

Sensory 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.

**Duration**

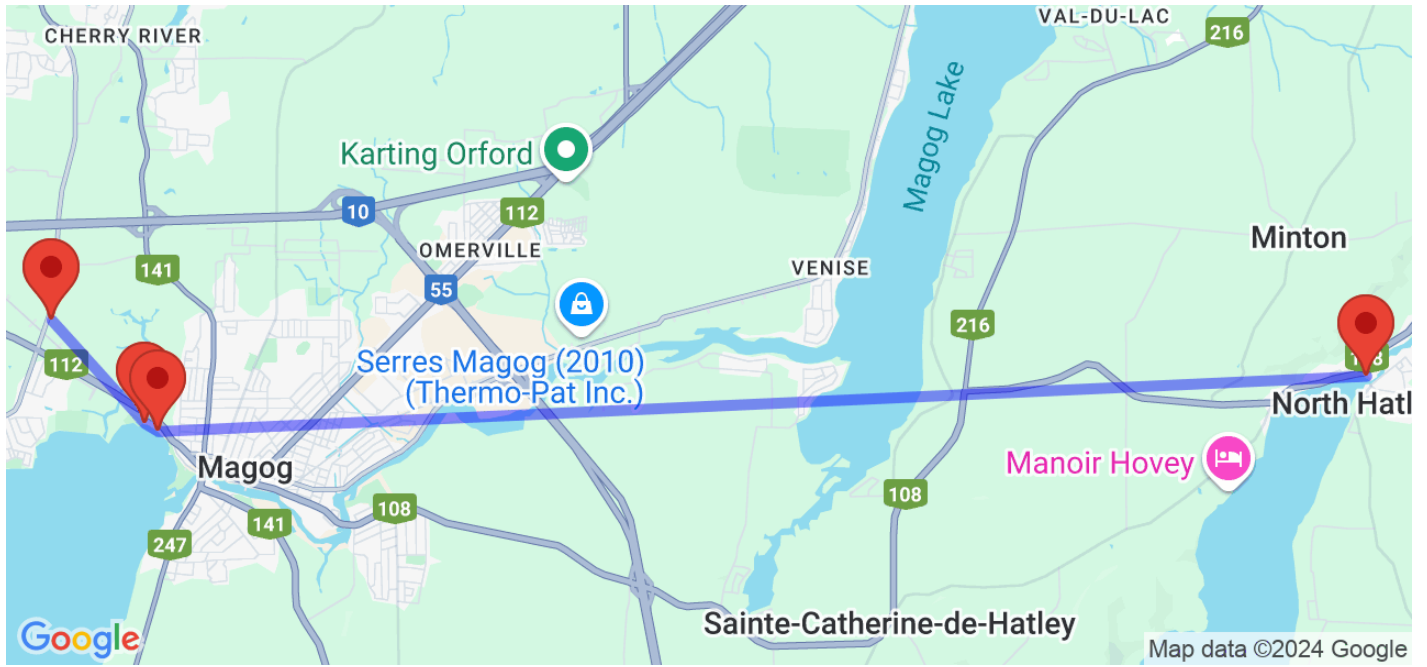
1 h

**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

---

### Sensory

## 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.

**Duration**

10 min

**Dogs**

No dogs allowed

**Address**

[Rivière-aux-Cerises Marsh Interpretation Centre](#)

---

Sensory

## Azalea Bed

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.

**Duration**  
15 min

**Dogs**  
No dogs allowed

### Address

[Magog Bay](#)

---

Sensory

## Butterfly Bushes

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.

**Duration**

5 min

**Dogs**

No dogs allowed

**Address**[Lake Memphremagog](#)

## Sensory

## At the Foot of 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 painting, "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 to 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."

**Duration**

30 min

**Dogs**

No dogs allowed

**Address**

Dreamland Park, next to the North Hatley gazebo  
[2-54 R. Main, North Hatley](#)

---