

# IAATO NEWS



Member Newsletter

February 2019

Dear IAATO members,

As we reach halfway through the 2018-2019 Antarctic season our attentions turn to our post season meetings.

As you know, each year you set aside competitive interests to have open and candid discussions on safety, environmental protection and self-regulation at the IAATO annual meeting. Decision-making is supported by recommendations developed by our many dedicated committees and working groups throughout the year, and the meeting concludes annually with the voting in of new policies on best practice which support our mission of promoting and advocating safe and environmentally responsible travel to Antarctica.

Our 2019 meeting will be in Cape Town where we will once again discuss the emerging challenges within our industry and how we can continue to deliver safe and responsible tourism while managing increasing visitor numbers.

No matter how busy the travel season is, IAATO's work never ceases, and we are looking forward to evolving as an organization throughout this year and into the next.

You can find the relevant information, below, on the Annual Meeting page within the members section of the website, or on the main homepage.

Wishing you all a remarkable second half of the season,

**The Secretariat**

Damon, Lisa, Janeen, Amanda, Hayley, Cody & Erin  
International Association of Antarctica Tour Operators



## IAATO Annual Meeting 2019

IAATO's annual meeting 2019 will be held from April 30 – May 3 in Cape Town, South Africa and is open to IAATO members and invited guests.

In a change to previous years, the meeting will conclude at midday on Friday and there will be no workshop.

**Sunday, April 28**

Preparatory meetings with Secretariat, EC and Meeting Chair

**Monday, April 29: Committee meetings (subject to change)**

- Executive Committee (Secretariat, FC Chair, & Meeting Chair)
- Membership Committee Meeting
- Marine Committee & Hydro Working Group
- Field Operations Committee
- Education & Outreach Working Group
- Deep Field & Air Operations Working Group
- Growth Management Working Group

We are pleased to announce that The Westin has kindly offered to maintain its exclusive IAATO2019 hotel rate for seven days, before and after the meeting, for members to make the most of Cape Town.

We look forward to seeing you there. If you have any questions, please contact [Cody Ochs](#)

### Save the date!

#### Polar Field Staff Conference September 22–25, 2019

IAATO and the Association of Arctic Expedition Cruise Operators (AECO) will deliver their third joint Polar Field Staff Conference in Sturbridge, Massachusetts, USA from September 22 to September 25.

Register for the meeting [here](#) Register for the hotel [here](#) (USE CODE : IAATO)

The conference gathers guides, expedition leaders and operations managers working for both polar tourism trade associations to support their shared mission of advocating and promoting safe and environmentally responsible polar travel.

*Responsible Field Leadership* is the theme of this year's gathering; focusing on embodying both company and IAATO ethos while in the field and upholding the reputation of operators as responsible tourism providers.

Delegates can expect industry updates, a look at the 'tourist of tomorrow' with particular focus on guest expectations and cultural sensitivity, as well as the role of marketing and communication.

There will also be a workshop on the art of briefing and well as a comprehensive and interactive session on risk assessment and crisis management. Other topics include community engagement, environment and climate, citizen science and the Antarctic Ambassadors program.

The intensive 2½ -day program provides field staff with ample opportunity to network, discuss and exchange experiences with counterparts and invited experts. Social events include a gala-style dinner and team-building activities.

Please note that the program depends on speaker availability and is subject to change. More information will be shared with AECO and IAATO members in due course.

## Operational Considerations 2.0

The [Operational Considerations 2.0](#) document has been drafted to (i) summarise the most sensitive issues ELs and staff face in the field, with an emphasis on the latest issues currently occurring in the field; (ii) enhance awareness; and (iii) clear up any grey areas with regards to Antarctic Treaty and IAATO protocols.

There has been tremendous feedback from the field this season with regards to communicating safety, environmental and operational issues. We are very grateful for the interaction to date and hope everyone will continue to report seasonal issues as they arise, so that we can collectively identify solutions as soon as possible.

With such a large turnover of staff throughout the season, some of the considerations have been updated or repeated from *Operational Considerations Part 1.0*.

## Marketing Antarctica – Translations Available

The Marketing Antarctica PowerPoint presentation is now available in French, German, Spanish, Chinese and English.

The IAATO Marketing Antarctica presentations are intended as a tool for members to communicate IAATO's core values to PR and marketing staff, sales teams, agents, wholesalers, guiding companies etc, to help manage guest expectations and IAATO's reputation in promoting the practice of safe, environmentally responsible Antarctic travel.

There are two versions:

1. IAATO Marketing Antarctica advisory for IAATO member companies including staff and agents involved in public relations, marketing and sales. Download as PDF or PowerPoint.
2. IAATO Marketing Antarctica advisory for external sales agents, wholesalers and guiding companies. Download as PDF or PowerPoint.

Find them under the Member Resources tab under IAATO Admin at [iaato.org](#)

## Cruise Trends in 2019

The Cruise Lines International Association (CLIA) has released its [2019 State of the Cruise Industry Outlook](#) report predicting social media and restorative travel as top cruise travel trends over the next 12 months.

## Executive Meeting February 13 – 16, 2019

The IAATO Executive Committee will hold its second scheduled meeting this year in Seattle, WA, USA on February 14 and 15.

All members of the committee and the Chair of the Finance Committee will be in attendance in addition to Damon, Janeen and Lisa from the secretariat.

Discussion topics at the meeting will include; tourism growth management, Association finance, operations issues, communications and research, including the real-time Ship Scheduler and database project.

For questions, please contact [jhaase@iaato.org](mailto:jhaase@iaato.org)

## Environmental Responsibility in Business is Top Concern for the British Public

Members with interests in British business might be interested in the latest survey from the Institute of Business Ethics (IBE), which has annually surveyed the British public about its views on how ethical business is since 2003.

Public trust in business is at its highest since the survey began in 2003. Environmental responsibility is back as a top issue of concern after seven years. The IBE speculates that the trend has been driven by a greater awareness of environmental challenges and increased media attention given to extreme weather events and pollution, such as plastics (the 'Blue Planet Effect'). View the full infographic [here](#).

## HappyWhale Joins Forces with IWC-SORP to Create Whale ID How-To Guide

IAATO member HappyWhale has joined forces with the International Whaling Commission's Southern Ocean Research Partnership (IWC-SORP) to create a how-to guide for photographing identification features for Right, Fin, Sei, Humpback, Blue and Killer whales.

The IWC-SORP is an integrated, collaborative consortium for cetacean research, which aims to maximise conservation-orientated outcomes for Southern Ocean cetaceans through an understanding of the post-exploitation status, health, dynamics and environmental linkages of their populations, and the threats they face.

The guide, for naturalists and citizen scientists, is a useful resource tool to add to display and educational boards on vessels to encourage guests to take photos which could ultimately benefit research on Southern Ocean Whales.

Photographs that assist with whale identification, can be added to global catalogues which help researchers recognise individual and understand population movements to/from Antarctic habitats.

Interested members and staff can request to have a hard copy of the poster sent to them by emailing Jen Jackson at British Antarctic Survey at [jeck@bas.ac.uk](mailto:jeck@bas.ac.uk).

You can also find it on the [IAATO website](#).



International Association of Antarctica Tour Operators

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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.