



The foremost bank marketing organization in North America
 Founded in 1980 by First Citizens National Bank

2020 & 2022 Bank Club History and Projections over next three years Based on 39 bank club renewals by February 15, 2022

I - Major Destinations hoped to tour over the next three years

<u>2020</u>			<u>2022</u>		
	% listed	# listed		% listed	# listed
North America			North America		
Alaska	50.00%	14	Alaska	65.22%	15
Branson	50.00%	14	Branson	60.87%	14
Canadian Rockies	42.86%	12	Canadian Rockies	47.83%	11
Maritime Canada	39.29%	11	Maritime Canada	39.13%	9
Midwest	35.71%	10	Midwest	39.13%	9
New England	50.00%	14	New England	39.13%	9
Pacific Northwest	32.14%	9	Pacific Northwest	34.78%	8
Southeastern US	25.00%	7	Southeastern US	34.78%	8
Southwestern US	32.14%	9	Southwest	26.09%	6
Hawaii	17.86%	5	Hawaii	17.39%	4
Mid-Atlantic	14.29%	4	Mid-Atlantic	17.39%	4
Eastern Canada	14.29%	4	Eastern Canada	13.04%	3
Mexico	3.57%	1	Mexico	4.35%	1
West Coast	14.29%	4	West Coast	4.35%	1
International			International		
Western Europe	65.22%	15	Western Europe	72.22%	13
Eastern Europe	39.13%	9	Africa	33.33%	6
Scandinavia	30.43%	7	Scandinavia	33.33%	6
Africa	30.43%	7	Eastern Europe	27.78%	5
Australia/New Zealand	17.39%	4	Australia/New Zealand	27.78%	5
South America	17.39%	4	South America	22.22%	4
Central America	17.39%	4	Central America	11.11%	2
South Pacific	17.39%	4	Middle East	5.56%	1
Japan	4.35%	1	Japan	5.56%	1
Antarctica	8.70%	2	Antarctica	0.00%	0
Middle East	8.70%	2	South Pacific	0.00%	0
Southeast Asia China	8.70%	2	Southeast Asia	0.00%	0
	0.00%	0	China	0.00%	0

II - Special Interests that the club enjoys

	<u>2020</u>	
Event	% Listed	# Listed
Historical	100.0%	31
General Sightseeing	93.5%	29
Theatre	87.1%	27
Cruises	64.5%	20
Wine tasting	67.7%	21
Shopping	58.1%	18
Hands-on	61.3%	19
Culinary	67.7%	21
Agriculture	48.4%	15
Sporting events	48.4%	15
Religious	32.3%	10
Casino/Gaming	35.5%	11
Women-only	22.6%	7
Active	16.1%	5
Spa/All inclusive	12.9%	4

	<u>2022</u>	
Event	% Listed	# Listed
Historical	100.0%	24
General Sightseeing	91.7%	22
Theatre	79.2%	19
Cruises	70.8%	17
Wine tasting	66.7%	16
Shopping	54.2%	13
Hands-on	50.0%	12
Culinary	45.8%	11
Agriculture	37.5%	9
Sporting events	29.2%	7
Religious	29.2%	7
Casino/Gaming	25.0%	6
Women-only	25.0%	6
Active	20.8%	5
Spa/All inclusive	20.8%	5
Fall Foliage (write in)	4.2%	1
Grandparents trip (write in)	4.2%	1
Kayaking, canoeing (write in)	4.2%	1

III - Key Club Information

	<u>2020</u>		<u>2022</u>	
	<u>Count</u>	<u>%</u>	<u>Count</u>	<u>%</u>
Generation of Club Director				
Baby Boomers: Born 1946 to 1964	29	78.4%	23	65.7%
Generation X: Born 1965 to 1976	3	8.1%	8	22.9%
Millennials or Gen Y: Born 1977 to 1995	5	13.5%	4	11.4%
Age of club	24 years old		22 years old	
Club director tenure	8.68 years		9.38 years	
# of members	2,231 people		2,156 ppl	
# of day trips annually	7 tours		5.8 tours	
# of pax per day trip	34 ppl		46 ppl	
# of short motorcoach trips (2-4 days)	1.5 tours		1.8 tours	
# of pax per short motorcoach trip	24 ppl		30 ppl	
# of long motorcoach trips (5+ days)	1.2 tours		1.6 tours	
# of pax per long motorcoach trip	16 ppl		29 ppl	
# of Fly programs in North America	1.6 tours		1.6 tours	
# of pax per fly program	24 ppl		26 ppl	
# of International trips	1.2 tours		1.8 tours	
# of pax per international trip	20 ppl		27 ppl	