

Market Readiness Criteria

Market-Readiness Criteria are developed by the Department of Tourism, Heritage and Culture (THC) to determine if a product is ready for visitation by the consumer. They are used in development of experiences, listings on the Tourism New Brunswick website, and highway signage. All products and experiences must meet the appropriate criteria to receive exposure in any of the departments marketing 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 a result of offering an assured standard of quality vacation experiences to guests.

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 on an ongoing basis by the department to ensure New Brunswick offerings consistently meet the consumers expectations and the needs of the tourism industry.

Basic Criteria

General

To be considered market ready, the following criteria must be met. Market ready organizations can then be 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 digitally
- The organization has an e-mail address and telephone number that is monitored year-round.
- Must have suitable on-premise signs (interpretive and directional).
- Must be open to the public.
- Must provide on-site parking or be located close to properly-appointed parking areas that are accessible and visible from the site.

Online Presence

An organization's online presence is almost 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 organization's website is current.
- Social media presence is current on at least one platform.

- The organization has claimed its Google listing, owns its TripAdvisor page and are responding to reviews.
- The physical requirements and limitations for guests are clearly stated.
- The website clearly states what guests should expect, washrooms, food, water, shelter, activity, clothing and or equipment required.
- Waivers can be viewed in advance online (if applicable).
- **Food & Beverage Services**
- **If food and beverage is provided by the organization:**
- Staff handling food have received safe food handling certification training.
- Safe food handling practices used as much as possible based on location and environment.
- Sourcing local products is highly encouraged
- Portions are appropriate for activity type, duration, and intensity
- Has appropriate liquor license (If applicable)

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 operating 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)

Adventure

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

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 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 current.
- The organization has claimed its Google listing and are responding to reviews
- The organization owns its Trip Advisor listing and are 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 are appropriate to food, location and environment.
- Opportunity for guests to wash their hands is provided (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 are 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 operating 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)

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 natural environment that 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:

- Evacuation plan(s)
- Operating parameters/conditions (weather, tides, human resources)
- Communications
- Additional or specialized equipment (if required)

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 6 years.

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 must be registered, insured and comply with all government of New Brunswick legislation. In addition to one million in liability, road vehicles carrying 20 passengers or less 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 fifteen 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, the province of New Brunswick is listed as insured and a certificate is provided on an annual basis.

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 based must be present based on the following criteria.

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.

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 risk of being “storm stayed” any multi day back country activities on coastal waters require 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.

Water Based Activities	Activity Score %
Moving Water Canoe	
Flat-Water Canoe	
Big Canoe	
River Kayaking	
Sea Kayaking	
Touring / Costal SUP	
Moving Water SUP	
Tubing/ Down River Swimming	
Water Craft Rentals	
Marine Wildlife Viewing	
Land Based Activities	
Hiking	
Cycling Touring	
Mountain/ Cross Country Biking	
Rock Climbing/ Repelling / Ice Climbing	
Zip Lines / Aerial Adventure courses	
Snowmobile /ATV	
Average Score	

Water Activities

The following items are required for all water based 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 PFDs.	
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

Client to Guide 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 Level	Paddle Canada Intermediate Moving Water Skills or equivalent	Paddle Canada Advanced Moving Water Skills or equivalent	
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 outline in 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 4 people	
Pin Kit	
Emergency communication equipment appropriate to the environment (VHF, cell phone, sat phone)	
A comprehensive canoe and equipment repair kit (see appendix ___ for example)	
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

Client to Guide 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 Level	Paddle Canada Lake Canoe Skills Intermediate Tandem or Solo
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 outline in 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 4 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

Client to Guide 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 Level	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 outline in 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 4 people	
Minimum of 2 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)	
3 flares per guide (costal only)	
Thermal protection is provided if water temperature is below 15°C and air temperature is below 20°C	

River Kayaking

Client to Guide 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	Paddle Canada Advanced River Kayak Skills or equivalent	
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 outline in 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

Client to Guide 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	Paddle Canada Level 3 Sea Kayak Skills or equivalent
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 outline in 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	
3 flares per guide (costal 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 / Costal SUP

Client to Guide 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	Paddle Canada Touring or surf 2 SUP Skills or equivalent
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 outline in 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	
3 flares per guide (costal only)	
Thermal protection is provided if water temperature is below 15°C and air temperature is below 20°C	

Moving Water SUP

Client to Guide 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	Paddle Canada River 2 SUP Skills or equivalent
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 outline in 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

Client to Guide 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 outline in 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	

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 a 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.	

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 200 meters	
Operates at a speed of no more than 6 knots when marine wildlife is present.	
Operates at no more than 4 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 200 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 4 vessels viewing at any time (Kayaks, canoes, SUPs follow group size for 1 guide = 1 vessel)	

Land Based Activities

Hiking

Client to Guide 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 outline in 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®	
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)	

Cycling Touring

Client to Guide 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 outline in 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 break 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

Client to Guide 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 outline in 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 break 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 outline in 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 4 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	

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
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 outline in 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 4 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

Costal/ 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 then 1 meter and a combined sea state of less then 1 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 1 meter with occasional rough sea state. Difficult but frequent landings, surf-beaches with surf up to 1 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 1 metre or more with a moderate to rough sea state, exposed surf beaches, infrequent an sometimes difficult landings whid present significat 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. classification

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 read 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

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 up a steep hillside; a rope is not normally used.

Class 4: Exposed climbing, following a ledge system for example. A rope would be used to belay past places where a fall could be lethal.

Class 5: This is where technical rock climbing begins. A three point stance (Two hands and a foot or two feet and a hand) is needed. A rope and protection are needed to safeguard a fall by the person leading. Any unprotected fall from a class 5 climb would be harmful if not fatal. Class 5 climbs are subdivided into categories to give more detail.

5.0-5.4: Climbing up a ramp or a steep section with good holds.

5.5-5.7: Steeper, more vertical climbing, but still on good holds. These routes are also easily protected.

5.8 +/- Vertical climbing on small holds. A + means that the climbing is more sustained like a 5.9, but the route would still be considered a 5.8. If you see a – after the 5.8 rating it means that

the climb only has one or two moves like a solid 5.8 would have, but more resembles a 5.7. The + and – are becoming outdated and most guide books have discontinued their use.

5.9 +/- This rating means that the climb might be slightly overhung or may have fairly sustained climbing on smaller holds. With practice the beginning climber can climb in the 5.9 range quickly and with confidence.

5.10 a, b, c, d Very sustained climbing. A weekend climber rarely feels comfortable in this range unless they do go EVERY weekend or has some natural talent. The difference between a 5.10 b and a 5.10 c is very noticeable. Most likely the climbs are overhung with small holds and are sustained or require sequential moves.

5.11 a, b, c, d This is the world of the dedicated climber. Expect steep and difficult routes that demand technical climbing and powerful moves.

5.12 a, b, c, d The routes in this range are usually overhanging climbs requiring delicate foot work on thin holds or long routes requiring great balance on little holds.

5.13 a, b, c, d If you can climb upside down on a glass window, these climbs are right up your alley.

5.14 a, b, c, d These climbs are among the hardest in the world.

5.15 a This is as hard as climbing gets, folks. Keep in mind that very few climbers can actually climb at this level, although Spiderman eats these climbs for breakfast.

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 at. That is the theory anyway. 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. Having said that, the majority of climbs you will do will be right on the money.

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 x 9 m)
- 2 rolls of elastic bandages (7.5 cm)
- 4 sterile compress dressings (100 mm x 100 mm)
- 6 triangular bandages (1 m)
- 2 rolls of adhesive tape (25 mm x 9 m)
- 4 burn dressings (various sizes depending on the nature and hazard of work)
- 6 abdominal dressings individually wrapped (20 cm x 25 cm)
- 12 antiseptic cleansing towelettes individually wrapped (14 cm x 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.

Authentic Products or Experiences

- The experience or product must represent the local history, culture, heritage and/or cuisine.
- The experience or product must be unique and specific to the province as a whole and/or an area of the province.
- The experience or product must offer the guest an unparalleled New Brunswick experience.
- Tourism Business must be in operation for a minimum of one year.
- The experience or product must meet the interests of Tourism, Heritage and Culture's targeted market segmentation, the three EQ Types: The No-Hassle Travelers, The Authentic Experienter, The Cultural Explorer.

Beaches

- Must have beach access.
- Must be open at least 90 consecutive spring/summer/fall days a year.
- Must have liability insurance.

Swimming Beaches

- Must have: Change house, Washroom, Parking, Food services, Showers, Picnic area, and Sandy beach.

Dunes and Discovery Beaches

- Must have: Beachcombing, Unique Plants/Flowers, Wildlife Viewing.

Botanical Garden

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Tourism business must be in operation for a minimum of one year.

- Must have liability insurance.
- Must present thematic exhibitions or thematic outdoor landscaping.
- Must have a wide variety of plants, shrubs and flowers.
- Must provide interpretation activities in one of the following forms:
 - Guided tours or demonstrations given upon request five days per week, and/or according to a set schedule (day, time) that is posted at the main entrance to the establishment;
 - A combination of guided tours given upon request and a minimum of interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.) are provided when no guide is available;
 - Self-guided visits at the site arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.).
- The primary purpose of the garden is not to sell products.

Company Tour (commercial or manufacturing enterprise, plant tour)

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- The company must have a tourism mandate to educate clients and increase their understanding of the company's production or manufacturing activities.
- Personnel must be assigned to receive guests and provide animation or interpretation services.
- A reception, interpretation, or animation area must be setup at a fixed location and must be identified with a panel.
- Interpretation activities must be provided in one of the following forms:
 - Guided tours or demonstrations must be offered upon request five days per week, and/or according to a set schedule (day, time) that is posted at the main entrance to the establishment;
 - A combination of guided tours must be given upon request and a minimum of interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.) must be provided when no guide is available;
 - Self-guided visits must be offered at a site that is arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.).

Culture

Art Gallery, Art Centre

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Tourism business must be in operation for a minimum of one year.

- Must have liability insurance.
- The operation's main activity must be to show art to the public.
- Must have descriptive pamphlets and interpretive panels present.
- Must be recognized by the Department of Tourism, Heritage and Culture.

Artisans (Studios)

- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- Must be a New Brunswick resident currently pursuing a career as an art professional.
- Must be juried or acknowledged by a recognized art organization in New Brunswick.
- Must provide retail shopping opportunity in the studio that promotes and sells New Brunswick arts and craft-related products.
- Must be open consistent days in spring/summer/fall.
- Must allow for opportunities to see artisan at work.
- Must be recognized by the Department of Tourism, Heritage and Culture.

Covered Bridges

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Must have liability insurance.
- Scenic beauty, attractiveness and/or vistas on site or nearby that provide superior viewing and photographic opportunity.
- The access road or highway to the covered bridge must safely and conveniently accommodate two-wheel-drive vehicles with standard clearances to be considered for designation. Access roads must accommodate, wherever feasible, bicycle and pedestrian travel and must safely accommodate conventional motor coach tour buses.
- Historic quality – the covered bridge must be in its original location and the construction materials are of such historic significance that they educate the viewer and stir an appreciation for the past.

Cultural, Heritage or Historic Site

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- The facility must be recognized by the department of Tourism, Heritage and Culture.
- Interpretation activities must be provided in one of the following forms:
 - Guided tours or demonstrations must be available upon request five days per week, and/or according to a set schedule (day, time) that is posted at the main entrance to the establishment;
 - A combination of guided tours must be given upon request and a minimum of interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.) must be provided when no guide is available;

- Self-guided visits at the site are arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.).

Festivals and Events

- Festivals and Events are operational for a minimum of one year.
- Must have liability insurance.
- Must participate in marketing efforts in the region.
- Must have a welcoming infrastructure (tent or building).
- Must have a plan in place for programming in inclement weather.
- Whenever possible, should focus on local area.

Indigenous Cultural Tourism

Indigenous Tourism Association of Canada national guidelines for Market-Readiness:

- Operate for a minimum of two years and able to be reached 24-hours a day, 365 days a year by website, phone, fax or e-mail (not to directly speak to someone but to have access to information and able to leave messages, send bookings, etc.).
- Return phone and email messages within 24 hours during standard business hours.
- Has a working website where visitors can obtain key information on operating hours, location and how to get there (i.e. Google Maps links).
- If offering an outdoor, adventure or winter-based experience, then have alternate plans if there is bad weather.
- If the experience requires special equipment or training these are provided, such as life jackets, safety equipment, camping equipment, etc.

Market-ready businesses also require the following:

- Confirm with the government if you need to register with HST
- Comply with the health and safety regulating agency in your region and industry sector to cover Canadian Occupational Health and Safety, food and safety councils, Workplace Hazardous Material Information System (WHMIS), Workman's Safety Insurance Board (WSIB), etc.
- Ensure all other operating licenses and permits required to operate tourism experience are in place.
- Working with the public means you need to be prepared for accidents, with a well-stocked first aid kit and staff trained in first aid.
- Liability insurance is a mandatory requirement of most travel trade partners. A minimum of \$2 million liability is standard, with some sectors, like adventure tourism, requiring \$3 million.

For more information, please visit IndigenousTourism.ca

Interpretation Centre and Ecomuseum™

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- The facility's main mission must be to educate guests and increase their awareness of a specific subject.
- The Ecomuseum™ site must comply with the rules and regulations of the Ecomuseum™ network.
- Interpretation activities must be provided in one of the following forms:
 - Guided tours or demonstrations must be available upon request five days per week, and/or according to a set schedule (day, time) that is posted at the main entrance to the establishment;
 - A combination of guided tours must be given upon request and a minimum of interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.) must be provided when no guide is available;
 - Self-guided visits at the site must be arranged for interpretation purposes, containing detailed and comprehensive interpretation material (interpretive panel, audio-visual materials, exhibitions, etc.).

The facility must be mentioned in a regional or sectorial guest guide.

Museum

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- The museum must house a collection of objects that are classified and arranged in such a way as to educate and inform the public.
- The museum must be recognized by the Department of Tourism, Heritage and Culture.
- Interpretation activities must be provided in one of the following forms:
 - Guided tours or demonstrations must be available upon request five days per week and/or according to a set schedule (day, time) that is posted at the main entrance to the establishment;
 - A combination of guided tours must be given upon request and a minimum of interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.) must be provided when no guide is available;
 - Self-guided visits at the site must be arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.).

Performing Arts Theatre (infrastructure)

- Must be in operation for a minimum of one year.
- Must have liability insurance.
- Must be an organization that encourages, promotes, plans, organizes, provides and/or develops arts-related opportunities.
- Must be established in New Brunswick and regularly feature one of the following disciplines:

- Theatre
- Film
- Music
- Dance
- Must produce a programming guide for the upcoming year or season.

Summer Theatre (performing arts)

- Must be in operation for a minimum of one year.
- Must have liability insurance.
- The theatre must have performances set in a specific location (playhouse, tent).
- Theatre performances must be presented for at least two weeks in the summer.
- Programming must be offered according to a set schedule (days and times).

Fishing

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- Fishing equipment must be available for on-site and walk-in clients.
- Must meet Transport Canada's safety standards.
- Vessels must be Coast Guard Approved.
- Safety equipment must be available where appropriate.
- Guides must have all applicable training associated with product offered and be recognized by a credible organization.
- Must respect Fisheries Act, where applicable.

Food & Beverage

Breweries, Cideries, Distilleries and Wineries

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- Must be licensed under the New Brunswick Liquor Control Act.
- Producers must be an authorized agent permitted to sell products which are manufactured by them in New Brunswick.
- Interpretation activities must be provided in one of the following forms:
 - Guided tours or demonstrations must be available upon request five days per week, and/or according to a set schedule (day, time) that is posted at the main entrance to the establishment;

- A combination of guided tours must be given upon request and a minimum of interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.) provided when no guide is available;
- Self-guided visits at the site must be arranged for interpretation purposes, containing detailed and comprehensive interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.).

Farmer's Market

- Must be open at least one day a week in spring/summer/fall during the year.
- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- Must offer local specialties including local agri-food products such as fruits, vegetables, baked goods, plants, flowers and other unique or interesting products.
- Must be open regular hours during the summer months with scheduled time and place.
- Must have sufficient amount of reliable volunteers and/or staff.

Sugar Bush

- Must be in operation for a minimum of one year.
- Must have liability insurance.
- Must offer a tasting of maple products that are sold on site.
- Clients must have access to syrup-making facilities.
- Interpretation activities must be provided in one of the following forms:
 - Guided tours or demonstrations must be available upon request five days per week, and/or according to a set schedule (day, time) that is posted at the main entrance to the establishment;
 - A combination of guided tours must be given upon request and a minimum of interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.) must be provided when no guide is available;
 - Self-guided visits at the site must be arranged for interpretation purposes, containing detailed and comprehensive interpretation material (interpretive panel, audio-visual materials, exhibitions, etc.).

Downhill Skiing

- Must be open at least 90 consecutive winter days a year – January, February and March (conditional on snow; weather conditions may apply).
- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- Must have at least eight groomed trail runs with two levels of difficulty.
- The vertical drop must be more than 100 metres.
- Must have available to rent at least 10 sets of equipment for walk-in clients.
- Must have a certified ski patrol.
- Must have a ski school on site with qualified instructors.

Geographical attraction (viewpoint or a view of a natural phenomenon)

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Must have liability insurance.
- The site must be arranged in such a way as to provide a vantage point or a view of a natural phenomenon.
- Interpretative panels or brochures must be provided to help guests to understand the specific features of the site.

Golf Courses

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Must have liability insurance.
- Golf courses must be members of Golf New Brunswick (Golf NB).
- The course must be open to the public five days per week, with no obligation for walk-in clients.

Lighthouses

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- Attractiveness of lighthouse and /or light station as a tourism destination and offers photography opportunity.
- Historical /cultural significance (note: it is preferred that the authentic lighthouse be in its original location.)

Marinas

- Must be located within 5 km of laundry and shower facilities.
- Must be open at least 90 consecutive spring/summer/fall days a year.
- Must be in operation for a minimum of one year.
- Must have liability insurance.
- Basic services (fuel, boat ramp) must be provided and made available to everyone.
- 5% of berths must be reserved for visiting craft.
- Should provide electrical hook-up.
- Must hold all relevant Provincial and /or Federal government licenses.

Parks

- Must be open at least 90 consecutive spring/summer/fall days a year.

- Must be in operation for a minimum of one year.
- Must have liability insurance.
- Must be open to the public from dawn to dusk.
- Must provide potable water on-site.
- Must provide garbage and recycling containers on-site.
- Must provide picnic tables and/or picnic shelters on-site.

Roadside Attractions

- Must be representative of the culture, cuisine and/or history of the area.
- Must be in good repair.
- Must be safe for guest to stop and discover.

Spas

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Tourism business must be in operation for a minimum of one year.
- Must have liability insurance.
- Must hold a valid license with the Cosmetology Association of New Brunswick and therefore comply with the associated Act and By-Laws.
- The centre must provide a variety of packages or tailor-made services on site (massage therapy, hydrotherapy, algo therapy, etc.) with or without accommodation.
- There must be at least three treatment rooms.
- Personnel assigned to beauty care and massage therapy must have completed a specialized training course recognized by a professional association.
- Clients must be provided with a cloakroom, showers and lounge.
- If the Spa is located in an accommodation establishment:
 - The accommodation must be NB Eligible;
 - The entrance to the Spa must be indicated on a sign or poster;
 - A reception area and waiting area must be available to walk-in clients.

Walking Trails

- Linear trails should have parking at start and finish of trail.
- Must be open at least 90 consecutive spring/summer/fall days.
- Tourism infrastructure must be in operation for a minimum of one year.
- Must have liability insurance.
- Must offer wildlife-viewing opportunities along the trail.
- Must be attractive as a tourism destination. Scenic beauty and vistas along the trail must exist which provide superior viewing and photographic opportunities.
- Absence of motorized vehicles on trail.
- Must provide a trail map at least for consultation.

Wildlife Observation Centre of Birdwatching Site

- Must be open at least 90 consecutive spring/summer/fall days a year.
- Must be in operation for a minimum of one year.
- Must have liability insurance.
- Guests must be informed and requested to follow environmental practices to protect the wildlife and its habitat.

Wildlife Observation Centre

- Interpretation activities must be provided in one of the following forms:
 - Guided tours or demonstrations must be available upon request five days per week, and/or according to a set schedule (day, time) that is posted at the main entrance to the establishment;
 - A combination of guided tours must be given upon request and a minimum of interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.) must be provided when no guide is available;
 - Self-guided visits at the site must be arranged for interpretation purposes, containing detailed and comprehensive interpretation material (interpretive panel, audio-visual materials, exhibitions, etc.).

Birdwatching Sites

- Must be appropriate for observing wild birds in nature.
- Must provide trails and observation stations.
- If guided tours are provided, the tour schedule must be posted at the entrance to the site or at the guest reception area.

Zoo

- Entity must be in operation for a minimum of one year.
- Must have liability insurance.
- Indigenous and exotic animals must be kept in captivity and shown to the public for educational, recreational, scientific or tourism purposes.
- Interpretation activities must be provided in one of the following forms:
 - Guided tours or demonstrations must be available upon request five days per week, and/or according to a set schedule (day, time) that is posted at the main entrance to the establishment;
 - A combination of guided tours must be given upon request and a minimum of interpretation materials (interpretive panel, audio-visual materials, exhibitions, etc.) provided when no guide is available;
 - Self-guided visits at the site must be arranged for interpretation purposes, containing detailed and comprehensive interpretation material (interpretive panel, audio-visual materials, exhibitions, etc.).
- Animals must be treated in respect to the five freedoms:
 - Freedom from thirst, hunger and malnutrition.
 - Freedom from discomfort.
 - Freedom from pain, injury and disease.
 - Freedom to express normal behavior.
 - Freedom from fear and distress.

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