

## [American Bus Association Member Benefits for Tour Operator Members](#)

### [Connections to Marketing and Outreach Opportunities](#)

**The American Bus Marketplace:** The leading business event in the motorcoach and group travel industry, Marketplace brings tour operator buyers and travel industry sellers from all over North America together for one-on-one tour itinerary planning. The weeklong event also features business training, professional development seminars, and an exhibit show.

**The ABA Motorcoach Marketer:** This comprehensive, must-have ABA membership directory is a tour/charter/equipment/service resource that includes bus and tour operator, travel industry, and associate members. Every member has a listing in the Marketer, making it the top industry annual for planning.

**Your Resource For Information:** Knowledge isn't just power – it's profit. With Member Alerts on breaking issues, the “must-read” ABA Insider newsletter, and the motorcoach group travel glossy Destinations magazine, ABA keeps you up-to-date on the issues affecting your business. The *ABA Insider* is the must-read news source for the motorcoach, tour and travel industry. It is published every other Monday, and features original reporting found nowhere else, interviews with top industry movers, and everything from regulatory coverage to the latest travel trends. *Destinations* is the magazine of record for the North American motorcoach tour and travel market, a full-color glossy packed with new ideas for exciting tours and charters to motorcoach-friendly attractions, as well as tips for operators and practical business strategies. Annual subscriptions to both are included in your ABA membership. Through its new “Operator Trip Planning” resource, members can log on to see the specific motorcoach guidelines for popular communities they plan to visit.

### [Connections to Services](#)

**Premium Partnerships:** Programs aimed at helping ABA members get business and save money are key elements of our member benefits package. Passenger protection insurance and discounts on drug and alcohol testing, office products, and shipping are included in the cost-saving programs through a number of partnerships.

**Education:** The ABA's *Certified Travel Industry Specialist Program* offers continuing education through Indiana University Purdue University Indianapolis to sharpen and enhance members' professional skills. It's the first university-administered certification program in the group travel industry. Additionally, Education Seminars held during American Bus Marketplace week focus on business management and professional development – all of which have earned the well-deserved nickname as “the Harvard of Hospitality.”

### [Connections to the Industry](#)

**Member to Member Access:** The American Bus Association is the only industry organization that connects motorcoach and tour operators with the people who can help them grow their business – the destinations and attractions who cater to the group travel market, and the product and service suppliers who can maximize their offerings to

customers. ABA connects its members from all perspectives in the motorcoach, tour and travel industry with their most important resource – other people who want to be their business partners.

**Your Voice Of Experience:** Depend on ABA to keep ahead of key legislative and regulatory issues at all levels of government – federal, state & provincial, and local. ABA's government affairs team, with more than half a century of combined experience in the bus industry and transportation agencies, is your connection to policy-makers. ABA's experts ensure that the positive role the motorcoach industry plays in North America is top of mind when policies affecting the industry are debated. ABA's Washington, D.C., location connects operators to the U.S. Congress and federal agencies, and speaks with one unified voice on transportation, tax, tourism, and business issues. ABA also maintains close ties with state and provincial bus associations to safeguard its members' interests at all governmental levels.

**Professional Ethics:** Every ABA member must sign the ABA Code of Ethics. An active ethics committee works hard to ensure that members represent the highest professional standards in the industry. Members then have the right to display the ABA logo in organizational literature and advertisements.