How does a non-profit hotel look like? Just look around!

Hotel SØMA is a 100% non-profit hotel chain. Our profits are supporting our welfare work amongst local communities and seafarers in Greenland and Denmark.

Read further to find out how and why.

SØMA 5 Core Values

At Hotel SØMA, the warmth of our hospitality reflects our core values—**warmth of the heart, safety, passion, integrity,** and **serving people**. These principles guide our welfare work in Greenland and enhance every aspect of your stay, from welcoming you to arranging local tours. Experience the dedication that shapes our positive impact both within and beyond our walls.

Why & how

Living and working by SØMA values:
We hope you will feel our values at all 4 hotels, which apply both in our interactions with you as a guest, when partners visit, and in our relationships as employees in the SØMA family:

Warmth of the heart: you are seen, greeted with a smile, and receive our attention

Safety: you can feel at home, even when you are on the go or far from home

Passion: you can sense our focus on making every day the best for everyone, both guests and employees

Integrity: you will encounter mutual respect and understanding for changes and new situations with a focus on solutions

Serving people: we are equals and equally valuable, and it is important to share our surplus and attention with others, as the joy of giving is greater than the joy of receiving.



How it started

Seamens' Home is invited to Greenland to provide simple accomodation and affordable meal for seafarers. For over 50 years, the hotels have been a beacon within maritime welfare work in Greenland.



We are SØMA

As a part of rebranding, we have changed our name to Hotel SØMA, inspired by the original "Sømandshjemmet." While the name and rooms changed, we still continue our welfare work.



Our welfare work

Our goal is to generate resources to aid those in need, particularly among seafarers and fishermen, as well as in local communities through events and activities for children.

Norris Nimanin

Local Impact: Our Initiatives in Nuuk, Sisimiut, Aasiaat, and Ilulissat

"In Nuuk, we foster community through daily interactions—offering support over coffee to seafarers, the homeless, and inmates. We organize events, collaborate on services, and deliver weekly meals. Our motto, 'We value those who connect worlds without being connected,' drives our commitment to enriching lives."

Niels, Hotel SØMA Nuuk

"In Sisimiut, every week we visit the town's institution to share coffee, conversations, and games with inmates, fostering genuine connections. We also meet with ship crews as they dock, discussing their sea life and personal stories. Our mission is to offer compassion and attentive listening, committed to serving everyone we meet."

Henriette, Hotel SØMA Sisimiut

"In Aasiaat, we engage daily with fishermen and sailors at the harbor, providing comfort and conversation. We hosts various events, including creative sessions at "KreaCafé" and supportive gatherings at "UngCafé" for local students. We also organize playful children's days in the summer and open our doors for festive celebrations during major Christian holidays."

Karsten, Hotel SØMA Aasiaat

"In Ilulissat, Hotel SØMA's mission involves daily outreach to fishermen and seafarers, offering coffee, tea, and conversation at the harbor. We distribute magazines, share festive treats during holidays, and engage with the local prison community, providing refreshments and companionship. During Advent, we also host a festive brunch for children and youth at the local home."

Else, Hotel SØMA Ilulissat









