



States of Guernsey

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.

Working in partnership with Quality in Tourism, we offer an assessment 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 scheme will be able to assess the following experiences:

- Attractions
- Places of Interest
- Craft
- Heritage
- Cultural
- Guided Tours
- Activities (on site)
- 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 offer a clean safe and legal experience.

If you are interested in applying, then complete the application form and return to qualitydevelopment@gov.gg or post to Tourism Quality Development, Burnt Lane House, Longue Rue, St Martin, GY4 6LD.