Maryland Tourism Industry Acronyms

AAA – American Automobile Association  
AATC – African American Travel Conference  
AAU – Amateur Athletic Union  
ABA – American Bus Association  
ADA – Americans with Disabilities Act  
ADI – Area of Dominant Influence  
ADR – Average Daily Rate  
AHLA – American Hotel & Lodging Association  
APR – Average Published Rate  
ASAE – American Society of Association Executives  
ASTA – American Society of Travel Agents  
AZA – Association of Zoos & Aquariums

B&B – Bed & Breakfast  
BACA – Baltimore Area Concierge Association  
BAM – Brewers Association of Maryland  
BAMHA – BWI & Arundel Mills Hospitality Alliance  
BANY – Bus Association of New York  
BeNeLux – Belgium/Netherlands/Luxembourg  
BEO – Banquet Event Order  
BGTW – British Guild of Travel Writers  
BTA – Baltimore Tourism Association  
BWI – Baltimore/Washington International Airport

CAA – Canadian Automobile Association  
CMP – Certified Meeting Planner  
CRM – Customer Relationship Management  
CRUSA – Capital Region USA  
CVB – Convention & Visitors Bureau  
CY – Calendar Year

DDC – Destination DC  
DHCD – Department of Housing & Community Development  
DMC – Destination Management Company  
DMO – Destination Marketing Organization  
DNR – Department of Natural Resources  
DOT – Department of Transportation  
DTFA – Division of Tourism, Film and the Arts

EDC – Executive Director’s Council  
ESTO – Educational Seminar for Travel Officials

F&B – Food & Beverage  
FAM – Familiarization Tour
FIT – Fully Independent Traveler
FMIS – Financial Management Information System
FY – Fiscal Year

GAOS – Great American Outdoor Show
GNJMA – Greater New Jersey Motorcoach Association
GWSAE – Greater Washington Society of Association Executives

HSMAI – Hospitality Sales and Marketing Association International

IDRC – International Development Research Council
IITA – International Inbound Travel Association
IMG – International Motorcoach Group
IPW – International Pow Wow
ITB – International Tourism Berlin

LGBT – Lesbian, Gay, Bisexual, Transgender

M&C – Meetings & Conventions
MAC – Maryland Association of Campgrounds
MAC – Marketplace Advisory Committee
MACo – Maryland Association of Counties
MATPRA – Mid-Atlantic Tourism Public Relations Alliance
MCASC – Motorcoach Association of South Carolina
M-DOWA – Mason-Dixon Outdoor Writers Association
MDMO – Maryland Association of Destination Marketing Organizations
MDOT – Maryland Department of Transportation
MdOTA – Maryland Transportation Authority
MHLa – Maryland Hotel & Lodging Association
MHAA – Maryland Heritage Areas Authority
MHNR – Maryland Historic National Road
MHT – Maryland Historic Trust
MICE – Meetings, Incentives, Conference & Exhibitions
MMA – Maryland Motorcoach Association
MML – Maryland Municipal League
MORE – Maryland on the Road Enterprise
MPI – Meeting Professionals International
MRN – Military Reunion Network
MSAC – Maryland State Arts Council
MSEA – Maryland State Educators Association
MTDB – Maryland Tourism Development Board
MTA – Mass Transit Administration
MTAM – Marine Trades Association of Maryland
MTC – Maryland Tourism Coalition
MTTS – Maryland Travel & Tourism Summit
MWA – Maryland Wineries Association
MWAA – Metro Washington Airports Authority

NACE – National Association for Catering & Events
NAMO – National Association of Motorcoach Operators
NASC – National Association of Sports Commissions
NATJA - North American Travel Journalists Association
NCBMP – National Coalition of Black Meeting Professionals
NCMA – North Carolina Motorcoach Association
NCSTD – National Council of State Travel Directors
NEBA – New England Bus Association
NMN – National Motorcoach Network
NPF – National Park Foundation
NPS – National Park Service
NSB – National Scenic Byway
NTA – National Tour Association

OC-HMRA – Ocean City Hotel, Motel & Restaurant Association
OMCA – Ontario Motor Coach Association
OTA – Online Travel Agency
OTD – Office of Tourism Development
OWAA – Outdoor Writers Association of America

PBA - Pennsylvanin Bus Association
PCMA – Professional Convention Management Association
PDI – Product Development Initiative
POWA – Pennsylvania Outdoor Writers Association
PR – Public Relations
PRSA – Public Relations Society of America

RAM – Restaurant Association of Maryland
RCMA – Religious Conference Management Association
RevPar – Revenue Per Available Room
RFP – Request for Proposal
ROH – Run of House
ROI – Return on Investment
RTO – Receptive Tour Operator
RV – Recreational Vehicle

SATW – Society of American Travel Writers
SEOPA – Southeastern Outdoor Press Association
SGMP – Society of Government Meeting Planners
SHA – State Highway Administration
SMERF – Social, Military, Educational, Religious & Fraternal
STCA – Southeastern Travel Counselors Alliance
STICDA – State Travel Information Center Directors Alliance
STR (STAR) – Smith Travel Research
SYTA – Student Youth & Travel Association
TAC – Tourism Advisory Committee
TAP – Travel Alliance Partners
TEAMS – Travel, Events and Management in Sports
TIA – Travel Industry Association of America
TIC – Travel Information Center
TODS – Tourist Oriented Directional Signage
TMAC – Travel Media Association of Canada
TMCA – Tennessee Motor Coach Association
TPA – Tourism Promotion Agency
TREX – Travel Exchange
TTRA – Travel and Tourism Research Association

UGRR – Underground Railroad
UK – United Kingdom
UMA – United Motorcoach Association
USOC – United States Olympic Committee
USTA – United States Travel Association (US Travel)
USTDC – United States Travel Data Center
USTOA – United States Tour Operators Association

VMA – Virginia Motorcoach Association
VTC – Virginia Tourism Corporation

W1812 – War of 1812
WC – Welcome Center
WTM – World Travel Market