



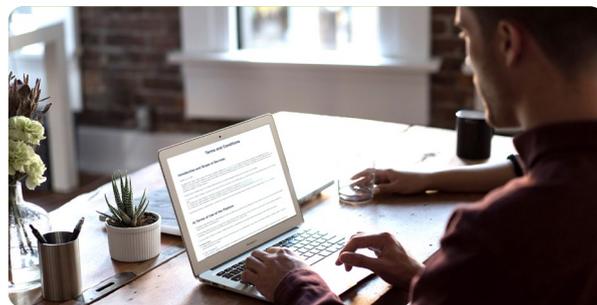
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T&Cs for Your Business Website

T&Cs for your business website

Introduction

Forming part of the section [Commercialise Your Bookable Experience with the Right Price](#), below are some standard terms and conditions that you could consider for your website.



For each price point offered via each sales channel, you must decide upon the associated terms and conditions so that these are clearly communicated to customers.

For example, for an experience offered via your own brand website, carefully consider the following conditions:

Payment policy options such as:

- ✓ Full pre-payment is required at the time of booking.
- ✓ Reserve now and pay later: the customer can book the experience, but pay at a later advised date.
- ✓ Deposit payment: the customer is requested to pay a partial payment for the experience, with the balance payable at a later advised date.



Cancellation policy options:

Including your general cancellation policy and specific Covid-19 related policies (if these differ, it is important to itemise both) e.g.

- ✓ **Zero refund policy:** once booked, no refunds are allowed.
- ✓ **Partial refund policy:** e.g.
 - A refund of 75% is allowable for cancellations made +14 days in advance of arrival.
 - A refund of 50% is allowable for cancellations made +7 days in advance of arrival.
 - No refund for cancellations made within 6 days of arrival.
- ✓ **Full refund policy:** a 100% refund is allowable for cancellations made more than 24 hours in advance of arrival.

✓ **Change of date:** in the case of cancellation, an alternative date can be reserved.

No monetary refund applies:

- If the price of the experience varies by date, an exchange is only offered for dates at the same rate or higher. E.g., if the price of the experience is €40 April to June and €60 in July and August, a July booking can only be exchanged for August (both €60). An April booking (€40) can be exchanged for July (€60) subject to the payment of the difference in rates.
- Alternatively, the experience provider can allow for free exchanges, also into cheaper dates, and arrange for the difference to be reimbursed, ideally in the form of credit on the customer account. The benefit of this approach is to shift some bookings into time slots that are presumably less busy and easier to manage. However, this approach is not recommended if the booking system is not properly set up to handle refunds or customer credit, or if the operational costs of providing the experience increases significantly on quieter timeslots.