



Greetings, Test First Name

Well, the trees are in leaf, plants and flowers are growing, and it is not too early to be watering lawns and trees. These are sure signs that the tourists are about to descend! But first, there are a few activities that will help you meet them with smiles and fresh information.

May 20th is the 2016 **AABBA Vendor Fair** and we are already getting A/TPs registered to participate. If you have not RSVPed for your B&B, please do it today. And remember this is a potluck - your dinner treats are a big part of our 'thank you' to A/TPs!

And May 12th is the **Frontline Trade Show** hosted by visit Anchorage. AABBA has a display there and if you would like to help out, please contact Krista ASAP - she is organizing the volunteers.





The Board meets Friday, May 6th. Please think about being there - when general members attend, the discussion is that much better. If you have something for the agenda, please [send me a note](#) in advance for timing and planning, too!

Oh! Don't forget to file your **Bed Tax** by April 30th. It is on a Saturday, so you may want to plan ahead!

With those three dates and activities, you will be ready to focus on the tourists of the season!

---Mary M Rydesky

PS - do you recognize the top three sources travelers are consulting for accommodations?

Rank	Website
1	 Airbnb.com
2	 Booking.com
3	 Hotels.com 

Top 50 sites in [United States](#) for [Travel](#) > [Accommodation And - Hotels](#) per SimliarWeb - April 2016. And, # 4 is VRBO.

You won't see a local source on the list, but it does not make AABBA weak. A well-known AABBA member gets the greatest proportion of her referrals from [www.anchorage-bnb.com](#) - at a much lower investment rate!

ATIA - The Alaska Tourism Marketing Board - provides the annual **Alaska Travel Planner**, and important marketing document for tourists. They just finalized the marketing plan for FY17. BUT the State budget for tourism marketing is still unknown. In the coming weeks, ATIA will be working with industry on a plan that will have the biggest impact for tourism businesses. Until that has been finalized, sales of cooperative marketing programs such as the Vacation Planner will continue to be on hold. Let's think ahead to 2017!
– per ATIA 4/21/16

The 2016 Vendor Fair is Friday afternoon, May 20th, lower level of the First Congregational Church on Northern Lights east of Lake Otis. See the RSVP for all the details (there is a printable page!)

Bring your used linens, towels, and partially used bath products for the Rescue Mission. Nothing to recycle? Bring \$5 - \$10 for the jar - the association can purchase a industrial-size box of soaps for donation.

When you RSVP, describe the dish you will bring for the potluck. We treat our A/TPs and they remember us for it!



These small buttons take you places. Click to learn where!

The state organization, BBAA or Bed and Breakfast Association of Alaska, is asking for support of a change of name and market niche. If you are a member, please read the proposed Bylaws with great care.

Opening the organization to support



AABBA Associate/Travel Partner (A/TP) **Alaska Edge Tours** presented a co-marketing offer to our B&Bs. Fred says, "We will give 10% discount on our tours and products to any AABBA member's customers. We also give 10% commission on all tours or products our partners send our way. We have a [Facebook](#) page and [TripAdvisor](#) page which you can click on these links for more" Or plan to attend the 2016 Vendor Fair on May 20th for details from Alaska Edge Tours and other A/TPs!



AABBA Offers the Public...,
So You Want to Host a B&B?
public invited | coffee | discussion &
questions | mentorship
- all members welcome -
please [RSVP](#) for
April 30th at 9:30 AM
12100 Coffee & Communitas
12100 Old Seward near Huffman



Specialty Lodging (as in the **Alaska Specialty Lodging Association**, or a variation there-of) for businesses under 20s groups B&Bs with a wide variety of rooms for travelers. There are questions about insurance, risk, and other considerations that would best be addressed before the change can truly be regarded as progress. Please consider a 'no' vote to gain time for due diligence and state-wide consideration. AABBA is represented by Sam Penney (Calla House), should you wish to know more about both pros and cons of this issue.



At the recent statewide meeting of the BBAA, several AABBA members were featured on The Genius Bar. AS B&B owners of long standing, they answered burning questions posed by other B&B owners. Caroline Valentine, Carol Ross, and Sam Penney joined moderator Mary Rydesky in discussing their approaches to marketing, insurance, social media, responding to reviews, and dealing with credit cards.

Presenters covered B&B efficiency, reservation systems, risk management, and marketing. Swapping experiences and tips added to the value of attending.

Does the ABBA want to host the next statewide conference? [Let Sam know](#) of your willingness/interest.

What kind of insurance do you carry?

Have you had to take commercial insurance instead of a business rider on your home? If you have to shift to a different carrier, you may confront the same issue a recent B&B Hopeful faced.

She was informed she HAD to by a commercial policy for roughly \$2500 per year...and with a 2-room B&B, the economical sense escapes understanding..

We polled members, gathered suggestions, and sent them to her. Every agent gave the same story: they can no longer give a home business policy to B&B owners. This road-block comes at a time when tourism is *THE* strong industry in Alaska, yet many cannot securing a muni-permit, cover risk, or become "Inspected & Approved" without insurance!

The AABBA has been asked to share information about the changes we have seen in the insurance market. If you have encountered difficulties - or if you are carrying commercial insurance on a small B&B, please [contact Mary](#). We have been asked to present a statement of the problem to State Farm. If you know political representatives, local or state, that would listen to concerns about harming small business, and you would be willing to carry the concern, please assist.

Be aware of how industry 'norms' might affect your business in coming times.

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Visit Anchorage holds the Frontline Trade Show May 12th. Contact [Krista & Zack](#) if you wish to attend as an AABBA volunteer.

Tasks are small, and you will have time to visit all the other booths, too!

Did You Know?

- Bed Tax Time - payments are due April 30th.
- Think about holding a coffee klatch or afternoon tea at your B&B in June. Invite the B&Bs nearest you for a small group moment of relaxation, or discuss a new article about B&B management. An hour with colleagues can work wonders!
- Building the new AABBA website continues. Think about getting new, professional photographs to present your B&B well. We have a photographer who is willing to offer services as a reduced price if we get at least 5 B&Bs to sign up. Are you interested? Please send a note to Caroline to add your B&B to the list for Summer 2016 photographs of your place.
- Writing fresh stories for the Internet does more for the visibility of the AABBA website than anything else we can do. When you write several paragraphs about an event, a moose, the weather, the ice sculptures, maybe even take a few pictures we do the rest. Mary and Caroline will do the techy stuff if you will be the 'reporter'! **You will gain link to your B&B website** = a valuable payment with no tax implications.
- AABBA is scheduled to have an open coffee for Aspiring Innkeepers this Saturday, April 30th at 12:00 Coffee & Communitas on Old Seward. Have you conversed with any one who is thinking about opening accommodations? Put them in touch. And members, come along to chat! Details when you inquire!
- Hotline Update training was excellent. Describing the new system, Krista oriented everyone, noted the cost savings, and provided examples of how to handle various types of calls. Individually, we cannot afford the kind of marketing exposure ABBA's Hotline gives us: let's make it increasingly more professional and quality oriented. *When are you scheduled for a week on the Hotline?*

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