



# HVAR FINN ÉG FYRIRTÆKI Í FERÐAÞJÓNUSTU?

Gagnagrunnur og leitarvél Ferðamálastofu

3. júní 2014

Halldór Arinbjarnarson

FERÐA  
MÁLA  
STOFA  
ICELANDIC  
TOURIST  
BOARD



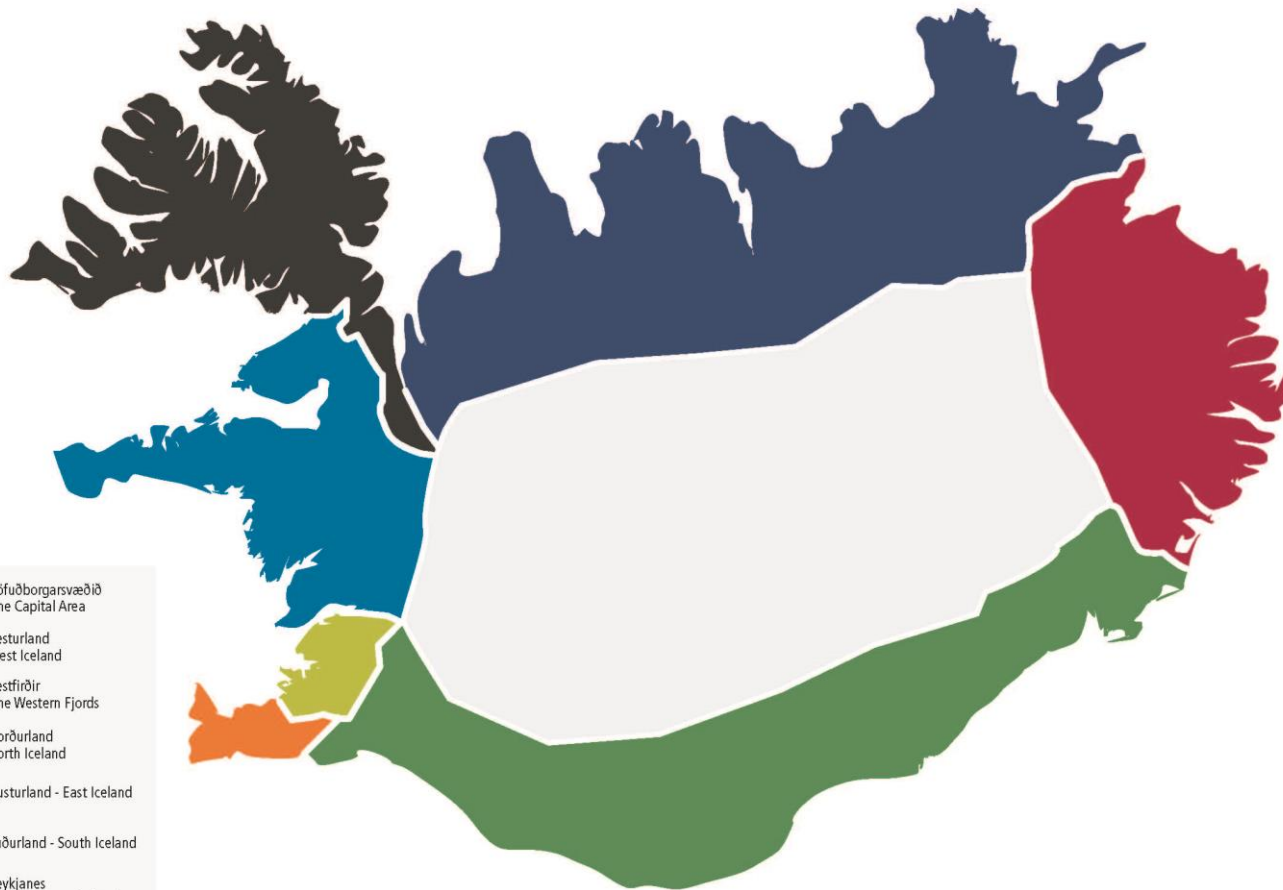
# HVAÐ ER GAGNAGRUNNURINN?

- Skráning allra\* aðila í ferðapjónustu á Íslandi
- Sex aðalflokkar – 65 undirflokkar
  - Almennar upplýsingar (7)
  - Samgöngur (8)
  - Gisting (10)
  - Afþreying (30)
  - Listir og menning (6)
  - Veitingastaðir (4)



# LANDSHLUTASKIPTING

Skipt í 8 landshluta



- Höfuðborgarsvæðið  
The Capital Area
- Vesturland  
West Iceland
- Vestfirðir  
The Western Fjords
- Norðurland  
North Iceland
- Austurland - East Iceland
- Suðurland - South Iceland
- Reykjanes  
The Reykjanes Peninsula



# HVAÐ ER GAGNAGRUNNURINN?

- Um 3.200 aðilar með 4.400 skráningar
  - Almennar upplýsingar (1.060)
  - Samgöngur (270)
  - Gisting (980)
  - Afþreying (920)
  - Listir og menning (360)
  - Veitingastaðir (760)
  - Áhugaverðir staðir - Markaðsstofur



# HVAÐA UPPLÝSINGAR ERU SKRÁÐAR?

- Allar upplýsingar skráðar á íslensku og ensku
- Grunnupplýsingar, nafn, heimili o.s.frv.
- Staðsetning á korti
- Verð / ferðir og stuttur texti
- Ítarlegri upplýsingar fyrir gistingu
- Markaðsstofur selja viðbótarskráningu
  - Aukinn texti og myndir



# HVERNIG FINNUM VIÐ UPPLÝSINGAR ÚR GRUNNINUM?

- Á vefnum
  - [www.visiticeland.com](http://www.visiticeland.com) (12 tungumál)
  - [www.ferdalag.is](http://www.ferdalag.is)
  - Landshlutavefir



# VISITICELAND.COM

- Í loftinu frá 1996 - Endurnýjaður fjórum sinnum
- Í umsjón Íslandsstofu
- 12 tungumál – íslenski hlutinn ferdalag.is
- Sérstaðan felst í gagnagrunninum
- 200-250 þúsund gestir á mánuði
- Gestir frá um 70 þjóðlöndum á mánuði
- Vel staðsettur á helstu leitarvélum



# VISITICELAND.COM

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TY Cedar Smokeho...  Boutique Hotels in E...




ENGLISH 

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## Iceland. It's not a destination. It's an adventure

All around Iceland, our partners are waiting to take you on the adventure of a lifetime.

[Find your adventure](#) 



ONE WAY TO  
**INSPIRED BY ICELAND**

## Welcome to My #IcelandSecret

The people of Iceland have decided to share some of the country's best kept secrets with you. That hidden waterfall, just behind the boulder; the secret restaurant by the shore where all the locals go; that little rock club where you might discover the next big thing.

Join us on an expedition of discovery. Come with a sense of adventure and find the secrets that the people of Iceland have shared with you.

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   #IcelandSecret



Share your Iceland secret using #IcelandSecret on your social media platform or send us an email to share the secret.



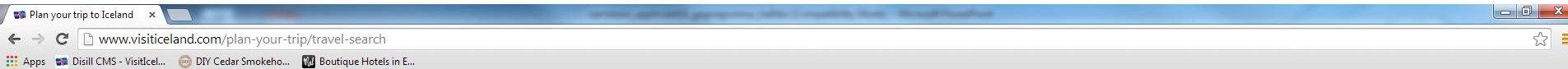
## Incredible Iceland

Iceland is the perfect destination for people looking for the unexpected. Something out of the ordinary. The people of Iceland are warm and welcoming, the nature is rugged and beautiful, the culture is rich and appealing and nothing is quite what you expected. Come and join us on an expedition of discovery. Find out what makes Iceland special.

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Velja undirflokk

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Accommod... Hotels, Gues... Capital area Search

Filter results

Listview Mapview

50 Guesthouses

- Guesthouse Baldursbrá**  
Address: Leifuragun4 Reykjavik  
Contact: +354 555 0540 baldursbra@centrum.is masetur.centrum.is/9w4jfa  
View on map Read more
- Guesthouse Snorri**  
Address: Snorrastraeti Reykjavik  
Contact: +354 555 0552 guesthouse@snorri.is www.guesthouse@snorri.is  
View on map Read more
- 101 Skuggj Guesthouse**  
Address: Lindargata 50 Reykjavik  
Contact: +354 555 4101 101skuggj@gmail.com http://101skuggj.is/en/101  
View on map Read more
- 32 Tungata**  
Address: Tungata 32 Reykjavik  
Contact: +354 555 0555 info@tungata.com www.tungata.com  
View on map Read more
- ALBA Guesthouse**  
Address: Eivindis Reykjavik  
Contact: +354 555 0500 alba@alba.is www.alba.is  
View on map Read more
- Anna Guesthouse**  
Address: Smárgata 10 Reykjavik  
Contact: +354 555 0502 anna.g@media.is  
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Showing 6 of 50 results for Guesthouses

Show more






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<p>Address: Laugavegur 4 Reykjavík</p> <p>Contact: +354 555 0540 balundur@centrum.is nastandur.centrum.is/hotjla</p> <p>★★</p> <p><a href="#">View on map</a> <a href="#">Read more</a></p>	<p>Address: Sömublaustis Reykjavík</p> <p>Contact: +354 555 0592 guesthouse@jarkh@guesh www.guesthousejarkh.is</p> <p>★★</p> <p><a href="#">View on map</a> <a href="#">Read more</a></p>	<p>Address: Lindargata 33 Reykjavík</p> <p>Contact: +354 555 4025 lolauggi@gmail.com http://lolauggi.wik.com/nyf</p> <p><a href="#">View on map</a> <a href="#">Read more</a></p>
<p><b>32 Túngata</b></p>  <p>Address: Túngata 32 Reykjavík</p> <p>Contact: +354 224 0203 info@tungata.com www.tungata.com</p> <p><a href="#">View on map</a> <a href="#">Read more</a></p>	<p><b>ALBA Guesthouse</b></p>  <p>Address: Eyrhólís Reykjavík</p> <p>Contact: +354 555 0200 ala@alba.is www.alba.is</p> <p><a href="#">View on map</a> <a href="#">Read more</a></p>	<p><b>Anna Guesthouse</b></p>  <p>Address: Örnargata 18 Reykjavík</p> <p>Contact: +354 555 0513 anna.g@meda.is</p> <p><a href="#">View on map</a> <a href="#">Read more</a></p>

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42 Hotels

<p><b>CenterHotel Skjaldbreið</b></p>  <p>Address: Laugavegur 18 Reykjavík</p> <p>Contact: +354 555 0510 reservations@centerhotels.com www.centerhotels.com</p> <p>★★★★</p> <p><a href="#">View on map</a> <a href="#">Read more</a></p>	<p><b>CenterHotel Þingholt</b></p>  <p>Address: Þingholtsmæli 2 Reykjavík</p> <p>Contact: +354 555 0510 reservations@centerhotels.com www.centerhotels.com</p> <p>★★★★</p> <p><a href="#">View on map</a> <a href="#">Read more</a></p>	<p><b>Grand Hotel Reykjavík - Reykjavík Hotels</b></p>  <p>Address: Sigluförðu Reykjavík</p> <p>Contact: +354 554 0200 reservations@grand.is www.grand.is</p> <p>★★★★</p> <p><a href="#">View on map</a> <a href="#">Read more</a></p>
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<p><b>Hotel Borg</b></p> 	<p><b>Hotel Holt</b></p> 	<p><b>Hotel Óðinsvé</b></p> 
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# LEITARNIÐURSTÖÐUR - LISTI

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IS - VisitIcel... DIY Cedar Smokeho... Boutique Hotels in E...

Recreation

Whale Watc...

Capital area

Search

Filter results

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Map view

## 12 Whale Watching

### Arctic Adventures



Address Laugavegur 11  
Reykjavík

Contact +354 562-7000  
info@adventures.is  
www.adventures.is

View on map Read more

### Elding - Reykjavik Whale Watching



Address Áglaugarður 5  
Reykjavík

Contact +354 518-8000  
info@elding.is  
www.whalewatching.is

Service

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### Eskimos



Address Skútuvogur 1b  
Reykjavík

Contact +354 414-1500  
eskimos@eskimos.is  
www.eskimos.is

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### Harpayachts.is



Address Hraunvegur 2  
Reykjanesbær

Contact +354 899-8590  
info@harpayachts.is  
www.harpayachts.is

### Iceland Excursions - Gray Line Iceland



Address Hafnarstræti 20  
Reykjavík

Contact +354 540-1313  
iceland@grayline.is  
www.grayline.is

### Iceland Travel



Address Skútuvogur 13a  
Reykjavík

Contact +354 585-4300  
sales@icelandtravel.is  
www.icelandtravel.is



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Hotels, Gues... ▾

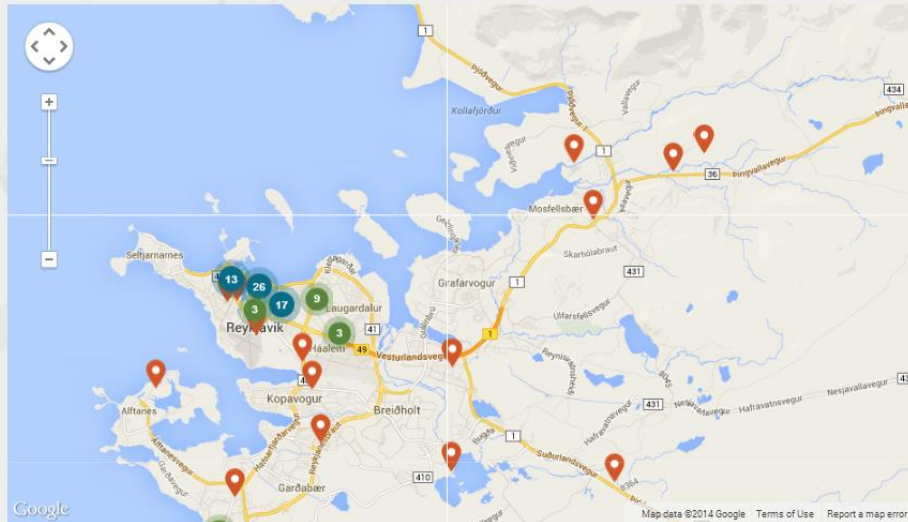
Capital area ▾

Q Search

Filter results

List view

Map view



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Things To Do

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All results(91)

## Hotel Borg ★★★★★

Map view



### About

**Hotel Borg – Character With Style.** Dignified and imposing, Hotel Borg overlooks the beautiful square of Austurvöllur, in the heart of Reykjavik, across from Althingi, the Icelandic parliament and the cathedral. The Borg, which has become one of Reykjavik's landmarks, is conveniently located within walking distance of variety of restaurants, businesses, souvenir shops, art galleries and specialty shops. Hotel Borg also offers Concierge service to ensure that guests can easily access all the information and assistance they may require.

Welcome to Hotel Borg

Please contact for rates and booking information.

### Information

Accommodation  
56 Rooms, 93 Beds

Opening period  
All year

Categories  
Hotels, Restaurants, Pubs & Clubs.

### Contact



**Hotel Borg**  
Pósthústræti 11  
101 Reykjavík  
[View map](#)

**Telephone:**  
+354 551-1440

**Fax:**  
+354 551-1420

**Email**  
[reception@hotelborg.is](mailto:reception@hotelborg.is)

**Website**  
[www.hotelborg.is](http://www.hotelborg.is)

# GAGNAGRUNNUR UM ÁHUGAVERÐA STAÐI

nd.com/plan-your-trip/travel-search/search-results/?SubCategories=&CategoryID=attractions&RegionID=1&Query=

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Attractions

Select your ...

West

Search

Filter results

List view

Map view

91 Attractions

Akrafjall Mountain



Location Akrenas

View on map Read more

Amarstapi



Location Snefellabær

View on map Read more

Bardarlaug pool



Location Snefellabær

View on map Read more

Bamafoss, Children's Falls



Location Borgarnes

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Baula



Location Borgarnes

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Bjossarolo - playground



Location Borgarnes

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# BIRTING Á LANDSHLUTAVEFJUM

visit south iceland  
Upplýsingabrunnr um ferðalög á Suðurlandi

Ferðalisti | Vetré | Spurningar og svör | Markaðsstofa Suðurlands

Íslandskort  
Veldu svæði:

Forsíða | Upplifðu Suðurland | Ferðaupplýsingar | Afþreying | Áhugaverðir staðir | Eldgos í Grímsvötnum

Stækka kortaglugga

Þjónusta | Staðir


Afþreying | Hestaferðir | Veldu Stað | Leitarstrengur | Leita

Myndir | Kort | Myndbönd

Ferðalisti


Search Results  
Leitað eftir: - Afþreying - Hestaferðir

Kálfholt Hestaferðir

	<b>Heimilisfang</b> Kálfholt II	Opnunartími
<b>Staður</b>	851, Hella	<b>Allt árið</b>
<b>Sími</b>	487-5176	
<b>Netfang</b>	kalfholt@kalfholt.is	
<b>Vefsíða</b>	www.kalfholt.is	

Lesið meira

Friðheimar Hestasýningar

	<b>Heimilisfang</b> Bláskógabyggð	Opnunartími
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# ÝMSIR AÐRIR VEFIR MEÐ GÓÐUM UPPLÝSINGUM

[www.vegvisir.is](http://www.vegvisir.is) – Vegalengdir og ferðatími

[www.nat.is](http://www.nat.is) – Almenningsamgöngur

[www.straeto.is](http://www.straeto.is) - Almenningsamgöngur

Vefir einstakra sveitarfélaga



# VEGVÍSIR.IS



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# VEGVÍSIR

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Akureyri



Bifröst

 **283** km

## Ferðatími

Bundið slitlag 3 klst. og 20 mín.

**Samtals 3 klst. og 20 mín.**

Ferðatími miðast við 85 km. meðalhraða á bundnu slitlagi og 75 km. á malarvegi.

## Kostnaður

### Bensín

– 5 l./100km.	<b>3.495 kr.</b>
– 10 l./100km.	<b>6.990 kr.</b>
– 15 l./100km.	<b>10.485 kr.</b>

### Dísel

– 5 l./100km.	<b>3.339 kr.</b>
– 10 l./100km.	<b>6.678 kr.</b>
– 15 l./100km.	<b>10.018 kr.</b>

Kostnaður miðast við 247.0 kr. fyrir bensínlitra og 236.0 kr. fyrir litra af dísel. Verðin eru fengin frá GSM Bensín.

## Vegir



# NAT.IS

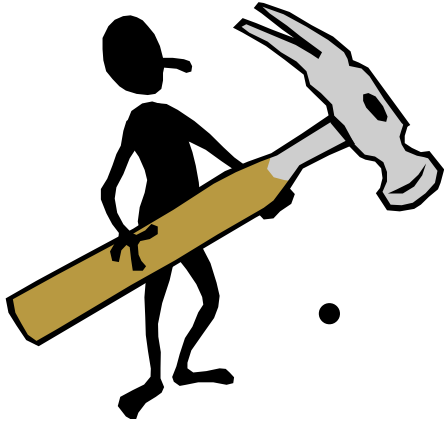


# NÆSTU SKREF Í ÞRÓUN Á GRUNNINUM

- Áframhaldandi samvinna við Íslandsstofu og markaðsstofur
- Ný vefþjónusta sem auðveldar tengingu við aðra vefi
- Meiri og betri upplýsingar



# HVERNIG HÖLDUM VIÐ GRUNNINUM GÓÐUM?



- Með ykkar hjálp!
- [upplýsingar@ferdamalastofa.is](mailto:upplýsingar@ferdamalastofa.is)
- Sími: 535-5510

