

Thoroughbred Country Quality Charter

The objective of this charter is to agree a commitment from those involved with equine industry to make the Thoroughbred Story through their experiences available to visitors.

This will be delivered through managing and delivering a high quality Equine Tourism Experience under the Thoroughbred Country Destination Experience Development Plan (DEDP).

PRINCIPLES OF THE THOROUGHBRED TOURISM CHARTER Under this Charter (Business Name) commits to:

Experience Delivery

Offering quality and distinguished tourism experience, respecting all sectoral guidance. This will be achieved through providing a responsible and well managed opportunity for domestic and international visitors to experience and understand the thoroughbred industry at first hand.

Providing interpretation and presenting the Thoroughbred Story (under the Strategic themes in Thoroughbred Country DEDP) to encourage the high level of engagement with the story to support the overarching ambition to deliver the world's best collective thoroughbred visitor experience.

Embracing and collaborating with other tourism businesses and agencies in creating the thoroughbred cluster and a tourism trail for visitors i.e., experience development under the strategic pillar themes identified the Thoroughbred County DEDP.

Taking part in mystery shops and experience audits designed to improve the tourism experience delivery. Addressing gaps and continually reviewing to improve the consistency of tourism experience based off feedback.

Marketing and Promotions

Active on social networks (Facebook, Twitter, and others) to make direct contact with our visitors and keep in touch with them before, during and after their visit to the destination. Using Ireland's Ancient East and Discover Ireland branding and hashtags to gain wider international audiences and doing so in line with brand guidelines.

Pledging to keep all our human and technical resources up to date with The Thoroughbred Country DEDP and the criteria established in this Quality Charter, ensuring they are familiar with all points that comprise this document and its implementation following the signing of the agreement.

Sharing key metrics on visitor numbers, source markets, tourism revenues to help measure the impact of tourism development investment across the destination.

We (Business Name) commit that Charter principles will be monitored and that meeting the standard contained within ensures promotion on the marketing and sales platform for Thoroughbred Country.

Signed

Date

Training and Development

Guaranteeing the quality of every tourist experience through necessary training for frontline staff (those dealing with visitors). Training is one of the keys to improving our service, hence our pledge to take part every year in any conferences and training courses organised by the Fáilte Ireland, Kildare Fáilte or Tipperary Tourism.

Striving to make a faultless impression in everything we do. We commit to completing the Quality Service training through Fáilte Ireland.

Striving to provide a safe environment for visitors and staff. We commit to completing the Fáilte Ireland Covid Safety charter and adhere to all public health regulations.

Quality and Standards

Promoting and managing tourism in ways that respect and enhance the thoroughbred industry and adheres to guidance on horse welfare.

Adhere to the guiding principle of sustainable and responsible tourism as set on the Thoroughbred County DEDP. These principle's help promote environmental enhancement through a sustainable tourism approach while also strengthening the value of tourism to the local community by providing employment opportunities.

Welfare Guidelines

Thoroughbred Country maintains the highest standards of safety and care for equines, prioritising their health and wellbeing in every aspect of the experience. All Thoroughbred Country suppliers adhere to the 'Principles of Animal Welfare Framework' established by Horse Racing Ireland, ensuring compliance with legal and regulatory welfare requirements. For further details, you can consult the guidelines outlined in the [Welfare Booklet](#) and Appendix 1.