

HOUSE BILL NO. 217

IN THE LEGISLATURE OF THE STATE OF ALASKA
TWENTY-FIFTH LEGISLATURE - FIRST SESSION

BY REPRESENTATIVES HOLMES, Ramras

Introduced: 3/22/07

Referred: House Special Committee on Economic Development, Trade, and Tourism, Judiciary

A BILL

FOR AN ACT ENTITLED

1 **"An Act relating to required onboard disclosures and displays about tours, flightseeing**
2 **operations, other shoreside activities, and visitors bureaus; and providing for an**
3 **effective date."**

4 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

5 *** Section 1.** AS 45.50.474(b) is amended to read:

6 (b) A person or other entity aboard a cruise ship conducting or making a sale
7 of tours, flightseeing operations, or other shoreside activities to be delivered by a
8 vendor or other entity at a future port of call shall disclose, both orally and in writing,

9 (1) the amount of commission or percentage of the total sale retained
10 or returned to the person making the sale; **the** [. THE] person or entity aboard a cruise
11 ship making or attempting to make a sale of services or goods provided by a shoreside
12 vendor shall disclose the address and telephone number of the shoreside vendor if
13 asked by a consumer; **or**

14 **(2) that an onboard sale is a paid promotion by a shoreside vendor**

1 **and that other alternatives may be available at a port of call; in addition, the**
2 **address, Internet website address, and telephone number of the visitors bureau at**
3 **each future port of call** [. ALL SUCH WRITTEN NOTICE OF DISCLOSURE]
4 shall be **prominently displayed in writing at the point of sale or otherwise**
5 **disclosed in writing at the point of sale** [IN A TYPE NOT LESS THAN 14-POINT
6 TYPEFACE AND IN A CONTRASTING COLOR CALCULATED TO DRAW
7 ATTENTION TO THE DISCLOSURE].

8 * **Sec. 2.** AS 45.50.474 is amended by adding a new subsection to read:

9 (e) A written notice of disclosure under (b)(1) or (2) of this section or a
10 written display under (b)(2) of this section must be in a type that is not less than 14-
11 point typeface and in a contrasting color calculated to draw attention to the disclosure.

12 * **Sec. 3.** This Act takes effect immediately under AS 01.10.070(c).