

Best B&B or Guest House Experience

Criteria and Questions

B&Bs and guest houses are at the front line of Scotland's hospitality reputation and are key to creating visitors' lasting impressions of Scotland. This category celebrates businesses going the extra mile to provide a personal memorable and authentic experience. Businesses should provide a warm welcome to all visitors and have sustainability at their heart.

Who should enter?

A business that considers itself a guest house or B&B and demonstrates exemplary levels of customer service and satisfaction.

Executive Summary. (200 words)

The purpose of the Executive Summary is to give judges a general overview and better understanding of your business. Although not an exhaustive list, some examples of the type of information judges will be looking for are listed below. **This question is not scored and is for background information only.**

- Types of services on offer
- Size and purpose of your business
- How long you have been operating
- Any other information you feel is relevant

1. Please demonstrate your approach to delivering exceptional guest experiences. Please provide examples of what sets you apart from the competition. (500 words)

Provide **clear evidence** of activity and outcomes within the time period **1st May 2023 – 31st March 2024**.

- Attention to detail paid to all aspects of the guest experience – from pre-arrival (digital presence) through to post-visit – to ensure all needs are proactively met and the experience is personalised for every guest
- The unique aspects of your accommodation on which your guests comment most positively
- The ways in which you intentionally bring a sense of place to your accommodation – eg. serving local food and drink, incorporating aspects of local/Gaelic language throughout the offering, proactively encouraging guests to enjoy the local area, highlighting cultural and historical points of interest.
- The ways in which you intentionally bring a sense of place to the breakfast/dining experience – showcasing Scottish produce at its best
- Any examples of collaboration and partnership you may have with other high-quality tourism providers to create an enhanced experience for your guests

2. What actions are you currently undertaking to develop your business? What do you hope to achieve and how are you measuring success? (500 words)

You should provide **clear evidence** of current developments and how benefits will be **monitored / measured, e.g. through guest feedback, increased revenue, target market statistics**. Please cover any areas you think are relevant although you may wish to include aspects such as:

- Plans for new and innovative products/services
- New collaboration and/or partnership working
- Intentionally targeting new markets or increasing occupancy rates
- Obtaining an external assessment of quality and experience (eg awards schemes, customer ratings)

3. Please demonstrate your business' commitment to Responsible Tourism. (500 words)

In line with the Outlook 2030 strategy's ambition for sustainable and responsible growth, it is important that the tourism and events industry in Scotland continues to develop in a responsible way. Please cover any of the [four priority areas of Responsible Tourism](#) where relevant, but you may wish to highlight:

1. Supporting Scotland's transition to a low carbon economy. e.g. Promote sustainable practices undertaken in your accommodation (encouraging guests to stay longer, reducing waste from packaging, reducing food waste)
2. Ensuring tourism and events in Scotland are inclusive. e.g. providing for guests with access requirements; ensure breakfast choice and range caters for various dietary preferences
3. Ensuring tourism and events contribute to thriving communities. e.g. using local produce, working with local businesses, craftspeople and suppliers, hiring local staff
4. Supporting the protection and considerate enjoyment of Scotland's natural and cultural heritage. e.g. promoting nearby visitor attractions and outdoor experiences; sharing the history of your accommodation, and the rich culture and heritage of the community and local area