



**Optimus**<sup>®</sup>  
Achieving Business Excellence

## NATIONAL AWARDS CEREMONY

3rd December 2008

The Brehon

Killarney



**Fáilte Ireland**

National Tourism Development Authority

# THE OPTIMUS PROGRAMMES

## WHAT IS OPTIMUS?

The Fáilte Ireland Optimus programme structure comprises three distinct yet related elements, enabling businesses to progress through the different levels. It is in effect the National Standard for Best Practice in hospitality in tourism in Ireland. Optimus is based on the EFQM Excellence Model but it has been customised for the Tourism industry

Fáilte Ireland provides a package of training, consultancy, mentoring and support for companies wishing to adopt the principles of the Model. Companies seeking accreditation through the Optimus framework are independently assessed by the Centre for Competitiveness, Northern Ireland - a National Partner Organisation of the EFQM. All assessments are reviewed by the Optimus Approvals Board.

### Service Excellence Award

The Service Excellence Model is aligned with the customer service elements of the EFQM Model. It incorporates concepts such as the Service Journey, Moments of Truth, the External Customer, the Internal Customer Supplier and Service Standards. All employees in the organisation, from back of house to senior management, participate in a customised training programme.

The Optimus programme enables companies to achieve high levels of customer satisfaction and increased customer loyalty through clearly defined standards of performance underpinned by a highly motivated workforce.

### Mark of Best Practice

Optimus Best Practice is a business process improvement programme that enables tourism operations to focus on key business processes under the headings of Management Systems, Operations and Standards of Performance. Among the benefits of this level are improved profitability, professionalism and product & service innovation. It engenders a culture of continuous improvement, establishes efficiency and productivity targets and key performance measures and benchmarks.

### Award of Excellence

The Award of Excellence is based on the EFQM standards and principles. To achieve it, businesses need not only demonstrate a deep commitment to continuous improvement and superior performance but also a proactive attitude to the changing social, economic and market conditions in which they operate.

Companies that achieve sustainable excellence display a strong results orientation, a passionate customer focus, a commitment to management by processes and an abiding enthusiasm for continuous learning and innovation based on rigorous benchmarking.

### EFQM Recognised for Excellence

The EFQM Recognised for Excellence Levels 4 & 5 can be attained by Tourism businesses that wish to build on their achievement of the Award of Excellence. They must demonstrate that improvements were consistently achieved and sustained over a number of years through a process of target setting, benchmarking and performance monitoring.

These businesses develop effective partnerships with other organisations and stakeholders based on mutual trust, respect and openness. This enables them to achieve common goals by sharing their combined knowledge and expertise. Businesses operating at this level of excellence adopt a highly ethical and responsible approach to running their enterprise and they achieve an acceptable balance between the commercial, social and legal demands of the business.

## ASSESSMENT, APPROVALS AND AWARDS

Companies who have successfully implemented the Optimus Programme are encouraged to seek independent accreditation in recognition of their achievements. The process involves a comprehensive assessment of their organisation by accredited assessors. Their findings are then endorsed by the Optimus Approvals Board who recommend the final and appropriate award for the company.

The Optimus Approvals Board encompasses experts in the field of quality and accreditation, education and training, and business. Three of its members are previous winners of the European Quality Award which is Europe's most prestigious award for organisational excellence and is the highest level within the EFQM levels of excellence scheme.

The expertise and reputation of the Approvals Board members lends status and prestige to the Optimus Programmes. Fáilte Ireland acknowledge and thank the generous contribution of time and energy by each of the members of the Approvals Board and their willingness to lend their expertise to the progression of the Optimus Programmes.

### THE ASSESSMENT, APPROVALS AND AWARDS PROCESS

The company registers for Optimus and applies the standards and criteria.

When the standards and criteria have been met in accordance with the guidelines the company prepares a submission document and sends it to the Centre for Competitiveness N.I..

The Centre for Competitiveness N.I. allocates an assessor and a desk review of the submission document is carried out.

The Centre for Competitiveness N.I. then carries out an on-site assessment and identifies strengths, weaknesses and areas for improvement.

The Centre for Competitiveness N.I. compiles a detailed report with findings and recommendations.

This report is sent to members of the Optimus Approvals Board for review and decision.

The Optimus Approvals Board discusses the submission and recommends the appropriate award.

This award is presented to the company at the National Optimus Awards ceremony.

Partners in the approvals process are the Centre for Competitiveness, N.I., the Optimus Approvals Board and the EFQM (European Foundation for Quality Management)

**WANT TO KNOW MORE? Contact the Optimus office on 01-8847700.**

 Service Excellence Award



**Armada Hotel**

Spanish Point, Miltown Malbay,  
Co. Clare  
Director  
- *John J Burke*  
General Manager  
- *Ivan Tuohy*  
Optimus Co-ordinator  
- *Pamela Burke*

**Best Western Pery's Hotel**

Glentworth Street, Limerick  
General Manager  
- *Marie Tynan*  
Optimus Co-ordinator  
- *Rory Wilkinson*

**Blue Haven Collection Kinsale**

3 Pearse Street, Kinsale, Co. Cork  
General Manager  
- *Declan Delaney*  
Optimus Co-ordinator  
- *Maria Cannon*

**Buswells Hotel**

23/27 Molesworth Street, Dublin 2  
General Manager  
- *Paul Gallagher*  
Optimus Co-ordinator  
- *Claire Noonan*

**Carlton Kinsale Hotel & C Spa**

Rathmore Road, Kinsale, Co. Cork  
General Manager  
- *Philip Lee*  
Optimus Co-ordinator  
- *Joann Sweeney*

**Carlton Shearwater Hotel, Spa & Conference Centre**

Marina Point, Ballinasloe, Co. Galway  
General Manager  
- *Dermot Birchall*  
Optimus Co-ordinator  
- *Cathal Dolan*

**Clew Bay Hotel**

James Street, Westport, Co. Mayo  
General Manager  
- *Maria Ruddy*  
Optimus Co-ordinator  
- *Karen Brennan*

**Clonmel Park Hotel**

Cahir Road Roundabout, Clonmel,  
Co. Tipperary  
General Manager  
- *Michael Boyle*  
Optimus Co-ordinator  
- *Cyril McMahon*

**Dingle Skellig Hotel & Peninsula Spa**

Dingle, Co. Kerry  
General Manager  
- *Graham Fitzgerald*  
Optimus Co-ordinator  
- *Karen Byrnes*

**DUBLIN TOURISM  
VISITOR SERVICES**

Visitor Services  
- *Danaë Maguire*  
Optimus Co-ordinator  
- *Nicola Walsh*

**Dublin Airport**

Co. Dublin

**Dún Laoghaire**

Co. Dublin

**O'Connell Street**

Dublin 1

**Suffolk Street**

Dublin 2

**DUBLIN TOURISM  
VISITOR ATTRACTIONS**

Manager Visitor Attractions  
- *Nyrée Landry*  
Optimus Co-ordinator  
- *Nicola Walsh*

**Malahide Castle**

Malahide, Co. Dublin

**Writers Musuem**

Parnell Square, Dublin 1

**Farmleigh**

Farmleigh, Castleknock, Dublin 15  
General Manager  
- *Mary Heffernan*  
Optimus Co-ordinator  
- *Sharon Doyle*

**Garryvoe Hotel**

Ballycotton Bay, Castlemartyr,  
Co. Cork  
General Manager  
- *Stephen Belton*  
Optimus Co-ordinator  
- *Anthony Moloney*

**Hamlet Court Hotel**

Johnstownbridge, Enfield, Co. Meath  
Proprietor  
- *John O'Neill*  
Optimus Co-ordinator  
- *Michelle Bolger*

**Kate Browne's Bar & Restaurant**

Co. Kerry  
Proprietor  
- *Jimmy Browne*  
General Manager & Coordinator  
- *Andrew Pardoe*

**Killarney Towers Hotel  
& Leisure Centre**

College Street, Killarney, Co. Kerry  
General Manager  
- *Alex O'Shea*  
Optimus Co-ordinator  
- *Leslie Pereira*

**Lake Hotel Killarney**

Muckross Road, Killarney, Co Kerry  
General Manager  
- *Niall Huggard*  
Optimus Co-ordinator  
- *Sarah Mannix*

 Service Excellence Award



**Lemongrass Restaurant Citywest**

Saggart, Co. Dublin  
General Manager  
- *Camilla Gray*  
Optimus Co-ordinator  
- *Mary O'Neill*

**Oriel House Hotel**

Ballincollig, Co. Cork  
General Manager  
- *Breda Keane*  
Optimus Co-ordinator  
- *Tina Hawkings*

**The Maldron Hotel Galway**

Oranmore, Co. Galway  
General Manager  
- *Dermot Comerford*  
Optimus Co-ordinator  
- *Deirdre Cremin*

**Lemongrass Restaurant Naas**

Naas, Co. Kildare  
General Manager  
- *Bogusia Ciapka*  
Optimus Co-ordinator  
- *Mary O'Neill*

**Temple Bar Hotel**

Fleet Street, Temple Bar, Dublin 2  
General Manager  
- *Finbar Gethins*  
Optimus Co-ordinator  
- *Stephen Holland*

**Wineport Lodge**

Glasson, Athlone, Co. Westmeath  
General Manager  
- *Norma Wilson*  
Optimus Co-ordinator  
- *Linda Martin*

**Limerick Marriott Hotel**

Henry Street, Limerick  
General Manager  
- *Niall Kerins*  
Optimus Co-ordinator  
- *Robert Chestnutt*

**The Jameson Experience, Midleton**

Distillery Walk, Midleton, Co. Cork  
General Manager  
- *David Byrne*  
Optimus Co-ordinator  
- *Terence Dancklefsen*

**Wyatt Hotel**

The Octagon, Westport, Co. Mayo  
General Manager  
- *Barney Clark*  
Optimus Co-ordinator  
- *Eoin McDonald*

 Mark of Best Practice



**Carlton Hotel Dublin Airport**

Old Airport Road, Clogharan,  
Co. Dublin  
General Manager  
- *Declan Meagher*  
Optimus Co-ordinator  
- *Hans Zander*

**Faithlegg House Hotel**

Faithlegg, Co. Waterford  
General Manager  
- *Alison Redmond*  
Optimus Co-ordinator  
- *Ellen Reidy*

**Glenlo Abbey Hotel**

Bushypark, Galway  
General Manager  
- *Brian Bourke*  
Optimus Co-ordinator  
- *Eimear Killian*

**Carton House Hotel**

Maynooth, Co. Kildare  
General Manager  
- *David Webster*  
Optimus Co-ordinator  
- *Siobhan Franklin*

**Fitzpatrick Castle Hotel**

Killiney, Co. Dublin  
General Manager  
- *Nicholas Logue*  
Optimus Co-ordinator  
- *Sandra Jackson*

**Harvey's Point Hotel**

Lough Eske, Donegal Town,  
Co. Donegal  
Proprietors  
- *Deirdre McGlone*  
- *Marc Gysling*

**Connemara Coast Hotel**

Furbo, Co. Galway  
General Manager  
- *Ann Downey*  
Optimus Co-ordinator  
- *Anne Delaney*

**Galway Bay Hotel**

The Promenade, Salthill, Co. Galway  
General Manager  
- *Dan Murphy*  
Optimus Co-ordinator  
- *Mary Conroy*

**Quality Resort Killarney**

Cork Road, Killarney, Co. Kerry  
General Manager  
- *Patrick Dillon*  
Optimus Co-ordinator  
- *Patricia Keogh*

RECIPIENTS - JULY 2008



Mark of Best Practice



**Radisson SAS Farnham Estate Hotel**

Farnham Estate, Cavan, Co. Cavan

General Manager

- *Sheila Gray*

Optimus Co-ordinator

- *Michelle McElvogue*

**Westport Woods Hotel & Spa**

Quay Road, Westport, Co. Mayo

Proprietor

- *Joanne McEniff*

Optimus Co-ordinator

- *Michelle McKenna*

**The Maritime Hotel**

The Quay, Bantry, West Cork

General Manager

- *Simon Tiptaft*

Optimus Co-ordinator

- *Eilis Loughrey*

**Whites of Wexford**

Abbey Street, Wexford

General Manager

- *Peter Wilson*

Optimus Co-ordinator

- *Anne O'Brien*

**The Westport Plaza Hotel**

Castlebar Street, Westport, Co. Mayo

General Manager

- *John Clesham*

Optimus Co-ordinator

- *Sinead Conway*



Award of Excellence



**Clontarf Castle Hotel**

Castle Avenue, Clontarf, Dublin 3

General Manager

- *Pius Furlong*

Optimus Co-ordinator

- *Deirdre Fitzsimons*

**Radisson SAS St Helen's Hotel**

Stillorgan Road, Dublin 4

General Manager

- *Neil Lane*

Optimus Co-ordinator

- *Alan Mahoney*



Recognised for Excellence Level 5



**Maryborough Hotel & Spa**

Maryborough Hill, Douglas, Cork

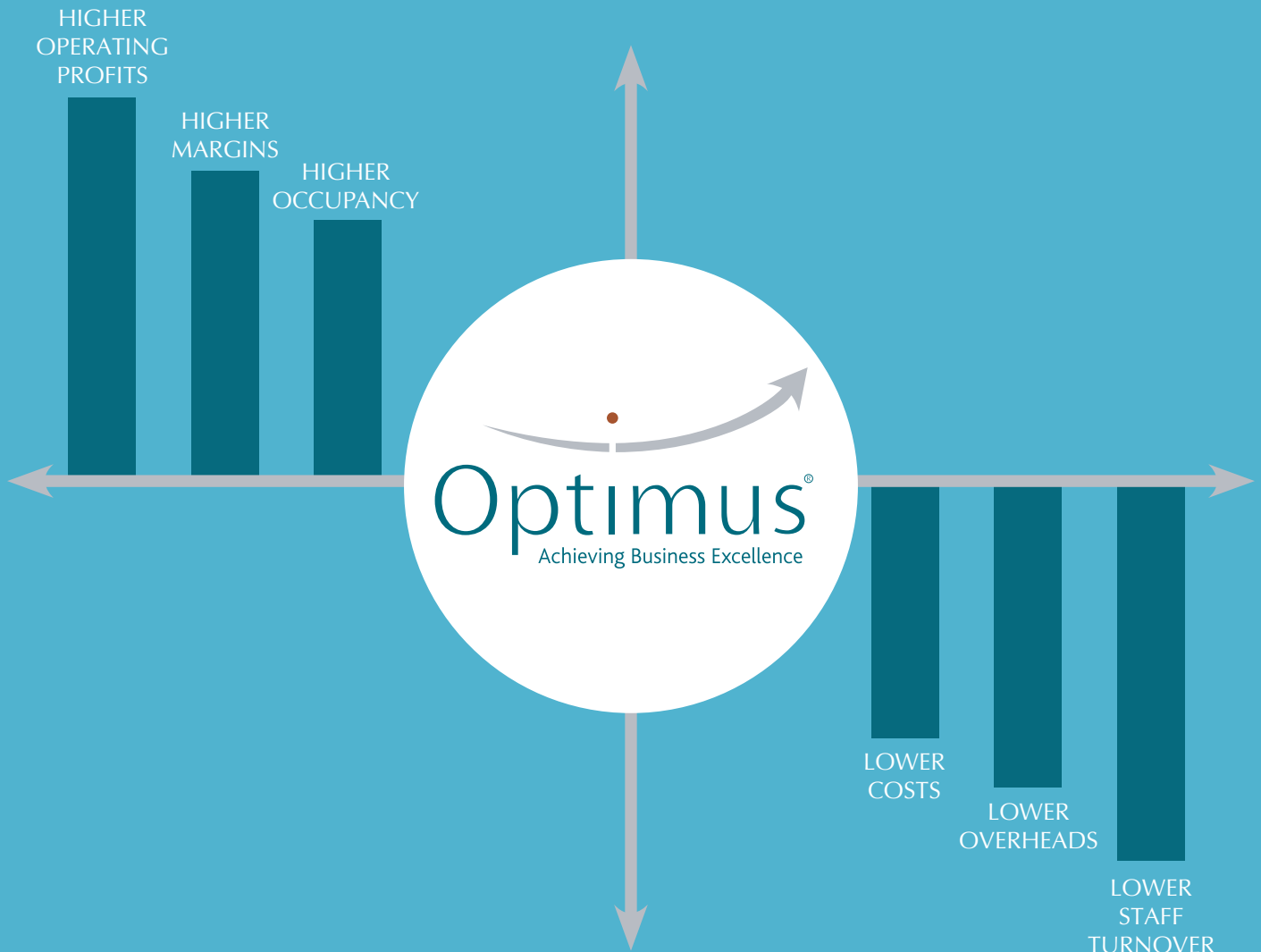
General Manager

- *Justin McCarthy*

Optimus Co-ordinator

- *Kate McGrath*

# EXPERIENCE THE HIGHS AND LOWS OF OPTIMUS



## OPTIMUS GIVES YOUR BUSINESS THE EDGE!

Optimus is the National Standard for Best Practice and Excellence in the Irish Tourism and Hospitality industry. It was developed by Fáilte Ireland to support businesses in becoming more competitive, productive and profitable. The Optimus model provides businesses with an established formula for achieving success and a framework to monitor progress and measure performance improvements.

Optimus has already helped hundreds of Irish hotels and tourism businesses to achieve world class standards of product and service thus enabling them to compete effectively in a competitive marketplace so don't get left behind.

### Want to know more?

To find out how Optimus can help you achieve better business performance, contact the Optimus team at:  
**Dublin 01-8847700**  
Email [info@optimus.ie](mailto:info@optimus.ie)