

News Release
Friday 2nd July, 2010

Notes for editor

Fáilte Ireland, the national tourism development authority, was established in 2003 to guide and promote tourism as a leading indigenous component of the Irish economy.

The tourism and hospitality industry employs over 300,000 people and generates more than €6 billion in revenue a year.

Optimus Awards Winners

The recipients at this year's Optimus awards were:

Business Excellence Award

Delphi Mountain Resort Leenane, Co Galway	The Dualway Group Keatings Park, Rathcoole, Co Dublin
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Mark of Best Practice

The Lake Hotel On Lake Shore, Muckross Road, Killarney, Co Kerry
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Service Excellence Award

Carrigaline Court Hotel Carrigaline, Co Cork	Oriel House Hotel Ballincollig, Co Cork
Crowne Plaza Blanchardstown Hotel Blanchardstown, Dublin 15	Quality Hotel & Leisure Club, Clonakilty Clogheen Road, Clonakilty, Co Cork
Menlo Park Hotel Terryland, Headford Road, Galway	Slieve Russell Hotel, Golf and Country Club Ballyconnell, Co Cavan
Mespil Hotel Mespil Road, Dublin 4	Sligo Park Hotel Pearse Road, Sligo
Mount Wolseley Hotel, Spa & Country Club Tullow, Co Carlow	

Optimus Programme

The Optimus programme structure comprises three core levels and a further two tiers of development, enabling businesses to progress through a gradual programme of improvement.

- ✦ The first level, the **Service Excellence programme**, leading to the Ireland's Best Award, focuses on the creation and development of a service excellence culture that is specific to the hospitality industry.
- ✦ The second level, **the Mark of Best Practice**, focuses on every aspect of the operation and enables tourism businesses to set appropriate standards and monitor performance levels throughout.
- ✦ The top level, '**Business Excellence**' is awarded to businesses that demonstrate a deep commitment to continual improvement and superior performance with a primary focus on the development of a strategic approach to managing their business.
- ✦ There are two further steps to progress via the **European Foundation for Quality Management** (EFQM). The **level four** and **level five awards from the EFQM** reflect organisations that have developed and now manage their business in a more strategic manner through setting targets and monitoring performance. This level can only be achieved by organisations that can simultaneously maintain the high level of improved quality already achieved in the earlier three Optimus programmes. The fifth level recognises the very top organisations each year and has never been achieved previously by an Irish hotel.
- ✦ **Optimus** was established in 2004 to develop a culture of excellence within the Hospitality Industry through supporting organisations to become more profitable, more efficient and more competitive.
- ✦ The 'Optimus' programme is a national quality standard and business improvement tool for the Irish tourism industry with an emphasis on business improvement. The programme helps enterprises understand their performance and then assists them in establishing priorities around making continuous improvement.
- ✦ Further information on the Optimus Awards and programmes is available online from www.optimus.ie or email info@optimus.ie