

TRIP DOWN MEMORY LANE!

TAKE-AWAYS FROM THE 2019 ARCTISEN

BENCHMARK TRIP TO GREENLAND

It has already been one and a half years ago
since Arctisen partners and businesses met
in Greenland for our first benchmark trip!

Together with entrepreneurs, tourism
managers and researchers, we participated in
workshops, visited local tourism companies,
hiked in nature and got to know each other!



WORKSHOPS

During the workshops, we learned about storytelling, product development, guidelines and cultural sensitivity. These are the workshops we participated in!



1. Tourism Summit at Hotel Sisimiut organized by Arctic Circle Business
2. Workshop on storytelling by Hilde Bjørkli, Head of competence, Nordnorsk Reiseliv
3. Workshop on product development with local tourism entrepreneurs. Exchange of experiences and shared challenges in Arctic tourism
4. Guidelines workshop I (Hotel Sisimiut): AECO community guidelines for Sisimiut presented by Jesper Schrøder (ACB), plenary discussion
5. Talk by Qiviut / Anita Høegh. Session on crafts and musk ox wool products
6. Visitor segmentation workshop with Visit Greenland and local tourism entrepreneurs (Hotel Hans Egede, Nuuk)
7. Guidelines workshop II. Ethical guidelines of Sámi tourism, presented by Kirsi Suomi (Sámi Parliament of Finland), plenary discussion.
8. Internal session on cultural sensitivity. Presentation by Arvid Viken (Norway's Arctic University), plenary discussion

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COMPANY VISITS

During the benchmark, the ARCTISEN partners got a chance to experience the great outdoors and Greenlandic tourism products as tourists! This allowed for more 'learning by seeing and doing' through visits to local tourism companies:

1. **Craft workshop visit in Sisimiut**
2. **Outdoors hike and sound session by Sound by Nature**
(<https://www.soundbynature.com/>)
3. **Kaffemik in Nuuk, organized by TupilakTravel**
(<https://tupilaktravel.com/national-costume-kaffemik/>)
4. **Outdoor hike and gastronomic event with Two Ravens**
(<https://www.tworavens.gl/>)



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AND THEN... TIME TO RELAX!

Despite the packed program full of inspiring and educational activities, there was also time to relax and enjoy each other's company over lunch, nice dinners and even a julefrokost at Hotel Sisimiut with a concert by Andachan! Let us take you back to these nice moments!



TAKE-AWAYS

1.

The benchmark trip was great for networking. New (Facebook) friendships were found and knowledge exchange still takes place between the participants

2.

Meeting Greenlandic companies was mentioned as the absolute highlights. The Arctic entrepreneurs learned about Greenlandic culture, relationship to nature and the local visions on tourism development. This made participants reflect on the differences and especially the similarities to products, storytelling and the general tourism landscape at home.

3.

The Arctic tourism entrepreneurs are usually the hosts, but during this benchmark, they participated as tourists themselves in an Arctic tourism experience. Many of the visiting companies were inspired and gained new ideas on how to share stories about their culture with tourists.

