



Join us today!

List your property
with Farm Stay UK



Farm Stay UK – Promoting farm
& countryside accommodation

Welcome to Farm Stay UK

Join Us! Like you, we are firmly rooted in the countryside and, like you, we understand the importance of community. We have 40 years of experience, we remain a NOT-FOR-PROFIT co-operative owned by our members, for our members. This means every penny is put into marketing and promotion and not the pockets of shareholders, major international companies or directors.

The benefits

As a member, you will receive plenty of benefits. Farm Stay UK have recently invested in a brand-new website, where your accommodation will be listed alongside others in your area; holidaymakers can easily find you through our quick and easy 'destination or activity' search engine.

And the extra 'soft' benefits

A 'national community', our members span the length and breadth of the country yet we provide a close-knit network of support through Farm Stay UK Groups. Members value the friendship and support of fellow farming and countryside families – often exchanging experiences, ideas and best practice. It's what life in the countryside is all about. Members are also offered ongoing support, industry advice and training as part of their membership.



Bed & Breakfast



Self-Catering



Countryside Breaks



Glamping

Why Farm Stay UK?

Unlike other holiday companies we take NO commission.

You pay a one-off annual fee, and ALL money is reinvested to promote your accommodation or rural holiday. Your opinion matters - as part of Farm Stay UK, you will have a voice. From the top down, your views and opinions will be integral to decision making on farm and tourism policy on a national level.

Farm Stay UK holiday makers enjoy exploring all that our beautiful land has to offer, and they genuinely care about what happens in our countryside. We actively promote that every Farm Stay UK holiday goer, directly contributes to the rural economy keeping our green and pleasant land the way it was intended.



Glamping

Why go anywhere else?

Go Farm Stay UK and Join Today.



Membership

Our new website is where all members advertise their properties, whether B&B, Self-Catering, Glamping or Camping. It is important to maintain a good website with good quality photos to show your property at it's best advantage, encouraging people to come and stay. Promoting the countryside is so important to Farm Stay members.

There is an annual subscription based on the number of bedrooms for B&B or units for Self-Catering and Glamping. There is no commission charged by Farm Stay.

Each new member will be charged £1 for a share in Farm Stay UK as we are a members owned cooperative.

Farm Stay Website



New Members



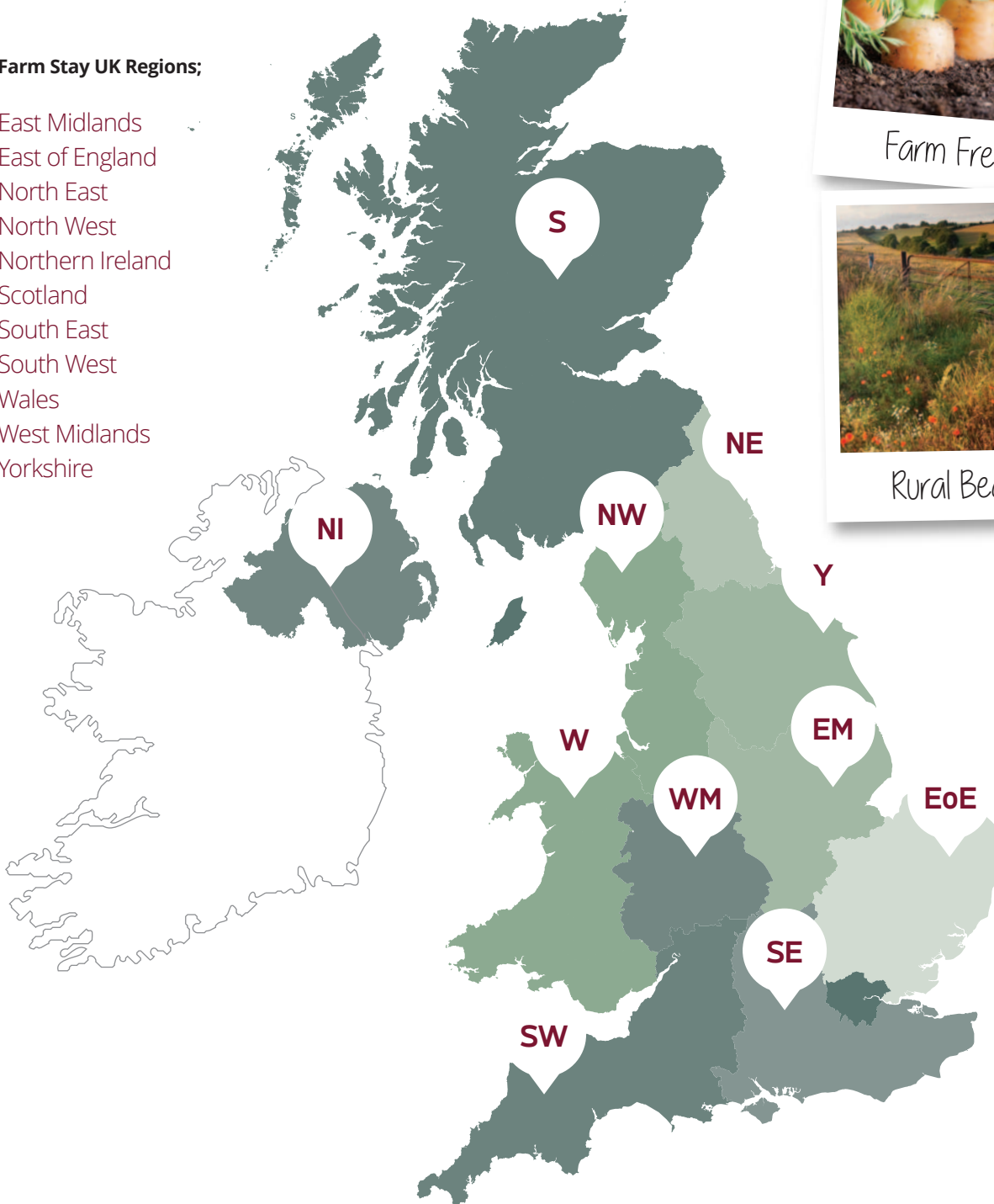
Regions

Farm Stay UK members span the length and breadth of the country. From Scotland's extraordinary beauty, its mountains, its Lochs and its rich heritage; to Cornwall's fine sandy beaches, quaint harbours and its breath-taking scenery, and every part of our glorious countryside in between, our members welcome guests wanting to experience rural living at its very best.

Our members love to share their passion for the countryside with our guests and, in return, holidaymakers simply love to book through Farm Stay UK time and time again. An impressive number of visitors will book more than once with Farm Stay UK proving our guests are loyal customers.

Farm Stay UK Regions;

- East Midlands
- East of England
- North East
- North West
- Northern Ireland
- Scotland
- South East
- South West
- Wales
- West Midlands
- Yorkshire



Feed the Animals



Farm Fresh!



Rural Beauty

Member Testimonials

Don't just take our word for it. We have 100's of members who run very profitable businesses with FSUK, many who will happily share their experiences with you.

"FSUK really does have the property owner's best interest at heart and the member benefits saved me over £1000 last year on running and managing my property. These savings more than covered my annual FSUK fee. I've been a member for many years and would highly recommend them over any other company or going it alone."

Property Owner with Farm Stay UK

"I can highly recommend becoming an FSUK member. There are a valuable range of member benefits, I can save money on a whole host of products and services, and I can access advice and support through the FSUK regional network if I need it. FSUK does all the hard work marketing my property allowing me to focus on running my business."

Property Owner with Farm Stay UK



Website

Over 500,000 people visit the Farm Stay UK website annually, with 88% of the visitors originating from the UK and 56% viewing from a mobile. In 'Natural' Google searches we rank Number 1 for terms such as 'Countryside B&B', 'Stay on a Farm' and 'Farm Holiday'. We also rank highly for searches for 'Properties with an Indoor Pool', 'Glamping with a Hot Tub' and 'Working Farm Holidays'.

We invest in social media too across both Instagram and Facebook. We run a number of Facebook campaigns promoting Half Term Breaks, Autumn Breaks, for example, which generate a significant number of views.

We also run a series of partner competitions to boost 'Likes' and raise engagement. We plan further investment in Content, Facebook and Google Ad campaigns.

The data we gather from our website and social media activity forms part of the research we use to gain a clear idea of consumer opinions and trends. We share this data with members, meaning, if they so wish, they can respond to changing trends.



Build your membership online at
farmstay.co.uk/join

Social Media

Instagram Farm Stay UK

🌳 Wake up to the countryside!
🚗 Stay on a farm for magnificent views, fresh air & great local food.
#BookDirect with our members and save!
www.farmstay.co.uk

Follow us on Instagram

@farmstayuk



Facebook @FarmStayUK

Helping your accommodation and Farm Stay UK to connect to the world through our thriving Facebook community.

Like our page! Invite your friends.
@FarmStayUK

Like us on Facebook

@FarmStayUK



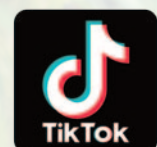
TikTok @farmstayuk

🌳 Wake up to the countryside!
🚗 Stay on a farm for magnificent views.
🏠 Self-catering cottages, B&Bs, and glamping

#farmstayuk

Follow us on TikTok

@farmstayuk



Membership Benefits



Outdoor Living

- NOT-FOR-PROFIT co-operative owned by our members, for our members
- Unlike other holiday companies, there's no commission charged on bookings
- The brand new FarmStay.co.uk is the UK's only site dedicated to the promotion of farm and countryside accommodation
- Exclusive discounts with some of the UK's leading soft furnishers and providers
- Regular newsletters, to include news, updated policies, offers and industry reports
- Access to an online forum, to discuss ongoing issues, news, policies and advice with other property owners
- Access to additional support and training, including how to utilise the website to update their own listings
- Ongoing support, advice and guidance from our Management Team
- Access to an online downloadable version of the accommodation brochure



Countryside Cottages



Business Stays

Membership Details

Marketing

- Property entry, with location and map searches including photo gallery (at least one of which must be the exterior of the property), on the FSUK website with options for additional pages, personal web page link and regional/county microsites with proven results and statistical reporting
- On-going national advertising campaign, plus the opportunity to participate in promotions, press trips and exhibitions
- Major press and social media coverage
- The right to use the brand with our high-profile awareness (signifying quality, standards and security to the customer) - extensive exposure guaranteed by widespread use by members (gate post signs, advertising etc.) and by FSUK in our promotional activities
- Online availability and links to various online booking systems
- Availability Chart synchronisation with major booking engines to minimise duplication and save time

Other

- Friendship and support of fellow farming and countryside families - exchanging experiences, ideas and best practice
- Regular newsletters providing business updates etc
- An important meeting point including focus at Regional Meetings and National Conference
- Management team support, advice and guidance
- Access to an extensive central database
- A lobbying voice in decision making on farm tourism at a national level

Who are Members of Farm Stay UK?

- Members are individuals, businesses and independent families who offer hospitality to visitors either in a farmhouse or countryside property as Bed, Bed and Breakfast (with or without evening meal), self-catering in cottages, converted farm buildings, camping barns or caravans & campsites, yurts, shepherd's huts, eco pods, wigwams and other glamping products
- Members are encouraged to join local Farm Stay groups who work together to provide advisory and referral services that further enhance the benefits to customers and operators alike

How to join FSUK

You are just a few clicks away from joining the UK's Biggest and Best rural and countryside holiday company.

Your accommodation is advertised, and all the hard work is done for you, except for listing, and with a wealth of member benefits you will probably cover the cost of your membership simply through the benefits available to you.

Don't delay, join Farm Stay UK today!



Join us today online at
farmstay.co.uk/join



9 Member USP's

1. **You can increase your income**
2. Over 500,000 people a year visit the FSUK website
3. We are found on page 1 of Google
4. No need to promote yourself, we can do it for you in one single annual fee
5. **We don't take commission on your bookings – whereas other agents do!**
6. Your accommodation is promoted online, at shows and at national events
7. A specialist promoter of farm and rural holidays since 1983
8. **We are a not-for-profit organisation working for the mutual benefit of our members, NOT for our own profits**
9. Numerous Membership benefits and discounts on products and services with our partners

To join FSUK today, visit
farmstay.co.uk/join

or call 0247 669 6909 | email admin@farmstay.co.uk