

# KLUSKAP RIDGE RV & CAMPGROUND

Englishtown

kluskapridge.ca

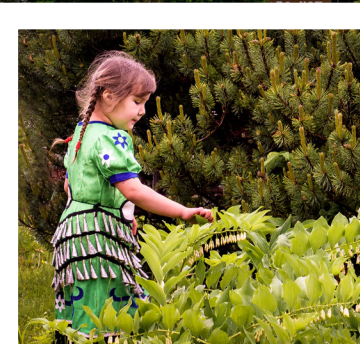
**EXPLORER QUOTIENT IDEAL AUDIENCES:** Cultural Explorer and Authentic Experiencer  
**UNIQUE SELLING PROPOSITION:** Authentic, family-friendly activities and Mi'kmaq cultural experiences in a beautiful natural setting.  
**TYPE AND SIZE:** 33 overnight camping sites (15 serviced, 13 unserviced) two camping cabins, a traditional tipi, a glamped tipi, a glamped tent and 35 seasonal sites.  
**YEARS IN BUSINESS:** Three  
**EXPERIENCES AND PACKAGES:** Legends of Kluskap: Stars to Sea Glamping  
**PARTNERS:** East Coast Glamping, Nova Scotia Indigenous Tourism Enterprise Network, Ullnoweeg, Membertou  
**GAME CHANGERS:** Indigenous culture and experiences. Outstanding customer service.  
**ADVICE:** "To be successful in this industry, you have to have a strong support team."

**Rosemarie Christmas** cracks herself up as she tells the story of how she, her husband, **Austin** and their friends, **Darrell** and **Sharon Bernard**, came to own and operate Kluskap Ridge RV & Campground.

"We love to camp. We were joking around the fire one night and thought how fun and easy it would be to run a campground ourselves. Little did we know," she chuckles. "But we fell in love with this property. It was already an established business, and we were blown away by the architecture and the natural beauty. It was for sale and we pounced on it. Now, we joke it's like

Hotel California. People come and they don't want to leave."

Set on a hill overlooking St. Ann's Bay on the majestic Cabot Trail in Cape Breton, Kluskap Campground has truly become a place where people feel at home. "There is something sacred about this mountain – the quiet and simplicity – that draws your soul in," she says. "We want to share it, to chat and have tea and tell you about this beautiful place, our Mi'kmaq culture, and all the amazing things to experience in Cape Breton. We create a vibrant community, bringing people together to share stories and experiences around the fire."





**At Kluskap**, campers feel they are part of the family. Christmas and her partners are proud of the warm and welcoming environment they are creating, encouraging people to get back to nature and inviting them to remember what really matters. Parents know their children are safe here – before the end of their vacation, the owners know each youngster by name and treat them like their own. Christmas especially loves empowering young people by giving them some responsibility, whether it's helping out scooping ice cream or minding the younger ones. They build trust with visitors of all ages, so they can learn and grow together. "It's a people thing. It's a Cape Breton thing. It's our thing," she says.

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“Our indigenous background makes this place special, and people love that. They come for our cultural retreats, and we will continue to grow and expand our experiences. We’re always working towards our vision, slowly making changes and improvements,” Christmas says.

The owners are excited about their successful partnership with East Coast Glamping. They have been offering cultural experiences in a glamping format since they opened, three years ago. Starting next year, Kluskap will offer the Legends of Kluskap: Stars to Sea Glamping package, offering guests a trip to the top of the mountain with Darrell and Austin to enjoy a

night of drumming, cooking fry bread around the fire and camping in a glamped tipi.

Rosemarie credits a huge support system for helping to make this dream a reality – claiming they couldn't do this without great assistance. “It looks easy from the outside, but it is such hard work – hard on your body and on your head. We have a dream, and we carry each other through and keep going, spurred on by our amazing partners,” she says. Kluskap is supported by the Membertou community, Ulnoweg Development Group, East Coast Glamping, the Nova Scotia Indigenous Tourism Enterprise Network, and many other wonderful champions.



“At the end of the season, we laugh, surprised by all we have accomplished. We do it for this amazing community we are creating. We just love it. We will keep working and growing to provide a special place for people to come back to centre – to connect to one another, nature and our culture, and just be themselves.”



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