

TOURISM
NOVA SCOTIA

QUARTERDECK RESORT

Summerville

quarterdeck.ca

EXPLORER QUOTIENT IDEAL AUDIENCES: Free Spirit and Authentic Experienter

UNIQUE SELLING PROPOSITION: Luxury accommodations and a fine-dining restaurant located in beautiful Summerville Beach Provincial Park

TYPE AND SIZE: 13 two-bedroom villas, two one-bedroom suites, oceanfront three-bedroom unit, six oceanfront rooms, three studio lofts, three two-bedroom lofts, three deluxe one-bedroom lofts, two one-bedroom lofts, one deluxe two-bedroom loft

YEARS IN BUSINESS: 89 (three years since expansion)

EXPERIENCES AND PACKAGES: Seaside Adventure & Beachside Feast

PARTNERS: Candlebox Kayaking, Parks Canada and Kilted Chef

GAME CHANGERS: Vision, consistency, minimalist approach

ADVICE: “It’s important to start modestly and make gradual improvements – that’s how you can be successful.”

After almost 90 years in business, Quarterdeck Resort continues to evolve and grow. It focuses on balancing growth with fiscal responsibility to deliver on its vision of inspiring visitors with great architecture that emphasizes the natural beauty of Summerville Beach.

The owners and management of the Quarterdeck have made intentional investments and believe deeply in their product. “We knew if we wanted

to attract different types of guests, with different needs, we had to invest in different types of accommodation,” says Acting General Manager and CFO, **Todd Webb**. “We want to bring a business approach to broaden our appeal. We have made significant investments in this property, doubling our size. We have revamped our entire restaurant – partnering with the Kilted Chef to completely redesign our menu – to attract new guests and be more successful.”





What makes Quarterdeck truly special is its longevity, and the consistency it achieves while being responsive to visitor needs. “Our long-term employees are passionate and focused on guest experiences,” says Webb. “That continuity is a huge benefit to our repeat customers. Our staff love coming to work every day, and our guests see that. People know we truly care.”

Growth can also be challenging on a number of fronts. “Not all of us like change but we make our decisions based on guest feedback,” says Webb. “We want to make sure we have our arms around everyone as we move forward. And as we expand, it can also be difficult to find new employees in a rural market.”

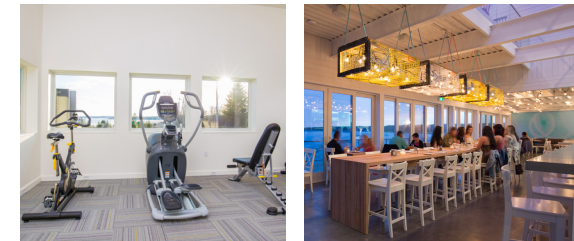
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While the Quarterdeck embraces growth, it doesn’t believe in change for its own sake. “Looking at results allows us to know that we are on track,” says Webb. “We do a forecasting exercise to plan for the coming years. If you don’t know where you are going, how will you know your targets have been met?”

Appealing to different audiences is important. “We are showcasing the beauty of our surroundings through a number of unique experiences for guests,” says Webb. “We are finishing construction on 12 new rooms with a wooded theme and can also see the potential for a camping offering. The owners have a great passion and vision for this property and want to share it with as many as possible.”

The Quarterdeck also loves collaborating with different partners to ensure they deliver experiences that exceed expectations. “This season, we are partnering with Candlebox Kayaking and Parks Canada for adventure tourism on the Kejimikujik National Park Seaside Adjunct, offering an experience to capture green crab, an invasive species,” says Webb. “Guests then stay with us and dine on a delicious seafood feast, featuring green crab.”

“We also enjoy working with Greek’s Meat Market, Afishinado, Five Girls Baking and many other amazing local businesses,” says Webb. “We make a conscious decision to buy from local people. We know we can buy cheaper elsewhere, but we want to support the local economy and



ensure the quality of our guest experience.”

While there are more changes to come, including a rebrand, the Quarterdeck is always balancing expansion with the bottom line. “It’s important to start modestly and make gradual improvements – that’s how you can be successful,” he says.

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