



CAMPFIRE

How do you build your campfire? Teepee, star, and/or log style? Many roads lead to Rome, and there are many ways to build a campfire.

Building a campfire together facilitates a close interaction with the guests, that strengthens cultural exchange, new connections, mutual understanding, and local storytelling. Take your guests for a stroll, hike, or ski trip, and build a campfire together at a calm and sheltered place that you like. Then enjoy a cosy moment outdoors with some snacks and beverages to stay warm, while enjoying the crisp fresh air or long summer nights. During the campfire, stories, personal memories, tales, and interesting details about the area and your culture can be shared. Moreover, being silent together provides a unique opportunity to be enchanted by the fire, stars, Northern Lights, and surrounding sounds.

GROUP SIZE: 1-10 guests

DURATION: 1-3 hours

AVAILABILITY: all year round

FOR WHOM: Individual travellers, families with children, groups of friends, and colleagues. Guests seeking meaningful, authentic, and slow experiences. It's also possible to tailor the product to guests' interests and capabilities.

WHAT IS NEEDED FOR THE PRODUCT



- A place designated for a campfire
- Wood
- Snacks and beverages (or even an entire meal) that fit a campfire:
 - Marshmallows
 - Sausages with or without bread, ketchup, and mustard
 - Coffee, tea and hot chocolate
 - Potatoes in foil
 - Bread or bun dough on a stick
 - Salmon or other fish
 - Red port wine, with hot water and berry juice
 - Pancakes
- Stories, tales, and interesting details connected to the specific area, and the hosts' customs connected to making a campfire. Ask questions and seek connections between hosts and guests' cultures
- Play music and sing songs during the campfire gathering
- Instructions for participants on what to wear, depending on the weather
- Blankets, reindeer hides, or similar to keep the guests warm and comfortable in cold weather conditions

EXTRA SERVICES



- Possibility of contacting the host before and after the time spent together at the campfire
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- Instructions for making a campfire according to the hosts' 'customs' that the participants can make on their own
- Possibility of combining the product with another activity, such as skiing, a guided tour, berry or mushroom picking, a home visit, or a sauna session
- Combine the campfire with the search for the Northern Lights

TO BEAR IN MIND



- Check whether the campfire location can be used for commercial purposes
- Share correct information about the local rules and codes of conduct; for instance, every individual's rights in Nordic countries
- Ensure that no litter is left
- Plan how you create a connection between yourself and the guests
- Plan how much the guests interact with each other
- Ask participants for permission before sharing pictures on social media
- Ask guests to leave reviews

EXAMPLES OF MARKETING CHANNELS



- Webpage
- Social media pages
- Intermediaries (e.g., Airbnb, Doerz, tour operators, travel agencies, hotels, destination marketing organisations)
- Location information

INSPIRATION



- [Min Àja, Karasjok, Norway](#)
- [Holiday Village Valle, Utsjoki, Finland](#)
- [Two Ravens, Greenland](#)
- [Granö Beckasin, Granö, Sweden](#)
- [The Peace & Quiet Hotel, Jokkmokk, Sweden](#)