

More than 600 Qualified ABA Bus and Tour Operators Are Registered For Marketplace 2010. This IS The Business Potential They Bring To Your Company.

Total Tour/Charter Passengers Trips per Year	31,389,749		
Total Number of Tour/Charter Trips per Year	759,111		
Day Trips: 556,002	Multiday Trips: 213,300		
Percentage of Customer Base			
Adults: 26%	Seniors: 45%	Students/Youth: 28%	
Economic Impact of One Motorcoach			
Day Trips	\$3,250-\$4,400 per coach	Multiday Trips	\$7,000-\$11,000 per coach per day

These Are The Types Of Suppliers They Do Business With

Hotel Criteria Use By Operators

Economy	18%	Two Star AAA Rating	27%
Limited Service	42%	Three Star AAA Rating	77%
Full Service	62%	Four Star AAA Rating	52%
Midprice	80%		
Upscale	45%		

Restaurants/Dining Preferences of Operators

Economy: 34%	Midprice: 41%	Upscale: 46%
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Receptive Operators/Step On Guides: 85% of Operators Use

Attractions Types Requested By Operators

Adventure Tours	42%	Festival	76%	Sightseeing	97%
Agricultural	42%	Floating Attractions	42%	Sports Complex	58%
Amusement Parks	69%	Gardens	72%	Theatres	87%
Brewery/Winery	54%	Historic Attractions	85%	Ticket Company	13%
Casinos	71%	IMAX	63%	Trains	64%
Caverns	46%	Museums	87%	Zoos	67%
Dinner Theatre	90%	Racetracks	20%		
Factory Tour	36%	Shopping	83%		

*Statistics are based on registered operator survey answers as of Sept. 30, 2009.

**YOUR COMPETITION IS COMING, SO SHOULD YOU.
REGISTER TODAY!**

WWW.BUSES.ORG/MARKETPLACE

800-283-2877



MARKETPLACE 2010
JANUARY 15-19, 2010 NATIONAL HARBOR, MD