

## Letter for First Mailing of Survey to Lodging Operators

Date

John Smith  
Company Name  
Address  
City, Hawaii 96XXX

Dear [Name],

We need your help to learn about the knowledge and opinions of commercial tour operators regarding the Hawaiian monk seal (*Ilio holo ikauaua*) and what information, if any, is being conveyed to clients. Your business is one of a select few across Hawai'i chosen to provide feedback to be used by planners developing education and outreach tools regarding human-seal interactions. The information will also be available to managers developing strategies for dealing with human-seal interactions.

Your input is very valuable. To make sure we gather information from a cross-section of the public, especially those who may have experience with human-seal interactions, we need to hear from you.

Enclosed is a questionnaire that should be completed by the day manager or if applicable, concierge. The survey takes about 15 minutes to complete, and does not require any special knowledge. We ask that the respondent consider each question and respond with their opinion. Please mark the appropriate box for each question and feel free to include any comments.

Identifying information (e.g. name and address) will be kept separate from the responses, and only the responses will be provided to researchers for analysis. The identification number on the back of the survey will allow us to confirm receipt of the questionnaire.

We would appreciate a response by [insert date]. A stamped, self-addressed envelope is provided for your convenience. Responses can also be faxed to (808) 356-0552. If you have any questions, please call or email Michelle Roberts (808) 356-0552, [mroberts@srgii.com](mailto:mroberts@srgii.com)

Thank you for your help.

Sincerely,

Michelle Roberts, Natural Resource Management Specialist  
Sustainable Resources Group Intn'l, Inc.