



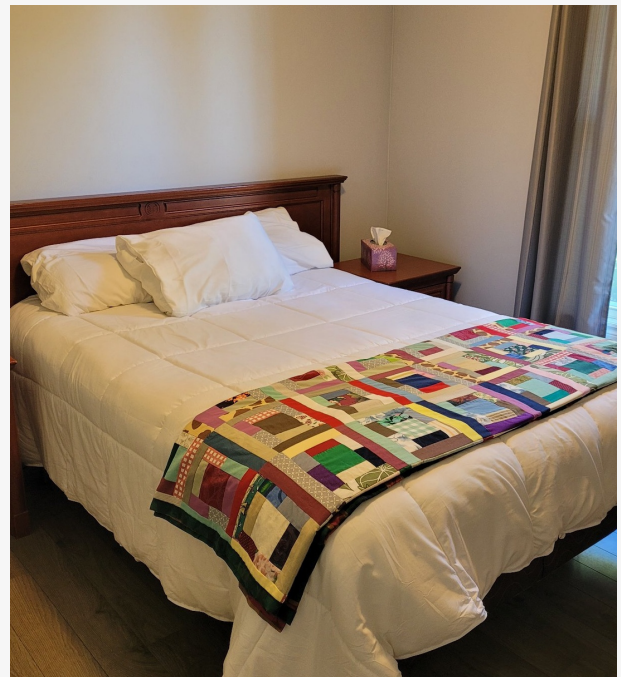
TOWN OF HARBOUR GRACE  
BUSINESS OF THE WEEK

# AMELIA'S VACATION RENTALS

## BUSINESS PROFILE

Owned and operated by Andrew and Pam Short, **Amelia's Vacation Rentals** offers four short-term rental units at 410 Harvey Street, Harbour Grace.

The rooms showcase a beautiful view of the harbour and the Admiral's Marina. **Each room is fully furnished and are great spots to stay if you're planning a weekend away in Conception Bay North.** The units are close to the historic SS Kyle, Harbour Breeze Catering, and the Danny Cleary Harbour Grace Community Centre.



## GET IN TOUCH!

**Looking to visit Harbour Grace?** Contact Amelia's Vacation Rentals by email at **ameliasvacationrentals@gmail.com** or by phone at **(709) 573-7941**.

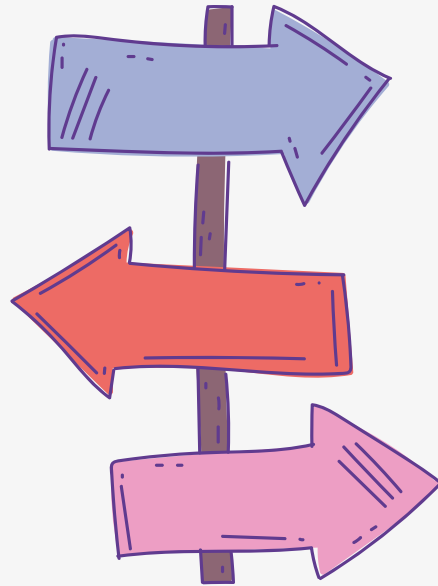
Book your next stay on AirBnB:  
**<https://www.airbnb.ca/rooms/30285585>**.

And don't forget to follow on Facebook & Instagram:  
**<https://www.facebook.com/ameliasrentals>**.

# — QUESTION & ANSWER —

## TELL US A BIT ABOUT YOURSELF

I'm **Pam Short** and I live in Riverhead, Harbour Grace, and work as a dental hygienist in Bay Roberts fulltime. **My husband Andrew and I became the new owners and operators of Amelia's Vacation Rentals last August.**



## WHAT SPARKED THIS OPPORTUNITY?

The building came up for sale last summer and we thought we'd give it a go. We have some experience in the rental market, so a short-term rental business is in our wheelhouse. **The previous owner had a solid brand established with a good reputation, so we decided to keep the marketing, logo, and branding the same.** We're implementing some changes, which will add our own personal touch and further increase business.





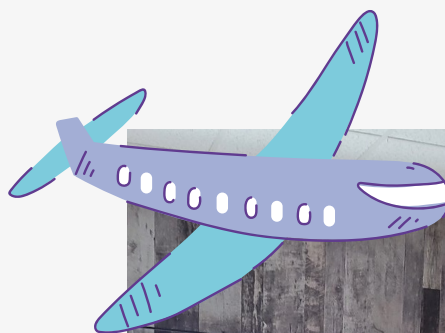


## TELL US ABOUT SOME OF THESE CHANGES

For starters, we renovated and refurnished each of the rooms and hallway. The previous owner looked at pursuing a café downstairs; rather than go that route, **we're working on creating two new rental units downstairs, taking the total number from four to six.** Also, as you can see, we're removing the brick exterior and replacing it with grey vinyl siding—a much-needed update, I think.

## WHAT'S YOUR NORMAL CLIENTELE?

Well, we just missed out on the summer tourism season—we did get some people in the fall shoulder months—but we anticipate this being a solid chunk of our annual visitation. Also, **weekend hockey tournaments from the fall to the spring bring a number of guests;** the Community Centre is a big boost, and we're in a great location to service that. And people staying overnight for work commitments in the area—we'll get some guests that way as well. Hopefully, the holiday season will bring guests who are home to visit family, and the province's Come Home Year celebrations for next summer will help, too. We have some interesting businesses opening in the near future—the Yellowbelly development has us all excited—and tourism could be an even bigger draw here in the near future.



# HOW DO PEOPLE BOOK?

We find most of our bookings come through AirBnB. We also have taken bookings through email and over the phone. And we advertise a lot with Facebook and we're starting to use Instagram a bit too.

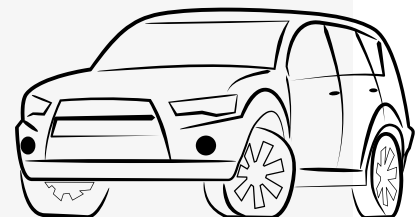
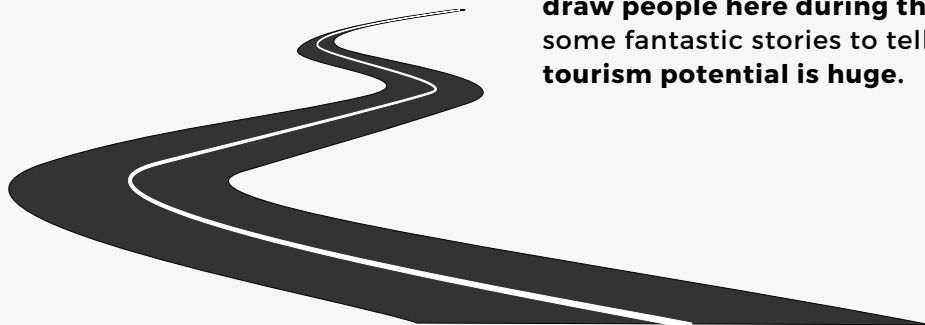


# WHAT ARE SOME CHALLENGES YOU FACE?

Well, first off, the pandemic has been a damper on **business generally**. We've all felt the effects, and businesses in the hospitality industry, with various travel and capacity restrictions, etc., have been hit hard. And it's not just that. For instance, if we're relying on hockey tournaments and senior hockey league games at the Community Centre for some business, any pandemic-related shutdown of the Centre will affect us, too. Hopefully things continue on the anticipated trajectory, but as we've seen before, things can change very quickly.

In terms of challenges in Harbour Grace—well, I don't think it's a surprise for me to mention the **infrastructure needs**. We're located on a particularly poor section of Harvey Street, the area between Jamie's Way and Lee's Lane. I know it's in the capital works plan for 2022, which is great for business generally and residents, but until this section of road is repaired, we're going to have to deal with significantly less traffic passing by our business. Community advertising opportunities would be a big help, too—for instance, somewhere on the highway, near the Community Centre,

I think we need to have more things on the go generally in the community, too—more events, **more things to draw people here during the tourism season**. We have some fantastic stories to tell here in Harbour Grace: **the tourism potential is huge**.







## PLANS FOR THE FUTURE?

Well, we're working on the **room expansion**, as I said before. In the future, I'm **toying with the idea of themed rooms**—nothing too crazy, but something that showcases the history of Harbour Grace in each room. Ideally, that'll encourage people to go out and explore the community and uncover and appreciate the history for themselves. Hopefully, if someone has a great experience in say, 'The SS Kyle Room,' they'll want to stay in another theme next time they visit.

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## WANT YOUR BUSINESS FEATURED?

If you want to be featured as our next 'Business of the Week,' contact Matthew at (709) 596-3631 ext. 4 or email [matthewmccarthy@hrgrace.ca](mailto:matthewmccarthy@hrgrace.ca).

**AMELIA'S**

**573-7941**

**VACATION RENTALS**

**410 Harvey Street,  
Harbour Grace**