

Frequently Asked Questions about Approved Signage

1. Are you displaying the correct Fáilte Ireland 'Approved' signage?

Did you know that since September 2010, new Fáilte Ireland Approved signage and logos have been introduced across all tourism sectors in line with the new National Quality Assurance Framework?

As the National Tourism Development Authority, Fáilte Ireland wishes to ensure that visitors can engage with and rely on one brand during their holiday in Ireland.

2. What is the National Quality Assurance Framework?

The National Quality Assurance Framework (NQAF) aims to provide visitors with easily identifiable symbols and standards of service that they can trust. Working with tourism providers, Fáilte Ireland wishes to ensure that those standards meet visitor expectations, help your marketing efforts, and support your product development.

3. What does the sign signify?

Approved tourism providers are permitted to use the appropriate signage and quality assurance logos or stickers relevant to their sector, classification or categorisation.

Displaying the correct Fáilte Ireland Approved sign indicates that your tourism business is approved by the National Tourism Development Authority. However, approval means so much more than a sign.

There are a significant number of benefits for approved tourism providers, click [here](#) for further details.

4. Apply for approval

If you wish to apply for approval, which will entitle you to new signage and logos as well as all of the other benefits outlined above, please contact us at
Tel: 1890 697000 | Email: qualityassurance@failteireland.ie

Or alternatively, click [here](#) to visit the Fáilte Ireland Trade Portal to apply for approval.

5. Get your new signage and logos

If you are a Fáilte Ireland approved tourism provider who does not have the current signage and logos, you can find the latest information by clicking on www.failteireland.ie/qualityassurance and viewing the section on 'Approved Fáilte Ireland Signage'.

For further advice or to order your new signs, please contact Highway Safety Developments Ltd.

Tel: 056 7768702 | Email: sales@hsd.ie

6. How to return old signs



Do these look familiar? You may be displaying out of date approval signs and logos. These are no longer valid and should be replaced with the current signage available from Highway Safety Developments Ltd.

We kindly request that you desist from displaying out of date signage, remove out of date logos from your website and return signage to:

Highway Safety Developments Ltd

Knocktopher

Co. Kilkenny

Tel: 056 7768702 | Fax: 056 7768854 | Email: sales@hsd.ie

7. Unapproved Operators

Properties which are approved by Fáilte Ireland are entitled to display the approved Fáilte Ireland signage and logo for the duration of their approval. Once the approval lapses i.e. on 31st December of the year of approval and where the property has not renewed its Fáilte Ireland approval, the property is no longer authorised to use this description.

At this point the property is required to remove all references to 'Approved by Fáilte Ireland'; 'A Fáilte Ireland 4* property', related logos, etc from their website and marketing materials (on and off-line). This includes images on their website which contain the approved signage.

At this point the unapproved and out of date signage should be returned to:

Highway Safety Developments Ltd

Knocktopher

Co. Kilkenny

Tel: 056 7768702 | Fax: 056 7768854 | Email: sales@hsd.ie

Should you wish to become approved at a later date or under a different scheme within the National Quality Assurance Framework, please contact our dedicated

Customer Support Team on
Tel: 1890 697000 | Email: qualityassurance@failteireland.ie

8. How to install your new sign

To view a short video on how to install your Quality Assured Sign, please click [here](#).

For further advice on how to install your new sign, please contact Highway Safety Developments Ltd.

Tel: 056 7768702 | Email: sales@hsd.ie

9. For further information

If you need further information on Fáilte Ireland's approval process or on obtaining or returning signage, contact us on

Tel: 1890 697000 | Email: qualityassurance@failteireland.ie