



ÍSLANDSSTOFA
PROMOTE ICELAND



Iceland Tourism Marketing

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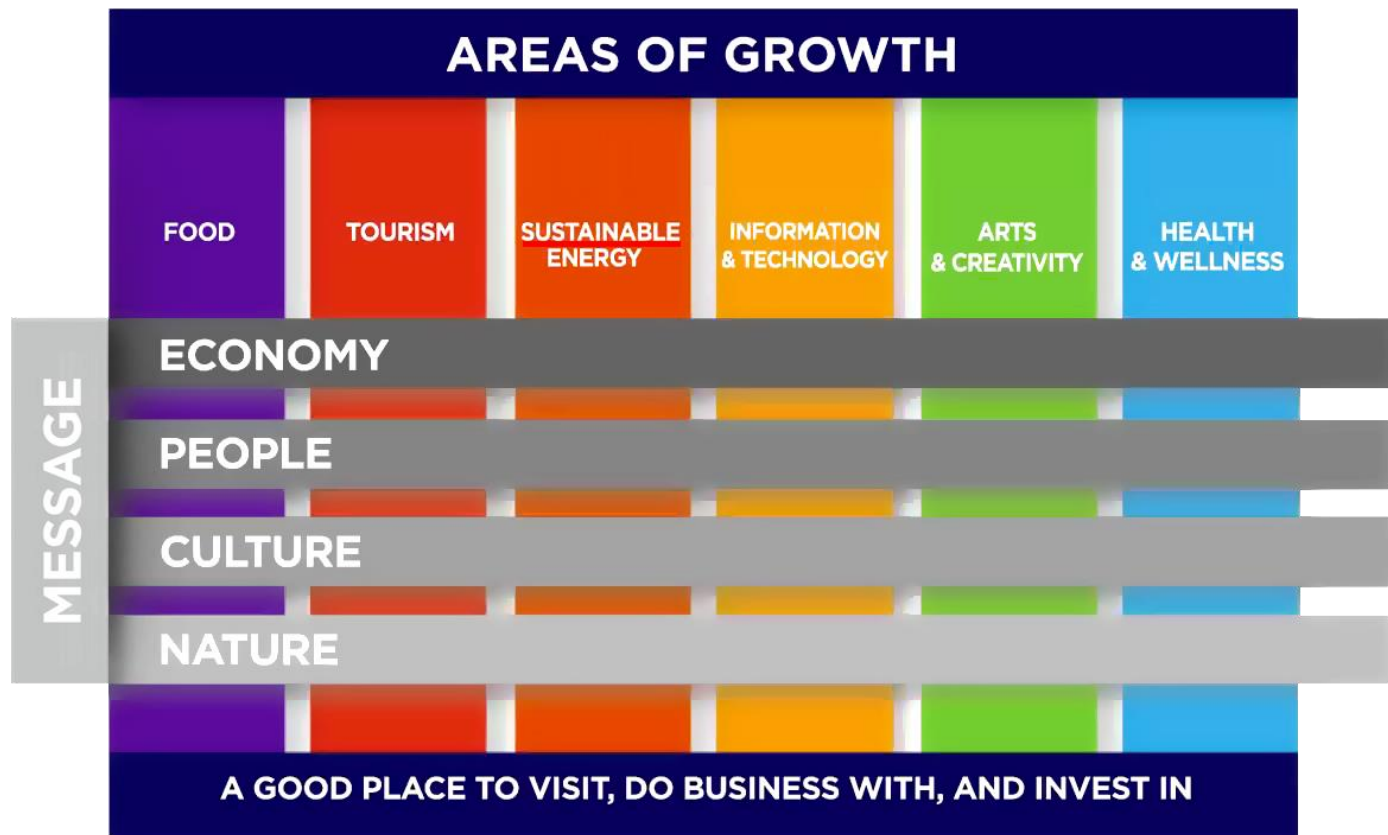
Promote Iceland

The goals are to grow Iceland's good **image and reputation**, to support the competitive standing of Icelandic industries in **foreign markets**, and to attract foreign **tourists** and **investments** to the country.

Also, to assist in the promotion of Icelandic culture abroad.



Strategy for Marketing Abroad





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Stakeholders & Storytellers



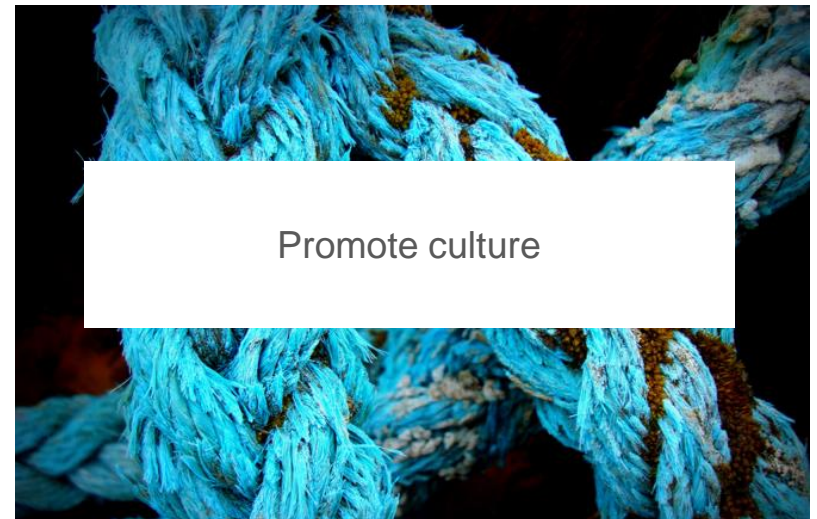


Co-Ordination of Projects in Marketing



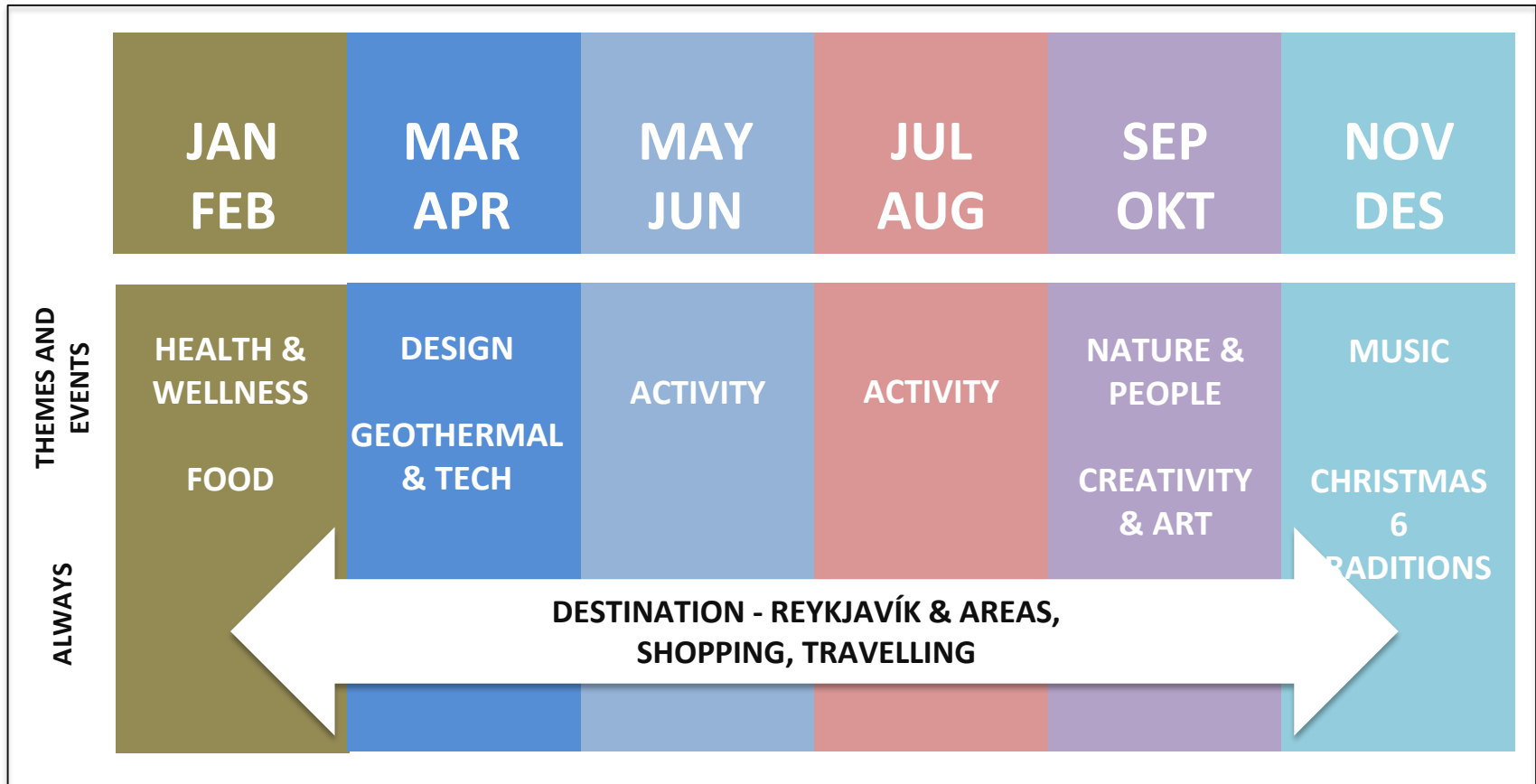


Strategic Objectives In Marketing for Tourism





Theme Months



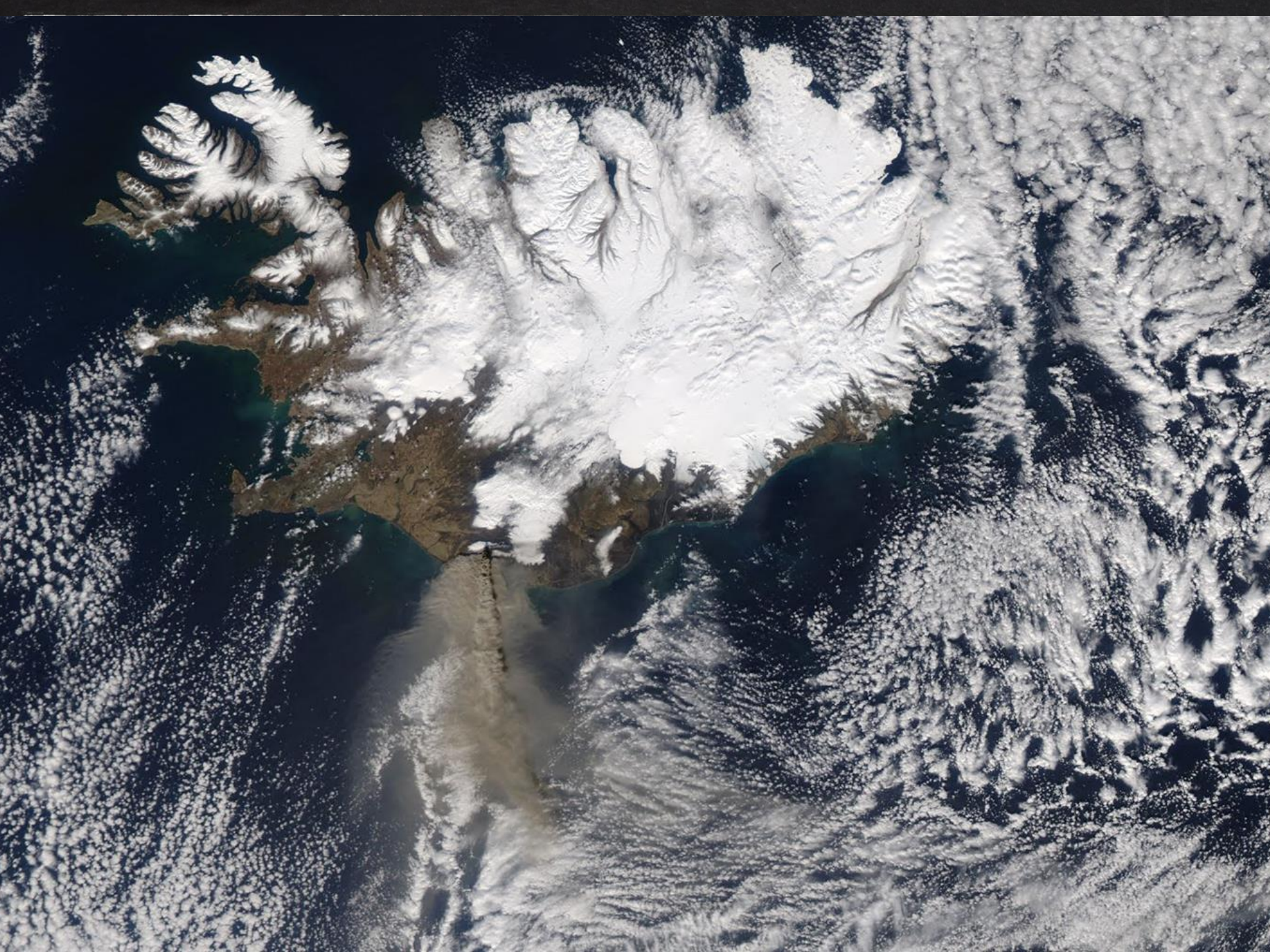


The Outdoor Type
“new adventures with nature”

Frequent
Traveler
“somewhere to create
new stories”

City
Vacationer
“something new and different”

ENLIGHTENED
TRAVELER





INSPIRED
BY
ICELAND

Inspired by Iceland Video



TELL US YOUR STORY - [See the stories about Iceland and tell your own.](#)

MEET IN ICELAND

The creative setting for your next conference or incentive trip

[More](#)

NOW IS A GREAT TIME TO VISIT ICELAND!

The country has never been more beautiful, more exciting, more adventurous or more inspiring.

[More](#)

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3K

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THINGS TO DO

Iceland is waiting for you with its wide variety of things to do.
[see more](#)

ICELAND LIVE

Live stream of Icelandic nature.
[see more](#)

MUSIC

Music inspired by Iceland.
[see more](#)

STORIES

Inspired by Iceland? See the stories and tell your own.
[see more](#)



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Objectives 2011-2014

- To strengthen the image of Iceland as a destination for all year round.
- To increase the number of tourists off season about 100.000 from September 2011 – September 2014 or about 12% a year.
- To increase commerce from tourists.



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www.inspiredbyiceland.com

Integrated Marketing Approach



WE WANT TO CONTINUE TO...

SAY

things differently

+

DO

things differently



ICELAND

It's not for everyone.

It isn't for those who go where everyone else goes. It's not for the conservative and expected traveler. It's for those who travel the world to experience something different, to come back with stories to tell.

The stories of Iceland don't stop as winter comes.

They get even more adventurous and more magical, 365 days a year.

So welcome! To all those who travel with the spirit of adventure, exploring and creativity. It may not be the first place you think of travelling to this winter, but it'll be the first place you tell your friends about.

Come and be inspired by Iceland.

ICELAND BY ANOTHER NAME

What does Iceland mean to you?



BY LESS ISMORE - SEP 13, 2012

Like 1 Tweet 0

Simply amazing country that takes your breath away with her magical atmosphere and scenery



BY SABRINA GRAF - SEP 12, 2012

Like 0 Tweet 0

A land full of wonders and mystic, every place is absoluteley amazing. I will always come back - Iceland is my wonderland <3



BY JULIAN TURNER - SEP 13, 2012

Like 0 Tweet 0

this is the place my dreams have been made of for years. i have never wanted to trave anywhere so bad before. i've been in iceland for a month so far and i find it absolutely exceptional. the land is beautiful. the people are beautiful.



BY LESS ISMORE - SEP 13, 2012

Like 1 Tweet 1

If you like 4wheel driving at its summit... Go Iceland!

WINTER SEASON 2012 – 2013

Raw Nature Land. I love the sweeping panoramic landscapes, the waterfalls, glaciers, mountains, lava flows, ocean, islands, wildlife and more - all left in their natural state as nature intended.'

Mark

*Heers'Wonderland,
Dreamland, Loveland...
Heaven or even Garden
of Eden.'* **Delphine Gidoin'**

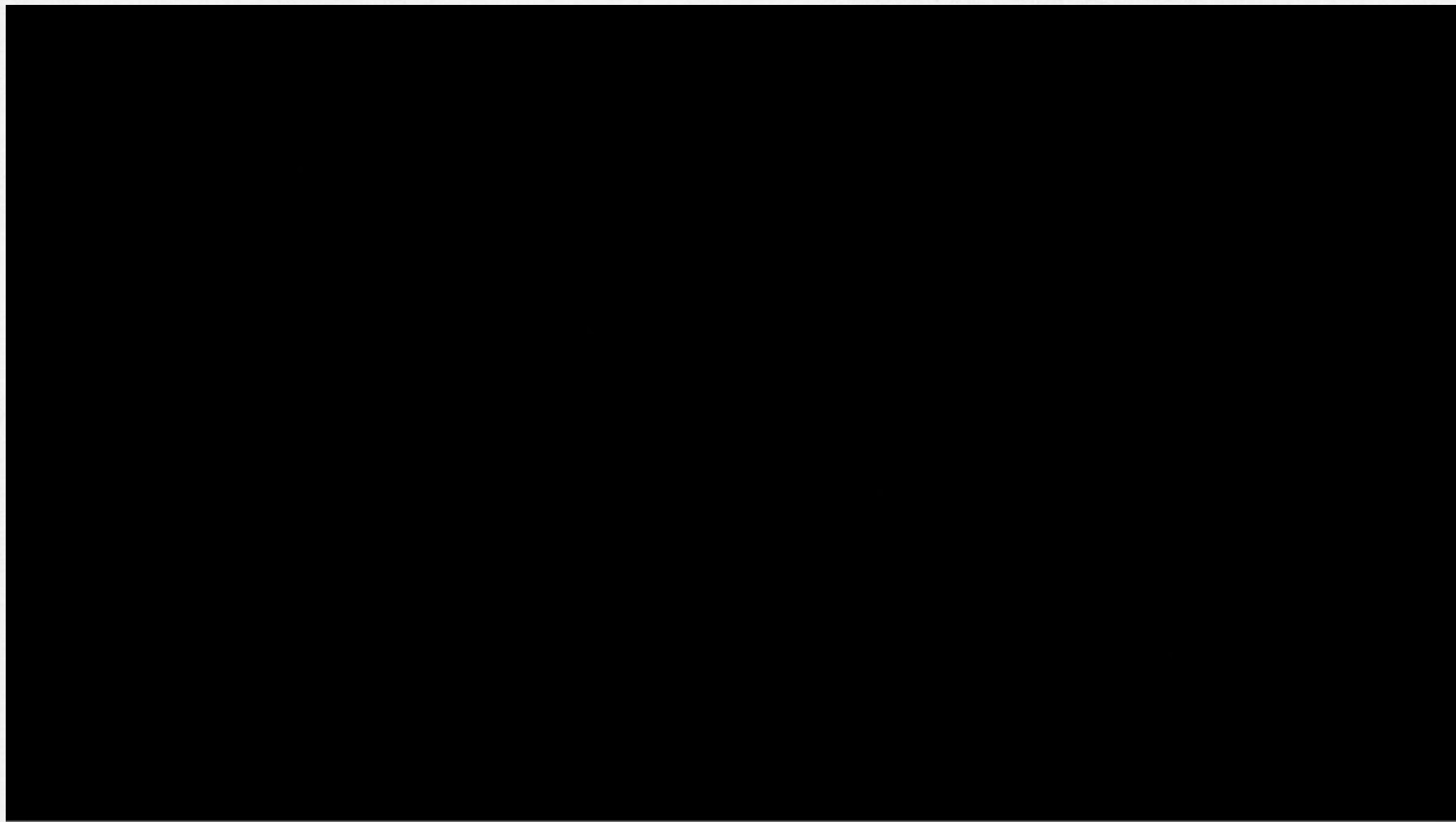
'For a humble Dutch guy who lived in Iceland for some time I'd like to call it Paradise, but Iceland will do just fine as you have already captured my heart!' **Michel Jongebloet**

'It's my Neverland. I'll never have enough of this wonderful, magnificent, beautiful country.'

Trine Lynge

Beautiful Iceland. It would be a dream come true if I ever get to go there.' **Tamnolbee Toting**

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Measurements

Icelandic Tourism

- Tourist Numbers
- Overnight Stays
- Attitude Research in Iceland among tourists
- Attitude Research Abroad
- Tax Free Refund/ CreditCards turn over of foreign cards
- Iceland Coverage Abroad

Marketing Projects

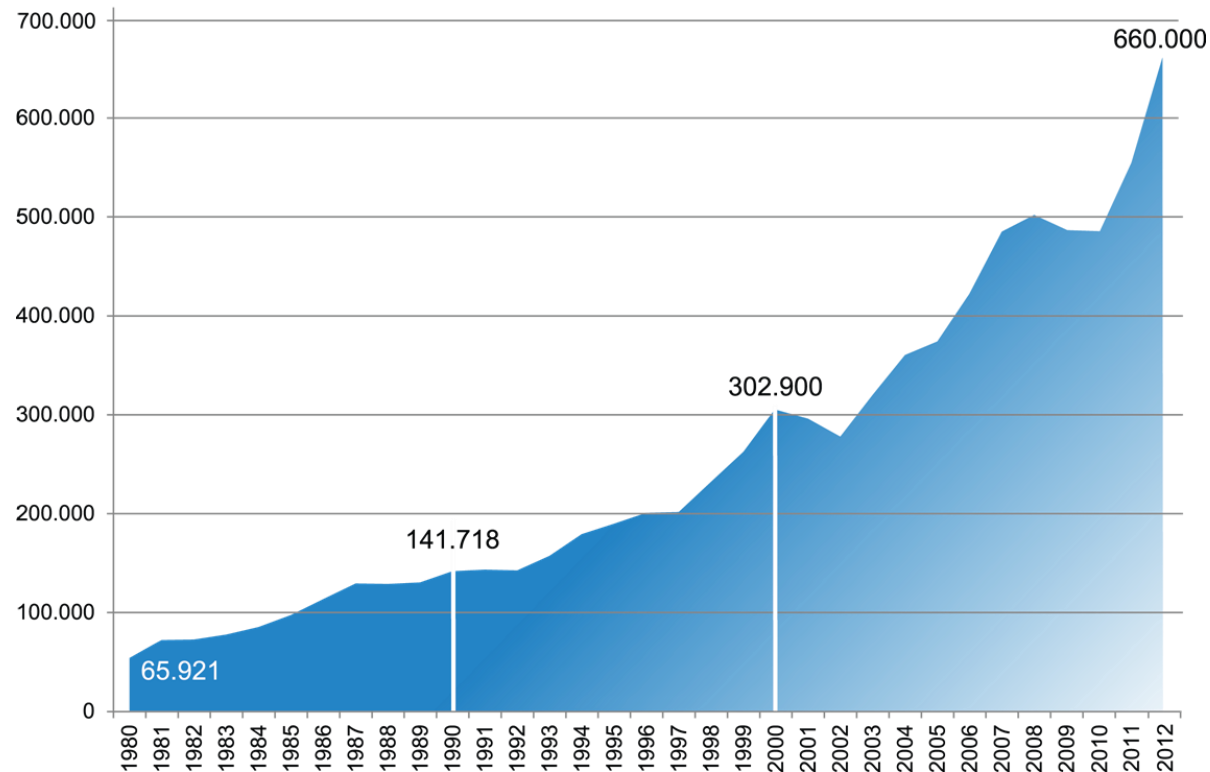
- Analysis of websites and coverage
- Visits to website
- Coverage about events
- Social Media - Impressions & Engagement
- Adverts & Media Coverage
- Attitude Research concerning certain projects & events





Tourism Growth

Visitor arrivals to Iceland 1980-2012



„Creating a sense of place and telling a story“



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the guardian



**NATIONAL
GEOGRAPHIC**



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A wide-angle photograph of a dark asphalt road stretching into the distance under a heavy, grey sky. A bright light source, likely the sun, is breaking through the clouds in the upper right, creating a strong lens flare and illuminating the scene. The road is flanked by flat, dark terrain. In the distance, a small cluster of buildings is visible on the horizon. The overall mood is atmospheric and hopeful.

EL DHÚS