

Tourism Related Acronyms, abbreviations, and phrases
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	Central 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	Convention & 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 Motorcoacoach Network
IOC International Olympic Committee
ISES InternatioanlSpecial 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 9Asia 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 Worldwide
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 Councillor

W

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