

## TOURISM GLOSSARY

**ABA:** American Bus Association

**Accommodations:** See lodging.

**ADA:** Refers to American with Disabilities Act.

**Adjoining Rooms:** Two rooms located next to each other, usually with no door connecting them.

**Adventure Tour:** A tour designed around an adventurous activity such as rafting, hiking, or mountain climbing.

**Affinity Group:** A group of people that share a common hobby, interest, or activity, or that are united through regular participation in shared outings. Also see preformed group.

**Agent:** One who has the power to act at the representative of another. Most frequently in travel, a specific kind of agent such as a travel agent.

**Agri-Tourism Attraction:** The crossroads of tourism and agriculture: when the public visits working farms, ranches or wineries to buy products, enjoy entertainment, participate in activities, shop in a country store, eat a meal or make overnight stays.

**AIO Variables:** Activities, interests, and opinions-used to measure and categorize customer lifestyles.

**Airline Fare:** Price charged for an airline ticket. Several types of fares exist and can change with market conditions.

**Airlines Reporting Corporation (ARC):** An organization that provides a method of approving authorized agency locations for the sale of transportation and cost-effective procedures for processing records and funds of such sales to carrier customers.

**Air Taxi:** Operating non-scheduled, charter or "on demand" service.

**All-Inclusive Package:** A tour package in which most travel elements are purchased for set price.

**Alumni Tour:** A tour created for customers who have previously traveled with a tour operator. Also called a reunion tour.

**Amenity Package:** A cluster of special features, such as 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.

**American Plan:** A hotel rate that includes a bed and three meals.

**American Society of Travel Agents - ASTA:** Trade association of retail travel agents.

**Amphitheaters:** An arena having tiered seating for spectators that is used for a variety of events, public or private.

**Amusement Park:** A commercially operated park enterprise, which supplies refreshments and various forms and devices of entertainment.

**Antique Business:** An establishment where a majority of the items for sale could be considered being in the style or fashion of former times.

**API:** Application Programming Interface - A documented interface that allows one software application to interact with another application.

**Aquarium:** An establishment where aquatic collections of living organisms are kept and displayed.

**Arboretums:** Facilities used for the cultivation of a variety of woody plants for scientific, educational or ornamental purposes.

**Arenas:** An enclosed area used for the presentation of sports events, among other things.

**Art/Craft Centers:** An exhibit, display, or retail facility for Kansas fine arts or handcrafted products that is open to the public.

**Arts/Cultural Attraction:** Must have significance in portraying Kansas' culture and heritage at the state and national level, i.e. drama, theater, galleries, museums.

**Attractions:** The major portion of whose income or visitors are derived from motorists not residing in the immediate area of the activity and which do not require reservations. An attraction must be of cultural, historic, natural/environmental, recreational, or educational significance to tourists.

**Audit Bureau of Circulations (ABC):** Organization formed by media, advertisers, and advertising agencies to audit the circulation statements of its member magazines and newspapers.

**Auditoriums:** A large building or room set aside to accommodate an audience for the presentation of meetings or performances.

**Average room rate:** The total guest room revenue for a given period divided by the number of rooms occupied for the same period.

**B-Roll:** Video that is shot in advance on Beta format videotape and provided to television stations for their use during news broadcast.

**Back to Back:** A term used to describe tours operating on a consistent, continuing basis. For instance, a motorcoach arriving in a city from a cross-country tour may conclude the first tour upon arrival, and then transport a second group back along the same route to the origination city of the first tour.

**Backgrounder:** Short feature story or historical article that is inserted into a press kit to provide reporters with background information about a destination or attraction.

**Backlit:** An illuminated image, which is displayed on the wall in the State Travel Information Centers.

**Baggage Allowance:** The weight, piece or volume amount of luggage that may be carried by a passenger without an additional charge.

**Baggage Claim Check:** The official receipt issued by a carrier for the checked luggage of a passenger.

**Baggage Liability:** The legal limits for a carrier's liability for checked baggage, as determined by tariff regulations, federal laws, state laws or passenger's declaration of value.

**Bed and Breakfast:** Any establishment having no more than fifteen bedrooms; offering to the public, for compensation, transitory lodging or sleeping accommodations; and offering at least one cooked meal per day, which may but need not be breakfast, to each person to whom overnight lodging is provided.

**Bed Tax:** City or county tax added to the price of a hotel room. Also known as Transient Guest Tax.

**Bell Captain:** The person in charge of luggage at a hotel.

**Bermuda Plan:** A hotel rate that includes lodging and full American-style breakfast. Also known as Bed and Breakfast.

**Berth:** (1) A bed on an airline, ship or railroad; often but not necessarily, built-in. (2) A space at a wharf for a ship to dock or anchor.

**Bit.ly:** A free URL shortening service that provides statistics for the links users share online. Bit.ly is popularly used to condense long URLs to make them easier to share on social networks such as Twitter.

**Blip.TV:** An online video sharing site that provides a free and paid platform for individuals and companies who host an online video show.

**Block:** A number of rooms, seats, or space reserved in advance, usually by wholesalers, tour operators, or receptive operators who intend to sell them as components of tour packages.

**Blog:** A word that was created from two words: "web log". Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order.

**Boarding Pass:** The document that allows a traveler to pass through the gate area and onto a plane or ship.

**Bonding:** The purchase, for a premium, of a guarantee of protection for a supplier or a customer. Some bonding programs are mandatory while others are voluntary.

**Booking Form:** A document which purchasers of tours must complete to give the operator full particulars about who is buying the tour. It states exactly what is being purchased (including options) and must be signed as acknowledgment that the liability clause has been read and understood.

**Breakage:** Expenses budgeted for a tour but not used or expended, thus resulting in additional profit to the tour operator. Examples include meals budgeted but not consumed, currency fluctuations in favor of the tour operator, or the tour selling too much larger numbers of passengers than expected.

**Break-Even Point (BEP):** The point at which revenues and expenses are the same. The BEP is calculated as fixed costs divided by the selling price less variable costs.

**Break-Even Pricing:** Pricing a product based on a forecast of the break-even point and the cost of achieving the break-even point.

**Budgeted Balance Sheet:** A budget that measures total assets and liabilities.

**Budgeted Income Statement:** A budget that tracks revenues and expenses. Also called the profit and loss statement.

**Bulk Fare:** A wholesale or discounted fare available only to tour organizers or operators who directly purchase a specified block of seats from a carrier at a low, non-commissionable price.

**Cabin:** (1) A sleeping room on a ship. (2) The passenger compartment of a plane.

**Carrier:** A company that provides transportation services, such as motorcoach companies, airlines, cruise lines, and rental car agencies.

**Cash Flow:** Monies available to meet a company's daily operating expenses, as opposed to equity, accounts receivable, or other credits not immediately accessible.

**Cash Budget:** A budget that monitors cash flow and funds available to meet current expenses.

**Casual Research:** A form of marketing research that is used to test cause-and-effect relationships between a marketing program and customers.

**Certified Tour Professional (CTP):** A designation conferred upon tour professionals who have completed a prescribed course of academic study, professional service, tour employment, and evaluation requirements. The CTP program is administered by the NTA and is open to individuals employed in any segment of the tourism industry.

**Certified Travel Counselor (CTC):** A designation attesting to professional competence as a travel agent. It is conferred upon travel professionals with five or more years of industry experience who compete a two-year graduate-level travel management program administered by the Institute of Certified Travel Agents (Wellesley, MA).

**Certified Travel Industry Specialist (CTIS):** A designation conferred upon American Bus Association member company employees who successfully complete five correspondence courses (three) required and two electives and written evaluation of eight marketplace seminars.

**Chain-Ratio Method:** A method for forecasting market demand by multiplying a base market figure by a series of consumption constraints.

**Chamber of Commerce:** A DMO that operates at the local level and is comprised of businesses that are not necessarily associated with the tourism industry.

**Charter:** To hire the exclusive use of any aircraft, motorcoach, or other vehicle.

**Charter Service:** The transportation of preformed groups (organized by someone other than the carrier), which have the exclusive use of the vehicle.

**Circle Itinerary:** A travel routing design that overnights in different locations and returns to the point of departure without retracing the travel route.

**City Guide:** A tour guide who points out and comments on the highlights of a city, usually from a motorcoach or van.

**City Pair:** The terminal communities in an air or rail trip; the departure and destination points.

**City Tour:** A sightseeing trip through a city, usually lasting a half-day or a full day, during which a guide points out the city's highlights.

**Civic Centers:** A center used by members of the locality for social, cultural, or community activities.

**Client List:** A printout of the names of all tour participants.

**Client Mix:** Objectives set by companies to achieve percentages of customers from different market segments.

**Clippings:** News stories about a destination or attraction, clipped from newspapers or magazines. Many companies retain a clipping service to keep track of news stories about their destination or attraction.

**Closeout:** Finalization of a tour, cruise, or similar group travel project after which time no further clients are accepted. Any unsold air or hotel space is released, and final lists and payments are sent to all suppliers.

**Coliseums:** A large arena with seating for spectators that is used for the presentation of sports events or other entertainment.

**Collective Intelligence:** A shared or group intelligence that emerges from the collaboration and competition of many individuals and appears in consensus decision-making in social networks.

**Commercial Rate:** A special rate agreed upon by a company (or other multi-purchaser) and a hotel or car rental firm.

**Commission:** A percentage of a travel product's price that is returned to the distributor when the product is sold.

**Commissionable Tour:** A tour available through retail and wholesale travel agencies, which provides for a payment of an agreed-upon sales commission to the retailer or wholesale seller.

**Common Carrier:** Any person or organization that offers transportation for a fee.

**Commuter Airline:** Scheduled carrier operating primarily over short distances, with aircraft of 60 or fewer seats.

**Comp Policy:** Arrangements for free tickets, rooms, meals, etc.

**Complimentaries (comps):** Items provided free of charge, such as rooms, meals, tickets, airfare, gifts, souvenirs, etc.

**Computerized Reservation System (CRS):** An automated system used by travel agents that contains pricing, availability and product descriptions for hotels, car rentals, cruises, and air transportation.

**Concert Halls:** A large arena with seating for spectators that is used for the presentation of musical events.

**Concessionaire:** A firm that, under special contract rights, operates for another party (in many cases, a government agency) food and beverage services, lodging facilities, and other services on-site at an auction.

**Conditions:** The section or clause of a transportation or tour contract that specifies what is not offered and that may spell out the circumstances under which the contract may be invalidated (in whole or in part).

**Confidential Tariff:** A schedule of wholesale rates distributed in confidence to travel wholesalers and travel agents.

**Configuration:** The interior arrangement of a vehicle, particularly an airplane. The same airplane, for example, may be configured for 190 coach-class passengers, or it may hold 12 first-class passengers and 170 coach passengers, or any other combination within its capacity.

**Confirmed Reservation:** An oral or written statement by a supplier that he has received and will honor a reservation. Oral confirmation has virtually no legal weight. Even written or faxed confirmations have specified or implied limitations.

**Connecting Flight:** A flight that requires a passenger to change planes as part of the itinerary.

**Connecting Room:** Two rooms that are connected to each other by a door.

**Consolidation:** Cancellation by a charter tour operator of one more flights associated with a specific charter departure or departure period, with the transfer of passengers to another charter flight or flights to depart on or near the same day. Also, selling the same tour with identical departure dates through a number of wholesalers, cooperatives, or other outlets in order to increase sales and reduce the possibility of tour cancellations.

**Consolidator:** A person or company which forms groups to travel on air charters or at group fares on scheduled flights to increase sales, earn override commissions or reduce the possibility of tour cancellations.

**Consortium:** A collection of organizations made up of independently owned and managed agencies that band together to increase their buying power.

**Consumer protection plan:** A plan offered by a company and/or association that protects the customer's deposits and payments from loss in the event of company bankruptcy.

**Consumer:** The actual user of a product or service.

**Consumer Show:** A product showcase for the general public. Differs from a "trade show" as a trade show generally targets industry professionals.

**Consumption constraints:** Issues that limit the number of people in a market who will purchase a product.

**Continental breakfast:** At a minimum, a beverage (coffee, tea, or milk) and rolls and toast, with fruit juice sometimes included.

**Continental Plan:** A hotel rate that includes lodging and continental breakfast.

**Contract:** A legally enforceable agreement between two or more parties.

**Contractor:** A land operator who provides services to wholesalers, tour operators, and travel agents.

**Controlled Margin Tour:** A tour for which a fixed profit margin is independent of the number of tour participants.

**Convenience Sample:** A collection of research subjects who are the easiest for the researcher to select.

**Convention and Visitors Bureau (CVB):** A nonprofit DMO that operates at the county and city level. A CVB typically encourages groups to hold meetings, conventions, and trade shows in its city. Usually funded by a tax on hotel rooms.

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

**Cooperative (Co-op) Advertising:** An agreement between two parties to share the cost of placing an advertisement.

**Co-op Tour:** Selling a tour through a number of wholesalers, cooperatives, or other outlets in order to increase sales and reduce the possibility of tour cancellations.

**Cost Per Point (CPP):** Measure of media efficiency that shows the cost of a schedule per rating point.

**Cost Per Thousand (CPM):** Measure of media efficiency that shows the cost per 1,000 individuals (or homes) delivered by a medium or media schedule.

**Costing:** The process of itemizing and calculating all the costs the tour operator will pay on a given tour.

**Crisis Communication:** Implementing public relations strategies to ensure that a destination maintains its reputation despite unfortunate incidents.

**Cruise:** A marine voyage for pleasure, which usually returns to its departure point.

**Cultural Center:** A center for performing arts, exhibits, concerts, etc., and which has an occupancy capacity of at least 250 people.

**Cultural Tourism:** Travel for the purpose of learning about cultures or aspects of cultures

**Customer:** The buyer of a product or service.

**Customs:** The common term for U.S. Customs Service, the federal agency charged with collecting duty on specified items imported into the country. The agency also restricts the entry of forbidden items.

**Custom Tour:** A travel package created specifically for a preformed group or niche market.

**Database:** A computerized, organized collection of individual customer information.

**Day Rate:** Also called a day room. A reduced rate granted for the use of a guest room during the daytime, not overnight occupancy. Usually provided on a tour when a very late-night departure is scheduled.

**Day Tour:** An escorted or unescorted tour that lasts less than 24 hours and usually departs and returns on the same day.

**Deadheading:** Making a trip or a segment of a trip without passengers, such as driving an empty motorcoach somewhere.

**Delicious:** A free online bookmarking service that lets users save website addresses publicly and privately online so that they can be accessed from any device connected to the Internet and shared with friends.

**Demand Generators:** Strategies and programs developed by DMOs and suppliers to generate destination demand. Examples include festivals, events, cultural tours, and consumer promotion.

**Demands:** A consumer's wants backed by the ability to purchase.

**Demographics:** Population measures, such as age, gender, income, education, race/ethnicity, religion, marital status, household size, and occupation.

**Demographic Editions:** Special editions of magazines directed to specific audience types.

**Departure Point:** The location or destination from which a tour officially begins.

**Departure Tax:** Fee collected from a traveler by the host country at the time of departure.

**Deposit:** An advance payment required to obtain and confirm space.

**Deposit policy:** A specified amount or a percentage of the total bill due on a specified date prior to arrival.

**Descriptive Research:** A form of marketing research that is used to provide detailed answers about customer markets.

**Designated Market Area (DMA):** Unduplicated television area to which a county is assigned on the basis of highest share of viewing. (Also known as TV Market.)

**Destination:** The place to which a traveler is going; or any city, area, region or country be marketed as a single entity to tourists.

**Destination Alliance:** A DMO that operates as a for-profit association of select suppliers who form a paid-membership network to promote their services to travelers.

**Destination Management company (DMC):** A for-profit company that operates similar to a CVB by providing planning and execution services for the convention and meeting market. A local company that handles arrangements for tours, meetings, transportation etc. for groups originating elsewhere.

**Destination Marketing Organization (DMO):** The principal organization of the given city, community or region that is organized to represent a specific destination for the purpose of travel and tourism development and is defined and authorized by its incorporated local government entity as the representative organization exercising this function.

**Digg:** A social news website that allows members to submit and vote for articles. Articles with the most votes appear on the homepage of the site and subsequently are seen by the largest portion of the site's membership as well as other visitors.

**Direct Flight:** A flight that stops one or more times on the way to a destination, but does not require travelers to change planes.

**Direct Marketing:** Sales and marketing communication that feature direct interaction between a company and its customers without any distribution intermediaries.

**Docent:** A tour guide who works free of charge at a museum.

**DOS:** Director of Sales

**Double Double:** A room with two double beds.

**Double-Occupancy Rate:** The price per person for a room to be shared with another person; the rate most frequently quoted in tour brochures.

**Double-Room Rate:** The full price of a room for two people (twice the double-occupancy rate.)

**Downgrade:** To move to a lesser level of accommodations or a lower class of service.

**Drive Time:** The morning and afternoon hours of radio broadcasting. Morning drive: 6-10 am: Afternoon Drive: 3-7pm.

**Duty-Free Imports:** Item amounts and categories specified by a government that are free of tax or duty charges when brought into the country.

**Economic Impact Study:** Research into the dollars generated by an industry and how these dollars impact the economy through direct spending and the indirect impact of additional job creation and the generation of income and tax revenue.

**Ecotour:** A tour designed to focus on preserving the environment, or to environmentally sensitive areas.

**Educational Tour:** A tour designed around an educational activity, such as studying art.

**Effective Reach:** The number of individuals (or homes) reached by the media schedule at a given level of frequency.

**Environmental Scanning:** The process of monitoring important forces in the business environment for trends and changes that may impact a company.



**Equestrian Center** A facility, marketing itself as an "equestrian center", dedicated to the public education and recreational enjoyment of horses through a variety of features such as riding lessons, training facilities and clinics.

**Escorted Group Tour:** A group tour that features a tour director who travels with the group throughout the trip to provide sightseeing commentary and coordinate all group movement and activities.

**European Plan:** A hotel rate that includes bed/room only. Any meals are extra.

**Executive Coach:** A luxury motorcoach with seating for 25 or fewer, which can include such amenities as television, galley, wet bar, or card tables.

**Exploratory Research:** A form of marketing research that's used to obtain preliminary information and clues. It is most often used when the marketing problem is ambiguous.

**Extension:** A fully arranged sub-tour offered optionally at extra cost to buyers of a tour or cruise. Extensions may occur before, during, or after the basic travel program.

**Facebook:** A social utility that connects people with friends and others who work, study and live around them. Facebook is the largest social network in the world.

**Facility Tour Location:** A facility such as a factory, institution or a plant which conducts tours at least four times daily on a regularly scheduled year-round basis.

**Fact Sheet:** Vital component in a press kit. A fact sheet is a one- or two-page summary of all the important facts about a destination or attraction, and should include the name(s) of key media contacts at a company.

**Fairgrounds:** A commercially-operated tract of land where fairs or exhibitions are held, and which has permanent buildings included but not limited to livestock exhibition pens, exhibition halls, bandstands, etc.

**FAM (Familiarization) Tour:** A complimentary or reduced-rate travel program for travel agents, airline or rail employees or other travel buyers, designed to acquaint participants with specific destinations or suppliers and to stimulate the sale of travel. FAM tours, are sometimes offered to journalists as research trips for the purpose of cultivating media coverage of specific travel products.

**Farmers' Markets:** Shall be operated under contractual arrangements with the Department of Agriculture and Consumer Services by local government, local cooperatives, or private individuals.

**Firefox:** An open-source web browser. It has emerged as one of the most popular web browsers on the Internet and allows users to customize their browser through the use of third-party extensions.

**Fixed Costs:** Costs that don't change with sales or production levels.

**Flash Mob:** A large group of people who assemble suddenly in a public place, perform an unusual and pointless act for a brief time, then quickly disperse. The term *flash mob* is generally applied only to gatherings organized via telecommunications, social media, or viral emails.

**Flickr:** A social network based around online picture sharing. The service allows users to store photos online and then share them with others through profiles, groups, sets and other methods.

**Flighting:** In broadcast, scheduling a heavy advertising effort for a period of time followed by a hiatus, then coming back with another schedule at the same, higher, or lower level.

**Fly/Drive Tour:** An F.I.T. package that always includes air travel and a rental car and sometimes other travel components.

**Folio:** An itemized record of a guest's charges and credits, which is maintained in the front office until departure. Also referred to as a guest bill or guest statement.

**Forums:** Also known as a message board, a forum is an online discussion site.

**Foursquare:** A social network in which friends share their locations and connect with others in close physical proximity to each other. The service uses a system of digital badges to reward players who "checkin" to different types of locations.

**Frequency:** Number of times individuals (or homes) are exposed to an advertising message.

**Frequency Discount:** Rate discount allowed an advertiser who purchases a specific schedule within a specific period of time.

**Foreign Independent Travel or Foreign Individual Travel (FIT):** An international pre-paid unescorted tour that includes several travel elements such as accommodations, rental cars and sightseeing. An FIT operator specializes in preparing FITs documents at the request of retail travel agents. FITs usually receive travel vouchers to present to on-site services as verification of pre-payment.

**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.

**Galleries** A permanent building or hall in which artistic works, such as paintings, poetry, or statues, are displayed for show.

**Gateway:** City, airport, or area from which a flight or tour departs.

**Gateway City:** City with an international airport.

**Golf Course:** An establishment offering rounds of golf on an area of land laid out for exclusively for golf, with a series of nine (9) or eighteen (18) holes, each including tee, fairway, and putting greens.

**Google Buzz:** A social networking and messaging tool from Google, designed to integrate into the company's web-based email program, Gmail. Users can share links, photos, videos, status messages and comments organized in "conversations" and visible in the user's inbox.

**Google Chrome:** A free web browser produced by Google that fully integrates into its online search system as well as other applications.

**Google Documents:** A group of web-based office applications that includes tools for word processing, presentations and spreadsheet analysis. All documents are stored and edited online and allow multiple people to collaborate on a document in real-time.

**Gowalla:** A social network in which friends share their locations and connect with others in close physical proximity to each other.

**GPS:** Short for Global Positioning System, a global navigation satellite system. GPS-enabled devices — most commonly mobile handhelds or a car's navigation system — enable precise pinpointing of the location of people, buildings and objects.

**Gross Rating Points (GRP):** Sum of ratings delivered by a given list of media vehicles.

**Group Leader:** An individual who has been given the responsibility of coordinating tour and travel arrangements for a group. The group leader may act as a liaison to a tour operator or may develop a tour independently (and sometimes serve as the tour director).

**Group Rate:** A special discounted rate charged by suppliers to groups.

**Group Tour:** A travel package for an assembly of travelers that has a common itinerary, travel date, and transportation. Group tours are usually prearranged, prepaid, and include transportation, lodging, dining, and attraction admissions.

**Guaranteed Tour:** A tour guaranteed to operate unless canceled before an established cutoff date (usually 60 days prior to departure).

**Guide Service:** A person or company qualified to conduct tours of specific localities or attractions.

**Guided Tour:** A local sightseeing trip conducted by a guide.

**Hashtag:** A tag used on the social network Twitter as a way to annotate a message. A hashtag is a word or phrase preceded by a "#". Example: #yourhashtag. Hashtags are commonly used to show that a tweet, a Twitter message, is related to an event or conference.

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

**Hosted Group Tour:** A group tour that features a representative (the host) of the tour operator, destination, or other tour provider, who interacts with the group only for a few hours a day to provide information and arrange for transportation. The host usually does not accompany the group as it travels.

**Hotel Package:** A package offered by a hotel, sometimes consisting of no more than a room and breakfast; sometimes, especially at resort hotels, consisting of (ground) transportation, room, meals, sports facilities and other components.

**HTML:** HyperText Markup Language is a programming language for web pages. Think of HTML as the brick-and-mortar of pages on the web -- it provides content and structure while CSS supplies style. HTML has changed over the years and it is on the cusp of its next version: HTML5.

**Hub-and-Spoke Itinerary:** A travel routing design that uses a central destination as the departure and return point for day trips to outlying destinations and attractions.

**IITA:** International Inbound Travel Association

**Inbound Operator:** A receptive operator that usually serves groups arriving from another country.

**Inbound Tour:** A tour for groups of travelers whose trip originates in another location, usually another country.

**Incentive Tour:** A trip offered as a prize, particularly to stimulate the productivity of employees or sales agents.

**Incidentals:** Charges incurred by the participants of a tour, but which are not included in the tour price.

**Independent Tour:** A travel package in which a tour operator is involved only with the planning, marketing, and selling of the package, but is not involved with the passengers while the tour is in progress. See also frequent independent travel (F.I.T.).

**Instant Messaging:** (IM) is a form of real-time direct text-based communication between two or more people.

**Intermodal Tour:** A tour that uses several forms of transportation, such as a plane, motorcoach, cruise ship, and train.

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

**International Traveler:** Any person who travels to a country other than that in which he/she has his/her usual residence but outside his/her usual environment for a period not exceeding 12 months and whose main purpose is other than an activity remunerated from within the place visited.

**Interpretation:** Print materials, signage, narration, guided tours, and anything that “interprets” the site for the visitor. Interpretation helps the customer “interpret” the experience and explains why a particular product is valuable. Interpretation adds value and meaning to the experience.

**Involvement device:** An element of direct mail that gets the reader involved in the process of evaluating and/or responding to the solicitation.

**IPW:** International Pow Wow Tradeshow

**ITB:** Spring trade show in Berlin

**Itinerary:** Travel schedule provided by a travel agent for his/her customer. A proposed or preliminary itinerary may be rather vague or specific. A final itinerary, however provides all details - flight numbers, departure times, and reservation confirmation numbers - and describes planned activities.

**Journalist/Media/Writer/Broadcaster/Blogger/Photographer:** Typical segments of those who are authoring or creating in the worlds of print, broadcast and online publishing.

**Judgment Sample:** A sample based on the researcher's choice of subjects for a study.

**KDOT:** Refers to the Kansas Department of Transportation.

**Leg:** Portion of a journey between two scheduled stops.

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

**Letter of Agreement:** A letter from the buyer to the supplier accepting the terms of the proposal. This may also be the supplier's first proposal that has been initialed by the buyer.

**LinkedIn:** A business-oriented social networking site. Founded in December 2002 and launched in May 2003, it is mainly used for professional networking.

**List Broker:** A seller of mail lists for direct marketing.

**Load Factor:** The number of passengers traveling on a vehicle, vessel, or aircraft compared to the number of available seats or cabins.

**Locater Map:** A map of an area or a city, showing locations of attractions and hotels.

**Lodging:** Any establishment that provides shelter and overnight accommodations to travelers.

**Logistics:** Management of the details of an operation.

**Macroenvironment:** The broad forces in society and the business world that impact most companies.

**Management Company:** A firm that owns several lodging properties.

**Manifest:** Final official listing of all passengers and/or cargo aboard a transportation vehicle or vessel.

**Market Demand:** The amount of a specific product or service that may be purchased during a certain period of time in a particular geographic area.

**Market Forecast:** The realistic demand within a given time period for the products produced by all companies within a certain industry or product category.

**Market Segmentation:** The process of dividing a broad market into smaller, specific markets based on customer characteristics, buying power, and other variables.

**Market Share:** The measure of company sales versus total sales for a specific product category or industry.

**Market:** All existing and potential customers for a product or service.

**Marketing Mix:** The 4 Ps of marketing: product, price, promotion, and place (distribution).

**Marketing Plan:** A written report that details marketing objectives for a product or service, and recommends strategies for achieving these objectives.

**Marketing Research:** The function that links the consumer, customer, and public to the marketer through the systematic gathering and analyzing of information.

**Markup pricing:** Pricing a product by adding a standard markup to costs. Also called cost-plus pricing.

**Markup:** A percentage added to the cost of a product to achieve a selling price.

**Master Account:** The guest account for a particular group or function that will be paid by the sponsoring organization.

**Media:** Communications channel such as broadcast (radio, TV), print (newspapers, magazines, direct mail), outdoor (billboards), and multimedia (Internet).

**Media/Press Kit:** Collection of press releases, fact sheets, backgrounders, photographs and other materials that offer all the information and visual materials a reporter will need to create a 100% accurate story about your destination or attraction.

**Media Deskside Visits:** Appointments set to meet face-to-face with journalists to share story ideas and information. Meetings are typically held at the desk or workplace of the journalist. Also encourages development of professional relationships with journalists.

**Media List(s):** Database that includes the name, address, telephone and fax numbers, and e-mail addresses of the reporters that are important to your destination or attraction. You may have several media list, including local contacts who will be interested in covering breaking news, and regional or national contacts, who may be more likely to write feature stories that draw visitors from outside your immediate area.

**Mediamark Research (MRI):** Annual survey of 30,000 consumers covering buying habits, demographic information, lifestyle characteristics, and media usage habits. The information is national in scope, but can be broken out by region if desired.

**Meet-and-Greet Service:** A prepurchased service for meeting and greeting clients upon arrival in a city, usually at the airport, pier, or rail station, and assisting clients with entrance formalities, collecting baggage, and obtaining transportation.

**Meeting/Conference Tour:** A tour designed around a specific meeting or conference for the participants.

**Metro Area (MSA):** Geographical area consisting of a central city of 50,000 population or more, plus the economically and socially integrated surrounding areas, as established by the Federal Government; usually limited by county boundaries.

**Microenvironment:** Those forces close to a company that impact operations and marketing programs.

**Mission Statement:** The concise description of what an organization is, its purpose, and what it intends to accomplish.

**MOD:** Manager on Duty

**Motorcoach Tour:** A tour that features the motorcoach as the form of transportation to and from destinations.

**Motorcoach tour operators:** Tour operators that own their own motorcoaches.

**Motorcoach:** A large, comfortable bus that can transport travelers and their luggage long distances.

**MSI - Market Share Indicator:** This is the total number of arrivals from a specific country to the United States divided by the total number of long-haul travelers from that country, shown as a percent.

**Multi-Day Tour:** A travel package of two or more days. Most multi-day tours are escorted, all-inclusive packages.

**Murder-Mystery Tour:** A tour that features a staged "murder" and involves travelers in solving the crime.

**MUTCD:** Refers to the Manual on Uniform Traffic Control Devices.

**Municipal Parks:** Parks that are open to the public and maintained by the local government.

**Museum:** An organization and permanent nonprofit institution, essentially educational or aesthetic in purpose, with professional staff, which owns and utilizes tangible objects, cares for them and exhibits them to the public on some regular schedule.

**Mystery Tour:** A journey to unpublicized destinations in which tour takers aren't told where they will be going until en route or upon arrival.

**NTA:** National Travel Association

**National Parks:** Parks that are maintained by the United States Park Service.

**Natural Attraction:** A naturally occurring anomaly, such as a cavern or rock structure, among others, that is maintained and marketed as a natural attraction.

**National Tourism Organization (NTO):** A federal-government-level DMO that promotes country as a travel destination.

**Net Wholesale Rate:** A rate usually slightly lower than the wholesale rate, applicable to groups of individuals when a hotel is specifically mentioned in a tour brochure. The rate is marked up by wholesale sellers of tours to cover distribution and promotion costs.

**Network Broadcast Media:** Any group of stations joined to broadcast the same programs--usually simultaneously.

**News Advisory:** One-page invitation that is sent to the news media in advance of a news conference or photo opportunity, providing them with compelling reason to cover a news event at your destination or attraction.

**News or Press Conference:** Brief meeting that enables you to share important news about your destination or attraction with a large group of reporters.

**News or Press Release:** Article or story written in the inverted pyramid news style that provides reporters with all of the information they will need to write an accurate story about breaking news at your destination or attraction.

**News Reader:** Allows users to aggregate articles from multiple websites into one place using RSS feeds. The purpose of these aggregators is to allow for a faster and more efficient consumption of information.

**Niche Market:** A highly specialized segment of the travel market, such as an affinity group with a unique special interest.

**No Show:** A guest with confirmed reservations who does not arrive and whose reservation was not canceled.

**Nursery/Greenhouse:** An establishment that grows, or offers for sale, plants, trees, or associated items.

**Objective and Task Method:** A process for creating a promotion budget that sets objectives first, then defines the tasks needed to achieve those objectives, and then commits funds necessary to perform the tasks.

**Occupancy:** The percentage of available rooms occupied for a given period. It is computed by dividing the number of rooms occupied for a period by the number of rooms available for the same period.

**Off Peak:** Slow booking periods for suppliers. Also called the low season.

**On-site Guide:** A tour guide who conducts tours at a specific building, attraction, or site.

**Open-Jaw Itinerary:** A travel routing design that departs from one location and returns to another. For example, travelers may fly into one city and depart from another one. Or a traveler may purchase round-trip transportation from the point of origin to one destination, at which another form of transportation is used to reach a second destination, where the traveler resumes the initial form of transportation to return to the point of origin.

**Operations:** Performing the practical work of operating a tour or travel program.

**Optionals:** Optional tour features that are not included in the base tour price, such as sightseeing excursions or special activities.

**Outbound Operator:** A company that takes groups from a given city or country to another city or country.

**Outbound Tour:** A tour that takes travelers out of the area, usually from a domestic city to another country.

**Outdoor Attraction:** An area of outstanding interest to the general public, i.e., state or national parks, lakes, rivers.

**Overbook:** Accepting reservations for more space than is available.

**Overhead:** Those fixed costs involved in regular operations, such as rent, insurance, management salaries, and utilities.

**Override:** A commission over and above the normal base commission percentage.

**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.

**Patronage Program:** A program that rewards the customer for loyalty and repeat purchase, such as frequent-flyer programs.

**Pavilions** An ornamental roofed facility used for sporting events or other amusements.

**Peak season:** A destination's high season when demand is strong. Also called the high season.

**Per-Capita Costs:** Per-person costs.

**Perceived Value:** The ratio of perceived benefits to perceived price.

**Permalink:** An address or URL of a particular post within a blog or website.

**Photo Op (opportunity):** Event or activity that lends itself to an interesting photo for publication or broadcasting. Ribbon-cuttings or flag-raising are traditional examples of photo ops.

**Pitch Letter:** Letter proposing a story idea that is sent to a reporter or editor. Usually a pitch letter is sent to the reporter with a press kit and requires persistent follow-up.

**Podcast:** A series of digital media files, either audio or video, that are released episodically and often downloaded through an RSS feed.

**Port of Entry:** Destination providing customs and immigration services.

**Porter:** A person who handles luggage at an airport, train station, etc.; also called skycap or baggage handler.

**Positioning Strategy:** The development of a clear, unique, and attractive image for a company and/or product in the minds of target customers.

**Pre-Deduct Commission:** When a distributor such as a travel agent takes up front the commission on a sale and sends the supplier the balance of the sales price.

**Preferred Supplier:** The selection of specific supplier(s) for priority promotion to customers and/or integration in travel packages in exchange for reduced rates and/or higher commission.

**Preformed Group:** A pre-existing collection of travelers, such as affinity groups and travel clubs, whose members share a common interest or organizational affiliation.

**Pre- and Post-Trip Tour:** An optional extension or side trip package before and/or after a meeting, gathering, or convention.

**Press/Publicity/Media Release:** Newsworthy content 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.

**Primary Research:** The collection of data specifically to solve the marketing problem at hand.



**Product:** Tours, hotel packages, etc. offered by tour operators & travel agents

**Profit Margin:** A dollar value that represents the markup of a product's price over its costs.

**Promotion Mix:** Promotion tools including advertising, direct marketing, sales promotion, and public relations.

**Promotional Group Tour:** A travel package composed of tour elements that match the specific needs and wants of niche customers who aren't part of an organized or preformed group.

**Promotional Partnership:** The combination of two or more companies to offer special incentives to customers.

**Property:** A specific lodging structure, such as a hotel, and the ground on which it is built.

**Protection Overbooking:** The practice of blocking space that will likely be in excess of what will actually be needed.

**Psychographics:** Measures of a person's lifestyle.

**Public Relations (PR):** A management function that determines the attitudes and opinions of an organization's publics, identifies its policies with the interests of its publics, and formulates and executes a program of action to earn public understanding and goodwill.

**Pull Strategy:** A marketing approach that creates demand at the customer level by generating awareness, interest, and desire so customers pull a product through a distribution channel by demanding it.

**Push Strategy:** A marketing approach that creates demand at the distributor level by providing resellers with an incentive to push (sell) a product to end consumers.

**Query:** The process of sorting and retrieving information from a database.

**Quota sample:** A research sample that involves forming groups based on certain characteristics. A random sample can then be selected from the quota segments.

**Rack Rate:** The official cost posted by a hotel, attraction or rental car, but not used by tour operators.

**Rating:** Percentage of individuals (or homes) exposed to a particular TV or radio program.

**Reach:** The measure of how many people in a market will be exposed to a certain advertisement via a specific medium.

**Reasonable Number:** A forecast of the break-even point for a tour.

**Receptive Operator:** A company that provides some or all of the components of a tour or charter, including step-on guides and sightseeing. Many specialize in services for incoming visitors, such as meeting them at the airport or train station and transporting them to their hotel.

**Reddit:** A social news site that is built upon a community of users who share and comment on stories.

**Regional Parks:** A park that is open to the public and maintained by a local or state government or private entity that serves a general geographic region.

**Regional Tourism Partner:** Any entity engaged in the business of tourism development and/or marketing located in the applicants geographic and/or market region (CVBs, Chambers, Attractions, Lodging, Restaurants, Tourism Organizations, etc.).

**Relationship Marketing:** The process of building and nurturing ongoing, solid relationship with customers.

**Research Constraints:** Those issues, such as cost and timing that will limit the scope of marketing research.

**Reservation Fee:** A customer payment for a certain percentage of the travel package price that's made immediately after booking.

**Retail Agency:** Travel Company selling directly to the public, sometimes a subdivision of a wholesale and/or retail travel organization.

**Retail Price:** The actual price a customer pays for a travel element or tour.

**Retailer:** A middleman, such as a travel agent, who sells directly to the customer.

**Room Rates:** The various rates used by lodging properties to price rooms. These include: *day rate* (usually one half the regular rate for a room used by a guest during the day up to 5 p.m.-sometimes called a use rate), *flat rate* (a specific room rate for a group agreed upon by the hotel and group in advance), *group rate* (same as flat rate), *net group rate* (a wholesale rate for group business to which an operator may add a markup if desired), *net wholesale rate* (a rate usually lower than the group rate and applicable to groups or individuals when a hotel is specifically mentioned in a tour folder), and *published rate* ( a full rate available to or advertised to the public-also called the rack rate.)

**Rooming List:** A printout of the names of all tour participants that also lists special lodging requests and provides a spot for the hotel or cruise ship to fill in the passenger's room number.

**RSS:** Short for Really Simple Syndication. This allows you to subscribe to content on blogs and other social media and have it delivered to you through a feed.

**Run-of-the-House Rate:** A flat rate for which a lodging property agrees to offer any of its available rooms to a group. Final assignment of the rooms is at the discretion of lodging management.

**Sales Margin:** A term used by resellers to describe profit as a percentage of sales revenue.

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

**Sample:** The portion of a population chosen to represent the population being studied for research.

**Scheduled Flights:** Air flights that are publicly scheduled and promoted by major airlines.

**Scheduled Service:** Specified, predetermined regular-route service between cities or terminals.

**Scheduled Tour:** Planned or prearranged trip offered for sale by a motorcoach or tour company at a fixed price to leisure travelers, etc. Price usually includes lodging, meals, sightseeing, and transportation. Also called public tour or retail tour.

**School Bus:** Primary vehicle for transporting students between home and school.

**Science/Nature Attraction** An area of outstanding interest to the general public, i.e., children's museums, zoos, botanical gardens, grasslands, wildlife refuges.

**Scenic Site:** A natural or man-made picturesque view of outstanding interest to the general public.

**Search Engine Optimization:** The process of improving the volume or quality of traffic to a website from search engines via unpaid or organic search traffic.

**Sentiment:** Referred to as the attitude of user comments related to a brand online. Some social media monitoring tools measure sentiment.

**Secondary Information:** Research data that was collected by another company or person and usually for a purpose that's different than the research objectives and tasks at hand.

**Shells:** Preprinted brochures with photos, illustrations, and graphics but no text; also called slicks.

**Shoulder Season:** Those periods between the peak and off-season when destination demand is moderate.

**SHS:** Refers to the State Highway System.

**Sightseeing Companies:** Organizations that provide local guided tours

**Sightseeing Guide:** A tour guide who does double duty by driving a vehicle while narrating.

**Sightseeing Tour:** Service offered by motorcoach or tour companies to view points of interest within a specified area usually within a few hours.

**Simple Random Sample:** A sample that draws a group of respondents randomly from all members of the population.

**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.

**Social Media:** Media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.

**Social Media Monitoring:** A process of monitoring and responding to mentions related to a business that occur in social media.

**Special Event Tour:** A travel package that features major happenings, such as concerts or sporting events, as the reason for the journey.

**Special Operations:** Private motorcoaches used to enhance public transportation systems, for example, commuter and/or airport service. Special operations also include published, regular-route service to special events, such as the Olympics, casinos, and sporting events.

**Split Itinerary:** An itinerary in which part of the group does one thing while the other part does something else.

**Sports/Entertainment Attraction** A recreational and entertainment complex that supplies refreshments and multiple activities of entertainment and recreation, i.e., sports, speedways, amusement parks, casinos, rodeos, dog tracks.

**Spot TV or Radio:** Buying refers to the purchase of commercial time on a market-by-market, non-network basis on either network affiliated stations.

**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.

**Stadiums:** An enclosed area used for the presentation of sporting events, among other things.

**Standard Advertising Unit (SAU):** System adopted by much of the newspaper industry that sets standard measurements for the dimensions of a newspaper page. A standard newspaper had 6 columns at a set width and is 21 inches deep.

**State Parks:** A park that is open to the public and maintained primarily by a state government agency.

**Step-On Guide:** A tour guide who boards a motorcoach to give detailed, expert commentary about the city or area being visited.

**Strategic Plan:** A report that describes a company's mission statement, goals, objectives and strategic actions.

**StumbleUpon:** Free web-browser extension which acts as an intelligent browsing tool for discovering and sharing web sites.

**Subcontractor:** A local operator who provides services for a wholesaler.

**Supplemental Guide Sign:** Official brown guide signs approaching interchanges on freeways and expressways, and intersections on expressways and two-lane conventional highways.

**Supplier:** The actual producer of a unit of travel merchandise, such as a carrier, hotel or sightseeing operator.

**SWOT Analysis:** A summary of a company's strengths and weaknesses, and the environmental opportunities and threats that will most influence it.

**Syndication:** Method of placing a program on a market-by-market basis.

**Target Market:** The group of customers who will be the focus of a company's marketing efforts.

**Tariff:** (1) Fare or rate from a supplier; (2) Class or type of a fare or rate; (3) Published list of fares or rates from a supplier; (4) Official publication compiling rates or fares and conditions of service.

**Telemarketing:** Direct marketing via the telephone.

**Terminal:** A building where clients report for trips via train, plane, etc.; also called a depot or a station.

**Theme Parks** A commercially operated enterprise offering rides, games, or other forms of entertainment.

**Theme Tour:** A tour that's designed around a concept of specific interest to the tour takers, such as history or sports.

**Tickler System:** A method for monitoring reservations and payments that's arranged by date and points out late payments so customers can be contacted.

**Tiered Pricing:** When suppliers offer different prices to receptive operators, tour operators, and group leaders, so each party can earn a profit by marking up the supplier's price while still offering a fair price to customers.

**Tiered Override Plan:** When commissions rise proportionately with a corresponding increase in sales.

**TODS:** Refers to Tourist Oriented Directional Signs. Official signing which is located within the right-of-way of a state or federal highway, and which gives specific directional information regarding activities or sites of significant interest to the traveling public.

**Total Outbound:** Figures are derived by Tourism Economics using arrivals to the world from 180 origin countries worldwide. This number may exceed the count of total departures reported by specific countries, as each departure may generate more than one world arrival.

**Total Survey Area:** In radio, the area in which radio signals from an originating market can be received.

**Tour:** Any prearranged (but not necessarily pre-paid) journey to one or more places and back to the point of origin.

**Tour Catalog:** A publication by tour wholesalers listing their tour offerings. Catalogs are distributed to retail agents who make them available to their customers. Bookings by retail agents are commissionable.

**Tour Departure:** The date of the start by any individual or group of a tour program or, by extension, the entire operation of that single tour.

**Tour Director:** Also called tour manager, tour conductor, and tour escort. A person, usually employed by a tour operator, who accompanies a tour from departure to return as guide or trouble-shooter; or a person who performs such functions only at the destination.

**Tour Guide:** A person qualified (and often certified) to conduct tours of specific locations or attractions. See also step-on guide, city guide, on-site guide, and docent.

**Tour Manual:** A compendium of facts about a destination, tour procedures, forms, and other information that a tour operator gives to its tour directors.

**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 Planner:** A person who researches destinations and suppliers, negotiates contracts, and creates itineraries for travel packages.

**Tour Order:** A voucher given to the purchaser of a tour package that identifies the tour, the seller, and the fact that the tour is prepaid. The purchaser then uses this form as proof of payment and receives vouchers for meals, portage, transfers, entrance fees, and other expenses.

**Tour Series:** Multiple departures to the same destination throughout the year.

**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:** The business of providing and marketing services and facilities for pleasure travelers. Thus, the concept of tourism is of direct concern to governments, carriers, and the lodging, restaurant and entertainment industries and of indirect concern to virtually every industry and business in the world.

**Tourism Attraction Signage:** Official signing that is located within the right-of-way of a state or federal highway that gives specific directional information regarding activities or sites of significant interest to the traveling public.

**Tourism Industries, US Department of Commerce:** The federal agency responsible for tracking and analyzing international visitation to the United States.

**Tourist/Visitor/Traveler:** Any person who travels either for leisure or business purposes more than 50 miles in a day or who stays overnight away from his/her primary domicile.

**Tracking study:** A survey of customers before and after implementing a promotion campaign to assess changes in consumer behavior.

**Trade/Travel Show:** Forum to sell destinations to travel professionals or to the general public. Usually exhibitors have a booth and hand out literature on their business/destination.

**Transfer:** Local transportation and portage from one carrier terminal to another, from a terminal to a hotel, or from a hotel to an attraction.

**Transient Guest Tax:** City or county tax added to the price of a hotel room. Also known as Bed Tax.

**Transit Visa:** A visa allowing the holder to stop over in a country or make a travel connection or a brief visit.

**Transportation:** Any method of moving travelers from one point in a journey to another, such as air, ship, rail, and motorcoach travel.

**Travel Agency:** Provides retail travel agency services to the public and has IATA number.

**Travel Agent:** The individual who sells travel services, issues tickets and provides other travel services to the traveler at the retail level.

**Travel Component:** Transportation, lodging, dining, attractions, entertainment, guide services, and other travel elements offered as part of a travel package.

**Travel Industry Association of Kansas (TIAK):** A specific not-for-profit association dedicated to the promotion and development of tourism in Kansas.

**Travel Information Centers (TIC):** 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.

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

**Trip Director:** An escort for an incentive company. Larger companies reserve this title for the person who directs all personnel and activities for a particular incentive trip.

**Turnaway:** A potential reservation that couldn't be satisfied because the tour (or hotel, ship, etc.) was fully booked.

**TV Market:** Unduplicated television area to which a county is assigned on the basis of highest share of viewing.

**Twitter:** A platform that allows users to share 140-character-long messages publicly. User can "follow" each other as a way of subscribing to each others' messages. Additionally, users can use the @username command to direct a message towards another Twitter user.

**Upgrade:** To move to a better accommodation or class of service.

**URL:** Most popularly known as the "address" of a web page on the World Wide Web, e.g. <http://www.example.com>

**U.S. Arrivals:** The number of non-U.S. residents traveling from a specific country to the United States, as counted by the U.S. Immigration and Naturalization Service and reported by the Office of Travel and Tourism Industries/International Trade Administration.

**U.S. Travel Association:** The non-profit umbrella trade organization of companies and government agencies representing all segments of the travel industry formed to promote travel to and within the US.

**Value:** The relationship between the benefits associated with a product or service and the costs of obtaining the product or service. See also perceived value.

**Value-Added Tax (VAT):** A type of tax system, which adds a fixed percentage of taxation on products and services at each step of production or service delivery.

**Value-Based Pricing:** Pricing a product based on buyer perceptions of value rather than actual product costs.

**Variable Costs:** Costs that change with sales or production levels.

**Variance Report:** A summary of how much a company has gone above or below budget.

**VFR:** Visiting Friends and Relatives

**Video Blog:** A blog that produces regular video content often around the same theme on a daily or weekly basis.

**Vimeo:** A popular video sharing service in which users can upload videos to be hosted online and shared and watched by others. Vimeo user videos are often more artistic and the service does not allow commercial video content.

**Viral Marketing:** Marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives through self-replicating viral processes.

**Visa:** Stamp of approval recorded in a traveler's passport to enter a country for a specific purpose.

**Visit USA Committee:** Non-profit organizations in various European countries, including Germany and the UK, funded by its members (US DMOs) through a yearly membership fee. The Visit USA Committees provide support to the trade and consumers in their respective countries through various marketing initiatives (e.g. consumer trade shows, fulfillment, travel agency workshops, familiarization trips etc.)

**Volume Purchase:** The purchase of large quantities of a product or service.

**Voucher:** Documents that are exchanged for goods and service to substantiate payment that will be or already has been made.

**Waitlist:** A list of clients awaiting transportation or accommodations at times when they are not available.

**Wants:** Ways in which a person satisfies a basic need.

**Water Oriented Business** Shall include canoe liveries, raft liveries, marinas, water parks, wave pools and other similar businesses providing access to or facilities for waterborne recreational activities.

**Web Analytics:** The measurement, collection, analysis and reporting of Internet data for purposes of understanding and optimizing web usage.

**Webinar:** Used to conduct live meetings, training, or presentations via the Internet.

**Wholesale:** Sale of travel products through an intermediary in exchange for a commission or fee generally at reduced tariffs.

**Wholesaler:** A company that usually creates and markets inclusive tours and FITS for sale through travel agents. Usually sells nothing at retail, but also does not always create his/her own product; also less likely to perform local services.

**Widget:** An element of a graphical user interface that displays an information arrangement changeable by the user, such as a window or text box.

**Wiki:** A website that allows the easy creation and editing of any number of interlinked web pages via a web browser, allowing for collaboration between users.

**Wikipedia:** A free, web-based, collaborative, multilingual encyclopedia project supported by the non-profit Wikimedia Foundation. Its 15 million articles (over 3.3 million in English) have been written collaboratively by volunteers around the world, and almost all of its articles can be edited by anyone with access to the site.

**Word-of-Mouth Promotion:** Personal communication about a product or service from one customer to another.

**WordPress:** A content management system and contains blog publishing tools that allow users to host and publish blogs.

**WTM:** World Travel Market Trade Show

**Yield Management:** Calculating and analyzing the profits earned per customer.

**YouTube:** A video-sharing website on which users can upload, share, and view videos.

**Zoological/Botanical Facility:** A collection of unique living animals or plants kept for exhibit to the public. Zoos shall be members of or accredited by the American Zoo and Aquarium Association or other similar organizations.