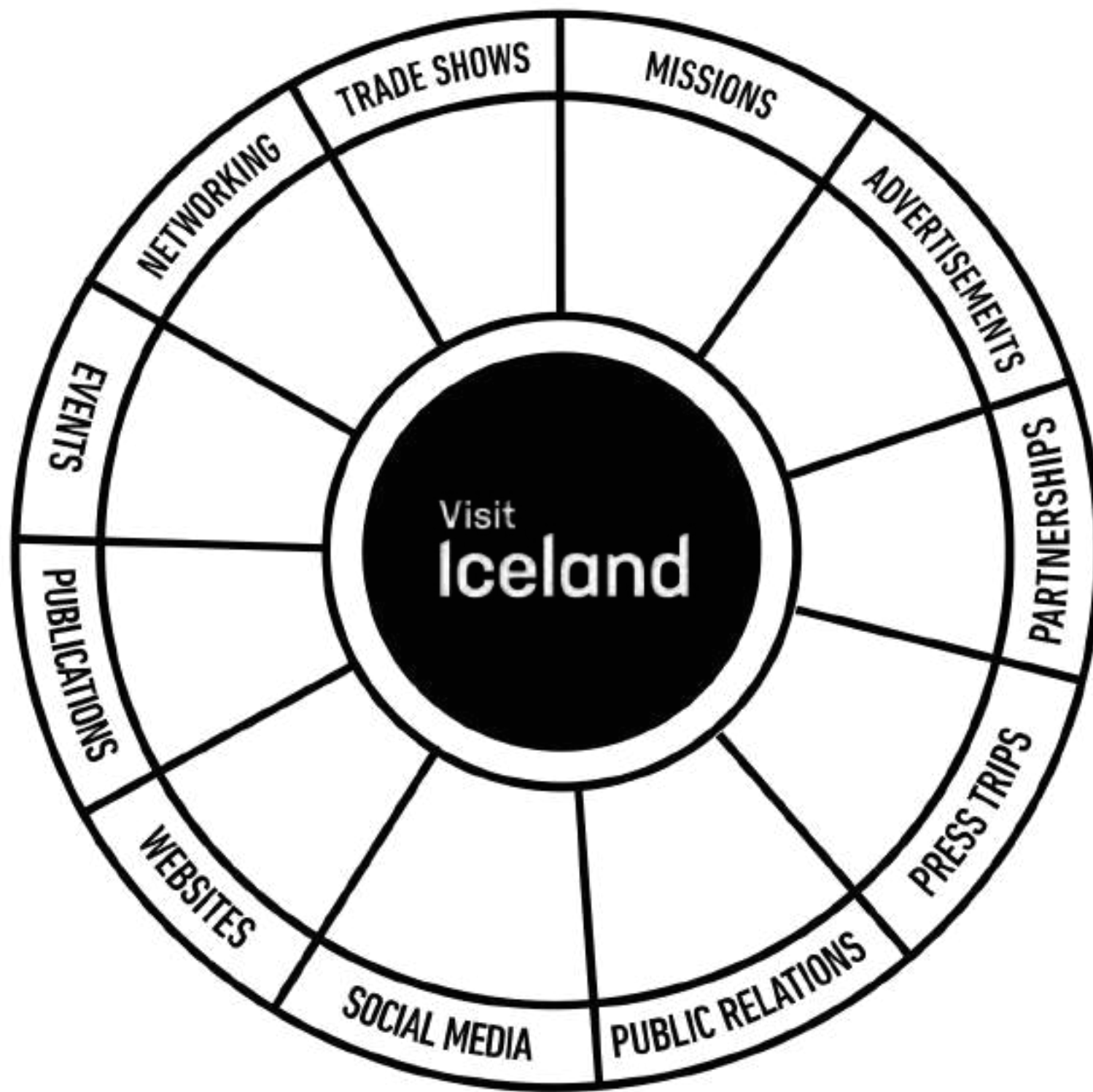


Visit Iceland

Oddný Arnarsdóttir
Head of Visit Iceland

CHASE IT

LOOKS LIKE YOU NEED ICELAND





WESTFJORDS

NORTH ICELAND

EAST ICELAND

WEST ICELAND

SOUTH ICELAND

CAPITAL AREA

REYKJANES

LAND SIZE:
103.000 sq. km.

POPULATION:
390.000 people
3,5 per sq. km

LANGUAGE:
Icelandic

CAPITAL:
Reykjavík

CURRENCY:
The Króna

**CLIMATE,
REYKJAVÍK**
January -1°C
July 11°C

2010

Tourism third largest foreign revenue generating industry

Visitors per year - 500.000 - mainly during summer

Eyjafjallajökull eruption - crisis communication

Promote Iceland established - Inspired by Iceland

2011 - 2015

Increase awareness of Iceland as a year-round destination

2011 - three airlines flying all year round

20-30% increase in tourism - most off season!

Road Map for Tourism - Long Term Tourism Strategy

Tourism Site Protection Fund

Tourism the largest revenue generating industry

Decrease in bednight growth in the regions

Changes in marketing tactics

In line with changes in marketing strategy, we also had to adopt different marketing tactics. This included:

- No more campaign related activities focused on summer – essentially all our marketing budget was directed at off-season tourism.
- No more summer related activities and images in marketing material
- No more „top destinations“ in marketing images and messaging. Focus on developing new interesting destination outside most visited areas.





2016 - 2019

Growth in all regions & lower seasonality

Destination Management Plans in all regions (DMP)

Responsible Travel Behavior & Tourism

2019 - end of a rapid growth period

16 airlines all year around (26 summer)

53 destinations during winter in 2019

High NPS (Net Promoter Score) - 75 points

A dramatic seascape with a bird in flight against a golden, cloudy sky. The foreground shows dark, turbulent waves crashing, while the sky is filled with soft, golden light from a low sun, creating a hazy, atmospheric effect. A single bird is silhouetted in flight against the bright sky.

No one travels to Iceland
for the weather

**Be honest about
what your destination is**

Here the weather can change quickly, from nice and sunny to sleet and gale-force winds in a matter of minutes. However, since Iceland has such a short summer each year, we cannot let a bit of bad weather ruin our good times! Here we are always prepared, whatever the weather.

- From a local tourist company website

A man with short brown hair and blue eyes, wearing a black long-sleeved shirt, is sitting on a grey fabric sofa. He has his hands clasped in front of him and is looking directly at the camera with a slight smile. The background features a dark grey wall with a black metal shelving unit that has three wooden shelves. The top shelf has a stack of books, the middle shelf has a stack of books and a small gold-colored decorative object, and the bottom shelf has a stack of books. To the left of the man is a wooden wall panel with a vertical black handle.

Zack Mossbergsson
Chief Visionary Officer



Mark Zuckerberg · Follow
Amazing. I need to make a trip to the Icelandverse soon. Glad you're wearing sunscreen too 🤪
Love · Reply · Hide · 1 w 2.9K

Author
Inspired by Iceland
Mark Zuckerberg Oh, hi Mark! You're always welcome. Icelandverse is open 24/7!
Like · Reply · Commented on by Ísak Kári Káráson · 2 w 442

Inspired by Iceland
May 27 at 9:41 PM ·
Hey Mark, glad you enjoyed our enhanced actual reality. Hope you had a chance to OutHorse Your Email during your adventures in the Icelandverse!
In case you missed it -> OutHorseYourEmail.com 🇮🇸 🇺🇸 🇩🇪

Mark Zuckerberg
May 27 at 7:32 PM ·

Photo dump from the Icelandverse 🇮🇸



766K

56K Comments 16K Shares



Sólheimajökull, Iceland



Towards Sustainable Tourism

LEADING IN SUSTAINABLE DEVELOPMENT

Profitable and competitive tourism industry in harmony with the country and its people

Tourism that enhances quality of life
and increases prosperity in Iceland

Tourism that is known for sustainable
development, quality and a unique
visitor experience

ECONOMY

PROFITABILITY

- ▶ Increased productivity, value creation and competitiveness around Iceland
- ▶ Responsible tourism which makes use of technology, innovation and product development
- ▶ Targeting of high value tourism markets and harmony between aviation and tourism policies

COMMUNITY

BENEFIT

LOCALS

- ▶ Positive impact on local communities and enhanced quality of life
- ▶ Emphasis on management and development of destinations
- ▶ All regions should enjoy the benefits of tourism, all year round

UNIQUE EXPERIENCE

TOURISTS

- ▶ A visitor experience that is in line with or exceeds expectations
- ▶ Nature, culture and leisure promoting a unique visitor experience
- ▶ Icelandic tourism is characterised by professionalism, quality and safety

ENVIRONMENT

ENVIRONMENTAL CONSERVATION

- ▶ Reduced carbon footprint and pioneering role in energy transition and use of eco-friendly energy sources
- ▶ Balance between the utilisation and conservation of nature taken into account in infrastructure development
- ▶ Respect for tolerance limits and active destination management

➤
2030 Emphasis



**PROFITABILITY
ABOVE TOURIST
NUMBERS**

**BENEFITS FOR
LOCALS IN ALL
REGIONS**



**LEADING IN
SUSTAINABLE
DEVELOPMENT**



**UNIQUE
EXPERIENCE,
QUALITY AND
PROFESSIONALISM**

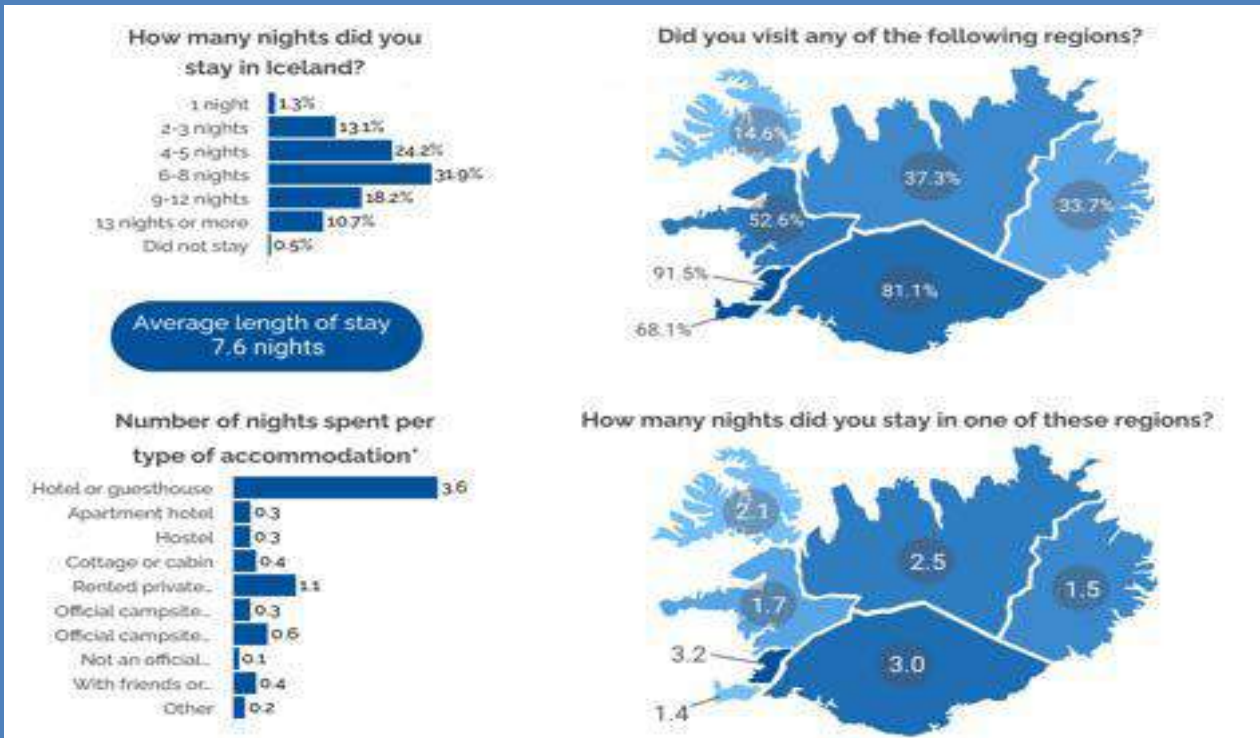
**BALANCE BETWEEN
CONSERVATION
AND UTILISATION**



COMMUNITY - TOURISTS

ENVIRONMENT

2022



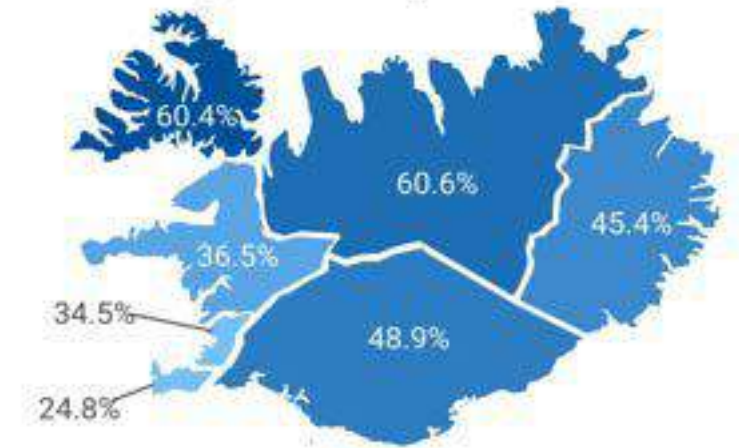
How likely are respondents to visit Iceland in the future



At what time of year is it likely that you will revisit Iceland?*



Which region(s) would you like to visit on your next trip to Iceland?*



Ensure sustainable growth in Icelandic tourism in all regions driven by quality and professionalism





Sometimes you don't know what you need until you

NEED IT

LOOKS LIKE YOU NEED ICELAND