



## Tourist Accommodation Quality Assured

FÁILTE IRELAND'S WELCOME STANDARD



# What it means for the Industry

Many successful, high quality accommodation businesses in Ireland are providing a great experience for their guests but have chosen not to offer services or facilities required within the current Fáilte Ireland quality framework. This is because they know that their guests do not make use of or need some of the facilities or services required by the current criteria. As a result, these businesses have been unable able to work with Fáilte Ireland in the past.

- ✓ Equally, many also choose to offer more within the experience that they provide not required within the current statutory and non-statutory quality frameworks. Some are completely new types and styles of accommodation not yet catered for within the existing framework. The Welcome Standard is designed to embrace these businesses for their and Ireland's benefit.
- ✓ The standard provides an easy to understand set of criteria that are focused on what the business has chosen to offer their guests. It is designed to identify and recognise what the business does best, based on the knowledge that the business understands their guests' needs and expectations.
- ✓ A Fáilte Ireland Code of Ethics underpins the new standards. This identifies practices and procedures that are common to all successful, responsible and sustainable Irish accommodation businesses.
- ✓ The self-assessment component places the responsibility on the business to identify its strengths and weaknesses, and also helps in suggesting areas that might not have been thought about. Self-assessment also independently confirms where they are getting things right.
- ✓ Fáilte Ireland's Welcome Standard sends out a clear message to industry: Fáilte Ireland is now reaching out to work with all accommodation providers committed to their guest's welfare and to Irish tourism. If the core characteristics of a successful and sustainable business are in place, then Fáilte Ireland recognises that the accommodation provider is in the best position to determine the detail of what their guests want.
- ✓ In Fáilte Ireland's Welcome Standard the industry will see an easy to access, yet rigorous, means of both proclaiming their professionalism and working with the national tourism organisation to their mutual benefit.
- ✓ It is a new means of accessing the benefits that Fáilte Ireland offers, such as website presence, enhancement to a business's own marketing, and advice and independent confirmation that their business meets international standards.
- ✓ Assessments will be carried out in a relaxed, friendly, conversational way. This will be particularly attractive to smaller and new businesses. This approach will develop a sense of partnership: accommodation providers and Fáilte Ireland working together to provide and promote the best possible welcome for Ireland's domestic and overseas visitors.
- ✓ Businesses will benefit from a new Irish quality brand launch. The new standard will be promoted strongly to domestic and international markets. A whole new range of officially endorsed accommodation will be available in the national and international marketplace.
- ✓ Fáilte Ireland's Welcome Standard is business-like. It treats accommodation providers as equal partners in the drive to grow Irish tourism.
- ✓ The standard provides the basis for building business networks and cross-selling.
- ✓ All participants will recognise that other businesses meeting the new standard are professionals as committed to Irish tourism as they are, and are open to working together are potential partners.