

TROUT POINT LODGE

East Kemptville

troutpoint.com

EXPLORER QUOTIENT IDEAL AUDIENCES: Free Spirit and Authentic Experienter

UNIQUE SELLING PROPOSITION: High-end culinary and outdoor experiences in a luxurious, unique wilderness retreat, Certified Starlight Hotel

TYPE AND SIZE: Eleven suites in two lodge buildings and one cottage

YEARS IN BUSINESS: Two (Existing accommodation property)

EXPERIENCES AND PACKAGES: Nightly star-gazing excursions, forest bathing, guided hiking, foraging, kayaking, canoeing, paddle-boarding, culinary classes, wine appreciation and fishing excursions

PARTNERS: Many local farmers and suppliers

GAME CHANGERS: Highly-personalized guest experience, repeat visitation

ADVICE: “Be really clear on your value proposition – what makes you unique – and be able to articulate it in one or two sentences.”

Life feels pretty surreal for former Montrealers, **Patrick and Pamela Wallace** these days. They are living their dream in their second year as owners of the high-end, luxury wilderness retreat, Trout Point Lodge.

“We already loved Nova Scotia, but when we came to Trout Point for a weekend getaway in July 2017, it was our first time to Yarmouth & Acadian Shores and we were blown away by what we saw,” says Patrick.

The two had been eager to try their hand in the accommodations industry but couldn’t quite find the right project. “With Trout Point, we were excited, but we did our research and

made conservative assumptions,” says Patrick. “The further we dug, the better it became. We waited for someone to tell us we were insane, but no one did! We believe nothing else in Nova Scotia or Atlantic Canada offers the quality, surroundings and unique experiences we provide.”

As the world’s first certified Starlight Hotel, Trout Point offers award-winning experiences in the beautiful Tobeatic Wilderness Area in the heart of the UNESCO Southwest Nova Biosphere, with everything from onsite excursions with a naturalist and astronomer, to geology expeditions, to culinary classes.





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The owners also understand the importance of knowing their target audience. “We love focusing on our own backyard,” says Patrick. “We are thrilled that fifty percent of our guests come from the Maritimes. The size of that market and their propensity to come back is huge, and that repeat visit is important to us. We want to be here for all the special moments in their lives. We love hearing them say they feel like they’ve been away, even though they aren’t far from home.”

Pamela and Patrick have also been very conscientious with their digital marketing efforts. “We track our

engagement and followers very carefully,” says Patrick, “and we also love working with travel writers, who are so good at articulating what is hard to share through photos.”

The Trout Point owners treasure their relationships with local farmers and suppliers. “When we first started looking at buying the property, we stayed with a local farmer and his big, shaggy Scottish Highland cattle,” says Pamela. “Now we buy all our beef from him. We love working with local businesses – those connections help drive economic activity for all of us.”

While Trout Point has offered high-end experiences in the past, Pamela and Patrick take great pride in bringing exceptional, personalized guest interactions, supported by a high-calibre team, and a strong staff-to-guest ratio.

They work hard to ensure they are good employers, knowing their staff have a huge impact on the guest experience. “Our team members play a huge part in ensuring guest satisfaction. Hiring the best people, being hands-on and anticipating the needs of our guests, is critical to our success,” says Patrick.



At the end of the day, Patrick says being really clear on the value proposition is absolutely critical. “You have to be really strict with your value proposition and know why people are coming. It is such a valuable tool for making the decisions that will ensure our continued success.”

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