



Visit North Iceland
THE ARCTIC NORTH

Chris Hagan – UK Representative

VISIT NORTH ICELAND · HAFNARSTRÆTI 91 · 600 AKUREYRI · ICELAND



- On the ground support to the UK Travel Trade – both Tour Operators and Agents – to promote North Iceland as a destination in the UK Market
- Training and Agent Visits
- Market Analysis & Trends
- Supporting the service providers here in North Iceland to connect with the UK Trade
- Identifying new opportunities
- Events & FAM Trips

GET THE NORTH ICELAND FEELING EVENT - MANCHESTER



EASYJET MANCHESTER FAM TRIP



EASYJET MANCHESTER INAUGURAL FLIGHT



UK TRAVEL TRENDS



FAVOURITE TYPES OF TRIP IN THE PAST 12 MONTHS



48%

Beach holiday



43%

City break



27%

Countryside break



15%

Multi-destination trip



13%

Lakes and mountains



12%

Adventure holiday



12%

Cruise



7%

Wellbeing break

Motorhome / camping trip

5%

Train holiday / interrrailing

5%

A coach holiday

5%

Safari

4%

Winter sport

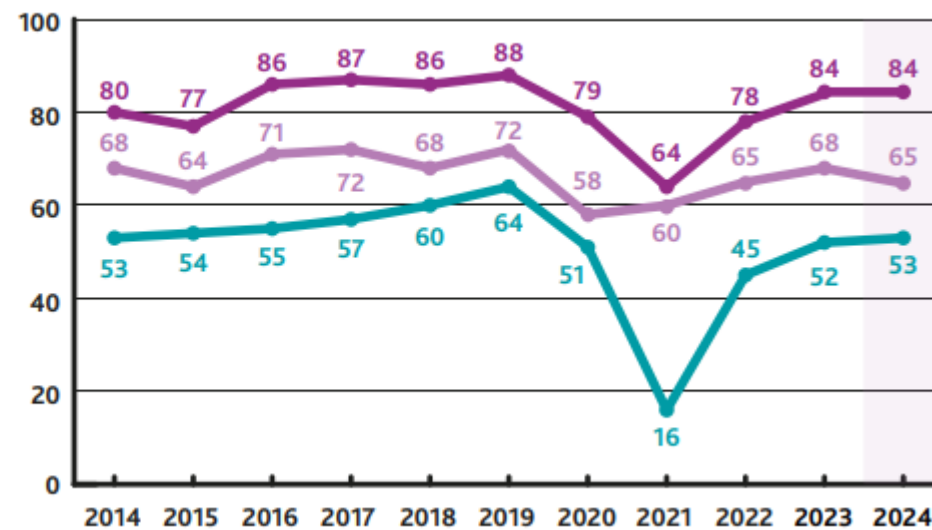
(skiing / snowboarding)

3%

Base: respondents who took a holiday in the past 12 months

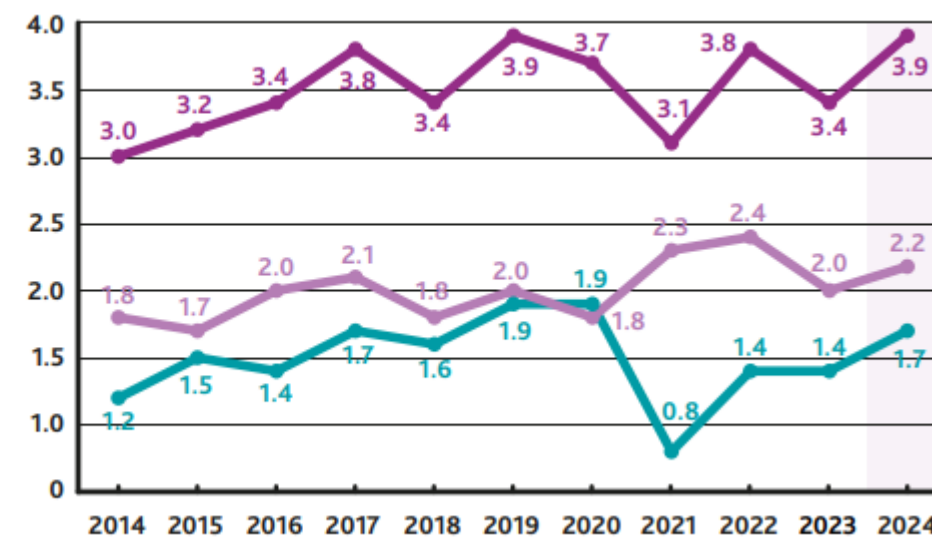
PERCENTAGE OF PEOPLE TAKING HOLIDAYS IN THE PAST 12 MONTHS 2014 – 2024

- All holidays
- UK holidays
- Holidays abroad



AVERAGE NUMBER OF HOLIDAYS TAKEN IN THE PAST 12 MONTHS 2014 – 2024

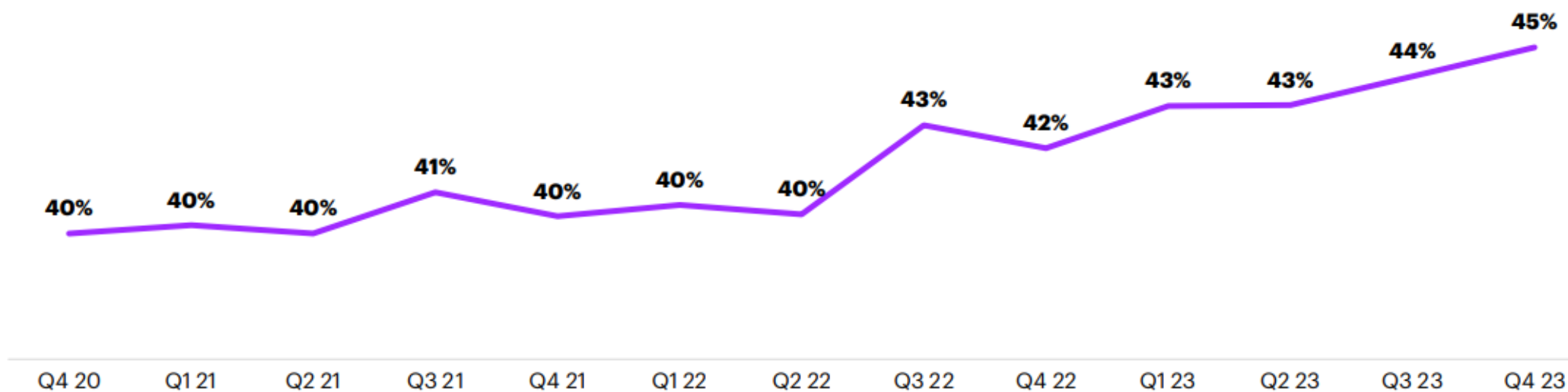
- All holidays
- UK holidays
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Budget-savvy travellers are on the rise in the UK

There has been a steady increase in the number of travellers who are cost conscious, set a budget, and stick to it.

Budget traveller (i.e. I set a budget and do my best not to go over the budget)



(YouGov Global Travel Profiles, Filter – Type of traveller – Budget/Value traveller, Country – UK)

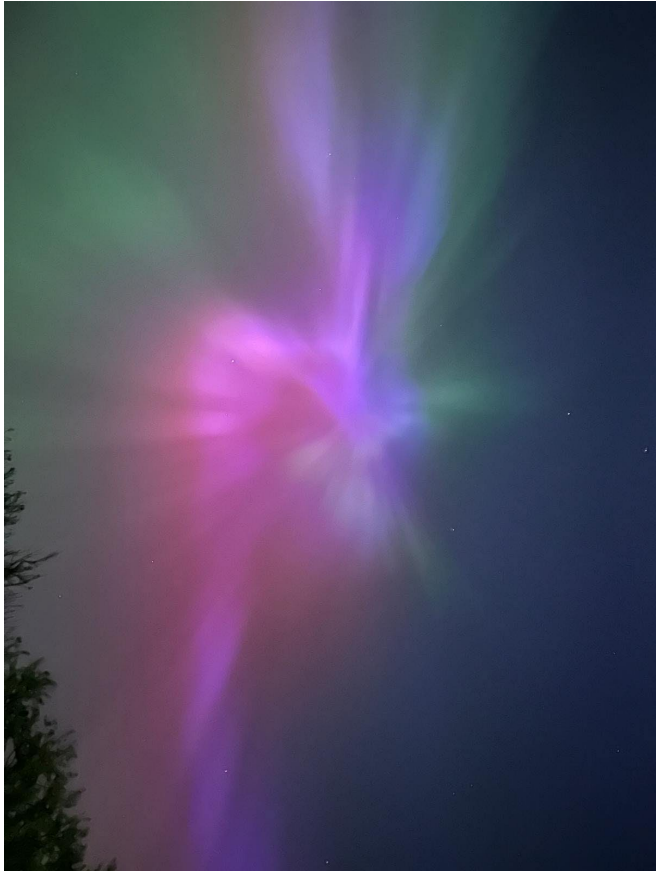
UK travel attitudes



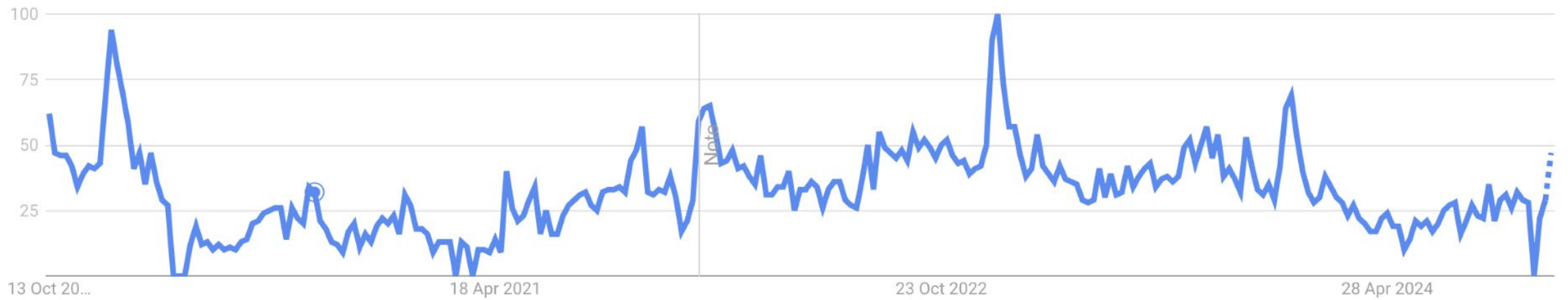
ICELAND SPECIFIC - UK

WE HAVE SOME CHALLENGES





UK 'ICELAND' GOOGLE SEARCHES





Norway have seen the popularity of winter tourism in Iceland and they are very keen on taking a piece of the action

Tromsø in particular is becoming the exciting new destination of choice for the UK visitor

In addition, the arctic Lapland regions are seeing increased tourism outside off the traditional 'Santa Claus' season with experiential offering with new UK flights throughout the winter season





BUT AFTER ALL OF THAT





**SO MANY PEOPLE BELIVE THEY
HAVE EXPERIENCED ICELAND**

**THEY HAVE BARELY SCRATCHED
THE SURFACE**



**IF YOU THINK YOU KNOW ICELAND
THINK AGAIN!**

