

# TOURISM TERMS MADE SIMPLE

Tourism Terms Made Simple is brought to you by the Scottsdale Convention & Visitors Bureau, which is committed to maintaining a strong tourism industry in Scottsdale. This guide is a resource of commonly used terminology in the meetings and convention, and travel and tourism industries.

# Abbreviations Commonly Used

*see individual entries under complete name*

<b>AAA</b>	American Automobile Association	<b>FAM</b>	familiarization tour
<b>ABA</b>	American Bus Association	<b>FICP</b>	Financial & Insurance Conference Planners
<b>ABTA</b>	Association of British Travel Agents	<b>FIT</b>	foreign independent travel
<b>ADA</b>	Americans with Disabilities Act	<b>HSMIAI</b>	Hospitality Sales & Marketing Association International
<b>AH&amp;LA</b>	American Hotel & Lodging Association	<b>ITME</b>	Incentive Travel & Meeting Executives
<b>ARC</b>	Airlines Reporting Corporation	<b>ITB</b>	Internationale Tourismusbörse (German)
<b>ASAE</b>	American Society of Association Executives	<b>MPI</b>	Meeting Professionals International
<b>ASTA</b>	American Society of Travel Agents	<b>NTA</b>	National Tour Association
<b>ATA</b>	Air Transport Association	<b>PCMA</b>	Professional Convention Management Association
<b>A/V</b>	audio/visual	<b>RCMA</b>	Religious Conference Management Association
<b>B&amp;B</b>	bed & breakfast	<b>RevPAR</b>	revenue per available room
<b>BEO</b>	banquet event order	<b>RFP</b>	request for proposal
<b>BTA</b>	British Tourist Authority	<b>ROI</b>	return on investment
<b>CAE</b>	Certified Association Executive	<b>SATW</b>	Society of American Travel Writers
<b>CIC</b>	Convention Industry Council	<b>SGMP</b>	Society of Government Meeting Professionals
<b>CMP</b>	Certified Meeting Professional	<b>SITE</b>	Society of Incentive & Travel Executives
<b>CSM</b>	Convention Service Manager	<b>SMERF</b>	social, military, educational, religious, fraternal
<b>CSP</b>	Certified Speaking Professional	<b>TIA</b>	Travel Industry Association of America
<b>CTC</b>	Certified Travel Counselor	<b>UCCCF</b>	Universal Credit Card Charge Form
<b>CTP</b>	Certified Tour Professional	<b>URL</b>	uniform resource locator
<b>CVB</b>	Convention & Visitors Bureau	<b>USTOA</b>	United States Tour Operators Association
<b>DMAI</b>	Destination Marketing Association International	<b>WTM</b>	World Travel Market
<b>DMC</b>	destination management company	<b>WTO</b>	World Tourism Organization
<b>DMO</b>	destination marketing organization		
<b>EIBTM</b>	European Incentive & Business Travel & Meeting Exhibition		
<b>FAA</b>	Federal Aviation Administration		

## Aa

**à la carte** French term meaning “from the menu.” Each item is individually priced.

**acceptance** Agreement to purchase products or services under specified terms.

**accident report** An accident report is a log obtained from police to scope a venue location and assess the risk feasibility.

**accommodation** Any seat, room or service provided and/or sold to a guest or passenger.

**accompanying person** Guest or spouse of an attendee.

**accreditation** To provide with credentials. Also an approval given by various trade associations to a travel agency allowing the sale of tickets and other accommodations.

**act of God** A weather-related or seismic event over which a travel provider has no control and, hence, no legal responsibility.

**actual cash value** Replacement cost of lost or damaged property less depreciation.

**ad hoc tour** A tour designed around a specific theme. Most such tours provide an expert tour leader and visit places and/or events of special interest to the participants.

**advisory board** A group that offers advice or counsel to management on strategic options such as conference content.

**Air Transport Association (ATA)** The trade association of American and Canadian scheduled airlines, including international, major, national, intra-Hawaiian, intra-Alaskan, helicopters and cargo carriers. [www.airlines.org](http://www.airlines.org)

**airline fares** Price charged for an airline ticket.

- **Advanced Purchase Excursion Fare (APEX)**  
Heavily discounted excursion fares for international travel, usually with cancellation penalties attached.
- **base fare** The price of an airline ticket without the taxes.
- **bulk fare** A discounted, net price offered only to tour operators who directly purchase a specified block of seats from a carrier. The operator must then sell the seats at a marked-up price.
- **excursion** A discounted airline ticket that has the following restrictions: must be round trip, comply

to minimum and maximum stay, and be purchased in advance.

- **group** Usually round-trip travel in a specified period of time with a minimum number of participants required.
- **open jaw** Fare established where the passenger departs the originating city to a destination, but returns to the originating city from another destination.
- **promotional** Usually round-trip, restricted tickets that have been discounted for a limited amount of time to stimulate sales or introduce a new travel product or service.
- **regular** Unrestricted fare.

**Airlines Reporting Corporation (ARC)** A corporation consisting of airlines, both domestic and international, whose main purpose is to authorize and govern travel agencies. [www.arccorp.com](http://www.arccorp.com)

**air wall** An operable wall panel system used to subdivide exhibit, meeting or ballroom space.

**all-suite hotel** A hotel whose entire inventory of sleeping rooms have separate bedroom, bathroom, living room or parlor areas, and possibly a kitchenette or other special features.

**American Automobile Association (AAA)** A nationwide organization that provides members with services, such as travel agencies, and travel and automobile insurance. [www.aaa.com](http://www.aaa.com)

**American Bus Association (ABA)** A trade organization consisting of member bus lines throughout the country. [www.buses.org](http://www.buses.org)

**American Hotel & Lodging Association (AH&LA)** A federation of lodging industry trade associations covering the United States, Canada, Mexico, and Central and South America. [www.ahma.com](http://www.ahma.com)

**American Society of Association Executives (ASAE)**  
ASAE, considered the advocate for the nonprofit sector, has 25,000 members who manage leading associations, and represents vendors that offer products and services to the association community. [www.asaecenter.org](http://www.asaecenter.org)

**American Society of Travel Agents (ASTA)** The oldest and largest travel agent organization in the world with travel agents being the primary members. Other companies providing travel industry products and services can be associate members. [www.astanet.com](http://www.astanet.com)

**Americans with Disabilities Act (ADA)** Civil rights statute passed in 1990 to meet the needs of disabled people, requiring public buildings to meet minimum standards to make their facilities accessible to individuals with physical disabilities.

**amplifier (amp)** Device enabling sound to be intensified.

**analog** Conveying data electronically in relation to a TV, radio or telephone signal by varying frequency or amplitude.

**association** An organized group of individuals and/or companies who band together to accomplish a common purpose, usually to provide for the needs of its members, and is usually nonprofit.

**Association of British Travel Agents (ABTA)** The principal trade association of United Kingdom travel agents and tour operators. [www.abtanet.com](http://www.abtanet.com)

**attendance** Number of people at a meeting, event, show or exhibit.

**attendees** A combination of delegates, exhibitors, media, speakers and guests/companions who attend an event.

**attraction** A location or activity that offers items of specific interest. An attraction can be a natural or scenic wonder, a man-made theme park, a cultural or historic exhibition, or a wildlife/ecological park.

**attrition** Shortfall of sleeping room block pick-up or food-and-beverage projections from numbers agreed to in a contract. Penalties for attrition may be outlined in a contract's attrition clause.

**audio/visual (A/V)** Equipment used in audio/visual presentations, such as television monitors and video equipment.

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

## Bb

**back of the house** A term used in hotels to refer to areas for staff only.

**back-to-back** Travel program operating on a continuous uninterrupted basis so that one group arrives as another departs.

**banner advertising** An advertisement on a website that allows users to "click through" to the advertiser's website.

**banquet event order (BEO)** A form used to provide details to personnel concerned with a specific food or beverage function or meeting room setups.

**bed and breakfast (B&B)** A facility, often a home, that offers a room and breakfast.

**bed tax** Tax placed on hotel/motel room rentals. Generally all or part of revenues generated are used in financing convention facilities or CVBs. Also called room tax, hotel tax and transient occupancy tax.

**block** Number of rooms reserved for one group.

**blocked space** Sleeping rooms, exhibit, meeting or other space reserved for use by an organization intending to hold a meeting.

**blog** Short for Weblog, a blog is a web page that serves as a publicly accessible personal journal for an individual. Typically, updated daily, blogs often reflect the personality of the author. A person who blogs is called a blogger.

**booth** One or more standard units of exhibit space. In the United States, a standard unit is a 10' x 10' space. However, if an exhibitor purchases multiple units side-by-side or back-to-back, the combined space also is referred to as a booth.

**break-out sessions** Smaller group sessions, panels, workshops or any presentations that are offered concurrently within the meeting and are formed to focus on specific subjects.

**British Tourist Authority (BTA)** The official governmental travel promotion agency of Great Britain. [www.visitbritain.com](http://www.visitbritain.com)

**business attire** Business suits or jackets with shirts and ties for men, and day dresses or suits for women; usually means office wear.

**business casual** A style of dress that is less formal than the standard office attire of suit and tie or dress.

## Cc

**ceiling height** The maximum height of the ceiling of an exhibition hall or meeting room. Dimensions quoted by halls and hotels often do not take into account any light fixtures hanging from the ceiling.

**Certified Association Executive (CAE)** Certification program offered by ASAE designed to elevate professional standards, enhance performance and designate those who demonstrate knowledge essential to the practice of association management.

**Certified Meeting Professional (CMP)** Certification program offered by the CIC certifies competency in meeting management.

**Certified Speaking Professional (CSP)** Accredited designation offered by the National Speakers Association. This is earned from extensive, documented speaking experience and client satisfaction.

**Certified Tour Professional (CTP)** A designation administered by the National Tour Foundation and conferred upon tour professionals who complete prescribed evaluation requirements.

**Certified Travel Counselor (CTC)** A designation conferred upon travel professionals who have completed a travel management program offered by the Institute of Certified Travel Agents.

**chef's table** The opportunity for a meeting professional to sample a menu in advance of the event, usually in the company of the chef.

**coach** The largest cabin in an aircraft; car on a train; the type of standard price paid for a ticket with no upgrades or discounts.

**commercial rate** A special rate given by a hotel or rental car, motor coach, bus or passenger transport company to an organization based on either the volume of business done or the type of accommodation or rental car. Also referred to as a corporate rate.

**commission** The varying amount paid by suppliers to travel agents for the sale of travel products and services.

**commissioned tours** A tour available for sale through retail and wholesale travel agencies, which provides for a payment of an agreed upon sales commission either to the retail or wholesale seller.

**complete meeting package** An all-inclusive plan offered by conference centers; includes lodging, all meals and support services.

**complimentary (comp)** Service, space or item given at no charge.

**complimentary ratio** The number of rooms provided at no cost based on the number of occupied rooms. The industry standard is one complimentary room per 50 rooms occupied per day.

**complimentary registration** Waiver of registration fees.

**concurrent sessions** Multiple sessions scheduled at the same time; programs on different themes or subjects offered simultaneously.

**conference** An event used by any organization to meet and exchange views, convey a message, or open a debate. No tradition, continuity or periodicity is required to convene a conference. Conferences are usually of short duration with specific objectives.

**consolidator** A person or company with the resources to contract bulk airline seats and resell to the public or through travel agencies.

**consortium** A trade association formed by travel agencies, tour operators and hotels to increase the buying power of its collective members. These associations help an independent company compete with a major chain in areas such as override commissions and availability of discounts.

**convention** An event where the primary activity of attendees is to attend educational sessions, participate in meetings and socialize. There is a secondary exhibit component.

**Convention & Visitors Bureau (CVB)** A nonprofit organization supported by bed taxes, government budget allocations, private memberships or a combination of these. A CVB promotes tourism, encourages groups to hold meetings and trade shows in its city, and assists groups before and during meetings.

**Convention Industry Council (CIC)** A federation of national and international organizations representing individuals, firms or properties involved in the meetings, conventions, expositions and travel and tourism industries. [www.conventionindustry.org](http://www.conventionindustry.org)

**Convention Service Manager (CSM)** Facility manager or CVB staff member responsible for the logistics of an event. Also means Catering Sales Manager or Conference Services Manager.

**corporate meeting** Gathering of employees of a commercial organization. Usually, attendance is required, and travel, room and most meal expenses are paid for by the organization.

**corporate planner** Meeting planner who works for a corporation.

**cut-off date** Designated date when the facility will release a block of sleeping rooms to the general public. The date is typically three to four weeks before a convention. Also called reservation review date.

## Dd

**definite booking** Space reservations confirmed in writing.

**departure date** Date when majority of meeting participants check out of a facility.

**destination** A city, area or country that can be marketed to groups or individuals as a place to visit or hold a meeting.

**destination management company (DMC)** Company or professional individual engaged in organizing tours, meetings of all types and their related activities. Also referred to as a ground operator.

**Destination Marketing Association International (DMAI)** The professional association of CVBs in the United States and other countries. Previously known as the International Association of Convention & Visitors Bureau. [www.iacvb.org](http://www.iacvb.org)

**destination marketing organization (DMO)** A non-profit marketing organization for a city, state, province, region or area whose primary purpose is the promotion of the destination.

**dine around** Use of a number of restaurants in a destination with reservations and billing arrangements to one particular client.

**direct flight** A flight that does not require a passenger to change planes, although the flight may have intermediate stops.

**double-occupancy rate** The price per person for a room shared with another. Rate most frequently quoted in tour brochures.

**double-room rate** The full price of a room for two people.

## Ee

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

**emerging market** A group of customers who do not provide as much business as the target markets, but show interest in the destination.

**European Incentive & Business Travel & Meeting**

**Exhibition (EIBTM)** A trade show for European incentive operators.

**executive coach** A luxury motor coach with seating of 25 or less that can include such amenities as TV, galley, wet bar, card tables, etc.

**exhibit** The display materials and product housed in a booth.

**exhibit booth** An individual display set up to show products or convey a message.

## Ff

**familiarization tour (FAM)** A program designed to acquaint participants with specific destinations or services. Offered in groups and on an individual basis.

**Federal Aviation Administration (FAA)** The U.S. Department of Transportation agency that is primarily concerned with the promotion and regulation of civil aviation. [www.faa.gov](http://www.faa.gov)

**feeder service** Air service that provides convenient connections to other air services.

**Financial & Insurance Conference Planners (FICP)** An association whose membership is comprised of meeting, convention and conference planning professionals who work for or under contract to insurance or financial services companies or associations. [www.ficpnet.com](http://www.ficpnet.com)

**Force Majeure Clause** Contract clause that limits liability should an event be prevented due to acts of God, acts of war, civil disturbances, labor strikes or other disruptive circumstances beyond a facility's control. Usually inclement weather does not apply.

**foreign independent travel (FIT)** A custom-designed, pre-paid travel package with many individualized arrangements. An FIT operator specializes in preparing FITs documents at the request of retail travel agents. FITs usually receive travel vouchers to present to onsite services as verification or pre-payment. Also known as foreign individual travel.

## Gg

**general session** A meeting open to all those in attendance at a convention.

**group booking** Reservation for a block of rooms for a single group.

**group tour** A prearranged, prepaid travel program for a group usually including transportation, accommodations, attraction admissions and meals. Also referred to as a package tour.

**guarantee** The minimum number of servings to be paid for by the client, whether they are actually consumed or not. Usually required at least 48 hours in advance.

## Hh

**headquarters hotel** Facility, as the center of operations, where registration, general sessions, and conference staff office are located.

**heads in beds** Term that refers to sleeping room reservations at a hotel.

**Hospitality Sales & Marketing Association International (HSMIAI)** The leading international organization of sales and marketing professionals representing all areas of the hospitality industry. [www.hsmia.org](http://www.hsmia.org)

**hotel classifications** Classification of a hotel by its amenities, facilities, service and cost. Qualifications and terms may vary by country.

- **limited service or economy** A hotel or motel reasonably priced, generally providing a bed, telephone, TV, shower and free parking. They often do not have room service or a restaurant.
- **moderate** A medium-priced hotel with services and amenities such as a restaurant and possibly conference rooms.
- **upper moderate** Hotel or motel that offers special services such as a first-rate restaurant, banquet and conference rooms, valet service, room service, cable TV, and a host of other amenities.
- **luxury or deluxe** A top-grade hotel or resort offering the highest service and the maximum variety of amenities. All rooms have a private bath, and all the usual public rooms and services are provided.

### hotel meal plans

- **American plan (AP)** Includes three full meals and a room.
- **Bermuda plan** Includes an American-style breakfast and a room.
- **continental breakfast** Breakfast includes juice, toast, roll or sweet roll, and coffee or tea.
- **continental plan (CP)** Includes continental breakfast and room.

- **demi-pension** Includes breakfast, lunch or dinner, and a room.
- **European plan (EP)** Rate includes only a room; no meals.
- **modified American plan (MAP)** Rate includes breakfast, dinner and a room.

### hotel staff abbreviations

- **GM** general manager
- **DOM** director of marketing
- **DOS** director of sales
- **MOD** manager on duty

## Ii

**incentive** Reward offered to stimulate greater effort.

**incentive event** Celebratory event intended to showcase persons who meet or exceed sales or production goals.

**incentive meeting** Reward meeting, usually of high quality, in payment for achieving goals.

**incentive travel** A travel reward given by companies to employees to stimulate productivity. Also known as an incentive trip.

**Incentive Travel & Meeting Executives (ITME)** Also known as the Motivation Show. Each year, more than 20,000 top business executives attend this show to learn the latest in effective motivation program planning. In addition, more than 2,000 suppliers of merchandise and travel services exhibit their products.

**incentive travel company** Company that designs and handles some or all elements of incentive travel programs.

**incidentals** Expenses other than room and tax billed to a guest's account. Examples include phone charges and room service.

**inclusive tour** A specific package in which all components of the package are part of the price. Generally, an inclusive package includes transportation, lodging, meals, gratuities and taxes, and some form of sightseeing or rental car. The terms and conditions of a tour contract should specify exactly what is covered. Also referred to as an all-expense tour and an all-inclusive tour.

**Internationale Tourismusbörse (ITB)** An annual German trade show that involves more than 50,000 tourism professionals from around the world, including travel agents, tour operators and media.

## Ll

**lead time** Time between when arrangements are made and when an event occurs.

**leads** Requests for proposals generated by direct sales, participation in trade shows, etc. Leads also are provided to CVB members whose services and/or products meet the needs of a CVB client company.

**lost business** A group that was bid on, or was holding tentative dates, which was subsequently booked in another city or facility.

## Mm

**marketing** A process of identifying human wants and needs, and developing a plan to meet those wants and needs for a profit.

**market penetration pricing strategy** Method by which cost of a room or service is derived, based on whether or not near term income is critical, and rapid market penetration for eventual market control is desired.

**market segments** Categorization of people, organizations or businesses by professional discipline or primary areas of interest for the purposes of sales analysis or assignment.

**market share** The sales made by an enterprise divided by the total sales of a service or product.

**master account** All items charged to a group. May include room, tax, incidentals, food and beverage, audio/visual equipment, decor, etc. Also known as a master bill.

**meet and greet** Pre-purchased service for meeting and greeting a client upon arrival in a city, usually at the airport, and assisting the client with entrance formalities, baggage and transportation.

**meeting** An event where the primary activity of the attendees is to attend educational sessions, participate in meetings, socialize or attend organized events. There is no exhibit component to this event.

**meeting management company** Handles site selection, negotiations and turnkey support. Also handles the day-to-day management of the organization.

**meeting planner** Person whose job it is to oversee and arrange every aspect of a meeting.

**Meeting Professionals International (MPI)** MPI is the largest trade association for the meetings industry and

provides its members with the latest research and trends, professional development and networking opportunities. [www.mpiweb.org](http://www.mpiweb.org)

**meeting profile** A written report outlining statistics of previous meetings, anticipated use of services, profile of attendees, etc.

**meeting specifications** Information about a meeting (e.g. function space, food and beverage requirements) that is sent directly to a venue or circulated by a CVB.

**military meeting** Groups where the members are affiliated with one of the armed forces, or are suppliers to the armed forces.

**minimum** Smallest number of covers and/or beverages served at a catered event. A surcharge may be added to the client's bill if the minimum is not reached.

**mini coach** Similar to a motor coach, but typically only accommodates between 20 and 24 people.

**motor coach** A large, comfortable, well-powered bus that can transport groups and their luggage over long distances. Motor coaches are normally able to accommodate 46 to 54 passengers.

**motor coach tour operator** A company that creates tours in which group members are transported via motor coach to their destination, itinerary activities and back.

**move-in/move-out dates** Dates set for installation/dismantling of an exposition.

## Nn

**National Tour Association (NTA)** A trade association of North American motor coach tour operators. [www.ntaonline.com](http://www.ntaonline.com)

**no-show** Reservation made, but participant did not attend, nor cancel according to cancellation guidelines.

**non-stop flight** A flight from one city to another with no stops in between.

## Oo

**occupancy rate** The total number of rooms occupied during a given time period divided by the total number of rooms available for occupancy during that same period.

**off-site event** Activity scheduled away from headquarter facility.

**operator** A loose term that may mean contractor, tour operator, wholesaler, or a combination of any or all of those functions.

**outbound operator (or outbound tour)** A company or tour that takes groups from a given city or country to another city or country.

**overbooked** Accepting reservations for more hotel guest rooms than are available. Also refers to oversold airline flights.

**overflow** Attendees booked into other facilities after headquarters' facilities are full.

**override** A commission over and above the normal base commission percentage, often paid in conjunction with volume business. Also referred to as an incentive or incentive commission.

## Pp

**package** Travel arrangements with two or more components offered for one price, inclusive of all taxes. Also refers to a single-fee booth package offered by show management.

**packager** An individual or organization that coordinates and promotes the development of a package tour and establishes operating procedures and guidelines for that tour.

**peak night** Referring to the night during a meeting when most rooms are occupied by those in attendance.

**per diem** A limited amount of money a meeting attendee can spend per day on food and other expenses.

**permission marketing** An e-mail marketing campaign that only sends messages to users who have requested (or opted-in) to receive specific types of information.

**pick-up** Number of guest rooms actually used from a room block.

**pipe and drape** Light-weight aluminum tubing and drapery used to separate exhibit booths, staging areas, and other similar locations.

**Pow Wow International** A computerized scheduled appointment show for international tour operators always held in the United States and sponsored by Travel Industry Association of America.

**pre- and post-trip tours** Optional extension or side trip package offered before or after a meeting, gathering or convention.

**pre-con meeting** A meeting at the convention center or hotel just before the show begins to set up. Attended by staff, contractors and building people to review the details of the event.

**pre-function space** Area adjacent to the main event location. Often used for receptions prior to a meal or coffee breaks during a meeting.

**press release** A prepared statement released to the news media about a company, product, service, individual or show.

## Professional Convention Management Association

**(PCMA)** A nonprofit international association of professionals in the meetings industry whose mission is to deliver education and promote the value of professional convention management. [www.pcma.org](http://www.pcma.org)

**publicity** A media campaign, normally consisting of a series of public notices and advertising activities, aimed at ensuring maximum attendance by focusing attention on an event.

**public space** Space in a facility that is available for use by anyone willing to pay the rental fee.

## Rr

**receptive operator** A tour operator who provides local services, transfers, sightseeing, guides, etc. Many large receptive operators develop packages and sell them through wholesale tour operators in foreign countries. Also referred to as a ground operator, an inbound tour operator, a land operator and a receiving agent.

## Religious Conference Management Association (RCMA)

RCMA, the society for religious meeting professionals, provides resources to enhance the professionalism of its members and improve the experience of religious meeting attendees worldwide. [www.rcmaweb.org](http://www.rcmaweb.org)

**rental charges** Cost of renting equipment or exhibit space for a period of time. It may or may not include ancillary services.

**request for proposal (RFP)** A document that stipulates what services the organization wants from an outside contractor and requests a bid to perform such services.

**resort** Hotel facility that specializes in recreational attractions.

**resort casual** Attire for warm destinations, including mid- to knee-length shorts; collarless or golf shirts; khakis and sandals. Women can wear linen sheaths, casual skirts or sundresses.

**return on investment (ROI)** Net profit divided by net worth. A financial ratio indicating the degree of profitability.

**revenue per available room (RevPAR)** A measure used by hotels that divides revenue for a given time period by the number of available rooms for the same time period.

**right of first refusal** A courtesy extended to a previously booked party to approve/disapprove a concurrent booking or to save uncontracted space for program growth.

**right-to-work state** Joining a union is not a condition of employment.

**room capacity** Number of people that can function safely and comfortably in a room.

**room pick-up** The number of sleeping rooms actually used by show attendees and exhibitors.

**room nights** Number of rooms blocked or occupied multiplied by number of nights each room is reserved or occupied.

**room rates** The amount charged for the occupancy of a room.

- **convention rate** A discounted rate for a particular group.
- **corporate rate** Special rates assigned to corporations for a particular hotel.
- **day rate (or use rate)** Usually the regular rate of a room for use by a guest during a given day up to 5:00 p.m.
- **flat rate (or group rate)** Specific room rate for a group agreed upon by the hotel and group in advance.
- **group rate** Room rate negotiated for booking multiple guests. It usually reflects a percentage reduction from the rack rate.
- **inclusive** The amount charged for a room, usually including breakfast (or other meals), taxes and service charge.
- **net group rate** A wholesale rate for groups (usually a minimum of 10-15 people) to which an operator may add a mark-up.

- **rack rate** The regular published rate of a hotel or other tourism service. Not a discounted rate.

#### room setup

- **banquet round** Round table used for meal service; depending on the diameter, can comfortably seat up to 12 persons.
- **classroom** Tables lined up in rows, one behind the other with chairs facing forward.
- **conference** Tables set in rectangle or oval shape with chairs on both sides and ends. Same as boardroom setup.
- **crescent rounds** Uses rounds with seating on two thirds to three quarters of the table and no seating with its back to the speaker. Used for banquet-to-meeting or meeting-to-banquet quick set. Also called buzz style setup or half-moon seating.
- **herringbone** Rows of chairs or tables set in a V shape facing a head table, stage or speaker. Also referred to as chevron seating.
- **hollow square** Tables set in a square or rectangle with chairs around the outside of the table. The center of the tables is hollow.
- **reception** The room is typically empty with no chairs or tables. If tables are used, they tend to be tall, have a small diameter, and be used without chairs.
- **theater** Chairs are set up in rows with no tables. Also referred to as auditorium seating.
- **U-shape** Series of tables set up in the shape of a U with chairs set all around on one or both sides.

#### room types

- **double** A room for two people, normally with a double bed.
- **double-double** A hotel room for two with two double beds or two queen beds.
- **hospitality suite** A hotel suite, parlor or studio engaged for the entertaining of those attending a convention, meeting or event.
- **single** Accommodations for one person only.
- **suite** A room providing a separate bedroom and living room.
- **twin** A room for two guests with two single beds.

**rooming list** List of guests and room data supplied to facility prior to arrival.

## Ss

**sales mission** Intense selling effort in a particular locality; cold calling to qualify leads. Usually performed by a group of people from one organization who may or may not all be in a sales capacity.

### seasons

- **off-season** The time of year when tourist traffic, and often rates, are at their lowest because of decreased demand. Also referred to as low season, off-peak or value season.
- **peak season** The time of year when demand and price is at a premium. Also known as high season.
- **shoulder season** The season between peak season and off-season when demand is average and the travel product will not produce the highest price but does not need a deep discount to generate traffic.

**series operator** A travel agent, wholesaler, tour operator or broker who blocks space in advance for a series of movements over a given period of time, not necessarily on a back-to-back basis.

**service charge** A specified percentage of a hotel's daily rate (usually 10-15 percent) charged to the guest so a guest is relieved of the responsibility for tipping. Also a fee charged by a travel agent.

**site** Area, location, property or specific facility used for a meeting.

**site inspection** Personal, careful survey of property, facility or area.

**site selection** Choosing the location for an event.

**SMERF** Meetings acronym for a category of meeting market segments including social, military, educational, religious and fraternal type groups. These organizations often are looking for value when selecting a meeting destination.

**Society of American Travel Writers (SATW)** A professional association whose purpose is to promote responsible journalism and provide professional development. Members are writers, photographers, editors, electronic media, and public relations representatives.

[www.satw.org](http://www.satw.org)

**Society of Government Meeting Professionals (SGMP)** A nonprofit professional organization of persons involved

in planning government meetings and those individuals who supply services to government planners.

[www.sgmp.org](http://www.sgmp.org)

**Society of Incentive & Travel Executives (SITE)** A worldwide organization of business professionals dedicated to the recognition and development of motivational and performance improvement strategies of which travel is a key component. [www.site-intl.org](http://www.site-intl.org)

**spouse programs** Educational and/or social events planned for spouses and guests of meeting participants.

**state tourism office** An official government agency or privately run, nonprofit organization responsible for travel development and promotion of a state.

**stopover** An allowance made for leaving a flight for an indefinite period of 24 hours or more. Some flights offer stopovers en route, sometimes free and sometimes for a nominal fee.

**supplier** The actual provider of a travel product such as the hotel, airline or car rental agency; not the travel agent or tour operator selling the product.

## Tt

**T-1 line** Transmitting data at speeds of up to 1.544 Mbps. Can be split to accommodate several users at once. Known as a fractional T-1.

**target market** The group of customers who will be the focus of a company's marketing efforts.

**teleconference** Meeting that brings together three or more people through telecommunications. Also known as a conference call.

**territory** A salesperson's exclusive region or area of prospects and clients.

**third party** Person or organization who is not considered the end user of a product.

**through fare** The price of an airline ticket from origin to a destination; one price even though traveling may involve two or more airlines to reach the destination.

**tour broker** An individual licensed and bonded by the Interstate Commerce Commission to operate motor coach tours in the United States and, in some cases, Canada. Also known as a motor coach broker or tour operator.

**tour catalog** A publication produced by tour wholesalers listing all of their tour offerings. Catalogs are distributed to retail agents who make them available to their customers. Also referred to as a tour brochure or tour tariff.

**tour consultant** Individual within a travel agency selling and advising clients regarding a tour.

**tour operator** A person or company that negotiates discount rates, packages travel products, prints brochures, and markets these travel products through travel agents or to the general public.

**tour vouchers** Documents issued by tour operators to be exchanged for accommodations, meals, sightseeing, admission tickets and other services. Also referred to as coupons and tour orders.

**tourism** The business of providing and marketing services and facilities for leisure travelers.

**trade association** Group of persons employed in a particular trade.

**trade publication** A magazine that targets a specific industry.

**trade show** Exhibit of products and services that is targeted to a specific clientele and not open to the public.

**transfer** Local transportation and portage from one carrier terminal to another, from terminal to hotel, or from hotel to activity.

**transit** Passenger changing planes without going through security and/or customs.

**transit visa** An official document allowing the holder to stop over in a country for a brief visit in order to make a travel connection.

**travel agent (or travel agency)** Person or firm qualified to advise and arrange for travel needs such as hotel rooms, meals, transportation, tours and other travel elements. Represents all travel suppliers worldwide. Also referred to as a retailer.

**Travel Industry Association of America (TIA)** The national, nonprofit association representing all components of the U.S. travel industry. [www.tia.org](http://www.tia.org)

## Uu

**uniform resource locator (URL)** Internet address for a website. Starts with <http://>.

**United States Tour Operators Association (USTOA)** A nationwide organization of tour operators offering protection for travelers purchasing member travel products by way of a multi-million-dollar bond. [www.ustoa.com](http://www.ustoa.com)

**Universal Credit Card Charge Form (UCCCF)** The form travel agents use to apply travel charges to a traveler's credit card.

**upgrade** Provide a higher level of product or service than was ordered/expected.

## Vv

**value-added tax** A tax that is added to a product at each step of the manufacturing and marketing process reflecting value that has been added to the product by processing.

**vendor** One who sells services or supplies.

**venue** Location, site or destination of meeting, event or show.

**videoconference** A meeting between two or more people or groups across a distance utilizing telecommunications or communications satellites for transmission of the signal.

**virtual conferencing** Any meeting where people at two or more distant locations are linked using video, audio and data for two-way communication via satellite communications or the internet. Each party sees and hears the other through a TV screen or computer monitor and audio speakers.

## Ww

**walk-through** Review of meeting details, or inspection of function room or trade show floor prior to event.

**web-conferencing** Web-based videoconferencing.

**webinar** Short for web-based seminar, a presentation, lecture, workshop or seminar that is transmitted over the web. A key feature of the webinar is its interactive elements – the ability to give, receive and discuss information. Contrast with webcast in which the data transmission is one way and does not allow interaction between the presenter and the audience.

**welcome reception** Opening event where drinks and food are served.

**wholesaler** A company that creates and markets inclusive tours and FITs for sale through travel agents. Often used interchangeably with “tour operator,” but several distinctions should be drawn: a wholesaler presumably sells nothing at retail, a tour operator does both; a wholesaler does not always create his or her own products, a tour operator virtually always does; and a wholesaler is less inclined than a tour operator to perform local services.

**World Tourism Organization (WTO)** An organization created to promote and develop tourism in the interest of the economic, social and cultural progress of all nations. [www.world-tourism.org](http://www.world-tourism.org)

**World Travel Market (WTM)** A United Kingdom trade show that is a dedicated business-to-business forum with more than 40,000 industry professionals from 150 countries in attendance.

## Yy

**yield management** Computer program that uses variable pricing to maximize the return on a fixed (perishable) inventory, such as hotel rooms; based on supply-and-demand theory.

## Zz

**zero-based budgeting** The process of building a budget without benefit of a previous year’s budget.