

REI ADVENTURES GUIDE MANUAL



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INTRODUCTION

WE ARE DELIGHTED THAT YOU WILL BE GUIDING TRIPS FOR REI.

You were selected because you have the outstanding experience we require. This manual details how to be a guide specifically for REI Adventures trips.

It is extremely important for you to be thoroughly familiar with REI's history, culture, and brand. Most of our travelers are REI members who join our trips because of their trust and confidence in REI. They will expect you to embody the REI customer service ethic.

You are responsible for understanding all aspects of this Guide Manual. Please carry a copy of it whenever leading an REI Adventures trip. It contains important information that you need to know in order to represent REI in the field. And, it contains important emergency information.

ABOUT REI

REI IS A MEMBER-OWNED COOPERATIVE (“CO-OP”) founded in 1938 by Lloyd and Mary Anderson in Seattle, Washington. They and 21 fellow mountaineers pooled their resources to buy quality climbing equipment at fair prices. Today, REI is the largest consumer co-op in the United States, with more than 4.5 million active members and company-wide annual sales over \$1.8 billion.

REI’s reputation for quality products, expert advice, outstanding customer service and rock-solid ethics are key to the REI brand identity. REI’s mission is to inspire, educate and outfit for a lifetime of outdoor adventure and stewardship.

MEMBER BENEFITS: Because we are a cooperative, every one of our members shares in the ownership of REI. Anyone may shop at REI, but co-op members—who join by paying \$20 for a lifetime membership—receive a portion of the co-op’s profits each year based on a percentage of their eligible purchases. Members may also vote for REI’s board of directors and enjoy discounts on classes, gear rentals and trips throughout the year.

Over the past 75+ years, REI has grown from a single store in Seattle to more than 130 stores throughout the United States. We also have an award-winning ecommerce business, REI.com, and a presence on Facebook, YouTube, Twitter and other social networking sites. Our retail stores range in size from 10,000 square feet to 95,000 square feet, and many include interactive facilities such as bike-test trails, camp stove demonstration tables, and climbing pinnacles.

REI stores also provide opportunities to learn about the outdoors and human-powered sports. We host frequent in-store workshops, guest speakers and daylong classes and outdoor outings offered by the REI Outdoor School (on kayaking,

cycling, photography and more). We also host events with local outdoor organizations and sponsor major nationwide events such as Tri-Rock Triathlons and Muddy Buddy.



REI offers quality gear, clothing and footwear for hiking, climbing, camping, bicycling, paddling and winter sports. All products sold by REI are backed by a 100%

satisfaction guarantee. That means a customer can return any product they're not happy with for a full refund, even if they've used the product outdoors.



REI employs approximately 10,000 people in the United States and China. REI stores are known worldwide for expert, friendly sales teams who are dedicated to helping customers select the right equipment for their outdoor adventures. Many people work for REI because of their passion for outdoor activities. Based on the positive input from REI's employees, REI has been included on Fortune magazine's "100 Best Companies to Work For" list every year since the list was started in 1998.

REI has contributed over \$35 million since 1976 to local outdoor recreation clubs and conservation groups, such as Leave No Trace and the Appalachian Trail Conservancy. REI also organizes annual service projects in each of its retail store markets, and recruits local members and volunteers to perform hands-on, community-based conservation work.

Concern about the environment shapes REI's business practices. Recycling, minimizing waste in packaging, and using green building techniques are ways we conserve resources and engage in environmental stewardship. By being thoughtful in our operations, we can reduce our impact on the planet. And, we can use the power of innovation and collaboration with our industry peers to create positive change that is beneficial not only to REI but also to manufacturers and other outdoor brands and retailers. It is important to extend these same values throughout all of our trips.

REI's passion for the outdoors runs deep. We are committed to getting people outside so they can lead healthy, active lives. We believe in helping to protect the Earth's natural spaces for future generations to enjoy, and we believe in engaging others to help, too—especially young people. In short, we strive to operate the co-op in ways that generate positive environmental, social and financial results.



REI ADVENTURES AND OUR TRIP MEMBERS

REI ADVENTURES WAS FOUNDED IN 1987 to help REI members get outside, explore the world and make use of the gear and clothing purchased at our retail stores. Today, thanks to our 150+ trips worldwide, REI Adventures helps thousands of members each year to experience the adventure vacation of their dreams.

- We focus on active travel that supports REI's retail departments: hiking, backpacking, camping, paddle sports, bicycling, snow sports and climbing.
- Our trips range in length from 3 to 19 days and operate both in local, close-to-home destinations as well as exotic, faraway corners of the world.
- We travel in small groups; the majority of our trips operate with 4 to 16 travelers.
- Our trip members come from all over the United States (occasionally from other countries as well) and range in age from 8 to 80 (average age is mid-40s to mid-60s). Many of our members are well-educated professionals looking for an active vacation with an interesting cultural and educational component.
- Many of our trips include an instructional element, giving members an opportunity to hone skills in outdoor activities and to try something new.
- Currently, over 20% of our customer base is composed of repeat clientele and 25% of our travelers come to us through member referrals. Thousands of REI members visit our website each day.
- REI Adventures is also a full-service international travel agency. We can assist our members with airline tickets, hotel reservations, rail passes, car rentals, travel insurance and many other travel-related products.
- Trip prices range from under \$400 to over \$5,000. REI co-op members receive a special discount as a member benefit.

We strongly recommend that you and your guides/support staff visit our website at [REI.com/travel](https://www.rei.com/travel) for additional information on REI Adventures and the programs we offer.

The REI Adventures team consists of more than 30 passionate professionals in management, program management, sales, customer service, online and marketing, and fulfillment. Below is a description of some of the roles:

PROGRAM MANAGERS develop new programs and new itineraries; forecast sales and associated financials; create trip-related marketing copy; oversee field operations and quality assurance; resolve high-level customer service issues; and train our sales team.

PROGRAM COORDINATORS support our Program Managers as well as our Sales and Customer Service Specialists by answering customers' trip related questions; ensure the accuracy of trip documents; manage inventory (monitoring waitlists and requesting additional dates from vendors); and manage private-departure requests and special requests from our travelers.

SALES SPECIALISTS answer incoming calls and are responsible for phone sales. They address email and phone inquiries about travel with REI. They also monitor online signups, provide instant service online, and assist trip members with airline reservations, extra hotel nights and travel insurance.

CUSTOMER SERVICE SPECIALISTS assure timely processing and delivery of all pre-trip information and documents to trip members. They are responsible for qualifying guests for specific trips based on the guests' experience, fitness and goals. These specialists also provide timely updates to vendors relating to passenger counts, specific client details and special requests, and send detailed Trip Leader Reports to vendors 30 days prior to each departure.

SALES SUPPORT SPECIALISTS mail trip-member confirmation packets and final bulletins, and provide general clerical assistance.

REI'S CUSTOMER SERVICE PHILOSOPHY

PART OF REI'S SUCCESS AS A RETAILER stems from our unwavering commitment to deliver quality products and services to our members. This same commitment applies to each and every REI trip departure regardless of destination. Vendors are ultimately responsible for consistently delivering REI quality customer service in accordance with the guidelines below.

CUSTOMER SERVICE GUIDELINES

- Quality service means REI Adventures guests receive the travel experience they expect. Our goal is to meet, or preferably exceed, expectations on every trip, so that each guest has 100% satisfaction. This tenet is a hallmark of REI and a commitment we make to every product under our brand.
- Vendors should have a clear understanding of the elements of customer service that carry across all REI trips, as well as the customer service expectations of REI and our members. These expectations are outlined in this manual along with the Vendor Contract, Appendix A: Trip Description and Guide Manual. Clarification on any items contained in these documents can be obtained from your REI Adventures program manager. Vendors are not expected to facilitate an identical experience on every trip, but always an experience that is of REI quality.
- During the trip, a situation may arise that proves challenging to the group or necessitates an unexpected change in the trip itinerary. If this occurs, be sure to explain all related details to the trip member(s) in a candid and straightforward manner, as far in advance as possible. By keeping trip members constantly informed, expectations can be managed more effectively.
- Be available to your guides and our travelers in case assistance is required. Check in with the guide on a regular basis throughout a departure.



Should any trip member complain during the course of a departure:

- REI is relying on you to represent the REI brand. So, it is critical you take ownership of all problems and resolve them to the guest's complete satisfaction in the field.
- **Never point blame at REI Adventures.**
- Do not make excuses or become defensive under any circumstances
- Thank trip members for any suggestions on how the itinerary can be improved.
- It is imperative that you inform REI Adventures of any complaints, incidents that may cause complaints or accidents that occur during a trip as quickly as possible. Tell your company manager immediately about any issues arise so they can provide an update to REI Adventures. REI Adventures should never receive a post-trip complaint or learn of an accident from a trip member without having been previously alerted by your company manager.

Always keep in mind that you are representing REI and are expected to uphold the REI customer service ethic.

FIELD OPERATIONS

THE FRAMEWORK OF AN REI TRIP

Although REI works with vendors operating trips in many different regions and countries around the world, our trip members expect a high level of consistency from one departure to the next, regardless of the specific trip destination. The following points illustrate the basic components of every REI itinerary. It is your responsibility to ensure that these components are present on every departure.

AIRPORT PICKUP OR INITIAL GROUP RENDEZVOUS

When arriving at the initial group rendezvous, you should be easily identifiable to all trip members and immediately introduce yourself and be sure to also introduce themselves to any members arriving late.

You should be:

- Clean and well groomed. Do not wear sunglasses. Eye contact is important.
- Wearing provided REI-logo clothing (such as jacket, vest, T-shirt, cap)
- Holding an REI sign to avoid any possibility of confusion (REI provides these to all our vendors)

Gear, clothing and signage with your company name or logo (or that of another company) should never be worn or displayed under any circumstances.

Vehicles should be clean, tidy and clearly display the REI Adventures logo magnets provided to you.

TRIP ORIENTATION AND OVERVIEW

The trip orientation provides the opportunity for you to generate excitement and enthusiasm for the upcoming trip and establish trust and confidence in your leadership. Additionally, it plays an important role in setting expectations in terms of activity, safety, route terrain, and points of interests throughout the trip. The orientation also gives the opportunity for you to encourage positive, cohesive group dynamics and instill confidence so that the clients can enjoy the activities at their own pace. It is expected that you go above and beyond to make clients feel well taken care of. Upon arrival in a new region/country, travelers may experience some anxiety and/or disorientation due to fatigue caused by jet lag, unfamiliar surroundings or language barriers. You play a critical role in helping trip members overcome this anxiety.

Once all trip members have arrived, you should conduct a welcome orientation in a pre-selected location that is quiet and relaxed. The orientation should provide members with an overview of the upcoming adventure as well as any important details pertaining to:



- The trip itinerary in general
- Personal safety and well-being
- Guide emergency contact information: You must always provide trip members with instructions on what to do should an individual become separated from the group at any time during the trip. Trip Member Emergency Cards (see pg. 34) that list guide and vendor contact information as well as local emergency contacts (police, ambulance, etc) should be distributed to each trip member during the initial orientation.
- Important cultural considerations and taboos
- Logistical information (currency exchange, meeting times, etc.)

You should also ask trip members to express their expectations and encourage members to tell you immediately if those expectations are not being fully met. The orientation should allow ample time for questions and group introductions. The goal is that trip members know what is expected, are excited, confident, and comfortable.

During the orientation include a drink and/or a snack, ideally something local from the area.

Tip:

- Learn each person's name and use it when greeting them throughout each day.
- Remember what people tell you (what they're excited or nervous about, food preferences or allergies, etc). Keep a small notebook to record these things and take care of it proactively. People feel special when their casual comments are remembered and acted upon.

FIELD OPERATIONS

(CONTINUED)

- Celebrate special occasions: is it someone's birthday? Anniversary? Acknowledge and celebrate it. For example, put a birthday candle in their dessert/lunch or do a special toast at one of the meals.

GEAR

REI is well known to our customers for offering very high-quality gear. Trip members will expect top-notch gear on each and every REI trip, regardless of the destination or activity.

All vendor gear used during a trip should be in excellent working condition and cleaned/maintained prior to each departure. Guides should check in with trip members daily to ensure all gear is functioning properly, and should have spare parts easily accessible in the event of a malfunction or damage.

TRANSPORTATION

Vehicles used for group transportation must be in excellent working condition and cleaned prior to and during each departure. All vehicles must be of appropriate size to fit guides, groups and accompanying luggage without compromising safety or comfort. Vehicles should always provide adequate ventilation and be equipped with air-conditioning in warmer climates (open-air safari vehicles excluded). Microphones used for interpretive purposes should be in good working order and guides should ensure that they can be heard by all members of the group. REI Adventures logo magnets (provided) should be affixed to both sides of the vehicle for easy identification.



Vehicles used to transport REI trip members should be free of any other company logos or advertising. Exceptions will only be allowed in instances when local regulations dictate that a vendor name be clearly displayed on vehicles for permitting purposes. All exceptions must be approved in advance by your REI Adventures program manager.

If a separate driver has been assigned to the departure, he or she should be immediately introduced to the group by name. Vehicles should not display the logo of your company or of other travel companies. Snacks and water should be available in the vehicle at all times.

ACCOMMODATIONS

Accommodations must be clean, tidy, and should have local ambiance and character.

Ideally accommodations:

- Are locally owned
- Have environmentally and socially responsible business practices
- Include private en suite bathrooms
- Are close to the day's activities
- If in town, are walking distance to attractions
- Include complimentary wireless internet access
- Include hair dryers

You should be prepared to assist trip members with check-in whenever necessary. If trip members express dissatisfaction about their room, do what you can to work with hotel staff to facilitate changing rooms or otherwise solving the problem to the trip member's satisfaction. If absolutely nothing can be done, please explain the situation clearly to the trip member. If there is something else that can be done in lieu of changing rooms, etc, please do so (i.e., bottle of nice wine or champagne to the room, fruit basket, etc).

Camping

On all camping itineraries, tents should be in excellent condition and clean. Ideally, roomy three-person tents are used for two people.

Itineraries should always be planned to avoid late arrival at campsites in order to ensure dinner is served by a reasonable hour, generally between 7:00pm and 7:30pm.

Arrival into a new campsite necessitates an orientation to the site including bathroom options, hand washing stations, dining location and time, etc.

On full-service expedition-style camping trips or front country camping trips, the campsite set-up should be complete prior to the trip members' arrival to the site.



FIELD OPERATIONS

(CONTINUED)

On backpacking trips or participatory camping trips, trip members may put up their own tent but assistance should be offered to any trip members desiring help with setup.



MEALS

Food is a very important aspect of the trip and the options on each trip should be local, varied, plentiful, healthy and of good quality.

You should always eat with the group during all included lunches and dinners. For any meals not included in the trip itinerary, you need to be prepared to offer specific recommendations and directions to restaurants or markets.

Restaurant Meals

Restaurant meals should consist of fresh, locally sourced ingredients and offer trip members an opportunity to taste local cuisine. It is important that the meals offer variety each day and that the same restaurant is not used more than once during the course of the trip. Restaurants should be clean and have a nice ambiance characteristic to the area.

For lunches and dinners, it is important to offer as much menu choice as reasonably possible. If ordering off the menu is not an option, allow 2-3 options making sure one of those options takes into account restricted diets, such as vegetarian or vegan, as needed. Also, make sure the same menu is not repeated during the course of the trip.

Do note that for breakfast, many trip members prefer American-style options such as cereals, yogurt, breads, fruits, juices, coffee, tea and a hot dish such as eggs when possible.

Drinking water should be included at each meal.

Guide Prepared Meals

Meals prepared by the guide allow a unique opportunity to present trip members with freshly prepared food featuring local specialties or your favorite recipes.

Meals must be fresh, plentiful, varied, healthy, and use locally sourced ingredients when possible.

Prior to eating, take time to introduce the meal by verbally reviewing the main items or courses. Highlight any specialties. At a minimum, have a chalk/white board or paper with the menu listed for trip members to review prior to the meal.

Sanitation

Food preparation areas and your hands should be kept clean and tidy at all times. If outdoors, away from a sink and running water, a hand washing station (water, soap, towels) and/or hand sanitizer should be easily accessible and utilized before handling food by the guides and the trip members.

Presentation of Buffet-type lunches or dinners

Buffets and pack lunch tables (if packing lunch for along the route) should, whenever possible, be completely set-up before clients arrive. Arrange the table so that it is attractive, easily accessible and has a good flow.

Layout and Flow

Allow access to the table from all sides of the table. If possible, don't put the table up against a wall.

Be sure the layout of the food makes sense such as plates at the start of the table; bread, condiments, and sandwich fixings nearby; fruit/dessert, silverware and napkins at the end; etc. For pack lunches, provide reusable containers, if possible, and have them accessible from 2-3 points. Avoid use of single use plastic bags wherever possible. Be sure serving ware is available to prevent trip member's hands on food.

Presentation

The table should look plentiful and beautiful. Always use a clean, colorful/local flare table cloth to cover the table. Beautify the serving plates, bowls, baskets and platters by lining with foil, tea towels/cloths or garnish. Avoid presenting food in plastic bags and original packaging. For example, lunch meat and sliced cheese should be taken out of its packaging and displayed nicely on a tray; individual slices are easy to pick up with serving fork.

- Garnish can help improve the look of the meal presentation. Lettuces and greens,

FIELD OPERATIONS

(CONTINUED)

thinly sliced red cabbage, or a handful of mixed salad greens look nice on a platter and provide color. Mixed berries and grapes work well for a cheese or dessert platter. Citrus slices can be used for decoration and/or to flavor water.

- Vessels such as a hollowed out bell pepper can be used to display hummus, soft cheeses, dips, olives, etc. Red cabbage or large cup shaped lettuce leaves can be used as small bowls.
- Use color - Use a variety of different colored vegetables and fruit to vary color throughout the table.
- Use appropriate sized baskets or bowls for the amount of food. It should look plentiful. If the baskets/bowls are too small, refill throughout, if they are too large, 'fill' them in by crumpling foil underneath the tea towel before filling the bowl.
- Elevation - An elevated spread looks more attractive and allows easier access to food. Overturned baskets and bowls, boxes covered w/ tea towels, and crumpled foil can provide lift or tilt.
- Decorate - Use flowers (cut flowers in vase or small flowering plant) or other decorative items found locally such as fallen pine boughs, local pine cones or interesting rocks to make the table look nice.
- Bountiful - The table should look full. Use smaller baskets/platters if appropriate and round out the table with snack offerings, if necessary. Fill in gaps with candies, small bags of chips, or decorations.

For larger groups, hold back some of the food so that the table can be refreshed about half way through to avoid looking picked over.

- Dietary Restrictions - Note the group's dietary restrictions early on and make sure there is enough food and variety for people who don't eat certain things or have allergies. Be sure to speak to these trip members, privately, on the first day of the trip to find out more specifics, if necessary.
 - o Be sure to set up the table/platters to make it easier for people with restrictions. For instance don't put meat and cheese on the same platter when you have vegetarians. Keep gluten-free items from getting cross-contaminated.

- Plan and prepare – keep it all clean, tidy, and organized!
 - o Keep food hot or cold as needed. Use ice packs underneath platters (bags of ice work well).
 - o Cover items with damp paper towels to keep fresh.
 - o Keep food covered as long as possible in areas with flies, bees, or wasps.
 - o Have everything trip members will need nearby such as coolers, all serving utensils, plates, napkins, recycling / garbage / silverware receptacle, etc.
 - o Keep the area clean.
 - o Keep paper towels and wet wipes handy.
 - o Wear an REI apron when prepping or serving food.
 - o Make sure your hands are clean and look clean. Consider using latex gloves.
 - o Make it quick and easy for guests to serve themselves.

In general, serving tables/surfaces should be separate from dining tables/surfaces.

Dining tables should be clean, tidy, and ideally covered with a table cloth. If possible, decorate with a flower filled vase and/or candles. Keep the table uncluttered but have needed condiments, such as salt, pepper, and sugar, etc., easily accessible. If the table is large (seating over 6), have condiments accessible at each end and in the middle of the table.

SNACKS

Snacks should be available at all times. Trip members enjoy eating on vacation and need to keep their energy up throughout their activities.

Snack options should include:

- Something salty
- Something sweet
- Something fresh
- Something unique to the local area if applicable/possible



Snack Table:

A snack table, if provided in the morning before the activity or at a rest stop, should be well presented. Use a table cloth, take the snacks out of their commercial boxes or bags (i.e., a box of granola bars) and fan them out on the table or put in a bowl or basket (i.e., pour a bag of M&M's into a bowl and provide a spoon/scoop). Have items available for clients to make their own snack mix (such as granola, nuts, and dried fruit, chocolate) in individual containers

FIELD OPERATIONS

(CONTINUED)

with serving utensils. Be sure the items are arranged attractively in dishes and baskets lined with cloth.

Snacks in Support Vehicle

Snacks available in the support vehicle should always be well presented. Use a cloth-lined snack basket, box, or bag in the support vehicle and offer it to clients along the way. There should be a varied selection of offerings. Try to have something new that wasn't out during the morning snack pack or at a rest stop. Be sure to keep an eye on clients who may be running low on energy and offer the appropriate snack. Portable, easy protein is good to have on hand (snack cheeses, nuts, and nut butters). Always carry hand wipes and/or hand sanitizer in the van.

Tip:

Make it fun – for example, surprise the clients with popsicles along the route, cold watermelon at the top of a hill on a hot day, or a local bakery specialty at lunch.

POTABLE WATER

Fresh, potable, drinking water should be plentiful and readily available to trip members at meal times and in the support vehicle. Guides must make every effort to reduce the amount of waste whenever possible by recommending that trip members refill empty water bottles rather than disposing of them. Ideally, when traveling in vehicles or when potable water is not available from the tap, trip members will have access to large water containers (supplied by the vendor) from which their individual bottles can be refilled.

If available, offer powdered drink mix (Gatorade, Nuun, or local equivalent) for clients who prefer to flavor their water. A bowl or plate with sliced citrus (limes, lemons, and oranges) is a nice option for clients looking to add a little healthy flavor to their water and makes for a nice presentation.

Tip: Fill up water bottles as guests are taking a break/having lunch without them asking.

As often as possible, when a support vehicle is stopped waiting for trip members, the driver should present the water and snacks in a nice, easily accessible manner. This could be on the van seats with the doors opened up, or on a small table near the van, if appropriate.

DIETARY RESTRICTIONS, FOOD ALLERGIES, AND PREFERENCES

Your company manager will be notified of any trip members with particular dietary restrictions, allergies, and preferences at least 30 days prior to each departure. It is your company's responsibility to ensure that these trip members are provided with acceptable options taking into account quality, variety, and quantity at each meal included in the itinerary.

The most common dietary restrictions and preferences are vegetarian, vegan, gluten free/gluten intolerant, and dairy free/lactose intolerant.

Vegetarian

Mostly plant based diet. No animal meat is eaten but they may eat food produced by animals. The most common type of vegetarian is lacto-ovo vegetarian whose diet includes dairy products and eggs, in addition to vegetables, fruits, grains, and nuts.

Does Not Eat	Will Eat
Meat (beef, goat, veal)	Dairy (milk, yogurt, cheese without rennet)
Poultry	Eggs
Pork	Honey
Seafood*	
Gelatin (marshmallows, jello)	

*Vegetarians willing to consume seafood are referred to as pescatarian.

Vegan

Plant based diet. Vegans do not eat animal meat or foods produced by animals.

Does Not Eat	
Meat (beef, goat, veal, etc)	Dairy (milk, yogurt, cheese)
Poultry	Eggs
Pork	Honey
Seafood	
Gelatin (marshmallows, jello)	

Alternative sources of protein for vegetarians and vegans include:

- Soy (Tempeh, Tofu, Soy beans)
- Quinoa

FIELD OPERATIONS

(CONTINUED)

- Legumes (beans, lentils, peas, peanuts)
- Greens (Spinach, Kale, Broccoli, Romaine, Collard, Swiss chard, etc.)
- Nuts (almonds, walnuts, cashews, pistachios, pine nuts)
- Nut butters, peanut butter
- Seeds (pumpkin, sesame, sunflower)

Dairy Free/Lactose Intolerant/Dairy Allergy

A dairy free diet excludes foods containing milk, milk products or whey. Meat and eggs are okay.

Can Not Eat	Alternatives
Milk	Soy, rice, almond, hemp, & coconut milks
Yogurt	Soy & coconut based yogurts
Cheese	Soy, almond cheeses (check ingredients)
Baked goods	Check ingredients
Lunch meats	Due to casein -okay if casein is not in the meat

Gluten-Free/ Gluten Intolerant/ Gluten Sensitivity

A gluten-free diet excludes foods containing gluten. Gluten is a protein complex found in wheat (including kamut, spelt, bulgur, durum flour, farina, graham flour, semolina), barley (malt, malt flavoring, malt vinegar), rye and triticale (a cross between wheat & rye). Any food or drink containing these ingredients must be avoided.

Foods that are naturally gluten-free & can be eaten:

- Beans, seeds, nuts in their natural, unprocessed form
- Fresh eggs
- Fresh meats, fish and poultry (not breaded, batter-coated or marinated)
- Quinoa
- Rice
- Fruits and vegetables
- Most dairy products

In general, avoid the following foods unless they're labeled as gluten-free or made with corn, rice, soy or other gluten-free grain:

- Beer
- Breads

- Cakes and pies
- Candies
- Cereals
- Cookies and crackers
- Croutons
- French fries
- Gravies
- Imitation meat or seafood
- Matzo
- Pastas
- Processed luncheon meats (due to casein)
- Salad dressings
- Sauces, including soy sauce
- Seasoned rice mixes
- Seasoned snack foods, such as potato and tortilla chips
- Self-basting poultry
- Soups and soup bases
- Vegetables in sauce
- Food additives, such as malt flavoring, modified food starch and others

Food allergies

The most common food allergies are to peanuts, tree nuts, fish, shellfish, milk, eggs, soy, and wheat. However, people can be allergic to any food item.

An allergic reaction to food can affect the skin, the gastrointestinal tract, the respiratory tract, and, in the most serious cases, the cardiovascular system. Reactions can range from mild to severe, including the potentially life-threatening condition known as anaphylaxis.

Trip members with a food allergy must avoid any intake of that item or foods containing that item as an ingredient.

DAILY BRIEFING

A daily briefing must be given by you each morning (or after dinner the previous evening) to ensure trip members are aware of the day's itinerary and activities. This briefing should consist of a schedule of events planned for the day, route review, map displays, weather updates and specific recommendations on appropriate clothing and gear. Route notes and maps must be provided to

FIELD OPERATIONS

(CONTINUED)

trip members on cycling trips and should be provided as often as possible on trips involving other activities. Following each daily briefing, ample time should be allowed for questions.

TRIP CLOSURE AND FAREWELL

At the end of each trip, at an appropriate time, you should facilitate a final group discussion giving trip members an opportunity to share their feelings about the trip experience and offer specific feedback. Any constructive feedback should be accepted graciously and viewed as an opportunity to improve an existing itinerary. Written vendor trip evaluations should never be distributed to trip members because REI Adventures sends trip evaluations to all travelers upon their return home. Prior to departure, guides should thank each member of the group for choosing REI Adventures and offer a final farewell. Guides should also be prepared to offer assistance to any trip members who are continuing their travels and may require some additional direction or advice. Any transportation booked by the vendor, such as flights, trains, etc., should be reconfirmed at least 72 hours prior to the group's departure. Please also refer to "Tipping Guidelines" in the "Guides" section below.

REI ADVENTURES FAMILY TRIPS OPERATING GUIDELINES

THE FRAMEWORK OF AN REI ADVENTURES FAMILY TRIP

This section pertains to information and expectations specifically for operating REI Adventures Family trips and serves as additional information to the expectations outlined above.

EXPERIENTIAL COMPONENTS

- Every REI Family trip must include an educational or cultural exchange component.
- Every REI Family trip includes a creative activity with a take home element.
- Every REI Family trip includes the REI Family Game Bag. Guests should have access to it throughout the trip.
- Incorporate fun and interactive activities when appropriate (ex. Scavenger hunt).

TRIP ORIENTATION AND OVERVIEW

- Guides should facilitate an ice-breaker activity that is family- friendly.
- During the orientation include a snack or drink, ideally something local from the area
- Remind the parents that their job will be to ensure a fun and smooth transition throughout each aspect of their journey so their family can simply enjoy sharing family time and a memorable adventure together.
- Remind parents that you, the guide(s) are responsible for handling all logistics for the entire group and cannot take on supervision of a minor during any portion of the trip. Parents and/or legal guardians are responsible for the supervision of minors traveling in their care throughout the entire duration of the trip.
- Personal safety and well-being: This is an appropriate time to discuss regional hazards such as city traffic and pedestrian safety, non-potable water in hotel rooms and mosquito repellent.

GEAR

- Any required gear or equipment should be sized for children as young as 8 years old. This includes life jackets and harnesses (as required for zip-lining).

ACCOMMODATIONS AND CHECK-IN

- Verify upon check-in at each accommodation that families are allocated triple rooms and/or adjacent or adjoining rooms as requested.

MEALS

- Let restaurant or cooks know ahead of time (when possible) of special dietary requests or picky eaters. Consult with the parents on what the picky eater “will eat” and order plain pasta or rice, if necessary, at every meal.
- Aim for early dinner times, when regionally possible, and to be finished with meals no later than 9 p.m.

SNACKS

- Kids burn through calories at a very fast rate. Snacks should be offered at a minimum of every two to three hours and more frequently when activity is vigorous. It is important to include healthy snacks like fruit or nuts but it's also good to have some sweets, cookies and candies available.

DAILY BRIEFING

- There is often a heightened level of distraction with families. It is advised to give a daily briefing the evening before and then again in the morning. Be very clear about all options for the day as well as if and when there will be down time.
- It may be necessary to provide another briefing mid-day for the remainder of the day's activities.

TRIP CLOSURE AND FAREWELL

- Present each child with an REI Adventures Achievement Award that is signed by the guide(s).

THE REI BRAND

It is imperative that our trip members are reminded of the important link between their travel experience and the REI brand. REI's prominent reputation for uncompromised quality, outstanding customer service and integrity are key factors influencing our customer's decision to join an REI trip. As such, it is vital that they perceive a continuous REI brand presence from the initial interaction with our office staff until their return home at trip's end.

FAMILIARITY WITH THE REI BRAND

In order to represent REI most effectively in the field, it is essential that all guides leading REI Adventures departures have a clear understanding of the REI brand, our customer service philosophy, and the expectations of our clients. Please ensure that you review and understand the "About REI" chapter in this Manual.

PROVIDED REI GEAR



REI Adventures sends an assortment of selected REI brand clothing and gear to our vendors on an annual basis. All appropriate guides and support staff should have access to this provided clothing and gear before the first departure and throughout each season. You are expected to use these items as follows:

- Guide staff will always wear a clean REI-logo shirt, vest or jacket at the initial group rendezvous and orientation.
- Guide staff will wear clean REI clothing on each day of the trip.
- Guide staff will use provided REI-brand gear on as many days of the trip as possible.
- Guide staff should never under any circumstances wear or use clothing and gear with your company logo or the logo of any other adventure travel company or vendor.

Additional clothing and gear for REI departures can be purchased at a discount at any time during the year by following the vendor gear order policy. Please ask your company manager for details.

THE REI BRAND

(CONTINUED)

GUIDES AS REPRESENTATIVES OF REI

As local representatives of REI, you should never mention your company or discuss terms of the business relationship between your company and REI. If approached by a trip member and directly asked who you work for, you should feel comfortable stating that you are guiding this trip for REI Adventures and should steer the conversation away from discussing any other companies by name.

TRIP MEMBER REFERRALS AND SOLICITATION

Significant benefits of working with REI include our enormous member referral network, high percentage of repeat travelers and expansive marketing reach. By working with us, you become part of an international network of vendors committed to delivering high-quality adventure travel experiences that prompt our members to continue traveling with us in the future. Your business will grow with us because of this collective effort. That said, please keep in mind that we have hired you to operate exclusive **REI-branded** trips.

- Under no circumstances should you or any support staff attempt to solicit REI trip members with the intention of encouraging trip members to join a future departure with your company or for private guiding. Any trip member expressing an interest in joining another trip must be referred directly back to REI Adventures.
- It is not acceptable to include private clients of yours or your company in an REI group. Every individual participating in an REI departure must be listed on our trip roster, make full payment directly to us, and have signed all REI liability release documents.
- No materials should be distributed to REI groups that contain your company's name or logo. This includes any trip-related materials (maps, route directions, information sheets, etc.) or information about other trips you may operate.
- REI retail store locations should never be used as an arena to promote your company directly to REI members. When presenting at REI stores, vendors and guides may only promote REI Adventures itineraries and act as representatives of REI. All presentations must be approved in advance by your REI Adventures program manager.

There are no exceptions to this policy. Directly soliciting REI trip members in any way may result in termination of our business relationship.

GUIDE REQUIREMENTS

The right guide can make all the difference between an average vacation and an unforgettable, life-changing travel experience. REI takes great pride in the quality of leadership our trip guides provide and expects that only the most well-trained, experienced and customer service oriented individuals lead our departures.

You are assigned to REI trips for your outstanding leadership, customer service, decision making, and activity skills. REI expects you to make sound judgments and decisions throughout the course of the trip based upon weather, terrain, physical ability of participants, and a multitude of other factors to ensure a departure is operating as smoothly as possible. You should feel empowered to make judgment calls when the situation warrants it and that REI and the vendor, your employer, will stand behind your decisions.

CLIENT TO GUIDE RATIO

The following client to guide ratios must be adhered to on all REI departures. Any exceptions must be approved in advance by your REI Adventures program manager.

- Backpacking: Minimum of 2 guides, regardless of group size
- Cycling: Two guide minimum for all cycling trips. One must ride on the route with trip members; the other may drive the support vehicle. If the driver is not a guide, an additional guide is required
- Day hiking: One guide for 8 trip members or less. Two guides for 9-16 trip members.
- Kayaking: One guide for 4 trip members or less. Two guides for 5-16 trip members. Each guide should be in a different kayak when using double kayaks.
- Mountaineering:
 - o Technical climbs: One guide for every 4 trip members. Minimum of 2 guides regardless of group size.
 - o Nontechnical climbs: One guide for every 8 trip members.

ACCREDITATION

REI Adventures requires that all guides leading REI departures be fully qualified and up to date on all certifications required by local governmental agencies and/or national regulations. In addition, we require “best in class” certification when appropriate (e.g., American Mountain Guides Association, French Trekking Guide Diploma, etc.). REI Adventures reserves the right to request copies of all license or certification documents as needed.

THE REI BRAND

(CONTINUED)

LANGUAGE PROFICIENCY

All lead and assistant guides must be fluent in English and be able to clearly communicate both verbally and in writing with REI trip members. Lead and assistant guides should also be fluent in the local language(s) and be able to communicate with all other guides and support staff.

HYGIENIC STANDARDS AND PERSONAL APPEARANCE

All guides and members of the support staff are expected to adhere to specific hygienic standards and dress code as follows:

- Staff must always be clean and well groomed
- Staff will not wear any articles of clothing with rips, tears or stains
- Staff will not wear sunglasses when first meeting trip members.
- Staff will wear a shirt at all times (removing a shirt while swimming is acceptable)
- Shirts must always be worn during food preparation.
- Staff will always wash hands carefully before preparing meals or handling food served to guests.
- Guides will carry hand sanitizer at all times for personal use and use by trip members.

GUIDE CONDUCT

Guides and support staff are required to maintain the very highest level of professionalism and courtesy when leading REI trips. Failure to adhere to the rules of guide conduct may result in a prohibition from leading future REI departures.

- Guides must treat each trip member with equal importance.
- Guides must always be friendly, approachable, and punctual.
- Guides should always speak English in the presence of trip members. If conversing with another guide, staff member, or service provider in the local language, let trip members know you are discussing business and that it is more efficient to speak in your language. This will help prevent trip members from making negative assumptions as to what your conversation is about.
- Guide must refrain from personal cell phone calls, text messaging, or emailing while in the presence of trip members. If placing a call or otherwise communicating on their cell phone for trip related purposes (i.e., confirming services, etc.), guides should do this away from trip members. If this is not possible, the guide should inform trip members so they do not assume the guide is doing personal business.
- Guides must refrain from making offensive or derogatory comments about individuals from other countries, cultures, ethnic groups, political affiliations, religions or races in the presence of trip members.
- Guides must refrain from making comments of any nature about previous trip members.

- Excessive consumption of alcohol by any guide or support staff is unacceptable.
- Consumption of any alcohol by a driver or member of the guide staff responsible for driving the transport vehicle is strictly prohibited.
- Smoking in the presence of trip members is strictly prohibited. Smoking by a guide or any member of the support staff is strongly discouraged at any time during the trip.
- Smoke breaks or smoking should never interfere with the operation of a trip itinerary. Trip members should never be able to smell smoke on a guide's breath or clothing.

Guides and support staff must be aware that sexual harassment is prohibited and will not be tolerated. This is offensive to other group members and damaging to the group dynamic. Here are examples of conduct that guides and support staff must avoid at all times:

- Making unwelcome verbal or physical sexual advances towards a trip member (such as a proposition for sex or suggestive comments).
- Initiating romantic attention towards a trip member (such as requests for dates, unwanted phone contact, sending letters or e-mails or giving gifts).
- Responding to romantic or sexual advances or comments from trip members.
- Using inappropriate visual conduct (such as leering, making sexual gestures or displaying sexually suggestive objects or pictures).
- Making derogatory comments, teasing, using innuendo or making jokes of a sexual nature.
- Discussing or commenting about an individual's sex life or body.
- Having inappropriate physical contact with a trip member (such as pats, hugs, brushes, touches, caresses, massages or blocking movement).

Specific considerations for guide conduct when operating Trips with minor children (under the age of 18 years):

When operating a trip specifically designed and/or organized for adults and minor children (under the age of 18 years), the guide(s) will respect, recognize, and adhere the following:

- Guide(s) must never take on the role or responsibility of being guardian of minor children.
- Guide(s) must not assume custody of minor children; even for a brief period of time.
- Guide(s) must never be alone with a minor child (i.e. babysitting a child when parents or legal guardian are not present).
- Parents (or legal guardians) are responsible for the supervision of all minor children travelling in their care.

THE REI BRAND

(CONTINUED)

GUIDE CONSISTENCY

REI Adventures guides are some of the best guides in the world. Having top-quality guides and support staff is perhaps the most critical factor in successful trip operations. REI reserves the right to choose which guides lead our departures and which do not, and our standard is to work with a small, consistent group of guides on an ongoing basis.

TIPPING GUIDELINES AND EXPECTATIONS

Although we understand that tipping is an important way for trip members to express satisfaction with guide performance, our standard is that tipping be left to the discretion of the individual trip member. Your company manager has provided REI Adventures with appropriate tipping guidelines for lead and assistant guides. REI Adventures has provided these tipping guidelines to trip members prior to each departure, but we will advise that tipping is optional. Under no circumstances should trip members ever be made to feel as though tipping is mandatory.

Important note on tipping: our trip members are specifically instructed that tips for support staff (drivers, porters, camp cooks, baggage handlers, sub-contracted activity guides, etc.) are already included in their trip cost. REI Adventures pays your company in advance for these tips. You should have been given the means to arrange for tipping anyone else supporting the trip, or your company manager should have arranged for this in advance. Any exceptions to this policy must be approved in advance by your company's REI Adventures program manager. Please see your company manager if you have any questions about tipping any support staff or sub-contracted activity guides.

FIRST AID KITS

On every departure, a member of the guide staff must carry a group first-aid kit. It must be easily accessible and contain the necessary items for providing care to a standard consistent with the training and qualifications of the guide(s) and the location of the trip/activity (i.e., urban, rural, front country or backcountry).

FIREARMS

Some trips may require that guides carry firearms for protection against potentially dangerous wildlife. REI Adventures must be informed whenever a member of the guide staff will be armed during a trip. Guides carrying firearms must be properly trained and licensed and have the firearm on their person or safely secured at all times. Firearms may only be carried in accordance with local government/park laws and regulations. Trip members should be advised during the initial group orientation that a member of the guide staff is carrying a firearm for purposes of protection only. Trip members should never be allowed to handle or carry firearms.

CRISIS HANDLING

ADVENTURE TRAVEL is an uncertain business. Rapidly changing domestic and international events can pose challenges to trip operations and group safety. We require every vendor and guide to have an up-to-date safety manual and risk management plan, including emergency contact information for your business, local hospitals and rescue services, and REI Adventures management staff. Contingencies and procedures for all types of emergencies should be in place well before the start of each trip season.

REI defines an emergency as a situation in which any of the following occurs:

- An event that disrupts the normal operation of a trip
- An event or travel restriction that impedes trip members' ability to complete the itinerary as planned or return home as scheduled
- A guide, staff member or trip member gets injured or seriously ill
- An accident of any kind
- Loss of life
- Group encounters threatening conditions or is detained
- Trip member lack proper documentation (i.e., passport, visas)
- A near miss (defined as any occurrence that nearly resulted in any of the above situations)

Emergencies can occur due to activity accidents, human error, extreme weather, natural disasters, political unrest, acts of terrorism, etc.

CRISIS HANDLING GUIDELINES

1. ASSESS THE SITUATION

In the event of a crisis, collect as much detailed information about the course of events as possible. Make every effort to protect yourself and our trip members from injury or further harm.

Verify the following:

- Who? Names of those involved: trip member(s) or trip leader(s)
- What happened? Injury, missed flight, etc.
- Where is the group and/or injured party located?
- How can they be reached? Phone number, fax number, email, etc.
- When did incident or accident take place?
- Can the trip member continue the trip and rejoin the group?
- If not, when and how does trip member want to leave from the trip?

2. IDENTIFY & CONTACT THE PROPER AUTHORITY

Identify the proper authority (police, ambulance, fire, search & rescue, etc) and make contact for assistance as soon as possible.

CRISIS HANDLING

(CONTINUED)

3. PROVIDE ASSISTANCE

Provide assistance as needed and maintain control of the group.

4. CONTACT REI ADVENTURES

It is imperative that you contact REI Adventures as soon as safely possible. Gather information and inform REI Adventures at the first feasible moment. REI Adventures' contact information can be found in the Emergency Contacts section of this manual. Guides must carry this contact information with them at all times.

5. DOCUMENT THE DETAILS

As soon as it is safe to do so, document the course of events in writing. This is a critical step. Capture as many specific details as possible, including exactly what happened, what was said, what treatment or options were offered/accepted and trip-member response. Include the time and date as well as your (or the guide's) signature on any written documentation. If the situation persists over a long period of time, be sure to keep all documentation up to date with relevant information. Note: A sample Incident Report form can be found in the Appendix section of this manual.

6. PREPARE A RESPONSE

In case of emergency, REI will notify family members of the situation and respond to the media (if necessary). If you are required to address the media directly for any reason, use the following guidelines:

- Only interact with the media as a representative of your own company. Although it's acceptable to acknowledge that you are operating a trip for REI, you should refer any questions related to REI directly to us.
- Focus on the facts of the situation and direct the media to the appropriate authorities for additional information.
- Do not speculate or offer personal opinions or feelings
- Do not engage in arguments with the media. Stay level-headed and request a break should any interaction become too intense.
- You may express regrets about an incident but do not apologize or make statements accepting blame.
- If possible, have another person present during any interviews.
- Keep records of all conversations with the media, if possible.

7. FOLLOW UP

It is absolutely imperative that you continue to stay in constant contact with both the affected trip members and REI Adventures, and make yourself easily accessible until the crisis is completely resolved.

REI ADVENTURES EMERGENCY CONTACTS

**Emergency Contact Line: Phone: 253-740-2948
Email: reiadv@rei.com**

This phone number and email address above are monitored 24 hours per day, 365 days a year, by REI Adventures staff members.

If for some reason you can't reach us at 253-740-2948 or reiadv@rei.com, contact one of the managers below:

IMPORTANT PHONE NUMBERS & EMAIL ADDRESSES

Cynthia Dunbar, REI
Adventures Manager
Work: 253-437-5701
Home: 206-246-5610
Mobile: 206-713-3971
Email: cdunbar@rei.com

Andy Kronen
Adventure Travel Program
Manager
Work: 253-437-5705
Home: 206-933-5623
Email: akronen@rei.com

Justin Wood
Manager, Program Development
and Operations
Work: 253-437-5703
Mobile: 206-795-6873
Email: juwood@rei.com

Belinda Gardner
Adventure Travel Program Manager
Work: 253-437-5711
Home: 253-887-8440
Mobile: 206-355-6720
Email: bgardne@rei.com

TJ Little
Adventure Travel Program
Manager
Work: 253-437-7934
Mobile: 208-695-1316
Email: tlittle@rei.com

Janel Georgitsis
Adventure Travel Program Manager
Work: 253-437-5709
Mobile: 206-914-1014
Email: JGeorgi@rei.com

REI ADVENTURES EMERGENCY CONTACTS

(CONTINUED)

REI ADVENTURES GENERAL CONTACT INFORMATION:

Monday–Friday, 7am–5pm Pacific Time

Toll free: 800-622-2236 within the U.S.

Direct dial: 253-437-1100 within the U.S. or internationally

Email: travel@rei.com

Fax: 253-395-8160

Our mailing address (send all documents here):

REI Headquarters

P.O. Box 1938

Sumner, WA 98390-0800

USA

Our physical address: (packages only)

6750 S. 228th Street

Kent, WA 98032

AT THE INITIAL GROUP ORIENTATION. guides are required to give each traveler a Trip Member Emergency Card that lists important local emergency contact information (see sample, below).

Example of a Trip Member Emergency Card:

IMPORTANT CONTACT INFORMATION

Treasures of China, May 27, 2014

Guide: Charles Cai

Guide cell phone:

Assistant Guide cell phone:

Driver cell phone:

Additional local contact telephone:

Local police emergency telephone:

Local police non-emergency telephone:

Please carry this card with you at all times to use in case of emergency.

ADDITIONAL CONTACT PHONE NUMBERS:**TRAVEL INSURANCE**

MH Ross

REI Adventures encourages all trip members to purchase travel insurance. REI Adventures partnered with MH Ross to create custom travel insurance plans that meet the needs of the active adventure traveler. MH Ross provides industry leading coverage that includes trip cancellation/trip interruption, emergency medical evacuation and treatment, and protection for trip members' flights and baggage.

MH Ross Customer Service Available 24/7**Coverage Questions, Plan Information, Policy Changes, Reporting a Claim**

Online: Adventures.mhross.com

Phone: 800-423-3632

Fax: 888-424-8731

One Call Worldwide Travel Services Network, Inc.

This service may be utilized by trip members holding a MH Ross travel insurance policy.

24-Hour Hotline:

Within U.S.A. & Canada: 1-800-555-9095

Outside U.S.A. & Canada: 1-603-894-4710

A worldwide network of multilingual professionals available 24 hours a day to assist covered travelers with any emergency assistance while on their trip. After departure assistance includes: concierge services; referrals to local medical providers; arrangements for emergency medical evacuation; multilingual interpretation services; assistance with lost or stolen travel documents and tickets; urgent message relay to family or friends; and, arrangements for escort or return of accompanying children, to name a few.

VISA AND PASSPORT SERVICE:

VisaCentral

Worldwide offices: See web site for contact information for a specific office.

<http://visacentral.com>

Email: customerservice@visacentral.com

Phone: 877-535-0688

ACTIVE CARETAKERS OF THE ENVIRONMENT

REI ADVENTURES IS COMMITTED TO working with our local partners to identify and employ practices that minimize our impact on the environment and the local cultures/communities we visit. While REI Adventures recognizes that different destinations and different activities require unique “best practices,” all vendors should follow the Leave No Trace ethic and show the utmost respect for local cultures at all times. Our members expect this on every REI trip.

ENVIRONMENTAL CONSIDERATIONS

Follow minimum-impact practices, and remind trip members that their presence not only impacts the natural environment, but also the local residents, local culture and other visitors to the area. Help trip members understand the necessity of minimum-impact travel, including the need to:

- Travel and camp on durable surfaces (e.g., established trails and campsites, rock, gravel, dry grasses or snow)
- Protect sensitive areas by camping at least 200 feet (60 meters) from lakes and streams whenever possible
- Concentrate use on existing trails and campsites
- Walk single file in the middle of the trail
- Keep campsites small. Focus activity in areas where vegetation is absent.
- Dispose of all waste properly. Never leave any trash, leftover food or litter behind when leaving the backcountry.
- Reduce the amount of waste whenever possible by avoiding single-use plastic water bottles: Refill empty water bottles rather than disposing of them. When traveling in vehicles or when potable water is not available from the tap, vendors should provide large water containers from which individual bottles can be refilled.
- Recycle whenever possible
- Bury human solid waste in the backcountry 6-8 inches (15-20 centimeters) deep and at least 200 ft. (61m) from water, camp and trails. Cover and disguise the hole when finished. Pack out human solid waste using an appropriate method when required or necessary.
- Toilet paper should be packed out or thoroughly buried
- Wash yourself and/or your dishes by carrying water 200 ft. (61m) away from streams or lakes, and use small amounts of biodegradable soap. Scatter strained dishwater.
- Leave rocks, plants, artifacts and other objects as you find them
- Respect wildlife:
 - o Observe wildlife from an appropriate distance
 - o Do not feed animals—feeding wildlife damages their health, alters natural behaviors, and exposes them to predators and other dangers

- o Protect wildlife and your food by storing food and trash securely
- o Minimize your disturbance of wildlife at all times

CULTURAL CONSIDERATIONS

REI Adventures strongly supports respectful and positive cultural interaction and expects our vendors to facilitate such interaction on behalf of our trip members. As trip members may not be fully aware of local customs and practices, guides should be certain to advise travelers of any behaviors that could lead to miscommunication or misunderstandings with members of the local community. Examples may include information regarding appropriate dress, respectful photography practices or inappropriate conversational topics.

By helping our trip members learn about and interact with local cultures, we broaden their understanding of the world around them and greatly enrich their travel experience. To these ends we ask that you to be well-versed in the following guidelines/expectations:

- Respect local residents and protect their quality of life
- Discourage trip members from giving money or gifts to children or beggars. Explain that guests can support local people and economies through other means that will not encourage begging.
- Share your knowledge of the local culture in a manner that provides insight, context and appreciation
- Never speak about cultural differences in a derogatory or demeaning fashion. Rather, help customers to deepen their understanding.
- Preserve the past: Exercise care around cultural or historic structures and artifacts
- Help trip members learn to observe local customs and to understand appropriate dress when visiting temples, homes, rural villages or other places of special significance.
- Inform trip members of offensive behaviors (displays of affection, aggressive postures, etc.)
- Inform trip members about the appropriateness of photographing local people, their homes, children and belongings, and about photographing places of special significance
- Help trip members put the differences they witness into a local context so that they can more easily understand why things are done a certain way (for example, burning kerosene rather than wood and other practices that may confuse travelers)
- Respect other visitors and protect the quality of their experience
- Be courteous; yield to other users on the trail when appropriate

PRE- AND POST-TRIP COMMUNICATION

ONE OF THE MOST IMPORTANT ASPECTS of providing exceptional field operations is clear communication between REI Adventures and our vendors, both before and after a trip. Following are REI Adventures' expectations regarding pre- and post-trip correspondence.

PRE-TRIP

ACCURACY OF TRIP ITINERARY AND RELATED DOCUMENTS

It is extremely important that all trip-related documents received by trip members prior to travel be 100% accurate. Vendors will be sent copies of Trip Itineraries and all related client-facing documents (e.g., Itinerary, More Trip Info [pre-departure information], Gear Lists, Final Bulletins etc.) on an annual basis for review. Guides are expected to be familiar with all customer facing documents and alert your company manager if you notice any errors or have suggestions for improvement.

DEPARTURE UPDATES

REI Adventures will provide vendors with passenger count updates for upcoming departures at regular intervals throughout the season. Trip member names and additional related information will be provided at least 30 days prior to each departure. Please advise the program manager overseeing your trip(s) if you require updates at specific intervals or with additional information.

TRIP LEADER REPORT

Approximately 30 days prior to each trip departure, you will receive the Trip Leader Report (TLR) from your REI Adventures customer service specialist (see Appendix for sample TLR). This report contains trip-member information including names, roommate assignments & bed configuration (single, twin, double, etc), height and weight, medical and dietary information, airline schedules, passport information, if needed, and any additional special requests of note. Trip leaders should always carry a copy of this Trip Leader Report (TLR) for reference during each departure.

IMPORTANT: Each individual trip member's information is confidential and should never be shared for any purpose other than to provide services agreed upon and to ensure that the traveler's health, safety and well-being are carefully guarded at all times.

If a vendor and/or guide feels the need to discuss any personal information with an REI Adventures trip member, this should be done in privacy and with the utmost care and discretion. Matters relating to a particular trip member's personal health or other personal information should never be discussed in front of other trip members.

All personal information received by a vendor, guide, and/or REI is subject to the REI Privacy Policy, as updated from time to time. REI's Privacy Policy can be reviewed at: <http://www.rei.com/help/privacy-policy.html>.

FINAL BULLETIN

Approximately 4 weeks prior to each trip departure, REI Adventures mails all trip members a copy of the trip's Final Bulletin. This document contains important last-minute information for our trip members' reference, including group transfer and meeting times, emergency contact information, hotel names and telephone numbers, and guide names and biographies.

POST-TRIP

POST-TRIP REPORT

Within one day after the conclusion of each departure, vendors/guides are required to submit a Post-Trip Report to REI Adventures via email (preferably) or fax (see Appendix for sample report). These reports will be reviewed promptly by your the REI Adventures program manager and used for assessment purposes. Should any event occur during a departure that negatively impacts the group dynamic or may lead to a customer service issue, please alert your company manager immediately. Do not wait until the conclusion of the trip. They can in turn notify REI Adventures immediately. Repeated failure to alert REI Adventures to potential customer service issues in a timely manner may result in the termination of our business relationship.

TRIP ASSESSMENT

THERE ARE MANY WAYS IN WHICH REI Adventures measures the quality of our programs. Here are a few examples of how we assess vendor and guide performance as well as the quality of the trip experience throughout the year:

TRIP MEMBER EVALUATIONS

In order to be sure that our programs are meeting the needs and expectations of our guests, all trip members traveling with REI receive an evaluation form after returning home asking them to rate all aspects of the trip. Participants have an opportunity to rate the itinerary components such as accommodation, guides, transportation, food, activity, etc. based on their perspective. Copies of trip member evaluations or a summary report by departure will be forwarded to your company on an ongoing basis throughout the season in order to provide you with a clear understanding of trip member perceptions regarding the strengths and areas of opportunity for each trip.

It is your responsibility to ensure that the group is satisfied with all of the elements outlined in our trip evaluation on every departure. Remember, our goal is to always meet or exceed our customers' expectations.

Vendors and guides should never distribute their own company's evaluation forms to REI trip members. We share the results of the REI evaluation with the vendor after we receive them from our guests.

ONLINE TRIP REVIEWS

REI Adventures encourages every trip member to share their travel experiences on our web site by writing trip reviews that are posted on each trip's web page, viewable to potential future customers. The reviews allow members to rate their trip (1 star for the lowest score; 5 stars for the highest score), describe their experience in detail, identify the strongest and weakest aspects of the itinerary, and submit photos and videos that will also appear on the website as part of their review. Take the time to review the trip reviews on REI Adventures web site. Trip reviews are found on the main trip itinerary details page in the "Trip Reviews" tab.

REI Adventures program managers use these reviews to assess the trip operations in conjunction with other methods listed.

TRIP AUDITS

Occasionally, a member of the REI Adventures staff will join a departure in order to gain a first-hand perspective of the trip experience as well as identify possible areas of improvement. Please keep in mind that, while REI Adventures gains valuable insight into trip operations, sustainable travel practices, and logistics from these audits, staff participation on a trip also benefits you in many ways:

- REI Adventures requires all staff members who participate in one of our trips to provide comprehensive trip training to our entire sales team.
- Staff members who have participated in a trip can offer an additional level of expertise when speaking with prospective clients interested in that particular itinerary.
- Staff members are expected to take photographs that can be used for sales training and marketing purposes (i.e., travel catalogs, store displays and website slideshows).

In essence, the knowledge gained during staff travel audits allows us to promote and sell trip itineraries in a more compelling, accurate and effective way.

As part of our standard vendor agreement, REI Adventures reserves the right to send one staff representative on each trip annually; free of charge (REI Adventures covers airfare costs to/from the start/end of trip).

REI EMPLOYEE TRAVEL

REI employees occasionally travel on REI trips at a discounted rate, and we may ask them to offer us more detailed feedback than we would ask of a typical guest. This can help us gain additional insight into important factors such as how well the trip is branded as an REI trip. An REI employee could be on any trip at any time. It is important that guides treat REI employees the same as they would any other guests.

REI Adventures will work with you to address recurring problems in the field, and your feedback is a very important part of this process. In addition we expect you to continually monitor what is actually happening in the field and make recommendations to improve the quality of our trip. Repeated failure to address issues that have been identified as problematic by REI may result in the termination of our business relationship.

GUIDE BENEFITS

GEAR AND TRAVEL DISCOUNTS

REI Adventures offers exclusive gear discounts to our vendor partners around the world. As an REI Adventures vendor you get a 50% discount on most REI-brand clothing and gear and a 20% discount on most clothing and gear produced by other manufacturers. There is no minimum order requirement. This discount is available as a benefit to you and your staff who participate in REI departures. The discount is available by contacting your Program Manager to place an order through our Corporate & Group Sales division. These discounts are not yet available online at REI.com or REI-OUTLET.com, or at REI retail store locations.

Following a few simple guidelines will ensure your order is processed in a timely manner:

- o The discount is only available to current guides who actually lead or support REI trips in the field.
- o The discount is available only for gear and clothing to be used on REI Adventures departures. It is not available for gift purchase and cannot be used to purchase gear for family or friends.
- o This discount applies only on orders placed through REI Adventures using the official Outfitter Gear Order Form supplied to your company (see Appendix) or by emailing your Program Manager or Coordinator with the same information requested on the Outfitter Gear Order Form.

Any abuse of the vendor and guide discount will result in the immediate suspension of this benefit and may result in the termination of our business relationship.

REI ADVENTURES TRIP DISCOUNTS FOR GUIDES

Would you like to take an REI trip in another country? REI Adventures offers you a generous discount on many of our adventure travel vacations. Experiencing another REI trip can give you a better sense of what REI travelers expect and appreciate when traveling with us. We hope you will take advantage of this offer. We highly encourage our guides and vendors to contact us about experiencing the programs we offer at a discount, or exploring the potential of guide exchanges with other interested outfitters. Check with your REI Adventures program manager for specific discounts and additional details.

TOP GUIDE AWARDS PROGRAM

In 2004, REI Adventures introduced the Top Guide Awards program designed to recognize a select group of our guides for their exceptional leadership and customer service skills. While we believe all guides leading REI trips provide an outstanding adventure travel experience to our members, each year a small number of individuals consistently stand out for their superior customer satisfaction ratings.

REI Adventures uses the following primary criteria to determine the award recipients:

- Trip member evaluation scores
- Top Guide nominations from our vendors, REI Adventures office staff, and trip members
- Number of departures led
- Number of trip members led
- Number of years guiding for REI

Top Guide Award recipients receive a recognition package that typically includes:

- All-expenses-paid trip to Seattle, Washington
- A visit to REI Headquarters to learn about REI & meet REI Adventures staff
- REI gift card
- Top Guide award ceremony and certificate of recognition
- Guide profile on REI Adventures website

For additional details on our Top Guide Awards program, ask your company manager.

CLOSING AND THANK YOU

WE UNDERSTAND THAT GUIDING is both challenging and rewarding. You are very important to the success of our business and we are eager to help and support you. Please talk with your company manager any time you need help or clarification on guiding for REI Adventures. We look forward to seeing you achieve success as an REI Adventures guide. Thank you from all of us at REI.

APPENDIX

REI Adventure: Trip Leader Report
 Departure Date: 5/2/2015 Return Date: 5/8/2015
 Latin America: Machu Picchu Explorer

Note:
 *REI ADVENTURES employee MEGAN KELLER will be participating in this trip for Staff Audit Travel.

Rooming List & Room Type:

Room	Room occupant	Number of Beds
Room - 1	Brian Readdy, Laura Readdy;	1 Bed
Room - 2	Susan Storey, Donna Tucker;	2 Beds
Room - 3	Pat Collins, Carol Collins;	1 Bed
Room - 4	Mandi Hepworth (SWS); Paulette Sherrell (SWS);	2 Beds
Room - 5	Roger Radloff, Gertraud Radloff;	2 Beds
Room - 6	Chelsey O'Nan, Liz Schmidt;	2 Beds
Room - 7	Megan Keller (SWS);	2 Beds

Passport Information

Customer Name	Passport	Birthday	Exp Date	Country of Issue
Gertraud Radloff				Germany
Roger James Radloff				United States of America
Laura Margaret Readdy				USA
Brian Ruff Readdy				USA
Susan Kay Storey				United States of America
Donna Tucker				United States of America
Patrick Joseph Collins				United States of America
Carol Learning Collins				United States of America
Megan Anne Keller				United States of America
Mandi Rae Hepworth				United States of America
Paulette Fran Sherrell				United States of America
Chelsey O'Nan				United States of America
Elizabeth Irene Schmidt				United States of America

Arrival/Departure Information

Traveler Name	Meeting Location	Arrival Info	Departure Info
		Airplane LA2023 30APR CUZ 9:05A; Hotel Rumi Punku	Airplane LA2032 11MAY CUZ 5:00P; Hotel Rumi Punku
		Airplane LA2023 30APR CUZ 9:05P; Hotel Rumi Punku	Airplane LA2032 11MAY CUZ 5:00P; Hotel Rumi Punku
		Airplane LA2030 29APR LIMCUZ 2:45P; NOVOTEL	Airplane LA2020 8MAY CUZLIM 12:25P
		Airplane LA2030 29APR LIMCUZ 2:45P; NOVOTEL	Airplane LA2020 8MAY CUZLIM 12:25P
		Airplane LA2025 1MAY LIMCUZ 6:20A; Mamot	Airplane LA2042 8MAY CUZLIM 4:05P
		Airplane LA2025 1MAY LIMCUZ 6:20A; Mamot	Airplane LA2042 8MAY CUZLIM 4:05P
		Airplane LA2037 1MAY LIMCUZ 1:45P; Novotel Hotel	Airplane LA2066 9MAY CUZLIM 7:10P
		Airplane AAT264 1MAY LIMCUZ 10:15A; "MISSING INFO"	Airplane LA2075 9MAY CUZPEM 11:25A
		Airplane AAT264 1MAY LIMCUZ 10:15A;	

APPENDIX

(CONTINUED)

Post Trip Report

Trip name: _____

Trip dates: _____

Trip leader name(s): _____

General overview of the trip:

Group dynamics: Poor Average Good Very good Excellent
(circle/highlight one)

Overall customer satisfaction with the following elements of the trip:

Accommodations: Poor Average Good Very good Excellent
(circle/highlight one)

Food: Poor Average Good Very good Excellent
(circle/highlight one)

APPENDIX

(CONTINUED)

Incident Report Form

Adventures Trip: _____

Affected Person's Name(s): _____

Incident Date / Time: _____

Type of Incident: _____

Location of Incident: _____

Terrain: _____

Weather: _____

List the names of any witness to the incident: _____

Was any person(s) injured or become ill? YES or NO

If yes, what is the type and location of injury/injuries or illness? _____

Did the affected person(s) leave the trip? YES or NO

If the injured/ill person left the trip, list the evacuation method(s):

Evacuation location (hospital, hotel, etc., please include a phone number):

APPENDIX

(CONTINUED)

Outfitter Gear Order Form



REI Adventures Vendor Order Form

Complete fully then fax or scan-to-email to:
REI Adventures
Attn: Pamela Beck, Program Operations Coordinator

PO Box 1938
Sumner, WA 98390
800.622.2236 phone
253.395.8160 fax
pbeck@rei.com email

This form is for authorized REI Adventures Vendors to order discounted merchandise from REI Corporate & Group Sales. These purchases are to support general gear needs on REI Adventures trips and the clothing and gear needs of REI Adventures Guides while leading REI Adventures trips.

Please fax or scan-to-email the fully completed form, signed by the Vendor owner/manager, to REI Adventures for approval. Post review, REI Adventures will forward the form for order processing. Any vendor submitting forms directly to Corporate & Group Sales will be referred to REI Adventures.

Discounts Available

Category	Discount
REI Brands	50% off existing full retail price
Bicycles* and Non-REI Brands	20% off existing full retail price
Canoes*, Kayaks*, SUPs*	10% off existing full retail price
Sale Items (All Brands)	No Discount

*Oversize shipping charges will apply.

Vendor:

Bill To:

Ship To (physical address only):

Contact Person:

Email Address for Order Communications:

Phone Number:

Bankcard Number: Expiry:

Signature of Bankcard Holder:



We like to say, "It all started with an ice axe." That's because REI began in 1938 when 23 mountain-climbing friends banded together to find a quality ice axe at a fair price. The cooperative spirit that inspired those mountaineers was the foundation for the business we have grown into today: the nation's largest consumer co-op serving customers worldwide, including millions of active members.

Our passion for outdoor adventure remains strong. Our members experience it whenever they travel with REI on the trip of a lifetime, a Volunteer Vacation, Family Adventure or Weekend Getaway. We also share that passion with our members through our Outdoor School programs, our retail stores, on the phone, at REI.com and all around the U.S. as we work to protect our shared natural spaces.

Our passion for the outdoors is also seen in REI-brand gear and clothing—products we design and test ourselves to help everyone enjoy the outdoors. It's part of REI's commitment to inspire, educate and outfit for a lifetime of outdoor adventure and stewardship.