

Customer Action Plan

2025–2028





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Welcome from Paul Kelly, CEO, Fáilte Ireland

As the CEO of Fáilte Ireland, I am pleased to share our Customer Action Plan.

This plan highlights our strong commitment to improving the quality and accessibility of our services and our dedication to delivering the highest standard of service to meet our customers' changing needs. For the purpose of this Customer Action Plan, we are defining our customers as one or all of the following Industry: Partners, Stakeholders, Visitors and Employees.

Fáilte Ireland offers a variety of services through different channels, including digital platforms, face-to-face interactions, and our dedicated customer support line. Our commitment to continuous improvement and innovation is central to our organisation. Working closely with both our employees and customers, we have identified key areas for improvement and strategies to address them. This collaborative approach helps us stay ahead, ensuring our services remain relevant and effective in meeting our customers' needs.

Thank you for your continued support and collaboration as we work towards these goals.

Introduction

Our Customer Action Plan outlines Fáilte Ireland's dedication to delivering a customer-centric, quality service to business clients, visitors, communities across Ireland, and our employees, underpinned by our Corporate Values – Passion, Imagination, Action Collaboration, Integrity, Expertise and Care.

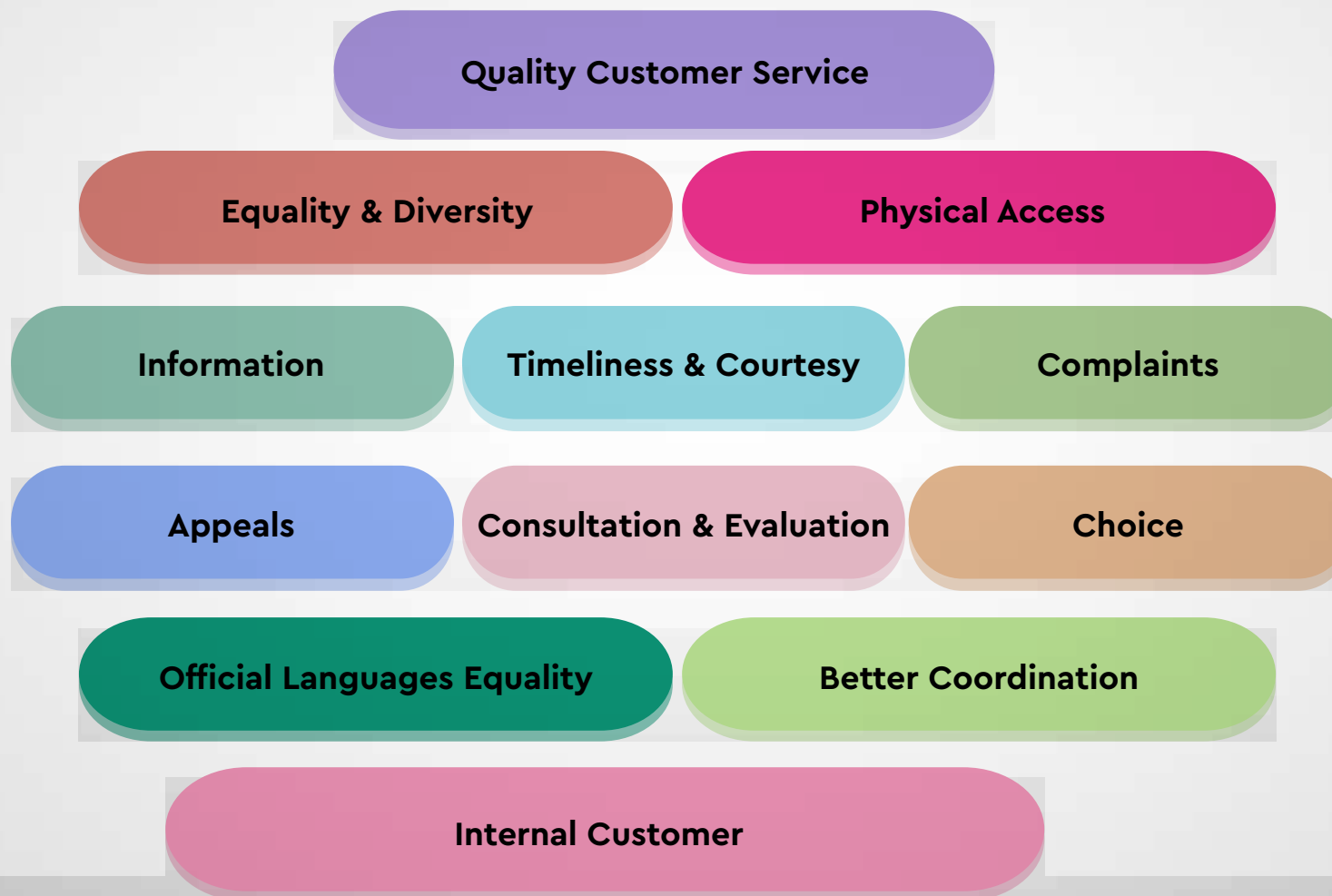
We are **passionate** about tourism and delivering for the Irish economy and we **care** about our work, our employees and our customers. We use our **expertise** to design, **action** and deliver the best services possible, doing so with the highest level of **integrity** and respect for our role as a public sector organisation. We **collaborate** closely with both our employees and our customers using service design principles to think **imaginatively**, explore and identify areas for improvement.

We will respond to employees' needs by offering innovative and motivating ways of working, connecting teams to their role's purpose, and empowering them to deliver greater impact for customers. We will continue to develop this action plan by actively listening and seeking feedback, monitoring performance and using **Quality Customer Service Principles** and a user-centric service design approach to better understand, identify insights, opportunities, and areas for customer service improvement.



Principles

We have clearly defined what each of the **twelve Quality Customer Service (QCS) principles** means to Fáilte Ireland. We outline our commitments and provide examples of our initiatives. This demonstrates that we are not just creating an action plan, but actively implementing it.





Environment

Support the industry to step change the environmental sustainability of tourism premises to achieve government targets by 2030 (carbon emissions and energy efficiency). Ireland is a leading sustainable tourism destination that protects, restores and champions our natural environment for the benefit of all.



Community

Develop a sustainable visitor economy that drives tourism revenue into communities across the country, enabling them to flourish and thrive. Through active collaboration with communities, harness the potential of the tourism economy to support sustainable and authentic development of destinations, making them great places to live and visit.



Industry

Support businesses to grow sustainably, driving competitiveness and resilience to enable sustainable development. Support employees to continue to build expertise and knowledge delivering organisational efficiency and visitor experience while ensuring the long term needs of the sector are met.



Visitor

Motivate our target audiences to choose Ireland as the destination that will best meet their needs. Support the development and delivery of exceptional visitor experiences and accommodation which meets the needs and expectations of visitors.



Execution

Our organisation structure and people development delivers a strategically focused performance and trust-led culture. We explore and embrace technology, process and policy opportunities that can be transformational to our impact. Our delivery is underpinned by excellence in governance through our systems and policies.

Our Mission

“Enhancing Ireland through tourism – Enhancing Ireland for tourists”.

We will achieve this by simultaneously optimizing the visitor experience in Ireland and promoting the sustainable development of tourism's environmental, societal, and economic contributions, in line with Fáilte Ireland's mission to enhance Ireland through tourism.

Our Vision

At Fáilte Ireland, we will encourage, promote, and support the sustainable development of tourism in Ireland. By 2030, the tourism sector will be an economically resilient and regionally dispersed industry. We will meet our climate action targets, consistently satisfy all visitors, offer excellent careers to employees, and contribute significantly to local communities. This will be achieved through coordinated and collaborative, and sustainable destination development by national and local state bodies.

Strategic Objectives

In delivering this action plan, we align the service delivery to the VICE model for sustainable tourism development which underpins the Fáilte Ireland Corporate Strategy 2024–2026 and measures the impact of our work on Visitors, Industry, Communities and the Environment. The service action plan focusses on the delivery and impact of our services on external customers (Visitors, Industry and Communities) as well as our internal customer, our colleagues.

Customer Engagement & Communication

Our Customers & Services

At Fáilte Ireland, we believe working together with industry, communities, government, state agencies, the education sector, local authorities and representative groups is essential in developing tourism across Ireland for the benefit of our visitors. We do this by creating destination and experience development plans and networks, and by investing in infrastructure, activities, visitor attractions, and festivals, and investing in providing a wide range of support services to tourism businesses.

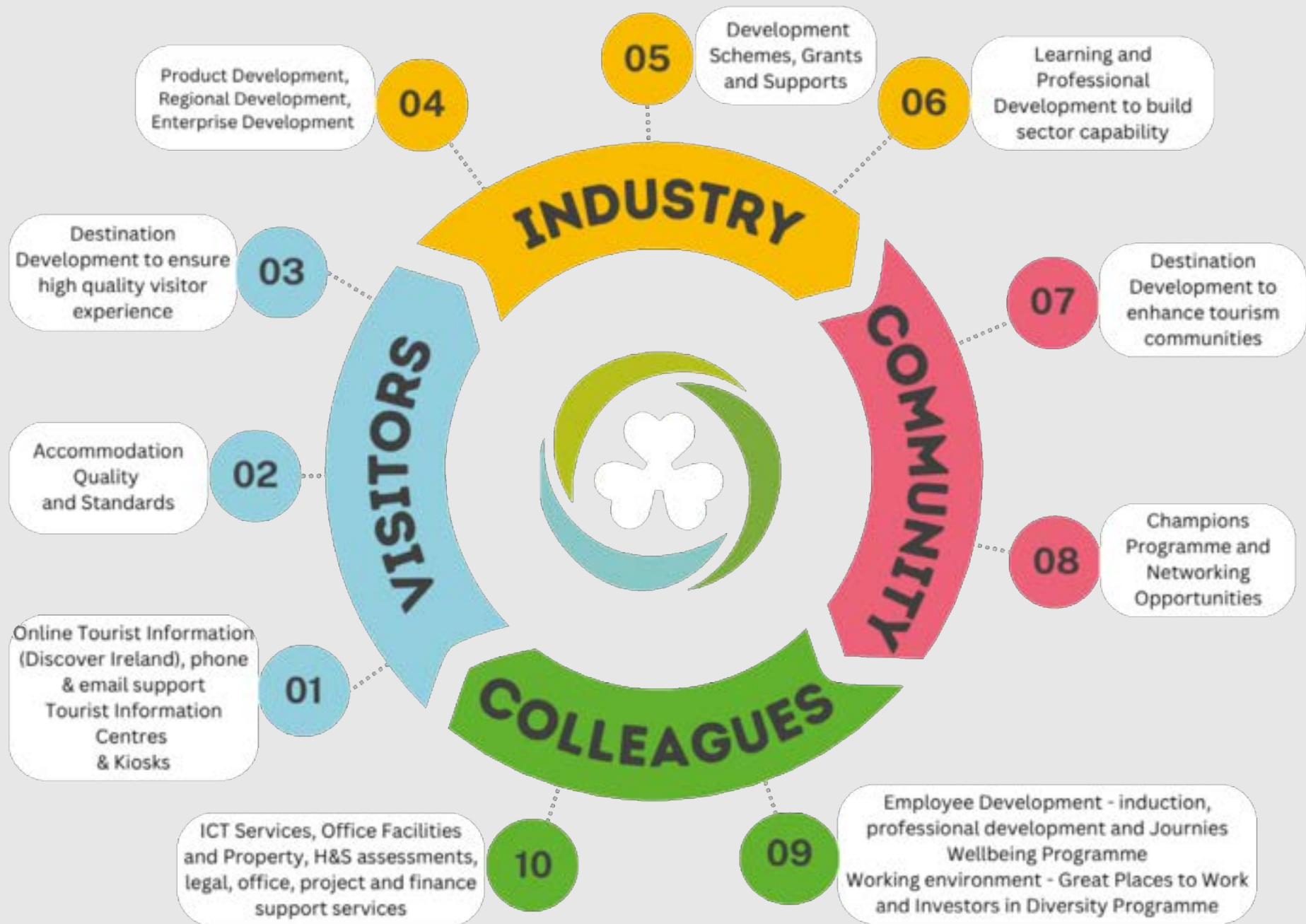
We provide a variety of resources to help **Visitors** make informed choices to improve their experience of Ireland. This includes online tourist information, customer support, maintaining high standards for accommodation quality and ensuring accommodation businesses within the National Quality Assurance Framework maintain standards that meet consumer expectations. Our tourist information centres and kiosks are conveniently located to provide visitors with assistance and information.

We are committed to supporting the tourism **Industry** with services that enhance skills, foster business growth, and develop unique experiences. Our industry-related services include comprehensive learning, development and upskilling programs and business development supports to help businesses thrive. We also focus on creating exceptional experiences, community and destination development, and providing strong customer support to help tourism businesses, jobs and communities grow sustainably.

We want **Communities** across Ireland to benefit from tourism socially and economically, and we want our visitors to feel they have seen authentic Ireland through the people in our communities. Our destination development programmes involve tourism communities, and we offer Champions Programmes and networking opportunities to community members to support them in assisting and supporting visitors.

In addition to our industry-focused services, we place a strong emphasis on supporting our valuable internal customers; our employees. We offer a range of employee-related workplace support services to help employees do their job well and develop within the organisation (including Learning & Development, ICT, Office Services, Project Supports, Health and Safety, etc.) along with employee wellbeing supports. We are committed to creating a diverse and inclusive workplace and strive to make Fáilte Ireland a great place to work, ensuring our employees have the resources and support they need to excel in their roles.





Our Service Channels

We communicate with customers across a wide range of channels, through both face-to-face engagement and technology and we actively listen and seek feedback through consultations, surveys, and interviews.

How We Communicate With Our Customers

Our customer support team is trained to assist visitors and trade partners with diverse queries from 9:00am to 5:00pm, Monday to Friday, providing options to communicate through the Irish or English language. To ensure a prompt service, we make every effort to answer calls immediately, while all email and voicemail communications are responded to within 48 hours.

Our nationwide tourist information offices provide face-to-face assistance and extensive local knowledge to visitors, offering multilingual information, online resources, and signage and audio guides at major tourist attractions.

Face-to-face interactions, through one-to-one and one-to-many engagements, with key tourism business partners and community groups, are central to effective communications in order to ensure that we are addressing the specific needs of people. This approach helps us provide tailored solutions and foster trust with our most important partners.

Our trade support hub offers resources, information and supports for tourism businesses. Frequent newsletters and campaign emails keep trade partners informed about services, trends and opportunities.

Our websites are regularly updated with relevant information, and we use internal channels like Fáilte TV and ezines to keep our employees informed about sustainability, upskilling and learning initiatives. This ensures transparency and keeps everyone aligned.



ONLINE

- ▶ **Fáilte Ireland Website**
- ▶ **Discover Ireland Website**
- ▶ **Business Support Hub** for resources and information
- ▶ **Trade Portal** – for registration for events, grants and funding and other supports
- ▶ **Learnifi**- online development courses and capacity development
- ▶ **Social Media** – communication on Instagram, LinkedIn, Facebook and X



PHONE / EMAIL

- ▶ **Dedicated Customer Service Portal** supported by a Customer Service Team – Tel 0818 8888 000 or 01 574 1990
- ▶ **Email** – customersupport@failteireland.ie
- ▶ **Discover Ireland Tourist Information Line** (1800 230 330)
- ▶ **Discover Ireland Tourist Email** (discoverireland@failteireland.ie)



IN-PERSON BUSINESS

In-Person Business Supports including-

- ▶ **Account Management Staff** - deliver in person consultations to tourism businesses
- ▶ **Destination & Experience Development Staff** - develop communities and destinations
- ▶ **Business Development Staff**
- ▶ **Visitor Engagement Staff** – design and deliver services to people in the community to support visitors and tourism in the destination



IN-PERSON VISITOR

In-Person Visitor Supports including –

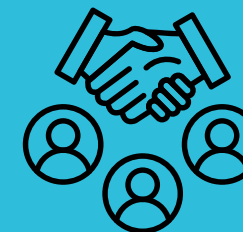
- ▶ **Serviced Tourist** Information Centre services (nationwide), 10 year-round offices and 15 seasonal
- ▶ **Self-serve Tourist** Information Points (nationwide) – 90 kiosks around the country



PARTNERSHIP

Fáilte Ireland has partnerships with key organisations and groups in the public and private sector. For example –

- ▶ **EU and Government Departments** for management of grants & funds e.g. Just Transition Fund
- ▶ **Local Authorities** for the delivery of local development initiatives and special projects and Local Enterprise Offices in local authorities for the delivery of tourism business supports and enterprise development
- ▶ **Tour Operators, Travel Agents & Handling Agents**
- ▶ **Destination Management Companies:** Supporting local experiences
- ▶ **Professional Conference Organizers:** Managing conferences and events
- ▶ **Key Partners** to improve visitor experiences, support sustainable environments and develop cross-promotion opportunities include – Coillte, OPW, Waterways Ireland



Contact Us

Our customers and employees enjoy a range of channels to access information and services and to provide feedback and make complaints where necessary.

Service	Visitors	Tourism Industry/Businesses and potential employees
Information	Website: www.discoverireland.ie Phone: Tourist Information Line 1800 230 330 Email: discoverireland@failteireland.ie Office: Serviced Tourist Information Centre offices (nationwide) Self-Serve: Tourist Information Points (nationwide) Socials: Instagram, Facebook, X	Website: www.failteireland.ie Phone: Customer Support Team 0818 8888 000 or 01 574 1900 Email: customersupport@failteireland.ie Self: Business Support Hub for resources and information supports.failteireland.ie In Person: Dedicated Key Account Managers Socials: Instagram, Facebook, X
Services	Website: www.discoverireland.ie Phone: Tourist Information Line 1800 230 330 Email: discoverireland@failteireland.ie Office: Serviced Tourist Information Centre offices (nationwide) Self-Serve: Tourist Information Points (nationwide)	Website: www.failteireland.ie LearnFi or Trade Portal www.tourismcareers.ie Email: customersupport@failteireland.ie In Person: Dedicated Key Account Managers Business Development Employee Visitor Engagement (community support)
Feedback	Phone: Tourist Information Line 1800 230 330 Email: discoverireland@failteireland.ie Post: Fáilte Ireland 88–95 Amiens Street, Dublin 1, D01 WR86 Other: Participation in surveys & questionnaires	Phone: Customer Support Team 1800 230 330 Email: discoverireland@failteireland.ie Post: Fáilte Ireland 88–95 Amiens Street, Dublin 1, D01 WR86 Other: Participation in email/phone campaigns, surveys & questionnaires.
Complaints	Phone: Customer Support Team 1800 230 330 Email: discoverireland@failteireland.ie Post: Fáilte Ireland 88–95 Amiens Street, Dublin 1, D01 WR86 Online: Customer Complaint form on our website (Contact Us Section) In Person: Tourist Information Centres	Phone: Customer Support Team 0818 8888 000 or 01 574 1990 Email: customersupport@failteireland.ie Post: Fáilte Ireland 88–95 Amiens Street, Dublin 1, D01 WR86 Online: Customer Complaint form on our website (Contact Us Section) In Person: Fáilte Ireland Regional Offices
Employee Services	We deliver information to our employees through MyFi, a weekly employee ezine and Fáilte TV broadcasts. Other services include Employee Development and Induction Programme, Learning and Compliance Management System, Online Service Desk, HR portal for time and attendance, salaries and pensions. Feedback is actively sought from all employees through our Performance Management Development System and Great Place to Work Surveys.	

Customer Charter

OUR MISSION

**Enhancing Ireland through tourism –
Enhancing Ireland for tourists.**

Delivering excellent supports and services to our customers is central to delivering on our mission. Our customers include Industry, Partners, Stakeholders, Visitors and Staff.

OUR COMMITMENT TO YOU

Quality Service: We are committed to providing a professional, efficient, and courteous service. We will treat all customers with respect, dignity, and professionalism.

Accessibility: Our services will be accessible to all customers. We will ensure that our information is easy to understand and available in various formats.

Confidentiality: We value and respect the confidentiality of our customers. All personal and business information will be treated with the utmost care and in the strictest confidence.

Responsiveness: We will respond to customer enquiries promptly and efficiently. Our Customer Support Team is available to answer calls during office hours. Our websites will be kept up to date. We strive to answer calls immediately wherever possible and acknowledge emails within 48 hours, Monday-Friday.

Continuous Improvement: We are committed to continuously improving our services. We will evaluate and report on our performance against the standards set out in this charter.

CONTACT US

Tourist Information Services

Website: www.discoverireland.ie

Email: DiscoverIreland@failteireland.ie

Phone: 1800 230 330

Opening Hours: Tourist Information Centres
Check www.discoverireland.ie for opening hours

All Business & General Related Queries

Website: www.failteireland.ie

Email: CustomerSupport@failteireland.ie

Email: QualityAssurance@failteireland.ie

Phone: 0818 8888 000 or 01 574 1990

Head Office: All Written Correspondence

Fáilte Ireland, 88 – 95 Amiens Street,
Dublin 1, D01 WR86.

Opening Hours: Offices and Support Lines

Monday – Friday 9am – 5pm

Monday – Saturday 9am – 5pm (May-Sept)

OUR EXPECTATIONS

We expect our customers to treat Fáilte Ireland employees with respect and courtesy. We encourage customers to provide feedback on our services to help us improve.

EVALUATION & REPORTING

We will regularly evaluate our performance against the commitments and targets set out in our Customer Service Action Plan.

We will report on our performance and make this information available to our stakeholders.

PROVISION OF INFORMATION

We will provide information that is clear, user-friendly, timely and accurate, is available at all points of contact, use appropriate channels and meet the requirements of people with specific needs.

We will provide information in a manner that respects customers' rights to privacy and confidentiality.

FREEDOM OF INFORMATION (FOI) & DATA PROTECTION

Fáilte Ireland is a prescribed organisation under the Freedom of Information Act 2014, which allows public access to information held by public bodies, subject to certain exemptions and procedures.

FOI requests must be made in writing to the Freedom of Information Officer at foi@failteireland.ie or to head office.

The request should clearly state it is made under the FOI Act and specify the preferred form of access. For further information visit www.failteireland.ie.

We will make every effort to ensure that appropriate technical and organisational measures are in place to protect our customers' personal data in line with the Data Protection Acts 1988 to 2018 and the General Data Protection Regulation (GDPR).

We will ensure customers have access to information to understand why and how we process personal data as outlined in our [Privacy Policy](#).

We will provide customers with an easy mechanism to query the personal data we hold on them and to have that data changed or removed, as they require.

Data Protection requests must be made in writing to the Data Protection Officer at dataprotection@failteireland.ie.

EQUAL STATUS & ACCESSIBILITY

We are fully committed to providing services that are accessible, accommodate diversity and are relevant to all our customers. We will ensure our public Tourist Information Centres facilitate access for people with disabilities. We will continue to maintain an office meetings environment that is efficient and well maintained and that complies with occupational health and safety standards.

For further information on accessibility please contact our Facilities Manager at facilities@failteireland.ie.

LANGUAGES

We are committed to ensuring better availability and a higher standard of public services, in our correspondence and publications, through Irish or bilingually (Irish and English). We will liaise with the Department of Arts, Heritage and Gaeltacht to ensure compliance in relation to implementing the requirements of this legislation. To accommodate our international visitors, we provide access to information in multiple languages.

COMPLAINTS

We welcome customer feedback, including complaints, compliments, and comments, to help us improve our services. Complaints can be submitted via an online form on our website www.failteireland.ie under the Contact Us section or in writing by email to customersupport@failteireland.ie.

We handle complaints professionally and fairly, aiming for early resolution to the satisfaction of both the customer and Fáilte Ireland. If Customer Support cannot resolve the complaint, it will be escalated to the relevant divisional Manager, and if necessary, to the relevant member of the Leadership Team. Customers will be notified within 48 hours of each escalation, including the expected response time and status. Complaints will be treated confidentially unless otherwise requested.

OMBUDSMAN

If you're unsatisfied with how your complaint was addressed, you can appeal to:

The Office of the Ombudsman,
6 Earlsfort Terrace, Dublin 2, D02 W773
Tel 01 639 5600
Email: ombudsman@ombudsman.gov.ie

Our Customer Action Plan

Our Customer Action Plan is based on the **Twelve Quality Customer Service Guiding Principles for the Public Service**. These principles ensure our services are effective, accessible, and focused on the customer. By following these guidelines, we aim to improve the quality and accessibility of our services across digital platforms, in-person interactions, and customer support.

Quality Customer Service

We are committed to the highest quality customer service and treating all customers with fairness, respect, and dignity. Equally we expect our customers will treat Fáilte Ireland employees, and each other with respect and courtesy.

We encourage customers to provide feedback on our services in order that we can improve, and we actively manage and report on our customer quality standards.

Our [Customer Charter](#) outlines the quality of service our customers can expect. It provides guidance on contacting us and describes the level of service to be received. The document is accessible online and acts as a public commitment to our customers.

Our Commitments

- ▶ **Universal Design:** We are committed to incorporating Universal Design principles by default across all our services to ensure accessibility and inclusivity for everyone. Our approach involves using the simplest and clearest language possible and making our services accessible to meet the diverse needs of all our customers.
- ▶ **Quality Customer Service:** Ensuring that all interactions are conducted with a focus on quality customer service, adhering to the principles of transparency, responsiveness, and continuous improvement.
- ▶ **Phone Service:** Answering phones quickly and courteously, providing helpful information, and aiming to resolve queries on the first call. If an immediate answer isn't possible, we will call back at a convenient time and provide contact details for follow-up.
- ▶ **Call Direction and Appointments:** Directing calls to the appropriate person quickly and being available for appointments during office hours. We maintain politeness, helpfulness, and professionalism while listening to needs and advising professionally.
- ▶ **Privacy and Office Environment:** Respecting privacy and keeping offices safe, clean, and accessible. We strive to write clearly and simply, explaining technical terms and including contact details in all correspondence. We address employee absences and provide alternative contacts.
- ▶ **Queue Management:** Minimising queues and explaining delays, if unavoidable. We standardise service delivery hours as much as possible and strive to offer, and provide services through, both Irish and English.



Examples of our Quality Customer Service Initiatives

Fáilte Ireland is actively engaged in various ongoing projects and initiatives that align with this principle.

These include the following:

Service Design Team: The establishment of a dedicated service design team within Fáilte Ireland, guided by the Design Principles of Government, marks a significant step towards enhancing service delivery, ensuring our services are user-centric, efficient, and consistently meet the highest standards of excellence.

Customer Support Team: Our Customer Support Team is committed to providing exceptional service by addressing issues, offering solutions, and ensuring successful problem resolution for visitors, the public and our industry customers. The team handle queries through various channels, including email, phone, trade portals on Fáilte Ireland's corporate website (www.failteireland.ie) and the tourist information website (www.discoverireland.ie).

Strategic Programmes: At Fáilte Ireland, we lead by example and place a strong emphasis on enabling our customers to deliver quality customer service within their businesses through key strategies and programmes including the [Employer Excellence Programme](#).

Equality & Diversity

Building a culture and a Great Place to Work which fosters and respects equality and diversity is a key priority. We create an inclusive environment where everyone's unique contributions are valued and respected. We treat all employees and stakeholders fairly and with dignity. Our comprehensive policies, continuous learning and development, and active participation in diversity programmes, help us not only to meet but exceed the standards for promoting equality and preventing discrimination.

Our Commitments

- ▶ **Design & Delivery:** We consider diversity and disability needs in the design and delivery of our services, conducting annual reviews to identify improvements.
- ▶ **Office & Meeting Environment:** We maintain an efficient and well-maintained office and meeting environment that complies with the National Disability Inclusion Strategy, occupational and safety standards, and facilities which are accessible for all.
- ▶ **Work Environment:** We ensure an equal and diverse working environment for employees through an ongoing programme of equality and diversity training.
- ▶ **Digital Transformation:** We leverage opportunities for accessibility through digital transformation.
- ▶ **Integration of Objectives:** We continue to integrate accessibility and inclusion objectives and activities into programmes and plans across Fáilte Ireland.



Examples of our Equality & Diversity Initiatives

Fáilte Ireland has implemented several measures to promote equality, diversity, and inclusion within the organisation. Here are some key initiatives:

Equality, Diversity & Inclusion Programme: Since 2023, we have participated in the Irish Centre for Diversity's Investors in Diversity programme, achieving the Bronze award the same year. Our goal is to make Ireland a top-rated accessible and inclusive destination in Europe by 2030. This programme helps us recognise, measure, and improve our Equality, Diversity and Inclusion efforts. In June 2024, employees completed a survey to provide feedback on Equality, Diversity and Inclusion at Fáilte Ireland, guiding our future actions.

Equality & Diversity Policy: Our policy reflects our commitment to promoting equality, preventing discrimination, and accommodating diversity. It outlines how we plan to implement this commitment through positive action, in line with the Equal Status Acts 2000 – 2018.

Diversity Equality & Inclusion Award: We have been awarded the prestigious 'Excellence in Diversity, Equality and Inclusion Award' by Inclusio, a diversity and inclusion platform developed at Dublin City University by Ether Inclusio Solutions Limited. This award recognises our dedication to Diversity, Equality and Inclusion, as evidenced by over 70% of our organisation participating in the Inclusio survey to better understand and positively shape our diversity and inclusion culture.

Physical Access

We ensure our services are accessible to everyone, both physically and digitally. Our facilities are safe, clean, and easy to navigate for people with disabilities, and all public spaces and offices have necessary accessibility features. We also use digital transformation to provide accessible online services, making information and resources available to everyone, regardless of location. Our goal is to create an environment where everyone can access and benefit from our services without barriers.

Our Commitments

Physical Accessibility:

- ▶ **Safe & Accessible Facilities:** We maintain public offices that are clean, safe, and compliant with occupational health and safety legislation. These facilities are designed to be easily navigable for people with disabilities, following best practices in Universal Design.
- ▶ **Accessibility Features:** All public spaces and offices are equipped with necessary accessibility features to accommodate diverse needs.
- ▶ **Infrastructure Prioritisation:** New buildings, renovations, and retrofit works prioritise accessibility. Regular audits are conducted to ensure that offices and public counters are easy to find and access.
- ▶ **Designated Access Officer:** We have an access officer to provide guidance and support to individuals with disabilities.

Digital Accessibility:

- ▶ **Digital Transformation:** We leverage digital transformation to provide accessible online services, ensuring that information and resources are available to everyone, regardless of physical location.
- ▶ **Inclusive Online Services:** We make efforts to ensure that our digital platforms are user-friendly and accessible to people with disabilities, following best practices in Universal Design.

Examples of our Physical Access Initiatives

Website Accessibility: Ensuring WCAG compliance for all websites funded by Fáilte Ireland, making information accessible to everyone, including those with disabilities.

Information Sharing: Sharing accessibility information with all Destination Experience Development Plans and new product development projects; acting as the first point of contact for tourism and hospitality businesses seeking accessibility information and best practices.



Trainer Accessibility: Providing clear accessibility information to trainers and mentors to support individuals with diverse needs.

Accessible Tourism: Communicating efforts in Accessible Tourism, researching other European destinations to share best practices with Irish businesses, and providing information on the benefits of adapting Accessible Tourism principles.

Consultation & Industry Support: Consulting with Age Friendly Ireland to understand the needs of older individuals and providing the industry with information on the benefits of Accessible Tourism principles.

Collaboration: We collaborate with disability organisations to improve accessibility and inclusion by funding projects, consulting on policies, and developing our employees. We have partnered with groups like the Disability Federation of Ireland, to fund projects that make trails, walkways, and public spaces more accessible, and to understand the needs of people with disabilities and shape better policies and initiatives.



Information

We are dedicated to giving our customers clear, accurate, and timely information. We make sure that information is easy to access and we communicate effectively through various channels. We emphasise transparency and responsiveness to deliver high-quality services.

Our Commitments

- ▶ **Proactive Information Provision:** Providing information that is clear, timely, accessible, and accurate.
- ▶ **Leveraging Information Technology:** Fully utilising the potential of Information Technology and ensuring that information available on public service websites follows web publication guidelines.
- ▶ **Simplification Efforts:** Continuing the drive to simplify rules, regulations, forms, information leaflets, and procedures.
- ▶ **Technological Development:** Ensuring all employees are equipped with the technical knowledge, skills, and attributes to deliver quality service across all channels.

Examples of our Information Initiatives

Customer Charter: Our Customer Charter outlines the nature and quality of service people can expect when interacting with us. It provides guidance and information on contacting Fáilte Ireland and describes the level of service customers can expect to receive.

Confidentiality & Privacy: We value and respect the confidential nature of our clients and business partners. We treat all information with the utmost care and commit to handling all personal data and business information in the strictest confidence. We have a dedicated Data Protection Officer (DPO) and ensure that our employees have the expertise to effectively manage personal data and confidential records. We deploy robust legal, organisational, and technical measures to protect personal information which we routinely review, including SSL, restricted access, IT authentication, firewalls, and anti-virus/malware protection.

Communication Channels: In recent years, digital communication channels have become central to how we communicate with our customer base of tourism businesses and how the business customers we support communicate with their customers. We also use our expertise and lead the way by showing and supporting tourism businesses to improve their customer communications. Some key initiatives in this area include:

- ▶ **Website Accessibility:** We ensure that all websites funded by Fáilte Ireland comply with Web Content Accessibility Guidelines (WCAG), making information accessible to everyone, including those with disabilities.
- ▶ **'Digital That Delivers' & 'Digital Performance Improvement' Programmes:** This initiative is designed to enhance digital transformation for tourism businesses. It focuses on developing their digital marketing and communication capabilities across all relevant digital channels.



Timeliness & Courtesy

We are committed to delivering quality services with courtesy, sensitivity, and minimal delay.

Our Commitments

- ▶ **Prompt Responses:** We aim to respond to inquiries and requests from tourism businesses, visitors and employee in a timely manner, ensuring queries are responded to as quickly as possible.
- ▶ **Professionalism & Respect:** We emphasise courteous and respectful communication, treating all customers with professionalism and consideration.
- ▶ **Efficient Service Delivery:** We strive to deliver our services efficiently, minimising delays and ensuring that customers can access the support they need without unnecessary waiting times.
- ▶ **Continuous Improvement:** We are committed to continuously improving our processes and services to ensure our timely and courteous response meets customer expectations.



Examples of our Information Initiatives

Customer Support Team: Our dedicated Customer Support team ensure that phone calls are answered quickly and courteously, providing the information needed in a helpful manner. If an immediate answer is not possible, we take your details and call back at a convenient time, ensuring you know the name of the employee who will call back.

Communications sent to customersupport@failteireland.ie are acknowledged within 48 hours, and a full response is provided within 7 working days. If a full response is not possible within this timeframe, we send an interim reply explaining the situation and a progress report.

Complaint Handling: We deal with complaints in a professional and fair manner. We provide contact names in all communications to ensure ease of ongoing transactions and have a clear escalation process for complaints. You are notified within 48 hours of each escalation and provided with response time and status information.

Monitoring & Reporting: We continuously monitor and measure our service performance, defining and reporting on key performance indicators wherever possible. This helps us identify opportunities for improvement and ensures that we are meeting our timeliness and courtesy commitments.

Complaints & Appeals

We are dedicated to handling complaints and appeals in a fair, transparent, and efficient manner, ensuring that all grievances are addressed promptly and professionally. Every effort will be made to resolve the complaint early and to the customer's satisfaction. Complaints that cannot be resolved immediately by Customer Support are escalated to the relevant divisional manager. If the complaint cannot be dealt with satisfactorily at the manager level, it may be escalated to an appropriate member of the organisation's Leadership Team.

The customer will receive notification within 48 hours of each escalation and details of the expected response time and status. The complaint will be treated in confidence unless the complainant wishes otherwise (and subject to our obligations under the Freedom of Information Acts). We operate a comprehensive complaints and appeals process to ensure that all grievances are addressed fairly and efficiently.

Our Commitments

- ▶ **Professional & Fair Handling:** Dealing with complaints in a professional and fair manner.
- ▶ **Contact Information:** Providing contact names in all communications to facilitate ongoing transactions.
- ▶ **Escalation Process:** Offering an escalation process for complaints, if necessary.
- ▶ **Timely Notifications:** Notifying the customer within 48 hours of each escalation and providing response time and status information.
- ▶ **Confidentiality:** Treating complaints with confidence, subject to obligations under the Freedom of Information Act, 2014.

Examples of our Complaint Initiatives

The following initiatives reflect our commitment to handling complaints and appeals in a transparent and efficient manner, ensuring that all customers' concerns are addressed promptly and professionally.

Formal Complaint Process: Customers can submit formal complaints online using the customer complaint form on the Fáilte Ireland website, by letter, official complaint form, email, phone, or in person at any of the Fáilte Ireland offices. Upon receipt of a complaint, we acknowledge it as soon as it is received.

Escalation Process: If a customer is not satisfied with the initial response, they can escalate the complaint. Fáilte Ireland has a clear escalation process, and customers are notified within 48 hours of each escalation, provided with response time and status information.

Complaints to Data Protection Commissioner: People might complain to the Data Protection Commissioner about Fáilte Ireland if they believe their personal data has been mishandled or their privacy rights have been violated. This could include instances where Fáilte Ireland has failed to protect personal data adequately, used data without proper consent, or not complied with data protection laws.

Appeals to the Ombudsman: If a customer is still not satisfied after the internal complaints process, they may appeal the decision to the Office of the Ombudsman, which is completely independent of Fáilte Ireland.

Access Officers: Fáilte Ireland has appointed Access Officers responsible for providing assistance and guidance to persons with disabilities, ensuring that they can access services provided by the offices.

Consultation & Evaluation

We encourage our employees to use their daily interactions with customers to gather feedback on the quality of our services. We continuously evaluate individual activities and services provided to clients and conduct independent surveys of client businesses and visitors to ensure we maintain high service standards.

Feedback from our customers, employees, management, contractors, and suppliers is essential to the improvement of our services.

Our Commitments

- ▶ **Valuing Relationships:** Valuing the close relationships and partnerships we have across the sector with our customers: our industry representatives, tourism businesses and communities and with our employees.
- ▶ **Nurturing Partnerships:** Nurturing and enhancing these relationships through our plans and programmes.
- ▶ **Welcoming Feedback:** Welcoming feedback from all of our customers about their experience of our services and service quality.
- ▶ **Employee Development:** Striving to ensure that our employees have every opportunity to provide insights and ideas and contribute to their own direction and growth and to that of the organisation.

Examples of our Consultation & Evaluation Initiatives

Customer Engagement & Feedback Channels: There are a wide range of opportunities and channels for engagement with and feedback from all customers; including surveys, focus groups, and direct consultations. This feedback is used to identify areas for improvement and to tailor services to better meet customer needs.

Internal Consultations: Management conduct regular internal consultations with employees to gather valuable input to improve how the organisation delivers its services to employees and to external customers. This ensures that the perspectives of those directly involved in service provision are considered in decision-making processes.

Performance Monitoring & Evaluation: The organisation continuously monitors and evaluates its performance against established benchmarks with contractors and business reviews. This includes measuring key performance indicators and reporting on progress to ensure accountability and transparency.

Community Consultations: Fáilte Ireland actively consults with tourism communities on destination development plans, planning applications and seeks feedback on community attitudes to tourism.

Collaborative Approach: Fáilte Ireland works in partnership with government agencies, local authorities, and industry groups to develop and implement initiatives that support the tourism sector. This collaborative approach ensures that the needs and priorities of all stakeholders are considered.

Choice

We believe in empowering our customers with choices that enhance their experience and satisfaction, offering a range of options tailored to meet the diverse needs of our customers and employees.

Our Commitments

- ▶ **Expanding Service Channels:** We will keep offering and growing our services through various ways for customers to reach us, such as tourist information centres, phone, email, online channels, and in-person meetings and events. This ensures that everyone, whether they are visitors, the public, or our employees, can access our services in the most convenient way for them.
- ▶ **Leveraging Emerging Technologies:** We are committed to using emerging technologies to ensure maximum access, choice, and quality of delivery.

Examples of our Choice Initiatives

The following choices are available to our customers, reflecting our commitment to providing high quality, customer focused services to meet the evolving needs of visitors and trade partners.

Use of Technology: We continue to use the latest technology to improve access and options, offering services through digital platforms. This ensures that our customers can use our training programs, information, and services whenever it suits them.

Official Languages Equality: We ensure that key services are available in both Irish and English, informing customers of their right to choose either language.

Tailored Visitor Services: We offer customised itineraries and experiences to cater to different interests and preferences, ensuring every visitor has a unique and personalised journey through Ireland.

Accessibility Options: Our services and facilities are accessible to everyone, including those with disabilities, to ensure an inclusive experience.

Sustainable Tourism: Promoting eco-friendly travel options and sustainable practices to protect Ireland's natural beauty and cultural heritage while offering visitors the choice to engage in responsible tourism.



Official Languages Equality

We are dedicated to promoting Official Languages Equality, guided by the [Official Languages Act 2003](#) Amended 2021, ensuring all services to our visitors and the public are accessible in both Irish and English.

We also provide information in different languages for our overseas visitors based on their needs.

Our Commitments

- ▶ **Bilingual Services:** Fáilte Ireland provides quality services to our visitors and the public through Irish and/or English, informing customers of their right to choose to be dealt with in either language in line with the Official Languages Act.
- ▶ **Employee Development:** Fáilte Ireland offers language awareness and Irish language training to its employees. This ensures that employees can provide services to customers in Irish, thereby enhancing the overall service quality.
- ▶ **Publications & Information:** Relevant corporate publications are produced in both Irish and English.
- ▶ **Collaboration with Government Departments:** Fáilte Ireland collaborates with the Department of Tourism, Culture, Arts, Gaeltacht, Sport and Media to ensure compliance with the requirements of the Official Languages Act in order to maintain high standards of service quality through the principle of Official Languages Equality.



Examples of our Official Language Equality Initiatives

We actively promote language equality of our services through various initiatives:

Irish Classes & Awareness for Employee Learning Development

Programme: We offer Irish language classes and awareness programs for our employees. These programs aim to enhance employees' proficiency in Irish and their ability to deliver services in Irish. Employees are also encouraged to participate in the new Irish language network for civil and public servants.

Irish Language Guide for Tourism Businesses: We leverage our expertise to drive change which will benefit our customers' customer (the end users) by creating a [guide](#) to help our tourism business customers incorporate the Irish language into their own service operations.

Better Coordination

We are dedicated to enhancing service delivery through better coordination, strategic alignment, and collaborative efforts with various stakeholders in the tourism sector.

By fostering partnerships with local businesses, government agencies, and community organisations, we ensure a cohesive approach to service delivery and this benefit the services available to tourism business and tourism communities as well as services available to visitors across our destinations.

Our Commitments

- ▶ **Collaborative Partnerships:** We work closely with other tourism bodies (Tourism Ireland, Tourism Northern Ireland), government bodies, state agencies, local authorities, industry, communities and employees to ensure cohesive planning and shared objectives in relation to developing better services for visitors and tourism communities.
- ▶ **Integrated Planning:** Our approach to improving the services available for visitors to enjoy requires aligning and integrating the objectives, resources and effort of multiple stakeholders including public bodies, businesses and communities.

Examples of our Better Coordination Initiatives

We have launched several initiatives to improve coordination in how we work and deliver services.

Strategic Partnerships to improve visitor services: We have developed strategic partnerships with bodies such as the Office of Public Works (OPW), Waterways Ireland and local authorities to improve experiences and services available to visitors when they visit Ireland. By collaborating with the Office of Public Works, we ensure the preservation and promotion of Ireland's heritage sites. Our partnership with Waterways Ireland focuses on developing and maintaining the country's inland waterways, which better serves the visitor.

Strategic Partnerships to improve services to tourism businesses: Our strategic partnership with Sustainable Energy Authority of Ireland (SEAI) helps us support tourism business to reduce their carbon footprint; providing financial support and guidance to help businesses reduce carbon emissions and adopt renewable technologies.

Destination Experience Development Plans: Destination and Experience Development Plans are 5-year sustainable tourism development plans for a destination, which bring public and private sector organisations together to prioritise tourism development projects and maximise their chance for success. These plans coordinate and align the efforts of all tourism destination stakeholders, including local businesses, communities, and local authorities in order to improve the services in the destination for the visitor.



Internal Customer

Our employees are our most valued internal customer, without whom we cannot deliver our objectives or services. We value collaboration and support among our employees to achieve excellence and personal development. We work to ensure that our internal processes run smoothly, communication is clear, and each individual feels empowered to do their best work, developing their skills and opportunities in a culture that is productive, inclusive, considerate and supportive.

Our Commitments

- ▶ **Supporting Employees:** We are committed to providing employees with the same level of courtesy, respect, facilities, and service as we would give to external customers.
- ▶ **Consultation & Support:** We ensure that employees are properly supported and consulted regarding service delivery issues.

Examples of our Internal Customer Initiatives

Examples of how we support our internal customers to deliver high quality services are as follows:

A Great Place to Work: Fáilte Ireland is recognised as one of Ireland's top workplaces, ranking 16th among large workplaces in 2024. This accolade reflects a strong commitment to a positive and inclusive work environment. The "A Great Place to Work" is an engagement initiative that fosters a positive workplace culture by gathering employee feedback, focusing on continuous improvement through regular surveys and workshops, ensuring employees feel valued and engaged.

Staff Forum: The Staff Forum seeks to ensure that, through the participation and co-operation of all concerned, ownership of the development and future of Fáilte Ireland is held in common by colleagues at all levels and in all offices across the country. The goal of the Staff Forum is to set out the agreed values, ethos, objectives, rights and responsibilities and to identify strategies for communicating these within the organisation and for building collaboration throughout the organisation. The forum meets regularly and addresses issues brought to them by employee members in the organisation.



Journies Programme: This programme enhances service delivery by promoting employee wellbeing in areas such as mental and physical health, relationships, motivation, and financial management. It includes confidential support and counselling services through the Employee Assistance Service (EAS), available 24/7. This holistic approach fosters a supportive work environment, leading to better performance and customer service.



Performance Management & Development System:

Performance Management and Development System fosters a culture of continuous improvement and professional growth through regular performance reviews, goal setting, and feedback sessions. It aligns employees with organisational objectives and provides support for skill enhancement, promoting open communication and collaboration.

Learning & Development: Fáilte Ireland offers extensive learning and development opportunities to enhance employee skills and knowledge. These programmes and partnerships foster innovation, employee development, diversity, and inclusion.

Communication: Internal services are accessible via the Fáilte Ireland Intranet (MyFi) and relevant business units. Service updates, briefings, and benefits are communicated regularly through an internal ezine, TV stream, email, and MS Teams channels, keeping employees informed and inviting feedback.

Service Desk: By utilising a 'Service Desk' solution we can track and measure requests from employees for support and services, in order to ensure quality and timely performance.

Monitoring Our Performance

We are dedicated to improving our services through careful performance monitoring. By forming customer-focused working groups, we ensure our service operations are transparent, efficient, and responsive to customer needs.

Our Commitments

- ▶ **Seeking Customer Feedback:** Learning from customer feedback and complaints to identify areas for improvement.
- ▶ **Engaging with Customers:** Meeting with, and actively listening to all customers (internal and external) through surveys, partnerships, events, and support channels (phone, email, and online). Using this engagement to gain insights which in turn inform our service improvement plans.
- ▶ **Assessing Impact:** Evaluating the impact of the actions set out in this plan (see appendix).

Examples Of Our Performance Monitoring Initiatives

Customer Action Plan Review: Our three-year customer action plan is continuously evolving and reacting to opportunities for improving customer service and experience. There are a number of steps we take to ensure that it is comprehensive, effective and continuously improving to meet the needs of all our customers, including:

- ▶ **Review & Sign-off:** The plan has been reviewed and approved. This ensures that it aligns with our strategic goals and is appropriately resourced to ensure actions are delivered upon.
- ▶ **Feedback:** A summary update on the plan is shared with management to get feedback in order to help us understand if there are additional actions to be taken.
- ▶ **Track & Measure:** The plan is reviewed and actions are tracked and measured to help monitor the progress and to ensure that we are meeting our quality performance standards.
- ▶ **Regular Assessments:** We conduct regular assessments of the action plan against other plans and government guidelines. This involves us gathering information about our customer services and identifying actions and targets to achieve standards set out in the ality Customer Service principles.
- ▶ **Documentation & Reporting:** Our plan is documented in plain English and published online for easy access. Reviews are scheduled for its three year lifetime to ensure continuous improvements.
- ▶ **Public & Detailed Versions:** We maintain a public version of the action plan for transparency and a more detailed version that includes responsible teams, due dates, relevant KPI's, to ensure everyone knows their responsibilities and deadlines.
- ▶ **Service Contract KPI's:** We set key performance indicators (KPI's) and actively monitor the performance of all service contractors who deliver services to our customers on our behalf.

Plan Actions

Principle	Ref	Action	Indicator on the report
Quality Service Standards	1.1	Review, update and display the Customer Charter outlining the quality of service, customers can expect	Customer Charter is prominently displayed in all offices and available to customers on our website. Publish charter and plan to the website
Quality Service Standards	1.2	Monitor customer feedback and assessment of performance of the Customer Services Team to help the continued delivery of quality customer service by developing comprehensive QA reports including Customer Satisfaction KPIs and reporting	Review of Contractual and Operational KPIs with Customer Support Team at Monthly and Annual Business Reviews
Quality Service Standards	1.3	Undertake employee recognition programme, recognising efforts made by employees in demonstrating corporate values	All employees encouraged to participate and nominate colleagues in the employee recognition awards. Number of applications, shortlisting and awardees on SharePoint site
Quality Service Standards	1.4	Redesign the Trade Portal to make it more accessible and easier to use for customers	Trade Portal, redesigned to be user centric, feedback captured and actioned if required
Quality Service Standards	1.5	Develop Service Assessment Tool based on Quality Customer Service Principles as means to monitor and assess our services and service experience	Tool developed and implemented against a number of service areas
Equality & Diversity	2.1	Provide training for employees on diversity/equality issues through Inclusio programme	Programme delivered and employee participation recorded
Equality & Diversity	2.2	Publish Gender Pay Gap Report	Report published
Equality & Diversity	2.3	Encourage participation of people with disadvantage/disabilities on Fáilte Ireland education courses through accessible learning channels, platforms, supports and content	Record of programme, courses and participation recorded
Physical Access	3.1	Maintain clean, accessible public offices that comply with safety standards	To be confirmed through H&S tours
Physical Access	3.2	Ensure facilities and service platforms are accessible to people with disabilities and others with specific needs	All offices are accessible
Physical Access	3.3	Promoting accessible festivals and drafting guidelines to support event organisers	Guidelines published and communicated
Physical Access	3.4	Utilise Information Technology to enhance information accessibility and engagement with customers as part of the digital transformation programme, trade portal and LearnFi	Digital Platform is accessible and courses available

Principle	Ref	Action	Indicator on the report
Physical Access	3.5	Continue to enhance the suite of research publications available to the sector on our business and tourism websites	Publications available on our website, trade and LearnFi portals
Information	4.1	Leverage development in technology by ensuring all employees are equipped with the equipment, technical knowledge, skills and attributes to help deliver quality services across all channels	Asset Register and ICT Training records up to date
Information	4.2	Development of Engagement Strategy across all departments to improve the customer service experience	Engagement Strategy Published
Information	4.3	Ensure data collected from our customers is held, managed and utilised in line with best practice and relevant legislation	Annual Report to Executive
Information	4.4	Promote the use of plain English in our communications	Plain English is used as best practice, awareness programme carried out
Timeliness & Courtesy	5.1	Adhere to the timeliness and courtesy protocols detailed in the Customer Charter	CST Escalation Report, Feedback via Customer Support Team and surveys measured against commitments
Timeliness & Courtesy	5.2	Provide regular customer service training and review response time targets, quality and customer satisfaction measures in the Customer Support Team	Measured and reported back from CST in business reviews
Complaints & Appeals	6.1	Review, action and publicise complaints and appeals process internally and externally	Process reviewed, updated and communicated. Information on complaints and appeals available and clearly explained on website
Complaints & Appeals	6.2	Monitor customer complaints and feedback to identify opportunities for improvement	Ongoing improvements in services identified and implemented where necessary
Consultation & Evaluation	7.1	Engage in regular consultations/surveys with customers and stakeholders to evaluate service delivery	Scheduled customer engagement and CST reports reviewed
Consultation & Evaluation	7.2	Develop Visitor, Industry and Employees Working Groups to act on customer feedback and to ensure the successful delivery of the customer action plan	Work groups and meeting schedules developed. Reporting annually
Choice	8.1	Provide multiple service delivery options	Services and channel communicated with customers
Choice	8.2	Leverage and communicate technology as a channel for service delivery internally and externally	Improved streamlined customer centric processes designed with adoption and engagement
Official Languages Equality	9.1	Identify & provide services/publications and information in both English and Irish where feasible	Key customer facing signage and documents identified and published in Irish
Official Languages Equality	9.2	Provide employees with language awareness and Irish language training so that we can provide services to customers in accordance with legislation	Promotion of Irish language within the organisation

Principle	Ref	Action	Indicator on the report
Better Coordination	10.1	Coordinate with other public service bodies; share best practices and key insights we gather from close interaction with customers through Key Account Mangers, Tourist Information Centres and Customer Support Team	Continued participation in interdepartmental and cross public bodies network including the Quality Customer Service and Innovation Forums
Better Coordination	10.2	Develop a catalogue of services so that we provide consistent information on services across all channels	Service Catalogue developed and shared on Internal SharePoint site for annual review
Internal Customer	11.1	Ensure third parties acting on our behalf operate to a high professional standard of quality and adhere to the Service Level Agreements in place	Periodic reviews and feedback evaluated as part of Monthly, Quarterly and Annual reviews and reported through contract reviews
Internal Customer	11.2	Meet the pillars of better public services and build capacity internally through the adoption of design principles of government	Communicate and Share the Principles internally and deliver through this Customer Action Plan
Internal Customer	11.3	Recognise and support employees professional development and wellbeing needs; provide learning development resources	Learning development resources provided as needed
Internal Customer	11.4	Continue to engage and act on the findings of the Great Place to Work Programme	Great Place to Work Programme continued and recommendations implemented
Internal Customer	11.5	Monitor feedback and assessment of performance of our services for employees by using customer satisfaction and other KPIs available through our Service Desk	Service Desk reporting to identify business decisions to improve customer satisfaction
Monitoring Our Performance	12.1	Measure customer experience for all customer groups	Measurement Tool and Methodologies in place by end of 2025 for all customer groups
Monitoring Our Performance	12.2	Measure delivery of Customer Action Plan	Annual Report Review



Relevant Legislation

There are a number of pieces of legislation that support the implementation of the Quality Customer Service principles, which include service standards, equality and diversity, physical access, information provision, timeliness and courtesy, complaints and appeals systems, consultation and evaluation, official languages equality, better coordination and internal customer focus.

- ▶ [Public Services Management Act 1997](#)
- ▶ [Employment Equality Act 1998](#)
- ▶ [Equal Status Act 2000](#)
- ▶ [Disability Act 2005](#)
- ▶ [Official Languages Act, 2003](#)
- ▶ [Freedom of Information Act 2014](#)
- ▶ [Data Protection Acts 1988–2018](#) and the [General Data Protection Regulation \(GDPR\)](#)

Useful Information

- ▶ [Quality Customer Service Network: Customer Action Plans and Charters](#)
- ▶ [Quality Customer Service Initiative](#)
- ▶ [Better Public Services – Public Service Transformation Strategy 2030](#)
- ▶ [Action Plan for Designing Better Public Services](#)
- ▶ [Better Public Services: Service Design Resources](#)
- ▶ [Designing our Public Services – Design Principles for Government in Ireland](#)
- ▶ [Customer Communications Toolkit for the Public Service](#)
- ▶ [The National Adult Literacy Association](#)
- ▶ [The National Disability Authority](#)
- ▶ [Irish Human Rights and Equality Commission](#)
- ▶ [Data Protection Commission](#)
- ▶ [The Office Of The Ombudsman](#)
- ▶ [OIC – Office of the Information Commissioner](#)



Ar an stráice fealltach seo de chósta an Atlantaigh, tá tragóid agus bua feicthe ag muintir Leithinis an Mhulrthead agus na holléain amach ón gcósta, tríd chuid de na tráthanna is sainiúla ar domhan.

On this treacherous stretch of Atlantic coastline, the people of the Mullet Peninsula and its offshore islands have witnessed tragedy and triumph through some of the world's most defining moments.