



GLOSSARY OF TERMS

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

Mountain Sponsorship: A special type of registration designed for media, services and companies interested in selling to tourism suppliers and destinations during the Marketplace sessions.

Secondary Delegates: Shares an appointment schedule with primary delegate and receives access to all registration deliverables (meals, evening events, resource manual, Destination Day.) Effective for training purposes. Limit of one per primary registration.

Second State Representative: Available only to GWS state sponsors. Shares an appointment schedule with primary delegate and receives access to all registration deliverables (meals, evening events, resource manual, Destination Day.)

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

Full Event Local Press Pass: Includes access to all GWS events and functions including all meals, Education Day, Destination Day, Marketplace, and Supplier Lounge.

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.

Appointment Selection- In the weeks prior to Go West Summit, attendees access their accounts to request Marketplace appointments. Suppliers meet with Tour Operators, Media and Mountain Sponsors. Appointment requests are automatically approved after 72 hours with the option to cancel if necessary. Appointment selection closes prior to the event so you know your Marketplace schedule before heading to Go West.

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

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 supplier registration price.

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 is followed by the evening welcome reception. Open to all Go West Summit attendees.

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 buyer and media 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.

Go West To Go Microsite - Optimized for your phone so you can leave the computer in your hotel room. Access appointment schedules, registrant profiles, Marketplace and Supplier Lounge maps, event schedule, important announcements and more right from the Marketplace floor.

Host/Destination Sponsor- State, hotel and location for Go West Summit.

How to Summit - An Education Session and guide on how to have successful appointments, follow-up tips and tricks and the best ways to increase your 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 local press. Limited to a small number per year. Does not include appointments.

Media - Media attend Go West Summit with either an appointment schedule or a booth in the Supplier Lounge. They are also sometimes referred to as journalists or travel writers

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

Mountain Sponsor - A special type of registration designed for media, services and companies interested in selling to tourism suppliers and destinations during the Marketplace sessions.

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.

Registration desk - Location at the event where event organizers set-up a table or booth and attendees can pick up their name tags, meet the event organizers and ask their questions.

Secondary Delegates: Shares an appointment schedule with primary delegate and receives access to all registration deliverables (meals, evening events, resource manual, Destination Day.) Effective for training purposes. Limit of one per Primary registration.

Speed Appointment Session - The speed appointment session is one full hour of 5-minute unscheduled meetings that suppliers can use to introduce themselves to buyers and media with whom they did not receive a scheduled appointment.

Sponsor - Become a partner of Go West Summit and enjoy heightened visibility during the show. Check out our [sponsor page](#) for a list of current sponsors and to access our sponsor menu.

Sponsor Booth Representative - Go West Summit sponsors who staff their tables 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 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.