



## What it means for the Customer

For guests considering Ireland as a destination and for those traveling the country, Fáilte Ireland's Welcome Standard provides new, easy to understand information and guidance on all types of accommodation.

- ✓ The new standard provides comprehensive reassurance that has not previously been available to help plan holiday or business travel.
- ✓ Guests stay in a range of accommodation during a trip, over a year or over a longer period. Previously, accommodation that they wished to use, and who provided a great welcome, was not always assessed or assured as the current Fáilte Ireland statutory and non-statutory standards could not recognise or quickly adapt to new ways of providing traditional accommodation, such as new concept hotels, glamping, pods, homestays, backpacker hostels and more.
- ✓ Now, an easy to understand and recognisable symbol of assessed quality will provide a reliable, independent source of reassurance.
- ✓ The standard is based on the known core characteristics found in any successful accommodation business which includes professionalism, hospitality, friendliness, efficiency and comfort.
- ✓ Guests will be secure in the knowledge that accommodation meeting these standards are serious about their guest interests. Not only are they going to experience a warm welcome, but this will be provided by professional businesses that have systems in place to ensure that everything will be as they expect, and, if for any reason it is not, then the business has the means and know-how to put things right.
- ✓ Through the Fáilte Ireland Code of Ethics, the standard will also tell guests what we know they wish to hear, that the business is honest, cares about them, and cares about Ireland.
- ✓ Fáilte Ireland's Welcome Standard clearly indicates accommodation that has chosen to work with Fáilte Ireland in providing the best possible welcome and all the key characteristics of a professional business are in place.
- ✓ Fáilte Ireland's Welcome Standard guarantees that these businesses have been professionally and independently assessed by the national tourism organisation, Fáilte Ireland, which has their, and Ireland's, best interests at heart. If things go wrong, the business should have the means to resolve any issues. If this fails, Fáilte Ireland can help with any subsequent complaints.
- ✓ Guests will come to recognise a network of businesses committed to working together, endorsed by the national tourism organization.
- ✓ Guests will, and do, use online reviews to seek guidance from their peers to select accommodation. These provide invaluable advice, but it is subjective.
- ✓ Fáilte Ireland's Welcome Standard provides the reassurance that we know that guests also seek: clear, unambiguous, objectively assessed reassurance that these businesses are serious, professional and have been professionally checked as meeting, at least, high minimum standards designed to meet international best practice.