

VisitScotland Information Partner programme - all sectors

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 VisitScotland Information Partner (VIP) 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 VIP programme is open to all Quality Assured businesses, community groups and social enterprises.



VISITSCOTLAND INFORMATION PARTNER PROGRAMME

Good quality, accurate visitor information is critical to the customer experience. Consumer behaviour has changed with the growth of mobile technology. Many visitors bring mobile devices with them to access information whilst they are on holiday.

Visitors also seek local information from local people during their trip, particularly accommodation providers, staff working in visitor attractions, shops, restaurants and on transport services.

With this in mind, we are happy to invite you to become a VisitScotland Information Partner (VIP). To do so, simply self-assess your information provision service against the criteria and provide quality information to your guests and visitors.

If you qualify then please complete the VisitScotland Information Partner application form.

We will confirm you as a VIP based on your completed application form. A VisitScotland Quality and Tourism Advisor will verify that the criteria have been met and that all the information has been provided when they next visit you.

For community groups or social enterprises, a representative from VisitScotland will arrange to visit and verify your service.

To support you, we will give you a window sticker, a certificate, and up to six badges free of charge to help you promote your VIP status.

VISITSCOTLAND INFORMATION PARTNER PROGRAMME CRITERIA FOR ALL QUALITY ASSURED BUSINESSES, COMMUNITY GROUPS AND SOCIAL ENTERPRISES

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