

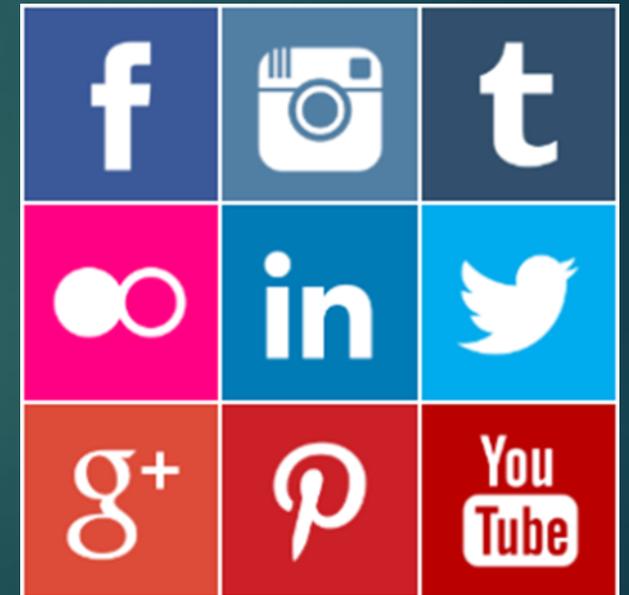
Learn, Taste, Experience – Iceland (LTEI) Case Study



- ▶ The Use of Digital Marketing and Social Media



Co-funded by the European Union



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“Websites and applications that enable users to create and share content or to participate in social networking.”

Oxford Dictionary, 2014

- ▶ **The history of social media**
- ▶ **Social Media use in Iceland (facts & figures)**

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| | | |
|--|--|---|
| <p>Wilson Raphael</p>  | <p>Travel & Tourism Lecturer/, Ayrshire College, Ayr.</p> <p>LinkedIn: https://uk.linkedin.com/in/wilson-raphel-38982b49</p> | <p>Wilson demonstrates a background spanning 16 years in travel, hospitality and active tourism, holding posts in both the USA and Australia. For the past two years Wilson has successfully developed course material to help engage students through interactive learning resources. He has developed instruments of assessment and has formed new industry links for student study visits, where there has been an emphasis on Scotland's 'Niche Markets' and small to medium sized providers of the tourism product.</p> <p>Previously, Wilson was a Prince's Trust Team Programme Team Leader, where he was able to develop and deliver a 12 week personal development programme to help disengaged and vulnerable young adults achieve their potential and to re-engage with the wider community by participating in further training, education or employment.</p> <p>In addition to his full time role at the college, he also engaged in occasional weekend work as a climbing instructor.</p> |
| <p>Val Russell</p>  | <p>CEO Ayrshire Chamber of Commerce</p> | <p>Background in hospitality sector at senior level followed by a period with Jobcentreplus then local newspaper prior to joining Chamber in 1999. Ayrshire is an national award winning Chamber with 840 members of all sizes and sectors and is largest non-city Chamber in Scotland and one of only seven British Chambers accredited in Scotland. Role involves working in partnership with both public, private sector and social enterprise organisations working together to enable the Ayrshire economy.</p> <p>Member of Community Planning Partnerships, Panel member of PYBTS, Member of Ayrshire Economic Partnership, Board Member CEIS, Board Member North Ayrshire Economic & Regeneration Board, Director Energy Agency, member of Ayrshire LAG Leader Fund, Taste Ayrshire and DYW Steering Group amongst others. Being passionate about education encouraged the Chamber's involvement in schools leading to the Chamber co-ordinating the Work Experience Programme across three local authority areas together with all aspects of employer engagement for past ten years. This led to becoming lead organisation of Developing Young Workforce Ayrshire, a Scottish Government Initiative. Truly believes in Ayrshire doing business with Ayrshire which led to the launch of the successful social media Buy Ayrshire Campaign.</p> |
| <p>Howard Wilkinson</p>  | <p>Founder and Principal Howe Associates</p> <p>LinkedIn: https://uk.linkedin.com/in/howard-wilkinson-074aa27</p> | <p>Has been involved in rural marketing projects, collaboration and regeneration work, social enterprises and food cooperatives for the last 20 years, including educational peer to peer learning projects and business mentoring. He simultaneously jointly ran a farmhouse based vegetarian / gluten free food business which specialised in ultra short supply chain activities including farmers' markets. He is voluntary chairperson of the 40 strong Ayrshire Food Network established in 2002 to develop member businesses through joint working and collaborations . Other current activities include involvement in sustainable Community gardening associations, and representation on the local Unesco Biosphere Board, helping to develop Sense Of Place initiatives.</p> <p>By way of a long standing involvement in the International Slow Food Movement and EU initiatives, he has had the opportunity to engage in food and agri tourism projects in 9 European countries and the USA .</p> |

| | | |
|--|---|---|
| <p>Caryn Inglis</p>  | <p>Marketing Manager A. D. Rattray Ltd. / A. D. Rattray's Whisky Experience & Whisky Shop / TheWhiskyAngel.com</p> | <p>Caryn Inglis is the Marketing Manager for independent whisky bottlers, A. D. Rattray, based in South Ayrshire. Caryn received her Honors Degree in Interior and Environmental Design from Duncan of Jordanstone College of Art and Design (University of Dundee) in 2006. She went on to work in creative roles that included Graphic Design, PR and Marketing for companies including The Watermill Art Gallery in Aberfeldy and Anderson Bell Christie Architects in Glasgow before joining the Ayr based creative agency Big Blue Dog Design in 2010. During her time at Big Blue Dog, Caryn managed the marketing for a number of National and Local businesses from a diverse range of industries, before joining A. D. Rattray in 2014. Caryn manages the design and marketing activity for all sectors within A. D. Rattray including their award-winning whisky brands and 5 star visitor attraction, and has recently launched their online retail business, TheWhiskyAngel.com.</p> |
| <p>Toni Dawson</p>  | <p>Sugar & Spice (Largs) / Geraldo's Owner and Managing Director</p> <p>Explore Largs Business Improvement District (BID) - Vice Chair</p> <p>LinkedIn: http://www.linkedin.com/in/ToniDawson</p> | <p>Toni is the sole owner of a variety of business interests in Largs. She has been trading for 16 years with a licensed bistro & restaurant, seasonal putting green sites, holiday let and specialist retail outlet incorporating ice cream production. Toni grew up working and gaining extensive experience within her parent's business in the Licensed Trade, Food & Drink and Leisure sectors. She has been manufacturing artisan ice cream for 11 years on site at her retail premises. She is also Vice-Chair of Explore Largs: Ayrshire's only Business Improvement District and played a key role as an organiser for their first food and drink festival in May 2015 which attracted 8,000 visitors. As a business owner and Board member of the BID she is keen to look at collaborations across the region to encourage tourism, in particular the Food & Drink sector.</p> |
| <p>Jackie Ellis</p>  | <p>Owner and Managing Director, Tourism Angles, Brighton</p> <p>LinkedIn: https://uk.linkedin.com/in/jackieellis</p> | <p>Jackie started Tourism Angles Ltd in 2006 to provide specialist tourism support services to individual businesses and destinations. She delivers staff training, communications and product development, and has worked across the UK and overseas. Her food tourism work includes helping destinations like Abergavenny; Amble (Northumberland Fishing Port); Thame & Wallingford (Oxfordshire market towns) to differentiate themselves through a strong food offer; delivering PR for the Horsham Food Festival; developing food and vineyard trails and facilitating a local produce breakfast in Sussex with industry training. She works with the Sussex Food and Drink network of producers, restaurants and cafes. Additionally she has delivered training projects and business support for special interest groups involved in marketing, social media, and customer experience. She was commissioned by VisitEngland to deliver a pilot social media project for Tourist Information Centres. She delivers visitor experience assessments for organisations including e.g. The Premier League. Working with Karen Donnelly, she co-authored the national customer service training programme Welcome Host Gold, and developed a locally focused pilot training programme for Northumberland's market towns.</p> |

Introduction

Digital marketing is increasingly the promotional tool of choice to reach potential visitors. Social media supports travel blogs, forums and groups, while ever greater numbers of people are sharing images, experiences and reviews online.

Task - Find key figures about the rise in social media usage in travel, tourism and hospitality industry globally

- ▶ Post findings to a social media group or page???
- ▶ Everyone in the group should read, view and comment or even add something new to this
- ▶ What was good, interesting, not so good, surprising etc.

World Tourism stats

- ▶ *'For the fifth successive year, the growth of the Travel & Tourism sector in 2015 (2.8%) outpaced that of the global economy (2.3%) and a number of other major sectors such as manufacturing and retail. In total, Travel & Tourism generated US \$7.2 trillion (9.8% of global GDP) and supported 284 million jobs, equivalent to 1 in 11 jobs in the global economy.'* (WTTCa, 2016)

Icelandic Tourism stats

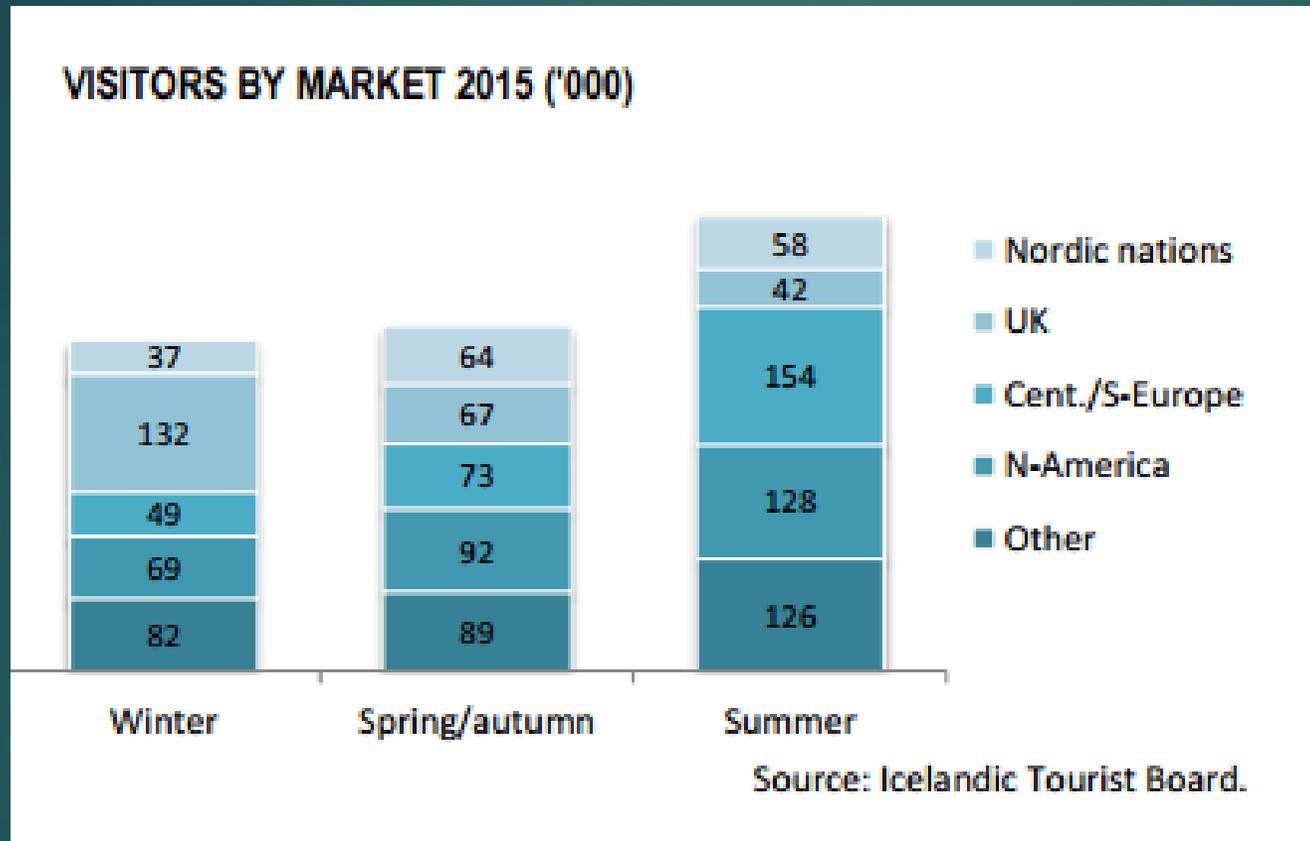
- ▶ The total contribution of Travel & Tourism to GDP was 27.2% of GDP in 2015, and is forecast to rise by 1.7% in 2016, and to rise by 3.1% pa to 28.5% of GDP in 2026.
 - ▶ *'In 2015, the total contribution of Travel & Tourism to employment, including jobs indirectly supported by the industry, was 27.4% of total employment (50,500 jobs). This is expected to rise by 0.4% in 2016 to 50,500 jobs and rise by 1.7% pa to 60,000 jobs in 2026 (31.8% of total).*
(WTTCb, 2016)
- ▶ Money spent by foreign visitors in 2015 accounted for 23.6% of total exports.
- ▶ In 2016, this is expected to fall by 0.2%, and the country is expected to attract 1,317,000 international tourist arrivals.
- ▶ By 2026, international tourist arrivals are forecast to total 1,757,000, an increase of 3.2% pa

INTERNATIONAL VISITORS BY SEASON

► Source: Icelandic Tourist Board (2016)

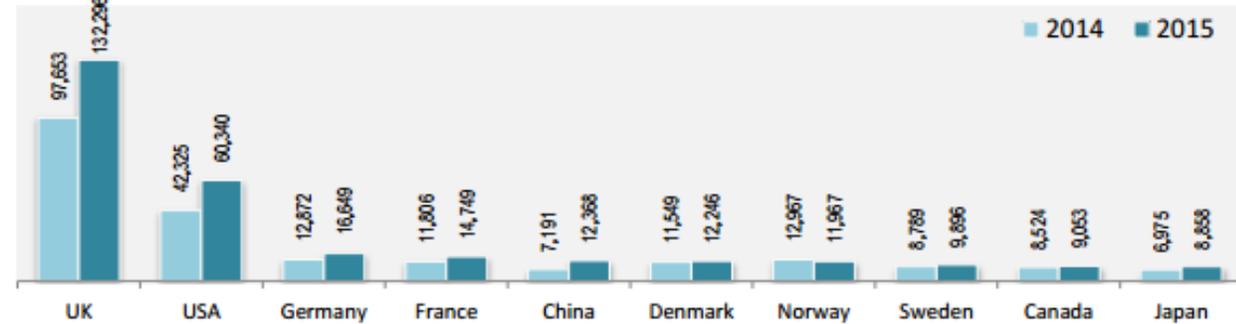
| | 2013 | | 2014 | | 2015 | |
|--------------|----------------|------------|----------------|------------|------------------|------------|
| | Number | % | Number | % | Number | % |
| Spring | 99,413 | 12.7 | 125,938 | 13.0 | 162,631 | 12.9 |
| Summer | 345,212 | 44.2 | 408,640 | 42.2 | 507,423 | 40.2 |
| Autumn | 126,115 | 16.1 | 154,805 | 16.0 | 222,326 | 17.6 |
| Winter | 210,276 | 26.9 | 279,798 | 28.9 | 369,558 | 29.3 |
| Total | 781,016 | 100 | 969,181 | 100 | 1,261,938 | 100 |

VISITORS BY MARKET 2015



NATIONALITIES THROUGH KEFLAVÍK AIRPORT 2015/2014

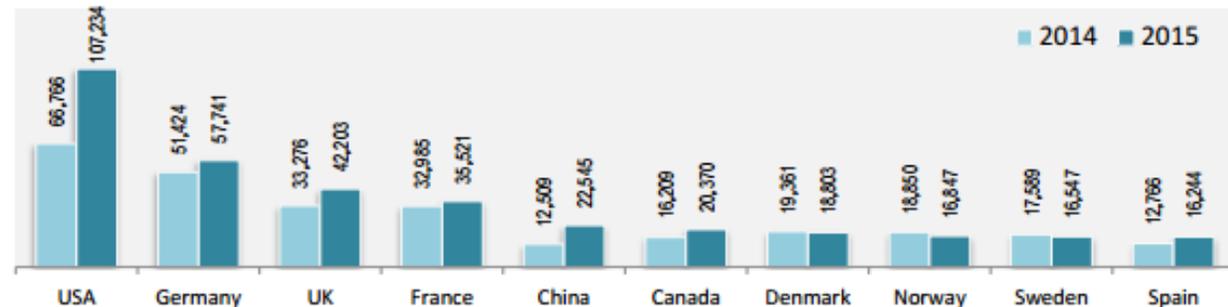
WINTER



SPRING/AUTUMN



SUMMER

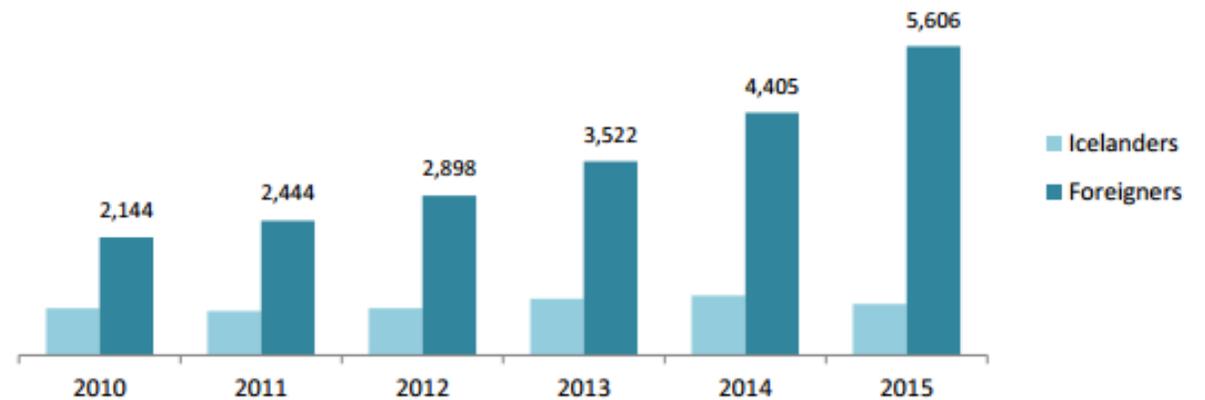


Source: Icelandic Tourist Board.

OVERNIGHT STAYS – ALL TYPES OF ACCOMMODATION

- ▶ The total number of overnight stays in Iceland was around 6.5m in 2015.
- ▶ The overnight stays of foreign visitors were around 5.6m in 2015 and have increased by 21.3% annually since 2010.
- ▶ Overnight stays of Icelanders were 930,000 in 2015 and have increased by 2.4% since 2010.

OVERNIGHT STAYS IN ALL TYPES OF ACCOMMODATION 2010-2015 ('000)



AVAILABLE ROOMS IN HOTELS AND GUESTHOUSES

- ▶ In 2015, there were 13,320 rooms available in 394 hotels and guesthouses in Iceland, when they were most numerous, 35.2% thereof in the Capital Region.
- ▶ Room availability in 2015 in Iceland was 9.7% higher than in 2014.
- ▶ Rooms in hotels and guesthouses in all of Iceland have increased by 9,391, or 42%, since 2010. The most increase has been in the Capital Area, where 1,202 rooms have been added since 2010.

OCCUPANCY RATES IN HOTELS (%)

- ▶ Nationwide room occupancy in year round hotels was 64.5% in 2015, which is a 37.5% increase from 2010, when it was 46.9%.

AirBnB Phenomenon

- ▶ "AirBnB has effectively doubled the number of rooms available to travellers just at the moment when both Reykjavik and Iceland as a tourism destination needed it most"
...Andrew Sheivachan



Social Media Revolution



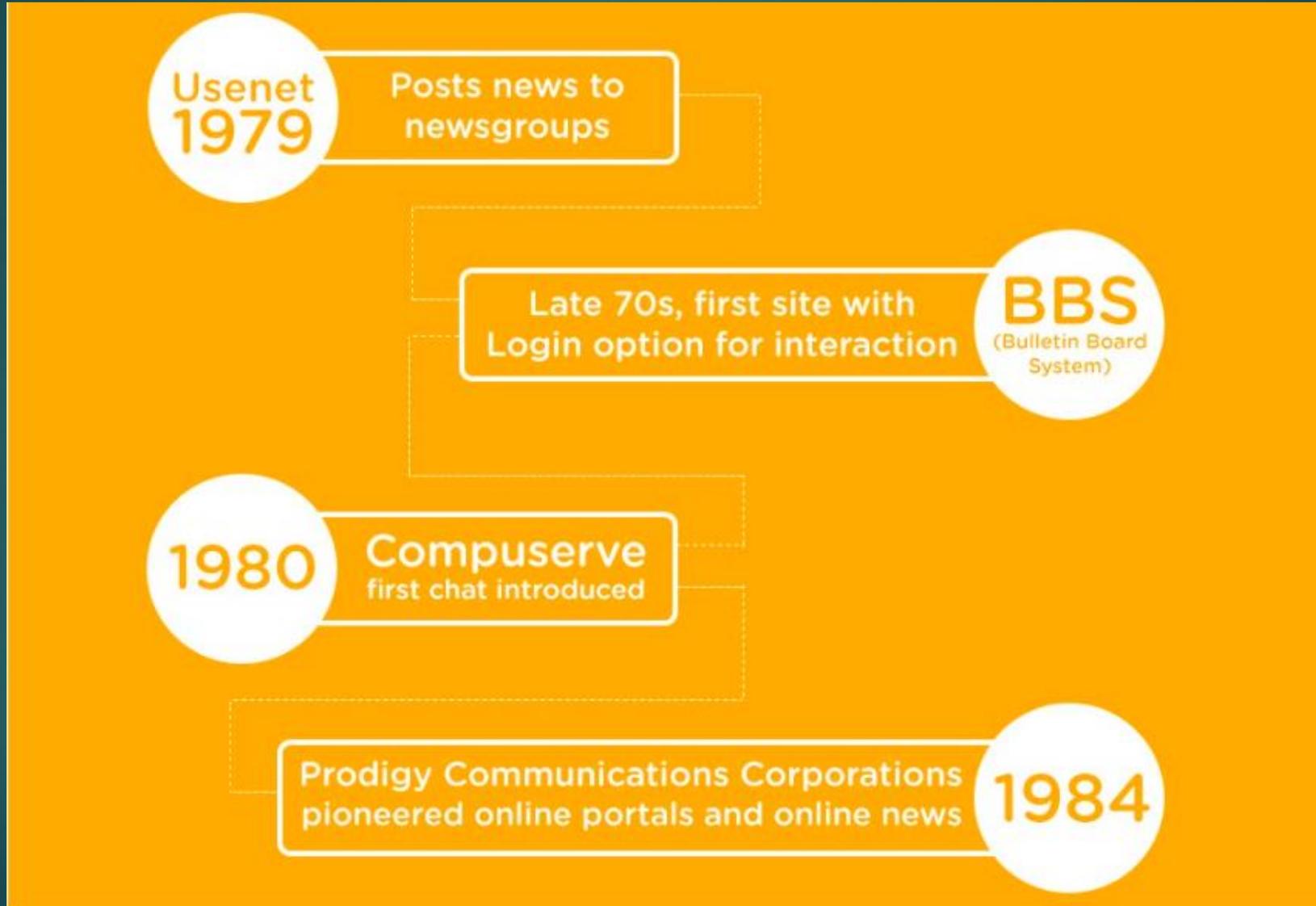
Major Networks

1. Facebook (31m UK users)
2. Twitter (15m UK users)
3. YouTube (19m unique UK visitors)

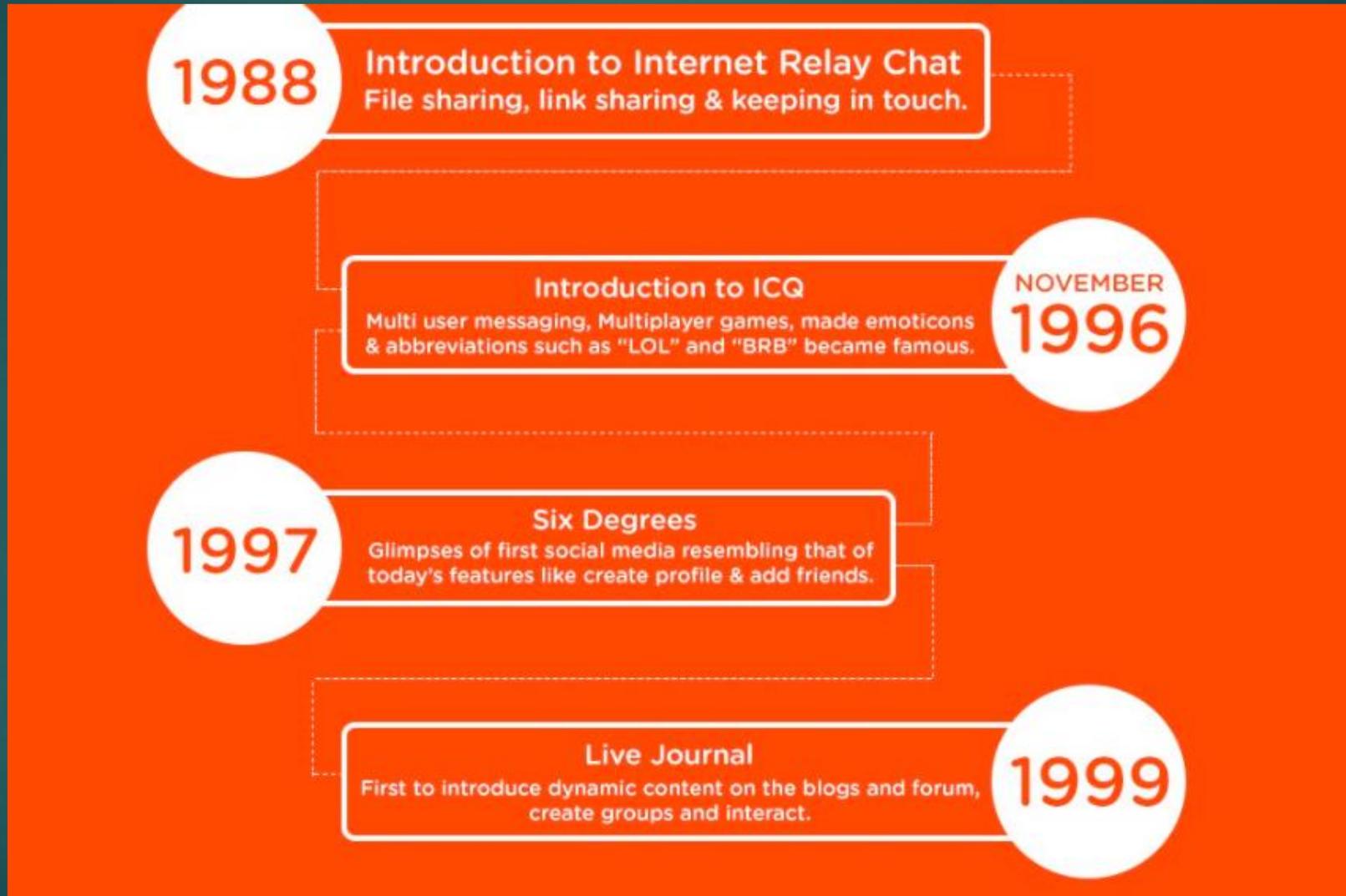
Other Networks

1. LinkedIn (10m UK users)
2. Google+ (No UK specific data)
3. Pinterest (2m UK users)
4. Instagram (No UK specific data)

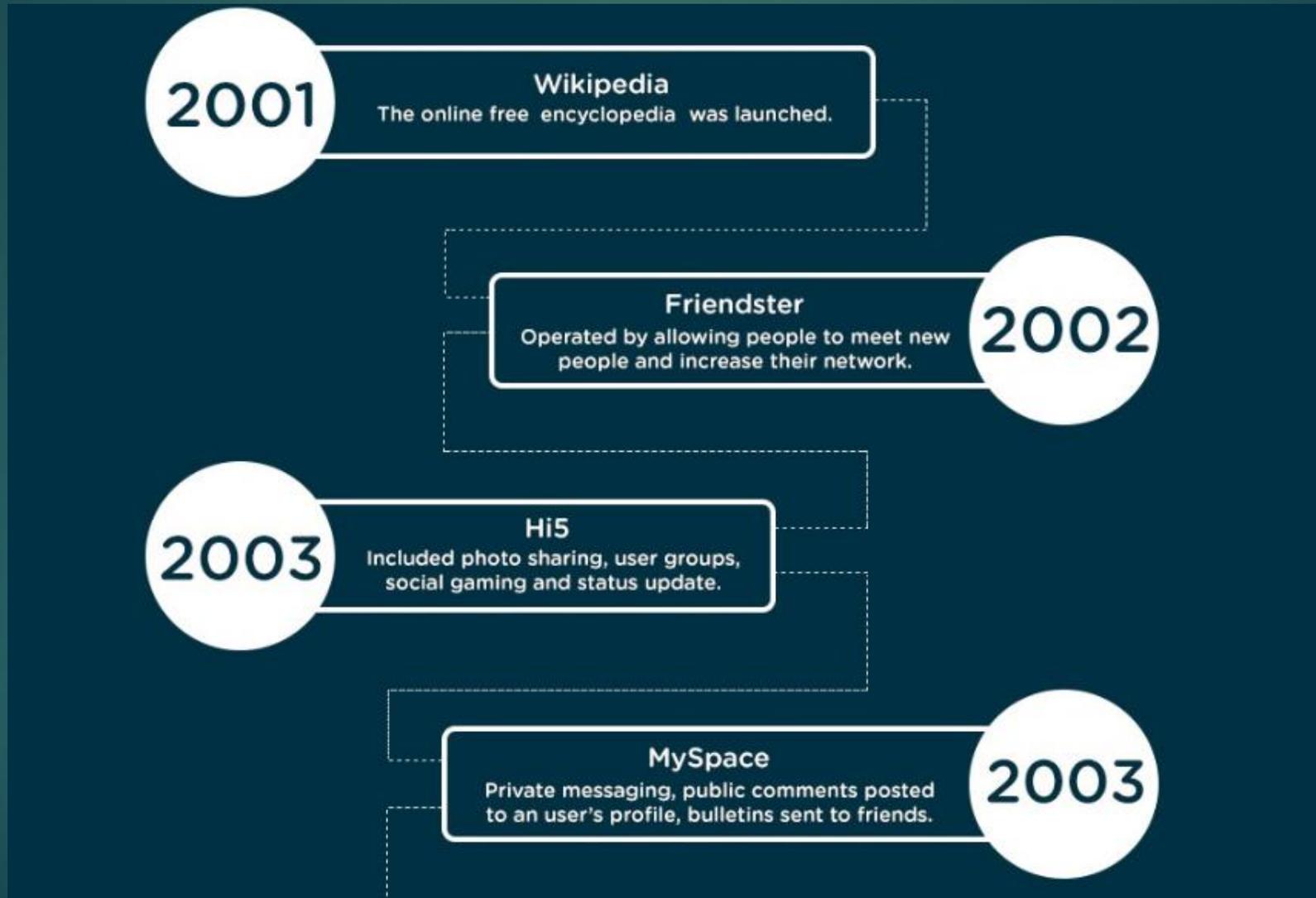
The Primitive Era of Social Media



The Medieval Era of Social Media



The Golden Era of Social Media



2004

The Facebook

Opened only for the Harvard University students.

2004

Orkut

Owned by Google, meet old and new friends, rate friends, change themes, etc.

2004

Flickr

Photo sharing platform

2005

YouTube

First organised video streaming & video sharing platform

Facebook
Best performing social media platform till date
with 1.44 billion active users

2006

2006

Twitter
A microblogging platform with
a question and answer format.

Tumblr
Live streaming and microblogging platform

2007

2009

WhatsApp
iOS, Android and Windows based application
for personal and group chats

Snapchat
New platform for chatting by posting pictures.

2012

2012

Tinder
A social discovery application for iOS and Android devices.

Vine
A multiple platform video sharing social application.

2013

2014

Phfeed
A social media platform with live broadcast option

DRAWING CONCLUSIONS FROM HISTORY

- ▶ Social Media has undergone a meteoric rise in the relatively short period of 19 years since the 'six degrees' site started.
- ▶ It has gone from being a niche hobby to an essential part of our daily lives, embraced by large companies and important cultural figures.
- ▶ Its rise has been aided by advancements in User hardware. iPads, iPods, Smartphones.
- ▶ It has changed the way companies do business and advertisers promote products.
- ▶ It has changed the way we consume traditional media.
- ▶ Concerns over privacy, security and safety refuse to go away

Icelanders Online

- ▶ Iceland Magazine reports that 98% of Icelanders are online.
- ▶ 95% of Scottish households have a broadband connection (Rural Scotland Key Facts 2015)
- ▶ According to the article
 - ▶ *'The Icelandic 98% internet use is significantly higher than the W. European average of 83%, but rather similar to the Internet penetration of other Nordic countries. 96% of Norwegians and Danes are online, 95% of the Faroese and 94% of Swedes. '*

Source: Iceland Magazine (January 2016)

- ▶ Iceland is one of the most connected countries in the world, with the highest percentage of households with access to the internet in Europe
- ▶ Internet and digital media play a vital role in Icelandic society, and Iceland is an international leader when it comes to focusing on free speech and online media.

Source: Freedom House (2015)

Current Campaigns

INTRODUCING ICELAND ACADEMY

- ▶ Iceland is an amazing country filled with beautiful nature, wonderful food, and inspiring art and culture. And at the Iceland Academy we want to help you get the most of it.
- ▶ Our unique online programme has been specially designed to teach you the essentials of Iceland. So by the end of term you'll be able to travel, eat, and even shower like a local.



Purpose of report

- ▶ A review of Icelandic tourism and hospitality businesses was undertaken as part of the Learn, taste, experience Iceland Study Tour (October 2016).
- ▶ The review explored the key theme of 'The use of Digital Marketing & Social Media', one of three key themes investigated on the study tour.
- ▶ It focused on the extent to which hospitality and tourism businesses in Iceland engage with social media as part of their digital marketing strategy and to understand its impact upon those businesses.
- ▶ We visited and learnt about examples from Iceland as part of the programme. This case study records how the group felt about what they experienced here that could be transferrable to others.
- ▶ It includes group comments or suggestions for the relevant Icelandic businesses/organisation.
- ▶ Comparisons are made with what is being done in Ayrshire and Scotland

Data collection method

- ▶ *Data was collected primarily through structured site visits where there was opportunity to question representatives from each of the businesses. In order to explore how social media has been engaged with a series of questions were established.*

These questions were;

- ▶ What types of Social Media are you currently using for business?
- ▶ What are the impacts of this type of marketing upon your business?
- ▶ What are your future plans within social and digital media marketing?

Members recorded their findings and observations in a Facebook group as the visit progressed, adding comments and images to illustrate points.

Social Media Platform

The screenshot shows a Facebook browser window displaying a group page. The browser's address bar shows the URL <https://www.facebook.com/groups/1781428478813216/>. The page title is "Learn, Taste, Experience Iceland Social Media Case Study ...". The group cover image features a snowy mountain landscape under a green aurora borealis. The group name "Learn, Taste, Experience Iceland ..." is displayed below the image, along with a "Closed group" status and buttons for "Joined", "Share", and "Notifications".

The left sidebar contains navigation options for the user "Wilson Raphael", including "Edit Profile", "Activity Tourism Co...", "FAVOURITES" (News Feed, Adverts Manager, Messages, Events, Activity Tourism Co..., "Learn, Taste, Exp...", Buy and sell groups), "GROUPS" (Tourism at Ayrshire ..., Activity Tourism Co..., Create group, Discover Groups), and "APPS" (Live Video, Games, On this Day, Find Friends, Photos, Suggest Edits, Games Feed).

The main content area includes a "Discussion" tab, a "Write Post" section with a "Write something..." prompt, and a "RECENT ACTIVITY" section showing a post by "Wilson Raphael" from 1 minute ago with the text "Some Inspiration".

The right sidebar shows a "MEMBERS" list with 2 members (1 new), including "Howard Wilkinson" and "Russell". There is also an "INVITED" section with "Howard Wilkinson" and "Russell".

The Windows taskbar at the bottom shows the Start button, File Explorer, Internet Explorer, Chrome, and several application icons. The system tray in the bottom right corner displays the time "19:33" and the date "29/09/2016".

Each mini case study includes

- ▶ An overview of the business
- ▶ What do they do?
- ▶ How are they currently using social media and digital marketing?
- ▶ What are they not doing?
- ▶ Do they have future plans for Social Media Use?
- ▶ What comparisons can be made to businesses at home?
- ▶ Anything else felt relevant

Findings - The Blue Lagoon

- ▶ Our spa is based around the unique properties of the geothermal seawater in the lagoon.
- ▶ **SAUNA AND STEAM ROOMS**
- ▶ **RELAXATION AREA**
- ▶ **ACCOMMODATION**
- ▶ **SKIN CARE SHOP**
- ▶ **CLOTHING STORE**



The Blue Lagoon

- ▶ Having sneak preview at Blue Lagoons social media presence - pretty impressive stats!
- ▶ Facebook 104,935 likes
- ▶ Twitter 15.k followers
- ▶ Reviews 1.4 k review 4.5 gave 5 star
- ▶ Website all in English has some fabulous images, can book online too!
- ▶ I'm sure it will live up to expectations - even food looks amazing!





Photos from Val Russell's post in Learn, Taste, Experience Icela... Tag photo Options Like

Val Russell ▸ **Learn, Taste, Experience Iceland Social Media Case Study Group**
19 October · 🌐

Having sneak preview at Blue Lagoons social media presence - pretty impressive stats!
Facebook 104,935 likes
Twitter 15.k followers
Reviews 1.4 k review 4.5 gave 5 star
... See more

Like Comment

Wilson Raphael This is pretty impressive considering the population size. I wonder how much conversion this has into paying customers?
Like · Reply · 19 October at 10:53

Toni Dawson Can't wait to see it. Just read Iceland ranked as the 13th most developed country in the world in 2013 and runs almost completely on renewable energy. Very impressed by that!
Like · Reply · 1 · 19 October at 10:54

Write a comment... 📷 😊

The Blue Lagoon



1

✓ Seen by everyone



Toni Dawson Could the Blue Lagoon become a victim of its own success due to the huge numbers of people visiting? 3000 per day serviced by 700 staff.

Like · Reply · 23 hrs



Caryn Inglis Loved the story telling about the origins of the place and the tales about the elves. Approach to building was nice with it hidden from view. Not a very friendly welcome. Ignored by staff and kept waiting. Tour guide was very good, professional, fun and informative. Nice touch with the blue cocktails and canapés but nothing said about the food - therefore not local produce. Quite a feeling of being sold too and processed as a number. However very worth visiting to see it as it is very unique.

Like · Reply · 10 mins

The Blue Lagoon

- ▶ I pads located near entrance to encourage feedback and emailing photos for customers which allows direct marketing plus check in for Facebook encouraging reviews.



The Blue Lagoon

- ▶ Auto Responsive website takes the customer to the premium package rather than their standard package
- ▶ Perhaps in Scotland we undersell ourselves. We are always trying to upsell but perhaps we should aim high first.
- ▶ Pop up message notifying visitors of ongoing development at the site, thereby managing visitor expectations.
- ▶ A partnership with Iceland Air brings visitors to the lagoon as part of a stop over on route to the USA.
- ▶ Their Twitter response time was a little over 12 hours
- ▶ Lava restaurant being noted as one of the top restaurants in Europe and tweeted.
- ▶ Blue Lagoon is iconic and as such does not need to worry too much about digital marketing - they are in the fortunate position to have to turn away up to 500 customers per day who have not pre-booked.

Findings - Laugarvatn Fontana

- ▶ Laugarvatn Fontana is a place where you come to relax and experience authentic Icelandic nature while relaxing in the warm geothermal pools and natural steam rooms.
- ▶ The baths vary in depth, size and temperature and the steam rooms that have been built over natural hot springs that have been used in this purpose since 1929.
- ▶ Fontana is located by a beautiful lake Laugarvatn and you can enjoy the spectacular views from the sauna or the pools.



Laugarvatn Fontana



Howard Wilkinson Comment on discussion with Sigurdur Rafn general manager of Fontana.

The geothermal bath is part owned by Iceland air hotels . Reykjavik excursions and others.
Collaboration partners.

The vast majority of Social media activity is outsourced to a central specialist marketing team in the capital.

Who work on consumer activity and more importantly perhaps travel trade and international media relations fam trips.

This covers increasingly the the geothermal bakery and local kitchen with Japanese TV crews last week and the BBC next month with Paul Hollingsworth from the Bake off

The consortium take advertising in physical blications but PR and position on golden circle are bringing good growth.

With expansion plans

Because the whole experience is sensory he believes Video is very good medium

Like · Reply · 3 hrs

Laugarvatn Fontana

- ▶ Centralised marketing outsourced
- ▶ There is the company official page but customers are able to post their own pictures at the location and generate social media content
- ▶ Professional photography but no video posted
- ▶ Reviews and events list on their facebook page
- ▶ Facebook being more prominent than any other form of social media marketing
- ▶ General Manager has some input on digital marketing but does not have a personal input on a daily basis and so some of the authentic feel of the place is lost.
- ▶ They are able to differentiate themselves from the Blue Lagoon but in digital media this does not translate as there is a corporate feel to their social media presence.
- ▶ Again they are looking to expand as tourist numbers are constantly increasing
- ▶ They are #2 of things to do in the region

Laugarvatn Fontana

- ▶ They are looking to expand but this is not being communicated online via social media
- ▶ Why not bring customers into the fold and generate content based upon these plans
- ▶ Customers may well be interested in developments and expansion plans of their favourite/local business
- ▶ Is the image you project of your business on social media the image you want to portray?
- ▶ Fontana promotes the geothermal baths, bakery and locally sourced food in their digital marketing.
- ▶ <https://www.facebook.com/caryn.inglis.5/videos/983473858423902/>

Findings - Efsti-Dalur - Farm Diversification

- ▶ Originally a cattle farm and horse breeds, the couple who own it have diversified tourism with horse rental, hotel accommodation and restaurant and ice cream production. Impression is homely, family run, quite modern, hand crafted, home-cooked, friendly.
- ▶ Nice modern looking website
- ▶ Easily found from Google search (when search for exact name).
- ▶ Responsive mobile friendly website.



Efsti-Dalur Dairy Farm

- ▶ Originally a cattle farm and horse breeds, the couple who own it have diversified tourism with horse rental, hotel accommodation and restaurant and ice cream production.
- ▶ Impression is homely, family run, quite modern, hand crafted, home-cooked, friendly



Efsti-Dalur - Farm Diversification

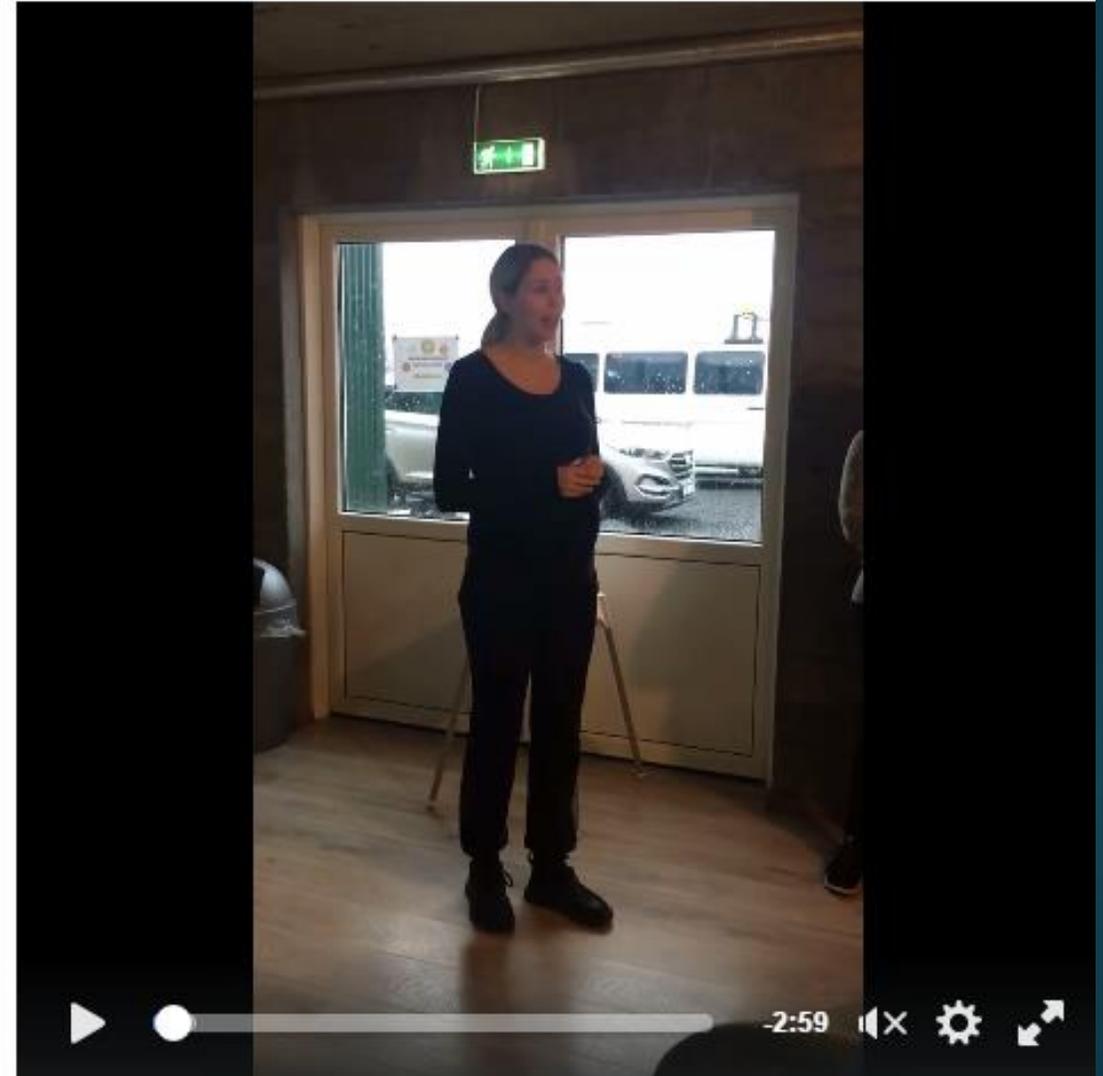
- ▶ Some broken links/ missing information.
- ▶ On page translations in multiple languages.
- ▶ Uses booking.com
- ▶ Facebook page with link from website - posts 1-2 per month. Original content/photos. All in Icelandic. No curated content.
- ▶ No twitter or Instagram
- ▶ No use of video
- ▶ Trip advisor 4.5/5



Efsti-Dalur Dairy Farm

- ▶ Contrast to Fontana is that the dairy farm was family run, who all had a part to play in their social media marketing which they were having fun with translates well as an authentic experience.
- ▶ No traditional marketing, all done through Facebook and online.
- ▶ Parents have taken a step back and kids are driving the digital marketing
- ▶ Admit that they are learning and do not always respond to everything but they are improving

A true family business. Grown almost exclusively from 'word of mouth' on Facebook and Instagram. All managed in house by the family. Having fun taking pictures. They admit they are not great at monitoring responses.



Efsti-Dalur Dairy Farm

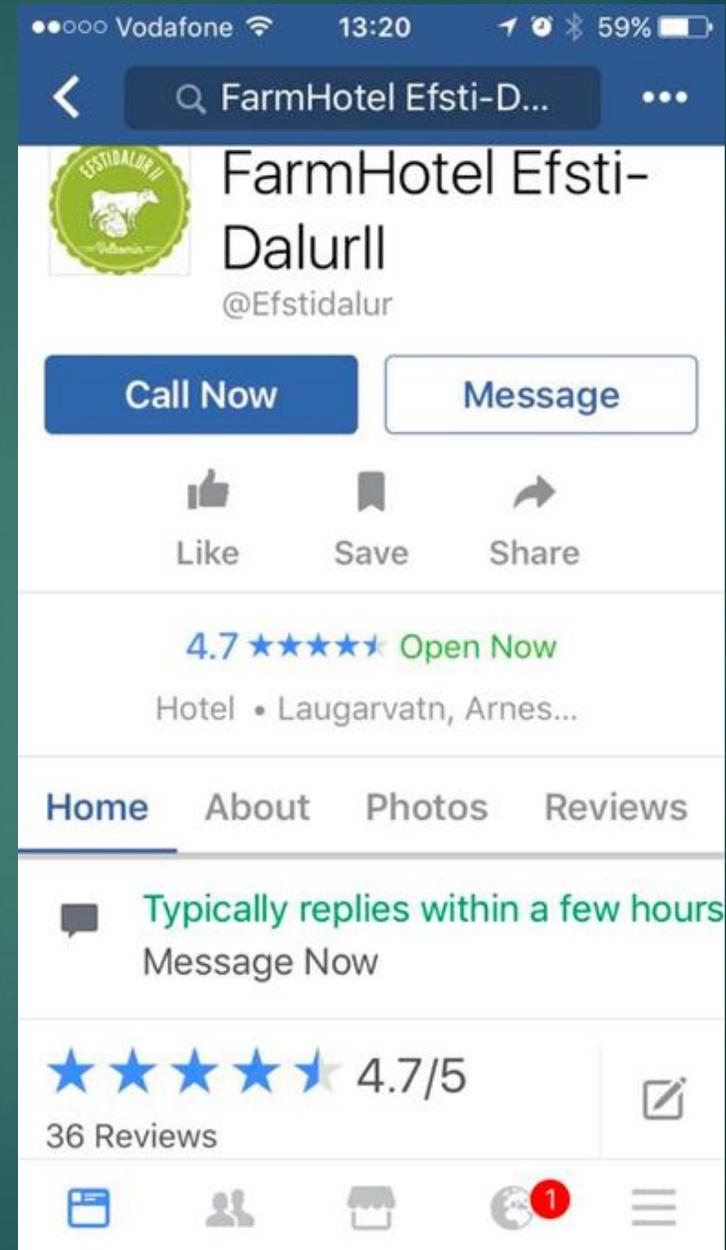


- ▶ Also using Snapchat
- ▶ Attending Social Media Training courses
- ▶ Impressed by use of local produce to make products
- ▶ Farm to plate concept
- ▶ Biggest use of video so far
- ▶ Not everything is planned formally
- ▶ Online presence does translate authenticity but does not project the scale of the business

Click the certificate!!!

UK Comparisons

- ▶ We tend not to capture all of our business for the customer via video or pictures and hold something back so they visit
- ▶ In truth it may be better to post these things so it makes the potential customer want to visit even more
- ▶ They have a badge for response time on Facebook which is difficult to get so in spite of what they say they must be responding quickly compared to the large corporates



Findings - Gullfoss Kaffi



Wilson Raphel

19 October at 14:24

The Gullfoss Waterfall

The Gullfoss an iconic waterfall that plummets down 32 meters into a rugged canyon where the walls reach up to 70 meters in height and offers spectacular views. Located in South Iceland on the Hvítá (White) river which is fed by Iceland's second biggest glacier, the Gullfoss offers visitors all sorts of tours from snorkelling to snowmobiling, flight sightseeing to viewing the northern lights. There is a café with the menu displayed well through use of pictures and offers diverse options of hot food & sandwiches / hot & cold drinks / desserts & cakes. There is also a shop where visitors can purchase produce, jewellery, clothing and all sorts of other local crafts. Opening hours are included as is an interactive google 'locate us' map.

The website is translated easily into English upon landing, although I can't help notice that the shopping cart currency is still set to Icelandic Krona. The website allows the visitor to experience a 360 degree view of the iconic Golden Waterfall. There seems to be no indication on the website that social media marketing is taking place, there are no facebook, twitter, Instagram, pintrest or any other icons that can be linked to, although they do have a facebook page

<https://www.facebook.com/GullfossWaterfall/about/>



Gulfosskaffi

- ▶ One full time member of staff for digital marketing and online purchases
- ▶ Facebook most widely used
- ▶ Web shop
- ▶ One 360 photo but was not taken by the business
- ▶ Perhaps will take more of this and video – drone images planned
- ▶ Website not linked to Facebook but has a Tripadvisor plugin

Gulfoskaffi

- ▶ Seemed reactive to increase in visitor numbers so again trying to catch up with the pace
- ▶ Digital marketing is an after thought as they do not rely on this to get customers
- ▶ Customers who visit their website have usually already been in the shop
- ▶ No analytics used – they are looking at the top line stats but only scratch the surface
- ▶ Not responsible for the natural attraction but receive negative reviews at times due to the paths to the attraction
- ▶ This happens at home too so this means we must get better at communicating this to the customer



Findings - Hotel Geysir



Jackie Ellis

21 October at 18:02 - Brighton, United Kingdom

Hotel Geysir

Sits directly opposite the geothermal area of Geysir and Strokkur. It is a building complex with restaurant, hotel, spa with hot spring hot tub and sauna, souvenir shop, snack shop, Geysir museum with multimedia show. Hotel guests have the advantage of 24 hour access to the geothermal area long after the tourist coaches have departed.

Facebook <https://www.facebook.com/pages/Hotel-Geysir/283601976458>

Live webcam feed

Website - <http://www.geysircenter.com/> not responsive

Dual language, old fashioned looking website

Can be booked via [Booking.com](https://www.booking.com) and [hotels.com](https://www.hotels.com)

Tripadvisor rating 3.5/5 with 292 reviews



Hotel Geysir

- ▶ Website does not reflect the building and is non responsive and old fashioned in terms of user experience
 - ▶ Does include live web cam and twitter
 - ▶ Can book via Bookin.com and has a tripadvisor plugin
 - ▶ Tripadvisor reviews sometimes critical of the outdoor attraction but this is not their responsibility
 - ▶ Rate of growth means the website is not priority
 - ▶ Perhaps online posts do not need to be about selling or your business but instead about the local community
- ▶ Visitor expectation is not being managed well as the experience is not well communicated online





Click Here

Hotel Geysir



- ▶ In the rural areas there are social media training courses for businesses to become better at using this form of marketing



Howard Wilkinson The ambience of this establishment indoors is warming for winter with good hosting and a personal input from the chef of 23 years standing

Skálholt

- ▶ Skálholt in Biskupstungur is one of Iceland's most important historic sites. Christianity was made state religion of Iceland by law in the year 1000 A.D.
- ▶ The country's first bishop, Ísleifur Gissurarson, ordained in 1056, settled at Skálholt, which was the episcopal see of South Iceland and a center of culture and education for 700 years.
- ▶ At the middle of the 16th century Icelanders, under Danish rule, converted to Lutheranism.
- ▶ One of the best known and most influential bishops of Skálholt after the reformation was Brynjólfur Sveinsson (bishop 1639-1674), highly respected for his learning.
- ▶ He had a wooden church built at Skálholt, even bigger than the 20th century cathedral, but the medieval church was the biggest one. But it is evident that they have all stood on the same basic foundations.



Skálholt

- ▶ In the mid-20th century, new development began at Skálholt, due to its historical significance. The modern cathedral was inaugurated in 1963. It is well known for its works of modern art, as well as for artefacts from previous churches on the site.
- ▶ In the crypt is an exhibition from the National Museum, including the sarcophagus of bishop Páll Jónsson (bishop 1195-1211), unearthed in 1954.
- ▶ The present Skálholt school is an educational and cultural center for the national Lutheran church. Accommodation and restaurant facilities — including medieval banquets by arrangement — are available all year at the Skálholt school adjacent to the cathedral.
- ▶ Every weekend in July summer concerts are held there, attracting many people



Skalholt

- ▶ Similar story to others in that they are happy to have tourists but are content to grow more slowly and their social media presence reflects this.
- ▶ They do have a website but there is little on this and it really needs developed if they are to capitalise on growing tourist numbers
- ▶ Skalholt has a Facebook page and is reasonably consistent in putting up posts about what is happening there and includes photos and video
- ▶ No one designated person responsible for digital marketing and as yet this is done internally when the opportunity arises.
- ▶ The ethos here is pilgrimage, spirituality and 'slow tourism'.



Findings - Fridheimar - Greenhouse Project

- ▶ A family run business combining their love of horticulture and horses. Food production year round in greenhouses using unique techniques, horse breeding and equestrian centre with visitor centre, greenhouse tours, horse shows and restaurant.
- ▶ Their own produce is made into jams, chutneys, oils etc sold there and online.
- ▶ Impression is a family run, super modern company/concept, friendly, unique, fun!



Fridheimar - Greenhouse Project

- ▶ Very modern and nice looking website
- ▶ Easily found from Google search (when search for exact name).
- ▶ Responsive mobile friendly website.
- ▶ Translation to English throughout
- ▶ Online shop
- ▶ Newsletter email sign up
- ▶ Link to "find us" on Google maps
- ▶ Facebook page with link from website - 1-2 posts per month. Good variety of content.
- ▶ Uses Instagram - 13 posts
- ▶ Makes use of video
- ▶ No Twitter
- ▶ Trip advisor 4.5/5

Fridheimar Greenhouse Project

- ▶ They do not have WIFI
- ▶ This is apparently a blackspot
- ▶ Numbers are ever increasing and have 135,000 visitors currently per annum
- ▶ Have to turn customers away but they are looking at ways to manage expectations
- ▶ Online shop selling so fast they cannot keep up

Like · Reply · 25 October at 17:39



Caryn Inglis The most professional and well managed brand and marketing we've seen. Clear vision. All extremely high standard. Owner had done training in branding and marketing. Have a full time marketing manager in house. So they do their own social media and digital marketing but are not afraid to buy in expert help from agencies. E.g. Graphic design. They strive to create customer experiences and memories that go with them and stay with them. They have create photo opportunities with the saddle seats at the bar and boldly Mary jar with taps to serve from. This way their customers take picture and post which promotes them. They have to work hard to manage expectations and use digital marketing to do this with making people know to book. Their biggest challenge is to manage the experience for people who can't get a table in restaurant so are looking for ways to do this. They use trip advisor and Facebook. They respond to all comments. They had an experience with a very bad review and got expert help to respond and manage it. They invite feedback on their products by email and have QR codes in their labels.

Like · Reply · 26 October at 09:55

Friðheimar



WELCOME!

Greenhouse growing has been practiced here at Friðheimar since 1946. The current owners, horticulturist Helena Hermundardóttir and agronomist Knútur Rafn Ármann, have lived here since 1995, along with their children, who also actively participate in the farming.

Tomatoes are grown at Friðheimar all year round in 5,000 square metres of electrically lit greenhouses. Annual production of tomatoes is about 300 tons, which is about 18% of Iceland's total tomato market. Here, tomatoes are harvested every day of the year, despite long, dark and cold winters.

Iceland's rich natural resources help...

HOT WATER

...year-round production. Electricity is generated at

Findings - The Mushroom Factory

- ▶ Do not currently sell themselves as a visitor attraction
- ▶ More wholesale commercial enterprise
- ▶ Plans to open a visitor centre next year and provide tours
- ▶ No social media presence as yet



Findings - Rhubarb Farm - Rabarbia



Jackie Ellis

21 October at 18:13 · Brighton, United Kingdom

I think this is the Rhubarb Farm. It's the only commercial one in Iceland, in the right vicinity and seems a pretty big concern.

<http://www.designersandfarmers.com/en/project/langamyri/>

I can't find a website or any other social presence - apart from a sweet caramel product they produced and marketed but lots of broken links so I'm not certain it's still available.



Rabarbia



Val Russell

26 October at 12:51

It was always going to be difficult to follow tomato farm visit but in their own way mushroom and rhubarb farms were interesting in not somewhat smelly. However neither really participating in digital marketing so enough said. The students who helped with packaging etc had set up page but no one keeping it alive

Owner unaware of the Facebook page set up for him

Findings - Restaurant matur og drykkur



Jackie Ellis

21 October at 17:53 · Brighton, United Kingdom

Matur og drykkur - classical Icelandic cuisine with a modern twist.

Matur og Drykkur is located in an old Salt Fish factory. We go to great lengths to find Icelandic cookbooks and other written material that may contain recipes we can use in new and inventive ways. Everything on our menu is homemade with first class produce.

Website is not responsive, but has links to Facebook, Twitter, instagram and TripAdvisor. Dual language Icelandic and English. Great use of images.

<http://maturogdrykkur.is/en/>

Facebook <https://www.facebook.com/maturogdrykkur/>

Twitter (broken link)

Instagram <https://www.instagram.com/maturogdrykkur/> 1414 followers

Tripadvisor - 4.5/5 - 446 reviews ranked #4/378 restaurants in Reykjavik



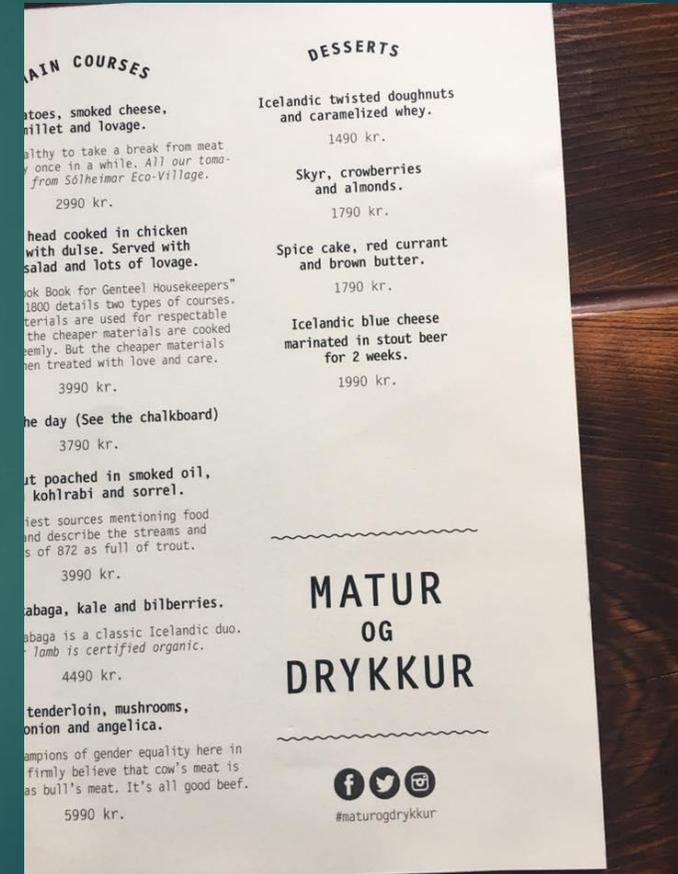
Restaurant Matur og Drykkur

- ▶ They carefully curate the images and content used for social media and Trip Advisor to control how they are represented online.

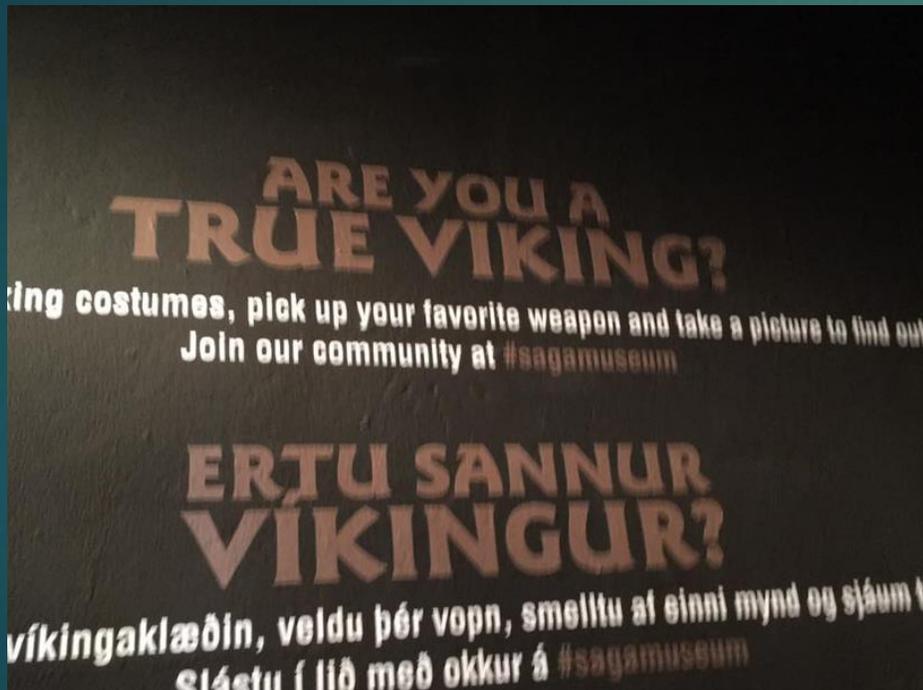


Restaurant Matur og Drykkur

- ▶ City located, not rural, business, with best understanding of social media use seen so far.
- ▶ Have recently employed someone to respond to social media comments and posts etc.
- ▶ Owner emphasised that speed of response is considered extremely important for them.
- ▶ Images used (with no people, atmosphere) did not do justice to the experience and environment that we enjoyed when we visited.
- ▶ We may, as business owners, not have the best judgment on how to best represent and promote our business through imagery and social media and may in fact be doing ourselves a injustice by only using “professional” pictures and not utilising our customers own images.



The Saga museum and restaurant matur og drykkur



✓ Seen by 4

 **Jackie Ellis** They have recently taken on a full time person to deal with social media.

The owner stressed that speed of response was one of the key drivers, she expects Facebook and TripAdvisor reviews to be responded to quickly - sees it as essential.

Like · Reply · 16 mins

 **Val Russell** Saga had selection of Viking clothing etc and were actively encouraging visitors to dress up and post photographs



Findings - Bragginn

- ▶ Bragginn is a family run Café and Ceramic Studio housed in the families old potato storage, a dug down ex army-barrack.
- ▶ Café focused on locally grown and sourced produce to great fresh delicious food.
- ▶ Can watch ceramics being made, talk to the designers and purchase their products straight of the "production line".
- ▶ Also offer yoga sessions! Seems to mostly summer based and closed throughout winter.
- ▶ Impression is an arty hand crafted vibe, modern, eclectic, welcoming, funky... Can't wait to visit!



Bragginn

- ▶ Social media presence was great before the visit
- ▶ The business is very seasonal and we were left disappointed as there was nothing happening and no customers
- ▶ A classic example of reality not matching pre-visit expectation formed from the social media presence.



Findings - BRYGGJAN BRUGGHÚS

- ▶ BRYGGJAN BRUGGHÚS is Iceland's 1'st Micro Brewery and bistro located in the trendiest area of Reykjavík harbourside.
- ▶ Bryggjan Brugghús emphasizes fresh ingredients and various styles of high-quality beer, pumped directly from the brewery itself.
- ▶ A gourmet experience to be remembered: Bryggjan Bistro offers diverse, high-quality dishes, with an emphasis on fresh seafood caught off the shores of Iceland, in addition to traditional courses carefully selected by our master chef.
- ▶ Bistro has presence on FB Twitter Pinterest.



Byggjan Brugghus



Byggjan Brugghus

- ▶ Trying to grow the locals market before tourists
- ▶ No passing trade – co-owner had a marketing company and so understanding of digital and social media marketing allowing them to utilise it to build a following of locals and attract new customers
- ▶ Full time employee for digital marketing
- ▶ Respond quickly via twitter where no-one else really using it well



Byggjan Bruggghus



Typically reply within one day – therefore not the speediest in terms of UK comparators but they are responding

They do have a Facebook reply badge and need to be consistent to keep this

They make a big deal on social media about upcoming events to keep followers involved



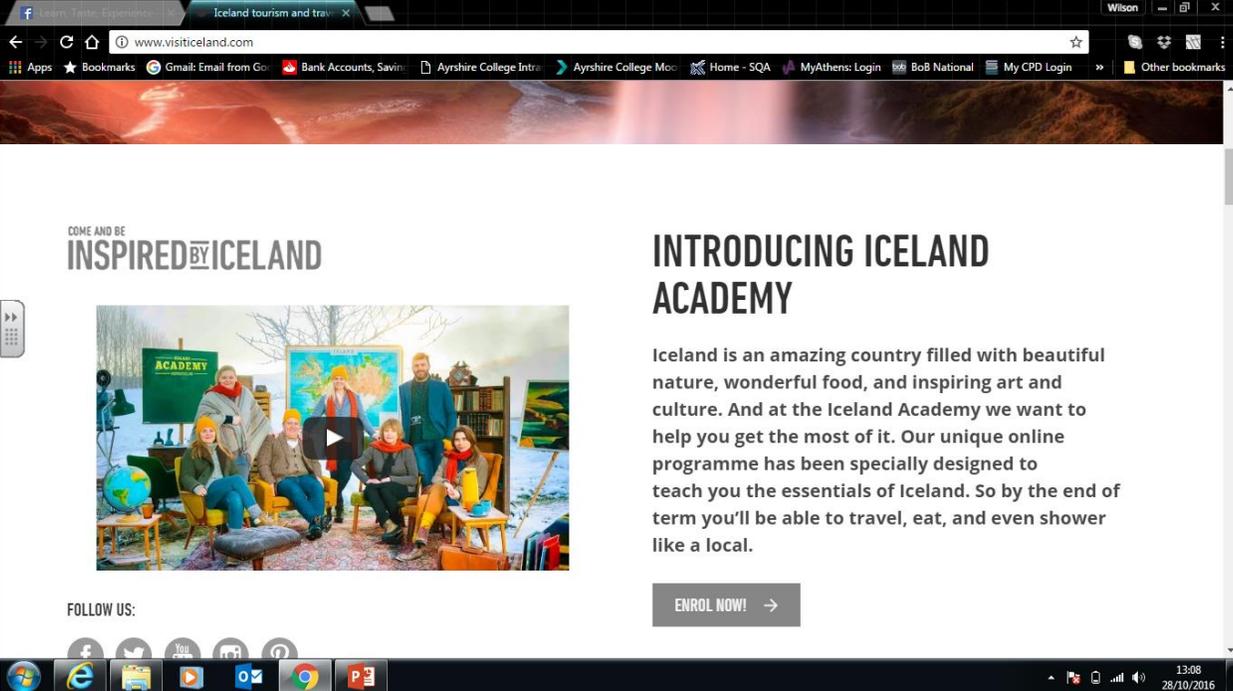
Promote Iceland Tourism Strategy

- ▶ Where did it all begin?



Findings – Promote Iceland

- ▶ Impressive creative strategy when such a small budget £2.4m
- ▶ They turned to social media to counteract what they thought would be a national disaster for the tourist numbers in the wake of the volcano eruption
- ▶ They decided to tell stories of authentic people and be true to themselves
- ▶ New campaign every year
- ▶ They seem to know their target markets well



The screenshot shows a web browser displaying the website www.visiticeland.com. The page features a large, scenic background image of a volcanic landscape. The main heading reads "COME AND BE INSPIRED BY ICELAND". Below this is a video player showing a group of people sitting in a cozy, rustic setting, likely a classroom or a study area, with a sign that says "ACADEMY". To the right of the video, the text reads "INTRODUCING ICELAND ACADEMY" followed by a paragraph: "Iceland is an amazing country filled with beautiful nature, wonderful food, and inspiring art and culture. And at the Iceland Academy we want to help you get the most of it. Our unique online programme has been specially designed to teach you the essentials of Iceland. So by the end of term you'll be able to travel, eat, and even shower like a local." Below the text is a button that says "ENROL NOW!" with a right-pointing arrow. At the bottom of the page, there are social media icons for Facebook, Twitter, YouTube, and LinkedIn, and a "FOLLOW US:" label. The browser's address bar and various toolbars are visible at the top, and the Windows taskbar is at the bottom.

Promote Iceland



- ▶ Key points from the presentation:
 - ▶ Did not try to go after everyone or anyone
 - ▶ It is important to tell their audience the true story of Iceland
 - ▶ They start by saying they're 'not for everyone'
- ▶ Key learnings
 - ▶ Scotland perhaps tries to appeal to too many people
 - ▶ It essential to remain authentic and true to who you are
 - ▶ Businesses are involved in creating the marketing themes, so there is bottom-up input which is then supported overall

In Conclusion

- ▶ Promote Iceland have had such huge social media success to drive growth – however it seems many of the businesses we have visited are playing catch up with social media
- ▶ There is social media training and the businesses are aware it is needed
- ▶ We seem to be ahead of Iceland in terms of having social and digital media marketing strategies
- ▶ Where they can – they all provide free, fast WIFI (Fridheimar exception due to location, not choice)
- ▶ There is a huge variety of skills and awareness in Iceland of Social media marketing just as there is in Ayrshire
- ▶ There is potentially more support in the UK to help develop these skills for businesses
- ▶ Younger generation more confident using social media for business
- ▶ Diversification in many cases has changed business from a non tourist focus to being faced with huge numbers of visitors – these businesses are having to react to the numbers and in some cases struggle with keeping up their digital presence

UK Comparisons and recommendations

- ▶ The national and regional agencies are trying to get businesses to understand the value of digital marketing
- ▶ VisitScotland are striving to do something similar but are not managing to truly capture the feeling of Scotland – Iceland have a much clearer message
- ▶ Independence vote put Scotland on the global map as did Iceland's volcanic eruption
- ▶ There is a big difference in how this was capitalised on – opportunities gained and lost
- ▶ With the Brexit vote are VisitScotland trying to counteract this negative message that we are all arguing, bickering and inward looking?
- ▶ Social Media must remain true – do not put out a false image of your own business or people.
- ▶ We may not be able to agree but we must then lead from the front
- ▶ We have similar challenges to Iceland in that we are trying to reach out and learn from others
- ▶ Businesses get out what they put in – working together is largely a positive experience

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