



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

April 21, 2020 – 11am CT

Purpose of the call:

Covid-19 update for bankers

Representation:

18 bankers, 2 staff – 13 states

GA, ID, IL, IA, KS, KY, MA, MN, MO, NE, NH, VT, WI

AGENDA

I What does the future hold for community bank clubs?

Our bankers remain very positive, though realistic that there will be changes. They have a high level of confidence that their customers will be ready to travel again as soon as restrictions are lifted. Once that happens, they anticipate domestic trips will be popular before International trips and that Large Ship Cruising may be last to come back. Most of the senior management remain very supportive of the bank's travel program. There are good examples of bank club marketing still working for future trips as people are signing up for a time when they are expecting to be able to travel again.

They all believe that if they remain positive and project strong belief that their programs will be thriving again soon, then their customers will remain positive and ready to book.

A couple of specific changes going forward will be a new scrutiny over contracts, so deposits and payments will be refunded and not lost. Language will be added that protects them if having to cancel due to situations beyond their control – like a pandemic. They also believe that large ship cruising will undergo a lot of changes to procedures to keep their passengers healthy on tour and protect the bank from cancellations. It was mentioned that with all the River Cruise trips that had to be postponed from 2020 to 2021, that there may be an inventory/capacity problem in 2021 as the ships are so small. While this may not impact pricing too much, it may impact availability of preferred dates.

They are looking forward to the day that Covid-19 gets out of the news cycle and they can all get back to doing the job they enjoy!

II Tell us any experiences you have where you may have lost money that the bank will need to cover.

Trips that were cancelled at the very last minute – within 30 days or so of planned departure – are where most of the conflicts took place. Trips that were further away were pretty easily cancelled as they were within most cancellation dates and were able to get refunds or rebooking to another time

with full credit given. So, most of the issues were for trips in March/April/May, where the bank had fully paid for the trip and some tour/bus operators struggled to give cash refunds. A very large percentage of the bank's travelers are very trusting of the bank club to do what is right and confident if a mistake is made the bank will cover it.

There were no reported issues getting refunds or acceptable credits with PTOs.

There were a few reports of individual companies like bus companies and theaters that had been paid for and were only issuing credits for a future trip with poor communication and not being confident they might even reopen.

In one case, when a bank is being given a voucher for future use, they are, in turn, issuing vouchers to their customers on future bank club trips that can be used at any time going anywhere until the value of the voucher is complete. If the supplier who gave them the voucher is no longer in business the bank is covering the value of that voucher through this voucher system rather than giving cash refunds.

There were a couple of examples where a non-PTO tour operator was not issuing full refunds when requested and only giving partial refunds. There was one example of a group on tour that had to be brought home early due to border closing that resulted in quite a bit of new expense for flight changes and the loss of the trip that was not completed. They are still waiting to hear if any of this is covered by the comprehensive travel insurance they had purchased, though they do not feel it will come through.

Once again, the bankers reported that some are still planning for the Summer and some for the Fall. All are no longer booking anything through June 30th.

III Share and publish stories: A day in the life of a bank club director during Covid 19

HCI has created a place on the Covid-19 page of their website and invited bankers to tell their stories of what a typical day is today compared to what it had been. There are several submissions so far, and we are encouraging all readers to submit their own. Those who have submitted their stories have found it cathartic to get it all written down and even that their perception changed as they were writing.

IV Supporting our Partners and PTOs – new HCI tools – search, tracking, advertising

HCI reported that we now have 3 new tools for our membership to use, that will encourage doing business together:

1. 60 days of free advertising on the home page of our website for any partners
2. A new search engine is being developed that will allow our bankers to search for product from our partner/PTO members only.
3. A new tracking tool is being developed that will allow our bankers to tell our partners when they have had a group overnight stay and for how long and how many room nights.
4. HCI also gave an update on the Arch Travel Insurance partnership and encouraged bankers to use when planning their own trips. Check it out here: [Arch Travel Insurance](#).

All agreed to continue the Rally Calls on a 7-10 day basis, with the next being for full membership.