

Trade Familiarisation Trip Request Form

GENERAL DETAIL

Company Name		Country/Market
Nature of Business	Tour Operator DMC PCO Other - Please specify	Contact details of Lead Organiser – Email & Telephone Proposed dates of trip Number of trade on trip
Type of Fam NI Industry	Staff Clients	

COMPANY DETAILS

(To provide better insight of company activity so that we can tailor the fam to best fit company requirements)

Company Name	Name of Company Representative
Company Website	Does the Company currently programme Northern Ireland?
Has the company been hosted previously on a fam trip to Northern Ireland? If YES, what fam and when did this take place?	

If yes, please indicate the level of business delivered per annum

Number of Pax to the Republic of Ireland: (Please tick one of the options below):	Number of Pax to the Northern Ireland: (Please tick one of the options below):
<500	<500
501 – 1000	501 – 1000
1001 – 5000	1001 – 5000
5001 – 10,000	5001 – 10,000
> 10,000	> 10,000

The island of Ireland accounts for how much of the company's overall business?

(Please tick one of the options below):

< 25%
25-50%
50 – 75%
> 75%

What regions (if any) in Ireland does the company feature currently?
What product type does the company offer – type of accommodation, activities, attractions etc?
Please provide information on the client profile of the company – leisure or corporate, FIT or group, culture or activity focus, requirement for night entertainment etc – and their typical holiday motivations.

FAM TRIP SPECIFIC INFORMATION

(Please note that specific requirements should reflect the product sold by trade partners. Please be as specific as possible)

What is the objective of this fam trip? (E.g. Increased regional distribution, increased visitor numbers, increased revenue, new product type – luxury tours, activity holidays, food tours etc.)
Company level of knowledge of Ireland/Northern Ireland
What regions/counties are recommended for this fam trip?
What visitor attractions are recommended for this fam trip?
What grade of accommodation is recommended for this fam trip?
Any other relevant information to help tailor a quality, targeted fam?

ADDITIONAL INFORMATION

Are any partners co-sponsoring this trip? If yes, please specify
Please specify any transport requirements for the fam trip
Is this fam suitable for a mini-workshop or networking event?
Food & Beverage including Dietary Requirements – do any of the participants have any special dietary requirements? If yes, please provide details.

If participants on the proposed fam trip are from multiple companies, please include their details below.

Participants Name	Company	Contact Email	Current level of programming of NI