



Virtual Meet the Buyer 2021

**Briefing Session
Tuesday 13th April 2021**

**Northern
Ireland**

**Embrace
a Giant
Spirit**



Agenda

- **Welcome: Eimear Callaghan, Tourism NI, Business Solutions Manager**
- **Introduction to Meet the Buyer**
- **Julie O'Brien, Runda – Tourism & Hospitality Solutions**
- **Q&A**
- **Session duration: 1 hour**

**Northern
Ireland**

**Embrace
a Giant
Spirit**



Meet the Business Solutions Team

Connecting Northern Ireland industry with overseas buyers, focusing on Group Leisure & MICE

- Gwen Beveridge
- Conor Carberry
- Dawn Corrigan
- Aoife Fee
- Heather Gibson
- Gillian Spratt
- Joanne Taylor



Business Solutions Approach for 2021

- 1: Create opportunities
- 2: Keep Front of mind with overseas buyers
- 3: Support the recovery



2020 – First ever Virtual
Meet the Buyer

We aim to build on this
success for 2021

Virtual Meet
the
Buyer 2021

183 NI Industry
156 International operators
16 markets

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Current Status – 1 week to go

- Appointment scheduling currently live
- 3 days to accept or decline meeting requests
- 3000 appointments accepted to date
- Cap on number of meetings lifted
- NI industry briefing pack issued

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Converve Top Tips

- Browser – Chrome is recommended
- Check your mic and camera settings
- Test in advance – use the Start Video Meeting button to practice your technique
- Sharing Screen for presentation – share application window or Chrome Tab – depending on your set up. Do not share entire screen

Northern Ireland

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Converve Top Tips

- Virtual Lounges – request assistance or network informally with other delegates
- Help Function – Contact Help Desk with queries

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Stats from VMTB 2020 NI Industry attendees

- 91% found operators genuinely interested in doing business with them
- 97% said VMTB 2020 exceeded their expectations
- 79% rated the event as 'excellent'
- 92% said they would 'very likely' attend the event in 2021



Northern Ireland

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Operators Top 3 objectives

- 96% – Meet new suppliers and learn about new experiences
- 93% – Increase knowledge of destination
- 75% – Extend existing programmes or create new programmes



Virtual
Meet the
Buyer
2021

SUPPORT RESOURCES

Northern Ireland

Embrace a Giant Spirit

- Tourism NI Content Pool
- Discover Northern Ireland Youtube Channel – Content links
- Market Profiles on Tourism Ireland.Com
- Research & Insights on tourismni.Com
- Links to previous webinars on tourismni.Com
- To stay up to date with International B2B Market opportunities – Ezine & Social Media

Away A Wee Walk

Virtual Meet the Buyer

20th – 22nd April 2021

Industry Briefing



tourism
northernireland

#meetthebuyer

NI Industry Briefing Pack



tourism
northernireland



Social Media Assets



Twitter



LinkedIn



Email Signature

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**During Virtual Meet the Buyer –
Join the conversation on social
#meetthebuyer**

Twitter: @NITouristBoard

Linked In:

@TourismNorthernIreland



Virtual Meet the Buyer 2021

Julie O'Brien
Runda

TED

Tourism
Enterprise Development
Programme

Maximising Opportunities via Virtual Meet the Buyer.

Facilitator: Julie O'Brien

Date: Tuesday, 13th April 2021

Time: 10-11am



Key Content

1. An overview of Virtual Meet the Buyer 2021 including a Preparatory Timeline
2. FOUR top tips you need to know for a successful Virtual Meet the Buyer 2021
3. Mastering the Verbal Pitch via Virtual Meet the Buyer to achieve a conversion
4. Following up with Travel Buyers to achieve Conversions
5. Questions

A large, craggy rock formation, possibly a natural rock shelter or a natural rock formation, stands prominently on a grassy hillside. The rock is dark and textured, with many cracks and crevices. The surrounding landscape is green and hilly, with a clear blue sky in the background.

1. Preparing for Virtual Meet the Buyer

A rooftop terrace at dusk with a glass railing and a view of a city featuring a large domed cathedral.

What is Meet the Buyer?

Key Dates for Virtual Meet the Buyer 2021

What is Meet the Buyer?

NI's largest travel trade event
+ 155 buyers from 16 markets

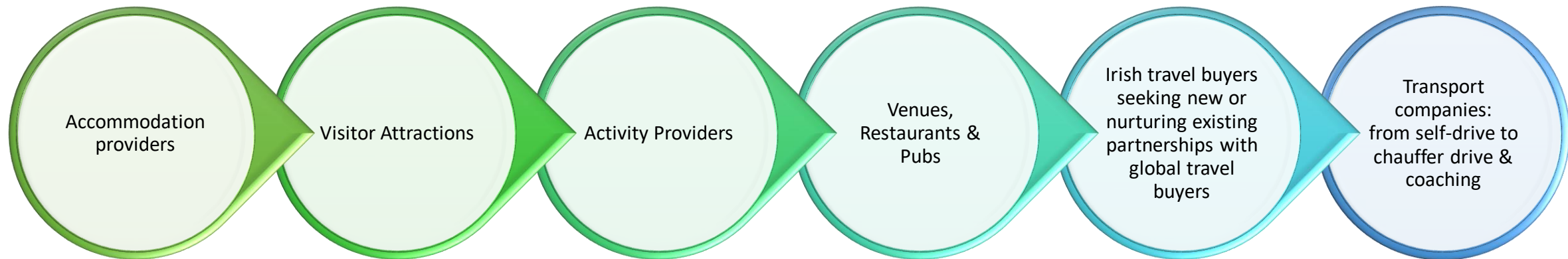
Key Focus: leisure travel buyers

- Tour operators
- Travel wholesalers
- Online travel agents

Importance in light of Covid-19

- CRUCIAL for the recovery of NI's tourism industry
- Contracting for 2022 takes place in 2021

NI tourism trade representatives | Who attends?



Representing destination NI | your business & destination | putting your best foot forward!

Key Dates:

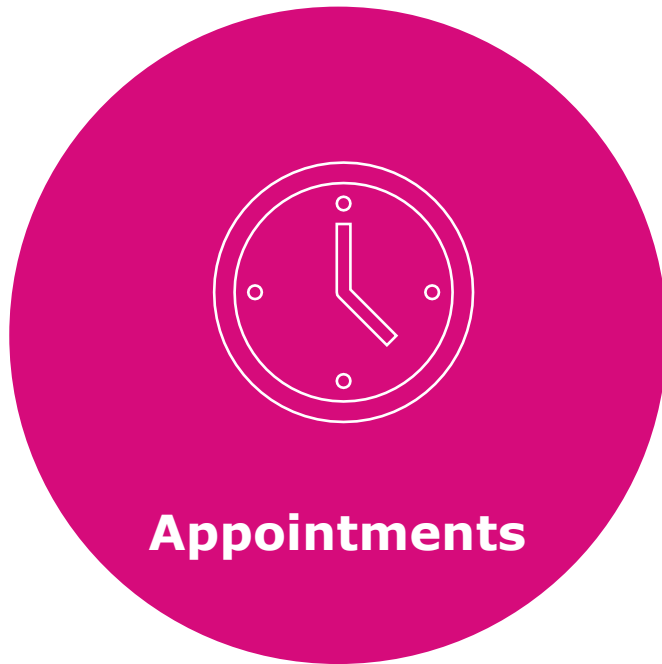
Virtual Meet the Buyer 2021

- **Appointments:**
 - Tuesday, 20th April 2021
 - Wednesday, 21st April 2021
 - Thursday, 22nd April 2021

Appointment Details

- 30th March | appointments open for buyers & suppliers
- Appointments can be made until 22nd April 2021
 - Important to confirm appointments early to avoid disappointment
- Appointments auto delete within 3 days if not accepted, or declined.
- System remains live for 12 months
- TNI: producing a PDF workshop manual with delegate's contact details. Will be issued the day before the event

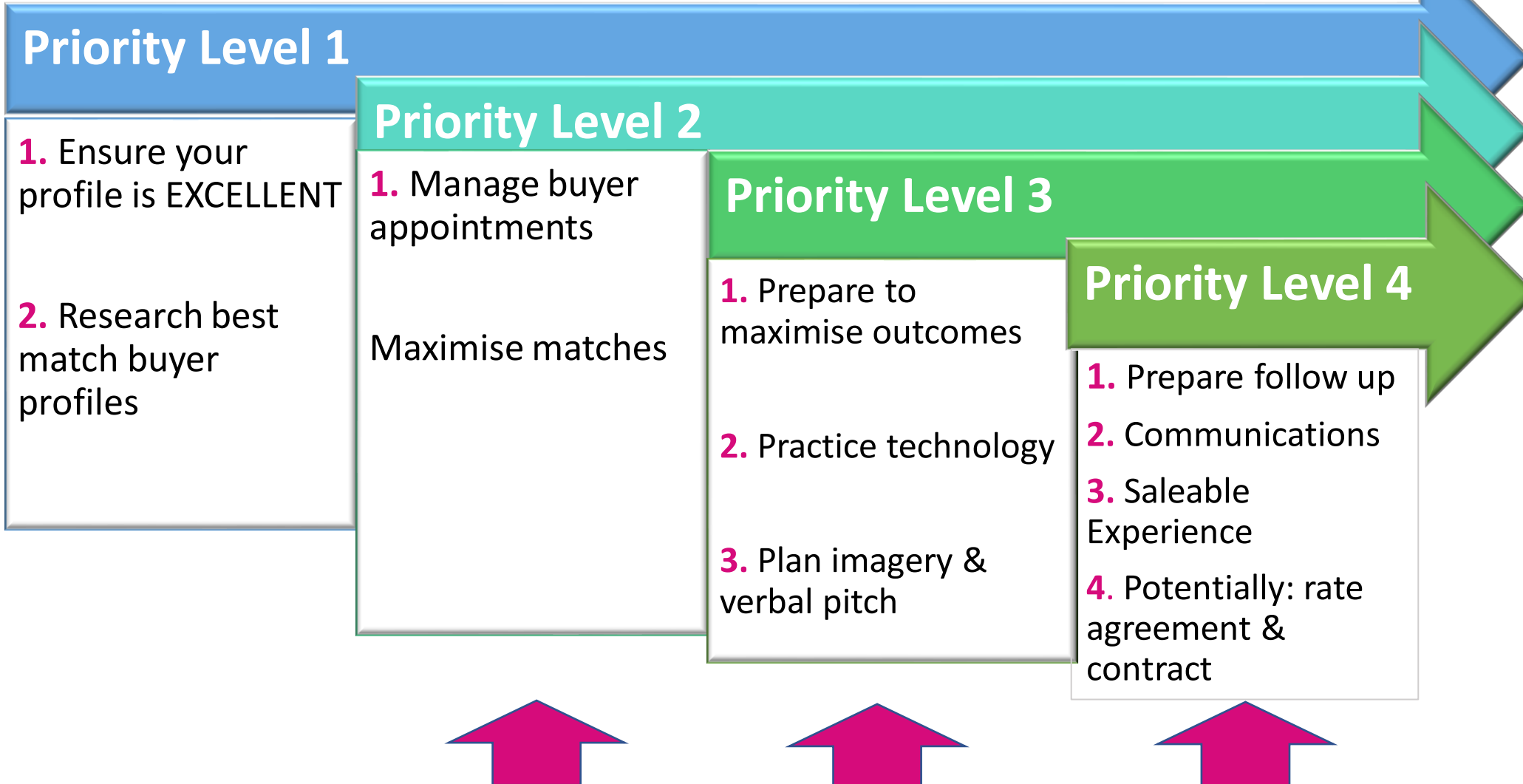
Appointment Details



- NO limit on appointment requests
- 8am-8pm: Tuesday 20th April to Thursday 22nd April
- 15 minutes each
- 5 minutes between back to back appointments

Your job | to maximise the MATCH potential

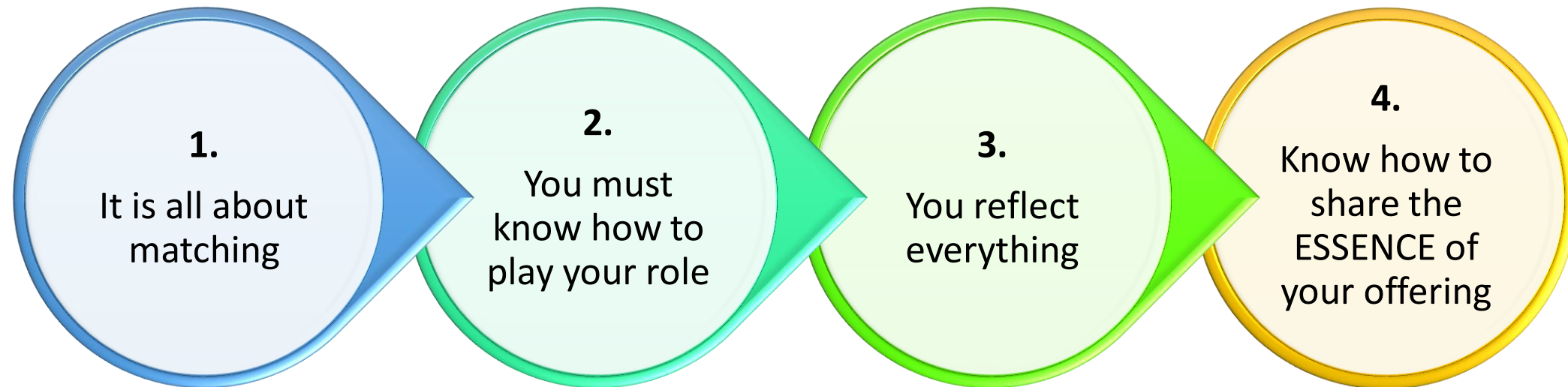
Preparatory Timeline:





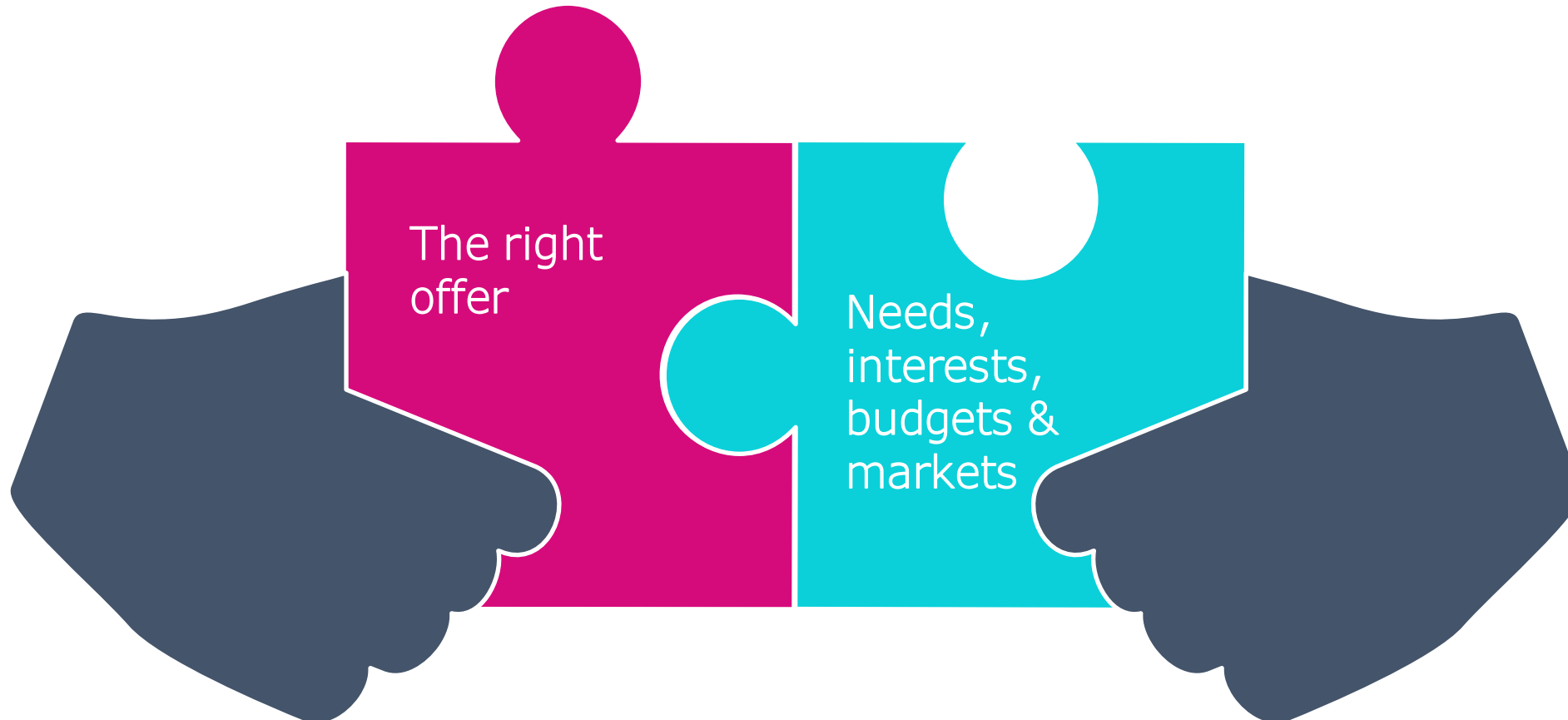
2. FOUR top tips you need to know for a successful Virtual Meet the Buyer 2021

FOUR KEY Insights for a Successful Meet the Buyer

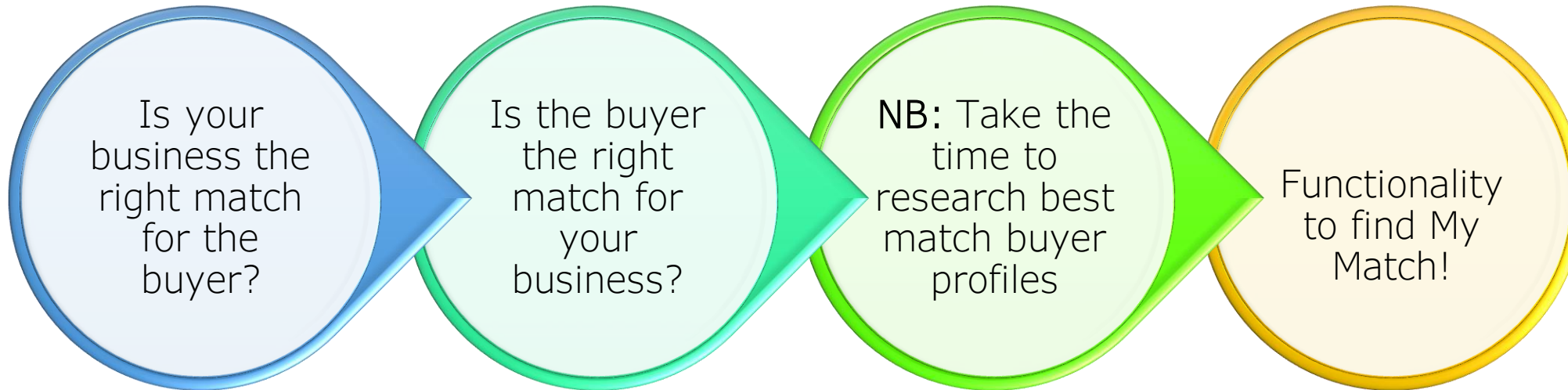


1. Virtual Meet the Buyer is ALL about MATCHING

- Establish a CONNECTION
- Establish if there is a MATCH!

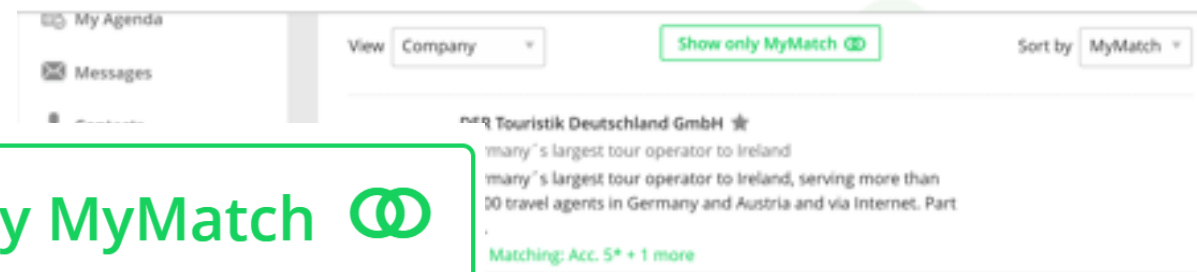


Meet the Buyer APPOINTMENT SYSTEM | YOUR PROFILE & MATCHING



Based on the profile you created the Meet the Buyer Appointment System identifies suitable matches

Show only MyMatch 



Establishing matches via Meet the Buyer Appointment System

- Know how to use the messaging system to create a connection **IN ADVANCE** with travel buyers
 - Express delight and create a connection
 - If required, gently query requests or investigate opportunities **FOR ACCURATE MATCHES:**

"Thank you so much for requesting an appointment. I am really looking forward to telling you all about XXXX. With incredible views overlooking XXX and XX, this is a beautiful part of Ireland..."

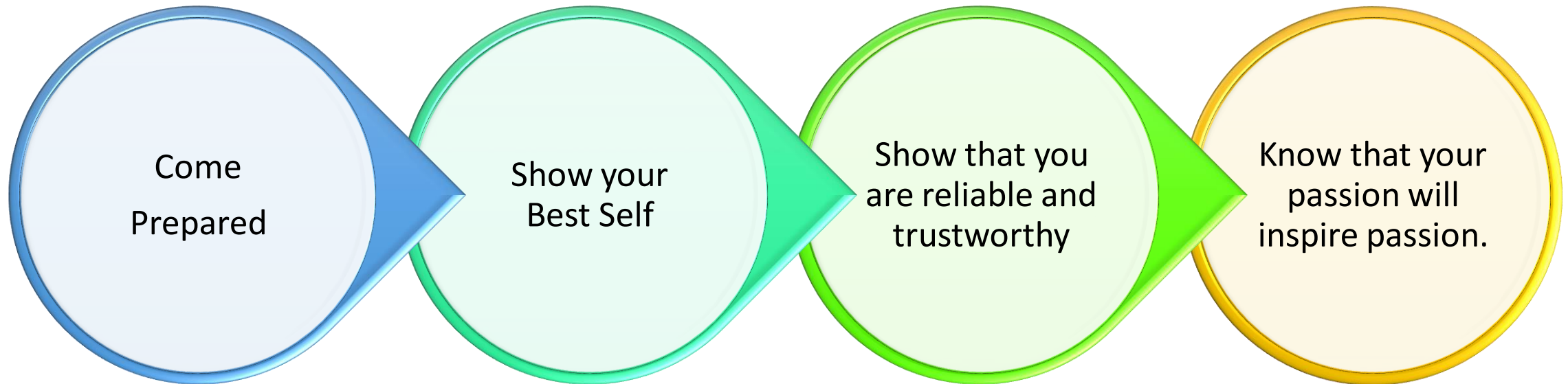
"Thank you so much for your appointment request... Can I check something with you... While I see from your profile that you manage XXX, our business is all about XXX. Can I ask thereby if what we offer is what you are looking for?"

2. You must know how to play your role

Understanding

- the importance of creating a connection and establishing a MATCH
- The importance of following up and CONVERTING opportunities that arise
- the kind of opportunities that are available via diverse buyers from OTA & wholesalers to tour operators. For example, tour operator customers include
 - F.I.T.: fully independent traveller
 - Adhoc groups: e.g. special interest groups
 - Tour Series: coach tours
- The jargon. For example
 - e.g. allocation. F.I.T. etc

3. You reflect everything

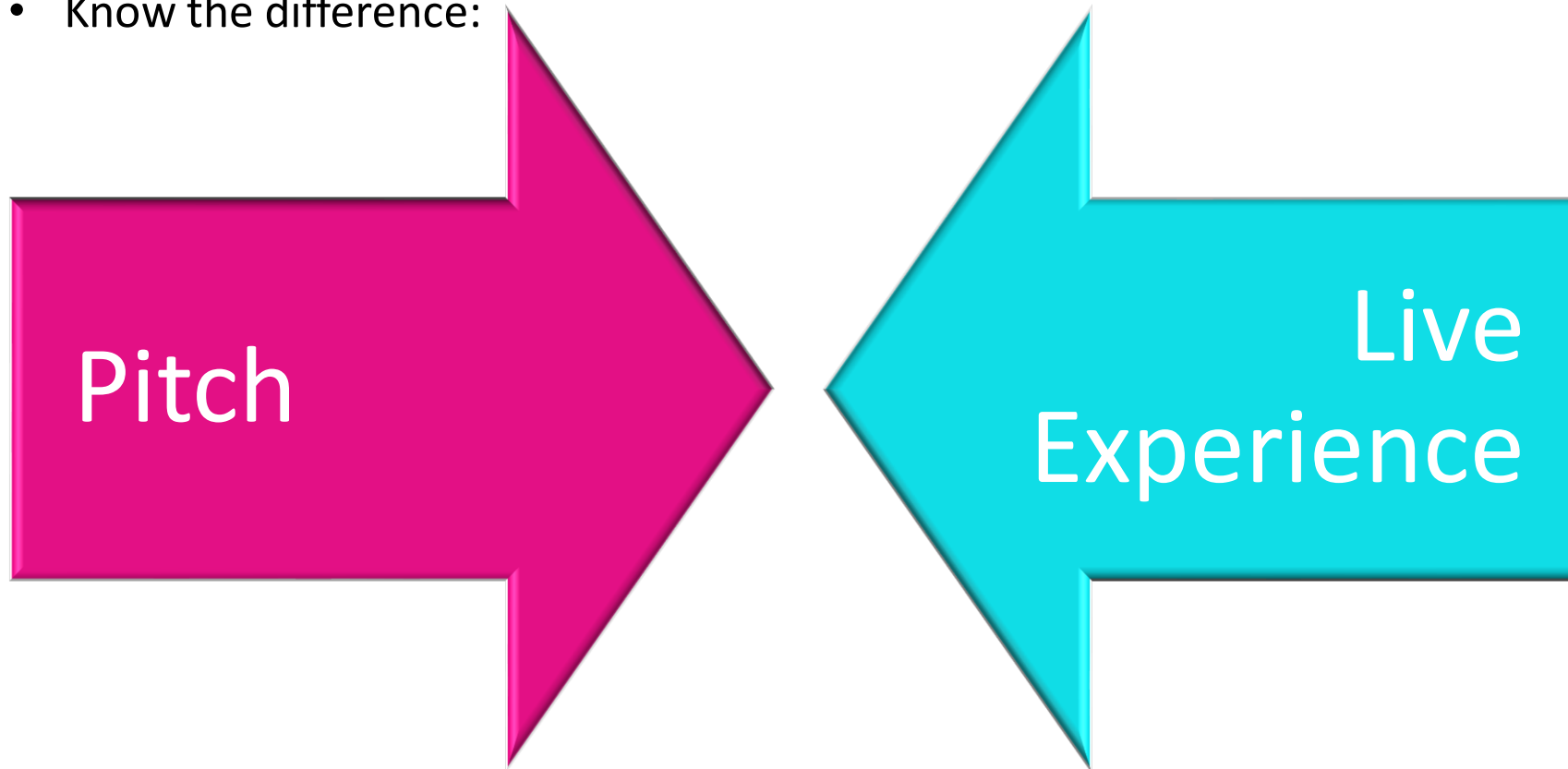


INTEGRITY is EVERYTHING

Know that you represent yourself, your business, your destination, Northern Ireland and Ireland.
Ireland competes against global markets.

4. Be prepared to share the **ESSENCE** of your offering

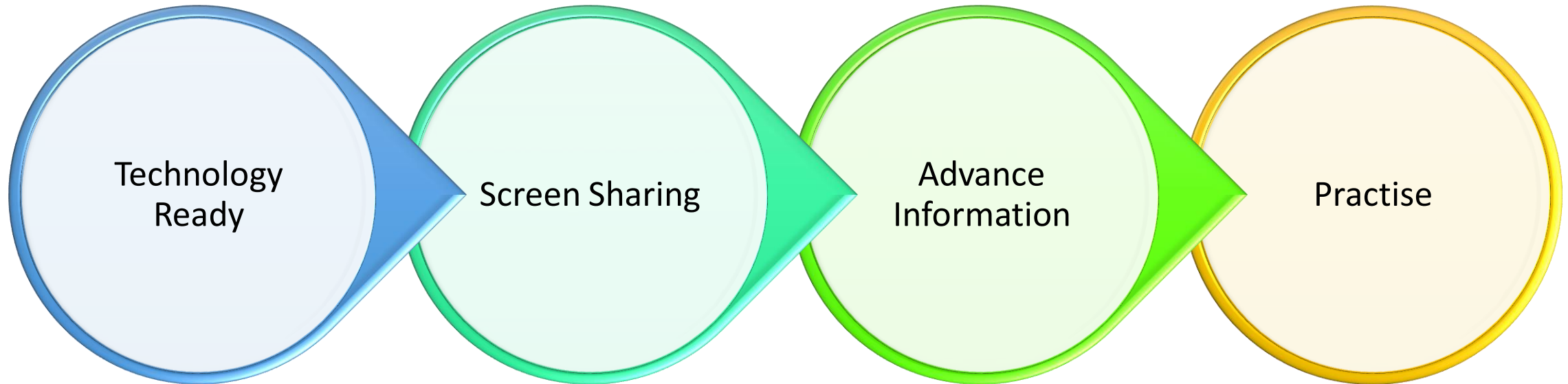
- Do NOT overwhelm
- Present the ESSENCE in verbal and written content
- Know the difference:



An aerial night view of a city, likely Vienna, showing a dense urban landscape with numerous illuminated buildings. A prominent building in the center-right has the word 'EUROPA' visible on its facade. The city lights create a warm, golden glow against the dark sky.

3. Mastering the Verbal Pitch via Virtual Meet the Buyer to achieve a conversion

VERBAL PITCH PREPARATION: THE TECHNOLOGY!



VIRTUAL Meet the Buyer: ONE PERSON PRESENTS

**The Name of
Registered
Participant is
Visible to the
Travel Buyer**

Hi Carolina,

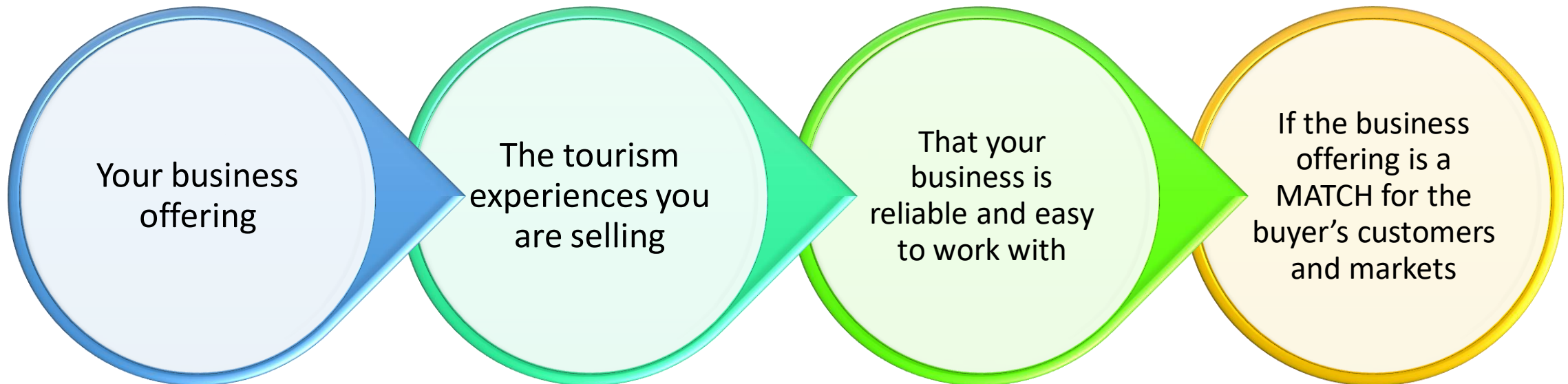
My name is John Rafferty. I have been so looking forward to meeting you today. As you can see, my colleague Tracey Jonston was registered to meet with you. Tracey and I work really closely together and I am delighted to have the pleasure of introducing our wonderful experiences to you...



Meet the Buyer Appointments and The Verbal Pitch

VERBAL PITCH PREPARATION

The buyer must understand



VERBAL PITCH STEPS AND EXAMPLES

STEP 1

Warm welcome

**Welcome the Buyer with
a smile**

"Hello Carolina, my name is Mary and I represent the Antrim Storytellers. I have been really looking forward to meeting you this morning."

VERBAL PITCH STEPS AND EXAMPLES

STEP 1

Warm welcome



STEP 2

Demonstrate your research

"I see from your profile that you cater for special interest soft adventure groups, can I ask if you also cater for FITs?"

Be buyer aware!
Show the buyer you
have done your research

VERBAL PITCH STEPS AND EXAMPLES

STEP 1

Warm welcome



STEP 2

Demonstrate your research



STEP 3

Root the buyer



ROOT the buyer
Point to the map- clarify locations

"My name is Mary. I represent the Antrim Storytellers. We are so proud of our location in a beautiful rural village, overlooking [...] in County Antrim and to be part of the wonderful Embrace a Giant Spirit experience brand."

VERBAL PITCH STEPS AND EXAMPLES

STEP 1

Warm welcome



STEP 2

Demonstrate your research



STEP 3

Root the buyer



STEP 4

Create Trust

YOU reflect your business

- Your words and your demeanour reflect your tourism business.
- The buyer is trying to assess if your business is reliable and easy to work with.

Tourism Experiences: Make sure the buy business is selling

STEP 5

Set out your stall

Set out your stall!

Ensure details are accurate
in light of Covid-19

May be useful to group
product into general and
premium experiences

The Green Holiday Cottages | General Experiences

Experiences	Short Description	Min/Max	Duration	Public Price Per Person
Engage in the craftsmanship of stone wall building with Mark Hanna	Working alongside Mark Hanna, experience the beauty and hard graft behind the centuries-old craft of dry-stone wall building in Ireland. See how Mark restored more than 400-metres of original dry-stone walls back to their mid-18 th century glory with granite direct from the Mourne mountains. Taking diversely shaped stones - from cap to key stones - in your hands, become part of a timeless tradition by physically building part of a stone-wall yourself. End with a Mourne builder's lunch including tea and a nutritious boiled fruit cake, served in a biscuit tin!	6 +	2.5 -3 hours experience	£XX
	Inclusions: lunch- served Mourne Builders style (!) - in a biscuit tin including boiled fruit cake (served with or without butter) and strong Punjana or Nambarrie black tea!			
Campfire Cooking	<ul style="list-style-type: none"> ❖ Enjoy dinner prepared & cooked around the campfire. ❖ Delicious 3 course meal ❖ Prepared, cooked, enjoyed around the Campfire 	6 +	2.5 -3 hours experience	£XX
Woodland Wander with Tea & Homemade Scones	<ul style="list-style-type: none"> ❖ Wander through Woodlands with Jenny Hanna ❖ Jenny will link the folklore of the native woodland to general wellbeing. ❖ Includes Morning Tea / Coffee with Homemade Scones or Afternoon Tea with Cakes 	4+	1.5 hours experience	£XX



STEP 5

Set out your stall



STEP 6

Paint a picture with words and images



Create a picture for the buyer!

- Carefully choose words that give a clear insight into your business offering
- The buyer should be able to clearly picture the experience- without being there

Visual Aids

Visual imagery is a must for clarifying the buyer's understanding. Carefully chosen, quality images are required to reinforce the verbal pitch

STEP 5

Set out your stall



STEP 6

Paint a picture with words and images



STEP 7

How does the buyer contract?



Establish HOW each buyer does business

- Does the buyer contract directly with NI tourism businesses?

OR

- Does the buyer work in partnership with another (often NI based) buyer?

NB:

The answer to this question determines how best to follow up

STEP 5

Set out your stall



STEP 6

Paint a picture with words and images



STEP 7

How does the buyer contract?



STEP 8

Be concise & precise. Don't
exaggerate



Concise and Precise

- Aim to be precise and concise: do not overwhelm, or bore the buyer!
- Present with integrity: do not over exaggerate

STEP 5

Set out your stall



STEP 6

Paint a picture with words and images



STEP 7

How does the buyer contract?



STEP 8

Be concise & precise. Don't exaggerate



STEP 9

Listen

LISTEN to the buyer

- Are you listening to what the buyer needs?
- Can you truly match those needs?

STEP 10

Remember Local!



Think Local!

Buyers like to understand what it means to be **LOCAL**

"After visiting our brewery, I would recommend that you bring your customers to Jimmy D's famous ice cream store. I love an ice cream myself, especially while strolling along the river bank..."

STEP 10

Remember Local!



STEP 11

ASK FOR THE BUSINESS



Ask for the business!

"Do you think there will be an opportunity for us to work together? I would really love that"

Know the potential

You should leave every appointment knowing the opportunity for conversion:

- No potential?
- Some potential?
- Definite potential?

STEP 10

Remember Local!



STEP 11

ASK FOR THE BUSINESS



STEP 12

Follow Up!

Follow up!

NB:

Put the follow up date in your diary

Personalised FOLLOW UP

Additional questions in light of Covid-19

Information gathering

I am delighted to hear that you are interested in what we offer! Thank you.

- Can I ask if you are actively contracting for Northern Ireland?
- And when do you expect your customers will travel?
- Which of your customers do you expect will travel first?
Individuals? Groups? Families? Markets?....

Additional questions in light of Covid-19

Responding to queries regarding safety. Balancing the messaging:

- Motivating customers to engage and book
- Addressing safety & anxiety concerns



- *I want you to know that even if Covid-19 restrictions are in place, your customers will have a lovely time with us.*
- *As a business that has been fully certified by Tourism Northern Ireland to address wellbeing concerns in light of Covid-19, rest assured that your customers will have a wonderful and memorable experience within a safe environment*

A photograph of a narrow path winding through a dense forest. The trees have thick, gnarled, and moss-covered trunks, creating a tunnel-like effect. The path is made of wooden planks and leads into the distance. The lighting is soft and dappled, filtering through the canopy.

4. Following up with Travel Buyers to Achieve Conversions

Meet the Buyer: FOLLOW UP

WHEN

Yes / No / Maybe
OPPORTUNITIES

THE RIGHT ROUTE

During the buyer appointment, you should have already asked the buyer






A supplier must send information to the buyer by an agreed date

NO follow up reflects poorly on you, your business and Destination NI

Meet the Buyer: FOLLOW UP



During the buyer appointment, you should have established the conversion potential for each buyer

-  LOW potential
-  MEDIUM potential
-  HIGH potential

Meet the Buyer: FOLLOW UP

WHEN & HOW

Yes / No / Maybe
OPPORTUNITIES

THE RIGHT ROUTE

LOW OR no business potential

Remain professional and polite! Remember to never close a door.

Dear Carolina,

It was lovely to meet you at Meet the Buyer.

It is a pity there does not seem to be an opportunity to work together at present. However, let's keep in contact and perhaps an opportunity might arise some time in the future.

If I can every assist you, please do not hesitate to let me know.

Meet the Buyer: FOLLOW UP

WHEN & HOW

Yes / No / Maybe
OPPORTUNITIES

THE RIGHT ROUTE

HIGH business potential

Be delighted and work towards a conversion

Dear Carolina,

It was lovely to meet you virtually at Meet the Buyer and I was delighted to hear that you feel we will soon have an opportunity to work together.

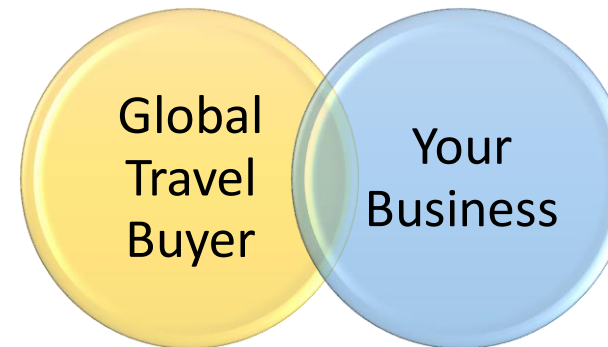
I enclose our information, as agreed. If you need anything further, please do not hesitate to let me know.

I will call you in a couple of days to make sure you have everything you need

Meet the Buyer: FOLLOW UP

During the buyer appointment, you should have established HOW an interested buyer works. Do they contract...

- Directly with an NI tourism business



- Via another travel partner



Meet the Buyer: FOLLOW UP



If a buyer **CONTRACTS DIRECTLY** with an NI tourism business, then you need to send the following directly to the buyer...

- Business Information
- Rate Agreement
- Terms & Conditions

Meet the Buyer: FOLLOW UP


If a buyer advises that they **CONTRACT VIA A TRAVEL PARTNER**, then...

- Ask for the name of that partner
- In this instance, there are two processes to the follow-up:
 1. The global buyer receives the business information (with public pricing)
 2. The named travel partner should receive
 - i. Business information (with public pricing)
 - ii. The Travel Trade rate agreement
 - iii. Terms & Conditions

WHEN & HOW

Yes / No / Maybe
OPPORTUNITIES

THE RIGHT ROUTE

A scenic view of a coastline with green cliffs and a blue sea under a cloudy sky. The text is overlaid on the left side of the image.

Follow Up

- Business Information
- Rate Agreement
- Terms and Conditions

BUSINESS INFORMATION

Simple, well laid out CLEAR information required.

Important to include...

- Destination Experience Brand
- Contact information
- Business title
- Business proposition
- Business offering description
- Strong visuals
- Tourism Experiences: what is your business selling?
- Public Pricing
- Parameters: such as duration, min/max numbers etc.

CLEARLY CATEGORISED PRODUCT

Mourne Mountains & Ring of Gullion
Denir's Co

Experience	Sh
Irish storytelling (Seanchaí) in Ireland's oldest coaching inn	Exp stor sea wit whi
Join the locals for a lively music session in Ireland's oldest coaching inn	Loc and Par
Join the locals for a traditional Irish music session in Ireland's oldest coaching inn	Ital and
Experience Ireland's ancient music heritage in Ireland's oldest coaching inn	Me mu anc har wit and you
Experience traditional Irish dancing in Ireland's oldest coaching inn	Me spe inte Dar dan NO be q min



T: 0044 (02844) 612012

Mourne Mountains & Ring of Gullion



A 'true distillery' born from the dramatic landscape of the Mourne Mountains

Poitin, Gin & Whiskey | Hand Crafted | Small Batch | Native Botanicals | Flame-Fed Pot Stills
Spirits Tasting | Local Traditional Live Music | Irish Story Telling |

Located in the heart of the Mourne Mountains, Kilowen Distillery has a cult following that describe it as a 'true distillery'. Seated at the slopes of Knock Sloga (the Fairy Mountain), the path to the distillery is the path smugglers took during the Napoleonic Wars to bring French brandy into the North of Ireland and until recently was a perfect hideout for local poitin makers (moonshiners).

Today you can experience the craftsmanship behind making diverse spirits including whiskey, gin and (the once illicit) poitin through a variety of experiences including an intimate 'meet the maker' tour and tasting.

Highlights include:

- ❖ **Guided Tour:** certified distiller tour with insights into the process | use of local grains and botanicals.
- ❖ **Spirits Tasting:** contemporary spirits based on ancient tradition | Historical Mash Bills (recipes).
- ❖ **Partnership Experiences:** celebrating ancient local traditions | from fishing to distillation.
- ❖ **Irish Distillation Truths:** insights into the true culture and heritage of distillation in Ireland.
- ❖ **The Components of True Irish Whiskey:** oats | wheat | rye | unmalted & malted | green malt.
- ❖ **Tasting Bar:** sample the spirits in a comfortable setting | guided gin, whiskey and poitin tastings.
- ❖ **Live Music:** the ancient townland has a wonderful music tradition | local live traditional music.
- ❖ **Location:** Surrounded by lush green countryside | 4 miles from the historical village of Rostrevor.

KILLOWEN

SMALL BATCH
IRISH
DISTILLERY

T: +44 7727747949 | E: info@kilowendistillery.com | www.kilowendistillery.com
A: 29 Kilfeaghan Rd Kilowen, Rostrevor, Co Down, NI, BT343RZ

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Mourne Mountains & Ring of Gullion

Kilowen Distillery | **LIVE** Experiences

Experiences	Short Description	Min/Max	Duration (approx.)	Price per person
Distillery Gin & Poitin - Tour & Tasting	<ul style="list-style-type: none"> ❖ Learn about native Irish botanicals & the process of distillation. ❖ Enjoy samples of gins & liqueurs. Inclusions: <ul style="list-style-type: none"> • 4 x 25ml servings of Kilowen Spirits (3 gin & 1 poitin). • local live music 	8-20	60 minutes	EXX
Distillery Whiskey & Poitin - Tour & Tasting	<ul style="list-style-type: none"> ❖ Learn about some local native crops, their influence on Irish Whiskey and erroneous Irish Whiskey Legislation ❖ Learn about whiskey distillation. ❖ Enjoy samples of new make whiskeys. Inclusions: <ul style="list-style-type: none"> • 4 x 25ml servings of Kilowen new make Spirits (3 new make spirits & 1 poitin) • local live music 	8-20	80 minutes	EXX
Distillery Combi Gin, Poitin & Whiskey - Tour & Tasting	<ul style="list-style-type: none"> ❖ Learn about some local native botanical crops, their influence on Irish Whiskey and erroneous Irish Whiskey Legislation ❖ Learn about whiskey / gin distillation. ❖ Enjoy samples of new make whiskeys & gins. Inclusions: <ul style="list-style-type: none"> • 7 x 25ml servings of Kilowen new make Spirits & (3 new make spirits & 1 poitin) • local live music 	8-20	90 minutes	EXX
NOTE: <ul style="list-style-type: none"> • For the duration of Covid-19, the minimum and maximum numbers have been adjusted to 10 				

KILLOWEN

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Mourne Mountains & Ring of Gullion

Kilowen Distillery | **VIRTUAL** Experiences

Experiences	Short Description	Min/Max	Duration (Approx.)	Price per person
Gin & Poitin	<ul style="list-style-type: none"> ❖ Receive your personal Kilowen tasting set by post. ❖ Via an emailed link, join an interactive virtual tasting, all you need is a video phone or webcam! ❖ Enjoy samples of new make whiskeys & gins with an interactive Q&A Inclusions: <ul style="list-style-type: none"> • 3 x 50ml servings of Kilowen Spirits (2 gin & 1 poitin) delivered to your door. • Guided online live tasting. • Tonic not included. 	8-20	80 minutes	EXX
Poitin & Cask Strength Whiskey	<ul style="list-style-type: none"> ❖ Receive your personal Kilowen tasting set by post. ❖ Via an emailed link, join an interactive virtual tasting, all you need is a video phone or webcam! ❖ Enjoy samples of new make whiskeys & gins with an interactive Q&A. Inclusions: <ul style="list-style-type: none"> • 3 x 50ml servings of Kilowen new make Spirits (2 Whiskey & 1 poitin) delivered to your door. • Guided online live tasting. • Tonic not included. 	8-20	80 minutes	EXX
Gin, Poitin & Cask Strength Whiskey	<ul style="list-style-type: none"> ❖ Receive your personal Kilowen tasting set by post. ❖ Via an emailed link, join an interactive virtual tasting, all you need is a video phone or webcam! ❖ Enjoy samples of our new make whiskeys & gins with an interactive Q&A. Inclusions: <ul style="list-style-type: none"> • 3 x 50ml servings of Kilowen new make Spirits & (1 gin, 1 poitin & 1 Cask Strength Whiskey) delivered to your door. • Guided online live tasting. • Tonic not included. 	8-25	80 minutes	EXX
NOTE: <ul style="list-style-type: none"> • all prices include delivery of personal tasting set as specified for each experience / one tasting set per person. • all experiences are subject to minimum numbers and charges - all tastings are conducted by Kilowen Distillery expert • 'Virtual experiences' can only be invoiced to UK registered tourism companies 				

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3

RATE AGREEMENT: Accommodation

Property Name:		Reception Email:	
Address:		Tel:	
Primary Contact:		Email:	
Reservations Contact:		Reservations Email:	
Date:		Quoted Currency:	
FIT (Provide rates per room or per person sharing)			
STANDARD ROOM CATEGORY NAME:			
ROOM TYPE	MONTHS		
	Jan - March	April & October	May June September July/August
Twin/Double			
Single			
Triple			
Family Room			
Children in own Room			
Dinner Rates pps			
FIT ALLOCATION			
ROOM TYPE	NUMBER OF ROOMS	DAY RELEASE	
CLOSE OUT DATES	Please note your Covid-19 policy for close outs		
Group (Provide rates per room or per person sharing)			
MIN. NUMBER OF PEOPLE FOR GROUP RATES:			
ROOM TYPE	MONTHS		
Twin/Double			
Single			
Triple			
Family Room			
Dinner Rates pps			

UPGRADED ROOM SUPPLEMENT				
Please ensure room type names correspond with your property				
ROOM TYPE NAME <i>eg. Deluxe Room</i>	MONTHS			
Superior Room				
Deluxe Room				
Junior Suite				
One-Bedroom Suite				
Penthouse Suite				
Presidential Suite				
CHILD POLICY				
CHILD AGE:		RATES:		BREAKFAST INCLUDED
INFANT AGE:		RATES:		COTS CAN BE ACCOMMODATED
ROOM TYPE	MAX CAPACITY <i>2A1C (2 Adults & 1 Child)</i>	BEDDING CONFIGURATION <i>eg. 1D1S (1 Double & 1 Single Bed)</i>	AIR-CON	INTERCONNECTING
CATEGORY	CAPACITY	BEDDING CONFIGURATION	Y/N	Y/N
Standard Room				
Superior Room				
Deluxe Room				
Junior Suite				
One-Bedroom Suite				
Penthouse Suite				
Presidential Suite				
<div style="border: 2px solid blue; padding: 10px; display: inline-block; transform: rotate(-15deg); transform-origin: center;"> <p>Please note any impacts on capacity in light of Covid-19 (in particular for non family member bookings)</p> </div>				
PLEASE COMPLETE ALL SECTIONS				
CHECK-IN TIME:		CHECK-OUT TIME:		
PORTERAGE PER BAG:				
NUMBER OF ACCESSIBILITY ROOMS		APPLICABLE ROOMS:		
WIFI	FOC Y/N	Charged	Advise Price Available throughout the Premises - Specify where?	

RATE AGREEMENT: Accommodation

TERMS & CONDITIONS			
FIT,			
Cancellation:			
Please note any adjustment for Covid-19. Or input a note advising to refer to TCs for details			
AD HOC GROUPS			
Please stipulate your terms for driver and/or guide:			
Please note any adjustment for Covid-19. Or input a note advising to refer to TCs for details			
Cancellation Policy:			
Please note any adjustment for Covid-19. Or input a note advising to refer to TCs for details			
NOTES			
Please attach separately specific T&C's for consideration. Include the rate conditions. For example: rates are discounted, net rates and non-commissionable. Rates include full Irish breakfast.			
FOR AND ON BEHALF OF			
COMPANY:		COMPANY:	
NAME:		NAME:	
TITLE:		TITLE:	
EMAIL:		EMAIL:	
PHONE:		PHONE:	
DATE:		DATE:	
SIGNATURE		SIGNATURE	

RATE AGREEMENT: Activities & Attractions

- The Public Rate for each experience
- The Buyer's Rate (B2B rate) for each experience

Insert Business Brand

FIT & Adhoc Group Rate Agreement 2021 & 2022

INSERT TOUR OPERATOR NAME

1st June 2021-31st December 2022

Contact Details: [Insert Contact Name for the Tourism Business]

T: [Insert Telephone Number]

E: [Insert Email Address]

www: [Insert the Business Website]

Tours

Experience	Short Description	Min-Max Numbers	Duration	Price/Person Public Price	B2B Price
Scheduled Tour	Insert Short Description	1-30	1 hour	€XX	€XX
Private Guided Tour	Insert Short Description	10-30	1.5 hours	€XX	€XX
NOTE: In light of Covid-19 government guidelines, the min and max numbers stated above have been adjusted to: <ul style="list-style-type: none"> • Schedule Tour: 1-16 • Private Guided Tour: 8-16 					

NOTE:

- All of the above rates and services are bound by the enclosed Terms & Conditions.
- The same rate applies to FIT and ~~ad hoc~~ group bookings.
- Note that the daily public, scheduled tours that take place at 10am and 2pm are ideal for FIT bookings.
- ~~Ad hoc~~ group pricing applies to groups of 8 plus people (Covid-19 period). While intimate, private group requests for less than 8 people can be accommodated, these bookings are subject to the noted charges for minimum 8 people.

Insert Client Name

Insert Contact Name for Tourism Business

Insert Business Name

Insert Tourism Business Name

Signed: _____

Signed: _____

Date: _____

Date: _____

CONTRACTING:

TWO parts to contracting

1. The Rate Agreement

2. The TCs that accompany the rate agreement. For example:

- booking, payment and cancellation policies for credit and no credit customers
- Free place policies
- child policies

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Q&A

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**Virtual
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2021**

GOOD LUCK!