



**MARKET  
SEGMENTATION  
IN GREENLAND**



# BOOKLET CONTENTS

4	Introduction
6	General Overview and Background Theory
7	Market Segmentation in Greenland
9	11 Market Segments in Greenland
12	Market Segmentation on a Global Scale
14	Mapping in Other Destinations
16	Market Segmentation Practice
18	Case Studies
20	Globetrotter
24	Nature Appreciator
28	Special Interest Adventurer
32	Culture Appreciator
36	Nature Lover
40	Market Segmentation Quizzes
41	Culture Segment Quiz
43	Nature Segment Quiz
46	Visit Greenland Contact Information

# INTRODUCTION

## **Dear Partners,**

With “Market Segmentation in Greenland”, we bring to you the second addition to our booklet series.

We feel that between this booklet and the “Adventure Travel in Greenland” booklet, we are developing a valuable collection for you that not only feeds one-way information but also presents a tool for you to co-create the Greenland experience.

Additionally, this booklet is an extension of our website [tourismstat.gl](http://tourismstat.gl), where we make available the market segment descriptions and statistics regarding their distribution throughout the five tourism regions of Greenland.

As an international partner, you have a unique intermediary position that also carries great responsibility. On the one hand, you must know your clients’ wishes and travel behaviors to a tee, and on the other hand, you must know all the ins and outs of Greenland as a tourist destination.

Greenland has a broad spectrum of experiences ranging from soft adventure for the many up to extreme expedition for the few and from cultural to nature-based, and surely your clients also cover a wide range of personas.

Just like word match games from schooldays, there are some matches that are more ideal than others. This booklet helps show where these matches lie in terms of your client’s persona and holiday experience in Greenland.

# INTRODUCTION

## THE BOOKLET CONTAINS THE FOLLOWING ARTICLES

### Introduction

1. Market Segmentation Theory
2. Market Segmentation in Greenland
3. The 11 Market Segments in Greenland
4. Market Segmentation on a Global Scale
5. Market Segmentation Practice
6. Case Studies

Globetrotter  
Nature Appreciator  
Special Interest Adventurer  
Culture Appreciator  
Nature Lover

7. Market Segmentation Quizzes

Culture Segment Quiz  
Nature Segment Quiz

We hope that through these resources you will learn and adopt the market segmentation concept and use it to guide your work.

Best regards,

Anders Stenbakken  
CEO, Visit Greenland

# GENERAL OVERVIEW AND BACKGROUND THEORY

## BOOKLET OVERVIEW

This booklet aims to give Greenland's international partners a full spectrum of understanding about tourism market segmentation.

As the trend continues to evolve toward telling stories about Greenland that are compelling to specific audiences, there is a rising need to know more about the market segments and how to speak to them, literally and figuratively.

In addition to a description of the market segments in Greenland, this booklet gives you a series of case studies with lessons on putting theory into practice.

A quiz tool for you to start considering which segments your clients belong to and which activities in Greenland are particularly attractive for them rounds out the booklet.

## MARKET SEGMENTATION THEORY

Market segmentation is the division of one apparently homogenous group according to particular boundary lines that results in multiple sub-groups that are, in fact, different from one another.

Applying market segmentation to the tourism industry is an acknowledgement that all tourists are not the same. Of course they differ by nationality and age, but more importantly, each market segment has different wishes about what they want to experience on holiday, and how.

With the ultimate goal of giving travelers the best possible holiday experience, it is the tourism destination's and its partners' great task to provide a product portfolio and level of service that meets the travelers' various expectations.

Knowing and understanding who the destination's market segments are is the necessary foundation to fulfilling this task successfully.

# MARKET SEGMENTATION IN GREENLAND

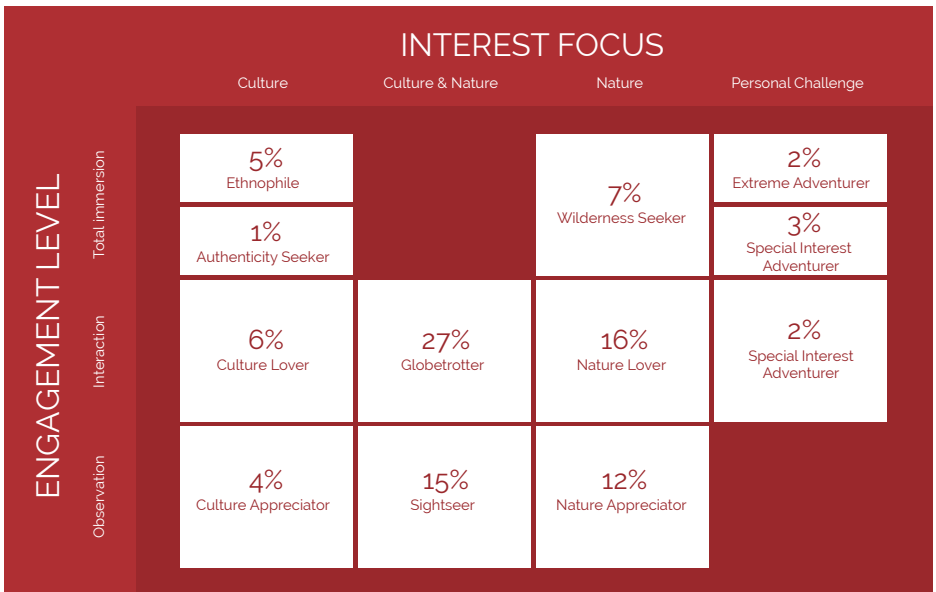
## MARKET SEGMENTATION IN GREENLAND

Market segmentation has become the backbone of Visit Greenland's work.

What began in 2012 with the initial research phase to identify the market segments, called the Greenland Mapping Project, is now being widely used to create targeted marketing content, to inform international relationship management, and to drive regional development.

The following Market Segment Map is the framework that Visit Greenland created to divide the tourists in Greenland into 11 different segments, which are described in more detail in the next chapter.

There are two primary variables that orient the segments, called Interest Focus and Engagement Level.



# MARKET SEGMENTATION IN GREENLAND

## INTEREST FOCUS

This is the segment's motivation to travel and what it aims to experience on holiday. Some segments focus purely on the cultural experiences while others focus only on the nature.

There are segments who look for an even balance of nature-based and cultural experiences, and there are even segments who travel for entirely different reasons, such as the pursuit of a personal challenge or one particular hobby.

This variable affects the segment's buying behavior in terms of excursion composition.

## ENGAGEMENT LEVEL

This is the depth to which a segment experiences the destination. It is understood in terms of physical fitness for the nature segments and in terms of social interaction for the culture segments, and it ranges from observation up to total immersion.

This variable affects the segments' inclination to seek the use of a travel agent during the planning phase as well as the type of accommodation used and the reliance on a guide within the destination.





# 11 MARKET SEGMENTS IN GREENLAND

## NATURE & PHYSICAL ACTIVITY SEGMENTS

As a destination with easily accessed natural features for the typical traveler up to terrain that will challenge even world-renowned adventurers, Greenland attracts a wide range of segments who all focus on experiencing a destination's natural environment, though to varying degrees of physical activity.

### THE EXTREME ADVENTURER

The Extreme Adventurer is, by definition, the most physically active segment one can find.

Many have made a career out of constantly testing the limits of their mental and physical capacities, and only the toughest natural environments give them such a stage to play out their adrenaline rushes.

In Greenland, Extreme Adventurers are drawn to the east coast for expeditions like first ascent climbing, heli skiing, and Ice Sheet crossing.

### THE NATURE LOVER

The Nature Lover just likes to feel good and have fun outdoors, and they are very common in Greenland. Being active is part of their everyday lifestyle, so it carries over into their holiday experiences. They enjoy a wide range of physical activities and are rather adventurous in terms of trying new ones. If it gets them close to the nature, they will try it!

In Greenland, Nature Lovers choose long day hikes, whale watching, skiing, cycling, and kayaking opportunities.

### THE SPECIAL INTEREST ADVENTURER

The Special Interest Adventurer is a highly focused market segment. They have one specific passion in life - more than just a hobby - and the pursuit of that passion leads them all over the world. They prefer to travel with others who share their passion, so they almost never combine a special interest trip with a family holiday.

In Greenland, Special Interest Adventurers pursue photography and artwork with the nature as subject, bird watching, angling, and trophy hunting.

### THE NATURE APPRECIATOR

The Nature Appreciator is a more reserved segment that prefers to observe beautiful nature from a comfortable distance rather than to be directly in the middle of it all.

They often travel to Greenland by way of cruise ship, and they almost always look for guided experiences so they can learn about what they see.

In Greenland, Nature Appreciators choose sailing tours, flightseeing, wildlife safaris, and walking at Sermermiut.

### THE WILDERNESS SEEKER

The Wilderness Seeker is the lone wolf of the travel world. These travelers need neither organized tour, nor guide, nor friend; the backcountry is the only companion they request.

In Greenland, Wilderness Seekers are focused on hiking activities. They often come with just a tent, a map, and their thoughts – totally free to let their wandering spirits take them as far as they please through the great nature.

# 11 MARKET SEGMENTS IN GREENLAND

## CULTURE SEGMENTS

Segments who focus purely on a destination's culture are considerably less common in Greenland, though they target Greenland for our culture of pioneering spirit and our preserved Viking history. Typically these segments tend to exercise their inquiring minds more than their bodies.

### THE CULTURE LOVER

The Culture Lover travels to see new communities and get a different perspective of this diverse world. They are like sponges when it comes to experiencing a country's pulse – gathering impressions by the minute. They want local guides to lead their tours so their chances

are greater to hear personal stories and the inside scoop.

In Greenland, Culture Lovers choose kaffemik, sled dog life tours, self-guided city walks, and visits to small villages.

### THE ETHNOPHILE & AUTHENTICITY SEEKER

The Ethnophile and Authenticity Seeker want a completely genuine and close understanding of people, and they fancy themselves becoming locals to get it. They look for the local hangouts instead of the tourist traps, and many times they will avoid cities all together. The difference

between the two is that Authenticity Seekers come with specific traditional notions of how the culture should be.

In Greenland, Ethnophiles and Authenticity Seekers choose homestays with locals and visits to small villages.

### THE CULTURE APPRECIATOR

The Culture Appreciator is a bit of a bookworm and dives into historical culture. They do quite a bit of research and reading before traveling so they can test out their knowledge once they arrive to their destination. Because so much of their interest lies in the happenings of centuries

past, they value a great museum curator more than a local guide.

In Greenland, Culture Appreciators choose museum tours, visits to Économusée workshops, Viking ruins tours, and guided city walks.

Learn more about the 11 market segments  
in Greenland online at

**TOURISMSTAT.GL**

# 11 MARKET SEGMENTS IN GREENLAND

## CULTURE & NATURE SEGMENTS

There are segments who wish to combine both nature-based and cultural elements in the same holiday. Rather than traveling with particular targets already in mind, they are extremely open to experience whatever the destination is best known for.

### THE GLOBETROTTER

The Globetrotter is one of Greenland's most common market segments, and understandably so as they are the quintessential tourists. They are general adventurers who want to try a little bit of everything Greenland has to offer. Globetrotters want to get a solid holistic sense

of our culture, the people, and the natural environment, and they aim to be quite active while doing it.

In Greenland, Globetrotters choose experiences like kaffemik, dog sledding tours, and walking on the Greenland Ice Sheet.

### THE SIGHTSEER

The Sightseer is another common market segment in Greenland, due in large part to cruise tourism. Similar to the Globetrotter, Sightseers also wish for a general overview of Greenland's natural and cultural aspects, but through soft adventure. Instead of physical

activities they seek light experiences which allow them to observe.

In Greenland, Sightseers choose experiences like museum visits, guided city walks, flightseeing, and driving tours to Russell Glacier.



# MARKET SEGMENTATION ON A GLOBAL SCALE

## MARKET SEGMENTATION ON A GLOBAL SCALE

The beauty of the market segmentation in Greenland is that the segments are defined by broad and common characteristics.

This gives them relevance not only in Greenland but also elsewhere in the region and even the world.

To clarify by means of contrast, consider if the segments were defined in Greenland-specific terms only. For example, many travelers express that seeing icebergs is a strong motivation for them to visit Greenland.

If we called this segment “Iceberg Chasers” instead, then it would be quite a narrow description and would only have application to polar regions.



# MARKET SEGMENTATION ON A GLOBAL SCALE

The benefit of establishing a universality of market segments is the ability to pitch Greenland offerings to your clients of a given market segment based on their other destinations of interest. It is a classic, 'If you like that, then you are going to love this!' pitch.

Another benefit of showing segment similarities between geographically close destinations is the opportunity to present multi-destination holidays.

Travel does not always have to be mutually exclusive, as the many travelers who combine Greenland and Iceland in the same holiday already know.

A healthy balance of competition and cooperation between destinations can not only increase tourism impact for an entire region and enrich the traveler's overall experience but also increase the competitiveness of your company's portfolio.



## MAPPING IN OTHER DESTINATIONS

**Visit Greenland was curious to test the hypothesis that the market segments found in Greenland can also be found elsewhere in world. Staying close to home, the North Atlantic Mapping Project was initiated to compare the market segmentation of travelers in Greenland and the Faroe Islands.**

The hypothesis holds true. Some of Greenland's most common segments are present in both Greenland and the Faroe Islands, and in nearly identical proportions.

This exciting finding indicates an opportunity to create new combination trips between these two destinations, but please note that this does not mean these are the only two destinations between which combination trips are possible.

As mentioned, the combination of Greenland and Iceland is already a well-established trend for one quarter of Greenland's tourists, so this new destination mix would merely diversify the possibilities.



## MAPPING IN OTHER DESTINATIONS

There is even evidence of direct market demand for adding Greenland to one's holiday in the Faroe Islands. Greenland is a bucket list destination for one out of every five travelers in the Faroe Islands, which they reported without direct prompting.

Couple this with the trend that, just like Greenland, one quarter of travelers in the Faroe Islands also visit Iceland on the same holiday, and it is quite obvious that the market segments are well-suited for combination travel in the North Atlantic.

Of course, Greenland has some market segment differences from the North Atlantic destinations which still allow us to boast our individuality. Greenland welcomes more Globetrotters, Special Interest Adventurers, and Extreme Adventurers, solidifying the stronger image of Greenland as an adventure destination.

Read more about Greenland as an adventure tourism destination in the booklet

**ADVENTURE TRAVEL IN GREENLAND**







# MARKET SEGMENTATION PRACTICE

**International partners can put market segmentation theory into practice at a number of stages because a one-size-fits-all approach is not effective for the development, marketing and delivery of Greenland as a tourist destination.**

What one traveler considers exciting and thrilling might be downright terrifying from another's perspective. Therefore, a highly effective method is to tailor the message for different types of travelers.

If your company also designs its own packages prior to marketing them, then you have the unique opportunity to not only tailor the message but also tailor the experience.

## **DEVELOPMENT**

At the development phase, you can identify which market segments your clients belong to and then select amongst the local Greenlandic stakeholders you work with who have the right offerings for these segments.

This process may also initiate new partnership building as you find demand for more diverse experiences. From there, you can custom design experiences directly for your clients.

You may also work the opposite way. Consider which local Greenlandic stakeholders you work with, what products they already have, and identify the types of clients these activities will attract.

## **MARKETING**

At the marketing phase, market segmentation informs content creation. Psychology teaches us that travelers make decisions with the same part of the brain responsible for emotions.

Thus, it is imperative that market segments see photos and text that spur an emotional response in them, and this requires that you select different content depending on who the client is. If a strong enough fire is ignited in their hearts, their compulsion to travel to Greenland will override any barriers to travel like expense and time.



# CASE STUDIES

**The following five case studies exemplify the successful matching of market segment to experience in Greenland.**

Each case study describes a popular market segment and highlights a particular Greenland activity that it loves.

However, do let this be only a starting point, as these market segments are attracted to a wide variety of experiences in Greenland.

There is also a short tutorial on what style of visual content about the activity speaks best to the segment, as well as ineffective examples for contrast. Note that these are only examples, and that images not suited for one segment might be a perfect match for another.

This consideration is especially important as the market segment dreams about where to visit.

Appropriately matched content can transform a prospective traveler into a booked traveler.

These case studies can be used as a starting point when consulting with your own clients, who likely belong to the same segments, about their Greenland holidays.

They can also be used as inspiration for how to present these activities in your own marketing materials in order to attract certain market segments.

Do note that in the interest of space, there is not a case study for every single market segment, but the most common segments are covered here.



# CASE STUDY 01

# THE GLOBETROTTER

**The Globetrotter is one of Greenland's most common market segments, and understandably so as Globetrotters are the 'quintessential' tourists.**

**These general adventurers want to try a little bit of everything Greenland has to offer.**

**They want a holistic sense of our lifestyle, the people, and the natural environment, and they aim to be quite active while doing it.**

## **DOG SLEDDING THE GLOBETROTTER WAY**

Considered a classic Arctic experience and an integral part of many Greenlanders' lives, dog sledding in Greenland is one of the best ways to combine an active adventure with a taste of everyday life throughout the winter. And thus, dog sledding is a perfect experience to give Globetrotters both the cultural and natural components they crave.

Dog sledding also helps tell the story of how Greenlanders adapt to the robust environment that surrounds them.

Travelers get a chance to meet both drivers and dogs on their home turf in an environment that is simultaneously adventurous and full of life yet peaceful and relaxing.

Shorter dog sledding trips are the typical preference for Globetrotters in Greenland, with the occasional multi-day backcountry adventure thrown in for those who like a bit more immersion without the physical challenge of skiing or snowshoeing.

# THE GLOBETROTTER

## IMAGES FOR GLOBETROTTERS

Images are a persuasive tool to sell a Globetrotter on the dog sledding experience in Greenland, but not just any image will do the trick.

The person must first have a personal connection with the subject before they can internalize that dog sledding in Greenland is right for them.

The image on the previous spread and the image below are effective images for Globetrotters.

They show the travelers' close proximity to the musher on the dog sled, which meets their desire to interact with their guides and get a good understanding of their daily lives.

The images also show the travelers in a safe, comfortable position on the sled yet surrounded by the snowy environment, which meets their desire to experience the Greenlandic nature.



# THE GLOBETROTTER

## GLOBETROTTERS IN THEIR OWN WORDS

To help you understand the Globetrotter even deeper, these are direct quotations from Globetrotters in Greenland who were interviewed in connection with our national mapping project.

These are just samples from our extensive database of market segment quotations. If you are interested in learning more about Globetrotters in Greenland visit [tourismstat.gl](http://tourismstat.gl) or contact Visit Greenland and we can supply further quotations.

*"With the dogs outside and the air, you have a feeling that you are seeing the real life in an isolated society. It is very isolated! In the wintertime, [Greenlanders] can go hunting and they can go fishing, and that is all. They cannot take their cars and drive to another country in some hours."*

*"We do not necessarily have to go to the top of the mountains to enjoy the nature. We can stay halfway where it is easier and just see the birds and just see! It is fine to just go walk and see and stay and live. We do not have to reach a certain point."*

*"I have seen most of the world! It is nature and culture that I look for, and I like a lot of interaction with the local people. But I am very conscious that I am not going to BE a local."*



By contrast, the two images in this box are ineffective for Globetrotters. From the first shot, a Globetrotter will likely interpret that dog sledding in Greenland is too extreme for them. It exhibits fairly harsh conditions in a remote and precarious position near the edge of the sea ice.

From the second shot, a Globetrotter will not get a sense of the human experience with dogs and how a traveler fits into the wider story of what sled dogs are and how they live.





# CASE STUDY 02

## THE NATURE APPRECIATOR

**Nature Appreciators travel with one primary purpose in mind – to see the natural wonders of the world.**

**They specifically choose destinations that are known for their natural attractions, and they rely upon good quality guide service to experience the destination.**

**They do not necessarily need to get really close to an attraction to appreciate it, and instead, they are often content to see it from a boat, helicopter, or vehicle, if that offers the best view.**

### **CRUISING WITH THE NATURE APPRECIATOR**

Expedition cruising is one of the fastest growing forms of travel in the Arctic, but Nature Appreciators prefer a more classic cruise experience compared to the more strenuous and immersive activities on an expedition cruise.

Nature Appreciators typically choose comfortable and less physically demanding activities and this is also why a cruise in Greenland is one of their preferred methods of travel.

While any cruise in Greenland is an opportunity to sample local culture and history, Nature Appreciators look for cruise experiences which are first and foremost nature-based and focused on a diversity of destinations.

# THE NATURE APPRECIATOR

## IMAGES FOR NATURE APPRECIATORS

Nature Appreciators see themselves as much as pioneers and adventurers as other segments in Greenland, but the key to inspiring them is finding the right images that strike a balance between the comfort of the trip and the proximity to the natural world around them.

The image on the previous spread puts cruise guests right in the middle of the Disko Bay, known for its large amounts of icebergs. These travelers are able to enjoy a lunch on the upper deck in a setting which doubles as floating restaurant and scenic viewpoint, and this makes it a compelling image for Nature Appreciators looking for that combination of comfort and proximity to nature.

The image below shows typical Nature Appreciators in a scenic environment which combines great views with a hut based backcountry lodge at the well known Egi Glacier. This sort of image exemplifies how this segment can enjoy great natural attractions in a relaxed and comfortable setting in Greenland.



# THE NATURE APPRECIATOR

## NATURE APPRECIATORS IN THEIR OWN WORDS

To help you understand the Nature Appreciator even deeper, these are direct quotations from this segment in Greenland who were interviewed in connection with our national mapping project.

These are just samples from our extensive database of market segment quotations. If you are interested in learning more about Nature Appreciators in Greenland visit [tourismstat.gl](http://tourismstat.gl) or contact Visit Greenland and we can supply further quotations.

*"The number one reason to travel is to see the natural sites. The rest is part of the package."*

*"We travel mostly for the viewing and photography of nature; we don't go for very much adventure. Others are going for a walk on the Ice Sheet, but we just want light walking."*

*"We are not that young anymore, so we do not want to jump into any danger. Now we watch and take the safe route."*

*"It is difficult to travel in other ways than a cruise. Cruising is just more comfortable."*



By contrast the following two images both show travelers with a deeper level of immersion in the natural world and a higher degree of active participation in the experience.

The challenge of getting in and out of small boats, the exposure to the open sea, and the landings on a rocky shore is not the Nature Appreciators' preferred style of experiencing Greenland, and telling stories with this perspective will not speak directly to this segment in an inspiring way.



## CASE STUDY 03

# THE SPECIAL INTEREST ADVENTURER

**The Special Interest Adventurer is a highly focused market segment. They have one specific passion in life - more than just a hobby - and the pursuit of that passion leads them all over the world. They prefer to travel with others who share their passion, so they almost never combine a special interest trip with a family holiday.**

### **SPECIAL INTEREST ADVENTURERS IN GREENLAND**

In Greenland, Special Interest Adventurers pursue fly fishing, bird watching, heliskiing, trophy hunting, photography, and artwork with the nature as subject.

Special Interest Adventurers like to make any trip a unique, focused element in an ongoing personal narrative of who they are as fishermen, skiers, hunters, photographers, and so on. They also expect tour operators and local providers to know both the destination and their needs intimately including how to adapt to changing conditions, keep a flexible schedule, and create a trip environment conducive to the specific purpose of the journey.

### **SPECIAL INTEREST PHOTOGRAPHY TOURS IN GREENLAND**

Photography is a new and emerging special interest market in Greenland. For most photography-focused travelers, the trip is a combination of pursuing personal creative interests and traveling with inspiring tour leaders. At the same time, photo tours tick a number of adventure travel boxes such as being active, developing new skills, exploring landscapes and new cultures, and traveling to new destinations with your peers.

Typical of Special Interest Adventurers in Greenland, photo tours run on a different clock compared to many other itineraries. While this can be a challenge for a tour operator to accommodate, especially in terms of transportation logistics, it also holds real potential for season expansion. Photographers prefer seasons with more changing light conditions like autumn or early in winter, when most other travelers seek other destinations.

# THE SPECIAL INTEREST ADVENTURER

## IMAGES FOR SPECIAL INTEREST ADVENTURERS

Special Interest Adventurers want to see images that inspire them to bring their passion to Greenland and that give them confidence that the environment suits their needs and interests. Not just any image will do the trick, and the travelers must first have a personal connection with the subject before they can internalize that their narrative can be realized in Greenland.

The image on the previous spread and the image below are effective for Special Interest Travelers. The first image reflects how photographers are being guided through the landscape on a small boat which makes it possible to keep the activities tuned to the interests of the travelers.

The second image shows a photographer immersed in the environment and working in a relaxed and personal manner. Had this, for instance, been a fisherman, the image would have showed the fisherman on or in the river.

Similarly, heliskiers would like to see photos of adventurers immersed in activities surrounding the actual helicopters on a trip, and hunters want to get a sense of how the guide helps hunters find game in the backcountry.



# THE SPECIAL INTEREST ADVENTURER

## SPECIAL INTEREST ADVENTURERS IN THEIR OWN WORDS

To help you understand the Special Interest Adventurer even deeper, these are direct quotations from this segment in Greenland who were interviewed in connection with our national mapping project.

These are just samples from our extensive database of market segment quotations. If you are interested in learning more about Special Interest Adventurers in Greenland visit [tourismstat.gl](http://tourismstat.gl) or contact Visit Greenland and we can supply further quotations.

*"I go all over the world for fly fishing. The next place will be Switzerland for Trout and Pike or Venezuela for Bonefish. And when I go fishing, I just want to fish. But my family doesn't want to sit around and watch me while I am fishing. So I go on my own; this is just for me."*

*"For photographers it is good to have a guide who knows when it is important to move to a new location because it offers better opportunities for similar images."*

*"The most important thing is to be in the right place at the right time to get the right light. Food and accommodation comes second and third for my groups. We usually get up before 6 so we are in the right spots at 7AM. During the day people can rest and then we're out in the evenings again, and the local operator must be able to work with a schedule like that."*



By contrast, the two images in this box are not suitable for Special Interest Travelers. In the first shot the photographer is working off a large ship going at speed through a fjord in bright midday sun, not leaving the traveler much room to find her own story and create the personalized space that all Special Interest travelers seek.

In the second image a group is assembled in an in-between location without much inspiration for photographers. The harsh, contrasting light is completely enveloping the landscape, which tells the Special Interest Travelers that this sort of tour will probably not be geared towards the greater variation in light and landscapes they need to express their inner vision.





# CASE STUDY 04

## THE CULTURE APPRECIATOR

**The Culture Appreciator delves into history in order to create a context for the present day. They are a well-read segment who seeks to visit the specific destinations and landmarks about which they have learned.**

**Culture Appreciators rely on good quality guide service to tell them about the cultural sights of a destination, and they are happy to follow an established and tried-and-true itinerary.**

### **VISITING NORSE RUINS WITH CULTURE APPRECIATORS IN GREENLAND**

Culture Appreciators do not require much physical activity since they prefer to exercise their minds. Many of their cultural interests involve material from centuries past, so they seek activities such as visits to museums and historical sites, and similar tours that allow them to observe and learn at the same time.

The ruins and restored sites of the Norse settlers in South Greenland are typical examples of locations often visited by Culture Appreciators. They represent a piece of history embedded in the landscape, at easily accessible sites requiring only short walks from a proper boat jetty and always in scenic surroundings.

The strong stories of South Greenland's past provide links to the contemporary sheep farms and modern Greenlandic culture in the region, just as a visit to Sermermiut at the UNESCO World Heritage site of Ilulissat Icefjord, a daytrip by boat to an abandoned settlement close to Sisimiut, or many other locations in Greenland will bring the people and landscapes to life for the Culture Appreciator.

# THE CULTURE APPRECIATOR

## IMAGES FOR CULTURE APPRECIATORS

The right images sell the Culture Appreciators on the Greenland experience, and the first two are examples of effective visuals for Culture Appreciators.

The image on the previous spread puts the travelers right at the heart of the cultural and historical experience on location in a Greenlandic landscape, creating a space for reflection and enjoyment aligned with the Culture Appreciator's desire to understand the past as a meaningful experience in the present.

The image below shows a group of travelers on a guided town walk, positioning the Culture Appreciator in an environment typical of their experiences in Greenland. It tells the story that guided walks is how Culture Appreciators learn while in Greenland, and the church and the flag in the background indicate that historical and cultural links to landmarks and identity are a focus of the guided experience.

Just as with the storytelling for any other of Greenland's 11 adventure travel segments, Culture Appreciators prefer to see images that reflect a personal experience. Without such, they are less likely to connect with the images or feel that Greenland is the right destination for them.



# THE CULTURE APPRECIATOR

## CULTURE APPRECIATORS IN THEIR OWN WORDS

To help you understand the Culture Appreciator even deeper, these are direct quotations from this segment in Greenland who were interviewed in connection with our national mapping project.

These are just samples from our extensive database of market segment quotations. If you are interested in learning more about Culture Appreciators in Greenland visit [tourismstat.gl](http://tourismstat.gl) or contact Visit Greenland and we can supply further quotations.

*"It is the culture that drives us to travel because we find it more intellectually stimulating to study a place's culture than its rock formations and lakes. Our favorite way to learn is by visiting museums. It is a bit of a one stop shop that will allow you to get a great overview of a place."*

*"The first time we came to Greenland, it was very focused on the nature aspect. This time we picked [South Greenland] more for the curiosity of Norse culture. It was Brattahlid that made us choose."*

*"A Greenland trip is my dream because I have been following the Icelandic sagas. It's a part of my Nordic heritage, so I want to explore places where the Vikings traveled and inhabited."*



The image above left represents one that a traveler cannot fully connect with - an inside view of the South Greenland Norse church ruin at Hvalsey but the traveler is noticeably absent. This sort of image will not appeal as much to the Culture Appreciator as a shot of people experiencing the location would do.

The same is true for the second image, showing a Greenlandic bone carving, which in itself is an interesting object but it requires extensive storytelling to bring to life. On the other hand, a shot of travelers visiting a crafts workshop would bring the Culture Appreciator closer to the core of the story and the history of the art and artisans behind it.



# CASE STUDY 05

## THE NATURE LOVER

The Nature Lover loves to feel good and have fun outdoors, and they are very common in Greenland. Being active is part of their everyday lifestyle, so it carries over into their holiday experiences.

They enjoy a wide range of physical activities and are rather adventurous in terms of trying new ones. If it gets them close to the nature, they will try it, and that is why you will find them doing long day hikes, whale watching, mountain biking, kayaking, and ski touring in Greenland.

### **SKI TOURING WITH NATURE LOVERS IN GREENLAND**

Ski touring in Greenland is an active backcountry experience dominated by silence, grandeur, and first runs from peak to beach.

It is a typical winter activity for Nature Lovers who can combine a day's hike up the mountain with the thrill of alpine skiing, plus the joy of being with a group of friends all the while.

Just like hiking, kayaking and other outdoor activities in Greenland, ski touring brings the Nature Lover into the heart of the environment they prefer.

They get in touch with the remoteness and vastness of Greenland's backcountry while testing new skills or polishing existing ones.

At night they stay in mountain huts or in a village house right on the doorstep of the following day's adventure.

# THE NATURE LOVER

## IMAGES FOR NATURE LOVERS

The right image brings the Nature Lover closer to Greenland's landscapes and active adventures, but not just any image will do the trick.

It is important to focus on the traveler's engagement with the landscape and nature around them to create the feeling of being active in the outdoors.

The image on the previous spread and the image below situate the Nature Lover deep inside the landscapes of a ski touring experience.

The shot below shows how the climb itself is an experience based around a shared group activity with time to take in the natural scenery, while the photo on the previous spread zooms in on the personal skiing experience and the controlled but challenging descent among remote peaks in a pristine, alpine environment.

Both shots balance the relationship between outdoor activities and the level of the adventure in question, making sure the activity in the story is neither too extreme nor too soft, while keeping focus on the traveler's immersion in the natural world.



# THE NATURE LOVER

## NATURE LOVERS IN THEIR OWN WORDS

To help you understand the Nature Lover even deeper, these are direct quotations from this segment in Greenland who were interviewed in connection with our national mapping project.

These are just samples from our extensive database of market segment quotations. If you are interested in learning more about Nature Lovers in Greenland visit [tourismstat.gl](http://tourismstat.gl) or contact Visit Greenland and we can supply further quotations.

*"I think it is really exhausting to go to cities! One day is fine, but then we go to the outskirts – to the mountains – to be by ourselves!"*

*"I generally travel for the landscape, the mountains, and the environment, more so than for the culture."*

*"I am a traveler who looks for nature, basically. I like city trips, but I prefer countries or destinations with great nature where not so many people live."*

*"Where I come from in Tasmania, a lot of people go there for a remote place – the end of the world. But it's got half a million people and 4-5 large cities. So it doesn't feel like the end of the world to me. But here, it does feel a lot more remote!"*



The two images in this box both tell stories of skiing in Greenland, but from a different point of view than what catches the Nature Lover's attention. The first shot high up on a glacier shows snow-drifted tents and no people in what looks to be a more extreme and demanding environment than what a Nature Lover would often like, and the story in this image mostly appeals to either Special Interest Adventurers or Extreme Adventurers.

The second image features urban infrastructure and a skier riding more aggressively in a built up environment. While this shot has a coolness factor that might inspire certain segments, and especially some Special Interest Adventurers, to try jibbing in Greenland, the story veers away from the passion of the Nature Lover and will most likely send the wrong message to this segment about Greenland.

# MARKET SEGMENTATION QUIZZES

## MARKET SEGMENTATION QUIZZES

Throughout the descriptions and case studies in this booklet you have probably recognized a lot of your own clients' characteristics and therefore have a pretty good feeling about which segments they belong to.

As a further assessment, the following quizzes are a few short questions to identify which market segments your company caters to, and the results can be a guideline for which segments you commit further investigation toward.

The quizzes are separated in terms of Interest Focus, the first targeting culture-based market segments and the second targeting nature-based segments.





# CULTURE SEGMENT QUIZ

## CULTURE SEGMENT QUIZ

### 1. When I consider accommodations for my clients, I typically look for:

- A.** a place that gets them as close to the locals as possible. Homestays or AirBnB rooms are perfect so they can see the local way of life and have casual conversations over dinner or coffee with their hosts.
- B.** a variety of places that give them an overview of the destination. Hopping from a hotel to a night or two in a coastal ferry cabin to a guesthouse on a sheep farm are all valid options.
- C.** a top of the line hotel with delicious food and quality services. They want to come home to the prime treatment after a day of exploring.

### 2. When I propose an itinerary for my clients, I typically decide:

- A.** just the basics. I do give open-ended suggestions about activities, but my clients want to have a central role in designing their own holiday experiences.
- B.** the majority of the trip while leaving one open afternoon or two. I know they will find something unexpected in the destination they will want to explore a bit more.
- C.** every last detail. My clients want to be taken care of from start to finish without having to do their own planning and troubleshooting. They trust my expertise.

### 3. The best guide for my clients is:

- A.** Not an official guide at all, but rather a local they meet in passing who can casually tell them stories or information that can never be found in a guide book.
- B.** Someone who can tell them the practical information about the destination with a bit of personal flair.
- C.** Someone who is professionally trained to lead tours and to teach tourists everything about the destination.

# CULTURE SEGMENT QUIZ

## So what do your answers mean?

### **MOSTLY A's**

If you answered mostly A's, then your clients are Authenticity Seekers or Ethnophiles at heart. They are free spirits who immerse themselves in organically evolving experiences, step outside the box, and aim to uncover the hidden stories, which involves close interactions with the local people by default. Whereas the Authenticity Seeker searches for the pot of gold at the end of the rainbow - an idyllic "untouched" community - the Ethnophile happily accepts communities that mix traditions with modern identity.

In Greenland, meeting Greenlanders and living amongst Inuit culture call your clients' names. To get them as close as possible to the traditional Greenlandic way of life, suggest they take boat tours to nearby small villages. Otherwise, dog sledding is a unique opportunity for them to catch a glimpse of the thread that links the old ways of subsistence hunting and fishing to the new culture of tourism.

### **MOSTLY B's**

If you answered mostly B's, then your clients are Culture Lovers. They are like a sponge when it comes to experiencing a destination and are eager to absorb knowledge about the destination's people and culture through any opportunity possible, be it tasting local cuisine or sightseeing with a guide.

In Greenland, suggest they eat their way through the menus of Greenlandic gastronomy while connecting the dots of the different towns the ingredients hail from. Or suggest they take a few nights' sail on the coastal ferry to experience the same aquatic highway that locals use to traverse the west coast of Greenland.

### **MOSTLY C's**

If you answered mostly C's, then your clients are Culture Appreciators. They enjoy learning about a destination's culture, specifically its history, from trusted sources and organized events like cultural exhibits and performances.

In Greenland, no matter what town they are in, your clients can visit the local museum to learn about the connection between Inuit culture and Norse history. Then send them on guided sightseeing afterward to see the same sites they saw in the old photographs, and finish the day with a bit of souvenir shopping so they can take memories of their Greenland holiday home with them forever.

# NATURE SEGMENT QUIZ

## NATURE SEGMENT QUIZ

### 1. My clients look for nature experiences in order to:

- A. escape and get close to nature. At times, they may be mentally and even physically challenging.
- B. explore, be active, do a hobby, and just have fun.
- C. see beautiful landscapes from a safe distance.

### 2. The perfect nature activity for my clients is:

- A. a long distance trek.
- B. a kayaking day tour.
- C. a coastal cruise.

### 3. The ideal amount of time for my clients to spend in the nature is:

- A. forever! Ok, well a week or several weeks is not out of the question.
- B. up to a full day, but they will be looking forward to getting comfortable that night!
- C. just long enough to snap some good photos.

### 4. When I consider accommodations for my clients, I typically look for:

- A. one that cannot be booked. They come with all their own gear (tent, sleeping bag, equipment, etc.) so they are prepared to set up camp anywhere.
- B. a variety of places that give an overview of the destination. As long as there is a comfortable bed to lie in after an active day outdoors, they are happy.
- C. a top of the line hotel with delicious food and quality services. They want to come home to the prime treatment.

# NATURE SEGMENT QUIZ

## So what do your answers mean?

### **MOSTLY A's**

If you answered mostly A's, then your clients are Wilderness Seekers. They are completely at ease in the nature, and in fact, they prefer it to a concrete environment filled with noise and pollution. A nature-to-human ratio of 1000:1 sounds just right. Sometimes they traverse long distances and sometimes they stay stationary where the vibe feels good, but they always stay connected with nature.

In Greenland, remote landscape is the name of the game as it is the least densely populated land on Earth. Your clients can walk the long Arctic Circle Trail or find their own hiking routes in the vast backcountry. With no privately-owned land, they are free to camp wherever they please, as long as they pack out what they pack in.

### **MOSTLY A's**

If you answered mostly A's but need to add adrenaline to the equation, then your clients are Extreme Adventurers. They are on a constant quest for the remotest of the remote nature, not because there is no human influence there but because this is where the roughest and most challenging landscapes live.

In Greenland, with a Travel in Remote Areas of Greenland permit in hand, the possibilities for your clients are as many as your own imagination can dream up and as their endurance can handle. Unnamed peaks and glaciers scream for rock and ice climbing expeditions. Skiing or dog sledding across the Greenland Ice Sheet could keep them busy for a month, and of course there's always the Greenland National Park, world's largest.

### **MOSTLY B's**

If you answered mostly B's, then your clients are Nature Lovers. They enjoy getting out into the environment for the day, as long as they can come back to some creature comforts when the day is through. Getting a bit sweaty or dirty in the course of an activity just means that they got a closer experience with the nature and had fun doing it!

Greenland is a natural playground for your clients' active souls. In summer, every town has a few good day hikes they must try. Kayaking lets them stretch their sea legs, and glacier hiking is always a classic. In winter, ski touring, snowshoeing, and snowmobiling keep them moving!

# NATURE SEGMENT QUIZ

## **MOSTLY B's**

If you answered mostly B's but focus on one very particular hobby, then your clients are Special Interest Adventurers. They will travel anywhere in the world as long as it promises the opportunity for them to do their favored activity. They often travel with others who share the same interest, because no one else understands their passion in quite the same way.

In Greenland, angling, photography, bird watching, and hunting are popular. Do your clients have another interest? Let us know and we can help you identify which region and local operator caters to their needs.

## **MOSTLY C's**

If you answered mostly C's, then your clients are Nature Appreciators. They enjoy the simplicity of being near beautiful nature without having to be knee-deep in it. Let the others have their adrenaline in the red zone. They'll take the relaxed and comfortable option, thank you.

In Greenland, your clients can take advantage of 'slow tourism' experiences. They can soak in natural hot springs or observe icebergs by guided boat tour or flightseeing. They can marvel at natural phenomena from their own hotel terrace, like the Midnight Sun in summer and Northern Lights in winter.





# VISIT GREENLAND

[info@greenland.com](mailto:info@greenland.com)

Hans Egedes Vej 29  
3900 Nuuk  
+299 34 28 20  
Greenland

Strandgade 91  
1401 København K  
+45 32 83 38 80  
Denmark

# MARKET SEGMENTATION IN GREENLAND

General Overview and Background Theory

Market Segmentation in Greenland

11 Market Segments in Greenland

Market Segmentation on a Global Scale

Mapping in Other Destinations

Market Segmentation Practice

Case Studies

Market Segmentation Quizzes

**GREENLAND.COM**