

## Glossary of terms

# Term Explanation

<b>Tour Operator</b>	A Tour Operator plans and prices holiday packages that are published in brochure and on-line format. Typically holiday packages combine a number of travel components, often from different tourism industry suppliers to create a tour or holiday package. A touring itinerary can be developed for groups or individuals and may include air/ sea access, land transportation, guiding services, accommodation, visits and evening entertainment. A Tour Operator can sell through third parties i.e. travel agents or direct to the consumer.
<b>Wholesaler</b>	Similar to the Tour Operator a Wholesaler sells holiday packages that they have planned and priced to group organizers and coach operators.
<b>Coach Operator</b>	A coach operator operates and owns his own coaching fleet. They can provide coaching services only and/or organise, plan or purchase touring holidays to sell directly to special interest groups or regular customers.
<b>Group Organiser</b>	A group organizer is typically an individual who organizes packaged holidays for members of a club who annually travel as a group in pursuit of their particular interest i.e. choral groups, bridge club, active retirement groups etc.
<b>Retail Travel Agent</b>	Retail travel agents sell holiday and travel products to the public. They typically earn commission on sales from tour operators and travel providers.
<b>Handling Agent</b>	A handling agent provides full comprehensive land arrangements or special partial service of an overall land programme for group tours, individual travel and other large movements of holiday makers such as cruise ships. These companies generally act as direct representative to the international travel trade – tour operators, wholesalers, travel agent consortia.
<b>OTA (On –line Travel Agent)</b>	Typically a consortia comprises a number of independent travel agencies and travel consultants who join together to increase their influence and buying power. The consortia i.e. Signature, Virtuoso, World Choice, gain benefits of membership through marketing services, training, networking and technology tools/insights.
<b>Metasearch</b>	Similar to a traditional travel agency but operate on-line. They act as on-line intermediaries between travel industry suppliers (primarily accommodation and transportation) and the consumer.
<b>DMC – Destination Management Company</b>	An on-line travel site that allows users to enter search criteria once and access several search engines simultaneously.
<b>PCO – Professional Conference Organiser</b>	Companies that provide full travel management services and expertise for corporate meetings, incentive programmes and events. Typically they design, plan and deliver bespoke travel experiences to overseas corporate meeting and Incentive Houses or direct to the company based corporate meeting planner.
<b>Tour Series</b>	Companies with skills and expertise in the conference meeting industry, PCO's manage all aspects of large international conferences and congresses that travel globally on a rotational basis.
<b>Ad Hoc Group</b>	
<b>MICE</b>	
<b>Retail / Rack / Public Rate</b>	An annual series of packaged escorted group tours provided by Tour Operators. The touring itinerary operates on a schedule of departure dates throughout the year or over a number of months.
<b>FIT – FIT Rate</b>	

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<b>Incentive Travel</b>	Once off, bespoke tour group programme designed by a Tour Operator to meet a clients specific interests, budget or time duration.
<b>Association Conference</b>	Acronym used specifically for Business Tourism – Meeting, Incentive, Conference, Events.
<b>Dynamic Packaging</b>	The highest published retail price – traditionally the rates specified on tourist board annual registration forms.
<b>Distribution Channel</b>	Acronym used to describe independent travel packages – Free Independent Traveller
<b>BAR – Best Available Rate</b>	A tailored travel package designed as a reward for winners of an incentive program which recognizes achievement or rewards loyalty. The incentive travel business typically has a long sales and delivery cycle therefore it tends to have longer lead in time from booking to delivery. Generally high end bespoke programs designed by DMC's.
<b>GDS – Global Distribution System</b>	A conference attended by members of an Association. National Associations typically hold an annual conference open to members to attend and International Association conferences are generally open to its global membership.
<b>Pay Per Click (PPC)</b>	Typically a system designed to enable a consumer to chose the individual travel components to build their own package holiday.
<b>Cost Per Click (CPC)</b>	A chain or network of businesses or intermediaries through which a product or services passes to reach the end consumer
<b>Google Adwords</b>	Best Available Rate: also known as Best Rate Guarantee (BRG), is defined as the lowest available unqualified rate, BAR is priced based on the hotel and market demand and does in fact provide the lowest unqualified rate to the consumer every day.
<b>SEO</b>	<b>Computer systems</b> originally established by the airline industry in the '70's to enable travel agents to make airline reservations and over time expanded into the provision of inventory of numerous travel products, hotels, car hire, cruises etc. GDS's have with the advent of the internet evolved into content providers for OTA's also.
<b>TCS</b>	Internet advertising where advertisers only pay when their advert is clicked. Google Adwords, Yahoo, Search Marketing and Microsoft adCentre are the three largest PPC providers
	This is the amount of money an advertiser pays search engines and other internet publishers for a single click on its advertisement that brings one visitor to its brand website
	Allows you to create and run ads for your business as part of a search engine marketing campaign. AdWords are displayed along the search results when a consumer searches Google using one of your keywords.
	Search engine optimization is the process of getting traffic from the free 'organic' editorial or natural (unpaid) search results on a search engine - <a href="http://www.failteireland.ie/Market-Your-Business-Online/Help-Consumers-Find-Your-Website.aspx">http://www.failteireland.ie/Market-Your-Business-Online/Help-Consumers-Find-Your-Website.aspx</a>
	Tourism Content System – operated by Fáilte Ireland is Ireland's national database of tourism content

# Term Explanation

<b>CRM</b>	Customer Relationship Management – a system for managing a business's interaction with its existing and potential customers.
<b>CMS</b>	Content Management System is a computer application that allows the publishing, editing and modification of content on a website.
<b>Social Media</b>	Are websites and applications that enables social interaction among people/businesses in which they create, share and exchange information and ideas in virtual communities and networks.
<b>Blog</b>	An abbreviation for the term 'weblog' – articles published on-line in a diary-type, commentary that can link to articles on other websites
<b>Workshop</b>	Sales events where suppliers have one to one timed meetings with buyers
<b>Trade Promotion</b>	Organised sales events for suppliers to meet travel trade buyers
<b>Consumer Promotion</b>	Organised travel exhibitions where destinations, tour Operators and travel businesses promote and sell their products to consumers.
<b>High / low res image</b>	The resolution of an image varies from high to low res – high res is generally required for print media and low res is generally suitable for on-line reproduction.
<b>LCC</b>	Acronym for Low Cost Carriers
<b>Path to Purchase</b>	The route that customers take to make a travel booking. This typically starts with the inspiration stage and ends with a booking.
<b>Brand Sites</b>	Hotels or tourism businesses own website
<b>Channel Manager</b>	An online tool that facilitates the distribution of rates across multiple online channels
<b>Online Channels</b>	A variety of online websites, including desktop and mobile, that facilitate online bookings. These include hotels own sites, OTA's and metasearch sites.
<b>Aggregators</b>	Sell different travel products on a single platform
<b>RevPar</b>	Revenue per available room