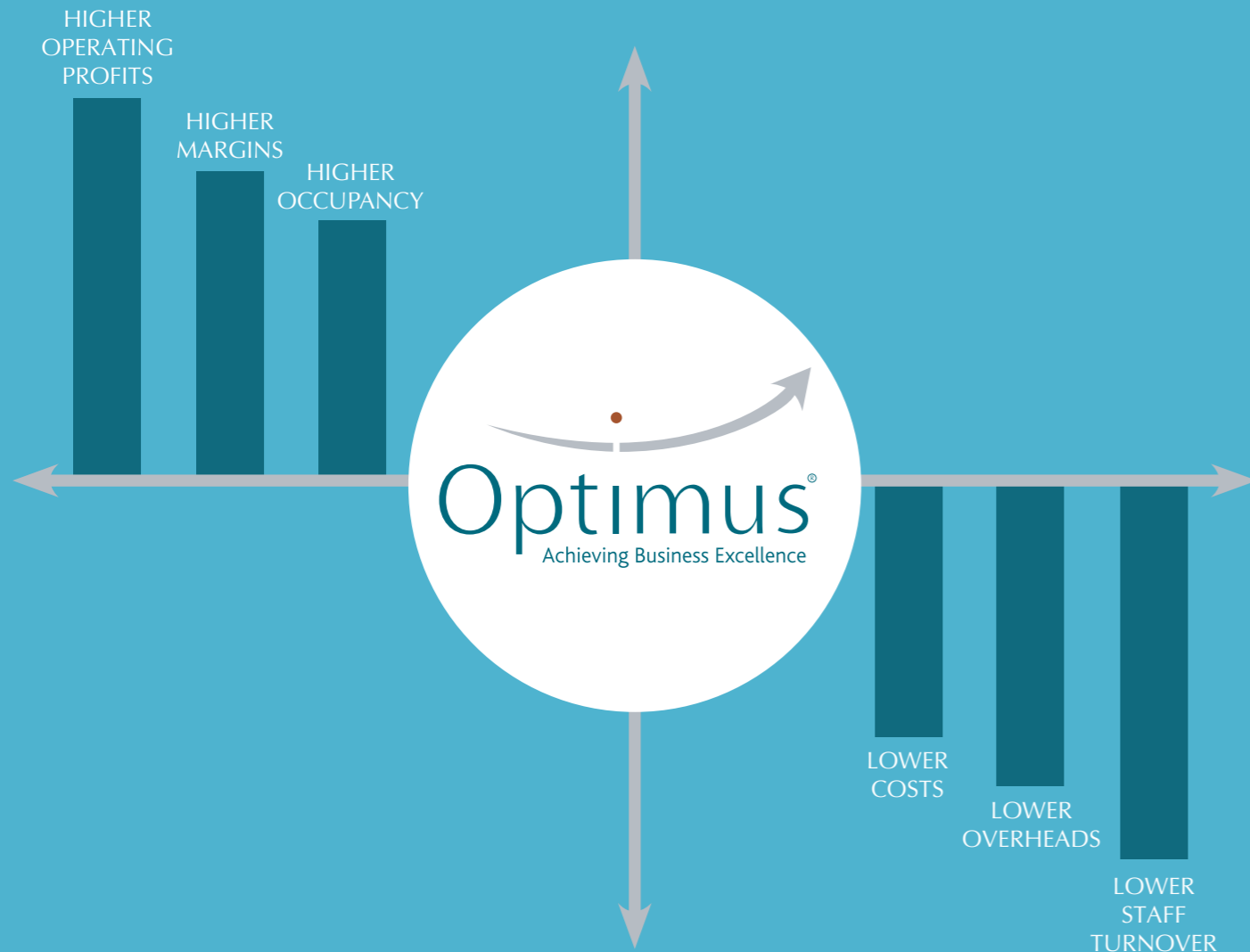


EXPERIENCE THE HIGHS AND LOWS OF OPTIMUS



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



Optimus®
Achieving Business Excellence

NATIONAL AWARDS CEREMONY

9th July 2008
Castletroy Park Hotel



THE OPTIMUS PROGRAMMES

WHAT IS OPTIMUS?

Optimus is an innovative, multi-tiered programme to support tourism businesses in becoming more profitable, more efficient and more competitive. Rooted in international research, which shows companies that adopt performance excellence principles can significantly improve their income and sales, Optimus offers a practical approach to achieving excellence in 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 to organizational excellence.

The Optimus Programme structure comprises three levels, enabling businesses to progress through the different levels, building their capabilities and each stage and gaining recognition as they make progress. Recognition is awarded to businesses that satisfy a rigorous assessment and evaluation of their management methods and systems against the Optimus criteria.

Service Excellence Award

The Service Excellence Programme is an established concept which underpins the Optimus Best Practice and Business Excellence programmes. It focuses on the creation and development of a service excellence culture that is specific to the hospitality sector and that can be adopted by individual enterprises within the sector. It also provides a solid foundation on which real progress can be made on the organisation's journey to excellence.

Mark of Best Practice

Optimus Best Practice is a business process improvement programme that enables tourism businesses to benchmark their businesses against the best in the industry, discover what makes them successful and apply that to their own business. It focuses on key business processes under the headings of planning, people and operations. The company must provide evidence that key performance measures have been identified, targets have been set, benchmarks have been selected for tracking and comparison against targets the following year and subsequent years.

Award of Excellence

Excellence is an evolving concept that changes and develops in response to changes in the competitive environment. To achieve it, businesses need not only a deep commitment to continual 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 sound performance measures, and an abiding enthusiasm for continual learning and innovation based on rigorous benchmarking. Once the required level of excellence has been achieved, businesses will be presented with the prestigious Award of Excellence, a tangible recognition of their status as both an outstanding performer within the hospitality sector and an exceptional achiever across all sectors.

THE APPROVALS AND AWARDS PROCESS

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.

Fáilte Ireland sought to assemble a group of professionals of the highest calibre with expertise in a range of different disciplines. The Optimus Approvals Board encompasses experts in the field of quality and accreditation, education and training, and business. Two 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 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.

RECIPIENTS - JULY 2008

Service Excellence Award



Carlton Redcastle Hotel & C Spa
Inishowen Peninsula, Moville, Co. Donegal

General Manager
- *Ignacio Diaz*
Optimus Co-ordinator
- *Siobhán Devine*
- *Michelle Simpson*

Crowne Plaza Dundalk
Green Park, Inner Relief Road, Dundalk

General Manager
- *Tom Devaney*
Optimus Co-ordinator
- *Niamh Murphy*

Days Hotel Galway
Dublin Road, Galway City East

General Manager
- *Siobhán Burke*
Optimus Co-ordinator
- *Louise Pettit*

Killashee House Hotel & Villa Spa
Naas, Co. Kildare

General Manager
- *Deirdre Nix*
Optimus Co-ordinator
- *Siobhán McEvoy*

BF Restaurants
T/A Lemongrass Maynooth
Glenroyal Hotel, Maynooth, Co. Kildare

General Manager
- *Laurence Maritz*
Optimus Co-ordinator
- *Mary O'Neill*

Quality Hotel & Leisure Centre Clonakilty

Clonakilty, Co. Cork
General Manager
- *David Henry*
Optimus Co-ordinator
- *Geraldine McCarthy*

Slieve Russell Hotel Golf & Country Club
Ballyconnell, Co. Cavan

General Manager
- *Tony Walker*
Optimus Co-ordinator
- *Breda Kenny*

Mark of Best Practice



The Brehon
Muckross Road, Killarney, Co. Kerry

General Manager
- *Sean O'Driscoll*
Optimus Co-ordinator
- *Eilis Loughrey*

The Gleneagle Hotel
Muckross Road, Killarney, Co. Kerry

General Manager
- *John Dolan*
Optimus Co-ordinator
- *Eilis Loughrey*

Harvey's Point Hotel
Lough Eske, Donegal Town, Co. Donegal

General Manager
- *Deirdre McGlone*
Optimus Co-ordinator
- *Siobhán McNulty*

The Landmark Hotel
Carrick-on-Shannon, Co. Leitrim

General Manager
- *Philip Coghlan*
Optimus Co-ordinator
- *Julianne Shanley*

Tower Hotel Waterford
The Mall, Waterford

General Manager
- *Alicia Maguire*
Optimus Co-ordinator
- *Ellen Reidy*

Trident Hotel Kinsale
World's End, Kinsale, Co. Cork

General Manager
- *Hal McElroy*
Optimus Co-ordinator
- *Anthony O'Mullane*