



Reasons to Be a Member of NCBBI

NCBBI Organization. The North Carolina Bed & Breakfast Association (NCBBI) is a non-profit organization established in 1985 as one of the first State Bed & Breakfast Associations in the country. The Founders of this organization felt there was a strong need for an association that would ensure high standards in safety, housekeeping, food service, comfort and hospitality for all member inns so that the traveling public could book into these lodgings with confidence. NCBBI was also the first state association in the country to require rigorous inspections as a condition of membership. Today there are 130 Members of NCBBI across the State of North Carolina, representing a cross-section of unique bed and breakfasts and inns dedicated to providing visitors to North Carolina with a safe, comfortable and hospitable stay at every member inn.

NCBBI Mission. The organization has dedicated itself to furthering the success of all member inns by marketing and promoting bed and breakfast experiences, ensuring quality standards, providing opportunities for networking and educational opportunities, and providing a strong and united voice for innkeepers and the industry in North Carolina.

Benefits of Becoming a Member of NCBBI Include ...

Marketing & Promotion

1. World Wide Web Connections. Your NCBBI Membership includes a description of your inn on www.ncbbi.org with a reciprocal link to your home page. One picture is included to enhance your listing.

At the end of August, our new redesigned web site went live. The new site has averaged about 200 unique visitors a day since the new site was installed. This does not include robot/spider traffic. But what is really great is the average number of page views per session, which is around 8. That means every visitor generally views 8 pages once they hit the site which is very good and implies visitors like the site and are using it to find places to stay. If the number were 2 or 3 then that would imply the visitors are not very impressed and decided to look elsewhere to find a place to stay. For 2004 the average was between 4 and 5. However that included the spider traffic so it is hard to say how accurate that number was because the spiders could have skewed the average up. We now have the ability to check stats without spiders being counted. Also, our numbers are primarily off season. The visitor traffic should double during the busy summer months.

Many more searchable options are available for visitors to seek out your inn or area. Through the Members Log In Page members may up-date their inn-data, amenities, area attractions and inn specials at any time thus enabling travelers to get the most up-to-date information to help plan their lodging accommodations.

2. Member Listings on Internet Directories. Your NCBBI Membership adds and maintains your listing on three heavily promoted sites and provides reduced rates on additional sites.
 - a. <http://www.ncbbi.org>
 - b. <http://www.bbonline.com/nc/ncbbi>
 - c. <http://www.visitnc.com>

North Carolina Bed and Breakfast and Inns Association

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