Domestic focus from grassroot 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

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<th>Domestic production does not meet consumers demand in „certain product classifications import bacon, organic vegetables, beef tournados...cheaper food ...food waste, carbon footprint?</th>
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<td>No official policy on Culinary Tourism Lack of integration and holistic approach with regional emphasis</td>
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<td>Media and public discourse and display Price of food- not quality or health benifits...although changing! Social Media Power: 24% visited Iceland because of social media influence Google Icelandic traditional food</td>
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2 million visitors per year
7 days avg and 2 meals/day

77,000 meals added to the nation’s daily consumption
This food is not part of daily consumption
Could we emphasise on regional differences?
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

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Satisfied (10)/unsatisfied (0)

- Quality of food
- Quality of restaurants
- Variety of restaurants
- Service in restaurants
Survey: Icelandic Tourist Board

2018

- 35% Not clean enough
- 21% Unprofessional
- 13% Unprofessional
- 9% Lack of information about raw materials
- 5% Lack of diversity
- 3% Unsatisfactory facilities and amenities
- 3% Unsatisfactory food quality
- 2% Unprofessional
- 2% Not clean enough
- 10% Staff attitude unsatisfactory
- 9% Unsatisfactory service
- 3% price not worth the money
Survey: Icelandic Tourist Board

Food/drinks as a memorable experience in Iceland

- 9.8% in Summer 2011
- 14.4% in Summer 2014
- 11.7% in Summer 2016
- 12% in Summer 2017

Currency exchange?

- 19.6% in Summer 2011
- 14.4% in Summer 2014
- 11.7% in Summer 2016
- 8.3% in Summer 2017

Survey: Icelandic Tourist Board

N=9,286

2017 summer
Náttúra/landslag
Fólkö/gestrísní
Jökullón/Isjakar
Fossar
Hvalir/hvalaskoðun
Bláa lönið
Ganga/fjalsganga
Food/restaurants
Reykjavík
Goshverir
Hverir og jarðhiti
Jöklar

Currency exchange?
Top of mind
When you think about Iceland?
Top of mind when you think about Iceland

Nature: 22%
Weather: 21%
Geothermal: 15%
Volcanoes: 11%
Glaciers, mountains: 8%
Northern lights: 4%
History & Saga: 4%
Animals, wildlife: 3%
Food / drinks: 3%
Annað: 5%
What product, brand or service comes to mind when you think about Iceland?