



A Case Study on the Transformation of
THE BED & BREAKFAST
ON TIFFANY HILL
near Asheville, North Carolina



BETTER BED & BREAKFASTS
 START WITH

Imaginative Illumination



OUTDOORLIGHTING
 PERSPECTIVES®

Background



Selena Einwechter began her journey in the bed and breakfast world as she was planning her departure from the corporate world. Selena spent some time earlier in life backpacking across Europe. During that time she stayed in numerous B&Bs and dreamed of becoming an owner one day. Selena visited numerous southern towns including Charlottesville, Virginia; Seaside, Florida; Lexington, Virginia; Natchez, Mississippi; Beaufort, South Carolina and Madison, Georgia but found the perfect spot in the mountains of North Carolina just outside Asheville.

Selena continued her personal education of the B&B industry by attending conferences and volunteering at a local B&B every weekend for three years. She then hired an architect and builder and broke ground on the Bed & Breakfast on Tiffany Hill.

The Project Goal



Selena has operated the Bed and Breakfast on Tiffany Hill for over a decade. Her property maintains an excellent reputation with fine linens, a relaxing atmosphere, southern hospitality and of course her signature breakfast at Tiffany's is served daily. Her efforts have earned her the distinction of becoming a Select Registry Property and Tiffany Hill was the first B&B curated into the Southern Living Hotel Collection and also received Southern Living's #1 Inn ranking for 2018 in their Best of the South awards.

Selena's is recognized as a leader in the industry and also operates an Aspiring Innkeeper Boot Camp. She is always looking for ways to enhance her guest experience and had toyed with outdoor lighting, but simply had been unable to uncover the wow factor she sought.

The Challenge



Selena had toyed with inexpensive solar lighting. She wanted to highlight her beautiful property after dark and she wanted to ensure guests could safely and comfortably navigate around the exterior of her B&B including the paths that lead from the main structure to suites located in adjacent buildings. While the solar lighting was inexpensive, the results were underwhelming and the fixtures did not stand the test of time. As it was a cheap investment, the results simply did not align with the guest experience that was present throughout the property.

After encountering Outdoor Lighting Perspectives at a Bed & Breakfast Conference, she asked for more information.

Tracy Keil, General Manager of Outdoor Lighting Perspectives of Charlotte, spoke with Selena several times over the phone, and Selena invited Tracy to visit the inn and spend an evening on property. Tracy visited, walked the property, discussed the goals Selena wanted to achieve, and then demonstrated what Outdoor Lighting Perspectives could do with a temporary light kit.

The Solution



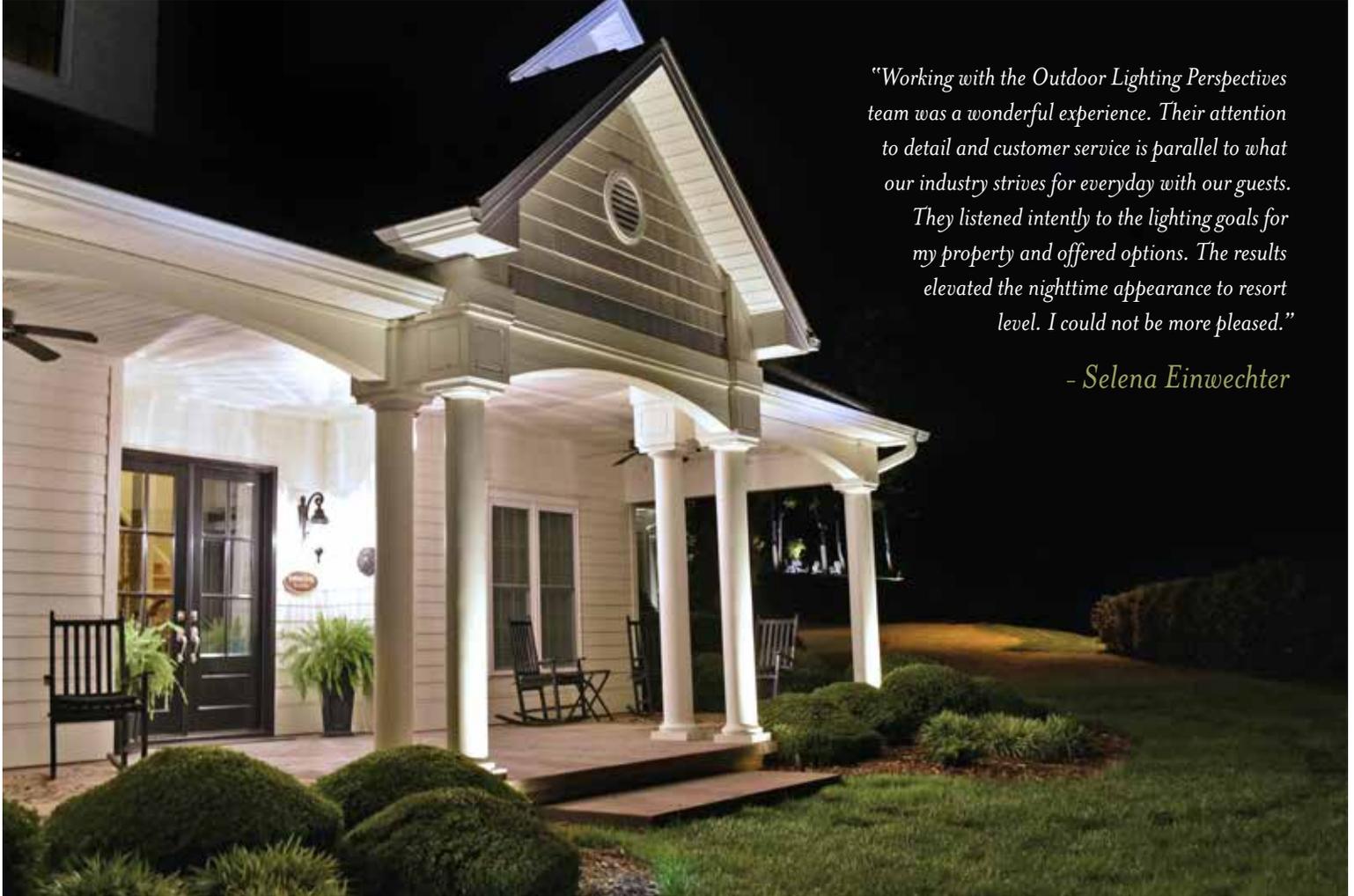
Selena was well aware that Outdoor Lighting Perspectives could transform her B+B after dark since speaking to our team at the AIHP's the Summit in Norfolk, and later viewing photos of our transformations online at OutdoorLights.com and HospitalityOutdoorLighting.com.

When we arrived for Selena's nighttime demonstration she re-confirmed her goals and offered a few suggestions. We then set up the demonstration lights. At dusk we turned on the lights and delivered what Selena had been seeking. The venue could easily be spotted from a solid distance.

Special focus was on the lighting design to illuminate the entire façade and guest room dormers. Other features included a stunning seating area now bathed in warm, energy-efficient illumination.

Garden buildings, structures and trees were also highlighted to add depth and character whereas before they simply vanished into the night. As Selena was thrilled with the demonstration, permanent lights were installed just days later.

The Result

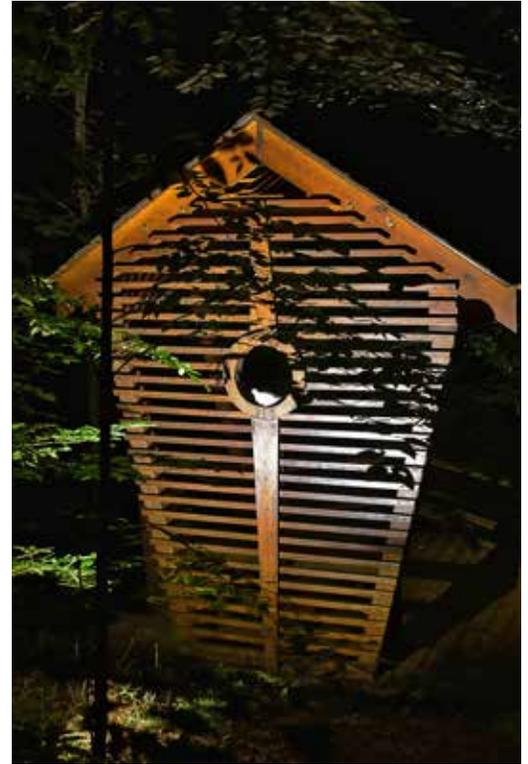


"Working with the Outdoor Lighting Perspectives team was a wonderful experience. Their attention to detail and customer service is parallel to what our industry strives for everyday with our guests. They listened intently to the lighting goals for my property and offered options. The results elevated the nighttime appearance to resort level. I could not be more pleased."

- Selena Einwechter







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