



Farm Stays and Workshops

Brief History

- started farming the Manzanita Ridge land in 2006 with honeybees and a big vegetable garden
- not easy to make a living on farm products alone
- took a job with UCCE for 4 years – quit in 2012 to return to the farm full-time



Start of Agri-tourism

- Started hosting with Airbnb in 2012
- nightly rental of cabin at other end of farm
- hosting kayakers in glamping situation during peak river flows and events
- on farm beekeeping and permaculture classes

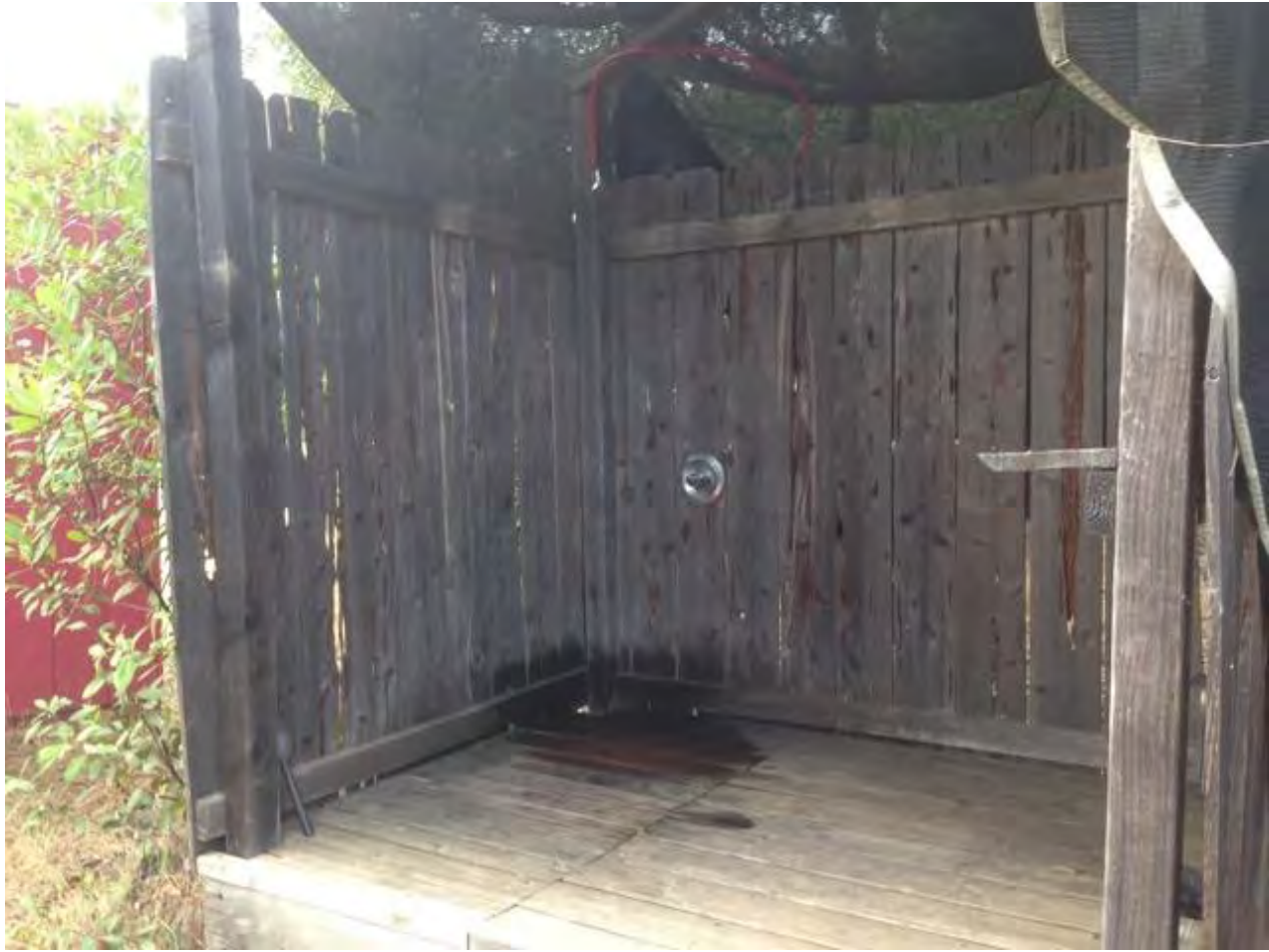


Managing Guests Expectations is KEY

- Use photos and a concise detailed description
- DO NOT SUGAR COAT your description
- describing your space so that guests will come expecting what they get can be difficult with non-traditional situations like a trailer on a farm...
- have a friend who is not as familiar with your farm help you edit your listing









Tips for starting out

- Availability
 - Make it very clear how available you will be.
Many if not most farm guests will expect a ‘farm-tour’ when staying on an airbnb on farm.
 - Make it clear that you are not offering this, at least not for free.

Pricing

- Review other listings in your area to set your price.
- Start with a lower price than you think the listing is worth until you get some reviews.
- If you want the maximum number of bookings, make your listing the cheapest for what it is.

Cleanliness is Queen and King

- Keep everything clean and tidy
- Clean up immediately after the guests leave to be ready for the next guest
- Check the guest space again immediately before the next guests arrive
- Setting a low cleaning fee makes guest expectations more manageable

Use initial reviews to make adjustments

- First dozen or so guests will help you adjust your description and know what photos to post.
- Add/remove photos and edit your description based on how your guests expectations meet up with what they encounter.





Again, Manage Expectations!

- Striving for perfection in hosting is about managing expectations!
- Be genuinely kind to your guests
- Keep editing your listing until you portray what most guests will perceive during their stay
- NEVER cancel a reservation!



Neighbors

- Make sure the directions to your stay are explicit
- Post signs on the roads if necessary
- Don't let your guests end up at your neighbors house
- Let your neighbors know what you are doing

Insurance

- Maintain Farm Liability Insurance
- Always host through a platform such as Airbnb
- If your description is accurate and you have a claim, you won't have a problem.
- Never host overnight guests without using an online platform.

Regulations

- Sign up for your county's TOT tax program immediately
- Check to be sure there are not special rules governing hosting in your city

Workshops

- Most of the same issues apply to workshops as to hosting overnight stays
- Manage expectations by practicing your class with friends or family before you sell it
- Provide seating







Thank You

