

Press Release – 16th July, 2008

“Optimus Award rates the standard of the Quality Hotel & Leisure Centre, Clonakilty, against the best in Europe”

At a time where the consumer is encouraged to tighten their purse strings and Ireland’s tourism industry finds itself under threat, the Optimus Program continues to ensure that the hotel visitor receives the best value and the highest possible level of care.

Optimus awarded hotels are aware of the necessity to create an environment where the customer is the core component and each and every guest feels valued. They are also committed to ensuring that the little things that make a stay so pleasurable are in place. The hospitality sector has become increasingly more competitive in recent years and survival is dependent on providing exceptional quality and service.

At the heart of Optimus is the ethos that every individual member of staff can and should make a difference to the quality of the customers experience. As David Henry, General Manager of the Quality Hotel in Clonakilty commented, “We can only hope to gain a share of the market and retain customers if each employee is empowered and is clearly focused on customer expectations. The Optimus structure ensures that as a hotel we have the vision and develop and maintain appropriate practices to ensure that our aim is to exceed customer expectations.”

At a recent ceremony, the Quality Hotel & Leisure Centre, Clonakilty received the Optimus Service Excellence Award for the third year running. The hotel comprises of 97 ensuite bedrooms and has wonderful facilities for kids, including Kids Kamp, Creche, Games Room and a Leisure Centre with 20m pool, steam room, jacuzzi and sauna. A 3 screen cinema completes the complex. Guests are assured of superior service and can enjoy a hearty meal in Lannigans restaurant and relax with seasonal evening entertainment in Oscars Bar. The hotel continues to embody the philosophy of Optimus by delivering their services promise “To provide our guests with an experience of West Cork grace, warmth and care every time they stay with us”.

Notes to the Editor

Photo caption: Pictured receiving the 'Service Excellence Award' at the Fáilte Ireland Optimus Awards ceremony were (l. to r.): John Concannon, Director of Regional Development, Fáilte Ireland; David Henry; Quality Hotel & Leisure Centre Clonakilty; Dame Geraldine Keegan, Optimus Approvals Board; and Geraldine McCarthy, Quality Hotel & Leisure Centre Clonakilty

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