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CALIFORNIA ASSOCIATION OF BED AND BREAKFAST INNS (CABBI)

SPEAKS FOR CALIFORNIA B&B INDUSTRY

Soquel, CA -- The California Association of Bed and Breakfast Inns (CABBI), established in 1991, is California's largest tourism organization representing the bed and breakfast industry. CABBI is a non-profit association with a membership of over 340 distinctive bed and breakfast inns. CABBI's priority is ensuring that all member inns provide the highest quality standards and service in bed and breakfast accommodations for an experience that exceeds guest expectations every time. Travelers planning a California getaway will find CABBI's website, www.cabbi.com, to be the most thorough, single source of information on bed and breakfast accommodations in the state.

"CABBI was formed to provide a collective voice for California bed and breakfast owners and innkeepers," says CABBI Board President Rick Anderson. "As a cohesive group, our membership impacts legislation that affects the bed and breakfast industry. We positively impact California's economy by generating tourism revenue, and we provide the public with exceptional choices in accommodations throughout California."

CABBI serves the traveling public primarily through its web site, www.cabbi.com. Here, Internet surfers can choose from over 340 distinctive bed and breakfast inns throughout California, each meeting standards to exceed guest expectations. People can search B&Bs based on region, amenities, services, rates and availability, specials, and type of facility. CABBI member inns range from historic Victorian mansions to rustic alpine cottages, ocean-front homes, and boats. A complete directory listing all member inns, *The Inns of California*, is published annually and distributed through member inns and tourism-related venues.

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CABBI Overview
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CABBI is governed by an 11-member volunteer Board of Directors, and managed by a full-time administrative staff. Decisions on behalf of the organization are guided by CABBI members. Additionally, CABBI members are continually honing their innkeeper skills. Each year, CABBI sponsors an extensive multi-day conference and tradeshow, *InnSpire*, for innkeepers and aspiring innkeepers. Here, attendees participate in various workshops and seminars pertaining to B&B management, operations, technology, food preparation, decorating, and more.

In order to qualify for CABBI certification, aspiring inns must meet a series of rigorous standards. Because membership is granted only to inns with exemplary standards, guests are ensured a quality experience every time they visit a CABBI member property. Among the most critical categories in CABBI certification are housekeeping and property maintenance. Cleanliness and housekeeping are required for membership regardless of amenities provided.

CABBI housekeeping standards include daily cleaning of guestrooms and bathrooms, bed making, and replenishing supplies. Property maintenance is judged on building exterior and grounds, interiors, common and dining areas, halls, guestrooms, and recreational facilities. Other membership criteria include proof of required permits and documentation, meeting 70% of defining characteristics of a B&B as determined by CABBI, providing breakfast in the price of the room, and having a CABBI-approved member sponsor the membership application.

CABBI represents over 340 individually owned bed and breakfast inns in five California regions: Northern California, Gold Country/High Sierra, San Francisco Bay Area, Central Coast/Valley, and Southern California. All CABBI-certified properties adhere to the highest quality standards, ensuring that all guests experience the utmost in customer service, amenities, and convenience of choice. For more information on CABBI, please visit www.cabbi.com, or call (831) 462-9191.