



It is with great pride that we work with our Partners to accomplish our mission to be the premier bank marketing organization in North America. Through networking, education, innovation and industry expertise, Heritage Clubs provides its members with the resources and opportunities to be the most knowledgeable and successful in their field. We cannot accomplish our mission without the support of our partners. We greatly value the expertise and service that they provide our Heritage Clubs bank club directors (aka travel planners). We can confidently say that our bank club directors value our loyal partners. Working together like this builds strong relationships that improve our bankers' products and our partners' bottom lines.

Of course, the best way to build these relationships is by attending the annual Peer Group Conference. In addition to this opportunity, your Heritage Clubs membership has many other benefits to help you succeed in working with this group travel market. We wish you great success as you invest to grow your group travel business within our community bank club market.

Heritage Clubs International (HCI) is a very unique organization. What makes Heritage Clubs so different? First of all, our bankers are not in competition with each other creating a very intimate and friendly atmosphere at the conference. Our attendees, bankers and partners alike, come back year after year somewhat reminiscent of a family reunion. Our bankers, although friendly and quite casual at the conference, are there to do business, and your success within our organization will depend on your ability to build relationships with our bankers. You will find that they respond very positively to our loyal partners. HCI is truly one of kind within the industry.

## FAQs

### MEMBERSHIP

- What are the categories of Membership?
  - Bank Club Directors or Bankers – these are the “buyers” as they are travel planners representing their community bank club.
  - Preferred Tour Operator or PTO – there is a limited number of PTOs (currently 8) who sell comprehensive tour programs to the Bankers. They have different criteria for membership and privileges along with required conference commitments and sponsorships.
  - Heritage Partners or Partners. These are Travel Industry Partners (Suppliers, DMOs, Attractions and Properties).
- How much is the Heritage Partner membership fee? The annual membership fee is \$350. Heritage Clubs offers an annual membership renewal discount (August-September) for a \$100 savings off that price. The member's fee must be paid by September 30th to qualify for the discount. All conference attendees are required to be paid members.
- When does my membership expire? Membership runs from October 1st to September 30<sup>th</sup>.