



Tourism Related Acronyms, abbreviations, and phrases in Alphabetical order

A

AAA	American Automobile Association
ABA	America Bus Association
AATC	African American Travel Association
ACME	Association of Convention Marketing Executives
ACTA	Association of Canadian Travel Agencies
ADR	Average Daily Rate
AGM	Annual General Meeting
AHMA	American Hotel & Motel Association
AIBTM	The Americas Incentive, Business Travel & Meetings
AIPC	International Association of Congress Centres
AMA	American Marketing Association
AMO	Association of Municipalities of Ontario
APAQ	Quebec Bus Association & Bienvenue Quebec
ASAE	American Society of Association Executives
ASTA	American Society of Travel Agents
ATTC	Aboriginal Tourism Team Canada

B

B&B	Bed & Breakfast
B2B	Business to Business
BBB	Better Business Bureau
BIC	Business Information Centre
BOH	Back of House

C

CAA	Canadian Automobile Association
CanSpep	Canadian Society of Professional Event Planners
CBBH	Canadian Bed & Breakfast Hosts
CBSA	Canadian Border Services Agency
CAE	Certified Association Executive
CEO	Chief Executive Officer



CIC	Citizenship and Immigration Canada
CITAP+	Canadian Inbound Tourism Association of the Asia Pacific & International Receptive market
CMM	Certification of meeting Management
CMP	Certified Meeting professional
CMP	Complete Meeting Package
COTA	Council of Tourism Associations
CRM	Client Relations Management System
CRS	Centra Reservations System
CSAE	Canadian Society of Association Executives
CSP	Canadian Specialist Program
CSR	Corporate Social Responsibility
	Customer Service Representative
CTA	Canadian Tourism Alliance
CVA	Convention & Visitors Association
CVB	Convection & Visitors Bureau
CWM	Canada's West Marketplace
D	
DC	Destination Canada
DO	Destination Ontario
DT	Destination Toronto
DMAI	Destination Management Association International
DMC	Destination Management Company
DMF	Destination Marketing Fee
DMO	Destination Marketing Organization
DMP	Daily Meeting Package
DNO	Destination Northern Ontario
DOS	Director of Sales
F	
FAM	Familiarization Tours
FCM	Federation of Canadian Municipalities
FIT	Free Independent Travel
	Foreign Independent Travel
FOBBA	Federation of Ontario Bed 7 Breakfast Association
FOH	Front of House



G

GBTA	Global Business Travel Association
GDS	Global Distribution Service
Glamer	Group Leaders of America
GLBTA	Gay, Lesbian, Bisexual, Transgender & Allies Alliance
GMIC	Green Meeting Industry council
GS	Guest Services
GSA	Guest Service Agent
	Global Sales Agent
GSM	Guest Service Manager
GSO	Global Sales Office
GST	Canada Good & Services Tax

H

HAC	Hotel Association of Canada
HSMAI	Hospitality Sales & Marketing Association International
HST	Harmonized Sales Tax

I

IAAMC	International Association of Management Companies
IACC	International Association of Conference Centres
IACVB	International Association of Convention and Visitor Bureaus
IAEM	International Association of Exposition Managers
IAMC	Institute of Association Management Companies
IATA	International Air Transport Association
ICCA	International Convention Centres Association
IFEA	International Festival and Events Association
IMEX	International Meetings Exhibitors
IMG	International Motorcoach Group
IMN	International Motorcoach Network
IOC	International Olympic committee
ISES	International Special Events Society
ITB	International Tourism do Bourse Tradeshow
ITAC	Indigenous Tourism Association of Canada
ITO	Indigenous Tourism Ontario



K

KPI Key Performance Indications

M

MC&IT Meetings, Conventions & Incentive Travel

MCC Motorcoach Canada

MICE Meetings, Incentive, conventions & Exhibitions (Asia Pacific Term)

MLOS Minimum Length of Stay

MPI Meeting Professional's International

MPI – WEC Meeting Professional's International – World Education Congress

N

NAJ North American Journeys

NACS National Association of Consumer Shows

NBTA National Bus Traffic Association

NMD National Meetings Industry Day

NOTO Northern Ontario Tourist Outfitters

N/S No Show

NTA National Tour Association

O

OCC Occupancy

OCITOA Ontario Chinese Inbound Tour Operators Association

OFFMkt Off Market

OMCA Ontario Motorcoach Association

OTE Ontario Transportation Expo

OTEC Ontario Tourism Education Corporation

OTIC Ontario Travel Information Centre

OTA On-line Travel Agency

P

Pax Passengers

PBA Pennsylvania Bus Association

PCMA Professional Convention Management Association

Q



QA	Quality Assurance
R	
RCMA	Religious Conference Management Associations
RDMO	Regional Destination Marketing Association
RFP	Request for Proposal
RevPar	Revenue Per Available Room
ROI	Return on Investment
RRW	Resort Reservations World-wide
RVC	Rendezvous Canada
RV	Recreational Vehicle
RVDA	Recreational Vehicle Dealers Association
RTO	Regional tourism Organization
	Receptive Tour Operators
RVRAC	RV Rental Association of Canada
S	
SHRM	Society of Human Resource Management
SIG	Special Interest Group
SITE	Site inspection
	Society of Incentive and Travel Executives
SMERF	Social, Military, Educational, Religious, Fraternal Groups
SMM	Strategic Meetings Management
SRP	Special Rate Plan
SWOT	Strengths, Weakness, Opportunity, Threat
SYTA	Student Youth Travel Association
T	
TA	Travel Agent
TEN	Tourism Excellence North
TGC	Travel Gay Canada
TIAC	Tourism Industry Association of Canada
TIAO	Tourism Industry Association of Ontario
TIC	Tourist Information Centre
TICO	Tourism Industry Council of Canada
TIF	Tax Incremental Financing
TMAC	Travel Media Association of Canada
TQM	Total Quality Management
TTRA	Travel & Tourism Research Association



U

UMA	United Motorcoach Association
USCC	United States Chamber of Commerce
USTOA	United States Tour Operators Association

V

VAT	Value Added Tax
VCB	Visitors and Convention Bureau
VIC	Visitor Information Centre
	Visitor Information Councilor

W

WSAE	Western Society of Association Executives
WTM	World Travel Mart
WTTC	World Travel and tourism Council