

APPENDIX A

INDUSTRY ABBREVIATIONS, ACRONYMS & DEFINITIONS

AAU: Amateur Athletic Union (conducts national championships in 33 different sports)

ABA: American Bus Association

ACME: Association of Convention Marketing Executives

ACOM: Association of Convention Operation Managers

ACTE: Association of Corporate Travel Executives

ADI: Area of Dominant Influence (used to determine media markets)

ADR: Average Daily Rate (the average daily rate charged by hotels and other lodging properties)

ASAE: American Society of Association Executives (host to one of the largest convention industry trade shows in North America)

ASTA: American Society of Travel Agents

BID: Business Improvement District

BrandUSA: The National Tourism Office for the United States

CAE: Certified Association Executive

Carrying Capacity: The number of visitors that can adequately be accommodated within existing infrastructure such as lodging, dining, roads, parking, etc.

CDME: Certified Destination Marketing Executive

CEO: Chief Executive Officer (President, Executive Director, etc.)

CIC: Convention Industry Council (an umbrella association for convention industry associations)

CMP: Certified Meeting Professional

Compression: When downtown hotels fill, the resulting overflow of visitors spreads to other lodging options throughout the region

Consumer Show: (differs from a “Trade Show” as Consumer Shows target the consumer while a trade show generally targets industry professionals)

Conversion: Closing the sale, converting a prospect to a buyer

CSAE: Canadian Society of Association Executives

CTC: Certified Travel Counselor (also the Canadian Tourism Commission)

Culinary Tourism: The growing trend for consumers to actively consider their dining choices when selecting a destination

Cultural Tourism: Travel for the purpose of learning about the culture or heritage of an area

CVA: Convention & Visitors Association

CVB: Convention & Visitors Bureau

Day visitors: Visitors who arrive and leave the same day (also known as “Daytrippers”)

Destinations International: the professional trade association of the Destination Marketing sector

DMAI: Destination Marketing Association International (the former name of Destinations International)

DMAwest: Destination Marketing Association West (a regional association of over 145 DMOs in the western part of the United States)

DMC: Destination Management Company (usually private sector)

DMO: Destination Marketing (or Management) Organization (usually non-profit or public sector)

EDC: Economic Development Council (or Corporation)

ESTO : Educational Seminar for Travel Organizations (a marketing conference for DMO pros sponsored by the US Travel Association)

Event Rights Holder: Not to be confused with an NGB, a rights holder is a non-Olympic sanctioned entity that owns and operates events, often bid on by destinations

FAM: Slang for a Familiarization Tour, a complimentary or reduced-rate travel program for travel writers, group tour operators, travel agents or other travel service buyers, designed to acquaint participants with the destination

FIT: Foreign Independent Traveler (or Fully Independent Traveler)

Fulfillment Piece: Promotional literature, video or other material that is sent in response to an inquiry

GLAMER: Group Leaders of America

HOF: Hall of Fame

HOT: Hotel Occupancy Tax (referred to in this book as Room Tax)

HSMIA: Hospitality Sales and Management Association International

IAAM: International Association of Assembly Managers

IAAPA: International Association of Amusement Parks & Attractions

IACC: International Association of Conference Centers

IAEM: International Association of Exposition Managers

ICCA: International Congress and Convention Association

IFEA: International Festivals and Events Association

Incentive Tour: A trip offered as a prize, usually by a company to stimulate employee sales or productivity

Interpretation: Print materials, signage, narration, guided tours and anything that “interprets” the site or destination for the visitor

IOC: International Olympic Committee

ITME: Incentive Travel and Meetings Expo

Leisure Visitor: In contrast with business travelers, Leisure Visitors travel for pleasure and, thus, are not under any obligations to frequent specific destinations or facilities

LOC: Local Organizing Committee, a group of local citizens that are put in place to help coordinate a championship event in a destination

M&C: Meetings and Conventions (both the market and an industry publication)

MPI: Meeting Professionals International

MTWA: Midwest Travel Writers Association

NASC: National Association of Sports Commissions (an association of over 900 members including DMOs, Sports Commissions, NGBs, Event Rights Holders, and companies that support the Sports Tourism and events industry)

NAEM: National Association of Exposition Managers

NAIA: National Association of Intercollegiate Athletics

NCAA: National Collegiate Athletic Association

NCBMP: National Coalition of Black Meeting Planners

NGB: National Governing Body (the recognized sports organization for an official national sports effort)

NJCAA: National Junior College Athletic Association

NTA: National Tour Association

Occupancy Rate: Percent of hotel rooms sold to overnight guests during a particular span of time

PCMA: Professional Convention Management Association

PRSA: Public Relations Society of America

Rack Card: The typical Tourism brochure (sized 4" x 9") and used primarily in Tourism brochure racks

Rack Rate: The official full cost of a room posted by a hotel (but rarely paid by groups)

RCMA: Religious Conference Management Association

Receptive Operator: Someone who plans to “receive” a motorcoach or tour group. They may plan lodging, meals, attraction visits, etc. for a fee or commission

RevPar: Revenue per Available Room (a hotel performance measure, the higher the better)

RFP: Request for Proposal

RFQ: Request for Qualifications

ROI: Return on Investment

SATW: Society of American Travel Writers

SGMP: Society of Government Meeting Planners

SITE: Society of Incentive and Travel Executives

SMERF: A segment of the Convention & Meeting Market that stands for Social, Military, Educational, Religious and Fraternal

STAR Report: A measurement (by STR Global) of hotel performance for a particular city or region

Step-on Guide: A highly knowledgeable guide who “steps-on” an incoming motorcoach and provides narrative interpretation for the passengers

STS: Southeast Tourism Society

TDA: Tourism Development Authority

TDC: Tourism Development Council / Commission

TIF: Tax Incremental Financing

TODS: Tourist Oriented Directional Signage (often the blue signs along U.S. interstates and highways)

TOT: Transient Occupancy Tax (or Room Tax)

Trade Show: A product showcase for a specific industry that is generally not open to the public.

TTRA: Travel and Tourism Research Association

USOC: United States Olympic Committee

USSSA: United States Specialty Sports Association (one of the largest American event rights holders in softball and baseball)

USTA: United States Travel Association (the travel industry's premier Advocacy association)

USTOA: United States Tour Operators Association

VCB: Visitors and Convention Bureau

VFR: Visiting Friends and Relatives

VIC: Visitor Information Center (or Welcome Center)

Wayfinding Signage: Signs to aid the traveling public in finding their way around a destination

WTM: World Travel Market

WTO: World Tourism Organization

WTTC: World Travel and Tourism Council