

Driving Business Excellence Optimus Awards 2008

Two County Donegal hotels – Harvey's Point, Lough Eske and The Carlton Hotel & C Spa at Redcastle, have received National Awards from Fáilte Ireland for reaching international standards of best business practice and customer service through the Optimus programme.

Harvey's Point, on the shores of Lough Eske near Donegal Town received the Mark of Best Practice. It has 74 bedrooms with a four-star AA rating and employs 90 full-time and 40 seasonal/part-time staff.

Siobhan McNulty, Director of Finance & Operations at Harvey's Point said "Optimus has helped Harvey's Point immensely in its transition from a small family run business to achieving excellence through training, development and retention of their excellent staff." She continued "The programme has helped us to put structures and systems in place which result in improved customer service and product quality which is reflected in the awards we have received."

The Carlton Hotel & Spa, overlooking Lough Foyle at Redcastle, qualified for the Service Excellence Award. It has 90 bedrooms, including suites and employs 68 permanent, part-time and seasonal staff.

Mr Paul Carey, Director of Public Relations and Customer Relations at the Carlton Hotel Group, said the Optimus programme had helped formalise their own best practice plan and motivate every member of staff to become involved in making that plan



Pictured receiving the 'Mark of Best Practice' award at the Fáilte Ireland Optimus Awards ceremony were (l. to r.); Siobhan McNulty; Deirdre McGlone, Harvey's Point Country Hotel, Donegal; and Aidan Pender, Director Policy & Industry Development, Fáilte Ireland



Pictured receiving the 'Service Excellence Award' at the Fáilte Ireland Optimus Awards ceremony held in the Castletroy Hotel, Limerick, were (l. to r.); John Concannon, Director of Regional Development, Fáilte Ireland; Paul Carey, Carlton Redcastle Hotel & C Spa, Inishowen Peninsula, Moville; Dame Geraldine Keegan, Optimus Approvals Board; and Frank Carroll, Carlton Redcastle Hotel & C Spa.

a success. Analysis of over 200 guest comments per month shows that since Optimus the guest experience has improved, and customer loyalty and satisfaction have both increased.

John Concannon, Director of Regional Development, Fáilte Ireland, congratulated the latest enterprises to be accredited and said "Optimus 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. These objectives are even more vital now because of the changing economic and trading environment at home and internationally."

The 150 enterprises which have undertaken the Optimus programme so far are succeeding in raising the quality of their products and of their business performance to equal the best found anywhere, and Mr Concannon urged more tourism enterprises to follow their example.

Want to know more?

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Mark of Best Practice
Service Excellence Award



Fáilte Ireland
National Tourism Development Authority