



Aquila’s Sustainability Policy

At Aquila, sustainability is not just a promise—it’s embedded in our company culture. As both a tour operator in Saint John, New Brunswick and a global leader in cruise tourism training, we are committed to creating meaningful impact through responsible tourism practices.

We recognize our responsibility as stewards of Saint John & the Bay of Fundy, and we are deeply committed to preserving our environment, strengthening communities, and elevating experiences for guests and partners, as well as for destinations worldwide. We prioritize minimizing environmental impact while contributing to the long-term economic, social, and ecological health of our region. Our dedication to sustainability ensures that visitors can experience the beauty of our home and of cruise destinations around the world for generations to come.

Scope

This policy applies to all Aquila operations, employees, suppliers, and business partners. It extends to all aspects of our services, including excursions, transportation, tour operations, international training, and community engagement. Our commitment to sustainability is reflected in our partnerships, environmental efforts, training clients, and interactions with guests, ensuring responsible tourism practices are upheld at every level.

Definition of Sustainability

At Aquila, sustainability is the responsible management of our environmental, social, and economic impact to ensure that tourism remains a positive force for current and future generations. It encompasses ecological preservation, cultural authenticity, social equity, and economic resilience—all of which are essential to safeguarding the unique environment and communities of cruise destinations.

Our approach to sustainability is guided by four core pillars:

1. Excellence with Purpose

We strive for quality and meaningful impact in all we do - from our Bay of Fundy shore excursions to our international cruise industry training. We uphold sustainability through diligent management and compliance with all relevant legislation, regulations, and industry best practices.

We maintain a clear and well-communicated policy that prioritizes ethical business practices, diversity, inclusivity, and the respect of human rights across our operations. Aquila commits to measuring and

improving our sustainability performance annually as part of our sustainability goals and the **Sustainable Tourism 2030 Pledge**.

2. People-Powered Excellence

Aquila empowers people - our team, our partners, and the broader cruise tourism workforce - to create lasting change. We foster an inclusive work culture and ensure fair, safe, and ethical employment practices by complying with all New Brunswick Employment Standards (Labor Laws).

Aquila also invests in continuous learning, mentorship, and leadership opportunities across our organization and training programs. Resources, guidelines, and sustainability tools are readily available for our team through our dedicated internal portal to ensure continuous education and improvement. All full-time employees receive dedicated training and resources covering:

- Responsible tourism principles
- GSTC's sustainability criteria
- Culture of respect and community engagement
- Environmental preservation practices

3. Community & Destination Stewardship

We respect and uplift the communities and places we call home - and the destinations we serve. We prioritize local partnerships as much as possible, employing residents and supporting small businesses in the Bay of Fundy region and encourage the cruise destinations and tour operators who participate in our training to do the same.

Our excursions celebrate cultural authenticity and local identity, encouraging guests to connect meaningfully with our community. We safeguard the natural environment by minimizing our footprint through eco-conscious tour design, following **leave no trace** principles (collecting only memories, leaving only footprints). We actively reduce paper waste by providing digital resources to our team through a dedicated internal portal and we adamantly oppose practices that harm wildlife or disrupt ecosystems. Aquila promotes accessibility, inclusivity, and responsible behavior among guests and staff.

4. Collaboration Across the Cruise Ecosystem

Aquila brings together stakeholders to share best practices and shape a more sustainable cruise tourism industry. As a tour operator, we engage suppliers and business partners in sustainability efforts, encouraging shared responsibility across the tourism value chain.

As industry educators through the Aquila Center for Cruise Excellence, we integrate sustainability into all training programs for destinations and tour operators. We promote sustainable development by helping our partners strengthen their own practices. We participate in industry-wide initiatives like the **Sustainable Tourism 2030 Pledge** to amplify collective impact.

Enforcement & Compliance

To maintain our sustainability standards, Aquila enforces this policy through the following measures:

- **Regular audits** to assess environmental impact and adherence to sustainability goals
- **Ongoing evaluations** of employee and partner compliance with sustainable practices
- **Clear accountability** with corrective actions including retraining or policy amendments

Aquila employees and partners are encouraged to report any non-compliance issues to management, ensuring that our sustainability goals remain a priority in every aspect of our operations. Together, we are committed to creating an enriching travel experience while safeguarding the environment, supporting local communities, and preserving the Bay of Fundy for future generations.

Looking Ahead

Sustainability is a journey, not a checklist. At Aquila, we are committed to walking the talk - both in our own operations and in the influence we have across the industry. We believe that real sustainability happens when purpose meets action, and we invite our teams, partners, and guests to join us in creating a future where people, planet, and profit thrive together.

If you have questions or wish to learn more about Aquila's sustainability efforts, please contact:

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