



THE STANDARD

The Family Stay Seal

*Fifteen musts, published in full, so you can read
them before you hire us.*

What the seal means

The Family Stay Seal tells a family that a property has been stayed in, not toured, and that it meets a standard written from a family's point of view.

We publish the standard in full. You can read every requirement before you hire us, decide whether your property meets them, and fix what does not. That is deliberate. A seal that every paying property receives would mean nothing to the families it is meant to reassure.

Some properties do not earn it. That is what makes it worth having.



How it is earned

First, the fifteen musts. These are non-negotiable and binary. A property either meets each one or it does not.

Failing any single must means no seal, regardless of how well the property scores everywhere else. A beautiful property that cannot give a family a safe place to put an infant is not a family property.

Then, the assessment. Properties meeting all fifteen musts are scored across eight categories, each rated from failing to exceptional.

The seal requires a strong overall score with no single category falling below adequate. A property can score well overall and still not qualify if one area fails, because families experience a stay as a whole. One bad night defines a trip.

Reassessment. Properties that do not qualify receive a written roadmap and may be reassessed once the work is done.

The fifteen musts

Sleep and safety

1. A safe, clean infant sleep surface is available on request at no additional charge, with appropriate bedding.
2. Every guest within the stated occupancy has a designated bed. Any sofa bed or pull-out counted toward occupancy is disclosed as such before booking.
3. Adult and child sleeping areas can be separated by a door that closes.
4. Every sleeping room can be made genuinely dark.
5. Where stairs, landings, or balconies are present, railings are sound and free of gaps a small child could pass through or climb.
6. Where the property includes or directly adjoins water, the risk is either physically barriered or explicitly disclosed before booking with an accurate description of sightlines.
7. Child-accessible areas are free of tip hazards, exposed cords, and unsecured heavy furniture.

Daily function

8. A high chair and a booster seat are available on request at no additional charge.
9. There is an eating area large enough to seat the full advertised occupancy together, or the clear majority of it.
10. Laundry is accessible during the stay, whether in-unit, on-site, or as a property-provided service.
11. There is a designated place for gear, whether a mud room, an entry drop zone, hooks, or covered outdoor storage, where wet, sandy, or dirty items can be kept and dried, along with the basics to clean up after them.
12. Drinking water is obtainable by a child without adult assistance.

Honesty and adults

13. Listing photographs and the stated sleeping configuration accurately represent the property as it is on arrival.
 14. Pre-arrival communication includes parking, entry, and access instructions specific enough to follow with tired children in the car.
 15. There is at least one place adults can sit and talk, outside a bedroom, once children are asleep.
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How the musts apply across property types

The standard is the same for a whole-home rental, a boutique hotel, an inn, a cabin, or a resort suite. What differs is how a property meets it.

A rental must provide the capability itself. A hotel may substitute service: a property with no in-room laundry that offers same-day service meets must ten.

The test in both cases is identical. Can a family accomplish the ordinary tasks of a day without friction or negotiation? How you get there is your own business.

Where a requirement genuinely cannot apply to a property type, we document why. This is rare. Fourteen of the fifteen apply to nearly everything.

Using the seal

Properties that earn the seal may display it across their own marketing: website, listings, printed materials, and social channels. We provide the files.

The seal is tied to the property as assessed. Significant renovation, change of ownership, or a change in stated occupancy calls for reassessment.

About this standard

This standard is maintained by The Family Stay, the hospitality division of Foley PR. It is published in full and reviewed annually.

We revise it when the work tells us to. A requirement is added when it repeatedly separates properties families return to from properties they do not, and removed when it proves unreasonable in practice rather than in principle. Every revision is dated, and properties assessed under a prior version keep their seal until reassessment.

Questions about a requirement, a property type we have not accounted for, or a case you believe the standard handles badly are welcome. The standard is better for them.

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Enquiries and requests for assessment: foleypr.com

THE NEW HOSPITALITY DIVISION OF FOLEY PR