

## CAMPUS TOURS POLICY

Approved by Board on 28 March 2018

### 1. Background

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

The University has granted an exclusive license to Authenticity Tours Limited 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. Definitions

#### **Official Tour provider:**

Licensee granted an exclusive license by the College to provide personal guided tours, from designated points of sale on campus.

#### **Tour Operators:**

Organisations who sell travel, accommodation and attraction packages to individuals, groups and corporate clients.

#### **Conducted visits of the Campus:**

Staff of the University carrying out visits of the Campus, 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 provider is Authenticity Tours Limited, using the registered trademark Trinity Tours.

Authorised tours of campus can be conducted as follows:

- I. Booking a tour with Trinity's **Official Tour Provider**, who is licensed and authorised, 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.
- II. Booking a tour through **Tour Operators**, including the sale of admission to the Book of Kells and Old Library, and on occasion, the provision of tours of the Campus in conjunction with said admission, as part of the Operators' package offer.
- III. Staff of the University carrying out **conducted visits of the Campus**.

All other groups or individuals conducting tours on campus, including Guided Tour providers, will be deemed to be unauthorised, and the University will use its best endeavours to ensure that these tours are not conducted on campus.

#### **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**

- This policy will be implemented in a phased approach. Year 1 (2017) implementation will involve communicating the new Policy and information gathering on unauthorised tours on Campus.
- Following a review and assessment, the implementation in Year 2 (2018) will incorporate review actions in consultation with relevant parties.

#### **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  
Trinity's Official Tour Provider