



Title	Best Arctic Tourism in Greenland (Kangerlussuaq and Illulisat)
Date	<i>Between 1990-94</i>
Objective	<i>Becoming the preferred travel/tourism operator in Greenland, displaying the arctic wilderness.</i>
Location /geographical coverage	<i>Kangerlussuaq, Illulisat and selected other places in Greenland.</i>
Organisation responsible for good practice	<i>Albatros Travel A/S (Albatros Arctic Circle, Albatros Expeditions, Hotel Hvide Falk)</i>
Stakeholders and Partners	<p><i>The primary target group is middle-aged to elderly people, who desire to explore the arctic wilderness in a controlled and orderly fashion. These tourists do normally have some extended needs and certain requirements for the facilities - possibly a helping hand, as some may be physically challenged by the harsh surroundings in the arctic. This target group is usually willing to spend some extra money, so that certain standards are maintained.</i></p> <p><i>A growing target group is the young explorers eager to challenge the untamed wilderness. The needs for this group of people are usually less requiring, as they knowingly want to experience the 'real', harsh and challenging environment. These tours are usually more physically challenging and may require more personnel to support.</i></p>
Short summary	The good practice at Albatros Arctic Circle, is when the customers dreams and needs are being met. In our organization we usually don't say "no". If a customer approaches us with a wish, we try to make it happen. If the customer for example wants to go to the Ice Sheet on a certain date, but the tour is already fully booked, we aspire to change things up, so that wish is being met. Either by sending more than one bus on tour, or by trying to reach a

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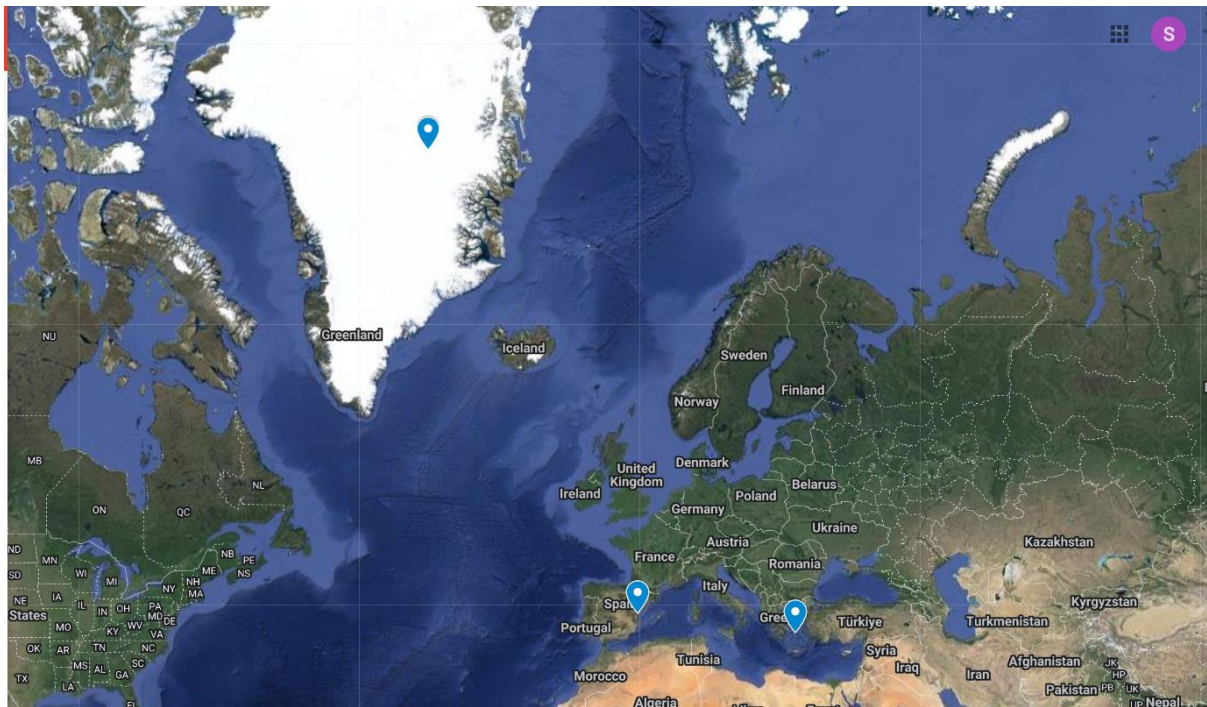


	<p>compromise with the customer. Sometimes it is possible for us, to change up the customers different tours, so that we free some time for an extra adventure.</p>
Impact	<p><i>Tourism in Greenland in general. Although we do a lot of marketing and collaboration with other tourism companies, the best marketing is still word of mouth. Word of mouth and a unique service is why Albatros Arctic Circle today have cemented our presence in Kangerlussuaq in the form of a local office offering business-to-business services, a restaurant, gift shop, two hostels and a portfolio of exciting excursions. In Ilulissat we own and operate both a hotel and a tour operation company with boats, kayaks, hiking tours and the renown Restaurant H8 Explorer in Oqaatsut (Rodebay) only 30 minutes of sailing north of the town.</i></p>
Innovation	<p><i>The good business and service practice has allowed us to expand our existing business year by year and venture into new areas to accommodate new wishes, needs and trends. Over the years we expanded to include both hotel operations (Polar Lodge and Old Camp and Hotel Hvide Falk) and our newest edition marathon racing (Icefjord Midnight Marathon and Polar Circle Marathon).</i></p>
Lessons learned	<p><i>Our continued focus on the customers needs and wants regarding specific tours and certain standards for accommodation has allowed us to keep evolving our tourism-concepts and allowed us to stay ahead of the curve, so that customers get state of the art tourism in Greenland, with the best possible service and accommodation.</i></p>
Tools	<p><i>The key element for our business to run successfully is optimizing every day. Our latest weapon of choice is digitalizing every part of the business, down to our everyday chores.</i></p>

	<i>The organization is only as strong as its weakest link. So, keeping a solid overview of the different aspects of the business is essential.</i>
Sustainability/ESG/CSR	<p><i>Being located on the ‘edge of the world’ as we commonly say, gives us several challenges regarding environmental sustainability and in general implementing ESG and CSR related goals. Of course, we aspire to only use the necessary resources to support our daily business. That being said, some of our needs require an extensive transport and in general planning ahead. Some of the goods, which we use on a daily basis are being ordered ahead up to 7 months before the given need is required.</i></p> <p><i>Regarding financial sustainability we of course aspire to have a sound business model, which has taken us to where we are today. This requires constant monitoring, evaluation and adjusting to new circumstances.</i></p>
Replicability and/or up-scaling	<i>With the right organizational setup, the implementation of good practice through the acknowledgement of solid customer service and accommodating can be implemented in most tourist companies, with the advantage and possibility of up-scaling an existing business model.</i>
Contact details	<p>Albatros Arctic Circle ApS Polar Lodge & Old Camp Mitaarfiit Aqq - postbox 1009 3910 Kangerlussuaq Greenland Phone: +299 841648 Email: kangerlussuaq@aac.gl CVR: 12471122</p>
Related Web site(s)	<i>https://albatros-arctic-circle.com/</i>
Related resources that have been developed	<i>Which training manuals, guidelines, data sheets, posters, images, video and audio documents</i>

SMARTOUR

[Interactive map of good practices](#)



SMARTOUR

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Web site:

E-Learning:



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