

CABBI

Innkeeping as a Profession

2010

Facilitator: Bill Bullard

Marketing your B&B Inn

with Bill Bullard

Inn at Occidental of Sonoma Wine County

CABBI Marketing Director

Bullard Partners



California Association of
Bed & Breakfast Inns

bill@bullardpartners.com

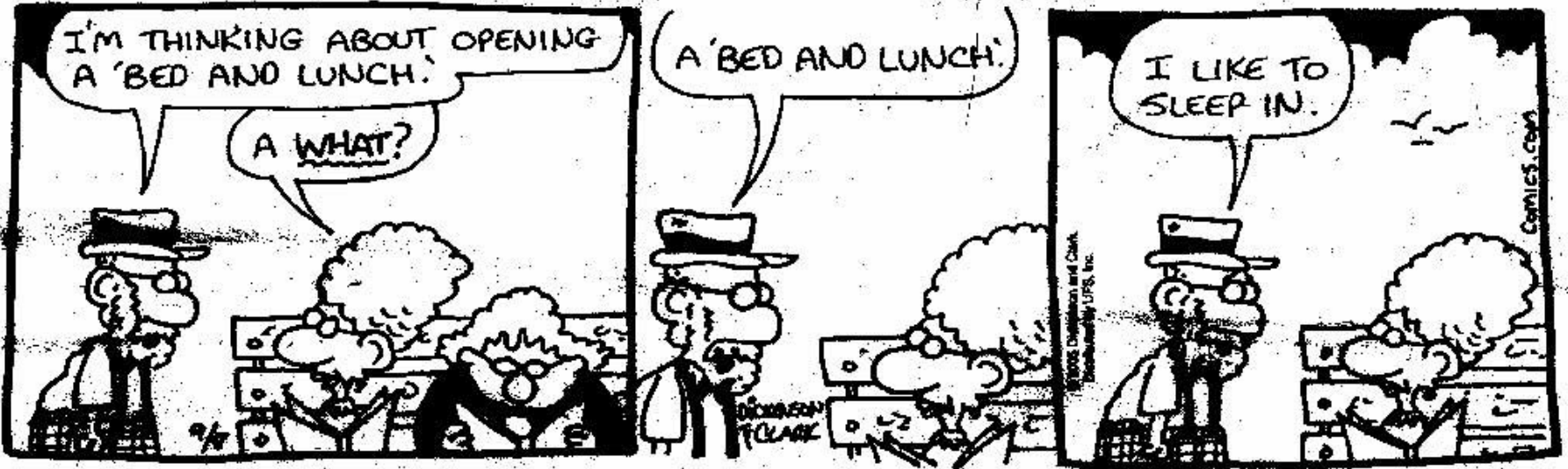
707-823-0350

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Slides available at www.bullardpartners.com

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

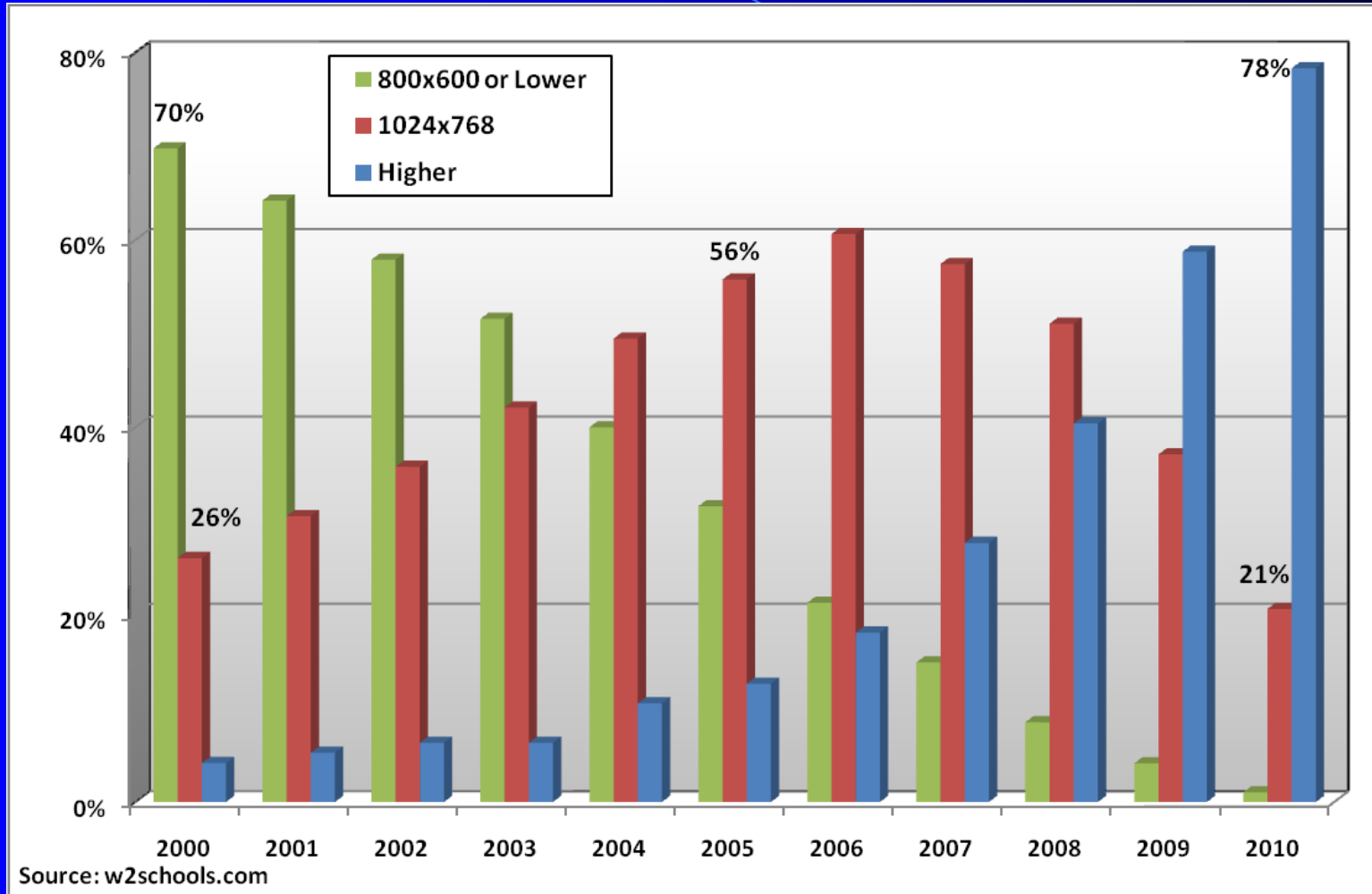
**The Internet is your
#1 tool for success**

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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



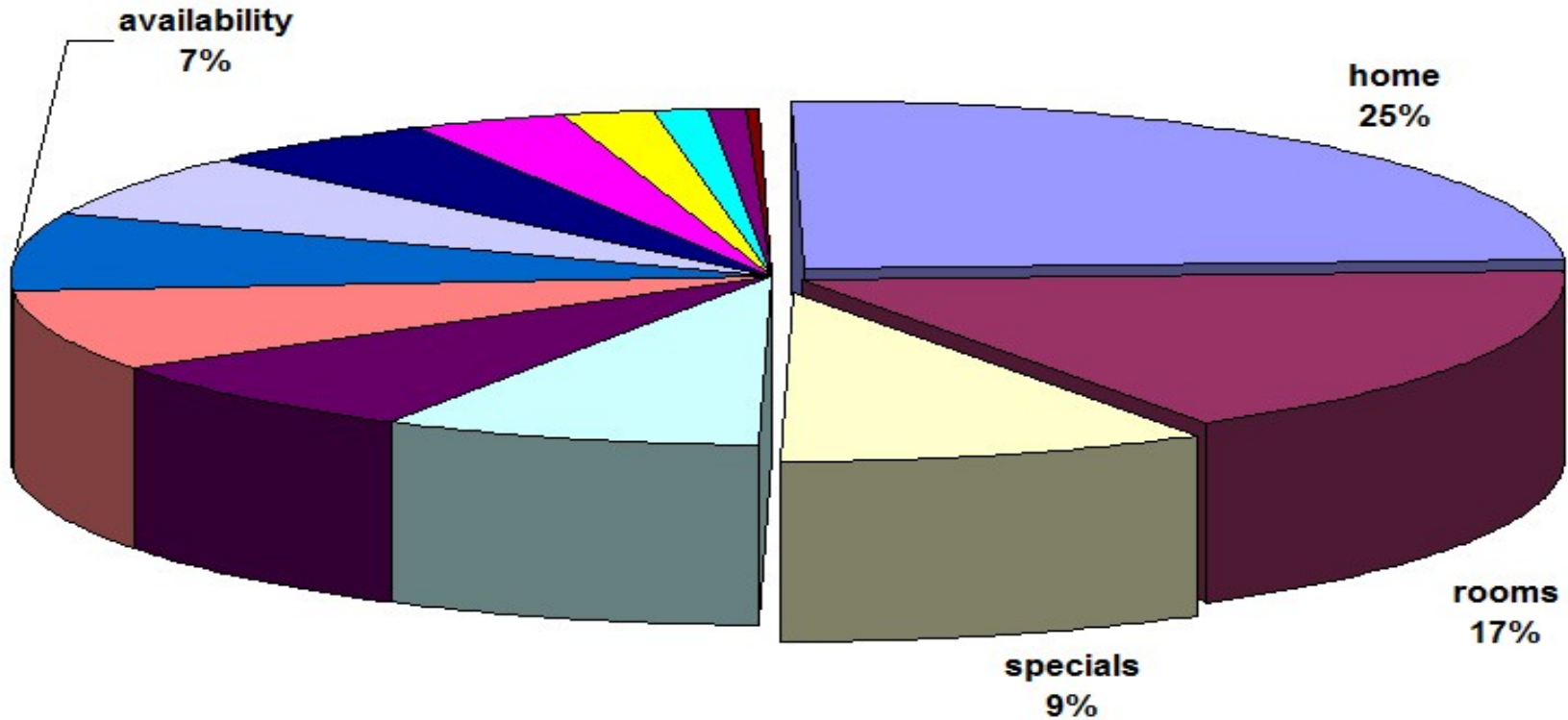
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Website Design

- **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



<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 for "Santa Rosa Bed and Breakfast". The search bar contains the text "Santa Rosa Bed and Breakfast" and the search button is labeled "Search". Below the search bar, there are links for "Advanced Search" and "Preferences". The search results are displayed under the heading "Web" and show "Results 1 - 10 of about 1,440,000 for Santa Rosa Bed and Breakfast (0.31 seconds)".

The results include several sponsored links and local results. The sponsored links are:

- Luxury Wine Country Inn** (www.innatoccidental.com) - Fabulous Sonoma B&B near wineries, ocean, redwoods and more.
- Sonoma Lodging Guide** (www.winecountryinns.com) - Recommended Wine Country B&Bs Best small hotels, inns, cottages
- Bed and Breakfast.com** - Find the Perfect B&B or Inn. View Photos, Guest Reviews, & More! www.BedandBreakfast.com
- Santa Rosa, California** - Plan a Sonoma County vacation. Good wine, good food, good natured www.Sonoma.com
- Santa Rosa Luxury B&B Inn** - Luxury lodging, gourmet dining, spa Sonoma Ca. wine country. Indulge! www.farmhouseinn.com
- Find a Bed and Breakfast** - Photos, Descriptions, Links & More! Explore the thousands of B&B Inns www.BBEexplorer.com
- Sonoma Wine Country Inn** - Grand Mansion & Cottage; Vineyards Gourmet Breakfast - Santa Rosa www.TheGablesInn.com
- Bed and Breakfast Star** - New Mexico B&B and Inns Guide Images, Description, Special Offers www.BnBstar.com
- Santa Rosa Hotels** - Compare prices from the top travel engines to find the lowest rate. SantaRosa OneTime.com

The local results for "bed and breakfast near Santa Rosa, CA" include:

- Vintners Inn** - 4.5 miles NW - 4350 Barnes Rd, Santa Rosa, 95403 - (707) 575-7350
- Gables Inn** - 3.8 miles S - 4257 Petaluma Hill Rd, Santa Rosa, 95404 - (707) 585-7777
- Melitta Station Inn** - 4.3 miles E - 5850 Melita Rd, Santa Rosa, 95409 - (707) 538-7712

Other search results include:

- Santa Rosa bed and breakfast & inns. Find the perfect Santa Rosa ...** - Santa Rosa, California Bed and Breakfast Inns. Find B&B's in Santa Rosa and Book them online. View Photos, Descriptions, Guest Reviews and more. www.bedandbreakfast.com/santa-rosa-california.html - 61k - Cached - Similar pages
- Melitta Station Inn bed and breakfast - Santa Rosa, California** - Melitta Station Inn bed and breakfast - Santa Rosa, California. www.bedandbreakfast.com/california/melitta-station-inn.html - 19k - Cached - Similar pages [More results from www.bedandbreakfast.com]
- Santa Rosa, California Bed and Breakfast - Santa Rosa B&B from ...** - Click here to find Santa Rosa California bed and breakfast information including descriptions, rates, pictures, amenities, internet specials and deals. www.lanierbb.com/santa-rosa-california-bed-breakfast.html - 27k - Cached - Similar pages
- Santa Rosa, California area Bed and Breakfasts and Country Inns on ...** - Click here for descriptions and pictures of Santa Rosa, California area Bed & Breakfasts and Country Inns. www.bbonline.com/ca/santa+rosa.html - 26k - Cached - Similar pages
- A Highlands House Bed & Breakfast - Santa Rosa Beach (Destin area ...** - Located within seven miles of both Destin and Seaside Florida, A Highlands House Bed & Breakfast is a charming escape reminiscent of times and places long ... www.bbonline.com/fl/highlands/ - 12k - Cached - Similar pages

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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 page features a navigation bar with links for Web, Images, Video, Audio, Directory, Local, News, Shopping, and More. The search bar contains the text "Santa Rosa Bed and Breakfast" and a "Search" button. Below the search bar, there are links for "My Web", "Answers", "Search Results", "Search Services", "Advanced Search", and "Preferences". The main content area displays search results for "Santa Rosa Bed and Breakfast", showing approximately 724,000 results. The results are organized into sections: "SPONSOR RESULTS" and "Local Results for bed and breakfast near Santa Rosa - Map All Results". The "Local Results" section lists several entries, including "Pygmalion House B & B", "Deerfield Ranch", "Gables Wine Country Inn", "Santa Rosa Beach Bed and Breakfast Directory, Florida - BriBStar.com", "A Highlands House Bed and Breakfast (Santa Rosa Beach) - Hotel reviews - TripAdvisor", "A Highlands House Bed & Breakfast - Santa Rosa Beach (Destin area), Florida - BBOonline.com / Introduction", and "Gables Bed and Breakfast, The, Santa Rosa Hotels - Yahoo! Travel". The "SPONSOR RESULTS" section on the right lists "Bed and Breakfast in Santa Rosa, CA", "Santa Rosa Bed and Breakfasts", "Old World Inn - Napa Valley B&B, Bed And Breakfast", "Mexico Hotels-Book Direct", and "Santa Rosa Bed And Breakfast".

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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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