



White Flag Award



The Ireland active White Flag Excellence Programme is the 'quality standard for Spa and Leisure' that all leisure facilities must strive to achieve.

White Flag Excellence highlights to your customers, staff and the general public that your organisation is committed to achieving the highest standards of quality in the Leisure Industry.

Launched in 2001, the White Flag is an independently audited award, recognised throughout the Leisure Industry, endorsed by Fáilte Ireland and the Irish Hotels Federation.

The White Flag is the **only** comprehensive quality award and measurement of standards for gyms, swimming pools and leisure amenities in Ireland. The highly sought after White Flag Award, which is now in its thirteenth year, is an essential quality mark that every swimming pool, sports hall, fitness studio and gym facility in Ireland must strive to achieve and its presence is critical, in the absence of any government legislation

The White Flag Awards are judged by an independent jury made up of experts from a number of nationally recognised organisations including Fáilte Ireland, the HSE, the Irish Hotels Federation, Consumer Association, Swim Ireland and Irish Water Safety. Judging is thorough and rigorous ensuring that fitness, gym instructors and lifeguards are fully qualified, facilities are safe, clean and hygienic; and that equipment is maintained correctly.