



BENEFITS OF GROUP TRAVEL ARE ONLY STRONGER TODAY

In light of the Covid-19 pandemic, it is natural to wonder whether Group Travel will still be a preferred form of travel for our bank club customers.

It is easy to overthink this question when we are in crisis with lots of time on our hands to wonder if it is safe to travel again.

The best place to start is to remember why group travel has been a preferred type of travel for many of our customers for a very long time. In survey after survey, this is how travelers who prefer group travel describe their reasons:

- ❖ WORRY-FREE TRAVEL
- ❖ PERSONAL SAFETY
- ❖ EXCEPTIONAL VALUE
- ❖ FRIENDSHIP AND FUN

When we consider these benefits in light of our concerns about future travel, it is easy to see that they are even more important in the future than they have been in the past. Most especially this is true of the aspect of being worry-free and protecting everyone's safety.

Today, we worry and wonder:

- What protocols are being taken at which hotels to protect me?
- Which restaurants have ample space for social distancing and are they properly sanitizing everything between seatings?
- Which performing theaters have adopted smaller capacities and eliminated intermissions to make for minimal interactions with unfamiliar people?
- What seat will I have on the airplane and will it have been sanitized?
- Where can I get a good tour guide to show me around and learn what life is like in this place I am visiting?
- If I am visiting another country how am I going to communicate with those who don't speak my language?
- What happens if my car breaks down in the middle of nowhere?
- What happens if I have a medical emergency?
- And many more.

For people who are traveling independently, they have to learn all of these things and may find that much of their vacation is tied up finding out where to go and how they will be safe.

Group travel eliminates both the worry and the need to plan any of that yourself. The Preferred Tour Operators that the bank uses to plan our group trips are exceptional. They plan every part of the tour to ensure a fabulous vacation that will also be worry free.

With Group Travel all of the worry is eliminated and all of the fun, friendship and learning remains.

Costs continue to be less expensive with group travel even if you decide to travel in smaller groups. In fact, the value of smaller group travel may be even greater as you will be able to enjoy more intimate experiences that might not work for larger groups.

In summary, Group Travel remains a wonderful way to travel for those looking for a worry-free trip with great itineraries that showcase the very best a region has to offer, with tour guides whose expertise and knowledge puts all the finishing touches on the perfect trip.

GROUP TRAVEL IS THE PERFECT FUTURE!