

A scenic photograph of the Cliffs of Moher in Ireland, showing steep, layered rock formations meeting the ocean under a blue sky with scattered clouds. A large, semi-transparent grey arc is overlaid on the right side of the image.

The Role of Fáilte Ireland in registration & standards

National Quality Assurance Framework

Jean Smyth

22 May 2023



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

Quality Assessments
Business Training & Supports
Quality Mark
Discover Ireland



Accommodation on Discover Ireland

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.

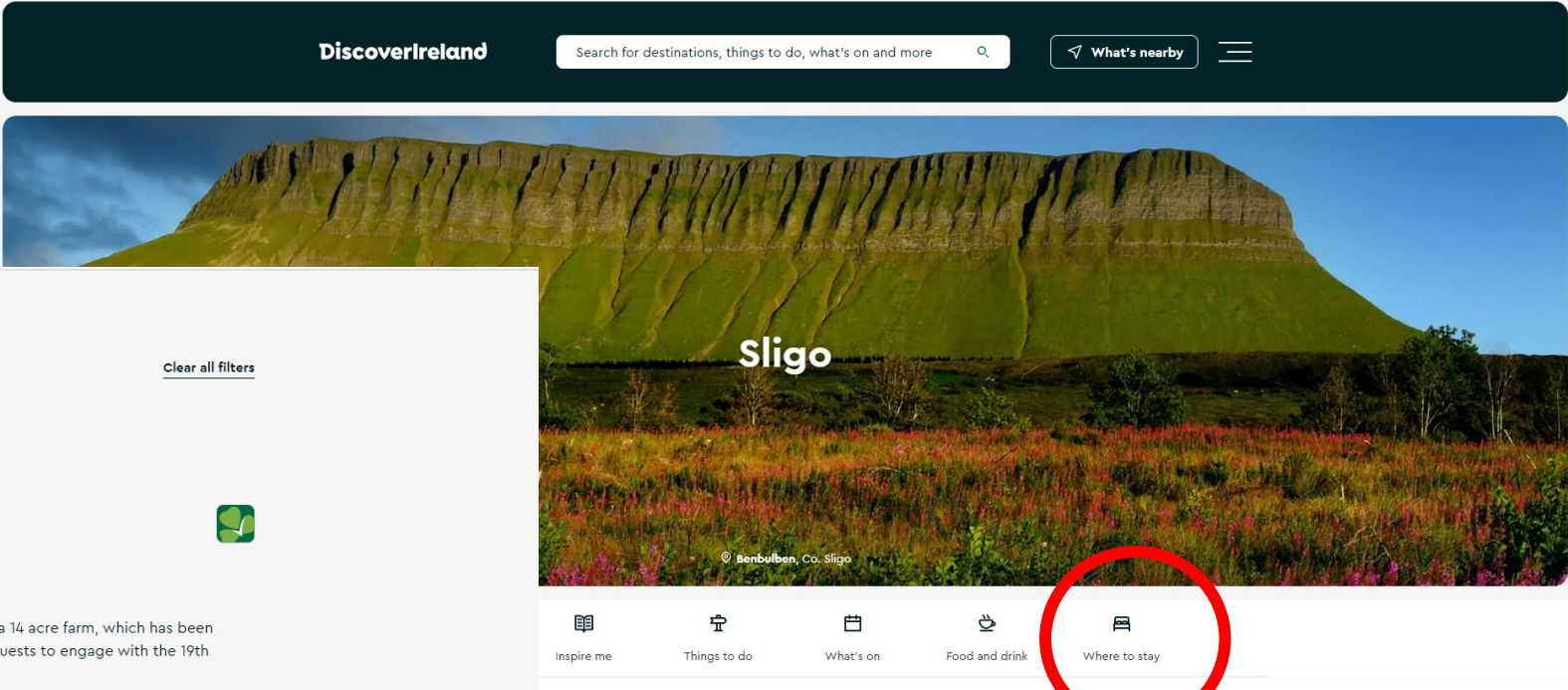
44,212
Page Views

11,152
Referrals

Accommodation on Discoverireland.ie



Discover
Ireland.ie




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

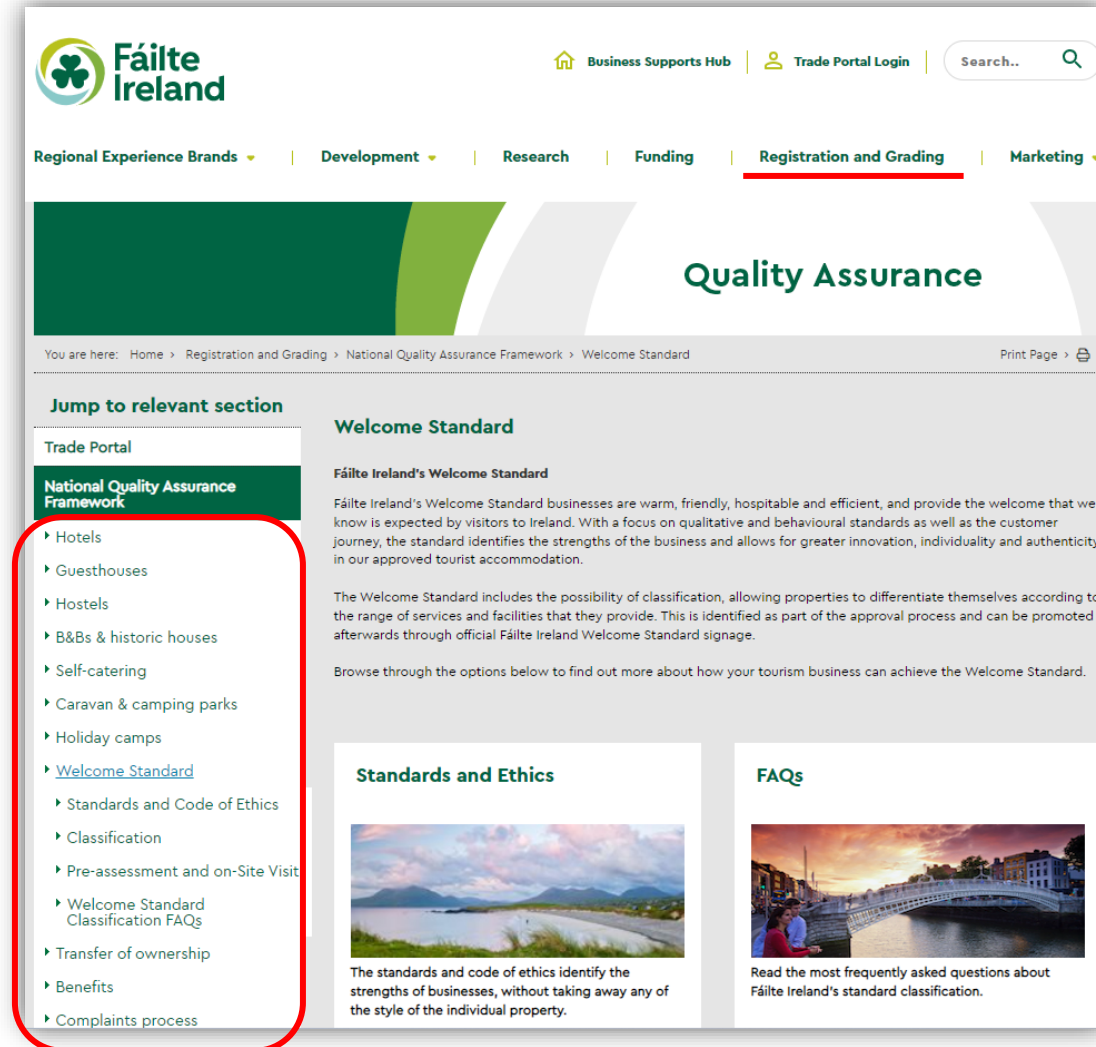
Check prices

How to Apply/What to do Next

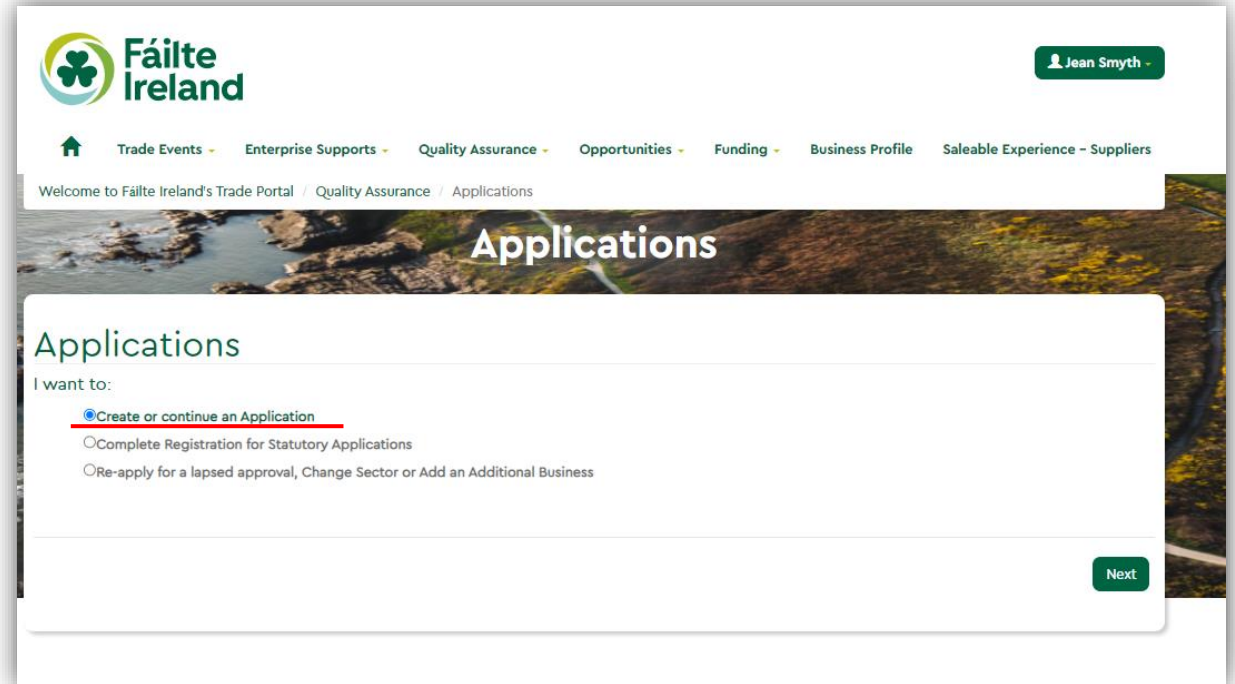
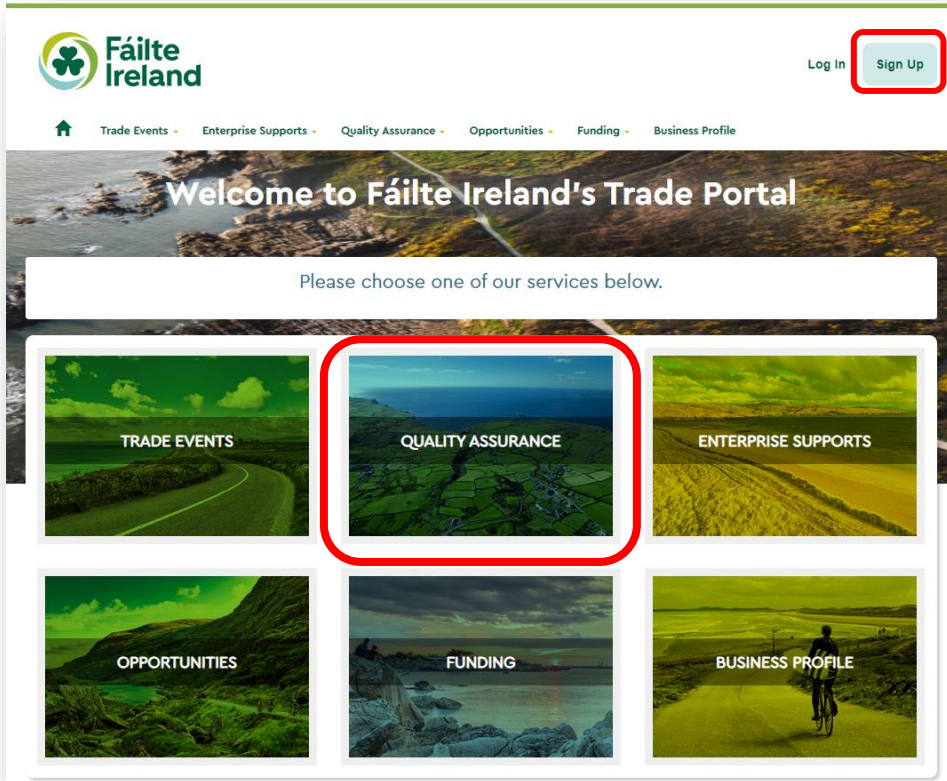


Information on the various sectors such as Welcome Standard, Self Catering or B&B are available in the **NQAF** section of Fi.ie

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



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: <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

