

# The language of TICO

## GLOSSARY

### DESTINATION DESCRIPTORS

<b>ROMANTICO:</b>	charming countryside locales perfect for couples
<b>DRAMATICO:</b>	breath-taking views for adventure-seekers
<b>EXOTICO:</b>	tropical, exotic, resort-style locations
<b>AQUATICO:</b>	perfect places for water-lovers
<b>RUSTICO:</b>	rural, pastoral, remote locations for people who love to find “hidden” getaways
<b>TOURISTICO:</b>	popular tourist destinations
<b>DOMESTICO:</b>	trips in the home country
<b>PATRIOTICO:</b>	border-to-border trips of the home country
<b>MAJESTICO:</b>	getaways to magnificent, must-see natural wonders
<b>ECSTATICO:</b>	fun-filled family vacations that put a smile on everyone’s face

### TYPES OF HOLIDAY

<b>THERAPEUTICO:</b>	trips to relax and relieve stress
<b>ATHLETICO:</b>	getaways for sports-minded vacationers
<b>HOLISTICO:</b>	trips that cater to the mind, body and soul
<b>ARTISTICO:</b>	trips to countries rich in artistic treasures
<b>PURISTICO:</b>	vacations for those who want to detox, diet and have healthy experiences
<b>ENERGETICO:</b>	for those who want an active holiday
<b>FEMINISTICO:</b>	for women on holiday together

### HOTEL DESCRIPTORS

<b>MODERNISTICO:</b>	the latest trendy hotel in the chosen destination
<b>SOPHISTICO:</b>	upscale, tasteful accommodations
<b>FUTURISTICO:</b>	hotels designed in avant-garde style
<b>DRAMATICO:</b>	larger-than-life grand hotels

### RESTAURANT DESCRIPTORS

<b>ROMANTICO:</b>	cozy intimate dinners for two
<b>AUTHENTICO:</b>	to experience the real tastes of the country
<b>STYLISTICO:</b>	high-style, modern, new
<b>SOLOISTICO:</b>	suitable for travellers dining alone
<b>GIGANTICO:</b>	family dining, all-you-can-eat buffets

## How talking our talk can help your business

TICO – the Travel Industry Council of Ontario – wants to spread the word about how FANTASTICO registered Ontario travel businesses and their agents really are. We are promoting the integrity, knowledge and professionalism of Ontario travel agents in addition to the other benefits afforded by TICO. Highlighting the benefits of TICO can help you attract and retain clients.

The “Language of TICO” campaign plays on words ending in “tico” – such as FANTASTICO and ROMANTICO – combined with evocative images of travel destinations and activities. The aim: To highlight the protection TICO provides to consumers and to promote the integrity, knowledge and professionalism of Ontario travel agents.

### HOW TO USE THE GLOSSARY

The list to the left shows some examples of words that can be used as descriptors in various applications, such as:

- advertising
- promotions
- email signatures
- email blasts
- in-store posters

Have some words of your own?  
Let us know and we’ll add them to the list!

#### Travel Industry Council of Ontario

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Travel Industry Council of Ontario

Ontario travel agents are  
**FANTASTICO.**