



**Tromsø**



**Villmarkssenter**

At Home in the Wilderness





- FAMILY BUSINESS
- FOUNDED MORE THAN 30 YEARS AGO
- LOCATED 25 KM FROM TROMSØ CITY, APPROX. 25 MINUTES DRIVING DISTANCE
- HOME FOR OVER 200 DOGS
- OPEN ALL YEAR ROUND

# Activities in the winter

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Dog Sledding

Husky Snowshoe Hike

Aurora Husky Visit

Expeditions

Overnight programs





# Activities in the summer

Puppy Training

Husky Hike

Overnight programs

Husky Cafe





### Winter guests vs summer guests



- Booking a long time in advance
  - Using more transport provided by us
  - The guests are coming for the activities mainly
  - More groups booked by TOs
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- Booking last minute
  - Renting cars, travelling with caravans
  - Spending more time in the area
  - Looking for things to do spontaneously
  - Wanting to spend less on the activities



# How to increase the volume in the summer?



- Variety of the tours
- Flexibility in booking
  - Shorter deadlines
  - Different timings
  - Booking possibility on the site upon arrival
- Cooperation with local partners
- Good marketing strategy

## **What are the main challenges for the company?**

- Staff issues
  - If no bookings?
  - If many guests arrive at the site at different times?
  - If guests want to book different tours?
- Transportation orders/cancellations deadlines
  - Is the location plus or minus?
- Staying in profit

# Our solutions

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- **Tours are offered daily but different options**
  - Same tour every second day
  - With transport or without
  - With food or without
  - With rain clothes or without







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- **Husky Cafe**
    - Open daily
    - Attractive for locals and foreigners
    - Free entrance
    - Interesting for people
    - Entertaining for dogs
    - May increase the interest for activities



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- **Lavvos and Conference center**

- Designed events
- Kids birthdays
- Weddings
- Graduation parties







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- **Glamping Cabins**
    - Combined with the activities
    - Overnight only
  - **Carting**
    - Desgining a new program - work in progress



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**Thank you!**

Anneli Lääts

Tromsø Villmarkssenter

Sales and Booking Office Manager

[anneli@villmarkssenter.no](mailto:anneli@villmarkssenter.no)

