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AYRE OF CARA PUTS CUSTOMERS FIRST AND IS AWARDED WORLDHOST RECOGNISED BUSINESS STATUS

Ayre of Cara Bed and Breakfast on South Ronaldsay, Orkney, has become the latest organisation in Scotland to gain national recognition for its commitment to customer service, after being awarded WorldHost Recognised Business status.

WorldHost is a suite of world-class customer service training programmes that have already been used to train over 10% of Scotland's tourism workforce.

WorldHost Recognised Business status is awarded to businesses that have trained 50% or more of their front line staff using any of the WorldHost training programmes and signed a commitment to delivering excellent customer service. With 100% of its staff trained to WorldHost standards, Ayre of Cara has officially become a WorldHost Recognised Business.

On receiving the recognition, Terry Cuthbert-Dickinson, Owner commented: "We are passionate about service standards and are incredibly proud to have achieved WorldHost Recognised Business status. When our customers see the WorldHost logo displayed in our business, they'll know that we have made a commitment to delivering an exceptional experience for them. Not only does this generate a positive buzz about the service we offer, but it helps to promote South Ronaldsay and the Orkney Isles as a friendly and welcoming tourist destination, with an abundance of attractions, wildlife and historical areas of interest . "

Ayre of Cara's recognition will count towards Orkney's campaign to become a WorldHost Recognised Destination, awarded to areas where 25% of businesses are WorldHost Recognised.

Through the WorldHost Regional Destination Initiative - a national campaign being spearheaded by workforce development expert People 1st - four cities, over 70 towns and two set of islands across 12 Scottish regions¹ will use the training to achieve WorldHost Recognised Business and Destination status by the end of 2017.

The initiative aims build on the legacy of world-class events like the 2014 Commonwealth Games and Ryder Cup, and transform customer service standards across Scotland's visitor economy.

More information about the WorldHost Regional Destination initiative can be found at [**http://scotland.worldhost.co.uk**](http://scotland.worldhost.co.uk)

The WorldHost Recognised Business certificate is valid for two years and is renewable on completion of a refresher course. In order to preserve the value of the WorldHost recognition, the programme may be monitored through impromptu mystery shopper visits.

¹ *The Scottish regions currently signed up to the WorldHost Regional Destination Initiative are: Aberdeen City and Shire, Caithness and Sutherland, Dundee and Broughty Ferry, East Renfrewshire, Fife, Inverness and Loch Ness, Moray Speyside, Orkney, Perth, Shetland and Argyll & Islands.*

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About WorldHost

WorldHost customer service training has been used to train over 200,000 people in the UK. Over 22,000 people in Scotland have taken part in the training, including 3,000 ScotRail staff in preparation for the 2014 Commonwealth Games and the volunteers for The Open 2015 in St Andrews.

Originally developed in Canada – widely recognised as the leading global destination for visitor welcome – and adapted for the UK market by skills and workforce development expert People 1st (www.people1st.co.uk), the WorldHost programmes provide a gold standard in training for any business that relies on day-to-day interaction with customers for success. All WorldHost trainers are quality assured and are regularly tested to ensure they continue to deliver world-class customer service training.

www.worldhost.co.uk