

A D V E N T U R E T O U R I S M

MARKET READY CRITERIA

DEPARTMENT OF TOURISM,
HERITAGE AND CULTURE
JUNE 2020

New Brunswick
Nouveau Brunswick
CANADA

#EXPLORE
NB

**Adventure Tourism
Market Ready Criteria**

**Department of Tourism, Heritage and Culture
June 2020**

Government of New Brunswick
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Nepisiguit Adventures

Outdoor Elements

Elmhurst Outdoors



INTRODUCTION

Adventure tourism market readiness criteria has been developed by the Department of Tourism, Heritage and Culture (THC), in consultation with industry, to determine if a product or experience is ready for visitation by the consumer. Market Readiness Criteria are used in the development of experiences, marketing materials (both print and electronic) and, to some degree, highway signage. All products and experiences must meet the appropriate criteria in order to receive exposure in any of the departments' marketing and sales initiatives.

Through the implementation of market readiness criteria, New Brunswick earns a reputation of delivering experiences that meet and exceed guests' expectations. This allows the province to be more competitive as it requires a minimum standard of quality vacation experiences.

Adventure tourism is an exciting and impactful way to explore and experience places that may often be remote and / or have an increased level of risk both to participants and guides. New Brunswick has a diverse mixture of landscapes allowing our tourism industry to develop innovative products and services for its guests. Visitors and residents alike want to experience our rich culture, natural landscapes and unique attractions. Our visitors are willing to pay for experienced professionals to guide and assist them on these experiences with the expectation that they will be kept safe while doing something amazing.

One of the reasons people enjoy Adventure Tourism is the excitement through the perception of risk involved in the activity. While the perceived risk is usually higher than the actual risk, it is essential that we are aware and minimize the actual risk involved in each activity. For this reason, specific Market Readiness criteria has been developed to ensure that operators are ensuring that the guest, environment and tourism industry are all protected.

This market-readiness criteria manual is an evolving document designed to communicate ongoing research and ever-changing consumer trends. All market readiness criteria will be reviewed by the department on an ongoing basis to ensure New Brunswick offerings consistently meet the consumers expectations and the needs of the tourism industry.

HOW TO USE THIS MANUAL



This manual provides information on market readiness standards for the adventure tourism industry. All activities, including those not listed in this manual, will be evaluated to determine market ready status. At the back of this manual, additional information may be found in the appendices that will define, in more detail, components of this manual.

A scoring tool will be used to determine if an operator achieves the market ready standard with a minimum overall score for each of the sections below. A total score of **80%** is required to achieve market ready status. Some sections require a score of **100%** to move forward in the evaluation.

This manual is divided into three basic sections:

Basic Criteria: refers to the minimum standards for all adventure tourism operators regardless of the activity.

Risk Management: requires the submission of all documents described in this section (some on an annual basis).

Activity-Specific Market Ready Standards: these individual standards apply to specific activities; only activities that an organization is offering will be assessed.

MAINTAINING MARKET READY STATUS

Following a successful assessment from a Product Innovation Officer, organizations will be required to confirm information such as website, email, contact persons, and provide proof of insurance on an annual basis.

A full review of all adventure activities will be conducted in person by a Product Innovation Officer every three years. New activities that are added to the business will require an assessment by a Product Innovation Officer before they are included in THC marketing and may result in a full assessment prior to the three years if the Product Innovation Officer deems it necessary.



BASIC CRITERIA

GENERAL



To be considered market-ready in the adventure tourism industry, the following criteria must be met. Market ready organizations are then eligible to participate in THC marketing and sales programs.

The organization must comply with all government and municipal by-laws and laws.

The organization has legal public access to site(s).

The organization has consistent hours of operation that are easily found on site and online.

The organization has an e-mail address and telephone number that is monitored year-round.

The organization is open 60 consecutive days per year.

ONLINE PRESENCE

An organization's online presence is as important as the physical presence. First impressions are formed based on first point of contact which in many cases is online. Organizations are encouraged to have a dynamic online presence and respond promptly to guests on social media.

The website is current.

The website is bilingual.

The website clearly states what guests should expect, washrooms, food, water, shelter, activity, clothing and or equipment required.

Active social media presence on at least one platform; is kept current.

The organization has claimed its Google listing and is responding to reviews.

The organization owns its TripAdvisor listing and is responding to reviews.

The physical requirements and limitations for guests are clearly stated.

Waivers can be viewed in advance online.

FOOD & BEVERAGE SERVICES

If food and beverage services are provided by the organization:

Staff that are handling food must receive safe food-handling certification training.

Practical use of safe food-handling practices is appropriate to food, location and environment.

Opportunity for guests to wash their hands (not only hand-sanitizer)

Sourcing local products is highly encouraged

Portions are appropriate for activity type, duration, and intensity

Has appropriate liquor license (if applicable)

SANITARY SERVICES

The type of washroom facilities, duration between washroom stops, is disclosed on website and is shared before the activity begins.

Pit toilets or portable toilets are used in high use areas

Facilities are clean and customer focused

All back-country waste disposal meets Leave No Trace® guidelines.





PRIVATE OPERATORS OFFERING SERVICES IN PROVINCIAL PARKS

The operator must have a signed concession agreement with the park(s) where the service is being provided and operate within the limits of that agreement.

All necessary permits and certifications are up to date and copies are available upon request from the park(s).

Comprehensive general liability insurance in an amount not less than five million dollars (\$5,000,000).

The Licensee's policies of insurance (the "Policies"), will include Her Majesty the Queen in Right of the Province of New Brunswick as an additional insured

LEAVE NO TRACE PRACTICES

All activities must be delivered with *Leave No Trace*® principles in mind. All staff should be able to educate guests directly or indirectly how to appropriately interact with the natural environment they are in.

Guests are encouraged to leave what they find

Everything that was packed in has been packed out

Grey water is disposed of appropriate to the environment

Black water is disposed of appropriate to the environment

RISK MANAGEMENT PLAN

All adventure tourism operations must have a written risk management plan that is reviewed annually. This comprehensive document will include insurance, waivers, first-aid training and emergency response procedures, evacuation routes, staff training, waivers and insurance. It is expected that all staff are familiar with the contents of the risk management plan specific to their role in it.

Risk Management plans should include:

Policy and Procedures

Operating parameters/conditions (weather, tides, human resources)

Communications

Training

Emergency Response Plan

Evacuation plan(s)

Training on additional or specialized equipment (if required)

Risk Assessment

WAIVERS

It is strongly recommended that all adventure tourism operators use waivers as part of their risk management plan. Waivers should be reviewed by a legal professional and operators should also consult with their insurance provider when developing said waiver. Waivers may be completed on paper or electronically and must be kept for a minimum of six years.



Components of a waiver should include:

- Assumption of risk
- Define risks
- Signature
- Witness

MOTOR VEHICLES

Businesses that transport more than eight passengers outside of a major municipal center as a stand-alone product must adhere to the regulations in the Motor Carrier Act and possess a motor carrier license.

Businesses that include transportation as part of the overall experience are exempt from this requirement.

INSURANCE

All adventure tourism operators must present proof of commercial liability insurance with a minimum per claim limit of three million dollars. Operators may be requested to provide proof of insurance at any time by request of THC. THC staff may follow up with your insurance provider at any time to confirm insurance is still valid.

All motorized vehicles used by the business must be registered, insured and comply with all government of New Brunswick legislation. In addition to one million dollars in liability, road vehicles carrying more than eight passengers but less than 20 must have an additional two million against loss or damage resulting from bodily injury to or death of one or more passengers. If carrying more than 15 passengers, carriers must carry a minimum of three million dollars. (MOTOR CARRIER ACT (O.C. 84-1079))

If operating on a provincially owned asset such as but not limited to a provincial park, please see the previous section about operating requirements in Provincial Parks.

LIMITS OF GENERAL LIABILITY	
Per Claim Limit	\$3,000,000
Bodily Injury	\$3,000,000
Property Damage	\$3,000,000
Personal and Advertising Injury Limit	\$3,000,000
Medical Expense Limit	\$10,000
Products – Completed Operations Aggregate Limit	\$3,000,000
Tenant's Legal Liability (any one premises)	\$3,000,000

FIRST-AID TRAINING GUIDELINES

All lead guides, traveling with guests on tours or providing instruction, must have the following training based on the location of activities. At lodge or basecamp, where staff may be left onsite with or without guests, a first-aid attendant must be present based on the following criteria. Some activities have specific first-aid training requirements. The higher of the two requirements will apply.

Assistant guides must have a minimum first-aid training level of one below the lead guide.

Less than one hour from a 24-hour emergency room hospital: Standard Workplace First-Aid and CPR for all staff are required.

More than one hour from a 24-hour emergency room hospital: Wilderness First-Aid (20hr) and CPR are required.

More than one day from a 24-hour emergency room hospital: Advanced Wilderness First-Aid (40hr) and CPR are required.

More than two days from a 24-hour emergency room hospital: Wilderness First- Responder (80hr) and Advanced (health care provider level) CPR are required.

Commercial Marine Vessels - engaged on a near-coastal voyage, class 2 or sheltered waters voyage: Basic Marine First-Aid.

Commercial Marine Vessels - engaged on a near coastal voyage, class 1 or unlimited voyage: Advanced Marine First-Aid.

Travel time from a 24-hour emergency room is measured from the furthest point of the guided trip taking into account the time required to apply first-aid and reduced travel speed to an ambulance / hospital. Due to the unique operating environments and activities, the level of first- aid training may differ from the above. For example: Due to the risk of being “storm stayed”, any multiday back-country activities on coastal waters requires a guide with a current Wilderness First-Responder certification.



ACTIVITY SPECIFIC MARKET READY STANDARDS

The following market readiness criteria must be met for all activities listed. Operators must have up to-date records for review at any time by THC staff. An overall score of 80% must be maintained to be market ready. If an activity is not listed here, please advise THC to allow for interim criteria to be set while work to fully develop the standards is complete.

GUIDED PADDLING ACTIVITIES

The following items are required for all paddling activities unless stated otherwise in the specific activity. Failure to comply with the *Mandatory Activity Requirements* will result in a failure to meet market ready status.

Mandatory Activity Requirements	Yes / No
Each person must wear a properly fitted government approved PFD.	
A manual bailing device per boat	
Each person has a sound signalling device	
15m of buoyant heaveable line per boat	
Complete and appropriate first-aid kit	

MOVING WATER CANOE

Guide to Client Ratio

Trip Classification	Solo	Tandem	Solo and Tandem	Maximum Group Size
Class R1 – R2	1:4	1:6	1:4	12 people

Moving Water Canoe Guide Skills

Water Classification	R1	R2	R3
Lead Guide	Paddle Canada Intermediate Moving Water Skills or equivalent Standard First-Aid and CPR	Paddle Canada Advanced Moving Water Skills or equivalent Advanced Wilderness First-Aid (40hr)	
Assistant Guide	Paddle Canada Intro Moving Water Skills or equivalent	Paddle Canada Intermediate Moving Water Skills or equivalent	

The following checklist outlines the recommended competency of guides and the equipment required for the activity. This is in addition to the mandatory items listed for all water activities. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide to guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Lead guide is a Whitewater Rescue Technician (WRTP) 24-hour course	
Operates within recommended conditions	
Each guide to carry navigational equipment	

Equipment Recommendations	Yes / No
All canoes are seaworthy and have positive buoyancy	
Minimum of one spare canoe paddle for every four people	
Pin Kit	
Emergency communication equipment appropriate to the environment (VHF, cell phone, sat phone)	
A comprehensive canoe and equipment repair kit	
Air bags used when paddling R3 and above.	
Helmets are worn by all participants R3 conditions and above	
Thermal protection is provided if water temperature is below 15°C and air temperature is below 20°C	

FLAT-WATER CANOE

Guide to Client Ratio

Trip Classification	Solo	Tandem	Solo and Tandem	Maximum Group Size
Class C0 – C1 (Equivalent on a lake)	1:6	1:12	1:6	16 people

Flat Water Canoe Guide Skills

Water Classification	C0 – C1
Lead Guide	Paddle Canada Lake Canoe Skills Intermediate Tandem or Solo Standard First-Aid
Assistant Guide	Paddle Canada Lake Canoe Skills Intro, Tandem or Solo

The following checklist outlines the recommended competency of guides and the equipment required for the activity. This is in addition to the mandatory items listed for all water activities. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide to guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Operates within recommended conditions	
Each guide to carry navigational equipment.	

Equipment Recommendations	Yes / No
All canoes are seaworthy and have positive buoyancy	
Minimum of one spare canoe paddle for every four people	
Emergency communication equipment appropriate to the environment (VHF, cell phone, sat phone)	
A comprehensive canoe and equipment repair kit (see appendix for example)	
Thermal protection is provided if water temperature is below 15°C and air temperature is below 20°C	



BIG CANOE

Guide to Boat Ratio

Trip Classification	Guide to Boat	Maximum Group Size
Class: C0 – C2	1:1	Based on boat manufacture specs

Big Canoe Guide Skills

Water Classification	C0 – C1	C2
Lead Guide	Paddle Canada Big Canoe Skills Intermediate Leader	Paddle Canada Big Canoe Skills Advanced Leader
Assistant Guide	Paddle Canada Big Canoe Paddler	Paddle Canada Big Canoe Skills Intermediate Leader

The following checklist outlines the recommended competency of guides and the equipment required for the activity. This is in addition to the mandatory items listed for all water activities. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide to guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Operates within recommended conditions	
Each guide to carry navigational equipment.	

Equipment Recommendations	Yes / No
All canoes are seaworthy and have positive buoyancy	
Minimum of one spare canoe paddle for every four people	
Minimum of two additional bailing buckets per boat	
Emergency communication equipment appropriate to the environment (VHF, cell phone, sat phone)	
A comprehensive canoe and equipment repair kit (see appendix for example)	
Three flares per guide (coastal only)	
Thermal protection is provided if water temperature is below 15°C and air temperature is below 20°C	

RIVER KAYAKING

Guide-to-Client Ratio

Trip Classification	Singles Only	Maximum Group Size
Class R1 – R2	1:4	12 people

River Kayak Guide Skills

Water Classification	R1	R2	R3
Lead Guide Level	Paddle Canada Intermediate River Kayak Skills or equivalent Standard First-Aid	Paddle Canada Advanced River Kayak Skills or equivalent Advanced Wilderness First-Aid (40hr)	
Assistant Guide	Paddle Canada Beginner River Kayak Skills or equivalent	Paddle Canada Intermediate River Kayak Skills or equivalent	

Water Classification	R1	R2	R3
Lead Guide Level	Paddle Canada Intermediate River Kayak Skills or equivalent Standard First-Aid	Paddle Canada Advanced River Kayak Skills or equivalent Advanced Wilderness First-Aid (40hr)	
Assistant Guide	Paddle Canada Beginner River Kayak Skills or equivalent	Paddle Canada Intermediate River Kayak Skills or equivalent	

The following checklist outlines the recommended competency of guides and the equipment required for the activity. This is in addition to the mandatory items listed for all water activities. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide-to-guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Lead guide is a Whitewater Rescue Technician (WRTP) 24-hour course	
Operates within recommended conditions	
Each guide to carry navigational equipment.	

Equipment Recommendations	Yes / No
All kayaks are seaworthy and have positive buoyancy	
Minimum of one full spare kayak paddle per guide	
Emergency communication equipment appropriate to the environment (VHF, cell phone, sat phone)	
A comprehensive kayak and equipment repair kit (see appendix for example)	
Spray-deck for each closed cockpit	
Pin Kit	
Helmets are worn by all participants	
Thermal protection is provided if water temperature is below 15°C and air temperature is below 20°C	

SEA KAYAKING

Guide-to-Client Ratio

Trip Classification	Doubles Only	Singles Only	Singles and Doubles	Maximum Group Size
Class C 0 -2 or R1	1:6	1:4	1:5	14 people
Class C3	1:5	1:4	1:5	12 people

Sea Kayak Guide Skills

Water Classification	C0	C1 / R1	C2	C3
Lead Guide Level	Paddle Canada Level 1 Sea Kayak Skills or equivalent		Paddle Canada Level 2 Sea Kayak Skills or equivalent Advanced Wilderness First- Aid (40hr)	Paddle Canada Level 3 Sea Kayak Skills or equivalent Wilderness First-Responder (80hr)
Assistant Guide	Paddle Canada Kayak Basic Skills or equivalent		Paddle Canada Level 1 Sea Kayak Skills or equivalent	Paddle Canada Level 2 Sea Kayak Skills or equivalent

The following checklist outlines the recommended competency of guides and the equipment required for the activity. This is in addition to the mandatory items listed for all water activities. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide-to-guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Operates within recommended conditions	
Towline per guide (readily accessible)	
Each guide to carry navigational equipment.	

Equipment Recommendations	Yes / No
Sufficient buoyancy to allow boats to be re-entered and paddled when awash	
Minimum of one full spare kayak paddle per guide	
Emergency communication equipment appropriate to the environment (VHF, cell phone, sat phone)	
A comprehensive kayak and equipment repair kit (see appendix for example)	
Capacity to receive marine weather info	
Three flares per guide (coastal only)	
Spray-deck for each closed cockpit	
Thermal protection is provided if water temperature is below 15°C and air temperature is below 20°C	

TOURING / COASTAL SUP

Guide-to-Client Ratio

Trip Classification	Guide to Guest	Maximum Group Size
Class C 0 -2 or R1	1:4	14 people
Class C3	1:4	12 people

SUP Guide Skills

Water Classification	C0	C1 / R1	C2	C3
Lead Guide Level	Paddle Canada Advanced SUP Skills or equivalent		Paddle Canada Touring 1 SUP Skills or equivalent Advanced Wilderness First Aid (40hr)	Paddle Canada Touring or surf 2 SUP Skills or equivalent Wilderness First Responder (80hr)
Assistant Guide	Paddle Canada Basic SUP Skills or equivalent		Paddle Canada Advanced SUP Skills or equivalent	Paddle Canada Touring or surf 1 SUP Skills or equivalent

The following checklist outlines the recommended competency of guides and the equipment required for the activity. This is in addition to the mandatory items listed for all water activities. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide-to-guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Operates within recommended conditions	
Towline per guide (readily accessible)	
Each guide to carry navigational equipment.	

Equipment Recommendations	Yes / No
All SUPs are intact with no sharp edges, broken fins or cracks	
Minimum of one full spare kayak paddle per guide	
All boards have leashes	
Emergency communication equipment appropriate to the environment (VHF, cell phone, sat phone)	
A comprehensive SUP and equipment repair kit	
Capacity to receive marine weather info	
Three flares per guide (coastal only)	
Thermal protection is provided if water temperature is below 15°C and air temperature is below 20°C	

MOVING WATER SUP

Guide-to-Guest Ratio

Trip Classification	Guide to Guest	Maximum Group Size
Class C 0 -2 or R1	1:4	12 people
Class R2- R3	1:4	12 people

SUP Guide Skills

Water Classification	C0	C1/ R1	R2	R3
Lead Guide Level	Paddle Canada Advanced SUP Skills or equivalent		Paddle Canada River 1 SUP Skills or equivalent Advanced Wilderness First-Aid (40hr)	Paddle Canada River 2 SUP Skills or equivalent Advanced Wilderness First- Aid (40hr)
Assistant Guide	Paddle Canada Basic SUP Skills or equivalent		Paddle Canada Advanced SUP Skills or equivalent	Paddle Canada River 1 SUP Skills or equivalent

The following checklist outlines the recommended competency of guides and the equipment required for the activity. This is in addition to the mandatory items listed for all water activities. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide-to-guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Operates within recommended conditions	
Towline per guide (readily accessible)	
Lead guide is a Whitewater Rescue Technician (WRTP) 24-hour course	
Each guide to carry navigational equipment.	

Equipment Recommendations	Yes / No
All SUPs are intact with no sharp edges, broken fins or cracks	
Minimum of one full spare kayak paddle per guide	
All boards have leashes	
Emergency communication equipment appropriate to the environment (VHF, cell phone, sat phone)	
A comprehensive SUP and equipment repair kit	
Capacity to receive marine weather info	
Helmets are worn by all participants	
Thermal protection is provided if water temperature is below 15°C and air temperature is below 20°C	

TUBING / DOWN-RIVER SWIMMING

Guide to Guest Ratio

Trip Classification	Guide to Guest	Maximum Group Size
Class R1	1:8	12

The following checklist outlines the recommended competency of guides and the equipment required for the activity. This is in addition to the mandatory items listed for all water activities. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide-to-guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Operates within recommended conditions	
Lead guide is a Whitewater Rescue Technician (WRTP) 24-hour course	
Each guide to carry navigational equipment.	

Equipment Recommendations	Yes / No
All tubes are intact with no leaks	
Helmets are worn by all down-river swimming participants	
Emergency communication equipment appropriate to the environment (VHF, cell phone, sat phone)	
A comprehensive repair kit	
Capacity to receive marine weather info	
Thermal protection is provided if water temperature is below 15°C and air temperature is below 20°C	

OTHER WATER-BASED ACTIVITIES

WATER CRAFT RENTALS

Water Classification	C0	C1 / R1	R2 / C2
Customer experience level	Little to no experience		Should be able to prove competency

When equipment is being rented either by the hour, day or week, the following actions must be taken. This includes all of the water related activities listed in this document. Canoes, kayaks, SUPs, tubes, water bikes / paddle boats, etc.

The following checklist outlines the recommended competency of guides and the equipment required for the activity. This is in addition to the mandatory items listed for all water activities. A minimum score of 80% is required for a pass.

Recommended Rental Staff Competencies	Yes / No
Rental staff provide a pre-trip safety talk.	
Rental staff can provide basic instruction as needed.	
Operates within recommended conditions.	
A clear rental policy is available and agreed to in writing.	

Equipment Recommendations	Yes / No
Rental equipment is clean and in good working condition.	
A float plan is completed for each rental which includes <ul style="list-style-type: none"> - Who rented - What did they rent - When it went out and when it will return - Where is the equipment going (route) 	
All SUP rental boards have leashes	
Thermal protection is provided / available if water temperature is below 15°C and air temperature is below 20°C	

Rental Locations	Yes / No
Equipment is rented for use on lakes or slow-moving rivers.	
Equipment is rented for use on class 2 rivers or below.	
Equipment is rented for use on tidal waters in protected coves and non-commercial harbours.	
Generally, equipment rentals on the Bay of Fundy are not recommended.	

BOAT TOURS

THC follows the direction of Transport Canada and specifically the Marine Act to determine market ready status. All vessels and personnel must meet or exceed the requirements laid out in this act. Below are the Transport Canada requirements that THC will be looking at:

Insurance: Operator has sufficient insurance minimum of \$250,000.00 per passenger

Waiver Exception: Waivers are not required for vessels according to the Marine Liability Act.

Passenger Vessel Inspection Requirements	Less than 15 Gross tonnes	Over 15 Gross tonnes
12 Passengers or Less	Blue Decal Program	Annual Safety Inspection Certificate
12 Passengers or More	Annual Safety Inspection Certificate	Annual Safety Inspection Certificate

Training Requirements	Under 8 meters and no more than 6 passengers	Less than 5 gross tonnes	Over 5 Gross tonnes
Training level of the "Captain"	PCOC	SVOP, MEDA2, Marine First-Aid	Captain's papers, MEDA2, Marine First- Aid
Training Requirements of the Crew		MEDA2	MEDA2



MARINE WILDLIFE VIEWING

Under the Canadian Marine Mammal Regulations, the disturbance of whales is strictly prohibited. Summary convictions carry a fine of up to \$100,000, a prison term not exceeding 12 months, or both. Indictable convictions carry fines up to \$500,000, prison terms of up to 24 months, or both.

Diving or swimming constitutes an approach and falls under the same guidelines and regulations. All water craft and boating activities are subject to these regulatory measures.

Single Vessel Viewing	Yes / No
Stays a minimum of 200 meters from rookeries and refuges.	
Does not approach marine wildlife within 100 meters	
Operates at a speed of no more than six knots when marine wildlife is present.	
Operates at no more than four knots when viewing a whale	
Maintains a steady course when wildlife is present (no abrupt changes)	
Reduced noise levels (horns, music, depth sounders, fish finders, shouting)	
If vessel is unexpectedly within 100 meters of whales, engines are shut off.	
No more than 30 minutes spent with whales when within 100 meters.	
Does not approach any marine wildlife with newborns.	
No feeding of wildlife	
Slowly approaches and departs from the side of the whale	
Does not position in the path of the whale	
Does not separate or chase any group or individual whale	
Does not approach resting whales	

Multiple Vessel	Yes / No
Avoids encircling whales	
Coordinates with other operators	
No more than four vessels viewing at any time (kayaks, canoes, SUPs follow group size for one guide = one vessel)	



LAND-BASED ACTIVITIES

DAY HIKING

Guide to Guest Ratio

Trip Classification	Class 1 Trail Guide to Guest	Class 2 Trail Guide to Guest	Class 3 Trail Guide to Guest	Maximum Group Size
Summer	1:12	1:10	1:8	24 people
Spring/ Fall	1:10	1:10	1:8	
Winter	1:8	1:8	1:4	

The following checklist outlines the recommended competency of guides and the equipment required for the activity. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Lead guide has OCC Field Leader (hiking)	
Follows guide to guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Trained in Leave No Trace®	
Trained in lost person	

Equipment Recommendations	Yes / No
Each person has a sound signalling device	
Complete and appropriate first-aid kit	
Emergency communication equipment (cell phone, sat phone)	
A comprehensive equipment repair kit	
Each guide to carry navigational equipment	
All guests have a headlamp available to them (after dark only)	

MULTI-DAY BACKPACKING

Guide to Guest Ratio

Trip Classification	Class 1 Guide to Guest	Class 2 Guide to Guest	Class 3 Guide to Guest	Maximum Group Size
Summer	1:8	1:8	1:6	24 people
Spring/ Fall	1:8	1:8	1:6	
Winter	1:6	1:4	1:4	

The following checklist outlines the recommended competency of guides and the equipment required for the activity. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Has OCC Field Leader (hiking) with overnight module	
Has Advanced Wilderness First-Aid (40hr)	
Follows guide to guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Trained in Leave No Trace®	
Trained in lost person	
Is able to start a fire in wet conditions	
Is able to build improvised shelters	

Equipment Recommendations	Yes / No
Each person has a sound signalling device	
Complete and appropriate first-aid kit	
Emergency communication equipment (cell phone, sat phone)	
A comprehensive equipment repair kit	
Each guide to carry navigational equipment.	
All guests have a headlamp	
Has the ability to make potable water more than one way (boiling, filtering, chemical)	
An emergency shelter such as a tarp is carried by the group.	
A complete participant equipment list is provided to all guests in advance of the trip.	



CYCLING TOURING

Guide to Guest Ratio

Trip Classification	Daylight Guide to Guest	After Dark Guide to Guest	Maximum Group Size
Summer	1:12	1:10	24 people
Spring/ Fall	1:10	1:10	
Winter	1:8	1:8	

The following checklist outlines the recommended competency of guides and the equipment required for the activity. A minimum score of 80% is required for a pass.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide-to-guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Trained in Leave No Trace®	
Guides have reflectors on their clothing	

Equipment Recommendations	Yes / No
Each person has a sound signalling device	
Complete and appropriate first-aid kit	
Emergency communication equipment (cell phone, sat phone)	
A comprehensive equipment repair kit.	
Each guide to carry navigational equipment.	
All guests have a headlamp available to them (after dark only).	
All bicycles are in good working order.	
All bicycles go through a pre-trip inspection that includes gear shifting and brake function.	
All bicycles are equipped with lights and reflectors if cycling after dark.	
All bicycles are equipped with a bell or other sound signaling device.	
All riders wear an appropriately fitting bicycle helmet.	
Support vehicle is available to collect riders and bikes if needed.	

MOUNTAIN / CROSS-COUNTRY BIKING / FAT BIKING

Guide to Guest Ratio

Trip Classification	Daylight Guide to Guest	After Dark Guide to Guest	Maximum Group Size
Summer	1:10	1:8	24 people
Spring/ Fall	1:10	1:8	
Winter	1:8	1:6	

The following checklist outlines the recommended competency of guides and the equipment required for the activity. A minimum score of 80% is required for a pass.



Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections	
Has Advanced Wilderness First-Aid (40hr)	
Follows guide-to-guest ratios	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Trained in Leave No Trace®	
Guides have reflectors on their clothing	

Equipment Recommendations	Yes / No
Each person has a sound signalling device	
Complete and appropriate first-aid kit	
Emergency communication equipment (cell phone, sat phone)	
A comprehensive equipment repair kit	
Each guide to carry navigational equipment.	
All guests have a headlamp available to them (after dark only)	
All bicycles are in good working order	
All bicycles go through a pre-trip inspection that includes gear shifting and brake function.	
All bicycles are equipped with lights and reflectors if cycling after dark.	
All riders wear an appropriately fitting bicycle helmet	
Support vehicle is available to collect riders and bikes if needed.	

ROCK CLIMBING / REPELLING / ICE CLIMBING

Any outdoor rock or ice climbing on natural surfaces.

	Guide to Rope Ratio	Maximum Group Size
Top Rope	1:1	12
Sport	1:1	

The following checklist outlines the recommended competency of guides and the equipment required for the activity. A minimum score of 80% is required for a pass. Reminder that if a hike to and from the climb site is more than 500m, then the hiking criteria must also be followed.

Recommended Lead Guide Competencies	Yes / No
Lead guide meets all training requirements outlined above and in previous sections.	
Lead guide has participated in an outdoor anchor-building course.	
Follows guide-to-rope ratio.	
Lead guide delivers pre-trip safety talk.	
Lead guide is able to provide instruction as needed.	
Trained in Leave No Trace®.	
Lead guide has at least four years of climbing experience.	

Equipment Recommendations	Yes / No
Completes and logs daily pre-use inspections of all climbing equipment	
All logs are filed and can be viewed upon request	
Complete and appropriate first-aid kit	
Emergency communication equipment (cell phone, sat phone)	
All climbers and belayers wear an appropriately fitting climbing helmet	
All guests have a headlamp available to them (after dark only)	
Where a managed or owned climbing venue exists, daily, weekly, monthly and annual maintenance and inspection logs are kept and available upon request.	
All climbers and staff wear an appropriately fitting climbing harness	
Equipment must adhere to manufacturer-suggested use and expiration date.	

INDOOR / ARTIFICIAL SURFACE ROCK CLIMBING

Any indoor or outdoor rock or ice climbing on artificial surfaces.

	Guide to Rope Ratio
Top Rope	1:1
Sport	1:1
Auto Belay	1:4

The following checklist outlines the recommended competency of guides and the equipment required for the activity. A minimum score of 80% is required for a pass.

Recommended Guide / Staff Competencies	Yes / No
Staff receive regular in-service training in addition to all training requirements above.	
Follows guide-to-rope ratio	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Trained in Leave No Trace®	

Equipment Recommendations	Yes / No
Completes and logs daily pre-use inspections of all climbing equipment	
All logs are filed and can be viewed upon request	
Complete and appropriate first-aid kit	
Emergency communication equipment (cell phone, sat phone)	
Daily, weekly, monthly and annual maintenance and inspection logs are kept and available upon request.	
All climbers and staff wear an appropriately fitting climbing harness (if applicable)	
Equipment must adhere to manufacturer suggested use, maintenance and expiration date.	

ZIP LINES / AERIAL ADVENTURE COURSES

This refers to any artificial climbing structure indoor or outdoor that has been built for the purpose of providing adventure tourism experiences. This includes zip lines, adventure courses, via ferrata, guided or self-guided experiences, and rock-climbing walls.

The following checklist outlines the recommended competency of guides and the equipment required for the activity. A minimum score of 80% is required for a pass. Reminder that if a hike to and from the climb site is more than 500m, then the hiking criteria must also be followed.

Recommended for all Aerial Adventure Courses / Zip Lines	Yes / No
Has been inspected by a third party that is an accredited member in good standing of ACCT or other internationally-recognized standards body for Aerial Adventure/Amusement parks.	

Recommended Lead Guide Competencies	Yes / No
Manager has completed a minimum of Level 2 practitioners certification	
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide-to-rope ratio	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Trained in Leave No Trace®	
Lead guide has at least four years of climbing experience.	

Equipment Recommendations	Yes / No
Completes and logs daily pre--use inspections	
All logs are filed and can be viewed upon request	
Provides regular in-house training for staff	
Complete and appropriate first-aid kit	
Emergency communication equipment (cell phone, sat phone)	
All climbers and belayers wear an appropriately fitting climbing helmet	
All climbers and staff wear an appropriately fitting climbing harness	
All guests have a headlamp available to them (after dark only)	
Has regular third-party inspections completed at least once annually by an accredited member of the Association of Challenge Course Technology (ACCT) and or other internationally-recognized standards program.	

APPENDIX

COASTAL / TIDAL WATER CLASSIFICATION

Class C0: Non-challenging protected waters with limited wind effect, little or no current, easy landings, and ready access to land-based assistance. Wind and sea state is calm to rippled (< 8knots or 14kmh)

Class C1: Gentle non-challenging protected waters with mild wind effect (0 -11 knots or 20kmh), little or no current, easy landings and ready access to land-based assistance. Sea state is calm to light chop.

Class C2: Moderately exposed coastline with frequent easy landing opportunities and short crossings. Moderate potential wind effects (12 – 19 knots or 35kmh), surf of less than one meter and a combined sea state of less than one metre, gentle to moderate non-turbulent currents and light surf beaches. Short delays in access to land-based assistance should be expected.



Class C3: Exposed water, with more committing crossings, and any combination of the following: moderate to strong currents with turbulence, moderate to strong wind (12-19 Knots or 35kmh), ocean swells and combined sea state near one meter with occasional rough sea state. Difficult but frequent landings, surf-beaches with surf up to one meter, and delays in access to land-based assistance can be expected.

Class C4: Long committing crossings, uninhabited, rugged and exposed coast, strong turbulent currents, strong wind (near 20 knots or 37kmh), large swells with a combined sea state of one metre or more with a moderate to rough sea state, exposed surf beaches, infrequent and sometimes difficult landings present significant challenges for individual safety and group management. Significant delays in access to land-based assistance can be expected.

MOVING WATER / RIVER CLASSIFICATION

Class R1: Easy. Smooth water; light riffles; clear passages, occasional sand banks and gentle curves. The most difficult problems might arise when paddling around bridges and other obvious obstructions.

Class R2: Moderate. Medium-quick water; rapids with regular waves; clear and open passages between rocks and ledges. Maneuvering required. Best handled by intermediates who can maneuver canoes and tread water.

Class R3: Moderately difficult. Numerous high and irregular waves; rocks and eddies with passages clear but narrow and requiring experience to run. Visual inspection required if rapids are unknown. Open canoes without flotation bags will have difficulty. These rapids are best left to canoeists with expert skills.

Class R4: Difficult. Long and powerful rapids and standing waves; souse holes and boiling eddies. Powerful and precise maneuvering required. Visual inspection mandatory. Cannot be run in canoes unless the craft is decked or properly equipped with floatation bags. Advance preparations for possible rescue work important.

Class R5: Extremely difficult. Long and violent rapids that follow each other almost without interruption. River filled with obstructions. Big drops and violent currents. Extremely steep gradient. Even reconnoitering may be difficult. Rescue preparations mandatory. Can be run only by top experts in specially equipped white-water canoes, decked craft, and kayaks.

Class R6: Extraordinarily difficult. Paddlers face constant threat of death because of extreme danger. Navigable only when water levels and conditions are favorable. This violent whitewater should be left to paddlers of "Olympic" ability. Every safety precaution must be taken

OCC HIKING TERRAIN MATRIX

Risk Factor	Class 1	Class 2	Class 3
Time to additional resources at road or lodge	No more than 3 hrs	Multiple days but no more than 8 hours	No limit
Fall Exposure	Easily managed or avoidable.	Fall hazard exists but manageable consequence.	Short sections with unavoidable & serious consequences, but can be managed without a rope.
Technical Difficulty	Smooth & Easy. Sections of unstable footing are short & isolated.	Talus and loose footing, some rough sections, trails may be poorly maintained.	Use of hands may be required. May be sustained sections of unstable footing
Fresh Water	Mid- calf deep for slow moving and ankle deep for fast moving with no downstream hazards	Hip deep for slow moving and knee for fast moving with no downstream hazards.	Waist deep for slow moving and crotch deep for fast moving
Tidal Water	Gently sloping and non-slippery intertidal zone. No rogue waves	Surge channels and tidal entrapment easily avoided. Moderate wave hazard may exist. Moderately sloping. Some slipping hazard.	Surge channels, tidal entrapment and wave hazards may be present. Steeply sloping, rocky and slippery intertidal zone.
Weather Exposure	Generally sheltered, or easy retreat to sheltered area	May be exposed but can retreat to sheltered area within 45 minutes	Exposed areas with difficult or no retreat.
Navigation	On trails, or untracked with natural boundaries and/or handrails, may require simple map.	Simple route choices. May require a map, compass and/or GPS.	Complicated navigation, difficult route finding with minimal landmarks, requires map and compass and/or GPS.

HIKING / CLIMBING GRADES:

Class 1: Walking, on an established trail.

Class 2: Hiking, up a steep incline, possibly using your hands for balance.

Class 3: Climbing a steep hillside, moderate exposure, a rope may be carried but not used, and hands are used in climbing. A short fall could be possible.

Class 4: It is steeper yet, exposed and most people use a rope due to the potential of long falls.

Class 5: Climbing is technical and belayed roping with protection is required. It is not for a novice. Any fall from a Class 5 could be fatal.

Class 5 sub-categories

Climbs are rated by the hardest move on the route. A person who is a solid 5.8 climber theoretically should be able to climb through the crux (the hardest part of the climb) on any route rated 5.8 regardless of the type of rock or area they climb.

Unfortunately, climbs are not rated by a committee of climbers so a particular climb can be off as much as a letter grade or more.

5.1–5.4: A steep section that has large handholds and footholds. Suitable for beginners.

5.5–5.8: Small footholds and handholds. Low-angle to vertical terrain. Beginner to intermediate rock-climbing skills required.

5.9–5.10: Technical and/or vertical and may have overhangs. These hard climbs require specific climbing skills that most weekend climbers can attain.

5.11–5.12: Technical and vertical and may have overhangs with small holds. Dedicated climbers may reach this level with lots of practice.

5.13–5.15: Strenuous climbing that's technical and vertical and may have overhangs with small holds. These routes are for expert climbers who train regularly and have lots of natural ability.



6.0: Can't be free climbed. Devoid of hand and footholds, the route can only be aid-climbed. An added rating of A1 through A5 further designates difficulty level.

ICE CLIMBING GRADES

WI2 - low-angled (60 degree consistent ice), with good technique can be easily climbed with one ice axe. Grades beyond this generally require the use of two ice tools.

WI3 - generally sustained in the 60-70 degree range with occasional near-vertical steps up to 4 metres

WI4 - near-vertical steps of up to 10 metres, generally sustained climbing requiring placing protection screws from strenuous stances

WI4+ - highly technical WI4.

WI5 - near-vertical or vertical steps of up to 20 metres, sustained climbing requiring placing multiple protection screws from strenuous stances with few good rests

WI5+ - highly technical WI5

WI6 - vertical climbing for the entire pitch (e.g. 30-60 metres) with no rests. Requires excellent technique and/or a high level of fitness

WI6+ - vertical or overhanging with no rests, and highly technical WI6

WI7 - sustained and overhanging with no rests. Extremely rare, near-mythical, and widely accepted test piece examples of this grade don't exist in the Canadian Rockies

FIRST-AID KITS

Kit Contents:

First-aid kits must be adapted based on activity, weather, location and size of group. Below is the minimum standard under the NB Occupational Health and Safety Act (O.C. 2004-471)

1 standard first-aid manual (English and French)

1 record book and pen or pencil

1 pair of stainless-steel scissors (140 mm)

1 pair of tweezers

1 variety pack of safety pins

24 sterile adhesive strip bandages (size to be determined by nature and hazard of work)

12 sterile gauze pads (various sizes depending on the nature and hazard of work)

2 rolls of sterile gauze bandage (75 mm × 9 m)

2 rolls of elastic bandages (7.5 cm)

4 sterile compress dressings (100 mm × 100 mm)

6 triangular bandages (1 m)

2 rolls of adhesive tape (25 mm × 9 m)

4 burn dressings (various sizes depending on the nature and hazard of work)

6 abdominal dressings individually wrapped (20 cm × 25 cm)

12 antiseptic cleansing towelettes individually wrapped (14 cm × 19 cm)

6 individual packages of sugar

1 container of antiseptic disinfectant for the skin (not iodine)

1 water soluble burn treatment (55 g tube or more)

6 pairs of disposable gloves (latex or vinyl)

1 face shield with a one-way valve (disposable)

1 package of cotton tipped applicators

12 hand wipes or 1 bottle of hand cleaner

1 shock blanket

Several puncture-resistant plastic bags

PIN KIT CONTENTS

Pin kits are designed for rescue/ removal of pinned watercraft in white water conditions. It is highly recommended that before purchasing the items listed below that guides receive certification on swift water rescue from a nationally recognized organization.

2 standard carabiners

2 locking carabiners

Rope rated for 2400 lb

15' of 1 inch tubular webbing

2 6' lengths of 5mm prussic

REPAIR KITS

Repair kits are not standardized and often unique to the activity, location, environment, and specific equipment being used. For example, one sea kayak guide may carry a fiberglass boat patch kit where another may carry a plastic repair kit. Guides and business should take time and evaluate what is needed to repair items in the field and prioritize based on size and weight restrictions

As part of most skills training programs, examples of what should be included in repair/ emergency kits are covered specific to the activity.



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