

Come for the Lifestyle...

Once you've been to Fernie, it is hard to leave. The beauty of the East Kootenays has converted many tourists to long-term residents, from early retirees to young adults, established business owners to start-up entrepreneurs. The lifestyle is the draw for many, and the amenities convince them to stay.

Consider the following: **Fernie has key transportation connections.** While the community reaps the benefit of its scenic mountain location, Highway 3, which passes through Fernie, is one of three major east-west routes between British Columbia and Alberta, traversing the historic Crowsnest Pass through the Rocky Mountains. Fernie is located along this major trucking route, only a few hours drive from Calgary, one of Canada's largest and most economically dynamic cities.

By air, international airports located in nearby Calgary and Kalispell (Montana) provide ready access to major cities throughout North America and around the world, while the regional Canadian Rockies International Airport in Cranbrook offers numerous flights daily to Calgary and Vancouver.

Modern telecommunications infrastructure renders distance meaningless in many other aspects of business life. Fernie is fully equipped for high speed internet and cellular telephone service.

The closest larger centres are Cranbrook, British Columbia (population 20,000), an hour's drive to the west and Lethbridge, Alberta (population 70,000), 2.5 hours drive to the east. Fernie is also in close proximity to the United States, in particular Spokane, Washington (population in Spokane County of 430,000) and Kalispell, Montana (population 15,000).

