

# Tourism Industry Terms



## Tourism Industry Terms

<b>Agent</b>	A person or company that sells your product on your behalf, including inbound tour operators (ITOs), wholesalers and retail agents
<b>Allotment</b>	A pre-negotiated number of seats/rooms/vehicles held by a wholesaler/inbound operator
<b>Business tourism</b>	Incorporates visitors who travel for conventions, conferences, seminars, workshops, symposiums, incentives, exhibitions and special events
<b>Commission</b>	The fee paid to agents for them to market, distribute and sell your product
<b>Cooperative advertising</b>	Advertising placement costs are shared between advertising partners
<b>Distressed inventory</b>	Unsold product
<b>Distribution</b>	The channels through which a consumer may purchase your product
<b>Ecotourism</b>	Nature-based activities that foster visitor appreciation and understanding of natural and cultural heritage, and are ecologically, economically and socially sustainable
<b>Familiarisation (famill)</b>	Provides trade and media representatives with the opportunity to experience your product first hand
<b>Free sell</b>	A room, seat or vehicle provided by an operator to a wholesaler or inbound tour operator in unrestricted quantities, until otherwise indicated, so a booking may be confirmed immediately to a client
<b>Frontline staff</b>	The agents that deal directly with consumers including retail agents and reservation staff
<b>Fully independent travellers (FIT)</b>	Travellers who plan their own travel arrangements. There are a number of types of FIT including visiting friends and relatives, backpacking, and partially-packaged travellers
<b>Gross rate</b>	Also known as rack or door rate – the amount consumers pay for your product
<b>Group inclusive travellers (GIT)</b>	Travellers who purchase the bulk of their holiday arrangements before leaving home. Also referred to as package travellers
<b>Inbound</b>	People from overseas travelling to Australia
<b>Inbound tour operator (ITO)</b>	An Australian-based agent who specialises in developing programs and itineraries for distribution channels. Also known as ground operators and destination management companies (DMCs)
<b>Incentive travel</b>	Incentive travel is a trip offered as a prize or reward, for top-performing employees or sales agents

<b>Nett rate</b>	Gross rate less the commission, which is the amount you receive from the agent
<b>Online distribution</b>	Using the internet and web portals to distribute or promote your product to consumers
<b>Online travel agent (OTA)</b>	Allows consumers to check live availability and pricing, and then book travel products in real time through the OTA website
<b>Operator</b>	The owner and/or manager of the tourism product
<b>Outbound passengers/guests</b>	People travelling overseas from Australia
<b>Product manager</b>	Responsible for identifying and selecting the products and suppliers that an ITO or wholesaler will sell
<b>Real-time inventory</b>	Details of rooms, vehicles, tour places or venues stored in the database of an online booking system. Details include the total places available and number of places sold for each day/date. The inventory is kept up to date automatically and inventory reports can be requested at any time
<b>Retail travel agent</b>	The link to the consumer. Retail agents book travel products for travellers either through a wholesaler, an ITO or direct with the supplier
<b>Sales calls</b>	Face-to-face meetings with agents. Purposes may include to update and educate them on your product; negotiate inclusion in their programs; or negotiate rates
<b>Sustainable tourism</b>	Tourism that can be sustained in the long term because it results in a net benefit to the social, economic, natural and cultural environments of the area in which it takes place
<b>Travel trade</b>	A collective term for the agents that make up the distribution system including ITOs, wholesalers, retailers and online agents
<b>Visiting friends and relatives (VFR)</b>	Visitors whose main purpose is to visit with friends and relatives
<b>Wholesaler</b>	Wholesalers located in overseas markets and are the link between international travel agents and ITOs or suppliers





## Tourism Acronyms

<b>ABS</b>	Australian Bureau of Statistics
<b>AFTA</b>	Australian Federation of Travel Agents
<b>ASP</b>	Aussie Specialist Program
<b>ATDW</b>	Australian Tourism Data Warehouse
<b>ATE</b>	Australian Tourism Exchange
<b>CRS</b>	Cooperative reservation system
<b>FIT</b>	Fully independent traveller
<b>FOC</b>	Free of charge
<b>ITO</b>	Inbound tour operator
<b>IVS</b>	International Visitor Survey
<b>NVS</b>	National Visitor Survey
<b>OTA</b>	Online travel agent
<b>TRA</b>	Tourism Research Australia
<b>TXA</b>	Tourism Exchange Australia
<b>VFR</b>	Visiting friends and relatives

## Regional Tourism Organisations in Queensland

<b>BNBT</b>	Bundaberg North Burnett Tourism
<b>BM</b>	Brisbane Marketing
<b>CE</b>	Capricorn Enterprise
<b>FCO</b>	Fraser Coast Opportunities
<b>GAPDL</b>	Gladstone Area Promotion & Development Limited
<b>GCT</b>	Gold Coast Tourism
<b>MTL</b>	Mackay Tourism Ltd
<b>OQTA</b>	Outback Queensland Tourism Association
<b>SCDL</b>	Sunshine Coast Destination Ltd
<b>SQCT</b>	Southern Queensland Country Tourism
<b>TEL</b>	Townsville Enterprise Ltd
<b>TTNQ</b>	Tourism Tropical North Queensland
<b>WMDL</b>	Whitsundays Marketing and Development Ltd



## Tourism Organisations

<b>ATEC</b>	Australian Tourism Export Council
<b>ATRN</b>	Australian Regional Tourism Network
<b>LTO</b>	Local tourist organisation
<b>NTO</b>	National tourism office
<b>PATA</b>	Pacific Asia Travel Association
<b>QTIC</b>	Queensland Tourism Industry Council
<b>RTO</b>	Regional Tourist Organisation
<b>STO</b>	State tourism office
<b>TA</b>	Tourism Australia
<b>VIC</b>	Visitor information centre
<b>WTO</b>	World Tourism Organisation