



Photo: Glød Explorer

How to get touroperator interested in arctic cross- country biking

Different operator for different biking options.

- Tour biking – usually on roads
- Mountain biking – mostly on paths and steeper tracks
- Cycling trips – competitions

What kind of trips does our region offer?

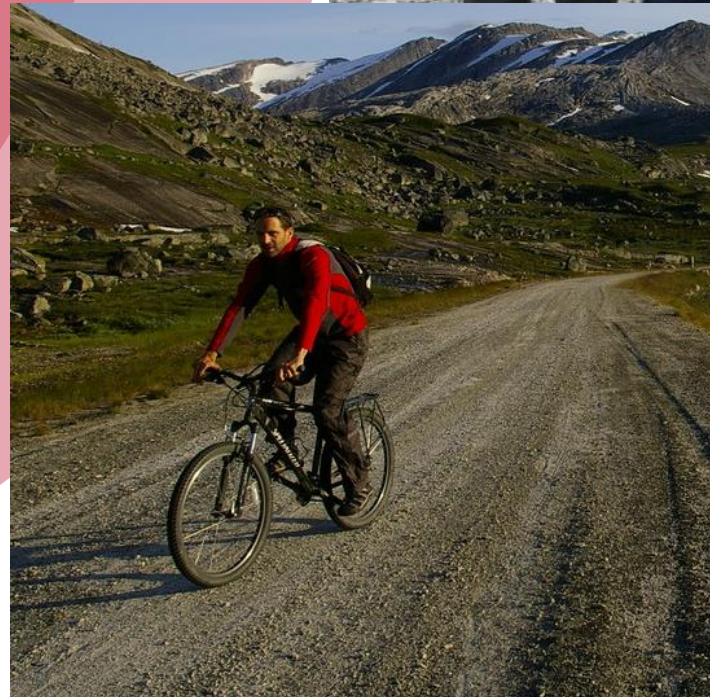




Photo: Katrine Sjørgård

Bike Touring

Organized by tour operators or biking clubs, can sell individual guided or guided trips.

Usually included:

- Transport
- Guide
- Accommodation
- Full board
- Luggage transport
- Bikes

Mountain biking

Most mountain biking takes place on dirt roads, trails and in purpose-built parks.

Usually included:

- Transport
- Guide
- Accommodation
- Full board
- Luggage transport
- Bikes



Photo: Ana Riebelova, Andrea Werner Hahn





Photo: Visit Lyngenfjord

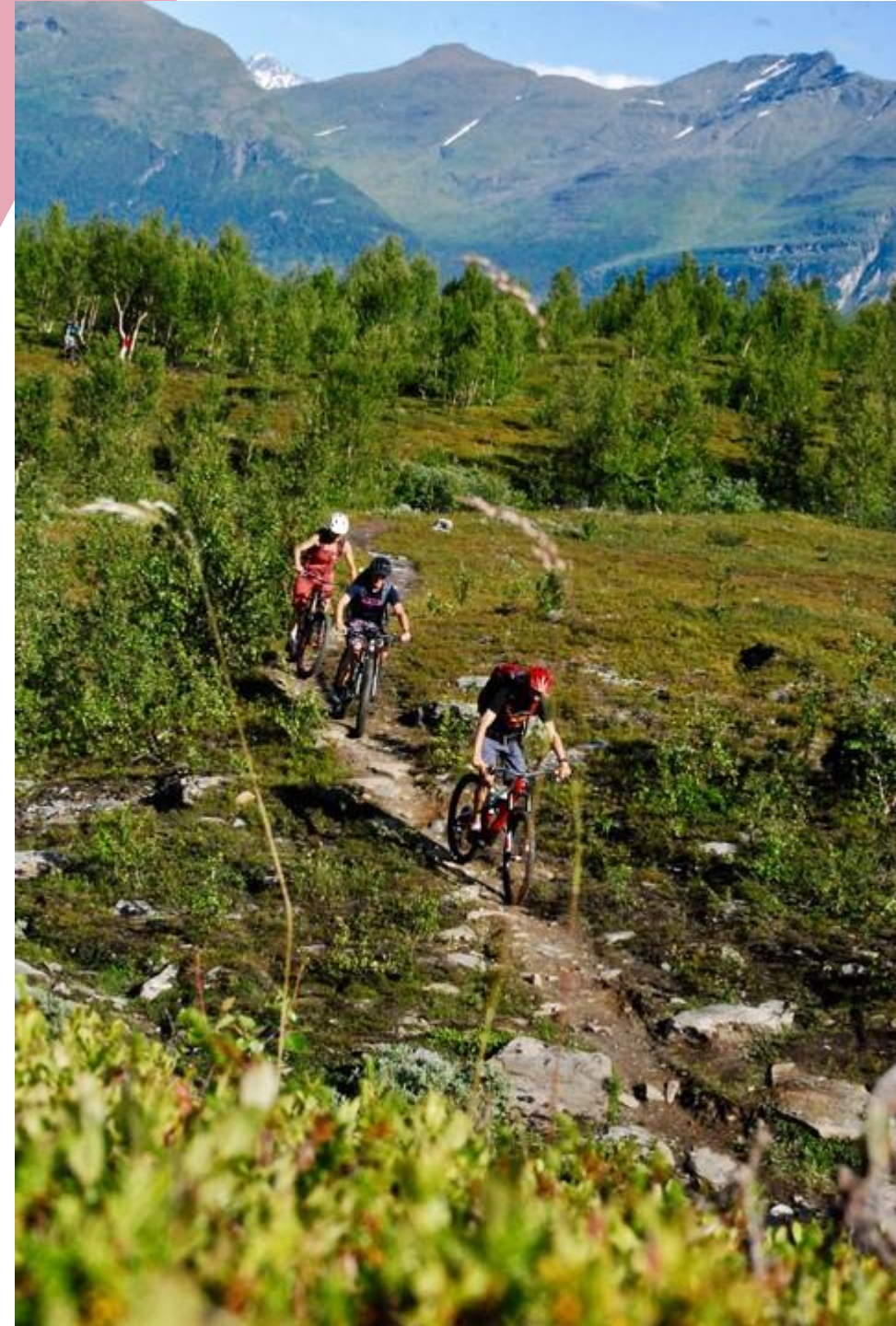
How to find the right touroperators?

- Define what you want to marked.
- Make packages that is eacy for tour opertors to add to their offers.
- Have one contact even if there are several companies included
- Work together
- Reasearch on line to find your touroperator match.

How to make the touroperator sell your product

- Partisipate on workshops and follow up and make sales calls.
- Invite the tour opertors you think can be interrested in selling your trip.
- Let them experience our uniqueness
- It is always eacier to sell something that you have experienced yourself.

Photo: Andrea Werner Hahn



How to help the tour operator sell

- Invite journalists that can create interest for the tour operator – the tour operator can have good contacts.
- Share pictures and films with the tour operator
- Use Social Media to create more interest
- Make marketing plans together



Photo: Verena Sitzinger