

# WATER SPRITE BED & BREAKFAST

Lunenburg

[waterspritebb.ca](http://waterspritebb.ca)

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

**UNIQUE SELLING PROPOSITION:** Luxury adult-only bed & breakfast in historic Lunenburg; #1 traveller ranked B&B in Nova Scotia on TripAdvisor

**TYPE AND SIZE:** One king room with a four-piece ensuite and a two-room suite with three-piece ensuite

**YEARS IN BUSINESS:** Two

**PARTNERS:** Many local artists, farmers and suppliers

**GAME CHANGERS:** Strong brand. Attention to detail. Gourmet breakfasts.

**ADVICE:** "You have to love what you do and have a strong marketing presence to make it in this business."

When Barry Pike and Brad Lowes were searching for the perfect spot for their new B&B in 2017, they stumbled upon Lunenburg quite by chance. That happy accident was the first step in making Water Sprite Bed & Breakfast the number one traveller-ranked B&B in Nova Scotia<sup>1</sup>.

Brad and Barry pour a lot of passion into creating something very special. "You have to love what you do to have people in your home," says Brad. "We decided to treat it that way, to share our personality and how we

like to decorate – it doesn't look as expected maybe, but it works."

Water Sprite offers a truly personalized experience, featuring an extensive art collection, gourmet breakfasts, and deeper connections with guests. "In 1937, when my dad was 17, he got his first job on the schooner, Water Sprite," says Barry. "In his early 80s, he built us a model of the ship and we have it on display. Without the story, it doesn't mean anything. We share those stories around the breakfast table."

<sup>1</sup>TripAdvisor, August 6, 2019







At Water Sprite, each day starts with a multi-course home-prepared breakfast. Everything is made in house, from scones with Nova Scotia blueberries to yummy jams and jellies. Courses may include Lobster Benedict, Atlantic salmon gravlax, salted cod fish cakes, truffles, cookies or bacon dipped in chocolate. All of these delicious ingredients are locally sourced from other small businesses.

Brad's background in marketing has served the partners well, and is reflected through their branding, from a strong online presence to their own locally-made soaps. "A professional online presence and proper marketing is going to make or break a B&B. We find there is a lot of misunderstanding as to what we do compared to Airbnb. The more we can communicate that we offer a very different, shared experience, the better," he says.

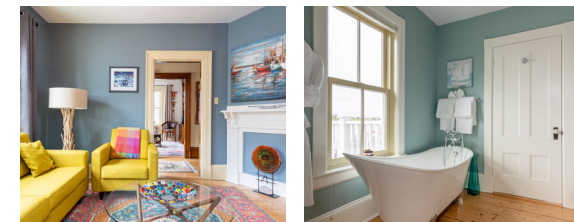
**"We don't want to lose the personal touch. And we don't want to dilute our brand."**

"We are always trying to stay fresh and creative on Facebook, Instagram and the website," continues Brad. "We are always working to make it interesting for our customers, remaining cognizant of what works for them – they are a very niche market. We have to keep setting ourselves apart from everyone else. There are so many wonderful B&Bs here, it makes it harder and harder to do."

Catering to their clientele means attention to detail and a lot of hard work for a small team. "It is challenging at times, and ironing sheets is right up there," jokes Brad, "but this is at our pace, we have flexibility, and don't have a lot of

hired staff. We committed to ourselves – we don't want to be in a stressful working environment anymore. Bigger doesn't always mean better. We don't want to lose the personal touch. And we don't want to dilute our brand."

Authenticity and local connections are central to their brand. "We do a lot of cross-promotion," says Barry. "We are regulars at the farmers market and local farms. It's very cool to serve scallops that come from down the road. We try our best to be ambassadors for Lunenburg and Nova Scotia, supporting local artists, industry, businesses and experiences. We also enjoy the B&B community. People suspect we are



in competition but in Lunenburg, we find it very supportive and get together on occasion to see how we can improve and refer to one another when we can."

"If you are a B&B or small business, you aren't going to make a million dollars," says Brad. "If you are just in it for the money, this isn't the right business. You have to have a passion for what you do."



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