

CUSTOMER SPOTLIGHT

Blue Lakes Charters and Tours



Since Stanley Cupp acquired his first school bus in the mid-1950's, the Cupp family's appetite for the transportation business has grown steadily. Over three generations, Blue Lakes Charters and Tours has expanded through mergers and acquisitions to become one of the largest privately owned bus companies in the Midwest today! With headquarters in Clio, Michigan, Blue Lakes offers full-service transportation options with departures from the entire lower Michigan region and Northern Ohio to any destination throughout the U.S. and Canada.

The company specializes in group travel operations for schools and universities, professional sports teams, corporate groups, senior groups and leisure travelers. Blue Lakes offers a wide variety of service including customized charters and tours, shuttle and express service, as well as tour packages to regional attractions. Passengers can expect a high-end travel experience with Blue Lakes thanks to a newer-model fleet that integrates the very latest technologies, comfort and safety features. Recent additions to the fleet include four 2016 Van Hool 56-passenger models, as well as four new Van Hool CX35's - 40-passenger mid-size coach models. As the first in their market to run the CX35, Blue Lakes President, Mr. Dave Cupp, says they have already seen savings and reduced cost as a direct result of the smaller vehicle. "The CX35 has the look, feel and rideability of larger over-the-road coaches. Our customers just love them and we've seen a real spike in booking requests for the coach," added Randy Cupp, Vice President. Dave Cupp also cites parts interchangeability and driver familiarity with operating the unit as major benefits to ownership. ➤

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LIKE US ON FACEBOOK



Are you social media savvy? Have you liked us on Facebook? We have been growing our presence on Facebook. In fact, we have grown our "fan base" by 40% over the past year alone and our fans are becoming more and more engaging. What does this mean? Interacting with fans, customers and employees on social media really helps to build our brand and communicate current events with the public. It also helps to drive traffic to our website and build great relationships with our fan base.

Because Facebook is a "social media" platform, we focus our communication mostly

on more personal aspects of the company rather than a hard sell. So how do we keep it personal and fun? We focus on events, happenings, customer deliveries (customers love to see their new coaches on our page), trivia and contests, etc.

Not only have we significantly increased our fan base but our fans are also interacting more with our page. They are "liking", sharing and commenting on the posts more each month. On average, our posts are reaching nearly 8,000 personal pages each month and nearly half of them are commenting, sharing or "liking" our posts. This is great news, especially with each share, our company brand reach compounds to their personal Facebook friends and we receive even more fans.

We are always looking for great content to share including happenings at ABC locations, our customers, interesting industry news, contest ideas, etc. If you have an idea please share it with Marketing. "Like" us if you haven't already, to keep up on what's new on Facebook.

As a reminder, the personal use of social media carries certain risks and responsibilities. Please refer to our Confidentiality Policy found in the ABC Employee Handbook (November 2012) P.27-28 before posting any work related photos or materials to your Facebook page. Contact ABC's Human Resource Department with any questions. ➤