

American Bus Association Member Benefits for Travel Industry Members

STRENGTHEN THE MOTORCOACH AND GROUP TRAVEL INDUSTRY



Connections To Marketing and Outreach Opportunities

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.

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.

News You Can Use: Knowledge isn't just power - it's profit. The *ABA Insider* is the must-read news source for the motorcoach, tour and travel industry. *Destinations* magazine is a full-color glossy packed with new ideas for exciting tours and charters to motorcoach-friendly attractions. Annual subscriptions are included in your ABA membership.

Connections To Services

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. It's the first university-administered certification program in the group travel industry. Additionally, there are Education Seminars held during the American Bus Marketplace focusing on business management and professional development – earning the reputation as "the Harvard of Hospitality."

Premium Partnerships: Programs aimed at helping ABA members get business and save money are key elements of our member benefits package. Discounts on wireless services, office products, and shipping are included in the cost-saving programs through a number of partnerships.

Connections To The Industry

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.

Your Voice Of Experience: Depend on ABA to keep ahead of key legislative and regulatory issues at all levels of government – federal, state & provincial, and local. 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 policymakers, speaking with one unified voice.

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.