MESSAGE FROM THE CHAIR

THERE’S STILL MORE TO COME
EDUCATION, BUSINESS, AND NETWORKING CONTINUE TODAY AND TONIGHT

What a week! This year’s Marketplace in Grapevine has been what we always expect from ABA: first-class education, abundant business opportunities, and the best networking events in the industry. It doesn’t even feel like we haven't seen one another since early 2020, and I hope all of you have had a positive experience this week reconnecting with colleagues and are ready to tackle 2022 and get back to business. But our time together isn’t over yet. We have more business appointments, education, and networking to be done today. Make sure you dust off your bell bottoms and leisure suits for our Magical Motown event tonight hosted by Marketplace 2023 host city, Detroit. Finally, I want to give a big shoutout to the Grapevine CVB, Team Texas, the volunteers, and ABA staff for making our return to Marketplace a wonderful event. This week has been so good in so many ways, and I am grateful to have been your Marketplace Chair. See you on the Networking Floor!

CINDY BROWN, Boston Duck Tours
2022 MARKETPLACE CHAIR

Do you have a smartphone or tablet and want to have Marketplace information all in one place? The ABA Marketplace 2022 app gives you quick access to your business appointments; research databases; interactive floor map; schedules for events, transportation, and education; and the ability to create your own personal schedule of events and notes. Download the ABA Marketplace 2022 app from the app store.
## TUESDAY, JAN. 11

### NETWORKING

<table>
<thead>
<tr>
<th>REGISTRATION</th>
<th>NETWORKING FLOOR</th>
<th>MEAL FUNCTIONS</th>
<th>ABA FOUNDATION</th>
<th>SPECIAL EVENTS</th>
<th>MARKETPLACE SERVICE CENTER</th>
<th>ABA'S SPECIAL INTEREST COUNCILS</th>
<th>BUSINESS FLOOR APPOINTMENTS</th>
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<tbody>
<tr>
<td>Registration Open for</td>
<td>Booths Open 9 a.m.-6 p.m.</td>
<td>Where in the World Is Nebraska?</td>
<td>ABA Foundation Silent Auction</td>
<td>Marketplace Service Center Open</td>
<td>Bus Industry Safety Council</td>
<td>Lodging/Attraction/Allied/</td>
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<tr>
<td>Badges, New Registrations, Name Changes 7 a.m.-6 p.m.</td>
<td>Networking Floor</td>
<td>Operator Only Breakfast 7:45-8:45 a.m.</td>
<td>Auction Bidding Open 7 a.m.-3 p.m.</td>
<td>First-time STAR Delegate Assistance 7 a.m.-5 p.m.</td>
<td>Breakout Sessions 9:30 a.m.-4 p.m.</td>
<td>Associate Pre-scheduled</td>
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<tr>
<td>Longhorn Registration Desk, Convention Center</td>
<td>Sponsor Spotlight 5:33-6 p.m.</td>
<td>Texas Ballroom Sponsor</td>
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<td>Grapevine 1-2,</td>
<td>Appointment Session III 9 a.m.-12:30 p.m.</td>
<td>Appointment</td>
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<tr>
<td>Networking Floor</td>
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<td>Nebraska Tourism</td>
<td>Foundation Booth</td>
<td>Louisiana Office of Tourism</td>
<td>Grapevine 3-4</td>
<td>Business Floor</td>
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<tr>
<td>Networking Floor Booth</td>
<td>Tear-Down 6-8 p.m.</td>
<td>All-Delegate Lunch 12:30-2:30 p.m.</td>
<td>Auction Closes at 3 p.m.</td>
<td>Business Floor Sponsor</td>
<td>Sponsor</td>
<td>ABC Companies</td>
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<td>Booths must be removed by Wed., Jan. 12 at 12 p.m.</td>
<td>Networking Floor</td>
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### BUSINESS

- **ABA's Special Interest Councils**
  - **ABA Jam Session**
    - 10 p.m.-12:30 a.m.
    - Tolbert's on Main Street

- **Marketplace Service Center**
  - **Operator Box Shipping Booth**
    - 12-6:30 p.m.
    - Business Floor
    - Sponsor | Fogo de Chao

- **ABA's Special Interest Councils**
  - **Marketplace Service Center**
    - **Open**
    - **First-time STAR Delegate Assistance**
      - 7 a.m.-5 p.m.
    - **Texas Ballroom**
    - **Grapevine 1-2, Grapevine 3-4**
    - **Sponsor | ABC Companies**

- **Business Floor Appointments**
  - **Bus Industry Safety Council**
    - **General Session**
      - 4:30-5:30 p.m.
      - Sponsor | Fogo de Chao

### Special Events

- **Magical Motown**
  - All-Delegate Evening Event
  - 7 p.m.-9:30 p.m.
  - Sponsor | Visit Detroit

- **ABA Jam Session**
  - 10 p.m.-12:30 a.m.
  - Tolbert's on Main Street

- **ABA Foundation Silent Auction**
  - 3 p.m.
  - Sign in to the Silent Auction!

- **ABA Foundation Purses for a Purpose...and Accessories Too! Raffle Open**
  - 7 a.m.-12:30 p.m.
  - Foundation Booth

- **Drawing at 12:30 p.m. during the All-Delegate Lunch.**

- **ABA Foundation Silent Auction Bidding Open**
  - 7 a.m.-3 p.m.
  - Foundation Booth

- **ABA Jam Session**
  - 10 p.m.-12:30 a.m.
  - Tolbert's on Main Street

- **ABA Foundation Purses for a Purpose...and Accessories Too! Raffle Open**
  - 7 a.m.-12:30 p.m.
  - Foundation Booth

- **Drawing at 12:30 p.m. during the All-Delegate Lunch.**

### Lodging/Attraction/Allied/Associate Pre-scheduled Appointment

- **Continuous trolley service between the Gaylord Texan and downtown Grapevine.**
  - Trolley leaves from the Group Tour Lobby.

---

@smitty0924_v
@AmericanBusAssn Our sightseeing tour took us to downtown Grapevine! Huge thank you to Grapevine Food Tours! #ABAGrapevine

@WeTravel #ABAGrapevine conference in TX is the largest gathering of domestic group tourism folks ready to get back to business! Come by and say “hi” to the team!
## TUESDAY, JAN. 11

### EDUCATION | BUSINESS STRATEGIES | MOTORCOACH SAFETY | MOTORCOACH INNOVATIONS | MOTORCOACH REGULATORY & COMPLIANCE

**9:30-10:30 a.m.**

<table>
<thead>
<tr>
<th>EDUCATION</th>
<th>BUSINESS STRATEGIES</th>
<th>MOTORCOACH SAFETY</th>
<th>MOTORCOACH INNOVATIONS</th>
<th>MOTORCOACH REGULATORY &amp; COMPLIANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4001</td>
<td>Rev Up Your Revenue: Build Your Resilient-Driven Sales Plan</td>
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<tr>
<td>Speaker</td>
<td>Mj Callaway</td>
<td>Ft. Worth 5-7</td>
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</table>

**11 a.m.-12 p.m.**

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<tr>
<td>4005</td>
<td>Power Team: Grow Your Business with Your Circle of Influence</td>
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<td>Speaker</td>
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**3-4 p.m.**

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<tr>
<td>4008</td>
<td>Safety Director 101</td>
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<tr>
<td>Speakers</td>
<td>Mike McDonal and Jeff Marley</td>
<td>Grapevine 3-4</td>
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</table>

### AIRPORT SHUTTLE

**WEDNESDAY, JAN. 12 | 5:30 a.m.-12:30 p.m.**

Continuous shuttle service from the Gaylord Texan Resort and Convention Center to DFW will be provided every 30 minutes on the hour and half-hour. Shuttles will leave from the main entrance of the hotel.

### VOLUNTEER

**VOLUNTEER OF THE DAY**

Congratulations to our Volunteer of the Day winner for Monday: Lynn Marzullo, Motor Coach Industries (education).

Sponsored by Boston Duck Tours and Shepler’s Mackinac Island Ferry.
EVENING EVENT
Tuesday | 7–9:30 p.m.
Texas Ballroom

MAGICAL MOTOWN
ALL-DELEGATE EVENING EVENT
DANCING OUR WAY TO DETROIT 2023

We know you heard it through the grapevine that Detroit is hosting ABA’s 2023 Marketplace. Now it’s time to move and groove to the magical Motown sound at tonight’s closing party. We’ll be “dancing in the streets” because “ain’t no mountain high enough” to keep us from sharing what’s going on in Detroit. We can’t help ourselves, and we want to celebrate with you at our Motown-inspired party. Will you be there? It would be a shame if you missed this.

Sponsored by Visit Detroit
It was supposed to be a small meeting inside a church. No government could stop what happened next.

When freedom began to shine through cracks in the Iron Curtain in 1985, massive crowds packed town squares and cathedrals across communist Romania to hear Billy Graham. Discover what captured the heart of a nation starving for truth.

Bring your group to the Billy Graham Library in Charlotte, N.C., and invite them to see for themselves. It’s part movie, part exhibit, and totally inspiring.

©2021 BGEA A ministry of Billy Graham Evangelistic Association

The Library will be closed through late spring 2022 as we work to create a new visitor experience.

ABA TODAY | TUESDAY 2022 | 5
BISC ORIENTATION: The Bus Industry Safety Council (BISC) met Sunday evening before kicking off their meetings and education sessions on Monday.

‘PUT ME IN COACH!’ SUNDAY EVENING EVENT: Sunday night’s event was a huge hit at Globe Life Field, home of Major League Baseball’s Texas Rangers. Sponsored by Grapevine CVB and Team Texas, “Put Me In Coach!” tested our skills at activities such as Speed Pitch (sponsored by Visit Fort Worth), Home Run Derby (sponsored by Around Houston), and Batter Up (sponsored by Visit San Marcos).
OPERATOR BREAKFAST: Chairman of the Board Eugene Berardi welcomed operators to Monday’s Breakfast and encouraged attendees to continue to fight for our industry’s survival. Ross Levi, Vice President/Executive Director of Tourism at Empire State Development/NYS Division of Tourism, invited operators to plan itineraries to each of New York’s 11 diverse vacation regions. New York City-based comedian Steven Rogers gave us all a good laugh at Monday’s Operator Breakfast. Thank you, I Love NY and the New York Division of Tourism, New York State DMO and their Partners, and The National Comedy Center for sponsoring Monday’s breakfast!
OPERATOR BREAKFAST: Pat Ziska of MCI presented the MCI Leadership Environmental Award to Jefferson Lines for its efforts to protect the environment through recycling, building improvements, and educating passengers and the public on the environmental benefits of traveling by motorcoach. ABA Environmental Committee Chair TJ Morgan, Citizen Auto Stage Company/Gray Line Tours of Tucson, accepted the award on their behalf.

BISC OPENING SESSION: BISC Chair Pam Martinez of DATTCO presented Mike McDonal, Saucon Technologies, with the Norm Littler Memorial Safety Award for his safety accomplishments in the bus industry. Brent Maitland of MCI presented the Motorcoach Driver of the Year Award to Raja Ishtiaq, Hampton Jitney Transportation, for his 2.5 million miles driven and 30-year excellent safety record as an over-the-road motorcoach driver (shown here with Hampton Jitney Transportation President Geoffrey Lynch). Quick’s Bus received the BUSRide Good Stewardship Award from BISC Chair Pam Martinez.
EDUCATION: Monday's education sessions continued with speakers Gini Trask (Not Your Grandma's Group Travel) and Numaan Akram, CEO of Rally (Brokers, Brokers, Brokers).

BUSMARC EDUCATION AND FLOOR BYTES: BusMARC Floor Bytes from ABC Companies, Bridgestone Mobility Solutions, Temsa, Amaya-Astron, and MCI tackled motorcoach safety, maintenance, operations, innovations, regulations, and compliance issues.
BEST OF BROADWAY: Who’s excited that Broadway’s back? The audience at Monday’s Best of Broadway lunch, sponsored by Group Sales Box office at Broadway.com, had fans tapping their toes and cheering on ABA’s Got Talent winners Salvatore Caccavale, Corporate Director of Safety at Martz Group, and Nicole Boyer, Group Sales Manager at Mt. Hope Estate and Winery, who were chosen to sing on stage after submitting their “audition tapes” to Stephanie Lee, President & CEO of Group Sales Box office at Broadway.com.

NEED TO KNOW
View all of the photos taken at Marketplace at abamarketplace.smugmug.com.
THANK YOU, SPONSORS

WITHOUT YOU, MARKETPLACE 2022 WOULDN'T BE POSSIBLE

2022 MARKETPLACE SPONSOR

Alabama Tourism Department
MONTGOMERY, ALA.
Ark Encounter/Creation Museum
HEBRON, KY.
Atlantic City/Meet AC
ATLANTIC CITY, N.J.
Boston Duck Tours
BOSTON, MASS.
Branson Convention & Visitors Bureau
BRANSON, MO.
Broadway in Chicago Group Sales
CHICAGO, ILL.
Cambria Hotels
ROCKVILLE, MD.
Charlottesville
CHARLOTTESVILLE, VA.
Chautauqua County Visitors Bureau
CHAUTAUQUA, N.Y.
Circle Michigan
TRENTON, MICH.
Circle Wisconsin
MILWAUKEE, WISC.
CoachRail
AUSTIN, TEXAS
Coeur d’Alene Casino Resort–Cultural Tourism
WORLEY, IDAHO
Cracker Barrel Old Country Store Inc.
LEBANON, TENN.
Deadwood Chamber of Commerce & Visitors Center
DEADWOOD, S.D.
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DOVER, DEL.
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CLEVELAND, OHIO
Destination Niagara USA
NIAGARA FALLS, N.Y.
Destination Northern Ontario
SAULT STE. MARIE, ONTARIO
Experience Columbus
COLUMBUS, OHIO
Fogo de Chao
DALLAS, TEXAS
Grapevine Convention & Visitors Bureau
GRAPEVINE, TEXAS
Greater Merrimack Valley Convention & Visitors Bureau
LOWELL, MASS.
Greater Saint Charles Convention & Visitors Bureau
SAINT CHARLES, MO.
Group Sales Box Office at Broadway.com
NEW YORK, N.Y.
Group Travel Odyssey
WINTER GARDEN, FLA.
Hard Rock Cafe International
DAVIE, FLA.
Iowa Travel Industry Partners (ITIP)
JESUP, IOWA
Kentucky Department of Tourism
FRANKFORT, KY.
Lancaster PA Tourism Alliance
LANCASTER, PA.
Las Vegas Convention & Visitors Authority
LAS VEGAS, NEV.
Legends Attractions
CULVER CITY, CALIF.
Le Mars, Iowa–Ice Cream Capital of the World
LE MARS, IOWA
Louisiana Office of Tourism
BATON ROUGE, LA.
Louisville Tourism
LOUISVILLE, KY.
Mackinaw City Chamber of Tourism
MACKINAW CITY, Mich.
Main Event Entertainment (HQ)
PLANO, TEXAS
Maryland Office of Tourism
BALTIMORE, MD.
Massachusetts
BOSTON, MASS.
Nashville Convention & Visitors Corp.
NASHVILLE, TENN.
National Interstate Insurance Co.
RICHFIELD, OHIO
Nebraska Tourism
LINCOLN, NEB.
New Hampshire Travel and Tourism
CONCORD, N.H.
New Jersey Division of Travel & Tourism
TRENTON, N.J.
New York State Division of Tourism
NEW YORK
Northern Virginia Tourism Partnership
FAIRFAX, VA.
Norwegian Cruise Line
ROCKLIN, CALIF.
NYC & Company
NEW YORK, N.Y.
Ohio Amish Country
MILLERSBURG, OHIO
Oklahoma Tourism & Recreation Department
OKLAHOMA CITY, OKLA.
Outer Banks Visitors Bureau
MANTEO, N.C.
Pigeon Forge Department of Tourism
PIGEON FORGE, TENN.
Pinnacle Hospitality
GREENVILLE, S.C.
Prevoist
SAINTE-CLAIRE, QUEBEC
Rhode Island Tourism Division/Commerce Corp.
PROVIDENCE, R.I.
Shepeler's Mackinac Island Ferry
MACKINAW CITY, Mich.
Smithsonian's National Air and Space Museum
WASHINGTON, D.C.
Team Texas
AMARILLO, TEXAS
Tennessee Department of Tourist Development
NASHVILLE, TENN.
The Army Historical Foundation
FT BELVOIR, VA.
The Cincy Region
COVINGTON, KY.
Tour Colorado
DURANGO, COLO.
Tour Kansas
TOPEKA, KAN.
Tour Tennessee
PARKERSBURG, W. VA.
Travel Alaska
ANCHORAGE, ALASKA
Travel Texas
AUSTIN, TEXAS
Union Station Parking Garage and Bus Facility
WASHINGTON, D.C.
US Tours
VIENNA, W. VA.
Virginia Beach Convention & Visitors Bureau
VIRGINIA BEACH, VA.
Virginia Tourism Corp.
RICHMOND, VA.
Visit Beaufort, S.C.
BEAUFORT, S.C.
Visit Detroit
DETOIT, MICH.
Visit Greenville SC
GREENVILLE, S.C.
Visit Mississippi
JACKSON, MISS.
Visit Myrtle Beach South Carolina
MYRTLE BEACH, S.C.
Visit Williamsburg
WILLIAMSBURG, VA.
WeTravel Inc.
SAN FRANCISCO, CALIF.
Wicked the Musical/321 Group Sales
NEW YORK, N.Y.
Wyoming Office of Tourism
CHEYENNE, WYO.
Need to Know

Tuesday All-Delegate Lunch

Tuesday’s All-Delegate Lunch will be a fun, relaxing time to help you prepare for the last set of appointments. Join us in the Texas Ballroom at 12:30 p.m. for:

- Surprise entertainment
- House of Shine will tell us more about their charity
- purses for a purpose...and Accessories Too! Raffle winners will be announced.

Sponsored by the Cincy Region and ABA

Our Mountains are Excited to Meet You.

It’s time to bring your group to Pigeon Forge and introduce them to the picturesque Great Smoky Mountains. We’re home to one-of-a-kind experiences, including Dollywood, theaters, seasonal events, arts, crafts and so much more.

PigeonForgeTours.com  1-800-285-7557
It's Time to Believe in Magic Again

J.K. Rowling's
Harry Potter and the Cursed Child

All the spectacle. All the adventure. All the wonder. Now in one thrilling afternoon or evening.

Group sales box office at Broadway.com
Group tickets are now available through September 4, 2022 by calling 1-800-BROADWAY x2 or visiting groups.broadway.com
We will be announcing the winners of the Purses and Accessories for a Purpose Raffle during today’s lunch. If you won a bag or missed the announcement, head over to the ABA Foundation booth for assistance. The Silent Auction is still going but will close today at 3 p.m. Make sure to get those last-minute bids in!

Thank you to everyone who has participated in the ABAF events this week. Your generosity has once again helped us fund our $100,000 scholarships.
Your group deserves OCMD

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a behind the scenes experience at SoFi Stadium.

SoFi Stadium TOUGS

for more information visit sofistadium.com/tours