



Press release from AECO - Association of Arctic Expedition Cruise Operators and Arctic Circle Business (for immediate release):

Sisimiut launches Community Specific Guidelines

Sisimiut has become the first Greenlandic town to launch its own Community Specific Guidelines. The guidelines instruct tourists on how to be considerate visitors and were developed using a template created by the Association of Arctic Expedition Cruise Operators (AECO) and partners.

Sisimiut, the second largest town in Greenland, is a popular tourism destination and adventure hub. The town has now launched new guidelines for tourists visiting their community. The guidelines offer tips and tricks to get around and advice on how to be a considerate guest.

Among other things, the guidelines advise visitors ask before photographing locals and are reminded that local dogs are for work, not play or petting. Visitors are also encouraged to shop and eat locally to experience the culture up close, while supporting the community and traditions. Visitors are also advised to enjoy archaeological remains from a respectful distance and to leave only footprints behind.

The guidelines were created by the local business association Destination Arctic Circle with support from AECO and funding from NORA (North Atlantic Cooperation).

“Sisimiut is a popular tourist destination and these guidelines will help visitors understand our town. Tourists often visit for a short period, and these community guidelines are a great way of communicating local knowledge directly to visitors,” says Anette Lings, Arctic Incoming.

Frigg Jørgensen, executive director of AECO, hopes local communities and visitors will embrace the concept of community specific guidelines.

“We are delighted that Sisimiut has become the first Greenlandic community to develop their own Community Specific Guidelines using AECO’s template. These guidelines are a useful way of informing tourists of how to be a considerate visitor. Community engagement is an important aspect of sustainable tourism, and Community Specific Guidelines is one way of facilitating information flow between communities and visitors.”

Sisimiut Community Specific Guidelines are available on the webpages of [Destination Arctic Circle](#) and [AECO](#).

Danish and Greenlandic versions of this press release can be downloaded here:

<https://www.dropbox.com/sh/pwI0rosjv38bpnv/AABaDQj1NqC34-GNY5uA8sPKa?dl=0>



Suggested illustration photos

High resolution illustration image can be downloaded here:

<https://www.dropbox.com/sh/pwl0rosjv38bpnv/AABaDQj1NqC34-GNY5uA8sPKa?dl=0>



Photo caption: View of Sisimiut through a cruise ship porthole (Photo: Destination Arctic Circle)



Photo caption: The new guidelines tell visitors what they should know when visiting Sisimiut, Greenland's second largest town. (Photo: Destination Arctic Circle)

AECO - Association of Arctic Expedition Cruise Operators

Association of Arctic Expedition Cruise Operators is an international organization for expedition cruise operators and associates in the Arctic, dedicated to managing environmentally friendly, safe and considerate cruise tourism. With over 70 international members – including 40 vessel operators, owners and management, and 50 expedition cruise vessels that are organized by the association – AECO represent the great majority of these operations in the Arctic.

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Destination Arctic Circle

Destination Arctic Circle is a Destination Management Organization office, with local employees ready to assist you with knowledge about hotels, attractions, facilities, restaurants and other services that travelers necessarily may need. Destination Arctic Circle wraps around the Arctic Circle in West Greenland, is the size of Greece and has 10,000 inhabitants in Sisimiut, Maniitsoq & 6 settlements. It is the home of Greenland's international airport in Kangerlussuaq.

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NORA

NORA (North Atlantic Cooperation) is an intergovernmental organization under the regional cooperation programme of the Nordic Council of Ministers and it brings together Greenland, Iceland, Faroe Islands and Coastal Norway. The organization builds on the West Nordic cooperation founded in 1981 and became NORA when Coastal Norway joined in 1996. The NORA countries are interlinked by their geographic location, shared traits and common challenges, in addition to multiple historical, institutional and cultural ties. Website: <https://nora.fo/>