

Glossary of Acronyms and Tourism Terms

<u>Term</u>	<u>Meaning</u>
AAA	American Automobile Association
ABA	American Bus Association
ADA	Americans with Disabilities Act
Affinity Tour	Group sharing common interest, usually passengers who are members of an organization. Also see pre-formed groups.
AMA	Alabama Motorcoach Association
Amenity Package	A cluster of special features, i.e., complimentary shore excursions, bar or boutique credit, or wine at dinner offered to clients on a given tour or cruise, usually as a bonus or extra feature. Usually used to induce clients to book through a particular travel agency or organization
ASTA	American Society of Travel Agents
B&B	Bed & Breakfast
Buyer Request	An appointment request made by a tour operator or buyer at a convention marketplace with hopes of the supplier offering them good reasons why they should include their destination on a future tour.
Carrier	Transportation company such as air, bus, steamship line, railroad, etc. for passengers and/or cargo.
Caucus	A state meeting conducted by a Destination Marketing Organization (DMO) for distribution of motorcoach and tour operator leads and information to fellow suppliers from their own areas.
Charter Group	Usually a group organized by someone other than the carrier, and which are sold the exclusive use of the vehicle. The charter company may or may not form tours to sell to individuals or groups.
Commercial Rate	A special rate agreed upon by a company and a hotel. Usually, the hotel agrees to supply rooms of a specified quality or better at a flat rate.
Commissionable Tours	A tour available for sale through retail and wholesale travel agencies, which provides for a payment of and agreed upon sales commission either to the retail or wholesale seller.
Comps	Complimentary admission to attractions, lodging, meals or services rendered. Usually granted to the motorcoach driver, tour director or escort.
CTIS	Certified Travel Industry Specialist
CTP	Certified Tour Planner
CVB	Convention & Visitors Bureau (also known as DMO). A nonprofit organization supported by membership fees, room tax, government budget allocations or any combination of these funding elements. The organization seeks group, convention, tour and transient travel revenues for their business partners.
Day Trip	A one-day excursion to nearby areas, attractions, and usually including meal stops before returning home.
DMO	Destination Marketing Organization (also known as CVB)
DOS	Director of Sales
DOT	Dept. of Transportation

Glossary of Acronyms and Tourism Terms

<u>Term</u>	<u>Meaning</u>
Escort	A person, usually employed or subcontracted (or independently contracted) by the tour operator, who accompanies a tour from departure to return, as a guide, troubleshooter, etc. 2) A person who performs such functions only at the destination. Also referred to as a courier, conductor, host, manager, director or leader.
F&B	Food & Beverage
FAM Tour	Familiarization Tour; a complimentary or reduced-rate travel program for travel agents, tour operators, travel writers, or potential future clients designed to acquaint them with a destination or property so as to encourage future business
FIT	Foreign Independent Traveler or Frequent Independent Traveler (domestic). This type of traveler wants an organized tour product with the freedom to travel without being confined to a group.
FY	Fiscal Year
Gateway	City, airport or area from which a flight or tour departs.
GLAMER	Group Leaders of America
GMOA	Georgia Motorcoach Owner's Association
Group Leader	An individual, acting as a liaison to a tour operator, designated to handle tour and travel arrangements for a group. In some cases may also serve as the escort
Group Tour	A prearranged, prepaid travel program for a group usually including transportation, accommodations, attraction admissions and meals. See also packaged tour.
Group Rates	A price offered to a group leader or planner based on the number of admissions, meals, or lodging they intend. The group rate is typically lower than the full individual admission price, but higher than rates offered to a tour operator or receptive operator.
Guaranteed Tour	A tour guaranteed to operate unless cancelled before an established cut off date (usually 60 days prior to departure)
Guide	A person qualified to conduct tours of specific localities or attractions; many reliable guides are licensed.
Guided Tour	A local sightseeing trip conducted by a guide
High Season	The period of the year when occupancy/usage of a hotel/attraction is normally the highest. High usage also invariably means higher prices for rooms or admission.
Hub & Spoke	A tour using centrally located accommodation (hub) selecting different areas of day tour excursions (spoke). With a possibly longer stay over, the tour is able to travel to regional restaurants, attractions, shops, performance venues and all within reasonable traveling distance.
IACVB	International Association of Convention & Visitors Bureaus
IMG	International Motorcoach Group. Association of select tour operators.
Itinerary	A planned routing of activities that detail the time, locations and all other necessities for creating and conducting a tour.
Marketplace	A business session held at a host convention center where Buyer and Seller (Supplier) Delegates meet to conduct prescheduled appointments encouraging future partnerships and business relations.

Glossary of Acronyms and Tourism Terms

<u>Term</u>	<u>Meaning</u>
Mating Session	An opportunity to pick up additional appointments just prior to the actual marketplace. An opportunity to find out what operators may have several appointment openings. The supplier may then request an open appointment with an operator if one is available.
MCASC	Motorcoach Association of South Carolina
MMA	Maryland Motorcoach Association
MPI	Meeting Professionals International
Mystery Tour	A pre-packaged tour offered to a group of general public as a 'mystery'. Often used when a company wants to introduce a new region to their clientele and although there are many wonderful things to do, they may not recognize the possibilities by name of region only. Travelers don't know where they are going until the trip is on its way.
N/S	No Show
NCMA	North Carolina Motorcoach Association
Net Rate	A rate used for wholesale purposes - to be marked up for eventual resale to the consumer.
NTA	National Tour Association
OMCA	Ontario Motorcoach Association
OTD	Office of Tourism Development
PBA	Pennsylvania Bus Association
PCMA	Professional Convention Management Association
Perfect Match	When both a supplier and a buyer request a marketplace appointment with each other.
PR	Public Relations
Pre-formed Tour	Tour with attractions, meals, and lodging sold as a package. Tour can be sold to both groups and/or the general public.
PRSA	Public Relations Society of America
Rack Rate	Regular published rate of a hotel or other tourism service. Also called Full Rate
Receptive Operator	A tour operator who specializes in services for incoming visitors.
RCMA	Religious Conference Management Association
RFP	Request for Proposal
ROI	Return on Investment
RSA	Receptive Services Association
RV	Recreational Vehicle
Sample Itinerary	A suggested tour might be prepared by a DMO or other property planner, receptive, to assist in marketing a tour to their region. A sample itinerary usually educates the operator in routing, timing, commentary, and supplier information for destination consideration.
SATW	Society of American Travel Writers
Shoulder Season	The period when there is neither a high nor low demand for a particular destination. Usually spring and fall months
SMERF	School, Municipal, Education, Religions & Fraternal Groups
Step-on Guide	A freelance guide who comes aboard a motorcoach to give an informed overview of the city or attraction(s) to be toured. Many guides are contracted through Receptive Operators

Glossary of Acronyms and Tourism Terms

<u>Term</u>	<u>Meaning</u>
Supplier	The actual producer of a unit of travel merchandise; a carrier, hotel, sightseeing operator, restaurant, attraction, etc.
Supplier Request	An appointment request made by a seller (attraction, restaurant, lodging property, or DMO) to meet with a tour operator or buyer at a convention marketplace.
SYTA	Student & Youth Travel Association
TA	Travel Agent
TAP	Travel Alliance Partners
TIA	Travel Industry Association of America
Tiered Rates/Pricing	Graduated pricing structure designed to offer professional tour operators or buyers percentage discounts on a tour. Sellers offer special tiered rates to protect the relationship of the buyer. Each level must mark-up the price to realize a profit, still offering the consumer a cost-effective tour
TMCA	Tennessee Motor Coach Association
TODS	Tourist Oriented Directional Signage
Tour Operator	A person or company which creates and/or markets inclusive tours and/or subcontracts their performance. Most tour operators sell through travel agents or directly to clients (group leaders)
TPA	Tourist Promotion Agency - regional marketing organization (CVB, DMO)
UK	United Kingdom
USTOA	United States Tour Operators Association
VCB	Visitors & Convention Bureau
VIC	Visitors Information Center
VMA	Virginia Motorcoach Association
Wholesaler	A company or rep who may or may not create tour product, marketing all of the inclusive tours sold by travel agents, tour operators and to preformed groups. They seldom sell at retail or fulfill local services.
WTM	World Travel Market