



Domestic focus from grassroots to government

Purpose

To utilize our unique cuisine to further advance domestic value creation in culinary tourism and product development.

We aim to spread knowledge and spark interest in our ingredients and culinary culture to bolster our self-image as a culinary nation

...build knowledge bridges between people in the culinary value chain



A Capitalize on the increased tourism and interest in culinary tourism and local food
Increased demand- better revenue & preserving cultural heritage

B Capitalize on the increased quality and environmental consciousness of consumers
Quality is the foundation of Iceland's image as a source of clean & sustainably grown/produced food

C Capitalize on the interest in product development, improvements and innovation in food industries
Innovation is a driving force of value creation

Culinary Tourism



Current status

Domestic production does not meet consumers demand in „certain product classifications

import bacon, organic vegetables, beef tournados...cheaper food
...food waste, carbon footprint?

2 million visitors per year
7 days avg and 2 meals/day

77.000 meals added to the nation's daily consumption

No official policy on Culinary Tourism

Lack of integration and holistic approach with regional emphasis

Media and public discourse and display

Price of food- not quality or health benefits...although changing!

Social Media Power: 24% visited Iceland because of social media influence

Google Icelandic traditional food

„Traditional Icelandic food“ 21.01.2019



Food in Iceland | An Introduction to ...
guidetoiceland.is



Traditional Icelandic Food ...
visitreykjavik.is



Top 6 Traditional Icelandic Foods ...
visitreykjavik.is



TOP 6 TRADITIONAL ICELANDIC FOODS



Top 6 Traditional Icelandic Foods ...
visitreykjavik.is



Traditional Icelandic Food ...
visitreykjavik.is



Top 10 Foods to Try in Iceland | Best ...
extremeciceland.is

This food is not part of daily consumption

Could we emphasise on regional differences?



10 Foods and Drinks you must try in Icela...
discover.is



Traditional Dishes to eat in Iceland
swedishnomad.com



Disgusting Food in Iceland | Guide to...
guidetoiceland.is



Traditional Dishes to eat in Iceland
swedishnomad.com



Icelandic Food: Everything you Need t...
theyreykjavikfoodwalk.com



Iceland food: 10 unusual dishes | CNN Travel
cnn.com



Icelandic food | Icelandair Hotels
icelandairhotels.com



It could be like this...





Our own consumer behavior and
discourse influences the demand and
expectation of our guests

If you can't identify
your own
uniqueness
who can?

„Everyone is
not your
customer“

Seth Godin



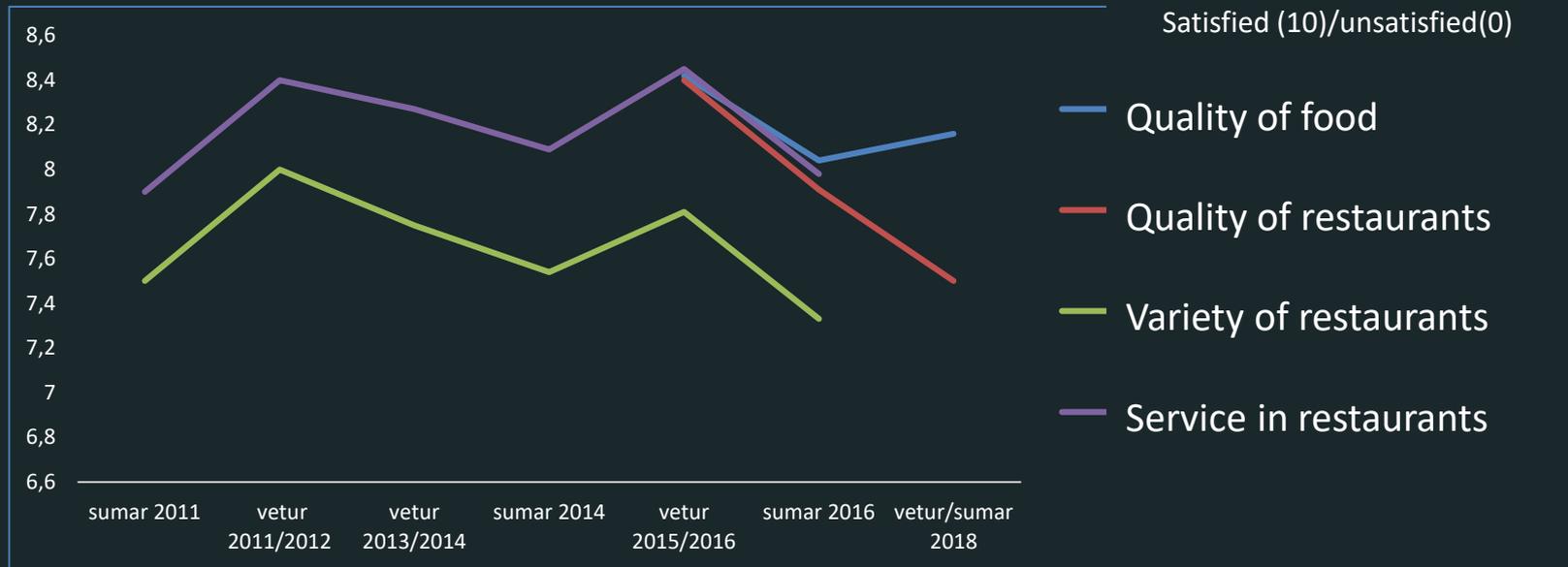
How to target my
customers through
food

Who is our customer or target group?

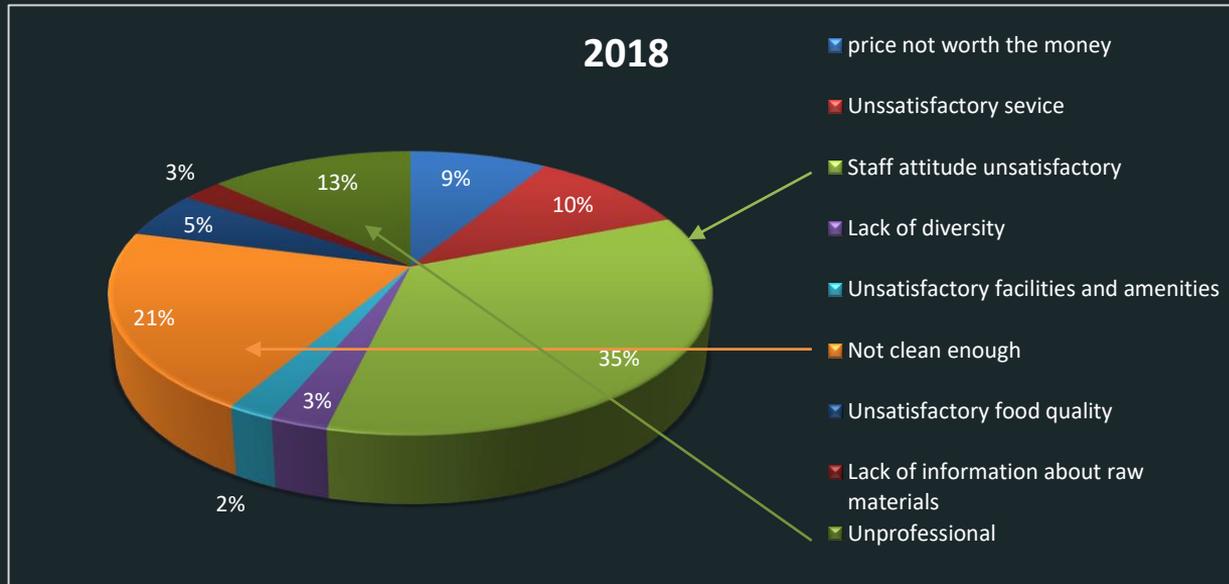
Food that nourishes your conscience and health?



Survey: Icelandic Tourist Board



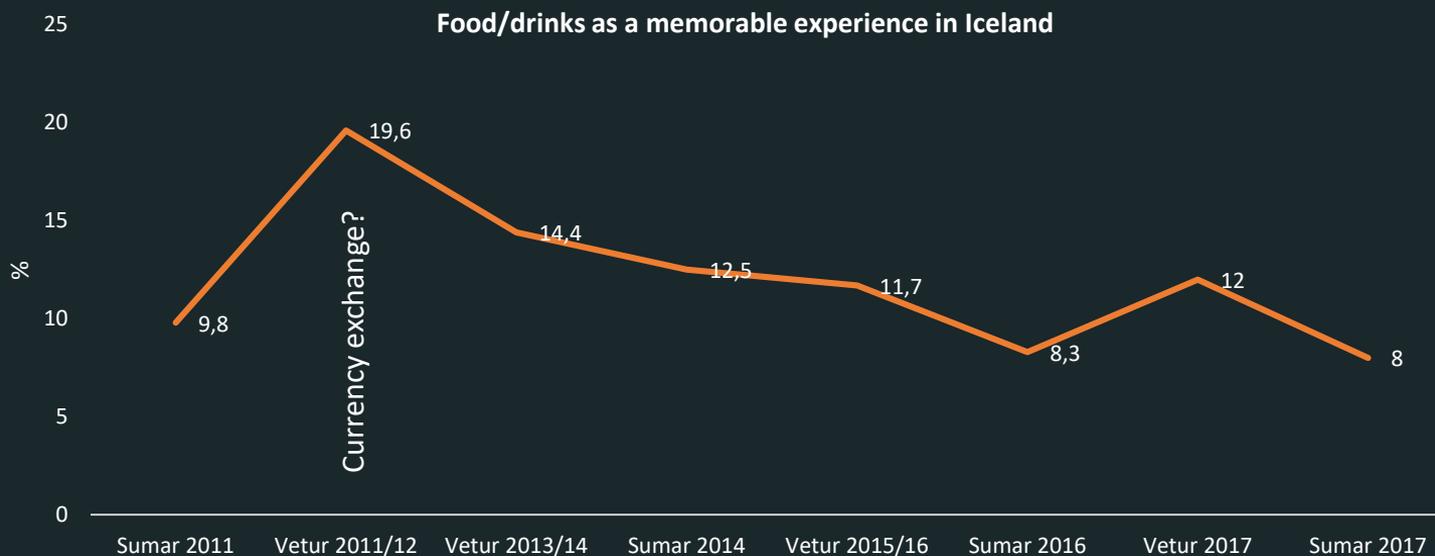
Survey: Icelandic Tourist Board



Survey: Icelandic Tourist Board

- 2017 sumar
- Náttúra/landslag
- Fólkið/gestrisni
- Jökullón/ísjakar
- Fossar
- Hvalir/hvalaskoðun
- Bláa lónið
- Ganga/fjallganga
- Food/restaurants
- Reykjavík
- Goshverir
- Hverir og jarðhiti
- Jöklar

N=9.286

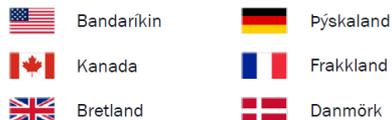




Top of mind
When you think about
Iceland?

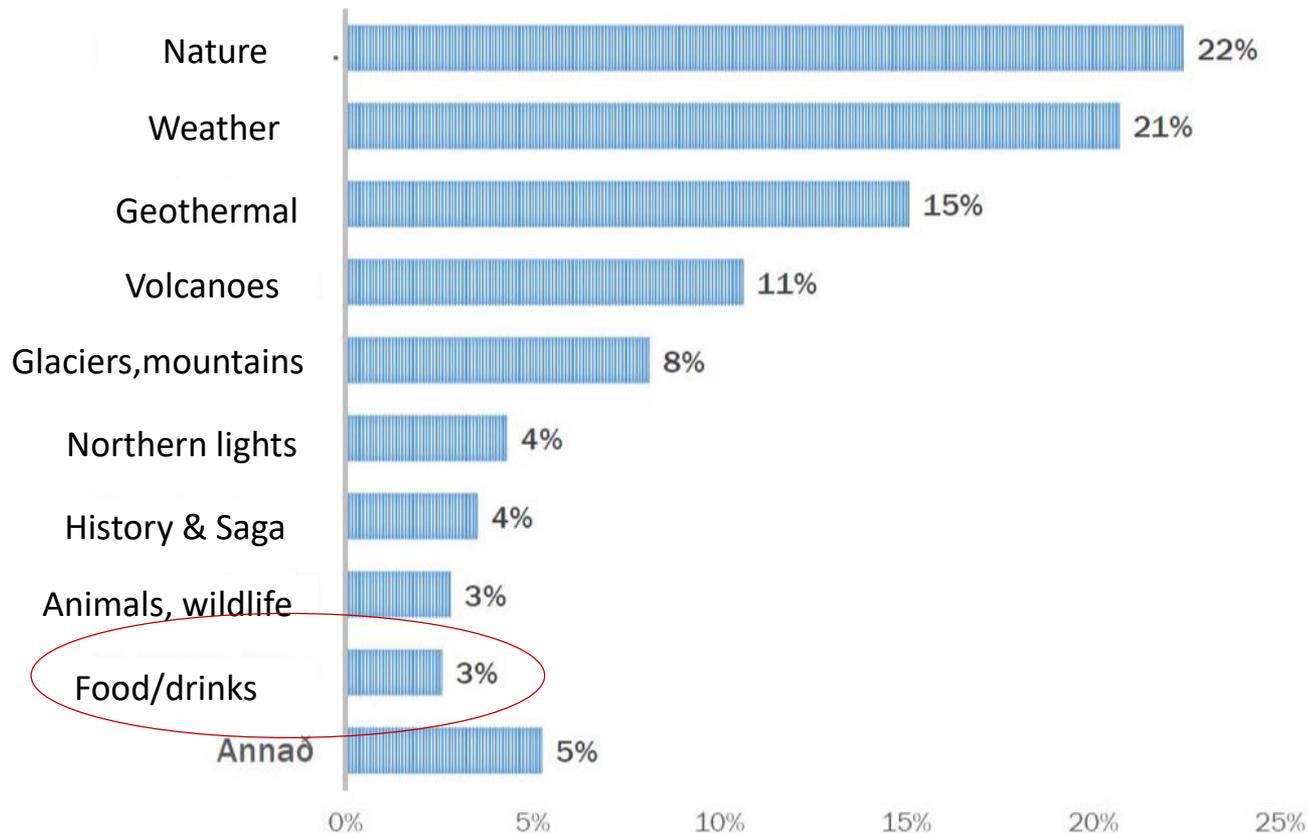
Top of mind when you think about Iceland

Úrtak



1000 svarendur frá hverju landi

- Ferðast a.m.k. einu sinni á ári
- Frá 25 - 65 ára



What product, brand or service comes to mind when you think about Iceland

