

Questions from Visit Greenland webinar, 6th May

Dear all,

Thanks for all of your questions and comments. Visit Greenland's answers appear below the questions.

Question #1

Sarah Woodall: Question for later: what are some of the specific differences between the tourism industry aid package and the 'regular' aid package in the Faroe Islands?

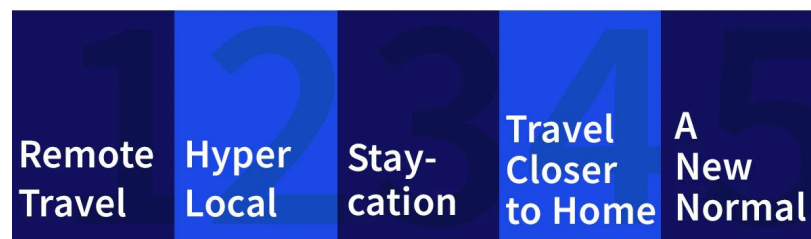
Answer: From Susanna: "There is a lot of pressure on the government to introduce a third aid package, directed specifically towards tourism. I think that they are working on a third package that will focus on the large tourism organisations such as Atlantic Airways and Smyril Line. There is collective agreement that tourism will be the hardest hit. It is, therefore, demanded of the government that they do something about it."

Question #2

Sarah Woodall: about the slide with the 5 scenarios - is it mostly with regards to Greenlanders' ability to travel?

Answer: If you refer to Destination Think's slide on the 5 phases of crisis scenarios, it is probably the same for all countries and all travellers.

Five Phases of Recovery



Question #3

Sarah Woodall: What is the source of the fear (of tourists, among the population)?

Answer: The fear among the population is a totally natural consequence of the global media coverage of COVID-19. The virus is in the headlines a lot and has been for a long time - at the same time, the drastic but necessary lockdown initiatives send a serious message that the population is in a vulnerable situation.

Question #4

Yewlin: Hi Julia, I just want to join the question queue. HOW can the Staycation concept be successful? My suggestion is massive support for AIR GREENLAND, so domestic ticket prices are reduced by AT LEAST 50%, otherwise Staycation will be a NON-STARTER! Of course, such an initiative should be very time restricted, 8-10 weeks.

Answer: We realise that one of the most significant prerequisites for creating demand for domestic travel in Greenland is the price. We hope that those who sell the individual elements in tour packages will think about this in connection with Staycation products. We don't have an influence on Air Greenland's prices, who right now are in a difficult situation. Neither do we have an influence on political decisions about special efforts to make it cheaper to travel domestically in Greenland. What we have done is recommend that the rules surrounding employer-paid holidays are relaxed, so it is possible to purchase the whole trip without having to pay tax on the amount. In other words, to make it possible to use the amount on flight tickets, hotels and, where relevant, experiences.

Question #5

Greenland Fiord Tours // Martin Sørensen: Tanny, will you elaborate on what you mean with more value for money?

Answer: It is expected that prices for travelling globally will rise - also to/in Greenland. At the same time, it is predicted that, with the increase in prices, customers will travel fewer times a year and spend money on their big, dream trip. With higher prices, fewer annual trips and more wow-factor demand, higher expectations and demand for quality, products and services will typically follow - it is this that is meant by "more value for money".

Question #6

Caroline Ellis: Will the current domestic travel rules (negative COVID test + 5 days quarantine and new test) not make it difficult to compete with other destinations?

Answer: It is hard to say at the moment, because it depends on which requirements and reopening scenarios other destinations put in place. The 5 days in quarantine will certainly scare some away, because they don't want to spend their holiday time in quarantine. But this is, however, an interim system, so it hopefully won't play a big role.

Question #7

Tanya Uhnger Wünsche: In my view, this situation calls for better/more marketing, innovative/creative product development and not least strong education and higher education of tourism professionals. Are there any official statements on the upgrading of these three fields?

Answer: The short answer is no. At the current time, there have not been any changes to the strategic efforts communicated by the authorities. This being said, the Business Ministry is in the process of developing its new tourism strategy, where these topics are naturally expected to feature. Moreover, all institutions in this field are currently working to adapt to the current situation and strengthen their efforts with the options they have.

Question #8

Kasper Trojlsgaard: I think there are many of us who are waiting for official statements from the authorities in Greenland regarding this season, so we can adapt our businesses and take action with our customers. Are you in contact with the authorities, and do you have an idea about whether we will be open for tourism this summer? We have a lot of customers from abroad who are already wishing to move their trip, but with Air Greenland's restrictive rules it's not a possibility, although many of us are prepared to move their trips.

Answer: We are doing what we can to send requests on to those who can answer them directly, or so they can take questions into consideration when planning. Visit Greenland unfortunately does not know more than has been officially announced by the authorities. Concerning Air Greenland's restrictive rules, it is best to contact Air Greenland regarding this.

Question #9

Helena: with regard to sustainability - certification and recognition of each company ... how do you ensure that waste management in Greenland is also adequate and follows rules on sustainability?

Answer: Waste management is of course important in relation to sustainability and on a national level - but, at the same time, it is not something that tourism businesses or organisations have direct influence on. If a company or organization wants a sustainable or eco-certification, this is assessed on the efforts that the company itself makes. It cannot be measured against external societal structures that the state administrates.

Question #10

Tina Ravn Lauritsen: Do you need examples of safe/clean/Covid-19-friendly providers? This could be, for example: How does GL fly and with how many? How do hotels receive their guests? How do boats sail with guests?

Answer: We are always interested in seeing good examples of best practices, which can be highlighted and shared with others.

Question #11

Helena: How can you ensure social distance on tours where sailing is involved... Will it be required that there are only half the amount of passengers on the boat, and will the price, in that case, rise to double?

Answer: At the moment there is not a clear answer, or guidelines on how tourism operators should approach sailing and the number of passengers. We can imagine that a possible requirement of fewer passengers will have an effect on the price. If there are fewer passengers, there is less income to cover the trip's expenses, and therefore the price will be higher per person.

Question #12

Caroline Ellis: Will these reports that Tanny is talking about be sent out to us after the webinar?

Answer: Yes - they can be found in the link further down the page.

Question #13

Caroline Ellis: Can we send content to your Staycation website?

Answer: Yes - we have worked together with the DMOs to gather information about Staycation products from each region, but we always like to receive information and content which can be used on the website and which promotes Staycation and related products.

Question #14

Sermersooq Business: 'Speaking of' sustainable tourism, I would recommend this place to get new and current knowledge on sustainability. There are also good webinars. <https://www.gstcouncil.org>.

Answer: Thanks for the recommendation.

Question #15

Tupaarnaq Mage: We would love to have a visit from Visit Greenland in East Greenland :)

Answer: Thanks for the invitation. We would love to come, when it fits into your and our schedule.

Question #16

Elise Bruun: We need to get over this thing about: It's expensive to travel to Greenland. It is really not that expensive. We should all focus more on the fact that it can actually be done for a good price.

Answer: It's good to hear that there is a willingness to create products that people can afford and which fall in line with the Staycation concept. We should also remember that, apart from packages to other cities, it can also be helpful to buy experiences in your own region, city or settlement.

Question #17

Greenland Fiord Tours // Martin Sørensen: Can we make the time for questions a bit longer next time?

Answer: Your wish has been taken into consideration. We understand that there is a need for a more dialogue-based webinar.

Question #18

Jakob Schytz: It was mentioned that VG is talking to Naalakkersuisut about reopening. What are the thoughts and opinions that you are presenting to Naalakkersuisut?

Answer: Visit Greenland is not in direct dialogue with Naalakkersuisut regarding a reopening, and we, like all others, refer to the official statements given by the health authorities. But Visit Greenland has made them aware that the industry wants clear guidelines regarding a re-opening, and that we share the relevant information - the information, for example, that we presented in this webinar. Visit Greenland of course shares the newest information on our websites.