

# TABLETALK

Bulletins for BC Innkeepers



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## Ask Us or Tell Us



We'd love to hear from you.

[Ask Us](#) [Tell US](#)

## Tax Hint

# More Great Marketing Ideas on our Guild Website

## Great Marketing Opportunities, continued

Great Marketing Opportunities are included in your basic Web package on the B.C. Bed & Breakfast Innkeepers Guild new [website](#). As promised in the Tabletalk sent to you March 21st where we featured Local Events, this Tabletalk focuses on "Target Markets"



### TARGET MARKETS

"Target Markets" are found by typing in the following link <http://www.bcsbestbnbs.com/find.php> - "Find a British Columbia Bed and Breakfast by Activity" . This **FREE** feature gives potential guests one more way of finding your B&B.

At the present time we have 10 Target Markets. These categories may change with time:

- Adult Oriented
- Pet Friendly
- Eco Friendly
- Travel Trade Ready
- Business Friendly



Did you know that if you claim a portion of your home for B&B use on your income tax, you are required to pay SST on the corresponding portion of your BC Hydro bill? BC Hydro does not charge it, but you are still required to pay it. You can find a link to the "casual remittance form" under "news & Information" and then "Resources" on your account welcome page, or go directly to this link.

[B C Hydro](#)

## Innsitter Needed



Member Elaine Dillabaugh at [Prancing Horse Retreat](#) in Malahat on Vancouver Island is looking for an innkeeper to take over the running of her B&B this summer while she

- Arts, Culture and History
- Golfing
- Wineries
- Outdoor Activities
- Winter Activities

Why you should participate in the Guild's Target Markets:

- Guests looking for particular activities will be steered to B&Bs that are included in that Target Market ( Activity)
- It is searchable through the web search engines ( Google & Bing)
- It adds content to the Guild Website
- Its absolutely FREE and included in your basic website package

### HOW YOU CAN PARTICIPATE IN THE TARGET MARKET FEATURE ( Again - It's Easy)

- First, be a tourist on [www.bcsbestbnbs.com](http://www.bcsbestbnbs.com) and see what other members have done with their Target Market listings (Find a B&B by activity)
- Login to your account on the [guild website](#)
- Go to "Membership"
- Click on "Member Login"
- Enter login information ( if information unavailable contact [Julie](#) your web chairperson )
- You will see a welcome page on your own listing
- Click on "Target Market" and under the "Add a Target Market" you will see in the drop down menu
- Click on the activity you want to participate in
- Read the instructions for that activity
- Write your description ( maximum 500 characters)
- Proof
- Click "Add Target Market"

NOTE: You will notice that you also have the option to edit a target market so your text can be changed at any time. Please note you can only have one listing for your B&B per activity and you MUST enter a description.

- Finally, go to [www.bcsbestbnbs.com](http://www.bcsbestbnbs.com), click on "Find a Bed and Breakfast" and check that your new listing has been successfully added to the appropriate Target Market ( Activity)

takes advantage of another opportunity. If interested, or you know someone who might be, contact [Elaine](#) or call 1-250-743-9378.

## Best Wishes



Sending out Best Wishes to Johannes & Marie-Louise Stolz of Haddon House B&B as they deal with health issues

It's that easy - another of the new web marketing features that is **FREE** in your Website Marketing Package with the British Columbia Bed and Breakfast Innkeepers Guild. Stay tuned to Tabletalk for more breaking news on Marketing Opportunities on [www.bcsbestbnbs.com](http://www.bcsbestbnbs.com) including Weddings, Retreats, Inns for Sale.

If You have any questions please contact [Julie Griffiths](#)

**Sincerely,**

*British Columbia B&B Innkeepers Guild*

March 28, 2010

