

## Industry Study - Market Opportunity and Consumer Behavior for the North American Bed and Breakfast Marketplace

One of the key initiatives of AIHP's strategic plan, is to help facilitate and support the development of current and timely industry research. As an industry, we need to have access to this type of industry data. It provides tools and resources that support our members being able to make informed business decisions. Good research also helps provide data for AIHP, as we advocate for the impact our industry is making in the overall economy.

It has been about seven years or so, since we have had any real research available to our industry. AIHP has been working diligently since our inception, to look for solutions to this challenge. To that end, last fall, AIHP had the opportunity to join [BedandBreakfast.com/HomeAway](http://BedandBreakfast.com/HomeAway) as a sponsor, to support an industry study that was conducted by [Phocuswright](http://Phocuswright.com). Phocuswright is the global travel and research authority on how travelers, suppliers and intermediaries connect. I know that many of you participated in that study and I wanted to thank you for lending your voice and thoughts to this much needed study.

The purpose of this study is to help raise the profile and awareness of Bed & Breakfasts and Inns. The research positions Bed and Breakfasts as a legitimate sector of the broader lodging marketplace, and the data describes the digital shift occurring in Bed & Breakfasts, both on the consumer and the operator side. The study assesses the importance of B&Bs to various travel segments, with a particular focus on the Millennial traveler. The research also helps define key trends shaping the independent hospitality industry, as well as identifying new opportunities for growth.

We are only weeks away from having the results of this study available. We will be working with [BedandBreakfast.com/HomeAway](http://BedandBreakfast.com/HomeAway) on how this information can best be disseminated to the industry. *Janice Hurley - Head of Industry Relations for Bed and Breakfast.com* - and I will be presenting the results of the completed industry study at the [AIHP 2018 Knowledge Sharing Summit & Marketplace in Norfolk](http://AIHP2018KnowledgeSharingSummit.com). I hope you can join us for this critical session as we discuss how this exciting research positions the Bed and Breakfast/Independent Innkeeping industry for the future. Our session is scheduled for **Thursday (3/1/18), 11:00 am - 12:15 pm, in Granby E.**

AIHP could use your support. We have committed dollars within our budget to support this study as a Gold Partner. This investment positions AIHP at the table in order to help support the delivery of a critical industry study. We would appreciate any additional support that our members can provide to help us financially support this study and future research. We will continue to invest dollars in order to sustain ongoing research and data that will be relevant to our industry.

There are a few ways you can support our research needs. When you renew your membership online, there is a section to make an additional contribution above and beyond your dues. We also have established a [Go Fund Me page](#). Any additional investment that our members make, will go directly towards our investment in the current Phocuswright study, but also establish resources for future industry studies and research.

I am hoping to see many of you at our upcoming Summit in Norfolk. The clock is ticking - are you registered yet? Make your reservation for the [2018 Knowledge Sharing Summit and Marketplace](http://2018KnowledgeSharingSummit.com) before prices increase on January 31st. Beat the clock, keep down costs, and get ready for your best year of innkeeping yet!

I will be out of the country on a family vacation from January 28th - February 4th. Unfortunately, there won't be an INNTouch edition next week, but I greatly look forward to reconnecting with you when I am back and hit the homestretch for the final weeks before Summit

Best,



Rob Fulton

CEO - AIHP

717-433-6813

rob@independent-innkeeping.org

---



The banner features a blue silhouette of a woman with long, flowing hair, holding a scroll. To the left is the 'STAY VA' logo with a small house icon. Below the woman is the text 'Norfolk|2018'. To the right of the woman is the tagline '...the connection of passion and knowledge'. Further right is the AIHP logo, which consists of a circular arrow graphic with the text 'AIHP the Voice of Innkeeping'.

**Knowledge Sharing Summit  
& Marketplace**  
**February 26-March 1, 2018**

STAY VA Norfolk|2018 ...the connection of passion and knowledge AIHP the Voice of Innkeeping

AIHP | P.O. Box 126639, Harrisburg, PA 17112 | Phone 844-317-9632