

Standards and Ethics



Standards for Members

- Members shall be located within the state of Virginia and operate primarily as a Bed & Breakfast.
- The establishment shall be operated with professionalism meaning courtesy to guests, clear communication with guests, and acting with honesty and integrity within the community.
- A high standard of hospitality includes personalized service, pristine housekeeping, pleasing décor, and a safe, secure environment.
- Provide at a minimum, amenities to include extra towels, tissues, luggage rack, reading lights, flashlight, extra batteries, separate guest refrigerator, accessible fire extinguisher, guest parking, maps to the area and confirmation for stay.
- Breakfast should be part of the fee charged to the guests and include more than just hot and cold beverage service. Breakfast shall be served in a common breakfast area, the guest bedroom, or a restaurant operated by the establishment. If breakfast is not included, it should still be available ala carte.
- The owner or a designee shall be on site in the daily operation of the business when guests are on the calendar (understanding that there are errands to be run and community events to attend).
- All member establishments must comply with the state, county, and local licensing requirements. The business shall have completed all required permits, licenses and certifications for health and safety required in their locale.
- The business shall comply with all appropriate state, county and city tax requirements including room taxes.
- The B & B shall be commercially insured for operation as a bed & breakfast.

Ethical Behavior for Members

As Innkeepers/Bed & Breakfast owners/operators we will:

- conduct ourselves to bring credit to the service and tourism industry at large;
- concentrate our time, energy and resources to improving our own product and service without denigrating the competition in pursuit of our own success;
- not engage in any activity that will be a detriment to others in the profession;
- treat all guests equally regardless of any existing differences or diversities;
- deliver a consistent standard of service to every guest;
- provide a safe and sanitary environment at all times for every guest and employee;
- provide all employees with training, equipment, and information required to perform his or her tasks to maintain high standards;
- seek a fair and honest profit while not engaging in deceptive or misleading advertising.