

## Doc Warner's – Alaska Adventures Q&A

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Q: Doc Warner's has announced a new initiative. What is it?

A: We have announced the Doc Warner's Alaska Adventures.

This is an expansion of the Doc Warner's Fishing lodge that enables guests to expand their opportunities to see and

appreciate Alaska. Doc Warner's now becomes the base from which your Alaska adventures begin



Q: Does this mean that Doc Warner's is getting out of the fishing business?

A: Definitely NOT! Fishing has been our core business and it will remain so. Our many fishing guests have helped us build a successful business around the concept of great fishing, being done the way the guest wants to do it. We are not abandoning that concept. In fact, this new initiative expands on that concept. Think of it like a restaurant that just expanded its menu. Not only are there more items, you can now order ala carte, too. It is a direct response to many requests from our wonderful guests

Q: What, besides the name, is changing?

A: You, as a guest of Doc Warner's, will now have much more to choose from to augment your fishing experience at Doc Warner's. In addition to fishing you'll be able to choose excursions that will help you better appreciate all that Alaska, especially Southeast Alaska, has to offer. AND, you'll be able to mix it with your fishing time in whatever manner best suits your specific interests and schedule

Q: How is this change good for the customer?

A: We are frequently asked, "What do you do when someone doesn't want to fish?" Or, "Do you have anything for my spouse to do while I fish? He or She doesn't want to be in the boat all the time." Now, there are many more reasons to bring your spouse. Also, we are regularly asked, "My wife will fish about 3 days with me, but no longer. Are there other things to do? Or do you offer shorter trips so I can bring her with me?" And, another request that often comes up is, "I just can't break away for a whole week [another version of this is, "I can't afford a whole week"] from work. Do you offer shorter trips?" Now, the answer to these questions is, "YES! We have shorter trips. We can tailor something that will fit your schedule."

Q: What kinds of offerings will be part of the "Alaska Adventures" concept?

A: You be able to choose familiar things like Tracy Arm; White Pass Railroad, Taku Glacier Lodge for dinner; glacier flight-seeing. In addition, we are adding several new "adventures." Among them will be bear watching; Glacier Bay cruise; ... All of these adventures can now begin from the lodge, or from Juneau, whichever best meets your specific needs or interests

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Q: How will all of this work when I want to make a reservation?

A: The reservation process will change somewhat, but it will remain a “one-stop” experience for you. Doc Warner's Travel will continue to be your source for arranging the entire trip. If you have worked with Peggy before you already know how thorough she is and how easy she makes it for our guests. We will explain the options available, you pick the ones you want and Peggy will make the arrangements for you. Our website will also contain a list of options. (<http://www.docwarners.com/tour.html> )

Q: What will be included in my basic Doc Warner's reservation?

A: Beginning with the 2012 season your basic reservation will cover your lodging and meals at the lodge, along with your transfers between Juneau and the lodge. Fishing, boat rental and excursions will be treated as “add-ons.” When you make your reservation you will be invited to plan your entire agenda at that time. You'll choose your fishing days; what excursion you plan to take; and the days you will do each. From that plan the Doc Warner's staff will make all the necessary reservation and confirm the final agenda with you.

Q: Will I be able to plan excursion after I am at the Doc Warner's lodge?

A: Yes. We will have someone at the lodge who can arrange excursions for you. Because space is limited, all excursions may not be available at that late date.

Q: Is all this going to cost me more? I mean, you have already announced pricing for 2012. Does that price only cover my board, room and transfers?

A: The pricing is being reworked for 2012. You will find that a 6-night stay at the lodge, along with 5 days of fishing (our current package) will price out very close to the previously announced prices. Depending on the options you choose, the price could actually be less. We have done our best to price “typical” configurations to be very close to the prices announced earlier.

Q: What will be the Doc Warner's cancellation and refund policy?

A: In the past, Doc Warner's has been very good about refunding money when a trip must be cancelled. While we will reserve the right to retain a deposit in extreme circumstances, our policy will remain to do full refunds wherever possible

Q. What about refunds on cancelled excursions?

A: The cancellations and refund policies may vary between excursion vendors. In general, if the reason for not taking the trip was outside the control of the guest, vendors do full refunds. However, this may not be the case with every vendor. As you book, please ask Peggy what she knows and how the vendor(s) you are interested in handle(s) cancellations

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Q: What happens if I can't fish on one of the days I have reserved?

A: If no guests can get out to fish on a particular day, Doc Warner's will refund the cost of the boat and fishing for that day, or add in another fishing day if your schedule permits. This only applies if the entire day is lost to fishing, and all guests are impacted to the same extent. Fees for partial day fishing will not be refunded. License fees, however, cannot be refunded under any circumstance.

Q: How stable are the prices you are announcing?

A: Doc Warner's has always done everything it could to avoid price changes during the season. Economic conditions have made this very challenging at times. We believe this new pricing structure will permit us to handle cost changes in a more granular manner and, hopefully, reduce or eliminate some of the pricing changes that might otherwise be necessary. Our history shows that we have tried to hold prices steady for more than one year. That will continue to be our objective.

Q: What about the other vendors you are working with? Will they hold their prices?

A: Like all good businessmen, they try to avoid anything (like price increases) that will drive customers away. Our experience with them has been very positive and we have not had to respond to mid-season adjustments with them. Nevertheless, they and we reserve the right to make such adjustments should economic conditions change dramatically.

Q: What would a typical agenda look like?

A: The reservation might have the following elements:

- Reserved for 6 night
  - 3 guests- 2 adults, 1 youth
  - 1 room in a cabin with shared bathroom facilities
- Boat reserved for 3 days
  - 1 18-footer
  - 1 crab pot
- Fishing tackle, processing and license for 3 days, each (2 fishing licenses)
- One Tenakee Springs excursion, each
- One Glacier Bay excursion, each

Q: In this scheme will all 3 people pay for the boat? And, will they all pay for the fishing?

A: Under the new pricing structure one guest will be charged the rental fee on the boat; each guest will be charged for fishing, (youth price will not include the cost of a fishing license since none is required). Also, each guest will be charged for the excursions.

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Q: Will the cost of the excursion be the same as if it was taken from Juneau?

A: Guests have the option of taking excursion BEFORE they come to the lodge, AFTER their time at the lodge has passed, or FROM the lodge. The price of the excursion will vary, depending on the point of origin. Some excursions may be less expensive when taken from Juneau. However, others may be less expensive when taken from the lodge. Check with our travel agent to get pricing for the excursions of your choice.

Q: What about single travelers? How will these new offerings affect them?

A: Certainly, traveling alone presents some challenges in the new offerings. With the excursions it will make no difference. However, in fishing it will be more challenging. The single angler will have the choice of fishing on his own, or of having us try to find a fishing group that would invite him into their boat. Doc Warner's has been dealing with this challenge for years and has been quite successful. However, we would be remiss if we didn't point out that there are considerations when coming to our lodge as a single angler.

Q: Traditionally, travel between Juneau and the lodge have been taken on the chartered catamaran. Will that continue to be the case with guests on short trips, those arriving or departing mid-week, and for excursions?

A: Normally, the catamaran is only available on the weekends. If that continues to be the case, mid-week travel will be either by float plane or by wheeled aircraft into the cannery. Excursions taken from the lodge will most often require scheduling flights. Such flights will be added to the price of the excursion, if they were not part of the original excursion.