

Mid Atlantic Innkeepers Conference

Tour of Bed & Breakfasts in Gettysburg

As part of the Mid Atlantic Innkeepers Conference, this guided Bed & Breakfast Tour offers participants a unique, behind-the-scenes learning experience at four distinct Gettysburg inns.

Designed as an experiential session, the tour allows innkeepers to learn directly on-site from peers, exploring practical, real-world approaches to operating and enhancing a successful bed and breakfast. Each stop highlights a specific aspect of innkeeping: marketing and guest experience; food presentation and décor; and hosting small intimate weddings and events — providing participants with immediately applicable ideas they can adapt to their own properties.

The Keystone Inn Bed & Breakfast

At The Keystone Inn, participants will explore strategies for *Marketing Your Bed & Breakfast with a Focus on Welcoming and Inclusion*. Through an on-site, experiential conversation, innkeepers will learn how values-based marketing, inclusive guest experiences, and intentional storytelling can strengthen brand identity, expand reach to diverse travelers, and create a sense of belonging that keeps guests coming back.

The Battlefield Bed & Breakfast

At the Battlefield Bed & Breakfast, participants will dive into the art of *Breakfast Presentations that Elevate the Guest Experience*. This stop will highlight how thoughtful menu planning, presentation, and service can turn breakfast into a memorable centerpiece of a guest's stay—enhancing reviews, encouraging repeat visits, and reinforcing the inn's overall hospitality experience.

Mansion House 1757

At the Mansion House 1757, participants will focus on *Low-Cost Strategies for Decorating Your Inn While Highlighting Its History and Character*. Innkeepers will gain practical ideas for using décor, layout, and storytelling to honor an inns' unique past and architectural features—creating warm, visually compelling spaces without large capital investments.

Inn at White Oak

At Inn at White Oak, participants will focus on *Wedding & Event Planning for Small Groups*. No matter the event you are hosting (intimate weddings, elopements, vow renewals, or bridal and baby showers), the guest's experience and the execution of the event is critical to your business. What are the steps to creating unique events? Start to finish, innkeepers will learn helpful and practical ways in which you can provide successful and memorable events for all to enjoy.