

# Everything you need to know about applying for Fáilte Ireland's Welcome Standard



## What is Fáilte Ireland's Welcome Standard?

It's a quality assurance standard for innovative and quirky tourism accommodation businesses. Whatever the style or concept of your business, from a castle to activity holiday accommodation to yurts, if you are committed to excellence in quality, comfort and guest satisfaction you can add Fáilte Ireland's Welcome Standard to your marketing toolbox.



**Fáilte Ireland**  
National Tourism Development Authority

# Is this right for my business?

If you provide tourism accommodation but do not fit into the existing Fáilte Ireland Quality Assurance mark, then this is right for you.

Once your business has approval, the benefits include:

## 1 Quality promise

An independent on site assessment of your business will help you to meet the quality standards that consumers value so much.

## 2 The Quality Mark

You can display the Fáilte Ireland Welcome Standard logo which is a quality mark that will reassure your potential customers of your commitment to the highest standards.

## 3 Online promotion

Your business will be added to our national suite of websites, including Discoverireland.ie, VisitDublin.com, WildAtlanticWay.com and also Tourism Ireland's website Ireland.com which have millions of visitors annually.

## 4 Ireland.com presence

There are over 30 Ireland.com websites that attract over 50 million page views per year and the

accommodation database is sourced from Fáilte Ireland feeds.

## 5 Tourist offices

We will promote your accommodation business in all tourist offices nationwide.

## 6 Signage

You can display the Fáilte Ireland Welcome Standard signage, add the logo to your website and social media and use it in your own marketing material.

## 7 Certification

Fáilte Ireland will give you a Quality Assured certificate of approval which you can display in your premises.

## 8 Marketing opportunities

We will help you to tell your story through key strategic Fáilte Ireland programmes and initiatives, including the Wild Atlantic Way,

Ireland's Ancient East and Dublin – A breath of fresh air.

## 9 Publicity

There are lots of opportunities for you to raise awareness of your business through familiarisation trips, magazine articles and blog features, etc.

## 10 Business supports

Work and learn with our strategic programmes, avail of initiatives, access expert knowledge, webinars, online business tools, our image library and digital supports ('How To Use Social Media', etc), participate in workshops, sales training and mentoring.

## 11 Communication & events

Come to our industry events, subscribe to our specialised e-zines and keep up-to-date with our **research**.

## What are the standards I must meet?

To be awarded Fáilte Ireland's Welcome Standard your business must comply with the Fáilte Ireland Code of Ethics and our Standards. These are the practices and procedures that all successful, responsible and sustainable Irish tourist accommodation businesses have. You can read them online at [www.failteireland.ie](http://www.failteireland.ie)

We want your business to be unique, to have its own character, and so we would encourage you to develop the strengths of the business without taking away any of its style.

Fáilte Ireland's Welcome Standard also wants your business to work with and cross-promote other businesses in your locality to the benefit of all local businesses and visitors alike.

## How long does it take?

Approval can take four to six weeks from the receipt of your application.

## How do I apply?

Applying is easy and you can do it online at [www.failteireland.ie](http://www.failteireland.ie) - Just follow the links for Welcome Standard for the application page.

# Now you have been awarded Fáilte Ireland's Welcome Standard what happens next?

Here's what to do:

**1** Modify your **signage and stationery** to include your new quality assurance logo which will reassure potential clients of the quality of your accommodation:

- Add the Fáilte Ireland Welcome Standard **logo** to your own website
- Add "**approved to Fáilte Ireland's Welcome Standard**" to your promotional material
- Erect a **specific** Fáilte Ireland Welcome Standard sign at your premises

**2** Make sure that your **information** is correct, send us 6 really good images for your listing so that we can include you in Fáilte Ireland marketing activities, such as:

- **Discover Ireland** website, apps, etc and **www.ireland.com**
- National promotion in over **all tourist offices** nationwide

**3** Update your **Trip Advisor** details

**4** Prepare your **social media** activities, in particular:

- Update your **website** and write an article for your news section or blog – your homepage is your shop window and should include calls to action that actively drive sales
- Write a post for your **Facebook** page – in fact, write several, noting different aspects of the news (e.g. "We are really looking forward to maintaining the high levels of customer service that helped us to win the Fáilte Ireland Welcome Standard") – this demonstrates your desire to be innovative and to maintain the highest levels of quality and, while you're at it, write about specific topics too (hobbies/items of interest/local history) to attract niche client groups
- Write lots of tweets for your **Twitter** feed, using as many hashtags as you can (e.g. #FáilteIreland, #WelcomeStandard, #QualityAward, etc) – try to do this regularly using your own content or retweet others, run competitions and use photos from the Fáilte Ireland online image library
- Take pictures of the logo, any new signage and your certificate and get them on your **Instagram** feed – use the Fáilte Ireland online image library too and make your own videos using online tools

**5** Display your **Certificate of Approval** in a prominent position in your premises

**6** Make sure you participate in **Fáilte Ireland strategic programmes** (such as the Wild Atlantic Way, Ireland's Ancient East and Dublin - A Breath of Fresh Air) and avail of initiatives such as:

- Participation in familiarisation trips
- Workshops
- Sales training
- Mentoring
- Webinars
- Digital supports

**7** Keep informed about and attend our **industry events**

**8** Subscribe to our specialised **e-zines** and keep up-to-date with our **research**

**9** Plan your own **marketing campaign** on the back of your news, including ads, Google AdWords, etc

**10** Release your news to the local press and to your **customer database** by email, Facebook post or Twitter

# 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.

## 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.



Tourist Accommodation  
**Quality Assured**  
FÁILTE IRELAND'S WELCOME STANDARD

## Code Of Ethics

- 1** Maintain high standards and fair practice in all business transactions.
- 2** Recognise the right of the guest to courteous and honest service at all times.
- 3** Acquaint themselves with and respect visitors and guests and find out about their lifestyles, tastes and expectations.
- 4** Provide guests with objective and honest information on their places of destination, accommodation, travel and hospitality.
- 5** Take a positive and proactive approach to dealing with queries from the general public whether they are their own customers or not.
- 6** Respect employees by providing appropriate training and development where required or beneficial, and by establishing a culture of honesty and trust amongst all staff.
- 7** All activities should be conducted with respect for the artistic, historic and cultural heritage of Ireland.
- 8** All activities and developments should, where possible, integrate with and benefit the local community and environment.
- 9** Maintain the highest standards of cleanliness throughout all parts of the business.
- 10** Uphold the interests and reputation of Ireland as a high quality destination for guests from home and overseas.

