A young child with blonde hair, wearing a red jacket, is feeding a grey donkey in a grassy field. The child is holding a piece of green fruit, and the donkey is leaning its head towards the child's hand. The background shows a line of trees with some autumn-colored leaves. The scene is set in a natural, outdoor environment.

Hospitality on the Farm

the Five Star Customer Experience

It's all about:

- Presentation – your farm
- Amenities – **what's necessary**
- Managing and exceeding guest expectations

Farm Presentation

1. Your website (very first impression!)

- Easy to find information
- Easy to contact
- Easy to buy tickets or reserve lodging

Easy = welcoming





Leaping Lamb Farm Stay



Alsea, Oregon

Home

Farm Stay

About the Farm

Activities

News & Media

Testimonials

Farm Blog

Design a clean website

Scottie & Greg Jones

20368 Honey Grove Road
Alsea, OR 97324

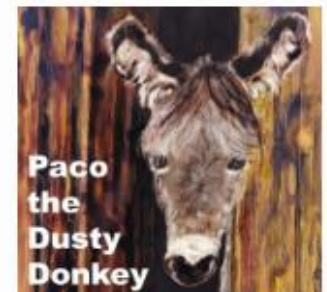
Phone/Fax: 541-487-4966

info(at)leapinglambfarm.com

check availability
or
make reservation



- Navigation
- Photos
- Copy





Leaping Lamb Farm Stay

Alsea, Oregon

Questions? 541-487-4966

FARM STAY

FARM GIFTS

GIFT CERTIFICATES

USD (\$)

TUESDAY, JUNE 28, 2016

FARM STAY

1 night for \$250.00

OCCUPIED

[TRY A DIFFERENT DATE](#)

[Click here to check availability](#)

Our farm stay promises a retreat from the stresses of city life. Enjoy the privacy of a self-contained cabin, including: two bedrooms with queen-sized beds; a full bath; complete kitchen and eating area; large, airy living room with a double-futon couch; and, multi-level deck with views overlooking orchards and pastures.

Wall heaters, a propane stove, and Pendleton blankets will keep you warm in the winter; ceiling fans, large windows, a shaded deck, and the year-round Honey Grove Creek will keep you cool in the summer.

Continental breakfast includes: juice, milk, breads, fruits, coffee/tea, cereal, waffles/pancakes, and anything else that gets thrown into the fridge depending on the season. Cupboards have all the basics in terms of sugar, salt & pepper, seasonings, honey, flour, oils, etc. You are more than welcome to buy eggs and other produce from us, as available, to add to your meals. Alsea's Mercantile has additional food supplies, as do several seasonal road stands in the area.

The kitchen is fully equipped with appliances, utensils, and basic condiments. A washer and dryer are also provided in the cabin for your use.

Stays of one-night only are charged an additional \$25.00 premium.

If you are booking with only ONE (1) day advance notice, please call the host for confirmation as your deposit expires.

[View 3-Month Calendar](#)

Today	May	JUNE	Jul			
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

legend: Arrive Depart no vacancy [Need Help?](#)

ARRIVE	DEPART	NIGHTS	GUESTS
Tue, Jun	Wed, Jun	1 ~	1 ~
28 ~	29 ~		

YOUR RESERVATION

Your reservation is empty. Please select a room or retail item to continue.

[Need Help?](#)

Automate reservations/event tickets

2. Your Farm Entrance (from the road)



- Your on-farm presentation starts here
- You set **guests' expectations** here too

3. Introducing Guests to Your Farm



- Greeting - person vs. signage
- Signage/written farm facts - how things work, where things are
- For overnight guests – “danger tour”



- Setting expectations at the beginning creates a positive experience going forward
 - Guests relax
 - Tends to reduce liability and accidents (*usually within 30 minutes of arrival)

Amenities



- Different depending on size of operations but focus on guest comfort and needs

Hay Mazes, Pumpkin Patches, Festivals



- Parking and potties - #1 concern
- Concessions – food and drinks
- Signage – directional, informational, safety
- Safety officers – traffic control, lost children, emergencies
- Enough and friendly staff – to handle problems
- Photo ops/take-aways – reminders to share

U-Pick and Farm Stands

A group of people, mostly wearing raincoats, are gathered in an orchard. In the foreground, a person in a bright yellow raincoat is seen from behind, looking towards a group of people. To the left, a large tree is heavily laden with red apples. In the background, there are rolling hills and a cloudy sky. The scene is outdoors and appears to be a U-pick farm stand.

- Shade/rain structures – guest comfort & safety
- Seating – stay awhile
- Informational signage – how to, rules, pricing
- Supplies - buckets/bags/scales
- Parking and potties – even for small groups
- Water or hand-cleaning stations – urbanites look for this

Weddings

- Backdrop locations for photos – setup or plant
- Changing area(s) – for wedding party
- Parking and potties – clear signage, clean
- Access to electricity – other types of lighting
- Hostess or point person – help, answer questions
- Even ground at ceremony site

Farm Stays

- Clean facilities - bathrooms, bedrooms, kitchen, communal areas – no hair!
- Good bedding/linens - sheets, pillows, mattresses, towels
- Boots – extras appreciated
- Clear communications: farm rules, chore times, accessible/off-limits areas identified
- Farm host on site

Managing and Exceeding Expectations



- Not actually that hard to do since the farm will likely provide a ‘wow’ experience all on its own

Major concerns of guests

- What to expect (i.e. comfort and familiarity)
 - Will it be [dirty](#)? (click link to watch video)
 - Will it be [boring](#)? (click link to watch video)
 - Will I have to [work](#)? (click link to watch video)
- Lack of 'connection' to the outside world (this can go two ways)
- Safety – emergency services, animals, equipment, countryside

Manage Expectations by...

- Handling problems immediately – have a plan
- Treating guests the way you would want to be treated

Exceeding Expectations (Going Above and Beyond)

It's the little things that add up...

- Photo contests
- Recipes
- Classes: cooking, weaving, cheese/soap-making, crafting
- Hands-on opportunities
- Insider recommendations about local food/wine/restaurants/things-to-do/driving routes
- Hand-written thank you notes (farm stays, classes)
- Friendly staff/farmers – who are you and why do you do this – make a connection

In my case...it's the fairy houses in the forest



What makes guests want to come back?

- 
- A photograph of three children (a boy in a green shirt and a girl in a pink shirt) standing behind a metal fence, looking at a large group of sheep in a pen. The scene is outdoors, likely at a farm or petting zoo. The sheep are of various colors, including white, brown, and black. The background shows a wooden fence and some greenery.
- Their kids enjoyed it
 - They learned something
 - They were able to relax
 - It was better than they expected
 - It was fun
 - They were welcomed and thanked

A photograph of a woman and a young child interacting with a lamb on a farm. The woman is kneeling on the right, smiling and hugging the lamb. The child is standing on the left, looking at the lamb. The lamb is white with a green tag on its ear. The background is a grassy field.

Agritourism = hospitality on your farm
Make it a Five Star Experience!

Feel free to contact me:

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