

Hoteliers Reach For Optimus Standard

Hoteliers are taking Fáilte Ireland's new **Optimus** quality standard and business improvement tool very seriously. The tourism body recently made 20 awards under the scheme, which is designed to help hotels understand their performance and then assists them in establishing priorities around making continuous improvement.

The **Optimus** programme structure has three core levels and a further two tiers of development, enabling businesses to progress through a gradual programme of improvement. The first level is Service Excellence, then there's Mark of Best Practice, followed by Business Excellence. There are two further steps to progress via the European Foundation for Quality Management.

The Stillorgan Park Hotel in Dublin received the Service Excellence award and it wasn't easy, says general manager Daragh O'Neill. "For nearly a year we questioned everything we did. Constant training and retraining has been implemented to accurately measure how we were performing against the best in the field. The benefit for guests and staff has been considerable."

Clontarf Castle Hotel received the top level award in recognition of the hotel's ongoing commitment to continuous improvement and business excellence. Other award recipients included Fitzpatrick Castle Hotel, Connemara Coast Hotel, Crowne Plaza Dundalk and Talbot Wexford Hotel.



Fáilte Ireland chairman Redmond O'Donoghue (left) and Daragh O'Neill