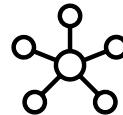


Building a Multi-Faceted Destination Brand

Sveinn Birkir Björnsson

Visit Iceland is a part of Business Iceland

Business Iceland is a public-private partnership, tasked with the international promotion of Iceland for trade, tourism and foreign direct investment.



TPO

A trade promotion organization dedicated to helping Icelandic companies increase exports.

IPA

An Investment Promotion Agency with an objective to attract and retain investment in Iceland.

DMO

A Destination Marketing Office responsible for promoting Iceland as a travel destination.



Long-term strategy for Icelandic exports

In 2019, Business Iceland, in collaboration with Icelandic authorities and more than 300 stakeholders from Icelandic companies across all major export sectors, created a strategy that **defines the long-term objectives for the marketing and export** of Icelandic products, services, and culture, focused on individual markets and industries until 2030.



Export Strategy: Long-term Vision

The long-term vision for the Export Strategy is for Iceland to become a leading country in sustainable exports

“Iceland has significant opportunities to compete on the basis of quality. We benefit from a pristine natural environment, advanced production systems, and a highly educated population. By emphasizing sustainable exports, these strengths can be harnessed to achieve higher product value.”

From the Long-term Strategy for Icelandic Exports



Sustainable Exports

Sustainable exports refer to export activities that generate economic, social, and environmental value without compromising natural resources or the well-being of future generations.

Economic Value

- Focus on long-term value creation rather than short-term profit
- Promote diversified and resilient export revenues
- Encourage green innovation and development
- Strengthen long-term international competitiveness

Environmental Value

- Ensure responsible management of natural resources
- Protect biodiversity and ecosystems
- Base production on renewable energy and clean technologies
- Contribute to reduced carbon emissions and environmental impact

Social Values

- Generate employment and economic value across society
- Ensure fair working conditions and wages
- Support good governance, equality, and social welfare
- Strengthen local communities



Business Iceland's Mission

Business Iceland maintains branding and marketing for Iceland and Icelandic export industries, supports Icelandic companies in expanding to foreign markets and paves the way for foreign investment in Iceland.

Long-term strategy for Icelandic Exports



Mapping growth industries

The Export Strategy defines five growth industries. They span a wide range of Icelandic business environment, touching both the traditional export industry, but also covering creative industries, innovation and technology.

GROWTH INDUSTRIES

1. ENERGY AND GREEN SOLUTIONS

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

2. INNOVATION AND TECHNOLOGY

Make innovation and tech the backbone of value creation and Iceland sought after for research, development and investment.

3. ART AND CREATIVE INDUSTRIES

Strengthen art and creative industries internationally and increase Iceland's attractiveness for creative activities

4. TOURISM

Sustainable growth of tourism throughout the country through quality and professionalism

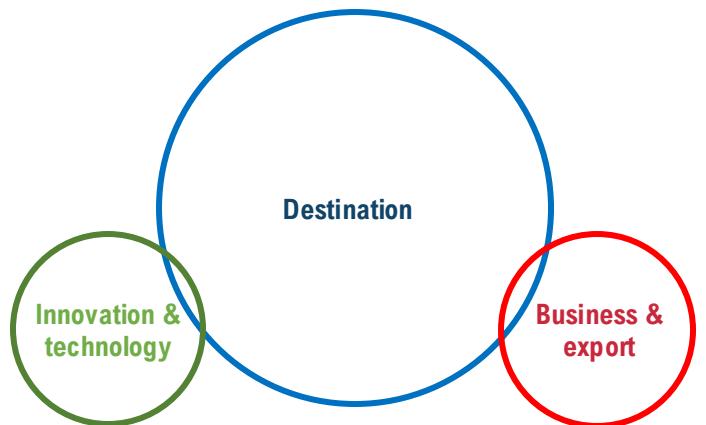
5. FOOD AND FISHERIES

Increase the value of Icelandic food and seafood products through joint marketing activities based on origin, sustainability and innovation

Iceland's Brand Attributes

The Iceland brand must reflect more than the destination and beautiful nature. Based on a cohesive strategy that connects diverse audiences

ICELAND'S IMAGE



DESIRED IMAGE

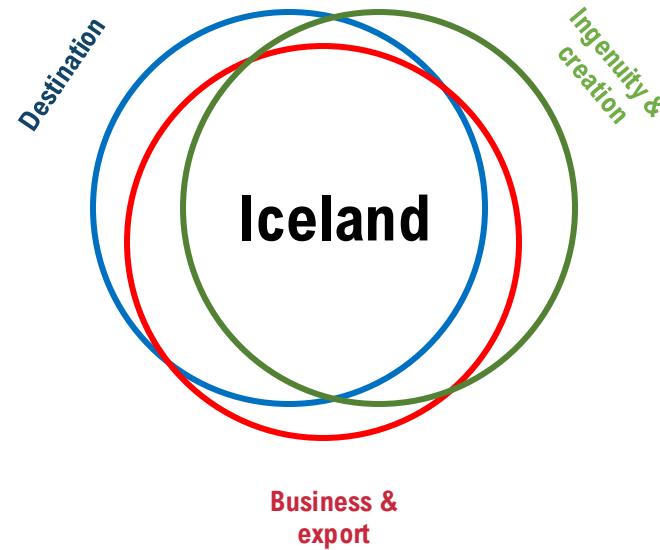
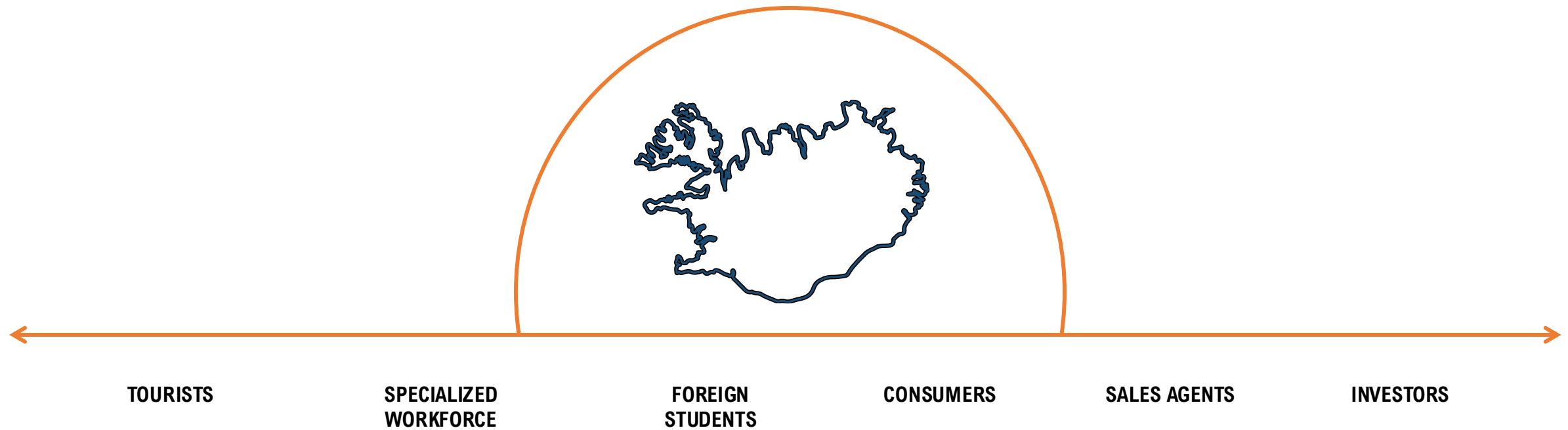


IMAGE THAT SUPPORTS ALL SECTORS





A Brand That Communicates With a Diverses Audience



Brand Portfolio

Inspired by Iceland is the ‘umbrella brand’ for Icelandic export industries. It operates as a key brand communicator across all channels and collects stories from Business Iceland’s sub-brands (e.g., Visit Iceland, Creative Iceland, Seafood from Iceland, Green by Iceland, etc.) and member affiliates.

Visit Iceland is the designated tourist brand for Iceland. As the audience interest shifts from general interest in Iceland, to being interested in traveling to Iceland, Visit Iceland is there to greet them with more specialized travel related content and information about the destination.

It is also the main B2B brand for Icelandic tourism, and as such is prevalent in all trade events and industry communications.



Long-term objective for Visit Iceland

Strengthen Iceland's image as a unique destination by leveraging the country's distinctive features and developing a sustainable industry that achieves balance among the economy, society, environment, and visitors.

The objective is not growth through absolute numbers, but rather to maximize value and distributing the benefits of tourism throughout the year and across the whole country.

From the Long-term Strategy for Icelandic Exports

Strategic Goals

Our strategic goals are in support of our long-term objective. They guide our messaging, our content creation and our outreach efforts. They are integrated across all markets and all channels and directly support the long-term export strategy for Iceland.

Increase Awareness

We build awareness of Iceland as destination by:

- Positioning Iceland as a year-round destination with much to offer.
- Showcase overlooked opportunities around the country.
- Lean into Iceland's strengths as a destination in both experiences and services

Drive Value Over Volume

We build demand for Iceland as a destination by:

- Focusing our messaging on our key consumer target segments.
- Encourage travel beyond the high season and capital regions.
- Highlight diverse seasonal experiences across all regions of Iceland.

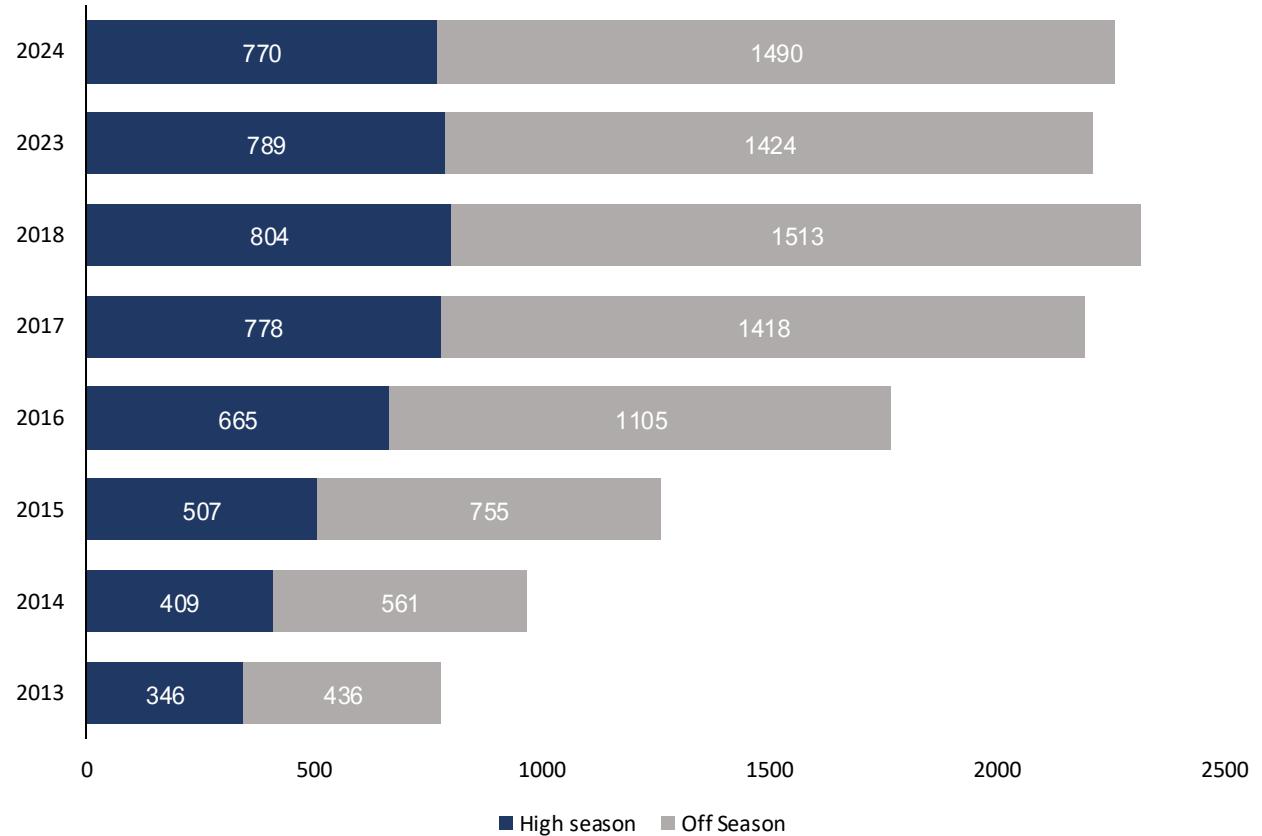
Build Connections

We build connections with our audience by:

- Highlight our commitment to environmental and social responsibility.
- Building partnerships with travel brands that share our values
- Build long-term emotional connection through consistent storytelling.

Off-season Growth is Key to Sustainable Development

- Iceland had rapid growth in visitor numbers from 2013 to 2017, mainly in the off season. Since then, overall growth has leveled off.
- On average, 42,700 foreign tourists are in Iceland on any given day throughout the year.
- The daily average is approximately 38,700 during the off-peak months
- Rises to about 67,600 in the peak summer months
- Notably, more tourists visited Iceland in January–March 2024 than during June–August 2013.





Seasonality in Tourism

Through targeted marketing efforts across various markets, Iceland has made significant progress in reducing seasonality in tourism compared to its Nordic competitors.

From 2013 to 2024, the ratio of tourists during the three most popular travel months of the year decreased from 67% to 35%.

