



Marketing responsible whale watching through Whale SENSE



NOAA
FISHERIES

WHALE AND
DOLPHIN
CONSERVATION



NATIONAL MARINE
SANCTUARIES

GERRY E. STUDDS
STELLWAGEN BANK

Whale Watching in the United States

Whales are protected by the Marine Mammal Protection Act and Endangered Species Act. It is illegal to kill, harm, or harass marine mammals under these laws.

Approach guidelines and regulations exist to mitigate impacts vessels have on whales.



NOAA
FISHERIES

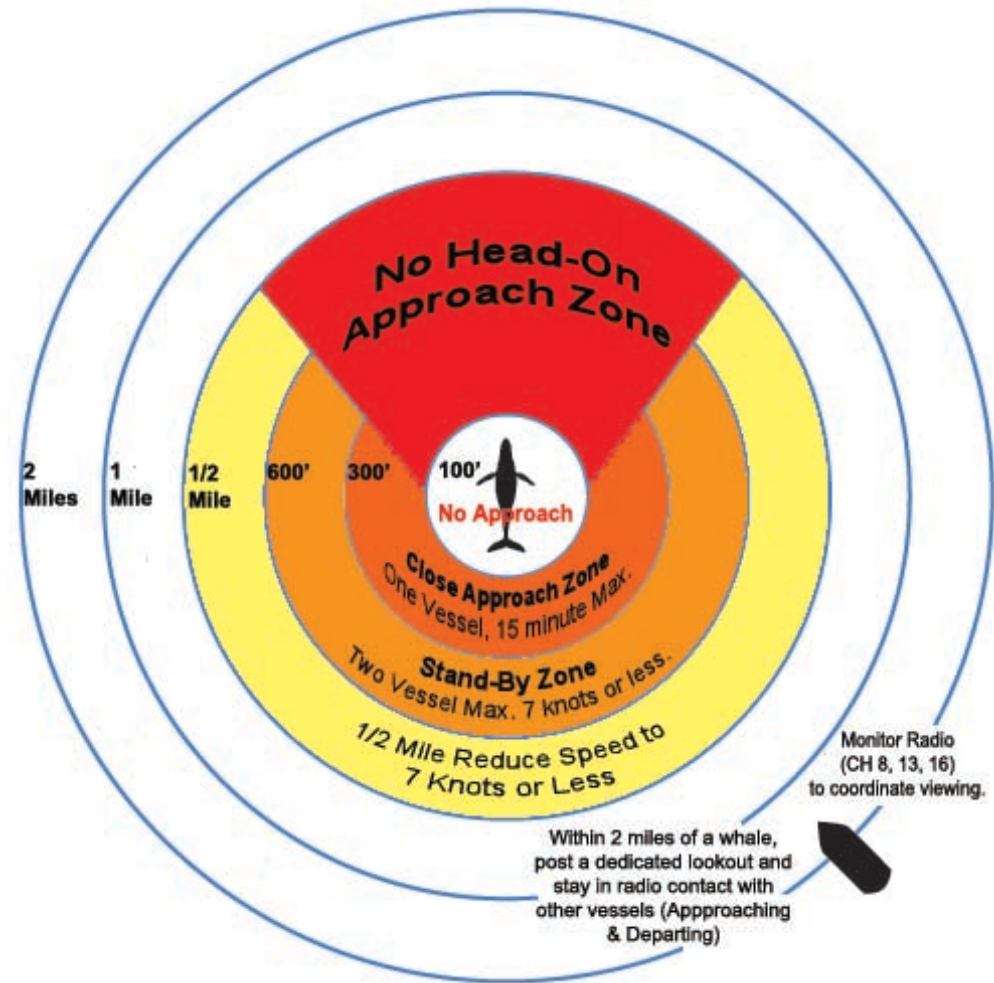


Whale Watching Management Challenges

Compliance

Limited enforcement

Limited
communication/trust
to address concerns



Audiences



Whale SENSE Development

Built trust and established working relationships with industry

Looked at comparable social marketing programs for examples:
Dolphin SMART

Developed annual training to standardize information for captains and naturalists

Promoted the program to raise awareness of responsible whale watching importance



Stick to the whale watching guidelines or regulations

Educate staff and passengers

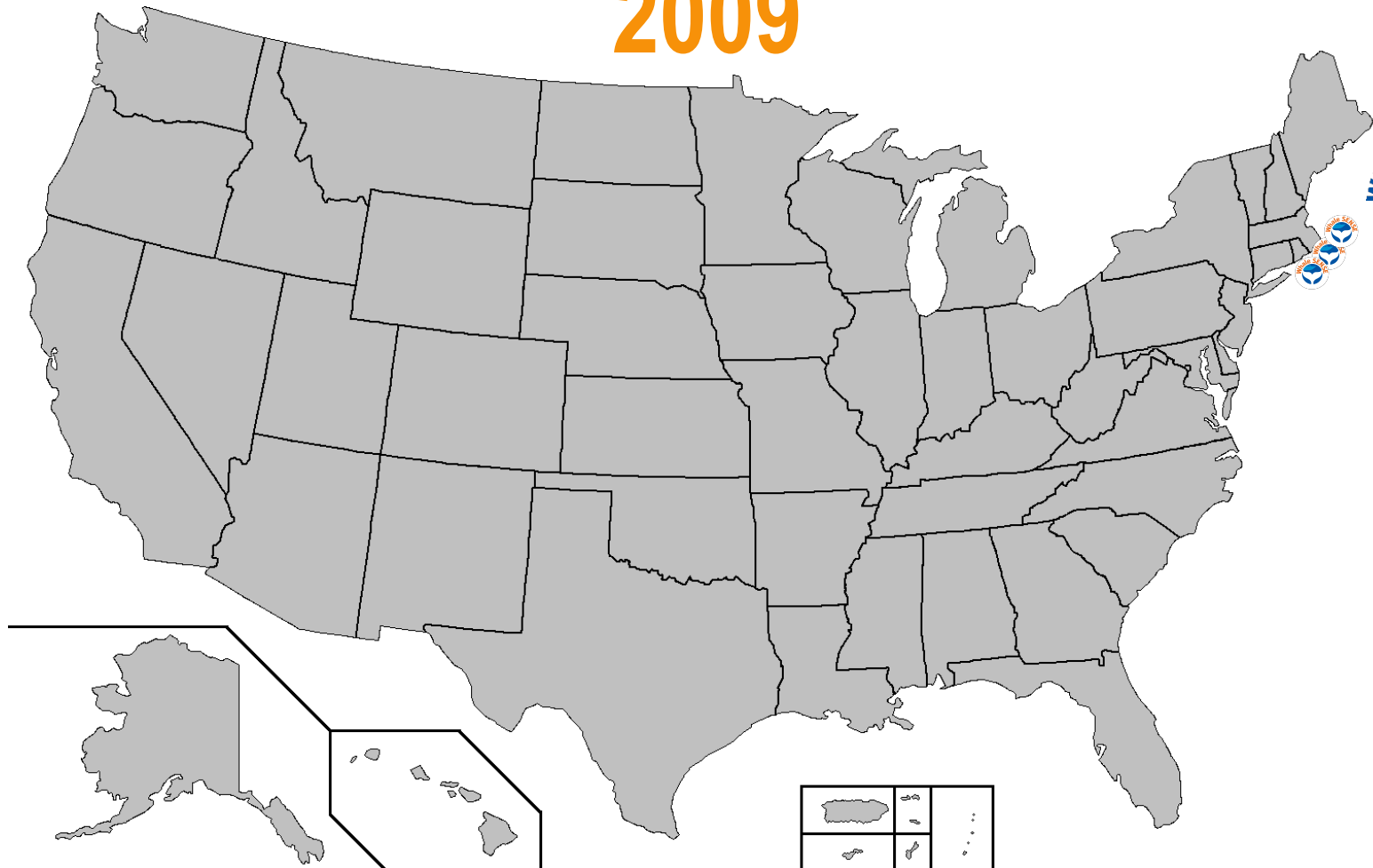
Notify appropriate network of whale problems

Set an example on the water

Encourage ocean stewardship

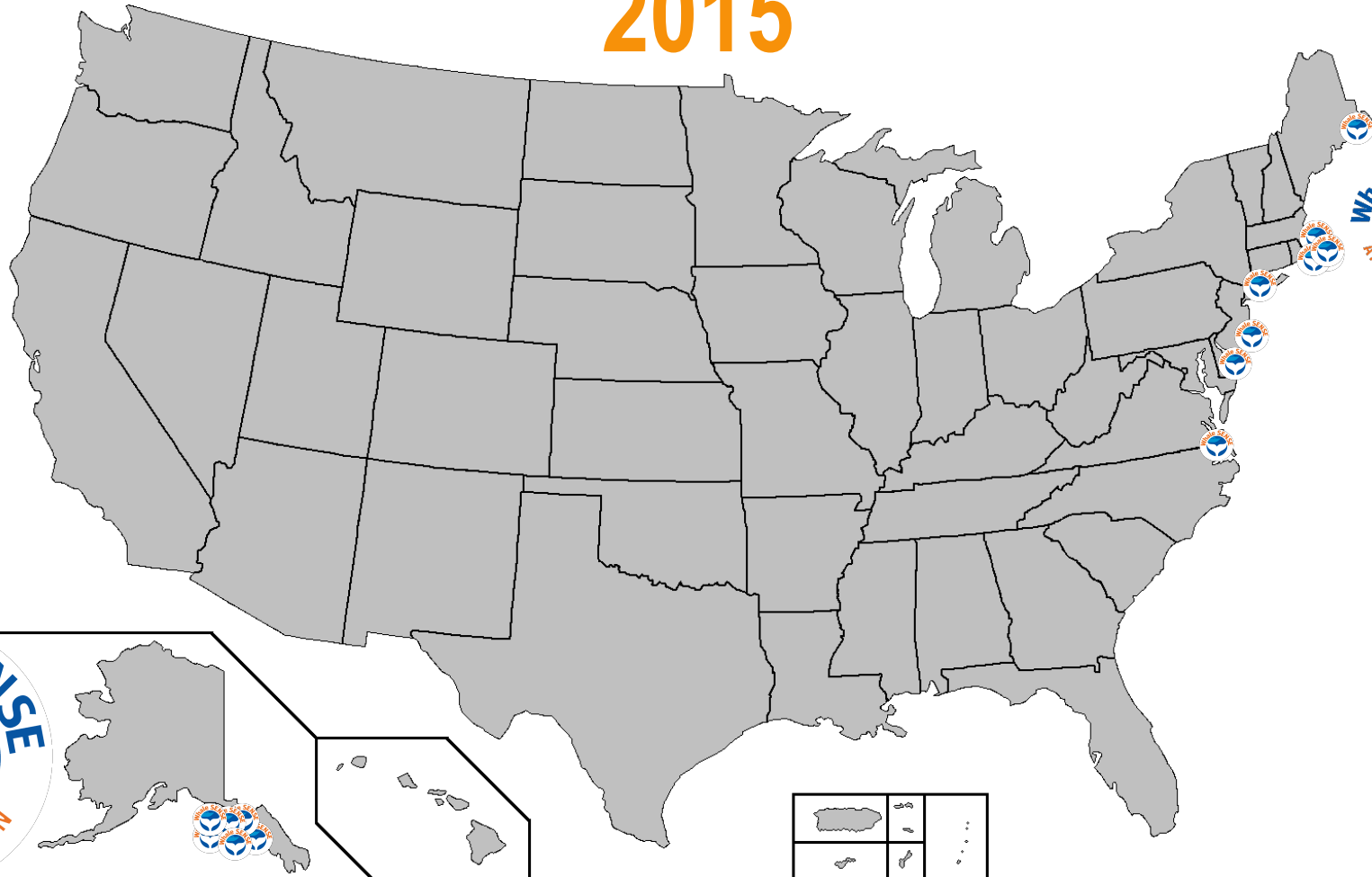
Whale SENSE Goals and Growth

2009



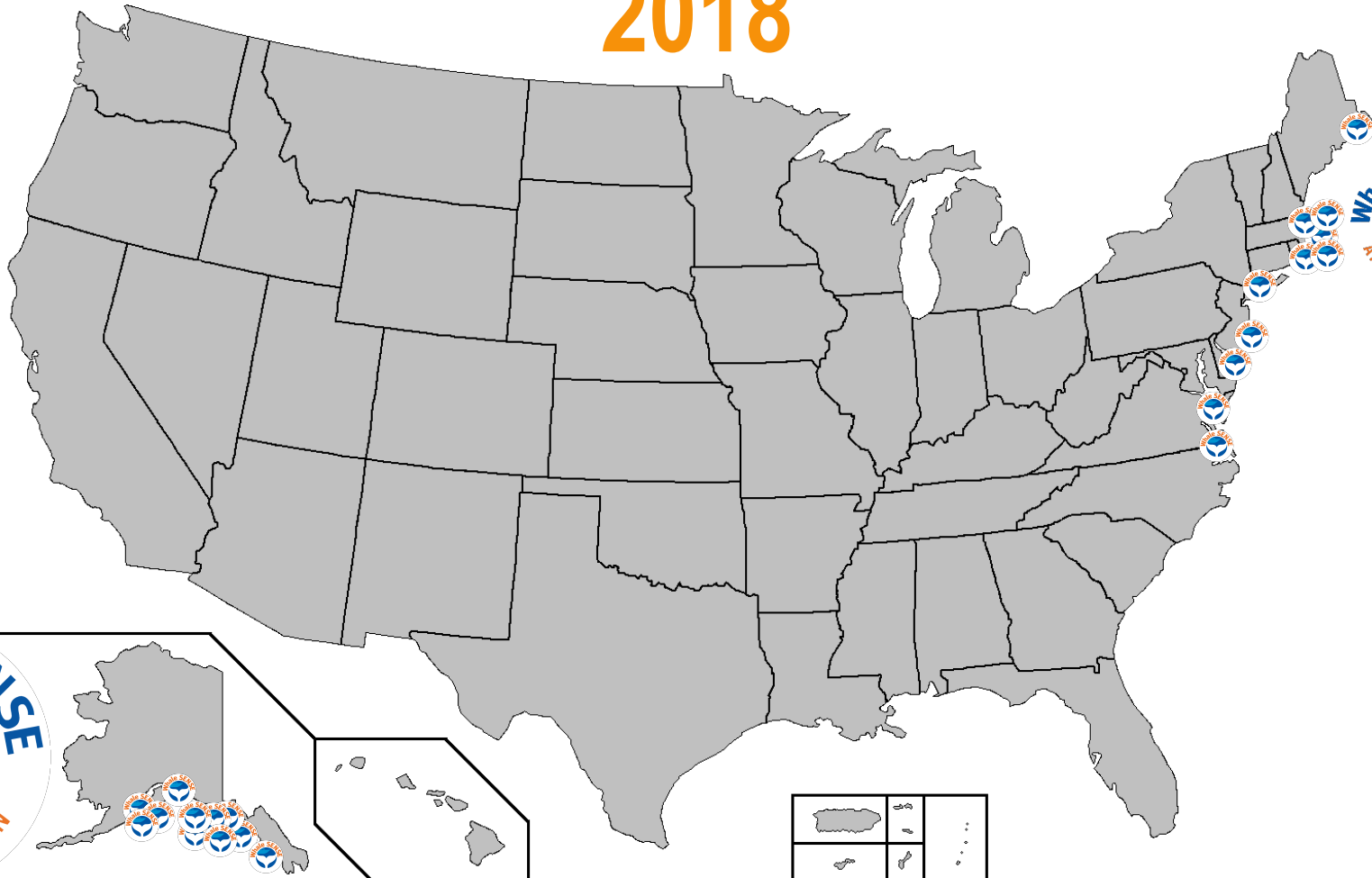
Whale SENSE Goals and Growth

2015



Whale SENSE Goals and Growth

2018



Marketing Goals

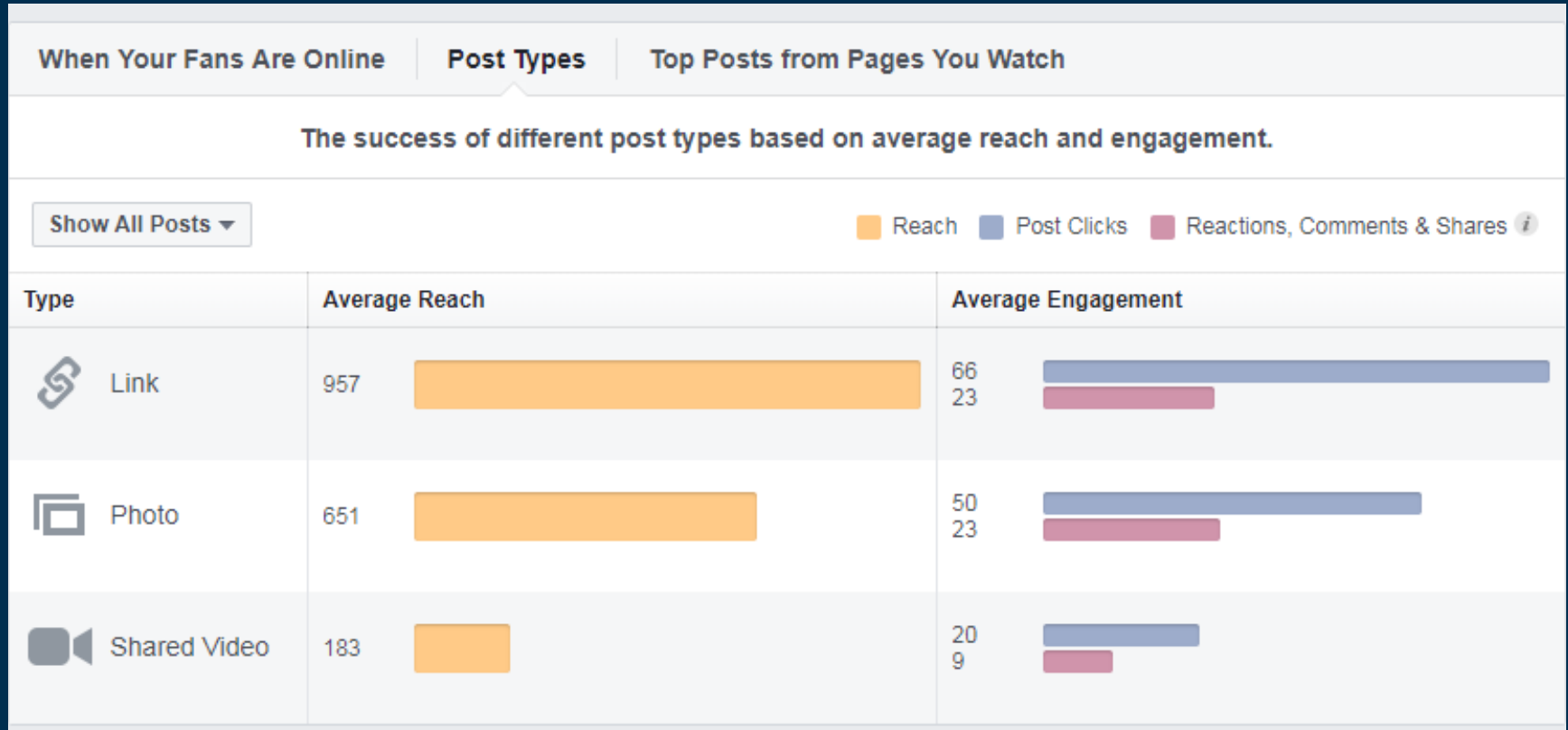
Online

- Raise awareness of responsible viewing guidelines
- Increase brand recognition
- Get people to consider our participants when selecting a tour



Program Marketing: Facebook

1700+ Likes and followers



Social Media: Highest Engagement



Whale SENSE

Published by Monica Pepe [?] · October 19 at 9:30

The 2018 Whale SENSE photo contest is officially open. All photos please review the full rules here: <http://www.whale-sense-photo-contest>

And be sure to share this with anyone interested in Alaska Luxury Tours Allen Marine Tours Dolphin Jet Guiding Company Juneau Tours and Whale Watch & Sightseeing Rum Runner Charters Stan Stephen Cruises Sultana Water Taxi A Wh... See More

2018 Whale SENSE Photo Contest

SUBMISSIONS START



To be in with a chance of winning, simply submit one of our 5 categories by Friday 11:59 PM. Photos taken while on board with a Whale SENSE company are eligible. Follow the link above for more details.



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 11,000 people

3,360

People Reached

248

Engagements

Major Marine Tours, Renate Wetzel and 14 others



Whale SENSE

Published by Monica Pepe [?] · October 9 at 2:24 PM · 🌐

It is SO important to slow your vessel and be aware of your surroundings when a whale/group of whales is nearby. The safety of both whales AND humans can be compromised if a collision happens. We hope that all involved in these two incidents are okay.

#SeeASpoutWatchOut #responsiblewhalewatching



SANFRANCISCO.CBSLOCAL.COM

Two Boats Collide With Whales On Monterey Bay

Over this past weekend, passengers on two boats in Monterey Bay had a...



Get More Likes, Comments and Shares

Boost this post for \$20 to reach up to 11,000 people.

7,448

People Reached

1,159

Engagements

Boost Post

30

5 Comments 20 Shares



Performance for Your Post

7,448 People Reached

211 Reactions, Comments & Shares

28 Like	9 On Post	19 On Shares
5 Wow	1 On Post	4 On Shares
60 Sad	10 On Post	50 On Shares
85 Angry	11 On Post	74 On Shares
15 Comments	5 On Post	10 On Shares
20 Shares	20 On Post	0 On Shares

948 Post Clicks

0 Photo Views	365 Link Clicks	583 Other Clicks
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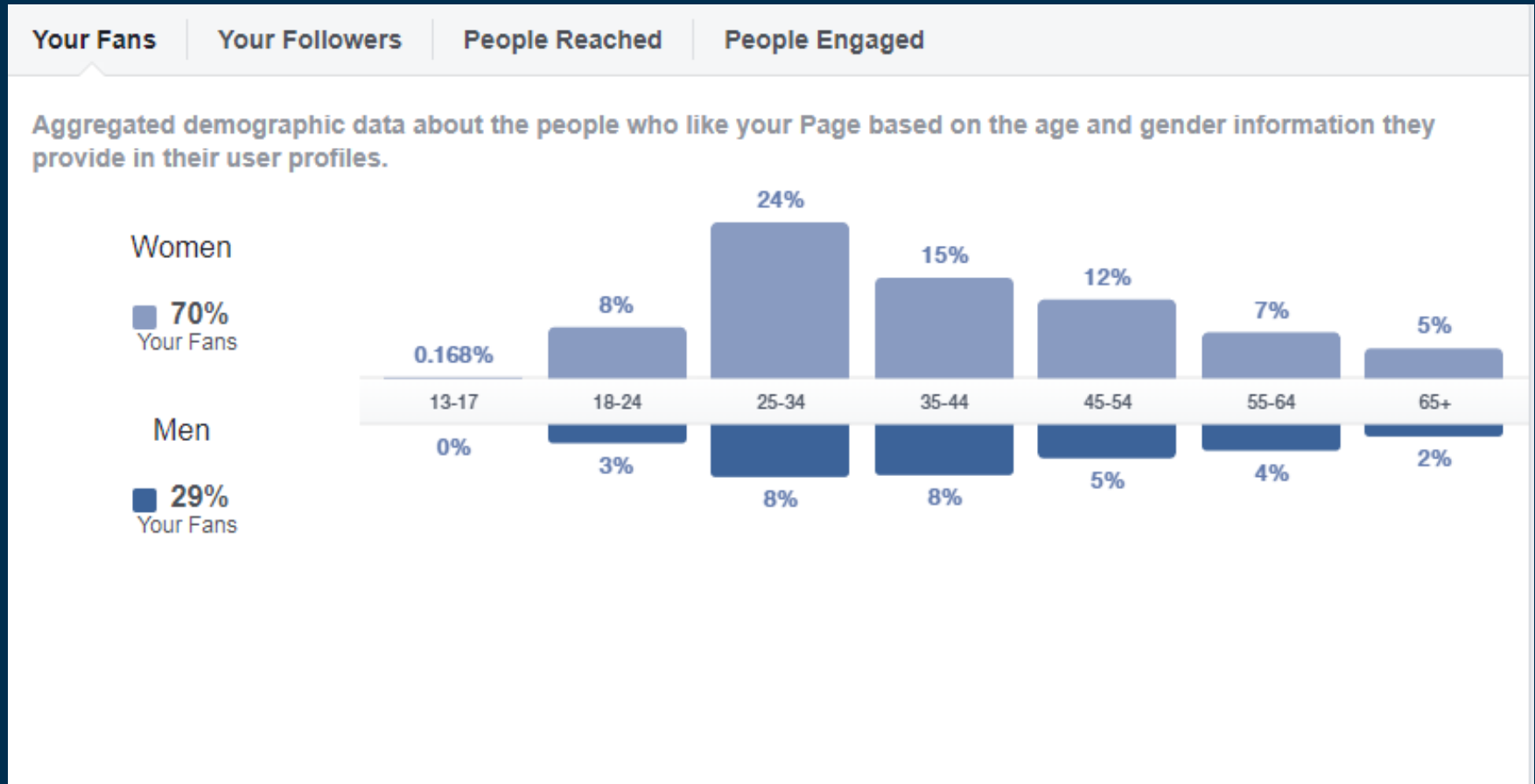
NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Program Marketing: Social Media Posts

1700+ Likes and followers



Website Traffic

ATLANTIC SPECIES



ALASKAN SPECIES



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NEWS

The Common "Sense" Way to View Majestic Whales

February 28, 2017

[Feature Story](#) | [National](#)



More Information

- [Whale SENSE](#)
- [Responsible marine life viewing](#)

Recent News

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National



VIDEO
[A U.S. Fisherman's Perspective on Sustainable Seafood](#)
National



FEATURE STORY
[Seafood Month: Aquaculture Allure](#)
National



Have you been on a Whale SENSE whale watch?
Tell us about your experience!

Website Traffic: Google Ads



2018 Responsible Whale Watch Program Participant
www.whalesense.org

Sponsored By:



Web traffic:

Whalesense.com Web page views

Month	2018	2017	% Change
January	727	757	-3.96%
February	717	907	-20.95%
March	810	1006	-19.48%
April	1677	1592	5.34%
May	2517	2370	6.20%
June	3121	1559	100.19%
July	7973	1553	413.39%
August	1506	1511	-0.33%
September	1199	718	66.99%
October*	852	649	31.28%

*Incomplete data

7,424 views of participants page and most companies had hundreds of click throughs to their pages.

Other Measures of Success

- Industry participation and interest
- Increased timely reporting of entangled whales (including standing by whales until rescue crews can arrive)
- Change in community perspectives (Juneau)
- Industry anecdotal accounts and feedback



Next Steps

Be more strategic with social media marketing to increase reach AND engagement

Develop new community “Proud Supporter” programs to increase community engagement

Plan for 10th Anniversary roll-out

Work with researchers to determine a measurable way to assess guideline compliance

Work with researchers to complete new whale watching passenger survey to compare results with 2013 study to see if the program has had an impact on consumer choices (underway)

www.whalesense.org



Many thanks to Suzie Teerlink (NMFS AKR), Regina Asmutis-Silvia (WDC), Monica Pepe (WDC), Melissa Walker (WDC) and Anne Marie Runfola (SBNMS)