

To whom it may concern

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Lomond Luxury lodges

Lomond Luxury Lodges have been trading for over 20 years, throughout this period they have worked closely with VisitScotland and have developed their product to a 5 star level. However, not always content with what they have achieved they constantly strive to provide that little bit extra in terms of luxury, for instance looking at customer expectations in an ever competitive market they have invested in hot tubs and saunas for their lodges, these are an excellent addition but do require constant monitoring and management to ensure they meet all regulations pertaining to health and safety.

As one of our 5 star flagships, Lomond Luxury Lodges offer the highest quality of hospitality and customer service much of this based on the fact that they are available every hour of the day and night. With a capacity of around 30 guests per week, which can double or triple with the short break market, (they also offer one night packages so much more akin to the small hotel market) there is a necessity for fairly constant site presence, this for the regular check-ins and check-outs but also to be on hand for any service needs, maintaining hot tubs and saunas, regular cleaning and change overs. On site presence is also a contributing factor to the security of guests and their belongings, monitoring traffic to ensure it is restricted to only those guests staying in the lodges.

However what puts Lomond Luxury lodges into our select 5 star bracket, which embraces just 10% of the self-catering sector in Scotland, is the one to one attention that all guests receive. The advice on what to see and do in the area, promotion of local businesses, assistance with transport arrangements, creating special and memorable moments and always being on hand to pre-empt any issues and also realise the opportunities to surprise and delight their guests creating the essential memorable moments that are so important in exceeding customer expectations. For VisitScotland this business is an exemplar in delivering our new approach to enhancing the customer journey. Today's traveller does not always want to have to look at brochures or visit local information centres, they want to hear firsthand what their hosts recommendations are for places they should visit and they want to be able to conduct this research at times that are convenient to themselves. Coming through strongly in our research is the people element, our visitors seek the opportunity to engage in conversation with locals and get a feel for the environment which they are enjoying.

To enable this business to continue to grow as one of the best self-catering operators in the area, and to meet the needs of the new generation of travellers, we feel this can only be delivered with a family team on site and available 24/7.

Colin Houston FIH
Industry manager
VisitScotland

