
In the

WORDS

of 100TM

Insights. Ideas. Inspiration.

*A unique glimpse into the real world of 100
Bed & Breakfast Owners/Innkeepers*



Recommended by

paii
Professional Innkeeping

In the
WORDS
of 100TM Insights. Ideas. Inspiration.

*A unique glimpse into the real world of 100
Bed & Breakfast Owners/Innkeepers*

PUBLISHING INFORMATION

Published by Tweed-Weber, Inc.

P.O. Box 112

Reading, Pennsylvania 19603-0112

800-999-6615

© Copyright 2012 – Tweed-Weber, Inc.

TO ORDER A COPY OF THIS BOOK GO TO... www.wordsof100.com

All rights reserved. No part of this publication may be reproduced or transmitted in any form or by any information storage or retrieval system, without the written permission of the publisher.

~ TABLE OF CONTENTS ~

INTRODUCTION

What's this all about?.....	1
How was this WORDS of 100™ completed?.....	2
What's in this WORDS of 100™ book?	2
What did some of the 100 have to say about their interviews?	3

THE 100

Who are the 100?	4
------------------------	---

INSIGHTS

Important qualities needed to be a Bed & Breakfast Owner/Innkeeper	13
Activity that gets the most attention in an average week.....	18
Changes taking place the most over the past three years.....	19
Main challenges of a Bed & Breakfast Owner/Innkeeper today	24
Impact of common <i>Market</i> issues on Bed & Breakfast Owners/Innkeepers	33
Impact of common <i>Operational</i> issues on Bed & Breakfast Owners/Innkeepers	33
Importance of common <i>Marketing</i> issues to Bed & Breakfast Owners/Innkeepers.....	34
Resource most often used to find information about the Bed & Breakfast Industry and/or profession	35
What's needed to make the job of a Bed & Breakfast Owner/Innkeeper easier?.....	36
Skill-building activities currently being pursued.....	40
The importance of interaction with colleagues.....	44
Top trends in the Bed & Breakfast industry today	48

 **IDEAS**

What Bed & Breakfast Owners/Innkeepers are doing creatively to...

- survive and thrive in today’s economy57
- market their B&Bs/inns locally/within driving distance61
- market their B&Bs/inns regionally/nationally62
- put technology to work to help run the business.....64

What modern amenities are B&B Owners/Innkeepers offering while still trying to maintain a “home-like” environment?66

Most desired topics for future conferences69

 **INSPIRATION**

What motivates Bed & Breakfast Owners/Innkeepers to excel in their positions?74


What Bed & Breakfast Owners/Innkeepers know now they wish they had known when they started in this profession79

Overall satisfaction with choosing to be a Bed & Breakfast Owner/Innkeeper85

Advice for others aspiring to be a Bed & Breakfast Owner/Innkeeper89

How to achieve personal and professional balance in the role of a Bed & Breakfast Owner/Innkeeper.....98

 **FINAL WORDS of 100™ WISDOM**.....104

 **GET CONNECTED!**.....105

Introduction

What's this all about?

“I wish someone understood my world.” Have you ever said that to yourself?

Connecting with others who genuinely understand your world can be very empowering. It can boost your confidence when you're feeling hesitant about the direction you should be setting, and it can offer you much needed support when you need it most. Wouldn't it be wonderful to feel like you weren't alone in your thinking...your excitement...your challenges...your vision...and especially your decisions? Well, now you can! We bring you WORDS of 100™, a unique glimpse into the real world of 100 **Bed & Breakfast Owners/Innkeepers**. We surveyed 100 **Bed & Breakfast Owners/Innkeepers** from around the country and asked for their opinions on a variety of topics that relate specifically to *you* in *your* position.

As a **Bed & Breakfast Owner/Innkeeper**, we believe you may be doing a lot of head-nodding as you read this book. We also think you will breathe deep sighs of relief because decisions you have made, or are about to make, will be affirmed for you. Ultimately, we hope some of you will feel a sense of peace that you're not going crazy after all. Others in your position *really are* experiencing the same kinds of issues that you face on a daily basis. So, kick back, relax and enjoy this WORDS of 100™ book written just for you. It offers timely **Insights**, **Ideas** and **Inspiration** that can positively impact your world.

If you are a family member, friend or colleague of a **Bed & Breakfast Owner/Innkeeper**, this is one book you *have* to read. You will gain an in-depth understanding of the ever-changing activities that need to be managed in a bed & breakfast today. It should be quite eye-opening for you to read about the many important and far-reaching roles **Bed & Breakfast Owners/Innkeepers** play in the lives of the many guests they invite into their homes.

If you are aspiring to be a **Bed & Breakfast Owner/Innkeeper**, this is the ultimate source to learn about what is waiting in your future; consider this book your crystal ball. You cannot find better advice organized in one spot from people who have experienced the path on which you are walking.

Finally, if you are a **Bed & Breakfast Owner/Innkeeper** who took part in this WORDS of 100™ effort, we would like to extend a special “thank you” for contributing your time and feedback for the greater good. Your interest in our survey is genuinely appreciated, and we hope you enjoyed the questions we asked. The **Insights**, **Ideas** and **Inspiration** you shared will now have a prominent place within your bed & breakfast industry. One participant stated, “*Great concept. Books in the mold of “Innkeeping for Dummies” were helpful to get started, but didn't give us an indication of what this life was truly like. In the WORDS of 100™ sounds like it will do just that.*” We believe it will.

Welcome to *your* WORDS of 100™!
Tweed-Weber, Inc.

How was this WORDS of 100™ completed?

The list of potential contacts for this WORDS of 100™ book was developed from public use data files made available online. The data files contained a list of bed & breakfasts/inns located across the country from which some interviews were completed via telephone surveys and others were completed via an online survey. All interviews/surveys were gathered in a random fashion and they were conducted with **Bed & Breakfast Owners/Innkeepers** from all fifty U.S. states. Telephone surveys and all online survey activities, data management and analysis functions were performed by Tweed-Weber, Inc.

The survey included a combination of quantitative and qualitative questions addressing a variety of issues that typically exist within the world of a **Bed & Breakfast Owner/Innkeeper**. We respected the confidentiality of individual participants in an effort to focus solely on the collective trends that emerged. Basically, we wanted to see if everyone was thinking about the same things, and then we wanted to present those issues and topics in a way that would be interesting, as well as easy to read and digest.

What's in this WORDS of 100™ book?

When reading this book, you will find...

- ✓ a tabulation of responses from our 100 participants.
- ✓ noteworthy comments from participants that help shed light on the tabulated responses.
- ✓ highlighted comments we believe were “WELL SAID!”
- ✓ interesting tidbits we thought would be fun to put in the “Did you know?” category.

Participants of this WORDS of 100™ book certainly speak for themselves, and the whole purpose of this book was to *just let them* without getting too technical on you. Overall, our main goal was to connect with 100 **Bed & Breakfast Owners/Innkeepers** to better understand their world. We did just that, and we hope you enjoy the results.

Important note

When developing this book, we wanted to be mindful of two types of readers...

1. Those who want quick answers **without a lot of detail.**
 - ✓ The tabulated responses are provided after each question so you can “read and run” if you’re short on time.
2. Those who want answers **with all of the detail.**
 - ✓ Participant comments are provided after the tabulated responses so you can better understand the thinking and emotion behind their answers.

Whatever category you fall into, we hope this WORDS of 100™ book meets your preferred reading style.

What did some of the 100 have to say about their interviews?

“I loved it! It feels good to know that we matter too! Nobody ever asks us about our profession, so it was refreshing to talk about it.”

“I’m looking forward to receiving the output. I’m sure there will be helpful information and ideas from other innkeepers. Each of us has different innkeeping experiences. Thinking about and answering the questions made me realize just how hard the last four years have been, despite creating what would be considered a successful (according to our accountant), award-winning (based on guest feedback) business. Aspiring innkeepers need to be very realistic and get down to nitty-gritty details.”

“I liked this. The questions were focused and reasonable. I look forward to seeing the results. I think we can all get something from it, but especially the new people.”

“I hope you do something cool with all this information and that it will benefit our industry!”

“This was terrific! I think this is a great thing and will be very helpful. I look forward to seeing the results and seeing what others have to say about what they’re doing that may be different from me, or that might confirm my thinking.”

“It sounds like this will be a good publication. It will encourage prospects, giving them a glimpse into the lives of B&B owners; and support existing ones, knowing they aren’t the only ones facing issues.”

“This information will really make you think about what’s going on in the industry right now. I’ve had to think about the past few years and it’s eye-opening to see how far we’ve come. All the questions were quite interesting. I enjoyed this!”

“There were a lot of good questions. I had never really thought of any of this. You were very thorough. It’s a wonderful concept!”

“Having a book compiled like this is going to be so convenient for innkeepers because we’re so busy and don’t always have time to commiserate with each other. Having it all in one location is going to be great!”

“This will be interesting for new and seasoned innkeepers alike. It’s always fun to read about what’s happening at other inns.”

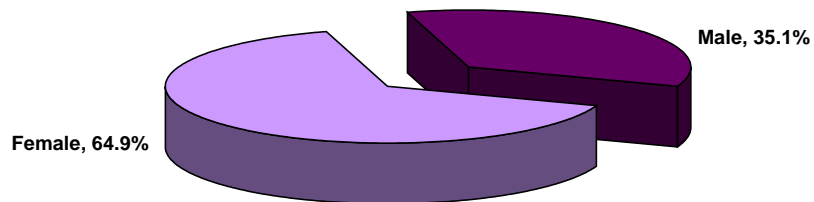
“This was comprehensive. It’s a good concept. I hadn’t thought about much of this before. I may have to rethink the way I approach things in my job now. Thank you!”

The 100

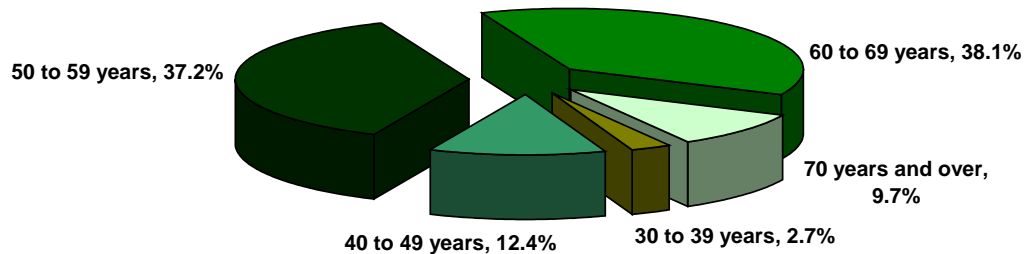
Who are the 100?

The following information highlights the attributes of this WORDS of 100™ group.

Gender of B&B Owners/Innkeepers Who Took the Survey

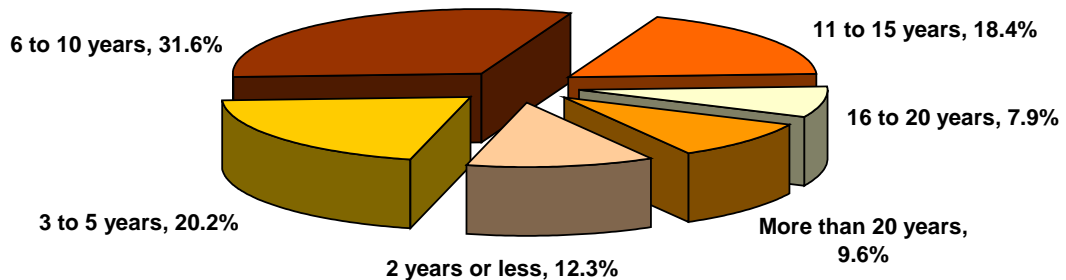


Age of B&B Owners/Innkeepers Who Took the Survey



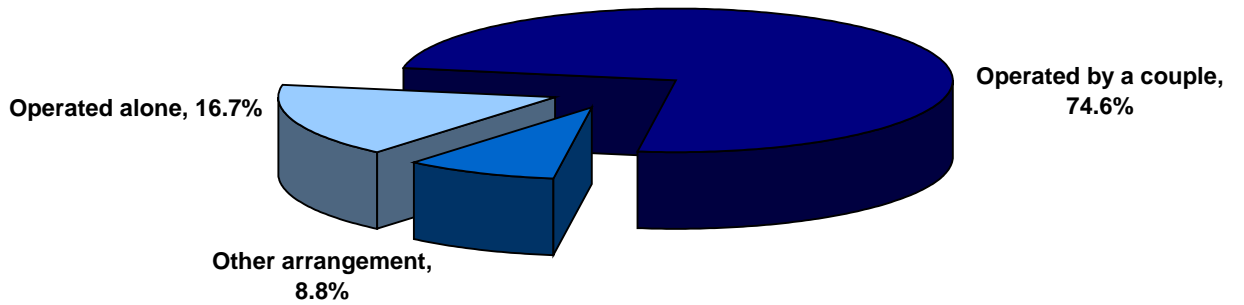
Years as a B&B Owner/Innkeeper

Average Tenure = 9 1/2 years

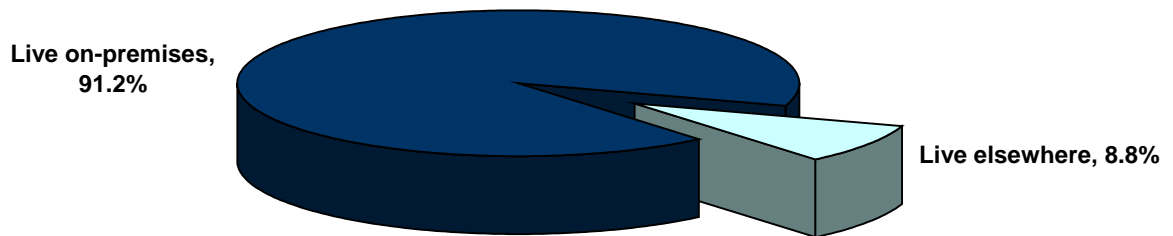


Who are the 100?

How B&Bs and Inns are Operated

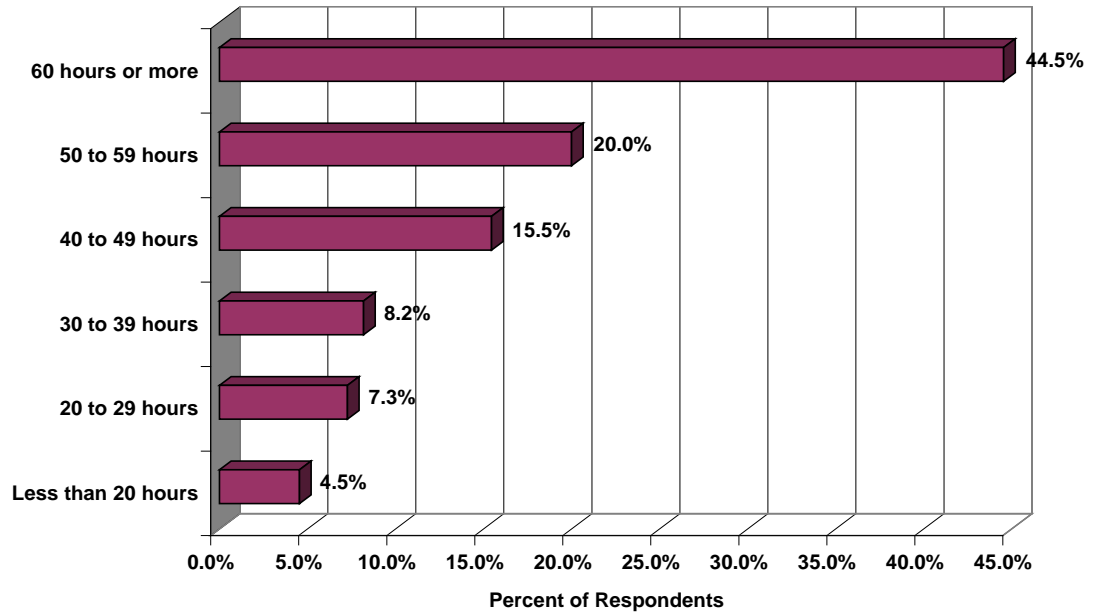


Where B&B Owners/Innkeepers Live

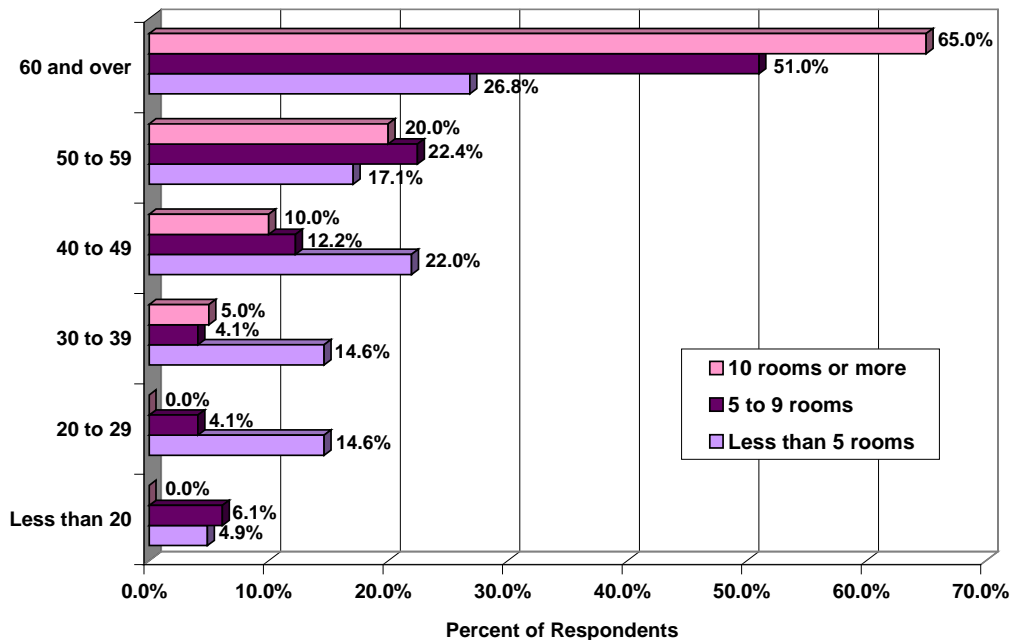


Who are the 100?

Hours B&B Owners/Innkeepers Work Each Week

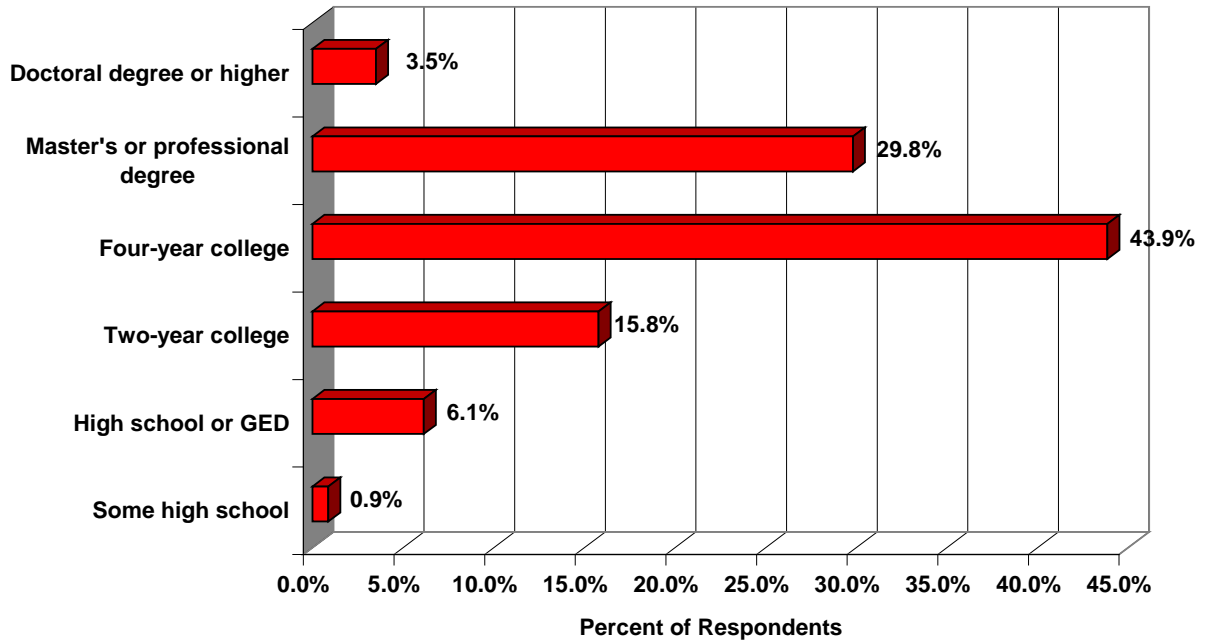


Hours B&B Owners/Innkeepers Work Each Week By Size of B&B or Inn



Who are the 100?

Schooling Attained by B&B Owners/Innkeepers



Field of study (Some have double degrees and/or answered for a spouse/partner)

- Business Management/Administration: 20 responses
- Education: 15 responses
- Engineering: 5 responses
- Health Care/Medical Technology: 5 responses
- Marketing/Advertising: 5 responses
- English/Literature: 4 responses
- Hospitality/Restaurant & Hotel/Resort Management: 4 responses

Three responses each

- Accounting
- Economics
- Fine Arts
- Home Economics
- Interior Design
- Nursing
- Psychology

Two responses each

- Art History
- Computer Science
- Elementary Education
- Finance
- Graphic/Commercial Arts
- History
- Journalism
- Math
- Recreation/Sports and Leisure Management
- Social Work

One response each

- | | | |
|---------------------------|-------------------------------|--------------------------------------|
| • Anthropology | • Family and Consumer Science | • Physical Education |
| • Architecture | • Fashion Design | • Physics |
| • Art | • Geography | • Physiology |
| • Artist/Fiber Design | • Industrial Management | • Public Relations |
| • Biology | • Landscaping | • Radiology |
| • Business Communications | • Legal Secretary | • Science |
| • Catering | • Massage Therapy | • Sociology |
| • Chemistry | • Meteorology | • Theater |
| • Chiropractor | • Music | • U.S.-Japanese Diplomatic Relations |
| • Court Reporting | • Philosophy | |
| • Criminal Justice | | |

Field of study for a master's degree

- Education: *10 responses*
- Business Administration: *2 responses*
- Finance: *2 responses*

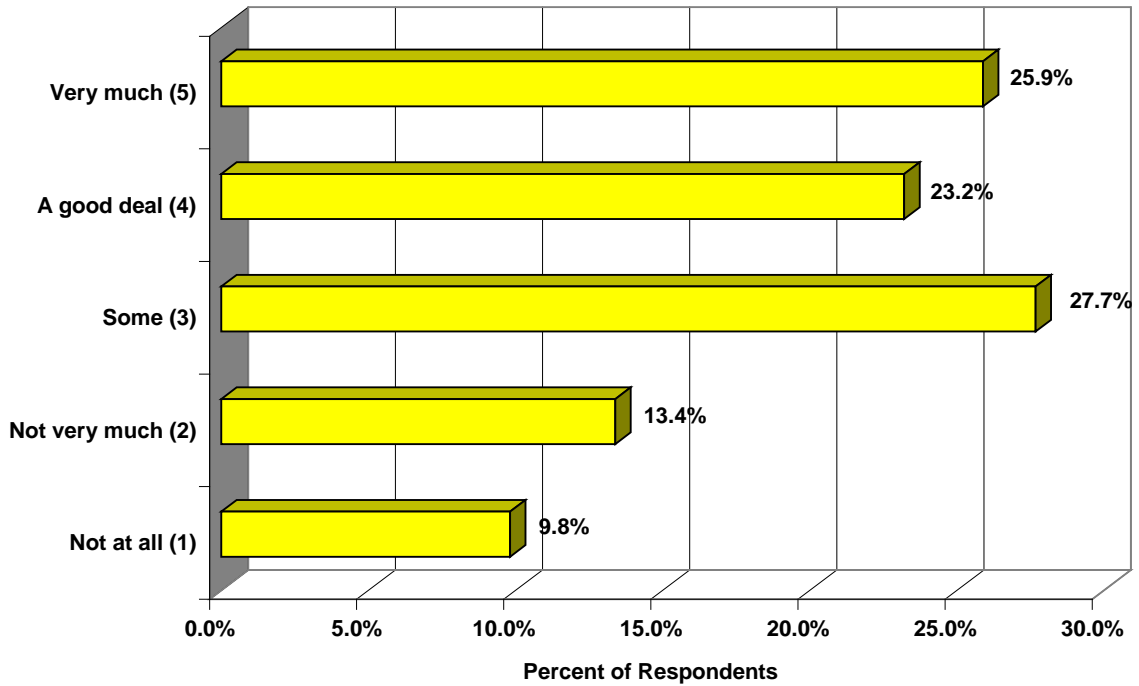
One response each

- | | |
|----------------------------------|--------------------------------------|
| • Acupuncture | • Journalism |
| • Architecture | • Law |
| • Chiropractor | • Library Science |
| • Entrepreneurship | • Mathematics |
| • History | • New Product Development and Launch |
| • International Business | • Nuclear Physics |
| • International Hotel Management | |

Who are the 100?

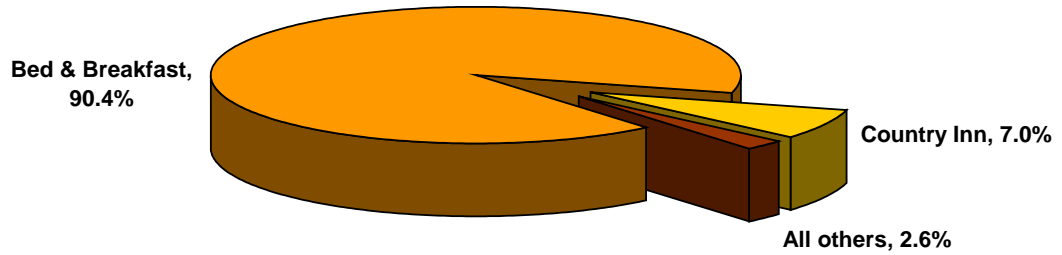
How Much the Level of Education Helps in Running a B&B/Inn

Average Rating = 3.4

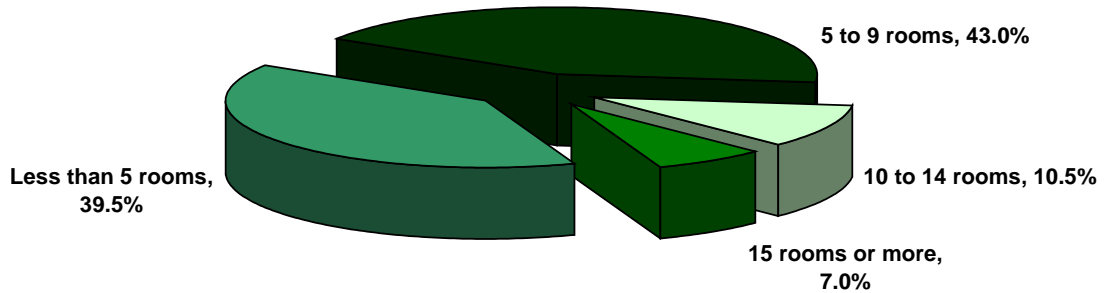


Who are the 100?

Types of Establishments Run by Participants



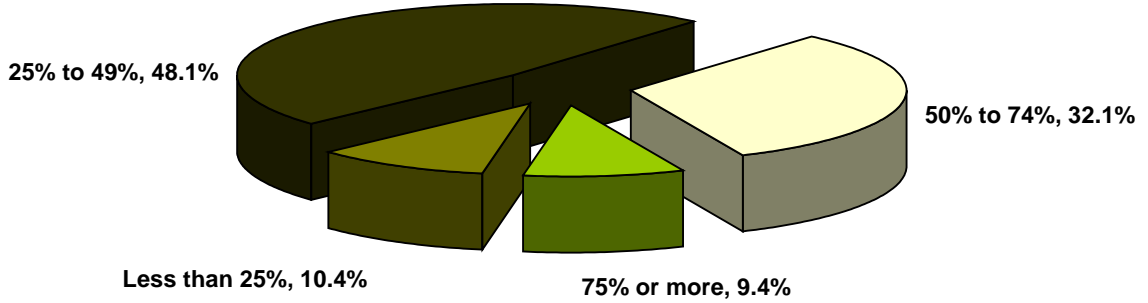
Size of Establishments Run by Participants



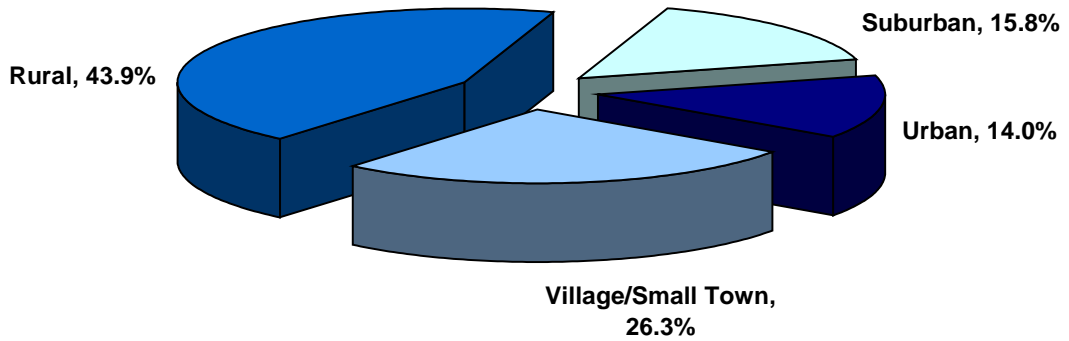
Who are the 100?

Average Occupancy Rates Experienced by Participants

Overall Average Rate = 46%

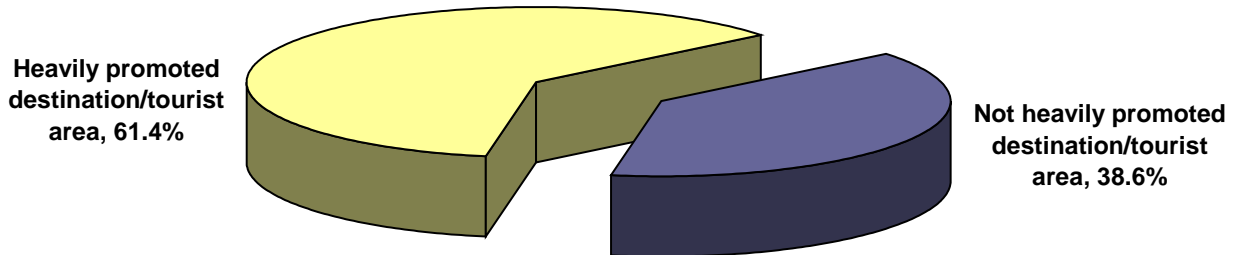


Location of Establishments Run by Participants

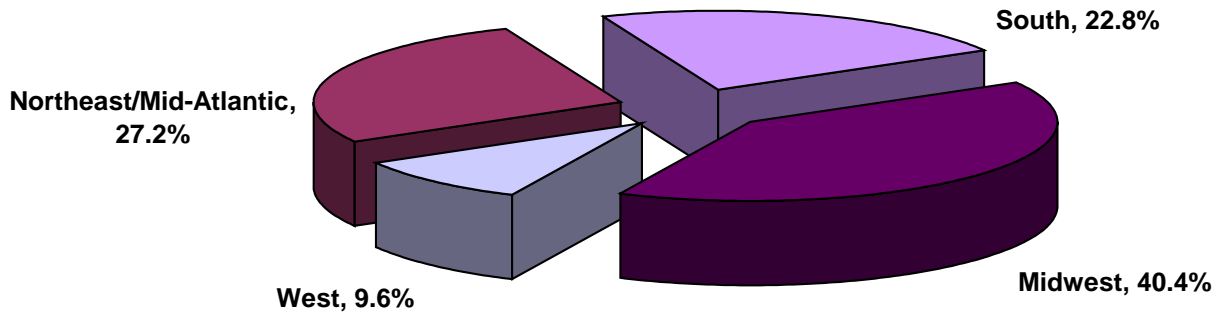


Who are the 100?

Promotional Location of the B&Bs/Inns



Where B&B and Inn Guests Come From



Insights

Important Qualities Needed to be a Bed & Breakfast Owner/Innkeeper

- You have to genuinely like people/possess great people skills: *63 responses*
- Enjoy serving your guests: *44 responses*
 - ✓ Have a passion for customer service/accommodating people: *25 responses*
 - ✓ Exude a sense of hospitality/create a warm, welcoming, relaxed experience: *14 responses*
 - ✓ Have a servant's heart: *3 responses*
 - ✓ Be able to read people's behavior/emotions to sense what they need: *2 responses*
- Be friendly/outgoing/personable: *37 responses*
- Be flexible/adaptable: *26 responses*
- Be highly organized/multi-task/have good time management skills: *23 responses*
- Be caring/compassionate/empathic/patient: *22 responses*
- Have good business sense/enjoy running a business: *20 responses*
- Be detail-oriented/pay attention to small details: *18 responses*
- Have a thick skin/don't take things personally: *9 responses*
- Have a lot of stamina/energy: *8 responses*
- Be a hard worker/have a good work ethic: *7 responses*
- Have cooking/culinary skills: *7 responses*
- Understand business marketing principles: *7 responses*
- Be a clean freak: *6 responses*
- Be self-motivated/self-disciplined: *6 responses*
- Be a good communicator/speaker (verbally and online): *5 responses*
- Be willing to do all things/Jack of all trades: *5 responses*
- Be willing to take risks/try new ideas: *5 responses*
- Have a good sense of humor: *5 responses*
- Love/care for your home/building/facility: *5 responses*
- Be creative: *4 responses*
- Be open-minded/non-judgmental: *4 responses*
- Be honest/have integrity: *3 responses*
- Be dedicated to excellence: *2 responses*
- Possess handyman skills: *2 responses*
- Be a good listener: *2 responses*

One response each

- Be an early morning person
- Be politically correct
- Be resourceful
- Be trusting
- Be tenacious
- Have guts
- Use critical thinking

In their WORDS...

WELL SAID!

"I hate to use this term, but you need to be a "people person." I wish I could better define it, but you don't know how important this is until you get into it. This is such a customer-focused career. I think many underestimate the level to which you have to be a people person and what it really means to have 14 people in your house every day."

Qualities – You have to genuinely like people/possess great people skills

- You have to enjoy dealing with people; the difficult ones as well as the pleasant ones. There really are so many aspects to it, but if you don't truly like people, then you will have a hard time. It comes as a surprise the extent that you do have to like people. Some people go into this for the tax deductions or because they saw the Bob Newhart Show. But you really need to bust your butt. Having a good bladder doesn't hurt either, because your guests will double team you in conversation. One might excuse himself, and then you are talking to someone else. But if you excuse yourself, you'll lose the conversation.
- You must like and trust your guests.
- You'll be around a lot of different types of people and you have to find a way to get along with them.
- You must like and welcome people like family, but keep some distance so your guests don't feel crowded.
- You have to genuinely like people. You have to want to like people instead of needing to.
- It is important that you like to deal with people. If you don't, this is *not* the business for you.
- You must be a people person—talkative, interesting, and willing to engage guests in conversation, but stay out of their business.
- You need to be able to engage a lot of different people who will have different personalities.
- This is not a good business to get into if you can't get along with people.
- This business is more hands-on than hotels, so you have to be very personable.
- You always meet a lot of different people and you might not always get along with them.
- You have to exude tolerance and an interest in the diversity of people. You really have to feel and live it.
- You must accommodate many types of people. You're inviting people you don't even know into your home.
- You have to have a genuine passion to be an innkeeper; one who loves people from all walks of life.
- You need to be open to people and not worry about whether or not they might be dishonest. You'll deal with those situations as they arise.

Qualities – Enjoy serving your guests

- Have a passion for customer service/accommodating people.
- Be able and willing to provide excellent customer service all the time.
- Innkeepers should have a high level of customer service expertise.
- You must provide good customer service; concierge level.
- Be in the “yes” business, and think long and hard before concluding you need to say “no” to a guest request.
- Be willing to give of yourself in terms of time.
- Be willing to spend time with guests. A lot of innkeepers aren’t available. We do cocktails and sit and enjoy our guests. That’s how you build repeat clientele. That’s the best.
- Be willing to be gracious rather than being right.
- Be willing to compromise.
- Have a passion for quality in every standard applicable to the guest experience.
- Be willing to learn about your guests’ needs and interests.
- You must put the customer first; always, always, always.
- Exude a sense of hospitality and create a warm, welcoming, relaxed experience.
- You have to be hospitable. The more well-rounded a person you are, the better you can do.
- You must have a passion for what you do—serving others in the most hospitable way.
- Be relaxed. Your guests don’t need to feel stressed during their stay.
- You have to always remain calm and centered so that’s what they can feel.

Qualities – Be friendly/outgoing/personable

- You need to be very outgoing, and you need to enjoy what you do because your personality does the marketing for you.
- You need charisma/to be happy/to be upbeat. You have to put a smile on your face regardless of how you feel.
- Stay upbeat and happy. Nobody wants to see a grouch when they’re checking in. It puts a damper on their stay and it’s also bad for business.

Qualities – Be flexible/adaptable

- You have to be flexible and adaptable with little to no privacy. Your private life is in plain view to your guests.
- You need to be flexible and able to “go with the flow.”
- You have to be flexible. You never know what or who will come through the door.
- Be flexible to people’s different dietary and health needs.
- Flexibility; you need to roll with the punches as they come.
- You have to be flexible because not everything goes your way.
- You need to be able to be flexible, both ideologically and in your business practices.
- You have to remember that you’re here to let others relax and that you don’t always know what’s best for them.
- You need mental flexibility to be able to think on your feet.

Much more to follow!

We hope you enjoyed this small preview of the WORDS of 100 for B&B Owners/Innkeepers. There is so much more information packed into the full book as outlined in the Table of Contents. The book is easy and enjoyable to read and is written using the words of our 100 survey respondents.

This book is perfect for three groups of people for different reasons...

- 1. Veteran innkeepers – You will hear insights, ideas and inspiration from others that can help you build your business, especially in today’s economy.**
- 2. New innkeepers – You will not have to reinvent the wheel, and the path to your success can be faster and easier using the advice of those who have been there.**
- 3. Aspiring innkeepers – You cannot find better information or advice that will help you understand the realities of running your own B&B/Inn. This is a must read book if you are considering this profession or, more accurately, this “calling.”**

To read more, simply click on the link below to purchase the book for just \$24.95. Thank you for your interest in the WORDS of 100!

www.wordsof100.com/reports/b-and-b-owners-innkeepers