



Plagar tú at keypa **SIGARETTIR** o.l. tollfrítt?
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TOLLUR
CUSTOMS

The Faroes through a window

For more than 25 years, the company of Mr Sámal Bláhamar, Tora Tourist Travel, has transported people from all over the world round the Faroe Islands. Tours generally begin from the hotel where the guest is residing, and continue on to a diverse trip round the islands.

Over the days and years, Tora Tourist Travel has taken innumerable guest round the islands by bus. The company has conducted its activities for more than 25 years and is the oldest company of its kind in the Faroes. This is a company with great experience within its field of operations.

Mr Sámal Bláhamar, the CEO and owner of the company, has been a guide for several notabilities. These include the Danish Crown Prince and the current King of Sweden.

Not to the Faroes to sleep

When foreigners come to the Faroes, their intention is not to lie sleeping in a hotel. For the period they are awake, Mr Bláhamar believes they have some good offers.

The Tora Tourist Travel CEO explains that irrespective if the sun shines or the rain comes down in torrents, the bus goes on

twelve weekly tours.

- Our strength is that we can always leave and Faroe nature has always got something special to offer. If it rains, large waterfalls immediately become visible and if the sun shines this is a great experience for our guests, says Mr Bláhamar.

He adds that a scheduled tour always goes ahead, even if there is only one guest. Regarding guest numbers, he says the company is always capable of coping, and if a tour has a duration of more than four hours, a hot meal is included in the trip.

Accepting technology

As time has changed, Tora Tourist Travel has upgraded. This manifests itself in that the company today has its own website, where all reservations can safely be made. This is a simple, easy to use reservation system, which is very easy to understand.

The company also operates a feedback system, whereby those who have been on a trip have an excellent opportunity to report back, with both photographs and text.

- We have over the past few years received many reports from well satisfied customers, who have had an unforgettable

experience together with us", says Mr Bláhamar.

Proud of our nature

When the company undertakes a tour, they always stress the inclusion of a competent guide. There are many examples of people, who although they may have their own car in the country, prefer to take a bus tour instead of driving themselves.

- When we embark upon a tour, I am always proud. I regard ourselves as the most important sector of the tourist industry, as we are in a position to portray to people the true gemstone of the Faroes, which is nature," says Mr Bláhamar. Further, he says they always strive to present themselves as Faroese - to show to their guests that he truly exists in this country, which he is viewing through a bus window.

Outside the summer months, June, July and August, the company also operates tours, but a minimum requirement then is the participation of four paying guests. Guests are free to dictate where to go, irrespective of the normal schedule.



*Sámal Bláhamar director
of Tora Tourist*