

Holiday makers at home and abroad trust Tourism NI (the trading name of the Northern Ireland Tourist Board) to provide them with exciting, relevant, timely and accurate information to help plan their holiday in Northern Ireland.

Tourism NI provides this information via [www.discovernorthernireland.com](http://www.discovernorthernireland.com) (the 'Site').

This agreement sets out the terms and conditions for how we use the information which you provide and governs distribution of such information to third parties.

We greatly value your input to help ensure the needs of our collective visitors are met. Adherence to this agreement will help to improve the quality of information we provide to visitors on your behalf.

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## What is an event for the purposes of the Discover Northern Ireland website?

A one-off, semi-regular or annual event or festival. Events which are particularly suitable are major annual events with significant reputation, or events with potential to appeal to tourists or to grow (e.g. those identified as being suitable for Tourism NI funding). Recurring events may be highlighted elsewhere on the Site, for instance within a static product entry e.g. farmers' markets, regular workshops and classes (e.g. weekly cookery courses), regular activity sessions.

## What is the purpose of the Events section?

The purpose is to:

- Meet our audience's needs. The Site has many audiences including tourists who are unfamiliar with Northern Ireland, tourists who are familiar with Northern Ireland and local residents.
- Research into the Site shows that visitors use the Site while planning their visit, as well as when here seeking to be inspired.

- Encourage travel around Northern Ireland by both out of state visitors and local residents.
- Assist to generate direct and indirect revenue from the event and extended stays.
- Inspire out of state and domestic visitors to experience new products and places.

## Essential Terms

In order to provide the potential visitor with the necessary information, Tourism NI require all event entries on the Site to comply with the following terms and conditions:

- Be based in Northern Ireland or have a significant Northern Ireland coverage.
- Have public access.
- Events must comply with all applicable planning, tax, insurance (including public liability insurance), transportation (including licensing), safety, consumer protection and other legal and regulatory requirements which for the avoidance of doubt shall be your sole responsibility and Tourism NI shall have no liability in respect of absence of such requirements.
- Have good quality content including:

- Marketing description outlining the experience offered to visitors.
  - Full contact details, including email and telephone.
  - At least one high resolution landscape orientation image.
  - Price and booking details.
  - Access details.
  - Public transport and car parking details if applicable.
  - Content must be suitable for all ages of visitor to the website.
  - Any age restriction for the event must be outlined.
- No content will be accepted if in Tourism NI's sole discretion it could be held to discriminate or cause offence and such content may include but not be limited to any reference that could be considered discriminatory on the basis of gender, marital status, family status, sexual orientation, religion, age, disability or race.

Tourism NI shall have no liability in respect of same.

## Which events require special consideration?

All events meeting the above criteria will be reviewed by Tourism NI's editorial team who will further assess the event's suitability for publication on the Site. Typically events that are rejected may include (but are not limited to):

- Charity events which do not have a distinct tie to Northern Ireland's product or place (e.g. walking, cycling, golf, adventure activities).
- Events of a political or otherwise sensitive nature.
- Trade fairs (e.g. holiday or wedding shows).
- Standard leisure and community events (e.g. fitness events, car boot sales, health/wellbeing talks) or those aimed at businesses. Such events might be best promoted via other avenues such as council websites and/or other community event websites/forums.

## Style Guidelines and tips for quality listings

To best sell an event, an entry should:

- Contain engaging marketing copy giving a good feel for the nature of the event and what's involved. One-line descriptions will not help sell an event; 300 – 350 words is considered a good length for web listings.
- Demonstrate that the event reflects quality products and experiences in Northern Ireland, especially those that are unique to the destination.
- Demonstrate that the event offers a safe and welcoming environment for visitors, and caters for both domestic and international visitors.
- Demonstrate that the event reflects experiences, which appeal to a range of visitor types. Information on Tourism NI's visitor profiles is available at <https://tourismni.com/Grow-Your-Business/know-your-customer/markets-and-segments/>
- All relevant fields should be completed and information should be included in the correct field (e.g. times and price info should appear in the dedicated fields).
- Summary fields (which appear in search results) may need to be structured differently to the main narrative, in order to give a quick snapshot of the event. Any important information included in summary text should also be included in the main narrative.
- Event titles should be clear and informative at a glance. For instance, they can mention the venue (e.g. 'Christmas Fair at The Argory') or highlight the nature of the event (e.g. 'Changing Seasons: A Solo Art Exhibition by Joe Bloggs'). Titles should be in Title Case rather than in CAPS.
- All relevant contact details (including full address and postcode for the venue) should be included in the dedicated field.
- Avoid using colloquialisms, Americanisms, abbreviations or acronyms which could confuse some visitors.



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- One good quality image depicting the event experience is sufficient for a listing; in the absence of this a venue image can be used, flyers will not be accepted.
- If an event runs over multiple dates within a certain timeframe (e.g. on Saturdays and Sundays during July), it will be added as one listing rather than multiple. The exact dates and times can be highlighted in the narrative and relevant fields to avoid any confusion.

## Timings

Events should be submitted at least 4 - 6 weeks before they take place, to allow time for Tourism NI to approve the listing and to give the event listing adequate visibility on the Site. Bear in mind that out of state visitors may be researching things to do well before they plan to visit Northern Ireland so the earlier you supply details of your event, the better visibility it will have on the site.

## Process and Acceptance

Events can be uploaded via your Regional Tourism Partnership / Visitor Information Centre or by emailing [tidi@tourismni.com](mailto:tidi@tourismni.com) and filling out the submission form. You are deemed to accept the terms and conditions in this agreement when you complete and return the submission form to Tourism NI in respect of your event.

**Please note: Tourism NI reserves full editorial control for content included on the Site and information shall be uploaded onto the Site or deleted from the Site at Tourism NI's sole discretion.**

## Copyright of your listing (intellectual property rights)

When you accept the terms and conditions in this Agreement, you provide us with a licence to use your listing to promote your event on the Site, other Tourism NI's promotional websites and in printed material. By accepting the terms and conditions in this Agreement you confirm that you own the copyright or that you have permission from the owner of the intellectual property in your listing to use any content you send us,

including text, photographs and videos and you confirm that use of such material does not infringe any third party rights.

## Sharing your listing (syndication)

By accepting the terms and conditions of this Agreement, you give us permission to share your listing, and associated images, with other organisations approved by Tourism NI in its sole discretion so that your event can gain a bigger audience.

## User generated content

Tourism NI and any syndication partners to whom Tourism NI may share your listing in accordance with "Sharing your Listing" may allow users to post comments and opinions about the content on their websites, which may include your listing. This 'user generated content' is extremely popular with holiday makers and its word-of-mouth nature can be hugely beneficial to your event.

## Editorial Rights on Content

Tourism NI reserves the right at all times to edit the content you send us to fit our editorial guidelines, which we have developed, to get the most from online listings.

## Data Protection

Tourism NI manages all information securely, in line with the Data Protection Act 2018 and the General Data Protection Regulation (Regulation (EU) 2016/679) guidelines. It is your responsibility ensure compliance with the above legislation when managing personal information.

## When Tourism NI will contact you

Tourism NI may use your details to contact you for the following purposes:

- If updates to your entry are required.
- If we need to discuss the content on your entry.
- To invite you to add an offer.
- If there are any changes to this agreement.
- To advise you of new opportunities on [www.discovernorthernireland.com](http://www.discovernorthernireland.com)



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## Complaints

We are committed to providing high-quality listings to the Site users, so if we receive a complaint about your listing that we think could be valid, we must take it seriously. First, we will contact you and give you an opportunity to respond. In the interim, we may take your listing down while we investigate the issue. When we reach a final decision, we will either re-publish your listing or remove it from our systems and contact you to explain why.

## Removal from Website

Tourism NI reserves the right at any time and at its sole discretion to remove your listing from the Site if your listing is deemed to not meet these terms and conditions, you are deemed not to be complying with any other Tourism NI terms and conditions, or a complaint has been received. Tourism NI will contact you to explain why a listing has been removed.



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