



Who are you?

Defining yourself in the tourism accommodation market

Working with our team of Assessors at Quality in Tourism, we have put together some tips and guidance to assist with the marketing of your accommodation to potential and returning guests regardless of the type of property that you operate

We have broken Tourism Accommodation into **three** definitions

- Non-serviced,
- Limited service
- Fully serviced

The following information aims to help you define the type of accommodation you offer and the expectations guests have when using certain designators to describe your accommodation, the main focus is to ensure your marketing is selling your business accurately.

Our **top tips** for success in marketing your business

- Don't confuse your guests
- Don't try to be something that you are not
- Keep the descriptions punchy and in simple language
- Be clear and concise about the sleeping arrangements; i.e. sofa beds, more than two guests to one room, bunks, smaller beds, 4" doubles, 2'6" singles as examples
- Be clear and concise about the facilities you offer, as an example, type of breakfast offered, reception times, parking on site
- Highlight your Unique Selling Points otherwise known as your USP!
- Highlight your good bits and bad bits
- Think about what you look for when you book something and make sure that your guests can access this information quickly and easily for your accommodation.

Non Serviced Accommodation

This type of accommodation will have **no daily service** like in a B&B or Hotel.

Other factors to consider are; there may not be anyone living on site or a reception, there may not be any meal options and there may charge for “extras”. However, there is also no reason why any of the following accommodation types can't be serviced offering additional facilities such as meals.

Homestay

- Likely to be marketed on sites such as Airbnb
- May share bathroom, catering and living areas with 'landlord', although this should be made clear during booking and all marketing.
- Bedding, towels and heating may incur an additional charge, again must be made clear.
- A private bedroom should be available with a lock and should not be sharing with any other guests not in their party.

Self-Catering

- Examples; house, cottage, barn conversion, apartment, annex, chalet, villa, apartment, loft.
- Property will be sole use although there may be other guests on the same site.
- This set up will tend to be more formal. Booking might be made through an agency and a welcome packs sent to guests prior to arrival. Keys, door codes will be provided.
- Bedding, heating and towels etc. most likely included in the price and a weekly service if staying more than one week. If not this should be made very clear in marketing and pre booking.

Group Accommodation/Group Hostel (Sole use)

- Can be found in rural and urban areas.
- Generally basic accommodation that is for sole use.
- Bunk beds will probably be the main form on sleeping.
- Guests should be advised if the property isn't sole use and is shared with other guests.
- There should be adequate space for all guests to dine/sit together in one place.
- Guests will expect full catering facilities for their use.
- Guests may be expected to keep their bedroom's tidy, particularly young and school groups.

Bunkhouse

- Similar to group accommodation although most likely found in rural areas.
- Can be hired as sole use, although beds can be sold individually and it is quite normal for strangers to share bedrooms.
- Cooking facilities would be expected.
- These facilities would most likely be serviced after each use, although guests are expected to do washing up, strip beds etc.

Camping Barn/Bothy

- Will be found in remote, rural areas, most likely on a walking route or up a mountain.
- Can be hired as sole use, although each unit will have a maximum occupancy and 'spots' can be booked individually.
- It isn't likely that there will be beds; alpine platforms may be in place. As long as the floor isn't bare or concrete, beds do not have to be provided.
- Guests can expect to do the cleaning themselves, 'leave it how you found it' policy in place.

Glamping

Glamping is a strange concept or designator as really it could fall into **any three of the sections**. Owners of these businesses are continually adding to their offering and coming up with new concepts to keep hot on the market.

Generally, you rent your glamping 'unit' for a period of time and that's yours for the duration. There will be no daily service, no meals and perhaps not even any electricity! However, as above, what you offer can vary dramatically, the most important thing to remember is to make clear to your guests what you offer.

Some examples of questions to answer in your information for guests
Do they have to walk to their bathroom? Do they share bathrooms?
Are there fridges available? Are the cooking facilities indoor or outdoor?

Luxury Serviced Glamping

There is no real term recognised in the market for fully serviced glamping at the moment. It will generally be set up where full catering facilities are already in place, i.e. an add on to a Hotel, or perhaps during booking for a glamping holiday, fully catered options might be available.

Limited Serviced Accommodation

The following types of accommodation offer a '**limited**' level of service which will most likely include breakfast and a daily service.

The list is not limited and Quality in Tourism are happy for you to call yourself whatever you want, within reason, and we will guide you to ensure you are not misleading your guests.

Bed & Breakfast (B&B)

- Most likely a small number of rooms within someone's home.
- In today's market, en suite facilities are in high demand although private or sometimes shared facilities will be expected so long as this is clear in the marketing.

A substantial breakfast will be expected. Whether this is self-service or a full menu is offered, guests must be fully aware of what to expect.

Pub or Restaurant with rooms

- Possibly where the restaurant/bar is the main focus of the business.
- The accommodation may be in the building or an out building.
- Ensuite or private facilities would be expected. Again shared facilities may be expected although this must be made clear.
- Breakfast and evening meals would be expected. Again, ensure guests are aware of the offering.

Guest House

- Similar to a B&B where breakfast would be expected and perhaps the option for an evening meal which may be pre ordered.
- Probably a larger establishment, perhaps a converted home although the owners may still live in.
- Probably a more formal set up.

Hostel

- A hostel will have shared dorms with bunks and possibly some private rooms.
- Facilities such as living areas and a kitchen will be shared by all guests.
- There will likely be a reception, although this might only be manned at certain times.
- It is likely that meals will be available, this should be made clear in marketing.
- If available, these might be at set times.
- If not meals available, full catering facilities should be.

Budget and Boutique Hotel/Accommodation

Terms such as **boutique hotel, budget hotel and budget accommodation** can sometimes be misleading to guests. We recommend that you ensure that you describe your facilities and set up clearly and concise if defining your accommodation in this way.

The word **budget** is likely to manage guest's expectations with regards to the quality, however this should not impact cleanliness. Location should also be taken into consideration, i.e. budget in London could be very different to budget accommodation near to a football stadium.

Consider that boutique might mean 'small' to some, but classy/special/luxury to someone else. This may be used alongside a pub or restaurant (above).

Group Accommodation/Group Hostel (shared)

As per points above, make clear if the accommodation is shared or for sole use. A business may want to use this designator if the primary market it groups, i.e. stag and hen parties
If shared, there should be someone on site, possibly manning a reception desk or available via a bell or phone. This type of accommodation probably won't have a daily service to the bedrooms although daily cleaning will be carried out throughout the rest of the property.
Again, guests may be expected to keep bedrooms tidy and strip beds prior to departure.

Activity Accommodation

As per Group Accommodation. Although on site activities would be expected or organised transport to activities. This would be the USP of the business.

Serviced Apartments

This type of accommodation will normally be found in urban areas and cities. There will be a formal set up most likely with reception or concierge offering. Regular servicing will be available.

Fully Serviced Accommodation

This type of accommodation might be found at the higher end of the market or defined as a Hotel. Generally, guests will get all the facilities of a hotel, but possibly in a less conventional form than a Hotel such as a Private House, chalet, villa or perhaps a glamping unit.

Hotels

Defining your business as a hotel can open yourself up to criticism if you really don't meet a wide range of expectations. Generally, a hotel will have more than 5 rooms and offer additional services such as concierge, room service, breakfast and evening meals as well as having on site facilities such as a gym and possibly, but not limited to, a spa and swimming pool.

By combining the facilities and offering of your business with an accurate Star Rating may help to manage your guest's expectations. For example, if your quality is Five Star but you do not have the facilities such as a Spa or perhaps don't offer valet parking, 24-hour room service and 24 hour staffed reception, your guest's expectations may be exceeded if you are realistically rated at three or four-star level. Quality in Tourism operates a non-prescriptive star rating scheme and will consider the markets you operate in, how appropriate extra services are for your guests, and how you may surpass expectations through the quality of other services, rather than those traditionally imposed.

Fully Catered and Serviced House or Apartment

- Most likely found in Europe.
- Most likely an independent property but may be part of a group or larger company.
- Each property will be for sole use.
- May offer services such as concierge, daily room service and driver facilities.
- Daily meals will be available including breakfast and dinner and the 'hosts' or 'chef' may live in or nearby.

If you would like to find out more about how QIT can work with your business in all aspects of quality, please contact our team on 0845 300 6996 or via email qualityintourism@m-assessment.com