


Q&A, The Details ~ MWInns ~ Guest Paid Room Fee

\$2/per room night ~ MWInns Marketing Fee

1. This fee is NOT paid by the Innkeeper; this is paid by your guests.
2. The fee must be accurately disclosed, "MWInns Marketing Fee" - \$2/room night, in reservation systems. Contact your reservation companies/OTAs and they can assist with the easy addition of this line item, just as you have done with other taxes and fees (e.g. room tax).
3. Your guest invoice/receipt should look similar to the example below:

Bob's Beautiful B&B Bobby & Betty Budd 123 Main Street Old Town, WI 54321		 EXAMPLE		<u>Room Invoice</u>	
Betty's Suite	\$100.00	2 nights		\$200.00	
MWInns Marketing Fee	\$2.00	2 nights		\$4.00	
State Tax @ 5.5%	\$5.61	2 nights		\$11.22	
TOTAL:				\$215.22	

4. This \$2 per rented room night fee with applicable taxes is charged to the customer. Meaning, it is paid by the guest, not the innkeeper. The member collects \$2 per room night, (line-item addition through your online reservation systems) and pays into MWInns as a MWInns Marketing Fee monthly.
5. This fee with applicable taxes is charged to your customer and is being collected and charged by the Inn. Because the member then submits an amount equal to the fees to MWInns, then that would be considered a deductible expense for the member. Meaning - "a wash".
6. The \$2/room night assessment begins being collected by you, guest paid, upon joining the Association.
7. It will be paid to the MWInns office on monthly basis, utilizing the MWInns Room Night Assessment Remittance Coupon (*see the sample coupon below*). It is simple - to determine your assessment obligation, multiply the number of room nights sold that month by \$2.

This form MUST be filled out and sent along with the check to the MWInns office.



MWInns ROOM NIGHT ASSESSMENT REMITTANCE COUPON

B&B Name: _____

Choose One Payment Option Below:

1. Pay Online:

<https://mwinnns.com/room-remittance-form/>

2. By Check: Payable to - Midwest Association of Independent Inns

Mail To: Midwest Association of Independent Inns
11801 W Silver Spring Drive, Suite 200
Milwaukee, WI 53225

REPORT FOR MONTH OF:

January 2026

Due: **By February 15, 2026**

Enter # of room nights* _____

Multiply X \$2.00 \$ 2.00

Total \$ Amt. Enclosed \$ _____

*It is important to get an actual room night count for occupancy data, even if you are not submitting the \$2/room night fee to it. (e.g. You may not be charging the \$2 for Government Employees, but we need to have it added into the actual room night count.)

Record the total number of actual room nights on this line if different from what your number of room nights above states. _____

8. You can pay by check or with credit card (online form - through PayPal - no PayPal account necessary).

9. Monthly assessments are due by the 15th of each following month. Assessments apply to ALL room nights sold (new reservations after becoming a member) regardless of where you think the sale originated.
10. You will utilize the MWInns Room Night Assessment Coupons that can be sent to you each year. Let us know if the coupons are your preference and we will send them out to you. For those that prefer to pay online, the form can be filled out on our MWInns.com website at <https://mwinns.com/room-remittance-form/>. In that way, there is no need to mail in the paper coupon.
11. **This information is only seen by the MWInns office personnel and will be kept strictly confidential and not shared with anyone else, including the Board.**
12. It is important to always submit your coupons or report your occupancy by month even if you are reporting zero room nights during a slow season. If this occurs, enter \$0.00 in the amount due.
13. This is an honor system. There is no audit or review. By reporting accurately, more working marketing dollars are given to MWInns and then back to the member inn.
14. With our MWInns website, our plan is to maximize reach and potential. While most inns can't afford to use AdWords, MWInns will use the buying power to work to gain top positions in google searches for our member inns and associated pages. This is imperative in today's ever-changing world of Google and OTA's.
15. Based on what is paid into MWInns with the \$2 per rented room night fee by a member inn, each inn will have an opportunity to get a rebate % back. It will be invested in YOU, toward your following year's dues, with the remainder going toward an AdWords campaign, B&B specific. The % back is based on your chosen Membership Tier:

% of Room Assessments Paid In ~ Invested Back to You (Example Only - Membership Dues Structure - 2026)

- Platinum Level = 20%
- Gold Level = 15%
- Silver Level = 10%
- Bronze Level = 5%

Lastly, there may be more questions. As you review this packet, if you find a question hasn't been addressed or you need clarification, you can email us at info@mwinns.com, contact Mikki Suchomel – Executive Director of MWInns at mikki@wamllc.net, or phone the office at 715-942-8180.