

VisitEngland demands inspected only

VisitEngland now only markets quality-assured accommodation. There really has never been a better time to belong to VisitEngland's quality assessment schemes as the potential benefits are enormous. Accommodation providers participating in VisitEngland's Quality in Tourism scheme already have access to the following FREE potential benefits:

- Promotion in the VisitEngland's 'Where to Stay Guides' that generate over three million enquiries per year
- Promotion with a detailed listing and photography on both the VisitBritain and VisitEngland websites that attract over 28 million visitors - generating over 300,000 direct bookings for the English tourism industry
- Promotion to over 4.5 million customers throughout the world via VisitBritain's 300 plus marketing campaigns
- Promotion exclusively to more than 560 Tourist Information Centres throughout England who make in excess of 275,000 bookings per year
- Quality in Tourism signs to all new participants to promote their rating, and use of the Quality in Tourism logo on signage, letterheads and other stationery

In line with the national position, Leicester Shire Promotions is committed to developing the quality of Leicestershire tourism offer, and has worked towards adopting an inspected-only position.

We want to market products whose quality is guaranteed to consistently meet and exceed consumers' expectations. We believe that a quality assurance rating provides an independent assessment of what a guest can expect to find. A mark of quality that is both nationally and internationally recognised demonstrates to guests that a business takes a great deal of pride in the services and facilities that it offers; that it values them and wishes to provide them with the highest standards possible, to ensure that they choose to return time and time again.

At a local level, benefits include:

- Free entry for your property on the websites www.goleicestershire.com
- The opportunity to advertise in the official Leicestershire visitor guide