

# Sami Aurora, Team 1



**Sami Aurora Team 1**

Time Line	Customer Experience	Ideas/Improvements	Producer Experience
11:00 on first day			Change bed clothes from the previous guests and do the cleaning
12:00			Put all needed stuff in sledges for example put fire wood / fire lighter in the sled for the stove and leave one person or two of the team in the camp to prepare for the next guests
12:30			other preparations (chop wood, prepare the clothes for the next guests, clear paths from the snow etc.)
13:00		<ul style="list-style-type: none"> <li>• Provide a service to also pick them up at the airport, not only at the Thon Hotel</li> </ul>	One of the team members should join the car provider to pick up the guests at the hotel/airport
14:00	Meet-Up at the hotel lobby/airport, meet the other guests for the first time, drink tea or coffee in the hotel lobby	<ul style="list-style-type: none"> <li>• Drink tea or coffee in the hotel lobby</li> <li>• Provide traditional Sami shoes</li> <li>• Already put clothes in the Thon Hotel the day before, so that the guests will have to clothes already in the morning</li> </ul>	Picking up the guests, welcoming them, offering to take a photoset, put guests luggage in the car, provide the warm clothes + shoes
Drive to the City Camp	Just relax and listen, make photos, get first impression of the environment		short introduction about safety for the transport sledge, the action plan for the next steps

14:20 (Arrive at the City Camp)	Listening to the introduction about the reindeers, enjoy the time with the reindeers, feed them, ask questions about the farm and the reindeers, get in first contact with the owner	<ul style="list-style-type: none"> <li>• Photographer** who will take „the perfect picture" with the reindeers</li> </ul>	Owner welcomes the guests again at the reindeer camp, already prepare the snacks for the reindeers, go with the guests to the reindeers, be open for questions and talks, tell some facts about reindeers, provide a fireplace or wam place for the guests to stay in, while they are not with the reindeers
15:30 (leave to the sled hotel camp)	feel comfortable, safe and warm in the transport sled	If you don't improve the ride of the transport sled to be more smooth: provide the guests some sea sick pills	Staff in the camp start to warm up the hotel sleds and tent, make sure that everyone is secured in the transport sled
16:00 (Arrive at the sled hotel camp)	Get out of the transport sled and get shown around in the camp by the staff, make yourself comfortable in the hotel sled	<ul style="list-style-type: none"> <li>• Little background folk / Sami music at the camp to get in the right mood</li> <li>• Ask the guests which activities they want to do</li> <li>• Provide different activities</li> </ul>	give them a hand to get out of the transport sled, just show them quickly which hotel sled belongs to who, show them the rest of the camp (restaurant, restrooms, etc.), bring the luggage of the guests in their belonging hotel sled, ask the guests which activities they want to do, provide different activities
16:30 - 18:30 (Activities)	get active, experience new activities that they've never done before, enjoy the nature and wilderness, get in closer contact with the other guests and the staff, taking pictures	<ul style="list-style-type: none"> <li>• Snowmobile rides, ice fishing, Sauna (transportable)</li> <li>• Handcrafting Sami stuff (clothes, knives etc.)</li> </ul>	Provide outdoor activities under vision, for example: snowshoe walking, snowmobile rides (sit at the back of a snowmobile), ice fishing, lasso throwing, prepare a warm fire, divide the staff into different parts, one stays with the people who do the outdoor activities, another one prepares a fire, another one tells for example stories or pay attention of the other guests

16:30 - 19:00 (Preparation)	guests are still at the activities	<ul style="list-style-type: none"> <li>• Use traditional plates, cups, forks, etc.</li> <li>• Place reindeer skins at the chairs or bench</li> <li>• Add <chem>CuSO4</chem> (supplement) into the fire to make it appear green</li> </ul>	start to prepare the dinner, put up the plates and everything. The guests should not notice that, warm up the restaurant, prepare the cultural part of the evening, keep yourself updated about the Aurora forecast, be ready to take off for a spontaneous Aurora hunting,
19:00 (Dinner Time)	have the choice of two different dishes, have a good talk with everyone in the room	<ul style="list-style-type: none"> <li>• Play background music again (relaxing or (live) folk music again)</li> <li>• Provide candles/oil lamps</li> </ul>	Eat with the guests, bring the food to the table, be open for questions again, make sure that the food stays hot, one of the staff should prepare snowshoes or transport sled for the northern lights hunting
21:00 (After dinner activities)	experience the northern lights (if possible), get to know more about the Sami culture / northern lights, maybe sit at a camp fire again, stay warm, get a perfect picture with the northern lights	<ul style="list-style-type: none"> <li>• Provide the possibility to have breakfast in the hotel sled, so ask them if they want to have it in the hotel sled</li> <li>• Alternative for northern lights: the northern lights projector inside the hotel sled + create an ice block or snow block with fancy lights in there, so you have at least a spectacle of light at the camp</li> <li>• Hand out head lamps or flashlights</li> <li>• Photographer who helps the guests to take the perfect picture of themselves and the northern lights with their own camera or with the professional photographer camera</li> </ul>	Yolking or handicraft, ask who wants to have breakfast in the hotel sled, go northern lights hunting with the guests by snowshoes or transport sled, tell the guests some background information about northern lights, provide alternatives if northern lights hunting is not possible, hand out some head lamps or flashlights, check for the bathroom if its still warm and that the toilet is not frozen, make sure there's still a good smell in the bathrooms, help guests with photos, briefing the guests about the next day before sleep

During the night	Feel safe and comfortable in the sled, sleep well, have a nice view at the sky from the bed, have a silent sleep, feel safe to go on the toilet during the night	<ul style="list-style-type: none"> <li>Mark a path to the toilet for the night, for that you could use oil lamps/fakels/fluorescent sticks</li> </ul>	have a night-guard, make sure that the toilet doesn't freeze, make sure that the lamps/fakels keep going
5:00 (Preparation for the next day)	Guests are still sleeping	<ul style="list-style-type: none"> <li>Cooperation with a hotel to use f.ex. their laundry, breakfast in the hotel sled</li> </ul>	One of the staff should bring new bed sheets etc. + breakfast food/stuff to the camp, one should prepare the breakfast for the guests, warm up the restaurant, cook the breakfast food, make sure it stays warm all the time, prepare for the activities during the day f.ex. the visit of the tundra plateau or the reindeer sledging, bring the breakfast to the hotel sled (if ordered)
7:00 - 9:00	Guests wake up, enjoy their breakfast rather in the restaurant or in the hotel sled, go to the bathroom, pack their stuff		light up the camp fire, staying with the guests, provide the breakfast, tell the guests about further plans, prepare the transport sled for take-off, one of the staff should already go to the reindeer farm to prepare the fire in the lavuu/reindeer food/reindeer-sledge etc.
10:00 (Check Out)	Guests are leaving the hotel sled, going for sightseeing or to the reindeer farm again, maybe doing reindeer sledging, taking photos, check already for the flight back	<ul style="list-style-type: none"> <li>Provide souvenirs for the guests*</li> <li>Possibility to buy some traditional Sami souvenirs</li> </ul>	grab the luggage of the guests and bring them back to the city camp, be in contact with the airlines about the flights back for example

11:45 (Lunch at the city camp)	Enjoy warm, traditional lunch in a lavuu, storytelling about food traditions, sharing contacts		tell them information about food or other traditions, provide the guests warm food, make a bonfire in the lavuu, make sure that there is enough air in the lavuu, provide hot and homemade coffee, ask the guests for feedback or about their experience, share contacts with the guests to send them videos or photos from the experience, teach some simple words in Sami
12:45 (Departure to the leaving point)	Enjoy the way back to the leaving point, have the opportunity to change back the clothes in an warm environment	<ul style="list-style-type: none"> <li>• Hand them out the handcraft they did before</li> <li>• Provide a warm changing room</li> </ul>	Bring the guests safe back to the leaving point, make a last group photo, saying goodbye to the guests, hand them out the handcraft they did before, collect the clothes and shoes, provide a warm changing room
13:30 (Guests travel on)	Back at the Thon hotel or airport		Bring the laundry to the laundry room, secure and clean the transport sled again

## Notes/Explanations:

1. *Before Arrival:* Write an e-mail to the customers and ask them about their clothes and shoe sizes and tell them about the schedule. Idea for that: Provide a form for a survey that the customer can fill out at the end of the booking or attach it to the e-mail.
2. *Improvement for the transport sled:* depreciation of the sled, secure the sled by adding secure belts, handles, put some anti-slip material on the stairs at the entrance, first aid kit, secure edges with foam or comparable material.
3. *Eat with guests:* Because that makes them feel unity, gives them the opportunity to get more in touch with the local people, feeling of „family“.
4. *Cooperation with hotel:* Using their laundry and also laundry room.
5. *Ideas about handicraft:*
  - a. Pens made out of horns or bones of reindeers
  - b. Carving patterns on bones
  - c. Animal figures out of bones / wood with an original Sami knife
  - d. Drawings on reindeer skin
  - e. Making Sami hats
6. *Introduction to Sami handicraft clothes:* show the guests the different steps from the making of traditional Sami clothes, for example also how the Senja grass is included in the shoes
7. *Provide the possibility to buy a reindeer skin*
8. *Topics for Talks:*
  - a. Which are the most important events in the Sami history?
  - b. What are the origins of Sami language?
  - c. Personal Sami family history
9. *Preparation of the hotel sledge:*
  - a. Provide already fire wood and fire lighters in the hotel sled, so that the guests do not have to go outside anymore to grab wood
  - b. Install a northern lights projector (Example: [Stjernehimmel-projektor med Bluetooth-høytaler – PremiumTek](#)), would be a great opportunity if the northern lights are not accessible. Furthermore it creates a nice feeling in the sled and you can turn it off or on, whatever the guests want.
  - c. Provide reindeer skin to sit on outside
10. Think about the opportunity to move the hotel sledges in the camp, because of more personal space and privacy.
11. Ask the guests regularly if they are cold, because sometime they are too shy to tell. → you are able to help them.
12. *Another activity example:* provide the opportunity to let the guests cook some traditional Sami food on their own. A little cooking course. Chopping some of the ingredients or cooking some of the meat by their self.
13. *Photographer\*\*:* Don't hire an extra person, but it would be good if one of the staff could help them to take the perfect picture of the northern lights with a camera. → knowledge about taking northern lights pictures with a camera would be advantageous.

14. *Souvenirs\**: Wooden cups, small reindeers out of wood, Sami knife (→ cooperation with factory in Karasjok for example)
15. *Handicraft session*: Sit together in a tent or lavoo, one of the staff introduce all the material and opportunities and then show the guests how to create out of wood or bones a knife for example. Work together as a group. Creates a family and intimate atmosphere.
16. *Bathrooms*: provide a separate toilet for the staff. Two toilets for the guests would create a better feeling for the costumers.
17. *Sami shoes*: Provide the opportunity to rent traditional Sami shoes for the stay there. Best way to keep the feet warm. Maybe have a few of the shoes in stock in the most common sizes.
18. *Additional idea*: Run tests with Norwegian guests before really starting with the business. Provide the experience for example for half of the price and ask the guests after this for feedback and improvement ideas.



## Interview Questions Sami Aurora

*Introduction:* We interviewed different people about Sami Aurora. Two of them were young Japanese people.

1. Would it be interesting for you to go to Norway and see reindeers and northern lights?
2. Are you interested to stay in a sledge hotel and watch the northern lights during the night?
3. What would be something that would be important to you for this trip?
  - a. Provide warm clothes
  - b. Easy booking
  - c. Transfer
4. Would you like to have other activities besides the reindeer farm, storytelling etc.?
  - a. Short snowmobile ride
5. Would you enjoy to have original Sami food for dinner?
6. Would it be important for you to get a list with all the ingredients of the food before your stay there?
7. Would it rather be a couple or friends group vacation for you?
8. Imagine going with your boyfriend/girlfriend, who would book the trip?
9. What's a thing that would make this experience unique and memorable for you?

### Answers Person A:

1. Yes
2. Definitely
3. provide warm clothes, shuttle service which picks me up at my hotel, maybe bookable over Airbnb, any booking page, provide hot drink during the tour, give the opportunity to do some side activities.
4. short snowmobile ride, maybe ice fishing, Sauna, cooking course, some insights in traditional cooking.
5. Yes, because it's more real, more authentic, traditional.
6. Yes, good to know.
7. Couple
8. his girlfriend. He would more adventurous trips.
9. Northern lights of course, be in close contact with the reindeers, maybe cook a steak of reindeer for his own, bonfire and the traditional singing.

### Answers Person B:

1. Yes
2. Yes, definitely. Would be an unique experience. Really great to experience the northern lights from your bed. Really good because you sleep in the nature and not near a city. So complete nature feeling.
3. provide warm clothes, maybe book over some known booking websites, its more trustful and easier. Enough time for the reindeers, feeding, petting. In the evening a little gathering at a bonfire. It should be really authentic and should match with the culture and the environment.
4. sitting at a bonfire, snacks for the afternoon, Sauna, maybe ice bathing. Candle light dinner, maybe special dinner for example engagement.

5. more traditional/Sami food, two other opportunities: vegetarian and another „normal“ dish
6. Yes regarding to allergies.
7. could do both, but more for a couple.
8. You or she would wish for it and the boyfriend would book it or together.
9. see the northern lights and be in direct contact with the reindeers.

**Answers C:**

1. Yes
2. Yes, definitely.
3. The whole trip should feel luxurious, that I don't feel that I sleep in a sled. Whole tourism product should be smooth. Maybe a photographer, who will document the journey.
4. snowmobile ride, reindeer sledging, sauna, teaching some of their culture maybe the singing, integrated in the culture, prepare original Sami food. Show how the Sami products and clothes are made and tell something about it.
5. Good to try something, but another alternative would be good.
6. No because the surprise would be destroyed. Would be more great to be surprised about the food. List could be provided by request.
7. Couple
8. She would book it as a surprise and present.
9. The whole experience is something that would stay in my mind forever. Meeting with the reindeers is a really unique thing.

**Answers D (Japanese):**

1. Yes, definitely. Her life dream is to see the northern lights, like to see the reindeers.
2. Yes. She was amazed of the pictures. She would be worried if it's really comfortable and safe. You need trust in him.
3. Safety, great experience, northern lights, stay in that kind of environment is such a new and unique experience. Make friends with him or local persons.
4. short snowmobile ride, Sauna, walk around with snowshoes, playing in the snow, having time to enjoy the environment. Free time.
5. Sami food would be great. Because it's a special trip with a special experience.
6. For her not. But for friends of her, it would be important to know what is inside the food. It's a safer way to provide.
7. Couple and friends
8. together, because she likes to plan trips.

9. see the northern lights, feeling the local culture and local people, many of the people can't speak English, so maybe most of the people wouldn't enjoy the trip, because of the language different. Provide a Japanese information paper, Japanese translator.

**Answers Person E (Japanese):**

1. Yes

2. Yes, it would be a really unique and exciting experience for her, because they do not have anything in Japan that could be compared to this. It's totally different in northern Norway compared to Japan.

3. provide warm clothes, transfer, easy system of booking, easy information, maybe a translation to Japanese. Because they don't speak English. Bathroom, shower is important. Show pictures of the camp and the bathroom. Maybe a Japanese translator, or menu in Japanese.

4. Sauna for example, short snowmobile ride.

5. Sami food would be really great, but also another option because maybe they wouldn't like it.

6. would be really important, because she is allergic to many things. Also good to know what's inside.. not that common to be vegetarian or vegan in Japan

7. both, more couple thing or close friend thing. Couple could be more popular

8. he or maybe together because it's such a big trip

9. see the northern lights, maybe combine with a festival,

## Market Segments:

*Explanation:* In this table there are listed different possible target. They are described and it's also pointed out what's important for them and what you would need to provide to satisfy them.

<b>Market Segment Name</b>	Japanese honeymoon couple	German adventurous couple	Relationship „therapy”	Girls trip
<b>End User</b>	Around 30 year old Japanese couples without kids	30-35 years old couples without kids	35+ years old couples, married, with kids	20+ years young girls
<b>Task</b>	Getting intimate with your partner in a unique way, get closer again, bonding	Get out of your daily life, experience something new, enjoy the couple time	Trying to set yourself back into the beginning of the relationship, add some spice to the relationship, bond again, safe relationship	Adventurous, unique experience with one of your best friends, show in Instagram, bond
<b>Other components needed for a full solution</b>	Candles or romantic lights, little fireplace, maybe Bluetooth box if it's possible and not too loud, great service	Stay warm, great experience with also the other people there	Everything should go smooth, romantic lights, overall great service	Enough time to take pictures, nice places and food, comfortable and warm
<b>Important partners</b>	Good food provider, electric store for the lights, English speaking herders/staff	Good food provider, electric store for the lights, English speaking herders/staff	Good food provider, electric store for the lights, English speaking herders/staff	Good food provider, electric store for the lights, English speaking herders/staff
<b>Other relevant personal considerations</b>	Unique places, service, product. Good placed to see northern lights	Good knowledge about the environment and culture, have contacts to other activities nearby	Contacts to spa resorts, good knowledge about the environment and other activities	Centered at a great place, also contact to other activities, good knowledge about environment

Market segment name	Couples from Kola Peninsula
End user	27-40 aged couple probably with kid(s)
Task	To break away from city life routine, to spend time together in a good atmosphere
Benefit	To gain experience together to strengthen the bond
Example end users	My brother`s family – quiet adventurous couple, but they didn`t do hikes with overnight stay in winter so it will be a pretty unique experience for them.
Lead customers	friends
Willingnes to change	Not that conservative. I think there would be more tourists from Murmansk if there would be a way to simplify a process of getting visa or to cancel the visa regime between Murmansk region and Finnmark.
Frequency of buying	Every season
Size of market	~ 5000

## **Business Model Canvas** (most important information)

*Explanation:* Every important detail about the business is summarized in this model. But for you it's only pointed out the most important things.

### *Channels:*

- How do we want to reach out to our *customers*?
  - Social Media
  - Websites
  - Tourist information
  - Blogs
  - Word of mouth
  - E-Mail
- How do we want to reach out to our *partners*?
  - Websites
  - Be in weekly contact with providers and partners
  - Telephone
  - E-Mail

### *Partners:*

- Material providers for handicraft, sledges, equipment
- Provider for northern lights projector?

For further questions, feel free to contact us.

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