

ACRONYM CHEAT SHEET

ACRONYMS AND INITIALISMS COMMONLY USED IN THE VACATION RENTAL INDUSTRY

As the vacation rental industry becomes more complex, keeping up with terminology can be challenging, especially if you are new to the sector. While not a comprehensive list, here is a cheat sheet for commonly used acronyms and initialisms used by vacation rental managers.

ADR

Average Daily Rate

AI

Artificial Intelligence

ALOS

Average Length of Stay

API

Application Programming Interface

ARI

Availability, Rates, and Inventory

CPA

Cost per Acquisition

CPC

Cost per Click

CPL

Cost per Lead

CRM

Customer Relationship Management [System]

CRME

Certified Revenue Management Executive

CTA

Call to Action

CTR

Click-through Rate

CVB

Convention and Visitors Bureau

DMA

Designated Market Area

DMO

Destination Marketing Organization

ERP

Enterprise Resource Planning [System]

KPI

Key Performance Indicator

MOR

Merchant of Record

OPM

Onsite Property Management

OTA

Online Travel Agency

PM

Property Manager or Property Management

PMC

Property Management Company

PMP

Property Management Platform

PMS

Property Management Software/System

POS

Point of Sale

PPC

Pay per Click

RevPAR

Revenue per Available Unit

RMS

Revenue Management System

ROI

Return on Investment

SEM

Search Engine Marketing

SEO

Search Engine Optimization

SERP

Search Engine Results Page

SSO

Single Sign On

STR

Short-term Rental

VR

Vacation Rental

VRM

Vacation Rental Manager or Vacation Rental Management

VRMC

Vacation Rental Management Company

VRP

Vacation Rental Professional

We will add to the online version of this list. Send any recommended additions to rebecca.chapman@vrmintel.com.