

So, You Want to Open a Bed & Breakfast Inn

A nationally recognized one-day introductory seminar to acquaint aspiring innkeepers with the business of innkeeping and to provide the perspective necessary to come to a conclusion about whether innkeeping is right for you.

"First glimpse at the business aspect of B&Bs. Wonderful and professional exposure! The hours flew by!"
S. Carter, Virginia

The seminar provides an overview of the industry, its development and future. The economic realities of innkeeping will be demonstrated through use of various financial models and size inns. Sources of financing will be discussed along with the business and marketing plans required for start up. a panel of innkeepers will share their insights during a discussion of their experiences as bed and breakfast owners and operators.

"I want to thank you for putting on an informative seminar...it's the best money I've spent in a long time..."
M. Hermann, Georgia

15th Annual Conference Bed & Breakfast Association of Kentucky

**Sunday, November 6, 2005
Lexington, Kentucky**

Seminar presented by Lodging Resources Workshops and sponsored by the Bed & Breakfast Association of Kentucky

LodgingResources.com WORKSHOPS

Seminar Outline

- I. Industry Overview**
 - Average Inn Profile
 - Industry Trends
- II. Which Is 1st...Building or Product?**
 - Creating the Product
 - Identifying Market Segments
- III. Developing a Business Plan**
 - Feasibility Studies
 - Pro Forma for 5, 10, 20 Rooms
- IV. Financing**
 - Terms, Equity Requirements
 - Sources of Financing
- V. Acquisition**
 - Valuing Inns: *What Price Is Right?*
 - Find the Inn of Your Dreams
- VI. Every Question You Want to Ask...**
 - Innkeepers Discuss Industry Issues
 - Innkeeper Panel Q & A

"Kudos' to your style, but more so to the amount of information that you somehow squeezed into a day. I was afraid I wasn't going to learn much... but to my surprise, I got everything I came for and more...It was a great opportunity to network. It was the 1st seminar I've attended where not for one minute was I bored or my attention drifted. It was too interesting!"
D. Worthington, Alabama

Fees & Registration

COST: 1st attendee \$149, 2nd attendee \$99. Includes full day seminar, seminar handouts and materials, National Inn Sales Study, *How BIG Is Small?* industry study and certificate of completion.

REGISTRATION: Registration is easy!

online <http://kentuckybb.com/news-events.htm>

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by telephone 888-281-8188 *message line*