



**Fáilte Ireland**  
National Tourism Development Authority

# CATEGORISATION...

## IS IT FOR ME?

# Introduction

## Categorisation... Quick Facts

- Categorisation is available to you if your B&B is classified at a 3\*, 4\* or 5\* level.
- It is optional and a separate award to classification.
- You can apply for the B&B Categorisation Scheme by completing the Self-Assessment form and signing the Terms & Conditions and sending them back to SouthWestern.
- On receipt of your completed self assessment form and signed terms and conditions for the usage of the B&B categorisation logos, Signiatec will send you your categorisation logos for display on your website and your window stickers.
- A separate categorisation assessment visit is not necessary. Your formal assessment for categorisation will take place at the same time as the normal classification assessment visit.
- It's free of charge.
- You can be categorised with up to 3 categories of your choice **plus** the Pet Friendly category **or** the Eco Friendly category.
- Categorised B&Bs will be promoted through a range of specialist product campaigns and to appropriate media.
- Familiarisation visits relevant to the various categories will be directed to participating properties as appropriate.
- Categorisation or specialisation adds value to your business and can assist you in appealing to a wider base of potential consumers.

## Fáilte Ireland's Voluntary Categorisation Scheme offers you...

- Marketing Support - Irish Home B&B operators are provided with a platform to showcase their areas of expertise and market to a general and niche audience.
- Competition – it enables you to remain more visible in the marketplace and gives the customer another reason to choose you.
- Recognition - a recognised symbol to display at your property and to display online will assist consumers in identifying that you cater for specific consumer needs.
- Support - access to advice and support from Fáilte Ireland and further information on categorisation and best practice.

## Marketing Campaigns...

- In addition to the general Irish Home B&B advertising and promotion, specific campaigns directed at niche markets will be initiated.
- Participating categorised B&B operators will be offered the opportunity to participate in these promotions.

## Online Promotion of your Business

You will have your own dedicated page on the **discoverireland.ie** website which will include a link to your own website.  
2.7 million Irish viewers per year visit **discoverireland.ie**

You will also be featured on **ireland.com**, a website that is available in 47 different countries worldwide, attracting over 12 million viewers per year.

**Do you have a speciality?  
Why not showcase it  
with support from  
Fáilte Ireland...**

**HOOK THE ANGLER...  
DIRECT THE RAMBLER...  
JOIN THE CLUB...**

# Welcome

To help welcome your guests and let them know you specialise in looking after their needs, the following welcome symbols will be available for display on your Discover Ireland website entry and as an attractive window sticker for your property.



New for 2013 to help you attract visitors to your business!

# Walkers Welcome



Walking is an increasingly popular activity while on holiday in Ireland. In 2011, over 776,000 overseas visitors claimed to have gone hiking/cross country. Fáilte Ireland's Walkers Welcome categorisation scheme will give walkers the confidence that they are booking quality accommodation that meets their particular needs. If you are located in an area known for its walks, perhaps becoming a 'Walkers Welcome' B&B will help you attract more business?

## Walkers Welcome Criteria

Items		Please tick ✓
<b>Storage Facilities</b>	<ul style="list-style-type: none"> <li>■ A suitable secure facility with shelves, hangers, and wall hooks used for the drying and storage of walking gear to be available.</li> <li>■ The facility to be heated, well ventilated, and aerated, a dehumidifier to be provided if necessary.</li> <li>■ Emergency rain gear to be available.</li> </ul>	
<b>Laundry Service</b>	<ul style="list-style-type: none"> <li>■ Iron and ironing board to be available for guest use.</li> <li>■ Laundry service to be available on request.*</li> </ul>	
<b>Food and Beverage</b>	<ul style="list-style-type: none"> <li>■ Complimentary self service tea/coffee making facilities to be available on a 24 hour basis.</li> <li>■ Early full breakfast service available on request.</li> <li>■ Early continental breakfast to be provided on a breakfast tray.</li> <li>■ A comprehensive packed lunch and picnics to be available on request.</li> <li>■ Evening meal to be available or alternative dining options provided.</li> </ul>	
<b>Walkers Welcome Champion</b>	<ul style="list-style-type: none"> <li>■ Nominated person in house to provide information on the best walk in the area, times, distances, suitability for the level of fitness, etc. and local access information.</li> <li>■ Contact details for local walking guides.</li> <li>■ Provide transfer information to walks and pick up or contact details for the service on request.</li> </ul>	
<b>Guest Information Directory</b>	<ul style="list-style-type: none"> <li>■ Directory to contain current information such as; - local activities - visitor attractions - evening entertainment - restaurants, cafés and pubs - things to do and what's going on in the local area.</li> <li>■ Ordnance survey maps of local area to be available.</li> <li>■ A selection of walking books and brochures to be available for guest use.</li> <li>■ Visitors' book for guest feedback on the walks and service.</li> </ul>	
<b>Association and Affiliations</b>	<ul style="list-style-type: none"> <li>■ Evidence of association with local walking clubs including information on local walking guides.</li> </ul>	
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>■ Evidence available of adequate public liability insurance in accordance with the relevant Authority.</li> <li>■ Premises adheres to a minimum standard of environmental management.</li> <li>■ First aid kit and spare walking sticks to be available.</li> </ul>	

\*Check house policy with operator

If the activity is provided as part of a package then adherence to the Package Holiday Act is required.

In the event of guest bookings, the activity provider should follow up directly with the guest(s) to confirm all details of the booking and payment.

# Anglers Welcome



Angling tourism brought 113,000 visitors to Ireland in 2011 and generated an estimated spend of almost 100m. Anglers tell Fáilte Ireland they come to Ireland for more than just the fishing. They come for an experience that can be summed up by: 'Travel, Stay, Fish and Play'. Irish Home B&Bs displaying this category will provide additional details for visitors with an interest in angling, such as storage boxes for rods, a daily weather forecast and a freezer facility for bait or catch. If you are located in or close to a prime angling location why not consider becoming an 'Anglers Welcome' B&B?

## Anglers Welcome Criteria

Items		Please tick ✓
<b>Storage Facilities</b>	<ul style="list-style-type: none"> <li>■ A suitable secure facility with shelves, hangers, and wall hooks used for the drying and storage of fishing clothing, boots, wellingtons, and tackle to be available.</li> <li>■ The facility to be heated, well ventilated, and aerated, a dehumidifier to be provided if necessary.</li> <li>■ A separate fridge/freezer to be provided for the storage of fishing bait.</li> </ul>	
<b>Laundry Service</b>	<ul style="list-style-type: none"> <li>■ Iron and ironing board to be available for guest use.</li> <li>■ Laundry service to be available on request.*</li> </ul>	
<b>Food and Beverage</b>	<ul style="list-style-type: none"> <li>■ Complimentary self service tea/coffee making facilities to be available on a 24 hour basis.</li> <li>■ Early full breakfast service available on request.</li> <li>■ Early continental breakfast to be provided on a breakfast tray.</li> <li>■ A comprehensive packed lunch and picnics to be available on request.</li> <li>■ Evening meal must be available or alternative dining options to be provided.</li> </ul>	
<b>Angling Champion</b>	<ul style="list-style-type: none"> <li>■ Nominated person in house to provide up to date information on local angling, conditions and methods.</li> <li>■ Advise guests of current angling regulations.</li> <li>■ Arrange ghillie, tuition, licences permit, boat hire, tackle and bait for individuals and groups.</li> <li>■ Arrange transfers to/from the lakes/rivers on request.</li> <li>■ Provide written directions to lakes and rivers in the area.</li> <li>■ Champion to meet and greet guests, and provide introduction to local area.</li> </ul>	
<b>Guest Information Directory</b>	<ul style="list-style-type: none"> <li>■ Directory to contain current information such as; - local fishing including written directions - maps to the lakes/rivers - transport information i.e. taxi/bus transfers.</li> <li>■ Maps of local area with location of lakes/rivers to be available.</li> <li>■ A selection of angling literature to be available for guest use.</li> <li>■ A clear pricing policy and flexible fishing arrangements e.g. morning, evening fishing to be available.</li> <li>■ Information on local activities, visitor attractions, entertainment and dining to be available in information folder.</li> <li>■ A knowledge of what things to do and what's going on in the local area to be available.</li> <li>■ Guests are requested to supply information on their catches and feedback on their angling experience in a catch records/visitors' book.</li> </ul>	
<b>Association and Affiliations</b>	<ul style="list-style-type: none"> <li>■ Evidence of association with local tackle and bait shops, local ghillies, boat hire specialists and local angling clubs.</li> </ul>	
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>■ Attendance records of staff training in the safe practice of angling, (if provided on-site, or by the operator), as well as evidence of attendance at Fáilte Ireland's Angling training programmes must be available.</li> <li>■ Premises adheres to a minimum standard of environmental management.</li> <li>■ Health and Safety policy/statement to be in place (if activity is provided on-site, or by the operator) covering areas i.e. client briefings, boat/bank fishing, use of boats, safety on the water, life jackets and risk assessment.</li> <li>■ Evidence available of adequate public liability insurance in accordance with the relevant Authority.</li> </ul>	

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# Adventure Seekers Welcome



**Outdoor Adventure is a hugely popular activity.** A warm welcome and friendly service really help to make the visitor's Adventure holiday memorable. Fáilte Ireland's new 'Adventure Seekers Welcome' categorisation scheme will give consumers the confidence that they are booking quality accommodation that meets their particular needs. Criteria for this category are designed to cater for the cyclist or surfer for example and therefore includes some storage needs. This category is also designed to appeal and cater for those interested in bird or wildlife watching etc. If this is something that interests you, please see below for details on specific requirements in this area.

## Adventure Seekers Welcome Criteria

Items		Please tick ✓
<b>Storage Facilities</b>	<ul style="list-style-type: none"> <li>■ A suitable secure facility with shelves, hangers, and wall hooks used for the drying and storage of bicycles, surfboards, outdoor adventure clothing to be available.</li> <li>■ The facility to be heated, well ventilated, and aerated, a dehumidifier to be provided if necessary.</li> </ul>	
<b>Laundry Service</b>	<ul style="list-style-type: none"> <li>■ Iron and ironing board to be available for guest use.</li> <li>■ Laundry service to be available on request.*</li> </ul>	
<b>Food and Beverage</b>	<ul style="list-style-type: none"> <li>■ Complimentary self service tea/coffee making facilities to be available on a 24 hour basis.</li> <li>■ Early full breakfast service available on request.</li> <li>■ Early continental breakfast to be provided on a breakfast tray.</li> <li>■ A comprehensive packed lunch and picnics to be available on request.</li> <li>■ Evening meal to be available or alternative dining options to be provided.</li> </ul>	
<b>Adventure Champion</b>	<ul style="list-style-type: none"> <li>■ Nominated person in house to provide information on local adventure activities.</li> <li>■ Provide information and make bookings with local guides and tours.</li> <li>■ Impart specialist knowledge of flora and fauna in the area.</li> <li>■ Arrange local guides for individuals and groups on request.</li> <li>■ Provide information on transport to/from local walks/amenities.</li> </ul>	
<b>Guest Information Directory</b>	<ul style="list-style-type: none"> <li>■ Directory to contain current information such as; - local entertainment - restaurants, cafés and pubs - transport information i.e. taxi, bus transfers - local activities, visitor attractions - festivals and events.</li> <li>■ A knowledge of what things to do and what's going on in the local area to be available.</li> <li>■ A selection of outdoor adventure literature to be available for guest use.</li> </ul>	
<b>Association and Affiliations</b>	<ul style="list-style-type: none"> <li>■ Evidence of association with local adventure activities/centres to be available.</li> </ul>	
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>■ Attendance records of staff training in the safe practice of the activity (if provided on-site or by the operator) as well as attendance at relevant Fáilte Ireland training programmes to be available.</li> <li>■ Health and Safety policy/statement to be in place if activity is provided on-site or by the operator.</li> <li>■ Evidence available of adequate public liability insurance in accordance with the relevant Authority.</li> <li>■ Premises adheres to a minimum standard of environmental management.</li> </ul>	

\*Check house policy with operator

If the activity is provided as part of a package then adherence to the Package Holiday Act is required.

In the event of guest bookings, the activity provider should follow up directly with the guest(s) to confirm all details of the booking and payment.

# Golfers Welcome



Golf tourism attracted 181,000 overseas visitors to Ireland in 2011 and overseas golfers generated a spend of 186m. Irish Home B&Bs which display this category will provide additional facilities for visitors with an interest in golf, such as lockable storage for golf clubs; a daily weather forecast; or details of local transport, golf shops, or tee-off times. Is this an area you would like to specialise in?

## Golfers Welcome Criteria

Items		Please tick ✓
<b>Storage Facilities</b>	<ul style="list-style-type: none"> <li>■ A suitable secure facility with shelves, hangers, and wall hooks used for the drying and storage of golf clothing, shoes and equipment to be available.</li> <li>■ The facility to be heated, well ventilated, and aerated, a dehumidifier to be provided if necessary.</li> </ul>	
<b>Laundry Service</b>	<ul style="list-style-type: none"> <li>■ Iron and ironing board to be available for guest use.</li> <li>■ Laundry service to be available on request.*</li> </ul>	
<b>Food and Beverage</b>	<ul style="list-style-type: none"> <li>■ Complimentary self service tea/coffee making facilities to be available on a 24 hour basis.</li> <li>■ Early full breakfast service available on request.</li> <li>■ Early continental breakfast to be provided on a breakfast tray.</li> <li>■ A comprehensive packed lunch and picnics to be available on request.</li> <li>■ Evening meal to be available or alternative dining options provided.</li> </ul>	
<b>Golf Champion</b>	<ul style="list-style-type: none"> <li>■ Nominated person in house to provide information on local golf courses, golfing events, golf related activities/amenities in the area i.e. Driving range, Pitch &amp; Putt, etc.</li> <li>■ Facilitate and confirm advance booking of tee times and equipment.</li> <li>■ Arrange golfing tuition for individuals and groups on request.</li> <li>■ Arrange transfers to/from the golf courses on request.</li> </ul>	
<b>Guest Information Directory</b>	<ul style="list-style-type: none"> <li>■ Directory to contain current information such as; - local golf courses, including maps and written directions, - transport, i.e. taxi, bus transfers - local activities - visitor attractions - evening entertainment - restaurants, cafés and pubs.</li> <li>■ A selection of golfing literature to be available for guest use.</li> </ul>	
<b>Association and Affiliations</b>	<ul style="list-style-type: none"> <li>■ Evidence of association with local golf courses including information on local pro tutors.</li> </ul>	
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>■ Evidence displayed of adequate public liability insurance in accordance with the relevant Authority.</li> <li>■ Premises adheres to a minimum standard of environmental management.</li> </ul>	

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# Food Lovers Welcome



Visitors with an interest in exploring food and culinary activities have been considered in the development of this category. Specialist Irish Home B&Bs offering cookery demonstrations and with a knowledge of local food producers, foodmarkets, restaurants, festivals and cookery schools are ideal hosts for the food enthusiast. Does this appeal to you? If so have a look at the criteria below.

## Food Lovers Welcome Criteria

Items		Please tick ✓
<b>Food Champion</b>	<ul style="list-style-type: none"> <li>■ Nominated person in house to provide information on local food producers, food markets, restaurants, food festivals and cookery schools.</li> <li>■ Organise and confirm trails or tours of owner and local farms, food producers as well as participate in cookery courses on-site or in an alternative location.</li> <li>■ Demonstrate specialist knowledge of food producers in the local area.</li> <li>■ Home baking and traditional Irish Cooking demonstrations to be available, with provision of a food tasting for all guest participants.</li> <li>■ Copies of all recipes to be available on request.</li> </ul>	
<b>Laundry Service</b>	<ul style="list-style-type: none"> <li>■ Iron and ironing board to be available for guest use.</li> <li>■ Laundry service available on request.*</li> </ul>	
<b>Food and Beverage</b>	<ul style="list-style-type: none"> <li>■ Menus for breakfast, afternoon tea and dinner to reflect home produce, with emphasis on food quality and product seasonality.</li> <li>■ Complimentary self service tea/coffee making facilities to be available on a 24 hour basis.</li> <li>■ A comprehensive packed lunch and picnics must be available on request.</li> <li>■ Home produced products to be available for purchase where appropriate.</li> <li>■ Kitchen or a defined area to be available for guest cookery and practical demonstrations as appropriate.</li> </ul>	
<b>Guest Information Directory</b>	<ul style="list-style-type: none"> <li>■ Directory to contain current information such as; - local food producers - directions and maps to premises - transport information, i.e. taxi, bus transfers - local activities - visitor attractions - evening entertainment - restaurants, cafés and pubs.</li> <li>■ Maps of local area with location of food producers to be available.</li> <li>■ A selection of food literature and recipe books to be available for guest use.</li> </ul>	
<b>Association and Affiliations</b>	<ul style="list-style-type: none"> <li>■ Evidence of association with local food producers, local restaurants, local food markets, local cookery schools, and local pubs.</li> <li>■ Evidence of promotion of food related activity with emphasis on local and seasonal food.</li> <li>■ Demonstrate knowledge of Ireland Food in Trail Campaign.</li> </ul>	
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>■ Attendance records of staff participation in Fáilte Ireland Food-related training programme.</li> <li>■ Evidence of compliance with Food safety and HACCP in accordance with the FSAI guidelines.</li> <li>■ Premises adheres to a minimum standard of environmental management.</li> <li>■ Evidence available of adequate public liability insurance in accordance with the relevant Authority.</li> </ul>	

\*Check house policy with operator

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# Farmstays Welcome



Visitors with an interest in the rustic world of farmstays have been considered in the development of this category.

High standards and genuine hospitality make a farmstay a popular choice with visitors who wish to experience life on an Irish farm, take part in the farm activities and enjoy the home cooking, fresh air and fine views of the beautiful countryside. Irish Home B&Bs who display this category will offer a variety of farm activities from harvesting vegetables, collecting eggs, feeding the farm animals, working in the garden to preparing bedding for the farm animals. Are you offering a unique farm experience and want to promote it? If so, take a look at the criteria below:

## Farmstays Welcome Criteria

Items		Please tick ✓
<b>Storage Facilities</b>	<ul style="list-style-type: none"> <li>■ A suitable secure facility with shelves, hangers, and wall hooks used for the drying of farm gear and clothing to be available.</li> <li>■ The facility to be heated, well ventilated, and aerated, a dehumidifier to be provided if necessary.</li> </ul>	
<b>Laundry Service</b>	<ul style="list-style-type: none"> <li>■ Iron and ironing board to be available for guest use.</li> <li>■ Laundry service to be available on request.*</li> </ul>	
<b>Food and Beverage</b>	<ul style="list-style-type: none"> <li>■ Complimentary self service tea/coffee making facilities to be available on a 24 hour basis.</li> <li>■ A comprehensive packed lunch and picnics to be available on request.</li> <li>■ Evening meal to be available or alternative suggestions provided.</li> <li>■ Breakfast and lunch menus to reflect seasonality of produce with emphasis on food quality.</li> </ul>	
<b>Farmhouse Champion</b>	<ul style="list-style-type: none"> <li>■ Nominated person in house with knowledge of farming and related topics.</li> <li>■ At least one 'learn to' farm experience to be available subject to time of year, season, and safety considerations. Farm house packages to be available for 'learn to' holidays on the farm.</li> <li>■ Defined area close to farmyard to be available as 'petting' area for young children to view animals as appropriate.</li> <li>■ Guided tours of working areas to be available.</li> </ul>	
<b>Guest Information Directory</b>	<ul style="list-style-type: none"> <li>■ Directory to contain current information such as; - tourist attractions - local festivals - events - local activities - visitor attractions - evening entertainment - restaurants, cafés and pubs.</li> <li>■ Local newspapers to be available for guest use.</li> </ul>	
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>■ Attendance records of staff training in the safe practice of their activity and participation in Fáilte Ireland Farm Stay-related programmes.</li> <li>■ Evidence displayed of best practice in safety and standards as defined by the relevant Authority.</li> <li>■ Premises adheres to a minimum standard of environmental management.</li> </ul>	

\*Check house policy with operator

If the activity is provided as part of a package then adherence to the Package Holiday Act is required.

In the event of guest bookings, the activity provider should follow up directly with the guest(s) to confirm all details of the booking and payment.

# Blaiseadh Gaeltachta - A Gaeltacht Experience



Visitors with an interest in the Irish language and culture have been considered in the development of this category. If you are located in a Gaeltacht area or wish to share your knowledge of the Irish language and culture with visitors, have a look at the criteria below and see if you'd like to welcome visitors seeking A Gaeltacht Experience.

## Blaiseadh Gaeltachta - A Gaeltacht Experience Criteria

Items		Please tick ✓
<b>Laundry Service</b>	<ul style="list-style-type: none"> <li>■ Iron and ironing board to be available for guest use.</li> <li>■ Laundry service available on request.*</li> </ul>	
<b>Food and Beverage</b>	<ul style="list-style-type: none"> <li>■ Complimentary self service tea/coffee making facilities to be available on a 24 hour basis.</li> <li>■ Menus to be provided in both the Irish and English languages.</li> <li>■ Evening meal to be available or alternative dining options provided.</li> </ul>	
<b>Gaeltacht Champion</b>	<ul style="list-style-type: none"> <li>■ Nominated person in house to be a fluent Irish speaker and to provide informal language lessons to guests on request.</li> <li>■ Provide information on things to do and events in the local area, in particular, cultural and traditional music events, relevant Irish language classes and activities through Irish.</li> <li>■ Provide information and make bookings with Irish-speaking local guides and tours on request.</li> </ul>	
<b>Guest Information Directory</b>	<ul style="list-style-type: none"> <li>■ Directory to contain current information such as; - evening entertainment (traditional music, dance and storytelling events) - restaurants, cafés and pubs - transport information (taxi, bus transfers) - local activities (Gaelic games fixtures, Irish language classes) - visitor attractions - festivals and events.</li> <li>■ Visitors' book for guest feedback.</li> <li>■ Literature and maps in the Irish language to be available for guest use.</li> </ul>	
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>■ Premises adheres to a minimum standard of environmental management.</li> <li>■ Evidence available of adequate public liability insurance in accordance with the relevant Authority.</li> </ul>	

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In the event of guest bookings, the activity provider should follow up directly with the guest(s) to confirm all details of the booking and payment.

# Blaiseadh Gaeltachta



Cuireadh cuairteoirí a bhfuil suim acu i dteanga na Gaeilge agus cultúr na hÉireann san áireamh sa chatagóir seo. Má tá tú lonnaithe sa Gaeltacht nó más mian leat d'eolas ar theanga na Gaeilge a roinnt le cuairteoirí, féach ar an gcritéir thíos chun a fháil amach an bhfuil suim agat i bhfáilte a chur rompu siúd is grá leo teanga na Gaeilge.

## Critéir do Theaghlach Gaeltachta

Ábhair		Tic ✓ le do thoil
Seirbhís Níocháin	<ul style="list-style-type: none"> <li>■ Iarann agus clár iarnála a bheith ar fáil do chuireoirí le húsáid.</li> <li>■ Seirbhís Níocháin ar fáil ar iarratas.*</li> </ul>	
Bia agus Deochanna	<ul style="list-style-type: none"> <li>■ Áiseanna tae/caife dea-mhéine le bheith ar fáil d'aíonna 24 uair an chloig.</li> <li>■ Biachláir a chur ar fáil i nGaeilge agus i mBéarla.</li> <li>■ Béile tráthnóna a bheith ar fáil nó roghanna eile do bhéile bia a sholáthair.</li> </ul>	
Curadh Theanga na Gaeilge	<ul style="list-style-type: none"> <li>■ Duine (fásta) ainmnithe sa teach ina chainteoir líofa Gaeilge le comhrá &amp; ceachtanna neamhfhoirmiúil a chur ar fáil ar iarraidh d'aíonna.</li> <li>■ Eolas a chur ar fáil faoi rudaí le déanamh agus faoi ócáidí sa cheantar áitiúil, go háirithe faoi ócáidí cultúrtha &amp; traidisiúnta, ranganna Gaeilge agus imeachtaí eile trí Ghaeilge a bheadh ábhartha.</li> <li>■ Eolas a chur ar fáil faoi agus áirithintí a dhéanamh ar iarratas le treoraí a labhraíonn Gaeilge agus turais trí mheán na Gaeilge.</li> </ul>	
Eolaire Eolais Aíonna	<ul style="list-style-type: none"> <li>■ Go mbeidh eolas reatha san eolaire cosúil le siamsaíocht tráthnóna – ócáidí ceoil, damhsa agus seanchas traidisiúnta – bialanna, caiféanna agus tithe tábhairne, eolas iompair, m.sh tacsáí, aistriú bus – imeachtaí áitiúla - clár cluichí CLG, ranganna Gaeilge – áiseanna turasóireachta – féilte agus imeachtaí.</li> <li>■ Leabhar cuairteoirí d'aiseolas aíonna</li> <li>■ Litríocht agus mapáí i nGaeilge a chur ar fáil le húsáid ag na haíonna.</li> </ul>	
Sláinte agus Sábháilteacht	<ul style="list-style-type: none"> <li>■ Fianaise a bheith ar fáil d'árachas dliteanais phoiblí cuí de réir an Údaráis ábhartha</li> <li>■ Cloíonn an foirgneamh le híoschaighdeán maidir le bainistíocht comhshaoil.</li> </ul>	

\*Féach cen polasaí tí atá ag an oibreoir

Má dhéantar gníomhaíochtaí a chur ar fáil mar chuid de phacáiste tá sé tábhachtach go gclóítear leis an Acht Saoire Pacáiste.

I gcás áirithintí aoi ba chóir do sholáthraithe gníomhaíochtaí leanúint suas go díreach leis an aoi le sonraí na háirithinte agus na hiocáochta a dhearbhu.

# Irish Ancestry Seekers



Tracing your family tree is a popular activity for many people and there is a growing demand for this market. Irish Home B&Bs in Ireland displaying this category will offer specific provision for guests searching for their Irish ancestry/tracing their genealogy. Would you like to help your visitors discover their 'Irish roots'? Then the 'Irish Ancestry Seekers' category is just for you!

## Irish Ancestry Seekers Criteria

Items		Please tick ✓
<b>Irish Ancestry Seekers Champion</b>	<ul style="list-style-type: none"> <li>■ Nominated person available with knowledge of local history, local families in the area as well as contact details and information on museums, libraries, heritage sites, Churches and Church records.</li> <li>■ Facilitate and provide advice to visitors with contacts in the local area in the process of tracing their Irish roots.</li> <li>■ A selection of genealogical literature to be available</li> <li>■ Irish Home B&amp;B operators applying for The Irish Ancestry seekers category should link with county Heritage officers &amp; where applicable the Ireland reaching out contacts in their locality. Visit <a href="http://www.irelandxo.com">www.irelandxo.com</a> for further details.</li> </ul>	
<b>Guest Information Directory</b>	<ul style="list-style-type: none"> <li>■ Directory to contain current information such as: tourist attractions, genealogical resources, local libraries and museums, heritage sites, local festivals, events, local activities, visitor attractions, transport information (bus transfers, taxi), evening entertainment, restaurants, cafés and pubs.</li> <li>■ Local History books to be available for guest use.</li> </ul>	
<b>Health and Safety</b>	<ul style="list-style-type: none"> <li>■ Evidence displayed of best practice in safety and standards as defined by the relevant Authority.</li> <li>■ Premises adheres to a minimum standard of environmental management.</li> </ul>	

If the activity is provided as part of a package then adherence to the Package Holiday Act is required.

In the event of guest bookings, the activity provider should follow up directly with the guest(s) to confirm all details of the booking and payment.

# Pet Friendly



The Pet Friendly category is designed to appeal to visitors who are pet owners and who like to bring their pets along with them on holidays. Apart from the growing number of Irish pet owners, 60% of the UK population are reported to own a pet and many of them choose to bring them on holidays! If this is a category you'd like to explore, have a look at the criteria below and see if you'd like to become a 'Pet Friendly' B&B.

## Pet Friendly Criteria

Items		Please tick ✓
Secure Areas	<ul style="list-style-type: none"> <li>■ Suitable sleeping area for pets to be provided. This may be an outdoor facility e.g. kennels or a suitable indoor facility.</li> <li>■ Secure pet run/fenced area to be available.</li> </ul>	
Pet Accessories	<ul style="list-style-type: none"> <li>■ Emergency Pet accessories to be available (e.g. dog lead)</li> <li>■ Feeding/water bowls and utensils to be available on request and cleaned and stored separately.</li> </ul>	
Restricted Areas	<ul style="list-style-type: none"> <li>■ Common areas (e.g. sitting room) to be pet free for other guests as appropriate, particularly in relation to allergies/phobias etc.</li> <li>■ No pets to be allowed in areas where food is stored, served or prepared.</li> </ul>	
Local Information	<ul style="list-style-type: none"> <li>■ Local veterinary and pet sitting/kennel facilities information to be available on request.</li> </ul>	
Health and Safety	<ul style="list-style-type: none"> <li>■ Evidence available of adequate public liability insurance and compliance with the relevant Authority regulations.</li> </ul>	

# Eco Friendly



Visitors to Ireland are becoming increasingly appreciative of the eco practices tourism business have in place. Incorporating environmental responsibility into the way you manage your Irish Home B&B can help ensure your product is more appealing to visitors, while also helping to protect the heart of tourism in Ireland – our environment. As well as meeting the expectations of our visitors, taking actions to reduce environmental impacts can also save money and improve your reputation.

### Irish Home B&Bs with an existing Eco-Label

Irish Home B&B Operators who already have a recognised third party eco-label can avail of the new Eco Friendly logo for display on your website and at your premises. For information on whether the eco-label you have is Fáilte Ireland validated, please email [environment@failteireland.ie](mailto:environment@failteireland.ie)

### Irish Home B&Bs wishing to become Eco-Certificated

Fáilte Ireland has developed a practical guide which contains information on eco-labels available in Ireland. For further information on which label might suit your Irish Home B&B, email [environment@failteireland.ie](mailto:environment@failteireland.ie)

If the activity is provided as part of a package then adherence to the Package Holiday Act is required.

In the event of guest bookings, the activity provider should follow up directly with the guest(s) to confirm all details of the booking and payment.

# Self Assessment Application Form for Fáihte Ireland Irish Home B&B Categorisation



Please complete the following application form in BLOCK CAPITALS to formally apply for Fáihte Ireland Irish Home B&B categorisation.

All completed forms should be returned to:

SouthWestern, P.O. Box 51, Clonakility, Co Cork

Tel: 1890 697000, email: [tourismservices@southwestern.ie](mailto:tourismservices@southwestern.ie)

Name of B&B: \_\_\_\_\_

Address of B&B: \_\_\_\_\_

Town: \_\_\_\_\_ County: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

## Irish Home B&B Classification:

(Please ✓ your classification as it appears on your Fáihte Ireland Irish Home B&B classification notification) 3\*  4\*  5\*

## Irish Home B&B Categorisation:

(Please ✓ the Fáihte Ireland Irish Home B&B category that you wish to apply for – you may apply for a maximum of 3 B&B Categories plus the Pet Friendly Category or the Eco Friendly Category)

- My B&B is in compliance with the Walkers Welcome criteria
- My B&B is in compliance with the Anglers Welcome criteria
- My B&B is in compliance with the Adventure Seekers Welcome criteria
- My B&B is in compliance with the Golfers Welcome criteria
- My B&B is in compliance with the Food Lovers Welcome criteria
- My B&B is in compliance with the Farmstays Welcome criteria
- My B&B is in compliance with the Pet Friendly criteria
- My B&B is in compliance with the Eco Friendly criteria
- My B&B is in compliance with the Blaiseadh Gaeltachta - A Gaeltacht Experience criteria
- My B&B is in compliance with the Irish Ancestry Seekers criteria

## Disclaimer:

By ticking this box, I hereby declare that my B&B, located at the address given above, is in compliance with all aspects of the criteria for the category/categories that I am applying for, as set out in the Fáihte Ireland Irish Home B&B Categorisation brochure – 'Categorisation .. Is it for me?'

Signed: \_\_\_\_\_

Position: \_\_\_\_\_

(Manager/Proprietor)

Date: / /

Please ensure that you complete both sides of this form.



Between Fáilte Ireland and Accommodation / Product Provider as signed below:

### 1. Licence

- 1.1 This is a Licence Agreement or, to the extent that any other person licences Fáilte Ireland, a SubLicence Agreement.
- 1.2 In consideration of your participation in the Fáilte Ireland B&B Categorisation Scheme, Fáilte Ireland hereby licenses you to use the Fáilte Ireland name, logos and other rights in the materials (whether PDF, JPEG or other images or forms) (together the "Fáilte Ireland Irish Home B&B Categorisation Logos") made available by Fáilte Ireland to you in accordance with the terms of this Agreement and to be used by you for the purposes only of promotion of your Fáilte Ireland classified property. Only properties classified at 3\*, 4\* and 5\* level are eligible for the Fáilte Ireland Irish Home B&B Categorisation Scheme, for the duration of its classification by and registration as such with, Fáilte Ireland. (Basic approval level is ineligible.)
- 1.3 The Fáilte Ireland Irish Home B&B Categorisation Logos are and will remain the property of Fáilte Ireland at all times and can never become the personal property of you or any other person and you shall not obtain any other right in the Fáilte Ireland Irish Home B&B Categorisation Logos beyond the terms of this Licence. You are prohibited from using the Fáilte Ireland Irish Home B&B Categorisation Logos otherwise than as authorised by Fáilte Ireland hereunder and for the time being.

### 2. Use of the B&B Categorisation Logos

- 2.1 You agree not to alter or modify the Fáilte Ireland Irish Home B&B Categorisation Logos or to use them to promote a property other than the below.
- 2.2 You agree not to use the Fáilte Ireland Irish Home B&B Categorisation Logos in such a manner as is liable to injure the reputation or distinctiveness of the Fáilte Ireland Irish Home B&B Categorisation Logos, Fáilte Ireland or the Fáilte Ireland Quality Assurance Schemes / Fáilte Ireland Irish Home B&B Categorisation Scheme and agree to observe any reasonable directions given by Fáilte Ireland in relation to the use of the Fáilte Ireland Irish Home B&B Categorisation Logos.
- 2.3 You may apply for a maximum of 3 B&B Categories plus the Pet Friendly Category or the Eco Friendly Category.

### 3. Indemnity

You shall indemnify and hold harmless Fáilte Ireland against all and any claims (whether successful or otherwise), loss, liability, damages and expenses, including reasonable legal fees and expenses insofar as they arise from any breach by you of your obligations under this Agreement or your use of the Fáilte Ireland Irish Home B&B Categorisation Logos.

### 4. Termination

Without prejudice to the rights of Fáilte Ireland, we may terminate this Agreement and withdraw the licence to use the B&B Categorisation Logos after giving you written notice if at any time:

- a. You commit any breach of your obligations under this Agreement;
- b. You have given false information in connection with your entry into this Agreement;
- c. Your categorisation changes; or
- d. You withdraw from the Fáilte Ireland Quality Assurance Schemes/Fáilte Ireland Irish Home B&B Categorisation Scheme.

### TERMS & CONDITIONS

#### 5. Effects of Termination

If your property falls out of registration or renewal or ceases for any reason, to participate in the Fáilte Ireland Quality Assurance Scheme or if you withdraw from the Fáilte Ireland Irish Home B&B Categorisation Scheme or if your property is no longer eligible for the Fáilte Ireland Irish Home B&B Categorisation Scheme, you hereby undertake to immediately remove all physical versions of the categorisation logo from displays at your property or on any, brochures or advertisement or promotional material of any kind,

including window stickers, brochures, note paper, business cards and websites and to afford all reasonable cooperation to Fáilte Ireland and its agents in connection with such cessation.

### 6. Regulations & Consents

You shall ensure that compliance with the regulations of any applicable public authority or under any applicable legislation and ensure that all necessary permissions have been sought and obtained, regarding the use or display of Fáilte Ireland signs and any signs displaying the Fáilte Ireland Irish Home B&B Categorisation Logos.

### 7. Licensee's Acknowledgement

- 7.1 You understand and accept that:
  - 7.1.1 All rights including copyright and any other intellectual property rights in the Fáilte Ireland Irish Home B&B Categorisation Logos, the name "Fáilte Ireland" and the names, terms, symbols and logos used for the purpose of Fáilte Ireland Quality Assurance Schemes / Fáilte Ireland Irish Home B&B Categorisation Scheme are owned by Fáilte Ireland;
  - 7.1.2 The Fáilte Ireland Irish Home B&B Categorisation Logos are and shall remain the property of Fáilte Ireland; and
  - 7.1.3 Fáilte Ireland reserves the right at any time and without notice to alter the names, terms, symbols and logos used for the purposes of the Fáilte Ireland Quality Assurance Schemes / Fáilte Ireland Irish Home B&B Categorisation Scheme and the Fáilte Ireland Irish Home B&B Categorisation Logos.
- 7.2 Further, you accept the Fáilte Ireland Irish Home B&B Categorisation Logos may only be used during the period that your property remains classified by Fáilte Ireland. You undertake to advise us of any change of ownership in respect of the premises (if any) or any website or other promotional vehicle displaying the Fáilte Ireland Irish Home B&B Categorisation Logos in promotion of your property, recognising that, unless Fáilte Ireland approves in writing (such approval not to be unreasonable withheld or delayed) of such change, such change will terminate this Agreement, whereupon you are obliged to cease use of the Fáilte Ireland Irish Home B&B Categorisation Logos and/ or to remove the Fáilte Ireland Irish Home B&B Categorisation Logos from your website and other promotional materials and to afford all reasonable cooperation to Fáilte Ireland and its agents in connection with such cessation.
- 7.3 You shall comply at all times with the Fáilte Ireland Quality Assurance Scheme / Fáilte Ireland Irish Home B&B Categorisation Scheme in which you are a participant and all directions given by Fáilte Ireland in connection with the Fáilte Ireland Irish Home B&B Categorisation Logos.

### 8. Assignment

- 8.1 This Agreement shall be binding on you and you shall not be entitled to novate or assign or otherwise transfer or alienate all or any part of your burdens, rights or benefits under this Agreement.
- 8.2 We shall be entitled to novate or assign all or any part of the burdens, rights or benefits under this Agreement proper to Fáilte Ireland at any time and you shall not be entitled to prejudice, harm, damage or otherwise diminish the rights of Fáilte Ireland in the Fáilte Ireland Irish Home B&B Categorisation Logos.

I have read, understood and agree to the terms and conditions of this Licence Agreement as set out above.

SIGNED:

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NAME:

(BLOCK CAPITALS)

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NAME OF B&B:

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*Please ensure that you complete both sides of this form*



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## Irish Home B&B operators can also apply for the ABLE award which is a separate award to Irish Home B&B Categorisation and which is independently verified by the EIQA

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### ABLE Tourism — What is it?

ABLE Tourism is the new Q Mark for Accessibility created by Excellence Ireland Quality Association, (The guardians of The Q Mark) in association with Fáilte Ireland.

ABLE Tourism is a forward thinking business initiative which aims to make Ireland more accessible as a holiday destination. The aim of Excellence Ireland Quality Association is to become global trendsetters, by turning Ireland into the first ABLE destination in the world.

ABLE Tourism is The Q Mark for Accessibility which will be awarded to all accommodation providers that have achieved the Q Mark standard in the key areas of:

- ABLE Employees
- ABLE Customers
- ABLE Built Environment

For further information and to apply for the ABLE award, contact:

### EIQA

68 Pembroke Road, Ballsbridge Dublin 4

| T: +353 (0)1 6604100

| F: +353 (0)1 6604280

Email: [info@eiqa.com](mailto:info@eiqa.com)

Web: [www.ableireland.ie](http://www.ableireland.ie)



## Want to know more?

For further information, please contact:  
SouthWestern, P.O. Box 51  
Clonakilty, Co Cork  
Tel: 1890 697000  
email: [tourismservices@southwestern.ie](mailto:tourismservices@southwestern.ie)