

GLOSSARY OF NT TOURISM TERMS AND ACRONYMS FACT SHEET



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

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

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