

# Tourism 101: Basic Information for Selling to Tourists

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**A White Paper From**



**S**hop America Alliance and the U.S. Cultural & Heritage Tourism Marketing Council have formed a strategic partnership with the Museum Store Association. This is the first in a planned series of white papers to address shopping tourism for the cultural commerce professional. Future MSA tourism white papers will offer more in-depth information and strategies on marketing to tourists. For more information, visit [www.ShopAmericaVIP.com](http://www.ShopAmericaVIP.com), [www.ShopAmericaTours.com](http://www.ShopAmericaTours.com) and [www.uscht.com](http://www.uscht.com).

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# What Is Tourism Marketing?

I was invited to present at Career Day to a group of fourth graders at my daughter's school. My topic was tourism marketing. As we rotated through the classrooms, my 15-minute slot followed the police officer, who answered really fun questions like, "what does it feel like to get shot?" This was a hard act to follow, especially with the 10-year-old boys. I asked if they knew what tourism is. The answers ranged from, "it's when someone shows you around a place" to "it's when bad guys attack our country." (Confused with terrorism.) Interestingly, the students all knew that marketing is selling. These were smart kids, but my point is that tourism is not always easy to define.

The U.S. travel and tourism industry is defined as all travel, both business and leisure, domestic and international, short hop and long haul, to and within the United States. Tourism is an amalgamation of several key industries including airlines, hotels, rental cars, railways, cruise ships, amusement parks, attractions, museums, golf courses, spas, retailers, restaurants, credit card companies, communities and more. Museum stores are a key part of the travel and tourism industry.

## Tourism Economics

- U.S. travel and tourism is one of America's largest industries
- \$703 billion in total travel expenditures, including domestic and international travelers
- \$1.3 trillion in direct, indirect and induced travel expenditures, including international travelers' spending in the United States

*(Source: Travel Industry Association Research)*

## Tourism Drives Commerce

- \$105 billion in tax revenue for local, state and federal governments
- Direct spending by resident and international travelers in the United States averages \$1.8 billion per day; \$75 million per hour; \$1.2 million per minute; and \$21,000 per second

*(Source: Travel Industry Association Research)*

## Opportunity Analysis

- Shopping and dining are the top two travel activities in America
- Cultural and heritage tourism is #3
- Travelers who engage in shopping and cultural or heritage tourism spend more, stay longer and have a better travel experience overall

*(Source: Department of Commerce)*

## What Is Cultural & Heritage Tourism?

**T**he Chairman of the Advisory Council on Historic Preservation, John Nau III, said in his keynote address at the U.S. Cultural & Heritage Tourism Summit: “Culture and heritage tourism — defined as travel directed toward experiencing the arts, heritage and special character of a place — is a \$41 billion industry and a leading sector in tourism ... because heritage travelers stay longer and spend more money than other types of travelers.”

### Who Is the Cultural & Heritage Tourism Traveler?

#### **Baby Boomers** (Born 1946 – 1964)

- Trips are longer, allowing for in-depth exploration at a leisurely pace
- Trips often themed or educational
- As grandparents, boomers are now the force behind multi-generational travel
- Boomers spend an average of \$2,995 on 4.2 trips each year

*(Source: Luxury Marketing Council)*

***“There should be an ‘experiential’ element to the product ... everything from travel to retail.”***

*– Alf Nucifora, Chairman,  
Luxury Marketing Council of San Francisco*



## What Is Shop America Alliance?

**S**hop America Alliance (SAA) is the travel industry's exclusive organization that tracks shopping tourism trends. Formed in 1998, SAA's mission is to promote shopping and dining as the top tourism activities in America. SAA is also active in the Cultural & Heritage Tourism arena and served as the planners and presenters of the U.S. Cultural & Heritage Tourism Summit and co-founders of the U.S. Cultural & Heritage Tourism Marketing Council.

Through education, idea exchange, best practices, tracking, communications and marketing, SAA serves a need to highlight and promote shopping tourism. The 200+ Shop America Alliance members report that tourists spend from four to more than 10 times more than local shoppers. Tourism marketing is also cost efficient and highly targeted, which means excellent return on investment and more sales for less investment.

## Why Is Tourism Important to Your Business?

**“T**ourism 101” assumes that MSA member museums or organizations have a strategic marketing plan and that one or more elements of the plan address attracting tourists as visitors. While tourists, defined as visitors traveling from 100 miles or more and / or staying overnight, are different from your local visitors, the marketing to both segments is closely aligned. Many tourists stay with friends and family (F&F) and go where they are taken or directed by their hosts. If your museum, zoo or aquarium is noted as the “best of” in your area, locals will take their F&F guests there to show it off. Tourists who stay in hotels are also strongly influenced by “local favorite” recommendations gleaned from the Internet, guide books, restaurant and hotel staff, and even total strangers.

The more you, as MSA members and retail tourism professionals, understand about attracting tourists to your institution and serving their retail needs, the more successful and profitable your retail operations will be.

Tourism is a relationship-driven business. The travel experience is enriched when we share our stories through education, idea exchange, entertainment and effective merchandising. In order to strengthen your relationship with the diverse tourism audience, you need to start with information on these key points addressed in this initial white paper.

- Who is your tourism customer?
- How can you identify and track tourists?
- What motivates tourists to shop and spend more?

### MSA Members Tourism Survey Results

- 79% agree that focused promotion of tourism would enhance their retail sales
- 49% currently track tourists visiting their institution
- 46% say that more than half of retail sales come from tourists
- 71% say that more than 25% of retail sales come from tourists

*(311 total respondents, spring 2006)*

## What Motivates Tourists to Shop?

**M**ost tourists are motivated to shop by a combination of the following factors:

### Seven Reasons Tourists Shop

1. **Unique** – Tourists are looking for merchandise that can't be found back home, evokes a sense of place, is part of a special event or experience, or is simply something they do not have access to elsewhere, i.e., artwork, books on a favorite topic, jewelry, etc.
2. **Value / price** – “A better deal than back home” is a very strong motivator for international visitors, especially the Brits and Canadians when exchange rates are in their favor.
3. **Time to shop** – Visitors on vacation will buy items they can find back home, simply because they are in a more relaxed, stress-free vacation mode with time to indulge in recreational shopping.
4. **Planned expenditure** – Many tourists budget for souvenirs or allow for extra money to treat themselves while on vacation.
5. **Shop with family and friends** – A shopping entourage provides encouragement to buy, i.e., “Honey, that looks good on you!”
6. **Extend the experience** – Tourists like to shop for mementos from the destination or event.
7. **Obligation** – Traveling offers a unique opportunity to find a gift or souvenir for a loved one left behind, or as a thank you for the baby sitter, pet sitter, house sitter, etc.

Just as important as understanding the primary behavioral motivators is removing the barriers to buying.

### Seven Reasons Tourists Do Not Buy

1. **Can't take it with them** – Travelers have concerns about transporting their purchases or having to deal with difficult shipping issues. Solution: Make shipping easy and display prominent signage that states, “We ship anywhere.”
2. **It's not unique or special** – Visitors don't want to shop for things they can find at Wal-Mart. Solution: Merchandise with a clear point of view and share the unique stories of your merchandise via your sales staff or visual merchandising.
3. **Assortment issues** – Sales will be lost if the visitor can't find the right size, style, quantity or color desired. Solution: Make it clear that you can do special orders and that you ship anywhere.
4. **Stress** – When shopping with family or friends at the end of their museum visit, sometimes others in the party are tired or eager to leave. Solutions: Provide options for purchasing once they leave your institution, i.e., a catalog or online store. Consider adding comfortable





seating with magazines or a play area to entertain the non-shoppers while the primary shoppers have time to browse.

5. **Access** – If visitors don't see your store, they don't know you exist or what you carry. Requiring paid admission to shop in the store is another deterrent. Solutions: If the store's location makes it hard to find, provide signage or merchandise displays at the point of admission and make sure visitors can gain access to the store even without the admission fee.
6. **Poor customer service** – Inattentive sales staff and long lines at the register will cause visitors to leave your store without making a purchase. Solutions: Continually train your staff on key customer service principles and reward them for excellent service.
7. **Weak visual merchandising** – Uninteresting displays and poor lighting will not entice customers into your store, let alone help them make a purchase. Solution: Tell a story with the merchandise.

## Who Are Your Tourism Customers? How Can You Track Tourists?

Once you understand that tourism is a key business segment that can and will drive incremental sales at your museum store, your focus will shift to how to attract more tourists and track spending.

It's important to note that not all tourists have the same propensity to spend. You can easily discern that if your retail merchandise targets model train buffs, for example, or gardeners, that attracting the right demographic and psychographic profile will yield the greatest sales. Similarly, certain types of tourists spend more than others. International visitors typically outspend domestic travelers. Baby boomers typically outspend seniors or student groups. We can offer many broad generalizations here that, candidly, will not be as helpful as the information you can glean from tracking (see "Five Effective Ways to Track Tourists" below), observation and tourism market research that should be available from your local convention and visitors bureau.

It is essential to have ongoing systems in place to track tourists and their spending. The results will be very positive, even surprisingly high in most cases, and will justify your efforts to increase tourism business! There are many ways to track tourists, from simple guest books and license plate counts to sophisticated POS systems that capture ZIP codes and visitor intercepts. This need not be complex or overwhelming. Often a simple and friendly "where are you from" will elicit the tourism information that your staff can be trained to track.

We recommend that you train your staff to start looking for tourists and recognizing that they are a special sub-set of your customer base that will spend more and have different needs and wants. Below are just a few ideas you may find helpful to incorporate into your tracking system.

### Five Effective Ways to Track Tourists

1. **Special exhibitions.** These events will attract out-of-town guests and provide a perfect opportunity to track sales. Be sure to encourage visitors to sign your guest register book or sign-up for your mailing list. Make sure you capture customer ZIP codes or country of origin. With this system you can do follow-up marketing, determine the impact of exhibition sales on your tourism business and monitor your overall tourism in normal periods versus special event periods.

2. **Parking lot license surveys.** Your museum may want to track tourists with parking lot license surveys on an ongoing basis. While not 100% statistically accurate due to rental cars or tourists coming with friends and families, in many markets this is a quick and easy snapshot of when you have a higher percentages of out-of-state visitors.
3. **Track cost-efficient, pre-arrival marketing.** Partner with your local convention and visitors bureau (CVB) and other attractions to distribute information out of your market prior to the traveler ever leaving home. Known as pre-arrival awareness, this strategy is very influential and measurable if you include an incentive offer for a free gift with purchase or a minimal discount in your store. Track responses and share your results with your team as you build and refine your distribution.
4. **Tracking key items helps you sell more.** Use your tracking to determine your store's best sellers for tourists. Ideally, these will be unique items with local flavor. Share this information with your CVB and other tourism partners for public relations purposes. If the items are affordable, offer special rates for bulk orders of these unique items for tradeshow gifts or provide to hotels as freebies in the rooms.
5. **Build a relationship with your local CVB sales team.** They are responsible for not just marketing the area and the hotels, but bringing guests to your museum who will shop in your store. Offer to host special events, as appropriate. For example, consider hosting an in-store wine and cheese reception for travel agents, travel media and tour operators who bring business into your market. The CVB is always looking for unique venues and your store may be perfect. If your museum is a member of the CVB, make sure you are copied on leads, newsletters and sales reports. The CVB tracks the business they bring to the community and can assist you with ideas and opportunities, at little or no cost.





# Glossary of Tourism Terms

Every field has its own special language. Tourism communications are laced with a variety of terms and acronyms that may sound foreign to you at first. All of us in the industry recall that this was a confusing area when starting out. Here is an introduction to the most commonly used tourism terms, organizations and acronyms. Keep this list as your handy reference as we progress with future tourism topics.

## Tourism Terminology

**Bed & Breakfast (B&B):**

Overnight accommodations, usually in a private home or boarding house, with a full American-style breakfast included in the rate.

**Blocked Space:** Reservations (for airline tickets, hotel accommodations, tours, etc.) made with suppliers by wholesalers or travel agents in anticipation of resale.

**Booking / Reservation Form:** Signed by customers purchasing tours, stating exactly which tour is being purchased. The form also outlines all liability.

**Charter Flight:** A flight booked exclusively for the use of a specific group or groups who are traveling on an inclusive tour charter program.

**Commissionable Rates:** Includes a fee or commission that the travel agent or tour operator retains for sales of accommodations, transportation or services.

**Confidential Tariff:** A schedule of wholesale rates distributed in confidence to travel wholesalers and travel agents.

**Consolidator:** A person or company that forms groups to travel on air charters or at group fares on scheduled flights to increase sales, earn override commissions or reduce the possibility of tour cancellations.

**Convention (Conference) & Visitors Bureau (CVB):** Local tourism authority; also called the CVA or Convention & Visitors Association.

**Cultural & Heritage Tourism:** Traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past and present. It includes cultural, historic and natural resources.

**Destination:** The place to which a traveler is going; or any city, area, region or country being marketed as a single entity to tourists.

**Destination Management Organization (DMO):** The Convention & Visitors Bureau (CVB) or State Tourism Office.

**Double Occupancy Rate:** The price per person for a room shared with another person.

**Escort:** A person, usually employed by a tour operator, who accompanies a tour from departure to return as guide or trouble-shooter; or a person who performs such functions only at the destination. The terms host-escort or host are often used, and are preferred, to describe this service.

**Escorted Tour:** A pre-arranged travel program, usually for a group, with escort service. Fully

escorted tours may also use local guide services.

**Familiarization Tour:** Also called FAM tours. A complimentary or reduced-rate travel program for travel agents, airline or rail employees, or other travel buyers, designed to acquaint participants with specific destinations or suppliers and to stimulate the sale of travel. Familiarization tours are sometimes offered to travel journalists as research trips for the purpose of cultivating media coverage of specific travel products.

**Fly / Drive:** A traveler who purchases an air and rental car package only.

**Foreign Independent Travel or Foreign Individual Travel (FIT):** An international, pre-paid, unescorted tour that includes several travel elements such as accommodations, rental cars and sightseeing. An FIT operator specializes in preparing FIT documents at the request of retail travel agents. FITs usually receive travel vouchers to present to on-site services as verification of pre-payment.

**Geotourism:** Tourism that sustains or enhances the geographical character of the place being visited, including its environment, culture, aesthetics, heritage and the well-being of its residents.

**Ground Operator:** A company that provides local travel services, including transportation or guide services.

**Group Leader:** Escort of a group tour.

**Group Tour:** Twelve to 50 travelers together, usually on a motorcoach.

**HATS, BAGS & EATS:** A collection of cultural and heritage shopping packages developed and marketed by Shop America Tours and the California Travel & Tourism Commission.

HATS – History, Arts, Tours & Shopping

BAGS – Botanical Arts, Gardens & Shopping

EATS – Epicurean Arts, Tours & Shopping

**Historic District:** A defined geographical area which may be as small as a few contiguous buildings or as large as an entire neighborhood, central business district or community, within which historic properties associated with a particular time or theme in a community's history predominate. Often the collective significance of the district may be greater than that of any one building or archaeological site. As a planning tool, historic district designation is often used to ensure the preservation of historic properties within the defined boundary, or to encourage reinvestment of the buildings.

**Historic Property:** A site that has qualities that make it significant in history, architecture, archaeology, engineering or culture; sometimes more specifically a site which is eligible for, or listed on, the National Register of Historic Places, or on a local or state register of significant sites.

**Historic Resource:** A historic building, site, structure, object or district which has the potential to benefit the community economically, educationally or in some other way if it is preserved.

**Hostel:** Inexpensive, supervised lodging; particularly used by young people or elders.

**Hotel Package:** A package offered by a hotel, sometimes consisting of no more than a room and breakfast; sometimes, especially at resort hotels, consisting of ground transportation, room, meals, attractions, shopping and other components.

**Incentive Tour:** A trip offered as a prize, usually by a company to stimulate employee sales or productivity, i.e., a golf package offered to top producers at Ford Motor Company.

**Incentives:** Payment tour operators expect for bringing you business, i.e., commissions, fees or gifts.

**Itinerary:** Travel schedule provided by a travel agent for his / her customer. A proposed or preliminary itinerary can be specific or rather vague. A final itinerary, however, provides all details — flight numbers, departure times, reservation confirmation numbers, etc. — and describes planned activities.

**Landmark:** A building, structure or object that marks the land; the familiar old building or other property that provides orientation to a community or region.

**Lure Brochure Basic:** 4" x 9" color brochure used in tourism marketing; rack size format.

**Meet & Greet:** Attraction staff meets the group tour when they arrive and provides information and small gifts.

**Meeting Planners:** Key contacts with conventions and corporate groups.

**Motorcoach:** Preferred name for a tour bus.

**Museum:** Institution devoted to the procurement, care, study and display of objects of lasting value or interest.

**National Heritage Area:** A place designated by the U.S. Congress, where natural, cultural, historic and recreational resources combine to form a cohesive, nationally distinctive landscape arising from patterns of human activity shaped by geography.

**National Register of Historic Places:** The nation's official roster of properties that should be preserved because of their significance in American history, architecture, archaeology, engineering or culture. The National Register recognizes important historic buildings, sites, structures, objects and districts. It includes properties of local, state or national importance.

**Net Rate:** Price of goods to be marked up for eventual resale to the consumer.

**Online Travel Agent (OTA):** Expedia, Travelocity, Orbitz, Priceline and many more that do business primarily via the Internet. Currently account for more than 60% of all travel sales in the United States.

**Packager:** Anyone organizing a tour including prepaid transportation and travel services, usually to more than one destination.

**Package Tour:** A saleable travel product offering an inclusive price with several travel elements that would otherwise be purchased separately. Usually has a predetermined price, length of time and features, but can also offer options for separate purchase.

**Person-trip:** The research term for one person taking one trip of 100 or more miles, one-way, away from home.

**Preservation Commission:** A governmental body appropriated by the mayor or city council under local law in some communities to advise on matters affecting historic resources; recommend official designation of significant historic properties and historic districts as local landmarks; and review proposed work to the community's officially designated local landmarks and in its official historic districts. Although the responsibilities and composition of commissions vary by local law, most have five to 10 members representing a variety of interests and areas of expertise related to preservation and revitalization of historic properties.

**Preservation Plan:** A document which evaluates a community's historic resources and makes recommendations on steps which may be taken to ensure that they are preserved and reused to the community's economic and social benefit.

**Rack Rate:** The official cost posted by a hotel, attraction or rental car, but not used by tour operators.

**Receptive Operator:** An international tour operator or travel agent based in the United States, specializing in services for incoming visitors, such as meeting them at the airport and facilitating their transfer to lodging facilities. Often the most

efficient contact for shopping tours.

**Rep:** Representative for attractions in various markets.

**RES Agent Training:** Organized visits to offices of reservation agents by tour operators to train them on specific tourism products.

**Retail Agency:** Travel company selling directly to the public; sometimes a subdivision of a wholesale and / or retail travel organization.

**Sales Mission:** Organized visit to offices of tour operators and wholesalers by small groups of suppliers; usually done with several operators in a day in a series of meetings.

**Single Supplement:** An extra charge assessed to individuals traveling alone who do not want to share accommodations.

**Supplier:** The actual producer of a unit of travel merchandise, such as a carrier, hotel or sightseeing operator.

**Technical Visit:** Tour designed for a special interest group, usually to visit a place of business with a common interest. The tour usually includes part business / part leisure and is customized for the group. Also called Technical Tours, which are popular with the Japanese market.

**Tour:** Any pre-arranged (but not necessarily prepaid) journey to one or more places and back to the point of origin.

**Tourism:** The business of providing and marketing services and facilities for pleasure travelers. Thus, the concept of tourism is of direct concern to governments and carriers and the lodging, restaurant and entertainment industries, and of indirect

concern to virtually every industry and business in the world.

**Tour Leader:** A person with special qualifications to conduct a particular travel group, such as a botanist who conducts a garden tour.

**Tour Operator:** A company that plans, creates and / or markets inclusive tours and / or performs tour services to travel agents and consumers.

**Tour Wholesaler:** Same as tour operator, but with activities limited to selling product to travel agents only.

**Travel Agent:** The individual who sells travel services, packaged tours, issues tickets and provides other travel services to the traveler at the retail level.

**Travel Commission:** The amount of net income that travel agents or tour operators receive from a supplier for selling transportation, accommodations or other services.

**Travel Trade Media:** Publications that reach tour operators and travel agents with travel news and views.

**Vouchers:** Documents issued by a tour operator to be exchanged for accommodations, meals, sightseeing, admission tickets, etc., or redeemable for discounts, coupon book or other incentives at the shopping center or attraction.

**Wholesaler:** A company that usually creates and markets inclusive tours and FITs for sale through travel agents. Usually sells nothing at retail, but also does not always create his / her own product; also less likely to perform local services.

# Organizations

**Advisory Council on Historic Preservation (ACHP):** Works to promote the preservation, enhancement, and productive use of America's historic resources; advises the U.S. President and U.S. Congress on national historic preservation policy. [www.achp.gov](http://www.achp.gov)

**Alliance of National Heritage Areas:** Informal organization of federally-designated heritage areas and corridors, committed to raising awareness of the benefits of National Heritage Areas to the public; fosters educational opportunities and partnerships among organizations in the heritage development field. [www.nationalheritageareas.com](http://www.nationalheritageareas.com)

**American Association of Museums (AAM):** National organization representing every type of museum (art, history, science, military and maritime, and youth museums, as well as aquariums, zoos, botanical gardens, arboretums, historic sites, and science and technology centers), addressing its members' needs and enhancing the ability of museums to serve the public interest. [www.aam-us.org](http://www.aam-us.org)

**American Association for State and Local History (AASLH):** Nonprofit organization provides leadership, service and support for its members who preserve and interpret state and local history in order to make the past more meaningful in American society. [www.aaslh.org](http://www.aaslh.org)

**American Automobile Association (AAA):** Organization providing its members with travel, insurance, financial and automotive-related services. Also operates retail travel agencies. [www.aaa.com](http://www.aaa.com)

**American Bus Association (ABA):** Trade association representing charter and intercity bus companies, as well as motorcoach owners and operators focused on group tours for international and domestic, seniors and student group markets. [www.buses.org](http://www.buses.org)

**American Craft Council:** National, nonprofit educational organization dedicated to promoting the understanding and appreciation of contemporary American craft. [www.craftcouncil.org](http://www.craftcouncil.org)

**American Hotel & Lodging Association (AH&LA):** Trade association for the lodging industry; provides its members with tools and resources to provide bottom line savings and ensure a positive business climate for the lodging industry. [www.ahma.com](http://www.ahma.com)

**American Society of Travel Agents (ASTA):** Trade association of retail travel agents; facilitates the business of selling travel through effective representation, shared knowledge and the enhancement of professionalism. [www.astanet.com](http://www.astanet.com)

**Americans for the Arts:** National organization that strives to make arts more accessible to every adult and child in America by working with cultural organizations, arts and business leaders and individuals to foster leadership, education and information that will encourage support for the arts and culture in U.S. communities. [www.artsusa.org](http://www.artsusa.org)

**Association of Retail Travel Agents (ARTA):** Trade association of North American travel agents. [www.artaonline.com](http://www.artaonline.com)

**Business Enterprises for Sustainable Travel (BEST):** Serves as the leading source of knowledge on innovative travel and tourism practices that advance business, community and travelers' interests and which also support the economic and social sustainability of destinations. [www.sustainabletravel.org](http://www.sustainabletravel.org)

**California Travel & Tourism Commission:** An organization devoted to promoting travel to and tourism in California. [www.visitcalifornia.com](http://www.visitcalifornia.com)

**Cultural & Heritage Tourism Alliance (CHTA):** Informal group of U.S. practitioners responsible for cultural and heritage tourism programs in states, cities and regions, promoting the integration of culture and heritage into a broad range of economic development strategies. [www.chtalliance.com](http://www.chtalliance.com)

**Destination Marketing Association International (DMAI):** Formerly the International Association of Convention & Visitors Bureaus (IACVB), this worldwide association is dedicated to improving the effectiveness of destination marketing organizations. [www.iacvb.org](http://www.iacvb.org)

**Discover America Partnership:** An effort led by some of America's foremost business leaders to strengthen America's image around the globe. It aims to empower the American people as the nation's ambassadors by increasing their opportunities to interact with international visitors. [www.poweroftravel.org](http://www.poweroftravel.org)

**Institute of Museum and Library Services (IMLS):** An independent federal agency that fosters leadership, innovation and a lifetime of learning by creating strong libraries and museums that connect people to information and ideas. [www.ims.gov](http://www.ims.gov)

**International Association of Amusement Parks & Attractions (IAAPA):** The trade association of amusement parks, waterparks, family entertainment centers, zoo, aquariums, attractions and museums, and the manufacturers and suppliers that serve them. [www.iaapa.org](http://www.iaapa.org)

**The Luxury Marketing Council Worldwide:** Monitors trends and facilitates partnerships to market to the nearly nine million luxury travelers (those with incomes of \$1 million or more) in the United States. [www.luxurycouncil.com](http://www.luxurycouncil.com)

**Museum Store Association (MSA):** International organization representing museum store professionals worldwide from more than 1,600 institutions. By encouraging high standards of professional competence and conduct, MSA helps museum store managers better serve their institutions and the public. [www.museumdistrict.com](http://www.museumdistrict.com)

**National Assembly of State Arts Agencies (NASAA):** Membership organization of the nation's state and jurisdictional arts agencies that advances and promotes a meaningful role for the arts in the lives of individuals, families and communities throughout the United States. [www.nasaa-arts.org](http://www.nasaa-arts.org)

**National Council of Attractions (NCA):** Umbrella trade group within the Travel Industry Association (TIA) that serves as a forum for a broad group of attractions from amusement parks to historic homes to zoos and aquariums. [www.tia.org/express/ntlcouncil\\_of\\_attractions.html](http://www.tia.org/express/ntlcouncil_of_attractions.html)

**National Endowment for the Arts (NEA):** Independent agency of the federal government serving the public good by nurturing human creativity, supporting community spirit and fostering appreciation of the excellence and diversity of America's artistic accomplishments through grant making, leadership initiatives, partnerships and public information. [www.arts.endow.gov](http://www.arts.endow.gov)

**National Endowment for the Humanities (NEH):** Independent grant-making agency of the U.S. government dedicated to supporting research, education preservation and public programs in the humanities. [www.neh.gov](http://www.neh.gov)

**National Park Service (NPS):** A division of the U.S. Department of Interior, NPS preserves unimpaired the natural and cultural resources and values of the national park system for the enjoyment, education and inspiration of this and future generations. It also oversees the National Register of Historic Places and assists federally-designated national heritage areas. [www.nps.gov](http://www.nps.gov)

**National Register of Historic Places:** Administered by the National Park Service (NPS), the Register is part of a national program to coordinate and support public and private efforts to identify, evaluate and protect the historic and archeological resources of the United States. [www.cr.nps.gov/nr](http://www.cr.nps.gov/nr)

**National Tour Association (NTA):** Trade association of tourism professionals, including motorcoach tour operators, attractions and group travel buyers, involved in the growth and development of the packaged travel industry. [www.ntaonline.com](http://www.ntaonline.com)

**National Trust for Historic Preservation:** National nonprofit organization dedicated to saving historic places and revitalizing America's communities by providing advice and assistance. It also manages the nation's first cultural heritage tourism program and the National Trust Main Street Center, a program that pioneered the "main street" approach to commercial district revitalization. [www.nthp.org](http://www.nthp.org)

**Office of Travel & Tourism Industries (OTTI):** The federal agency responsible for tracking and analyzing international visitation to the United States. Its role is to expand travel and tourism business opportunities for employment and economic growth. [www.tinet.ita.doc.gov](http://www.tinet.ita.doc.gov)

**Partners in Tourism:** Coalition among national associations and federal agencies broadly representing the arts, humanities, heritage and tourism organizations around the country, dedicated to building a common agenda for cultural tourism. [www.nasaa-arts.org/artworks/partners.shtml](http://www.nasaa-arts.org/artworks/partners.shtml)

**President's Committee on the Arts and the Humanities (PCAH):** Helps to underscore the civic, social, educational and historical value of arts and humanities in the life of America. It recognizes cultural excellence; engages in research; initiates special projects; and stimulates private funding. [www.pcah.gov](http://www.pcah.gov)

**Receptive Services Association of America (RSAA):** Organization of receptive tour operators and suppliers. Its focus is on working with suppliers, regulatory agencies and travel promotion bureaus to improve the quality of travel-related services for foreign visitors. [www.rsana.com](http://www.rsana.com)

**Shop America Alliance LLC (SAA):** Premier shopping / tourism organization representing more than 200 of the America's top shopping centers, outlets, retailers, destinations and the Museum Store Association. [www.shopamericavip.com](http://www.shopamericavip.com)



**Shop America Tours:** Division of Shop America Alliance (SAA) that develops and markets packaged tours that include shopping. [www.ShopAmericaTours.com](http://www.ShopAmericaTours.com)

**Society of American Travel Writers (SATW):** An association of journalists, photographers and media relations professionals whose primary occupation is reporting about travel destinations. [www.satw.org](http://www.satw.org)

**Travel Industry Association (TIA):** The nonprofit trade organization of companies and government agencies representing all segments of the travel industry formed to promote and facilitate travel to and within the United States. [www.tia.org](http://www.tia.org)

**Travel & Tourism Research Association (TTRA):** A professional society of market researchers specializing in the travel industry; it facilitates access to numerous sources of information to support research efforts. [www.ttra.com](http://www.ttra.com)

**U.S. Cultural & Heritage Tourism Marketing Council:** An independent, for profit organization of destination marketing organizations and marketing professionals dedicated to developing “dynamic” cultural and heritage tourism packages that offer unique and innovative cultural and heritage experiences to visitors to and within the United States. [www.uscht.com](http://www.uscht.com)

**Visit USA / See America Committees:** International, membership-based organizations that provide in-country marketing services in selected parts of the world. [www.tia.org/marketing/visit\\_usa\\_committees.html](http://www.tia.org/marketing/visit_usa_committees.html)

## Tourism Tradeshows

**Active America Travel Summit:** A destination development conference for the Japan inbound tourism market that brings together top Japanese tour operators with invited suppliers and destinations to develop new tour opportunities. [www.activeamerica.net](http://www.activeamerica.net)

**American Bus Marketplace:** Put on by the American Bus Association (ABA), this annual appointment show allows bus owners and tour operators to meet with travel industry representatives from destination marketing organizations. [www.buses.org](http://www.buses.org)

**Brazilian Association of Travel Agents (ABAV):** Offers the top international Brazilian travel tradeshow; held in a different Brazilian city each year. [www.abav.com.br](http://www.abav.com.br)

**E-Tourism Summit:** A travel industry conference and marketplace that focuses on e-commerce and marketing international tourism. [www.etourismsummit.com](http://www.etourismsummit.com)

**Expo Vacaciones:** Top Mexican travel tradeshow that promotes tourism to the United States; held annually in Mexico City. [www.expovacaciones-usa.com.mx/exhibitors/generalinfo.htm](http://www.expovacaciones-usa.com.mx/exhibitors/generalinfo.htm)

**Go West Summit:** Premier business-oriented, international annual travel tradeshow selling the American West (Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming). [www.gowestsummit.com](http://www.gowestsummit.com)

**International Pow Wow:** The largest international travel trade event held each year in the United States with more than 5,000 participants; organized by the Travel Industry Association (TIA). [www.tia.org/powwow/index.html](http://www.tia.org/powwow/index.html)

**ITB Berlin:** World's largest travel trade event with more than 65,000 delegates; held each March in Berlin, Germany. [www.itb-berlin.com](http://www.itb-berlin.com)

**La Cumbre:** Largest Latin American travel trade event in the United States. [www.lacumbre.com](http://www.lacumbre.com)

**Marketing Outlook Forum:** Organized by the Travel Industry Association (TIA), an annual meeting and tourism research / idea exchange held each fall. [www.tia.org/industrymeet/mof/index.html](http://www.tia.org/industrymeet/mof/index.html)

**Meeting Professionals International (MPI):** Holds an annual conference for meeting planners and travel suppliers. [www.mpiweb.org](http://www.mpiweb.org)

**National Tour Association (NTA):** Holds a convention and spring meeting for its membership of national tourism professionals each year, focusing on group tours to and within North America. [www.ntaonline.com](http://www.ntaonline.com)

**Receptive Services Association of America (RSA):** Holds an annual summit for receptive tour operators and suppliers; alternates each year between New York and Florida. [www.rsana.com](http://www.rsana.com)



**Shop America Tourism Conference:** Annual sales meeting and educational forum for shopping, dining and cultural tourism.  
[www.shopamericavip.com](http://www.shopamericavip.com)

**Travelcom:** Annual meeting organized each spring by the Travel Industry Association (TIA); devoted to travel distribution and e-commerce.  
[www.tia.org/industrymeet/Travelcom/index.html](http://www.tia.org/industrymeet/Travelcom/index.html)

**World Travel Market (WTM):** Major travel tradeshow held in London each year in November. Provides an opportunity for the global travel trade industry to meet, network, negotiate, conduct business and stay abreast of trends.  
[www.wtmlondon.com](http://www.wtmlondon.com)

## Common Acronyms

**BAGS:** Botanical Arts, Gardens & Shopping

**B&B:** Bed and Breakfast

**CVA:** Convention & Visitors Association

**CVB:** Convention (Conference) & Visitors Bureau

**DMO:** Destination Management Organization

**EATS:** Epicurean Arts, Tours & Shopping

**FAM:** Familiarization Tour

**FIT:** Foreign Independent Traveler or Frequent Independent Traveler

**GSA:** General Sales Agent

**HATS:** History, Arts, Tours & Shopping

**OTA:** Online Travel Agent



**Thank you for your interest! We welcome your comments, suggestions and questions:**

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