



# YOUR INTERACTIVE GUIDE TO BUS TOURS

**Get them from there...to here.**

OMCA is an expert at connecting you to the best motor coach tour operators in the business. You have a great product, but may not know how to get it into the tour industry, or how the industry works. We're here to help. From our full line of information magazines, brochures and booklets, to our team of highly qualified experts, OMCA is your key to understanding the tour industry.

OMCA knows that within no time you'll be ready to attend our popular conferences, meet face-to-face and one-on-one with potential clients, and network your way up the tour industry pyramid.

If you're looking to get ahead in the business, and to promote your fantastic product – turn the page over to learn more about what OMCA can do for you.

[www.omca.com](http://www.omca.com)

## Industry Awareness & Advancement

**OMCA is involved in a wide variety of industry campaigns and partnerships to educate the consumer and governments regarding the convenience, comfort, and safety of motor coach travel. This translates into awareness of, and business for your company! Activities include:**

- OMCA Marketing and Communications Plan
- Submissions to government and standing committees
- Media releases, TV, radio, newspaper and magazine articles
- Targeted brochures to educate consumers

## Business Development & Cost Savings

- Networking opportunities at the OMCA Annual Conference and Ontario Transportation Expo
- Association committees
- Strategic alliances with industry-related organizations
- Annual Golf Tournament
- Ad-hoc/regional meetings on current issues

## Exposure & Access Through Sponsorship & Advertising

- OMCA Resource Guide
- OMCA website
- Road Explorer Magazine
- OMCA Annual Conference
- Mailing labels or CD's of tour operator contact information
- Annual Golf Tournament
- Silent auction

## Cost Savings

**Obtain savings through group buying programs for industry products and services! See our website for details.**

## Publications

- OMCA Resource Guide (detailed listing of all members)
- How to Sell to Tour Operators
- How to Create a Cooperative Tour Package
- How to Conduct a FAM Tour
- Working with Educational Tour Operators
- Road Explorer Magazine
- Monthly newsletter OMCA NEWS
- Ad-hoc publications of various industry statistics and trends
- Working with Receptive Operators

## Professional Development

- Industry focused seminars and workshops
- Association committees
- Educational publications

## Government Influence

**OMCA works with the government on issues affecting your business.**

- Changes to the Travel Industry Act (TIA)
- Border crossings
- Customs and immigration

## On-line Resources

- OMCA website
- Hyperlink connections to member websites
- On-line access to own company profile
- On-line event registration
- Website access to newsletters
- Advertising opportunities
- Downloadable Tour Operator database

