



## Code of Ethics

*A promise to our customers*

*To preserve the reputation of the destination; to promote tourism throughout Lancaster County; and to guide our actions in business, we hereby promise to abide by the PA Dutch Convention & Visitors Bureau Code of Ethics that values the following:*

- All members must provide a clean and well-maintained business and ensure that guests feel welcome and encourage them to return at a future date.
- Provide visitors with exceptional customer service to ensure customer satisfaction, information on other products, services and attractions when requested and treat all other members of the PA Dutch CVB courteously, ethically and professionally.
- Ensure familiarity with the Lancaster County attractions and the locations of the PA Dutch Country Visitors Center and the Lancaster Visitors Center.
- Handle all inquiries, requests, transactions, correspondence and complaints promptly and fairly, and abide by all applicable federal, state and municipal laws.
- Exercise truth in all promotional materials concerning business, services and/or amenities provided, including as applicable complete details on prices, cancellation policies and services at time of purchase and advise of changes in services, products or costs if and when they occur.
- Promotional material supplied to the PA Dutch CVB must be appropriate for all audiences. Refusal to display or publish a member's promotional material is at the discretion of the PA Dutch CVB.

It is the policy of the PA Dutch CVB to investigate all complaints that a member has acted in contravention of the PA Dutch CVB Code of Ethics including engagement by member businesses or their employees in acts of impropriety or the appearance of impropriety, or in any conduct that might adversely affect the well being and reputation of the PA Dutch CVB or prove detrimental to the goals of the PA Dutch CVB.

If it is determined that a member has so acted, membership in the PA Dutch CVB may be expelled. In accordance with our Bylaws:

*C. Any member may be expelled by a two-thirds vote of the Board for conduct prejudicial to or in conflict with the mission/vision, objectives or reputation of the Bureau as determined by the Board. Before any expulsion for such conduct, the Board shall hold a hearing to consider the expulsion. This hearing may be conducted at any regular or special meeting of the Board. The Board shall give to the member proposed for expulsion written notice at least ten (10) days prior to the meeting during which the hearing is to be conducted, advising the member of the reasons for the proposed expulsion and the time and place of the hearing.*