



## Hotel remains focussed on quality

THE Slieve Russell Hotel, Golf and Country Club was amongst a group of 11 tourism establishments honoured at the Fáilte Ireland Optimus Awards held last week in Dublin. The Optimus programme, developed by Fáilte Ireland, aims to help tourism establishments achieve excellence in every aspect of their business by providing a practical approach to boosting bottom-line performance and a focus on improving results.

Shaun Quinn, Chief Executive of Fáilte Ireland, congratulated the latest recipients of accreditation and said:

“By participating in Optimus or other such programmes you have signalled your intent to getting through these choppy waters intact. The challenge for us is to encourage as many other tourism businesses to do likewise. There will be much better times ahead for those who put the head down and work through the next few difficult years. In the end, I think there is a growing belief that we will emerge in better shape as individuals, as businesses, as an industry and hopefully as a country and a people.”

The entry level Service Excellence Award focuses on the creation and development of a service excellence culture that is specific to the hospitality industry. On receiving the Service Excellence Award for the Slieve Russell Hotel, Golf and Country Club, HR Manager Orla Murphy said:

“Over the past few years the Slieve Russell Hotel has reaped the rewards of implementing the Optimus Service Excellence programme. Having implemented the structured framework of this programme it has allowed us to exceed both our internal and external customer expectations which has resulted in increased repeat business and high levels of employee satisfaction.”



■ The Slieve Russell Hotel, Golf & Country Club recently received a Service Excellence Award as part of the Fáilte Ireland Optimus programme at a ceremony in Dublin. Pictured were (l. to r.): Liam Campbell, Fáilte Ireland; Orla Murphy and Anthony Smiddy, Slieve Russell Hotel, Golf & Country Club.