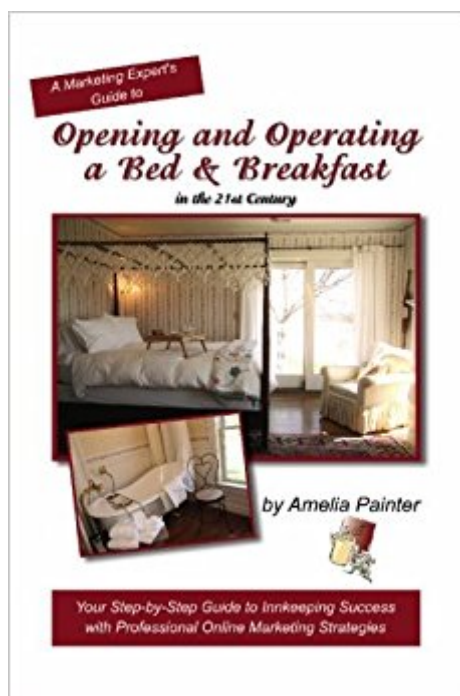




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# Opening And Operating A Bed & Breakfast In The 21st Century: Your Step-By-Step Guide To Inn Keeping Success With Professional Online Marketing Strategies



## Synopsis

COLLECTOR'S EDITION - SOFTCOVER: Expanded and Revised Second Edition of a must have guidebook to success in the Bed and Breakfast Industry in the 21st Century. Great for aspiring, new or experienced innkeepers. This book covers innkeeping basics, but addresses the Internet topics in detail and helps the reader understand the steps necessary to successfully market a B&B on the Internet.

## Book Information

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## Customer Reviews

AmeliaÃ¢â¬âs best known for sharing practical tips and Internet marketing hints to innkeepers in her dynamic sessions at state bed and breakfast association conferences, but she is also a staff writer for the consumer's magazine "Bed & Breakfast America. She is an exciting speaker and writer well-known for gearing her presentations to all levels of experience. She is an experienced marketing professional with a background in marketing and the Internet.

The book tends to emphasize electronic marketing too much. Not enough info regarding the actual prep for a B & B startup.

This book is painfully basic, even going as far to explain what E-mail is. The internet suggestions are the strongest part of the book, but are still very dated, redundant, and nothing you couldn't figure out on your own or from an internet-savvy friend. Also, the fact that her entire experience and

examples are based solely in Iowa seemed really limiting to me in the way I could or could not relate to people's personal experiences that were inserted throughout the book. It just seemed like instead of exploring the wider world of B&Bs she just asked some of her local friends to write blurbs for her. What really brought this book down for me were the many, many glaringly obvious typos and grammatical errors, especially because the writer emphasizes proofreading so many times. It's my feeling that if you can't get someone to proofread your own book (or even read it over yourself), then who are you to be giving me sound marketing advice when that's marketing 101? I'd definitely keep shopping.

This book deals greatly (more than half the pages!) with internet marketing specifics and very little with the start-up and day to day specifics (in my opinion). I already own and operate two small businesses and was looking for something a bit more specific and meaty. This book seems geared more towards people who are merely "thinking" about a career move and less toward people who are ready to jump in. I recommend you look around more before buying.

I am thrilled with this new book. Competing titles do cover the basic steps to opening a B&B, but this book takes you way beyond the basic business details and then gives the information you need to understand how to market an inn on the Internet. This is HUGE! This new book is a comprehensive guide for anyone wanting to get "heads-in-the-beds" at a new inn or an existing one. I love the section on increasing Web site traffic and how to optimize your Web site from a marketing perspective -- something lacking in the other titles on this hospitality subject. PROS: \*All the business basics are there in the first few chapters. \*Experienced innkeepers have added tips and hints for success. \*The Internet is explained in great detail, as it relates to innkeeping. \*The marketing on the Internet guidelines are well explained. CON: \*The author just begins to explain blogging, I'd like to see more on this topic.

If you are considering entering the B & B realm of the hospitality business, don't do it--until, that is, you read "Opening & Operating a Bed & Breakfast in the 21st Century." The book covers all bases of operating this type of business (and I mean "all!"). Amelia Painter, a B & B owner herself, provides the reader with a comprehensive hands-on instruction manual that is also easy to read and understand. As a travel writer ([...]) and travel guidebook author of "Consummated Connecticut: Day Trips with Panache," I love to investigate all aspects of the travel business. Although I have no immediate plans to open and operate a B & B business (of course, who knows in the future?), I

found Amelia's chapter on professional online marketing strategies a goldmine to help me promote my own business endeavors. Her expertise and refreshing writing style are well worth the price of the book.

The first third of Ms. Painter's book is a reality check for aspiring innkeepers. The middle third is for any innkeeper that needs ideas on how to increase business. The last third, which gets the five star rating, is a well organized overview for the web/internet neophyte like myself. I have already implemented some of her suggestions and am eagerly awaiting results. Kathy@gracehillbandb

This book is a great book if you are considering opening up a bed and breakfast. Amelia Painter has done an excellent job in presenting the do's and don't of starting a business like this. She also gives many pointers on how to run a successful business. On a scale of 1-5, I would give this book a 10. Great job Amelia. Michael Monji, author of "Does It Pay To Die?" a living trust workbook.

I am considering operating a cabin for winter rentals in Big Bear, California. This book had useful tips and a great overview for how to get started. I especially appreciated the online marketing tips. Looking forward to a future edition to get into more detail about operating a B&B, or in my case, a cabin rental. Thanks.

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