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HEADLINE: Motorcoach industry changing to meet need

The March 28 Dispatch story "Hands-on leisure" failed to portray a complete picture of the value motorcoaches provide to both the Columbus area and the country as a whole.

The motorcoach industry transports 631 million people each year. Its national network of bus stations includes more than three times the number of airports and intercity rail stations. Every demographic sector, including business travelers, tourists, students, senior citizens and minorities, uses regularly scheduled service provided by the motorcoach industry.

Travelers' and tourists' demand for services provided by the motorcoach industry generates \$44.2 billion of annual sales directly and indirectly throughout the U.S. economy. Motorcoach travelers and tourists spend \$4.9 billion on motorcoach services, and another \$20.8 billion on goods and services from other industries. Direct spending of motorcoach travelers and tourists generates an additional \$16.4 billion of indirect sales. Travelers' demand for services provided by motorcoaches generates 758,000 jobs.

Like any innovative customer-service industry, motorcoach operators are evolving to meet changing consumer demands. As the number of younger, more-active travelers increases, destinations will work together with motorcoach operators to find fresh ways to attract customers. That's the real story.