



Hospitality assured

**Helping organisations achieve competitive advantage
through business and service excellence**

A photograph of three women in business attire smiling. The woman in the foreground is the most prominent, with long dark hair and a bright smile. Two other women are visible behind her, also smiling. The background is softly blurred, suggesting an indoor office or meeting environment.

Quality is...

- Understanding our customers' expectations
- Communicating what we offer
- Leadership and support when needed
- Meticulous planning and communication
- Effectively managing resources
- Engaging our teams and giving them endless possibilities
- Sharing ideas to deliver a fantastic customer experience
- Learning what we need to do better
- A catalyst for improvement; a platform for change
- Striving for excellence
- Celebration and endorsement when it's deserved

Quality is everything. Quality is Hospitality Assured.

"Without the Hospitality Assured process to focus our efforts I have no doubt that the organisation would have found it extremely challenging to have achieved the continuous service excellence improvements. I would have no hesitation in recommending Hospitality Assured to any hospitality organisation" City Catering Southampton

Hospitality Assured, the Standard for Service and Business Excellence. Created for the Industry by the Industry.

The **Hospitality Assured** Accreditation is used by a wide range of organisations including local authorities, universities, NHS Trusts, contract caterers, facilities management companies, tourism attractions, hotels, care homes, event venues, sports centres, members clubs and accommodation providers.

Hospitality Assured is used worldwide, reaching as far as the United Arab Emirates and across the Caribbean under a franchise agreement with the Caribbean Tourism Organisation.

Assessed organisations use **Hospitality Assured** to make sure they follow best industry practice,

providing them with a powerful tool to stimulate and measure improvements in service delivery and business excellence.

The Standard is owned by the Institute of Hospitality and endorsed by the British Hospitality Association (BHA) both of whom act as the accreditation body and run under licence by Hospitality Limited.

The Standard is fully endorsed by the British Quality Foundation as meeting the criteria in the EFQM Model (European Foundation for Quality Management).

Benefits...

- Improved processes and operational efficiencies
- Increased staff motivation and retention
- Improved customer satisfaction
- Accreditation and recognition
- Growth and profitability
- Structured benchmarking
- Competitive advantage
- Networking opportunities
- Generates repeat business
- Consistency of product delivery
- A team of Assessors with a fresh approach
- Applicable to any business of any size in all industry sectors

The Standard is respected because it is rigorous. Consequently, becoming accredited can take anything from a few weeks to a few months depending on your organisation's starting point. Affordability is assured by fees directly related to business size.

We're here to help

Contact us to find out more about securing
Hospitality Assured status for your organisation:

Visit

www.hospitalityassured.com

Call

020 3813 4900

Email

hello@hospitalityassured.com

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