

Glossary of NT Tourism terms and acronyms fact sheet

AACB	Australian Association of Convention Bureaux	Commission	A percentage of the total product cost paid as a service fee to travel distributor.	Famil	Familiarisation. Engaging in trade famils allows you to showcase your product so participants can experience your product first-hand and sell/promote with confidence.
AANT	Automobile Association of the Northern Territory	Co-op activity	Advertising campaign, or similar, funded by two or more organisations, usually the destination, airlines and tour companies.	FIT	Free and Independent Traveller
AAPA	Aboriginal Areas Protection Authority	Co-op partner	A partner that 'buys in' to a co-op activity by providing cash or in-kind contribution.	FOC	Free of Charge
ABLIS	Australian Business Licence and Information Service	Cover	Each dinner at a restaurant.	GDS	Global Distribution System
ABS	Australian Bureau of Statistics	CRM	Client Relationship Management – data or system.	GIT	Group Inclusive Traveller
ADS	Approved Destination Status - relates to the China travel market.	CRS	Computer Reservations System	GOA	Guiding Organisations Australia
AFTA	Australian Federation of Travel Agents	DCM&C	Department of the Chief Minister and Cabinet (NT Government)	GRI	Global Review Index
Allotment	A block of contracted rooms or seats available to wholesalers to 'free' sell.	DFAT	Department of Foreign Affairs and Trade (Australian Government)	Gross rate	The official or advertised price quoted to the public (aka 'rack' or 'retail' rate)
ANR	Arrival Notification Report	DIPL	Department of Infrastructure, Planning and Logistics (NT Government)	GSA	General Sales Agent
ASP	Aussie Specialist Program	Domestic market	Australians travelling within Australia	HNT	Hospitality NT
ASCOT	Australian Standing Committee on Tourism	DMC	Destination Management Company	IATA	International Air Transport Association
ATDW	Australian Tourism Data Warehouse	DMP	Destination Management Plan	IBA	Indigenous Business Australia
ATE	Australian Tourism Exchange	DITT	Department of Industry, Tourism and Trade (NT Government)	ICCA	International Congress and Convention Association
ATEC	Australian Tourism Export Council	EA	Ecotourism Australia	IMHP	International Media Hosting Program
B&B	Bed and Breakfast (accommodation)	eDM	Electronic Direct Mail	ITAC	Indigenous Tourism Advisory Council
BECNT	Business Enterprise Centre NT	EMDG	Export Market Development Grant	ITB	Internationale Tourismus Börse in Berlin each year.
BE	Business Events - includes meetings, incentives, conventions and exhibitions.	EOI	Expression Of Interest	ITO	Inbound Tour Operator
Business travel	Travel for commercial or government purposes.	EPaWS	Department of Environment, Parks and Water Security (NT Government)	IVS	International Visitor Survey
CASA	Civil Aviation Safety Authority	ETA	Estimated Time of Arrival	KDP	Key Distribution Partner
CATO	Council of Australian Tour Operators	ETD	Estimated Time of Departure		
Charter	A customised itinerary.	F&B	Food and Beverage		
CLC	Central Land Council				

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Leisure travel	Travel for recreation, sightseeing and relaxation.	Pre-registration	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'. Usually occurs when they arrive early in the morning the day after their specified check in date.	Shoulder season	Travel period between the peak and low seasons.
LGA	Local Government Authority	PTGAA	Professional Tour Guide Association of Australia	Site inspection	A tour of a destination or facility to assess its suitability for travel or an event.
Low season	When tourist activity and rates are at their lowest (NT: October to March)	PWCNT	Parks and Wildlife Commission of the Northern Territory	STHL	Short Term Holiday Letting
LTA	Local Tourism Association	QTAB	Quality Tourism Accredited Business	STO	State (or Territory) Tourism Organisation
MEA	Meetings and Events Australia	QTF	Quality Tourism Framework	TA	Tourism Australia
MICE	Meetings, Events, Conventions and Exhibitions	ReviewPro	A program that collates online customer reviews, providing insight into business' online reputation and identifying operational and service improvements to increase guest satisfaction, rankings and revenue.	Target market	A specific group to whom marketing activities are directed.
Nett rate	The rate given to wholesalers and ITOs that is the minimum an operator could sell their product and still make a profit.	RevPAR	Revenue Per Available Room	TCA	Tourism Central Australia
NLC	Northern Land Council	RFP	Request For Proposal	TEP	Tourism Enhancement Program
No show	A customer with a reservation who failed to show up but did not cancel.	RFT	Request For Tender	TFC	Tourism Forecasting Committee
NTBE	Northern Territory Business Events	RPT	Regular Passenger Transport	Tourism accreditation	A scheme designed to help operators provide a quality service and product.
NTO	National Tourism Office	ROI	Return On Investment	TRA	Tourism Research Australia
NVS	National Visitor Survey	RTA	Retail Travel Agent	TTE	Tourism Top End
OAD	Overseas Arrival and Departures (statistics)	RTO	Regional Tourism Organisation	TTF	Tourism and Transport Forum
OTA	Online Travel Agent	Sales mission	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.	Trade show	Exhibition of tourism goods and services to the industry.
PATA	Pacific Asia Travel Association	Seasonality	Business fluctuations across the seasons.	TSS	Trade Support Scheme
PAX	Passengers	SEM	Search Engine Marketing	TXA	Tourism Exchange Australia – a central database for live online booking inventory.
PCO	Professional Conference Organiser	SEO	Search Engine Optimisation	USP	Unique Selling Point
Peak season	The primary travel period when rates are also at their highest (NT: April to September).			VFR	Visiting Friends and Relatives
PR	Public Relations			VIC	Visitor Information Centre
Pre and post touring	Travel packages designed for MICE attendees that take place before or after their business event.			WHM	Working Holiday Maker
				WHS	Workplace Health and Safety
				WTM	World Travel Market
				WTO	World Tourism Organisation
				YHA	Youth Hostel Association