

Group Tour Glossary of Terms and Associations

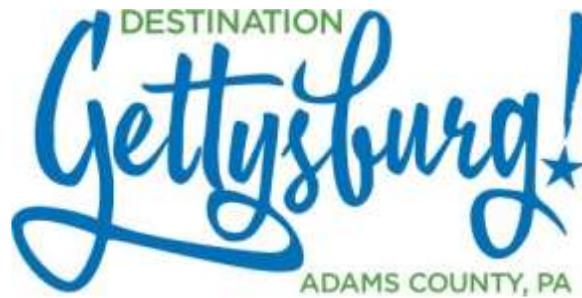
General

Charter	A person or group wishing to contract or hire a motorcoach for its exclusive use on a tour. The motorcoach company may not be involved or responsible for making the arrangements for the actual destination and planned itinerary.
Comps	Free admission to attractions, lodging, meals or services rendered. Usually granted to the Driver, Tour Director or Escort! Complimentaries!
CTIS	Certified Travel Industry Specialist <i>Designation achieved by travel assistants in the industry</i>
CTP	Certified Tour Planner <i>Designation achieved by travel assistants in the industry</i>
CVB	Convention & Visitor's Bureau – A non-profit organization supported by membership fees, room tax, government budget allocations or any combination of these funding elements. The organization seeks group, convention, tour and transient travel revenues for their business partners.
Day Trip	A one day excursion to nearby areas, attraction and usually include meal stops before returning home.
DMO	Destination Marketing Organization – A travel industry supplier to the motorcoach industry. The DMO promotes a city, region or state for tourism. The organization is funded by membership fees, room tax, etc. Also known as your CVB, TPA.
FAM Tour	Familiarization Tour – Tour of your region, familiarizing tour operators, group leaders, travel writers and agents showcasing your properties for future business opportunities. A great opportunity to highlight the region at large! Typically offered at no or low cost.



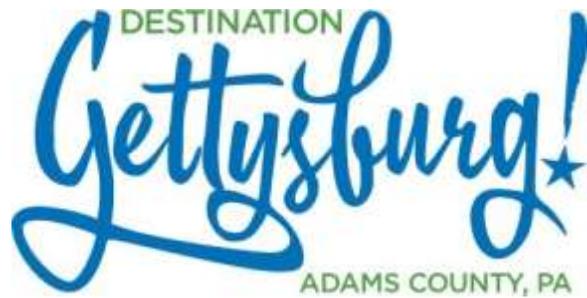
Group Tour Glossary of Terms and Associations

FIT	Frequent Individual Traveler, Foreign Independent Traveler or Fully Inclusive Tour Persons who purchase an independent tour package, may include transportation, dining, lodging and sightseeing. This type of traveler wants an organized tour product with the freedom to travel without being confined to a group.
Group Leader	A person responsible for the selection and purchase of a tour for which their organization members might like to include as a destination. They are usually in charge of a member-based organization, i.e. associations, bank clubs, church, school, scout, senior citizen or recreation centers.
Group Leader Price	A price offered to a Group Leader or person in charge of any of the above affiliations, based on the number of admissions, meals or lodging they intend to use. The price structure is usually higher than that of a tour operator and receptive service.
Hub & Spoke	A tour using a centrally located accommodation (hub) selecting different areas of day tour excursions (spoke). With a possibly longer stay over, the tour is able to travel to regional restaurants, attractions, hops, performance venues and all within reasonable traveling distances.
Itinerary	A planned routing of activities that detail the time, locations and all other necessities for creating and conduction a tour.
Line Run	This scheduled service provides specific regular bus route between cities of terminals proved by a motorcoach operator. Most frequently casinos!
Marketplace	A business session area held at a host convention center where Buyer and Seller (Supplier) Delegates meet to conduct prescheduled appointments encouraging future partnerships and business relations.



Group Tour Glossary of Terms and Associations

Mystery Tour	A pre-packaged tour offered to a group or general public as a “mystery.” Often used when a company wants to introduce a new region to their clientele and although there are many wonderful things to do, they may not recognize the possibilities by name of region only. They do not know where they are going until the trip is on its way.
Net Rate	A rated used for wholesale purposes – to be marked up for eventual resale to the consumer.
Preformed Tour	Tour that has been put together with attractions, meals and lodging and sold as it is. Tour can be sold to both groups and/or the general public. Tour that has been designed and offered to a group of travelers, all set up by a leader and parties opt in to take this tour.
Receptive Operator	A multi-faced destination specialist who provides some or all of the components of a tour package for resale to a motorcoach/tour/wholesale operator. Their tours can also be sold directly to a preformed group. A local Receptive may also meet and greet a tour, offer step-on guide service, sightseeing and transportation.
Sample Itinerary	A suggested tour might be prepared by a DMO, Destination Marketing Organization or other property planner, receptive, to assist in marketing a tour to their region. A sample itinerary usually educates the operator in routing, timing, commentary, and supplier information for destination consideration.
Step-on Guide	A professional person contracted locally to offer a narrative tour of a specific area or attraction. Usually a service provided by a tour operator or receptive operator who can add local highlights and education further enhancing the tour experience.
Themed/ Niche Tour	A tour centered around a theme...i.e. history, patriotic, outdoor activities, music, festivals, quilting, trains, Red Hatters and the like.



Group Tour Glossary of Terms and Associations

Tiered Rates/ Tiered Pricing This graduated pricing structure is designed to offer professional operators or buyers percentage discounts on a tour. Depending on their position, the sellers offer special tiered rates to protect the relationship of buyer. Each level must mark-up the price to realize a profit, still offering the consumer a cost-effective tour package.

Tour A packaged travel product that consists of the transportation, sightseeing, attractions, shopping, meals, entertainment, and lodging or any combination of these components.

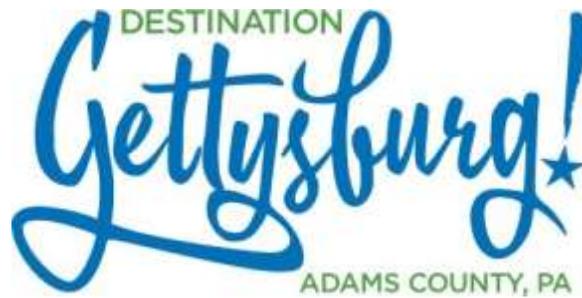
Tour Escort/ Director An employee, tour escort, or contracted representative of a motorcoach company. They are responsible for the daily itinerary of an escorted tour, responsible for the well being of the passengers, making sure that all needs are being met.

Tour Operator Person who arranges tours but does not own motorcoaches. A general term to describe a professional company that develops a tour product and executes contracted services for their clientele. They may provide public and/or preformed tour for groups of people.

Tour Planner An employee of a motorcoach company or tour facility who is responsible for developing a tour itinerary for purchase. Developing and presenting a complete package with services including transportation, attractions, meals and lodging.

TPA Tourism Promotion Agency – your regional marketing organization! CVB – DMO or TPA.

Wholesaler A company or representative who may or may not create a tour product, marketing all of the inclusive tours sold by travel agents, tour operators and to preformed groups. They seldom sell at retail or fulfill local services.



Group Tour Glossary of Terms and Associations

Associations

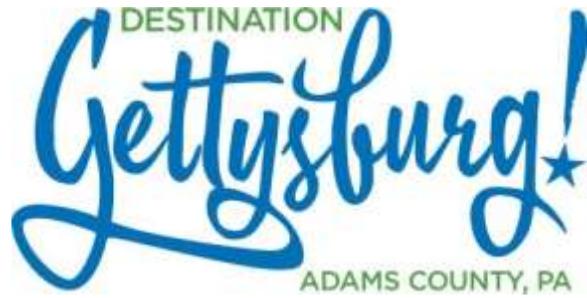
- ABA** American Bus Association – a membership-based organization. Annual conference held for meeting with company tour planners.
- BANY** Bus Association of New York – a membership-based organization. Host an annual meeting that gives suppliers to opportunity to meet with tour companies.
- GNJMA** Greater New Jersey Motorcoach Association- the NJ state association with charter companies and tour operators who provide meetings three times a year with suppliers from across the country. Membership based but can attend marketplace as a non-member. Annual marketplace held for meeting with company tour planners, both with their group leaders in the fall.
- IMG** International Motorcoach Group. This association is compiled of select tour operators who have joined their efforts financially and have chosen the suppliers with whom they wish to invite to their annual convention. They have a more direct relationship with their suppliers.
- MMA** Maryland Motorcoach Association- the MD state association with charter companies and tour operators who provide meetings three times a year with suppliers from across the country. Membership based but can attend marketplace as a non-member. Annual marketplace held for meeting with company tour planners, both with their group leaders in the spring.
- NCSS** National Council for the Social Studies- The national association for social studies teachers across the country. They offer a show in the fall, that gives sellers the opportunity to meet with teachers from all over the US who are planning trips.
- NTA** National Tour Association - a membership-based organization. Annual conference held for meeting with company tour planners.
- OMCA** Ontario Motor Coach Association - a membership-based organization. Annual conference held for meeting with company tour planners.



Group Tour Glossary of Terms and Associations

Associations (cont.)

- PBA** Pennsylvania Bus Association. Our own state association with charter companies and tour operators who provide meetings three times a year with suppliers from across the country. Membership based. Annual marketplace held for meeting with company tour planners, both with their group leaders in the spring, and with the annual summer meeting whereby now the offering a sales retreat to meet more directly with the tour planners.
- SYTA** Student Youth Travel Association – a membership-based organization. Student market companies who specialize in educational and/or performance-based travel. Annual conference held in select cities.
- TAP** Tour Alliance Partners – A combined effort on the part of select tour companies, who have opted in to optimize their selling efforts. Companies have combined their efforts to fulfill tour experiences with other company clients, meeting the number of tour partners to make the trip sell.
- VMA** Virginia Motorcoach Association – a membership-based organization. Another state association whereby there is an annual conference to meet. Recently this meeting has been combined with the NC & SC associations to create a larger show, and the opportunity to meet operators from all 3 states.



Group Tour Glossary of Terms and Associations

Tradeshow Terms

Buyer Request	When an appointment is requested by a tour operator or buyer at a marketplace with hopes of the supplier offering them good reason why they should include their destination on a future tour.
Caucus	A meeting conducted by a Destination Marketing Organization for distribution of Motorcoach and Tour Operator leads and information to fellow suppliers from their own area.
Mating Session	An opportunity to pick up additional appointments just prior to the actual marketplace. An opportunity to find out what operators may have several appointment openings. The supplier may then request an open session appointment with an operator if they have on available.
Perfect Match	When both a supplier and a buyer have requested an appointment with one another at a marketplace.
Supplier Request	When we, as suppliers with destinations to sell, request an appointment at a marketplace with a tour operator, hoping to encourage them to include us on a future tour.