CENTER FOR
AQUILA
CRUISE EXCELLENCE

TRAINING ★ TOURS ★ DISCOVERY

Sustainability Policy

Property of **Aquila Tours Inc.**
(Tour Operations & Center for Cruise Excellence)
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This document is confidential and intended for internal use only



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. We encourage respect for our local culture, community partnerships, and respectful behaviour from our guests.

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 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 ***Greenstep Sustainable Tourism 2030 Pledge***. By proudly signing the pledge, Aquila has joined a global community of businesses and destinations committed to making tourism a force for good.

Aquila is proudly Rainbow Registered by exceeding the set of standards set by the Canada's Queer Chamber of Commerce (CQCC) national accreditation. The Rainbow Registered designation affirms that Aquila is a safe, welcoming, and accepting place for both our team members, and the guests and clients we work with throughout the cruise industry.

Aquila is also a proud member of the Global Sustainable Tourism Council (GSTC) and is actively pursuing internationally recognized sustainability certifications that demonstrate our commitment to responsible and sustainable practices.

Aquila is also a member of TheCode.org. The Code is a global initiative dedicated to protecting children from exploitation and abuse in travel and tourism. By becoming a member, we are reinforcing our commitment to responsible tourism, ethical leadership, and safeguarding within Saint John & the Bay of Fundy, as well as all the destinations and partnerships we support.

Rainbow Registered
Arc-en-ciel Officiel

GSTC MEMBER

THE CODE .ORG
We protect children in travel and tourism

These memberships and commitments align strongly with our values and with the work we do both as tour operators and cruise industry trainers, particularly as expectations around accountability, community wellbeing, and sustainable growth continue to evolve.

2. People-Powered Excellence

Aquila empowers people - our full-time, seasonal, and extended team members, our partners and stakeholders, and the global cruise tourism industry - to create lasting change. We foster an inclusive work

culture and ensure fair, safe, and ethical employment practices and work environment by complying with all **New Brunswick Employment Standards (Labour 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.

Aquila's Travels' Pledge

At Aquila, we want to encourage all travelers to practice responsible tourism by respecting local culture, supporting local communities, and protecting the environment and wildlife while enjoying their experience. To make our message even more clear, we have a travelers' pledge called the ***Travel Kindly Pledge***.

Starting in 2026, this pledge will be shared with our cruise guest passengers in our terminals via our sales booth video screens. Our Tour Guides also mention sustainability in our Safety Briefing and outline the basic principles of travelling kindly for our visitors.

By joining an Aquila experience today, I choose to travel responsibly by:

- *Respecting local people, traditions and protected spaces*
- *Observing wildlife without feeding or disturbing animals*
- *Leaving natural places as I found them*
- *Following my guide's instructions and rules at the sites*
- *Supporting local businesses and artisans when possible*

- *Exploring with curiosity, gratitude, and care*
- *Responsible travel creates lasting positive impact.*



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. We commit to improving our sustainability documentation and processes, with a continued focus on environmental and community impact, and ongoing partnerships supporting conservation and responsible tourism. Our other company policies support sustainability wherever possible, including, but not limited to:

- Human Resources Policy
- Safety, Security & Risk Management Policy
- Purchase & Waste Policy
- Safety Briefing Policy
- Harassment & Disciplinary

All Aquila policies and guidelines can be found on our team resource website at:
https://cruiseexcellence.com/aquila-policies-guidelines/

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.** We invite our teams, partners, and guests to join us in creating a future where people, planet, and profit thrive together.

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

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For Aquila Team Members - If you have any questions or need clarification, please reach out to Aquila's Human Resources Manager:

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