Overview

In support of the ABA 2018-2020 Strategic Plan, the Government Affairs and Policy (GAP) team continued to pursue its strategic objective: Drive the legislative and regulatory oversight framework at all government levels to eliminate obstacles and promote the success of our industry. This report provides updates from the 2019 Winter Board Report, on the strategies and actions undertaken to meet the following Strategic Plan targets:

1. Change/modify existing regulations; prevent onerous/burdensome regulatory actions; report on successes;
2. Legislative impact on industry; report on successes; and

Legislation

**FY 2020 Appropriations:** A 2-year budget deal was reached between the White House and Congressional leaders in late July, and signed into law on August 2. The deal increases annual funding by $324 billion, and extends the debt limit through July 31, 2021 (following the 2020 federal elections). Although this is a positive step toward avoiding another government shutdown, the FY 2020 annual appropriations cycle is far from being complete. The House passed 10 of its 12 appropriations bills prior to the August recess, wrapping several bills into 2 separate omnibus measures; however, the Senate has not passed a single bill. With the September 30 fiscal year deadline looming, we are likely to see continuing resolutions to fund the government come into play.

**Transportation** – The House passed FY 2020 transportation appropriations bill did not include language ABA has successfully obtained in previous years calling for revision of the Federal Motor Carrier Safety Administration’s (FMCSA’s) 2015 lease & interchange rule. In fact, under new leadership, the FY 2020 bill instead includes language forcing the entire commercial motor vehicle into a defensive stance. Specifically, for ABA, the bill contains language to thwart efforts to obtain preemption of the California meal & rest break rules.

**Security Grants** – Neither the House or Senate has passed an FY 2020 Homeland Security appropriations bill, and this is one of the appropriations bills that will not likely be enacted this year due to the controversial policy matters that fall under this funding measure. Most likely, Congress will continue funding for homeland security matters under a continuing resolution or
CR. If FY 2020 homeland security appropriations are extended through a CR, the Intercity Bus Security Grant program will likely be funded at the $2 million FY 2019 level. However, if agreement can be reached, the House appropriations committee bill, funding the program at $3 million (short of ABA’s ask for $7 million), will likely serve as a starting point for final negotiations, because the Senate appropriations committee has not yet produced a bill.

National Parks Fees – ABA’s Capitol Hill efforts to stop the October 1, 2019, implementation of increased fees and Commercial Use Authorization requirements, achieved some success on the House side. The House FY 2020 interior appropriations subcommittee added language to the bill report calling out industry concerns, but the subcommittee’s action stopped far short of preventing the Agency to proceed with implementation. With the announcement of the budget deal, ABA will continue to push on Capitol Hill for help with pressuring the Agency to modify its final plans, especially as the Senate has yet to introduce its version of an appropriations bill.

Infrastructure: Although infrastructure was a focus of the 2016 election cycle and in subsequent Congresses, Congressional Leaders and the Administration have not made progress in reaching agreement on funding. With the FAST Act authorization set to expire in FY 2020, an election year, several House and Senate committees with transportation jurisdiction have held a number of hearings in support of reauthorizing the program. However, the Senate Environment and Public Works Committee (EPW) is the only committee that has taken concrete action by passing a legislative proposal, S. 2302, on July 31. As EPW’s jurisdiction is limited, the bill addresses primarily the Federal Highway Program, and several other committees will need to follow suit in order to have a final bill for passage. For ABA’s purposes, S. 2302 was a success as during the markup of the legislation, the Committee adopted a manager’s amendment containing language to strengthen the FAST Act tolling equity provision for purposes of enforcement (see S. 2302, p. 892). As to other key ABA objectives for reauthorization, such as the fuel tax refund, ABA continues to advocate for support as the process proceeds, although it is unlikely any additional legislation related to reauthorization will move this year.

Motor Carriers Accountability Act: On July 10, Congressman Thompson (D-MS), with 25 co-sponsors, introduced the Motor Carriers Accountability Act, H.R. 3628. The bill would require scheduled service passenger motor carriers to have in place burdensome contingency plans to address passenger needs in the event of an excessive delay. The bill appears to be in response to a specific incident that occurred in Jackson, MS.
Executive Branch Matters

Federal Motor Carrier Safety Administration

Rules

Lease & Interchange: On Monday, August 12, 2019, FMCSA announced a final rule revising the original 2015 lease and interchange rule, almost 4 years to the date ABA and others filed petitions for reconsideration. The revised rule addresses the concerns with the original rule raised by industry, primarily by excluding arrangements between two or more motor carriers from the leasing requirements, as long as all motor carriers involved have operating authority in good standing from the Agency. The new rule will go into effect January 2021, when the current extension postponing compliance with the 2015 rule, expires.

HOS: Following a 2017 Advanced Notice of Proposed Rulemaking (ANPRM), on August 14, 2019, FMCSA announced an NPRM to modify four specific provisions related to hours of service. Two of the four, the short haul provision and adverse deicing conditions, relate to passenger carrier operations. Proposed changes to the short-haul provision would extend the hours from 12 to 14, and expand the radius from 100 to 150 airmiles. Note, the change would also modify operations required to comply with the ELD mandate. For adverse driving conditions, the proposal extends the maximum driving window by 2 hours, and seeks input on defining the term “adverse driving condition.” FMCSA will hold two listening sessions on this action on August 23rd in Dallas, TX, and September in Washington, D.C. The comment period closes October 7, 2019.

CDLs/Driver Shortage: FMCSA has also introduced a number of initiatives to assist drivers in obtaining CDLs, to help with the driver shortage. In May, FMCSA issued notice seeking comment on plans to implement a pilot program to allow drivers for the ages of 18-20, to operate CMVs in interstate commerce (comment deadline was August 14). Then the Agency published an NPRM on July 9, to permit 3rd party skills examiners to administer the CDL skills tests to applicants it has also trained, in an effort to alleviate testing delays (comment period closes September 9). Also, in July, FMCSA published an NPRM to allow CDL applicants to take the general and specialized knowledge tests in states other than their state of domicile, as the Agency did for military applicants previously (comment period closes September 27). In addition to these initiatives, FMCSA also plans to start outreach in October of this year, in anticipation of the Entry-Level Driver Training rule scheduled to go into effect February 2020.

Administrative Actions

Crash Preventability Program: In addition to considering a younger driver CDL pilot program, on August 5, FMCSA announced its plans to make permanent the crash preventability demonstration program it initiated in 2017. The Agency plans to expand the categories of crashes it will review for a non-preventability determination from 8 to 15, and in the future

ABA Fall Board of Directors Meeting
FMCSA will remove crashes determined to be non-preventable from the Safety Measurement System (SMS) calculation for a carrier. Noteworthy, as the SMS is a relative scoring system, removal of crashes from a carrier’s calculation can affect the scores of other carriers. Comments on this proposal are due October 4, 2019.

CA Meal & Rest Break Petition: Following the success of the American Trucking Association’s (ATA’s) preemption petition, ABA filed a petition for a preemption determination of the California meal & rest break rules as they apply to passenger carriers, on January 10, 2019. The Agency published the petition for comment in May, and the comment period closed on June 10. Although the passenger carrier industry has similar, if not stronger, arguments in support of preempting the California rules, FMCSA has yet to issue its determination.

U.S. Department of Homeland Security

Grants

Intercity Bus Security Grant Program: Similar to last year, and in large part due to the government shut-down, the Federal Emergency Management Administration conducted an expedited process for soliciting and awarding the FY 2019 security grants this year. The awards announcement came on August 2, 2019, with 29 recipients receiving varying levels of funding totaling $2 million. All 29 recipients were ABA members. ABA held an outreach webinar on grants management and compliance with FEMA on August 20, 2019.

Rules

TSA Security Training: The long-awaited Transportation Security Administration final rule concerning security training has yet to be published, although we noted it is currently in the final stages of clearance and may be published by the end of this year.

CBP APIS: The U.S. Customs and Border Protection Agency (CBP) reached out to ABA in June, to coordinate their initiative to transition the currently voluntary Advanced Passenger Information System (APIS) program, into a mandatory program over the next two years. We will be hosting two webinars with CBP to education operators on this transition.

Activities

CBP/ICE – Bus Boardings: In response to concerns and requests for assistance from ABA members concerning CBP bus boardings, ABA arranged a meeting with the Principal Deputy General Counsel for the Department of Homeland Security to discuss CBP activities in August 2019.
Administrative Actions

Entry Fees: The National Park Service (NPS) continues to announce additional changes to dates and policy via their website. In mid-August, after receiving an early alert, ABA discovered from the website that NPS is delaying plans to increase further commercial entrance fees, until further notice. Recall, coupled with the changes to their Commercial Use Authorization (CUA) program requirements, NPS planned to not only increase entrance fees to park units again in January, but also that NPS eliminated the commercial vehicle entrance fee and instead charges per passenger now.

CUAs: NPS is also relying on its website to conveying information and further changes to their CUA program (almost daily). This practice requires ABA and operators to continuously monitor the site, to keep track of further changes. Unfortunately, none of the announced changes so far address concerns raised by the motorcoach, tour and travel industry. Although recently, along with the entrance fees, NPS announced a delay of the October 1, 2019, implementation date for the CUA changes, until further notice (although we believe it will last for 6 months). ABA continues to force engagement with NPS and Department of Interior officials in an effort to seek modification of the CUA burdens, coupled with the costs from new entrance fees. P. Pantuso is next scheduled to meet with the Secretary of Interior on this matter September 3, 2019.

Resource Management

BISC: The 2019 Summer BISC meeting took place in Linthicum, MD, on June 25-26, 2019. It was a very well attended event, with over 170 participants. The speakers and sessions covered a broad range of topics, with very robust participation by government officials overseeing motorcoach operations, including FMCSA, the Department of Defense, the Department of Justice, the National Transportation Safety Board and others. BISC will also again be holding a “BISC West” set of sessions in conjunction with the California Bus Association Annual Convention in October 2019, and will join with IMG at the Winter 2020 meeting in Omaha, NE, January 12-13, 2020.

BusMARC: The 2019 Summer BusMARC meeting was again held concurrently with the BISC Summer Meeting in Linthicum, MD, and was well attended with over 80 participants. Additionally, 45 attendees participated in the two off-sites, held at Woodlawn Motor Coach and Martz facilities. For the Winter meeting, to be held in conjunction with ABA’s Marketplace, January 13-14, 2020, in Omaha, NE. In Omaha, the off-site visits will take place at Arrow Stage Lines and REI facilities, respectively.

State/Regional Associations: The GAP team also attended/presented at a number of state/regional association meetings in the past several months, including the New England Bus Association in Kennebunkport, ME (6/2019), the AMA/GMOA/SCMA Regional Meeting in

BusPAC

The BusPAC account balance currently stands at $255,989.46 and the Administrative Fund stands at $4,250.0. The 2019 PAC fundraising goal remains $100,000 coupled with a 100% participation rate by eligible ABA Board members. To date, 25 board members have contributed to the PAC. As well, we would like to see broader participation in the Administrative Fund, which was established to provide members who were ineligible to contribute to the PAC, an opportunity to support overall BusPAC activities. Since January 1, 2019, the GAP team has attended 23 events utilizing $28,500 in BusPAC funds.
MEMBERSHIP

Membership by The Numbers

(Count comparison Aug. 2016 - 2019)

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<th>Membership Type</th>
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<td>2,107</td>
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<td><strong>Total</strong></td>
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<td><strong>3,455</strong></td>
<td><strong>3,331</strong></td>
<td><strong>3,103</strong></td>
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</table>

- We have seen an increase in Bus and Tour Operator membership categories.
- We have suspended Travel and Associate members with unpaid membership dues payments since Jan. 1st, 2019.
- Total new members since May 1st: 78

Staff Update

- Roderick Lewis, Director of Membership & Business Development has left ABA for another opportunity.
- Dora Hoyt has joined the Membership team as Associate, Membership & Business Development. Dora has been involved in Washington Theatre since 2004, working in Marketing & Sales positions for Arena Stage, The Shakespeare Theatre and most recently The John F. Kennedy Center for the Performing Arts, where she was an ABA Member. Dora also served as a member of the Marketplace Orientation Committee in 2019.
- Jake Argarin, Coordinator, Membership & Database, left his position for another opportunity. We are currently interviewing potential candidates.

Partnerships - Member Benefits

The Award Zone - On May 29, 2019, ABA added a driver rewards program that is designed to help bus companies add driver incentive programs such as roadside inspections, remain ticket free of moving violations (red lights, speeding, etc.) Peer-to-peer recognitions.

Smith Travel Research (STR) – A recognized leader in providing accurate, actionable information as well as analysis to the lodging industry. While members will receive a
substantial discount on benchmarking reports on specific markets, ABA will receive a monthly and weekly performance overview of top 25 US and Canadian markets.

Onboarding Webinars

Membership department hosts monthly webinars to new members to make sure our members are aware of their benefits and resources from day one.

Recruitments

The Membership staff has exhibited and/or attended at four industry tradeshows:

• RTO Summit (Target: Tour Operator) – New York, NY
• Discover New England (Target: Tour Operator/Travel) – Mashuntucket, CT
• International Pow Wow (Target: Motorcoach/ Tour Operator/Travel) - Anaheim, CA
• Student Youth Travel Association (Target: Tour Operator/Travel) – Birmingham, AL

Coming up in September: Northwest USA Spotlight (Target: Tour Operator/Travel) – Olympia, WA

In collaboration with the Meetings & Events team, we have created a bundle package, which includes a special rate for Membership & Marketplace.

At each industry trade show:

• A pre-schedule one-on-one appointment were offered
• Special email was sent to suspended members attending the show
• Top 30 potential members were targeted
• Current members were encouraged to visit the ABA booth so we may connect with them face-to-face.

We are also recruiting new members with leads from board members, committee members, as well as staff.
Renewals

Renewals were sent out to Bus & Tour Operators. In conjunction with the Motorcoach Marketer proofing, members were given a reminder call regarding their membership status.

Member Spotlight

Membership caught up with Mindy Dean-Caldwell to share her story with her colleagues and with the ABA community, which was distributed via Tour Stop newsletter as well as ABA’s social media outlets.

ABA on the Road

In the West Coast: Membership has secured an opportunity to recruit potential members at Northwest USA Spotlight, September 13 – 15, Olympia, WA.

In Canada: We are building partnership with Bus Carriers Federation in Quebec and signed an agreement to be a guest speaker at Bienvenu Quebec, as well as network and recruit potential members from Quebec City and the surrounding cities both in US and Canada.

Membership Brochures

Membership Brochures are done and were used to recruit members at Student & Youth Travel Association (SYTA).

Motorcoach Marketer

• Currently working on the upcoming 2020 Motorcoach Marketer

• Export reports for each section

• Custom queries for quality checks and follow ups

• Proofing to members in June/July/August. We have sent several email reminders to all members as well as a personal call to all Bus and Tour Operators.
COMMUNICATIONS & MARKETING

Introduction:

The Summer has been a busy time for ABA Communications & Marketing team. We have ramped up our promotion of ABA’s Marketplace with regular postings on registering, sponsoring and attending. Utilizing Luke Buskohl, MAC Members and Omaha CVB videos to generate excitement for the show. We will also be working on a big push for Busworld Academy North America with testimonials and subject information.

We have also promoted the publication of several ABA Foundation research projects: Motorcoach Census, Economic Impact Report and Motorcoach Environment reports, as well as promote the 2019 Scholarship winners.

We continue reaching out to members in a personalized manner, as well as through the Membership Chat.

Strategic Plan Benchmarks and ABA Communications/Marketing Activities

Advocacy Comms: Drive legislative and regulatory oversight framework at all government levels to eliminate obstacles and promote the success of our industry.

Update:

• ABA Communications has worked with the GAP team on bringing media attention to a number of issues include the National Park Service Fees and CUAs hike (see Media Hits below), as well as work with influential Capitol Hill news organizations such as the The Hill, Politico and Bloomberg Government to cover ABA’s legislative activities and on transportation issue statements.

• ABA Communications has worked with a number of trade press this year to put a spotlight on ABA’s leadership in a number of issues affecting the industry such as the government shutdown, Intercity Bus Security Grants and NPS fees.

• ABA’s continued #WorkingForYou and #ABAEverywhere posts continue to grow and show ABA members that ABA is leading on issue affecting their business. ABA has been active on sharing the GAP team’s work with Congressional leaders, including showcasing ABA’s success with Congressional Dear Colleague Letters on the NPS fees issue as well as the Intercity Bus Security Grant Program funding. We have focused this year on targeting influencers on Capitol Hill through social media mentions and tags.

• ABA Communications team has been actively working with the GAP team to draw member attention ABA’s work on top priority issues such as: Canadian Carbon Tax,
NPS fees, Hours of Service, Infrastructure, and Motorcoach Security Grants through member alerts, videos, surveys and articles in ABA publications and social media.

• ABA Communications team has been working closely with FMCSA to write regular columns in Destinations magazine.

Membership: Continue overall membership growth with focus on all segments of the motorcoach, tour and travel industry.

Update:

• ABA Communications has worked with the Membership Department on new member onboarding outreach which includes a digital New Member Kit; an Onboarding Webinar and timely ABA activity emails focused on engaging new members.

• Revamped and developed collateral to promote ABA programs and benefits.

• Regularly and consistently promote what ABA offers its membership. Highlights of programs and services, include:
  - Advocacy - #ABAWorkingForYou
  - Crisis Communications Assistance
  - Marketplace
  - Discount Partnerships
  - Networking: Councils, Meetings, Webinars
  - Education: Marketplace Education, Webinars, Council Meetings, CTIS, Entry Level Driver Training, John Kennedy on Demand
  - ABA Foundation Scholarships and Research
  - Member Promotion: ABA Publications, Member Blogs, Promotional Social Media Pieces, Member Spotlight, Consumer-focused Promotion

  - ABA Membership Chat on Buses.org and Marketplace Microsite. Year anniversary of chat:
    - 725 people have contacted ABA through the chat
    - 2,000 responses since August
    - Membership recruitment tool

  - ABA Sr. Director of Communication & Marketing presented to the AMA-GMOA-SCMA and NCMA-VMA-MCASC meetings. Promoted ABA benefits and recruited members at these events.

Annual Meeting & Marketplace: Deliver the leading marketplace for member buying/selling.
To help Meetings achieve their objective, Communications will:

ABA Fall Board of Directors Meeting
Update:

- Monthly Luke Busskohl “Marketplace Chair” Videos promoting different aspects of Marketplace
- Regular updates to the Microsite
- Regular Announcements in ABA Publications
- MAC members testimonials on “Why I am going to ABA Marketplace”
- Encouraging former attendees to be Marketplace Ambassadors
- Sponsor Promotions and “Sponsor Spotlight” pieces in all publications and on social media
- Promotion of Busworld Academy Powered by ABA

ABA Foundation: Support the work of the ABA Foundation

- Increased presence on social media, #FoundationFridays
- Release of 2017 Motorcoach Census
  - Press Release
  - Social media snippets
- Release of 2018 Economic Impact Report
  - Press Release
  - Outreach to CVBs and State Associations
- Release of Motorcoach Environment Report
  - Press Release
  - Animated Video (coming)
- Announced 2019 Scholarship Winners
  - Working on Testimonials from students and parents to showcase impact
- Updated Materials for Scholarship in a Box

Publishing, Communications and Social Media: Communicate the value ABA contributes to the industry and its members.

Update:

• Continually update buses.org with new partnership and benefits for ABA members, as well making Advocacy issues a priority and one-stop shop for visitors.

• Continuing segmented communications to members so we give the right information to the right people.

Mainstream and Trade Media Engagement: Position ABA as a leader and valued resource that the media can rely on for factual information on the industry, members as well as legislative and regulatory efforts that affect the industry.
Update:

Media Engagement:

So far in 2019, ABA has sent out 27 press releases and statements (averaging 1 a week) regarding Marketplace and the ABA Foundation, industry initiatives, happenings within the government affecting the industry, including the government shutdown.

Media Statements:

ABA Commends FMCSA for Revising the Bus Lease and Interchange Regulations

ABA Foundation Report Says Motorcoach Manufacturing Sales Slow Down in Second Quarter

ABA Congratulates Successful FY 2019 Bus Security Grant Recipients

ABA Statement on Highway Reauthorization Bill Release

ABA Foundation Announces 2019 Scholarship Recipients

ABA Foundation 2017 Motorcoach Census Shows Strong Industry

Setting the Record Straight on ABA’s Petition on the California Meal and Rest Break Rules

ABA and TheAwardZone Partner to Help Members Improve Driver Performance

ABA Supports Bipartisan $2 Trillion Infrastructure Proposal

ABA Foundation Report Says Motorcoach Manufacturing Sales Stay Steady in First Quarter of 2019

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 Fall Board of Directors Meeting
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 Hits:

So far in 2019, ABA has been mentioned 564 times in news articles. Example of some of the publications we have been featured in:

- Trade Show News Network
- Star Herald
- Denver Post
- Metro Magazine
- School Transportation News
- Commercial Carrier Journal
- BusRIDE Magazine
- Transport Topics Radio
- Transport Topics
- Group Travel Leader
- Crain’s New York Business
- Gettysburg Times
- Associated Press
- Fresno Bee
- Chauffer Driven

Social Media Activities

ABA’s social media presence continues to grow.

**Facebook**: 5,579 (April 11) to 5,666 (Aug. 14)

**Twitter**: 4,330 (April 11) to 4,386 (Aug. 14)

**Instagram**: 1,154 (April 11) 1,225 (Aug. 14)

To put in context our competitors’ social media numbers are:

**United Motorcoach Association**

**Facebook**: 2,328 as of Aug. 14

ABA Fall Board of Directors Meeting
Twitter: 1,437 as of Aug. 14  
Instagram: 2 as of Aug. 14

National Tour Association  
Facebook: 5,046 as of Aug. 14  
Twitter: 10,522 as of Aug. 14

Publications  
Destinations magazine held an Editorial Board Meeting in August to discuss what members are interested in. The 2020 Media Kit and Editorial Calendar was released in early September. The Sept/Oct issue featured the Best of the Best winners.

Crisis Communication  
ABA continues to offer assistance to members when a crisis happens.
- ABA provided support to:  
  • Polynesian Adventure Tours (2/18)  
  • Lorenz Bus Service (8/19)
- ABA provided other assistance to:  
  • Atlantic Limousine and Transportation – Crisis Communications Planning  
  • EPN Travel – Crisis Communications Planning  
  • First Class Charter – Crisis Communications Planning  
  • Innovative Coaches – Crisis Communications Planning
- Presentations on Reputations Management and Crisis Communications:  
  • NCMA-VMA-MCASC Regional Meeting  
  • AMA-GMOA-SCMA Regional Meeting and Marketplace
2020 Marketplace
Jan. 10 – 14, 2020
Omaha, NE

Registration Numbers
*as of August 15

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<td>REC OP/Charter</td>
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<td>Associates</td>
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<td>62</td>
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<td><strong>TOTAL</strong></td>
<td><strong>1534</strong></td>
<td><strong>1392</strong></td>
<td><strong>1594</strong></td>
<td><strong>1593</strong></td>
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Strategic Plan Benchmark and Activities:
• Creating targeted “road maps” and customized messages for individual membership segments which include daily schedule suggestions and a list of suggested activities at Marketplace.

Update:

Current Members:
• Sent segmented and personalized postcard
• Call campaigns for past attendees and new members
• Created and mailed personalized and segmented sales sheets to 5 unique groupings based on their previous engagement with Marketplace and ABA
• Personalized and segmented follow-up email campaign
• Identified leads for additional outreach and phone calls

Non-Members:

ABA Fall Board of Directors Meeting
• Created master list of vetted prospects by segment and origin source
• Designed segments sales sheets to include Membership/Marketplace discounted fees
• Personalized and segmented email campaign
• Creating personalized and segmented sales sheets which will be mailed to 5 unique groupings
• Phone calls to qualified prospects

Registration targets for Marketplace 2020:
• Maintain net revenue by reducing expenses
• Grow paid attendees and tour operators taking appointments by 10 percent
• Highlight Return on Investment for attendees

Update:

• Current campaign to bring in Motorcoach and Tour operators who get complimentary membership and come to Marketplace for free
• Aggressively targeting motorcoach and tour operators who attend other shows, and creating a master prospect list
• Current sales sheets highlight ROI for each segment

Utilizing Marketplace Advisory Committee and subcommittee members to target motorcoach and tour operators who are currently not attending

Update:

• MAC and subcommittee members are submitting qualified prospects that are being targeted with the segmented and personalized sales sheets

• Revising the sponsorship program and assessing all sponsorships, benefits and pricing
  Update:
    o New sales materials and benefits sheets have been created and the sponsorship program is being outsourced
    o Secured Tennessee partners as the Sunday Operator Breakfast sponsor
    o We have contracted 6 new sponsors
    o 4 sponsors have upgraded their sponsorship
    o MCI, Prevost and ABC Companies are sponsors of Busworld Academy

• Utilizing ABA Board members and Marketplace Advisory Committee and subcommittee members for testimonials and promotional videos
  Update:

ABA Fall Board of Directors Meeting
Obtained testimonials from MAC and board members that were used in the segmented sales sheets sent to members and non-members
Communications department is using videos and MAC and board testimonials in social media campaigns

Education Program Enhancements
Create education panels/roundtables utilizing board members
Hold education sessions on the floor that help drive the bottom line
Operator exclusive special event along with educational offerings to draw more operators

Update:
Busworld Academy, powered by ABA, will bring together world-renown industry influencers, experts, scientists and engineers will be held on Monday and Tuesday
Adding CEO panel on Monday
Education Bites continue on the Networking Floor
The subcommittee reviewed 70+ professional speakers and have contracted with 17 speakers
The education schedule will include more targeted sessions by segment with unique room layouts
The online webinar series continues and we are using professional speakers

#ABAOmaha
The Omaha team has been working on their host city development for three years and is excited about hosting ABA’s Marketplace. Omaha will offer:
• 7 Pre/Post FAM Tours
• 10 Sightseeing Tours on Saturday
• Explore Omaha on Saturday Night
• Durham Museum at Union Station Event on Sunday Night
• Dine Around Omaha on Monday Night

ABA Gives Back Charity – Scatter Joy Acres
Scatter Joy Acres provides therapeutic interaction for developmentally disabled and autistic children, seniors, veterans, and at-risk children. It also provides animal rescue and therapy, an urban ranch, hands on STEM education, and animal interaction.

Marketing
• Launched a new Microsite for ABA’s Marketplace
• Developing #OMGomaha Campaign
• Research Yourself Campaign to encourage updated membership and Marketplace profiles prior to research database opening

ABA Fall Board of Directors Meeting
Optional activity sign-up for Afterglow, sightseeing and FAM tours

• STAR delegate emails, phone calls and webpage

• Marketplace Mondays on social media

New This Year

• Business Floor dress will be business casual

• Bus manufacturers are limited to 2 display coaches each

• Developing additional tutorials and videos to assist with STAR delegates pre-Marketplace prep

• Enhancing the STAR reception for new attendees

• Improving messaging and ease of submitting up-to-date profile information

• Renaming contest for the rebranding of the Resource Central

• CTIS Graduation will be a part of the Sunday lunch

Housing

• We are offering 15 hotel properties, all in the Omaha convention center district and all within 1 ½ miles from the convention center.

• The room rates range from $134-$164 per night for Buyers and $139-$189 per night for Sellers.

• Transportation will be provided from all hotels to the convention center, except for the Hilton and Marriott, and from all hotels for the evening events.

• The board meetings will take place at the CHI Health Center Omaha (Omaha Convention Center). The board will be able to stay at their hotel of choice.

• Housing opened in late August.

Certified Travel Industry Specialist Program

• We have 25 new enrollees in 2019.

• The 2019 schedule and rates were released in January.

• A CTIS Education Bite is scheduled for Marketplace 2020.

• Working with John Kennedy on possible expanded offerings for CTIS graduates.

• Looking into other partners for CTIS designation.

Webinar Series

• We continue to offer a minimum of 2 webinars each month.

• The Webinar series currently offers 58 seminars for on demand.

• Partnered with the communications department to create Education Express, which is a monthly update of education programs, webinars and webinars on demand.
• Developing exclusive partnerships with professional speakers for discounts on their services and products for ABA members.

**BISC/BusMARC Sponsorships for 2019**

• ABC Companies is the Title Sponsor for BISC and for BusMARC.
• We had $45,000 in sponsorship plus in-kind donations in 2018.
• We are renewing sponsorship contracts for the Summer 2019 and Winter 2020 meetings.

**Women in Buses Council**

• MCI is the title sponsor for the Women In Buses Program.
• Elizabeth Hall, John Hall’s Alaska, is the Chair.
• Sima Dahl conducted the webinar Women at Work: Leadership Hacks to Accelerate Your Ascent.
• All committees will meet 3 times in the fall.
• Pam Reipold will present Communicating in a Crisis, Handling a Fatal Accident at the onsite meeting Jan. 11.
• Nominations for the 2020 award are being solicited