



AIHP 2017 Year In-Review

As our second full year comes to a close, it is time to celebrate the year that was 2017 and to look ahead to 2018. I personally want to thank each of you for your support and commitment to AIHP. Who are blessed to have members that are passionate, collaborative and give so much of their time to help AIHP advance our mission.

I am looking forward to 2018 being the best year yet for AIHP as an association. As with any business it takes time to build a brand and acquire the resources necessary to create a strong financial foundation.

This time of year, is always a great opportunity for reflection, thankfulness and giving back. For me, it is also time to reflect on AIHP's journey in 2017 and give thanks for the support you've shown the organization through your membership.

Here are a few of AIHP's major accomplishments in 2017.

Membership Growth

We have had very positive membership growth this year- overall, AIHP has grown by 20% over the past 12 months.

Total membership is 549, of which 372 are individual properties. We are expecting continued positive growth in 2018, given the resources and talent we have added to help us achieve these goals.

Exclusive AIHP Membership Benefits

We continue to be supported by fantastic Allied Partners who are talented and the best in the industry. We continue to work with our Allied Partners to leverage special pricing for our innkeeping members and they bring the latest in travel-related technologies. We have established a ["Virtual Marketplace,"](#) that will provide a format to share with you products and services offered by our allied partners as well as showcasing exclusive member partnerships, that you can only take advantage of as an AIHP member.

I do want to highlight a few national exclusive partnerships that we have brought to you as members this year.

Connected Benefits - While there are many challenges with health care on a national level, we now have a partnership with Connected Benefits, who will provide AIHP with the tools, resources and a partner that we need to help us stay abreast as health care continues to evolve. This positions AIHP as a leader in this area for our members. Continue to watch for updates and additional information that will help you navigate these challenging issues.

ADP – This past fall, AIHP officially rolled out a National Partnership with ADP’s Small Business Solutions Division (1-49 employees).

In partnership with ADP, we are excited to offer our members the opportunity to utilize ADP’s 60+ years of trusted, turn-key solutions for all of your payroll, compliance, and HR needs! This partnership will allow you to focus less on administrative tasks and more on growing your business.

All – Clad - AIHP is excited about our exclusive partnership with All-Clad. Enjoy exclusive business savings from All-Clad for your Inn or B&B. Visit www.shop.allcladchefs.com to register for an account — and don’t forget to mention AIHP on your application to receive your exclusive savings!

Travel Insurance - We are excited to announce a new member benefit for AIHP members. We are thrilled to be partnering with Travel Guard®! This partnership will give our members the opportunity to offer travel Insurance as an option for your guests. There are several options you can choose from - The All Seasons Travel Plan and Travel Guard’s Lodging Protection Plan. These plans offer guests trip cancellation and interruption coverage, as well as baggage and personal effects loss, medical coverage, travel assistance services, and more.

Details on all these member benefits can be found in the members only section on the AIHP [website](#).

The “Voice of Innkeeping”

AIHP continues to position ourselves as “The Voice of Innkeeping” on issues that are important to our members and the innkeeping industry. We continue to track changes within our industry and our commitment to our members is to sit down with those partners and companies that have an impact on our industry.

In 2017, we hosted and attended numerous meeting around the country with key partners. At these meetings we represented our members concerns and priorities.

Here are a few of those that we met with:

- BedandBreakfast.com/HomeAway
- TripAdvisor
- Airbnb

- Booking.com
- US Travel – Destination Capital

These relationships take time and commitment. Someone once said, “If you are not at the table, you are on the menu.” Our motivation will always be to try and get AIHP a seat at the table.

State, Regional and Local Partners

State, Regional and Local partnerships are an important part of AIHP’s mission. These partnerships increase benefits for both AIHP and our partners and create additional member benefits, that neither partner maybe able to offer on their own.

This includes special AIHP membership pricing. We have seen these formal state partnerships grow in 2017. We now have partnership relationships with Kansas, Tennessee, Ohio and North Carolina. If your association is interested in learning more about the benefits and details of these partners please contact Rob at rob@independent-innkeeping.org

AIHP on the Road

AIHP hit the road this year like never before. Here are a few stats that showcase our efforts in 2017:

- 34,167 miles traveled (air and ground)
- AIHP attended and or was represented at ten (10) state, regional or local bed and breakfast conferences
- Visited (or were represented in) 18 different states for conferences or meeting about our industry (CA, OH, VA, PA, TX, DC, VT, ME, OK, KS, TN, NY, RI, MI, MO, WI, MT and WA)
- Attended US Travel’s Destination Capitol Hill to talk about innkeeping with congress
- Your AIHP Board held twelve (12) board meetings in 2017, three (3) of which were face to face meetings at member properties around the country.

I enjoyed being able to spend time with our two live auction bidders (from 2017 Knowledge Sharing Summit & Marketplace in Long Beach), who graciously bid on an opportunity to bring the CEO (me) to their property or business.

A big thank you to Kathleen & Rock Gosselin – The Avalon Hotel on Catalina Island and ThinkReservations for their generous support and proving me with such a great experience.

Educational Opportunities

AIHP continued in 2017, to bring our members the best in educational offerings. Our Education Director and education committee are so talented and continue to bring our membership the best in the industry to help you grow and learn as an innkeeper.

We had a tremendously successful 2017 InnSpire Summit & Marketplace in partnership with CABBI. **Total Attendance = 600, Innkeepers = 440, Marketplace = 57 Booths & 140 company representatives, National Representation = 42 States represented.**

Our AIHP Team

Our AIHP team has continued to evolve throughout 2017. I inherited a fantastic team, when I came on board in 2016 and we have worked to place team members in areas where they can showcase their talents.

In the last quarter of 2017 we added two new team members to round out our communications team and we brought Susan Beckwith, Owner Inner Banks Inn – Edenton, NC on board as our full time Director of Business Development.

Here is a brief recap of our current team:

CEO – Rob Fulton - (Full Time)

Duties as defined in contract

Supporting Director of Business Development with the development of new memberships, renewals, sponsorships and partnerships

Director of Business Development – Susan Beckwith (Full Time)

Identifying new business leads and opportunities (membership, sponsorships and partnerships)

Identifying new products, services and markets for AIHP growth

Maintaining and establishing relationships with existing members, new members, current & new sponsors as well as current and new partners

Book Keeper – Patty Beirma (Part Time)

Responsible for all book keeping duties.

Education Director – Kathryn White (Part Time)

Responsible for all educational initiatives for AIHP, including Knowledge Sharing Summit & Marketplace and managing education committee

Marketplace Coordinator & Special Projects – Emily Spiers (Part Time)

Assists Education Director in administrative work related to Marketplace leading up to Summit and onsite contact for Marketplace exhibitors

Communications/Marketing/Public Relations – Brandon, Sarah, Susan and Rob

Responsible for all AIHP communications, marketing and public relations efforts.

We have also added an AIHP Editorial Board in 2017. These volunteers will work with me and our communications team to focus on outside public relations efforts, not so much about AIHP but how we can best tell the industry story through various media channels.

Magazine (The Voice of Innkeeping) Editor/Advertising Sales – Mary Hughes (Part Time)

Focused on making the e-magazine successful from an editorial content and profitability stand point. Working with Allied Partners to increase advertising across all platforms

Volunteers

Last, but not least I can not thank our volunteers enough. We had over sixty (60) individuals, both innkeepers and allied partners volunteer to serve on our committees and taskforces in 2017. That is amazing to me. We can't thank you enough. While we have a wonderful team, there is no way we could do what we do without you.

I want to thank you again for all that you do to support AIHP. Our success is possible only because of your support.

Best wishes for a very blessed New Year. I look forward to seeing you in 2018.

Sincerely,

Rob Fulton
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