

# ACRONYMS

## Cheat Sheet for Tourism Industry Acronyms



Common acronyms for terms and organizations relevant to the tourism industry in Newfoundland & Labrador. This is not an exhaustive list and acronyms may change.

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- A**
  - ABA American Bus Association (Travel Trade Show)
  - ACN Adventure Central Newfoundland (DMO)
  - ACOA Atlantic Canada Opportunities Agency
  - ACS Atlantic Canada Showcase (Travel Trade Show)
  - ACTP Atlantic Canada Tourism Partnership
  - ADM Assistant Deputy Minister
  - ADR Average Daily Rate
  - ANC Association for New Canadians
  
- C**
  - CCB Community Capacity Building
  - CCRF Canada Community Revitalization Fund
  - COI Community/Communities of Interest (ACOA initiative)
  - CSC NL Community Sector Council of Newfoundland & Labrador
  - CSJ Canada Summer Jobs
  - CVADA Codroy Valley Area Development Association
  
- D**
  - DC Destination Canada
  - DDP Destination Development Plan
  - DL Destination Labrador (DMO)
  - DLRAA Deer Lake Regional Airport Authority
  - DMO Destination Management/Marketing Organization
  - DSJ Destination St. John's (DMO)
  
- E**
  - EQ Explorer Quotient
  
- F**
  - FAM Familiarization Tour
  - FIT Fully Independent Traveller
  - F&B Food & Beverage
  - F&E Festivals & Events

- G** GCOS Grants and Contributions Online Services  
 GMCA Gros Morne Cooperating Association  
 GMG Gros Morne Gatherings (levy group)  
 GMIST Gros Morne Institute for Sustainable Tourism  
 GMNP Gros Morne National Park  
 GMTF Gros Morne Theatre Festival  
 GNP Great Northern Peninsula  
 GNPHN Great Northern Peninsula Heritage Network Inc.
- H** HNL Hospitality Newfoundland & Labrador
- I** IET Department of Industry, Energy and Technology  
 IMM International Media Marketplace (Travel Media Show)  
 ITAC Indigenous Tourism Association of Canada
- K** KPI Key Performance Indicator(s)
- L** LAM L'Anse aux Meadows NHS  
 LCEN Legendary Coasts of Eastern Newfoundland (DMO)
- N** NHS National Historic Site  
 NLOA Newfoundland & Labrador Outfitters Association  
 NLSF Newfoundland & Labrador Snowmobile Federation  
 NLTOP Newfoundland & Labrador Tourism Operator Portal  
 NTA National Tour Association
- O** OAS Outdoor Adventure Show (Canadian Consumer Shows)  
 OMCA Ontario Motor Coach Association (Travel Trade Show)  
 OTA Online Travel Agent
- P** PAC Port au Choix NHS  
 PACT Premier's Advisory Council on Tourism  
 PMO Provincial Marketing Organization (i.e. NL Tourism)
- R** RDA Regional Development Agency (i.e., ACOA)  
 ROI Return on Investment  
 RTO Receptive Tour Operator  
 RVC Rendez-vous Canada (Travel Trade Show)
- S** SOA Sense of Arrival  
 SSEP-PS Student Summer Employment Program – Post-secondary  
 STAR Strategic Tourism Areas & Regions (ACOA initiative)  
 STEP Strategic Tourism Expansion Program (ACOA initiative)

**T** TAP Tourism Assurance Plan  
TCAR Department of Tourism Culture Arts and Recreation (formerly TCII – Department of Tourism Culture Industry and Innovation)  
TIA Travel Industry Association  
TIAC Tourism Industry Association of Canada  
TMAC Travel Media Association of Canada  
TNL Theatre Newfoundland Labrador  
TOR Terms of Reference  
TQA Tourism Quality Assurance  
TSW Tourism Southwest (Levy Group)  
TTT Trails Tales Tunes (festival based in Norris Point)

**U** UGC User Generated Content (online/social media marketing)  
UNESCO United Nations Educational, Scientific and Cultural Organization  
UNWTO United Nations World Tourism Organization  
USP Unique Selling Proposition(s)/Point(s)

**V** VIC Visitor Information Centre  
VRC Visitor Resource Centre (same as a VIC)  
VTTA Viking Trail Tourism Association (Levy Group)

**W** WDMO Western Destination Management Organization (also known as Western NL DMO Inc. and Go Western Newfoundland)  
WHS World Heritage Site  
WTM World Travel Market