

## Days Out Incentive Fund

### Guidance for applicants

#### Background

COVID-19 has forced a monumental shift in the tourism industry. With constantly evolving international travel restrictions, stimulating domestic visitor demand and extending the season where possible are crucial to Scotland's immediate tourism recovery.

In March 2021, the Scottish Government announced a new £25 million tourism recovery programme following the impacts of the COVID-19 pandemic, developed by the Scottish Tourism Emergency Response Group (STERG) in collaboration with members of the Tourism Task Force. One initiative within the tourism recovery programme is the Days Out Incentive Fund (the "Fund").

#### What is the purpose of this Fund?

Visitor attractions and experiences play an important role in both the tourism industry and in local communities in Scotland. The purpose of this Fund is to support the recovery of tourism businesses following the pandemic and to encourage visitation to visitor attractions and experiences across Scotland, in the off-season.

The Fund will deliver against four main objectives:

- To boost regional investment, stimulating spend for visitor attractions, day tour excursions and activities
- To address challenges of low demand by stimulating spend on quieter days and encouraging more off-season and non-peak activity uptake
- To help businesses remain viable and build new visitor audiences
- To rebuild consumer confidence in the face of COVID-19.

#### What is the budget for the Fund?

The total value of this Fund is £4 million. The Fund is being delivered by VisitScotland, on behalf of the Scottish Government, with development input from the Association of Scottish Visitor Attractions (ASVA). VisitScotland is the awarding body for this Fund.

## What are the benefits?

The Days Out Incentive Fund allows successful applicants to participate in a consumer-facing promotion, to stimulate demand and usage of Scotland's visitor attractions, day tour excursions and activities over the off-season.

Successful applicants to the Fund will enjoy:

- Potential to boost sales and extend the season for your visitor attraction or experience through participation in the Days Out 'up to 50% off' promotion
- Access to a marketing toolkit with campaign assets and messaging will be provided to promote your participation in the Days Out 'up to 50% off' campaign
- Value from VisitScotland's overarching Days Out promotional campaign to drive visitor awareness and interest

## How will the Fund operate?

Successful applicants will be awarded funding to subsidise the cost of a ticket to their visitor attraction, activity, or day tour excursion. A promotional mechanic of **'up to 50% off'** must be applied by the successful business, up to the **maximum discount value of £20 per ticket booked and paid for**.

This means that:

- where the discount value of the **ticket** based on a 50% discount would be £20 or less, the full 50% discount must be given to the customer; and
- where the discount value of the **ticket** based on a 50% discount would be more than £20, a discount of £20 must be given to the customer.

Discounts must be applied by the business at the point of booking by a customer, using the business' existing booking processes including online or offline. For example, a business may wish to use a specific Days Out 'Up to 50% off' scheme discount code for online bookings. It will be the business' sole responsibility to ensure that all discounts and codes are properly applied, and that customers are made aware that a Days Out 'up to 50% off' scheme discount will be applied to their booking.

No booking fees or commissions are charged by VisitScotland.

Discounts can only be applied to bookings where the relevant visit / experience takes place within the promotional period of 4 November 2021 to 18 February 2022. The discount cannot be applied to bookings made for any dates beyond 18 February 2022.

Example scenarios of how the Days Out 'up to 50% off' discount should be applied:

- Two adults purchase admission tickets for a Visitor Attraction at £7.50 each. The total **ticket** value is £15. The **customer** receives 50% off and pays £7.50. The Visitor Attraction covers £7.50 from their awarded sum from the Fund.
- Family admission ticket for a Visitor Attraction is £50. The **customer** receives up to 50% off, but the discount is capped at £20 per **ticket**. The **customer** pays £30 and the Visitor Attraction covers £20 from their awarded sum from the Fund.
- One adult and two children purchase admission tickets for a Visitor Attraction at £7.50 per adults, and £2.50 per child. Total **ticket** value is £12.50. The **customer** receives 50% off and pays £6.25. The Visitor Attraction covers £6.25 from their awarded sum from the Fund.

- **Two adults and two children book an archery experience, at £30 per adult, and £20 per child. Total ticket value is £100. The customer receives 50% off for each ticket and pays £50. The archery activity provider covers £50 from their awarded sum from the Fund.**
- **Two adults and two children book a day tour excursion at £55 per adult, and £50 per child. Total ticket value is £210. The customer receives up to 50% off, but the discount is capped at £20 per ticket. The customer pays £130 and the Day Tour operator covers £80 from their awarded sum from the Fund.**

VisitScotland will deliver a Days Out promotional marketing campaign, targeting audiences in Scotland to inspire and encourage day trips. Activity will drive to a landing page on VisitScotland.com, where the participating businesses will be featured.

Participating businesses must have a free-web listing on the VisitScotland.com site in order for their details to be accessed via the landing page on VisitScotland.com.

If a participating business does not already have a free web listing on VisitScotland.com, it will need to set up a listing before participating in the Days Out 'Up to 50% off' scheme – details of how to sign up for a free business listing can be found at <https://www.visitscotland.org/supporting-your-business/marketing/opportunities/national-tourism-website>. There is no requirement to retain a VisitScotland.com listing beyond the promotional period of the Days Out 'Up to 50% off' scheme.

Customers will be referred from VisitScotland.com directly to the business to make their bookings. VisitScotland has no responsibility or liability in relation to any bookings, and VisitScotland gives no guarantees that any particular volume of bookings will be made with any particular business.

#### **Customers can book discounted tickets across multiple attractions or experiences.**

Customers will be advised that tickets are limited, and that they will need to book in advance with the attraction / experience to access the offer and to avoid disappointment. It is the sole responsibility of the business to track and manage its booking arrangements with customers so as to avoid the business giving a total amount of discounts that exceeds the grant amount awarded under the Fund. A participating business must honour all discounts given to customers at the time of booking.

Once a business has fully used the grant awarded under the Fund towards discounted tickets, there will be an option to opt-out of participation in the Days Out 'Up to 50% off' scheme within the VisitScotland.com web listing. Once opted-out, the business will no longer be displayed as participating in the Days Out 'Up to 50% off' scheme in their VisitScotland.com listing or on the landing page for the scheme. The business must also remove any references to the availability of a Days Out 'Up to 50% off' scheme discount from its website and any other promotional materials.

Businesses who have applied all of their grant funding to discounted tickets and who do not opt-out (i.e. remain listed on VisitScotland.com as participating in the scheme) do so at their own discretion and cost, and businesses must honour all discounts that are given to customers at the time of booking.

No further grants or other amounts will be paid by VisitScotland to any participating business beyond the amount of the grant funding that is set out in the grant fund letter issued to them in relation to the Fund.

Businesses must comply with the terms of their grant award and any other materials and guidance that

is issued by VisitScotland in relation to their participation in the Days Out 'Up to 50% off' scheme, and, in particular, must ensure that they act in a fair and non-discriminatory manner and in compliance with all applicable laws.

### What is the process and timeline for the fund?

1. Businesses which meet all the eligibility conditions and criteria set out in this Guidance will be able to submit an application form from **12 noon on Tuesday 5 October 2021 until 12 October 2021 at 5pm** via the form available on <https://www.visitscotland.org/supporting-your-business/funding/days-out-incentive-fund/apply>. Any applications received after this period will not be considered. Applications will not be assessed on a first come, first served basis.

Please note the online form will not be available until 12 noon on 5 October 2021. Once you start the application form, you will not be able to save it and return to it later. Please have all information and supporting documentation ready so you can complete and submit the form in one sitting.

Applications are invited from all eligible businesses and are not dependent upon a previous funding award from VisitScotland.

2. Following the assessment of all applications, a panel consisting of VisitScotland staff will make the final decisions on the funding (if any) to be awarded to each applicant, including assessment of the financial evidence submitted with the application.
3. If your application is rejected, you can appeal this decision. Any appeals should be submitted in writing to [DaysOutFundAppeals@visitscotland.com](mailto:DaysOutFundAppeals@visitscotland.com) together with a justification for the appeal. Appeals will be reviewed by VisitScotland and a representative from the Scottish Local Authority Economic Development Group. The Appeals Panel decision on any appeals will be final.

### Who is this Fund for?

This Fund will be open to visitor attractions and experiences that:

- i. meet the definitions as set out in Table one
- ii. **and** fall into one of the 'eligible business types' as set out in [Appendix one](#) to this Guidance.

In addition, participating businesses must

- have a place of business in Scotland
- charge paid admission to customers for the relevant visitor attraction / experience
- be open for business during the promotional period (i.e. 4 November 2021 to 18 February 2022)
- have availability during that promotional period
- be signed-up to the COVID-19 industry standard 'We're Good to Go' or equivalent
- sign up for a free VisitScotland.com web listing

If you operate more than one eligible attraction / experience, you can submit an application form **for each** attraction / experience. There will be a section in the form which allows you to set out whether the

attraction / experience forms part of a wider group of companies which operate multiple attractions / experiences or is one of multiple operated by the same entity. Where an entity either operates multiple attractions / experiences or where a group of entities operates multiple attractions / experiences, this will be taken into account when determining the final grant award, as explained further within this Guidance.

## Definitions

In order to be eligible for this Fund, your business must (in addition to meeting all of the other eligibility conditions and criteria set out in this Guidance) meet one of the three definitions set out in Table one:

Table one

Business type	Definition for the purposes of this Fund
'Visitor Attraction'	A Visitor Attraction is defined as an established excursion destination, a primary purpose of which is to allow public access for entertainment, interest or education, rather than being primarily a retail outlet or a venue for sporting or film performances. It must be open to the public, for published periods each year and should be capable of attracting tourists or day visitors, as well as local residents. (from ASVA's Articles of Association).
'Outdoor Wildlife, Adventure & Activity Sector Tourism Businesses'	On-land and non-motorised aerial / airborne and water activities operators, activity providers and sole traders who deliver guided and / or supported activities for tourism in Scotland.
'Day Tour Operator'	A business which offers a day tour experience in Scotland which does not include accommodation but does include motorised transport.  A 'day tour' is defined as: a single tour experience in Scotland which does not fall under The Package Travel and Linked Travel Arrangements Regulations 2018.

## Eligibility criteria

As part of the application form, organisations will be asked to provide information which confirms that they meet all of the following eligibility criteria:

1. Confirm that your business meets one of the three definitions as defined in Table one.
2. Confirm that your business is one of the 'eligible business types' defined in Appendix one.
3. Confirm that you have a permanent place of business in Scotland (registered business address or premises – please note the home offices of individual employees would not be considered valid Scotland registered business addresses and would not be eligible for this Fund unless it's the address of a sole trader).
4. Confirm that you charge fees to customers for the relevant visitor attraction / experience.
5. Confirm that your attraction / experience is in / delivered in Scotland.
6. Confirm the attraction / experience had a minimum turnover from ticketing of £15,000 or more in the year 2019/20 (as verified in your annual accounts).

7. Confirm that you intend to operate your attraction / experience between 4 November 2021 and 18 February 2022 and that you have availability during this period.
8. Confirm that you are signed up to the COVID-19 industry standard 'We're Good to Go' or equivalent industry standard.
9. Your business must not have been in financial difficulty as of 31 December 2019 if you are a SME or Large organisation – please see the Subsidy Control section in this Guidance document for more information.

### **Additional Information/Supporting Documentation**

In addition to providing information which confirms that they meet all of the eligibility criteria, businesses will be asked to provide the following additional information supporting documentation in their application:

- Summary of business activity including the structure of your business, whether you are part of a group of companies, how many attractions you run etc.
- Confirmation of whether you already have a free web listing on VisitScotland.com (or that, if you do not already have such a listing, you will set one up before participating in the promotion)
- Annual turnover from ticketing for the attraction / experience applying for
- Indication of turnover from ticketing and footfall for the attraction / experience applying for from 4 November 2019 to 18 February 2020
- **Full current ticket pricing structure as at 1 September 2021**
- Name of applicant organisation
- Trading name if different
- Name and Address of attraction / experience applying for
- Address (inc. postcode)
- Opening times during the period of the promotion
- Local authority
- One of the following:
  - National VAT Number
  - Company Registration Number
  - Charity Registration Number
  - HMRC Unique Tax Reference Number
- Size of organisation
- Name of person completing application form
- Position within organisation
- Email address
- Mobile contact number

- Organisation website / web presence
- Confirmation that you meet the eligibility criteria set out earlier in this guidance document
- Name of bank
- Address of bank
- Name on bank account
- Sort Code
- Account Number

## Financial Supporting Documentation

You will be asked to provide the following additional information supporting documentation in your application:

- Published accounts for 2019/20 year which have been audited / verified by an accountant or copy of filed tax return for 2019/20 to verify turnover figure disclosed in application. Businesses with a year end after 31 December 2019 can submit the previous year if these are their latest set of accounts; Where 2019/20 accounts cannot be provided in relation to a specific attraction/ experience, businesses can submit their most recent set of verified accounts.
- If you operate a group structure with consolidated accounts and are not able to provide the evidence required, please provide management accounts for 2019/20 year which have been prepared / verified by an accountant. These management accounts must clearly state the turnover for the Visitor Attraction / Experience to which the application relates.
- Valid annual insurance document to cover third party liability and / or employee liability insurance for the year ending in 2021/22 tax year (insurance documents relevant to the Visitor Attraction / Experience being applied for should be provided. If your policy covers multiple Visitor Attractions / Experiences, the same document can be provided for each Visitor Attraction / Experience being applied for provided the relevant Visitor Attractions / Experiences (and their addresses) are named or referenced in the document).
- Bank statement for July 2021 (redacted statements will be accepted provided bank name, sort code and account number are clearly shown).

VisitScotland may also request further financial information from you to assist in its assessment of your application [and VisitScotland may also conduct financial and other relevant checks against publicly available information/resources].

## How much funding can successful applicants expect to receive?

Due to the limited amount of funding available, and in the interest of fairness, the final amount awarded to a successful applicant will be determined once all applications are received and assessed.

We expect a range of amounts to be awarded under this Fund, up to a maximum of up to £25,000 per attraction / experience depending on the level of ticket turnover for that attraction / experience (as set out in this Guidance). We expect that this Fund may be oversubscribed - please note that any award amount indications set out in this document are for guidance only, are expressed as “up to” a certain amount and are dependent on the number of successful applications to this Fund. We reserve the

right to award an amount significantly lower or higher than the indications provided in this document.

Where an entity operates multiple attractions / experiences (or is part of a wider group that operates multiple attractions / experiences), the grant award made will depend on the level of ticket turnover for each attraction / experience (as set out in this Guidance) up to a maximum of £150,000 per entity/group.

The grant award will be based on turnover from ticketing. There are six grant levels and final awards will be determined on applications received.

Attraction / Experience with a turnover from ticketing between:

- £15,001 and £51,000 – Grant up to £4,000
- £51,001 and £150,000 – Grant up to £7,000
- £150,001 and £300,000 – Grant up to £10,000
- £300,001 and £600,000 – Grant up to £15,000
- £600,001 and £1,800,000 – Grant up to £23,000
- in excess of £1,800,001 – Grant up to £25,000

The grant award can only be used for the attraction / experience(s) applied for. Where an entity receives the capped amount of £150,000 for multiple eligible attractions / experiences, the award must be applied to the attraction / experience to which the grant award relates, as specified in the relevant grant award letter(s) issued to you. If you are successful, the grant award will be paid in two instalments, as explained further in this Guidance.

If any unallocated funds remain within the Fund budget once all applications have been received and assessed, VisitScotland will determine (at its sole discretion) how any such unallocated funds will be applied. In this circumstance, the process will be transparent, equitable and fair.

### **Grant instalments and reporting**

If you are successful, you must sign and return the grant award letter and accept the terms and conditions before the grant award will be paid into the organisation's bank account. The award will be paid in two instalments. The first instalment of 80% of the grant award will be paid shortly after the return of a signed grant award letter.

Successful applicants will be required to provide a closure report no later than 4 March 2022, to evidence the ticket sales sold at the discounted rate and footfall generated. The second instalment of 20% of the grant award will be paid on (and subject to) VisitScotland's receipt and satisfactory review of the closure report. Failure to submit a closure report to VisitScotland will prevent the second instalment payment being paid, and VisitScotland also reserves the right (at its sole discretion) to recover all or part of the first instalment of the grant award.

If the closure report does not provide sufficient evidence that the discounts applied by the business towards ticket sales met the full value of the grant awarded, VisitScotland reserves the right (at its sole discretion) to (i) refuse to pay all or part of the second instalment of the grant and / or (ii) to recover all or part of the first instalment of the grant paid.

Participating businesses are obligated to keep a record of bookings, **cash receipts** and dates, in relation to the sale of 'up to 50% off' discounted tickets. This will be required for audit purposes.

If future COVID related restrictions result in reduced capacity or ability to operate, VisitScotland

will review the Days Out Incentive Fund timing and funding with the Scottish Government and will communicate any resulting changes to the Fund to successful applicants.

### **Terms and conditions, Freedom of Information and accessibility**

If you are successfully awarded grant funding under the Fund, you must comply with the terms of the grant award letter issued to you by VisitScotland.

If you receive grant funding from this Fund and it is subsequently determined that you have provided false or inaccurate information as part of your application or you have failed to use the grant award in accordance with the permitted use detailed in the grant award letter, VisitScotland will seek to recover, with costs, all sums awarded to you from this Fund.

VisitScotland is subject to the Freedom of Information (Scotland) Act 2002 and may be obliged to release information about your application or grant award in response to any requests received. Information on all grant awards will be published on [visitscotland.org](http://visitscotland.org) and/or in the UK subsidy control transparency database and will be made available to other Scottish public sector bodies.

If you require forms to be made available to you in another format for accessibility reasons, please contact [DaysOutFundEnquiries@visitscotland.com](mailto:DaysOutFundEnquiries@visitscotland.com).

### **Data protection**

We will use the data provided by you in the application form and supporting documentation to assess your application for grant funding, to contact you regarding your application and for grant management purposes (for example, managing the Fund beyond the grant award stage).

Your data will be shared with the Scottish Government, relevant local authorities and / or other Scottish public sector bodies for verification and reporting purposes. In the case of appeals, your data will be shared with the Scottish Local Authority Economic Development Group who will form part of the appeals panel. If you want to find out more about what we do with your data, please see our [Privacy Policy](https://www.visitscotland.org/about-us/privacy-and-policies/privacy) at - <https://www.visitscotland.org/about-us/privacy-and-policies/privacy>.

### **Completing the digital forms**

Please ensure that you have all information and supporting documentation ready so you can complete and submit the relevant form in one sitting as, once you start to complete the form, you will be unable to save it and return to it later. Supporting documentation must be submitted in pdf, word, excel, png or jpeg formats. The maximum file size for each document is 10MB.

All the mandatory fields within the form must be completed before the form can be submitted. Should you miss any mandatory information or enter any information incorrectly, you will not be able to submit the form.

The field(s) requiring attention will be highlighted and you will be required to complete / correct these before you are able to submit. You will also be required to upload your supporting documentation to the form again.

Supported browsers for these forms are up to date versions of Chrome, Firefox, Safari, and Edge. We cannot guarantee successful operation / submission on older browser versions.

You may also find it easier to complete from a device with a larger screen, such as a desktop computer or laptop, rather than a mobile device. If you still have issues or require a different format for accessibility reasons, please contact [DaysOutFundEnquiries@visitscotland.com](mailto:DaysOutFundEnquiries@visitscotland.com).

## Subsidy Control

### Confirmation of subsidies received and Undertaking in Difficulty Status

This Fund forms part of the COVID-19 recovery programme announced by the Scottish Government at the end of March 2021. VisitScotland is currently awaiting guidance from the Scottish Government. The award will be made in line with current UK Subsidy Control requirements and additional information will be provided to successful applicants in the award letter and terms and conditions.

You may need to declare any amount received under this Fund to any other aid awarding body who requests information from you on how much aid you have received. You must retain the award letter for **four** years from the date of the letter and produce it on any request from the UK public authorities.

A subsidy may be granted to undertakings (SME / Large undertakings) that were not in difficulty, but that faced difficulties or entered in difficulty thereafter as a result of the COVID-19 outbreak. The subsidy is in addition to any aid that you may have received under the De Minimis regulation allowing aid of up to €200,000 to any one organisation over a three fiscal year period (i.e. your current fiscal year and previous two fiscal years).

If you are a micro or small undertaking you may be granted aid even if you would fall under the category of undertaking in financial difficulty on 31 December 2019, provided that you are not subject to collective insolvency procedure under national law and that you have not received rescue aid (which has not been repaid) or restructuring aid (and are still subject to a restricting plan).

- A micro or small organisation is an undertaking that has less than 50 employees and less than 10 million euros of annual turnover and / or balance sheet.
- A SME organisation is an undertaking that has 50 or more employees and 10 million euros or more of annual turnover and / or annual balance sheet
- A large organisation is an undertaking that has 250 or more employees and 50 million euros or more of annual turnover and / or 43 million euro annual balance sheet.

### Undertakings in Difficulty Assessment

In your application you will be asked to declare that on 31 December 2019, you did not meet any of the criteria to be considered an undertaking in difficulty.

'Undertaking in difficulty' is defined for the purposes of this scheme as an undertaking in respect of which at least one of the following circumstances occurs:

- (a) In the case of a limited liability company (other than an SME that has been in existence for less than three years or, for the purposes of eligibility for risk finance aid, an SME within seven years from its first commercial sale that qualifies for risk finance investments following due diligence by the selected financial intermediary), where more than half of its subscribed share capital has disappeared as a result of accumulated losses. This is the case when deduction of accumulated losses from reserves (and all other elements generally considered as part of the own funds of the company) leads to a negative cumulative amount that exceeds half of the subscribed share capital.

or

- (b) In the case of a company where at least some members have unlimited liability for the debt of the company (other than an SME that has been in existence for less than three years or, for the purposes of eligibility for risk finance aid, an SME within seven years from its first commercial sale that qualifies for risk finance investments following due diligence by the selected financial intermediary), where more than half of its capital as shown in the company accounts has disappeared as a result of accumulated losses.

and

- (c) Where the undertaking is subject to collective insolvency proceedings or fulfils the criteria under its domestic law for being placed in collective insolvency proceedings at the request of its creditors.

and

- (d) Where the undertaking has received rescue aid and has not yet reimbursed the loan or terminated the guarantee or has received restructuring aid and is still subject to a restructuring plan.

## Appendix one:

### Eligible business types

- Activity Attractions: including but not limited to adventure parks, indoor activity centres
- Culture and Heritage attractions: including but not limited to castles, historic houses, museums and galleries, industrial and workplace attractions, clan attractions, historic sites, and monuments
- National Trust for Scotland attractions
- Distillery / Brewery Visitor Centres and Experiences
- Gardens
- Guided urban group walking tours with a designated premise
- Transport related attractions: including but not limited to boat trips, railways experiences, city sightseeing bus tours
- Wildlife and Nature attractions: including but not limited to aquariums, wildlife centres, zoos, country parks and farm attractions
- Visitor Centres
- Science and Educational attractions: including but not limited to science centres
- Visitor attractions with entry-fee exhibitions, where ticket turnover can be evidenced
- Wildlife Watching and Nature Based Activity
- Guided nature and wildlife watching experiences
- Cycling and mountain biking
  - Guided short and long-distance rural mountain bike and cycling trips / experiences including e-bikes using qualified guides
- Pony trekking
  - Guided pony treks as a tourism activity

- Non-motorised Guided Water and Coastal Activities
  - Guided kayaking / sea kayaking / canoeing
  - Guided stand-up paddleboarding
  - Guided canyoning / gorge walking
  - Guided river tubing
  - Guided coasteering
  - Guided wild swimming
  - Guided snorkelling and diving
  - Guided white water rafting
  - Guided kite surfing /surfing
  - Guided land yachting
  - Guided dinghy sailing and windsurfing experiences
- Other Outdoor Activities
 

Operators who deliver one or more of the following guided outdoor adventure and activities for tourism in Scotland:

  - Guided 4x4 off-road driving and quad biking activities
  - Guided Bushcraft and Survival
  - Guided Caving
  - Guided Tree Climbing
  - Bungee Jumping
  - Zip Wire
  - Guided Snowsports Experiences and activities
  - Guided rural running / trail running
  - Guided short and long-distance rural walking day trips using qualified guides
  - Guided mountaineering / outdoor climbing guided day trips using qualified guides
- Water based excursion operators such as day boat trips
- Air / Aerial based excursions such as paragliding, gliding, parachuting, hot air balloons
- Dry ski slopes
- Karting centres

**The fund is not intended to support:**

- Government Department / Agency / Public body managed attractions (e.g. Forestry & Land Scotland, NatureScot, National Museums of Scotland, Historic Environment Scotland etc)
- National Parks
- Local Authority / ALEO managed attractions
- Theatres
- Racecourses
- Retail including gift shops, garden centres, shopping centres.
- Hospitality including attraction food outlets, cafes and restaurant
- Designated Soft Play Centres
- Equipment / hire rental
- Riding schools for lessons
- Field / Country Sports
- Indoor and outdoor sports activities, e.g. football, golf, tennis, netball etc.
- Outdoor / indoor activity / sports clubs, leisure and training centres
- Outdoor education centres
- Private charters

- Multi-Day Tours / packages
- Online Travel Agents
- Retail Travel Agents
- Third Party Resellers
- Registered taxi licence holders
- Registered private hire licence holders
- Chauffeur companies
- Outbound Tour Operators
- Professional Conference Organisers
- Event Planning Companies and Organisers
- Exhibition Companies
- Production Companies
- Marketing, PR and Communication Groups
- Self Employed / freelance guides who work for, or provide services to, a number of businesses
- Tour operators that do not directly deliver activities
- Individual service providers / suppliers to Day Tour Operators such as: freelance tour guides, transport companies, venues, accommodations and restaurants

Please note this list is not exhaustive, and we reserve the right to add further ineligible business types during the assessment process for the purposes of clarity.