



ADVENTURE TRAVEL
IN GREENLAND

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ADVENTURE TOURISM IN GREENLAND

In this series of 11 articles, Visit Greenland paints a contemporary portrait of adventure travel in Greenland.

The purpose of the series is to showcase adventure travel in Greenland in terms of its values and case studies.

We will do this in a series of general articles on adventure as a form of tourism and more local stories focusing on Greenlandic companies that champion an environmentally responsible and/or sustainable approach to business.



ADVENTURE TOURISM IN GREENLAND

THE SERIES CONTAINS THE FOLLOWING ARTICLES:

1. What is adventure travel in Greenland?
2. Key facts on adventure travel
3. Adventure in practice – Greenland Outdoors
4. Greenland adventure segments
5. Adventure in practice - Inuk Hostels
6. Framework conditions as a tool for enhancing value
7. Adventure in practice - Travellodge Greenland
8. Shared responsibility throughout the supply chain
9. Adventure in practice - PGI Greenland
10. Human resources and adventure travel
11. Adventure Travel Trade Association

We hope that you will find the series inspiring and informative.

Have fun.

Anders Stenbakken
CEO, Visit Greenland

WHAT IS ADVENTURE
TRAVEL IN GREENLAND?

WHAT IS ADVENTURE TRAVEL IN GREENLAND?

The core values of adventure travel are what underpin tourism in Greenland. Growth in employment and income in the coming years will come from companies that think sustainably, take responsibility for culture and the environment and understand how to involve visitors in active experiences.

TOURISM IS A GLOBAL FORCE

Tourism is an industry based on people and social interaction. In global terms, tourism accounts for 9% of the world's market and 1 in 11 jobs.

Both in Greenland and around the world, tourism has the capacity to help develop regional economies and support local communities. However, this does not always take place without taking a significant toll on the natural environment and local culture in ways that can be damaging in the short and long term.

The challenge for tourism will therefore always be to stimulate economic and social development in a way that factors in nature, culture and the environment.

GREENLAND IS AN ADVENTURE DESTINATION

Adventure travel addresses all these challenges in a way that provides opportunities for local communities to develop and takes account of the tourists' diverse understanding of what a responsible and sustainable adventure-based holiday involves.

In the eyes of the world, Greenland is an obvious adventure destination. For many years therefore, Visit Greenland has worked on the promotion and perception of Greenland in this light.

We see adventure travel as a form of travel where visitors interact with the environment and nature, take part in physical activities and are part of a cultural exchange that combines at least two of these elements.

WHAT IS ADVENTURE TRAVEL IN GREENLAND?

ADVENTURE IS A PERSONAL ATTITUDE

Adventure is not about how wild, high or extreme something is. It is primarily a mental attitude to travel which shapes the values that visitors bring with them on their holiday. In other words, adventure is a subjective concept that revolves around how individual travellers like to shape their own experiences.

The key for adventure travel is that the holiday should be based on experiences and that added value comes from really getting to know a destination through physical activity, cultural encounters and experiencing the natural environment. Activities like these allow individual travellers to push their boundaries culturally, physically and geographically – and the boundaries vary from person to person.

ADVENTURE IS A BUSINESS PHILOSOPHY

Adventure travel complements the way in which Greenlandic society and local Greenlandic economies operate.

It is a form of tourism that supports local economies. This is because tour operators focus on creating experiences that form part of the local culture and allow visitors to get to know the way of life while avoiding mass tourism.



WHAT IS ADVENTURE TRAVEL IN GREENLAND?

This generates income in even the smallest towns and settlements that are involved in adventure activities. For the same reason, we also see that the most successful adventure operators in Greenland are small, locally based companies with a strong entrepreneurial spirit and a passion for creating experiences and imparting information that are linked to specific activities and local areas.

These activities gradually help to develop companies which take an active share in the responsibility for shaping the development of Greenlandic society, which care for nature and the environment, involve local enthusiasts and ensure that tourism is focused on culture and is based on sound commercial business.

Seen in this light, Visit Greenland's clear objective is to support all those who think sustainably, take responsibility for culture and the environment and understand how to engage visitors in active experiences.

This is the type of tour operator from which we expect to see growth in employment and income in the coming years.



KEY FACTS ON ADVENTURE TRAVEL



Between 2010 and 2014, the adventure tourism industry grew by 195%. Greenland has every opportunity to become part of this international trend which is generating more money for local communities and raising awareness of responsible tourism.

Globally, adventure travel remains a relatively small player in the tourism industry. However, given that Greenland is such an obvious choice of destination for adventure tourism, it is interesting that the adventure segment is enjoying rapid growth.

The industry is also helping to raise awareness of sustainability, the need to support local communities and promote social responsibility. These values help to secure the future of the sector.

In this article, we have compiled a number of key facts on tourism. We conclude by taking a close look at the American market which illustrates how the general growth in adventure travel relates to Greenland.

GLOBAL FIGURES FOR TOURISM AND THE ADVENTURE INDUSTRY

- Tourism accounts for 30% of all services and 1 in 11 jobs in the global economy.
- In 2010, the global value for the adventure market amounted to more than DKK 500 billion. By 2013, this figure had tripled to more than DKK 1,500 billion.
- The growth in turnover comes from an increase in the number of adventure tourists and an overall increase in the amount of money spent per holiday.
- 42% of all tourists participate in one or a range of adventure activities in the course of their holiday.
- 69% of all adventure tourists come from Europe, North America and South America.

KEY FACTS ON ADVENTURE TRAVEL

DEMOGRAPHICS IN ADVENTURE TRAVEL

- In 2014, 53% of all adventure travellers were women and 47% were men.
- In 2014, 37% of adventure travellers spent four years or more in tertiary education.
- More than 11% had a professional qualification.
- The average income for adventure travellers is approximately DKK 275,000.
- A small proportion travel alone. 21% travel with friends, 37% travel with a spouse and 30% travel with their families including children.

CONSUMER TRENDS – TOURISM WITH A LOCAL IMPACT

- When we split adventure travel into “hard” and “soft” categories, a pattern emerges in which travellers in the soft category (e.g. non-extreme activities, cultural activities, community involvement and guided tours in nature) spend about DKK 5,000 per holiday (excluding travel costs).



KEY FACTS ON ADVENTURE TRAVEL

- In comparison, on a global level, non-adventure tourists spend about DKK 3,500 per person per holiday (excluding travel costs). This is about 40% less than the amount spent by adventure tourists who also spend more money in local communities where the economic impact is more tangible.
- More extreme adventure travellers only spend about DKK 2,750 per trip (excluding travel costs), but spend significantly more money on gear and equipment needed for their holiday.
- In mass tourism, approximately 80% of the revenue from a trip goes to airlines, hotels and other international companies. In contrast, in adventure travel, 70-80% of the revenue goes to local communities.
- 65.5% of total travel expenditure per adventure travel remains in the destinations or destination the traveler has visited.

*Sources: UNWTO's "Global Report on Adventure Tourism" 2014
and ATTA's and GWU's "Adventure Tourism Market Report" 2010*



KEY FACTS ON ADVENTURE TRAVEL

CASE STUDY: THE AMERICAN MARKET

As a result of Visit Greenland's networking in Adventure Travel Association and a number of visits we have made to North America, we can see a trend in terms of the North American market playing a key role in the growth of adventure travel in Greenland in the coming years.

24% of all travellers into and out of the United States identify themselves as adventure travellers. American soft adventure travellers are clearly the group that accounts for the increase in the global consumption average, with a consumption of approximately EUR 5,500 per tourist (excluding travel costs).

American interest in Greenland is constantly increasing. On greenland.com alone, American tourists account for 25% of all visitors. Furthermore, accessibility from North America to Iceland is growing every year. This means that there are more departures from Iceland to the USA and more connections between Iceland and Greenland.

Meanwhile, US tour operators operating in the Icelandic and Greenlandic markets are very committed to the idea that values such as responsibility, sustainability, community engagement and authenticity are part and parcel of the tourist experience in these travel destinations.

This shows that all stakeholders in Greenland who are interested in creating growth should think actively about how North America can become part of their company's growth strategy.

They can either enter into partnerships with American and Icelandic companies, or do this by themselves. For no matter what, there is real potential for growth by developing in a way that is in tune with these partners and their market needs.

Learn more about tourism stats for Greenland at www.stat.gl

Learn more about specific adventure tourism stats at www.tourismstat.gl



A photograph of two people sitting on a grassy hillside at dusk, facing each other with a campfire between them. The person on the left is wearing a bright blue jacket and a black and orange cap, while the person on the right is wearing a dark jacket and a grey cap. The background features a rocky, mountainous landscape with a river or stream flowing through it. The text "ADVENTURE IN PRACTICE GREENLAND OUTDOORS" is overlaid in the center of the image in a white, hand-drawn font.

ADVENTURE IN PRACTICE
GREENLAND OUTDOORS

ADVENTURE IN PRACTICE GREENLAND OUTDOORS

Jens-Pavia Brandt's company Greenland Outdoors specialises in combining kayaking, wildlife tours, storytelling, and hiking in the backcountry around Kangerlussuaq.

ADVENTURE VALUES AT EYE LEVEL

Globally, adventure travel operators have on average more than 40 members of staff. The continued expansion of the industry means that this trend will doubtless lead in the coming years to the formation of larger companies with more clout.

In Greenland, the picture remains different when we look at the companies here which are starting to embrace values such as sustainability and responsibility, because their size and growth cannot match the global market.

There are also far fewer human and financial resources available on Greenland's domestic market. However, this does not stop a number of local companies from offering adventure tourism on a scale appropriate to what can be done in Greenland.

A THREE-DIMENSIONAL LANDSCAPE

Greenland Outdoors is a small tour operator based in Kangerlussuaq. The company declares that its values are based on sustainability and responsibility. It offers a range of services that clearly demonstrate that adventure tourism does not have to be large-scale and cost a lot of money to be successful.

The founder of the company, Jens-Pavia Brandt, focuses on offering a combination of experiences relating to nature, wildlife, history and culture. He believes that it is important for visitors who venture into Greenland's natural environment to feel part of a three-dimensional landscape, a landscape which has a tale to tell about the use of its land and wildlife in the past and present.

The core products are kayaking, wildlife tours, hiking tours, cultural and historical tours and storytelling. Often, the same tour combines any number of these elements.

ADVENTURE IN PRACTICE GREENLAND OUTDOORS

BASED IN AND AROUND KANGERLUSSUAQ

Greenland Outdoors began when a dream became reality. Jens-Pavia was driven by a passionate desire to share his experiences of the natural world around Kangerlussuaq, where he now lives with his family.

“The idea of setting up my own company and organising trips into nature is something that I had for a very long time,” he says. “The joy of being in nature and living off nature is the fundamental driving force behind this. When I worked as a ship’s mate, I spent many hours peering in towards the land and imagining how amazing it would be to be able to explore the stunning coastline and inland areas we were sailing past.”



He also felt there was a need for more people in Greenland to use their experience and knowhow to create experiences for others:

“One of the experiences that made me set up Greenland Outdoors comes from the time I spent at the Ice Centre in Narsarsuaq, where I saw many foreigners coming to lead guided tours for the tourists. Some of the guides had never been to Greenland before. I felt that this was an area of work we Greenlanders ought to be able to manage ourselves.”

Accordingly, Jens-Pavia set himself up in Kangerlussuaq on the basis of offering tourists the best possible experience when it comes to nature, wildlife, culture and history.

ADVENTURE IN PRACTICE GREENLAND OUTDOORS

“I want to do this in an honest way that shows our country’s good sides and not so good sides. We do this in a way that shows care and consideration for the natural environment and wildlife, so that our footprint in nature is as small and unobtrusive as possible. I also want to make sure that our tours show respect for the trapper families that live here. We should not disturb their hunting or make them feel that they are being put on show in any way.”

Adventure travel takes many forms and operators in the business express their underlying values in different ways. However, ultimately the heart of Jens-Pavia’s business is classic adventure travel with a pronounced focus on combining nature, culture and active experiences in a form that is sustainable:



“I would like to see Greenland Outdoors develop in the longer term on the basis of these underlying values and our care and concern for the environment, so that any desire for economic growth does not take precedence over these.

I would also very much like to train new Greenlandic guides who can be part of our business – or even better, start their own businesses with which we can then collaborate.”

Se mere om Jens-Pavia og Greenland Outdoors på

www.greenlandoutdoors.com

ADVENTURE SEGMENTS
IN GREENLAND

ADVENTURE SEGMENTS IN GREENLAND

Visit Greenland's work with mapping and segmentation of tourists in Greenland is closely related to the definitions of adventure by the Adventure Travel Trade Association, and in this article we will explore how the two models are connected.

COMBINING TWO MODELS

Many years ago the Adventure Travel Trade Association created a definition of adventure tourism and the adventure tourist. Such a tourist is one that includes at least two of the three following elements in his or her leisure travel: physical activity, engagement with nature, and cultural interaction & learning. Through this definition, it is seen that most tourists can be considered adventurers.

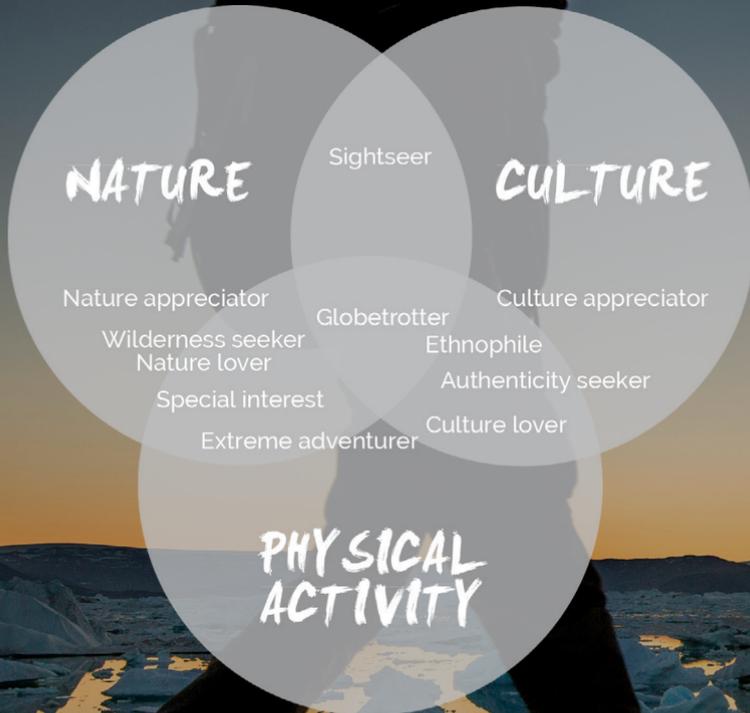
In 2012 Visit Greenland created a Market Segment Map to describe tourists in Greenland. It describes tourists according to their desires to experience nature, culture, a combination of both, or else something completely different like photography, extreme activities, bird watching, and so on.

The segment map also describes tourists according to their engagement level – the depth to which they wish to experience a destination. Each segment has a special name such as Nature Lover, Culture Appreciator, and Globetrotter.



ADVENTURE AND SEGMENTATION

It is not difficult to understand where these two models overlap. One can see here the three ATTA aspects in circles and the 11 Greenland market segments plotted within. The Greenland market segments specifically pinpoint various combinations of the three ATTA aspects.



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.

CULTURE SEGMENTS

Segments who focus purely on a destination's culture are considerably less common, 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.

ADVENTURE SEGMENTS IN GREENLAND

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.

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 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 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.

ADVENTURE SEGMENTS IN GREENLAND

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.

THE NATURE APPRECIATOR

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 a story about growing up in the country.

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

THE CULTURE LOVER

Kulturskeren rejser for at opleve nye lokalsamfund og få et anderledes perspektiv på verdens mangfoldighed. De suger et lands puls til sig som en svamp og tager nye indtryk til sig hele tiden. De vil have lokale guider som turledere så de har større mulighed for at høre

en fortælling om, hvordan det er at vokse op i Grønland.

I Grønland vælger Kulturskere kaffemik, hundeslædeture, byvandring på egen hånd og besøg i bygder.

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.



ADVENTURE IN PRACTICE INUK HOSTELS



Photo: Andre Guttesen

ADVENTURE IN PRACTICE INUK HOSTELS

Liisi Egede Hegelund offers a combination of accommodation and cultural encounters. This takes place in a natural setting in the heart of Nuuk's urban environment. Her package shows that adventure holidays in Greenland can be based just as much in urban settings as in the mountains.

ADVENTURE TRAVEL IN EVERYDAY LIFE

Adventure travel combines culture, nature and physical activity. Inuk Hostels in Nuuk offer an exciting and innovative package of accommodation and tours in Greenland. This is also an example of how products do not have to be extreme or to be set in some remote wilderness to address people's needs for adventure.

Liisi Egede Hegelund's business combines accommodation and experiences in a cultural and historical context. The tours focus on involvement, culinary experiences and storytelling in an urban environment that is steeped in history.

The company's basic philosophy is about offering sustainable experiences based on Liisi's own cultural background and experiences of tourism in what she calls an "Inuit landscape project", where culture and accommodation meet in a product targeted at adventure tourists and business functions.

NEW PERSPECTIVES ON NUUK

"The idea is that the surrounding fjord and mountain landscape, the urban space and the cultural experience of the capital give Inuk Hostels a platform for tours and activities. Tied to this is the opportunity that visitors have of staying in a modern version of a historical Greenlandic house," says Liisi.

"My Greenlandic background, my extensive cultural knowledge and my experience and knowledge of what tourists want from their holidays have meant that I have aimed to carry out a project that is unique to Nuuk and adds a whole new dimension to what the town has to offer."

ADVENTURE IN PRACTICE INUK HOSTELS

In this theme-based universe based on stories that she is passionate about communicating, Liisi offers travellers her unique experience, and some of the examples are:

- Stories relating to Inuit culture where visitors get to know everyday life in Greenland by meeting guides that will tell them about Greenland's history, myths and legends and the feats and achievements of their forefathers.
- Culinary experience of the past where visitors get to see caves that were used to store dried fish and meat right up to the 1960s.
- An experience of everyday life in a large and modern Greenlandic town combined with culinary experiences, kaffemiks (traditional social gatherings where coffee, tea and snacks are served) and storytelling events.

BIG EXPERIENCES IN SMALL THINGS

Sometimes small details make all the difference. Adventure travel in Greenland can help us by bringing to the fore those values we live with every day and which can be used to offer wonderful experiences to others.

Adventure travel is primarily a personal attitude to the world, a curiosity and a desire to challenge yourself culturally and physically in a responsible way.

Therefore, what to us seems homely and familiar may in fact turn out to be exactly what visitors to Greenland are looking for to make their experience of Greenland truly unique and inspiring.

This perspective on the world can give a business the competitive edge that makes the product visible and ensures the success of the business.

Learn more about Inuk Hostels at

www.inukhostels.com



FRAMEWORK CONDITIONS
AS A TOOL FOR
ENHANCING VALUE

FRAMEWORK CONDITIONS AS A TOOL FOR ENHANCING VALUE

Natural and cultural resources are the building blocks for adventure travel, and public-private collaboration on preservation and protection can create a platform for sustainable resource management and future business development.

NAMIBIA'S 42%

Namibia is the example that the industry invokes whenever discussion focuses on best practice in nature and wildlife conservation. With good reason. The story began in tragic circumstances with pressure on endangered species, poaching and armed conflict in the early 1990s. This was before the Namibian government decided to appoint a number of local organisations around the country to take over conservation work.

This decision created a sense of ownership and such a large number of tourist attractions throughout the country that today 42% of Namibia's natural environment and wildlife is protected in one form or another. The programmes also generate more than DKK 33 million of revenue annually for local communities that help run the programmes.

The conservation work has only become a success because a wide range of stakeholders have taken responsibility for the country's resources and have come together from various sectors. These sectors that would otherwise have conflicting interests (e.g. hunting and safari) now have a mutual interest to work together to create a responsible system for protecting and safeguarding affected species.

Source: NamibiaTourism.com

SYSTEMATIC FOCUS ON GOOD FRAMEWORK CONDITIONS

The Namibia case is one of the clearest examples of how political work at the highest level coupled with local engagement and ownership can ensure the right framework conditions for tourism.

The priority given to tourism in Namibia only came about because a number of institutions that contribute to the overall structure of the industry dedicated the time and resources to promoting the common interest of national development.

FRAMEWORK CONDITIONS AS A TOOL FOR ENHANCING VALUE

The situation in Namibia therefore improved because there was a business incentive and an economic need to protect resources for posterity.

This created a firm basis for an adventure tourism industry in Namibia. In terms of its global image, the industry is now a significant and powerful operator and an important economic driving force in Namibia.

ADVENTURE AND FRAMEWORK CONDITIONS IN GREENLAND

Natural and cultural resources are the building blocks for adventure tourism. Since adventure tourists focus less on traditional infrastructure and more on authentic, participatory, active experiences, it is often more beneficial for a destination to invest in establishing framework conditions for the industry's use of and access to nature, wildlife and cultural history.

The main tool we now have for such framework development in the Greenland tourism industry is the legislation on exclusive user rights that allows tourism operators to apply for rights to use areas of land for specific tour activities.

Exclusive rights allow Greenland-based operators to have a safety net in the form of rights of use and a better basis for investment for developing existing products and new ones.

The framework is therefore about strengthening the internal regulation of the industry and about creating more opportunities to strengthen and develop products by working with external tour operators without the risk of unfair competition destroying or undermining the revenue basis.

EXCLUSIVE RIGHTS STIMULATE FUTURE BUSINESS DEVELOPMENT

The vast majority of Greenlandic experiences do not need the exclusivity that these user rights provide, but Visit Greenland believes that four areas in particular need access to apply for exclusive rights: River fishing, trophy hunting, wilderness camps, and heliskiing.

FRAMEWORK CONDITIONS AS A TOOL FOR ENHANCING VALUE

Areas such as trout fishing, trophy hunting and wilderness camping, in particular, are sensitive to the issue of nature and wildlife development.

These activities are also subject to public scrutiny because they interfere in resources which we have a shared responsibility to manage sustainably, so that future generations might also benefit from them.

Last but not least, tour operators that look after a product's basic resources are what create added value for adventure travellers. This helps travellers to understand why and how the protection of resources is an important part of the experience.



Photo: Dan Bach Kristensen

ADVENTURE IN PRACTICE
TRAVEL LODGE GREENLAND



ADVENTURE IN PRACTICE TRAVELLOGGE GREENLAND

Travellodge Greenland in eastern Greenland has created strong adventure travel products, and it is now a growing business based on local knowledge, passion and a desire to make a difference in the local community.

Adventure travel is driven by the desire to offer quality experiences based in local communities and a set of core values that help protect and develop the environment, the natural surroundings and culture in a sustainable way.

Adventure travel operators that have local knowledge and a strong network will also have a natural advantage in their home patch. This is because successful entrepreneurs in adventure travel often know how to combine the art of running a business and passion with local knowledge and experience.

LOCAL KNOWLEDGE AND PASSION

Travellodge Greenland's founder, Lars Anker Møller, worked for years as a hunter in Tasiilaq, before he decided to use his experience to set up and run a tour company.

The business is enjoying steady growth in eastern Greenland and offers, for example, dog sledding, hiking, photo tours, ice diving, ski tours and expedition support.

"Our business is mainly built on local resources," says Lars. "The people I now work with are those I knew from when I was working as a hunter. The fact that we can use local people to drive dog sleds, manage the logistics, open their doors to visitors, put on drum dances, etc., is what makes our product offering different from the competitors."

SUSTAINABILITY COMES IN MANY FORMS

Adventure travel in Greenland will always face the challenges of a difficult climate and long distances. For example, it is difficult to put in place a transport infrastructure that is both 100% sustainable and profitable. However, for Travellodge, there are many ways in which one can look after the environment and the natural world.

ADVENTURE IN PRACTICE TRAVELLOGGE GREENLAND

“First and foremost, we always ensure that everything we take on a tour comes back home. In other words, we do not leave any rubbish in the backcountry. We also designate specific toilet stops on our trips, so that we do not leave this type of detritus everywhere we go. However, we do not build toilets in all camps because we feel that this would spoil a pristine landscape.”

“We are also determined to ensure that all the partners and agents we work with have an eco-friendly profile. Some of them are WWF members and advertise this on their websites. This tells us that we are dealing with an operator who thinks sustainably.”

RESPONSIBILITY AND EDUCATION

There is more to adventure travel than active experiences and care for the natural environment. Travellodge also promotes a scheme that is unique in Greenland. Given that educational opportunities are difficult to access for local hunters with an annual income of under DKK 100,000, Lars Anker has set about upgrading the safety and navigation qualifications for a number of local hunters.

“We have to understand that many of those who now work in tourism are still active hunters. In these occupations, they have to combine their income from various sources, but this can be difficult to achieve without the right training and qualifications.”



ADVENTURE IN PRACTICE TRAVELLODGE GREENLAND

“We therefore started working with Sermersooq Business Council in Nuuk and the Greenland’s Employers’ Confederation to offer free training to a number of fishermen and hunters – and not just to our own boatmen – so that they can get the latest knowledge and qualifications they need.”

“You might ask why we do it for others, but we see it as an investment in the development of the local community. Education opens doors for more people in tourism and fishing. It also helps the economy in eastern Greenland and benefits Travellodge Greenland directly”.

For Lars Anker, the company’s growth and its sense of social responsibility are closely connected. Lars Anker also offers his employees English lessons. The carrot for taking the language course is a wage rise.

However, as Lars says, “In Tasiilaq, people do not go to work to earn money. They work because they like it and because it’s fun. The challenge for employers is to create a working environment that is enjoyable and exciting and to ensure that their business is profitable. If we are not able to do that, people will just go back to working as hunters.”

Learn more about Travellodge Greenland at
www.travellodge.dk



SHARED RESPONSIBILITY
THROUGHOUT THE SUPPLY CHAIN

SHARED RESPONSIBILITY THROUGHOUT THE SUPPLY CHAIN

Partnership between companies in a supply chain can be critical for local and global implementation of business development based on sustainable and responsible business practices.

ADVENTURE TRAVEL ASSETS

All businesses are part of a supply chain. In tourism, the supply chain often leads from the guides in a local community to multi-national tour operators.

Tourism in Greenland, like all other destinations, is closely related to people and natural resources. The raw materials of the industry are a common asset that requires stakeholders to collaborate in order to protect and develop them.

The operators in adventure travel therefore benefit from making use of overlapping business networks of which the vast majority of companies form a part at various levels.

Such informal and formal commercial partnerships create a natural platform for joint business development and can provide the basis for a set of principles and guidelines for sustainable and responsible business practice.

Ensuring responsible and sustainable growth has beneficial economic, social and environmental effects on local, regional, national and international levels. Even the smallest company in a chain is able to call upon large suppliers to make demands when it comes to environmental issues, local community involvement, and so on.

Mutual willingness to develop together also strengthens product development and product collaboration and reduces distances between those parts of the chain that sell the product or service and those that deliver it.

This ensures that all levels in the process can reconcile and satisfy visitors' expectations and experiences.

SHARED RESPONSIBILITY THROUGHOUT THE SUPPLY CHAIN

Common guidelines for sound business practice with a focus on sustainability may include, for example:

- Conservation of natural resources
- Protection of wildlife
- Protection and promotion of cultural values
- Collaboration with local communities
- Use of local knowledge and resources
- Active adaptation to climate challenges
- Guidelines for waste management
- Reducing CO2 emissions
- Involvement in community development

In other words, adventure travel does not automatically provide benefits simply by using the concept in marketing contexts.



SHARED RESPONSIBILITY THROUGHOUT THE SUPPLY CHAIN

Implementing transformational initiatives and turning them into a business platform for all parts of the supply chain requires action, passion and collaboration.

COMMON PRACTICES ARE GOOD BUSINESS

Responsibility comes from a personal attitude and desire for change. The basic philosophy in this work can create a common framework of practice for the development of tourism which helps to deliver high-quality experiences.

However, companies that deliver responsible high-quality experiences do not just have their moral principles on a firm footing. Good practice also helps to promote positive attitudes to tourism in the local community and improves the operator's reputation and recognition in the market locally and internationally. This is because the operator is regarded as a responsible business which in turn can help attract competent staff and enhance the value of products throughout a supply chain.

In other words, taking responsibility for the partners in the same collaborative network brings benefits. This is because they are all involved in selling, developing and protecting resources which otherwise, in the worst case scenario, would be abused, run down and damaged.



Photo: Angu Motzfeldt

ADVENTURE IN PRACTICE
PGI GREENLAND



ADVENTURE IN PRACTICE PGI GREENLAND

PGI Greenland is a newly set-up company in the Disko Bay. In a busy market, PGI Greenland has found a niche in adventure travel, developed in close collaboration with local logistics providers and an international partner.

NEW OPPORTUNITIES IN A BUSY MARKET

The Spaniard Marc Carreras came to Ilulissat in 2012 to work as a guide and ski instructor. He soon discovered that there was a niche market for adventure travel in the Disko Bay for which his expertise and experience could be used to good use.

In a market where many operators are already consolidated, Marc and his company have started carving out a niche in adventure travel based on kayaking, rock climbing, snowshoe tours, ice climbing and skiing. They work with small groups, offering guests tailor-made experiences in the Disko Bay.

Product development is based on a combination of market demand and local knowledge of what is practically on hand. This is perhaps best illustrated in a selection of new kayak tours that the company operates from a large kayak centre in the small village of Oqaatsut. These tours were set up as a result of PGI carrying out market research which identified the lack of kayaking opportunities in the Disko Bay.

STRATEGIC PARTNERSHIP

In order to strengthen his position on the market, Marc Carreras teamed up with Pas Grau International, also known as PGI. Hence the company acquired its name, PGI Greenland.

This strategic partnership is a good example of how working with the right external partners can bring investment capital and support from an established name in the industry. This gives the company credibility and opens doors to new markets.

These forms of collaboration are also a well-proven and effective model for product development which means that local operators are not alone when it comes to quality assurance, safety challenges, market adjustment and marketing.

ADVENTURE IN PRACTICE PGI GREENLAND

The PGI Greenland model is tailor-made for Greenland's business environment where the majority of tourist operators and providers are too small to be able to meet the demands of the market all by themselves.

In its literature, PGI Greenland highlights the company's core values which are based on passion, professionalism, safety and respect for nature and culture.

PGI stands by these values, communicating them to visitors through its marketing. This strengthens the bond with the adventure-based philosophy on which the company's activities are based.

INVOLVEMENT IN THE LOCAL COMMUNITY

Collaboration is a core component in Marc's work to develop the company. The kayak centre in Oqaatsut was set up as a result of working with North Greenland Adventure which provides a logistical platform for products by offering local accommodation, Restaurant H8 and boat trips to and from Ilulissat.

The aim in the longer term is to strengthen Oqaatsut's involvement in the kayak centre and tourism as a whole. PGI Greenland would like to help the local community to gain a greater share of the earnings by providing services and eventually cultural experiences.

PGI Greenland's tours are also offered by a number of existing tour operators in Ilulissat. Marc is therefore trying to create the widest possible access to the important local market. This local market forms part of the client basis for the business in addition to the international travellers that the parent company can bring in.

Learn more about PGI Greenland at
www.pgigreenland.com

Learn more about North Greenland Adventure at
www.northgreenlandadventure.com



HUMAN RESOURCES
AND ADVENTURE TRAVEL

HUMAN RESOURCES AND ADVENTURE TRAVEL

Professional guides are one of a tour operator's main assets. The guides must have specialised knowledge that can inspire and help the company's clients in a way that is safe and responsible.

ASSETS OF THE ADVENTURE TRAVEL INDUSTRY

Natural resources and cultural heritage are key assets for adventure tourism. However, one of the most important tools for creating and enhancing value are the human resources in the company – namely the guides and other staff.

People's commitment to delivering quality service enhances the appeal of adventure travel. For tour operators, people are at the core of the quality of the experiences on offer.

Guides always have close contact with clients on a tour, and expertise in tour guiding, communication skills and responsibility for safety are key assets that all tour operators need to develop.

From a business perspective, guides also contribute in terms of setting a company's products and services apart from those of other competitors on the market. They do this by offering personal impressions that give unique value to tourists.

TOUR GUIDE QUALITIES AND THE RESPONSIBILITY FOR TRAINING

Guides have to deal with a range of technical, practical and social challenges. In adventure tourism, a guide has to deal with issues relating to safety and navigation, cultural communication, social relationships and group dynamics.

In other words, guides are a specialised resource. The best form of training they can get is based in the areas of experience they can expect to encounter in work situations. There will always be a need for guides with a broader range of training for less specialised roles. However, as soon as kayaking, trophy hunting, skiing, climbing, glacier hiking, wildlife watching, photography and other outdoor activities come into the picture, there will be an increased demand for more specialised training and specific types of expertise.

HUMAN RESOURCES AND ADVENTURE TRAVEL

The debate on whether the Greenlandic government, Visit Greenland or other national bodies should be responsible for training tour guides is one that has been going on for years.

However, since expertise in tour guiding is best taught in business settings, national bodies are best placed to provide a support role rather than one that offers specialised training.

RESOURCE CHALLENGES IN GREENLAND

New Zealand has developed a checklist that addresses many of the issues relating to resource development in an adventure-based company:

- Does the company have one individual or a number of individuals who are responsible for staff development?
- Has the company ensured that staff skills match and meet current standards in the industry?
- Does the company work with others in monitoring and developing staff to ensure that the company complies with current industry standards?
- Is there a culture in the company that encourages staff to ask questions and address key challenges in a constructive way?
- Does the company have an organised induction and training programme for new guides, enabling them to tackle specialised work?
- Do all staff understand the company's core philosophy and can they put this into practice when dealing with the clientele?
- Are all staff aware of the minimum standards that the company sets for tour guiding?
- Does the company have a procedure to ensure that all staff meet the minimum requirements?

HUMAN RESOURCES AND ADVENTURE TRAVEL

In the best case scenario, all adventure tour guides in Greenland would, insofar as this is possible, have close cultural ties with their local area. This strengthens the bond between destination, the quality of service that guides are able to offer, and the adventure tourists who often assess their experiences partly on the basis of whether their guides are local.

However, labour market conditions in Greenland mean that there are not enough specialised guides in the country to fill all the positions in the adventure-based tourist industry.

Visitors set a high premium on safety and quality. In many instances, safety issues, for example, take precedence over a guide's ethnic origin.

Operators must therefore sometimes look for tour guides from abroad to ensure that they meet the necessary safety requirements and to ensure that they have the appropriate professional expertise.

Source: UNWTO's "Global Report on Adventure Tourism" 2014 & AdventureEDU
"AdventureEDU's Approach to Guide Training"



ADVENTURE TRAVEL
TRADE ASSOCIATION

DRIVING FORCE AND UMBRELLA ORGANISATION

ADVENTURE TRAVEL TRADE ASSOCIATION

Together with a few domestic operators Visit Greenland uses the global Adventure Travel Trade Association network to help promote the development of the adventure travel industry in Greenland.

VISIT GREENLAND AND THE ATTA

Since 2008, Visit Greenland has been a member of the adventure travel industry's umbrella organisation Adventure Travel Trade Association [ATTA].

The work in this network is a key part in our focus on B2B partnerships between operators in Greenland and abroad. ATTA's development values are also a platform on which we are building the pillars of the Greenlandic adventure travel industry.

WHAT IS THE ATTA?

The ATTA is an association of companies in the adventure tourism industry which are all working for the industry's continued growth in ways that support sustainable and responsible development throughout the world.

Networking events, knowledge sharing, case studies, industry insight and business tools allow the ATTA to assist tour operators and destinations with national, regional and local adventure tourism development.



ADVENTURE TRAVEL TRADE ASSOCIATION

Members pay an annual membership fee which gives them access to, for example:

- Webinars on adventure travel trends, operator case studies, etc.
- Press communication through AdventureTravelNews, including membership news. Members can submit press releases, read industry news, receive data analyses, etc.
- A profile on the membership list featured on adventuretravel.biz online.
- Access to the use of the ATTA logo indicating membership and a shared set of core values.
- Access to ATTA's social platform (The HUB) where partners in the industry can meet.
- Discounts on attendance at the annual Adventure Travel World Summit, the industry's networking event and market platform where Visit Greenland is also a regular attendee.

The ATTA is working to create growth in adventure travel and to ensure that this growth takes place in a way that is responsible and sustainable.

The organisation is therefore also involved internationally and nationally in promoting business development, standardisation, value standardisation and many other background activities that provide a regulatory framework for the industry.

A GLOBAL NETWORK FOR ACTIVE MEMBERS

The network now comprises more than 800 companies in more than 80 different countries.

More than 180 of these companies are outbound tour operators that sell travel throughout the world. These members help the ATTA to work on behalf of a global movement of like-minded operators.

ADVENTURE TRAVEL TRADE ASSOCIATION

The organisation has also initiated a series of case studies that provide an insight into how tour operators work at developing adventure-based tourism: adventuretravel.biz/membership/case-studies/

However, for Visit Greenland, the situation is quite clear: Membership of the ATTA brings us closer to the industry that already forms a core part of tourism in Greenland.

By actively pursuing opportunities for training, knowledge-sharing and B2B partnerships, we can help operators in Greenland think and act as adventure-based operators in a global market based on sustainability and responsibility.

Operators and regional destinations benefit most, of course, by:

- joining the organisation
- actively seeking out network partners,
- attending training courses (many of which are online),
- learning from case studies,
- putting what they know into practice,
- eventually, perhaps, even attending the Adventure Travel World Summit.

If you are a tour operator, offer accommodation or represent a travel destination, interest group or such like, and you are thinking about becoming a member, you are welcome to contact

Visit Greenland for more information. You can also find out more about the ATTA and membership benefits at adventuretravel.biz/membership.

Learn more about the ATTA and membership benefits at
adventuretravel.biz/membership



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ADVENTURE TRAVEL IN GREENLAND

What is adventure travel in Greenland?

Key facts on adventure travel

Adventure in practice – Greenland Outdoors

Greenland adventure segments

Adventure in practice - Inuk Hostels

Framework conditions as a tool for enhancing value

Adventure in practice - Travellodge Greenland

Shared responsibility throughout the supply chain

Adventure travel in practice - PGI Greenland

Human resources and adventure travel

The Adventure Travel Trade Association

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