

Report on	Visitor Information Centres Mystery Shopper 100% Achievement
Date of Meeting	4 th July 2018
Reporting Officer	Michael Browne
Contact Officer	Mary McKeown

Is this report restricted for confidential business? If 'Yes', confirm below the exempt information category relied upon	Yes	
	No	X

1.0	Purpose of Report
1.1	To inform the committee on the excellent achievement of both Cookstown and Dungannon Visitor Information Centres (VIC's) who received 100% in Tourism Northern Ireland's Mystery Shopper reports.
2.0	Background
2.1	<p>Cookstown, Magherafelt and Dungannon are members of Tourism NI's 31 Networked Visitor Information Centres. Tourism NI as part of their commitment to ensuring high standards of service, commission an independent consultant to carry out 'Mystery Shopper' (MS) exercises on all the centres on an ongoing annual basis. The assessment consists of a site visit, where they replicate an authentic visitor's interaction covering a range of information and posing several questions about the local area and wider Northern Ireland Tourism product. The format on the 'Mystery Visit' see's the visitor or group of visitors stay in a local accommodation and visit an array of tourism sites to fully experience what the area has to offer with regards to tourist attractions, activities and services.</p> <p>It is the overriding objective that all visitors and the local community receive the best possible standard of service with the key aim of meeting and exceeding customer needs. Network Centres have minimum standards to adhere to. These assessments allow Tourism NI and Mid Ulster District Council to monitor how staff perform and help inform future staff training requirements. In addition to this the reports also enable MUDC Tourism to measure and benchmark operational standards across the wider tourism & hospitality industry.</p> <p>Dungannon and Cookstown VIC recorded 100% during the last round of mystery visits to the centres which is a credit to all of those involved.</p>
3.0	Main Report
3.1	<p>The VIC is scored on Customer Experience in VIC and graded against criteria as below;</p> <ul style="list-style-type: none"> • Physical features of VIC • Welcome received • Accessibility, formats and quality of visitor information • Retail offering • VIC staff – attitude, appearance, empathy, professionalism, knowledge and promotion of internal services and the local area

	<p>Above all else the member of staff at Dungannon VIC offered a thorough and tailored solution for the visitor, it received the following feedback “Ranfurly House had an excellent VIC. The building itself is very impressive. My experience was very positive. The staff were both very helpful, friendly and knowledgeable. They went out of their way to ensure I had all the information I needed.”</p> <p>Cookstown VIC also received fantastic feedback “I had a terrific experience in the VIC. I walked into the VIC and walked towards the literature wall. I had hardly started to browse when I was offered assistance. I said I was gathering some ideas of things to do with children over Easter. I was asked age of children; where we lived; did I want to stay locally. I thought my needs were very well identified. I was given local suggestions plus ideas for further afield. Both ladies worked together to give me a really good solution. They both spoke passionately about the animation courses and if this was a genuine enquiry I would have signed my children up to it there and then!”</p>
4.0	Other Considerations
4.1	Financial, Human Resources & Risk Implications
	Financial: none
	Human: Training were identified
	Risk Management: none
4.2	Screening & Impact Assessments
	Equality & Good Relations Implications: none
	Rural Needs Implications: none
5.0	Recommendation(s)
5.1	To note the Mystery Shopper report for information.
6.0	Documents Attached & References
6.1	Appendix 1 Mystery Shopper reports for Dungannon VIC and Cookstown VIC