

Message

From: Kim Kiefer [/O=CBJ/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=KIM_KIEFER]
Sent: 3/8/2013 5:41:25 PM
To: Carlton Smith [carltonsmith@gci.net]; J Nankervis [j_nankervis@ci.juneau.ak.us]; Jesse Kiehl [jesse_kiehl@ci.juneau.ak.us]; Johan Dybdahl [jdybdahl@icystraitpoint.com]; Karen Crane [dfkc@gci.net]; Loren Jones [loren_jones@ci.juneau.ak.us]; Mary Becker [jmbecker@gci.net]; Mary Becker [mary_becker@ci.juneau.ak.us]; Merrill Sanford [Merrill_Sanford@ci.juneau.ak.us]; Randy Wanamaker [berniers@ak.net]
Subject: FW: Picking-up Independently Booked Tours

Hello,

I have received a couple of questions about a proposed change in practice at the Princess Dock. Below is an email that Kirby sent out today regarding the potential change.

Kim

Kimberly A Kiefer

City Manager

City and Borough of Juneau

907.586.5240

www.juneau.org

Good Afternoon --- regarding the below email, I have heard from a few tour operators on this and understand their concern.

Historically, we have had this policy in place since the dock was built in 1996. I have admittedly relaxed oversight on this over the last few years. With ships getting larger and the need for more space for our contracted tour partners to operate, we decided to reiterate the policy in the memo below. I realize that a number of you may be new to the market in the last 5-6 years and so this came as a surprise, not realizing we had this in place in the past.

We are currently looking at this again in hopes of providing some sort of direction that will work for each of you who have been picking up at Franklin Dock the last couple of years. Picking up passengers already booked is one thing, and quite different from actually soliciting tour sales at our dock, which I realize most all of you are NOT doing.

The AJ Dock already has a designated area (on CBJ property) near their staging facility that many of you use.

Also, one operator had asked me about independent passengers with mobility challenges and those who need wheelchair transport in ADA equipped vehicles. It has always been our policy to allow independent operators to utilize our ADA staging zone to pick up and drop off these passengers and we intend to continue to do so. All an operator has to do is call, email, or fax us with the details - date, time pax name, and we will make that ADA staging area available for you.

I am traveling this next week. Give me until I return to rethink this and come back with an alternative. Please, if any of you have ideas as to how best to accommodate (including keeping the status quo, as we have been operating the past few years), I would be happy to receive and consider those suggestions.

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Thank you for your patience and thanks to those who took the time to discuss with us directly.

Best Rgds, Kirby

S. Kirby Day, III
Director of Shore Operations, Alaska and Pacific Northwest
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----- Forwarded by Kirby Day/RES/Princess Tours on 03/08/2013 02:10 PM -----

From: Valerie Kelton/SHX/Princess Tours
To: Valerie Kelton/SHX/Princess Tours@PrincessCruises
Cc: Jennifer Miller/SHX/Princess Tours@PrincessCruises, Kirby Day/RES/Princess Tours@PrincessCruises, andrewg@claalaska.com
Date: 02/20/2013 11:38 AM
Subject: Picking-up Independently Booked Tours

February 19, 2013

To: All Juneau Tour Operators
From: Kirby Day – Princess Cruises

Tour operators who need to pick up Princess passengers who have independently booked their tours should no longer plan on meeting them at the Franklin or AJ docks. If you have booked Princess passengers on your tour independently please inform them in advance to meet their tour at the Tram parking lot or other designated location. One of the benefits for passengers booking tours through Princess Cruises is the convenience of meeting their tour at the pier and this policy will be implemented to protect and reinforce that benefit. Additionally, we are finding that room in the staging area is at a premium and we need to provide adequate space for operators picking up Princess booked guests.

In conjunction with this policy, for Princess shore excursion operators, the only signs that will be allowed on the pier are approved Princess shore excursion signs. Tour operators may not display signs with their company name or a tour name that is different from that used by Princess Cruises.

We appreciate your adherence to these policies. Please feel free to contact us if you should have any questions. We look forward to the 2013 season.

Best Regards

Cc: Jennifer Miller – Princess Cruises, Juneau
Valerie Kelton – Princess Cruises, Juneau
Andrew Green – Cruise Line Agencies of Alaska, Juneau

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To the extent that the matters contained in this email relate to services being provided by Princess Cruises to Carnival Australia/P&O Cruises Australia, Princess is providing these services under the terms of a Services Agreement between Princess Cruises and Carnival Australia.

Exhibit IW
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