

Castle Leslie Estate a Winner – as they receive *Service Excellence Award*



Pictured at Castle Leslie Estate, receiving the Service Excellence Award, as part of the Fáilte Ireland Optimus programme, from Tony Lenahan, Fáilte Ireland's Head of Hospitality, Quality and Standards (middle) with Brian Baldwin, General Manager, and his team.

Castle Leslie Estate, in Glaslough, County Monaghan this week received a Service Excellence Award, as part of the Fáilte Ireland Optimus Programme. Established in 2004, the programme is designed to develop a culture of excellence within the Hospitality Industry through supporting organisations to become more profitable, more efficient and more competitive. Castle Leslie Estate has pledged their on-going commitment to continuous improvement and to delivering a first class customer experience.

Congratulating the award winners, Tony Lenahan, Head of Hospitality, Quality and Standards, Fáilte Ireland, said: –
"I wish to congratulate Brian

Baldwin, General Manager, Castle Leslie Estate, and his team, who are now reaping the rewards of the many months of commitment and drive from all the staff, culminating in receiving their Service Excellence Award, through Fáilte Ireland's Optimus Programme. They deserve to be proud of the results they have delivered in raising the profile of quality management within the Irish tourism industry."

He continued:

"For our part, we in Fáilte Ireland are committed to working with you and others in the industry to overcome the challenges posed by the current economic climate. We would love to see more tourism businesses here in Monaghan and indeed

throughout Ireland getting involved in the Optimus Programme and would invite anyone interested in getting involved to contact us. Further information on the Optimus Awards and programmes is available online from www.optimus.ie or email info@optimus.ie."

The performance of Castle Leslie Estate reflects well on the tourism industry's willingness to embrace change and innovation towards self-improvement by providing a practical approach to improving the quality, value and delights that visitors experience during their stay in Ireland.

Brian Baldwin, General Manager of Castle Leslie Estate, commented:

"Castle Leslie Estate is delighted to have achieved the Service Excellence Award, as part of the Fáilte Ireland Optimus programme, for the second year running. The Optimus model has helped us to achieve our business goals, whilst delivering a service excellence culture, that the staff embodies and the guest experiences.

The model has helped the organization stay in harmony with the needs and expectations of both our customer and our employees, as both our integral parts of the overall success of the business going forward. We look forward to the next challenging step in the Optimus programme."