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:

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