

# INNFORMATION

The news source for BC Innkeepers



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## New Members



Judy Bostrom  
[Bostrom's B&B](#)

Judy LeBlanc

## Happy New Year

### From the President's Desk

It's been a busy year for the Guild with two major projects on the go, namely the conference in Nanaimo at the end of October, and the new [website](#) that launched Dec 18. Throw into the mix the government announcements of the HST to be implemented July 1, 2010, the dissolution of Tourism BC as we know it, ongoing marketing activities including the annual brochure, and frankly I'll be quite ready for a little break over the Christmas holidays, as I'm sure will the other Board and Committee members (all volunteers) who've been working so hard on behalf of our members this year.



It seems an appropriate time of year to give some thanks from all the members to all the folks who have given their time and expertise to help the Guild grow and prosper. So thank you, Jolynn Green (Pepper Muffin Country Inn) and your awesome committee for organizing such an outstanding conference. Thank you, Julie Griffiths (Arbor B&B) for doing the major part of the research, and being such a great help to the members, to get this new website up and running, it looks great. Thank you, Graham Laxton (Greystone) and Sir Rex Davidson (ThistleDown) for continuing to represent us on the political front. Thank you, Ian McPhee (Abbeymoore) for leading the way in marketing our Guild and building our brand. Thank you, Sue Willis (A View to Remember) and your dedicated committee for a great brochure in your first time on the job. And thank you to all those who stood up at the Members Meeting with an offer to

[Broadway West](#)  
Anneke and Ton Van  
Vugt  
[Cedar Song](#)

Clare and Martin  
[Chalet Luise](#)

Jennifer and David  
Johns  
[Chy Gwyth](#)

Mavis and Tony  
Reynolds  
[Dayspring Farm](#)

Carole and Colin  
James  
[Discovery Place  
Retreat](#)

Deanna and Tony  
Edmonds  
[Elite B&B](#)

Jennifer Smith  
[Fisher House](#)

Eileen and Gary  
Newcombe  
[Gable Beach](#)

Jo Ann and Des  
Smith  
[Gold Creek B&B](#)

Leslie and Neil  
Sorsdahl  
[Golden Divot](#)

Tracy and Ted  
Eeftink  
[Majestic Ocean](#)

Mary Ellen and Barry  
Hagglund  
[Mainstay Oasis](#)

volunteer. We've had some lean years trying to fill Committee and Board vacancies, so it was almost an embarrassment of riches to have so many stand up to help the Guild. We have a great team moving us forward!

### Ingrid Vermegen

## New Website Launched



Thank you to all our members for uploading their information to the Guild's new website!

It is still a work in progress and as we notice things that need changing we will do that. There are many free marketing options that you are able to participate in, including "Community Events." Once you log in to "Edit your Profile" you will also notice a tab for events. In this area you can enter events in your community. Each event will be searchable and link to the B&Bs in that city. Take part in your Guild's website, check your community calendar, and see what you can add.

After Christmas, when the website is totally completed, I will be asking for member input on areas that we could improve. Merry Christmas to you all!

**Julie Griffiths**  
[Website committee](#)

## Your 2010 Board Members

Welcome to these new Board Members

- Clair Oates - Communications ([Clair's B&B-Ladner Village](#))
- Evan Penner - Secretary ([West End Guest House](#))
- Eric Startup - Treasurer ([Beachview Retreat](#))
- Gordie Robinson - Marketing ([Long Lake Waterfront](#))
- Judith Bilodeau - Director at large([Kennedy House](#))



Continuing on from the 2009 Board

Marilyn and David  
Webb  
[Ocean Rose](#)

Dian and Brian  
McCreary  
[Reef Point](#)  
[Oceanfront](#)

Diane and Len  
Shuttleworth  
[Romance Inn & Spa](#)

Michaela and Rick  
O'Doherty  
[A Scented Garden](#)

Karla and Rod  
Stumpf  
[Sumas Mountain](#)

Carolyn and Steve  
Touhey  
[Two Eagles Lodge](#)

Mary & James  
Swansburg  
[Wasa Lakeside](#)

## New Associate Members

Dorita Van Vugt  
Innsitter  
[Dorita's B&B Break](#)

Clare Sucloy  
Innsitter  
[A Touch of English](#)

## President's Award

- Ingrid Vermegen - President  
([Cobble House](#))
- Graham Laxton - Vice-President  
([Greystone](#))
- Julie Griffiths - Website  
([Arbor Bed & Breakfast](#))
- Louise Griffin - Membership  
([Lakeshore](#))

Thank you and farewell to these board members

- Will Watkins ([River Run Cottages](#))
- Ian MacPhee ([Abbeymore Manor](#))
- Bernadette Driver ( [Pacific Spirit Guest House](#) )
- Jim Straker ([Willow Beach](#))

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## 2009 Conference "Triumph Over Turbulent Times"

What a fabulous conference we enjoyed in Nanaimo at the end of October! Registrants, vendors and speakers enjoyed an event that was extremely well organized and provided lots of hot topic marketing seminars, interesting speakers and great networking! If you were not in attendance you missed a great event! The feedback from delegates and participants has been very positive - some of the comments received were as follows;

*"The speakers were fantastic - All that I chose fed me relevant info for this business. Thank you for a job well done"*

*"Fabulous, very well planned and organized"*

*"Hard to improve on. Perhaps more opportunity to share/hear from other B&Bs, maybe one or two discussion panels"*

*"I want to thank you for including me in this trade show...it has opened some opportunities for me to expand...what a great convention, that one will be hard to beat"*

*"I would like to thank both of you, along with your team, for an absolutely amazing week! It was just exceptional and the integrity of the Guild and the commitment of the members and your executive is impressive."*



## Congratulations!

(pictured left to right)

Vivian Reinhart  
([Flying Cloud](#))

Jolynn Green  
([Pepper Muffin Country Inn](#))

Ingrid Vermegen  
President  
([Cobble House](#))

Sir Rex Davidson  
([ThistleDown House](#))

Not pictured

Anne Murphy  
([A Lakeview Heights](#))

## Moyra Turner Award



Hi-lights of the 2009 conference included the following;

A B&B tour of Nanaimo  
Keynote speaker  
Trade show with fundraiser  
Guest speakers  
Phenomenal photography seminar  
Protecting your investment seminar  
Taxation cost saving methods seminar  
Marketing with Facebook seminar  
Mastering online reviews seminar  
Blogging for success seminar  
Export readiness seminar  
Protecting your investment seminar  
Taxation help seminar  
BBCanada and more  
Annual General Meeting  
President's Award & Moyra Turner Hospitality Award  
Cocktail hour, silent auction  
Dinner, dancing entertainment and networking

*Attending this conference really emphasized to me that the Guild is a great professional organization to belong to. I learned a lot, I met a lot of other innkeepers, speakers and vendors, and felt proud to be a part of this group. It was such a positive experience, and I'll definitely go to the next one!*

## Clair Oates

[Director of Communications](#)

## Who and What is your Market?

*PAII (the Professional Association of Innkeepers International) conducted a survey with TripAdvisor of 15,000 travellers last spring. Here is a selection of statistics and comments from PAII CEO Jay Karen's keynote address at the Guild Conference in Nanaimo.*



**The following questions were answered by those people who have stayed at a B&B:**

Julie and Peter Griffiths of [Arbor B&B](#) in Prince George received the Moyra Turner Award, which is given to the B&B that best exemplifies the highest standards of innkeeping hospitality.

## Ask Us ... or Tell Us



Have a question? Want to tell us something?

[Ask us](#)  
or  
[Tell us](#)

## Charity Events

### Stuff the Bus, Vancouver

In conjunction with Landsea Tours, our members donated sheets, towels, blankets and warm jackets for the homeless. We provided one

### Why did you stay at a B&B?

90% Pleasure  
8% Business  
2% Both

(It appears that we have the pleasure travel thing pretty well covered. A growth market surely is the business travel market.)

### Why did you choose a B&B over other options?

50% Unique venue  
47% Personal service  
46% Overall better value  
30% Quality/value of food  
24% Convenience

(As you can see, no single reason was dominant. B&Bs are a lodging option with many and varied assets, which means you can appeal to many different preferences. However, in order to appeal to those preferences, you need to engage in multi-faceted marketing)

### What information sources are important when deciding where to stay?

73% B&B website  
68% General travel website  
54% Referrals from friends/family  
53% B&B travel websites  
36% Guidebooks

### Are inspections important?

22% Very important  
60% Somewhat important  
18% Not important

(Inspections are still important at the association level to ensure a quality product, but it's not top-of-mind with consumers. Online review sites are more important in their due diligence process.)

### Would you recommend a B&B?

93% Yes  
7% No

### People who haven't stayed at a B&B were asked about their perceptions of B&Bs:

#### What are your perceptions of B&Bs?

25% Positive  
56% Neutral  
19% Negative

#### Why don't you stay at B&Bs?

night's accommodation and a dinner gift certificate to the silent auction.

### **Put a Cow in Your Christmas, Victoria**

When you book two nights at one of our Guild Members -- Victoria's Historic Inns between Dec. 6 and Jan 6, they donate 10% of the value of the stay to the purchase of cows for African farmers.

### **Silent Auction for the Salvation Army, Nanaimo**

Guild Members also generously donated accommodation, dinner packages.

Plus many other items were donated to raise money for the Salvation Army. We are please to announce that they raised \$1,100.

**Hope Everyone Had A Very Merry Christmas**

49% Didn't cross my mind  
43% Too risky; don't know what I'm going to get  
40% Don't want to socialize  
20% Too many rules/policies  
(Since 49% reported that staying at an inn didn't even cross their minds, it shows we've got some serious work to do!)

What might convince you to try a B&B?  
66% Gift card for free/discounted stay  
63% Strong recommendation from friend or family I trust  
40% Amazing, positive online reviews

#### **And from both groups:**

What amenities are important for business travel?  
75% Proximity to meeting place  
58% High-speed internet  
51% Convenient food options  
42% Comfortable work space in room

How important are online reviews?  
30% Extremely  
51% Very  
(You need to be aware of what's being said out there and have a strategy on how to handle those possible negative reviews. Online reviews are now a part of the lodging experience and it's important to remain ahead of the game.)

How do you feel about seeing negative reviews?  
29% Take seriously  
69% Consider them with a grain of salt  
2% Ignore them  
(As stated above, online reviews are part of the lodging experience, but more than two-thirds of those guests looking for lodging properties are at least somewhat skeptical of what they read. You should know what guests are saying about you and your property - but relax a little. Not everyone considers the online review of a negative nature as the final deciding factor.)

How do you feel about seeing management responses next to negative reviews?  
78% Want to see

#### **Conclusion:**

Some of the strongest resources innkeepers have to secure more business are: fiercely loyal guests, online reviews and high-quality websites. What are you doing to get your loyal customers to spread the word about you to their friends and family? Have you engaged the online review phenomenon? When was the last time you had a truly independent set of eyes



and Are All  
Looking  
Forward to a  
Happy and  
Prosperous New  
Year!

critique your website? It also seems this industry has a big opportunity staring us in the face, especially now that we know a little more about why people don't stay at B&Bs. A grassroots campaign to raise awareness and drive business to B&Bs certainly makes sense to explore, and PAII is getting geared up for it right now.

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*British Columbia Bed and Breakfast Innkeepers Guild*

