

2017 - Year in Review

As our second full year comes to a close, it is time to celebrate the year that was 2017 and to look ahead to 2018. I personally want to thank each of you for your support and commitment to AIHP. We are blessed to have members that are passionate, collaborative, and willing to share so much of their time to help AIHP advance our mission.

I am looking forward to 2018 as being the best year yet for AIHP as an association. As with any business, it takes time to build a brand and acquire the resources necessary to create a strong financial foundation. At the [2018 Knowledge Sharing Summit & Marketplace](#) in Norfolk next month, we will be sharing with members our key successes in 2017, where we presently stand from a financial position, and what the future holds. I am hoping that I will see you there for that conversation.

This time of year is always a great opportunity for reflection, thankfulness, and giving back. For me, it's also the best time to reflect on AIHP's journey in 2017, and to give thanks for the support you've shown the organization through your membership.

Here are a few of AIHP's major accomplishments in 2017:

Membership Growth

We have had very positive membership growth this year. Overall, AIHP has grown by 20% over the past 12 months. Our total membership number in with all categories is 549, of which 372 are individual properties. We are expecting continued positive growth in 2018, given the resources and talent we have added to help us grow.

Exclusive AIHP Membership Benefits

We continue to be supported by fantastic Allied Partners who are talented and the best in the industry. We continue to work with our Allied Partners to leverage special pricing for our innkeeping members and they bring the latest in travel-related technologies. Later this year you will see us unveil a "Virtual Marketplace." Stay tuned for more details coming soon.

I do want to highlight a few national exclusive partnerships that we have brought to you as members this year.

Connected Benefits - While there are many challenges with health care on a national level, we now have a partnership with [Connected Benefits](#), who will provide AIHP with the tools, resources and a partner that we need to help us stay abreast as health care continues to evolve. This positions AIHP as a leader in this area for our members. Continue to watch for updates and additional information that will help you navigate these challenging issues.

ADP - Check out our new exclusive members only program with [ADP](#).

The Voice of Innkeeping

AIHP continues to position ourselves as "The Voice of Innkeeping" on issues that are important to our members and the innkeeping industry. We continue to track changes within our industry, and our commitment to our members is to sit down with those partners and companies that have an impact on our industry.

In 2017, we hosted and attended numerous meetings around the country with key partners. At these meetings we represented our members' concerns and priorities.

Here are a few of the companies that we met with this past year:

- BedandBreakfast.com/HomeAway
- TripAdvisor
- Airbnb
- Booking.com
- US Travel - Destination Capital

These relationships take time and commitment. Someone once said, "If you are not at the table, you are on the menu." Our motivation will always be to get AIHP a seat at the table.

State, Regional and Local Partners

State, regional and local partnerships are important parts of AIHP's mission. These partnerships increase benefits for both AIHP and our partners, and create additional member benefits that neither partner may be able to offer on their own. This includes special AIHP membership pricing. We have seen these formal state partnerships grow in 2017, and we now have partnership relationships with Kansas, Tennessee, Ohio and North Carolina. If your association is interested in learning more about the benefits and details of these partners, please contact Rob at rob@independent-innkeeping.org

AIHP on the Road

AIHP hit the road this year like never before. Here are a few stats that showcase our efforts in 2017:

- 34,167 miles traveled
- Attended and or was represented at ten (10) state, regional or local bed and breakfast conferences.
- Visited (or was represented in) 18 different states for conferences or meetings about our industry (CA, OH, VA, PA, TX, DC, VT, ME, OK, KS, TN, NY, RI, MI, MO, WI, MT and WA)
- Attended US Travel's Destination Capitol Hill to talk about innkeeping with Congress
- Your AIHP Board held twelve (12) board meetings in 2017, three (3) of which were face-to-face meetings at member properties around the country.

I enjoyed being able to spend time with our two live auction bidders (from the 2017 Knowledge Sharing Summit & Marketplace in Long Beach), who graciously bid on an opportunity to bring the CEO (me) to their property or business.

A big thank you to Kathleen & Rock Gosselin, of The Avalon Hotel on Catalina Island and ThinkReservations for their generous support and providing me with such a great experience.

Educational Opportunities

AIHP continued in 2017 to bring our members the best in educational offerings in 2017. Our Education Director and education committee are so talented, and continue to provide our membership the best in the industry to help you grow and learn as an innkeeper.

We had a tremendously successful 2017 InnSpire Summit & Marketplace in partnership with CABBI. Total Attendance = 600, Innkeepers = 440, Marketplace = 57 Booths & 140 company representatives, National Representation = 42 States represented.

Our AIHP Team

Our AIHP team has continued to evolve throughout 2017. I inherited a fantastic team when I came on board in 2016, and we have worked to place team members in areas where they can showcase their talents.

In the last quarter of 2017, we added two new team members to round out our communications team. We also brought Susan Beckwith, Owner at Inner Banks Inn - Edenton, NC, on board as our full time Director of Business Development.

Here is a brief recap of our current team:

CEO - Rob Fulton - (Full Time)

Duties as defined in contract, as well as supporting Director of Business Development with the development of new memberships, renewals, sponsorships and partnerships

Director of Business Development - Susan Beckwith (Full Time)

Identifying new business leads and opportunities (membership, sponsorships and partnerships).
Identifying new products, services and markets for AIHP growth.

Bookkeeper - Patty Beirma (Part Time)

Responsible for all bookkeeping duties.

Education Director - Kathryn White (Part Time)

Responsible for all educational initiatives for AIHP, including Knowledge Sharing Summit & Marketplace and managing education committee.

Marketplace Coordinator & Special Projects - Emily Spiers (Part Time)

Assists Education Director in administrative work related to Marketplace leading up to Summit and onsite contact for Marketplace exhibitors.

Communications/Marketing/Public Relations - Brandon Sherbo, Sarah Mahnke, Susan Beckwith, and Rob

Responsible for all AIHP communications, marketing and public relations efforts.

We have also added an AIHP Editorial Board in 2017. These volunteers will work with me and our communications team to focus on outside public relations efforts -- not so much about AIHP, but how we can best tell the industry story through various media channels.

E-Magazine (The Voice of Innkeeping) Editor/Advertising Sales - Mary Hughes (Part Time)

Focuses on making the e-magazine successful from an editorial content and profitability standpoint. Working with Allied Partners to increase advertising across all platforms

Volunteers

Last, but not least, I cannot thank our volunteers enough. We had over sixty (60) individuals, both innkeepers and allied partners, volunteer to serve on our committees and task-forces in 2017. That is amazing to me. We simply can't thank you enough. While we have a wonderful team, there is no way we could do what we do without you.

I want to thank you again for all that you do to support AIHP. Our success is possible only because of your support.

Best wishes for a very blessed New Year. I look forward to seeing you in 2018.

Sincerely,

Rob Fulton

Rob Fulton

CEO - AIHP

[717-433-6813](tel:717-433-6813)

rob@independent-innkeeping.org
