



Northern Ireland Industry Market Access Programme

Supporting the Recovery

GUIDELINES DOCUMENT

4th October 2021

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1. Executive Summary

In order to support the tourism industry in Northern Ireland to recover swiftly from the effects of the Covid-19 pandemic, Tourism Northern Ireland & Tourism Ireland (the Funding Agencies) have jointly created a specific **Northern Ireland Industry Market Access Programme (NI IMAP)**. The Programme will operate on a pilot basis from **4 October 2021 to 31 March 2022**.

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

- To support the recovery of Northern Ireland tourism businesses by enabling greater access to core overseas markets as outlined in the **Tourism Recovery Action Plan**.
- To remove-potential barriers to Northern Ireland industry participating in Tourism Ireland led overseas b2b and /or consumer platforms.
- To enable Northern Ireland 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 governments' 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 the 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 tourism businesses based in Northern Ireland.

This programme is not open to members of ITOA, for whom an existing programme of Northern Ireland opportunities is already in place. Furthermore, it is not open to Destination Management Organisations or Local Authorities.

Funding for this programme is made available under the **Market Economy Operator Principle** and is strictly on the basis of a co-operative partnership whereby the applicant is contributing their time, resources and expertise in addition to a percentage (20%) of the costs incurred of the activity.

Tourism Ireland & Tourism Northern Ireland will contribute 80% towards eligible costs.

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

This substantial programme aims to be the cornerstone of the Industry element of the Northern Ireland relaunch plan from both agencies.

2. Background & Context Setting

Tourism in Northern Ireland had been on an upward trajectory with 2019 NISRA figures seeing the economic impact from tourism passing the £1b mark for the first time ever. The impact of COVID on the industry has been devastating and the **Tourism Recovery Action Plan** outlines strategic interventions to support industry recovery.

Business from overseas markets and MICE Business has been particularly hard hit and with the typically longer lead times required to convert these markets, intervention is required now to secure business for 2022, 2023 and beyond. Tourism Ireland requires Northern Ireland industry to support its overseas re-launch strategy. Tourism NI and Tourism Ireland recognise 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 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 business 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 Northern Ireland industry to fully engage with the wider Recovery Plan.
- e. Facilitating overseas opportunities for all Northern Ireland industry on an equitable basis.
- f. Implementing an efficient framework of support by presenting a single application path through both agencies for suitably qualified industry on the Northern Ireland.

3. Programme Parameters

3.1. Key Information

- a. Up to 80% of total costs will be reimbursed by the funding agencies i.e. industry will be required to pay 20%
- b. Minimum amount of funding per application = **£1,600** i.e. we will not fund any activity that costs less than **£2,000** in total with the funding agencies paying 80% = **£1,600**
- c. Maximum amount of funding awarded per application = £6,500 in total i.e. up to 80% or £6,500 whichever is the lower.
- d. 1 submission per business per application period.
- e. Businesses which applied successfully under Phase I of the IMAP may submit a new application for additional activity; they may not make a 2nd application for activity already approved in Phase I.
- f. Northern Ireland hotel groups or other Northern Ireland representative groups which offer bookable experiences may apply as well as their individual member businesses; however, there can be no double funding of activities.
- g. Multiple activities in one or more eligible markets on a single application are acceptable.
- h. One representative per business will be funded to attend in person overseas Sales Calls or Shows/Events.
- i. Suitably qualified business may apply from **4th October to 30th November 2021** subject to funds remaining.
- j. All activity should be completed by **31st March 2022**
- k. The Funding agencies reserves the right to amend elements of the terms & conditions subject to uptake of the programme.
- l. Payments will be made retrospectively upon receipt of completed Post Activity Claim Form.
- m. Funds will be made available on a first come, first served basis subject to all criteria being met.
- n. An unreceipted fixed daily “**per diem**” rate will be allowed to cover the cost of food and accommodation while in market. See **Appendix I** for per diem rates per market. All other costs must be substantiated with 3rd party receipts.
- o. As this is a Pilot Programme, eligible activities, funding levels and criteria may be reviewed by at the discretion of the Funding Agencies depending on levels of demand and uptake of the Programme.

3.2. Eligible Activities

- a) The following categories of in-market activity are eligible:
 1. **Support to attend in-person Tourism Ireland or Tourism NI led overseas platforms aimed at B2B / Group Leisure, Luxury and Golf** – subject to the industry being successful via the usual Tourism NI recruitment process – with estimated number of expected meetings/appointments.
 2. **Support to attend other in-person B2B / Group Leisure, Luxury and Golf overseas platforms not led by Tourism Ireland/Tourism NI** for which the usual recruitment process does not apply – with estimated number of expected meetings/appointments.

3. **Support to attend in-person Tourism NI / Tourism Ireland led MICE overseas platforms** – subject to the industry being successful via the usual Tourism NI recruitment process – with estimated number of expected meetings/appointments.
 4. **Support to undertake independent B2B & MICE sales calls in key markets.** (NB an average of 4 sales calls per day minimum is expected, excluding travel days).
- b) Activities must take place wholly in one or more of Tourism Ireland’s core overseas markets identified for inclusion in the Programme – **Please see Appendix II for a list of eligible markets.**
- c) All funded activities must be exclusively focussed on marketing/promotion of Northern Ireland and must not include any other destination.

Examples of Eligible Activities/ Costs

- Event registration & attendance costs for one representative per business
- Travel (economy class only) including vehicle rental
- Per Diem – fixed rates to cover accommodation and meals per 24hr period in market (**see Appendix I for details**)

Examples of Ineligible Activities/ Costs

- Attendance at Virtual Events
- PR activities
- Hosting inbound media or trade educational visits
- Costs for a second representative to attend Shows/ Events/ Sales Calls
- Capital costs
- Website costs
- License fees e.g. software and website hosting
- Office supplies and stationery
- Accountancy and internal audit fees
- Business insurance
- Travel insurance
- 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
- Salary Costs
- Day-to-day administrative expenses
- Taxes
- Gifts

- Hospitality
- Incidental hotel charges
- Travel and related costs within the island of Ireland (eg airport transfers, parking etc)

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

4. Criteria for Eligibility

To be eligible for the Programme, businesses must:

- Be market ready specifically for the market/s you are targeting for Sales Calls or attendance at Shows with demonstrable previous experience of these activities in the selected market
- Be trade ready for targeting B2B
- Have demonstrable previous in market experience if targeting MICE
- Have completed “Good To Go” programmes
- Be able to demonstrate that you have undertaken in-market activities since January 2018 in the market/s you are targeting through this programme (see Appendix I for list of eligible markets). This may include participation in Tourism Ireland led overseas events, 3rd party events or other Tourism Northern Ireland led activities. Only your experience in activities which took place outside the island of Ireland is relevant here (*NB: the requirement for experience outside the island of Ireland does not apply to industry applying to attend Tourism Ireland led overseas events recruited via Tourism NI*).
- Participation in “free” opportunities e.g. submitting offers on ireland.com does not qualify for eligibility.
- Offer Saleable Experiences

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

The application form can be found [here](http://www.tourismirelandindustryopportunities.com) (www.tourismirelandindustryopportunities.com)

4.1. 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 Guidelines.
- 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 fully complete application however fully complete and eligible applications will be given first priority for approval.
- In the event that the programme fund is not fully utilised, all qualifying applications will be funded.
- Industry should submit one application for one or multiple activities; when applying to attend an overseas event directly recruited for by TNI, you should note whether your participation at the event has been confirmed or is still pending.

4.2. Post Activity Claims and Evaluation

Upon completion of your approved activity and to draw down your payments, you will be required to complete a Post Activity Claim Form. This form 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. Attendance at overseas tourism/travel trade or consumer shows organised by Tourism Ireland or by 3rd parties, or MICE events: number of appointments taken etc.
2. Anticipated level of future business as a result of activity.
3. If independent Sales Calls, a list of those businesses engaged.
4. 3rd party receipts for eligible costs and Per Diem claims.

For audit purposes only, you will be required to supply securely a list of sales call contacts met with, including name and email address and/or contact phone number.

Businesses will be required to return a **Post Activity Evaluation Survey** 3 - 6 months after completion of approved activity, to allow Tourism Ireland to assess the impact of the funded activity.

5. Key Steps and Timelines

- Application period opens on 4th October and closes on 30th November 2021 (subject to funds remaining)
- Businesses which meet the eligibility criteria set out above should complete the Application Form available [here](#)
- Submit completed application to IMAP@tourismireland.com
- The Funding Agencies will respond to your application within 10 working days
- NB: approval of an application under the NI IMAP to attend an in-person overseas B2B platform led by Tourism Ireland/Tourism NI does not constitute confirmation of your place at the event until your recruitment is confirmed to you directly in writing by Tourism NI.
- All activity must be completed by 31st March 2022

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 and with Tourism Northern Ireland Business Solution Team. 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 III for definitions**

7. 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**

8. 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. 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 Northern Ireland business retention or new business.
- d) The onus is on applicants to demonstrate that their activity and costs meet the criteria and objectives of the fund through the application process.
- e) 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
- f) 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 Tourism Northern Ireland to ensure no activities are double-funded.
- g) 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**
- h) For more information on how Tourism Ireland handles your personal data, please see our privacy policy; <https://www.tourismirelandindustryopportunities.com/privacy-policy>
- i) ** See Appendix III for definitions relating to data protection.
- j) Any potential change to approved activity MUST be agreed in writing with Tourism Ireland prior to the amended activity being confirmed.

- k) Activities are approved subject to any travel restrictions applying, at the date of the activity, being fully complied with.
- l) In the event of an approved activity being cancelled, funding is not transferrable to another activity without the written consent of Tourism Ireland.
- m) Applications received after the deadline will not be considered eligible.
- n) 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.
- o) All claims must be supported by 3rd party invoices/receipts
- p) 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
- q) 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.
- r) Where an overpayment occurs, Tourism Ireland will issue an invoice to individual members with a 30-day remittance term.
- s) All decisions are final, and Tourism Ireland reserves the right to terminate the programme or amend terms and conditions at any time.

Appendix I – 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. When submitting your Post Activity Claim, you are required to confirm in writing that you have spent at least the amount per day outlined below in the table.

Location	Rate (Euros)	Rate (GBP's)
Great Britain	n/a	215.00
Switzerland/United Arab Emirates	290.00	250.00
Canada	200.00	170.00
US/ Germany/ France/ Spain/ Italy/ Netherlands/ Belgium/ Nordics/ Austria	240.00	205.00

Appendix II – Eligible Markets

The following list comprises the markets eligible for activity under the Northern Ireland 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 (vs other markets not featured on this list where you may have been active):

1. US
2. GB*(NB: *Great Britain does not include Northern Ireland*)
3. Germany
4. France
5. Spain
6. Italy
7. Netherlands
8. Nordics
9. Belgium
10. Switzerland
11. Austria
12. Canada
13. UAE

Appendix III - 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.