



Tourism development in Greenland

What do we want with it and where will it take us?

Thursday, November 14, 2024

Conference: Hotel Hans Egede, Nuuk, 9:00 a.m. - 3:00 p.m.

Virtual connection to Nuuk: Horten, Philip Heymans Allé 7, Hellerup, 12:00 p.m. - 6:00 p.m.

Program

9:00-9:15 Welcome and introductory words

(Danish time 12:00-12:15)

Peter Schriver, Nuna Lawyers

Moderator in Nuuk: Arnakkuluk Jo Kleist, Pikiala

Moderator in Hellerup: Søren Hornbæk Svendsen, Horten

9:15-10:30 Tourism development in the North Atlantic and Northern Norway

(Danish time 12:15-13:30)

Actors from our neighboring regions will talk about

- what development they have had in their region
- prerequisites for development
- "do's and don't s"

From Northern Norway

Bård Jervan, Nye Tider AS

From Iceland

Asta Kristín Sigurjonsdóttir, CEO Iceland Tourism Cluster

From the Faroe Islands

Regin I Jakobsen, CEO FAE Vaga Airport P/F

10:30-11:00 Coffee break

(Danish time 13:30-14:00)

11:00-12:30 Tourism in a societal perspective

(Danish time 14:00-15:30)

What are the societal goals for the development of tourism, and how will it contribute to the economy?

- Minister Naaja Nathanielsen, Department of Business, Trade, Raw Materials, Justice and Equality
- Anne Nivika Grødem, CEO Visit Greenland

- Sanni Breining, Director Sustainable Economics, Chief Economist, Rambøll • Christian Keldsen, CEO of Greenland Business Association
- Naaklakkersuisoq Hans Peter Poulsen, Department of Housing and Infrastructure

12:30-13:20 Lunch

(Danish time 15:30-16:20)

Kl. 13:20-14:50 Turismeudvikling "on the ground"

(Danish time 16:20-17:50)

What has been implemented, what needs to be done, and what is needed to develop tourism products and tourism in local destinations?

- Thomas Høy, CEO, DMC Nordic Greenland ApS
- Michael Højgaard, CEO, Topas Explorer Group Aps
- Anette Grønkjær Lings, CEO, Hotel Sisimiut & Tours Hotel Sisimiut • Erik

Palo Jacobsen, director Arctic Boat Charter A/S • Kirsten Anika Krogh, director Nomad Greenland ApS

- Aviaja Lennert, Sermilik Hostel
- Jørgen Bay-Kastrup, CEO Hotel Hans Egede A/S
- Mike Tuuma Kaas, Key Account Manager, Artic Excursions

14:50-15:05 Summary/conclusion

(Danish time 17:50-18:05)

Jens Lauridsen, CEO Greenland Airports A/S (Status at the airports and agreements with airlines as well as addressing the status of development of the reception apparatus)

Moderator – summary

Goodbye and thank you for today



Development of tourism in Greenland

What are we doing and where are we going?

Tuesday 14 November 2024 Meeting:

**Hotel Hans Egede, Nuuk, at. 9.00 - 15.00 Connection to Nuuk by
connection: Horten, Philip Heymans Allé 7, Hellerup, kl. 12.00-18.00**

Plan

Nal. 9:00-9:15 Welcome and start

Peter Schriver, Nuna Lawyers

Manager Nuuk: Arnakkuluk Jo Kleist, Pikiāla

Aqutsisoq Hellerup: Søren Hornbaek Svendsen, Horten

Nal. 9:15-10:30 The development of tourism in the North Atlantic and northern Norway

tourists from our neighboring countries will tell us

- How their development has been
- foundations of development
- "unforgivable and preventable"

Northern Norway

Bård Jervan, Nye Tider AS

Iceland

Asta Kristin Sigurjonsdottir, CEO Iceland Tourism Cluster

From the Nordic countries

Regin I Jakobsen, CEO FAE Vaga Airport P/F

Nal. 10:30-11:00 Kaffisorneq

Nal. 11:00-12:30 Tourism from the perspective of society

What are the goals of social development, and how can tourism contribute to the economy of society?

- Minister Naaja Nathanielsen, Ministry of Industry, Trade, Mines, Law Enforcement and Equality
- Anne Nivika Grødem, CEO Visit Greenland

- Sanni Breining, Head of Sustainable Economics, Head of Finance Experts, Rambøll
- Christian Keldsen, Managing Director, Employers
- Minister Hans Peter Poulsen, Housing Ministry of Communications

12:30-1:20 PM Lunch

Nal. 13:20-14:50 Development of local tourism

What has been started, what will be done, and what is needed to develop local tourism activities and tourism

- Thomas Høy, pisortaaneq, DMC Nordic Greenland ApS • Michael Højgaard, pisortaaneq Topas Explorer Group

Åps

- Anette Grønkjær Lings, Managing Director, Hotel Sisimiut & Tours Hotel Sisimiut • Erik

Palo Jacobsen, pisortaq Arctic Boat Charter A/S • Kirsten Anika Krogh, pisortaq Nomad Greenland ApS

- Aviaja Lennert, Sermilik Hostel
- Jørgen Bay-Kastrup, receptionist at Hotel Hans Egede A/S
- Mike Tuuma Kaas, accountant, Artic Excursions

Time: 14:50-15:05 Rehearsal/conclusion

Jens Lauridsen, CEO Greenland Airports A/S (Airport boundaries and agreements with airlines and the boundaries of the development of tourist airports)

Leader – Good luck and thank you for the day

TOURISM DEVELOPMENT IN NORTHERN NORWAY

PREREQUISITES AND RELEVANT
LEARNING POINTS FOR GREENLAND

(«DO» AND «DON'T»)

BÅRD JERVAN, NYE TIDER AS



MY BACKGROUND

- Worked 40 years with tourism development in Norway and Northern Norway
- Project manager for local and regional strategies for Lofoten, Vesterålen, Narvik, Svalbard, Sør-Helgeland/Vega, Nordland County Council, etc.
- Led the innovation cluster Innovative experiences with 60 companies and R&D partners for 10 years. Participated in several North Atlantic collaborations via NORA and have been in Nuuk, the Faroe Islands and Iceland, among others.
- Board member of, among others, Nordlandsforskning and Up Norway AS (incoming)
- Project manager for the National Tourism Strategy (2021), served on the strategy group for Tourism 2030, a research and innovation strategy for Norwegian tourism.
- Recently retired, - therefore Nye Tider!



SOME IMPORTANT FIGURES

Northern Norway (approx. 480,000 inhabitants.)

4.8 million paid overnight stays, excluding AirBnB etc., 2.65 million in 2005

Increase:

about 85%

1.9 million paid foreign guests (AirBnB etc.), 0.755 million in 2005

about 165%

Lofoten and Vesterålen (approx. 56,500 inhabitants)

0.9 million paid overnight stays (excluding AirBnB, etc.)

Lo/Ve by NN

12%

0.5 million paid foreign (excluding AirBnB, etc.)

19%

26%

GIVEN ASSUMPTIONS

- World-class resource base
- Decentralized settlement, living year-round community throughout the region
- Good social infrastructure



CREATED CONDITIONS

- Instruments for product, company and destination development
- Entrepreneurship, increased access to capital and investors
- Knowledge and expertise, R&D, education
- Strengthened marketing efforts (Visit companies, businesses, tour operators)
- Experiences; created "reasons to go" at a high international level
- Improved accessibility (airplanes, roads, ferries, ports)
- Increased political attention and prioritization as an important industry

HISTORY IN PHASES (NORDLAND)



Stimulate Growth

1980-2005

"More volume"
More visitors

Manage growth

2005 -2019

«R4»
Correct volume of
the right type of guest in
the right place at the right time

Sustainability and
social benefit
as a premise

2021 - ?

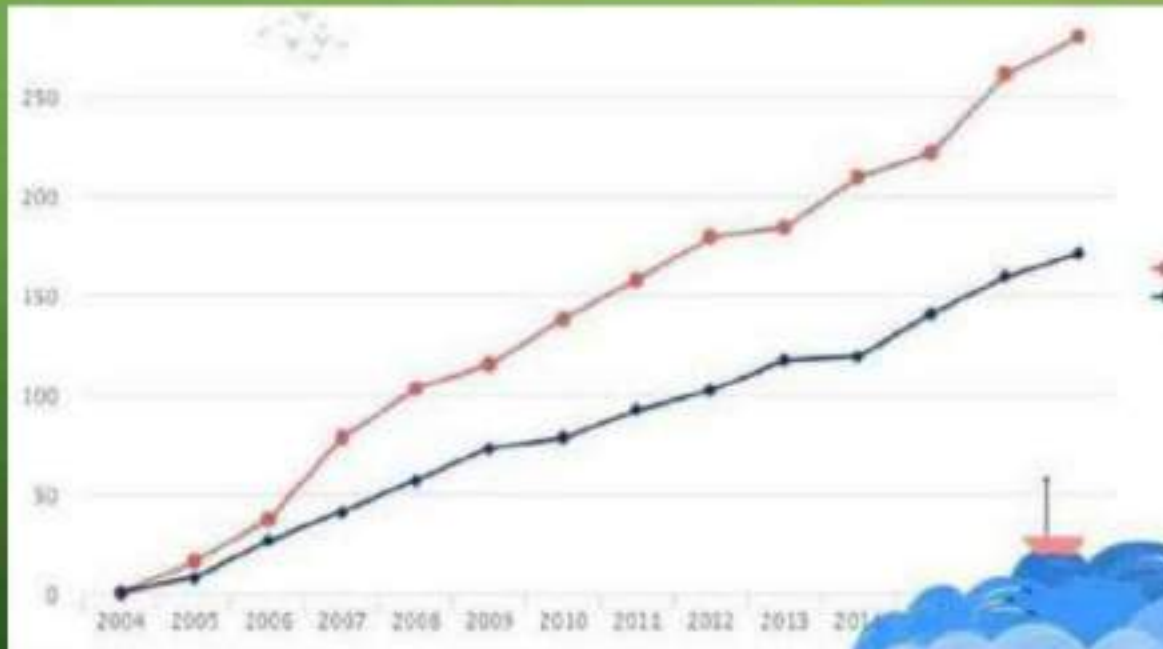
"from volume to value"
value creation/profitability,
value for local communities,
preserving the resource
base, regenerative perspectives

"DO" - CREATE THE EXPERIENCES

OUTDOOR –
INDOOR, NATURE, CULTURE, FOOD...



INNOVATIVE
OPPLEVELSER



Enorm vekst for opplevelsesbransjen

Et forvaltningsregnskap viser at opplevelsesbransjen i Nordland har vokst med 200 prosent de siste fem år, og at veksten ligger langt over landgjennomsnittet.

Bakkegrun

Publisert 20.04.2015 - 10:40

— Nordland
— Sum landet



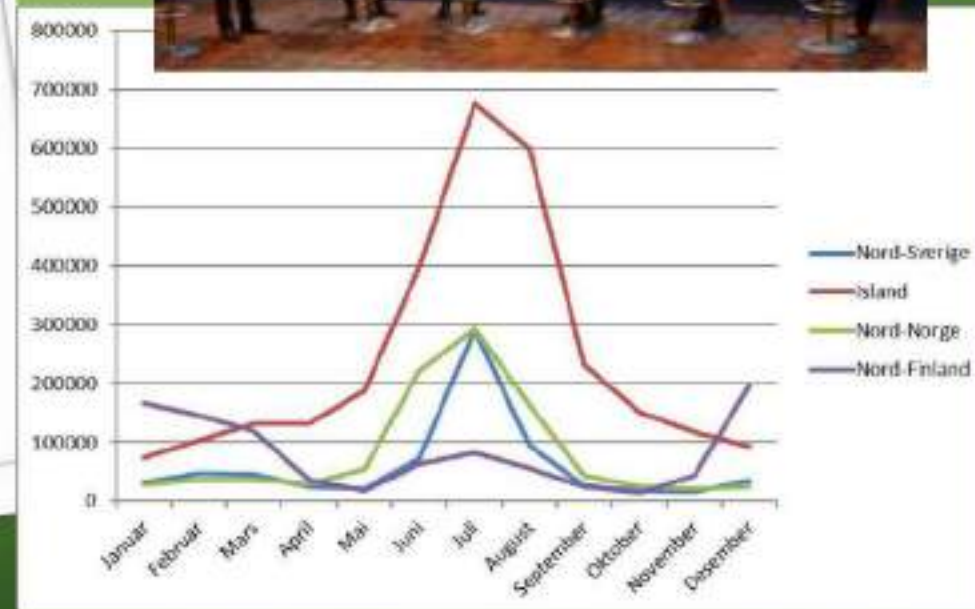
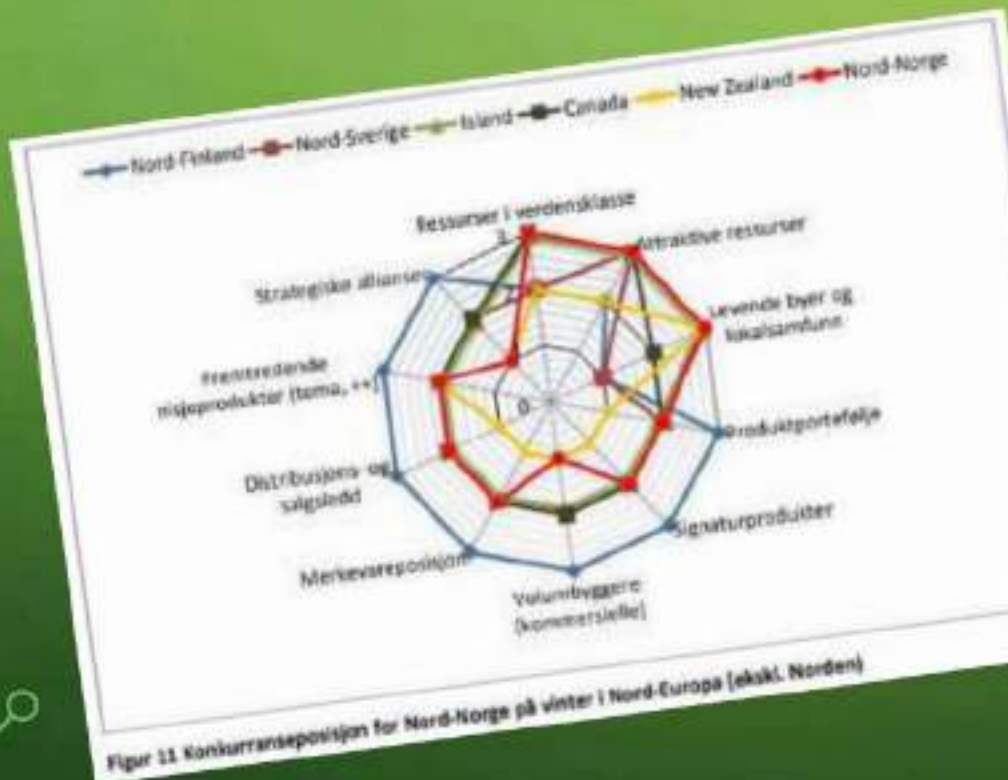
«DO» - EXPERIENCES ALL YEAR ROUND

- Year-round jobs and year-round businesses are key!
- "Reason to go" for each season (extensive menu)
- Seasonal and weather-independent experiences (food, culture, attractions, etc.)
- Start with HUBs (Svolvær, Tromsø, Longyearbyen)



"DO" - USE FOU

INSIGHT, KNOWLEDGE, SCENARIOS,
CHOICE OF PATH, CONSEQUENCES



"DO" - LONG-TERM STRATEGIES, REGIONAL AND LOCAL (LOCAL LEVEL)

WHY DO WE WANT TOURISTS?

WHO DO WE WANT TO COME?

WHAT WILL THEY EXPERIENCE?

WHAT DO WE HAVE THE CAPACITY FOR?

WHAT IS SUSTAINABLE?

WHAT DO THE RESIDENTS WANT?

VALUE VS. VOLUME?

VALUE CREATION FOR WHOM?



«DO» - CREATE SUSTAINABLE FRAMEWORKS

- Balance capacity for transportation, accommodation, dining, experiences
- Coordinate decisions (industry, politics, local communities)
- Analysis of consequences

Endelig blir det ny flyplass i Tromsø

Behovet for å utvide Tromsø Lufthavn har vært diskutert i mange år og Avinor har for flere år siden innsett at behovet for en ny terminal er prikkert. Nå har styret i Avinor endelig gitt sin oppslutning til utbygging og lover at 10,000 kvadratmeter og nye oppstillingsplasser skal stå klart til å ta i mot reisende i 2023.



Mener Lofoten burde forby Airbnb: - Det blir ikke plass til å bo her

Det florerer med Airbnb-muligheter om du vil reise til Lofoten. Nå vil hoteldirektør forby utleietjenesten.



Tromsø alltid - Hysteri - Sport - Turisme - Helse - Tromsø TV - Frib - Samfunnsutvikling - Frib

Her går nyttårsprisene amok: - Det blir helt fullt!



«DO» - TOURISM IS CO-CREATION OVER TIME

If you want to travel fast, travel alone.

If you want to travel far, travel together.

Visit companies and tour operators

Companies in networks and clusters

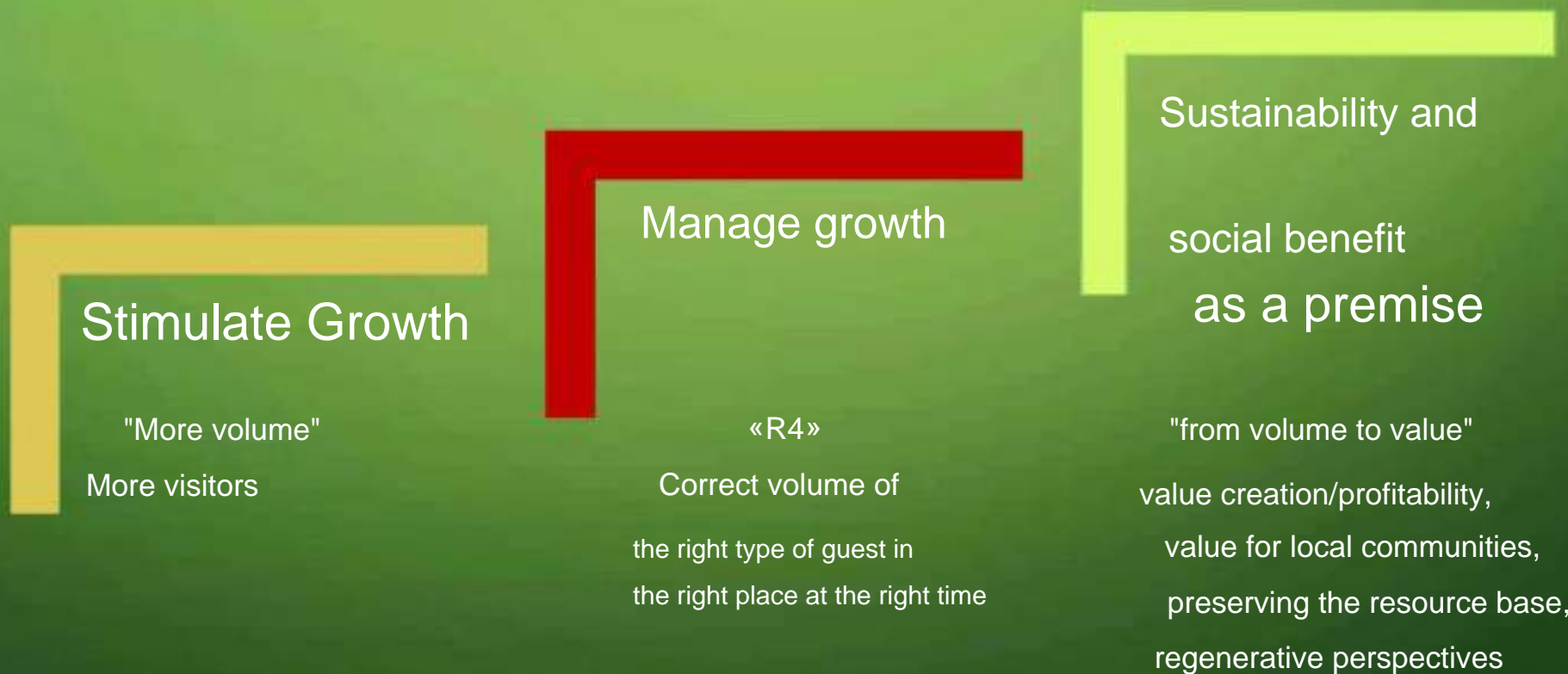
Authorities and politicians

Local communities and other industries



"DON'T" – DON'T WAIT TO TAKE ACTION AND CONTROL

YOU ARE NOW ENTERING ALL THE PHASES AT ONCE!



THANK YOU FOR YOUR ATTENTION!

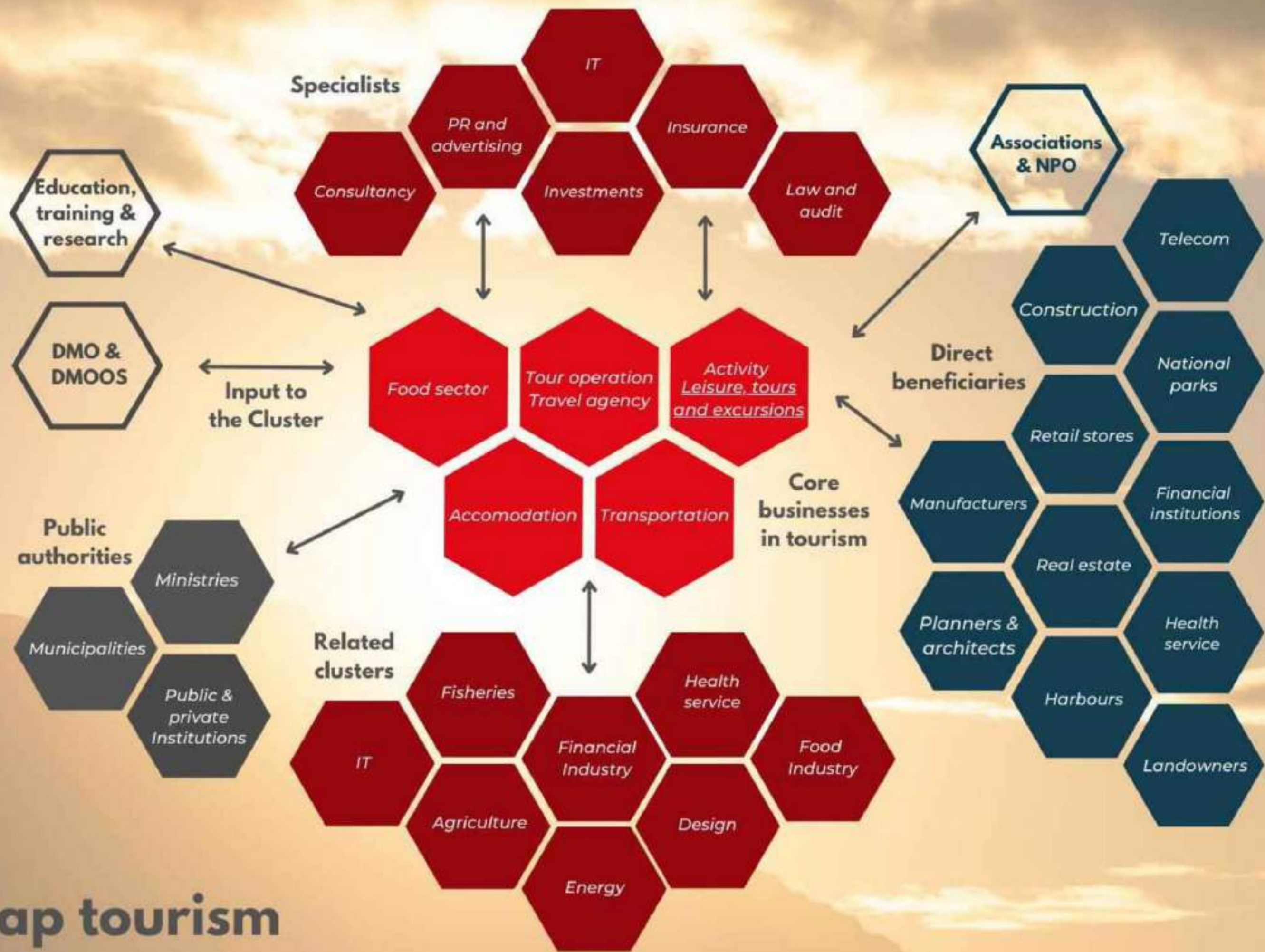
ICELAND TOURISM CLUSTER

Ásta Kristín Sigurjónsdóttir, CEO



ÍSLENSKI
FERÐAKLASINN
Iceland Tourism Cluster





Cluster map tourism

FINDING YOUR PATH



PROJECTS





Nordic Regenerative Tourism - a Vision for the Future



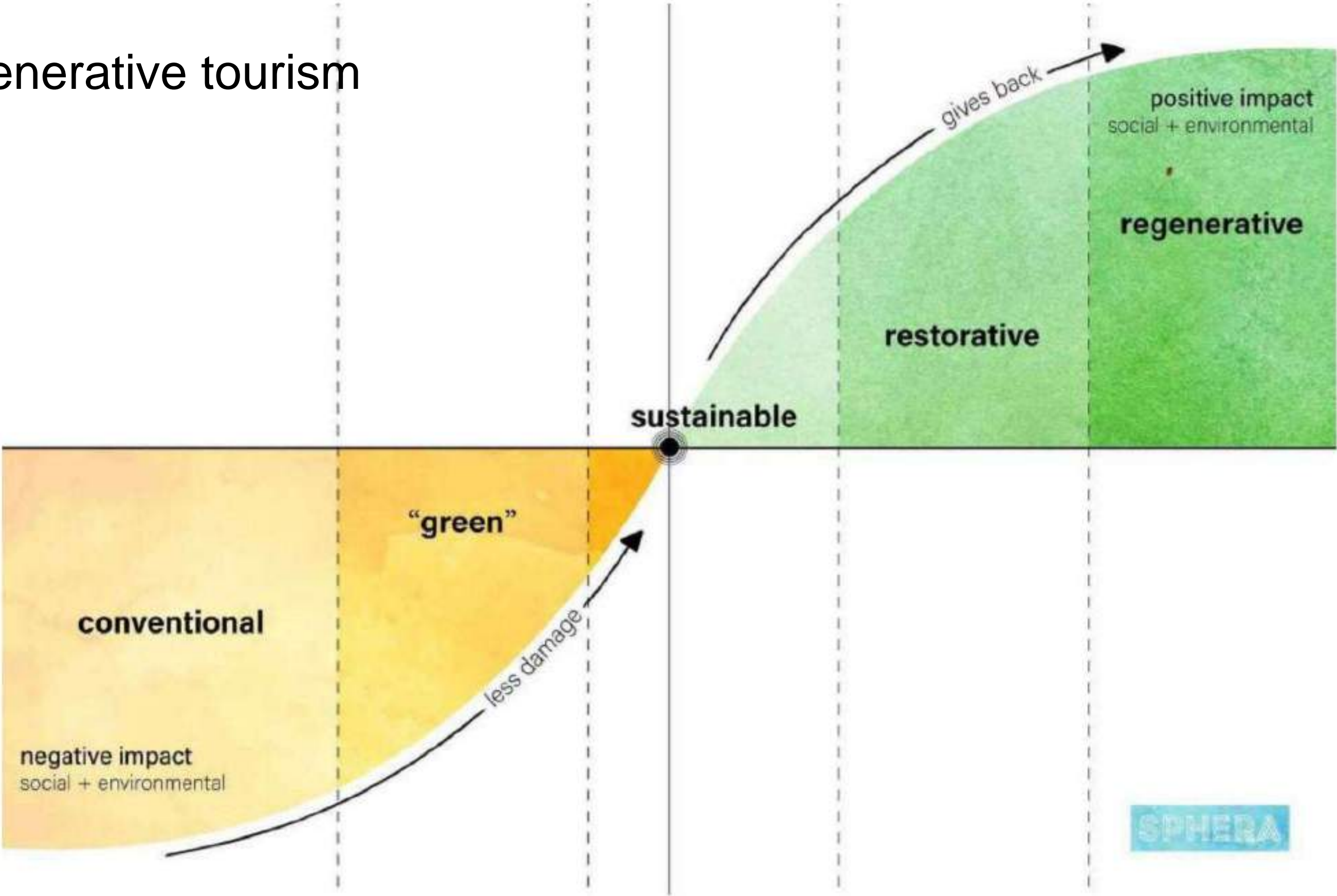
Government of Iceland
Ministry of Culture and Business Affairs



Nordic Council
of Ministers



Regenerative tourism





Main Beneficiaries

RELEVANT TOOLS FOR SMiEs...

SME tourism actors are 85% of all tourism operators according to the OECD.

SMiE refers here to the small and micro sized operation that characterises many Nordic destinations.

...AND DMOs

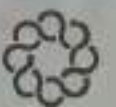
The other main beneficiaries of the project will be destination management offices within the Nordic countries, gaining toolboxes and support systems for the development of regenerative tourism within their region.

Nordic Regenerative Tourism Vision statement

Nordic Regenerative Tourism invigorates communities and fosters landscapes by ensuring that locals and visitors gain satisfaction from its success.

We contribute to the revitalisation, re-energising and wellbeing of our environment, our neighbours and ourselves.

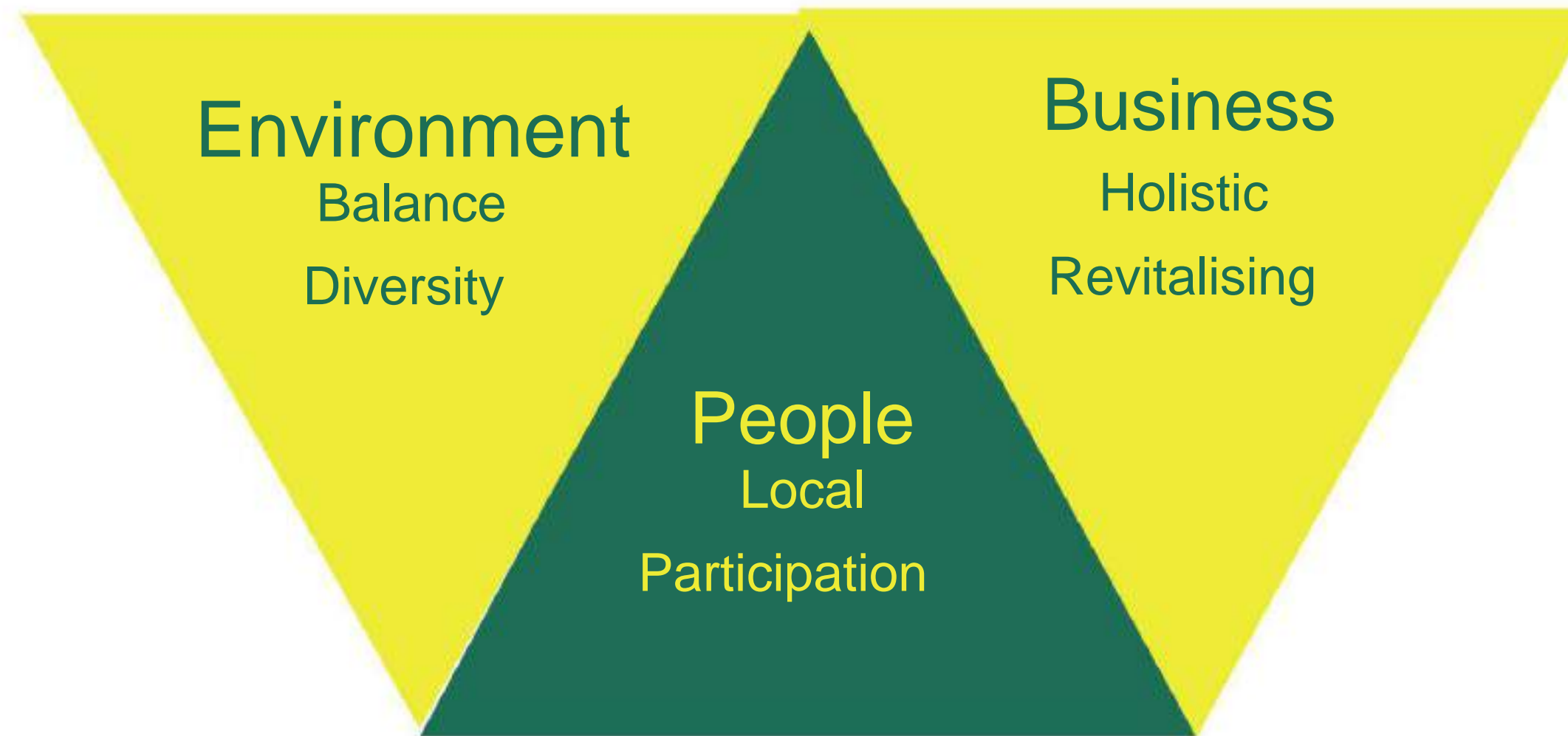
Through principles of regenerative tourism we are empowered to work with our communities and natural environment, in balance with the unique and wonderful characteristics of our home region.



NorReg

Nordic Regenerative Tourism

NorReg Priorities and principles



NorReg

Nordic Regenerative Tourism



A Platform for Nordic Regenerative Tourism

OBJECTIVES

The objective of the project is to establish operational tools for businesses that want to adopt relevant, accessible, measurable, and participatory practices that visibly contribute to the sustainability of their destination and to the regeneration of their resources.



NorReg

Nordic Regenerative Tourism

TOOLS FOR REGENERATIVE TOURISM





Citizen are no longer passive consumers, subjects or recipients of scientific endeavors



New technologies have opened pathways for gathering information on a large scale from the general public



Connecting non-experts, who are curious about the world, with research projects is an extremely powerful instrument



Citizens can shape research agendas and objectives with real community priorities, in collaboration with professional scientists or alone



Citizen science can be a powerful tool for many scientific disciplines

Citizen Science
connects academia to
curiosity and quest for
understanding

Citizen Science shares many qualities with the foundations of regenerative tourism

- Place based
- Participatory
- Co-created
- Giving back

The natural intersection of citizen science and tourism is obvious: If travelers are already participating in these activities, why not encourage deeper understanding and awareness about the natural world while also advancing scientific research?

<https://sustainablebrands.com/read/product-service-design-innovation/citizen-science-engages-travelers-contributes-to-conservation-efforts>

Scoping and designing a CS project



Scoping

Scoping the problem is the first step in developing a Citizen Science project.

This step sets the foundations of all future planning and entails:



Developing

Developing a research case to be explored by the project



Defining

Defining why it is important and what are the project's priorities



Starting

Starting to identify the key stakeholders and participants that you would like to engage with



Placing

Placing the project in the larger picture of citizen science and crowdsourcing projects, learning basic terminology used and exploring frameworks of existing projects



Planning

Planning the project in terms of tasks, workflows and resources

Citizen Science projects in NorReg

Seal Monitoring Project - ICELAND

- Observational research on seals
- Monitoring and recording
- Aligned with a nature walking experience
- Provides education and training to help inhabitants and guests to learn about seals
- Provides information for a long-term monitoring Citizen Science project

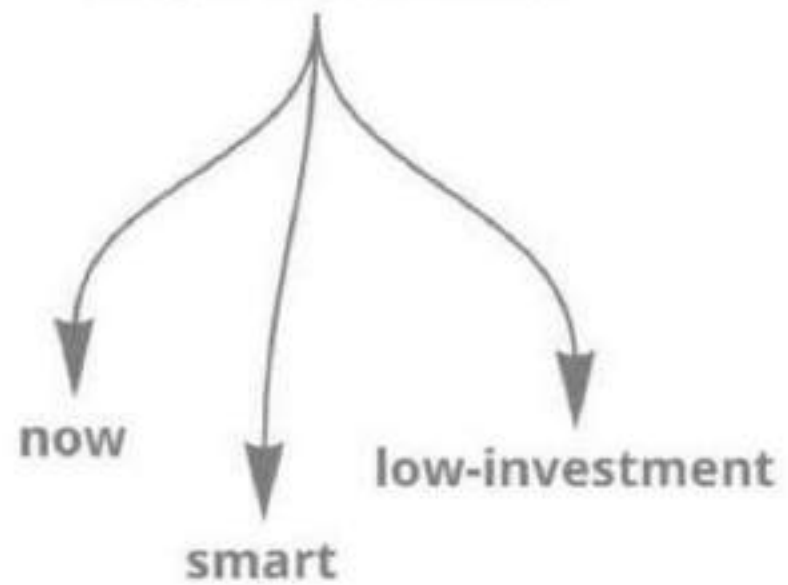
Perceptions of Local Food - SWEDEN

- What makes food “**local**”?
- Who defines what is local food?
- What makes a food experience singular and place-bound?
- Do locals perceive the same food as “local” as their visitors?
- Does it matter where visitors come into contact with local food experiences? • Visitors asked to contribute photographs and a few thoughts
- Local stakeholders asked to contribute their own views





The First Mile



The FIRST MILE

<https://behavior-smart.com/>

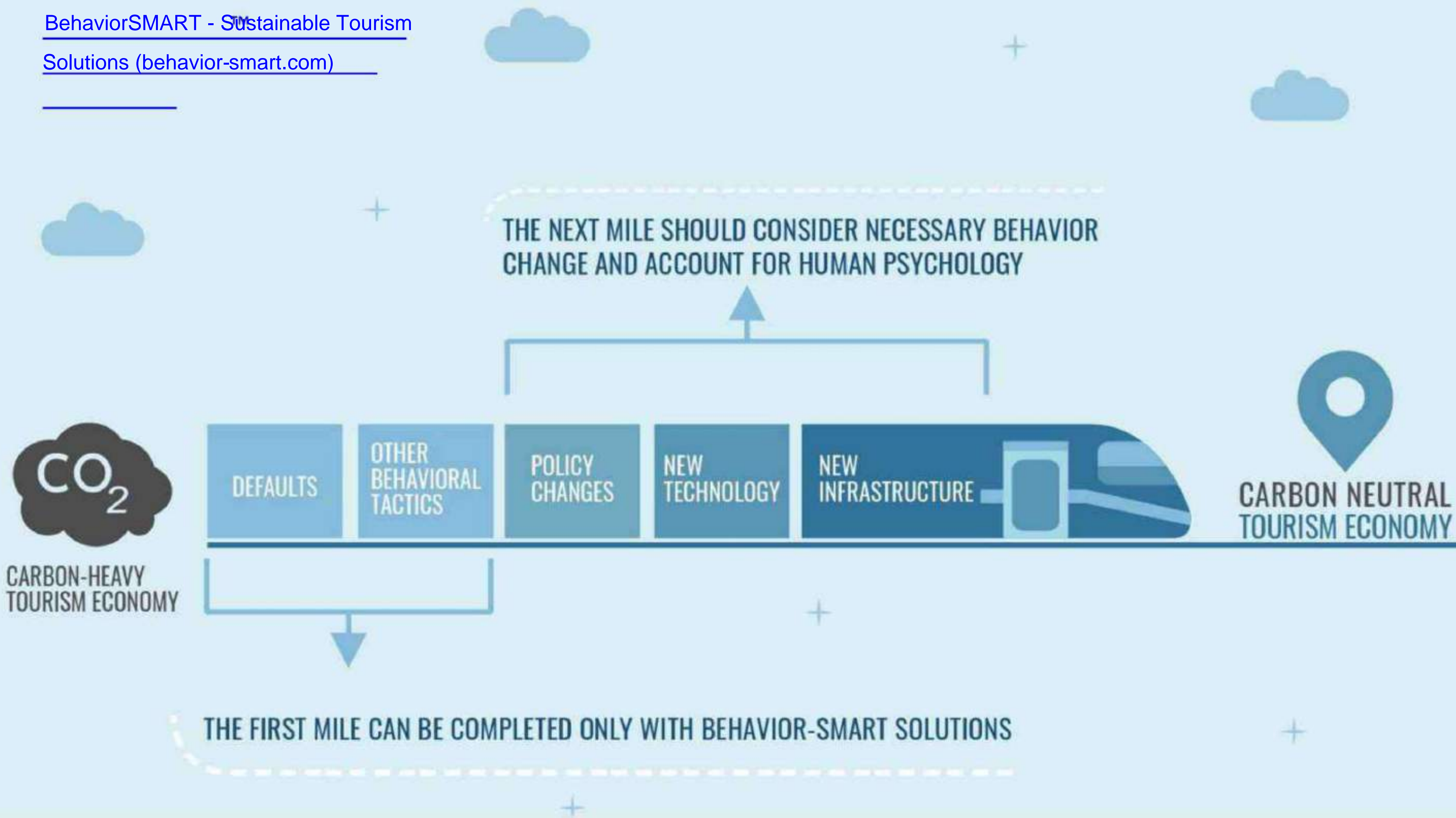
...focus on

how people
decide, act and interact NOW



how we want people to
decide, act and interact IN THE FUTURE
(behaviour change)







The FIRST MILE

HOW?

- ★ remove barriers (make it easy)
- ★ provide incentive (make it appealing)
- ★ focus attention (make aware at the right moment)
- ★ turn into social norm (social pressure)
- ★ restrict/ eliminate options (make impossible)





The FIRST MILE

The Toolset:

- ★ Change words or order of information
- ★ Change emphasis, place focus
- ★ Consider timing, target decision moment
- ★ Activate emotion, add appeal or urgency
- ★ Influence and use norms

[BehaviorSMART™- Sustainable Tourism Solutions \(behavior-smart.com\)](http://behavior-smart.com)

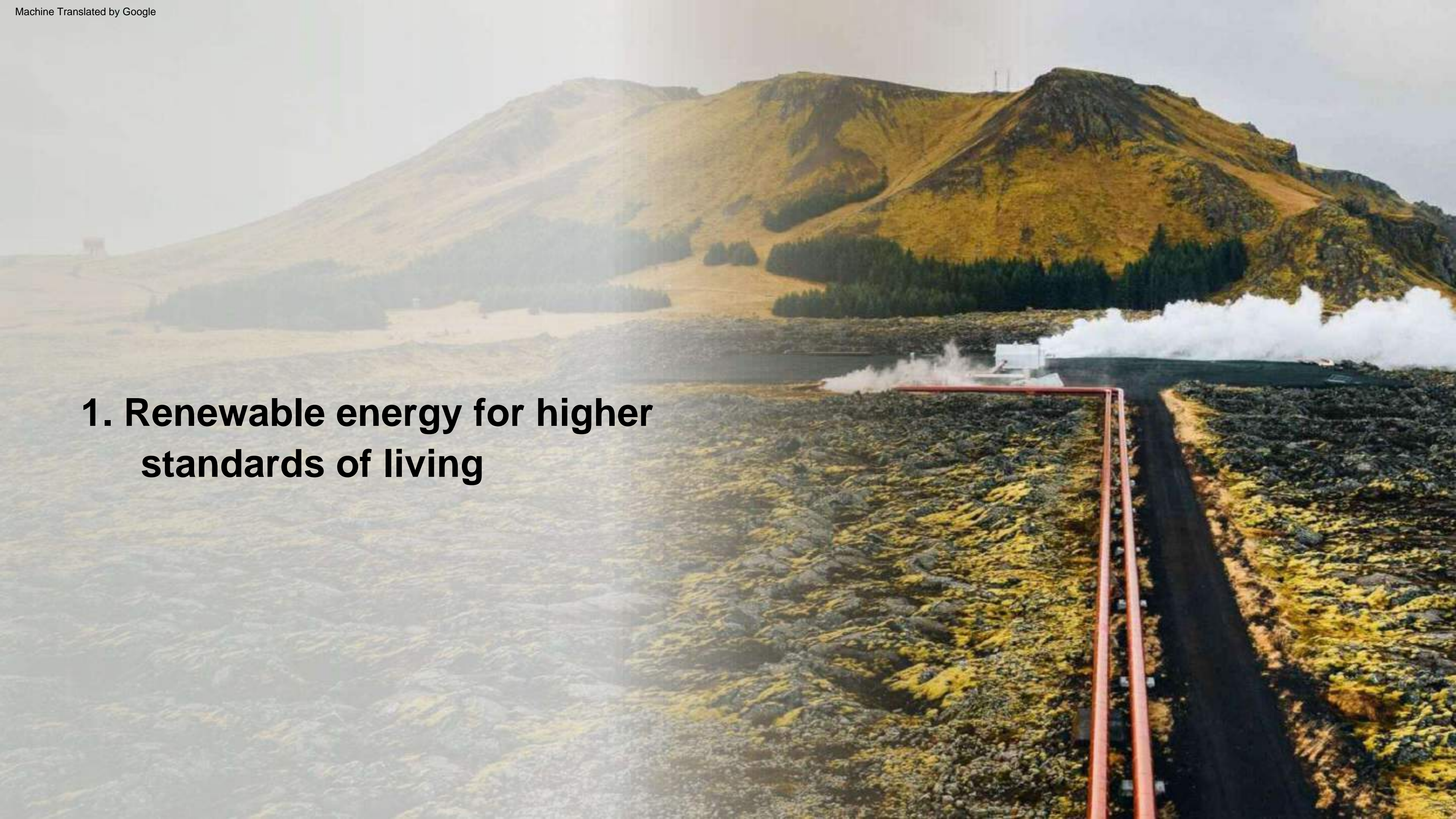


COLLECT STORIES

Our Stories



1. Renewable energy for higher standards of living



2. Sourcing food in traditional and innovative ways in harmony with nature



3. Equality and ethics are high on the agenda



4. Masters of plan B

- we know how to adapt!**

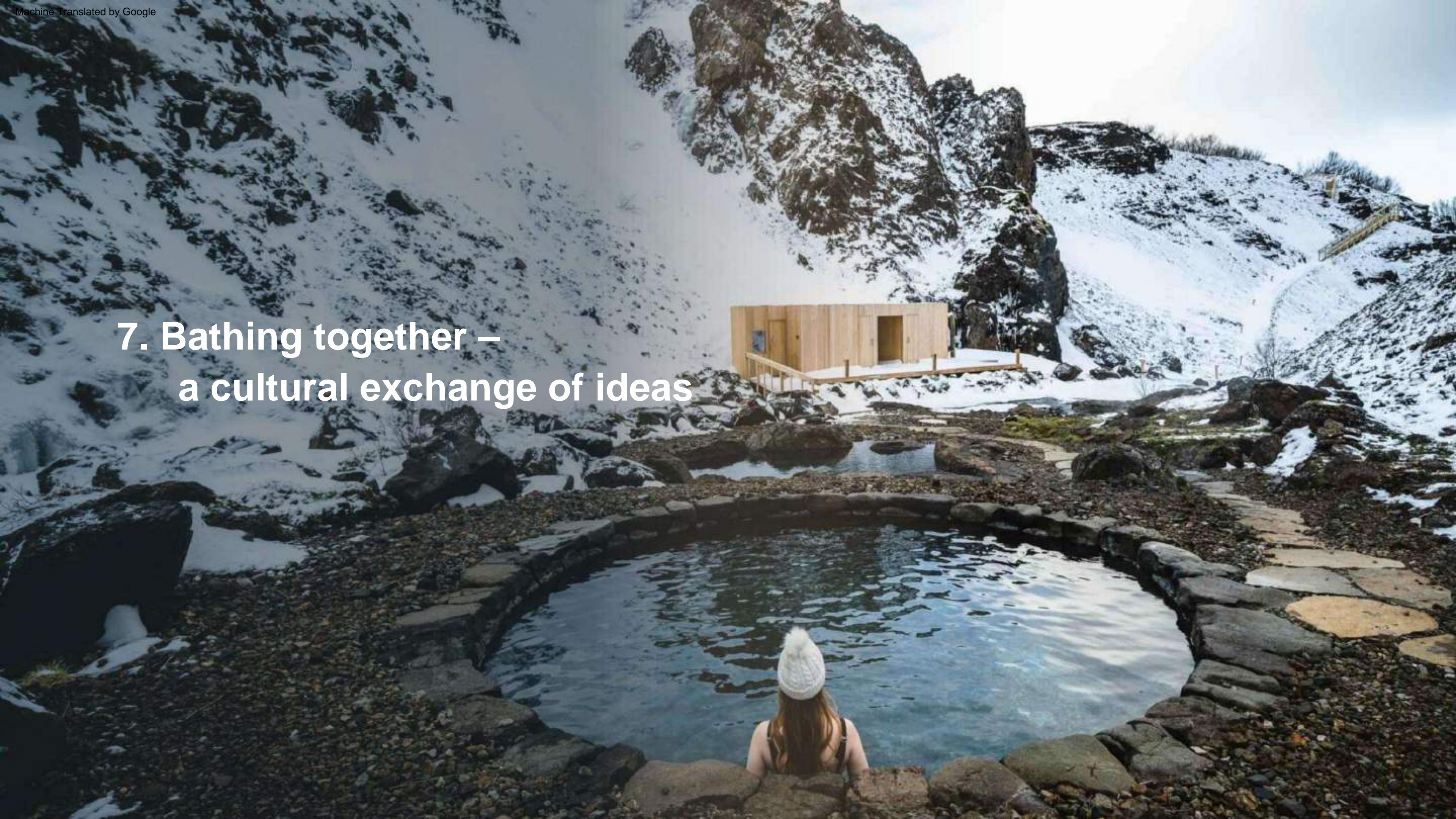


5. Circular approach – reducing waste and using resources more fully

6. Can do attitude!



7. Bathing together – a cultural exchange of ideas



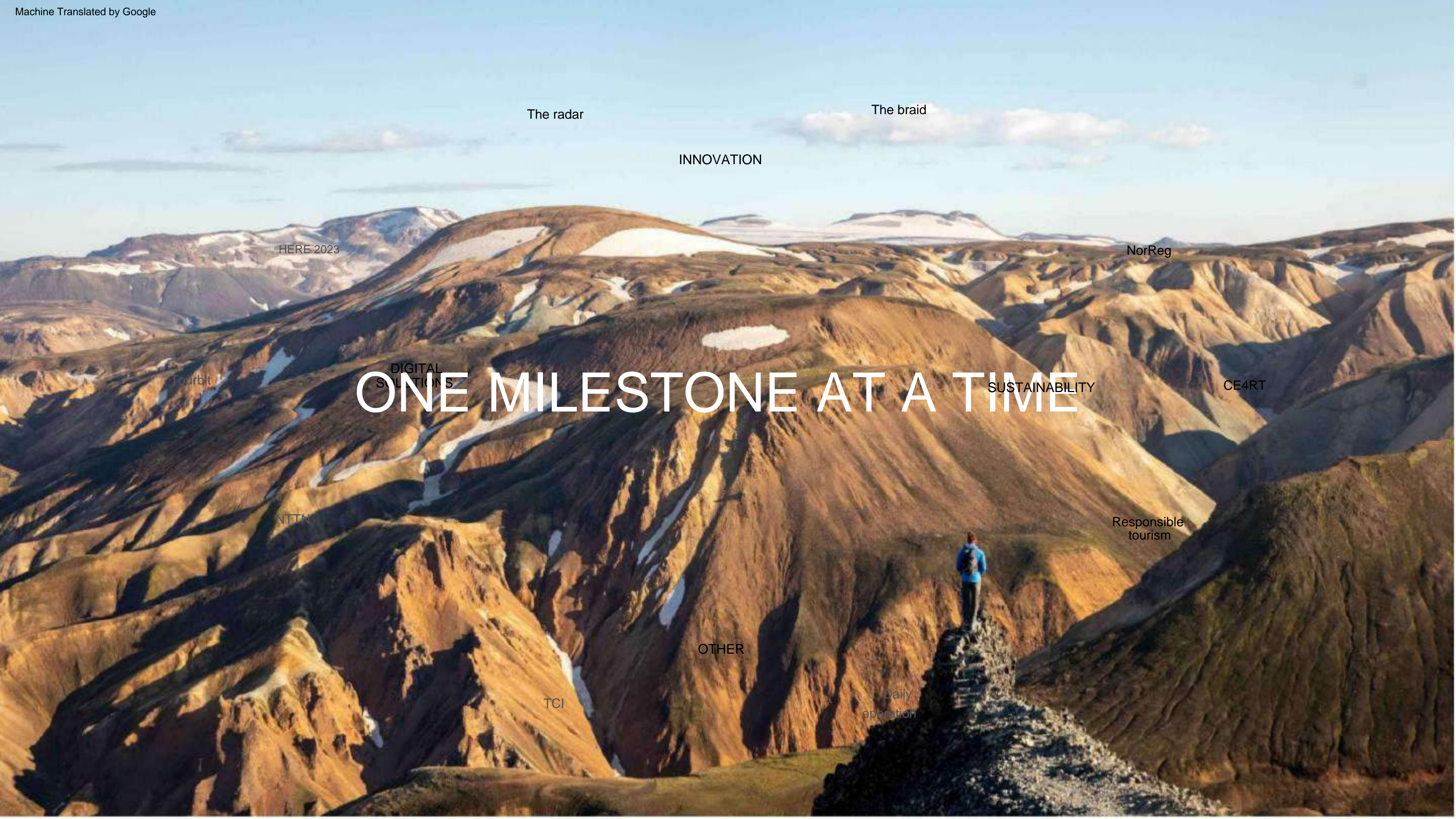
8. A place of peace



**Proud but not satisfied
– we look towards the future**

Traveltrade.is





The radar

The braid

INNOVATION

HERE 2023

NorReg

Tourbit

DIGITAL
SOLUTIONS

SUSTAINABILITY

CE4RT

ONE MILESTONE AT A TIME

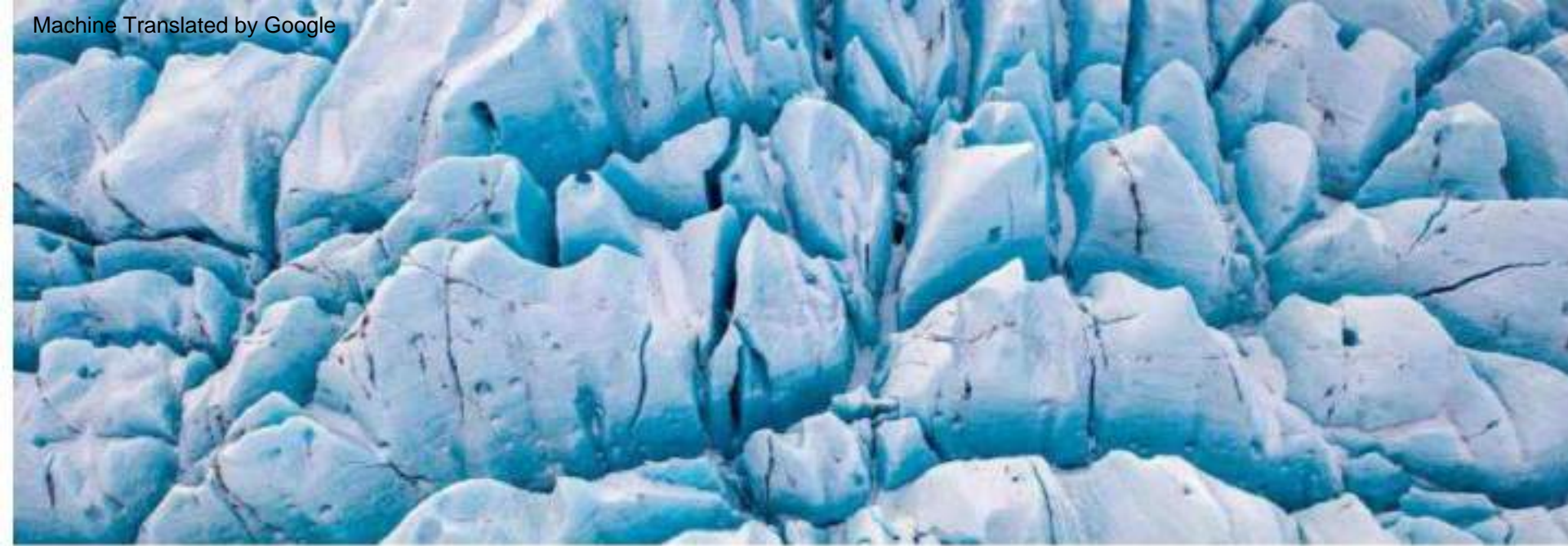
NTTN

Responsible
tourism

OTHER

TCI

Daily
operation





KONFERENCE OM TURISMEUDVIKLING I GRØNLAND

14. NOVEMBER 2024



Indhold

Forudsætninger for udbygninger
Trafik og fremskrivninger
- Masterplan 2039
Projekter
Udbygning af terminal



Forudsætninger for udbygninger

Flaskehalse i terminalen
Manglende standpladser
- Stor vækst i passagerer
Større fly
Længere distancer

Kapacitet i dag



- 5 standpladser til A320 & B737
- 1 standplads til GA
- 2 helikopterstandpladser
- 1 terminal til ca. 400.000 pax
- 1 gate til Schengen
- 1 gate til Non-Schengen og 3. lande
- AA-hangar for lille til A320neo
- Militær-hangar ikke tilstrækkelig
- Fragthallen er for lille

Trafik og fremskrivninger

Rækkevidde

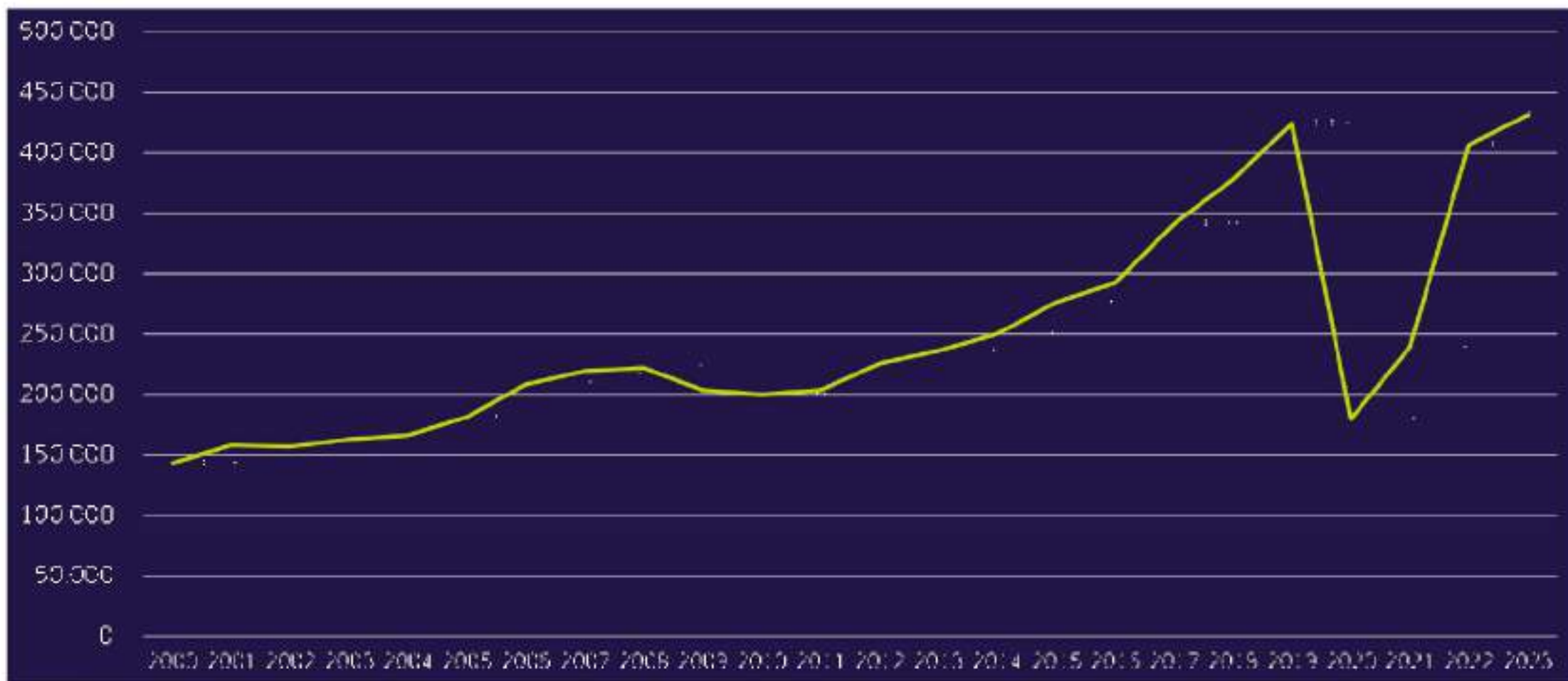


Rækkevidde efter baneforlængelse:

A319 – 5.400 km

A320neo – 6.300 km

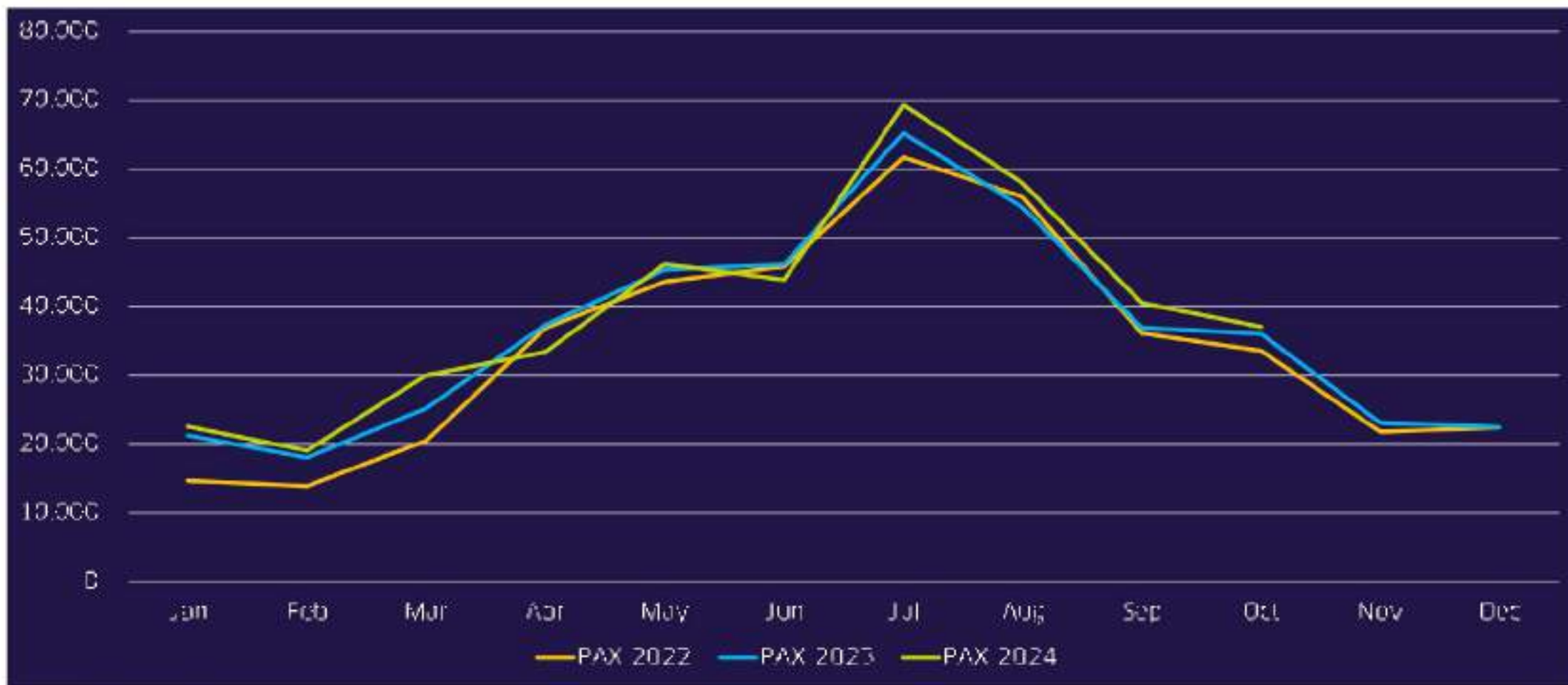
PAX 2000-2023



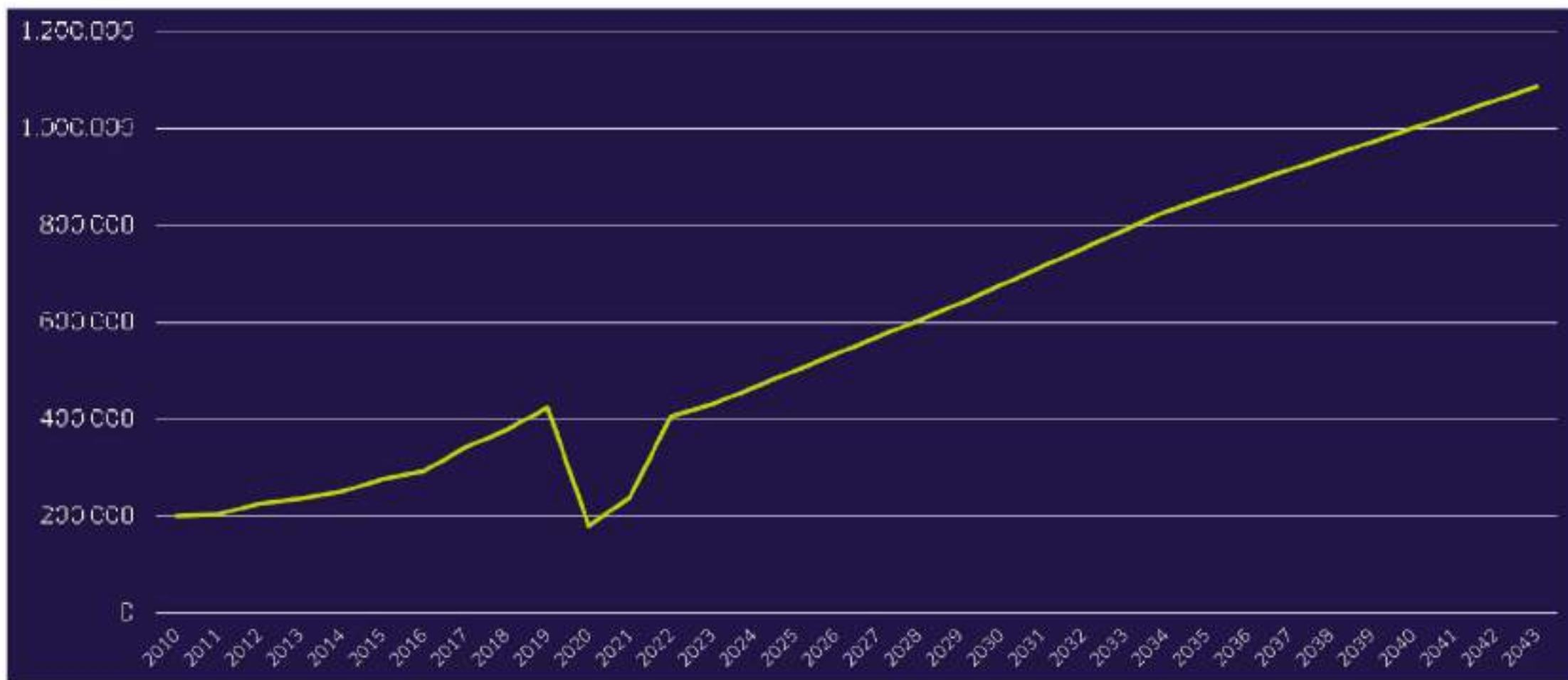
PAX de seneste år



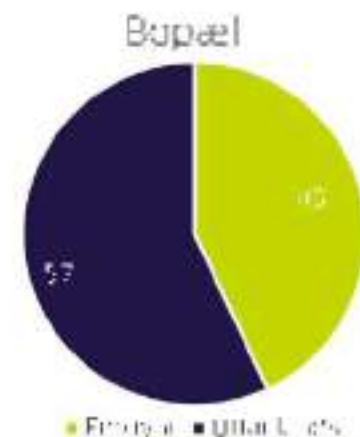
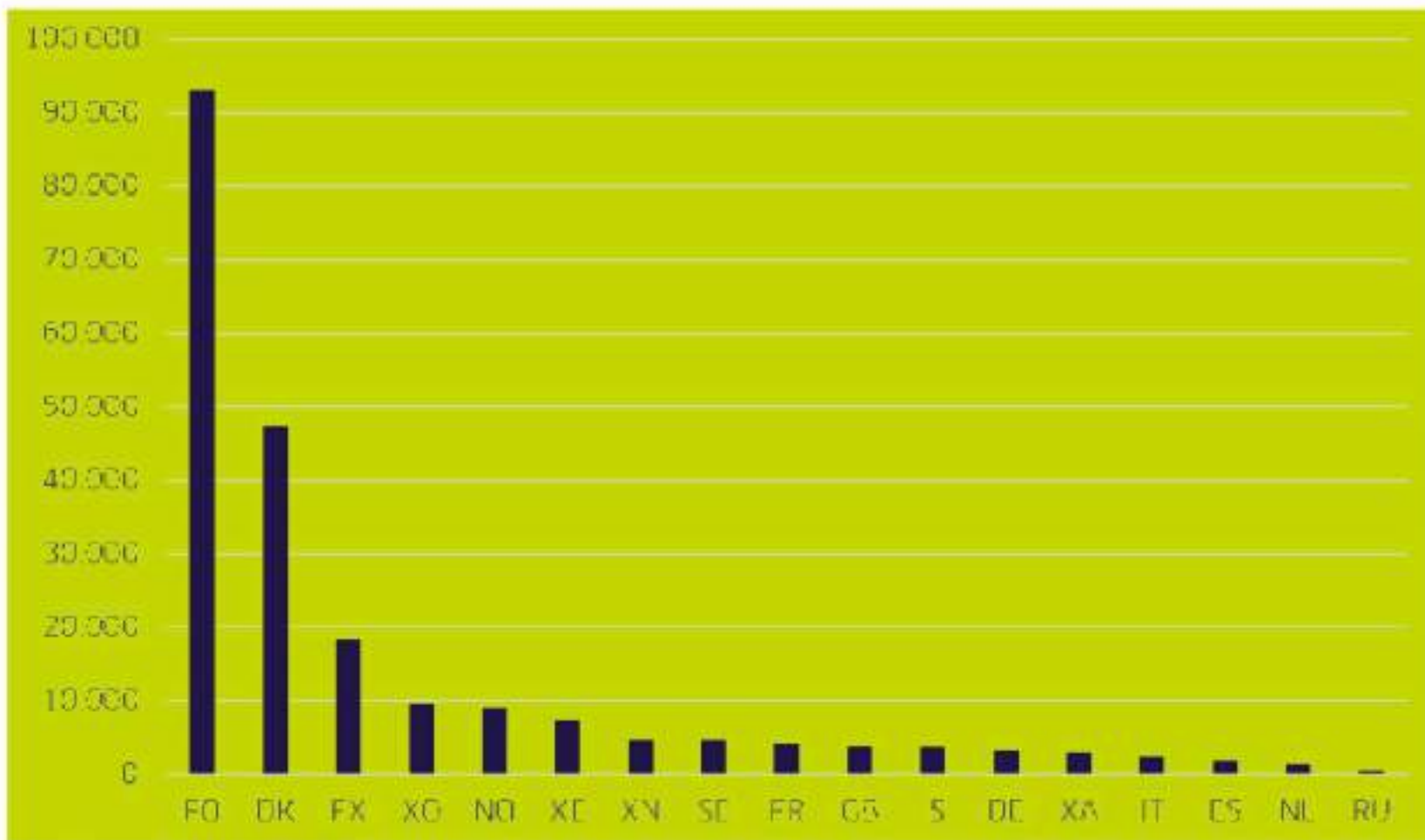
PAX de seneste år



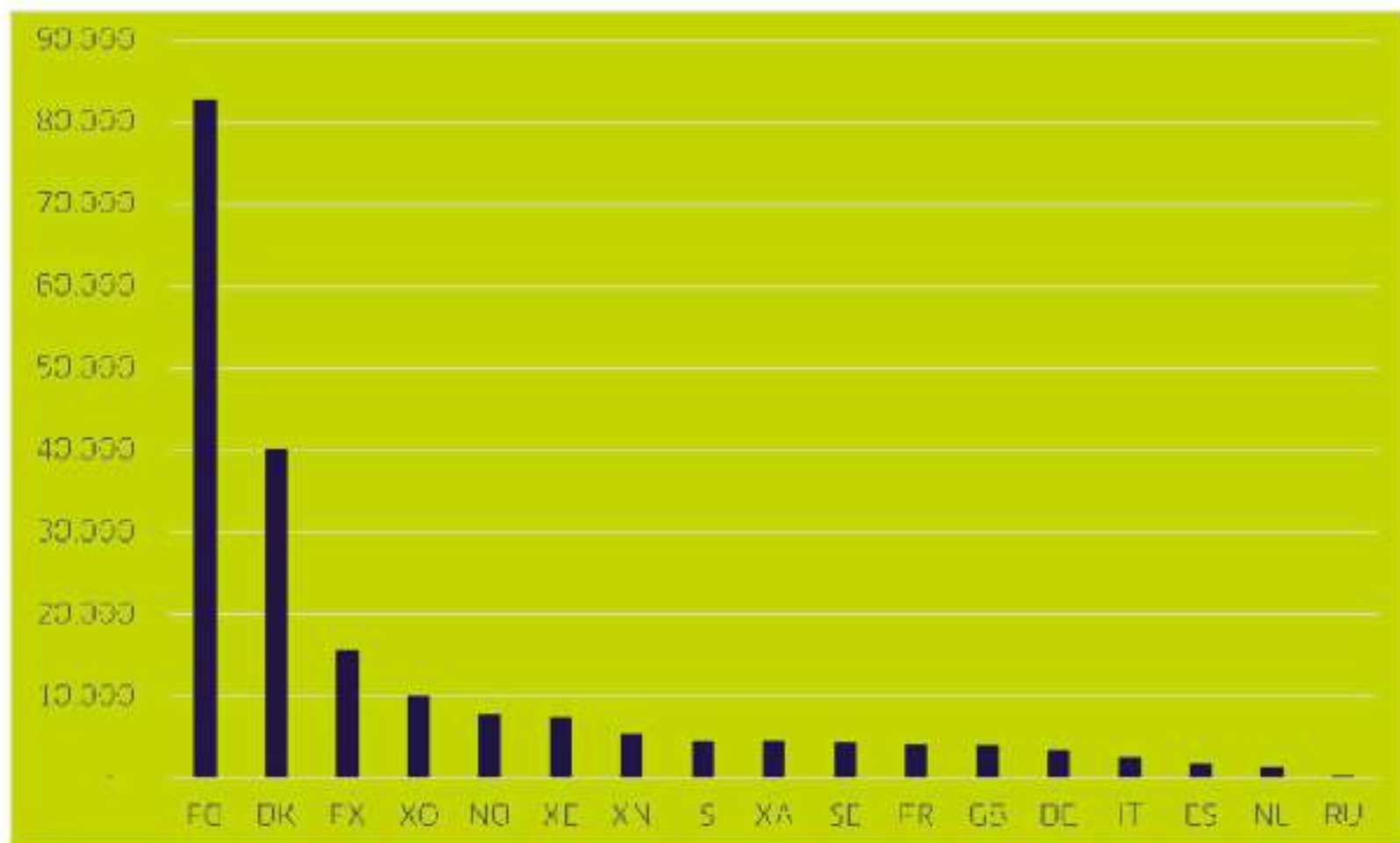
PAX-prognose



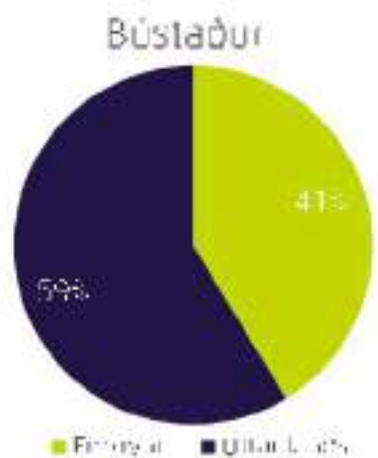
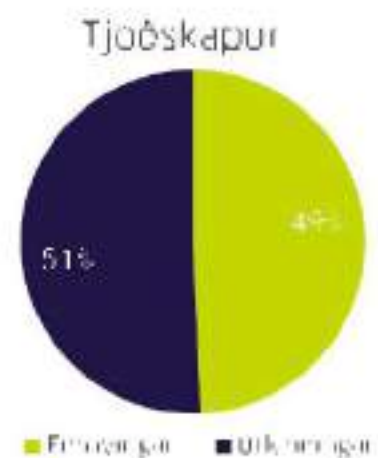
Nationalitetstal 2023



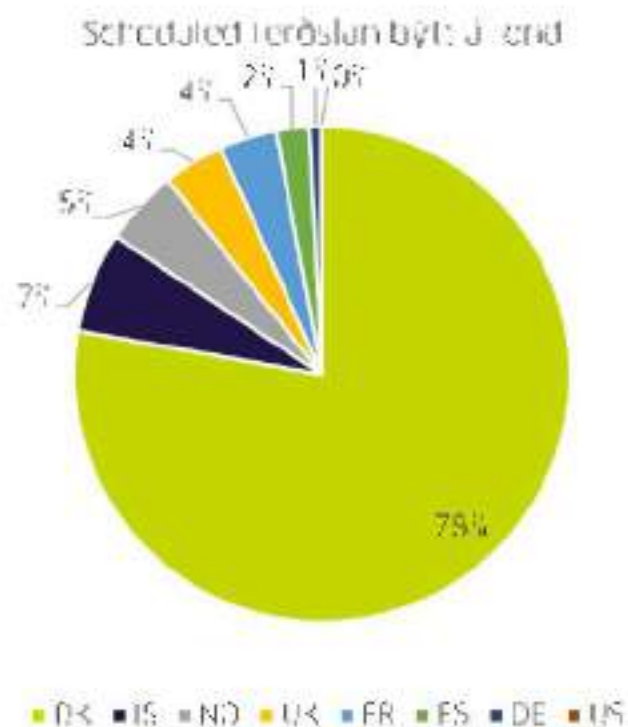
Nationalitetstal hidtil 2024



FAE VÁGA FLOGHAVN



Fordeling af scheduled



	FO	XO
Atlantic Airways	55%	45%
Icelandair	8%	92%
SAS	15%	85%
Widerøe	16%	84%

De 79% til DK er fordelt således:

CPH - 81%
 BLL - 12%
 AAL - 6%

Masterplan



Masterplan 2019-2039



Hangarområde og Apron

Arealeudvidelse 2023-2027



Arbejdet er kommet godt i gang



Arbejdet er kommet godt i gang



Udvidelse set fra nord



Udvidelse set fra landevejen



Parkeringsområde 2023-2027

Parkeringsområde 2023-2027

Parkeringsområde med nord



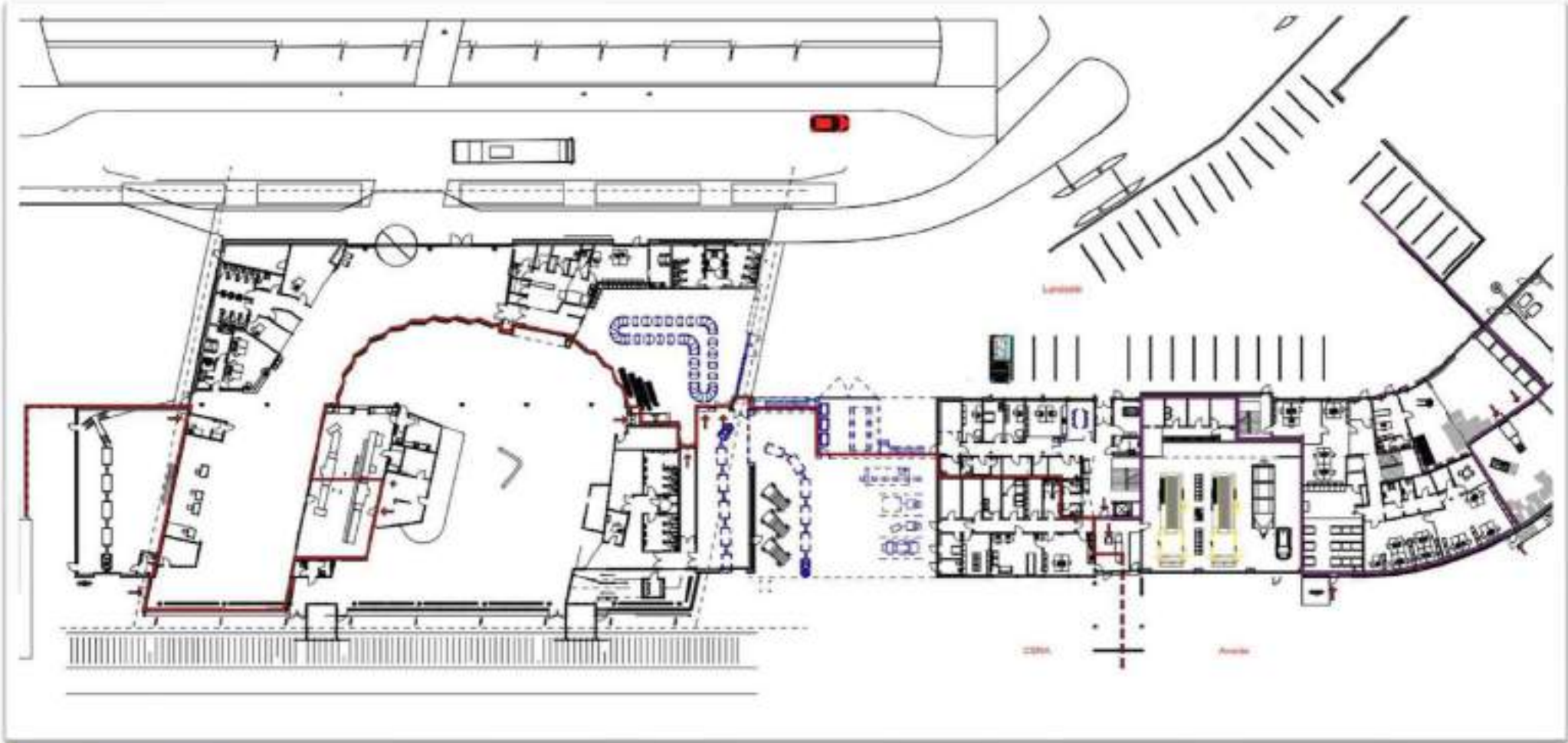
Hangarområde med øst

Parkeringsområde 2023-2027

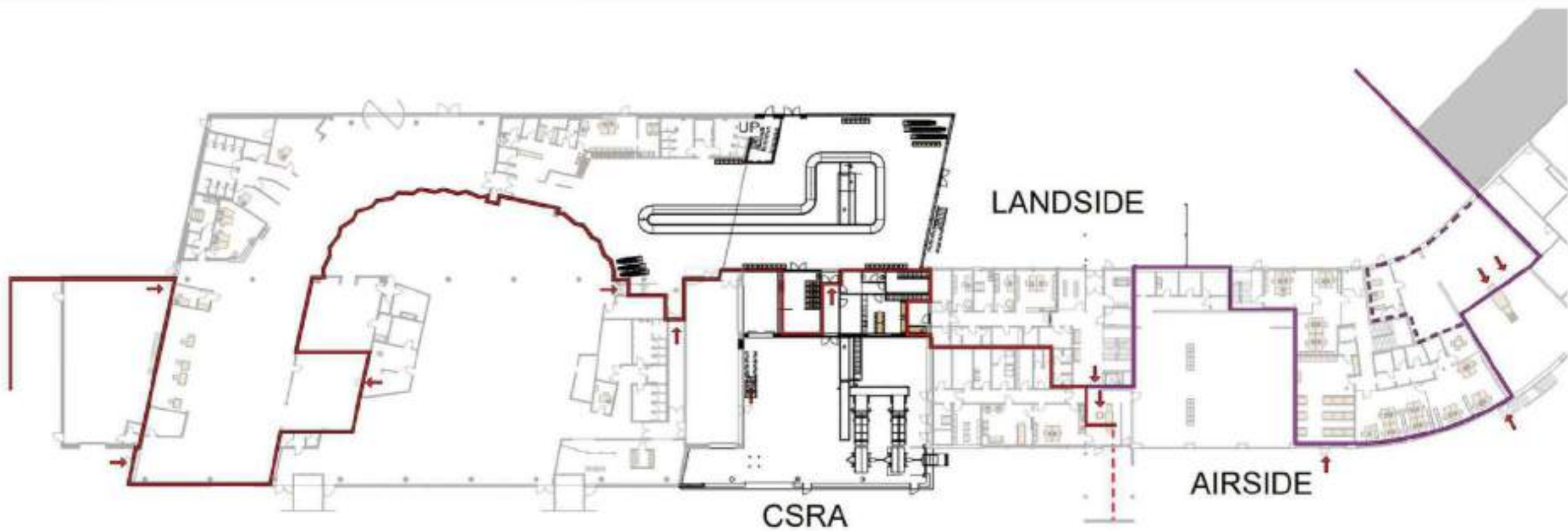


Udvidelse af baggage claim 2023-2024

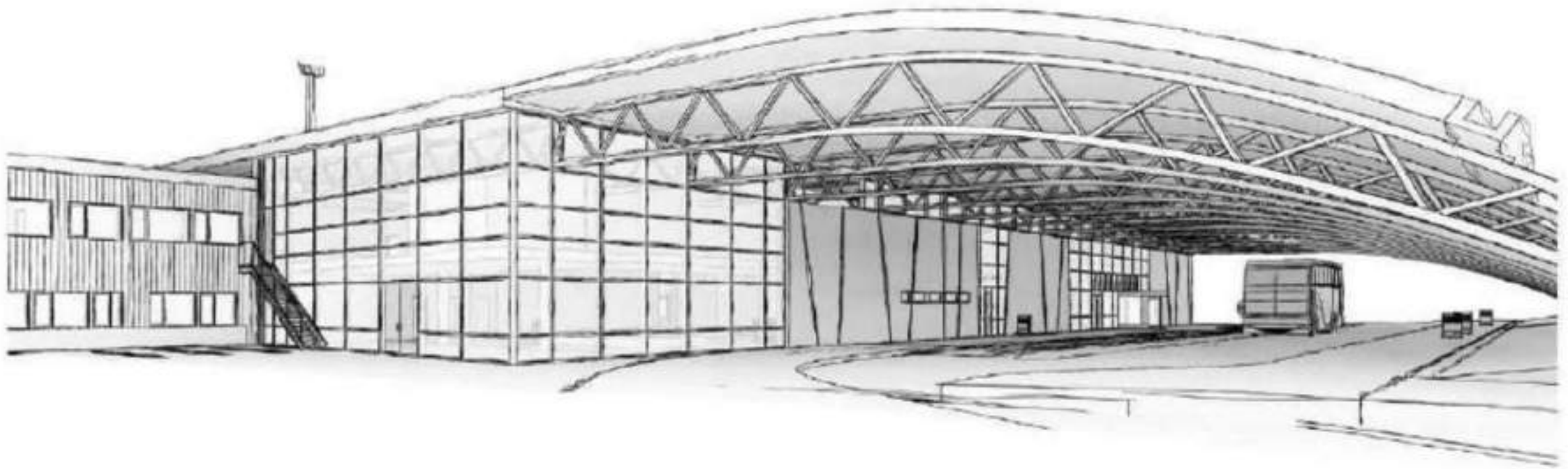
Oprindelig baggagehal



Udvidelse af baggagehal



Udvidelse af baggagehal



*Viðfærishöllin og tekjan yfir forplássið verða löngd við
trimum gíttarsperrum, uml. 22,5 metrar*