

**China Ready Course  
Polar Club 66 Co Ltd  
Joe Chan**



**Photographed by Thomas  
First prize winner of National Geographic 2019**

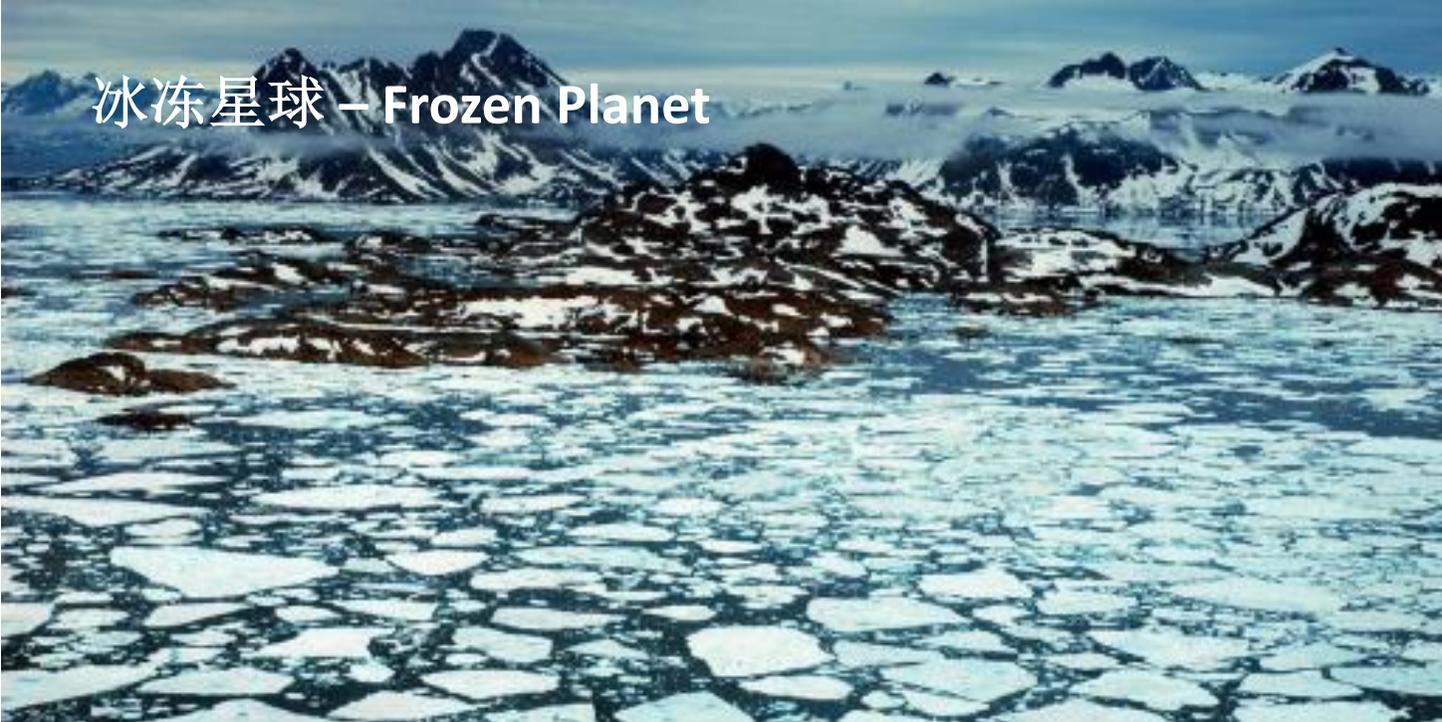
Chinese Tourist Perception or  
Imagination of the Arctic /  
Greenland

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中国游客对北极和格陵兰岛的印象



冰冻星球 – Frozen Planet



A place only covers with Icesheet  
一片给万年冰川覆盖的土地



People living in the Traditional Way  
传统生活



Iceberg Everywhere  
冰川处处





**Nature**

**Arctic River, Arctic Waterfalls, Arctic  
Frozen Lakes**

**北极溪流，瀑布，湖泊**

**Photo taken in Tasiilaq in 2004 Jun**

# Polar Nights and Northern Lights 极夜 – 北极光

Chinese Tourists are CRAZY for Northern Lights

Chinese tourists flew to Norway, Finland, Iceland, Canada, Alaska to chase for Northern Lights

BUT they do not know GREENLAND IS A GREAT PLACE TO OBSERVE NORTHERN LIGHTS  
This is a HIDDEN SECRET of GREENLAND – and we together to UNCOVER it !

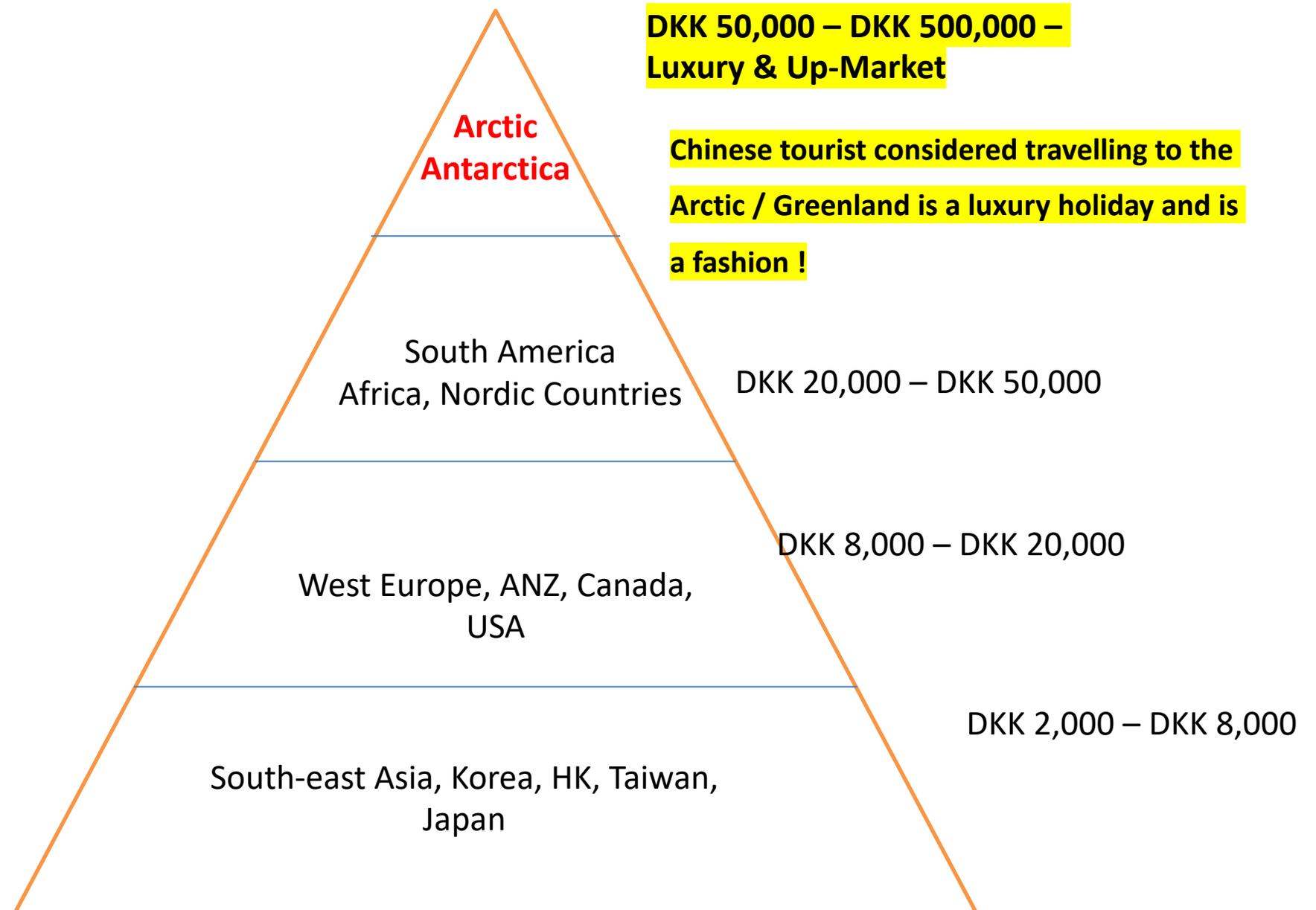
Photo taken in 2020  
Aug, South Greenland

# Where Chinese Tourists Go for the past 20 years of Outbound Travel development ?

Chinese tourists are looking for

1. **Travel Experiences Upgrade**
2. **Going to least visited countries**

- Chinese tourist boom to the Antarctica and the Arctic since 2016
- in 2019, Chinese tourists made up 20% of market share (10000 out of 50000) for Antarctica
- For customer who have visited Antarctica, they will visit Arctic within 2 years !

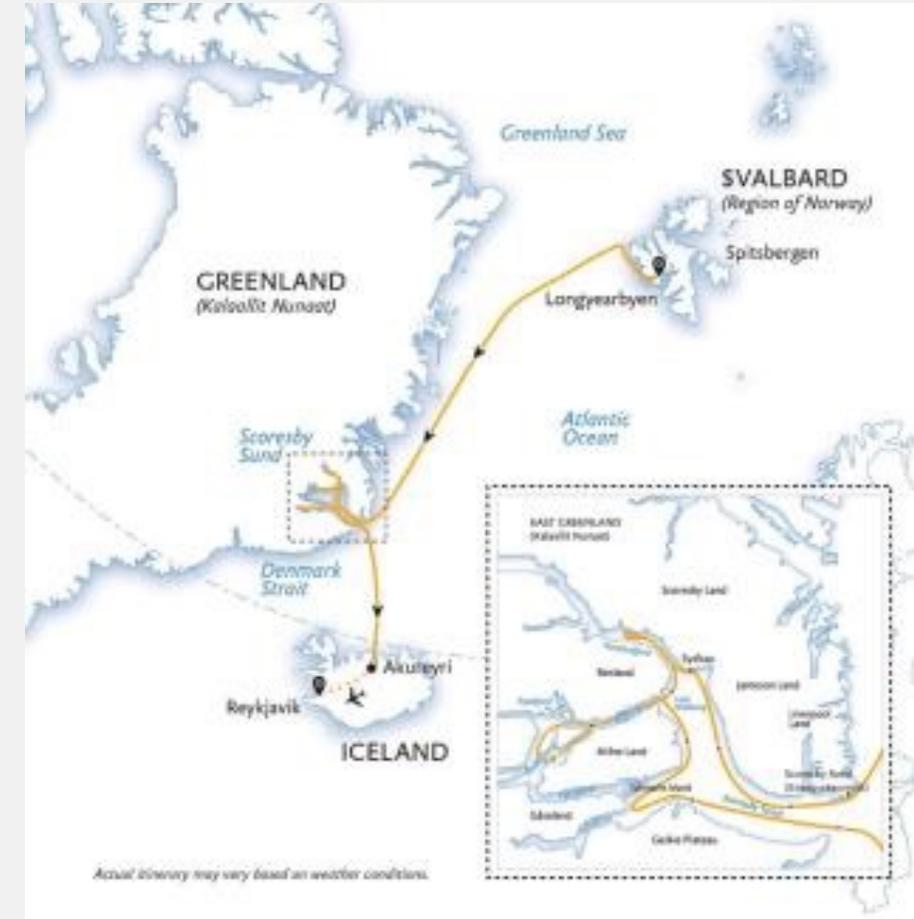


# Arctic 3 Islands Program (Svalbard, Iceland, Greenland)

Arctic 3 Island Program	Remark	Program Cost
Traditional	<ul style="list-style-type: none"> <li>Cruise for 14-15 days – Svalbard + Ittoqqoortoormitt + Iceland</li> </ul>	DKK 50,000 DKK 80,000



Program	Remark	Program Cost
New Arctic 3 Islands Program	<ul style="list-style-type: none"> <li>Cruise for 7Days Svalbard + Flying to Iceland (7 days round Islands) + 4 days in Ilulissat / Nuuk</li> </ul>	DKK 120,000 and up
Greenland	<ul style="list-style-type: none"> <li>8 Day Program in Greenland (+Denmark)</li> </ul>	DKK 50,000



## Chinese Customer to Greenland

Description	Remark
Gender	F: 75%, M:25%, Female is the decision maker
Age Group	30' and 50' 30' – Unmarried, no family burden 50' — Company owner / Senior Manager
Expect to see	Northern Lights and Polar Bear & Icebergs
Duration of Stay in Greenland	5 days 4 nights
Excursion - Level of Difficulty	Comfort to Medium level
Expenses for whole trip to Greenland	DKK 50,000 plus

# Tour Operator – Chinese Tourist Characteristics

Character	Descriptions	Recommendations
Social Media Fancy	One of Major purpose of travel to Arctic / Greenland – to show-off in Social Media	<ol style="list-style-type: none"><li>1. Programs focus more on scenic points for photo oppt</li><li>2. Add-on luxury outdoor “dining” experiences</li></ol>
High Comfort Level - Cannot accept active excursions	Most Chinese tourist – physically and mentally not fit for “active” excursions as they do not enjoy	<ol style="list-style-type: none"><li>1. Recommend Boat Tour</li><li>2. Mild Hiking / walking tour (2 hours)</li><li>3. Do not recommend tours with long hiking, snowmobile and dog-sledding, open-boat tours</li></ol>
Low Safety Sense	Chinese tourist under-estimate the risk	Need guide to deliver <b>extra precaution advice</b> to Chinese tourists

**DON'T WORRY - Only MINOR Modifications of the programs is Needed !!!**

# Popular Excursion Upgrade in China - since 2019



**“Luxury version” of Travel in China**

**Afternoon Tea-Set or Lunch at remote places**

- **Photo opportunity** for customers
- **Connection to the Nature while having some Comfort**

**Popular since 2019**

**Marketed as “Middle-Class Travel”**

**- Travel Experience Upgrade**

Photo taken in Xinjiang, China – Lake Karakul, Pamir, 4000m

Photo taken in 2019 Oct,  
Ilulissat



Photo taken in 2019 Oct,  
Ilulissat



## **WE MAKE OUR OWN VERSION IN 2019 Oct in ILULISSAT**

**Luxury version of Hike to Icefjords**

- **Photo oppt for customers**
- **Tea-set and red-wine**

## **Recommendations**

**Tour Operator can offer your own “upgrade version” if requested**

**Additional Income – eg DKK 250 – DKK 300 / customer**

## Most Popular Tours – Ilulissat

Season	Tour	Level of Difficulty	Reasons
Year-round	Boat Tour - Iceberg Sight-seeing	1	(COMFORT) Fit main Chinese tourist age-group – 50+ Avoid Open Boat or RIB Photo Oppt – Drinking Whisky with Age-old Ice
Year-round	Hike along Icefjord (Sermermiut)	2	2 hour hiking is just fit for 50+
Winter	Inuit Legends (polar night small hiking + Northern Lights Safari + Greenlandic Tapas)	2	Combined polar nights experience + Northern Lights + Greenlandic food (culture)
Winter	Snow-shoe hiking (Yellow line) - Easy	3	Mini-expedition
Summer	Boat Tour - Ilimanaq	1	Iceberg sightseeing + Cosy Café (FOOD) + Inuit Settlement + Whale
Summer	Boat Tour – Whale Safari	1	Wildlife + Icebergs

Key Worlds – Comfort

# Best Rating Excursion - Inuit Legends

Customer experience for Polar Night in the Arctic

- A sense of mystery of the Polar Night
- Small Hiking to the Hut (Connection to the Nature)
- Northern Lights
- Story-Telling
- Greenlandic Tapas



# Popular Tours for other countries Tourist but not for Chinese tourist – Ilulissat

Season	Tour	Level of Difficulty	Reasons	Minor Adjustments
Winter	Dog-sledding	2	Feel too long exposed to the coldness in winter Customer just want to “experience” it and for few photos with dogs and seal-skin clothing	<ol style="list-style-type: none"> <li>1. Shorten the tour to one hour</li> <li>2. More photo time with dogs &amp; customers waring seal-skin clothes</li> </ol>
Summer	Hike to Rodebay	4	Too long hiking for most Chinese tourists	Recommend boat tour to Rodebay and small guided walking in village
Summer	Kayaking & SUP	3	Limited to those outdoor-lovers, not for mass market	
Summer	Boat tour to EQI	1	Decreasing popularity - <ol style="list-style-type: none"> <li>1. long time travel to be EQI</li> <li>2. less calving in recent years</li> </ol>	Use Targa for Express EQI Tour (5 hours-6 hours)

Quoted by Customer – “We’re not trained from our youth for active outdoor adventurous program, we cannot enjoy the excitement, maybe our next generation will”

## Most Popular Tours – Nuuk

Season	Tour	Level of Difficulty	Reasons
Winter	Boat Tour – Northern Light Safari	1	Northern Light
Summer	Boat Tour – Catch and Eat in Nuuk Fjord Restaurant	1	Fishing experience Food tasting in restaurant locating in the remote nature

Although Nuuk have a lot to offer – exciting outdoor excursions in both summer and winter, Chinese always goes for one boat tour and one city walk

# Recommendations for Nuuk operators

Season	Tour	Level of Difficulty	Recommendations
Winter	Northern Light Tour	1	<ol style="list-style-type: none"> <li>1. Beauty of Northern Lights in Nuuk is under-advertised</li> <li>2. Consider to have 2 or 3 stops per tour with special background for photos</li> <li>3. Tripod rental (additional income)</li> </ol>
Year-round	City Walk	1	<p>Replace by <b>Sight-seeing by Bus</b>  - position Nuuk is a vibrant capital of the Arctic – to provide more angles for customers</p> <ol style="list-style-type: none"> <li>1. outlying town - photogenic stops for photos eg Greenland University, Sermitisiaq mountain + colorful houses</li> <li>2. Painting in Blk 10</li> <li>3. visit Trendy shops in Nuuk</li> </ol>
Year-round	Boat Tour	1	<p>Include pick-up or centralize the pick-up point at Hotel Hans Egede</p>

# Kangerlussuaq

Albatros Arctic Circle is one the best team in Greenland

Season	Tour	Level of Difficulty	Recommendation
Winter	Northern Light Safari	1	<ol style="list-style-type: none"><li>1. <b>Market</b> Kangerlussuaq as one of the best place in the world observing Northern Lights</li><li>2. Make use the beautiful lakes around Kangerlussuaq area to be the stops for Northern Lights Safari</li></ol>
Year-Round	Recommend New Tour – Scientific Tour	1	Recommend – sight-seeing and story-telling tour of scientific facilities around Kangerlussuaq

# South Greenland

South Greenland tourism is mature, well-organized and a lot to offer

Priority for Chinese tourists are as follows:

Top Priorities for Chinese Tourists in South Greenland
Focus on Ice
Dip in Hot Spring
Northern Lights in early autumn
Stay overnight in one of sheep farm
Nordic atmosphere - Qaqortoq
Tasting of South Greenlandic food

South Greenland is more for **hikers**, but minor modifications, **mainly in Logistics**, can attract Chinese groups

Recommendations	Descriptions
Minimize changing of hotel	Due to the vast regions of South Greenland, changing hotel is unavoidable, try to minimize changing hotel, plan daily activities from the central hotel instead
Luggage Handling from town to town	Luggage transfer from pier to Targa will be an issue for elderly people
Transportation to sheep farm	Instead of hiking, some transportation arrangements

# Recommendation - Precaution

- Many Chinese tourist under-estimate the RISK of the Arctic regions, tour operators are advised to **CLEARLY EXPLAIN** the **IMPORTANCE** of the **SAFETY** issues
- Most accidents happened frequently for Chinese tourists in water activities and mis-use of equipment



- Boat Tour – showing how to use life jackets
- Dog-Sledding Tour – pictures to show – avoid putting the arms and legs outside the sledge
- Snow-shoe hiking & snow-mobile – pictures to show how to properly use the equipment



# Recommendation – longer trip

## Refreshment Preparation

- On top of sandwiches, recommend to prepare Cup Noodles as an option for DKK 40
- recommend to bring some chocolate powder for hot chocolate



# Hotel–Arctic Feel

Almost all major Hotel & Lodges in Greenland **meet the expectation and requirements of Chinese tourists with good rating**

Chinese Tourist Come a long way – 9000km to Greenland to experience the Arctic Nature

Chinese Tourist Expectation on Hotel

- **Arctic Feel - Traditional Inuit Decoration** to demonstrate Greenland Culture
- **Connection between the Hotel and the Nature**
- **Nordic Style**
- Not Expecting Luxury and a lot of facilities but a Small Bar to drink in Polar Nights



# Traditional Inuit Decoration – Greenland Culture



# Connection between Hotel and the Nature

## Recommendation

- renovate some Rooms to spot Northern Lights from the room directly (some hotels in Ilulissat have done)
- Or think about a small place designated for Northern Light observation at polar night
- **Market YOUR HOTEL as the Best-in-Class Hotel for observing Northern Light**



## Most Feedback from Chinese customers

- Hair Dryer
- Daily replenishment of Towels as an option for customers (for 3 and 4 star hotel)
- Stable Wifi Connectivity
- **Luggage transfer to Room for hotel without escalator** (can charge for a FEE) – DKK 50 to DKK 100
- Plastic slippers (for sale)



# Don't

- Do not offer a Room with a cemetery view

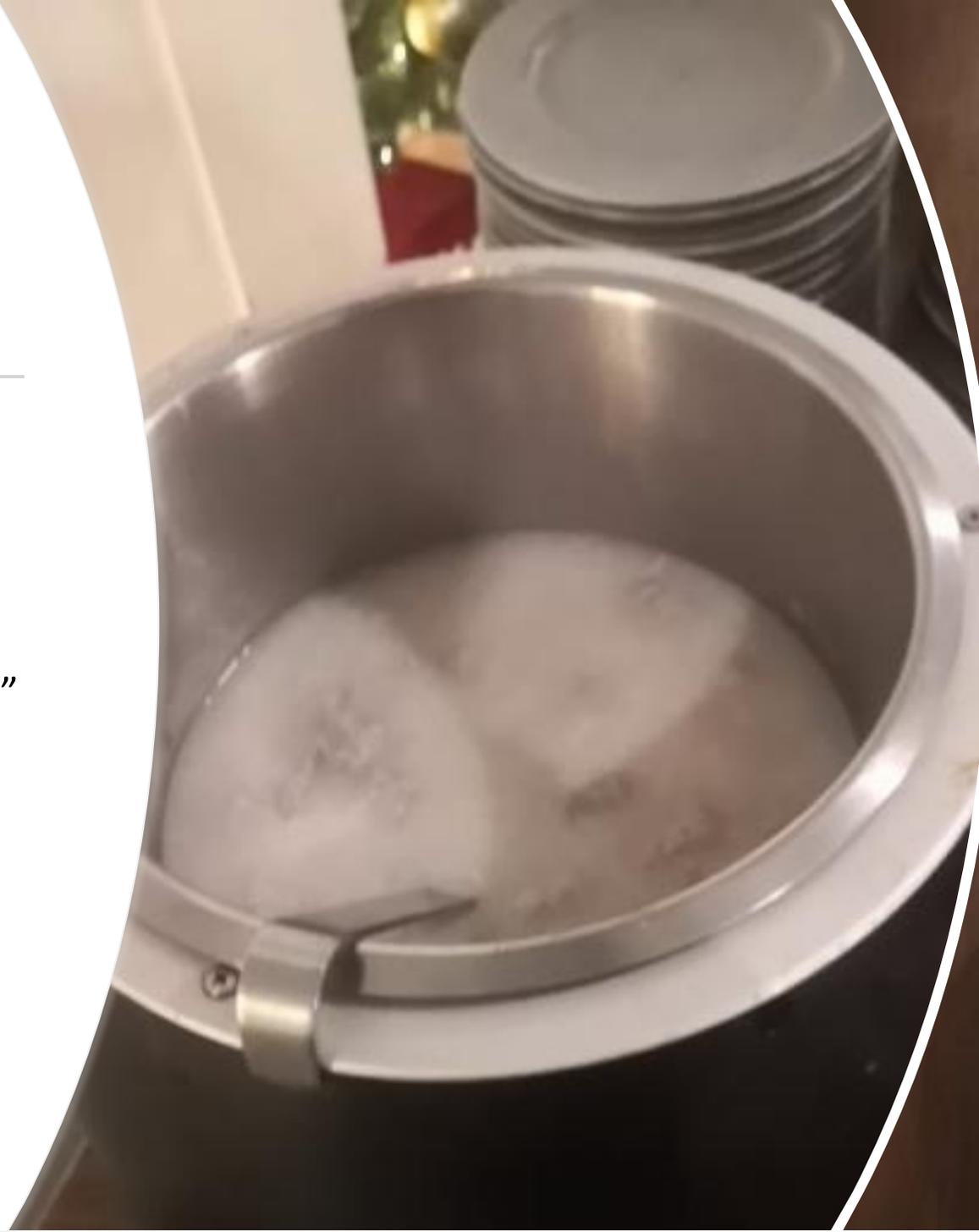


## Recommendation – Hotel Breakfast

Most of the buffet style breakfast fits almost all kinds of customers

Chinese tourist want to eat something with “hot” & “soup”

- Rice Soup - a Cheap Solution to meet 90% Chinese customer needs



Onion



Ginger

# Recommendations – Hotel Breakfast



Hot Milk – for tourist to add Oatmeal



Cup Noodles (for a fee)

# 餐厅

## Restaurant

Most of the restaurants are **good enough** for Chinese tourists, while the following type of Food are more popular

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Popular Food for Chinese tourism in Greenland:

- Seafood – Snow-crab, Shrimp, Halibut, Cod
- Meat – musk-ox, Lamp
- Food less popular
  - Whale, Seal, fermented birds

Ilulissat – Fish of the Day



Ilulissat – snow-crab



South Greenland – Lamp Soup



Ilulissat – shooting star



## Recommendation 1

Provide **ONE** Asian dishes in the Menu

eg, Pad Thai – fired noodles with prawns  
(meets 70% of customer needs)



In Qaqortoq



In Nuuk

## General Pattern of a Chinese tourist - dining pattern

Day	Restaurant	Popular Dishes	Remark
1 & 2	Hotel Arctic	Greenland Snow Crab Shooting Star (Fish & Prawns) Halibut Cod	Seafood
3 & 4	Café Iluliaq	Fish – Reb Curry w Rice Pad Thai Thai Fried Rice Tom Yum Soup	Asian Food

**Important for Hotel Restaurant – to have one Asian food in your Menu**

➤ **Retain your customer to dine at hotel restaurant during the whole stay**

## Recommendation 2

Definition of soup in Nordic / Greenland and China are different

- **Very Salty** is always the comment by Chinese tourist



Nordic Soup

- More Sticky
- **Salty**



Chinese Soup

- Not as sticky as Nordic Soup
- Not as salty as Nordic Soup

Recommendation:

- Less Salty for Soup
- **Alternative solution: Tom Yum (Thai)**



Imagine to drink a spicy soup after exposing outside at minus 10C for excursions

## Recommendation 3

Chinese is crazy about sauce

Provide Sauce “Lao-gan-ma” (老干妈), a slightly spicy sauce

- Available in Nuuk supermarket



Provide Hot Water



# Q&A

For further questions, pls feel free to contact me

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Or via FB messenger, whataspp

We have programs covering  
Ilulissat, Nuuk, Kangerlussuaq, Sisimiut, South  
Greenland, East Greenland (Tasiilaq & Kulusuk) and  
Qaanaaq for Chinese groups

