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Industry News

ABA partners with online tour site to promote members

On Tuesday, the [American Bus Association](#) (ABA) announced a new partnership with [Tours.com](#) to offer expanded access and increased consumer exposure for ABA operator members looking to reach other travel providers, consumers and the traveling public that are searching for travel options online.

Tours.com is one of the oldest and most respected travel and tourism websites, garnering hundreds of thousands of unique visitors each month. The Website continues to expand its reach to include tens of thousands of travel providers and travel resources in its searchable directory listing.

A special Web page has been created on Tours.com to help consumers find reliable motorcoach operators in the U.S. and Canada, and ABA is the featured provider of that content. A consumer tour booking tool is also expected to be introduced later in the year to allow consumers to create their dream trips online.

“With more and more consumers and travel professionals looking to generate leads and book travel online, partnering with a well-recognized, consumer-facing Web resource such as Tours.com — and by extension its impressive TV and viral media partners — makes perfect sense for marketing ABA and its members,” said ABA President/CEO Peter Pantuso. “ABA is pleased to offer this new benefit to members, and will explore opportunities to further enhance this exposure for operators by featuring the operations of ABA member and travel offerings.”

“We are excited to be forging this partnership with ABA to help operators reach more consumers online,” said Tours.com’s Maria Polk. “This will benefit both consumers and the operators who provide group travel and tourism services to them.”

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