

Accreditation Guide.

#theislandbreak



Get Accredited



Jersey

Why is tourism accreditation important?

Accreditation promotes a recognised standard of operations to be met by tourism operators and businesses, enabling visitors to make an informed and confident choice about the legitimacy and quality of a tourism product.

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AA Introduction.

The AA introduced a star rating system to classify hotels in 1912, and in 2006 developed Common Quality Standards (alongside the main tourist boards) for inspecting and rating accommodation. These standards and rating categories are now applied throughout the British Isles.

Hotels, guest accommodation, self-catering and serviced accommodation are given star ratings, while caravan, camping and glamping sites are given pennant ratings. Out of the many thousands of restaurants in the UK, they identify over 2,000 as the best by awarding them Rosettes for culinary excellence. The Rosette is an award rather than a classification, and they are awarded annually on a rising scale of one to five.

From the start of 2018, Visit Jersey will be encouraging local accommodation providers to adopt the AA accreditation programme. It also has a range of market leading lifestyle guides which are accessible to members.

As a result, from 2019 onwards visitors to Jersey, and users of the Jersey.com website will be able to compare accommodation in a consistent and accurate way when planning their island break.

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FAQs.

Why has Visit Jersey chosen to work with the AA?

It is important that when potential visitors to Jersey are researching and planning their island break that the information they find is relevant and helpful. With a single internationally recognised grading scheme in place it will help visitors make informed decisions.

For the accommodation providers that rely on grading schemes, the AA is well-recognised. It also enables premises that are graded by the AA to be included in their various guide books as well as featured on the AA.com website.

For those consumers who rely on grading, the AA scheme is the best known and most commonly used. Now more than ever there is an increasing emphasis on the need by consumers to have reliable, accurate, quality information about accommodation establishments. This also means that the customer recognises a trusted brand when using Jersey.com.

Can I continue with the Jersey Quality Assured scheme?

Visit Jersey will not prevent any organisation from continuing to use the JQA scheme. However, going forward Visit Jersey will no longer design nor produce wall plaques and certificates. The JQA star rating will no longer be visible on your free Jersey.com listing page from the start of 2019.

What should I do if I currently have a JQA plaque?

All outdated Jersey Tourism and JQA plaques should be removed from the premises as Visit Jersey will no longer endorse the JQA scheme from 2019. Should an accommodation provider decide to move forward with the AA as a new member, new plaques will be awarded free of charge by the AA themselves.

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FAQs.

What are the added benefits of working with the AA?

There are many benefits to working with the AA.

- All members are entitled to a full page on the AA.com website with links to their own web page, direct booking and up to five landscape images.
- The AA use STR data to enhance hotel inspection reports giving independent hotels an idea of where they sit in the global market place.
- Members are included in their B&B or Hotel Guides (published annually in September) with the opportunity to add additional advertising.
- Members also become eligible for the AA's prestigious annual Hospitality Awards, which celebrates the best of the best in the industry.
- Unlimited use of the UK's most trusted brand in all promotional material is also included.
- There is the added opportunity to attend free workshops throughout the year where you can network with peers within the industry, meet the inspectorate team and benefit from the expert knowledge of some of the AA's partners.

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FAQs.

If I don't want to join the AA scheme what else can I do?

There are a number of ways to manage your online presence, and how potential visitors access information about the services that you offer.

Many world-famous Online Travel Agencies' (OTAs) have had their own approach to the grading system. Most create their own unique offering and marketing. This marketing approach clearly describes the experiences that hotels deliver.

User generated content forums such as TripAdvisor, Google, Booking.com and Expedia enable you to reply to visitor comments and give helpful and insightful feedback.

Researching these forums has now become an important part of a visitor's booking process and enables you to influence their decision.

Research findings from 2015 indicated that those looking online for accommodation pay attention to photos of the establishment, and ideally would like to see a photo of the outside of the property, of a guest room and of a public area. Additionally, indicating the proximity of the accommodation to local places to eat and drink and tourist attractions is valued by potential guests.

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Jersey

How much does AA accreditation cost?

Below is a breakdown of the current annual cost of AA membership. In association with Visit Jersey, the AA have kindly offered a 10% discount for new members.

Guest Accommodation

Number of rooms	Standard fee (exc. VAT)	Standard fee minus 10%
1	£286.00	£257.40
2	£306.00	£275.40
3 - 4	£326.00	£293.40
5 - 10	£418.00	£376.20
11 - 15	£459.00	£413.10
16 - 20	£490.00	£441.00
21 Plus	£520.00	£468.00

Hotel

Rating	Standard fee (exc. VAT)	Standard fee minus 10%
★	£530.00	£477.00
★★	£689.00	£620.10
★★★	£1,061.00	£954.90
★★★★	£1,273.00	£1145.70
★★★★★	£1,803.00	£1622.70

Where can I find out more about the AA?

You can contact **Jessica Allen** directly by emailing jessica.allen@theaa.com



What our partners think.

From across the sector we asked our partners to share their feedback on the value of their AA membership.

Longueville Manor Hotel & Restaurant



“Stylish 13th-century manor bursting with individuality” (AA Inspector)

Why did you choose the AA scheme?

We have always been with the AA as we felt this was the most credible accreditation of the two on the market.

How does it help your visitor experience working with a recognised brand like the AA?

The AA brand and logo are recognisable, reliable and guarantee consistent standards of service throughout hotels and restaurants nationwide.

“They are extremely helpful in giving objective feedback post-inspection, the inspectors tend to be highly experienced with first-hand knowledge of the industry, therefore offering qualified impartial advice.”

Malcolm Lewis

Owner, Longueville Manor

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What our partners think.

Seymour Hotels of Jersey

Pomme d'Or Hotel

★★★★★

"Historic hotel suited to business and leisure stays" (AA Inspector)

Greenhills Country Hotel

★★★★★ 

"Luxurious country house hotel recommended for a peaceful break" (AA Inspector)

Merton Hotel

★★★

"Well-located hotel with plenty of facilities for active family holidays" (AA Inspector)

Why did you choose the AA scheme?

We chose the AA as it is an instantly recognisable brand that has been synonymous with quality and excellence for over 100 years. We're proud of our membership and enjoy the benefits of working in partnership with a respected National brand. All three of our properties within the Seymour Hotel Group are members of the AA quality assessment scheme with the Merton Hotel being the latest member just last year.

The Pomme d'Or Hotel has been a member of the AA for at least 40 years and the Greenhills Country House Hotel for as long as we can remember, being awarded 4 silver stars last year in recognition of the superior level of quality across all areas of the hotel.

"The AA inspectors carry out regular visits and inspections and are in depth and extremely stringent, yet are a valuable resource for us as a Hotel Group to ensure we are always doing everything possible to improve the guest experience."

Oliver Appleyard

Group Marketing Manger, Seymour Hotels of Jersey

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What our partners think.

The Panorama Guest House



“A beautiful vista from the immaculate grounds and many rooms” (AA Inspector)

Why did you choose the AA scheme?

We feel the AA is an international brand, and since we have a lot of German guests we felt the AA meant something to them, rather than the local tourism grading. We have always felt this way about the AA being recognised worldwide.

How does it help your visitor experience working with a recognised brand like the AA?

As an accommodation provider we must have recognition and, for want of a better word, we must build a good pedigree. So much is available online with the likes of Tripadvisor. As far as our circle of friends and guests are concerned Tripadvisor is usually their first stop but then they go to a hotel's own website and look at the AA recognition.

John Squires

Owner, The Panorama Guest House

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What our partners think.

Hampshire Hotel



“Smart, modern and friendly hotel a little way from the centre”
(AA Inspector)

“In my opinion the AA is the only credible hotel rating scheme and is recognisable worldwide. Our guests trust and recognise the AA sign and what it stands for. We also find that a large majority of guests that stay with us also stay in other recognised AA properties.”

Chris Robin

Owner, Hampshire Hotel

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Training and consultancy.

Discover the potential of your staff with bespoke training courses

The AA have developed an extensive range of training and consultancy services for members as well as those just starting out. Whether you're looking to fine-tune one area of your business or to raise standards throughout the operation, they will work with you and your staff to achieve your goals.

-  **Rosette academy**
-  **Restaurant academy**
(in association with the Academy of Food and Wine)
-  **Wine and bar service**
(in association with the Academy of Food and Wine)
-  **Hospitality and service workshops**
-  **Revenue management**
-  **Housekeeping quality**
-  **Quality awareness**
-  **Concierge, butler and valet training**
-  **College and university Hospitality Stars**
-  **Five Star or Red Star workshops**
-  **Telephone and complaint handling**
-  **Modular 'à la carte' training**

Why do it?

Training days can be a great tool for staff motivation while ensuring consistent standards throughout your business. The AA can train up brand new teams from scratch or offer refresher training to your staff by running tailor-made courses that ensure you and your delegates get the most out of the day. They also offer interactive training days run by full-time AA inspectors for all key departments of the hotel operation and provide course certificates, handouts and spot prizes for attendees.



Tel: +44 (0) 1534 849774
E-Mail: product@visitjersey.je
www.jersey.com

