



April 7, 2020

Dear Tourism Best Management Practices Participant and Supporting Partners:

On behalf of Juneau’s tourism/business community, we invite your company or organization to sign on to the 2020 Tourism Best Management Practices (TBMP) program (we do ask you to sign on each season). This program incorporates operational guidelines gleaned from community surveys, the tourism hotline and public meetings attended by Juneau residents and visitor industry businesses. Last season, participants included over 100 businesses and 2,500 employees.

Since its inception in 1997, Tourism Best Management Practices has focused on continued improvement. It is important that each member monitor and respond to specific hotline comments in a prompt and respectful manner. It is a commitment we all make as part of the program and the cornerstone in promoting the program’s legitimacy and success.

The 2020 program members will continue to utilize the TBMP *Employee Agreement*. Designed to increase awareness and accountability at every level of employment, this agreement will provide maximum accountability and adherence to the 2020 Tourism Best Management Practices guidelines.

To insure effectiveness and to bolster public confidence in this non-regulatory approach to responsible tourism management, we request your continued involvement and support. **Please sign and return this letter by fax (463-5055) or email (kday@hagroup.com) to Kirby Day at HA Group no later than April 24th.** Please keep a copy for your records. We know you will want to be added to the list of local businesses who value and support conducting operations in a manner that minimizes impacts in our community. This will allow us to include your company name in the promotional ads this upcoming season.

Please provide your anticipated/estimated number of employees below.

As we celebrate 24 years of success with this world-class program, I offer my sincere thanks to the companies and individuals who have participated and remained committed to TBMP. This important cooperative effort will continue to define Alaska’s Capital City a great place to visit and a wonderful community in which to live. THANK YOU!

Sincerely,

S. Kirby Day, III - Princess Cruises/Holland America Group

_____ agrees to follow, to the best
(Business name)

of its ability, the guidelines put forth in the **2020** Tourism Best Management Practices program.

Representative Signature _____ Date _____

Representative Name _____

Approximate number of employees who will sign on to the program _____