



PARTNERSHIP MODEL FOR TOUR OPERATORS AND TRAVEL AGENCIES





PARTNERSHIP GROUNDS

This proposal has been designed having in mind the different needs of **travel agencies and tour operators** and the fact that Rota Vicentina must consider different levels of cooperation, with different associated costs.

1 - The website has a page where all **member agencies and operators are listed**, with logo, name, short description and link.

2 - There is the possibility of having a **dedicated webpage on the website** with a detailed description of the services provided.

3 - There is an area of the website with Rota Vicentina **Holidays**, that are technically and operationally managed by the partner agencies and operators, whose proposals fit in the overall goals described in this document.

The **selection** of holidays presented on the website is the responsibility of the RV team, in order to answer to the main needs of the market and to create a thoughtful collection of proposals.

4 - The partner agencies/operators can promote these and other Rota Vicentina programs on their **own channels** - using the **name, logo, photos and remaining RV promotional materials**.

5 - The **cost** depends on the services chosen. These can be acquired cumulatively in a more or less independent way, according to the instructions on the following pages and the proposed promotional packages.



a. MEMBER AGENCY / OPERATOR:

Cost: 60€ / year (Listed)

Includes joining the association and to be listed on the Rota Vicentina website, on the page “Book with us / Travel Agencies and Tour Operators”, with the following information:

- Logo
- Name
- Short description
- Link for own Home Page

Joining in this category allows each agency / operator the access to all remaining available services, on the conditions described below.

b. ACCESS TO THE NETWORK:

Cost: 120€ / year (adding to the 60€ on point a.) (Partner)

Includes the integration of the agency/operator on the promotional work developed by the RV team, including:

- Proposing specific areas and themes to be worked by the RV coordination team
- Participation on meetings organized by RV with other partner companies to enhance commercialization strategies, price negotiation, improvement of service level to the agencies, etc
- Support from the RV team to find solutions concerning the creation of programs, negotiating with partner companies, new challenges, etc
- Sharing and promotion of contacts to outside Agencies and Operators, requesting incoming services, counseling and support according to specific requests
- Sharing and promotion of services and contacts for press trips and press articles
- Receiving suggestions from the RV team about gaps in the market for the development of new initiatives, programs, partnerships, etc
- Full integration on the RV network of service providers and the status of **Partner Company**
- Possibility of having **programs** on the RV website (see point d.) and right to use the RV logo, **brand** and promotional materials (see point e.)

C. DEDICATED AGENCY/OPERATOR PAGE ON THE WEBSITE:

Cost: 60€ / year (adding to the 60€ on point a. and 120€ on point b.)

Includes the creation of a dedicated webpage to characterize the Agency/Operator (PT/EN) on the section “Book with us / Travel Agencies and Tour Operators”, including:

- Logo
- Text with the positioning of the Agency / Operator
- Photo gallery
- Contacts
- Services provided, spoken languages, opening hours, offices, etc
- Overview of the programs / Holidays on offer
- Contact form

d. PACKAGED HOLIDAYS ON THE RV WEBSITE:

Cost: from 150€/program/year + 3€/contact (adding to the 60€ on point a. and 120€ on point b.)

The website presents a limited selection of packaged holidays, based on the following criteria:

1. The proposed holidays are **presented as RV Programs**, without the identification of the owner agency / operator
2. Each program is published in two preferred languages. Each additional version/language has a cost of 20€. In any case, the detailed itineraries of the program must come already translated in all of the chosen languages
3. The program proposals are presented by the agencies and selected by the RV team. In cases of **overlap** (2 similar programs, according to the variables listed on point 10, below) an **auction** may be held between the proposing agencies for the attribution of the program
4. The programs have a contact form for information and reservation requests, that will be monitored for the charge of **3€ per contact** (regardless it may result or not in a reservation)
5. The programs must **exclusively** use partners of the network, except in the cases where it is clearly not possible
6. The **programs must be itinerant**, along the region (minimum ratio: 1 accommodation per each 2.5 nights)
7. **Diversify** the accommodation within the network (the same accommodation cannot participate in more than 2 programs, except when there is no other alternative available)
8. **Quality control** – feedback will be requested to customers contacting through the website
9. The attribution of programs may be reviewed periodically, according to the results and the sustainability and fairness goals of the project
10. Programs must be different among each other on the following variables:
 - 10.1 itinerary
 - 10.2 type of accommodation and service / price
 - 10.3 duration
 - 10.4 extra activities besides hiking
 - 10.5 level of difficulty
 - 10.6 language in which the service is provided



e. PROMOCIONAL MATERIAL– LOGO, PHOTOS, VIDEO AND PROMOTIONAL TEXTS:

Cost: 0€ (assuming the cost of 60€ on point a. + 120€ on point b.)

The Agencies / Operators may use the RV logo and brand, as well as photos, video and texts for their promotional and commercial initiatives, according to the following rules:

1. The use of the logo, photos, video and texts must be according to the “User manual of RV image and contents for partner companies”, including :
 - User manual of the logo/brand
 - Promotional photography (pack of 15 photos + 5 to chose from the Flickr gallery each year)
 - Promotional texts (included in the brochure + promotional texts of each route section, found in the website, with the exception of the ‘route PDF files’, that can be used, but not published or have it’s contents withdrawn, copied or changed)
 - Technical information (jpg schematic route map, tips and warnings, fact sheet , etc)
 - Video, shared through the RV official channels on Vimeo or Youtube
2. The agencies / operators that acquire the right to use the logo, brand, photos, video and texts, may “lend” this right to its dealer customers, on the following conditions:
 - Only for photos and texts (logo and brand is excluded)
 - Only for the promotion of programs in the Rota Vicentina that include exclusively RV partners

f. TECHNICAL MATERIAL – MAPS AND GUIDE BOOKS:

Cost: 50% retail price (assuming the cost of 60€ on point a. + 120€ on point b.)

Partner Travel Agencies and Tour Operators may purchase Rota Vicentina Maps (1:55 000) and Guide Books (PT/FR/EN/DE), for free distribution or resale to their customers, upon previous request to the RV team.

Note: shipping costs will be added

g. TECHNICAL MATERIAL – DETAILED ROUTE DESCRIPTIONS:

Cost: 150€ 1st version, 20€ extra versions (assuming the cost of 60€ of point a.)

Agencies and Operators may purchase detailed up-to-date route descriptions (PT/DE/EN/NL), for delivery to their customers.

MEMBERSHIP PROMOTIONAL PACKAGES

BASE 1 – INCLUDES:

- a. Member Agency / Operator
- b. Access to the network
- d. 1 Program on the Website
- e. Promotional material
- f. Tech. Mat.: 50% discount

Annual cost: 300€ + 3€/contact

(30€ saving)

PROGRAMS #2 – INCLUDES:

- a. Member Agency / Operator
- b. Access to the network
- d. 2 Programs on the Website
- e. Promotional material
- f. Tech. Mat.: 50% discount

Annual cost: 400€ + 3€/contact

(80€ saving)

BASE 2 – INCLUDES:

- a. Member Agency / Operator
- b. Access to the network
- c. Dedicated page on the Website
- e. Promotional material
- f. Tech. Mat.: 50% discount

Annual cost: 215€

(25€ saving)

PROGRAMS #3 – INCLUDES:

- a. Member Agency / Operator
- b. Access to the network
- d. 3 Programs on the Website
- e. Promotional material
- f. Tech. Mat.: 50% discount

Annual cost: 530€ + 3€/contact

(100€ saving)

TOP – INCLUDES:

- a. Member Agency / Operator
- b. Access to the network
- c. Dedicated page on the Website
- d. 1 Program on the Website
- e. Promotional material
- f. Tech. Mat.: 50% discount

Annual cost: 330€ + 3€/contact

(60€ saving)

LISTED AND NON MEMBER AGENCIES AND OPERATORS

Promotional material: **photos** (20€/photo, credited as Rota Vicentina)

Promotional material : **texts** (50€)

Technical material*: **Maps** 1:55 000 (80% retail price > 20 units; 70% retail price > 50 units)

Technical material*: **Guide Books** PT/FR/EN/DE (80% retail price > 20 units; 70% retail price > 50 units)

Technical material: **Detailed route descriptions** PT/DE (EN soon) (200€ 1st version, 100€, extra versions)

***Note:** shipping costs will be added

Tour Operators and Travel Agencies in ROTA VICENTINA network

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OVERVIEW TABLE

(*) Services available for subscription	Description	Cost	Annual Cost	Obs.	(*) Not members	MEMBERSHIP PROMOTIONAL PACKAGES					
a. Member Agency / Operator	Joining the network and becoming a member. Company listed on the website (logo+short description+link)	- €	60 €	Listed Company	-	-	(*)	Annual Cost	sum		
b. Access to the network	Integration in the network, technical and collaborative support with the network services; sharing of contacts looking for incoming support services	- €	120 €	Partner Company	a.	-	Base 1	a.+b.+d.+e.	300 € + 3€ / contact	330 €	
c. Dedicated page on the website	Dedicated webpage to characterize the Agency/Operator, its positioning and services	- €	60 €		a.+b.	-	Base 2	a.+b.+c.+e.	215 €	240 €	
d. Program on the website (in 2 languages)	Integrating the selection of programs on the website, based on the defined rules and after RV approval (additional cost per contact, see point d.1)	- €	from 150 € /program	auction for similar proposals	a.+b.	-	Top	a.+b.+c.+d.+e.	330 € + 3€ / contact	390 €	
d.1 Direct contacts (via website / program)	Through the website contact form, available in each program page, that do not mention the owner agency of the program (All are presented as "RV programs")	3 €	- €	Cost per contact received	a.+b.+d.	-	Programs #2	a.+b.+2xd.+e.	400 € + 3€ / contact	480 €	
e. Promotional material - logo / brand	Right to use the RV logo and brand in promotional and commercial initiatives		- €		a.+b.	-	Programs #3	a.+b.+3xd.+e	530 € + 3€ / contact	630 €	
Promotional material - photos + video	Selection of 15 professional photos + 5 to chose from Flickr gallery each year; right to share the promotional video	- €	- €		a.+b.	20€ / photo (cred. RV)					
Promotional material - texts	Right to use the promotional and technical texts of the project (included in the brochure) and from each route section (available at the website, with the exception of the 'route PDF files', that can be used, but not published or have it's contents withdrawn, copied or changed)	- €	- €		a.+b.	50 €					
f. Tech. Mat. - maps	Purchase maps for resale or gift	50% ret. €	- €		a.+b.	70%-80% RPP€					
Tech. Mat. - guides	Purchase guide books for resale or gift	50% ret. €	- €		a.+b.	70%-80% RPP€					
g. Detailed route descriptions	In PT, EN or DE; cost for the 1st version (1V) and for each additional version (AV)	1V - 150 € AV - 20 €	- €	Always up-to-date	a.	1V - 200 € AV - 100 €					

(*) requires the simultaneous acquisition of the mentioned service(s)