

Membership Benefits

• Marketing

- Listing on our high-traffic, high-ranking, mobile ready website, www.texasbb.org,
- Links directly to member's property website for instant bookings
- "BOOK IT" button next to your property listing links directly to your reservation system at no additional charge.
- Gold seal certificate is awarded as evidence of your membership
- Congratulatory press releases are prepared and sent to you for local media.
- Become a part of an exclusive group of marketed as the "GREAT STAYS OF TEXAS".

• Networking

Members can take advantage of the wide array of knowledge, experience and fellowship associated with the TBBA members. You will make lifelong friends.

• Professional education workshops, webinars & resources

Workshops and the opportunity to visit at length with your fellow innkeepers are provided each year at the annual convention and at various times in our eight TBBA regions. There are also webinars throughout the year presented by industry experts.

• Discounts

Members get discounted rates at the annual conference and workshops.

• Experienced Board Members

Volunteers dedicated to the marketing, education and support of TBBA member properties, and growth of the B&B industry throughout the State. Our Board members are qualified to show you how to navigate Google Analytics to monitor your web traffic.

• Ongoing consultation

The TBBA Board of Directors are always available to help you as needed. A strong professional network with other hospitality professionals will keep your ideas fresh, your attitude energized and problems less intimidating.

• TBBA Innkeepers Resource Manual

The TBBA "Innkeeping in Texas" (\$175 value) is a 130 page resource manual with important and relevant information about starting and running a Bed & Breakfast/Inn in the state of Texas. It is available at a discount to Professional and Gold Members and is included with Aspiring Membership level.

• Gift Certificates

Every year TBBA sells over \$10,000 worth of gift certificates that guests can use at any of the "Great Stays of Texas" properties. Member properties get the business and TBBA reimburses the property 100% of the value of the gift certificate.

• The TBBA newsletter

The quarterly association newsletter "Inn News" is devoted to national, state and regional innkeeping news, meetings and workshop announcements and other hospitality issues of interest to members.

• TBBA vendor partners

Goods and services from numerous sources specializing in the hospitality industry are available at group rates to TBBA members.

• President's Challenge

Take the President's challenge: If your Google Analytics ecommerce conversions show that revenue generated from visitor traffic from the TBBA site has not equaled or exceeded your membership dues after one year, present a copy of your Google Analytics with this data, and your annual membership will be refunded or credited to the next year's dues.