

# 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**



**UNIQUE  
EXPERIENCE,  
QUALITY AND  
PROFESSIONALISM**

**BALANCE BETWEEN  
CONSERVATION  
AND UTILISATION**





## PROFITABILITY ABOVE TOURIST NUMBERS

- ▶ Increased productivity, value creation and competitiveness around Iceland
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## BENEFITS FOR LOCALS ALL OVER THE COUNTRY

- ▶ Positive impact on local communities and enhanced quality of life
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# UNIQUE EXPERIENCE QUALITY AND PROFESSIONALISM

- ▶ A visitor experience that is in line with or exceeds expectations
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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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