



GLOSSARY OF TERMS

Appointments - Participate in five days of 30-minute, one-on-one, pre-scheduled virtual appointments. You will have the ability to mark “unavailable” for any dates and times over the event before scheduling begins.

Buyer - A person who buys goods or services for a company.

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.

Direct Scheduling - Allows each registrant to view the schedule of companies they would like to meet with and submit a meeting request that can be reviewed to approve, decline, or reschedule. The system allows registrants to block out the dates and times they are unavailable before scheduling begins.

Destination Marketing Organization (DMO) - An organization which promotes a destination to help develop their long-term travel and tourism strategy. DMOs have also been known as a CVB, tourism authority, or tourism board.

Education Week - 5 days of webinars begin the week before the appointment sessions. Webinars include expert panels, speakers and forums on various Travel/Tourism topics and trends in the industry. Education Week also includes How to Summit.

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.

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

Itineraries - Detailed travel schedule, ie. Flight information, hotel information, detailed daily activities.

Media - Media can refer to the pre-qualified journalists who take appointments at Go West Summit, or to media sponsors who attend looking to sell advertising.

Pre-Scheduled Appointments - Tour operator and supplier appointment requests are scheduled and matched through Direct Scheduling. Once a meeting request is submitted they may be:

1. Approved
2. Declined
3. Rescheduled

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.

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.

Screen Sharing - Virtual appointments allow registrants the ability to share the contents of their computer screen during a meeting. Sharing screens is helpful to show images or videos of your product or destination.

Second Buyer/Supplier Delegates - Access to all primary appointments but does not include a separate set of appointments. Secondary delegates are able to join a meeting even if the primary delegate is not present. Effective for training purposes.

Sponsor - Types of Sponsorship (for further information, please email darien@itm.travel):

- Go Sponsor
- West Sponsor
- Summit Principal Sponsor
- Media Sponsor
- Build-Your-Own Sponsorship Package

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; not the tour operator selling the product.

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 (AKA Journalists) - A person who documents their travels (for business or pleasure) including attractions, hotels, restaurants and points of interest in different geographical regions. Qualified journalists are invited to take appointments at Go West Summit to meet with suppliers.

Wholesalers - A company that usually 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.

Zoom - Zoom Video Communications provides video and online chat services through a peer-to-peer software platform and is used for teleconferencing and social relations.