

Edmonton Tourism's Commonly Used Acronyms

AARP	American Association of Retired Persons	CTIS	Certified travel Industry Specialist <i>A designation conferred on an ABA member company employee who successfully completed correspondence courses and evaluations of marketplace seminars.</i>
ABA	American Bus Association	CTP	Certified Tour Professional <i>A designation by the NTA for tour professionals who have completed a course of training, service & employment.</i>
ACTA	Association of Canadian Travel Agents	CVB	Convention and Visitor's Bureau <i>A nonprofit DMO that operates at the county and city level. A CVB typically works with the industry to encourage leisure and business travel to their destination.</i>
AED	Alberta Economic Development	CWM	Canada West Marketplace <i>International Marketplace held in a different location each year.</i>
AHLA	Alberta Hotel and Lodging Association	DMC	Destination Marketing Company <i>A for profit company that provides creative planning and execution services for meetings and business travel.</i>
ASAE	American Society of Association Executives	DMO	Destination Marketing Organization <i>Organizations financially supported by membership fees and revenues from marketing initiatives that promote themselves as a travel destination.</i>
ASTA	American Society of Travel Agents	ECRTP	Edmonton Capital Region Tourism Partnership
ATEC	Alberta's Training for Excellence Corporation	EDE	Economic Development Edmonton
CAE	Certified Association Executive	EEI	Edmonton Events International
CESSE	Council of Engineering and Scientific Society Executives	ESC	Edmonton Sport Council
CETN	Canadian Experience Travel Network	ET	Edmonton Tourism
CITAP	Canadian Inbound Tourism Association (Asia/Pacific)	ETRG	Edmonton Regional Tourism Group
CMITS	Canadian Meetings and Incentive Travel Symposium	FAM	Familiarization Tour
CMP	Certified Meeting Planner	FIT	Fully Independent Travel <i>A custom-designed, unescorted informal tour with many individualized arrangements.</i>
CSAE	Canadian Society of Association Executives	GWSAE	Greater Washington Society of Account Executives
CSTA	Canadian Sport Tourism Alliance	GETHR	Greater Edmonton Tourism Human Resources
CTC	Canadian Tourism Commission <i>Promotes Canada as a tourism destination.</i>	IACVB	International Association of Convention and Visitor Bureaus

ITB	International Travel Bourse – Marketplace (Berlin)	SMERF	Social, Military, Educational, Religious & Fraternal groups
Kanata	Marketplace (Japan)	STMC	Strategic Tourism Marketing Council <i>Industry-led committee who determine tourism strategy and direction for the province.</i>
MAA	Motel Association of Alberta	STMP	Strategic Tourism Marketing Plan <i>A 3-year strategic plan managed by Travel Alberta</i>
MC&IT	Meetings, Conventions and Incentive Travel	SWOT	Strengths, Weaknesses, Opportunities, Threats <i>A summary analysis of a company or group's strengths and weaknesses, recognizing the opportunities and threats that will most influence it.</i>
M&BT	Meetings and Business Travel	SYTA	Student Youth Travel Association
MPI	Meeting Planners International	TAI	Travel Alberta International <i>Travel Alberta's national and international marketing contractor.</i>
NTA	National Tour Association Marketplace (USA) <i>As of November 2004 the name of this association has been changed to CrossSphere</i>	TAIP	Travel Alberta In-Province <i>Travel Alberta's in-province marketing contractor. (Parcom Marketing)</i>
NTO	National Tourism Organization <i>A national government level DMO that promotes a country as a travel destination ie. CTC.</i>	TAS	Travel Alberta Secretariat
OMCA	Ontario Motorcoach Association	TDR	Tourism Destination Region <i>Legally registered, regional marketing tourism organization reporting to Travel Alberta. Coordinates administrative and marketing programs within each of the six regions of Alberta.</i>
PCMA	Professional Convention Management Association	TIAC	Tourism Industry Association of Canada
PIP	Partners in Promotion <i>A series of consumer trade shows in which the tourism industry of Alberta can participate as partners.</i>	TIS	Tourism Information System <i>Central electronic databases of Alberta tourism attractions and events used by the call centre, visitor information and web sites.</i>
RFP	Request for proposal <i>Price quote request from suppliers before a contractor is hired for a specific service.</i>	TPC	Tourism Partnership Council <i>Industry-lead council who determine tourism strategy and direction for Greater Edmonton.</i>
RTO	Receptive Tour Operator	USTOA	United States Tour Operators Association
RVC	Rendez-vous Canada – marketplace	VFR	Visiting friends and relatives
SATW	Society of American Travel Writers	VIC	Visitor Information Centre
SC	Spotlight Canada Marketplace (UK)	YWE	You're Welcome Edmonton