

# Meet the B&B World

## B&B EXPO – Brussels

### 14 – 15 March 2009



Internationale bed & breakfastbeurs  
Salon International des chambres d'hôtes  
International fair for bed & breakfast  
Internationale Messe für Gästezimmer



[www.bbexpo.be](http://www.bbexpo.be)

**-International Fair in Brussels**

**-10.000 visitors**

**-200 exhibitors**

**-22 countries**

**-workshops for starters**

**-marketing tool for B&B Holders : meet the public + meet colleagues**

**-public relations - communication**

## **-Developments of the B&B sector:**

- \* increase all over the world**
- \* property investment**
- \* rural development, away from the city**
- \* professional , product development**
- \* all categories**
- \* part of economical an tourist development of regions**

## **-Developments of the B&B market**

- \* increased interest from the market**
- \* new dimension to holidays:  
Sun & Sea > Space & Silence  
To visit > To experience**
- \* looking for quality**
- \* short trips + longer holidays**
- \* internet**

## **-B&B The perfect answer ?**

- \* Small**
- \* Personal attention**
- \* Unique experience**

## **-B&B Some issues**

- \* Starters : underestimated job**
- \* Legislation - rating**
- \* Communication**
- \* Old school vs. New school**
- \* Lack of promotional support**
- \* Profitability**
- \* Seasonality**
- \* Creativity**

## **-B&B Trends**

- \* B&B in the city**
- \* B&B for sub-markets:**
  - for families**
  - for couples**
  - gay & lesbian market**
  - activities: horse riding, walking, cycling,...**
  
- \* Regional Associations of B&B / theme B&B's**
  
- \* International market & international communication**

## **-B&B Opportunities**

- \* Be different**
- \* Use & integrate the region (cooperation, participation, visits,...)**
- \* Try new markets to lengthen the season :**
  - incentive travel**
  - small meetings**
  - wellness**
  - courses (language, cooking, theatre, yoga, writing, dancing, wine tasting, ...: fun**
- \* Work together to catch (international) markets and adapt to needs**
- \* Communicate in a professional way (web page, media, consumer, e-mail,...)**

## **B&B EXPO :**

- Forum to show your 'product - region'**
- Forum to communicate to the belgian market**
- Regroup with colleagues from the region**
- Try the international experience**
- See what others do**



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