

# Shetland

## 2025 Accommodation Guide

**Do you have a holiday property  
to let in Shetland?**



**Promote your island holiday properties  
around the world and locally.**

**No commission to pay!**

Go to [stay.shetland.org/book](https://stay.shetland.org/book) to book on  
your property listing for the 2025 edition.

**Closing date** to ensure inclusion in both the magazine  
and online editions is **Monday, 2nd September, 2024.**

# Shetland

## 2025 Accommodation Guide

Book your listing by **2nd September 2024** at  
**[stay.shetland.org/book](https://stay.shetland.org/book)**

- The ***Shetland Accommodation Guide*** is an indispensable publication for anyone looking to visit Shetland. The digital edition is accessed 24 hours a day in countries around the globe. The searchable, expanded online listings at the **[stay.shetland.org](https://stay.shetland.org)** website reach thousands of customers all over the world.
- Print edition available through the main VisitScotland gateway centres.
- Benefits for accommodation providers, in conjunction with Promote Shetland (**[shetland.org](https://shetland.org)**), include easy useability for you and those making enquiries, a modernised, improved website meaning **more awareness, more traffic, more bookings** and remember, **no commission or hidden fees to pay**.
- Two packages to choose from – **Premium Gold** or **Standard Silver** – providing the perfect options for your particular property services and your budget.

### All accommodation listings include the following:

- Print, digital and web presence.
- Image(s), text, full contact details, star ratings, facilities etc (depending on package chosen).
- A direct contact enquiry form on your **[stay.shetland.org](https://stay.shetland.org)** listing.
- Live interactive links to your email and website on your **[stay.shetland.org](https://stay.shetland.org)** listing.
- Inclusion within the continuous slideshow on **[www.shetlandtimes.co.uk](https://www.shetlandtimes.co.uk)** at no extra charge.
- Free copies of the *Shetland Visitor* magazine for distribution to your customers.
- Additional promotion and links are available through **Promote Shetland** at **[shetland.org](https://shetland.org)**, **[visitscotland.com](https://visitscotland.com)**, **[northlinkferries.co.uk](https://northlinkferries.co.uk)**, **[rrobertsonandson.com](https://rrobertsonandson.com)**, **[boltscarhire.co.uk](https://boltscarhire.co.uk)**, **[rental.jimsgarageford.co.uk](https://rental.jimsgarageford.co.uk)** and **[loganair.co.uk](https://loganair.co.uk)**
- All this for **one payment** – no commission and no hidden fees.

Book your listing by **Monday, 2nd September, 2024** at  
**[stay.shetland.org/book](https://stay.shetland.org/book)** or complete the booking form overleaf

# USE DISPLAY ADVERTS TO ATTRACT MORE CUSTOM

Limited full and half page display adverts are also available. Contact us at: [info@shetlandtimes.co.uk](mailto:info@shetlandtimes.co.uk) or call **01595 742000**.

**SHETLAND REEL**

The Home of Shetland Reel Gin and Malt Whisky Blend

**GUIDED TOURS AND TASTINGS**  
Journey to Unst and enjoy a guided tasting and behind the scenes tour of our distillery - the most northerly in the UK! Scheduled tours available at 12noon throughout the year, and other times by arrangement.

Book online or call 01957 711 217 for more information

Find our full collection and many extras at [www.shetlandreel.com](http://www.shetlandreel.com)

**FULL: £290**

128mm across, 190mm deep

**BUDGET CAR HIRE**  
• Budget prices • Unlimited mileage • Book online  
• FREE airport and ferry delivery  
• Situated near to Lerwick ferry terminal

**CYCLE HIRE, SALES & REPAIR**  
• New road bikes • Cycle racks • Electric bikes available

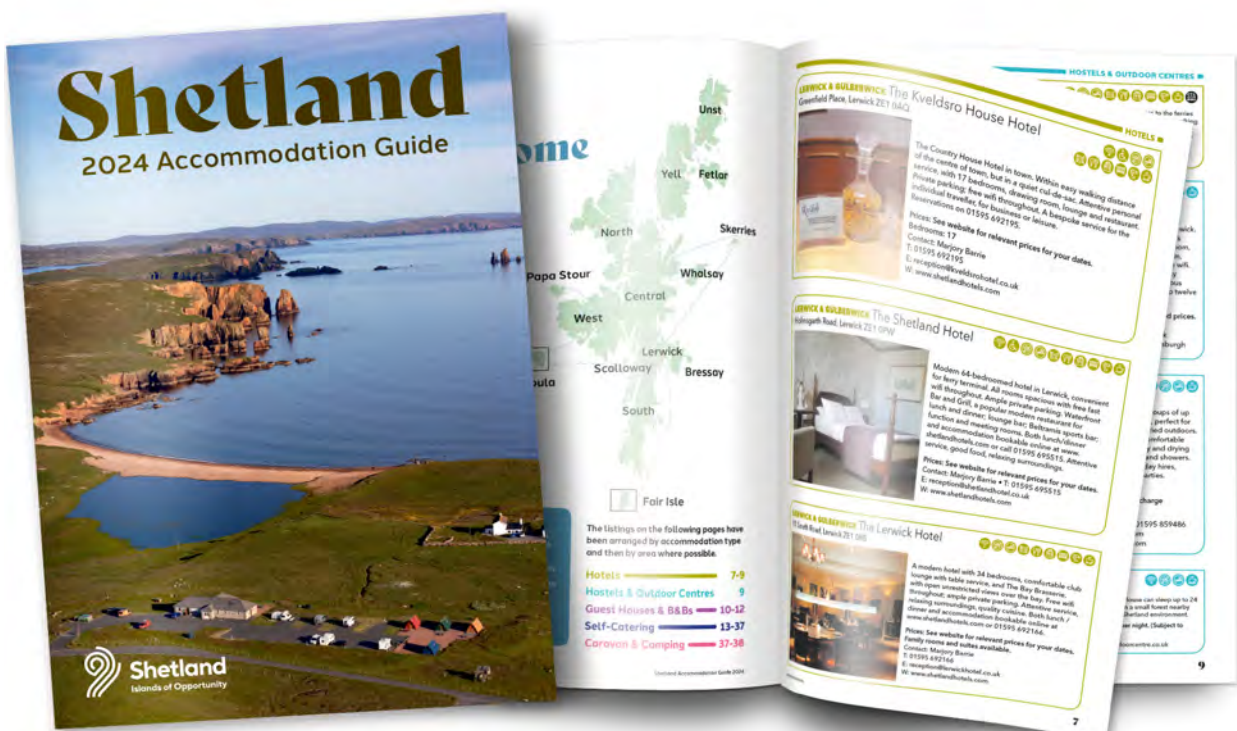
**PRIVATE TOURS**  
• Fully qualified green badge guide • Shetland-wide tours  
• For 2 to 11 people • Scenic tours tailored to you  
[www.shetlandtourguide.co.uk](http://www.shetlandtourguide.co.uk)

**SELF-CATERING ACCOMMODATION**  
• In the heart of Lerwick  
[www.lerwickflanes.co.uk](http://www.lerwickflanes.co.uk)

**Grantfield Garage**  
OPEN: MON-SAT 8AM-5PM  
T: 01595 692709 • [admin@grantfieldgarage.co.uk](mailto:admin@grantfieldgarage.co.uk)  
[www.grantfieldgarage.co.uk](http://www.grantfieldgarage.co.uk)

**HALF: £155**

128mm across, 93mm deep



**stay.shetland.org**

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## 2025 Accommodation Guide

# BOOKING FORM

**CLOSING DATE FOR ADVERTS: MONDAY, 2nd SEPTEMBER, 2024**

If you are unable to book your listing online at [stay.shetland.org/book](http://stay.shetland.org/book), please use this form to let us know your details.

Business/Property Name:	Contact Name:
Business/Property Address including Postcode:	Contact Address:
Tel:	Contact Email:
Email:	Daytime Tel:
Web:	

STL Licence Number: ..... EPC Rating: ..... Max Guests: .....

### MAGAZINE AND ONLINE LISTING DETAILS

#### CHOOSE YOUR PACKAGE

See leaflets for advert descriptions  
Prices exclude VAT @ 20%

Premium Gold (£210)

Standard Silver (£170)

#### Advert copy (inc. images):

Attached

Emailed

To follow

Repeat

#### Digital Edition Live Link (optional):

Live Link to your website (£10)

#### YOUR PROPERTY INFORMATION

Star rating (if applicable): ..... Can sleep (e.g. sleeps up to 3): .....

Prices (e.g. per night/per week): .....

#### Symbols (please tick relevant boxes):

No Pets  Evening meal by arrangement

Pets welcome  Cot available

No smoking  Hairdryer provided

Smoking permitted  Disabled access

Restaurant on premises  Internet access

Packed lunch by arrangement  Tea/Coffee making facilities

Are you a member of Shetland Tourism Association?

Please use a separate sheet to tell us your descriptive text etc, or email us.

### PAYMENT (please add VAT at 20%)

AMOUNT: £ .....

Cheque  (payable to The Shetland Times Ltd)

Cash

Card

or charge to existing ledger account no. ....

Date .....

Signature .....

\*Card type (e.g. Mastercard, Visa) .....

Name on card: .....

Card number: .....

Expiry date: .....

3 digit security number: .....

**or telephone us on 01595 742000**

\*Only complete card details if you are posting or handing in your form.  
If emailing, telephone us on 01595 742000 to complete your payment.

If emailing, send to: [info@shetlandtimes.co.uk](mailto:info@shetlandtimes.co.uk)

Post to: Shetland Accommodation Guide, The Shetland Times, Gremista,  
Lerwick, Shetland, ZE1 OPX. Telephone **01595 742000** for more details

**CLOSING DATE FOR ADVERTS: MONDAY, 2nd SEPTEMBER, 2024**

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## 2025 Accommodation Guide

**CLOSING DATE FOR ADVERTS:  
MONDAY, 2ND SEPTEMBER, 2024**

Go to: [stay.shetland.org/book](http://stay.shetland.org/book) to include your listing details and image(s).

## PREMIUM GOLD PACKAGE

For a one-off payment of only **£210 + VAT** the prime Premium Gold package provides you with the best-value marketing solution and the greatest opportunities to reach customers in the print and digital editions of the magazine and online at [stay.shetland.org](http://stay.shetland.org)

Premium Gold package listings will appear first in web search results on [stay.shetland.org](http://stay.shetland.org)

The Premium Gold package includes property location and details, contact details, one image and 60 words descriptive text in the magazine, plus an additional 11 images, 300+ extra words, directions, map and contact/enquiry form on the web listing.

## SAMPLE MAGAZINE LISTING

**SOUTH** Shetland Glamping  
Rerwick, Bigton ZE2 9JF

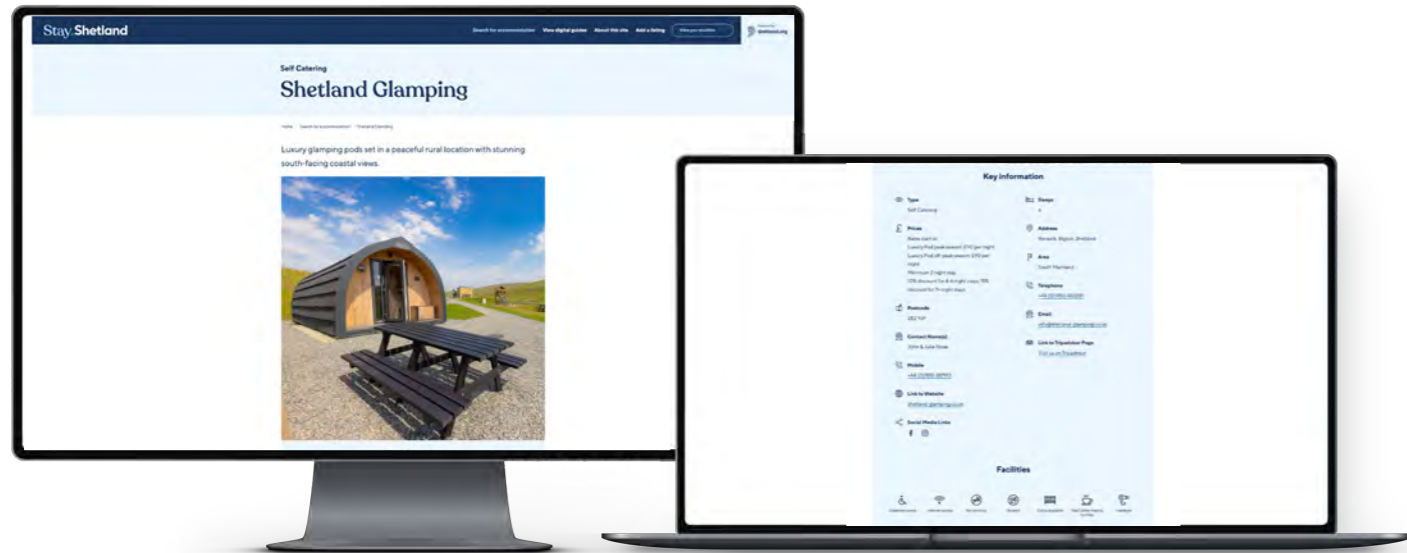


Shetland Glamping offers luxury glamping pods in a peaceful, rural location with stunning south-facing coastal views. The small, family-run site at Rerwick in the southwest mainland is just 8 miles from Sumburgh Airport and 18 miles from Lerwick. There are two 'Mega Bunker' pods and a larger, accessible pod suitable for guests with or without disabilities. With stunning scenery, an abundance of wildlife, numerous sandy beaches and a variety of visitor attractions, the south mainland has something for everyone and, at Shetland Glamping, guests will be well placed to experience all that the area has to offer.

Prices: £110 per night peak season; £90 per night off-peak (minimum 2 night stay). 10% discount for 4-6 night stays; 15% discount for 7+ night stays.  
Contact: John & Julie Rosie • T: 01950 460281 • M: 07810 387913  
E: [info@shetland-glamping.co.uk](mailto:info@shetland-glamping.co.uk) • W: [shetland-glamping.co.uk](http://shetland-glamping.co.uk)



## SAMPLE WEB SEARCH RESULT/LISTING



(Please see reverse for example of expanded Gold website listing.)

Print editions available through the main VisitScotland gateway centres.

# Shetland

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## SAMPLE EXPANDED WEB LISTING

Go to: [stay.shetland.org/book](http://stay.shetland.org/book) to include your listing details and image(s).

**Self Catering**  
**Shetland Glamping**

Luxury glamping pods set in a peaceful rural location with stunning south-facing coastal views.

Shetland Glamping is a small family run glamping site at Rerwick in the southwest mainland, situated 8 miles from Sumburgh Airport and 18 miles from Lerwick.

The site offers two identical luxury 'Mega Bunker' glamping pods, *Maalie* and *Shalder*. Each pod has a double bed, bunk beds and a sofa bed so can sleep a maximum of six, making them ideal for families, but also couples too. The pods also contain a spacious shower room, a well-equipped kitchenette with hob, combi oven/microwave, fridge/freezer, kettle and toaster, as well as a living/dining space.

A larger accessible pod, *Tirrick*, is also available. Suitable for guests with or without disabilities, *Tirrick* offers the same sleeping arrangements and facilities as *Maalie* and *Shalder* but is wheelchair accessible and includes features such as level entry, wide doors, full wet room with grab rails and minimum 1.5m turning circles for freedom of movement within the pod. A mobile hoist and mobile shower chair is available for use in *Tirrick* if required.

The pods feature smart TVs, free superfast Wi-Fi, integrated Bluetooth speakers and USB wall sockets. All bedding and towels is provided. Outdoors, each pod has its own private area out front which includes a picnic table. The site also has a large communal child's play area and on-site parking. Bookable extras include compact travel cots, folding highchairs and firepits.

The pods are fully insulated, which combined with underfloor heating and double glazed doors and windows ensures they are warm and cosy all year round.

The first of their kind in this part of Shetland, the pods enjoy glorious sea views in what is a very peaceful and scenic part of the islands. With stunning scenery, an abundance of wildlife, numerous sandy beaches and a variety of visitor attractions, the south mainland has something for everyone and, at Shetland Glamping, guests will be well placed to experience all that the area has to offer.

**Key information**

- Type: Self Catering
- Prices: Rates start at: Luxury Pod peak season: £110 per night; Luxury Pod off-peak season: £90 per night; Minimum 2 night stay; 10% discount for 4-6 night stays; 15% discount for 7+ night stays.
- Address: Rerwick, Bigton, Shetland
- Area: South Mainland
- Telephone: +44 (0)1950 460281
- Email: [info@shetland-glamping.co.uk](mailto:info@shetland-glamping.co.uk)
- Postcode: ZE2 9JF
- Contact Name(s): John & Julie Rosie
- Mobile: +44 (0)7810 387913
- Link to Website: [shetland-glamping.co.uk](http://shetland-glamping.co.uk)
- Social Media Links: Facebook, Instagram
- Facilities: Disabled access, Internet access, No smoking, Pets, Combi available, Self-catering facilities, Heating

**Facilities**

Disabled access, Internet access, No smoking, Pets, Combi available, Self-catering facilities, Heating

**Facilities**

Disabled access, Internet access, No smoking, Pets, Combi available, Self-catering facilities, Heating

Map showing location at Rerwick, Bigton, Shetland.

Footer: Shetland Glamping, unesco World Heritage Site, © 2022 - 2023 Premier Worldnet.

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**CLOSING DATE FOR ADVERTS:  
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Go to: [stay.shetland.org/book](http://stay.shetland.org/book) to include your listing details and image(s).

## STANDARD SILVER PACKAGE

For a one-off payment of only **£170 + VAT** the Standard Silver package provides good marketing space in the print and digital editions of the magazine and online at [stay.shetland.org](http://stay.shetland.org)

Standard Silver package listings appear after gold listings in web search results on [stay.shetland.org](http://stay.shetland.org)

The Standard Silver package includes property location and details, contact details, one image and 50 words descriptive text in the magazine, plus directions, map and contact/enquiry form on the web listing.

## SAMPLE MAGAZINE LISTING

### YELL Sea View B&B

Aywick, Yell ZE2 9AX



Our bed and breakfast on the island of Yell offers a fantastic base for exploring the surrounding wildlife, fishing and nature. We have a wealth of local knowledge, particularly about birdwatching. We offer comfortable rooms with private en-suite shower and toilet facilities and your own guest lounge.

Prices: For more information please visit our website. Rooms: 2. Sleeps: 4.  
M: 07584 841461 • E: [info@seaviewbandbaywick.co.uk](mailto:info@seaviewbandbaywick.co.uk) • W: [www.seaviewbandbaywick.co.uk](http://www.seaviewbandbaywick.co.uk)



### WHALSAY Auld Manse

Marrister, Whalsay ZE2 9AE

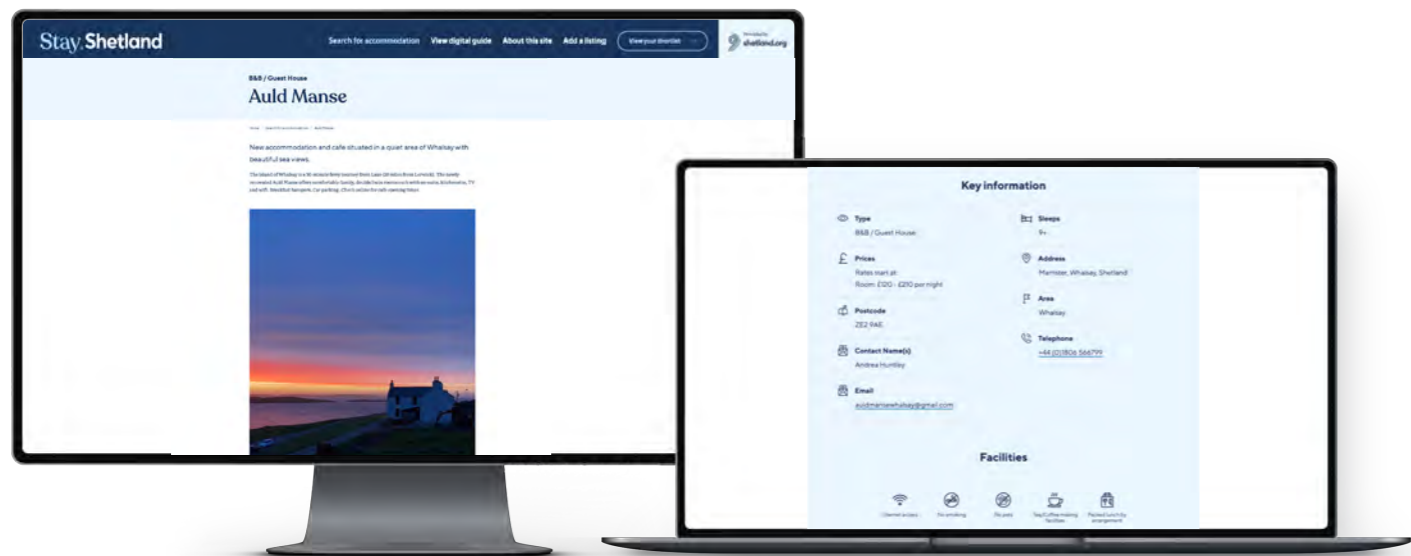


New accommodation and cafe situated in a quiet area of Whalsay with beautiful sea views. The island of Whalsay is a 30-minute ferry journey from Laxo (20 miles from Lerwick). The newly renovated Auld Manse offers comfortable family, double/twin rooms each with en-suite, kitchenette, TV and wifi. Breakfast hampers. Car parking. Check online for cafe opening times.

Prices: £120-£210 per night depending on rooms. Sleeps: 9.  
Contact: Andrea Huntley • T: 01806 566799 • E: [auldmansewhalsay@gmail.com](mailto:auldmansewhalsay@gmail.com)



## SAMPLE WEB SEARCH RESULT/LISTING



(Please see reverse for example of expanded Silver website listing.)

Print editions available through the main VisitScotland gateway centres.

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