

Agritourism - is defined as travel, which combines, agriculture and rural setting with product of agriculture operation all within a tourism experience.

Agritours - as it is defined most broadly, involves any agriculturally based operation or activity that brings visitors to a farm.

Agritainment - farm based entertainment including activities such as hayrides, pony rides, wine tasting, cornfield maze contests and harvest festivals.

Cosplay carnival - in which participants called cosplayers wear costumes and fashion accessories to represent a specific character.

Famil or familiarisation - a PR tool designed to give select staff / other operators the opportunity to experience a region, venue, product or package.

Future proofing - is the process of anticipating the future and developing methods of minimizing the effects of shocks and stresses of future events.

Hipsteresque - A term to describe someone or something that is ahead of the trends. To describe something or someone that is a trendsetter, or follows the trends.

Inbound tourism - is defined as comprising the activities of non-residents travelling to a given country that is outside their usual environment and staying there no longer than 12 consecutive months for leisure, business or other (corresponding) purpose.

LGA - Local Government Area

Memorandum of Understanding - is a type of agreement between two (bilateral) or more (multilateral) parties. It expresses a convergence of will between the parties, indicating an intended common line of action.

REMPPLAN - is a team of specialists that turn complex region specific economic and demographic data into clear insights. Maitland City Council subscribes to REMPLAN to help plan and make decisions for the local government area.

Smart tourism technology - Smart tourism refers to the application of information and communication technology, such similar to the smart cities, for developing innovative tools and approaches to improve tourism.

Smart precinct - Digitally enabled, mixed use districts that combine the latest technologies with new property strategies to support and catalyze the tech-led economy. In an era of rapid business disruption, these precincts can help small start-ups to grow and large corporates to adapt and help the barriers between the minnows and giants to dissolve.

SUP boards – Stand Up Paddle boards

Wayfinding - encompasses all of the ways in which people orient themselves in physical space and navigate from place to place.