



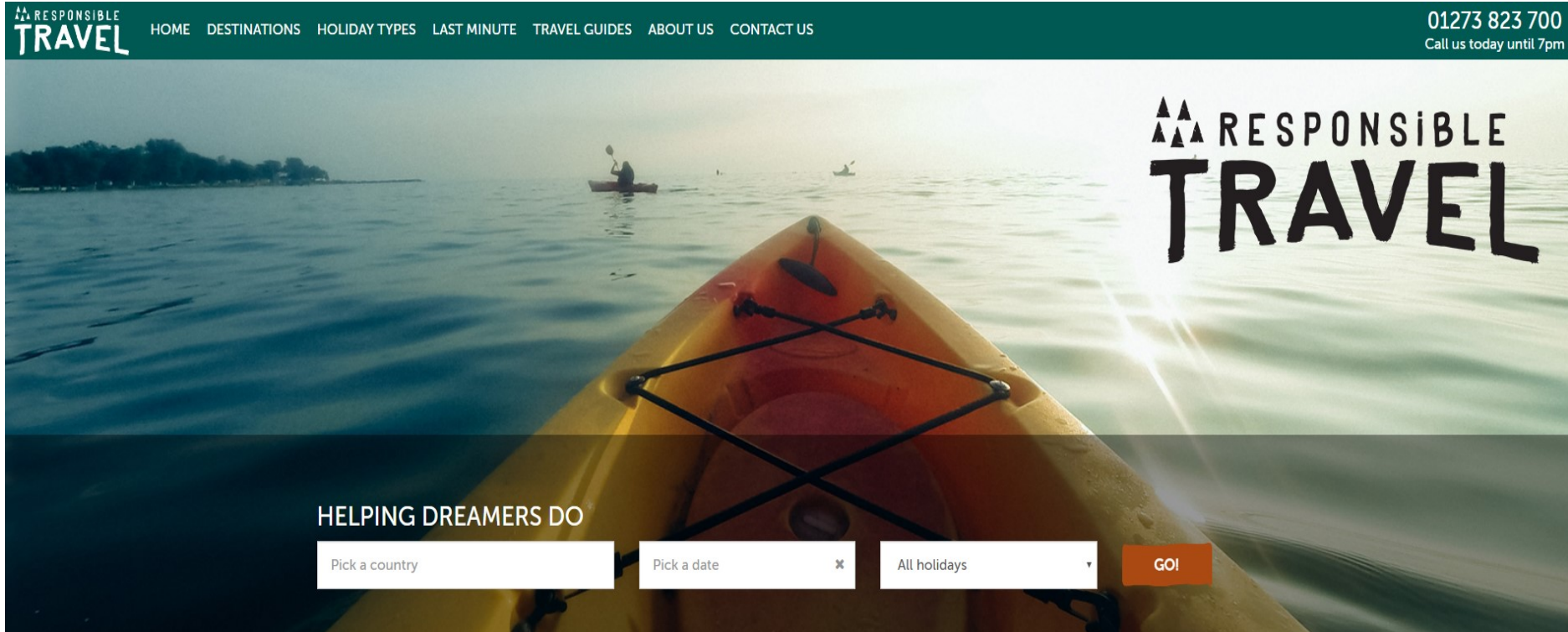
Marketing responsible travel

Tim Williamson

Director – Responsible Travel

7th October 2016

This is what we do!



300K unique visitors each month

44% from the UK

160K on our database

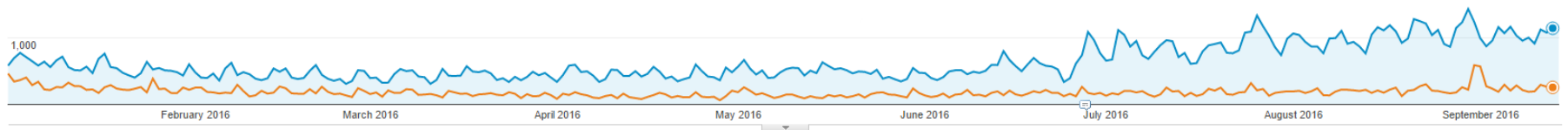


Iceland dominates our search!



Queries	
1	best time to visit iceland
2	responsible travel
3	best time to go to iceland
4	best time to visit cuba
5	best time to go to cuba
6	great ocean road weather
7	best time to visit caribbean
8	best time to visit south america
9	best time of year to visit iceland
10	best time to travel to iceland
11	best time to visit madagascar
12	when to visit iceland
13	iceland best time to visit

Jan 1, 2016 - Sep 14, 2016: ● Pageviews
Jan 1, 2015 - Sep 14, 2015: ● Pageviews
2,000



Primary Dimension: Page Page Title Other

Plot Rows Secondary dimension Sort Type: Default

iceland advanced



**Use Iceland to
show how we
market
responsible travel**

350K residents
1.6m tourists
31% of FX earnings in 15 (18.8% in 2010)
Top industry now over fishing and aluminium
42% increase in hotel rooms (since 2010)
264% increase in visitors (since 2010)
38% increase in tourism jobs (2010-2014)

This is what you could have soon?

Tourism in Barcelona

Nobody goes there any more, it's too crowded

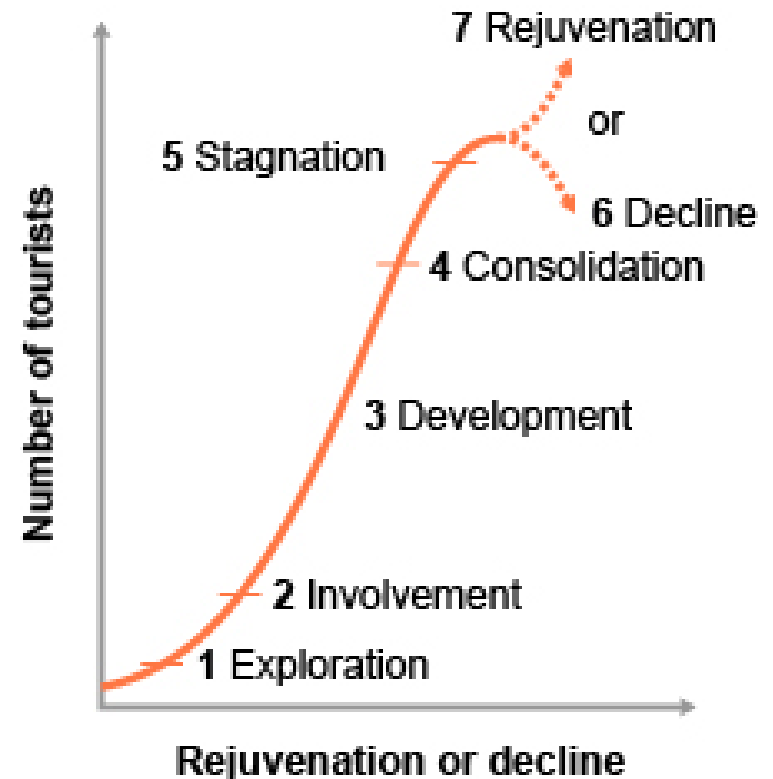
Jun 9th 2015, 10:17 BY B.R.

Timekeeper

Like

3.7K

Tweet



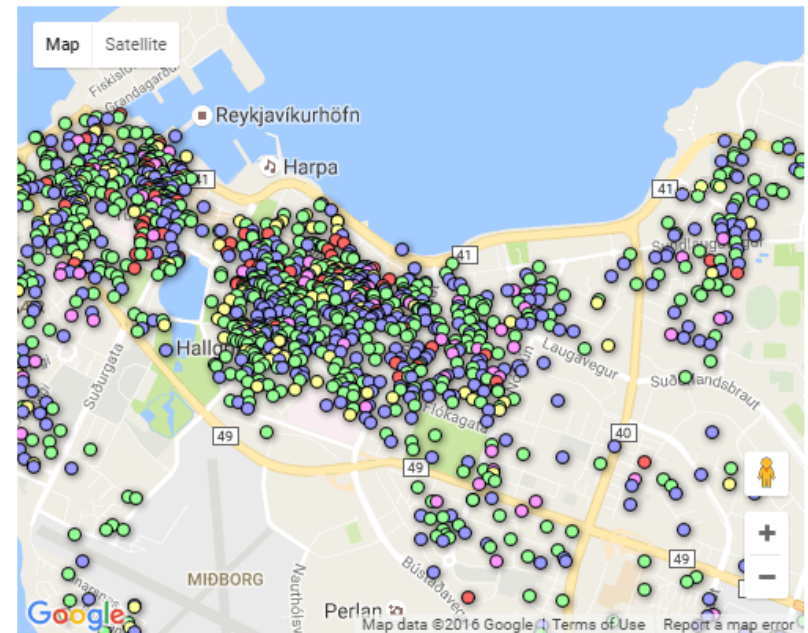
A mix of good planning & opportunity?

A LOT OF AIRLINES ARE ONLY SELLING AIRLINE SEATS. WE'RE SELLING THE DESTINATION.

Helgi Már Björgvinsson, Icelandair SVP marketing and sales



MAP OF AIRBNB LISTINGS IN REYKJAVIK



Opportunity to market to a more responsible traveller

- One who cares about:
 - The Icelandic environment
 - Supporting the local economy
 - Conservation
 - Cultural heritage
 - Natural heritage

ICELAND TRAVEL GUIDE

2 MINUTE SUMMARY

Much of Iceland's landscape could double for a Tolkien fantasy - the very earth is hot beneath your tread, spitting out hot liquids, lava, dark ash and other-worldly fumes. Craggy mountains brood around ice-berg dotted fjords, while long winter darkness is lit by ethereal glowing aurora swirling above glaciers and ice plains in green and magenta shimmers. But there's another side to this amazing island: soft hillocks roll down to brightly-coloured traditional fishing villages; verdant meadows are carpeted with fantastic wildflowers and prowled by spritely Arctic fox; seacliffs and dark sand beaches raucous with birdlife and barking seals. The people are as distinctive, descended from Norse settlers driven from the mainland for being too toughly spirited even for the Vikings! Icelandic culture is fed by this unique geography and history, fomenting a nation with more writers per capita than any other, alongside idiosyncratic creatives across the artistic spectrum (thank you, Björk). Any Iceland travel guide is a dip into a place that is, for once, truly unique.





NORTHERN LIGHTS PHOTOGRAPHY HOLIDAY IN ICELAND, COAST & ICE
Incredible Photographic trip in stunning West & East Iceland
From **£2500** 10 Days ex flights
★★★★★ (6 Reviews)



NORTHERN LIGHTS & KILLER WHALES PHOTOGRAPHY HOLIDAY, ICELAND

Key to marketing responsible tourism

- Honesty
 - Travel guides
 - Reviews
- Openness to the issues
- Focus on how to make a difference

The image shows a website interface with a navigation menu and three content cards. The navigation menu is centered at the top with the word "DISCOVER" above it. Below "DISCOVER" is a small green icon of three triangles. The navigation menu includes the following items: "HOLIDAYS", "TRAVEL GUIDES", "REVIEWS", "ACTIVISM" (which is underlined in green), and "FOLKS WE LOVE". Below the navigation menu are three content cards. The first card features an image of ancient stone ruins with a tag that reads "World Responsible Tourism Awards 2016 at WTM London", "Organized by: RESPONSIBLE TRAVEL", and "Sponsored by: belize". The second card features an image of an elephant's leg with a red and black harness and metal rings. The third card features an image of a person in a white coat holding a child.

DISCOVER

HOLIDAYS TRAVEL GUIDES REVIEWS ACTIVISM FOLKS WE LOVE

WORLD RESPONSIBLE TOURISM AWARDS
A celebration of the world's most inspiring responsible tourism experiences

ELEPHANT TREKKING
While popular, this is a complex issue with animal welfare and conservation concerns

VOLUNTEERING WITH CHILDREN
The issues in working with vulnerable children, and why we removed orphanage volunteer projects from our site

Honest travel guides

WHAT WE RATE & WHAT WE DON'T

OUR BEST & WORST OF ICELAND HOLIDAYS

UNDERRATED

[Whale watching](#) ▼
[Futuristic churches](#) ▼
[Birdwatching](#) ▼
[Culture](#) ▼

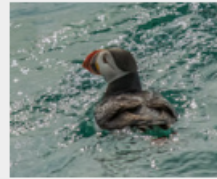
RATED

[Norse heritage](#) ▼
[Northern Lights](#) ▼
[Geothermal pools](#) ▼
[Waterfalls](#) ▼

OVERRATED

[Whale meat](#) ▼
[Elves](#) ▼
[Runtur](#) ▼
[Traditional Icelandic food](#) ▼

UNDERRATED



WHALE WATCHING

Iceland is one of the world's best spots to get astonishingly close to whales, with the best operators using quiet oak-hulled boats to minimise disturbing these magnificent creatures. Two dozen species surface here including minke, blue, humpback, fin, sei – and orcas. The top site is Husavik but expert tours also cruise Trollaskagi and Reykjavik's old harbour. Peak season is May to September.

FUTURISTIC CHURCHES

Iceland does futuristic as well as mythic, including startling modernist churches – not just Reykjavik's soaring Hallgrímskirkja, inspired by lava folds. Stykkisholmur echoes the bleached vertebra of a giant god, while Akureyri could be by Frank Lloyd Wright. Olafsvík is a gorgeous mesh of interlocking angled planes, Blonduos's graceful grey volcanic folds counterpoint the churning Blanda river, while Bjarnaneskirkja is a stark white pyramid set facing Vatnajökull.

Honest reviews from actual travellers

REVIEWS FOR ICELAND HOLIDAYS

You can trust Responsible Travel reviews because, unlike many other schemes, reviews can ONLY be written by people who we have verified have been on the holidays. In addition, we don't run these holidays ourselves - our only interest is giving you the best independent advice.

[Read our review policy](#)



I am reborn! Simply the best holiday I have ever been on



Some great stories to tell the grandchildren. Would recommend to a friend



Very enjoyable



It was OK



A bit disappointing really

ICELAND NORTHERN LIGHTS SHORT BREAK ★★★★★



From

IKr85,990

excluding flights

[Full holiday details](#) >

Brilliant and Awesome!! Climbing the ice wall during our trip to the Sólheimajökull glacier and seeing the geological wonders of Iceland - geysers, waterfalls, Thingvellir and of course, The Northern Lights!! ([more](#))
sue deedigan

Book as much as you can!!!! This is a fantastic company with excellent service and great advice...The amazing day trips which we booked through the company for a great price and included breakfasts made the day easy ([more](#))

Elizabeth King

[2 traveller reviews](#)

That focus on responsible travel

3. Did you feel that your holiday benefited local people, reduced environmental impacts or supported conservation?

We did feel it benefit the local people for sure. Respecting the trekking paths and signs helps towards conservation. But this the travellers responsibility. The places we stayed in, did feel like they were respectfull with the enviroment and promote local business, food, etc. Which made us very happy.

3. Did you feel that your holiday benefited local people, reduced environmental impacts or supported conservation?

This is a family run company and Geraldine and Martin live in Iceland so we used small locally-run hotels and eateries. The food was excellent and the showers wonderful! Driving was inevitable but we did this in as few vehicles as possible.

3. Did you feel that your holiday benefited local people, reduced environmental impacts or supported conservation?

Yes. The main Farm/Hotel that we stayed at only used local food, mostly off the farm. Fresh trout which they farmed themselves.

Openness to the issues

RESPONSIBLE TOURISM IN ICELAND

TRAVEL RIGHT IN ICELAND

Iceland's landscape can sometimes seem like it wants to make things challenging, even if it's not actually out to get you with spurting lava and hot ash here, glacial torrents and impenetrable snow drifts there. But just treat it with respect, taking your cue from locals who put warning signs where they should be, and offer up-to-date advice and information from multiple easily-accessed sources. And even what looks like a harsh landscape of lava or ice has a basic fragility that the wheels of a stupidly-driven 4WD can leave scarred for decades – so stick to official routes.

Whales, meanwhile, are in the frontline of a fierce battle for hearts and minds between Iceland's whaling industry and its environmental and tourist authorities. Your stomach is a key battleground, as most whale-meat ends up on the plates of tourists keen for a foodie novelty. Trust us - the lamb is much better in every way.

Focus on how to make a difference

RESPONSIBLE TOURISM



**WE
LIKE:**



Investing
locally



Saving
energy
& water



Protecting
wildlife



Protecting
culture



**WE
DON'T
LIKE:**



Animal
cruelty



All
inclusive
resorts



Exploitation



Mass
tourism

RESPONSIBLE TOURISM: NORTHERN LIGHTS & KILLER WHALES PHOTOGRAPHY HOLIDAY, ICELAND

ENVIRONMENT

Out in the field

We encourage you to travel responsibly and to consider the following guidelines:

- When out in wild places we encourage you to keep erosion to a minimum, keep to footpaths and avoid stepping on or picking native flora, Iceland is especially fragile environmentally and the country is currently embarking on many projects such as tree planting to reduce erosion.
- We encourage you to use water sparingly and to avoid buying plastic bottles of water; use your own metal or heavy-duty plastic bottle such as Nalgene to refill with water from a safe source as recommended. In Iceland water should never be bought from a shop as most water sources are exceptionally pure.

Also so important to inspire!



ICELAND HOLIDAYS

TOURS & HOLIDAYS IN 2016 & 2017

Craggy mountains shade iceberg dotted fjords, while long winter darkness is lit by ethereal aurora swirling above glaciers and ice plains in green and magenta shimmers. Soft hillocks roll down to brightly-coloured traditional fishing villages; verdant meadows are carpeted with fantastic wildflowers and prowled by spritely Arctic fox; sea cliffs and dark sand beaches raucous with birdlife and barking seals - Iceland holidays are as rich as your imagination.

[HOME](#) \ [EUROPE](#) \ [ICELAND](#)

TRAVEL GUIDE



HELPING DREAMERS DO

And sell the holiday

HIGHLIGHTS OF ICELAND SELF DRIVE HOLIDAY

★★★★☆ 4 REVIEWS

[DEPARTURE INFORMATION](#)



"This self-drive tour gives you total freedom in one of the world's wildest islands, discovering geysers, glaciers and enchanted forests at your own pace."

HIGHLIGHTS

FROM

€1,100 (GB £923)

TO

€2,500 (GB £2,097)

Convert currency : [GB£](#) | [US\\$](#) | [€](#)

10 DAYS INCLUDING DOMESTIC FLIGHTS ONLY

More info: Included: - Domestic flight Reykjavík/Akureyri - 9 days rental car - 9 nights in B&B with breakfast - Airports transfers - 2 entries to the Mývatn Baths - 1 whale watching
Not included: - International flight - Petrol - Meals - Personal insurance

Tailor made

ENQUIRE OR BOOK

 [add to basket](#)

SHARE: [Twitter](#) [Facebook](#) [Email](#)

OUR TRAVEL GUIDES

RESPONSIBLE TRAVEL

FROM: £2,500

ENQUIRE OR BOOK

NORTHERN LIGHTS PHOTOGRAPHY HOLIDAY IN ICELAND, COAST & ICE

★★★★☆ 6 REVIEWS



FROM

£2500

TO

£2600

10 DAYS EXCLUDING FLIGHTS

Using amazing photography & film

ICELAND SHORT BREAK NORTHERN LIGHTS TOUR



4 REVIEWS

[DATES, PRICES & AVAILABILITY](#)



"The best thing about taking a short break with so many otherworldly highlights is that it feels like you've been away much, much longer..."

FROM

£1479

TO

£1499

5 DAYS INCLUDING UK FLIGHTS

More info: From £1129 - £1299 excluding flights. Minimum age 16.

[Check dates, prices & availability](#)

ENQUIRE OR BOOK

SHARE:   

Late avail: Availability on this trip for coming months

OUR TRAVEL GUIDES



Northern Lights

[2 minute summary](#)

[When to go](#)

[Things to see & do](#)

[Families](#)

2 other tools we use

- Inspiring people – Folks We Love

FOLKS WE LOVE INTERVIEWS

We've always admired people who live their travel dreams. Putting aside your fears and making dreams a reality takes real self belief. This exclusive collection includes in-depth, one-off interviews with incredible people who have achieved remarkable things, closer to home and further afield. Be inspired by their extraordinary stories of past adventures; get ideas for your next trip; hear their thoughts on the future of our world; and what responsible tourism really means. Share your stories and your own personal travel heroes using the hashtag #DreamersDo on social media.



ANNA MCNUFF

British adventurer and speaker talks about living dreams and being inspired by a 93 year old lady



LIZ BONNIN

Wildlife presenter and conservationist who recently took us on 'Nature's Greatest Journeys' on the BBC



LEVISON WOOD

British explorer, writer and photographer who explored Nepal in Channel 4s 'Walk the Himalaya'

Get active



SNOWMOBILES

Why the snowmobile is a vital form of transport for small communities in Arctic areas.



TAKING WILDLIFE OFF THE MENU

How to avoid meat sourced from endangered species

So in summary

- You can't grow at the rate you are without consequences
- There is a great opportunity if you market to a more responsible traveller by:
 - Being honest
 - Being open
 - Being inspirational!

 RESPONSIBLE
TRAVEL