

Today's Group Traveler

How ABA Can Help You Maximize Your Opportunities



Bus Industry in Motion

- North America's most efficient people mover.
- Nearly 600 million passengers annually.
- Motorcoach transportation is enjoying a significant rebirth driven by improvements in service and strong customer demand.
- The group travel industry remains strong and growing. You need your name in front of the motorcoach and tour operators who are bringing groups into Nebraska.

Characteristics of Today's Group Traveler



Group Travel Economic Impact

The Economic Impact of Motorcoach Travel and Tourism in the U.S. (2018):

- Direct: \$101.6 billion
- Overall Industry Impact: \$236.9 billion
- Total Jobs: 1.98 million



Economic Impact in Nebraska

- **Group tourism impact on Nebraska (2018):**
 - **36,261 motorcoaches visited**
 - **Bringing 1.27 million visitors**
 - **433,438 room nights**
 - **\$451.13 million in sales from motorcoach tourists**
 - **Total Economic Impact:**
 - **\$1.2 billion**
 - **10,000+ jobs**

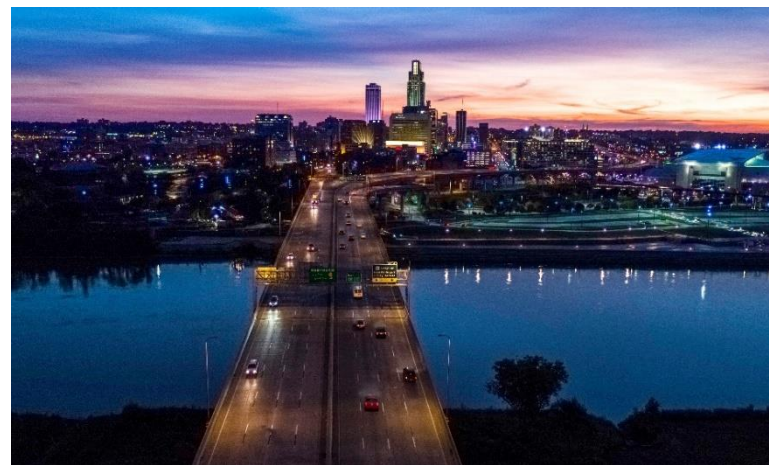


Economic Impact in Omaha

- Group tourism impact on Omaha (2018):
 - 20,500+ motorcoaches visited
 - Bringing 719,731 visitors
 - 278,516 room nights
 - \$256.95 million in sales from motorcoach tourists

Total Economic Impact:

- \$760 million
- 6,000+ jobs



Economic Impact in Iowa

- Group tourism impact on Iowa (2018):
 - 50,000 motorcoaches visited
 - Bringing **1.75 million visitors**
 - 540,000 room nights
 - \$617 million in sales from motorcoach tourists
 - Total Economic Impact:
 - \$1.72 billion
 - 13,000+ jobs



Success Means Revenue

- 40 people visiting by motorcoach overnight can leave up to \$15,000+ in tourism dollars in a community
- Day trips can leave \$3,000-\$7,000



American Bus Association

The American Bus Association connects motorcoach and tour operators with people who can help grow their business and cater to the group travel market.

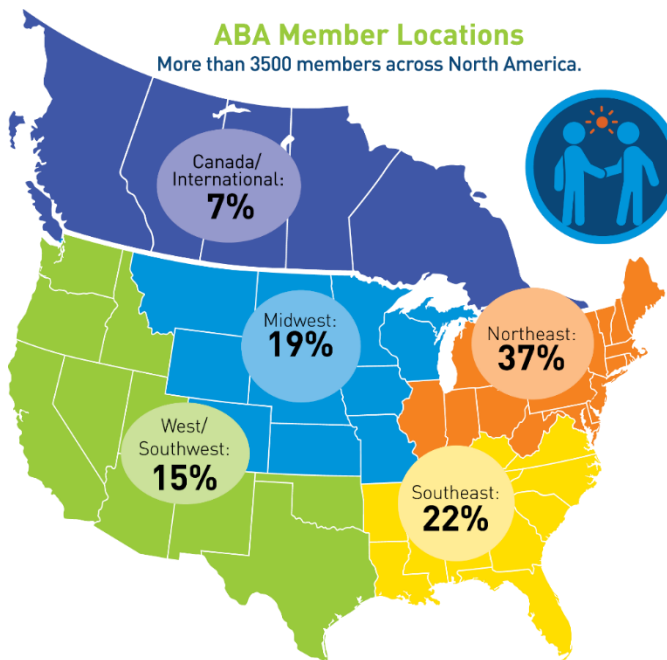
American Bus Association

ABA Membership Breakdown



ABA Member Locations

More than 3500 members across North America.



Build Your Business with ABA: Travel Industry

- Robust business opportunities at ABA's Marketplace
 - networking and relationship building with your customers.
- Respected industry research to showcase breadth and impact of group travel in your area
- Year-round marketing opportunities in ABA publications and sponsorships
 - ABA's Motorcoach Marketer, which is the largest directory of group travel and tour companies
- Professional education and training programs
- And more...

Build Your Business with ABA: Bus/Tour Operator Industry

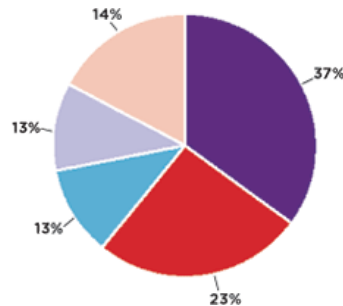
- Largest Government Affairs & Policy team in the industry working for you.
- Respected industry research.
- Robust networking opportunities.
- Professional education and training programs.
- Free Crisis communications assistance when you have an incident.
- Vital operations resources such as regulatory compliance, trip planning, free process of service and funding & training resources.
- And more...

ABA's Marketplace Gives You Buying Power

ABA's Marketplace brings together motorcoach and tour operators, itinerary planners and other bulk "buyers" of travel and tourism services; the powerful decision makers who determine where North America's 32,000 motorcoaches stop for meals, lodging, shopping, and entertainment.

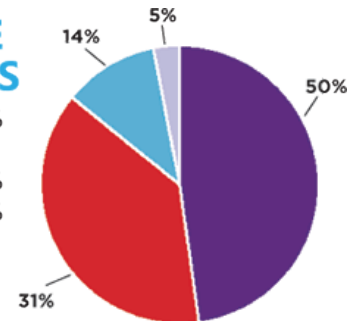
OPERATORS WITH BUYING POWER

Own 0-10 Coaches	37%
Own 11-20 Coaches	23%
Own 21-30 Coaches	13%
Own 31-50 Coaches	13%
Own 51-100+ Coaches	14%



OPERATORS WHO ARE THE DECISION MAKERS

Owner/CEO/President/	50%
Vice President	
Sales/Charter and Tour Staff	31%
Operations and Safety Staff	14%
Other Staff	5%



2019 ABA's Marketplace Statistics

More than:

- 3,400 people attended the show
- 853 motorcoach and tour operators
- 255 sponsors

Plus:

- Networking Floor offered 22 motorcoaches and 138 exhibitors
- \$21,955 raised for the Backside Learning Center at Churchill Downs, a local charity
- More than \$140,000 raised for The ABA Foundation Scholarship Program



2019 ABA's Marketplace Statistics

- **Active Business Floor**
 - 138,000 total appointments
 - 290 motorcoach and tour operators taking appointments all week
 - 29 appointments on average for each seller



ABA's Marketplace Business Impact

- *In 2018, total business done because of Marketplace:
\$134.4 million
- **\$7.9 million** booked during Marketplace
- **\$21.9 million** booked after Marketplace
- **\$104.8 million** anticipated business in 2018
- An average of **\$95,152** booked business per company



Marketplace Experience



7-MINUTE APPOINTMENTS

Listed as the top reason for attending, Marketplace's appointment sessions provide you with high-quality leads.

PROFESSIONAL EDUCATION

Professional speakers lead education seminars that offer expertise worth thousands of dollars that you can implement immediately.



UNLIMITED NETWORKING

Evening events, tours, meal functions, receptions and more are designed to increase your contacts and help you achieve your business goals.

Marketplace 2020: Omaha

BUSINESS.EDUCATION.NETWORKING.

GROW YOUR BUSINESS AT

ABA'S MARKETPLACE

**REGISTER
TODAY!**



**OMAHA
ABA'S
MARKETPLACE 2020**

A stylized graphic of a bridge, likely the Henry David Bridge in Omaha, is positioned to the right of the text 'OMAHA ABA'S MARKETPLACE 2020'. The bridge is depicted with two main towers and several supporting cables, rendered in a simple, line-art style.

**JAN. 10-14, 2020
OMAHA, NE**

www.buses.org/marketplace | [#ABAOmaha](https://twitter.com/ABAOmaha) | [#OMGomaha](https://twitter.com/OMGomaha)

Your Market Potential

- More than 174 buyer companies listed Nebraska as a tour destination.
- This represents a minimum of 3,171 coaches from motorcoach operator companies completing more than 19,758 tours.
- ABA's member operators have the potential to bring future business to the host community.
- ABA estimates that after hosting Marketplace, a destination can expect a 10% increase in overall group tour business over their pre-show level for five consecutive years.



ABA's Marketplace by the Numbers

The Marketplace host community is spotlighted to their most important customers – the group tour industry.

Attendees include:

- More than 800 motorcoach and tour operators, including some of the largest carriers in North America.
- More than 2,000 travel industry professionals who represent destinations, hotels, attractions, restaurants, museums and receptive services.
- ABA's 3,400 delegates will require more than 8,000 hotel room nights and spend more than \$2.5 million in the city while enjoying hosted tours that showcase the very best venues the City and State have to offer.

I Signed Up. Now What?

- Housing and Sightseeing Registration is open!
- My Marketplace Passport
 - Logging In
 - What can be done in the Passport?
 - Update personal info
 - Update company info
 - Update and upload your profile sheet
 - Upload your logo/picture
 - See invoices – paid and outstanding
 - Add emergency info/dietary needs
 - View/edit your badge



Requesting Appointments

- Research Buyers & Sellers
- What can be learned from the profiles?
- Requesting Appointments
 - Opens - September 25
 - Closes – December 16
 - Research and Requesting process
 - Manual Appointments



Appointment Process Tools



ABA'S MARKETPLACE 2020

PRE-SCHEDULED APPOINTMENTS

More than 140,000 appointment request slots are scheduled during Marketplace week.

Beginning Sept. 25 all Appointment-Takers have the opportunity to request appointments with the organizations they most want to meet with during Marketplace.

ABA gives you the flexibility of requesting your appointments on our website, www.buses.org/marketplace, allowing you to change and update your requests until the minute they are scheduled. Requests not received by Sept. 16 will not be included in the appointment scheduling process.

APPOINTMENT SESSIONS

Marketplace offers seven-minute pre-scheduled appointments, when motorcoach and tour operator buyers obtain information and create business relationships with travel industry Sellers.

These one-to-one appointments are the core of Marketplace week. Operator Buyer appointments-taking delegates are seated at individual booths for the entire week and have appointments all day Sunday, all day Monday and all day Tuesday. There are 162 appointment slots available in the Buyer appointment schedule.

Travel Industry Seller delegates do not have booths, but walk the floor and move from Buyer to Buyer for their appointments. There are 54 appointment slots available in the Seller appointment schedule. The Seller session is based on the company's membership code and is scheduled as follows:

DMO Sellers meet Sunday AM and Sunday PM with Operator Buyers.

Local Receptive Sellers meet Sunday AM/Sunday PM with Operator Buyers.

Charter Operator Sellers meet Sunday AM/Sunday PM with Operator Buyers.

Lodging Organization Sellers meet as one of the two sessions: Monday AM/ Tuesday PM or Monday PM/Tuesday AM with Operator Buyers.

Attraction Sellers meet in one of the two sessions: Monday AM/ Tuesday PM or Monday PM/Tuesday AM with Operator Buyers.

Associate Sellers meet in one of the two sessions: Monday AM/ Tuesday PM or Monday PM/Tuesday AM with Operator Buyers.

Allied Association Sellers meet in one of the two sessions: Monday AM/ Tuesday PM or Monday PM/Tuesday AM with Operator Buyers.

Appointment-taking Buyer Delegates

- 75 Requests for DMO, Receptive and Charter Operators registered.
- 75 Requests for Hoteliers.
- 75 Requests for Attractions, and appointment-taking Associates and allied associations.

Appointment-taking DMO, Lodging, Attraction, Receptive, Charter Operator, Associate, Allied Association Delegates

- 75 Requests for Tour Operator/Bus Operator Buyers

UNDERSTAND THE ABA SCHEDULING PROCESS

Appointment codes are assigned to you on the day you register, and appointments are prioritized and scheduled in order of your appointment code. Appointments are not

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ABA'S MARKETPLACE 2020

RESEARCH DATABASE TIPS

You may want to start with your ideal group. Choose your city as a top destination, the type of market you would prefer to cater too, or search for operators who use your type of facility in their tours. Your search may result in only a few companies, but these will be your top priority prospects when requesting your appointments.

Keep in mind that the data is only as good as the information supplied by the operators when completing their ABA membership profile form. Some information may be incomplete. If your first, most specific searches result with nothing, keep trying by broadening your search criteria.

BUYERS

Profile forms for all companies attending Marketplace are available on-line through your Marketplace Passport. Using the interactive Seller database will help you determine which companies meet your criteria; these will be the profiles you want to research.

In using the database, popular searches are by: Seller Location, Supplier Services.

Remember when searching the profile database, the more criteria you select, the smaller the results of your search will be.

Keep in mind that the data is only as good as the information supplied by the travel industry members when completing their ABA membership profile form. Some information may be incomplete. If your first, most specific searches result with nothing, keep trying by broadening your search criteria.

RESEARCH YOUR PROSPECTS

Access Your Marketplace Passport. Select Research Database on left menu bar. Select desired criteria. Click SUBMIT. You now have several options:

Click PRINT for a print out of the search results. You have the option to name your print out.

Click on the NAME OF THE COMPANY to display the company's profile.

PROFILE PRINTING & EXPORTING OPTIONS

Print Profiles directly from the database. Open Profile in MS-Word to make notes directly on the profile sheet(s).

QUALIFICATIONS FOR BUYERS

A Qualified Buyer is an established for profit organization that arranges tours/charters for the company they are representing. In order to attend ABA's Marketplace as a Buyer, the

- Must submit their Federal ID # and copies of their errors and omissions insurance (minimum \$1 million) or, if a motorcoach company, its federal motor carrier number.
- Is a reputable firm with a knowledgeable staff that suppliers work with on a regular basis.

YOUR GOAL SHOULD BE TO FIND THE "VALUE PROPOSITION" FOR THE OPERATOR

Remember the 80/20 rule: 80% of your results from 20% of your feeders

ABA'S MARKETPLACE 2020

APPOINTMENT REQUEST TIPS

Show All - Use this button to show all potential targets that you can request for on the screen.

View All Profiles - Use this button to view the marketing profile of all the potential targets currently listed on the screen.

Who Requested Me - Use this button to show all targets that have requested to meet with you. To make additional requests or view entire list after viewing those who have requested your company, click on Show All.

Search - Use this button to bring up a search screen for you to search for specific targets based on various criteria, such as names, locations, as well as matching marketing profiles.

VIEW/PRIORITIZE MY REQUESTS

On this view, you may change the priority of your requests, remove selected requests, or view profile of the company you have requested to meet with. Any changes you make on this view will not be in effect until you submit the changes to the system.

Priority # - Set the priority of each of your requests by entering a value here. You can also use drag & drop technique to order your requests.

MAKE NEW REQUESTS

On this view, you may search for potential targets to make appointment requests with, as well as viewing their marketing profile.

Action - Click on these buttons to toggle between requesting/unrequesting a target. This action is processed immediately and does not require further action on your part for this change to be effective in the system. The Request Status column reflects the current standing of each particular eligible company. Each column can be clicked and sorted on for Company Name, Country, Reg Type and Request Status.

Add Request

Remove Request

ABA'S goal in scheduling appointments in this manner is to provide you with the very best quality appointments possible.

REQUESTING YOUR APPOINTMENTS BASIC FUNCTIONS

Email - Use this button to send a summary of the requests you have made to an email address.

Save - Use this button to log out of your current appointment request session. (Schedule Type) - If you are allowed to make appointment requests in multiple scheduling session, use this drop-down list to focus on the scheduling session you want to work on.

TIPS ON REQUESTING ON-LINE APPOINTMENTS FOR MARKETPLACE

Start with the tip sheets that ABA provides.

Your Marketplace Passport contains the Motorcoach and Tour Operator Database and Travel Database. Both can be used as a search engine to find up-to-date information on registered companies. You may then select these companies for an appointment and submit your requests on-line using the appointment request software.

ABA will show you which companies have requested your organization and will allow you to review and change your requests so you can have more mutually requested appointments.

ABA'S MARKETPLACE | meetingsdept@buses.org

ABA'S MARKETPLACE 2020

APPOINTMENT REQUEST TIPS

Remove - Use this checkbox to select the requests that you want to remove from your list.

View Profile - Use this button to view the marketing profile of the company you have requested to meet with.

View All Profiles - Use this button to view the marketing profile of all the companies you have requested to meet with.

Remove All - Use this button to mark all requests you have made to be removed.

Save - Use this button to submit the changes you have made to your appointment requests to the system.

SCHEDULE BREAKS (BUYERS ONLY)

Use this area to schedule some breaks throughout the appointment taking session(s). Check the box next to the time when you do not want an appointment scheduled. You are limited to a maximum number of two time slots you can select per session here.

Save - Use this button to submit the information you have entered to the system.

VIEW PREVIOUS SCHEDULE

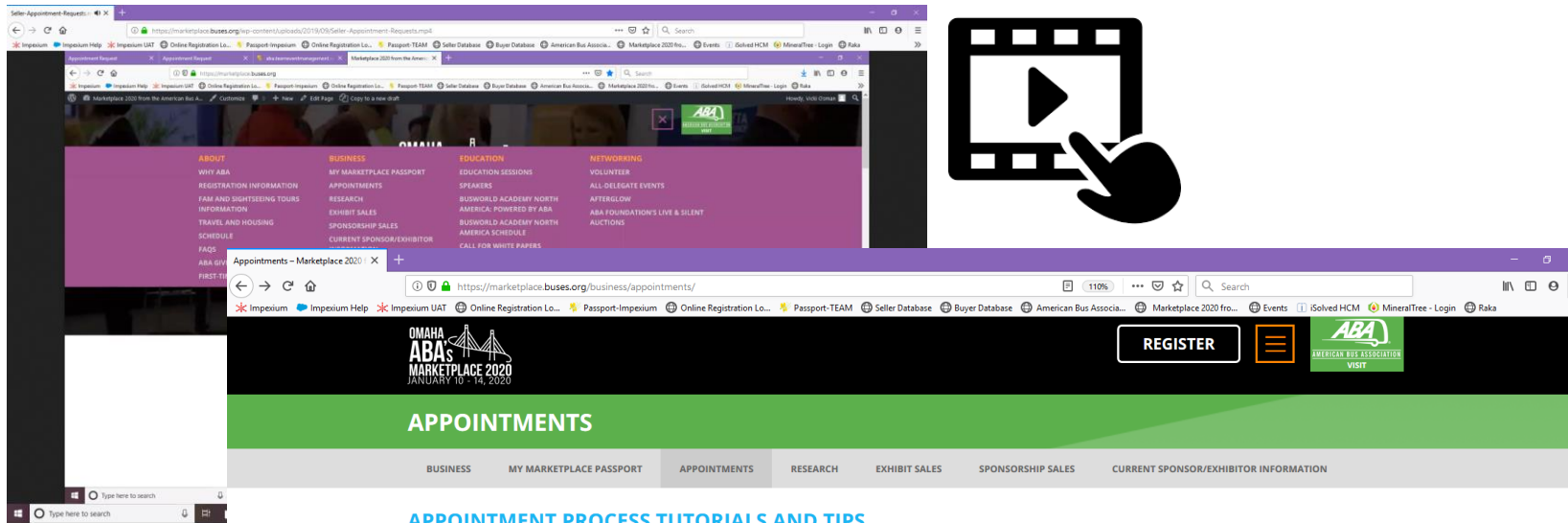
Delegates who have attended previous Marketplaces can now see their previous Marketplace appointment schedules in their Passport for reference purposes.

ABA'S MARKETPLACE | meetingsdept@buses.org | 202.218.7244 | buses.org/marketplace




AMERICAN BUS ASSOCIATION

Appointment Process Tools



APPOINTMENT PROCESS TUTORIALS AND TIPS

Appointment Requests are now open for appointment-taking delegates. Requests are made in your Marketplace Passport (you will need to use Chrome, Firefox or Edge to access this site). All requests must be received by Dec. 16 for scheduling. Appointments are NOT scheduled until after the request due date of Dec. 16. Begin to make your selections but remember to review them often and make changes up until the deadline for the best opportunities to make a great match.

NOTE: No appointments are scheduled until after the request deadline. They are not scheduled by the date the requests are submitted.

[Appointment Request Tutorial Video for SELLERS](#)

[Appointment Request Tutorial Video for BUYERS](#)

[Appointment Process Tip Sheet](#)

[Appointment Request Tip Sheet](#)

FACE-TO-FACE APPOINTMENTS

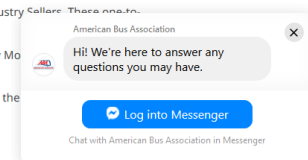
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APPOINTMENT SESSIONS

**PRESCHEDULE APPOINTMENT SLOTS
(54 APPOINTMENT SLOTS PER SESSION)**



Appointment Requests By the Numbers

- Different member categories are scheduled for appointments during the same sessions, but appointment requests are made separately to ensure an even distribution of appointments among DMOs, Hoteliers, Attractions, Receptives, Charter Operators, Allied Associations and Associates registered as appointment-taking Seller delegates.
- ABA allows delegates to submit more requests (75) than the (54) prescheduled slots to increase their potential for matches.

Appointment-taking Buyer Delegates

- 75 Requests for DMO and Receptive/Charter Operators registered for the DMO session.
- 75 Requests for Hoteliers.
- 75 Requests for Attractions, Receptive/Charter Operator and appointment-taking Associates registered for the Lodging/Attraction sessions.

Appointment-taking DMO Delegates

- 75 Requests for Buyers

Appointment-taking Lodging Delegates

- 75 Requests for Buyers

Appointment-taking Attraction Delegates

- 75 Requests for Buyers

Appointment-taking Receptive Operator Seller Delegates

- 75 Requests for Buyers

Appointment-taking Charter Operator Seller Delegates

- 75 Requests for Buyers

Appointment-taking Associate Delegates

- 75 Requests for Buyers

Appointment-taking Allied Associations Delegates

- 75 Requests for Buyers

Appointment Requests Goal

**Your Goal Should Be To Find The
“Value Proposition”
Or “Sales Message”
For The Operator**

What Needs to be Prepared in Advance?

- **Profile Sheet**
 - 8 ½ x 11
 - Use front and back
 - 3-hole punched
- **Resource Central Mailboxes**
- **Business Cards – bring 150**
- **Organize your schedule to include time for the Orientation Center & Educational Seminars**
- **Want to giveaway trinkets or gifts? Sponsor!**



Buyer Checklist

- **A minimum supply of 300 business cards.**
- A minimum supply of 200 profile sheets.
- Understand your company's product positioning and customer base.
- Be knowledgeable about your business mix and the types of tours operated, e.g., retail, pre-formed student, adult, and special interest.
- Bring an example of catalogue itineraries, promotional flyers, etc.
- **Define your goals for attending Marketplace.**
- Know the future business opportunities under consideration, e.g., new destinations, new market segments, special interest tours.
- Be knowledgeable about your tour production for each destination served and the attractions, restaurants, lodging and receptive services used in the tour program.
- **Have a listing of key company contacts for tour planning/purchasing and their responsibility, e.g., retail, charter, geographic regions.**
- Review your company's profile information and know what information you need to bring back from Marketplace.
- Review and update your company's profile information on-line.
- Be in your booth for appointments.
- Attend Marketplace education seminars to assist in business and personal development and growth.
- Be prepared for appointments that you did not request.
- Remember to schedule your breaks during appointments scheduling.
- When at Marketplace, use your breaks to take a walk, go to the restroom or grab a snack. Just be sure to place your Official Break card on your table when you leave.

DMO Checklist

- A minimum supply of 150 business cards.
- Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts. Include your toll-free, direct, and fax numbers, and your e-mail and Web address.
- A presentation book such as a loose-leaf binder that offers a pictorial representation of your destination.
- **A map that geographically positions your destination and shows access to major roadways, attractions, cities and other tour regions or destinations.**
- Suggested itineraries for tours including points of interest, attractions and side trips. Itineraries should include trip time, mileage and note special information, such as road conditions, restrictions and parking.
- Escort notes/guide speak for accurate tour narration of local points of interest, sights, attractions, customs and history.
- Dates and descriptions of local events, festivals or activities to enhance an Operator's tour product. Also, highlight value periods/shoulder seasons when tour services are readily available.
- Blackout periods when special events or conventions may cause difficulty in securing services for operating a motorcoach, e.g., Mardi Gras, Rose Bowl, Rodeo Days.
- Knowledge of attractions, restaurants and lodging seeking motorcoach business and able to meet the needs of the Operator and tour passenger. Be able to describe local attractions, operation schedules and fees. A reference list of step-on guides and/or receptive operators that serve your area.
- A list of local service facilities for diesel repair, sanitary dump stations, bus wash racks, fuel stations and short/long term bus parking.
- **Knowledge of local laws, regulations, ordinances or fees that affect the operation of a motorcoach within your city, state or province.**
- Examples of promotional brochures and tour-planning guides that can be sent to the Operator following Marketplace. Multilingual brochures should be available.
- **Availability of transparencies, prints, separations, logos, videos or preprinted brochure shells for the Operator's use in tour promotion.**
- Accessibility of cooperative advertising funds to help the tour company promote your destination.
- Information regarding FAM trip opportunities.
- A schedule of media advertising (forecasted 12-18 months) that may motivate a Tour Operator to promote your destination.

Attraction Checklist

- A minimum supply of 150 business cards.
- Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts. Include your toll-free, direct, and fax numbers, and e-mail and Web address.
- A presentation book such as a loose-leaf binder that offers a pictorial representation of your attraction.
- A map that geographically positions your attraction and shows access to major roadways, cities and other tour regions, destinations or attractions.
- Operation hours and program schedules for the upcoming 12-18 months.
- Escort notes/guide speak for accurate tour narration of your attraction.
- Information regarding handicapped-accessible facilities.
- Reserved or block seating at park events or programs to allow the tour group to be together. Also, have information on barrier-free facilities.
- **Private, "insider" or special interest tours of your facility.**
- A designated group entrance to expedite tour movements with a motorcoach-accessible area reserved for bus parking.
- Blackout periods when special events or conventions may preclude a tour from using your attraction. Also, advise the operator of any construction/renovation or traveling exhibits that might affect the tour group's overall experience.
- Multi-tiered pricing with net, tour operator rates to entice the Tour Operator's business.
- Complimentary or special considerations for the escort, driver or group.
- **A definitive reservation/deposit/refund policy for tour group admissions and a billing policy.**
- Examples of promotional brochures that can be sent to the Operator following Marketplace. Multilingual brochures should be available.
- Availability of transparencies, prints, separations, or logos for the Operator's use in the tour promotion.

Food Service Checklist

- A minimum supply of 150 business cards.
- Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts. Include your toll-free, direct, and fax numbers, and e-mail and Web address.
- A presentation book such as a loose-leaf binder that offers a pictorial representation of your restaurant.
- A map that geographically positions your restaurant and shows access to major roadways, attractions and other tour regions or destinations.
- Certainty that a bus will clear any signs, marquees, low trees, entrances and awnings. You must have a motorcoach-accessible area for parking. Also, have information on barrier-free facilities.
- Capability of handling a large group of people during breakfast, lunch or dinner. Will prospective tours need to be accommodated during non-peak times?
- **Capability of handling a large group of people for meal service in either the restaurant or banquet facilities.**
- Will the meal be plated or buffet-style?
- **Special menus and the capability of accommodating dietary requests such as Kosher/modified Kosher, low sodium, low fat, or vegetarian.**
- Blackout periods when special events or scheduled club meetings may preclude a tour from dining at your restaurant.
- Multi-tiered pricing with net, tour operator rates to entice the Tour Operator's business.
- Complimentary or special consideration for the escort, driver or group.
- Does your establishment offer any meal packages in conjunction with hotels or attractions?
- A definitive reservation/deposit/refund policy for tour groups and a billing policy.
- Examples of promotional brochures and menus that can be sent out to the Operator following Marketplace.
- Multilingual, Braille or large print menus or multilingual staff are available, if needed.
- Special menus and pricing with the capability of accommodating dietary requests such as Kosher/modified Kosher, low sodium, low fat or vegetarian.
- **Number of restrooms.**
- Information regarding handicapped-accessible facility.

Lodging Checklist

- A minimum supply of 150 business cards.
- Concise Profile Sheet (approximately 100) highlighting your services, and key tour contacts. Include your toll-free, direct, and fax numbers, and e-mail and Web address.
- A presentation book such as a loose-leaf binder that offers a pictorial representation of your rooms, facilities and amenities/services. Also, have information on barrier-free facilities.
- A map that geographically positions your property and shows access to major roadways, attractions, cities and other tour regions or destinations. Also, be able to describe nearby services, including gift shops, drug stores, restaurants, recreation and emergency medical centers.
- **A list of local service facilities for diesel repair, sanitary dump stations, bus wash racks, fuel stations and short/long term bus parking.**
- Understanding of how the tour segment fulfills your market mix and revenue goals.
- Knowledge of when (days of the week/season) tours can most easily be accommodated and the number of discounted rooms allotted to the group tour market.
- **Ability to block rooms together, handle early and late arrivals/departures.**
- Provisions for mass baggage handling, hired security or lifeguards.
- Certainty that a bus will clear any signs, marquees, low trees, entrances and awnings. You must have a motorcoach-accessible area for parking.
- Multi-tiered pricing with net, tour operator rates (forecasted 12-18 months) to entice the Tour Operator's business.
- Complimentary or special considerations for the escort, driver or group.
- A definitive reservation/deposit/refund policy for tour groups and a billing policy.
- Does the property offer any packages including attractions, special activities or restaurants?
- Dates/descriptions of local events, festivals, or activities to assist an Operator's tour scheduling.
- **Blackout periods when special events or conventions may preclude securing rooms and services. Also, highlight value periods/shoulder seasons when rooms are readily available.**
- Capability of handling a large group of people for meal service in either the restaurant or banquet facilities.
- Special menus and pricing with the capability of accommodating dietary requests such as Kosher/modified Kosher, low sodium, low fat or vegetarian.
- Information regarding handicapped-accessible facilities.
- Examples of promotional brochures that can be sent to the Operator following Marketplace.
- Multilingual, Braille or large print menus or multilingual staff are available, if needed.
- Availability of transparencies, prints, separations or logos for the Operator's use in the tour promotion.

ABA's Marketplace

Schedule

Friday: Registration and Service Centers open 2pm– 6pm

Saturday: Sightseeing Tours 9am-1pm; Marketplace Networking Floor and Reception 1:30-6pm; ABA Foundation Live Auction 4 pm; Education Seminars; ABA Council Meetings; Experience Omaha on Your Own!

Sunday: DMO/Receptive/Charter Appointment Session; Education Seminars; All-Delegate Lunch; CEO Roundtable; Evening Event @ The Durham Museum



*Free Shuttle Service on
Friday, Saturday &
Wednesday*

ABA's Marketplace

Schedule

Monday: Lodging/Attraction/Associate/Allied Association Appointment Session; All-Delegate Broadway Lunch; Education Seminars; Busworld Academy; Dine Around Omaha; Foundation Afterglow 9:30pm (ticketed event)

Tuesday: Lodging/Attraction/Associate/Allied Association Appointment Session; All-Delegate Lunch; Busworld Academy; Education Seminars; Closing Night Event Sponsored by Visit Baltimore



For maximum return on investment, arrive on Friday and depart Wednesday morning.

Planning Your Marketplace Week

Develop Your Week's Schedule

- Block out the days you have appointments.
- If you are a first-time delegate, make sure you go through the Orientation process.
- Mark the times for the breakfasts, luncheons, dinners and hospitality events that you will attend.
- Select the education seminars that you would like to attend and pencil them into your itinerary.
- Attend a sightseeing tour on Saturday.
- Block out time to do research in the Resource Central on the companies who you will be meeting with during your appointments.
- Target those companies you would like to meet with and attempt to schedule an appointment with them. If you do not have a mutual appointment time available to meet, try to schedule a meeting outside the Marketplace floor.
- Make reservations for the dine-around.
- Schedule some time to volunteer for ABA to meet new friends and get better acquainted with Marketplace.
- Follow ABA on the Marketplace App as well as social media - Facebook and Twitter to get the latest updates.

Tips for Success at ABA's Marketplace

- Participate in scheduled events but remember you can't be everywhere at one time. It is OK to schedule some down time for yourself to regroup and relax.
- On your appointment day you may find you have extra nervous energy. Wear a suit with pockets to carry a granola bar or other snack items to munch on during your breaks. Food and drinks are also available on the Marketplace Networking Floor.
- Do your research
- Attend educational seminars
- Use all networking opportunities
- Appointment etiquette
- Volunteer
- Pack appropriate clothes - wear comfortable shoes. Your professional image is a must to uphold, but that doesn't mean your feet have to pay for it.

Making Additional Contacts at Marketplace

Walk the Marketplace Business Floor

- The Marketplace Business Floor will be open to all Appointment Takers and Business Floor Seller delegates for the entire Marketplace week.
- Appointment Takers and Business Floor delegates can access the Business Floor all day Sunday, Monday, and Tuesday regardless of when they have pre-scheduled appointments and/or when their segment session (DMO, Lodging, Attraction, Receptives, Charter Operator, Associate, Allied Associations) is scheduled.

Alternative Ways To Fill Open Appointments

- Sellers and Buyers are encouraged to sit together at meal functions and learn more about each other. Remember...meal functions are a great opportunity to make long-term contacts and meet new people.
- Identify new ABA Motorcoach and Tour Operator members attending Marketplace. Many of these new companies will not have prescheduled appointments and will be looking to develop their programs. They could be important clients for future business.
- It is encouraged that you do homework prior to your arrival at Marketplace. You may also visit the Resource Central and do your homework. Search the Motorcoach and Tour Operator Database; review the Buyer's Profile forms; and research operators using their websites. These tools will provide more information on the Buyers and help you conduct a great appointment.

Sample Questions

- **After reviewing your profile online, I still have some questions that I need answered in order to help you to bring your tours into our (area, region, attraction, property, etc.).**
- What specific types of tours does your company bring into our region?
- What percentage is per capita/public tours or preformed tours?
- Would you describe what your customers' expectations are when they go on one of your tours?
- Why do your customers purchase your product(s)?
- **What types of activities or sites do your customers really rave about?**
- How does your company market its products? (i.e. directly to customers, to other operators, through travel agencies, other, explain: _____)
- **How would your company include our product(s)/destination(s) within your tours?**
- What companies are your major competitors?
- How many coaches would you be bringing into our area for a tour? A series tour? What season(s)?
- What are your major concerns in choosing a working relationship with a supplier?
- What hotels have you used successfully in the past and why were they successful?
- Within your office, who is responsible for choosing your tour products?
- Is there more than one person doing the choosing. Or, is your staff responsible for a geographical region or type of product line?

Post Marketplace

It is key to carry the energy and excitement of Marketplace back to your company and put it into action.

Don't let all of your hard work and business connections fall in the To Do List- make your follow-ups a priority!

Evaluation

- **Complete an evaluation. This will help us identify areas for improvement as well as develop new tools to make your future Marketplace experiences even more profitable.**

Business Follow Up

- **Make certain that you follow up on the appointments that you had during your business sessions.**
- **Contact delegates that you met during networking sessions.**
- **Keep your company's profile updated to reflect all current products and services.**
- **Research and contact operators/sellers throughout the year using the My Member Search function in My ABA.**
- **Review new members listed in the ABA Insider for new business prospects throughout the year.**
- **Nominate yourself to serve on a leadership committee. This is a great networking and business development opportunity.**
- **Sponsor an ABA meeting or event outside of Marketplace to keep your name in front of the buyers.**
- **Purchase ad space in one of the ABA publications to extend your reach.**
- **Budget for the next Marketplace so you can build your business relationships for long-term sales success.**

What Your Boss Needs to Know

- Marketplace investment includes Networking & Educational opportunities.
- There is a possibility that you may not book business on the floor.
- ROI can take an average of 3 years.
- Attend the full length of ABA's Marketplace.

Get Involved

Join ABA!

Volunteer!

Sponsor!

Attend Marketplace 2020 in Omaha!

Self-Nominate for an ABA Committee!