



MEMBER ALERT

TO: ABA Members

FROM: President & CEO Peter Pantuso, CTIS

DATE: March 17, 2010

RE: Customizable Press Release Based On ABA Foundation Study

The American Bus Association Foundation (ABAF) recently announced the launch of 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/>.

To help ABA members publicize this data, we have prepared a customizable press release for you to use the data contained in the study to localize the information for the media in your local media market, Congressional District or state. Please see the template below.

We know how frustrating it can be to try and garner support from state or local officials for a project, or dollars for a marketing campaign, without demonstrating the size and depth of the group travel industry. Our new research 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.

You will be able to download talking points and a data summary for each state and every congressional district in the United States This information is offered **free** 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.

Please feel free to use the media lists on pages 18-23 of the ABA Media Relations & Marketing Handbook [<http://www.buses.org/files/mediarelationsmarketingbook2010.pdf>] to help you, or email or call ABA SVP for Communications, Marketing & Media Relations Eron Shosteck (eshosteck@buses.org) (direct 202-218-7220) or ABA Foundation Director & Policy Manager (dhoff@buses.org) Daniel Hoff (direct 202-218-7214) with questions. And please forward any media clips you get as a result of using this tool to abainfo@buses.org. We hope you find it useful.

[YOUR LOGO/MASTHEAD HERE]

For Immediate Release
MONTH, DAY, YEAR

Contact: [YOUR MEDIA PERSON]
Phone: XXX-XXX-XXX

BUS TOURISM & TRAVEL TO [YOUR STATE] CREATES ECONOMIC GROWTH, JOBS & TAX REVENUE, NEW ONLINE TOOL SHOWS

[CITY, STATE] – Motorcoach & group tourism and travel both to and within [YOUR STATE] is a powerful economic engine that infuses tourism dollars locally and statewide, creating economic growth, hospitality industry jobs, and new tax revenue, a new interactive online tool recently released by the American Bus Association Foundation (ABAF) reveals.

“This is the first time that the value of motorcoach travel and tourism’s impact on [YOUR STATE] has ever been quantified,” said [YOUR NAME, YOUR TITLE] of the [YOUR STATE TOURISM OFFICE/CVB/DMO/CHAMBER]. “Buses bring tourists 55 at a time, and those group tours spending just one night in [SPECIFIC ATTRACTION, CITY OR REGION] will leave as much as \$11,660 in travel dollars spent on hotels, meals, admission tickets to museums and theatres, shopping and much more. That means more jobs and tax revenue for the state during challenging economic times.”

Motorcoach-based tourism generates as many as 1,056,750 jobs in communities across the United States, paying almost \$40.6 billion in wages and benefits. The ABA Foundation developed the first-of-its-kind online tool to provide an easy way to access and show local and state officials, Congress and transportation planners how important motorcoach travel and tourism is to every state and all 435 Congressional districts. It’s available to anyone online at <http://www.guerrillaeconomics.biz/abafoundation/>.

“This study shows that in [YOUR STATE] alone, the motorcoach, tour and travel industry produces [XX] well-paying jobs, \$XX worth of economic activity, and \$XX million in tax revenue,” [YOUR OFFICIAL ADDED]. “Our state is a big bus state.”

The ABA Foundation interactive research tool includes a map allowing users to click on any state, and from there the ability to click specifically on any Congressional district, for detailed information on the economic contributions of motorcoach-based group tourism in [YOUR STATE]. It also includes a data summary and key points – and it’s free. The groundbreaking online resource also includes a summary of the study methodology.

The American Bus Association Foundation (ABAF) is a nonprofit organization with an emphasis on scholarships, research, technology, and continuing education. Find out more at <http://www.buses.org/abafoundation>.

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