

## ETAG TRAVEL TRADE RESOURCE

### The A-Z of Travel Trade Jargon

**Advance Purchase** - requirement to pre purchase tourism product ahead of arrival (can involve small cost saving doing it this way)

**Accessible**- whatever the business it can be enjoyed by all people regardless of age, ability, physical or other limitations

**Ad Hoc Group** – one off group request

**Allocation** – pre negotiated number of rooms, places, seats held by a tour operator or wholesaler for sale

**B2B** – business to business.

**B2C** – business to consumer.

**Best Available Rate**- your customer facing pricing.

**Bespoke/Niche** – customised tour or itinerary.

**Buyer** – person working on behalf of Travel Trade intermediary who sources and negotiates contract from supplier.

**Close Out Date** – also known as blackout dates whereby accommodation or attraction is not available for purchase by the Travel Trade.

**Commission** – the fee paid to intermediaries for in turn marketing and selling your product to the end consumer. Usually a percentage of the best available rate.

**Complimentary Policy** – free meals, rooms, places in return for volume business.

**Credit Agreement or Prepayment** – will you extend credit facilities or require prepayment for bookings.

**Distribution Channel** – channels or places where the consumer may purchase your product. A managed group of businesses with primary aim of driving more business to their region.

**DMC** – Destination Management Company, provides services and expertise specialising in local knowledge.

**DMO** – Destination Marketing Organisation, typically a non-profit organisation or group dedicated to the promotion of their region.

**Dynamic Pricing** – fluid pricing that fluctuates along with market demand, Best Available Rate.

**Experiential Travel** – Immersive travel where visitors focus on experiencing a country, city or place by connecting closely to history, people and culture.

**FAM Trip (or educational visit)** – hosted trip to allow buyer to experience relevant tourism product first hand.

**FIT** - Fully Independent Traveller, travel on their own, in couples or smaller groups, plan their own itineraries and book elements of their holiday themselves or through specialist travel agents.

**FOC** – free of charge.

**Freesale** – ability for the tour operator or travel intermediary to see your product freely until you close out or stop sale. Eliminates the need for an enquiry for each individual booking.

**GDS** – Global Distribution System, international system that accesses databases and availability of many suppliers such as airlines and hotels.

**Gross Rate** – Price the consumer pays for your product (also known as Best Available rate, Rack Rate).

**Group Rate** – reduced rates for bookings of multiple travellers or guests.

**Group Series** – regular groups, organised travel over multiple dates, tend to arrive same dates each week for an agreed period time, same group organiser but different travellers each time.

**Inbound Tourism** – International travellers coming into a country.

**Intermediary** – anyone in the chain between the supplier and the end consumer ie travel agent.

**Itinerary** – the planned route for a trip.

**Market Segment** – an element of a wider market, for example travel could be broken down into transport, accommodation, tourist attraction etc.

**MICE** – Meetings, incentives, conference and events .

**NET Rate** – Gross or Best Available rate less the commission.

**Online/Offline** – booking via online intermediary rather than an offline one such as a high street travel agent.

**OTA** – Online Travel Agent.

**Outbound Tourism** - consumers travelling out with their home country.

**Pax** – meaning number of people.

**Packages** – where products are tied in with other products to create a package such as hotel, restaurant, transport and tourist attraction.

**Policies** – child, pet, cancellation.

**Rack Rate** - price the consumer pays for your product (also known as Best Available rate, Rack Rate) .

**Responsible Tourism** – making better places for people to live and people to visit.

**Single supplement** – a surcharge usually applied when a single person is staying in a room that can take 2 or more guests.

**Special Interest Tour** – tour catering for needs of guests with specific interest ie cycling, walking.

**Segmentation** – subdivision of a market to break it down.

**Supplier** – tourism business that sells to buyers.

**Target Market/Audience** – a specific demographic target to which communications are directed.

**Tour Operator** – develops tour programmes and travel experiences comprising of all elements from transport, accommodation, attractions, tours and meals.

**Trade Show** – a platform for buyers to meet suppliers can be in person or virtual held in country or overseas.

**VFR** – Visiting Friends and Relatives.

**Wholesaler** – company operating as intermediary between supplier and buyer, develops itineraries and programmes.

**Yield Management** – calculating profits earned per room or customer.