

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.bls.gov/ooh/management/lodging-managers.htm>

<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=A5hyi2fqvplC&pg=PA33&lpg=PA33&dq=bed+and+breakfast+marketing+plan&source=bl&ots=Gx5ir_GZFG&sig=tHQiWbZ9xUAOu8ogxIH6dZcBFZI&hl=en&sa=X&ved=0CBwQ6AEwADgUahUKEwjSouCc7obJAhVGPd4KHcWlCBA#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://digitalscholarship.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

<http://www.hcareers.com/us/resourcecenter/tabid/306/articleid/829/default.aspx>

Local Help/Resources

[Mahoning Valley is for Entrepreneurs](#)