

Criteria to become a Fáilte Ireland Approved DMC

A Destination Management Company is a professional services company, specialising in the design and delivery of MICE programmes that are tailored and bespoke to each individual client or group. DMCs utilise extensive local knowledge, expertise, and resources to deliver a high-quality experience. To be listed on the Fáilte Ireland Panel of approved DMCs, companies must meet the below criteria in full.

Minimum Eligibility Criteria – Pass / Fail Criteria

1. The applicant has a permanent company, with a full-time staffed office, located and registered in the Republic of Ireland.
2. Must be trading as an Inbound DMC in the Republic of Ireland for a minimum of two years.
3. Must have a minimum of two FTEs dedicated to servicing MICE inbound business.
4. The applicant has a valid Tax Clearance Certificate.
5. The DMC must have in place and maintain employer's liability Insurance with indemnity limit of €13,000,000 and Public Liability Insurance with an indemnity limit of €6,500,000.
6. The DMC must have appropriate processes in place to ensure the 'safety' of their clients' funds.
7. Must be fully compliant with all legislation
8. Must provide a minimum of **SIX** of the following services:
 - a. Programme creation and management on-site
 - b. Budget management
 - c. Accommodation & venue finding
 - d. Transport, tours & logistics
 - e. Activities and team building
 - f. Gala dinner, events, entertainment & production
 - g. Communicate in languages

Information required from the Applicant

1. Legal identity of the applicant.
2. Proof of company registration in Ireland.
3. Declaration of turnover specifically from MICE inbound tourism per year over a three-year period (2017-2019).
4. Must provide evidence of Ireland programs (minimum of 3 programs) totalling **500 international participants** in any one calendar year over the last two years with a minimum total spend of €525,000.
 - a. Must supply **two** international client letters of references relating to any of the above programs.
 - b. Must provide **three** supplier letters of references with whom the company has traded for a minimum of two years.
5. The list of services you provide to service this segment.
6. Details of all your international sales and marketing activity and budget, by market, targeting the MICE segment over the last three years (2017-2019). Please identify spend on participation fees, representation fees and travel. Please list all platforms and sales missions by country and who you partnered with.
7. Please list all international professional affiliations.
8. Please list any Irish professional affiliations.

Country Lists:

In order for a DMC to receive Meet in Ireland Corporate and/or Incentive leads and be eligible to apply to manage Meet in Ireland FAM trips, the DMC must provide evidence that they are actively doing business in the respective market.

The below criteria must be met in order to be included on a market list:

- The DMC must have a staff member, based in Ireland, who is fluent in the respective market language(s).
- The DMC must provide evidence of **TWO out of 4** of the below sales activities for each of the markets that they are applying for:
 - a. Attended **two MICE Business Tourism** overseas promotions (MICE trade shows/networking events/workshops etc.) over the last two years, details of which must be provided for each market.
 - b. Availled of one of the **Fáilte Ireland Supports** over the last two years e.g. DMC FAM Fund, MICE Financial Supports Fund, Meet in Ireland Fam, details of which must be provided for each market.
 - c. Has employed the services of a **representative in the market** to sell Ireland and the DMC services.
 - d. Undertaken International **Self-Funded MICE Sales Trips, minimum one per year**, per market, over the last 2 years, details of which must be provided.

Please note Fáilte Ireland has the right to review the DMC market lists for any DMC who is deemed to be inactive in their respective market over a two-year period. It is the responsibility of the DMC to inform Fáilte Ireland should they cease activity in the above-mentioned markets.

Declaration: I declare that this business:

- Operates as an Incoming DMC.
- Will use Fáilte Ireland approved accommodation.
- Will complete the DMC Covid19 Safety Charter when available.
- Has Employers Liability Insurance with an indemnity limit of €13,000,000
- Has Public Liability Insurance with an indemnity limit of €6,500,000 minimum.
- Has a functioning website and is active on social media platforms.
- Will provide timely status updates on any business opportunities received from Fáilte Ireland either directly or through a sales platform funded by either Fáilte Ireland or Tourism Ireland.
- Will participate in Fáilte Ireland research projects as required.

Fáilte Ireland will conduct regular reviews and spot checks from time to time to ensure an approved Fáilte Ireland DMC continues to meet the minimum eligibility criteria outlined. Those companies, who fail to do so will no longer be considered approved.

It is the responsibility of the DMC to inform Fáilte Ireland should they cease activity.