



# TOURISM WHISTLER PHOTOGRAPHY/VIDEO USAGE GUIDELINES

**Note: Unless otherwise stated, Tourism Whistler has purchased licenses for these assets for a fixed term. All material remains the property of the photographer/videographer; therefore the following guidelines must be agreed to before use. Use of this library is restricted to partners, sponsors, media, tour operators, travel agents, meeting planners and Members of Tourism Whistler.**

## THE USER(S) OF THIS PHOTO AND VIDEO LIBRARY MUST AGREE TO:

1. Refrain from re-selling the asset(s) and using the asset(s) for personal, retail or commercial purposes or promotional goods (i.e. assets cannot be used for postcards, books, calendars, proposals, etc.). Any special requests for commercial use of photo assets in the Content Hub must be directed to the photographer.
2. Credit the photographer at all times, and Tourism Whistler whenever possible. Photo credit must be placed on the photo or directly below. For social channels, credit must be provided in the caption and the photographer/videographer and @GoWhistler must be tagged.
3. Use the asset(s) only in the specific promotion of Whistler - For example, a skiing image may be used to promote skiing in Whistler, but not skiing in general.
4. Discontinue use after which time the asset expires – expiry dates are noted with each photo and video. This includes use in any printed materials, advertising, promotions, websites or email campaigns.
5. Refrain from making edits, including the addition of graphical elements (e.g. text, logos, filters, etc.) that in any way alter or overtake the original integrity of the asset(s). Also refrain from making modifications to asset metadata.
6. Refrain from using images in large formats (i.e. billboards, posters, etc.) - the maximum image size permitted is 10"x12". Requests for large format use must be directed to the photographer.
7. Refrain from using images for cover pages of print publications (i.e. magazines or newspapers). Requests for cover use must be directed to the photographer.

**Failure to follow these terms could result in a \$200 charge (per instance) or licensing fees from the photographer/videographer, payable by the user.**

## FAQ'S

### **Q: Where can I use assets from the 'Hub'?**

A: Assets can be used in advertising, collateral, promotions (not including promotional goods), social channels, websites, travel editorials or email campaigns, if users follow the guidelines above.

### **Q: Where am I not permitted to use assets from the 'Hub'?**

A: Including, but not limited to:

- ◆ Magazine/newspaper covers
- ◆ Formats larger than 10"x12"
- ◆ Billboards
- ◆ Kiosks
- ◆ Bus shelters
- ◆ Posters

In addition, they cannot be used for personal, retail or commercial purposes, as defined below.

### **Q: What is considered personal, retail and commercial use?**

A: Personal, retail and commercial use includes, but is not limited to:

- ◆ Postcards
- ◆ Client gifts
- ◆ Books
- ◆ Wall art or displays
- ◆ Calendars
- ◆ SWAG
- ◆ Proposals
- ◆ Decals
- ◆ Room/hotel key cards
- ◆ Coupons
- ◆ Stickers
- ◆ Promotional products & merchandise

Items are not limited to resale and include giveaways.

### **Q: Where should I provide credit?**

A: Users must credit the photographers at all times, and Tourism Whistler whenever possible.

In advertising, collateral, promotions, websites and email campaigns, credit must be placed on the photo or directly below it. Credit cannot be placed on a separate page than the photo, or buried at the bottom of a page.

On social channels (i.e. Instagram, Facebook, etc.), credit must be included in the caption and the photographer and @GoWhistler must be tagged.

**Q: What is direct promotion of Whistler?**

A: If you're a Member or business based out of Whistler, the majority of your efforts are considered direct promotion of Whistler - seeing as they increase awareness of the products, services and experiences available at the destination. In addition, Members are able to utilize images from the Hub for employment ads, because it circles back to promotion of Whistler.

Other users (i.e. media, tour operators, partners, meetings & incentive partners and sponsors) can only use assets if they are specifically promoting Whistler as a destination.

Examples include: why visitors should choose Whistler, what activities are available here and when to visit Whistler.

Non-permitted examples include: general promotion of experiences and when promoting a destination other than Whistler.

**Q: What is the penalty for not following the usage guidelines?**

A: If users do not provide photographer credit or make edits to the asset that alter or overtake the original integrity of it - photographers can enforce a \$200 penalty fee (per instance).

If an asset is used for personal, retail or commercial purposes, past the expiry date, outside of direct promotion of Whistler, for a cover of a print publication, or in a large format, the photographer/videographer can enforce a licensing fee at their discretion. This dollar figure of this fee will vary depending on the violation, medium, distribution and other elements; it could be as low as \$25 or higher than \$1,000.

**If you have any regarding the usage guidelines, please contact [twhub@tourismwhistler.com](mailto:twhub@tourismwhistler.com).**