THE BIG STORY

TRAVELERS DRIVE INDUSTRY CHANGE

BIG TRENDS FOR 2017: LUXURY SERVICE, MINI COACHES, HANDHELD TECH

“Customers are driving changes in our industry, not the manufacturer or operator,” said ABA President and CEO Peter Pantuso, CTIS, during a panel discussion Monday. Travelers are increasingly shifting the way they book service, thanks to innovative ticketing services from Skedaddle, FlitWays, and Wanderu, according to DePaul University professor Joe Schwieterman, the author of a new research study on intercity bus trends.

Demand for luxury service has sparked exciting new intercity offerings from Concord Coach and RedCoach, Schwieterman added. “Productive time on a coach is a big seller,” said Pacific Western’s president, Michael Colborne, who noted that women feel “very safe and secure” riding his company’s intercity buses and make up a growing 65 percent of riders on those routes.

Overall, group travel is robust. “Last year and 2017 are two of the strongest domestic years we’ve seen in 15 or 20 years,” said Stephanie Brooks, director of contracting at Globus. “Our challenge is how can we make customers’ experience richer, and we are constantly reevaluating our itineraries.”

Smaller groups are demanding smaller motorcoaches, according to DATTCO President Don DeVivo, not due to price but because they want more intimate travel experiences. Groups are increasingly booking closer to departure dates, DeVivo said, and hiring new drivers and millennials remains a challenge.

High-quality onboard Wi-Fi is a must. “People want to use their own devices. The challenge is getting cost-effective Wi-Fi,” said Colborne. His company is “constantly updating” its routers to give clients the huge amounts of data they crave and devoting “significantly” more resources to social media.
SCHEDULE
Tuesday, Jan. 17

EVENTS

7 a.m.–6 p.m.
Registration Open
Marketplace Floor Open
Foundation Silent Auction
(Silent Auction closes at 3 p.m.)

7:45–8:45 a.m.
Operator Breakfast
For Operators Only
LOCATION: Grand Ballroom
SPONSOR: Fee/Hedrick Family
Entertainment Group

9 a.m.–12:16 p.m.
Lodging/Attraction/
Receptive/Associate
Appointment Session
LOCATION: Marketplace
Business Floor

9 a.m.–3:30 p.m.
BusMARC Meeting and
Education Sessions
LOCATIONS: Barons Bus
Company and National
Interstate Insurance Company

12:20–2:15 p.m.
All-Delegate Lunch
LOCATION: Exhibit Hall A
SPONSOR: ABA

2:30–5:32 p.m.
Lodging/Attraction/
Receptive/Associate
Appointment Session
LOCATION: Marketplace
Business Floor

7–10 p.m.
Charlotte’s Ultimate
Tailgate Party Evening
Event
LOCATION: Hilton Hotel,
Superior Ballroom
SPONSOR: Visit Charlotte with
support from Visit NC

EDUCATION BITES
KNOWLEDGE ON THE GO

EDUCATION BITES AT THE ABA BOOTH
ARE YOUR OPPORTUNITY TO TAKE
QUICK CLASSES TO BOOST YOUR
BUSINESS SKILLS.

LOCATION: ABA booth
SPONSORS: Bradenton Area CVB and
Visit Sarasota

10–10:14 a.m.
Just a Bite of Personal Branding for
Professional Success
SPEAKER: Sima Dahl

11–11:30 a.m.
Just a Bite of How Understanding the
Psychology of Group Travel Can Transform
Your Tours and Your Customer Experience
SPEAKER: Ted Bravos

3–3:30 p.m.
Just a Bite of How to Launch a Successful
Content Marketing Campaign
SPEAKER: Lance Harrell

NEED TO KNOW
DON’T WASTE, RECYCLE!

If you have business supplies or anything else you don’t want to take home, leave the items in the center of the aisle when you break down your booth. The convention center will match up and donate them to local charities.

CHAIRMAN’S CORNER
KUDOS TO CLEVELAND

Our Cleveland friends have done a fabulous job showing off just a few of the “must see” experiences in this great city! No trip here is complete without visiting the Rock & Roll Hall of Fame or the Great Lakes Science Center. What’s more, the Greater Cleveland Aquarium anchors the vibrant redevelopment of the city’s West Bank. Playhouse Square in the heart of downtown is a celebration of 1920s elegance, hosting more than 1,000 events annually. With a nationally celebrated food scene and award-winning breweries on seemingly every street corner, it’s easy to see why Cleveland is one of America’s top destinations.

If you haven’t already, stop and meet Jane Tougouma and her team in their booth and learn how to make your groups shout, “Cleveland Rocks!”

Tonight we celebrate a wonderful week here in Cleveland and look forward to a royal ABA Meeting & Marketplace in the Queen City of Charlotte, N.C., in January 2018. The team at Visit Charlotte has a superb evening planned to crown this year’s Marketplace. I look forward to seeing everyone there.

BRAD HENTON, CTIS, associate director, Country Music Hall of Fame and Museum
2017 ABA MARKETPLACE CHAIRMAN
**NEED TO KNOW**

**WEDNESDAY AIRPORT SHUTTLE SERVICE**

Shuttles will depart from ABA Marketplace hotels to the Cleveland Hopkins International Airport every 30 minutes. Bus departure times are posted in your hotel lobby. Please allow at least two hours between leaving the hotel and your flight.

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**OPERATOR BREAKFAST**
*For Operators Only*

**DIVE INTO PIGEON FORGE**

**Tuesday, 7:45–8:45 a.m.**

**Location:** Grand Ballroom

*Sponsored by Fee/Hedrick Family Entertainment Group*

This is big! Fifty-six performers from five Fee/Hedrick shows will bring merriment, music, and mountain marvels to today’s operator breakfast. “We want everyone to know that we have world-class, family-friendly, affordable entertainment in Pigeon Forge,” says Leslie Thomas, senior vice president at Fee/Hedrick Family Entertainment Group. “The caliber of talent in Pigeon Forge is fantastic.”

Look for performers from *Music Mansion*, the most attended musical variety show in the Smokies; *Magic Beyond Belief* with Darren Romeo; loads of laughs from the Comedy Barn’s cast of hilarious hillbillies; and, of course, side-splitting characters from the Hatfield & McCoy Dinner Feud.

The “Feudin’ Feastin’ Family Fun” at the Hatfield & McCoy Dinner Feud is going to make an even bigger splash starting this spring. That’s when the show will include high-divin’ hillbillies. (And even high-divin’ pigs.) They will plunge into a 36-foot-deep pool onstage to amaze and thrill audiences.

Look for more excitement from Fee/Hedrick in 2019.

To learn more about what the Fee/Hedrick Family Entertainment Group has to offer groups, email Thomas at leslie@fee hedrick.com.

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**PRESIDENT’S MESSAGE**

**WE HAVE ONLY JUST BEGUN**

As we close another successful Annual Meeting & Marketplace, I look to the beginning of 2017 with vigor and hope for a fruitful year for the motorcoach, travel, and tourism industry. This is an exciting time for our industry. We’ll have a new president and new Congress in a few days. We must keep our sights on creating the best legislative and regulatory field possible so our industry can grow and continue to provide top-notch, safe service for the 605 million motorcoach passengers we serve each year, as well as hundreds of millions of travelers and tourists who depend on us.

To kick off your year, we hope we’ve given you the tools you needed this week to ensure your business’s future growth. We have challenged you with new ideas so you can take your business to the next level. We have created an environment in which you can make connections and build on relationships to carry you through the year. We hope we have left you energized and enthused about the possibilities for you and our industry.

I want to give a special thank-you to our hosts who have done a remarkable job showcasing Cleveland. The locations we visited during this event have been truly awesome. The city’s renaissance and resurgence are a remarkable story and one that can inspire an industry and a country. Thank you, Cleveland—you truly rocked!

We will see many changes in the coming year, but I know that this industry and our members will turn the opportunities to come into successes! I wish you a successful year and hope to see many of you throughout 2017.

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**SEMINARS**

9:30–10:30 a.m.

**#401 Decoding Millennials: What Every Travel Professional Should Know**

ROOM: 19

SPONSORS: Capital City Lake Murray Regional Tourism and Embassy Suites, Columbia, SC

9:30–10:30 a.m.

**#402 Eureka: You Found Gold! (The Value of Your Customer’s Experience)**

ROOM: 21

SPONSOR: Philadelphia CVB

9:30–10:30 a.m.

**#403 The Art of Persuasive Writing: Make Every Word Count**

ROOM: 23

SPONSOR: Vermont Department of Tourism

11 a.m.–Noon

**#404 Optimizing Your MS Outlook: Time and Client Management Strategies for Outlook Users**

ROOM: 19

SPONSOR: Tour Illinois

11 a.m.–Noon

**#405 How to Memorize Scripts, Speeches, Lists, and Other Sequential Materials**

ROOM: 21

SPONSOR: Biltmore and Asheville CVB

3–4 p.m.

**#407 Upgrade Your Digital Promotions**

ROOM: 19

SPONSOR: Capital City Lake Murray Regional Tourism and Embassy Suites, Columbia, SC

3–4 p.m.

**#408 Smile! Your Brand and Behavior are on Camera (and Everywhere!)**

ROOM: 21

SPONSOR: Philadelphia CVB

3–4 p.m.

**#409 Social Selling: Are You Leaving Money on the Table?**

ROOM: 23

SPONSOR: Rhode Island Tourism
ABA FOUNDATION
SCHOLARSHIPS ARE OPEN

Scholarships are open today! For more than 20 years, the ABA Foundation has invested in our industry through the Fund a Future scholarship program. Our mission is to create a stronger, more diverse and sustainable industry, and that starts with educating the next generation of leaders.

We are doubling 19 of our scholarships from $2,500 to $5,000 in 2017. That means $100,000 in education grants are now available to students in the ABA family. We are able to offer larger scholarships than ever before thanks to the generosity of ABA members such as Mid-Atlantic Tours & Receptive Services (MARS) and Destination DC.

For more on how to apply, what scholarships we offer, and how your employees can apply, come by the ABA Foundation booth. Thank you for your continued support, and thank you for making the 2017 Foundation Live and Silent Auctions events to remember.

MARKETPLACE TODAY

President and CEO
Peter J. Pantuso, CTIS
ppantuso@buses.org

The Pohly Company:
George Spencer and Amy Norcross, Editorial
Kristen Goodfriend, Design

Photography:
K.R.R. Photography
www.krrphotography.com

Advertising:
The YGS Group
AJ Myers
(717) 430-2247
alan.myers@theygsgroup.com

NEED TO KNOW
STAY CONNECTED

Complimentary Wi-Fi is offered in the exhibit hall and all meeting rooms during Marketplace week. Thanks, Charlotte, NC, and NASCAR Hall of Fame.

Password = CHARLOTTE

SEMINAR SPOTLIGHT

THE ART OF PERSUASIVE WRITING: MAKE EVERY WORD COUNT

Christina Miranda

You practice your golf swing, but do you practice your writing technique? Persuasive writing is more than slapping words down on paper. It’s about selecting the precise phrasing needed to paint an instant visual picture. You must adapt your style to achieve your immediate objective. Email blasts, website copy, letters to customers, sales brochures, memos to colleagues, proposals—all require different styles and types of words to be successful. In this workshop, you’ll learn useful tips for selecting the right words and tone to influence your audience ... and move them to action. Finish your week by joining Christina at 9:30 a.m. or for any sales and marketing session that can help you close your Marketplace deals!

Sponsored by Vermont Department of Tourism
Give them an experience that will last.

Bring your family to the Billy Graham Library in Charlotte, N.C., and discover how a humble farmer’s son became pastor to the presidents and shared God’s love with millions of people around the world. Retrace his dynamic journey as history comes to life through inspiring multimedia presentations and state-of-the-art exhibits.

FREE ADMISSION
Monday to Saturday, 9:30–5:00 • BillyGrahamLibrary.org • 704-401-3200
Reservations are required for groups of 10 or more; email LibraryTours@bgea.org or call 704-401-3270.
4330 Westmont Drive • Charlotte, North Carolina

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THANK YOU FOR ANOTHER GREAT MARKETPLACE

SEE YOU IN CHARLOTTE FOR 2018

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ABA MARKETPLACE BOOTH 1668
TAILGATE LIKE A QUEEN (OR KING)!
MEET CHARLOTTE, HOST OF ABA’S MARKETPLACE 2018

“We’re a city with a buzz of excitement,” says Visit Charlotte Executive Director Mike Butts. “We’re eager to welcome visitors so they can make themselves at home!”

Join Visit Charlotte, the official host city of Marketplace 2018, for Charlotte’s Ultimate Tailgate Party. Attendees can treat themselves to the best tailgating delicacies or test their talent at classic tailgating games. It’s a preview of what awaits all ABA members at Marketplace 2018. Oh, and don’t forget to wear your home team’s jersey.

The Queen City is home turf to more than 200 sporting events annually—all manner of competitions ranging from NASCAR and the NFL to international soccer and the AHL (American Hockey League). That makes Charlotte the perfect spot to host the really big game—ABA’s Annual Meeting & Marketplace 2018.

And if culinary experiences give you an adrenaline rush, Charlotte’s creative mix of young, inventive chefs and well-established restaurateurs is churning out forward-thinking creations inspired by Southern tradition. That’s not all—premier retailers, an overflowing craft beer scene, and an abundance of soothing nature havens also royally welcome every group to the Queen City.

Presented by Visit Charlotte with support from Visit NC
Take on 2017 with the perfect Tory Burch tote! As Marketplace winds down, don’t miss your last chance to bid on items in the ABA Foundation Silent Auction. This year we are proud to offer options for everyone. Whether you are ready to plan your bucket-list trip to Alaska or your next shopping spree at Tanger Outlets, we have items for you!

Check out all the available items at www.bidpal.net/abaf. Hurry, bidding ends today at 3 p.m.!

All proceeds are going to the Fund a Future campaign, providing scholarships for ABA families across the industry. To browse our items or for more information, visit the ABA Foundation in booth 1149.

For group reservations, please call 410-576-3833 or email groupsales@aqua.org.
Baltimore’s Inner Harbor | aqua.org/groups
We’re for city glitz and seaside charm.

Here in New Jersey, we’re for seeing sights and living history, shopping labels and farm-fresh tables. From America’s most decorated battleship to the world’s first boardwalk, the oldest operating lighthouse to Thomas Edison’s inventive lab, New Jersey has it all. Add in 130 miles of shoreline, amusement parks, cultural attractions and historic monuments, and you’ll find plenty to inspire your group tours. If you’re for good times and great memories, we’re New Jersey—and we’re for your group!

Plan your group tours | visitnj.org/groups or call 609.292.2470
DOUBLE THE FUN: Events Sunday night at the Rock & Roll Hall of Fame and the Great Lakes Science Center left at least one delegate topsy-turvy (above). Some had fun with static electricity (right), while others danced to classics like “Twist and Shout” and “Bohemian Rhapsody” (below).
DOWN TO BUSINESS: BISC and BusMARC held their final days of on-site seminars Monday. Today, BusMARC Chairman Mike McDonal (right) and his members are conducting off-site visits with ABA members Barons Bus and National Interstate.

REACH OUT AND TOUCH SOMEONE: Delegates flocked to seminars taught by Vincent Ivan Phipps (above) and Heather Lutze (top right). Kate Scopetti (right) of Mid-Atlantic Receptive Services thinks outside the box at a seminar on attracting and keeping top talent.
GIVE IT A TWIRL: Branson roped in a big crowd for heart-stopping country-and-western thrills at Monday’s Operator Breakfast. U.S. Tours president Bob Cline (below) received the Groups Today Moxie Award. Mary Young of Capitol Tours presented MCI’s Patricia Ziska (below far right) with the ABA Media Women in Buses Award.
JUST FLOORED: From Alaska to Zion National Park, there was something for everyone on the Exhibitor Floor. Charlotte, host of ABA’s Annual Meeting & Marketplace in 2018, showed off a strong team, as did Ohio, Alabama, and Washington, D.C.’s Union Station. Many memories are made at Marketplace. Chet Joines (right) from the Eden Resort in Lancaster, Pa., has attended since 1994. He will retire this year but has an open invite to come back and see us again! Deb Duerr (below second from right) is also retiring. She spent the last 13 years of her 30-year career with Niagara USA. They both will be missed!
PURE MAGIC (clockwise from top): Delegates thrilled to songs from 16 Broadway musicals, courtesy of Group Sales Box Office at Broadway.com, including *Wicked*, *Anastasia*, *Chicago*, *School of Rock*, *The Phantom of the Opera*, *The Book of Mormon*, *A Bronx Tale*, *Bandstand*, *Cats*, and *Beautiful: The Carole King Musical*. 
WELCOME TO A PLACE THAT MAKES MORE MEMORIES PER GALLON.

Bring your tour groups to a place that puts a sparkle in the eye and creates ear-to-ear smiles. A destination with more shows. More shopping. More arts and crafts. More mountain views. More down-home cooking. A town filled with fun for everyone, every age. Welcome to a detour from the ordinary.

Stop by Booth #1750 to learn more about Pigeon Forge and enjoy Smoky Mountain Pecan Pie.

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HIGH HONORS (clockwise from left): New Hampshire Division of Travel & Tourism placed second for its small in-line booth, as did Delaware’s tourism office for its large in-line booth. Fee/Hedrick’s Hatfield & McCoy Dinner Feud in Pigeon Forge placed second for its island booth; Mackinaw City’s tourism office won bronze. Group Sales Box Office at Broadway.com took third for its large in-line booth, as did the Maine Office of Tourism for its small in-line booth.

VIEW MARKETPLACE PHOTOS AT abamarketplace.smugmug.com
When Longwood Gardens’ Main Fountain Garden reopens in 2017, they’ll be bigger, bolder, and brighter.

The grand total of jets, pumps, and nozzles that will reach new heights?

Find Greg in Booth 1424 to find out just how big this opening will be and book your tour’s visit.

BrandywineValley.com

ABA NEWS
SIGN UP FOR TSA PRECHECK—LAST CHANCE

Today is the last day for delegates to get help signing up for TSA’s PreCheck trusted traveler program. This opportunity is courtesy of MorphoTrust USA, which has an RV on the Floor to facilitate enrollment. Stop by to make an appointment now!

PreCheck RV availability times are Tuesday, Jan. 17, 9 a.m.–noon and 2–6 p.m.

GOOD NEWS
VOLUNTEER OF THE DAY

The $150 gift card winner from Monday is Matt Scott, Durbin & Greenbrier Valley RR (Resource Central).

ABA-MDailes-4x-FINAL.qxp_Layout 1  12/15/16  10:05 AM  Page 4

WHERE CAN YOU experience an authentic southern SUNDAY NIGHT SUPPER AND GOSPEL SINGING?

\[\text{In Tupelo, Mississippi - an upbeat, happy city where you can enjoy a personalized tour, catered meal, and live entertainment at a one-of-a-kind attraction - customized to suit the tastes of your groups!} \]

Imagine what you can do here!

Find out if you qualify for a hospitality incentive by calling Jan Pannell - Sales Manager Tupelo Convention and Visitors Bureau - jpannell@tupelo.net - 800-533-0611

In Tupelo, Mississippi - an upbeat, happy city where you can enjoy a personalized tour, catered meal, and live entertainment at a one-of-a-kind attraction - customized to suit the tastes of your groups!

Imagine what you can do here!

Find out if you qualify for a hospitality incentive by calling Jan Pannell - Sales Manager Tupelo Convention and Visitors Bureau - jpannell@tupelo.net - 800-533-0611

Remember to tag ABA with the hashtag #abacleveland when sharing your 2017 Marketplace experience! We even have a Snapchat Geofilter for the convention center!
NOTABLE NEWS

THE AWARD GOES TO ... THE BEST AND BRIGHTEST IN THE INDUSTRY

Congratulations to all the award winners recognized during ABA’s Annual Meeting & Marketplace in Cleveland:

■ BISC Norm Littler Memorial Safety Award
  Clyde Hart, Lexington, Va.

■ BusRide Good Stewardship Award
  Gordie Mackay, Indian Trails, Owosso, Mich.

■ Groups Today Moxie Award
  Bob Cline, U.S. Tours, Vienna, W.Va.

■ MCI Green Operator Award
  Large company: Arrow Stage Lines, Omaha, Neb.

■ Metro Innovative Operator Award
  Lamers Bus Lines, Green Bay, Wis.

■ ABA Media Women in Buses Award
  Patricia Ziska, Motor Coach Industries Inc., Des Plaines, Ill.

NEED TO KNOW

FINAL MAILBOX DELIVERY

Attention, sellers: The last mailbox distribution will be at noon today. Please put your materials in the operator folders.

Steaming into the Future!

The S.S. Badger is a National Historic Landmark and is the largest car ferry ever to sail Lake Michigan, providing a fun, reliable and affordable shortcut for over 60 years!

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• Two Music Themed Dinners
• Three Breakfasts
• Optional Daytime Sightseeing Tours

1200 Seats Available
• Sold only to ABA Members
• Low Net Prices
• Includes Donation to ABA Foundation

Huge Profit Opportunity

Ask for Complete Details on the Show Floor
ABA congratulates 2017's Certified Travel Industry Specialist (CTIS) graduates! They have successfully completed the course requirements to earn the title of CTIS. All graduates were honored at a special ceremony Monday evening.

The CTIS program is administered for ABA by Indiana University/Purdue University Indianapolis. It is the first university-administered certification program in the group travel industry. This professional development program is available to any employee of an ABA member organization. Participants complete five correspondence courses over a year, and they attend (and are evaluated at) eight industry advancement seminars presented by Marketplace.

Nearly 600 ABA members have earned this prestigious designation since the program started in 1989.

- Cheryl Adams, CTIS
  Adams Travel
- Laurie Adams, CTIS
  Continental Inns of America - Clarion/The Capitol Hotel
- Jessica Bennett, CTIS
  Fayetteville Area Convention & Visitors Bureau
- Lindsey Bowman, CTIS
  Niagra Tourism & Convention Corporation
- Saundra Briggs-Robertson, CTIS
  Louisville Convention & Visitors Bureau
- Adrienne Carci, CTIS
  Blue Ridge Tours
- Kendra Dolton, CTIS
  Group Sales Box Office/Broadway.com
- Kay Fanok, CTIS
  Greater Morgantown Convention & Visitors Bureau
- Shari Feldman, CTIS
  Philadelphia Museum of Art
- Juliane Fredrick, CTIS
  Strater Hotel
- Katie Fussenegger, CTIS
  Shelbyville-Simpsonville Tourism & Visitors Bureau
- Barbara Hackenos, CTIS
  Friendship Tours
- Monica Hall, CTIS
  Abingdon, Va., Convention & Visitors Bureau
- Alexandra Harjung, CTIS
  Wisconsin Dells Visitor & Convention Bureau
- Lindsay Hill, CTIS
  Destination DC
- Leslie JeBran, CTIS
  Trans-Bridge Lines
- Sonya Johnson, CTIS
  The Billy Graham Library
- Emily Johnson, CTIS
  Anderson Coach & Travel
- Carey Kidd, CTIS
  Birthplace of Country Music Inc.
- Jenni Koval, CTIS
  Gaylord Opryland Resort & Attractions
- Lisa Kukulski, CTIS
  Circle Michigan
- Jennifer Laguna, CTIS
  Super Holiday Tours
- Mike Maksym, CTIS
  Sports Traveler LLC
- Melissa McClure, CTIS
  Visit Fairfax
- Robert McMichael, CTIS
  Sight & Sound Theatres
- Ali Meyer, CTIS
  Indiana Office of Tourism Development
- Rochelle Miller-Hernandez, CTIS
  Visit Las Cruces
- Shelby Moody, CTIS
  Atlanta Symphony Orchestra
- Lisa Morris, CTIS
  Anderson Coach & Travel
- Emily Opple, CTIS
  Country Inn of Lancaster
- Pam Parham, CTIS
  Memphis Rock ‘N’ Soul Museum
- Paula Reynolds, CTIS
  American Tour Guide Association
- Melissa Schleppy, CTIS
  Trans-Bridge Lines
- Matt Scott, CTIS
  Durbin & Greenbrier Valley Railroad
- Lori Scott, CTIS
  International Spy Museum
- G’na Stephens, CTIS
  Gandy Dancer Theatre
- Allison Taimango, CTIS
  Guide Service of Washington
- Evelyn Vazquez, CTIS
  St. Augustine/Ponte Vedra Visitors & Convention Bureau
Driving Customer Care: MCI Parts, Service and Support

Offering industry-leading fill rates and FREE standard shipping on all parts orders for MCI, Setra, and other-make bus and coach parts is just part of what we do. We're also a powerful tool to keep your fleet running strong. Our six MCI Service Centers in the U.S. and Canada feature parts pick-up windows and employ nearly 100 MCI and Setra factory-trained technicians to maintain, repair and refurbish coaches. Plus, our field-staff of 26 MCI Technical Solutions Managers help explain new technologies and troubleshoot for you. And the MCI Academy and our online Learning Management System train technicians, drivers and other shop workers to maximize passenger safety, coach uptime and operational profitability.

Visit MCI Booth 1135 to learn more, and preview our new parts ordering website.

Want to know more about MCI's story? Check out our new Reliability Driven video at mcicoach.com
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