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FOR IMMEDIATE RELEASE

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**BED & BREAKFAST ON TIFFANY HILL  
JOINS  
PRESTIGIOUS INNKEEPING ASSOCIATION**

The *Bed & Breakfast on Tiffany Hill*, located in Mills River, NC, was recently honored by admittance into Select Registry, Distinguished Inns of North America, the premier innkeeping association in the United States and Canada. Out of the thousands of inns in North America, only an elite few will be invited to join Select Registry this year. The *Bed & Breakfast on Tiffany Hill* joins more than 380 other exceptional properties that are already members of the Association.

Founded in 1972 as the Independent Innkeepers' Association by Norman Simpson, "the Father of Country Inn travel in America," Select Registry is an offshoot of Simpson's popular and pioneering book, *Country Inns and Back Roads*. The name and logo of the organization were changed several years ago to reflect the group's approach to marketing its selective and distinguished member properties. Originally established in the Berkshire area of New England, the nonprofit organization is now headquartered in historic Marshall, Michigan. Member inns must meet the rigorous standards of a Quality Assurance program, and represent the most prestigious establishments of their type.

A marketing association, Select Registry partners with other brands and organizations—such as BMW, Karen Brown's Guides, DiRoNA, UK Tour Operator Select Vacations, and Ontario's Finest Inns to name a few—to promote its members to target audiences. Its celebrated guidebook—now in its 22nd Edition—is distributed each year to nearly 400,000 guests throughout North America. The organization also maintains a critically-acclaimed website, supervises gift certificate and loyalty programs, and organizes promotions for its members.

The *Bed & Breakfast on Tiffany Hill* exemplifies the high quality and service championed by this Association," says Select Registry Membership Director Carol Riggs. "Select Registry assures the traveler that each of its inns is regularly inspected—anonously and with an overnight inspection that measures the quality of hospitality, as well as the physical plant. Our members share a high standard of excellence, and each of our country inns, luxury B&Bs, and unique small hotels has its own distinctive character."

The owner of the *Bed & Breakfast on Tiffany Hill* is Selena Einwechter.

“Becoming a member of Select Registry fulfills a major goal of a life long dream” says Owner/Innkeeper Selena Einwechter. “From the moment I stayed at my first Select Registry property years ago and received my first guidebook, I knew that would be a goal for my future property!” The Bed & Breakfast on Tiffany Hill took 25 years to plan and one year to build from the ground up. As a purpose built bed & breakfast, the inn offers all the modern technologies travelers have become accustomed to while nestled in a pastoral setting in the foothills of Western North Carolina. The Bed & Breakfast on Tiffany Hill is conveniently located 10 minutes from the Asheville Regional Airport, 15 minutes to the quaint towns of Hendersonville and Brevard and just 25 minutes to the entrance of the Biltmore Estate. Known by her guests for *Casual Elegance filled with Southern Hospitality*, Tiffany Hill welcomes you to come and experience the charm and hospitality it is known for.

To find out more about the *Bed & Breakfast on Tiffany Hill*, call 828-290-6080 or visit it on the web at [www.BBonTiffanyHill.com](http://www.BBonTiffanyHill.com). To search for other Select Registry inns, meet innkeepers, purchase gift certificates and much more, visit the Select Registry web site at [www.selectregistry.com](http://www.selectregistry.com).

### **STANDING OUT IN A CROWDED INDUSTRY**

According to recent surveys, country inns, small hotels and B&Bs are more popular than ever. One online bed and breakfast web site identifies over 27,000 such properties in the U.S. and Canada. Reports have surfaced—including a recent *New York Times* article—that the industry has developed problems with quality control, pricing, and misrepresentation. “The field is becoming saturated,” states Riggs, “which makes being selected for this prestigious organization so important to our members. It sets the Inn apart in the public’s mind. Our standards are very high for member inns, making for outstanding travel experiences for the general public.”

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