

News Release

Tuesday 30th June, 2015

New 'Welcome Standard' to Provide Seal of Approval for Contemporary, Quirky and Innovative Accommodation Provider



Fáilte Ireland today launched a new 'Welcome Standard' targeted at innovative, quirky or unusual tourist accommodation businesses (such as glamping, pods and log cabins) which do not fit into its existing approval frameworks. To coincide with the launch, Fáilte Ireland have also released a video [[VIEW HERE](#)] to promote the scheme within the industry.

This new standard has been introduced in recognition of significant changes in both consumer tastes and the range of accommodation types now available. The new *Welcome Standard* will bring many more tourism operators into tourism's 'approved' family as complimentary additions to existing traditional tourism accommodation stock such as Hotels and B&Bs. More information about the new standard can be viewed [HERE](#).

Launching the new standard at Fáilte Ireland's HQ in Dublin today, Minister of State for Tourism and Sport, Michael Ring TD, explained:

"This new Welcome Standard will provide visitors to Ireland with a new easy to understand seal of approval for all those types of accommodation not currently covered by existing approval frameworks. The Welcome Standard will provide added reassurance to tourists when making their plans to come here through a simple and recognisable symbol guaranteeing quality, professionalism, friendliness and comfort. The standard will also encourage many new types of accommodation providers to examine their offer and ensure it meets the standards expected by the modern tourist."

For more regarding what the new standard will mean for customers, you can view additional information [HERE](#).

Speaking about the new Welcome Standard, the Chairman of Fáilte Ireland, Michael Cawley, today emphasised:

"Many successful, high quality accommodation businesses in Ireland are providing a great experience for their guests but sadly do not fit within the traditional Fáilte Ireland quality framework and, as a result, have been unable to work with Fáilte Ireland in the past. This new standard will rectify this situation and is designed to embrace these businesses for their benefit as well as for the benefit of visitors and Irish tourism."

"Through an easy to understand set of criteria focused on what the business has chosen to offer its guests, the approval process provides a robust and rigorous examination of all aspects of the customer journey to ensure that the business in question is providing a top-class service."

For more regarding what the new standard will mean for businesses, you can view additional information [HERE](#).

Businesses which are judged to have attained the 'Welcome Standard' will be allowed to display the *Welcome Standard's* logo on their property and marketing material. These businesses will also be featured prominently in Fáilte Ireland marketing activities, including the Discover Ireland website.

The new standard is targeted at atypical tourist accommodation businesses who do not fit into existing Fáilte Ireland approval frameworks and already 80 operators have signed up under the initiative. Examples of businesses which have qualified under the new scheme include:

Caravantasia - a fun new glamping ("Glamorous camping") site in Tipperary located on a 23 acre farm in a very quiet spot in the bottom of a valley, with views of the Galtee mountains. The campsite has 6 vintage caravans from the 60s and 70s that have been renovated into cosy little places to stay. For more, click [here](#).

Clover Cabin - a luxurious, Scandinavian styled, self-catering log cabin available to rent in Gowran, Co. Kilkenny set in a beautiful, peaceful, three acre woodland garden. For more, click [here](#).

Rock Farm – is a boutique campsite and outdoor activity centre based on an organic farm on the Slane Castle Estate. The farm hosts couples, families, solo adventure seekers and large groups where they can experience a stay in luxury yurts, cosy shepherd huts and in straw-bale buildings. For more, click [here](#).

Pod Umna Village – a 'Glamping' site where guests stay in 'Pods', not tents located in the town of Portumna in South East Galway and arranged as 'Pod-Umna', a unique and innovative Pod village. For more, click [here](#).

Speaking today, Carina Mount Charles of Rock Farm explained what the new standard means for her business:

"The primary benefit of having Fáilte Ireland's Welcome Standard for us, as a small business, is that it gives us that stamp of credibility. When people see the sign in the car park, they know that they are not only welcomed by us, they are also being welcomed by Fáilte Ireland. Having the sign outside the gate, it means that we have made it and we are now a fully-fledged tourism business."

Dick Ridge, from 'Pod-Umna' Village, added:

"Having the Fáilte Ireland quality assured standard stamp of approval means the world to us. It is the recognition that will indicate to potential guests that we are a place they can be assured off a warm greeting, safe in the knowledge they will be properly taken care of during their stay and helped in every way possible. To sum up the new standard I would say it is about putting the real Fáilte first, second and third into the visitor experience and we are delighted to be a part of it".

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Note for Editor

Fáilte Ireland, the national tourism development authority, was established in 2003 to guide and promote tourism as a leading indigenous component of the Irish economy.

The tourism and hospitality industry employs an estimated **205,000** people and generates over **€6billion** in overseas revenue a year.