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ont-Tremblant is currently hot property. Affluent visitors from near and far are opting not only to spend a weekend in the stunning Quebec region, but, increasingly, an entire winter or summer season. And as more and more people discover the area's divine natural beauty, Mont-Tremblant is fast becoming the place to invest in a vacation or retirement property.

We interviewed three regional tourism and property experts, Marsha Hanna, Real Estate Broker for Sotheby's International Realty Quebec; Herbert Ratsch, Chartered Real Estate Broker for Sotheby's International Realty Quebec and Julie Marchildon, Marketing Coordinator for Tourisme Mont-Tremblant, to find out precisely what it is that makes Mont Tremblant such an enticing draw for affluent people all around the world.

Year-round tourism

Despite its long-held reputation as a winter ski destination, Herbert Ratsch argues that Mont Tremblant is the only resort in northeastern America that is as active in the summer as it is in winter – a sentiment shared by Marsha Hanna. "We have world-class golf, hunting and fishing in the summer," she explains. "There are music festivals too, and next year we'll be hosting the world finals of the Half Iron Man, so it's becoming very well-known worldwide."

"It's a year-round playground," she adds. "We have very little downtime."

Marsha explains that some people are choosing to retire in the area because, as well as the clean air and healthy lifestyle, the extensive range of activities available is ideal for families.

Julie Marchildon adds: "Tremblant has been transformed into a four-season, international resort. Visitors soon discover why the local tourist authority's tagline is 'More than skiing'."

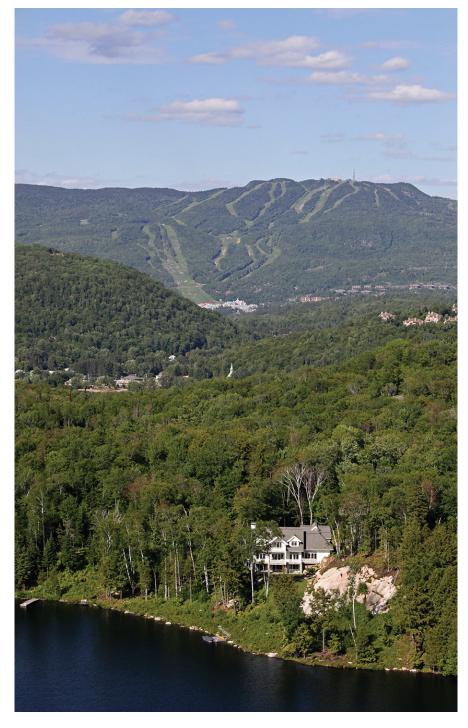
Making a home

While Mont-Tremblant's tourist attractions appeal to one-time or even regular visitors, there are also many other benefits to living here year-round.

Herb believes owning a property here puts you right in the center of the area's natural beauty. "There's the largest national park in Quebec, the Parc National du Tremblant, with 12,000 acres," he says. "There are people that have properties that are within walking distance of both the ski hill and the lake, and then in the back yard is the national park."

"Domaine Saint-Bernard, a forested parkland owned by the municipality, is a huge acreage with a private lake," says Marsha, "and as a property owner you can use in the summer and winter with your citizen card for free."

Cochrane Lac Desmarais A beautifully landscaped lot with full views of lac Desmarais from every room. This contemporary home has a light and airy feel and is only minutes from the resort.





She also adds that only regional property owners are allowed to have boats on Lac Tremblant, and many lakeside properties are boat-access only.

Getting around

Herb believes that Mont-Tremblant has it all - "most places are ski resorts or lake resorts... but Tremblant is a ski resort with a 12-kilometer lake right at its base" - but just in case you do want to leave, Marsha argues the area's transport links are secondto-none. "One of the key things about this resort area is that it's incredibly easy to get to and from - that makes it different to Aspen, Telluride or Lake Tahoe," she says. "You're an hour and ten minutes from Montreal, so you can get in and out of the city, and anywhere else in the world, very easily."

"There's also Mont Tremblant international airport, about 25 minutes from the town. Planes come in from Toronto and New York, and also there's a base for private planes," she adds.

Local community

Then there's the community. According to Julie, the people here are "some of the friendliest around". Marsha also believes they provide continental color. "The main language here is French," she reveals, "so when you come to Tremblant you feel like you're in France. People do speak both French and English, but there is a joie de vivre that is prominent in the area. A lot of people coming from the States feel like they can actually drive here and be in Europe."

And there is also the cosmopolitan flavor brought in by the tourists. "It's truly international," says Marsha. "When I brought my kids up here, it was interesting as they'd meet people on chairlifts from around the world. And there's always a change, with new tourists coming in."

Marsha says the local homebuyers come primarily from Montreal, Toronto, and the north-eastern US. "But we have also a lot of people from California and Florida that actually come here over the summer to get away from the heat, and we have international clientele too."

Tourist attractions, desirable properties, transport and community; just some of the reasons why Mont-Tremblant is likely to be popular with visitors and homebuyers for years to come.

1015 Cochrane - lac Desmarais This 14.000 sq ft waterfront home can accommodate two families. One side is perfect for a couple, while the other side works perfectly for the kids and grandchildren. Joining the two sides is an amazing summer kitchen, living room and dinning area. The home has several cinema rooms, fitness room, games room and two screened-in porches.



Private Jet Services Available at FBO: La Macaza-Mont Tremblant International Airport, about 25 minutes from the town.

