

# **CAMPUS TOURS POLICY**

**February 2017**

## **1. Background**

This policy is to outline permissions for tours on the Campus.

The University has granted an exclusive license to Authenticity Tours to carry out tours on the Campus, using the registered trademark Trinity Tours.

There has however, been a significant growth in unauthorised tours in Trinity, which place undue wear and tear on facilities.

## **2. Definition**

Authorised tours are those individuals or groups who have been granted express permission, in writing, by the University, to carry out touring services on the campus and have agreed such financial provisions with the University as may be deemed appropriate.

All other groups or individuals conducting tours on campus will be deemed to be unauthorised, with the exception of the following:

### **Exceptions**

- School groups (primary, secondary schools) who visit and pay entry to the Old Library.
- Under 12s who currently visit the Book of Kells free of charge.
- Established Tour operators who are already involved in revenue generating activity with the Commercial Revenue Unit.
- Certain College units by prior arrangement, eg Global Relations who are involved in revenue generating activity via international students.
- Any pre-approved Open day or Trinity College promoted event activity.

## **3. The Policy**

There is no general right to conduct tours of the Campus with the exception of rights expressly granted by way of written license agreement with the University. At present, the official tour guide is Authenticity Tours, trading as Trinity Tours.

## **4. The Aims**

- To protect the fabric of the Campus.
- To protect the reputation and brand of the University.
- To increase revenue for the University.
- To drive value from and support the promotion and uptake of our official tour provider.
- To identify and itemise all groups that visit the Campus.

- To ensure that campus tours are conducted in an orderly manner, respecting the academic and other operational needs of the university and optimizing the health and safety of visitors, students and staff.
- To open the lines of communication with established tour operators, to ensure when paying tours are conducted outside of the official tour provider, that all content is of a sufficient quality, is factually correct and is brand aligned with Trinity College Dublin.

## **5. Implementation**

- Any tour guide or tour company wishing to gain authorisation to conduct a tour on Campus can be made in application to [bookofkells@tcd.ie](mailto:bookofkells@tcd.ie)

## **6. Consultation**

The following people were consulted in the preparation of this policy document:

John Coman, College Secretary

Sinead Mac Bride, College Solicitor

Estates & Facilities Department representatives