



**Excellence in Tourism
Accommodation Accreditation Scheme**

Serviced Accommodation



The Importance of Quality

In an increasingly competitive tourism environment, it is important that quality standards are set high and continue to improve. This Serviced Accommodation Quality Standard is designed to help businesses to become more successful, and to ensure that visitors to the Falkland Islands leave with happy and satisfied memories of all the places they have stayed in.

Our Commitment to You

We will work with you in order to maximise the potential of your business. As a member of the star-rating scheme, you will receive:

- A free annual assessment of your accommodation establishment from our independent team of assessors, followed by a verbal debrief and a written report.
- Free listing on the FITB website.
- Inclusion in all UK and US marketing initiatives.
- A certificate and sticker recognising your achieved quality level.

Quality Across the Star Ratings

Our assessors will grade each aspect of your businesses to five levels, based on consumer expectations of quality and current standards in our main tourist generating markets. The assessment is objective, and judgements will not be made about any aspect of your business based on style or personal taste. The aim is to add quality without taking away any of the character and style of the property.

Service and Hospitality

A smile, a warm and genuine welcome, and a willingness to please and serve customers is a common requirement and achievable across all the star ratings. These are the first and last impressions the guest will have of your business, and so it is the time you can make the most impact.

Bedrooms and Bathrooms

Whatever the style or concept of the bedrooms and bathrooms, both quality and comfort is what guests and our assessors will be looking for, specifically:

- The quality and comfort of the bed
- The quality of the bed linen
- Attractive, well coordinated décor and soft furnishings
- Those extra touches that make the rooms more welcoming
- The quality of bathroom fittings, of towels and toiletries
- Ease of use: well designed rooms do not need to be large or spacious

Cleanliness

Cleanliness is of paramount importance to all customers at all star levels. It is expected that all properties will be clean throughout.

Hints and Tips

Be objective and self-critical when thinking about quality...

Do not over promise: *Do not be tempted to claim you offer luxury on your website or in brochures unless the facilities you are selling are truly luxurious. Customers travel with expectations. It is better to exceed these expectations rather than not to live up to them.*

Be a customer in your own business: *Take time to use your own website (if you have one), sleep in your own bedrooms, and eat your own breakfasts in order to experience what you are offering your guests.*

No need to follow the crowd: *Don't be afraid to have your own style and to try new ideas. It can be these differences that make you stand out and the stay more memorable for your guests.*

First impressions: *Arriving at any overnight accommodation for the first time involves a series of first impressions. Paying attention to the following critical areas will pay dividends:*

- *The clean and tidy grounds outside the property*
- *The welcoming smile*
- *The smell of home baking*
- *The final polish in the bedrooms and bathrooms, with care taken over the presentation of bedding, towels and toiletries.*



How Do We Measure Quality?

During your assessment visit, the assessor will make quality judgements across all areas of your customer-facing business. When the scores are added up, you will have an overall percentage score that will place you within one of the five different star rating bands.

However, in order to achieve a particular star rating, the scores awarded within each of five key areas also need to fall within that band or higher. In this way we, and you, can be confident that your business is offering a consistent level of service at the star rating awarded.

The five key areas are:

- Cleanliness
- Bedrooms
- Bathrooms
- Hospitality, Friendliness and Service
- Food Quality

The table below shows the scores that are required within each of these key areas, to achieve each of the five ratings. In addition, it shows the Overall Score of the entire assessment that needs to be achieved for each rating band.

	1 Star (%)	2 Star (%)	3 Star (%)	4 Star (%)	5 Star (%)
Overall Score	30-46	47-54	55-69	70-84	85-100
Cleanliness	40	50	65	75	90
Bedrooms	30	47	55	70	85
Bathrooms	30	47	55	70	85
Hospitality	40	50	65	75	90
Food Quality	30	47	55	70	85

For example, a property seeking a 4 star rating needs to achieve an Overall Score of at least 70%, and a score of at least 75% for *Cleanliness* and *Hospitality, Friendliness and Service*.



Gold and Silver Awards

The Gold and Silver awards are given in recognition of exceptional quality within each of the star rating bands. These awards are awarded to accommodation that achieves a high or very high score within its band.

The awards are given according to the Overall Score, and are shown below for each star-rating band.

	1Star(%)	2Star(%)	3Star(%)	4Star(%)	5Star(%)
Silver	43-44	52-53	66-67	81-82	97-98
Gold	45-46	54	68-69	83-84	99-100

Breakfast Award

Accommodation establishments achieving exceptionally high scores for the quality of their breakfast will qualify for the *Breakfast Award*. As part of the annual assessment the assessor will score the breakfast served based on the following criteria:

- Choice and range of dishes offered
- Presentation and culinary skills
- Quality of ingredients/produce
- Breakfast service/hospitality

Good Night Award

Accommodation establishments that offer an exceptional night's sleep will qualify for the *Good Night Award*. As part of the annual assessment, the assessor will make the award decision based on the following criteria:

- All sheets and pillow cases must be 100% cotton
- Mattresses must be of a good quality and less than five years old
- Pillows must be of a good quality and less than five years old



Assessment Example

In the example shown, Accommodation X has been graded against the standard categories for serviced accommodation. The score table used by the assessors is shown below – so, for example, Cleanliness of bedrooms was assessed as being “Good”, whilst Cleanliness of bathrooms were assessed as being “Very Good”.

Assessment	Score
Acceptable	1
Quite Good	2
Good	3
Very Good	4
Excellent	5

Each Quality Category is given a percentage score based on the individual scores within in. A full set of “5”s in any given Quality Category will mean that 100% is scored.

The example shows that the business scored 65% for Cleanliness, which is a 3 Star quality. Bedrooms scored 77%, which is 4 Star quality, and Bathrooms scored 80%, which is also a 4 Star quality.

Quality Category	Score
Cleanliness	
Bedrooms	3
Bathrooms	4
Dining Area	2
Public Areas	4
Total (%)	65
	← 3 Star Quality
Bedrooms	
Decoration	4
Furniture, Fittings and Furnishings	3
Flooring	4
Beds and Bedding	4
Lighting, Heating and Ventilation	5
Bedroom Accessories	3
Space, Comfort and Ease of Use	4
Total (%)	77
	← 4 Star Quality
Bathrooms	
Decoration	4
Fixtures and Fittings	5
Flooring	3
Lighting, Heating and Ventilation	4
Towels and Toiletries	4
Space, Comfort and Ease of Use	4
Total (%)	80
	← 4 Star Quality

Hospitality, Friendliness and Service achieved a score of 90%, which is 5 Star quality, and Food Quality achieved a score of 70% which is a (borderline) 4 Star quality.

The Dining Room and Restaurant and Public Areas scores are not individually considered when determining the grade of a business, as surveys of guests show that these are of a lesser importance to them than the five key areas. However the scores of these two categories are incorporated in the overall score.

Hospitality, Friendliness and Service	
Booking and Arrival Service	5
Breakfast Service	5
General Service (inc. Dinner if served)	4
Departure Service	4
Total (%)	90
Food Quality	
Breakfast Choice and Range	4
Breakfast Presentation	3
Breakfast Quality & Culinary Skills	3
Overall Food Quality (inc. Dinner if served)	4
Total (%)	70
Dining Room and Restaurant	
Decoration	4
Furniture, Fittings and Furnishings	3
Flooring	3
Lighting, Heating and Ventilation	4
Table Appointment	4
Space, Comfort and Ease of Use	5
Total (%)	77
All Public Areas	
Decoration	4
Furniture, Fittings and Furnishings	3
Flooring	3
Lighting, Heating and Ventilation	4
Space, Comfort and Ease of Use	3
Stairs, Corridors, Hallways and Public WCs	4
Total (%)	70

The summary table below shows all the individual grades awarded.

Summary	Score (%)	Grade Awarded
Overall Score	76	4 Star Quality
Cleanliness	65	3 Star Quality
Bedrooms	77	4 Star Quality
Bathrooms	80	4 Star Quality
Hospitality, Friendliness and Service	90	5 Star Quality
Food Quality	70	4 Star Quality
GRADING OUTCOME	3 Stars	

The example business was seeking a four star category, however it can only be awarded the lowest category that it achieved in any of the five key areas or the Overall Score.

In this example, as it only achieved 3 Stars in cleanliness, the outcome of the grading is that a **three star rating** is awarded, but with the future potential for a four star rating. Advice is provided on how to improve the percentage scores for cleanliness in order to meet a four star rating at the next assessment visit.



Serviced Accommodation Categories

Hotel/Lodge

Accommodation where rooms are all, or predominantly en-suite, and guests usually eat their meals at individual tables. Breakfast and evening meals are available.

Guest House

Accommodation provided in a private house or farmhouse. Rooms are not necessarily en-suite, although some (or even all) may be. Guests typically dine together around a large table in a dining room and have access to other areas of the house such as a lounge. Breakfast is available, and usually evening meals too, although these may need to be requested in advance.

Bed and Breakfast

Similar to Guest Houses, however only breakfast is available. Guests may not have any other facilities available to them outside of their own room.

Catered Cottage/House

A cottage or house that can be rented in a self-catering capacity, however it is also available as serviced accommodation that includes breakfast and evening meals. Guests have access to the whole property, typically a lounge area, kitchen, and the bedroom they occupy. In some cases the house/cottage is shared with other guests, similar to a Guest House.

Minimum Requirements for One Star

This section provides a guide to the minimum entry standards required for grading.

A description, or general advice, is provided for businesses to ensure that the basic requirements for the initial grading of an establishment is met.

Please use the tick boxes on the right of the table as a way of checking off each of these requirements.

1. Cleanliness

Particular attention should be given to items involving direct contact for guests, including:

Bedding, linen and towels	<input type="checkbox"/>
Baths, showers, washbasins and WCs	<input type="checkbox"/>
Flooring and seating	<input type="checkbox"/>
Crockery, cutlery and glassware	<input type="checkbox"/>
All bathrooms and shower rooms cleaned daily and checked	<input type="checkbox"/>
Bathrooms and shower rooms clean and fresh smelling. Particular attention paid to WCs, plugholes, shower curtains, mirrors, and extractor fans	<input type="checkbox"/>



2. Hospitality, Friendliness And Service

Bookings and Pre-Arrival Information

Accurate description of amenities, facilities and services in any advertisement, brochure or other printed or electronic media	
Make clear exactly what is included in the prices quoted	
When taking a booking, describe any in-house policies (payment methods, access restrictions, etc)	
Prospective guests should be able to view the accommodation prior to booking if required	
Tell prospective visitors about any major refurbishment work that might affect their stay.	

Guest Arrival, Welcome and Access

The owner or staff should be on duty during the main arrival and departure periods and during meal times	
Guests should have access to the establishment and their bedrooms at all times (unless previously told about any restrictions)	
Deal promptly with all enquiries, requests, reservations, correspondence and complaints	
There must be an effective means for guests to call for the attention of the proprietor or staff	
Availability of proprietor or staff to attend promptly in case of emergency	

Guest Payment / Departure

The means of payment must be clearly detailed to guests (how and where they pay)	
Provide written details of payments due and a receipt to any visitor who requests it	

3. Bedrooms

Bedroom Size and Spaciousness

Bedrooms should have sufficient space for guests to move easily around the room. Minimum requirements: <ul style="list-style-type: none"> • <i>Single</i> – 5.6m² / 60 ft² • <i>Double</i> – 8.4 m² / 90 ft² • <i>Twin</i> – 10.2 m² / 110 ft² 	
The ceiling height for the major part of the room needs to be sufficient for a person of 6ft to move around without stooping	
It should be possible to fully open doors and drawers without having to move other furniture	
Rooms for family occupation need to be significantly larger than the dimensions provided above	

Beds and Bedding – Size and Quality

Minimum requirements: <ul style="list-style-type: none"> • <i>Single</i>: 190 cm x 90 cm (6'3" x 3') • <i>Double</i>: 190 cm x 137 cm (6'3" x 4'6") Rooms with bunk beds only are not acceptable for adult use	
All mattresses should be comfortable and have a sprung interior or be made of foam or similar. All mattresses should have a protector – plastic or rubber protectors are not acceptable (except when used for small children)	
All beds and mattresses should be of sound condition with a secure headboard or equivalent	

Bedding – Quality and Provision

All beds should be made daily	
All bedding should be clean and in sufficient quantity, according to the season and needs of the guests	
Each bed should have either: <ol style="list-style-type: none"> Two sheets, two blankets and a bedspread or A duvet with duvet cover and one or two sheets 	
If duvets are provided, alternative bedding should be available on request	
There should be two pillows in individual pillowcases per person (one pillow is acceptable at One Star). If feather pillows and duvets are provided, a non-allergenic alternative should be available on request	
All linen should be fresh for each new guest. It should be changed at least once in every week for guests	
Spare blankets and pillows should be available on request	
Bedding of good quality and condition (100% man-made fibre sheets are not acceptable)	

Furniture, Furnishings and Fittings

Each bedroom should have:

A bedside table, cabinet or shelf for each bed (twin beds may share and bunks are exempt)	
A dressing table, writing desk, small table or equivalent, with a mirror adjacent	
A chair or a stool	
If a lounge is not available, a comfortable easy chair should be provided in the bedroom	
A wardrobe or clothes hanging space with sufficient hangers – at least 6 per person (wire hangers are not acceptable)	
Adequate drawer or shelf space (drawers should run freely)	
Opaque curtains, blinds or shutters on all windows	

Windows and Ventilation

Every bedroom must have at least one opening window with glass to provide natural light and ventilation	
Windows should be well fitted, easy to shut and open and remain open	
Security fittings installed on all bedroom windows where, when open, access could be gained from outside	
Provide a pole for opening high “velux”-style or skylight windows where these are the only opening windows	

Lighting

Bedrooms well lit	
A shade or cover provided for all bulbs (unless decorative)	
At least one light controlled from the door	
Bedside reading light for each bed. Twin beds may share central bedside light	

Heating

There should be adequate in-room heating provided	
Additional heating should be available on request	

Flooring

Bedrooms should have fully fitted carpets or hard flooring	
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Beverage Making Facilities

Tea/coffee-making facilities available and accessible 24 hours either in bedrooms or in public areas	
Self-service ingredients for making hot drinks to be provided, and kept topped up (wrapped or in lidded containers)	
Bedroom kettles should not have to be operated at floor level	
Fresh milk should be available on request	

Telephone in Bedrooms (not required)

Where telephones are provided in rooms, rate cards should be displayed	
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Miscellaneous Requirements

A means of securing bedroom doors from inside and out with a key (or equivalent) is preferred	
A waste paper container	
One drinking tumbler per guest (glass or wrapped disposable)	
Sufficient, conveniently situated, power sockets to allow for the safe use of all electrical equipment provided	
Printed advice on how to obtain emergency assistance at night (clearly displayed somewhere in the room)	
Iron and ironing board available on request and advertised in the bedroom	
Early morning calls available on request or an alarm clock provided	
For bedrooms without an en-suite or private bathroom, a towel rail with one hand towel and one bath towel per person. There should be fresh soap for each new letting. Liquid soap dispensers should be clean	



4. Bathrooms, Shower Rooms and En-Suite Facilities

General Requirements

Hot water at all reasonable times	
A WC and washbasin that is separate from a bath or shower room	
When an establishment has four or less bed spaces sharing a public bathroom, it is acceptable for a bath or shower room to be combined with a washbasin or WC	
If there are any guest bedrooms without washbasins, there should be a hand washbasin in the WC	
Where the maximum number of guests resident in the establishment, including proprietors, is no more than six, it is acceptable that facilities are shared between guests and proprietors. However, this will limit the achievable rating to Two Star	

En-Suites

An en-suite facility consists of a bath or shower, WC and washbasin in a separate room connected to a bedroom and entered directly from it	
The WC must always be in its own properly ventilated room (i.e. not in the bedroom). If the shower cubicle is situated in the bedroom then additional ventilation should be added to take account of this (accommodation with this arrangement are unlikely to achieve a high quality rating – in this instance guests must be told when they book, and the arrangement cannot be described as en-suite)	
It is acceptable for the washbasin to be in the bedroom, as long as the WC is contained within a room of its own, within the bedroom	

En-Suite Provision

One to Three Star – there is no minimum requirements for en-suite facilities	
Four Star – at least 50% of bedrooms should be with an en-suite or private bath/shower facility	
Five Star – every bedroom must have en-suite or a private bath and/or shower facility	

Private Bathroom and Shower Room Facilities: Definition

<i>A private bathroom</i> is one in which the bath/shower, WC and perhaps a washbasin are allocated for the sole use of the occupants of one particular bedroom. It should be on the same floor and reasonable close, and lockable – not accessed through lounge/dining room etc	
<i>A public bathroom</i> is one that may be shared by occupants of more than one bedroom and perhaps the owners or their family	

Fixtures and Fittings for all Bath/Shower Rooms

A bath or shower (if a shower a curtain or screen should be provided unless designed in such a way that it is not required, and a shelf for soap etc.)	
A lidded WC	
A toilet roll holder with toilet paper	
Fresh soap for each new guest; if liquid soap is provided it must be clean	
A bin with sanitary disposal bags	
An internal lock/bolt.	
Appropriate flooring (washable is better than carpeting)	
Opaque window curtains or blinds	
An extractor fan or a window that opens	
Adequate heating	
A hook for clothes	
A non-slip bath mat should be available when shower trays and baths are not non-slip	
A towel rail or equivalent (not a radiator)	
A clean hand and bath towel for each guest, which should be changed every three days	
A clean bath mat for each new let	
An electric razor point or adapter available within easy reach of the mirror (in the bedroom or bathroom)	
All bathrooms need to be well lit by a covered light	
Hot water for bathing should be available at all reasonable times	

Public/Shared Bathrooms

As above but also:

A bath mat that is changed daily	
Hand-drying facilities	

Guest Toilets (Shared)

A lidded WC	
A toilet roll holder with toilet paper	
A bin with sanitary disposal bags	
A hand washbasin and hot water, soap and hand towel/trying facilities, if all guest bedrooms do not have a washbasin	
An internal lock/bolt	
Opaque window curtains or blinds	
An extractor fan or a window that opens	

Washbasins in Bedrooms

In all but exceptional cases, to achieve a Three Star rating all bedrooms require a washbasin (unless en-suite)	
Recommended minimum size of washbasin is 36 cm x 24 cm	
Where a washbasin is provided in a bedroom there should be:	
<ul style="list-style-type: none">• A mirror with a light above or adjacent	
<ul style="list-style-type: none">• A towel rail or equivalent	
<ul style="list-style-type: none">• A shelf space close to the washbasin	
<ul style="list-style-type: none">• A clean hand towel or hand drying facility	
<ul style="list-style-type: none">• Fresh soap. A liquid soap dispenser is acceptable	



5. Guest Meals

General Requirement

A full cooked or substantial continental breakfast should be available	
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Breakfast

All food must be properly cooked and carefully prepared and presented. A cooked or substantial continental breakfast should be available. If a cooked breakfast is not available, you must make guests aware at the time of booking and highlight on property website and on third party websites. To achieve the higher star ratings, a greater choice and quality is expected	
The owner and/or staff should be available at breakfast for responding to guest's needs e.g. clearing of dishes, replenishing buffet and offering top-ups of tea and coffee	
Where breakfast is served in the bedrooms, service should be of an equivalent or better standard than if it were to be served in a breakfast room	

Dinner (if provided)

All food must be properly cooked and carefully prepared and presented	
If requested at the time of booking, there must be at least one vegetarian option available	



6. Public Areas

Lounges, Bars, Dining Areas, Restaurants, Hallways, Stairs, Corridors, Landings and Outdoor Areas

There should be a dining room or breakfast room available, unless meals are only served in bedrooms, in which case guests need to be told of this when they book and this should be highlighted in the property website.	
Where televisions are not provided in the bedrooms, there should be access to a lounge that has comfortable easy seating and a colour television at no extra charge	
Corridors and stairs should be in good repair and free from obstruction	
The levels of lighting in all public areas should be adequate for safety and comfort	
Stairways and landings should also have sufficient light at night	
All public areas should have an adequate level of heating	

Safety and Security

The main entrance should be clearly identified and the doorway illuminated	
All car parks should be adequately lit	

Exterior and Condition of Buildings and Equipment

Buildings, their fixture, fittings and exterior décor must be maintained in a sound, clean condition and must be fit for the purpose intended. All electrical or gas equipment should be safely maintained and in good working order.	
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Thankyou

