Membership Department Fall Board of Directors Update

Overall Membership Data
(Same Time Last Year)

<table>
<thead>
<tr>
<th>Membership Category</th>
<th>2020</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allied Association</td>
<td>67</td>
<td>64</td>
</tr>
<tr>
<td>Associate</td>
<td>116</td>
<td>192</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>385</td>
<td>435</td>
</tr>
<tr>
<td>Bus Operator</td>
<td>880</td>
<td>719</td>
</tr>
<tr>
<td>Travel Industry</td>
<td>1479</td>
<td>2081</td>
</tr>
<tr>
<td><strong>Total Members</strong></td>
<td><strong>2,927</strong></td>
<td><strong>3,491</strong></td>
</tr>
</tbody>
</table>

Increases:

- *Bus Operators* – Focused outreach on this segment
  - Personalized outreach to member operators to undergird GAP activities
  - Targeted solicitation of non-members in FMCSA/DOT
  - Provided complimentary one-year new memberships to build segment
  - Reduction in dues for renewing members

Decreases:

- *Travel & Associate* - Unpaid 2020 Travel and Associate members were terminated in July.
  - In General - We believe the lack of response from our outreach, in combination with bounced back emails, is a good indicator that the vast majority cannot be reached because of furloughs and companies not in operational status.
  - Extended grace period to 7 months to allow more time for renewals
  - To get traction, we offered several promotions to renew membership at a discounted rate, installment payments, etc.
  - As we are preparing for 2021 membership, the unpaid/terminated Travel and Associate member accounts were converted to our prospect list. Although they do not qualify for the segments’ 25% renewal discount, they will be presented with another promotion to support the ROI of returning to ABA.

- *Tour Operators* – Feedback indicates there is a hesitancy on the part of Tour Operators to commit to dues renewal, at this time. However, we are seeing a few creative tour companies are showing up on the radar.
Strategic Plan Benchmarks and Membership Activities

Focus area: Retention, Renewal, and Growth/Recruitment

Retention:

• Member Outreach:
  o In the beginning of the pandemic, ABA staff made calls to all members to listen, understand and support our members during this challenging times.
  o Members as brand ambassadors: Furloughed members were added in the system with their personal emails so they will continue to receive important industry related information from ABA.

• Promoting Members:
  o We are currently contacting members that are open for business to help bring groups to their destinations. It is also a great way to boost member engagement with the association during this time.

• Onboarding:
  o Onboarding webinars are continuing to take place for new members.

Renewals:

• 1st quarter’s renewal focus was on the unpaid Travel/Associate members that expired 12/31/2019.
• 2nd quarter was primarily targeted on membership renewals for Bus & Tour Operators.
• To help members move forward in recovery, ABA implemented a 50% dues reduction for Bus and Tour members and a 25% reduction for the 2021 Travel and Associate members.
• The 2020/2021 membership renewal invoices went out to Bus and Tour Operators end of June.

Recruitment:

As the industry comes to a halt and ABA rises to the occasion as the main voice for the industry, our focus shifted to recruitment targeting Bus Operators. Consequently, since March, we added 161 new members. We see this as a time to set the foundation for future growth.

In the 1st quarter, membership attended the following conferences pre-COVID:
  o NDTA-DTMO Annual GovTravels Symposium, Alexandra, VA
  o Heartland Travel Showcase, Lansing, MI
  o Travel South USA, New Orleans, LA

Currently in the 3rd quarter we have begun strategizing an outreach to our healthy prospect list of non-member organizations.