



RESPONSE TO CORONONA VIRUS – COVID-19 HCI RALLY CALLS

August 6, 2020 – All member Zoom Call

Purpose of the call:

Ideas for dealing with Covid today and tomorrow.

42 members on the call representing 17 Bankers, 17 Partners, 8 PTOs – in 15 States and Canada
GA, IL, IA, MA, MD, MN, MO, NC, NE, NH, RI, TN, TX, VT, WI, Fredericton, NB CAN

AGENDA

I The HCI Board met last week and HCI will share a summary

Review of 2020 PG conference. 9.5 out of 10 for Overall conference and Conference Value and a 9.3 for Educational content – our Highest score in history. We also had 17 First time bankers.

The Contingency Council met in May and the Board met last week to discuss what we might want to do for our 2021 Peer Group conference. Several things were decided including:

1. We will keep the date – week of February 22-26 – DEFINITE
Be prepared for 3 Options:
 - Normal conference but with less expensive options for Partners
 - Shorter conference less expensive for everyone
 - Virtual conference
2. If a physical conference, it would be in the Midwest to keep costs down and avoid flying for many delegates
3. New conference theme: ***“On the Road Again – Creating New Paths Together”***

We will also be doing a special promotion throughout the rest of the year to promote how valuable the PTOs are to HCI and our bankers, especially during all of the tour changes due to Covid-19. We are asking our bankers to take “selfie” Testimonial Videos and describe how the PTOs have helped them during Covid.

CBCD curriculum will now expand to add online learning via webinars

II Ideas for keeping customers engaged while travel is so limited

Here are some ideas bankers brought up for local events not requiring group transportation:

Painting class; pickle ball; car show/drive thru picnic; Movies at old theater;
Meet at local arboretum for a talk in the herb garden and a picnic; Visit Audubon with wood turning demonstration.

Spread the Sunshine event – set up tent in drive thru – 111 customers came through in 3 hours distributed little yellow goody bags with a happy face on them.

III Do Banks have any overnight trips on the books for 2020?

There are still a few bankers planning some short trips before the end of the year. These include: 2-day trip to Branson; 4-day trip to Nashville and 3-day trip to Waco, TX. A few are still offering day trips including Fireside Theater and Kalona.

Most have ceased all group travel for the remainder of 2020.

Most of these have rebooked those trips into 2021.

General feeling is that the bank customers are relieved to have the trips cancel and are looking forward to travel again in 2021.

Our PTOs report that all have suspended their travel or had it cancelled through October 31st and most through the full 2020 year. The exception is that Collette is still doing a handful of domestic group trips with smaller numbers on the coach to destinations that are permitting travel. They have a lengthy set of protocols in place for everyone's health and safety.

III Are Banks still planning for 1stQ 2021 or are they starting to cancel these?

This was pretty well split with about half the group either avoiding the first quarter or feel it is likely to cancel and the other half still planning their 1st Q tours. This includes some international travel plans including Australia; European River Cruise.

Our PTOs are not canceling anything yet in 2021 except at the request of any specific group leaders or bankers. It is expected that big ship Cruising will remain a concern and will likely take longer to return. Domestic river boat cruising is still working to get their protocols and programs in place to take bookings.

III What is the status on Americans going to Canada?

Our partner from Fredericton, New Brunswick Canada gave us an update on the Canadian border and Inter-Canada travel. The border remains officially closed through August 21 and that is likely to be extended as the US struggles to contain Covid. Atlantic Canada has created its own bubble allowing freedom to travel between those 4 provinces. There is talk of opening all of Canada to all of its residents. 2 large travel conferences have been moved to Virtual conferences – Bienvenue Quebec and Ontario Motorcoach (OMCA). Mask wearing is by province – Nova Scotia requiring masks now.

III Who is responsible for taking temperatures on tour?

There does not appear to be any set pattern yet. Resort hotels are doing it in the hotel lobby, tour operators are having the tour manager do it. Many are not requiring it at all.

III Given no travel this year, will HCI be charging bankers a membership renewal fee?

HCI will give this consideration

III What are the updates on government advocacy for the travel industry?

Wendy reported on Travel Advocacy

- CERTS Act for motorcoach industry
- HEALS act to include 501-C6 and possible new round of PPP funding
- STEP act supporting tourism industry.

Wendy will send Tina links to these places so that our members can reach out to their representatives and support all the legislation.
