



Fáilte Ireland
National Tourism Development Authority



Fáilte Ireland

MICE Financial Support

Corporate Meetings Programme

Enhancement

Guidelines

About Us

Fáilte Ireland, the National Tourism Development Authority, was established under the National Tourism Development Authority Act, 2003. We provide strategic and practical support to develop and sustain Ireland as a high-quality and competitive tourist destination. In this context, our mission is broadly:

“To increase the contribution of tourism to the economy by facilitating the development of a competitive and profitable tourism industry.”

Fáilte Ireland’s key role is to support and help the Irish industry to meet the challenges facing the entire global tourism market and to sustain, or increase, the level of activity in the sector. We support the industry in its efforts to be more competitive and more profitable. Our emphasis is on strategic partnership, with all the interests in Irish tourism at national, local and regional levels working together towards a common goal.

The Business Tourism Unit of Fáilte Ireland was set up specifically to develop the business tourism sector. This sector is worth in excess of €669m annually to the economy. Business tourism travellers come year round and are almost three times as valuable to the economy compared to a leisure tourist. To aid this endeavour, the Fáilte Ireland’s MICE Financial Supports Programme was created to encourage meeting planners to choose Ireland for their next event.

All support is subject to budget availability and must comply with internal and external audit requirements. Each application is assessed on its own individual merits and there is no guarantee that Fáilte Ireland will be able to offer support.

Meeting Supports

ELIGIBILITY

Focused on the early stages of securing an international corporate meeting for Ireland, financial and practical support is available to attract meetings with a minimum of 50 international delegates. Large scale meetings, in excess of 1,000 international delegates, may attract a higher level of funding per delegate.

- **Meetings must be at bid stage, committed meetings are not eligible.**
- **The meeting planner can apply for financial and/or practical support, however, please note financial support is paid directly to the client.**
- **Financial support will only be offered for a maximum of two consecutive years for the same corporate meeting.**
- Funding will be awarded based on the following:
 - International delegate numbers
 - Economic value of the overall piece of business

FINANCIAL SUPPORTS

Funding amounts are at the discretion of Fáilte Ireland, funding is not guaranteed and is dependent on the value of the meeting to the Irish economy. Support may not always be financial and may take the form of practical support.

The financial support is intended as a contribution towards enhancing the programme on offer to the client, by supporting some of the following:

- Welcome reception.
- Social excursion or transportation.
- Entertainment support.

PRACTICAL SUPPORTS

A full range of complimentary practical supports are available including impartial advice on all aspects of organising a corporate meeting or event in Ireland, e.g.

- Site inspection support.
- Presentation toolkit - videos/imagery/"Why Ireland for Corporate Meetings".
- Introduction to DMC (Destination Management Company) / RCB (Regional Convention Bureau) as appropriate.
- RCB supports include: Venue sourcing, itinerary building, ideas for tours and social programmes.

THRESHOLDS

To be considered for financial support, the minimum number of international delegates, expected to attend the meeting, is 50.

Additionally, a meeting with a predetermined value to the economy based on the event budget may also be considered.

LARGE SCALE CORPORATE MEETINGS

Large scale corporate meetings may attract a higher level of funding per delegate over a certain number.

- A minimum of 1,000 international delegates is required.
- Higher level of funding is based on the number of international delegates in excess of 1,000.
- Additionally, a meeting with a high economic value would also be considered.

Corporate Meeting Supports

APPLICATION PROCESS

Please complete the **MICE Financial Supports – Programme Enhancement Application Form**.

This application for support should be submitted to Fáilte Ireland:

- A minimum of 2 months prior to the meeting taking place.
- At the 'Request for Proposal' stage. (Meetings already committed to the Republic of Ireland are not eligible for financial support.)

Please refer to www.meetinireland.com for the most up-to-date Application Form and Guidelines documents.

Completed application forms should be forwarded to:

Geraldine Jeffers, Fáilte Ireland, Jocelyn Street, Dundalk, Co Louth, Ireland

Email: geraldine.jeffers@failteireland.ie

Should the application be successful, the applicant must agree to provide Fáilte Ireland with the following:

- If appropriate, Fáilte Ireland will be offered exhibition space at the event and/or an opportunity to input into the delegate pack.
- Fáilte Ireland retains the right to acknowledge its support for the meeting, in any media related communications.
- A speaking opportunity for a Fáilte Ireland representative to address international delegates attending the meeting, if requested.

The application form may be submitted by the DMC, Regional Convention Bureaux or professional event organiser or client. However, funding, if awarded, will be paid directly to the client. The application form should be fully completed, signed and dated by the applicant.

ACCEPTING THE OFFER

If funding is awarded, a Letter of Offer will be issued to the client. This letter must be signed and returned within two weeks to:

Geraldine Jeffers, Fáilte Ireland, Jocelyn Street, Dundalk, Co Louth

Tel: +353 42 9339748

Email: geraldine.jeffers@failteireland.ie

Once a decision has been reached regarding the location of the meeting, Fáilte Ireland must be advised in order for the funding to be allocated. At this stage, Fáilte Ireland will require bank details, in order to pay the funding.

Completion of the Account Set-Up Form

Funding will be paid by electronic transfer, directly into the recipient's bank account. The last page of the Application Form contains an 'Account Set-Up Form' which must be completed by the client if the company is not already listed on the Fáilte Ireland financial system. These details are necessary as Fáilte Ireland's preferred method of payment is by electronic transfer, directly into the client's bank account. Fáilte Ireland undertakes that the details provided in the Account Set-Up Form will be treated in the strictest confidence and will not be disclosed to any other party for any reason whatsoever.

CLAIMING FINANCIAL SUPPORT

In order to draw down the support for Programme Enhancement, the client/recipient should provide Fáilte Ireland with the following:

- After the meeting has taken place, the client should provide Fáilte Ireland with a letter of confirmation, on company letterhead, that the event took place, including location and dates and confirmation of the total number of delegates who attended the meeting and their country of origin.
- Post event testimonial from the CEO or senior manager, which can be used for promotional purposes.
- A letter from the hotelier/accommodation provider(s) confirming the number of international guests and number of bed nights as a result of the meeting. (Funding will not be paid without this letter)

If the final number of attending delegates is below that which was anticipated, the level of funding may be reduced. Claims must be submitted within 2 months of the meeting taking place. **All support provided is inclusive of all VAT liabilities.** If the total funding granted is in excess of €20,000, an independent auditor's report of the claim is required before payment will be made.

Enquiries regarding financial support can be directed to

Geraldine Jeffers

Fáilte Ireland, Jocelyn Street, Dundalk, Co Louth, Ireland

Email: geraldine.jeffers@failteireland.ie

www.meetinireland.com