



Bed & Breakfast Member Benefits

Membership Strengthens Your Business and Our State Tourism

Why You Should Join:

- **EXPERT SUPPORT** – Our association’s mission is to support a network of innkeepers dedicated to providing quality guest experiences.
- **INSPECTED CERTIFICATION** – Inspected and approved by a professional organization with high standards. List your B&B as a member of your State B&B Association and use the logo on your website.
- **HIGH QUALITY MARKETING VALUE FOR YOUR BED & BREAKFAST**
 - **Mississippi Bed & Breakfast Association Directory** – Your B&B is listed in 10,000 4-Color directories distributed to all the MS Welcome Centers, over 50 member B&Bs and to all visitor requests.
 - **BBAM Website / Online Reservations** - Valuable web presence and high quality link to your website. The BBAM website appears #1 in Organic Web Searches. Attract guests to your B&B.
 - **Advertise Your Specials, Packages, Events** and Regional Attractions on the BBAM Website. Attract guests to your B&B specials, packages, events and Regional and City Attractions.
 - **State-wide Gift Certificate Program** – Guests can purchase certificates for use in any BBAM B&B Member for which you will receive the revenue.
 - **Marketing & Promotional Projects** – BBAM promotes your inn by offering its members participation in several special marketing programs throughout the year. Examples of this include cross marketing opportunities, cookbooks, community fund raisers, travel writer promotion, TV & Radio commercials and more.
- **NETWORK WITH THE BEST OF OUR INDUSTRY**– Associate with fellow innkeepers
 - **E-Newsletter** – Receive our BBAM newsletter with highlights of "What's New" in our Industry, Tourism in Mississippi, our Regions, Our Cities and our Bed and Breakfasts.
 - **Annual Conference** – Opportunity to associate with the best our B&B industry has to offer such as knowledgeable innkeepers, expert speakers, and industry vendors.
 - **Association Manager** – Maybelle Beasley, Association Manager, represents our member B&Bs at State events, helps answer your questions & solve problems, and leads planning for our events.
 - **Regional Member Gatherings** – Scheduled in your region periodically where members come together and to discuss issues in their area.
 - **Lessons Learned Exchanges** – Gain helpful information at meetings, in newsletters and online
 - **Mentoring for New Members** – New members receive additional support and guidance.
- **SAVINGS ON OPERATIONAL EXPENSES** – BBAM Members can experience benefits from Associate members affiliated with the BBAM.
- **GOVERNMENTAL REPRESENTATION** – BBAM partners with Mississippi Development Agency (MDA) and Mississippi Tourism Association (MTA) to monitor and track proposed laws and regulations affecting our members and the tourism industry and represent our views at the Regional, State and National level.
- **NATIONAL AFFILIATION** - BBAM is affiliated with the Professional Association of International Innkeepers (PAII) and Association of Independent Hospitality Professionals (AIHP) and encourages members to be involved on the state and national level.