



Lake Hotel is on crest of a wave

THE Lake Hotel was amongst a group of 12 **tourism** establishments honoured at the **Fáilte Ireland Optimus** Awards held in Dublin's Clontarf Castle Hotel.

The top **tourism** establishment received the Mark of Best Practice Award as special recognition for it's ongoing commitment to continuous improvement and a first class customer experience.

The recipients were from throughout the country, representing seven counties in all.

Sarah Mannix, **Optimus** co-ordinator, The Lake Hotel, said: "The Mark of Best Practice award provides recognition to the hardworking staff and management at the Lake Hotel. It helps us run the Hotel in an efficient manner, and provides a

guarantee of consistently high standards to our guests. Achieving this award is a result of everyone's commitment and hard work in the hotel and we are delighted to receive this award today."

Tony Lenehan, head of food, hospitality and standards, **Fáilte Ireland**, congratulated the award winners, saying: "The Lake Hotel has undergone a full assessment based on the **Optimus** framework. This assessment confirms the performance of the organisation and their ability to embed the principles of continuous improvement across their business while transforming these principles into tangible results.

"The evident drive and commitment of all today's winners is very clearly demonstrated by this award. They deserve to be proud of the results they have delivered in raising the profile of quality management within the Irish tourism industry."



Liam Campbell, Fáilte Ireland; Sarah Mannix and Tony Roche, The Lake Hotel; and Tom Conneely, Fáilte Ireland.