



Fáilte Ireland Approved DMC Criteria

A Destination Management Company is a professional services company, specialising in the design and delivery of MICE programmes that are tailored and bespoke to each individual client or group. DMCs utilise extensive local knowledge, expertise, and resources to deliver a high-quality experience. To be listed on the Fáilte Ireland Panel of approved DMCs, companies must meet the below criteria in full.

Minimum Eligibility Criteria – Pass / Fail Criteria

The applicant:

1. Has a permanent company, with a full-time staffed office, located and registered in the Republic of Ireland.
2. Must be trading as an Inbound DMC in the Republic of Ireland for a minimum of two years.
3. Must have a minimum of two FTEs dedicated to servicing MICE inbound business.
4. The applicant has a valid Tax Clearance Certificate.
5. The DMC must have in place and maintain Employer's Liability Insurance with indemnity limit of €13,000,000 and Public Liability Insurance with an indemnity limit of €6,500,000.
6. The DMC must have appropriate processes in place to ensure the 'safety' of their clients' funds.
7. Must be fully compliant with all legislation.
8. Must provide a minimum of SIX of the following services:
 - a. Programme creation and management on-site
 - b. Budget management
 - c. Accommodation & venue finding
 - d. Management of transport, tours & logistics
 - e. Activities and team building
 - f. Gala dinner, events, entertainment & production
 - g. Communicate in appropriate language

Information required from the Applicant:

1. Legal identity of the applicant.
2. Proof of company registration in Ireland.
3. Provide an overview of MICE inbound tourism business revenue generated per annum over the three-year period of 2017-2019 and over the three-year period of 2021-2023.
4. Must provide evidence of a minimum of four sample DMC programmes undertaken in Ireland in any one-year period over the last three years (2021-2023), totalling 500 international participants with a total minimum spend of €525,000.
 - a. Must supply two international client letters of references relating to any of the above programs.
 - b. Must provide three supplier letters of references with whom the company has traded for a minimum of two years.
5. List of services you provide to service this segment.
6. Must provide details of all international MICE sales and marketing activity and budget undertaken by market between 2017 and 2023.
 - a. Identify spend on participation fees, representation fees and travel.

- b. List all platforms and sales missions by country and who you partnered with.
 - c. List any in-market representation companies/representatives the DMC has.
7. List all international professional affiliations.
8. List any Irish professional affiliations.

Fáilte Ireland Requirements:

Aside from the above essential criteria, DMCs must adhere to the following:

- Operate as an Incoming DMC.
- Use Fáilte Ireland approved accommodation.
- Have Employers Liability Insurance with an indemnity limit of €13,000,000
- Have Public Liability Insurance with an indemnity limit of €6,500,000 minimum.
- Have appropriate processes in place to ensure the 'safety of their clients' funds.
- Be fully compliant with all legislation.
- Have a functioning website and is active on social media platforms.
- Provide timely status updates on any business opportunities received from Fáilte Ireland, either directly or through a sales platform funded by Fáilte Ireland or Tourism Ireland.
- Participate in Fáilte Ireland research projects as required.

Fáilte Ireland will conduct regular reviews and spot checks from time to time to ensure a Fáilte Ireland Approved DMC continues to meet the minimum eligibility criteria outlined. Those companies, who fail to do so will no longer be considered approved. It is the responsibility of the DMC to inform Fáilte Ireland should they cease activity.