



**NEW HAMPSHIRE BED AND BREAKFAST ASSOCIATION
MARKS 7TH ANNIVERSARY WITH NEW WEBSITE
AND GOAL TO EXPAND MEMBERSHIP IN 2009**

CONCORD, NH (January 26, 2009) – As the New Hampshire Bed and Breakfast Association marks its seventh anniversary this year, the professional organization, created as a New Hampshire non-profit organization, is working hard to expand its membership and create a better industry awareness for all bed and breakfasts in the Granite State.



According to President Pecco Beaufays, the organization, which currently has a membership of 30 bed and breakfasts, is looking to welcome and represent more of the 200 bed and breakfasts in New Hampshire by offering marketing, educational, and operational assistance to improve their bottom line.

The officers are pictured from left to right:

Treasurer – Marilyn Gordon - Candlelite Inn
Interim Vice – President - Jack Potter - Shaker Woods Farm
President – Pecco Beaufays Highland Lake Inn
Secretary – Kate Bartlet - Henniker House B&B

The New Hampshire Bed and Breakfast Association classifies a bed and breakfast according to three key criteria: they do not have a public restaurant; they have no more than 12 guest rooms; and no more than three guest rooms share a bathroom.

The Association offers members the opportunity to participate in a variety of ways:

- Members receive a listing on the www.nhbba.com website where the general traveling public can go to source bed and breakfast accommodations throughout the state of New Hampshire. It provides a single resource for travelers to seek out the perfect inn for them and also offers online booking. Visitors to the site can search bed and breakfasts by town, region, name, or date availability.
- Members also have the opportunity to attend an annual meeting wherein the board brings suppliers to make presentations on how the B&B members can reduce operational costs (e.g., a solar panel company which helped one member inn reduce their 2008 electricity costs by half; insurance agents; fuel oil cooperatives; credit card processors, etc.); and can attend sessions on co-operative marketing efforts and discuss how to increase business overall for each member.

“In 2009, we have an aggressive target for membership development,” adds Mr. Beaufays, “and hope to double our membership this year. After all, bed and breakfast owners are small businesses which often operate in a vacuum as they don’t have the support of big business behind them. For a nominal annual membership fee of \$75 and a \$40 one-time website setup fee, we can assist them in achieving greater profitability – particularly in this difficult economic time.”

ABOUT THE NEW HAMPSHIRE BED AND BREAKFAST ASSOCIATION

The New Hampshire Bed & Breakfast Association was organized in February, 2002. The goal of the NHBBA is to promote awareness of bed and breakfasts and small inns to the public and to assist

members with various aspects of the hospitality business.

The NHBBA was created to be the voice for the bed and breakfast segment of the tourism industry in New Hampshire, and to provide travelers with a easy way to find a bed and breakfast in New Hampshire and check availability for their travel dates.

Bed and Breakfast owners in New Hampshire who are interested in joining NHBBA should contact Kate Bartlet at 603-428-3198 or Marilyn Gordon at 603-938-5571 for more information.