



Hotel Quality & Standards Benchmarking Trip to Glasgow

A chance to examine how quality assured accommodation can drive tourism growth and what lessons can be learnt from a neighbour destination

15th - 17th April 2013

Supported by



northernireland
tourist board



Programme Aims

The aim of this programme is to further develop the work started in the grading workshops in January. The objectives are as follows:

- Creating a successful destination and how grading works in practice.
- Meeting with See Glasgow, the city's destination marketing agency.
- Looking at the moving to Gold Standard.
- Lessons that Northern Ireland can learn from Glasgow.
- How Glasgow has re-invented itself - great food, good shopping and easy access.
- Co-operation and working in partnership within tourism and beyond.
- Preparing for a major event - the Commonwealth Games.
- Bundling you product and creating interest through clusters.
- Promoting Northern Ireland in the Scottish market.

Over the three days we will visit a number of leading hotels, speak with their owners and managers and learn what impact quality assurance has had on their businesses.

Meetings with Tourism Ireland, Visit Scotland and See Glasgow will allow the Northern Ireland trade to learn more about the Scottish market and how Glasgow promotes itself.

Programme Costs

The cost of this programme will be £300 + VAT to include all flights, transfers, hotel accommodation, meals and hotel visits.

Not included:

Personal travel insurance

Additional alcoholic drinks

Other meals and snacks

Transportation for individual personal visits in Glasgow

Transportation to Belfast International Airport

Places on this programme are extremely limited and will be allocated on a first-come basis via an online application form at nihf.co.uk by Monday 18th March.

Preference will be given to premises that attended the recent NIHF/NITB Grading Workshops.

Programme Itinerary

Monday 15th April

Meet at Maldron Hotel, Belfast International Airport (formerly Park Plaza Belfast) for breakfast and parking.

Depart Belfast International Airport at 08.05 on easyJet Flight 463 to Glasgow International.

Visit to Mar Hall. Show-round of hotel and discussion on grading scheme and how they have benefitted.

Visit to 15Glasgow, a new boutique hotel. Show-round of property and discussion with owners.

Lunch at Hotel Indigo.

Visit to Crowne Plaza and discussion of Glasgow business and conference market.

Dinner in leading restaurant to be confirmed.

Overnight in Hotel Indigo.

Tuesday 16th April

Meeting with Tourism Ireland looking at promoting Northern Ireland in the Scottish market.

Presentation from See Glasgow on creating a successful destination and the importance of quality assured accommodation. Glasgow - the destination and how it has re-invented itself - Great food, Good Shopping and Easy Access. Preparing for a major event and the importance of the conference market.

Visit to Blythswood Square for lunch and show-round.

Visit to Hotel du Vin at One Devonshire Gardens and discussion of the five-star market.

Dinner in leading restaurant to be confirmed.

Wednesday 17th April

Meeting with Visit Scotland and NITB. How Quality Assurance works on a practical level and how it helps to raise standards. Lessons from the local market and reaching Gold Standard.

Visits to Jurys Inn, Novotel and Citizen M.

Depart Glasgow International at 20.00 on easyJet Flight 470 to Belfast International.

Further information available from:
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