

## **Glossary of Terms**

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**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 a couple of 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 new staff.
- **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 new staff. 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 (see also Ranking Process and Pre-Matched Appointments)-** Supplier or Tour Operator chooses who they would like to meet with, based on order of importance and other criteria (see pre-matched appointments)

**Appointments-** Participate in two days of 12-minute, one-on-one, pre-scheduled appointments. Registrants have the opportunity to fill more than 70 individual 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 buys goods or services for a company.AKA, Tour Operator.

**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. They attend Go West Summit as suppliers.

**Destination Sponsor-** Local entity (usually the Convention & Visitor Bureau) responsible for bringing Go West Summit to their region.

**Early Bird Registration-** Is offered for the first two weeks of registration. If a company registers during this time, they receive a \$100 discount off of the registration price.

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

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

**Event Sponsor-** Sponsors who contract with Go West Summit directly to showcase their product or service. A wide range of deliverables are available.

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

**FIT (Frequent Independent Traveller)-** A prepaid travel arrangement tailored to meet a traveler's basic needs including airline, ground transportation, accommodation, and some attraction vouchers.

**Host Sponsor-** Sponsors that contract with the destination sponsor to be represented at the event. The destination will often offer these sponsorships to transportation companies, caterers, or other companies offering a reduced-rate service during Go West Summit.

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

**Itineraries-** State and Event sponsors are invited to create regional itineraries that are available online via GoWestSummit.com. These itineraries provide examples of single-or multi-day tours in and around their respective regions.

**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 a total of seventy-one 12-minute meeting slots 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-** A small number of Media representatives are invited to attend with appointments. They meet with suppliers and gather story ideas. Media write articles for an international audience and are strictly forbidden to sell advertising to suppliers while taking appointments.

**Media Sponsor-** Publications attending Go West Summit with hopes of making new relationships and selling advertising. Their booths are located in the supplier lounge.

**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 West Summit’s proprietary 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 by ranking each Supplier/Tour Operator. “1” is the most desirable to meet with. This helps the matching software define the importance of the ranking of matches.

**Receptive Operators-** Adomestic-based tour operator who provides local services, transfers, sightseeing, guides, etc. The receptives at Go West Summit develop packages and sell them through wholesale tour operators internationally. 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 staff training. 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 staff training. Does not include separate set of appointments.

**Speed Appointment Session-** The speed appointment session happens prior to Marketplace and is an hour of multiple, 5-minute unscheduled meetings with the goal of speaking with tour operators and possible scheduling a future appointment 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-** You will see four sponsors at Go West Summit.

- Event Sponsor
- Media Sponsor
- State Sponsor
- Host Sponsor

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

**State Sponsor-** These sponsorships allow suppliers from each participating state to attend the event. They are contracted with Go West Summit each year. Currently, there are 13 state sponsors.

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

**Supplier Lounge-** Floor area located directly outside Marketplace and includes all State, Media and Host Sponsor 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 (Media)-**A person who documents their travels (for business or pleasure) including attractions, hotels, restaurants and points of interest in different geographical regions. A small number of Media representatives are invited to attend with appointments. They meet with suppliers and gather story ideas. Media write articles for an international audience and are strictly forbidden to sell advertising to suppliers while taking appointments.

**Wholesalers-** A company that creates and markets inclusive tours and FITs for sale through travel agents. Often used interchangeably with "tour operator," 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.