

PRODUCT SHEET TEMPLATE - ATTRACTIONS

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 someone book / choose you? You may want to mention any awards you have won as well.

PRODUCT

Outline each product (admission, guided tours, behind the scenes, catering options etc):

- Short description of the product
- What is included
- What is not included
- Season
- Times / days of the week for scheduled experiences, general availability if on request
- Duration
- General admission, and do you offer private bookings too?
- Can this be booked for both groups and FITs?
- Do you offer any language services?

RATES

Public rates (per person) – adult / concession / child

Trade rates (reduced) (per person) – adult / concession / child

When are the rates valid for?

- *List this information for each product / experience*
- *If catering, list from prices*

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 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.*