

## GLOSSARY

### COMMON BUSINESS, TOURISM & WINE INDUSTRY ACRONYMS

AAAT	Australian Automobile Association Tourism
AACB	Australian Association of Convention Bureaux
ABS	Australian Bureau of Statistics
ACCC	Australian Competition and Consumer Commission
ADMA	Australian Direct Marketing Association
ADS	Approved Destination Status (relates to the Chinese Market)
AEI	Australian Education International
AFTA	Australia Federation of Travel Agents
AHA	Australian Hotels Association
ANZFA	Food Standards Australia & New Zealand
ASCOT	Australian Standing Committee on Tourism
ASEAN	Association of South East Asian Nations
ASP	Aussie Specialist Program
ARWF	Australian Regional Winemakers Forum
ATDP	Australian Tourism Development Program
ATDW	Australian Tourism Data Warehouse
ATE	Australian Tourism Exchange
ATEC	Australian Tourism Export Council
AWBPA	Australian Wine & Brandy Producers Association
AWBC	Australian Wine & Brandy Corporation
AWEC	Australian Wine Export Council
AWRI	Australian Wine Research Institute
AWTA	Australian Wine Tourism Alliance
B&B	Bed & Breakfast
BEC	Business Enterprise Centre
BIT	Borsa Internazionale del Turismo (Trade Event)
BT	Business Tourism (Meetings, Incentives, Conventions & Exhibitions)
BTAP	Backpacker Tourism Advisory Panel
BTR	Bureau of Tourism Research
CALM	Department of Conservation & Land Management
CASA	Civil Aviation Safety Authority
COAST	Coalition of Australian States & Territories (North America)

CRC	Cooperative Research Centre for Tourism
CRS	Computerised Reservations System
CTA	Country Tourism Association
CRC	Cooperative Research Centre
CRCV	Cooperative Research Centre for Viticulture
CVB	Convention & Visitors Bureau
DAMA	Destination Australia Marketing Alliance
DFAT	Department of Foreign Affairs & Trade
DITR	Department of Industry, Tourism & Resources
DJ	Virgin Blue Airlines
DMC	Destination Management Company
DMP	Direct Marketing Piece
DOTARS	Department of Transport & Regional Services
EA	Ecotourism Australia
EMDG	Export Marketing Development Grant
FACET	Forum Advocating Cultural & Eco Tourism
Famil	Familiarisations (also referred to as 'Educationals')
FCHA	Farm & Country Holidays Association
FIT	Fully Independent Traveller
FOC	Free of Charge
GALTA	Gay & Lesbian Travel Association
GIT	Group Inclusive Traveller
GSA	General Sales Agent
GWRDC	Grape & Wine Research & Development Corporation
HACCP	Hazards Analysis Critical Control Points
IATA	International Airport Transport Association
ICCA	International Congress & Convention Association
IMR	International Media Relations
ITB	Internationale Tourismus Borse held in March in Berlin each year
ITO	Inbound Tour Operator
IVS	International Visitor Survey
JAM	Japan Australia Mission conducted by Tourism Australia
LTA	Local Tourism Association
MIAA	Meetings Industry Association of Australia
MICE	Meetings Incentives Conventions & Exhibitions
NTIS	National Training Information Service

NTO	National Tourism Office
NTTC	Northern Territory Tourist Commission
NVS	National Visitor Survey
OECD	Organisation for Economic Cooperation & Development
PATA	Pacific Asia Travel Association
PAX	Passengers
PCO	Professional Conference Organiser
RTA	Regional Tourism Association
PR	Public Relations
PRC	Product Representation Company
PRIME	Pacific Rim Incentives & Meetings Exchange (Business Tourism Event)
QF	Qantas Airways
R&CA	Restaurant & Catering Australia
RTA/RTO	Regional Tourism Association/ Organisation
SATC	South Australian Tourism Commission
STCRC	Sustainable Tourism Cooperative Research Centre
STO	State or Territory Tourism Organisation
TA	Tourism Australia
TABS	Travel Australia Business Show
TEA	Tourism Events Australia
TCWA	Tourism Council of Western Australia
TFC	Tourism Forecasting Council
TGA	Tour Guides Association
TNSW	Tourism New South Wales
TQ	Tourism Queensland
TRA	Tourism Research Australia
TT	Tourism Tasmania
TTF	Tourism Task Force
TV	Tourism Victoria
TWA	Tourism Western Australia
USP	Unique Selling Proposition
VFR	Visiting friends & relatives
VJP	Visiting Journalist Program
WFA	Winemakers' Federation of Australia
WTM	World Travel Mart
WTO	World Tourism Organisation
YHA	Youth Hostels Association

## TOURISM TERMS

Agent	A person or company that sells your product on your behalf, including ITOs, wholesalers and retail agents.
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.
Distribution	The channels or places through which a consumer may purchase your product.
Eastern Markets	All Asian countries, including Japan.
Export Tourism	International tourist traffic coming into a country, with foreign dollars contributing to the export economy.
Familiarisation Visits	Provide agents with the opportunity to experience your product first hand and improve their product knowledge.
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, backpacking and partially packaged travel.
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 sell 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 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.
Industry	All business 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 & 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
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.
Travel/ Tour Wholesaler	Located in overseas markets wholesalers are the link between international travel agents and ITOs or suppliers.
Visiting Friends & Relatives (VFR)	Visitors whose main purpose is to visit with friends and relatives
Western Markets	All non Asian countries, including New Zealand, the Americas, UK & Europe, the Middle East and Africa.