



Carrigaline Court Hotel & Leisure Centre Achieves Prestigious Tourism Award

Carrigaline Court Hotel & Leisure Centre was among a group of 11 tourism establishments honoured at the Failte Ireland Optimus Awards held recently in Dublin. The hotel was delighted to be awarded the Optimus entry level Service Excellence Award at the prestigious event. The Optimus programme, developed by Failte 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 Failte Ireland, congratulated the latest recipients of accreditation and commenting on the current climate 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 Optimus multi-tiered programme was designed to change the service culture and engage management and staff in a continuous pursuit of improvements which would deliver a competitive edge and sustainability. The entry level Service Excellence Award, which was awarded to the Carrigaline Court Hotel & Leisure Centre, focuses on the creation and development of a service excellence culture that is specific to the hospitality industry.

Speaking at the awards, Jerry Healy, General Manager of the Carrigaline Court Hotel said "Optimus Service Excellence has given structure to the management team in delivering the service we provide. It has improved our product and our service significantly. It has assisted us greatly in reducing our costs in this competitive market and has given a belief and confidence to each member of staff. It has assisted in developing the management team and giving them direction, which will in no doubt benefit the company".

Mr Shaun Quinn also stressed "Potential visitors to Ireland are bombarded with choice and have become more discerning and demanding. The Optimus programme strengthens the focus on the customer. This focus is more vital now than ever before"

He added that more than 160 businesses had undertaken the Optimus programme to date and had succeeded in raising the quality of their products and their business performance to equal the best found anywhere.

Carrigaline Court Hotel now moves on to the next level in the Optimus programme with an aim of achieving this within the next 12 months.