



# EMPLOYER EXCELLENCE PROGRAMME

THE MARK THAT WILL HELP YOU HIRE

TRANSFORM YOUR  
WORKPLACE WITH OUR  
EMPLOYEE ENGAGEMENT  
PROGRAMME





## WHAT IS THE EMPLOYER EXCELLENCE PROGRAMME?

In today's highly competitive labour market, businesses are constantly seeking innovative ways to gain a distinct advantage. One way you can truly set yourself apart is by investing in your most valuable asset – your employees. The Employer Excellence Programme is a powerful initiative designed by Fáilte Ireland to help tourism businesses to unlock their full potential by enhancing employee engagement and fostering a culture of excellence in the workplace.

This two-year programme supports and spotlights excellent employers to help showcase the tourism sector as a rewarding and attractive place to work. It is aimed at progressive businesses who recognise that an engaged supported team leads to better customer experiences, a stronger workplace culture, and improved business outcomes.

### WHY SHOULD MY BUSINESS JOIN THE PROGRAMME?

- ★ **Embed a culture of high performance** through targeted and strategic supports.
- ★ **Strengthen your employer brand** and reputation and attract new talent.
- ★ **Increase employee satisfaction** to drive excellent customer service, visitor experience and business performance.
- ★ **Improve management-employee relationships** through best-in-class training for your supervisors and management team.
- ★ **Retain talent and reduce turnover costs.**
- ★ **Achieve meaningful change** through a customised action plan developed and supported by a dedicated HR mentor and tailored to your business.
- ★ **Meet your employee engagement goals** through our focused support, advice, and resources.
- ★ **Receive annual recognised EEP certification** that can be displayed at your business and on your website.
- ★ **Make operational and time savings.**

# EMPLOYER EXCELLENCE PROGRAMME - THE IMPACT SO FAR

As a tourism business, you know that exceptional customer service and high performance comes from dedicated, motivated, and satisfied employees who take pride in their work and workplace. Launched in 2022, the Employer Excellence Programme helps tourism businesses tackle the key challenge of attracting and retaining top talent to deliver outstanding customer service and visitor experiences. Its core focus is to boost employee engagement, strengthen management skills, and make workplaces more appealing.

Since its inception, the programme has supported more than 300 businesses with over 30,000 employees experiencing tangible improvements in onboarding, communication, reward, benefit, and career development, all of which were cited as key issues amongst employees before the programme started. Some of the impact to date:

- ★ 89% of businesses report that the Employer Excellence Programme has initiated long-term change in how they engage staff.
- ★ Businesses on the programme report operational and time saving benefits as well as reduced costs.
- ★ Increases in staff retention of up to 19%, helping to reduce turnover costs of circa €6,500 per employee.
- ★ 26 tourism businesses are now ranked among Ireland's top 130 employers, up from zero in 2021.
- ★ 18,000+ hours of management training have been completed by supervisors and people managers on the programme.
- ★ Elevating career pathways for employees who are getting greater opportunities for development and progression with:
  - 72% being offered training and development to develop professionally
  - 61% believing that they can fulfil their career aspirations with their tourism employer

Watch the video to learn more about the impact of the Employer Excellence Programme.



If you want to transform your workplace into a hub of excellence, join over 300 businesses already benefitting from Fáilte Ireland's Employer Excellence Programme.

[Apply now](#)





# WHAT'S INVOLVED?

As you register for the Employer Excellence Programme, you will be required to appoint a survey provider which best suits your needs from our list of approved survey providers, and you will pay for their services directly. Your employees will then be surveyed at intervals by your survey provider to measure employee engagement throughout your time on the programme. The following supports are provided to your business during the two-year Employer Excellence Programme at no additional cost:

- ☆ Best-in-class people management training, both online and in-person, for your supervisors and management team covering key areas such as communication, leadership and managing day-to-day performance.
- ☆ A tailored action plan developed with our experts, based on survey results from your chosen approved survey provider, to help you to drive change and foster a positive, supportive, and high-performance workplace culture.
- ☆ Dedicated HR mentor will provide two HR Clinics each year offering expert guidance and practical tips to help you to implement your survey action plan effectively.
- ☆ The opportunity to be officially recognised and certified as a Fáilte Ireland Excellent Employer.
- ☆ Eligibility for our annual Employer Excellence Awards.
- ☆ Attendance at Employer Exchange conference and other events designed to share thought leadership and expert advice.
- ☆ Access to official marketing collateral to promote your business as a top employer in the tourism sector.

Watch the video to hear more from participants who have successfully implemented the programme.



For full details of requirements check out our FAQs document and guidelines

[Learn More](#)

## The Employer Excellence Programme has positively impacted over 30,000 employees and 300+ businesses.

Here are some of their success stories

“Our management team has found Fáilte Ireland's investment in the Employer Excellence Programme so beneficial. We can now complete our recruitment, induction training and performance review processes and procedures in a much more assured and consistent manner.”

**Nuala Mulqueaney,**  
Managing Director,  
Aillwee Cave, Aillwee Burren  
Experience, Co. Clare



“The Employer Excellence Programme has assisted us in driving further. Through constant communication, job chats and appraisals, we can identify what team members are ready for the next step.”

**Eoin Little,**  
General Manager,  
The Lakeside Hotel, Co. Clare



“For a little while, we were trying to do our own thing, but when the Employer Excellence Programme commenced, we were all more focused on what the right way is to do it. There was so much in there about leadership and other qualities that you want your team to have.”

**Emer Corridan,**  
General Manager,  
Cahernane House Hotel,  
Co. Kerry



“Implementing the Fáilte Ireland Employer Excellence Programme has been seamless.”

**Ruairi O'Connor,**  
General Manager,  
The River Lee Hotel, Co. Cork



“The training went through the fundamentals of people management, from A to Z. What that gave us as a business was a refocus on whether there's something better we can be doing here, or if there is a more structured approach that we can take.”

**Dawn Nolan,**  
Business Administration Manager,  
Big Bus Tours, Dublin



“The Employer Excellence Programme has increased the profile of our employer brand. Through the employee survey, we now know objectively where we're excelling and where we need to improve to continue to be an engaging workplace for all our people.”

**Catherine Smith McKiernan,**  
HR Director,  
EPIC The Irish Emigration Museum, Dublin





## WHO IS ELIGIBLE TO APPLY?

The Employer Excellence Programme is open to all tourism businesses in Ireland that either provide a tourist experience or provide a product that caters to domestic and/or international visitors. Eligible businesses must have at least 5 employees.

# READY TO BECOME AN EXCELLENT EMPLOYER?

The application process varies slightly depending on whether your business has participated in the programme before. Simply choose the application path on our website that matches your business description. To apply to join the programme, please visit the Employer Excellence pages on our [website](#). For businesses who have not taken part in the Employer Excellence Programme previously, you will need a trade [portal account](#) to apply. If you don't already have a trade portal account, you can set one up before you begin. Once you are logged in, you will be asked to complete a list of questions to assess the eligibility of your business for the programme. After your application has been reviewed and approved, a member of the EEP team will be in touch to confirm your participation and guide you through the next steps.

For full details of requirements check out our [FAQs pages](#) and [guidelines](#) or contact us at [employerexcellence@failteireland.ie](mailto:employerexcellence@failteireland.ie).

[Apply now](#)



“ The success of the Fáilte Ireland Employer Excellence Programme and the promotion of tourism and hospitality as a career path allows us to showcase the really exciting and rewarding opportunities our sector offers, as well as opportunities for flexibility and work-life balance. ”

**Louise Barry,**  
HR Manager at Prem Group, Dublin



[www.failteireland.ie/employerexcellence](http://www.failteireland.ie/employerexcellence)

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