

# Survey of Major Yellow Pages Advertisers \*

## Bed & Breakfast Accommodations

Comparative Ad Analysis for \_\_\_\_\_

<b>Services Offered or Problems Solved:</b>	Room Rentals - Daily, Weekly, etc. Private Rooms (Number) Private Baths Complete Apartments Luxury Rooms/Suites Fireplace(s)/Romantic Rooms Budget Rooms Weddings (&Other Events) Receptions/Parties Bed Sizes – King, Queen, etc. Antique-Filled Rooms Business Meetings Get-Away Weekends Meeting Rooms Full/Gourmet Breakfasts European Style Pension Trailside Location Internet Access	"Hearty Country Breakfast" Description of Grounds/Locale - Seaside, Forest, Gardens, etc. Proximity to Attractions Double Occupancy Bicycles/Bicycle Tours Group Tours Capacity Specified (Small) Pets Accommodated Free Breakfast Dinner Served Proximity to Hiking, Skiing, etc. Conference Equipment Romantic Packages Cater to Business Travelers "Elaborately Furnished" Private Yacht B & B Ski Packages	Description of House – Log Cabin, Victorian, Farmhouse, Colonial, Colonial, Charming Country Inn, etc. Description of Views & Grounds Short-Term Rental Service Restaurant Cuisine Described Breakfast Hours Barn for Parties, Meetings, Receptions etc. Birding Area / Gazebo "Private Suite in the Woods" Honeymoon Cottage Cooking Facilities Hiking Trails / Bicycle Trails / Fishing Sun Decks / Solarium TVs, Cable, DVD, VCR, HBO, Phone, etc. Air Conditioning Gift Certificates Children Welcome
<b>Confidence Factors:</b>	Years of Operation Member - American Bed & Breakfast Association Listed in B & B Guide AAA Listed/Approved Children/Pets Welcome	Historic Building Family Owned & Operated Personable Service Charming, etc. Location Recommended by (Specifics) AAA, etc. Awards/Ratings	Gold Medallion Inspected "All Accommodations Moderate Rates" Religious Affiliation "Reasonable Rates" All Accommodations Inspected Privacy/Non-Smoking
<b>Convenience Factors:</b>	Office Hours/Days <b>Invitation to Visit Website</b> Credit Cards Toll-Free/Fax Number Amtrak Access	Phones in Rooms Free Local Calls Location Data Reservations Accepted Website/E-Mail Address	TV in Rooms - HBO, etc. Free/Off-Street Parking Dinner Hours (If Applicable) Free Brochure/Complete Area Literature Price Range Specified
<b>Special Services or Extras:</b>	Hiking Tours Corporate Services Secluded in Woods Swimming Pool Maps Available "Our Own Orchard" "Groups OK"	Library/Music Room Fireplaces in Room Cater to International Guests "Romantic Candlelight Dinner" Spa/Jacuzzi/(Private) Whirlpool Working Winery Wine & Cheese Tasting	Walk to...(Local Attractions) "Massive Fireplace" / Animal Farm Executive Relocation / Guide Services Discounts - AAA/Seniors/Military Theme Rooms/Liana Treks Mineral Bath/Massage Package Afternoon Tea/Evening Sherry
<b>Typical Related Headings:</b>	Apartments	Hotels/Motels	

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