

Tourism Glossary

Acronyms & Definitions

** Updated 7/20/2023*

VTC-related

CRUSA – Capital Region USA (international tourism marketing partnership)

CTIC – Certified Tourist Information Center

DDM – Destination Development Manager; formerly DDS (Destination Development Specialist)

DT – Drive Tourism, VTC’s community development workshop program, identifying What to Build and What to Market, helping increase tourism visitation and spending across the Commonwealth

LHG – Lou Hammond Group (formerly LHA) is VTC’s public relations agency of record and is located out of New York City.

VA-1 – the annual tourism summit for Virginia’s tourism industry, usually held in November. This is hosted by VRLTA.

VATC.org – VTC’s industry website

VFO – Virginia Film Office

Virginia.org – VTC’s main consumer facing website; also includes Group Tours, Meetings, and Sports VA sub-site.

VTC – Virginia Tourism Corporation

VTG – Virginia Travel Guide

VWC – Virginia Welcome Centers

Grants

MLP – Virginia Tourism Marketing Leverage Program (VTC’s marketing grants program)

SEF – Special Events & Festival Grants

MMLP – Microbusiness Marketing Leverage Program

RMLP – Recover Marketing Leverage Program

VA250 – Virginia 250; America’s 250 Anniversary

PM – Partnership Marketing division at VTC

PMAP – Partnership Marketing Advertising Program (function of VTC Consumer Services and Fulfillment Division; Virginia Welcome Center advertising)

TDFP – Tourism Development Financing Program. Think of TDFP as a tax rebate when the Developer acquires all the lending they need, opens and generates revenue. The State and Municipality collect new tax and give back a portion toward the project’s gap debt

TID – Tourism Improvement District. A locality’s hotels create a new visitor fee (tax), independent from local government funding, and works with their DMO to market and develop their area

Tourism Organizations

BRTA – Blue Ridge Travel Association

CVB – Convention and Visitors Bureau

CVTA – Coastal Virginia Tourism Alliance

DMC – Destination Management Company. A for-profit company that operates like a CVB by providing creative planning and execution services for meetings and business travel.

DMO – Destination Marketing Organizations *(There is a growing trend for localities to create a DMO to facilitate tourism development and marketing; the M standing for 'Management' instead of just Marketing)*

DI – Destinations International (formerly IACVB and Destination Marketing Association International – DMAI)

ESTC – Eastern Shore Tourism Commission

HOA – Heart of Appalachia Tourism Authority

JYF – Jamestown-Yorktown Foundation

SVTA – Shenandoah Valley Travel Association

SVTP – Shenandoah Valley Travel Partnership

VADMO – The Virginia Association of Destination Marketing Organizations (formerly known as VACVB)

VRLTA – Virginia Restaurant, Lodging & Travel Association (formerly known as VHTA)

Tourism Accreditations

CDME – Certified Destination Management Executive (DI)

CTIS – Certified Travel Industry Specialist (ABA)

CMT – Certified Meeting Planner

CTP – Certified Tour Professional (NTA)

TMP – Tourism Marketing Professional (Southeast Tourism Society)

VDP – Virginia Destination Professional (VADMO)

Tourism Sales

AAA – American Automobile Association

ABA – American Bus Association

NTA – National Tour Association

SYTA – Student and Youth Travel Association

TSS – Travel South Showcase

Research

ADR – average daily rate

KPI – Key performance indicators

OKR – Objectives and key results

Rev Par – Revenue per available room (**RevPAR**) is a performance metric used in the hotel industry and is calculated by multiplying a hotel's average daily room rate (ADR) by its occupancy rate

STR – Smith Travel Research. An STR report is a benchmarking tool that compares your hotel's performance in relation to a group of similar hotels (competitors). Although it's spelled 'STR', the correct pronunciation is 'STAR' and the terms 'STR report' and 'STAR report' are often used interchangeably

TRT – Transient Room Tax. Sometimes referred to as TOT - Transient Occupancy Tax. The room tax charged by local governments on lodging/overnight accommodations

Economic Development and Related

CDFI – Community Development Financing Institution

EDA – Economic Development Authority

IDA – Industrial Development Authority

JIDA – Joint Industrial Development Authority (multiple locality/county members)

PDC – Planning District Commission

SBA – Small Business Administration

SCORE – Service Corps of Retired Executives

SGA – Strategic Growth Areas

VCC – Virginia Chamber of Commerce

VCC – Virginia Community Capital

VCEN – Virginia Community Economic Network

VEDP – Virginia Economic Development Partnership

VAM – Virginia Association of Museums

Virginia State & Related Agencies

AG – Attorney General

DCR – Virginia Department of Conservation & Recreation

DEQ – Virginia Department of Environmental Quality

DHCD – Virginia Department of Housing and Community Development

DHR – Virginia Department of Historic Resources

DOE – Virginia Department of Education

DRPT – Virginia Department of Rail & Public Transportation

DSBSD – Virginia Department of Small Business & Supplier Diversity

Virginia State & Related Agencies ... continued

- DSOC** – Deputy Secretary of Commerce & Trade
- DWR** – Virginia Department of Wildlife Resources (formerly DGIF - Virginia Department of Game & Inland Fisheries)
- FLOVA** – First Lady of Virginia
- GA** – General Assembly
- GAB** – General Assembly Building in Richmond
- JLARC** – Joint Legislative Audit Review Commission
- SBSD** – Virginia Department of Small Business and Supplier Diversity
- SCC** – Virginia State Corporation Commission (business licenses to form a corporation)
- SOC** – Secretary of Commerce & Trade
- TODS** – Tourist-Oriented Directional Signs Program (administered by VDOT)
- TRRC** – Virginia Tobacco Region Revitalization Commission (referred to as the Virginia Tobacco Commission)
- VCA** – Virginia Commission for the Arts
- VCC** – Virginia Community Colleges
- VCEN** – Virginia Community Economic Network
- VDACS** - Virginia Department of Agriculture and Consumer Services
- VDF** – Virginia Department of Forestry
- VDOT** – Virginia Department of Transportation
- VFH** – Virginia Foundation for the Humanities
- VH** – Virginia Housing Development Authority (formerly known as VHDA – Virginia Housing & Development Authority)
- VMS** – Virginia Main Street Program (administered by DHCD)
- VMRS** – Virginia Marine Resources Commission
- VIMS** – Virginia Institute of Marine Sciences
- VRA** – Virginia Resource Authority

Miscellaneous

- COIA** – Conflict of Interest Act
- FOIA** – Freedom of Information Act
- COOP** – Continuity of Operations Plan
- FY** – Fiscal Year (beginning July 1, annually)
- MOU** – Memo of Understanding
- RFP** – Request for Proposal
- SOEI** – Statement of Economic Interest

Additional Tourism Terms

Activation – To activate a promotion with a target audience, e.g.: consumer activation or trade activation. **affinity group**: a group sharing a common interest, usually from an organization. See also **pre-formed group** **after-departure charge**: expenses such as telephone charges that do not appear on a guest’s account at check out

Adventure Tourism — Adventure tourism, according to the Adventure Travel Trade Association, is a tourist activity that includes physical activity, a cultural exchange, or activities in nature

Agritourism – A tour which has the focus as agriculture or related subjects such as landscaping, farm tours.

Air Sea: a cruise/travel program which includes both air/sea arrangements. Often combined with local hotel arrangements for pre/post stays

Business Tourism – Business tourism is a specialized area of overall tourism. During a business tour, the tourist not only performs different business-related activities but also receives financial benefits. There are four types of activities (Meetings, Incentives, Conferences, Exhibitions) which are performed by a business tourist.

Culinary Tourism – Culinary tourism or food tourism or gastronomy tourism is the exploration of food as the purpose of tourism

Cultural Tourism – Cultural tourism is a type of tourism activity in which the visitor's essential motivation is to learn, discover, experience, and consume the tangible and intangible cultural attractions/products in a tourism destination

Dark Tourism – Dark tourism refers to visiting places where some of the darkest events of human history have unfolded. That can include genocide, assassination, incarceration, ethnic cleansing, war or disaster — either natural or accidental

FAM – Familiarization Tour

Ecotour – a tour designed to focus on preserving the environment of environmentally sensitive areas. Also known as a responsibility touring or sustainability travel

Educational Tourism — Travel experiences and destinations which focus on learning about foreign cultures, studying new things, engaging in study tours, or applying a learned skill is considered an educational tourism's product

Experiential tour – a tour designed to have the passengers participate in the activities to experience it for themselves hands-on e.g.: cooking or building something

Medical Tourism – Medical tourists pursue medical care abroad for a variety of reasons, including decreased cost, recommendations from friends or family, the opportunity to combine medical care with a vacation destination, a preference to receive care from a culturally similar provider, or a desire to receive a procedure or therapy

Mystery tour – a tour to an unpublished destination – passengers get a surprise!
nationwide tour: sold to people throughout the nation

Niche market – a market segment in which individuals possess homogeneous needs and characteristics, formed by a) needs to meet b) unmet needs to wake up and/or c) communication

Inbound tourism – When you enter another country, this is inbound tourism for the destination country

Outbound tourism – In outbound tourism, you go from your own country to another one.

Pilgrimage and Spiritual Tourism — Religious tourism, spiritual tourism, sacred tourism, or faith tourism, is a type of tourism with two main subtypes: pilgrimage, meaning travel for religious or spiritual purposes, and the viewing of religious monuments and artifacts, a branch of sightseeing

Additional Tourism Terms ... continued

Receptive operator – A receptive operator's role is to help with group tours as a liaison and concierge to the destination. They might provide step-on services and spend a day with the group, or set up a special itinerary for a group that a tour operator wouldn't be able to do on their own

Space Tourism – Space tourism is a rapidly growing industry with several different companies offering trips into space. These trips can be anything from suborbital flights to full orbital missions and longer stays on the International Space Station

VFR – Visiting Friends and Relatives (VFR) can be defined as a form of travel “involving a visit whereby either (or both) the purpose of the trip or the type of accommodation involves visiting friends and/or relatives”

Voluntourism – a type of tour that is eco-friendly that allow the passenger to get involved as a volunteer for community service e.g.: Habitat for Humanity

Wellness Tourism – Wellness tourism is travel associated with the pursuit of maintaining or enhancing personal well-being. It may entail a trip or destination for wellness purposes only, like a weekend at a spa retreat. Or it may mean incorporating wellness-inspired activities into trips with other purposes.

Wholesaler – a company that usually creates and markets inclusive tours and FITs for sale through travel agents.