



States of Guernsey Marketing and Tourism

Accreditation opportunity for Guernsey's visitor experiences

For many years we have offered our industry partners a quality assurance accreditation scheme for places of interest and visitor attractions, most recently in co-operation with Visit England through VAQAS. Unfortunately, we are no longer able to offer accreditation under the VAQAS brand, and any accreditations previously awarded under that scheme are now out of date and obsolete.

The good news is that, working in partnership with Quality in Tourism, we can now offer a brand new scheme, purpose built for Guernsey and expanded to include a wide variety of the different visitor experiences that contribute to a great holiday here.

The new scheme will be able to assess the following experiences:

- Attractions
- Places of Interest
- Craft
- Heritage
- Cultural
- Guided Tours
- Activities (on site)
- Places of Refreshment (e.g. kiosks, cafes, restaurants, bar meals, tea rooms)
- Gardens

The areas that will be assessed include;

- Website and Online presence
- First arrival including Parking, Signage and All Important First Impressions
- Layout and Accessibility
- Availability. Relevance and Detail of information provided
- Presentation and content of displays
- Overall Cleanliness and presentation (e.g. Toilets Retail and Catering if provided)
- Staff – Appearance, Service and Hospitality
- Staff – Knowledge and Efficiency
- Catering outlets – food range and quality (if provided)
- Retail Outlets – (if offered)
- Compliance with Statutory Obligations

The assessment aims to add quality without detracting from any of the character, style or unique elements of the experience.

If you sign up to the scheme, you will receive the following:-

- An annual quality assessment of the experience provided
- A review of your website and social media presence
- A mystery shopper overview of the complete experience from before arrival until departure
- A detailed verbal debrief on the day of the visit
- A written report scoring all areas assessed
- A States of Guernsey Certificate of Accreditation
- Marketing collateral for your own use on site, in print or online
- Plus - your accreditation will feature in any marketing undertaken with VisitGuernsey, to distinguish you from other listed sites.

A registration fee of £200 is payable on application. Participants will also be expected to cover the relevant costs of admission and of any items reasonably consumed by an assessor in the course of carrying out the assessment visit. There are some basic entry criteria governing who may be eligible for participation – for example purely retail premises are not included, and we will expect all participating businesses to be at the very least, Clean, Safe and Legal!!

Our first step in planning a schedule of accreditations is to gauge what level of interest there might be, so it would be really helpful, if you think this could be for you, to email us at qualitydevelopment@gov.gg and let us know. Remember - you will not be committing to anything at that point - we send you the full details of the scheme, and an application form, in case you wish to proceed.

I look forward to hearing from you

Yours sincerely

A handwritten signature in black ink, appearing to read 'Peter Perrio', with a long horizontal flourish extending to the right.

Peter Perrio

Quality Development Manager, Marketing and Tourism