**World of Greenland**

Our world is the wild nature and the living culture in the Disko Bay. It’s glaciers, ice and wilderness. It’s quiet settlement life, with a strong sense of togetherness. And it’s closeness with nature during rough winters, with no electricity or running water, but with more human warmth and presence than in much of today’s hectic society. To us, this is World of Greenland.

We operate lodges in the Disko Bay, each with their own focus and identity. By letting guests stay with us in settlements and in the wild, we aim to give them a deeper experience than they can find elsewhere. With us, they get to live and breathe our culture and nature firsthand. They get Greenland under their skin. That’s what attracts international attention to Greenlandic tourism, and that’s what we work to create every day.

By putting our country on the world map as a destination for adventure travel, World of Greenland plays an important part in creating jobs in local settlements. But we are mindful of our role as helpers rather than competitors. We put great honor in pulling other local operators onto the scene through close collaboration, bringing our expertise in designing experiences and organizing logistics to the table.

We want to create lasting jobs that benefit our people throughout the year. That’s why we work to build year-round tourism. It’s also why we provide internships and train local guides and service economists. Our aim is to create permanent jobs across towns and settlements.

The benefits extend beyond our local economy. Sustainable tourism helps ensure that our environment remains intact for generations to come. Our lodges are mainly powered by solar panels, and we aim to minimize their impact on our delicate surroundings. By conveying the importance of preserving our Arctic ecosystem, we inspire our guests to become stewards of our land even after they leave. These visitors become ambassadors, advocating for the protection of our environment in their own corners of the world.

By attracting high-paying and socially conscious tourists, we want to raise the standard of living, and to inspire young people to work towards a future where tourism is a sustainable part of our country’s economy. Our aim is to make a difference far beyond the walls of our lodges.

We are 100 percent owned by the people of Greenland, and we want to contribute to the development of our country. Together with our partners, we work to lift Greenland.