

February 2013 Newsletter

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Better Way to Stay

Jay has a little fun at PAll 2013

Save the Date!

PAll Innkeeping Conference and Trade Show

Charleston, South Carolina
January 13-16, 2014



President's Notes

Last month, I was talking about patterns in our business and enjoying our hiatus. Now, it's back to work and we kicked it into high gear with a Groupon for Meritage Meadows. There are lots of ways to do a deal of this sort that will cause you long term pain. The other ways all cause short term pain. Our February occupancy doubled year over year. The income is up only 30%, however. That's right; RevPAR is up only 30% while my occupancy doubled! We sold 110 deals for 140 room nights. The deal only runs in our slow period, through April 30. That is a lot more work for not much more money. I see the effort as a marketing expense that I can pay for with my time rather than my wallet.

The traffic on our website increased 20 fold the day the deal went live. Throughout the term of



WBBG Coming to Your Area this Spring 2013

WBBG is going on the road! Save the date(s) for food, fun, and learning. Invite a fellow innkeeper and take advantage of education and networking benefits close to home. Topics will vary by location, and may include Social Media Playbook, Financials to Focus On, Living Social, and Google Analytics. There will also be time for visiting with fellow innkeepers, updates from the WBBG, and enjoying a meal together. More information coming soon!

Wild Iris Inn, La Conner

Tues day March 26, 12-2pm

the offer, traffic was up about 6 times and now, 2 weeks after the deal is over, we are still at 3 times our normal traffic. In one month, the site got more unique visitors than in 10 months last year. Over 20,000 unique visitors went to our website. On the average, each visitor saw 3.4 pages of our website, and the bounce rate was 50%. That means that 10,000 people each saw 5 pages on the average and spent 6.7 minutes on my site.

The average age of my guests is about 20 years lower. I already have one potential wedding booking from the 30 room nights we have delivered so far. Yes, I perceive that the customers are not as likely to be repeat guests.

If the rate is half the level of the "organic" population, however, it will still be a good boost to business.

At the 2011 WBBG annual meeting, Bill Brager gave us a great presentation on marginal business value in a B&B. All this lower cost business is a compliment to my normal spring business which wasn't paying the bills. For our young business (2.5 yrs) getting the awareness and the marginal business is great. Does it erode my price point in the market? I don't know yet, but I don't think so.

Some guidelines I picked up from talking to other WBBG members before doing the deal:

- Make Living Social and Groupon bid against each other.
- Carefully restrict your active period for the coupon
- Restrict the period in which to make the reservation (in my deal, they have to reserve by 3/1)
- Limit your numbers so you don't have to block out your usual customers
- Leave room for upsale – offer the lowest cost rooms on the deal.

Don't do a deal unless you like the terms!

Bob Spencer, President, WBBG

Sequim/Port Angeles, location to be determined

Monday, April 1, 7-9pm Dinner with the WBBG Board

Harrison House, Friday Harbor

Wednesday, April 17, 12-2pm

Leavenworth, location to be determined

Monday, April 22, 12-2pm

Inn at Blackberry Creek, Walla Walla

Tuesday, April 23, 12-2pm

Yakima, location to be determined

Wednesday April 24, 12-2pm

Selah Inn, Belfair

Monday, April 29, 12-2pm

Fairgate Inn, Camas

Tuesday April 30, 12-2pm



WBBG Board Goes Green

The WBBG Board of Directors "walks the walk" on the Guild's Green Program. After three days of meetings and associated social/educational events at the Board's Winter Retreat, held January 5-7 2013, including one Pizza Party, wine tasting, and snacks, lunches and beverages for the meeting itself, the Board ended up with exactly 21 ounces of garbage for all three days. That's seven ounces of garbage per day for a three-day meeting of 15-20 people!



TripAdvisor Best of 2013

The Results are in!

Two WBBG members have made the top 25 in TripAdvisor's Best of 2013 Bed and Breakfast list. This award is based on guest reviews accumulated over the past year. Guests are encouraged to rank BnBs based on an overall score, 1-5 and on several key areas. These include Service, Cleanliness, Value, Sleep Quality, Location, Rooms, Swimming Pool and Fitness Center. Although Cameo Heights Mansion boasts both a pool and fitness room, those elegant extras aren't necessary to receive this award. Chelsea Station, located in urban Seattle does not offer either....and was ranked #17 out of 25. Maintaining all the aspects of a quality stay, including a convenient location, sparkling clean rooms, and exceptional service are key in receiving great reviews from guests.

Congratulations on a job well done.

Follow these links to check out the slideshow of TripAdvisor's Top 25 B&Bs

[Cameo Heights Mansion on Trip Advisor](#)

[Chelsea Station on TripAdvisor](#)

Local media takes note of Cameo Heights Mansion and their TripAdvisor award. [View their spot on local television here!](#)



TRC Insurance is Now

This breaks the previous record of twenty ounces for a one-day meeting in September 2011. How did we achieve this? The Board made maximum use of reusable or compostable materials. Thanks also to Thurston County's food waste composting program, where table scraps now go to composting rather than the garbage dump.

Associate Members

**English Insurance Group
Bed and Breakfast Insurance**



Kristie English

<http://englishinsurancegroup.com/>

Greenwich Bay Trading Company

Speciality soaps



and amenities for inns and B&Bs

Denise

Huntley customerservice@qbsoaps.com

800-323-1209

<http://www.qbsoaps.com>

Heartwarming Treasures

Specially designed Gift



Baskets

Sue

Wolfe heartwarmingtreasures@yahoo.com

<http://www.heartwarmingtreasures.com>

Lydia's Traveling Kitchen

Interim Innkeeping



Lydia

Oakes lydia@lydiatravelingkitchen.com

<http://www.lydiatravelingkitchen.com>

Heart N' Soul Innsitting

Interim Innkeeping

gizlar3@w-link.net

PLC Insurance IS NOW TRC

Scott Roberts has moved to TRC.

Now, known as The Roberts Company, (TRC), they are still offering the same quality service to our innkeepers in Washington state. Please note the new contact info for Scott. Visit the TRC website and choose the Bed and Breakfast Insurance tab to contact Scott and get a quote for your insurance needs.

12015 115th Ave NE

Kirkland, WA 98034

scott@trcisu.com

(877) 637-1858 x103 toll free

(425) 818-2950 fax

www.trcisu.com

Be Featured in the WBBG Blog?

We need your input. Submit your ideas...anything from specials, activities in your area to a great recipe. Send your info to blog@wbbg.com

Volunteers Needed To Plan our WBBG Annual Meeting

We are still looking for one or two more volunteers to help plan the WBBG Annual Meeting November 4 and 5. We are touring venues this month, and will be starting to plan our program in March. We'll need help with registration, program planning & speakers, vendor trade show, menus, decorations, awards & gifts, and entertainment. Meetings are every 4-6 weeks in the greater Seattle area, with opportunities to participate by phone or email if you can not attend in person. YOU can help make this event a great success! Please contact Julie McAferty, VP Membership, at vpmembership@wbbg.com, for details on how you can help.

TRC Insurance
Bed and Breakfast
Insurance



Scott Roberts scott@trcisu.com
<http://www.trcisu.com/>

Comphy Company
Quality Bed Linens



shantell@comphy.com
<http://www.comphy.com>



Quick Fact

For our inns using Buuteeq, their new update allows for the real WBBG widget to be added to your site. Nathan Allan, Director of Technology, says it seems to work well and is easy for Buuteeq to add.

See an example

at: <http://www.swantowninn.com/>

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