



AMERICAN BUS ASSOCIATION

PROFILE SHEET GUIDELINES

- ✍ Must be one page, copied front and back on 8½” x 11” paper.
- ✍ Should be black and white. This ensures easier reading and allows easier reproduction of the Profile Sheets.
- ✍ Must have a 1” left-hand margin and be three-hole punched.
- ✍ Must be duplicated and readied for distribution before your appointment session.
- ✍ Must include complete address, phone and fax numbers, and contact name.
- ✍ Profile Sheets may be distributed during your actual appointment or during the MarketplaceMinutes session.

PROFILE SHEET RECOMMENDATIONS

- ✍ Feature characteristics of product/location in bullet-point format.
- ✍ Use a font and type size that are easy to read and follow.
- ✍ Include maps if applicable.
- ✍ Provide a list of “bus friendly” services that are offered.
- ✍ Discuss “what’s new” in your location or company.
- ✍ List peak seasons of operations.
- ✍ Give a detailed description of products and services.
- ✍ Include group policies, incentive booking programs, etc.

IN ADDITION

- ✍ Delegates **are not required** to provide Profile Sheets.
- ✍ **Only** appointment-taking delegates may distribute Profile Sheets on the Marketplace Floor. The forms may be distributed during the actual appointment or during MarketplaceMinutes.
- ✍ Forms **should not be mailed in advance to Buyers.** As you are preparing for time out of the office, appointment sessions, and making final arrangements for the handling of groups in your absence, so too are the bus and tour operators. Please be as courteous in your preparation for the appointments as you are during the appointments.

Fax No: E-Mail Address: Internet Address:	Destination or Region Highlights:
New Itineraries & Attractions for the Coming Year: <hr/> <hr/> <hr/>	
Services for Operators: <input type="checkbox"/> Brochure Shells <input type="checkbox"/> FAM Tours <input type="checkbox"/> Bus Parking <input type="checkbox"/> Graphics/Clip Art <input type="checkbox"/> CD ROMs <input type="checkbox"/> Group Rates/Discount <input type="checkbox"/> Comp. Driver Policy <input type="checkbox"/> Photographs <input type="checkbox"/> Consumer <input type="checkbox"/> Tier Pricing Brochures <input type="checkbox"/> Tour Planning <input type="checkbox"/> Co-Op Advertising	Top Five Area Attractions: <hr/> <hr/> <hr/> <hr/> <hr/>
Calendar of Events: (list event name/date and details)	
January: February: March: April: May: June:	July: August: September: October: November: December:
Members of: <input checked="" type="checkbox"/> American Bus Association <input type="checkbox"/> Ontario Motorcoach Assoc. <input type="checkbox"/> American Society of Travel Agents <input type="checkbox"/> Travel Industry Assoc. <input type="checkbox"/> National Tour Association <input type="checkbox"/> United Motorcoach Assoc.	Trade Publications & Available Services That We Advertise In:

<p>Fax No: E-Mail Address: Internet Address:</p>	<p>Handicapped Access? <input type="checkbox"/> Yes <input type="checkbox"/> No Motorcoach Parking? <input type="checkbox"/> Yes <input type="checkbox"/> No Reservations Required? <input type="checkbox"/> Yes <input type="checkbox"/> No Total Seating Capacity: _____</p> <p>Type of Restaurant: <input type="checkbox"/> Upscale <input type="checkbox"/> Midprice <input type="checkbox"/> Economy</p> <p>Type of Service <input type="checkbox"/> Buffet/Cafeteria <input type="checkbox"/> Family Style <input type="checkbox"/> Full Service</p>
<p>2004 Group Menu Rates: Breakfast From \$ _____ to \$ _____ Lunch From \$ _____ to \$ _____ Dinner From \$ _____ to \$ _____</p>	<p>Days Open: _____</p>
<p>Are Rates Inclusive? <input type="checkbox"/> Yes <input type="checkbox"/> No If not: Tax Rate _____% Gratuity _____% Is Tier Pricing Offered? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>Hours of Operation: _____</p> <p>Dates Closed: _____ _____ _____</p>
<p>Complimentary Policy:</p>	<p>Marketing Aids: <input type="checkbox"/> Brochure Shells <input type="checkbox"/> FAM Tours <input type="checkbox"/> Bus Parking <input type="checkbox"/> Graphics/Clip Art <input type="checkbox"/> CD ROMs <input type="checkbox"/> Group Rates/Discount <input type="checkbox"/> Comp. Driver <input type="checkbox"/> Photographs Policy <input type="checkbox"/> Tier Pricing <input type="checkbox"/> Consumer <input type="checkbox"/> Tour Planning Brochures <input type="checkbox"/> Co-Op Advertising</p>
<p>Advance Deposit Policy:</p>	<p>Cancellation Policy:</p>
<p>Special Services Offered to Groups:</p>	
<p>Description of Restaurant, Type of Cuisine, etc.:</p>	
<p>Recommended Amount of Time Required to Dine: _____</p>	<p>Trade Publications & Available Services That We Advertise In:</p>
<p>Members of: <input checked="" type="checkbox"/> American Bus Association <input type="checkbox"/> Ontario Motorcoach Assoc. <input type="checkbox"/> American Society of Travel Agents <input type="checkbox"/> Travel Industry Assoc. <input type="checkbox"/> National Tour Association <input type="checkbox"/> United Motorcoach Assoc.</p>	

<p>Fax No: E-Mail Address: Internet Address:</p>	<p>Overview of Services:</p>
<p>Step-On Guide Services Offered for Following Cities:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>Receptive Packages Offered for Following Areas:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>Complimentary Policy:</p>	<p>Marketing Aids:</p> <p><input type="checkbox"/> Brochure Shells <input type="checkbox"/> FAM Tours</p> <p><input type="checkbox"/> Bus Parking <input type="checkbox"/> Graphics/Clip Art</p> <p><input type="checkbox"/> CD ROMs <input type="checkbox"/> Group Rates/Discount</p> <p><input type="checkbox"/> Comp. Driver <input type="checkbox"/> Photographs</p> <p>Policy <input type="checkbox"/> Tier Pricing</p> <p><input type="checkbox"/> Consumer <input type="checkbox"/> Tour Planning</p> <p>Brochures</p> <p><input type="checkbox"/> Co-Op Advertising</p>
<p>Advance Deposit Policy:</p>	<p>Cancellation Policy:</p>
<p>Special Services Offered to Groups:</p>	
<p>Additional Information:</p>	
<p>Members of:</p> <p><input checked="" type="checkbox"/> American Bus Association <input type="checkbox"/> Ontario Motorcoach Assoc.</p> <p><input type="checkbox"/> American Society of Travel Agents <input type="checkbox"/> Travel Industry Assoc.</p> <p><input type="checkbox"/> National Tour Association <input type="checkbox"/> United Motorcoach Assoc.</p>	<p>Trade Publications & Available Services That We Advertise In:</p>

<p>Fax No: E-Mail Address: Internet Address:</p>	<p style="text-align: center;">General Description</p> <p>Type: <input type="checkbox"/> Hotel <input type="checkbox"/> Motel <input type="checkbox"/> Resort <input type="checkbox"/> Other _____ Class: <input type="checkbox"/> Economy <input type="checkbox"/> Budget <input type="checkbox"/> Moderate <input type="checkbox"/> Deluxe <input type="checkbox"/> Luxury Locale: <input type="checkbox"/> Airport <input type="checkbox"/> In-Town <input type="checkbox"/> Suburban to _____</p> <p># of Buildings: _____ # of Floors: _____ # of Elevators: _____ Corridors: <input type="checkbox"/> Interior <input type="checkbox"/> Exterior</p>
<p>2004 Rack Rates:</p> <p>From _____ To _____ \$ _____ Single \$ _____ Double \$ _____ Triple \$ _____ Quad From _____ To _____ \$ _____ Single \$ _____ Double \$ _____ Triple \$ _____ Quad From _____ To _____ \$ _____ Single \$ _____ Double \$ _____ Triple \$ _____ Quad</p>	
<p>2004 Net Group Tour Rates:</p> <p>From _____ To _____ \$ _____ Single \$ _____ Double \$ _____ Triple \$ _____ Quad From _____ To _____ \$ _____ Single \$ _____ Double \$ _____ Triple \$ _____ Quad From _____ To _____ \$ _____ Single \$ _____ Double \$ _____ Triple \$ _____ Quad</p>	
<p>Total Rooms _____ Room Breakdown: # with One Bed _____ # with Two Beds _____ Additional Person Per Room \$ _____ Baggage Handling: Per Bag \$ _____ Per Person \$ _____ Check-In Time: _____ Check-Out Time: _____</p>	<p>Handicapped Access? Non-Smoking Rooms? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>Are Rates Inclusive? <input type="checkbox"/> Yes <input type="checkbox"/> No If not: Tax Rate _____ % Service Charge _____ %</p> <p>Is Tier Pricing Offered? <input type="checkbox"/> Yes <input type="checkbox"/> No</p>
<p>Motorcoach Parking? Type of Restaurant: <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Upscale Restaurant On-Site? <input type="checkbox"/> Midprice <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Economy Total Seating Capacity: _____</p>	<p>Advance Deposit \$ _____ Cancellation Policy:</p>
<p style="text-align: center;">On-Site Amenities:</p> <p><input type="checkbox"/> Bellman <input type="checkbox"/> Restaurant(s) # _____ <input type="checkbox"/> Lounge(s) # _____ <input type="checkbox"/> Safety Deposit <input type="checkbox"/> Vending Machines <input type="checkbox"/> Room Service <input type="checkbox"/> Gift Shop <input type="checkbox"/> Wake-Up Service <input type="checkbox"/> In-Room Movies <input type="checkbox"/> Game Room <input type="checkbox"/> Indoor Pool <input type="checkbox"/> Outdoor Pool <input type="checkbox"/> Exercise Room <input type="checkbox"/> Whirlpool <input type="checkbox"/> Sauna <input type="checkbox"/> Valet Service <input type="checkbox"/> Guest Laundry <input type="checkbox"/> Motorcoach Parking</p> <p>Services Offered to Tour Groups: _____ _____ _____ _____ _____ _____ _____</p>	<p>List your proximity to major attractions, sites, museums, theatres, sporting venues, gaming, specialty restaurants, shopping, etc., that appeal to and accommodate tour groups:</p> <p>_____ Distance _____ _____ Distance _____ _____ Distance _____ _____ Distance _____ _____ Distance _____ _____ Distance _____ _____ Distance _____</p>
<p>Members of:</p> <p><input type="checkbox"/> American Bus Association <input type="checkbox"/> Ontario Motorcoach Assoc. <input type="checkbox"/> American Society of Travel Agents <input type="checkbox"/> Travel Industry Assoc. <input type="checkbox"/> National Tour Association <input type="checkbox"/> United Motorcoach Assoc.</p>	<p>Trade Publications & Available Services That We Advertise In:</p>

Fax No: E-Mail Address: Internet Address:		Tour/Charter Contact: Other Contacts: Affiliated Companies: Years Company in Business: _____ Approximate Number of Passengers per Year: _____	
Motorcoaches: <input type="checkbox"/> Own - # of Coaches _____ <input type="checkbox"/> Charter <input type="checkbox"/> Handicapped Accessible	Percentage of Business: _____% Retail _____% Charter _____% Scheduled Service _____% Travel Agency _____% Preformed	Percentage of Trips: _____% Day Trips _____% One-Night Trips _____% Multi-Day Trips	Percentage of Customer Base: _____% Seniors _____% Students _____% International _____% Mixed Adult _____% Business Groups
Tour Destinations: (check all that apply): <input type="checkbox"/> Northeast U.S. <input type="checkbox"/> Quebec <input type="checkbox"/> Southeast U.S. <input type="checkbox"/> Ontario <input type="checkbox"/> Northwest U.S. <input type="checkbox"/> Canadian Maritimes <input type="checkbox"/> Southwest U.S. <input type="checkbox"/> Central Canada <input type="checkbox"/> Upper Midwest U.S. <input type="checkbox"/> Western Canada <input type="checkbox"/> Central U.S. <input type="checkbox"/> Mexico		Top Five Cities Most Often Overnights In: _____ _____ _____ _____ _____	
Types of Attractions Used (Check all that apply): <input type="checkbox"/> Amusement Parks <input type="checkbox"/> Museums <input type="checkbox"/> Casinos <input type="checkbox"/> Musical Events <input type="checkbox"/> Festivals <input type="checkbox"/> Riverboats/Cruise Lines <input type="checkbox"/> Flower Shows <input type="checkbox"/> Shopping <input type="checkbox"/> Lunch/Dinner Theatres <input type="checkbox"/> Special Events		Type of Hotels Used: <input type="checkbox"/> Upscale <input type="checkbox"/> Midprice <input type="checkbox"/> Economy <input type="checkbox"/> Full Service <input type="checkbox"/> Limited Service	AAA Ratings Used: <input type="checkbox"/> ♦♦♦♦ <input type="checkbox"/> ♦♦♦ <input type="checkbox"/> ♦♦ <input type="checkbox"/> ♦
Type of Restaurants Used: <input type="checkbox"/> Upscale <input type="checkbox"/> Midprice <input type="checkbox"/> Economy	Percentage of Charters & Tours Include: _____% Breakfast _____% Lunch _____% Dinner	We Use: <input type="checkbox"/> Step-on Guides <input type="checkbox"/> Receptive Operators Areas Where Required: _____ _____	
We Produce a Publication for Pre-Scheduled Tours: <input type="checkbox"/> Yes <input type="checkbox"/> No We Sell Advertising in this Book: <input type="checkbox"/> Yes <input type="checkbox"/> No			
New Information We Are Looking For in Our Tour Program:			
To Make Our Job Easier, a Travel Member Could:			
Members of: <input type="checkbox"/> American Bus Association <input type="checkbox"/> Ontario Motorcoach Assoc. <input type="checkbox"/> American Society of Travel Agents <input type="checkbox"/> Travel Industry Assoc. <input type="checkbox"/> National Tour Association <input type="checkbox"/> United Motorcoach Assoc.		Trade Publications & Available Services That Influence Itinerary Decisions:	