



DESTINATION ORGANIZATION ACRONYM FIELD GUIDE

A quick reference glossary of commonly used acronyms across the travel and tourism industry among destination organizations.

CORE DESTINATION ORGANIZATION TYPES

- **CVB** - Convention & Visitors Bureau
- **DMO** – Destination Marketing (and/or Management) Organization
- **NTO** – National Tourism Organization
- **STO** – State Tourism Organization
- **PTO** – Provincial Tourism Organisation
- **RTO** – Regional Tourism Organization
- **LTO** – Local Tourism Organization
- **TID** – Tourism Improvement District

DESTINATIONS INTERNATIONAL (DI) SPECIFIC ACRONYMS

- **DI** - Destinations International
- **CDME** – Certified Destination Management Executive
- **PDM** – Professional in Destination Marketing
- **DMAP** – Destination Marketing Accreditation Program
- **DNEXT** – DestinationNEXT, DI's strategic planning and assessment framework
- **DI Foundation / DIF** – Destinations International Foundation

MEETINGS, EVENTS & GROUP BUSINESS ACRONYMS

- **MICE** – Meetings, Incentives, Conferences, Exhibitions
- **SMERF** – Social, Military, Educational, Religious, Fraternal
- **RFP** – Request for Proposal
- **RFI** – Request for Information
- **RFQ** – Request for Quote
- **FAM** – Familiarization Tour
- **DMC** – Destination Management Company

RESEARCH, DATA & PERFORMANCE METRIC ACRONYMS

- **KPI** – Key Performance Indicator
- **ROI** – Return on Investment
- **ROMI** – Return on Marketing Investment
- **ADR** – Average Daily Rate
- **RevPAR** – Revenue per Available Room
- **YOY** – Year Over Year
- **YTD** – Year to Date
- **STR** – Smith Travel Research
- **TSA** – Tourism Satellite Account

FUNDING, GOVERNANCE & OPERATIONS ACRONYMS

- **TOT** – Transient Occupancy Tax
- **HOT** – Hotel Occupancy Tax
- **BID** – Business Improvement District
- **PPP** – Public-Private Partnership
- **TID** – Tourism Improvement District

OTHER INDUSTRY ASSOCIATIONS & ORGANIZATION ACRONYMS

- **U.S. Travel / USTA*** – U.S. Travel Association
- **TIAC*** – Tourism Industry Association of Canada
- **PCMA*** – Professional Convention Management Association
- **MPI*** – Meeting Professionals International
- **ASAE*** – American Society of Association Executives
- **CSAE** – Canadian Society of Association Executives
- **ESAE** – European Society for Association Executives
- **IAVM*** – International Association of Venue Managers
- **SITE*** – Society for Incentive Travel Excellence
- **ICCA*** – International Congress & Convention Association
- **SportsETA*** – Sports Events & Tourism Association
- **IGLTA*** – International Gay & Lesbian Travel Association
- **RCMA*** – Religious Conference Management Association
- **ABA*** – American Bus Association
- **NTA** – National Tour Association
- **SYTA** – Student & Youth Travel Association
- **GBTA** – Global Business Travel Association
- **TAC*** – Indigenous Tourism Association of Canada
- **AITA*** – American Indigenous Tourism Association
- **STS*** – Southeast Tourism Society
- **OneWest*** – OneWest Tourism Alliance, formerly DMAWest

*Denotes Destinations International strategic partner or member.