



BEYOND THE GOLDEN CIRCLE





TRANSFORMATION

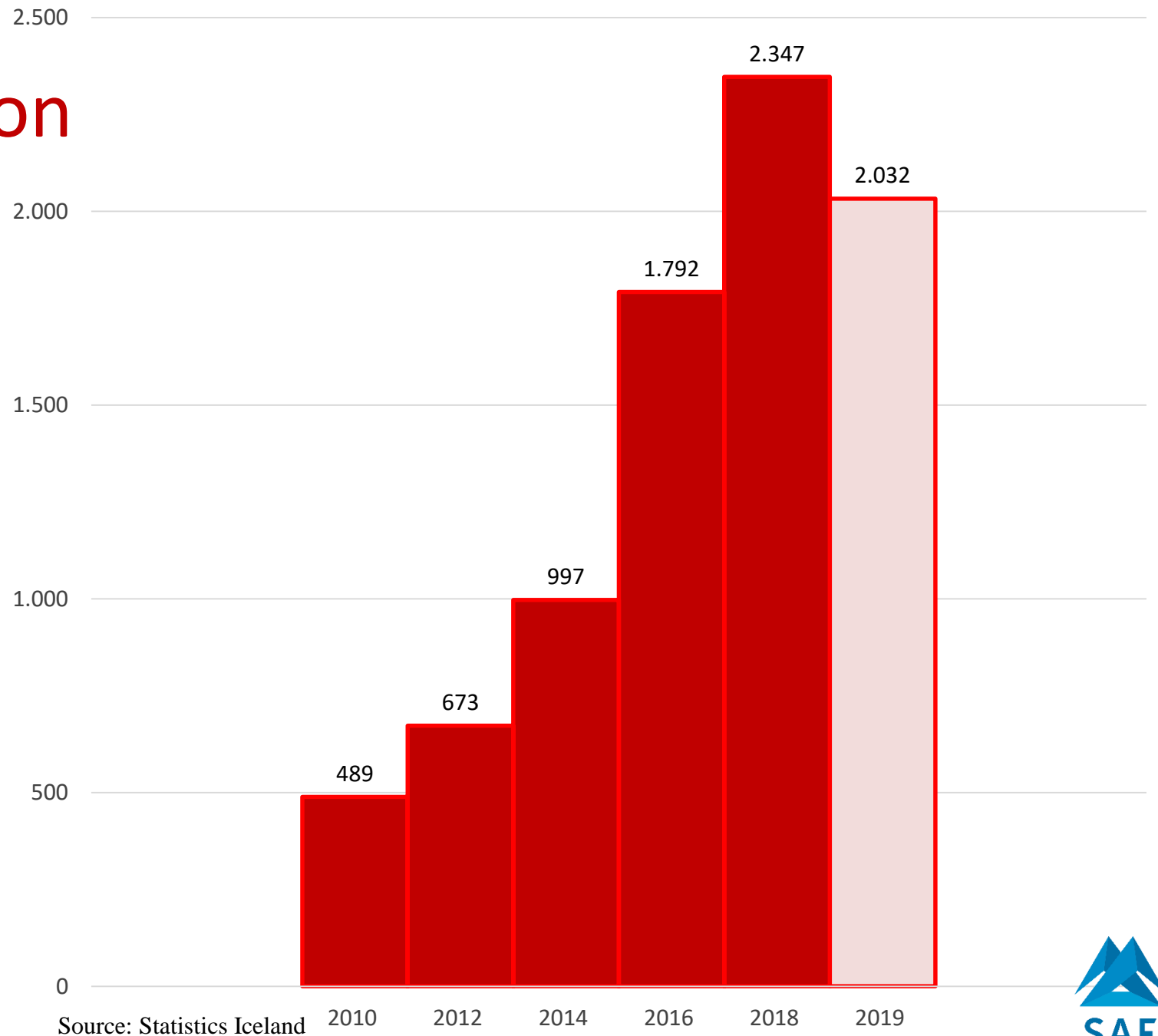
The tourism explosion

Tourism has **exploded** since the Eyjafjallajökull eruptions.

In 2010 the number of international visitors was **490 thousand**.

In 2018 the number was **2.3 million**.

480% increase in visitor numbers 2010-2018



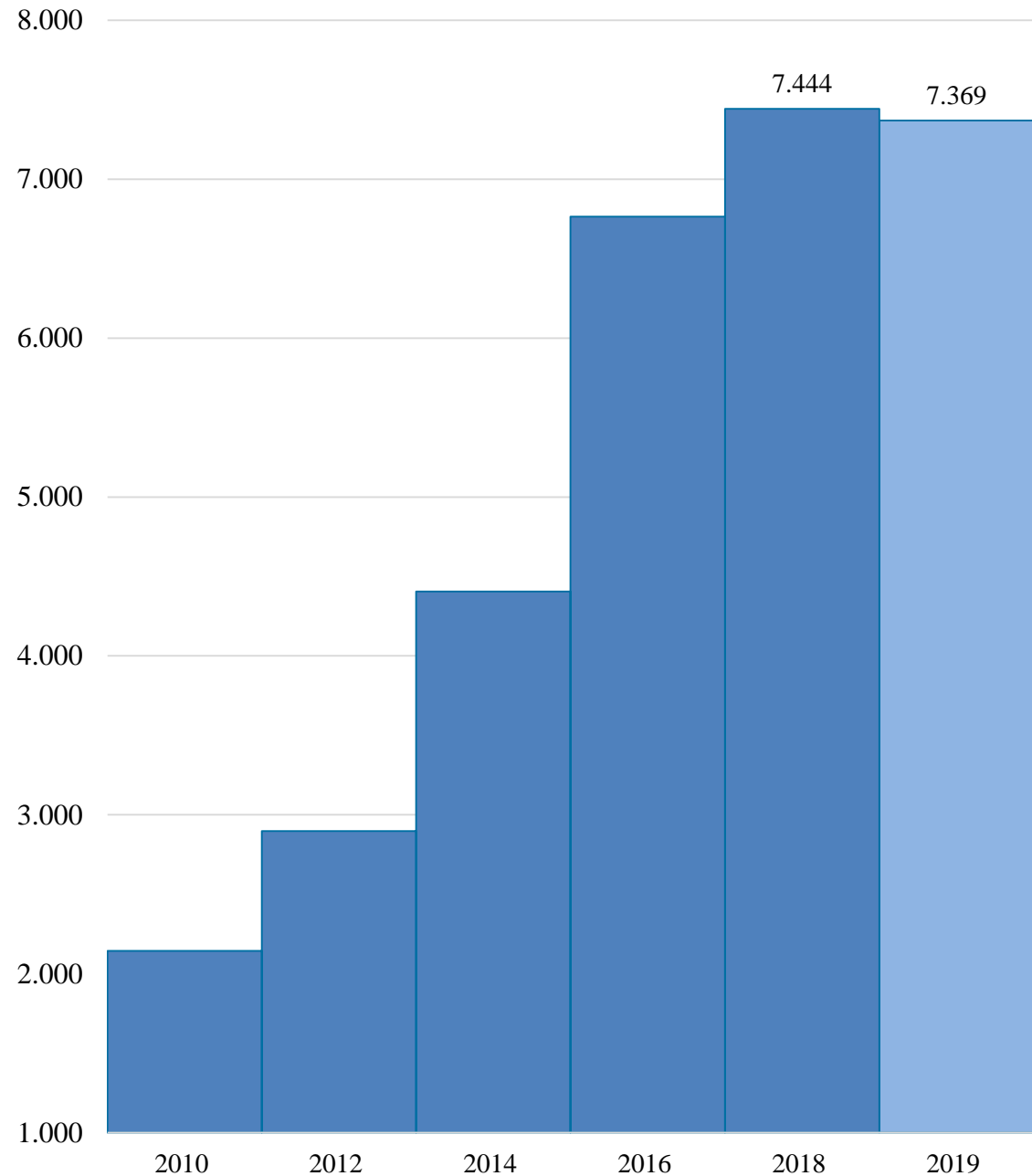
Number of guest nights

all types of accommodation (registered)

Hotels are responsible for majority of registered overnight stays but the Airbnb market flourished.

Average length of stay has increased. In 2018 the average length of stay was 6.3 nights (8.4 nights in August 2019).

New law for home short term rentals, decline in tourist numbers (more competition), weaker ISK, lower prices on more expensive accommodation and changing composition of visitors has shifted demand away from Airbnb to hotels and guesthouses (good news for the housing market).



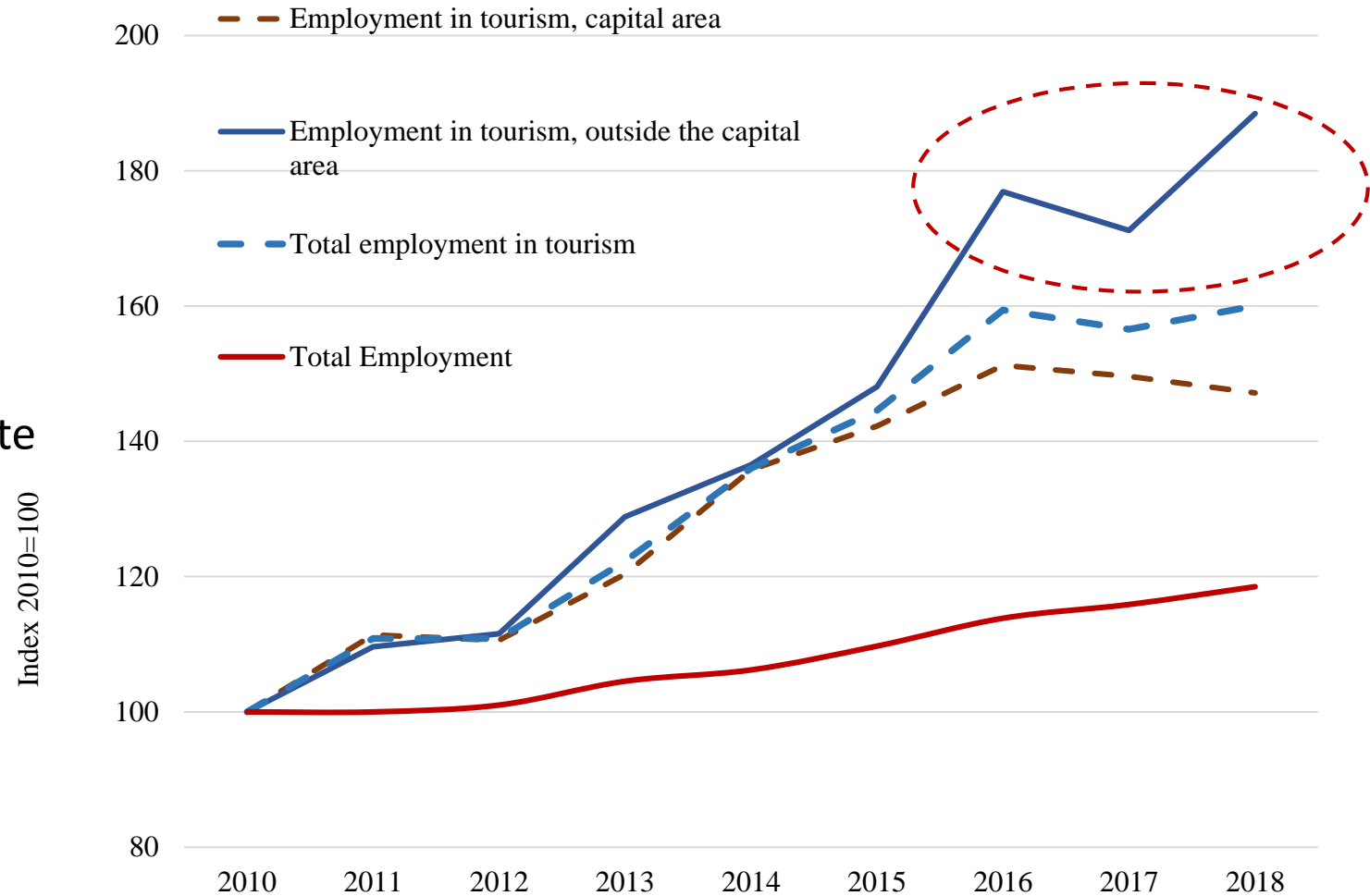
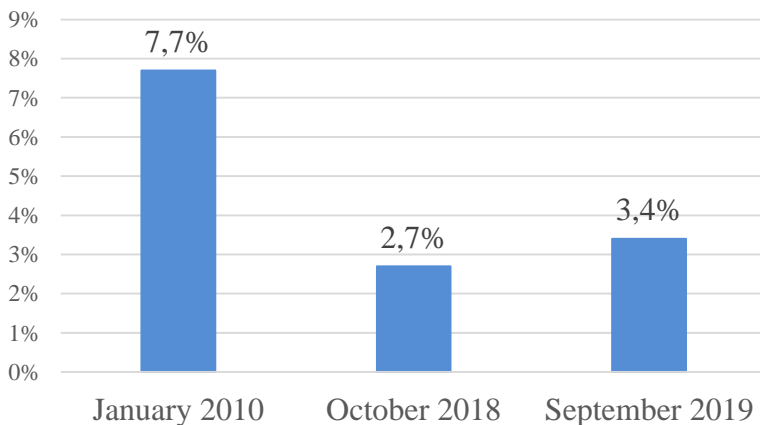
Source: Statistics Iceland

Employment in Tourism

The increase in tourism demand generated new jobs in tourism all around the country. From 2016 job creation was **higher outside the Capital area**.

After 2008 unemployment increased significantly. In 2018 the unemployment rate had dropped from 7,7% to 2,7%.

Unemployment rate, %



Source: Statistic Iceland

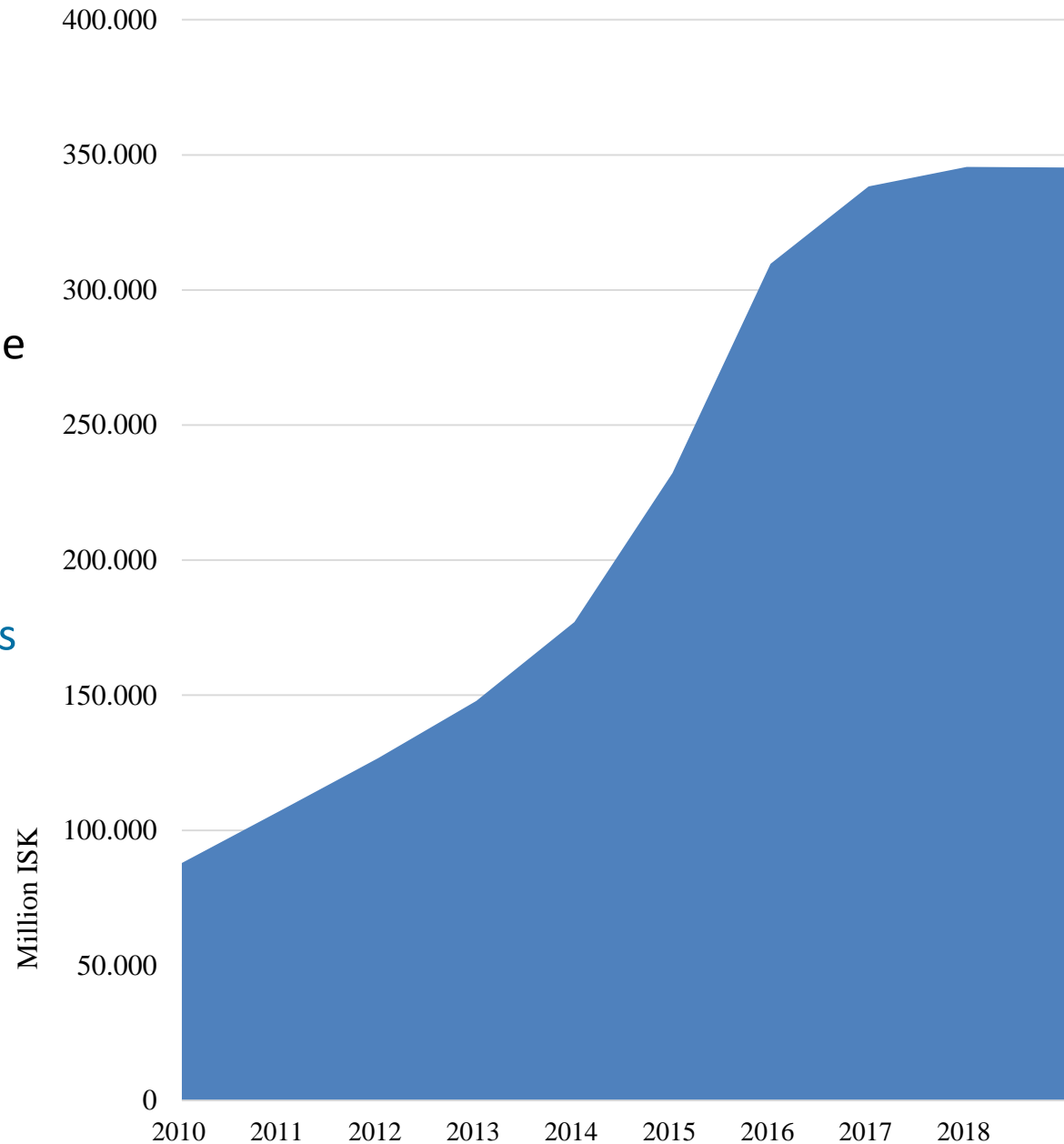
International tourism expenditure

International tourism expenditure has become the top earner of foreign exchange.

Tourism export in 2018 amounted to 39% of total export of goods and services making Tourism the largest export earner, **larger than marine products and metals combined**.

Iceland's top inbound markets are the USA (695.000 visitors in 2018, **UK (300.000 visitors 2018)**) and Germany (140.000 visitors 2018).

Visitors from the other Nordic countries were 165.000 in 2018.



Source: Statistics Iceland

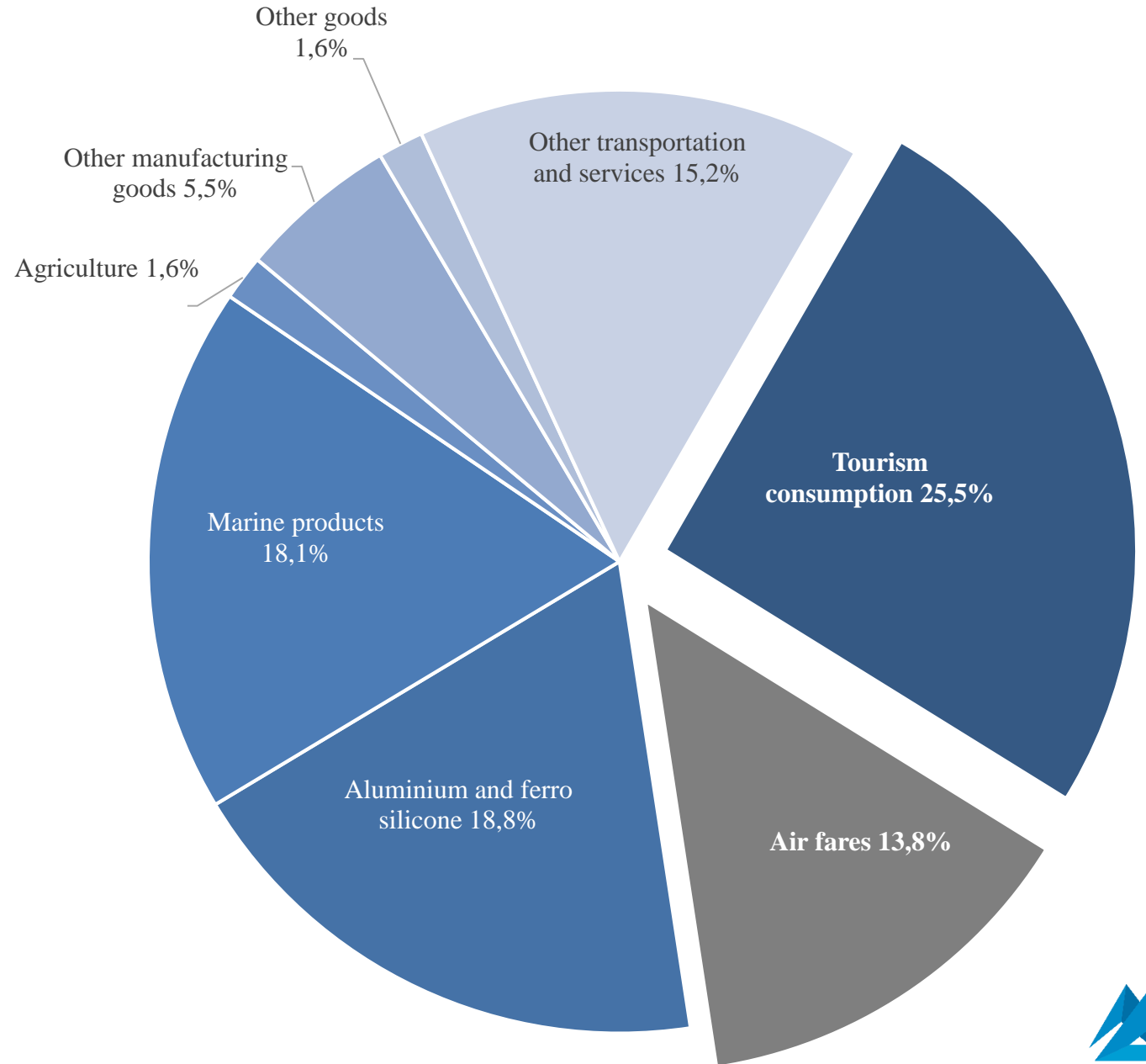
Export of goods and services

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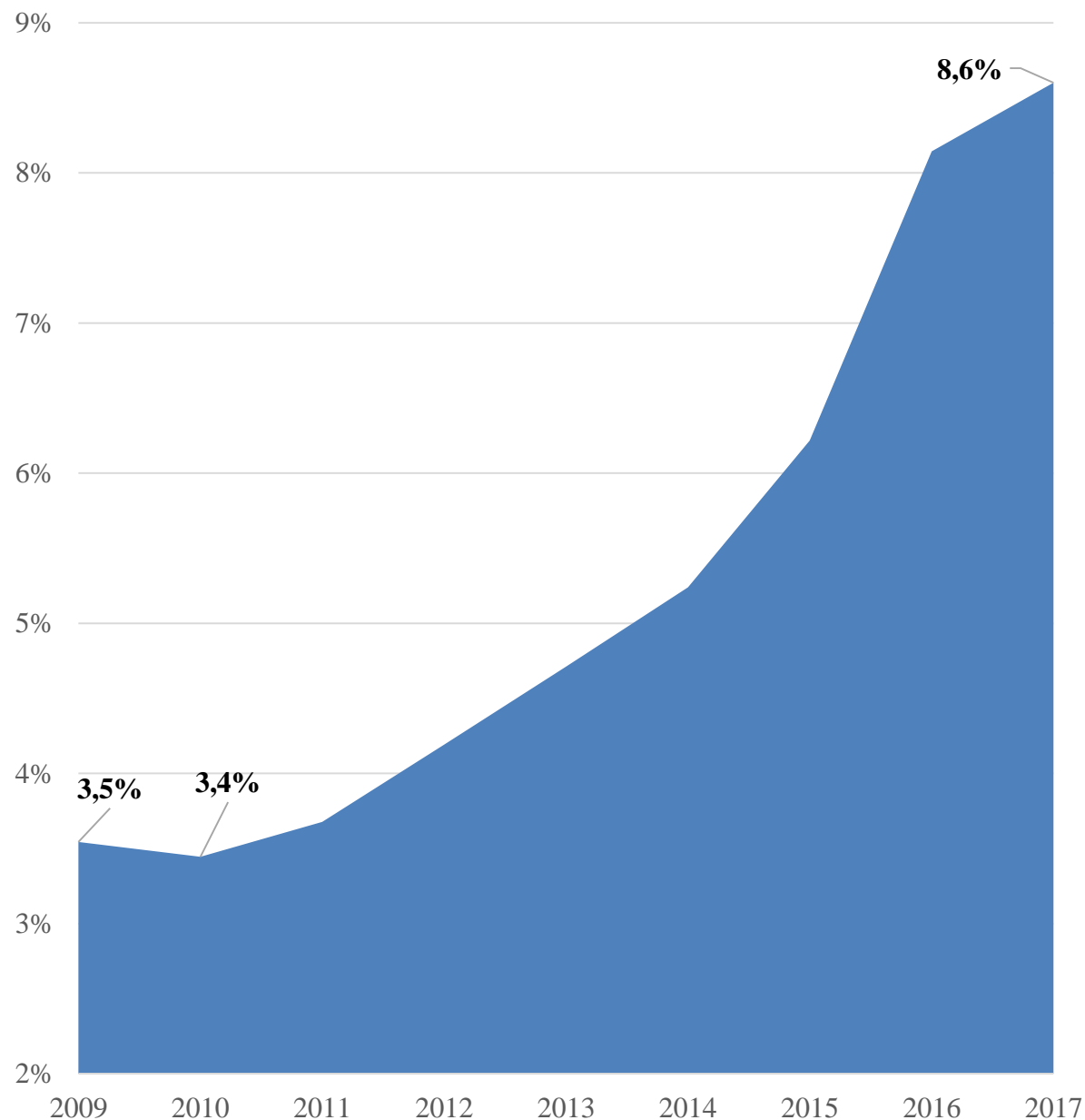
Source: Statistics Iceland

Tourism, % of GDP

Tourism is now one of the core sectors of Iceland's economy, contributing directly 8-9% to GDP and employment in 2017.

In 2017 and in the beginning of last year the economy was operating at full capacity with increasing pressure on the exchange rate and other domestic markets.

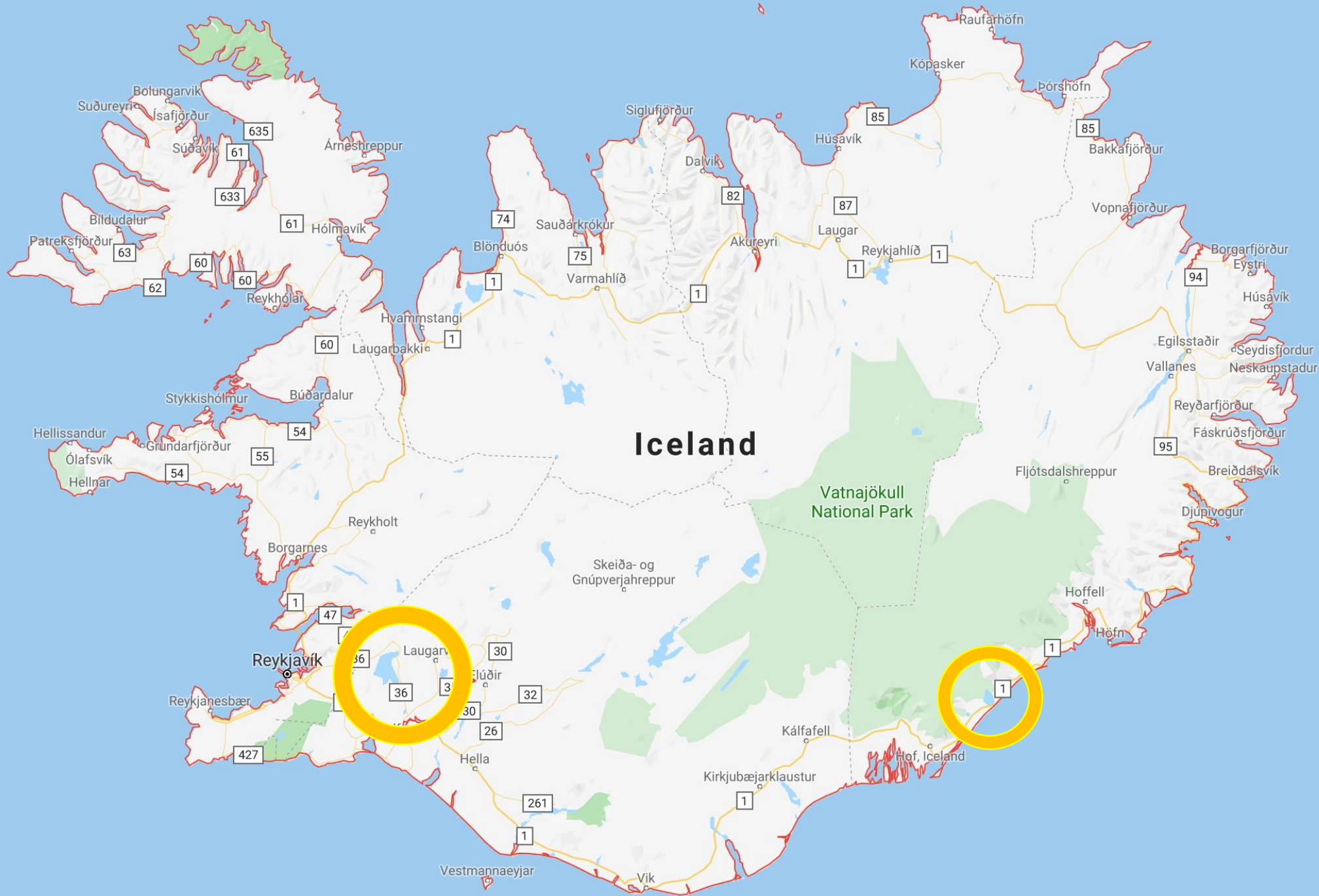
Now Iceland is weathering economic slowdown – mainly because of poorer prospects for tourism as a result of WOW Air's collapse in March and the grounding of Icelandair's Boeing 737 Max jets.



Source: Statistics Iceland

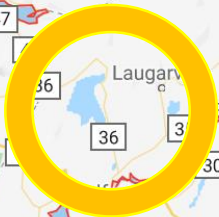
A person in a blue jacket stands on a rocky shore, looking out at a calm lake. The background features dark, rugged mountains under a night sky filled with the vibrant, swirling colors of the aurora borealis. The text is overlaid in the center of the image.

So what's that
GOLDEN CIRCLE
reference all about?



Iceland

Vatnajökull National Park



Top tours and activities in Iceland



Iceland: Northern Lights Bus Tour from Reykjavik

Likely to sell out



€ 50



Reykjavik: Golden Circle Full Day Tour with Kerid Crater

Bestseller



€ 50



Skaftafell: Ice Cave Tour & Glacier Hike

Bestseller



113 Reviews

From € 108



Transfer between Keflavik Airport & Reykjavik City Center

Bestseller



934 Reviews

From € 21



Transfer between Keflavik Airport & Reykjavik Hotels

Bestseller



638 Reviews

From € 29



South of Iceland Full-Day Tour from Reykjavik

Bestseller



€ 50



From Reykjavik: Blue Lagoon Entry with Roundtrip Transfers



€ 20



Golden Circle and Secret Lagoon Day Tour



47

Top tours and activities in Iceland



Iceland: Northern Lights Bus Tour from Reykjavik

Likely to sell out



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Reykjavik: Golden Circle Full Day Tour with Kerid Crater

Bestseller



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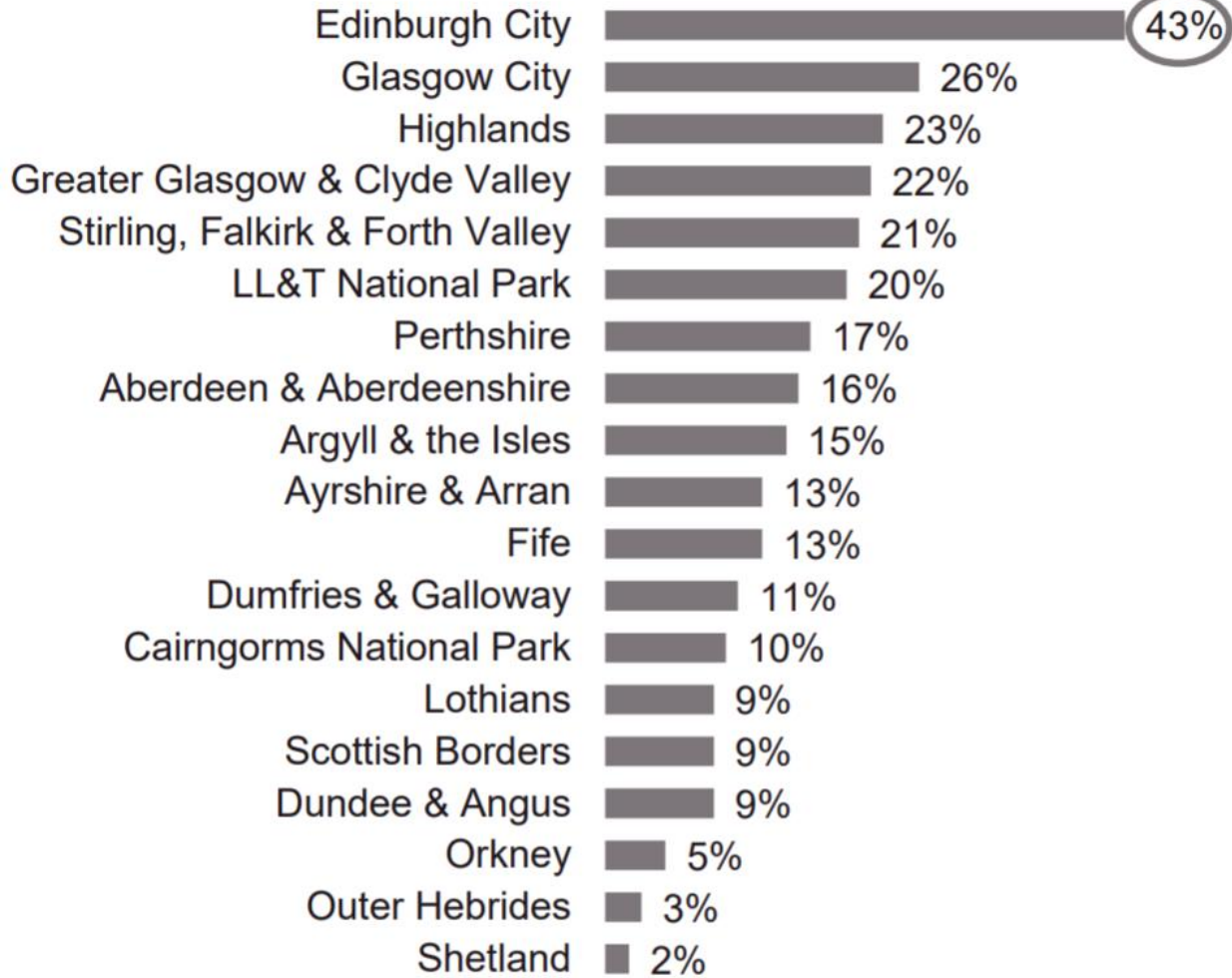
Golden Circle and Secret Lagoon Day Tour



47

Top results are overwhelmingly in Reykjavik, in the southwest area or along the south coast

Number of areas visited differs greatly by market – the further visitors have travelled, the more areas they visit. Edinburgh City was the most visited location, by two-fifths of visitors.



Q1 Which areas of Scotland did you visit on this trip? Base: S2 All (2999)

Average of 2.4 different areas visited

- Scot residents = 1.5
- Rest of UK = 2.1
- Europeans = 3.7
- Long Haul = 4.1



Inverness city, highlands of Scotland

A wide-angle landscape photograph of a mountain valley. In the foreground, a woman with long dark hair, wearing a pink shirt and blue jeans, stands on a rocky riverbank, pointing towards the distance. The river flows through the center of the valley, leading to a small waterfall in the middle ground. The surrounding hills are covered in green grass and moss, with some rocky patches. The sky is overcast with grey clouds, and some snow is visible on the distant mountain peaks.

SIMILARITIES

Increased quality of life

Positive changes to

rural communities

2 million trips

Employment in rural areas Very small communities

Local governments need to play an active part

Nature

Seasonality

3-4000 businesses

Importance of government support

Infrastructure under pressure

companies

Majority small

Family enterprises

A person in a dark jacket and pants stands on the edge of a rugged, rocky cliff, looking out over a vast ocean. The sky is filled with dramatic, layered clouds, and the water shows some white foam from waves. The overall mood is contemplative and expansive.

ENTREPRENEURSHIP

Entrepreneurship is the pursuit of opportunity beyond resources controlled.

Merriam-Webster:

An **entrepreneur** is “a person who starts a business and is willing to risk loss in order to make money.”

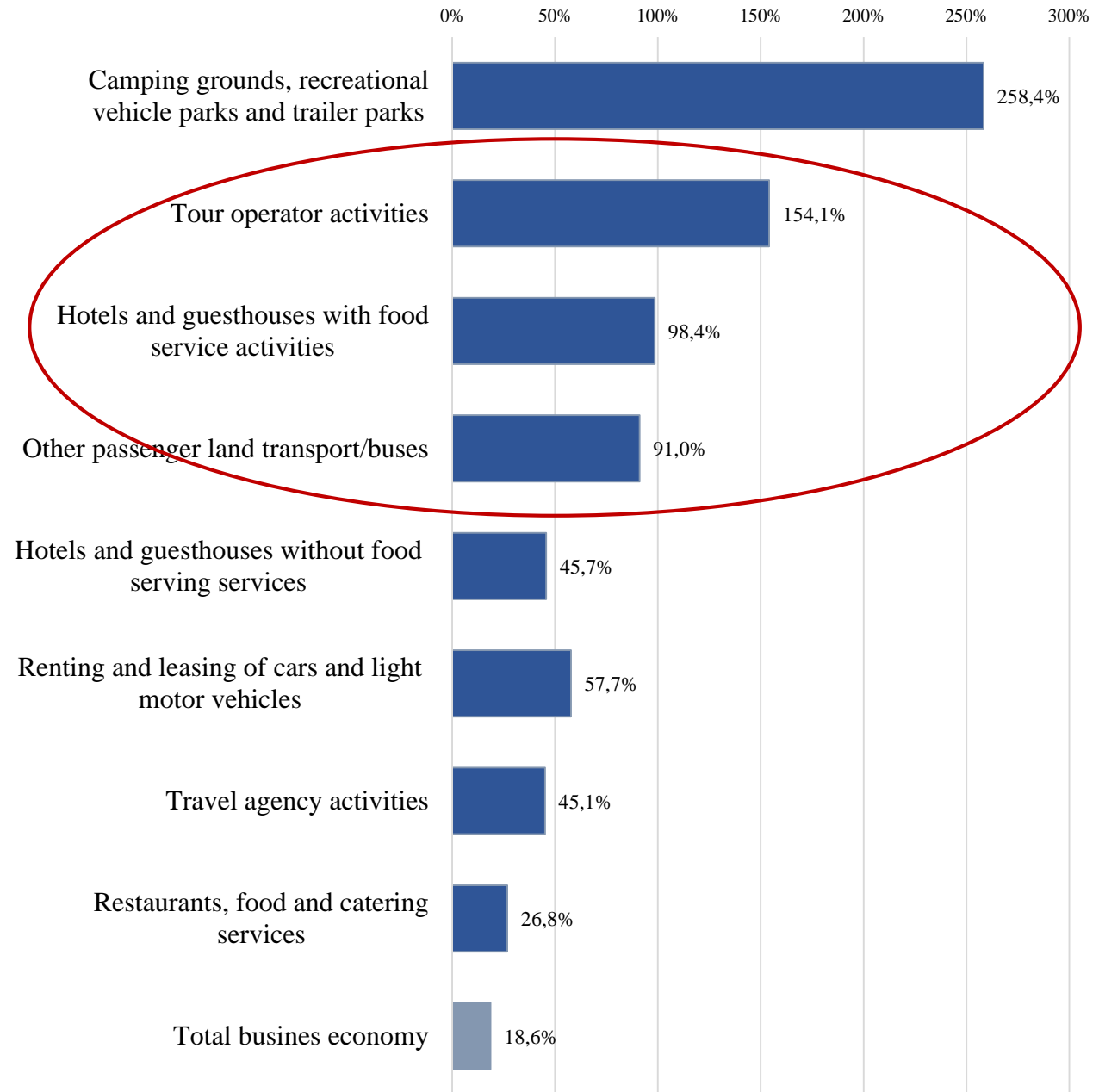
Growth in number of enterprises

% increase from 2010-2018

While the number of enterprises in the total business economy has grown only 18.6%, all sectors of tourism have **grown more**.

The Icelandic economy has become **more stable** with the growth of tourism.

A **fundamental economical change** is in process. The Icelandic economy now has more in common with Germany than Greece. Stability and positive goods and services balance is the new norm for the first time since 1944.



Entrepreneurship is **most important** in rural areas

Challenges

Financing, marketing, seasonality, specialisation within the company, overworked owners, building tourism as a side business, etc.

Opportunities

Innovation, authenticity, collaboration, local community support, technology utilization, quality, sustainability, etc.

Opportunities

Innovation authenticity

technology

quality

TECHNOLOGY



Great connectivity – good adaptability
New **Icelandic** tech solutions
Reliance on OTA's



Products & Localization

Manage all product content in one place: Text, photos & videos, map locations, categorization, etc. Translate to any language, and push changes instantly to channels and partners.



Pricing Management

Manage multiple rates, currencies and offers across different channels using Bokun's flexible pricing features.



Inventory Management

Manage your resources and inventory and publish real-time availability. Create combo products by combining your products with partner products. Easily add optional add-ons to upsell and allow travelers to customize your products.



Online Booking Engine

Generate a booking website in minutes, or add mobile-friendly booking engines to any website, without any technical know-how. It's as easy as embedding a YouTube video. Powerful API for full flexibility.



Credit Card Processing

Accept card payments online through a secure payment gateway, easily manage refunds and cancellations. Bokun is integrated with all the leading payment processors. Just enter your merchant details into Bokun and you're ready to start accepting payments.



Channel Management

Distribute your products to global integrated OTA's, provide agents with a self-service log-in or sell your services directly on any website. As soon as bookings arrive, we'll update the inventory across all channels in real-time.



Contracts & Commission

Manage your commission terms and contracts with sellers and suppliers. Bokun tracks the sales and generates invoices automatically, providing you with real-time overview of your account payables and receivables.



B2B Marketplace

Every vendor in Bokun is connected via the B2B marketplace. Connect with your local or global partners and cross sell via the Marketplace.



Operations & Reports

Easy access to passenger manifests, pick up lists, and customer communication. Powerful sales reports that measure the health of your business.

<http://bokun.io>

426 reviews

8 hours All year

From 81 USD

Golden Circle Minibus Tour | Full Day Excursion

214 reviews

Group discount

5 days Oct. - Mar.

From 1,205 USD

5-Day Winter Package | The Golden Circle, Ice Cave, Northern Lights & Blue Lagoon

152 reviews

Group discount

7 days Sep. - Apr.

From 511 USD

7 Day Northern Lights Self Drive Tour | Destination Ice Cave

73 reviews

5 hours All year

From 128 USD

The Ultimate Glacier Hike from Skaftafell

880 reviews

From 204 USD

Iceland self drive tours

3632 reviews

From 114 USD

Ice Cave Tours

3415 reviews

From 35 USD

Northern Lights Tours & Holidays

4577 reviews

From 42 USD

Golden Circle Tours



<http://guidetoiceland.is>



Hotel PMS

→ About the System

Registration

Contact

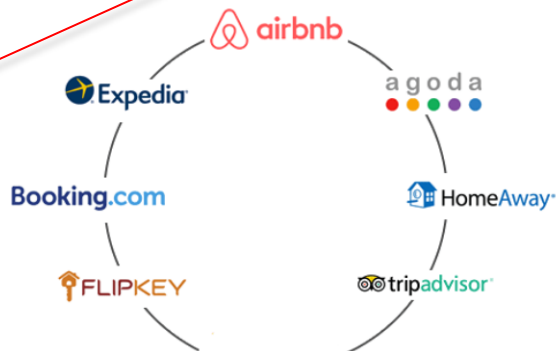
TRAVIA



Godo Property

Godo's PMS is a cloud based solution that keeps all your information in one place. Whether its bookings, information about guests, reports, payments and so much more. The system is suitable for all kinds of properties, whether you have a hotel, a guesthouse, hostel or just renting out your apartment.

<http://godo.is/en>



Skrá inn



Channel Manager

With Godo Property you can include a channel manager where you can connect to every major OTA. They include booking.com, expedia (hotels.com), airbnb.com, homeaway.com, tripadvisor, Hosteling International, Hotelbeds, Agoda, HRS and so many more.





<http://splitti.is/en>

Holistic business solutions for the Chinese market

Payment processing, marketing, customer support and
staff on demand for the travel industry.

CONTACT SALES



Support




BÓKUN

GO  **DO**



**Guide to
Iceland**

 *Splitti*

A scenic landscape featuring a white building, a swimming pool, and a river in a valley with green hills and snow-capped mountains. The word "AUTHENTICITY" is overlaid in large white letters.

AUTHENTICITY



RIDING



BIKE



SUPER JEEP

ABOUT US

BOOK NOW



HOME

EXHIBITION

ACCOMMODATION

LOCAL FOOD

HOT SPRING SPA

DAY TOURS

ESCORTED TOURS

TAILOR-MADE TOURS

LANGUAGE:

ÓBYGGÐASETUR ÍSLANDS

WILDERNESS CENTER





DIVE.IS

MOST POPULAR


SILFRA SNORKELING DAY TOUR

RATED NO 4 EXPERIENCE IN THE WORLD BY TRIPADVISOR



Home > Tours > Snorkeling Tours > Silfra Snorkeling Day Tour

Book here

A wide-angle landscape photograph of a volcanic mountain. The foreground and middle ground are dominated by dark, jagged volcanic rock formations interspersed with vibrant green moss. A dirt path winds up the slope, where a group of about seven hikers in various outdoor gear are walking. In the background, rolling green hills stretch towards a blue sky filled with soft, white clouds. The overall scene is dramatic and scenic.

*“One of twenty places
in the world you must see
before you die.”*

- CNN



THE CLASSIC TOUR YOUR INTO THE GLACIER ADVENTURE

Best Seller

Come join us for an adventure that will lead you to the untouched beauty and raw nature of Langjokull, Iceland's second largest glacier.

A glimpse of life and work at Friðheimar

– where no two days are the same!



Restaurant

Unique food experience among tomato plants.

[Read more](#)



Horticulture

At Friðheimar we grow four varieties of tomato, and cucumbers.

[Read more](#)



Tourist Services

Greenhouse visit, horse show, food experience.

[Read more](#)



Horse Breeding

Friðheimar horses have a good disposition and are willing, with a fine tölt.

[Read more](#)



Our Online Shop

Gourmet treats in The Little Tomato Shop and online.

[Read more](#)

ARCTIC SURFERS

Surf Iceland's Majestic Fjords





OUR REPUTATION IS OUR MARKETING

- READ WHAT OUR GUESTS HAVE SAID ABOUT OUR SERVICES -

[Home](#)[About](#)[Tours](#)[Weddings](#)[Events & Packages](#)[Pink Tips & Advice](#)[Privacy Policy](#)[Blog](#)

WELCOME TO **PINK ICELAND**. WE ENCOURAGE YOU TO BROWSE OUR WEBSITE FOR EVERYTHING TO DO WITH **GETTING MARRIED IN ICELAND** AS WELL AS EXPLORING OUR EXCITING **ICELAND TRAVEL OPTIONS!**



Pink Iceland is a new breed of travel agency for the 21st Century. We believe in creating unforgettable experiences and lasting memories. We will always try to match, or beat, online prices for accommodation, activities and services, while still offering 24/7 access to a real human being, ready willing and able to assist you with all your needs. We are Iceland's first and foremost gay and lesbian owned and operated, travel and event expert. We specialise in day tours, weddings, international and domestic events and festivals as well as organizing tailor-made luxury travel. We love all and serve all but please don't be queerphobic, sexist or racist.



ICELANDIC LAVA SHOW

BOOK NOW

<https://icelandiclavashow.is/>



Embark on a journey aboard Aurora or Arktika that will take you to places you never imagined and transform you in ways you never dreamed.





FORSÍÐA

GISTISTADIRNIR OKKAR

TILBOÐ OG NÁMSKEIÐ

BÓKAÐU FERDIR

RESTAURANT VIÐ POLLINN







THE BEER SPA

Book now

< November 2019 >

Mon	Tue	Wed	Thu	Fri	Sat	Sun
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	1

= Available = Sold out

There are no availabilities on the selected date.



Beer Spa



Restaurant



Outdoor Area

EXPLORE THE

a-ö

OF ICELAND

Make sure you check out the most comprehensive guide to Iceland, yet.

GO EXPLORE





ACTIVITIES

There are plenty of activities you can enjoy in Iceland all year round.



BIRDWATCHING

Iceland is known as one of the best places in the world for birdwatching. A large number of birds make their home along Iceland's coast, including some of the largest colonies in the world for certain...



CAVING

Due to its position on the Mid-Atlantic ridge, Iceland is one of the most active volcanic regions in the world. Its unique geological conditions make for some awe-inspiring rock formations, both beneath...



HAVE A TASTE OF ICELAND

It's delicious, enjoy traditional food or the New Nordic culinary movement depending on your preference.



CYCLING

Travelling around Iceland on two wheels is both challenging and rewarding. There is no better way to experience the beauty of Iceland than from the saddle of your bicycle. Many bike enthusiasts come to...



DINING

The most important ingredient in Icelandic cuisine is location. Iceland is blessed with an abundance of fresh water, clean nature and fertile fishing grounds, while geothermal energy makes it possible to...



FESTIVALS

Iceland offers a range of festivals throughout the year; Iceland Airwaves, Gay Pride, Reykjavik Culture Night, RIFF Reykjavik Film Festival and many more.



ICE CLIMBING

When making a trip to Iceland, it is hard not to pay special attention to the country's namesake—namely, its 4,500 square miles of glacier.



HELICOPTER TOURS

Iceland's diverse landscape is at its most breathtaking when viewed from above, which makes aerial sightseeing tours by plane or helicopter an awe inspiring experiences.



HIKING

Iceland is the hiker's paradise. More than half of the country lies above 400 meters (1300 feet) and the landscape is extraordinarily diverse, with large areas covered with colorful mountains, lava...



NORTHERN LIGHTS

The extreme dark of the Icelandic winter has a few perks. Between September and April, Iceland is treated to a magnificent natural display: the phenomenon of aurora borealis, or what we commonly...



RENEWABLE ENERGY

Iceland is a leader in using renewable energy, mostly hydro for electricity production and almost exclusively geothermal for space heating.



MOTORIZED ADVENTURE

Incredible terrain to speed over, plenty of adrenaline-filled activities to choose from!



MUSEUMS

Get to know the history of Iceland, delve into the cultural heritage or be amazed by outlandish curiosities. The range of museums in Iceland is vast, and they all aim to educate and entertain their guests.



WHALE WATCHING

Iceland is the perfect location for whale watching. The cold waters off the coast play host to a diverse marine life. During the summer months in particular, the shores become a veritable feeding...



RUNNING

Beautiful scenery, great running paths and a climate that's perfect for running with plenty of clean and fresh air! There is everything to like about running in Iceland!



INSPIRED BY ICELAND



SHARE



SCROLL TO
LEARN MORE



Kranavatn

**DRINK
RESPONSIBLY**

A premium water
brand from Iceland

TAKE THE
CHALLENGE



QUALITY

Iceland

30th / 140



Travel & Tourism Competitiveness Index 2019 edition

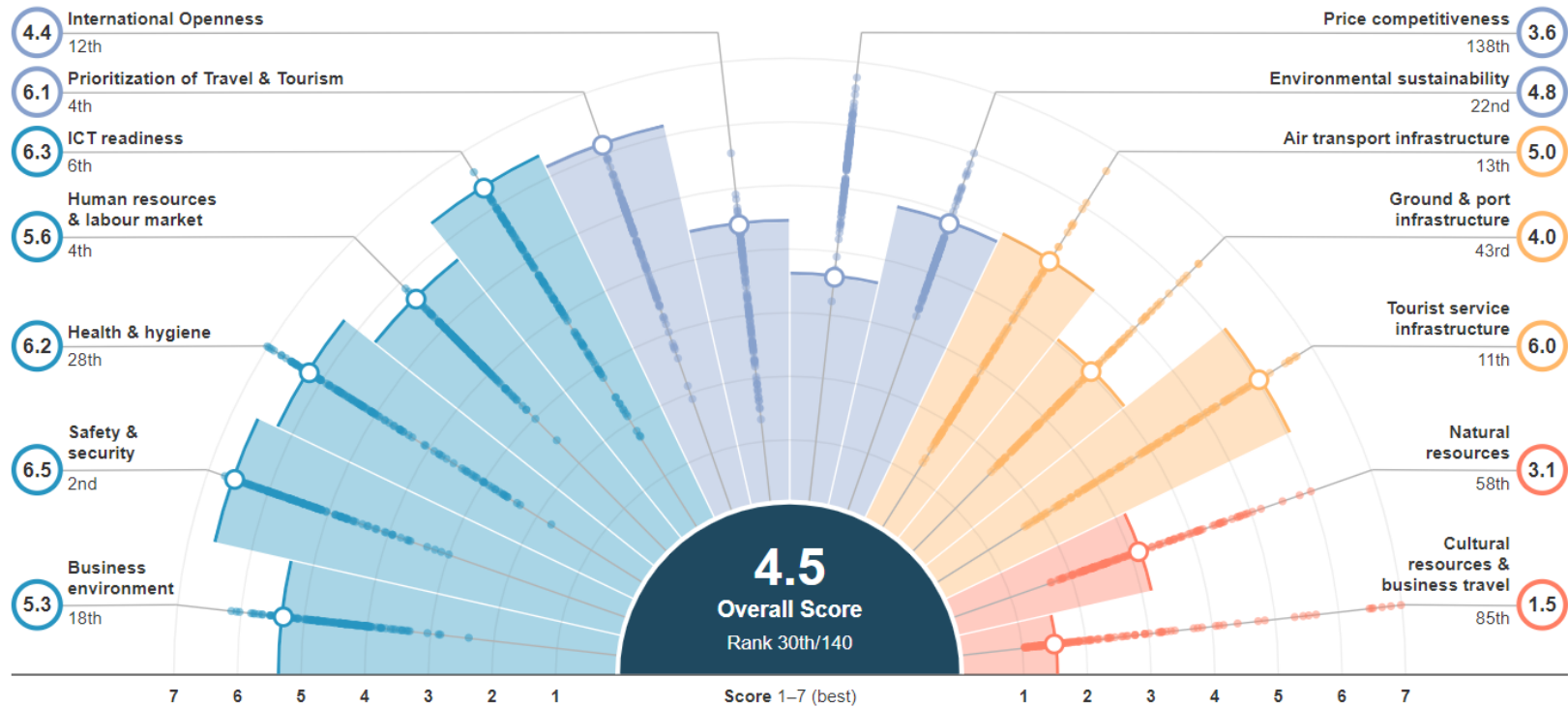
Key Indicators

Sources: World Tourism Organization (UNWTO) and World Travel and Tourism Council (WTTC)

International tourist arrivals	2,224,100	i	T&T industry Share of GDP % GDP	9.0	i
International tourism inbound receipts	US \$3,011.3 million	i	T&T industry employment % of total	15,200 jobs	i
Average receipts per arrival	US \$450.5	i		7.6%	
T&T industry GDP % of total	US \$2,346.9 million	i	T&T industry Share of Employment % total employment	7.6	i
	9.0%				

Iceland Performance Overview

Key  Score Compare with  No comparator



LOOKING FOR QUALITY EXPERIENCES?

VAKINN is the official quality and environmental certification for Icelandic tourism

QUALITY TOURISM SERVICES

Quality criteria for services other than accommodation

[READ MORE](#)

QUALITY ACCOMMODATION

Quality criteria - six categories

ENVIRONMENTAL CERTIFICATION

Silver and gold certification.

THE OFFICIAL QUALITY LABEL

Vakinn is the official quality and environmental certification for Icelandic tourism. Only tourism businesses that maintain high standards in all aspects of business practices and meet **Vakinn's** comprehensive assessment criteria have earned the right to carry **Vakinn**, the official quality and environmental label.

When you see a business displaying the **Vakinn** logo you can be assured that it is trustworthy and professional.

For the travellers, the Vakinn certification means that:

- Certified businesses operate in an ethical, professional and environmentally sustainable way.
- Certified businesses have required systems and policies for a safe and happy holiday in Iceland.
- You make a better choice.
- You can book with confidence.



For the travel trade Vakinn provides:

- Third party audits based on quality- and environmental criteria that have been approved by specialists in the field.
- Confirmation that the company demonstrates professionalism and integrity in quality and environmental work.
- Increased likelihood of fulfilling visitors' expectations.
- A competitive edge based on Vakinn certification

Responsible Tourism Project

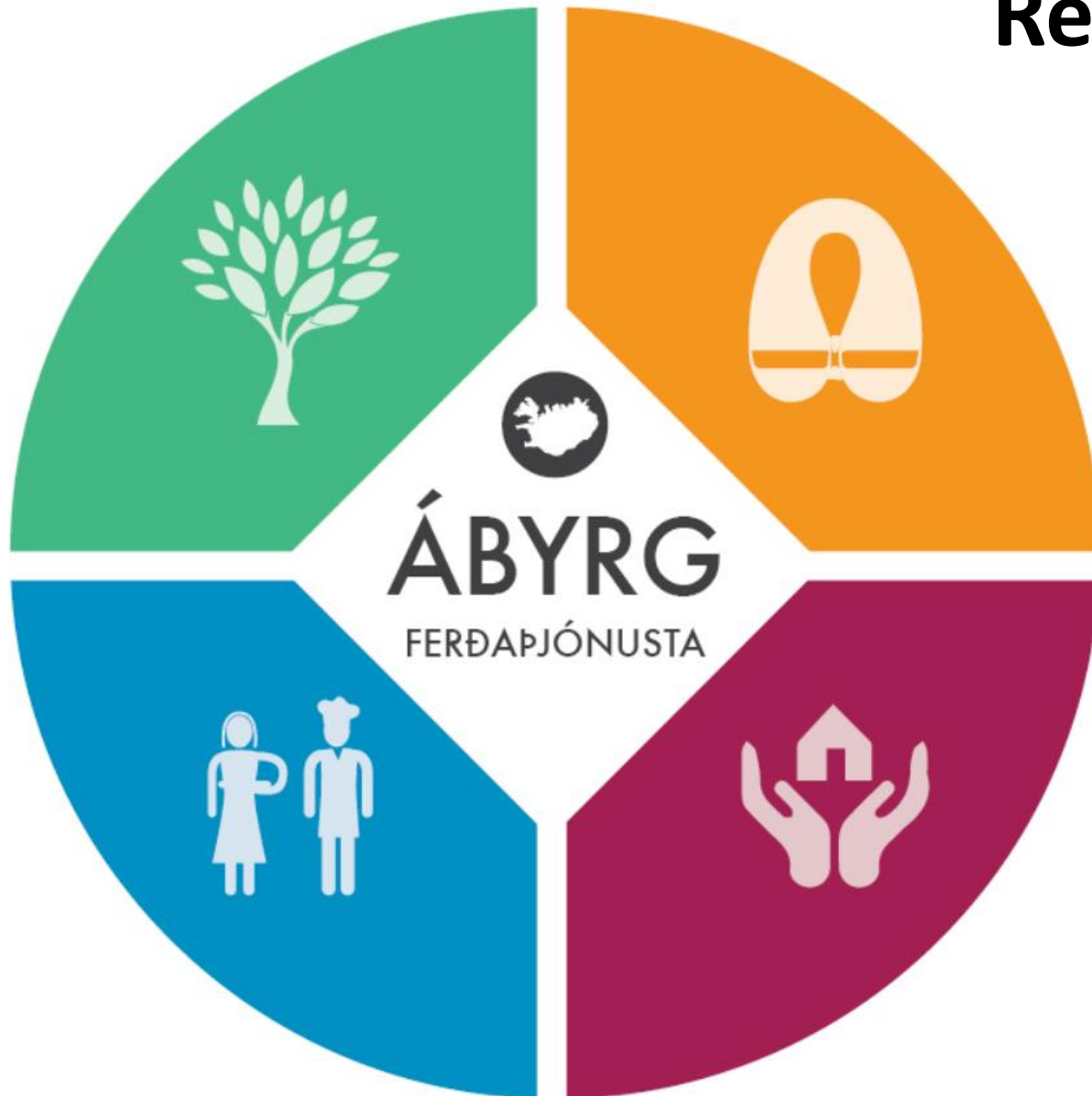
Cooperation Project between The Icelandic Tourism Cluster, The Icelandic Travel Industry Association and the Festa Corporate Social Responsibility Association.

300 companies have signed a the decleration and are in different stages of implementing it.

The Project focuses on four pillars of social responsibility and sustainability:

- Respect our nature and the environment.
- Ensure the safety of our guests and treat them as well as possible.
- Respect staff rights.
- Be a positive influence on local community

<http://www.icelandtourism.is/en>





Adventure Guide Program

International Eight-Month University Program
in Iceland for Adventure Guides

About us

- Established 2017, pilot project for three years
- Financed by the Ministry of Industries and Innovation
- Hosted by the Education and Training Service Centre (ETSC), a company owned and founded by the Social Partners back in 2003



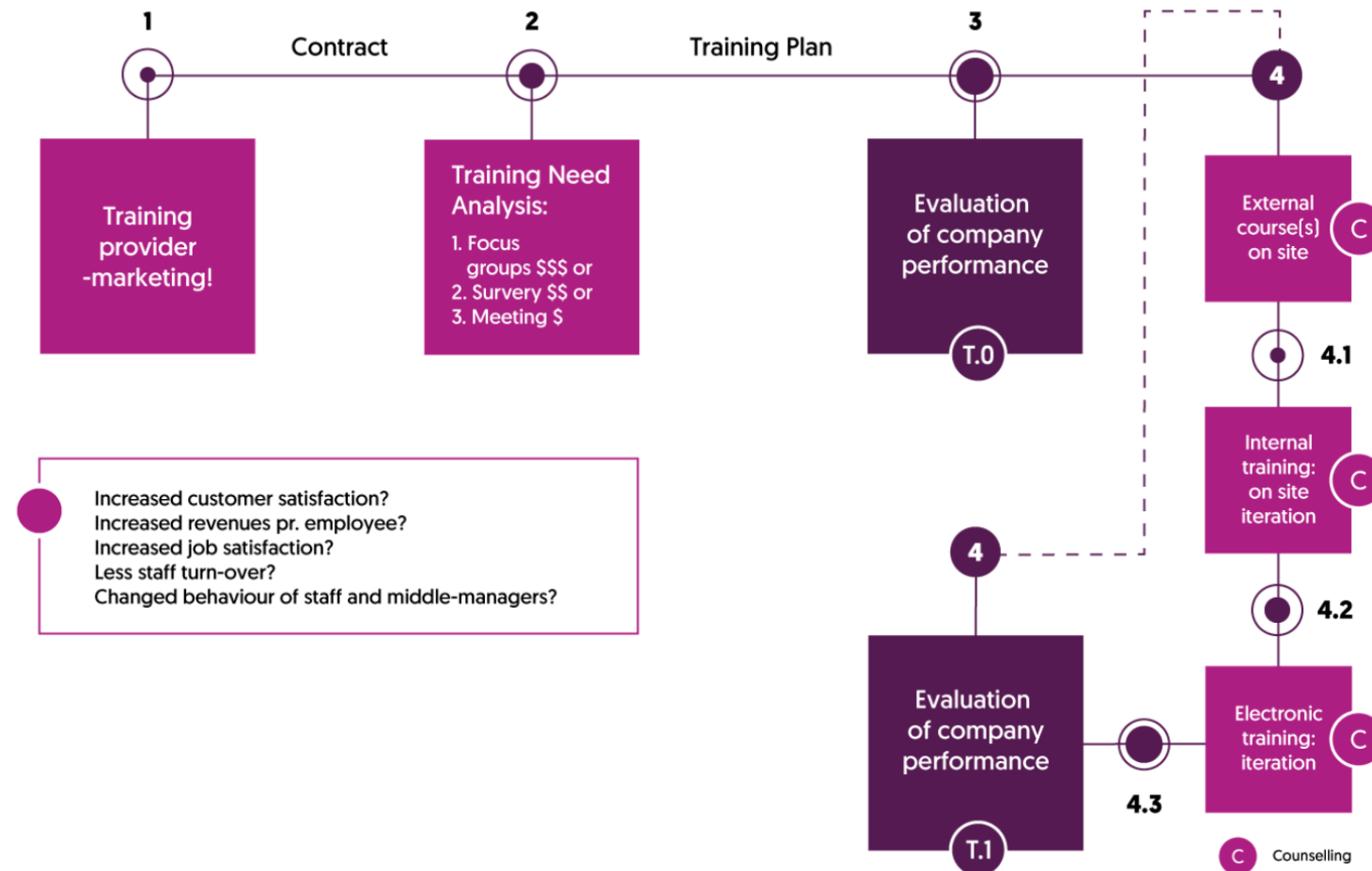
Our mission is:

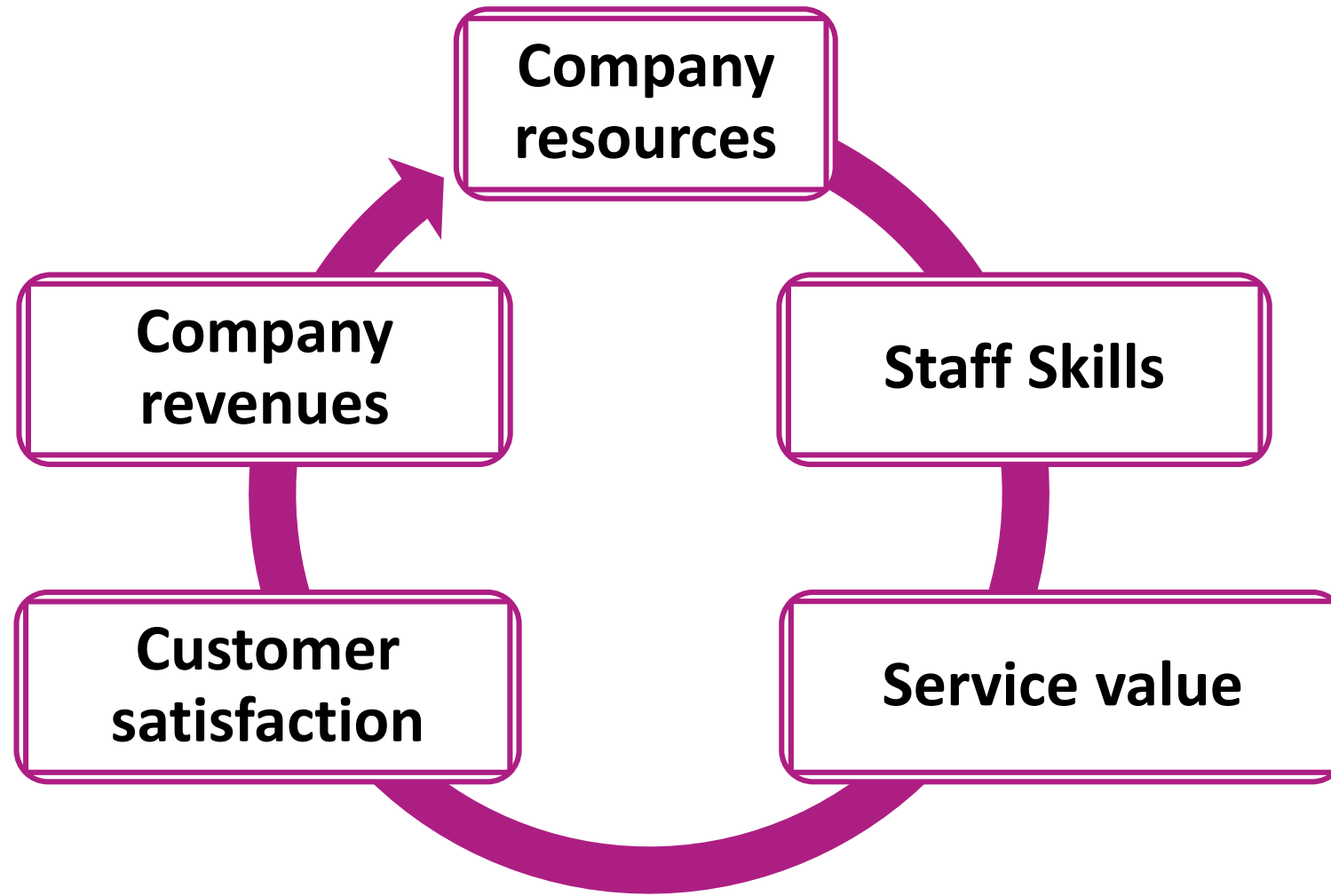
- To work on the terms of the tourism industry to increase staff skills, thereby improving the quality, professionalism, job satisfaction and profitability of the industry.
- To identify educational needs, develop paths, increase collaboration on education and convey it to educators and companies.
- To get educators to provide measurable and effective education according to the needs of the industry.

Training process and company performance

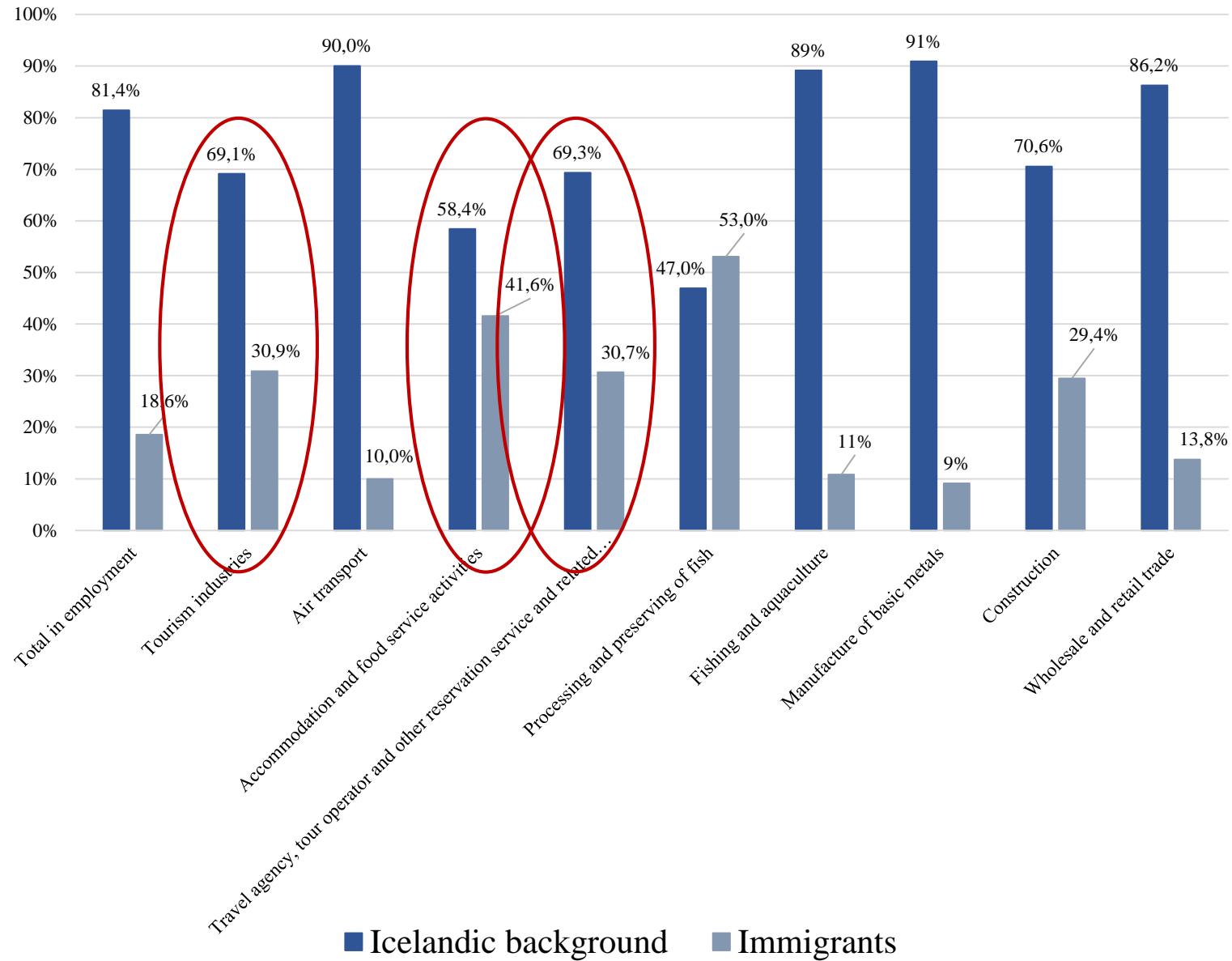
Tourism Skills Center: System design and tools

Taining provider: Implementations and data collection





Employment by economic activity by origin 2018



Current NPS score:

79



SAFETY

Rick Steves: 10 ways Iceland can kill you

Rick Steves |

Published 8:00 AM EDT Oct 6, 2018

1. Wind |
2. Slips and falls |
3. Getting lost |
4. Sneaker waves
5. Trail hazards |
6. Scalding thermal water |
7. Avalanches
8. Volcanoes |
9. Winter driving (and summer driving)
10. Scenic distractions



Driving in Iceland

Conditions in Iceland are unusual. Reach your destination safely

[Learn about driving in Iceland](#)



Outdoors in Iceland

Good preparation is the key for successful travel

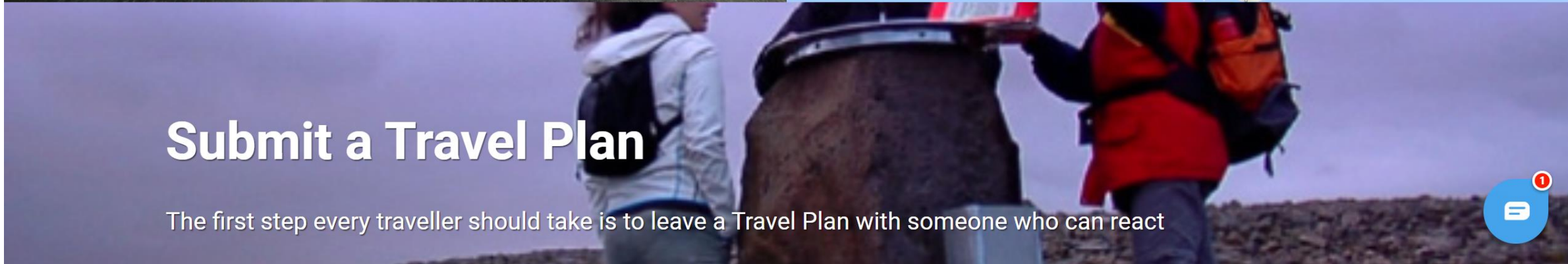
[Being outdoors in Iceland](#)



Weather and Road conditions


Be safe in Iceland

[Go to Road Conditions](#)



Submit a Travel Plan

The first step every traveller should take is to leave a Travel Plan with someone who can react



THE ICELANDIC PLEDGE



I PLEDGE TO BE A RESPONSIBLE TOURIST.

**WHEN I EXPLORE NEW PLACES,
I WILL LEAVE THEM AS I FOUND THEM.**

**I WILL TAKE PHOTOS TO DIE FOR,
WITHOUT DYING FOR THEM.**

**I WILL FOLLOW THE ROAD INTO THE UNKNOWN,
BUT NEVER VENTURE OFF THE ROAD.**

AND I WILL ONLY PARK WHERE I AM SUPPOSED TO.

**WHEN I SLEEP OUT UNDER THE STARS,
I'LL STAY WITHIN A CAMPSITE.**

**AND WHEN NATURE CALLS,
I WON'T ANSWER THE CALL ON NATURE.**

**I WILL BE PREPARED FOR ALL WEATHERS,
ALL POSSIBILITIES AND ALL ADVENTURES.**

OVERCROWDING



There is no **overtourism** in Iceland.

90% of the population say tourism has increased **quality of life** in their local community.

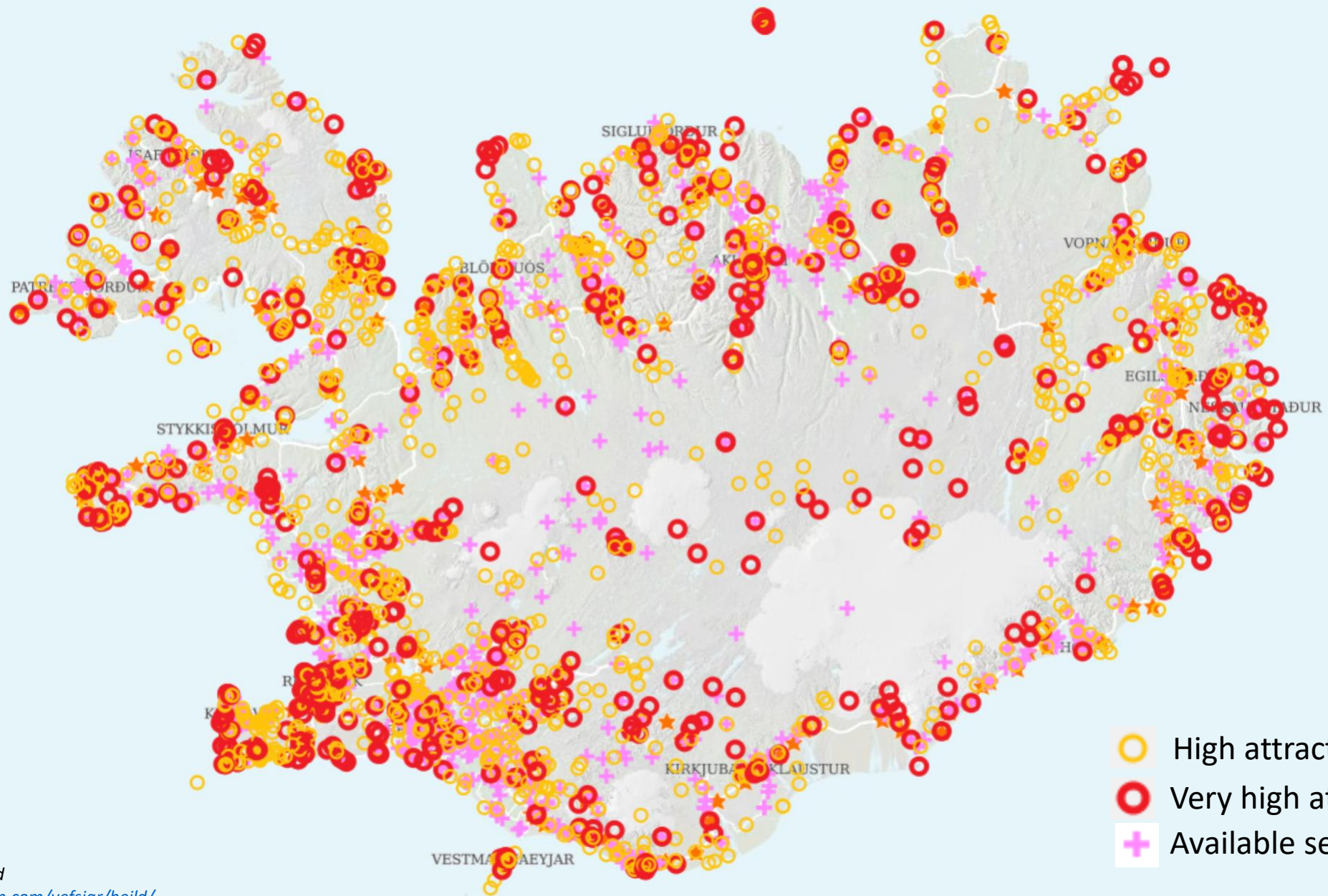
Only 8% of the population say there are **too many** tourists in Iceland during summer.

96% of the population say there are **too few** tourists in Iceland during winter.

Overcrowding happens at certain destinations
and attractions, at certain times of year
during certain times of day

Create new magnets
Build infrastructure (e.g. transportation)
Focus marketing efforts
Support local businesses

50 km

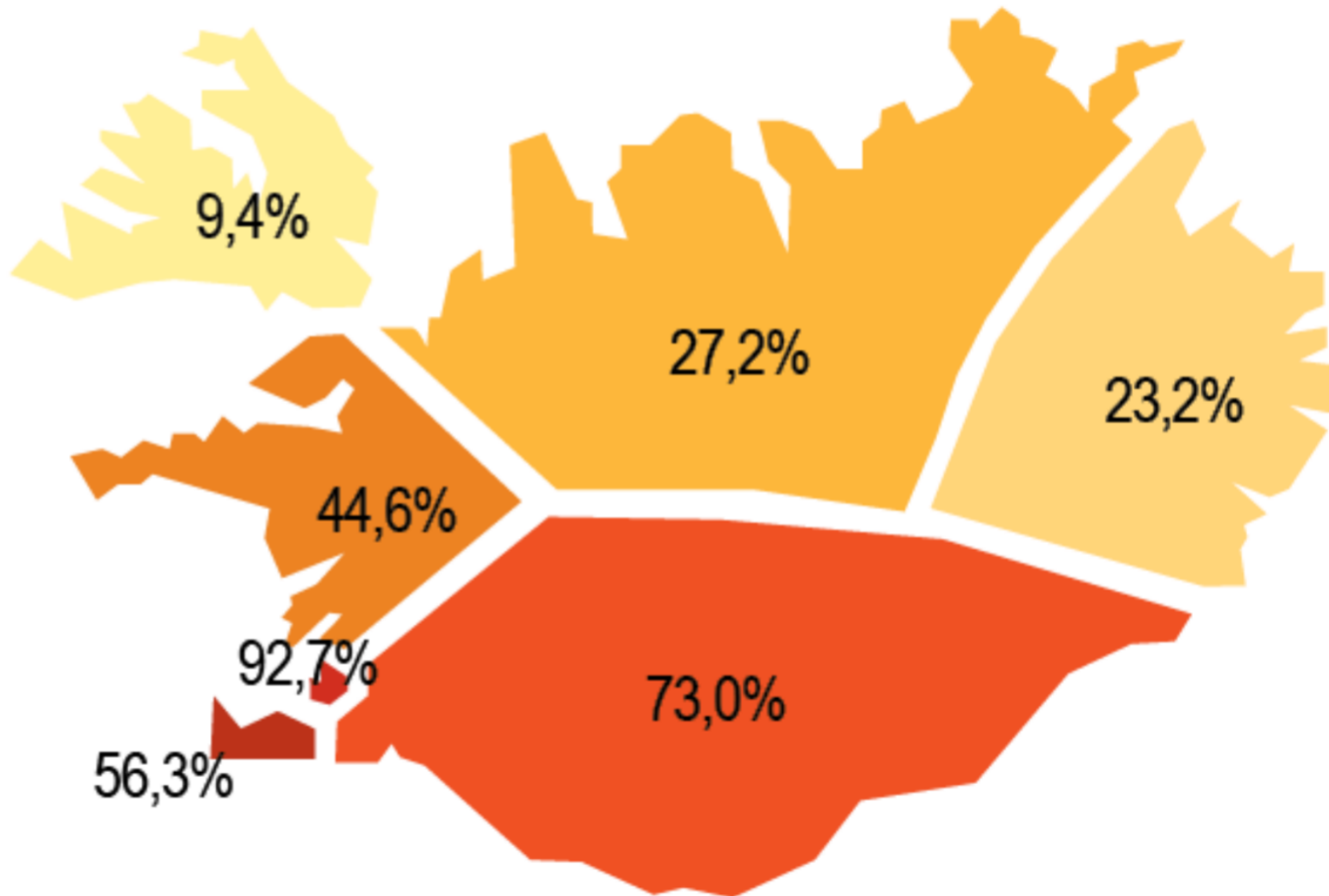


- High attraction
- Very high attraction
- + Available services

Source: Icelandic Tourist Board
<http://ferdamalastofa.gistemp.com/vefsjar/heild/>

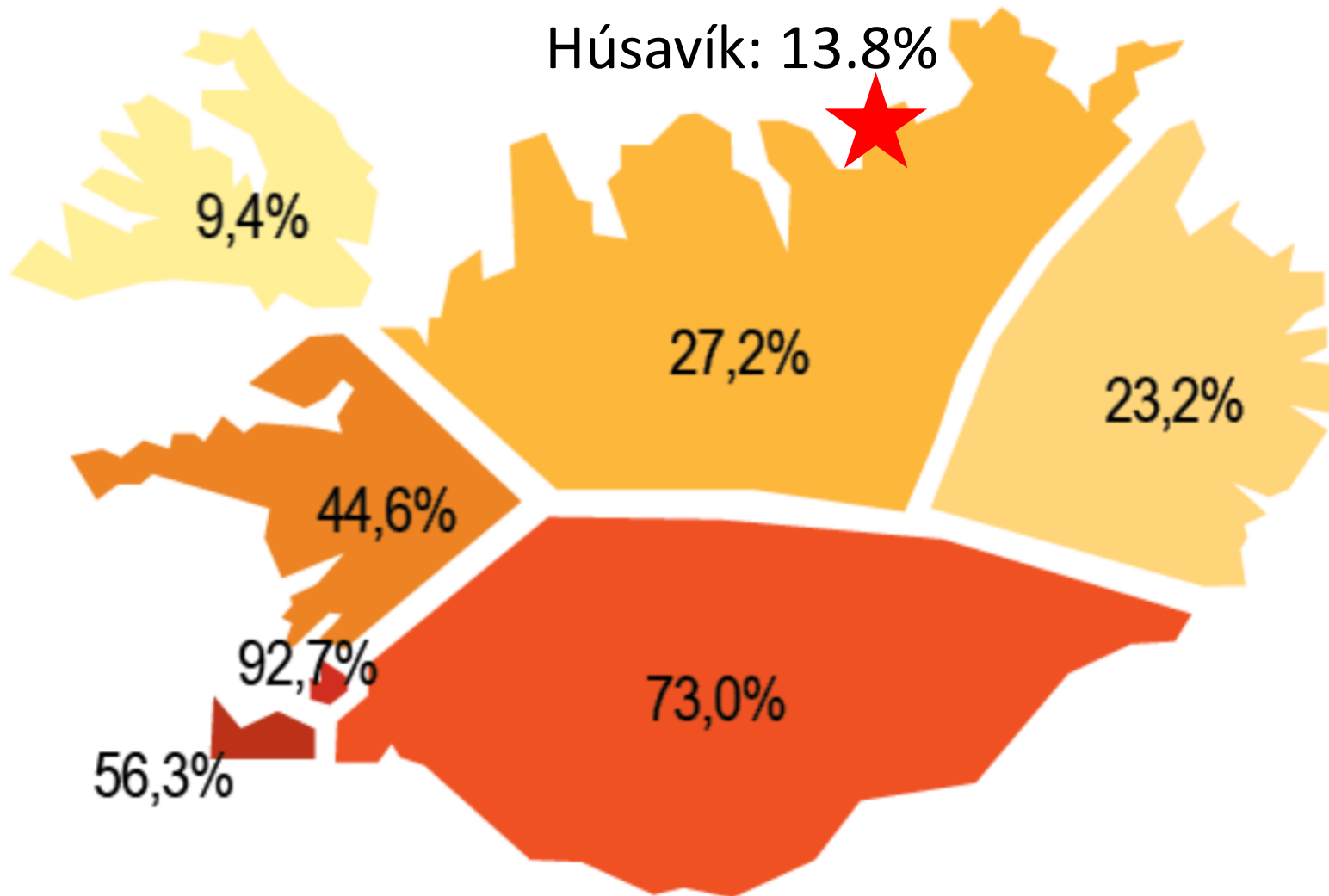


Development of tourism in rural areas is the best way to fight overcrowding



- Cooperation between authorities and businesses important
- Local businesses working together and supporting each other.
- Local/area marketing efforts can yield positive results
- Local government support needed for new investment and development in tourism products
- Government investment in infrastructure sometimes needed

Have you been to Húsavík?



- 317.000 tourists visited Húsavík in 2018
- 80% say they come for whale watching
- Only 39% stayed overnight (1 night)
- If 49% stayed overnight the revenue for the local community would increase by over 1 billion ISK (6.3 million GBP)
- How can we make that happen?

A person in a dark jacket stands on a rock with arms outstretched, looking up at a starry sky with a green aurora. The word "INNOVATE!" is overlaid in white text.

INNOVATE!



Geosea
GEOTHERMAL SEA BATHS

A GENUINE WELLNESS WONDER

To Visit

To Stay

Geosea Geothermal Sea Baths

Husavik, Iceland



Overtourism is a tremendous problem for Iceland—its iconic Blue Lagoon packs in visitors by the busload. But roughly 300 miles north in Husavik, a port town along the country’s Arctic Coast Way, a lesser-known geothermal spa gives its guests plenty of room to breathe. Opened in August 2018, **Geosea** draws its mineral-rich seawaters from two nearby drill holes. It has multiple infinity-edged pools and a built-in waterfall, swim-up bar and bathtub-warm water averaging around 100°F. The spa operates year-round, staying open till midnight in summer and 10 p.m. in winter—a spectacular way to catch the northern lights when swimming after dark. —*Ashlea Halpern*





lonely planet
BEST IN EUROPE
2019
Arctic Coast Way
Top 10 destination



Experience Arctic Coast Way



Activities

Towns and Villages

Lighthouses - Reachable

Beaches - Accessible

Midnight Sun - Spots

Hikes

Sea Rock Formations

Rest Areas

Islands

Travel agency

Boat tours

Day tours

Museums

Horse riding

Exhibition

Jet Ski

Bathing

Kayak

Northern Lights - Spots

Whales

Puffins

Seals

OVERCROWDING



CHALLENGES



A person is standing in a narrow, blue-lit ice cave. The walls and ceiling are made of translucent, layered ice, creating a dramatic, ethereal atmosphere. The person is silhouetted against the bright light coming from the end of the cave. The word "OPPORTUNITIES" is overlaid in large, white, sans-serif capital letters across the center of the image.

OPPORTUNITIES

An aerial photograph of a dark asphalt road winding through a desolate, volcanic landscape. The terrain is covered in dark, jagged rocks and patches of yellowish-green moss or lichen. The road curves from the top center towards the bottom center of the frame. The text "WHAT'S NEXT?" is overlaid in the center of the image in a white, bold, sans-serif font.

WHAT'S NEXT?

LEIÐANDI Í SJÁLFBÆRRI ÞRÓUN

Arðsöm og samkeppnishæf ferðapjónusta í sátt við land og þjóð

Ferðapjónustan stuðlar að bættum lífskjörum og hagsæld á Íslandi

Ferðapjónustan er þekkt fyrir sjálfbæra þróun, gæði og einstaka upplifun

EFNAHAGUR

ARÐSEMI

- ▶ Aukin framleiðni, verðmæta-sköpun og samkeppnishæfni um land allt
- ▶ Ábyrg ferðapjónusta sem nýtir tækni, nýsköpun og vöruþróun
- ▶ Sókn á verðmæta markaði og samræmi milli stefnu í flugsamgöngum og ferðapjónustu

SAMFÉLAG

ÁVINNINGUR

HEIMAMENN

- ▶ Jákvæð áhrif á nærsamfélag og aukin lífsgæði
- ▶ Áhersla á stjórnun og uppbyggingu áfangastaða og að ferðamenn ferðist um land allt, árið um kring
- ▶ Allir landshlutar njóti ávinnings af ferðapjónustu

EINSTÖK UPPLIFUN

FERÐAMENN

- ▶ Upplifun gesta betri eða í samræmi við væntingar
- ▶ Náttúra, menning og afþreying stuðla að einstakri upplifun gesta
- ▶ Fagmennska, gæði og öryggi einkenna íslenska ferðapjónustu

UMHVERFI

UMHVERFISVERND

- ▶ Minnkandi kolefnisspor og forystuhlutverk í orkuskiptum og nýtingu vistvænna orkugjafa
- ▶ Jafnvægi milli hagnýtingar og verndar náttúru og uppbygging innviða taki mið af því
- ▶ Virðing fyrir þolmörkum og álagsstýring á áfangastöðum ferðamanna

➤
ÁHERSLUR 2030

➤
UNDIRSTÖÐUR



SAMHÆFING



SAMGÖNGUR



GÆÐI



ÞEKING



Policy framework for sustainable tourism

Government Policy Framework for Tourism to 2030 has been adapted. SAF directly involved at all levels of participation on behalf of the tourism sector.

The first new policy framework for the sector since 1996.

The framework's goal is to make Iceland a leading country in sustainable development of tourism. Economic, social and environmental sustainability at the core of the framework.

A tool has been developed for measuring economic, social and environmental tolerance limits of tourism for Iceland as a whole.

SAF emphasizing importance of TSA's and UNWTO statistical framework be at the heart of policymaking.

Goals for 2030:

- 5.1 bn EUR tourist expenses in Iceland 2030
- 90% local satisfaction
- NPS score of 75

<http://saf.is/htc2019>



SAF

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