



Where are All the Customers At, Yo? *Embracing Digital Referrals Without Forgetting the Proven Old-School Methods*

*Please be respectful of your colleagues by silencing your phone.
If you need to answer a call, please go to the hallway.*

In 1993, the question was...
Why do I need a website?
I have an 800-number!



Google was an infinitesimal number

A googol is 10 to the 100th power (which is 1 followed by 100 zeros). A googol is larger than the number of elementary particles in the universe, which amount to only 10 to the 80th power.

**10,000,000,000,000,000,
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000,000,000,000,000,000,
000,000,000,000,000,000,
000,000,000,000,000,000,
000,000,000,000 = 1 googol**

Source: LiveScience.com



The focus
was on
telephone
manners
and
brochures

BED & BREAKFAST IN NEW ENGLAND



"A VERY THOROUGHLY REFINED
ALMOST AS MUCH FUN

— The

The only reviews that
mattered came from
guidebook writers, like
Sandy Soule and
Bernice Chesler

Then we moved into the Internet generation and innkeepers asked “why do I need online reservations?”

- ▶ All my rooms are different! I need to talk to every guest to help them find the right room”.

Remember MySpace.com?



hello world

Male
31 years old
San Pedro,
California
United States

Mood: (none) 😊

[View My: Pics](#) | [Playlists](#)

Contacting

- | | |
|---------------------------------|-----------------------------------|
| Send Message | Forward to Friend |
| Add to Friends | Add to Favorites |
| Instant Message | Block User |
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ducky Online advertising industry: Ready for a REVvolution? Let's break free from the oppressor. (<http://lnk.ms/0xzhG>) #REVV

2:06 30 Sep 2009

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ducky's Blurbs

About me:

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Who I'd like to meet:

It would be nifty to get in contact with folks I went to school with back in the day.

- Emerson (kindergarden - 5th grade) -> (< 1989)
- Valinda (6th grade) -> (1990)

Today the focus is on impressions and OTAs - reaching guests through third parties and someone else's website like Booking.com, Google, Expedia or Tripadvisor.com.

We've moved from *My Space* to their space in a matter of a few short years!



What's missing today? The personal touch



Time to shift the focus
back to basics

Let's look at some of the hands-on direct approaches to reach out and touch your guests.

And to gain new ones.

- Packaging
- Partnerships
- PR
- Photos
- Perks
- Personalized service

High
touch,
not high
tech

Why Packaging?

Extend stays to multiple nights

Increase midweek occupancy

Increase off-season occupancy

Value-added packages increase revenue

Creates good story angles

Create an easy & memorable experience for guests



Package around your passions

Package ideas:

Romance/honeymoon/anniversary
Cooking Schools
Family weekends
Girlfriends getaways
Guys getaways
Gourmet Getaway
Holiday decorations
Quilting & other craftwork themes
Scrapbooking weekends
Shopping weekends
Spa weekends
Sports weekends
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Winery/distillery tours
Microbrew buses
Local events
Celebration vacations

Guests are drawn to packages Do the planning work for them

Wine Country Inns



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The more creative, the better!

Packages don't have to mean discounts

Couple's Serene Selection Massage



\$335/couple

The Serene Selection package gives couples the best of both worlds! Guests will receive two 75-minute massages of their choice and two 15-minute relaxing foot massage.

75-minute choices:

Elemental Nature, Stress Fix, Missouri Riverstone, Katy Trail Biker, BabyMoon, Deep Tissue (\$50 upgrade/couple)

- Two 75-minute massages of your choice
- Two 15-minute foot massages

Package with events, concerts, sporting events, holiday programs

A Classic Country Inn



At the Scenic Vista, North Conway, New Hampshire
3582 White Mountain Highway, North Conway, NH 03860
info@the1785inn.com 603-356-9025
GPS: 44.074054 -71.141107 Directions

Search

Winter/Holiday

- **Holiday Cookie Tour** – The second weekend in December, the Inn to Inn Cookie Tour is a great way to kick off the holiday season. The self-guided tour runs 11am-4pm on both Saturday and Sunday and includes 13 participating inns. See the holiday decoration, sample sweets, and take home recipe cards from each inn and a brass snowflake ornament as a memento. Stay at least two nights and the two tickets for the self-guided tour and a map are included.
- **XC Ski Chocolate Festival** - The last Sunday in February (stay at least two nights and the tickets are on us). Cross country ski, snowshoe or drive from inn-to-inn to enjoy the sweetest day on the trails. Visit eight trailside lodging properties and businesses for chocolate treats then on to three other area businesses for more chocolate. This is annual fundraiser presented by the Mt. Washington Valley Ski Touring & Snowshoe Center. For complete details on the event, visit <http://mwvskitouring.org/Chocolate-Festival.html>

Work with Partners

Partners come in all sizes

Local restaurants

Local attractions

Local theaters

Local breweries, wineries, distilleries

Regional lodging associations - New England Inns
& Resort

Regional CVBs and chambers

State B&B Associations

State Tourism Offices

National events - B&Bs for Vets, National B&B
Day

National Associations - American Cancer Society
or Habitat for Humanity

Inn to Inn Consortiums

- ▶ Unique Venues
- ▶ Inns Along the Coast
- ▶ Inns Along the Trail
- ▶ Bike the Whites
- ▶ Country Inns in the White Mountains

INN TO INN

WALK / HIKE BIKE SKI OUR VERMONT INNS WHY US? THE FINE PRINT CONTACT US


Country Inns Along the Trail

Vermont Inn to Inn: Self-guided Walking, Hiking, Biking & Skiing

There is no better way to experience Vermont than Inn to Inn. Inn to Inn (Country Inns Along the Trail) has been offering a variety of customized individual, family, and group Vermont vacations, both self-guided / independent and guided, since 1975: hiking, bicycling, walking, cross-country skiing, snowshoeing, mountain biking, and just plain old vacationing in Vermont, all the while enjoying the finest of her splendid country inns.

Relish days spent on Green Mountain trails or Champlain Valley backroads, and then turn off the trail and enjoy your evenings dining and relaxing in Vermont's antique inns.

Put it all in perspective at the top of a mountain



Since 1975, Vermont's Premier Vacation Planners




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BIKE



SKI



OUR VERMONT INNS

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Bike The Whites - A Unique New England Adventure



Bike the Whites is New Hampshire's premier inn-to-inn bicycling tour combining the grandeur of the White Mountains with the pampered luxury and exquisite cuisine of three of New Hampshire's finest Country Inns.

Enjoy three days of cycling along scenic back roads on gently rolling terrain. Stop for a break by a covered bridge or scenic waterfall. Take a dip in a cool mountain lake.

Comfortable accommodations are offered at three of the Mount Washington Valley's finest inns: ** [The 1785 Inn](#) at the edge of the Intervale Scenic Vista in the midst of all North Conway has to offer ** The award-winning hospitality of [The Darby Field Inn](#), with its expansive view of the Presidential Range ** [Inn at Crystal Lake](#), off the beaten path in the tiny village of Eaton complete with a Little White Church and old-fashioned general store

Each morning begins with a hearty breakfast. Highlighted maps are provided along with tips about the best places to stop along the way. Dinner is included on your second two nights at The Darby Field Inn and Inn at Crystal Lake.

Self guided tours of 20 to 50 miles per day may be arranged and include:

- Detailed Maps and Directions
- Luggage Transfer
- Emergency Roadside Assistance
- Secure/Covered Bike Storage
- Complimentary Water Bottle
- Bike Rental (additional charge of \$75)

Great examples



The Historic Inns of Rockland created a PR Partners program with restaurants, spas, retailers, attractions to help support their PR Program.

The New York Times

ESCAPES

On a Roll, for Lobster

Road Trip

At the waterfront off Park Street, you can catch a Captain Jack's boat ride. Don't let the hokey name fool you. Captain Jack Lobster Boat Cruises is as close as you'll get to lobstering, short of buying a boat and license yourself. Captain Jack is actually the strawberry-blond 7-year-old grandson of Steve Hale, a lobsterman and the father of Kylie and Amanda.

Mr. Hale fished full-time for 35 years before a fall onto a wharf forced him to scale back. Now he and Jack take up to six visitors at a time around the bay where, as he described it, "I'm going fishing and you're paying me to do it."

The strapping Mr. Hale, who has a silver Fu Manchu mustache and a lobster tattoo on his left triceps, owns 300 traps and hauls them up on a three-to-four-day rotating schedule. Using a long, flat wood stick with a hook on the end, he grabbed the rope leading to the trap one day in mid-June and hoisted it on board. A hefty lobster was inside. "That's a keeper," said the industrious Jack. "How much I make on that one?"

An hour of work yielded about a dozen lobsters for Mr. Hale and his grandson, and plenty of amusement for their guests. Lounging on the boat in the late-morning sun, with lobster boats bobbing in the inky water and seagulls squawking overhead, was the perfect close to a culinary journey



Family, Friends and Food:

A Winning Combination in Rockland, Maine

By Peter Johnsen

We're adding grounds merely by looking at the breakfast buffet. There's an array of fresh fruit and juices, of course, and artisan coffee from a roastery down the street. There's homemade granola. Blueberry Johnnycakes. Asparagus and goat cheese frittata, made with local eggs, and sausages. Lobster quiche. That last entree seems particularly welcome. After all, we're in Rockland, Maine, self-styled lobster capital of the world.

Each morning at the Granite Inn, owners Ed and Joan Horst offer variety such as this. Ed knows his way around the kitchen. He spent most of his working life as a music professor at the University of Rochester in New York State. But after pulling up stakes for Maine a decade ago, he took on a stint as assistant to the pantry chef of Rockland's Atlantic Baking, honing his self-taught skills. "Some days I had to make 50 quiche crouts," he recalls.

Breakfast isn't the only attraction of the eight-room inn, of course. The eclectic décor is free of flounce and frills, thanks to Joan, a graphic designer. On a living room table, for instance, a coal oil lamp abuts an abstract bronze of tangy dancers. One two-room suite has modern Asian influences; another bedroom, with a 1960s feel, faces Rockland's bustling harbor. "The décor is what I grew up with," she says.

But it's that groaning-board breakfast my wife and I will remember – and the lively conversation that went with it. "Part of the B&B experience is meeting other people," Ed says. "I like to think Red Staters and Blue Staters can sit down over good food, have a conversation, and discover commonalities."

Rockland is a town worth visiting. Situated along Maine's rugged seacoast, it's a hub of culture, anchored by the Farnsworth Art Museum and dozens of galleries. Foodies flock to restaurants like Pitino, helmed by two-time James Beard Chef of the Year Melissa Kelly. The B&Bs have upped their game as a result.

Consider the pedigree of AAA four-diamond Berry Manor Inn. Built in 1891 by Charles Berry, who ran the state's largest carriage service, the Victorian mansion was home to three succeeding generations of the family before Cheryl Michaelson and Mike LaPorta bought it 19 years ago. They've retained much of its original character, from the 19th-century rug in the breakfast room to the flour and sugar bins in the pantry.

But it's that groaning-board breakfast my wife and I will remember – and the lively conversation that

That's where guests find pie: raspberry, cherry, wild blueberry. There's a microwave to warm up a slice anytime, and local French vanilla ice cream to slather on top. The ice cream was named tops by the World Daily Expo three years in a row, but the pie has made it to the Food Network's Throwdown with Bobby Flay and ABC's The Chew. It's baked by Mike and Cheryl's mothers.

Says Cheryl, "Part of hospitality is making people feel welcome, comfortable and at home. When guests raid the pantry in the middle of the night, they are at grandma's, in their bathrobe, having pie." And, she once confessed, the moms don't care for each other's recipes. There'll be no disagreements, however, about LimeRock Inn. The 6,000 square foot Victorian home has its own television history: It was featured on an episode of HGTV's If Walls Could Talk. Its original features, meant to reflect the status of its original owner, a former state attorney-general and four-term congressman, include stained glass windows, a Louis XV style chandelier and gilded radiators. When Frank Lugnetis and PJ Walter left the Manhattan real-estate to buy the property in 2004, they added a few family heirlooms of their own, making a period place with modern comforts. Their welcoming attitude helped them become Maine's top B&B in 2012 and 2014. It's named by a

DownEast Magazine readers' poll. Breakfast surely helped with that.

In the sunny, comfortable breakfast room overlooking a garden-graced garden, guests might enjoy a savory dish like wild mushroom frittata one day and a sweeter entree (lemon blueberry pancakes, anyone?) the next. That final cup of coffee can be sipped on the porch, named New England's best wraparound by Yankee Magazine. Frank does kitchen duty. "It's painfully apparent I like to eat," he quips, blaming an Italian mom and Lithuanian dad for "tutoring" her way through the calendar. But he focuses on "good, wholesome comfort foods," adding, "We want people to feel like you're going to visit family – but family you want to visit."

If the kitchens are anything to go by, all three inns are my kind of family.

www.edgraniteinn.com
www.berrymanor.com
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Inn Partners

Joining the Inn Partners program gives you access to the best of the innkeeping community, a community that has been in efforts to provide quality, ethical service all.

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Partner: The Landmark Inn, Cooperstown, NY

By selling the destination, Rockland innkeepers know they put heads in beds

Specialty food pervayors feature their oils and vinegars while offering guests a gift



In Maine, Fiore Artisan Olive Oil & Vinegars offer samples for guests with a coupon and invitation to come to the store for a tasting.

A win:win for innkeepers and retailers.



And Pies on Parade has raised \$200,000 to feed the hungry by partnering with businesses in the community

Wine Tasting Pass 2017-2018

Dates Valid:

Referred By:

Wineries offer either 2 Complimentary Tasting or 2 Tastings for Price of 1. This pass covers two guests age 21 years and older. No more than two passports, covering a total of no more than 4 guests, will be accepted when arriving as a group. One time use per winery. Not valid during winery special events as determined by each winery. No cash value. Winery participation and operating hours may change without prior notice.



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▶ Your stay at one of our [Wine Country Inns](#) includes a Free Wine Tasting Passport for Two. Pick up your Passport at check-in and enjoy complimentary tastings and discounts at these participating wineries - full list below.

▶ Alexander Valley

▶ Alexander Valley Vineyards

▶ Hanna Winery

▶ Locals Tasting Room featuring these participating wineries:

▶ Arbois/Praxis

▶ Bedarra

▶ Denier-Handal

▶ Eric Ross

▶ Kitfox

▶ Munselle

▶ Parmeson

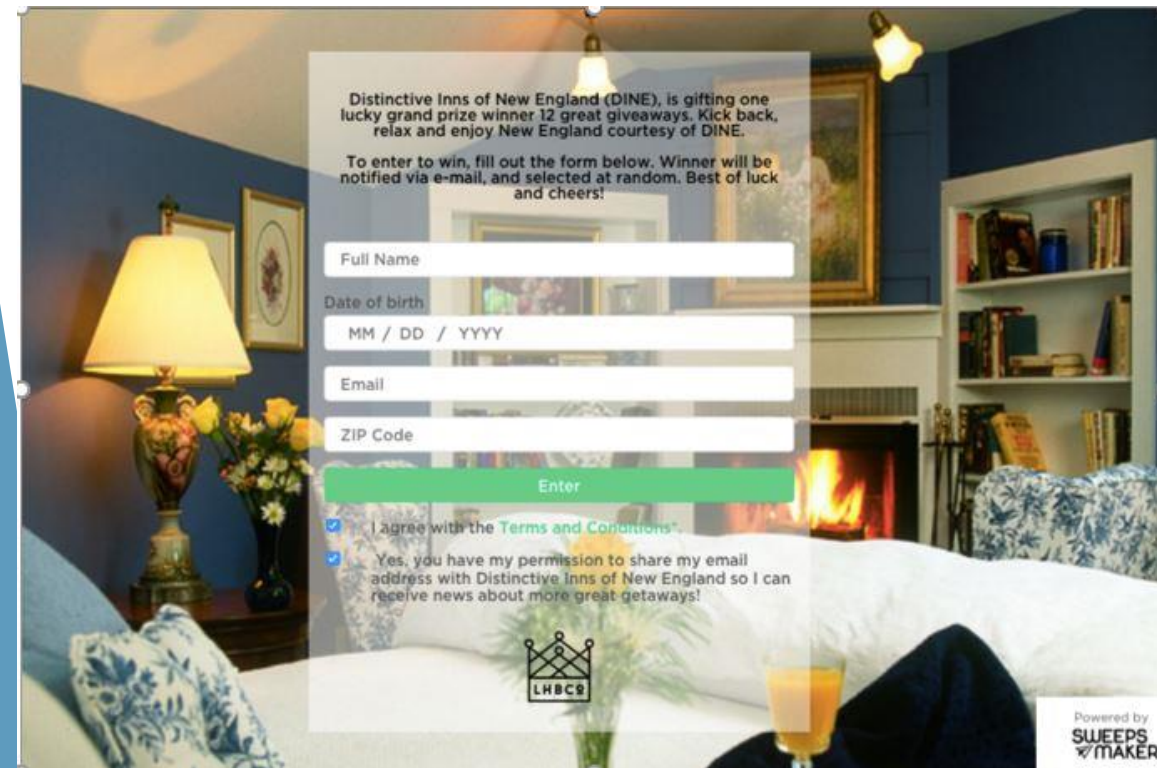
▶ Pendleton

▶ Peterson

▶ William Gordon

▶ + about 100 more....

Distinctive Inns of New England partnered with Lord Hobo Brewing, introducing inns to a whole new audience



Distinctive Inns of New England (DINE), is gifting one lucky grand prize winner 12 great giveaways. Kick back, relax and enjoy New England courtesy of DINE.

To enter to win, fill out the form below. Winner will be notified via e-mail, and selected at random. Best of luck and cheers!

Full Name


Date of birth MM / DD / YYYY


Email

ZIP Code

☒ I agree with the [Terms and Conditions](#).

☒ Yes, you have my permission to share my email address with Distinctive Inns of New England so I can receive news about more great giveaways!



Powered by 



ENTER NOW!

Distinctive Inns of New England is giving away 12 great mini giveaways - 1 at each member inn.

Contest ends on 8/18.

Click here for details & to enter. **GOOD LUCK!**

Contest sponsored by  **LORD HOBO BREWING CO.**



Create your own Festival to draw people during slower seasons

During the Ojai Valley Lavender Festival, the Lavender Inn offers COOKING WITH LAVENDER class, daily lavender lemonade & lavender scones, lavender mojito, tours of the Inn, and a booth at the festival.



Along with the 100 vendors in the park, the Lavender Festival promotes local lavender meals and cocktails in the restaurants, lavender spa treatments, and merchants' lavender products in town.

Source: Lavender Inn provided photos & ideas.



Captain Lord Mansion created Dime For Time for Breast Cancer Awareness



Maine Innkeepers partner with Habitat for Humanity

50% Savings April 29 – May 23, 2019

Newcastle Inn is pleased once again to participate in the Maine Innkeepers Association Annual Fundraiser for Habitat for Humanity. All money raised will stay in Maine and go to local Habitat for Humanity Chapters.



To receive the 50% discount the reservation for your Maine vacation needs to take place between April 29 – May 23, 2019 for a minimum two night stay in a room that is priced at \$260.00 or higher. In exchange for such a great room rate you make a **minimum donation of \$35.00 per night** to Habitat for Humanity. The donation must be a check made payable directly to Habitat for Humanity.

Qualifying rooms are: [West Quoddy Suite](#), [Pemaquid Point Suite](#), [Monhegan Island Room](#) and [Heron Neck Room](#).

Enter code: HABITAT when reserving the room for the special discounted rate.

Accepted payment for this special offer is cash, credit card or Newcastle Inn gift certificate .No other payment methods accepted.

Public Relations: Let others do the promoting for you



Behind the scenes at a B&B: The joys – and challenges – of being an innkeeper

By Andrea Sachs July 23, 2010



Travel Report

Quintessential Vermont

The Rabbit Hill Inn

Four things really stand out at the romantic, quintessential New England Rabbit Hill Inn: the superlative service, the location, comfortable beds and plush featherbedding, and unforgettable cuisine.

When we arrived on a sunny winter day, hosts Leslie and Brian Mulcahy were waiting for us as if expecting houseguests. "There is nothing better than the warm and friendly guests we meet," says innkeeper extraordinaire Leslie Mulcahy. "This is what fills our cup every day."

With nary a television nor mobile phone in sight (wi-fi and private telephones are available), we spent the afternoon chatting with guests over tea and pastries. Others were busy with the Stave puzzles (the Rolls Royce of wooden jigsaw puzzles), while still others went for walks along the wooded trails. Year-round activities include skiing, snowmobiling, summertime zip-lining, golfing, and my personal bucket-list favorite: fly-fishing.

Executive Chef Slayton Altenburg and his team are creative with their use of ingredients in designing dishes, featuring both classical and modern flavors. One of the dishes I had was a delicious soft-cooked egg on a grilled brioche with crispy shallots, black trumpet mushrooms and a spicy emulsion. Most clever.

Early weekend mornings can be difficult, but an early breakfast is quite enjoyable in the inn's sunlit dining room, with its hearty gourmet selections. Make your stay even better with in-room massage services for the ultimate relaxation. You can also opt for some tax-free shopping in neighboring New Hampshire. How can you not love that!

Although it's all about fine dining and a romantic stay, the owners have created a friendly atmosphere throughout the inn, making you feel like you're at a friend's country house instead of a top-rated 5-star inn – a testament to their personalized brand of hospitality. It's no wonder *ForbesTraveler.com* has singled them out as one of the ten most romantic inns in the United States, while *Travel+Leisure* magazine calls it a top choice for an affordable, romantic and luxury getaway. And to think, it's only a three-hour drive from Montreal.

— ANNY KAZANJIAN
@Anny_kaz
surgeportMagazine.com

What's YOUR RealAge? Calendar Real Diff 7.3

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10 Extreme Bed and Breakfasts

These Aren't Your Traditional Bed and Breakfast Inns

USA TODAY 1 comment

October 23, 2010

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Looking for an unusual autumn getaway? Consider a stay at one of these "repurposed" bed and breakfast inns. Jay Karen, president of the Professional Association of Innkeepers International, shares some favorites with Tim Smight for USA TODAY.

Featherbed Railroad Bed & Breakfast Resort – Nice, Calif. This inn features caboose cars that have been converted into themed guest rooms with names like Wild Wild West, Orient Express and La Loose Caboose (decked out bordello-style). "Each caboose features luxurious featherbeds and second-story cupolas, and some even have whirlpool tubs," Karen says. It's about 125 miles north of San Francisco on the shore of Clear Lake. featherbedrailroad.com

Belfry Inn & Bistro – Sandwich, Mass. "Converted from a 19th-century church and parsonage buildings, this Cape Cod inn has won awards for historic preservation," Karen says. The inn has spacious rooms with skylights, fireplaces, flat-screen TVs, stained-glass windows and a whimsical bistro for nighttime hanging out. belfryinn.com

Related

- 10 Great Resorts for a Warm-Weather Escape
- 10 Places to Honor Historical Mothers
- 10 Great Places to Defy Time and Space

JailHouse Inn B&B – Preston, Minn. If you've got a hankering to "slumber in the slammer," head for this inn that served as the Fillmore County jail, courthouse and sheriff's home from 1869 to 1971. Restored and opened as a bed and breakfast in 1991, the building now sports guestrooms with names like Drunk Tank, Detention Room and the Cell Block Suite. "Don't let the names scare you," says Karen. "The rooms are welcoming and nicely appointed — and no one locks you in." jailhouseinn.com

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Inn by the Mill – St. Johnsville, N.Y. This converted 1835 gristmill and adjacent buildings were once a stop on the Underground Railroad. "Escaped slaves traveled to and from the mill through underground tunnels," Karen says. "The buildings were carefully preserved in creating this romantic B&B." The Inn, in the Adirondack foothills near Cooperstown, has beautiful gardens, and sports an ice cream and billiards parlor, where guests are offered complimentary desserts. innbythemill.com

Buy a link here

1 2 3 NEXT >



How do I get
their attention?

Invite them!



How do I know if the media is legit?

- ▶ Ask for audience demographics or media kit. Review audience demographics - do they match yours?
- ▶ Review the journalist's blog, social media - do they cover travel?
- ▶ Request a dedicated article about the B&B, or insure there will be significant coverage and photos.
- ▶ If you have a room available, offer it. If they ask for more than one room, the second can be at a media rate.
- ▶ Media rate should be 50% of rack rate (or so).

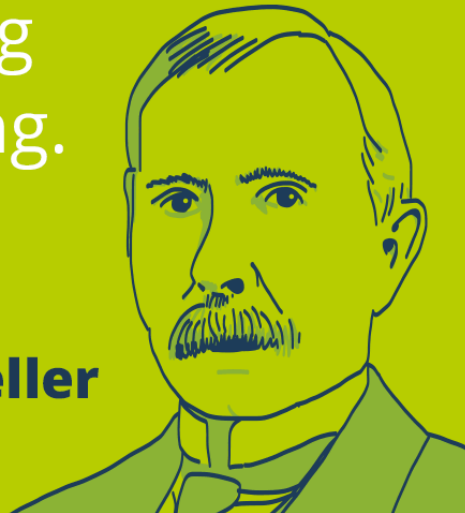


Five great story ideas from innkeepers

- ▶ When you donate prizes to help community organizations raise money, tell the media.
- ▶ You have a bottomless cookie jar for your customers? Make a batch of your best cookies and deliver them to the food editor with the recipe and a photo of your cookies in the cookie jar, and an invitation to the editor to join guests at the inn for the bottomless cookie supply.
- ▶ In poor weather, after a storm or weather disaster, share photos of you helping neighbors, shoveling guests cars out or the one flower that remains. Send your weather-photos to meteorologists with your story.
Meteorologists
- ▶ are often forgotten.
- ▶ Will you participate in B&Bs for Vets? Let the media know! Invite the local media to your B&B for breakfast with the vets. Your unsung hero story will result.
- ▶ Follow up customer service disasters-gone-viral with your own story about great customer service, assuring media that vacations are still healthy, safe and enjoyable.

Next to doing the
right thing, the most
important thing is to
Let people know
you are doing
the right thing.

John D. Rockefeller



People do not
buy goods and
services.
They buy
relations,
stories and
magic.

Seth Godin



PR is all about story
telling. From photos to
recipes, autumn offers
the chance to capture
public attention and
put your B&B on the
map.

What's your
story?
Tell it to the
world

Through your social media
outlets

Through blogs

Through your website

Through your media outreach

Through your photos

What is quite possibly
the most important
back to basics selling
tool you have?





One good
photo can sell
your story...
or send it viral



The Red Chair is another great example of story telling through photos





The news media loved telling the story of
the Red Chair

Remember your photos sell rooms

Which rooms do you think will book faster & more often?





And your photos sell experiences
at your inns and B&Bs



Need photos you don't have?

► pexels.com

► pixabay.com



It's the perks that set inns & B&Bs apart



46



And personalized services & experiences



Experiences are what's trending in travel today - create experiences for guests 47

Amazing service sets B&Bs apart from all other travel segments



Where else does the innkeeper....



- ... greet you by name?
- ... offer a hug when you leave?
- ...brush snow off your car?
- ... give you complimentary rides to the airport?
- ...make a special frog ladder?
- ...deliver ice cream and warm cookies to your room every night?



12 customer service acts you take for granted but guests notice

- Personally addressed welcome letters
- Substitutions at breakfast for special diets
- Ideas for activities
- Advice and “insiders secrets” on the area
- Beverages or snacks available
- Fresh flowers in the rooms
- Jump start dead batteries on cars
- Provide charging stations for electric cars
- Carry luggage
- Park cars
- Provide a breakfast to go
- Print boarding passes



Your inside knowledge sells rooms

“ Just this week I got two reservations from guests who mentioned they came for my inside knowledge and local expertise”

*- Cheryl Michaelsen, Berry Manor Inn,
Rockland, Maine*



Don't underestimate the value of your local expertise.

Shout out your
great service so
the world
knows



Here's what Hotel Propeller blog tells hoteliers about B&Bs



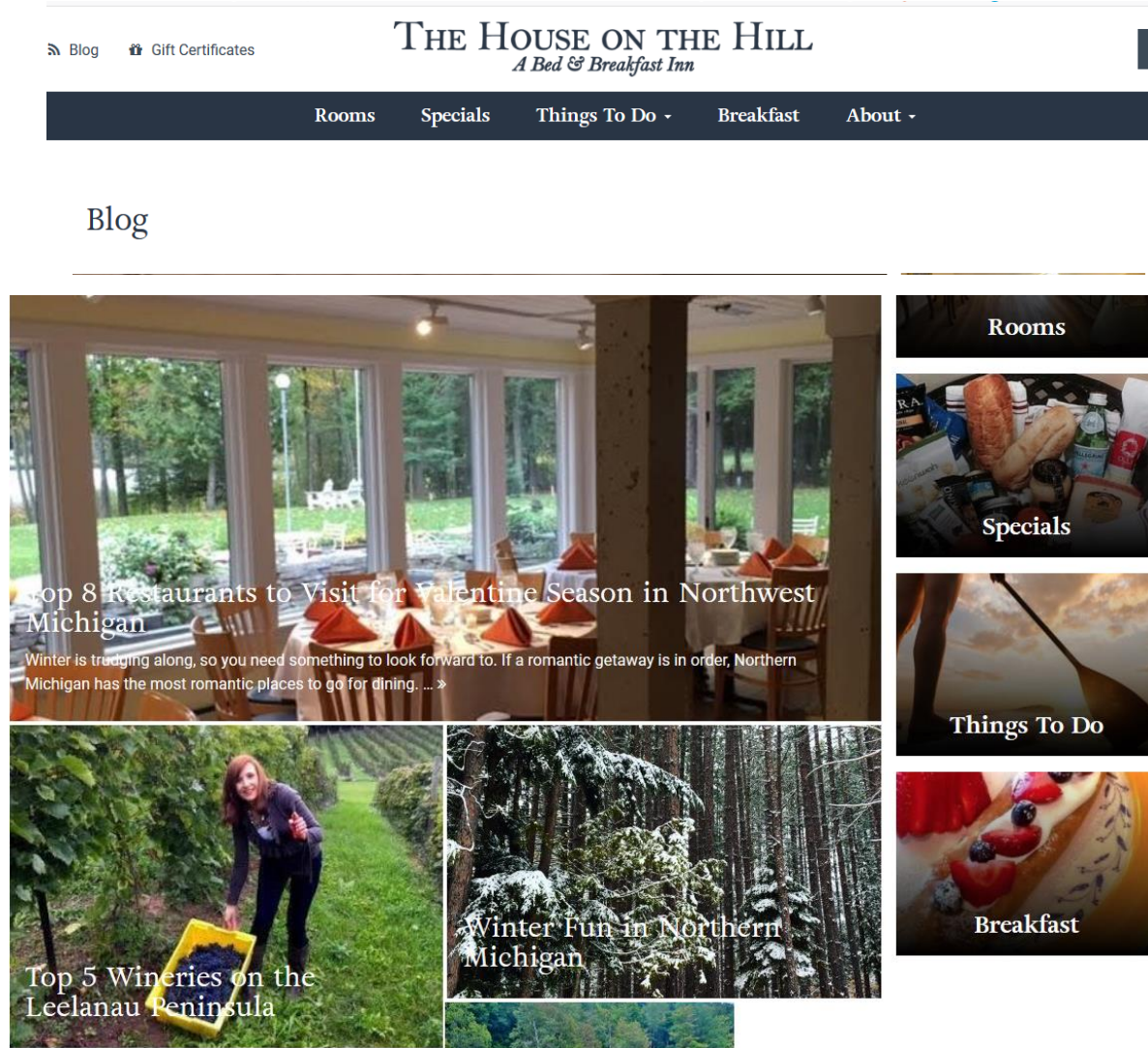
Going the Extra Mile

B&B's are known for going above and beyond standard hotel accommodations. The owners take personal pride in their business. They feel a responsibility to make their guests comfortable. If someone has a question or special need, the owner is usually directly available. If you're planning a romantic surprise on a honeymoon trip, the owner will be there to help you out. Guests like it when B&B staff do their best to cater to everyone's needs.

Travelers also expect B&B's to have little extra perks. These might be as simple as free WiFi or an in-house entertainment library. Details like a collection of board games or bookshelf also add to the experience.

Most hotel chains will charge add-on's anywhere they can, so it's refreshing when B&B's are more lenient with the extras. If there's coffee or tea left out on the dresser, it's usually complimentary at B&B's. These things make guests feel more welcome and appreciated in an unfamiliar place.

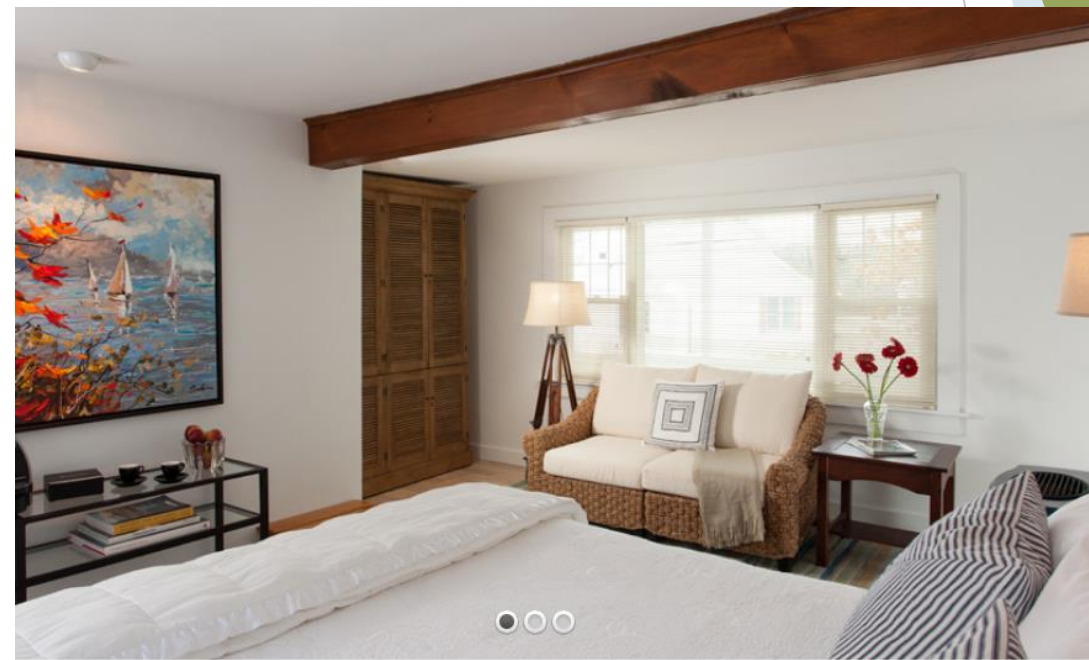
A few more key points: Communicate often



- ▶ Newsletters
- ▶ Social media
- ▶ Blogs
- ▶ Follow up letters
- ▶ Birthday/anniversary greetings

Provide beautiful & uncluttered settings

Ditch the doilies




Would you want to stay here

or

here?

More importantly, where would your guests rather stay?



Give them the amenities they want

- ▶ Strong wi-fi signal
- ▶ Plenty of plugs for devices
- ▶ TV
- ▶ Uncluttered spaces





Questions??

Marti Mayne
Maynely Marketing
392A Cousins Street
Yarmouth, ME 04096

207-846-6331

info@maynelymarketing.com

Thank you for learning with us! Please complete your evaluation and hand it to the room host before leaving the room!