

2024 Spring Board Meeting: Membership Report

Membership Data

(Count comparison since Last Spring Meeting)

Membership Category	Apr-23	Apr-24
Allied Association	71	73
Associate	115	121
Bus Operator	868	446
Tour Operator	379	235
Travel Industry	1,463	1,517
Total	2,896	2,392

NOTE: Slow but positive member growth in all categories except Bus and Tour Operators. This is due to suspending a significant amount of Bus and Tour Operators for non-payment

Business Development/New Members

- Industry Tradeshows
 - UMA – 2/4
 - STS – 3/20
 - IPW – 5/3
 - TMA – 6/2
 - Travel Alliance Partners – 6/9
 - PBA – 6/17
 - NEBA - 6/23
 - AMA/GMOA/SCMA - 7/21
 - Midwest Bus & Motorcoach Association – 7/24
 - IMG – 8/6
 - SYTA – 8/9
 - NCMA/VMA/MCASC - 8/27
 - GNJMA – 9/17
 - NWMA – 10/14
 - CBA – 10/27
 - OMCA 11/4
 - NTA 11/17
- Reinstatement Campaign
- Industry Partners and Regional Associations
- Re-Marketplace New Member Campaign
- Member Referrals
- Board/Council/Committee Referrals

Member Engagement

- Membership Committee Making Welcome Calls
- Monthly New Member Spotlight on Social Media and in Bus Bulletin
- New Member Announcement on Social Media and Weekly Bulletins
- New Member Orientation Webinar Every Other Month
- New Member Onboarding Drip Campaign (scheduled check-ins for first year of membership)
- Quarterly Member Touch Points
- Groups.io - Test Online Member Chat Community
- Monthly Industry/Professional Development Webinars

Renewal

- The 2024-2025 Bus and Tour renewals have been sent. Digital and hard copies were sent
- 5% increase was approved and implemented for all ABA Member Categories (renewal schedule: calendar year)
- After multiple and exhaustive efforts to reach them, a mass suspension of members were suspended for non-payment

Other Business

- New Sales CRM: TEAM does not have sales and pipeline management capabilities. Moving forward with an online sales CRM called Pipedrive, which will allow us to:
 - Centralize sales data and prospect communications (no more spreadsheets!)
 - Real time reporting on data in the prospect funnel
 - Sales forecasting
 - Goal-setting
 - Establishing accurate sales metrics
 - Ability to automate sales
- Member Surveys have been sent to all members in an effort to collect accurate company and contact information. This will be an ongoing process to include major call campaign utilizing temps to make calls

African American Motorcoach Council Activities

- 101 Council Members
- Council had their reception at the National Museum of African American Music
April Call guests: Anjuli King, Visit Savannah
- May Call guest: Brandon Buchanan, ABA with guests Jeff Shanker and Mike McDonal

Diversity, Equity, and Inclusion Committee Activities

- Committee had their first in person event at Marketplace in Nashville
- Subcommittees have been created:
 - Education & Scholarship
 - Engagement & Outreach
- Now looking ahead to 2025 Marketplace, the Committee is planning an in-person event. Possibly a joint event with AAMC and HMC
- Members that are certified as a Minority Owned Business, now have the ability to list it on their company profile

What's next?

- **Top priority:** New member acquisition and retention

Other Activities

- Continue with collecting member surveys and updating database. Will include major call campaign
- Collect and consolidate all prospect spreadsheets and work to upload into new sales CRM
- Continue targeted prospect outreach surrounding MKPL in Philly
- Renew existing strategic partnerships and renegotiate partnership agreement if necessary
- Considering putting together a program or event around the 100th Anniversary of ABA and Route 66

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