



# TOURISM TERMS AND ACRONYMS



## Tourism Industry Terms

|   |   |
|---|---|
| <b>Agent</b>                              | A person or company that sells your product on your behalf, including 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 or places 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>Famils</b>                             | Provides trade and media with the opportunity to experience your product first hand   |
| <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 Travel     |
| <b>Gateway</b>                            | Air, land or sea entry point to a region or country   |
| <b>Gross Rate</b>                         | Also known as Rack or Door rate - the amount consumers pay for your product   |
| <b>Inbound</b>                            | People from overseas travelling to Australia  |
| <b>Inbound Tour Operator (ITO)</b>        | An Australian-based agent that specialises in developing programs and itineraries for distributors. Also known as ground operators and destination management companies (DMC) |

|   |  |
|---|--|
| <b>Nett Rate</b>                            | Gross rate less the commission, which is the amount you receive from the agent   |
| <b>Outbound</b>                             | People travelling overseas from Australia  |
| <b>Pax</b>                                  | Passengers/guests  |
| <b>Real-time inventory</b>                  | Details of rooms, vehicles, tour places or venues stored in the database of an online booking system. Details include for each date the total places available and number of places sold. Inventory is kept up to date automatically and inventory reports can be requested at any time. |
| <b>Retailer</b>                             | Operator who sells tourism product direct to the consumer e.g. travel agent  |
| <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>Visiting friends and relatives (VFR)</b> | Visitors whose main purpose is to visit with friends and relatives   |
| <b>Wholesaler</b>                           | Operator who packages tourism product and distributes it to travel agents to sell  |



## Tourism Acronyms

|             |   |             |                                 |
|-------------|---|-------------|---------------------------------|
| <b>ABS</b>  | Australian Bureau of Statistics         | <b>FOC</b>  | Free of Charge                  |
| <b>AFTA</b> | Australian Federation of Travel Agents  | <b>ITO</b>  | Inbound Tour Operator           |
| <b>ASP</b>  | Aussie Specialist Program               | <b>IVS</b>  | International Visitor Survey    |
| <b>ATDW</b> | Australian Tourism Data Warehouse       | <b>NTO</b>  | National Tourism Office         |
| <b>ATE</b>  | Australian Tourism Exchange             | <b>NVS</b>  | National Visitor Survey         |
| <b>ATEC</b> | Australian Tourism Export Council       | <b>OTA</b>  | Online Travel Agent             |
| <b>CRC</b>  | Cooperative Research Centre for Tourism | <b>PATA</b> | Pacific Asia Travel Association |
| <b>FIT</b>  | Fully Independent Traveller             | <b>STO</b>  | State Tourist Office            |

|            |                            |
|------------|----------------------------|
| <b>TA</b>  | Tourism Australia          |
| <b>TRA</b> | Tourism Research Australia |
| <b>TXA</b> | Tourism Exchange Australia |

|            |                                |
|------------|--------------------------------|
| <b>VFR</b> | Visiting Friends and Relatives |
| <b>WTO</b> | World Tourism Organisation     |

## Regional Tourist Organisations

|                |   |
|----------------|---|
| <b>BDTDB</b>   | Bundaberg District Tourism & Development Board    |
| <b>BM</b>      | Brisbane Marketing                                |
| <b>CTDO</b>    | Capricorn Tourism & Development Organisation      |
| <b>FCSBRTB</b> | Fraser Coast-South Burnett Regional Tourism Board |
| <b>GAPD</b>    | Gladstone Area Promotion & Development Ltd        |
| <b>GCTB</b>    | Gold Coast Tourism                                |

|               |  |
|---------------|--|
| <b>OQTA</b>   | Outback Queensland Tourism Authority                 |
| <b>SDTA</b>   | Southern Downs Tourist Association                   |
| <b>TGWRTA</b> | Toowoomba & Golden West Regional Tourist Association |
| <b>TM</b>     | Tourism Mackay                                       |
| <b>TSC</b>    | Tourism Sunshine Coast                               |
| <b>TTNQ</b>   | Tourism Tropical North Queensland                    |
| <b>TE</b>     | Townsville Enterprise                                |
| <b>TW</b>     | Tourism Whitsundays                                  |

## Other Tourism Organisations

|            |                               |
|------------|-------------------------------|
| <b>LTO</b> | Local Tourist Organisation    |
| <b>RTO</b> | Regional Tourist Organisation |
| <b>STO</b> | State Tourism Office          |
| <b>RTN</b> | Regional Tourism Network      |
| <b>VIC</b> | Visitor Information Centres   |

### TQ Resources

[Tourism Industry Directory](#)