

Tourism Sales and Distribution Vocabulary Quiz (Key)

Match each definition with the correct term. Use each term only once.

WORD BANK

Charter tour
Consumers
Direct distribution
Distribution

Indirect distribution
Intermediaries
Public tours

Suppliers
Tour operator
Travel agency

Distribution	1. the process of making your product available to consumers
Suppliers	2. companies that create, own, and provide the travel products being sold
Indirect distribution	3. the process of the supplier using intermediaries to sell their products to consumers
Charter tour	4. a product that is sold to pre-formed groups at a special price
Tour operator	5. a company that contracts with suppliers and attractions to create multiday tour packages
Direct distribution	6. the process of the supplier of travel products sells to the consumer without others involved
Public tours	7. a product that is sold to the public and generally are scheduled to depart on a regular schedule
Consumer	8. anyone that uses travel products
Travel agency	9. a company who analyzes travel needs and then assists, recommends, arranges, and sells one or more components of travel
Intermediary	10. a company that act as a go-between, linking suppliers with the traveling public