



# Seasonality & regionality in Icelandic Tourism

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ÍSLANDSSTOFA  
BUSINESS ICELAND

## A little bit of backstory...

- 2010 Eyjafjallajökull eruption
- Limited flights for six days
- 10 million passengers affected
- 20% drop-off for Icelandic tourism
- Inspired by Iceland campaign launched to stimulate demand





# 2011: Objectives for Icelandic tourism

1

Increase awareness  
of Iceland as a  
year-round  
destination

2

Increase  
commerce from  
tourists

3

Decrease seasonality  
across all regions



# No one travels to Iceland for the weather

**Be honest about what your destination is**

*Here the weather can change quickly, from nice and sunny to sleet and gale-force winds in a matter of minutes. However, since Iceland has such a short summer each year, we cannot let a bit of bad weather ruin our good times! Here we are always prepared, whatever the weather.*

- From a local tourist company website



**Marketing is the most efficient tool available to us to communicate with visitors to Iceland.**

# Changes in marketing tactics

In line with changes in marketing strategy, we also had to adopt different marketing tactics.

This included:

- No more campaign related activities focused on summer – essentially all our marketing budget was directed at off-season tourism.
- No more summer related activities and images in marketing material
- No more „top destinations“ in marketing images and messaging. Focus on developing new interesting destination outside most visited areas.



The image is a composite of two photographs. On the left, a woman's face is shown from the nose up, with a pig's snout and ears superimposed over her features. On the right, a pig's face is shown from the nose up, with a woman's eyes and forehead superimposed over its features. The background is a bright, hazy outdoor setting. The text 'We Say and Do Things Differently' is written in white, bold, sans-serif font across the center-right of the image.

**We Say and Do  
Things  
Differently**



## 2011 | Íslander

Created a website where local Icelanders invited tourists to do something “Icelandic” with them. 150 invites – 700 accepted.



COME AND BE  
**INSPIRED BY ICELAND**

WELCOME TO MY  
**ICELAND**

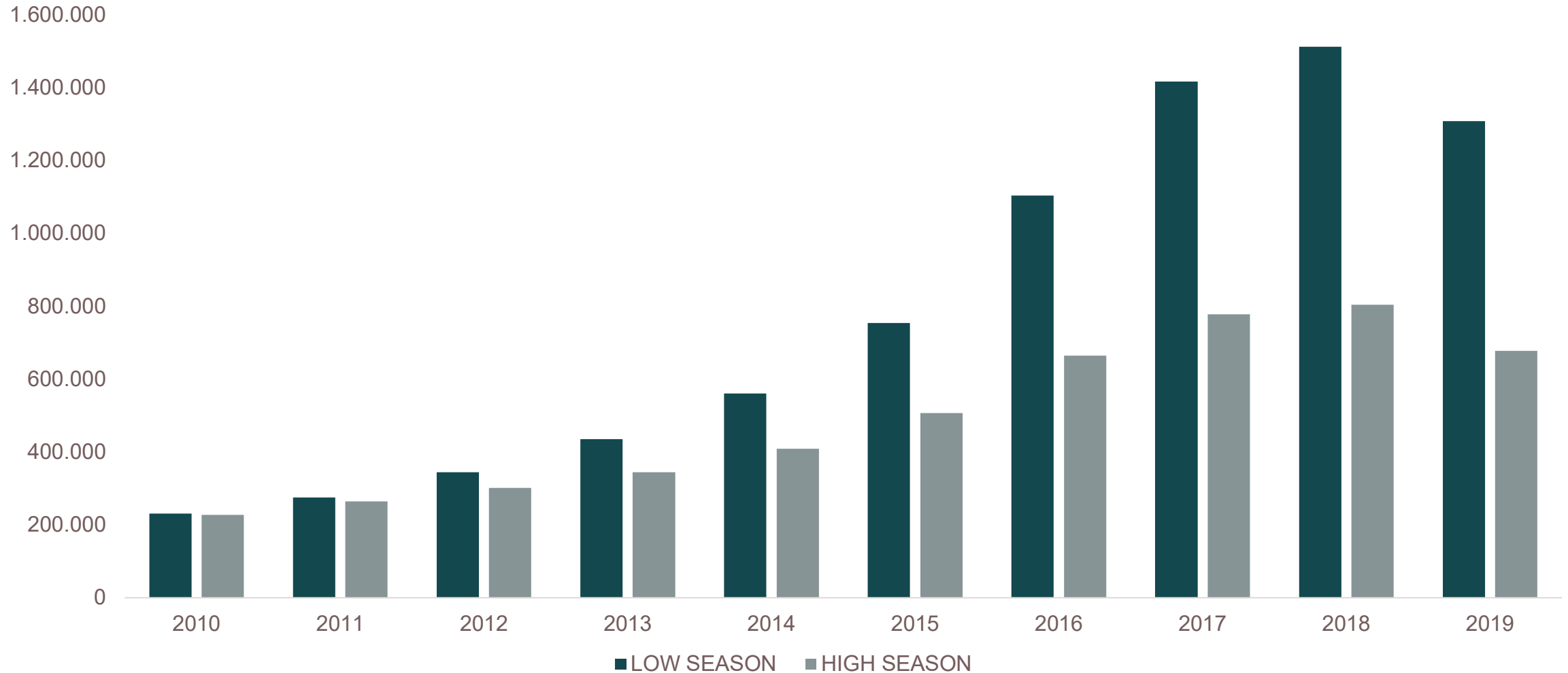
**SECRET**

## 2013 | Íslander

Created a website where local Icelanders marked their favorite places to visit. 200 secret places shared on a map.



# VISITOR ARRIVALS THROUGH KEF AIRPORT



SOURCE: ICELAND TOURIST BOARD, HIGH SEASON(JUN- AUGUST), LOW SEASON(JAN – MAY, SEPT – DES)



# BEDNIGHT GROWTH % YOY COMPARISON (2014)



SOURCE: STATISTICS ICELAND



**#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?



#ASKGUDMUNDUR

Westfjords



#ASKGUDMUNDUR

Reykjavík



#ASKGUDMUNDUR

North



#ASKGUDMUNDUR

South



#ASKGUDMUNDUR

West



#ASKGUDMUNDUR

East



#ASKGUDMUNDUR

Reykjanes

**#ASKGUDMUNDUR**

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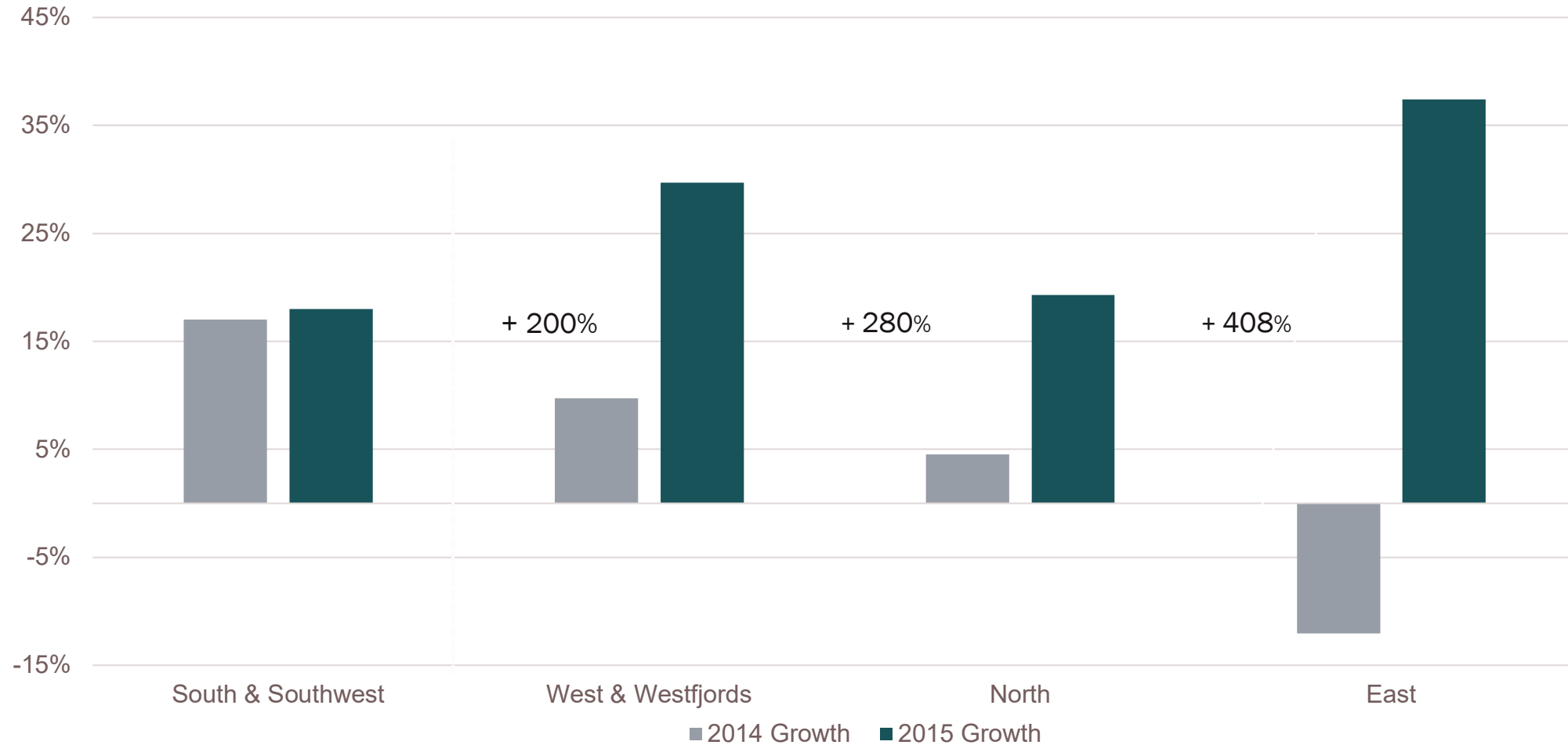
**POST YOUR QUESTIONS ON**



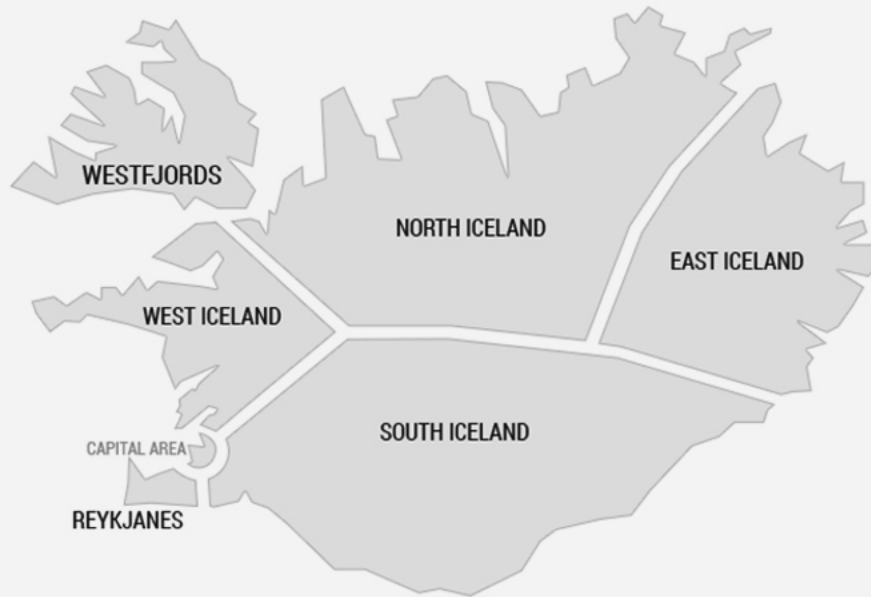


# HOTEL BEDNIGHT GROWTH % YOY COMPARISON

## REGIONS VS. CAPITAL AREA (2014-2015)



# REGIONAL SEARCHES ON GOOGLE IN 2015



## 40% YoY INCREASE

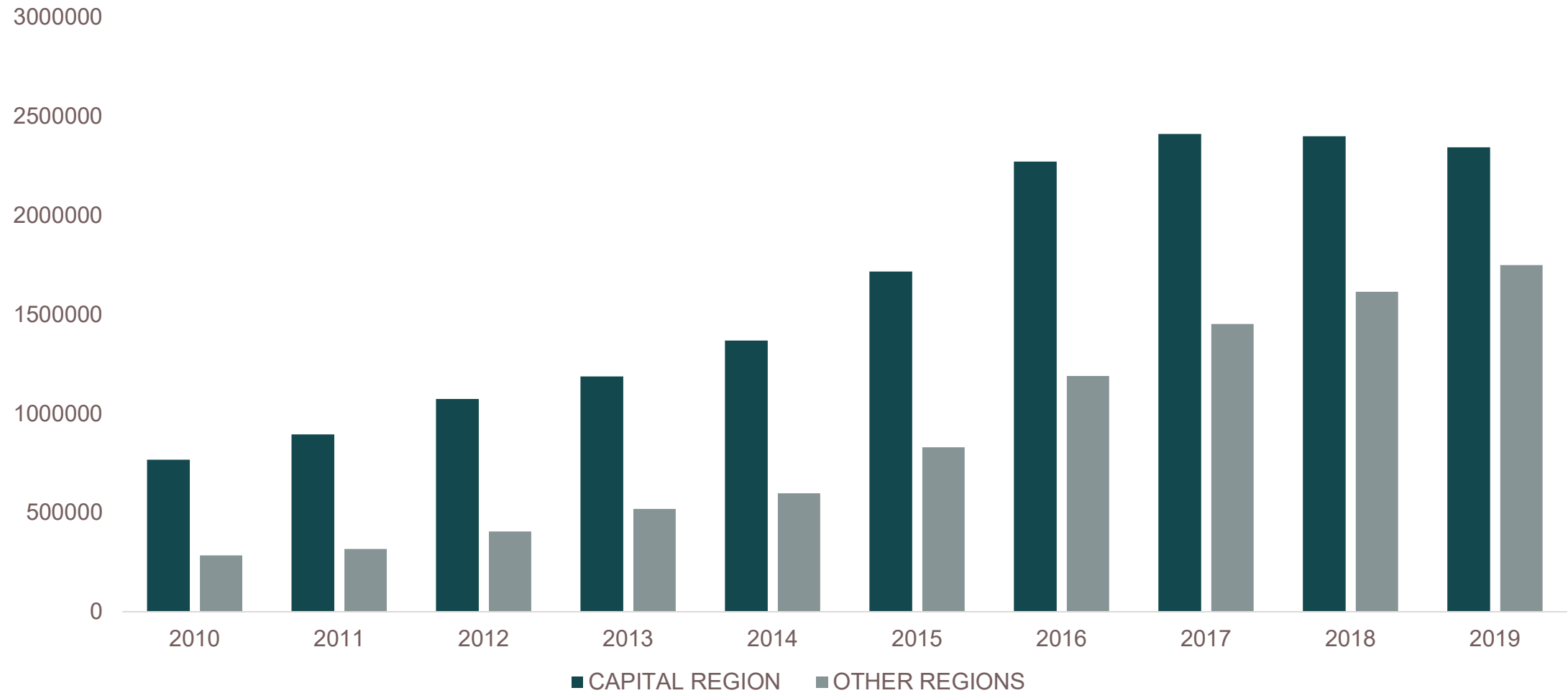
	% YoY GROWTH	SEP-DEC GROWTH
● Southern Peninsula	39%	42%
● Capital region	38%	35%
● South	49%	56%
● East	51%	54%
● West	47%	52%
● Northeast	17%	25%
● Westfjord	35%	37%
● Northwest	34%	36%







## BEDNIGHTS, CAPITAL REGION VS. OTHER REGIONS, 2010 – 2019 – TOTAL NUMBERS



SOURCE: STATISTICS ICELAND



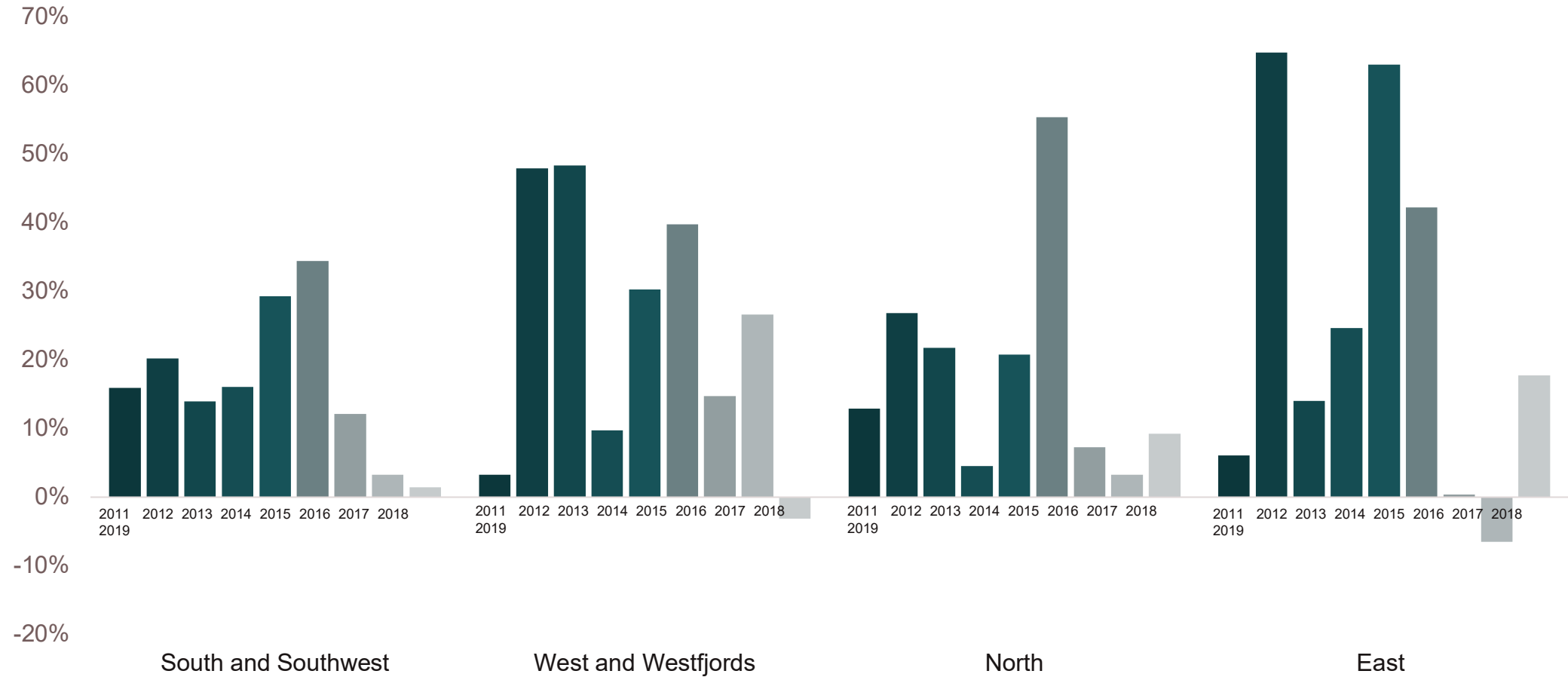
## BEDNIGHTS % YOY GROWTH, CAPITAL REGION VS. OTHER REGIONS, 2010 - 2019



SOURCE: STATISTICS ICELAND



# BEDNIGHT GROWTH % YOY, 2011 - 2019



SOURCE: STATISTICS ICELAND



## Skyword Content Marketing Company website

# Accessible rather than unique

Iceland's bid to revitalize their tourism industry wasn't successful because they had high-production-quality video. It was successful because they built their rebranding strategy around displaying the aesthetic and experiences of their country in a way that invited audiences to take a piece of it with them. **From the attractive and comfy outdoors fashion to beautiful natural wonders to a burgeoning nightlife with good food and better music, "Inspired by Iceland" content made Iceland seem exciting and then showed viewers how to navigate the cultural and logistical obstacles necessary to experience it all.**

**In this way, Iceland made every effort to make their home seem accessible rather than exotic to viewers.** It wasn't enough to simply suggest that Iceland was unique, adventurous, and interesting-but rather, it was by suggesting that visitors themselves could become a bit more unique, adventurous, and interesting themselves that Iceland was able to successfully bring in a huge wave of tourism.