

Operator Guidelines – Section 3 – Star Rating Classification
Arrival

Section 3: Arrival	
3.1	How do you describe the directional signage from immediate exterior and arrival in the building to check in area, as well as directional signage from check in area to main facilities – rooms, accommodation units, eating areas, toilets.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Not everyone has satnav/GPS/phone direction app. Directions provided should be clear from all possible directions when approaching the location.</i> • <i>All signage should be clear and up to date. Businesses should identify if official directional tourism signage is required and/or available/permitted.</i> • <i>Eircode provided.</i>
3.2	Interior seating provided, if appropriate.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>If seating is required and appropriate for the entrance/reception area, or if it also serves as a lounge, then enough seating for the average maximum number of guests should be provided.</i> <p><i>If no seating is required, then this Criteria and Criteria 3.3 is scored N/A.</i></p>
3.3	All interior furniture is maintained to what standard and is of what quality?
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>For a score of 'good' quality furniture, old or new, showing little wear and tear. Minor evidence of repairs if carried out.</i> • <i>For a score of 'very good' quality furniture, old or new, showing little wear and tear. No evidence of repairs.</i> • <i>For a score of 'excellent' quality furniture, old or new, in excellent condition with no signs of wear and tear. No evidence of repairs.</i>
3.4	Public toilets: if provided, in good condition, kept clean, fresh in appearance, free of odours, regularly checked and kept in what condition.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>'Public toilets' refers to toilets available in public areas for non-residential use.</i> • <i>Cleanliness must be of a very good standard.</i>
3.5	Guests acknowledged (verbally or by gesture) upon arrival and help offered to show guests to sleeping accommodation.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>This covers all staff encountered upon arrival, not just reception staff.</i> • <i>Where staff are present, eye contact or some other indication of recognising the arrival of guests should be provided by staff, even if busy with another guest, on the phone or occupied with another</i>

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	<p><i>task.</i></p> <ul style="list-style-type: none"> • <i>Was the guest offered assistance immediately or if a queue was present was he/she positively acknowledged with hand or facial gestures on approaching the desk?</i> • <i>In the case of a first-time guest, did the staff (receptionist or other staff member) offer a brief orientation to the accommodation by pointing out a minimum of two key accommodation facilities (e.g. location of breakfast activity area, playground, business centre, if appropriate etc.)?</i>
3.6	Genuine, warm welcome.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>This addresses the welcome provided by the owner and/or staff.</i> • <i>Welcoming the guest demonstrating pleasure at their arrival. A smile and a greeting is expected.</i> • <i>When welcoming and checking in, a basic ‘Yes’ or ‘Can I help you?’ with no ‘Hello’, ‘How are you?’ could score No.</i> • <i>An unacceptable delay in being acknowledged, e.g. if staff are on the phone or completing a task on a computer, with no indication of a welcome or apology, could score No.</i>
3.7	Guest asked if they had stayed before, or this recognised and acknowledged if appropriate, with the guest welcomed back.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Adding a few positive comments or questions about, for example, the caller’s home town or country, or asking if it is their first visit to the region or Ireland can build a relationship.</i>
3.8	Offer of refreshment and/or welcome pack on arrival, where appropriate to style of business.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>This may be as simple as a glass of water or soft drink, or tea and a scone, a basic supply pack in self-catering or similar, as appropriate for the style of business. A welcome pack with key, map, opening hours, comment card etc. may also be appropriate here.</i> • <i>If not offered where expected and easily provided, a score of No.</i> • <i>If not expected by guests in, e.g. self-check-in motorhome area, a camping only park, then N/A.</i>
3.9	Introductory information given on services and facilities.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Brief explanation of what and where services and facilities are available.</i> • <i>This may be upon arrival or while accompanied to accommodation if appropriate.</i> • <i>This may be provided on an information board or at an information point, but staff should point this out to arriving guests.</i>

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3.10	Accommodation facilities explained.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Explanation of accommodation and directions / guidance to accommodation provided or the guest is accompanied.</i> • <i>This may be upon arrival or while accompanied to accommodation if appropriate.</i> • <i>This may be provided on an information board or at an information point, but staff should point this out to arriving guests.</i>
3.11	Proactive in providing guests with information.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>A willingness to offer guests information, e.g. local events or entertainment, special offers.</i> • <i>This may be upon arrival or while accompanied to accommodation if appropriate.</i>
3.12	The experience is explained in foreign languages where appropriate for the business's main markets.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>Level of language service should match overall offering of the business.</i> • <i>Staff have basic phrases in key market language/s (e.g. Hello, Welcome, Thank You, Goodbye etc.). Staff can direct customer to printed materials outlining all relevant details about their stay.</i> • <i>Printed material, if sufficiently comprehensive would achieve a score if only the most basic language skills are present.</i>
3.13	Assistance offered with other bookings and services (e.g. dinner, transport) as appropriate for the type of business.
	<ul style="list-style-type: none"> • <i>This will be welcomed by many guests and will build a good relationship and network for the accommodation business.</i>
3.14	Well-presented and well-groomed staff. Staff distinguishable by badge or clothing where appropriate.
	<p><i>For example:</i></p> <ul style="list-style-type: none"> • <i>All owners and staff well groomed, clean and tidy at all times. Clothing may be formal or informal as appropriate for the style of business.</i> • <i>Owners or staff welcoming guests in, for example, a small caravan and camping park may wear maintenance clothes suitable for gardening, but these should be clean and neat if they are aware that they are on duty for reception.</i> • <i>Name badges are appropriate in some accommodation, and out of place in small or informal businesses where there are few or no staff.</i>

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3.15	Assistance with luggage offered where appropriate.
	<ul style="list-style-type: none"><i>The offer is always appreciated, even for only small items. The offer is not always taken up by guests.</i>
3.16	Guest encouraged to contact staff member/s at any time during the stay or visit for assistance or information.
	<p><i>For example:</i></p> <ul style="list-style-type: none"><i>May be a landline number, mobile number, email (include international dialling codes as appropriate)</i><i>Location of the owner, manager or duty representative for direct contact as required by style of business.</i><i>This provides reassurance and confidence for guests.</i>
3.17	A genuine and sincere conclusion at the end of the arrival interaction.
	<p><i>For example:</i></p> <ul style="list-style-type: none"><i>Did the staff offer a sincere farewell at the end of the interaction?</i><i>Ending the guest's experience on a positive note and ideally non- formulaic and informal in style, depending on the style of accommodation</i>