



# Excellence award for hotel

THE Crowne Plaza Dundalk Hotel, have been honoured at the **Fáilte Ireland Optimus Awards** in Galway, receiving the Service Excellence Award for special recognition for their ongoing commitment to continuous improvement and business excellence.

The **Optimus** programme, developed by **Fáilte Ireland**, aims to help **tourism** establishments – including hotels, restaurants and visitor centres – achieve excellence in every aspect of their business by providing a practical approach to improving the quality, value and delight that visitors experience during their stay in Ireland.

Tony Lenehan, Head of Food, Hospitality and Standards, Fáilte Ireland commended the award winners – ‘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.

‘This year we have 20 winners who are receiving recognition for their commitment to quality through the **Optimus** programme. Today’s recipients are located throughout the country, representing twelve counties in all, and reflect well on the tourism industry’s willingness to embrace change and innovation towards self-improvement.’

The ‘Optimus’ programme is a national quality standard and business improvement tool for the Irish tourism industry with an emphasis on business improvement. The programme helps enterprises understand their performance and then assists them in establishing priorities around making continuous improvement.

Further information on the **Optimus** Awards and programmes is available online from [www.optimus.ie](http://www.optimus.ie) or email [info@optimus.ie](mailto:info@optimus.ie).



Tom Conneely (left), **Fáilte Ireland** presenting a Service Excellence Award to Garret O'Neill and Niamh Murphy of Crowne Plaza Dundalk.