

# TOURISM ACRONYMS AND GLOSSARY

## FACT SHEET

CAPE LE GRANDE NATIONAL PARK, ESPERANCE

|          |  |        |   |
|----------|--|--------|---|
| ABS      | Australian Bureau of Statistics                                | GSA    | General Sales Agent                               |
| ACC      | Australia's Coral Coast (RTO)                                  | IATA   | International Air Transport Association           |
| ADS      | Approved Destination Status (China)                            | IMHP   | International Media Hosting Program               |
| AFTA     | Australian Federation of Travel Agents                         | IMR    | International Media Relations                     |
| AGO      | Australia's Golden Outback (RTO)                               | ITB    | International Tourism Bourse                      |
| ANW      | Australia's North West (RTO)                                   | ITO    | Inbound Tour Operator                             |
| ASP      | Aussie Specialist Program                                      | IVS    | International Visitor Survey                      |
| ASW      | Australia's South West (RTO)                                   | KDP    | Key Distribution Partner                          |
| ATDW     | Australian Tourism Data Warehouse                              | LTO    | Local Tourism Organisation                        |
| ATE      | Australian Tourism Exchange                                    | MIAA   | Meetings Industry Association of Australia        |
| ATEC     | Australian Tourism Export Council                              | MICE   | Meetings, Incentives, Conventions and Exhibitions |
| BE Perth | Business Events Perth  | NTO    | National Tourism Office                           |
| BT       | Business Tourism (MICE)  | NVS    | National Visitor Survey                           |
| COAST    | Coalition of Australian States and Territories (North America) | OTA    | Online Travel Agent                               |
| CRS      | Computerised Reservations System                               | PATA   | Pacific Asia Travel Association                   |
| CVB      | Convention and Visitors Bureau                                 | PAX    | Passengers  |
| DAMA     | Destination Australia Marketing Alliance                       | PR     | Public Relations                                  |
| DFAT     | Department of Foreign Affairs and Trade                        | RTO    | Regional Tourism Organisation                     |
| DMC      | Destination Management Company                                 | STO    | State (or Territory) Tourism Organisation         |
| DP       | Destination Perth (RTO)  | TA     | Tourism Australia                                 |
| EA       | Ecotourism Australia   | TCWA   | Tourism Council WA                                |
| EMDG     | Export Market Development Grant                                | TRA    | Tourism Research Australia                        |
| FAMIL    | Familiarisation (educational) visit for trade and media        | TTF    | Tourism and Transport Forum                       |
| FIT      | Free Independent Traveller                                     | USP    | Unique Selling Proposition                        |
| FOC      | Free of Charge   | VC     | Visitor Centre                                    |
| GALTA    | Gay and Lesbian Travel Association                             | VFR    | Visiting Friends and Relatives                    |
| GDS      | Global Distribution System                                     | WAITOC | WA Indigenous Tourism Operators Council           |
| GIT      | Group Inclusive Traveller                                      | WTM    | World Travel Market                               |
|          |  | WTO    | World Tourism Organization                        |