

## Visit Rochester Code of Business Practices

Visit Rochester and its organizational members are committed to seeing that visitors traveling to the Greater Rochester area are treated in a professional and client-focused manner. Members are expected to represent the hospitality and tourism industry and extend a welcome to all visitors.

### Standards include:

**Accountability** – Providing a safe and family-friendly destination for all Monroe County visitors and by agreeing to obey all local, state, and federal laws and regulations.

**Excellence** – Providing value in quality product and exceptional service to all visitors.

**Inclusion** – Purposely welcoming to all people, whether guests, clients or employees.

**Professionalism** – Consistently honoring all commitments and ensuring customer satisfaction through courteous practices that treat our visitors with dignity and respect.

**Responsiveness** – Professionally reacting to feedback and resolving complaints fairly and in a timely manner.

**Solicitation Policy** – Members are expected to engage in respectful business practices. Mass solicitation of other Visit Rochester members for products or services is strictly prohibited. All outreach must be conducted in a professional, targeted manner that respects the time and privacy of fellow members.

This Code of Business Practices assures that membership with Visit Rochester is protected and enhanced so that all members may regard their membership with pride. Visit Rochester reserves the right to reject or discontinue membership due to unbecoming conduct by a member, non-payment of monies owed for dues or other services provided by Visit Rochester, or for reasons that may be deemed detrimental to Visit Rochester's goodwill, reputation, and/or mission and vision of the organization.