



# The Role of Fáilte Ireland in registration & standards

National Quality Assurance Framework

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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.

In Fáilte Ireland, we recognise the importance of the smaller and more unique style accommodation businesses to the tourism industry, especially 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

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Quality Assessments

Business Training & Supports

Quality Mark

Discover Ireland



# Accommodation on Discover Ireland

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Discover  
Ireland.ie



- Dedicated [Accommodation section](#) 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.

44,212  
Page Views


11,152  
Referrals

# Accommodation on Discoverireland.ie



## Discover Ireland.ie

DiscoverIreland Search for destinations, things to do, what's on and more What's nearby



Sligo


Benbulbin, Co. Sligo

Inspire me Things to do What's on Food and drink **Where to stay**

Sligo More filters

Clear all filters

Showing 61 results




SELF CATERING

### The Old Irish Farmhouse

The Old Irish Farmhouse is an 1880s traditional six room house on a 14 acre farm, which has been restored by a heritage specialist. It offers a step back in time for guests to engage with the 19th Century.

Skreen, Co. Sligo

Visit Website Check prices



BED AND BREAKFAST

★★★★

### Seashore

Seashore is an attractive four star Bed and Breakfast in County Sligo. This B&B is ideally located on a three acre site with a small sheep farm, 4km from Ballisodare, on the Wild Atlantic Way. It is just 12km from Sligo.

Ballisodare, Co. Sligo

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.

A screenshot of the Fáilte Ireland website. The top navigation bar includes the Fáilte Ireland logo, "Business Supports Hub", "Trade Portal Login", and a search bar. Below this is a secondary navigation bar with categories: "Regional Experience Brands", "Development", "Research", "Funding", "Registration and Grading" (highlighted with a red underline), and "Marketing". The main content area has a large green and white graphic with the text "Quality Assurance". Below this is a breadcrumb trail: "You are here: Home &gt; Registration and Grading &gt; National Quality Assurance Framework &gt; Welcome Standard". A "Print Page" icon is also visible. On the left, there is a "Jump to relevant section" menu with a red border around it, listing various sectors: Trade Portal, National Quality Assurance Framework (highlighted), Hotels, Guesthouses, Hostels, B&amp;Bs &amp; historic houses, Self-catering, Caravan &amp; camping parks, Holiday camps, Welcome Standard (highlighted), Standards and Code of Ethics, Classification, Pre-assessment and on-Site Visit, Welcome Standard Classification FAQs, Transfer of ownership, Benefits, and Complaints process. The main content area is titled "Welcome Standard" and contains introductory text about the standard, a paragraph about classification, and a list of options to explore. At the bottom, there are two sections: "Standards and Ethics" with a landscape image and "FAQs" with a bridge image.



# How to Apply/What to do Next



This screenshot shows the homepage of the Fáilte Ireland Trade Portal. At the top left is the Fáilte Ireland logo. To the right, there are "Log In" and "Sign Up" buttons, with the "Sign Up" button highlighted by a red rectangle. Below the header is a navigation menu with links for Trade Events, Enterprise Supports, Quality Assurance, Opportunities, Funding, and Business Profile. The main heading reads "Welcome to Fáilte Ireland's Trade Portal". Below this, a white box contains the text "Please choose one of our services below." A grid of six service tiles is displayed: Trade Events, Quality Assurance (highlighted with a red border), Enterprise Supports, Opportunities, Funding, and Business Profile. Each tile features a scenic landscape image and the service name in white text.

This screenshot shows the "Applications" page on the Fáilte Ireland website. The header includes the Fáilte Ireland logo and a user profile for "Jean Smyth". The navigation menu is similar to the homepage but includes "Saleable Experience - Suppliers". The breadcrumb trail reads "Welcome to Fáilte Ireland's Trade Portal / Quality Assurance / Applications". The main heading is "Applications". Below this, a section titled "I want to:" contains three radio button options: "Create or continue an Application" (which is selected and underlined), "Complete Registration for Statutory Applications", and "Re-apply for a lapsed approval, Change Sector or Add an Additional Business". A green "Next" button is located at the bottom right of the content area.

# Useful Links

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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](tel:0818888800)

**Quality Assurance Team Email:** [qualityassurance@failteireland.ie](mailto: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:** <https://www.failteireland.ie/Regional-experience-brands/Dublin.aspx>

**Ireland's Ancient East:** <https://www.failteireland.ie/Regional-experience-brands/Ireland-s-Ancient-East.aspx>

**Wild Atlantic Way:** <https://www.failteireland.ie/Regional-experience-brands/Wild-Atlantic-Way.aspx>

**Ireland's Hidden Heartlands:** <https://www.failteireland.ie/IrelandsHiddenHeartlands.aspx>



# Thank you

Jean Smyth

