



Waterford hotel scoops award for best practice

THE Tower Hotel Waterford was amongst a group of 11 tourism establishments honoured at the Fáilte Ireland Optimus Awards held last week when it scooped an award for Mark of Best Practice.

The second level of the Optimus programme, the Mark of Best Practice, focuses on every aspect of a business's operation and enables tourism businesses to set appropriate standards and monitor performance levels throughout.

On receiving the award, Alicia Maguire, Tower Hotel General Manager, said: "The planning and communication processes put in place through the Optimus Best Practice programme ensures that the entire team contributes to overall business success. Practices put in place in Year 1 now drive our daily operation. Being part of the Best Practice programme enabled us to adapt to the challenging and ever-changing business environment we are currently faced with. We are able to compete more competitively due to the business practice we have in place as a result of our involvement with Optimus."

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, saying: "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 Tower Hotel and Leisure Centre received the Mark of Best Practice as part of the Fáilte Ireland Optimus programme at a ceremony in Dublin recently. Pictured were, from left, Peter Hutcheson, Fáilte Ireland; Ellen Reidy and Alicia Maguire, Tower Hotel and Leisure Centre, Waterford