
Mission Statement:
Tourism (Travel Trade)

*To promote the entire metropolitan Phoenix region to the domestic
and international leisure travel market.*

TOURISM

It is the overall objective of the *Tourism* department to increase the number of leisure visitors traveling to Greater Phoenix through a lead distribution program, cooperative marketing, tradeshows, familiarization trips and sales missions. The department works closely with domestic and international tour operators and travel agents to develop programs and itineraries that result in an increase in room nights booked and activities experienced in the Phoenix area.

Our department provides substantial benefit to Visit Phoenix members by obtaining and distributing sales leads and general information requests from travel industry professionals. There is an ongoing effort to also increase marketing programs that reach out to travel professionals and potential visitors which will ultimately assist in future consideration of our destination as the perfect vacation destination.

The department is also the primary resource for Visit Phoenix members for information pertaining to virtually every aspect of tourism, from market trends to current and significant industry issues. The Tourism Team takes great pride in the close relationship it has developed with the Greater Phoenix hospitality community and strives to continually improve an already strong tourism product.

Travel Industry

The travel industry is defined as anyone providing a travel product or service.

- ◆ Within the industry, travel suppliers provide travel products. Travel suppliers include airlines, hotels, rental car companies, cruise lines and attractions.
- ◆ Additionally, travel services are provided by agents of the suppliers and organizations that promote destinations. These service organizations include travel agents, wholesale tour operators, receptive tour operators, reservation agents, booking services, federal, state and local offices of tourism and convention and visitors bureaus.

Leads

Tourism provides substantial benefit to Visit Phoenix members by obtaining and distributing sales leads and general information requests from tour operators, travel agents and other travel industry professionals.

Familiarization Trips/Tours (FAMS)

Tourism cultivates clients through familiarization trips to the Greater Phoenix area.

- ◆ A familiarization trip, or FAM as it's known in the travel industry, is a free or reduced-rate travel plan to educate travel sellers about certain destinations in order to stimulate the sale of travel to that destination.
- ◆ A FAM is a great way for Visit Phoenix members to promote their businesses to travel industry professionals.

TOURISM

Trade Shows

- ◆ A trade show is an event that brings together buyers and sellers in the tourism industry for the purpose of learning more about the products or services the other has to offer. These products/services can be purchased to sell to consumers for the following year.
- ◆ Members are encouraged to participate in trade shows to market their product or service to others in the industry (see list of tentative trade shows open to members).

Sales Missions

- ◆ Members are encouraged to join in sales missions in key feeder cities throughout the year. Cities and countries under consideration for these missions are selected due to travel trends in the market and input from our tour operator and travel agent partners.
- ◆ Members have the opportunity to join in on sales calls and events in each market or they can be represented by participating in a brochure distribution program. Both of these options are supported by all member participants receiving sales contact lists. Contact lists assist members in creating a workable, current, database to communicate future specials and offerings.

Tourism Terminology

Ad Hoc Group: a one-time-only group organized for a specific travel occasion

Add-on: a supplement to a package that has a separate price that is usually less than the normal or public price

All-Inclusive Tour: a term used for a specific package in which all components of the package, including tax and gratuity, are part of the price; generally, the traveler assumes an “all inclusive” package includes transportation, lodging, meals, gratuities, taxes and some form of sightseeing or rental car

FAM Trip or Familiarization Tour: a free or reduced-rate travel plan to educate travel sellers about certain destinations in order to stimulate the sale of travel to that destination

Foreign Independent Travel (FIT): an international trip planned to an individual client’s specifications, which is normally prepaid and usually unescorted; the hospitality industry uses this term to mean “frequent individual traveler”

Fly/Drive Tour: an F.I.T. package that always includes air travel and a rental car and sometimes other travel components

Ground Operator: a company that provides local travel services, transfers, sightseeing, guides, etc.

Group Inclusive Tour (GIT): a prepaid tour of specified size, ingredients and value, sometimes referred to as an “ad hoc” tour

Hub-and-Spoke Tour: a tour centered around a particular area, with short day trips originating from and returning to that area

Motorcoach: a tour bus normally able to accommodate 46 to 54 passengers

Net Rate: a discounted, non-commissionable price

Net Rate Contract: usually used between a hotel and a tour operator, this contract will offer rooms at a discounted, non-commissionable, seasonal rate to be included in an IT or FIT package and resold through travel agents to the public

Package: travel arrangements with two or more components offered for one price, inclusive of all taxes and normally listed in brochures and sold through travel agents

Post Trip Tour: an optional extension or side-trip package offered after a meeting, gathering or convention

Pre-Trip Tour: an optional extension or side-trip package offered before a meeting, gathering or convention

Receptive Operator: a tour operator who specializes in services for incoming visitors; many large receptive operators develop packages which encompass an entire country and sell these packages through wholesale tour operators in foreign countries

Sales Mission: individual sales call to a targeted destination

Special Interest Tour: a tour designed to appeal to clients with a concern about a specific subject; most such tours provide an expert tour leader and usually visit places and/or events of special interest to the participants

Supplier: the actual provider of a travel product such as a hotel, airline, cruise ship, car rental agency, etc., not the travel agent or tour operator selling the product

Tour: a prearranged, prepaid journey to one or more destinations that generally returns to the point of origin, is usually arranged with an itinerary of leisure activities, and includes at least two travel elements

Tour Operator: a person or company that contracts with suppliers to create and/or market a tour and/or subcontract their performance

Tourism: the business of providing marketing services and facilities to leisure travelers

Tour Organizer: an individual, sometimes a travel agent, who organizes a group of travelers to participate in a special tour; this individual does not necessarily have conference appointments and may not be a tour wholesaler

Tour Series: multiple departures to the same destination throughout the year; a multiple group movement that departs from the same point of origin and travels the same itinerary over a set period of time (Example: the hotel may contract for a series of group arrivals consisting of 70 arrivals at 25 rooms each arrival for a 2 night stay per arrival; this is an example of a tour series from a hotel perspective)

Wholesaler: a company that usually packages travel products, prints brochures and markets these packages through travel agents