



OUR STORY



The Highway Inn - Burford

OUR MISSION

POWER TO THE PUB

Our mission is to inspire a new way to stay. We want those looking for a break to choose to Stay In A Pub.

We're creating a new movement in the pub industry – one that's giving landlords and pub owners the power to thrive. By forging strong partnerships, providing incentives and offering guidance, we're boosting business and opening up new revenue streams while establishing a loyal following for this well-loved British staple. Stay In A Pub is protecting and promoting the great British pub – one room at a time.





The Mason Arms - South Leigh
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OUR VALUES

The heart of any brand. Our values set out what we believe in and what's truly important to us. The truths behind these values are the little things we do that make us who we are, the things that make us real.

OUR VALUES

PASSIONATE
CHARISMATIC
CHAMPIONS

A photograph of a traditional pub interior. A large fireplace with a stone surround contains a bright, crackling fire. The mantelpiece is made of dark wood and holds several sets of antlers. To the left, a stack of logs is visible. In the foreground, a wooden table is set with a dark beer, a plate of food, and a lit candle in a green holder. The overall atmosphere is warm and inviting.

PASSIONATE

FOR THE LOVE OF THE PUB

We are passionate about the Great British Pub. By celebrating the unique heritage of pubs and promoting the growing popularity of pubs with rooms, we will boost the perception of this alternative stay experience.

- Dedicated to the pub
- Enthusiastic about preserving the Great British Pub
- Curating experiential stays
- Creating a like-minded community
- For people, by people
- Making booking simple and accessible
- Promoting trusted, quality pubs
- Offering personal, attentive service

FRIENDLY AS A LOCAL

We are as warm, authentic and friendly as the pubs we represent. Devoted to forging strong and lasting relationships, making friends is in our nature.

- Inspiring affection & loyalty
- Authentic & real
- Open & honest
- Fun & enthusiastic
- Personable & approachable
- Warm & inclusive
- Not an OTA – we have a soul
- Spirited
- Simple & transparent
- Committed to building strong and lasting relationships
- An extension of the pubs



CHARISMATIC



UNITING PUBS

We are building a movement that protects and empowers the Great British Pub industry by building valued connections and exciting partnerships. By championing pubs with rooms and uniting them for a stronger presence, we capture the imagination of a growing community.

- Industry champions
- Supporting landlords
- Founded by icons of the industry
- Connected
- Associated with leading British tourism organisation
- Starting a movement
- Forward-thinking
- Building on an existing reputation
- Principled
- Educating the pub and the people

OUR UNIQUE PROPOSITION



The White Horse - Chilgrove

Our unique proposition sums us up perfectly. It describes what we're all about and everything we do as a brand should reinforce this. Great British Stays is a new way to explore Britain. A stay in a pub is where you'll find real places, real people and real stays – Great British Stays.

Explore real Britain from the comfort of a Great British Pub. Founded on passion and built on loyalty and character, Stay In A Pub is for people who appreciate true authenticity.

GREAT BRITISH STAYS

Real Places. Real People. Real Stays.



The Highway Inn - Burford

BRAND SUMMARY



GREAT BRITISH STAYS

UNIQUE PROPOSITION

VALUES

VALUE STATEMENTS

TRUTHS

PASSIONATE

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CONTACT

For any additional information
on our brand, please get in
touch.

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CHEERS

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