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**AMERICAN BUS ASSOCIATION NAMES OLD WORLD CHRISTMAS MARKET  
ONE OF NORTH AMERICA'S 100 BEST EVENTS FOR 2012  
Event is a Ticket to Fun and to Critical Group Tourism Dollars**

**(Elkhart Lake, WI, September 2011)** – The American Bus Association (ABA) announced today that the Old World Christmas Market, held on November 30 – December 9, 2012, has been designated as one of the Top 100 Events in North America for 2012 by an experienced expert tourism industry selection committee. Inclusion in the Top 100 list, published as a supplement to the September/October issue of *Destinations* magazine, indicates that the Old World Christmas Market 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 Top 100 Events in North America, ABA celebrates 20 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 Old World Christmas Market as a don't-miss entertainment value is only part of why its selection this year is such a distinction for The Osthoff Resort,” said Peter J. Pantuso, CTIS, ABA's president and CEO. “The real news here is that the Old World Christmas Market 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 The Osthoff Resort 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 US \$5,000 to more than US \$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 the Old World Christmas Market 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 2012 Top 100 Events Selection Committee selected the Old World Christmas Market 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>.