



HOME VISITS

Previous experiences in Arctic towns and villages have shown that guests are curious about local lifestyles; some visitors even feel the urge to peek through windows to get a glimpse of local homes. To meet this demand, hosts can offer organised home visits, which give the visitors a chance to enter local homes, and enjoy a cup of coffee or a meal with a local family. These kinds of visits encourage guests to slow down and learn from the local ways of life and the history of the place through casual conversations. The service builds on interaction between people, and the choice of home can be tailored according to the hosts' and guests' interests.

GROUP SIZE: 2-6 guests, depending on the space that is available in the local home

DURATION: 1-3 hours

AVAILABILITY: all year round

FOR WHOM: Respectful guests who are seeking meaningful and slow experiences, and who are interested in getting to know more about everyday life and local cultures.



WHAT IS NEEDED FOR THE PRODUCT

- A calm moment that is dedicated to the welcoming of the guests
- Stories and details of the host's life
- Something to eat or drink together—coffee, a snack, lunch, or dinner



EXTRA SERVICES

- Cook or bake together
- Make handicrafts together
- Play music, instruments, or sing together
- Gather around a campfire close to the host's home



TO BEAR IN MIND

- Prepare oral or written guidance for visitors. For instance, is it the custom to remove one's shoes when entering the host's home? Is photography allowed?
- Decide what areas of the home the guests can enter
- Discuss whether all the family members want to help welcome the guests
- Think of stories you can share to guide the conversations, if needed
- Set a time when the visit ends
- Any special diets or allergies of the guests
- Suitability for special groups
- Accessibility of the place being visited



EXAMPLES OF MARKETING CHANNELS

- Webpage
- Intermediaries (e.g., Airbnb, Doerz, tour operators, hotels, travel agencies, destination marketing organisations)



INSPIRATION

- [Tuula's reindeer, Inari, Finland](#)
- [Kaffemik organised by Tupilak Travel, Nuuk, Greenland](#)
- [Geunja the Sámi Ecolodge, Vindelfjällen Ammarnäs, Sweden](#)