

CABBI

Innkeeping as a Profession

2012

Facilitator: Bill Bullard

Marketing your B&B Inn

with Bill Bullard

Inn at Occidental of Sonoma Wine Country

CABBI Marketing Director

Bullard Partners



California Association of
Bed & Breakfast Inns

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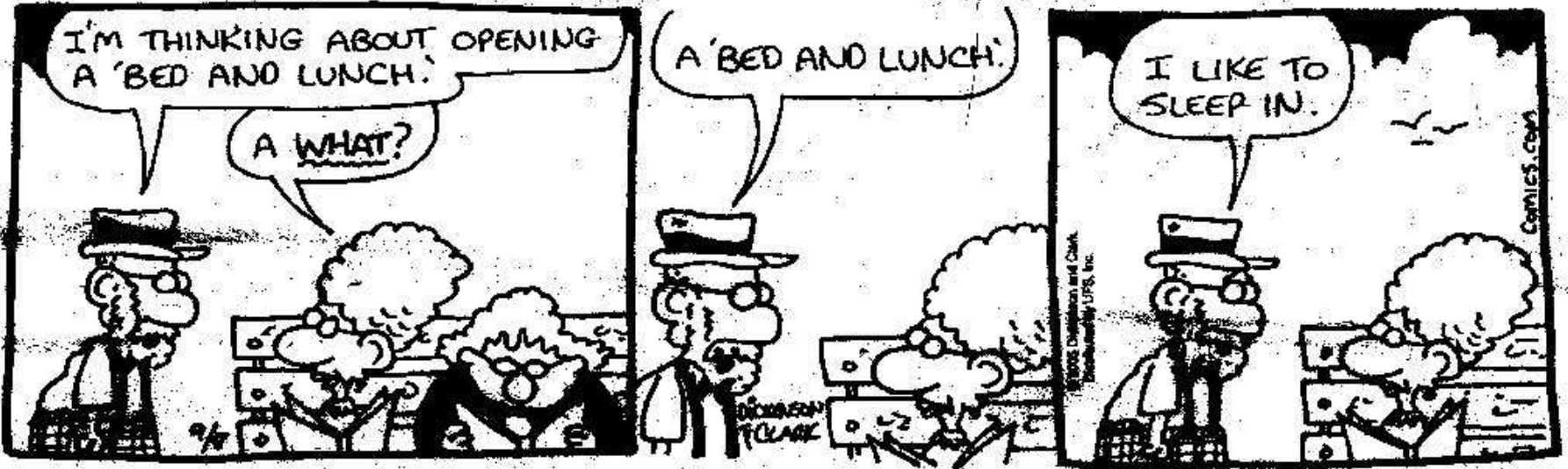
707-823-0350

Slides available at www.bullardpartners.com

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LOLA

by Dickenson & Clark



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B&B Marketing

- You have already taken the first step in marketing your B&B...
- *Attending this Conference!*

Marketing Strategy

- Identify your Product
- Online Marketing
- Traditional Marketing
- Media Marketing

Identify your Product

- What is the experience?
- What is unique?
- Does your inn name/logo reflect it?
- Time not money is your guests' commodity

Examples

- **Hiking**
- **Views**
- **Weddings**
- **Eclectic Décor**

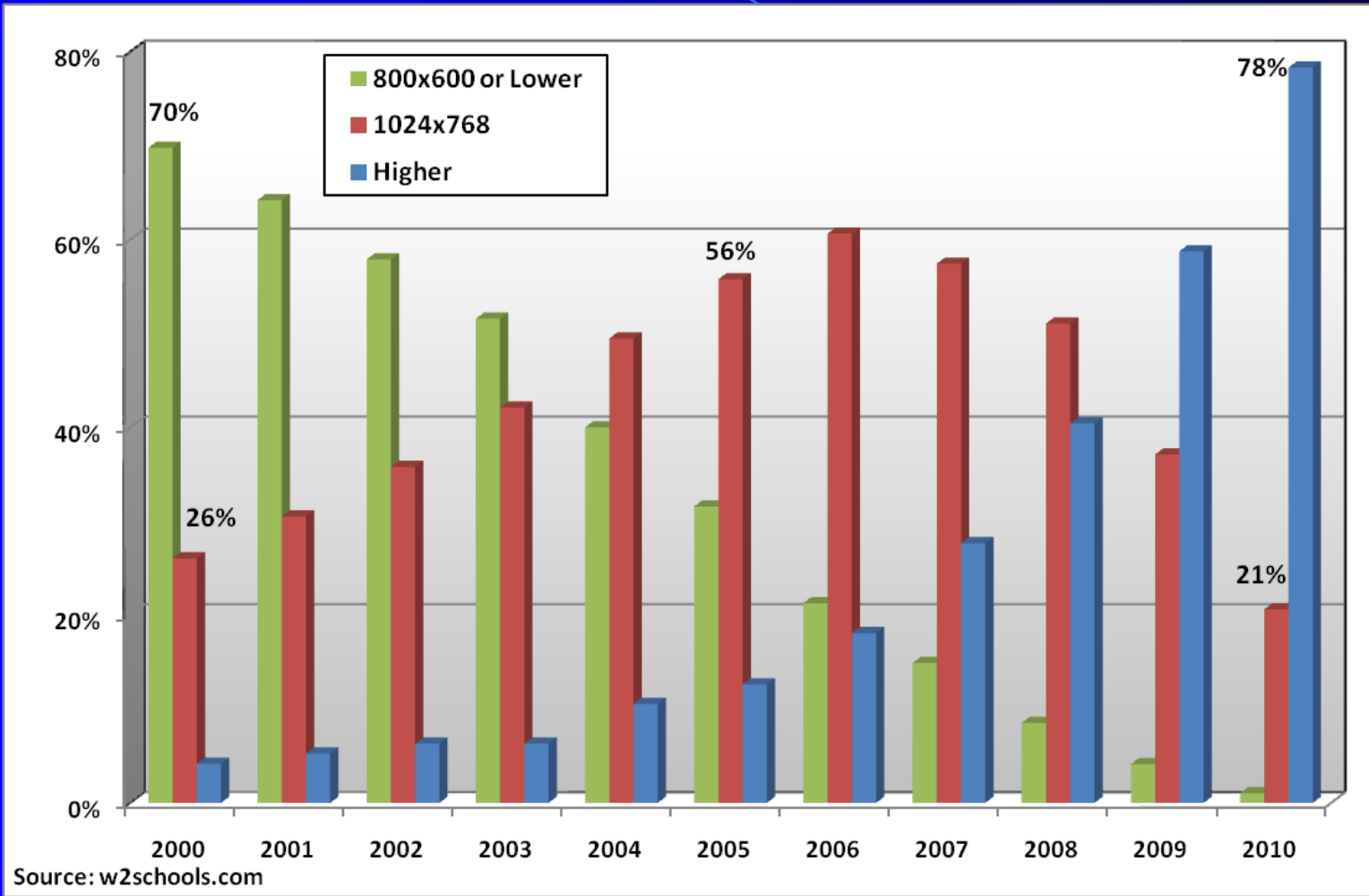
Online Marketing

**The Internet is your
#1 tool for success**

Website Designs

- **Brochure of the 21st Century**
- **Screen Size and Download Speeds**

Screen Sizes



Website Design

- **Brochure of the 21st Century**
- **Screen Size and Download Speeds**
- **Text and Keywords**
- **Photography**

Photography



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Photography



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Website Design

- **Music/Sound**
- **Navigation- easy and redundant**
- **Online availability (e.g. Webervations)**
- **Web Statistics (e.g. Google Analytics)**
- **Virtual(3D) Tours (e.g. Enrich Media)**
- **Page Popularity**

Page Popularity

Page Views



Design Philosophies

- **Objective Quotes (e.g. Magazines, Newspapers, Radio, TV, TripAdvisor.com)**
- **Post Ratings (e.g. AAA, Mobil, SR, Unique Inns)**
- **Simplify your life (5 phone call standard)**
- **3 year life- minor improvements every 6 months**

How to Pick a Designer

- Referrals
- Portfolio
- Photography
- Cost for updates, e.g. specials
- Search Engine Optimization

Design vs. Volume

Conversion

Versus

Quantity

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Internet Visitors

- **Bed & Breakfast directories**
- **Utilize 100% of the directory**
(e.g. specials, photos, newsletters, links)

B&B Directory Top 10

Rank	Bed and Breakfast Guide	Minimum Annual Price w/Link
1	bbonline.com	\$120.00
2	bedandbreakfast.com	\$229.00
3	bbexplorer.com	\$99.00
4	lanierbb.com	\$185.00
5	ibbp.com	\$130.00
6	bnblast.com	\$110.00
7	virtualcities.com	\$115.00
8	bnbfinder.com	\$99.00
9	iloveinns.com	\$150.00
10	innsite.com	Free

A vertical award logo for the year 2004. It features a yellow square with a white stylized figure of a person with arms raised. Below the square, the text "INTELLIGENT EDITORS' CHOICE" is written in white on a dark background. The year "2004" is at the top.

<http://www.intelligent.com/learning-guide-ranking-report.html>

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Internet Visitors

- **National, State, Regional Associations**
(e.g. cabbi.com, selectregistry.com, ptreyes.com)
- **Chambers of Commerce, Visitor Bureaus**
- **Complementary Businesses**
(e.g. Spas, Restaurants, Wineries, Shops)
- **Popular Activities**
- **Search Engines**

Internet Visitors

70%+ Google

The screenshot shows a Google search interface with the following elements:

- Search Bar:** Contains the text "Santa Rosa Bed and Breakfast".
- Navigation:** Links for "Web", "Images", "Groups", "News", "Froogle", "Local", and "more »".
- Search Results:** A list of results for "Santa Rosa Bed and Breakfast" with 1-10 of about 1,440,000 results shown in 0.31 seconds.
- Sponsored Links:** Two columns of sponsored results, including "Luxury Wine Country Inn", "Sonoma Lodging Guide", "Bed and Breakfast.com", "Santa Rosa, California", "Santa Rosa Luxury B&B Inn", "Find a Bed and Breakfast", "Sonoma Wine Country Inn", and "Bed and Breakfast Star".
- Local Results:** A section titled "Local results for bed and breakfast near Santa Rosa, CA" listing "Vintners Inn", "Gables Inn", and "Melitta Station Inn" with their addresses and phone numbers.
- Organic Results:** Several organic search results with titles like "Santa Rosa bed and breakfast & inns. Find the perfect Santa Rosa ..." and "Melitta Station Inn bed and breakfast - Santa Rosa, California".

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Internet Visitors

20%+ Yahoo

The screenshot shows a Yahoo! search results page for the query "Santa Rosa Bed and Breakfast". The search bar at the top contains the text "Santa Rosa Bed and Breakfast" and a "Search" button. Below the search bar, there are navigation links for "Web", "Images", "Video", "Audio", "Directory", "Local", "News", "Shopping", and "More...". The search results are displayed in a list format, with the first few results highlighted in a light blue box. The results include links to various websites such as "Sonoma Wine Country Luxury B&B Inn", "Find Bed & Breakfasts on Infomodo", "Local Results for bed and breakfast near Santa Rosa", "Santa Rosa Beach Bed and Breakfast Directory, Florida - BrBStar.com", "A Highlands House Bed and Breakfast (Santa Rosa Beach) - Hotel reviews - TripAdvisor", "A Highlands House Bed & Breakfast - Santa Rosa Beach (Destin area), Florida - BBOnline.com", and "Gables Bed and Breakfast, The, Santa Rosa Hotels - Yahoo! Travel".

Web Images Video Audio Directory Local News Shopping More...
Santa Rosa Bed and Breakfast Search

My Web Answers
Search Results Results 1 - 10 of about 724,000 for Santa Rosa Bed and Breakfast - 0.14 sec. (About this page)

Sponsor Results

- [Sonoma Wine Country Luxury B&B Inn](#)
www.thegablesinn.com Grand mansion and romantic cottage on 3.5 acres with garden and vineyard views.
- [Find Bed & Breakfasts on Infomodo](#)
www.infomodo.com Find and compare local B&Bs with a single request on Infomodo.

Local Results for bed and breakfast near Santa Rosa - Map All Results

- [Pygmalion House B & B](#) - (707) 526-3407 - 331 Orange St. Santa Rosa, CA - 0.44mi - [map](#)
- [Deerfield Ranch](#) - (707) 833-5214 - 1310 Spring St. Santa Rosa, CA - 0.93mi - [map](#)
- [Gables Wine Country Inn](#) - (707) 585-7777 - 4257 Petaluma Hill Rd. Santa Rosa, CA - 3.36mi - [map](#)

Yahoo! Shortcut - [About](#)

- [Santa Rosa Beach Bed and Breakfast Directory, Florida - BrBStar.com](#)**
... Guide into Santa Rosa Beach, Florida Bed and Breakfast ... SANTA ROSA BEACH BED AND BREAKFAST GUIDE, FLORIDA ...
brbstar.com/DoSearch.asp?command=search&selState=12&selCity=Santa... - 38k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
- [A Highlands House Bed and Breakfast \(Santa Rosa Beach\) - Hotel reviews - TripAdvisor](#)**
A Highlands House Bed And Breakfast, Santa Rosa Beach - Visit TripAdvisor for the web's best advice on the A Highlands House Bed And Breakfast: unbiased reviews, travel articles, guidebook listings, and Santa Rosa Beach hotel comparisons.
tripadvisor.com/Hotel_Review-g34517-d117373-Reviews-A_Highlands_House_Bed_and... - [More from this site](#) - [Save](#) - [Block](#)
- [A Highlands House Bed & Breakfast - Santa Rosa Beach \(Destin area\), Florida - BBOnline.com / Introduction](#)**
... A Highlands House Bed & Breakfast, Santa Rosa Beach (Destin area), Florida ... of both Destin and Seaside Florida, A Highlands House Bed & Breakfast is a charming escape reminiscent of ...
www.bbonline.com/highlands - 11k - [Cached](#) - [More from this site](#) - [Save](#) - [Block](#)
- [Gables Bed and Breakfast, The, Santa Rosa Hotels - Yahoo! Travel](#)**
Gables Bed and Breakfast, The Hotel, Santa Rosa, CA: Find the best deals, reviews, photos, rates, and availability for the Gables Bed and Breakfast, The Hotel on Yahoo! Travel.
travel.yahoo.com/p-hotel-330625-gables_bed_breakfast_inn+ - [More from this site](#) - [Save](#) - [Block](#)

Sponsor Results

- [Bed and Breakfast in Santa Rosa, CA](#)**
Comfort & European hospitality. Luxury accommodation for business & ...
www.melittastationinn.com
- [Santa Rosa Bed and Breakfasts](#)**
Exclusive deals and great rates for Santa Rosa Hotels. Save up to 7...
www.placestostay.com
- [Old World Inn - Napa Valley B&B Bed And Breakfast](#)**
Charming and trendy Napa Valley bed and breakfast featured in Opr...
www.oldworldinn.com | [Local Info](#)
- [Mexico Hotels-Book Direct](#)**
Sheraton, Westin, W. Four Points, Luxury Collection. Official Site.
www.starwood.com
- [Santa Rosa Bed And Breakfast](#)**
Before booking your hotel, find and compare bargain room rates and ...
www.calibex.com
- [Santa Rosa, California Lodging](#)**
Santa Rosa, California hotels & inns by BestLodging.com - make reservation

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Specials

- **Philosophy – proportional to competition**
- **Packages over Discounts**
- **B&B Directories – roughly 10% post specials**

Traditional Marketing Works

- Rackcards over Brochures
- Local business that bring in consultants, corporate executives, off-site employees
- Families in town for the holidays
- Postcards and emails to repeat guests
- AAA tourbook
- Local, regional, and state print advertising
- Branding (e.g. toll-free #, website)

**** Use different toll-free and domain names to track results**

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Media Marketing

- It works...

If you don't have to pay too much for it

- Donate rooms for travel writer tours
- Work with your chamber
- Send out press releases

Brag about it!

Evaluating your Marketing Return on Investment (ROI)

Sonoma Creek Inn of Northern California

6 Rooms

April - September

Total Revenue during Period	\$119,497
Revenue related to Internet	\$ 54,515
<u>Unique Internet Visitors during Period</u>	<u>14,646</u>
Revenue/Unique Visitor	\$ 3.72

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Evaluating your Marketing Return on Investment (ROI)

Monterey Beach Inn of Northern California

23 Rooms

June- November

Revenue related to Internet	\$ 613,180
<u>Unique Internet Visitors during Period</u>	<u>49,827</u>
Revenue/Unique Visitor	\$ 12.31

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Future Marketing

- **Up-Sale Items**
(e.g. www.innatnewberlin.com)
- **Trade Marketing- Turn empty rooms into barter dollars for services**
- **Selling Rooms through GDS**
(e.g. Expedia, Travelocity, Orbitz, Hotels.com)

Ongoing Education

- Read the CABBI InnSide Story
- Subscribe to B&B industry newsletters (e.g. Blizzard, Inntelligent, PAll)
- Network with other innkeepers
- See you at next year's conference!

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