



# busworld<sup>®</sup> academy

NORTH AMERICA | JAN. 13-14, 2020

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# MR. LUIS PEDRERO

Global Passenger Network, President & owner of Car Tour (Spain)

# INTRODUCTION



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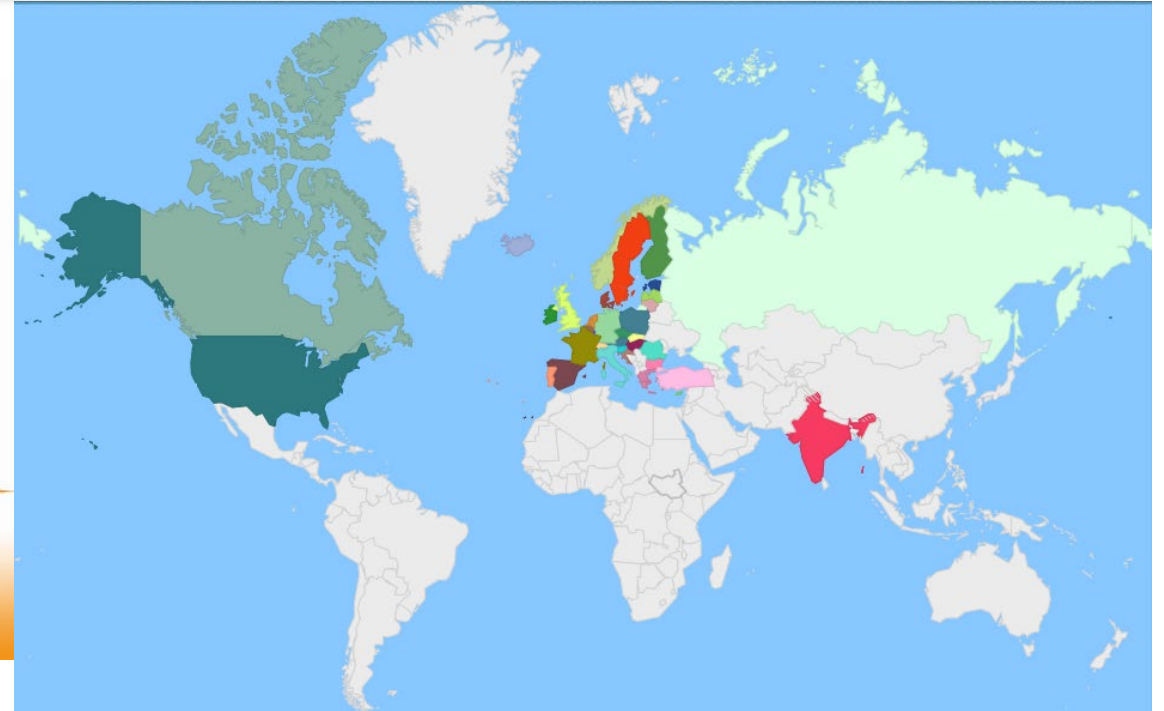
AMERICAN BUS ASSOCIATION

# INTRODUCTION

*A member of*



*Quality Motor Coach Travel Worldwide*



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AMERICAN BUS ASSOCIATION

# BUS AND COACH OPERATORS

- What can bus and motorcoach operators do to retain the best drivers
  - High level clients
  - Team building (Christmas dinner, gifts.)
  - Retirement benefits
  - Sharing profit in good years
  - Compliance system



# INDUSTRY ASSOC. FEDER. AND ORGS.

- Improve the image of the bus driver
  - Marketing campaigns to elevate the reputation of bus drivers (ground pilots)
  - Enhance the image of the bus transportation
  - Campaigns in schools

