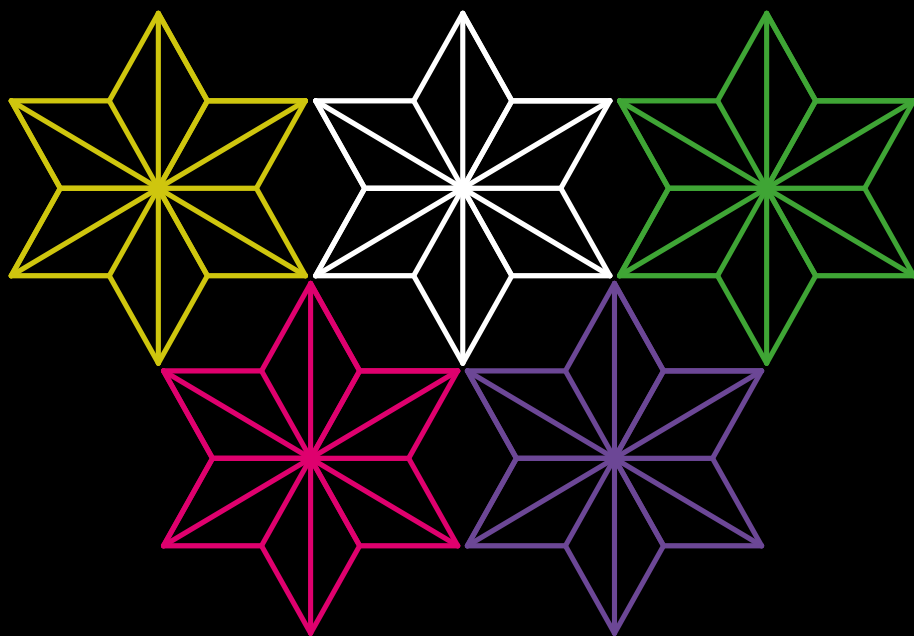


# *Join Our Collection*



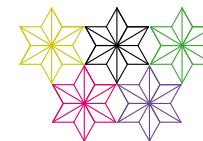
WELSH   
*RAREBITS*®  
Collection



# NO ORDINARY HOTELS

*The Welsh Rarebits Collection is no ordinary tourism marketing scheme. Our credibility is built upon 'above and beyond' quality and personal service, brilliant attention to detail and hands-on hosts who care. Membership is by a coveted invitation only. That's not to say that we don't want to be contacted by you, if you feel that your property would suit our collection, we'd love to hear all about it!*

*Although the collection personifies excellence, variety and choice, certain common factors apply. Bespoke high standards and market leading hospitality are in the Rarebits DNA, separating the best from the rest.*



JOIN OUR COLLECTION





# OUR JOURNEY... SO FAR

We are certainly not the new kids on the block...  
*The Welsh Rarebits Collection was born before Live Aid, a pint cost 80 pence and mortgage interest rates were 11%. We have a passion for real hotels and genuine hospitality, and curate a hand-picked collection of luxury independently owned hospitality businesses who helped us celebrate our 30th Anniversary in 2015.*

We believe that the personality of the properties is just as important as the personality of its owners. The collection is a million miles away from the corporate mentality of ticking boxes and awarding stars but immersed in the art of 'Croeso' – Welcome.

We've evolved and grown over the years from what started life as an eclectic collection of traditional country houses to now include classy townhouses, boutique secluded hideaways, cosy traditional inns, famously foodie eateries, destination hotels and cool coastal boltholes complete with luxury spas. The collection is now much more than the sum of its parts, in 1994 the collection developed with the launch of our sister brand, The Great Little Places Guide, a selection of Wales' finest small hotels, inns,

farmhouses, restaurant with rooms and guest houses. Under new ownership of ex hotelier Mike Morgan, the collection has continued to grow and flourish.

In 2013 The Rare Hideaways Guide become the third addition to the Welsh Rarebits family representing the very best in the self-catered market from historic mansions to cosy miners' cottages and tasteful barn conversions.

The Welsh Rarebits Collection is now recognised as the definitive collection of the best places to stay in Wales and beyond.

JOIN OUR COLLECTION

# INDEPENDENT & UNIQUE

*with a story to tell*



Mick & Nia Taylor,  
Y Talbot

“We became a member of Welsh Rarebits three years ago because it complimented our image as a quality Welsh inn and gave us access to a large pool of new customers. Membership has fulfilled our hopes with frequent references to Welsh Rarebits by staying guests and a very strong take up of the high quality brochures by guests visiting our pub and restaurant. We have also seen a useful and growing source of business from tour operators.”



“We were in the Welsh Rarebit group under The Great Little Places from the first brochure and once we had upgraded Castle Cottage in 2004 it was an obvious move to upgrade to the best consortium in Wales — Welsh Rarebits. The move has without doubt enhanced our business, especially with overseas clients.”

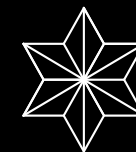
Glyn & Jacqueline Roberts,  
Castle Cottage

“We value being part of a select, hand picked group of personally run businesses within Great Little Places. Visitors to the website or readers of the guides instantly know they can expect a quality property with personalised service. It's great to get so many international guests through the international touring programme and we value the service provided by the great team in the office.”

Alan & Jane Rees-Baynes,  
Elm Grove



JOIN OUR COLLECTION



*What we look for...*

**INDEPENDENTLY  
OWNED & PERSONALLY  
OPERATED PROPERTIES.  
WARM, FRIENDLY &  
INVITING HOSTS.  
UNCOMPROMISING  
STANDARDS & QUALITY.  
MEMBERS WHO LIKE  
TO GET INVOLVED &  
COMMUNICATE WITH US.  
PASSION & COMMITMENT.**

JOIN OUR COLLECTION



# THE BENEFITS



## MARKETING AND SOCIAL MEDIA

Our marketing strategy incorporates all of our brand members as well as following themes associated with the tourism industry, local and national events and popular trends which we react to on a daily basis. We use a combination of digital and print marketing tools to execute our strategy. We regularly communicate with our live database of 'Rare Members', sending weekly e-newsletters, updating our popular blogs with useful independent travel tips and advice, regular competitions and running campaigns on social media sites including Facebook, Twitter, Instagram and Pinterest. By constantly engaging with our fans and followers, we keep the conversation going, increase loyalty and generate real leads.



JOIN OUR COLLECTION



## DYNAMIC WEBSITE

Each member has their own dedicated home on the website, a selection of gorgeous high resolution images showing off your best bits, a bespoke write up in keeping with the style of the brand values, your direct contact details including a dedicated free phone number which tracks the direct calls you receive. The website's dead easy to use booking engine allows your own in house software or Channel Manager to link, take bookings and communicate with guests seamlessly. You can of course upload your inventory and control your rates manually if you'd rather. The website records the crucial statistics which are summarised and emailed to you every month, giving you a breakdown of visitor numbers, click throughs, phone calls and bookings. You'd also have a log in to the website allowing you to keep up to date with Collection News, download logos, access the Rare Partner preferred supplier directory and monitor live and historical statistics as well as manage your availability and bookings.

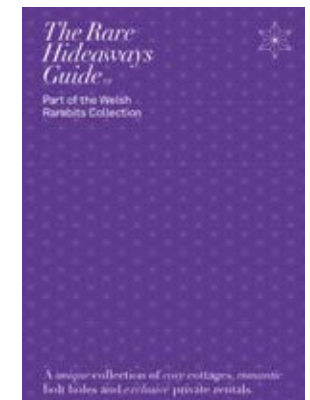
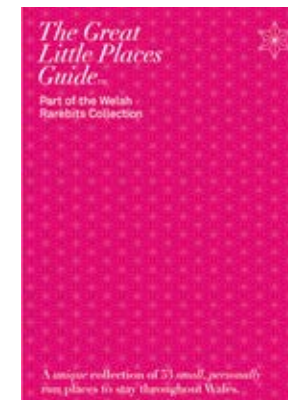
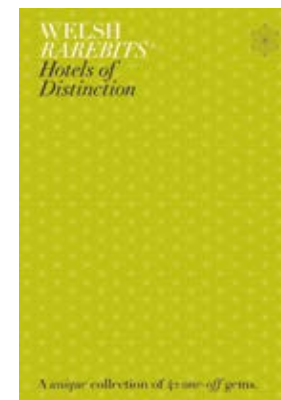
## LOYALTY SCHEME ... RARE MEMBERS

Repeat business is the best business. We have a vast network of brand loyal Rare members who consistently seek out and book Welsh Rarebits Collection properties, purchase gift vouchers and provide in-valuable feedback which helps us to continuously exceed their expectations.

## OUR ICONIC BROCHURES

Over 100,000  
copies distributed  
every year.

*We love digital technology, but we also love the feel of a high quality brochure, always in the glove box, in your hand and on your coffee table. Our customers agree with us. Each brochure is printed and bound in the highest quality and is distributed free of charge to our vast database, tourist information centres in Wales and England, Visit Wales and Visit Britain offices around the world, key attractions across the country including art galleries and woollen mills, Cardiff International Airport as well as at each member properties throughout the collections.*

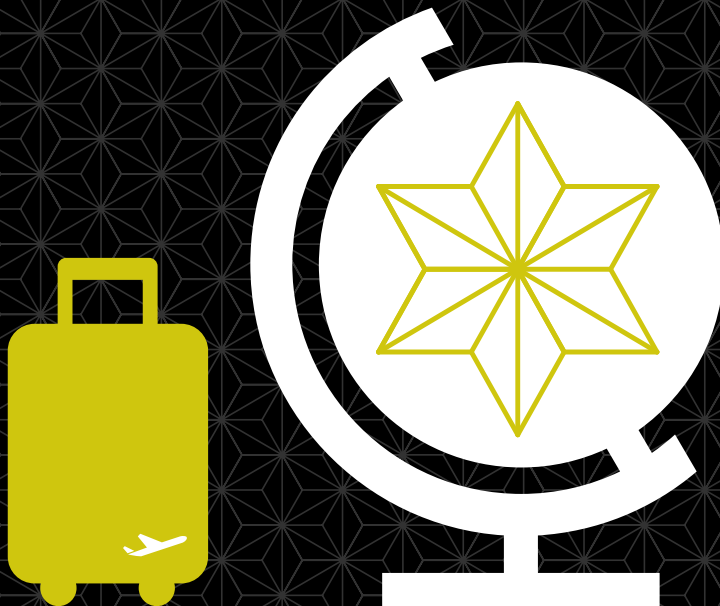


JOIN OUR COLLECTION

# SERVICES

## Rare Travel

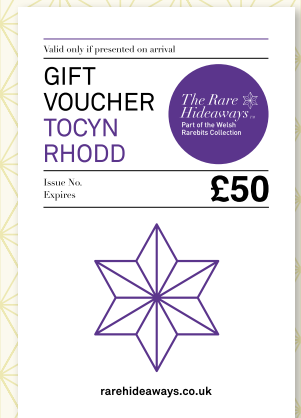
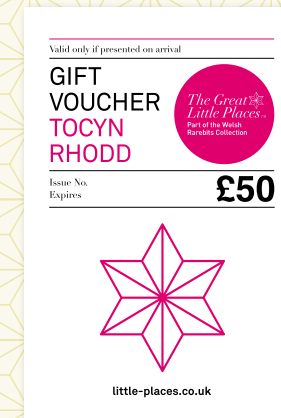
*We have a well-established network of high end overseas Tour Operators, European travel agents and wholesalers who feature our properties in their UK programmes targeted towards the European and North American markets. We collate rates from each member and pass these confidentially onto our overseas partners. This business is on request only and is generated from the Welsh Rarebits Collection office direct to you. Every year we place several million pounds worth of valuable high spending overseas business into our membership.*



JOIN OUR COLLECTION

## Gifts

*Gift vouchers and experiences can be bought in three ways, downloadable e-vouchers available 24/7 from the website as instant gifts, smart printed vouchers purchased online and posted either to the purchaser or direct to the recipient and by telephoning the Welsh Rarebits Collection office. The fact that our gift voucher sales continue to grow by an average of 20% year on year shows how trusted they are.*



JOIN OUR COLLECTION



# FUN STUFF



## EVENTS

*We hold a glamorous annual meeting and gala dinner every November. There is always a large attendance and is a great opportunity to meet and network with like-minded Welsh Rarebits Collection members and our trusted preferred Rare Partners. We also hold facilitated regional meetings and 'Rare Nights Off' as an opportunity to meet and discuss with members the topics that are important to you.*



## STAY & DINE

*A valued key benefit of membership is that owners and key staff of fellow Welsh Rarebits Collection properties have the opportunity to stay at any of each other's properties on a complimentary B&B basis. It's a great way to pick up brilliant new ideas, share best practice, learn from other successful professionals in your industry and enjoy some down time in the best Boutique hotels in the country.*

JOIN OUR COLLECTION

# INDUSTRY CONNECTIONS

*We work with several preferred partners in different areas of hospitality and have negotiated bulk purchasing prices exclusively for Welsh Rarebits Collection members. These partners range from toiletries to bank brokers, food & beverage to linen suppliers. Each partner has their own listing on your member's area with details of their products and services, price list and contact details.*

Another partner organisation that we work with for the Collection is The AA Hotel Guide. We share reciprocal links on our websites as well as The AA offering our collection members discounted joining rates and added benefits including dedicated training days.

We also work with industry partners such as Visit Wales, Visit Britain, UK Inbound and UK Hospitality on a national and international level.



## AFFILIATES



Croeso Cymru  
Visit Wales



JOIN OUR COLLECTION

# JOIN US



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*Membership of any of the Welsh Rarebits Collection brands is strictly by invitation only. If we have not approached you in the past or if you are a new owner please contact our team to have an initial chat, we can introduce you to the Collection and then arrange a visit to your property.*

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Following our visit, and assuming we like each other and want to get further acquainted, you will then be formally invited into the family. We'll need some beautiful images from you and we will create an original write up to present in our brochure and online.

If you'd like to learn more about becoming a part of the Welsh Rarebits Collection please get in touch, we love to talk and be given the opportunity to see your lovely property first hand.

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*For more information*

+44 (0)1570 470785

[info@rarebits.co.uk](mailto:info@rarebits.co.uk)

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*To arrange a visit*

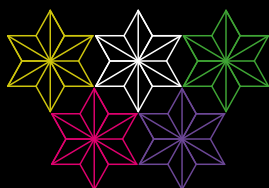
+44 (0)1570 470790

[joinus@rarebits.co.uk](mailto:joinus@rarebits.co.uk)

*Follow us*







Welsh Rarebits Collection

WELSH   
*RAREBITS®*  
*Hotels of*  
*Distinction*

*The Great*   
*Little Places*  
*Guide™*

*The Rare*   
*Hideaways*  
*Guide™*

*Gourmet*   
*Wales™*