

# TABLETALK

Bulletins for BC Innkeepers



## In This Issue

[A Bit About Conference](#)

[Share With Clair](#)

[Welcome New Board Members](#)

[FIT, Voucher, Tariff FAM tour ?????](#)

[Okanagan Life Magazine](#)

## A Bit About Conference 2010



The West Kelowna Conference was held October 25, 26, 27. Some of the Guild members of the Okanagan area opened up their doors for the Open House on the 25<sup>th</sup>. What an array of different but charming

# Welcome Your New Board of Directors

A Warm Welcome to Our New Board of Directors

**Evan Penner - President**

( [West End Guest House](#) - Vancouver)

**Ingrid Vermegen - Past President**

( [Cobble House B & B](#) - Cobble Hill)

**Eric Startup - Treasurer**

( [Beachview Retreat B & B](#) - North Vancouver)

**Clair Oates - Director of Communications/Media**

( [Clair's B & B in Ladner Village](#) - Ladner/Delta)

**Louise Griffin - Membership Chair**

( [Lakeshore B & B](#) - Kelowna)

**Judy Bostrom - Director at Large**

( [Bostrom's B&B on Little Beach Bay](#) - Ucluelet)

**Clare Sucloy - Director at Large**

( [A Touch of English B & B](#) - Kelowna)

**Vivian Reinhart - Secretary**

Moyra Turner Recipient 2010

( [Flying Cloud B & B](#) - Nanaimo)

Vancouver  
Coast & Mountains

REGION



SUPER, NATURAL  
BRITISH COLUMBIA®

CANADA

.....interesting bit from newsletter

homes and houses - from cottage type houses to houses with great panoramic views and houses with antiques galore and a house with a demonstration kitchen. Romantic Houses, chic new houses - the Okanagan seems to have it all. Gracious hospitality as well: A wine tasting was held that first night at Little Straw Winery - I remember it when it was called Slamka Cellars and the wine is still memorable - good choice.

The next day we had an all day work shop at the Lions Community Hall in West Kelowna. A benefit of having only 3 presenters is that everyone got the same message. We learned about doing our own Photos from Professional Photographer Shane Collins, Business Planning for Success from Andrew Brunton and Mareen O'Hanley Doucette - Lawyer and Financial Advisor. A lunch was created by the West Kelowna group under the direction of Steve Marston. John Singleton presented Professionalism in the B&B Industry. It was a good reminder to all of us that even though we are warm, helpful folks we are still businesses and must remember to present ourselves professionally.

Quails' Gate Winery was the setting for the President's Dinner where longtime President Ingrid Vermegen presented the Moyra Turner Award to the Reinharts of Flying Cloud and the Presidents Award to outgoing Vice President Graham Laxton, retired Website Manager Julie Griffiths, Brochure Committee Chairperson

## FIT, Voucher, Tariff, FAM tour

... you've probably heard these terms and others used by industry partners before. Often it can be an alphabet soup of abbreviations and acronyms that, those of us who use them daily, take for granted. Below is a list of the most commonly used "industry jargon" that you may already, or will, use when conducting business within the tourism industry. For industry veterans, feel free to use this list as a refresher course or for staff training. If you are relatively new to the industry in general, hopefully these will help answer the question "What the heck does that mean"?

**Affinity group:** A group of people that share a common hobby, interest, or activity, or that are united through regular participation in shared outings. Also see preformed group.

**Block:** A number of rooms, seats, or space reserved in advance, usually by wholesalers, tour operators, or receptive operators who intend to sell them as components of tour packages.

**Circle itinerary:** A travel routing design that overnights in different locations and returns to the point of departure without retracing the travel route.

**Commission:** A percentage of a travel product's price that is returned to the distributor when the product is sold.

**Commissionable tour:** A tour available through retail and wholesale travel agencies which provides for a payment of an agreed-upon sales commission to the retailer or wholesale seller.

**Complimentary (comps):** Items provided free of charge, such as rooms, meals, tickets, airfare, gifts, souvenirs, etc.

**Comp policy:** Arrangements for free tickets, rooms, meals, etc.

**Driver-guide:** A tour guide who does double duty by driving a vehicle while narrating.

**Escorted group tour:** A group tour that features a tour director who travels with the group throughout the trip to provide sightseeing commentary and coordinate all group movement and activities.

**FAM (familiarization) tour:** A free or reduced-rate trip offered to travel professionals to acquaint them with what a destination, attraction, or supplier has to offer.

**Frequent/Fully Independent travel (F.I.T.):** A custom-designed, prepaid travel package with many individualized arrangements. F.I.T. are unescorted and usually have no formal itinerary.

**Fly/drive tour:** An F.I.T. package that always includes air travel and a rental car and sometimes other travel components.

**Net wholesale rate:** A rate usually slightly lower than the wholesale rate, applicable to groups of individuals when a

Sue Willis and Past President and Conference Chair Jack Reynolds. The food was superb, and then there was the wine, more perfection. It was a lovely evening with everyone dressing and having a relaxed time to socialize.

The Westbank Yacht Club was the scene of the Member's meeting and AGM. The board presented reports, read reports and the membership collaborated in finding answers to 7 questions. Some really terrific ideas were brought forward. And then the nominations and elections: As usual we had few nominations but by the end of the process nominations from the floor came through and we had a full slate with the exception of a Vice President. The new Board of Directors haven't met yet as some are away but the enthusiasm for working together as a team has already been demonstrated.

This was a low key conference but everything ran smoothly, we had a pretty good turn out and we had plenty of chances to learn and network. Well done West Kelowna!

Evan Penner

Share with  
Clair

hotel/attraction is specifically mentioned in a tour brochure. The rate is marked up by wholesale sellers of tours to cover distribution and promotion costs.

**Packaged travel:** A package in combination of two or more types of tour components into a product which is produced, assembled, promoted and sold as a package by a tour operator for an all-inclusive price.

**Receptive operator:** A local tour company that specializes in services for incoming visitors, often for tour operator groups - ie) JAC Travel or Jonview Canada

**Scheduled tour:** A tour that's set in a tour operator's regular schedule of tour departures and that's often sold to the general public. Also called public tour or retail tour.

**Tariff:** (1) Fare or rate from a supplier; (2) Class or type of a fare or rate; (3) Published list of fares or rates from a supplier; (4) Official publication compiling rates or fares and conditions of service.

**Tour director/escort:** Also called tour manager, tour conductor, and tour escort. The person who is responsible for a group on tour and for most aspects of a tour's execution.

**Tour operator:** A person or company that contracts with suppliers to create and/or market a tour and/or subcontract their performance.

**Voucher:** Documents that are exchanged for goods and service to substantiate payment that will be or already has been made.

For all your travel trade questions please contact [Jason Knibbs](#), 604-484-5363.

November/December  
Issue

**Clare Sucloy**

Owner, A Touch of English

**B&B**

You can hear the English lilt when Clare Sucloy picks up the telephone at her Glenmore bed and breakfast, A Touch of English. "My husband is Canadian, so I'm the touch of English," she explains with a laugh. Clare is known for her afternoon teas, served with homemade scones, and guests can choose between four bedrooms - the Devon, the Essex, the Norfolk and the Berkshire, her home county. Lucky visitors might get a ride in her Triumph Roadster, a family heirloom that she shares with her sister in Victoria. "I always tell her she owns the back end and I own the front end," Clare says with a laugh.

Clare was working as a secretary at the Canadian High Commission in London in 1974 when a free ticket to Canada came her way. "I fell in love with Vancouver, the West Coast, and that was it," she says. She opened her first bed and breakfast 14 years ago in North Vancouver. She and her husband, Kelly, moved to Summerland five years ago and then relocated last year to Kelowna. Clare says she mixed with the horsey



**OKANAGANLife**  
magazine



Send [Clair](#) an Email with information you would like to share with fellow Guild Members in our newsletter - TableTalk.

set at her girlhood home and attended school with Lady Diana's older sister, Sarah. Now she enjoys hosting visitors from her homeland and devising new breakfast menus. "You can stay 22 days," she says. "Then I start repeating." **Congratulations go out to Clare for the following article;**

**Sincerely,**

*British Columbia B&B Innkeepers Guild*

December 5th, 2010

*Slightly delayed from early November due to massive computer issues :o(*

