

Tourism Acronyms Cheat Sheet

Local

VCB – Visitor & Convention Bureau – the acronym used for the Coos Bay-North Bend-Charleston Visitor & Convention Bureau, also known by our Brand, **Orgon's Adventure Coast**.

www.oregonsadventurecoast.com/

VIC – Visitor Information Center – the acronym used for our three visitor information centers – Coos Bay, North Bend, and Charleston.

OTH – Southwest Oregon Regional Airport designation letters. Also known as the Coos County Airport District, is governed by an Elected Board of Commissioners and provides both commercial and private air service out of North Bend.

BACC (Bay Area Chamber of Commerce) – As the leading voice for business in Coos Bay, North Bend, and Charleston, the chamber provides networking opportunities, marketing exposure, business advocacy, and community engagement programs designed to help you thrive.

coosbaynorthbendcharlestonchamber.com/

CBDA (Coos Bay Downtown Association) – This is the City of Coos Bay's Main Street Organization, devoted to driving business to their downtown core. coosbaydowntown.com/

NBMS (North Bend MainStreet) – This is the City of North Bend's Main Street Organization, devoted to driving business to their downtown core. This organization also manages the North Bend Visitor Information Center. www.northbendoregon.gov/55034/north-bend-main-street

CMA (Charleston Merchants Association) – This organization manages and operates the Charleston Visitor Information Center and works to drive business to the Charleston Area. charlestonoregon.org/

CCE (Community Coalition of Empire) – Group of dedicated Coos Bay neighbors who work together to build community and have fun. Since 1998 members have been contributing their time and energy to enhance the Historic Empire District in collaboration with the City of Coos Bay's Empire Blueprint goals. empire-association.com/our-vision

Regional

OSU Extension – Part of Oregon State University, OSU Extension enhances sustainable tourism development by providing relevant research, training, resources and networking opportunities for tourism & recreation marketing, management and development for Extension and tourism professionals. www.oregonstate.edu/coastaltourism

SBDC (Small Business Development Center) – SBDC's mission is to strengthen and support an entrepreneurial culture. Clients receive resources and tools, including market research, financial analysis, and business planning. Housed on the campus of Southwestern Oregon Community College. oregonsbdc.org/center/southwestern-sbdc/

SCDC (South Coast Development Council) – Economic development organization dedicated to fostering sustainable business growth across the Southern Oregon Coast. Through Business Expansion, Attraction, and Retention (BEAR) and strategic collaboration, SCDC unites the 12 incorporated city and 4 counties, working to strengthen regional economic vitality. www.scdcinc.org

CCD (Coos Curry Douglas Business Development Corporation) – Works with local organizations to help with development financing, grant management, and technical assistance in order to promote the growth of businesses and economic development. www.ccdbusiness.org/

TSOC (Travel Southern Oregon Coast) – A regional destination management organization (RDMO) focused on promoting the Southern Coast as a sustainable, first-class visitor destination. TSOC also makes strategic investments in destination development projects. travelsouthernoregoncoast.com/

OCVA (Oregon Coast Visitor's Association) – The designated Regional Destination Marketing/Management Organization (RDMO) for the entire Oregon Coast. OCVA supports Local DMO's on the Coast through collaboration, destination development opportunities, and education. visittheoregoncoast.com/

Statewide

ODA (Oregon Destination Association) – Is a Statewide network of convention and visitor bureaus and chambers of commerce directors who share a common interest in the vision and vitality of Oregon's travel industry. oregondestinationassociation.com/

OPRD (Oregon Parks and Recreation District) – The department operates Oregon's state parks and Oregon's Heritage Programs Division. It is also responsible for Oregon's Recreation Trails, the Ocean Shores Recreation Area, Scenic Waterways and the Willamette River Greenway. www.oregonstateparks.org

ORLA (Oregon Restaurant and Lodging Association) – Serves as the restaurant and lodging's leading industry advocate, striving to protect, improve and promote Oregon Hospitality. www.oregonrla.org

OTC (Oregon Tourism Commission) – which does business as **Travel Oregon**, is a semi-independent agency of the government of Oregon based in the state capital of Salem. The agency is run by a nine-member board appointed by the governor, and governs several programs that work to grow the state economy by promoting tourism. Tourism Commission/Travel Oregon

OMS (Oregon Main Street) – Oregon Main Street is here to help communities wherever they are in their downtown revitalization efforts. They provide support to organizations who are ready to roll-up their sleeves; develop a vision for how they want their downtown to look, feel, and function; and then attract the people and financial resources to bring about the change they want to see happen. www.oregon.gov/oprd/oh/pages/oms.aspx

OTTA (Oregon Tour & Travel Alliance) – Is an independent non-profit membership organization that works in partnership with Travel Oregon to increase packaged travel to Oregon. oregontourandtravelalliance.com/

OWB (Oregon Wine Board) - is a semi-independent state agency that promotes development of the wine industry within the state, and coordinates both domestic and export marketing efforts for the industry. www.oregonwine.org

TIC (Oregon Travel Information Council) - Is a semi-independent State of Oregon agency that operates the highway blue logo sign program following the Highway Beautification Act. They also operate the Oregon Historical Marker and Heritage Tree Programs, and staff 17 rest areas. oregontic.com/

Other Often Used Abbreviations & Lingo

DMC (Destination Management Company) - A DMC is a professional management company specializing in the design and delivery of events, activities, tours, staffing and transportation, possessing and utilizing extensive local knowledge, expertise and resources.

DMO (Destination Marketing/Management Organization) – An organization whose primary function is to attract visitors to its locale for the purpose of enhancing the local economy through purchase of room nights, food and beverage, retail items, transportation, visitor services, etc. In Oregon, local DMO's work with their Regional Destination Management Organization to cooperatively leverage budgets, advertising, services, and information for the benefit of all tourism entities in the region. [More Information](#)

FAM (Familiarization) trips – Free or reduced-priced trips given to travel agencies, tour wholesalers and operators, travel writers, and others by destination marketing organizations and travel suppliers to encourage packaged travel to the area and travel articles about the area.

FIT (Fully Independent Traveler/Foreign Independent Traveler) – Custom designed travel itineraries designed by travel agents or tour operators for travelers who prefer to have a fully planned vacation but do not want to be part of a group tour.

Niche markets – A portion of the overall market that has a specific focus, such as Culinary Tourism or Bicycle Tourism.

OTIS (Oregon Travel Information System) – is a collaborative platform used for sharing and maintaining Oregon's tourism assets. OTIS unifies the efforts of the tourism industry, helping streamline content management and communications. Items put into the OTIS system appear on the Travel Oregon website, OCVA's website, as well as local DMO websites.

RCTP (Regional Cooperative Tourism Program) - Seven Regional Destination Management Organizations (RDMOs) recognized by Travel Oregon develop and submit regional plan proposals for use of state dollars. Each RDMO develops and enacts a two-year tourism destination management plan that involves the input of regional tourism stakeholders and Travel Oregon. 100 percent of Regional Cooperative Tourism Program (RCTP) funds must be used toward programs or projects that are in alignment with Travel Oregon's Strategic Plan. [More Information](#)

RDMO (Regional Destination Management Organization) – Oregon is divided into seven tourism regions. Each region has identified one Destination Management Organization (DMO) to act as its Regional Destination Management Organization. The RDMO partners with Travel Oregon for the purpose of attracting visitors to their specific region and implementing the RCTP. [More Information](#)

Receptive Tour Operator – A local tour operator that manages products and services for incoming visitors, often for tour operator groups or overseas tour groups.

TOT (Transient Occupancy Tax) or TLT (Transient Lodging Tax) – A 1.5% statewide tax on lodging that funds Travel Oregon and its promotional activities. An additional 1.25% statewide tax funds programs related to wildlife management. Each city will have its own TLT tax in addition to the 2.75% that goes to the state. For our area, our TLT is 9.5%.

Tour operator – A company or individual that operates packaged tours.

Travel Trade – Travel agents, tour wholesalers and operators, corporate travel managers, incentive travel planners, and convention/meeting planners.

VFR – An overnight visitor whose purpose is to visit friends and relatives.

Good to know

Advertising agency – A specialized company that provides advertising services to destinations and businesses.

Advertising – Any paid form of promotion of destinations, products or services.

Brand USA – Created by the Travel Promotion Act, Brand USA's mission is to drive economic growth and community prosperity throughout the United States by attracting high-impact international travelers through strategic marketing and travel policy communications. www.thebrandusa.com/

Collateral – A marketing strategy that involves the use of various printed and online materials that communicate a brand, market position, product/service features, benefits to the customer, and pricing.

Contingency planning – Part of the overall marketing plan that provides flexibility with plans and budgets to take advantage of unexpected opportunities.

Cooperative marketing/promotion– Two or more organizations share the cost of the promotional program, such as advertising, sales promotion, or public relations.

Cost per conversion – A calculation of the cost of a promotional activity divided by the number of bookings received. For example, if an ad cost \$100 and 4 people booked a trip based on that ad, then the cost per conversion was \$25.

Cost per inquiry – A calculation of the cost of a promotional activity (e.g. an advertisement) divided by the number of inquiries received. For example, if an ad cost \$100 and 100 people responded to the ad, then the cost per inquiry was \$1.

Cost per thousand (CPM) – The cost of an advertisement per thousand readers, viewers, or listeners that are reached.

Demographics – A way to segment the market based on age, household income, and other population statistics.

Destination – The place to which one journeys.

Direct mail – An advertising vehicle involving the mailing of promotional materials directly to consumers or to the travel trade.

Direct marketing – A broad term that includes all forms of marketing directly to the consumer and travel trade and includes direct mail, telemarketing, and e-marketing.

FHWA (Federal Highway Administration) – A federal government agency that oversees the National Scenic Byways Program. www.fhwa.dot.gov

Focus group – A small group of people gathered to participate in a discussion about a specific topic, moderated by a research professional.

Fulfillment – The process of delivering a product, such as a brochure, to a customer.

Grants – In Oregon, tourism grants are awards offered to cities, counties, federally recognized Tribes and non-profit entities involved with tourism promotion and development through the Matching Grants Program. Applicants must equally match the amount of the awarded grant in either cash or in-kind services or materials.

Interactive marketing (e-marketing) – Interactive marketing engages the consumer in a conversation and allows them to connect with destinations, products and services in an active and timely manner. Interactive marketing includes websites, social media, e-newsletters, blogs, e-blasts, to name a few.

Lifestyle segmentation – A market segmentation approach that divides the market by lifestyle categories, such as types of media used, vacations taken, electronics owned, or hobbies and activities enjoyed.

Market analysis (market research) – The study of the demand of a potential market for a product or service.

Market share – The percentage relationship of an organization's sales (or number of visitors) to total industry sales.

Marketing – The process or technique of promoting, selling, and distributing a product or service. To be most effective, marketing requires the efforts of everyone in an organization and can be made more or less effective by the actions of complementary organizations.

Marketing mix – The activities selected to communicate an organization or business's brand, market position, product/service features and benefits to the customer.

Marketing objective – A goal focused on a target market that an organization or business attempts to achieve. Objectives are results-oriented, target market specific, quantitative/measurable, and time specific.

Marketing plan – A written plan, usually covering a year, which describes how an organization will use the marketing mix to achieve its marketing objectives.

Marketing strategy and actions (or tactics) – Marketing strategy is a course of action selected from the marketing mix to communicate to various target markets. Marketing strategies include pricing structures and how a product or service is distributed or sold.

Media – A means of communication that reaches a wide variety of people, such as newspaper, radio, television, magazine, and Internet.

National Scenic Byway – A program that is part of the U.S. Department of Transportation, Federal Highway Administration that helps to recognize, preserve and enhance selected roads throughout the U.S. through grass-roots collaboration. www.byways.org

National Tour Association (NTA) – A trade association of tourism professionals involved in the development and growth of the packaged travel industry. www.ntaonline.com

OLCC – Oregon Liquor and Control Commission. www.oregon.gov/olcc/pages/index.aspx

Packaging – The combination of related and complementary travel and hospitality services into a single-price offering.

Partnership – Cooperative promotions/marketing efforts and other cooperative offerings made by travel and hospitality organizations.

Perishability – Something that cannot be regained if not sold, such as an unsold hotel room or seat on a tour is perishable – meaning it is lost.

Positioning – How you describe what you are selling.

Press/News conference – Prearranged meetings where prepared presentations are made to invited media people.

Press/News releases – Short articles about organizations that try to attract media attention, leading to media coverage or the material contained within the releases.

Primary research – Data collected for the first time by various methods, such as surveys, focus groups, or personal interviews.

Print media – Newspapers, magazines, direct mail, outdoor advertising and other printed materials in which advertising can be placed.

Product/service mix – The assortment of services, facilities and products that an organization provides to customers.

Psychographic segmentation – A market segmentation approach based on psychological profiles of customers and psychologically based measures of distinctive modes of living or lifestyles. (See Lifestyle segmentation)

Public relations – Activities designed to generate and maintain awareness of a destination, product or service among target markets and other organizations through unpaid communication or information about what is offered.

Reach & Frequency – Reach refers to the number of households exposed to a given advertisement, while frequency refers to the number of times they are exposed.

Response rate – The percentage of all people surveyed who supply answers to the researcher's questions.

ROI – Return on investment. Calculated as a percentage of income influenced by advertising.

Sales mission – A visit by an organization or a group of organizations to a target market area, such as another state or country, to promote their destination or business.

Secondary research – Published information about markets that is available from existing sources.

Social media – An overall term that refers to Internet-based tools for sharing and discussing information among human beings.

Survey research – A form of primary research that includes telephone, Internet, mail, and personal interview surveys.

Target market/audience – A market segment that is selected by an organization for marketing attention.

Tour wholesaler – A company or individual who plans, prepares, markets, and administers travel packages, usually combining the services of several suppliers.

Trade show – Events where all parts of an industry are brought together to share information.

Travel agent – A person or business who sells and reserves the services of tour suppliers to individual and group customers and receives commissions for these efforts.

United States Tour Operators Association (USTOA) – A professional association representing the tour operator industry, composed of tour companies who conduct business in the U.S. www.ustoa.com

US Travel – The national, nonprofit organization representing and advocating for all components of the US travel industry. www.ustravel.org