

# GLOSSARY OF NT TOURISM TERMS AND ACRONYMS FACT SHEET



<b>AACB</b>	Australian Association of Convention Bureaux	<b>CRM</b>	Client relationship management – data or system
<b>AANT</b>	Automobile Association of the Northern Territory	<b>CRS</b>	Computer reservations system
<b>AAPA</b>	Aboriginal Areas Protection Authority	<b>CVB</b>	Convention and visitors bureau
<b>ABLIS</b>	Australian Business Licence and Information Service	<b>DCM</b>	Department of the Chief Minister (NT Government)
<b>ABS</b>	Australian Bureau of Statistics	<b>DFAT</b>	Department of Foreign Affairs and Trade (Australian Government)
<b>ADS</b>	Approved Destination Status (relates to the China travel market)	<b>DIPL</b>	Department of Infrastructure, Planning and Logistics (NT Government)
<b>AFTA</b>	Australian Federation of Travel Agents	<b>DLPE</b>	Department of Lands, Planning and the Environment (NT Government)
<b>AHA (NT)</b>	Australian Hotels Association (Northern Territory)	<b>Domestic market</b>	Australians travelling within Australia
<b>Allotment</b>	A block of contracted rooms or seats available to wholesalers to 'free' sell	<b>DMC</b>	Destination management company
<b>ANR</b>	Arrival Notification Report	<b>DPIR</b>	Department of Primary Industry and Resources (NT Government)
<b>ASP</b>	Aussie Specialist Program	<b>DTBI</b>	Department of Trade, Business and Innovation (NT Government)
<b>ASCOT</b>	Australian Standing Committee on Tourism	<b>DTC</b>	Department of Tourism and Culture (NT Government)
<b>ATAP</b>	Australian Tourism Accreditation Program	<b>EA</b>	Ecotourism Australia
<b>ATDW</b>	Australian Tourism Data Warehouse	<b>EMDG</b>	Export Market Development Grant
<b>ATE</b>	Australian Tourism Exchange	<b>EOI</b>	Expression of interest
<b>ATEC</b>	Australian Tourism Export Council	<b>ETA</b>	Estimated time of arrival
<b>B&amp;B</b>	Bed and breakfast (accommodation)	<b>ETD</b>	Estimated time of departure
<b>BEC</b>	Business Enterprise Centre	<b>F&amp;B</b>	Food and beverage
<b>BE</b>	Business events, includes meetings, incentives, conventions and exhibitions	<b>Famil</b>	Familiarisation
<b>Business travel</b>	Travel for commercial, government or education purposes	<b>FIT</b>	Free and independent traveller
<b>BYTAP</b>	Backpacker Youth Tourism Advisory Panel	<b>FOC</b>	Free of charge
<b>CASA</b>	Civil Aviation Safety Authority	<b>GDS</b>	Global distribution system
<b>CATO</b>	Council of Australian Tour Operators	<b>GIT</b>	Group inclusive traveller
<b>Charter</b>	A customised itinerary	<b>GOA</b>	Guiding Organisations Australia
<b>CLC</b>	Central Land Council	<b>Gross rate</b>	The official or advertised price quoted to the public (aka 'rack' or 'retail' rate)
<b>Commission</b>	A percentage of the total product cost paid as a service fee to travel distributor	<b>GSA</b>	General sales agent
<b>Co-op activity</b>	Advertising campaign, or similar, funded by two or more organisations, usually the destination, airlines and tour companies	<b>IATA</b>	International Air Transport Association
<b>Co-op partner</b>	A partner that 'buys in' to a co-op activity by providing cash or in-kind contribution	<b>ICCA</b>	International Congress and Convention Association
<b>Cover</b>	Each dinner at a restaurant	<b>IMR</b>	International media relations
		<b>ITAC</b>	Indigenous Tourism Advisory Council

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<b>ITB</b>	Internationale Tourismus Börse held in March in Berlin each year
<b>ITO</b>	Inbound tour operator
<b>IVS</b>	International Visitor Survey
<b>KDP</b>	Key distribution partner
<b>Leisure travel</b>	Travel for recreation, sightseeing and relaxation
<b>LGA</b>	Local government authority
<b>Low season</b>	When tourist activity and rates are at their lowest (NT: October to March)
<b>LTA</b>	Local tourism association
<b>MEA</b>	Meetings and Events Australia
<b>MIAA</b>	Meetings Industry Association of Australia
<b>MICE</b>	Meetings, events, conventions and exhibitions
<b>Nett rate</b>	The rate given to wholesalers and ITOs that is the minimum an operator could sell their product and still make a profit
<b>NLC</b>	Northern Land Council
<b>No show</b>	A customer with a reservation who failed to show up but did not cancel
<b>NTCB</b>	Northern Territory Convention Bureau
<b>NTO</b>	National Tourism Office
<b>NVS</b>	National Visitor Survey
<b>OAD</b>	Overseas arrival and departures (statistics)
<b>OTA</b>	Online travel agent
<b>PATA</b>	Pacific Asia Travel Association
<b>PAX</b>	Passengers
<b>PCO</b>	Professional conference organiser
<b>Peak season</b>	The primary travel period when rates are also at their highest (NT: April to September)
<b>PR</b>	Public relations
<b>Pre and post touring</b>	Travel packages designed for MICE attendees that take place before or after their business event
<b>Pre-registration</b>	When a guest is pre-assigned a room so it's available on arrival or when a guest is checked into their room before their arrival so their room is not classified as a 'no show', which usually occurs when they arrive early in the morning the day after their specified check in date
<b>PTGAA</b>	Professional Tour Guide Association of Australia

<b>PWCNT</b>	Parks and Wildlife Commission of the Northern Territory
<b>RevPAR</b>	Revenue per available room
<b>RFP</b>	Request for proposal
<b>RFT</b>	Request for tender
<b>RPT</b>	Regular passenger transport
<b>ROI</b>	Return on investment
<b>RTO</b>	Regional tourism organisation
<b>Sales mission</b>	Suppliers from one tourism area travel together to another state or country to promote travel to their region, such as for educational seminars for travel agents and wholesalers.
<b>Seasonality</b>	Business fluctuations across the seasons
<b>SEM</b>	Search engine marketing
<b>SEO</b>	Search engine optimisation
<b>Shoulder season</b>	Travel period between the peak and low seasons
<b>Site inspection</b>	A tour of a destination or facility to assess its suitability for travel or an event
<b>STO</b>	State (or Territory) tourism organisation
<b>TA</b>	Tourism Australia
<b>Target market</b>	A specific group to whom marketing activities are directed
<b>TCA</b>	Tourism Central Australia
<b>TFC</b>	Tourism Forecasting Committee
<b>Tourism accreditation</b>	A scheme designed to help operators provide a quality service and product
<b>TRA</b>	Tourism Research Australia
<b>TTE</b>	Tourism Top End
<b>TTF</b>	Tourism and Transport Forum
<b>Trade show</b>	Exhibition of tourism goods and services to the industry
<b>TSS</b>	Trade Support Scheme
<b>TXA</b>	Tourism Exchange Australia – a central database for live online booking inventory
<b>VFR</b>	Visiting friends and relatives
<b>VIC</b>	Visitor information centre
<b>VJP</b>	Visiting journalist program
<b>WHS</b>	Workplace health and safety
<b>WTM</b>	World Travel Market
<b>WTO</b>	World Tourism Organisation
<b>YHA</b>	Youth Hostel Association