

## The Arizona Association of Bed and Breakfast Inns

### Membership Introduction and Benefits

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Dear Innkeepers,

Thank you for your interest in joining the members of the Arizona Association of Bed & Breakfast Inns. Your membership is significant because every new inn that becomes a part of AABBI strengthens our collective voice and influence in Arizona's tourism industry.

Applying for membership couldn't be easier and the benefits are significant (and growing all the time). Membership dues are a flat \$295 annually for any bed and breakfast or inn, regardless of size. This amount also includes full membership in the Arizona Hotel and Lodging Association—AABBI's partner organization in hospitality and tourism. There is an additional \$75.00 non-refundable application fee that goes toward the costs of your initial inspection.

Carefully read the *AABBI Bylaws and Standards* as they identify our mission as an association, our requirements and our governance. If you have any questions concerning the bylaws and standards, please call the AABBI President or the Membership Chair (see *Contact*) from the "About AABBI" page of our website. While AABBI's standards are set intentionally high, we realize that every property is different and may have physical, geographical or seasonal limitations. Other than for regulatory, health and safety standards, AABBI may be able to give special consideration or accommodation on a case-by-case basis. Please call if you have concerns about not meeting one or more of our stated standards.

Send your completed application packet along with your non-refundable \$75 inspection fee. AABBI will accept a personal or business check and we also accept payment by Visa, MasterCard, American Express and Discover. An AABBI inspector will contact you within 30 days after your completed application has been accepted. He or she will work with you to arrange an inspection date that is the mutually convenient. The AABBI Board of Directors will then make a decision based upon the results of the inspection. If accepted for membership, a statement will be mailed to you informing you of the balance due for your year's membership (pro-rated to the end of the calendar year). Once dues are paid, your inn's information will be posted to the website, a membership certificate will be mailed, and the President will e-mail a welcome notice to all active members. You will also, then, receive a welcome packet from the Arizona Hotel and Lodging Association.

Please mail your packet to the following:

**Arizona Association of Bed & Breakfast Inns**  
**Karen McClurg, Administrator**  
**1106 W Glenrosa Ave**  
**Phoenix, AZ 85013**

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### VALUES OF MEMBERSHIP

Your AABBI membership carries with it many valuable benefits, ranging from increased visibility through broader marketing, to direct money savings within programs negotiated between AABBI and product or service providers.

Some particularly useful membership benefits include:

#### **Arizona Hotel and Lodging Association Membership**

- All AABBI member inns are simultaneous members of the Arizona Hotel and Lodging Association (AzHLA).
- Members are promoted with links and information via both AzHLA's industry and public travel websites.
- AABBI member inns benefit from AzHLA's support with legislative interests important to travel and hospitality.
- Members have access to a variety of group discount plans and packages for a variety of programs, memberships and services.
- AzHLA also provides AABBI inns with travel research statistics, industry news and information and invitations to industry educational, networking and social events throughout the year.
- An AABBI member innkeeper is elected each year to represent the bed and breakfast industry on AzHLA's Board of Directors, providing us a meaningful voice along side that of large hotels, motels and resorts.

#### **Marketing**

- AABBI maintains its own proprietary website ([www.arizona-bed-breakfast.com](http://www.arizona-bed-breakfast.com)). Each year we invest a significant portion of our dues income into evolving and upgrading our site to provide new features, functions and visibility that attract visitors to AABBI's community of fine B&Bs.
- AABBI strategically manages its site using a professional company specializing in internet search engine optimization and placement. This means that AABBI's website is found at or near the top of the list for those searching the internet for bed and breakfast accommodations in Arizona.
- AABBI contracts with other providers to display member information on travel accommodation sites worldwide.
- To gain visibility for our website and organization, AABBI annually distributes nearly 20,000 of its full color promotional rack cards to approximately 100 visitor centers, tourist attractions, chambers of commerce and other sites around Arizona.
- AABBI takes opportunities to advertise in various local, state or national publications and actively promotes B&B travel in Arizona in coordination with print, radio and television media.

#### **Referrals**

- AABBI members first recommend member inns to our guests traveling to other communities in Arizona.
- Through our partnership with AzHLA, member hotels, motels and resorts also refer their guests to AABBI member inns.

#### **Money Savings**

- AABBI members receive very special pricing when using First National Merchant Services for their credit card processing. AABBI and FNMS have negotiated very low processing rates in addition to other benefits associated with taking credit card payments-including an interest-bearing account that currently yields 5% in the first year.
- Through our partnership with the Arizona Hotel and Lodging Association, AABBI members have access to a variety of discount plans for products, memberships and services. See AzHLA's membership section of [www.AzHLA.com](http://www.AzHLA.com) for current details on offerings.
- AABBI members receive a \$25.00 discount on Professional Association of Innkeeper International membership dues. Many of our members find that their PAII membership complements their AABBI membership in meaningful ways.
- AABBI members receive a substantial discount when registering for the annual Conference and Trade Show. This discount has, in past years, amounted to as much as \$70 per attendee.
- AABBI members receive \$50 cash from the association for each and every new member inn that joins because of your referral. There is no limit to this incentive.

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### **Networking**

- Members support each other. As an inspected and approved member, you only have to pick up the phone or send an e-mail to get assistance and seasoned feedback from your peers. We are a close-knit group and see each other as colleagues, not as competitors.
- Networking opportunities increase significantly through our partnership with the Arizona Hotel and Lodging Association. Your AABBI membership can connect you with the hotel and lodging industry leadership, Arizona legislative leadership and individuals and organizations in your local community who advocate for tourism and hospitality.

### **Inspection program**

- We are proud of our inspection standards and work hard to ensure that the inspection process is as convenient and hassle free for the innkeeper as possible. AABBI's thorough standards ensure that we offer the best possible accommodations to travelers. A guest may trust that every AABBI member inn will be clean, safe and comfortable. As a member of the Professional Association of Innkeepers International (PAII), AABBI Standards are filed and regularly updated with this national association.

### **Annual Conference and Trade Show**

- AABBI assembles a Conference and Trade Show that's not to be missed. The AABBI CTS, as it's known, annually brings innkeepers together from around Arizona for two-and-a-half days of not only great networking among peers but informative educational programs, cooking demonstrations, special guest presenters, and other useful sessions and events aimed at helping you become a better innkeeper and a stronger business-person.
- AABBI's Associate Members (companies and individuals that offer products or services to bed and breakfasts inns) attend the CTS as well and offer tremendous opportunities to innkeepers who may be researching resources to improve their business.
- AABBI members receive a substantial discount for CTS registration. In past years, this has amounted to as much as \$70 per attendee.
- As part of each year's CTS, AABBI arranges inn tours that allow members to see other member inns located in the area where the meeting is held. It is a unique opportunity to get a personalized tour of a fellow AABBI-member inn that may be difficult to otherwise visit. In doing so, members can more completely describe inns we may be recommending to our guests traveling throughout Arizona.
- Social events planned in conjunction with each CTS are intended to help members get better acquainted, share experiences, have a great time and learn more about the area of Arizona in which each meeting is held.

### **E-Mail News and Information Service**

- As an AABBI member you will receive periodic e-mail announcements to keep you up-to-date. Our e-mail notification program will alert you to new member benefits that become available throughout the year; meeting and conference announcements and updates; recent board decisions or changes to AABBI By-laws and procedures; and general news and information concerning our industry that we feel is useful for you to know-including Calls-to-Action for any Legislative efforts for which AABBI may be involved. We commit to provide you with the latest information to help your AABBI membership meaningful and effective.