



**American
Bus Association™**

Grow Your Group Travel Business

Now is the perfect time to join the leading trade association connecting travel industry professionals with tour and motorcoach operators across North America.



Top Benefits for Travel Industry Members



Get in Front of More Buyers

Be visible to the largest network of tour and motorcoach buyers in the country.



Marketplace Discount

Showcase your business at ABA's Marketplace with discounted rates.



Build Relationships

Network year-round with operators and peers who can help grow your business.



SCAN TO SIGN UP

**SHOW
SPECIAL
One-time
\$100 off
discount!**



Sign up today using the code **MKPL2026** and get **\$100 off** your first year's dues.

There's never been a better time to get connected!



American Bus Association™

Why Join the American Bus Association?

ABA is the only national trade association serving motorcoach, tour, travel, and industry suppliers—uniting thousands of members across North America to accelerate your business, amplify your reach, and fuel long-term growth.

“The ABA puts out pertinent, timely information... combines that with a first-rate industry show, effective lobbying efforts, and the webinars and training ABA provides... being a member is a no-brainer.”

— Jeff Greteman, President, Windstar Lines, Inc.

Additional Benefits for Every Member



Business Exposure

Participation in the online Membership Directory used by group planners.



Discount Programs

Benefit from preferred pricing on everything from list rentals to compliance tools, processes, and more!



Education & Events

Attend exclusive webinars, council events, training sessions, & on-demand learning—built to enhance your professional edge.



24/7 Crisis Support

Access round-the-clock communications assistance when you need it most.



SCAN TO SIGN UP

Accelerate your growth. Connect with key decision-makers. Access real resources that help your bottom line.