



## Visit Salt Lake Code of Business Practices

It is in the best interest of both Visit Salt Lake (VSL) and its members that visitors to Salt Lake are treated in a professional and client-focused manner. VSL members will safeguard the destination and promote tourism through membership with Visit Salt Lake. The VSL Code of Business Practices provides that members should embrace the following ethical business standards:

- Professionalism
  - Consistently honor all commitments, ensuring customer satisfaction through courteous and respectful business practices, treating customers with integrity and respect
- Excellence
  - Provide fair pricing and value in quality products and exceptional service
- Responsiveness
  - Resolve complaints fairly and quickly, and respond to VSL requests and inquiries in a timely manner
- Accountability
  - Provide a safe and family-friendly destination for all Salt Lake visitors and adhere to all city, state, and federal laws

The Code of Business Practices assures that membership with Visit Salt Lake is protected and enhanced so that all members may regard their membership with pride. Visit Salt Lake retains the right to reject or discontinue membership due to unbecoming conduct by a member, non-payment of dues, or for reasons that may be detrimental to Visit Salt Lake's goodwill, reputation, and/or goals of the organization.