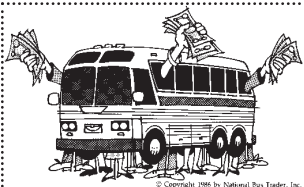


Recently, we have received an increasing number of inquiries about the bus tour industry and about advertising in *Bus Tours Magazine*. While portions of the travel and transportation industry may have been changed by the unfortunate incidents of 2001, people continue to travel and take tours. Here is our list of the reasons why *Bus Tours Magazine* has become an even better advertising buy for you.

Larry Plachno, Editor

Five Reasons to Advertise in *Bus Tours Magazine*



Question: *What has 100 legs and spends money?*

Answer: *A bus tour group.*

1. Fastest Growing – Bus tours are the fastest growing segment of the travel and tourism market. A significant reason for this is the aging of America and an increasing number of people retiring early and looking for leisure travel. However, we are also finding that more younger people are increasingly opting for the convenience and advantages of motorcoach tours. While the unfortunate incidents of September, 2001 may have slowed travel and tourism for a while, they have also prompted more people to opt for joining bus groups. In some eastern cities, bus tours already represent nearly 30% of the tourism market and this percentage continues to grow.

2. Multiple Sales – While a sale into the corporate travel or family travel market may yield one, two or a few customers, a single sale into the bus tour market yields a group. Smaller groups may include 15 people but the new 45-foot motor coaches carry more than 50 potential customers. In some cases, multiple bus tours bring your potential customers well into three figures. A single bus tour spends anywhere from \$5,000 to \$10,000 per day depending on size and itinerary.

3. More for your Money – More and more people, both young and old, are opting to join bus tour groups. Eliminating the need to plan the trip and drive makes the tour more enjoyable. Because of group sales, the bus tour tends to offer better seats, better food and better accommodations than an individual can often obtain at the same price.

4. Independent – *Bus Tours Magazine* is independent of any group or organization and can therefore cover the entire bus tour industry in the United States and Canada. Our circulation and editorial is not limited by memberships.

5. Past Experience – *Bus Tours Magazine* knows bus tours. Our editor has spent years working in the industry, he has planned tours, served as a tour guide and driven tour coaches. He has also owned a bus company.

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