

LIVING ADVENTURE TOUR STYLES

TOUR STYLES	Keywords
Overland Adventure	Overland, truck, touring vehicle, participation camping, bush, camping,
18 - 30 something	teenage, backpack, honcho, gap year
Urban Adventure	Independent, chill out, short break, short breaks, city stay,
Train Adventure	Train, berth, railway,
Active Adventure	trekking, walk, kayaking, canoe, walking, hiking, bicycle, rafting, swimming, fishing, Snorkelling, cycle, cycling, skiing, hot air balloon, Marine, motorbike, motorcycle,
Small Group Adventure	small group
Gourmet Adventure	Cooking class, drink, food, gourmet, gastronomic, wine-tasting, wine
Self-Drive Adventure	Self Drive,
Coach Tours	Coach, private van, private vehicle
Cultural Adventure	Local, Cooking class, homestay, local culture, culture, history, sanctuary, temple, castle, festivals, festival, UNESCO, jungle, discovery, mosque
Antarctic Adventure	Antarctica, South Pole, zodiac, Ice breaker, ice strengthen, Ushuaia, Falklands, South Georgia
Arctic Adventure	Arctic, North Pole, Polar Bear, Yukon, Spitsbergen, Iceland, Greenland, Svalbard
In style Adventure	Escorted, upgraded, Comfort, yacht, skipper, lodge, conceirge, luxury, expensive, 5 star, michelin, chef, marine, sailing, vineyards, chateau, hot air balloon, fly in,
Family Adventure	family, children, school
Expedition Adventure	Felucca, Excursion, jungle, Bedouin, unique destinations, Zodiac, River, Gorilla Trek, Lares trek, Machu Picchu, mountain, expedition, boat, Galapagos, charity, motorcycle, Camping,
Volunteer Adventure	Volunteer, orphanage
Safari Adventure	safari, 4x4, lion, elephant, big 5, big five, leopard, game reserve, rhino
Wildlife Adventure	Wildlife, nature, photography, orangutan, galapagos, Borneo, national park, sanctuary
	Revision 1.0 (24 April 2014)

Acacia tour styles	Total	living adventure	TOTAL	dragoman	Total	living adventure	TOTAL
use keywords		18 - 30 Something		use keywords		18 - 30 Something	
use keywords		Active Adventure		use keywords		Active Adventure	
		Antarctic & Arctic Adventure		use keywords		Antarctic & Arctic Adventure	
		Coach Tours				Coach Tours	
use keywords		Cultural Adventure		use keywords		Cultural Adventure	
Accommodated Overland		Expedition Adventure		use keywords		Expedition Adventure	
use keywords		Family Adventure		Family Adventures		Family Adventure	
		Gourmet Adventure		use keywords		Gourmet Adventure	
		In style Adventure		use keywords		In style Adventure	
Acacia Overland & Accommodated Overland		Overland Adventure		Overlanding		Overland Adventure	
Short Safaris and Treks		Safari Adventure		use keywords		Safari Adventure	
Acacia Small Groups		Small Group Adventure		use keywords		Small Group Adventure	
		Tailor-made Adventure				Tailor-made Adventure	
use keywords		Train Adventure		use keywords		Train Adventure	
Short Breaks and City Stays		Urban Adventure		use keywords		Urban Adventure	
Acacia Voluntours		Volunteer		use keywords		Volunteer	
Short Breaks and City Stays		Wildlife Adventure		use keywords		Wildlife Adventure	
Specials		Specials		Specials		Specials	
last minute		last minute		last minute		last minute	
	Travel Co	living adventure		Headwater		living adventure	
use keywords		18 - 30 Something		use keywords		18 - 30 Something	
use keywords		Active Adventure		use keywords		Active Adventure	
use keywords		Antarctic & Arctic Adventure				Antarctic & Arctic Adventure	
		Coach Tours		use keywords		Coach Tours	
use keywords		Cultural Adventure		use keywords		Cultural Adventure	

use keywords		Expedition Adventure		use keywords		Expedition Adventure	
Family Adventures		Family Adventure		Family Adventures		Family Adventure	
use keywords		Gourmet Adventure		use keywords		Gourmet Adventure	
use keywords		In style Adventure		use keywords		In style Adventure	
Overlanding		Overland Adventure				Overland Adventure	
use keywords		Safari Adventure				Safari Adventure	
use keywords		Small Group Adventure		use keywords		Small Group Adventure	
		Tailor-made Adventure				Tailor-made Adventure	
use keywords		Train Adventure		use keywords		Train Adventure	
use keywords		Urban Adventure		use keywords		Urban Adventure	
use keywords		Volunteer		use keywords		Volunteer	
use keywords		Wildlife Adventure		use keywords		Wildlife Adventure	
Special Offers		Specials		Special Offers		Specials	
last minute		last minute		last minute		last minute	
	Tucan	living adventure		Trek America		living adventure	
Budget Expeditions, Gap Year		18 - 30 Something		ALL		18 - 30 Something	
use keywords		Active Adventure		use keywords		Active Adventure	
use keywords		Antarctic & Arctic Adventure		use keywords		Antarctic & Arctic Adventure	
use keywords		Coach Tours				Coach Tours	
use keywords		Cultural Adventure		Christmas and New Years		Cultural Adventure	
use keywords		Expedition Adventure		Cross Country Tours		Expedition Adventure	
Family Holidays		Family Adventure				Family Adventure	
use keywords		Gourmet Adventure		use keywords		Gourmet Adventure	
Honeymoons		In style Adventure				In style Adventure	
		Overland Adventure				Overland Adventure	
		Safari Adventure				Safari Adventure	
use keywords		Small Group Adventure		use keywords		Small Group Adventure	
		Tailor-made Adventure				Tailor-made Adventure	

use keywords		Train Adventure		use keywords		Train Adventure	
use keywords		Urban Adventure		Mini Adventures		Urban Adventure	
use keywords		Volunteer		use keywords		Volunteer	
Wildllife holidays		Wildlife Adventure		use keywords		Wildlife Adventure	
Special Offers		Specials		Special Departures		Specials	
Late Space Race		last minute		last minute		last minute	
15% Discount							
20% Discount							
	Geckos	living adventure		Intrepid		living adventure	
use keywords		18 - 30 Something		use keywords		18 - 30 Something	
use keywords		Active Adventure		use keywords		Active Adventure	
use keywords		Antarctic & Arctic Adventure		Polar		Antarctic & Arctic Adventure	
use keywords		Coach Tours		use keywords		Coach Tours	
use keywords		Cultural Adventure		Festivals and Events		Cultural Adventure	
use keywords		Expedition Adventure		Explorer		Expedition Adventure	
use keywords		Family Adventure		Family		Family Adventure	
use keywords		Gourmet Adventure		Food		Gourmet Adventure	
use keywords		In style Adventure		use keywords		In style Adventure	
use keywords		Overland Adventure		Overland		Overland Adventure	
use keywords		Safari Adventure		use keywords		Safari Adventure	
use keywords		Small Group Adventure		use keywords		Small Group Adventure	
use keywords		Tailor-made Adventure		use keywords		Tailor-made Adventure	
use keywords		Train Adventure		use keywords		Train Adventure	
use keywords		Urban Adventure		Short Breaks		Urban Adventure	
use keywords		Volunteer		use keywords		Volunteer	
use keywords		Wildlife Adventure		Wildlife		Wildlife Adventure	
				Self Drive Adventures		Self Drive	
Sales & Offers		Specials		Sales & Offers		Specials	

last minute		last minute		last minute		last minute	
	Sundowners	living adventure		Vodka		living adventure	
		18 - 30 Something		ALL		18 - 30 Something	
		Active Adventure				Active Adventure	
		Antarctic & Arctic Adventure				Antarctic & Arctic Adventure	
		Coach Tours				Coach Tours	
ALL		Cultural Adventure		use keywords		Cultural Adventure	
ALL		Expedition Adventure		use keywords		Expedition Adventure	
use keywords		Family Adventure				Family Adventure	
use keywords		Gourmet Adventure				Gourmet Adventure	
use keywords		In style Adventure				In style Adventure	
use keywords		Overland Adventure		use keywords		Overland Adventure	
		Safari Adventure				Safari Adventure	
use keywords		Small Group Adventure		use keywords		Small Group Adventure	
		Tailor-made Adventure				Tailor-made Adventure	
ALL		Train Adventure		ALL		Train Adventure	
use keywords		Urban Adventure		use keywords		Urban Adventure	
use keywords		Volunteer		use keywords		Volunteer	
		Wildlife Adventure				Wildlife Adventure	
		Self Drive				Self Drive	
Sales & Offers		Specials		Sales & Offers		Specials	
last minute		last minute		last minute		last minute	
	Peregrine	living adventure		Urban Adventure		living adventure	
		18 - 30 Something		use keywords		18 - 30 Something	
use keywords		Active Adventure				Active Adventure	
use keywords		Antarctic & Arctic Adventure				Antarctic & Arctic Adventure	
use keywords		Coach Tours				Coach Tours	
use keywords		Cultural Adventure				Cultural Adventure	
use keywords		Expedition Adventure				Expedition Adventure	

Family Adventures		Family Adventure		use keywords		Family Adventure	
use keywords		Gourmet Adventure		use keywords		Gourmet Adventure	
use keywords		In style Adventure		use keywords		In style Adventure	
use keywords		Overland Adventure				Overland Adventure	
use keywords		Safari Adventure				Safari Adventure	
use keywords		Small Group Adventure				Small Group Adventure	
		Tailor-made Adventure				Tailor-made Adventure	
use keywords		Train Adventure				Train Adventure	
use keywords		Urban Adventure		ALL		Urban Adventure	
use keywords		Volunteer		use keywords		Volunteer	
use keywords		Wildlife Adventure				Wildlife Adventure	
		Self Drive				Self Drive	
Sales & Offers		Specials		Sales & Offers		Specials	
last minute		last minute		last minute		last minute	
	Jenman	living adventure			Exodus	living adventure	
use keywords		18 - 30 Something		use keywords		18 - 30 Something	
use keywords		Active Adventure		use keywords		Active Adventure	
		Antarctic & Arctic Adventure				Antarctic & Arctic Adventure	
		Coach Tours				Coach Tours	
use keywords		Cultural Adventure		use keywords		Cultural Adventure	
use keywords		Expedition Adventure		use keywords		Expedition Adventure	
use keywords		Family Adventure		use keywords		Family Adventure	
use keywords		Gourmet Adventure		use keywords		Gourmet Adventure	
use keywords		In style Adventure		use keywords		In style Adventure	
use keywords		Overland Adventure		use keywords		Overland Adventure	
use keywords		Safari Adventure		use keywords		Safari Adventure	
use keywords		Small Group Adventure		use keywords		Small Group Adventure	
NONE		Tailor-made Adventure				Tailor-made Adventure	
use keywords		Train Adventure				Train Adventure	
use keywords		Urban Adventure				Urban Adventure	
use keywords		Volunteer		use keywords		Volunteer	
use keywords		Wildlife Adventure				Wildlife Adventure	

use keywords	0	Self Drive		use keywords	0	Self Drive	
Sales & Offers		Specials		Sales & Offers		Specials	
last minute		last minute		last minute		last minute	

API (KEYWORDS)	Gadventures	Living Adventure
Overland truck, touring vehicle, participation camping, basic bush camping,		Overland Adventure
“Yolo”		18 - 30 something
Independent Travel, chill out		Urban Adventure
train,		Train Adventure
trekking, walking, kayaking, canoe, walking, hiking, bicycle, rafting, swimming, fishing, Snorkelling		Active Adventure
All tours are small group adventure by default – unless there is keyword “small group” in data		Small Group Adventure
Cooking class, Gastronomy, Cooking Class, gourmet, chef, culinary		Gourmet Adventure
		Self-Drive Adventure
Coach, private van, private vehicle		Coach Tours
“Local Living Tours”, Cooking class, homestay, Local culture, Planeterra Project, culture, history		Cultural Adventure
M/S Expedition, Antarctica, zodiac, Falklands, South Georgia		Antarctic Adventure
Spitsbergen, Iceland, Greenland, Svalbard, Arctic		Arctic Adventure
“Comfort tours”, upgraded, Comfort, yacht, skipper, jungle lodge		In style Adventure
“Family Trips”		Family Adventure
“Amazon River cruise”, Daphne, felucca, Excursions, jungle, Bedouin, unique destinations, marine, zodiac, Queen Violeta Amazon riverboat, Guided mountain gorilla trek with permits, lares		Expedition Adventure
		Tailor-made Adventure
Voluntour, Volunteer,		Volunteer
Camping, safari, 4x4 safari vehicles		Safari Adventure
Wildlife, nature, photography		Wildlife
last minute		last minute
Sales & Offers		Specials

Example of a tour table

		Acacia XML
Table ID	Supplier ID	ACCACIA
g_id	ID	tourIdentifier
g_code	Reference Code	tourCode
Name	Tour Name	tourName
Duration	Duration (Days)	tourDuration
departures_start_date	Available From Date	
departures_end_date	Available End Date	
map_image	Map Image URL	
banner_image	Banner Image URL	tourimages
primary_country_code	Primary Country Code	countries
start_country_code	Departure Country Code	
finish_country_code	Destination Country Code	
start_city	Departure City	tourStartLocation
finish_city	Destination City	tourEndLocation
Description	Description	tourDescription
Amount	Price (AUD)	prices
Category	TOUR STYLES	tourProvider
Tour Details	1 Tour to many TourDetails	
tour_details.label	Tour Details Heading	
tour_details.body	Tour Details Content	
Itineraries	1 Tour to many Itineraries	
itineraries.label	Itineraries Heading	itinerary
itineraries.summary	Itineraries Content	itinerary