



Scotland's Best B&Bs

A curated collection of Scotland's finest independent bed and breakfasts · Est. 1996

Welcome to Scotland's Best B&Bs

Scotland's Best B&Bs is a member-led marketing organisation showcasing some of the finest small accommodation providers across Scotland since 1996. Our members are passionate hosts offering guests an exceptional, authentic Scottish experience. Membership is selective and geographically spread, with preference given to properties in areas that complement our existing member base or fill positions of retiring members.

Benefits of Membership

Annual membership is currently £225, giving you access to a well-established brand, commission-free direct bookings and an active community of like-minded hosts.

- Your own property page on a professionally run website, linked to the Freetobook booking system and your own site — enabling commission-free direct bookings
- Social media promotion via Facebook (14,500+ followers) and Instagram (1,100+ followers), with regular features and seasonal campaigns
- Other collective marketing activity, including competitions and group promotions
- A members-only Facebook support group and WhatsApp group — a warm, knowledgeable community to share advice and support
- A members' newsletter with updates, tips and an annual social media calendar

“Within a year of opening my home to guests, I joined Scotland's Best B&Bs. I've learned to make my own marmalade, been inspired to keep hens, and gained photography tips I've used on my website. There's a wealth of knowledge just a message away. When I hear a 'wow' from a guest, it's often from a tiny element I've gleaned from another member. We're not rivals — more a caring, sharing team that never need to feel alone.”

— Lynne — The Auld Post Office B&B, near Thurso

Is Your Property Ready to Join?

Our members represent some of the highest-quality B&B experiences in Scotland, and consistency is central to what makes the collection special. We want to make the application process as straightforward as possible for properties that are a great fit.

Please work through the self-assessment overleaf. If you can confidently tick every point relevant to your property, we would be delighted to hear from you.

Accommodation Size

- Small B&B or Guest House accommodating no more than 12 guests in 5 bedrooms

Regulatory Compliance

- Compliance with current regulations including: Short Term Let Licence, food hygiene certificate issued by your local council, and other relevant safety standards including fire, electrical and gas certification

Accommodation Quality

Our quality benchmark aligns with the standards previously set by VisitScotland and the current AA grading system for high-end 4- and 5-star guest accommodation. In practical terms, this means:

Bedroom Space & Layout

- Access to both sides of all beds, with a minimum clearance of 60–70 cm on each side to allow guests to move freely
- Wardrobe or fitted clothes-hanging space with six quality coat hangers per person
- Bedside table or shelf for each sleeping position, with independently controllable bedside lighting
- Dressing table or equivalent surface with an adjacent mirror, plus at least one comfortable chair or armchair
- Adequate drawer or shelf space; drawers should run freely
- Quality curtains or blinds providing complete privacy

Bed & Mattress Quality

- Minimum bed sizes: single 190×90 cm; double 190×135 cm; king 200×150 cm; super-king 200×180 cm
- Quality pocket-sprung or memory-foam/hybrid mattresses in excellent condition, with a proper mattress protector
- Secure, well-maintained headboard offering a degree of comfort for sitting up in bed
- Fresh linen for every new guest; minimum thread count 200–400 TC pure cotton or percale — 100% man-made fibre sheets are not acceptable
- Two pillows per person with co-ordinated pillowcases; hypoallergenic alternative available on request if feather bedding is used
- Duvet with appropriate tog rating; a choice of bedding available on request
- Bedspreads or throws co-ordinated with the room scheme

Décor, Furnishings & Finish

- High-quality, co-ordinated décor with thoughtful use of colour, pattern and texture; no peeling, stained or damaged surfaces
- Suitable carpet with substantial underlay, or polished hard floors with quality rugs at the bedside
- Individual thermostatically-controlled heating at no extra charge; ceiling height sufficient for a person of 6 ft throughout the main area of the room
- Excellent standards of cleanliness and housekeeping throughout

Bathrooms

- All bedrooms with at least private bathroom facilities and ideally most rooms en-suite
- Modern, well-maintained sanitary ware with no cracks, crazing or dull finishes; matching suite throughout
- Powerful shower with good pressure and thermostatically controlled flow; quality bath where provided
- Heated towel rail or equivalent; generous provision of towel rail space
- High-quality, thick and absorbent bath towels and hand towels for each guest, smelling clean and fresh; face cloths where appropriate
- Quality toiletries including at minimum hand wash/soap, shampoo and shower gel; quality toilet paper
- Good shelf or set-down space for guests' toiletries; well-lit mirror suitable for applying make-up or shaving
- Spotless cleanliness — particular attention to plug-holes, shower screens, extractor fans, grouting and sealant

Guest Experience & Hospitality

- Warm, personal and attentive hosting — guests greeted on arrival and made to feel genuinely at home
- Awareness and anticipation of individual guest needs; nothing is too much trouble
- Good local knowledge — able to offer informed recommendations for dining, activities and places of interest
- Consistently excellent guest reviews (typically an average score of 4.7 or above out of 5)

Breakfast

- Freshly prepared, fully cooked breakfast using high-quality ingredients, and a good selection of other options including continental items, cereals, juices and freshly brewed hot drinks
- Strong use of local and Scottish produce where possible
- Dietary requirements accommodated with care; flexibility over breakfast timing where possible
- Presentation reflecting genuine pride in hospitality

Character & Sense of Place

- A distinctive property or exceptional location that gives guests a genuine reason to choose your setting
- Interiors reflecting local character, Scottish heritage or individual style — a strong, authentic sense of place
- Welcoming, characterful public areas; well-maintained exterior and grounds

Professional Communication

- High-quality website with accurate descriptions and quality images
- Clear, transparent booking procedure and cancellation policy communicated at the time of reservation
- Prompt and professional response to all enquiries and guest communications

Reputation

Independent recognition is not a requirement — what matters most is the quality of your guest experience and the consistency of your reviews. That said, if you hold or have held any of the following, please include details or links with your application:

- AA inspection rating (current or former)
- VisitScotland Quality Assurance rating (former)
- Any other recognised hospitality accreditation or award
- Strong guest review scores (typically 4.7+ average out of 5)

Responsible Tourism

- Demonstrate consideration for environmental impact and sustainable practices where possible
- Use of local suppliers and producers where feasible

How to Apply — Next Steps

If you can confidently tick all the relevant points above, we would be delighted to hear from you. Applications are reviewed by the Scotland's Best B&Bs committee. Annual membership is currently £225, with the organisation run by a small committee of volunteer members who make budget decisions and recommendations at an AGM held each winter.

To apply, please get in touch with the following:

- A brief description of your property and location
- Your website address and links to your social media profiles
- Your current guest review scores and the platforms you are listed on
- Details of any quality ratings, accreditations or awards, if applicable

We will then be in touch for further discussions, and the final stage is to arrange a WhatsApp video call, during which we will ask you to show a couple of our members around your property virtually — as though you were welcoming guests. Alternatively, you are welcome to pre-record a show-round and have a chat with our membership secretary.

Ready to Apply? Get in Touch

For a friendly, informal chat about membership, please contact Liz at Craigellie House B&B:

Tel: 01828 633 381

Email: enquiries@scotlandsbest.co.uk

A word from our membership secretary...

"The direct bookings I receive through the Scotland's Best B&Bs website mean I estimate I'm paying the equivalent of around 5.4% commission — far less than any third-party booking platform — and I'm more than happy with that return on a modest annual subscription of £225. I really appreciate the consistent exposure of my property on social media too."

— Liz — Craigellie House B&B, Alyth, near Blairgowrie