

# 12 MINE ROAD GOLF CHALET

Inverness

[12mineroadgolfchalet.com](http://12mineroadgolfchalet.com)

**EXPLORER QUOTIENT IDEAL AUDIENCES:** Free Spirit and Gentle Explorer

**UNIQUE SELLING PROPOSITION:** High-end accommodation for golfers overlooking Cabot Links, one of the world's premier golf courses

**TYPE AND SIZE:** Golf chalet featuring one three-bedroom suite and one two-bedroom suite

**YEARS IN BUSINESS:** Two

**GAME CHANGERS:** Location Quality Niche market

**ADVICE:** "It's essential to choose your target market and stay true to it."

**Joan and Gerard Ferguson** have retired back to Cape Breton as the proud owners of 12 Mine Road Golf Chalet, a five-star accommodation overlooking Cabot Links Golf Course.

"The sunsets here are second to none," says Gerard. "We grew up with them. We want to share Cape Breton's natural beauty with people ... and we want the accommodation

to mirror it. It gives us such a sense of pride in our community, taking it to a new standard."

As a former receptionist in the real estate industry, Joan immediately saw the opportunity for the property. "We completely renovated it as a chalet to suit the golfing market, which we know well as golfers ourselves."





**Now living nearby** in Joan's hometown of Mabou, the Fergusons took a year to complete the renovation. "It was a wet and windy affair," laughs Gerard. "But we worked with local folks who were really creative and did an excellent job. We oversaw all the details, knowing it had to work for our golfing audience, 80% of whom are male. We catered to them as much as possible, while still appealing to female golfers."

"We work hard to meet and exceed their expectations," he says. "We know it has to be spotless. We love it when people still feel like they are the first ones to stay here. Often Cabot is a bucket-list adventure for them, so they are prepared to

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pay for that adventure, and we are prepared to meet their standards. We go the extra mile to ensure they have everything to make their experience special."

Open May to October, Gerard and Joan are now in their second season. "We have been building slowly, getting our name out there and being patient," says Joan. "Our kids have been helping us with our marketing platforms, and we are on Airbnb, booking.com and TripAdvisor. We had great help from Tourism Nova Scotia and Destination Cape Breton to ensure we did things right."

"We love delivering on what people see on social media," says Gerard. "We are so proud of the island. We love welcoming guests to the area,

and we want to keep improving and seeing people's eyes light up."

The Fergusons know that the key to delivering that experience is good relationships with the people and businesses in the community. "We are in business because of Cabot Links and we don't forget that. We also enjoy working with Celtic Air Services, a local airport in Port Hawkesbury. They fly in for the course and let people know we are here. Golf Cape Breton is another great resource. And we try to buy local, wherever possible. They are all community people – it all goes back to that."

Cabot Links and 12 Mine Road are built on top of the former coal mine in Inverness, which has seen hard times over the years, and the



Fergusons feel lucky to play a role in the burgeoning economy that has grown up around the golf course.

"This business is in a special place and there is such a buzz here with all the exciting developments coming – and we are part of it! This is not happening in many other places in Canada, or even the world."

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