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**Destination Management Company (DMC) Criteria**

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| **TITLE** | **DESCRIPTION** |
| **DMC Experience** | 1. Must be trading as a company in the Republic of Ireland for a minimum of **two** years.
2. Must provide evidence of Ireland programs (minimum of 3 programs) **totalling 500** **international participants** in any one calendar year over the last two years.
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| **Application Requirements**  | Application form must be completed in full and include the following:* DMC programs totalling 500 participants in any one year period, over the last two years (incentive, corporate or conference).
* **Two** international client references relating to any of the above programs.
* **Two** supplier references relating to any of the above programs.

Completed application form, programs and references must be returned to the Business Tourism Unit of Failte Ireland for review by the Assessment Committee.  |
| **Services** | Must provide **6 out of 8** of the following DMC services1. Programme creation and management on-site
2. Budget management
3. Accommodation & venue finding
4. Transport, tours & logistics
5. Activities and team-building
6. Events
7. Gala dinner, entertainment & production
8. Communicate in languages
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| **Compliance** | Must provide feedback on business obtained, to Failte Ireland’s Business Tourism Unit, within the timeframe specified, for the following:-1. Overseas promotions (sales blitz/trade shows/networking event/workshops etc.)
2. Failte Ireland/Tourism Ireland Corporate/Incentive Leads Process
3. Failte Ireland Research Survey (IPSOS) MRBI Research Survey – quarterly completion
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| **Governance and Finance** | Permanent company and business address and full-time staffed office based in the Republic of Ireland.  |
| **Legislation**  | Full compliance with all relevant legislation |
| **Tax** | Company to be registered for VAT and a copy of Tax Clearance Certificate must be provided  |
| **Insurance** | Must provide evidence of public liability insurance and employer's liability insurance for each case (min €6.5million).  |
| **IT** | Functioning website and email |
| **Note** | 1. By being an approved Business Tourism DMC, you are obliged to adhere to the Code of Conduct.
2. Failte Ireland has the right to review and request additional information from an approved DMC at any given time.
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| **DMC Market Lists** | In order to receive a Failte Ireland/Tourism Ireland Corporate or Incentive lead, the DMC must provide evidence that they are doing business in that particular market. The markets this applies to are: **France, Germany, US and Belgium**.1. The DMC must have a staff member, based in Ireland, who is **fluent** in the respective market language(s).
2. Evidence of **2 of 3** of the below sales activities must be provided for each market.
3. Attended **MICE Business Tourism** overseas promotions (MICE trade shows/networking event/workshops etc.) over the last two years, details of which must be provided for each market.
4. Availed of the **DMC Site Inspection Fund** over the last two years, details of which must be provided for each market.
5. Undertaken international **Self-Funded MICE Sales Trips**, minimum one per year, per market, over the last two years, details of which must be provided.
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| **Corporate/Incentive Leads Process** | Please note Failte 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 Failte Ireland should they cease activity in the above mentioned markets.  |