



Towering achievement for Crowne Plaza

By Tamara O'Connell

THE Crowne Plaza Hotel in Dundalk has scooped a Service Excellence Award in a national **tourism** industry competition. The hotel was recognised for its commitment to business excellence at the **Fáilte Ireland Optimus Awards**.

Developed by **Fáilte Ireland**, the **Optimus** programme aims to help **tourism** establishments - including hotels, restaurants and visitor centres - achieve excellence in every aspect of their business.

The Head of **Fáilte Ireland's** Food, Hospitality and Standards sector, Tony Lenehan, commended the Crowne Plaza Hotel at the ceremony which was held in Galway on Tuesday, January 26.

"I would like to congratulate the Crowne Plaza Dundalk Hotel on their achievement. Not just on the accolade that they have received today but on their business acumen which has seen them embrace a management framework that brings tangible business benefits," said Mr Lenehan.

Fáilte Ireland Chairman Redmond O'Donoghue stressed the importance of the **Optimus** programme for the hospitality sector which has been badly hit by the recession.

"I would like to commend your willingness to take on **Optimus** at a challenging time for **tourism**. This demonstrates your ability to embrace challenges and deal with them proactively," said Mr O'Donoghue.

"For our part, we in **Fáilte Ireland** are committed to working with you and others in the industry to overcome the challenges posed by the current economic climate."



● AWARD . . . Tom Conneely of **Fáilte Ireland** presents the award to Garret O'Neill and Niamh Murphy of the Crowne Plaza Dundalk Hotel.