

# CHECKLIST FOR RESPONSIBLE MARKETING

## FOR PHOTOGRAPHERS, PRESS AND INFLUENCERS

Using the right marketing communications can be an important tool for improving visitor management, creating realistic expectations for guests, informing about norms and rules, and leading guests towards more sustainable choices.

Visit Bergen has a goal that all marketing about Bergen and the region should be authentic, realistic, and respectful towards both our guests and the local community. This checklist gives a short overview of what considerations to take when marketing Bergen and the region as a travel destination.

The picture on the right was previously used in Visit Bergen's marketing. It depicts someone camping in the city mountains of Bergen, which is not permitted in most parts of the area between Ulriken and Fløyen. Because we don't want to give guests a misleading picture of what you can and cannot do in Bergen, nor encourage unwished activities, this picture is no longer used in our marketing.





## THINGS YOU SHOULD AVOID SHOWING:

- ☐ Camping (tenting or using hammocks) in the consideration zone of the city mountains, or in other places where this is prohibited.
- ☐ Dogs off leash in the city, city mountains or in arable land.
- ☐ Campfires during the general ban on fires (from the 15th of April until the 15th of September)
- ☐ People pictured in possibly dangerous situations (e.g., on the edge of a cliff)
- ☐ People going kayaking or similar activities without using necessary equipment like a lifejacket.
- ☐ People on bicycles without helmets





## THINGS WE WISH TO SHOW MORE OF:

- ❑ Lesser-known places and perspectives of Bergen and the surrounding region.
- ❑ Realistic pictures of what visitors can expect when visiting Bergen and the region, during different seasons of the year.
- ❑ Content that gives a realistic portrayal of Bergen in all kinds of weather.
- ❑ A realistic portrayal of different situations visitors can expect to meet, and the skills and equipment that is necessary.
- ❑ Content about locally produced food and local food experiences.
- ❑ Content about local art, cultural experiences, museums, and local history.



# GREENWASHING

Bergen should be portrayed realistically and honestly as a travel destination for current and future visitors. Therefore, Visit Bergen has signed the Guide Against Greenwashing.

We encourage anyone that produce marketing material about Bergen as a travel destination to make themselves familiar with and follow the ten principles of the Guide Against Greenwashing.