

AMISH ACRES
Historic Farm & Heritage Resort
Nappanee, Indiana
Arts & Crafts Festival



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AMERICAN BUS ASSOCIATION NAMES AMISH ACRES ARTS & CRAFTS FESTIVAL ONE OF NORTH AMERICA'S 100 BEST EVENTS FOR 2016

NAPPANEE, IN—July 5, 2016 - The American Bus Association (ABA) announced that Amish Acres Arts & Crafts Festival, which is celebrating its 54th anniversary, has been designated as one of the Top 100 Events in North America for 2016 by an experienced expert tourism industry selection committee. It is the only private festival in the Top 100 events, having been selected an unprecedented eight times in the last ten years. Inclusion in the Top 100 list, published as a supplement to the September/October issue of Destinations magazine, indicates that the festival offers excellent entertainment value to both tour groups and individual travelers from around the world, according to ABA.

With the release of the American Bus Association's 2016 Top 100 Events in North America, ABA celebrates 34 years of the program. What began as a way for motorcoach operators to incorporate new product into their itineraries has grown to one of the most sought-after lists by travel professionals, motorcoach operators and the general public.

"The attractiveness of the festival as a don't-miss entertainment value is only part of why its selection this year is such a distinction for Amish Acres," said Peter J. Pantuso, CTIS, ABA's president and CEO. "The real news here is that Amish Acres has been recognized as a potential magnet for tourism dollars, at a time when reenergizing domestic tourism is so important to our spirit and our economy. The honor gives Amish Acres an important boost in visibility among professional tour planners."

According to studies completed by researchers at The George Washington University and Dunham and Associates, one overnight visit by a motorcoach group can leave from \$5,000 to more than \$11,000 in a local destination's economy. Those dollars are spent on lodging, meals, admissions, fees, shopping, souvenirs, services and local taxes.

"Motorcoach groups spend more and stay longer," Pantuso said. "That's why Amish Acres Arts & Crafts Festival is truly a local economic asset. There is no better way to jump-start tourism than to attract motorcoach groups to a great event and convince them to extend their stay."

ABA's 2016 Top 100 Events Selection Committee selected Amish Acres Arts & Crafts Festival from hundreds of event nominations submitted by ABA members. Judges considered the event's broad appeal, its accessibility to motorcoaches and skill at handling large groups, and a variety of other relevant criteria. The Top 100 Events list is available online at <http://www.buses.org/News-Publications/Top-100>.

NOTE TO EDITORS: Richard Pletcher, founder and CEO, is available for interview. Coverage invited.

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