

ACRONYM LIST
GUNNISON-CRESTED BUTTE TOURISM ASSOCIATION

- GCBTA** Gunnison-Crested Butte Tourism Association – we are a 501 c6 non-profit corporation whose mission is to market Gunnison County on a year round basis
- TA** Tourism Association – an abbreviated acronym frequently for GCBTA.
- GCBTA.com** A web site provided by the TA primarily for use by local residents to view public business documents of the TA such as agendas, minutes, budgets, air/ground service schedules, etc.
- DMO** Destination Marketing Organization – our organization is structured as a DMO DMO’s primary function is the marketing of a destination.
- CVB** Convention & Visitor Bureau – in the past, the common name used for organizations such as ours, more frequently today being called by the up-to-date name, DMO
- LMD** Local Marketing District – an organized body approved by the state of Colorado and then by local voters, which is permitted to increase “local lodging tax” (not a “sales tax”), collect and use the funds for marketing of an area or destination.
- RTA** Rural Transportation Authority – the name of our local body that has been organized to oversee the RTA “sales tax” distribution, secure air service in to Gunnison County and, provide for local public transportation; municipal tax rate north of Round Mountain is assessed at .65%; south of Round Mountain is .35%; “unincorporated Gunnison County” pays at a rate of .65%.
- CTO** Colorado Tourism Office – the state’s “official” tourism marketing body that oversees the states 19 million dollar marketing budget, produces the “official state vacation guide” (OSVG), maintains Colorado.com web site, oversees the 8 “official state visitor centers” around the state, maintains an information call center for 1-800-Colorado and provides fulfillment of the OSVG.
- GVLC** Gunnison Valley Lodging Committee – a lodging group independent of the TA; TA staff serves as an admin and attends their monthly meeting to report out statistics, provide updates on marketing direction and to seek input/ideas/suggestions from this group. There is a strong relationship with the TA
- CADMO** Colorado Association of Destination Marketing Organizations – the industry trade association of DMO’s that provides networking, idea sharing, and tourism related legislative discussion and relationship building among Colorado DMO’s. The TA is a member of CADMO.
- TC** Tour Colorado – a branch of the CTO that focuses primarily on bus group tour marketing and sales; their staff attends tradeshows to represent member Colorado destinations. The TA is a member of TC.
- TAP** Tourism Ambassador Program – a grass roots committee organized by the CTO whose primary function is to continue development of a “localized” marketing plan for outreach to Colorado residents about the importance of tourism to our state and local economies. The TA has a seat on this committee.

- F.I.T.** Full Inclusive Tour – a travel package typically sold by a “wholesale/middleman company” for an individual or small group of people; at the least it must include lodging, one form of transportation and one activity/meal, etc. This package is then marketing to a “retail travel agent/agency” who in turn sells it directly to the consumer.
- G.I.T.** Group Inclusive Tour – the same basic elements as the F.I.T. however, it is developed to market to group tour organizers; pricing is generally lower due to “volume buying” with the end suppliers (lodging managers, air/ground transportation companies, etc.)
- GDS** Global Distribution System – channels of distribution for the travel industry to sell air, lodging, car rentals and other travel products; uses the Internet and software systems that are owned by the airline industry (Sabre – American Airlines system; Apollo – United Airlines system; and some other travel conglomerates (Pegasus, Galileo, etc.)
- ADS** Alternate Distribution System – the same basic channel as the GDS that is used in some foreign countries.
- CHLA** Colorado Hotel & Lodging Association – the membership industry trade association in the state of Colorado for lodging owners and managers
- ABA** American Bus Association – a membership travel industry trade association for bus owners, tour operators, lodging owners/managers and others in the travel industry who package travel
- NTA** National Tour Association – a membership travel industry trade association for any business that is involved in packaging/selling/buying packaged travel
- FAM** Familiarization trip – a site inspection visit to a destination/business for the media or travel industry professionals who have the opportunity to create awareness or to sell/market that destination/business; usually includes complimentary lodging, some meals, events/activities and strong interaction with the destination/business managers. Follow up after FAM’s is extremely important to continue to build relationships after this type of financial/time investment.