

SAMI SIIDA

Laura Aust, Lapland UAS

Kathleen Enage, UiT

Qamar Muuse, Lapland UAS



Sami Siida Case Study

Assignment:

Advise how the international tourists can be attracted during the shoulder season (spring/autumn). What activities can interest them the most (mind the specifics of the seasons)?

Suggest what measures can be taken to have more returning customers from the local community. What would be the most effective channels to reach new local customers?

Customer Target Groups (Business Finland)



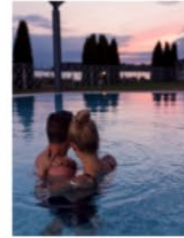
**Nature Wonder
Hunters**



**Nature
Explorers**



**Activity
Enthusiasts**



**"Comfort
Seekers"**



**City
Breakers**



**Authentic
Lifestyle
Seekers**

Redefining Luxury Tourism (the VIP)



- New generation of luxury travellers
- Luxury: more strongly about tangible experiences that are **authentic, sincere, exclusive** and **tailored**
- Emphasis on experiences not things
- Focus on the disconnection
- Meaningful travel: **immersive, personalised experiences** that enrich the life of the traveller
- Meeting needs of self actualisation

Sustainability

- Sustainable & conscious choices dominating global travel markets in future
- Crucial for tourism industry that relies on available natural and cultural resources
- Increased awareness of the impact of actions (Climate change)
- Sincere travel (Culture commodization)



“[...] if you really want to get to grips with Sámi culture then the **annual reindeer migration** offers one such opportunity with just a few lucky *daccu* invited to embark on an expedition that's about as close to an authentic Sámi experience as you could ever hope to imagine.”

Responsible Travel, 2021

3-NIGHT TRIP

SAMI SIIDA



Day 1 : The Journey

Throw lasso with Nils Henrick
cook traditional Sami
food with private chef Jack.



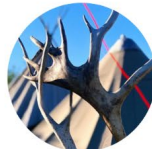
Day 2 : The Disconnection

Slaughter a reindeer
Make Crafts
Cook traditional Sami food



Day 3 : Connection

Continue the work & crafts making
with the slaughtered reindeer.
Naming of wooden cup



Day 4 : The Return

Prepare to return home

VIP 3-nights journey at nature's speed

- Max 6 guests
- Spring: April 15 & May 15
- Autumn: late August to mid September
- VIP ADD ONs: Boat ride, Private chef Jack, Opportunity to slaughter a reindeer, owning a famous Sami wooden cups with names they carved themselves, if requested, a private Sami photographer



DAY 1

Boat or helicopter ride to the Seiland island.

Main activity: Feed the reindeer, help with the herding.

Focus on the disconnection while you practice your lasso throwing efficiency.

Help cook and prepare traditional Sami food with their own private Sami chef, Chef Jack.

Finish the evening with storytelling and Joik.

Introduce guests to the activity tomorrow.



DAY 2

Help feed and herd reindeer

Help with preparation for the slaughter of a reindeer

Slaughter of reindeer, cleaning of meat, etc.,

Chef Jack facilitating the guests in cooking

Finish the night with stories around the fire and toast the day with the famous Sami Siida cocktail drink

Introduce guests to the activity tomorrow. Sleep peacefully in the gamma on a reindeer skin around an oven.



DAY 3

breakfast and coffee outside the fire

Help feed the reindeer, herd the reindeer

Cleaning the slaughtered reindeer from the day before, creating Sami Duodji from the reindeer and other Sami materials with Nils Henrik's family.

Naming their own cup

The guests will cook traditional Sami food by themselves with Chef Jack overseeing the process

Finish the night with stories around the fire and toast the day with the famous cocktail drink or a cup of coffee using their now named wooden mug.

Risk Assessment

- First aid plan
- short and concise information package on first aid and safety before the journey, eg., reindeer ride.
- Consistent first aid training for employees
- Signed consent form from the guests prior to journey.

Ways to develop marketing

- Consistency of using three languages (Norwegian, English and sami)
- Ask your clients to share their pictures and videos online for more engage and growing
- post often, have a consistent posting schedule





Thank You.