

## **ADVERTISING**

Advertising can include, but is not restricted to, adverts, leaflets, brochures and websites.

The general principle is that the advertisement should be legal, decent, honest and truthful and does not give a misleading impression. An advert can be deemed misleading either by a statement or the omission of a quantifying statement.

It is important to note that where premises were members of an approval scheme but have decided to withdraw from them, you must remove all reference to this previous approval from your premises, paperwork and advertising material.

Please check your advertising material on a regular basis. If something has changed which makes your advertisement inaccurate, then amend it and advise all affected customers who have already booked. You should be aware that if a customer has relied on misleading information or a misrepresentation given in the advertising material, then that customer may be able to claim damages against you and, or cancel the contract.

You may also be committing a criminal offence under the Consumer Protection from Unfair Trading Regulations 2008.

## **DISPLAYING PRICES**

A price list displayed in the reception area or at the entrance to your accommodation is a common method of giving a price indication for accommodation. It must be in a prominent position and easy to read.

The prices given should include any compulsory service charges and include VAT. If there is any surcharge for using a credit card as payment then this must be stated.

## **SALE OF TOBACCO**

If you sell tobacco products you must register at <http://www.tobaccoregisterscotland.org>. Once registered you must also display a notice stating that these products can not be purchased by anyone under the age of 18. Furthermore it is an offence to sell tobacco products to anyone under 18 years old.

# Guidance on Advertising, Notices and Displaying Prices for Guesthouses and Hotels

If you require any further information, please contact  
your local Trading Standards office on:-

Telephone - 01546 605519

Email - [tradingstandards@argyll-bute.gov.uk](mailto:tradingstandards@argyll-bute.gov.uk)

Bute and Cowal - 22 Hill Street, Dunoon, PA23 7AP

Helensburgh and Lomond - Blairvadach, Shandon,  
Helensburgh, G84 8ND

Mid Argyll, Kintyre and Islands - Area Office, Manse Brae,  
Lochgilphead, PA31 8QU

Oban, Lorn and the Isles - Municipal Buildings, Albany  
Street, Oban, PA34 4AW

Office Hours: 9.00am-5.00pm Monday-Friday