

FISH AND HUNT TOURISM MARKET READY CRITERIA



DEPARTMENT OF TOURISM,
HERITAGE, AND CULTURE



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INTRODUCTION

Fish and hunt 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 to receive exposure in any of the departments' marketing and sales promotions.

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.

Fish and hunt tourism is an exciting and impactful way to explore and experience areas 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 unique and amazing.

One of the reasons people enjoy fish and hunt 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 we are aware of and minimize the actual risk involved in each activity. For this reason, specific Market Readiness criteria have been developed so operators can ensure guest, the environment, and the 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 Document

This document provides information on market readiness standards for the fish and hunt tourism industry. All activities, including those not listed in this manual, will be evaluated to determine market ready status.

This manual is divided into three basic sections:

- **Basic Criteria:** refers to the minimum standards for all fish and hunt 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 Tourism Development 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 fish and hunt activities will be conducted in person by a Tourism Development Officer every two years. New activities that are added to the business will require an assessment by a Tourism Development Officer before they are included in Tourism Heritage and Culture marketing and may result in a full assessment prior to the two years if the officer deems it necessary.

BASIC CRITERIA

General

To be considered market-ready in the fish and hunt tourism industry, the following criteria must be met. Market ready organizations are then eligible to participate in Tourism, Heritage, and Culture marketing and sales programs.

- Provide a fish and/or hunt tourism product offered in New Brunswick
- Maintain good standing and compliance with all applicable licenses, insurance, government/municipal by-laws, and legislative requirements (ie: applicable departmental acts and regulations). The fish and hunt sector specifically must adhere to and meet all requirements of the Fish and Wildlife Act and any other acts referenced within the Fish and Wildlife Act.
- Have legal public access to site(s)
- Maintain consistent hours of operation that are easily found on site and online
- Have an e-mail address and telephone number that are monitored year-round
- Provide on-site parking or be located close to properly appointed parking areas that are accessible to the site
- Provide visible signage to location and/or clear detail and appropriate directions to the agreed upon location
- All guides must have a current Guide I (Professional Guide License) and adhere to the regulations of being professional guide under the Fish and Wildlife Act

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.

- The website is representative of current offering
- 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 is aware of and has claimed any applicable sites offering public reviews and feedback (Google, Trip Advisor, Book Your Hunt, Guidefitter, etc.)
- The physical requirements and limitations for guests are clearly stated
- Waivers can be viewed in advance online
- Link to an up-to-date and user-friendly online booking system (if applicable)



Food and Beverage Services

If food and beverage services are being provided by the organization:

- Staff that are handling food must receive safe food-handling certification training
- Sourcing local products is highly encouraged
- Have appropriate liquor license (if applicable)

Sanitary Services

- The accessibility and type of washroom facilities, as well as duration between washroom stops, is disclosed on website and is shared before the activity begins
- Facilities are cleaned daily and maintained as needed
- All back-country waste disposal meets [Leave No Trace®](#) guidelines

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

All fish and hunt 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, and staff training. 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:

- Insurance policy and coverage details
- 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

Information on how to create a risk management plan can be found [here](#).



Waivers

It is encouraged that all fish and hunt 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

Motorized Vehicles

Anyone operating a motorized vehicle and/or watercraft must have all applicable licenses and registrations. Vehicles must meet safety and inspection requirements and be maintained in safe, operating order.

Insurance

All fish and hunt tourism operators must present proof of commercial liability insurance specific to the fish and hunt sector with a minimum per claim limit of five 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.

** These limits of liability are recommendations set by THC. If an outside regulating body or program that the operator is participating with requires a higher amount, the operator must comply.*

First-Aid Training Guidelines

All lead guides, travelling 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

HUNT

Guided Excursions Involving Firearm, Bow, or Crossbow

The following items are required for all activities involving a firearm, bow, or crossbow 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
All participants must have the required license to possess a firearm	
All areas, where applicable, of the Canadian Firearms Act are followed and adhered to	
All firearms and ammunition are stored in separate secure locations when not in use	
Safety checks on firearms are performed before and after use	
Where appropriate, a safe area is provided for clients to test firearms, bows, and/or crossbows prior to hunting	

Land-Based Guided Excursions

Single-day

The following checklist outlines the competency expected of guides and the equipment required for the activity.

Lead Guide Competencies	Yes/No
Lead guide verifies all participants' documentation for bearing of firearms, bow, or crossbow prior to hunt	
Lead guide verifies all participants' licenses prior to hunt	
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide to guest ratios	
Delivers pre-trip safety talk	
Is able to provide instruction as needed	
Trained in Leave No Trace®	
Carries and is able to use navigational equipment	

Equipment Requirements	Yes/No
All hunters and staff wear an appropriately fitting climbing harness when hunting elevated stands.	
Adequate number of sound signaling devices available for all participants	
Complete and appropriate first-aid kit	
Emergency communication equipment appropriate to the location of the fish/hunt (cell phone/sat phone)	
Comprehensive equipment repair kit	
Navigational equipment for all guides	
Adequate number of headlamps or flashlights available for all participants	

Multi-day

The following checklist outlines the competency expected of guides and the equipment required for the activity.

Lead Guide Competencies	Yes/No
Lead guide verifies all participants' documentation for bearing of firearms, bow, or crossbow prior to hunt	
Lead guide verifies all participants' licenses prior to hunt	
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide to guest ratios	
Delivers pre-trip safety talk	
Is able to provide instruction as needed	
Trained in Leave No Trace®	
Carries and is able to use navigational equipment	
Has advanced Wilderness First Aid (40hr)	
Is able to start a fire in wet conditions	
Is able to build improvised shelters	



Equipment Requirements	Yes/No
Adequate number of sound signaling devices available for all participants	
Complete and appropriate first-aid kit	
Emergency communication equipment appropriate to the location of the fish/hunt (cell phone/sat phone)	
Comprehensive equipment repair kit	
Navigational equipment for all guides	
Adequate number of headlamps or flashlights available for all participants	
Equipment and ability are available to make potable water more than one way (boiling, filtering, chemical)	
An emergency shelter or tarp	
A complete participant equipment list is provided to all guests in advance of the trip	

FISH

Guided Angling Excursions

The following items are required for all angling 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
All guides and participants have the applicable licenses and permits	
All areas, where applicable, of the fish regulations summary are adhered to	
Safety checks on gear and vessels performed before and after use	

Land-Based Angling Excursions

Single-day

The following checklist outlines the competency expected of guides and the equipment required for the activity.

Lead Guide Competencies	Yes/No
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Lead guide verifies all participants' licenses for participating in angling activities	
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide to guest ratios	
Delivers pre-trip safety talk	
Is able to provide instruction as needed	
Trained in Leave No Trace®	
Carries and is able to use navigational equipment	

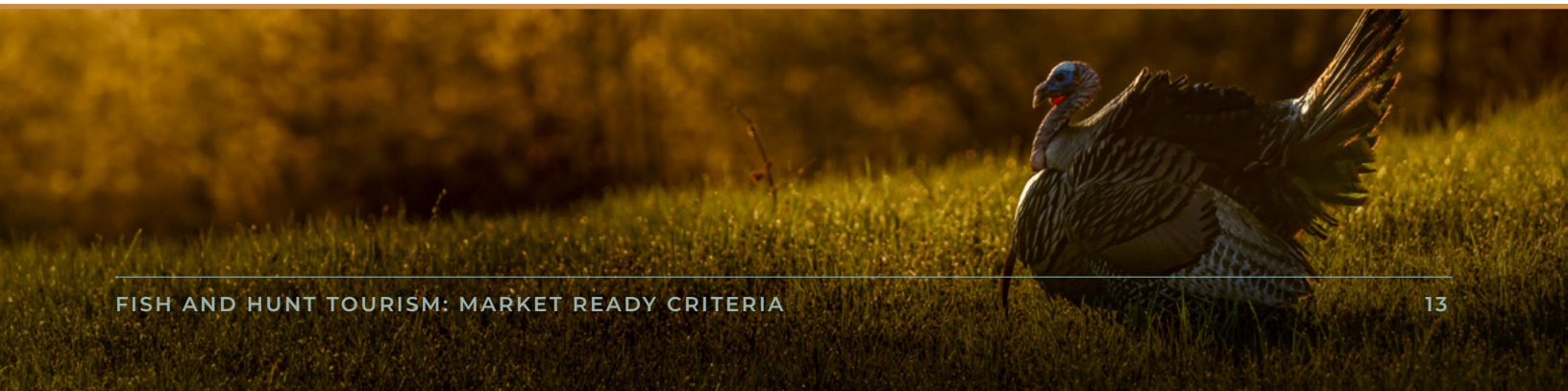


Equipment Requirements	Yes/No
Adequate number of sound signaling devices available for all participants	
Complete and appropriate first-aid kit	
Emergency communication equipment appropriate to the location of the fish/hunt (cell phone/sat phone)	
Comprehensive equipment repair kit	
Navigational equipment for all guides	
Adequate number of headlamps or flashlights available for all participants	

Multi-day

The following checklist outlines the competency expected of guides and the equipment required for the activity.

Lead Guide Competencies	Yes/No
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Lead guide verifies all participants' licenses for participating in angling activities	
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide to guest ratios	
Delivers pre-trip safety talk	
Is able to provide instruction as needed	
Trained in Leave No Trace®	
Carries and is able to use navigational equipment	
Has advanced Wilderness First Aid (40hr)	
Is able to start a fire in wet conditions	
Is able to build improvised shelters	



Equipment Requirements	Yes/No
Adequate number of sound-signaling devices available for all participants	
Complete and appropriate first-aid kit	
Emergency communication equipment appropriate to the location of the fish/hunt (cell phone/sat phone)	
Comprehensive equipment repair kit	
Navigational equipment for all guides	
Adequate number of headlamps or flashlights available for all participants	
Equipment and ability are available to make potable water more than one way (boiling, filtering, chemical)	
An emergency shelter or tarp	
A complete participant equipment list is provided to all guests in advance of the trip	

Guided Excursions That Include 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 an emergency sound signaling device	
15m of buoyant heavable line per boat	
Complete and appropriate first-aid kit	

Flat Water Canoe

Flat Water Canoe Guide Skills

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



The following checklist outlines the competency expectation of guides and the equipment required for the activity.

Lead Guide Competencies	Yes/No
Lead guide meets all training requirements outlined above and in previous sections	
Follows guide to guest ratio	
Lead guide delivers pre-trip safety talk	
Lead guide is able to provide instruction as needed	
Lead guide only conducts operations during reasonable weather conditions	
Each guide carries navigational equipment	

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

Guided Activities Involving Roofed Accommodations

In the event that a guided excursion involved an overnight stay at a roofed accommodation such as a lodge, cabin, or other applicable housing, the accommodation must adhere to all above basic criteria as well as the Accommodations Market Readiness Criteria.

APPENDIX

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 flotation 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.



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 ft of 1 inch tubular webbing
- 2 6 ft lengths of 5 mm prussic

Repair Kits

Repair kits are not standardized and often unique to the activity, location, environment, and specific equipment being used. 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.



FISH AND HUNT TOURISM: MARKET READY CRITERIA

Department of Tourism, Heritage, and Culture
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Government of New Brunswick
P. O. Box 6000
Fredericton, New Brunswick
E3B 5H1
Canada