

LEADING IN SUSTAINABLE DEVELOPMENT



Icelandic Tourism **2030**



POLICY FRAMEWORK FOR TOURISM UNTIL 2030

POLICY FRAMEWORK: FUTURE VISION AND EMPHASIS IN ICELANDIC TOURISM
FOR THE NEXT 10 YEARS

Policy framework until 2030

Basis for policy making

Policy 2020-2025

Policy 2025-2030

Policy 2031-

Policy framework

Definition

Set of principles and long-term goals that form the basis for making rules and guidelines, and give overall direction to planning and development...

<http://www.businessdictionary.com/definition/policy-framework.html>

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

➤
FOUNDATIONS



CO-ORDINATION



CONNECTIVITY



QUALITY



KNOW-HOW



**PROFITABILITY
ABOVE TOURIST
NUMBERS**

**BENEFITS FOR
LOCALS IN ALL
REGIONS**



**BALANCE BETWEEN
CONSERVATION
AND UTILISATION**



**UNIQUE
EXPERIENCE,
QUALITY AND
PROFESSIONALISM**



PROFITABILITY ABOVE TOURIST NUMBERS

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BENEFITS FOR LOCALS ALL OVER THE COUNTRY

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UNIQUE EXPERIENCE QUALITY AND PROFESSIONALISM

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BALANCE BETWEEN CONSERVATION AND UTILISATION

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FOUNDATIONS



CO-ORDINATION

We emphasise coordination and efficiency across the administration, and operate in collaboration with stakeholders, since tourism is an interdisciplinary industry



CONNECTIVITY

Our work is founded on good connections domestically and with the outside world. Year-round tourism all over the country depends on good transport connections



QUALITY

We work hard and show professionalism in everything we do. We have the necessary skills to live up to or exceed expectations



KNOW-HOW

We base decisions on research, data and experience and apply tourism impact assessment findings to our decision making, policy making, destination management and development of tourist services

FUTURE VISION > 2030

EXPECTED RESULTS

- ▶ Leading in sustainable development
- ▶ Profitable and competitive tourism industry in harmony with the country and its people
- ▶ Tourism that promotes a better quality of life and prosperity in Iceland
- ▶ Tourism that is known for sustainable development, quality and a unique visitor experience

700

ISK billion
expenditure of
tourists

90%

Locals have positive
attitude towards
tourism

>75

Net Promoter Score
(NPS)



Effective destination
management

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