



Tourist Accommodation  
**Quality Assured**

FÁILTE IRELAND'S WELCOME STANDARD

# Fáilte Ireland's Welcome Standard

These are the Fáilte Ireland minimum standards for any non statutory tourism accommodation business wishing to work with Fáilte Ireland. These entry level standards are aimed at Tourist Accommodation businesses who currently do not fit the existing Fáilte Ireland Quality Assurance system. Businesses will also be required to comply with a Fáilte Ireland Code of Ethics.

The standards are designed to identify the essential aspects of the 'guest journey' and experience. All eligible accommodation businesses in Ireland committed to operating a serious tourism business focussed on their guests, and contributing to growth in Irish tourism as a whole, should be able to demonstrate how they meet the Standards.

## 1 General Business Processes

- 1.1 Reliable and consistent performance of daily operations evident.
- 1.2 The business is aware of and addressing its statutory obligations with adequate documentation e.g. Building Regulations, Planning Regulations, Fire Safety Regulations.
- 1.3 Procedures are in place to ensure that all staff have good knowledge of the facilities and services provided.
- 1.4 Procedures in place to resolve guest complaints.
- 1.5 Clear evidence that the business is complying with the Fáilte Ireland Code of Ethics.

## 2 Pre-Arrival

- 2.1 Business is clearly identified in an appropriate manner when answering the phone.
- 2.2 Clear and accurate information on the facilities and services is provided during the call, or via a website if provided.
- 2.3 Clear directions provided on how to locate the business.
- 2.4 Clear information on payment methods is communicated.
- 2.5 All enquiries are responded efficiently within the appropriate time for the guest.

## 3 Arrival

- 3.1 Staff are on duty during guest arrival periods.
- 3.2 Guests made to feel welcome upon arrival.
- 3.3 A "thank you" offered for choosing the business, the region or Ireland, where appropriate.
- 3.4 All necessary information is provided to guests upon arrival.



## Fáilte Ireland's Welcome Standard *(Continued)*

### 4 During The Visit

- 4.1 Friendly and courteous service is provided at all times.
- 4.2 Staff are on duty or available at all appropriate times for the guest and available and contactable throughout the guests stay.
- 4.3 All necessary information is provided to guests.
- 4.4 Guest complaints are acknowledged and resolved.
- 4.5 Where food is provided, meals are prepared with care and as appropriate for guest needs.

### 5 Facilities

- 5.1 A good first impression of the business, including surroundings where appropriate.
- 5.2 All buildings, surrounds, fittings, transport, equipment as appropriate are maintained in a sound condition and fit for purpose.
- 5.3 All interiors used by guests well maintained.
- 5.4 All appropriate furniture and fittings comfortable, well maintained and in reasonable condition.
- 5.5 Heating and ventilation effective where appropriate.
- 5.6 Lighting effective and well maintained where appropriate.
- 5.7 Cleanliness to be of a good order throughout.

### 6 Exit/Departure

- 6.1 Staff are on duty for departure, check out and exit.
- 6.2 Check out, departure or exit process in place.
- 6.3 Where appropriate, bill account correct and clearly presented with explanation.
- 6.4 Guest satisfaction check carried out.
- 6.5 Guest thanked for choosing the business, the region or Ireland as appropriate.
- 6.6 Guest wished farewell hoping they will return soon in the future.