



PENNSYLVANIA BUS ASSOCIATION

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Travel Supplier Membership in the Pennsylvania Bus Association provides the opportunity to establish contact with several important components of the motorcoach industry:

Bus Operators: By attending PBA events, you will meet and form relationships with bus company owners, management and tour & charter representatives.

Group Leaders: By exhibiting at Marketplace, you will be able to promote your destination to the bus company's end customer.

Your Peers: PBA programs provide networking opportunities with fellow supplier members.

Marketing to the Motorcoach Industry Seminar

Held just prior to Marketplace, this seminar provides an eight-hour course of study uniquely designed to educate travel destination and attraction personnel by imparting special insights into marketing their area or entity to the motorcoach industry.

Marketplace

Each spring, the Association conducts a travel marketplace wherein a broad range of destinations, hotels, attractions and travel promotion agencies are featured in an exposition setting. While this scenario affords an opportunity for bus operators and their tour and charter personnel to establish contact with destination representatives, the basic purpose of the PBA Marketplace is to bring group leaders or end customers in contact with representatives of the travel-hospitality industry.

Annual Meeting

Each year, usually mid-June, the Association conducts its major business and educational meeting which is devoted to learning, communication of ideas, social interaction and recreation. Attendees, usually around 200, are almost evenly divided between Supplier and Operator Members. Annual Meeting has, as its tradition, the involvement of bus owners, their top-level management people and the families of both. A key characteristic of the yearly event is its informality and relaxed atmosphere.

Bus Digest

Newsletter published five times a year (February, May, July, September and November). Circulation of 1200 includes the full membership of the Pennsylvania Bus Association plus bus operator members of the Maryland and Virginia Motorcoach Associations.

Membership Directory

A highly reliable reference tool, the Directory includes expanded listings of our Operator Member companies along with descriptive information on Supplier Member products and services. In addition, it includes a comprehensive outline of Association programs and priorities. The Directory is scheduled for publication in January on an annual basis with a September 1 copy deadline.