

Innkeeping Profiles with Bill Bullard

Inn at Occidental of Sonoma Wine Country
CABBI Marketing Director
Bullard Partners

707-292-7286 cell



Slides available at
www.bullardpartners.com

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What is a B&B?

Homestay – Renting of an Extra Room or Rooms in a Typical Home
(a.k.a. Johnny leaves for college and Mom wants to make some extra money)

Bed & Breakfast Inn – An Inn that Provides Guest Rooms and Breakfast, but does not have a Restaurant

Country Inn – An Inn that Serves Lunch and/or Dinner, usually an Inn with a Restaurant

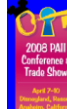
Literal Definition Only

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- **Why become an innkeeper?**
 - Some inns don't want more business
- **How much help do I need?**
 - 4.3 employees (75/25 split of PT/FT)

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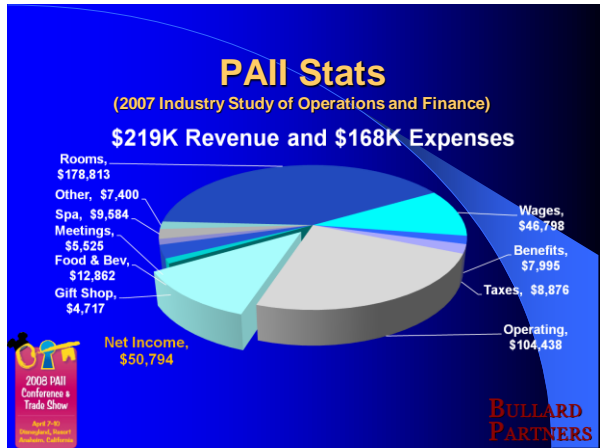
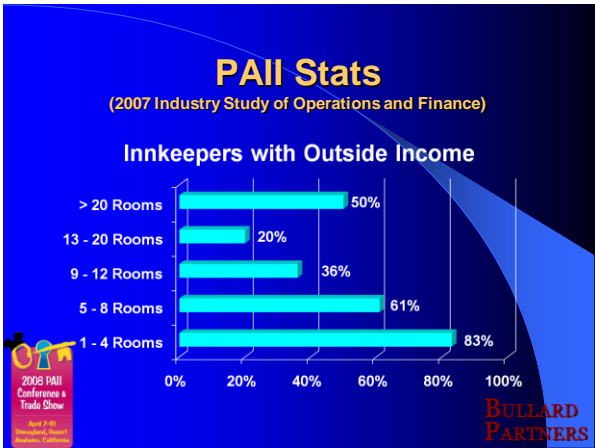
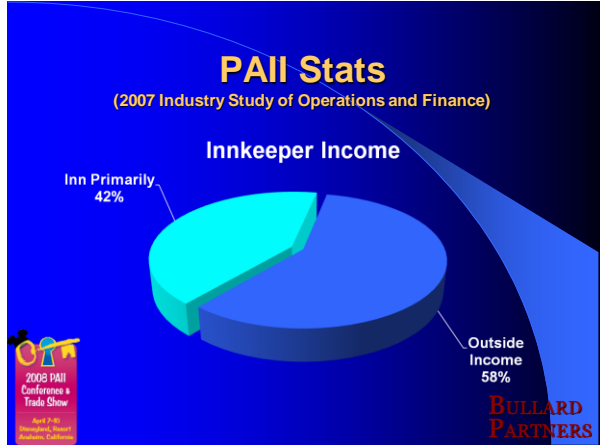
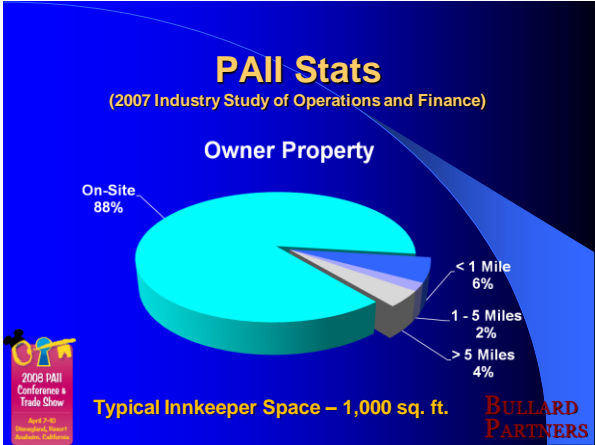
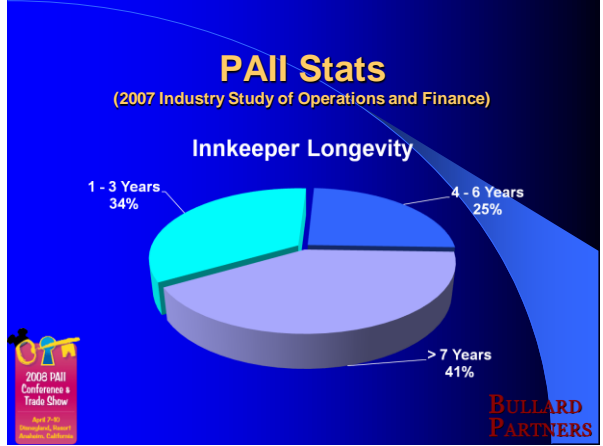
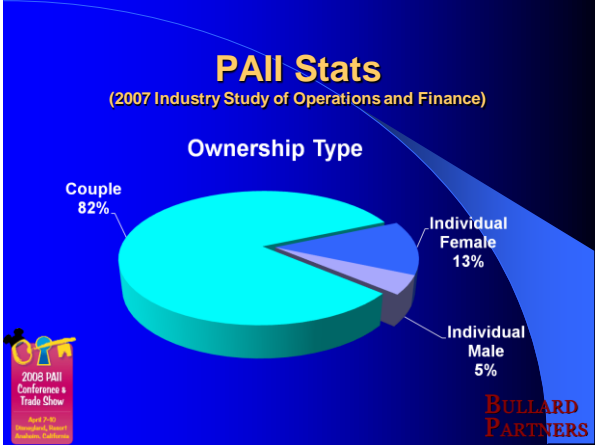
PAII Stats (2007 Industry Study of Operations and Finance)

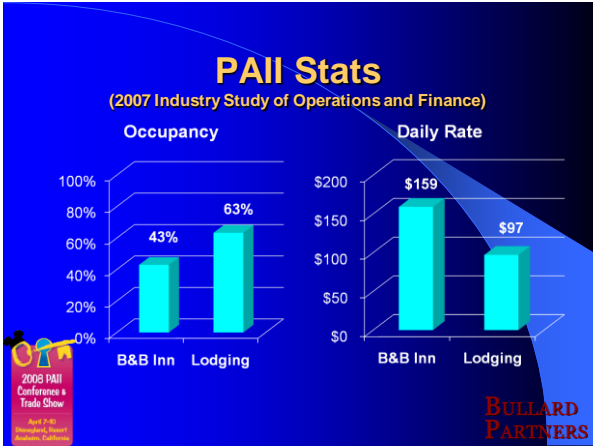
- 340 Inns Participated (n=340)
- 7.66 Rooms, 94% Private Baths
- LLC, LLP, 'S' Corp – 64%
- Sole Proprietor – 31%

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Not A Commodity Business

We are Selling an Experience...

NOT a Bed

Guests Expect Personal Service...

A Piece of You

2008 PAII Conference & Trade Show
April 2-6
Napa Valley, CA

Guest Commodity

Time vs. Money

(Bill's Soapbox)

People's Free Time is now More Valuable

2008 PAII Conference & Trade Show
April 2-6
Napa Valley, CA

Questions???

- Now
- After the Workshop
- During the Conference 707-292-7286 cell
- After the Conference
 - bill@bullardpartners.com
 - 707-823-0350 office

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