



# Visit Iceland

**Hildur Björg Bæringsdóttir**

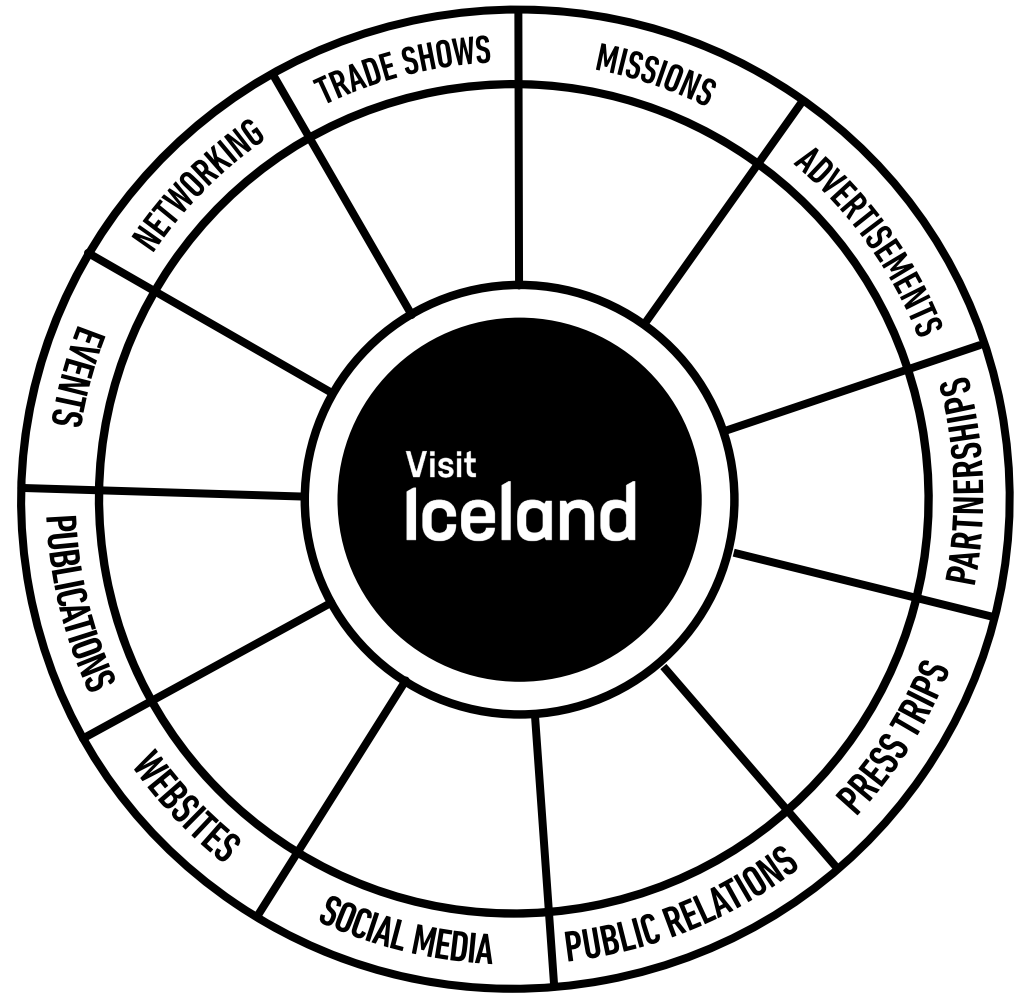
Visit Iceland – liason for sustainability

Meet in Reykjavik – Iceland Convention Bureau



# CHASE IT

LOOKS LIKE YOU NEED ICELAND

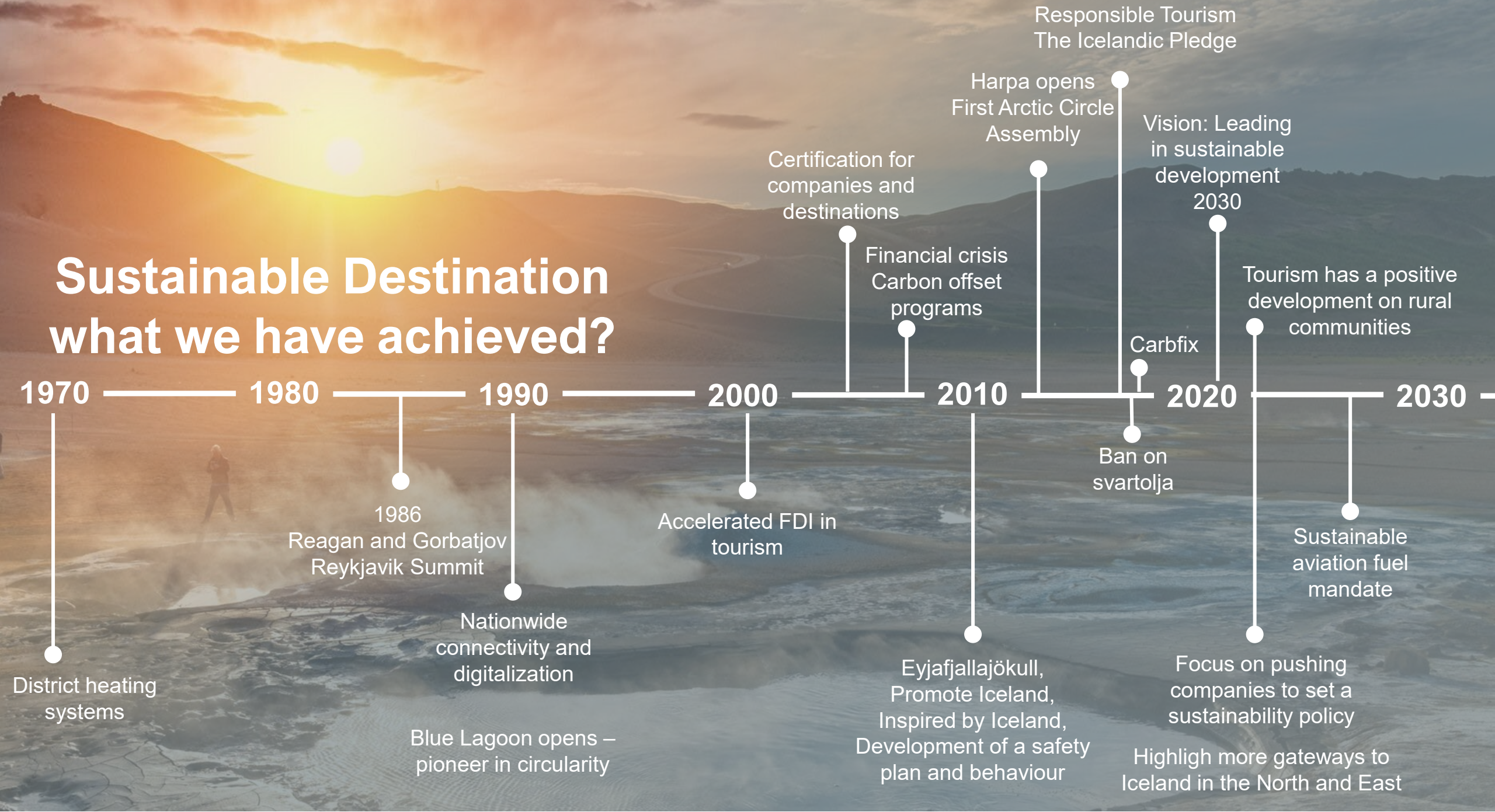


# **SUSTAINABLE DESTINATION ICELAND**

A landscape photograph featuring a prominent, conical mountain with a vibrant green, grassy slope. The mountain's peak is sharp and pointed. In the foreground, a wide, dark black sand beach stretches across the frame, with gentle waves lapping at the shore. The sky is filled with soft, white clouds, and the overall lighting is bright and natural. The text 'SUSTAINABLE DESTINATION ICELAND' is overlaid on the left side of the image in a bold, black, sans-serif font.



# Sustainable Destination what we have achieved?



Responsible Tourism  
The Icelandic Pledge

Harpa opens  
First Arctic Circle  
Assembly

Certification for  
companies and  
destinations

Financial crisis  
Carbon offset  
programs

Vision: Leading  
in sustainable  
development  
2030

Carbfix

Tourism has a positive  
development on rural  
communities

Ban on  
svartolja

Accelerated FDI in  
tourism

Sustainable  
aviation fuel  
mandate

Eyjafjallajökull,  
Promote Iceland,  
Inspired by Iceland,  
Development of a safety  
plan and behaviour

Focus on pushing  
companies to set a  
sustainability policy

Highligh more gateways to  
Iceland in the North and East

Blue Lagoon opens –  
pioneer in circularity

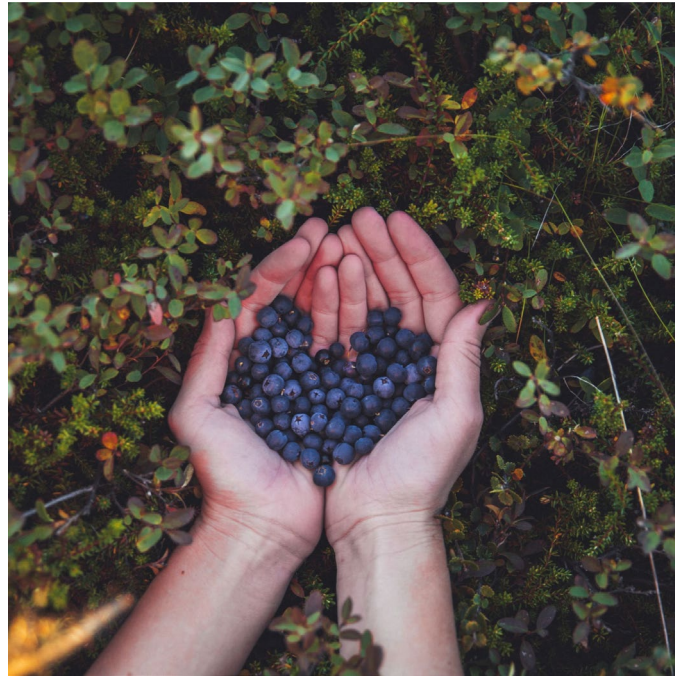
Nationwide  
connectivity and  
digitalization

1986  
Reagan and Gorbachov  
Reykjavik Summit


District heating  
systems



# Our Stories







**1. Renewable energy for  
higher standards of living**



**2. Sourcing food in traditional  
and innovative ways in  
harmony with nature**







### 3. Equality and ethics are high on the agenda



**4. Masters of plan B  
– we know how to adapt!**





An aerial photograph showing a vast construction site. The ground is covered with a complex, grid-like pattern of steel reinforcement bars (rebar) laid out in preparation for a concrete pour. The rebar is arranged in a dense, overlapping network across a large area of green, grassy terrain. The perspective is from directly above, looking down on the site.

**5. Circular approach – reducing waste and using resources more fully**



## 6. Can do attitude!





7. Bathing together –  
a cultural exchange of  
ideas







## 8. A place of peace



**Proud but not satisfied –  
we look towards the future**

**Traveltrade.is**










0:11 / 1:07



Looks like you need Iceland.

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A wide-angle photograph of a colorful, layered canyon. The rock walls are composed of distinct horizontal layers in shades of red, orange, yellow, and grey. Two hikers are standing on a gravelly path in the foreground, looking out over the canyon. The hiker on the left is wearing a pink hat and a blue jacket, while the hiker on the right is wearing a white hat and a white jacket. The overall scene is dramatic and scenic.

Sometimes you don't know what you need until you

**NEED IT**

LOOKS LIKE YOU NEED ICELAND