



## CRITERIA FOR MEMBERSHIP

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### **AVEA Mission Statement**

AVEA is the trade representative association for Visitor Experiences and Attractions.

It was formed by the sector to provide advocacy, and a forum for members to network, and, in so doing, to build awareness and strengthen the professional integrity of the visitor experiences and attractions (VEA) sector.

The strength of AVEA is drawn from a collective vision of its 120+ members. Through full participation by the membership, the Association can achieve its key objective of representation, being the sector's leading voice and a strong contributor within the tourism industry.

### **AVEA Objectives:**

#### **To establish a sectoral representative body that will:**

- Represent the sector, demonstrate its value and advocate its interests
- Provide a forum for the exchange of knowledge, information and advice between like-minded businesses and individuals
- To further professionalise the industry and promote the development of the core skills and competencies required to drive the growth and continued success of VEAs
- Conduct research, gather data, and report on performance and needs

### **The Benefits of Membership are:**

- Being a member of a grouping of like-minded businesses and individuals
- Raising the profile of the sector and provide a strong voice within the tourism industry, tourism agencies and Government departments
- Access to AVEA Brand - adding strength to your brand and business, and providing an assurance to your suppliers and customers
- Access to professional forums for sharing knowledge among members and assistance in addressing collective challenges and finding collaborative solutions
- Access to special training initiatives organized by the Association in conjunction with Fáilte Ireland and other providers
- Marketing benefits with the inclusion on AVEA website and other promotional communications and literature of the Association

- Access to general tourism and sectoral specific research
- Through active participation at meetings, events, and the sharing of information, insights and experience, (and with the collaboration of relevant agencies and service suppliers) members will be enabled to continually improve their visitor experience and offering
- Voting rights at company general meetings

## Membership Criteria:

1. Membership of the AVEA shall be open to any organization as a Visitor Attraction or the provision of a Visitor Experience that entertains and engages visitors in Irish Heritage and Culture. There are a variety of different types of businesses that the board consider to be suited to AVEA membership.

### A) Visitor Attractions

Gardens  
Leisure & Entertainment  
Heritage – Cathedral & Churches  
Monastic Sites  
Museum & Galleries

### B) Visitor Experiences

Farm Visits  
Guided Walks  
Themed Trails  
Boat Trips  
Evening Entertainment & Theatres

*Specific Business Types - Castles, Great Houses, Gardens, Visits, Attractions, Churches, Monastic Site, Parks & Entertainment, Living History, Libraries, Historic Ships, Literary Experiences, Graveyards, Breweries, Distilleries, Museums, Galleries, Aquariums, Zoos, Theme Parks, Heritage Buildings & Homes, Managed Natural Heritage Sites & Scenic Attractions.*

*\*\*AVEA will also welcome Partners to the Association for which separate criteria apply. A Partner is considered to be a reputable business that supplies product or provides services to the membership. Details are available [here](#). Partner applications are considered by the Board.*

2. Every organisation who wishes to become a member shall deliver to the Secretariat an application for membership in such form as the Board shall require. Any applicant for membership shall comply with such regulations as the Board may make in that regard and which it is at liberty to alter from time to time. Applications can be made via [this form](#).
3. On approval of membership, the applicant must remit to the Association the current year's full membership fee (pro-rated where membership commences post Q1 of membership year), within one month of acceptance. An offer of membership may be withdrawn where fees are not forthcoming within this timeframe.
4. At a minimum, a Member must
  - a. Provide appropriate support documentation (if requested) to verify visitor numbers.
  - b. Be open for at least 5 months annually
  - c. Employ full time staff
  - d. Provide and maintain high standards of customer service.
5. Membership representative must be the business General Manager or a member of the management team. Applicants must advise at the time of application the name, phone number, and e-mail address of the applicant's principal representative for all AVEA business, including the right to vote at general and annual general meetings.

6. Annual fees are graded by visitor numbers, using 2024 as the base year (see page 4).
7. Members must abide by the Association's code of conduct which sets down standards by which members deal with each other, suppliers and buyers.
8. Members must participate in and fully complete the Association's Annual Membership Business Survey conducted by a third-party consultancy firm. All information provided by member companies will be strictly confidential and will not be released to the Secretariat or to any other person or organisation. The figures provided will be aggregated and will not identify any individual company.
9. Members must attend Association Forum meetings and events in order to realise the full value and benefit of membership.
10. Four months' notice must be given by a member intending to leave the Association.
11. The use of the AVEA logo/brand is permitted for use by members on promotional collateral and websites and art work and guidelines will be provided by the Association. Wording provided by the Association in reference to membership must be adhered to – any proposed alteration of that wording must be submitted to the secretariat for approval.

## **12. Non-Compliance with Membership Criteria:**

Where it is deemed necessary by the board to suspend a member, a written communication will be delivered to that member. In the event of the suspension of membership, no refund of membership fees will be made.

13. Where a member rejoins the Association there shall be no allowance in terms of discount or recompense for the fees covering the suspension period
14. **AVEA Brand:** In the event of suspension or discontinuation of membership the AVEA logo must immediately be removed from all of the suspended or former print and digital collateral.

## **15. CODE OF CONDUCT FOR AVEA MEMBERS**

- AVEA members should deal honestly and fairly with each other, with clients and suppliers of services.
- AVEA members will treat all details of their negotiations with clients and suppliers as confidential. Details of negotiations will not be divulged to a third party.
- AVEA members will seek to educate, entertain and inspire visitors through their place, permanent collections, temporary exhibitions, events, education work and site-specific performances which reflect their purpose and mission
- Members will do their utmost to protect, create and present our country's heritage and cultural assets for overseas and domestic visitors.

- Members' must be open to the general public, either paying or free, at the times publicly stated.
- Members should be committed to continually improving their visitor experience and welcome.
- A member will not knowingly make false or misleading statements:
  - about their ability to successfully and professionally meet a potential client's needs;
  - about competitors;
  - about AVEA and its objectives
- A member will honour signed contracts, both with clients and suppliers, in spirit as well as intent, and should make every effort to honour all commitments, both written and verbal.
- A member will settle all financial obligations promptly or at least in accordance with normal commercial practice unless otherwise explicitly agreed with suppliers.
- Members will not produce any misleading literature or mislead visitors in terms of their experience offering and, where consumers have complaints, will deal with these in a professional and timely manner.
- Members shall not attempt to convert business to themselves by directly or indirectly bringing the name of other members into disrepute.
- Members must participate and fully complete the Association's Annual Membership Business Survey conducted by a third party consultancy firm. Failure to do so may lead to sanction.
- Members shall not disrespect, act discourteously or in any way embarrass individuals whom the Association invites to meetings and/or events organised by the Association.
- When dealing with suppliers on specific individual company issues relating to service delivery or rate negotiations, members are not at liberty and shall not reference the Association in any way, without prior consent from the board through the secretariat.
- Members are not at liberty to publicly reference or discuss the specifics or details of Association meetings or closed events.

**Should a member be found to have acted in breach of the Code of Conduct, notification will be provided in writing and the member may be reprimanded in accordance with the procedure as set out in the Association's Constitution.**

## ANNUAL MEMBERSHIP FEE

Your membership 'Level' is based on your current year visitor numbers.

Current year visitor numbers (projected)	Subscription (€)
Level 1: Fewer than 50,000 visitors	€330
Level 2: 50-100,000 visitors	€660
Level 3: 100-250,000 visitors	€1,340
Level 4: 250-500,000 visitors	€2,200

Level 5: More than 500,000 visitors	€3,300
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Note: All above fees are based on calendar year of September – August. Businesses may be considered for membership within the year and pro- rata fee will be applied if the first Quarter has elapsed.

A 10% discount will be applied for groups of two or more attractions/experiences.

Payment terms strictly 30 days.