

INFORMATION

The news source for BC Innkeepers



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States and CVB'S taking Divergent Paths to Lure Visitors



28 June, 2011

The state of Washington, which in April announced a new "Share Your Washington" campaign to attract tourists, this week pulled the plug on any advertising and became the only US state that will spend nothing on future visitors.



Wishing You All a Happy Canada Day !!

Chrissy and Steve of A View of the Lake B&B, West Kelowna are becoming CANADIAN CITIZEN's today. The swearing in ceremony is happening today. Congratulations to them both.

Message from President



efforts.

To read more on this click on the following link
[Travel Mole](#)

How to manage tripadvisor comments



"Guests who read reviews prior to booking are happier with their stay, are more likely to recommend the hotel after their stay and are more likely to return in the future."

[Please take a few minutes to read this article from TripAdvisor](#)

In The News!

Capital News, Kelowna, B.C.

"The Changing Face of Bed & Breakfasts" by Bobbi-Sue Menard

This Kelowna newspaper mentions three of our Kelowna guild members in a glowing article. *(Unfortunately I was not able to attach it to our newsletter.)*

But congratulations go out to [Karen Goetjen](#) from Ogopogo B&B, [Leagh Anderson](#) of The Hopeless Romantic B&B, and to [Clare & Kelly Sucloy](#) of A Touch of English B&B.

Thank-you Clare for sending me this article by snail mail.



Two Eagles Lodge

[Evan Penner](#)
[WEST END GUEST HOUSE](#)

This year we were a little late (about a month) in getting our brochure out. In a way that was okay because we had plenty of last year's brochures to last the extra month.

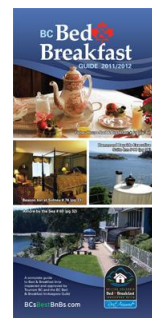
The brochure is produced by our Kelowna based Brochure Committee who have done a splendid job (as usual) creating this year's new brochure which looks beautiful. We should all be very proud to offer it to our guests as a very useful resource. I know I am and they are being picked up constantly. Not only does the brochure contain information about our B&Bs it also contains useful information for a tourist traveling the province.

And did you know our advertisers have allowed us to produce this brochure? In fact, if it wasn't for them we would not be able to distribute the brochure to the various locations such as B.C. Ferries and Tourism Organizations and Tourist Information Centres throughout the province or send them out when requested. So I'd like you to take a moment to peruse the brochure to get to know the diverse group of businesses who are supporting us through their advertising dollars.

In fact it would be good to know of all the brochure advertisers so that we can all do our part in making their investment count...and so we can count on them again next year.

Our Brochure committee headed up by Board member [Judy Bostrom](#) will be sending out our new policies and procedures for brochure ads in the coming month. I'm sure you have some business who is your favorite and could benefit from advertising in our brochure. Because when we open up for new ads for the next publication it would be great if we could approach these potential supporters of ours before they do their next year's budgets.

I wish all of you a really excellent summer and I hope you will take a few minutes to check over our beautiful brochure!



[2011 -2012 Brochure](#)

Receives Honors For From BBB & HBBA And Celebrates Fourth Anniversary In Style

Union Bay, BC-They did it again. Carolyn and Steve Touhey, owners of [Two Eagles Lodge](#), a B&B and vacation rental in Union Bay, were honored at the 2011 Vancouver Island Better Business Bureau Torch Awards gala as winners of the **2011 Torch Award** for the Hospitality/Tourism/Events industry.

The 2011 award now sits on the mantle at Two Eagles next to the 2010 Torch Award. The Touheys are honored to have been recognized for two consecutive years by the BBB for their superior customer service to their guests.



Congratulations Carolyn & Steve

Welcome New Members



Evan Penner, President

The Mission of the BC Innkeepers Guild

is to provide a network that supports:

- **Quality lodging for guests**
- **Professionalism and success in business for members**



We offer members:

communication

- **through a directory, regional meetings, conferences, and through a liaison to other organizations**

Advertising

- **through the website and brochures,**
- **and to promote public interest, understanding and goodwill towards Bed & Breakfasts through advertising, and participation in "A Better Way to Stay" campaign**

Resources and benefits

- **discounts on membership to PAIL**
- **discounts with various suppliers**
- **discount with tools such as webervations**
- **a team of knowledgeable innkeepers as a resource**

Education

[Chemainus Tudor Inn
Bed & Breakfast](#)

Linda Donohue of
Chemainus

[Robin's Nest Bed &
Breakfast](#)

Robin Baxter of
Clearwater

[MGM Seashore Bed &
Breakfast](#)

Marilyn & Glenn
McKnight of Nanaimo

[Cranbrook Hill Bed &
Breakfast](#)

Angela Shymanski of
Prince George

[Pacific Spirit Guest
House](#)

Bernie Driver of
Vancouver
(welcome back)

[Cascada Bed &
Breakfast](#)

Susan Butterton of
Anmore

[Eagle Bluff Lighthouse
Bed & Breakfast](#)

Mary Allen of
Prince Rupert

[Mount Robson
Mountain River Lodge](#)

Claudia Pajunen of
Mt. Robson

[Arbutus Vista
Vancouver](#)

Patrick DuBois of
Vancouver

[Suite Amour Hobby
Farm Bed & Breakfast](#)

Judy Bombay of
Qualicum Beach

[The Tenth Bed &
Breakfast](#)

Lorraine Mallon of

- ***through conferences, internet workshops, regional meetings***

Our vision is:

- **M**embership that is strong and involved that believe that together we can be better and more than we could ever be alone
- **E**xcellence and quality assurance recognized in our members by the general public
- **M**arketing campaigns that supports members and the B&B industry
- **B**&B voice in governments and communities.
- **E**very member promoting the guild concepts through excellence, referrals, and education
- **R**ecognition of members success and achievements

Conference & AGM October 24th - 25th



This year the conference will be held at Harrison Hot Springs on October 24 and 25th. We are looking for volunteers for the organizing committee. Ideally we would like to gather a group from the Fraser Valley region but anyone willing to lend a hand would be appreciated. Please contact me if you would like to contribute some of your valuable time to this important event.

**Evan Penner
President**

Kamloops

BC Innkeepers Guild
604 681-2889
604 688-8812

Have a Great
Summer !!



Working together to
create a united
Canada!

Sincerely,

Clair Oates
Director of Communications & Media

July 1, 2011



British Columbia Bed & Breakfast Innkeepers Guild