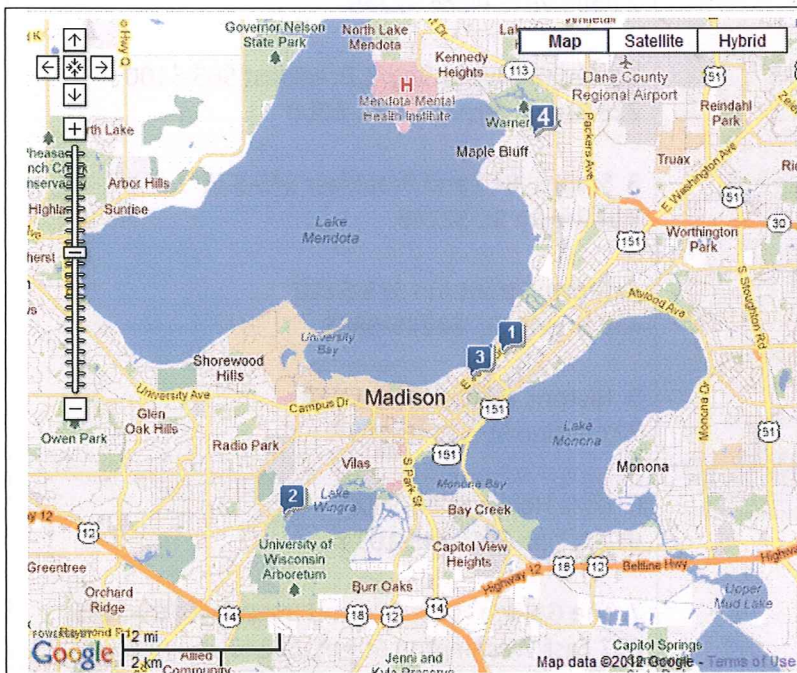


B&B analysis between four Midwestern college towns: Madison , Ann Arbor, Iowa City, Urbana-Champaign done in winter 2012. Conclusion: Madison is in short supply of B&B facilities. This is particularly striking considering Madison has a larger population and is the also the State Capitol. Conclusion: Madison needs more B&Bs.

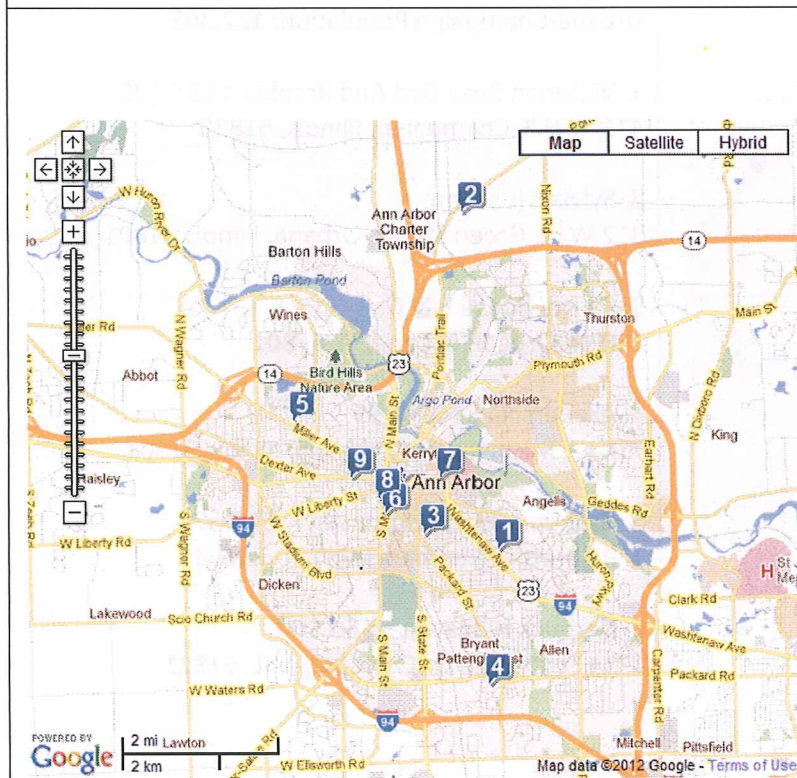


B&B distribution - Madison

Madison population: 233, 209

1. Livingston Inn \$150-\$300
752 E. Gorham Street, Madison, WI 53703
2. Arbor House \$125-\$230
3402 Monroe Street, Madison, WI 53711
3. Mansion Hill Inn \$200-\$350
424 North Pinckney Street, Madison, WI 53703
4. Annie's Bed and Breakfast \$189-\$209
2117 Sheridan Drive, Madison, WI 53704

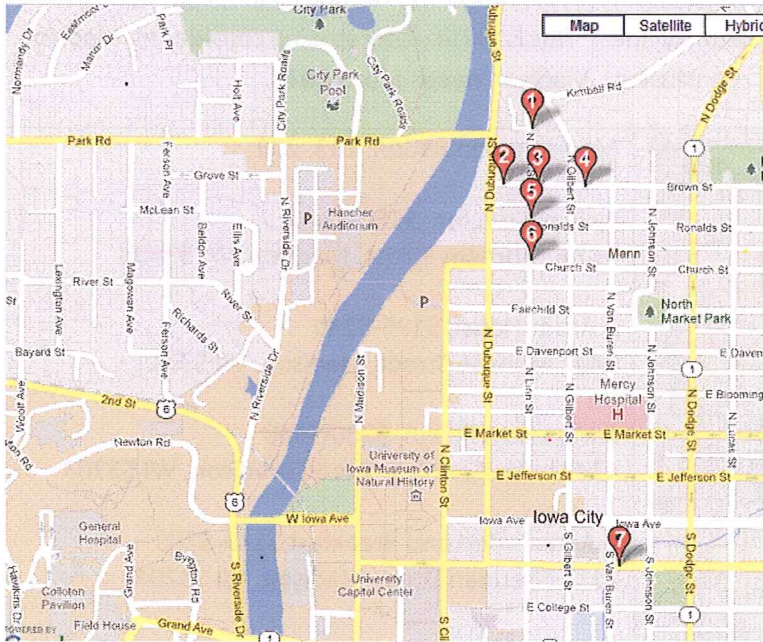
Mendota Lake House rate: \$75-\$165
704 E. Gorham Street, Madison, WI 53703



B&B distribution – Ann Arbor

Ann Arbor population: 113,934

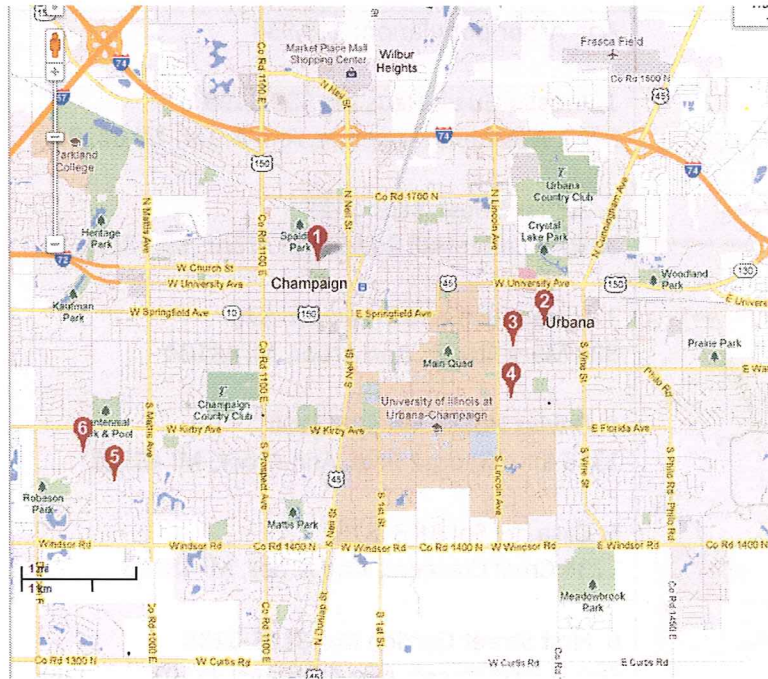
1. Vitosha Guest Haus Inn \$89-\$199
1917 Washtenaw Avenue, Ann Arbor, MI 48104
2. Stellar House B&B \$125
3990 Gleaner Hall Road, Ann Arbor, MI 48105
3. Library Bed and Breakfast \$75
808 Mary Street, Ann Arbor, MI 48104
4. Davies House Inn \$80-\$160
1355 King George Blvd, Ann Arbor, MI 48108
5. Casa del Sol B&B \$75
1234 Creal Crescent, Ann Arbor, MI 48103
6. First Street Garden Inn \$165-\$185
549 S. First Street, Ann Arbor, MI 48103
7. Ann Arbor Bed & Breakfast \$139-\$239
921 E. Huron Street, Ann Arbor, MI 48104
8. The Burnt Toast Inn \$100-\$185
415 West William Street, Ann Arbor, MI 48103
9. Washington House \$250
516 W. Washington, Ann Arbor 48103



B&B distribution – Iowa City

Iowa City Population: 67,862

- 1.A Bella Vista Place Bed & Breakfast \$60-\$125
2 Bella Vista Place 52245
2. Mission House Bed & Breakfast \$65-\$100
228 Brown Street 52245-5800
3. Smiths' Bed and Breakfast \$45-\$75
314 Brown St. 52245
4. Brown Street Inn \$75-\$110
430 Brown St. 52245-5805
5. Historic Phillips House \$68
721 N Linn St 52245-1937
6. Koza House \$400-\$600
619 N Linn St 52245-1934
7. The Golden Haug Bed and Breakfast \$83-\$135,
517 East Washington Street, 52240



B&B distribution – Urbana-Champaign

Urbana-Champaign Population: 122,305

1. Victorian Rose Bed And Breakfast \$95-\$75
411 W Hill, Champaign, Illinois, 61820
2. Sylvia's Irish Inn
312 West Green Street, Urbana, Illinois 61801
3. Shurts House B & B
710 W. Oregon Urbana, IL. 61801
4. Akademika \$149-\$199
714 W. Michigan Ave, Urbana, Illinois 61801
5. Grandma Joan's Homestay, : \$50-\$70
2204 Brett Drive Champaign, IL. 61821
6. Norma's Hideaway, : \$50-\$60
1714 Scottsdale Dr.Champaign, IL. 61821