

Bed and Breakfast Blueprint

2022



By The Dream Team

Our Bed and Breakfast Market Analysis

First of all, we will look at your marketing strategy. Who do you want to stay at your bed and breakfast? The usual target market for a B and B is honeymooners, drop-in vacationers, and older couples who are accustomed to expensive linens, a chef-prepared breakfast, and exceptional customer service. Is your location putting itself on the map, not just for its rooms, but for the incidental items you provide that make a difference?

Market Segmentation

A bed and breakfast is known for its exceptional breakfast, its willingness to make boxed lunches, and for its cordial hosts, who serve as event directors for each couple. How well are you doing in that regard? Are your customers leaving five-star reviews, or two? Can they find you when they need you? Do you welcome them, as if they are your own family, drawing them out? Have you made connections in the community so you know where to direct them to go? Are there games and movies for the evening, a library? Are there theatre productions that come to your B and B and give a short one-act preview? Are there musicians who come in to perform prior to symphony concert? Are you as innkeepers privy to the best of everything in your region? If you aren't, this is your weak link. You need to be ambassadors for your inn, every on the lookout for the unique.

Target Market Strategy

We are big proponents of having a binder in each room with valuable information that is replenished for the next guest. Your area may have obvious beauty to you, but don't assume your guests know about landmarks, museums, the best trails for hiking, the best beach, etcetera. It is your job to help them learn the area over breakfast and upon their return.

We will compare what you have done in the past to what others in the event industry consider to be AAA service. Your location and everything you do for your visitors should be extraordinary, from your menu at breakfast, to the soap you put in the bathrooms. You are in the event industry when you run a B and B, whether you know it or not. You are making memories. You are putting on a production and you want your guests to write home about their one-of-a-kind experience that cannot be duplicated anywhere else.

Advertising: Website, Publications, Flyers, Branding

We will look at your website, press releases and carefully craft a changing narrative that will keep your site relevant all year long. Leaving your site "as is" for a full year is the surest way to lose ranking. Don't bore Google. Give your visitors a reason to return. Google rewards sites that create relevancy; photos of rooms alone do not spell excitement. Happy people who are enjoying your location is what you need on video and by photo. Ask them to send you both for your site and scrapbook, which is left in a visible location, magnificently bound. Let your guests write about their

experiences. It makes them feel special. Leave out suggestion cards. Invite their opinion; it will make your inn better.

Income/Debts

We will look at your balance sheets with a critical eye.

Income:

- Room Rentals: are you booking 100% or are you too often at 25%? Are you priming the pump with marketing during slow seasons? You cannot save time by stopping your watch. You will not do well if you only advertise when your business is booming; you will only get deeper into a hole, if you do not save for slow times.
- Cash sales from onsite treats, tickets to local events, concierge services, like flowers or a cheese board with grapes in the evening, fishing trips, nature walks. Think of add-ons that add value.
- Cash sale of items in your gift shop. Every B and B should have a gift shop, and the items should be relevant to your venue alone with logo branding on each one. If you do not have a gift shop, you are basically saying you do not expect your guests to want to remember the stay.

Expenses:

- Payroll
- Utilities
- Insurance
- Sales and Marketing
- Payroll Taxes
- Loan Repayment

Lastly, signage is important. Yours should be attractive. It should be clean, and it should be large. Your guests may be coming in late at night. Nothing is more frustrating than having to find a tiny sign, stuck in the middle of foliage. Do not underestimate the power of a first impression. Your guests should not be miffed upon arrival.