

American Bus Association Member Benefits

for Bus Operator Members

STRENGTHEN THE MOTORCOACH AND GROUP TRAVEL INDUSTRY



Connections To The Industry

Your Voice Of Experience: ABA's government affairs team, with more than half a century of combined experience in the bus industry and transportation agencies, is your connection to policy-makers. ABA connects operators to Congress and federal agencies, and speaks with one unified voice on travel, transportation, tourism, and business issues. ABA also maintains close ties with state and provincial bus associations.

Help With Regulatory Questions: ABA provides desk-side assistance to help members comply with federal operating regulations.

Member-to-Member Access: The American Bus Association is the only industry organization that connects motorcoach and tour operators with the people who can help them grow their business – the destinations and attractions who cater to the group travel market, and the product and service suppliers who can maximize their offerings to customers.

Professional Ethics: Every ABA member must sign the ABA Code of Ethics, and an active ethics committee works hard to ensure that members represent the highest professional standards in the industry. Members then have the right to display the ABA logo in organizational literature and advertisements, showing consumers they can trust their travel to ABA members.

Connections To Services

Grant Proposal Assistance: When it comes to securing grant funding for many federal programs, ABA is your top resource. Year after year, more than 90 percent of federal DHS grant awards for security upgrades go to ABA members.

Free Service of Process: ABA membership relieves operators of costly and time-consuming regulatory burdens by completing necessary paperwork for you, and ensuring it's filed with the U.S. DOT -- at no added cost.

Premium Partnerships: Programs aimed at helping ABA members get business and save money are key elements of our member benefits package. Passenger protection insurance and discounts on credit card processing, personnel/employee benefits, and shipping are included in the cost-saving programs through a number of partnerships.

Education: The ABA's Certified Travel Industry Specialist Program offers continuing education through Indiana University Purdue University Indianapolis to sharpen and enhance members' professional skills.

Connections To Marketing and Outreach Opportunities

Product Pavilion: The one-day show-within-a-show during ABA's annual Marketplace, an exhibit showcase designed for product and service providers to meet with operators.

The American Bus Marketplace: The leading business event in the motorcoach and group travel industry, Marketplace brings tour and motorcoach operator buyers and travel industry sellers from all over North America together for one-on-one tour itinerary planning. The weeklong event also features professional development seminars, ABA's Product Pavilion and more social and networking face to face meetings than any other show in the industry.

Your Resource For Information: With Member Alerts on breaking issues, Operator Trip Planning resources detailing specific motorcoach guidelines for popular communities they plan to visit, the bi-weekly ABA Insider newsletter, and the motorcoach group travel glossy Destinations magazine, ABA keeps you up-to-date on the issues affecting your business.

The ABA Motorcoach Marketer: The desktop reference book known as the "Encyclopedia" for its comprehensive tour/charter/equipment/service resource directory includes operator, travel industry, and products & services associate members. Every member has a listing in the Marketer, making it the top industry guide for planning.