



Code of Ethics for Partners

As the Designated Marketing Organization (DMO) for the Hershey Harrisburg Region, Visit Hershey and Harrisburg (VHH) is a trusted resource for potential leisure, group and corporate visitors. Tourism is an economic driver for our partners, and as such, it is expected that we all will work toward the greater good of promoting tourism in the Hershey Harrisburg region.

For each partner that we promote, we must be assured that our staff members, guests, partners and stakeholders are treated fairly, professionally and with respect at all times. All facilities (attractions, hotels, restaurants, etc.) that we support must be professional and act in a manner that is consistent with the quality and reputation of the Visit Hershey & Harrisburg brand.

As an investing partner with VHH, it is expected that you and all members of your organization will abide by the following Code of Ethics:

- Enhance and preserve the reputation of the Hershey Harrisburg region.
- Promote and support tourism throughout our region.
- Provide a clean, safe and well-maintained business.
- Ensure that guests feel welcome and encourage them to return at a future date.
- Provide visitors with exceptional customer service and ensure customer satisfaction.
- Treat visitors, VHH employees, partners and stakeholders courteously, ethically and professionally.
- Positively portray VHH and all partner businesses in all communications/mediums, including Social Media.
- Encourage staff members to become familiar with other attractions throughout our region.
- Encourage staff to direct visitors to VisitHersheyHarrisburg.org or call our toll-free number: 877.727.8573.
- Handle all inquiries, requests, transactions and complaints promptly and fairly and comply with all applicable federal, state and local laws and regulations.

- Exercise truth in all communications and promotional materials, including complete pricing details, cancellation policies and services at time of purchase and advise of any changes in services, products or costs if and when they may occur.
- Promotional material supplied to VHH must be appropriate for all audiences. Refusal to display or publish a partner's promotional material is determined in the sole discretion of VHH.
- Provide payment to VHH and its business partners (i.e. Today Media) with timely payment for agreed-upon services or promotions/advertising.

VHH will investigate all complaints that a partner may have acted inconsistent with the Code of Ethics. This includes, by way of example, partners who may engage in acts of impropriety, that may create the appearance of impropriety or otherwise engage in any conduct or behavior that adversely affects the reputation of VHH. If a partner is found to have violated the Code of Ethics, they are subject to expulsion as provided for in the VHH By-Laws, Article IV, Section 4.3.