DEPARTMENT OVERVIEW

This department is responsible for all meetings, sponsorships, membership programs, member services, data management, and education programs:

- ABA’s Annual Meeting & Marketplace
- Membership Marketing, Recruitment, Growth and Retention
- Membership Benefits, Strategic Partners and Premium Partners
- The *Motorcoach Marketer* Membership Directory
- Management of the Association Database
- Board of Director Meetings
- Marketplace Advisory Committee and Subcommittees
- Marketplace Education Program
- Certified Travel Industry Specialist Program
- ABA’s Membership Committee
- Bus Industry Safety Council (BISC) Meetings
- Bus Maintenance and Repair Council (BusMARC) Meetings
- Florida Motorcoach Association Meetings
- Hispanic Motorcoach Council Meetings
- Entertainer Motorcoach Council Meetings
- Regional and Training Meetings
- Sponsorships for all Association Activities
- Women in Buses Council
- Management of Partner Programs
- Webinar Program

Reorganized departmental duties in response to staff resignation as well as AMS prep. Staff members include:

Lynn Brewer, Sr. Vice President, Meetings, Education and Member Services
Vicki Osman, CTIS, Sr. Director, Education, Database and Member Services
Jana Fields, Sr. Director, Sponsorships and Meeting Planning
Roderick Lewis, CTIS, Director, Membership and Business Development
Allison Brewer, CTIS, Manager, Membership Sales and Promotions
Ashley Bowen Thomas, Coordinator, Database Management & Member Services
Izza Qureshi, Coordinator, Member Engagement
2018 ANNUAL MEETING & MARKETPLACE
JAN. 26 – 30, 2018
CHARLOTTE, NC

2018 Marketplace Advisory Committee
Chairman: Terry Fischer, Transportation Charter Services
Tour Operator Rep: Tish Losure, Brilliant Edventures
Tour Operator Rep: Erin Curry, CTIS, Appian Tours
Tour Operator Rep: Anbritt Stengele, Sports Traveler
Canadian Rep: Ryan Elliott, Banff Lake Louise Tourism
At Large Rep: Ted Goldenberg, Chapman Cultural Tours
At Large Rep: Alexia Edge, Ripley Entertainment
At Large Rep: Bud Geissler, Travel Insured
Attraction Rep: Matt Luckett, Buca di Beppo & Planet Hollywood International
Hotel Rep: Jason Wood, TravelAdvocates
Volunteer Liaison: Misty Martinchek, Shepler’s Mackinac Island Ferry
Resource Central Chair: JoAnn Moltz, Universal Orlando Resort
Orientation Chair: Stacey Warren, Hampton Inn Chicopee
Education Chair: Kim Grzywacz, CTIS, CIT Signature Transportation

The Marketplace Advisory Committee and Subcommittees (Orientation, Education and Resource Central) met in Charlotte in March to develop their timeline and goals for Marketplace 2018.

Registration (MKPL 2018 numbers are as of Sept. 1; the others are as of Aug. 15)

<table>
<thead>
<tr>
<th>Category</th>
<th>MKPL 2018</th>
<th>MKPL 2017</th>
<th>MKPL 2016</th>
<th>MKPL 2015</th>
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<tr>
<td>OPERATORS</td>
<td>591</td>
<td>463</td>
<td>471</td>
<td>447</td>
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<tr>
<td>BUYERS with Appts</td>
<td>270</td>
<td>246</td>
<td>272</td>
<td>265</td>
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<tr>
<td>DMO’s</td>
<td>372</td>
<td>326</td>
<td>369</td>
<td>357</td>
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<td>LODGING</td>
<td>266</td>
<td>256</td>
<td>262</td>
<td>271</td>
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<td>ATTRACTIONS</td>
<td>447</td>
<td>389</td>
<td>419</td>
<td>373</td>
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<tr>
<td>REC OP/CHARTER OP</td>
<td>85</td>
<td>69</td>
<td>69</td>
<td>61</td>
</tr>
<tr>
<td>ASSOCIATES</td>
<td>85</td>
<td>70</td>
<td>84</td>
<td>33</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1860</td>
<td>1593</td>
<td>1693</td>
<td>1573</td>
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</table>
ABA’s Annual Meeting & Marketplace Activities

- 4 Pre-FAM’s and 2 Post-FAM’s
- Saturday: 7 Sightseeing Tours
- Saturday Night: Explore Charlotte on your own
- Sunday Night: NASCAR Hall of Fame Evening Event
- Monday Night: Dine Around Charlotte
- Monday Night: ABA Foundation Afterglow at Whisky River
- Tuesday Night: Louisville Kentucky Red Hot Closing Night Celebration
- IMG will hold their Maintenance & Safety Forum in Charlotte.
- We have invited 31 partners to join us at Marketplace.

ABA Gives Back
Formerly Marketplace Gives Back

Since Marketplace 2007, ABA Gives Back has raised more than $347,000 for local charities. For 2018, the Marketplace Advisory Committee chose The Isabella Santos Foundation, which was founded in honor of Isabella Santos who was diagnosed with Neuroblastoma at the age of two. Neuroblastoma is a rare cancer that affects approximately 750 children a year, with the survival rate of less than 40%. Isabella battled the disease for five years, but due to the lack of funding for pediatric cancer, she sadly lost her battle. The Isabella Santos Foundation continues in honor of Isabella’s mission to find a cure for pediatric cancer. We are working with the charity to find ways to raise awareness and money for this local charity.

Marketplace Registration

Registration Goals:

- Number of Operators = 800
- Number of Appointment-taking Buyers = 325
- Number of Sellers = 1850
- We are conducting numerous campaigns to encourage new Motorcoach and Tour Operators to attend Marketplace.
- Registration opened April 26-27 for all membership groups.
- We will continue to offer complimentary meeting space, meeting services and registration to all ABA partners in the hopes that they will hold meetings at Marketplace 2018.

New This Year

- Dine Around night has been moved to Monday to give DMO’s a better opportunity to host more operators and have more participation from their travel partners.
- We have revised the registration fee structure to be based on Business Floor access and also to be less confusing for the attendees.
- The online registration system and Attendee Passport have been modified and updated.
- We are exploring the possibility of offering electronic mailboxes for Seller profile sheets. We will keep the folders we currently provide to the operators.
- We have contracted 20 professional speakers for our breakout sessions, education bites and webinars.
- The Webinar series has been expanded and will feature a monthly speaker on these topics: Productivity, Branding, SEO, Social Selling, Outlook, Tradeshows Tips, GMail, Presentation Skills, First-Time Attendees, Mobile Technologies, Experience Selling, and Leadership.
- Sightseeing tours and housing opened Aug. 21.
- The research databases will open Sept. 21 and requests begin Sept. 28.
- The Orientation subcommittee will offer pre-show webinars, a mentor program and newsletters.
Sponsorships
- 90 sponsor renewal contracts were sent for 2018. Already, more than 60 sponsors have renewed their contracts.
- The 2017 sponsors who have not returned their contracts have cited budget cuts and are waiting on approval. This has occurred with more contracts this year than in the past.
- We have added several new Business Floor sponsorships based on their success last year: Operator Coffee, a Phone Charging Station and a Recovery Station.
- We are also offering the Webinar Series as a year-long sponsorship opportunity.
- Currently, we have one operator breakfast, one luncheon and the closing evening event sold. We are working on sponsors for the Sunday and Tuesday breakfasts and the luncheon on Tuesday.
- We have developed a package for the Tuesday luncheon that will allow multiple sponsors to host the lunch for a low sponsorship fee.
- We continue to explore new sponsorship opportunities and creatively add new sponsorships in all price ranges.
- We are aggressively looking for new sponsors. We are targeting new members and categories of membership weekly with sponsorship information and phone calls.
- We have had several calls from new sponsor prospects who want to sponsor to have a booth on the Networking Floor.
- We currently have 4 new sponsors:
  - US Tours – Education Speaker
  - South Dakota Dept. of Tourism – Networking Floor Reception
  - Iowa Group Travel Association – Operator Gift (Level 2 with a booth)
  - Cabarrus County – Operator Gift (Level 1 with no booth)

Housing
- Housing opened on August 21, 2017.
- We are offering nine hotel properties, all within the downtown area of the Charlotte Convention Center.
- The room rates range from $154-$199 per night for Buyers and $184-$219 per night for Sellers.
- Transportation will be provided to the convention center from all host hotels, except for the Hilton, Embassy Suites and the Westin.
- The Board housing registration has been sent. Board members are able to choose the hotel of their choice. We have saved a block of rooms for Board members at each of the hotels. The Board meetings will take place at the Charlotte Convention Center.

Membership Department

Membership Totals (Comparison from August 2017 - 2015)

<table>
<thead>
<tr>
<th></th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Suppliers</td>
<td>145</td>
<td>130</td>
<td>113</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>359</td>
<td>322</td>
<td>270</td>
</tr>
<tr>
<td>Bus Operator</td>
<td>656</td>
<td>597</td>
<td>521</td>
</tr>
<tr>
<td>Travel Industry</td>
<td>2135</td>
<td>1985</td>
<td>2022</td>
</tr>
<tr>
<td>Total Members</td>
<td>3369</td>
<td>3103</td>
<td>2993</td>
</tr>
</tbody>
</table>

191 (*159) new companies have joined ABA since January 1, 2017.
- 15 Associates (*14)
- 27 Tour Operators
- 40 Bus Operators
- 109 Travel Industry Companies (12 Inherited/Membership plus members/*133)
Membership Retention
Renewal Rates:
Associate Suppliers: 88%
Tour Operators: 85%
Bus Operators: 83%
Travel Industry: 91%

- Instead of suspending unpaid travel and associate members in May like we have done in the past, we kept them active until August 1 so that they could continue to receive the benefits of membership, helping to justify their renewal and greatly increase retention rates.
- At the end of March we had 548 travel member companies past due on their membership dues. On August 1, we only suspended 208 of those, which is a much smaller number than usual.

Membership Growth
We have instituted new procedures to help track, acquire and retain members and we have re-aligned staff assignments to better streamline these procedures:
- More than 1,200 direct phone calls and emails are sent to selected member prospects each quarter. These outbound calls are in addition to the monthly e-marketing membership promotions.
- The MEMS staff has attended 6 industry tradeshows in the 2nd quarter:
  - UMA Expo – St. Louis MO
  - NTA – St. Louis, MO
  - International LCT Conference – Las Vegas, NV
  - Travel South Showcase - Branson, MO
  - RTO Summit East – NY, NY
  - IPW – Washington, DC
  - Pennsylvania Bus Association conference – Corning, NY
  - SYTA – Albuquerque, NM
- The MEMS staff is attending these tradeshows in the next few months:
  - BusCon – Indianapolis, IN
  - Spotlight in the Northwest – Seattle, WA
  - VMA-MCASC-NCMA Regional Meeting – Roanoke, VA
  - BISC West – Alpine, CA
  - Chauffer Driven – Orlando, FL
  - Spotlight in the Mid Atlantic – Baltimore, MD
  - LCT/NLA East – Atlantic City, NJ
  - NTA – San Antonio, TX
  - Nebraska Travel Conference – La Vista, NE
  - Kentucky Travel Industry Conference – Louisville, KY
  - Maryland Tourism Conference – Baltimore, MD
  - Virginia Tourism Summit – Norfolk, VA

Membership promotions and campaigns:
- The Membership PLUS campaign, which was rolled out in May 2016, allows all multiple property and management group members to provide their properties with a single ABA membership for a small fee.
- The PJP Operator campaign targets prospective operators in locations where Peter has a planned speaking engagement or is attending a conference.
- Specialized rates for tradeshow attendees and personalized follow-ups from all shows that staff attend.
- Revised Member Get a Member Program with personal instead of company based rewards.
• New membership promotional materials for specific prospect segments: tour operators, international inbound operators, prospects in the west, small operators.
• Student campaign targeting travel industry companies focused on the student market
• 5 Reasons to Join ABA campaign, identifying the five largest member benefits.
• ABA by the Numbers campaign, identifying the number of operators in their area.
• Membership and Marketplace discounts for prospects in future host cities.
• Increased ABA branding presence at industry events include:
  • Pre-show marketing for tradeshows
  • “Tradeshow” and “Meetings” kits for all staff to take when traveling
  • ABA themed luggage tags
  • We are also tracking expenses versus revenue to identify which shows are more valuable for the membership team to attend.
• To accurately identify which marketing efforts are the most effective, we are tracking what source a new member comes from.
• TourOperator.com Receptive Tour Operator Directory lists international inbound receptive operators. We are following up with those who have shown interest in Marketplace.
• We’re following various Facebook operator communities and are aggressively pursuing operators and other prospects who are not ABA members.
• We have a partnership with Best Western International, offering their individual properties a full membership for $199.

Member Services
• Each Wednesday we highlight a different member benefit and send to all members and prospects.
• A video tutorial library has been developed for members to best maximize their membership with ABA. Topics include: calendar of events, members only section, changing passwords, etc. We add tutorials as needed.

MEMBERSHIP DATABASE: AMS Selection, Configuration and Implementation
• Selected Impexium
• Completed Discovery Phase
• Completed Initial Data Dump
• In Configuration Phase
• Developing Own Appointment Scheduler Program
• Full Implementation is scheduled for Mid-Feb.

CERTIFIED TRAVEL INDUSTRY SPECIALIST PROGRAM
• The 2017 program includes a rescheduling of mandatory courses until later in the year.
• We have 37 new enrollees for 2017.
• The 2017 goal of the CTIS committee is to increase the graduation rate.
• Working to develop CTIS Cadre for graduates to be peer educators.
• Promoting courses and program as benefit.
**WOMEN IN BUSES COUNCIL**
Chairman: Kim Grzywacz, CIT Signature Transportation

The Committee has quarterly conference calls for all groups.

Marketing and Promotion:
- Facebook: WIB Wednesday
- Trade Shows: IPW, BISC/BusMARC, MCI Reliability Rallies, SYTA, OMCA
- Bus Bulletin Sponsor

**WEBINARS**
- The MEMS department hosts a minimum of 2 webinars each month.
- We hosted 25 webinars in 2016.
- Contracted with Marketplace speakers for the Marketplace Webinar series which runs June 2017 - May 2018.
- Partnered with the communications department to create Education Express, which is a monthly update of education programs, webinars and webinars on demand.
- Webinars are available on demand for one year.

**MOTORCOACH MARKETER MEMBERSHIP DIRECTORY**
- Proof Launch in May.
- Revisions for proofs due Aug. 18.
- Working with YGS for production.

**BISC/BusMARC SPONSORSHIPS**
- ABC Companies is the Title Sponsor for BISC and for BusMARC.
- Companies can sponsor for the year at a specific level, or sponsor a specific item for one meeting.
- We are in the process of renewing contracts for the sponsorships for the Winter 2018 meeting.
- This past year we had $40,000 in sponsorship fees plus in-kind donations for BISC. We are working on increasing that for this next year.