



The Best Places Inn Virginia





The Best Places InnVirginia

Who are we?

Amy Hager – Director (your best friend!)

- What is BBAV and InnVirginia?
- What really is a B&B, Home Stay, VRBO – more than special occasions
- We are a resource – VA is known for great B&Bs



The Best Places InnVirginia

BBAV = The Bed & Breakfast Association of Virginia is the state organization that focuses on providing leadership, advocacy and education to innkeepers, while promoting quality places to stay in Virginia, all of which are 'inspected and approved'.

InnVirginia = Consumer Brand

Nothing gets you closer to romance, history, or our natural beauty than the ambiance of a Virginia bed & breakfast inn. Experience and enjoy true Southern hospitality at any of our Bed & Breakfast Association of Virginia members, all of which are 'inspected and approved'.



BBAV

More than "Just B&Bs"

- Incredible range of styles of inns, price points and experiences
 - Historic mansions, farmsteads, newly-built boutique structures, cabins, yurts, etc
 - Rates from \$99-\$695; Average \$197
 - 1 Room to 20 Rooms
 - 111 properties have meeting and group event space
 - 95 properties can host weddings
 - 127 have business friendly rates and accommodations
 - 142 are suitable for a single traveler
 - **19 "Working Farm"**





BBAV

- Who's a member of BBAV?
 - Professional customer service oriented business
 - Individual businesses that collectively make up a large part of the tax base, drive local tourism
 - We are all licensed: business licenses, appropriate insurance, inspected by the Health Department and Fire Marshalls as required.
 - BBAV inspection process





The Best Places InnVirginia

- InnVirginia versus AirBnB or Homestays

- Professional – trained hospitality innkeepers, business license, tax paying
- Perks for Guests – free breakfasts, WiFi, bottled waters and soft drinks, homemade cookies
- Privacy – no sharing private space with the innkeepers
- Perfect Food – decadent breakfasts dishes that you wouldn't make at home, homemade desserts
- Private bathrooms – classic, some with great showers and jetted tubs
- Quality – rigorous cleanliness & safety inspection, health department inspection, fire department inspection
- Quantity – all the coffee, tea and water you want





The Best Places Inn Virginia

- AirBnB or Homestays or VRBO
 - Great advertising tool
 - Different costs (?% commission, monthly fees)
 - Illegal and legal businesses – no standards or requirement to advertise
 - Point out that you are operating a legal business, you are inspected (fire, health, etc)
 - Get certifications or “seal of approvals” and talk about it!
 - SafeServ, BBAV





Explore What **YOU** Love to do InnVirginia

- Inns align themselves with the entire vacation experience
 - *Civil War sites InnVirginia:* Stay in a Civil War-era plantation and visit Civil War battlefields
 - *Romantic getaways InnVirginia:* Stay in a newly-built inn and have a romantic getaway in an uber-modern spa bathroom
 - *Beaches InnVirginia:* Stay right along the beach or in the middle of an adorable beach town for a relaxing time with sun and sand
 - *Mountains InnVirginia:* Stay in a rustic cabin and get out into nature
 - *Historic sites InnVirginia:* Stay in a revolutionary-era mansion and discover the roots of American history
 - *Festivals InnVirginia:* Stay at an inn near a festival and get the inside scoop on the best way to get in, around and out of the festival
 - *Eating and Drinking InnVirginia:* Stay at any inn for wonderful meals and recommendations for the best restaurants, wineries and breweries in the region.





Inspection

- Inspection process
- Over 80 checked areas on our inspection
 - Safety & Legal Compliance
 - Cleanliness and Maintenance
 - Guest Services and Amenities
 - Guest Bathrooms and Bedrooms
 - Website Requirements

Available for Inspector's Review and Copies Provided to BBAV: REQUIRED	YES	NO
Business Card		
Health Department permits (food service, as well as pool and hot tub if applicable)		
Virginia Sales Tax Number		
Insurance Policies		
Business License		
Zoning Permit, if applicable		
VABC, if applicable		
BBAV Code of Ethics		



Inspection

Safety & Legal Compliance **REQUIRED**

Inn's promotional materials and/or web site accurately reflect what is offered for guests.

Emergency contact information must be provided to guests and present in the rooms in writing. The contact information must include the address of the property, how to contact the innkeeper (phone or location) in case of an emergency and 9-1-1.

Suggested: Information for the nearest hospital or walk-in clinic and pharmacy.

Adequate lighting for parking area, porches, and walkways.

Fire extinguisher available on each floor and in any room with open flame.

Emergency lighting (battery operated power source) available in all guest rooms; if there are outlets available in hallways and near exits, battery operated emergency lighting must be provided there as well. *If a whole house generator system is installed, it is suggested you still have a battery operated power source in each guestroom, but not required.*



Inspection

Safety & Legal Compliance **REQUIRED**

Smoke detectors in all guest rooms and hallways.

Carbon monoxide alarm in all rooms with an open flame (wood or gas fireplace or enclosed wood stove) Installed according to manufacturer's instructions.

Emergency exit diagram, procedures, and location of fire extinguishers must be posted on the room exit door or next to the door within 12 inches.

Emergency numbers posted at all phones to which guests have access.

Guests informed in writing how to contact innkeepers when innkeepers are off property.

Stairs must be kept free of any items on which guests could trip.

Guest room doors have a privacy lock which a guest can open easily from inside the room in emergency.

Handrails on all interior and exterior stairs must be securely mounted.

Stairs and hallways have adequate lighting.

Doors and ground floor windows have functioning locks appropriate to the security risk of the area.



Inspection

Cleanliness and Maintenance: **REQUIRED**

No peeling paint, loose shingles or siding, uneven walkways, etc. on the exterior.

Grounds are mowed in summer, raked in fall, flower borders and hedges are tidy and mostly weed-free.

Trash containers, recycling bins, and other inn equipment are stored in non-public areas out of sight of guests.

Sign in a location where it can be easily seen and of a size where it can be easily read by arriving guests.

No major stains or scuffs on interior paint.

Guest rooms, bathrooms, and common areas are clean and neat. Rooms are furnished with items in good repair. Inspector will check windows, walls, furniture, heating and air conditioning vents, light fixtures (including switch plates and shades), ceiling fans, window sills, moldings, floors (including under beds), trash cans, closets, plants, decorative items, sinks, tubs/showers, and toilets for accumulated dust and/or soiling.



Inspection

Guest Services and Amenities: **REQUIRED**

At least one parking space is provided per room, with guest parking clearly identifiable when applicable. *Street parking is acceptable if there is not parking lot available.*

Bed frame, box springs, and mattress in good condition.

Bed linens are clean, in good repair, and consistent with the style of the inn.

At least two sets of towels are provided per room, with more available on request.

Written information is available to guests on inn policies.

Adequate heating and cooling.

Privacy for windows which face public areas or other dwellings.



Inspection

Website Requirements: **REQUIRED**

Home Page with picture of the inn, name, address, phone and all contact information.

Rooms page with pictures and details along with rates

List of Policies; including payment methods and timelines, check-in and check-out times, tax rates, extra fees and cancelations.

Amenities with description of what the inn provides

Directions



A Great Resource InnVirginia

- Mentors across the state
- Review business plans
- Guides of how to open a lodging property (check list)
- Helping with Zoning, VDH, VABC, Fire Marshals
- Connection with business consultants, linens, website, marketing, brokers, etc.
- Lodging, farm, winery insurance partner statewide
- Business referral system
- Annual state conference and workshops



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