Communications Strategy

**Priority:** To promote ABA as the trusted industry leader in the motorcoach, travel and tourism industry

**Three key elements:**
- Advocacy
- Membership
- Communications & Marketing
  - Marketplace and events
  - ABA Foundation
  - Continuing education opportunities
  - Councils
Promoting ABA as the TRUSTED industry resource to help business grow.
#ABAWorkingForYou

Promoting the work of GAP to members, decision makers, Capitol Hill and media.
**Government Affairs & Policy**

**ABA Commends the Trump Administration for Recognizing the Role Buses Play in a Multi-Modal World**

### Motorcoach, Tour & Travel Industry Issues

Our team is always working for you on any legislative and regulatory policy matters that affect your business, at all times. Below is a “policy priority” chart, to assist with identifying what policy issues are “hot” at the moment, and where we can use your help. We also want to ensure you have access to the timeliest information, in a “one-stop” format. By clicking on each policy issue link, you will find all you need to take action on an issue or just stay up-to-date, as the links will include access to such things as member alerts, rulemaking documents, rulemaking comments or templates, notices of ABA industry calls, etc. Let us know how we can further improve your experience at abainfo@abausa.org.

Below is the policy priority chart:

| ★ | Monitoring, Long Term Action |
| ★★ | No Action Today, Working On It |
| ★★★ | Take Action Now! |

**CANADIAN CARBON TAX ★★★**

Canada is proceeding with a new carbon tax plan and they are moving at an expedited rate. The carbon tax will be very similar in operation to the fuel tax and will be implemented in 2 phases throughout Canada.

**LEASE AND INTERCHANGE ★**

Federal Motor Carrier Safety Administration (FMCSA) published a flawed Lease &

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**ABA Implores Congress, Administration to Come Together and End Shutdown**

**Industry Associations Urge an Immediate End to the Government Shutdown**

[Share the article](link)
Membership

• Innovative Outreach to New Members
ABA Membership Chat on Buses.org and Marketplace Microsite

- 600 people have contacted ABA through the chat
- 1500 responses since September
- Membership recruitment tool

Hi Ankur,
Thank you so much for reaching out. Can you please send me your contact information? I will have someone from our membership team reach out to you.
Regards,
Erin

Hi I would like to know how ABA can be of a benefit for my company. We have 2 hotels in Cincinnati, one downtown and the other North in Sharonville. Looking forward to hearing from you.

Hi Naomi,
Thank you for reaching out. You can view our information on the Canadian Carbon Tax here: https://www.buses.org/policy/issues/canadian-carbon-tax
Regards,
Erin
## Membership

### Web Tracking Report

**Date Range:** 24 Mar 2019 to 23 Apr 2019

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**Sent Mar 20 2019 9:130 AM**

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Marketplace 2019
#ABALouisville

• Leading up to Marketplace, ABA created a social media campaign promoting the show with designated days like #MarketplaceMondays
• Developed Chats with Kim (Monthly videos from Marketplace Chair)
• Worked with host city Louisville on developing “What’s New” videos
Marketplace 2020
#ABAOmaha #OMGomaha

- Monthly Luke Busskohl “Marketplace Chair” Videos
- Email campaign using Marketing Automation (we can track topical interest in Marketplace)
- Announcements in ABA Publications
- MAC members video testimonials on “Why I am going to ABA Marketplace”
- Encouraging former attendees to be Marketplace Ambassadors
- Promotion of Busworld Academy Powered by ABA
- Developing Journalist-focus Program

Member Stories

"Marketplace is our time to grow, promote and learn," Jack Kaufman, Timi’s Tours, Moweaqua, III.
Marketplace 2020
#ABAOmaha #OMGomaha

BUSINESS. EDUCATION. NETWORKING.

COUNTDOWN

More than a meeting, ABA's Marketplace is a valuable investment that pays for itself many times over, and a can't-miss annual reunion with colleagues and friends, old and new.

NEXT: REGISTRATION OPENS AT NOON APRIL 24/25

1 days 16 hours 29 minutes
ABA Foundation

- Increased presence on social media
- Email campaign using Marketing Automation
- Announcements in ABA Publications
- Inhouse Communications Marketing of Motorcoach Census
- “Percy’s Purses” social media campaign
- #WOWNWednesday to promote big ticket Auction items
Media Engagement

Media Statements

• ABA Names Scatter Joy Acres as Marketplace 2020 Charity
• ABA MAC Gives Back to Omaha
• ABA Commends the Trump Administration for Recognizing the Role Buses Play in a Multi-Modal World
• ABA, AmeriFuel Team Up for Exclusive Partnership to Increase Member Benefit
• ABA Foundation Report Says Motorcoach Manufacturing Sales Stalled in Q418
• Another Successful Marketplace in the Books
• ABA Gives Back Raises Funds for Louisville Charity
• ABA Foundation Raises Money for Scholarships
• ABA Congratulates the 2019 Marketplace Award Winners
• ABA CTIS Program Celebrates 30 Years
• ABA Welcomes New Members to Association Board of Directors
• ABA Implores Congress, Administration to Come Together and End Shutdown
• Industry Associations Urge an Immediate End to the Government Shutdown
• EPA Makes $40 Million Available in FY19 Diesel Emission Reduction Grants, Partner with ABA to Apply
• ABA and PerilloTravelVR Partner for Exclusive Benefits for ABA Members
Media Engagement

Media Hits

- So far in 2019, ABA has been mentioned 320 times in news articles
Media Engagement

Media Hits

- Travel Weekly
- The Washington Post
- POLITICO
- Metro Magazine
- Bloomberg Government
- Leisure Group Travel
- School Bus Fleet

American Bus Association
Social Media Growth

Social Media Followers

- Facebook
- Twitter
- LinkedIn
- Instagram


5247 4168 3575 871
5320 4256 3589 984
5579 4330 3607 1154

Facebook → Orange
Twitter → Red
LinkedIn → Gray
Instagram → Yellow
Comparisons

- Facebook
  - United Motorcoach Association
  - ABA
  - National Tour Association

- Twitter
  - United Motorcoach Association
  - ABA
  - National Tour Association
ABA continues to offer assistance to members when a crisis happens.

• ABA provided support to:
  • Polynesian Adventure Tours (2/18)

• ABA provided other assistance to:
  • EPN Travel – Crisis Communications Planning
  • First Class Charter – Crisis Communications Planning
  • Innovative Coaches – Crisis Communications Planning
ABA Publications

- ABA Publications Produced:
Questions?

Thank you

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Melanie Hinton
Director of Communications & Media Relations
American Bus Association
mhinton@buses.org