



BPW International

## BPW International Member Projects & Experts

# ACTION PLAN

## BPW Hosts

### 1. General Information

Project Name: BPW Hosts ([www.bpwhosts.org](http://www.bpwhosts.org))  
Project Chair(s): Ursula Schmid  
BPW Project Member(s): -  
Date: 05/04/2019

### 2. Description

BPW Members worldwide who are owners or tenants of hotels, guesthouses, holiday apartments, or restaurants (no agencies, owners or tenants only, who are working there themselves) publish their offer with a short description, photos, and links on a new website ([www.bpwhosts.org](http://www.bpwhosts.org)). This website shows to all BPW members where they can find a lodging within their BPW network for a short or longer stay, on a journey or for holidays. No direct booking or reservation, just help-yourself-information.

The publication is free, but advertising/sponsoring is very welcome to help cover the expenses of the website.

#### 2.1 Goals

- BPW Members worldwide can easily receive information about lodging possibilities within their BPW network, for a short or longer stay, on a journey or for holidays.
- BPW Members worldwide, who are owners or tenants of hotels, guesthouses, holiday apartments or restaurants (no agencies, only owners or tenants, self operated business) publish their lodging or restaurant contacts with a short description, a short biography of the BPW member, photos, and links to their website, especially for the BPW network.
- Stimulate networking activities within BPW, connecting BPW with the same interests, but from the two opposite sides of the business situation – hosts (seller) and guests (purchaser).

#### 2.2 BPW Topic and SDG

- BPW Topics 1, 2 and 4
- SDG 8, 17

#### 2.3 Target Group

BPW Members as **BPW hosts** (owners or tenants of hotels, guesthouses, holiday apartments for rent, or restaurants; self operated business) to promote their offers within their BPW Network, to enlarge and confirm their network.

BPW Members as **BPW guests** to find lodging for their travels or restaurants to stay for meals; to enlarge and confirm their network.



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### 2.4 Partners / Communication

I have no special partners. I would like to get in contact with BPW from different countries who help to spread information about this project within their local and regional network.

Communication within the network:

Own Facebook Page for the project; linking with different BPW Facebook Pages and Facebook friends.

Direct information over BPW channels

- on the BPW Member Projects Website [www.bpw-projects.org/member-projects](http://www.bpw-projects.org/member-projects) ;
- at (or in advance to) BPW Congresses (regional or international) with link on the inviting websites, on the flyers;
- partner links on BPW websites of clubs and federations;
- by information on BPW Meetings in clubs or online meetings;
- with personal contacts,
- and more ...

As long as the posts on the website are free, we cannot pay for information or marketing material or actions; we can just provide information as pdf or virtually on websites and on social media. We rely on the network.

### 3. Planned Activities

In the next year I want to realize the following:

1. Starting the website [www.bpwhosts.org](http://www.bpwhosts.org) (Testsite up to approval: [www.bpwhosts.jimdofree.com](http://www.bpwhosts.jimdofree.com) )
2. Publishing some hotels, guesthouses, and holiday apartments out of personal contacts in Switzerland to establish examples on the website
3. Install a Facebook Page.
4. Install an Instagram account.
5. Extend our reach from zero to - as far as possible.
6. Acquisition of advertising to cover the costs.

Ursula Schmid, BPW Davos Klosters and Chur, BPW Switzerland

Chur, 5<sup>th</sup> of April 2019

Finance:  
see separate sheet