

Glossary:

Attractions

General all-inclusive term travel industry marketers use to refer to products that have visitor appeal, like museums, historic sites, performing arts institutions, preservation districts, theme parks, entertainment and national sites

Commissions

A percent of the total product cost paid to travel agents and other travel product distributors for selling the product to the consumer.

Tourist/Visitor/Traveller

Any person who travels either for leisure or business purposes more than 100 miles (round-trip) in a day or who stays overnight away from his/her primary domicile

Visitors Center

Travel information center located at a destination to make it easier for visitors to plan their stay; often operated by a convention and visitors bureau, chamber of commerce or tourism promotion organization