



# VILLAGE TOUR

Even though the town, settlement, or area where you live couldn't be more normal to you, for guests it can be a new and interesting experience. Take your guests for a village tour by foot, bikes, kick bikes, kick sledges, or toboggans, and share your stories about local life in the area. How many people live here? What kind of activities are organised in the village? Where do kids go to school? How did local communities sustain themselves in the past? How does the recycling system work? What is the community known for? What is the community currently struggling with? Slow down and welcome your guests to your local everyday life by showing them your favourite spots and things you feel proud of. Your stories make the product and can kickstart informal conversations and cultural exchange with your guests.

Don't forget coffee and local snacks!

**GROUP SIZE:** 2-6 guests

**DURATION:** 2-3 hours

**AVAILABILITY:** all year round

**FOR WHOM:** Guests seeking meaningful, authentic, cultural, and slow experiences

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## WHAT IS NEEDED FOR THE PRODUCT



- Knowledge and stories about local life and places now and in the past
- Plans for different routes, according to the guests' interests

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## EXTRA SERVICES



- Bring warm coffee, tea, and local snacks, or take the guests to a local café
- Go to a theatre, museum, pizzeria, or local pub
- Check out the flea markets in town
- Visit a church

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## TO BEAR IN MIND



- Check weather conditions
- Tell tourists to bring suitable (warm) clothing for the tour
- Do not disturb locals in their daily activities; they should not be objects shown to tourists to be stared at and photographed
- Check if any special events are taking place in the village at the time of tour (e.g. a market day or a temporary exhibition)

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## EXAMPLES OF MARKETING CHANNELS



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

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## INSPIRATION



- [Tupilak Travel, Nuuk, Greenland](#)
- [Holiday Village Valle, Utsjoki, Finland](#)
- [Long Ago Peoples Place, Yukon, Canada](#)
- [Tundra North Tours, Inuvik, Northwest Territories, Canada](#)
- [Davvi Siida, Kjøllefjord, Norway](#)
- [Sámi Safari Camp, Tysfjord, Norway](#)