

Benefits of Membership

Introduction

The Bed Breakfast Innkeepers of Colorado Association (BBIC) is the statewide B&B non-profit trade association of independent innkeepers which strives to assist bed & breakfast establishments. Active involvement by the Board of Directors and general membership reflects dedication to Colorado's bed & breakfast industry and to the independent innkeeper.

Mission Statement: Innkeepers cooperating to make Colorado the best place to visit and to own and operate a bed & breakfast.

Benefits At A Glance

Rewards include increased bookings through the BBIC Internet site, State Guide, and member networking. Benefit from a sharing of common ideas and problem solving, knowing that there are others just like you! In addition, you gain:

- credibility with guests created by the "inspected & approved" status of membership
- internet exposure
- listing in State Guide
- networking opportunities
- discounts on services & products
- legislative influence & representation
- quarterly newsletter
- future listing potential in our "Inn Good Taste" cookbook

Standards – setting our members apart

Our industry is unregulated by government requirements for the most part. However, our members must meet certain standards of quality and professionalism in order to join BBIC. Requirements for membership include safety, professionalism, hospitality, food presentation, cleanliness, Inn appearance, and more. Members must operate as a professional business, be responsible for meeting all local and state business requirements, and demonstrate proof of adequate liability insurance.

The Internet

Statistics show us that a large percentage of Bed & Breakfast guests conduct their travel research on the internet. With that in mind, our Internet Committee continues its efforts to monitor and enhance the look and visibility of the BBIC web site.

Check out our site for yourself www.innsocolorado.org

This web site is promoted through the various search engines, press releases to newspapers both in state and out of state, AAA offices, as well as in the Official Colorado State Tourism Guide.

Visitors to the site can choose to find our member bed & breakfasts either geographically or by the name of the Inn – either from our map or doing a specific search. Once they find your listing (which includes a photo and all the details of your Inn), they can elect to link over to your personal web site as well for even more information.

As soon as your membership has been approved, we will work with you to collect all the necessary details and have your Inn posted to the site within 10-15 days of receipt of your information!

The BBIC State Guide

This piece works as a compliment to the BBIC web site discussed above. There are those Bed & Breakfast guests that may prefer a brochure to carry along in their travels, even after they've done research on the internet. Our Guide has evolved to meet that need. It is simple and concise in format, listing the name of your Inn, address, phone, web site, number of rooms, price range, and a brief but descriptive statement about your Inn. The Guide is promoted on our web site, in newspaper press release throughout the State and at AAA Offices.

The BBIC Guide is now printed twice a year in order to easily update information provided by our members in addition to including new member listings as we grow together.

Distribution of the BBIC Guide includes the six Colorado Welcome Centers, select Chambers of Commerce, and Colorado Public Libraries. Member Inns display Guides for guests to pick up during their visit and share with their friends.

Member Discounts & Affiliate Networking

- Special credit card processing offer
- Discount on the annual BBIC state conference registration fee
- PAII (Professional Association of Innkeepers International) membership discount
- BBIC is actively involved in recruiting Affiliate Members offering a variety of products and services that compliment the business of innkeeping.

Quarterly Newsletter - INNSite

Membership includes a subscription to our quarterly newsletter: **INNSite** . . . keeping all members informed on all facets of the B&B industry in Colorado. Distribution includes all members, other state B&B associations, national industry related newsletters & magazines, providing national exposure for our Association and your Inn.

Are you running a special promotion, adding or redecorating rooms, selling your Inn, or unloading "valuable extras"? Have you been "in the news"? Tell us and we'll include your information in **INNSite** so all readers can benefit.

Do you have an idea or question that you would like to share? **INNsite** is your link to other association members, their thoughts, ideas, and experiences.

Hot legislative topics and similar industry related issues will be covered in each issue as well.

INNsite highlights new member applications and affiliate members.

Legislative Influence & Representation

With the increasing number of bed & breakfasts in the state, it is very important that our industry have a voice in legislative matters. The BBIC legislative committee is in continuous contact with state and national officials regarding existing and/or proposed regulations affecting B&Bs. One of our members serves on the Colorado Travel and Tourism Authority board, providing us with a very important and beneficial link to the promotion of tourism in Colorado.

Membership in the BBIC makes you a part of a substantial and united group of innkeepers, influencing matters affecting our industry. When crucial issues or votes come up concerning our industry at the Colorado statehouse, you will be informed and have the opportunity to voice your opinion to your legislators.

Get Inn-volved with BBIC! Call us for more information about membership today! 800-265-7696