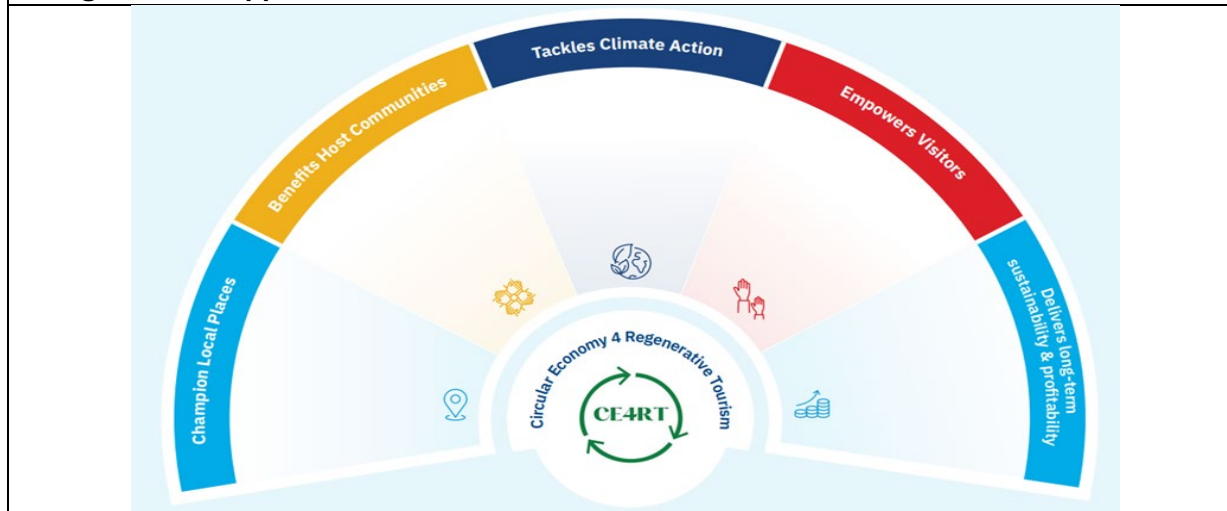


Country:	Iceland
Type of Business:	Adventure Tourism – White Water Rafting Company.
Business Name:	Viking Rafting / Austari ehf

A Regenerative Approach to Tourism



Our Story and Journey – The people, place, uniqueness and values.

The rivers of Skagafjörður have long been favorites for guides and adventurers alike. Over the past three decades, these rivers have attracted paddlers and river enthusiasts from all around the world. Since Anup first arrived here in 2001, he has never left. Despite holding a degree in film and exploring various other professions, he has always been drawn back to these rivers.

In 2009, Anup set out to explore the world, but the idea of starting a new company alongside local friends took root. In 2010, they began building their dream business, eventually taking over the company where he had once worked. By 2013, the vision to create a new brand that better aligned with their style of operation came to life. That’s when Viking Rafting was founded by Chris and Anup—a brand born from passion and a deep connection to the river.

Regenerative Practices

Champions Local Places

- We like to point our guests in the direction of other local businesses, giving them option for where to stay, what to do, what to see in the area.
- We tell them for example about our neighbours at [Lýtingsstaðir](#) who offers horse riding.
- The arts and crafts of our dear neighbours and friends at [Stórhóll](#).
- We tell them about the historic places and museums they can visit and educate themselves about the history of the region. Places like: [Glaumbær](#), [1238 The Battle of Iceland](#), [Kakalaskáli](#) and [Hólar](#).
- We tell them about the fantastic boat rides they can take to [Drangey](#).
- We tell them about accommodation options in the area, different restaurant options and all the many geothermal pools Skagafjörður has to offer.
- We tell them about interesting hikes they can do in Skagafjörður if that is their cup of tea.

Benefits Host Communities

- The East Glacier River is the only commercial grade VI+ rafting river in Iceland and it attracts many adrenalin seeking adventurers. By doing so, our guest often come and stay within the community and seek out other activities in the area, benefiting other businesses.
- We love partnering up with individuals from our host community. We work closely with some of the farmers in the community. One farm, [Bústaðir](#), provides our guests with waffles with whipped cream and homemade rhubarb jam while they are still on the river. [Sölvanes](#) provide our restaurant with organic meat and [Laugamýri](#) fresh organic produce.

Tackles Climate Action

- Our priority is the glacier rivers where we operate. We do all we can to [protect them](#), and the ecosystem that surrounds them.

- We seek to stay environmentally conscious in all aspect of our business.
- We reuse and recycle and try to minimise our carbon footprint by conduction most of our businesses within our local community.
- Our water recourses (both hot and cold water) are from our own land and the electricity is from a sustainable hydropower plant.

Empowers Visitors

- While it is an empowering experience to go rafting, we as well preach environmental awareness to our guests and ask them to be respectful to the surrounding nature.
- We tell them about the importance of the glacier rivers to biodiversity and the surrounding ecosystem. We tell them about all the things that will be lost if the government decides to dam the rivers and about our [petition](#) to protect them.

Delivers Long term Sustainability and Profitability

- By committing to live up the standards of [Vakinn](#), the official quality and environmental certification for Icelandic tourism, we have pledged to hold the company to high standards and always work towards improving on our sustainable business practices.
- We are working on a long-term action plan for sustainable and regenerative business practices.
- We are as well looking into expending our business to have them include more activities within our host community.

Future Journey for A Regenerative Tourism Approach

- It is our ambition to continue the regenerative path we have embarked upon.
- From now on we will create a report each year where we reflect on the things we have done that year and how we can improve upon things the next year.
- We will continue to explore more sustainable options for our business and find ways to improve on every aspect of our operations.
- One of our future missions is to find more sustainable fuel options and add charging station for electronic cars.
- We want to improve our recycling bins at our rafting base.
- Sell more locally made products.
- We want to improve the education of our guides when it comes to knowledge about local history and environment.

Image that Represents Our Business and Place



Website, Social Media and Contacts

[Company Website](#) [Facebook](#) [Instagram](#)
[YouTube](#) [TikTok](#)

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