The Role of Fáilte Ireland in registration & standards

National Quality Assurance Framework

Jean Smyth

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What is Fáilte Ireland?





As the National Tourism Development Authority, Fáilte Ireland's mission is to support the survival and drive the recovery of the sector in order to maximise the sustainable economic, environmental, cultural and social contribution of tourism to Ireland.

What is the National Quality Assurance Framework (NQAF)?



We aim to provide consumers with easily identifiable symbols and standards of service that they can trust.

Working with accommodation providers, Fáilte Ireland ensures that those standards meet consumer expectations.

We also help with marketing and assist with product development through training and other supports.

Tourist Accommodation

In Fáilte Ireland, Móistín Eéinfhre smaller and more uniq Self Caterin to the tourism industry, estered

Lóistín Féinfhreastail importance of the iniq Self Catering mmodation businesses stry, ester tall in rural areas.

In order to be able to recognise and work with these new innovative accommodation providers, we introduced the **Welcome Standard** in 2015.





Benefits



Quality Assessments Business Training & Supports Quality Mark Discover Ireland



Accommodation on Discover Ireland

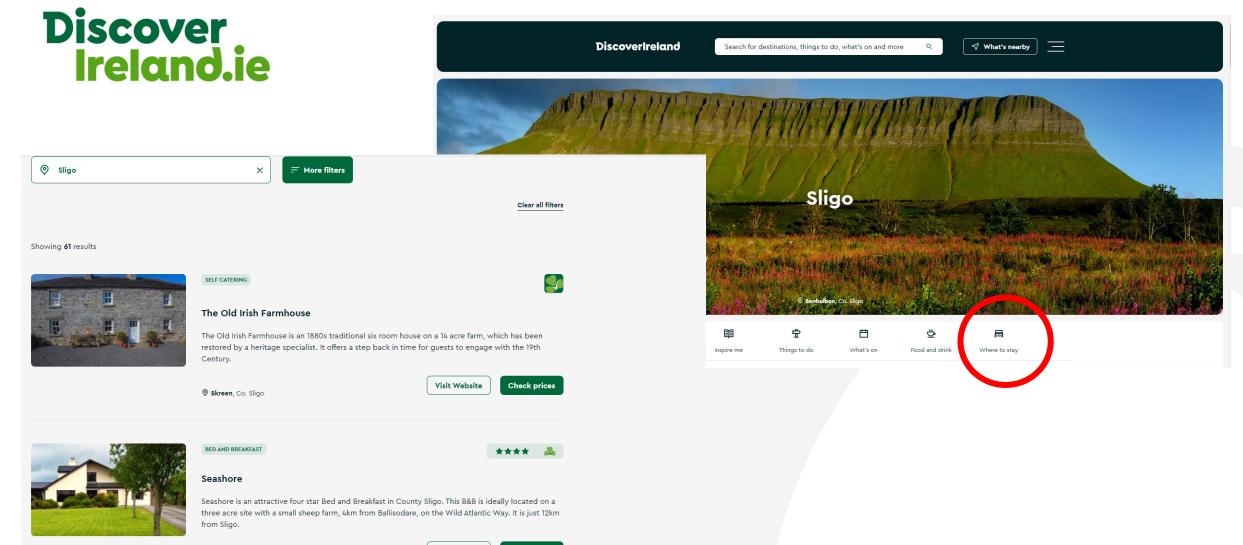


- Dedicated <u>Accommodation section</u> on the site, highlighted in main navigation and footer section.
- Once approved, accommodation details and images can be added to Discover Ireland.
- Options for users to filter by destination & accommodation type.



Accommodation on Discoverireland.ie



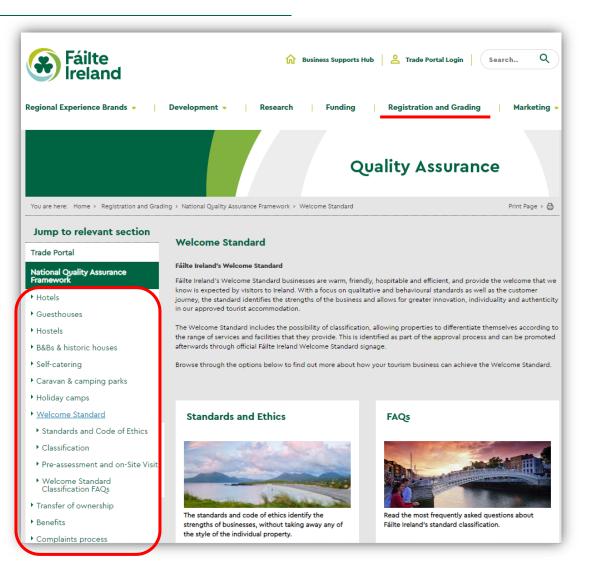


Visit Website Check prices

How to Apply/What to do Next

Information on the various sectors such as Welcome Standard, Self Catering or B&B are available in the **NQAF** section of Fi.ie

From here you can see what sector would suit you best and find out the requirements for each sector.

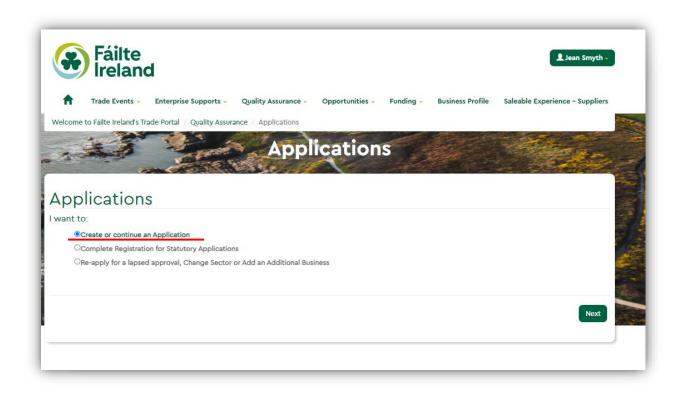




How to Apply/What to do Next







Useful Links



Here are some useful links & contact details to help you with further information in relation to what we spoke about today:

Customer Service Contact No: 0818 888 800

Quality Assurance Team Email: qualityassurance@failteireland.ie

NQAF Link: https://www.failteireland.ie/national-quality-assurance-framework.aspx

Trade Portal Link: https://tradeportal.failteireland.ie/

Welcome Standard Link: https://www.failteireland.ie/welcomestandard.aspx

Regional Experience Brands:

Dublin: <u>https://www.failteireland.ie/Regional-experience-brands/Dublin.aspx</u> Ireland's Ancient East: <u>https://www.failteireland.ie/Regional-experience-brands/Ireland-s-Ancient-East.aspx</u> Wild Atlantic Way: <u>https://www.failteireland.ie/Regional-experience-brands/Wild-Atlantic-Way.aspx</u> Ireland's Hidden Heartlands: <u>https://www.failteireland.ie/IrelandsHiddenHeartlands.aspx</u>

Thank you

Jean Smyth



