



ASSOCIATE MEMBER

Associate Membership is available to companies that supply goods and services to the motorcoach and group travel industry.

ABOUT US

The American Bus Association is the only industry organization that unites you, the associate product and services supplier, with all industry partners that cater to the motorcoach and group travel market.

OUR HISTORY

Founded in 1926, ABA is the oldest, largest, and most respected voice in the industry. In 2026, ABA will celebrate its 100th anniversary and the association continues to grow and adapt to the changing needs of the industry. ABA looks forward to the next century of serving the motorcoach and group travel industry including your company.

OUR MISSION

ABA is committed to maximizing the success of its bus, tour and travel members by:

- Representing the industries in the government policy arena
- Facilitating industry buyer-seller interface
- Supporting industry through engagement, research & education of members to help improve their success

www.buses.org/membership



WHY CHOOSE ABA?

At ABA, the success of our members is at the heart of everything we do. Whether it's access to motorcoach and tour operator buyers or access to our industry research & education, leaders look to ABA as the trusted resource for growth and managing their business. Join ABA and connect to **"The Right People with the Right Ideas at the Right Time"**.



BUSINESS GROWTH

The American Bus Association provide opportunity for our members do business with the right people by connecting potential buyers, sellers, and partners in the group tour and travel industry.

- Networking opportunities to develop Business to Business (B2B) Relationships
- Marketing tools to get you in front of decision makers and buyers
- Member programming and events
- Member to member enhanced search
- Member only discount programs



ADVOCACY

ABA represents the motorcoach, group tour and travel industry in all important places including the legislative and executive branches of the federal government. It regularly communicates the industry's positions through official testimony, correspondence and public comments.

- ABA's Government Affairs & Policy team has more than 50 years of experience lobbying on your behalf
- Legislative updates and comments



AMERICAN BUS ASSOCIATION



ASSOCIATE MEMBER



KNOWLEDGE

The American Bus Association believes in the importance of timely professional and continuing education for you. We offer in-person and virtual educational opportunities year-round.

- e-News publications to help you stay up-to-date
- Technology, marketing, business development, and sales learning tracks



TARGETED PROFESSIONAL DEVELOPMENT

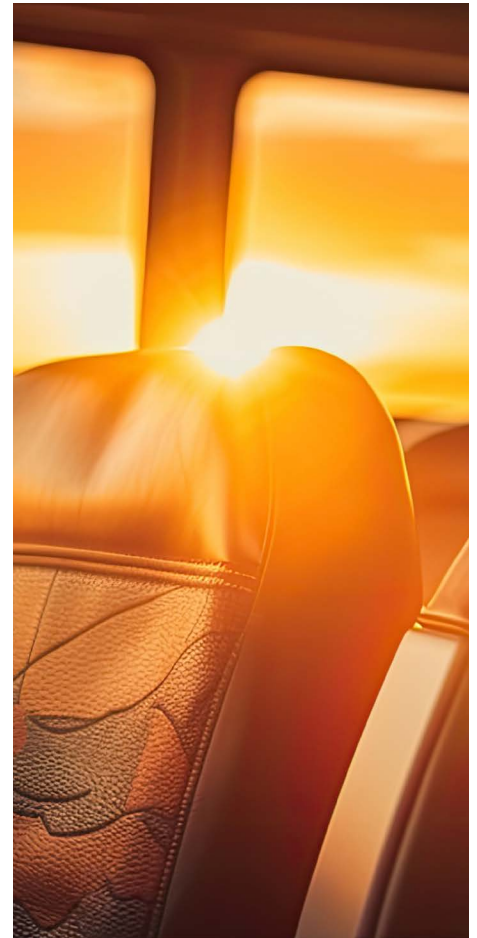
Let your voice be heard. ABA Councils provide members networking and educational opportunities in specific communities within our association. Councils gives you an opportunity to effect change and give back to the community. Specialized councils include: African American Motorcoach Council, Bus Industry Safety Council, Bus Maintenance and Repair Council, Entertainer Motorcoach Council, Hispanic Motorcoach Council, Next Era Leadership Council, School Bus Council, Women In Buses Council.



OPERATIONAL GUIDANCE

The American Bus Association supports efforts to run a safe, successful business. Associates are key to keeping ABA's companies operations running smoothly.

- Exclusive access to industry research including Economic Impact Studies, Motorcoach Census, Environmental Studies, Group Business Tracking
- Repair and Service Center Directory



Ready to connect with the right people?

Start by calling the ABA Membership Team:

 (800) 283-2877  abamembership@buses.org



AMERICAN BUS ASSOCIATION