MESSAGE FROM THE CHAIR

THANK YOU FOR A GREAT MARKETPLACE

SEE YOU IN OMAHA IN 2020!

Greetings, everyone! I can’t believe it is the last day of ABA’s Marketplace. I have to say it has been an honor to be this year’s chair. As we close out another successful event, I want to remind you that we are still going strong! We have education sessions and appointments continuing throughout the day. If you haven’t put your bid in on that special auction item you have been eyeing all week, time is running out. The ABA Foundation Silent Auction will close today at 3 p.m., so hurry and get your final bids in. Thanks for making this a great week and making my job fun! While closing out this year will be bittersweet, I am looking forward to attending “All Roads Lead to Omaha,” the closing event sponsored by our 2020 host city, Omaha (it’s in my neighborhood)! And just this once, let’s ignore the wise words of Benjamin Franklin, “Early to bed and early to rise, makes a man healthy, wealthy, and wise.” We can sleep tomorrow. Let’s end #ABALouisville on a strong note!

I look forward to seeing you all on the floor!

KIM GRZYWACZ, CTIS, CIT Signature Transportation
2019 MARKETPLACE CHAIR
SCHEDULE
Tuesday, Jan. 29

EVENTS

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

7:45-8:45 a.m.
Operator Breakfast
FOR OPERATORS ONLY
LOCATION: Ballroom
SPONSOR: Guide Service of Washington and Entertainment Cruises

9 a.m.-12:16 p.m.
Lodging/Attraction/Associate/Allied Associations Appointment Session
LOCATION: Marketplace Business Floor

9 a.m.-5 p.m.
BusMARC Meeting and Education Sessions Off-Site
LOCATION: Free Enterprise and MCI Service Center
SPONSOR: ABC Companies

9:30 a.m.-Noon
ABA’s Coffee Talk With FMCSA
ROOM: M112

12:20-1:45 p.m.
All-Delegate Lunch and Entertainment
LOCATION: Ballroom
SPONSOR: ABA

2:52 p.m.
Lodging/Attraction/Associate/Allied Associations Appointment Session
LOCATION: Marketplace Business Floor

7-10 p.m.
All Roads Lead to Omaha
Closing Night Celebration
LOCATION: Omni Hotel, Commonwealth Ballroom
SPONSOR: Visit Omaha

EDUCATION BITES

KNOWLEDGE ON THE GO

Education Bites at The Hub are your opportunity to take quick classes to boost your business skills.

LOCATION: The Hub
SPONSOR: Bradenton Area CVB

9-9:14 a.m.
Just a Bite of ABA Advertising Opportunities
Speaker: Kristina Freeman

10-10:14 a.m.
Just a Bite of International Tour Management Institute (ITMI)
Speaker: Joan Keddell

11-11:30 a.m.
Just a Bite of Affordable Healthcare Solutions in 2019
Speaker: Brent Heurter

3-3:30 p.m.
Just a Bite of Can Anybody Hear Me? How to Yell Your Story in a Crowded Room
Speakers: Jeff Gayduk and Dave Bodle

4:30-4:44 p.m.
Just a Bite of National Federation of Tourist Guide Association (NFTGA)
Speaker: Joseph DeGragorio

@KyKTIA
This year’s @AmericanBusAssn Marketplace is in Louisville and it couldn’t be in better hands! Plus, look at that economic impact from the event alone. #KYTourism #ABALouisville #BetterInTheBluegrass #TourismWorksForKY

@LaineG
Good morning from #ABALouisville — #TeamLouisiana ready for another day! #FeedYourSoul — attending ABA’s 2019 Marketplace at Kentucky International Convention Center
SEMINARS

9:30–10:30 a.m.
401: From Distracted to Productive #2
SPEAKER: Randy Dean
ROOM: M100
SPONSOR: The Adirondack Region of New York State

9:30–10:30 a.m.
402: The Power of Presence
SPEAKER: Karen Gruver
ROOM: M103
SPONSOR: Philadelphia CVB

9:30–10:30 a.m.
403: Story Selling
SPEAKER: A.C. Chan
ROOM: M104
SPONSOR: Rhode Island Tourism

11 a.m.–Noon
404: From Distracted to Productive #3
SPEAKER: Randy Dean
ROOM: M100
SPONSOR: The Adirondack Region of New York State

11 a.m.–Noon
405: Maximize Your Gen Y ROI
SPEAKER: Aaron McDaniel
ROOM: M103
SPONSOR: Visit Franklin, TN

11 a.m.–Noon
406: Looking at the Customer Experience
SPEAKER: Bob Pacanovsky
ROOM: M104
SPONSOR: Radisson Hotel Group

3–4 p.m.
407: Fostering Innovation Within Your Organization
SPEAKER: Aaron McDaniel
ROOM: M100
SPONSOR: Visit Franklin, TN

3–4 p.m.
408: Navigating Nutrition: Staying Healthy on the Road
SPEAKER: Kathy Gruver
ROOM: M103
SPONSOR: Philadelphia CVB

3–4 p.m.
409: Business Networking Pitch That Sticks
SPEAKER: A.C. Chan
ROOM: M104
SPONSOR: Rhode Island Tourism

YOUR #ABALOUISVILLE EXPERIENCE

Want to know what your fellow attendees are saying during ABA’s Marketplace? Stop by The Hub and check out our Twitter Board. Don’t forget to use #ABALouisville in all your social media posts this week and you may win a prize!

Visit Charlotte, N.C., and walk in the shoes of a farm boy who became pastor to presidents and shared God’s love with millions. Explore state-of-the-art exhibits and spend time reflecting in the Memorial Prayer Garden. Admission is free, and the experience is unforgettable.

“Wow! What a wonderful, inspiring place ...”
—Mary from North Carolina

Visit Charlotte, N.C., and walk in the shoes of a farm boy who became pastor to presidents and shared God’s love with millions. Explore state-of-the-art exhibits and spend time reflecting in the Memorial Prayer Garden. Admission is free, and the experience is unforgettable.

“Come and see what God has done.”
—Psalm 66:5, ESV

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BillyGrahamLibrary.org • Reservations required for groups of 10 or more; email LibraryTours@bgea.org or call 704-401-3270. • 
ABA TODAY | TUESDAY 2019 | 3
NETWORKING AND BUSINESS CONNECTING DOESN’T END TODAY

Keep the business connections you made this week going throughout the year by ensuring your MY ABA profile is always up to date. By updating your company’s profile and using our “Find a Member” members-only search, you can stay in touch with the friends you have made this week and introduce yourself to new potential business contacts all year long. Make the most of your ABA membership by accessing your member benefits on a regular basis. ABA members receive a variety of discounts on business tools; crisis communications support when something unexpected happens; publications to keep you up-to-date on ABA and industry news; legislative and regulatory updates and action; scholarships and industry research; and networking and learning opportunities throughout the year with our education program and ABA councils. Visit www.buses.org frequently for member benefit updates.

ABA’S COFFEE TALK WITH FMCSA
PRESENTED BY THE BUS INDUSTRY SAFETY COUNCIL
Tuesday | 9:30 a.m.–Noon | Room: M112
This session is an open discussion with ABA’s Government Affairs and FMCSA and is designed especially for you! This is your chance to ask questions on anything from rulemaking to ELDs.

GET ON THE BUS!
WEDNESDAY, JAN. 30
5:30 a.m.–12:30 p.m.
Continuous shuttle service from all ABA host hotels to the Louisville International Airport. Shuttle service leaves every 30 minutes. Please see the schedule in your hotel lobby.
THANK YOU, ATTENDEES!

The ABA staff gives a heartfelt thank-you to all of our attendees for a great week of making memories and great networking. We look forward to seeing you all in Omaha!

Get back on the magic bus at ABA Marketplace 2019.

WOODSTOCK 50TH ANNIVERSARY IN CLE.

VISIT THE DESTINATION CLEVELAND BOOTH FOR A CHANCE TO WIN

Book a tour to WOODSTOCK 50TH ANNIVERSARY, August 16-18, 2019, and we’ll help you fill the bus!

Receive:
• $5,000 cash rebate incentive after the trip actualizes
• A tour operator tool kit and marketing support

Contact Destination Cleveland’s Group Tour Team:
Jane Tougouma | Tel: 216.875.6607 | Email: jtougouma@destinationcle.org
Denise Krauss | Tel: 216.875.6648 | Email: dkrauss@destinationcle.org

JOIN IN AT ThisisCLEVELAND.COM/GROUPS | #ThisisCLE
JULEPS, JOCKEYS, AND GENEROSITY: The Louisville Crashers and Whiskey Bent Valley Boys Bluegrass Band got Sunday night’s party started at the Kentucky Derby Museum. In between dancing, guests could make their own Derby hat, get their picture taken with Derby-winning jockey Pat Day, and have a thoroughbred meet-and-greet.
ABA GIVES BACK: The souvenir mint julep cups were one of the many ways you could support the 2019 ABA Gives Back charity. Stop by the Backside Learning Center at Churchill Downs booth to learn more about how you can still contribute.

MARKETPLACE FLOOR: Delegates continue to network, enjoy treats, and engage in fun activities around the floor.

RESOURCE CENTRAL: Thanks to Louisiana Tourism, delegates have been able to stay connected and keep their business moving.

ABA FOUNDATION: Last call! Bidding closes at 3 p.m. today for the Silent Auction, which supports the ABA Foundation’s scholarship program.
ON THE SCENE

OPERATOR BREAKFAST: Operators were feeling the love at Monday’s Operator Breakfast, sponsored by New York State DMOs and Partners (2019 is the Year of Love in New York, as well as the 50th anniversary of Woodstock).

CONGRATULATIONS: Several awards were presented during Monday’s Operator Breakfast: Frank DiGiacomo, vice president and publisher emeritus of Metro Magazine presented the Metro Innovative Operator Award to Steve Woelfel, Jefferson Bus Lines; Jake Steinman presented the NAJ Innovative Tour Operator Award to Bob Cline, US Tours.

BUSINESS FLOOR: Buyers and sellers making connections, one appointment at a time.
EDUCATION: The Education Sessions and Bites continue to provide delegates with useful information to help manage their business, as well as learn about the latest updates and trends from the industry.

BEST OF BROADWAY: The Broadway.com Monday lunch featured some new Broadway hits such as Frozen, King Kong, Mean Girls, Pretty Woman, and The Cher Show. Check out our new Broadway stars, the Broadway Classroom graduates, who shared the stage with the cast of Come From Away.

NEED TO KNOW
View all of the photos taken at Marketplace at abamarketplace.smugmug.com.
Come find your inner coastal.

Lively Historic Waterfront
Fresh-caught Cuisine
Inviting Lowcountry Warmth

For custom and pre-curated group itineraries, call us at 843-525-8526 or visit beaufortsc.org.

EVENING EVENT
Tuesday | 7 p.m.–10 p.m.
Omni Hotel, Commonwealth Ballroom

ALL ROADS LEAD TO OMAHA

JOIN OMAHA, YOUR HOST FOR ABA’S MARKETPLACE 2020

Visit Omaha is excited to welcome you to Tuesday night’s “All Roads Lead to Omaha” party. See, hear, interact, and taste what the city is all about. Omaha is known for its juicy, mouthwatering steak, but did you know it is also home to the original Reuben sandwich? Get ready for phenomenal food and high-energy dance music from Omaha rock band High Heel.

Omaha, host city of Marketplace 2020, was recently ranked one of the best small cities in the country, and with a $290 million riverfront development project in the works, there will be many transformational experiences for you to enjoy when you visit.

Sponsored by Visit Omaha

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 contacting Jan Pannell - Sales Manager - Tupelo Convention and Visitors Bureau jpannell@tupelo.net

Visit Tupelo
MARKETPLACE 2019 SPONSORS

THANK YOU TO OUR GENEROUS 2019 ABA MARKETPLACE SPONSORS.

LEVEL 4

“Sweet Home” Alabama
SPONSORSHIP: Saturday Operator Reception

Evan Williams Bourbon Experience
LOUISVILLE, KY
SPONSORSHIP: Host City Sponsor

Group Sales Box Office/Broadway.com
New York, NY
SPONSORSHIP: Monday All-Delegate Lunch

Kentucky Department of Tourism
SPONSORSHIP: FAM Tours

Kentucky Derby Museum
Louisville, KY
SPONSORSHIP: Sunday Evening Event

Louisville CVB
Louisville, KY
SPONSORSHIP: Host City Events

Mint Julep Tours
Louisville, KY
SPONSORSHIP: Sightseeing Tours

New York State Destination Marketing Organizations and Partners
SPONSORSHIP: Monday Operator Breakfast

Visit Omaha
Omaha, NE
SPONSORSHIP: Tuesday Evening Event

Tour Colorado
SPONSORSHIP: Operator Appointment Booklet, Marketplace App

Colorado Tourism Office
SPONSORSHIP: Operator Appointment Booklet, Marketplace App

Experience Columbus
Columbus, OH
SPONSORSHIP: Networking Floor Reception

Connecticut Office of Tourism
SPONSORSHIP: Networking Floor Reception

Cracker Barrel Old Country Store Inc.
Lebanon, TN
SPONSORSHIP: Floor Lounge, Appointment Clock

DC Trails, Inc.
Lorton, VA
SPONSORSHIP: Appointment Clock, Social Media Wall

Delaware Tourism
SPONSORSHIP: Official Program

Entertainment Cruises
Chicago, IL
SPONSORSHIP: Tuesday Operator Breakfast

Foxwoods Resort Casino
 Mashantucket, CT
SPONSORSHIP: Floor Lounge

Georgia Tourism
SPONSORSHIP: Delegate Registration bags

Guide Service of Washington
Washington, DC
SPONSORSHIP: Tuesday Operator Breakfast

Hard Rock Cafe International
Orlando, FL
SPONSORSHIP: Foundation Afterglow

Visit Indiana
SPONSORSHIP: Floor Lounge

Iowa Group Travel Association
SPONSORSHIP: 2020 Host City Sponsor

Jazz at Lincoln Center
New York, NY
SPONSORSHIP: Operator Phone Charging Stations

Las Vegas Convention & Visitors Authority
Las Vegas, NV
SPONSORSHIP: Operator Afternoon Coffee, Operator Water Stations

Legends Attractions
New York, NY
SPONSORSHIP: Networking Floor Reception, Appointment Clock

Lincoln Center Tours
New York, NY
SPONSORSHIP: Operator Phone Charging Stations

Louisiana Office of Tourism
SPONSORSHIP: My Marketplace, Research Databases, Resource Central

Mackinaw City Chamber of Tourism
Mackinaw City, MI
SPONSORSHIP: Official Program

Maryland Office of Tourism
SPONSORSHIP: Operator Mail Folders, Pocket Schedules

The Metropolitan Museum of Art
New York, NY
SPONSORSHIP: Operator Phone Charging Stations

The Metropolitan Opera
New York, NY
SPONSORSHIP: Operator Phone Charging Stations

Circle Michigan
SPONSORSHIP: Official Program

Explore Minnesota
SPONSORSHIP: Floor Lounge

Motor Coach Industries
Des Plaines, IL
SPONSORSHIP: Board of Directors’ Dinner, Women in Buses Title Sponsor

The Museum of Modern Art
New York, NY
SPONSORSHIP: Operator Phone Charging Stations

Myrtle Beach Area CVB
Myrtle Beach, SC
SPONSORSHIP: Floor Lounge

Nashville, TN
SPONSORSHIP: Networking Floor Reception

National Interstate Insurance Company
Richfield, OH
SPONSORSHIP: Networking Floor Reception

National Museum of the Marine Corps. – Medal of Honor Theater
Triangle, VA
SPONSORSHIP: Official Program

Nebraska Travel Association
SPONSORSHIP: 2020 Host City Sponsor

New Jersey Travel and Tourism
SPONSORSHIP: Operator Appointment Booklet

NYC & Company
New York, NY
SPONSORSHIP: Appointment Clock, Resource Central On The Go

New York City Ballet
New York, NY
SPONSORSHIP: Operator Phone Charging Stations

New York City Cultural Collection
New York, NY
SPONSORSHIP: Operator Phone Charging Stations

Norwegian Cruise Line
Miami, FL
SPONSORSHIP: Operator Booth Signs

Oklahoma Tourism and Recreation Department
SPONSORSHIP: Networking Floor Reception

Travel Oregon
SPONSORSHIP: Networking Floor Reception

Outer Banks Visitors Bureau
Manteo, NC
SPONSORSHIP: Operator Appointment Booklet

Pigeon Forge Tourism Partners
Pigeon Forge, TN
SPONSORSHIP: Floor Lounge

Travel Portland
SPONSORSHIP: Networking Floor Reception

Prevost
Sainte-Claire, Quebec
SPONSORSHIP: Foundation Afterglow

Explore St. Louis
St. Louis, MO
SPONSORSHIP: Operator Shipping Boxes

South Dakota
SPONSORSHIP: Networking Floor Reception

Team Texas
SPONSORSHIP: Floor Lounge

Temsa
Seyhan, Adana Turkey
SPONSORSHIP: Networking Floor Reception

Travel South USA
Atlanta, GA
SPONSORSHIP: Floor Lounge

Virginia Beach CVB
Virginia Beach, VA
SPONSORSHIP: Floor Lounge

Whitney Museum of American Art
New York, NY
SPONSORSHIP: Operator Phone Charging Stations

WICKED, the Musical
New York, NY
SPONSORSHIP: Appointment Clock, Marketplace App

Circle Wisconsin
SPONSORSHIP: Floor Lounge

LEVEL 2

The Adirondack Region of New York State
SPONSORSHIP: Appointment Clock

Travel Alaska
SPONSORSHIP: Appointment Clock

Explore Asheville
Asheville, NC
SPONSORSHIP: Education Speaker

Atlantic City/Meet AC
Atlantic City, NJ
SPONSORSHIP: Education Speaker

Biltmore Asheville, NC
SPONSORSHIP: Education Speaker
Fun by the busload.

Pigeon Forge is the perfect stop for group travelers who want a destination that matches the enjoyment of the journey. With everything from beautiful Great Smoky Mountain vistas, shopping, and show-stopping theatrical performances to arts and crafts, Dollywood and delicious dining experiences, there are plenty of lots-of-fun little somethings for everyone.
MARS
Mid Atlantic Receptive Services

THE AMERICAN VETERANS CENTER’S
NATIONAL MEMORIAL DAY
PARADE
WASHINGTON, DC

DON’T MISS THE ABA LIVE AUCTION
Saturday, January 26th, 2019
3 NIGHT/4 DAY DELUXE GROUP TOUR PACKAGE WORTH OVER $35,000*

Memorial Day Weekend in Washington, DC from the Gaylord National
May 25-28, 2019 -OR- May 23-26, 2020

Win this Exclusive Group Tour Opportunity featuring: National Memorial Day Parade with Premium Seating and parade-side lunch served; the National Memorial Day Choral Festival Concert at the Kennedy Center; Memorial Day Party & Dinner Cruise aboard the Odyssey Bateaux; 3 nights at the Gaylord National Resort; 1 Free Ride on the Capitol Wheel; Dinner at Bertucci’s & Hard Rock Café; Arlington National Cemetery Tour with tram tickets included; Chesapeake Bay Sightseeing Lunch Cruise and tour of Annapolis including the US Naval Academy by Watermark; the National Museum of the Marine Corps with, ‘We, The Marines’ movie at the Medal of Honor Theatre; Observation Deck at the CEB Tower; Illuminated Monument and Memorial Touring; and Professional Tour Management.

Available in 2019 or 2020. Subject to change. Subject to availability at the time of reservation. Non-transferable. Tour reservations must be placed through MARS and not directly with the partners. No cash value. No credit for any unused portion of donation within any one tour. Excludes alcoholic beverages. Excludes guide gratuity. Void where prohibited. Valid for new reservation tours only. Other restrictions may apply. See ABA’s Live Auction Listing for full details.
MEET THE CTIS CLASS OF 2019
30 YEARS OF PROFESSIONAL DEVELOPMENT, COURTESY OF ABA

Congratulations to the 2019 Certified Travel Industry Specialist (CTIS) graduates who were honored during the Opening Celebration on Sunday. This is a special year for the CTIS program as it commemorates its 30th year.

Samantha Ackerson
Portia Conerly
Melissa Da Rocha
Brad Decker
Natalja Deduna
Sam Franzen
Cassie Green
LouAnna Henton
Alyssa Keshel
Janet Kuhn
Kimberly Lynn
Chenal McGee
Beth McKinney
Colleen Palmertree
Kirsten Parker
Jeni Peterson
Jennifer Schonder
Kim Schwartz Broadhurst
Lynsey Smith
Susan Swales-Vitullo
Laurie Taylor
Jane Tougouma
YOUR GROUP DESERVES OCMD.
THANK YOU FOR ANOTHER GREAT MARKETPLACE!

SEE YOU IN

OMAHA

MARKETPLACE 2020

ABA MARKETPLACE
BOOTH 1754