



OPTIMUS ACCREDITED HOTEL SCOOPS ANOTHER MAJOR AWARD

THE CROWNE PLAZA HOTEL, DUBLIN AIRPORT IS AA BUSINESS HOTEL OF THE YEAR 2006

The Crowne Plaza Hotel at Dublin Airport has become the first ever recipient of the new AA award of Business Hotel of the Year. The achievement was announced at the AA Hotel Awards which took place at the Gravity bar in Dublin on Thursday 12th October. The event was attended by leading figures in the Irish hospitality industry including Minister John O'Donoghue.

The AA decided to introduce the new award in recognition of the importance of the growing market for business accommodation. It is designed to recognise the efforts of hotels operating in a market where customer needs, and the skills to serve them, are somewhat different.

“This sector is highly important to the Irish economy, and its good to see that Irish business hotels set a very high standard” says AA Membership Director Dennis Fisk. “General manager Mary Buckley and her team are to be complimented; dealing excellently with the requirements of discerning corporate guests and meeting organisers. Features like courtesy connection to the airport and express check in / out facilities show an appreciation of customer needs. Excellent modern facilities go hand in hand with the traditional virtues of friendliness, helpfulness and warmth.”

The Crowne Plaza Hotel was presented with the Optimus Ireland's Best Award in 2005. The hotel then progressed to the next level of the Optimus programme and was awarded the Optimus Mark of Best Practice in January 2006. The management team is currently implementing the top level Optimus Business Excellence Programme. This programme is based on the EFQM (European Foundation for Quality Management) Excellence Model.
