



AMERICAN BUS ASSOCIATION

Due no later than August 6, 2010, for inclusion in The 2011 ABA Motorcoach Marketer Visit www.buses.org to update your profile online

ABA TOUR OPERATOR MEMBER PROFILE FORM

Selected data from this form will be published in the Marketplace Appointment Scheduling information and the Marketplace Buyer Profile forms, the Marketplace on-site database, The 2011 ABA Motorcoach Marketer, and on ABA's Web site.

SECTION 1: MEMBERSHIP INFORMATION* (starred items are required)

Clearly print your membership information below: (U.S. members - include zip + 4)

* Member Number:
Contact Name:
Contact Title:
* Company Name:
Address:
Phone:
Toll free:
Fax:
E-mail:
Web site:

PLEASE FILL OUT INFORMATION BELOW. DATA IS FOR OPERATIONS IN NORTH AMERICA AND U.S. TERRITORIES.

*1. Customer Base: Indicate percentage for each customer base segment. (Total must equal 100%):

Adults (26-54):
Seniors (55+):
Students/School/Youth (under 25):
=100%

2. Indicate percentage for each type of the following (Does NOT need to total 100%):

International/Inbound:
International/Outbound:
Corporate/Convention:

*3. Services provided: Indicate percentage for each type of service. (Total for all categories must equal 100%): (See enclosed reference sheet for description of services)

Local Receptive Operator:
Packaged Tour:
Sightseeing:
Travel Agency:
=100%

*4. Do you pay commissions to travel agents? Yes No (Go to Question 6)

5. How much is the commission that you pay to travel agents? %

SECTION 2: TOUR INFORMATION - PLEASE HAVE THE PERSON MOST FAMILIAR WITH TOURS FILL OUT THIS SECTION.

*6. Briefly describe the services you provide. (Limit your description to 35 words.)

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: _____

If you have any questions about this form, please call (800) 283-2877.

**Please fax form by August 6, 2010, to (202) 898-1575 or mail to:
 ABA Profile Form
 700 13th St., N.W., Suite 575
 Washington, DC 20005**

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Date Rec'd: _____
Entered by: _____
Date Entered: _____