

Midwest Association of Independent Inns (MWInns) Membership Benefits Tiers 2024

Choose a membership benefit tier to match your business goals & budget considerations.

2024 Membership Benefits	PLATINUM	GOLD	SILVER	BRONZE
REGULAR PRICE	\$1,095	\$795	\$395	\$250
Marketing - Website				
Availability Link	✓	✓	✓	✗
Inns For Sale Listing	✓	✓	✓	✗
Expanded copy on listing	✓	✓	Up to 300 characters	✗
Link to your website	✓	✓	✗	✗
Inn Featured Unique Places to Stay - State Page of Website (rotation)	✓	✓	✗	✗
Inn Featured Unique Places to Stay - Landing Page of Website (rotation)	✓	✗	✗	✗
Inn Picture on secondary pages (rotation)	✓	✗	✗	✗
Rotation on State Pages	1st	2nd	3rd	4th
Pictures on Listing	10	5	2	1
Additional Cities Listings	3	2	1	Only Location City
Links To Social Media Pages	5 Social Media Links	3 Social Media Links	✗	✗
Exclusive Featured Property (landing page)	\$250	✗	✗	✗
Gift Certificate - WBBA + MWInns Redeemable at any MWInns Member = Increased Opportunity				
Redemption Fee	5%	8%	10%	15%
Marketing - Social Media				
Blog article with photo that feeds into the Ezine	3x	1x	✗	✗
Facebook/Instagram posting with photo	3x	1x	✗	✗
Boosted Facebook Posting - Ad	✓	✗	✗	✗
Print Marketing				
Rack Card	✓	✓	✓	✓
Marketing - Advertising				
Google Ad Campaign	✓	✓	✓	✓
Google Ads Campaign- B&B Specific Yearly "Rebate"	20%	15%	10%	5%
General Membership Benefits See Attached General Membership Benefits Sheet				
Co-op Advertising Opportunities	✓	✓	✓	✓
Wide Reaching On-Line Newsletter (EZINE)	✓	✓	✓	✓
General Office Support	✓	✓	✓	✓
Newsletters/Updates - News You Can Use	✓	✓	✓	✓
Advocacy Efforts	✓	✓	✓	✓
Quality Standards Program	✓	✓	✓	✓
Private Facebook Innkeeper Group	✓	✓	✓	✓
Educational Opportunities:				
~ Conference & Trade Show	✓	✓	✓	✓
~ Regional Meetings	✓	✓	✓	✓
~ Webinars	✓	✓	✓	✓
~ Committees, Special Projects	✓	✓	✓	✓
Industry Programs/Discounts	✓	✓	✓	✓

*from \$2/room night fees submitted, % off following year's dues