



## **CAMPUS TOURS POLICY**

**Approved by Board on 29 March 2023**

### **1. Context**

Trinity College Dublin, the University of Dublin, and any subsidiary of the University (“the University”), are the authorised providers of official tours in the University. Trinity has a rich cultural heritage, integral to the history of Dublin City which attracts visitors to the Campus. We wish to provide a high level visitor experience through our official tours.

### **2. Purpose**

This policy sets out the authorisation of the provision and conduct of tours on the Campus.

### **3. Scope**

This policy applies to all staff, students, and members of the University Community as well as all third party groups or individuals wishing to conduct tours on campus.

### **4. Principles**

- To protect the building 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 conduct market analysis for evaluation of visitor experience.
- To ensure that campus tours are conducted in an orderly manner, respecting the academic and other operational needs of the University and optimising the health and safety of visitors, students and staff.

### **5. Definitions**

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

The University, through Trinity Trails, is the Official Tour provider of in person and virtual guided tours, from designated points of sale on campus and online.

#### **Tour Operators:**

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

### **Organised TCD visits to the Campus:**

Staff of the University conducting approved visits of the Campus, or Trinity College promoted event activity.

## **6. 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 for a particular term with the University. The University is the exclusive and official tour provider of personal guided and virtual tours of the University campus. All other groups or individuals conducting tours on campus, including Guided Tour providers, will be deemed to be unauthorised, and the University will ensure that these unauthorised tours are not conducted on campus by using all means necessary, including but not limited to legal action.

Authorised tours of campus can be conducted as follows:

- I. Booking a tour with the University, Trinity Trails, who is authorised, by the University, to carry out touring services on the campus.
- II. Booking a tour through Tour Operators who have contracted Trinity Trails to conduct campus tours on their behalf.
- III. Staff of the University carrying out approved visits of the Campus.

## **7. Responsibility and Implementation**

- This policy will be the responsibility of the Commercial Director. It will be reviewed on bi-annual basis.

## **8. Related Documents**

- Campus Tours Implementation Booklet

## **9. Document Control for Policies**

Date of initial approval: 28 March 2018

Date revised policy approved: 29 March 2023

Date policy effective from: 29 March 2023

Date of next review: Academic Year 2024/2025