



# Inn Partners

Innovative Solution for Current and Future Innkeepers

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## How to Pamper Your Guests

Generally speaking, the bed and breakfast industry caters to more sophisticated travelers than chain hotels and motels. One way to stand out from the competition is to give your guests an experience they'll never forget.

### Here's How:

- Start the pampering with the first impression. Your website, emails, brochures, and phone manners should all reflect a warm, inviting spirit.
- Don't be shy about advertising your amenities. If you put fresh flowers in the rooms every day, leave chocolates on guest's pillows, or provide plush robes for your guests, say so!
- Start with the simple things. A piece of chocolate on the pillow goes a long way.
- Leave extra pillows in every room.
- Leave extra towels in every room.
- Be available, but not intrusive. Make sure guests know how they can reach you if they have questions.
- Provide plenty of information about the local area in each room. Restaurant menus, and maps and brochures of local attractions are especially helpful.
- If you can get a nice local restaurant to agree (which shouldn't be difficult), provide a 10 percent off coupon for dinner on the first night.
- Offer to help plan a local itinerary. Again, be available but not pushy.
- Be as flexible as possible, especially in terms of when breakfast is served. Some guests want to be up at the crack of dawn, others want to sleep in.
- Ask in advance about dietary restrictions. Don't assume your guests will remember to tell you that they break out in hives whenever they have nuts or dairy.

### Tips:

- When you send a reservation confirmation, include your offer to help plan a local itinerary.
- Consider sending a 'thank you' note to guests after they leave – especially those you'd like to come back!
- Some of the items on this page can rightfully be considered a guest's responsibility. But if you take the initiative to ensure a nice stay, you'll see more repeat visitors.

### What you Need:

- A great attitude
- Knowledge of all local attractions
- Lots of pillows and towels
- Patience!