



Trade Show Report
ABA Marketplace – Omaha, Nebraska
January 11 - 14, 2020

Montana Representation:

- + Glacier Country – Debbie Picard
- + Montana Office of Tourism – Kim Birrell
- + Town Pump Hotel Group – Joan Kronebusch
- + Helena TBID – Erinn Donnell

Overview:

- + The American Bus Association (ABA) Marketplace took place in Omaha where 3,500 attendees gathered for the packaged travel event.
- + 800 motorcoach and tour operator companies were in attendance.
- + Glacier Country was matched with 36 tour operators for pre-scheduled 7-minute appointments during our DMO appointment sessions. We had several new tour operators that were looking to expand their tours into Montana.
- + There were networking events scheduled in the evenings that allowed for more interaction with the tour operators. I came away with at least 5 more contacts from the social events.
- + In addition to appointments, there were several educational opportunities to learn about tour trends, different tour markets and the health of the packaged travel industry.
- + Next ABA Marketplace: Baltimore, MD – January 30 – Feb 2, 2021

Trends:

- + The National Park Service and Dept. of the Interior held a session to discuss CUA and park entrance fees. They will roll these out beginning January 1, 2021. \$300 Annual application fee for CUA first national park, \$50 each additional park. Entrance fee for Glacier = Sedan (1-6) \$70, van (7-15) \$200, mini bus (16-25) \$320, coach (26-46) \$475, large motorcoach (47+) \$600
- + Average people on a bus is 25-30. They all want what no one else is offering.
- + Met with several RV tours (groups of 24 RVs and 48 guests).
- + Millennials (ages 19 - 33) are traveling as groups more.
- + Top tours; Destination Education tours, culinary tours, heritage tours, Love of Extremes (heli-tours/zip-line/dog sledding etc.), voluntourism and music tourism.

Recommendations for 2021:

- + GNP, we are a Bucket List destination for the senior market and adventure for the adventure enthusiasts. Find creative niche tour ideas to sell to tour operators. They need to be hands-on, innovative, specialty, experiential, behind the scenes.