



Visit North Iceland

THE ARCTIC NORTH

VISIT NORTH ICELAND · HAFNARSTRÆTI 91 · 600 AKUREYRI · ICELAND

38.000 North Icelanders

Region of 36.000 km²

15 Municipalities

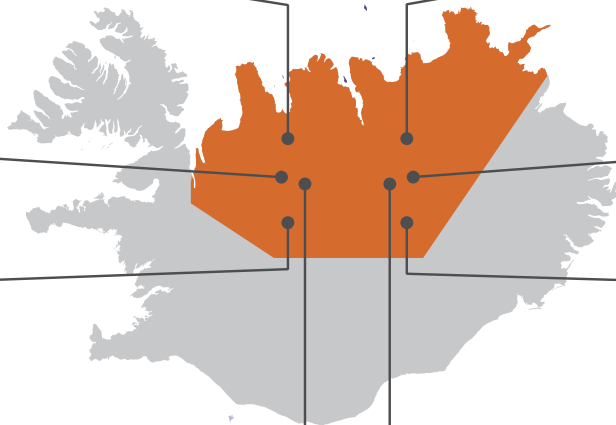
250 Partner companies

28 Towns and villages

Furthest driving distance between villages 500 km

140 Locals pr tourism company

1 Local pr square kilometer

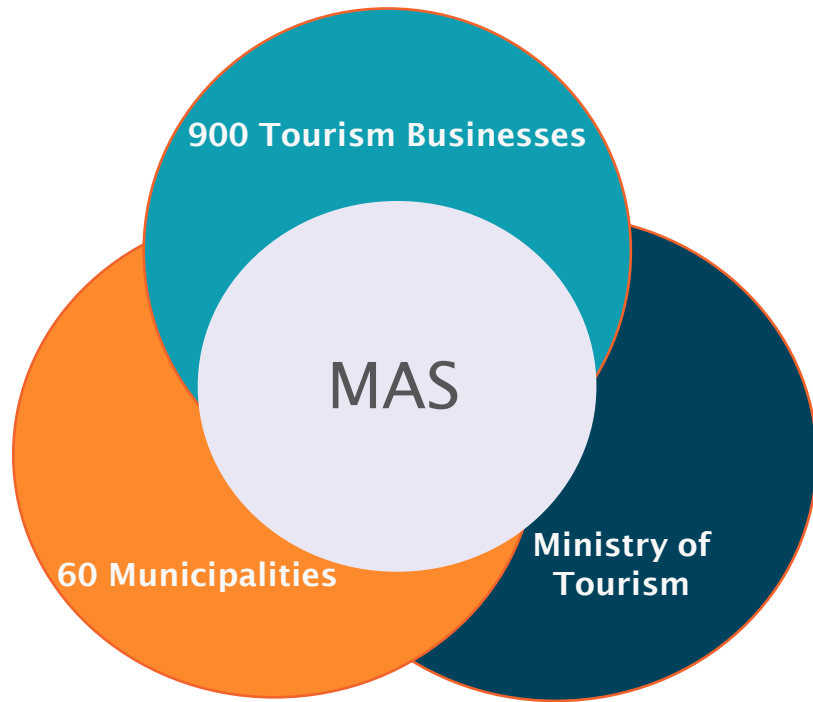


MAIN FUNCTION

- ▶ Strengthen the **image** of North Iceland
- ▶ **Cooperation** with tourism companies and tourism representatives
- ▶ Coordinate **information** given to tourists
- ▶ Marketing **new attractions, service and events**
- ▶ Encourage **innovation**
- ▶ Offer **courses** in marketing and product development
- ▶ **Promote North Iceland for foreign tourists**, via internet, social media, brochures, workshops, tradeshows and various domestic and international marketing projects
- ▶ Participate in the main **development projects** for tourism

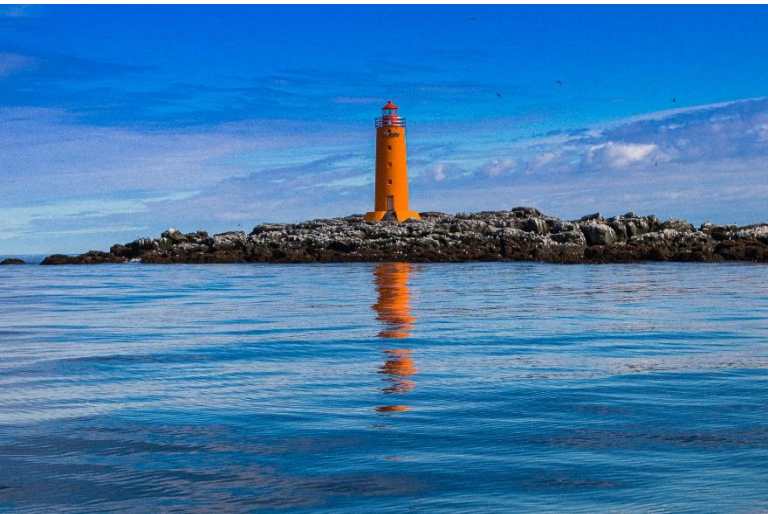
NATURAL ICELAND

MARKAÐSSTOFUR
LANDSHLUTANNA



DESTINATION MARKETING AND MANAGEMENT ORGANIZATION - DMMO

DMMO is a regional public private service company with the main goal to support tourism in the region and ensure it develops in line with the emphasis of locals and where sustainability is always the guiding light.



MAIN ROLES OF THE DMMO

Creating and implementing a DMP plan for North Ieland in coherence with other public policies and plans.

Participation in national strategic planning for Icelandic tourism.

Participation in needs analysis for national research in tourism to ensure coherence between regions and also provide input and suggestions for the research focus in each region.

Encourage product development and innovation, implement development projects.

Assess the need for education, participate in development projects regarding quality and skills in tourism, offer training and share information regarding education.

Regional marketing in cooperation with municipalities and tourism companies highlighting the USP's of the region and supporting the marketing of Iceland on a national level.

Provide the first stop of tourism support system for the region. DMMO's support municipalities, companies and locals regarding tourism according to contracts of cooperation.



NORTH ICELAND VISION

North Iceland represents unique and diverse nature, winter adventure, wildlife, history, culture, arts and unique events. North Iceland's vision is to strengthen tourism **all year round**, ensuring **infrastructure development**, efficient **transport system**, increased number of **whole year jobs** and increased **revenue** from tourism.

One of the key factors to reach the vision is direct international flight to North Iceland.

North Iceland mission

Air 66N, Transport prioritisation, Diamond Circle, DMP projects, Arctic Coast Way

Marketing themes

Nature, adventure- and sustainable tourism; Birding Iceland and Hiking routes

Winter tourism; Ski Iceland

History, culture and arts; Taste North Iceland, North Iceland Countryside

Framtíðarsýn Norðurlands

Norðurland stendur fyrir einstaka og fjölbreytta náttúru, vetrarupplifun, dýralíf, sögu, menningu og listir og einstaka viðburði. Framtíðarsýn Norðurlands er að aukning verði á vægi ferðaþjónustu **allt árið** sem tryggi uppbyggingu **innviða**, greiðar **samgöngur**, fleiri **heilsársstörf** og meiri **framlegð** í greininni. Ein grundvallarforsenda þess að ná markmiðum í nánustu framtíð er að beint áætlunarflug hefjist til Norðurlands.

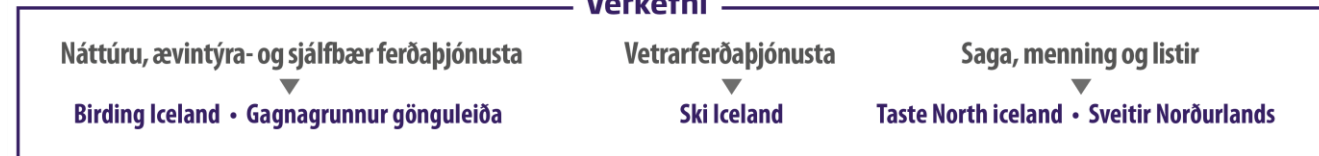
Stefnuáherslur Norðurlands

Verkefni



Markaðsáherslur

Verkefni







Cultural Heritage



Hiking Routes



Ski Iceland



Taste North Iceland



North Iceland Countryside



Winter Tourism



Film in North Iceland



Adventure Tourism



Straumhvörf
Product Development



Cruise Iceland



Birding North Iceland



Tourism Strategy 2030



Sustainable Tourism

SUSTAINABLE TOURISM IN NORTH ICELAND

3 GOOD HEALTH
AND WELL-BEING



BENEFITS LOCAL COMMUNITIES

Goal

Locals have a voice in and a positive attitude towards tourism development.

11 SUSTAINABLE CITIES
AND COMMUNITIES



8 DECENT WORK AND
ECONOMIC GROWTH



INCREASES LOCAL VALUE CREATION ALL YEAR-ROUND

Goal

Cross-sector and -regional collaboration leads to an increased length of stay and local value creation.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



14 LIFE
BELOW WATER



PROTECTS NATURE AND WILDLIFE

Goal

Tourism and tourist activities in North Iceland are responsibly managed and contribute to the protection of life below water and on land.

15 LIFE
ON LAND



7 AFFORDABLE AND
CLEAN ENERGY



PROMOTES RENEWABLE ENERGIES AND CLIMATE-FRIENDLY ALTERNATIVES

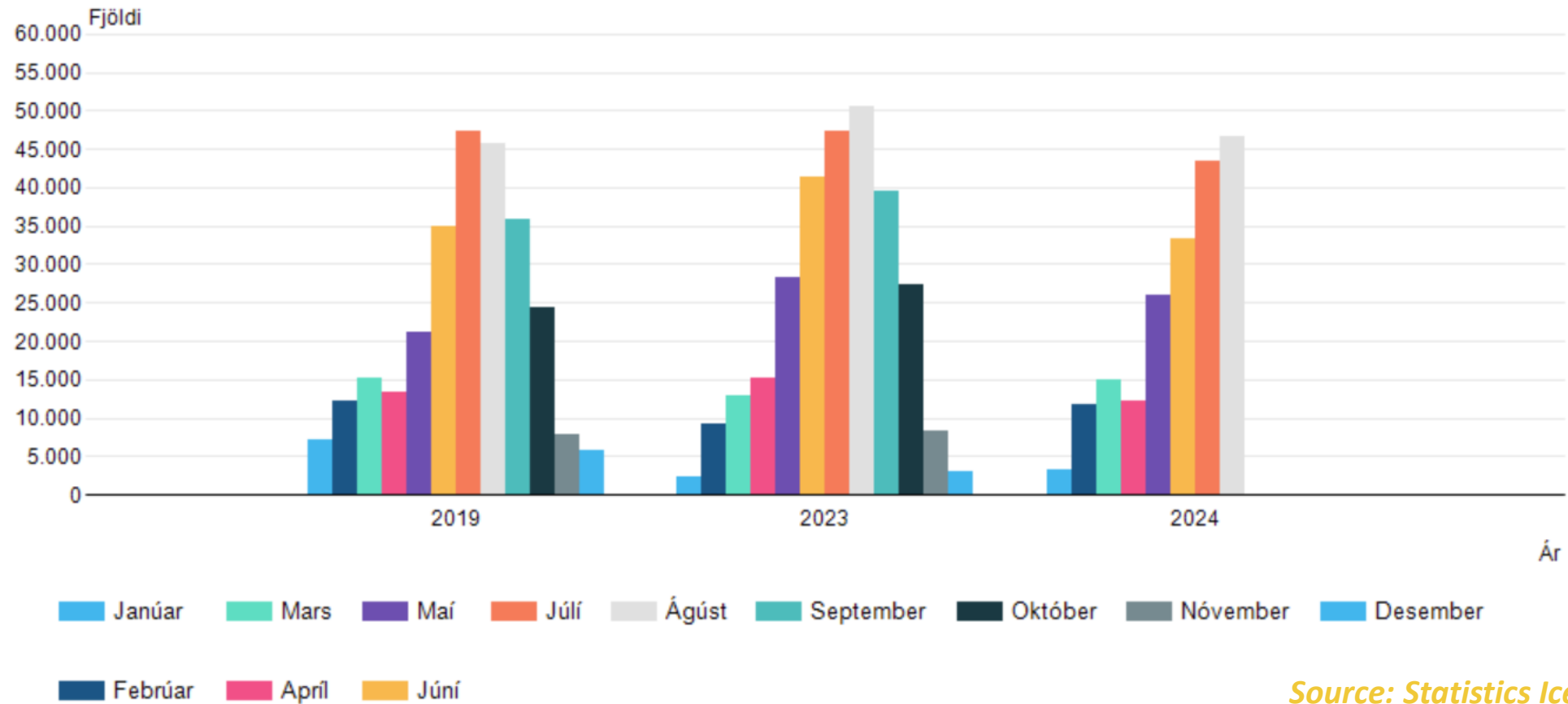
Goal

North Iceland becomes CO₂-neutral by 2024.

13 CLIMATE
ACTION

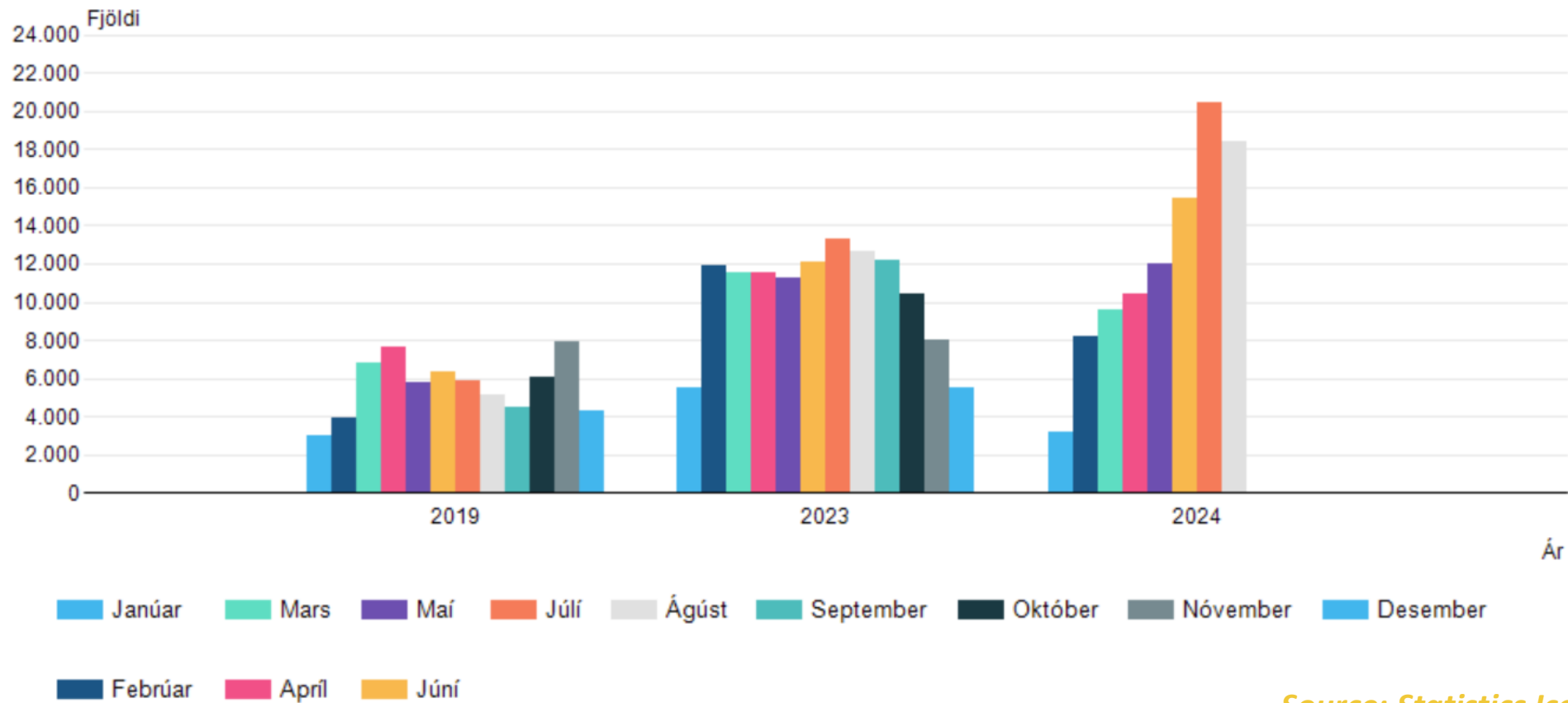


OVERNIGHT STAYING IN HOTELS FOREIGN VISITORS



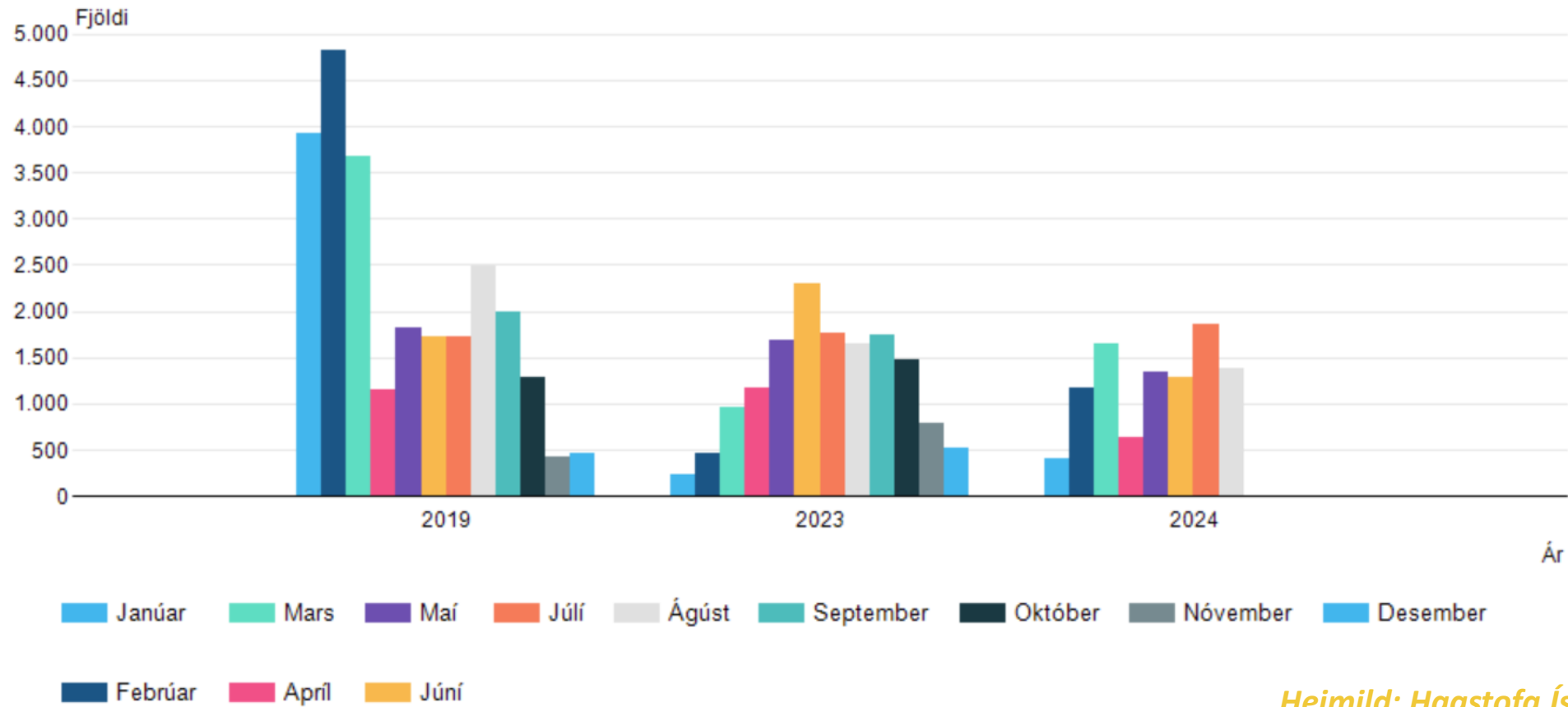
Source: Statistics Iceland

OVERNIGHT STAYING IN HOTELS DOMESTIC VISITORS



Source: Statistics Iceland

OVERNIGHT STAYING IN HOTELS UK MARKET



Heimild: Hagstofa Íslands

TOURIST ROUTES



The Diamond Circle can be described as a magnificent circuit of 250km in the North of Iceland, which includes some of the most stunning sights and spots for unearthly landscapes.



MEASURED
BY MOMENTS

Traveling the Arctic Coast Way means leaving the common routes behind you and going off the beaten track to discover some of the most remote places in North Iceland; a unique adventure following 900 km of coastal roads close to the Arctic Circle.



MAP OF DIAMOND CIRCLE NORTH ICELAND





Arctic Coast Way

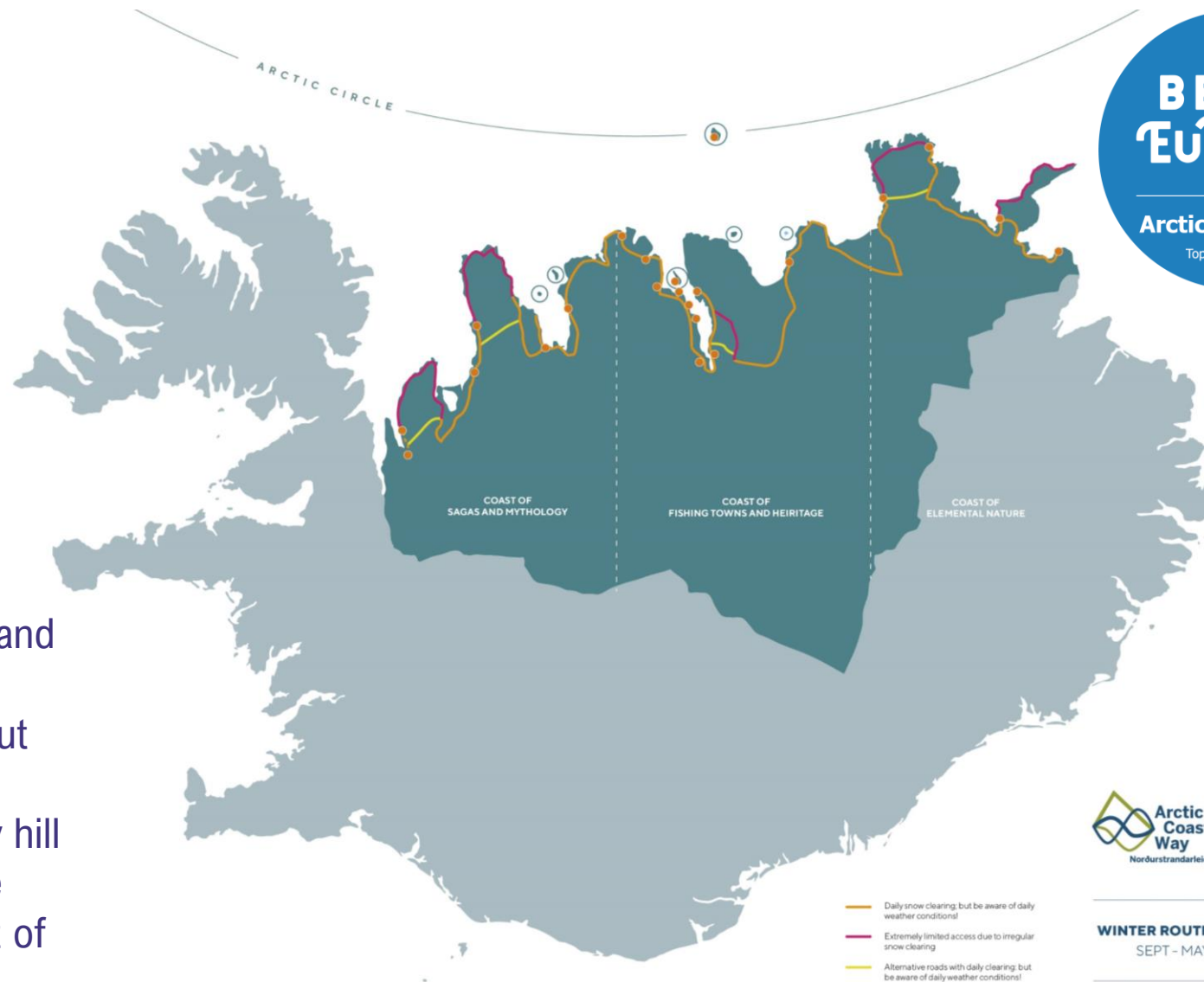
Norðurstrandarleið



The Arctic Coast Way will give tourists another reason to visit Iceland.

It will persuade them to leave the Ring Road, explore further, stay longer and spend more. The Arctic Coast Way invites you to slow down and unwind.

The Arctic Coast Way is not just about driving but welcomes you to a route with stories and experiences around every curve and over every hill. The Arctic Coast Way invites tourists to become travelers and takes them on a journey in a spirit of adventure and exploration.





Working field Infrastructure Planning

Strategies

- Strategy and preparation for the Investment Plan
- Signage strategy & design suggestions
- Strategy for information panels

Regional data input

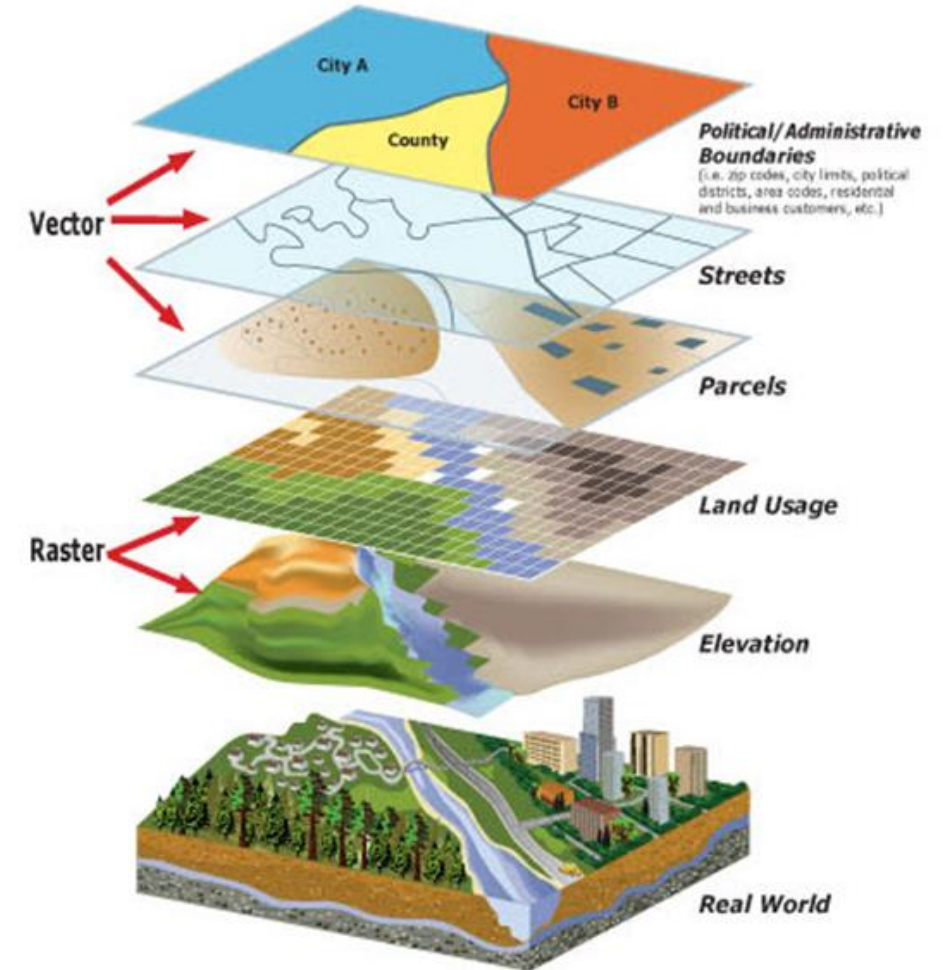
- 9 regional meetings for input on infrastructure
- Analyses of 140 data lists for main attractions:
 - hikes
 - beaches
 - midnight sun / Northernlight spots
 - viewing points
 - lighthouses

On-Site data collection

- 5 days test-drive to take GPS points
- Mapping of all road signs for orientation

GIS

- Set up of a GIS (with Alta)
- Mapping of all infrastructure data (in progress)

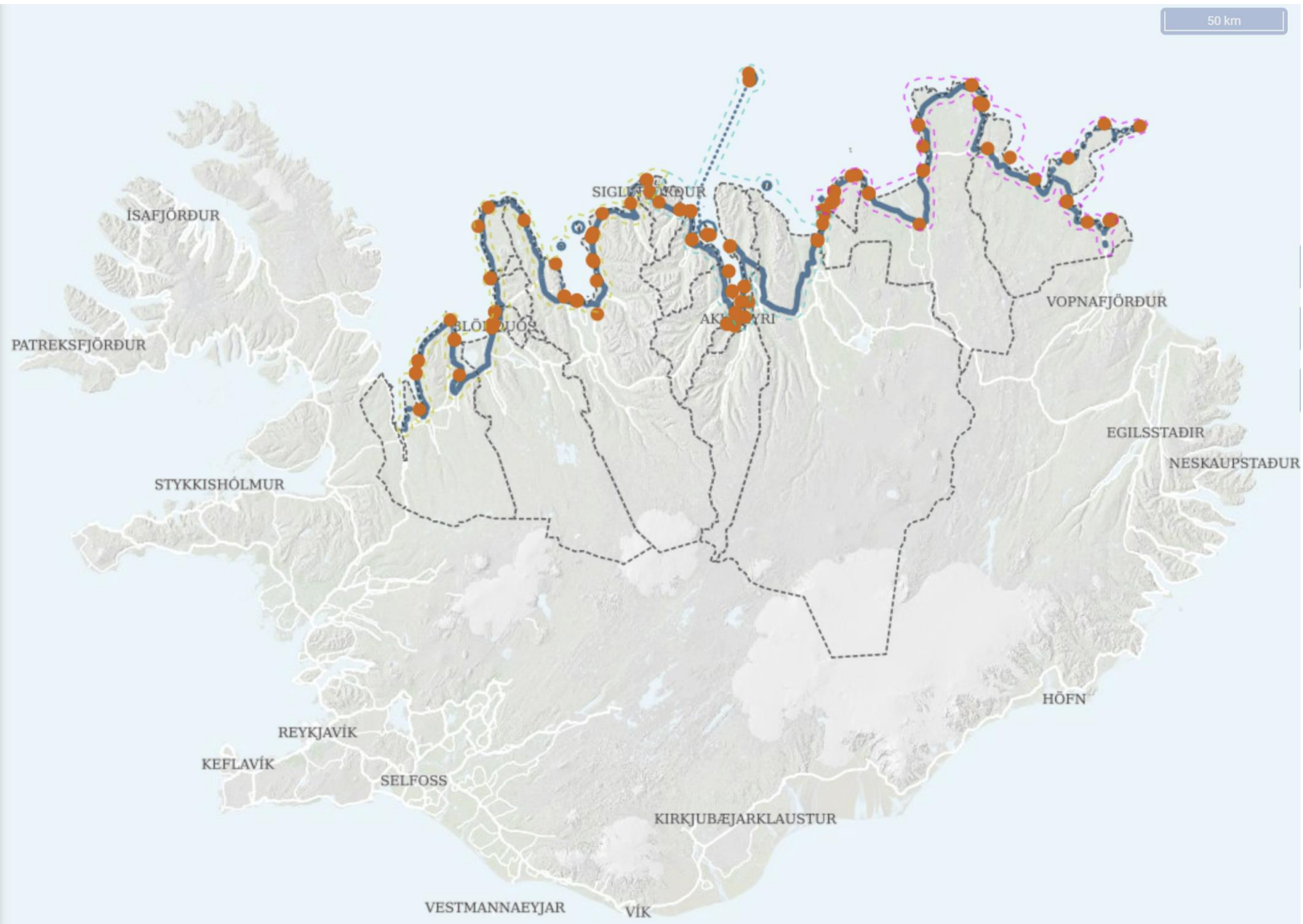


- Arctic Coast Way
Unnið úr gögnum frá LMI
- Leiðin
- Ferjuleið
- Eyjar
- Auka

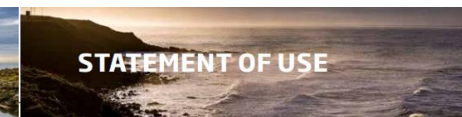
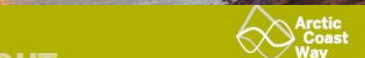
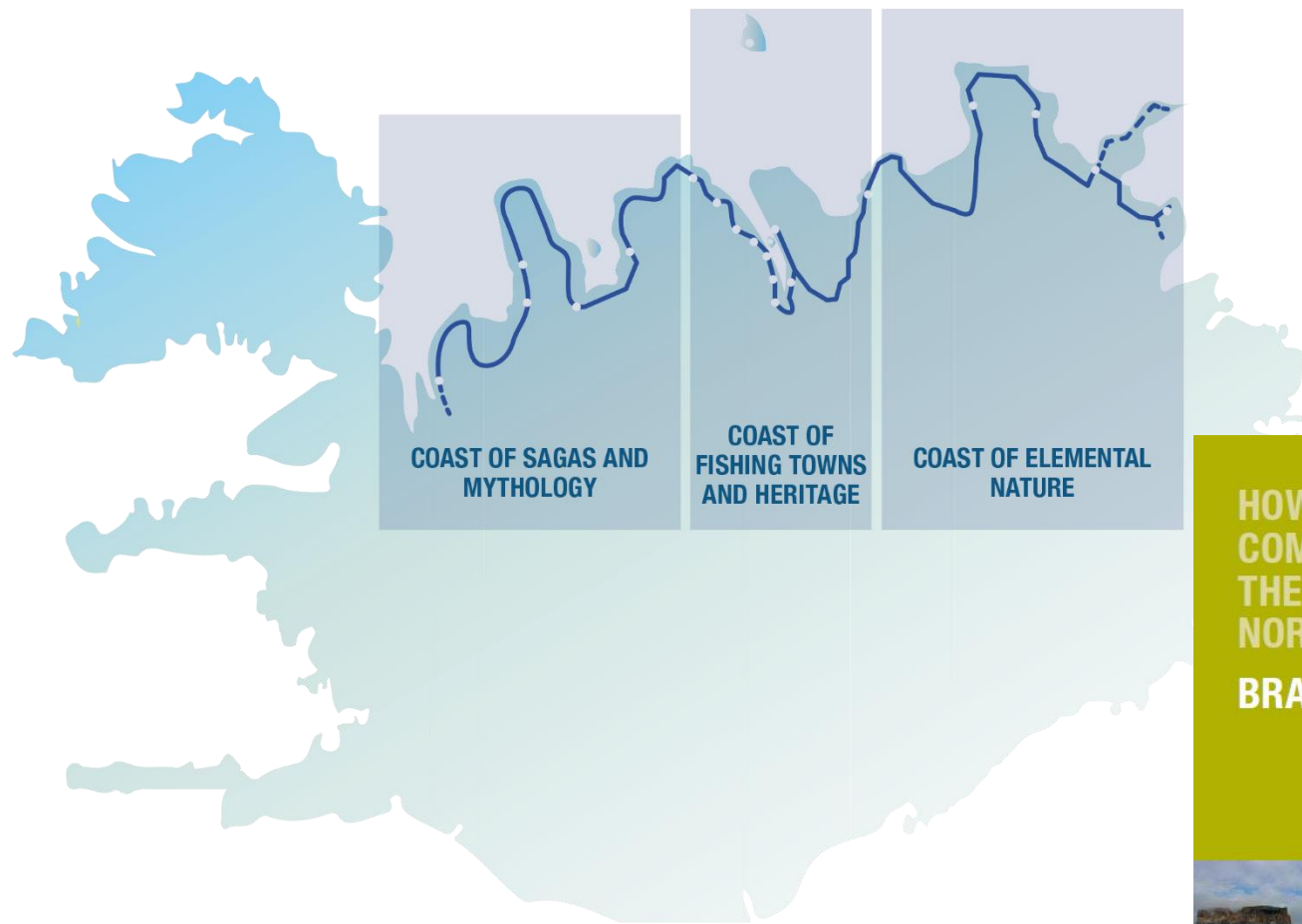
- Slitlag
- Vetrarþjónusta
- Ferðamannasvæði
- Strönd íslendingasagna og goðafræð
- Strönd sjávarþorpa og sterkrar arfleif
- Strönd óspilltrar náttúru

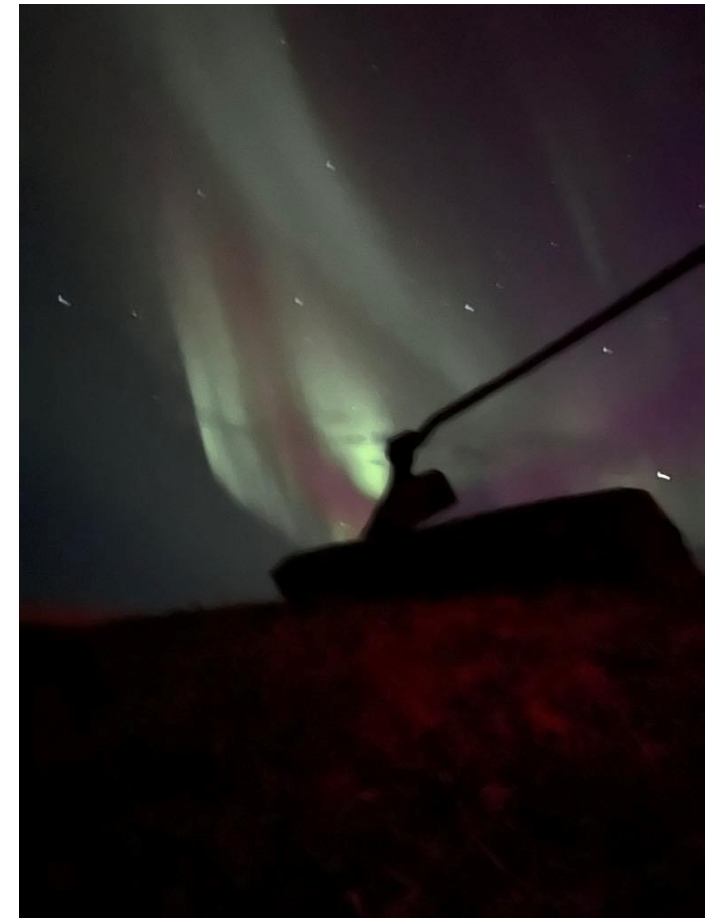
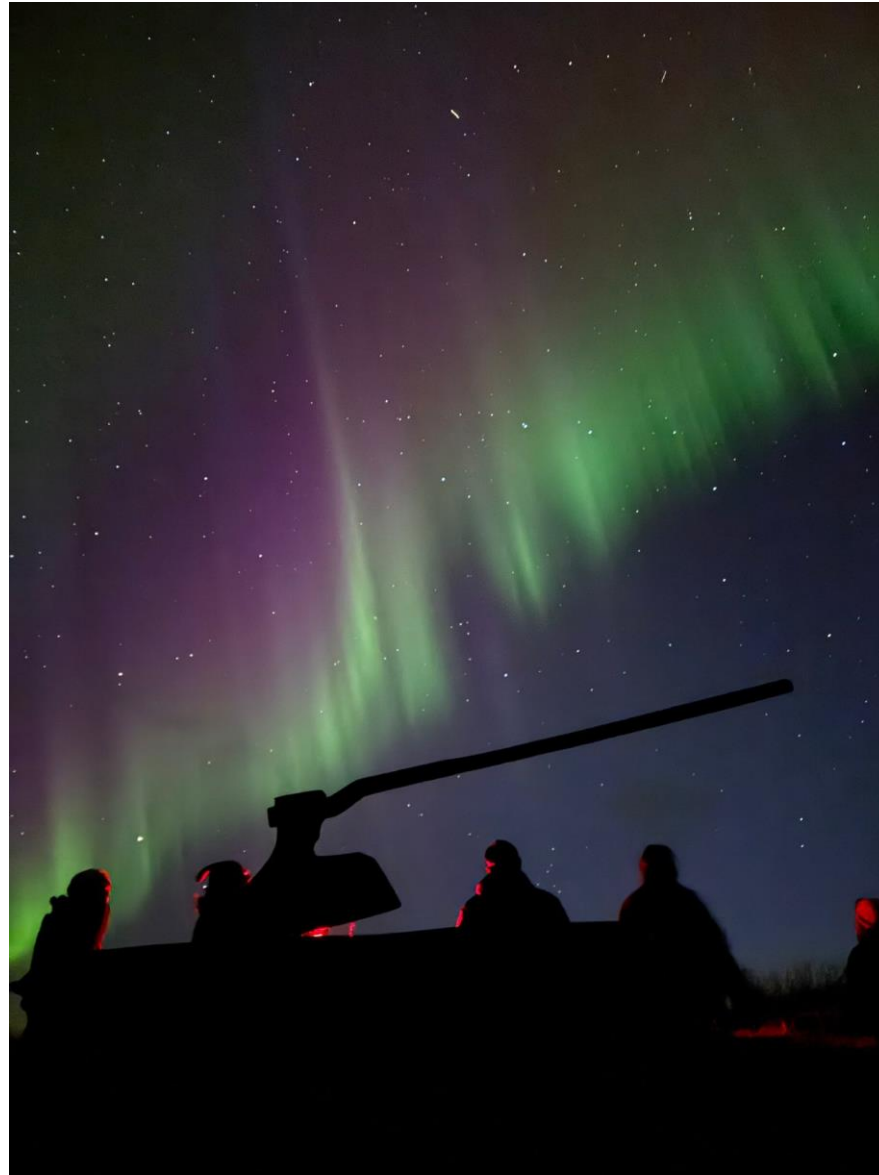
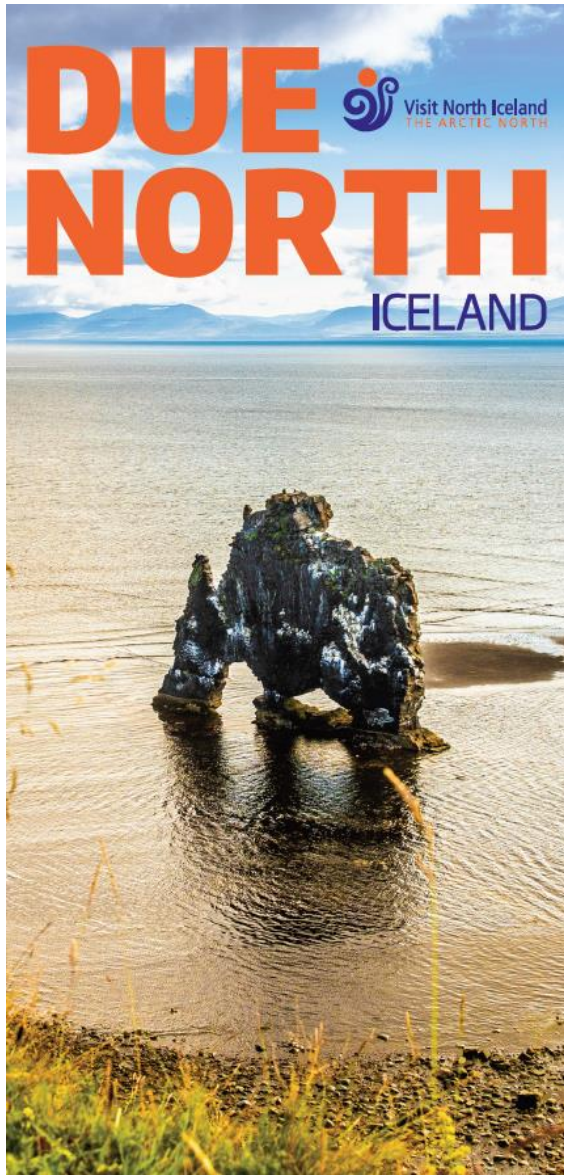
- Áhugaverðir staðir
- Allir staðir
- Áningarstaður
- Útsýnisstaður
- Miðnætursól
- Norðurljós
- Strönd
- Aðgengilegur viti
- Klettur í sjó
- Fjallganga
- Létt ganga
- Vitar á Norðurlandi

- Skilti



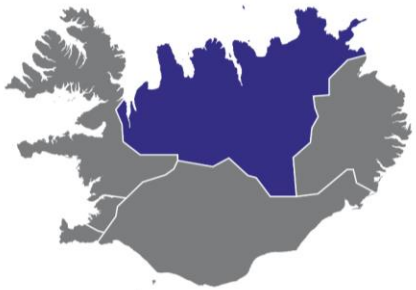
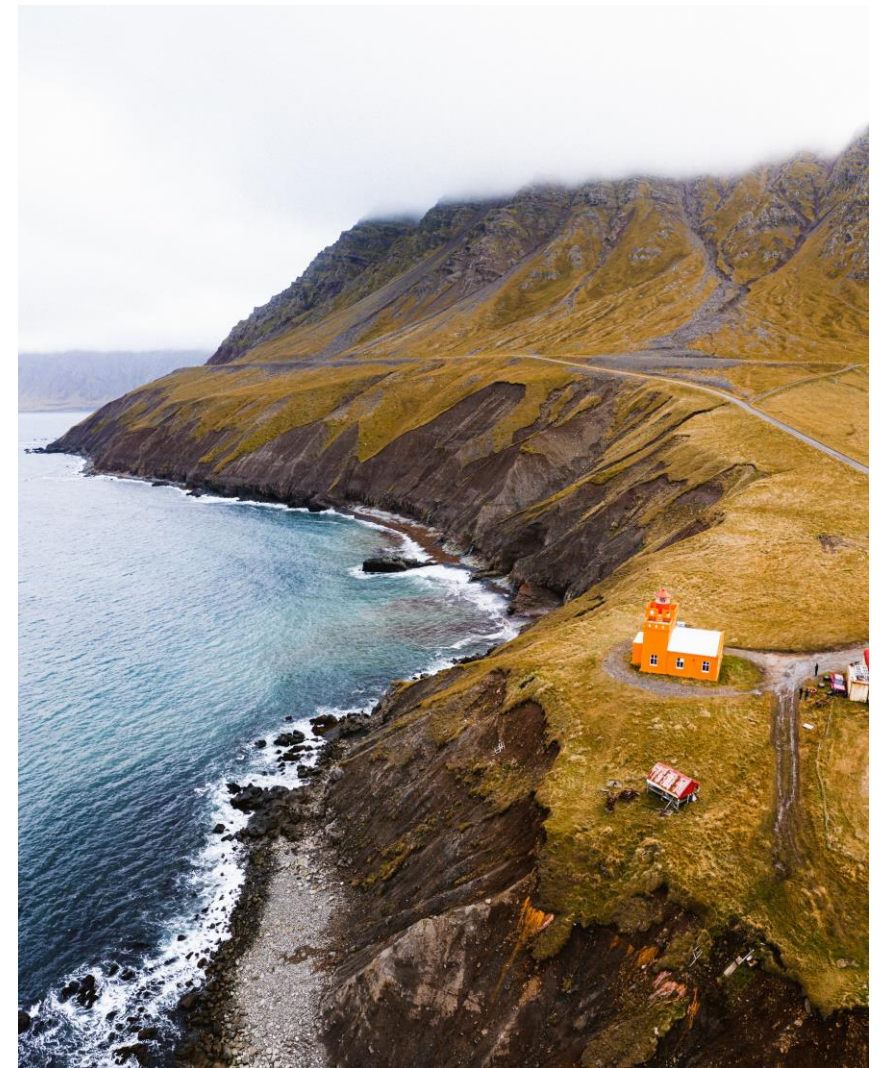
DEVELOPING FROM SERVICE TO ACW EXPERIENCE





<https://www.arcticcoastway.is/en/moya/extras/stories/vatnsnes-1>





info@nordurland.is • Nordurland.is • Northiceland.is • #NorthIceland