

Can the Keltic Lodge regain its former glory?



The spectacular setting of the Keltic Lodge and Spa on Middle Head.

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manages the adjacent Highland Links Golf Course, the top ranked public golf course in Canada.

Both properties, Highlands Links and the Keltic Lodge, are in need of major infusions of money. Early winter storms took their toll on the golf course and the Keltic is just not up to the price point it once could garner.

There are some bright spots in that there are some talented people working to find the best way to improve the area as a preferred destination.

New Castle hired Jim Frise as General Manager of Keltic Lodge. Mr. Frise, who was General Manager at Keltic Lodge from 1994 to 1998 and in 2007, is a well

respected and knowledgeable member of the hospitality industry.

Already former employees at Keltic have offered their resumes to have the opportunity of working at Keltic with Mr. Frise again.

What Mr. Frise can do to bring back the grandeur of the Keltic Lodge is a task that without extra financial commitment from the lease holder, owners or purchaser, will be impossible to perform.

Mr. Frise met with local municipal councillors and the Warden recently to advise them as to the direction Keltic would be taking to attract visitors this year.

Warden Bruce Morrison said Keltic is pivotal to the area's accommodation sector. He was pleased to hear the Lodge would be improving its guest services and overall visitor experience.

Destination Cape Breton's Executive Director Mary Tulle said, "For Ingonish, Victoria County, Cape Breton and the Province the Keltic Lodge is a strong and distinct icon."

C@P sites learning to surf the waves of change



Facilitator Catherine Ann Fuller (L) leads VCCAPS' Future Directions Workshop participants through an analysis process.

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present and future needs might be.

Many ideas were presented and were categorized with a view to what the resources required would be, the needs of the users and identifying the barriers to accomplishing their goals.

The participants identified business development as a possible growth area building on existing programs and the need of technical services which are lacking in the County.

Partnerships among various organizations, businesses and government departments and agencies was felt to have potential for growth.

Training for seniors on social media programs would help them connect with services available as well as communicate with family and friends.

Growth in the tourism sector was

also seen as having potential if the C@P sites had access to or were to become information centers detailing the information our visitors are seeking.

Increasing the use of the various community portals (C@P sites) might be accomplished if they were marketed as a destination in themselves. Increasing the services provided at each site could also be improved and expanded.

Of course barriers and needs were also identified and most of these came down to money and human resources. However, if a business case can be made for any or all of the products or services identified then the future may unfold quite favorably for these new and important pieces of community infrastructure.





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A REMINDER...

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Single persons with an income of \$27,000 or less, and households of more than one with an income of \$42,000 or less are eligible for assistance.

This is a rebate of up to \$200.00.


Applications forms are available at the constituency office by phoning 674-0089

Remember ... the deadline to apply is March 31st!



Keith Bain

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e-mail: keithbainmla@ns.sympatico.ca
1551 Old Route 5, Bras d'Or, N.S. B1X 1B5





Baddeck Area Business Tourism Association (BABTA)


2011 Annual General Meeting

Alexander Graham Bell Museum Theatre
Tuesday, March 22, 2011 • 6:30 pm

6:30 - 7:30 Wine & Cheese
7:30 Annual General Meeting

For more information, contact Verne
at 295-1133 or e-mail mcintyre@seaside.ns.ca



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