

CSR MANUAL

Juneau



CSR MANUAL

JUNEAU

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THIS ENTIRE HANDBOOK MUST BE RETURNED TO
ALASKA TRAVEL ADVENTURES IN TACT.



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Alaska Travel Adventures' History

Alaska Travel Adventures, (ATA) was founded in 1978 by Martin H. Behr in Palo Alto, California, for the purpose of providing Alaska visitors with a variety of Alaskan outdoor adventures. Over the past four decades, we have provided over a million clients the opportunity to experience Alaska's natural beauty and spirit of adventure in a safe and comfortable manner. We pioneered many new concepts in Alaska travel, including van safaris, active luxury cruises, active shore excursions and safari base camps. ATA has received high marks from major Alaska tour operators, cruise lines and wholesalers.

Our summer staff now numbers nearly 300 employees including management, sales, escorts, drivers, and guides. ATA has operations in Anchorage, Juneau, Ketchikan, Redmon, Sitka, and Skagway.

Our participants are not exclusively younger people, nor are they necessarily experienced in outdoor activities. All our trips feature personalized attention and provide participants with a chance to actively experience Alaska's natural world. It is our intent to continue to provide Alaskans and Alaska visitors with high quality adventures for all ages.

You are valued team members and have become part of the rich history of Alaska Travel Adventures. We're glad you are here! We're going to have a great season!

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ATA Tour Policy

Chapter 1

Risk Management

Chapter 2

Environmental

Chapter 3

Employee Conduct





Chapter

1

Risk Management

Learning Objectives

- ✓ Become Informed about ATA Safety Culture
- ✓ Identify High Risk Areas
- ✓ Become Aware of ATA Tour Policy
- ✓ Discuss How a Proactive Approach to Safety Mitigates Risk
- ✓ Learn How to Manage an Incident & Follow Incident Reporting Protocol


Introduction

Customer and staff safety and security is the highest priority of Alaska Travel Adventures, Inc. (ATA), and safety related policies are strictly enforced. ATA safety related policies and procedures, and an attitude-belief-values system that makes safety our Number 1 Priority, combine into realistic best practices to be carried out by field staff. We devote much effort in training our field staff to execute our tour product with a high level of professionalism. We also utilize high quality equipment which is maintained in a safe and clean condition. ATA management has over 40 years of experience operating adventure tours, marine excursions, restaurants, campgrounds, and vehicle rental operations. We communicate effectively in

numerous ways to ensure that all participants are made aware of any potential dangers. This extends to all areas of our operation including accommodation of the disabled as directed by the American Disabilities Act (ADA). *Our Full Alaska Travel Adventures, Inc. General Risk Management Plan is in the Employee Handbook, which must be read, and acknowledged by signature by every ATA employee pre-employment.*

ATA Safety Culture

The Way We Do Things Around Here. A proactive approach to safety is paramount to operating safe tours. Alaska Travel Adventures' approach to safety starts when customers meet our Customer Service staff on the docks and is executed with



intentionality throughout the tour. ATA's senior management has developed an appreciation and understanding of the risks involved, and we manage proactively to ensure that any risks are removed or minimized.

Customers

Itineraries

Our tour itineraries are structured to ensure the safety and security of our customers and personnel. We consider any potentially hazardous activities and have an operating plan to address these for each tour. We provide information in advance on our tour data forms. We also alert the customers prior to their encounter of any known risks. Some of the common risks that might be encountered on our tours include uneven terrain, getting in and out of vehicles, rafts, kayaks, canoes, boats, navigating steps, hazards associated with navigating unmaintained roads (potholes, water crossings, stops, wildlife in the road). For this reason, tours must be delivered as structured in the itinerary with no deviation. The only allowed deviation is to avoid a safety hazard, such as incoming hazardous weather, bear on trail or to deal with a sick customer.

Safety Briefing & Liability Waiver

ATA conducts a safety briefing on all our tours and all our adventure tours all have a liability waiver that the customers are required to sign. These customers acknowledge the risks, confirm that they are in generally good physical condition, and agree to not smoke, stand in any raft, canoe, or kayak, and wear seat belts always when provided. The liability waiver must be signed by all participants, and by all parent/guardians for minors, participating on ATA tours. If any participant is unwilling to sign the waiver, contact your supervisor, who will arrange return transport for the customer(s). All ATA tours with inherent risks include a safety, equipment, and site orientation prior to commencement. ATA requires its personnel and customers to always wear life jackets they are on or near the water in any open vessel or as required by USCG regulation.

Age & Weight Restrictions

We designate appropriate age and weight restrictions as well as provide information on the activity level for our adventure tours to ensure the experience is safe and appropriate for age and physical abilities of the customer. Children under 5 years of age and weighing less than 50 lbs. are not permitted to participate in our rafting, kayaking, canoe tours, or any boat tours which require a life jacket. Children under 12 years of age must be accompanied by a parent or guardian. Children ages 13 to 17 are required to have a signed parental consent form if traveling without a parent or guardian. It is important that CSRs relay this information to guests before departing their tour. CSRs are considered the first line of defense in catching discrepancies. Age & Weight Restrictions can be found in Appendix D of this manual.

Health


Any person with guest contact is not permitted to participate in the tour if they are sick or symptomatic. This includes ATA personnel as well as customers. ATA personnel are required to practice good hygiene. If a customer becomes symptomatic on tour, every effort will be made to immediately provide separate return transportation for the customer. Transport vehicles will be disinfected, and hand sanitizer provided for the customers and ATA personnel.

Staff Qualifications

ATA is regarded as a leader in the Alaska Shore Tour Industry. We are vetted by all our cruise ship partners as well as independent sellers of shore tours. Staff Qualifications and Certifications ensure that all ATA field staff meet minimum industry standards and must be maintained throughout your period of employment with Alaska Travel Adventures.

Handbook & CSR Manual

All employees must read and acknowledge the ATA Employee Handbook and CSR Manual. before starting work as a CSR. The Employee Handbook outlines Alaska Travel Adventures policies and



procedures applicable to every ATA employee. The CSR Manual outlines Alaska Travel Adventures policies and procedures specific to each tour product. Both the Handbook and the Manual must be read in their entirety and acknowledged by the employee before any hours are recorded.

Pre-Employment Paperwork

Employees will be given pre-employment paperwork to be completed prior to working as an ATA Employee. All pre-employment paperwork must be completed in its' entirety prior to employment. Pre-employment paperwork includes the Employment Contract, DOT Qualification Form & Driver Questionnaire, Payroll Information, ATA Equipment List, Health Questionnaire & HIPAA Statement, Pre-Employment Drug Test Referral and State of Alaska Information.

First Aid & CPR

ATA requires all guides, deckhands, marine operators, and drivers to be First Aid and CPR trained. First Aid and CPR certifications should be valid during the entirety of the employee's Employment Agreement dates. CSRs are not required to have First Aid and CPR certification.

Transportation

Vehicles

All vehicles utilized in the delivery of our tours are in a safe and clean condition, and are operated according to relevant federal, state, and local safety regulations and requirements. All transport vehicles contain a step stool, basic repair tools, routinely inspected fire extinguisher and first aid, road emergency, and biohazard kits. Customers and guides are required to always wear seat belts in every vehicle equipped with seat belts. While the Jeeps come standard with 4 seatbelts and a 4-person maximum and vans with 15 seatbelts and a 15-person maximum, some vehicles have been modified or have had a seat removed to carry equipment to and from various tour locations and therefore have a lower carrying capacity. All our vehicles have set capacity maximums to ensure customer comfort and safety. ATA vehicles with

capacities exceeding 15 passengers have a public-address system to ensure the customers can easily hear the safety briefing and tour narrative. All transport vehicles are inspected prior to each tour. These inspections are thorough and documented. Customer driven vehicles are additionally inspected post tour. Transport vehicles are secured when left unattended during the tour.

Drivers

ATA drivers who operate company vehicles have current required licenses to operate the vehicle according to all relevant statutory, federal, state, and local safety regulations and requirements. A CDL licensed driver is required for all our vehicles carrying over 15 passengers. Copies of all licenses are kept in the corporate office in Juneau Alaska. Drivers only carry customers, ATA personnel, or tour escorts who can be identified as such. Drivers are required to be competent, punctual, and alert always. Drivers can communicate via radio, satellite phone, or cell phone. Drivers are not permitted to make or accept any personal cell phone calls while in the presence of customers. Drivers are required to park vehicles with a dual brake system in place, assist passengers in and out of the vehicle, be proficient with ADA requirements and sensitivity, be CPR certified, familiarize passengers with the location of all safety equipment before departure, explain to passengers all evacuation procedures and alternative emergency escape routes before departure, be trained in response to public vomit and diarrhea incidents, to clean and disinfect the vehicle each evening. If a heightened level of public health concern exists, the drivers are required to disinfect all transport vehicles using Virox or an equivalent product between transfers with extra attention given to hand contact surfaces as often as possible with Virox. (See appendix for full ADA accessibility Act)

Reporting An Injury

Reporting To Cruise Personnel

In the case an injury was to occur on tour, the manager on site will communicate the nature of the

injury along with the name(s), room number(s), and the cruise ship of the affected individuals to The Director of Operations or VP Operations. This information is then communicated to the CSR manager or the lead CSR. Either CSR supervisor will promptly inform the Shorex manager on the situation. The Shorex will likely ask to receive an Incident Report Form, which will be sent by The Director of Operations. *Refer to Incident Report Form section for further details.*

Radio Use

Radios provide valuable communication between ATA personnel and with the cruise ships. For marine operations, they are required by the USCG. It is important to treat the radios with care as they are delicate and expensive pieces of equipment.

Radios will be assigned by the Director to appropriate staff. The radio is then the responsibility of that staff member and will be returned to ATA in the condition they were assigned. Any difficulties or problems with the radios must be immediately reported to the manager. Radios used for field work must be enclosed in a weather protection device. They also must be always secured to the operator and will be fully charged at the end of the day.

All radio operators must abide by appropriate FCC radio regulations. Radios will be used for business purposes only and under the supervision of the trip manager. Unauthorized use of company radios will not be allowed. Radios are not private! Use discretion when relaying any information via radio. When reporting sensitive information, state so and give other staff the opportunity to either turn their radio down or excuse themselves from customers. Under no condition will profanity or abusive language be tolerated when using radios.

Employee Hygiene

ATA employees will demonstrate a professional level of hygiene and are required to keep clean; wear a uniform that is clean and regularly changed; refrain from smoking, eating, or drinking in front of customers. ATA employees are required to report any diarrhea and/or vomiting to their supervisor

and they will be excluded from working until they have been free of symptoms for at least 48 hours.

Facilities

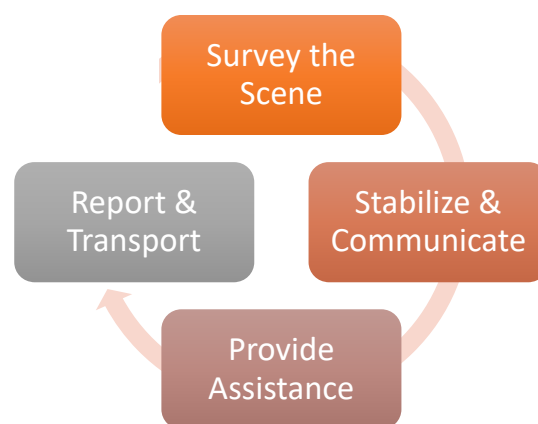
The equipment within the CSR office is well maintained and in good repair. The office is equipped with fire extinguishers, first aid kits and biohazard supplies. The facilities have a good standard of cleaning throughout the premises, including all items of equipment.

Staff should turn off the heater, close all windows, and lock both doors at the end of the day. The CSR office currently shares a building that provides housing for residents. If you are given a building key, it is of utmost importance to keep track of it. It is prohibited to give the office keys to anyone outside of the company. Losing a key must be reported to management as soon as possible.

Incident Management

Alaska Travel Adventures makes safety and customer service our number one priority. Prioritizing safety is the key to prevent incidents from occurring during our operations. While doing everything we can to prevent any incidents, as a staff member you may be called upon to mitigate or manage an incident.

How to Manage Incidents



An incident (accident or emergency) can take place while at the docks. In the event of an incident where personal injury or mechanical damage has occurred,

REMAIN CALM. The next steps apply to all situations you may encounter in the field:

Survey the Scene

Mechanism of Incident (MOI) - The Mechanism of Incident is what caused the accident or emergency. The MOI may still present a hazard and therefore needs to be evaluated. Mechanism of Incident can be related to a medical injury or environmental hazard.

Number of People - Evaluate how many people are involved with this incident, where are they located and if there is any further risk to their safety.

Safety - As a leader, your primary responsibility is to keep yourself and any unaffected clients safe. After ensuring your personal and (unaffected) clients' safety, take steps to ensure the affected client(s) safety before attending to any equipment issues.

Stabilize the Situation

If the MOI is Present. If the MOI is present, proceed with caution and handle the situation with care. If possible, move yourself and all clients from the MOI into a safe location. If not possible to move an affected client to a safe location, move unaffected clients to safety, do not put yourself and risk and communicate the incident to EMS.

If the MOI is Not Present. If there is no hazard to either the customers or yourself, proceed to Communication & Providing Assistance.

Communicate

Enact the following communication protocol for incidents that may occur on the docks:

- ✓ In an emergency, contact EMS. After contacting EMS, immediately enact ATA Incident Communication Protocol first. The Director of Operations or Supervisors will advise you on the next steps to take with any customers or ATA personnel involved in an incident.
- ✓ In a non-emergency situation, immediately enact ATA Incident Communication Protocol. The Director of Operations or Supervisors will advise you on the next steps to take with any

customers or ATA personnel involved in an incident.

ATA Incident Communication Protocol:

In an emergency always contact EMS first-call 911. In case of watercraft emergency contact the Coast Guard on VHF Channel 16. Notification for further medical attention should follow these steps:

1. CALL 911 or the COAST GUARD (CHANNEL 16)
Have available:
 - a. Your name
 - b. Injured parties name
 - c. Location you are calling from.
 - d. Nature of incident
 - e. Extent of emergency
 - f. Type of assistance required.

2. Maintain radio contact until you have received assistance or have been relieved by a supervisor!
In non-emergency situations, or after contacting EMS in an emergency, contact ATA personnel in the following order.

1. Dock Manager. The Dock Manager will conference with the Vice President of the company and then communicate as directed by the VP.
2. VP Operations - If unable to contact the Dock Manager, contact the Field Operations VP Operations.

Make no statements and volunteer no information to the press. A spokesperson from the Juneau office will deal with any media attention, public and authorities.

Provide Assistance

In case of an injury to a customer, provide the Level of Care as qualified by your medical certification. Care should be continuously provided until the EMS is on site. In non-emergency situations, we may return the customer to the ship. Stay with the customer until they return to the ship and have been met by Shore Excursion personnel. In the case of a minor injury, the customer may want to continue with the tour. If participating in the remainder of the tour does not cause further harm or compromise the tour for the remainder of the participants, the customer should be allowed to continue the tour. Guides should closely monitor the client while giving the rest of the tour.



Incident Report Form

All incidents need to be documented on the ATA Incident Report Form and entered in the ATAapp.. An ATA Incident Report Form must be filled out for any incident, no matter the severity. Incident Report Forms are in the CSR office and the ATAapp's Incident Reporting feature. ATA personnel must gather the needed information from the client(s) involved in the incident, as well as (non-ATA personnel) witnesses to the incident. The ATA Incident Report Form includes a section for statements by a witness. Have witnesses write down their statement, including their name and address if possible. There are no exceptions to filling out an Incident Report Form and it is critical to write legibly and keep the form dry and safe. Incident report forms and all corresponding photos must be given to the Director of Operations.

Environmental Policy

Learning Objectives

- ✓ Become Informed about ATA Environmental Policy, Goals & Objectives
- ✓ Identify areas in which sustainability can be implemented
- ✓ Inform Guides of Reduce, Reuse and Recycle Actions
- ✓ Educated Guides & Marine Operators on Wildlife Viewing Policies
- ✓ Guide Field Staff's Management of Climate Change Topics

Introduction – ATA's Vision


At Alaska Travel Adventures, we have a deep respect for and commitment to protecting the environment in which we live and work, and to reducing our contribution to global climate change. Our goal is to minimize our environmental footprint while delivering exceptional operational results. We are committed to the development and implementation of environmentally responsible programs, policies, and practices within our organization. These include energy, water, and fuel conservation, decreasing GHG emissions, waste reduction and responsible procurement practices. ATA makes every effort to minimize any adverse effects on the environment. We instruct our customers on the appropriate behavior and

ensure we are in compliance with all government regulations.

Goals & Action Plan

Environmental Goals

ATA pledges to reduce fuel consumption and GHG emissions associated with climate change by 40% between 2015 - 2025, and to eventually achieve zero emissions from vehicles as technology develops. We rely on vehicles to deliver products and services to our guests. We recognize that reducing our fuel use and emissions will have a substantial positive impact on the environment. We partner with our suppliers, maintenance providers, vehicle manufacturers, clients, and governmental organizations to educate our



employees and our clients on environmental impacts, develop ways to improve operational efficiency, and implement new technologies when feasible.

Advocate and employ energy management efforts to reduce consumption and our contribution to GHG emissions. The energy we consume is a finite natural resource and contributes to climate change. We work to reduce our environmental footprint and advocate for renewable energy sources, which address climate change while also contributing to the environmental health of the communities in which we operate.

Recognize clean water as another finite natural resource and implement management practices that reduce water consumption and waste.

Minimize waste production, promote reduce/recycling, and have an ongoing commitment to the efficient use of materials and resources.

Protect and preserve the natural environment in which we operate in by practicing “Leave No Trace” principals.

Ensure that we source, where possible, items for purchase from suppliers with a proven commitment to sustainability and the environment, including the use of “green” chemicals and non-toxic cleaning supplies.

Participate in local efforts and organizations where we can help shape the dynamics of sustainable practices. Work with our business partners and government agencies to improve sustainable practices through efficiency and cooperation with a shared vision.

Environmental Action Plan

ATA is continuously moving towards achieving the Environmental Goals established by senior management and has established the following Action Plan to do so. All employees should be aware of the action plan and take steps individually and collectively towards these goals. If an employee should observe or take part in actions that are contrary to our environmental

goals, they should alert their supervisor immediately.

- ✓ Replace existing vehicles, with lower GHG emission vehicles, every time a vehicle is replaced. As technology advances, our goal is to eventually achieve zero emissions from vehicles.
- ✓ Emphasize the environmental benefit of reduced GHG emissions through our practice of incorporating an element of “human powered” transportation in all tour programs using canoe, rafting, kayaking, and hiking components.
- ✓ Utilize appropriately sized vehicles for each group to minimize our carbon footprint.
- ✓ Maintain our fleet of vehicles to achieve efficient, environmentally friendly operation. Maintain a zero-tolerance policy when it comes to fluid leaks or mechanical deficiencies that adversely affect the environment.
- ✓ Ensure a Reduce/Reuse/Recycle program is available and enforced.
- ✓ Incorporate reusable food service items and snack containers, wherever practical.
- ✓ Reduce water consumption by installing adjustable spray adapters on all hoses, reusing grey water for vehicle washing and eliminating excessive soaps and car wash detergents and training employees on minimizing water use for vehicle maintenance.
- ✓ Maintain procurement policies that utilize suppliers with a proven commitment to sustainability and the environment. Purchase from local, environmentally sustainable sources whenever feasible.
- ✓ Practice “Leave No Trace” principles.
- ✓ Encourage employees to come up with innovative ideas that improve our sustainability and reward them for their efforts.
- ✓ Create less waste through paperless transactions when possible.
- ✓ Inform our guests about our commitment to the environment and educate them on the use of our recycling bins, Leave No Trace practices, and our commitment to reducing the effects of climate change.

Recycling Policy

Alaska Travel Adventures is committed to operating an environmentally responsible business. Part of our responsibility, as good corporate citizens, is to ensure that a recycling program is maintained at our offices, and other physical locations where we conduct our business. Our goal is to Reduce, Reuse and Recycle as often as possible

Recycling Plan

Alaska Travel Adventures has a recycling program that encompasses all our physical locations. Each location must have clearly labeled recycling bins to separate food scraps, aluminum, cardboard / paper, and waste.

Each employee will have a paper recycling container at their workstation to encourage recycling. A paper recycling bin will be located next to all copy machines and printers.

All locations will nominate a point person to educate and encourage employees to participate in the recycling program and provide any further education required.

Employees will be instructed on the proper sorting and use of the provided recycling bins.

A waste reduction training will be given for all employees to educate them on simple ways to reduce their waste production:

- ✓ Printing double sided.
- ✓ Reusing paper if possible
- ✓ Utilizing electronic documentation wherever possible to avoid printing.
- ✓ Using silverware, cups and plates that can be washed and reused rather than plastic or paper.
- ✓ Remove paper coffee cups, paper plates and plastic silverware from breakrooms.
- ✓ Posting signs in the break rooms to encourage reuse.
- ✓ Change snack container from Styrofoam to a reusable container.
- ✓ Burn all paper and cardboard waste.

In addition to day-to-day recycling, the following will also be recycled with approved vendors when required:

- ✓ Toner/Ink cartridges, computers, and electronic waste.
- ✓ Cooking Oil
- ✓ Motor Oil/Hazardous waste
- ✓ Batteries

In Tour Food Service Areas:

- ✓ Use Paper Cups and Bowls that are manufactured from recycled materials.
- ✓ Encourage guests to reuse paper products and only set out what is necessary for group size.
- ✓ Protect paper supplies (bowls, cups, napkins) from environmental factors including rain, wildlife, and improper storage.
- ✓ Provide the means and instruction for our guests to recycle with bins and signage to educate them how to properly separate recyclables.

A list of approved recyclables is found in **Appendix C**. This list is displayed above recycling bins in the warehouse order to assist employees. Juneau maintain a weekly schedule for the recycling bins will be transported to the appropriate community recycling center and deposited.

Leave No Trace

Alaska Travel Adventures has a deep respect for the land and water on which we operate. Our company is committed to minimizing our impacts on the environment and encouraging sound environmental practices by our employees and customers. We do not own the land on which we operate the Rainforest Island Adventure tours. While we are the primary users of the boardwalk trail, it is open to public use. It is important that we share it with other users in a respectful manner that preserves the enjoyment of all.

As a guide, it is your responsibility to help maintain and protect the environment in which we operate. The below principals should be always followed in order to preserve the land for those who follow. Every effort should be made to

minimize encounters with others on land and water. Alaska Travel Adventures is a proponent of, and strictly abides by, Leave No Trace Principles. All guides should be aware of LNT principles and guidelines, especially as relates to the Tongass National Forest and surrounding marine environment.

Plan Ahead & Prepare:

- 1) Know the regulations and special concerns for the area you'll visit.
- 2) Prepare for extreme weather, hazards, and emergencies.
- 3) Schedule your trip to avoid times of high use.
- 4) Visit in small groups when possible. Consider splitting larger groups into smaller groups.
- 5) Repackage food to minimize waste.
- 6) Use a map and compass to eliminate the use of marking paint, rock cairns or flagging.

Travel and Camp on Durable Surfaces:

- 1) Durable surfaces include established trails and campsites, rock, gravel, dry grasses or snow.
- 2) Protect riparian areas by camping at least 200 feet from lakes and streams.
- 3) Good campsites are found, not made. Altering a site is not necessary.
- 4) In popular areas:
 - a. Concentrate use on existing trails and campsites.
 - b. Walk single file in the middle of the trail, even when wet or muddy.
 - c. Keep campsites small. Focus activity in areas where vegetation is absent.
- 5) In pristine areas:
 - a. Disperse use to prevent the creation of campsites and trails.
 - b. Avoid places where impacts are just beginning.

Dispose of Waste Properly:

- 1) Pack it in, pack it out. Inspect your campsite and rest areas for trash or spilled foods. Pack out all trash, leftover food and litter.
- 2) Deposit solid human waste in cat holes dug 6 to 8 inches deep, at least 200 feet from water, camp and trails. Cover and disguise the cat hole when finished.
- 3) Pack out toilet paper and hygiene products.

- 4) To wash yourself or your dishes, carry water 200 feet away from streams or lakes and use small amounts of biodegradable soap. Scatter strained dishwater.

Leave What You Find:

- 1) Preserve the past: examine, but do not touch cultural or historic structures and artifacts.
- 2) Leave rocks, plants and other natural objects as you find them.
- 3) Avoid introducing or transporting non-native species.
- 4) Do not build structures, furniture, or dig trenches.

Minimize Campfire Impacts:

- 1) Campfires can cause lasting impacts to the backcountry. Use a lightweight stove for cooking and enjoy a candle lantern for light.
- 2) Where fires are permitted, use established fire rings, fire pans, or mound fires.
- 3) Keep fires small. Only use sticks from the ground that can be broken by hand.
- 4) Burn all wood and coals to ash, put out campfires completely, then scatter cool ashes.

Respect Wildlife:

- 1) Observe wildlife from a distance. Do not follow or approach them.
- 2) Never feed animals. Feeding wildlife damages their health, alters natural behaviors, and exposes them to predators and other dangers.
- 3) Protect wildlife and your food by storing rations and trash securely.
- 4) Control pets always or leave them at home.

Be Considerate of Other Visitors:

- 1) Respect other visitors and protect the quality of their experience.
- 2) Be courteous. Yield to other users on the trail.
- 3) Step to the downhill side of the trail when encountering pack stock.
- 4) Take breaks and camp away from trails and other visitors.
- 5) Let nature's sounds prevail. Avoid loud voices and noises.
- 6) Choose paddle routes that avoid other boats on the water.
- 7) Keep your group in close control to minimize impacts on other users.

Wildlife Viewing

The wildlife of Southeast Alaska is unparalleled! Waters teem with marine mammals including Humpback Whale, Orca, Stellar Sea Lion, Harbor Seal and all five species of wild Salmon. Revillagigedo Island and its surround small islands are home to Black Bear, Alexander Archipelago Gray Wolf, and Sitka Black Tail Deer. It is a privilege to observe wildlife in their natural environment and wildlife viewing opportunities are a primary reason our customers take part in a cruise and participate in shore excursions. In return for that privilege, it's our responsibility to be respectful of both wildlife and habitats, work to protect these habitats and educate our customers on responsible wildlife viewing practices.

ATA's Wildlife Viewing Policies

Alaska Travel Adventures follows current best practices as developed by departments governing the public's interaction with wildlife. NOAA Fisheries and NOAA's Office of National Marine Sanctuaries have developed the **Ocean Etiquette** program to promote ocean stewardship more effectively. The Alaska Department of Fish and Game publishes **Wildlife Viewing Ethics**. Anyone who visits, works, or plays in the Tongass National Forest and surrounding marine environment has an opportunity to make a difference in protecting these ecosystems.

Knowing how to interact with wildlife can help you make the right decisions when you encounter wildlife. Without paying attention to how you interact in the environment, you are running the chance of putting endangered species, federally protected species, and thousands of other species' lives at risk. Each time someone visits the wilderness environment, they have the wonderful opportunity to encounter wildlife. However, the unfortunate potential to harm our land and marine life and resources exists with every visit. We have listed below a set of general marine wildlife viewing guidelines. To learn more about the Ocean Etiquette program and more specific guidelines

and regulations pertaining to activity, sanctuary or species group follow our links.


Wildlife Viewing Guidelines

Learn Before You Go. Read about the wildlife, viewing sites and local regulations to get the most from your wildlife viewing experience. Many species live only in specific habitats such as estuaries, coral reefs, sand dunes or the open ocean. Seasonal and daily cycles also influence when and where an animal may be located. Research on the internet, buy regional viewing guidebooks, talk with residents and hire local guides to increase your chances of seeing marine wildlife.

Keep your distance. Use binoculars, spotting scopes and cameras with zoom lenses to get a closer look. Wildlife may be very sensitive to human disturbance, and if cornered, they can harm the viewer or leave the area. If wildlife approaches you, stay calm and slowly back away or place boat engines in neutral. When closer encounters occur, do not make sudden moves, or obstruct the travel path of the animals – let them have the unhindered right of way.

Hands Off. Never touch, handle, or ride wildlife. Touching wildlife, or attempting to do so, can injure the animal, put you at risk and may also be illegal for certain species. The slimy coating on fish and many marine invertebrates protects the animal from infection and is easily rubbed off with a hand, glove, or foot. Avoid using gloves when diving or snorkeling to minimize the temptation to touch. Remember, wild animals may bite, body slam, or even pull you underwater if startled or threatened.

Do not feed or attract wildlife. Feeding or attempting to attract wildlife with food, decoys, sound, or light disrupts normal feeding cycles, may cause sickness or death from unnatural or contaminated food items, and habituates animals to people. Habituated animals are vulnerable to vessel strikes or vandalism and can be dangerous to people.



Never chase or harass wildlife - Following a wild animal that is trying to escape is dangerous. Never surround the animal, trap an animal between a vessel and shore, block its escape route, or come between mother and young. When viewing from a boat, operate at slow speed, move parallel to the swimming animals, and avoid approaching head-on or from behind, and separating individuals from a group. If you are operating a non-motorized vessel, emit periodic noise to make wildlife aware of your presence and avoid surprise.

Stay away from wildlife that appears abandoned or sick. Some marine animals, such as seals, leave the water or are exposed at low tide as part of their natural life cycle — there may be nothing wrong with them. Young animals that appear to be orphaned may actually be under the watchful eye of a nearby parent. An animal that is sick or injured is already vulnerable and may be more likely to bite. If you think an animal is in trouble, contact the local authorities for advice.

Wildlife and pets don't mix. Wild animals can injure and spread diseases to pets, and in turn, pets can harm and disturb wildlife. For example, wild animals recognize dogs as predators and quickly flee when they see or smell dogs. If you are traveling with a pet, always keep them on a leash and away from areas frequented by marine wildlife.

Lend a hand with trash removal. Human garbage is one of the greatest threats to marine wildlife. Carry a trash bag with you and pick up litter found along the shore and in the water. Plastic bags, floating debris and monofilament line pose the greatest risk to wildlife.

Help others to become responsible wildlife watchers and tour operators. Speak up if you notice other viewers or tour operators behaving in a way that disturbs the wildlife or other viewers or impacts sensitive habitats. Be friendly, respectful, and discrete when approaching others. When operating a boat, lead by example and reduce your speed in areas frequented by marine wildlife, anchor properly and encourage others to

do the same. Violations of the law should be reported to local authorities.

Whales, Dolphin & Porpoise

Alaska Travel Adventures follows “The Humpback Whale Approach Regulation” which has been in effect since July 2001 and requires that you:

- ✓ Not approach within 100 yards of a humpback whale.
- ✓ Not place your vessel in the path of oncoming humpback whales causing them to surface within 100 yards of your vessel.
- ✓ Operate your vessel at a slow, safe speed when near a humpback whale.
- ✓ Federal law prohibits pursuit of marine mammals.
- ✓ Remain at least 100 yards from marine mammals.
- ✓ Time spent observing individual(s) should be limited to 30 minutes.
- ✓ Whales should not be encircled or trapped between boats, or boats and shore.
- ✓ If approached by a whale, put the engines in neutral and allow the whale to pass.
- ✓ Even if approached by a marine mammal, offering food, discarding fish or fish waste, or any other food item is prohibited.
- ✓ Do not touch or swim with the animals. They can behave unpredictably and may also transmit disease.

While viewing whales, dolphins and porpoise, your actions should not cause a change in the behavior of the animals. Assume that your action is a disturbance and cautiously leave the vicinity if you observe behaviors such as these:

- ✓ Changes in swimming such as rapid changes in direction, speed; erratic swimming patterns.
- ✓ Escape tactics such as prolonged diving, underwater exhalation, underwater course changes, or rapid swimming at the surface.
- ✓ Female attempting to shield a calf with her body or by her movements.
- ✓ Surface displays. . . like tail slapping or lateral tail swishing at the surface.

Be Aware - Whales may surface in unpredictable locations.

- ✓ Breaching and flipper-slapping whales may endanger people or vessels.
- ✓ Feeding humpback whales often emit sub-surface bubbles before rising to feed at the surface. Stay clear of these light green bubble patches.
- ✓ Noise may help whales know your location and avoid whale and vessel collisions. For example, if your engine is not running, occasionally tap the side of the boat with a hard object.
- ✓ If you need to move around a whale, do it from behind the whale.
- ✓ Vessels that wish to position themselves to allow whales to pass the vessel should do so in a manner that stays fully clear of whale's path.
- ✓ Marine mammals are more likely to be disturbed when more than one boat is near them.
- ✓ Avoid approaching marine mammals when another vessel is near.
- ✓ Marine mammals should not be encircled or trapped between boats, or boats and shore.
- ✓ Always leave marine mammals an escape route.
- ✓ When several vessels are in an area, communication between vessel operators may reduce the potential for disturbance.
- ✓ Limit your time with any individual or group of marine mammals to 30 minutes.
- ✓ Your vessel may not be the only vessel in the day that approaches the same animal(s). Please be aware that cumulative impact may occur.
- ✓ Vessels traveling in a predictable manner appear to be less disturbing to animals.
- ✓ Pursuit of marine mammals is prohibited by law.
- ✓ Never attempt to herd, chase, or separate groups of marine mammals or females from their young.
- ✓ Avoid excessive speed or sudden changes in speed or direction in the vicinity of whales.
- ✓ The departure from a viewing area has as much potential to disturb animals as the approach.

Seals, Sea Lions & Sea Otters

While viewing seals, sea lions & sea otters your actions should not cause a change in the behavior

of the animals. Assume that your action is a disturbance and cautiously leave the vicinity if you observe behaviors such as these:

- ✓ Increased movements away from the disturbance; hurried entry into the water by many animals, or herd movement towards the water
- ✓ Increased vocalization, aggressive behavior by many animals towards the disturbance; several individuals raising their heads simultaneously.
- ✓ KEEP YOUR DISTANCE
- ✓ Use extra caution when viewing seals and sea lions that are on land or ice, as harassment may occur at distances greater than 100 yards.
- ✓ When encountering seals or sea lions hauled out on land or ice, avoid making the animal(s) aware of your presence: keep noise low, stay hidden and stay downwind.
- ✓ Pups are often left alone while the mother feeds. They are not abandoned and should not be disturbed.
- ✓ All major Steller sea lion haul outs and rookeries throughout Alaska are protected by regulation. Extra caution is needed in these areas to prevent harassment of Steller sea lions in their critical habitat. Critical habitat includes the air, land and sea surrounding the site to 3,000 ft (0.9 km) in all directions.

Federal Law & Marine Mammals

The **Marine Mammal Protection Act** prohibits the TAKE of all marine mammal species in U.S. waters. Take means "to harass, hunt, capture, or kill, or attempt to harass, hunt, capture, or kill," and harassment means "any act of pursuit, torment, or annoyance which has the potential to injure a marine mammal or marine mammal stock in the wild; or has the potential to disturb a marine mammal or marine mammal stock in the wild by causing disruption of behavioral patterns, including, but not limited to migration, breathing, nursing, breeding, feeding, sheltering." TAKE includes feeding or attempting to feed a marine mammal in the wild. Some exceptions are made for authorized scientific research and subsistence hunting by Alaska Natives.

The **Endangered Species Act** prohibits the TAKE of species listed as endangered or threatened. The definition of TAKE under the Endangered Species Act adds the terms harm, pursue, shoot, wound, trap, and collect to the Marine Mammal Protection Act definition of TAKE.

Bear Safety

All guides must carry a canister of pepper spray while on trail with customers. ATA provides Bear Safety training and bear spray for all Hiking Guides leading tours on Betton Island. All guests must receive the following orientation on bear safety-as part of the Hiking Guides Safety Briefing.

If you encounter a bear:

- ✓ Remain calm and avoid sudden movements.
- ✓ Give the bear plenty of room, allowing it to continue its activities undisturbed. If it changes its behavior, you're too close so back away.
- ✓ If you see a bear but the bear doesn't see you, detour quickly and quietly.
- ✓ If a bear spots you, try to get its attention while it is still farther away. You want it to know you're human so talk in a normal voice and waive your arms.
- ✓ Remember that a standing bear is not always a sign of aggression. Many times, bears will stand to get a better view.
- ✓ Throw something onto the ground (like your camera) if the bear pursues you, as it may be distracted by this and allow you to escape.
- ✓ Never feed or throw food to a bear. Remember, food is prohibited at the MGVC.

If a bear charges:

- ✓ Remember that many bears charge as a bluff. They may run, then veer off or stop abruptly. Stand your ground until the bear stops, then slowly back away.
- ✓ Never run from a bear! They will chase you and bears can run faster than 30 mph.
- ✓ Don't run towards or climb a tree. Black bears and some grizzlies can climb trees, and many bears will be provoked to chase you if they see you climbing.

- ✓ If you have pepper spray, be sure that you have trained with it before using it during an attack.

If a Black Bear attacks:

- ✓ Be loud, waive your arms, and stand your ground.
- ✓ Fight back! Be aggressive and use any object you have.
- ✓ Only if you are sure the bear attacking is a mother who is protecting its cubs, play dead.


If a Brown Bear attacks:

- ✓ Play Dead!
- ✓ Lie face down on the ground with your hands around the back of your neck.
- ✓ Stay silent and try not to move
- ✓ Keep your legs spread apart and if you can, leave your pack on to protect your back.
- ✓ Once the bear backs off, stay quiet and still for as long as you can. Bears will often watch from a distance and come back if they see movement.

Climate Change

As a CSR, you will likely receive many questions about the receding glacier and climate change. Please refer to the following information to help guide your discussion:

Why do glaciers form? - In Southeast Alaska, maritime climate and coastal mountains create favorable conditions for glaciation. Moist air flows toward the mountains, rises and releases snow and rain. Average annual snowfall on the Juneau Icefield exceeds 100 feet. Mild Southeast Alaskan summers cause winter snow accumulation to exceed summer snowmelt at higher elevations. Year after year, snow accumulates, compacting underlying snow layers from previous years into solid ice. Mendenhall Glacier is one of the many large glaciers that flow from the 1500 square mile expanse of rock, snow and ice known as the Juneau Icefield. As glacial ice continues to build, gravity pulls the ice down slope. The glacier slowly scours the bedrock and grinds down its 13-mile journey to Mendenhall Lake.



Is the glacier retreating? - Yes. A neo-glaciation period began 3,000 years ago and ended in the mid-1700s. At this time, Mendenhall Glacier reached its point of maximum advance, its terminus resting almost 2.5 miles down valley from its present position. Mendenhall Glacier started retreating in the mid-1700s because its annual rate of melt began to exceed its annual total accumulation. The icefield's snowfall perpetually creates new glacial ice for Mendenhall Glacier and this ice takes 200-250 years to travel from the Juneau Icefield to Mendenhall Lake. Water depth at the glacier's terminus is 220 feet. At this rate, the glacier would take several centuries to completely disappear. For Mendenhall Glacier to advance, the icefield's snowfall needs to increase, the glacier's rate of melt needs to decrease, or both.

What happens after the glacier retreats? - As Mendenhall Glacier retreats and uncovers bare rock, the wind carries seeds and moss spores onto barren land. Alder, willow, and cottonwood tree seeds systematically grow in deglaciated landscapes. Low-nutrient glacier debris depends on flowering lupine and alder to fix nitrogen in the soil. All species add organic matter to the soil as they are overtopped and shaded out by other species. Spruce and hemlock ultimately rise to close the forest canopy, eventually creating an old growth forest. Encompassing almost 350 years, this sequence of plant succession provides habitat for an increasing number of plants and animal species.

What evidence do glaciers leave behind? - The base of Mendenhall Glacier works like a giant piece of sandpaper. As the ice flows towards Mendenhall Lake, the glacier picks up rocks that become imbedded in the ice from the valley floor. The glacier scrapes these rocks across the bedrock creating grooves and striations. The glacier's erosive power changes the landscape and scrapes much of the soil and rock from the valley walls. Rocks scoured from the surrounding valley walls can fall on to the glacier and be transported down valley. This process can create dark debris lines called moraines on the edges and, where two


glacier branches come together, down the center of the glacier. As the glacier continues its path towards Mendenhall Lake, it carries debris like a conveyor belt and deposits it in the lake. As it moves the glacier also grinds up rock to a fine powder called rock flour silt that escapes with glacial melt water and creates the lake's murky color.

Remember, “climate-change” and “global warming” are two different topics that can both become political and personal to guests very quickly. Do not use this as an opportunity to express political beliefs or opinions. While the causes of a changing environment and climate are still not concretely proven, climate change is a very real thing that we see daily in Southeast Alaska. Once upon a time, the lake was under hundreds of feet of ice. The rounded hills, secession of lakes without a connecting river and extreme topography of the land around the lake are the evidence to support this claim. Obviously, great change has occurred to the location over the years, and those changes are continuing.

If you sense that the discussion is becoming heated or has the potential to generate conflict between you or your guests, quickly steer the discussion in another direction. When discussing climate change issues with guests, please keep the following guidelines in mind:

- ✓ Know what you are talking about and stick to the facts.
- ✓ Cite your sources.
- ✓ Don't mix science and politics.
- ✓ Share what we do as a company to minimize our environmental impact (refer to our Environmental Sustainability Policy).

It is important that all of us consider how we can mitigate climate change in our own lives and businesses. Climate Change Mitigation refers to efforts to reduce or prevent emission of greenhouse gases. Mitigation can mean using new technologies and renewable energies, making older equipment more energy efficient, or changing management practices or consumer behavior. All these tools are utilized by Alaska



Travel Adventures in the operation of our vehicles, offices and tours, and are summarized in our Environmental Sustainability and Climate Change Policy, which can be viewed at our website.



Chapter

3

Employee Conduct

Learning Objectives

- ✓ Become informed about ATA Employee Conduct Policies
- ✓ Identify areas of compliance and ensure CSR conduct meets standards.
- ✓ Provide guidelines for the use of ATA vehicles.
- ✓ Provide guidelines for accepting gratuities and complimentary tours
- ✓ Ensure cohesive and cooperative working environment

Introduction

Alaska Travel Adventures has a team of over 400 seasonal workers across our operations in Southeast Alaska and Anchorage. Employee conduct is critical to providing excellent customer and employee experiences in all ATA locations. As an employee your behaviors are crucial to providing a safe and respectful work environment in which all employees can thrive, and our operations are successful. The Employee Conduct policies in this manual apply to ALL seasonal workers, regardless of position or experience. *Our Full ATA Employee Conduct Policy is in the Employee Handbook, which must be read, and acknowledged by signature by every ATA employee.*

Dress & Appearance

It is important Customer Service Staff be distinguished from clients and look professional, organized, and clean. Every effort has been made to select items of clothing that are functional, practical, appropriate, and affordable. Each employee, regardless of position, will be expected to follow this policy. The following is the **ATA Uniform & Grooming Standard:**

- ✓ **Grooming.** Hair must be kept neat and in a conservative manner.
- ✓ **Piercings.** No piercings are acceptable other than two lobe earrings.
- ✓ **Jewelry.** Approved jewelry includes wedding rings and a watch. No other jewelry is permitted.
- ✓ **Tattoos.** All Tattoos shall be covered.

Uniform

The following is a list of approved Alaska Travel Adventures uniform items, and conditions regarding these items. No Substitutions are permitted.

- ✓ **Black Pants.** Pants must be clean, unstained, without holes, and in good condition. Black jeans, slacks, or “canvas style” pants are acceptable.
- ✓ **Black Shorts.** Shorts must be knee-length.
- ✓ **ATA baseball cap.** A baseball cap with the ATA logo will be provided. No logo caps, rain hats, stocking caps (beanies) or cowboy hats are permitted. The ATA baseball cap does not need to be returned.
- ✓ **ATA Polo Shirts.** ATA will provide Dock Representatives with free shirts. Shirts must be clean and free of wrinkles. ATA polos do not need to be returned.
- ✓ **ATA Logo Jacket** or other red rain jacket. ATA Jackets can be rented. Failure to return jacket will result in a deduction to a paycheck.
- ✓ **Black Rain Pants.** Leggings are permitted to be worn underneath rain pants to maintain warmth.

Drug & Alcohol Policy


Alaska Travel Adventures is committed to a drug-free environment. Our full Drug & Alcohol policy is covered in the Employee Handbook. Rainforest Island personnel are operating on United States Coast Guard approved vessels - Seahawk 2 & Seahawk 3. USCG and US Department of Transportation regulations are applicable to these vessels and prohibit the use, sale, distribution, manufacture or possession of illegal drugs. They also prohibit the use of Marijuana, which is legal in the State of Alaska. To facilitate enforcement of the provisions of this policy, this company will use every legal means to deter and/or detect violations including, but not limited to, urine, breath, or blood testing of Captains, Crewmembers, Guides and independent contractors as required by DOT and USCG under the following circumstances:

- ✓ **Pre-employment.** A condition of hiring a new employee is the passing of a pre-employment drug test.
- ✓ **Reasonable Suspicion.** In situations where the employer is aware of facts that would lead him/her to suspect the drug policy has been violated, a drug test will be conducted.
- ✓ **Post Incident.** In case of a “serious marine incident” as defined in 46 CFR Part 4, the employer must determine who should be tested
- ✓ **Random.** Any time during an employee’s work schedule, he/she is subject to an unannounced random test for the illegal use of drugs.
- ✓ **Periodic.** As required upon license renewal, usually exempt as in 46 CFR Part 16.220.
- ✓ **Return to Duty.** An employee who tests positive may be terminated by the employer, or alternatively, if directed to counseling or rehabilitation, as a condition of continued employment, must submit to unannounced drug tests for a specified period.

Our company supports the necessity for maintaining a Drug-Free Policy and pledges to abide by the provisions of this document and DOT/Coast Guard drug and alcohol testing rules. This company will take appropriate disciplinary action, including the possibility of termination of employment and/or services as well as possible suspension of United States Coast Guard license and/or merchant Mariner Document, and legal prosecution, for violations of this policy. We understand that The Maritime Consortium, Inc., is also required to notify the U.S. Coast Guard in the case of any positive tests. We further recognize that chemical dependencies are a personal concern for many individuals and accordingly encourage drug abusers to immediately seek professional help such as is available through the confidential services of an Employee Assistance Program (EAP).

Gratuities & Comp Tours

There are many benefits to working for Alaska Travel Adventures. These benefits include working with amazing people, working and living in the one of the world’s most beautiful places and fun



activities we offer as a team. In addition to competitive pay, guides may earn gratuities, invitations aboard cruise ships, discounted tours and tours we will take as a team.

Gratuities

Tips can and may be a significant supplement to your income. They are an indicator of the quality of your customer service. "Tip Jars" or any other soliciting for tips or other gratuities will not be condoned or tolerated. The company does not, nor is it required to, report your tips to the Internal Revenue Service. You are required by law to claim your tips as income.

Invitations Aboard Cruise Ships

If you are invited by a client, cruise ship personnel or one of the suppliers to have dinner or drinks aboard a cruise ship, you must get approval from the Director of Operations. Do not wear your work uniform. Slacks, socks, shined shoes, and a pressed shirt or a skirt and blouse are minimum requirements aboard ships.

Comp'd & Discounted Tours

If you are offered a complimentary or discounted product by a local merchant, tour operator, or transportation carrier, you must check with the Director of Operations prior to accepting. Products and services at free or discounted rates are not to be solicited, it may jeopardize the company's ability to arrange them for a larger staff outing.

Many other tour companies offer special rates for employees of this industry. Check with your supervisor regarding these rates if you would like to take advantage of them.

The best way to know our tours is to go on them. Call your supervisor the day before to arrange. You may bring 1 guest with you. Contact your supervisor if family members are in town.

Crew Tours & Rates

We often arrange with other companies for their crew to take part in ATA tours at discounted rates. Any crew tours and discounted rates for ATA tours must be approved by the Director of Operations. Do

not promise any discounted rates to friends, peers, companies, or Shore Excursions staff. If a request is being made of you by another organization, please direct the request to the Director of Operations.


Vehicle Use

Alaska Travel Adventures owns and maintains over twenty vehicles for use in Juneau operations. The primary purpose of company vehicles is for operational purposes including transportation of clients to and from tour and transportation of guides and support staff from the warehouse to the tour location. We also use company vehicles to transport ATA staff to and from ATA Employee Housing and the warehouse to start work. Company vehicles may also be utilized for ATA Staff Outings with permission of the Director of Operations. ATA company vehicles are not for personal use. DO NOT ASK to use a company vehicle for personal uses or daily transportation.

All drivers must be at least 21 years of age (exceptions to this are made only by the President) and are required to have a valid driver's license. Drivers must complete a driver's eligibility questionnaire prior to driving any ATA vehicle. Drivers will obey all traffic laws and will pay their own parking and/or moving violations.

No one will drive an ATA vehicle while under the influence of alcohol or non-prescription drugs. Employees are not to ride in ATA vehicles while the driver is under such an influence. Drivers with a "driving while intoxicated" or "reckless driving" citation within the immediate three years may not operate ATA vehicles under any circumstances. Smoking is not allowed in ATA vehicles.

Drivers must perform a pre-trip inspection prior to driving a company vehicle. All vehicles will be equipped with a first aid kit, fire extinguisher and accident/incident report forms. This includes checking all fluid levels (water, oil, fuel, transmission) and adding fluid if necessary. All vehicles should carry a spare quart of oil. Drivers towing trailers are responsible for checking trailer hitch, safety chain, lights and wheel bearings before departing.



Drivers are required to refuel anytime a vehicle has less than a half tank of fuel. Note the vehicle # on the receipt and submit to supervisor.

In the event of an incident, drivers are required to fill out an incident/accident form and submit it to the manager. The form must be filled out completely at the time of the incident. If needed provide the information to the police or other driver on request. DO NOT VOLUNTEER ADDITIONAL INFORMATION. Any damage to company vehicles must be immediately reported to the supervisor.

Merchandise & Paperwork

No matter what your position with ATA, you will at some point be required to do paperwork. The information you provide is vital for the operation of this business. All paperwork must be completed in a timely manner and submitted to your supervisor or the main office immediately. Supervisors are responsible for ensuring that paperwork is completed and submitted on time.


Purchases

All purchases must be approved by the manager. Any purchases made without prior approval and proper paperwork may result in disciplinary action. All paperwork associated with a company purchase must be submitted to the supervisor immediately. Charges must be made with an ATA Purchase Order and receipts must be kept for all purchases, especially for cash purchases. If, for any reason, an employee should purchase an item for company use, reimbursements for purchases must be approved by the supervisor and accompanied by an expense report and receipt.

- ✓ A Purchase Order (PO) is required for anything you are purchasing that will not be paid for with a credit card.
- ✓ A physical Purchase Order is not necessary for the transaction to take place, only a PO number is required. A PO number is obtained by calling the corporate office in Juneau at (907)789-0052
- ✓ When requesting a PO, you will need to provide the following information, vendor name, amount or estimated amount (not to exceed) of

the purchase and project code. You will also need to indicate if the PO is recurring or for a one-time purchase. Remember that you are authorized to commit company funds only up to your approved level, beyond that level and you must have the approval of your supervisor.

- ✓ Single purchase PO – A single purchase PO will be requested for an individual purchase. An example of this would be if you were to go to the hardware store and buy nails to execute a repair.
- ✓ Recurring PO's - Recurring PO's will be used to authorize payment for an ongoing expense and will be coded appropriately. An example of a recurring PO would be power for the Juneau warehouse. In this example, you would indicate the PO as "recurring", and estimate the annual amount of the expense. Careful thought must be given to the estimate made. A good starting point is to request from accounting the amount of money that was spent on that specific item in the prior year and how the expense was allocated between any departments that must share in the expense. You can then apply information such as expected volume, increased/decreased product cost or any other variables that would result in an increase or decrease of the projected total expense. The PO must be coded properly to ensure that the expense is spread correctly among the appropriate departments. If you are in doubt, consult with your supervisor for additional guidance.
- ✓ In the event that a PO is accidentally not obtained for a purchase, a copy of the bill will be forwarded by accounting to the manager of the offending department. If the bill was for a single purchase, simply code the bill and return it to the accounting department for payment. If the bill is for a recurring expense, code the bill, return it to accounting for payment and prepare a recurring PO for the remainder of the anticipated expense.
- ✓ PO's serve as an authorization for our accounting department to process payment for a specific bill. Every bill that arrives for payment must have a corresponding PO number that the accounting team can reference. Remember that



the amount indicated on the PO is the maximum amount authorized for that purchase. In the event that the purchase amount exceeds the amount on the existing PO, accounting will inform the responsible manager and authorization will be obtained prior to executing payment. In these instances, accounting will update the information on the PO Log, including the name of the manager authorizing the change and the new amount (up to the individual manager's limit) as well as the date requested.

ATA Personnel

Chapter 1

Job Descriptions

Roles

Responsibilities

Team Approach





Chapter

1

Juneau Personnel

Learning Objectives

- ✓ Develop understanding of ATA's "All Hands On Deck" Philosophy
- ✓ Develop understanding of each staff member's role on the team
- ✓ Develop understanding and take ownership of your role and responsibility.
- ✓ Discover how we can succeed as an operation.

Introduction


Working in Alaska can be a dream come true for seasonal workers and full-time employees alike. As an ATA Juneau staff member, you are part of a team that works together to service over 20,000 customers each season. While each member of our team has a specific role to fill, ATA is an "all hands-on deck" operation in which no task is too small for any member of our team. The job descriptions listed in this section outline the responsibilities of each position so that field staff understand their primary responsibilities as well as understand how our Juneau team functions.

Customer Service Manager

Under the direction of the Director of Operations, the CSR Manager is responsible for leading the

customer service reps, also known as "Dock Reps.", and the overall efficiency of tour departures. Duties include but are not limited to the following:

Culture - Works in conjunction with the Director of Operations to cultivate a positive working environment and amazing seasonal experience; leads Juneau staff by developing and maintaining core values; works in conjunction with the Director of Operations to plan and deliver employee experiences; and works in conjunction with lead CSRs to ensure compliance of ATA policies and procedures by the rest of the customer service crew, including the proper reporting of Employee Misconduct and possible termination.



Customer Service - Works in conjunction with the Director of Operations to ensure the CSR team is trained to deliver excellent customer service; maintains a high level of appreciation for guest satisfaction and assist in the day-to-day management of service recovery processes; assists in resolving Lost and Found and Guest Incidents and responding to various forms of customer feedback (Comment Cards, TripAdvisor, Princess Tour Ratings, etc.); and timely communication to Director of all passenger related issues. Work with Director to communicate passenger related issues to Shore Excursion staff.

On The Docks - Supervises all day-to-day tour departures and all related activities; works in conjunction with the Director of Operations to deliver quality training of CSRs and related field staff; develops and assumes control of tour departures and the quality of customer service; observes each employee's performance several times over the season and complete written audits; hold periodic performance evaluation sessions with employees; and works in conjunction with the Director of Operations to handle any staff issues including the proper reporting of Employee Misconduct and possible termination.

Sales Booth- Supervises all day-to-day tour departures and all related activities; works in conjunction with the Vice-president of Sales & Marketing and Vice-president of Operations to deliver quality training of sales personnel; Supervises sales personnel to ensure individuals are following tourism best practices while on the pier and delivering quality customer service; observes each salesperson's performance several times over the season and completes written audits; holds periodic performance evaluation sessions with sales contractors.

Administrative Tasks - Prepares weekly schedule for CSRs and sales booth personnel; check and approve timesheets; prepares, adjusts, and monitors daily logistics; and other duties as assigned by the Director of Operations.

Lead Representative


Under the direction of the Director of Operations and CSR Manager, the Lead CSR is responsible for customer service quality and the overall efficiency of tour departures. The Lead CSR is a working operator and has leadership responsibilities.

Culture - Works as part of the leadership team to cultivate a positive working environment and amazing seasonal experience for Juneau employees; assists the CSR Manager in planning and delivering employee experiences; Lead CSR develops the CSR team of by maintaining core values; and works as part of the leadership team to ensure compliance of ATA policies and procedures by field staff.

Customer Service - Works as part of the leadership team to ensure fluid tours departures and customer service; maintains a high level of appreciation for guest satisfaction and assist in the day-to-day management of service recovery processes; assists in responding to various forms of customer feedback (Comment Cards, Trip Advisor, Princess Tour Ratings, etc.); communicates in a timely manner with The Director of Operations and CSR Manager of all passenger related issues; and complies with the company dress and appearance policy (this includes wearing and maintaining in a clean and neat condition the required uniform and equipment)

Administrative Tasks - When needed, the Lead CSR will aid in distributing dispatch and tours schedules. The lead CSR will complete settlement sheet filing and settlement data entry while working in conjunction with the CSR Manager to ensure compliance of settlement sheet filing and settlement data entry proceedings by the rest of the CSR crew. Under CSR Manager direction, Lead CSR will assist in completing Opening and Closing Tasks to aid the fluidity of the dock operation. Additionally, Lead CSR will aid in the completion of the weekly schedule and submitting the shifts in the ATAapp.

On The Docks - Complies with all ATA policies and procedures; participates in all relevant training



exercises to be fully prepared to offer efficient tour departures and top quality customer service; arrives on time and organizes materials for the day; creates connections with guests while assisting them; delivers an informed narrative on the tours we offer as a company; has the ability to answer questions regarding the site of the tour and gear we provide on tour; and maintains time management on the docks in order to dispatch customers on schedule.

Customer Service Representative

Under the direction of the CSR Manager and Lead CSR, the CSR, also known as “Dock Rep.”, is ultimately responsible for the delivery of a fluid tour departure for the passengers. Duties include, but are not limited, to the following:

Culture - Maintains core values and is a positive and contributing member to organizational excellence.

Customer Service - Works as part of a team to ensure delivery of exceptional customer service; maintains a high level of appreciation for guest satisfaction; and communicates in a timely manner to the Lead CSR & CSR Manager of all passenger related issues, notifying them regarding any irregular activities or events occurring within the trip.

On The Docks - Complies with all ATA policies and procedures; participates in all relevant training exercises to be fully prepared to offer efficient tour departures and top quality customer service; arrives on time and organizes materials for the day; creates connections with guests while assisting them; delivers an informed narrative on the tours we offer as a company; has the ability to answer questions regarding the site of the tour and gear we provide on tour; and maintains time management on the docks in order to dispatch customers on schedule.

Administrative – CSRs will have administrative tasks that must be completed by the end of their shift. Administrative tasks include correctly filing settlement sheets and accurately submitting settlement data on the ATAapp. Lists of tasks are subject to change.

Booth Sales Representative

Under the direction of the CSR Manager, is ultimately responsible for providing excellent customer service, assisting in daily dock operations, inventory management, and transportation coordination. Duties include, but are not limited, to the following:

Culture - Maintains core values and is a positive and contributing member to organizational excellence.

Customer Service - Works as part of a team to ensure delivery of exceptional customer service; maintains a high level of appreciation for guest satisfaction; and communicates in a timely manner to the Lead CSR & CSR Manager of all passenger related issues, notifying them of sales made or general changes of the inventory.

On The Docks - Complies with all Auk Ta Shaa policies and procedures; participates in all relevant training exercises to be fully prepared to offer efficient tour sales departures and top quality customer service; arrives on time and organizes materials for the day; creates connections with guests while assisting them; delivers an informed narrative on the tours we offer as a company; has the ability to answer questions regarding the site of the tour and gear we provide on tour; and maintains time management on the docks in order to dispatch customers on schedule.

Administrative – CSRs will have administrative tasks that must be completed by the end of their shift. Administrative tasks include correctly filing settlement sheets and accurately submitting sales data on the ATAapp. Lists of tasks are subject to change.



Other ATA Team Members

You will be interacting with other ATA team members in your daily work. A current list of ATA Management Team Is listed in Appendix A. Please familiarize yourself with the management team and their various roles.

Transportation Manager

The transportation Manager works closely with the CSR Manager and the Front Desk team to ensure smooth operations, while leading 25 commercial drivers.

Driver

guide you will be responsible for safe loading, transporting, and unloading of guests in a friendly, courteous, professional manner. Driver guides are responsible for maintaining regular communication with the front office dispatch and tour supervisors in the field.

Dispatch and Front Desk

The front office team provides professional customer service, inventory management, transportation coordination, facilitate ancillary sales and operational efficiency in a fast-paced business environment. *(See Appendix A to learn who currently holds the positions above)*

Dock Procedures



Chapter 1

The Night Before

Chapter 2

Start-Up Procedure

Chapter 3

On the Docks

Chapter 4

Closing Procedures

The Night Before

Learning Objectives

- ✓ Set expectation that Dock Representatives are Future Minded.
- ✓ Gain an understanding of task which need to be completed before your next shift.
- ✓ Have needed equipment and tools on hand.

Introduction

Preparation for the day begins the day before. Thinking ahead will ensure that tomorrow's operation will be executed with grace. The following passage includes procedures that must be followed to maintain order.

Night Before

It is crucial that your phones are fully charged. The nature of the position makes communication time-sensitive requiring you to be highly accessible. We will use a group chat to discuss operational logistics, scheduling, and even confidential customer information that cannot be communicated over the radio.

The next step after receiving your schedule is coordinating how you will arrive at work – at the latest, it should be figured out the night before your shift.



Chapter

2

Startup Procedures

Learning Objectives

- ✓ Arrive on-time.
- ✓ Gain understanding of task which need to be completed before you leave the office.
- ✓ Create a system of organization.

Introduction

Providing a high-quality customer service is the goal of ATA. This can be done with the cooperation of the staff and crew. To maintain consistency in the quality of customer service, the following is a list of procedures that are to be followed during set-up.

By the time of your arrival, you must know the dock and ship you are working on. If you do not recall, help yourself by looking at the schedule.

Arrival Times & Clocking In

It is crucial to arrive at the office on time. Staff members should arrive a few minutes before the start of their shift to clock in and be ready to work at the time they are scheduled. It is important that all members of the team arrive on time as every member has a job to do and the team must work efficiently to complete all tasks on time. CSRs will be scheduled to arrive at the office 1 hour prior to their departure time of the first tour. If you are working at the AJ dock, you will need to arrive 10 minutes earlier. The timings are historically accurate and give staff ample time to complete all pre-repping procedures.

All staff must record their start time using the ATAapp. CSRs must sign in at the office at the start of the day.

Dock Rep. Organizational Period

The organizational period is the designated time before you make your way out the door to the docks. Typically, you spend 20-30 minutes in the office picking up your materials and spending time absorbing the content of the handouts. The handouts include: the tour schedule, the dispatch, the OTC sheet, and the settlement sheet. After collecting your handouts, you must pick up your clipboard labeled with the ship you're working with. Cross-examine cruise ship signs and the tour schedule to ensure there is a corresponding sign for each active tour.

Second to last, you should cross-examine the tour schedule and the dispatch – There should be a corresponding driver for each of your tours except for non-active tours (tours that sold 0 tickets). It is important that we catch discrepancies ahead of time to avoid irreversible damage to the operation. Highlighting and annotating your sheets are strongly recommended.

Sales Rep. Organizational Period

The organizational period is the designated time before you make your way out the door to the docks. Typically, you spend 20-30 minutes in the office picking up your materials and spending time absorbing the content of the handouts. The handouts include: the tour schedule, the dispatch, the OTC sheet, and the sales inventory sheet. Highlighting and annotating your sheets are strongly recommended.

Materials Preparation

It is important that CSRs pack all equipment needed for the day. Forgetting any equipment can result in poor customer experiences or inefficient return trips to the office to retrieve forgotten equipment. Any delays may affect customers or cruise ship personnel.

Dock Reps:

Be sure to wear a company uniform and name tag for easy identification.

- ✓ Clipboard
- ✓ Ship signs (*check that they are all present and that they are the correct cruise line*)
- ✓ Settlement Sheets (*restock clipboard with a few if none are present*)
- ✓ Tour Schedule (*check it has the correct date*)
- ✓ Dispatch (*aka driver Schedule*)
- ✓ OTC sheet (*all docks should have an OTC Sheet*)
- ✓ Rubber Bands/Paperclips
- ✓ Radio
- ✓ Phone
- ✓ Stamps (*used to differentiate between groups*)
- ✓ Pens

Booth Sales Reps:

- ✓ Tour Schedule (*check it has the correct date*)
- ✓ Dispatch (*aka driver Schedule*)
- ✓ OTC sheet (*all docks should have an OTC Sheet*)
- ✓ Booth Inventory Sheet
- ✓ Rubber Bands/Paperclips
- ✓ Radio
- ✓ Phone
- ✓ Booth signs
- ✓ Stamps
- ✓ Vouchers



Chapter

3

Tour Procedures

Learning Objectives

- ✓ Gain understanding of all tasks to be completed during the dock repping.
- ✓ Take ownership in the “all-hands-on-deck” approach of Alaska Travel Adventures.
- ✓ Learn roles and responsibilities to conduct efficient tour operations.
- ✓ Develop customer service centered approach to delivering tours.

Introduction

The tour experience starts as passengers disembark from their ship and are met by an ATA Customer Service Representative (aka Dock Reps). The passenger(s) should understand our tour will be high quality experience from the moment they are engaged by ATA personnel. The following passage will provide information to best execute a fluid tour departure:

Arriving To the Dock

Dock Representatives

You must arrive at the dock no later than ½ hour prior to the first departure. Upon your arrival at the

dock, there are a few things that must get done immediately.

Below is a list in the order the task must be prioritized:

- ❑ Check-in with the Dispatcher on the radio as soon as you get to the office. “This is Anna checking in at the AJ Dock”. Ensure someone responds so you know your radio is working. You will always keep your radios turned on and they must always be with you during the day. It is imperative we give attention and a quick response to the radio (as necessary). Radios are tuned to Channel 1 for contact with other docks, office, and drivers (See: [Radio Procedures](#))

- ❑ Check-in with the Shorex and confirm passenger counts and departure times for each tour. They may give you a copy of their tour schedule or they may deliver this information verbally. If they are verbally updating, accurately record the information on your sheet. It is extremely important to compare before the first tour. This will avoid unforeseen events to be known in a timely manner.
- ❑ Contact Dispatcher & CSR Manager with updated counts. If the Shorex gave you a new sheet, then send a picture of it to the CSR Manager & Dispatcher. If the Shorex verbally gave you the information text the Dispatcher & Manager to relay the info.
- ❑ Check with HAP and ACT representative (on the dock) to see which buses they have assigned for the float trip & whale/bake tours. If you speak with HAP/ACT and the buses are not scheduled, immediately contact Dispatch. *** If the current tour you are repping is either a whale tour or float tour, you should make sure they have arrived. If they have not, periodically look out for them in between speaking with guests. ***
- ❑ Determine the time of settlement with the ship. It will usually be right after your last departure, but each ship is different.

The tasks above should be done within the first 5 minutes of your arrival at the dock.

Booth Sales Representatives:

Prime opportunities to sell occur when the ships initially dock. It's crucial to be at your booth at least 15 minutes before guests disembark to ensure adequate time for setup. The specific booth assignment will be determined based on the pre-season rotation schedule. Lastly, Check-in with the Dispatcher on the radio as soon as you get to the office. "This is Anna checking in at the AJ Dock". Ensure someone responds so you know your radio is working. You will always keep your radios turned on and they must always be with you during the day. It is imperative we give attention and a quick response to the radio (as necessary). Radios are tuned to Channel 1 for contact with other docks, office, and drivers (See: [Radio Procedures](#))

Customer Service and Creating a System

Dock Representatives

Customer service representatives should present themselves as friendly, knowledgeable, and organized. The following procedures will be followed by all personnel greeting customers and directing them onto the proper transportation.

- ✓ Greet customers as they come off the ship. Introduce yourself and make it clear that they are on the tour they registered for. To ensure the passengers are registered for our tour, check their tickets. Many tours have the name "Salmon Bake", or "Whale" included in their title. Once the correct tour name is identified, verify they are attending the correct departure. We have multiple departures for our tours. If they arrive too early, let them know when you will be ready for their group.
- ✓ After confirming a guests' tour and departure time, point them out to the area you would like them to wait at before you board them to the vehicle. Let them know when boarding time will begin and that you will guide them to the correct vehicle when the time comes.
- ✓ If you have more than one tour, it is strongly recommended you instruct a separate waiting location for both. This way your 5:00pm "HISTORIC GOLD MINE, PANNING & SALMON BAKE" guest do not get confused when the 5:00pm "HISTORIC GOLD MINE & PAN FOR GOLD" start to board.
- ✓ Customers should keep tickets/vouchers until the bus driver collects them.
- ✓ Direct customers to the correct bus. If the weather is hot, the customers may want to wait outside until boarding time. If the weather is unpleasant, aim to board them as soon as their transportation vehicle arrives. Regardless, customers should board the bus **no later** than 5 minutes before departure time. If you have multiple tours with the same departure time, begin to board some earlier, so your last tour

boards no later than 5 minutes until departure time.

- ✓ Once all passengers are accounted for and have been loaded onto the bus, ask the driver to give you a head count, while you recount the tickets. This is to ensure every passenger has given a ticket.
- ✓ Ensure that you have collected all the tickets from the Bus Driver.
- ✓ Lastly, check-in with the Shorex and they will give approval of departure. If a few guests are missing, they may ask you to wait 5 minutes to give the missing guests enough time to arrive. If a Shorex tells you to wait, let the CSR Manager or other dock reps know if the driver is supposed to be making another pick up to keep them apprised of the situation.

Booth Sales Representatives

Booth Sales Representatives should present themselves as friendly, knowledgeable, and organized. Greet guests as they approach your booth and before you commence your sales tactics. After the guests have selected from the available tours, fill out the voucher completely. The guest keeps two copies and as the sales representative, you will keep one to attach to your sales report at the end of the day. One of the two copies the guest kept will be collected by the tram dock rep that will meet with the guest before they board transportation. You must inform the Tram dock rep if you have sold spots to ensure the rep includes them in their count before departing the vehicle.

To complete a voucher successfully please do the following:

1. Include your name.
2. Include the name of at least 1 of the guests attending the tour.
3. Include the tour name.
4. Include the quantity of spots purchased.
 - a. Differentiate between adults and children.
5. Include the total amount paid for spots purchased.
6. Include your personal phone number.
7. Include meeting location.
8. Include the departure time for the tour.

Float and Whale Counts

Dock Representatives

Float and whale tours require an extra step of communication between the dock and their sites. As a result, it emphasizes the importance of having your phone present and fully charged. After every, and any, tour that includes the whale watching tour and the float tour, CSRs are responsible for sending a text to the whale watching team or the River Manager including time sensitive information such as name of tour, number of passengers, bus number, the name of the dock the bus departed from, and if any people in wheelchairs are coming. Contacts can be found in Appendix F.

Booth Sales Representatives

If any whale or river-rafting tours are sold, use the corresponding stamp on their wrist upon purchase.

Delays

Dock Representatives

Your driver should inform you they have arrived at the dock. Typically, the driver should arrive 10 minutes before departure time. If it is 10 minutes until departure time, radio them asking for an ETA and update your guests on their arrival time. If you are unable to get a hold of them, contact the Dispatcher or the CSR Manager. Naturally, if your driver is making more than one pick up it will affect their arrival. A tour should depart no later than 10 minutes after the scheduled time. Any delays should be reported to the CSR Manager.

If tour transportation is provided by HAP or ACT and they have not arrived to your dock at the 10 minute mark, inquire with a HAP or ACT rep for an ETA. If there is no HAP or ACT rep present, give their office a call for an ETA. Contact information can be found in Appendix F.

Throughout the Day

Dock Representatives

During slow times your manager may ask you to complete tasks out on the docks or in the office. Slow times are a good time to develop relationships with the ship crew and company

personnel. Here are some tips about filling your down time in between tour repping:

- ✓ After the initial rush, offer Shore Excursion Manager a cup of coffee or soda on ATA. Contact CSR Supervisor for permission. Developing a good relationship with the Shorex is crucial.
- ✓ Only the manager can approve complimentary/ discounted tours. Typically cruise ship crew or other tour operators will ask. Please ask the manager before authorizing.
- ✓ If there is a “situation” with a customer, please exercise the B.L.A.S.T acronym. The B.L.A.S.T acronym can be found in chapter six, section one of this manual. If the “situation” continues to escalate inform your manager. Such incidents must be recorded through an incident report sheet provided by the CSR manager. We need a record of such instances if the ship inquiries about it OR if a customer asks for a refund. We must be able to evaluate if they qualify.
- ✓ During slower time for Shore Excursion manager, solicit response to tour quality for tours in all ports, any problems, or complaints they have received, what have they heard from customers, how are sales going overall and specifically with our tours.
- ✓ Find out what brochures are needed on board for that week and bring them to the ship prior to sailing.
- ✓ Distribute brochures to other assigned outlets.
- ✓ Keep track of when tours are coming back to dock. (See: **Tours Are Back**)
- ✓ Dock reps can radio Salmon Bake if all “[Ship name]” guests are clear of the bake or when the bus left if asked by a Shorex.
- ✓ Thank drivers for help. Solicit observations of attitude of customers. Look for possible

problems so we can solve them before the ship departs.

Booth Sales Representatives

In agreement with the city and borough of Juneau to maintain principles of Tourism Management Best Practices, sales representatives...

- WILL NOT interfere with sales activities or operations of other tour brokers.
- WILL be responsible for the space immediately around their vending area and will pick up and properly.
- dispose of all litter accumulated there during their activities.
- AGREE NOT to smoke in their booth and/or when working with customers.
- WILL only distribute written information when a customer requests it - no handing out of flyers or leaflets in or around the sales area.
- WILL have informed knowledge of products sold and will not provide inaccurate information.
- WILL agree to practice good standard business ethics by not disparaging or making negative comments concerning other businesses.
- WILL strive to be good ambassadors of the community with knowledge of the locations of public amenities such as post office, bus stops, museums, restrooms, and government buildings.
- WILL NOT display misleading signage or advertising.

Post-Tour Procedures

Learning Objectives

- ✓ Understand the preparation that is required to settle.
- ✓ Understand the Settling process.
- ✓ Gain understanding of tasks which need to be completed to ensure the next operation is set up for success.
- ✓ Understand which of the closing duties require high attention to detail.

Introduction

Post-tour Procedures typically begin with the settlement process and end with Tours-Are-Back. Following post-tour procedures will aid in preparing properly for the next day's tours.

Settlement

Dock Representatives

Confidentiality is extremely important to ATA. Sharing settlement figures, tour numbers, etc. with other vendors is a breach of trust and grounds for dismissal. Pricing sheets should never be shown to anyone. This is extremely confidential information and should be

guarded as such. *Writing on the settlement sheet must be legible.* Settlement Sheets are shared with multiple people in the company, and it can be frustrating trying to make out numbers. This could create a waste of time for multiple people down the line. Some ships will ask you to settle after every tour is dispatched, but typically, you will settle right after the last tour.

Preparation For Settling

Dock Representatives

Count and arrange tickets by the tour. Children and comp tickets Should be pushed to the top. On the

very top ticket, write the final number of adults, children, comp. for the Shorex to verify. Each ship will settle differently. *DO NOT include OTC vouchers or services other than the ship tickets.

- ✓ Fill out settlement sheet in privacy prior to settlement. At this point, only fill the time of tour departures. Especially if you have a pen, do not write down tour counts just yet just in case you may have miscounted. It should look **neat**.

Settling With the Shorex

Dock Representatives

Shorex will count tickets. If the number is not the same, you should both re-count to determine why they are different. Do not rush! Making sure that these figures are accurate is of the utmost importance. If you have any problems with other tour operators or pursers rushing you, please report this to your supervisor.

- ✓ Fill in final numbers on settlement sheet and do the calculations for the final amount for each tour and total. WRITE LEGIBLY! The accounting department will appreciate it!
- ✓ After you have reached an agreement have the Shorex sign our form. They may ask you to sign their form.
- ✓ Go to the office to complete **Closing Duties**.

Closing Duties

Dock Representatives

Complete the following Shut-Down Procedures:

- ❑ **ATAapp Tickets:** Login to the ATAapp > Click on “Tickets” tab at the top of page > Select Ship > Click on Ticket link under “Check-in” > Click on “Enter Tickets” on the top left corner > Enter Adult and Children tickets (*Children and Adult tickets have different rates so do not add them all together*) > Hit “Save Tickets”
- ❑ File Settlement Sheet in designated area. You must write the **cruise ship name**, **cruise line**, **your name**, and **date** before doing so!

- ❑ Look at the board for your assigned signs and put them into a clipboard. Label clipboard with cruise ship name.
- ❑ Put away any remaining signs.
- ❑ Clean up after yourself.
- ❑ Check board notes for information or cleaning assignments.
- ❑ If you have completed “**Tours Are Back**” then you may turn off your radio, charge it, and clock out using the ATAapp.
- ❑ All employees should clock out each day. Employees should clock out at the time they are scheduled. Any addition, un-scheduled, overtime should be approved in writing by a supervisor or Director.

Booth Sales Representatives

- ❑ **ATAapp Tickets:** Login to the ATAapp > Click on “Tickets” tab at the top of page > OTC tickets > Scan the list of list of guests and cross examine all of your sold vouchers are present. Ensure there are none or entered inaccurately.
- ❑ Look at the board for your assigned signs and put them into a clipboard. Label clipboard with cruise ship name.
- ❑ Put away signs.
- ❑ Clean up after yourself.
- ❑ Check board notes for information or cleaning assignments.
- ❑ If have been assign “**Tours Are Back**”, then you may clock-in.
- ❑ If you have completed “**Tours Are Back**” then you may turn off your radio, charge it, and clock out using the ATAapp.

Cleaning

Dock Representatives & Booth Sales Representatives

Maintaining the cleanliness of the office is a shared responsibility among CSRs, booth sales reps, and management. CSRs should aim to clean after themselves especially if any out of ordinary mess is

caused. Management is responsible for restocking the bathroom and other necessary cleaning supplies. Management will assign CSRs cleaning duties that can be done during slow times or to be completed by the end of your shift. Cleaning duties will be rotated to aim for equal responsibility amongst staff. Cleaning duties include, but are not limited to:

- ✓ Sweeping the bathroom.
- ✓ Taking out the bathroom trash and replacing it with a new bag.
- ✓ Sweeping the office space
- ✓ Taking out the recycling and trash and replacing with new bag.
- ✓ Organizing workstations

“Tours Are Back”

Dock Representatives & Booth Sales Representatives

- ✓ You will need to meet the last bus if the tour is returning within an hour of the ship's departure.
- ✓ Dock reps can radio Salmon Bake if all “[Ship name]” guests are clear of the bake or when the bus left if asked by a Shorex.
- ✓ Inform Shore Excursion Manager that our final tour is back and how the tour went. If there was a problem, now is the time to solve it.
- ✓ If there will be a delay with the tour, let the Shore Excursion team know immediately and let them know how long the delay will be. Keep them updated on any developments. Call Dispatcher with any concerns. Let the Shore Excursion team know when all tours are back.

Tour Descriptions

Chapter 1

ATA Tours Descriptions





ATA Tour Descriptions

Learning Objectives

- ✓ Gain a general understanding of the tours we offer in Southeast Alaska.
- ✓ Ensure consistency in staff's tour description and delivery.
- ✓ Develop ability to answer questions if inquired by a guest.

Introduction

In this chapter, tour descriptions are provided to better equip our team while repping on the docks. Tours descriptions serve to lay a foundation of understanding to the experience we offer as a company. The best way to learn is to immerse yourself in the experience yourself! Ask your supervisor the next time you can jump on a tour!

JUNEAU – MENDENHALL GLACIER FLOAT TRIP

Guests board a motorcoach and listen to a brief narrative consisting of safety precautions and the history of Juneau. This is an exciting yet gentle introduction to white water rafting, popular with

beginning and experienced rafters of all ages. The adventure begins with a scenic tour to Mendenhall Lake, with a dramatic view of the glacier (a half mile long and one hundred and fifty feet high at the face). Guests suit up and board our 10 (float). 12 (paddle) passenger rafts. Experienced guides row across the lake, where guests are treated to a spectacular view of hanging glaciers, towering peaks, and glacial topography. As guests float down the river, they will encounter stretches of moderate rapids that add excitement to the trip. Where the river meets tide water our guests turn in their rafting gear, have a snack (reindeer sausage, cheese, salmon spread, crackers, hot cocoa, and water), and an opportunity

to purchase photos, T-shirts, and other souvenirs. Rain gear, life jackets, boots, souvenir pin and snack provided. **3 ½ hours to 4 hours**, depending on the river flow.

JUNEAU – GLACIER VIEW SEA KAYAKING

Guests take a short bus ride from downtown to scenic North Douglas Island (boat ramp). Upon

arrival guests are instructed in kayaking techniques before climbing into the stable and swift two person kayaks. 1 ½ hours are spent viewing wildlife, Mendenhall Glacier (weather permitting), Auke Bay and natural wonders before returning to the base camp for a delicious snack (reindeer sausage, cheese, salmon spread, crackers, hot cocoa, and apple juice). The guests

paddle back to North Douglas and the awaiting motorcoach for the return trip to the downtown docks. Rain gear, life jackets, spray skirt, boots, souvenir pin and snack provided. **3 ½ hours**

JUNEAU - GOLD CREEK SALMON BAKE

A true Alaskan cookout! Alaska's original outdoor salmon bake for nearly 40 years. Guests enjoy grilled salmon, gold panning and the beautiful scenery of Salmon Creek. There is a ten-minute ride from downtown, where guests learn about the history of Juneau's gold mining days. All you can eat salmon and bbq ribs are waiting for our them as they arrive. The salad bar features fresh salads, vegetables, baked beans, and rice pilaf. Cornbread, lemonade, water, coffee, and tea are provided. Beer and wine may be purchased by guests at the bar. After dining, guests may roast marshmallows, watch our Master Totem Carver at work, walk to the waterfall, borrow a gold pan and try their luck at gold panning or shop for souvenirs. **Approximately 1 ½ hours**, returns at leisure via shuttle bus.

JUNEAU – HISTORIC GOLD MINING & PANNING ADVENTURE

Customers will be cruising either north or south, depending on their ship's itinerary and Juneau is either their first or last stop in Alaska. Find out whether your passengers are headed north or south before you begin this narration. Narration #3 is meant to help orient passengers to the location of the tour and pre-load landmarks they will see along the way. This narration uses NOAA Charts (nautical charts) as a visual aid and a sample is provided below.

JUNEAU – GOLD PANNING & SALMON BAKE COMBO

Escorted tour by prospector/guide to Gold Creek, learn to pan for gold and discover Juneau's colorful mining heritage for yourself. We are the only company allowed to use this special place, but the locals know how much gold is still there, so you will likely witness some real panners. You will expertly work the pan with helpful tips, and you will find gold-guaranteed! Take home a souvenir Orelove Brothers Gold Claim Certificate and all the gold you find! Afterwards, you will head to the Gold Creek Salmon Bake. Arrive at a beautiful setting, in lush rainforest alongside a creek, under heated, translucent domes that protect you from the elements, rain or shine. Savor the aroma of wild salmon, grilling slowly over fires of fragrant alder wood—the signature entrée of an all-you-can-eat Alaskan experience. And settle in for a feast for all your senses! **3 hours** (returns at leisure via shuttle bus)

JUNEAU – WHALE WATCHING ADVENTURE

Your whale watching adventure begins with a narrated transfer from the pier to Auke Bay. One there, your captain and onboard naturalist will welcome you aboard the North Star, our state of the art 48-passenger jet boat custom designed for Juneau whale watching with large windows, an outside viewing deck and an amplified hydrophone system for listening to whales communicate under water. On clear days you'll have a beautiful view of the Mendenhall Glacier as your sightseeing vessel

departs the dock. Whale sightings are guaranteed! If a whale is not spotted during your cruise, we'll refund you \$100 (\$50 for children). Binoculars are available for your use onboard. **3 ¾ hours**

JUNEAU – WHALE WATCHING & SALMON BAKE COMBO

Your whale watching adventure begins with a narrated transfer from the pier to Auke Bay. There your captain and onboard naturalist will welcome you aboard the North Star, our state of the art 48-passenger jet boat custom designed for Juneau whale watching with large windows, an outside viewing deck and an amplified hydrophone system for listening to whales communicate under water. On clear days you'll have a beautiful view of the Mendenhall Glacier as your sightseeing vessel departs the dock. Whale sightings are guaranteed! If a whale is not spotted during your cruise, we'll refund you \$100 (\$50 for children). Binoculars are available for your use onboard. Alyeska Au Gratin Potatoes, Chilkoot Baked Beans, Tongass Wild-Rice Pilaf, and other sides, salads and beverages and blueberry cake for dessert. **5 Hours**

JUNEAU – MENDENHALL LAKE CANOE ADVENTURE

Paddle across Mendenhall Lake, navigating past icebergs, surrounded by one of the richest samplings of Alaskan wildlife you'll find anywhere. Birds including arctic terns' nest on the shoreline, and eagles, goats, salmon, and bears are all common sights. Then, venture within a safe distance of the massive, awe-inspiring face of the living Mendenhall Glacier. Grab a thrill ride by skirting the base of beautiful and powerful Nugget Falls. Then refuel with a snack of Alaskan-style fare for the return. You'll make your trip in a traditional Tlingit-style canoe, an exceptionally stable 28-foot watercraft, with all modern safety gear supplied. Because of the close approach to the glacier face, the Forest Service tightly controls the number of participants. Be one of the lucky few to experience this one-of-a-kind adventure. **3 ½ hours**

JUNEAU – BEST OF JUNEAU®

Come face to face with a glacier, marvel at a huge humpback whale leaping out of the water and top this excitement off with a scrumptious meal featuring wild Alaskan salmon grilled over an alder wood fire. You'll call this combination amazing. We call it the Best of Juneau®. Enjoy a narrated transfer to the spectacular icewall of the Mendenhall Glacier and its adjacent Visitors Center, where a ranger can satisfy your curiosity about the natural wonders. Roam the grounds, snap photos, take in the interactive exhibits, and watch bears feast on salmon. From Mendenhall Glacier you'll be transported to Auke Bay. There your captain and onboard naturalist will welcome you aboard the North Star, our state of the art 48-passenger jet boat custom designed for Juneau whale watching with large windows, an outside viewing deck and an amplified hydrophone system for listening to whales communicate under water. Following your cruise, you're off to the Gold Creek Salmon Bake. In a beautiful setting nestled in the rainforest, you'll arrive to the aroma of wild Alaskan salmon grilling over an open alder wood fire. The all-you-can-eat buffet also includes Cheechako Chicken, Alyeska Au Gratin Potatoes, Chilkoot Baked Beans, Tongass Wild-Rice Pilaf, and other sides, salads and beverages and blueberry cake for dessert! **6 ¼ hours**

Juneau – Mendenhall Lake Kayak Adventure

Guests will have the opportunity to kayak near the face of the majestic Mendenhall Glacier. Their guide will teach guests kayaking techniques, then board the two-person kayaks, with either a new friend or traveling companion. Guest will journey across Mendenhall Lake, navigating the iceberg studded pristine water that is truly one of the jewels of the Tongass National Forest.

The guide will explain the breathtaking nature surrounding them and the history and ecology of Mendenhall Glacier. They will venture within a safe distance of the massive, awe-inspiring face of the

glacier and skirt the base of the beautiful and powerful Nugget Falls. After paddling back across the lake, refuel with an Alaskan-style snack.

Juneau – Mendenhall Lake Kayak Adventure & Salmon Bake

Guests will have the opportunity to kayak near the face of the majestic Mendenhall Glacier. Their guide will teach guests kayaking techniques, then board the two-person kayaks, with either a new friend or traveling companion. Guest will journey across Mendenhall Lake, navigating the iceberg studded pristine water that is truly one of the jewels of the Tongass National Forest.

The guide will explain the breathtaking nature surrounding them and the history and ecology of Mendenhall Glacier. They will venture within a safe distance of the massive, awe-inspiring face of the glacier and skirt the base of the beautiful and powerful Nugget Falls.

Savor the aroma of wild Alaska salmon grilling over a fragrant alderwood fire—this sumptuous all you can eat feast features our signature alderwood-grilled WILD Alaska salmon, Cheechako chicken, Chilkoot baked beans, Tongass wild-rice pilaf, hot chowder, a selection of sides, salads, beverages and homemade blueberry cake for dessert. Beer and wine are available for purchase. Relax listening to live music or stroll along a natural salmon-spawning creek.

KETCHIKAN – RAIN FOREST CANOE & Nature Trail ADVENTURE

This adventure begins with a scenic motorcoach ride to a secluded mountain lake, where guests board 37-foot, stable Indian-style canoes which are fast and easy to maneuver. Paddling across the lake under the direction of an experienced guide, guests scan the shore for wildlife and learn of the unique natural and native history of the Tongass National Forest. Guests stop along the shore for a native-style snack (smoked fish, clam chowder, sourdough rolls, wildberry jam and beverages). Our guides lead a short nature walk highlighting the flora and

fauna of the rain forest, including such features as carnivorous plants. Guests then canoe back to the motorcoach which returns them to the ship or hotel. Rain gear, life jacket, souvenir pin and snack provided. **3 ½ hours**

KETCHIKAN – BACKCOUNTRY JEEP® & CANOE SAFARI

Guests take control of a 4-wheel drive Jeep Wrangler® and wind their way through Revillagigedo Island. Guests will be paired with companions in groups of four. The adventure begins in the mountainous roads of the Tongass National Forest. Using 2-way radios, group leaders and guides will provide interesting and informative commentary along the way. En route, there will be an opportunity to change drivers. The Jeep® portion concludes with the arrival at Lake Harriet Hunt. Then they grab a paddle and join their companions in a 20-passenger Indian-style canoe to navigate their way across a mountain lake where a hearty snack (smoked fish, clam chowder, sourdough rolls, wild berry jams and beverages) and brief nature hike await. Guests participating as drivers must be at least 25 years in age and have with them a valid driver's license as well as appropriate automobile insurance. Rain gear, life jackets, souvenir pin and snack provided. **4 hours** (groups may have to do Canoe or Jeep® portion first)

KETCHIKAN – TOTEM BIGHT STATE HISTORICAL PARK & CANOE ADVENTURE

Alaska Native art and traditions are highlighted in this perfect combination of history and adventure. You will travel 10 miles north of Ketchikan to visit the Totem Bight State Historical Park, an 11-acre park featuring ancient totem poles set in a lush rainforest where you'll explore all the historical artifacts that have been restored and re-carved, the rocky coastline along the Tongass Narrows, and the colorful community house called the Clan House before you learn how the natives traveled the long

distances of the southeast Alaska waterways in large carved canoes. At Lake Harriet Hunt - you'll board your easy-to-paddle, 37-foot, 20-passenger Native-style canoe much like the Natives used to travel the coastal waterways. Your safari guide will lead you to a camp on shore, where your cook will be preparing chowder, smoked salmon, rolls, and wild berry jam for you. From the camp, your guide will interpret the features of a temporal rainforest on a nature walk through old-growth forest. **4 hours.**

KETCHIKAN – RAINFOREST ISLAND ADVENTURE

Guests join an experienced Alaskan trail guide for a hike through natural, unspoiled beauty in the Coastal Forest. The trail takes guests through a beautiful old growth forest, by way of a secluded beach. After hiking the gently sloped historic trail, guests enjoy a light snack (smoked fish, clam chowder, sourdough rolls, wild berry jams and beverages) and take some time to explore the natural beauty around them. A motorized inflatable vessel provides a short, exciting cruise along the coast. Whales, Stellar sea lions, harbor seals, porpoises, and migrating seabirds may be spotted on this route. Knudson Cove is the drop-off and pick up point for transportation from hotels and docks. This trail is mostly boardwalk, 1 mile long and well maintained. (Could still be slick or slippery) Rain gear, boots, life jackets and snack provided. **3 ½ - 4 hours**

SITKA - WILDERNESS SEA KAYAKING ADVENTURE

Guests meet at the dock in Sitka and prepare for an adventure by suiting up in quality rain gear and life jackets. Transfer to a floating kayak base camp by motorized inflatable vessel. Upon arrival at the base camp, guests will be instructed in the use of safe, oceangoing, two person kayaks by the knowledgeable staff. Groups of 4 – 6 kayaks will be led by an experienced guide, well versed in paddling

techniques and the marine environment of the area. Guests may see colorful intertidal invertebrates, eagles, brown bears, harbor seals, or Sitka black-tailed deer. Raingear, life jackets, souvenir pin, and snack provided. **3 hours**

SKAGWAY – LIARSVILLE GOLD RUSH TRAIL CAMP & SALMON BAKE

At the foot of the White Pass, nestled beside a waterfall, discover Liarsville Gold Rush Trail Camp and Salmon Bake, beginning with an all-you-can-eat alfresco feast in the forest that includes WILD Alaskan-caught salmon, Chilkoot Chicken, Liarsville Rice Medley, Prospector Pete's Reindeer Beans, Sluice Box Slaw and other fresh salads, cornbread, coffee, lemonade, and blueberry cake for dessert. Beer and wine are available for purchase. After your meal, mosey on over to our gold rush era trail camp. Here, you'll enjoy the waterfall and the authentic exhibits of Liarsville. A cast of sourdoughs and dance hall girls will entertain you with a hilarious Robert Service melodrama before your prospector teaches you the art of gold panning, where you are guaranteed to find gold and keep all you find! **2 hours.**

SKAGWAY – SKAGWAY SALMON BAKE AT LIARSVILLE

An all-you-can-eat mouth-watering assortment of warm and cold dishes await guests' arrival in Skagway. Guest will savor Alaskan-caught WILD salmon, Chilkoot Chicken, Prospector Pete's Reindeer Beans, Liarsville Rice Medley, Sluice Box Slaw and other fresh salads, plus cornbread and blueberry cake for dessert. Beer and wine are available for purchase. This delicious meal also includes a visit to an 1898 replica campsite located in the historic Liarsville region. Guests can converse with our colorful characters and gold-digging madams as they enjoy a glimpse back at life during the Klondike gold rush. Guests should visit the

Fancy Goods Gift Shop to find that special souvenir!
1 ½ hours.

Skagway- Klondike Campfire Breakfast

Guests will enjoy a hearty breakfast of steak, eggs and blueberry sourdough pancakes to get them energized for their day in Skagway. Guests board a motorcoach and begin their tour through Skagway's historical downtown area, where their driver guide will enlighten them with the picturesque facts of this town's turbulent past for the approximately 15-minute drive. Arrive at Liarsville Gold Rush Trail Camp, nestled beside a waterfall at the foot of the White Pass and named for the journalists dispatched to Alaska during the Klondike Gold Rush who fabricated tall tales from this very location. They can watch the camp chef whip up a hearty breakfast of steak and eggs and sourdough blueberry pancakes! Dig in and enjoy your meal with orange juice and fresh coffee. While guests eat, they are entertained with music and poetry by Robert Service. Next, guests are taught the art of gold panning and they are guaranteed to find gold in every pan!

Before they head back to the pier, guests will have time to browse for souvenirs in the Fancy Goods Gift Shop. **1 ½ -2 hours**

Skagway - Liarsville Gold Rush Trail Camp & Salmon Bake Featuring Exclusive Disney Character Experience

Enjoy a puppet show and earn your fortune panning for gold at Liarsville before having an all-you-can-

eat Alaskan feast. Guests board a motorcoach and begin your tour through Skagway's historic downtown area, where your driver-guide will enlighten you with the facts about this town's turbulent past for approximately 15 minutes. Discover Liarsville Gold Rush Trail Camp and Salmon Bake, nestled beside a waterfall at the foot of the White Pass and so named for the journalists dispatched to Alaska during the Klondike Gold Rush who fabricated tall-tales from this very location. Guests gather at the Liarsville Hippodrome, where a cast of sourdoughs and dance hall girls will entertain them with a hilarious puppet show highlighting tales of the gold rush era. Next, guests are taught the art of gold panning and then take part in a fun scavenger hunt around the camp to gather their equipment to get started! Guest will join some of their favorite Disney Characters as they search for gold. Everyone is guaranteed to find that precious metal that drove men and women wild with gold fever! They are guaranteed to find gold in every pan!

Once they've made their fortune, they will gather around the campfire to roast marshmallows or take a memorable photo with their Disney Pals! Next, guests will enjoy an all-you-can-eat outdoor feast in the forest that includes wild, Alaskan-caught salmon freshly grilled over an alder wood fire, Chilkoot Chicken, Panners Pasta, Mother Load Mac and Cheese, Liarsville Rice Medley, Prospector Pete's Reindeer Beans, Sluice Box Slaw and other fresh salads, cornbread, coffee, lemonade, and blueberry cake for dessert. After Their meal, they can browse for souvenirs in the Fancy Goods Gift Shop before heading back to the ship. **2 ½ -3 hours**

Cruise Ships & OTCs

Chapter 1

Shorex Personnel,
ship crew, &
Industry Rates

Chapter 2

Cruise Line Tour &
Procedures

Chapter 2

OTC Procedures



SHORE EXCURSION PERSONNEL, SHIP CREW & INDUSTRY RATES

Learning Objectives

- ✓ Learn the roles of crew ship personnel.
- ✓ Learn the procedures of complimentary and discounted tours.
- ✓ Learn the restrictions of complimentary tours.

Introduction


It will not be unusual for cruise ship personnel to ask to join a tour of ours. It can be beneficial to grant their participation, so they can share their experience with guests onboard. The same way it is beneficial for CSRs to familiarize themselves with our tours.

Complimentary & Discounted Excursions

Occasionally, we offer crew tours for some ship members. These tours will appear on your tour schedule. On the other hand, they may join at the last minute if space allows, but the CSR manager must authorize it. Record the number of crew members attending on your settlement sheet. At the

end of the day, include the crew counts into the **ATAapp Tickets**. Ship crew can go on tour for our crew rate. Crew members are not allowed to join any of the Mendenhall Lake tours (E.g.: Lake Kayak, Canoe, River Rafting/ Float Trip). If you are in doubt about whether someone can go on tour, please contact the CSR Supervisor or the office. Shore Excursion personnel can go on any tour free of charge. This must be cleared by the CSR manager. They must be included under “comp.” tickets when entered in the **ATAapp Tickets**. In addition, we may get a few dock reps/guides from other companies who ask to join our excursions - For those instances, we offer an Industry Rate for individuals who work in the tourism industry.

Cruise Ship Personnel



There are many positions that work to operate cruise ships and their businesses. A couple of the personnel, as CSRS, that we interact with the most are Ship Crew and Shore Excursions (aka Shore-x).

Crew members often hold jobs of housekeeping, restaurant work, mechanical work, and many others. They typically are one of the first groups to offboard the ship when they dock!

There are Shore-x and Shore-x Managers. They have various responsibilities onboard, but one of their

main responsibilities is to sell tours to their guest. Offboard, they help organize chaos on the docks, they update dock reps on tour counts, they aid in answering questions regarding tours and about the town. Both Shore-ex and Shore-x Managers should be treated with equal amount of respect. They often have direct contact with the leadership roles of the tour companies. Don't be late! Or we will hear about it.



Cruise Line Tours & Procedures

Learning Objectives

- ✓ Build dock staff’s depth of knowledge in cruise lines, ships and tours offered.
- ✓ Understand how each cruise line has their own way of operating.
- ✓ Gain an understanding of how independent bus companies affect the CSR operation.

Introduction

In this section, background information will be provided on the cruise lines CSRs will work adjacent to. In addition to, procedure information specific to each cruise line is provided to better facilitate the CSR working experience.

Norwegian Cruise line (NCL)

The Norwegian Caribbean Line was founded in 1966 in Norway. NCL’s first ship, The Sunward was originally owned by The Arison Shipping Company and marketed as Ensign Cruises. Shortly after Norwegian Caribbean Line was founded Mr. Arison left the company to go on to eventually form Carnival Cruise Lines.



Tour	Code	Transport	Special Instructions
ALASKA SALMON BAKE	300	ATA	
GOLD PANNING ADVENTURE & ALASKA SALMON BAKE	355	ATA	
MENDENHALL GLACIER FLOAT TRIP	740	HAP	If bus # is not on dispatch, ask HAP rep

Tour	Code	Transport	Special Instructions
GLACIER VIEW SEA KAYAKING	770	ATA	
MENDENHALL LAKE KAYAK & SALMON BAKE	775	ATA``	
MENDENALL GLACIER NATIVE CANOE ADVENTURE	760	ATA	
COMBO TOURS INCLUDING BAKE			
<i>HELI/BAKE COMBO</i>	815	TEMSCO ATA	Get updated count from shorex and final number from TEMSCO/shorex. Put on ship settlement form
<i>WHALE/BAKE COMBO</i>	640	HAP	If bus # is not on dispatch, ask HAP Rep
<i>GLACIER/ HATCHERY/BAKE COMBO</i>	120	HAP	Get updated count from shorex and get final number from HAP/shorex put on ship settlement form

Princess Cruise Lines (PCL)

Stanley McDonald founded the Princess Cruise Line in 1965. The first of the Princess fleet was a repurposed ferryboat that held 318 passengers. In 1974, Mr. McDonald sold Princess to Peninsular and Oriental Steam Navigation Company (P&O), one of the world's oldest shipping firms. Since then, The Princess Cruise Line has reached \$4.2 Billion dollars in revenue as of 2022.



Tour	Code	Transport	Special Instructions
ALASKA SALMON BAKE	300	ATA	
GOLD PANNING ADVENTURE & ALASKA SALMON BAKE	355	ATA	
MENDENHALL GLACIER FLOAT TRIP	740	HAP	If bus # is not on dispatch, ask HAP rep
GLACIER VIEW SEA KAYAKING	770	ATA	
MENDENHALL LAKE KAYAK & SALMON BAKE	775	ATA``	
MENDENALL GLACIER NATIVE CANOE ADVENTURE	760	ATA	
COMBO TOURS INCLUDING BAKE			
<i>HELI/BAKE COMBO</i>	815	TEMSCO ATA	Get updated count from shorex and final number from TEMSCO/shorex. Put on ship settlement form
<i>WHALE/BAKE COMBO</i>	640	HAP	If bus # is not on dispatch, ask HAP Rep
<i>GLACIER/ HATCHERY/BAKE COMBO</i>	120	HAP	Get updated count from shorex and get final number from HAP/shorex put on ship settlement form

Celebrity Cruises & Royal Caribbean

Celebrity Cruises was founded supplementary to the Chandris Group in 1998. The Chandris group recognized a business opportunity when 2 of the 5 contracts offered by the Government of Bermuda were available. Obtaining a contract provided berthing arrangement and unlimited sail access to the islands between April and October each year. The Government of Bermuda awarded the highly sought after contracts to upmarket cruise lines and that is where Chandris Fantasy Cruises fell short – Until the creation of Celebrity Cruises. The Chandris group entered negotiation and



Tour	Code	Transport	Special Instructions
GLACIER VIEW SEA KAYAKING	JNU-R	ATA	If bus # is not on dispatch, ask HAP rep
JUNEAU BY PRIVATE HUMMER	JNU-X	ATA	
MENDENHALL GLACIER FLOAT TRIP	JNU-Z	HAP	Check at dock for bus number

Silverseas

Silverseas was founded in 1994 by Antonio Lefebvre d'Ovidio and V-ships. The cruise line experience was marketed as a ultra-luxury by offering all-inclusive fares including complimentary excursions on shore, beverages, and gratuities. By July 2020, Silversea became the third sister company of the Royal Caribbean Group.



Tour	Code	Transport	Special Instructions
GOLD CREEK SALMON BAKE	171009	ATA	
GOLD PANNING & SALMON BAKE COMBO	171028	ATA	
GLACIER VIEW SEA KAYAKING	171012	ATA	
MENDENHALL LAKE KAYAK & SALMON BAKE COMBO		ATA	
MENDENHALL GLACIER FLOAT TRIP	171011	HAP	If bus # is not on dispatch, ask HAP rep.
COMBO TOURS INCLUDING SALMON BAKE			

Tour	Code	Transport	Special Instructions
WHALE/BAKE	171058	HAP	If bus # is not on dispatch, ask HAP rep.
GLACIER BAKE COMBO		HAP	Get updated number from Shorex. Get final number from HAP after tour departs. Put on ship settlement form

Carnival Cruise Line

Carnival's well-known smokestack is intended to mimic the shape of a whale's tail while representing the company's logo color scheme, red, white, and blue.



Tour	Code	Transport	Special Instructions
ALASKA SALMON BAKE	23014	ATA	
HISTORIC GOLD PANNING ADVENTURE	23015	ATA	
GOLD PANNING ADVENTURE & ALASKA SALMON BAKE	23016	ATA	
MENDENHALL RIVER FLOAT TRIP	23012	HAP	If bus # is not on dispatch, ask HAP rep.
MENDENHALL LAKE NATIVE CANOE ADVENTURE	23018	ATA	
MENDENHALL LAKE KAYAK & SALMON BAKE COMBO		ATA	
GLACIER VIEW SEA KAYAKING	23017	ATA	
COMBO TOURS INCLUDING BAKE			
GLACIER/HATCHERY/BAKE COMBO		HAP	Get updated number from Shorex. Get final number from HAP after tour departs. Put on ship settlement form

Holland America Line

As of 1989, Holland America is a subsidiary of Carnival Corporation, the owners of Carnival Cruise line. Over 100 years before that, in 1873, Holland America was founded in Rotterdam, Netherlands. Today, they are headquartered in Seattle, Washington. Holland America operated as a shipping, passenger, cargo, and cruise line directly involving the immigration of the hundreds of thousands of Netherland emigrants to North America. **Special Instructions:**



Tour	Code	Transport	Special Instructions
GLACIER VIEW SEA KAYAKING	JU14	ATA	
GOLD CREEK SALMON BAKE	JU16	ATA	
HISTORIC GOLD MINING AND PANNING ADVENTURE	JU17	ATA	
HISTORIC GOLD PANNING ADVENTURE AND GOLD CREEK SALMON BAKE	JU18	ATA	
MENDENHALL GLACIER FLOAT TRIP	JU15	HAP	If bus # is not on dispatch, ask HAP rep.
MENDENHALL LAKE CANOE ADVENTURE	JU56	ATA	
MENDENHALL LAKE KAYAK		ATA	
ALASKA CUSTOM HUMMER EXCURSION	JU19	ATA	
COMBO TOURS INCLUDING SALMON BAKE			
WHALE/BAKE	JU22	HAP	If bus # is not on dispatch, ask HAP rep.
GLACIER/BAKE COMBO	JU07	HAP	Get updated number from Shorex. Get final number from HAP after tour departs. Put on ship settlement form

Disney partnered with Premier Cruises, in 1985, to prove their success in the cruise line industry. During their 10-year contract with Premiere Cruise lines, Disney offered an immersive experience with popular Disney characters on board and packages that included staying at the Walt Disney World Resort. Once the contract ended, Disney began to chase another ambitious goal: to kickstart their own cruise line. By July 1998, Disney Magic, their first boat, was set out to sea





Chapter

3

OTC Procedures

Learning Objectives

- ✓ Make each and every tour an amazing experience!
- ✓ Understand how Hard Skills, Soft Skills & Knowledge combine to make the ultimate ATA Team member.
- ✓ Identify areas that staff members should self-evaluate and look to improve
- ✓ Understand criteria for which staff will be evaluate

Introduction

Our OTC program is an important aspect of our business and requires a high attention to detail. OTC customers can be guests off a cruise ship, people who traveled by plane, or locals. OTC guests are customers who booked through our website or a third party (other than the cruise line).

OTC Material Preparation

Your shift set-up will look almost identical to a typical dock rep. shift, but with minor differences. While working OTC, you will not settle guest counts with a ship, the signs used will have our logo instead of a cruise ship logo, and you will seldom have ACT/HAP drivers.

The list below reflects the materials you will bring to OTC:

- ✓ Clipboard
- ✓ Tour signs (check that they are all present and that they have our company logo)
- ✓ Tour Schedule (check it has the correct date)
- ✓ Dispatch (aka driver Schedule)
- ✓ OTC sheet (all docks should have an OTC Sheet)
- ✓ Rubber Bands/Paperclips
- ✓ Radio
- ✓ Phone
- ✓ Stickers/Wristbands (used to differentiate between groups)
- ✓ Pens

OTC Procedures

OTC has its very own system, but handling delays and incidents is standardized across the board.

The OTC meeting place is on the sidewalk in front of the MT Robert Tram, underneath the cables. Guests will be provided vouchers from the company they booked through with meeting time and location. Customers are instructed to look for the red shirt/jacket and black pants, so it is crucial that the reps match the description. Once a guest approaches you, ask to view and collect their voucher. Check in the guest if their name appears on our list (accessible through the ATAapp or on the OTC sheet). If a guest does not have a voucher but is on the list or only has an electronic voucher, make a note on the OTC sheet so the office knows the guests did attend the tour. The more specific you can be, the better! The CSR Manager and/or the Office will update you with any cancellations and add-ons throughout the day. When all guests are checked in, make an announcement on the radio by saying, "This is [Your Name] at the Tram with all [Time, Tour Name] guests checked in". If a guest tells you that they are not coming or do not show up at the meeting place by departure time, make a note on the OTC sheet that you tried to call them, how long you waited, or that the guests informed you they were not coming. Details are heavily relied on if a guest inquiry about a refund. In the case a customer directly speaks with you to receive a refund, inform them that, as a dock rep, you are not authorized to grant refunds. They will need to contact the company they booked through, if that company is ours, they will need to contact our customer service department at 1-800-323-5757. If guests have not arrived within 5 minutes prior to departure, call their number indicated on the OTC sheet. Before you send the bus, walk around the area yelling the tour name and ATA in case the guest is in the wrong location.

OTC Check Out Procedures

The check-out procedure will look like any day you have repped at a dock with minor differences.

- ✓ Details such as: No shows, description of late showups, crew add-ons, industry rate guests, the # of guests of party if it is different than originally indicated, delay times, and incidents, must be entered on the ATAapp.
- ✓ Filed away OTC sheet in its designated location in the CSR office. You must write your **name** and **date** before doing so!
- ✓ Staple vouchers in the same order appear on the OTC sheet. The top of the list corresponds with the top of the stack.
- ✓ Look at the board for your assigned signs and put them into a clipboard. Label clipboard with cruise ship name.
- ✓ Put away any remaining signs.
- ✓ Clean up after yourself.
- ✓ Check board notes.
- ✓ The manager may ask you to complete a cleaning task.
- ✓ You may clock out using the ATAapp

All employees should clock out each day. Employees should clock out at the time they are scheduled. Any addition, un-scheduled, overtime should be approved in writing by a Supervisor or Director.

How to Give Great Customer Service!



Chapter 1

The Ultimate ATA
Staff Member

Hard Skills

Soft Skills

Knowledge



Chapter

1

Great Customer Service

Learning Objectives

- ✓ Make each and every tour an amazing experience!
- ✓ Understand how Hard Skills, Soft Skills & Knowledge combine to make the ultimate ATA Team member.
- ✓ Identify areas that staff members should self-evaluate and look to improve.
- ✓ Understand criteria for which staff will be evaluated.

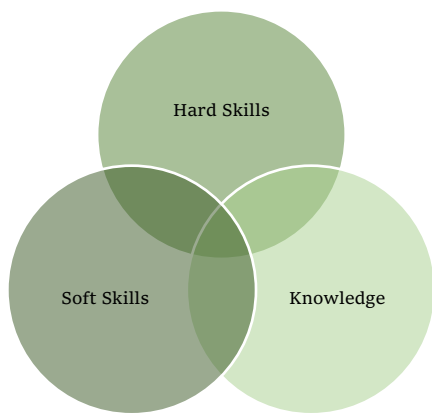
Introduction

Who is the Ultimate ATA Staff Member? You can be. What makes an individual the ultimate staff member? Someone who embodies the notion of a “positive & contributing Member of the ATA Team in Juneau who is dedicated to the success of our operation”. No single personality type, gender, age or background makes an individual the ultimate staff member. Furthermore, we as an organization need people from different backgrounds to contribute and come together as a team to make ATA successful!

You have been chosen to be part of a high-performing team in Juneau that provides the ultimate tour experience for our customers. It is

often the smallest of details or everyday courtesies that can "make a tour". In reading through this manual, there is a large quantity of information to absorb and it may seem overwhelming. Fortunately, there are team members surrounding you who have the knowledge and experience to deliver our tours at a high level immediately. There are other team members who, through training and time on the job, will develop into a staff member who delivers tours at a high level.

High performing members of our staff, while coming from varied backgrounds and having different personality types, have ownership of **Hard Skills, Soft Skills & Knowledge**. These three professional skills combine to form the necessary skill set to perform the job.



ATA encourages personal development and engages in a system of training, evaluation and feedback which promotes professional development of all staff members. As you seek to grow, and are developed as a staff member, it is important to identify areas of strength and areas of potential improvement. In areas where you have a high level of competence, seek to help other team members to grow. In areas of potential improvement, be intentional in your growth by seeking help from more experienced team members, engaging in study, and practice.

Hard Skills

Guides, Deckhands, Outfitters and Marine Operators all have Hard Skills which must be acquired and maintained in order to perform at a high level.

Vessel Operation & Maintenance - This hard skill may seem specific to USCG Captains who have been hired as Marine Operators for ATA. However, staff members who have been hired as guides work on the vessel as deckhands and must develop skills loading and unloading passengers, tying the vessel off on the docks, location of emergency equipment and assisting the operator in emergency procedures.

Rescue - All Rainforest Island Staff members receive training and drill in rescue procedures including how to deal with a fire and man overboard procedures.

Radio Skills - All Rainforest Island Staff members receive training in the operation of a handheld VHF

radio. Marine Operators must have current Radio Operators Permit and be able to competently operate the on-board radio.

Navigation - All Rainforest Island Staff members receive training on using a nautical chart and piloting using landmarks to stay on designated Seahawk routes. Deckhands and hiking guides are also responsible for aiding the Marine Operator in spotting obstructions including floating logs, wildlife and rocks.

First Aid & CPR - All ATA staff members are required to have a current First Aid & CPR certification during their term of employment. ATA staff members should engage in study and practice to remain current on their First Aid & CPR skills.

Incident Management - All ATA staff members receive training on Incident Management policy and procedure. Continue training will be offered throughout the season in management of incidents. This includes the proper filing of incident report forms.

Equipment Maintenance & Upkeep - All ATA staff members receive training on proper equipment maintenance and upkeep and are expected to follow proper equipment handling procedures.

Dealing with Wildlife - All ATA members receive training on proper handling of encounters with wildlife. Specifically, OCEAN Etiquette and Federal Law pertaining to marine mammal encounters and dealing with encounter with Black Bear.

Vehicle Operation & Maintenance - All ATA personnel who drive company vehicles must have a valid license and be registered in the company insurance program. Conservative driving skills are necessary for safe operation of our vehicles.

Personal Equipment & Grooming - All ATA personnel should equip themselves to remain comfortable and as dry as possible. Personal equipment should be maintained to meet ATA Employee Conduct Policy, so our staff looks and acts professional. Clients expect clean fingernails, clean and neat uniforms, calm and informative personnel who know what they are doing.

Camp Set-Up & Food Preparation - All Rainforest Island personnel receive training on proper food handling procedure and set-up of our tour camp

areas. This includes fire building and tarp set-up on Betton Island.

Weather & Environmental Awareness - Due to the nature of operating in the Marine Environment, all Rainforest Island personnel should develop a basic understanding of local weather patterns, how to understand a marine forecast and the basic effects of wind and tide on their working environment.

Soft Skills

Soft Skills are the personal attributes that enable someone to interact effectively and harmoniously with other people. As an ATA staff member, your soft skills are directly related to the level of customer service which is offered to our customers. The higher level of soft skills implemented by all staff involved with the tour, the better served our customers will be. Listed below are soft skills which Dock Representatives, Marine Operators, Deckhands, Outfitters and Hiking Guides should constantly self-evaluate and work to improve:

Tour Delivery

As you read this manual, you come to understand that multiple personnel are involved with delivering a high quality tour experience. Although personnel will have different delivery styles, there are common qualities that all should share:

- ✓ **Be enthusiastic:** If the guide, driver, or escort is enthusiastic about the product, the clients will be also.
- ✓ **Clear Voice** - Speak calmly, clearly and at a level that can be heard by all passengers without “shouting” or “yelling” at the passengers.
- ✓ **Coverage** - Deliver coverage of the material, especially as pertains to safety issues. As you learn your narrative, it is acceptable to use an index card or other aid. If using an aid, be sure to use it discreetly such as looking at the card to remind yourself of the content while walking to the next stop, so you don’t have to read off the card while delivering the narrative. Practice your narrative while not leading tours.
- ✓ **Confident Presence** - There is some truth to the saying “fake it ‘til you make it”. This does not mean you should misinform the customers, but that you should present yourself confidently

even though you don’t feel confident. If you don’t know some specific piece of information, give a general answer. If you have no idea, say so. This is particularly important if someone later in the tour might be able to provide a correct answer to the same question and make you look foolish. Become comfortable with a simple narrative and remember that you will grow as a guide through the season. Remember that tours are fun and have fun with your clients.

- ✓ **Pacing** - Be directive in pursuit of the itinerary and several tools are provided to you so that you are well informed of tour timing. The Dock Representative, Marine Operator and Hiking Guide should always be in control of the group. Never should the clients be asked what they would like to do or be given a choice of alternate activities. In these cases, schedules are missed, some will get what they want but some will be disappointed. It is almost always safer to stick to the plan. If you are directive in the pursuit of the itinerary you will complete the tour at the designated time: If a tour is advertised as one-and one-half hours, a one hour tour will almost always make the client feel cheated, conversely, if the tour goes two hours, the client will often miss connections for lunch, dinner, the next tour, or planned shopping. There is nothing like being on the money, but as a rule of thumb, a near miss is acceptable.

Relating to Customers

A positive experience with their guide “makes” the tour for many customers. Develop positive rapport by speaking directly and shaking hands if possible. Comments should be made loud enough for all to hear; clients should be asked questions about themselves. These are techniques for creating a positive client feeling.

- ✓ **Present a positive attitude toward the product:** Each client has the desire and the right to believe that their decision to purchase a particular tour product was the best possible allocation of their time and money. Don’t suggest that other programs, even those operated by our company, are of better quality. Also, do not mention that their tour could have

been better if the weather or some other element had been different.

- ✓ **Involve the clients:** Clients should have a sense of participation. Encourage them to participate to the extent of their ability. Even sedate people are bored with a sedate tour program.
- ✓ **Prepare the client for what to expect:** Most people dislike surprises. If you let them know what to expect during the tour, in a positive manner, it will build anticipation, instead of wariness.
- ✓ **Be responsive to the client's needs:** To the extent possible within the itinerary, we should be attentive to the need for bathroom facilities, protection from the elements, the need for personal contact, and specific information. At least appear to make the attempt to meet these needs. Avoiding a client that is having a "bad time", reinforces that feeling.
- ✓ **Keep your personal problems personal:** If you have a problem, don't share it with the client, do talk to the management. Clients don't want to know if your mother is sick, you work too hard, etc. Items of this type are sure to make clients feel uncomfortable and bring their spirits down.
- ✓ **Be cautious when talking about yourself:** While clients will often ask you questions about yourself, they don't want a year history. Answer their questions, but not at the expense of your narrative, or letting them talk about themselves. Be sensitive to when they have had enough of any topic.
- ✓ **Be discrete in accepting gratuities:** Even in an offhand manner, begging is tactless and insulting.

Working with Unhappy Customers

There are a variety of reasons that customers may not be a "good place" while on tour. While the vast majority of customers will be pleasant and looking to have an amazing experience, some customers may be unhappy or act unsatisfied. Avoiding a customer who is having a "bad time" is a sure way to continue the negative experience. Being positive and doing your best to provide an excellent experience is the best way to deal with an unhappy customer. When a customer has a specific

complaint, following the **BLAST** acronym is the prescribed ATA method for handling the situation:

- ✓ **B - Believe.** When a customer is unhappy, a natural reaction is to become defensive or justify your actions. Your evaluation that a customer is "correct" or "incorrect" is immaterial at this point - the reality is that they are upset. The first step in dealing with an unhappy customer is to come alongside them and believe they have a valid complaint.
- ✓ **L - Listen** Without becoming defensive or declaring they are right or wrong, listen to the complaint. Pay attention and make them know you hear their complaint and understand they are not pleased.
- ✓ **A - Apologize.** Apologize for the error which has made them upset or for the situation that they are in.
- ✓ **S - Satisfy.** Ensure the customer that you will take the next step in dealing with the situation. If possible, be specific.
- ✓ **T - Thank.** Thank them for confiding in you and make sure your follow-up with the action you proposed in the "Satisfy" stage of working with this unhappy customer.

Example of How to Deal with an Unhappy Customer: A Rainforest Island Adventure customer is unhappy that they did not see any whales on tour and voices their displeasure during the last few minutes of ride into Knudson Cove.

Customer: *I am very disappointed with this tour and am going to go on Trip-Advisor and give ATA and my Captain Paul a negative review.*

Deckhand: *I'm very sorry to hear that sir and understand you are disappointed with our tour. May I ask what we've done today that did not meet your expectations?*

Customer: *I read in the trip description that we were guaranteed to see humpback whale because Juneau has residential pods, and this is their feeding grounds. It has been my lifelong desire to see a humpback in the wild and this was my one opportunity. This was a terrible disappointment.*

Deckhand: *I'm really sorry to hear that sir. I wish we could have provided you with that experience today.*

Customer: *I want my money back, this is not the experience that I signed up for!*

Deckhand: *I understand you are not happy with today's tour. I wish we would have seen "humpbacks" today! I will speak with my supervisor when we arrive back at Knudson Cove and he/she will see that you are followed up with. I ensure you that someone from our company will follow-up after this tour.*

Customer: *Ok. I realize it's not your fault we didn't see a whale today.*

Deckhand: *Thank you for letting me know. I really appreciate you speaking with me directly and you will hear back from us.*

In the above scenario, Alaska Travel Adventures, our tour delivery and ATA personnel have done nothing "wrong", yet the customer is still unhappy. The root of the issue is that information the customer read which applies to Juneau's resident pod of humpback whales does not apply in Ketchikan. The deckhand handles this situation correctly by not embarrassing the customer or pointing out their error but replying that he wishes they would have seen humpback whales on the tour. He/she also handles this correctly by passing the issue their supervisor and not promising a refund. In this way, he/she is acknowledging the customer's issue, has apologized that they did not have the experience they wanted, and he satisfied the customer with the action that will be taken.

Dealing with Negative Situations

If things go wrong, admit responsibility. Often your only chance to save the tour is to assume the blame for an error or omission yourself. It is not easy for the client to stay angry with someone who is not around; but much harder if someone they know openly acknowledges responsibility. Blaming others is unprofessional.

At some point during the season, a negative situation will occur which you are not the direct

cause. For example, a bus could get lost on the way to the marina and not deliver your customers with enough time to deliver the entire tour or a co-worker makes a mistake which has affected your tour group. It is important not to engage in "blaming" or "shaming" other staff members or other companies. It is unprofessional, does not reflect positively on you, and "bad mouthing" other people or companies can create issues in the community. Be supportive of teammates, other companies and products, this shows professionalism, good taste, and improves our image as well as theirs.

When dealing with a negative situation, be positive and always consider how you can make the most of the present opportunity, giving our customers the best possible experience despite the circumstances.

Adverse Weather Conditions

At some point during the season we will encounter bad weather. How we deal with the situation will determine how the clients perceive the tour and the company. Employees should maintain a positive attitude about the conditions. Never make negative comments about the conditions. Clients often will take on the attitude of the people they are with. If the staff treats it like an adventure, the clients will also. If the staff sees it as being a negative trip, you will inevitably get complaints. Attempt to keep clients as dry as possible. For example, the nature hike should try and stay under cover of the trees and guests should be provided raingear under the cover of the outfitting tent.

Attitude

How you approach the season, and each day of the season, will make your employment a positive or negative experience. If you look forward to each day - the people you'll meet, the beauty of the forest, the wildlife you have the privilege to view, the awesome people you work with - you will have a great season!

Arrive on Time & Be Prepared to Work: In Ketchikan, early is on time, on time is late and being late to work is a trait that will require retraining. Our customers, your teammates and leadership all

deserve 100% effort and being on time and prepared for work is elemental. If one member of the team is late to work, it has a cascading effect on the day which is not acceptable.

Arrive on Time & Be Prepared for Tour: All clients expect their drivers, dock representatives, hiking guides and captain to be waiting for them on arrival. Failure to do so creates a feeling of anxiousness that lingers well into the tour. Requiring a client to wait is perceived as a waste of their money.

Personal & Group Awareness - Your actions influence the people around you. You can choose to have a positive or negative effect by the way you interact with coworkers, customers and members of the community. If there are points of conflict with a coworker, attempt to bring them to a positive resolution or take the issue to a supervisor for conflict resolution.

Work Ethic - Alaska is a “work hard, play hard” kind of place and Alaska Travel Adventures is a work hard, be safe, have fun kind of company. We will work extremely hard to provide the best tours, have fun while delivering tours, make the most out of living in Alaska when not on tour! Show up each day ready to work hard and you will be rewarded with an amazing season!

Success Driven - Look to be successful at your position! Our tours are rated by the cruise lines and we collect comment cards on which guides are evaluated by our customers. Alaska Travel Adventures has a system of rewards including the “Alaska Summit” award, Employee(s) of the month and a year-end performance bonus. There are also financial incentives for positive tour/guide TripAdvisor reviews and selling merchandise. Guides who do an excellent job on tours may receive gratuities as well.

Knowledge

Clients have reason to expect their captains, deckhands, and hiking guides to know about the cities in which their tour takes place, local native people, the company operating the tour, locations and attractions of special interest, and unique elements of flora and fauna. Information provided

in this manual, training materials, staff training, and personal research are all required in order to perform your job at a high level. Be intentional in increasing your knowledge by engaging in study and practicing delivery of information. Knowledge in the below areas should be self-evaluated and will be evaluated by your supervisor.

Weather Systems - An understanding of the weather that makes SE Alaska a temperate rainforest.

Geology - An understanding of how the landscape in the area came to be via tectonic motion and glaciation.

Geography - Have a basic awareness of Alaska geography and specific knowledge of SE Alaska including location of Ketchikan and proximity of Revillagigedo Island to the mainland and other islands in the Alexander Archipelago.

Tides - Have a basic understanding of the cause of our semi-diurnal tidal cycle, awareness of high and low tide for the day and how to predict the height of water at a specific time.

Flora - Display the ability to correctly identify the commonly occurring trees, flowers, and berry bushes of the Southern Tongass

Fauna - An understanding of what animals, birds, and organisms are, and are not, in the Ketchikan area and how the size of an island can determine which type of wildlife it can support.

Native Cultures - A general understanding of the matrilineal structure of the clans, as well as which three main cultures are in the area and some of their defining characteristics/traditions/values and mythology.

Alaska History - Prove a general understanding of the history of the State and its acquisition by the United States from Russia, its subsequent territorial status, when it became a state

Juneau - Provide a general understanding of how Juneau started - both in terms of Native Cultures and populations. Have an understanding of the historical economy of the area, as well as some of the more storied sections of town.



Employee Acknowledgment

This manual’s contents reflect a general description of the procedures and rules for employment in the Ketchikan Rainforest Island Hiking program. I acknowledge receipt of this manual. I agree to familiarize myself with these procedures and rules and to comply with their provisions at all times. I understand that the contents of this manual are proprietary and agree not to reproduce or distribute this material in any way.

Employee Name _____

Employee Signature _____ Date _____

Appendix A – ATA Leadership Team

Bob Dindinger – CEO

Chris Meier - President

Seena Poopathi - Vice President of Finance

Ryan Rushton – Vice President of Operations

Mary Dindinger – Vice President of Sales & Marketing

Ann Pedlar – Director of Reservations (based in Redmond, WA)

Brett Boots – Tour Inventory Manager (based in Redmond, WA)

Todd Bristol – Juneau Transportation Manager (Juneau)

David Allen – Juneau Assistant Transportation Manager (Juneau)

Ari Barajas – Customer Service Manager (Juneau)

Kassie Heywood – Operations Manager (Juneau)

Jason Nicholls – Adventure Tourss Manager (Juneau)

Trent Hitchins – Mendenhall River Float Manager (Juneau)

Rose Morgan – Operations Manager (Ketchikan)

Ed Beane – Transportation Manager (Ketchikan)

Heidi Porter – Customer Service Manager (Ketchikan)

Tom Casanova - Operation Manager (Skagway)

Nolan Palmer - Operation Manager (Sitka)

Ozzie Hernandez - Ship Creek RV Park & Alaska Highway Cruises, Alaska Motorhome Rentals, Seasonal Manager (Anchorage)

Appendix B – Industry Terminology

1. **ATA:** Alaska Travel Adventures
 2. **ACT:** Alaska Coach Tours (tour partner on multiple tour programs)
 3. **HAP:** Holland America Princess (tour partner on multiple tour programs)
 4. **JT:** Juneau Tours (tour partner on multiple tour programs)
 5. **Voucher:** Ticket collected by Dock Rep showing guest & tour information (name, tour, time). Particularly, tickets that collected at the Tram from OTC customers.
 6. **BOJ:** Best of Juneau Tour includes Glacier/Whale/Bake. Operated in partnership with JT
 7. **Bake:** Our Gold Creek Salmon Bake restaurant
 8. **ADA:** American Disabilities Act (we have a few vehicles that are ADA compliant)
 9. **OTC:** Over the Counter (any guest not booked directly through the cruise line)
 10. **Allotments:** number of passenger spaces provided for a scheduled tour
 11. **All-Aboard:** time guests must be back onboard their ship.
 12. **Blue Bus:** Glacier Shuttle run by M&M tours.
 13. **Van:** 12-14 passenger transportation
 14. **Bus:** 24-48 passenger transportation (ATA & JT)
 15. **Coach:** Motor coach usually 50 passengers maximum (HAP & ACT)
 16. **Canoe:** Mendenhall Lake Canoe tour
 17. **Booth Sales:** Tours sold by staff in dock booths.
 18. **Calving:** Ice calving, glacier calving or iceberg calving, is the breaking of ice chunks from the edge of a glacier. It is normally caused by the glacier expanding. The entry of ice into the water causes large, and often hazardous waves.
 19. **Captain:** licensed mariner responsible for a vessel
 20. **Shore-X:** Shore Excursion Manager – cruise line personnel who manage tour sales, tour departures & returns
 21. **Dock Rep:** Our representative who meets Shore EX and coordinates tour departures on the dock.
 22. **CSR:** Customer Service Representative and another term for Dock Representative
 23. **Tour Count:** Number of passengers on tour
 24. **Updated Counts:** Refers to the tour counts given to the CSR by the ship. This is typically the most accurate number of people we are expecting to join the tour.
 25. **Final Number:** Number of guests that showed up to go on tour.
 26. **Crew:** employee of a cruise line or tour operator
 27. **Ticket(s):** Small piece of paper that represents a customer has paid for a tour. This will include the name of the tour and time of departure.
 28. **Settlement:** The form used by dock representatives to confirm ticket sales with Shore ex.
 29. **Dispatch:** Office Transportation Operations
 30. **Douglas:** Douglas Island
 31. **Tendering:** When a cruise ship is on anchor, guests are brought in via tenders (small boats)
 32. **The Bridge:** The Juneau-Douglas Bridge, connects Douglas Island with Juneau
 33. **Gastineau Channel:** A channel between Juneau and Douglas Island
 34. **The Warf:** Periwinkle Blue building on the waterfront, home of the Hangar restaurant.
 35. **The Whale:** The statue/fountain of a breaching humpback whale by Douglas Bridge
 36. **Tram:** Mt Robert's Tramway is an aerial tramway. Our OTC guests meet at the Tram. In operation since 1996, the tram makes a six-minute ascent 3,819-foot Mt Roberts from the ship docks (just feet above sea level) to a height of about 1,800 feet.
- Ship Docks (In order from farthest to closest from CSR office)**
- ☐ **AJ:** AJ Dock (AJD) is the furthest south (1 mile-25min walk around the fuel depot) and a shuttle is usually provided to and from the tramway station
 - ☐ **FKL:** Franklin Dock is located on the main street that links the cruise ship docks to downtown Juneau proper. It is a short walk south on the pier from the Tram.
 - ☐ **CT:** Cruise Ship Terminal Dock is beside the Mt Roberts tramway station.
 - ☐ **AS:** Alaska Steam Ship Dock (AS). This dock is closest to town and next to the public library.

Appendix C – ADA Accessibility Act

Alaska Travel Adventures is committed to providing tours for as many people as possible, including those who have physical or mental disabilities. We pride ourselves in making “Alaska accessible to the general public”.

Training in Operation of Lift Equipment and Wheelchair Securement Systems

All drivers of lift equipped vehicles for physically handicapped riders shall receive detailed instruction in both the use of the lift equipment, and in the proper use of the wheelchair securement system. This includes instruction and experience in the operation of the lift and ramp in the manual mode in the event of an electrical or control unit failure. All instruction must be based upon the wheelchair lift or securement system manufacturer’s recommended operating procedures. Under no circumstances shall a contractor or supervisor train a driver in a procedure that is contrary to the manufacturer’s recommended operating procedure.

In operating the wheelchair lift the driver shall:

1. Secure the lift door in the open position prior to operation of the lift.
2. Check that the customer’s wheelchair safety belt is fastened prior to placing the customer on the wheelchair lift platform. If the wheelchair is not equipped with a safety belt, the driver shall secure the customer with a temporary safety belt prior to operating the wheelchair lift.
3. Assure that the wheelchair brakes are securely set prior to operating the lift.
4. Check that the safety lip or barrier on the lift platform is up when the lift is in any position off of ground level.
5. Check that guests hands, backpacks, or clothing do not come near any moving component of the wheelchair lift.
6. Keep his/her hand securely on the wheelchair at all times while the customer’s wheelchair is on the

lift.

7. At all times operate the lift in strict compliance with the lift manufacturer’s recommended safety procedures.

All employees should use the following guidelines when assisting guests with disabilities.

- **Ask** - Don’t assume! Learn if and how you can assist.
- **Respect** - Accept their wishes & allow them to guide their own experience.
- **Choice and Flexibility** - Let them know their options. What can YOU provide? Explicitly share the accessibility accommodations of your business/venue.
- **Instead of saying no** - Frame the situation and help guide the individual to a fun, safe decision.
- **Be Observant** - Understand the customer’s point of view, their ability, how they overcome barriers, etc. Each person is unique and experiences their disability in a unique way—no two people with the same disability are alike!
- **Safety** - In order for your guests to enjoy themselves, they must be safe first! Be aware of obstacles near head height, small lip & floor changes. “Safety goes beyond courtesy”: Any customer will appreciate being kept safe even if you forego courtesy in an instance of emergency.
- **Person First Language** - Person first language is intended to place the individual before the characteristic describing them. For example, person-first language would change the phrase “disabled person” to “a person experiencing a disability”. Individuals with visual impairments may use a variety of assistive devices, including magnifiers, service animals, a mobility cane (pictured above), or assistive apps that are able

to read text, money, signs, and assist in many other ways!

- **Visual Impairments** - Ask First! It is not always necessary to provide guidance; in some instances, it can be disorienting and disruptive to someone who is concentrating hard but is confident that they can make it to their destination unassisted.
- **Guiding someone with a Visual Impairment** - Offer Your Elbow: don't grab person, clothes, dog, or leash. Give simple, specific directions (i.e., not "over there"). Announce when entering/leaving the room or area (if outside).
- **Use Alternative forms of presenting information** - Large-print brochures, iPad reading apps, written material available in audio format.
- **Service Animals** - Don't pet: As tempting as it may be to pet a Guide Dog, remember that this dog is responsible for leading someone who cannot see. The dog should never be distracted from that duty. A person's safety depends on their dog's alertness and concentration.
- **Safety**
 - Watch for obstructions at head height.
 - Do not leave an individual whom you are guiding without communicating your actions.
 - "Safety goes beyond courtesy".
 - Hearing Impairments.
 - Ask First!
- **Communication:** Speak directly to the individual, not to an interpreter or companion.
 - Use a gentle tap on shoulder to get their attention.
 - Avoid covering your mouth, chewing food or gum while talking to a person with a hearing impairment. This impedes an individual's ability to read your lips.

- Don't yell, speak clearly: hearing aids only provide amplification, but do not clarify or distinguish between sounds.
- Find a quieter place to talk. Noise pollution can cause difficulty with assistive hearing devices.
- If you are having trouble communicating: Don't ignore, or say "never mind". Rephrase your statement or question.
- Use other means of communication (write down what you're trying to explain, use pictures, hand motions, etc.)
- **Safety:** Be aware of audio safety queues and announcements, assess what accommodations are needed to adjust for safety of individual with hearing impairments.

How will you signal an emergency if they can't hear you?
- **Mobility Impairments:**
 - Assistive Devices are treated as an extension of that individual's body.
 - What assistance and accommodations are needed?
 - Consider all aspects of trip/stay:
 - Parking area & Transportation.
 - Path of Travel to/from destination.
 - Bathrooms: can a wheelchair enter, turn around, exit, access sink, etc.?
 - Table heights: can someone in a wheelchair roll under and use the table?
- **Assisting Wheelchair User:**
 - Don't lean on wheelchair.
 - Be mindful of footrests when navigating.
 - Watch for bumps, lips, and other gaps.
 - When assisting guests into boats, always use two people.
- **Frame of reference:** Could a road bike tire and a child stroller wheel both navigate across the surfaces along the path of travel?

Appendix D – Tour Weight & Age Restrictions

City	Tour Name	Child Policy
Juneau	Best of Juneau	No restrictions - standard child rates apply- Children 3 & under are free at Bake only
Juneau	Glacier View Sea Kayaking	40lb minimum - Due to life jacket requirement
Juneau	Gold Creek Salmon Bake	No restrictions - 3 years and under are FREE
Juneau	Historic Gold Mining & Panning Adventure	No restrictions -Standard child rates apply.
Juneau	Historic Gold Mining & Panning and Salmon Bake	No restrictions -Standard child rate apply - 3 years and under are FREE at the Bake only
Juneau	Mendenhall Glacier Float Trip	50lb minimum - Due to life jacket requirement
Juneau	Mendenhall Lake Canoe Adventure	40lb minimum - Due to life jacket requirement
Juneau	Mendenhall Lake Kayak Adventure	40lb minimum - Due to life jacket requirement
Juneau	Mendenhall Lake Kayak Adventure & Salmon Bake	40lb minimum - Due to life jacket requirement - 3 years and under are FREE at the Bake
Juneau	Whale Watching	No restrictions - standard child rates apply.
Juneau	Whale Watching and Salmon Bake	No restrictions - standard child rates apply. Children 3 and under are free at Bake only

Juneau	Mendenhall Glacier & Salmon Bake	2 and Under are Free
Ketchikan	Backcountry Jeep & Canoe Safari	5 yr old min. and a min. weight of 50lbs. Due to the car seat requirements
Ketchikan	Rain Forest Canoe Adventure	40lb minimum - Due to life jacket requirement
Ketchikan	Totem Bight State Historical Park & Rain Forest Canoe	40lb minimum - Due to life jacket requirement
Ketchikan	Rain Forest Island Adventure	40lb minimum - Due to life jacket requirement
Sitka	Wilderness Sea Kayaking	40lb minimum - Due to life jacket requirement
Skagway	Liarsville Gold Rush Trail Camp/salmon Bake	No restrictions - 3 years and under are FREE
Skagway	Liarsville Salmon Bake	No restrictions - 3 years and under are FREE

Appendix E – Acceptable Recycling Materials List

Material	Include	Keep Out	Action
Newspaper, Magazines, Catalogs	Includes ads, inserts, phone books, and paperbacks	No Rubber Bands or Plastic Bags	Burn All Paper Waste
Scrap and Shredded Paper	Junk mail, envelopes, office papers, greeting cards, paper egg cartons, paper tubes, wrapping paper and cereal boxes. Put shredded paper in a paper bag	No bath tissue, paper towels freezer boxes, coffee cups or paper coated with food wax, foil or plastic.	Burn All Paper Waste
Cardboard	Flatten All Cardboard Waste	No wax-coated cardboard or food residue	Burn All Paper Waste
Milk Cartons, Drink Boxes	Rinse Clean	No Plastic Straws	Place in biodegradable plastic garbage bags
Plastic Bottles & Tubs	Only #1 & #2 designated recyclable plastic bottles - labels OK	No plastic lids, trays, bags, take-out boxes or motor oil, pesticides, or herbicide containers	Take to Walmart to have sent to recycling facility
Aluminum Foil	Crumples into loosely packed balls	No Food Residue	Place in biodegradable plastic garbage bags and in dumpster
Metal & Aerosol Cans	Aluminum, tin, empty and non-toxic aerosol cans, steel food and beverage cans. Rinse food cans – labels OK	No plastic caps. Do not flatten or puncture cans or remove nozzles	Place in biodegradable plastic garbage bags and in dumpster
Glass	All Colors - labels OK	No Lids	Place in biodegradable plastic garbage bags and in dumpster

Appendix F – Contact Information

Name/ Company Name	Description	Phone Number
HAP	Bus Company, Blue Uniforms	907-364-7234
ACT	Green Busses	907-209-0978
Ari Barajas	CSR Manager	734-218-3552
Todd Bristol	Transportation Manager	435-215-6970
Kassie Haywood	Main Office/ Dispatcher	480-695-8293
Jason Nicholls	Adv. Tours Manager	(480) 740-6321
Trent Hitchins	River Manager	734-695-9641
Terry Carter	USCG Licensed Captain/ Manager	704-661-7587

Appendix G – Go-Tour App Procedures



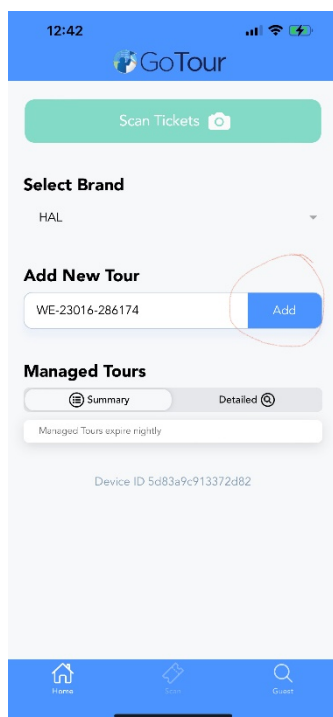
CSRs can download the Go-Tour app in the Apple App Store and on Google Play.

Go Tour Procedures

1. When a CSR is scheduled on a HAL ship, the CSR Manager will send you a list of codes before or at the start of your shift. Verify Date and Ship. *See picture below for a visual example.*

WESTERDAM JUNEAU TOUR PARTICIPATION SHEET													
DATE: Tuesday, August 2, 2022			Contact Details:						Shore Manager: Neil Phillips				
ARRIVAL: 13:00-21:00 (HAL onboard 20:30)			WE20M Shore_Excursions_Manager@westadam.com						Assistant Managers: Paul Phillips				
DOCKED			WESTM Assistant_Shore_Excursions_Manager_2_HAL@halshipping.com						Jessica Foley				
			WESTM Mobile: +1 (200) 724 5505										
ALL TOURS MEET DIRECTLY ASHORE ON THE PIER													
OPERATOR	TOUR CODE	TOUR NAME	DEPART	DURATION	RETURN	ADULT	CHILD	TOTAL PAX	GoTour Code	Comments/ Surcharge	MIN	MAX	PRICE MEAL
ALASKA TRAVEL ADVENTURES	23015	Gold Panning Adventure	13:30	1:30	15:00	4	1	5	WE-23015-286279		4	16	79/49 Snack
ALASKA TRAVEL ADVENTURES	23017	Glacier View Sea Kayaking	13:30	3:30	17:00	12	2	14	WE-23017-286208		4	14	129/109 Snack
ALASKA TRAVEL ADVENTURES	230461	Mendenhall Glacier Kayak & Salmon Bake	15:00	5:00	20:00	1		1	WE-23046-286322	Under minimum	4	4	259/199 Meal
ALASKA TRAVEL ADVENTURES	230121	Mendenhall Glacier Float Trip	15:30	2:30	19:00	6		6	WE-23012-286227		4	6	169/129 Snack
ALASKA TRAVEL ADVENTURES	230161	Gold Panning Adventure & Alaska Salmon Bake	15:30	3:00	18:30	8		8	WE-23016-286174		4	8	109/69 Meal
ALASKA TRAVEL ADVENTURES	230181	Mendenhall Glacier Native Canoe Adventure	16:00	3:30	19:30	3		3	WE-23018-286273	Under minimum	6	10	209/169 Snack
ALASKA TRAVEL ADVENTURES	230141	Alaska Salmon Bake	17:30	1:30	19:00	22		22	WE-23014-286303		1	40	69/49 Meal
ALASKA TRAVEL ADVENTURES	230142	Alaska Salmon Bake	18:00	1:30	20:00	-	-	0	WE-23014-286303		5	40	69/49 Meal

2. Copy and paste codes into the app and click “add”. *See picture below for visual example.*

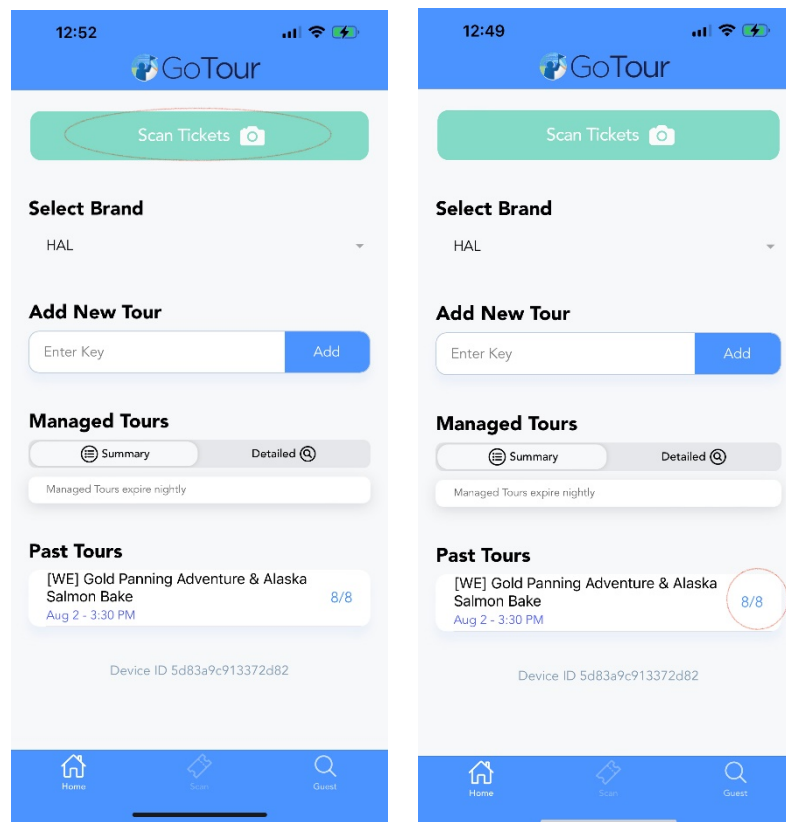




3. Once they are entered. The tours will appear at the bottom of the app. CSRs will greet guests and ask to view their tickets to ensure they have arrived for the correct tour and tour time. After the CSR has verified their tickets, the CSR may scan their tickets. Once scanned, the app will keep track of how many guests have been checked in. When a guest is checked-in CSRs may direct them to their waiting area or ask them to board the bus.

If a guest's QR code will not scanned, and their ticket reflects the correct tour, the app will give the user the option to manually enter the guest's name.

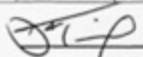

Shore-excursions personnel will be on the docks to assist with any Go-Tour app issues.



4. Shore-ex will ask CSRs to show them the guest counts before approving tour departure, so they can record the tour counts themselves. This process will take care of the settlement with the ship.
5. CSRs still must fill out a settlement sheet, so the CSR office has a physical record of tour-counts. CSRs must still submit the tour-counts in the ATAapp.

Appendix H- Documents

1. Settlement Sheet including ship name, CSR name, date, shore-x signature, CSR signature, and legible writing. When writing time please differentiate between AM and PM.

SHIP NAME: <u>Spirit</u> <u>McKenzie M.</u>						DATE: <u>9/18</u>					
Tour Name	TIME	ADULTS	CHILD	COMP	OTHER	Tour Name	TIME	ADULTS	CHILD	COMP	OTHER
Best of Juneau						M. Lake Canoe Adv.	8:00	12			
Glacier View Sea Kayaking	8:00	10				M. Glacier Float Trip	8:00	30			
M. Lake Kayak & S. Bake						Whale Watching & Bake					
Mendenhall Lake Kayak						Hell Bake					
Gold Mining & Panning	9:30	6				Glacier Bake					
Gold Panning & Bake						Gold Creek Salmon Bake					
 <u>9/18/22</u> SIGN & DATE - SHORE EX						 SIGN & DATE - ATN					

2. Dispatch Sheet

Co.	Time	Tour	Dock	Ship	Ship ETD	Pax	Max	Vehicle	Driver	Operating	Clone
ATA	2:30 PM	CANOE	AS	NCL BLISS	11:00 PM	10	19	154	Louis Taga	Yes	Cloned
ATA	2:30 PM	CANOE	AS	NCL BLISS	11:00 PM	10	19	201	Judson Ko	Yes	No
ACT	2:30 PM	WHALE/BAKE	AS	NCL BLISS	11:00 PM	25	48	221	Jake	Yes	No
ACT	3:15 PM	GLACIER/BAKE	AS	NCL BLISS	11:00 PM	37	50	224	Nate	Yes	No
ATA	3:30 PM	GOLD/BAKE	AS	NCL BLISS	11:00 PM	23	24	210	John Smith	Yes	No
ATA	3:30 PM	GOLD/BAKE	TRAM	OTC		2	22	210	John Smith	Yes	No
ATA	3:30 PM	GOLD	AS	NCL BLISS	11:00 PM	23	24	231	Kai Sangui	Yes	No
ATA	3:30 PM	GOLD	TRAM	OTC		2				Yes	No
ATA	5:00 PM	BAKE	AS	NCL BLISS	11:00 PM	31	44	150	Marwin Lo	Yes	No
ATA	5:00 PM	BAKE	TRAM	OTC		17	50	150	Marwin Lo	Yes	Cloned
ATA	5:00 PM	BAKE	TRAM	OTC		17	50	201	Judson Ko	Yes	No
ATA	6:00 PM	BAKE	AS	NCL BLISS	11:00 PM	20	44	150	Marwin Lo	Yes	No
ATA	6:00 PM	BAKE	TRAM	OTC		0	50	150	Marwin Lo	Yes	No

3. OTC sheet.

Date	Time	Tour	Check in	Passenger	# In Party	Total Sold	Modified	Adults	Children
10/17/2022								28	
	2:30 PM							4	
		BEST OF JUNEAU				0		4	
				LEAH WILCOX			CANCEL	2	
				MANDY			CANCEL	2	
				HALLAM				4	
	3:30 PM							2	
		GOLD PANNING & SALMON BAKE				2		2	
				JENNIFER				2	
				TUCKER	2			2	
		HISTORIC GOLD MINING & PANNING ADVENTURE				2		2	
				KARISSA				2	
				RADLEY	2			20	
	5:00 PM							20	
		GOLD CREEK SALMON BAKE				17		2	
				DONNA COX				2	
				WENDELL				2	
				HUNTER	2			2	
				Edison Andres	2			2	
				Olivia Haro	0		CANCEL	2	
				FRINDIA				2	
				ELLIOTT	2			2	
				CLARKE N				2	
				SIMM	2			2	
				JONATHAN				2	
				WHITE	2			2	
				MAGGIE				1	
				GRIGGS	0		CANCEL	2	
				RALPH RAMOS	2			2	
				JANET				1	
				MCCARTHY	1			2	
				STEPHANIE				2	
				MATUTE	2			2	
Total								28	

4. Tour Count Sheet

This is the document that confirms your tour schedule. This is the most up to date on guest counts.

#136

NORWEGIAN ENCORE Shore Excursion Participation Sheet

10/18/2022 12:30 JNUO ALL ABOARD: 22:30

TOUR CODE	Per Min	Per Max	Tour Name	Dep. Time	Adult	# Child	# Adult	# Child	Duration	Notes	Operator	No. Seats	Return Time
4911	1	999	Juneau Tramway	00:00	519	12	49	23	1.5	00:00 Proceed at own leisure to the Tramway.	Mount Roberts Tramway - GoldBelt	468	01:30
7211	8	48	Whale Watching Adventure & Salmon Bake	14:00	45	2	279	199	5	13:45 On the pier ashore in the Parking lot.	Alaska Travel Adventures/ Alaska Coach Tours	1	19:00
7011	8	30	Discover Alaska's Whales	14:00	20	0	249	179	3.75	13:45 On the pier ashore in the Parking lot.	Gastineau Guiding	0	17:45
6211	15	100	Mendenhall Glacier & Mt. Roberts Tram	14:00	100	0	129	79	4	13:45 On the pier ashore in the Parking lot.	Alaska Coach Tours	0	18:00
3811	8	12	Bike & Brew Glacier View	14:00	12	0	109	99	4	13:45 On the pier ashore in the Parking lot.	Alaskan Klean LLC dba Cycle Alaska	0	18:00
1111	30	290	Whale Watching & Wildlife Quest	14:00	286	4	199	129	4	13:45 On the pier ashore in the Parking lot.	Allen Marine Tours/ Alaska Coach Tours	0	18:00
6011	15	100	Mendenhall Glacier & Gardens	14:00	98	0	129	79	4	13:45 On the pier ashore in the Parking lot.	Alaska Coach Tours	2	18:00
1811	3	19	Mendenhall Glacier By Helicopter & Guided Walk	14:15	18	1	429	389	2.25	14:00 On the pier ashore in the Parking lot.	Tenasco Helicopters/ Alaska Coach Tours	0	16:30
5811	15	100	Mendenhall Glacier Explorer	14:30	98	2	85	49	3	14:15 On the pier ashore in the Parking lot.	Alaska Coach Tours	0	17:30
2711	6	12	Mendenhall Glacier Lake Canoe	14:30	19	0	389	219	3.5	14:15 On the pier ashore in the Parking lot.	Alaska Travel Adventures	0	18:00
2311	3	16	Helicopter Glacier Walkabout	14:30	16	0	529	499	3.25	14:15 On the pier ashore in the Parking lot.	NorthStar Trekking	0	17:45
6611	4	24	Historic Gold Mine & Pan For Gold	15:30	24	0	99	79	1.5	15:15 On the pier ashore in the Parking lot.	Alaska Travel Adventures	0	17:00
6711	4	24	Historic Gold Mine, Panning & Salmon Bake	15:30	24	0	149	119	3	15:15 On the pier ashore in the Parking lot.	Alaska Travel Adventures	0	18:30
6811	1	64	Gold Creek Salmon Bake	17:00	41	1	99	59	1.5	16:45 On the pier ashore in the Parking lot.	Alaska Travel Adventures	2	19:30
6912	1	64	Gold Creek Salmon Bake	18:00	43	0	99	59	1.5	17:45 On the pier ashore in the Parking lot.	Alaska Travel Adventures	1	19:30

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5. Tour Schedule – This Tour schedule shows all the ships’ tour schedule.

Going from left to right:

- Double underline refers to tour departure time. CSRs will arrive at the dock 30 minutes before the indicated time.
- Blue filled circle refers to the name of the tour.
- Green outlined square refers to the dock. In this case it is at the Franklin dock.
- Double lined arrow refers to the estimated time the ship will arrive to dock.
- Arrow refers to the time the ship is estimated to depart from the dock. All aboard is usually 1 hour before.
- The outline circle refers to the minimum number of people the company needs to operate the tour. If the minimum is not reached, sometimes, the shore-x will agree to pay the minimum. In that case, CSRs will settle for the minimum even if less than the minimum attended. Ask the CSR Manager for permission regardless.
- The diamond shaped outline refers to the maximum number of guests that can attend the tour. Call the CSR Manager if this number is exceeded.
- The lightning bolt underline refers to the number of guests who have purchased their tickets.

ATA_MASTER_PORT (2022)

Date	Tour Time	Tour	Ship	Code	Duration	DOCK	Ship ETA	Ship ETD	Min	Max	Sold	Available	Last Updated
Wednesday, July 20, 2022													
08:00 AM													
WHALE WATCHING & SALMON BAKE													
ROYAL													
		JNU640	5:00	FKL	6:30 A	4:00 P	8	48	47	1		8/24/2022 4:07 PM	
08:30 AM													
GLACIER VIEW SEA KAYAKING													
ROYAL													
		JNU770	3:30	FKL	6:30 A	4:00 P	4	24	11	13		9/30/2022 3:26 PM	
MENDENHALL GLACIER FLOAT TRIP													
OTC													
			3:30	TRAM			4	12	0	12		7/20/2022 8:45 PM	
ROYAL													
		JNU740	3:30	FKL	6:30 A	4:00 P	4	40	28	12		7/20/2022 3:05 PM	
MENDENHALL LAKE CANOE ADVENTURE													
ROYAL													
		JNU760	3:30	FKL	6:30 A	4:00 P	6	19	11	8		7/20/2022 2:59 PM	
09:15 AM													
MENDENHALL GLACIER HELICOPTER & BAKE													
ROYAL													
		JNU815	3:45	FKL	6:30 A	4:00 P	3	10	3	7		7/17/2022 8:15 PM	
09:45 AM													
MENDENHALL GLACIER, HATCHERY & SALMON BAKE COMBO													
ROYAL													
		JNU120	4:00	FKL	6:30 A	4:00 P	14	96	41	55		8/24/2022 4:05 PM	
10:30 AM													
MENDENHALL LAKE KAYAK & SALMON BAKE													
NIEUW AMSTERDAM													
		23046	5:00	CT	10:00 A	10:00 P	4	12	11	1		7/20/2022 4:04 PM	
MENDENHALL LAKE KAYAKING ADVENTURE													
OTC													
			3:30	TRAM			4		0			7/20/2022 8:45 PM	
10:45 AM													
MENDENHALL GLACIER, HATCHERY & SALMON BAKE COMBO													
NIEUW AMSTERDAM													
		23004	4:00	CT	10:00 A	10:00 P	14	88	40	48		7/18/2022 10:10 AM	
11:00 AM													
GLACIER VIEW SEA KAYAKING													
NIEUW AMSTERDAM													
		23017	3:30	CT	10:00 A	10:00 P	4	12	10	2		7/19/2022 4:31 PM	
OTC													

Page 1 of 4

6. Tour schedule – This tour schedule shows only the schedule of specified ship, in this case it is the Royal from the Princess cruise line.

ATA_MASTER_PORT (2022)

Date ▲	Tour Time	Tour	Ship	Code	Duration	DOCK	Ship ETA	Ship ETD	Min	Max	Sold	Available	Last Updated
Wednesday, July 20, 2022											396	168	228
08:00 AM													
WHALE WATCHING & SALMON BAKE													
ROYAL													
			JNU640	5:00		FKL	6:30 A	4:00 P	8	48	47	1	8/24/2022 4:07 PM
08:30 AM													
GLACIER VIEW SEA KAYAKING													
ROYAL													
			JNU770	3:30		FKL	6:30 A	4:00 P	4	24	11	13	9/30/2022 3:26 PM
MENDENHALL GLACIER FLOAT TRIP													
ROYAL													
			JNU740	3:30		FKL	6:30 A	4:00 P	4	40	28	12	7/20/2022 3:05 PM
MENDENHALL LAKE CANOE ADVENTURE													
ROYAL													
			JNU760	3:30		FKL	6:30 A	4:00 P	6	19	11	8	7/20/2022 2:59 PM
09:15 AM													
MENDENHALL GLACIER HELICOPTER & BAKE													
ROYAL													
			JNU815	3:45		FKL	6:30 A	4:00 P	3	10	3	7	7/17/2022 8:15 PM
09:45 AM													
MENDENHALL GLACIER, HATCHERY & SALMON BAKE COMBO													
ROYAL													
			JNU120	4:00		FKL	6:30 A	4:00 P	14	96	41	55	8/24/2022 4:05 PM
11:00 AM													
GOLD CREEK SALMON BAKE													
ROYAL													
			JNU300	1:30		FKL	6:30 A	4:00 P	1	50	2	48	8/24/2022 4:06 PM
11:30 AM													
GOLD PANNING & SALMON BAKE													
ROYAL													
			JNU355	3:00		FKL	6:30 A	4:00 P	4	9	7	2	7/20/2022 2:59 PM
12:00 PM													
GOLD CREEK SALMON BAKE													
ROYAL													
			JNU300	1:30		FKL	6:30 A	4:00 P	1	50	8	42	8/24/2022 4:06 PM
01:00 PM													
GOLD CREEK SALMON BAKE													
ROYAL													
			JNU300	1:30		FKL	6:30 A	4:00 P	1	50	10	40	8/24/2022 4:06 PM
Total										396	168	228	

Appendix I– Sources

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