

PRODUCT SHEET TEMPLATE - ACTIVITIES

INTRODUCTION

“Elevator pitch” (2-3 sentences):

Brief description of who and where you are, and what you can offer to the travel trade. This is your chance to sell yourself, but it needs to be brief and to the point. You should be able to explain your Unique Selling Points in 2-3 sentences max. Why should they book / choose you? You may want to mention any awards you have won as well.

PRODUCT

Outline each product / activity / experience:

- Short description of the product / activity / experience
- What is included
- What is not included
- Season
- Times / days of the week for scheduled activities, general availability if on request
- Duration
- Do you offer scheduled activities that FITs can book, or are all activities private bookings?
- Do you offer any language services?

RATES

Are the rates per person or per group?

- Public rates – adult / concession / child, if per person
- Trade rates (reduced) – adult / concession / child, if per person

If rates are per group – minimum and maximum number per group

When are the rates valid for?

→ *List this information for each product / activity / experience*

LOCATION

Location (include map, keeping in mind that international visitors may not know where Wales is)

Address (post code for sat navs)

Car parking options

Coach parking / coach drop off options if you accept group bookings

Public transport

HOW TO BOOK

How to book / check availability:

- Online
- Email
- Phone

CONTACT DETAILS

Name of contact person

Email

Telephone number

Website

Social media

TERMS & CONDITIONS

Groups:

- Cancellation policy for groups
- Minimum and / or maximum numbers
- Final numbers timeline (when do you need to know the exact number of people, if a group booking?)
- Free place policy for groups

FITs:

- Cancellation policy for FIT
- Maximum numbers for FITs
- Do you offer freesale

Payment terms:

- Credit or prepayments
- Deposits
- Vouchers

General:

- Age restrictions
- Child policy / child rates – what ages do they apply to?
- Accessibility (lift, level access, hearing loops etc)
- Any particular equipment / preparations / conditions?
- Do they need to sign a waiver?
- Bad weather contingency plan?

Anything else that the travel trade buyer should know about your experiences?

→ *Design the product sheet using your brand colours, and include some images to give the travel trade a feel for your product.*