

TEAM 1

SAMI AURORA



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THE COMPANY

Sami Aurora

Located in Kautokeino, Norway

Family owned business

Sami people

Start-Up

Reindeers, hotel sledges, Sami culture

Unique 21-hours experience in the Arctic

THE TASK

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Help the company to improve their
business

Customer and Producer Experience

Come up with new ideas





WHAT WE DID TO SOLVE THE TASK

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Interviews with people from different
target groups

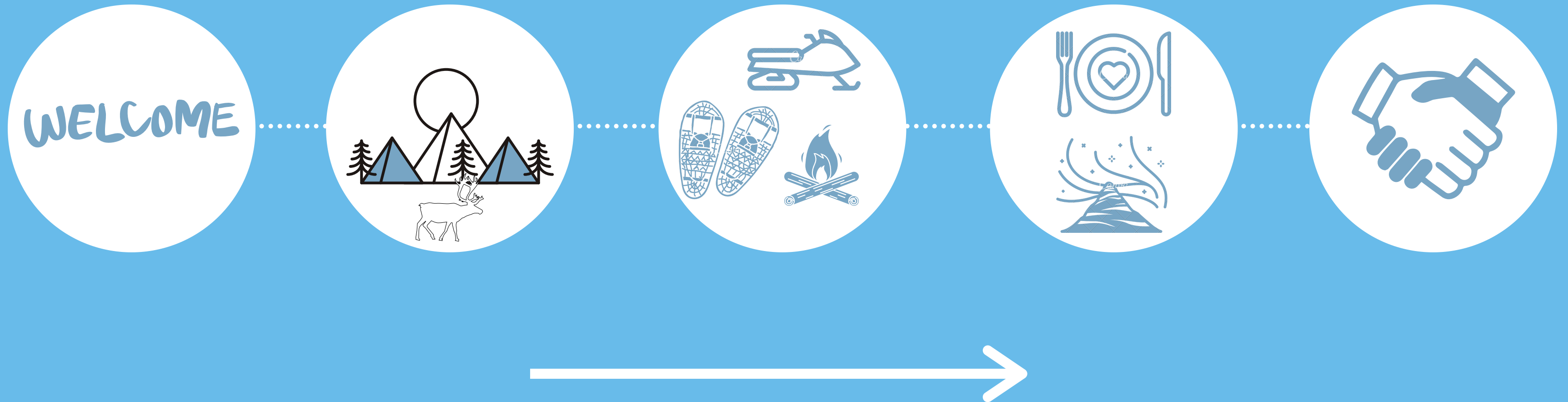
Market analysis

Oriented on the competitors

Prototypes

Group discussions and meetings

THE EXPERIENCE



THE WELCOME

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14:00 pick up at Thon Hotel in Kautokeino

Our additional ideas:

- Guests drink tea and coffee in the hotel lobby before pick up
 - Warm clothes + shoes were already brought to the Thon Hotel the day before
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CITY CAMP

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14:20 arrival at the camp in the city

Our additional ideas:

- photographer who will accompany the whole experience

SLED HOTEL CAMP

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15:30 departure to hotel camp, arrival at **16:00**

Our additional ideas:

- ask the guests what activities they want to do in the afternoon
- play little background folk/Sami music at the camp to get in the right mood



ACTIVITIES

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16:30 - 18:30 time for activities

Our additional ideas:

- snowmobile rides
- ice fishing
- Sauna (transportable)
- handcrafting Sami stuff (clothes, knives etc.)



DINNER

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19:00 - 21:00 dinner time

Our additional ideas:

- play background music again (relaxing or (live) folk music again)
- provide candles/oil lamps
- possibility for guests to cook some of the food by themselves (little Sami cooking course)



NIGHT ACTIVITIES

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21:00

Northern lights hunting/Snowshoe walk to plateau/bonfire

Our additional ideas:

- alternative for northern lights: the northern lights projector inside the hotel sled
- create an ice block or snow block with fancy lights in there
- hand out head lamps or flashlights

THE NIGHT

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Night Time

Our additional ideas:

- mark a path to the toilet for the night, for that you could use oil lamps/fakels/fluorescent sticks





BREAKFAST

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7:00 - 9:00 breakfast time

Our additional ideas:

- get breakfast served in the restaurant or in the own hotel sled

DAY 2

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10:00 Check Out in hotel camp, go back to the city camp

If not already done snowshoe walk to the plateau

Our additional ideas:

- Provide souvenirs for the guests, possibility to buy some traditional Sami souvenirs





LUNCH IN LAVUU

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11:45 lunch in the lavuu
traditional Sami lunch
story telling / yolking
drink hot and homemade coffee at the fire

Our additional idea:

- teach some words in Sami

GOODBYE

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12:45 Departure to go back, **13:30** guests travel on
Bring the guests back to the hotel

Our additional ideas:

- hand them out the handcraft they did before
- provide a warm changing room



MANAGEMENT & FEASIBILITY

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Business partners for equipment (snowshoes, etc.)

Overcoming the language barrier

Providers of material for the handicraft

Run tests

SUMMARY

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Detailed material is provided in a PDF document that will be sent to the company by mail



THANK YOU FOR YOUR
ATTENTION

