

Best Luxury Experience

Criteria and Questions

Executive Summary

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 tell us how your luxury experience or package stands out, providing a wow-factor for your guests.

Do you go above and beyond in unique and innovative ways to ensure your guests experience luxury during every moment? You should provide **clear evidence** of your commitment to quality and how you gather and implement feedback to ensure your full guest experience consistently delivers world class standards, within the time period **1st May 2023 – 31st March 2024**. Please cover any areas you think are relevant although you may wish to include aspects such as:

- Examples of collaboration and partnership with other high-quality tourism providers to create a full luxury package for your visitors
- How your staff recruitment and training methods ensure the highest standards of hospitality and service
- The unique aspects of your experience on which your guests comment most positively
- The ways in which you bring a sense of place to your experience (using local produce, working with local producers, craftspeople and suppliers) and the storytelling experience your customers receive
- The attention to detail paid to all aspects of the guest experience – from pre-arrival (digital presence) through to post-visit
- Any luxury accreditation awarded, such as VisitScotland Quality Assurance Star ratings

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

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

- Intentionally benchmarking your provision against other businesses
- Obtaining an external assessment of quality and experience (eg awards schemes, customer ratings)
- Plans for new and innovative packages and way of keeping the experience fresh
- New collaboration and/or partnership working

3. Please demonstrate your business' commitment to Responsible Tourism.

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
I.e. Promote sustainable practices undertaken in your attraction, eg. increasing energy efficiency; provision of electrical vehicle charging points; encouraging recycling; reducing food waste; reducing single-use plastic
2. Ensuring tourism and events in Scotland are inclusive
Eg. full access guide available online; catering to visitors with various dietary preferences; relevant staff training
3. Ensuring tourism and events contribute to thriving communities
Eg. hiring local staff; working with local businesses; use and promotion of local products and services
4. Supporting the protection and considerate enjoyment of Scotland's natural and cultural heritage
Eg. promoting the local area, including nearby businesses and attractions; delivery of any relevant events and packages that specifically promote Scottish culture and nature.