



Waterford hotel driving service quality throughout the tourism industry

The Tower Hotel Waterford was amongst a group of eleven tourism establishments honoured at the Fáilte Ireland Optimus Awards held yesterday 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." A vital tool for enterprises which aspire to reach the best international standards, the Optimus Programme enables the businesses, and those who work in them, to develop a culture of excellence in customer service and best practice

in every area of its operations. 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 2nd level of the programme, the Mark of Best Practice, focuses on every aspect of the operation and enables tourism businesses to set appropriate standards and monitor performance levels throughout.

On receiving the Mark of Best Practice for the Tower Hotel, General Manager Alicia Maguire 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 Optimus Best Practice programme had enabled us at the Tower Hotel 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."

Mr Quinn stressed that in the current difficult trading environment both at home and internationally, it is more important than ever to focus on customer

service.

"Potential visitors to Ireland are bombarded with choice and have become much 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 over 160 businesses have undertaken the Optimus programme to date and have succeeded in raising the quality of their products and their business performance to equal the best found anywhere. He urged more tourism businesses to follow their example and take the Optimus road to excellence and better business.



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 (l. to r.): Peter Hutcheson, Fáilte Ireland; Ellen Reidy and Alicia Maguire, Tower Hotel and Leisure Centre, Waterford.