

Fáilte Ireland Trade FAM Support 2020 – Tour Operator/DMC Criteria and How to Apply

Fáilte Ireland Trade Fam Support is aimed at tour operators and DMC's both Irish, and international in running their own fams, matching Fáilte Ireland and Tourism Ireland strategic objectives to drive better regional spread of visitors, to extend the shoulder seasons, and include a mix of iconic and new product and embrace the signature brands. We understand that in doing so, international operators incur costs to sell a part of Ireland they might not previously have sold. We are prepared to support you in taking that risk and provide financial support in your efforts to sell the new programmes developed. The optimum outcome is to allow Buyers to directly manage their own trade fams with support, suggestions and guidance from Fáilte Ireland and Tourism Ireland.

Tour Operators and DMC's will recruit the participants and manage the bookings. Co-funded by agencies (Fáilte Ireland host up to 50% of ground costs in ROI and Tourism Ireland host up to 50% cost of flights) and Tour Operator (covers the balance of 50% of ground costs and 50% of flight costs) subject to application process and available funding. This support applies to fams in the Republic of Ireland only.

Data Protection

You must provide evidence that you have published the following Processing Notice:

We [name of DMC/Tour Operators] collect the information entered into this Fam Support Application form in order for Fáilte Ireland to provide [name of DMC/Tour Operator] with funding to support [name of DMC/Tour Operator] to manage the fam in Ireland. You consent and agree that:

- *Fáilte Ireland as sponsor of this fam may use this information to provide you with communications about products and services related to this fam trip*
- *Tourism Ireland as co-sponsor of this fam may contact you directly about products and services where Tourism Ireland feels there would be legitimate mutual business interest.*

Please provide evidence of your data protection compliance under the act 1988 – 2018.

Fáilte Ireland is an Official Authority under the National Tourism Development Authority Act, 2003 (NTDA Act, 2003) and Fáilte Ireland's statutory purpose is to promote and publicise Ireland for tourism. As the National Tourism Development Authority our role is to support the tourism industry and work to sustain Ireland as a high-quality and competitive tourism destination. Fáilte Ireland provide a range of practical business supports to help tourism businesses better manage and market their products and services. We also work with other state agencies and representative bodies, at local and national levels, to implement and champion positive and practical strategies that will benefit Irish tourism and the Irish economy.

Fáilte Ireland will share this information with Tourism Ireland, and we may use this information to send communications to you. Please note that as Fáilte Ireland are providing state funding towards this Fam Trip, Fáilte Ireland has a legal obligation to be satisfied (i.e. verify) that the event has taken place. Please take a look at Fáilte Ireland's Privacy Policy for more details:

<http://www.failteireland.ie/Footer/Privacy-Policy.aspx>

Tourism Ireland is responsible for marketing the island of Ireland overseas as a holiday and business tourism destination. It was established as one of the "six areas of co-operation" under the

framework of the Belfast Agreement of Good Friday 1998. Our remit is to increase tourism to the island of Ireland and to support Northern Ireland to realise its tourism potential.

We operate under the auspices of the North/South Ministerial Council through the Department for the Economy in Northern Ireland and the Department of Transport, Tourism and Sport in Ireland. In addition to processing your personal data and that of proposed FAM participants in relation to this application, Tourism Ireland will add you to their contact database for further contact under legitimate business interests. This will help us manage our ongoing relationship with you and to track FAM participants for this and future FAMS and/or to collect feedback on FAMS to improve this scheme in the future. For further information on how Tourism Ireland deals with your personal data, please see our privacy policy. <https://trade.ireland.com/en-ie/privacy-policy>

STEP 1:

- Details to be submitted for consideration at least 3 months prior to the planned FAM
- The completed documentation outlined below to be submitted as part of the application to oonagh.kelly@failteireland.ie and gina.biggin@failteireland.ie
- **The documents outlined below must all be submitted together in one email application otherwise applications will not be considered**
- The following documents must be submitted
 1. A draft itinerary of the proposed FAM – this fam should support Fáilte Ireland and Tourism Ireland objectives e.g. mixing new and iconic product, seasonality and regionality
 2. The list of buyers attending the FAM (to assess if the person and the company has been hosted recently)
 3. Fam costs with budget breakdown (see template attached)
 4. Buyer Profile of the Tour operator and the level of business to Ireland to date including future projections for the following year. (Profile to include bed nights per year and pax per year).
 5. Completed appropriate Trade Fam Request Form
 6. Evidence of your data protection compliance

Conditions of support will include:

- Programming of iconic attractions in conjunction with new product
- Programming of new and innovative itineraries in line with the Brand themes and messaging
- Programming several accommodation providers throughout the itinerary across the Brands

- Engagement with the Fáilte Ireland Product Sales & Distribution Team and Tourism Ireland before and during the FAM
- Details of participants' future programming, projected and delivered sales
- No double funding e.g. the same fam is funded from e.g. ITOA fam fund
- Managing de Minimis funding levels across Fáilte Ireland e.g. Business Development Fund
- Copies of all supporting fam cost documentation to be submitted for processing to Fáilte Ireland within 30 days of the end of the fam
- Discussions as required on submitted proposals will happen between the DMC/tour operator and Fáilte Ireland and Tourism Ireland after the submission closing date
- Offers will then be sent to the successful tour operator/DMC outlining the level of support being funded by Fáilte Ireland

Step 2:

- The Tour Operator/DMC will recruit all participants attending the fam
- The Tour Operator/DMC will manage all the bookings for accommodation, guide, coach, F&B (half bottle of wine or equivalent at dinner)
- The final fam Itinerary will need to have a 'Supported by Fáilte Ireland' and Tourism Ireland logo attached (logos will be provided once level of support being funded has been confirmed)
- Any changes to the budget must be notified in advance and agreed by Fáilte Ireland and the Tour Operator/DMC.

Step 3:

- Mandatory completion of the post-fam evaluation is a condition of participation in the Trade Fam Strategy or payment of funding will not be awarded
- Further follow-up with the Buyers will be conducted 6 months later to determine the level of business achieved from the trade fam in terms of leads followed up, ongoing discussions and confirmed business

Measurement of outputs is based on bed nights x Per Diem spend to give economic value (Per Diem spend is calculated at €100).

A simple example is an operator projecting 1,000pax in 2019 for a new "Ireland's Ancient East" branded, 7-night programme. Those 1,000pax will generate 7,000 bed nights, which in turn will deliver €700,000 revenue (7,000 multiplied by €100).