

Visit Iceland

Visit Estonia conference 21. March 2023

Thorleifur Thor Jonsson – Snr Area Manager Visit Iceland

The Many Faces Of Business Iceland

Business Iceland is a public-private partnership promoting Iceland internationally for trade, tourism, foreign direct investment, and culture.

Three main roles:

TPO – Trade Promotion Office

IPA – Investment Promotion
Agency

DMO – Destination Marketing
Office



Long-term strategy for Icelandic exports

Long-term objectives for the marketing and export of Icelandic products, services, and culture, focused on individual markets and industries.

Vision

Iceland to be recognized as a global leader in sustainability



Mapping Growth Industries

01

ENERGY AND GREEN SOLUTIONS

Become a global leader in developing and building green solutions for the sustainable use of natural resources

02

INNOVATION AND TECHNOLOGY

Make innovation and technology the foundation for increasing exports. Reinforce this message by making Iceland an attractive option for R&D and foreign direct investment

03

ARTS AND CREATIVE INDUSTRIES

Strengthen Icelandic arts and creative industries by making Iceland an attractive option for visionary companies

04

TOURISM

Ensure sustainable and equitable growth in Icelandic tourism in all regions that emphasizes quality and professionalism

05

FISHERIES

Enhance export revenue of Icelandic seafood products through marketing initiatives based on origin, quality, sustainability, and innovation

06

FOOD AND NATURAL PRODUCT

Raise awareness of Iceland as a source of clean, wholesome food and natural products, grown and harvested sustainably

Branding profile

Inspired by Iceland is the ‘umbrella brand’ for all Icelandic export industries. It operates as a key brand storyteller on social media and collects stories from its sub brands (e.g., Visit Iceland, Creative Iceland, Seafood from Iceland, Green by Iceland, etc.) and member affiliates.

Visit Iceland is the main tourist brand for Iceland as a destination for travelers.



TWO INTERNATIONAL TARGET GROUPS

Visit Iceland released an updated target group segmentation in 2022.

Fun-loving Globetrotter



Young (concentrated U40), Passionate about travel and tech-savvy. Affluent and willing to purchase vacations ahead of time, prioritizing vacations with natural beauty, hiking, and eco-tourism.

They are significantly less likely to prefer a beach or busy city vacation and are more likely to vacation in the Nordics. Adventurous within sensible limits. Travels in the present and seeks to experience the authentic local atmosphere and culture first-hand. Authenticity is also essential to them when it comes to messaging.

Independent Explorer



Seasoned traveler (40 years or older). Does not want a typical or over-planned itinerary and are happy to put in more effort than other travelers to experience authentic and new experiences.

The Independent explorer chooses to travel in a smaller group, most like with their partner, where genuine Icelandic experiences matter. Seeks out opportunities to learn about the culture and history of the destination and travel in an eco-friendly way. Is much less likely to use social media for communication.

2010

Tourism the third largest foreign revenue generating industry

Visitors per year: \approx 500.000

Not a year-round industry

Eyjafjallajökull – crisis communication

Promote Iceland was established

Public Private Partnership in marketing with

Inspired by Iceland – integrated marketing approach

-1% that year – instead of -20%



2011 - 2012

Increase awareness of Iceland as a year-round destination

Iceland: Adventures, Pure, Sustainable, Creative, Cultural and Mysterious

Three airlines flying all year around

20% increase in tourism

Employees 11.000 in Icelandic workforce

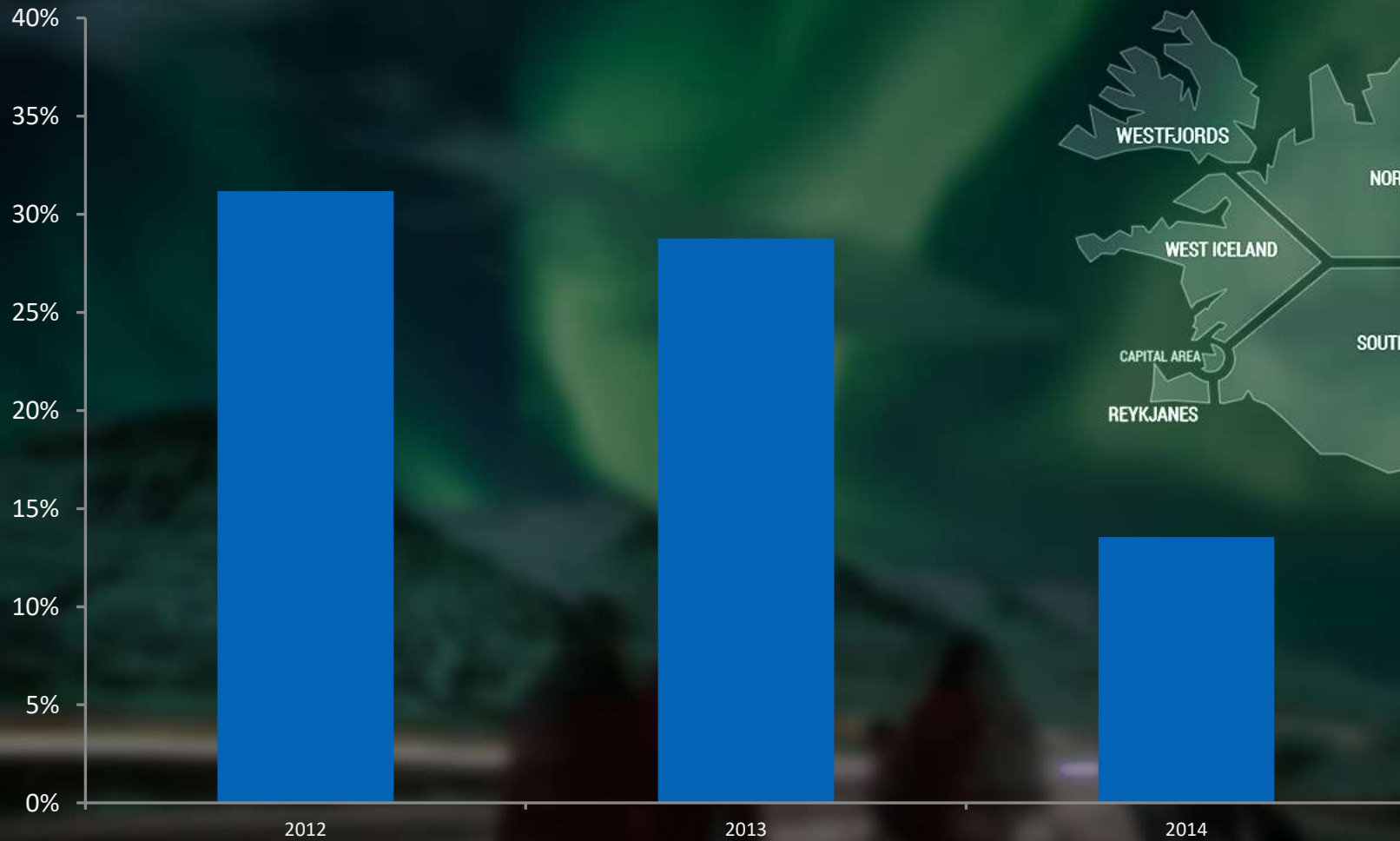
Tourist Site Protection Fund

Vakinn – Quality & Environmental System



BEDNIGHT % GROWTH YOY IN THE REGIONS OF ICELAND (2012-2014)

DECLINING GROWTH IN THE REGIONS



■ Regions

2015

Focus on travelling to all regions

Tourism the largest revenue
generating industry

20-30% increase in tourism
– most off season

Road Map For Tourism
- Tourism Task Force 2015-2020



2015



#ASKGUDMUNDUR

THE HUMAN SEARCH ENGINE

When you want answers, you usually use a search engine.
But why ask a computer when you can ask a human?



Google made a case study!



INSPIRED BY ICELAND

Inspired by Iceland's successful TrueView campaign produces an increase of 164% on the search term "Iceland" among the video's viewers.

About Inspired by Iceland

- Inspired by Iceland is a partnership between the Icelandic government, Promote Iceland, the city of Reykjavik, the Icelandic Travel Industry Association, Icelandair and other leading Icelandic tourism companies.
- www.promoteiceland.com
- www.inspiredbyiceland.com
- www.youtube.com/vinspirebyiceland

Goals

- Decrease seasonality and increase awareness of Iceland as a year-round destination
- Stimulate tourists to do more, travel further and stay longer
- Connect Icelandic tourism companies with consumers

Approach

- Invited consumers to engage, ask questions and learn more about regions in Iceland
- Used YouTube TrueView to drive awareness and provide inspiration
- Created target lists using Google AdWords
- Gained audience insights using Google Brand Lift surveys

Results

- 1.4 million paid video views on YouTube, over 1.5 million views total
- 267 million impressions across PR, social and paid advertising
- Over 860,000 potential future visitors added to remarketing lists

To increase awareness of Iceland as a year-round destination and to stimulate tourists to do more, travel further and stay longer, Inspired by Iceland developed a digital campaign called Ask Guðmundur. Billed as "the human, quirky and decidedly Icelandic search engine", Ask Guðmundur enabled consumers to discover more about Iceland's secrets. When curious travellers from all around the world entered their queries, seven Guðmundurs from across the seven regions of Iceland responded by providing expertise and knowledge.

Forging closer connections through YouTube

Inspired by Iceland understood that YouTube was an ideal platform for the campaign because it would enable two-way communication with the audience. The activity included both TrueView ads and supporting banner ads. Director Inga Hlin Pálsdóttir, explains that the team foresaw several benefits to this approach. "First, it is cost effective," she says. "TrueView works on a performance-based cost-per-view model, meaning Inspired by Iceland only pays when the audience chooses to watch the ad, generating quality leads. It offers additional value for advertisers through remarketing lists. We were also able to gain additional insight into the target audience through Brand Lift surveys."

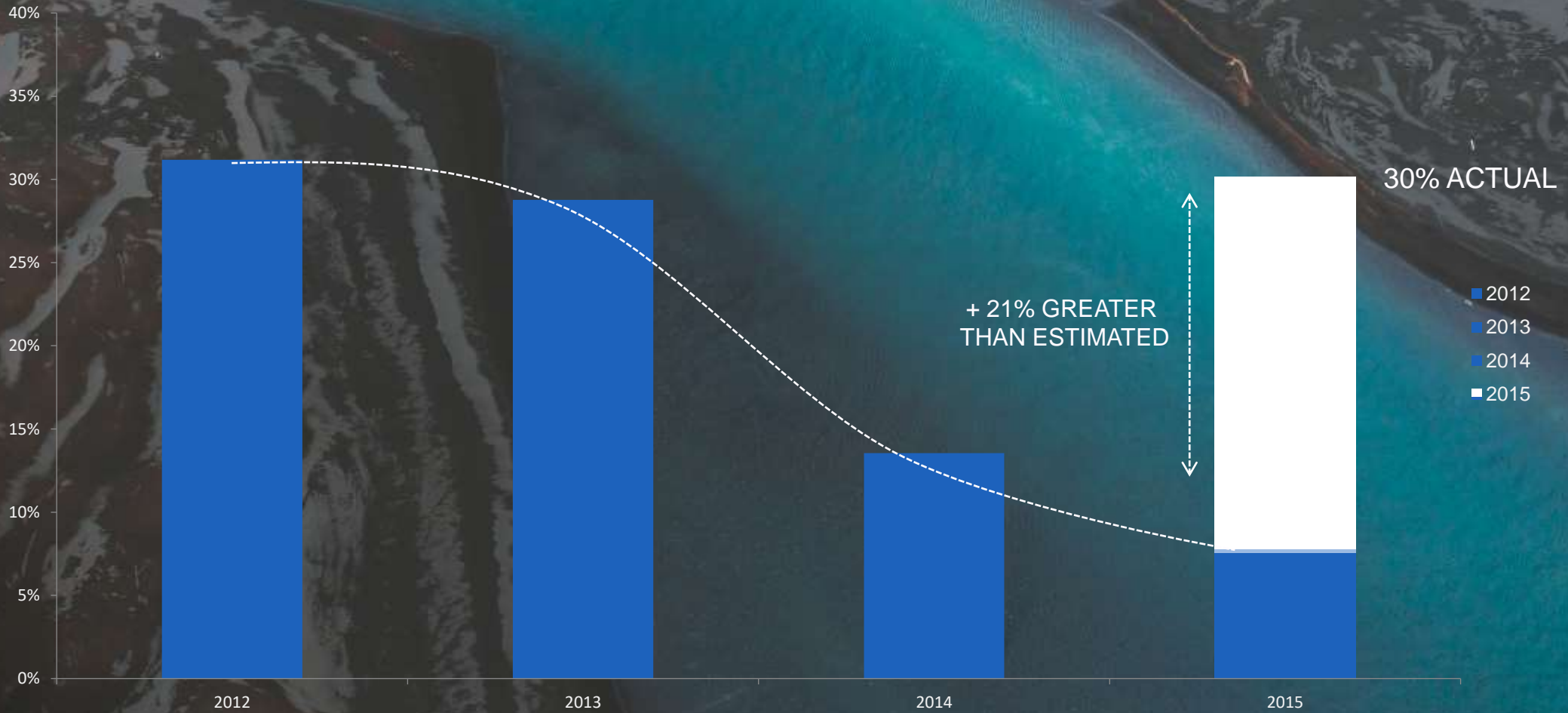
Inspired by Iceland identified a target audience for the activity called "The Enlightened Tourist" made up of people between the ages of 20 and 65 who were interested in independent travel and the cultures, ideas and lifestyles of



Billed as "the human, quirky and decidedly Icelandic search engine", Ask Guðmundur enabled consumers to discover more about Iceland's secrets. When curious travellers from all around the world entered their queries, seven Guðmundurs from across the seven regions of Iceland responded by providing expertise and knowledge.

ICELAND TOURISM 2015

2015: BEDNIGHT GROWTH DOUBLED IN THE REGIONS



2016-2018

Foreign Currency Revenue
ISK 462 Billion (39%)

Growth in all regions & lowest seasonality
= 2.2 million visitors / 40/60

Employees 25.000
14% of the Icelandic workforce

Destination Management Program (DMP)

Responsible Travel Behavior & Tourism
- 300 companies signed a promise



Iceland Academy – video

The Icelandic Pledge



Iceland is the first country ever to initiate an agreement with tourists in bid to positively affect behavior change, aiming to create an army of people who know how to stay safe and look after the delicate land.

The Icelandic Pledge' is an online agreement that invites travelers to sign up to be a responsible tourist when visiting the country.

THE ICELANDIC PLEDGE

I PLEDGE TO BE A RESPONSIBLE TOURIST.

WHEN I EXPLORE NEW PLACES,
I WILL LEAVE THEM AS I FOUND THEM.

I WILL TAKE PHOTOS TO DIE FOR,
WITHOUT DYING FOR THEM.

I WILL FOLLOW THE ROAD INTO THE UNKNOWN,
BUT NEVER VENTURE OFF THE ROAD.

AND I WILL ONLY PARK WHERE I AM SUPPOSED TO.

WHEN I SLEEP OUT UNDER THE STARS,
I'LL STAY WITHIN A CAMPSITE.

AND WHEN NATURE CALLS,
I WON'T ANSWER THE CALL ON NATURE.

I WILL BE PREPARED FOR ALL WEATHERS,
ALL POSSIBILITIES AND ALL ADVENTURES.

**TAKE THE PLEDGE AT
INSPIREDBYICELAND.COM**

INSPIREDBYICELAND

2019

End of a rapid growth period

Numbers had tripled in the last 5 years

50% more increase in off season
compared to high season

16 airlines all year around (26 summer)
53 destinations this winter

Tourist expenditure per day has increased
22% since 2013

High NPS (Net Promoter Score) - 75
points

3-5% growth projected in the next years





DRINK RESPONSIBLY
Kranavatn
INSPIRED BY ICELAND
ICELANDIC TAP WATER

An aerial photograph of a volcanic landscape. The terrain is dominated by dark, black sand dunes. Several prominent dunes feature patches of bright red sand, likely from iron-rich volcanic ash. The landscape is vast and desolate, with a few small structures visible in the distance. A road or path is visible in the lower left and bottom center of the frame. The sky is overcast and hazy, creating a somber and atmospheric mood.

**Branding and marketing in a
changing world**

Different times, different challenges

2010

Volcanic eruption

- Local crisis with global attention
- Local competition
- 500k tourists

2020

Global epidemic

- Global crisis
- Global competition
- 2 million tourists
- More markets to defend
- Higher economic impact
- Higher marketing cost

2020-2022





Ísland – saman í sókn

Destination Iceland

About the Marketing Initiative

Global tourism has been hit hard by the effects of the Coronavirus outbreak. Visitor numbers have plummeted, and bookings have ground to a halt. Icelandic tourism industry has felt these effects and is working hard to recover.

This marketing initiative is established to counteract the effects of the COVID-19 virus on Icelandic tourism. As soon as interest in travels resume, we want to be able to move quickly to re-ignite interest in Iceland as a destination during a very competitive time. The concept and strategy should encourage people to visit Iceland and help regain confidence in foreign markets that it is safe to travel to Iceland.

This is a new integrated marketing initiative, based on a contract between The Ministry for Industries and Innovation and Business Iceland to market Iceland as a travel destination.

Business Iceland is the developer and the executive of the campaign.



Team effort

STAKEHOLDER INVOLVEMENT

The public and private sector needs to join forces and work together in reaching common objectives. Each side has a crucial part to play; The government funded campaign focuses on stimulating demand and building a stronger destination brand while the tourism sector follows suit and focuses in converting the demand into export revenue for the Icelandic economy.

Branding

Building

- + Stimulates demand and interest
- + Main driver of long-term growth
- + Primes consumers to want to choose the brand
- + Without brand building, growth will be weaker
- + Improves pricing power

International Campaign

Activation

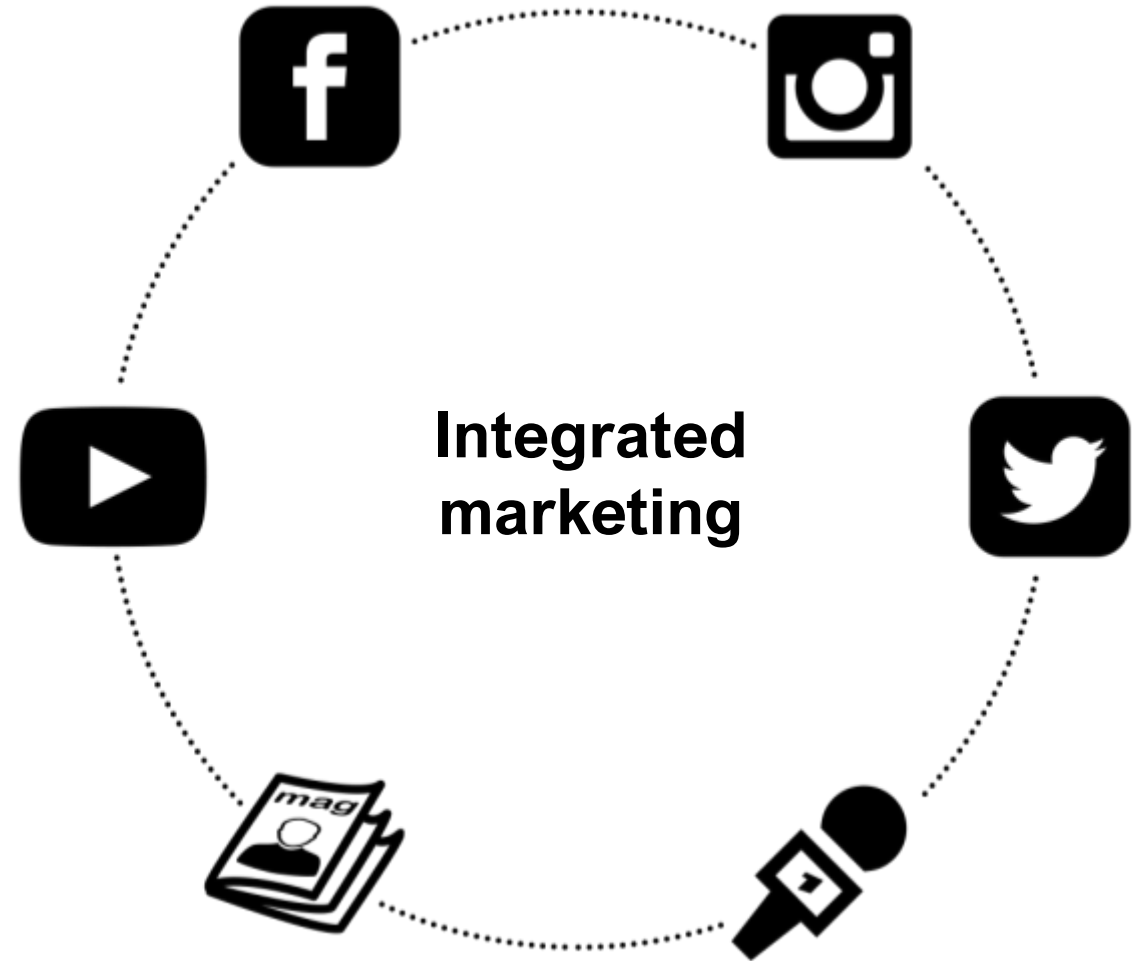
Bookings

- + Converts demand to sales
- + Short term sales uplifts
- + Behavioural prompts to “buy now”
- + Boosted by brand building
- + Is essential for efficiency

Icelandic Tourism Companies

We need to say things, and do things differently

We have to invest in a “earned first” media approach, stand out from the competition in a unique way and grab attention in a highly competitive field in an unprecedented situation.



THE CONCEPT

If you've been cooped up for far too long.

If Zoom calls are the highlight of your day.

If the grocery store around the corner is your only adventure.

And you've taken up bread baking, knitting, and puzzle making.

If you're tired of staring at the same four walls.

And bored of eating the same old meals.

If you lie awake at night wondering about what lies before you.

Or binge watch terrible reality shows just to escape the reality you're in.

If you're craving something, anything, to remind you of how wonderful and exhilarating and stimulating life used to be,

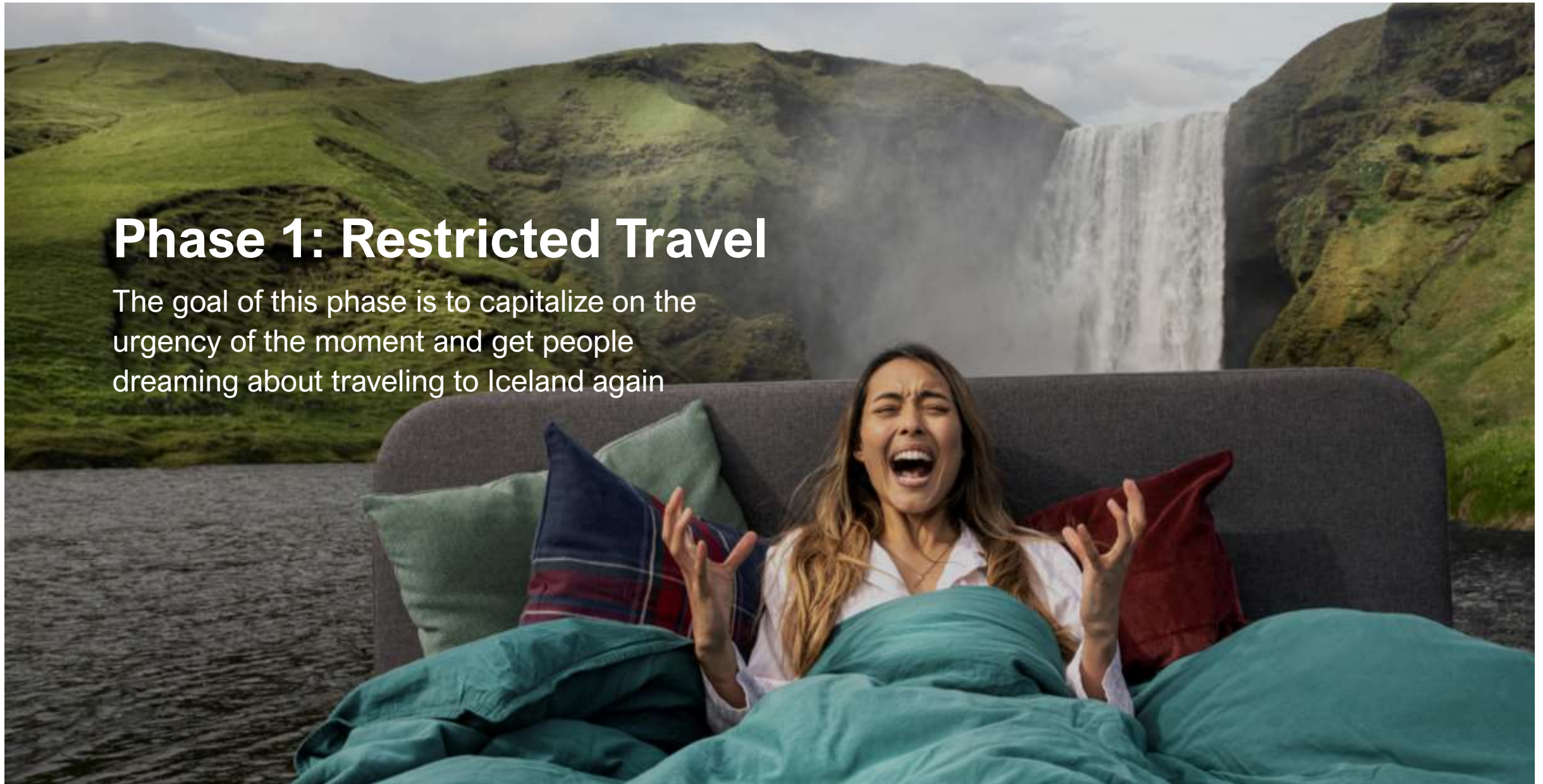
Then it looks like you need a change of scenery.

It looks like you need Iceland.



Phase 1: Restricted Travel

The goal of this phase is to capitalize on the urgency of the moment and get people dreaming about traveling to Iceland again



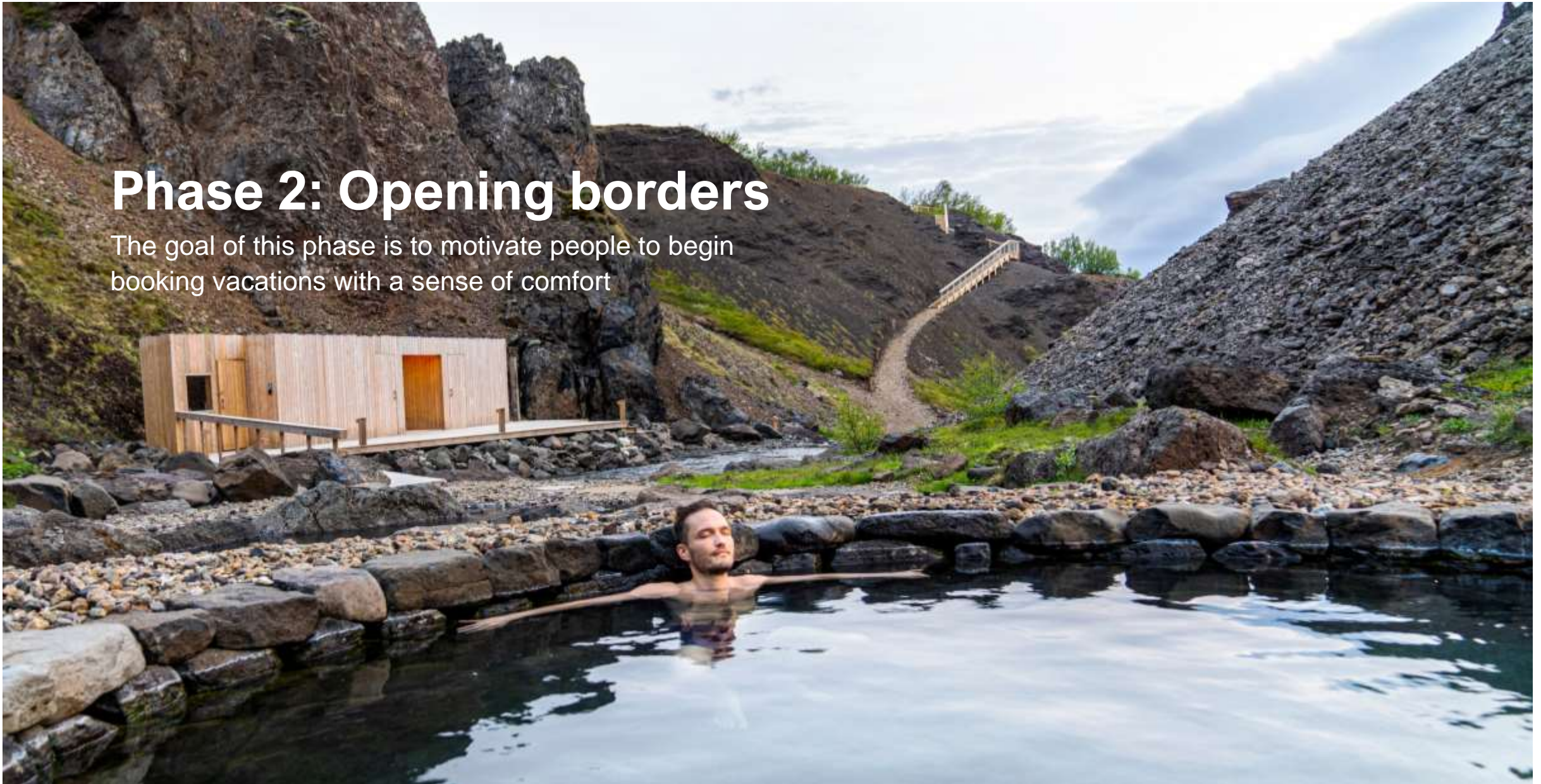


**GOOD
MORNING
AMERICA**

ICYMI

Phase 2: Opening borders

The goal of this phase is to motivate people to begin booking vacations with a sense of comfort



Enough

Some markets were opening sooner than others. To take advantage of this, we pivoted our launch idea to address these early movers. Early movers that have had enough of bad news, endless video calls and talking to the same four walls. It looks like they need Iceland.

We developed a launch video to speak to these markets, inviting them to travel to Iceland.

As soon as other target markets started to open up to travel, we were ready with the 'Enough' approach to stimulate demand for Iceland as a destination.



Example of campaign assets:

Website: <https://visiticeland.com/>

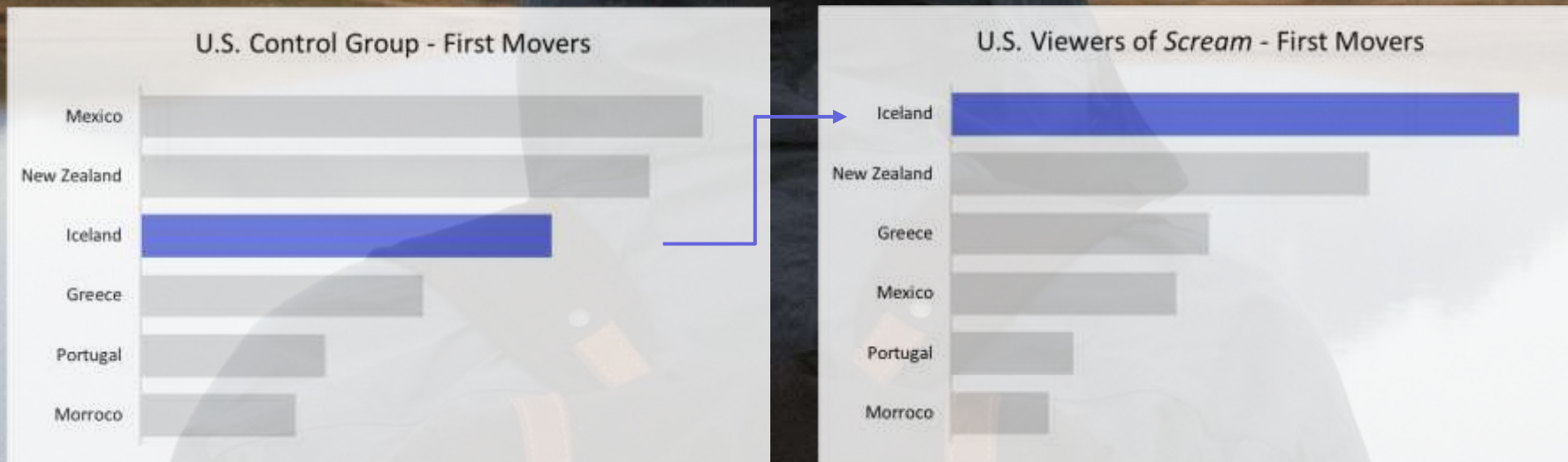
Enough video (50 sec): [English](#), [German](#)

Enough teaser (15 sec): [English](#), [German](#)

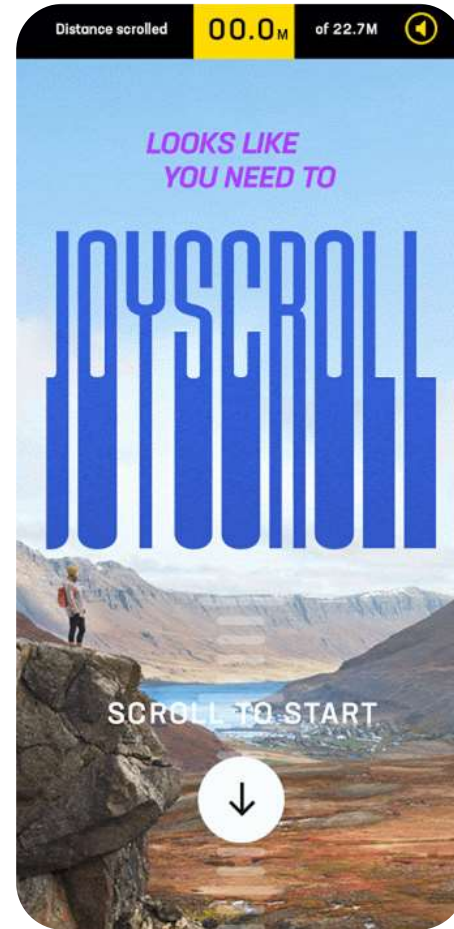
[Looks like you need Iceland - video](#)

AND MORE IMPORTANTLY...

ICELAND BECAME THE #1 PREFERRED HOLIDAY DESTINATION ACROSS ALL OF OUR KEY MARKETS




*Visual example pulled from Swayable research, representative of all markets)



The campaign elements consistent across the film, social, and site are the lockup, measuring graphic and typography treatment.

[Introducing the Icelandverse - video](#)



Mark Zuckerberg  · [Follow](#)


Amazing. I need to make a trip to the Icelandverse soon. Glad you're wearing sunscreen too 🤔

[Love](#) · [Reply](#) · [Hide](#) · 1 w

   2.9K



 Author

Inspired by Iceland 

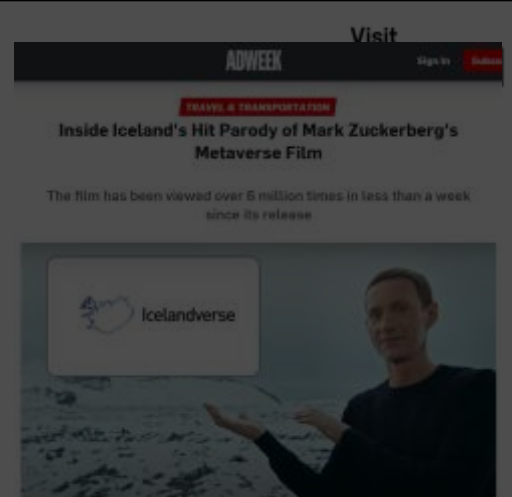
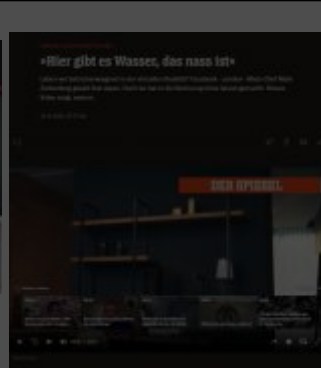
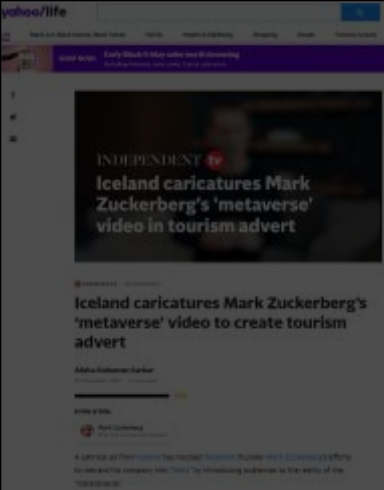
Mark Zuckerberg Oh, hi Mark! You're always welcome. Icelandverse is open 24/7!

[Like](#) · [Reply](#) · Commented on by [Ísak Kári Kárason](#)  · 2 w

   442



Results for Icelandverse



THE WALL STREET JOURNAL

Business

Iceland Spoofs Mark Zuckerberg's 'Meta' Unveiling in Tourism Video

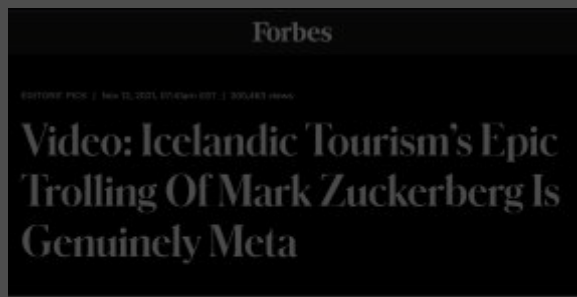
Inspired by Iceland says skip the metaverse and visit the country without wearing 'silly looking headsets'



Iceland tourism campaign skewers Mark Zuckerberg with promo video showing off the wonders of the Icelandverse: Facebook founder brands the advert 'amazing'

- An Icelandic tourism campaign featured a spoof of Mark Zuckerberg's video announcement of Facebook's name change to Meta
- Zuckerberg lookalike Zack Mossbergsson, the 'chief brand officer' for inspired by Iceland is seen introducing a parody called the 'Icelandverse'
- The Zuckerberg impersonator donned his short combed hair and black sweater as well as presenting the campaign in the Facebook founder's stiff tone
- The video has racked up 2.5 million views with commenters, including Zuckerberg, delighting in the spoof

+1.050 pieces of coverage
5,5b global impressions



PRWeek
 Top 150 News Campaigns Opinion

HITS

Iceland Tourism, 'Icelandverse'

Iceland (the very cold country north of the UK, not I pulled a blinder this past week. Jumping on the laun a parody ad aimed at selling everyone the revolution interaction, in (here's the zinger) the real world. Hu deft it reminded us not only of Iceland's otherworldl of its population. I can almost hr the soft thunder







+8m people reached

+6m video views


On owned media

 **Jodi Glass** GAICD • 3rd+
Chairperson at Chamber Music Adelaide (CMA) 1w ***
Standing ovation [Visit Iceland](#) 🍷🍷🍷 in emojis [#icelandverse](#) and I real life. Witty, smart, clever and gorgeous promotion for your beautiful country that makes me somewhat desperate to visit [#Iceland](#)


 **Tamiko Quan Willie** • 1st
Marketing for Humans 1w ***
Well, now I know where I'm going for my next vacation. [#icelandverse](#) forever!!!

 **Denise L.** • 3rd+
-- 1w ***
Fantastic 🍷 I want the real thing

 **Kimberly Oguilve** • 2nd
Brand & Communications @Reviewe 5d ***
Speechless. Best destination advert video easily. I'm buying my flight tickets [Edda Konráðsdóttir](#) [Salóme Guðmundsdóttir](#) [is](#) 🗺️

 **Daniel Frank** 11 days ago
All jokes aside, those were some absolutely some stunning images of Iceland. Never been there, but I'm going sometime in this lifetime!
👍 307 🗨️ REPLY

 **Gloribeth Sickles** • 3rd+
Sourcing @ Uber | Passionate DE&I Advocate
This is great! Now I want to visit Iceland 😊


 **Dave Bolton** • 3rd+
Head of Engineering, AWS Amplify
Just put Iceland on the bucket list ;)


+77k engagements on social media

 **Jay Sorensen** • 2nd
Ancillary Revenue, A la Carte Pricing, Frequent Flyer (FFP) Consultant 1w ***
Very good, that is travel inspiration. Selling through engaging. Imagine that, how very novel. :)

 **Leon B** 8 days ago
I want to travel to Iceland just to buy this man a beer.
👍 360 🗨️ REPLY

 **Mark Nienow** 6 days ago
This definitely makes me want to visit Iceland. Great job!
👍 9 🗨️ REPLY

 **Michail Tzouveleakis** • 2nd
Director of Global Marketing at Fornova & Goldenfeeds 🇬🇧 Hotel Busin... 1w (edited) ***
The best destination advert of this - or any - year, on this - or any - universe!
Topical, real, really funny, cutting, cutting edge, beautiful and inspirational.
Well done [Visit Iceland!](#) 🍷 [#icelandverse](#) [is](#)

 **Achim Klor** • 3rd+
Product Marketing at Stack8 - Hassle-Free Unified Communications 1w ***
helviti snilld! frigginn brilliant ... I have never had a personal Facebook (or Meta... whatever) account, don't ever plan to... but I am planning to go to Iceland

Lessons

- Earned first thinking
- Be agile and culturally relevant
- Humor can be a great ally
- Message should reinforce the brand





Mark Zuckerberg 
May 27 at 7:32 PM · 





Photo dump from the Icelandverse 🇮🇸



  766K

56K Comments 16K Shares



Inspired by Iceland 
May 27 at 9:41 PM · 



Hey Mark, glad you enjoyed our enhanced actual reality. Hope you had a chance to OutHorse Your Email during your adventures in the Icelandverse!
In case you missed it -> OutHorseYourEmail.com 🇮🇸 🇺🇸 🇩🇪

Key Performance Indicator 2020-2022

3,058 press

covered across broadcast,
online and print

**15.5B Global
Impressions**

53M engagements

in the social media conversation

**111M Completed
Video Views***

18 international awards!**

5M potential travellers

have visited our campaign websites

**Up to 5.7x increased
purchase intent****

LOOKS LIKE YOU NEED ICELAND | Visit
Iceland

* Amount of times a video has been viewed on a platform for the minimum required length

** According to Swayable market study



Vom Winde verweht

W



HEISS AUF VULKANE

Auf Island muss man immer auf alles gefasst sein - und genau deswegen liebt der Autor Erik Van der Pijp die Insel. Ein Roadtrip zu seinen Top Ten unter den Vulkanwanderungen.

Forbes

TRAVEL

Why You Should Visit Iceland This Summer

David Nikel Senior Contributor @DavidNikel
Travel and lifestyle in Europe with a focus on Norway & Scandinavia

May 14, 2022, 12:24pm EDT

Listen to article 3 minutes

AEY EGS

This Nordic island nation is pulling out all the stops to attract and sustain new international operators at its lesser-known airports. Gordon Smith gives us the lowdown.

Iceland's secret international gateways

A LESS WEARYING WAIT
Tech takes the pain out of security

STEPS TO CYBERSECURITY
How to battle the CAA's Amey audit

THE WORLD'S LEADING AIRPORTS MAGAZINE - COVERING THE INDUSTRY SINCE 1944

AIRPORTS

INTERNATIONAL

Smart moves
AI reimagines baggage handling

NORTHERN EXPOSURE

Iceland's regional airports fight for the long-haul dollar

Islande

UNE TERRE SCULPTÉE PAR LA GLACE ET LE FEU

Sur l'île, le volcanisme est partout. Au pays des glaciers, les eaux chaudes géothermiques naturelles peuvent servir à cuire du pain et faire pousser des tomates. Des curiosités qui prennent tout leur sens à l'heure où le pays réorienta son tourisme vers une approche plus durable.

© JACQUES CHIFFOLEAU

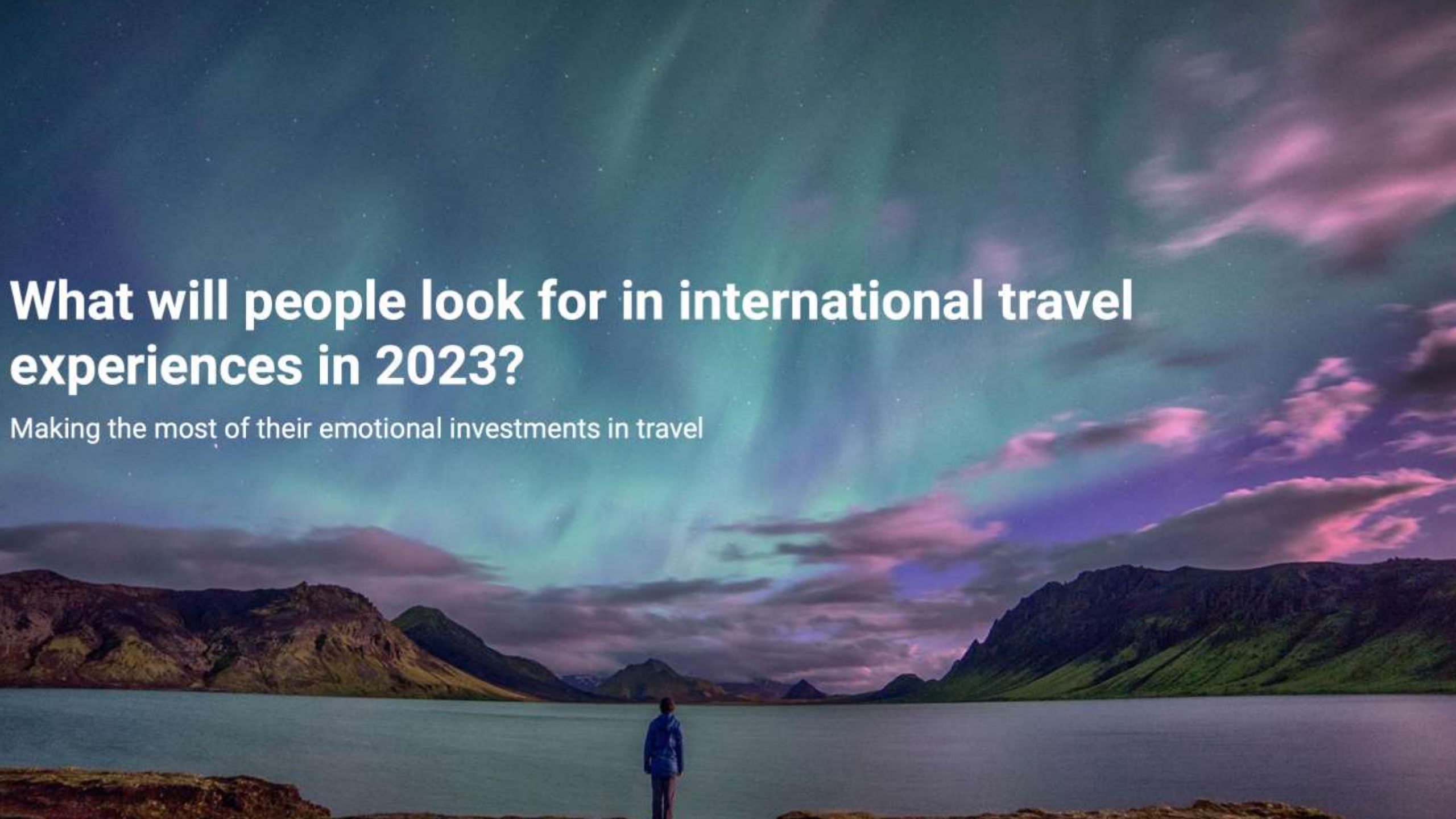
Iceland's New Forest Lagoon Is a Geothermal Spa Like No Other

Another day, another new Icelandic hot spring

By CAITLIN MORTON | Published on 02/04/22 | Fact checked by ILLUMIN DATA

Facebook | Pinterest | Email

Just when you thought Iceland couldn't get any cooler (or, technically, warmer), the country has announced the unveiling of a new hot spring spa: Forest Lagoon, set to open by March 2022.

A person in a blue jacket stands on a rocky shore, looking out at a calm lake. In the background, there are dark, rugged mountains. The sky is a deep blue and purple, with the aurora borealis (Northern Lights) visible as a vibrant green and blue glow. The overall scene is serene and majestic.

What will people look for in international travel experiences in 2023?

Making the most of their emotional investments in travel

Traveling to **be well**

- 76% of people say travel will be healing and improve their wellbeing
- 21% annual growth rate of global wellness tourism through 2025, outpacing every other sector of the wellness economy
- 78% said they're working on more goals tied to health and wellness than in previous years



Travel for inner growth

- 42% want to take a health break focusing on mental health, transformative health or life milestones
- 36% want to try herbal psychedelics as experiential wellness in part of their travels in 2023
- 40% interested in traveling to a silent retreat



Booking longer, **off-season** stays in farther places

- 49% of UK travelers will look to save money by considering off-season destinations or longer routes
- 46% UK travelers believe the best use of their budget is to opt for one or two longer holidays instead of several short breaks
- >20% of Airbnb rentals today are 30 days or more



Lounging

is at the top of the new to do list

- 78% of Americans say they aim to feel 'unproductive' during holiday
- Millennials, Gen X and Boomers are turning to resorts and all-inclusive packages for easy getaways. Search has doubled for queries like *best all inclusive resorts* and *resort aesthetic*



Some are seeking more **hands-on** **nature**

- 44% of travelers want an off-grid holiday to escape reality, disconnect and live with the bare essentials.
- 58% want to use travels in 2023 to learn survival skills like finding clean water (53%), starting a fire (42%) or even prepare for the apocalypse (39%).
- All that doesn't necessarily mean they're roughing it - 48% are only considering traveling 'off-grid' if it can be a more indulgent stay.



Many are taking their quest for adventure and newness to the **extreme**

- Half of the world's travelers want to experience a “complete culture shock” in 2023
- 73% of global looking forward to trips 'outside their comfort zone' that push them to their limits
 - 47% are looking for the most exotic food in the world, such as the hottest chilli
 - 28% want to buy a one-way ticket in 2023 and follow their instincts wherever they lead



[Looks like you need Iceland - video](#)

A photograph of a colorful, layered rock formation, likely a canyon or gorge. The rock faces are steep and show distinct horizontal layers of various colors, including shades of brown, tan, grey, and green. The layers are separated by thin lines of mortar or sand. The overall appearance is that of a well-preserved, ancient structure. The word "Takk!" is overlaid in white, bold, sans-serif font in the center of the image. At the bottom center, two small figures of people are visible, providing a sense of scale to the massive rock formation.

Takk!