2017 MARKETPLACE BOARD REPORT
MEETINGS, EDUCATION AND MEMBER SERVICES DEPARTMENT
Submitted by Lynn M. Brewer

DEPARTMENT OVERVIEW

This department is responsible for all meetings, sponsorships, membership programs, member services, data management, and education programs:

- ABA’s Annual Meeting & Marketplace
- Membership Marketing, Recruitment, Growth and Retention
- Membership Benefits, Strategic Partners and Premium Partners
- The Motorcoach Marketer Membership Directory
- Management of the Association Database
- Board of Director Meetings
- Marketplace Advisory Committee and Subcommittees
- Marketplace Education Program
- Certified Travel Industry Specialist Program
- ABA’s Membership Committee
- Bus Industry Safety Council (BISC) Meetings
- Bus Maintenance and Repair Council (BusMARC) Meetings
- Florida Motorcoach Association Meeting Planning and Registration
- Hispanic Motorcoach Council Meeting Planning and Registration
- Entertainer Motorcoach Council Meeting Planning and Registration
- Regional and Training Meetings
- Sponsorships for all Association Activities
- Women in Buses Council Program
- Management of Partner Programs
- Webinar programs

Staff members include:

Lynn Brewer, Senior Vice President of Meetings, Education and Member Services
Vicki Osman, CTIS, Senior Director of Member Services and Marketing
Jana Fields, Senior Director of Sponsorships and Meeting Planning
Roderick Lewis, CTIS, Director of Membership and Business Development
Allison Brewer, CTIS, Member Services Manager
Brooke Abner, Meetings Registrar/Database Coordinator
Ashley Bowen, Membership Coordinator
2017 ABA’S ANNUAL MEETING & MARKETPLACE
JAN. 14 – 17, 2017
CLEVELAND, OH

Host City Cleveland
Cleveland will host two evening events, one dine around, 11 sightseeing tours and 7 pre- and post-FAM tours.

- Saturday Night: Dine Around Cleveland
- Sunday Night: Rock and Roll Hall of Fame and Great Lakes Science Center Event
- Monday Night: Light Up Cleveland Event at Nautica Entertainment Complex

The Marketplace Advisory Committee has chosen Providence House as our Marketplace Gives Back Charity for 2017. Providence House is a crisis nursery that provides emergency shelter and care for children, newborn through 10 years old, who are at risk of abuse or neglect due to family crisis. While children stay at Providence House for up to 60 days, their parents engage in services to stabilize, strengthen and preserve their families. This year 400 babies and children will be served by Providence House.

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<td>821*</td>
<td>674</td>
<td>822*</td>
<td>526</td>
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<td>563</td>
<td>590</td>
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<td>697</td>
<td>664</td>
<td>632</td>
<td>568</td>
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<td>187</td>
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<td>TOTAL</td>
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<td>2673</td>
<td>2844</td>
<td>2508</td>
<td>2480</td>
<td>2568</td>
<td>2657</td>
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*IMG meets at Marketplace every other year. In 2016, they had 158 operators attend; in 2014 they had 173 operators attend.

Appointment Statistics
- More than 144,000 appointments were scheduled
- Seller Delegates: Average of 29 appointments per delegate
- DMO Delegates: 29 appointments per company on average
- Lodging Delegates: 30 appointments per company on average
- Attraction Delegates: 29 appointments per company on average
- Associate Delegates: 23 appointments per company on average
- Receptive Operators: 29 appointments per company on average
New This Year

- We are beginning to rebrand Marketplace as ABA’s Annual Meeting & Marketplace to attract and be valuable to all members of the association.
- The Sunday Opening Lunch will include NY Times bestselling author and venture capitalist Josh Linkner as the keynote speaker.
- The ABA Annual Meeting has been moved to Saturday as a stand-alone meeting to give the business portion of the meeting better visibility.
- MorphoTrust is offering TSA pre-check screening appointments onsite.
- The appointment schedule has been adjusted on Monday to provide 10 additional minutes for the Broadway entertainment. The Sunday and Tuesday schedule still allows for additional free time before the evening events and makes the appointment day shorter for the operators.
- Additions have been made to the Marketplace App for greater functionality. The app was released on December 16 and we had a Download Day to encourage all attendees to download the App and use prior to Marketplace.
- We are expanding the Best of Show booth judging contest to include categories for booth size, etc.
- Video tutorials on key aspects of Marketplace have been added to the website.
- The Marketplace Passport includes an activities button to register for meetings, fundraisers and events.
- The Marketplace Passport includes past Marketplace appointment schedules for reference by companies during the research, request and preparation period.
- The Marketplace website has been updated to reflect a streamlined user experience.
- The Marketplace Webinar Series was created for year-round education as part of our professional speaker contracts. We are offering more than a dozen webinars through May 2017.
- The “Get to Know CLE” campaign was created to help brand the Marketplace host city.
- We have expanded the Education Bites to provide more seminars on the floor and to include partner presentations.
- We have been giving welcome gifts to our sponsors for many years. This year, we will also give them thank you gifts at the end of the week.
- We will be printing badges onsite as attendees come to registration. We hope that this will be more customer-service friendly and save time and money pre-stuffing and making changes.
- We will be using local talent to sing the anthems at the Sunday Opening lunch.

Sponsorships

- We have 86 signed sponsorship contracts. Most these contracts are signed by multiple partners, allowing them to have larger exposure for their dollars.
- Sponsorship fees total $401,055 to date.
- Three operator breakfasts, one lunch, the closing evening event and the Foundation Afterglow event are all sponsored.
Birmingham CVB has returned as the sponsor of the Operator Reception on Saturday following the Foundation Live Auction.

We added a new level of sponsorship, Level Four, to highlight the sponsors who spend $50,000 or more.

Several of our returning sponsors from 2016 wanted larger exhibit space and a bigger presence on the Networking Floor. Because of this, many of them have upgraded to a higher-level sponsorship.

We continued selling four ads inside the Official Program that we started two years ago, which brought in $16,500 in sponsorship fees.

Our largest sponsors, besides our meal sponsors are:

- Norwegian Cruise Line is sponsoring the operator booth signs for $15,000.
- Charlotte, NC and NASCAR Hall of Fame have partnered to sponsor free WiFi in the convention center for $15,000.
- Subout.com has purchased a Super Floor Lounge for $15,000.
- Tennessee Dept. of Tourism is providing the Operator Coffee on the Business Floor for $20,000.

We created a web page for all sponsors with pertinent dates, deadlines and information that is updated constantly.

We have re-vamped the sponsor/exhibitor page on the website for easier access to information.

We have 19 new sponsors for Marketplace 2017.

**MEMBERSHIP DEPARTMENT**

Peter set a goal of 500 new members by the end of the year and we continue to work hard to hit that goal.

For the 4th quarter 2016, the membership department placed the highest priority on converting “qualified” leads from previously attended tradeshows, referrals from the ABA membership committee and “call-ins” from companies inquiring about ABA membership. Companies interested in attending the 2017 ABA Marketplace were sold both on membership and Marketplace registration as a bundled package that included membership through December 31, 2017.

These sales efforts resulted in 169 companies joining ABA from October 1 – December 13, 2016. Of those 169, 68% of those companies are registered for ABA’s Annual Meeting & Marketplace in Cleveland, OH.
**Membership Totals**

*(Count comparison from December 2015-2016)*

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<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
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<tr>
<td>Associate</td>
<td>196</td>
<td>175</td>
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<tr>
<td>Tour Operator</td>
<td>340</td>
<td>286</td>
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<tr>
<td>Bus Operator</td>
<td>645</td>
<td>557</td>
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<tr>
<td>Travel Industry</td>
<td>2,135</td>
<td>2,182</td>
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<tr>
<td>Total Members</td>
<td>3,316</td>
<td>3,200</td>
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**The “Membership PLUS” program was launched in May 2016 and added 191 new Travel members.**

427 new companies have joined since January 1:
- 33 Associates
- 63 Tour Operators
- 96 Bus Operators
- 235 Travel Industry Professionals
  - 427 *(in comparison, we had 343 new members in 2015)*
- 191 PLUS members
  - **618 total new members**

**Membership Growth**

The MEMS staff has attended 9 industry tradeshows this year, resulting in 77 new members.
- UMA- 7
- Travel South- 6
- IPW- 15
- BISC West- 3
- SYTA- 24
- OMCA- 7
- Bank Travel- 1
- Chauffeur Driven- 5
- LCT/NLA- 9

Membership promotions include:
- The Membership PLUS campaign which was rolled out in May. This program allows all multiple property and management group members to provide their properties with a single ABA membership for a small fee. To date, we have 191 new members from the Membership PLUS program.
Specialized membership and Marketplace rates for attendees at tradeshows that ABA attends.

Membership and Marketplace discounts for prospects in future host cities.

Revised Member Get a Member Program with personal instead of company based rewards. New Membership promotional materials for specific prospect segments including tour operators, international inbound operators, prospects in the west, and small operators.

Current and prospect membership promos and headers were updated with the look and feel to mirror website.

Increased ABA branding presence at industry events include:

- Pre-show marketing to attendees.
- “Tradeshow” and “Meetings” kits for all staff to take when traveling.
- 90th Birthday themed items and giveaways.
- To accurately identify which marketing efforts are effective, we are using flags in our database to detail what source a new member comes from.
- We are also tracking expenses versus revenue to identify which shows are more valuable to attend.

Motorcoach and Tour Operator Prospect Campaigns:

- 2016 BISC, BusMARC and BISC West Meeting attendees
- 2016 California Motorcoach Operators
- Inbound Tour Operators:
  - These are operators who attend other travel industry shows, but not ABA’s Marketplace.
  - Steve Richer was contracted to sell ABA’s 2017 Marketplace to this audience. Membership will be given complimentary.
  - Graphics, talking points and other promotional materials have been created to assist Steve in selling ABA. Additionally, systems are in place to incorporate ABA staff in the process.
  - Steve reports biweekly with status updates on the program. To date, Steve has brought in 11 new members, 7 of whom are registered for Marketplace.

- RTO Summit East:
  - We are pursuing international–inbound receptive operators; most of whom are Chinese inbound.
  - Roderick also visited international–inbound receptive operators located in the New York area selling ABA’s 2017 Marketplace. Membership was given complimentary.
  - Roderick’s business cards, an ABA profile sheet and an invitation letter from Peter have been translated into Mandarin Chinese.
TourOperator.com Receptive Tour Operator Directory
- This group attended RTO Summit and has been targeted since mid-May. They are international inbound receptive operators and for those that have shown interest in Marketplace, they have transferred ABA related information to other contacts within their company. Roderick has been in contact with these “new” prospects.

John Dunham Census List:
- This list contains 4,200 motorcoach companies.
- We have cross-referenced the list for member prospects and updated current member information with subsidiaries.
- This list provides us with much greater reach and depth into the motorcoach industry and allows us to increase our communication outreach and company contacts within our membership.

PJP Operator Campaign:
- This program targets prospective operators in locations where Peter has a planned speaking engagement or is attending a conference.
- Pre-conference: An email is sent from Peter to operator prospects in a certain geographical area informing them Peter will be in their area to meet with them.
- Peter has had two successful meetings with large operators who said that they would join ABA.
- Post-conference: Roderick follows up with a series of emails/calls and information pertaining to membership, etc.

Social Media:
- We’re following various Facebook and Instagram communities and are pursuing operators who “like us” but are not ABA members.

Destination Cleveland member prospects:
- We targeted members of the CVB who are not current members and may have interest in attending Marketplace.

Top 50 Motorcoach Fleets in North America:
- We are pursuing motorcoach companies listed as Metro Magazine’s “Top 50 Motorcoach Fleets” in North America.
- Out of the Top 50 companies, only 11 are not current ABA members.
- We will utilize personal contacts with ABA members to help reach these companies.
Member Services

- Membership PLUS Multiple Property memberships:
  - We are expanding the benefits of multiple property members, offering them more exposure for their properties while increasing our reach into their chains and management groups.
  - This campaign was launched in May and is tied to their Motorcoach Marketer listing.
- A video tutorial library has been developed for members to best maximize their membership with ABA. Topics include: calendar of events, members only section, changing passwords, etc. We will add tutorials as needed.

Membership Marketing

- Working with a marketing and design firm, we have developed a new membership and marketing campaign for both prospective and current members.
- All membership promotional pieces included a “Maximize your ABA Membership” link that explained how members can get the most out of their ABA membership.
- New email pieces included statistical and geographical data outlining the potential impact of an ABA membership.
- Introduced personalized emails from Roderick or Ali targeting member prospects.

Certified Travel Industry Specialist Program

- We conducted a webinar for prospective enrollees to give them more information on the program.
- The 2017 program was released and included a rescheduling of mandatory courses until later in the year. We hope this will help with program completion.
- We have 29 graduates for 2016.
- The 2017 goal of the CTIS committee is to increase the graduation rate. The committee members are reaching out directly to enrollees.
- We are in discussion with IUPUI and SYTA on possible new course subjects to reflect changes in business over past years.

Women in Buses Council

- Pat Ziska is the Women in Buses award winner for 2016.
- The Winter meeting, held at Marketplace, will include a speaker from the Motorcoach Marketing Council and roundtable discussions on the following topics:
  - Marketing and sales
  - Driver recruitment and retention
  - Hours of service/Electronic logging devices
  - Hours of service and the impact on tour operators and attractions
  - Preventive coach maintenance
• We continue to create ads and articles for ABA publications that spotlight Women In Buses.
• We created the Women in Buses Wednesday postings on FaceBook.
• Secured North Dakota Tourism as a returning sponsor of the Council.
• 2016 included sessions on the following topics:
  • How Understanding the Psychology of Group Travel Can Transform Your Tours
  • Putting Passengers First; How Safer Driving Not Only Boosts Your Business But Also Your Bottom Line
  • Identifying the Important Players in the Motorcoach and Group Travel Industry and Their Key Acronyms
  • Doing Business with the International Traveler
• Currently, we have 185 members of the WIB Council.

WEBINARS
• ABA hosts a minimum of 2 webinars each month.
• We hosted 25 webinars in 2016.
• Webinars are available on demand for one year.
• Partnered with the communication department to create Education Express, which is a monthly update of education programs, webinars and webinars on demand.
• Contracted with 13 Marketplace speakers for the Marketplace Webinar series which runs August 2016-May 2017.

BISC SPONSORSHIPS
ABC Companies continues to be the title sponsor for both BISC and BusMARC. In addition, Jana has successfully sold 4 BISC sponsorships for 2017:
• Bridgestone Americas Tire Operations
• National Interstate Insurance Company
• Protective Insurance Co.
• Saucon Technologies

FUTURE BOARD MEETINGS

Spring Board and Policy Meeting 2017
May 2 – 4, 2017
Washington Marriott Georgetown
Washington, DC

Fall Board Meeting 2017
Oct. 23 – 27, 2017
Radisson Blu Antwerp/BusWorld
Antwerp, Belgium
**Future Marketplace Meetings**

**American Bus Marketplace 2018**  
Jan. 27 – 30, 2018  
Charlotte, NC  

**American Bus Marketplace 2019**  
Jan. 26 – 29, 2019  
Louisville, KY  

**Additional Meetings**

**Marketplace Advisory Committee and Subcommittee Meetings**  
March 15 - 17, 2017  
Charlotte, NC  

**Florida Motorcoach Association**  
April 4, 2017  
Orlando, FL  

**BISC/BusMARC Meetings**  
June 13 – 15, 2017  
Baltimore, MD  

**Florida Motorcoach Association**  
July 19, 2017  
Orlando, FL  

**Florida Motorcoach Association**  
October 11, 2017  
Orlando, FL  

**BISC West in conjunction with California Bus Association**  
October 17, 2018  
Alpine, CA