



RESPONSE TO CORONONA VIRUS – COVID-19
HCI BANKER RALLY CALLS

June 11, 2020 – 10am CT

Purpose of the call:

It's June! Are we coming into the light yet?

Representing:

14 bankers, 14 partners, 8 PTOs – Total 36 people – 12 states
GA, ID, IL, IA, KS, MA, MN, MO, NE, NH, TX, WI

AGENDA

I What states and countries are starting to open?

Most states seem to be between Phase 1 – 3. Lots of things opening up with lots of Covid protocols in place to keep people safe and try not to have a return of the virus. Most of these protocols involve social distancing and the wearing of PPE masks at a minimum. While the partners showed lots of enthusiasm for the remainder of 2020 and 2021, they still have the worry that the virus might return with the loosening up of restrictions and isolation.

Some of Europe has opened up – Iceland and Poland – to foreign visitors outside the EU, while most have not yet opened up to US travelers. Inter-country and Inter-EU travel is opening up more and more each week in many places.

II Are there any last-minute opportunities for 2020 our banks should consider?

Bankers were encouraged to hear how optimistic the partners were, but did not seem to translate that into new bookings for the remainder of 2020, even with things opening up. Those banks which had trips still on the books for 2020 are very hopeful they will operate. However, they seem very prepared that they might have to cancel as well. The uncertainty does not give confidence for the bankers' willingness to book new trips this late. In addition, they require time to book their tours, even is they are day trips. Planning the trips, marketing the trips and then signing customers up is a long process that usually requires 2-3 cycles of newsletters to market the trips to their customers.

There are still so many questions for which there is no answer yet. Once these become clearer, then the bankers will feel more confident:

- ❖ What does social distancing on the coach really look like?
- ❖ When should we accept payment for a trip that we are not sure if even going to run?
- ❖ When do we decided a trip needs to be cancelled?
- ❖ If we fill a coach, how do we then reduce the numbers for social distancing – 2 coaches would mean paying more?
- ❖ With the news going up and down and negative right now, what is the right path?

- ❖ What does the bank need to do to protect itself differently than what they are currently doing?
- ❖ How do we answer customer's questions about what to expect on tour, when we are uncertain ourselves?

One bank followed up with HCI after the call to let us know that their senior management would not restart their travel program until a vaccine was in place and their customers had been vaccinated, which they expect by the end of 2020 or early 2021.

The banks with the most positive outlook were those that had good information from their Preferred Tour Operators and partners so they know what to expect, understand costs, have flexible payment policies, and have customers who are ready to travel and willing to do it with whatever new restrictions are required. Domestic River Cruises have strong, clear statements where Ocean going cruise ships are still formulating their plans.

Quite a few of the banks still have trips on the books for 2020. When those trips run, they are likely to have a greater sense of what to expect in the future.

Partners made it clear that they want to work with each individual bank to meet their individual needs as to cost, cancellation and attrition policies, payment deadlines and anything else the bank needs to have modified to run a trip. They may not have a single guideline that covers everything, but they would like the individual banks to let them know what the bank needs so they can do their best to meet the new requests.

Branson seems to be an important exception to many of the destinations right now from the perspective of being open and operating as well as from the perspective of the bank still planning trips for 2020. Theaters have put into place new protocols for limiting capacity, getting into your seats and exiting the buildings, whether and who will wear masks and so on. Like the other destinations, they want to do all they can to keep the Fall groups from cancelling and want to work with the banks on any questions or requests they may have to feel comfortable to travel.

The banks that have strong information from their partners advise sharing that information with their customers as soon as possible, so the customers feel confident the bank is working on this and helps remove some of the fear that comes from not knowing. They feel transparency is very important.

So, the current rule is – Throw out the old rules and let's work together (group by group) with lots of communication to make the trips operate.

III What are some non-travel initiatives the banks are undertaking to keep customers engaged?

One bank is doing an outdoor movie and picnic.

One has done a 1-hour "drive-thru" where the club director and bank president met each car driving thru with a goody bag including gift cards. Staff was wearing masks and gloves.

They are also creating a Halloween Haunt for adults coming up in October

IV Are there any banks that are no longer allowed to offer International travel?

Most banks say they have no limitations to International travel plans from senior management.

However, it all depends on what opens when and how comfortable the customers feel. One or two feel they may not be able to offer International Trips in 2021 and to wait a year to consider again.