

TOURISM TALK



ACRONYMS

AACB	Australian Association of Convention Bureaux
ABS	Australian Bureau of Statistics
ABTA	Association of British Travel Agents
ADS	Approved Destination Status (China Market)
AFTA	Australia Federation of Travel Agents
ASP	Aussie Specialist Program
ATDW	Australian Tourism Data Warehouse
ATE	Australian Tourism Exchange
ATEC	Australian Tourism Export Council
BEC	Business Enterprise Centre
BIT	Borsa Internazionale del Turismo (Trade Event - Italy)
BT	Business Tourism
BTAP	Backpacker Tourism Advisory Panel
COAST	Coalition of Australian States and Territories (North America)
CRC	Cooperative Research Centre for Tourism
CRS	Computerised Reservations System
CVB	Convention and Visitors Bureau
DAMA	Destination Australia Marketing Alliance
DFAT	Department of Foreign Affairs and Trade
DMC	Destination Management Company
EA	Ecotourism Australia
EDM	Electronic Direct Mail
EMDG	Export Market Development Grant
FIT	Fully Independent Traveller
FOC	Free of Charge
GALTA	Gay and Lesbian Travel Association
GIT	Group Inclusive Traveller
GSA	General Sales Agent

IATA	International Air Transport Association
ICCA	International Congress and Convention Association
IMR	International Media Relations
ITTA	Irish Travel Agents Association
ITB	International Travel Bourse (Trade Event - Germany)
ITO	Inbound Tour Operator
IVS	International Visitors Survey
KDP	Key Distributor Partner
LTA/LTO	Local Tourism Association / Organisation
MIAA	Meetings Industry Association of Australia
NTO	National Tourism Organisation
NVS	National Visitors Survey
OTA	Online Travel Agent
PATA	Pacific Asia Travel Association
PAX	Passengers
PR	Public Relations
QF	Qantas
QTIC	Queensland Tourism Industry Council
RTA	Regional Tourism Association
RTO	Regional Tourism Organisation
STO	State Tourism Organisation
TA	Tourism Australia
TFC	Tourism Forecasting Committee
TEQ	Tourism and Events Queensland
TRA	Tourism Research Australia
TTF	Tourism and Transport Forum
USP	Unique Selling Point
VA	Virgin Australia
VFR	Visiting Friends and Relatives
VJP	Visiting Journalists Program
WTM	World Travel Market
WTO	World Tourism Organisation



TOURISM TERMS

Agent	A person or company that sells your product on your behalf, including ITOs, wholesalers and retail agents.	Export Tourism	International tourist traffic coming into a country, with foreign dollars contributing to the export economy.
Allotment	A pre-negotiated number of seats/rooms/vehicles held by a wholesaler or inbound tour operator for sale.	Familiarisation	Visits that provide agents with the opportunity to experience your product first hand and improve their product knowledge.
Business Tourism	Incorporates visitors travelling for conventions, conferences, seminars, workshops, symposiums, incentives, exhibitions and special events.	Free Sell	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.
Commission	The fee paid to agents for them to market, distribute and sell your product.	Frontline Staff	The agents that deal directly with consumers including retail agents and reservations staff.
Co-operative Advertising	Advertising funded by two or more partners.	Fully Independent Travellers (FIT)	Travellers who plan their own travel arrangements. There are a number of types of FIT including visiting friends and relatives, backpacking and partially packaged travel.
Distressed Inventory	Product whose potential to be sold at a normal cost will soon pass.	Gateway	A major air, land or sea entry point to a region or country.
Distribution	The channels or places through which a consumer may purchase your product.	General Sales Agent	Offer representation and marketing of your product in international markets. They may also provide a booking service.
Eastern Markets	All Asian countries, including Japan.	Gross Rate	The price that consumers pay for your product. Also retail rate, rack rate or door rate.
Ecotourism	Ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation.	Group Inclusive Travellers (GIT)	Travellers who purchase the bulk of their holiday arrangements before leaving home, also referred to as package travellers.
		Inbound Tour Operator (ITO)	An Australian based agent that specialises in developing programs and itineraries for distributors. Also known as ground operators and destination management companies (DMC).

Inbound Tourism	International tourist traffic coming into a country. Also referred to as export tourism.
Incentive Travel	Incentive travel is a trip offered as a prize or reward, for top performing employees or sales agents.
Industry	All businesses that are involved in tourism including distribution agents and product suppliers.
Long Haul Travel	International travel to a destination, generally more than 5 hours from the point of origin, i.e. Australia is a long haul destination for travellers from Europe and America.
Meeting and Incentive Planners	Organise and manage all aspects of meetings, incentives and events.
Nett Rate	The gross rate less the commission amount. The amount that you receive from the agent.
Online Distribution	Using the internet and web portals to distribute or promote your product to consumers
Online Travel Agent	Allows consumers to check live availability and pricing, then book travel products in real time through the OTA website.
Operator	The owner and/or manager of the tourism product.
Outbound Tourism	Residents travelling out of their country to an international destination.

Product Manager/ Department	Responsible for identifying and selecting the products and suppliers that an ITO or wholesaler will sell.
Retail Travel Agent	The link to the consumer, retail agents allow travellers to book travel products either through a wholesaler, an ITO or direct with the supplier.
Sales Calls	Face to face meetings with agents. Purposes may include; to update and educate them on your product, negotiate inclusion in their programs, negotiate rates etc.
Short Haul Travel	International travel to a destination, generally less than 5 hours from the point of origin, i.e. Australia is a short haul destination for travellers from New Zealand.
Trade Shows	Events held both in Australia and overseas which act as a forum for product suppliers to meet with agents.
Travel Distribution System	A global network of independent businesses which allow international consumers to research and book travel.
Travel Trade	A collective term for the agents that make up the distribution system, including ITOs, wholesalers, retail and online agents.
Visiting Friends and Relatives (VFR)	Visitors whose main purpose is to visit friends and relatives.
Western Markets	All non-Asian countries, including New Zealand, the Americas, UK and Europe, the Middle East and Africa.
Wholesaler	Located in overseas markets, wholesalers are the link between international travel agents and ITOs or suppliers.