MEETINGS, EDUCATION AND MEMBER SERVICES DEPARTMENT

2018 ANNUAL MEETING & MARKETPLACE

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</thead>
<tbody>
<tr>
<td>BUYERS</td>
<td>1013</td>
<td>796</td>
<td>876</td>
<td>734</td>
<td>933</td>
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<tr>
<td>AT BUYERS</td>
<td>303</td>
<td>300</td>
<td>310</td>
<td>282</td>
<td>322</td>
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<tr>
<td>DMO</td>
<td>497</td>
<td>574</td>
<td>621</td>
<td>700</td>
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<tr>
<td>LODGING</td>
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<td>402</td>
<td>413</td>
<td>442</td>
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<tr>
<td>ATTRACTIONS</td>
<td>677</td>
<td>661</td>
<td>710</td>
<td>732</td>
<td>716</td>
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<tr>
<td>REC OP/CHARTER</td>
<td>107</td>
<td>110</td>
<td>108</td>
<td></td>
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<tr>
<td>ASSOCIATES</td>
<td>345</td>
<td>336</td>
<td>362</td>
<td>251</td>
<td>304</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>3092</strong></td>
<td><strong>2940</strong></td>
<td><strong>3146</strong></td>
<td><strong>2832</strong></td>
<td><strong>3171</strong></td>
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Attendance Statistics
3400 people attended the show
1013 motorcoach and tour operators were in attendance, from 407 companies

Marketplace Business Floor
29 appointments on average were prescheduled for each seller
142,000 appointment slots were available
303 motorcoach and tour operator Buyers took appointments

Marketplace Networking Floor
208 sponsors (2018 sponsorship fees totaled $372,800)
139 exhibitors, including 62 associate product and service suppliers
17 motorcoaches on display

Membership Totals
(Count comparison from March 2018 - 2016)

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<tr>
<th></th>
<th>2018</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Associate Suppliers</td>
<td>212</td>
<td>203</td>
<td>180</td>
</tr>
<tr>
<td>Tour Operator</td>
<td>403</td>
<td>353</td>
<td>297</td>
</tr>
<tr>
<td>Bus Operator</td>
<td>738</td>
<td>669</td>
<td>578</td>
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<tr>
<td>Travel Industry</td>
<td>2,125</td>
<td>2,104</td>
<td>2,132</td>
</tr>
<tr>
<td>Total Members</td>
<td>3,478</td>
<td>3,329</td>
<td>3,187</td>
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ABA Communications Board of Directors Report
Melanie Hinton/Spring 2018

Highlights:

Promoting ABA

It has been a successful and busy first quarter for ABA Communications. We released a number of statements and announcements on several industry issues and ABA programs. We partnered with Trucker Against Trafficking’s Busing on the Lookout program. We were quite active in the lead up and during ABA’s Annual Meeting & Marketplace in Charlotte.

Government Affairs & Policy:

We have been quite busy on the legislative and regulatory side of the association. ABA continues to show support on a number of travel and tourism issues, such as: funding cuts for Brand USA; funding cuts for state tourism offices; and visa processing issues.

ABA also made several statements regarding Intercity Bus Security Grant program funding; tax reform, National Park Service fee increases and other issues affecting the motorcoach industry.

ABA Annual Meeting & Marketplace 2018

ABA Communications tried a number of new initiatives to promote ABA’s Annual Meeting & Marketplace in Charlotte. We worked with a number of our educational speakers to create promotional videos showcasing their sessions and Marketplace, these were often posted on social media on Marketplace Mondays. We utilized other days of the week to highlight our Council meetings, business appointments, networking and other advantages of ABA’s Marketplace on member businesses.

We also worked closely with #ABACharlotte’s keynote speaker Steve Miller to promote the Sunday All-Delegate Lunch as well as ways Steve can help members improve their marketing activities.

Finally, for the first time ever we hosted a Twitter Board in the ABA lounge at the show showed all tweets going on during the show. This was a very entertaining and successful venture that we look forward to doing again in 2019 in Louisville.

Membership:

ABA continues to support the Meetings & Membership team through promotional pieces on social media and in publications.

ABA has changed its ABA Cares section from raising money for this past fall’s hurricanes to celebrating ABA’s Industry Heroes. ABA has also started promoting our Industry Heroes and their stories in Destinations magazine.

We continue to produce and utilize member interviews taken at various ABA and industry events to promote membership in ABA as well as the importance of attending ABA meetings.

Activities:
Media Engagement:

Since January, ABA has sent out 13 press releases regarding the Annual Meeting & Marketplace, happenings within the government affecting the industry, including Congressional tax reform, terrorism and the travel and tourism industry.

ABA also appeared in 12 publications during this time.

Social Media Activities

For 2018 Marketplace, we created a hashtag contest promoting the show's hashtag #ABACharlotte. The contest started two weeks before the show and went throughout the show with a Twitterboard set up in the ABA Lounge area. Just in Twitter and Instagram there were more than 625 posts using the #ABACharlotte hashtag. Our reach was phenomenal thanks to groups like Broadway with more than 250k followers socialling from the show.

Our #ABACharlotte campaign was successful in attracting Facebook followers as well as we saw 150 new followers join the two weeks around the event. One the last day of the event, we went over the 5,000 followers mark. Our most popular post during #ABACharlotte was Camille JeBran receiving the Women in Buses award with a reach of more than 4,500k and 400 likes. In second place, came the Louisville 2019 promotional video with more than 4,000 views and 330 likes.

During Women’s Month (March) we posted the interview we had with Camille during the show with her sharing stories about her 85 years of being in the motorcoach business. The three videos had a reach of more than 4,700 and over 200 likes and comments. Also, for International Women’s Day, we posted a guest blog by Ryhan Cornell titled "Women, Like Men, Bring Strengths to a Business." This blog reached more than 1,400 people.

We have made a concerted effort to utilize calendar “National” days and months to promote our members as well as the industry through social media. We have seen a great success with this initiative as members consistently like and share our posts.

We continue to see our social media channels grow:

Facebook: 4868 in Dec. to 5,108 (as of April 9) We created a buzz campaign to reach 5,000 followers by Marketplace.

Twitter: 3917 in Dec. to 4,057 (as of April 9)

LinkedIn: 3568 in Dec. to 3,582 (as of April 9)

Instagram: 440 in Dec. to 569 (as of April 9)

Crisis Communication

ABA continues its campaign to educate our bus and tour operator members about ABA’s Crisis Communications member benefit. ABA Communications participated in an Amphibious Vehicle Summit to discuss the issue of crisis communications and what members need to do to prepare for an accident. ABA Communications also helped members prepare crisis communications plans as well as deal with customer service communications issues.
ABA also provided “other” communications assistance to members, whether it was to help them create a crisis communications or deal with difficult customer service situations:

International Stage Lines (4/2)

**Human Trafficking Partnerships**

In March, ABA officially partnered with Truckers Against Trafficking’s Busing on the Lookout program. Through this partnership, ABA will continue to promote TAT BOTL training to ABA members and highlight ABA members that go through the program. ABA also created a webpage under the About section on buses.org showcasing our commitment to promote the eradication of human trafficking.

ABA is also joining forces with Airline Ambassadors International in their human trafficking campaign in the transportation industry. ABA will sign a dear colleague letter supporting AAI’s initiative to not only combat human trafficking but to encourage the hiring of qualified employees who were once trafficked.
ABA Finance Department

Revenue, excluding investment income, totaled $4,884,000 through 3 months ending March 31, 2018, down $109,000 from $4,993,000 through the same period in 2017. The decline in revenue is a result of a decline in advertising and Marketplace revenue.

Expenses through the 3 months of 2018 were $2,393,000, an increase of $23,000 compared to $2,370,000 in 2017. Because of lower revenue and higher expenses than in the prior year, net income before investment income, or excess of revenues over expenses, through the 3 months of 2018, is $132,000, or 5.0% lower than the same period in 2017.

Current assets at March 31, 2018, consisting of cash, accounts receivable, prepaid expenses and investments total $6,339,000 compared to $6,349,000 last year at this time. In April 2018, prior to the Spring Board Meeting, ABA transferred $100,000 from its operating account to the reserve account at TD Private Client Wealth Group per the decision to build up the investment reserves. This is the 7th consecutive year ABA has contributed $100,000 to the reserve fund in its effort to replenish the funds used to purchase its office condominium. ABA currently plans on contributing an additional $100,000 in April 2019, prior to the 2019 spring meeting.