

A circular inset image showing a row of colorful houses with red-tiled roofs. The houses are painted in various colors including blue, green, yellow, and purple. The image is framed by a thick blue border.

# Quality Assurance Program

*Classification  
Alternative  
Lodgings*



# Why Classification?

In our tourism industry, accommodation providers (apartments, bungalows, vacation homes, bed and breakfast or similar alternative accommodation) form a good complement to the hotel industry. The classification system is part of the Certification Program for the Holiday Apartments.

There is a specific classification system with three categories for hotel apartments, vacation homes, bed and breakfast and apartments respectively. Each category has the mandatory criteria, where points are given and the overall minimal requirements have to be met.

## Classification of Alternative Lodgings

As part of the Certification Process, accommodations will be classified into **Deluxe**, **Comfort** and **Economy** categories.

### Why is classification important?

- **Meets Consumer Expectations:** Clear classification helps bridge the gap between guest expectations and the actual level of amenities they receive.
- **Encourages Excellence:** A structured classification system motivates businesses to grow, and achieve higher levels of performance.
- **Recognition and Reward:** Stand out from the competition with a recognized standard of excellence that distinguishes your property.



# Benefits of Classification

## Classification is important for several reasons:

- It manages expectations and mitigates the gap between the level of quality that consumers expect and the service that they actually receive.
- A classification system aims to encourage growth and excellence, recognize and reward exceptional performance, and provide levels of performing standards.

## It also has advantages for the establishment:

- **Recognition for Quality:** Receive independent quality recognition that assures guests of the exceptional amenities and safety you offer.
- **Quality Assurance Program plaque:** Display the official CTB Quality Assurance Program plaque, a symbol of your commitment to providing quality and safe accommodations.
- **Inclusion on [www.curacao.com](http://www.curacao.com):** Your certified establishment will be featured on the official destination website, making it easier for potential visitors to discover and book your accommodation.
- **Marketing Support:** Benefit from inclusion in CTB's local and international marketing activities, broadening your business's visibility and reach.
- **Contribute to Global Sustainability Initiatives:** The opportunity to become a contributor to the United Nations' Sustainable Development Goals by meeting key sustainability criteria. (*Optional Recognition*)
- **Business Improvement Recommendations by CITI:** Get professional insights and recommendations on how to innovate and improve your operations for even greater success. Upon request, CITI can conduct an "Innovation Scan" to assess if and how your business can implement innovation practices.



# About classification

## 1.1 For whom?

This classification program is intended for every participant of the Quality Assurance Program (see information booklet for Alternative Lodgings).

## 1.2 Categories of comfort for Alternative Lodgings

Rating is based on **quality service, infrastructure and equipment**. Does the accommodation provider have personalized services? A vast range of amenities? Sophisticated accommodation? Based on these criteria the level of comfort will be determined. The Certification Program for Holiday Apartments ranks the accommodations into three categories which is:

- **Deluxe**
- **Comfort**
- **Economy**

### **Deluxe**

Accommodation provider that illustrates deluxe on all areas of operation. Guests receive a wide range of amenities and a detailed personalized service. Accommodation providers at this level, will present excellent design quality and attention to detail.

### **Comfort**

Accommodation providers that deliver a broad range of amenities that exceed above-average accommodation needs. Good quality service, design, and physical amenities are classically fit for purpose to match guest expectations.

### **Economy**

Accommodation provider that offers on a budget facility without affecting the cleanliness or guest security. Guest receives services or facilities upon request or fee-based.



# Type of accommodation providers

## **This program focuses on the following accommodation providers:**

**Apartments, Bungalows, Vacation Homes, Bed & Breakfast, or similar alternative accommodation**

### **Apartments**

Furnished self-catering guest unit, equipped with a kitchen or kitchenette to prepare your meals with a minimum of 21 and a maximum of 50 guest units per accommodation business. These self-catering guest units include, or have private access to a toilet, washing stand with mirror and a shower and additional amenities.

### **Bungalows**

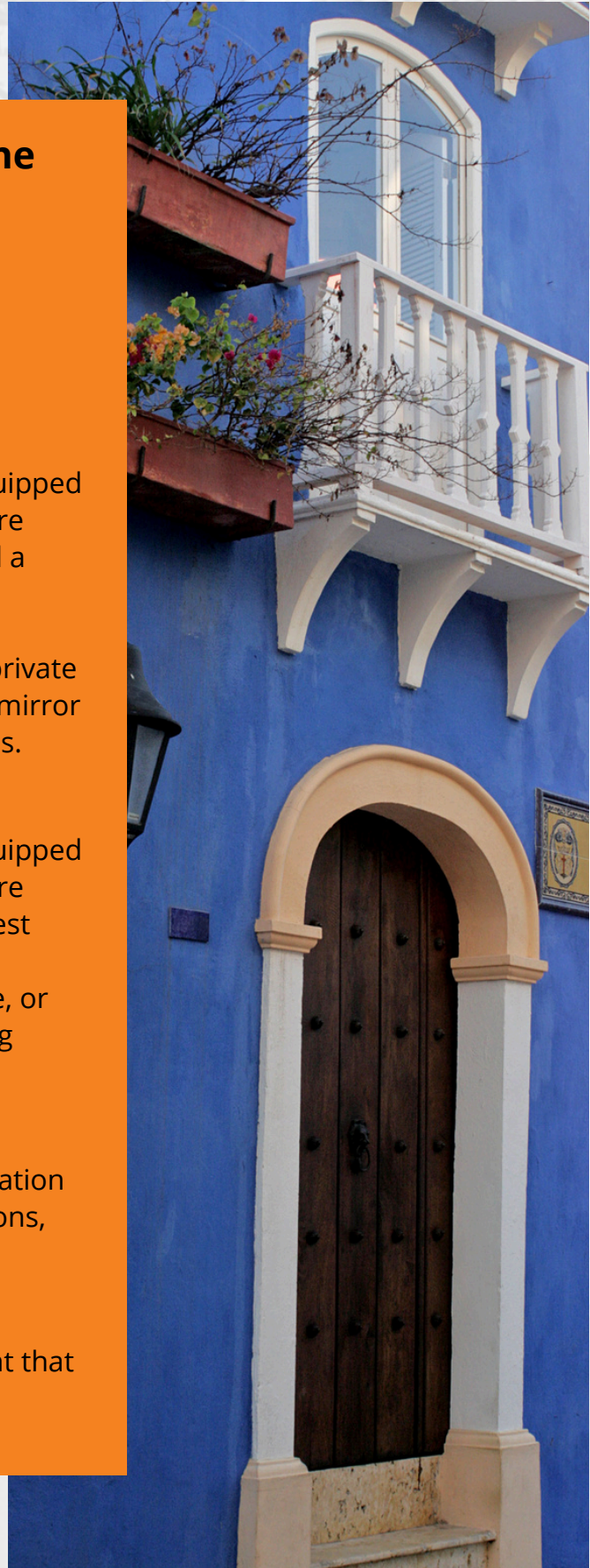
Furnished self-catering guest unit, equipped with a kitchen or kitchenette to prepare your meals with a maximum of 20 guest units per accommodation business. These self-catering guest units include, or have private access to a toilet, washing stand with mirror, and a shower.

### **Vacation Homes**

Detached house that is rented for vacation purposes. It is used for holiday vacations, and corporate travel.

### **Bed & Breakfast**

A small accommodation establishment that offers overnight accommodation and breakfast.



## **First impression of the property from outside shows that the accommodation is:**

### **Deluxe**

Building with exceptional prestige. Facades made of high-grade materials, grounds, and general areas meet the highest standards of appearance and current condition. The land maintained in outstanding condition, very neat and well-kept.

### **Comfort**

Average building. Facades, grounds, and general areas meet a standard of average contemporary finish, are well cared for and show no major signs of wear. Land maintained in good condition, neat and well-kept.

### **Economy**

Simple building. The facades and general areas are no longer brand new but are neat and well-kept.

The comfort level will be determined by whether or not the accommodation provider has the following:

## **A) Infrastructure**

### **A1) Parking**

Does the accommodation provider have a parking space for the guests, is the parking space reserved or is there a central parking space for guests?

### **A2) A minimum of 1 bathroom unit per 4 people**

Is the number of bathrooms in concordance with the maximum number of guests the accommodation provider can occupy?

### **A3) A minimum of 1 toilet per 4 people**

Is the number of toilets in concordance with the maximum number of guests the accommodation provider can occupy?

### **A4) Laundry, drying room, or tumbler**

Is there a laundry room, drying room, or tumbler available in the rental unit, in the property (for shared use), or is there no laundry, drying room, or tumbler available?

### **A5) Swimming pool available**

Criteria





### **Balcony/ terrace available**

Does accommodation provider have a balcony either for sole or shared use or does accommodation provider has no balcony or terrace at all?

### **Is there a:**

Leisure room (A room designed to provide facilities for a range of free time activities)

Fitness room (A space specifically designated for exercise, fitness training, and physical wellness activities)

Storage area

## **B) Equipment**

### **B1) Washing machine available**

Is there a washing machine available in the rental unit, in the property (for shared use), or is there no washing machine available?

### **B2) Elevator available for accommodation provider with more than 2 floors**

### **B3) Outdoor furniture**

## **C) Quality of service**

### **C1) Possibility for being picked up and returned 24/7**

Accommodation provider provides service to guests to get picked up and returned to the airport 24/7.

### **C2) Laundry service available**

Laundry service available upon request.

## **D) Impression and furnishing of living room**

### **D1) Deluxe**

Superior flooring coverings, walls and ceilings. Exquisite and carefully matched decoration and furnishings made of high-grade materials. Luxurious atmosphere with sufficient natural light. Maintained in top condition. As new.

### **D2) Comfort**

Floor coverings, walls, ceilings and furniture are matched and well-kept. The furniture is of good quality in terms of materials and functionality. No signs of wear.

### **D3) Economy**

Floor coverings, walls, ceilings and furniture are in clean and usable condition.

## **D) Impression and furnishing of kitchen**

### **D4) Deluxe**

Luxuriously designed kitchen combination with latest equipment of the highest quality. Large working areas (granite or similar). Large selection of cooking utensils. Automatic coffee maker (e.g., with capsules) and kettle. Excellent lighting. As new.

### **D5) Comfort**

Contemporary built-in kitchen with modern equipment. Good quality and condition. Adequate cooking utensils. No signs of wear.

### **D6) Economy**

Free-standing kitchen elements. Equipment is clean and in usable condition.



### **D7) Equipment in kitchen (minimum criteria for all levels)**

- Microwave
- Matching or no matching accessories (dinner sets, cutlery and glasses) for twice the number of people.

### **D) Impression and furnishing of bedroom**

#### **D8) Deluxe**

High-quality floor coverings, walls and ceilings. Beautiful and carefully synchronized décor and furnishings made of high-grade materials. Luxurious ambience with plenty of natural light. Maintained in top condition. As new.

#### **D9) Comfort**

Floor coverings, walls, ceilings and furniture are matched and well-kept. The furniture is of good quality in terms of materials and functionality. Does not show signs of wear or dirt.

#### **D10) Economy**

Floor coverings, walls, ceilings and furniture are in clean and usable condition.

### **D) Impression and furnishing of bathroom and toilet**

#### **D11) Deluxe**

Deluxe equipment of the highest quality, absolutely "as new". Bathtub, shower stall (plastic or glass pane) with shower slide bar and storage option, electric ventilation system or outside window, luxurious lighting, large mirror with light, generous storage surfaces, towel holder, bath towel bar, hair dryer, mounted (adjustable) cosmetic mirror, stool, litter bin, adequate supply of Toilet paper, clean toilet brush, rinsing cup, soap dish.

Criteria



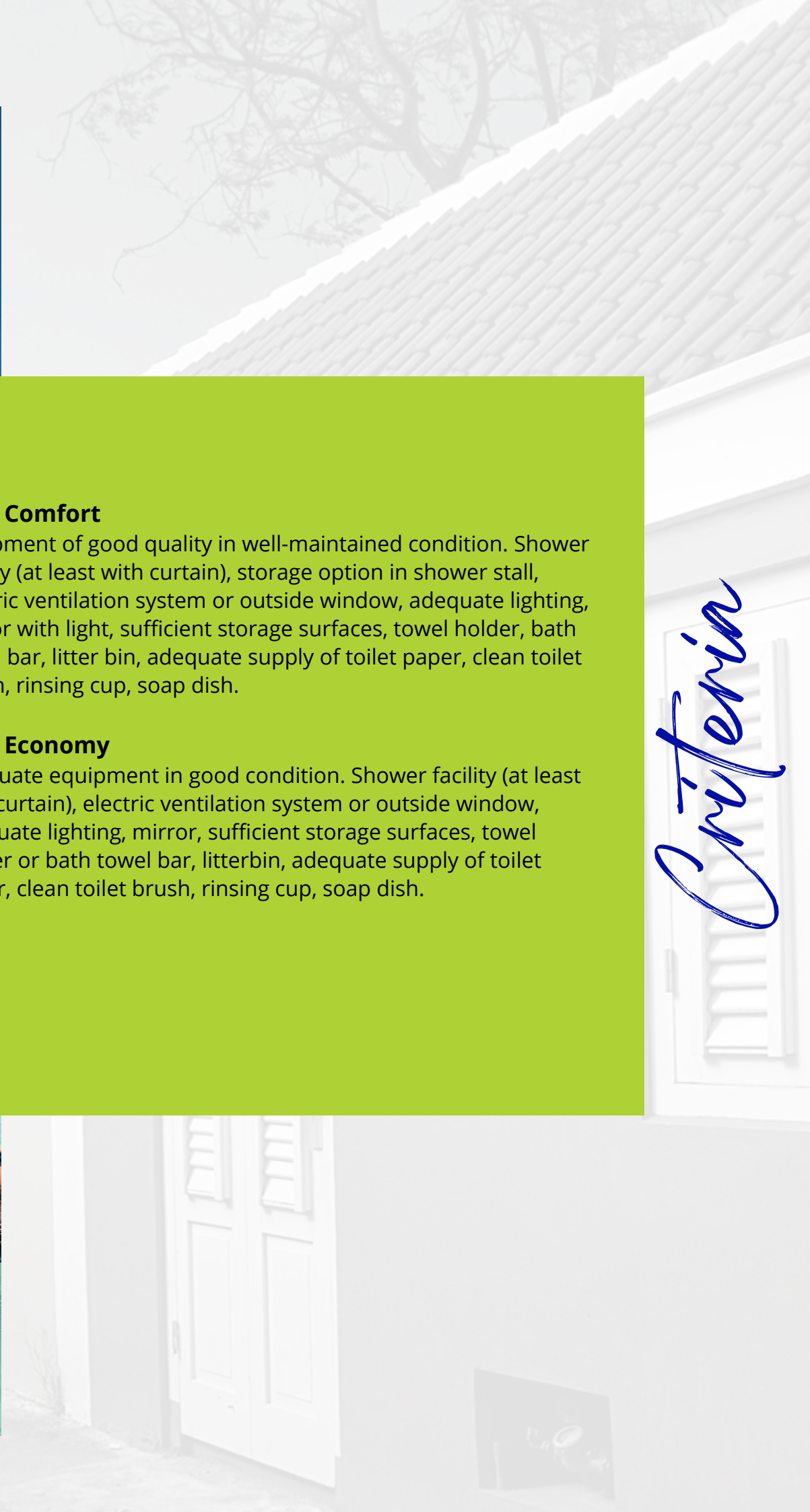
### **D12) Comfort**

Equipment of good quality in well-maintained condition. Shower facility (at least with curtain), storage option in shower stall, electric ventilation system or outside window, adequate lighting, mirror with light, sufficient storage surfaces, towel holder, bath towel bar, litter bin, adequate supply of toilet paper, clean toilet brush, rinsing cup, soap dish.

### **D13) Economy**

Adequate equipment in good condition. Shower facility (at least with curtain), electric ventilation system or outside window, adequate lighting, mirror, sufficient storage surfaces, towel holder or bath towel bar, litterbin, adequate supply of toilet paper, clean toilet brush, rinsing cup, soap dish.

*Criteria*





# Procedure and validation

## **Classification procedure**

1: classification occurs firstly by the representative of the accommodation provider. CITI will send a link with the checklist for classification.

2: after this, inspection is carried out by an independent CITI auditor to verify the declarations of the representative of the accommodation provider.

## **Certificate and validity**

The certification is valid for 2 years from the classification date. All certified accommodations receive the certification plaque, issued by Curaçao Tourist Board, confirming the classification category achieved, and the period of validity.

# Terms and conditions





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### Confidentiality

All information provided by participants will be dealt with confidentially. Only CTB and CITI have access to audit information provided by participants.

### Accurate information

Participants provide the auditor with true, accurate, current and complete information.

### Validity

The CTB audit is valid for a period of 2 years starting on certification date. After certification, CTB reserves the right to re-audit the certified service provider at any other time during these 2 years. Should the re-audit show that the service provider is no longer compliant, then CTB has the right to terminate certification.

### Liability

In no event, will CTB nor CITI be liable to any direct or indirect lost revenue, or any other type of damage, arising from participation in the Quality Assurance Program.



Certification Plaque





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