



TOWARDS MORE TOURISM

WHEN YOUR INDUSTRY GETS SHUT DOWN

FOUR MUST WINS

- Increase demand from adventure tourists
- Tourism all year in all of Greenland
- Knowledge sharing and competence development
- Support a healthy framework for tourism

4 KVALITETS-
UDDANNELSE



8 ANSTÆNDIGE JOBS
OG ØKONOMISK
VÆKST



12 ANSVARLIGT
FORBRUG
OG PRODUKTION



17 PARTNERSKABER
FOR HANDLING



COVID-19 – WHAT NOW?

NEW STRATEGY

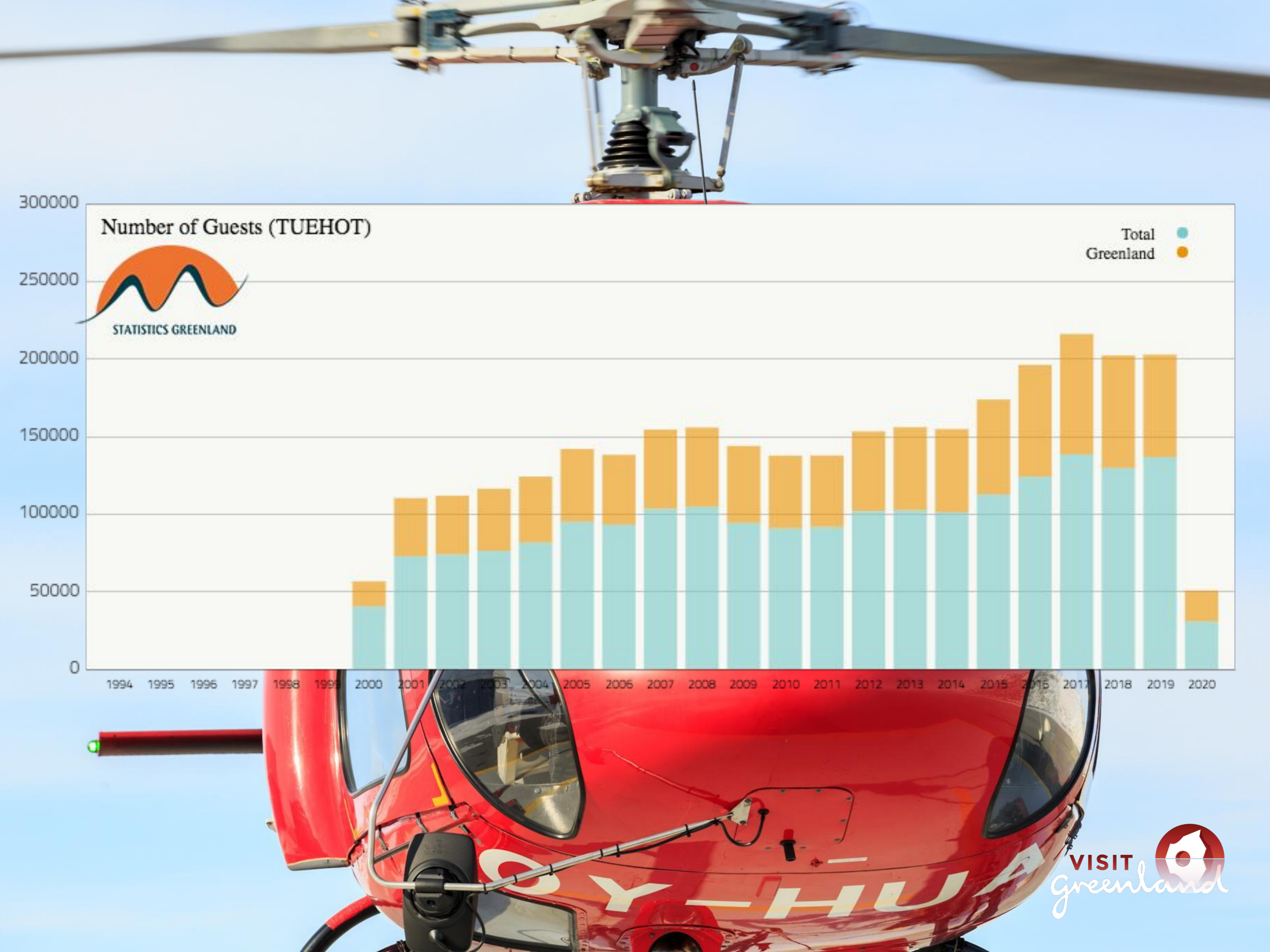


GLOBAL IMPACT ON TOURISM

- 73 % fall in international arrivals
- 64 % fall in domestic arrivals
- 197,5 mio. fewer tourism jobs
- 62 % loss in travel and tourism GDP
- Travel restrictions and bans are expected to last the first 6 months of 2021
- Vaccine is a joker

Source: UNTWO

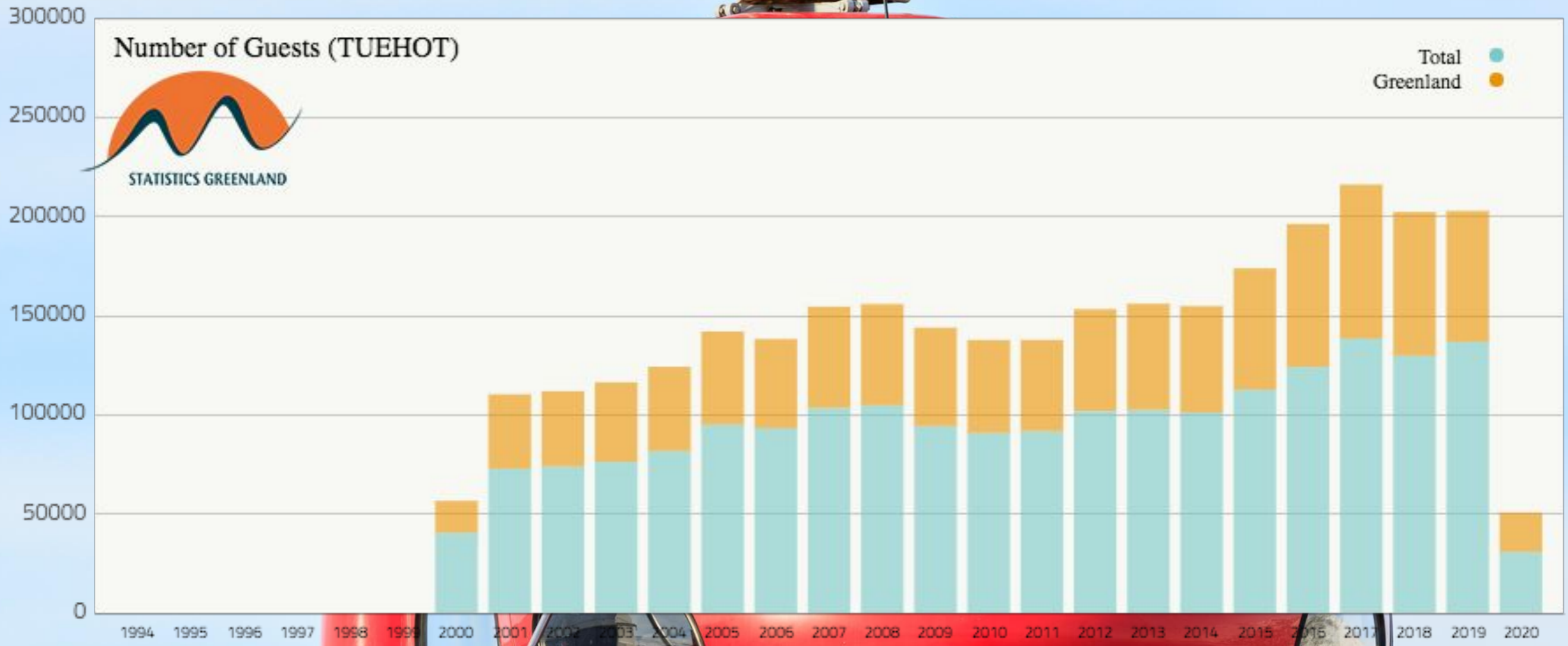




Number of Guests (TUEHOT)



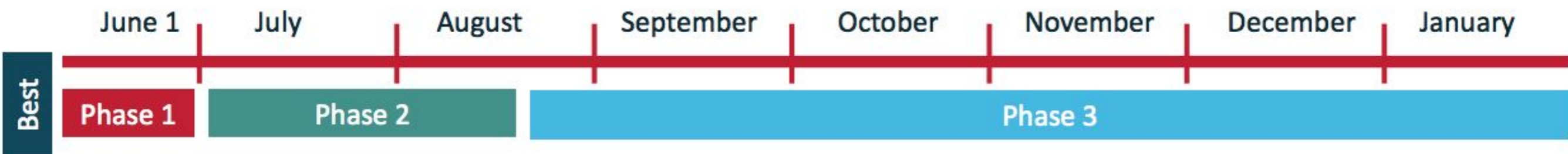
Total ●
Greenland ●



CONSEQUENCES FOR GREENLAND

- 456 cruise calls cancelled in 2020
- 3 months of flights being shut = Air Greenland firing 33% of employees
- Strict and constantly changing entry restrictions
- Banned to have business meetings across municipal borders = no MICE tourism
- No press trips
- Local companies in hibernation
- The biggest travel agencies are down
- Lost seasonal employees to other industries
- We still don't know the full financial consequence





Best Case Scenario: **Tourists can return in mid-August.**



Middle Case Scenario: **Tourists can return early October.**



Worst Case Scenario: **Tourists can return in January 2021.**



ONLINE EXPERIENCES



BIO SAFETY



SOCIAL DISTANCE



MORE DOMESTIC TRAVEL



PRICES WILL GO UP



VALUE CHANGES



DISTRIBUTIO N



DEMOGRAPHICS



RE-START TOURISM

- Nunarput Nuan staycation campaign
- Industry webinars
- Partnerships with Corona Stab and FAQ for travellers
- Financial aid packages and COVID-19 discount for staycation
- Company paid travels converted from international to domestic
- Tour guidelines
- Digitalisation of tourism re-start activities
- Content adjustments like ASMR



WHAT ABOUT THE FUTURE?

- All trends say: people will travel as soon as they can do so safely
- 354 cruise calls planned in 2021 summer season - the whole industry is collaboration on Cruise Restart
- Online travel shows indicate increased interest in Greenland
- Recovery to 2019 levels are expected to take 3-4 years
- Finish analysis on full picture of COVID-19 impact and the locals' opinions towards tourism
- Sustainable travel in many angles have been boosted
- Product innovation and safety storytelling is key to attract customers



CONTACT DETAILS

STINE@VISITGREENLAND.COM

LINKEDIN

INSTAGRAM: @STINESELMERA



QUJANAQ

Find us at [visitgreenland.com](https://www.visitgreenland.com)

