



seek the unique  
Wisconsin Bed & Breakfast Association  
[WisconsinBandB.com](http://WisconsinBandB.com)

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FOR IMMEDIATE RELEASE

**WISCONSIN B&B ASSOCIATION PROMOTES ITSELF AS ORIGINAL SHARE ECONOMY IN NEW  
“DISCOVER WISCONSIN” TV SEGMENT**

MERRILL, Wis. (October 13, 2015) – While the term “share economy” may be fairly new, the notion of experiencing a destination like a local could be fairly traced back many years to B&Bs. The [Wisconsin Bed & Breakfast Association](http://WisconsinBedandBreakfast.com) (WBBA) has become a national voice in promoting inspected, insured and licensed inns as the best way for travelers to have an authentic, worry-free experience that allows them to make an honest connection with the local culture. To further the message, WBBA invested in a feature segment on the nation’s longest running tourism TV program “Discover Wisconsin” boasting a broadcast network of 500,000 viewers across the upper Midwest. The Wisconsin B&B Association episode has its first airing this weekend, October 17-18, and can also be accessed at [DiscoverWisconsin.com](http://DiscoverWisconsin.com). The hosts of the program visited a variety of B&Bs around Wisconsin, ranging from classic Victorian to modern villa, even a farmstead inn, highlighting unique amenities and services typical of WBBA member inns.

Kerri Thiel, executive director of WBBA, made the point that not only is the B&B industry a leader in the share economy, but also in eco-travel practices like organic gardening, sourcing locally, and saving historic properties from the wrecking ball and the landfill. “Getting to know a community through the eyes of the innkeeper and treading lightly on the earth while doing it are hallmarks of B&B travel dating back decades and generations,” said Thiel. “The ‘Discover Wisconsin’ program is one more way for us to enthusiastically spread that word while extending the invitation that is our association’s theme line and that is ‘Seek the Unique.’”

The Wisconsin Bed & Breakfast Association was established in 1987 and is one of the largest B&B associations of its kind in the United States, with 125 member properties. Every member inn is licensed, inspected and insured. In Cedarburg, Wisconsin, the Washington House Inn Bed & Breakfast has been in business since 1984 and is managed by Wendy J. Porterfield, Innkeeper. This one-of-a-kind Inn is known for casual elegance and historic tradition. Choose from their 34 guest rooms which are perfect for a relaxing getaway or business travel. Rooms feature fine antiques, fireplaces, whirlpools and steam baths. The guest afternoon social hour and a homemade, expanded continental breakfast are complimentary. Multi-media conference room and wireless high-speed Internet access is available. The Inn is located in the heart of historic Cedarburg and within walking distance of unique boutiques, galleries, restaurants, museums, the Cedar Creek Settlement and Ozaukee Interurban Trail. For details, visit [www.WashingtonHouseInn.com](http://www.WashingtonHouseInn.com)

Full descriptions of all member inns of WBBA may be found at [www.WisconsinBandB.com](http://www.WisconsinBandB.com).

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