



RESPONSIBLE MARKETING & PR POLICY

Version 1.0



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1. Policy statement

Intrepid Travel (“Intrepid”) is a certified B Corp and a global values-led travel business. Our mission is to create positive change through the joy of travel.

We recognise that how we market is inseparable from how we operate. And acknowledge that marketing is not simply a commercial function but a powerful tool that shapes public perception and trust.

This Policy helps establish the principles, standards and expectations to ensure Intrepid’s global marketing and public relations activities are ethical, inclusive, transparent, compliant and true to our values, purpose and mission. This applies to our owned marketing channels as well as how we present, position and pitch Intrepid to media around the world.

Intrepid’s Responsible Marketing & PR policy is guided by the following six commitments:

1. Diversity, Equity & Inclusion
2. Openness & Transparency
3. Local Storytelling / Rejecting Neocolonialism
4. Creating a Sense of Belonging
5. Digital Marketing & AI Integrity
6. Ethical Public Relations

2. Scope

This Policy applies to:

- All Intrepid Travel entities globally
- Global marketing, communications, public relations, digital, partnerships, content and related roles
- Press, influencer and media activity conducted by Intrepid Travel and its subsidiaries
- Agency and brand partners
- All Intrepid Travel audiences, social media followers, digital communities and email subscribers

3. Policy commitments and standards

3.1. Commitment to Diversity, Equity & Inclusion

Intrepid commits to building a global brand with inclusivity and representation at its core.

Standards

- a) Representation
 - i. Marketing assets will reflect the diversity of our travellers and the communities we visit, specifically across race, ethnicity, gender identity, sexual orientation, age, ability and body
 - ii. BIPOC voices will be intentionally amplified across campaigns, partnerships, earned media and owned channels

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- b) Anti-Racism
 - i. We will not tolerate discriminatory language, stereotypes or harmful tropes in any marketing material
- c) Measurement & Reporting
 - i. We will establish measurable benchmarks around representation, marketing investment as it relates to improving diversity, equity and inclusion
 - ii. We will report openly and transparently in our annual integrated report

Benchmarks & Goals

Black, Indigenous, People of Colour (BIPOC) travel community

- **50%** of content creators hired by Intrepid identify as BIPOC creators
- **20%** of content creators hired by Intrepid identify as Black
- **20%** of commissioned editorial stories from BIPOC writers
- **20** social media posts each year that amplify Indigenous communities and Indigenous tourism
- **10** editorial stories promoting Indigenous tourism
- **5** new editorial opportunities commissioned for BIPOC writers
- **5** partnerships per year with BIPOC-owned travel organisations
- **\$300,000** AUD minimum annual spend toward BIPOC creators
- **\$300,000** AUD minimum annual investment to support BIPOC-owned businesses, events or initiatives

Size Inclusivity

- **10%** of content creators hired by Intrepid are from the plus-size travel community
- **20** photos of plus-size travellers will be shared on social media each year
- **10%** of commissioned editorial stories from plus-size writers

LGBTQIA+ community

- **10%** of content creators hired by Intrepid are from the LGBTQIA+ travel community
- **10%** of commissioned editorial stories from LGBTQIA+ writers

Accessible Travel

- **5%** of all content creators hired by Intrepid are creators with disabilities
- **10** posts on social media promoting, educating and amplifying accessibility and the disabled travel community
- **5** editorial stories published promoting accessibility and the disabled travel community

Benchmarks may be changed with Chief Marketing Officer approval.

3.2. Commitment to Openness & Transparency

Intrepid rejects greenwashing, impact washing and misleading claims.

Standards

- a) Truthful Communications
 - i. All environmental, social and product claims must be evidence-based and substantiated
 - ii. Avoid the use of absolute claims as they relate to our impact and purpose
 - iii. The use of the word “sustainable” should be avoided.
 - iv. If using the word “sustainable” is deemed essential, it should only be used in an aspirational context not as a present state, acknowledging that travel does have a material environmental impact.
 - v. Vague or unverified sustainability language is to be avoided, as governed by our legal team. Words like sustainable, regenerative, eco, planet-

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friendly, carbon neutral, zero impact, should be avoided unless clearly contextualised

- vi. Any use of these terms in public facing consumer communications, require sign-off from the Global Marketing Leadership Team (GMLT)

b) Climate Honesty

- i. We acknowledge that international air travel contributes to the climate crisis and that travel can have a negative environmental impact
- ii. Any climate commitments must be clearly explained, including limitations and trade-offs
- iii. We recognize that how we invest in marketing and advertising has a material environmental impact. We will continue to measure these emissions as part of our overall office CO2 footprint
- iv. Intrepid's carbon footprint will be reported as part of the annual integrated report and climate disclosure reporting. Our reporting will follow the GHG protocol and be independently audited and verified.

c) Ethical Experiences

- i. We will only promote experiences that are safe, ethical and compliant with our Animal Welfare, Child Protection and Human Rights policies
- ii. We will not promote activities that encourage reckless, exploitative or harmful behaviour
- iii. We will report openly and transparently in our annual integrated report

Benchmarks & Goals

- **1** integrated report (published annually) including our environmental, social and economic impact, as well as reporting on our stated Responsible Marketing & PR Policy benchmarks & goals
- **1** climate disclosure report (published annual)
- **100%** of marketing team members complete annual training on Intrepid's language guide to ensure they are using accurate and approved sustainability messaging

3.3. Commitment to Sensitive Local Storytelling and Rejecting Neocolonialism

Intrepid recognises the historic role travel marketing has played in reinforcing power imbalances. We believe travel is a privilege, not a right, and must ensure our narratives do not reinforce the extractive nature of travel but rather position a shared experience as creating mutual benefit to travellers and host communities.

Standards

- i. We will remove and exclude imagery or language that objectifies, exoticizes or commodifies local people or cultures
- ii. We will tell stories through both the travellers' perspectives and the host / local community lens
- iii. We will obtain informed consent to use imagery and video featuring local people, ensuring local people have agency over their own stories
- iv. Individuals will not be portrayed in ways that compromise dignity, privacy or safety
- v. Vulnerable populations (including children) will be subject to heightened protection standards aligned with Intrepid's Child Protection Policy

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- vi. Recognise the power tourism has to support reconciliation
- vii. Reference Indigenous language guides regionally to ensure using correct words

Benchmarks

- **100%** removal of the word “colonial” as a positive adjective and descriptor in trips, blogs and social captions
- **20%** of first-person social media stories told through the community or host lens

Benchmarks may be changed with Core Management Team approval.

3.4. Commitment to Create a Sense of Belonging

Intrepid commits to fostering safe, inclusive and respectful online communities and team environments.

Standards

- a) Community Governance
 - i. All social and owned communities will operate under publicly accessible global community guidelines
 - ii. A zero-tolerance policy applies to hate speech, harassment, discrimination
- b) Community Moderation
 - i. Social media moderators and markets will act with integrity fairness and cultural sensitivity when engaging with customers and team members
 - ii. Internal and external community spaces will encourage and accept diversity of perspective while prioritising respect and dignity

3.5. Commitment to Digital Marketing & AI Integrity

Intrepid will operate at the highest standards of digital responsibility

Standards

- a) Data & Privacy
 - i. We will seek to operate at the highest level of regional compliance as it relates to data usage and privacy
 - ii. We will not misuse or sell customer data
 - iii. Clear, informed consent will be required for tracking and marketing communications
- b) Responsible Media Placement
 - i. We seek to block third-party digital media placements on websites that spread misinformation, hatred or oppression
- c) Ethical Search & Performance Marketing
 - i. SEO and AEO will be conducted ethically and on merit
 - ii. We will not purchase links, manipulate rankings or engage in deceptive performance tactics
- d) Accessibility
 - i. We commit to accessible web design aligned with recognised global accessibility standards
 - ii. We apply Human Oversight on all our customer-facing AI tools and ensure a path to contact a human without friction

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Benchmarks

- **100%** regional data usage and privacy compliance, specifically in our key source markets, including [GDPR](#) in Europe, [CCPA/CPRA](#) in the United States, [CASL](#), PIPEDA and Law 25 in Canada and [APP](#) in Australia
- **48-hour response time** (or less) for any customer query regarding data or security

Benchmarks may be changed with Chief Marketing Officer approval.

3.6. Commitment to Ethical Public Relations

We conduct public relations activities with transparency, integrity and accountability.

Standards

- a) Accuracy & Non-Deceptive Practice
 - i. All media materials (press releases, media briefings, interviews, reports, statements) must be factually accurate and evidence-based
 - ii. We will not exaggerate impact, selectively omit material information, or present projections or future targets as achieved outcomes
 - iii. Any sustainability or impact claims will require substantiation

Where errors occur, we will correct them promptly and transparently.

- b) Media relationships
 - i. We will respect editorial integrity and not pressure media to alter editorial content beyond factual corrections
 - ii. We will not offer inappropriate gifts or incentives in exchange for favourable coverage

- iii. Familiarisation trips will operate under clear disclosure standards and ethical guidelines
- iv. We will conduct value-alignment assessments before entering partnerships with creators or journalists
- v. We will terminate partnerships if they promote discrimination, misinformation, environmental harm or unethical behaviour

- c) Influencer partnerships
 - i. Value and impact alignment checks must be conducted
 - ii. Ethical conduct clauses to be included in contracts alter editorial content beyond factual corrections

4. Implementation and enablement

Accountability

Upholding and adhering to this policy is the responsibility of Intrepid's Chief Marketing Officer

Continuous Improvement

We commit to:

- Review of this Policy every two years
- External benchmarking against B Corp best practices
- Stakeholder consultation where necessary and appropriate
- Transparent reporting of progress, learnings and challenges

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Framework for Raising and Resolving Complaints

- We have set-up and publicly listed across ethical marketing pages the accountability@intrepidtravel.com, providing a direct feedback link to our senior marketing leadership team. This inbox is monitored by our global brand team.
- Grievances can also be raised through the [Grievance Policy](#)

Performance Tracking

- There will be 25 measurable benchmarks, publicly shared (<https://www.intrepidtravel.com/newsroom/company-documents/ethical-marketing-guidelines>) and reported on annually
- A working group will meet monthly to track progress

People Processes

- The Responsible Marketing & PR Policy will be part of the on-boarding documents for all new team members
- Legal Playbook will be part of on-boarding documents for all new team members
- All marketing team members will be required to review the policy annually in the People Portal as part of a set required learning workflow

Workflow

- There will be a monthly reporting meeting led by a member of the marketing leadership team to ensure progress, action and accountability on all stated benchmarks
- [Brand and Marketing Legal](#) Checklist uploaded for all campaign activity over \$100,000

