

IAATO Annual Marketing & PR Self-Audit

IAATO itself doesn't promote travel to Antarctica, but – as an IAATO operator or sales partner – you do! Your company's marketing, PR and social media experts play a vital role in helping IAATO achieve its mission of safe, environmentally responsible travel by managing clients' expectations regarding their Antarctic experience. With interest in Antarctic travel projected to increase, IAATO has

developed this Marketing & PR Self-Audit as part of long-term strategy to manage for growth. Your participation will help ensure guests continue to have an enriching Antarctic experience while protecting the region for future generations.

It is recommended that you view the slideshow, 'IAATO Guidelines for Marketing Antarctica' before you begin.

Part A - Marketing & PR Self-Audit Information

This is an internal company audit. Once completed, it should be reviewed and signed by an expert who has good current working knowledge of IAATO operational guidelines. If you are an agency, sales partner, guiding company or similar, please review this checklist with the IAATO Operator you are working with. Ultimately, the IAATO operator has a responsibility to IAATO and their national authority that third-party promotional materials reflect safe, environmentally responsible Antarctic travel.

You do not need to submit this form to IAATO. However, it is recommended that you file checklists internally for future reference. For more information and guidelines, go to www.iaato.org.

I represent (please check box):

- An IAATO member Operator
- An IAATO Associate member
- A Tour operator, agency, guiding company etc., partnering with an Antarctic Operator
- An advertising or PR agency employed to promote the Antarctic Operator's programs
- A Social media consultant, blogger or video producer employed to help promote the Antarctic Operator's programs

Name of Operator:

Name of Vessel(s) or Operation:

Materials reviewed are for which Antarctic season(s):

PART B – CHECKLIST

Please ensure that the following materials conform to the checklist below. By "ticking off the box", you are pledging to follow the IAATO recommendations when you next update or revise your marketing and promotional materials:

- Current and draft-stage catalogs or brochures
Not applicable
- Company website
Not applicable
- Current and draft-stage advertising – print or digital
Not applicable
- Mailers, flyers, digital newsletters and blasts
Not applicable
- Press releases and backgrounders
Not applicable
- Social media postings and social media advertising
Not applicable
- PowerPoint or other presentations
Not applicable
- Blog posts
Not applicable
- Other (please specify)
Not applicable

1. Have you reviewed the IAATO 'Marketing Antarctica' PowerPoint presentation? It is recommended that you do before completing this checklist.

Yes

No

If no, please explain

2. Are specific Antarctic landing sites and research stations mentioned by name in text or body copy as intended destinations that will be visited?

No

Yes

If yes, please explain

3. If you show a day-by-day itinerary, does it avoid listing specific landing sites or research stations? Do you avoid suggesting that guests will visit certain places on any particular voyage or on a particular day?

Yes

No

If no, please explain

4. Does the text or day-by-day itineraries suggest that you will be landing two or even three times per day?

No

Yes

If yes, please explain

5. Do you state that itineraries can change on short notice due to weather or ice conditions or for other operational reasons?

Yes

No

If no, please explain

6. Do you use language that talks about the spontaneous, exploratory nature of Antarctic expedition cruising, or that no two trips are ever exactly the same?

Yes

No

If no, please explain

7. Do you use language that emphasizes the educational activities, presentations, learning opportunities, etc. being offered on the trip?

Yes

No

If no, please explain



8. Do you use language such as “see it before it is gone,” or “Antarctic is changing – explore it now while you still can,” or similar imminent doom pitches?

No

Yes

If yes, please explain

9. Do your texts and images reflect adopted guidelines and recommendations developed within the Antarctic Treaty System, as well as IAATO requirements?

d. Not to disturb wildlife on land or sea.

Yes

No

If no, please explain

e. No more than 100 visitors ashore at any one time.

Yes

No

If no, please explain

f. Having a staff-to-visitor ratio of up to 1:20 while ashore.

Yes

No

If no, please explain

g. Activities will have no more than a minor or transitory impact on the environment.

Yes

No

If no, please explain

10. Images and video – while these are powerful marketing tools to convey the splendor of Antarctica, they can sometimes be taken out of context by the public, media or Antarctic Treaty Parties that authorize tourism activities. Long camera lenses shrink perspective and make objects appear closer than they really are.

a. Does it appear that guests and staff or their clothing/ equipment are *intentionally* too close to wildlife? The minimum distance is 5 meters / 15 feet on shore.

No

Yes

If yes, please explain

b. Wildlife will occasionally choose to approach human visitors out of curiosity. If an image or video footage depicts this behavior, am I using supporting text that explains that the animal has chosen to move closer to the people / vessels / vehicles being shown?

Yes

No

If no, please explain

c. Does it appear that Zodiacs, kayaks or other small boats are too close to seals and whales? The minimum distance from whales is 100 meters.

No

Yes

If yes, please explain

d. Does it appear that people or small boats are too close to icebergs? Rule of thumb for icebergs is not to depict a vessel closer than two times the height of the berg above water. Does it appear that a Zodiac or kayak is in an ice tunnel or under an ice arch?

No

Yes

If yes, please explain



e. Does it appear that Zodiacs or small boats are too close to tide water glaciers? A rule of thumb is not to depict a vessel closer than 200 meters / 600 feet from a glacier face.

Note: If lens foreshortening makes the boat appear closer, use supporting text to explain that the vessel is a safe distance from the glacier.

No

Yes

If yes, please explain

f. Does it appear that aircraft are too close to wildlife? The minimum distance is 610 meters / 2,000 feet above, and 930 meters / one-half mile when landed.

No or NA

Yes

If yes, please explain

g. Are seals depicted in images or video with heads raised, looking specifically at people or vessels, particularly with jaws open? This may suggest they have been disturbed, so best not to use those photos.

No

Yes

If yes, please explain

h. Do you depict images of wildlife typically found outside of the area you are marketing? For example, are you showing images of emperor penguins when there is little likelihood that your tour will actual encounter emperor penguins?

Note: engage with the IAATO Operator's experts, such as biologists or field staff experts to ensure marketing materials are as accurate as possible in this regard.

No

Yes

If yes, please explain

i. Are guests depicted wearing safety equipment – e.g. lifejackets in Zodiacs, insulated kayak suits and lifejackets in kayaks – that is appropriate and relevant for the activity they are participating in?

Yes

No

If no, please explain

j. Does your company have a social media policy in place to ensure that all company employees – whether in the office or aboard the ship – have clear guidelines on what they are permitted to post about core values, products and colleagues?

Yes

No

If no, please explain

Name of Person Completing the Checklist

Name of Person Reviewing the Checklist
(i.e. familiar with IAATO field guidelines):

Signature of Person Reviewing the Checklist