



Creating a working Model for your inn

AIHP - Cincinnati Aspiring Innkeeping Seminar

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Why do I need a working Model?

- * A working model helps you to focus
- * A model saves time and money
- * Minimizes frustrations in the process
- * Buying a vehicle – by model

Basic Types of working Models?

- ▶ B&B – Serving only breakfasts with a room
- ▶ Modified B&B – Serving specialty dinners to inn guests
- ▶ Event type B&B – also serves catered events ie. weddings
- ▶ Full Service Inn – Serving dinners to the outside public

Considerations your working model

- ▶ Make sure your model reflects your prioritized needs
- ▶ Are you there to make money?
- ▶ Support your partner?
- ▶ Prioritized by location & lifestyle
- ▶ Are you maximizing your skill sets?

Model Inclusions

- ▶ List of Skill Sets
- ▶ Describe location – urban, rural, resort, university town
- ▶ Seasonal vs year round
- ▶ Property size - # of rooms
- ▶ Amenities & guest common areas – pool, meeting spaces, porches, gym/spa
- ▶ Staffing needs – if any
- ▶ Outside income –

Model Inclusions - Continued

- ▶ Food service – Breakfasts, evening meals, catered events
- ▶ Style of service – high touch, low touch
- ▶ Clientele/ Markets – Leisure couples, corp travelers, families,
- ▶ Experienced based activities-amenities – Historic, Nature, Cultural, Micro Brews, Sports
- ▶ Start up or Going Concerns – Will explore later
- ▶ Financial – What can you afford? Must include downpayments, closing costs, working capital & reserves
- ▶ Living Quarters – realistic needs
- ▶ Other considerations – ie School systems, Mother in law apartments, close to airports

How do I test my model?

- ▶ Now that your model is established, test only that model
 - ▶ Visit those models
 - ▶ Talk with those innkeepers
- ▶ Note the pluses & negatives of each “test drive”
- ▶ Keep refining

Conclusion

- ▶ Your model should reflect your prioritized needs:
- ▶ Maximize your skill sets
- ▶ Provide business opportunities that reflect your desires
- ▶ Provide a lifestyle that is rewarding and fulfilling