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Let us help you realize your DREAM and reap the profits of inn ownership.

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InnSpiredINN News- Consulting! Why Wait To Insure Your Business Is On The Right Track!

Our most recent consulting requests have bought us too many B&B/Inns in the Western North Carolina Area. Sadly, many of these visits have been discussions about how to keep business's afloat. The hard, long winter, along with the tough economic times, has been brutal to the many restaurants and B&B's in the area.

Of the five different properties we visited, one was actually above last year in sales because for many years they have had the attitude of lower prices to keep people coming in. Three of the properties are doing everything in their power to keep their properties open over the next several months until season kicks in. And one is about a year away from facing difficult decisions, but wanted to make sure they are positioned to do the best they can during the economic slowdown.

This leads us to strongly suggest to anyone who is seeing dwindling funds in reserve to not wait until they are days away from having to "go dark". As anyone knows, closing your doors and trying to sell your property in this condition will make it almost impossible to market your property to potential buyers.

And, for those that may have missed our last newsletter, our project in Comfort, Texas is gathering rave reviews! This fabulous 250 acre ranch will be providing the perfect setting for weddings, corporate meetings, special events and weekend getaways. Check out Riven Rock Ranch at <http://www.rivenrockranch.com>.



Rhonda and Mike Horton

MARKET TRENDS

“Organic” OUT! “Local” IN!

Did you know that there are over 40 “Appalachian” farmers markets in Western North Carolina alone? We found some very interesting information on one of our

INNKEEPING TIPS

Challenges (*and Suggestions!*) During These Difficult Economic Times!

What do travelers need in today's new economy? The survivors (and leaders) that will emerge will be focused on providing value to our travelers. Packaging will become more important than ever before, as all travelers are looking for promotions that will help them save money. In our travels around the area, the few properties that are thriving have been offering lower price guest rooms and meals for many years. The days of travelers looking at lower priced guest rooms as “questionable quality” are over, as everyone is looking for ways to continue to travel but at a different price level.

Package your rooms and meals together if you have a restaurant on site. Make your mid week price point a “no brainer” for your guests. So many of our clients are reluctant to lower prices, because they feel they will have to do so many more guests just to make the income they did before. You have to generate excitement in your property, and that “excitement” factor is generated by one thing, and one thing only; People! Guests in your B&B and restaurant create excitement for other guests. How many times have you walked into a restaurant and no one was there! Even if the restaurant was good, there is nothing worse than being one of a handful of people in the dining room.

Cost out your expense to have guests for a night. When we were inn owners, we felt it cost us about \$25 to clean, feed, run the electric and give the guests a social each day. So even if we sold a room for \$79, we felt we were still making \$54 on that room. And if you have a restaurant, having extra guests in the house will always provide more opportunity to sell a meal, or at least a glass of wine. People energize you and your property! That's what we are in the business for! So do everything you can to get heads and beds and fannies in seats!

NORTH CAROLINA ACCOLADES

many consulting assignments recently. And this impacts EVERY B&B/INN! Whether you serve a nice breakfast and social to your guests, or you have a restaurant or full service special events facility, the products you use speaks volumes about your quality.

We are blessed to have farmers/growers in the area that are so committed and devoted to their trade. As we have gotten to know many of these people in our area, we find that they all have those common traits of responsibility and love for what they do. They love their community and the god given resources that North Carolina has to offer. They put in a tremendous effort to grow and offer the very best products they can produce, and more often than not these products are not just some of the best items you can find in NC, but in the entire Southeast!

One other interesting part of searching out these local providers is how much \$\$\$\$ you save on food cost. Depending on how many meals you serve, these savings can add up fast and in our business every Quarter we save helps the bottom line. You many say that these small farmers and markets usually have higher prices, and you are probably correct. But, we would quickly point out that you buy only what you need, so you don't have to get a case of something that will take you forever to use up. And, the quality of the products that you buy will last much longer then the store bought products that have been sitting on the shelves.

So not only are you getting the freshest products possible, but your guests will be thrilled to know that the eggs they are eating are from down the street at Mr. Jackson's hatchery, or the goat cheese from our local farm! The area offers plentiful products that can be used for all meal times, so take the time to search these local markets out and do your part to support our farmers! Go to the web site below to find the local growers markets in your area!

<http://www.buyappalachian.org/>

INNKEEPER NEWS

As small business owners, and having owned two large Inns during the 9/11 attacks, we feel the pain many are realizing during these difficult times. Sometimes it is difficult to look past the daily challenges to get yourself in

North Carolina has been recognized for its outstanding business climate and quality of life. Here are some recent accolades:

2010 Accolades

- 2010 CiCi Awards: A North Carolina economic development project won a Community Impact award -- Talecris Biotherapeutics in Clayton, *Trade and Industry Development* magazine, March/April 2010

2009 Accolades

- No. 1 Best Business Climate eight of the last nine years, *Site Selection* magazine, November 2009
- Top place in the U.S. to locate data centers, report, Tishman Technologies, October 2009
- No. 2 Most Competitive State, *Site Selection*, May 2009
- No. 2 Best State for Business by CEOs, *Chief Executive* magazine, February 2009
- No. 3 Pro-Business State, Pollina Corporate Real Estate, June 2009
- No. 5, Forbes Best States for Business, September, 2009
- No. 8, Project on Emerging Nanotechnologies, Top States for Nanotechnology, August, 2009 (Raleigh listed No. 4 for Top Nano Metros)
- No. 9, America's Top States for Business study, *CNBC*, July 2009 (ranked No. 2 for Workforce)
- Three N.C. cities on the *Next Cities* list of 60 U.S. Hotspots for Young, *Talented Workers*: No. 12 Charlotte under "Super Cities"; No. 9 Durham under "Midsize Magnets"; No. 6 Cary under "Mighty Micros," June 2009
- Four N.C. cities on CNNMoney.com list of best places for small business startups, Oct. 13, 2009
- 2009 CiCi Awards: Two North Carolina economic development projects won Corporate Investment & Community Impact awards -- Spirit Aerosystems of Kinston and Sutter Street Manufacturing in Hickory, *Trade and*

the correct mind set to welcome your guests. Negative thoughts and energy that can easily consume us can be picked up by your staff and felt by our guests. As when building a new business up from scratch, every guest is a building block that will ultimately lead you to success! Good luck!

FEATURED B&Bs/INNs FOR SALE

Saltaire House, Duck, NC- This special events property that caters to weddings and receptions will have net sales over \$250,000 in 2010! And, considering these sales are mostly fee related, their cash flow averages over 60%!

Herren House, Waynesville, NC - This fabulous B&B has a boutique restaurant and a country cottage feel. Located one block off of Main Street, it continues to have strong sales and profits.

Unique historic downtown Hendersonville NC Inn - **Claddagh Inn** - has been welcoming visitors for 100+ years.

Mimosa Inn, Tryon, NC- Built in 1903, has been a landmark and social gathering place for more than a century.

Located in Hyman Heights Historic District of Hendersonville NC, **Killarney House Inn** is an elegant three-story historic structure within walking distance of Historic Main Street, Hendersonville, NC

Industry Development magazine, March 2009

- **Best Places for Business and Careers:** No. 1 Raleigh, No. 3 Durham, No. 6 Asheville, No. 13 Wilmington, No. 18 Winston-Salem, and No. 19 Charlotte (in the "Best Metros" category); and No. 2 Greenville (in the "Best Small Metros" category), *Forbes* magazine, March 2009

RECIPES

Tomato Chutney

Great Item To Make With Heirloom Tomatoes That Are In Season!

2 lbs. Fresh Heirloom Tomatoes	1 Cup Firmly Packed Light Brown Sugar
½ Cup Sugar	2 Small Poblano Peppers, Diced
1 Medium Onion, Diced	2 Tablespoons Ketchup
1 Teaspoon Pepper	¼ Teaspoon Hot Sauce
1 Teaspoon Worcestershire Sauce	1 Cup Tomato Juice

Bring all ingredients to a boil in a medium saucepan, stirring occasionally; reduce heat, and simmer, stirring occasionally for 2 hours until thickened. Yields 5 Cups

