

# **Travel Terms to Know**

The Essential A-to-Z Guide for Confident and Connected Travel  
Advisors

**All-Inclusive (AI)**

A pricing structure where accommodations, meals, drinks, and often activities and entertainment are included in one price.

**ARC (Airlines Reporting Corporation)**

Facilitates the sale of airline tickets between airlines and travel agencies. ARC accreditation allows agencies to issue air tickets.

**B2B (Business-to-Business)**

Transactions between businesses, such as a travel advisor booking through a tour operator or consolidator.

**B2C (Business-to-Consumer)**

Direct sales to travelers or clients.

**Bespoke Travel**

Highly customized travel designed specifically around the client's tastes and interests.

**Black Book Access**

Advisor-exclusive contacts and experiences not available to the general public.

**Blackout Dates**

Dates when promotional fares or packages are not available due to high demand.

**Bulk Fare**

Special airline fares available only to travel agents, often used in package deals and not available to the public.

**Cabin Category**

Classification of staterooms based on location, size, and amenities.

**Commission**

A percentage of the booking value paid to travel advisors by suppliers for selling their products.

**Concierge Service**

Personalized assistance that can include restaurant reservations, event access, or private tours.

**Consolidator**

A company that buys airline tickets in bulk at a discount and resells them to travel advisors.

**CRM (Customer Relationship Management)**

Software that helps advisors manage client interactions, track bookings, and nurture leads.

**Cruise Tour**

A combination of a cruise and a land tour, often found in destinations like Alaska or Europe.

**Destination Management Company (DMC)**

A local company that provides on-the-ground services in a specific destination.

**Fam Trip (Familiarization Trip)**

Discounted or complimentary trips for travel advisors to experience destinations or products firsthand.

**GDS (Global Distribution System)**

A network used by travel professionals to book air, hotel, car rental, etc.

**Guaranteed Stateroom**

A lower-priced cabin booking where the room is assigned later, usually after final payment.

**Gross vs. Net Rates**

Gross includes advisor commission. Net is the rate before commission.

**Host Agency**

Provides independent travel advisors with tools, support, and accreditation.

**IATA (International Air Transport Association)**

Trade association representing airlines; accreditation allows ticketing.

**Lead Time**

Time between booking and departure.

**Markup**

Amount added to the net rate to determine selling price.

**NDA (Non-Disclosure Agreement)**

A legal agreement to protect confidential information.

**Net Fare**

Fare without commission; often used by tour operators.

**Oceanview**

A cabin with a window or porthole looking out to the ocean.

**PAX (Passenger)**

Industry abbreviation for "passenger."

**PNR (Passenger Name Record)**

A reservation record in the GDS.

**Port Charges**

Fees associated with docking at various ports, usually included in cruise pricing.

**Preferred Partner Program**

Agreements between luxury brands and advisors offering exclusive perks and commissions.

**Receptive Tour Operator (RTO)**

U.S.-based company providing services to international operators.

**Sailing Date**

The departure date of a specific cruise itinerary.

**Shore Excursion**

Optional land-based tours or activities available at cruise ports.

**Supplier**

Any company providing travel products (airlines, hotels, cruise lines, etc.).

**Tariff**

A schedule of fares or rates.

**Tender**

A smaller boat used to transport passengers to shore when the cruise ship is anchored offshore.

**Third-Party Insurance**

Travel insurance sold by a company not directly associated with the supplier.

**Tour Operator**

Creates and sells package tours bundling various services.

**Ultra-Luxury**

Refers to the highest tier of luxury travel, often including private jets, villas, and exclusive experiences.

**Upsell**

Encouraging clients to upgrade their booking (e.g., to a suite or business class).

**VCC (Virtual Credit Card)**

A secure digital card used to pay suppliers.

**Verandah/Balcony**

A cabin with a private outdoor space.

**Wave Season**

Peak cruise booking period from January to March when supplier promotions are heaviest and most advisors are busiest with new bookings.

**White-Glove Service**

Premium service involving attention to every detail and elevated customer care.