



## Audiences London Cultural Tourism Resources

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Case-studies

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*Wish you were here ...*  
**Cultural Tourism Symposium**  
for arts and heritage in London  
Tuesday 25 May 2010  
10am - 5.30pm - Tate Modern

with support from  
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## Glossary

<b>Allocation</b>	A block booking of hotel rooms or airline seats by an operator or agent who can then call on that allocation without having to keep re-checking availability with the hotel or airline, until a specified release date.
<b>Business Travel</b>	For commerce rather than pleasure.
<b>Convention or Conference Bureau</b>	Usually a publically funded organisation charged with the promotion of a town or region for conferences, meetings and exhibitions.
<b>Day Visitors</b>	Visitors who arrive and leave the same day irrespective of why they are travelling.
<b>Destination Management Company (DMC)</b>	Company that handles all bookings and arrangements for tours or conferences in a specific destination. Tour operators or conference planners are likely to use the services of a DMC because of their specialist local knowledge.
<b>Destination Marketing Organisation (DMO)</b>	Company or consortia (often a public/private partnership) responsible for the promotion of a specific area or town. DMOs are becoming increasingly popular in the UK.
<b>Domestic Tourism</b>	UK residents travelling within the UK itself.
<b>Dwell Time</b>	Length of time visitors spend at an attraction. Dwell time is often taken into consideration when setting admission fees as a way of ensuring value for money.
<b>Emerging Markets</b>	Refer to the London Development Agency and Greater London Authority's international promotion activity in China and India.
<b>Global Competitiveness</b>	This refers to the work of the London Development Agency in promoting London internationally as a place to study, visit, do business and invest.
<b>Familiarisation or Fam. Trip</b>	Free or reduced rate trip, usually for tour operators, travel agents or journalists so they can experience a destination or tourism product first hand and then promote it.
<b>Foreign Independent Travel or Foreign Individual Travel (FIT)</b>	An international pre-paid, unescorted tour that includes several travel elements such as accommodations, rental cars and sightseeing. A FIT

	operator specializes in preparing FITs documents at the request of retail travel agents. FITs usually receive travel vouchers to present to on-site services as verification of pre-payment
<b>Geotourism</b>	Focuses on preserving a destination's geographic "character"-the combination of natural and human attributes that make one place distinct from another. Geotourism encompasses cultural and environmental concerns, as well as the local impact tourism has upon communities and their individual economies and lifestyles
<b>Ground Operator or Ground Handler</b>	Company making all arrangements for incoming groups of travellers from overseas, from the moment they arrive in the UK (or other destination) to the moment they leave the country. This may include anything from accommodation booking to arranging sightseeing tours.
<b>Group travel organisers (GTOs)</b>	Organise trips on behalf of a wide range of groups and special interest clubs. Most GTOs run tours on a voluntary basis on behalf of their group.
<b>Historic District</b>	A defined geographical area that may be as small as a few contiguous buildings, or as large as an entire neighbourhood, business district, or community. Within this district are historic properties associated with a particular time or theme in a community's history. Often the collective significance of the district is greater than any one building or archaeological site
<b>Incentive Tour or Trip</b>	Once in a lifetime experience or trip, usually offered to either stimulate sales staff to sell more or as a reward for increased sales activity.
<b>Incoming or Inbound Tourism</b>	Refers to visitors from other countries coming to the UK.
<b>Incoming Tour Operator</b>	Incoming tour operators essentially offer the same services as ground handlers although they are more likely to offer their own programmes and not just react to clients' demands.
<b>Leisure Tourist/Visitor</b>	Travelling for pleasure not business, including those who travel in order to visits friends and relatives.
<b>Length Of Stay</b>	Number of nights spent in one destination. Most tourist boards seek to find ways to increase visitors length of stay.
<b>MICE</b>	Umbrella term to refer to several aspects of business tourism: Meetings, Incentives, Conventions and Exhibitions.

<b>Net Rate</b>	The price for hotel rooms, car hire or other products before they are "marked up" with an additional margin for profit for sale to the public.
<b>Package Tour</b>	A travel product (often sold by travel agents or direct "off the page") with an inclusive price covering the different elements of the trip, e.g. transport to the destination, accommodation, catering and perhaps some sightseeing activities.
<b>Person-trip</b>	The research term for one person taking one trip of 100 or more miles, one-way, away from home
<b>Preservation</b>	The conservation of the qualities and materials that make historic buildings, sites, structures, objects and districts significant. Approaches to preservation include stabilization, restoration, rehabilitation, and reconstruction.
<b>Receptive Operator</b>	A tour operator or travel agent specializing in services for incoming visitors, such as meeting them at the airport and facilitating their transfer to lodging facilities
<b>Sustainable Tourism</b>	The primary concern of sustainable tourism is to support balance within the ecological environment and minimize the impact upon it by mass-market tourism. The use of this term is evolving as it is also used to describe the impact of mass-tourism on cultural and historic resources
<b>Visiting Friends and Relatives (VFR)</b>	The market segment that consists of visitors staying overnight (away from home) at accommodation occupied by friends or relatives.
<b>Wholesaler</b>	A company that doesn't sell to the public but through travel agents and particularly tour and coach operators. They generally rely on low margin, mass market products.

If cultural tourists are a priority target audience for your organisation, Audiences London can offer a surgery session to support your organisation to define its objectives, refine your messages for target groups and use your resources effectively.

For more information about Audiences London's resources or services please contact:

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Or visit the services section on the website [www.audienceslondon.org](http://www.audienceslondon.org)