
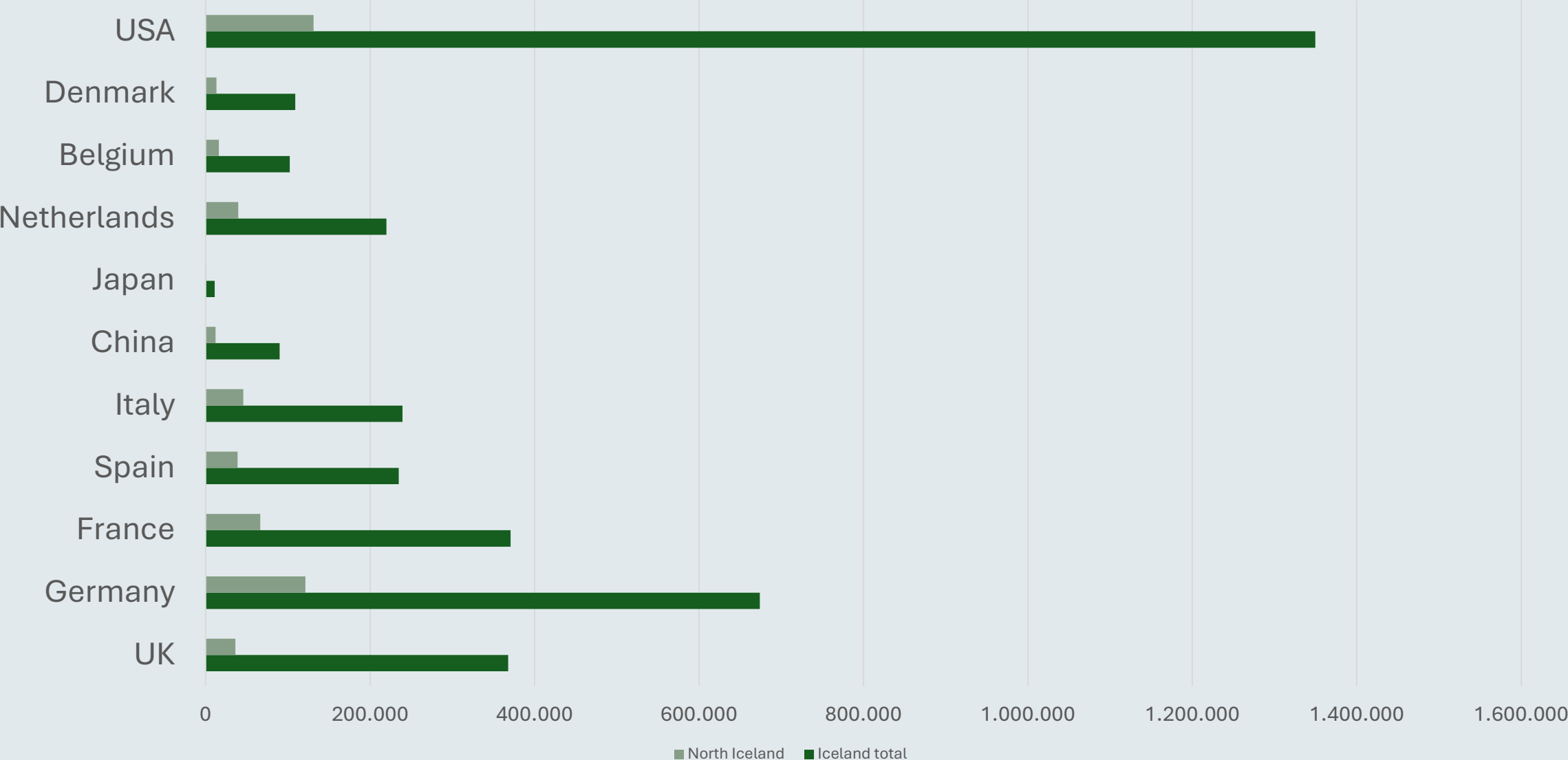


(North) Iceland

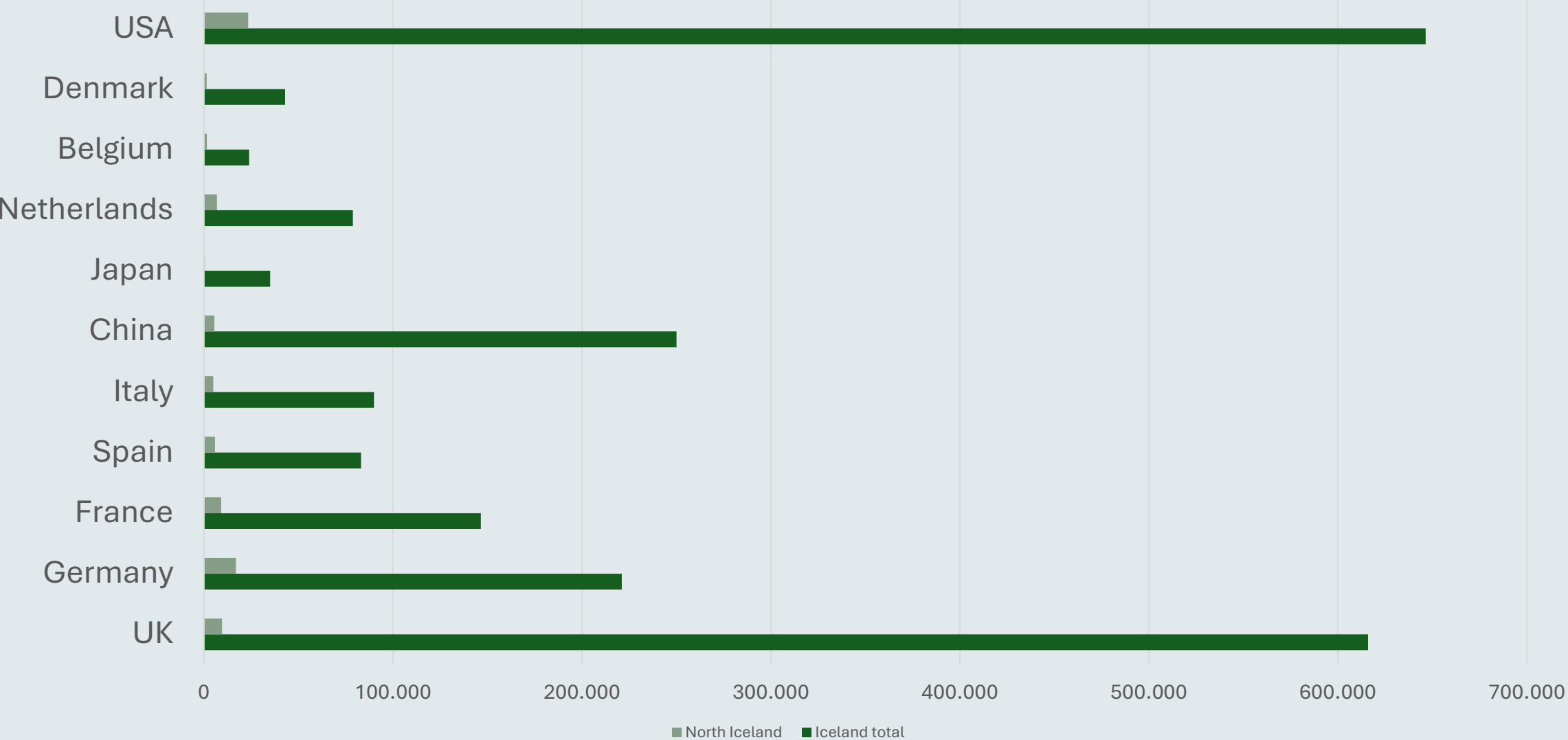
A group of hikers is silhouetted against a bright sunset on a dark, rocky mountain peak. The sun is low on the horizon, creating a warm glow. The background shows a vast, flat landscape under a clear sky.

Wietse Dijkstra

Overnights Summer '23



Overnights Winter '22-'23



UK overnights

	Winter '22-23	Summer '23
Finnish Lapland	339.584	7.581
Northern Norway	56.076	38.465
North Iceland	9.533	36.129
Iceland total	615.923	368.036

German overnights

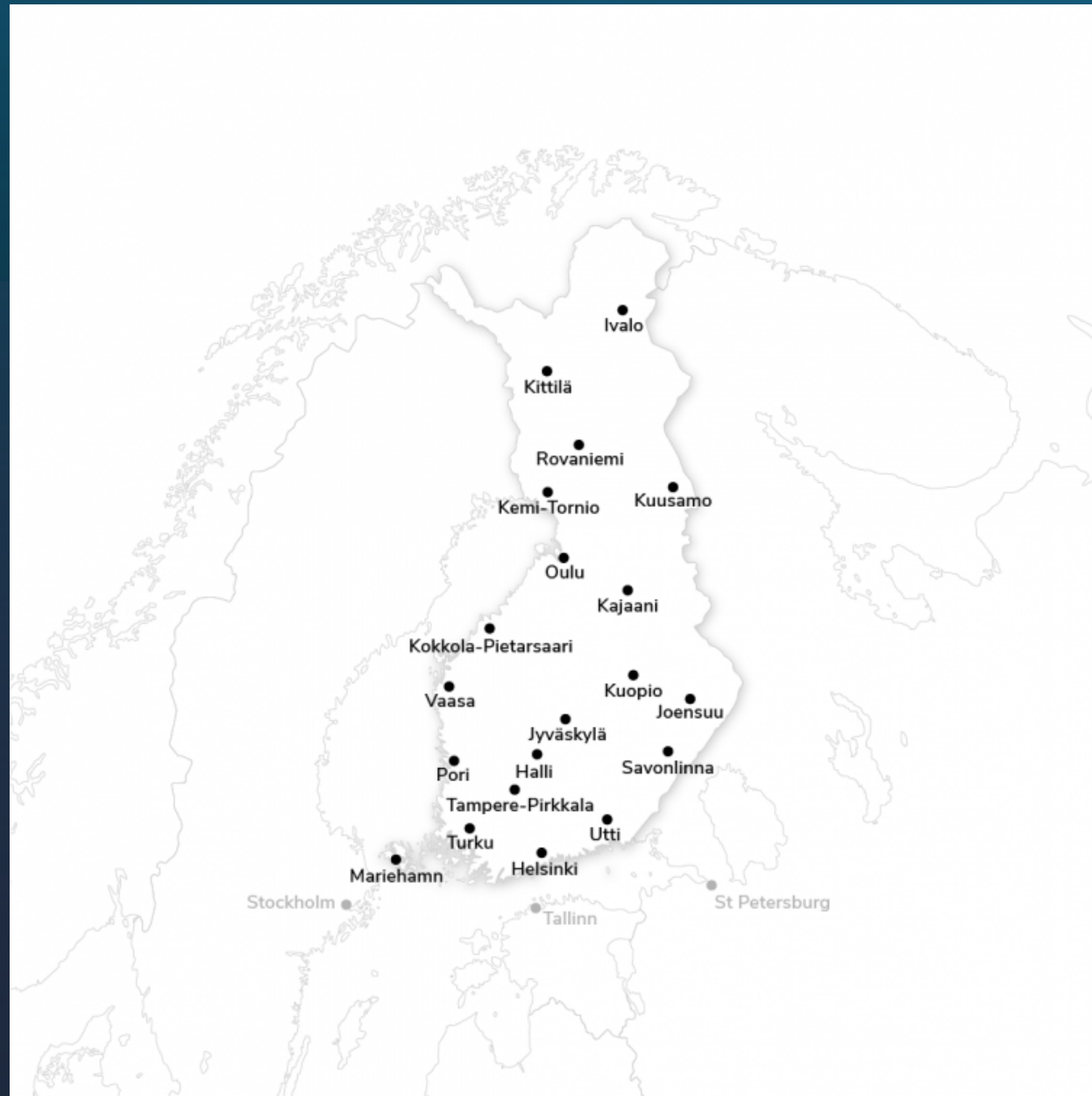
	Winter '22-'23	'Summer '23
Finnish Lapland	173.023	64.119
Northern Norway	83.949	360.992
North Iceland	16.909	121.369
Iceland total	221.061	674.070

French overnights

	Winter '22-'23	Summer '23
Finnish Lapland	223.511	16.925
Northern Norway	40.737	70.599
North Iceland	9.142	66.567
Iceland total	146.495	370.803

Dutch overnights

	Winter '22-'23	Summer '23
Finnish Lapland	130.678	17.968
Northern Norway	20.503	67.974
North Iceland	6.942	39.608
Iceland total	78.842	219.977



Benchmarking room prices

	Winter '23-24	Winter '24-25
North Iceland vs Finnish Lapland	-10-15%	-15-20%
North Iceland vs Northern Norway	5%	0%

Benchmarking room prices

	Summer '24	Summer '25
North Iceland vs Finnish Lapland	+110-120%	+100-110%
North Iceland vs Northern Norway	+75-85%	+70-80%

Short Break



STZ132

8 Day Complete North Iceland Adventure

Get the Best of North Iceland in a Week

📅 Tuesdays & Saturdays

🕒 8 Day / 7 Nights

Price from
329.900 ISK
per person

NEW

Short Break



STZ115

4 / 5 Day Akureyri Local Highlights

City Break to the Capital of the North

📅 Tuesdays & Saturdays

🕒 3/4 Nights (based on arrival day)

Price from
69.900 ISK
per person

NEW

Short Break



STZ120

4/5 Day Akureyri Northern Lights & Goðafoss Waterfall

Winter Wonders Surrounded with Tranquility

📅 Tuesdays & Thursdays

🕒 4/5 Days (depending on arrival day)

Price from
94.900 ISK
per person

NEW

Short Break



STZ106

4/5 Day Lake Mývatn & Dettifoss Adventure

Explore the Mývatn Outback

📅 Tuesdays & Saturdays

🕒 4/5 Days (depending on arrival day)

Price from
149.900 ISK
per person

NEW

Activity tourism



Experience
Lights in Tr



Reindeer F
Sami Cultu



from 1 229€ /pers./stay

Northern Lights Adventure

🕒 3 nights

📍 NELLIM



from 1 490€ /pers./stay

Arctic Explorer

🕒 4 nights

📍 NELLIM



from 2 415€ /pers./stay

Nellim Winter Adventure Week

🕒 7 nights

📍 NELLIM




Investing in route / product development in the North is not just a regional concern

Long term strategy

North Iceland has unique potential for better tourism

Connectivity, sustainability and creativity

(North) Iceland

A group of people are silhouetted against a bright sunset or sunrise sky. They are standing on a dark, rocky mountain peak. The background shows a vast, flat landscape under a clear sky with a few wispy clouds. The overall mood is serene and adventurous.

Wietse Dijkstra

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