



## **ABA Foundation traces economic impact of motorcoach tour and travel state by state**

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The American Bus Association Foundation (ABAF), Washington D.C. today announced it is launching a new online interactive tool offering state tourism offices and local CVBs & DMOs a new way to show the economic impact generated by the motorcoach travel and tour industry for each state and congressional district. The new data can be accessed by clicking <http://www.guerrillaeconomics.biz/abafoundation/>.

“We know how frustrating it can be to try and garner funds from state or local tourism departments, legislators for a project or dollars for a marketing campaign without demonstrating the size and depth of the group travel industry,” said Foundation Board of Governors Chairman Doug Anderson. “Our new research and webpage will provide you with precise information on the number of people employed by the industry, the total amount in taxes paid by the industry and what the total economic impact of the motorcoach, tour and travel industry is as a part of your state and local economy.”

“Your organization will be able to download talking points and a data summary for each state and every congressional district in the United States,” said Foundation Board of Governors Vice Chair Sara Hamlin. “This information is offered **free** of charge from the ABA Foundation to benefit the entire motorcoach, tour and travel industry.”

“The entire motorcoach, tourism and travel industry will benefit from this information,” said ABA Foundation President Peter Pantuso.

Please contact ABA Foundation Director Daniel Hoff at [dhoff@buses.org](mailto:dhoff@buses.org) or at 202-218-7214 with questions.