

What's in it for me???
Here's what some of our
members have to say.....

"I belong to the LBBA primarily for the statewide networking. It is nice to be able to refer my guests to other B&Bs around the state when asked, knowing that I have seen, stayed at them, or know the innkeeper. I often have the favor returned by other innkeepers from various areas in LA. Guests like that there is a familiarity there and a congenial attitude towards the "competition!"

— Bonnie Rabe, *The Grand Victorian, New Orleans*

"It's the intangibles that you can't measure that have made our membership in LBBA so valuable. Whether it's the networking, the co-op advertising, the referrals from friends we have made or the direct bookings from the LBBA website; add all of it up and you get a very profitable return on your investment."

— Joe and Bebe Rabhan, *Avenue Inn Bed and Breakfast, New Orleans*

"The contacts I've made through LBBA have been invaluable to me. I've received much increased business through referrals from cohorts in the travel industry. I've also received free publicity from travel writers that I have met by my association with LBBA and LTPA. I've made lifelong friends and confidants of innkeepers whom I respect and admire. All of these things have made being in this business more pleasurable and profitable."

— Janice DeLerno, *The Stockade Bed and Breakfast, Baton Rouge*



LBBA

Membership Benefits

Why you should join



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LBBA MEMBERSHIP BENEFITS

LOUISIANA BED & BREAKFAST DIRECTORY

The LBBA directory is published every other year and is the State's response piece to all B&B inquiries. This directory is distributed to all CVB's and Certified Welcome Centers; current distribution is 50,000. As a member you receive a FREE listing in the directory which includes a full color picture and a brief description of your property. Members are also offered the benefit of buying additional advertising space to highlight your property in the directory.

CO-OP ADVERTISING

LBBA offers CO-OP advertising in publications; this offer is extended only to members of LBBA. Several programs are offered annually. Examples of this benefit include co-op ads in Southern Breeze & Louisiana Life Magazine. Additional cooperative advertising is offered for trade shows and festivals where members of LBBA buy into a booth to showcase their property.

DISCOUNTED RATES

Member discounts are offered at all LBBA events, including the Annual Conference held each year in July.

WEBSITE/ ONLINE RESERVATIONS

As a member of LBBA your property is featured on www.louisianabandb.com; your listing will feature a full color picture, description of your property, a link to your website and the ability to book online reservations through your Webervations account. Members also have the ability to post specials at your B&B on the website at no additional cost.

CONTINUING EDUCATION

The LBBA conference held annually in July is an excellent time to get informed on new trends and all the latest information available to innkeepers. It's also a great opportunity to network, see the latest products available and listen to national speakers talk about how to improve your business and profit margin!

WEBERVATIONS

Webervations, an online reservation service has partnered with LBBA to offer members a special \$55 discounted, commission free, annual rate to use their reservation service. Webervations is also featured on www.louisianatravel.com, Louisiana's website for promoting tourism & travel.

EMAIL LIST SERVE

LBBA operates an email list serve in which all members can pose questions, network and exchange ideas with other B&B owners.

BBEXPLORER.COM

LBBA members receive a 2 month free listing on BBexplorer.com, an online bed and breakfast directory, ranked by **Inntelligent** as the 2004 Editors' Choice.

MARKETING & PROMOTIONAL PROGRAMS

LBBA helps to promote your inn by offering it's members participation in several special marketing programs throughout the year. Examples of this can include cross marketing opportunities, cookbooks, coupon redemption, travel writer promotion, TV commercials and more.

GOVERNMENTAL REPRESENTATION

LBBA partners with Louisiana Travel Promotion Association (LTPA) to monitor and track proposed laws and regulations affecting our members and the tourism industry.

NETWORKING

Networking opportunities at the Annual Conference, Trade Shows and Meetings are a great place to talk with other B&B owners to discuss best practices and offer friendly advice. LBBA always encourages referrals among members.

NATIONAL AFFILIATION

LBBA is affiliated with the Professional Association of International Innkeepers (PAII) and encourages members to be involved on the state and national level.

How to Join

- **Complete the enclosed LBBA application**
- **Include your LBBA dues payment**
- **Enclose a copy of your current insurance policy**
- **Enclose a copy of current license (if applicable)**

Once the above information is received at the LBBA office you will receive a confirmation of your application. The LBBA Board of Directors will then review your application for approval at the next scheduled board meeting.

Once you have been approved for membership you will receive all the information necessary to be added to the LBBA email list serve and the forms to add your B&B to the LBBA website. You will then be contacted by the LBBA inspector to schedule an appointment to inspect your Bed & Breakfast to ensure you meet all the applicable laws & regulations of your parish.

Annual Dues

\$250 Annual Dues
(July 1—June 30)
+ _____ \$15 each guest room

\$ _____ Total LBBA Dues

If you have any questions please contact the LBBA office at
(225) 408-4026.