



ARCTIC TRAVEL ASSOCIATION – SCOPING DOCUMENT

CONFIDENTIAL

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The Arctic Travel Association (ATA) promotes responsible travel to the Arctic regions generating sustainable benefit for members and local communities.

Top-Line Objectives:

- Be the authoritative voice for Arctic travel and tourism (sea, land, air, space).
- Effectively promote Arctic destinations and tourism products.
- Support the development of innovative sustainable tourism products resilient economic development.
- Facilitate communication, coordination and collaboration among members.
- Encourage the development and adoption of highest standards and guidelines.

ATA commitment:

- To serve as a world-leading cluster of excellence on tourism development in the Arctic region, providing members with access to knowledge, expertise, resources, and services relating to market research, destination management and marketing, investment promotion, accessibility consulting and research.
- To establish a favourable environment for sustainable tourism development in the Arctic region through mediated dialogue and cooperation between key tourism stakeholders – governments, destination management organisations, businesses, trade associations, investors, local residents, researchers and the media.
- To provide a central forum for knowledge exchange, sharing best practices, seeking expert advice, developing standards and guidelines, exploring avenues for collaboration, planning need-specific events and conferences, as well as B2B and B2G networking and relationship management.
- To represent the interests, needs and concerns of businesses of all sizes involved with the development and delivery of travel and tourism in the Arctic, particularly those in the hospitality, leisure and tourism sectors; stimulate and encourage coordination; and draw attention to the key strategic issues facing the industry.
- To enable governments, tourism boards and tourism associations to utilise existing human capital, natural resources and infrastructure more innovatively; distribute tourist flows more evenly; develop and manage stronger products and brands; secure greater investment; and market in target markets more effectively.



- To support local, provincial and national governments and tourism boards, as well as intergovernmental forums such as the Arctic Council, Arctic Economic Council and Nordic Council, in identifying and developing policies and strategies to build competence, raise standards and promote quality within the tourism industry.
- To aid investors in identifying the most attractive projects; acquiring deeper local knowledge through workshops and familiarisation trips; making informed decisions through access to the best data and expert advice; integrating ESG criteria in decision-making; and liaising with communities, governments and industry.
- To empower local communities to harness the potential of Arctic travel and tourism to retain or develop skills, celebrate community heritage, generate business growth, create jobs and attract investment, while ensuring negative effects on local environments, cultures and infrastructure are minimised.
- To serve as a contact and advisory group to government ministries and agencies responsible for managing and regulating the lands, surrounding marine waters, and human activities in the Arctic, as well as to maintain an open dialogue with non-governmental organisations interested in the region.
- To encourage the development and adoption of specific standards and guidelines for operating in the Arctic, and, where such already exist, to promote existing guidance – such as AECO’s Visitor Guidelines, WWF’s Code of Conduct for Arctic Tourists and WTTC’s Travel & Tourism Declaration on Illegal Wildlife Trade.
- To encourage tour operators to use highly-qualified guides and staff knowledgeable and experienced in the Arctic environment, its natural and human history and contemporary culture; and to subscribe to the principle that their activities will have no more than a minor or transitory impact on the environment.
- To enhance public awareness of the opportunities and challenges posed by a changing Arctic for local peoples and places, and to better inform the media, governments and environmental organisations about travel to these regions.

Member commitment:

- Consistent clear, intentional and effective communication and feedback regarding Arctic tourism issues.
- Encourage and invite participation and leadership by members and stakeholders in the activities of the organization.
- Share information, ideas, resources, best practices, and lessons learned.
- Adhere to the highest standards of conduct.
- Believe in ATA’s mission and vision.
- Provide forums and opportunities for partners and members to take the initiative to direct, guide, motivate and deliver.
- Commit to excelling in all we do.
- Respond to an ever-changing environment.
- Embrace new ideas and solutions.
- Share our love of the region.
- Advance game-changing ideas and solutions.

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