



## **Benefits of approval under the National Quality Assurance Framework**

### **Fáilte Ireland approval opens doors**

Today's holiday makers have incredibly high standards and access to online reviews and social media means they're always looking for memorable, top quality experiences. You can help your business stand out from the rest with the Fáilte Ireland Quality Mark – a symbol that reassures your target audience that your business ticks all the boxes in terms of quality assurance.

Whether you operate a hotel, guest house, hostel or other business, the benefits of Fáilte Ireland quality assurance include:

### **Quality Mark**

Accommodation approved by Fáilte Ireland, the National Tourism Development Authority, is awarded the Quality Mark of the National Quality Assurance Framework and is entitled to use the quality assured logo, branding and signage. The logo is an instantaneous reminder to consumers that your business meets top quality standards.

### **Quality assessment**

Approved properties of any type will receive an independent on site assessment visit, carried out by experienced assessors. This annual independent quality check for your business is a chance to benchmark where your business stands in relation to the required quality standards which consumers value, against industry standards and your local competitors.

### **Inclusion on the national suite of websites of Fáilte Ireland and Tourism Ireland**

[Discoverireland.ie](http://Discoverireland.ie)

[Ireland.com](http://Ireland.com)

Make sure your business reaches the right people, all over the world. The suite of over 30 Ireland.com websites delivers over 50 million page views per year to global consumers researching holidays in Ireland. This database of accommodation is sourced directly from Fáilte Ireland feeds.

### **National promotion in Tourist Information Offices (TIO)**

Help your approved business stand out from the rest by making sure it's preferentially promoted in Tourist Information Offices, Community Tourist Offices, and Visitor Information Points around the country.



## Signage

Approved accommodation of any kind can avail of a range of Quality Assured branding and can specifically use the logo on their own individual website and social media pages. They are also eligible to place Quality Assured hard signage outside their properties, visual reassurance to consumers that they're staying in official Quality Assured accommodation.

## Certification

Give your target audience the peace of mind they're looking for by showing them that your property has been approved by Fáilte Ireland. All approved accommodation is awarded a Quality Assured Certificate of Approval for display in their premises.

## Marketing opportunities

Get involved with proactively marketing your approved accommodation business. We encourage all our approved operators to tell their unique story and use our routes to communicate this to potential customers.

[Find out more about marketing opportunities for your business.](#)

## Business supports

Fáilte Ireland strategic programmes offer many opportunities, initiatives and sources of expert knowledge to tap into, like participation in workshops, sales training and mentoring. Digital resources include webinars, online business tools, digital supports (for example, learning how to use social media or to increase your revenue) and access to Ireland's Content Pool, a free resource with images and content to include in your marketing activities.

## Communication and events

Tourism businesses 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.](#)

**For more information on becoming approved**, please contact our dedicated Customer Support Team:

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