

# iKnow Partner Programme

Increasingly our visitors tell us how much they rely on, and trust, the breadth and depth of advice and information they receive from local people they interact with whilst on holiday in Scotland.

The iKnow Partner Programme has been developed to recognise and support the great effort that businesses across all sectors undertake to bring Scotland to life and help our visitors make informed choices to ensure they get the most from their visit.

The iKnow Partner Programme is open to all Quality Assured businesses, Membership Organisations, Community Groups and Social Enterprises.

## iKnow Partner Programme

Good quality, accurate visitor information is critical to the customer experience. iKnow Partners can add value by providing an insight into the local area, suggesting things visitors can't find online such as where to have a meal with locally sourced produce, or a nice cosy cafe. Our visitors want locals to share experiences and hidden gems about the area as well as little nuggets of practical information only locals would know.

By becoming an iKnow Partner you can share your passion and pride for your area with visitors, creating a memorable experience and have a positive impact on the local economy.

If your business fulfils the criteria across the page, then why not join our iKnow programme where you'll be certified as an iKnow Partner.

Simply complete the application by following this link.

For those businesses already part of a QA scheme a VisitScotland Quality and Tourism Advisor will verify that the criteria have been met during their next visit.

For community groups, social enterprises and membership organisations, a representative will get in touch to verify your service. Joining as part of a membership organisation will offer additional benefits.

To support you, we will provide free of charge a window sticker, certificate, and up to six staff badges to assist the promotion of your iKnow status.

## iKnow Partner Programme Criteria

1. Provide local information on the following:
  - What to see and do in the local area.
  - Food and Drink - eateries located in the vicinity and information about local produce, where visitors can purchase or sample local fayre.
  - Weather - local weather conditions for the week ahead.
  - Shopping - details of local shops.
  - Maps - village, town, or area maps.
  - Events - a list of current and forthcoming events in the area.
  - Practical information - this could include a list of local services including banks, medical centres, places of worship.

To assist with this a toolkit is available to download follow this link.

2. Interacting with local people is critical. A proactive approach to providing good quality information during your conversations with customers will enhance the visitor experience and drive visitor spend within the area. Staff training should incorporate an appropriate level of local product knowledge.
3. Also provide local information in either printed form or signpost to relevant online resources or through knowledgeable staff.
4. Display and/or provide printed information (including notices to promote Wi-Fi). You must ensure information resources are in an area of your property that is easily accessible to all visitors.
5. If signposting to online information you must provide unrestrictive free Wi-Fi.
6. Upon successful self-assessment and registration, you will receive your iKnow window sticker, staff badge(s) and certificate which you may choose to display in a prominent position within your property to promote your commitment to local information provision.