REPORT OF THE PRESIDENT & CEO

2018 Spring Board Meeting
Staffing Clusters
2018 Budget

Total Revenue: $6,532,525

Total Expenses: $6,466,274

Net (12/31/18): $66,251
Dues Revenue Graphs

Operator Dues

Tour Operator Dues

Associate Dues

Travel Industry Dues
Membership Growth

- Membership remains a top priority, and drives revenue from Marketplace and advertising.

- Membership increased by 149 in 2017. We need to better connect with current and potential members, and we need Board support.

- Membership Department has undergone a change in structure:
  - Will be overseen by Pete Pantuso in an effort to allow more of a focus on expansion of ABA marketplace.

- Staff is attending shows and events nearly every week to attract members.
<table>
<thead>
<tr>
<th>City</th>
<th>Dates</th>
<th>Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville, KY</td>
<td>January 26-29, 2019</td>
<td>2019</td>
</tr>
<tr>
<td>Omaha, NE</td>
<td>January 10-14, 2020</td>
<td>2020</td>
</tr>
<tr>
<td>Baltimore, MD</td>
<td>Jan. 29-Feb. 2, 2021</td>
<td>2021</td>
</tr>
<tr>
<td>Grapevine, TX (Gaylord)</td>
<td>January 8-11, 2022</td>
<td>2022</td>
</tr>
<tr>
<td>TBD</td>
<td>January 2023</td>
<td>2023</td>
</tr>
<tr>
<td>Nashville</td>
<td>January 2024</td>
<td>2024</td>
</tr>
</tbody>
</table>
Government Affairs Activities

• Successful Joint fly-in with UMA in April
  • 116 attendees

• Tolling/HOV – Ongoing

• Local Engagement: Maine-Transit encroachment; Chicago-Party Buses; San Francisco-Airport Access; New York-Bus Safety

• HR 2120

• Leadership Meetings

• Key Issues:
  • National Park Service Fees
  • Tolling
  • ELD implementation
Planning Process 2017

Create process to:
1. ID key issues
2. Set priorities
3. Gain Consensus

Trends
Competitors, Members Staff
SWOT

Objectives
Measures
Prioritize initiatives

Communicate
Annual plan & budget
Track progress
Manage initiatives

Design the process meet ABA’s specific needs at this point in time
Communications

- Partnered with Truckers Against Trafficking’s Busing on the Lookout Program
- Made statements regarding: visa processing issues, and funding cuts for Brand USA and state tourism offices, and
- Debuted twitter board at ABA Marketplace
- Implemented new email system for more interactive emails and newsletters
- Started promoting Industry Heroes in Destinations Magazine

Continued Social Media Growth

<table>
<thead>
<tr>
<th></th>
<th>Facebook</th>
<th></th>
<th>Twitter</th>
<th></th>
<th>Linkedin</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>5,108</td>
<td>4,057</td>
<td>3,582</td>
<td></td>
<td>3,560</td>
<td></td>
</tr>
<tr>
<td>2017</td>
<td>4,770</td>
<td>3,807</td>
<td></td>
<td></td>
<td>3,560</td>
<td></td>
</tr>
</tbody>
</table>
• 2017 was biggest fundraising year for ABAF in terms of auction and events
  • Thanks to our sponsors Hard Rock International and Prevost!

• Connecting ABAF and ABA’s GAP in 2018

• Fundraising and Scholarships
  • All Foundation revenue from Marketplace is dedicated to scholarships – 2nd year
  • 2018-2019 Scholarships
    • Total: 1,057; Submitted: 208; Completed 156
ABA Councils

- Women in Buses Council
- Hispanic Motorcoach Council
- Entertainer Motorcoach Council
- Asian Motorcoach Council
- School Bus Council

Related Associations
- Skål International
- Florida Motorcoach Association
Motorcoach Marketing Council

GoMotorcoach

They all chose motorcoach because it was so cost effective for their groups. We'll show you how!


A day on the slopes. Good. A day on the slopes with 50 friends better.
The best trips start here!

Winter driving can be difficult, parking at the resorts can be a nightmare and let's face it, after a long day of shredding the last thing you want is to sit in traffic trying to get back down the hill. We on the other hand have made ski trips a work of art! Imagine you and up to 55 of your closest friends headed for an epic day on the hill. No worries about driving, or skis or boards sticking out the back of the car, no tired driving, just quiet, safe comfort up and back. Before your next ski trip, call us and let us help you plan the perfect winter getaway!