



# A MARK OF DISTINCTION

---

IMPROVE YOUR ACCOMMODATION  
BUSINESS WITH A QUALITY AWARD



**TOURISM  
NORTHERN  
IRELAND**



## Assurance

From customer service to facilities, delivering quality speaks volumes to visitors. A trusted National Tourist Board quality award gives consumers confidence in the experience they will receive and a reassurance that your property has been independently checked.

## Opportunity

You can use your award to enhance your own marketing and showcase your quality to potential guests. You'll also benefit from access to Discover NI social media opportunities and inclusion in a range of marketing and promotional initiatives, all of which can help you reach new audiences



## A great investment

Of course, getting the grading accreditation is an investment, but it is an investment that pays dividends – here are just some of the benefits.

- **Personal service** - Our professional Quality Advisors will work with you to maximise the potential of your business and deliver the best possible visitor experience.
- **Internationally recognised** - You'll be part of a recognised and independent national programme, committed to quality.
- **Promote your business** - Once you've been accredited, you can promote your award in your own marketing activity with a variety of signs and logos. Use your award to attract, motivate and retain staff.
- **Receive additional marketing** - Access to Discover NI social media opportunities and presence in marketing and promotional initiatives.
- **Business support** - You can access best practice advice and support all year round. Our professional team of advisors are always available to offer guidance and support.
- **Benchmark your performance** - Our experienced team of advisors can help you to find the areas of your business where training or investment can make the biggest difference.
- **A tool for growth** - Your award could help you to grow your business, in support of a loan application or business plan.



## We're here to help

If you're unsure whether the scheme is for you, please contact us on **028 9044 1682** or send us an email at **qa@tourismni.com** where we can offer advice one-to-one. This will ensure that your quality journey is tailored to your needs and business goals.

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.



Scan here for further details on the Scheme.





## What they said

### The Rabbit Hotel & Retreat, Co. Antrim

“ The grading scheme is a mark of distinction of our standards and reputation. It verifies our commitment to exceptional guest experiences and boosts our visibility, attracting discerning guests seeking quality and authenticity.”



### Enniskeen Estate, Co. Down

“ The Tourism NI grading scheme has helped us fine tune our luxury glamping offer so it genuinely is a next level overnight experience for discerning guests.”



### Cul-Erg House & Kitchen, Co. Londonderry

“ The grading assessors can see things from a different perspective and are able to guide you. The changes we’ve made over the years have had a positive impact on our business”



100’s of NI tourism businesses have already earned the Tourism NI quality mark, and yours could be next. **Contact us now or scan here to apply online.**





**TOURISM  
NORTHERN  
IRELAND**

Contact us now on 028 9044 1682 | [qa@tourismni.com](mailto: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)