

Outer circle – meaning of nature

- **Outdoors - Active:** Part of the activity, place to challenge yourself
- **Outdoors - Lightly active:** Part of the activity, place to enjoy, experience and learn
- **Responsible travelers:** Untouched and vulnerable, place to live the simple life
- **Attraction seekers:** Once-in a lifetime experiences
- **Culture:** The pantry of the forest, place for storytelling and learning
- **Togetherness:** A safe place for being together, have fun, learn and develop
- **Relaxers:** Quiet atmosphere and fresh air, a place to relax and find balance

Outer circle – meaning of culture

- **Outdoors - Active:** *enjoying* nature and local life **24/7**, learning traditional outdoor survival skills
- **Outdoors - Lightly active:** *taking part* in daily living and traditions, storytelling about locals, outdoor life and living from nature
- **Responsible travelers:** *connecting* with the locals and the environment - being, taking part, joining and giving back
- **Attraction seekers:** *a taste of* local specialities and contrasts; stories, spectacular experiences, food, weather and wildlife
- **Culture:** culture is the main reason to go, gaining knowledge and *digging deeper* into Arctic living, historical places, local arts, food and daily activities
- **Togetherness:** *creating memories* by experiencing true stories and the heritages of the Arctic together
- **Relaxers:** *sensing* local atmosphere and learning about local way of living in quiet and relaxed surroundings