



BEACH LIFE IN THE ARCTIC

Invite your guests to experience local ways of being by, and in, Arctic waters. Do you live close to a sea, lake, pond, river, or a pool? How is swimming or surfing possible during the different seasons? Can you try paddle boarding together, go fishing, or build a sandcastle? Can the snowy sand dunes serve as toboggan slopes? Can you take your guests to skate on natural ice or build a snowman?

Doing something together in the outdoors is a miraculous tool for cultural exchange, and for getting to know each other in a relatively short amount of time. What kind of stories can you share about this place, its nature, the values, and the local beach culture in general?

GROUP SIZE: 2-6 guests

DURATION: 1-3 hours

AVAILABILITY: all year round

FOR WHOM: Guests seeking meaningful, authentic, and slow experiences. Suitable for both children and adults

WHAT IS NEEDED FOR THE PRODUCT



- During the summer, the simplest way of enjoying the 'Beach life in the Arctic' only requires a towel, swimming clothes, and flipflops
- A beach or lake which is a suitable place for giving a swim or surf workshop
- Materials:
 - (ice) swimming—swimwear that participants bring with them
 - Paddleboarding—paddles + surfboards + wetsuits
 - Surfing—surfboards + wetsuits
 - Skates or skis during the winter
 - Toboggans
- Oral and interactive instructions
- Stories about the region, place, nature, and culture and why it is special for local people

EXTRA SERVICES



- Possibility of contacting host before and after the activity
- Possibility of adding music and exercises
- Possibility of shaping the activity to the guests' capabilities
- Local food or snacks included in the product
- Surfing
- Paddle boarding
- Building a sandcastle
- Building a snowman
- Picnic on the beach

TO BEAR IN MIND



- Plan how to interact with guests
- Find a balance between activities and storytelling
- Share information about responsible behaviour
- No littering
- Check the swimming skills of the guests in advance, and use life jackets when needed

EXAMPLES OF MARKETING CHANNELS



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

INSPIRATION



- [Ilulissat Adventure, Greenland](#)
- [Visit Rovaniemi, Finland](#)
- [Granö Beckasin, Granö, Sweden](#)
- [The Peace & Quiet Hotel, Jokkmokk, Sweden](#)
- [Sisimiut Kayak Centre, Greenland](#)