

# Travel Industry Professional

## GO FURTHER

### THE VITAL CONNECTION THAT TAKES YOUR BUSINESS FURTHER

→ The American Bus Association is the only industry organization that connects tour and motorcoach operators with the destinations and suppliers that cater to the group travel market, and the product and service businesses who can maximize their offerings to customers.

→ By putting ABA's expertise to work, members receive exemplary personal attention, superior benefits unmatched among other associations, and tailored services for their specific needs.



**AMERICAN BUS ASSOCIATION**

**American Bus Association**  
 Washington, D.C.  
 (800) 283-2877  
 www.buses.org

## YOUR MEMBERSHIP IN THE AMERICAN BUS ASSOCIATION PAYS FOR ITSELF

Membership in ABA gives your company a greater return on investment and builds business through connections and services such as:

- The American Bus Marketplace
- The ABA Motorcoach Marketer
- Continuing Education
- Member-to-Member Access
- Industry Trends and Data
- *Destinations* magazine and *The Insider*
- Professional Advancement
- Cost-savings Programs
- GroupConnect

### ANNUAL RETURNS

Below is an example of the return on investment a travel industry company receives by joining ABA. Annual dues start at \$500. Meeting registration fees are additional.

	Average Travel Industry Company	ABA Travel Industry Member	Total Savings for Single Property Travel Member
<b>Business Contacts with Qualified Operators</b>	\$100 per face-to-face sales calls	\$55 per face-to-face meeting with 58 qualified Marketplace Operator Buyers	\$2,610
<b>Motorcoach Marketer Directory</b>	\$1,500	Included	\$1,500
<b>Economic Research Data</b>	\$5,000	Included	\$5,000
<b>Listing or Ad in Destinations</b>	\$1,805 (1/6 page ad)	Included (Travel Resource Listing)	\$1,805
<b>GRAND TOTAL SAVINGS</b>			<b>\$10,915</b>

### AMERICAN BUS MARKETPLACE

The American Bus Marketplace is the premier business event for the group travel industry. The appointments are the core of the show; which allow Buyers and Sellers to meet face-to-face in pre-scheduled seven-minute appointments. In addition to the quality appointments, Marketplace offers professional education seminars and numerous networking opportunities.



ABA members form a **strong circle of businesses and organizations** that represent tour and motorcoach operators, tour operators, travel and tourism organizations, and suppliers of bus products and services.

## STRENGTHEN THE TOUR AND MOTORCOACH TRAVEL INDUSTRY

### Connections to Marketing and Outreach Opportunities

→ **The American Bus Marketplace:** The premier business event in the motorcoach and group travel industry brings tour and motorcoach operator buyers and travel industry sellers together for one-on-one tour itinerary planning. Marketplace also features business training, professional development seminars, and networking events.

→ **The ABA Motorcoach Marketer:** This member directory includes operator, travel industry, and associate members, making it the top industry guide for planning.

→ **News You Can Use:** ABA's website, e-newsletter, magazine, and member alerts provide members with up-to-date information affecting your business.

Our members carry **750 million passengers** to your destinations annually.

### Connections To The Industry

→ **Member-to-Member Access:** The American Bus Association is the only organization that connects you with the people who can help your business grow – the more than 1,000 tour and motorcoach operators who want to bring their groups to your destination.

→ **GroupConnect:** As a business-to-business platform, GroupConnect provides our members with an online travel tool that expedites lead generation and aids in regional tourism tracking. GroupConnect is a joint venture representing the interests of the members of the American Bus Association and the Ontario Motor Coach Association.

### ECONOMIC IMPACT

The ABA Foundation conducts research regarding the economic impact of the motorcoach industry. This data helps to justify budgets and local, state and provincial investment in the group travel and tour industry. One overnight visit is worth up to \$11,660 to a destination! This includes meals, lodging and shopping.



### Connections To Services

→ **Continuing Education:** ABA's Certified Travel Industry Specialist Program helps set you apart in the industry. Member webinars and online resources on timely topics provide you with professional education information.

→ **Cost-savings Programs:** ABA members receive preferred pricing and discounts from top-tier service providers.



[www.buses.org](http://www.buses.org)