



# ENTICE

## Exploring the Natural tastes of Iceland



## Programme : 09 – 15 June 2013

- Sunday 09 June** Travel London Gatwick (South Terminal) to Keflavik International Airport: WOW Air HCC731 Depart: 12.15 Arrive: 14.25 (local time)  
Met by Davíð Samúelsson, Managing Director, Visit South Iceland.
- 15.30 – 17.00 Soak in The Blue Lagoon's hot springs followed by Blue Lagoon introduction and refreshments at the Lava Bar  
(<http://www.bluelagoon.com>). Meet Þuríður H Aradóttir, Reykjanes Marketing Office.  
  
Transfer to Hotel Geysir (approx 2hr drive). Check in.
- 20.00 Welcome by Director of Tourism.  
Introduction to Hotel Geysir by Bjarki, Chef: Hotel Geysir and the South Iceland Food Cluster Experiment.  
Dinner and informal group introductions.  
  
Overnight accommodation: Hotel Geysir, Haukadalur, Iceland  
<http://en.hotelgeysir.is/>
- Monday 10 June** Breakfast.
- 09.15 Depart hotel
- 09.45 – 10.45 Visit and discussion at Laugarvatn Fontana ([www.fontana.is](http://www.fontana.is)) – a unique experience, see bread cooked in the hot sands. (Option for steam bath or short walk – additional cost for steam bath).
- 12.00 – 14.00 Visit to Efsti-Dalur ([www.efstadal.is](http://www.efstadal.is)) – exemplar dairy farm diversification at work. Presentation/discussion followed by lunch.
- 14.00 Transfer to Hotel Geysir ([www.geysircenter.is](http://www.geysircenter.is))
- 14.30 Visit Geysir – the natural phenomenon that gave its name to the world  
([http://www.exploreiceland.is/main\\_attractions/south\\_iceland/geysir/](http://www.exploreiceland.is/main_attractions/south_iceland/geysir/))
- 18.00 Geysir Center exhibition and tasting from the Geysir  
  
Introduction to new restaurant at Geysir by Manager Kristján Traustason
- 20.00 Dinner  
  
Overnight accommodation: Hotel Geysir, Haukadalur, Iceland

<b>Tuesday 11 June</b>	Breakfast & Check out of Hotel Geysir.
09.00	Depart to Gullfoss.
09.20 – 10.00	Visit to Gullfoss, Iceland's most famous waterfall ( <a href="http://gullfoss.org/">http://gullfoss.org/</a> )
10.00 – 10.30	Drive to Skálholt
10.30 – 11.30	Visit Skálholt, a historical site specialising in food history and themed meals
11.45 – 14.00	Friðheimar - a Greenhouse project which not only offers food production, a visitor centre and food tastings but was the winner of Icelandic Farm Holidays Innovation Award 2011. <a href="http://www.fridheimar.is/">http://www.fridheimar.is/</a>
	Presentation and discussion with Jon K.B. Sigfusson, a chef in Aratunga with extensive experience of food projects and of running successful restaurants throughout Iceland. Lunch
14.00 – 15.00	Transfer to Hvolsvöllur (if time permits we will make a few short stops en route at: Sundlaugin Flúðum, Bragginn, Hestakráin)
15.00	Arrive Hotel Hvolsvöllur – Check-in
15.30 – 17.00	Workshop
19.30	Dinner
	Overnight accommodation: Hotel Hvolsvöllur, <a href="http://www.hotelhvolsvollur.is/?lang=en">http://www.hotelhvolsvollur.is/?lang=en</a>
<b>Wednesday 12 June</b>	Breakfast
08.40	Depart hotel, walk to Hvolsvöllur Community Centre
09.00 – 15.00	ENTICE Seminar at Hvolsvöllur Community Centre – food tourism seminar and workshops exchanging best practice examples of gourmet tours, food cluster projects and food festivals between the UK and Iceland participants. (See separate programme for details)
	Lunch at Eldstó <a href="http://www.eldsto.is">www.eldsto.is</a>
15.15 – 16.30	UK Participants Case Study Workshop
19.30	Visit and Dinner at The Icelandic Saga Center <a href="http://www.njala.is">www.njala.is</a>
	Overnight accommodation: Hotel Hvolsvöllur, Hvolsvöllur, Iceland

<b>Thursday 13 June</b>	Breakfast and Check out of hotel
08.30	Depart hotel
09.30	En route to Reykjavik a visit to Cafe Kjöt og kúnst – a café that bakes and cooks using a geothermal cooker
11.00	Arrive in Reykjavik
	Visit to The Nordic House which is highly recognised in Iceland as a best example of the "Nordic Kitchen"
12.00	Introduction of Dill “Nordic Kitchen” and lunch at Restaurant Dill. <a href="http://dillrestaurant.is/EN/index_en.html">http://dillrestaurant.is/EN/index_en.html</a>
13.30	Introduction of the Nordic House
14.00 – 14.30	Briefing re Reykjavik Mystery Shopping exercise
14.30 – 15.30	Presentations and discussions with representatives of Promote Iceland, Guðrún Birna Jörgensen and Visit Reykjavik, Einar Bárðarson.
15.30 – 16.15	Case Study Workshop Groups
16.15	Return to Hotel Cabin
17.30 – 18.30	City Walking Tour with Davíð Samúelsson
18.30	Introduction and drink at Icelandair Hotel Reykjavik Marina by Guðlaugur Kristmundsson, Sales and PR Manager
19.00	Dinner at Restaurant Slippbarinn, Icelandair Hotel Reykjavik Marina. <a href="http://www.slippbarinn.is/">http://www.slippbarinn.is/</a>
	Overnight accommodation: Hotel Cabin, Reykjavik, Iceland <a href="http://www.hotelcabin.is">http://www.hotelcabin.is</a>
<b>Friday 14 June</b>	Breakfast
09.00 – 16.00	Mystery shopping exercise
16.00 – 17.30	Mystery shopping & ENTICE Project debrief/conclusions
	Free evening to explore Iceland’s capital city
	Overnight accommodation: Hotel Cabin, Reykjavik, Iceland <a href="http://www.hotelcabin.is">http://www.hotelcabin.is</a>

## Saturday 15 June

03.45 Check out and depart Hotel Cabin.

Return flight Keflavik International Airport to London Gatwick (South Terminal)

WOW Air HCC730 Depart: 06.45 Arrive: 10.55 (local time)