



## Tourism Northern Ireland Contributor Agreement

This agreement sets out the terms and conditions for how we use your information on our business tourism platforms on [tourismni.com](http://tourismni.com), [discovernorthernireland.com](http://discovernorthernireland.com) and [www.meetinireland.com](http://www.meetinireland.com) and distribution to third parties.

MICE agents home and abroad trust Tourism NI and [meetinireland.com](http://meetinireland.com) to provide them with exciting, relevant, timely and accurate information to help plan their MICE events in Northern Ireland.

This Contributor Agreement sets out the terms and conditions for how we use your information and distribute it on to third parties. We greatly value your input to ensure the needs of our collective visitors are met. Adherence to this Agreement will help improve the quality of information we provide to visitors to our business tourism platforms on your behalf.

### As an operator, you must agree to the following terms:

#### Essential Terms

In order to provide the potential visitor with the information, Tourism NI require ALL entries on [www.meetinireland.com](http://www.meetinireland.com) to comply with the following terms:

- For accommodation businesses, they must be registered and certified to trade in Northern Ireland.
- For non-accommodation businesses, they should be operational in Northern Ireland.
- Be available for visitors to contact by email and telephone.
- Your business must comply with all applicable planning, tax, insurance (including public liability insurance), transportation (including licensing), safety, consumer protection and other legal and regulatory requirements.
- No content will be accepted if it may be held to discriminate against or cause offence. Including but is not limited to any reference that could be considered discriminatory on the basis of gender, marital status, family status, sexual orientation, religion, age, disability or race.

### In addition, the following categories must also comply with:

- **Activities must:** Be accredited or meet ORNI's (Outdoor Recreation Northern Ireland) minimum standards;
  - Any instructor responsible for taking a group or individual on an activity promoted via Tourism Northern Ireland or ORNI will have the minimum qualification and adhere to the instructor / student ratio as required by the relevant governing / accreditation body (e.g. British Association of Rally Schools / Royal Yachting Association). For those activities, which do not have a National Governing Body or qualification, structure the instructor has underwent comprehensive in-house training.
  - The organisation holds at least £5 million public liability insurance cover for the activities promoted.

- **Mountain Bike Trails:** Trails should be colour graded by difficulty e.g. green, blue, etc. and only be suitable for use by Mountain Bikes. Multi use trails can be listed under cycling.
- **Walks / Walking Routes:** Walking routes and paths will be included if:
  - Assessed as a Quality Walk by ORNI; or
  - Local authority, government agency or a registered charity way maintains path/walk.
- **Cycle Trails and Routes:** Trails and paths must be maintained by local authority, government agency or registered charity.
- **Canoe Trails:** Only those developed and designed by ORNI will be listed.
- **Pubs/Clubs:** Must be registered as a Pub/Club with relevant drinks licence.
- **Restaurants/cafes:** Must be Food Standards Agency (FSA) Grade 3 and above and a hospitality-led establishment.
- **Spa facilities:** Must include; treatment rooms, cater for groups of two or more, offer tailored pamper packages and have a Steam room or Sauna.
- **Tours:** Tours will be included and must answer the following questions.
  - Does the content of the tour refer to 'The Troubles'?

**and/or**

  - Could any content of the tour be considered political?

Tourism NI will contact businesses that answer yes to the above questions for additional information. Tourism NI aims to ensure that content published on [www.meetinireland.com](http://www.meetinireland.com) is not held to discriminate against or cause offence.

To make sure the visitor gets the information they need about your business all operators must commit to:

- Provide good quality high-resolution landscape orientation photographs in JPEG format; over 1000 pixels wide showing the product and experience, (up to 6 can be provided).
- Provide good quality short description that makes someone want to learn more about your business.
- Provide good quality descriptive web copy, outlining the:
  - experience offered to visitors
  - booking procedures
  - and if a tour where the start/pick up point is
- Up to date contact details so people can get in touch with you via e-mail and telephone.
- Update the content annually\*. A good listing is a great way to promote your business online so it is important that you keep your content up-to-date and accurate.

\*If the entry is not updated annually it will be ceased until confirmation is received from you that the information currently held is accurate.

**Please use our Guidelines to help you create excellent copy for your listing to ensure stand out!**

### **Copyright of your listing (Intellectual property rights)**

When you accept the conditions in this Contributor Agreement, you give us licence to use your listing to promote your business on our promotional websites and in printed material. Please make sure you own the copyright or that you have the permission of the copyright owner to use any content you send us, including text, photographs and videos.

### **Sharing your listing (syndication)**

By accepting the Agreement, you also give us permission to share your listing and associated images with other organisations so that your business can gain a bigger audience.

### **User generated content**

Tourism NI and any syndication partners may allow users to post comments and opinions about the content on their websites, which may include your listing.

### **Editorial Rights on Content**

Tourism NI reserves the right to edit the content you send us to fit our editorial guidelines, which we have developed to get the most from online listings.

### **Complaints**

We are committed to providing high-quality listings to our business tourism users on our platforms and on [www.meetinireland.com](http://www.meetinireland.com), so if we receive a complaint about your listing that we think could be valid, we must take it seriously. First, we will contact you and give you an opportunity to respond. In the interim, we may take your listing down while we investigate the issue. When we reach a final decision, we will either re-publish your listing or remove it from our systems and contact you to explain why.

### **Removal from Website**

Tourism NI reserves the right at any time to remove your listing if it is deemed to not meet the terms or a complaint has been received. Tourism NI will contact you to explain why a listing has been removed.

Tourism Northern Ireland (Tourism NI) is the trading name of Northern Ireland Tourist Board.