



STAR Packet 2006

This Marketplace packet is designed to help first-time attendees become familiar with and prepare for a successful American Bus Marketplace.

TOP TEN STEPS FOR A SUCCESSFUL STAR

1. **Visit the Orientation Center** to learn the do's and don'ts, will's and won'ts and to receive your Marketplace *Official Program*, STAR packet, and participate in our Passport to STARdom program.
(Earn a Passport to STARdom Stamp).
2. **Watch the Marketplace video in the Orientation Center.**
3. **Attend the Orientation Education Workshop** "*Your Passport To Success.*"
(Earn a Passport to STARdom Stamp).
4. **Participate in a Floor Tour.** You'll get a jump-start on how to navigate the Marketplace Business Floor. **(Earn a Passport to STARdom Stamp).**
5. **Spend quality time in the Learning Center.** Research potential clients and learn about their business.
6. **Attend Education Seminars** to keep up on what is happening in the industry.
7. **Sellers: Attend your State/Provincial Caucus.** On Sunday, February 5, your caucus leader will distribute sales leads from their appointments on the Business Floor to delegates in their state.
8. **Relax, have fun.** Remember to get a good night's sleep before your business appointments.
9. **Carry Business Cards** – and plenty of them.
10. **Ask Questions** – Marketplace volunteers are ready to help.
11. **Use all meal functions and social events effectively.** These networking opportunities provide you with time to learn more from your colleagues in the industry.
12. **Sellers - Listen carefully during your appointments.** Learn what the Buyer's needs are and then tell them how you can realistically fulfill them.
13. **Sellers - Remember to do your Marketplace follow-up.** Ask the Buyer when is the best time to send the information to their office and follow-up accordingly.

*Earn 3 Stamps on your Passport to STARdom Card and return it to the Orientation Center to be eligible for the STAR prize.

Marketplace 2006 Guide

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February 3-8, 2006

Registration Information

Individual registration fees include:

- Marketplace business appointment sessions (appointment-taking delegates only)
- Full access to the Marketplace Networking Floor
- More than 40 Education seminars
- Sightseeing Tours
- 16 all-delegate meal and social functions as outlined in the schedule of events

Convention Center and Hotel Information

Gaylord Opryland Resort
Hotel and Conference Center
2800 Opryland Drive
Nashville, TN 37214-1297

Radisson Hotel at Opryland
2401 Music Valley Drive
Nashville Tennessee 37214

Housing forms may be found at www.buses.org/marketplace.

Important Dates and Deadlines

July 15, 2005	Registration materials mail to all ABA members. Travel Industry Sellers are registered on a first-come, first-served basis
July 18, 2005	Registration materials available at www.buses.org/marketplace .
August 3, 2005	Marketplace Passport live.
Oct. 1, 2005	Deadline for Operator Early Bird Registration. Operator regular registration begins - \$350 per delegate. Research databases live.
Oct. 24, 2005	Appointment Request materials become available. Deadline to cancel and receive a 50% refund. No refunds will be given after this time.
Jan. 9, 2006	Deadline to submit appointment requests.
Jan. 12, 2006	ABA to conduct final run of appointment schedules.
Jan. 13, 2005	Final mailing to all attendees. Appointments will be emailed to delegates. Manual scheduling live.
Jan. 30, 2006	Manual scheduling off.
Feb. 3, 2006	Marketplace begins. Manual scheduling live.

Travel Industry Seller Delegate

- \$1055 per delegate for full week participation. Includes both appointment-taking and observer delegates.
- \$600 per Seller guest. Guests may not be employed by ABA member companies.

All fees are in U.S. dollars.

Fees do not include housing or transportation.

Travel industry Seller registration forms must be returned **as soon as possible** for organizations to be eligible for appointments. Registration forms are processed on a first-come, first-served basis. As sessions fill, pending registrations are wait-listed for appointments. If registered before the session fills, all travel industry Seller organizations are eligible to have one appointment-taking delegate. Additional appointment-taking delegates are registered based on the number of operator Buyer requests the travel industry Seller organization received at the previous Marketplace.

Motorcoach and Tour Operator Buyer Delegate

- \$250 per delegate for full week registration if received by October 1, 2005.
- \$350 per delegate for full week registration if received after October 1, 2005.
- \$250 per Buyer guest.

All fees are in U.S. dollars.

Fees do not include housing or transportation.

Associate Delegate

- \$700 per Associate delegate.
- \$600 per Associate guest.
- \$1055 per Appointment-taking Associate delegate.

All fees are in U.S. dollars.

Fees do not include housing or transportation.

Day Pass Program

The ABA Marketplace Day Pass program allows registered Destination Marketing Organizations the opportunity to bring one or more of their members – who are not current ABA members – to Marketplace for one day. The cost for a non-member is \$250 – of which \$100 is rebated if they join ABA.

The Day Pass program also allows DMO's to bring their Executive Staff to Marketplace for a sneak preview. The cost for an Executive Staff member to attend is \$150. It is not available to sales or marketing staff, who are invited to attend Marketplace as an Appointment-taking delegate (if they qualify) or an Observer Delegate.

For the first time, CTIS graduates are also invited to attend Marketplace on a CTIS Daypass. The CTIS Daypass is available for Wednesday, February 3 so that CTIS graduates may attend the CTIS graduation and participate in Marketplace events for one-day.

The Day Pass gives access to all Marketplace functions, education seminars and events for one day only, and allows access to the Marketplace Networking Floor, but not the Marketplace Business Floor.

The rules of the Day Pass program are as follows:

- This pass is good for one day only, and is available on the following days:
 - DMO's – Saturday
 - Hotels – Monday
 - Attractions – Wednesday
- The bearer must pick up the pass at registration on the morning of activation.
- The bearer is responsible for following all rules and regulations of Marketplace.

Marketplace Passport

This passport is your individualized account of your Marketplace event registration. You can use this tool to confirm all of your registration details, make updates, conduct research and make appointments.

Getting Started

Go to www.buses.org/marketplace and click on “Access Marketplace Passport”
Enter your delegate number (Found on your delegate confirmation letter).
Enter your password (Found on your delegate confirmation letter).

Event Passport Page

This page is a record of all of your individualized Marketplace registration information. You can confirm the following information: Delegate Name, Company Name, Registration Contact, Registration Type, Delegate Type, Registration Date, Delegate Contact Information: Address, Phone, Fax and Email, Special Needs Requests, Dietary Requests, Badge Requests, and Optional Activities (i.e. Afterglow Foundation event).

If any information needs correction or updating, click on the red email address in the top center of the page or email mkplonline@buses.org. This will ensure that your Marketplace registration and contact information is correct and up-to-date.

Next Steps: The Passport Stamps

This page is a set of “Visa Stamps” which will shortcut your entry into the various areas:

- ABA Marketplace Page
- Attendee List
- Housing
- Education Schedule
- Additions/Cancellations
- Message Center
- Travel Information
- Research Database
- Appointment Request
- [View Appointment Schedule](#)
- Update Marketplace Profile

Appointment Sessions

Marketplace offers seven-minute prescheduled appointments, where 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 appointment-taking delegates are seated at individual booths for the entire week and have appointments on Saturday, Sunday, Monday, Tuesday, and Wednesday. There are 182 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 52 appointment slots available in the Seller appointment schedule. The Seller session is based on the company's membership code and is scheduled as follows:

- **Destination Marketing Organization Sellers** meet Saturday afternoon and Sunday morning with Operator Buyers.
- **Lodging Organization Sellers** meet Monday morning and Wednesday morning with Operator Buyers.
- **Attraction, Food Service, and Local Receptive Sellers** meet Monday afternoon, Tuesday morning, and Wednesday afternoon with Operator Buyers.

On-Site Services

Marketplace Networking Floor, you asked, ABA listened! The all-new, all-inclusive Marketplace Networking Floor will again be showcased in Nashville. Utilize the Message Center, Learning Center, Orientation Center, E-Mail Center and enjoy refreshments in our expansive lounge while visiting with our numerous vendors and sponsors. The Marketplace Networking Floor is open all the time, to all delegates and gives you another opportunity to Market YOUR PLACE at Marketplace!

First-time STAR delegates are required to visit the **Orientation Center** for a personalized, one-on-one counseling session conducted by a Marketplace veteran. STAR delegates also receive an *Official Program*, helpful tips and advice, and a special STAR ribbon. Look for STAR pins, worn by a select group of Marketplace veterans who are happy to meet you and help you with any questions you may have during Marketplace week.

Utilize ABA's **Learning Center** to learn more about Buyer companies and their operations while preparing for your appointment sessions. ABA's on-line database allows you to research Buyer companies quickly, easily view their profile forms and visit their web site. Define your own search, or use searches set up for you to get the exact information you are looking for. You can also browse through Buyer brochures and catalogs to see what type of tour packages operators are offering to their customers.

Attend the **Education Seminars**, featuring professional speakers, to learn more about today's most relevant topics including operations, marketing, sales and personal development. Our diverse educational program offers topics that apply to everyone's business and experience level. In addition, be sure to attend the "Your Passport to Success" workshop – an added bonus to further enhance your Marketplace experience.

Use the computerized **Message Center** to communicate with fellow Buyer and Seller delegates. Buyer messages are delivered directly to their booths and ABA volunteers enter their responses directly into the computer system. Sellers are responsible for sending and retrieving their own messages. Delegates may also use the Message Center to leave questions regarding Marketplace. These inquiries will be answered in various forums throughout Marketplace week.

Volunteer Opportunities

We want you to get involved. ABA offers many areas for you to volunteer...whether you're a first-time attendee or a seasoned pro. Information will be sent to all registered delegates and available on our website in October.

Education Seminars – Volunteers are needed to monitor the seminars, distribute seminar materials, and collect evaluations – perfect for any attendee.

The Learning Center – Our state of the art Learning Center contains information about Marketplace Buyers and Sellers. Volunteers are needed to help delegates locate the information they are looking for, and navigate their way through ABA's exclusive database program – perfect for the computer wiz.

Message Center – Volunteers are needed to deliver messages to Buyers on the floor and type in responses – perfect for any Marketplace experience level.

Orientation Center – Special area for STAR (first-time) delegates. Volunteers will be needed to serve as mentors – perfect for Marketplace veterans.

Registration – Volunteers are needed to welcome delegates – perfect for the first-time attendee.

What are the benefits of Volunteering? You can network and meet new people, make friends and receive a special recognition ribbon.

Prescheduled Appointments

More than 65,000 appointment requests are prescheduled for Marketplace week. Beginning on Oct. 24, 2005, all appointment-taking delegates 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 Web site, www.buses.org/marketplace, allowing you to change and update your requests up until the minute they are scheduled. Requests not received by January 9, 2005 will not be included in the appointment scheduling process.

Tips on Requesting On-line Appointments for the American Bus Marketplace

Start With the Materials ABA Will Send You

- The Appointment Request Mailing will contain important information on how to research and request your appointments.
- 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.

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 prioritized based on the date your appointment requests are returned.**
- Keep a copy of your requests for your records.
- ABA's appointment scheduling program schedules nearly 100% of mutually requested appointments (meaning both the Buyer and Seller requested to meet with each other), and 90% of the Buyer requested appointments. Requesting the maximum appointments allowed increases your chances of getting those mutual requests.
- **ABA's goal in scheduling appointments in this manner is to provide you with the very best quality appointments possible.**

Sellers: Search the Member Profiles on ABA's Web site

- Profile forms for all companies attending Marketplace are available on-line through your Marketplace Passport. Using the interactive Motorcoach and Tour Operator 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: Tour Destinations, Intermodal Programs, Marketing Activities, Operator Size, Customer Base, Facilities Used.
- Remember when searching the profile database, the more criteria you select, the smaller the results of your search will be.
- 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.

Your Goal Should be to Find the “Value Proposition” or “Sales Message” for the Operator

- Remember the 80/20 rule: 80% of your visitors come from 20% of your feeder areas.
- Go after a targeted group of prospects based on your search findings. The number of appointments you schedule is not your primary objective. It is better to have 2 great opportunities than 20 okay prospects.
- Finally, look up the Web site of specific companies that you are interested in to get more information on their current tour product.

Buyers: Search the Member Profiles on ABA's Web site

- 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: Tour Destinations, Amenities
- Remember when searching the profile database, the more criteria you select, the smaller the results of your search will be.
- You may want to start with your ideal group. Choose your city as a top destination, the type of service/property. 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 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.

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 city tour on Friday and/or Sunday.
- Block out time to do research in the Learning Center on the companies who you will be meeting with during your appointments.
- Attend your state caucus on Sunday or pick up your state representative's leads to better target your "Hot List" to try to fill blank 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, make sure to meet them during the Mating and Networking Session, or try to schedule a meeting outside the Marketplace floor.
- Make reservations for the dine-around on Sunday night.
- Schedule some time to volunteer for ABA to meet new friends and get better acquainted with Marketplace.

Tips for Surviving Marketplace Week

- 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.
- Be sure to get enough sleep prior to your appointment session.
- Wear comfortable shoes. Your professional image is a must to uphold, but that doesn't mean your feet have to pay for it.
- Socializing and meeting new contacts is a large piece of the power of Marketplace. Many valuable contacts are made outside of the business floor at the social functions and events. Balancing your schedule to allow you enough time to network, and get enough rest will be your biggest challenge during the week.

Marketplace Buyer Checklist

Please use this guide to prepare for the American Bus Marketplace. A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

Operators

- 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 and send a profile form – along with a catalog – to ABA's Learning Center, so suppliers can learn about your company.
- Be in your booth for appointments and the Mating & Networking Session.
- Attend Marketplace education seminars.
- Be prepared for appointments that you did not request.
- Prior to Marketplace, send 2 copies of your brochure, fliers, website information for use in the Learning Center.

Marketplace Seller Checklist

A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

Destination Marketing Organization

- 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.

Attractions

- 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/guidespeak 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.

Marketplace Seller Checklist

A comprehensive knowledge of your organization's product and/or service will help you effectively communicate during your seven-minute appointments.

Food Services

- 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?
- 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.
- Number of restrooms.
- Information regarding handicapped-accessible facility.

Lodgings

- 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.

Profile Sheet Guidelines

- Should be one page, copied front and back on 8½” x 11” paper.
- Should be black and white. This ensures easier reading and allows for easier reproduction.
- Should have a 1” left-hand margin and be three-hole punched.
- Should be duplicated and readied for distribution before your appointment session.
- Should include complete address, phone and fax numbers, e-mail, web address and contact name.
- Feature characteristics of product/location in bullet-point format.
- Use a font and type size that is 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.
- **All** appointment-taking and observer delegates may distribute Profile Sheets on the Marketplace Business Floor.
- 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 Motorcoach and Tour operators. Please be as courteous in your preparation for the appointments as you are during the appointments.
- Profile Sheets may be distributed during your actual appointment or during the Mating & Networking Session.

How To Make Additional Contacts

Mating and Networking Session

Take advantage of this **networking opportunity** to meet and greet buyers with whom you don't have a prescheduled appointment. This twenty-minute session is the time to exchange business cards, drop off your profile forms and connect with potential business leads. There is a Mating and Networking Session for each Seller group. All Buyers are required to be seated at their booths to maximize the benefit of this session. Mating and Networking Sessions occur as follows:

- **Destination Marketing Organization Sellers**
Saturday, 12:10 p.m. – 12:30 p.m.
- **Lodging Organization Sellers**
Monday, 9:10 a.m. – 9:30 a.m.
- **Attraction, Food Service, and Local Receptive Sellers**
Monday, 2:25 p.m. – 2:45 p.m.

Make the Mating and Networking Session work for you by:

- Studying the Marketplace Business Floor and know where the Buyers are that you want to visit;
- Prioritizing a list of potential companies to seek out for business opportunities and organize your list by booth number/location (remember that booths are assigned in alphabetical order) and be prepared to drop off a business card and profile sheet;
- Practicing your approach for the Mating and Networking Session. Spend no more time than needed in front of the Buyer and definitely no longer than 60-seconds per stop.

State Caucuses

Caucuses will be held after the Sunday morning DMO appointment session. Attend your State/Provincial Caucus. This is a great source for sales leads. Your Destination Marketing Organization (DMO) contact will help you.

Walk the Marketplace Business Floor

Seller delegates may fill open appointments by walking the Marketplace Business Floor and meeting with available Buyers during a Buyer's open appointment, and during the Seller's Appointment Session. (Be careful that it's not the Buyer's Official Break time, noted on the sign in their booth.)

Alternative Ways To Fill Open Appointments

1. 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.
2. 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.
3. It is encouraged that you do homework prior to your arrival at Marketplace. You may also visit the Learning Center and do your homework. Search the Motorcoach and Tour Operator Database; review the Buyer's Profile forms; and research operators using their catalogues and web sites. These tools will provide more information on the Buyers and help you conduct a great appointment.

4. Utilize the Message Center computer system to communicate with your fellow delegates. Buyer messages are delivered directly to their booths and volunteers enter their answers into the computer.

Sellers: Sample Questions to Use With Your Tour & Motorcoach Buyers During Your Appointment

Open Probes

After reviewing the Learning Center, 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?
- Do you co-op any of your tour programs?
- Would your company be interested in using a receptive operator or step-on guide in our region for your tour?
- How many coaches would you be bringing into our area for a tour? A series tour? What season(s)?
- If you do not have coaches of your own, what coach company do you charter from?
- What category of hotels are you seeking to work with?
- 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?
- How do you prefer to book your space with hotels? Directly? Regional Office? National Office?
- 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?

Closed Probes

- How would you classify your business? (tour operator, motorcoach operator, wholesaler, international inbound/outbound operator)
- Does your company publish a catalogue? How often? (Annually? Quarterly? When?)
- Do you list which hotels, restaurants, sites, or activities that are included within your published tour products?
- Would you consider non-contracted hotels for preformed tours or ad-hoc groups?
- When you bring your tours to our region (destination) what type(s) of transportation do you use for your itinerary? (Motorcoach only, intermodal? (Other, explain: _____)
- Do you include meals with your tour programs? Are any meals arranged at the hotel?
- Do your clients have special menu needs to be considered?
- Are meals planned as a banquet function, coupon basis or other style?
- Do you mind if I work with others in providing follow-up information to you for your tours

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 on-line at www.buses.org/marketplace. 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.

Build on the leads that you received during your on-site caucus meeting.

Use the labels provided at Marketplace to help organize your business leads and need for follow-up

ABA Glossary Of Terms

Ad Hoc Tour

A packaged travel product provided by an operator as a one-time occurrence, e.g. a tour to the Summer Olympics.

Appointment

A seven-minute face-to-face meeting that occurs during a Marketplace business session. Each business session consists of 52 appointments. More than 65,000 appointment requests are prescheduled prior to Marketplace by computer, matching Buyer and Seller requests. Additional appointments may be scheduled on-site during the Mating and Networking Session. A list of prescheduled appointments is sent to each appointment-taking delegate prior to Marketplace. Buyer appointment-taking delegates also receive a book of prescheduled appointments at Registration. Seller appointment-taking delegates will need to print their appointments and bring them to Marketplace, as they will not be given a copy at Registration.

Appointment Request: Mutual

An appointment request submitted synonymously by a Buyer (Motorcoach/Tour Operator) and a Seller (Travel Industry Supplier), to meet with one another at a prescheduled Marketplace business session.

Appointment Request: Buyer

An appointment request submitted by a Buyer (Motorcoach/Tour Operator) to meet with a Seller (Travel Industry Supplier), at a prescheduled Marketplace business session.

Appointment Request: Seller

An appointment request submitted by a Seller (Travel Industry Supplier) to meet with a Buyer (Motorcoach/Tour Operator), at a prescheduled Marketplace business session.

Appointment-Taking Delegate

A Buyer or Seller permitted to conduct appointments at Marketplace during their assigned business session.

Associate Member

An ABA membership category designation for a supplier of goods and services to the motorcoach industry, to include bus manufactures, equipment companies, insurance carriers, etc.

Attraction, Food Service and Local Receptive Operator Member

ABA membership category designations for travel industry suppliers to the motorcoach industry, such as a historic/natural/manmade site or activity and to include museums, theme parks, casinos, shopping or entertainment venues, restaurants, rail/passengers vessels, receptive tour services, etc.

Buyer Delegate

The designation given to Motorcoach and Tour Operators who attend Marketplace to meet with travel industry suppliers (Sellers) to foster business relationships and plan future charters and tours.

Buyer Delegate: Appointment-Taking Delegate

A Motorcoach and Tour Operator permitted to conduct Marketplace appointments during their assigned business session.

Buyer Delegate: Rotation Delegate

A Motorcoach and Tour Operator who alternates the Marketplace appointment responsibilities with another company Buyer registrant. Buyers can send one rotation delegate for every appointment-taking delegate registered.

Catalog

Printed material produced by a motorcoach/tour/wholesale operator to promote their public tour product. This publication may be distributed to travel agents, affinity groups and other tour operators. The catalog description typically offers an itinerary listing of the destination, attractions and activities; departure dates and duration of the tour; and the terms of sale and any disclaimers. Some brochures may list travel suppliers utilized.

Catalog Tour

Also referred as a Public, Per Capita, Retail, Scheduled Tour. A packaged travel product provided by an operator and sold to the public, either directly or through travel agents. Individuals participating in such a tour do not know each other or share a common bond prior to travel. (also see Series Tour)

Caucus

A state/provincial meeting conducted by a Destination Marketing Organization (DMO) for distribution of motorcoach and tour operator leads and information to fellow travel industry suppliers from their area. Many DMOs conduct pre-caucus meetings prior to Marketplace. ABA also holds caucus meetings for all states/provinces after the end of DMO appointments during Marketplace week.

Charter

A person or an affinity group, such as a bank club, organization, church, school, team, etc., that contracts (hires) a motorcoach for its exclusive use. The motorcoach operator providing the equipment for charter may or may not be involved in selecting tour vendors, such as lodging, meals, sightseeing or attractions.

Circle Tour

A tour itinerary that departs from and returns to the same geographic origination point.

City Tour

A narrated sightseeing excursion by motorcoach (or alternate transportation) during which a tour guide/escort provides anecdotes, facts and historical information on the area, sites and attractions. The duration of the tour varies from one hour to a half or a full day, which may or may not include disembarkment at the various points of interest.

CTIS (Certified Travel Industry Specialist)

A designation awarded to a graduate of the ABA continuing education and certification program, offered by ABA and Indiana University/Purdue University Indianapolis (IUPUI). This designation is conferred upon the successful completion of a series of college correspondence courses, and education seminars presented at Marketplace.

CVB (Convention and Visitor Bureau)

Also known as a Convention and Visitors Association or Authority. A nonprofit organization supported by membership fee, room tax, user fee, government budget allocations or any combination of these funding mechanisms. Typically this organization solicits convention, group, tour and transient travel revenues for their area businesses. (also see DMO)

Custom Tour

Also referred to as Preformed Tour or Group Tour. A packaged travel product provided by an operator and sold to an organized group whose members share a common bond, interest or organizational affiliation, such as a church, school, club, etc. A preformed group is also referred to as an affinity group. (also see Group Leader, Group Rates, Tiered Pricing, Ad Hoc Tour)

Day Trip

A one-day tour to a nearby city/area or attraction which may include meals, but does not require overnight accommodations. A Day Trip could be an excursion to a theme park, museum, theater, and entertainment venue or shopping/outlet mall.

DMO (Destination Marketing Organization)

An ABA membership category designation for a travel industry supplier to the motorcoach industry, which promotes a city, region, state, province or country for tourism. This organization is funded by membership fee, room tax, user fee, government budget allocations or any combination of these financial sources. (also see CVB)

Destinations Magazine

Chock-full of useful tour-planning tips, ABA's *Destinations* magazine is a four-color, monthly publication. This magazine of North American motorcoach tours and travel offers feature articles highlighting exciting group itineraries, profiles of ABA-member companies, and business articles that can help improve operators' bottom-line. The award-winning magazine's popular "ABA News" section covers the latest developments on Capitol Hill, regulatory news, and association highlights. Stop by the *Destinations* booth for more information.

Distribution Channel

The means of delivering product/service to the end-user, the tour passenger. These channels are dependent on the type and size of the motorcoach/tour company, and the number of travel industry suppliers utilized to fulfill the tour product/service. (see Catalog Tour, Group Leader, Travel Industry Member)

Marketplace Directory of Participants

A listing of all delegates scheduled to attend Marketplace. An up-to-date listing of company or delegate changes, cancellations and additions is also available on www.buses.org.

Escorted Tour

A travel package which includes the professional service of a trained tour escort/director, who travels with and assists travelers during their excursion. The tour director ensures service fulfillment of itinerary arrangements including sightseeing, attractions, accommodations and restaurants. A tour escort/director represents the motorcoach/tour operator. (also see Receptive Operator)

FAM Tour (Familiarization Tour)

A comprehensive sightseeing trip sponsored by Travel Industry Suppliers to educate, promote and entice tourism revenues through tour operators, travel writers, travel agents or group leaders.

F.I.T. (Foreign Independent Traveler or fully inclusive tour)

A person(s) who purchases an independent tour package, that may include travel elements such as transportation, sightseeing, dining and lodging. This type of traveler wants an organized tour product with the freedom to travel without the confines of a group movement.

Follow-up

An industry term used for sales materials, information, rates, etc. that a Seller sends via fax, mail, or e-mail to an Operator after Marketplace.

Group Leader

A person responsible for the selection and purchase of travel/tour arrangements for an affinity group (i.e. association, bank club, church, school, scout, senior citizen or recreation center). In the distribution channel, Sellers typically protect the relationship between the tour/motorcoach operator and the group leader. (also see Group Rates, Tiered Rates, Distribution Channel, Preformed Tour)

Group Rates

A price offered to a Group Leader or affinity group (i.e. convention, association, bank club, church, school, senior citizen or recreation center), based on volume purchase of attraction tickets, meals or lodging. These rates established by the Seller are traditionally higher than the net, price structure extended to the professional tour operator. (also see Tiered Rates)

Group Tour (see Custom Tour)

Guide

A professional person hired by a motorcoach/tour operator to conduct a narrative tour (guidespeak) of a specific locality, area or attraction. Some jurisdictions require that a guide be licensed. (also see Step-on Guide, Receptive Operator)

Guidespeak

A narrative commentary, including historical, cultural and educational information, presented by tour guide/step-on guide to enhance the tour participants sightseeing experience.

Hotel/Motel Member

An ABA membership category designation for a travel industry supplier to the motorcoach industry, to include individual lodging establishments, hotel management companies and national lodging chains.

Hub and Spoke Itinerary

A tour that utilizes a central destination (hub) and supplements the itinerary with day excursions (spoke) to other area sites, attractions, restaurants, shopping or entertainment venues. This type of itinerary works well in areas where sightseeing and activities are highly concentrated within a reasonable driving distance.

Inbound International Tour

A tour (often intermodal) originating from a foreign country, thereby, traveling in to visit a country/destination. Such a tour may be operated by a tour company, or is generated by an international tour operator or agency, and then serviced by a domestic operator as receptive or charter provider. Hosting inbound international tourism requires additional servicing considerations including foreign consumer protection laws, foreign currency exchange, language translations, foreign customs, dietary and cultural expectations.

IUPUI (Indiana University Purdue University Indianapolis)

Administrators of ABA's continuing education and certification program. The Certified Travel Industry Specialist program is open to the entire industry. (also see CTIS)

Intermodal Tour

A tour itinerary utilizing two or more modes of transportation such as motorcoach, air carrier, rail or passenger vessel. (e.g. a tour that departs by motorcoach and returns by air.)

Itinerary

A planned routing schedule that details the time, location and all other pertinent information necessary to create and conduct a tour.

Learning Center

A Marketplace service area available to all delegates to research ABA motorcoach and tour operator companies. Reference materials include operator tour catalogs and brochures, Buyer profile forms, and an exclusive database loaded with information on ABA operator members attending Marketplace.

Line Run

Also known as Scheduled Service. Specified, predetermined regular-route bus service between cities or terminals provided by a motorcoach operator.

Load Factor

The number of customers booked on a tour, versus the maximum number of tour passengers that can be accommodated on the motorcoach, based on the type of equipment used. A load factor determines the break-even point for profit.

Local Receptive Operator

Local services provided by a Local Receptive may include meet and greet, sightseeing, ground transportation and vendor selection. Local Receptive Operators are designated as an ABA travel industry supplier member. They may also act as an agent for a Tour Operator.

Management Company or Group

An organization that manages a group of lodging establishments, attractions, food or retail stores/outlets/centers.

Marketplace Business Floor

ABA's business session area at the host convention center, where Buyer and Seller delegates meet to conduct prescheduled appointments. Access to this area is restricted to appointment-taking delegates and valid only on their assigned session day.

Marketplace Networking Floor

The all-inclusive Marketplace Networking Floor houses the Message Center, Learning Center, Orientation Center, E-Mail Center and allows you to enjoy refreshments in our expansive lounge while visiting with our numerous vendors and sponsors. The Marketplace Networking Floor is open all the time, to all delegates.

Mating & Networking Sessions

Take advantage of this **networking opportunity** to meet and greet buyers with whom you don't have a prescheduled appointment. This half hour session is the time to exchange business cards, drop off your profile forms and connect with potential business leads. There is a Mating and Networking Session for each Seller group. All Buyers are required to be seated at their booths to maximize the benefit of this session.

Message Center

A Marketplace service area equipped with a computerized system, which allows delegates to send messages to one other. Buyer messages are distributed to their tables and volunteers enter their responses into the computer. Seller delegates are responsible for sending and retrieving their own messages.

ABA's Motorcoach Marketer

An ABA membership directory published annually listing Motorcoach and Tour Operator, Associate and Travel Industry members. This comprehensive directory also contains membership profiles on Motorcoach and Tour Operator members.

Motorcoach Operator

Motorcoach Operator companies own at least one motorcoach and conducts group tours.

Multiple Origination Points

A tour which accepts tour passengers from various departure points. This provides convenience to the tour participant and may increase the operator's distribution of product.

Name Badge

A color-coded badge worn by all Marketplace attendees. The badge designates a delegate's membership category, and the business sessions, activities and events that the delegate is permitted to attend. This badge must be worn for the duration of Marketplace week and is non-transferable. A replacement fee applies for a lost badge.

National Chain

An organization with multiple service locations/outlets, i.e. hotels, restaurants, attractions operating in a geographic region, country or throughout North America.

Official Program

A convention booklet containing detailed information on Marketplace activities/services and ABA rules and regulations. The program includes a daily agenda of activities including seminar topics/times, transportation schedules, service center hours, event location/times/dress codes, Marketplace floor plan.

Open Jaw Itinerary

A tour itinerary that originates from a geographic point and terminates at a different point. This tour may result in an intermodal tour. (also see Intermodal Tour)

Operator Breakfast

A hosted Marketplace event exclusive to Motorcoach and Tour Operator Buyers held on Sunday, Monday, Tuesday, and Wednesday mornings, prior to the day's business session.

Operator Member

The ABA membership category designation for a motorcoach owner/operator or tour operator.

Orientation Center

A Marketplace service center designated for, but not limited to, first-time STAR delegates. It should be the STAR delegates' first stop after registration to attend seminars and learn valuable tips and information on ABA's mating sessions, seven-minute appointments, and other Marketplace particulars. STAR delegates receive their *Official Program* and STAR ribbon upon completion of the orientation program. All delegates are welcome to come for a refresher course.

Outbound International Tour

A tour traveling to a foreign country that involves the additional operational considerations such as immigration requirements (passports, visas, inoculation, etc.), foreign currency, language barriers and customs. An outbound international tour may be operated by a tour company, or may be generated by the tour operator and serviced by a domestic operator/service provider in the foreign destination.

Per Capita Tour (see Catalog Tour)

Preformed Tour (see Custom Tour)

Profile Form

An 8 ½ " x 11", three hole punched sheet, exchanged by both Buyers and Sellers during Marketplace. The Buyers' profile includes a synopsis of the operation, customer base, tour product, types of tour and destinations being offered, and key contacts. The Seller's profile form includes information on the facilities/services for the motorcoach/tour market, location, hours of operation, policies, rates etc. Sample profile forms are available from ABA.

Public Tour (see Catalog Tour)

Receptive Operator

A multi-faceted destination specialist whose company provides some or all components of a tour package for resale by a motorcoach/tour/wholesale operator. Tours may also be sold directly to a preformed group. Local services provided by a Local Receptive may include meet and greet, sightseeing, ground transportation and vendor selection. Receptive Operators are designated as an ABA travel industry supplier member. They may also act as an agent for a Tour Operator.

Retail Tour (see Catalog Tour)

Sample Itinerary

A suggested tour prepared by a Destination Marketing Organization (DMO), to market a city/area/region as a tour stop or destination to the motorcoach/tour operator. Typically a sample itinerary educates the operator on routing, timing, commentary, attraction and supplier information.

Scheduled Service (see Line Run)

Scheduled Tour (see Catalog Tour)

Seller Delegate

An ABA membership category designation for any Travel Industry Supplier. Sellers attend Marketplace to meet with Buyers (motorcoach/tour operator) to foster business relationships and solicit tourism dollars and become more knowledgeable through education seminars and networking opportunities.

Seller Delegate: Appointment-Taking

A Travel Industry Seller permitted to conduct Marketplace appointments during their assigned business session.

Seller Delegate: Observer

A registered Travel Industry Supplier who is not taking appointments. Observer delegates may participate in all Marketplace activities, seminars and events, except appointment and mating sessions. Observers have access to the Marketplace Business Floor area only on their assigned session day.

Series Tour

Multiple departure dates of a catalog tour.

STAR Delegate

An exclusive ABA designation given to first-time Marketplace attendees. A STAR delegate's name badge is specially recognized by a blue ribbon with a silver star. Special education seminars and an Orientation Center have been designed for STAR delegates.

Step-on Guide

A professional person contracted locally by an Operator or provided by a Receptive Operator, to conduct a narrative tour (guidespeak) of a specific locality, area or attraction. A Step-on Guide provides "local color/flavor" to a tour experience.

Tiered Rates

Also known as tiered pricing. A graduated rate structure designed to offer professional operators (Buyers) percentage discounts based on volume, production and/or their position in the distribution channel from wholesaler, motorcoach/tour operator, receptive operator and travel agent. Sellers providing tiered rates protect the Buyer relationship with customers and Group Leader. Each Buyer in the distribution channel must mark-up the price to realize a profit, and be able to present the traveling consumer a cost-effective tour product. (also see Group Leader, Group Rates)

Tour

A packaged travel product coordinated and executed by a motorcoach/tour operator. A tour consists of components including transportation, sightseeing/guide service, attractions, shopping, meals, entertainment, and lodging or any combination of these elements.

Tour Director

Also known as a tour escort. An employee, or contracted representative of a motorcoach/tour operator, responsible for coordinating the daily itinerary of an escorted tour and ensuring the well being of passengers.

Tour Escort (see Tour Director)

Tour Planner

An employee of a tour/motorcoach company, responsible for developing a tour itinerary and/or purchasing services such as attractions, meals, lodging and transportation.

Tour Operator

An ABA membership category designation for a tour operator who arranges motorcoach tours, but does not own buses. Also a general term to describe a professional company that develops a tour product, and executes contracted services for groups of people. A tour operator may provide a preformed and/or public tour product. (also see Wholesaler, Receptive Operator)

Tour Vouchers

Also known as tour coupons. Documents issued by a motorcoach/tour operator having a predetermined cash value and exchanged for accommodations, meals, sightseeing and other services with contracted vendors.

Tour Wholesaler

Also known as a Wholesaler. A company that may or may not create the tour product, and markets all-inclusive tours sold through travel agents, tours operators or to preformed groups. Wholesalers typically do not sell at retail or fulfill local services.

Travel Industry Member

An ABA membership designation for suppliers to the motorcoach industry including destinations, attractions, restaurants, rail/passenger vessels, hotels, local receptives, etc. (also see DMO, Attraction, Food Service and Local Receptive Operator, Hotel/Motel Member)

Waitlist (Marketplace)

A list of Seller companies who are registered for Marketplace but cannot be confirmed as appointment-taking delegates because ABA strives to maintain a one-to-one Buyer to Seller ratio. Delegates are taken off the waitlist as additional Buyer companies register or as registered Seller organizations cancel. (also see Seller Delegate: Appointment-Taking, Seller Delegate: Observer).