



Northern Ireland Industry Market Access Programme

NI IMAP VI GB and Europe

Leisure and Business Tourism

Enabling Market Access for Recovery

PHASE VI GUIDELINES DOCUMENT

May 2023

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1. Executive Summary

To support the tourism industry in Northern Ireland to rebuild following the effects of the Covid-19 pandemic, Tourism Ireland is launching the sixth phase of its **Northern Ireland Industry Market Access Programme (NI IMAP)**. NI IMAP VI GB and Europe is available to island of Ireland industry partners to undertake sales focused leisure and business tourism activity in key European and GB markets. NI IMAP VI opens for new applications from May 22nd until June 22nd, for activity that takes place in the period between July 1st and December 15th, 2023.

1.1 Background & Context Setting

Tourism Ireland (TI) requires industry to support its overseas re-launch strategy. Tourism Ireland recognises the skills and expertise of the industry and suppliers but is also conscious that they may not have the financial resources to access important overseas sales focussed marketing opportunities. This programme aims to address that by:

- a. Encouraging a focus by industry on overseas opportunities to support recovery.
- b. Incentivising Northern Ireland tourism businesses to pursue these opportunities in as effective a manner as possible.
- c. Ensuring industry have access to the best and broadest range of opportunities for sales & promotion overseas.
- d. Enabling industry to fully engage with Tourism Ireland 's Recovery Plan.
- e. Facilitating overseas opportunities for all industry on a transparent and equitable basis.
- f. Implementing an efficient framework of support by presenting a single application path for suitably qualified industry on the island of Ireland.

It is envisaged that suitably qualified industry will undertake their activities approved under this programme independently, without the direct involvement of Tourism Ireland's local market office.

1.2 NI IMAP Programme Objectives

The objectives of the **Industry Market Access Programme** are:

- To support the recovery of in Northern Ireland tourism businesses by enabling greater access to key overseas markets.
- To facilitate suitably qualified Northern Ireland industry to undertake additional, pro-active sales focused activity overseas.
- To enable industry to augment Tourism Ireland's marketing activities in target markets with sales activity that is focussed on retaining &/or closing the sale for Northern Ireland.
- To make it easier for overseas trade partners and consumers to access and buy Northern Ireland product as broadly and widely as possible.
- To fulfil the primary objective for the sector which is to maximise revenue from overseas tourism through Northern Ireland achieving its full potential as a destination for inbound visitors.
- To ensure that Northern Ireland's industry has sufficient marketing support to gain competitive stand out in what will be an increasingly competitive global market.

This opportunity will be made available to the widest possible range of suitably qualified industry who must be based in Ireland.

This programme is not open to members of the ITOA, for whom an existing programme is already in place. Furthermore, it is not open to Destination Management Organisations, Local Authorities, or other publicly funded agencies/authorities.

Funding for this programme is made available under the **Market Economy Operator Principle** and is strictly based on a co-operative partnership whereby the applicant is contributing their time, resources, and expertise in addition to a percentage of the costs incurred of the activity.

The respective contributions may be revised subject to available budgets and demand for the programme.

This substantial programme remains the cornerstone of the industry element of the Northern Ireland recovery plan from both agencies.

2. Programme Parameters

2.1. Key Information

- a. NI IMAP VI GB and Europe supports sales focussed in-person leisure and business tourism activities in key European and GB markets only.
- b. Up to 75% of total approved costs will be reimbursed by Tourism Ireland (TI) i.e., industry will be required to pay 25%.
- c. Minimum amount of funding per application is £700 i.e. We will not fund any activity that costs less than £700 with TI paying 75% = £525.
- d. Maximum amount of funding by TI per application = £6,500 i.e., TI will fund up to 75% or £6,500 whichever is the lower.
- e. One fully completed application may be submitted per business per application phase.
- f. Applications must be approved in advance of activity taking place, see 'Key Steps and Guidelines' for timelines. Fully completed applications must be received at least 4 weeks in advance of activity commencing.
- g. Activity undertaken prior to submission of application will not be considered eligible.
- h. Businesses which applied successfully under previous phases of the NI IMAP may submit a new application for additional activity.
- i. Hotel groups or other representative groups which offer bookable experiences may apply as well as their individual member businesses; however, there can be no double funding of activities (limited to 4 unique properties per group portfolio).
- j. Up to 4 activities maximum, in one or more eligible markets on a single application are acceptable.
- k. One representative per business may be funded to undertake each activity plan at one time. Two representatives cannot be funded to undertake the same activity.
- l. This phase of NI IMAP is for both the leisure market and business tourism activities. For the purpose of this programme, Business Tourism includes Meeting, Incentive, Corporate Conference and Exhibitions. It does not include Association Conference focussed activities.
- m. Suitably qualified businesses may apply from **May 22nd to June 22nd, 2023**, subject to funds remaining.
- n. Approved activities may take place from **July 1st** and should be fully completed by **December 15th, 2023**.
- o. Payments will be made retrospectively upon receipt of completed Post Activity Claim Form and required back-up documentation, including receipts and surveys set out in section 3.2 below.
- p. Application funding approval will be made available on a first come, first served basis subject to all criteria being met.
- q. An unreceipted fixed daily "**per diem**" rate will be allowed per complete 24 hours in market to cover the cost of food and accommodation while in market.
- r. See **Appendix II** for per diem rates for eligible markets. All other approved costs must be substantiated with 3rd party receipts.

2.2. Eligible Programme Activities

Suitably qualified Northern Ireland industry partners applying for support should be engaged in overseas marketing activity for the island of Ireland. Activities included in applications should be new and/ or additional to the applicant company's existing, ongoing marketing activity for the year.

This phase of NI IMAP is for both the leisure market and business tourism activities. For the purpose of this programme Business Tourism includes Meeting, Incentive, Corporate Conference and Exhibitions. It does not include Association Conference focussed activities.

- a) The following categories of in-market activity are eligible:
 - a. **Independently organised in-person Leisure and Business Tourism B2B Sales Calls in key European and GB markets** – with an estimated number of anticipated calls/appointments specified (NB an average of 4 sales calls per day minimum is expected, excluding travel days).
 - b. **Participation at overseas in-person leisure B2B or consumer platforms/ shows/ events, including Group Leisure, Luxury and Golf, not led by Tourism Ireland, and/or where there is an existing recruitment process in place** – with estimated number of expected meetings/appointments specified.
 - c. **Participation at overseas in-person business tourism B2B shows/ events, including Meeting, Incentive, Corporate Conferences (excluding Association Conferences) and Exhibitions not led by Meet in Ireland and Tourism Ireland, and/or where there is an existing recruitment process in place** – with estimated number of expected meetings/appointments specified.
- b) Activities must take place wholly in and one or more of Tourism Ireland's core GB and European markets identified for inclusion in the Programme – **Please see Appendix I for a list of eligible markets.** Shows/ Events taking place in other European markets may be considered on an ad-hoc basis if they are targeting Tourism Ireland's core GB and European markets.
- c) All funded activities must be exclusively focussed on the marketing/promotion of Ireland &/or Northern Ireland and must not include any other destination.

3. Criteria for Eligibility

To be eligible for the Programme, businesses must:

- A. **Offer Bookable/ Saleable Experiences** that are available to book directly.

Market Readiness Criteria for Leisure Tourism Activities:

- B. To qualify for this programme undertaking leisure tourism activity, your business must have demonstratable previous experience of sales focussed in-person leisure tourism activities (i.e., B2B Sales Calls or attendance at B2B or B2C Shows/ Events) in overseas market/s since

January 2018. This may include participation in overseas events or sales calls carried out independently or with Tourism Ireland. Attendance at domestic or virtual events does not qualify as market readiness,

Or

- C. Your business must be a confirmed member of the **Northern Ireland Embrace a Giant Spirit** Portfolio with **Tourism NI**.

D. Market Readiness Criteria for Business Tourism Activities:

To qualify for this programme undertaking business tourism activity, your business must have demonstratable previous experience of sales focussed in-person business tourism activities (i.e., Business Tourism/ MICE Sales Calls or attendance at Business Tourism/ MICE Shows/ Events) in overseas market/s since January 2018. This may include participation in overseas events or sales calls carried out independently or with Meet in Ireland and Tourism Ireland. Attendance at domestic or virtual events does not qualify as market readiness.

If you are unsure whether your business qualifies or not, please email IMAP@tourismireland.com prior to applying.

3.1. Application Information

- All applications must meet business and activity eligibility criteria outlined above and applicants are advised **not to submit** their applications until they have carefully read and understood the relevant Guidelines.
- Fully completed applications which qualify as eligible will be approved on a first come first served basis, subject to funding being available. Applicants are therefore strongly advised to complete and submit their applications promptly.
- Incomplete applications will not be considered eligible. Applicants will be advised if their application is incomplete and may submit a new/ updated, fully complete application, however fully complete and eligible applications will be given priority for approval.
- It is the responsibility of the applicant to ensure that all costs included in their application are correct and based on market costs.
- If the programme fund is not fully utilised, all qualifying applications will be funded.
- Industry may submit one application for one or multiple activities (up to 4 activity plans per application).
- Activity undertaken prior to submission of application will not be considered eligible.
- All expected costs must be included in the application form. Expenses submitted which were not included in the application may not be considered eligible.

3.2. Post Activity Claims and Evaluation

Upon completion of your approved activity and to draw down your payments, you will be required to complete and submit a **Post Activity Claim Form and Required Back-Up Documentation**. This PAC Form and Evaluation and Audit Survey links will be emailed directly to you on approval of your application and must be returned within two weeks of the conclusion of your activity. It will require the inclusion of the following information and back up documentation:

1. Post Activity Claim Form supported by 3rd party receipts for approved costs
2. Post Activity Evaluation Survey
3. Sales Call Contact Audit Survey

Businesses will be required to return the **Post Activity Evaluation Survey** upon completion of approved activity, to allow Tourism Ireland to assess the impact of the funded activity and the programme itself.

The Sales Call Contact Audit Survey demonstrates the number of actual calls/appointments carried out. For audit purposes only and to ensure a robust and cohesive approach to Tourism Ireland overseas marketing, you will be required to supply securely the list of contacts met with on sales calls, including name and email address and/or contact phone number. Please note that your contacts will not be shared with our in-market colleagues, however we do reserve the right to contact your listed sales call contacts for audit purposes only to verify that the activity took place.

4. Key Steps and Timelines

Applications:

- a) The application window for the programme opens on Monday May 22nd and closes on June 22nd, 2023 (subject to funds remaining)
- b) The activity window for activity is July 1st to December 15th, 2023.
- c) Businesses which meet the eligibility criteria set out above should complete the Application Form.
- d) Please check your application carefully against all the eligibility criteria set out in these Guidelines before submitting it. See Appendix III for Examples of Eligible/Ineligible costs
- e) Submit completed application to IMAP@tourismireland.com.
- f) Fully completed applications will be treated strictly on a first come, first served basis, and must meet the eligibility criteria.
- g) Tourism Ireland will respond to your application within 14 days
- h) To allow sufficient time for processing, completed applications must be submitted no later than 4 weeks prior to the intended activity taking place.
- i) Please note that if you are applying to undertake activity during July, you are advised to submit your application promptly to allow sufficient time for processing.

Approval:

- j) If the application is approved, you will receive confirmation in writing together with a copy of the Post Activity Claim Form and link to the Post Activity Evaluation Survey and Contacts Survey.
- k) Once written approval is received from Tourism Ireland, applicants may proceed with activities. Applicants are encouraged to book their flights in a timely manner once approval is confirmed, to secure best rates.
- l) All approved activities must be completed in the period from July 1st to December 15th, 2023.

Ineligible/Incomplete Applications

- m) If your application is found by Tourism Ireland to be ineligible or incomplete, you will be informed in writing and may submit a new/ updated application, which may be approved subject to meeting eligibility criteria and funds remaining.

Amendments and Cancellations

- n) Any change to an approved activity plan arising from unforeseen circumstances must be notified to Tourism Ireland in writing, and an updated application form submitted to IMAP@tourismireland.com for approval, along with an explanation for the change.
- o) Tourism Ireland reserves the right to approve amendments and changes to activity based on funding available.
- p) Applicants must have received prior written approval from Tourism Ireland in advance of making any new bookings.
- q) In the event of the cancellation of an approved activity plan (by the applicant or 3rd party organiser), any costs or penalties arising will not be considered eligible.
- r) In the event of cancellation and where alternative activity has not been identified, applicants are asked to notify the IMAP team in writing to IMAP@tourismireland.com that the approved activity will not proceed.
- s) Amended and approved activity must be completed by the activity deadline of December 15th, 2023.

Claims

- t) On completion of the approved activity plan, you should fill in the Post Activity Claim Form in full and attach the required back up information (including copies of clear and eligible receipts for approved costs incurred) and submit to IMAP@tourismireland.com. NB only receipted costs will be considered.
- u) Claims must be completed in full and submitted on the approved IMAP Post Activity Claim (PAC) form. Incomplete or incorrect claims will be returned to the participant to amend and clarify any errors or omissions.
- v) The Post Activity Claim Form must be submitted within 14 days of completion of your approved activities.
- w) Only cost items which were approved in the Application may be claimed on the Claim Form.
- x) Tourism Ireland will reimburse approved costs within 30 days of receiving your fully completed PAC Form.
- y) Only expense claims which were included in the application and approved should be included in the PAC form.
- z) Any item being claimed for in a currency other than that of the claim, should be translated into the claim currency at the average daily rate prevailing on the date the expense was incurred. Rates are available at www.OANDA.com
 - aa) Tourism Ireland reserves the right to request bank receipts to verify the actual amount of costs incurred in FX transactions.

Post Activity Evaluation Survey and Sales Call Contact Survey

- bb) Upon completion of the activity plan and to support the claim you will be required to complete a Post Activity Evaluation Survey, to allow Tourism Ireland to assess the impact of the Programme.
- cc) An IMAP Post Activity Evaluation Survey must be submitted for each activity claim.
- dd) For audit purposes only and to ensure a robust and cohesive approach to Tourism Ireland overseas marketing, you will be required to supply securely the list of contacts met with on sales calls, including name and email address and/or contact phone number via the Sales Call Contact Audit Survey.

5. Tourism Ireland Contacts

For all further information or if you have questions regarding activities, eligibility or any other aspects of the programme please email IMAP@tourismireland.com.

6. Data Protection

To ensure a robust and cohesive approach to Tourism Ireland overseas marketing and promotions, your activity plan will be shared with our local Tourism Ireland market teams. Please note that your contacts will not be shared with our in-market colleagues, however we do reserve the right to contact your listed sales call contacts for audit purposes only.

Suitably qualified Industry selected under this Programme shall (and shall procure that any member of its group shall) collect any necessary permission, provide any necessary notice and do all such other things as are required under the Data Protection Legislation** in order for it to disclose Personal Data** to Tourism Ireland for the purposes described.

**** See Appendix IV for definitions**

7. Terms and Conditions

- a) Applicants must:
 - 1. Explicitly agree to all terms and conditions outlined in this document.
 - 2. Confirm that none of the activities outlined in the application for funding are being funded by other sources of public money, e.g., Fáilte Ireland, Tourism Northern Ireland, Tourism Ireland market office, local authorities, or other publicly funded agencies/authorities.
 - 3. Agree that no funding received will be used to off-set capital or human resource costs.
 - 4. Agree to submit post-activity reports and participate in any review process introduced by Tourism Ireland.
- b) Suitably qualified Industry selected under this Programme shall be considered to be the Data Controller** in respect of Personal Data it processes as a result of engaging in funded activities under this scheme and shall comply with its obligations as a Data Controller** under the Data Protection Legislation**.

- c) Funded activity must focus on island of Ireland business retention or new business.
- d) Participation in “free” opportunities e.g., submitting offers on ireland.com does not qualify for eligibility.
- e) Applicants must directly offer saleable experiences to be eligible for the programme.
- f) Activity must be undertaken by the industry partner and cannot be undertaken by General Sales Agents or other representative companies.
- g) The onus is on applicants to demonstrate that their activity and costs meet the criteria and objectives of the fund through the application process. Applicants should ensure that any costs included in their application are realistic, based on market costs.
- h) Prior to any activity taking place, applications must be:
 - 1. completed diligently and in full
 - 2. signed by an authorised officer of the business applying
 - 3. approved in writing by Tourism Ireland
- i) All information received by Tourism Ireland in applications and throughout the programme will be treated in confidence with regard to public disclosure, however Tourism Ireland reserves the right to share information with Fáilte Ireland &/or Tourism Northern Ireland to ensure no activities are double funded.
- j) Tourism Ireland shall process the Personal Data** it receives as part of this engagement, as reasonably required to meet its legal or regulatory obligations or for its other reasonable business purposes (including quality control and administration), and may disclose Personal Data to any third parties including its subcontractors, regulators and any party based in any jurisdiction including a jurisdiction outside the European Economic Area provided that such disclosure is reasonably required in connection with such purposes and is at all times in compliance with applicable Data Protection Legislation**
- k) For more information on how Tourism Ireland handles your personal data, please see our privacy policy; <https://www.tourismirelandindustryopportunities.com/privacy-policy>
- l) ** See Appendix IV for definitions relating to data protection.
- m) Any potential change to approved activity MUST be agreed in writing with Tourism Ireland prior to the amended activity being confirmed.
- n) Activities are approved subject to any travel restrictions which apply at the date of the activity, being fully complied with.
- o) In the event of an approved activity being cancelled, funding is not transferrable to another activity without the prior written consent of Tourism Ireland.
- p) Applicants are advised to ensure they have the requisite travel insurance cover in place, as in the event of cancellation, costs of cancelled travel are not considered eligible.
- q) Applications received after the deadline will not be considered eligible.
- r) Where an activity is approved for support, all payments by Tourism Ireland will be made after the activity has taken place and upon submission of receipts and support documents as set out in the **Post Activity Claim Form**, which will be emailed directly to you on approval of your application.
- s) All expense costs must be detailed and approved in the application and be supported by 3rd party invoices/receipts. Tourism Ireland will not refund costs which were not approved at the application stage.

- t) Any item being claimed for in a currency other than that of the claim, should be translated into the claim currency at the average daily rate prevailing on the date the expense was incurred. Rates are available at www.OANDA.com
- u) Tourism Ireland reserves the right to request bank receipts to verify the actual amount of costs incurred in FX transactions.
- v) All final claim submissions and accompanying receipts for all activities must be submitted in full within 2 weeks of the completion date of the activity unless explicitly agreed in writing with Tourism Ireland.
- w) Where an overpayment occurs, Tourism Ireland will issue an invoice to individual members with a 30-day remittance term.
- x) For audit purposes only, participants will be required to supply securely the list of contacts met with on sales calls, including name and email address and/or contact phone number.
- y) Businesses will be required to return the Post Activity Evaluation Survey and Sales Call Contact Survey upon completion of approved activity, to allow Tourism Ireland to assess the impact of the funded activity.
- z) All decisions are final, and Tourism Ireland reserves the right to terminate the programme or amend terms and conditions at any time.

8. Appendices

Appendix I – Eligible Markets

The following list comprises the markets eligible for activity under the Industry Market Access Programme; only activity in one or more of these markets should be included in your application. You should be “market ready” to undertake eligible activity in one or more markets from this list.

1. GB
2. Germany
3. France
4. Spain
5. Italy
6. Netherlands
7. Nordics including Denmark, Sweden, Norway, Finland
8. Belgium
9. Switzerland
10. Austria

Appendix II – Per Diem Table

The following “Per Diem” rates apply per complete period of 24 hours spent out of Ireland, to cover the cost of accommodation and meals on an unreceipted basis, necessary to carry out your approved activity. Shows/ Events taking place in other European markets may be considered on an ad-hoc basis if they are targeting Tourism Ireland’s core GB and European markets.

By submitting your PAC Claim form, you are confirming that you have spent at least the amount per day outlined below in the table. Tourism Ireland reserves the right to request receipts to demonstrate that the full time required, and amount has been spent in market. Participants found to have claimed for more than spent and/ or time not actually spent away lose the right to any reimbursement of the per diem amounts.

Location	Rate (Euros)	Rate (GBPs)
Great Britain	250.00	215.00
Switzerland	290.00	250.00
Germany/ France/ Spain/ Italy/ Netherlands/ Belgium/ Austria/ Nordics including Denmark, Sweden, Norway, Finland	240.00	205.00

Appendix III – Eligible and Ineligible Activities/Costs

Examples of **Eligible** Activities/ Costs which may be included in your application

- Event registration/ participation fee for one representative per business per activity plan.
- Return travel (basic economy class fare only) to market and in-market travel, including car rental where necessary.
- Per Diem – fixed rates which cover accommodation and meals per complete 24hr period in market.

Examples of **Ineligible** Activities/ Costs

- Attendance at Tourism Ireland led overseas shows/events where recruitment of industry is in place by Fáilte Ireland and/ or Tourism NI
- Attendance at virtual trade shows and virtual sales calls
- Production and transport of print and promotional materials e.g., brochures, pop-ups, flyers, cards etc.
- Where hotel stays are included in the event fee, subsistence (per diems) are not an eligible cost.
- Per diems are only eligible when an accommodation cost has been incurred (see Appendix II).
- PR activities
- Hosting inbound media or trade educational visits
- Event Hosting, Catering and Entertainment Costs
- Show/ Event stand build and maintenance costs
- Costs for a second representative to attend Shows/ Events/ Sales Calls
- Capital costs
- Business Tourism focussed activities aimed at Association Conferences
- License fees e.g., software and website hosting
- Office supplies and stationery
- Accountancy and internal audit fees
- Business insurance
- Travel insurance
- Visas
- PCR or Antigen/Lateral Flow Test costs
- Office rental costs
- Office utilities (i.e., broadband, electricity, gas, telephone, and water)
- Voice & data roaming costs
- Business or trade association membership fees
- Any need for professional advisory support (i.e., HR, Legal etc.) to obtain specialist knowledge to aid business recovery and transformation
- Fees for General Sales Agents/Consultants (activity must be undertaken by the industry partner and not contracted to GSAs or other representative companies)
- Salary Costs

- Day-to-day administrative expenses
- Taxes
- Gifts and prizes
- Hospitality
- Incidental hotel charges
- Travel and related costs within the island of Ireland (e.g., airport transfers, parking, mileage etc.)
- Charges and penalties for cancelled or missed activity and/or costs of activity which has not taken place.

If you are unsure whether your activity qualifies or not, please email: IMAP@tourismireland.com prior to submitting your application

Appendix IV - Data Protection Definitions

Data Controller: has the meaning given to such term in Data Protection Legislation.

Data Protection Legislation: means the Data Protection Acts 1988 to 2018, GDPR and, any other applicable law or regulation relating to the Processing of Personal Data and to privacy including the E-Privacy Directive 2002/58/EC and the European Communities (Electronic Communications Networks and Services) (Privacy and Electronic Communications) Regulations 2011 (“E-Privacy Regulations”), as such legislation shall be supplemented, amended, revised, or replaced from time to time.

GDPR: General Data Protection Regulation (EU) 2016/679.

Personal Data: has the meaning set out in Data Protection Legislation

Processing: has the meaning given to such term in Data Protection Legislation, and **Process** and **Processed** shall be interpreted accordingly.