

# Cultural Tourism Glossary of Terms

**ABA** - American Bus Association; comprised of bus companies, operators and owners

**Around Texas** - Complete calendar of events, fairs, festivals, sports, shows, concerts, exhibits and other events across Texas. Endorsed by the Texas Festivals & Events Association (TFEA).

**Attendance Building** - Marketing and promotional programs designed to increase attendance at conventions, trade shows, meetings, and events.

**Attractions** - General all-inclusive term travel industry marketers use to refer to products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites.

**Bed Tax (Hotel Occupancy Tax HOT)** - City or county tax added to the price of a hotel room.

**Blocked** - Hotel rooms held without deposit

**Booked** - Hotel rooms, airline tickets or other travel services held for a specific client.

**Booking** - Term used to refer to a completed sale by a destination, convention center, facility, hotel or supplier (i.e. convention, meeting, trade show or group business booking).

**Business Travel** - Travel for commercial, governmental or educational purposes with leisure as a secondary motivation.

**Buyer** - A member of the travel trade who reserves room blocks from accommodations or coordinates the development of a travel product.

**Carrier** - Any provider of mass transportation, usually used in reference to an airline.

**Chambers of Commerce** - Typically, a Chamber of Commerce will specialize in local economic development that can include tourism promotion.

**Charter Group** - Group travel in which a previously organized group travels together, usually on a custom itinerary.

**C of C** - Chamber of Commerce

**Commissions** - A percent of the total product cost paid to travel agents and other travel product distributors for selling the product to the consumer.

**Convention and Visitors Bureau (CVB)** - These organizations are local tourism marketing organizations specializing in developing conventions, meetings, conferences and visitations to a city, county or region.

**Conventions and Trade Shows** - Major segment of travel industry business. Trade shows differ from conventions in that they have exhibit space that provides product exhibition and sales opportunities for suppliers, as well as information gathering and buying opportunities for customers.

**Conversion Study** - Research study to analyze whether advertising respondents actually were converted to travelers as a result of advertising and follow-up material.

**Co-op Advertising** - Advertising funded by two or more destinations and /or suppliers.

**Cooperative Marketing** - Marketing programs involving two or more participating companies, institutions or organizations.

**Cooperative Partner** - An independent firm or organization that works with a tourism office by providing cash or in-kind contributions to expand the marketing impact of the tourism office's program.

**Cover** - Each diner at a restaurant.

**CTRLA** - Car and Truck Rental and Leasing Association.

**CVB** - Convention and Visitors Bureau.

**Destination** - A hotel, resort, attraction, city, region, or state.

**Destination Marketing** - Marketing a city, state, country, area or region to consumers and trade.

**Destination Marketing Organization** - Local tourism marketing organizations, such as convention and visitors bureaus or chambers of commerce.

**Discounted Fare** - Negotiated airfare for convention, trade show, meeting, group and corporate travel.

**Fam Tours** - Organized trips for travel agents, tour operators, tour wholesalers or other members of the travel trade for the purpose of educating and "familiarizing" them with tourism destinations. By seeing the destinations where they are sending travelers, the travel trade is better prepared to answer customer questions and promote travel to the location. Also called "fams" or "familiarization tours."

**Feeder Airport/City** - An outlying city that feeds travelers to hubs or gateway cities.

**FIT (Free Independent Travel)** - Individual travel in which a tour operator has previously arranged blocks of rooms at various destinations in advance for use by individual travelers. These travelers travel independently, not in a group, usually by rental car or public transportation.

**Frequency** - The number of times an advertisement appears during a given campaign.

**Fulfillment** - Servicing consumers and trade who request information as a result of advertising or promotional programs. Service often includes an 800 number, sales staff and distribution of materials.

**Gateway or Gateway City** - A major airport, seaport, rail or bus center through which tourists and travelers enter from outside the region.

**GIT (Groups Independent Travel)** - Group travel in which individuals purchase a group package in which they will travel with others along a pre-set itinerary.

**Group Rate** - Negotiated hotel rate for convention, trade show, meeting, tour or incentive group.

**Heads in Beds** - Industry slang referring to the primary marketing objective of accommodations and most destinations - increasing the number of overnight stays.

**Hospitality Industry** - Another term for the travel industry.

**HOT** – Hotel Occupancy Tax. City or county tax added to the price of a hotel room. Local dollars are often designated to support cultural tourism within the community.

**Hub** - An airport or city which serves as a central connecting point for aircraft, trains or buses from outlying feeder airports or cities.

**Hub and Spoke** - Air carriers use of selected cities as “hubs” or connected points for service on their systems to regional destinations.

**Icon** - A facility or landmark that is visually synonymous with a destination.

**Incentive Travel** - Travel offered as a reward for top performance and the business that develops, markets and operates these programs.

**Inclusive Tour** - A tour program that includes a variety of feature for a single rate (airfare, accommodations, sightseeing, performances, etc.)

**International Marketing** - Marketing a destination, product or service to consumers and the trade outside of the United States.

**Leisure Travel** - Travel for recreational, educational, sightseeing, relaxing and other experiential purposes.

**Market Share** - The percentage of business within a market category.

**Market Volume** - The total number of travelers within a market category.

**Mission (Sales)** - A promotional and sales trip coordinated by a state travel office, conventional and visitors bureau or key industry member to increase product awareness, sales and to enhance image. Target audiences may include tour operators, wholesales, incentive travel planners, travel agents, meeting planners, convention and trade show managers and media. Missions often cover several international or domestic destinations and include private and public sector participants. Mission components can include receptions, entertainment representatives of the destination, presentations and pre-scheduled sales and media calls.

**Motorcoach** - Deluxe equipment used by most tour operators for group tour programs. Amenities include reclining seats, bathrooms, air conditioning, good lighting and refreshment availability.

**Net Rate** - The rate provided to wholesalers and tour operators that can be marked up to sell to the customer.

**No Show** - A customer with a reservation at a restaurant, hotel, etc. who fails to show up and does not cancel.

**NTA** - National Tour Association, comprised of domestic tour operators.

**Occupancies** - A percentage indicating the number of bed nights sold (compared to number available) in a hotel, resort, motel or destination.

**Office of the Governor, Economic Development and Tourism** - Texas agency charged with marketing Texas to audiences out of Texas and the international tourism audience.

**Package** - A fixed price salable travel product that makes it easy for a traveler to buy and enjoy a destination or several destinations. Packages offer a mix of elements like transportation, accommodations, restaurants, entertainment, cultural activities, sightseeing and car rental.

**Peaks and Valleys** - The high and low end of the travel season. Travel industry marketers plan programs to build consistent year-round business and event out the "peaks and valleys."

**Person Trip Visit** - Every time a person travels more than 100 miles (round-trip) in a day or stays overnight away from their primary domicile, whether for business or leisure purposes, they make one "person trip visit."

**Pow Wow** - The largest international travel marketplace held in the United States, sponsored by the Travel Industry Association of America.

**Press/Publicity Release** - A news article or feature story written by the subject of the story for delivery and potential placement in the media.

**Press Trips** - Organized trips for travel writers and broadcasters for the purpose of assisting them in developing stories about tourism destinations. Often, journalists travel independently, though with the assistance of a state's office of tourism or a destination marketing organization.

**Property** - A hotel, motel, inn, lodge or other accommodation facility.

**Rack Rate** - The rate accommodations quote to the public. Group rates, convention, trade show, meeting and incentive travel rates are negotiated by the hotel and program organizers.

**Reach** - The percentage of people within a specific target audience reached by an advertising campaign.

**Receptive Operator** - Specialists in handling arrangements for incoming visitors at a destination including airport transfers, local sightseeing, restaurants, accommodations, etc. Receptive operators can be a travel agent or tour operator.

**Repeat Business** - Business that continues to return, thereby generating increased profits.

**Reservation Systems (Automation Vendors)** - Computerized systems leased to travel agencies offering airline, hotel, car rental and selected tour availability and bookings. Systems are affiliated with major carriers, including American (Sabre), United (Apollo), Eastern (System One), TWA (PARS), and Delta (DATAS II) and feature flight schedules of the sponsoring and other carriers, plus additional travel products.

**Retail Agent** - A travel agent.

**Retailer** - Another term for travel agents who sell travel products directly to consumers.

**Room** - Double: No guarantee of two beds; Double Double: Two double beds (or two queens or kings); Twin: Two twin beds (or two doubles or queens)

**Room Blocks** - Several rooms held for a group.

**Sales Mission** - Where suppliers from one DMO travel together to another state or country for the purpose of collectively promoting travel to their area. Sales missions may include educational seminars for travel agents and tour operators.

**Sales Seminar** - An educational session in which travel agents, tour operators, tour wholesalers or other members of the travel trade congregate to receive briefings about tourism destinations.

**Shells** - A marketing and sales promotional piece that depicts a destination, accommodation or attraction on the cover and provides space for copy to be added at a later date. Usually shells fit a #10 envelope.

**Site Inspection** - An assessment tour of a destination or facility by a meeting planner, convention or trade show manager, site selection committee, tour operator, wholesaler or incentive travel manager to see if it meets their needs and requirements prior to selecting a specific site for an event. After site selection, a site inspection may be utilized to make arrangements.

**Spouse Program** - Special activities planned for those who accompany an attendee to a convention, trade show or meeting. Note that programs today are not simply for women, but rather for men and women, spouses and friends. Programs must be creatively designed to interest intelligent and curious audiences.

**Step On Guide** – A representative from a community, attraction, or DMO that can “step on” the bus and provide guide services for tour groups.

**Supplier** - Those businesses that provide industry products like accommodations, transportation, car rentals, restaurants and attractions.

**TACVB** – Texas Association of Convention and Visitors Bureaus.

**TAM** – Texas Association of Museums.

**Target Audience/Market** - A specific demographic, sociographic target at which marketing communications are directed.

**Target Rating Points** – TRP’s are a statistical measurement that allows one to evaluate the relative impact of differing advertising campaigns.

**Tariff** - Rate of fare quoted and published by a travel industry supplier (i.e. hotels, tour operators, etc.) Usually an annual tariff is produced in booklet form for use in sales calls at trade shows.

**TCA** – Texas Commission on the Arts.

**TFEA** – Texas Festivals and Events Association.

**THC** – Texas Historical Commission.

**TIA** - Travel Industry Association of America.

**TIC** – Travel Information Centers that are owned and operated by the Texas Department of Transportation.

**Tour Operator** - Develops, markets and operates group travel programs that provide a complete travel experience for one price and includes transportation (airline, rail, motorcoach, and/or ship), accommodations, sightseeing, selected meals and an escort. Tour operators market directly to the consumer, through travel agents and are beginning to be listed on computerized reservation systems.

**Tour Wholesaler** - An individual or company that sells tour packages and tour product to travel agents. Tour wholesalers usually receive a 20% discount from accommodations, transportation companies and attractions and pass on a 10 to 15% discount to the retail agent.

**Tourism** - Leisure travel.

**Tourist/Visitor/Traveler** - Any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile.

**TPW** – Texas Parks and Wildlife.

**Transient Occupancy Tax** - TOT or bed tax is a locally set tax on the cost of commercial accommodations and campgrounds.

**Travel** - Leisure and other travel including travel for business, medical care, education, etc. All tourism is travel, but not all travel is tourism.

**Travel Agent** - An individual who arranges travel for individuals or groups. Travel agents may be generalists or specialists (cruises, adventure travel, conventions and meetings.) The agents receive a 10 to 15% commission from accommodations, transportation companies and attractions for coordinating the booking of travel. They typically coordinate travel for their customers at the same or lower cost than if the customer booked the travel on his/her own.

**Travel Product** - Refers to any product or service that is bought by or sold to consumers of trade including accommodations, attractions, events, restaurants, transportation, etc.

**Travel Seasons** - Travel industry business cycles including:

- Peak: Primary travel season
- Off Peak: Period when business is slowest
- Shoulder: Period between peak and off peak periods when business is stronger, but has room for growth.

**Travel Tex** - The Official Site of Texas Tourism presented by Office of the Governor, Economic Development and Tourism.

**Travel Trade** - The collective term for tour operators, wholesalers and travel agents.

**Traveler** - Definitions vary, but in general a traveler is someone who leaves their own economic trade area, (usually going a distance of a minimum of fifty to one hundred miles) and stays overnight.

**TTIA** – Texas Travel Industry Association.

**TxDOT** – Texas Department of Transportation.

**Uniquely Texas** – A video project highlighting cultural and heritage tourism in Texas with a supporting Web site.

**Visitors Center** - Travel information center located at a destination to make it easier for visitors to plan their stay; often operated by a convention and visitors bureau, chamber of commerce or tourism promotion organization.

**Vouchers** - Forms or coupons provided to a traveler who purchases a tour that indicate that certain tour components have been prepaid. Vouchers are then exchanged for tour components like accommodations, meals, sightseeing, theater tickets, etc. during the actual trip.

**Wholesaler** - Develop and markets inclusive tours and individual travel programs to the consumer through travel agents. Wholesalers do not sell directly to the public.