



Title	Disko Adventures (DA) a start-up tourist company.
Date	End of March 2023
Objective	<p><i>The aim of DA is to convey our passion for the spectacular nature of the Disko Island, wildlife and the Greenlandic sledge dog to tourists from all over the World. We want to have a firm control of the growth so that the adventures we deliver live up to our high standard, to exceed our guests' expectations and lastly that the nature we use regenerates in the process. In doing so we aim to create a sustainable local business and generate an income to us and the community.</i></p>
Location /geographical coverage	<p>The Disco Island is 8500 square km. and located at the mouth of Disco Bay on the northwest coast of Greenland. The only inhabited places on the island is Qeqertarsuaq with approx. 845 inhabitants and a village, Kangerluk, which is 35 km northwest of Qeqertarsuaq, with 7 inhabitants. During the winter, the bay freezes like the rest of the northwest coast of Greenland, and the mode of transportation to the island is by helicopter and outside the town by snowmobile and dog sledges. In the spring, summer and autumn the island is accessible by boat.</p> <p>The range of the adventures is the whole island, the coast around it and the bay.</p>
Organisation responsible for good practice	<p><i>The owners of Disko Adventures Danny Mølgaard, Naja Bjerregaard and Steve Broberg.</i></p>

<p>Stakeholders and Partners</p>	<p><i>Local stakeholders are mainly dog owners and - drivers, owners of snowmobiles, boatowners with license, Hotel Disko Island, and operators form various places in Greenland. Inquiries are also from operators in Iceland and Sweden.</i></p> <p><i>Disko Adventure has altogether 38 dogs – Danny and Naja have 19 and Steve has 19 dogs. They have invested in snowmobiles, butthey also utilize the existing local resources. The inhabitants hunt, fish in the rivers, and gather berries, angelica, and other plants for their households, which is an important tradition in Inuit culture. Uncontrolled or large-scale tourism poses a potential risk to these traditions.</i></p> <p><i>Tourism development is in this perspective botha treat to the traditional lifestyle, but also an opportunity for economic growth for the island.</i></p> <p><i>The owners are very conscious about this vulnerable balance, hence the strict growth strategy.</i></p>
<p>Short summary</p>	<p><i>Hiking, and rides on dog sledges around the island to Kuannit and basalt columns, that dominate the island and northern light tours etc. plus snowmobile rides to the same places. All tours are with guides.</i></p> <p><i>In future and possible already in the summer 2024, when all licenses are obtained, they startup boat tours and fishing in Disko Bay.</i></p>

<p>Impact</p>	<p><i>Naja and Danny have studied in Nuuk and Qaqortoq and moved back to their hometown to make a living and sustain their family. This is a long-term goal and at present only Danny is working full time. However, the number of tourists is growing and the income to them, their partners and the local community is steadily growing.</i></p>
<p>Innovation</p>	<p>Changes in the microclimate are visible and the weather conditions are always a precondition. DA's founders and owners have an in-depth knowledge of the microclimate on and around the island which enables them to reroute or cancel trips when necessary.</p> <p>The thickness of the fjord ice is decisive for whether a dog sledge trip or snowmobile tour to e.g. the village Kangerluk can be driven. Climate change and rising temperatures has impacted the seasonal cycle creating unpredictable conditions from one year to the next.</p> <p>This is a challenge when tour operators want to make deals two years in advance.</p>
<p>Lessons learned</p>	<p><i>The effort to integrate local partners in the services thus distributing the income and minimizing startup investment.</i></p> <p><i>The partners' deep knowledge of the landscape, the nature of the ice and especially areas with vulnerable soil, is the basis for self-defined policies that limit the number of tourists. The purpose is to ensure a continuously regenerative natural environment.</i></p>

Tools	Advertising, tourism value chains and logistics.
Sustainability	<p><i>Accommodation is limited. To boost tourism income without increasing the number of tourists, alternative modes of accommodation must be developed, so that the average tourist stay on the island can be increased.</i></p> <p><i>Whole year tourism is another development category increasing number of tourists but keeping impact on a sustainable level.</i></p> <p><i>An example of a winter adventure is watching the bowhead whale feeding right of the coast of Disko Island. They stay in the bay from January to mid-May before migrating to Canada. Disko Bay is the only place in Greenland where this rare species can be seen.</i></p>
Replicability and/or up-scaling	<p><i>Disko Adventures are showing a way forward for small communities in Greenland. The adventure opportunities from one place to another might differ but the idea of small-scale startup, low investment plus the collaboration and use of local resources can be widely transferred. Sustainable re-generative tourism must be driven by locals with an in-depth knowledge of the nature, culture, and local conditions.</i></p>

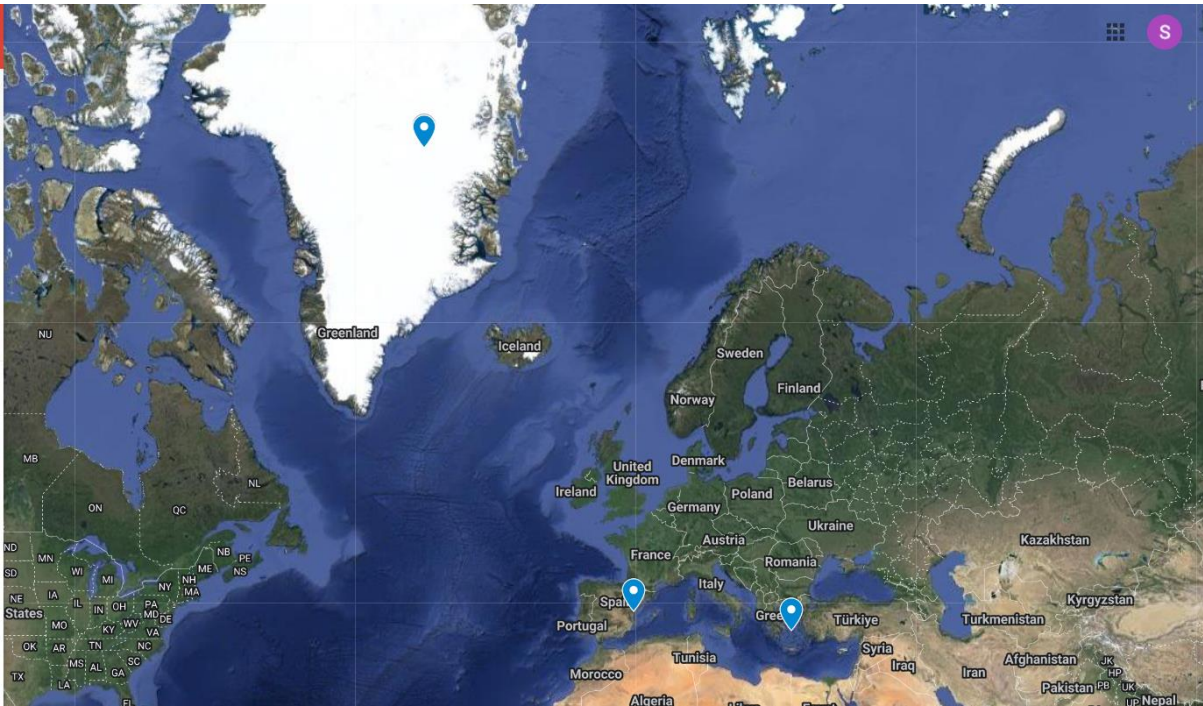
<p>Contact details</p>	<p>info@diskoadventures.gl</p>
<p>Related Web site(s)</p>	<p>The founders are graduates of Greenland Business School. They dreamed of making a living from their passion for the wilderness of Disko through the freedom they could achieve in their own business. They had an idea that tourism could be the means to achieve their goals. During their studies, they developed the tools and knowledge to turn their business idea into reality.</p> <p>www.diskoadventures.gl, FB og Instagram</p> <p>The newspaper Sermitsiaq.ag brought an article about their startup:</p> <p>https://www.sermitsiaq.ag/erhverv/tre-unge-etablerer-et-turistbureau-i-qeqertarsuaq/2082586</p>
<p>Related resources that have been developed</p>	<p>Non available.</p>

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[Interactive map of good practices](#)



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