

Contact: Christina Miranda/Robyn Levy
Redpoint Marketing PR, Inc.
miranda@redpointpr.com
levy@redpointpr.com
212.229.0119

**BE AN "INNKEEPER FOR A DAY":
BAKE THE MUFFINS, MAKE THE BEDS, AND CHASE THE MOOSE**
*New England Inns & Resorts Association Offers a Variety of
Experiential "Try Before You Buy" Opportunities for Aspiring Innkeepers*

North Hampton, NH (August, 2004) – People who dream of leaving the rat race behind to open up a charming little bed & breakfast or country inn can now give their dream a test drive with the New England Inns & Resorts Association's ***Innkeeper for a Day*** program. Offered at a rotating handful of the association's member properties throughout the year, the program enables travelers to combine a vacation with a behind-the-scenes look at what it really takes to manage a lodging property.

With location opportunities throughout New England, and a diverse array of property types, the program has options to meet a wide variety of tastes and budgets, ranging in price from under \$500 for two days at a 15-room B&B to more than \$2,500 for a four-day program at a luxury oceanside resort. Aspiring innkeepers can learn more at www.NewEnglandInnsandResorts.com.

A True Learning Experience

Each property in the program has designed a unique curriculum based upon its own distinctive features, size, location, amenities and more. Training approaches range from "day in the life" shadowing and casual information exchange at intimate, husband-and-wife owned B&Bs, to formal classes and hands-on workshops at 100+ room hotels. The first five properties offering the program include **Inn on the Common** (Craftsbury Common, VT), **Gateways Inn** (Lenox, MA), **Wildflower Inn** (Lyndonville, VT), **Inn by the Sea** (Cape Elizabeth, ME), and **Radisson Airport Hotel Providence, a practical education facility of Johnson & Wales University** (Warwick, RI). Participating properties will vary at different times of the year, so travelers should check back often to learn of new opportunities.

Moose Chasing 101

NEIRA developed this program in response to increasing requests for information about how to start a country inn/B&B in New England. "The majority of callers are frustrated with the 9 to 5 daily grind and think that owning an inn or B&B will bring

them a simpler lifestyle,” explains Beth Steucek, executive vice president of the association. “So, before they go investing their life savings in an ‘adorable fixer upper’ in the countryside, we want to help them truly understand the realities and responsibilities of such a venture.” Steucek says that most aspiring innkeepers who call for her advice, “Hardly ever consider how draining it can be to have guests living in your own house 24/7, feed scores of people every day, and learn the best tricks for – say – chasing moose off your property every morning.”

Different Strokes for Different Folks

By offering aspiring innkeepers a choice from among several properties, the NEIRA Innkeeper for a Day program enables them to select an experience that most closely fits their own vision of their dream job. Moreover, they can participate in the program at more than one property to build their knowledge base with varied perspectives and experiences. Programs currently offered include:

Inn on the Common (Craftsbury, VT) – This classic country inn has 15 rooms spread out among three federal style buildings – two of which date back to 1795. Husband and wife owners Jim and Judi Lamberti will share their decades of experience in the hospitality business with participants through hands-on training and a curriculum of discussions. Their program requires two full days of participation, with additional days added depending upon the level of detail desired by the participant. The program fee is \$300 per person, and the Inn offers discounted room rates to participants starting at \$99 per person/double occupancy for a two-day package (\$159 for single occupancy), which includes breakfast and dinner in their restaurant daily.

Inn by the Sea (Cape Elizabeth, ME) – This Four Diamond beachside resort has 43 luxurious one and two bedroom ocean view suites. Owner/innkeeper Maureen McQuade has been running the inn since 1990 after a long career of managing dozens of hotels throughout the US. The property offers an interesting perspective for Innkeeper for a Day participants: in addition to a thorough three-day curriculum that reads like a university schedule, the fourth day will be spent learning about/assisting with the inn’s complete renovation project, which is a challenging time in the life of any property. The program price, which includes four days and three nights of accommodations, plus all training workshops and hands-on experiences, is \$2,700. Food and beverage are additional.

Gateways Inn & Restaurant (Lenox, MA) – This elegant mansion offers 12 individually appointed rooms and an award-winning restaurant. Husband and wife team Fabrizio and Rosemary Chiariello have owned and operated the inn since 1998 after leaving behind careers in finance and fashion, respectively. Participants will benefit from learning about the challenges they faced when transitioning careers, and the Chiariellos have designed a program that exposes participants to every aspect of innkeeping – from reservations and guest relations to financial management and restaurant ownership. Participants are encouraged to stay several days to gain the most experience, but a summary program can be obtained with a two-day stay. Program fees start at \$350 per person for two days, and range up to \$1,200 per couple for a full week. The cost of rooms and meals are additional, and are offered at discounted rates that vary seasonally.

Wildflower Inn (Lyndonville, VT) – Located in Vermont’s Northeast Kingdom, this 24-room inn also features a 60-seat restaurant, a petting barn, and a host of amenities and

activities for children. Innkeepers Jim and Mary O'Reilly started this venture back in 1984 with just four rooms for lodging. Now with eight children, the O'Reilly's involve their entire family in the daily management, including Mary's parents who are partners in the inn. In addition to shadowing Jim and Mary in their daily activities, participants will also take meals with various family members to hear the entire clan's perspective on how things work when a family runs an inn together. In addition to their "Shadow the Innkeeper" package (three days/two nights for two people; \$1,000 including program fee, accommodations, and all meals), the inn also offers a "Shutdown" package during April and November when the inn is closed to guests and preparing for the next season. Shutdown packages begin at \$750.

Radisson Airport Hotel – Providence (Warwick, RI) – Located just 10 minutes from downtown Providence, this 111-room hotel offers a very special opportunity for aspiring innkeepers; as a practical educational facility for the hospitality school at Johnson & Wales University, this property's program lets participants tap into a world renowned curriculum of hospitality management. Participants can choose from among five packages and six program curriculum options, including everything from housekeeping and restaurant management to pricing strategy and guest relations. Packages start at \$250 single/\$300 double for a two-day program, including all meals, one night's accommodations, and one six to eight hour training session, and range up to \$1,100 single/\$1,200 double for a six-day program, including five days of training, five nights of accommodations, breakfast and lunch daily, and one dinner.

Participants Benefit from 100 Years of Experience

The Innkeeper for a Day program truly reflects the values of the association and its members, many of whom got their own start by shadowing and training with other successful member innkeepers. Founded in 1907 by a small group of lodging establishment owners who believed in the power of sharing ideas, NEIRA continues that tradition today with educational resources, marketing support, and facilitated discussion among its 320+ members. The Innkeeper for a Day program will now provide a "formal" vehicle for aspiring innkeepers to draw upon this century old depth of experience for their own benefit. Whether a program participant is truly assessing innkeeping as a career option, or just simply wants to have an enriching learning vacation, the association members are glad to share their stories and advice.

The New England Inns & Resorts Association is comprised of more than 320 properties, many of which are rated four-diamond by AAA and four-star by Mobil Travel Guide. Several properties are also members of Historic Hotels of America. The association's website, www.newenglandinnsandresorts.com, is a rich resource for consumers, providing a "one-stop shop" that meets the individual needs of travelers by allowing them to select a property that suits their own preference. Attractively packaged gift certificates are available in any denomination and can be purchased online or by calling the association directly at 603-964-6689.

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