

INNFORMATION

The news source for BC Innkeepers



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Ode To a Hair

(The bane of an Innkeepers life.)

Oh little hair so dark



is Upon Us - with Summer Not far Behind



From The President's Desk

Spring is finally here and we are looking forward to warmer weather and more guests at our B&Bs. Will it be a busy year? We'll know at the end of September.

Are you doing what you can to make it successful by staying on top of your marketing and the ever more important social media aspect of promoting your website? I just read an article this morning in the PAII newsletter about what social media will look like in 2012, and it is becoming more and more important if you're serious about building your business. Some of our members are right on top of all the new marketing opportunities, but for many it is a strange and intimidating world!

We have started a [blog](#) on the Guild website to help keep our name out there with weekly current information about different

and curly.
Don't you know you
drive me squirrely.

Lying there upon the
bed.
I wish you'd stayed on
someone's head.

So long and curly on
the sheet,
Everyday we seem to
meet.

I pick you up and cast
you out.
Some days I really
want to shout.

"Be gone foul hair, get
thee hence
You are making me so
very tense."

I cannot rid myself of
you
You'll reappear in the
loo.

I wash and wipe as
best I can,
but then I spot you
on the can-
on the seat or in the
bowl,
Gnawing at my very
soul.

With fingers wet I can
pick you up,
But then you're to my
fingers stuck

With other hand I pull
you free,
But I look again and
there you'll be.

On my left hand now,
there you are,

regions and events in those regions. You will see a link with the two most recent post titles at the bottom of our home page. Our blogger is Walter Jordan at Bellevue B&B in Courtenay. If you want your region, and thereby the members in the region, featured on our blog, please send him information, with URL links, about events in your area that might generate guests for the member B&Bs in your area. We are also in the process of distributing our brand new 2010 brochure. Our administrator Bev Birchard is looking after the distribution, so if you are not getting your supply through your regional rep or at a regional meeting, you can check with [Bev](#). A great big thank you to the Brochure Committee for another fabulous brochure! Thank you to Chair Sue Willis (A View to Remember), Jim Straker (Willow Beach), Rhonda Henry (B&B at Vanilla Tree House), Louise Komick (Creek Edge) and designers Birgitte & Ed (Abbaes). The brochure process was extremely challenging this year, as we went live with our new website during this time, and this created some major issues as, with most any new website, there were bugs to work out. Our committee members went above and beyond to get in touch with members to make sure their ad was going to be correct. A lot of extra work was created when members did not reply, did not know how to access their account on the new website, did not have high quality photos as needed for print media, and did not include their B&B name in their replies. The Guild now has around 200 members, so we need a little help in identifying you sometimes!

I would ask every member who has not yet done so to create a signature block in their e-mail replies. Not only does that help your Board and committee members to identify you, but it does the same for your guests and looks so much more professional!

I hope everyone has a great season! Please watch out for more Table Talks coming your way to introduce new marketing features and our Gift Certificate program!

Ingrid Vermegen
[\(Cobble House Bed & Breakfast\)](#)
President

A Message from our Marketing Chair

Our marketing committee has met a number of times to

Sticking like a piece of tar.

I use the tap to wash you away,
I'll unplug the sink another day.

But now your stuck to the sink.
Oh what to do? I just can't think.

Little hair what can I do?
I just can't seem to get rid of you.

Ah-ha! I think I know how to beat ya.
I'll just take guests with alopecia



Thank-You to Keith Collyer
([Willows Inn](#))

for this Ode to A Hair

TripAdvisor Updates

Lot of lobbying brought B&B;s back to TripAdvisor Home Page. To [read](#) the recent Victoria updates.

discuss the direction of marketing in the changing technological market.

Two ad platforms recently presented for our guild members are the newly published brochure and our newly launched [website](#).

Print options are a large part of marketing although the benefits of print are fading in comparison to web advertising. The trend is to mobile ready and internet marketing. Growth in this field is enormous and to meet this need, the marketing committee did a 4 month test study using Facebook ads to drive potential guests to our website. Our ad and it's branding was seen by over 6 million people as an impression on a facebook page and of those who saw it - over 1100 clicked through to our Guild website. We may now try a test study using Google Ads and compare the statistics.

Also a reminder to please update your website with the new Guild logo with " Rest Assured" attached. The logo can be downloaded from the member section under News and Information when you log into your account.



The print ads are listed below so please keep an eye out for them;

- Wine Islands,
- Along the Wine Trail Co-op Ad,
- Van Dop Arts and Cultural Guide,
- Island Garden Trails Magazine,
- Tour Planner (TOTA),
- Okanagan Wine Festival Vacation planner Co-op Ad,
- Time Out Vancouver planner
- Prince George regional planner Co-op Ad.

Gordie Robinson

([Long Lake Waterfront Bed & Breakfast](#))



Marketing Director

(until I became a board member, I was not aware of how much all our committees do and for that matter, how much our volunteer board does for our membership. The next time you contact a board or committee member, please thank them for their efforts on your behalf)

PAII Survey



Stand up and be counted! We want 1,000 innkeepers from coast-to-coast to take our 2009 Year-End Performance survey.

Here's why: All participants will receive a FREE copy of the study. The B&B industry needs figures like these - Average Daily Rate (ADR), occupancy, revenue, etc. Every mature industry collects their own figures, and the B&B industry (in the past) has only collected

comprehensive data like this EVERY TWO YEARS! We need to get with it and report our performance at least annually. The hotel industry collects data monthly.

You can find out how you're doing compared to the industry averages. The resulting report will allow you to compare your own performance against others around the nation and in your state. Financial and other institutions need good, accurate and

Tips for Managing Online Hotel Reviews - Interview with TripAdvisor



by Daniel E. Craig - **Hospitality Trends**

Social media is all about managing your hotels online reputation, and no platform wields more influence on travel decisions than TripAdvisor. Recently, I interviewed April Robb, TripAdvisor's Social Media Program Manager, responsible for social media outreach, brand monitoring, and blogger relations. She offered up some great advice to hoteliers for managing online reviews. "We often hear from travelers that how a property responds to criticism has more influence on their booking decision than the criticism itself." -April Robb, TripAdvisor Social media is all about managing your hotel's online reputation, and no platform wields more influence on travel decisions than TripAdvisor.

To read more of this article see <http://bit.ly/bKXi9h>

Costco Bakery by the Case

Costco has two interesting programs

They sell bakery items by the case (uncooked) Cookies , croissants etc - so we don't have to buy them elsewhere.

They will pick and pack your regular order for you in advance so you just show up and bring it home. (\$500 min order - 24 hours notice required) They will go through your history and print out the items/codes that you regularly buy so you can set up a spreadsheet and make it easy

Contact

W256MKT04@costco.com

[Trudy Brickwood](#)

Products & Prices subject to change

reliable data like this to make judgments about our industry. The better the data, the less of a risk we appear to be.

This study is a shorter version of our biennial survey. To complete the survey, you will need the following information:

Financial statements from your bookkeeping software
Rate cards
Reservation data from 2009

All data collected is held in the strictest of confidence and industry results are provided only in terms of group averages and totals and never on an individual basis. In addition, Industry Insights - the firm conducting the data collection, analysis and storage for this project - serves as an independent, third-party organization ensuring that no individual results are ever shared with anyone, including PAI leadership or staff. Rest assured; your answers are completely confidential.

[Take the Survey!](#)
Click here to create a user account and complete the survey by May 15. [You must register](#) a new account even if you filled out



205312 - Braided Apple Turnovers - \$38.59 for 70 @ \$.55 a 68% saving. - reg. \$.80 per

-

205316 - Blended Bagels - \$24.49 for 72 @ \$.34 a 68% saving. - reg. \$.50 per

-

205322 - Cafe Croissant - \$37.49 for 270 @ \$.14 a 45% saving. - reg. \$.32 per

-

205320 - Artisan Baguette - \$24.59 for 20 @ \$1.23 a 57% saving. - reg. \$2.14 per

-

205323 - Ciabatta Baguette - \$31.89 for 18 @ \$1.77 a 70% saving. - reg. \$2.50 per

-

205326 - Plain Cheesecake - \$54.99 for 6 @ \$9.17 a 54% saving. - reg. \$16.99 per

-

205328 - Chocolate Mousse cake - \$56.49 for 6 @ \$9.42 a 67% saving. - reg. \$13.99 per

-

205322 - Croissants - \$37.49 for 144 @ \$.26 a 50% saving. - reg. \$.49 per

-

205143 - Cookies Blended - \$38.99 for 142-177 @ \$.22 a 47% saving. - reg. \$.47 per

-

216225 - Apple Tarts - \$99.99 for 12 @ \$9.33 a 66% saving. - reg. \$14.99 per

-

205324 - Bavarian Rye Bread- \$27.99 for 10 @ \$2.80 a 54% saving. - reg. \$5.49 per

-

205331 - Mango/Raspberry Mousse Cake - \$53.99 for 6 @ \$8.99 a 60% saving. - reg. \$14.99 per

-

NOTE- All items are par-baked or frozen and most have a 150 day shelf life. - Cookies & Bagels are one type per case.

the 2009-2010 Industry Study of Operations and Finance. Contact [Ingrid Thorson](#) at PAII if you need more information or assistance.

How to Create a Signature Block in Microsoft Office

- In your e-mail program select **"tools"**
- Select **"Options"**
- Select **"Mail Format"**
- Select **"Signatures"** on the mail format page
- **Enter Text**
- Make sure to include your B&B name, all contact information, website URL & e-mail address.
- Some members also insert an image, photo, or their brand
- Select **"SAVE"**

(to create a signature block on a Mac the process should be fairly similar)

We Have Mugs

HST & B&Bs

While not yet the law of the land Harmonized Sales Tax in B.C. is expected to be very shortly. Here is a summary of what is to come and some of the things business owners should consider when implementing this new tax within your own environment. The following information is taken from a recent HST workshop I attended during the BC Tourism Leaders Summit April 19th & 20th in Vancouver. It was a standing room only session and helped clarify the intended course of events and how the changes might affect various sectors of the tourism industry, including ours - short term accommodation.

HST OVERVIEW

- The Harmonized Sales Tax (HST) in BC is to be effective July 1st, 2010 & will be administered by Canada Revenue Agency.
- HST replaces the 5% Goods and Services Tax (GST), 7% Provincial Sales Tax (PST), 10% PST Liquor Tax and 8% Hotel Room Tax (HRT).
- Additional HRT (AHRT) still applies where now collected. Will remain at current levies (ie 2% in Vancouver) for the time being & will be administered by the Province. HST applies to AHRT (yes, a tax on a tax).

Similarities between HST & GST

- HST is 100% refundable and is reported on one return. Same provisions for filing frequency, penalties & interest.
- Same input tax credit (ITC) documentation requirements.
- Same zero-rating provisions (basic groceries, exports, etc.).
- Same opt-out option for billing incomes of less than \$30,000 annually

Key dates in BC

- May 1st, 2010 - HST applies on amounts due or paid for services provided on or after July 1st. (for B&B operators this means that even if a July booking is paid in full May 1st the 12% HST applies)
- July 1st, 2010 - HST Implementation Date



If anyone is interested we have found a few more Guild mugs They are \$5 each plus shipping unless they can pick them up. They are with [Bev](#) on Vancouver Island right now.

Wanda Hook Retires



As of March 31st Wanda Hook has retired from Tourism British Columbia. Wanda started with TBC back in 1982 when it was part of the Ministry. She is largely responsible for the development and implementation of the blue & white highway signing program and

-July 23, 2010 - final PST returns due

Sales/Invoicing/Collection of Tax

- HST will apply on sale of goods where ownership and possession (ie delivery - or in our industry: occupancy) occur on or after July 1, 2010
- HST also applies for services provided on or after July 1, 2010 even if service has been prepaid on or after May 1, 2010 (therefore do not bill GST, PST or HRT for these)

Are You Ready For HST?

- Have an implementation plan
- Plan and implement necessary billing/accounts payable system changes
- Review website rates, fee and tax disclosure

Questions about HST?

- Ask your accountant or a qualified professional
- Consult the [CRA website](#)
- As well-- this is a [link to an HST Q&A publication](#) by CRA:

Eric Startup

[\(Beachview Retreat\)](#)

Treasurer

Website News

The first phase of our new website is complete with some tweaking and major improvements. Thank you everyone that responded to my email to check your listing - I had an amazing response!



The [Travel Planner](#) has been re-designed and I think is now much more interesting. There will be further changes coming with updates on Travel Information and Links.

You will notice a new look to your "Welcome Page". We have tried to make navigating the various options more intuitive

We now have buttons on the home page for [Weddings](#) and

for many years managed the Accommodation Services Unit. In this capacity she was responsible for the inspection programs and the Approved Accommodation Guide. She has been a great promoter and friend to the B&B industry. At a TBC reception a few days before she retired, the Guild was able to present her with a gift certificate for a 2-night stay at any of our member B&Bs as a thank you for her support of our Guild and her friendship. If she books a stay with you, please let us know, so we can arrange the other part of our gift.

Share with Clair



Hello Members

As you can see we have a poem sent to us from Keith Collyer.

[Retreats](#). This is an optional feature with a charge of \$100 plus GST/HST per quarter. Very soon you will be receiving an email or Tabletalk with instructions on how to participate.

Although we don't ever want to lose a member, we now have an Inns for Sale Section for our members only at a charge of \$100 plus GST/HST per quarter. Instructions for signing up for this feature will be arriving in your Inbox very soon.

Internet marketing is constantly changing and your Board is very aware of this. We have lots of plans for the near future so make sure you watch for announcements in Tabletalk.

Please don't hesitate to contact [me](#) if you have any concerns or need help with your listing.

Julie Griffiths

[\(Arbor Bed & Breakfast\)](#)

Website Chair

Post Olympic Survey Results

Thank-You to all members that participated in the Post Olympic Survey. These are the highlights of the Post Olympic Survey compiled by Graham Laxton. The full results are to be shared with VANOC and Tourism B.C. and will become part of an information package that VANOC is compiling for future Olympic Games.



So what does it all mean?

Most comments included the fact that over 60% of guests had never stayed in a B&B before. Pre and Post Olympic business stayed about the same and did not have the anticipated drop off

Rates: Most B&Bs followed the Guild recommendation of Summer + 25%
Paralympics rates were about the normal for this time of year -

Have you got a special something to [share](#) in the next INNformation or Tabletalk?

I have a great recipe your guests might like.

All the way from my trip to Barbados.

Banana Spring Rolls

- 3 oz macadamia nuts
- 3 oz white chocolate
- 4 ripe bananas
- 2 oz cinnamon sugar
- 3 egg yolks
- 4 large springroll wrappers

Peel bananas and cut into 4" lengths. To make a wrap take one wrapper and place in diamond shape on work surface. Place banana on bottom corner of wrapper. Sprinkle with 1/4 of cinnamon sugar, chopped nuts and chopped white chocolate, starting at bottom roll up 1/2 way. Brush with egg yolk - fold in sides and continue rolling to end. Store in fridge until ready to fry. Heat oil to 350 degrees and fry spring rolls until brown and crispy. Cut diagonally and serve with frozen vanilla yogurt or

few if any bookings

Reservations: Some chose to wait before booking to maximize efficiency. Most took bookings as they came. The further from downtown the more you wanted an instant commitment.

Payment: Most took full or partial payment with balance payable long before the Games. Credit cards were payment of choice for most. Cancellations: 50% had cancellations and all were re-let. Illness and no tickets main reasons

Cancellation Policy Change: 100% increased the penalty clause in their policy

Long stay discount: 50% offered some discount for long stays (6+ days). Most of Vancouver B&Bs offered discounts and they definitely did not have to.

Average stays: 4-6 days most common. One property booked entire time by one group. Guild knowledge: 50% knew Guild offered complaint solving. 100% knew Guild offered accommodation options.

Guests demands: Most found guests easier than normal (as a lot of guests were non B&Bers, maybe we spoil our regulars too much?)

Breakfast times/menus: Everyone had to adapt to early mornings with continental or bagged to go. Group TV evenings: 60% offered this and they enjoyed the experience.

Happy Hour: 75% provided this and it was popular.

Extra Staff: Most used regular staff but gave more hours. Increase in rooms: 50% added a room or two (Vancouver City allowed one extra)

Complimentary gifts: 60% offered this

Time commitment: 80% said more time was needed mainly because of early mornings
\$64,000.00 question: 100% of all respondents said their

whipped cream as a starter to your elegant bed & breakfast.

My guest love this!

[Clair](#)

guests were all delighted with their Olympic experiences which far surpassed their expectations

NEGATIVES: Long lines at Pavilions - Transportation to Whistler and Cypress was a bit chaotic in the first few days - Lack of info about cancelled Cypress tickets - Barricade at Olympic flame - Some gouging by restaurants - Cactus Club mentioned a few times

POSITIVES: Everyone friendly and helpful (particularly Police and volunteers)

"FREE" local bus transportation - Good quality souvenirs - B&B industry performed well and made contact with a whole new market - B.C. Bed & Breakfast Innkeepers Guild was involved with the BIG players; B.C. Hotel Association, VANOC, Vancouver City Tourism B.C., and raised its profile considerably;

Graham Laxton

[\(Greystone Bed & Breakfast\)](#)

Vice-President



Photo of the Month



Barbados Spring Duckling - April 2010

Please send [me](#) your photos.

British Columbia Bed and Breakfast Innkeepers Guild
www.bcsbestbnbs.com

April 25, 2010

