



A MARK OF DISTINCTION

IMPROVE YOUR TOURISM BUSINESS
WITH A QUALITY AWARD



Assurance

With an independent quality award your business can display a recognised symbol that gives prospective customers confidence in the standard of facilities, service and visitor experience you offer.



Business improvement

Tourism Northern Ireland's Quality Grading scheme helps your business thrive through a range of business improvement tools. These are designed to give you guidance on improvements and future investment ideas.



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.



The mystery shopper programme, for example, is an excellent way to test what you offer. The full assessment, followed by detailed feedback, helps you to celebrate strengths and actively address areas for improvement.



We're here to help

If you're unsure if the scheme is for you, or have any questions, contact us to arrange a call with the Quality Advisor team. On application, be assured that all assessments are relaxed and supportive and our team is here to help you.



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. The annual subscription fee for operators on Tourism NI's Visitor Experience Quality Grading Scheme is £150 (including VAT).

What they said...



Ulster Folk and Transport Museum, Co. Down

“ One of the benefits of the ratings scheme is that we can use its recommendations to assist us in identifying specific staff training needs and development opportunities designed to improve the visitor experience.”



Mount Ida Pottery, Co. Down

“ The scheme has helped me to look at the presentation of all aspects of my business. From the quality of the visual literature I use to the visitor experience from the minute they arrive at the property.”



Tayto Castle, Co. Armagh

“ Being a Member of the scheme gives the public confidence in our attraction.”



Armagh Robinson Library, Co. Armagh

“ The business improvement tools offered through the scheme have been of great value to us and have allowed us to focus on areas to work on.”



Contact us now on 028 9044 1682 | qa@tourismni.com

Apply online now www.tourismni.com/forms

Further details are available online at: tourismni.com/grading