

Optimus Awards

Achieving Business Excellence

Optimus is an innovative, multi-tiered, programme to help tourism businesses become more profitable, more efficient and more competitive. Rooted in international research, it was developed by Fáilte Ireland in 2004 and provides a practical approach to achieving excellence and boosting bottom line results.

Comprising three distinct yet inter-related elements, Optimus focuses on every aspect of the business from customer service to operational management and organisational excellence.

The Optimus programme structure enables businesses to progress through the different levels, building their capabilities at each stage and gaining recognition as they make progress. Recognition is awarded based on the independent assessment and evaluation of the management practices and approaches by a team of accredited assessors.

The assessors report and recommendations must then be endorsed by the Optimus Approvals Committee in order for the applicant business to receive either the Ireland's Best Award; Mark of Best Practice and Award of Excellence.

Between January and June 2006, an independent assessment was conducted to identify the impact which Optimus has made on business performance during the first full year of its operation. The study involved both desk and field research, including a postal survey with 58 Optimus-accredited businesses.

The study clearly highlighted that Optimus-managed businesses show a marked increase in managerial competence, capability and effectiveness. The introduction of new or improved processes and standards has enabled participating companies to achieve improved levels of customer satisfaction, staff engagement and overall business performance.

A total of 19 companies were recognised at the Optimus Awards ceremony in Clontarf Castle on Friday 22nd June. Ten of these companies were recognised for the first time, five companies were receiving their second awards and four have now been recognised on three occasions.



Award of Excellence

BUSINESS EXCELLENCE PROGRAMME



Clarion Hotel IFSC

The Clarion Hotel IFSC was awarded the 'Award of Excellence' at the Fáilte Ireland Optimus Awards ceremony held in Clontarf Castle Hotel Dublin. Pictured were (back row): Mary Murtagh; Carol Byrne; Lynsey Griffin, Clarion Hotel IFSC; David Battersby, Optimus Approvals Committee; James Tynan, Clarion Hotel IFSC; Aidan Pender, Director, Policy & Industry Development, Fáilte Ireland; and Louise Heritage, Clarion Hotel IFSC. Front row (l. to r.): Emer Archbold; Christina Connolly; Brendan Curtis, Chief Operating Officer, Choice Hotels Ireland; Annette O'Reilly; and Cathy Walsh, Clarion Hotel IFSC.

A number of these companies have also progressed from Service Excellence to Best Practice while one has progressed from Best Practice to Business Excellence Level. A Total of 170 companies have experienced the Optimus programme since it was launched and it is expected that this number will increase to 200 by the end of this year.



Mark of Best Practice

BEST PRACTICE PROGRAMME

Brehon Hotel,
Killarney, Co Kerry
Gleneagle Hotel,
Killarney, Co Kerry
Carlton Atlantic Coast Hotel,
The Quay, Westport, Co Mayo
Faithlegg House Hotel,
Faithlegg, Co Waterford
Fitzgeralds Woodlands House Hotel,
Adare, Co Limerick
Galway Bay Hotel,
The Promenade, Salthill, Co Galway
Glenlo Abbey Hotel,
Busypark, Galway
Harvey's Point Country House,
Donegal Town, Co Donegal
Hilton Hotel Dublin Airport,
Northern Cross, Malahide Road,
Dublin 13
Tower Hotel,
The Quay, Waterford
Westlodge Hotel,
Bantry, Co Cork
Westport Woods Hotel & Spa,
Quay Road, Westport, Co Mayo



Ireland's Best Award

SERVICE EXCELLENCE PROGRAMME

Brooks Hotel,
Drury Street, Dublin 2
Days Hotel,
Dublin Road, Galway City East
Dublin Tourism,
Suffolk Street, Dublin 2
Hotel Westport,
Newport Road, Westport, Co Mayo
Quality Hotel,
Clonakilty, Co Cork
Wineport Lodge,
Glasson, Athlone, Co Westmeath

AWARDS

Mark of Best Practice



Harvey's Point Country House – Receiving the 'Mark of Best Practice' award at the Fáilte Ireland Optimus Awards ceremony were (l. to r.): Siobhan McNulty, Harvey's Point Country House; Breege O'Donoghue; and David Battersby Optimus Approvals Committee; and Deirdre McGlone, Harvey's Point Country House.



Hilton Hotel Dublin Airport – Accepting the 'Mark of Best Practice' award from David Battersby, Optimus Approvals Committee (left) were Yvonne Hand and Peter Mikkelsen, Hilton Hotel Dublin Airport; with Aidan Pender, Director Policy & Industry Development, Fáilte Ireland



Westlodge Hotel, Bantry, Co Cork – Tony Lenahan, Fáilte Ireland presents the 'Mark of Best Practice' award to Eileen O'Shea and Annette O'Donovan, Westlodge Hotel, Bantry, Co Cork



Westport Woods Hotel & Spa – Receiving the 'Mark of Best Practice' at the Fáilte Ireland Optimus Awards ceremony held in Clontarf Castle Hotel Dublin were (l. to r.): John Fraser; Michelle McKenna; and Aoife Riordan, Westport Woods Hotel & Spa; from Tony Lenahan, Fáilte Ireland



Brehon Hotel/Gleneagles Hotel – Receiving the 'Mark of Best Practice' Award at the Fáilte Ireland Optimus Awards ceremony for the Brehon Hotel and Gleneagles Hotel, Killarney were (l. to r.): Carmel Flynn; Patrick O'Donoghue; John Drummond; Eileen O'Donoghue; Derek Lee; Eilis Loughrey; and Sean O'Driscoll



Carlton Atlantic Coast Hotel, Westport, Co Mayo – Anne Collins; Cathleen Fergus; Tony Lenahan, Fáilte Ireland; and Lynda Foley, Carlton Atlantic Coast Hotel, Westport



Faithlegg House Hotel/Tower Hotel, Waterford – Receiving the 'Mark of Best Practice' award at the Fáilte Ireland Optimus Awards ceremony held in Clontarf Castle Hotel Dublin were (l. to r.): Catherina Dempsey, Tower Hotel Waterford; Peter Hutcheson, Fáilte Ireland South East; Alicia Maguire, Tower Hotel/Faithlegg Waterford; and Ellen Reidy, Tower Hotel Waterford.



Fitzgeralds Woodlands House Hotel, Adare, Co Limerick – Recipients of the 'Mark of Best Practice' award were (l. to r.): David Fitzgerald; Orla Fitzgerald and Thomas Murphy, Fitzgeralds Woodlands House Hotel, Adare, Co Limerick



Galway Bay Hotel – Receiving the 'Mark of Best Practice' award at the Fáilte Ireland Optimus Awards ceremony held in Clontarf Castle Hotel, Dublin. Pictured were (l. to r.): Mary Conroy, Galway Bay Hotel; Tom Conneely, Fáilte Ireland North West; and Dan Murphy, Galway Bay Hotel



Glenlo Abbey Hotel – Receiving the 'Mark of Best Practice' award at the Fáilte Ireland Optimus Awards ceremony in Clontarf Castle Hotel Dublin were (l. to r.): Eimear Killian, Glenlo Abbey Hotel; Denis Tucker, Fáilte Ireland; and Brian Bourke, Glenlo Abbey Hotel

Ireland's Best Award



Brooks Hotel – Bernie Bradley (right) and Mark O'Sullivan, Brooks Hotel, Dublin, receive the 'Ireland's Best Award' at the Fáilte Ireland Optimus Awards ceremony held in Clontarf Castle Hotel Dublin.



Days Hotel, Galway – Pictured receiving 'Ireland Best Award' at the Fáilte Ireland Optimus Awards ceremony were (l. to r.): Siobhan Burke; Louise Pettit; and Bernie Daly, Days Hotel Galway



Dublin Tourism – Nyree Landry receives 'Ireland's Best Award' at the Fáilte Ireland Optimus Awards ceremony from (left) David Battersby, Optimus Approvals Committee; and (right) Aidan Pender, Director Policy & Industry Development, Fáilte Ireland



Hotel Westport – Receiving Ireland's Best Award from Liam Campbell, Fáilte Ireland, at the Fáilte Ireland Optimus Awards ceremony held in Clontarf Castle Hotel Dublin were Emma Quirke (right) and Marie Therese Flynn, Hotel Westport, Co Mayo.



Quality Hotel – Receiving 'Ireland's Best Award' from Michael Fitzsimons, Fáilte Ireland; were Anoinette Gleeson-Mills; and Tony McGuigan, Quality Group, Clonakilty, Co Cork



Wineport Lodge – Peter Battersby, Optimus Approvals Committee (left) presents 'Ireland's Best Award' to Cait Noone and Ray Byrne, Wineport Lodge, Glasson, Co Westmeath; with Aidan Pender, Director Policy & Industry Development, Fáilte Ireland