



LOCAL TAXI

It's not the destination, it's the journey that counts. So why would you let your guests get around town by bus or car, when you can make even the transportation an experience in itself? Offer tourists the chance to travel to their dinner appointment, the city centre, or a museum by snow scooter, or take them on a kick sled, husky, or reindeer ride in local Arctic style.

GROUP SIZE: 1-6 guests

DURATION: 1-3 hours

AVAILABILITY: winter months

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

WHAT IS NEEDED FOR THE PRODUCT



- Vehicle—snow mobile, kick sled, reindeer, or dog sled
- Extra blankets
- Schedule of departure times or advance booking

EXTRA SERVICES



- Singing karaoke, local songs during the journey
- Talk about the places you pass
- Beverages and snacks

TO BEAR IN MIND



- Advise your guests to wear warm clothing
- Consider safety issues

EXAMPLES OF MARKETING CHANNELS



- Webpage
- Social media pages
- Intermediaries (e.g., Airbnb, Doerz, tour operators, travel agencies, hotels, destination marketing companies)
- Link to the platform where the event is organised

INSPIRATION



- [The dog taxi transfer, Northern Norway](#)
- [TosiLappi, Enontekiö, Finland](#)