

NEWS RELEASE

IAATO Launches Version Two of ‘One-Stop’ App for Antarctic Visitors and Guides

The launch of the second iteration of *IAATO Polar Guide: Antarctica* app builds on success of responsible tourism tool launch last year

FOR IMMEDIATE RELEASE: 1 October, 2018

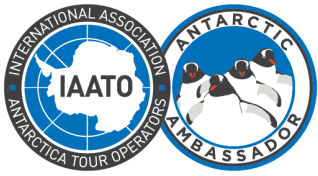
Newport, Rhode Island, USA: The International Association of Antarctica Tour Operators (IAATO) has launched version two of its successful *IAATO Polar Guide: Antarctica* app, that makes it quick and easy for users on-the-go in the field to access essential information, without the need for a phone signal.

IAATO, a member organization formed in 1991 to advocate and promote the practice of safe and environmentally responsible private-sector travel to the Antarctic, launched the first iteration of the app for visitors, expedition staff and those with an interest in the white continent on Antarctica Day (December 1), 2017.

Work on the second edition of the *Polar Guide: Antarctica* app has been underway since April this year, adding new features to the tool which already includes existing operational procedures and guidelines for wildlife watching, visiting specific sites, being a responsible Antarctic visitor, preventing the introduction of alien species, supporting science and more.

The app is invaluable for IAATO expedition staff in the field, but is a helpful resource for anyone keen to learn more about Antarctica, the Antarctic Treaty and the work being done to preserve the continent’s extraordinary landscape and wildlife.

Lisa Kelley, Head of Operations for IAATO, said: “This version of the IAATO Polar Guide App has been constantly evolving since we launched the first iteration in December last year. One big change with version two is that information is now found on a central server which is accessible from most countries around the world. This will greatly increase download and update speeds, making retrieving essential polar information even easier than before.



INTERNATIONAL ASSOCIATION OF ANTARCTICA TOUR OPERATORS

320 Thames Street, Suite 264 +1 401 841 9700 OFFICE
Newport, RI 02840 USA +1 401 841 9704 FAX

iaato@iaato.org | www.iaato.org

IAATO is a member organization founded in 1991 to advocate and promote the practice of safe and environmentally responsible private-sector travel to the Antarctic.

“We have also given the app a bit of a facelift; the addition of a shiny new skin and re-designed menus will make using the *Polar Guide: Antarctica* app clearer, easier to navigate and more graphically standardised.

The app allows users to stay up to speed with the latest Antarctic Treaty, IAATO vessel and International Maritime Organisation (IMO) information for effective yacht and ship operations; and enables them to support Antarctic science and conservation while enhancing their experience in Antarctica by checking out selected citizen science projects. Users can quickly refer to essential information in order to meet all IAATO and Antarctic Treaty System requirements for safe and principled operations on and around the white continent.

Lisa added: “IAATO members continuously research new technology to strengthen our policy of safe and responsible travel while always abiding by Antarctic Treaty requirements. After enthusiastically positive feedback following the app’s original launch last year, it has continued to evolve to become the faster, sharper and altogether better resource it is today.”

The updated *IAATO Polar Guide: Antarctica* can be downloaded now for [iOS](#) and [Android](#)

ENDS

Issued by the International Association of Antarctica Tour Operators.

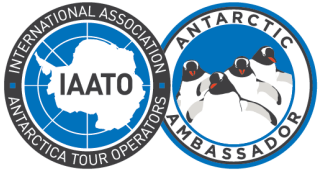
Contacts: Hayley Court, Tel +44 (0)7889640145 ; email hcourt@iaato.org or Amanda Lynnes, Tel: +44 (0)7879777036; email: alynnes@iaato.org

Notes for Editors:

Photos: Please contact Amanda or Hayley for additional images.

About IAATO

IAATO is a member organization founded in 1991 to advocate and promote the practice of safe and environmentally responsible private-sector travel to the Antarctic. IAATO Members work together to develop, adopt and implement operational standards that mitigate potential environmental impacts. These standards have proved to be successful including but are not limited to: Antarctic site-specific guidelines, site



INTERNATIONAL ASSOCIATION OF ANTARCTICA TOUR OPERATORS

320 Thames Street, Suite 264
Newport, RI 02840 USA

+1 401 841 9700 OFFICE
+1 401 841 9704 FAX

iaato@iaato.org | www.iaato.org

IAATO is a member organization founded in 1991 to advocate and promote the practice of safe and environmentally responsible private-sector travel to the Antarctic.

selection criteria, passenger to staff ratios, limiting numbers of passengers ashore, boot washing guidelines and the prevention of the transmission of alien organisms, wilderness etiquette, ship scheduling and vessel communication procedures, emergency medical evacuation procedures, emergency contingency plans, reporting procedures, marine wildlife watching guidelines, station visitation policies and much more. IAATO has a global network of over 100 members.