



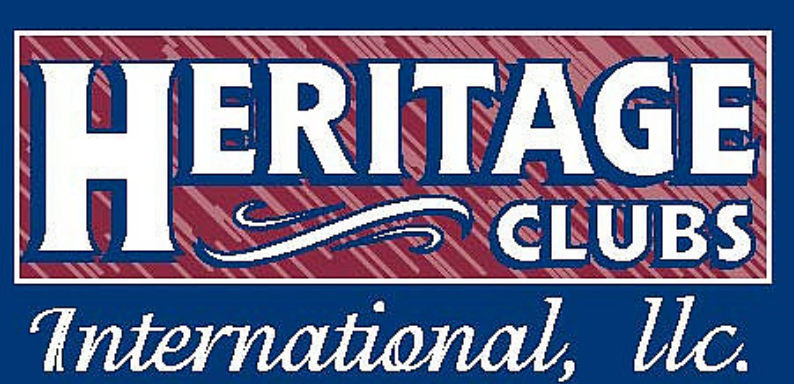
BANK TRAVEL CLUBS

BEST PRACTICES

2016 HERITAGE CLUBS INTERNATIONAL PEER GROUP
HONEY CREEK RESORT, MORAVIA, IA.

LEISURE

GROUP TRAVEL



Bank Travel Club
Directors and
Travel Suppliers
gathered for the
annual Heritage
Clubs Peer Group
conference at the
Honey Creek
Resort in Moravia,
Iowa from
March 14-18, 2016.

In a breakout session titled Best Practices of Bank Travel Club Managers, bankers were invited to share their opinions with CVB's, hotels, attractions and tour operators in small-group sessions. During this 90-minute session, delegates exchanged ideas on what's working and not working in today's climate. Following are the highlights of each roundtable discussion.

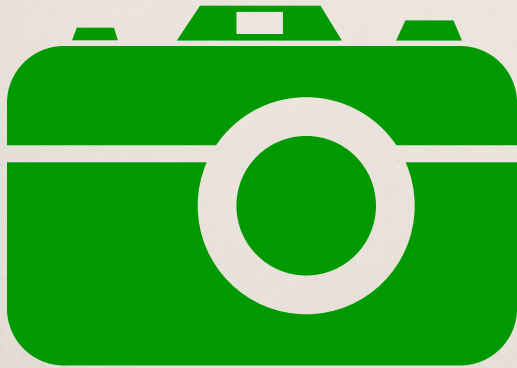


What are the Biggest Marketing Challenges Facing Bank Travel Clubs?

(Hint: Clubs are Seeking to Capture a Younger Audience While Still Appealing to Existing Customers)

- 1) Typical age for club participation is 55+ and while some clubs are considering lowering it to 50 or 45, some of those prospects don't have the time, dollars and resources for bank-sponsored trips. If they do, they may not like the same things as older customers.
- 2) Facebook pages are a big marketing tool for some bank clubs, and a big no-no for others. It all comes down to bank policy regarding social media. Many club directors recognize they need to be on s.m., as we are right on the cusp of a younger audience.
- 3) Clubs have to be in tune to loyal customers and letting them know that this is their program.
- 4) Terminology is confusing. When communicating to a younger audience, the term "club" may denote old people where the term "program" may not. Looking in the thesaurus, there are 30 different words for "club."
- 5) It's a challenge designing trips for specific demographics because not everything is going to work for every demographic.
- 6) Banks are troubled when clients go home and tear apart the package that the club is sponsoring, trying to piecemeal individual components over the internet to beat the price.

7 Ways Banks Find New Destinations



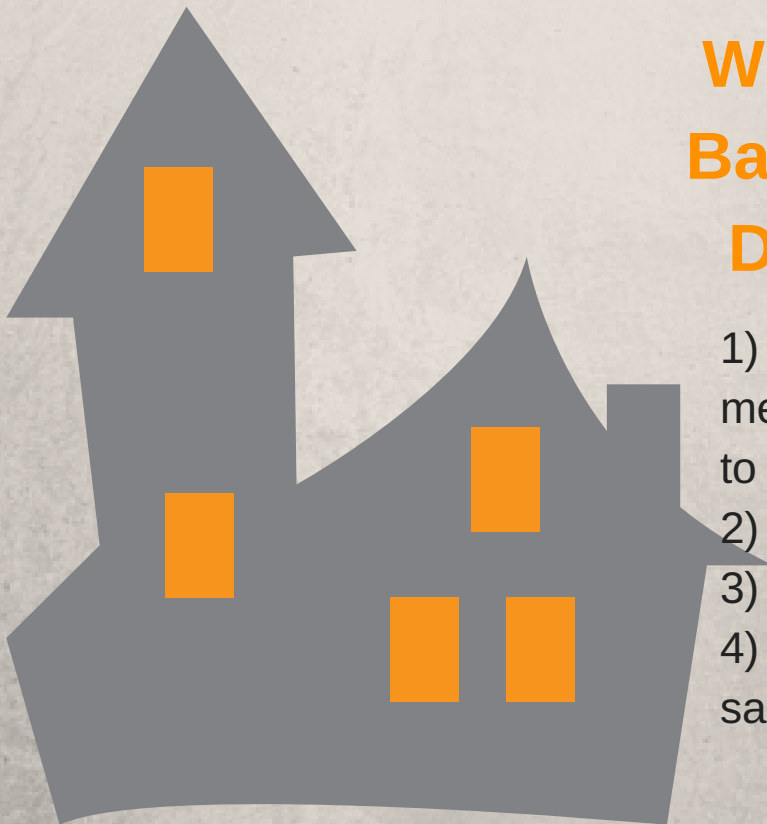
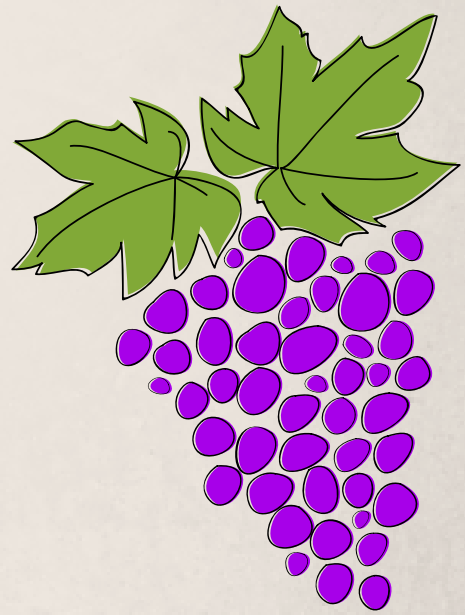
- 1) Taking surveys of members to hear what other people are doing
- 2) Utilizing CVB's
- 3) Using websites of attractions
- 4) Fam trips
- 5) Coming to events like HCI, Travel South, Missouri Bank Travel, Iowa Group Travel Expo
- 6) Word-of-mouth
- 7) TV ads, magazines like Leisure Group Travel

If Travel Suppliers Could Offer These Tools/Services They'd Get More Love

- ❖ Comps for more than one escort since some clubs bring more than one representative
- ❖ Destination videos and powerpoints to play in bank lobby
- ❖ Planned itineraries with flexibility - they can take something out of the itinerary and put something else in its place
- ❖ Shorter deadlines and flexible policies – especially with shorter trips banks can't pay deposits 90 days out if they don't know that it's running
- ❖ Flyers that will wow the clients – catchy – must be able to email
- ❖ 24-hour contact numbers, advance information on who the driver and escort is going to be

Top Criteria for Picking a New Trip

- Finding new destinations where travelers have not been before
- Tick off the bucket list of club director and travelers
- Convenience of travelling to that destination
- Ease of working with the travel partners – simple contract terms, pricing, add ons, insurance, flexible itinerary
- Affordability
- Feedback from the president or advisory board of the bank
- For salespeople to be excited about the destination
- Referrals of similar clubs



What Scares a Bank Club off a Destination?

- 1) Horror stories from members who have been to that destination
- 2) Priced too high
- 3) Pushy salespeople
- 4) Poor follow-up from sales rep

Mystery Trip Secrets Revealed

- Multi-day trips work better due to competition in their area for day trips
- Themed mystery trips sell well
- Make it a point that members know there are no sports activities included like a baseball game, everything else is wide open
- Visit unique venues and restaurants, include unusual item that the traveler couldn't have done on their own
- Assistance from chamber or CVB in providing new ideas that travelers haven't experienced
- Experiential items incorporated into itineraries
- Tell members that if they come back and there wasn't something new they get a refund

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Suspense Sells

- Announce sign-up date but that's all
- Keep everything totally secret – nobody in the office knows - leave a sealed envelope at the bank so if someone needs to get in touch with travelers
- Odd clues (wear comfortable shoes and bring a roll of toilet paper)
- On the seat of the coach leave clues each morning on what they will be doing that day

- 1) Loyalty to bank's initiatives
- 2) Increases core depositors
- 3) Gives people something to keep them active and healthier longer
- 4) Provides unique experience that others don't offer in the local area
- 5) Builds a family out of customers

5 Reasons Why Banks Have Travel Programs



Follow Up in this Fashion or You'll be Sure to Land in Junk Mail



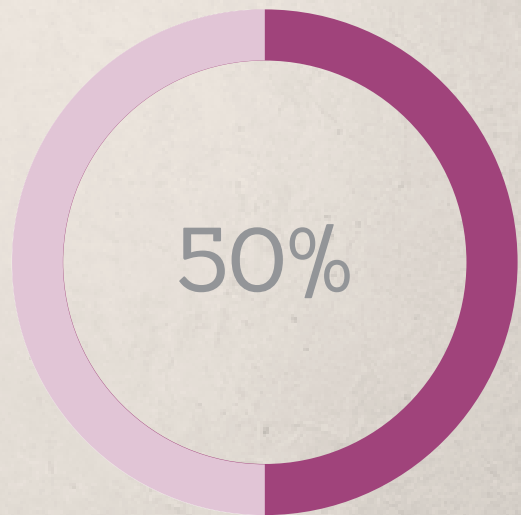
- Most bankers want a follow up by email 2-3 weeks after the show
- Put in subject line follow up from “show name” so they have a reference point of where this email is coming from
- Be aware – some banks can’t open attachments or links
- Include a map on your profile sheet for geographical reference
- Include a phone number with area code, town, drill down to the obvious
- Make follow-up concise unless you have specific notes that the bank needs something particular from you

Other Challenges

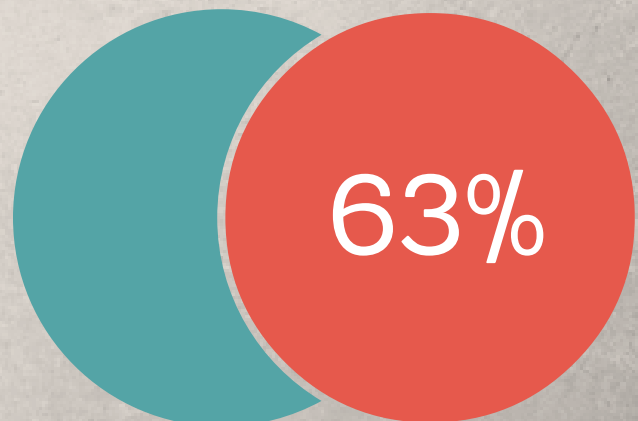
- Comp time is an issue – some banks provide comp time when traveling, others view it as bankers having the privilege to travel and get to come into work the next day
- One of the most difficult parts was compliance tests especially for people who ran the club full-time.

Bank Travel Club Directors Do More Than Travel

Roughly half of representatives are full-time bank club managers; the other half also perform other duties, ranging from branch managers to loan clerks, receptionists



2/3 of directors were on salary, 1/3 were hourly employees





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