



LOUISIANA
TRAVEL
ASSOCIATION

Tourism-Related Terms & Definitions

Ad Hoc Tour - A packaged travel product provided by an operator as a one-time occurrence, e.g. a tour to the Sugar Bowl.

All Inclusive - Tax and tip are included in the price quote of the meal, room, tour etc.

Attraction - A natural or man-made facility, location or activity which offers items of specific interest that provides entertainment, education, enlightenment and experiences that encourages visitation, attracts tourists and promotes tourism. An attraction can be a natural or scenic wonder, a man-made theme park, a cultural or historic exhibition or a wildlife/ecological park open to the public.

Catalog Tour - Also referred as a Public, Per Capita, Retail, Scheduled Tour. A packaged travel product provided by an operator and sold to the public, either directly or through travel agents. Individuals participating in such a tour do not know each other or share a common bond prior to travel. (also see Series Tour)

Certified Tour Professional (CTP) - A designation by the NTA for tour professionals who have completed a course of training, service and employment.

Cold calls - A direct way selling product where no appointment is made prior to calling on the agent and other travel industry representatives.

Complimentary (Comp) - The giving of a meal, room or admission at no charge. This is a common practice for tour escorts, travel writers and their drivers.

Confirmed Reservation - A written statement or confirmation number by a supplier that he has received and will honor a reservation.

Convention & Visitor's Bureau (CVB) - Also referred to as Tourist Commission (TC) or Convention & Visitor's Commission (CVC). A non-profit Destination Marketing Organization that operates at the parish and city level. A CVB typically encourages groups to hold meetings, conventions, and trade shows in its city.

Cooperative Advertising Program (CAP) - Funded by LOT and administered by the State advertising agency.

Custom Tour - Also referred to as Preformed Tour or Group Tour. A packaged travel product provided by an operator and sold to an organized group whose members share a common bond, interest or organizational affiliation, such as a church, school, club, etc. A preformed group is also referred to as an affinity group. (also see Group Leader, Group Rates, Tiered Pricing, and Ad Hoc Tour)

Destination Management Company (DMC) - A for-profit company that operates similar to a CVB by providing creative planning and execution services meetings and business travel.

Destination Marketing Organization (DMO) - Organizations financially supported by membership fees and revenues from marketing initiatives that promote themselves as a travel destination.

Distribution Channel - The means of delivering product/service to the end-user, the tour passenger. These channels are dependent on the type and size of the motor coach/tour company, and the number of travel industry suppliers utilized to fulfill the tour product/service. (see Catalog Tour, Group Leader)

Domestic Tourism - Tourism within a person's own country.

Familiarization "Fam" Tour - A complimentary or reduced rate travel program for group tour operators, travel agents, travel writers, etc. designed to acquaint them with a specific destination in order to promote sales of that area. The suppliers on the itinerary usually provide their services at no charge. Area or state tourist commissions usually organize these.

F.I.T. (Full Inclusive Tour or Foreign Independent Traveler) - A person(s) who purchases an independent tour package, that may include travel elements such as transportation, sightseeing, dining and lodging. This type of traveler wants an organized tour product with the freedom to travel without the confines of a group movement.

Geotourism - tourism that sustains or enhances the geographical character of the place being visited - its environment, culture, aesthetics, heritage, and the well-being of its residents.

Group Leader - A person responsible for the selection and purchase of travel/tour arrangements for an affinity group (i.e. convention, association, bank club, church, school, scout, senior citizen or recreation center.) In the distribution channel, Sellers typically protect the relationship between the tour/motor coach operator and the group leader. (also see Group Rates, Tiered Rates, Distribution Channel, and Preformed Tour)

Group Rates - A price offered to a Group Leader or affinity group (i.e. convention, association, bank club, church, school, scout, senior citizen or recreation center), based on volume purchase of attraction tickets, meals or lodging. These rates established by the Seller are traditionally higher than the net, price structure extended to the professional tour operator. (also see Tiered Rates)

Louisiana Department of Culture, Recreation and Tourism (DCRT) - The mission of the Department of Culture, Recreation and Tourism is to preserve and enhance Louisiana's unique heritage and natural landscape; provide cultural, informational, and recreational resources; and promote the use of these resources by our diverse citizens and visitors. The Department's five agencies- Tourism, State Parks, Cultural Development, State Museums and the State Library-work together to make educational resources available, conserve and interpret our history, support the arts and develop recreational opportunities. The Department also fuels economic growth through tourism, operates programs which generate state and local tax revenues, and provides a stable, non-polluting source of outside income for the state.

Louisiana Office of Tourism (LOT) - an agency within the Louisiana Department of Culture, Recreation and Tourism. The Department is under the direction of the Lieutenant Governor.

Louisiana Travel Promotion Association (LTPA) - A non-profit, private sector trade association representing the state's travel and hospitality industry. LTPA markets Louisiana nationally and internationally through direct sales efforts, public relations and advertising campaigns. Our member 900+ membership is from all segments of Louisiana's travel and hospitality industry.

Plus, plus (++) - Tax and tip are not included in the price quote of the meal, room, tour etc.

Per Capita Tour - (See Catalog Tour)

Preformed Tour - (See Custom Tour)

Public Relations - 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.

Public Tour - (See Catalog Tour)

Receptive Tour Operator - a multi-faceted destination specialist whose company provides some or all components of a tour package for resale by a motor coach/tour/wholesale operator; or sells directly to a preformed group. Local services provided by a Local Receptive may include meet and greet, sightseeing, ground transportation and vendor selection. They may also act as an agent for a Tour Operator.

Request for proposal (RFP) - Price quote request from suppliers before a contractor is hired for a specific service.

Resort - A purpose built destination offering a range of activities and restaurants as well as accommodations. It might include saunas, tennis courts, a gymnasium as well as a variety of cultural and sporting organized activities such as lectures, or windsurfing and water skiing.

Retail Tour - (see Catalog Tour)

Scheduled Tour - (see Catalog Tour)

Room Block - Guaranteed reservation of rooms or space at a hotel.

Series Tour - Multiple departure dates of a catalog tour.

Step-on Guide - A professional person contracted locally by an Operator or provided by a Receptive Operator, to conduct a narrative tour (guidespeak) of a specific locality, area or attraction. A Step-on Guide provides "local color/ flavor" to a tour experience.

Tiered Rates - Also known as tiered pricing. A graduated rate structure designed to offer professional operators (Buyers) percentage discounts based on volume, production and/or their position in the distribution channel from wholesaler, motor coach/tour operator, receptive operator and travel agent. Sellers providing tiered rates protect the Buyer relationship with customers and Group Leader. Each Buyer in the distribution channel must mark-up the price to realize a profit, and be able to present the traveling consumer a cost-effective tour product. (also see Group Leader, Group Rates)

Tour Operator - arranges motor coach tours, but does not own buses; Also, a general term to describe a professional company that develops a tour product, and executes contracted services for groups of people. A tour operator may provide a pre-formed and/or public tour product. (also see Wholesaler, Receptive Operator)

Sales Calls - A direct way selling product involving face-to-face contact with travel agents and other travel industry representatives.

Wholesaler - Also known as a Tour Wholesaler. A company that may or may not create the tour product and markets all-inclusive tours sold through travel agents, tour operators or to pre-formed groups. Wholesalers typically do not sell at retail or fulfill local services.