



tourism  
northernireland

# A Mark of Distinction

Improve your accommodation  
business with a quality award

Guidance Supportive More Credibility  
Helpful Verified Quality Friendly Benefit  
Affordable More Credibility Guidance  
Supportive Better Visibility Welcoming  
Benefit Better Visibility Friendly Help  
Guidance Supportive More Credibility

## Assurance

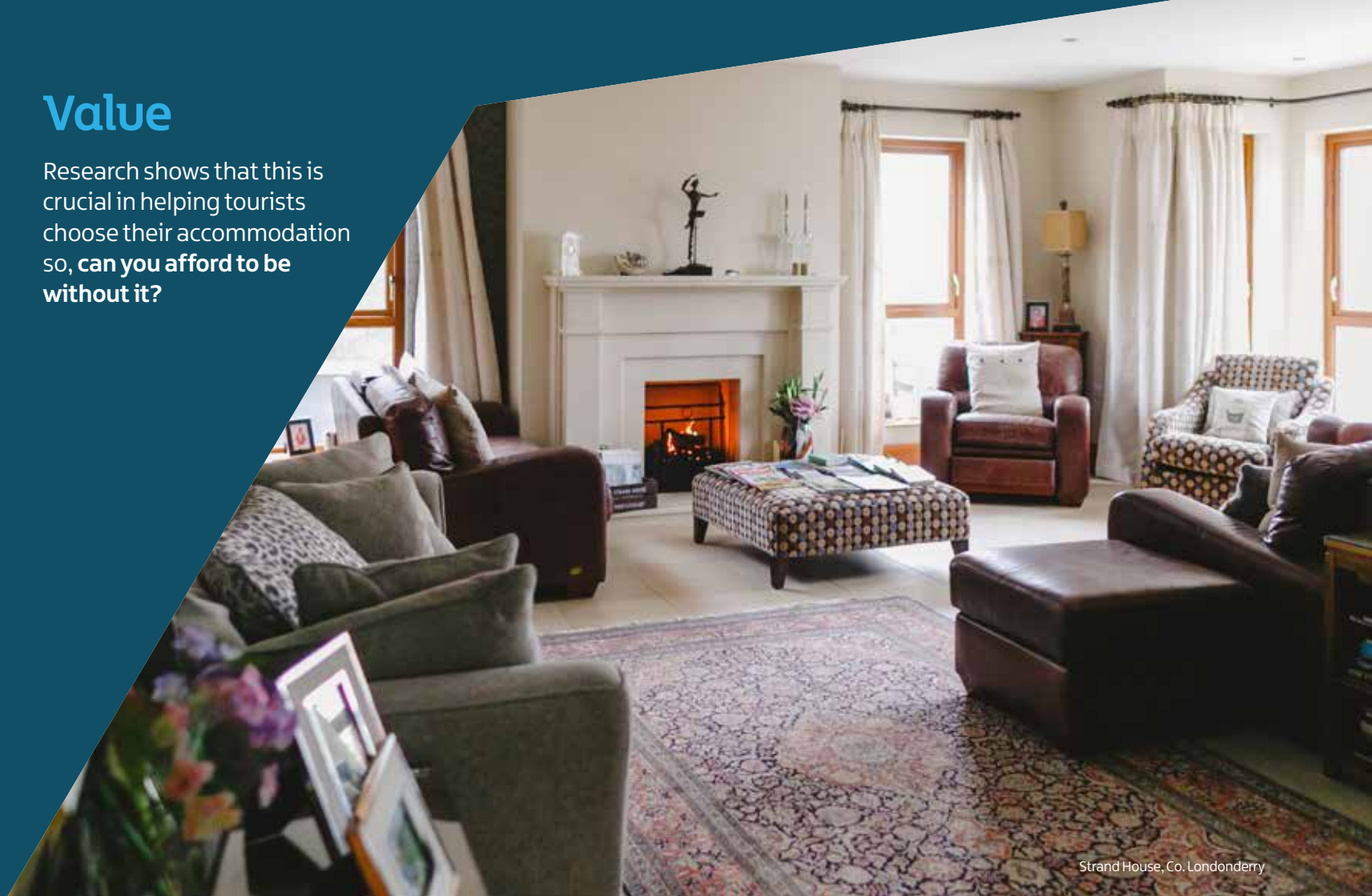
With an independent quality award your business can display a recognised symbol that gives prospective guests confidence in the services you offer and a reassurance that your property has been independently checked.

## Opportunity

Once you receive the award it will be an enhancement to your own marketing. You will also benefit in other ways with access to Discover NI social media opportunities and presence in a range of marketing and promotional initiatives.

## Value

Research shows that this is crucial in helping tourists choose their accommodation so, **can you afford to be without it?**



## We're here to help

If you're unsure whether the scheme is for you, contact us and we can offer one to one advice. This will ensure that your involvement is tailored to your needs and business aims.

On application, be assured that all assessments are relaxed and supportive and our team is here to help you, giving you guidance on improvements and advice on future investment.

## A great investment

Of course, getting the accreditation is an investment, but it is an investment that pays dividends – best practice advice, one-to-one guidance and a range of promotional material.



# What they said...

“The rating scheme has proved a valuable marketing tool when promoting Blessingbourne and meeting our visitors’ expectations. It has been a great asset to marketing the estate and attracting new business.”

**Blessingbourne Country Estate, Co. Fermanagh**



Blessingbourne Country Estate, Co. Fermanagh



Derg Arms Guest House, Co. Tyrone

“We are providing the highest standards possible and are proud that we have been upgraded due to implemented suggestions from Tourism NI.”

**Derg Arms Guest House, Co. Tyrone**



Crowfield House Bed & Breakfast, Co. Londonderry

“One of the benefits I have found being star rated is that potential guests realise that the property has been thoroughly vetted and that the owners take a responsible and professional approach to their business and to customer care.”

**Crowfield House Bed & Breakfast, Co. Londonderry**

“All of the Quality Grading Assessors have always been warm and encouraging. I have always felt that they are on my side!”

**Dunnanelly Country House Bed & Breakfast, Co. Down**



Dunnanelly Country House Bed & Breakfast, Co. Down

**Contact us now  
to discuss further**

**028 9044 1682  
qa@tourismni.com**

**Apply  
online now**

**[www.tourismni.com/forms](http://www.tourismni.com/forms)**  
Further details are available  
online at: [tourismni.com/grading](http://tourismni.com/grading)