

AAA - American Automobile Association

ABA - American Bus Association

ASAE - American Society of Association Executives

ASTA - American Society of Travel Agents

ATA - Air Transport Association

Attractor - A significant tourist attraction, which compels visitation. The primary “must sees” in an area. The top reasons a tourist would choose to visit this area. Examples would be: an ocean, a state park, the tallest mountain in the state, birthplace of a president, a major attraction which actually compels a visitor to get off a major highway and come visit this area.

Attraction - Any visitor service or product which tourists would enjoy visiting or using. An attraction may not be an “attractor” but can still be an attraction. To be considered an attraction, a product must be:

- A. Findable (clearly located on maps and street addresses, and directions provided). If tourists can't find the facility, it is not a tourist attraction.
- B. Hours of operation clearly denoted in any and all promotional materials (if a tourist arrives only to find the attraction closed, it is not an attraction).

Examples of attractions include everything from a theme park that attracts over a million visitors a year, to a produce stand by the side of the road.

B&B - Bed and Breakfast inn

CAA - Canadian Automobile Association

CVB - Convention and Visitors Bureau. (See also DMO)

Carrying Capacity - *Carrying capacity* refers to the number of visitors that can adequately be accommodated with existing infrastructure including lodging, dining, public bathrooms, roads, parking, etc. It describes the ability of an area to facilitate visitation. For example, a destination that has exceeded its carrying capacity will have traffic problems, long lines at bathrooms, dining facilities, not enough hotel rooms, etc.

Consumer Show

A product showcase for the general public. Differs from a “Trade Show” as a trade show generally targets industry professionals. Consumer Shows target the consumer. Often there is a charge to get into the show.

Conversion - Getting “heads in beds” or otherwise closing the sale. Differs from “hospitality.” Hospitality is being warm, friendly and helpful. Conversion is active selling.

Destination - The end point of a trip. This can be a town, a resort, or a stand-alone attraction. Not to be confused with a 1-2 night stopping place that’s perhaps part of a 7-night overall trip.

DMO - A destination marketing organization (such as a convention and visitor bureau).

DNR - Department of Natural Resources

DOT - Department of Transportation

ESTO - Educational Seminar for State Travel Officials

FIT - Acronym with multiple meanings. RTM has seen it used to mean the following:

- Σ *Foreign individual traveler*
- Σ *Frequent individual traveler*
- Σ *Fully independent traveler*
- Σ Usually a “FIT Package” will include lodging, meals, and attractions.

Fulfillment Piece - Promotional literature, video, or other material that is sent in response to an inquiry. Usually contains full trip planning information.

GLAMER - Group Leaders of America Travel Show

Group Tour and Group Leader

Group Tour: A travel agent type company which plans motorcoach and other types of group trips.

Group Leader: A small, informal group, such as a church group, scout troupe, or social group. Usually one person plans the activities for the group. Some travel shows target these planners such as *GLAMER*.

HSMIA - Hospitality Sales and Marketing Association International

Hospitality - A general term used in travel & tourism describing the “hospitality industry”; refers to the general greeting, welcoming, food service, etc.

IACVB - International Association of Convention and Visitor Bureaus

IATE - International Association of Travel Exhibitors

IDRC - International Development Research Council

ISTEA - Intermodal Surface Transportation Efficiency Act

Inquiry - A request for more information about an attraction or destination.

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.

MISA - Motorist Information Services Association

MPI - Meeting Professionals International

NCBMP - National Coalition of Black Meeting Professionals

NCSTD - National Council of State Travel Directors

MNNM - National Motorcoach Marketing Network

NPF - National Park Foundation

NTA - National Tour Association

OMCA - Ontario Motorcoach Association

OTD - Office of Tourism Development

PR - Public Relations

PRSA - Public Relations Society of America

Product Extension

An add-on product or service, which enhances the experience of your product and generates additional revenue. Examples might include:

- ∑ A restaurant that introduces “specially prepared hiking picnic meals” to increase their sales.
- ∑ Adding a vineyard to a resort.
- ∑ A hotel that adds a spa or spa services for additional revenues.
- ∑ A state park that offers guided wildflower tours (for a fee).

Product Life Cycle

The cyclical pattern of demand for most products from “new and exciting” to “old and dated.” Almost all products (tourism and otherwise) have these cycles. One must constantly monitor where they are on the “product life cycle” and plan for reinvention. Even Disney has to constantly reinvent itself to continue to earn market excitement and interest.

RSA - Receptive Services Association

RV - Recreational Vehicle

Rack Card - The typical tourism brochure sized 4” x 9” and used primarily in tourism racks. Also known as a “teaser.”

Reassurance Sign - When trying to locate an attraction, especially when the route is long and unclear, it is critical to offer “reassurance signs” that tell the visitor they are indeed going the right way.

Receptive Operator - Someone who plans to “receive” your motorcoach or tour group. They may plan your lodging, meals, attraction visits, etc. for a fee or commission.

Reconnaissance - An on-site evaluation of an attraction or destination from the perspective of the customer. Best performed by an outsider who is not familiar with the location and who is trained in fair and scientific methods of evaluation.

SATW - Society of American Travel Writers

SGMP - Society of Government Meeting Planners

SMERFs - Social, military, educational, religious, and fraternal market segments. Usually targeted and separately tracked by DMOs.

Step-on Guide - A highly knowledgeable guide whom “steps-on” an incoming motorcoach and provides narrative interpretation for the experience. Some CVBs offer step-on guides for free. Sometimes an independent company offers this service for a fee.

Strategy vs. Tactic - A strategy is an overall statement of how you will accomplish your specific objectives. Tactics are actual action steps with deadlines, budgets, and responsibility assignments.

TAC - Tourism Advisory Committee

TDA - Tourism Development Authority.

TIA - Travel Industry of America

TODS - Tourist Oriented Directional Signage

TTRA - Travel and Tourism Research Association

Tactic (* see “strategy vs. tactic” above)

Teaser Piece - A teaser piece can either be a rack brochure (*see “rack brochure” above), or a mailer, giveaway, or some other promotional piece that is intended to “tease” the receiver into taking a specific action.

Trade Show - A product showcase for a specific industry. Generally it is not open to the public. Differs from a “Consumer Show” in that a trade show targets the professional industry, while a consumer show targets consumers.

UMA - United Motorcoach Association (formerly United Bus Owners Assn.)

URL – Universal Resource Locator. This is the term used for the address of a Website. Think of a URL as similar to a phone number or street address. Example:
<http://www.rtmnet.com>; <http://www.usdm.net>.

USTDC - United States Travel Data Center

VFR - Visiting friends and relatives

VFRM - Visiting friends and relatives of the military

WTM - World Travel Market

WWW - Wide World Web

Wholesaler - A company that purchases large blocks of rooms, tickets, etc. and then resells to either the public or to other travel professionals. Wholesalers only sell their own inventory (as opposed to a travel agent who can sell any product).

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