



## American Bus Marketplace

grapevine, tx

jan 27 - feb 1

**BIGGER BUSINESS, BIGGER OPPORTUNITIES, BIGGER RESULTS**

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## December Update

### Market YOUR Place at Marketplace

Everything is bigger in Texas...

BIGGER Business...BIGGER Opportunities...BIGGER Results

## Happy Holidays and

## Looking Forward to Seeing You in the New Year in Grapevine!

During this time of year, everyone is very busy with their family and business lives. Take the time to enjoy your family and friends during this Holiday Season! We wish for you a happy, healthy and profitable New Year!

We look forward to seeing you in Grapevine. Take advantage of all that "your show" has to offer!

Delegate Name: [PerFirstLastName] [PerDesignation]

Delegate Number: [PerNum]

Delegate Password: [PerPass]

Company Registration Type: [CmpRegRegType]

Delegate Event Role: [PerRegEventRole]

Delegate Appointment Schedule: [PerRegSchMinorDescList]

### Quality Appointments

- View your [preschedule appointments](#) through the Passport.
- Make requests for additional appointments through the manual [scheduling option](#).
- Plan on attending your state/provincial caucus. [Caucus locations](#) are now available. [Information for DMO Delegates](#) is also available.
- [Volunteer](#) and Market YOURSELF at Marketplace. Volunteering is a great way to interact with buyers and sellers alike.
- Develop your company's [profile sheet](#).
- Send 2 copies of your current catalog to ABA or complete the [2007 Trends Survey](#) for the Resource Central Library- BUYERS ONLY.

### Professional Education

- View the [educational schedule](#) and make time for some seminars.
- Plan to participate in the [Operator Track seminars](#) for tools and resources for immediate implementation for Bus and Tour Operators.
- Learn about the [Certified Travel Industry Specialist \(CTIS\) Program](#) and plan to enroll before or at Marketplace for a discount.

### Limitless Networking

- [Reserve your hotel](#) for the entire show so you won't miss any of the 18 all-delegate networking activities. (NOTE: The Gaylord Texan will be 100% smoke-free as of January 7, 2007.)
- Register for [Sightseeing](#) and [FAMs](#) before the deadline. (NOTE: Fax Number is 817-410-3038.)
- Plan for your [Dine Around](#) event on Tuesday night.
- Support the [ABA Foundation](#).

### Innovative Tools and Resources

- Read the [Marketplace Delegate Packet](#).
- Access the [website](#) often for up-to-date information.

### Customer Service

- Check out the [FAQ section](#) for fast answers.
- View the Checklist for [Associates](#) - [Sellers](#) - [Buyers](#).

- Submit any name changes to ABA for quick action and better communications.
- Secure your transportation to Grapevine and we will take care of your transportation from DFW Airport, the Marketplace show, all Marketplace events and all Marketplace host hotels.
- Contact ABA with any questions or concerns - this is your show, so just ask!

You asked and we listened. The Marketplace 2007 Schedule reflects changes that will increase your return on investment - BIGGER Business, BIGGER Opportunities, BIGGER Results

- DMO Appointments all in one day, Monday, January 29, 2007!
- Lodging Appointments – Tuesday AM and Thursday AM so you will have more time to experience all Marketplace has to offer.
- Attractions/LRO/Other Appointments – pre-scheduled appointments in 2 of the 3 sessions on Tuesday PM, Wednesday AM, Thursday PM and access to the business floor for all three sessions so you can continue to make business connections.
- 18 All-Delegate events plus a Travel Industry Breakfast sponsored by the Marketplace Operators

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## Kickstart Your Marketplace

Remember to take advantage of the Airline Discount for Marketplace We will have complimentary airport transportation from Dallas-Ft. Worth Airport to Marketplace Host Hotels for the entire show.

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## Marketplace Microphone: Your Chance to Keep Marketplace Delegate-driven

Looking forward, what new ideas would you like to see us include in Marketplace 2008 in Virginia Beach?

E-mail us at [meetingsdept@buses.org](mailto:meetingsdept@buses.org) by January 22, 2007.

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## Marketplace Tool: A Resource to Make Your Marketplace Experience

Your Marketplace Passport is key to making the most out of your investment. Check out your Passport, update your profile, and organize your Marketplace experience.

Are you a first time attendee at marketplace? Make certain your Passport has you marked as a STAR delegate. STAR delegates will receive pre-Marketplace newsletters, phone calls and other trainings to prepare you for the BIG business at Marketplace.

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## Frontier Hospitality: Marketplace General Information

### Important Dates:

July 14: Registration Materials Mailed to all ABA Members.

July 17: On-line Registration Began.

October 2: Deadline for Buyer Early Bird Registration. Research Databases live.

October 23: Appointment Requests began.

December 13: Appointment Requests due.

December 18: Appointment Schedules Sent. Manual scheduling begins.

January 5: Manual scheduling closes at noon EST until Marketplace.

January 27: Marketplace begins. Manual scheduling opens.

February 1: Marketplace Concludes/Business Follow Up Begins

### Marketplace Housing:

Housing opened on July 17th. Delegates should use the on-line housing reservation system to check availability in host hotels or change an existing reservation. Delegates are responsible for any cancellation fees, etc. resulting from changing housing reservations.

## **Making changes to an existing reservation or checking availability at other host hotels:**

<http://www.b-there.com/breg/abamarketplace2007>

- Select LOGIN at the top of the page. Do not complete the guest information again.
- Enter your housing confirmation username and password.

[Rental Car](#) and [Airline](#) discounts information also are available.

### Sponsorships:

Looking for a way to get [more attention](#) from ABA's motorcoach and tour operators? [Contact us](#) if you are interested in our many and varied exciting sponsorship opportunities.

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## **Quality Appointments: Profile Sheets**

Appointment have been scheduled. Now you need a Profile Sheet for on the Marketplace business floor. For [Profile guidelines and samples](#) visit our website.

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## **Limitless Networking: ABA Foundation**

### **◆ Grapevine Wine Trail Foundation Fundraiser**

Join us Saturday afternoon as we explore the Grapevine Wine Trail. Savor the flavor of award-winning Texas wines, as well as the unique atmosphere of Grapevine's nine winery tasting rooms and see for yourself why Texas is now the fifth largest wine producing state in the nation. Lose yourself in the splendor of the Grapevine Wine Trail, where you can explore wine experiences from sampling to blending and bottling wine and creating personal labels. Help raise money for ABA's Foundation and share a toast as we kick off the Texas Marketplace 2007!

- **Foundation Golf Tournament at Bear Creek Golf Club**

You might not want to mess with Texas but we hope you would take a swing at our first ever Marketplace Golf Tournament. We hope you will take this opportunity to experience the splendor of the Bear Creek Golf Club on Saturday. This is an opportunity to challenge your game and help the Foundation raise money to support education and research initiatives. Join us as we kick off the Texas Marketplace 2007!

- **Foundation Afterglow at Hard Rock Café Dallas**

ABA is proud to once again partner with Hard Rock Café International to host the annual Afterglow party, a Fundraiser for the ABA Foundation. The Foundation supports the motorcoach, travel and tourism industry by hosting the George T. Snyder Jr. Scholarship Fund, providing research and education and disseminating information to build knowledge and promote the travel industry. Tickets are \$35 in advance, or \$45 at the door. All ticket proceeds benefit the work of the Foundation. Don't miss out on one of the best parties of the week!

- **Foundation Silent Auction**

Don't miss the Foundation Silent Auction on the Networking Floor during Marketplace. This fundraiser provides lots of opportunity to bid on fun and valuable prizes while supporting a good cause.

Support the ABA Foundation and [sign up today!](#)

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## Professional Education: CTIS

With an increase in enrollment of 36 percent, ABA's [Certified Travel Industry Specialist Program](#) is quickly becoming the industry's leading provider for a travel-related certification process. Designed to provide a solid foundation for building relationships to grow business, the CTIS Program has become a desired designation in the industry because it represents a commitment to the industry and up-to-date knowledge of trends and tools to conduct business.

ABA's CTIS Program is comprehensive. Unlike other certification programs, ABA keeps track of all credits for graduates and provides a mentor for enrollees. It is the first university-partnered certification program, and has the lowest enrollment fee compared to other certification programs in the industry. It is open to travel members and tour and charter members. ABA also recently restructured its CTIS Committee so that there are three working committees with focus on the CTIS program, including a marketing committee, mentoring committee and research and evaluation committee.

"A large part of why I signed up for the CTIS Program was seeing how dedicated ABA and IUPUI were to providing members with continued education and professionalism for our industry," said ABA member Chris Rackmyre, CTIS, with Hilton Garden Inn Portland.

Certification requires successful completion of five IUPUI correspondence courses. In addition to the correspondence courses, certification requires that each student participate in eight ABA Marketplace Education Seminars. Seminars may be attended during the annual Marketplace or listened to on purchased seminar tapes.

“The CTIS Program has given me a solid foundation and an understanding of the industry. The effort I put forth to complete the program has helped to strengthen and grow my company, while showing my dedication and commitment,” explained Larry A. Marquardt, CTIS, CTP, with Get Away Tours and Cruises, Inc.

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Produced by the American Bus Association, the leader in the motorcoach and group travel industry.



Ph: (800) 283-2877

Fax: (202) 898-1575

[Send us an e-mail](#)

700 13th Street NW, Suite 575

Washington, DC 20005

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