



ENTERTAINMENT TRANSPORTATION
SPECIALISTS



THE LONG HAUL

LEGACY MEETS INNOVATION

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The Long Haul is an industry briefing series presented by Janco covering trends, technology, operational challenges, and stories from the live entertainment logistics industry.

THE INDUSTRY SHIFT: TOURING'S EVOLVING LANDSCAPE

Modern touring moves fast. Janco is investing in smarter systems, real-time visibility, and operational intelligence to help teams plan earlier, communicate faster, and move with confidence.

Touring logistics are increasingly **data-driven** and fragmented, requiring enhanced visibility into tour announcements, routing changes, and budgets. The focus is now on **strategic planning** and seizing opportunities.

RECOGNIZING INDUSTRY NEEDS FOR **EFFICIENCY**

Clearer Information

Production teams require **timely access** to crucial information. Enhanced visibility allows them to make informed decisions about routing, scheduling, and resource allocation, ultimately improving operational effectiveness.

Better Visibility

Sales and operations teams need **increased visibility** into tour activity. This ensures that relationships remain strong, while real-time data facilitates proactive decision-making, adapting swiftly to changes in touring logistics.

50 YEARS ON THE ROAD. MODERN INTELLIGENCE FOR THE FUTURE OF TOURING.

Internal Intelligence Systems

Janco is investing in internal tools that monitor public tour announcements, organize open-source industry information, and help teams recognize opportunities earlier.

Smarter Sales Visibility

The goal is not to replace relationships. It is to help the right conversations happen sooner, with better context and better timing.

Planning & Communication Tools

From fuel surcharge visibility to reporting resources, Janco is building systems that support clearer planning, faster communication, and fewer surprises.

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