

Reasons to Join NCBBI Page 2

1. Partnerships. NCBBI is partnering with the North Carolina Department of Tourism to provide updated member listings on their www.visitnc.com state web site and to seek grant funds to provide better marketing opportunities for the organization.

In addition, in 2006, we will be partnering with the NC Dept of Tourism Office in the UK to promote NCBBI Inns for our visitors from across the sea. NCBBI with the urging of the North Carolina Visitor Bureau is establishing travel relationships with various travel groups in the United Kingdom and in Europe. In many of the European countries, workers get 4-6 weeks vacation and the Euro is holding quite well against the US dollar plus many of these people like to travel the southeast of the United States, so there is a logical reason for North Carolina to try to attract these travelers. NCBBI is working with the NC Visitor Bureau in trying to attract these travelers to our Bed and Breakfasts which is a logical fit, since Europeans are used to staying in B & Bs. We will keep the membership informed of any new developments that will be happening in the near future.

2. Co-Operative Advertising. Leading North Carolina newspapers and magazines make advertising available at significantly reduced rates; i.e. Herald Sun, Our State Magazine, etc.
3. Traveling Promotions. NCBBI Directories, with your listing, are placed in the hands of travelers by volunteer Innkeepers manning Travel Trade Shows; i.e. Women Today Expo held annually in Tennessee.
4. Grant Programs offer opportunities to leverage scarce advertising dollars through collective marketing, promotions and NCBBI matching funds.

Membership Criteria & Standards Program

1. Professional Status. As a member of NCBBI, you will be recognized as belonging to a select group of inns that are State Certified dedicated to providing a safe, healthy, comfortable and hospitable lodging experience. Travelers looking for quality accommodations will seek you out with the knowledge that your inn participates in a standards program providing this "guest assurance".
2. Inspection Program. The NCBBI Criteria and Inspection Program is more than 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.

North Carolina Bed and Breakfasts & Inns Directory. Annually over 35,000 directories are printed, promoted and distributed by the NC Department of Tourism, North Carolina Welcome Centers and Innkeepers. While innkeepers and travelers agree that the Internet is fast becoming the travelers primary resource, printed directories are still important as a traveling companion when on the road.

1. A Listing in the North Carolina Bed & Breakfast Directory includes a picture of your inn, a description of your inn, a list of your amenities and attractions, your email address and web site address. The association cost per directory is 60 cents including the special grant funds made available from the NC Department of Tourism specifically for this project.
1. Distribution. Members may request any quantity of directories for distribution at their inn. And, in fact, agree as members to provide each guest to their Inn with a copy before they leave.

NCBBI provides directories for distribution as requested and at no cost to tourism attractions, businesses, tourist visitor bureaus, chambers of commerce, etc.

North Carolina Bed and Breakfast and Inns Association

Membership Inquiries send to Bebe Woody, 1st VP, Post Office Box 1029, Manteo North Carolina 27954
Email: ncbbi@whitedoeinn.com • Website: www.ncbbi.org • Fax: 252-473-4708 • Phone: 252-473-4709

2/28/2006

NCBBI Members Lantern Newsletter.

1. Lantern On-Line. Published monthly, the on-line newsletter regularly updates members on activities and opportunities within the organization.
2. Members, aspiring innkeepers, B&B Associations, hospitality/tourism related businesses and professionals can receive the newsletter.
3. Submit news about your inn – awards, features, innovations, etc. in addition to articles or experiences of interest to Innkeepers. Ads or inserts available at special member rates.

Gift Certificates. A program for which there is NO redemption fee for member innkeepers.

1. NCBBI Gift Certificates are ordered directly from NCBBI either on-line, by telephone or email.
2. All Member Innkeepers are required to accept NCBBI Gift Certificates.
3. Gift Certificate reimbursements are submitted through the member's only web site access.
4. Innkeepers receive the full amount of the gift certificate. There is no redemption fee!
5. Participation in the NCBBI Gift Certificate Program paid out \$14,025 to member inns in 2005.

Cookbooks. NCBBI Cookbooks are filled with recipes promoting the 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.

1. NCBBI Cookbooks are available to members at a wholesale price for retail sale at their inns.
2. Cookbooks are sold at major bookstores and promotional "meet the author" signings providing free publicity for participating inns. _

Group Partnerships. NCBBI works with businesses that provide products and services for the B&B Industry to negotiate special group rates for its members.

1. These partnerships allow member innkeepers to use a service or product a specially reduced rates or receive enhancements.
2. Members can keep up-to-date on these partnerships through the newsletter, special e-blasts or www.ncbbi.org.

Industry Surveys and Studies of operations, marketing and finance for Bed and Breakfast/Country Inns.

1. Member inns have the opportunity to participate in the only national bed and breakfast industry study being conducted today by PAII which includes a breakout specifically related to North Carolina.
2. Participating inns receive a free copy of the studies. Non-participating inns may purchase the studies at a reduced rate. This Industry Study is absolutely critical when working with banks and mortgage lenders to get start-up, operational, or expansion loans.

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General Membership and Board of Director Meetings

1. General Membership Gatherings will be held three times during the course of a year. Dates and locations are listed on the NCBBI Calendar which can be found on the Web Site at www.ncbbi.org and under Quick Links on the Lantern On Line.
2. Annual Membership Meeting. The annual business meeting is held during the Annual Conference. It is an important meeting for the membership since new board members will be voted in, the next year's budget is approved and member involvement is important.
3. Board of Directors Meetings. As a member of the organization, you are more than welcome to attend Board of Directors Meetings; in fact, you are encouraged to attend.
4. Representation at the NC Governor's Conference on Tourism, the Southeast Tourism Conferences and other significant travel industry conferences.

Annual Conference & Trade Show

1. Annual Innkeepers Conference of the Southeast scheduled for January 30-31, February 1, 2006 is the culmination of a two-year partnership that has expanded to include NC, SC, VA and WV creating more educational and net-working experiences for our member.

Passports to the Porches of the South Program is a frequent stay referral program for guests visiting North Carolina and South Carolina. Designed to increase bookings by networking across two state borders, guests staying at three inns that are members of NC or SC State B&B Associations have a chance to win gift certificates at member inns. Stays will have to be validated by Innkeepers of Member Inns.

Your Board of Directors is constantly working on new ways to enhance the organization and through these enhancements bring more guests to your doors. Your responsibility is to stay tuned, read the information that is sent to you in the Lantern On-Line Newsletters and special E-Blasts, to provide feedback and to work with us and provide encouragement as we move forward into the future.

We are always looking for help, whether it be 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!

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