**Application criteria questions**

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| **Title of Event and date:** Vakantiebeurs – 13-17 January 2021  **Organisation name:**  **Organisation contact:**  **Telephone number:**  **Email:**  **We take your privacy seriously, please tick to confirm that you have read our** [**privacy notice**](https://www.visitwales.com/info/travel-trade/travel-trade-privacy-notices#TTindustrypartners) | | |
| **Section & Question Weightings** | | |
| **Ref.** | **Brand compliance and market relevance** | **80%** |
| Q1 | Details of how your organisation meets Wales brand values, has suitability, relevance and procedures in place to promote and raise the profile of your organisation to the market. | 30% |
|  | **Wales industry product knowledge** |  |
| Q2 | Demonstrate an understanding of your product knowledge within your region for other venues, accommodation, attractions and other travel trade / business events friendly products/ transport and access that would be of relevance to the market to add value to visit and of interest for inclusion in programmes and itineraries. | 30% |
|  | **Project outputs, resource and budget** |  |
| Q3 | Please provide details of the proposed KPIs and objectives you hope to achieve by attending the event. Please include evidence of available and approved budget for Travel &Subsistence with proposed staff resource for the event including staff skills /experience. | 20% |
| **Organisation structure and reporting** | | **20%** |
| Q4 | Please provide details of your organisational structure and team roles with skills/experience in selling to this market including details of client handling capabilities and enquiries and active follow up procedures including how you will report to Visit Wales on outcomes following the events. | 20% |

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| **Brand compliance and market relevance** |
| **Question 1.** |
| Evidence how your organisation meets the current Wales brand values and demonstrate how your product is suitable and relevant to the market.  Include evidence of procedures / processes in place for how you promote your product to the business-to-business (B2B) market, including current database communications to clients, confirmation that an up to date and comprehensive Travel Trade / Business Event listing has been submitted for the Visit Wales product database and any net rates or other suitable bookable market product offer.  **Total:** 30% of Section  Minimum score 60 |
| *no more than 1,000 words* |
| **Supplier Response** |
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| **Wales industry product knowledge** |
| **Question 2** |
| Demonstrate your product knowledge within your region for other venues, accommodation, attractions, transport and access routes and other travel trade / business events friendly products that would be of relevance to the market to add value to their visit and of interest for inclusion in their programmes and itineraries.  **Total:** 30% of Section  Minimum score 60 |
| *no more than 750 words* |
| **Supplier Response** |
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| **Project outputs, resource and budget** |
| **Question 3** |
| Please provide details of the proposed KPIs and objectives you hope to achieve by attending the event. Please include evidence of available and approved budget for Travel &Subsistence with proposed staff resource for the event including staff skills /experience  **Total:** 20% of Section  Minimum score 60 |
| No more than 750 words. |
| **Supplier Response** |
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| **Organisation** |
| **Question 4** |
| Please provide details of your organisational structure and team roles with skills/experience in selling to this market including details of client handling capabilities and enquiries and active follow up procedures including how you will monitor and record outputs, in order to report on a quarterly basis to Visit Wales following the events.  **Total:** 20% of Section  Minimum score 60 |
| No more than 1,000 words. |
| **Supplier Response** |
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**Marking Scheme and Evaluation Guidance**

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| **Capability** | **Evidence Provided** | **Score** | **Remark** |
| Bidder is likely to be able to meet the needs of the Authority. | Evidence is consistent, comprehensive, compelling, directly relevant to the project in all respects and highly credible (by being substantiated by independent sources where possible.) | **100** | **Absolute Confidence** |
| Evidence is sufficient (in qualitative terms), convincing, and credible. | **80** | **Confidence** |
| Small risk that bidder will not be able to meet the needs of the Authority. | Evidence has minor gaps, or to a small extent is unconvincing, lacks credibility or irrelevant to the project. | **60** | **Minor Concerns** |
| Moderate risk that the bidder will not be able to meet the needs of the Authority | Evidence has moderate gaps, is unconvincing. | **40** | **Moderate Concerns** |
| Significant risk that the bidder will not be able to meet the needs of the Authority. | Evidence has major gaps, is unconvincing in many respects, lacks credibility, or largely irrelevant to the project. | **20** | **Major Concerns** |
| Bidder will not be able to meet the needs of the Authority. | No evidence or misleading evidence. | **0** | **Not acceptable** |