

Travel Council Conference Call Meeting Notes
Thursday, November 13, 2008
12:00 PM ET

The Travel Council

Sara Hamlin, ABA Board Member and 2008 Marketplace Chair, called the meeting to order and led the meeting on behalf of the ABA Board Council.

The meeting began with a brief introduction of the participating members on the conference call, which included representatives from hotels, attractions, CVB' and receptive operators. There were close to 50 participants on the call.

Agenda items and discussion points are detailed below:

Are you getting what you need from ABA?

- Yes! Love the Marketplace show
- Really like the format and follow-through with the CTIS program. Has designations of both CTIS and CTP and thinks CTIS is far superior.
- ABA has a good sense of what they are trying to be and they are focused on our needs.
- The follow-up from ABA operators is superior to other associations.
- This conference call is a testament to the fact that ABA really listens.
- CoffeeTalk and member-driven panels at Marketplace are very valuable.

How can ABA help you garner more business?

- More help with the media and getting people on the bus.
- Discussion regarding Marketplace and the time of year it is held. One member has seen a loss of business being booked at Marketplace since it has moved from December. Would like operators to complete and update profile forms.
- Create hotel/hospitality taskforce that can sit down and trouble-shoot problems outside their segments.
- ABA should create a blog to allow members to continue discussions after Marketplace.

Best Practices

- Many members said that different sized clients had different needs and members needed to be flexible.
- Customer Service
- Member to member relationships

New Initiatives/Suggestions

- Conduct this conference call quarterly, or at least three times a year. Do not make it category specific, but keep it travel industry wide.
- Wants ABA to make sure operators know that volunteers enter their answers into the Message Center at Marketplace.
- Allow time after Lodging Representative meeting at Marketplace for members to stay and continue discussion.
- Would like more information on new members that are in the *ABA Insider*. Suggested box on page telling members to go to website, use Find a Member and get more information.
- Promote blog at Marketplace, perhaps at Message Center or Resource Central
- Use discussion points from on-site panels to start blogs after Marketplace.
- Questions to add to CoffeeTalk:
 - How can travel members support marketing to the end user to help drive buses to their destinations?
 - How are operators adjusting their break even points?