

## Travel Industry Report 08

Did you know this about Bank Travel Clubs?

- 58% of BANKTRAVEL Club Directors have taken their groups on an Air Tour
- 45.2% of BANKTRAVEL Club Directors have taken their groups on a Cruise
- 41.7% of BANKTRAVEL Club Directors have taken their groups to Canada
- 25.7% of BANKTRAVEL Club Directors have taken their groups on an International Trip (Europe, Asia, South America, etc.)

How do Bank Travel Clubs plan tours?

- 11.6% Exclusively utilize tour company
- 26.0% Exclusively plan own tours
- 62.4% Combination of both

Who guides the tour?

- 8.9% Exclusively utilize your escort
- 33.0% Exclusively guide own tours
- 58.1% Combination of both

Did you know this about BANKTRAVEL members?

- 97.7% of BANKTRAVEL Club Directors do day trips.
- 87.3% of BANKTRAVEL Club Directors plan overnight trips.
- 37.7% of BANKTRAVEL Club Directors organize travel for more than one group.

Regions that Bank Clubs have requested tour & travel information from?

- 41.1% Southland (AR AL LA GA MS SC FL)
  - 39.0% Midsouth (KY TN WV VA NC)
- 38.4% New England (ME VT NH MA RI CT)
- 33.2% Mid Atlantic (NY PA DE NJ MD)
- 33.0% Great Lakes (WI IL IN OH MI)
- 25.7% Southwest (AZ NM OK TX)
- 25.3% Canada
- 25.0% West Coast (WA OR CA)
- 23.3% Rocky Mountain (NV UT CO WY ID MT)
- 26.7% Heartland (ND SD MN NE IA MO KS)

Number of years Bank Travel Clubs have planned travel?

- 39.1% 7+ Years
- 30.8% 1 - 3 Years
- 19.5% 4 - 5 Years
- 10.6% 6 - 7 Years

Type of group or organization?

- 100% Bank Travel Club

Types of tours Bank Travel Clubs plan?

- 63.7% Historical Tours
- 64.1% Casinos, Riverboat Gaming, Etc.
- 61.5% Shopping
- 52.3% Educational Tours
- 43.1% Dinner Theaters
- 29.7% Ethnic Groups
- 27.0% Sports Tours

Members in your loyalty program?

- 38.5% Up to 100
- 26.7% 101 - 250
- 14.0% 251 - 500
- 8.6% 501 - 1000
- 6.2% 1001 - 2500
- 3.3% 2501 - 5000
- 2.7% Over 5000

Bank Travel Clubs that plan gaming trips?

• (I.E. CASINOS, RIVERBOATS, ETC&hellip;)

• 64.1% Yes

• 35.9% No