



GMCVB Partner Code of Ethics

A promise to our visitors and clients:

To uphold a positive reputation of the destination; to promote tourism throughout Miami-Dade County; and to guide our actions in business, we hereby promise to abide by the Greater Miami Convention & Visitors Bureau Code of Ethics that values the following:

All partner businesses must provide a clean and well-maintained business and ensure that guests feel welcomed and encouraged to return at a future date.

Provide visitors with exceptional customer service to ensure customer satisfaction; be familiar with information on other products, services and attractions when requested and treat all other members of the GMCVB courteously, ethically and professionally.

Handle all inquiries, requests, transactions, correspondence and complaints promptly and fairly, and abide by all applicable federal, state and municipal laws.

Be truthful 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.

Refusal to display or publish a partner's promotional material is at the discretion of the GMCVB.

It is the policy of the GMCVB to investigate all complaints that a partner has acted against the GMCVB Code of Ethics including engagement by partner 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 GMCVB or prove detrimental to the goals of the GMCVB.

If it is determined that a partner has so acted, partnership with the GMCVB may be revoked.