

Bed & Breakfast Association of Mississippi

Your home for the Mississippi Innkeeping Industry



Mission Driven – Member Focused

Mission

To support a network of innkeepers dedicated to providing quality guest experiences

Vision

Trusted resource and voice of the industry

Values

- *Commits to excellence and professionalism*
- *Represents our diverse Innkeeping community*
- *Leads the Innkeeping community as a respected trade association*

Advocacy

Monitoring and influencing government to promote inns and tourism

Strategies

1. State/Coalitions
2. Local/Awareness
3. PAII/BWTS support
4. Government Affairs/Member Awareness

Education

Providing education and standards of excellence

Strategies

1. Conferences
2. Training workshops
3. Aspiring support
4. Lessons-learned exchange
5. Site Visits

Member Service

Serving members needs through benefits, services and communication

Strategies

1. Association Manager
2. B&B Directory
3. Website/Reservations
4. Conferences
5. Webinars

Public Awareness

Promoting inns & tourism throughout the state

Strategies

1. Website/Mobile
2. Directory
3. Social networking
4. Newsletters
5. Networking inns, vendors and tourism partners

Association Strength

Sustaining the leadership and resources for a dynamic state association.

Strategies

1. Board/Officer governance
2. Financial
3. Organizational documents
4. Risk management
5. Legal requirements