



Direct Tourism Services Terms and Conditions for Participation in the Shropshire Accommodation Assessment Scheme

Direct Tourism Services are delivering the accommodation assessment scheme on behalf of Shropshire Tourism. Participation in the assessment scheme is subject to the following terms and conditions:-

1.0 Compliance

All participating establishments are required:-

- To comply with all appropriate statutory and legal regulations.
- To meet the Direct Tourism Services minimum requirements for All Star Gradings, any stated Additional Requirements and Quality Indicators for the relevant star gradings. (The minimum requirements can be downloaded from the 'Quality Standards' section on the webpage below: www.stmem.com/assessments/)
- To have valid Public Liability Insurance.
- To have an up to date Fire Risk Assessment.
- To maintain buildings, fixtures, furnishings, fittings and décor in sound and safe condition and fit for the purposes intended.

2.0 All participants agree:-

To ensure high standards of courtesy, hospitality and service appropriate to their grading and type of establishment.

To describe accurately their amenities, facilities and services provided by the establishment in all promotional and information material.

To allow visitors, if requested, to view accommodation prior to them booking.

To provide and adhere to a clear and accurate tariff that details exactly what is included in all prices quoted for accommodation, including service charges, taxes and other surcharges. Details of any additional charges for additional services or facilities available should also be made clear.

To advise visitors, at the time of booking, if accommodation offered is in an unconnected annex or away from the main establishment, and to indicate the location of such accommodation and any difference in comfort and amenities, if any.

To give each visitor, on request, details of payments due and a receipt, if required.

To deal promptly and courteously with all visitor enquiries, requests, reservations, correspondence and complaints.

To allow a Direct Tourism Services Assessor reasonable access to the establishment on request, to confirm that these terms and conditions are being observed.



3.0 Not renewing assessment fee

In the event of failing to renew the assessment fee, the assessment grading is void and the operator must remove all references to the assessment grading from the property and from any promotional literature including websites and electronic listings. They may not use the assessment grading in any way.

4.0 Change of ownership

On a change of ownership or when the operation changes to a new operator the existing assessment grading may be transferred to the new owner or operator for a period of up to three months after completion or transfer providing:-

Direct Tourism Services is notified of such a change by the vendor with the new owner or operator's contact details.

The establishment continues to operate to the same standard as the assessment grading.

The new owner or operator applies to Direct Tourism Services within 4 weeks of such change for a new assessment.

5.0 General Terms

Information supplied to Direct Tourism Services as part of the assessment process will be held on the company's database and may be used by the company for operational, marketing and communication purposes. Such information will not be passed on to any third party.

Direct Tourism Services and Shropshire Tourism will make every reasonable effort to ensure accuracy but will not accept liability of any kind arising from or in connection with the use or publication of the information, either by themselves or third parties, including as a result of any error or omission.

Direct Tourism Services and Shropshire Tourism expressly reserve the right, at their absolute discretion, to refuse or withdraw eligibility to participate in any of their marketing and/or tourism activities.

Shropshire Tourism aim to market your product effectively and appropriately to provide you with potential additional customers and sales opportunities but make no guarantee as to rates of return.