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LIST OF ABBREVIATIONS

BTMICE	: Business Travel and Meeting, Incentive, Convention, and Exhibition
EDB	: Economic Development Board
IDR	: Indonesian Rupiah
IVA	: International Visitor Arrival
LCC	: Low Cost Carrier
MACs	: Middle-Class and Affluent Consumers
NLB	: National Library Board
Q3	: Quarter 3
SGD	: Singapore Dollar
STB	: Singapore Tourism Board
TR	: Tourism Receipt
TVC	: Television Commercial
VA	: Visitor Arrival