Reflective by car

La Route des Senteurs - Memphrémagog

Alexandra Bachand wants you to let your sense of smell guide you through the MRC de Memphrémagog. This perfume artists and owner of the Grange du Parfumeur in Magog has developed a one-of-a-kind sensory detour.

Distance
48.4 km

Duration
1 h 01

Starting location

Rivière-aux-Cerises Marsh
69 Roy Road, Magog

Price

Free

*Please note that this is not an accurate itinerary. For navigation purposes please refer to Google Maps or the preview map on the website.

Itinerary

Reflective

Wild Rose Bushes

Just a few steps from the Rivière-aux-Cerises Marsh Interpretation Centre, you'll find an expansive and fragrant wild rose hedge bordering the walking trail. From June to August, beautiful pink blooms embellish this small woodland, which serves as a haven for red squirrels and wood frogs. Small birds—chickadees, warblers and goldfinches—are also plentiful, showing off their colourful, shimmering plumage. The intoxicating scent of the wild flowers, with their delicate fruity notes, is what attracts pollinators and butterflies. Teeming with life, the spot is defined by a soft, fresh, rosy scent. Like the passage in "The Little Prince" by Antoine de Saint-Exupéry, you'll want to go and look again at the roses, to breathe in all beauty made possible by a precious moment of reflection.

Dogs
Dogs allowed

Address

Rivière-aux-Cerises Marsh Interpretation Centre

Reflective

The Azalea Bench

Picture yourself on a platform set against a verdant backdrop and overlooking Magog Bay. You take a seat on a park bench and contemplate the enchanting view of Lake Memphremagog, which stretches all the way to the horizon. In the summertime, a heavenly floral scent enhances this pastoral scene. Close by, birdsong emerges from a thicket of majestic trees. On either side of the steps leading to the platform, two large azalea bushes stand more than five feet tall and infuse the air with an aroma beyond compare. Reminiscent of cloves, the marvellously spicy fragrance emanating from the azaleas pairs perfectly with the orange and pink blossoms that burst forth in summer. You'll begin to notice the heady aroma while you're still several metres from this riverside oasis. You'll want to immerse yourself in the wonderful ambiance of lapping waves, soft murmurs and fluttering wings.

Dogs

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Address

Magog Bay

Reflective

The Buddleia Walk

Your view of Lake Memphremagog stretches toward the horizon. Fittingly, the name means “vast expanse of water” in the Abenaki language. Nestled in the heart of the Appalachian mountains, the lake is surrounded by rolling hills and verdant landscapes. From July to September, butterfly bushes put on a colourful show in the beds bordering this multi-use path, a short distance from the lake. True to their name, these low shrubs attract countless butterflies that love to flutter around the long, fragrant spindles of purple flowers. Rich and graceful, the fragrance released by these blooms is truly intoxicating! As it slowly awakens, your sense of smell will uncover floral aromas, followed by notes of honey and, finally, a powdery scent. Enhanced by a hint of tobacco, the trail’s complex smellscape truly enhances the postcard-worthy scene. The dominant floral scents perfectly match the often festive and effervescent ambiance of this observation point located just a few steps from the beach.

Dogs

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Address

Lake Memphremagog

Reflective

Beneath the Great Linden Tree

This corner of North Hatley offers breathtaking views of Lake Massawippi. Savour the old-fashioned charm of the picturesque village as you relax on the observation deck. Located just a few steps away, a lovely bandstand hosts musical performances throughout the summer. During late June and early July, the surrounding park fills with the aroma of the flowering linden trees, which can reach a height of up to 40 metres and live for more than 200 years. It's a scene right out of Claude Monet's 1865 paining, "Le Déjeuner sur l'herbe." Sit down for a snack under one of these elegant trees filled with fragrant bunches of small yellow flowers. The light scent, featuring notes of honey, will delight your nose and provide a reminder how good it feels to relax outdoors. It's the perfect spot for a picnic, so be sure the plan ahead. "La Route des Senteurs - Memphrémagog®" is the brainchild of perfume artist and scent creator Alexandra Bachand. She runs the Grange du Parfumeur, a high-end perfumery overlooking Lake Memphremagog and nestled among the mountains of the bucolic Eastern Townships countryside. She has also authored a book on scent gardens, titled "Jardins de senteurs. Projets aromatiques et secrets de parfumerie."

Dogs

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Address

Dreamland Park, next to the North Hatley gazebo

2-54 R. Main, North Hatley

Reflective

Along the Sweet Gale Trail

Nestled along the shores of Lake Magog in Sainte-Catherine-de-Hatley, Marsh Island is home to a thriving wetland where lush vegetation is reflected on the water's surface. This remarkable natural habitat is a haven for birdwatching, attracting migrating birds and wading species alike, with more than 190 bird species recorded here. A boardwalk trail, bordered by water on both sides, invites visitors to slow down, observe and awaken their senses.

Along the way grows sweet gale, a fragrant perennial shrub reaching about 1.25 metres in height that flourishes in marshy environments. Also known as bog myrtle, it is easily recognized by its slightly rounded, aromatic leaves and its brownish catkins, which resemble tiny peppercorns. Its distinctive fruit releases a spicy fragrance with hints of citrus and subtle fruity notes. In June, the dense foliage lining the trail to the island fills the air with fresh, resinous and camphor-like aromas that become even more pronounced when a leaf is gently crushed between your fingers.

This enchanting open-air setting offers a fragrant escape into a landscape of exceptional natural beauty.

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Address

L'île du Marais
425 Rue des Sapins, Sainte-Catherine-de-Hatley, QC J0B 1W0

Services

- Observation point

Reflective

Near the Dam

Along the Route Verte, on the banks of the Magog River, where the dam holds back and then powerfully releases the waters of Lake Memphremagog, a small lookout invites you to slow down. Here, the water does more than simply flow — it tells a story. It carries with it fragments of the town's history, recalling the former textile mill that was once powered by the dam.

Shaped in the early 20th century, this place still bears the imprint of the engineers and workers who harnessed the river's strength. Above all, this stop celebrates the presence of water, first calm and still, then transformed into powerful swirling currents just a few metres downstream, creating a striking contrast. Here, a cool, gentle breeze mingles with the constant murmur of flowing water and the moisture in the air, creating a soothing, almost meditative atmosphere. As the wind rises, it carries a fine mist infused with green, herbaceous and woody notes from the wild grasses lining the path. Willow branches, bending gracefully over the water, deepen the character and spirit of this place.

Pausing here invites a moment of quiet reflection through the senses, between what passes and what endures. It is an opportunity to be moved by the passage of time, the memories held within this landscape, and the flowing water that carries the scents of this lush natural setting. The river continues on its way, leaving behind a subtle fragrance that drifts toward the horizon.

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Address

Route Verte 1 - La Montagnarde

Reflective

Above the Mill

Providence Lookout is a welcoming outdoor space, beautifully maintained throughout the year, offering sweeping views across the railway below and the Magog River to the remains of the former textile mill founded in 1883. At the time, this vast industrial complex was one of the largest in Québec and the only one in 19th-century Canada to bring together spinning, weaving, bleaching and printing under a single roof.

In those days, coal smoke and soot billowed from its two towering chimneys, cloaking the landscape in a heavy, lingering haze. At times, sharp, oily odours from the machinery and workshops, mixed with the pungent, chlorine-like scent of bleaching agents, drifted on the wind, leaving a lasting impression on the atmosphere of this manufacturing district.

Today, the site is peaceful and open, swept by a steady breeze that cools the face while carrying the scents of the changing seasons, from nearby trees to drifting pollen. This striking contrast invites quiet reflection and offers a glimpse into the vital role the railway once played in transporting raw materials and finished goods. Though the coal smoke has long since disappeared, its scent seems to linger in memory, woven into this landscape shaped by history.

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Address

Belvédère de la Providence

93 QC-108, Magog, QC J1X 1Y3

Reflective

Along the Shoreline

The La Montagnarde walking and cycling trail follows the Magog River, offering a peaceful journey alongside this beautiful waterway, which welcomes a variety of birdlife with the arrival of warmer days, including mallards, Canada geese and common loons.

In spring, it is especially rewarding to pause and take in the soothing view while breathing in the scent of warming, rain-soaked earth. As the ground gradually dries and warms, it releases the distinctive aroma of geosmin, reminiscent of rich soil after a rainfall. Fallen leaves, tree bark, moss and pine needles blend together to create an intoxicating spring fragrance that rises from the forest floor, grounding the spirit and inviting quiet contemplation.

The moisture carried by the river and spring rains deepens these earthy, herbaceous scents, gently announcing nature's return in all its splendour. Little by little, tree buds emerge and give way to a lush, vibrant canopy that accompanies visitors along the trail. The white pines growing nearby release a resinous, woody conifer fragrance that becomes fresh, aromatic and invigorating in summer, when the sun reaches its highest point and warms the trees.

It is a fragrant trail that rewards those who take the time to notice.

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Address

Route Verte 1 - La Montagnarde