



# Introduction

Accommodation is an essential part of the overall experience of visiting and travelling in Ireland for our leisure and business visitors. This information pack explains in detail Fáilte Ireland's Welcome Standard entry requirements.

- ✓ Fáilte Ireland's Welcome Standard for tourist accommodation plays a vital part in our national strategy and underlines Ireland's commitment to championing quality.
- ✓ Fáilte Ireland wishes to work with you in welcoming your, and Ireland's, guests to ensure the best possible welcome to our country by recognising and promoting the quality of service, hospitality and facilities that you provide.
- ✓ Fáilte Ireland's Welcome Standard is designed to recognise and encompass accommodation businesses of all types that are committed to tourism (Note: those businesses currently meeting the requirements within our existing statutory and non-statutory quality frameworks, i.e. hotels, guest houses, B&B's, camping and self catering businesses will continue to participate in those schemes).
- ✓ The new standard is targeted at atypical tourist accommodation businesses who do not fit in existing Fáilte Ireland approval frameworks such as glamping, pods, lighthouses, etc. This is intended to be complimentary to existing accommodation stock.
- ✓ Businesses will also be required to comply with Fáilte Ireland's Tourism Code of Ethics. This underpins the new standards and identifies practices and procedures that are common to all successful, responsible and sustainable Irish tourist accommodation businesses.
- ✓ Whatever the style or concept of your business, quality, comfort and a commitment to guest satisfaction is what your guests and our assessors will be looking for.
- ✓ Taking the decision to be assessed against our National Fáilte Ireland's Welcome Standard by independent professional assessors will reassure your guests that you are seriously committed to their welfare and enjoyment.
- ✓ You will be featured prominently in Fáilte Ireland marketing activities, including the Discover Ireland website. You can promote the standard you achieve extensively in your own marketing.

## The Process

- ✓ From your initial application onwards we will work with you in order to maximise the potential of your business.
- ✓ An initial self-assessment is an important part of this new approach. Once that you feel sure that you meet the minimum requirements for Fáilte Ireland's Welcome Standard, and complete the Self-Assessment on line and the application process, you will receive an initial assessment visit.
- ✓ The business carries out a Self-Assessment. It is the responsibility of the business to review its procedures, facilities, service standards, ambitions and ideals, and then, ahead of the Assessment Meeting, confirms that it complies with the Code of Ethics and meets the Standard.
- ✓ This visit will look, with you, at all areas of the guest-focused aspects of your business. Each assessment visit will include a verbal debrief followed by a report. Both these tools are designed to help you to strengthen your business.
- ✓ Fáilte Ireland's Welcome Standard is the sign of a serious business committed to guest satisfaction. We will work with you, from the time that you apply through to and including your assessment visit, to identify that the key aspects of your business are in place for your guests which include all the areas that will ensure a great stay at your property.
- ✓ Our assessors will discuss and evaluate how you choose to welcome your guests, based on customer expectations of all Ireland's main domestic and international markets.
- ✓ The assessment is objective and judgment will not be made on any aspect of your business based on style or personal taste. The aim is to identify your strengths without taking away any of the character of your property.

We look forward to working with you to promote and strengthen the quality of accommodation in Ireland.