

Alaska Travel Adventures

OPERATIONS MANUAL



Front Office / Administrator

OPERATIONS

MANUAL

Front Office Administrator

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A VIOLATION OF THE EMPLOYEE AGREEMENT.
THIS ENTIRE HANDBOOK MUST BE RETURNED TO
ALASKA TRAVEL ADVENTURES IN TACT.



Alaska Travel Adventures, Inc.
9085 Glacier Hwy., Suite 301
Juneau, Alaska 99801
(907) 789-0052

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, Juneau, 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



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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 30 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 located 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 Rainforest Island Adventure 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 where seat belts at all times wear 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 wear life jackets at all times 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 40 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.

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 & Guide Manual

All employees must read and acknowledge the ATA Employee Handbook and Rainforest Island Guide Manual before leading clients on adventure tours. The Employee Handbook outlines Alaska Travel Adventures policies and procedures applicable to every ATA employee. The Guide 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.

Marine Operator License

All Seahawks or inflatables carrying passengers will be operated by a U.S. Coast Guard Master licensed operator (minimum 25 Ton Masters License) and FCC Radio Operators License. Licenses should be valid during the entirety of the employee's Employment Agreement dates.

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 wear seat belts at all times 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 at all times. Drivers have the ability to 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.

Watercraft

US Coast Guard Regulations

ATA operates watercraft tours in accordance with all United States Coast Guard regulations as a minimum standard. Watercraft tours are equipped with watercraft repair, emergency, first aid, and biohazard kits. Coast Guard regulated vessels have a current, approved certificate for carrying passengers (COI). This document is located on the vessel with a copy maintained in the corporate office located in Juneau, Alaska. The document stipulates the maximum number of passengers to be carried, the minimum safety equipment and crew required, and any operation restriction. ATA stores the number of life jackets indicated as maximum capacity on the vessel COI, in a location that is readily accessible and immediately available. On open watercraft tours, ATA requires all participants and personnel to wear life jackets at all times while on or near the water. All motorized watercraft have rescue flotation devices that can be thrown and retrieved from the boat, routinely inspected fire extinguishers appropriate for the size of the boat, the appropriate number of distress flares that are of an approved type and readily available, and first aid kits. Rafts, kayaks, and canoes are equipped with throw ropes, and first aid, and emergency kits accompany each tour. Communication is available via radio and/or cell or satellite phone. ATA boats are clean and seaworthy in all respects for the intended use. Boats are inspected prior to the departure of each tour.

Lifejackets

ATA requires its personnel and customers to wear life jackets at all times they are on or near the water in any open vessel or as required by USCG regulation. All ATA watercraft tours include a demonstration of correct donning of a life jacket. On

all tours which require life jackets be worn during the tour, guides check that life jackets have been properly donned prior to assisting the customer into the craft. ATA watercraft tours embark and disembark safely. This process is supervised by a crew member. On large vessels, at least one crew member is positioned at the gangway to assist passengers on and off the vessel. On small craft tours, the captain/guide, will demonstrate proper procedures for getting in and out of the boats. ATA personnel are rescue trained to respond to a "man overboard" accident for all watercraft tours.

Marine Conditions

ATA monitors weather conditions so that additional precautions can be taken as needed up to and including canceling the tour. All Marine Operators, the Field Operations Supervisor and Director of Operations should be continuously monitoring the marine forecast for possible hazardous conditions well in advance of, and during, tour operations. Any forecast winds of Beaufort Scale Force 4 Force 5 (Winds 17-21 Knots / 19-24 MPH) or above, or any other hazardous marine condition, will trigger a high Alert Status in which Marine Operators, the Field Operations Supervisor or the Director may delay, modify or cancel the tour.

The conditions of the marine forest must be cross-checked with actual conditions on the water before cancelling a tour. As the marine forecast for Clarence Strait covers a wide area including open ocean beyond Prince of Wales Island, wind direction, velocity, and duration, in addition to direction of tidal flow will all factor into the sea state in our area of operation. Our tour operates in inland waters area covered by the marine forecast. Marine Operators should be monitoring the NOAA Marine Forecast for Clarence Strait intermittently throughout the day of operations. The following sources should be used for the most accurate data:

- ✓ VHF Radio – Channel WX1/21B
- ✓ National Data Buoy Center – Guard Island Light
(http://www.ndbc.noaa.gov/station_page.php?station=GIXA2)

When an Alert Status has been triggered, ATA Marine Conditions Policy is to enact the following procedure:

- ✓ Marine Operator AND Field Operations Supervisor OR Director of Operations communicate by phone or in person.
- ✓ Marine Operator AND Field Operations Supervisor OR Director of Operations must evaluate conditions in the field. Safety of the vessel and ATA personnel should never be compromised by an on-water evaluation.
- ✓ If the safety of the vessel, crew or passengers would be compromised by operating the tour, either the Marine Operator, Field Operations Supervisor or Director of Operations may cancel the tour.
- ✓ When a decision to cancel a tour is made, the Field Operations Supervisor or Director of Operations should immediately contact ATA Customer Service Representatives. CSRs will alert the appropriate ship personnel and OTCs that the tour has been cancelled for the safety of the passengers due to hazardous marine conditions.
- ✓ All assigned field staff will be made aware that the tour has been cancelled.

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 secured to the operator at all times 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.

Camp Safety

Guides and Camp Attendants should be mindful of risks involving the campfires, stove and hot surfaces and take the appropriate actions to keep customers safe. Mitigating these risks involves informing clients of the presence of the campfire and hot cooking surfaces, being aware of customers' proximity and movements around the campfire and hot cooking surfaces and taking any appropriate actions to keep customers safe around these areas.

Food Service

ATA provides training and written procedures for all food service personnel to ensure compliance with all relevant national and local laws and general food and health safety. These written procedures are described in our operation manuals. Additionally, all food service personnel are required to obtain a food handlers safety card. Any food service area is inspected by ATA personnel prior to guest arrival. ATA restaurants and outdoor cook camps are frequently inspected by multiple levels of management. Any noted issues in food and beverage safety and hygiene procedures during inspections are expected to be corrected immediately.

Risk Factors

Risk Factors that are commonly found during food bourn illness outbreaks are the focus of the management in protecting the safety of the food including, cooking food adequately to the necessary internal temperature, holding food at proper temperatures, enforcing practices to avoid cross contamination during preparation and service, proper personal hygiene. Hand sanitizer is available in numerous locations at ATA restaurants in addition to potable water and soap. ATA provides

hand sanitizer at its remote food service locations where potable water is not available. ATA food service employees understand the importance of reporting illness prior to reporting to work. Additionally, any food handlers who suffer from any symptoms of diarrhea and/or vomiting are not allowed to work at the venue in any capacity until they have been free of symptoms for at least 48 hours and cleared as fit for return to work. If ATA management suspects an employee is ill or concealing illness while working, the manager/supervisor will request that the employee return home until he/she is free of symptoms and has been declared fit to return to work.

Employee Hygiene

Food handlers 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 the kitchen or food storage area; wear a hat to cover their hair; wash hands thoroughly with soap and water at the start of work and regularly throughout the day, prior to handling any food items, between changing tasks or replacing gloves, after using the toilet facilities, and after activities that contaminate hands (handling raw fish or chicken, refuse/rubbish, chemicals, soiled dishes, touching any parts of the body, eating, coughing or sneezing). ATA requires food service handlers with cuts or infected wounds on their hands or arms to have the wounds properly dressed and wear disposable gloves, or they must be assigned to tasks that are not food related. 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. Food handlers with symptoms of other communicable diseases, such as abdominal cramps, fever, excessive coughing, or sneezing, will be assigned to tasks not related to food.

Food Service Procedures

ATA standard food service operating procedures dictate proper handling of food during storage, preparation, cooking, and service. These basic minimum requirements are assessed and updated to reflect the operation and ensure compliance with 10

the governing regulations and general food safety standards. Food and supplies such as cups, napkins, and cutlery are protected from contamination by storing off the floor and are generally stored in their packaging. Food storage areas are maintained clean and with enough space to allow for rotation of food products. Surfaces and finishes of the floors, walls, ceilings, and shelving are maintained in good and clean condition. No chemicals are stored above or touching food or supplies such as cups, napkins, cutlery, etc. The food storage area is not used to store personal belongings such as personal bags, clothing, jewelry, etc. The food storage area is not used for storage of cleaning equipment (mops, brooms) or items used for cleaning, etc. Cold food storage units operate at a safe temperature range. Refrigerators below 41 degrees and Freezers below 32 degrees. Raw food items (raw chicken, and fish) is stored below ready-to-eat/cooked food, including fruits and vegetables. Dry goods are stored off the floor on a shelf/rack. Where possible, we assign utensils or equipment for specific purposes to avoid cross contamination. A properly calibrated probe food thermometer to measure food temperature is available at all times. The food thermometer is used to measure the temperature of the food to ensure temperature requirements are met during storage, cooking, and service/display. All refrigeration equipment shall be provided with a working internal thermometer to measure the air temperature inside the unit. Food is left at room temperature during preparation for a minimal amount of time and chilled food is left in the refrigerator until ready for immediate preparation. Frozen items are thawed in advance in a refrigerator. Hot food is cooked to a core temperature of 165 degrees for at least 15 seconds and chilled food is stored at or below 41 degrees. For meals served on the premise where food is prepared, hot food is maintained at a minimum of 145 degrees and cold food is kept below 41 degrees. Food transported and served at remote locations is transported using insulated containers which are thoroughly washed and sanitized after each use and allowed to dry. ATA restaurants offer buffet service. Each food item has a separate serving utensil, and the buffet is monitored and maintained by

personnel at all times. Clean cutlery, cups, bowls, plates, etc., are available for those passengers who make more than one trip through buffet lines. All displayed food is protected from contamination by the use of lids, covers and sneeze guards.

Facilities

ATA food service facilities' physical structure, surface finishes (walls, ceiling, and floor) and the equipment within the facility are well maintained and in good repair. All restaurants and outdoor cook areas are 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. Food equipment, including counters and all other surfaces that may come in contact with food are in good condition - easy to keep clean and unlikely to contaminate food from leaking water, lubricants, peeling paint, rust, etc.

Cleaning

Food contact equipment and surfaces are the priority, but cleaning is routinely carried out below and behind equipment. Facilities include a sufficient number of restrooms for the capacity and are cleaned, restocked, and inspected continuously during food service periods. Hand wash facilities with hot and cold water are provided to allow all persons to wash their hands after using the toilet facility and before eating. Liquid hand soap (no shared bar soap) and disposable single use paper are provided. All food waste/garbage is stored in designated containers with appropriate cover to prevent attracting insects. All outside refuse storage containers will be bear proof. All water provided in the facilities is potable, safe for consumption and use. Public water is provided where available. Where Public water is not available well water, which adheres to all state requirements and testing is provided. ATA supplies bottled water where appropriate for remote food service operations. ATA facilities are as pest free as possible. Pest prevention and control procedures are in place and evaluated on a regular basis. The pest prevention program includes denying pests the ability to enter into the facility by eliminating any entry points, doors and windows are kept closed whenever

possible or screens are in place, holes and gaps on walls, doors, windows, and torn screens on windows are promptly repaired, food is kept off the floors, in containers or properly wrapped, effective cleaning practices are in place.

Sanitation

All utensils, including crockery, cutlery, glasses, and all cooking equipment are washed and sanitized after use. All items washed by hand are washed with a detergent solution, rinsed with clean potable water to remove any detergent residue, sanitized in a chemical solution, and allowed to air dry. Dishwashers are regularly inspected to ensure proper working condition in accordance with the manufacturer's specifications.

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



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

ATA Incident Communication Protocol:

In an emergency always contact EMS first. 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. Operations Manager. The Manager will conference with the Vice President of the company and then communicate directly with Juneau Operations Supervisors and Shore Excursion personnel.
2. Vice President of Operations - If unable to contact the Operations Manager, contact the Vice President of 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 customer has returned to the ship and has 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. Staff 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 accompanied by photos. An ATA Incident Report Form must be filled out for any incident, no matter the severity. Paper copies of the Incident Report Forms are in the waterproof box at Camp Coogan camp, aboard the Seahawk, and in the outfitting trailer. 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.

All incidents need to be completed through the ATAapp once in service range. The employee will complete the incident reporting form based on what

was completed on the paper form. There are no exceptions to filling out an Incident Report Form. Incident report forms and all corresponding photos must be given to the Adventure Tours Manager & Manager who will send to Juneau. A copy of this report shall be provided to the Forest Service.

Transport

It may be necessary to transport an injured customer while managing an incident. You should always Survey the Scene and Stabilize the Situation first. If communication with a manager is possible, they will give you a plan for providing care and transporting an injured client. In an emergency situation, EMS or the Coast Guard may give you instructions. Always follow instructions given by any EMS provider. You should never put yourself or any other clients at risk by transporting a client. In non-emergency situations, where staff are not putting themselves or other clients at risk. It is important to keep any customer warm and dry while being transported.



Chapter

2

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 also 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 in order 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 in order 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 of 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 in order 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 followed at all times 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 at all times 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.



Chapter

3

Employee Conduct

Learning Objectives

- ✓ Become informed about ATA Employee Conduct Policies
- ✓ Identify areas of compliance and ensure guide 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 are able to 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 located in the Employee Handbook, which must be read, and acknowledged by signature by every ATA employee.*

Dress & Appearance

It is important Adventure 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.** Men's hair must be off the collar in back and the bottom of ears showing. Women's hair must be kept neat and in a conservative manner.
- ✓ **Piercings.** No piercings are acceptable other than two earrings for female employees.

- ✓ **Jewelry.** Approved jewelry includes wedding rings and a watch. No other jewelry is permitted.
- ✓ **Tattoos.** All Tattoos should 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. Levi's, Carhartt., or other similar "canvas style" pants are acceptable.
- ✓ **Black Shorts with a liner.** No long pants (or long underwear) under the shorts.
- ✓ **ATA baseball cap.** No logo caps, rain hats, stocking caps (beanies) or cowboy hats are permitted.
- ✓ **ATA Shirts.** ATA will provide all guides with 3 free shirts. Shirts must be clean and free of wrinkles. (3 shirts are provided to full time; 2 to part-time employees)
- ✓ **ATA Logo Jacket** or other red rain jacket. ATA Jackets can be attained at cost.
- ✓ **Black Rain Pants**
- ✓ **Knife.** (Guides and relevant personnel)
- ✓ **Watch.** ATA Guides should wear a watch to stay on time during tours. A cell phone should not be used as a timekeeping device and should never be used in front of clients.
- ✓ **NO SUBSTITUTE CLOTHING**

Note: This list is subject to change. Employee's will be informed of any changes and expected to comply.

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 tour delivery. "Tip Jars" or any other soliciting for tips or other gratuities will not be condoned or tolerated. Alaska Travel Adventures does not have a company policy for dividing tips between Captains, Guides & Support Staff. Determining any system for dividing tips is between the employees working the tour. 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.

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 use by clients for Jeep tours, 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. If the paperwork is to be mailed to the Juneau or Redmond office, **fax** scan it first. Any department handling cash must adhere to the company cash management plan with regards to cash, vouchers, and deposits. 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.

Job Description

ATA Workflow APP



Chapter 1

- Office Personnel
- Job Description
- Passwords & Procedures
- Accessible Accommodations
- Guest Types

Chapter 2

- APP logistics- Guest counts & Inventory Management

Chapter 3

- APP logistics- Dispatch



Chapter

1

Office Personnel

Learning Objectives

- ✓ Develop understanding of ATA's "All Hands On Deck" Philosophy
- ✓ Develop understanding the Office Administrator's role and part in the team
- ✓ Learn basic logistics and procedures pertaining to the Office Administrator role
- ✓ Develop an understanding of how to accomplish daily tasks in the ATA workflow APP

Introduction

Working in Alaska can be a dream come true for seasonal workers and full-time employees alike. As a 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 description listed in this section outlines the responsibilities of logistics coordinators to better understand the primary responsibilities.

Office Administrator

As part of the front office team, you will be a main point of contact providing professional customer service, inventory management, transportation coordination and operational efficiency in a fast-paced business environment. Administrative duties include processing financial transactions & documents, data entry and follow up on company directives. Professional written and verbal communication skills, attention to detail, ability to remain calm under pressure, computer literacy and proficiency with Microsoft Word, Outlook & Excel are required.

Duties will include but are not limited to:

- ✓ Accurately managing updates and changes to tour counts in workflow app

- ✓ Professional and timely response to phone & email communications
- ✓ Accurately communicating updates and important information to drivers and other operational team members
- ✓ Utilize multiple forms of communication, including radio communication.
- ✓ Troubleshooting customer service issues in a calm & professional manner
- ✓ Creating a positive, professional culture and work environment
- ✓ Understanding and compliance with all company safety & operational policies

Office Policies

Personal Appearance

We are in the guest service industry. Uniform and grooming standards are very important. All employees will be required to meet company dress and grooming standards. Uniforms vary depending on the position. Every employee is required to wear the proper uniform. Uniform & grooming will be addressed during the interview process. Our policy requires employees to keep their appearance neat and are expected to wear their hair conservatively. There will be no visible facial or tongue piercings allowed. All jewelry is subject to the approval of ATA management. Tattoos must be able to be concealed beneath clothing.

Positive & Professional Attitude

Communications and interactions with guests and co-workers should always be professional & positive. The front desk can be a high-pressure environment on busy days. Remaining calm & professional is key to delivering great service for our guests and creating a positive environment for our co-workers. Logistics Coordinator staff are often the first to discuss issues with guests. Here are a few guidelines you should follow to maintain a positive attitude.

- ✓ SMILE! A smile on your face is reflected in your voice.

- ✓ Listen to the guest or co-worker & let them explain their situation.
- ✓ Understand that a complaint is not a personal attack even though the guest may be upset.
- ✓ Take the “high road”. In high pressure situations, stay calm, professional & positive. Strive to provide a solution to the problem, calmly deferring it to your supervisor if necessary.
- ✓ You will be asked the same questions daily. Respond in a pleasant manner as though it's the first time.
- ✓ Find opportunities to have fun with your job. Keep it professional & positive.

Policy on Public Comments Pertaining to the Cruise Industry

The cruise line industry provides Alaska Travel Adventures and its team of employees a livelihood. ATA is supportive of cruise line activity and growth in Alaska. Whether on the clock or not, ATA expects employees to represent our company and the cruise industry in a professional, positive light. Failure to do so may result in disciplinary action.

Weekly Schedules, Time Sheets & Payroll

Report to work on time. Tardiness & no-shows will result in disciplinary action. We encourage direct deposit of payroll. If you've chosen a paper check, you will pick it up from the finance team.

- ✓ Over Time must be approved by your manager
- ✓ Employees will clock in & out using Timekeeping in ATAapp
- ✓ Employees should clock out for lunch breaks
- ✓ Employees are paid on a bi-weekly schedule
- ✓ Schedules will be posted weekly

Requests for time off must be submitted in writing two weeks in advance. Every attempt to honor requests will be made, however this does not guarantee time off. Our summer season is short. We rely on our team members to staff the business. When one team

Passwords and Procedures

Office Passwords

Office Computers

- Username: juneauoffice (left side) & alskatravel1 (right side)
- Password: 0052 (left side)/ 0052 (right side)

Wifi

- Username: ATA-Juneau
- Password: alaskatravel12

USPS- Username: juneau@bestofalaskatravel

Password: Alaskatravel12

FedEx-Username: atajuneau Password: Glacier1

Phone Procedures

Personal calls & texting - please reserve personal calls for your breaks. Most personal acquaintances, corporate officers & other ATA managers already have contact numbers for management personnel. *DO NOT*, give out personal phone numbers. You can politely offer to call the manager for them & pass on a message if it is urgent. *When in doubt always take a message.*

Information to record when taking a message:

- ✓ Who the call is for, what it's about & call back number.
- ✓ Send this information in an email with the date & time of the missed call.
- ✓ Use "Phone Message" as the subject of the message.
- ✓ If it is urgent, you can call the recipient on his/her cell phone.

To answer the phone

- ✓ press the line blinking & answer in a professional tone: "Alaska Travel Adventures, this is (your name)"
- ✓ If the party asks to speak with office personnel, ask their name & what the call is in reference to BEFORE telling them if the person is in. (Using scratch paper to jot the person's info down usually helps to remember who is calling.)

- ✓ Place the caller on hold (by pushing the red "hold" button) & advise the office recipient specific information about the call. They will choose to accept the call or have you take down a message. *Never leave a caller on hold for more than 60 seconds. If necessary, ask their phone number and call them back.*

To retrieve messages off voicemail,

- ✓ Dial *95
- ✓ Enter the passcode which is 0052#

Radio Dispatch Procedures

Radios provide valuable communication between ATA personnel in the field. You must always be in radio contact. You will learn how to keep the radio down to a minimum & still hear calls. Use discretion if there is an emergency or when relaying information. *Radios are not private, guests aboard ATA transportation (buses, rafts, boats) can hear your transmissions. Always use the phone for sensitive or long conversations.*

Common radio calls you'll respond to are Dock Reps asking where their bus is or the Bake asking for haul backs. When responding, radio back immediately with the Dock Rep vehicle's location & estimated arrival.

Drivers, Dock Reps & the Bake will do a radio check first thing in the AM

- ✓ Respond: "Loud & clear in the office." OR advise "Not Clear, please repeat", "lots of static, repeat last transmission," etc.
- ✓ Wait to hear the beep before you respond.
- ✓ Hold transmit button down before speaking.
- ✓ Speak as clearly & as briefly as possible.
- ✓ Do not have lengthy conversations - advise "Please Call Office" if a conversation is required.

When a vehicle is getting ready to leave the dock the driver will radio in...

- ✓ Driver name
- ✓ Tour name
- ✓ Name of dock they are departing.

- ✓ Number of guests onboard
- ✓ Destination
- ✓ Dock Rep will radio for HAP or ACT bus departures.

There are a few phrases to avoid saying over radio transmission including the following.

- ✓ OTC- TRAM guests or TRAM pickup should be used.
- ✓ Cancelled- The code 10-22 should be used instead.

These topics can cause unnecessary complications if overheard by guests or Shorex.

Cancelled Tour Procedures

Throughout the season, there will be instances that a field operations manager will make the decision to cancel a tour. In general, the reasons for a last-minute cancellation come down to a 3 main categories.

- ✓ Cancelled due to hazardous weather conditions.
- ✓ Cancelled due to an operational issue.
- ✓ Cancelled due to a mechanical malfunction.

In the event of a cancellation, the field operations manager or supervisor will call the office and inform the front office team. It is then the front office team's responsibility to disseminate the information to all affected parties. The following people need to be informed of the cancellation.

- ✓ Driver(s)
- ✓ Dock representative manager
- ✓ Front office manager
- ✓ Salmon Bake if applicable

ATA staff can be reached by phone or via radio transmission. If radio is the communication mode of choice, it is important to never use the word cancel when conveying messages. ATA staff have a code for the word cancel which is 10-22. Instead of saying the 2pm Sea Kayak tour is cancelled due to high winds, the ATA staff member should say the 2pm Sea Kayak tour is 10-22 due to high winds. This allows ATA team members to communicate the cancellation to guests calmly while taking control of the situation. Guests overhearing a

cancellation on the radio can cause commotion and confusion.

Once all parties have been informed of the cancellation, the front office team will cancel the tour in the app for inventory management purposes and also to leave a digital trail. Then the front office will need to email the ship and inform the Shorex of the cancelled tour. Lastly the front office team will add it to the EOD trip disruptions email. The EOD Trip Disruptions email is sent to reservations upon the office closing. The purpose of this email is to detail any disruptions, delays or cancellations to tours from that day. This helps the reservations department determine which refund requests are authorized and those to be denied.

PO Procedures

Purchase Orders (PO's) serve as an authorization for our accounting department to process payment for a specific bill. In most cases PO's will be handled by the finance/accounting department but sometimes they will ask for assistance. A PO is required for anything an employee is purchasing that will not be paid for with a credit card. This information is critical to pay bills, ensure proper coding of company expenses by specific departments. The PO binder (maroon binder) is located on the bottom office shelf.

When an employee calls for a PO, they will provide the following information.

- ✓ Name
- ✓ Department
- ✓ vendor name
- ✓ item description
- ✓ \$ amount or estimated \$ amount.

Then fill out PO log with all information provided, give employee PO number, email the department manager of employee that requested PO and obtain the GL Code

Accidents & Emergencies

In the event of an accident or emergency notify the Director of Operations and they will advise what action to take. In the rare event someone from a

media outlet contacts the front desk, defer the call to the Director of Ops. They will manage any situations involving the media, the public or local authorities. In the event of an incident, advise staff on scene to complete an incident report & as many witness statements as possible.

Record the following information on an incident report:

- ✓ Guest name
- ✓ Which ship they are on
- ✓ Guest stateroom number
- ✓ Location and time of incident
- ✓ Names of ATA staff on scene
- ✓ Specific details of the incident

Only if instructed to do so, notify the Shore Excursion Manager of the situation via email. Incident forms should be given to the Director of Ops prior to the end of the day

A Note about Notes

The front desk processes a significant amount of important information. To avoid something slipping through the cracks, it's important to keep records. **MAKE NOTES**, there is a notebook at the desk where you can record this information, so it's easily tracked. Be specific and detailed. Record names, times, dates, contact information, and any information pertinent to the "situation". Phone calls from guests, drivers, guides, or other vendors should be noted. For example: if we get a call from HAP stating that the Smith Party was unhappy because they only got 20 minutes at the glacier, make a note. Or if a lake guide radio asking where their driver is for a pickup, look at the clock, & make a note that the guests on _____ tour were waiting at the lake for (# of minutes) due to their driver being late & why the driver was late.

In the heat of the moment, it is sometimes hard to jot everything down. After things calm down take the time to review any notes you have written & add as many details as possible. Ask yourself, "If I read this in a month would this provide a complete picture of the situation?"

Tours that are weather cancelled or come back early due to weather should be noted on the EOD Trip Disruptions Email sent to reservations and cancelled in the Workflow App.

Salmon Glaze Order Fulfillment

Guests who visit our salmon bake restaurants often call to order our special salmon glaze. Information for orders is taken down by the front office and sent to finance to process payment and ship out orders. Salmon glaze comes in 5 oz packages and costs \$12.50 each which includes shipping and handling.

If someone orders 5, they will receive a \$5 discount (Ex. $12.50 \times 5 = \$62.50$ - $\$62.50 - \$5.00 = \$57.50$ is their total).

All orders ship through USPS.

You can advise guest they may complete future orders by email at juneau@alaskatraveladventures.com
To complete an order, you will need

Information Needed for Order

- ✓ Full name
- ✓ Phone Number
- ✓ Shipping Address, City, State & ZIP
- ✓ Quantity of packages
- ✓ Name on Card
- ✓ Card Number
- ✓ Expiration Code
- ✓ CVV Code (3-digit code on back)

Accessible Accommodations

ADA Accessibility

If a guest requests a lift vehicle the DISPATCH should include that information.

Alaska Travel Adventures is committed to providing Alaskan experiences for as many guests as possible. We pride ourselves in making "Alaska accessible". It is the Logistics Coordinator's job to communicate ADA needs as early as possible to our operations team. If there is an ADA request,

confirm with the transportation manager so they may plan accordingly.

Service Dog Policy

The Company has determined that a qualified service dog would be appropriate for Salmon Bakes, Gold Panning & Whale Watching. The Company will provide reasonable accommodation for guests with disabilities so long as the accommodation does not cause undue harm to the Company. The Company will permit service dogs where it is appropriate. The Company may ask the guest if the animal is a service dog due to disability and what service the animal is trained to do. The Company will not ask any additional questions.

Guest Types

ATA hosts thousands of guests each season. Although most of our guests arrive via cruise ship, they fall into several different categories. It is important you understand each category, so you can manage their experience appropriately. ***It is critically important all guests, regardless of type or age, are included in our tour counts.***

Ship Bookings

Guests booked through the cruise ship are considered ship booking. They pay the ship and will have a tour ticket issued by the ship that must be collected by the Dock Reps. Some applicable terminology is listed below:

Shore Ex

- ✓ Shore Excursion personnel can participate on any tour as a "Comp", free of charge, provided there is available space. Shore Ex comp requests must be made in advance via email and approved by the Director of Operations.

Crew

- ✓ ship's crew can participate on any tour provided there is space available BUT this must be requested in advance via email from the Shore Excursion Manager and

approved by the Director of Operations. The crew pay a crew rate to the bartender at the bar in cash (\$20)

OTC Bookings

OTC bookings are guests booked "over the counter" via

Retail

- ✓ sales made by guests directly with Redmond reservations office OR Juneau front desk.

Web sale

- ✓ sales made direct via our website.

Wholesale

- ✓ sales made via travel agencies, Viator, Shore Excursion Group, etc. & managed via Redmond reservations office.

Booth Sales

- ✓ ATA Booth Sales – Guests booked last minute on the dock via our dock sales booth.
- ✓ "Other" Booth Sales – Guests booked last minute by dock booths managed by other companies.
- ✓ Industry Rate Sales - individuals who work in the tourism industry including guides & staff from other tour companies in town. Many companies also offer our staff industry rates.
- ✓ ATA Employee – Employees are encouraged to participate in our tours. Arrangements may be made with their immediate Manager.
- ✓ Comps – guests booked on a "complimentary" basis (no charge). Comps must be approved by senior management.

Booth Sales Process

The dock booth is a high-pressure sale location. Time is of the essence. Guests are shopping last-minute for tours. If we can't confirm availability quickly with the booth salesperson, we will lose the sale.

- ✓ Booth Vendors will call asking if there is tour space available.
- ✓ Check the Daily Sheet & Driver Dispatch to determine if you have space available.
- ✓ For tours with less than 10 minutes to departure, confirm with OTC Dock Rep that transportation has not left before making the sale.

- ✓ If there is space available and time permits, confirm the sale with the booth salesperson.

Once the sale is confirmed

- ✓ Contact the OTC Dock Rep and provide information about the new sale & updated tour count.
- ✓ Check the Dispatch to determine if the scheduled driver for that tour is picking up at Tram. If an additional stop is required, radio or call the driver. If the driver can't be reached, call the dock rep for that tour departure & ask them to let the driver know to "swing thru Tram for an additional pick up."
- ✓ Notify tour managers of the change in tour counts.

Third Party Wholesalers

We often get calls from local wholesalers who want to book guests for our tours. To see if we have space to sale to them select the Juneau Booth tab at the top of the passengers section. This will show how many open spaces we have to sale.

Third party wholesalers include

- ✓ Admiralty Excursions
- ✓ Adrenaline 365
- ✓ Alaska Bliss Travel
- ✓ Alaska Eagle Tours
- ✓ Alaska Premier Tours
- ✓ Alaska Private Touring
- ✓ Alaska Shore Excursions
- ✓ Alaska Shore Tours
- ✓ Alaska Travel Connections
- ✓ All Alaska Tours
- ✓ Explore Tours
- ✓ Juneau Tours
- ✓ Keli's Concierge
- ✓ Liquid Alaska Tours
- ✓ M&M Tours

OTC (Over the Counter) Logistics

It is important to add detailed notes to the EOD trip Disruptions email throughout the day as events unfold. The more specific, the better! This

written record helps us remember what happened so we can effectively manage responses to incidents.

- ✓ Regardless of which ship they are on, guests booked OTC will meet on the sidewalk, under the cables of Mt. Roberts Tram, near the crab apple trees at least 15 minutes prior to their tour departure.
- ✓ OTC guests must check in with our designated OTC Dock Rep who will be wearing a red hat & red polo shirt or rain jacket. The OTC Dock Rep will collect their tickets/vouchers and direct them to the correct transportation whether it is one of our vehicles or one of our tour partners such as HAP or ACT.
- ✓ Make notes of all OTC guests sent with HAP or ACT
- ✓ Move guests in the app if they switch tour or departure time (example, a canoe trip is cancelled, and the guest switched to river float)
- ✓ Our team of logistics coordinators & dock reps are not authorized to offer or process refunds. Each wholesaler has their own set of cancellation/refund policies. If an OTC guest asks about a refund, advise they need to contact the company they booked the tour through (if they booked directly with us, refer them to our reservations department to discuss possible refunds)



Chapter

2

Guest Counts & Inventory Management

Learning Objectives

- ✓ Develop an understanding in how to accomplish daily tasks in the ATA Workflow APP pertaining to inventory management
- ✓ Feel confident navigating to ATA Workflow APP to problem solve and look ahead
- ✓ Develop an understanding of the front office team's proactive approach and daily tasks that can help set the next day up for success

Introduction

The front office team is responsible for communicating relevant changes in guest counts, tour logistics and driver information. This is all done through the ATA Workflow APP. The changes made in the APP are immediately available for all team members across ATA departments once they are made. The information entered into the app is critical for staffing decisions and inventory management. It is important the APP is frequently updated and additional communication to ATA staff may also be necessary as there are positions with limited.

phone connectivity. The following sections details how to complete daily tasks in the APP.

How to Update Passenger Counts

A large portion of the front office's job is updating passenger counts for ships. At the beginning of season ATA's reservations department will give ships allotments for all tours they are contracted to sell. Within the front office's two-day window, it is the employee's responsibility to ensure that the passenger section of the app reflects the most recent counts provided by the ship. Additionally, it is important the front office receives at least 1 update from

each ship each day. The steps for updating passenger counts are listed below:

Step 1. Go to the passengers section of the app

Step 2. Highlight the ship that counts are being updated for and hit search. This will bring up all tours and counts that the ship currently has listed.

Step 3. Click Enter counts and adjust counts to reflect the ships most recent update. It is important to be mindful of Tour Codes, Maximums, minimums and verify departure time as well as update the sold column.

How to Increase Allotments

A common inquiry the front office receives are requests from ships to increase space. It is in the ship's best interest, as well as ours, to sell as much as possible. When a ship is close to or has run out of space to sell, they will often ask to increase their allotment. Something to be mindful of is that ships share departure times with OTCs and often other cruise ships as well. In order to increase ships allotment space, the front office has to decrease or take away space from OTC or a different ships booking. The following steps outline how to check to increase a ships space allotment:

Step 1. Go to the passengers section of the app

Step 2. Click on the day you are viewing, and highlight all ships and OTCs for the day under Ship name.

Step 3. Highlight the tour and time in question and hit submit.

Step 4. Look at the available space. Be sure to not exceed the combined MAX as it stands. In the example below, the combined MAX is 36. For

example, if Ovation was asking for more space, the front office could take a space away from OTC by adjusting the MAX to 5 and increasing Ovations MAX to 31. The combined MAX is still 36 and this adjustment does not disrupt operations.

How to Check for OTC Space

The front desk staff will often get calls asking to check space and availability for tours. The front office team manages inventory 2 days out and the reservations department manages all inventory beyond that. Front office personnel also frequently check space for third party wholesalers, and OTCs inquiring to switch to a different departure time. Listed below are the steps to check open OTC space.

Step 1. Go to the passengers section of the app

Tour Details		Add Tour		Edit Record		+ New Sale		Search/Filter	
Date	Ship Name	Tour Name	Tour Time	Private	Canceled	Time Conflict			
04/17/2020	View All	View All	View All	- View All -	- View All -	- View All -			
04/18/2020									
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11/18/2020									

Step 2. Click on the Juneau Booth Tab. It is located at the top of the screen.

Step 3. Look at available space on tours. The Juneau Booth Tab will also show personnel other important information like the duration of the tour, return time, dock, driver, vehicle number and vehicle capacity. The vehicle capacity is especially important. It is imperative to ensure that the

vehicle capacity does not exceed total sold when checking for space.

How to add a Tour

The front office team will frequently need to add a tour in the app. Some examples of why front office staff would add a tour are:

- ✓ If a tour is missing from the app but showing on ACT/HAP dispatch or ship counts
- ✓ If a combination tour is cancelled (Historic gold panning & salmon bake, Whale watching & salmon bake Lake kayak & salmon bake or Best of Juneau) and the front office has the ability to still offer the salmon bake only portion of the tour
- ✓ If the operations team decides to add a tour due to inventory management reasons

The steps required to add a tour in the ATA Workflow APP are listed below:

Step 1. Go to the Passengers section of the APP

Step 2. Click on the Add Tour Tab, which is located on the top left corner of the screen.

Step 3. Fill out all the requested information. Staff can add tours both for a specific cruise ship or an OTC tour for independent bookings. Tour ETD formatting is very important. Note that formatting

should be displayed as the following 8:00:00 AM. The digits representing seconds are negligible and should always be set to 0. It is important to enter accurate bake and whale boat ETDS if applicable. In the example listed below the tour being added is Best of Juneau, which is a 3-part combination tour where guests go whale watching, are taken to visit the Mendenhall glacier and then arrive at the salmon bake. If staff are unsure of logistics and timings, they should ask their manager.

Step 3. Click the view details icon in red on the far right. This allows the tour to be edited.

How to Cancel a Tour

It is important that the app reflects cancelled tours for the day. This helps with inventory management, accurate sales reports, and clear communication amongst multiple departments. The steps required to cancel a tour are as follows:

Step 1. Go to the passengers section of the app

Step 2. Go to the tour in question by highlighting all ships affected (most of the time the tour is cancelled for every ship and OTC unless we are oversold, in which case only 1 ship may be cancelled)

Step 4. Click the checkbox to Cancel Tour and select a reason.

Step 5. Hit update! Be sure to do this for all ships affected at that tour time.

How to add a Third-Party Wholesale booking

As discussed in the previous section, the front office team will often receive phone calls from Third Party wholesalers inquiring if we have space to book guests on a tour. ATA has contracts with these companies to enable them to sell ATA tours on the docks. Third party wholesalers eligible to sell ATA tours include:

- ✓ Admiralty Excursions
- ✓ Adrenaline 365
- ✓ Alaska Bliss Travel
- ✓ Alaska Eagle Tours
- ✓ Alaska Premier Tours
- ✓ Alaska Private Touring
- ✓ Alaska Shore Excursions
- ✓ Alaska Shore Tours
- ✓ Alaska Travel Connections
- ✓ All Alaska Tours

- ✓ Explore Tours
- ✓ Juneau Tours
- ✓ Keli's Concierge
- ✓ Liquid Alaska Tours
- ✓ M&M Tours

The steps to add a third-party wholesale booking are listed below:

Step 1. Go to the passengers section of the APP.

Step 2. Click on the OTC sale tab which is located in the top left corner of the screen. A third-party wholesale booking is not booked through the ship; therefore it is an OTC or independent booking.

Step 3. Fill out all applicable information. It is important to include guests' cell phone number, verify the meeting location at the TRAM and get the agency contact's name. Sometimes the third-party wholesaler will have a different company name that we bill the account to. If staff does not see the wholesaler listed in the app, they should ask the agency contact if there is a different name their company could operate under.

Step 4. Hit submit! Guests will receive a voucher from the agency they worked with. Our reservations department would then bill the wholesaler at a later time.

Step 5. Notify the dock representative manager, transportation manager and respective adventure tour manager if applicable. This helps them ensure they have enough guides/transportation/food prepared.

How to add an OTC Booking

There will be occasions where front office staff need to enter OTC retail bookings into the app, though it is less common. It is important to note that the front office does not have the ability to take any form of payment. Therefore, any guest calling to book a tour must be guided instead to the reservations department. However, there are unique circumstances where ATA front office staff will enter an OTC booking, for example, adding a comp Gold Creek Salmon Bake tour for the Juneau Huskys or adding a comp employee who is training, and it is imperative their space is reserved on tour. The steps to add an OTC booking are the same as they are for adding a third-party wholesaler tour. First begin in the passengers section of the app and click on the OTC Sale tab. Enter all applicable information and hit submit!

How to Change a Guest's Time

A common call the front office staff will receive are calls from guests requesting to switch to a different departure time. All changes to guests time will be completed in the app. Steps are listed below.

Step 1. Go to the passengers section of the app

Step 2. Click on the OTC Report Tab. Here ATA staff can see all OTC bookings for the day. As a reminder an OTC booking is someone who booked independently from the ship.

Step 3. Find the guest in question and click on the modify icon in red on the far right.

Step 4. Modify the OTC booking by clicking the drop-down menu and moving the guest to a different departure time. The app will not let ATA staff move a guest if there is no open OTC space. ATA staff members can also change an OTC booking tour type or cancel a tour.

Step 5. Notify all parties. Employees should be sure to notify the dock representative manager, reservations, and the respective adventure tour manager of the change. This ensures all parties are aware of changes to passenger counts and can staff appropriately.

How to Change a Guests Tour

The steps to change a guest's tour are largely the same as changing a guest's tour time. Front office staff should first go to the passengers section of the app, click on the OTC report, and find the guest in question (for detailed instructions, refer to previous section) ATA staff members should then select Modify booking under the drop-down menu. Next staff should modify the tour name by clicking on the drop-down menu and adjusting the tour.

Any available time slots will populate in nautical time. Once a time is selected the app will calculate if there is space. If space is available staff will have the ability to hit submit and successfully move on. However, if there is no space the app will give them an error message suggesting a lack of space. If the front office has the ability to successfully change a guest's tour, the should immediately inform all respective managers. The front office will often help guests move to a different tour if their original tour was cancelled. For example, a guest's canoe tour was cancelled so they switched to float or a guests whale watching & salmon bake portion was cancelled but they would like to downgrade to the salmon bake only.

How to Check Out Employee Equipment

Each year, ATA checks out gear to all staff personnel. The gear that is checked out is

dependent on the position of the employee. Employees are not required to check out gear if they are able to provide it themselves while maintaining uniform standards. Listed below are uniform requirements for each position. If employees would like any additional merchandise, they are free to purchase it through the finance department.

Dock Representative

- ✓ Red ATA Hat
- ✓ Red ATA Messenger Bag
- ✓ Red ATA Rain jacket
- ✓ 2 Red ATA Polos

Adventure Tours Guides

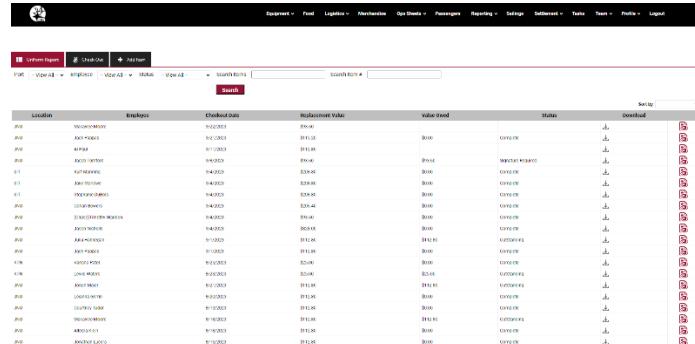
- ✓ Black ATA Hat
- ✓ Red Paddling Jacket
- ✓ Black Paddling Pants
- ✓ 2 Red ATA Guide Shirts

Drivers

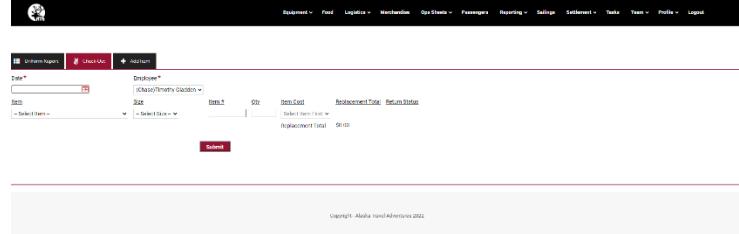
- ✓ Black ATA Hat
- ✓ Red Rain Jacket
- ✓ 2 Red ATA Polos

The process of checking out ATA uniforms and equipment will be completed in the app.

Step 1. While in the ATA Workflow APP, move the cursor to hover over equipment and click on uniforms.



Step 2. Click the Check Out tab which is located in the top left portion of the screen.



Step 3. Fill out all applicable information. All rain jackets, drysuits, paddling pants and paddling jackets must be returned clean and in good condition at the end of the season. The app displays items that must be returned under the return status section. If an item must be returned the app will also calculate a replacement total which is displayed next to return status. All items that must be returned will have an item code written inside. For all items that do not need to be returned, enter 1 into the item code section when checking out uniforms.

Step 4. Hit Submit! Employees should receive a notification through the app, asking them to sign for the gear that they just checked out. Immediately after checking out equipment, it will show up in the uniform report. The uniform report can be filtered by port, employee or item codes can be searched to make finding equipment easy.

How to Check In Employee Equipment

At the end of season, the expectation is that employees check in all equipment that must be returned i.e. rain jackets, paddling pants, paddling jackets etc. The steps for checking equipment back in are listed below.

Step 1. While in the ATA Workflow APP, move the cursor to hover over equipment and click on uniforms.

Step 2. Search the code inside the equipment in the “search item number” search bar.

Step 3. Click on the employee that the item is currently checked out to by clicking the red icon all the way to the right.

Step 4. Under return Status, adjust the drop-down menu to reflect one of the following options.

- ✓ Item returned clean and in good condition.
- ✓ Item in disrepair
- ✓ Item not returned.

Step 5. Hit update! The APP should immediately reflect the changes staff members have made.

How to Look Ahead

A large focus for the front office team is being proactive wherever possible. When a team member first arrives at the office one of their first tasks should be looking over the day and seeing if there are any potential complications. This includes looking at each tour for the day and the total sold to ensure we are not overbooked anywhere and cross-referencing tour times and counts in the passengers section of the app with the OTC report. The OTC report and passenger section of the APP should reflect the same data. For example, if the APP is displaying 15 OTC booking for a 2:30pm Sea Kayak tour as shown below.

The OTC report should also reflect 15 bookings at the respective tour time.

Flight 101: New York to London (Round Trip)									
Flight Details		Passenger Information		Flight Status		Flight Log		Flight History	
Flight ID	Flight Number	Passenger Name	Passenger Type	Flight Status	Flight Type	Flight Log ID	Flight Log Date	Flight Log Status	Flight Log Details
101	NYL101	John Doe	Adult	Arrived	Normal	101	2023-10-01	Arrived	Flight 101: New York to London
		Jane Smith	Adult	Arrived	Normal	102	2023-10-02	Arrived	Flight 102: London to New York
		Mike Johnson	Adult	Arrived	Normal	103	2023-10-03	Arrived	Flight 103: New York to London
		Sarah Williams	Adult	Arrived	Normal	104	2023-10-04	Arrived	Flight 104: London to New York
		David Lee	Adult	Arrived	Normal	105	2023-10-05	Arrived	Flight 105: New York to London
		Emily Green	Adult	Arrived	Normal	106	2023-10-06	Arrived	Flight 106: London to New York
		Frank White	Adult	Arrived	Normal	107	2023-10-07	Arrived	Flight 107: New York to London
		Grace Black	Adult	Arrived	Normal	108	2023-10-08	Arrived	Flight 108: London to New York
		Henry Brown	Adult	Arrived	Normal	109	2023-10-09	Arrived	Flight 109: New York to London
		Ivy Clark	Adult	Arrived	Normal	110	2023-10-10	Arrived	Flight 110: London to New York
		Jesse Green	Adult	Arrived	Normal	111	2023-10-11	Arrived	Flight 111: New York to London
		Karen White	Adult	Arrived	Normal	112	2023-10-12	Arrived	Flight 112: London to New York
		Liam Black	Adult	Arrived	Normal	113	2023-10-13	Arrived	Flight 113: New York to London
		Mia Green	Adult	Arrived	Normal	114	2023-10-14	Arrived	Flight 114: London to New York
		Nathan White	Adult	Arrived	Normal	115	2023-10-15	Arrived	Flight 115: New York to London
		Olivia Black	Adult	Arrived	Normal	116	2023-10-16	Arrived	Flight 116: London to New York
		Parker Green	Adult	Arrived	Normal	117	2023-10-17	Arrived	Flight 117: New York to London
		Quinn White	Adult	Arrived	Normal	118	2023-10-18	Arrived	Flight 118: London to New York
		Riley Black	Adult	Arrived	Normal	119	2023-10-19	Arrived	Flight 119: New York to London
		Sophia Green	Adult	Arrived	Normal	120	2023-10-20	Arrived	Flight 120: London to New York
		Ulysses White	Adult	Arrived	Normal	121	2023-10-21	Arrived	Flight 121: New York to London
		Vivian Black	Adult	Arrived	Normal	122	2023-10-22	Arrived	Flight 122: London to New York
		Wesley Green	Adult	Arrived	Normal	123	2023-10-23	Arrived	Flight 123: New York to London
		Xavier White	Adult	Arrived	Normal	124	2023-10-24	Arrived	Flight 124: London to New York
		Yara Black	Adult	Arrived	Normal	125	2023-10-25	Arrived	Flight 125: New York to London
		Zane Green	Adult	Arrived	Normal	126	2023-10-26	Arrived	Flight 126: London to New York
		Abigail White	Adult	Arrived	Normal	127	2023-10-27	Arrived	Flight 127: New York to London
		Calista Black	Adult	Arrived	Normal	128	2023-10-28	Arrived	Flight 128: London to New York
		Dionne Green	Adult	Arrived	Normal	129	2023-10-29	Arrived	Flight 129: New York to London
		Eloise White	Adult	Arrived	Normal	130	2023-10-30	Arrived	Flight 130: London to New York
		Felicity Black	Adult	Arrived	Normal	131	2023-10-31	Arrived	Flight 131: New York to London
		Garrison Green	Adult	Arrived	Normal	132	2023-11-01	Arrived	Flight 132: London to New York
		Harrison White	Adult	Arrived	Normal	133	2023-11-02	Arrived	Flight 133: New York to London
		Ivy Green	Adult	Arrived	Normal	134	2023-11-03	Arrived	Flight 134: London to New York
		Jessie White	Adult	Arrived	Normal	135	2023-11-04	Arrived	Flight 135: New York to London
		Karen Black	Adult	Arrived	Normal	136	2023-11-05	Arrived	Flight 136: London to New York
		Liam Green	Adult	Arrived	Normal	137	2023-11-06	Arrived	Flight 137: New York to London
		Mia White	Adult	Arrived	Normal	138	2023-11-07	Arrived	Flight 138: London to New York
		Natalie Black	Adult	Arrived	Normal	139	2023-11-08	Arrived	Flight 139: New York to London
		Olivia Green	Adult	Arrived	Normal	140	2023-11-09	Arrived	Flight 140: London to New York
		Quinn White	Adult	Arrived	Normal	141	2023-11-10	Arrived	Flight 141: New York to London
		Riley Black	Adult	Arrived	Normal	142	2023-11-11	Arrived	Flight 142: London to New York
		Sophia Green	Adult	Arrived	Normal	143	2023-11-12	Arrived	Flight 143: New York to London
		Ulysses White	Adult	Arrived	Normal	144	2023-11-13	Arrived	Flight 144: London to New York
		Vivian Black	Adult	Arrived	Normal	145	2023-11-14	Arrived	Flight 145: New York to London
		Wesley Green	Adult	Arrived	Normal	146	2023-11-15	Arrived	Flight 146: London to New York
		Xavier White	Adult	Arrived	Normal	147	2023-11-16	Arrived	Flight 147: New York to London
		Yara Black	Adult	Arrived	Normal	148	2023-11-17	Arrived	Flight 148: London to New York
		Zane Green	Adult	Arrived	Normal	149	2023-11-18	Arrived	Flight 149: New York to London
		Abigail White	Adult	Arrived	Normal	150	2023-11-19	Arrived	Flight 150: London to New York
		Calista Black	Adult	Arrived	Normal	151	2023-11-20	Arrived	Flight 151: New York to London
		Dionne Green	Adult	Arrived	Normal	152	2023-11-21	Arrived	Flight 152: London to New York
		Eloise White	Adult	Arrived	Normal	153	2023-11-22	Arrived	Flight 153: New York to London
		Felicity Black	Adult	Arrived	Normal	154	2023-11-23	Arrived	Flight 154: London to New York
		Garrison Green	Adult	Arrived	Normal	155	2023-11-24	Arrived	Flight 155: New York to London
		Harrison White	Adult	Arrived	Normal	156	2023-11-25	Arrived	Flight 156: London to New York
		Ivy Green	Adult	Arrived	Normal	157	2023-11-26	Arrived	Flight 157: New York to London
		Jessie White	Adult	Arrived	Normal	158	2023-11-27	Arrived	Flight 158: London to New York
		Karen Black	Adult	Arrived	Normal	159	2023-11-28	Arrived	Flight 159: New York to London
		Liam Green	Adult	Arrived	Normal	160	2023-11-29	Arrived	Flight 160: London to New York
		Mia White	Adult	Arrived	Normal	161	2023-11-30	Arrived	Flight 161: New York to London
		Natalie Black	Adult	Arrived	Normal	162	2023-11-31	Arrived	Flight 162: London to New York
		Olivia Green	Adult	Arrived	Normal	163	2023-12-01	Arrived	Flight 163: New York to London
		Quinn White	Adult	Arrived	Normal	164	2023-12-02	Arrived	Flight 164: London to New York
		Riley Black	Adult	Arrived	Normal	165	2023-12-03	Arrived	Flight 165: New York to London
		Sophia Green	Adult	Arrived	Normal	166	2023-12-04	Arrived	Flight 166: London to New York
		Ulysses White	Adult	Arrived	Normal	167	2023-12-05	Arrived	Flight 167: New York to London
		Vivian Black	Adult	Arrived	Normal	168	2023-12-06	Arrived	Flight 168: London to New York
		Wesley Green	Adult	Arrived	Normal	169	2023-12-07	Arrived	Flight 169: New York to London
		Xavier White	Adult	Arrived	Normal	170	2023-12-08	Arrived	Flight 170: London to New York
		Yara Black	Adult	Arrived	Normal	171	2023-12-09	Arrived	Flight 171: New York to London
		Zane Green	Adult	Arrived	Normal	172	2023-12-10	Arrived	Flight 172: London to New York
		Abigail White	Adult	Arrived	Normal	173	2023-12-11	Arrived	Flight 173: New York to London
		Calista Black	Adult	Arrived	Normal	174	2023-12-12	Arrived	Flight 174: London to New York
		Dionne Green	Adult	Arrived	Normal	175	2023-12-13	Arrived	Flight 175: New York to London
		Eloise White	Adult	Arrived	Normal	176	2023-12-14	Arrived	Flight 176: London to New York
		Felicity Black	Adult	Arrived	Normal	177	2023-12-15	Arrived	Flight 177: New York to London
		Garrison Green	Adult	Arrived	Normal	178	2023-12-16	Arrived	Flight 178: London to New York
		Harrison White	Adult	Arrived	Normal	179	2023-12-17	Arrived	Flight 179: New York to London
		Ivy Green	Adult	Arrived	Normal	180	2023-12-18	Arrived	Flight 180: London to New York
		Jessie White	Adult	Arrived	Normal	181	2023-12-19	Arrived	Flight 181: New York to London
		Karen Black	Adult	Arrived	Normal	182	2023-12-20	Arrived	Flight 182: London to New York
		Liam Green	Adult	Arrived	Normal	183	2023-12-21	Arrived	Flight 183: New York to London
		Mia White	Adult	Arrived	Normal	184	2023-12-22	Arrived	Flight 184: London to New York
		Natalie Black	Adult	Arrived	Normal	185	2023-12-23	Arrived	Flight 185: New York to London
		Olivia Green	Adult	Arrived	Normal	186	2023-12-24	Arrived	Flight 186: London to New York
		Quinn White	Adult	Arrived	Normal	187	2023-12-25	Arrived	Flight 187: New York to London
		Riley Black	Adult	Arrived	Normal	188	2023-12-26	Arrived	Flight 188: London to New York
		Sophia Green	Adult	Arrived	Normal	189	2023-12-27	Arrived	Flight 189: New York to London
		Ulysses White	Adult	Arrived	Normal	190	2023-12-28	Arrived	Flight 190: London to New York
		Vivian Black	Adult	Arrived	Normal	191	2023-12-29	Arrived	Flight 191: New York to London
		Wesley Green	Adult	Arrived	Normal	192	2023-12-30	Arrived	Flight 192: London to New York
		Xavier White	Adult	Arrived	Normal	193	2023-12-31	Arrived	Flight 193: New York to London
		Yara Black	Adult	Arrived	Normal	194	2024-01-01	Arrived	Flight 194: London to New York
		Zane Green	Adult	Arrived	Normal	195	2024-01-02	Arrived	Flight 195: New York to London
		Abigail White	Adult	Arrived	Normal	196	2024-01-03	Arrived	Flight 196: London to New York
		Calista Black	Adult	Arrived	Normal	197	2024-01-04	Arrived	Flight 197: New York to London
		Dionne Green	Adult	Arrived	Normal	198	2024-01-05	Arrived	Flight 198: London to New York
		Eloise White	Adult	Arrived	Normal	199	2024-01-06	Arrived	Flight 199: New York to London
		Felicity Black	Adult	Arrived	Normal	200	2024-01-07	Arrived	Flight 200: London to New York
		Garrison Green	Adult	Arrived	Normal	201	2024-01-08	Arrived	Flight 201: New York to London
		Harrison White	Adult	Arrived	Normal	202	2024-01-09	Arrived	Flight 202: London to New York
		Ivy Green	Adult	Arrived	Normal	203	2024-01-10	Arrived	Flight 203: New York to London
		Jessie White	Adult	Arrived	Normal	204	2024-01-11	Arrived	Flight 204: London to New York
		Karen Black	Adult	Arrived	Normal	205	2024-01-12	Arrived	Flight 205: New York to London
		Liam Green	Adult	Arrived	Normal	206	2024-01-13	Arrived	Flight 206: London to New York
		Mia White	Adult	Arrived	Normal	207	2024-01-14	Arrived	Flight 207: New York to London
		Natalie Black	Adult	Arrived	Normal	208	2024-01-15	Arrived	Flight 208: London to New York
		Olivia Green	Adult	Arrived	Normal	209	2024-01-16	Arrived	Flight 209: New York to London
		Quinn White	Adult	Arrived	Normal	210	2024-01-17	Arrived	Flight 210: London to New York
		Riley Black	Adult	Arrived	Normal	211	2024-01-18	Arrived	Flight 211: New York to London
		Sophia Green	Adult	Arrived	Normal	212	2024-01-19	Arrived	Flight 212: London to New York
		Ulysses White	Adult	Arrived	Normal	213	2024-01-20	Arrived	Flight 213: New York to London
		Vivian Black	Adult	Arrived	Normal	214	2024-01-21	Arrived	Flight 214: London to New York
		Wesley Green	Adult	Arrived	Normal	215	2024-01-22	Arrived	Flight 215: New York to London
		Xavier White	Adult	Arrived	Normal	216	2024-01-23	Arrived	Flight 216: London to New York
		Yara Black	Adult	Arrived	Normal	217	2024-01-24	Arrived	Flight 217: New York to London
		Zane Green	Adult	Arrived	Normal	218	2024-01-25	Arrived	Flight 218: London to New York
		Abigail White	Adult	Arrived	Normal	219	2024-01-26	Arrived	Flight 219: New York to London
		Calista Black	Adult	Arrived	Normal	220	2024-01-27	Arrived	Flight 220: London to New York
		Dionne Green	Adult	Arrived	Normal	221	2024-01-28	Arrived	Flight 221: New York to London
		Eloise White	Adult	Arrived	Normal	222	2024-01-29	Arrived	Flight 222: London to New York
		Felicity Black	Adult	Arrived	Normal	223	2024-01-30	Arrived	Flight 223: New York to London
		Garrison Green	Adult	Arrived	Normal	224	2024-01-31	Arrived	Flight 224: London to New York
		Harrison White	Adult	Arrived	Normal	225	2024-02-01	Arrived	Flight 225: New York to London
		Ivy Green	Adult	Arrived	Normal	226	2024-02-02	Arrived	Flight 226: London to New York
		Jessie White	Adult	Arrived	Normal	227	2024-02-03	Arrived	Flight 227: New York to London
		Karen Black	Adult	Arrived	Normal	228	2024-02-04	Arrived	Flight 228: London to New York
		Liam Green	Adult	Arrived	Normal	229	2024-02-05	Arrived	Flight 229: New York to London
		Mia White	Adult	Arrived	Normal	230	2024-02-06	Arrived	Flight 230: London to New York
		Natalie Black	Adult	Arrived	Normal	231	2024-02-07	Arrived	Flight 231: New York to London
		Olivia Green	Adult	Arrived	Normal	232	2024-02-08	Arrived	Flight 232: London to New York
		Quinn White	Adult	Arrived	Normal	233	2024-02-09	Arrived	Flight 233: New York to London
		Riley Black	Adult	Arrived	Normal	234	2024-02-10	Arrived	Flight 234: London to New York
		Sophia Green	Adult	Arrived	Normal	235	2024-02-11	Arrived	Flight 235: New York to London
		Ulysses White	Adult	Arrived	Normal	236	2024-02-12	Arrived	Flight 236: London to New York
		Vivian Black	Adult	Arrived	Normal	237	2024-02-13	Arrived	Flight 237: New York to London
		Wesley Green	Adult	Arrived	Normal	238	2024-02-14	Arrived	Flight 238: London to New York
		Xavier White	Adult	Arrived	Normal	239	2024-02-15	Arrived	Flight 239: New York to London
		Yara Black	Adult	Arrived	Normal</				



Chapter

3

Dispatch Logistics

Learning Objectives

- ✓ Develop understanding of how to read a dispatch schedule
- ✓ Learn how to make basic changes to a dispatch schedule
- ✓ Learn how to enter HAP and ACT dispatch driver information as part of front office closing duties

Introduction

As mentioned in previous sections, ATA provides transportation to and from all tours. ATA also partners with Holland America Princess (HAP) and Alaska Coach Tours (ACT) to transport guests to each site. The following tours ATA provides transport for and staffs our own drivers.

- ✓ All OTC tours.
- ✓ Glacier View Sea Kayaking
- ✓ Mendenhall Lake Canoe
- ✓ Mendenhall Lake Kayak
- ✓ Historical Gold Panning and Gold Panning & Salmon Bake
- ✓ Gold Creek Salmon Bake

The following tours are transported by HAP and ACT dispatch.

- ✓ Mendenhall Glacier Float Trip
- ✓ Whale Watching & Salmon Bake

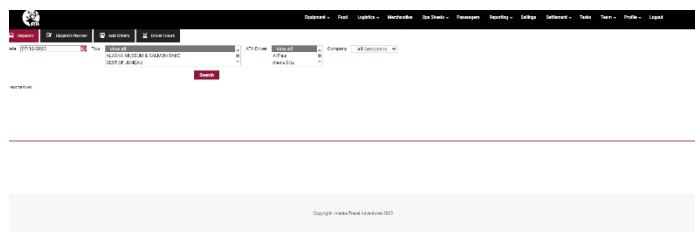
There are exceptions to this as ACT/HAP will ask us if we can cover transfers if they are short-staffed and we will do the same. Understanding how to read a dispatch schedule is imperative to give estimated ETA's, re-route drivers to help with haul backs and problem solve when needed. The following sections outline the basics of understanding the dispatch schedule.

How to Read a Dispatch Schedule

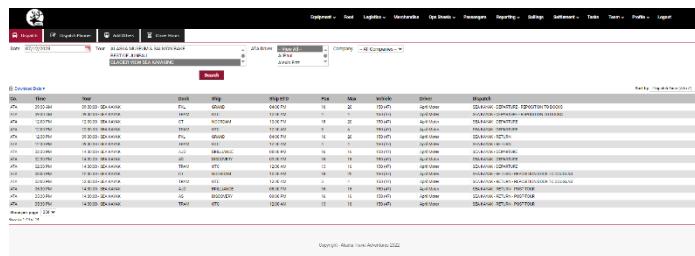
Understanding how to read a dispatch schedule is imperative as a front office team member. The

following steps outline the basics of reading a dispatch schedule.

Step 1. While in the ATA Workflow APP, hover the cursor over the logistics drop down on the top ribbon and click dispatch.



Step 2. ATA office staff can filter by date, tour, driver and the company driving. If, for example, you were trying to see who the sea kayak driver is, you could select the date, highlight Glacier View Sea Kayaking, and hit enter.



It can now be seen that April Moter is the Sea Kayak driver for the day. Looking at this example and beginning at the far left- Co. means company. In the example above it is ATA providing transportation. Time is the time for each departure/transfer. Dock means each dock the driver must pick guests up at or return to. Ship represents the ship associated with each dock. Ship ETD is when the ship departs, all aboard is 30 minutes before, meaning all guests need to be at their ship no later than 30 minutes before ship ETD. PAX represents the current guest count and MAX is the total maximum allotted. Vehicle

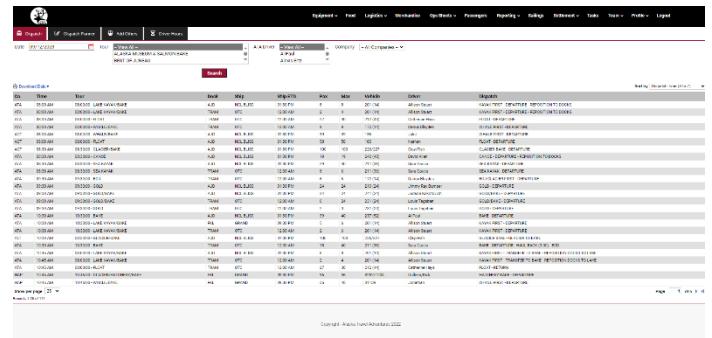
represents the vehicle number and the number in parentheses is the vehicle capacity. Dispatch gives drivers clear instructions on each transfer.

There will often be multiple transfers at one time. In the example above there are 2 departures at 9:30. This is because the driver has multiple docks to pick up at (FKL and TRAM). They are both for the same tour but as discussed previously ships share allocations with OTC bookings and other ships.

How to Make Changes

If directed by a supervisor, the front office team will adjust the dispatch schedule. For example, the transportation manager may make the decision to trade out vehicles due to mechanical issues or a driver may come in to cover their sick co-worker. The following steps outline how to make changes to a dispatch schedule.

Step 1. Go to the dispatch schedule and select the day being adjusted.



Step 2. Click the Dispatch Planner Tab, this allows you to edit the schedule. The Dispatch Tab is for viewing or printing the schedule only.

Step 3. Click on the clipboard icon on the far right. If the cursor hovers above it, the word modify appears.

Step 4. Make adjustments! The vehicle number, driver and phases all become editable.

The schedule can also be filtered by tour type, driver, company, and operating vs cancelled tours. All filters are at the top of the screen.

How to Enter HAP & ACT Dispatch

Part of the front office closing duties is to enter HAP and ACT dispatch driver information. Both HAP and ACT dispatch write their schedules the day before and typically send the schedule between 5-8pm each night. It is important that the driver names and Bus number are entered into the app, so ATA employees know which vehicles to look for on site. It is important that ACT and HAP dispatch is entered the night before because it is an opportunity for the front office team to double-check tour departure times, return times, and total sold. If ACT/HAP's dispatch does not match what is in the app, ATA front office personnel should inform their manager so they can investigate this

discrepancy. The steps for entering ACT and HAP dispatch are listed below:

Step 1. Go to the Dispatch section of the app and select dispatch planner.

Step 2. Filter by Company. In the below example ACT dispatch is selected and being entered

Step 3. Now the phases must be entered. Each tour has multiple phases of transportation. For example, guests are picked up from the docks and guests are transported from the site back to the docks, that is two separate phases- departure and return. To add phases, click on the red modify icon on the far right.

Step 4. Disregard adding a vehicle or driver at this point. Instead click the type drop down and select an option. Unless otherwise specified by a manager, all combination tours go to their tour first and back afterwards. This example is whale first.

Step 5. Under phase 1 select departure, then click the check box Clone on the far right and update the record.

Now there are two identical records, but the second record should be a return or a transfer to the bake. All tours end either bake at the docks or at the bake.

Step 6. Click the modify button on the bottom record and adjust phase 1 to reflect a harbor to bake transfer.

This tour now has both phases and driver information can be entered.

Step 7. Click the add Others Tab on the top ribbon of the screen.

Step 8. Filter by ACT Dispatch and hit enter.

Step 9. Select the Grid Edit Button on the left side of the screen.

Step 10. Enter Driver name and bus number while being sure to cross check timing listed on ACT dispatch.



Step 11. Select Exit Grid edit.

Tour Logistics



Chapter 1

Tour Procedures

Chapter 2

Tour Descriptions

Chapter 3

Discounted Tours

Chapter 4

Cruise Lines, Tours
& Subsequent
Procedures



Chapter

1

Tour Procedures

Learning Objectives

- ✓ Gain understanding of tasks which need to be completed before passengers arrive
- ✓ Take ownership in the “all hands on deck” approach of Alaska Travel Adventures
- ✓ Learn role and responsibilities in order to conduct efficient operations

Introduction

Providing a high quality tour is the goal of ATA. This can be done with the cooperation of the staff and crew. It is important that the office staff have an understanding of tour operations so they can assist when complications arise. A general overview of tour logistics is listed in the following section.

Clock in & Pre Tour Procedures

Staff members should arrive a few minutes before the start of their shift in order 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 in order to complete all tasks on time.

Guides will be scheduled to arrive at the warehouse 1 hour prior to the start time of the first tour. Deckhands and captains will be scheduled to arrive at Statter Harbor 50 minutes prior to the start time of the first tour. Office staff will be scheduled to arrive 1 hour and 15 minutes prior to the first tour departure and stay at least 1 hour after the last bake arrival.

Tour Procedures

If guests booked directly through their ship, pickup will be arranged at their ship's respective docks. Transportation is provided by ATA, ACT and HAP. If a guest booked independently, transportation will be arranged at the base of the Goldbelt Tram. The tour time listed in the app is the departure time from these docks. All tour ETA's listed in the app include transportation time.

After guests are transported to the site, guides will take over with a safety briefing and getting guests outfitted for tour.

Clock Out & Post Tour Procedures

Once the tour is completed, guests will receive a snack and transportation will be provided back to the docks or to the Salmon Bake if it is a combination tour. After which guides will begin to either prepare for the next tour or begin closeout procedures.

All staff must record their start time using the ATAapp. All employees must complete all timekeeping steps including clocking in, clocking out, completing, and approving their shift by the end of the day. All hourly wage employees shall clock out each day. Employees shall clock out at the time they are scheduled as the schedule allows ample time to perform post-tour tasks. The ATAapp's "Clock Out" process involves three steps:

1. Clock Out of your shift and declare any breaks.
2. Complete Your Shift
3. Approve Your Shift.

It is the employee's responsibility to consistently clock in and clock out on time, complete, and approve their shift each day. Managers can make corrections, but consistent errors will not be tolerated and will be considered for the employee's bonus evaluation.



Chapter

2

Tour Descriptions

Learning Objectives

- ✓ Gain an understanding of all tours offered across multiple ports
- ✓ Have confidence answering general questions about all tours
- ✓ Develop of an understanding of tour logistics and operations

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 Tours

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.

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**

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 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. **Approx 1 ½ hours**, returns at leisure via shuttle bus.

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 49

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.

Gold Panning & Salmon Bake

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 Ore love 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)

Whale Watching Adventure

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. **3 ¾ hours**

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**

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 1/2 hours**

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 ice wall 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 1/4 hours**

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.

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 Tours

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, wild berry 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 1/2 hours**

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)

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.**

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 1/2 - 4 hours**

Sitka Tours

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 Tours

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 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 1/2 hours.**

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 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 1/2 -2 hours**

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

Enjoy a puppet show and earn your fortune planning 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! Guests 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 1/2 -3 hours**



Chapter

3

Discounted Tours

Learning Objectives

- ✓ Build field staff's depth of knowledge in content areas they will be delivering
- ✓ Gain an understanding of the various fauna of Juneau and SE Alaska

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 guests. 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 an 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 Lines, Tours and Procedures

Learning Objectives

- ✓ Build field staff's depth of knowledge on cruise lines.
- ✓ Understand how each cruise line has their own way of operating.
- ✓ Gain an understanding of how independent bus companies affect the 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



RoyalCaribbean
INTERNATIONAL

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 PANNEING & 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:**



Holland America Line®

Tour	Code	Transport	Special Instructions
GLACIER VIEW	JU14	ATA	
SEA KAYAKING			
GOLD CREEK SALMON BAKE	JU16	ATA	
HISTORIC GOLD MINING AND PANING ADVENTURE	JU17	ATA	
HISTORIC GOLD PANING 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



Great Customer Service



Chapter 1

The Ultimate ATA Staff Member

Hard Skills

Soft Skills

Knowledge

Employee Acknowledgment



The Ultimate Team Member

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.

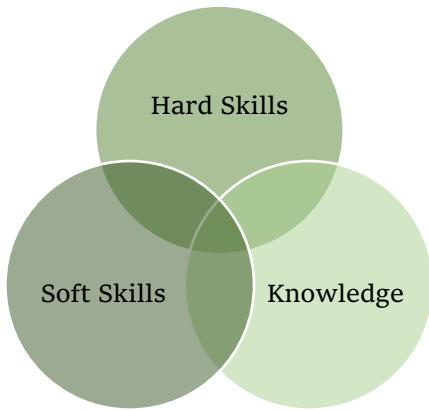
Introduction

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 is dedicated to providing 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 adventure staff members receive training and drill in rescue procedures including how to deal with a fire and man overboard procedures.

Radio Skills - All adventure 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 adventure 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 food service personnel receive training on proper food handling procedure and set-up of our tour camp areas.

Weather & Environmental Awareness - Due to the nature of operating in the Marine Environment, all

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 through the Procedures and Narrative Sections of 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 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.
- ✓ **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 has been 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 Juneau. 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 Juneau, 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 have an effect on 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; i.e. why Juneau receives the highest annual precipitation of any US city.

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 Juneau 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 Juneau area and how the size of an island can determine which type of wildlife it can support.

Native Cultures - A general understand 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, it's 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 that occupied the mouth of Juneau Creek and in terms of Western influence. 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 ATA Juneau Front Office Position. 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)

Kassie Haywood – Juneau Operations Manager

Jason Nicholls – Adventure Tours Manager

Todd Bristol – Juneau Transportation Manager (Juneau)

Ari Barajas – Customer Service 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)

Appendix B – Industry Terminology

ATA: Alaska Travel Adventures

ACT: Alaska Coach Tours (tour partner on multiple tour programs)

HAP: Holland America Princess (tour partner on multiple tour programs)

JT: Juneau Tours, third party wholesaler.

Voucher: Ticket collected by Dock Rep showing guest & tour information (name, tour, time). Particularly, tickets that collected at the Tram from OTC customers.

BOJ: Best of Juneau Tour includes Glacier/Whale/Bake. Operated in partnership with JT

Bake: Our Gold Creek Salmon Bake restaurant

ADA: American Disabilities Act (we have a few vehicles that are ADA compliant)

OTC: Over the Counter (any guest not booked directly through the cruise line)

Allotments: number of passenger spaces provided for a scheduled tour

All-Aboard: time guests must be back onboard their ship.

Blue Bus: Glacier Shuttle run by M&M tours.

Van: 12-14 passenger transportation

Bus: 24-48 passenger transportation

Coach: Motor coach usually 50 passengers maximum (HAP & ACT)

Canoe: Mendenhall Lake Canoe tour

Booth Sales: Tours sold by staff in dock booths.

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.

Captain: licensed mariner responsible for a vessel

Shore-X: Shore Excursion Manager – cruise line personnel who manage tour sales, tour departures & returns

Dock Rep: Our representative who meets Shore EX and coordinates tour departures on the dock.

CSR: Customer Service Representative and another term for Dock Representative

Tour Count: Number of passengers on tour

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.

Final Number: Number of guests that showed up to go on tour.

Crew: employee of a cruise line or tour operator

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.

Settlement: The form used by dock representatives to confirm ticket sales with Shore ex.

Dispatch: Office Transportation Operations

Douglas: Douglas Island

Tendering: When a cruise ship is on anchor, guests are brought in via tenders (small boats)

The Bridge: The Juneau-Douglas Bridge, connects Douglas Island with Juneau

Gastineau Channel: A channel between Juneau and Douglas Island

The Warf: Periwinkle Blue building on the waterfront, home of the Hangar restaurant.

The Whale: The statue/fountain of a breaching humpback whale by Douglas Bridge

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.

Cruise Ship Docks

Ship Docks (In order from farthest to closest to 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 – 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 D – Contact Information

Name/ Company Name	Description	Phone Number
HAP	Bus Company, Blue Uniforms	907-364-7234
ACT	Green Busses	907-209-0234
Ari	Dock Manager	734-218-3552
Louis	Transportation Manager	907-419-6396
Kassie	Front Desk	480-695-8293
Main Office	Main Office	907-789-0052

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 – 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**

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?

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