Bed and Breakfast Industry Updated 6-9-2017

Business Resource List     Complied by Stuart Gibbs, Business Librarian
Send questions to reference@libraryvisit.org

Job Outlook
Occupational Outlook Handbook (Dept. of Labor)
http://www.bls.gov/ooh
Lodge Managers
https://www.onetonline.org/link/summary/11-9081.00
Hotel, Motel, and Resort Desk Clerks
https://www.bls.gov/oes/current/oes434081.htm

Books
How to open and operate a bed & breakfast/ Jan Stankus
How to open a financially successful bed & breakfast or small hotel ; with companion CD-ROM / Lora Arduser and Douglas R. Brown
How to open and operate a bed & breakfast / Jan Stankus.
Money-making opportunities from homebased businesses : be your own boss and start your own business with these small business ideas that can help you make a lot of money while working from home / Sandara B. Parker.
Running a bed & breakfast for dummies / by Mary White.
Start and run a profitable bed and breakfast : your step-by-step business plan / Monica Taylor and Richard Taylor.
Start & run a bed & breakfast / Monica Taylor and Richard Taylor.
Start your own bed and breakfast / by Entrepreneur Press and Cheryl Kimball.

Marketing Books
Advanced Google AdWords / Brad Geddes
The Facebook guide to small business marketing / by Ramon Ray
Guerrilla marketing goes green : winning strategies to improve your profits and your planet / Jay Conrad Levinson and Shel Horowitz
Pinterest marketing : an hour a day / Jennifer Evans Cario
Ultimate guide to Google AdWords : how to access 100 million people in 10 minutes / Perry Marshall and Bryan Todd
Airbnb –articles from databases

Databases from Libraryvisit.org (Must have a Public Library of Youngstown and Mahoning County Card)
Business Insights: Global
    News stories from around the world, industry reports
Business Source Premier
SWOT Analysis of Publicly Traded Companies, Business News

Demographics NOW
- Demographic information
- Age by Sex Comparison
- Consumer Expenditure Comparison
- Daytime Population Comparison
- Household Comparison
- Population Comparison

Gale Directory Library
- Associations, Trade shows

Gale Virtual Reference Library
- Industry Reports, Business Plans

Mergent Intellect
- Global companies (Suppliers, Distributors, and Competition)

ReferenceUSA
- Industry Maps, Competition

Websites
- Suppliers http://www.thomasnet.com
- Google Books-Marketing a Bed and Breakfast
  https://books.google.com/books?id=A5hyi2fgypIC&pg=PA33&lpg=PA33&dq=bed+and+breakfast+marketing+plan&source=bl&ots=Gx5ir_GZFG&sig=tHQiWbZ9xUAOu8ogxIH6dZcBFZI&hl=en&sa=X&ved=0CBwQ6AEwADgUahUKEwJSouCc7objAhVGPD4KHCWICBA#v=onepage&q=bed%20and%20breakfast%20marketing%20plan&f=false
- STEPS TO SUCCESS FOR RURAL ENTREPRENEURS: STARTING A BED AND BREAKFAST
  http://ced.uaa.alaska.edu/publications/manuals/FINALBBHandbook.pdf
- Airbnb
  https://www.airbnb.com/rooms/new
  http://www.bedandbreakfast.com/
- Business Plan Thesis
  http://digital scholarship.unlv.edu/cgi/viewcontent.cgi?article=1508&context=thesesdissertations
- Business and Marketing Plan
  http://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1000&context=mgmtsp
- Google Group Discussion for Bed and Breakfast People
  https://plus.google.com/wm/1/communities/113676939343982081327/stream/ea5ea38d-7430-4eaa-b4e0-454b952f6d26
- BED AND BREAKFAST WEBSITES: MARKETING ACCOMMODATIONS TO PEOPLE WITH DISABILITIES
  http://etd.fcla.edu/UF/UFE0011391/rogers_f.pdf
  http://hotelpropeller.com/visuals-for-b-and-b-social-media/
- Ten Top Tips to Get More Business for Your B&B, Inn or Small Hotel

Local Help/Resources
- Mahoning Valley is for Entrepreneurs