



## **WHAT'S IN IT FOR ME ?**

**"...or reasons you should consider being a member of the North Carolina Bed and Breakfast and Inns Association."**

There are many benefits to being a member of a professional innkeeping association, specifically the North Carolina Bed and Breakfast and Inns Association. Many member benefits of NCBBI will become evident as you make your way through the Start-Up Kit. Listed below are a few:

### **Marketing & Promotion**

**Website:** Your NCBBI Membership includes a description of your inn on [www.ncbbi.org](http://www.ncbbi.org) with a reciprocal link to your home page. Also included are an Availability link, Inn Reviews, Specials, Blog, Recipes and Package links that can be directed by you to any location plus a Google map. Two pictures are included to enhance your listing

The NCBBI Web Site is serving hundreds of unique visitors a day. But what is really great is the average number of page views per session, which means every visitor generally views a number of our inn pages once they hit the site which is very good and implies visitors like the site and are using it to find places to stay. You will have the ability to check stats constantly to be sure that our site is still meeting the needs of your potential guests, and you have the ability to check six different reports regarding your inn.

Many more searchable options are available for website visitors to seek out your inn or area. Through our Members Only Log-In Page, members may up-date their inn-data, amenities, area attractions and inn specials at any time thus enabling travelers to get the most up-to-date information to help plan their lodging accommodations.

**Social Media:** NCBBI has a custom landing page on FaceBook, which directly links to the website. This will drive more traffic to our website. FaceBook allows us to engage with guests and potential guests directly and stimulate requests for more information.

Blogging is another form of social media and many of our members are using this venue. NCBBI recognizes the importance of blogging and has a link located on your NCBBI homepage that will go directly to your blog.

## **Professional Standards Program**

**Professional Status:** With membership comes credibility. As a member of NCBBI, you will be recognized as belonging to a select group of inns that are “Inspection Certified.” NCBBI is dedicated to providing a safe, healthy, comfortable and hospitable lodging experience to all guests. Travelers looking for quality accommodations will seek you out with the knowledge that your inn participates in a standards program of a state association which provides this “guest assurance”.

**Inspection Program:** The NCBBI Criteria and Inspection Program is more than just an inspection program. It is also a valuable tool that includes a Standards Program with on-going education, comments, and feedback as a service to innkeepers, guests and the public.

**NCBBI Logo-** As a NCBBI member you will be able to use our official logo on your web site, social media pages and other documents that you use for your Inn..

## **Printed ‘Rack’ Travel Planners**

**Over 10,000 NCBBI Rack ‘Travel Planners’ are printed each year:** They are promoted and distributed by the NC Department of Tourism, through North Carolina Welcome Centers and Innkeepers. While innkeepers and travelers agree that the Internet is fast becoming the travelers primary resource, our printed ‘Rack’ Travel Planners are still important as a traveling companion when on the road.

**Your Listing in the North Carolina Bed & Breakfast ‘Rack’ Travel Planner:** This approach provides texture to the NCBBI marketing plan and includes the name of your bed and breakfast, address and phone number.

**Distribution:** Members may request any quantity of ‘Rack’ Travel Planners for distribution at their inn. NCBBI provides Travel Planners for distribution as requested and at no cost to tourism attractions, businesses, tourist visitor bureaus, chambers of commerce, etc. NCBBI has also set up the Travel Planner so that it can be downloaded and printed by Innkeepers and Guests at their own computers.

## **Members’ Newsletter and E-Blasts**

**The Lamplighter:** Published on-line/printed newsletters update members on activities and opportunities within the organization and is posted on the NCBBI Web Site. Members, aspiring innkeepers, B&B Associations, hospitality/tourism related businesses and professionals can receive the newsletter. Members may submit news about their inn – awards, features, innovations, etc. in addition to articles or experiences of interest to Innkeepers. Advertisements and/or inserts are available at special member rates.

E-Blasts are sent out at least once a month to communicate important reminders, information, education or updates to all members.

## **Gift Certificate Program**

**Ease of Availability and Use:** NCBBI Gift Certificates are ordered by guests directly from the NCBBI Web Site. All Member Innkeepers are required to accept NCBBI Gift Certificates.

**Reimbursement with No Redemption Fee:** Gift Certificate reimbursements are submitted by members through the Member’s Only web site access. Innkeepers receive the full amount of the gift certificate. There is no redemption fee! Sales of NCBBI Gift Certificates pays out thousands of dollars every year to member inns.

## **Cookbook**

**Favorite Inn Recipes:** NCBBI Cookbooks are filled with recipes promoting participating bed and breakfasts and inns. Periodically, requests go out across the state to our members offering this opportunity to be included. Innkeepers should watch for the next call, it's an excellent way to promote your inn.

**Availability for Retail:** NCBBI Cookbooks are available to members at wholesale price for retail sale at their inns.

## **Conferences, Meetings and Trade Shows**

**Annual Meeting:** There are two general membership meetings each year. The annual business meeting for members is held in January of every year. It is an important meeting for the membership since new board members will be voted on, the next year's budget is presented and voted upon, and member involvement in a variety of issues facing the Association is encouraged. The second membership meeting is a mid-year meeting held during June of every year. It is an important meeting for the membership since this is where by-law and policy changes are voted on.

**General Social Gatherings:** Three times during the course of each year regional meetings are held to allow for direct interface of all participating innkeepers. You will find the dates and locations are listed on the NCBBI Calendar which can be found on the Web Site at [www.ncbbi.org](http://www.ncbbi.org). These gatherings also offer educational opportunities and social networking for the members.

**Board of Directors Meetings:** Members are encouraged to attend frequently scheduled BOD meetings to dialog with the Association Officers and Representatives regarding issues and ideas. These meetings are listed on the NCBBI Calendar which can be found at [www.ncbbi.org](http://www.ncbbi.org).

**Representation:** NCBBI representatives attend the NC Governor's Conference on Tourism and the Professional Association of Innkeeper International Annual Conference providing representation of the Association and your inn.

## **Vendors and Associate Members**

NCBBI vendors/associate members generally provide their goods and services at discounted rates for NCBBI members or they will have periodic specials for NCBBI members. Many vendors/associate members are also available to provide assistance and guidance to members on topics that they are familiar with through their business experience.

## **A Note From a Happy NCBBI Member That Sums It Up**

“Why did you become an Innkeeper? Was it a dream of yours to run a bed and breakfast or did you stumble across it by accident and decide to give it a try. Whatever the reason, one thing is certain, you want it to be a success and you want to make money, not lose it. Being an innkeeper is a wonderful profession; but it is also very challenging. As innkeepers we provide a home or inn with lovely rooms, great amenities, beautiful grounds, fabulous breakfasts, etc. We are so much more than just a place to sleep – we are an experience.”

“At the same time, this all doesn't happen by magic. You are the cook, the housekeeper, the website designer, the ad agency, the groundskeeper, the host/hostess, the butcher, the baker and candlestick maker (you know what I mean). Some of us do all of this ourselves and some of us have help but the bottom line is we are responsible for this business and at times, we need help. NCBBI is an organization where you can turn for that help!

“I have found that there are so many new options and services are out there but I might not know that they exist or if they really work. Who has the best prices on products, which on-line directories work the best, who can create a great website for you, which company offers the best credit card rates? There are so many questions and yes, you can do the research yourself but do you have the time?”

“I personally do not want to reinvent the wheel. I love the option of picking up the phone or going to the NCBBI website and asking for help. I have found that member innkeepers are more than willing to share their experiences and wisdom.

“I also like the credibility that being a NCBBI member gives my business. All NCBBI bed and breakfasts and inns are inspected every two years. The standards are there for our guests comfort and protection. I am proud to be an innkeeper and a member of NCBBI and letting our guests know that fact. Plus, I get enough bookings each year from the NCBBI website to more than justify the expense of the dues.

“I also attend the meetings of NCBBI and I am aware of what is in the future for the organization and what is coming soon. Are you promoting your business statewide? Are you aware of what is happening in the North Carolina state legislature that can and will affect your business? Are you part of a national advertizing campaign that is changing the way the public views bed and breakfasts? (PAII –“The Better Way to Stay”) As a member of NCBBI, you are part of this and so much more.”

### **And Finally This Reminder....**

The NCBBI Board of Directors is constantly working on new ways to enhance the Association, and through these enhancements, bring more guests to your door. Your responsibility is to stay tuned, read the information that is sent to you in the on-line and printed newsletters and special E-Blasts, to provide feedback, to work with your elected and appointed Board of Directors, participate in the committees that interest you, and provide encouragement as we move forward into the future.

We are always looking for help, whether in small ways or big ways. The door is always open. So call any of the Board of Directors if you wish to become more involved! We will welcome you with open arms!