

Lynn Caster Celebrates Reopening of Bed and Breakfasts After Wrath of Hurricane

Written by Australian Business

BOSTON, MA, September 12, 2013 /24-7PressRelease/ -- [Lynn Caster](#) is the proud owner of The Rose and Lilac Inn, a quaint bed and breakfast located on the coast of Massachusetts. Caster admits she would not know what to do if disaster struck and The Rose and Lilac Inn was damaged or destroyed. But, for some bed and breakfast owners, this fear became a reality last year.

Caster is extremely pleased to see that those owners on the Jersey Shore are letting vacationers know that they are back in business via a recent [article](#) from the Press of Atlantic City.

Last October, Hurricane Sandy ripped through the Jersey Shore, severely damaging multiple bed and breakfast locations including the Candlelight Inn. This particular inn, owned by Bill and Nancy Moncrief, suffered \$20,000 to \$30,000 in roof damage. As a result, the owners say "business virtually disappeared after the storm."

"As a bed and breakfast owner, I just can't imagine the pain and despair the owners of the Candlelight Inn, as well as multiple others, felt," said Lynn Caster. "When natural disasters strike and ruin properties, it's a hard feeling to comprehend. I feel very fortunate that I have never had to undergo this kind of emotional trauma," she added.

A significant decrease in business was seen not only by Bill and Nancy Moncrief but multiple other owners of inns across the Jersey Shore. In an attempt to bring attention to the one-year anniversary of the destructive hurricane as well as increase business, Jersey Shore bed and breakfast owners are partnering to launch a "Back Inn Business" Campaign. The marketing strategy will attempt to attract vacationers by offering various incentives including decreased room rates for the month of October.

Currently there are 26 inns participating in the campaign. Each owner and innkeeper involved is hoping that the campaign will bring attention to the fact that these inns have recovered from the wrath of Hurricane Sandy and are ready to accommodate guests traveling in the area.

Candlelight Inn owner Nancy Moncrief says that the campaign is a way to recognize that the Jersey Shore went through a difficult year but managed to make it through some extremely tough times, and the inns are now open and ready for business.

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"I think this is a wonderful way to promote the inns in the area. I hope each bed and breakfast in the Jersey Shore sees increased business this year, in order to make up for the losses suffered last October. Though I'm not there, I am showing my support from Massachusetts, as a fellow bed and breakfast owner and person in the travel and tourism industry," said Lynn Caster.

ABOUT:

[Lynn Caster](#) is the owner and operator of The Rose and Lilac Inn, a charming bed and breakfast located in a quaint, coastal town in Massachusetts. Caster is an advocate of natural and organic living and is committed to providing her guests with healthy dining options as well as additional amenities. Caster is a certified yoga instructor and offers classes at her inn as well as on the nearby beach. She is passionate about the travel and tourism industry and tries to make each guest's stay at The Rose and Lilac Inn as inviting and pleasurable as possible.