



GLOSSARY OF TERMS

Adventure Day - Enjoy a day after the Summit exploring the region; be it a culinary walking tour of the host city, checking out local mountain ranges, maybe even a zoo!

Alternate Registration - Not a Tour Operator or Supplier? Not quite sure what category to register under? There are multiple options to choose from when selecting alternate registration:

Marketplace Pass: Access to Marketplace. Does not include appointments. Intended to provide access to the Marketplace floor for press or suppliers. Limited to a small number per year.

Education Day Pass: Intended for suppliers interested in attending only the one-day educational forum. Includes lunch on that day.

Full Event Local Press Pass: Includes access to all GWS events and functions including all meals, Education Day, Adventure Day, Marketplace, and supplier lounge/sponsor area.

Press w/ No Meals: Intended for local media interested in interviewing registrants. Provides access to supplier lounge/sponsor area only. Does not include access to Marketplace.

Second Supplier Delegates: Does not include separate set of appointments. Access to all primary registration deliverables (meals, resource manual, Education Day, Adventure Day). Effective for training purposes.

Second State Representative: Does not include separate set of appointments. Access to all primary registration deliverables (meals, resource manual, Education Day, Adventure Day). Effective for training purposes. Available only to GWS state sponsors.

Sponsor Booth Representative Pass: Access to sponsor area; Access to all meals. Does not include access to Marketplace.

Appointment Selection - Supplier, Tour Operator, or sponsor (with appointments) chooses who they would like to meet with.

Appointments - Participate in two days of 12-minute, one-on-one, pre-scheduled appointments.

Buddy Program - The Buddy Program matches Tour Operators/Suppliers who have attended the Summit in the past and act as mentors to Tour Operators/Suppliers new to Go West Summit.

Buyer - A person who sources and buys products or services to re-sell.

Convention and 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.

Early Bird Registration - If a company registers early, they receive a discount off of the standard registration price.

Education Day Pass - Intended for suppliers interested in attending only the one-day educational forum. Includes lunch on that day.

Educational Day - Includes expert panels, speakers and forums on various Travel/Tourism topics and trends in the industry. Educational Day also includes state caucuses, How to Summit and an optional evening event.

Event Sponsor - A type of promotion whereby a company develops sponsorship relations with Go West Summit and is credited as such.

FAM Tour - A complimentary or reduced-rate travel program designed to acquaint them with a specific destination to stimulate the sale of travel.

FIT (Frequent Independent Traveler) - A prepaid travel arrangement tailored to meet a traveler's basic needs including airline, ground transportation, accommodation, and some attraction vouchers. Host/Destination Sponsor- State, hotel and location for annual Go West Summits.

How to Summit - An educational session and guide on how to have successful appointments, follow up an appointment and achieve ROI. Generally how to successfully attend and participate in Go West.

Itineraries - Detailed, multi-day itineraries of the Go West region sponsored by our state partners.

Marketplace - The heart and soul of Go West Summit are the multiple "Marketplace" sessions. The 12-minute one-on-one meetings allow the supplier to negotiate business deals with buyers. There are usually around 70, 12-minute meetings over the course of the event.

Marketplace Pass - Intended to provide access to the Marketplace floor for press or suppliers. Limited to a small number per year. Does not include appointments.

Media - The means of communication, as radio and television, newspapers, magazines and the internet which reach or influence people widely. Otherwise known as Journalists at Go West.

Moderated Panel - A forum which includes anywhere from 3-10 experts on a specific topic or field, led by a moderator.

Pre-Matched Appointments/Pre-Scheduled Appointments - Tour Operator and Supplier appointment requests are scheduled and matched through Go Wests' matching software. Appointments are matched based upon the following criteria:

1. Mutual Requests
2. Tour Operator Requests
3. Supplier Requests
4. Matched based upon mutual information found in profile

Pre-packaged Tours - Complete trip, usually including fare, accommodation, meals, ground transport, tour guides, taxes, etc., in one all-inclusive price.

Property - Specific hotel or hotel complex owned by an entity such as a hotel chain.

Ranking Process - Defines the process of choosing appointments, Adventure Day, or FAM trip activities by ranking them. "1" being the most desirable. This helps the matching software and event organizers define the importance of your choices.

Receptive Operators - 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.

Registration - Location at the event where event organizers set-up a table or booth upon arrival for attendees. Attendees receive name badges, appointment schedule, resource manual and welcome bags upon registration.

Second State Representative - Access to all primary registration deliverables (meals, resource manual, Education Day, Adventure Day). Effective for training purposes. Available only to GWS state sponsors. Does not include separate set of appointments.

Second Supplier Delegates - Access to all primary registration deliverables (meals, resource manual, Education Day, Adventure Day). Effective for training purposes. Does not include separate set of appointments.

Speed Appointment Session - The speed appointment session happens prior to Marketplace and is an hour of 5 minute unscheduled meetings with the goal of scheduling appointments during Marketplace. Speed appointments are designed to give you the opportunity to meet tour operators that you do not have a scheduled appointment with.

Sponsor - 7 types of Sponsorship (for further information, please email info@gowestsummit.com):

- Go Sponsor
- West Sponsor
- Summit Principal Sponsor
- White Sponsorship
- Blue Sponsorship
- Gold Sponsorship
- Build-Your-Own Sponsorship Package

Sponsor Booth Representative - Representative from Sponsor States/Companies stationed at the Sponsor Booth in the Supplier Lounge.

State Sponsor - Employee working for the state tourism office, acting as the state sponsor during Go West Summit.

Supplier - The actual provider of a travel product such as the hotel, airline or car rental agency.

Supplier's Lounge - Floor Area located directly outside Marketplace and includes all State, Media and Host Sponsors booths.

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.

Travel Writers - A person who documents their travels (for business or pleasure) including attractions, hotels, restaurants and points of interest in different geographical regions.

Wholesalers - A company that usually creates and markets inclusive tours and FITs for sale through travel agents. Often used interchangeably with "tour operator" or "buyer" but several distinctions might be drawn:

1. Wholesaler presumably sells nothing at retail; a tour operator often does both.
2. Wholesaler does not always create his or her own products; a tour operator virtually always does.
3. Wholesaler is less inclined than a tour operator to perform local services. Industry writers often fail to make distinctions and to confound things further; many travel companies perform any or all of the functions of travel agent, contractor, tour operator, and wholesaler.