

# Benefits of approval to Fáilte Ireland's Welcome Standard

There are a significant number of benefits for approved businesses including:

## **International recognition**

Approved properties are eligible to use the term 'approved to Fáilte Ireland standards' in all promotional material.

## **Quality assessment**

Approved properties will receive an independent on-site assessment visit, carried out by experienced professionals. This annual independent quality check for your business provides a benchmark of where your business stands in relation to the required quality standards which consumers value.

## **Web Listing on Fáilte Ireland's Family of websites ([www.discoverireland.ie](http://www.discoverireland.ie))**

Association with the Fáilte Ireland brand name and logo is seen as a guarantee of quality for visitors in Ireland, and approved properties are listed with photos. Discoverireland.ie currently promotes Ireland to approximately 2.7 million Irish visitors per year, with the online accommodation section amongst the most visited pages.

## **Web listing on Tourism Ireland websites ([www.ireland.com](http://www.ireland.com))**

The suite of over 30 Ireland.com websites delivers over 50 million page views per year to consumers all over the world. This database of accommodation is sourced directly from Fáilte Ireland feeds.

## **National promotion in tourist offices**

Approved properties are promoted in over 140 tourist offices nationwide.

## **Signage**

All approved participants are permitted to use the appropriate signage and quality assurance logos and branding in their marketing.

## **Certification**

All approved participants are awarded a certificate of approval for display in their premises, which confirms the current year of approval.

## **Marketing opportunities**

Approved properties are entitled to participate and work with the Fáilte Ireland strategic programmes and opportunity to learn and avail of initiatives such as participation in familiarisation trips, workshops, sales training and mentoring (e.g. webinars, digital supports, such as 'How to use social media' or 'How to increase revenue'). The key national strategic programmes are:

- The Wild Atlantic Way national coastal touring route,
- Ireland's Ancient East - 5000 years of history and heritage
- Lakelands
- Dublin Now



## **Communication and events**

Approved properties are invited and encouraged to attend our industry events, subscribe to our specialised e-zines, and keep up-to-date with our research.

[If you haven't already signed up, subscribe to the Fáilte Ireland e-newsletter](#)

## **Launch & Media coverage**

Approved properties will benefit from the publicity from the official launch of Fáilte Ireland's Welcome Standard in the summer – as an 'early adopter' and being approved in the Standard ahead of the launch.

Premises approved to date are of a very high standard, innovative and often very unique and distinctive and therefore lend themselves very well to media coverage and publicity.

As the premises offer a warm visitor experience they fit very well with Fáilte Ireland strategy of developing engaging visitor experiences and the authenticity or 'Irishness' of the product.

## **Key attributes of Fáilte Ireland's Welcome Standard**

The standard aims to rebalance the physical and service attributes of Fáilte Ireland approval.

The business can, and is encouraged to develop what is unique and the strengths of the business, without taking away any of its character or style.

The Fáilte Ireland Welcome Standard encourages tourist accommodation businesses to work with, and promote other businesses in their town/locality, which will benefit, your business, the town/locality and the tourist.