

VCVB Members Code of Ethics

To preserve and develop the reputation of Valdez; to promote tourism throughout the region; and to guide our actions in business, we promise to abide by the Valdez Convention and Visitors Bureau Members Code of Ethics as follows:

- We, as members, will provide visitors with exceptional customer service to ensure customer satisfaction, information on products, attractions, and services in Valdez when requested.
- We, as members, will treat all other members of the VCVB and the VCVB Team courteously, ethically, and professionally.
- We, as members, will provide a clean and well-maintained business to ensure guests feel welcome and encouraged to return to Valdez.
- We, as members, will handle any inquiries, requests, transactions, correspondence, and complaints promptly and fairly, and abide by all federal, state, and municipal laws.
- We, as members, will maintain all operating licenses and insurance needed for business.
- Any promotional material provided by members to the VCVB shall have appropriate content for all audiences. We vow to be truthful in advertising and informative materials (print, electronic media, television, radio or otherwise) and ensure materials do not contain false, misleading, or incomplete information.

*Refusal to display or publish a member's promotional material is at the discretion of the VCVB.

- We will represent Valdez to visitors, businesses, and other stakeholders to aid in the advancement of the visitor industry and to grow awareness of the economic impact of tourism within the Valdez community.
- We understand that it is the policy of the VCVB to investigate all complaints which allege a member has acted in contravention of the above described VCVB Code of Ethics -- including, but not limited to: engagement by member businesses or their employees in acts of impropriety or the appearance of impropriety, and/or in any conduct which may adversely affect the wellbeing and reputation of the VCVB or prove detrimental to Valdez and/or the goals of the VCVB.

If you have read, understand, and agree to abide by the Members Code of Ethics as outlined, please sign in acknowledgement.

Signature

Organization

Date

