

# A CITY FOR ALL SEASONS



CULTURAL CITY

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CONFERENCE CITY

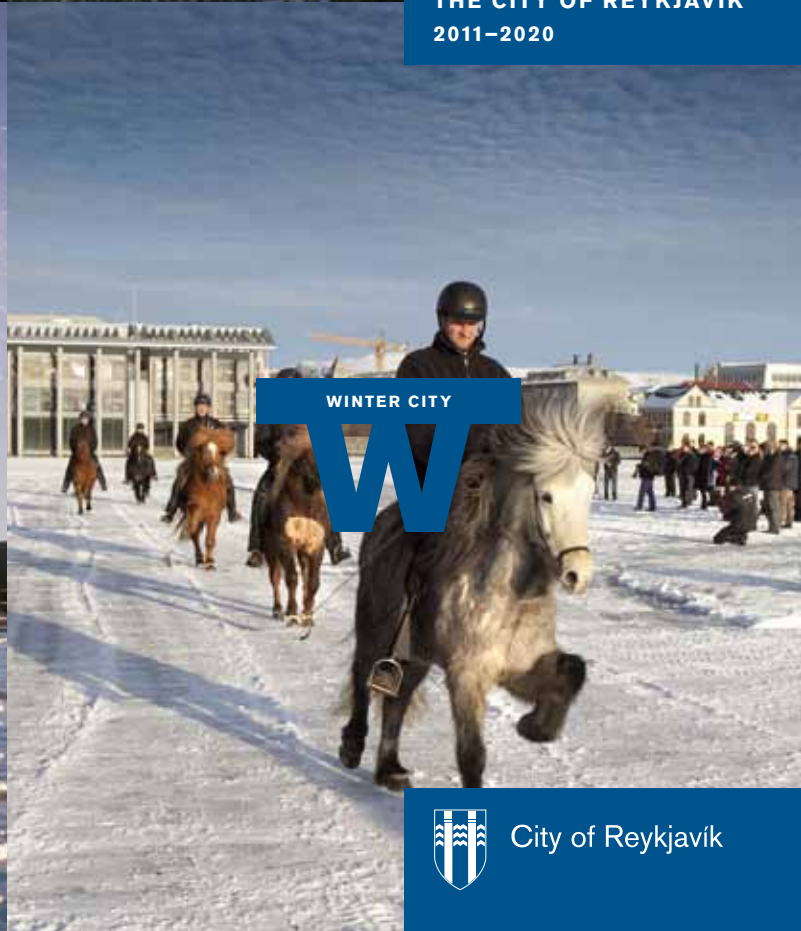
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TOURISM STRATEGY FOR  
THE CITY OF REYKJAVÍK  
2011–2020



HEALTH CITY

H



WINTER CITY

W



City of Reykjavik



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## FUTURE VISION

Reykjavík shall become a popular all year round destination and, in doing so, bolster the diversification of the economic and cultural life of the city. The systematic development of its infrastructure as a welcoming city for tourists, coupled with coordinated promotion work, shall ensure that Reykjavík is substantially strengthened as a venue for international conferences and events and enhance its reputation as an interesting cultural city in close proximity to unique nature. Health tourism services shall also become one of the area's main pillars, since one of the unique features of Reykjavík is its use of pure energy, geothermal water and first class facilities.

The city of Reykjavík's emphasis on becoming a stronger and more attractive destination by 2020 is founded on four main pillars. These are the logical continuation of the long-term vision behind the formulation of previous policies and reflect the opinions of the many people who contributed to them. The four main pillars are:

- ☛ Cultural City
- ☛ Conference City
- ☛ Health City
- ☛ Winter City

On one hand, the pillars underpin Reykjavík's strengths, i.e. in the field of culture, its proximity to nature and health tourism opportunities (as a Cultural City and Health City) and, on the other hand, they highlight the elements that need to be strengthened and supported with greater emphasis and more dynamic actions (to develop Reykjavík as a Conference City and Winter City).

The basic values that run through the emphases and actions in the tourism strategy like a red thread reflect a will to prioritise **green** values, such as health and the high quality of the area's air and water. One can therefore establish a direct correlation between the city's environmental and tourism policies and look on environmental factors as yardsticks for the evaluation of projects that are undertaken or enjoy the support of the city of Reykjavík in the field of tourism.

Reykjavík aims to become a **child-friendly** city for tourists and this value concerns elements such as safety, access, and the development of family-friendly leisure activities, educational elements and experiences.

The emphasis on **quality** is a prerequisite for the successful growth of tourism in Reykjavík. This concerns all areas, as well as projects devised and implemented by the city in the field of tourism by, for example, encouraging companies and interested parties to aspire to ambitious quality standards. Increased quality in all areas will play a key role in building up the four pillars, not least the Conference City and Health City pillars.

The working procedure behind the formulation of the city of Reykjavík's tourism strategy reflects the fact that the common goal of the municipal authorities and those who work in the tourism sector in the city and the greater Reykjavík area is to bolster the city as an interesting and profitable destination. **Cooperation** is therefore a core value and a number of targeted actions have been designed to increase this element, e.g. through the formation of clusters, strong consultative forums or cooperation on specific projects.

CULTURAL CITY

CONFERENCE CITY

HEALTH CITY

WINTER CITY

GREEN

CHILD-FRIENDLY

QUALITY

COOPERATION

## KEYS AND ACTIONS

The following table shows some of the key **success factors** and tools that need to be used to ensure that the plan of action is realistic and likely to succeed. The **actions** of the tourism strategy need to reflect the core values and support the building up of the four main pillars that form the basis of the strategy. **Key factors**, such as product development and innovation, well defined partnerships and implementers, and the positive impact on both quality and the framework must be apparent in all actions.



CULTURAL CITY	CONFERENCE CITY	HEALTH CITY	WINTER CITY
<p style="text-align: center;"><b>C</b></p> <p>Cultural activities, the arts, festivals, events, city centre</p> <p style="text-align: center;"><b>ACTIONS</b></p>	<p style="text-align: center;"><b>C</b></p> <p>Quality, experience, events, food</p> <p style="text-align: center;"><b>ACTIONS</b></p>	<p style="text-align: center;"><b>H</b></p> <p>Environment, water, nature, wellbeing</p> <p style="text-align: center;"><b>ACTIONS</b></p>	<p style="text-align: center;"><b>W</b></p> <p>Darkness, romantic, design, shopping</p> <p style="text-align: center;"><b>ACTIONS</b></p>
<p><b>EXAMPLE*</b> <i>Policy for the city centre</i></p>			
		<p><b>EXAMPLE*</b> <i>Improving access to outdoor recreational areas</i></p>	
	<p><b>EXAMPLE*</b> <i>Consultative forum on conference and event tourism</i></p>		
			<p><b>EXAMPLE*</b> <i>Joint projects to increase the number of tourists in the off-peak season</i></p>

\* The above examples are priority actions, see pages 30-31





**CULTURAL CITY**



### GUIDING PRINCIPLES

One of the objectives of the culture policy of the city of Reykjavík is for the city to become a meeting point for different trends and currents and for its cultural life to be characterised by its cosmopolitan dimension and cultural uniqueness. A varied cultural life, annual events and an enticing and entertaining city centre are some of the prerequisites for strengthening Reykjavík as a destination. The pillars that support cultural activities therefore need to be strengthened, as well as events that enhance Reykjavík's positive reputation as a city of culture in order to attract more visitors, particularly in the off-peak season. There will be a marked emphasis on enhancing the attractiveness of the city centre and its culture and creative industries and this will manifest itself in targeted support and dynamic promotion by the city of Reykjavík.

### CURRENT STATUS

Most of the country's main cultural institutions are located in the centre of Reykjavík and this cultural cluster was further strengthened with the opening of the Harpa Concert Hall and Conference Centre. The National Theatre, Reykjavík Art Museum, National Gallery of Iceland, Harpa, Culture House, Settlement Exhibition Reykjavík 871±2, Living Art Museum and National Museum of Iceland are all fairly close to each other, in addition to historical buildings, Tjörnin Lake and cultural monuments. The city centre therefore constitutes the country's cultural core and it is important to draw attention to the fact that within this single area visitors can easily walk to art galleries, go to a concert, wander through the old town, visit designer stores and eat in the city's best restaurants, since Reykjavík city centre is the most visited tourist destination in the country. Much remains to be done to ensure that the cleaning, aesthetics and maintenance of the city centre reflect its importance. Street spaces in the city centre also need to be better

used to encourage more visible human activity, whether it be in the form of musical events, open-air markets or other cultural activities.

The history of Reykjavík and its cultural heritage strengthen its uniqueness and it is important to communicate it in a variety of ways, such as through cultural sign posts, guided walks, exhibitions and promotional material for tourists.

Museums and galleries present Icelandic art and cultural history and publish material in English for the benefit of foreign guests. These institutions strive to promote themselves as best they can, but many opportunities to do so systematically through the city's promotional channels are still underused.

The Harpa Concert Hall opens up new possibilities for both local and international musicians to perform in the city and creates greater opportunities for the Icelandic National Symphony Orchestra and National Opera to attract international interest and increase the number of foreign visitors.

The number of annual cultural events that are hosted in Reykjavík has multiplied and many of them attract numerous visitors, e.g. Iceland Airwaves, The Reykjavík Arts Festival, DesignMarch, Gay Pride and the Reykjavík International Film Festival (RIFF). Systematic support needs to be provided to build up the city's most important festivals.

Reykjavík enjoys a thriving literary scene. A great deal of books get published and the number of books sold per capita is among the highest in the world. There is a need to greatly improve tourists' access to Iceland's unique literary heritage and to increase the number of literary events throughout the year through, for example, a Literature Centre.



Reykjavík's gastronomic culture is characterised by its high standard and variety and one can now find most of the culinary trends that are to be found in considerably larger cities around the globe, with a cuisine based on a selection of Icelandic ingredients.

Icelandic design has really blossomed in recent years and is now both more varied and accessible than before. Many Icelandic designer stores adorn the city centre and have proven to be popular with tourists. This applies both to brands that are now building a niche for themselves abroad and cutting edge jewellery and clothes designers.

Icelandic artists have enhanced Reykjavík's reputation around the globe. It is important to make full use of the positive image they are creating for the city and to increase their visibility on the international stage. The Reykjavík Airbridge fund for musicians, the Muggur fund for artists and the Talía fund for performing artists are good examples of the support the city has to offer in these areas, as well as close collaboration with the Ministry of Foreign Affairs and the international media.



## OBJECTIVE

To develop the city centre into a more attractive and popular destination for both the local population and tourists visiting Reykjavík.

## ACTIONS

- To formulate a policy for the city centre, which takes into account its unique function as the most popular tourist destination in Iceland. The policy shall take into account factors such as aesthetics, cleanliness, safety, the quality of the environment and city, and also focus on establishing a framework for enterprises and house owners, i.e. with provisions regarding responsibility for the aesthetic appearance of property, cleaning, opening hours etc.
- Cultural institutions in the city centre shall be strengthened to ensure they can serve both local inhabitants and visitors in a professional and ambitious manner. Measures shall also be taken to ensure they become an integral part of the city's promotion.
- Harpa shall be open to tourists and include programmes that have a particular appeal to visitors to the city. In this manner the building will be used all year round as one of Reykjavík's main attraction points.
- Work shall be done to make the outdoor areas in the city centre more attractive with restaurants and facilities for children to play and engage in outdoor recreational activities.
- Street culture in the city centre shall be increased and strengthened with artistic spectacles and well coordinated street and square markets.



### OBJECTIVE

To guarantee the continuity and evolution of annual cultural events in Reykjavík, which attract both domestic and foreign guests to the city. The dissemination of information and promotion of activities related to Reykjavík's cultural life shall be strengthened to facilitate an increase in the number of visitors and sharpen the focus on the cultural pillar of the tourism sector.

### ACTIONS

- ☛ A municipal festival fund shall be set up by the city of Reykjavík in collaboration with other entities, the main objective of which will be to support established annual events and to stimulate innovation in the hosting of festivals in Reykjavík.
- ☛ The event calendar on [visitreykjavik.is](http://visitreykjavik.is) shall be considerably improved through, among other things, increased collaboration with event holders and other organisers. Steps shall be taken to ensure that Visit Reykjavík's website and other regular communication channels provide tour organisers and the other main interested parties with good access to timely information on cultural events and activities in Reykjavík.
- ☛ The online purchase of tickets to cultural events shall be made accessible to foreign guests through [visitreykjavik.is](http://visitreykjavik.is).
- ☛ Travel agencies that promote Iceland and Reykjavík shall be encouraged to highlight the cultural life of the city as one of its attractions and to develop new offers that contain cultural events in Reykjavík.
- ☛ The city of Reykjavík's information officers shall endeavour to find an international angle on the information they issue and to establish contact with international communication networks.



### OBJECTIVE

The history and cultural heritage of Reykjavík shall be visible in the urban landscape and the city's unique culture shall be emphasised.

### ACTIONS

- ☛ The development of the harbour area in the city centre presents many opportunities that need to be exploited. Marine tourism is a branch that deserves particular attention and needs to be nurtured. It reflects Reykjavík's geographic position and status as a port city. Some examples of sea-related tourism activities that have developed around the old harbour include whale watching, trips to the island of Viðey, nature and bird watching trips and sea-angling.
- ☛ More cultural sign posts shall be placed in the city and its cultural heritage shall be cherished.
- ☛ An emphasis shall be placed on important historical sites in and around the city, as well as museums and exhibitions that communicate the city's history and cultural heritage, e.g. the Settlement Exhibition Reykjavík 871±2, the area around the House of Parliament, the Reykjavík City Museum - Árbær Museum, the National Museum of Iceland, the Reykjavík Maritime Museum and the island of Viðey.



**OBJECTIVE**

Reykjavík's status as a UNESCO City of Literature shall be publicised and respected. The nation's literary heritage shall be made accessible through creative media and dynamic promotion activities.

**ACTIONS**

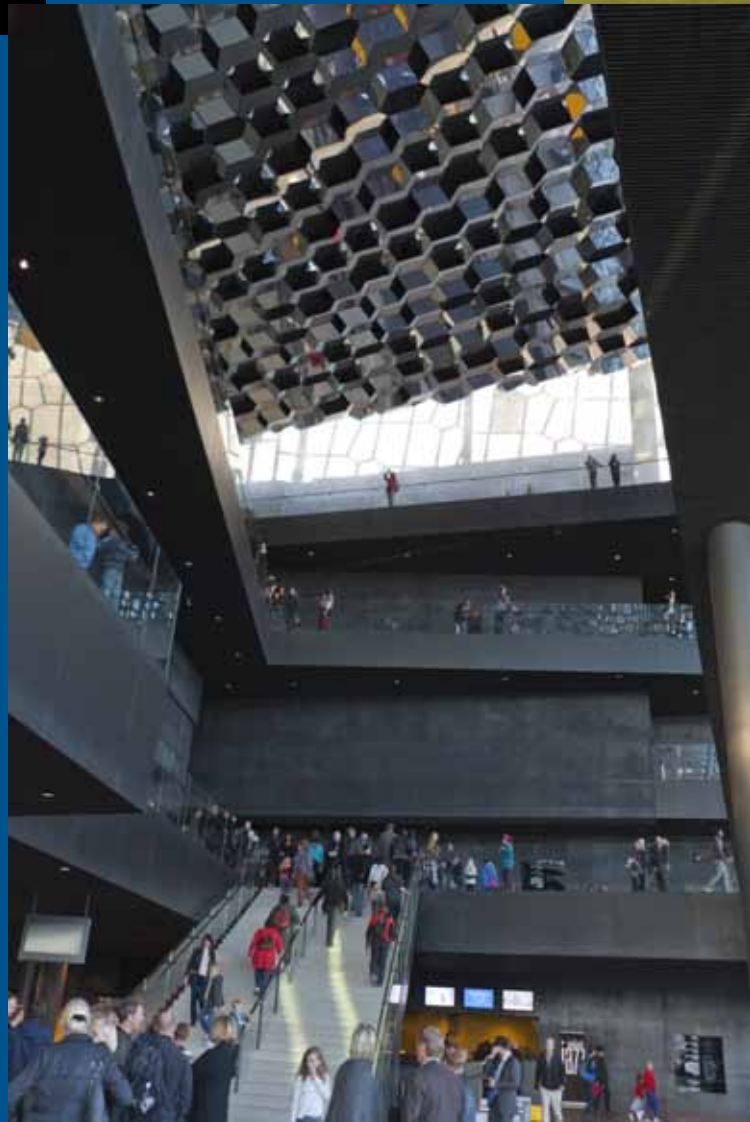
- ☛ A Literature Centre shall be set up in Reykjavík. The city of Reykjavík shall work in collaboration with the main interested parties on activities that shall, among other things, make Icelandic literature considerably more accessible to foreign visitors.
- ☛ To promote and display Iceland's medieval manuscripts in a manner that will make them one of the city's principal attractions.
- ☛ The Reykjavík Literary Festival shall be strengthened to broaden its impact on the entire city.
- ☛ The historical trails of certain authors shall be mapped, through, among other things, walks through the city and cultural sign posts in foreign languages.
- ☛ Literary trips shall be offered to visitors, following particular movements and trends in Icelandic literature.

**OBJECTIVE**

A diversified children's culture shall be developed in Reykjavík, thus strengthening the city's status as a family-friendly destination.

**ACTIONS**

- ☛ The Children's Culture Festival in Reykjavík shall become an annual event that is also geared to foreign visitors.
- ☛ "Edutainment City" – a child-friendly programme shall be developed to both educate and entertain guests, e.g. in collaboration with museums, cultural institutions and the Reykjavík zoo and family park.
- ☛ Playing areas shall be made more accessible throughout the city and transformed into special and exciting areas – each in their own way.
- ☛ The thermal pools of the city shall continue to be developed as child-friendly areas.
- ☛ Children shall have their own creative areas in all of the city's cultural institutions, where there will be facilities for them to create in the spirit of the relevant institution.
- ☛ A Children's Culture House shall be established in Reykjavík.





CONFERENCE CITY



### GUIDING PRINCIPLES

Tourism linked to conferences, meetings and international events of various kinds constitutes one of the most important opportunities facing Reykjavík in the coming years. The Harpa Concert Hall and Conference Centre and other investments in the city offer precious opportunities that it is imperative to tap. Considerably more emphasis shall be placed on the marketing of Reykjavík as a Conference City and on working in collaboration with the main parties concerned to bring interesting international events to Reykjavík.

### CURRENT STATUS

Iceland has a reputation for being an exciting destination for conferences and incentive trips. It is important to ensure there is a broad selection of leisure activities, both for the guests of the conferences and not least for their partners. This calls for ongoing product development to meet the ever-changing needs of guests.

Conference facilities in Reykjavík are now on a par with those of many of Reykjavík's competitor cities. The number of hotels and variety of restaurants is sufficient to meet the needs of conference guests, although it is undeniably unfortunate that there is, as yet, no five star hotel in Iceland. The main conference halls are fitted with all the facilities and equipment required by interpreters and many professional conference organising agencies operate in the city. As a conference venue, Reykjavík must be a green and eco-friendly city, which places an emphasis on quality at all times.

The Iceland Conventions and Incentives Bureau (ICIB) has been active since 1992, but over the past years its operations have evolved very little, since the number of its members has barely increased (amounting to 30 in 2010) and its office is run by just one fulltime employee. ICIB has therefore not acquired the muscle that is required to attract conferences and events to the city and there has been little success in gathering information on this branch of tourism in Iceland.

The organisation of conferences calls for considerably more systematic cooperation with the city authorities. Many competitor cities offer organised cooperation through, for example, letters of support, grants, promotion material or receptions for conference guests where the municipal authorities welcome the guests.

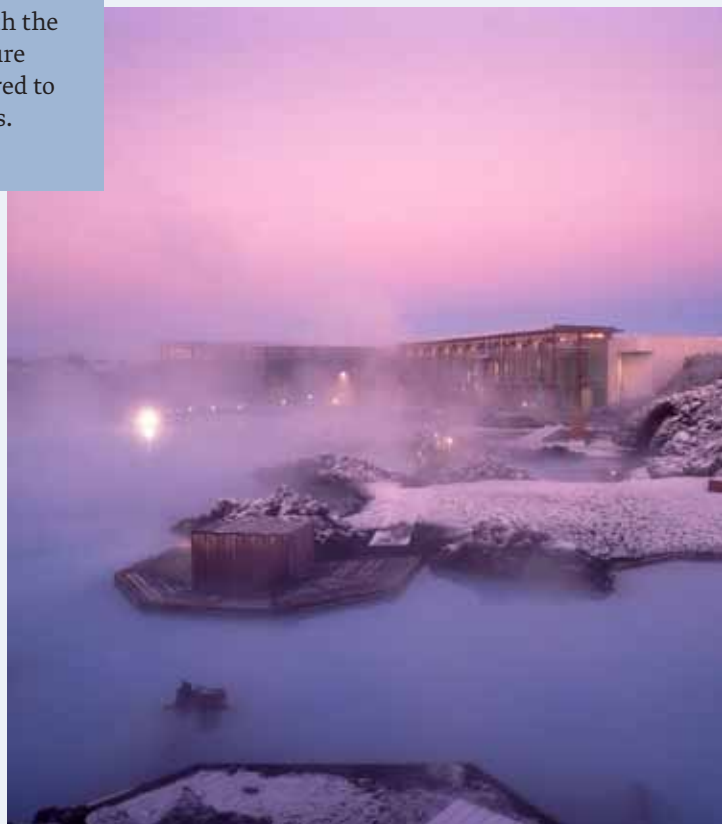


**OBJECTIVE**

By 2020, Reykjavík shall be one of the most popular venue cities for conferences and events in Northern Europe.

**ACTIONS**

- The city of Reykjavík shall play a leading role in promoting Reykjavík as a Conference City and also endeavour to collaborate on projects with the interested parties in the greater Reykjavík area.
- A dynamic cooperative forum shall be set up with a conference tourism website for the city of Reykjavík, the main purpose of which will be to coordinate marketing campaigns and collaboration in this field.
- Collaboration shall be fostered in tourism product development in the city with the aim of increasing the supply of leisure activities that are particularly tailored to conference and incentive trip guests.



### OBJECTIVE

Green and eco-friendly activities and Reykjavík's image shall be geared to attract conferences and events.

### ACTIONS

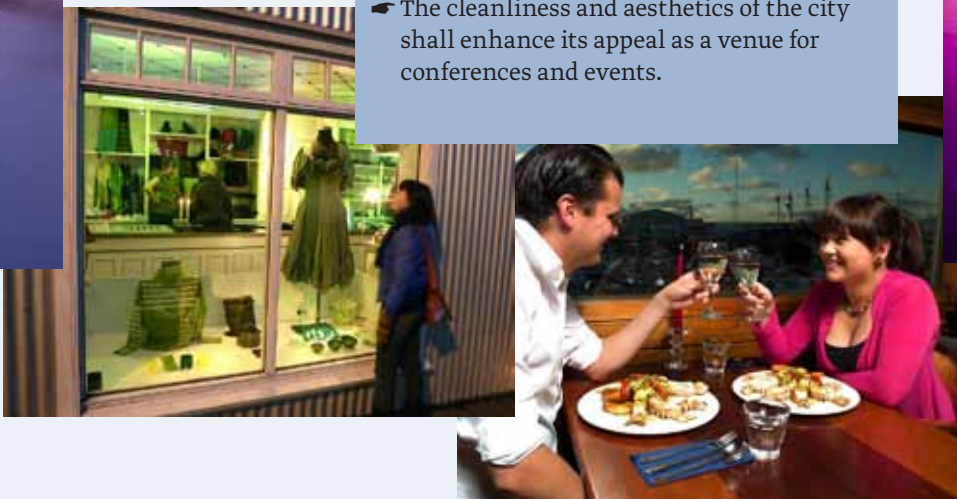
- Reykjavík shall encourage green activities that attract international interest and enhance the city's reputation for its emphasis on eco-friendly solutions.
- Rapid eco-friendly transport (an express train) shall be built between Reykjavík and Keflavík airport.
- The city's public transport services (buses, taxis) shall use eco-friendly fuel and the route network shall be clear and user-friendly.
- Better facilities shall be provided for pedestrians and priority shall be given to cyclists in the city's transport policies.
- Conference and event organising agencies shall be encouraged to work in compliance with quality and environmental policies and to hold eco-friendly events.
- Facilities for electric cars in the city shall be on a par with state-of-the-art facilities abroad.
- Guests in the city shall have access to bicycles to travel between locations.
- The cleanliness and aesthetics of the city shall enhance its appeal as a venue for conferences and events.

### OBJECTIVE

An international network to represent Reykjavík shall be set up with the aim of attracting conferences, meetings and events to the city.

### ACTIONS

- Universities, educational bodies and associations shall be mobilised and their representatives shall be encouraged to propose Reykjavík as a venue for conferences and meetings.
- Associations and spokesmen from the business world shall be encouraged to attract foreign conferences and meetings to Reykjavík.
- Access to promotional material on Reykjavík as a Conference City shall be improved, both in electronic and printed form.









### GUIDING PRINCIPLES

Reykjavík's uniqueness does not solely lie in the city's proximity to unique nature and its unpolluted environment and use of pure energy, but also, not least, in the wild and man-made nature that is to be found within the boundaries of the city itself. These are all key elements for health tourism, which has all the potential of becoming one of the main pillars of tourism in Reykjavík.

The diversified use of cold and hot water, enhanced facilities and infrastructure for sports and outdoor activities, innovation in product development and increased emphasis on quality are all important factors for the successful creation of a Health City.

### CURRENT STATUS

Reykjavík is rich in health tourism opportunities, but much remains to be done to fully tap them. There is a lack of diversification in product development, in addition to the fact that the green areas both inside and outside the city are not accessible enough or sufficiently well promoted.

Reykjavík is a clean city in the sense that houses are heated with geothermal energy, electricity is produced by hydropower and there are no industrial plants in the vicinity of the city. This creates a good and healthy environment for the local inhabitants and tourists. Reykjavík needs to be better promoted as a city that is rich in natural variety and to heighten the emphasis on water, green areas and outdoor activities.

The city area is enveloped by what is known as the green scarf. It wraps itself in and around the outskirts of the city, creating a luscious oasis of natural open air recreational areas and shelters. Paths and rest areas have been built into these zones and the "scarf" shelters and protects the nature and/or historical monuments within these areas and facilitates the protection of water. The green scarf needs to be strengthened and promoted with other municipalities within the capital area.

The city's thermal pools are very popular and well attended, both by locals and tourists. They all essentially offer comparable services and endeavours could be made to further differentiate them from each other, by varying the products and services they offer. Laugardalur is the city's major recreational health centre and the area is child-friendly in many ways. This area needs to be promoted considerably better for the city's guests.

International sport events need to be organised and drawn to the city and the existing infrastructure needs to be put to better use, e.g. in Laugardalur.

In 2010, the city of Reykjavík approved a new cycling plan for the city, which includes greatly improved conditions for all those who want to travel around the city on bicycle.

The Þríhnúkaágur crater is one of the country's natural wonders in the city's outdoor areas. A feasibility study is being conducted to explore the possibility of making it accessible to the public. It is important to ensure that this work is followed up on, although it is clear that it will demand time and funding.

The city's culinary culture is founded on a broad selection of restaurants and there has been an increase in the number of places offering healthy options and uniquely Icelandic ingredients.



Some of the facilities that are to be found in Reykjavík and its surrounding area, and which offer health and wellbeing-related services include:

- The Blue Lagoon
- Reykjavík's thermal pools
- Laugardalur and the sport facilities there
- The green scarf outdoor urban areas, such as Heiðmörk, Öskjuhlíð, Viðey and Mt. Esja.
- The Blue Line - shoreline
- Pathways
- Nauthólsvík – geothermal beach
- Golf courses
- Skiing areas
- Horse-related services
- The Reykjavík marathon, Rey Cup, Reykjavík International Games and other international sport events
- A selection of spa centres
- Health centres
- Healing treatments



CULTURAL CITY  
 CONFERENCE CITY  
 HEALTH CITY  
 WINTER CITY



**OBJECTIVE**

For bathing culture to be developed even further and become one of the main attractions in Reykjavík. A broad range of thermal bathing options and health services shall be offered as a total experience to promote the wellbeing of visitors and enhance the area’s international standing as a health destination.

**ACTIONS**

- More emphasis shall be placed on product development in thermal pools in Reykjavík so that they will be characterised by their variety and each pool shall become known for its own interesting peculiarities.
- Bathing culture facilities, sea swimming and health services in Nauthólsvík shall be improved.
- A thermal pool complex by the harbour shall be created in the spirit of recommendations submitted by the Friends of Water association.

**OBJECTIVE**

Tourists’ access to outdoor recreational areas and the natural pearls to be found in and around Reykjavík shall be greatly improved and an emphasis shall be placed on increased product development and innovation.

**ACTIONS**

- The city of Reykjavík shall participate in making the Þríhnúkagígur crater accessible to tourists and it shall be developed as a destination on a global scale.
- There will be competitions for the planning of natural playing zones in outdoor urban areas with a view to, among other things, making them child-friendly with playground equipment and shaping the landscape in a manner that highlights the uniqueness of its nature.
- The city’s outdoor areas shall be much better promoted to tourists.
- Public transport shall be guaranteed to all of the city’s main outdoor areas, such as Mt.Esja, Heiðmörk and Nauthólsvík.



**OBJECTIVE**

The city's transport system shall hold the health of local inhabitants and tourists as a priority by emphasising eco-friendly and health enhancing transport.

**ACTIONS**

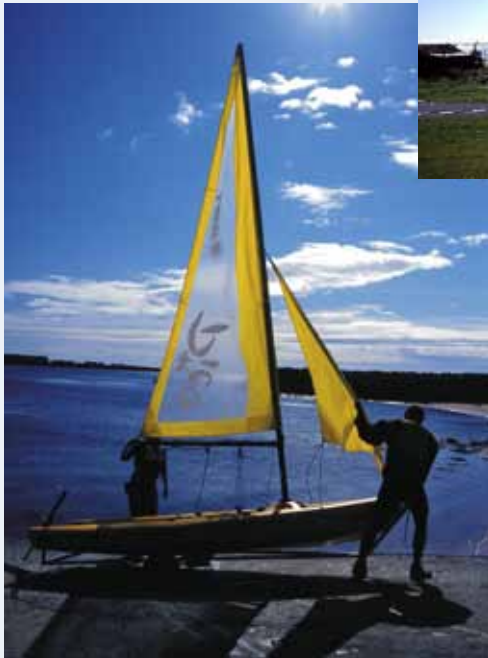
- Walking and cycling paths shall be extended and connected to other services being offered in the city, e.g. restaurants.
- The public transport network shall be strengthened and made more accessible, through among other things, the adoption of electronic payment systems.
- The city's pathways shall be characterised by a variety of outdoor art pieces placed in various parts of the city. Competitions shall be held for the selection of these works and their locations.

**OBJECTIVE**

For Reykjavík to acquire a reputation for its broad selection of international health and environment-related events.

**ACTIONS**

- Events with as strong an international profile as the Reykjavík marathon shall be developed for other periods of the year.
- The Reykjavík Sports Union shall, in cooperation with sport associations in the city, be encouraged to apply for and host regular international sport tournaments in the city.
- International environmental events, which strengthen the city's profile in this field, shall be developed, e.g. *Reykjavík International Water Week*.
- The possibility of guaranteeing snow in skiing resorts in the capital area shall be explored.
- A skating rink shall be operated in the city centre in the winter.







#### GUIDING PRINCIPLES

Reykjavík shall become a popular destination all year round. A coordinated campaign between the city and tourism entities shall increase the possibilities of year-round employment and, in doing so, enhance the professionalism, stability and profitability of this sector. The Winter City shall be based on systematic development and innovation in the field of leisure, services to tourists and promotion activities that draw guests to Reykjavík in the October-April period.

#### CURRENT STATUS

Some results have been achieved in increasing the number of visitors during the off-peak season. Events, such as Iceland Airwaves, RIFF and, to a growing extent, the Imagine Peace events attract guests in the autumn, in addition to DesignMarch and the Reykjavík Arts Festival in the spring. Tourist services in the Christmas and New Year period have increased and Reykjavík has acquired a reputation for being an exciting destination to visit in the festive season (according to CNNGo.com, Reykjavík was one of the best Christmas cities in 2010). Visit Reykjavík estimates that around 4,000 foreign guests visited the city for Christmas and New Year in 2010.

Incentive trips are taken to Iceland all year round and the potential for hosting conferences is dramatically increasing.

The darkness and variable weather that can be experienced in Reykjavík in the heart of the winter offer a broad range of possibilities and the northern lights are an underused resource. On the other hand, it is difficult to guarantee winter sports, such as skiing, due to the uncertainty of the weather.



The increase in the number of tourists and development of a stronger all-year round destination also calls for the need to define the uniqueness and attraction of more areas in Reykjavík and the capital area as a whole:

- ☛ The Laugarnes district: The health zone of the city with Laugardalur and its thermal pool at its heart and the many outdoor recreational and health areas within its immediate vicinity. There are also museums, historical sites, big hotels, restaurants and a cinema.
- ☛ Vesturbær/Vatnsmýri: A knowledge centre with university areas, museums, a thermal pool, a geothermal beach and outdoor recreational zones in the wooded area of Öskjuhlíð and along the shoreline.
- ☛ Árbær/Elliðaárdalur: There are many exciting destinations for tourists in this jewel of an outdoor recreation area – the Elliðaárdalur valley which is framed by the Árbær Museum and Árbæjarlaug thermal pool.

#### OBJECTIVE

To increase the number of visitors to Reykjavík in the off-peak season (October to April) by no less than 10% per year during the 2011-2020 period. A coordinated emphasis on innovation and the promotion of Reykjavík as a Winter City shall form the basis of cooperation between the city of Reykjavík and the main interested parties.

#### ACTIONS

- ☛ A joint three-year project shall be run in collaboration with the government and the main interested parties to launch a product development campaign with the aim of further diversifying and increasing the range of leisure options and services being offered in the off-peak season.
- ☛ A three-year joint promotion campaign shall be run in collaboration with the government and the main interested parties with the aim of increasing the number of tourists who visit Reykjavík in the off-peak season.
- ☛ An ideas competition shall be set up to find new events to be held in the city during the off-peak season.



#### OBJECTIVE

Reykjavík shall be specifically marketed as a Christmas city and the emphasis shall be on increasing the number of visitors and boosting shopping during the advent period.

#### ACTIONS

- A collaborative forum shall be set up between the city of Reykjavík, the City Centre Alliance and representatives from interested parties on the programme and promotion work for Reykjavík as a Christmas city.
- The city shall be decorated in a more targeted fashion for Christmas and a special emphasis shall be placed on specific Icelandic Christmas traditions.
- Christmas Land in Laugardalur with the participation of the Botanical garden (Christmas market), the Reykjavík zoo and family park (reindeers), the Skating Hall (Christmas balls) and Laugardalslaug thermal pool (Christmas opening, gingerbread cookies, music).

#### OBJECTIVE

Reykjavík shall become an ideal destination in the winter season for people who want to relax and recharge their bodies and souls.

#### ACTIONS

- Events and a varied programme connected to the Imagine Peace Tower in Viðey shall be held from 9 October to 8 December every year. In addition to this, the period during which the tower is lit shall be extended.
- The range of products offered by the city's thermal pools shall be extended to offer more services. An example of this is opening pools at night.
- Access to the geothermal beach in Nauthólsvík shall be improved and its services increased.
- Product development projects shall be conducted with tourism entities in the city to develop and boost relaxation-related services in Reykjavík.



**OBJECTIVE**

For winter sports in Reykjavík to attract more tourists in the off-peak season.

**ACTIONS**

- ☛ Skiing zones in the capital area shall be strengthened and consolidated.
- ☛ The possibility of creating an outdoor ice skating area in the heart of the winter shall be explored.

**OBJECTIVE**

Reykjavík shall establish itself as a winter vacation option for families.

**ACTIONS**

- ☛ The range of family-friendly events and facilities being offered shall be increased (see also Cultural City).
- ☛ Family-friendly touring packages shall be developed for the outdoor recreational areas in the city, trips, leisure and food.
- ☛ Effort shall be made in the field of education in Reykjavík to encourage schools to promote the idea of visiting Reykjavík during winter vacations to foreign schools.



### PRODUCT DEVELOPMENT

1. Joint projects shall be run in collaboration with the government, the Icelandic Travel Industry Association, Promote Iceland, the Icelandic Tourist Board, Innovation Centre Iceland and other interested parties to launch a product development campaign with the aim of broadening diversification and the range of leisure options and services in Reykjavík during the off-peak season. The aim shall be to make the project last for a minimum period of three years.
2. A municipal festival fund shall be established by the city of Reykjavík in collaboration with the Ministry of Education, Science and Culture and other entities, with the main objective of supporting established annual events and stimulating innovation in the hosting of festivals in Reykjavík.
3. Greater emphasis shall be placed on health-related leisure activities with a special focus on thermal pools in Reykjavík so that they shall be characterised by their variety and each pool shall become known for its own interesting peculiarities.
4. A Literature Centre shall be set up in Reykjavík. The city of Reykjavík shall work in collaboration with the main interested parties on activities that will, among other things, make Icelandic literature considerably more accessible to foreign visitors. Increased promotion and better access to Icelandic medieval manuscripts shall make them one of the city's principal attractions.
5. The city of Reykjavík shall explore the possibility of opening access to the Þríhnúkaígur crater in the Reykjanes nature reserve for tourists with the aim of it becoming a developed destination on an international scale.

6. Annual events and a varied programme linked to the Imagine Peace Tower in Viðey shall be guaranteed. In addition to this, the period during which the work is lit shall be extended and cooperation shall be sought with the artist Yoko Ono to develop a peace education centre in Viðey, which would greatly improve conditions for receiving children and attract an increasing number of visitors.

### PROMOTION

1. Joint projects shall be run in collaboration with the government, the Icelandic Travel Industry Association, Promote Iceland, the Icelandic Tourist Board, Innovation Centre Iceland and other interested parties to collaborate on promotion work with the aim of attracting a greater number of guests to Reykjavík in the off-peak season. The aim shall be to make the project last for a minimum period of three years.
2. The city of Reykjavík shall greatly increase its emphasis on and play a leading role in the promotion of conferences and event-based tourism in the city. A formal collaborative forum shall be established with the main interested parties involved in this field in the greater Reykjavík area, e.g. Harpa, airline companies, major hotels, conference venues, congress organisers etc. Close collaboration shall be sought with Promote Iceland to achieve the best possible synergy in international promotion. The collaborative forum shall start operating in autumn 2011.
3. A collaborative forum shall be set up between the city of Reykjavík, the City Centre Alliance and representatives from interested parties to focus on the programme and promotion work for Reykjavík as a Christmas city.
4. The branding of Reykjavík as a tourist destination shall be revised and recommendations for its updating shall be made. Ideas and collaboration shall be sought with designers, advertising agencies and/or marketing companies, on the basis of the values and pillars of the Tourism Strategy for the City of Reykjavík 2011–2020.

5. Domestic tourism is an important element in the development of Reykjavík as an all year round tourist destination. Visit Reykjavík shall broaden the scope of its promotional work to ensure it is also directed at this target group.

#### **INFRASTRUCTURE AND QUALITY ISSUES**

1. A policy for the city centre shall be drawn up, which takes into account its unique function as the most popular tourist destination in Iceland. The policy shall also take into account factors such as aesthetics, cleaning, safety, access, environmental and urban quality issues, as well as focus on the framework for enterprises and house owners, i.e. with provisions regarding responsibility for the aesthetic appearance of property, cleaning, opening hours etc.
2. Access to the city's outdoor areas shall be greatly improved and enhanced for children and families. Ideas shall be developed on the planning of natural playgrounds in select outdoor areas.
3. The management and operations of Visit Reykjavík shall be reviewed with ideas for the Reykjavík capital area marketing office and with a view to increasing the involvement of the tourism sector.
4. In collaboration with the Icelandic Tourist Board, Visit Reykjavík shall encourage companies operating in the tourism sector to install Vakinn, a new quality and environmental evaluation system.

**Steering Committee for the  
Tourism Strategy for the City of  
Reykjavík 2011–2020**

Áslaug Friðriksdóttir

Brynjar Fransson (until May 2010)

Dofri Hermannsson (until May 2010)

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101 Hotel

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Bjarni Grímsson, backstage.is

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