

# **Trailways<sup>®</sup>**

Charter Network

Building strong partnerships  
to help your company grow.



# Raising the Bar for Marketing Solutions

Under the respected Trailways brand umbrella, Network member companies have shared values of safety, integrity and reliability. They work together to promote charter sales. Use the new Trailways Charter Network to build strong partnerships to help your business grow.



**CHARTERS** The Trailways Charter Network offers a toll-free charter hotline and online charter quote request form as part of its extensive lead system.

**TICKETS** Trailways, plus its interlining partners, work together to serve thousands of U.S. cities and towns. Sell your scheduled service through the dynamic Trailways booking engine.

**TOURS** On its Bus Tours & Day Trips brand web site page, Trailways helps to sell sightseeing group tours offered by its Member Companies.

# Attracting New Leads on a Daily Basis

The Trailways Charter Network includes 65+ Bus Company Members with a diverse fleet of vehicles located in 86 percent of the U.S., plus Canada and parts of Europe. The Network leverages its strength to reach thousands of potential charter customers. Members gain direct charter referrals, quote bids and multibus move opportunities from all market segments:

- Colleges, Universities & Schools
- Social, Religious Groups, Reunions
- Military, Government, Political
- Corporate Meeting Planners
- Convention Planners
- Sports & Club Event Coordinators
- International

**The powerful Trailways brand support provides a competitive advantage in your marketplace.**

- Trusted transportation brand for 80 years
- Charter network of 65+ bus companies
- Online bus ticket sales, charter & tour quote bids
- Electronic & printed Charter Network Directory
- Extension of your sales team & marketing programs
- Competitive advantage in your market
- Robust Web site for quote referrals
- Strong SEO & social media marketing
- Sales representation at trade shows
- 100 percent DOD safety-certified bus companies

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

## Thousands of LEADS

Reach thousands of potential charter customers with direct charter referrals, online quote bids and multibus move opportunities.

## Cross-country Garage Network

24/7 helpline for on-the-road service; maintenance support and garage network

### Network efficiency

Distinctive competitive advantage in your market, extension of your sales team, leveraging your marketing dollars



### Trailways bus ticketing promotion

Robust e-commerce Web site [www.trailways.com](http://www.trailways.com) allows travelers to search and to purchase bus tickets securely 24/7.

### Connection to digital inbound leads

Robust [www.trailways.com](http://www.trailways.com) Web site generates quote referrals from charter planners worldwide 24/7 and sends them directly to Charter Network members daily.

## Large **Multibus** Moves

Through partnerships with other Trailways members, sourced through the Trailways charter office

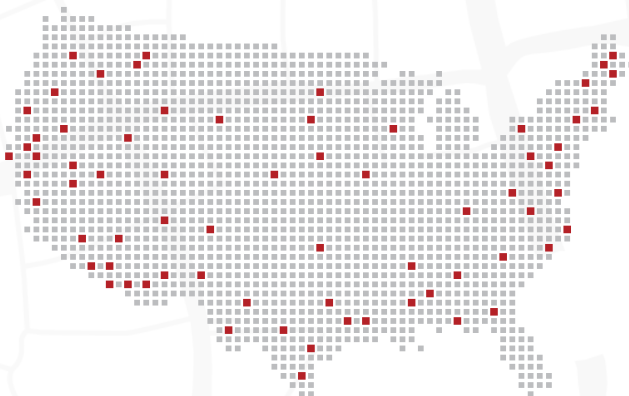


### Exceptional Operations Support

Driver recruitment support, access to business council performance groups, group purchasing programs

# The Power of the Trailways Network

- United States
- Canada
- Netherlands
- Germany



**65+**

Trailways Companies



Trailways is the largest and oldest group of independently owned bus companies in North America. Trailways' strength is its vast network of companies ready to serve charter clients in 86 percent of the U.S., plus Canada and parts of Europe.

**75  
MILLION**



Trailways travelers annually



Providing Trusted  
Transportation  
for **80+** years



The traveling public trusts the well-known Trailways name for its consistency since 1936.

**EST.1936**





To learn more about  
the Trailways Charter Network  
visit **[www.jointrailways.com](http://www.jointrailways.com)**

**Administration:**

1-877-467-3346 or 1-703-691-3052 Ext. 3

**Consumer Web site:**

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

**To Join, e-mail:**

[charters@trailways.com](mailto:charters@trailways.com)

**Trailways Charter Network:**

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