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### **Voters Choose “GroupConnect” As New Project 2010 Online Name**

Members of the American Bus Association (ABA) and the Ontario Motor Coach Association (OMCA) have selected “GroupConnect.com” as the official domain name for Project 2010, the two associations’ new web portal designed to be a one-stop shop for all group travel needs.

Following webinars, focus groups, the opportunity to suggest names, and a final vote to choose a name for the Internet 2.0 booking tool, Project 2010 enthusiasts cast more votes for “GroupConnect” than any competing proposal for the ABA-OMCA joint venture’s online identification.

“‘GroupConnect’ captures the ‘group’ travel component and combines it with the many benefits implied in the term ‘connect,’” said ABA President & CEO Peter J. Pantuso. “ABA and OMCA connect across borders, across operator segments to travel and supplier segments, and connect our members to the right folks looking to book business with them, from the bus or tour operator to the destination.”

“We are proud to unveil the name, and look forward to the exciting months of growth ahead,” said OMCA President Brian Crow. “ABA and OMCA have a close relationship because we both realize the importance of connecting the U.S. and Canada as tourism destinations. It’s unique in the industry.”

GroupConnect is being developed specifically for the motorcoach, tour and travel industry to help ABA and OMCA members increase opportunities to network with each other and with business prospects in the group travel market, as well as provide access to continuing education programs and training. Also in the works is a virtual trade show.

In developing this new web portal, ABA and OMCA want to ensure it facilitates new alliances; creates a more open, informed and collaborative industry; provides tracking opportunities to DMOs; fosters lead generation and develops new business opportunities; helps ease the tour creation and planning process; provides relevant, timely and accurate information; leverages web 2.0 platforms and next generation business to business networks; and adds value to association members in both countries.

For more information, visit <http://www.groupconnect.com>.

*The American Bus Association is the trade organization of the intercity bus industry with more than 1000 motorcoach owner and tour company members in the United States and Canada. Its members operate charter, tour, regular route, airport express, special operations and contract services. Another 2,800 members are travel and tourism organizations and suppliers of bus products and services who work in partnership with the North American coach industry.*

*Founded in 1929, the OMCA is a full-service trade association representing 80 bus operators, over 100 tour operators and over 700 affiliated sellers to the group tour industry including attractions, destinations, hotels and retail outlets across North America.*