



Working with our
Inspected & Approved Inns
to Provide
Marketing, Networking,
Advocacy, and Education

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Greetings Fellow Innkeeper,

March 2026

I'd like to take this opportunity to introduce you to today's Oregon Association of Independent Inns (formally the Oregon Bed and Breakfast Guild) and let you know what we've been up to and how you can get involved. I'm confident that you will see that we are a great organization that can help you improve your business and strengthen the hospitality industry throughout Oregon.

Marketing is paramount to OAI members. Our website, with big beautiful pictures showcasing our member inns and amazing state was made in 2023. This site utilizes current Google SEO standards in highlighting our members and drawing potential guests and we can regularly analyze its performance. We are also serious about our blogging, which highlights events, specials, and attractions related to our member inns and their communities, as that is an important way for Google to find oregoninns.com and know how valuable it is to searchers, including AI searching. One way we distribute the blog is through our social media channels. OAI is active on [Facebook](#), [Instagram](#), and [Pinterest](#); check us out! We had a significant marketing campaign in 2021, our [Oregon Trail of Waterfalls Map Marketing Campaign](#). We proactively reached thousands of media and were successfully published in 10 online publications, including Forbes.com which was syndicated to even more websites. For this campaign, created a map of Oregon waterfalls, member properties and other interesting ways to explore Oregon which was mailed to more than 600 media and interested travelers. The reach continued for many years and we are working on creating another campaign of similar reach.

OAI is more than just another marketing arm. We have a valuable network of innkeepers who share wisdom and advice on our private Facebook group, a forum of like-minded, local professionals to turn to when things are amiss, confusing, frustrating, and/or exciting. Our education and networking extend beyond this forum to face-to-face interactions at our [annual conferences](#). We are currently working on our conference being held in November. We try to hold OAI Regional Meetings during the slow season for an afternoon of social time and professional development. Our members also have access to ThinkMarketing's monthly [association webinars](#) where innkeepers can learn more about current technology. OAI's commitment to advocacy is ongoing. We are developing a deeper relationship with our neighbors in the Washington Independent Inns Network sharing insights and tools as we navigate this industry together. We also participate in Key Leader sessions with ALP, the national Innkeeping organization. We have regular connections with ORLA and Travel Oregon to let the voice of innkeepers be heard.

Although we have a lengthy checklist for our Quality Assurance, [membership requirements for OAI are not tough](#). We are looking for the guests' safety and comfort, adequate insurance, and legal standing in all appropriate jurisdictions regarding licensing and taxes. Even though properties with one or two rooms are exempt from some of these requirements from the state's point of view, we ask that all our member inns meet them. Let me assure you that it does not include things like commercial kitchen standards. We are looking for sanitizing cycles on residential dishwashers, thermometers in refrigerators and the like. Innkeepers have even said the inspections were a great learning experience.

If you have questions about the inspection or other requirements, please reach out with a phone call or email. I can always be reached at info@obbg.org. I'm excited for today's OAI **and** tomorrow's OAI because we [innkeepers need to stick together](#) in the ever-changing hospitality industry to grow our individual businesses in Oregon. Please join us!

Sincerely,

Sue Stein, President, Oregon Association of Independent Inns
Innkeeper, Yamhill Vineyards Bed & Breakfast