Board of Directors Report
Communications Update

May 2018

Melanie Hinton, Dir., Communications & Media Relations
Communications Strategy

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

**Three key elements:**
- Advocacy
- Membership
- Communications & Outreach
  - Marketplace and events
  - ABA Foundation
  - Continuing education opportunities
  - Councils
#ABAEverywhere

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.
ABA Annual Meeting & Marketplace 2018

• Leading up to Marketplace, ABA had a number of social media campaigns promoting the show with designated days like #MarketplaceMondays and contests
• Worked with Speakers and presenters to help promote Marketplace
#ABACharlotte Cont.

ABA TwitterBoard contest in Charlotte:
- More than 625 posts using #ABACharlotte
- Reach was more than 250,000 followers

Facebook Participation
- 150 new followers in two weeks around Marketplace
- Now have more than 5,000 followers
- Most popular post was Camille JeBran receiving WIB Award – reach of 4,500 and 400 reactions
Heroes of the Industry

Since January 2018, ABA has celebrating and promoting our Heroes of the Industry online and in *Destinations* magazine.

If you have a story to share, email to mhinton@buses.org
Government Affairs & Policy

NPS Announces Revised Entrance Fee and CUA Proposal

First United Motorcoach Industry Fly-in a Success

Excellent afternoon meetings with ABA leadership and Congressman Bill Shuster, Rep. Sam Graves and Rep. Peter DeFazio discussing motorcoach industry issues and an infrastructure plan. DATTCO, Inc Jefferson Lines C&J Bus Lines Trailways NY ABAWorkingForYou

Don’t Get Stranded Because You Are Not in ELD Compliant
Media Engagement

Media Statements

• Don’t Get Stranded Because You are Not ELD Compliant
• ABA Partners with Busing on the Lookout to Combat Human Trafficking
• ABA Foundation Names New Leadership
• ABA, John Kennedy Consulting Premiere Partner Announce New Member Benefit
• ABA and UMA Team Up for Legislative Fly-In
• ABA Foundation Report Says Motorcoach Manufacturing Sales Grew in Q417
• ABA Congratulates Raymond Martinez as New FMCSA Administrator
• ABA Supports Rebuilding Infrastructure, Wary of Financing
• Congratulations to the Award Winners Recognized at ABA’s Annual Meeting & Marketplace
• Congratulations to the CTIS Class of 2018
• ABA Elects New 2018 Leadership and Board Members During Annual Meeting
• ABA Responds to National Travel & Tourism Office Report on the Decline of Inbound Travelers into the US
• ABA Announces the Formation of the Asian Motorcoach Council and School Bus Council
Media Engagement

Media Hits

ROAD DOG TRUCKING RADIO

POLITICO

Newsday

METRO

pensacola news journal

Travel News

The Washington Post

EAST IDAHO NEWS .COM

MASS TRANSIT
Communications Strategy

Social Media Growth:

13,316 Total Followers
Over 13% Growth Since Oct. 2017!
Communications Strategy

Comparisons:

- United Motorcoach Association
- ABA
- National Tour Association
The Fight Against Human Trafficking

On March 9, ABA announced its formal partnership with Truckers Against Trafficking’s Busing on the Lookout

"HUMAN TRAFFICKING IS A DISGRACE ON AMERICAN ROADWAYS THAT NEEDS TO BE ERADICATED. WE HAVE A VERY DIVERSE INDUSTRY AND ABA WANTS TO BE THE KEY CONNECTOR TO THE INDUSTRY WITH THIS GREAT PROGRAM."

- PETER PANTUSO, CTIS, ABA PRESIDENT & CEO.
Crisis Communications

ABA continues to offer assistance to members when a crisis happens.

• ABA provided support to:

  QT Transport (3/9)
  First Class Tours (3/12)
  Storer Transportation (3/26)
ABA Publications

ABA Publications Produced:

[Images of various publications and articles]
ABA Media Financial Summary
As of April 20, 2018

<table>
<thead>
<tr>
<th></th>
<th>2018 YTD Budget</th>
<th>2018 YTD Actual</th>
<th>2018 YTD Variance</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$ 210,900</td>
<td>$ 185,190</td>
<td>($25,710)</td>
<td>January = 100%; February = 39%; March = 71%; April = 110%</td>
</tr>
<tr>
<td>Expenses</td>
<td>($191,330)</td>
<td>($166,405)</td>
<td>$24,925</td>
<td>Keeping expenses in line with revenue.</td>
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<tr>
<td></td>
<td>$ 19,570</td>
<td>$ 18,785</td>
<td>($785)</td>
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</table>

<table>
<thead>
<tr>
<th></th>
<th>2018 Budget</th>
<th>2018 Projected</th>
<th>Variance</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$ 757,200</td>
<td>$ 632,000</td>
<td>($125,200)</td>
<td>The reduction (and in some cases elimination) of CVB budgets, continues to be a challenge for advertising sales overall.</td>
</tr>
<tr>
<td>Expenses</td>
<td>($564,840)</td>
<td>($493,770)</td>
<td>$71,070</td>
<td>Reducing expenses to help close the revenue gap.</td>
</tr>
<tr>
<td></td>
<td>$ 192,360</td>
<td>$ 138,230</td>
<td>($54,130)</td>
<td></td>
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</tbody>
</table>

- A lot of what we’re hearing is that marketing budgets will be a little more favorable come July of this year.
- While we are hopeful that sales will pick up in the later part of the year due to replenished budgets, we are not relying on that to be the solution. Other steps we are taking to increase sales include, but are not limited to:
  - Securing NEW advertisers
    - Offer incentives for new advertisers
    - Work closely with Editorial team to reach out to those being covered in the magazine who may be interested in additional exposure.
  - Earlier push for Best of the Best (running in Sept/Oct issue)
  - Earlier push for Motorcoach Marketer bookings
ABA Editorial Board

• Jan 2018 - ABA recommissions the Communications Committee and changed its purpose to the ABA Editorial Board.
• April 25 – First meeting held
• Purpose of the Editorial Board
  – Act as resource on relevant industry topics to feature in ABA publications
  – Recommend writers, interviewees and contributors for ABA publications
  – Share ideas prior to late Fall editorial planning