Mont-Sainte-Anne's $100 Million Investment Plan Moves into Implementation

Beaupré, January 20, 2026 - At the end of 2024, Mont-Sainte-Anne and the Government of Québec announced the launch of a major investment project aimed at positioning the destination among North America's leading tourist destinations. Today, the project is entering its implementation phase, following the finalization of agreements concluded in December 2025.

Following the publication of the ministerial decree authorizing Investissement Québec to grant two loans totaling **$50 million**, as part of an overall **$100 million investment plan** to modernize infrastructure and equipment over a five-year period, all stakeholders—including SÉPAQ—worked closely together to finalize contractual and financing arrangements.

The completion of these agreements was contingent upon a comprehensive settlement regarding the Eastern sector of Mont-Sainte-Anne, which had been subject to litigation since 2021. This decisive milestone was reached on December 19.

"We were able to cross the finish line by establishing a true partnership with Investissement Québec and SÉPAQ, enabling the rapid injection of $100 million into the ski mountain's infrastructure and tourism offering to ensure its modernization. Significant efforts were made by all parties to ensure the long-term coherence and sustainability of the destination through a renewed approach," said **Maxime Cretin, Vice President and General Manager, Eastern Region**.

A New Partnership with Two Complementary Components

With the objective of optimizing value creation and implementing a renewed management model that builds on each partner's strengths, all lands and activities in the Eastern sector have been fully transferred to SÉPAQ. For several months, SÉPAQ has been developing a new master development plan aimed at creating a regional tourism park focused on conservation, land stewardship, and a wide range of outdoor activities.

This new approach will allow the entire $100 million investment to be concentrated on the Western sector—the ski hill— while deploying a cross-marketing strategy between both sectors. Together, these complementary components will create unprecedented strength within the tourism industry, offering a diversified four-season destination that positions the region advantageously for a broad range of visitors.

A structuring real estate project

As part of a broader strategy to enhance the destination's attractiveness, Mont-Sainte-Anne is also developing a major real estate project focused on transforming the village at the base of the slopes. This initiative could generate additional investments of **up to $450 million**. A master development plan is currently underway and is expected to be completed next spring. The identification of development parcels and the phasing of the project will be entrusted to a specialized firm

The starting point for the Mountain Plan

The modernization of ski lifts and the snowmaking system represents the cornerstone of the Mountain Plan.

This fall, Mont-Sainte-Anne worked closely with ski lift manufacturers to define new routes and configurations for the gondola, the Express du Sud, and the Express du Nord. The month of January will be dedicated to validating final technical parameters, with the support of a specialized firm, in preparation for placing the **first equipment orders between February and March 2026.**

The first installations are expected to be commissioned progressively over the next three to four years, with construction work scheduled to begin in summer 2026. A detailed construction schedule will be made public toward the end of the first quarter of 2026.

Reminder – Mountain Plan Highlights

- **Installation of state-of-the-art ski lifts** across the entire ski area: the gondola, *Express du Sud*, *Express du Nord*, and *Tortue* lifts will be replaced by **three new alignments and three new lifts** to improve circulation and overall efficiency. The configuration for replacing the Tortue–Express du Sud combination remains under review to meet technical requirements.
- **Modernization of the snowmaking system**, enabling:
  - a 30% increase in snow production capacity.
  - a 30% reduction in energy consumption.
- **Major redevelopment of base and summit areas**, integrated into the natural environment and offering innovative spaces and services.
- **Installation of a mountain coaster**, enhancing 4-season operations.

About Mont-Sainte-Anne

Located in Beaupré, just 25 miles east of Québec City, Mont-Sainte-Anne is a premier destination for outdoor enthusiasts. In winter, the resort is renowned for its vast ski area, exceptional snow conditions, and panoramic views of the St. Lawrence River. In summer, Mont-Sainte-Anne becomes one of Québec's leading mountain biking destinations, offering more than 40 kilometers of downhill trails, as part of an extensive network of signature trails.

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