

# Driving Business Excellence Optimus Awards 2008

Two County Cork hotels – the Trident Hotel Kinsale and the Quality Hotel & Leisure Centre Clonakilty - have received awards from Fáilte Ireland under its national Optimus Programme.

The Trident Hotel Kinsale was awarded the Mark of Best Practice with the Quality Hotel & Leisure Centre Clonakilty receiving the Service Excellence Award.

The Trident Hotel, a family-owned enterprise on Kinsale's waterfront, has 75 bedrooms. The Quality Hotel and Leisure Centre in Clonakilty is a 3-star property with 97 rooms, 20 suites and five holiday homes. It employs 88 staff, of whom 40 are seasonal.

Mr Hal McElroy, Managing Director of the Trident Hotel Kinsale said that Optimus had enabled them to introduce new staffing and operational systems which have demonstrably helped to improve the organisation and the quality of both service and performance. He continued *"Customer satisfaction and feedback has improved and staff are more involved in decisions. The programme has been good for the customers, for the staff and for the operation."*

David Henry, General Manager of the Quality Hotel & Leisure Centre Clonakilty said Optimus has encouraged them to put in place systems which will address a range of issues, including training needs and service improvements initiatives. A Continuous Improvement Team, which made up of representative from each department, has been established to analyse customer feedback and the results of the standards of performance audit.

John Concannon, Regional Director of Fáilte Ireland, congratulated the latest enterprises to be accredited and said *"Optimus was designed to change the service culture*



*Pictured receiving the 'Service Excellence Award' at the Fáilte Ireland Optimus Awards ceremony held in the Castletroy Park Hotel, Limerick, were (l. to r.); John Concannon, Director of Regional Development, Fáilte Ireland; David Henry, Quality Hotel & Leisure Centre Clonakilty; Dame Geraldine Keegan, Optimus Approvals Board; and Geraldine McCarthy, Quality Hotel & Leisure Centre Clonakilty*

*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.

Optimus is an innovative, multi-tiered programme which supports tourism businesses in becoming more profitable, more efficient and more competitive. It is based on international research which shows that companies that adopt performance excellence principles can significantly improve their income and sales.

The Optimus programme provides, three distinct but inter-related levels, Service Excellence, Mark of Best Practice and Business Excellence Award. These allow participants to build their capabilities and performance at each stage, gaining national recognition as they progress through each level.



*Pictured receiving the 'Mark of Best Practice' at the Fáilte Ireland Optimus Awards ceremony held in the Castletroy Park Hotel, Limerick, were (l. to r.); John Concannon, Director of Regional Development, Fáilte Ireland; Gerard Grey, Trident Hotel Kinsale; Dame Geraldine Keegan, Optimus Approvals Board; and Anthony O'Mullane, Trident Hotel Kinsale*

## Want to know more?

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