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# Tourism talk: acronyms & glossary



You may have noticed that tourism language is very acronym-heavy! Here are some of the more common tourism acronyms and terms to help you:

<b>ABTA</b>	Association of British Travel Agents	<b>GIT</b>	Group inclusive traveller
<b>ADS</b>	Approved Destination Status (relates to the China travel market)	<b>GSA</b>	General sales agent
<b>BIT</b>	Borsa Internazionale del Turismo held every February in Italy (trade event)	<b>IATA</b>	International Air Transport Association
<b>BT</b>	Business tourism (Meetings, incentives, conferences and exhibitions)	<b>ICCA</b>	International Congress and Convention Association
<b>CRS</b>	Computerised reservations system	<b>ITB</b>	Internationale Tourismus-Börse held every in March in Berlin
<b>CVB</b>	Convention and visitors bureau	<b>ITO</b>	Inbound tour operator
<b>DCMS</b>	Department for Digital, Culture, Media & Sport	<b>IPS</b>	International Passenger Survey
<b>DMC</b>	Destination management company	<b>LEP</b>	Local Enterprise Partnership
<b>DMO</b>	Destination marketing organisation	<b>MICE</b>	Meetings, incentives, conferences and events
<b>ETOA</b>	European Tour Operator Association	<b>NTO</b>	National Tourist Organisation
<b>FIT</b>	Fully independent traveller	<b>ONS</b>	Office for National Statistics
<b>FOC</b>	Free of charge	<b>OTA</b>	Online travel agent
<b>GALTA</b>	Gay and Lesbian Travel Association	<b>PAX</b>	Passengers
<b>GDS</b>	Global distribution system (same as a CRS) e.g. used by airlines	<b>PR</b>	Public Relations
		<b>UNWTO</b>	United Nations World Tourism Organisation
		<b>USP</b>	Unique selling proposition
		<b>VFR</b>	Visiting friends and relatives
		<b>WTM</b>	World Travel Market

## Tourism glossary

### Agent

A person or company that sells your product on your behalf, including ITOs, wholesalers and retail agents

### Aggregator

A website that search for deals across multiple websites and shows you the results in one place

### Allotment

A pre-negotiated number of seats/rooms/vehicles held by a wholesaler or inbound tour operator for sale

### Business tourism

Incorporates visitors travelling for conventions, conferences, seminars, workshops, symposiums, incentives, exhibitions and special events

### Commission

The fee paid to agents for them to market, distribute and sell your product

### Co-operative advertising

Advertising funded by two or more partners

### Distressed inventory

Product whose potential to be sold at a normal cost will soon pass

### Distribution

The channels or places through which a consumer may purchase your product

### Ecotourism

Ecologically sustainable tourism with a primary focus on experiencing natural areas that fosters environmental and cultural understanding, appreciation and conservation

### Export tourism

International tourist traffic coming into a country, with foreign currency contributing to the export economy

### Educational visits

Hosted trips which provide the opportunity to experience your product first hand and improve attendee product knowledge

### 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

### Frontline staff

The agents that deal directly with consumers including retail agents and reservations staff

### Fully independent travellers (FIT)

Travellers who plan their own travel arrangements. There are a number of types of FIT including visiting friends and relatives, and partially packaged travel

### Gateway

A major air, land or sea entry point to a region or country

### General sales agent

Offer representation and marketing of your product in international markets. They may also provide a booking service

### Gross rate

The price that consumers pay for your product. Also retail rate, rack rate or door rate

### Group inclusive travellers (GIT)

Travellers who purchase the bulk of their holiday arrangements before leaving home, also referred to as package travellers

### 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

**Intermediary**

Any dealer who acts as a link in the chain of distribution between a product and its customers. In the tourism industry, travel agents, tour operators etc. are considered the intermediaries (distributors)

**Long haul travel**

International travel to a destination, generally more than 5 hours from the point of origin, i.e. England is a long haul destination for travellers from USA and Australia

**Meeting and incentive planners**

Organise and manage all aspects of meetings, incentives and events

**Net 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**

Responsible for identifying and selecting the products and suppliers that a tour operator or wholesaler will sell

**Retail travel agent**

The link to the consumer, retail agents allow travellers to book travel products either through a wholesaler, a tour operator, 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 a few hours from the point of origin, i.e. England is a short haul destination for travellers from France, Germany etc.

**Tour operator**

An agent that specialises in developing programs and itineraries for distributors

**Trade shows**

Events held both in England 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 tour operators, wholesalers, retail and online agents

**Visiting friends and relatives (VFR)**

Visitors whose main purpose is to visit with friends and relatives

**Wholesaler**

Contract supplier product. They are B2B and act as a silent partner. They will sell these products via travel agents, tour operators, coach operators and other third parties



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