



CELEBRATING THREE YEARS – LOOK AT WHAT WE HAVE ACCOMPLISHED

Can you believe on June 1st AIHP turned three years old? While AIHP is young of age, and growing as an association, I believe we have an “old soul”. Not only do we celebrate our aspiring and newly minted innkeepers, we have strong support from seasoned, long standing innkeepers and allied partners who have been the cornerstone of this industry for many years. Coupled with the freshness of new innkeepers, our membership mix brings wonderful creativity and a depth of knowledge that we believe is unmatched.

We’re extremely pleased that what started out as a vision to create a new nonprofit association that would have a very positive influence on the innkeeping industry has turned into a vibrant national association that continues to deliver on that promise.

As a member-driven, non-profit organization we focus on issues important to you as an innkeeper or industry partner. We’re not solely an education-focused association. We’re a collaborative and passionate community of one where members learn best practices, share firsthand experiences, and together, work towards solving the complex challenges of being an innkeeper in a changing traveler world.

I want to acknowledge and thank our Founding Leadership Team and past and current members of the AIHP who built the framework for AIHP. These dedicated individuals not only established our mission and vision but also created a progressively minded **CULTURE** that adheres to the following guiding principles – **be a positive voice, share a passion for progress, be inclusive, collaborate on new ideas, be fiscally responsible, deliver the industry’s best conference, promote innkeeping to build a stronger community, protect the innkeeping values of our members, and advocate for our industry on critical issues that our members care about.**

So much to be thankful for!

AIHP is that **positive** “Voice of Innkeeping.” We embrace a leadership role and serve as a positive voice at the table alongside key national organizations on the issues important to you. Our collaborative and proactive work with companies like Airbnb, TripAdvisor and the leading OTA’s are areas where AIHP has brought our industry’s voice to the table. Most recently, our meeting with TripAdvisor executives, which included innkeepers and allied partners from around the country, initiated meaningful dialogue about key issues that will help our members receive more value from TripAdvisor’s platform.

AIHP has also put in place some important member benefit programs. If you haven't taken advantage of all the exclusive AIHP "partner offers," we invite you contact us. Our [Virtual Marketplace](#) on the AIHP web site is also a great place for current exclusive member programs and services.

Just a few of these programs are:

Gallagher Affinity - Through this partnership, we will be able deliver robust and creative member benefit programs. Gallagher is an industry leader in program administration and assisting associations with innovative technologies to provide turn-key solutions tailored to our memberships. We will be rolling out some initial discount programs through this partnership over the summer with key industry vendors like **Office Depot/OfficeMax and Constant Contact**.

Health, Dental and Vision Insurance – Within the next several weeks, we are looking forward to announcing a new AIHP insurance partnership. We are thrilled to be able to bring you this partnership, which will support our members insurance needs. Stay tuned for more details.

Travel Insurance - We have partnered with Travel Guard to offer two plan options for your guests. Both plans offer your guests trip cancellation and interruption coverage as well as baggage and personal effects loss, medical coverage, travel assistance services, and more.

Payroll and Human Resources - Through our partnership with ADP we are excited to offer our members the opportunity to use ADP's trusted, turnkey solution for all your payroll, compliance and HR needs. You get to focus less on administrative tasks and more on growing your business.

AIHP has invested in supporting critical industry research. In order to garner an up-to-date view of the B&B industry and a clear picture of today's B&B traveler, AIHP partnered with [BedandBreakfast.com/Homeaway.com](#) and [Phocuswright](#), the leading travel industry research authority in the USA, to undertake a major research project to study the U.S. B&B market. [Click here](#) for a copy of the White Paper.

Supporting your knowledge and development as an innkeeper is important to us as your association. Since our inception, we have delivered over 150 compelling, informative, and critical hospitality-related sessions between monthly webinars, and in-person membership meetings like at TripAdvisor and our Summits. Topics important to you like marketing, finance, OTA's, staffing, Google/SEO, guest reviews and many more, are all issues that have been delivered by some of the industry's most knowledgeable individuals. All our webinars can be accessed in the "Events" section on our [website](#).

Since the founding of AIHP, we have held the largest and most widely acclaimed innkeeping conferences in the country. The numbers speak for themselves. Over the

last three years we have had 1,525 attendees participate in our Summits, of whom 1,105 were innkeepers. The Marketplace has averaged 58 vendor booths, with over one million dollars in business conducted.

*“The summit in Norfolk was just what I needed to get inspired and informed for my 2018 season!” - **Aline Sarria, Dreamcatcher Bed and Breakfast***

*“It’s hard to imagine being able to continue to run a successful B&B business without the annual “tune-up” we get from the knowledge shared at the AIHP summits!” - **Peter MacLaren, West Hill House B&B***

*“This was my first Summit and it was one of the best events I have attended. The board and staff were extremely helpful and encouraging every step of the way. It is a really great group of caring individuals that support each other and this is what our industry needs. The events, food, education was all well thought out and I appreciated all of the hard work that went into making it a successful event for all attendees” - **Julie Pankey, JMPankey Partners***

Be sure to mark your calendars now for our [2019 Knowledge Sharing Summit & Marketplace](#), co-hosted with the Ohio Hotel and Lodging Association/Unique Lodging of Ohio. *The Summit will be held **March 25th – March 28th – 2019 @ the Hyatt Regency/Duke Energy Convention Center - Cincinnati, Ohio***

Industry association partnerships are another important part of AIHP’s mission. AIHP continues to work with individual state associations to develop co-membership drives and find ways to collaborate and partner. These partnerships bring our industry together and create additional member benefits, that neither partner may be able to offer on their own.

We have also worked hard to build a debt-free financial foundation for AIHP. Leadership from the Board and our treasurer, Dallas Renner, has been instrumental to building a solid financial foundation. Dallas has worked with me and the Board to put in place the following:

- A strong and talented finance committee that reviews and provides input and recommendations for our annual budget.
- A Board committee that works with our accounting firm to conduct a thorough audit/review of our accounting books each year.
- A continual examination of our budget to ensure expenses are in line with revenue growth, staffing and management of operations.

Last, but not least, we have built an amazing volunteer base that has been invaluable in accomplishing all that we have done to date. We have over twenty committees & task forces currently working on AIHP initiatives, with over eighty members participating.

Our Summit Committee has already started on work for our [2019 Knowledge Sharing Summit](#). Marilyn Bushnell is serving as our [Volunteer Coordinator](#) and David Browning, from Eden Vale Inn in California, has just come on board as our new volunteer Education Chair. A special thank you, too, to our Board of Directors who not only give of their time but pay their own expenses to attend all our board meetings.

AIHP has a bright future!! I am excited as we enter our next phase. The Board and I are committed to keeping AIHP at the forefront of the changes in our industry and tackling the issues that are important to you. Every day we look for ways to earn your loyalty and reward your investment in AIHP. I would appreciate, your continued support in helping us spread the good news about AIHP. Your endorsement of AIHP will make all the difference in bringing your peers into the AIHP family. Here's to many more years of success together!

Sincerely,

Rob Fulton
CEO – AIHP
717-433-6813
rob@independent-innkeeping.org