

## Visit Kent eShop

Visit Kent's eShop is a new module on its consumer website [www.visitkent.co.uk](http://www.visitkent.co.uk). We invite you to join us on this exciting new journey and be among the first who sell their products directly on [www.visitkent.co.uk](http://www.visitkent.co.uk).



The eShop module will enable you to sell **attraction passes**, **events tickets** and items such as **books**, **souvenirs** or **maps** directly via the web. As the shop is completely integrated with the Destination Management System (DMS), your products can be marketed across the website. For example, attraction passes will be displayed both on the attraction's DMS entry and in the eShop, and can be suggested to users who book accommodation nearby by using a range of upselling functions. All in all, this makes the site a brilliant cross-selling tool.

This is how your product could be displayed on our website:


The screenshot shows the Visit Kent eShop interface. At the top, there is a navigation bar with links for Home, Contact us, Site map, a shopping basket showing 0 items for a total of £0.00, a flag icon, and a Google Custom Search box. Below the navigation bar is a large banner image of a castle by a river, labeled 'Scotney Castle'. A horizontal menu below the banner includes categories: Where to stay, Offers & Breaks, Come and explore, What's on, Food & Drink, and Maps & Travel. On the left side, there is a sidebar menu with links for eShop home, Attraction Passes, Books & Maps, Delivery / P&P, eShop Terms & Conditions, and eShop Search. The main content area features a product listing for 'Canterbury Cathedral Souvenir Guidebook'. The product image shows the cathedral and pink flowers. The product title is 'Canterbury Cathedral Souvenir Guidebook'. The description states: 'English souvenir guidebook (48 pages) with double flap front and back covers. Uses excellent new photography and diagrams to cover the history, architecture, stained glass and modern life of the Cathedral.' The price is listed as '@£4.00 each (out of stock)'. At the bottom of the page, there is a footer with links for Tourist Information Centres, Partners & links, Terms & Conditions, Accessibility, Data protection, Travel Trade, and Visit Kent Business. Logos for Visit Kent, the European Union, interactive:red, and new vision are also present.

The Visit Kent eShop at a glance:

- All products can be arranged into categories and displayed in different places on the website.
- Sales can be thoroughly managed and monitored directly by the shopkeeper.
- Tickets can either be set up as digital (printable) tickets or be sent by mail – the shopkeeper has different fulfilment options available.
- The whole eShop is content managed via destination-centre.net and Guestlink, allowing products to be added or deleted by Visit Kent staff and updated directly by the shopkeeper.
- The system also has an in-built shopping basket facility that allows the user to store and make multiple purchases.

# Merchandise

[Home](#) | [Contact us](#) | [Site map](#) | Items: 0 Total: £0.00 | |



visit  
**Kent**

Scotney Castle

[Where to stay](#) | [Offers & Breaks](#) | [Come and explore](#) | [What's on](#) | [Food & Drink](#) | [Maps & Travel](#)

[eShop home](#)


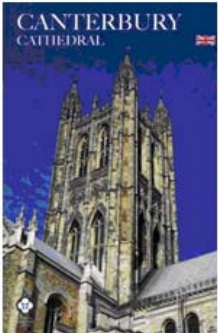
[Attraction Passes](#)

[Books & Maps](#)

[Delivery / P&P](#)

[eShop Terms & Conditions](#)

**eShop Search**





### Canterbury Cathedral Souvenir Guidebook



English souvenir guidebook (48 pages) with double flap front and back covers. Uses excellent new photography and diagrams to cover the history, architecture, stained glass and modern life of the Cathedral.

Item:


[Tourist Information Centres](#) | [Partners & links](#) | [Terms & Conditions](#) | [Accessibility](#) | [Data protection](#) | [Travel Trade](#) | [Visit Kent Business](#)


 Official website of Visit Kent Limited  
England, UK

 Project part-financed by the European Union

# Attractions Passes

[Home](#) [Contact us](#) [Site map](#) Items: 0 Total: £0.00 





visit Kent

Botney Castle

[Where to stay](#) [Offers & Breaks](#) [Come and explore](#) [What's on](#) [Food & Drink](#) [Maps & Travel](#)

[eShop home](#)  
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### Canterbury Cathedral Visitors Pass

Pilgrims and visitors have made their way to Canterbury Cathedral since the Middle Ages. It remains one of the most visited places in the country, and, just as important, a living community. Visitors have always been made welcome, in the ancient tradition of Benedictine hospitality. The Cathedral continues the tradition today, warmly inviting everyone to share the beauty and the unique atmosphere of one of the great holy places of Christendom.

I have read and accept the terms below

Available Tickets

Adult @ **£7.00** each

Concessions @ **£5.50** each

### Terms

#### Digital Ticketing Terms

Canterbury Cathedral issues these tickets digitally. This means that upon booking, you will be taken to a website showing a digital ticket with your unique booking confirmation number that you must print out. If you do not have access to a printer, make sure you note down the unique booking confirmation number and take it with you when you visit Canterbury Cathedral!

#### Opening Times

Weekdays: Summer 09.00 - 17.30 hrs, Winter 09.00 - 17.00 hrs, The Crypt 10.00 - 17.30 hrs  
Sundays: 12.30 - 14.30 hrs (throughout the year, including the Crypt)

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# On the DMS Page

## Canterbury Cathedral



Motherchurch of the Anglican Communion, seat of the Archbishop. Stunning stained glass. Eleventh Century Crypt, Twelfth Century Quire, Fourteenth Century Nave.

The Cathedral's history goes back to 597AD when St Augustine, sent by Pope Gregory the Great as a missionary, established his seat (or 'Cathedra') in Canterbury. In 1170 Archbishop Thomas Becket was murdered in the Cathedral and ever since, the Cathedral has attracted thousands of pilgrims, as told famously in Geoffrey Chaucer's Canterbury Tales.



Please note that there are restrictions/ closures during services or special events. Always check opening times before visiting.



### Prices

Adult £7.00, Child £5.50, Senior Citizen £5.50, Student £5.50, Group rates £8.00/ £5.00, Family or other special tickets £19.50 (2 adults), £14.50 (1 adult).

### Opening details

Season Dates and Opening Hours

Season Dates	Opening Hours
	Mon - Sat 09:00 to 16:30 Sun 12:30 to 14:00
Notes	However there are restrictions/ closures during services or special events. Always check opening times before visiting.  Closed Good Friday, Christmas Eve and Christmas Day.

### Buy in the eShop




Canterbury Cathedral Souvenir Guidebook  
£4.00



Canterbury Cathedral Visitors Pass  
£5.50-£7.00

### Contact

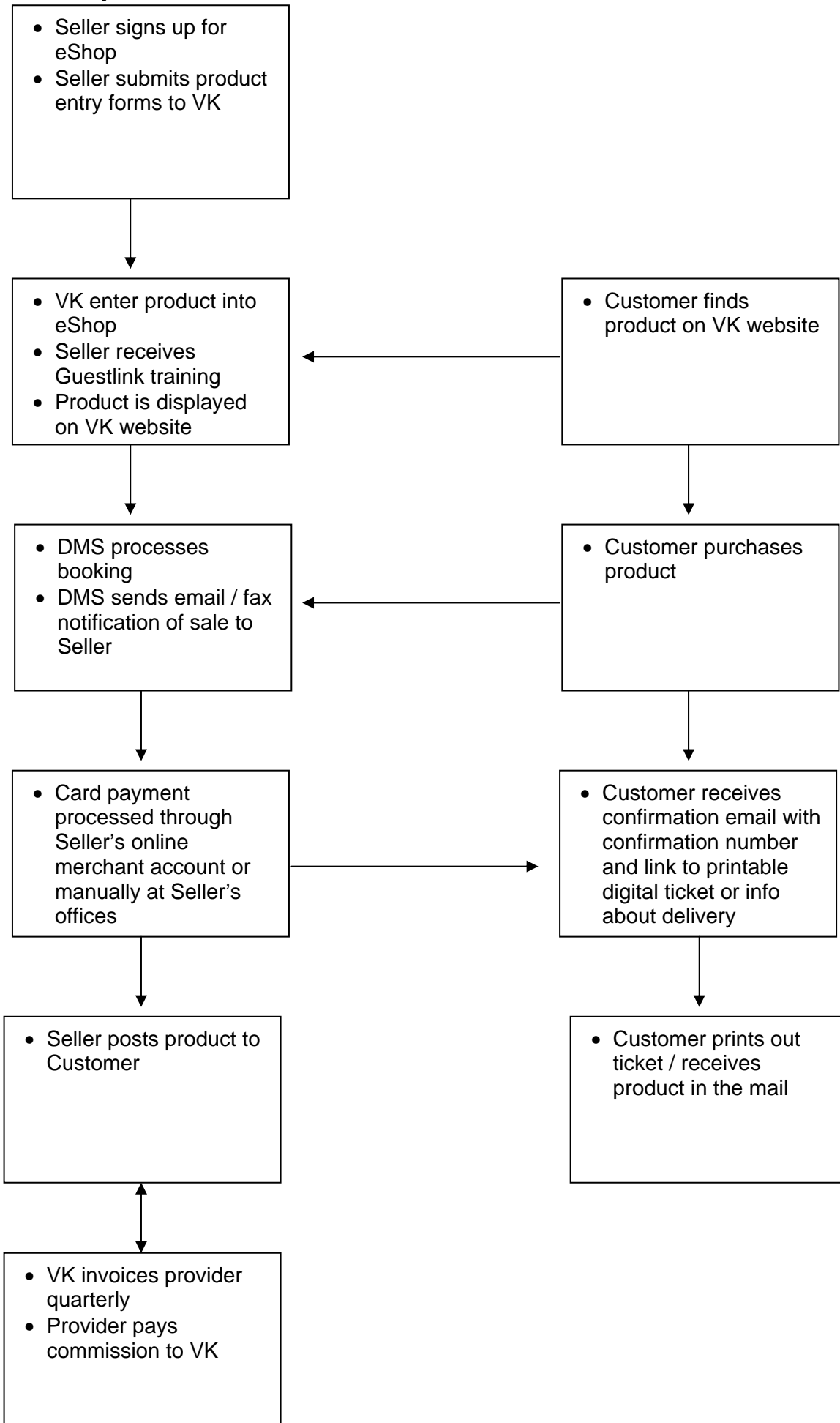
Visits Office  
Tel: 01227 762862  
 [visits@canterbury-cathedral.org](mailto:visits@canterbury-cathedral.org)

### Events at this venue

Select event title for details

date	event
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## eShop Process



## Visit Kent Website Terms – new section for eShop

### 2.) Specific terms relating to the eShop

#### a. Visit Kent acts as agent

In this eShop, Visit Kent operates to an agency model. This means that we act as an agent for disclosed third party suppliers, such as a tourist attraction or venue. This model applies whether you are buying event tickets, attraction passes, goods or other products. These terms form the contractual basis of that agency service.

What this agency service also means is that the final contract for your purchase will be between you and the supplier, not between you and Visit Kent. There is a difference between the agency services we provide (which involves helping you find the product you want and acting as the supplier's agent in effecting the sale) and the service the supplier provides, which is the product itself.

In most cases this will mean that there are additional terms and conditions governing the contract for your purchase as each supplier may have bespoke terms and conditions, these additional terms and conditions will become part of the contract you make with the supplier. All additional terms and conditions will be available to you from our website before you complete your purchase. Please make sure that you have read all these additional terms and conditions before completing your transaction.

As we act as agent this will mean that we have no contractual liability to you in respect of your purchase. **If there is a problem with the product, then typically your contractual or statutory remedy will be against the supplier, not us.**

#### b. Buying a Product on our Website

All event tickets, attraction passes, goods or other products offered for sale through this eShop are not an offer by Visit Kent to sell that product, but an invitation to you to make an offer to the suppliers listed on the eShop, which you do by submitting an Online Order Form. Visit Kent is free to accept your offer on behalf of the supplier or to reject it.

- **Minimum age**

In order to make a purchase you must be over 18 years old, be purchasing for yourself and have the legal capacity to make the transaction.

- **Payment**

We accept Visa, MasterCard, Switch, Solo, Maestro, Delta and Connect. Please ensure that the details you give match those on your credit card billing statement. We also reserve the right to cancel a booking if payment is declined or incorrect cardholder details and billing information have been supplied.

- **Confirmation e-mail**

Following a successful purchase we will send to you confirmation via e-mail, which will contain a unique booking number. For those buying tickets or passes it is important that you print off the confirmation page of the booking section. This will be requested upon arrival at the attraction / event.

- **Your details**

Please make sure that upon receipt of the confirmation email or other communication from us, you check the details carefully to make sure they accord with our agreement. If they do not, please contact us immediately on [enquiries@visitkent.co.uk](mailto:enquiries@visitkent.co.uk) to highlight your concern. It is your obligation to assist us to mitigate the potential loss caused by any errors by giving us adequate notice of any problem.

- **Changes to details that you have given us**

It is important that all the information you give us when you contact us or otherwise when you use the website, is correct. This includes, without limit, ensuring that we have your correct contact (including e-mail) details at all times. It is your responsibility to inform us of any changes by contacting us on [enquiries@visitkent.co.uk](mailto:enquiries@visitkent.co.uk) as soon as possible. We cannot be held liable for sending you any relevant information where you have given us incorrect or redundant contact details.

- **Changes and amendments**

It may not be possible for you to change or amend the event tickets or attraction passes, or change the goods or other products that you have purchased; this will depend on whether such changes or amendments are permitted by the individual supplier's applicable additional terms and conditions and the rules and regulations of the venue, the producers or management. If it is possible to make such changes there will, in many cases, be charges imposed on you by the suppliers under their additional terms and conditions. Please contact the supplier directly if you wish to make any changes or amendments to your purchase.

- **Venue rules and ticket returns policies**

All event tickets and attraction passes are sold subject to the rules and regulations of the venue, the producers or the management. If you are unable to attend the event or the attraction you should immediately contact the individual supplier and speak to them about any returns or resale policy that they may have; your right to return tickets or resell them will be governed by the applicable additional terms and conditions of the individual supplier and or any rules and regulations of the venue, the producers or management.

- **Cancellation or rescheduling of events and performances**

Times for events and opening times for attractions may be subject to change. It is your responsibility to check whether an event performance or activity has been cancelled or rescheduled. The supplier of the service will use reasonable efforts to contact you in the event of cancellation. Visit Kent will not be held responsible for any cancellation or postponement

- **Delivery**

We will endeavour to dispatch your products within 3 working days, subject to availability.

As eShop products are usually dispatched by individual suppliers, you pay a separate delivery charge for each item you order. This is the case even if you order a number of items from the same supplier at the same time. Therefore, to calculate the total delivery charge, the online booking system adds together the appropriate delivery rates for each item.

There is no charge for delivery of some tickets as an electronic confirmation is generated at the time of booking. This should be handed in at the attraction / event or Tourist Information Centre on arrival. Details about this are displayed as part of the product description and on the booking screen.

If you receive an item that is different to what was described you must immediately contact the supplier directly and in any event within 7 days of receiving the delivery.

## eShop Commissions Model

Included	Investor / Districts / TICs	Non-Investor
<ul style="list-style-type: none"> <li>• Basic eShop functionality</li> <li>• Guestlink access</li> </ul>	<ul style="list-style-type: none"> <li>• 10 products</li> <li>• Max. 1 update per product per month*</li> <li>• 10% commission on sales excl. P&amp;P</li> </ul>	<ul style="list-style-type: none"> <li>• 5 products</li> <li>• Max. 1 update per product per month*</li> <li>• 15% commission</li> </ul>
<b>Optional</b>		
<ul style="list-style-type: none"> <li>• Additional products</li> <li>• Inclusion in eNewsletter</li> <li>• Banners</li> </ul>	<ul style="list-style-type: none"> <li>• £10 per product, then normal commission and max. 1 update per month</li> <li>• Yes. 1 product featured per annum.</li> <li>• Yes, at preferential rate.</li> </ul>	<ul style="list-style-type: none"> <li>• £15 per product, then normal commission and max. 1 update per month</li> <li>• ---</li> <li>• Yes, at normal rate.</li> </ul>

\* This refers to updates to the product description or images. Pricing and availability can be updated by the providers themselves through Guestlink.

## eShop Seller Agreement

This Agreement is between  
Visit Kent, 28-30 St Peter's Street, Canterbury, Kent CT1 2BQ  
("Visit Kent") and



.....  
.....  
("the Seller").

### AGENT

- The Seller appoints Visit Kent to be its agent for all sales made via [www.visitkent.co.uk](http://www.visitkent.co.uk) ("the Website"); and the Seller authorises Visit Kent to sell, as agent for a disclosed principal, products on the Seller's behalf ("the Seller's Products").
- The Seller acknowledges and agrees that any sales contracts will be entered into between it and the Customer, who orders the Seller's Products through the Website ("the Customer"); the Seller will be named as the "Supplier" on the Website and shall deal with all Customers on this basis.
- If the Seller is in turn acting as an agent, it shall obtain all necessary authority so to do; and the Seller acknowledges that Visit Kent is entitled to assume that such authority has been obtained and that the Seller has the capacity to enter into the contracts with the Customers for the sale of the Seller's Products.

### AGENTS FEE

- The Seller will pay Visit Kent a 10% commission on the total value of all sales of Seller's Products made via the Website.
- The Seller will be invoiced for commission on a quarterly basis. If commission does not exceed £25 in one quarter, the amount will be rolled over to the next quarter until the financial year end is reached on 31 March, when an invoice will automatically be sent.
- Invoices are payable within 30 days of postmark. Any disputes must be raised within 14 days of postmark on invoice, or the full invoice is payable.

### PRODUCT LISTINGS

- The Seller will submit to Visit Kent, using the Product Entry form, an accurate and complete product description and images that give a fair impression of the Seller's Products.
- The Seller must provide a copy of any Seller's terms and conditions of sale, that the Seller wishes to form part of the contract with the Customer, for display on the Website.
- The Seller must inform Visit Kent immediately of all material changes to the Seller's Product descriptions, and notify any changes that the Seller wishes to have made to the Seller's terms and conditions of sale; Visit Kent will put these changes into effect on the Website in a timely manner.

### AVAILABILITY/PRICING

- The Seller must keep the Seller's Product availability and pricing information up to date; this will be done online via the Guestlink website.
- The Seller will honour the Seller's Product availability and prices as shown on the Website at the time of a sale.

### WEBSITE SALES

- The Seller will receive notification of a sale via fax, email or both. Details can be found once by logging on via the Guestlink website.
- Seeking payment for the Website sales is the responsibility of the Seller.
- Prompt fulfilment of orders is the responsibility of the Seller.
- Sellers must display and honour their terms and conditions for web sales.

**SHIPPING**

- Sellers are expected to ship within three business days of the purchase.
- Sellers must contact the Customer to tell them the order has shipped on the same day as the shipment.

**RETURNS POLICY/ TICKET SALES**

- It is the Seller’s responsibility to communicate clearly their returns policy in the product description or in the Seller’s terms and conditions displayed on the Website.
- The Seller should endeavour to process refunds within seven days of receiving notification from a Customer.
- Returns must be logged in Guestlink within 1 week. If not logged, Visit Kent will include the commission on the next invoice.
- Where the Seller’s products are tickets for events or passes for attractions the Seller must use reasonable and prompt efforts to contact the Customer directly in the event of cancellation; change of start/ opening/ closing times; change of cast; or any other change of which a ticket holder could reasonably expect to be informed.

**COMPLAINTS**

- A ‘strike’ will be put against a Seller for any of the following:
  - Sales not honoured and/or Customer complaint received due to incorrect pricing/availability.
  - Invoice not paid within 30 day of postmark.
  - Evidence that the Seller is bypassing the correct procedure.
- Sellers will be notified on a third ‘strike’. If a solution cannot be agreed Visit Kent will remove the Seller from the Website.
- The Seller will be responsible for always dealing reasonable and fairly with the Customers and shall not offer anything for sale so as to (or deal with Customers in such a way as to) cause reputational damage or embarrassment to Visit Kent; and Visit Kent reserves the right to remove the Seller from the Website if Visit Kent reasonably judges that this is necessary to do so in order to avoid, mitigate, or prevent any such damage or embarrassment.

**LIABILITY**

- The Seller accepts responsibility should they not be able to fulfil a sale made via the Website and will make immediate and suitable alternative arrangements for the Customer.
- The Seller will indemnify and hold Visit Kent harmless at all times from and against all losses or damage it suffers in consequence of any claim or action arising out of or in connection with the sale of the Seller’s Products.
- The Seller warrants that it has (and will maintain) product liability insurance sufficient to cover all its liability: (a) to Customers (and third parties) in respect of or in connection with sales of the Seller’s Products through this Website; and (b) to Visit Kent under the terms of this agreement.
- Visit Kent is under no obligation to pay or seek payment from the Customer at any time.

Signed.....  
(On behalf of the Seller)

Print name.....

Position.....

Date .....

*Please return to:* Visit Kent, 28-30 St Peter’s Street, Canterbury, Kent CT1 2BQ

## eShop Supplier Setup Form

Please fill out the form below and return it to Mark Whitling via email to [mark.whitling@visitkent.co.uk](mailto:mark.whitling@visitkent.co.uk).

You only need to fill this out once when we first set up your eShop. It will then be applied to all your products.



**Supplier:**

**VAT Number:**

**General Telephone:**

**General Email:**

**Finance Telephone:**

**Finance Email:**

**ePayment System:**

Manual Processing

Online Merchant Account (contact Visit Kent for details)

**Card Types Accepted:**

American Express

Maestro (non-UK)

MasterCard

Solo

Switch / Maestro (UK)

Visa

Visa Debit / Delta

Visa Electron

Visa Purchasing

**P&P Bands:**

I accept the standard P&P bands outlined below.

Weight	UK <i>First class packet</i>	Europe <i>Airmail small packet</i>	Rest of the World <i>Airmail small packet</i>
0 – 250 g	£2.00	£3.00	£4.00
251 – 500 g	£3.00	£4.00	£7.00
501 – 1000 g	£4.00	£7.00	£12.00
1001 – 2000 g	£7.00	£12.00	£23.00

I would like Visit Kent to use different P&P bands and am attaching the details for this.

## eShop Product Entry Form



Please fill out one form for each product that you wish to include in the Visit Kent eShop and return it to Mark Whitting via email to [mark.whitting@visitkent.co.uk](mailto:mark.whitting@visitkent.co.uk).

**Supplier:**

**Contact e-Mail:**

**Product Name:**

**Product Type:**

- Ticket (paper-based)       Ticket (digital)       Merchandise

**Description (incl. special terms and conditions & returns policy if applicable):**

-up to 250 words-

**Section:**

- Attraction passes       Souvenirs  
 Books & Maps       Tea, Biscuits & Sweets  
 CDs & DVDs       Tickets  
 Clothing       Toys & Games

Other:

**Varieties:**

Variety if applicable <i>e.g. type of ticket, size</i>	Date/time if applicable	Price <i>incl VAT</i>	Stock

**Delivery:**

- UK customers only       UK & international customers

**Item Weight:**

- grams-

**Images:**

Please attach 1 or 2 images of your product. Please make sure that these are high-resolution images that will display well on the website.