

ADDENDUM 4 - TRAVEL ALBERTA MEDIA GUIDE/PRODUCER CODE OF CONDUCT

The following document identifies the guidelines of a “Guide/Producer” acting on behalf of Travel Alberta as outlined in your contract. A Guide/Producer is someone or entity who is contracted to provide guiding/hosting or production and logistics services to Travel Alberta’s guests participating in various editorial media, influencer, content creator or production visits throughout Alberta.

Acting as a representative of Travel Alberta on each assignment, the Guide/Producer is considered a representative of Travel Alberta, as such the following professional guidelines apply.

GENERAL GUIDELINES

1. The Guide/Producer is expected to maintain a professional and positive representation of Travel Alberta and the province of Alberta. The Guide/Producer must not compromise the integrity or damage the reputation of either Travel Alberta, or any outside individual, business, or government body.
2. Travel Alberta expects that the Guide/Producer will perform their duties conscientiously, honestly, and in accordance with the best interests of Travel Alberta and its partners. The Guide/Producer must not use their position, or the knowledge gained as a result of their position, for private or personal advantage.
3. While hosting a media visit or on a production site, the Guide/Producer must not be quoted by the media as a spokesperson of Travel Alberta, unless spokesperson duties and key messages are clearly outlined at the onset of the assignment through the scope of work.
4. Upon completion of the project, the professional relationship with the guest will remain with Travel Alberta. Any editorial questions or requests about Alberta as a tourism destination, whether during or after the project, must be directed back to Travel Alberta.
5. During your time representing Travel Alberta, you may take part in photo or film shoots that will not be released to the public for weeks or months. Also, you may have the opportunity to work with other guests or brands that Travel Alberta is aligning with for future campaigns. When this happens, you are being entrusted with knowledge and information that is confidential and proprietary. Please recognize this information is protected. Disclosure of such confidential information whether intentional or accidental can adversely impact our marketing campaigns and organization.
6. Never post confidential information related to Travel Alberta online. This includes this Code of Conduct or any future Travel Alberta contractual agreements.
7. The Guide/Producer is expected to conduct themselves in a businesslike manner. Accordingly, the Guide/Producer must ensure that their actions cannot be interpreted as being, in any way, in contravention of the laws and regulations governing Travel Alberta’s operations.
8. Guides/Producers are required to abide by all local, provincial and federal laws. Any illegal activity will result in immediate termination of contract. Excessive drinking/cannabis use, swearing, gambling, fighting, and similar unprofessional activities are strictly prohibited while on the job.

_____ Contractor Initials

9. Guides/Producers are required to follow all rules and regulations put forth by Parks Canada and Alberta Parks in relation to travel and conduct in the Parks and any terms outlined in associated film and photography permits. Guides/producers must enforce that guests are required to obey all Park closures (locations/access) and restrictions as they are most likely in place for safety or environmental concerns.
10. Guides/producers and guests must respect and follow all municipal, provincial and federal rules on drone usage. Any content created using a drone, that was captured without the proper permissions and permits, should not be shared by the guest/media outlet and will not be shared by Travel Alberta. Further, the use of drones to film/photograph wildlife is strictly prohibited.
11. Guides/producers shall not accept fees, gifts or other benefits that are connected directly or indirectly with the performance of their duties, from any individual, organization or corporation, other than:
 - (a) Gifts made available to all at an event (e.g. door prizes, attendee gift bags, etc.);
 - (b) Normal exchange of reasonable hospitality between persons doing business together;
 - (c) Tokens exchanged as part of protocol; and
 - (d) Normal presentation of gifts to persons participating in public functions.

The above-mentioned gifts and hospitality should be of nominal or nil monetary value.

ROLE OF GUIDES AND PRODUCERS

As a Guide/Producer, the service delivery required (if applicable) includes, but is not limited to the following:

- Guides to provide the guest(s) with the best tourism experience possible.
- Producers to ensure full crew is safe and working within the allotted itinerary.
- Execute the provided itinerary and manage the operational logistics of the visit/shoot in accordance with instruction from the Travel Alberta contact leading the project.
- Execute proper time management when following the itinerary to control how much time is spent on specific activities.
- Assist the guests/crew members and manage individual requests as possible within the pre-planned itinerary.
- Be familiar with all tourism industry partners included in the itinerary. Work in partnership with tourism industry partners to promote the product and service offerings in a positive light.
- Promote the destinations and experiences and provide educational information to create deeper awareness of Alberta.

COMMUNICATION

- Confirm all changes with Travel Alberta contact prior to committing to an additional experience or major expenditure.
- Notify tourism industry partners (Destination Marketing Organizations, activity providers, hotels, etc.) directly when itinerary adjustments are made or when running behind/ahead of schedule.
- Maintain daily communication with the Travel Alberta contact regarding the status of the visit.
- Following the visit, provide the Travel Alberta contact with feedback on the itinerary, guests and tourism industry partners that may assist Travel Alberta with future visits and programs.

_____ Contractor Initials

Page 2 of 4

TRANSPORTATION

- Pick-up and drop off rental vehicles for the visit.
- Prepare rental vehicles prior for daily departure including warming up vehicle on cold days, keeping the fuel topped up and bringing the vehicle to a meeting point as close to entrance/exit as possible.
- Vehicle interior must be kept clean. Exterior must also be cleaned as required.
- Advise guests/crew members of travel times between stops and any interruptions in cell reception and internet access. On long travel days be sure to include adequate refreshment and washroom breaks even when a stop is not requested.

ACCOMMODATION

- Upon arrival at host accommodation, initialize contact with the front desk on room assignments. Guests and crew members should be advised to provide a credit card to the front desk for incidentals.
- Check with guests/crew members at each new property to ensure the rooms are adequate and address any concerns with the hotel.
- Prior to departure, confirm with the front desk that all guestroom charges have been settled and assist property in resolving any outstanding amounts.

MEALS

- Upon arrival at restaurants, proactively meet with server or restaurant manager to advise on any dietary restrictions, food allergies or special needs.
- The Government of Alberta rate for tipping at restaurants is 15% and it is advised that guides tip as close to this rate as possible. However, it is understood that some Alberta restaurants have gratuity minimums or rates set in advance for Travel Alberta prior to meals being served. (For example, for larger groups, some restaurants include a 18-20% automatic gratuity in their bills). In these instances, we respect the restaurant's policy on gratuity rates.

ALCOHOL COMSUMPTION

- As a Provincial Government Crown Corporation, Travel Alberta is restricted from purchasing alcohol while hosting or on set location. Unless otherwise outlined at the onset of the assignment, no alcoholic beverages to be added to a bill that Travel Alberta is responsible for. Any alcoholic beverages will be the responsibility of the individual guests/crew members and this should be communicated prior to the meal. Ensure the server bills additional alcoholic beverages separately.
- Guides/Producers should use discretion when consuming alcoholic beverages during the assignment. The Province of Alberta has strict laws regarding impaired driving that the Guide must adhere to. Guide/producer should not consume any alcohol if it will affect the quality of service that he or she is providing.

SAFETY

- Guides/producers are expected to handle all emergencies with great care and update the Travel Alberta contact at the earliest convenience of the situation.
- First aid kits are required to be kept with the group; ideally in the vehicle for guests' direct use. First aid training is recommended for guides/producers, however it is not required.

_____ Contractor Initials

Page 3 of 4

- When in close proximity to wildlife, everyone should remain in the vehicle. Give wildlife ample space (up to 100 metres especially for bears) and be extremely cautious when in their presence. Note: it is against the law to touch, entice, or disturb wild animals and feeding wildlife is strictly prohibited.
- Do not hike off the main trail in closed or sensitive areas. When in doubt, connect with your Travel Alberta contact for information.
- Do not harm the natural environment or litter. Do not carve your name or leave graffiti in natural areas. Further, do not build cairns, rock sculptures or inukshuks. They detract from the natural landscape and can misguide trail users. Do not pick wildflowers, cut down trees/shrubs/etc.
- Encourage a culture of safety and wear safety equipment when partaking in outdoor activities. This includes using lifejackets that are fully zipped up, personal flotation devices and helmets, when advisable.

EXPENSE GUIDELINES

- Paid rates and/or expenses are project dependent and will be outlined prior to each trip/production. All rates and expenses are paid in Canadian dollars.
- Transportation, accommodation, and meals and activities wherever possible have been prearranged and paid for by Travel Alberta and Alberta partners.

I hereby have read and understood the Travel Alberta Code of Conduct and agree to be bound by such.

Signature of Guide/Producer

Date