

MEETINGS AND EDUCATION BOARD REPORT

SPRING 2024

STAFFING/VENDORS

- Jo-Ann Moltz left in February for another position in Florida in the industry.
- Lori Eison Howard joined the team to lead our sales and marketing strategies. She comes from a sales and meeting planning background including time with ABA.
- ISSI has been contracted to continue the data entry and customer service for Marketplace.
- Conducted RFP process for decorator and AV companies.
 - RFP included union requirement solutions
 - Selected Freeman as decorator for MKPL 2025/MKPL 2026
 - Selected Inspire AV for MKPL 2025/2026
- ABA is responsible for contracting a housing bureau for MKPL 2025. Currently reviewing proposals.

2024 ABA MARKETPLACE NASHVILLE, TN

Final Statistics

More than:

2800 people attended the show.
 1039 motorcoach and tour operators were in attendance
 335 motorcoach and tour operator delegates took appointments all week
 43 appointments on average were prescheduled for each seller
 107,892 business appointments
 123 sponsors (\$860,070)

Plus:

295 Associate service & product suppliers attended
 47 associate product and service suppliers and allied associations exhibited at MKPL
 Networking Floor offered 8 motorcoaches and 135 exhibitors
 \$35,300 raised for Strings for Hope

Registration

	MKPL 2024 Final	MKPL 2023- Busworld Final	MKPL 2022 Final	MKPL 2020 Final	MKPL 2019 Final	MKPL 2018 Final
BUYERS	900	360	347	668	572	720
AT BUYERS	397	205	133	264	263	291
DMO	434	400	408	401	394	421

LODGING	232	170	124	291	275	322
ATTRACTIONS	467	400	476	497	474	525
REC OP/CHARTER	78	62	44	76	84	92
ASSOCIATES	295	463	217	143	90	124
BUSWORLD						
ATTENDEE		414				
SPEAKER		44				
MEDIA		30				
GOVERNMENT		9				
TOTAL	2727	2618	1613	2726	2957	3092

Evaluation

OVERALL IMPRESSIONS | On a scale from 10 (excellent) to 1 (poor)

	Overall Impressions	Business Appts	Education & Training	Evening Events	Booth/ Exhibits	Networking Opportunities
Overall	9.1	8.6	8.2	8.9	9.3	9.0
Bus Op	9.5	8.9	9.1	9.0	9.3	9.3
Tour Op	9.2	8.8	7.7	8.4	9.2	8.9
DMO	8.8	8.4	8.3	8.5	8.8	8.6
Lodging	8.8	8.1	8.3	8.6	9.0	8.7
Attractions	8.7	8.1	7.7	8.2	8.7	8.4
Receptive Op	8.4	8.1	3.5	7.6	8.9	7.6
Associates	8.8	8.3	8.6	8.5	9.1	8.6

MEETINGS AND SERVICES | On a scale from 10 (excellent) to 1 (poor)

African American Motorcoach Council	9.7
Bus Industry Safety Council Meetings/Education	8.8
Bus Maintenance & Repair Council Meetings/Education	7.6
DEI Committee	8.4
Hispanic Motorcoach Council	7.7
National Bus Traffic Association	6.9
Next Era Leadership Council	7.1
First Timer STAR Program	8.2
School Bus Council	8.2
Service Center - Computers/Help Desk/Office Supplies	8.9
Sightseeing and Pre FAM Tours	9.2
Women in Buses Council Day	9.5

LOGISTICS AND TOOLS | On a scale from 10 (excellent) to 1 (poor)

Airport Shuttles	9.1
Ease of Registration	9.4
Functionality of ABA's Marketplace App	8.7
Marketplace Online Passport	8.8
Marketplace Location (City)	9.4
Floor Plan Layout	8.3
Special Event Shuttles	9.4
ABA Staff	9.6
Wayfinding Signs	9.2
Website	8.3

FOR SPONSORS AND EXHIBITORS | On a scale from 10 (excellent) to 1 (poor)

Pre-Marketplace Communication	9.3
Move-in Experience	9.4
Exhibitor Service Kit	9.0
Booth Location	8.9
Foot Traffic to Booth	8.9
Amount of Business Leads	8.7

**2025 ABA MARKETPLACE
PHILADELPHIA, PA****Registration**

- Advanced registration for appointment-taking Buyers
- Opens May 1

Convention Center

- Marketplace will be held at the Pennsylvania Convention Center
 - Education and meeting rooms: Level 100 (Broad Street Entrance)
 - Exhibit Halls C, D & E
 - Terrace Ballroom: Level 400

Hotels

- There will be 4 host hotels.
 - 1 Connected
 - 2 Across the Street from PCC
 - 1 One Block Away
- PHiL Hospitality Grant | Based on Room Nights
- Room Rebate | \$20 per Room Night

Transportation

- ABA is responsible for airport, Afterglow and convention center transportation.
- Philadelphia is responsible for FAM and Sightseeing transportation.

- New Jersey is responsible for Sunday's Evening Event transportation.
- Reno Tahoe is responsible for Tuesday's Evening Event transportation.

Entertainment/Evening Events

- Sightseeing and FAM Tours will be offered by Philadelphia.
- Philadelphia/New Jersey will host an All-Delegate Event on Sunday night at the aquarium.
- The Afterglow will be on Monday evening at the Hard Rock Café.
- Reno-Tahoe will host an All-Delegate Event on Tuesday night at PCC or Marriott.
- The ABA Jam Band will perform on Tuesday evening after the All-Delegate Event at the PCC or a location near Marriott.
- The lunch meal and entertainment will happen in the same Ballroom, no need to move delegates from one to another.

Marketing

- Dedicated Marketplace microsite
- Built sales campaigns for each segment, geographic, show leads, etc.
 - Targeted emails
 - E-newsletters
 - Social media
 - Postcards
 - Phone calls

Sponsorships

- \$100,100 in Sponsorship Contracts signed to date.
- Renewal Contracts Sent.
- New Marketing Pieces including New Opportunities
- Working on deliverables that meet the requirements of PCC Union Rules

Exhibitors

- Created new benefits piece.
- Expanded information for exhibitors and coach exhibit for preparations for union requirements/budgeting.

Partner and Council Meetings in Philadelphia

- African American Motorcoach Council
- Bus Maintenance and Repair Council
- Bus Industry Safety Council
- Diversity, Equity & Inclusion Committee
- Hispanic Motorcoach Council
- International Motorcoach Group (IMG)
- National Bus Traffic Association
- Next Era Leadership Council
- School Bus Council
- Women in Buses

EDUCATION

Onsite Education

- 42 Sessions
- Tracks
 - Business Strategies: Goal Setting
 - Business Strategies: Operational Challenges
 - Customer Experiences: Net Promoter Score
 - Human Resources: Creating An Inclusive and Welcoming Environment
 - Human Resources: Hiring/Terminations
 - Marketing: Generational Sales
 - Marketing: Branding
 - Marketing: Industry Trends
 - Motorcoach: Innovations
 - Motorcoach: Maintenance & Operations
 - Motorcoach: Regulatory & Compliance
 - Motorcoach: Safety
 - Professional Development: Diversity, Equity & Inclusion
 - Professional Development: Public Speaking
 - Professional Development: Time/Personal Wellbeing Management
 - Professional Development: Work/Life Balance
 - Technology: AI
 - Technology: Cyber Security
 - Technology: Mobile Devices

Virtual Education

- 2024 Program to include 22 sessions throughout the year from 22 expert speakers
 - **Cybersecurity for Transportation**
 - Accessible Travel Planning
 - Rural Tourism
 - **Big Labor Rulings**
 - Use A.I. to Scale Your Transportation Business
 - AI Unleashed: Revolutionizing Tourism Content from Research to Delivery
 - Optimizing Recruitment Expert Tactics to Win Top Talent
 - The New Way to Set Goals: Making The Most of Technology
 - Say it Like You Mean it: Speaking with Competence and Confidence
 - Speak & Sell: How to Leverage Public Speaking to Rise to the Top 10% of Your Niche
 - Strategies for the Overwhelmed
 - Listening: More Than 2 Ears, 2 Clicks, or 2 Words
 - No Time for Neutral: Why Diversity and Inclusion is Good for Business
 - Paper, Digital Or Both? How to Navigate the Not Yet Organized Digital Age
 - The “Big 4” to Creating More Storytellers for Your Organization!
 - "Youth Has No Age" - Age, Ageism, and Contribution
 - Making the Most of Meetings and Building Relationships: One Conversation at a Time

- Time Management Regardless of the Tech
- Help! The Robots are Stealing My Job!
- Mental Fitness - What it is and Why it Matters
- The Journey is more Important than the Vehicle
- Cultural Tourism: Celebrating Diversity and Preserving Heritage
- Sponsored by Experience Sioux Falls

WOMEN IN BUSES COUNCIL

Marketplace 2024

- Women in Buses Day
 - Over 150 Attended
 - Speaker well received
 - Networking sessions successful – to be expanded at MKPL 2025
- Booth
 - New members signed up
 - Current members staffed the booth to answer questions.

Membership

- 487 Members; Steady stream of new members-43 in 2024
- Social media concentration on International Women’s Month and virtual events
- Communications meeting with Ben Rome for coordination with ABA

International Women’s Month

- Inspire, Include, Empower Social Media Campaign
- Blogs from Members
- Webinar: ABA’s Women of Distinction-How They’ve Inspired Inclusion
- Newsletter
- Turned logo purple

Events for 2024

- Women in Buses Wednesdays | Monthly
- Meet & Eat | Monthly
- Social Media Spotlights | Weekly
- WIB on the Road | At Industry Events

New Initiative | Connecting Through Conversations

- New networking opportunity/organic connections
- One-on-One Random Pairings
- Three times per year
- Impactful conversations
- Industry support
- Meet new people
- Strengthen existing relationships