



10. April 2024

Future Vision for Tourism 2030

Guðný Hrafnkelsdóttir, Ministry of Culture and Business Affairs

Stjórnarráð Íslands

Menningar- og viðskiptaráðuneytið



The Future Vision for Tourism 2030

- Future vision to be **leading in sustainable development**.
- Actors from all over the country took part in making the policy.
- The agreement of the current government states that:
 - *„The Future Vision for Tourism 2030, which was formulated during the last electoral term, will be followed up on with an action plan for both its long-term goals and 12 priorities.“*
- The steering group that worked on the policy framework in 2019 convened in 2022 to update the framework.
- Developments from 2019, priorities in the government agreement, international trends, as well as priorities in other recent government policies were taken into account.



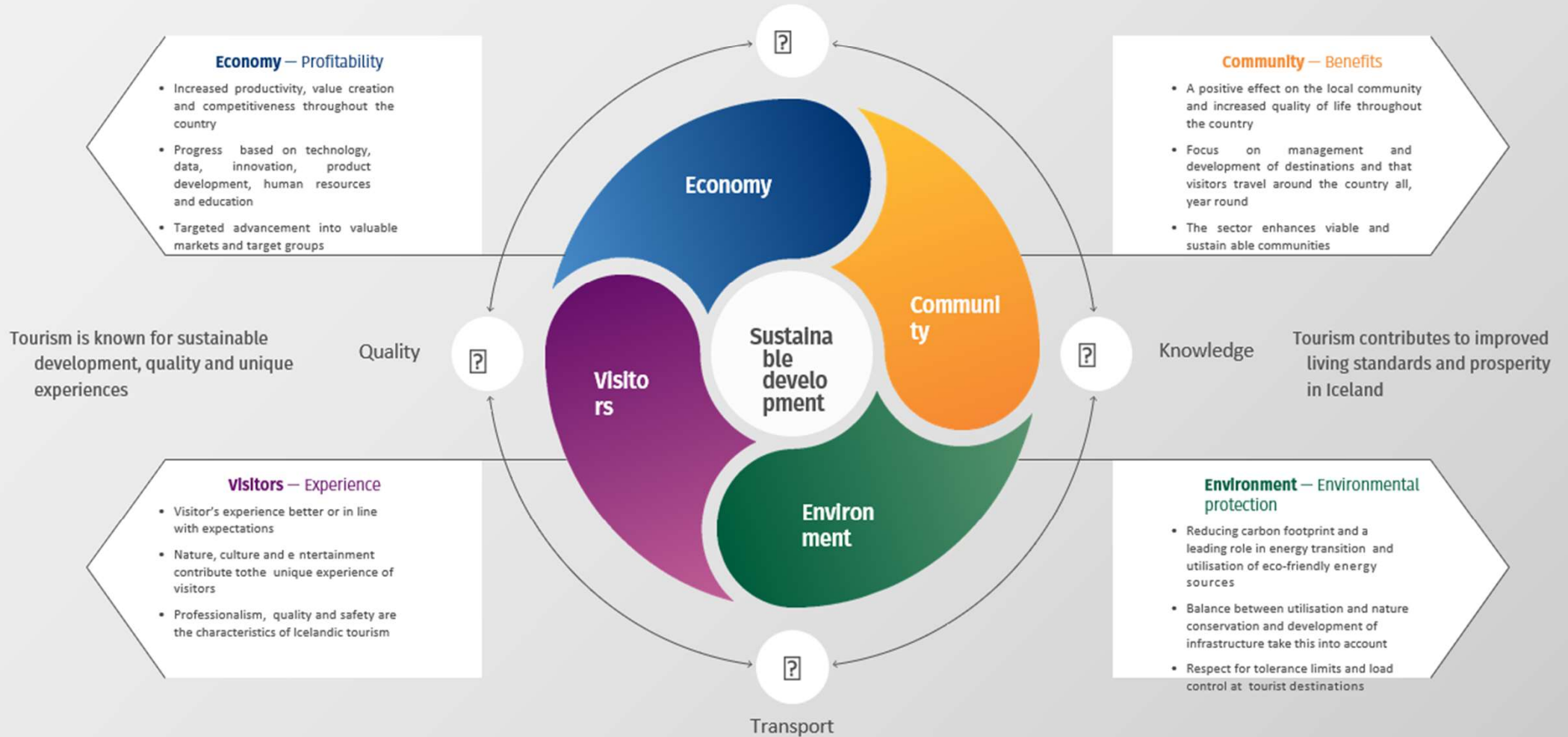
Future Vision for Tourism 2030

- A renewed presentation of the policy framework with more detailed objectives and barometers.
- Submitted to the government in January 2023 along with plans for the next steps in formulating an action plan.
- Emphasis on sustainability, competitiveness and benefits for our society countrywide.
- Various challenges that companies and the government face when it comes to tourism in Iceland, but also many opportunities.

Leading in sustainable development

Profitable and competitive tourism in harmony with country and nation

Coordination



Steering group

Chairpersons of working groups, Icelandic Tourism Board, Icelandic Travel Industry Association, Icelandic Association of Local Authorities, Ministry of Culture and Business Affairs, Tourism Council, RATA Consulting Firm

Sustainability and energy transition

- Sustainable use and protection of natural resources.
- Research on natural resources.
- Geographic approach.
- Carrying capacity of destinations.
- Energy transition and infrastructure.
- Climate change actions and adaptation.
- Green tourism.
- The circular economy.
- Waste management.
- Food waste.

Competitiveness and value creation

- Tourism fees.
- Distribution of visitors throughout the year and the country.
- Macroeconomic impact of tourism.
- Utilization of natural resources.
- Licensing.
- Control of illegal activities.
- Profitability/productivity in tourism.
- Tourism tax footprint.
- Marketing.
- The sharing economy.

Research and innovation

- Data collection.
- Utilization of data.
- Data dashboard.
- Funds and grant environment.
- Digital transformation.
- Research in tourism.
- Regional tourism accounts.
- Environmental data related to tourism.

Destination development

- DMOs
- Destination management plans.
- Destination development.
- National plan and regional planning.
- The Tourist Site Protection Fund.
- Transportation on land.
- Security.
- Accessibility.

Competence and quality

- Human resources
- Ability and skills requirements.
- Education in tourism.
- Quality certifications and control.
- Safety plans.
- Information sharing.
- Guest experience.

MICE

- Baths and retreats.
- Accommodation.
- Catering.
- Conferences.
- Incentives.

Cultural tourism

- Museums.
- Cultural heritage.
- Arts and culture.
- Design and architecture.
- Icelandic.



What is special about this project?

- First time in Iceland that the tourism policy comes with a detailed and financed action plan.
- The number of stakeholders participating in the conversation.
- The ownership – government and the industry.
- Vast expertise in the working groups.
- Transparency and open process.
 - www.ferdamalastefna.is
- Draft action plan in the consultation portal for feedback.
- Number of workshops and consultation meetings.



Some examples from the action plan

- **Increased investment in innovation and product development in tourism.**
 - Special emphasis on innovation and product development projects that support sustainability, regenerative tourism, culture-related projects, energy transition and digital development.
- **Cooperation on the reception of cruise ships.**
 - Need for management and infrastructure development.
- **Development of a toolbox to assess destination carrying capacity and manage overcrowding.**
 - Enable destination managers to assess and respond in a timely manner to overcrowding, thus working towards sustainable destination development.



The Future Vision for Tourism 2030

- **Implementation of visitor management at tourist destinations.**
- **Increase the number of companies with environmental and/or sustainability certifications.**
- **Sustainable and regenerative tourism - Education and incentives.**
- **International course of study in adventure tourism, with a focus on sustainability and regenerative tourism.**
- **Review of quality and environmental certifications programmes for Icelandic tourism companies.**



Thank you!

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