# **Product sheet TEMPLATE - ACTIVITIES**

## **Introduction**

Brief description of who and where you are, and what you can offer the trade. This is your chance to sell yourself, but it needs to be brief and to the point. You should be able to explain your Unique Selling Points in 2-3 sentences max. Why should they book / choose you?

## **Product**

Outline each product / activity:

* Short summary of the product / activity
* What is included
* What is not included
* Season
* Times / days of the week for scheduled activities, general availability if on request
* Duration
* Do you offer scheduled activities that FITs can book, or are all activities private bookings?

## **Rates**

Are the rates per person or per group?

Public rates – adult / concession / child, if per person

Trade rates (discounted) – adult / concession / child, if per person

If rates are per group – minimum and maximum number per group

When are the rates valid for?

* *List this information for each product / activity*

## **Contact details**

Name

Email

Telephone number

Website

Social media

How to book (email / phone, or online)

Location (a map is recommended)

Car parking / coach parking / coach drop-off / public transport

## **Terms & conditions**

Cancellation policy

Final numbers timeline (when do you need to know the exact number of people, if a group booking)

Minimum and / or maximum numbers

Free place policy for groups

Payment terms / vouchers

Age restrictions

Child policy / child rates – what ages do they apply to

Accessibility

Any particular equipment / preparations / conditions?

Do they need to sign a waiver? Bad weather contingency plan?