

Quality - Living up to the Marketing Promise: a Partnership Approach



Colin Houston
Industry Manager (2020)



As a company marketing a product - it is unusual not to have any control over the quality of that product.

The industry buy-in to Quality Assurance underpins VisitScotland's marketing efforts

Quality is meeting the visitor 's needs in a way which exceeds the visitor's expectation.

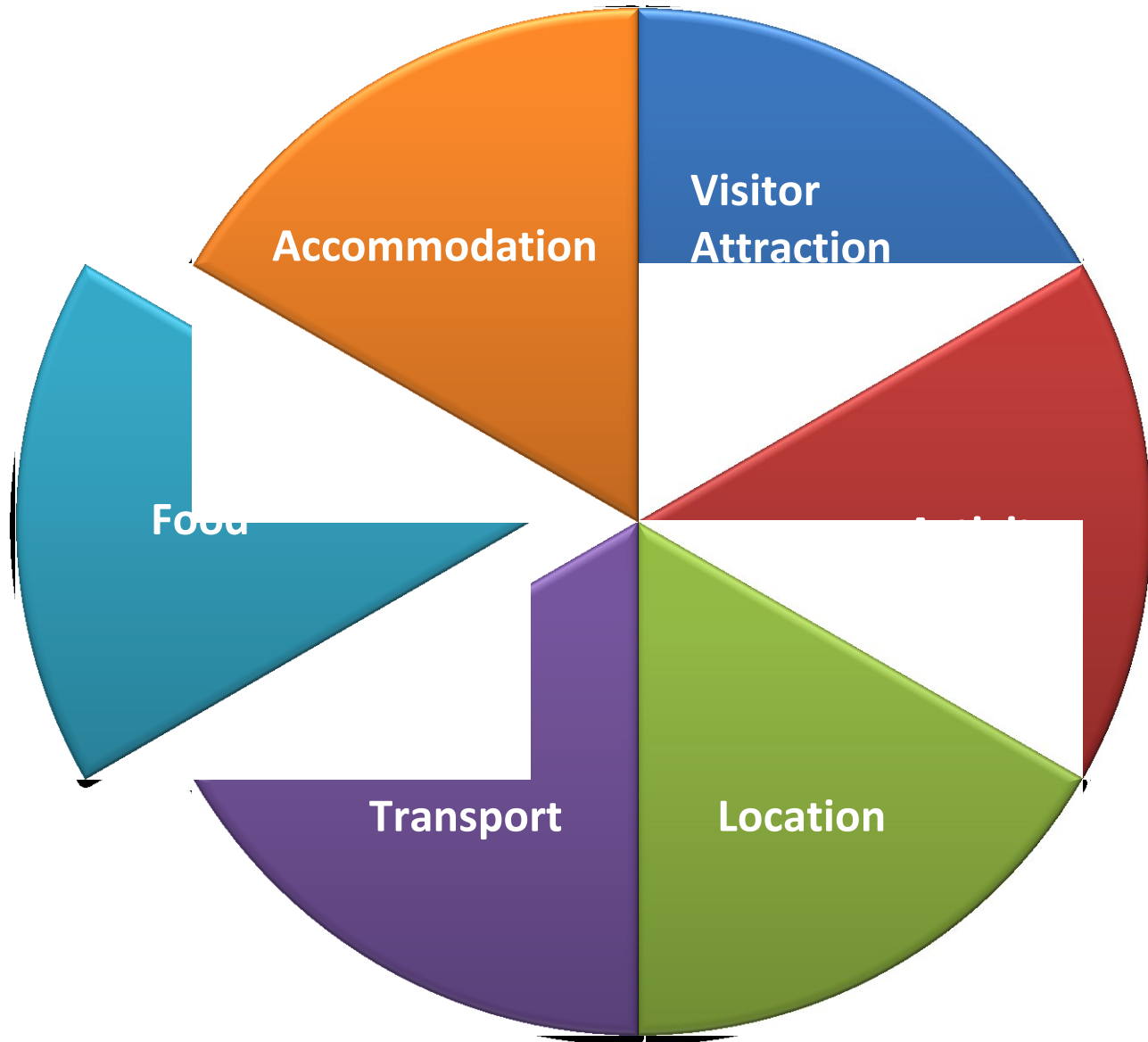
90% of tourism businesses thought they went the extra mile to provide their customers with something special.

90% of visitors felt that businesses hadn't done anything extra to add to their experience.

The Holiday Experience



The Holiday Experience



How VisitScotland developed quality assurance and worked with industry to build it

Quality Advisory Committees



**SCOTTISH
INDEPENDENT
HOSTELS**



the National Trust
for Scotland

a place for everyone



Scottish Destination Management Association

**HISTORIC
SCOTLAND**



**ALBA
AOSMHOR**



Federation of Small Businesses

The UK's Leading Business Organisation



Welcome to
BH&HPA Online
bhpa.org.uk

National Caravan Council

Guest house and Bed & Breakfast Association
Scotland

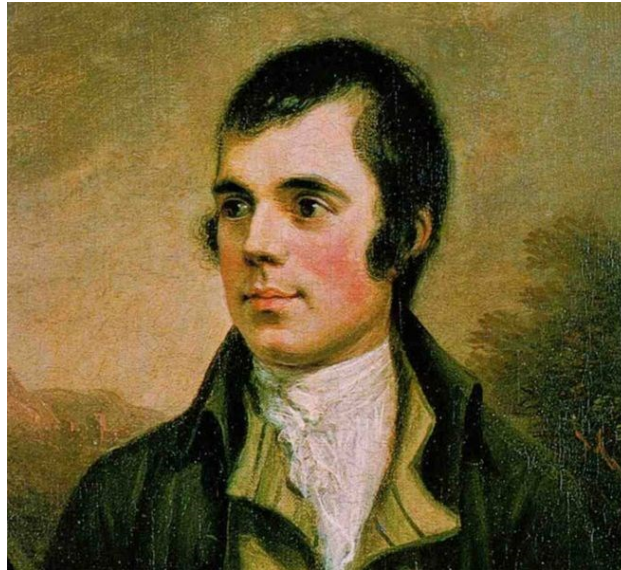
syha *Hostelling Scotland*



The Association of Scotland's Self-Caterers

**BRITISH
HOSPITALITY**
Association





*'O wad some power the giftie gie us
Tae see oursel's as ithers see us!'*

- Robert Burns, 1759 - 1796

- Move away from **provision** of facilities as the driver
- Look at **quality** of facilities and services
- Cleanliness
- Hospitality, Service, Comfort
- Cuisine
- Measure of **output** and not **input**

The Customer Experience

- Designed by consumer
- Understood by consumer
- Industry-endorsed
- Quality-driven



The Customer Experience

dinner quality

cleanliness

presentation skills

comfort

choice

attitude

ease of use

friendliness

Professionalism

efficiency

welcome

anticipation

breakfast service

dinner service



housekeeping

staff
appearance

audience engagement

farewell

empathy

BREAKFAST QUALITY

valued

Welcome schemes



The Advisory Team

- Visit from one of the team of 20 Quality and Tourism Advisors
- Quality-led star schemes for over 30 types of accommodation and attractions
- Objective and consistent
- Advisors – sector specialists
- Advisors visit 300 - 400 properties every year
- Market intelligence gathered and shared around network
- Advisory service 60% of time



- VisitScotland QA is a catalyst to enabling a business to perform at it's optimum .
- Position itself in the marketplace
- We are really trying to stimulate a business to maximise on their performance.
- Your USP
- Reward excellence
- Report shortfalls – offer solutions

Underpin our marketing messages

How has the quality system evolved

Focus on Quality

1985
Scotland
Grading &
Classification



1999
Scotland

quality star scheme in
the world



2006
Common
Standards



2009 Review,
consumer &
industry research

2014 - Ongoing regular review and revision to standards
based on industry and consumer insights

- **Hotels + Inns 885** **85%**
 - **B&Bs 1013** **70%**
 - **Guest Houses 575** **70%**
 - **Visitor attractions 1272** **90%**
 - **Self –catering 2196 (6078 properties)** **70%**
 - **Hostels 200** **90%**
 - **Parks 208** **90%**
 - **Agency graded 1865**
- Total 8214**

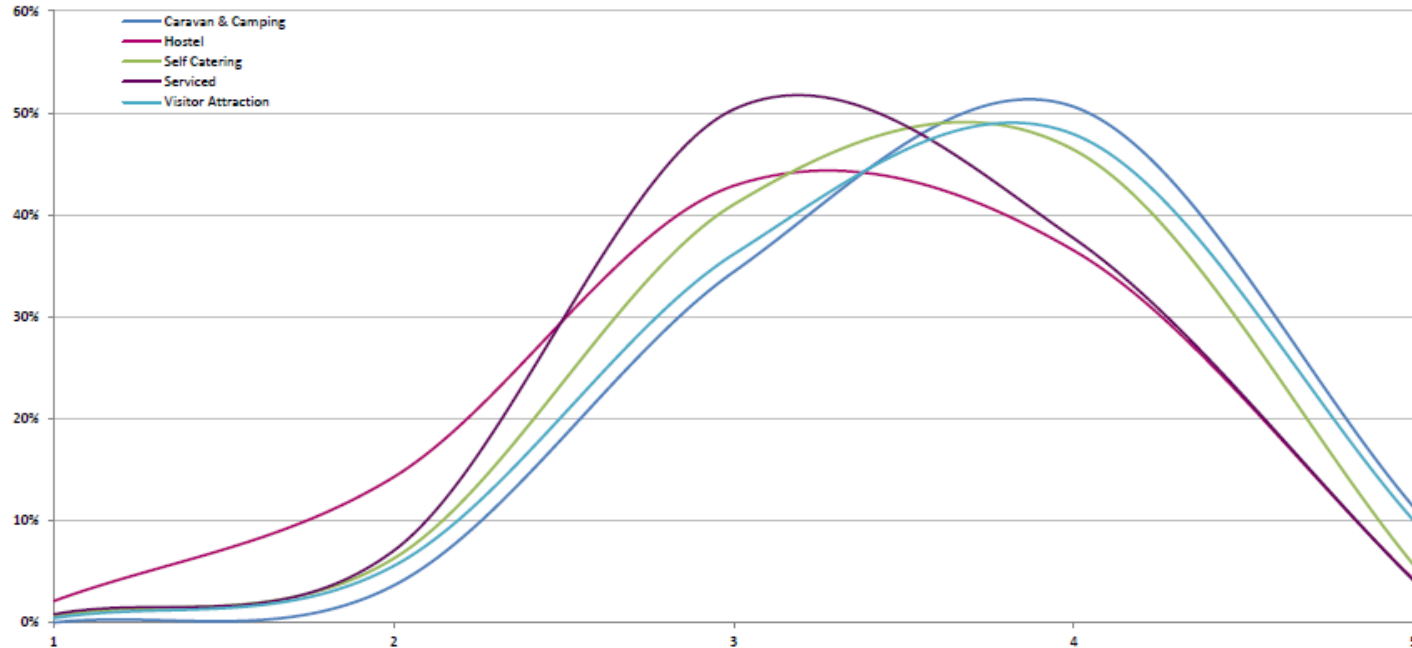
Hotel Quality Assurance



Award Distribution

Spread of Awards

Summary | Page 8



Category	1 Star	2 Star	3 Star	4 Star	5 Star
Serviced	0.8%	7.1%	50.3%	37.7%	4.1%
Self Catering	0.6%	6.3%	41.0%	46.4%	5.7%
Hostel	2.1%	14.3%	42.9%	36.5%	4.2%
Caravan & Camping	0.0%	3.6%	34.4%	50.6%	11.3%
Visitor Attraction	0.4%	5.5%	36.1%	47.9%	10.0%

» 15
» 16
» 24
» 32
» 38

1 star 1%, 2 star 8%, 3 star 51%, 4 star 36%, 5 star 4%

Benefits and key features of
Quality Assurance for
participants and travel
industry

What businesses think of QA

Business owners enticed by benefits of:



Most frequently provided reasons for joining:

- Marketing benefits 60%
- Official National Tourist Board status 56%
- To enhance business reputation 53%
- To increase business performance 66%



- **94%** of businesses made investments in the last 2 years.
- **61%** of these – motivated to do so by QA.
- **93%** of businesses acted on QA advice given
- **23%** increased star award since joining QA
- **£71 million** of annual investment directly attributable to QA
- The increase in annual revenue in the Scottish tourism sector resulting from this investment is at least **£38 million...**
- The increased GVA generated directly supports **900 jobs.**

•66% joined QA to increase business performance

Business impact	%
Customer satisfaction levels	76%
Proportion of repeat visits	62%
Visitor numbers	58%
Financial turnover	53%
Occupancy rates	51%



- **95%** agreed that star award matched accommodation experience very well/well
- **66%** of visitors said star ratings were important
- **53%** indicated the star rating influenced their choice
- **96%** of visitors enjoyed their Scottish holiday experience

- A major strength is its **simplicity** and widespread awareness and **recognition**
- The Star scheme plays a key role in **influencing** consumer choice
- Helpful , reliable, credible and trusted source of quality information
- Viewed as being carried out by **experts** using **consistent** criteria
- It **complements** other sources of information including personal recommendation and consumer review

- Travel Agents
- Incoming Tour Operators
- Coach Companies
- On line Review Sites
- Events Organisers
- Cruise Ships



Training and education of employees in Scotland

Internal development tool

*‘The Quality Assurance Scheme helped a lot with our **staff development and training**. It showed the areas that we needed to develop and the standards we had to meet and the weaknesses we had with the team’*



- 23 HE and FE colleges : - courses and SVQ
- Springboard Scotland and People 1st
- World Host, UK based training in hospitality.
- Service initiatives
 - Glasgow 9,347 (Management 1,790)
 - Ryder 1,600
 - 5 Other regions



Glasgow
Welcomes









- ✓ Sets own training program
- ✓ Seeks affiliations with international training providers
- ✓ Produces own health and safety guidelines
- ✓ Approved by local authority
- ✓ Registered trainer and assessor

The future – challenges in
continuing to meet consumer
and industry needs

- Websites and social media
- New technologies - smartphones - free wi-fi
- Smart check in – living areas
- Trends in room service
- Breakfasts – increase in self-service
- Reciprocal agreements - quality
- New concepts – break the mould
- More emphasis on the experience
- Keep ahead of consumer expectations



Taste Our Best

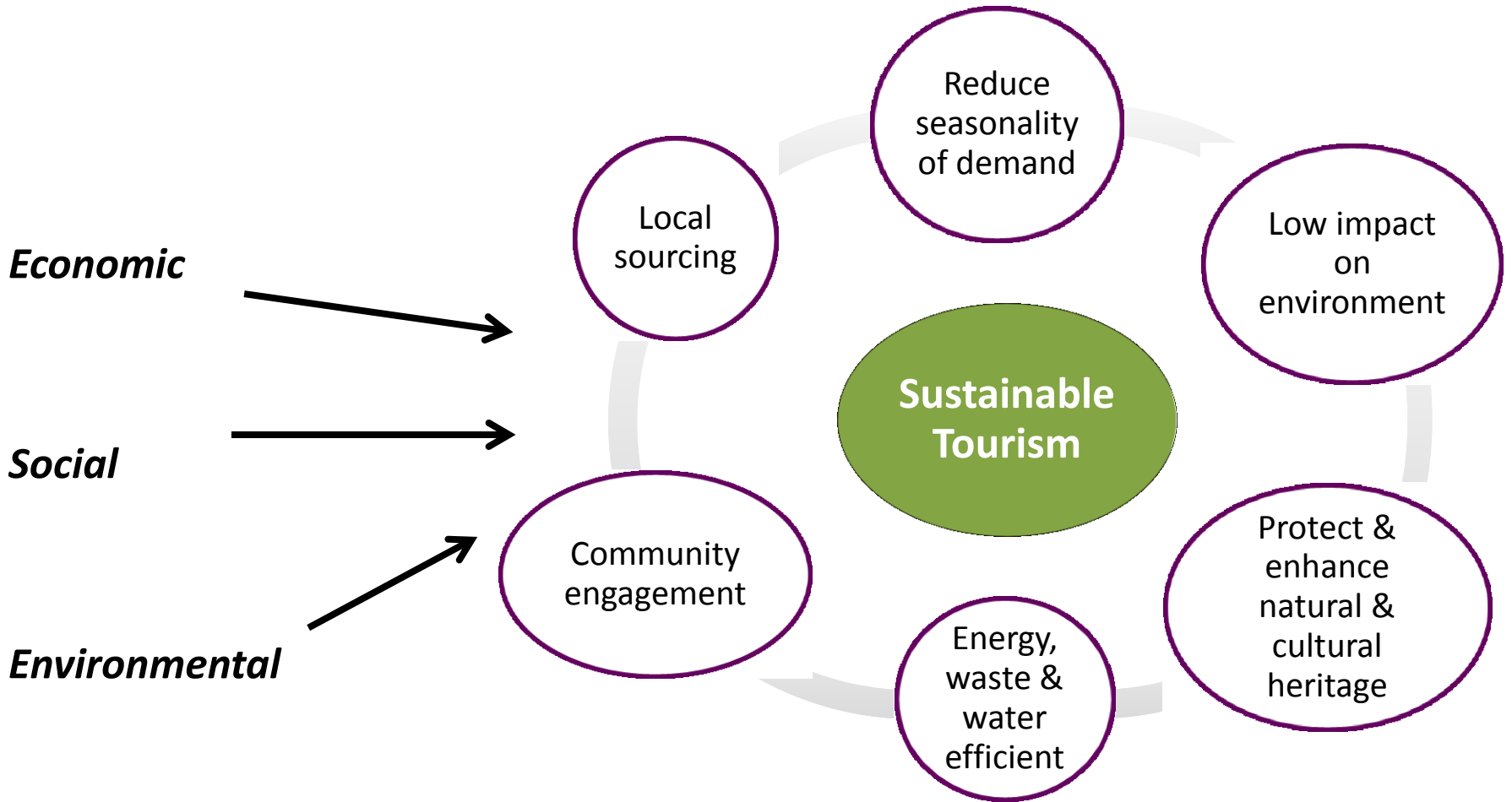


Disabled & older people don't want 'special' products ... but they are hungry to be included in the mainstream consumer experience.”

Expenditure from Accessible Tourism has increased from 6% of overall tourism expenditure in 2009 to **14% in 2013**



Integrate Sustainable Practice



- Tripadvisor
- Laterooms
- Booking.com
- Expedia



BOOKING.COM
online hotel reservations



Sea kayaking with **Wilderness Scotland**
Torridon



You'll be surprised by the detail we go into.

Whether you're trying something new for the first time or are more experienced, you want to trust that you're in good hands. So it helps to know that every business displaying our quality badge has been independently graded and endorsed by us. VisitScotland Quality Assurance. **Quality you can trust.**

***‘What’s excellent today is
only really acceptable
tomorrow. Customer
expectations are always
changing’***



Tràigh na h-Uidhe and Ceapabhal
Isle of Harris

You'll be surprised how much ground we cover.

You don't have to look far to find great walks in Scotland. Nor, thanks to our 'Walkers Welcome' scheme, do you have to look far to determine which establishments go the extra mile for walkers, whether by offering packed lunches and flexible meal times or providing handy drying facilities. VisitScotland Quality Assurance. **Quality you can trust.**



visitscotland.com/qa

lee.mcronald@visitscotland.com

colin.houston@visitscotland.com