



**Better
Business**
World Wide

Pressrelease

Improving Quality and Service within Icelandic Farm Holidays



Photo: On the picture you can see the couple Sigurbjörn and Laufey frá Smyrlabjörg who have received acknowledgement from Bjarni (Better Business) and Berglind (Icelandic Farm Holidays).

Last year, Icelandic Farm Holidays started a three year project called "Improving Quality and Service within Icelandic Farm Holidays" in co-operation with the company „Better Business“. The aim of the project is to map the status of the accommodation and service offered by the members within the association from perspective of the guest. We used so called „Mystery Shoppers“ who stayed at the farms. These mystery visits give us valuable information that will help us to improve the quality matters within the association and helps the members to be more competitive on the market.

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Twenty two members participated in the project. The result (presented by rating and reference) has given each participant useful information, both compliments and comments about what could be done better. The office is also taking advantage of this project because the results can be used to improve the quality work within Icelandic Farm Holidays in general.

Five farms participating in the project, received a recognition for a very good performance, scoring over 85% in total. These farms are: Heydalur in Westfjords, Engimýri closed to Akureyri, Brunnhóll in Höfn area, Hótel Hellnar in Snæfellsnes Peninsula and Smyrlabjörg in Höfn area. This performance will definitely encourage these members to continue their good work and others to do better.

We also worked on another project last year which was meant to increase the number of Green Globe certified companies/farmhouses within the association of Icelandic Farm Holidays. Green Globe is a worldwide environmental benchmarking and certification program for the travel and tourism industry. There is a lot of work behind every certification and therefore we are very pleased that the number of certified farms have now increased from three up to seven. Green Globe certified members are: Hótel Hellnar in Snæfellsnes Peninsula, Hótel Anna on the South Coast, Brunnhóll in Höfn area, Tourism Service at Hjalli in Kjós, Heydalur in Westfjords and Gauksmýri in the Northwest. In addition to the farms the booking office of Icelandic Farm Holidays is also Green Globe certified. Also worth to mention, the farm Geirland near Kirkjubæjarklaustur is now Green Globe benchmarked and will hopefully be certified very soon.