



**GLOSSARY OF TERMS
SECTION 4**



AD HOC TOUR

A packaged travel product provided by an operator as a one-time occurrence, e.g., a tour to the Summer Olympics.

APPOINTMENT

A seven-minute, face-to-face meeting that occurs during a Marketplace business session. Each business session consists of 54 appointments. Slots are prescheduled prior to Marketplace by computer, matching Buyer and Seller requests. Additional appointments may be scheduled on-site. A list of prescheduled appointments is sent to each appointment-taking delegate prior to Marketplace. Buyer appointment-taking delegates also receive a book of prescheduled appointments at Registration. Seller appointment-taking delegates will need to print their appointments and bring them to Marketplace, as they will not be given a copy at Registration.

APPOINTMENT REQUEST – MUTUAL

An appointment request submitted synonymously by a Buyer (Motorcoach/Tour Operator) and a Seller (Travel Industry Supplier), to meet with one another at a prescheduled Marketplace business session.

APPOINTMENT REQUEST – BUYER

An appointment request submitted by a Buyer (Motorcoach/Tour Operator) to meet with a Seller (Travel Industry Supplier), at a prescheduled Marketplace business session.

APPOINTMENT REQUEST – SELLER

An appointment request submitted by a Seller (Travel Industry Supplier) to meet with a Buyer (Motorcoach/Tour Operator), at a prescheduled Marketplace business session.

APPOINTMENT-TAKING DELEGATE

A Buyer or Seller permitted to conduct appointments at Marketplace during their assigned business session.

ASSOCIATE MEMBER

An ABA membership category designation for a supplier of goods and services to the motorcoach industry, to include bus manufacturers, equipment companies, insurance carriers, etc.

ATTRACTION, FOOD SERVICE AND RECEPTIVE OPERATOR MEMBER

ABA membership category designations for travel industry suppliers to the motorcoach industry, such as a historic/natural/manufactured site or activity and to include museums, theme parks, casinos, shopping or entertainment venues, restaurants, rail/passengers vessels, receptive tour services, etc.

BUYER DELEGATE

The designation given to Motorcoach and Tour Operators who attend Marketplace to meet with travel industry suppliers (Sellers) to foster business relationships and plan future charters and tours.

BUYER DELEGATE/ APPOINTMENT-TAKING DELEGATE

A Motorcoach and Tour Operator permitted to conduct Marketplace appointments during their assigned business session.

BUYER DELEGATE/ ROTATION DELEGATE

A Motorcoach and Tour Operator who alternates the Marketplace appointment responsibilities with another company Buyer registrant. Buyers can send one rotation delegate for every appointment-taking delegate registered.

CATALOG

Printed material produced by a motorcoach/tour/wholesale operator to promote their public tour product. This publication may be distributed to travel agents, affinity groups and other tour operators. The catalog description typically offers an itinerary listing of the destination, attractions and activities; departure dates and duration of the tour; and the terms of sale and any disclaimers. Some brochures may list travel suppliers utilized.

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)

CHARTER

A person or an affinity group, such as a bank club, organization, church, school, team, etc., that contracts (hires) a motorcoach for its exclusive use. The motorcoach operator providing the equipment for charter may or may not be involved in selecting tour vendors, such as lodging, meals, sightseeing or attractions.

CIRCLE TOUR

A tour itinerary that departs from and returns to the same geographic origination point.

CITY TOUR

A narrated sightseeing excursion by motorcoach (or alternate transportation) during which a tour guide/escort provides anecdotes, facts and historical information on the area, sites and attractions. The duration of the tour varies from one hour to a half or a full day, which may or may not include disembarkment at the various points of interest.

CVB (CONVENTION AND VISITORS BUREAU)

Also known as a Convention and Visitors Association or Authority. A nonprofit organization supported by membership fee, room tax, user fee, government budget allocations or any combination of these funding mechanisms. Typically, this organization solicits convention, group, tour and transient travel revenues for their area businesses. (also see DMO)

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)

DAY TRIP

A one-day tour to a nearby city/area or attraction which may include meals but does not require overnight accommodations. A Day Trip could be an excursion to a theme park, museum, theater, and entertainment venue or shopping/outlet mall.

DMO (DESTINATION MARKETING ORGANIZATION)

An ABA membership category designation for a travel industry supplier to the motorcoach industry, which promotes a city, region, state, province or country for tourism. This organization is funded by membership fee, room tax, user fee, government budget allocations or any combination of these financial sources. (Also see CVB)

DESTINATIONS MAGAZINE

Chock-full of useful tour-planning tips, ABA's Destinations magazine is a full-color, bimonthly publication. This magazine of North American motorcoach tours and travel offers feature articles highlighting exciting group itineraries, profiles of ABA-member companies, and business articles that can help improve operators' bottom-line.

DIRECTORY OF PARTICIPANTS

An up-to-date listing of company or delegate changes, cancellations and additions is available on www.buses.org/marketplace after Marketplace.

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 motorcoach/tour company, and the number of travel industry suppliers utilized to fulfill the tour product/service. (See Catalog Tour, Group Leader, Travel Industry Member)

ESCORTED TOUR

A travel package which includes the professional service of a trained tour escort/director, which travels with and assists travelers during their excursion. The tour director ensures service fulfillment of itinerary arrangements including sightseeing, attractions, accommodations and restaurants. A tour escort/director represents the motorcoach/tour operator. (Also see Receptive Operator)

FAM TOUR (FAMILIARIZATION TOUR)

A comprehensive sightseeing trip sponsored by Travel Industry Suppliers to educate, promote and entice tourism revenues through tour operators, travel writers, travel agents or group leaders.

F.I.T. (FOREIGN INDEPENDENT TRAVELER OR FULLY INCLUSIVE TOUR)

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.

FOLLOW-UP

An industry term used for sales materials, information, rates, etc., that a Seller sends via fax, mail, or e-mail to an Operator after Marketplace.

GROUP LEADER

A person responsible for the selection and purchase of travel/tour arrangements for an affinity group (i.e., association, bank club, church, school, scout, senior citizen or recreation center). In the distribution channel, Sellers typically protect the relationship between the tour/motorcoach 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, 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)

GROUP TOUR (see Custom Tour)

GUIDE

A professional person hired by a motorcoach/tour operator to conduct a narrative tour (guidespeak) of a specific locality, area or attraction. Some jurisdictions require that a guide be licensed. (Also see Step-on Guide, Receptive Operator)

GUIDESPEAK

A narrative commentary, including historical, cultural and educational information, presented by tour guide/step-on guide to enhance the tour participants sightseeing experience.

HOTEL/MOTEL MEMBER

An ABA membership category designation for a travel industry supplier to the motorcoach industry, to include individual lodging establishments, hotel management companies and national lodging chains.

HUB AND SPOKE ITINERARY

A tour that utilizes a central destination (hub) and supplements the itinerary with day excursions (spoke) to other area sites, attractions, restaurants, and shopping or entertainment venues. This type of itinerary works well in areas where sightseeing and activities are highly concentrated within a reasonable driving distance.

INBOUND INTERNATIONAL TOUR

A tour (often intermodal) originating from a foreign country, thereby, traveling in to visit a country/destination. Such a tour may be operated by a tour company or is generated by an international tour operator or agency, and then serviced by a domestic operator as receptive or charter provider. Hosting inbound international tourism requires additional servicing considerations including foreign consumer protection laws, foreign currency exchange, language translations, and foreign customs, dietary and cultural expectations.

INTERMODAL TOUR

A tour itinerary utilizing two or more modes of transportation such as motorcoach, air carrier, rail or passenger vessel. (e.g., a tour that departs by motorcoach and returns by air)

ITINERARY

A planned routing schedule that details the time, location and all other pertinent information necessary to create and conduct a tour.

LINE RUN

Also known as Scheduled Service. Specified, predetermined regular-route bus service between cities or terminals provided by a motorcoach operator.

LOAD FACTOR

The number of customers booked on a tour, versus the maximum number of tour passengers that can be accommodated on the motorcoach, based on the type of equipment used. A load factor determines the break-even point for profit.

LOCAL RECEPTIVE OPERATOR

Local services provided by a Local Receptive may include meet and greet, sightseeing, ground transportation and vendor selection. Local Receptive Operators are designated as an ABA travel industry supplier member. They may also function as an agent for a Tour Operator.

MANAGEMENT COMPANY OR GROUP

An organization that manages a group of lodging establishments, attractions, food or retail stores/outlets/centers.

MARKETPLACE BUSINESS FLOOR

ABA's business session area at the host convention center, where Buyer and Seller delegates meet to conduct prescheduled appointments. Access to this area is restricted to Appointment-Takers and Business Floor delegates.

MARKETPLACE NETWORKING FLOOR

The all-inclusive Marketplace Networking Floor houses the Marketplace Service Center and allows you to enjoy refreshments in our expansive lounge while visiting with our numerous vendors and sponsors. The Marketplace Networking Floor is open all the time, to all delegates.

MOTORCOACH OPERATOR

Motorcoach Operator companies own at least one motorcoach and conduct group tours.

MULTIPLE ORINATION POINTS

A tour which accepts tour passengers from various departure points. This provides convenience to the tour participant and may increase the operator's distribution of product.

NAME BADGE

A color-coded badge worn by all Marketplace attendees. The badge designates a delegate's membership category, and the business sessions, activities and events that the delegate is permitted to attend. This badge must be worn for the duration of Marketplace week and is non-transferable. A \$100 replacement fee applies for a lost badge.

NATIONAL CHAIN

An organization with multiple service locations/outlets, i.e., hotels, restaurants, attractions operating in a geographic region, country or throughout North America.

OPEN JAW ITINERARY

A tour itinerary that originates from a geographic point and terminates at a different point. This tour may result in an intermodal tour. (Also see Intermodal Tour)

OPERATOR BREAKFAST

A hosted Marketplace event exclusive to Motorcoach and Tour Operator Buyers held on Sunday, Monday, and Tuesday mornings, prior to the day's business session.

OPERATOR MEMBER

The ABA membership category designation for a motorcoach owner/operator or tour operator.

ORIENTATION CENTER

Located in the Marketplace Service Center, it is a section designated for, but not limited to, first-time STAR delegates. It should be the STAR delegates' first stop after registration to attend seminars and learn valuable tips and information on ABA's seven-minute appointments and other Marketplace particulars. All delegates are welcome to come for a refresher course.

OUTBOUND INTERNATIONAL TOUR

A tour traveling to a foreign country that involves the additional operational considerations such as immigration requirements (passports, visas, inoculation, etc.), foreign currency, language barriers and customs. An outbound international tour may be operated by a tour company or may be generated by the tour operator and serviced by a domestic operator/service provider in the foreign destination.

PER CAPITA TOUR (see Catalog Tour)

PREFORMED TOUR (see Custom Tour)

PROFILE FORM

An 8½" x 11", three hole punched sheet, exchanged by both Buyers and Sellers during Marketplace. The Buyers' profile includes a synopsis of the operation, customer base, tour product, types of tour and destinations being offered and key contacts. The Seller's profile form includes information on the facilities/services for the motorcoach/tour market, location, hours of operation, policies, rates etc. Sample profile forms are available from ABA.

PUBLIC TOUR (see Catalog Tour)

RECEPTIVE OPERATOR

A multi-faceted destination specialist whose company provides some or all components of a tour package for resale by a motorcoach/tour/wholesale operator. Tours may also be sold directly to a preformed group. Local services provided by a Local Receptive may include meet and greet, sightseeing, ground transportation and vendor selection. Receptive Operators are designated as an ABA travel industry supplier member. They may also function as an agent for a Tour Operator.

RESOURCE CENTRAL

A Marketplace service area available to all delegates to research all registered companies. Also, office supplies, copiers, computers and charging stations are available to all delegates. This is now a part of the Marketplace Service Center.

RETAIL TOUR (see Catalog Tour)

SAMPLE ITINERARY

A suggested tour prepared by a Destination Marketing Organization (DMO), to market a city/area/region as a tour stop or destination to the motorcoach/tour operator. Typically, a sample itinerary educates the operator on routing, timing, commentary, attraction and supplier information.

SCHEDULED SERVICE (see Line Run)

SCHEDULED TOUR (see Catalog Tour)

SELLER DELEGATE

An ABA registration type for any Travel Industry Supplier. Sellers attend Marketplace to meet with Buyers (motorcoach/tour operator) to foster business relationships, solicit tourism dollars, and become more knowledgeable through education seminars and networking opportunities.

SELLER DELEGATE – APPOINTMENT-TAKING

A registered Travel Industry Seller permitted to conduct Marketplace appointments during their assigned business session.

SELLER DELEGATE – BUSINESS FLOOR

A registered Travel Industry Supplier who is not taking appointments. Business Floor delegates may participate in all Marketplace activities, seminars and events, except pre-scheduled appointments.

SERIES TOUR

Multiple departure dates of a catalog tour.

STAR DELEGATE

An exclusive ABA designation given to first-time Marketplace attendees. A STAR delegate's name badge is specially recognized by a blue ribbon with a star. Special education seminars and an Orientation Program have been designed for STAR delegates.

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, motorcoach/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

A packaged travel product coordinated and executed by a motorcoach/tour operator. A tour consists of components including transportation, sightseeing/guide service, attractions, shopping, meals, entertainment, and lodging or any combination of these elements.

TOUR DIRECTOR

Also known as a tour escort. An employee, or contracted representative of a motorcoach/tour operator, responsible for coordinating the daily itinerary of an escorted tour and ensuring the wellbeing of passengers.

TOUR ESCORT (see Tour Director)

TOUR PLANNER

An employee of a tour/motorcoach company, responsible for developing a tour itinerary and/or purchasing services such as attractions, meals, lodging and transportation.

TOUR OPERATOR

An ABA membership category designation for a tour operator who arranges motorcoach 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 preformed and/or public tour product. (Also see Wholesaler, Receptive Operator)

TOUR VOUCHERS

Also known as tour coupons. Documents issued by a motorcoach/tour operator having a predetermined cash value and exchanged for accommodations, meals, sightseeing and other services with contracted vendors.

TOUR WHOLESALER

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

TRAVEL INDUSTRY MEMBER

An ABA membership category for suppliers to the motorcoach industry including destinations, attractions, restaurants, rail/passenger vessels, hotels, local receptives, etc. (also see DMO, Attraction, Food Service and Local Receptive Operator, Hotel/Motel Member)

WAITLIST (MARKETPLACE)

A list of Seller companies who are registered for Marketplace but cannot be confirmed as appointment-taking delegates because ABA strives to maintain a one-to-one Buyer to Seller ratio. Delegates are taken off the waitlist as additional Buyer companies register, or as registered Seller organizations cancel. (Also see Seller Delegate – Appointment-Taking; Seller Delegate – Business Floor)