



# FACT SHEET 2025

Images & Video Available [Here](#) ©White Desert  
Additional video available on request

## INTRODUCTION

Established in 2005 by record-breaking polar explorer Patrick Woodhead, White Desert was born out of a desire to allow people other than scientists to experience the wondrous interior of Antarctica. After 20 years of operations, the company now employs over 150 people from 18 different nationalities and has won numerous top-tier travel awards.

Operating out of Cape Town, South Africa, clients fly for five hours to Antarctica, landing on a rare blue ice runway. There are two luxury camps to choose from, with itineraries that include visiting the lowest point on Earth – the Geographic South Pole and also an immense emperor penguin colony of over 20,000 birds.

Since its inception, White Desert has prioritised environmental custodianship at its core. Carbon Neutral since 2007 and the first to pioneer the use of Sustainable Aviation Fuel in Antarctica, the company also annually delivers over 250 scientists to their polar bases, facilitating climate-based research. Additionally, White Desert has launched its own Foundation that focuses on three core pillars: supporting science, carbon reduction, and energy innovation.

Moving outside the polar world for the first time, this year, White Desert launched the brand new Dr. Jones Collection. This is a series of bespoke itineraries through South America in a retrofitted DC-3 aircraft. Embodying the glamour of 1940s aviation, the journey takes clients to highly remote locations in both luxury and style.

## KEY USPS & INFORMATION:

- **LOCATION:** While over 120,000 people visit the coastline of Antarctica via cruise ship each year, fewer than 800 visit the spectacular interior of the continent.
- **ACCESS:** After only a 5.5-hour flight from Cape Town in an Airbus A340, clients land on White Desert's blue ice runway called Wolf's Fang. Sited on glacial ice and 3000m long, the runway can accommodate commercial airliners and smaller private jets.
- **EXCLUSIVITY:** The guest season runs from November to February, and each camp is designed for a maximum of 12 guests at a time. Each camp is well-suited for exclusive hire, families, or groups.
- **ACCESS TO THE GEOGRAPHIC SOUTH POLE:** A rare opportunity to be one of the few to ever stand at the bottom of the Earth.
- **ONCE-IN-A-LIFETIME WILDLIFE EXPERIENCES:** Witness thousands of Emperor Penguins in their natural habitat along the Antarctic ice shelf.
- **SUSTAINABILITY:** White Desert is mandated to have only a minor or transitory impact through its operations. Camps have been built with no foundations, meaning they can be removed without a trace, while all waste is taken off the continent for responsible disposal. Carbon neutral and supporting blue carbon projects through the White Desert Foundation, each element of the supply chain and client journey has been crafted to minimise impact. For more details on White Desert's Environmental Policy, visit the website [here](#).
- **DINING:** The menu is sophisticated yet unpretentious. There is a focus on sustainable food, and while the logistics of bringing in supplies are incredibly expensive (a single can of Coke costs \$38.60 to deliver to one of our camps), our emphasis is on reducing waste, water consumption and barring all single-use plastics.
- **SAFETY STANDARDS:** All activities are led by highly qualified IFMGA-certified mountain guides with on-site doctors and rigorous risk protocols in place at all camps.

## CAMPS

### Whichaway

- An ode to polar explorers past, Roald Amundsen
- The first luxury camp in Antarctica, so named due to the founder being lost in the location and not knowing 'which-a-way' to go.
- Accommodates 12 guests in 6 pods with ensuite bathrooms and large glass conservatories overlooking the surrounding icefall.
- The camp is a 30-minute flight away from the central hub of Wolf's Fang Runway.
- Situated on exposed rock (a rarity as Antarctica is 99% covered in ice), the camp is surrounded by freshwater lakes.
- The pods' exteriors are constructed using modern composite materials, whilst the interiors have an old-world feel that harks back to the golden age of exploration.
- The rest of the camp comprises a central hub with a dining room, a library, and a separate lounge.
- Additional amenities include a yoga pod, sauna and ice bath.

### Echo Base

- Echo is inspired by astronaut Buzz Aldrin on his journey with White Desert.
- Accommodating up to 12 people in 6 state-of-the-art "sky pods" that are entirely custom-designed and have won numerous awards.
- 15-minute drive away from Wolf's Fang Runway.
- Echo Camp sits perched on the edge of a vast, ancient glacier at the base of the Henriksen Nunataks.
- Futuristic and luxurious, the six bedrooms are created from composite materials and feature floor-to-ceiling windows, allowing guests to remain connected to the environment outside at all times.
- The main hub comprises a central shower pod, a kitchen, dining and observation area and lounge.
- Echo offers variety for the intrepid adventurer. It has numerous activities and opportunities for exploration amongst the nearby mountain peaks.
- Additional amenities include a yoga pod, sauna and ice bath.
- The rest of the camp comprises a central hub with a dining room, a library, and a separate lounge.
- Additional amenities include a yoga pod, sauna and ice bath.

## ACTIVITIES

- Ice Waves
- Ice Tunnels (seasonal)
- Blue rivers hike (seasonal)
- Sauna and massage
- Emperor Penguins
- Overnight on the High Polar Plateau at Dixie's Camp
- South Pole
- Mountain hikes
- Abseiling
- Rock-climbing
- Ice-climbing
- Crevasse exploring
- Fat-biking
- Cross-country Skiing

## RATES FOR WHITE DESERT

### 2025/26 Season:

- Early Emperors for both Whichaway and Echo  
5 days, including return flights from Cape Town, all activities, plus a trip to see the Emperor penguins  
\$71,500

- South Pole + Emperors  
8 days, as above, but including an overnight trip to the South Pole  
\$110,000pp
- The Greatest Day  
A one-day trip to Wolf's Fang Runway with 3 hours on the ground  
\$15,950pp

## HOW TO GET TO WHITE DESERT

- Departure point: Cape Town, South Africa
- Guests must arrive in Cape Town at least two nights prior to departure. All guests will receive a full safety briefing and equipment check on the day before departing.

## WHITE DESERT FOUNDATION

The Foundation is a significant project that draws on three core pillars: Blue Carbon, Green Tech, and Science and Education.

- Assisting in finding, facilitating and testing pioneering green technology associated with clean power generation.
- Using the oceans to sequester carbon using sea grass, kelp and habitat rehabilitation.
- Supporting scientists logistically for key projects in Antarctica, which in turn have tangible educational benefits.

## DR. JONES

The Dr Jones Collection was launched in March 2025 and utilises White Desert's specialised aircraft in South America. The refitted and luxurious propeller planes can land on short runways, making them ideal for accessing some of the most remote locations on the continent. With its old retro style and custom experiences, the first journey travels from Peru to Patagonia in just 12 days.

## CONTACT DETAILS & SOCIAL MEDIA

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