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NEW WEBSITE - NEW POSSIBILITIES

Visit Greenland has launched a new version of greenland.com – the most extensive site for travel information and inspiration about Greenland.
NUMBER OF VISITORS GROWING RAPIDLY

New initiatives are constantly being implemented that focus on generating traffic – both to the site itself, but more importantly to advertisers on the site.

AWARD-WINNING SITE REPLACED

Our previous greenland.com site received 4 international awards, including the prestigious Webby Award for Best Tourism Website and The Web Marketing Association’s award for ‘Outstanding Website’.

The new greenland.com will retain the visual power of the former site, acquire a more up-to-date expression and spice up the content with more story-telling aimed at the users. Furthermore, we’re enhancing user-friendliness to make it easier to find information about operators and specific special offers that are relevant to the wishes and needs of the user concerned.

In this booklet you will find information about our new website functionalities, free-of-charge useful tools and information for your marketing material as well as new ways to make you more visible.

We look forward to working with you!
GREENLAND

Easy to find inspiration, practical information and travel deals for tourists and agents.
A Taste Of Greenland
Have a taste of the rich culinary tradition and innovation Greenland has to offer. www.atasteofgreenland.com is a new way of learning about our culture.

Cruise Greenland
From harbours and destinations to useful tips and inside information, www.cruisegreenland.com is the essential tool for cruise professionals.
GREENLAND.COM/CORPORATE

Information section dedicated to press and travel trade professionals, including contacts to potential partners in the industry.
In recent years Greenland has captivated more and more people from the press and numerous journalists and film crew have chosen Greenland as a perfect setting.

The world-wide trend holds everything Greenland offers: a good story, a beautiful and different nature and a colorful culture.

Over the years, we have obtained good experience in handling the press through careful advice service with specific answers to specific questions about tourism in Greenland, or with a close dialogue about an up-coming press trip for individuals as well as groups.

Read more: corporate.greenland.com/en/press-pr/
Our media database gives you free access to photos and videos (both edited and unprocessed clips) to use in the marketing of your Greenland products.
flickr.com/photos/ilovegreenland – Our Flickr database is a free collection of high quality jpeg images accessible for download and licensing via specific licenses given for each image.

As a user of the database you have unrestricted access to more than 2,500 photos on the Flickr channel, without the need for registering a profile, and we hope you find just the image you need for your next story about Greenland.
vimeo.com/mediagl – Just as with Flickr, our Vimeo channel is a free collection of short films and raw clips available for download and reuse. No royalty payment is needed as long as that use is within the frame of the license.

All clips on our Vimeo channel are licensed under the Creative Commons Attribution 3.0 license. By downloading or sharing clips from Vimeo, end users enter into an agreement with Visit Greenland about licensing for the use of video materials.
BE A PIONEER

Find inspiration for how you can use The Big Arctic Five elements in your branding and marketing. Download photos, videos, texts and graphics free of charge at beapioneer.dk

Toolkits available in English, Danish, German, French, Japanese, Chinese, Spanish and Italian.
ADVERTISING
DO YOU WANT TO BECOME MORE VISIBLE TO POTENTIAL GREENLAND CUSTOMERS?

Advertising

Go to greenland.com/advertising and find out more about advertising opportunities on greenland.com or in the Visit Greenland newsletter.
AS AN ADVERTISER AT GREENLAND.COM YOU WILL BE ABLE TO:

• Be seen by tourists with purchasing power that are interested in Greenland – and thereby gain access to potential customers

• Market your products and services in a context which is relevant for the user at a dedicated site at Greenland.com which now enables you to present slideshows and videos of your products

• Have your products displayed in greenland.com’s visual universe under the headline ‘Pioneering & Powerful’, thus creating an attractive setting for holiday experiences in Greenland

• Reach out to a wide-ranging international audience with special offers and services at low advertising cost
WHERE ON THE SITE IS MY ADVERTISEMENT SHOWN?

How your advertisement is displayed depends both on which type of product is on offer and which tags you choose to attach to your advertisement. You can choose up to 5 tags from our list of adventures and towns. Your product must be relevant to the tags that you choose.

PACKAGE TOUR OPERATORS TO AND WITHIN GREENLAND

If you’re advertising a package holiday, your advertisement will always be shown in the ‘Travel Search’ function. It will also be shown on 5 pages of your choice by means of the tags that you have chosen – for instance, the pages designated ‘Dog sledding’, ‘Hiking’, ‘Boat tours’, ‘Icebergs’ and ‘Ilulissat’.
SOUTH GREENLAND - SHORT AND INTENSIVE

4 days package from Iceland - Iceberg cruise and Norse history.

This trip gives you a short and intensive experience of South Greenland - the land of contrast. You visit the historical site Gardar, which was the Bishop’s residence during the Norse era. Today it is a very charming village (Igaliku) situated in one of the most luxuriant and icilyc parts of Greenland! Furthermore, you visit the historic site Brattahlid and go on a boat trip among the famous turquoise icebergs at the Qooroq Ice Fjord.

Departure is from Wednesday to Saturday or from Saturday to Tuesday. From June 15th to September 29th.
**ACTIVITY/ADVENTURE OPERATORS**

Based on your maximum of 5 tags per advertisement, you can choose which activity and/or town pages your advertisement is to be shown on – for example ‘Dog sledding’.
TRANSPORT OPERATORS

If you’re a transport operator, your advertisement will be shown on the town pages in which transport is available and on the activity pages where relevant.

OVERNIGHT ACCOMMODATION OPERATORS

If you’re advertising overnight accommodation, your advertisement will be shown on the ‘Where to sleep?’ page and on the page of the town in which the accommodation in question is situated.
**MOST RELEVANT ADVERTISEMENTS SHOWN FIRST**

Via IP segmentation, we can – to the extent that the technology allows – see where users come from and show the most relevant advertisements to this user first. An American citizen, for instance, will thereby see the special offers that are available within the USA, followed by all other advertisements.

Elsewhere in the material *greenland.com* is described as responsive, i.e. adapted to different platforms (desktop/computer, tablet and smartphone). As a rule of thumb, the following advertisements are shown: 9 advertisements on desktops, 6 advertisements on tablets and 3 advertisements on smartphones, after which the user must press ‘See more’ if he/she wishes to view more advertisements.

**STATISTICS**

Every month you’ll receive an email containing a report of the number of clicks on your advertisements, so that you can always follow the volume of traffic and keep track of your costs.

**PRACTICAL MATTERS**

If you wish to advertise, we’ll send you an overview of the material you have to forward in terms of text and images. We then layout your advertisement, and a few days later it will go live on *greenland.com*.

The minimum period for advertising is 3 months. The agreement can be terminated by giving one month’s notice to expire on the last day of any month.
TRAVEL SEARCH
Explore travel deals in Greenland and find out more about package tours and adventure holidays in Greenland.
LEAD GENERATION - PERMISSION TO CONTACT AN INTERESTED USER

We offer users at greenland.com the option of being contacted by a travel agency if they require assistance in connection with a trip to Greenland. The user can choose to send an enquiry in advance thus giving you an idea of the wishes and needs they have regarding their journey to Greenland.

If you wish to be the travel agency – or one of three travel agencies per region – permitted to contact the user at hand, then please contact us to be admitted onto the list.

- Increase your visibility
- Get in contact with potential customers with high interests in Greenland and its touristic products
- Possibility to convert these leads into business deals
SEND A TRAVEL REQUEST

Use the form below to fill in your travel interests and send your information to a Greenland travel specialist who will then get in touch with you via email and/or phone with guidance and travel deals.

YOUR CONTACT INFORMATION

Name*  
Phone*  
E-mail*  
Remember to write your country code (e.g. +44)

Select region  
Europe  
Select country  
All

Select one or up to three travel specialists, you will receive guidance or travel deals from:

- ARCTIC FRIEND
  The easiest route to Greenland goes through Denmark, and although you could go via either Iceland or Canada, Copenhagen Airport has by far the most regular flights. So it makes good sense to go with a Danish tour operator.

  Denmark

- NORDIC INFO
  Nordic Info is a Belgian tour operator, specialized in travel to all Scandinavian countries including Svalbard, Greenland and Antarctica. We are exclusive representative of Hurtigruten in Belgium and aim to offer our customers wonderful trips to spectacular destinations.

  Belgium

- GREENLAND TRAVEL
  Welcome to the largest travel agency specialized in Greenland, Iceland and the Faroe Island. Our customers come from all over the world. Our main office is in Copenhagen.

  Denmark

TRAVEL INFORMATION

THINGS TO DO

DESTINATIONS

SUBMIT YOUR REQUEST →
ADVERTISING IN NEWSLETTER

We distribute news, travel tips and special offers to 85,000+ people who have actively subscribed to our newsletter which is available in three different languages (Danish, English and German).

You have the chance to make your product particularly visible to this highly motivated segment by purchasing an advertisement in the newsletter.
very well could welcome you with the words: “May we suggest Pascal Bouchard Chablis Grand Cru Blanchot 2006 for the Halibut and Château de Beaucastel Châteauneuf-du-Pape Rouge 2007 for the Reindeer.”

CONTACT US

Do you have a question, want to give some feedback or just want to say hello? Go ahead, don’t be shy – we’d really love to hear from you, so send us an email: newsletter@greenland.com, and we promise we’ll send you a reply!

ADVERTISEMENT

DOG SLED RIDE FOR THE ADVENTUROUS!

Package tour: 8 days, flight incl. - from 18.495 dkk / 2481 €

Dog sled ride by the UNESCO site Ilulissat Icefjord combined with Ilulissat and Kangerlussuaq’s town and cultural life.

Read more

PARTNERS
RESPONSIVE DESIGN

The new greenland.com is developed as a responsive design so that your advertisement will be presented in the best possible manner, regardless of whether the user is visiting greenland.com from his or her computer, tablet or smartphone.
PRICES

FILTER PACKAGE TOURS BASED ON SEASON, ADVENTURE LEVEL OR CATEGORY.

Season  
Adventure Level  
Adventure Categories

GREENLAND SKI BONANZA
Greenland Tour
8 days
From
1 790,00 €

AURORAS, SNOWMOBILES & HUSKIES
Nordic Visitor
5 days
From
3 906,00 €

ADVENTURE BREAKS FROM ICELAND 4-5 DAYS
Tasermilik - S. Grl. Expeditions
5 days
From
1 295,00 €

ADVENTURE BREAKS FROM ICELAND 4-5 DAYS
Nordic Visitor
5 days
From
3 906,00 €

DOG SLEDDING EXPEDITION THULE
Polar Travel
16 days
From
9 295,00 €

DOG SLED RIDE FOR THE ADVENTUROUS!
Greenland Travel
8 days
From
2 490,00 €

MT GUNNIBJORN, HIGHEST PEAK IN GREENLAND
Icelandic Mountain Guides
5 days
From
12 800,00 €

HORSEBACK RIDING
Grønlandtræet
8 days
From
2 900,00 €

GREENLAND FROM SOUTH TO NORTH
Greenland Travel
14 days
From
4 700,00 €

YOU ONLY PAY FOR TRAFFIC TO YOUR ADVERT PAGE OR YOUR WEBSITE
No overheads, free views - just pay-per-click

There are no initial charges or fixed annual fees. You don’t pay to have your advertisements shown on the website. The only thing you pay for is when visitors choose to read more about your particular special offer and click on your advertisement,
or if, having read more on your advert page at greenland.com, they choose to click through to your own website to buy your product or read more about it.
BUDGET CEILING ENSURES YOU STAY WITHIN YOUR BUDGET

A quarterly budget ceiling is set up which means that you maintain control of your costs. In other words, you’ll never have to pay more than the budget ceiling per quarter. If you hit this ceiling, any clicks over and above this limit will be free of charge. The ceiling depends on how many advertisements you have.

You cannot purchase more than a total of 20 advertisements on the site (which can be freely chosen between the three language versions – Danish, German and English).
STATISTICS & DOCUMENTATION
GREENLAND TOURISM STATISTICS
Identifying Greenland’s tourist segments, their areas of interest as well as their level of interactions.
TOURISMSTAT.GL

– will provide you with national and regional tourism trend analysis. You can also find all statistics on tourism in Greenland as well as qualitative descriptions of Greenland's tourists.
If you have questions or wish to receive more specific information about Greenland as a travel destination, please contact:

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If you have questions or wish to advertise on [greenland.com](http://greenland.com), in the newsletter or want to be admitted onto the list to receive leads, please contact:

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BE A PIONEER