

Approved Fáilte Ireland Signage



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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 consumers can engage with and rely on one brand during their holiday in Ireland.

What is the National Quality Assurance Framework?

The National Quality Assurance Framework (NQAF) aims to provide consumers 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 consumer expectations, help your marketing efforts, and support your product development.

What does the sign signify?

Approved tourism businesses 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:

- A quality assessment visit which benchmarks your business with the national standard.
- Eligibility to use the term "approved to Fáilte Ireland standards", and to use the appropriate signage and quality assurance logos in all your promotional material, online & print.
- Your business is promoted, along with your photos and a link to your booking engine, on www.DiscoverIreland.ie
- National promotion in Fáilte Ireland Tourist Information centres.
- Approved properties are invited and encouraged to attend our industry events, subscribe to our specialised e-zines, and keep up-to-date with our research.

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 our dedicated Customer Support Team:

Tel: 1890 697 000 or email qualityassurance@failteireland.ie

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You may be displaying out of date approval signs and logos. These are no longer valid and should be replaced by current signage.

We kindly request that you desist from displaying your out of date signage and remove all logos from your website and return signage to:

Highway Safety Developments Ltd, Knocktopher, Co. Kilkenny, R95 TW83
Tel: 056 776 8702 Email: sales@hsd.ie

FI-44235 -0719



Fáilte Ireland
National Tourism Development Authority

Quality Assurance

www.failteireland.ie