



The Tourism in Iceland – a short overview

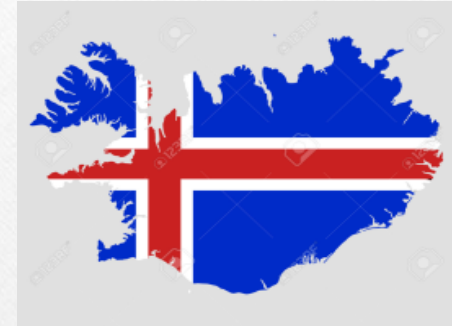
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Hansina B Einarisdóttir . Cand polit

Manager Step by Step - Sandgerði



The icelandic picture



- **Short overview of the tourism development for the last 10 years**
- **What are the future prognosis for tourism in the rural areas ?**

Who are your mentors ?

Who are your turbos ?

Iceland, the Quick facts



Country Size 103,000 sq.km Population (2015) 329.100

Capital Reykjavík

Median age 35.6



First Parliament

Iceland is home to the very first parliament grounds in Europe. In the year 930 AD, the first Parliament met in Iceland in what is today Þingvellir National Park. The site has since been dubbed a UNESCO World Heritage Site because of its cultural, historical, and geographical significance.



Once upon a time our tourist field was bit like this church ... alone smiling

....

In the year 2010 we had about 500.000 tourist visiting Iceland and to day we have 1.7 mil....



Number of visitors smashes all earlier records

The number of foreign visitors travelling to Iceland who passed through Keflavík Airport was approximately 1.77m in 2016, or 40% more than in 2015. One may assume that the number covers more than 98% of visitors coming to Iceland. Those who came through other airports and the passengers of the ferry Norræna are not included in this number. The passengers of cruise liners are defined as day trippers and are not, therefore, included in this number.

The year-on-year increase has commonly been 25.4% during the period between 2010–2016.

The greatest increase, as stated, was between the past two years. Counts conducted by the Icelandic Tourist Board cover all departures from Iceland through Keflavík Airport, so the numbers include foreign nationals who reside in Iceland.

Sources www.ferdamalastofa.is





Who are our guest ?

USA the whole year around

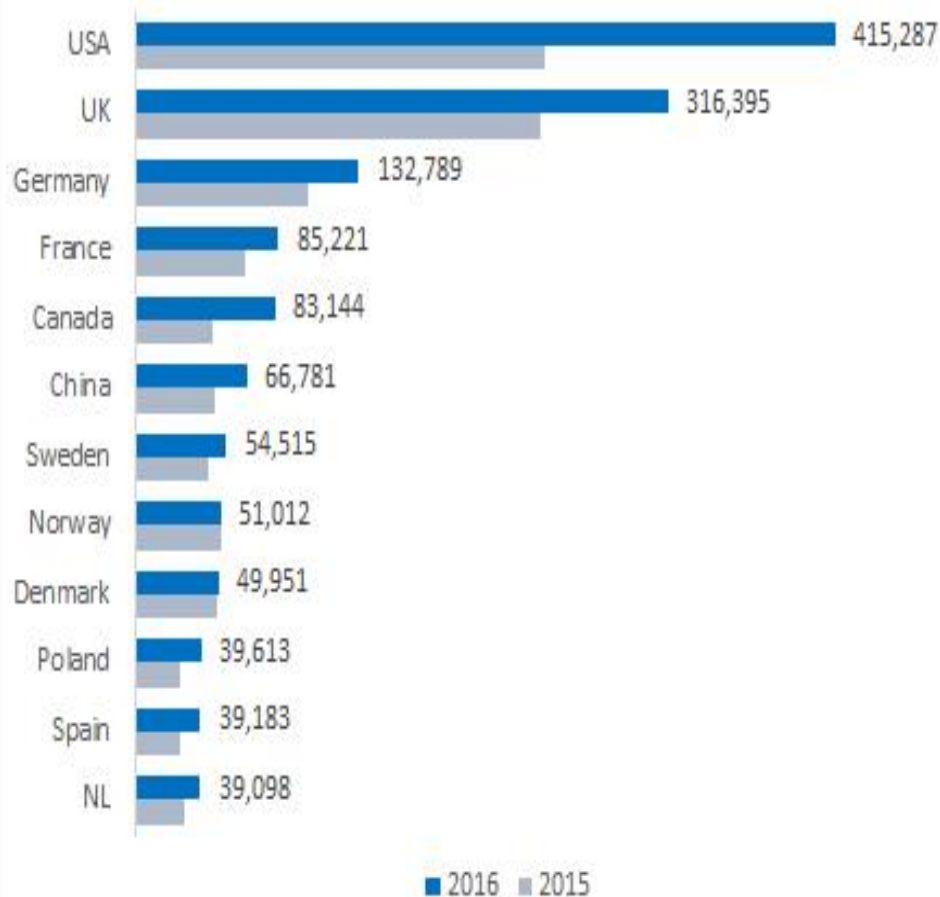
UK - very strong during the winter time

Germany & France

The Scandinavian country



Visitors by Nationality



Most numerous nationalities

Visitors from the US were the most numerous of those who came, or 415,287. This means that almost one in every four who came were from the US, or 23.5%. Visitors from the UK were the second-most numerous, or 316,395 and thereafter come visitors from Germany, 132,789, followed by the French (85,221), Canadians (83,144) and the Chinese (66,781). Swedes, Norwegians, Danes, Poles, Spaniards and Dutch were also among the most numerous nationalities.

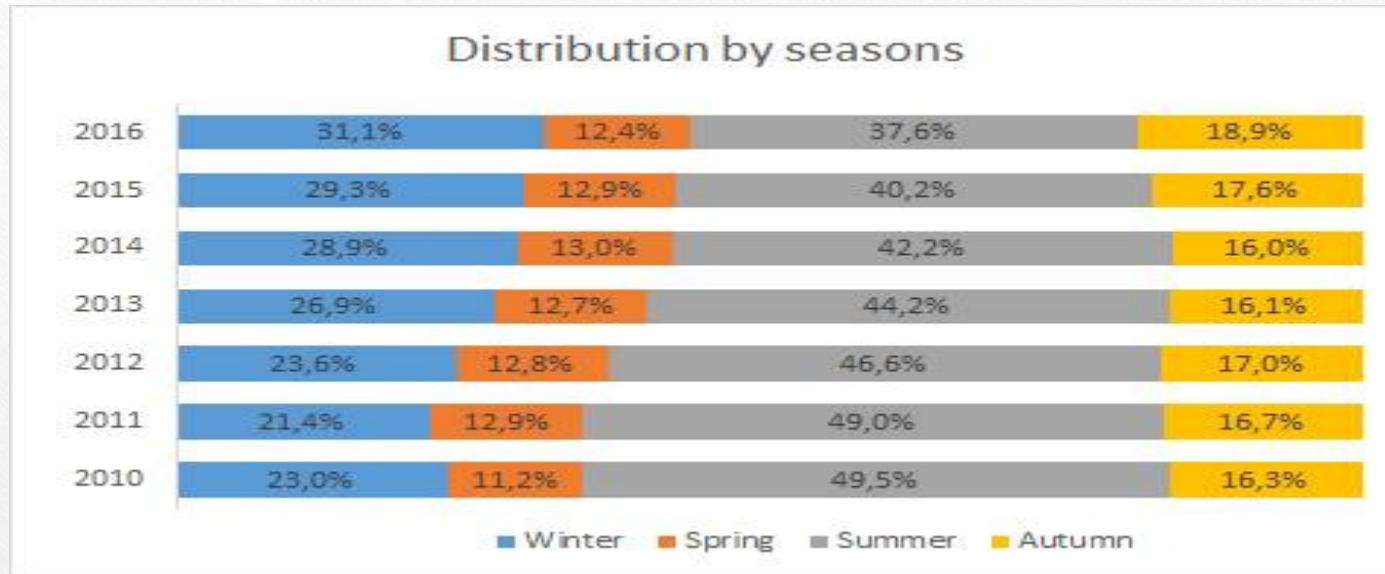


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AURORA BOREALIS

There is nothing like lying on your back, looking up at clear skies on a dark winter's night, and watching the riveting Northern Lights dance across the sphere. The show begins often out of the blue and is surely worth waiting for.



Distribution by seasons

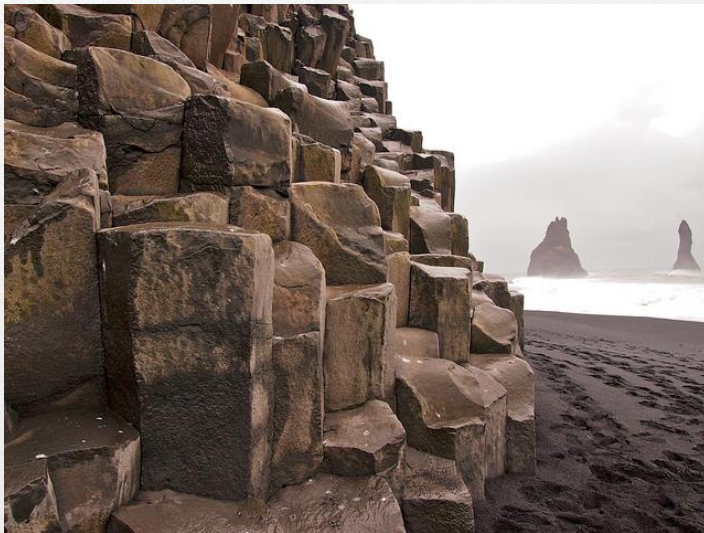
If account is taken of the distribution of the visitors by months during the period between 2010 to 2016, one can see that summer's share of visitor arrivals is decreasing, being 37.6% in 2016 as opposed to nearly half in 2010. The proportional increase outside the peak season, however, has been the greatest over the winter months (January–March/November–December), as 31.1% of visitors came during the winter in 2016. The proportion of winter arrivals was 23% in 2010.



Sources www.ferdamalastofa.is

Icelandic TURBOS Tourist rural business owners

- Growing tourism all over Iceland
- All kinds of accommodations, activities & food
- Growing emphasizes on culture, slow food, local food and
- Better distributions of guest to the rural areas - all over the years
- More educational offer – from short seminar to university levels



Icelandic TURBOS – Basic details



- Owners ages from 42 – 67 – both sexes
 - In all areas of Iceland
- Employ 5 – 35 people
- All year around business
- Hotels, restaurant's, adventure tours, biking
- Open & running from 4 – 30 years
- Little prior experience in the field



Sfs





The icelandic TURBOS what did they have in common ?

**Need more - know – how - to be more professional
More time – to be better organized
Business skills
More workers - with professional knowledges
Be smarter about the investments**



The Icelandic tourism professionalism and knowledge's



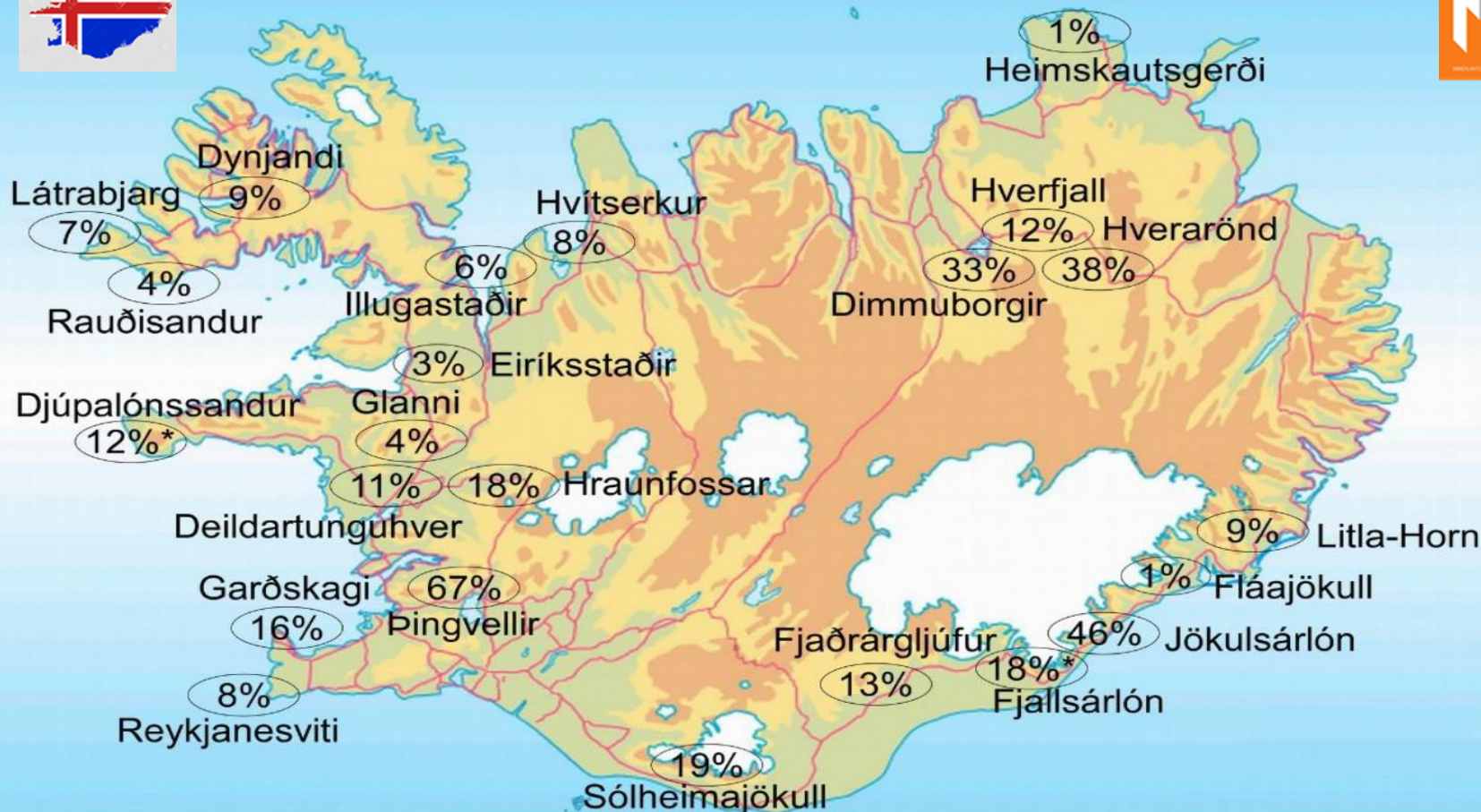
- A gap between growth in tourism jobs and skilled people
- More than 45 % of the total workforce in tourism has little or no formal education
- There is fine offer of diverse educations in the field but a little interest or request from the business owners
- All business reports that they will need more educated people in the coming future



Sources www.ferdamalastofa.is



Geographical distribution over Iceland – summer 2016



Driving visitors distributions over the country compared to visitor passing Keflavik airport.

(Sources –” Dreyfing ferðamanna um landið” Rögnvaldur Ólafsson & Gyða Þorhallsdóttir – University of Iceland 2017)

The Icelandic future challenges in tourism

- **Lack of investment in the infrastructure**
Educations, knowledges, roads steel, safety matters
- **Unclear tourist policy – Vision -type of market ? target group ?**
Destination management planning (DMP)
- **Facing negative native attitudes – “ were is our Iceland ? ” &**
Unfair tourist distribution over the country
- **Images - expectation & the reality – does it match ?**



Erasmus+ 2016-2018





Hansina B Einarisdóttir, cand.polit, project manager
Step by Step – Sandgerði Iceland hansina@sfsradgjof.is



In the years 2012 - 2015 Step by Step did an extensive survey among rural tourism companies in Iceland (interviewed more than 100 regional companies) where among other things, we discussed product development, quality control, future vision, management and staff training within the companies. The project Minds into Matter is a product of long experience of working within the tourist areas as well as giving seminar and training for more than 30 years.

