

VISIT GREENLAND

Grønlands potentiale indenfor turisme

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12 MEDARBEJDERE

Kontor i Nuuk og København

15 Millioner i årligt budget

Markedføring af Grønland i hele Verden

Udvikling af turisme i Grønland

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12 MEDARBEJDERE

Kontor i Nuuk og København

15 Millioner i årligt budget

Markedføring af Grønland i hele Verden

Udvikling af turisme i Grønland

+ Håndtering af Covid krisen

+ Staycation kampagne

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De fire "MUST WINS"

- #1 Øge efterspørgslen fra adventure turister
- #2 Turisme hele året rundt i hele Grønland
- #3 Videndeling og kompetenceløft
- #4 Fremme gunstige rammebetingelser

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Hvad betyder
turismen for
Grønland?

100.000 TURISTER
725 jobs
450 millioner





ADVENTURE TOURISM

Tiltræk de rigtige kunder

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Forventet 20,1% årlig vækst
på verdens plan

ADVENTURE TOURISM

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BÆREDYGTIGHED

Hvad betyder det for Grønland?

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BÆREDYGTIGHED

NATUR - ØKONOMI - KULTUR

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BÆREDYGTIGHED

“As a result, tourism research and policy making are today overwhelmingly dedicated to the business side of tourism, viewing tourism as a strictly economic endeavor. However, as argued by Higgins-Desbiolles, tourism is not merely an industry but rather a social force with deep transformative capacities for societies, cultures, and the environment.”



HVAD BETYDER DE NYE LUFTHAVNE?



Hvad betyder
turismen for
Grønland?

100.000 TURISTER
725 jobs
450 millioner



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ÅR 2026?

200.000 TURISTER
1450 jobs
900 millioner



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ÅR 2031?

500.000 TURISTER
3625 jobs
2250 millioner

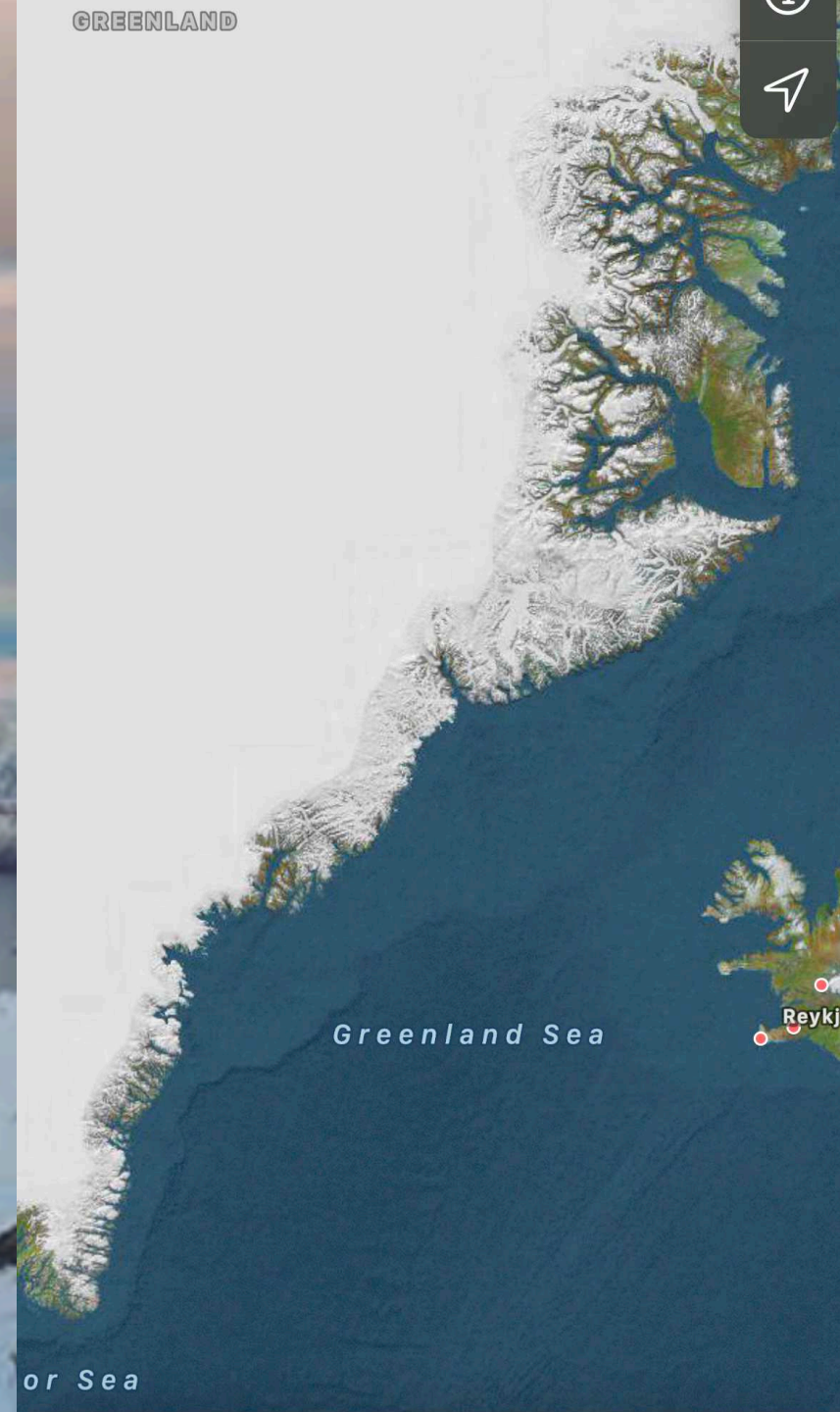


**HVAD KAN VI LÆRE
FRA ISLAND?**





80% UNDER IS



FIRE GANGE SÅ STORT SOM ISLAND





THE GREENLAND STORY

OUR COMPETITIVE ADVANTAGE

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EXPLORATION

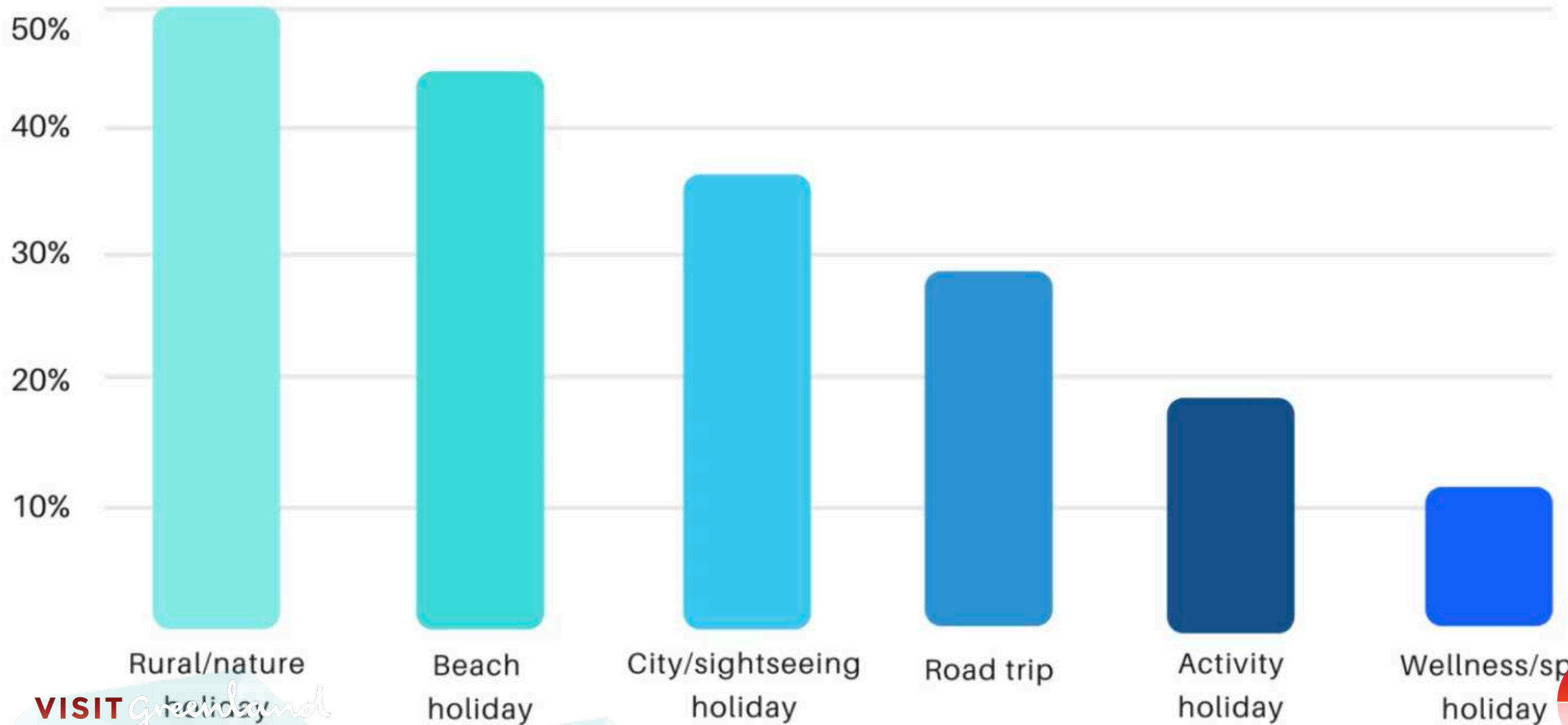


ADAPTABILITY



MOST POPULAR HOLIDAY TYPES

Q: Which of the following holiday types do you plan to take in 2021?





New York City
Back in business



North Goa, India
Dressed up on the coast



Northland, New Zealand
Legendary experiences



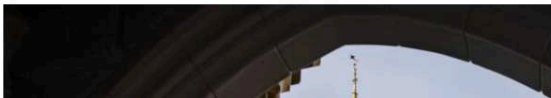
Nuuk, Greenland
Pioneering capital



Odense, Denmark
Fairy-tale city



Okavango Delta, Botswana
An oasis in the wetlands





EXTREME-E



AIDA

AWARENESS

INTEREST

DESIRE

ACTION

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QUESTIONS & ANSWERS

