

Glossary of Terms

Tourism Marketing Abbreviations & Terms

Undiscovered SC – comprised of destinations – both coastal and inland – that lack the individual resources to create widespread exposure for their respective tourism attractions, events and amenities. The Undiscovered SC marketing campaign is designed to target those destinations that will most directly benefit from awareness generated through SCPRT’s marketing program.

Ad Awareness – the percentage of target customers or accounts who demonstrate awareness (aided or unaided) of a brand’s advertising

Travel South USA - Travel South USA is the official regional destination marketing organization for the southern United States. The non-profit organization promotes travel to and within its member states of Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia.

Brand USA – Established by the Travel Promotion Act of 2009, Brand USA is the first national public-private partnership to spearhead a globally coordinated marketing effort to promote the United States as a premier travel destination

BFG Marketing – SCPRT’s Ad Agency of Record

SMARI – SCPRT’s Research Agency of Record

WC – Welcome Center

State Parks Abbreviations & Terms

Comfort Stations – public restrooms at SC State Parks

RCW – Red Cockaded Woodpeckers

APP – Annual Park Plan

TNC – The Nature Conservancy

NASPD – National Association of State Park Directors

SCPRT Grant Program Abbreviations

PARD – Parks and Recreation Development fund

RTP – Recreational Trails Program

LWCF – Land & Water Conservation Fund

TAG – Tourism Advertising Grant

DSM – Destination Specific Marketing Fund

STAR – Sports Tourism Advertising & Recruitment grant

Tourism Industry Abbreviations & Terms

Hotel Occupancy - the ratio of rented or used space compared to the total amount of available space.

Hotel RevPAR (Revenue Per Available Room) – a performance metric in the hotel industry that is calculated by dividing a hotel’s total guestroom revenue by the room count and the number of days in the period being measured.

CVB – Convention & Visitors Bureau

DMO – Destination Marketing Organization

SCATR – South Carolina Association of Tourism Regions

TERC – Tourism Expenditure Review Committee