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experience tourism pioneer

PM

product manual

2025  
2030



# Northern Lights & Arctic Excursions

27 years in travel business – Over 2 000 nights Aurora chasing

[GUIDEGUNNAR.NO](http://GUIDEGUNNAR.NO) TROMSØ NORTHERN NORWAY 1

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Multi-day trips that take you deeper into Arctic Norway

## **Lyngen Alps & the Magic island of Senja**

5 days

airport Tromsø [TOS]

## **Into the Cod District – Lofoten & Vesterålen**

7 & 9 days

airport Evenes [EVE]

## **Sami District of Finnmark – Alta & Kautokeino**

7 & 9 days

airport Alta [ALF]

## ARCTIC EXCURSIONS

### **Activity menu**

Ice Fishing & Snowshoeing  
Aurora Snowshoe Night Walk  
Cross-Country Skiing  
Fjords View Excursions  
Theatre of Food  
Private Aurora Chase Dinner

&

Dogsledding  
Sami Experience  
Aurora Spirit Whiskey Distillery  
Reindeer Race / Raid  
Ice Fishing by Snowmobile  
King Crab Experience



## ARCTIC EXCURSIONS



Gunnar Hildonen, of Finnish and Sami stock, is certainly the kind of man you'd want with you on an Arctic Adventure; burly, knowledgeable and effortlessly charming, while equipped with a set of survival skills to rival Bear Grylls...

Chris Peakcook  
National Geographic

### Tailor made tours

Private Arctic Excursions packages reserved for optimal flexibility and privacy, GuideGunnar tailor private itineraries to suit guests' needs and wishes.



## NORTHERN LIGHTS

**August - April**

### **GuideGunnar's Private Aurora Chase Dinner**

Perfect for work teams, good friends and family groups. GuideGunnar's Private Aurora Chase Dinner treats you to a Norwegian traditional meal around the camp fire and on-screen introduction to the fascinating physics and cultural history behind the Northern Lights.

### **GuideGunnar's Private Aurora Chase**

### **GuideGunnar's Aurora Chase - with the Guides**

## BACK TO NATURE!

### Ice Fishing & Snowshoe

February - April

On a beautiful lake in the midst of the Arctic wilderness you will be given fishing gear, shown how to use it and how you clean your catch. If you catch fish, GuideGunnar will prepare a hot meal from your fish over the fire on the ice.

### The Bluest lake – Lyngen

June - September

Hike / walk, outdoor lunch, dinner and sightseeing

### Midnight Sun Dinner

June - July

Beach relax where the sun never sets

### Snowshoe Night Walk

October - April

Night walk out into the dark wilderness

### Nature's silence

The "Back to Nature!" tour concept forms part of GuideGunnar's value proposition. Nature's Silence : GuideGunnar – The movie gives a great impression of the Arctic environment GuideGunnar invites his guests to experience. Filmed in Troms, it portrays the peace and quiet Arctic Norway has to offer.



One of Norway's most innovative and experienced tour guides, GuideGunnar is known for his energy and enthusiasm, generously sharing his in-depth, local knowledge of heritage and country. A qualified mountain guide, GuideGunnar was one of the first people in Arctic Norway to give travelers from around the world a unique experience under the Northern Lights. Always a forerunner and quality conscious, GuideGunnar presents new tour concepts that combine outdoor activities in Norway's pristine environment with the very best in local Nordic food and accommodation.

- GuideGunnar has been consistent in his **people centric approach** from the very start by “Working for and together with people, close to nature’, where the guests take centre stage.
- –**establishes collaboration** in an environment of frank interaction, open knowledge exchange and mutual support for increased service capacity.
- –**delivers** over and beyond his status as a sole proprietor through his strong network of carefully selected partner firms.
- –**stays on top of current developments and trends in the travel industry** by investing actively and frequently in industry leading professional development programs. Attending industry seminars not only for its professional development aspect, GuideGunnar sees the networking effect instrumental in his ability to connect his guests with Northern Norway as a whole.
- With an **up-close and personal approach in social media**, GuideGunnar speaks to quality conscious travellers all over the world. "I have had guests from 104 countries join my tours. People from all countries, age groups and classes wish to see and experience the northern lights. With social media there exists no borders, I see the whole world as my market place’
- GuideGunnar **shares his knowledge** through more than 7000 questions answered about Norway and the Northern Lights with more than a decade as a TripAdvisor contributor.



– *Experience* : 27 years in travel business / 19th Aurora season / over 2,000 nights Aurora chasing.

– *Local Knowledge Guide* : I know Northern Norway ... My family have Sami / Finnish heritage.

– *Personal contact* : When booking with GuideGunnar you have direct contact with your guide from the time of booking to happy travellers at end of tour.

- *The original Aurora Chase* : The longest running Aurora Guide in Tromsø & Northern Norway!

- *Comfort* : Lovely journey with comfortable seats and good space.

- *Quality* : Small groups give better connection between the guide and the guests.



**Working  
for and together  
with people,  
close to nature**

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## VISION

GuideGunnar's vision is to show Arctic Norway visitors the beautiful nature and the maritime environment. "I will see to that our guests go home bringing something special with them. To succeed with this, I have chosen to work with quality before quantity, sticking to small group tours".

The foundation of this increment of quality is the co-operation between several firms. The benefit being that the guests will get more out of the tour and the experience of nature itself, while they also more easily will get in contact with the other guests. We who work with this will also have more time for each individual guest. GuideGunnar's aim is that our guests to the Arctic will see the experience of nature as the main ingredient of the total experience.

## As seen in

The TV-series Chasing the Northern Lights provides a rare view into the life of GuideGunnar and fellow activity providers both at work and at home in Norway, Arctic Europe.

“

**He really understands what you need and he really pays attention to all the small details. That's why we like him.**

”

“

GuideGunnar doesn't set out to be the best guide, he just devotes himself to being your friend. That sets him apart from the other guides. You get the feeling that he is really proud of his country and heritage, and that he truly, genuinely wants you to see the beauty of his country and the Northern lights for yourself.

”

Heidi Tai, Singapore

## Good quality transfer

I treat my guests to the best in transfers with my newly acquired 17 seater comfort Mercedes Sprinter Tour Liner. A good-quality, warm and spacious mini bus with on-screen introduction to aurora borealis and Northern Norway.



**27 years in travel business** – Over 2 000 nights Aurora chasing

## Locations

for GuideGunnar's Arctic Excursions in Northern Norway

Lofoten  
Vesterålen  
Senja  
Tromsø region  
Lyngen Alps  
Alta  
North Cape  
Kirkenes  
Sami District

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## Terms of trade

20240408 For purpose of this document: Guests are referred to as Participants. The term 'Tour Operator' comprises of travel agents, tour operators and ITOs. GuideGunnar is referred to as 'GuideGunnar', 'Organiser' and 'Guide'.

## Safety and Security

### Your guide's responsibility

In order to take care of the tour's safety and security, be it winter- or summer tours, GuideGunnar apply the 1:8 model. The 1:8 model sees to that there is one guide per 8 guests. That is, when the number of participants will be more than 8, there will be a second guide joining the tour. In the Back to Nature activities, like skiing, snowshoeing, walking or hiking, we have, also as a quality measure, set an upper limit of 12 guests participating.

All GuideGunnar Guides are experienced in and passionate about outdoor activities and the wild. They hold required, up to date knowledge of first aid and are able to handle a variety of situations in different weather conditions. The guides always bring the necessary safety and security equipment.

GuideGunnar Guides are also responsible for ensuring that everyone in the group is sufficiently equipped and is in a condition to join the tours. If it is the opinion of the guide that someone is not fit to follow a particular tour, it is the guide's full responsibility to deny this person the right to participate.

### Participants' responsibility

GuideGunnar is actively working to ensure the tour will be carried out in the safest way possible. However, it is essential that each participant is covered by an insurance policy of their own.

Parents and other superiors who guarantee for children, are obliged to make sure that everyone in their company is in adequate physical shape to participate in the chosen program.

Each participant is obliged to stay with the tour group for the duration of the tour and to follow the guide's instructions at all times.



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By registering for a tour, participants agree to abide by the guide's instructions and to accept the guide's decisions. This also applies should the opinion of the guide be that someone is not fit to follow a particular tour. It is the guide's full responsibility to deny this person the right to participate and it is the participant's obligation to accept the guide's decision.

Participants or their Tour Operator is responsible for providing GuideGunnar with the participants' mobile (cell) phone number and name and address of their accommodation in Tromsø. This is important in case GuideGunnar cancels the tour due to poor weather and difficult driving conditions. Furthermore, Participants or their Tour Operator is required to provide, at the time of booking, all tour participants' full name, year of birth and country as per travel documentation.

### Insurance

GuideGunnar is insured through Gjensidige. The insurance covers injuries and damages to persons and objects.

GuideGunnar is a member of the Norwegian Travel Guarantee Fund through which and pursuant to the Package Tours Act of Norway, the tour organiser is covering its obligation to refund monies paid by the consumer in the event of the organiser's insolvency.

GuideGunnar requires that each participant is responsible for obtaining and holding a current, personal insurance policy of their own.

### Bookings

For tours lasting more than one day, bookings are accepted no later than 30 days before the tour date. For day programs, bookings are accepted up until the day before the tour date. For GuideGunnar's Aurora Chase tours, bookings are accepted up until 6 pm the same day tour starts. All bookings require a GuideGunnar confirmation of availability and are bound by conditions of payment.

### Payments

Two payment options

- Card payment through the online booking platform
- Bank to bank funds transfer, quoting the tour booking ID upon transfer of funds. Account details at end of this document.

Conditions of payment

Day tours

Tour Operators are invoiced by the end of the month of the tour date month, comprising of all bookings for tours run that month. Invoice is payable by bank to bank funds transfer upon receipt.

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Tour Operators in their first year of contract with GuideGunnar, are required to pay at the time of booking. A discount code equal the commission rate will deduct Tour Operators' commission fee before payment processing takes place.

For tours lasting more than one day

Participants or their Tour Operator are invoiced for a deposit of 25% of the tour fee, payable by bank to bank funds transfer or by card through the booking platform at time of booking.

Participants or their Tour Operator are invoiced the remainder 75% of the tour fee 45 days before the tour date, payable no later than 30 days before the tour date by bank to bank funds transfer.

If booking takes place less than 30 days before the tour date, the Tour Operator is invoiced the full tour fee, payable in full by card payment or by bank to bank funds transfer upon receipt of invoice.

### Commission

Commission earnings

Tour operators earn their GuideGunnar commission fees from guest no. 1.

Commission rate is as set out in the signed Tour Operator contract.

Post tour invoiced Tour Operators can track their commission earnings through the booking platform user profile.

Commission payments

For day tours, the commission fee is deducted from the initial and one invoice.

For tours lasting more than one day, the commission fee is deducted from the final payment invoice. That is, the deposit payment of 25 % of the tour fee is paid in its full value.

Commission rates are subject to the following terms

Tour Operators are required to include a GuideGunnar's tour page on their Tour Operator web site which links back into GuideGunnar's site <https://guide-gunnar.no>.

Tour Operators are required to provide GuideGunnar with the link address (url) to their site's GuideGunnar tour page. GuideGunnar links back to Tour Operator's web site from [guidegunnar.no](https://guidegunnar.no)

### Cancellation and refunds

#### Day- and night tours

10 days: 100 % of the tour fee, less bank transfer costs is refunded you should you cancel your booking 10 days prior to your tour date.

5 days: 50% of the tour fee, less bank transfer costs is refunded you should you cancel your booking 5 days prior to your tour date.

Less than 5 days: No refund is granted for cancellation later than five days prior to your tour date.

No show: No refund granted on no-show without prior notice to GuideGunnar.

#### Package tours

45 days: 100% of the tour fee, less bank transfer costs is refunded you should you cancel your booking 45 days prior to your tour date

In the event that GuideGunnar cancels the tour, due to poor weather, difficult driving conditions or other causes out of GuideGunnar's control which prevents GuideGunnar from arranging the tour, the entire tour fee will be refunded, less bank transfer costs.

### Force Majeure

Please note that the landscape in and around Tromsø and Northern Norway is rough, featuring steep mountains in a maritime environment exposed to at times extreme winds. The weather in Northern Norway can be very harsh, and sometimes these weather conditions comes out of nowhere, such as in the event of polar low pressures. No one can predict where and when they will hit. That means the program for day-, night-, and package tours can be changed by short notice, due to these conditions. While GuideGunnar is in no control of these conditions, he works diligently by planning, as well as keeping a constant eye out on weather and road conditions to make your experience as safe as possible. A trip is never canceled due to poor weather in itself. Cancellations only take place in the event of dangerous driving conditions.

The program may be changed, or cancelled in the event of other unforeseen events causing safety concerns, such as road closures caused by landslides, ferries canceled due to wind and extreme conditions in tour locations. World health issues that the WHO (World Health Organization) publishes are also outside GuideGunnar's control and deemed a force majeure condition of these terms by which GuideGunnar is not to be held responsible.

## Tour Operators

GuideGunnar offer tour operators good terms and live commission tracking.

*15%* commission rate 2024-25 season

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## Tour operator

company name

jurisdiction, biz reg nr

contact first-, last name

contract contact email

phone +

24 hr emergency phone +

accounts email

booking email

payment preference ☐ by card, at time of individual bookings  
☐ by bank transfer, post tour date\*

## Your GG bookings and commission platform

url <https://guidegunnar.checkfront.com>

user

pass

## Commission earnings and terms of trade contract

Tour Operator (TO) and GuideGunnar (GG) hereby enter into an agreement of a

Commission rate of %

Commission agreement period: 2024-2025

The agreement is bound by GuideGunnar's Terms of Trade 2024.

\* packages require a 25 % deposit payment at time of booking

## Contract signatures in agreement of the above

\_\_\_\_\_  
TO signature, name, location, date

\_\_\_\_\_  
GG signature, name, location, date



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*GuideGunnar bank account number*  
IBAN: NO62 260 1358 1435

*Beneficiary bank*  
SWIFT: BLSPNO21  
*Bank name:* Skagerrak Sparebank  
*Bank business address*  
Kammerherreløkka 5  
3916 PORSGRUNN

*Register of business enterprises in Norway*  
Entity name GuideGunnar Hildonen  
Org no: NO980322920MVA

*GuideGunnar address*  
Langsundveien 1997  
9130 HANSNES  
Norway

## GuideGunnar's Service

With his experience and in-depth knowledge of Northern Norway, GuideGunnar seeks out only the best experiences, food and accommodations for his Arctic Excursions tours.

GuideGunnar's diligence and dedication help him find the Northern Lights for his guests at a consistently high rate.

A professionally trained and experienced wilderness guide, GuideGunnar shares his knowledge of nature every step of the way.

A competent photographer, GuideGunnar assists you with your camera and shares a selected best of his images with you.

Good-quality transfers in a warm and spacious mini bus with on-screen introductions to the lights and Northern Norway's cultural history.

GuideGunnar's Theatre of Food introducing you to local cuisine.

A Google Map directions link showing your Aurora Chase tour route  
Arctic-proof warm boots and thermo suit - dress to impress the Arctic's sub-zero temperatures!