

# Never has quality meant so much

All the accommodation featured in this guide has been quality assessed by either VisitBritain\* or the AA, or has recently applied for a rating and is awaiting assessment. Please be aware that ratings may change throughout the year.

To confirm a rating please visit [www.enjoyEngland.com](http://www.enjoyEngland.com) or telephone VisitBritain on 0208 563 3309 or email: [feedback@visitbritain.org](mailto:feedback@visitbritain.org)

For AA ratings, visit [www.theAA.com](http://www.theAA.com) or telephone: 01256 844455 or email: [customer.services@theAA.com](mailto:customer.services@theAA.com)

All the national assessing bodies (VisitBritain\*, VisitScotland, Visit Wales and the AA) now assess hotels and guest accommodation (including B&Bs) to the same criteria and award one to five stars. The star ratings reflect the overall quality of the experience.

## When choosing your accommodation look for the Quality Rose, the official marquee of the Enjoy England national tourist board rating scheme.

The Enjoy England professional assessors visit every year, carrying out a routine day visit or an overnight stay in the case of serviced accommodation. On these occasions, they book in as you would, as a normal guest and test all the facilities and services. A quality score is awarded for every aspect of the experience including the comfort of the bed, the quality of the breakfast and dinner and, most importantly, the cleanliness. They also score the warmth of welcome.

Places that 'go the extra mile' to make your stay a special one, will be awarded a high star rating and hotels and guest accommodation may achieve a Gold or Silver award.



### Gold and Silver awards for Hotels and Guest Accommodation

Silver Awards recognise exceptional quality at all levels and Gold Awards are given to the very 'best of the best'.

Higher star-rated accommodation tends to have more spacious bedrooms and bathrooms, and in hotels a higher staff to guest ratio, so service should be very attentive. At five star, you can really expect to be pampered in luxurious surroundings!

## For serviced accommodation, there are two separate schemes – one for hotels and one for guest accommodation.

**Hotels** have to be licensed, offer dinner at least 5 nights a week (unless categorised as a Metro Hotel) and have all rooms en suite or with private bathrooms.



The different hotel categories are:

**Hotel, Small Hotel, Country House Hotel, Metro Hotel, Town House Hotel and Budget Hotel.**



Guest accommodation categories are:

**Guest Accommodation, Bed and Breakfasts, Guest Houses, Inns, Farmhouses and Restaurants with Rooms.** They tend to be personally run by the owners.

**Guest accommodation owners have to provide certain additional facilities and services at the higher star levels.**



For **self-catering accommodation**, the layout and design of the accommodation and the range and quality of the kitchen equipment is assessed, as well as the quality and comfort of the bedrooms and bathrooms and most importantly, the cleanliness.



### Campus

Enjoy England's campus scheme covers the universities and colleges that are able to accommodate visitors during the vacation periods on a bed and breakfast basis. Generally the rooms are en suite and there will be plenty of single rooms, so large groups will not present a problem.



### Hostels

Hostels provide safe, budget-priced accommodation for young people, families and larger groups and are star-rated. Higher rated accommodation often provides en suite rooms.



### Holiday, touring, and camping parks and holiday villages:

Enjoy England awards star ratings reflecting the overall quality of the park from one to five stars - five stars being reserved for parks of exceptional quality.

If you choose to stay in any of Enjoy England's quality-assessed accommodation, you can be confident that it has been checked out before you check in. For more information on the Enjoy England Quality Rose assessment schemes and the star ratings, go to [www.enjoyEngland.com](http://www.enjoyEngland.com)

\*VisitBritain is the national tourism agency, marketing Britain worldwide and England in Britain, France, Germany, Ireland and the Netherlands. Quality is a major element of VisitBritain's strategy to improve tourism products and services and the standard of welcome visitors receive. VisitBritain assesses more than 23,000 accommodation businesses across nine different Enjoy England schemes. These assessments are undertaken by Quality in Tourism on VisitBritain's behalf.

### Complaints

If you have any issues that have not been resolved by the proprietor/manager and which you would like to bring to our attention, **please write to:**



### For Enjoy England ratings:

Quality in Tourism  
Farncombe House,  
Broadway,  
Worcestershire  
WR12 7LJ  
[feedback@visitbritain.org](mailto:feedback@visitbritain.org)



### For AA ratings:

The AA  
15th Floor Fanum House  
Basing View  
Basingstoke  
RG21 4EA  
[customer.services@theAA.com](mailto:customer.services@theAA.com)