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## Excellence award for Clarion Cork

Cork's Clarion hotel has been awarded the **Optimus**/EFQM Business Excellence Award 2009, the only hotel in Ireland to receive the prize this year. The EFQM, European Foundation for Quality

Management, is a not for profit organisation which promotes excellence throughout businesses and organisations in Europe.

The **Optimus** programme 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.