

Glossary of NT Tourism Terms and acronyms fact sheet

AACB	Australian Association of Convention Bureaux	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
AANT	Automobile Association of the Northern Territory	Co-op partner	A partner that 'buys in' to a co-op activity by providing cash or in-kind contribution	FOC	Free of charge
AAPA	Aboriginal Areas Protection Authority	Cover	Each dinner at a restaurant	GDS	Global distribution system
ABLIS	Australian Business Licence and Information Service	CRM	Client relationship management – data or system	GIT	Group inclusive traveller
ABS	Australian Bureau of Statistics	CRS	Computer reservations system	GOA	Guiding Organisations Australia
ADS	Approved Destination Status (relates to the China travel market)	DCM	Department of the Chief Minister (NT Government)	GRI	Global Review Index
AFTA	Australian Federation of Travel Agents	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)
AHA (NT)	Australian Hotels Association (Northern Territory)	DIPL	Department of Infrastructure, Planning and Logistics (NT Government)	GSA	General sales agent
Allotment	A block of contracted rooms or seats available to wholesalers to 'free' sell	DLPE	Department of Lands, Planning and the Environment (NT Government)	IATA	International Air Transport Association
ANR	Arrival Notification Report	Domestic market	Australians travelling within Australia	IBA	Indigenous Business Australia
ASP	Aussie Specialist Program	DMC	Destination management company	ICCA	International Congress and Convention Association
ASCOT	Australian Standing Committee on Tourism	DMP	Destination Management Plan	IMHP	International media hosting program
ATDW	Australian Tourism Data Warehouse	DPIR	Department of Primary Industry and Resources (NT Government)	ITAC	Indigenous Tourism Advisory Council
ATE	Australian Tourism Exchange	DTBI	Department of Trade, Business and Innovation (NT Government)	ITB	Internationale Tourismus Börse in Berlin each year
ATEC	Australian Tourism Export Council	DTC	Department of Tourism and Culture (NT Government)	ITO	Inbound tour operator
B&B	Bed and breakfast (accommodation)	EA	Ecotourism Australia	IVS	International Visitor Survey
BECNT	Business Enterprise Centre NT	EDM	Electronic Direct Mail	KDP	Key distribution partner
BE	Business events, includes meetings, incentives, conventions and exhibitions	EMDG	Export Market Development Grant	Leisure travel	Travel for recreation, sightseeing and relaxation
Business travel	Travel for commercial or government purposes	EOI	Expression of interest	LGA	Local government authority
CASA	Civil Aviation Safety Authority	ETA	Estimated time of arrival	Low season	When tourist activity and rates are at their lowest (NT: October to March)
CATO	Council of Australian Tour Operators	ETD	Estimated time of departure	LTA	Local tourism association
Charter	A customised itinerary	F&B	Food and beverage	MEA	Meetings and Events Australia
CLC	Central Land Council	Famil	Familiarisation. Engaging in trade famils allows you to showcase your product so they can experience your product first-hand and sell/promote with confidence.	MICE	Meetings, events, conventions and exhibitions
Commission	A percentage of the total product cost paid as a service fee to travel distributor			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

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No show	A customer with a reservation who failed to show up but did not cancel	RevPAR	Revenue per available room	TXA	Tourism Exchange Australia – a central database for live online booking inventory
NTBE	Northern Territory Business Events	RFP	Request for proposal	USP	Unique selling point
NTO	National Tourism Office	RFT	Request for tender	VFR	Visiting friends and relatives
NVS	National Visitor Survey	RPT	Regular passenger transport	VIC	Visitor information centre
OAD	Overseas arrival and departures (statistics)	ROI	Return on investment	WHM	Working holiday maker
OTA	Online travel agent	RTA	Retail Travel Agent	WHS	Workplace health and safety
PATA	Pacific Asia Travel Association	RTO	Regional tourism organisation	WTM	World Travel Market
PAX	Passengers	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.	WTO	World Tourism Organisation
PCO	Professional conference organiser	Seasonality	Business fluctuations across the seasons	YHA	Youth Hostel Association
Peak season	The primary travel period when rates are also at their highest (NT: April to September)	SEM	Search engine marketing		
PR	Public relations	SEO	Search engine optimisation		
Pre and post touring	Travel packages designed for MICE attendees that take place before or after their business event	Shoulder season	Travel period between the peak and low seasons		
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	Site inspection	A tour of a destination or facility to assess its suitability for travel or an event		
PTGAA	Professional Tour Guide Association of Australia	STHL	Short Term Holiday Letting		
PWCNT	Parks and Wildlife Commission of the Northern Territory	STO	State (or Territory) tourism organisation		
QTAB	Quality Tourism Accredited Business	TA	Tourism Australia		
QTF	Quality Tourism Framework	Target market	A specific group to whom marketing activities are directed		
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.	TCA	Tourism Central Australia		
		TEP	Tourism Enhancement Program		
		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		