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**A Guide to Oregon Tourism Industry Acronyms**

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| --- | --- |
| AAA | American Automobile Association |
| ABA | American Bus Association |
| ACCE | American Certified Chamber Executives |
| ACME | Association of Convention Marketing Executives |
| ACOM | Association of Convention Operation Managers |
| ACTE | Association of Corporate Travel Executives |
| ACVA | Albany Convention & Visitors Association |
| AHMA | American Hotel & Motel Association |
| AMA | American Marketing Association |
| AOI | Associated Oregon Industries |
| ARC | Airline Reporting Corporation |
| ARTA | American Retail Travel Agents |
| ASAE | American Society of Association Executives |
| ASTA | American Society of Travel Agents |
| AVCB | Ashland Visitor & Convention Bureau |
| BACC | Bay Area Chamber of Commerce |
| BACC | Beaverton Area Chamber of Commerce |
| BBB | Better Business Bureau |
| BCVCB | Baker County Visitor & Convention Bureau |
| BLM | Bureau of Land Management |
| BTN | Business Travel Network |
| BVCB | Bend Visitor & Convention Bureau |
| CCTDC | Clackamas County Tourism Development Council |
| CCTP | Certified Culinary Tourism Professional |
| CCVB | Corvallis Convention and Visitors Bureau |
| CESSE | Council of Engineering & Scientific Society Executives |
| CLIA | Cruise Lines International Association |
| CMP | Certified Meeting Planner |
| COCA | Central Oregon Coast Association |
| COED | Central Oregon Economic Development |
| COVA | Central Oregon Visitors Association |
| CTC | Certified Travel Councilor (Travel Agents) |
| CTP | Certified Tour Professional (Tour Operator and/or affiliates) |
| CVA | Convention and Visitors Association |
| CVALCO | Convention and Visitors Association of Lane County Oregon |
| CVB | Convention and Visitors Bureau |
| CVBWCO | Convention & Visitors Bureau of Washington County Oregon |
| DBA | Doing Business As (when a company name is different from its logo) |
| DMAI | Destination Marketing Association International |
| DMO | Destination Marketing Organization |
| EDPA | Exhibit Designers and Producers Association |
| ESCA | Exposition Service Contractors Association |
| FAM | Familiarization Tour - also called research or product development trips |
| FIT | Foreign Independent Traveler |
| FIT | Free and Independent (of group) Traveler |
| FT.Com | FoodTrekker.com |
| GLAMER | Group Leaders of America |
| GMVCB | Greater Medford Visitors and Convention Bureau |
| GPVCB | Grants Pass Visitor & Convention Bureau |
| GWSAE | Greater Washington (D.C.) Society of Association Executives |
| HCEA | Health Care Exhibitors Association |
| HOMA | Heart of Medford Association |
| HSMAI | Hospitality Sales and Marketing Association International |
| IAAM | International Association of Auditorium Managers |
| IAAMC | International Association of Association Management Companies |
| IACVB | International Association of Convention and Visitors Bureaus |
| IAEM | International Association of Exposition Managers |
| IAMC | Institute of Association Management Companies |
| IATA | International Air Transport Association |
| IATAN | International Airlines Travel Agent |
| ICPA | Insurance Conference Planners Association |
| ICTA | International Culinary Tourism Association |
| ICTI | International Culinary Tourism Institute |
| IEA | International Exhibitors Association |
| IFEA | International Festivals and Events Association |
| IMN | International Motorcoach Network |
| ITB | International Tourism Bourse |
| JATA | Japanese Association of Travel Agents |
| LCLA | Lane County Lodging Association |
| LCVCB | Lincoln City Visitor & Convention Bureau |
| MCVB | Medford Convention & Visitors Bureau |
| MPI | Meeting Professionals International |
| MTWA | Midwest Travel Writers Association |
| NACS | National Association of Consumer Shows |
| NAEM | National Association of Exposition Managers |
| NCBMP | National Coalition of Black Meeting Planners |
| NCC | Newport Chamber of Commerce |
| NTA | National Tour Association |
| OACVB | Oregon Association of Convention and Visitors Bureaus |
| OCC | Oregon Convention Center |
| OCCA | Oregon Coast Council for the Arts |
| OCE | Oregon Chamber Executives |
| OCVA | Oregon Coast Visitors Association |
| ODMO | Oregon Destination Marketing Organization |
| ODNRA | Oregon Dunes National Recreation Area |
| ODOT | Oregon Department of Transportation |
| OECDD | Oregon Economic and Community Development Department |
| OFEA | Oregon Festivals and Events Association |
| OFVO | Oregon Film and Video Office |
| OMPI | Oregon Meeting Planners International |
| OMSI | Oregon Museum of Science and Industry |
| ORLA | Oregon Restaurant and Lodging Association |
| ORC | Oregon Retail Council |
| ORC | Oregon Rugged Country |
| OREF | Oregon Restaurant Education Foundation |
| OSA | Oregon Sports Authority |
| OSAE | Oregon Society of Association Executives |
| OSAM | Oregon Society of Association Managers |
| OSIA | Oregon Snowsports Industry Association |
| OTC | Oregon Tourism Commission |
| OTC | Oregon Transportation Commission |
| OTMC | Oregon Trail Marketing Coalition |
| OTTA | Oregon Tour and Travel Alliance |
| OWB | Oregon Wine Board |
| OVCB | Ontario Visitor & Convention Bureau |
| PCMA | Professional Convention Management Association |
| PCOC | Portland Chamber of Commerce |
| PDX | Portland International Airport |
| POP | Port of Portland |
| POSA | Portland Sports Authority |
| PRSA | Public Relations Society of America |
| RCC | Redmond Chamber of Commerce |
| RCMA | Religious Conference Management Association |
| RCMP | Regional Cooperative Marketing Plan |
| RDMO | Regional Destination Marketing Organization |
| RVCB | Roseburg Visitor and Convention Bureau |
| SATW | Society of American Travel Writers |
| SCMP | Society of Company Meeting Planners |
| SCVA | Salem Convention and Visitors Association |
| SGMP | Society of Government Meeting Planners |
| SITE | Society of Incentive & Travel Executives |
| SOVA | Southern Oregon Visitors Association |
| STEP | Salmon Trout Enhancement Program |
| STRAC | Senior Travel & Recreation Activities Company |
| SVB | Seaside Visitors Bureau |
| TCLA | Tri-County Lodging Association |
| TEA-21 | Transportation Equity Act for the 21st Century |
| TIA | Travel Industry Association of America |
| TIC | Travel Information Council of Oregon |
| TICO | Tourism Industry Council of Oregon |
| TO | Travel Oregon |
| TOT | Transient Occupancy Tax |
| TTRA | Travel and Tourism Research Association |
| USCC | United States Chamber of Commerce |
| USFS | United States Forestry Service |
| USTOA | United States Tour Operators Association |
| VCB | Visitor and Convention Bureau |
| VIA | Visitor Industry Association |
| WACVB | Western Association of Convention and Visitors Bureaus |
| WCAE | Western Conference of Association Executives |
| WSAE | Western Society of Association Executives |
| WTF | World Travel Fair |
| WTM | World Travel Market |
| WTTC | World Travel and Tourism Council |
| WVVA WVWA | Willamette Valley Visitors Association  Willamette Valley Wineries Association |
| YVVA | Yamhill Valley Visitors Association |
| *Courtesy of Oregon Convention and Visitors Bureaus, OACVB Updated by OTTA January 2011* |  |