



Top Irish Hotels achieve EFQM Recognised for Excellence 4*

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EFQM Member Fáilte Ireland rewarded the Maryborough Hotel and Spa, Cork, and the Clarion IFSC Hotel, Dublin. Firstly, they were awarded, along with forty nine other establishments in the Irish tourism industry, with the "Optimus Award". This award is based on the EFQM Model customised to fit the specific needs of the tourism industry. But the assessment the two hotels undertook to reach this top level recognition in their sector also involved another outcome: the achievement of the Recognised for Excellence 4* allocated by EFQM.

Both hotels have progressed to this achievement through Fáilte Ireland's Optimus programme and they are the first in the sector to be recognised four stars in Ireland and the United Kingdom.

Aidan Pender, Director of Policy and Industry Development at Fáilte Ireland, congratulated the Maryborough Hotel and the Clarion Hotel on their achievement. "Through all its levels, the Fáilte Ireland Optimus programme is in effect a National Standard for Best Practice in hospitality and tourism in Ireland. Central to it is the process of continual improvement, culminating in the EFQM Level 4 Award of Excellence. These two hotels have incorporated excellence in the way their leaders lead, how they treat their employees, the importance of the customer - all with the intention to achieve sustainable business results and the desire to not just satisfy, but delight their customers."



For more information, feel free to visit Fáilte Ireland's website:
<http://www.failteireland.ie/About-Us/News-and-Events/Clarion-Hotel-IFSC-and-Maryborough-Hotel---Spa-Scot>