

7. Total number of tour planners in your company: _____

8. Primary tour contact and title (list only 1): _____

9. Additional tour contacts: _____

10. List the 3-letter airport codes for locations where you most frequently pick up charter/tour groups:

11. List the major gateway cities for your incoming international groups:

12. Do you produce tour publications?

- Yes No (Go to Question 15)

13. Do you accept advertising in the tour publication?

- Yes No (Go to Question 15)

14. What month is the advertising deadline? _____

15. Indicate the states and/or provinces where your charters and tours visit most frequently. (Include Mexico if applicable.):

STATES:

- (AK) Alaska
- (AL) Alabama
- (AR) Arkansas
- (AZ) Arizona
- (CA) California
- (CO) Colorado
- (CT) Connecticut
- (DC) Washington, DC
- (DE) Delaware
- (FL) Florida
- (GA) Georgia
- (HI) Hawaii
- (IA) Iowa
- (ID) Idaho
- (IL) Illinois
- (IN) Indiana
- (KS) Kansas

- (KY) Kentucky
- (LA) Louisiana
- (MA) Massachusetts
- (MD) Maryland
- (ME) Maine
- (MI) Michigan
- (MN) Minnesota
- (MO) Missouri
- (MS) Mississippi
- (MT) Montana
- (NC) North Carolina
- (ND) North Dakota
- (NE) Nebraska
- (NH) New Hampshire
- (NJ) New Jersey
- (NM) New Mexico
- (NV) Nevada
- (NY) New York

- (OH) Ohio
- (OK) Oklahoma
- (OR) Oregon
- (PA) Pennsylvania
- (RI) Rhode Island
- (SC) South Carolina
- (SD) South Dakota
- (TN) Tennessee
- (TX) Texas
- (UT) Utah
- (VA) Virginia
- (VT) Vermont
- (WA) Washington
- (WI) Wisconsin
- (WV) West Virginia
- (WY) Wyoming

PROVINCES:

- (AB) Alberta
- (BC) British Columbia
- (MB) Manitoba
- (NB) New Brunswick
- (NF) Newfoundland
- (NS) Nova Scotia
- (NT) Northwest Territories
- (NU) Nunavut
- (ON) Ontario
- (PE) Prince Edward Island
- (PQ) Quebec
- (SK) Saskatchewan
- (YT) Yukon Territories

MEXICO:

- (MX) Mexico

16. What are the top five cities that you visit on overnight trips?

- | | |
|----|----|
| 1. | 4. |
| 2. | 5. |
| 3. | |

17. What types of restaurants do you use? (Check all that apply)

- Economy Mid-price Upscale

18. Which meals do you include as part of your charters and tours? (Check all that apply)

- Breakfast Lunch Dinner

19. What types of hotels do you offer through your charters and tours? (Check all that apply)

- Limited Service Full-Service Economy Mid-price Upscale

20. Which AAA ratings do you use? (Check all that apply)

- 1-diamond 2-diamond 3-diamond 4-diamond

21. What types of attractions do you visit? (Check all that apply)

- | | | |
|--|---|--|
| <input type="checkbox"/> Adventure Tours | <input type="checkbox"/> Dinner Cruises/Cruise Ships/Riverboats | <input type="checkbox"/> Museums |
| <input type="checkbox"/> Agricultural/Farm Attractions | <input type="checkbox"/> Festivals/Special Events | <input type="checkbox"/> Shopping |
| <input type="checkbox"/> Amusement Parks | <input type="checkbox"/> Gardens | <input type="checkbox"/> Sports Complex/Auto Race Tracks |
| <input type="checkbox"/> Breweries/Wineries | <input type="checkbox"/> Historic Attractions | <input type="checkbox"/> Theaters/Live Performances |
| <input type="checkbox"/> Casino/Gaming Attractions | <input type="checkbox"/> IMAX/Large Format Theaters | <input type="checkbox"/> Theaters with Dining |
| <input type="checkbox"/> Caves/Caverns | | <input type="checkbox"/> Trains |
| <input type="checkbox"/> Zoos/Aquarium | | |

22. Do you use step-on guides?

- Yes No

23. Do you use receptive operators?

- Yes No

24. Please list geographical areas where you typically use receptive operators:

25. Which of the following trade publications and services do you typically use that influence itinerary decisions? (Check all that apply)

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> Bus Tours Magazine | <input type="checkbox"/> Familiarization Tours | <input type="checkbox"/> Motorcoach Marketer | <input type="checkbox"/> Tour Planners/Receptives |
| <input type="checkbox"/> Courier Magazine | <input type="checkbox"/> Group Travel Leader | <input type="checkbox"/> Packaged Travel Insider | <input type="checkbox"/> Travel Guides from states/provinces |
| <input type="checkbox"/> Destinations Magazine | <input type="checkbox"/> Group Tour Magazine | <input type="checkbox"/> State/Provincial Agency Tour Planners | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Direct Mail | <input type="checkbox"/> Marketplace (ABA) | | |

26. What new information are you looking for to include in your tour program?

27. What services could a travel supplier provide to make your job easier?

SECTION 3: STATISTICAL INFORMATION

ABA uses this data to compile information on overall industry economic impact for federal legislative and regulatory purposes and to understand the day-to-day business priorities of our members.

28. Tours: (Fill in appropriate number)

Number of completed trips per year: _____
Number of day trips: _____
Number of multi-day trips: _____
Number of passengers per year: _____

29. Employees: (Fill in appropriate numbers)

Number of full-time employees: _____
Number of part-time employees: _____

30. Please indicate if you are a member of any of the following organizations: (Check all that apply)

- | | | | |
|---|---|---|--|
| <input type="checkbox"/> American Sightseeing International | <input type="checkbox"/> National Motorcoach Network | <input type="checkbox"/> Travel Industry Association of America | <input type="checkbox"/> State/provincial associations and other travel/bus associations (please indicate) |
| <input type="checkbox"/> American Society of Travel Agents | <input type="checkbox"/> Receptive Services Association | <input type="checkbox"/> Travel Industry Association of Canada | _____ |
| <input type="checkbox"/> Canadian Bus Association | <input type="checkbox"/> Student and Youth Travel Association | <input type="checkbox"/> United Motorcoach Association | _____ |
| <input type="checkbox"/> Gray Line Worldwide | <input type="checkbox"/> Trailways Transportation System | <input type="checkbox"/> United States Tour Operators Association | |
| <input type="checkbox"/> International Motor Coach Group | <input type="checkbox"/> Travel Alliance Partners | | |
| <input type="checkbox"/> Motor Coach Canada | | | |

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31. Optional: To improve ABA's understanding of industry demographics, please mark the ONE box that best describes the ethnic origin of the primary owner of this business:

- | | | |
|---|--|--|
| <input type="checkbox"/> African American/Black | <input type="checkbox"/> Hispanic/Latino | <input type="checkbox"/> Multi-Racial (please specify) |
| <input type="checkbox"/> Asian | <input type="checkbox"/> Native American/Alaskan Native/Aboriginal | _____ |
| <input type="checkbox"/> Caucasian (non-Hispanic) | <input type="checkbox"/> Native Hawaiian/Pacific Islander | |

Form submitted by:

Print Name Clearly: _____ Date: _____ Signature: _____

Please fax form by August 5, 2011, to 202-218-7253 or mail to:
ABA Profile Form
111 K Street NE, 9th Floor
Washington, DC 20002

FOR ABA USE ONLY
Date Rec'd: _____
Entered by: _____
Date Entered: _____