



TRAVEL INDUSTRY



Travel Industry Membership is available for travel/tourism/destination marketing organizations, tourism service/transportation companies, accommodations, attractions, and food service companies.

ABOUT US

The American Bus Association is the only industry organization that unites you 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 tour product 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 provides 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



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
- Tips & Tutorials on how to best market your venue or attraction to meet unique needs of the operators
- Technology, marketing, business development, and sales learning tracks



AMERICAN BUS ASSOCIATION



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CRISIS ASSISTANCE

As a free service to all ABA members, our communications professionals are available to handle media relations in the event of an incident while you focus on responding to those directly affected by the disaster, to first responders and the authorities investigating the incident. ABA is here to support you before, during and after a major incident. We provide disaster preparedness resources, on call assistance and ongoing safety.




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, as a tour operator, an opportunity to effect change and give back to the community. Specialized councils include: Next Era Leadership Council and Women In Buses Council.



Ready to connect with the right people?

Start by calling the ABA Membership Team:

 (800) 283-2877

 abamembership@buses.org



AMERICAN BUS ASSOCIATION