



April 7, 2006

Dear Tourism Best Management Practices Participant and Supporter:

On behalf of Juneau's tourism community, we invite your company or organization to sign on to the 2006 Tourism Best Management Practices (TBMP) program. This program incorporates operational guidelines gleaned from community surveys, the tourism hotline and public meetings attended by Juneau residents and tourism operators. In 2004, we enjoyed participation from 64 tourism-related companies and 1,373 visitor industry employees. In 2005, those numbers grew to 65 companies and 1,515 employees. We look forward to increased participation this season.

Since its inception in 1997, Tourism Best Management Practices has been expanded and improved. In 2006, we will continue to encourage the use of the **Internal Observation Form**. This establishes a formal process for operators to notify each other if they observe the TBMP guidelines not being followed. The intention is twofold:

1) to provide enhanced awareness of the importance of TBMP and; 2) to create yet another opportunity for constructive feedback for tour operators. We are hopeful the use of the **Internal Observation Form** will result in additional reductions of negative impacts in the community.

The 2006 program will also continue with the TBMP **Employee Agreement**. Designed to increase awareness and accountability at every level of visitor industry employment, this agreement will again provide maximum accountability and adherence to the 2006 Tourism Best Management Practices guidelines. Please provide your anticipated number of employees below.

To insure maximum effectiveness and to bolster public confidence in this non-regulatory approach to responsible tourism management, we request your continued involvement. Please review the guidelines (attached), then sign and return this letter by fax (463-5055) to Kirby Day at Princess Tours **by April 28<sup>th</sup>**. Please keep a copy for your records and training purposes. We know you will want to be added to the list of local operators who value the importance of conducting tourism operations in a manner that minimizes impacts to local residents. This will allow us to include your company name in all the promotional pieces this upcoming season. A sample ad is attached.

"Thank You" to the companies who have participated in this program over the past nine years. This important cooperative effort will help keep Alaska's Capital City a special place for visitors and residents alike.

Sincerely,

S. Kirby Day, III - Princess Cruises and Tours

\_\_\_\_\_ agrees to follow, to the best  
(company name)  
of its ability, the guidelines contained in the 2006 Tourism Best Management Practices program.

Representative Signature \_\_\_\_\_ Date \_\_\_\_\_

Representative Name \_\_\_\_\_  
Approximate number of employees who will sign on to the program \_\_\_\_\_