

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
B2C	Business to Consumer
BBB	Better Business Bureau
BIC	Business Information Centre
BOH	Back of House
BUYERS	Tour Operators, Travel Agents, Travel Trade

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
DLSC	Driver License Status Check
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
NET	NET Rate (the price before you add commissions, taxes, fees)
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
PRIDE	Professional Instructor in Driver Education Program
Q	
QA	Quality Assurance
R	
Rack Rate	The official or posted cost of the service offered to the general public
RCMA	Religious Conference Management Associations
RDMO	Regional Destination Marketing Association
Retail Rate	The published rate to the consumer
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
Supplier	Providing a service to the tour operators (attractions, restaurants, accommodations, tour services)
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
Voucher	A document/proof of payment that the tour operator gives the guests/group to use as payment for the service being provided on-site
W	

WSAE
WTM
WTTC

Western Society of Association Executives
World Travel Mart
World Travel and Tourism Council