



2022 GMOA-AMA-SCMA Regional Meeting

SAVE THE DATE
>>> JULY 24 - 27
PEACHTREE CITY, GA

March 24, 2022

Welcome GMOA/AMA/SCMA 2022 Regional Meeting Attendees,

It is my pleasure to welcome you to Peachtree City! We have been dreaming of being the host city to an multi segment conference like the GMOA/AMA/SCMA Regional meeting for many years. It just makes sense for Peachtree City to show off to motorcoach operators, we feel that PTC is the best “hub and spoke” location for motorcoach tours in the metro Atlanta area. Please don’t let the other market segments know, but we like hanging out with your group tours, you definitely have the corner on the market for fun! The PTC team has been talking to Owners and Operators about booking their tours here while traveling in and around the Atlanta area and now we feel like your conference gives us the center stage, thank you!

We passionately believe that it is our job to not only paint that vision, but demonstrate it in action. During your stay with us, you will have the opportunity to experience life in the fast lane at Atlanta Motor Speedway, or at a leisurely pace at around 15 miles per hour on a golf cart for our shop and dine tour. Please look to the skies, or make plans to step back in time to a yesteryear place at the CAF Georgia Airbase or, if you want to get your game on, plan to get teed off at one of the area’s favorite 18 hole courses in south metro. I caution you to be prepared to defend yourself from the ones we refer to as TWD while engaging in zombie tour hunts in the famed Woodbury from The Walking Dead. It’s obviously our hope that you’ll have a wonderful time here, but we’re even more hopeful that you and your tours will continue to visit and stay in one of the safest cities in Georgia.

Thank you for choosing us for this event, and please rely on the CVB staff, our hospitality teams, business owners, residents, and me to make your stay enjoyable and informative.

Yours in service,

Kym Hughes
Executive Director
Peachtree City Convention and Visitors Bureau

Hotel Reservations



Hilton

PEACHTREE CITY ATLANTA
HOTEL & CONFERENCE CENTER



2443 Highway 54 West
Peachtree City, GA 30269

Call **770-487-2000** to make
reservations.

Group Code: GMOA

Be sure to reserve a room by
July 12 to receive the group rate of
\$129 per night + tax and state fee.

HOW TO GET TO PEACHTREE CITY

Peachtree City, Georgia is easily accessible by car from both Interstates 75 and 85.

AIRPORT INFORMATION

Atlanta Hartsfield-Jackson International Airport is located 25 minutes from Peachtree City.

Transportation options from the airport include the following:

Uber: Cost is approximately \$60 one way.

Sterling Executive Limo: \$75 first person; \$80 to include other persons (24-hour advance notice) 404-454-8541 (www.sterlingexecutivelimo.com)

Peachtree Shuttle Service: \$102 one way, which includes 20% gratuity (24-hour advance notice) 770-486-3596

(These costs are as of March 23; any increases in fuel cost may affect the cost of these services.)

Transportation to return to the airport from Hilton Peachtree City Atlanta Convention Center:

Atlantic Transportation & Coaches, GMOA Member, will provide complimentary transportation from the Hilton to the airport. This service is limited to three shuttles leaving the Hilton at 11:00 a.m., 1:00 p.m., and 3:00 p.m. July 27. If you wish to take advantage of this complimentary service, please be sure to make your flight plans accordingly.

Regional Meeting Market Place

In an attempt to respond to member feedback, market place will return to scheduled appointments in 2022! In addition, operators will have the option to choose between a traditional marketplace table and a shared round table. This option was well received in 2021, and we look forward to being able to offer it again. The rounds will be shared by two or more noncompeting operators and visited by associates for a more informal, casual sharing of information. The traditional booths will be set up as they have been in the past for more private conversation. Check the option you prefer when you register for the meeting. Operators and associates will also have the option to write in their top three preferences for appointments, and we will do our best to accommodate those requests.

The regional meeting will be held in the Hilton Peachtree Atlanta Hotel and Conference Center where we will have more than adequate market place space. Coaches displayed will be parked just outside the Conference Center. Every operator should plan to visit the new coaches.

All members are encouraged to consider a sponsorship at any level. Watch the website for updates to the sponsor listing.

We welcome any questions you may have and hope that you will choose to participate in this year's marketplace!

Questions: Contact Linda Morris at 888-376-1150 or Linda@motorcoachassociation.com.

Tentative Schedule of Events

Sunday, July 24

1:30 – 5:30 **Registration**
 2:00 – 3:30 **GMOA Board Meeting**
 3:45 – 5:15 **AMA Board Meeting**
Ice Cream Social as members arrive at Hotel.
 6:30 **Early Bird Dinner**
Possible Beer tasting.
 After dinner **SCMA Board Meeting**

3:15 – 4:15 Associate Panel Discussion
Moderator: Linda Morris, Staff
Panelists: Lori Huffstutler
 Jim Nickles, Holiday Inn Express
 & Suites Orlando – South Lake
 Buena Vista
 Mike Pitman, Sight & Sound
 Theatres
 Mike Vescio

4:30 – 5:30 Customer Service Session
(join operators)
Speaker: Melanie Hinton, American Bus
 Association

Monday, July 25

8:00 – 9:00 **Breakfast**
Possible speaker; to be determined.
 8:30 – 5:30 **Registration**
 9:15 – 5:30 **Education Sessions**
 9:15 – 5:30 **Operator Sessions**
 9:15 – 10:30 **Operator Roundtable Discussion**
Moderator and Presenter: Ken Presley, UMA
 10:45 – 11:45 **Social Media Marketing**
Speaker: Chris Riddell, Deliverabilities
 12:00 – 1:30 **Lunch**
Featuring Industry Update Panel Discussion
 American Bus Association
 United Motorcoach Association

1:45 – 5:30 **Operator Sessions Continue**
 1:45 – 2:45 **Steps to Attract and Grow
 Business**
Speaker: Chris Riddell
 3:00 – 4:15 **Financial Outlook for Coach
 Financing: A panel discussion**
Presenters: Ryan Gulan, Huntington
 Tony Pederson, Motor Coach
 Industries
 Ronnie Demarco and Ric Foster,
 Temsa
 Jerry Doughty, Prevost
 Joe Flicek, ABC Companies

4:30 – 5:30 **Customer Service**
(Operator Members and Associate members)
Speaker: Melanie Hinton, American Bus
 Association

6:30 **Board Coaches**
 7:00 **Ice Breaker Dinner Event**
 9:30 – 11:00 **Hospitality after event**

Tuesday, July 26

7:00 – 8:00 **Breakfast**
Possible speaker; to be determined.
 8:15 – 5:30 **Registration**
 8:15 – 10:15 **Market Place I**
 10:30 – 12:30 **Coach Presentations**
 12:45 **Board Coaches**
All coaches return to the hotel by 5:30.
 12:45 – 5:00 **Golf Whitewater Creek Country Club
 Tours**
(Tour Lunch included, sponsored by CVB and partners.)
**Tour 1: The Peachtree City Golf Cart Drive,
 Shop, and Eat Tour!**
Tour 2: The Great Brewery Tour!
Tour 3: The Georgia Tour Company!
Tour 4: Atlanta Motor Speedway!
Tour 5: Keep ‘Em Flying!

6:30 **Reception**
 7:00 **Awards Dinner**
 9:00 – 11:00 **Hospitality after event**

2:00 – 5:30 **Associate Sessions**

**2:00 – 3:00 New Member Orientation:
 Panel Discussion**
Moderator: Mike Vescio, Discover DeKalb,
 Co-Chairman, GMOA Planning
 Committee
Panelists: Sharon Dupont, Villa Rica CVB
 Lori Huffstutler, Graceland
 Division, Elvis Presley Enterprises
 Julia Isaacs, Staff

Wednesday, July 27

7:00 – 9:00 **Networking Breakfast**
Coach Visitation
 8:00 – 10:00 **Registration**
 8:15 – 9:15 **Display Booth Visitation**
 9:30 – 11:30 **Market Place II**
 11:45 – 1:00 **Market Place Awards Lunch**

Registration Costs

OPERATORS

First two employees \$150/person
Additional employees \$125/person

Operator registration fee is reimbursed to the operators who participate in all operator education and market place sessions, including coach presentations and visitation.

ASSOCIATES

Member of 1 Association: \$899
Member of 2 Associations: \$849
Member of 3 Associations: \$799

FAMILY MEMBER GUEST

\$150

GOLF

\$90

Registration Confirmation

Your registration confirmation will be emailed to you shortly after you register. Be sure to review the confirmation for accuracy according to what you submitted.

If you signed up for a tour and find that your plans change, be sure to notify association staff as quickly as possible. Guaranteed numbers are given to host sponsors beginning about two weeks in advance of the regional meeting.

The operator and associate registration list will be published in electronic form two weeks prior to the regional meeting, unless the association office has been notified to send it by mail.

Display Booths (\$250)

The GMOA-AMA-SCMA regional meeting and market place will offer booth space for those associates who wish to bring a display. The displays will be placed convenient to the market place and other meeting events. There is a dedicated time to visit booths on Wednesday, July 27, 8:15 - 9:15.

It is estimated that as many as 15 display booths will be available. They will be reserved on a first-come, first-served basis. If interested, select the display booth option on the registration form and necessary paperwork will be emailed to you. Display booths present an excellent opportunity for a prize drawing to promote your product as well. You will be responsible for the drawing and delivery of your prize. If you have questions, please contact Julia at 888-376-1150 or email julia@motorcoachassociation.com.

IMPORTANT!

In order for market place appointments to be scheduled, it is imperative that members register by July 1.

Members registered after July 1 will not be guaranteed scheduled appointments.

SPONSORSHIP OPPORTUNITIES

**Being sensitive to the budget restraints every member is experiencing, we hope that you will consider the opportunity to be a sponsor for the meeting. Sponsorships allow us to offer the lowest possible registration fee; and therefore, encourage greater member participation. Visit the website to become a sponsor!
(www.gamotorcoachoperators.org)**