



RAISING THE BAR

The National Standards Framework
Pub Accreditation



Fáilte Ireland
National Tourism Development Authority

Industry Standards & Quality
'Competitiveness through Quality & Service'

www.failteireland.ie

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'It certainly feels like a hundred thousand welcomes...'

President Barack Obama on his visit to Ireland in May 2011.

Ollie Hayes Pub is one of the first premises to be assessed, and approved, under Fáilte Ireland's new national standards scheme for pubs 'Raising the Bar'. Famously visited by the President of the United States, Barack Obama and his wife Michelle, Ollie Hayes Pub proudly boasts a certificate of recognition, proving it delivers the customer journey. President Obama himself stressed that the quality and warmth of the welcome he received in Ireland was second to none. 'Raising the Bar' strives to ensure that all visitors feel equally welcome when they come and experience Irish pubs for themselves. The standards are based around the typical customer journey and will help ensure continued high standards in the pub industry, as well as raise standards across the board. The scheme will increase the consistency and quality of service provided in Irish pubs to visitors, both domestic and international.

The Road to Quality

Ireland's friendliness, charm, warm welcome, and 'craic' are considered its major attractions. Often visitors find such traits in the night-time culture. While visitors have a selection of pubs and licensed premises to choose from based on the size, style, location, service, food and entertainment offered, there is little or no indication of the quality they can expect.

The National Standards Framework



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Quality is the key to boosting your business and improving your profits. Fáilte Ireland research has shown that consumers and the international travel trade are increasingly demanding an assurance of the quality of the products and services they buy and sell. Today's visitors want high quality experiences and their expectations are continually rising in all aspects of their holidays.

Delivering a better visitor experience... together

It is Fáilte Ireland's vision to formalise the existing perception of many visitors that Ireland is a country with quality pubs which should be visited as part of every trip, and to assist them in their decision of which outlets to visit through the introduction of an approval system. This system aims to ensure that the visitor experience of pubs and pub culture in Ireland consistently meets and exceeds expectations.

The introduction of an approval system will allow the very best of Ireland's Pubs and Licensed Premises to become Fáilte Ireland accredited, and marketed for domestic and international visitors, regardless of their location and independent of membership of industry bodies.

About the National Standards and Quality Framework

- Participation in the National Standards and Quality Framework is voluntary.
- The framework has been established by Fáilte Ireland as the required approach when defining the requirements and criteria for approval.
- The introduction of a quality-based approval system will allow the very best of Ireland's Pubs and Licensed Premises to become accredited by Fáilte Ireland, and marketed for domestic and international visitors, regardless of their location and independent of membership of industry bodies.
- The approval system has a set of minimum standards that must be complied with before approval is awarded.



The Benefits for your business:

Fáilte Ireland provides strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination. Businesses approved under any of Fáilte Ireland's quality assurance schemes are guaranteed access to a minimum of 1000 Euro worth of Fáilte Ireland services and support annually, including;

- ▼ **Quality Assessment** - Approved businesses will receive an independent assessment advisory visit and subsequent report, that provides an indication of where your business is, relative to the required standards;
- ▼ **Certification** - Certificates and stickers are supplied to all approved businesses and are recognised symbols of quality. Approved businesses are eligible to use the term "Approved to Fáilte Ireland Standards" in addition to the Quality Assurance logo in both print and online promotional materials;
- ▼ **Discover Ireland listing** - Approved businesses are listed, with photos, on www.discoverireland.ie. Discoverireland.ie has over 2.7 million Irish website visitors per year;
- ▼ **Tourism Ireland listing** - Approved businesses are listed, with photos, on www.discoverireland.com. Tourism Ireland currently links to 47 different country websites, including over 19 foreign language versions, and attracts over 12 million unique international visitors every year;
- ▼ **Promotion in Tourist Offices** - Approved businesses are promoted in over 80 tourist offices nationwide;
- ▼ **Business Support & Development** - Fáilte Ireland provides a range of programmes that are designed to help businesses anticipate and deal with some of the challenges facing the industry. New programmes are being constantly developed, some of those on offer include: E-business, Business Finance, Business Planning & Management, Marketing & Sales
- ▼ **Communications, Events & Research** - Approved businesses are encouraged to attend our industry events, subscribe to our specialised ezines, and keep up to date with our research.

"Meeting and exceeding visitors expectations is a critical part of attracting visitors, and more importantly encouraging them to return. Fáilte Ireland's quality and standards schemes not only support businesses to do this, they also provide businesses with a range of platforms they can use to grow, sustain and continuously improve their business."

Application Process:

- ▼ The approval criteria is available on www.failteireland.ie
- ▼ Register Your Interest online at www.onlinelistingtool.failteireland.ie
- ▼ There will be a requirement for an assessment visit by an independent advisor once payment is received.

Costs and Timelines:

- ▼ A nominal fee of €300 + VAT will be charged for participation in the scheme for a 2 year period.
- ▼ The award will be given for a 2 year period, after which there will be a renewal process and a renewal fee.

How do I sign up?

- ▼ To register your interest in the scheme and start the application process, please go to www.onlinelistingtool.failteireland.ie
- ▼ For further information on how to participate in the scheme, please contact TSA | Tourism Standards Assessments Ltd Tel: 1890 252 783 or email approvedpubs@failteireland.ie



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