

REALISING THE NEW VISION FOR THE IRISH HOME B&B CLASSIFICATION & CATEGORISATION SCHEME



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An Irish Home B&B... Get Closer

Fáilte Ireland is committed to recognising and improving quality and standards within the B&B sector. In a competitive environment it is now more important than ever that the Irish Home B&B is repositioned, to distinguish and strengthen the uniqueness of what it has to offer. This new scheme has brought the B&B Sector in line with other accommodation sectors in Ireland and similar schemes that operate in England, Scotland and Wales and further afield.

It is in this context that a B&B Implementation Group, chaired by Ms. Mairéad Lavery and comprising members of the B&B representative bodies, marketing groups and independent representatives was established. This group worked with Fáilte Ireland to develop a *Framework for Action for the Irish Home Bed & Breakfast Sector*.

As a result, a strategy to revitalise the sector was developed 'Realising the New Vision for the Irish Home B&B'. It includes a new brand '*An Irish Home B&B, Get Closer*', which is supported by a Classification and Categorisation scheme, and an operator training and development programme.

Delivering a better visitor experience... together.

People who visit Ireland continue to cite the friendliness of people as one of the prime reasons for visiting; with 9 out of 10 overseas tourists mentioning this as important when considering a holiday in Ireland. The Irish Home B&B experience offers the potential for personal, friendly service and close interaction between operators and guests.

The approval and classification scheme seeks to inform the customer of what they are choosing before they book. It is also designed to recognise quality and to differentiate the levels of facilities and services potential visitors can expect. The classification process introduces a consistent approach for the approval and marketing of B&B properties and will facilitate Fáilte Ireland in supporting and marketing the sector.

**'Only through an Irish Home B&B
can you really *get closer* to
unmatched authentic experiences'**

Benefits for you:

The Fáilte Ireland B&B Classification & Categorisation System offers many benefits:

Signage * will be supplied to all classified B&B properties. The new shamrock quality assurance sign will be backed by an extensive customer awareness campaign.

Association with the Fáilte Ireland brand name – seen as a guarantee of quality for visitors in Ireland.

International recognition - eligible to use the term 'Classified to Fáilte Ireland Standards' in all promotional material and on websites.

Quality Assessment - an independent assessment advisory visit carried out by experienced professionals which will provide an indication of where your business is, relative to the required standards.

A listing with photos on www.discoverireland.ie which promotes Ireland to approximately 2.7 million Irish visitors per year, with 'Where to stay' amongst the most visited pages.

A listing with photos on www.discoverireland.com a link to 47 different country websites, including over 19 foreign language versions, attracting over 12 million visitors per year.

Discover Ireland Centres - promotion of your B&B in tourist offices nationwide.

Business Supports: - Including E-Business & Web Supports, in addition to a host of professional and technical courses. For more information, check out www.failteireland.ie/Business-Supports

Access to **marketing opportunities** offered by regions, destinations, Fáilte Ireland and Tourism Ireland to quality-assessed operations only.

* Where a B&B, for whatever reason, ceases to participate in the Fáilte Ireland B&B Classification & Categorisation System, all relevant display signs, print material and web content will be removed.

Benefits for your customers:

Irish Home B&Bs are now in line with International Standards, offering the customer a better range of choice and information in choosing the B&B that best suits their needs.



Marketing Campaigns

A newly designed brand and signage campaign will underpin the new B&B Brand and Classification & Categorisation scheme. The promotion of the B&B sector has been fully integrated into the high profile 'Discover Ireland' national and international campaigns.

Classification Signage and Symbols

Fáilte Ireland has developed a new quality assurance symbol which will be used by all accommodation sectors and on all signs that will be displayed by classified B&Bs. Visit the Fáilte Ireland website, www.failteireland.ie for further information on the minimum standards.

Each level of Classification will have a separate sign to indicate achievement of the standards at that level of classification.



All properties that have been assessed and classified to Fáilte Ireland standards will be issued with a complimentary sign appropriate to the grade achieved. Please see the enclosed signage brochure for further details.



Categorisation

Categorisation is about specialisation. It is optional and separate to classification. Properties classified at 3*, 4* and 5* levels are eligible to be categorised. Many Irish Home B&Bs cater for specialist markets and customers. e.g. Golf, Walking and Adventure.

Classified B&Bs will have the opportunity to be categorised with up to three of the following nine categories **plus the 'Pet Friendly' category if desired:** Walkers Welcome, Anglers Welcome, Adventure Seekers Welcome, Golfers Welcome, Food Lovers Welcome, Farmstays Welcome, Blaiseadh Gaeltachta – A Gaeltacht Experience, Eco Friendly, Pet Friendly.



Categorised B&Bs will be promoted through specialist product campaigns. There is no fee for Categorisation. The process of Categorisation will take place at the same time as the normal assessment visit. The approved criteria is on www.failteireland.ie

Costs and Timelines:

Assessments will take place on a biennial basis. There is an **annual fee of €240** inclusive of VAT.

Included in the fee is: the assessment visit, a new sign and logo, your own web page displayed on DiscoverIreland.ie and DiscoverIreland.com, B&B marketing and promotion campaigns and access to a range of operator and business training supports.

What happens next?

- Contact TSA for Renewal/Approval information at Tel: 1890 252 783. Email: info@tsaireland.ie
- TSA will arrange an appointment with you for your assessment visit.
- Assessment visit conducted and advisory report received
- Issue of your new sign appropriate to your classification level following the assessment visit.
- You will be notified of marketing and promotional campaigns that support the Irish Home B&B sector.
- You will have the opportunity to participate in a wide range of training programmes and avail of key business supports.
- Your classification level will be displayed on the Discover Ireland websites and will be supported by marketing campaigns. If you choose to be categorised, your category of B&B will also be displayed on the Discover Ireland websites and supported by specialist marketing campaigns.

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'The B&B Classification Scheme gives the customer the choice of where they wish to stay, knowing that the accommodation is of top quality'

Olive O' Gorman, 5* Farmhouse B&B Operator, Waterford

'I am very happy with my new 4 Classification which has already increased my business'*

Anne Burkard, 4* Country House B&B Operator, Donegal

Want to know more?

For further information on how to participate in the scheme, please contact:

Tourism Standards Assessments Ltd (TSA)

Tel: 1890 252 783

Email: info@tsaireland.ie