

## Tourism Related Acronyms & Abbreviations

*Alphabetical by acronym or abbreviation*

### **A**

- AAA - American Automobile Association
- ABA - American Bus Association
- ACME - Association of Convention Marketing Executives
- ADR - Average Daily Rate
- AGM - Annual General Meeting
- AHMA - American Hotel & Motel Association
- AMA - American Marketing Association
- ASAE - American Society of Association Executives
- ASTA - American Society of Travel Agents
- ATBC - Aboriginal Tourism British Columbia
- ATTC - Aboriginal Tourism Team Canada

### **B**

- B&B - Bed & Breakfast
- BBB - Better Business Bureau
- BC - British Columbia
- BCAA - British Columbia Automobile Association
- BCMA - British Columbia Museum Association
- BCMM - British Columbia Museum of Mining
- BCTA - BC Trucking Association
- BCYHA - BC & Yukon Hotel Association
- BDC - Business Development Bank of Canada
- BIC - Business Information Centre

### **C**

- CAS - Call Accounting System
- CBBH - Canada Bed & Breakfast Hosts (an online group at [www.canadabbhosts.com](http://www.canadabbhosts.com))
- CCA - Coast Cultural Alliance
- CCCTA - Cariboo Chilcotin Coast Tourism Association
- CHC - Choice Hotels Canada
- CIC - Citizenship and Immigration Canada
- CITAP - Canadian Inbound Tourism Asia Pacific
- COTA - Council of Tourism Associations
- CRS - Central Reservation Service
- CSAE - Canadian Society of Association Executives
- CTA - Canadian Tourism Alliance
- CTA - Close to Arrival
- CTC - Canadian Tourism Commission
- CVA - Convention and Visitors Association
- CVB - Convention & Visitor's Bureau
- CWM - Canada's West Marketplace

### **D**

- DMC - Destination Management Company

DMO - Destination Marketing Organization  
DOS - Director of Sales

## **F**

FAM - Familiarization Tour  
FIT - Free and Independent (of group) Traveler  
FIT - Foreign Independent Traveler

## **G**

GDS - Global Distribution Service  
GLAMER - Group Leaders of America  
GLBA - Gibsons Landing Business Association  
GLHA - Gibsons Landing Harbour Authority  
GS - Guest Services  
GSA - Guest Service Agent  
GSM - Guest Service Manager  
GST - Goods and Services Tax  
GVRD - Greater Vancouver Regional District

## **H**

HAS - Hotel Association of Canada  
HIEAC - Hospitality Industry Education Advisory Committee  
HSMAI - Hospitality Sales and Marketing Association International

## **I**

IAAMC - International Association of Association Management Companies  
IACVB - International Association of Convention and Visitor Bureaus  
IAEM - International Association of Exposition Managers  
IAMC - Institute of Association Management Companies  
IFEA - International Festivals and Events Association  
IMN - International Motorcoach Network  
IOC - International Olympic Committee  
ITB - International Tourism Bourse

## **M**

MFC - Mighty Fraser Country  
M & IT - Meetings & Incentive Travel  
MLOS - Minimum Length of Stay  
MPI - Meeting Professionals International

## **N**

NACS - National Association of Consumer Shows  
NAEM - National Association of Exposition Managers  
N/S - No Shows  
NTA - National Tour Association

## **O**

OCC - Occupancy  
OFFMKT - Off Market  
OMCA - Ontario Motorcoach Association

## **P**

PCMA - Professional Convention Management Association

## Q

QA - Quality Assurance

## R

RDMO - Regional Destination Marketing Organization

RFP - Request for Proposal

REV PAR - Revenue Per Available Room

RRW - Resort Reservations World-wide

RVC - Rendezvous Canada

RVDA - Recreational Vehicles Dealers Association

RVRAC - RV Rental Association Canada

## S

SCBBOA - Sunshine Coast Bed & Breakfast, Cottage Owners Association

SCTP - Sunshine Coast Tourism Partnership

SITE - Site Inspection

SITE - Society of Incentive and Travel Executives

SMERFE - Social Military Religious Fraternal Entertainment

SNBC - Super, Natural British Columbia

SRP - Special Rate Plan

STCA - Surrey Tourism & Convention Association

SWOT - Strengths, Weaknesses, Opportunities, Threats

## T

TA - Travel Agent

TAVI - Tourism Association of Vancouver Island

TBC - Tourism British Columbia

TIAC - Tourism Industry Association of Canada

TIC - Tourism Information Councilor

TMAC - Travel Media Association of Canada

TMR&PM - Tourism Maple Ridge & Pitt Meadows Society

TOTA - Thompson Okanagan Tourism Association

TQM - Total Quality Management

TTRA - Travel and Tourism Research Association

TVAN - Tourism Vancouver

TW - Tourism Whistler

## U

UBC - University of British Columbia

USCC - United States Chamber of Commerce

USTOA - United States Tour Operators Association

## V

VCB - Visitors and Convention Bureau

VCEC - Vancouver Convention and Exhibition Centre

VCM - Vancouver, Coast and Mountains

VHA - Vancouver Hotel Association

VIC - Visitor Information Centre

VIC - Visitor Information Councilor

**W**

WCMC	- Western Canada Marketing Committee
WCTA	- Western Canada Travel Alliance
WED	- Western Economic Diversification
WRSS	- White Rock South Surrey Chamber of Commerce
WSAE	- Western Society of Association Executives
WTM	- World Travel Market
WTTC	- World Travel and Tourism Council

**Y**

YVR	- Vancouver International Airport
YXX	- Abbotsford International Airport

*Alphabetical by phrase / organization***A**

Abbotsford International Airport	- YXX
Aboriginal Tourism British Columbia	- ATBC
Aboriginal Tourism Team Canada	- ATTC
American Automobile Association	- AAA
American Bus Association	- ABA
American Hotel & Motel Association	- AHMA
American Marketing Association	- AMA
American Society of Association Executives	- ASAE
American Society of Travel Agents	- ASTA
Annual General Meeting	- AGM
Association of Convention Marketing Executives	- ACME
Average Daily Rate	- AD

**B**

Bed & Breakfast	- B & B
Better Business Bureau	- BBB
British Columbia	- BC
British Columbia Automobile Association	- BCAA
British Columbia Museum Association	- BCMA
British Columbia Museum of Mining	-
BCMM	
British Columbia Trucking Association	- BCTA
British Columbia & Yukon Hotel Association	- BCYHA
Business Development Bank of Canada	- BDC
Business Information Centre	- BIC

## **C**

Call Accounting System	- CAS
Canada Bed & Breakfast Hosts (an online group at <a href="http://www.canadabbhosts.com">www.canadabbhosts.com</a> )	- CBBH
Canada's West Marketplace	- CWM
Canadian Inbound Tourism Asia Pacific	- CITAP
Canadian Society of Association Executives	- CSAE
Canadian Tourism Alliance	- CTA
Canadian Tourism Commission	- CTC
Cariboo Chilcotin Coast Tourism Association	- CCCTA
Central Reservation Service	- CRS
Choice Hotels Canada	- CHC
Citizenship and Immigration Canada	- CIC
Close to Arrival	- CTA
Coast Cultural Alliance	- CCA
Convention and Visitors Association	- CVA
Convention & Visitor's Bureau	- CVB
Council of Tourism Associations	- COTA

## **D**

Destination Management Company	- DMC
Destination Marketing Organization	- DMO
Director of Sales	- DOS

## **F**

Familiarization Tour	- FAM
Foreign Independent Traveler	- FIT
Free and Independent (of group) Traveler	- FIT

## **G**

Gibsons Landing Business Association	- GLBA
Gibsons Landing Harbour Authority	- GLHA
Global Distribution Service	- GDS
Goods and Services Tax	- GST
Greater Vancouver Regional District	- GVRD
Group Leaders of America	- GLAMER
Guest Service Agent	- GSA
Guest Service Manager	- GSM
Guest Services	- GS

## **H**

Hospitality Industry Education Advisory Committee	- HIEAC
Hospitality Sales and Marketing Association International	- HSMIAI
Hotel Association of Canada	- HAS

## **I**

Institute of Association Management Companies	- IAMC
International Association of Association Management Companies	- IAAMC
International Association of Convention and Visitor Bureaus	- IACVB
International Association of Exposition Managers	- IAEM
International Festivals and Events Association	- IFEA
International Motorcoach Network	- IMN

International Olympic Committee	- IOC
International Tourism Bourse	- ITB
<b><u>M</u></b>	
Meeting Professionals International	- MPI
Meetings & Incentive Travel	- M & IT
Mighty Fraser Country (Abbotsford, Fraser Valley and Fraser Canyon)	- MFC
Minimum Length of Stay	- MLOS
<b><u>N</u></b>	
National Association of Consumer Shows	- NACS
National Association of Exposition Managers	- NAEM
National Tour Association	- NTA
No Shows	- N/S
<b><u>O</u></b>	
Occupancy	- OCC
Off Market	- OFFMKT
Ontario Motorcoach Association	- OMCA
<b><u>P</u></b>	
Professional Convention Management Association	- PCMA
<b><u>Q</u></b>	
Quality Assurance	- QA
<b><u>R</u></b>	
Recreational Vehicles Dealers Association	- RVDA
Regional Destination Marketing Organization	- RDMO
Rendezvous Canada	- RVC
Request for Proposal	- RFP
Resort Reservations World-wide	- RRW
Revenue Per Available Room	- REV PAR
RV Rental Association Canada	- RVRAC
<b><u>S</u></b>	
Site Inspection	- SITE
Social Military Religious Fraternal Entertainment	- SMERFE
Society of Incentive and Travel Executives	- SITE
Special Rate Plan	- SRP
Strengths, Weaknesses, Opportunities, Threats	- SWOT
Sunshine Coast Bed & Breakfast, Cottage Owners Association	- SCBBCOA
Sunshine Coast Tourism Partnership	- SCTP
Super, Natural British Columbia	- SNBC
Surrey Tourism & Convention Association	- STCA
<b><u>T</u></b>	
Thompson Okanagan Tourism Association	- TOTA
Total Quality Management	- TQM
Tourism Association of Vancouver Island	- TAVI
Tourism British Columbia	- TBC
Tourism Industry Association of Canada	- TIAC
Tourism Information Councilor	- TIC
Tourism Maple Ridge & Pitt Meadows Society	- TMR&PM
Tourism Vancouver	- TVAN

Tourism Whistler	- TW
Travel Agent	- TA
Travel and Tourism Research Association	- TTRA
Travel Media Association of Canada	- TMAC
<b><u>U</u></b>	
United States Chamber of Commerce	- USCC
United States Tour Operators Association	- USTOA
University of British Columbia	- UBC
<b><u>V</u></b>	
Vancouver, Coast and Mountains	- VCM
Vancouver Convention and Exhibition Centre	- VCEC
Vancouver Hotel Association	- VHA
Vancouver International Airport	- YVR
Visitor Information Centre	- VIC
Visitor Information Councilor	- VIC
Visitors and Convention Bureau	- VCB
<b><u>W</u></b>	
Western Canada Marketing Committee	- WCMC
Western Canada Travel Alliance	- WCTA
Western Economic Diversification	- WED
Western Society of Association Executives	- WSAE
White Rock South Surrey Chamber of Commerce	- WRSS
World Travel and Tourism Council	- WTTC
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