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| *VisitBritain Administration use only* | |
| Our Ref: | SB \_ \_ \_ |
| Date received: | \_\_ / 10 / 2026 |



**Hosted Buyers’ Familiarisation Trips 2026**

**APPLICATION FORM**

**The Hosted Buyers’ Familiarisation Trips Fund is a grant scheme operating as a restrictive competition whereby prospective applicants, whether Strategic Partners (in Scotland and Wales), Destination Development Partnerships (DDP) and/or Local Visitor Economy Partnerships (LVEP) in England, if established and accredited, may apply to deliver the respective trip to their geographical area in late January 2026.**

**Please refer closely to the application eligibility and assessment criteria stated in the accompanying guidance notes before completing this application form. Prospective applicants should pay close attention to the questions that are scored.**

**You are asked to provide supporting information with your completed application form so that VisitBritain can assess your application to host a familiarisation trip, including:**

**1) Complete the separate template document (in Word) providing full details of one suggested itinerary for the familiarisation trip, including all costings.**

**2) Complete the separate Subsidy Control Minimal Financial Assistance Form.**

**The closing date for applications is 11:59hrs (midday) on Monday 20 October.**

**Applications will be returned if any of the necessary supporting documentation is not provided.**

**SECTION A:** **APPLICANT’S DETAILS**

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| **A1)**  **Legal name of organisation (accountable body):** |  |
| **A2)**  **Brand / trading name, if different:** |  |
| **A3)**  **Full postal address** |  |
| **A4)**  **Company registration number:** |  |
| **A5)**  **VAT registration number:** |  |
| **A6)**  **Name of signatory** | *This person should be either the chief executive or a director of the applicant organisation who will e-sign the Grant Funding Agreement* |
| **A7)**  **Email** |  |
| **A8)**  **Telephone** |  |
| **A9)**  **Name of project manager** |  |
| **A10)**  **Email** |  |
| **A11)**  **Telephone** |  |

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| **A12)**  **Company registration number(s) of any dormant or subsidiary companies associated with the number given above in your answer to Question A4:** | |
| **Full Company Name** | **Registration Number** |
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| **A13)**  **Please tick the legal status of the applicant:** |
| □ Non-departmental public body  □ Limited company limited by guarantee or shares  □ Community interest company  □ Local authority tourism service department |

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| **A14)**  **Please tick the familiarisation trip that you are applying to deliver:** | |
| □ 1) Australia and New Zealand  □ 2) Austria, Germany and Switzerland  □ 3) Belgium and The Netherlands  □ 4) Brazil  □ 5) Canada | □ 6) China  □ 7) France  □ 8) GCC  □ 9) Italy  □ 10) Spain  □ 11) USA |

**SECTION B PROPOSED FAMILIARISATION TRIP**

You are advised to refer to the application eligibility (see page 3) and assessment (see page 7) criteria contained in the accompanying guidance notes before completing the remainder of this application form. It is important that you provide full and detailed answers to help the Awards Panel assess your funding application against these criteria.

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| **B1)**  **Please provide a suggested familiarisation trip itinerary outlining in full the route that the trip will take hour by hour, day by day in terms of the hotels to be stayed in and attractions and places of interest to be visited.**  **Your choices should be imaginative with the interests and tastes of the target market in mind, taking into consideration relevant new and existing trade ready products.**  **Please include details for informal local supplier networking opportunities within the itinerary.** |
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| **B2)**  **Please describe in full what measures you would take to ensure high level of services throughout the entire trip should the following non-exhaustive issues occur:**  **Unexpected absence of key staff-member(s) in charge of managing and delivering key parts of the trip.**  **Emergencies and unplanned events that might impact the trip prior to departure; adverse weather conditions, sudden business closure, as well as during the trip.** |
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| **B3)**  **Please describe the proposed vehicle(s) that would be used.**  **Please confirm that the transportation providers you will use, have public liability insurance in place to a minimum of £5 million. Proof of this will be required.** |
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| **B4)**  **Please provide full details about how you will resource the planning and operationalisation of your proposed trip. Regular meetings with the market will be required as well as fast responses to all emails, received from VB, throughout the planning period.** |
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| **B5) Please describe any aspects of your proposed trip that fits in with accessibility considerations.** |
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| **B6)**   **Please describe any aspects of your proposed trip that fits in with sustainability and/or regenerative tourism.** |
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| **B7)**  **Please give details of any tourism businesses included in your proposed itineraries which are award-winning for the quality of their product offer.**  **Please indicate if any of the tourism businesses included in the trip itineraries are already selling to overseas customers either directly or through travel trade intermediaries.** |
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**SECTION C:** **PROPOSED PROJECT EXPENDITURE**

Please state below how much grant funding you wish to apply for and give a breakdown as to how this resource would be spent if your funding applications were to be approved. For further information, please refer to page 6 of the accompanying guidance notes.

If applicable depending upon your organisation’s irrecoverable VAT position, please remember to include VAT on suppliers’ invoices as a direct project cost in your bid below.

Give all figures as whole numbers, i.e. £1,500 rather than £1.5k

**TOTAL FUNDING REQUESTED**

|  |  |
| --- | --- |
| **C1) Summary** | **£** |
|  | £ |
|  | £ |
|  | £ |
| **TOTAL AMOUNT APPLIED FOR:** | **£** |

**SECTION D:** **OTHER SUPPORTING INFORMATION**

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| **D1) Please outline briefly here anything else that you want to say in support of your grant application to the Hosted Buyers’ Familiarisation Trip Fund. (max. 200 words)** |
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| **D2) Please state how you will ensure that VisitBritain will be fully accredited in any external communications activity and when liaising with local industry partners over the planning of this familiarisation trip.** |
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**SECTION E: RISK MANAGEMENT AND SUBSIDY CONTROL**

Please complete the accompanying Subsidy Control: Minimal Financial Assistance Form with its accompanying guidance.

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| **E1) Please describe the key risks that you could encounter in delivering your selected familiarisation trip. What actions and interventions would you propose to manage these risks?** |
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| **E2) Please confirm that you have completed and signed the accompanying Subsidy Control Minimal Financial Assistance Fund.** |
| **□ YES □ NO** |

**SECTION F SUBMITTING YOUR APPLICATION**

Please send your completed application form as a **Word file,** along with your supporting documentation by email to [**partnerships@visitbritain.org**](mailto:partnerships@visitbritain.org)by the deadline of **11:59hrs on Monday, 20 October 2025.**

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| **HAVE YOU REMEMBERED EVERYTHING?** **Please tick!**  □ 1) Details of itinerary and costs.  □ 2) Completed, signed and enclosed the Minimal Financial Assistance Form.  □ 3) Signed declaration form (see Annex A below) confirming the amount of aid your organisation has received to date under the EC’s Temporary State Aid Framework. |

**SECTION F: DECLARATION**

The following statement must be signed by either the chief executive officer or a director of the applicant organisation.

By submitting this application via email, I declare that:

1. The information contained in this application and supporting documents is accurate and true.
2. I shall undertake to provide a fully completed Grant Claim and Project Monitoring Report Form evidencing actual expenditure and KPI attainment over the project delivery period to tbc I confirm that my organisation will ensure and check that any transport providers used have public liability insurance in place to a minimum of £5 million.
3. Actual data against KPIs and other metrics at the local destination level will be collated and provided, when requested, to VisitBritain to inform the overall evaluation of this grant scheme.

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| **Signature:** | **Name and Title:** | **Date:** |
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