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**Motorcoach Sustainability:
A Study of Sustainability within the Charter Bus Industry**
Executive Summary

Adopting sustainable policies and practices within the motorcoach industry is crucial not only for reducing environmental impacts and combating climate change but also for ensuring long-term economic viability and meeting the growing demand for eco-conscious travel solutions.

Commissioned by the American Bus Association Foundation (ABAF), in partnership with Oxford Economics, the Motorcoach Sustainability Study explores the state of sustainability within the motorcoach industry. It looks at progress and challenges from both the manufacturer and operator perspectives.

This report builds on the ABA Foundation's 2023 "Updated Comparison of Energy Use and Emissions from Different Transportation Modes Using the Latest Available Updates" report, which evaluated the environmental performance of motorcoach operations through a comparison of energy use and pollutants emitted. Researchers at the Texas A&M Transportation Institute found that motorcoaches outperformed all other transportation modes in terms of energy efficiency, ranking among the best performing for all pollutant types modeled.

Building on Texas A&M's findings, this study converts into economic terms the environmental benefits of motorcoach travel by applying the EPA's social cost of carbon (SCC) valuation to estimate the present value of long-term environmental, health, and economic impacts caused by each additional unit of carbon emissions. The analysis findings highlight the savings to society when travelers make sustainable travel choices.

To further illustrate the comparative environmental and economic advantages of motorcoach and charter bus trips, as part of this study, the ABA conducted a survey of North American motorcoach manufacturers and operators to capture and assess current sustainable practices in place within the industry. In addition, interviews with key operators and manufacturers were conducted to understand current and future efforts and challenges.

The results show that:

- Motorcoach travel offers significant savings to society by reducing the environmental, health, and economic impacts caused by carbon emissions.
- Manufacturers support the sustainability of the industry through responsible production and waste management, regulatory compliance and standards, lifecycle management, and sustainable supply chain sourcing.
- Operators enhance the sustainability of the industry by encouraging group travel, adopting sustainable operating practices, reducing congestion in popular destinations, and increasing passenger awareness.
- Current challenges faced by manufacturers and operators include initial investment, infrastructure development and availability, regulatory landscape, technological advancements and innovation costs, end-of-life disposal, incentives and grants, operational challenges, public expectations, and staff training.

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