



RESPONSE TO CORONONA VIRUS – COVID-19  
HCI BANKER RALLY CALLS  
877-256-0794  
**April 10, 2020 – 10pm CT**

**Purpose of the call:**

Listen to bankers, partners and PTO speak with one another on how they can keep their relationships strong.

Representation:

13 bankers; 13 partners; 4 PTOs – 10 states  
IA, IL, KS, MA, MN, MO, NE, TN, VT, WI

Agenda:

**I How is everyone doing?**

It has become clear that the individual states' decisions on how to manage through Covid-19 are becoming more in line with one another as the spread of the virus cases and deaths have now reached every state and the continued threat has become a truly national problem. It began as a problem in China that spread to South Korea and Italy and then to the state of Washington before scattering across the country and really settling in New York. But now, it is quite clear there are no boundaries and every human regardless of age, wealth, borders, etc. is at risk. With that recognized nearly everywhere now, most states are managing the problem in similar fashion. Isolation to stop the spread. Take care of those who do get sick.

Our members are all feeling the affects of these changes on their personal and professional lives. Our members are true optimists and report that they are doing well and looking forward to life returning to some normalcy, whenever that may happen. Even as they have transitioned from full time work, to working from home, to washing their hands a thousand times a day, to social distancing and now to masks and gloves; the message from all remains highly energized by thinking about the future of gatherings at their banks, traveling to our partner destinations and exploring the world.

**II What new changes have occurred in your business that are affecting 2020 and 2021 tours?**

Our partners are reporting that their major community events are being cancelled through July and into August and the Fall. These are local events attended by thousands and thousands of residents and visitors, and represent significant part of the CVBs' annual programming and income, as room taxes are realized. Bankers continue to cancel trips for all of the remaining Spring season and much of the Summer. Mostly these are being rescheduled for later in 2020 or into 2021. There are some notable changes for some banks, where senior Management has started to require or recommend certain things like limiting or eliminating International Travel and asking to review all contracts to limit liabilities for lost deposits and so on.

This is the time for partners and PTOs to rework their contracts with their own partners and with the banks. There will be a big reluctance for anyone to be signing contracts that don't guarantee cancellation protection in the event of natural disasters, geopolitical circumstances and now pandemic and health restrictions that prevent guests from traveling. This also the time for partners and PTOs to guarantee future prices do not

increase for trips that have had to be postponed and to also look for ways to add value to the existing trips without increasing prices to give even more incentive for guests to travel.

### **III How can HCI Partners work with the banks to handle the challenges everyone is facing right now?**

Several suggestions were made from our bankers that may well be possible for our Partners to do and even some that are already doing them. These include:

- Destinations to have blogs so the banks can start running weekly blogs talking about destinations they may be offering.
- Partners have 30-minute conference calls or webinars highlighting 3 itineraries that might be of interest for new travel plans.
- Partners and PTOs send out streaming tours or performances of the things the banker's guests would have seen if the trip had run. The bankers can then show these to their guests to keep the destination in the forefront of their minds for future travel.
- For trips still planned for the Fall and all of 2021, provide new added-value to encourage any guests that are hesitating to go back on tour with another good reason not to cancel.

HCI has also been given two suggestions of what we can do to help:

- Set up a search engine on our website that our bankers can use to search through our Partners' key words and help our Bankers find product that they might be interested in including for a tour.
- Set up a tracking mechanism, whereby our bankers can report the overnight stays they have had in our partner communities.

[Ed. Note: We have nearly completed both of these things and will be going live soon.]

Also, HCI has offered free advertising on our website homepage for 60 days to all of our partners. Take a look and click through to learn more about these great partners!

### **IV Are any HCI banks processing Paycheck Protection Program loan requests in their communities?**

Yes. Nearly all of them and they are swamped with the process. Some of our bankers have been repurposed to assist the loan department on this process. Some are not doing the PPP but are processing regular SBA loans.

Of note, many of our partner CVBs are currently not eligible for the PPP program due to an oversight in the language and they are petitioning to get included. HCI is very supportive of this effort.

### **V Additional comments:**

***How should Partners let you know they are still here and ready to help with planning without overwhelming the bankers?*** Somewhat divided response to this with some bankers saying they have no time right now, some asking not to call but email, others asking not to email but snail mail. Clearly there is not one best practice, but that most do need and want some communication and perhaps the best practice is to give them a call or drop an email to see what they prefer and treat them individually based on their preference.

***Can bankers click on links in email in order to get virtual tours and other things they might want to share with their members?*** Most of the banks have trouble with attachments, and not as much with links. Either way, if it is important, they can get help from IT to access what they need.

The banks are also inundated with notes of sympathy about what a tough time this is, and they would prefer a nice note and to move on to the product promotion, which is what they are truly interested in reading.