

News from the Village Victorian Bed and Breakfast

2009 was the year of cutting things back.... making life a little simpler... taking a little more time for ourselves...have taken several little "escapes" to the [Lake Cottage](#)... more planned... also looking for more time with family and friends... must say it has worked out so well that we are looking at other ways to make life simpler and easier... :)



We were having another record breaking year in '09... in spite of the economic turndown.... and... we were just getting plain old tired out..... :)

So we began our cutbacks with the decision to stop burning the candle at both ends of the day.... we stopped cooking dinners which we were certain would help a lot. It did. No more cleaning up at 10pm... going to bed wired... and getting up at 5:30 to start all over again... :) That was a good start.

We found a new online booking engine and made the switch from the folks we had been with for 10 years.... I cannot tell you the hours of "paperwork" that has saved as it spits out automatic confirmations... really neat... and it is a much better... simpler presentation from our web-site for all our potential guests.... even costs us less than before... it has been a win/win change.

We also decided to have just one basic season all year and simply add \$20 for foliage and holidays. This too has saved countless hours and expense as we constantly had to update our rate page with all the different dates/rates for the different seasons... [our rate page](#) is very simple now... easy to understand. The same thing was true for entering our online inventory.... not only on our site... but through B&B.com which has exposed us in a major way with the big hotel guys....Expedia/Hotels.com/Kayak... that has opened up a whole new world of travelers... the hotel/motel folks who are making decisions to try out this B&B thing at.... little old Village Victorian Bed & Breakfast up there in beautiful downtown Morrisville VT.... :)

This is a bit risky having two real-time online booking engines... no one wants "double bookings".... but I figure if we have two parties at two different web-sites that are booking the same room on the same night at exactly the same time... I might just try playing the lottery..... :)

So far we haven't had to do that.... so I still haven't played the lottery... the exposure and results have been great... the good news is that the next time they come to Village Victorian... they book directly with us.... which tempers the cost of that first booking with the big boys....

The next thing that happened.... that helped cut back our activity.... was changes with our marketing of the [Annex](#)... the owners decided to sell because of the economic disasters of the past few years... they put the place "on the market"... so... anybody out there want to buy a marvelous old beautifully restored Victorian right across the Street from us?

We stopped selling it as extra "rooms" at the B&B which immediately stopped the extra 6 - 8 - 10 breakfasts every day... we had sat as many as 22 for breakfast during foliage in 2008.... :) We started to market the Annex only as the "entire house" with a 2 night minimum.... this took much of the work out of it since it also greatly reduced the number of reservations.

This year we are going to re-direct all inquiries directly to the owners which will bring our involvement to a minimum.... that will continue until they are able to get a contract for the sale of the property.

We keep tweaking and refining what we do.... how we spend our time. We have had more time for yet another "year of the family" kind of year in 2009. Many visits from family and friends... our daughter and family were with us for 6 weeks prior to their move to Rwanda and our son got married! That will require yet another newsletter... it will be our "family newsletter" version..... hopefully soon...



All our busyness kept our newsletter updates from happening at all last year. Hope to do better this year. One of my priorities this year will continue to be my [personal blog](#). Really love doing that... kind of like writing your memoirs as you go... the book you have always been told that you need to write... there are now some 500 postings more or less ... which is actually more like several books...:)

On the other hand... it isn't like things have slowed down here at Village Victorian... regardless of the further turndown on the economic front... and even without the extra room night count from the Annex... we had 59 room nights in January to start off 2010... the largest number of rooms occupied in January in all our 11 years in the business.

Philip & Ellen Wolff

Village Victorian Bed and Breakfast

***A Vermont Victorian Bed and Breakfast Inn
Located 7 miles from Stowe, VT***

Your hosts, Ellen and Philip Wolff

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