



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



Capitalize on opportunities

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 Best Traditional Icelandic Food ...
visitreykjavik.is



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visitreykjavik.is



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visitreykjavik.is



Traditional Icelandic Food ...
visitreykjavik.is



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



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



Traditional Dishes to eat in Iceland
svedishnomad.com



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



Traditional Dishes to eat in Iceland
svedishnomad.com



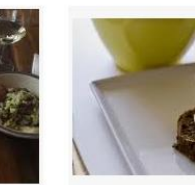
Icelandic Food: Everything you Need t...
thereykjavikfoodwalk.com



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



Icelandic food | Icelandair Hotels
icelandairhotels.com



This food is not part of daily consumption
Could we emphasise on regional differences?





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

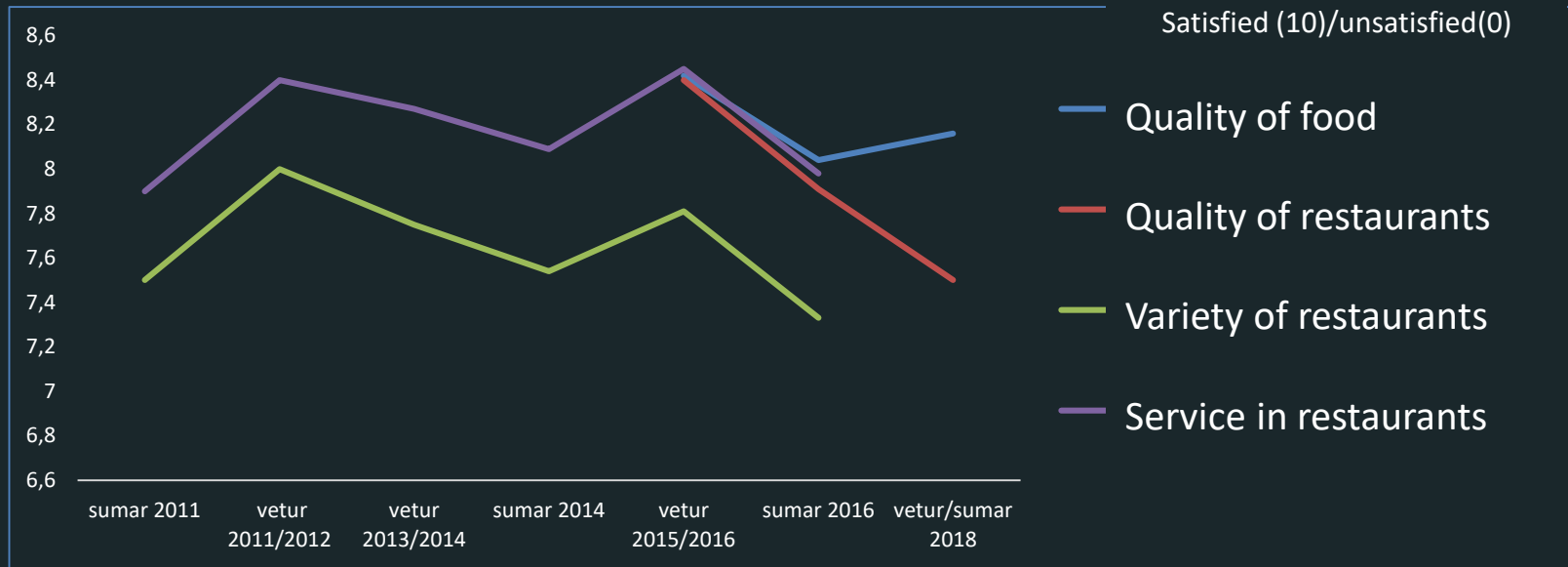


Who is our customer or target group?

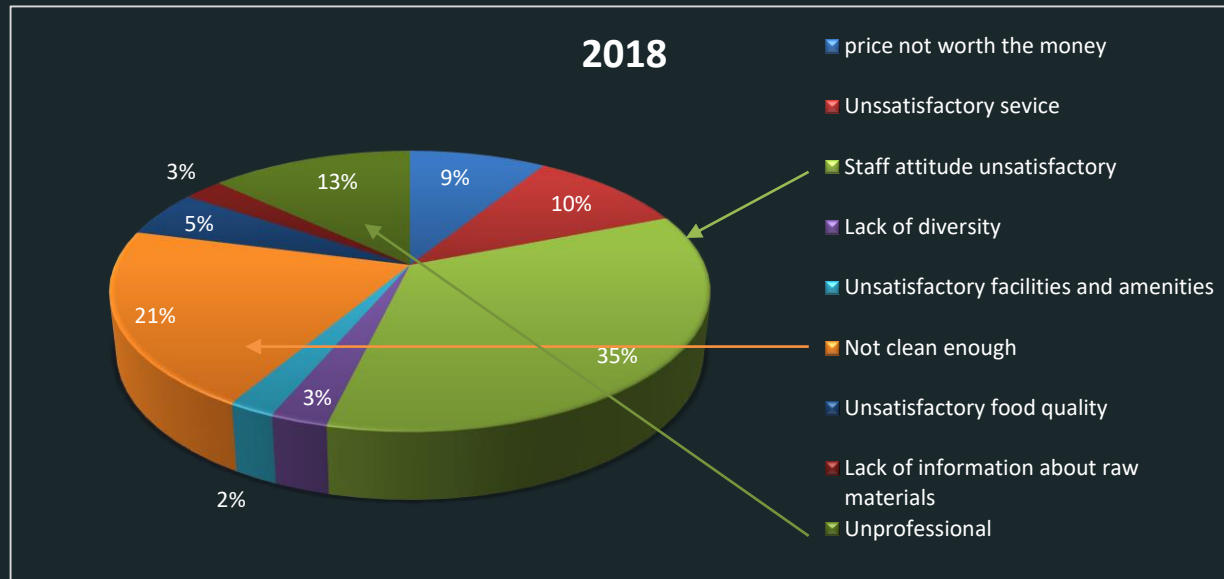
Food that nourishes your conscience and health?



Survey: Icelandic Tourist Board



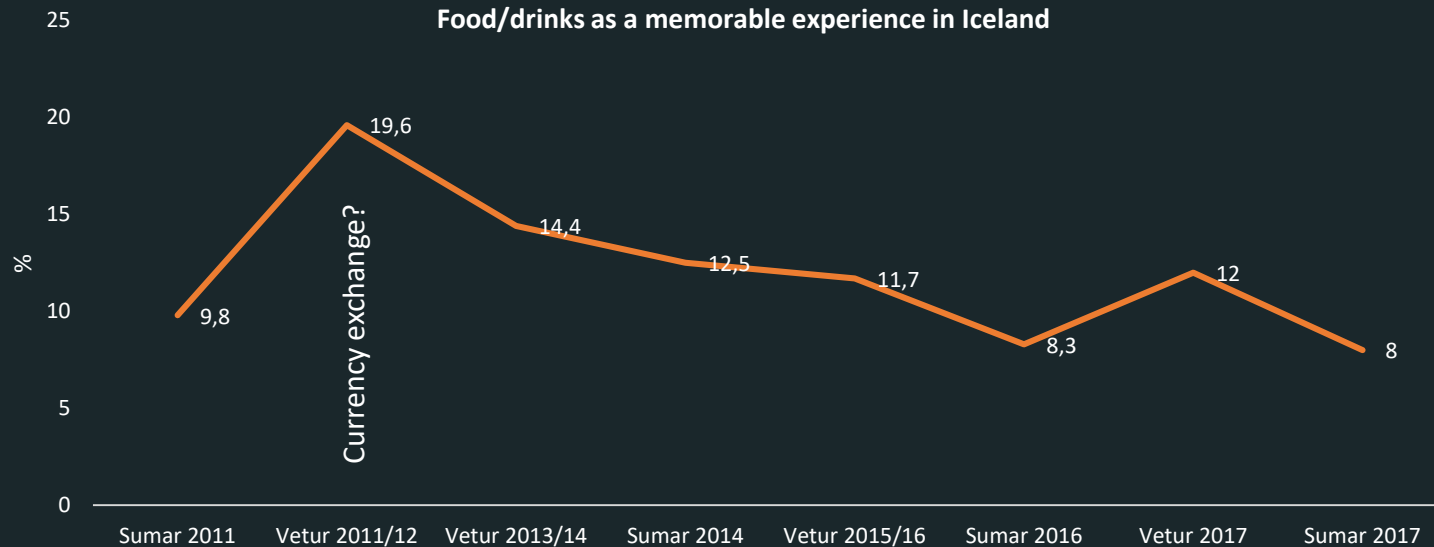
Survey: Icelandic Tourist Board



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?

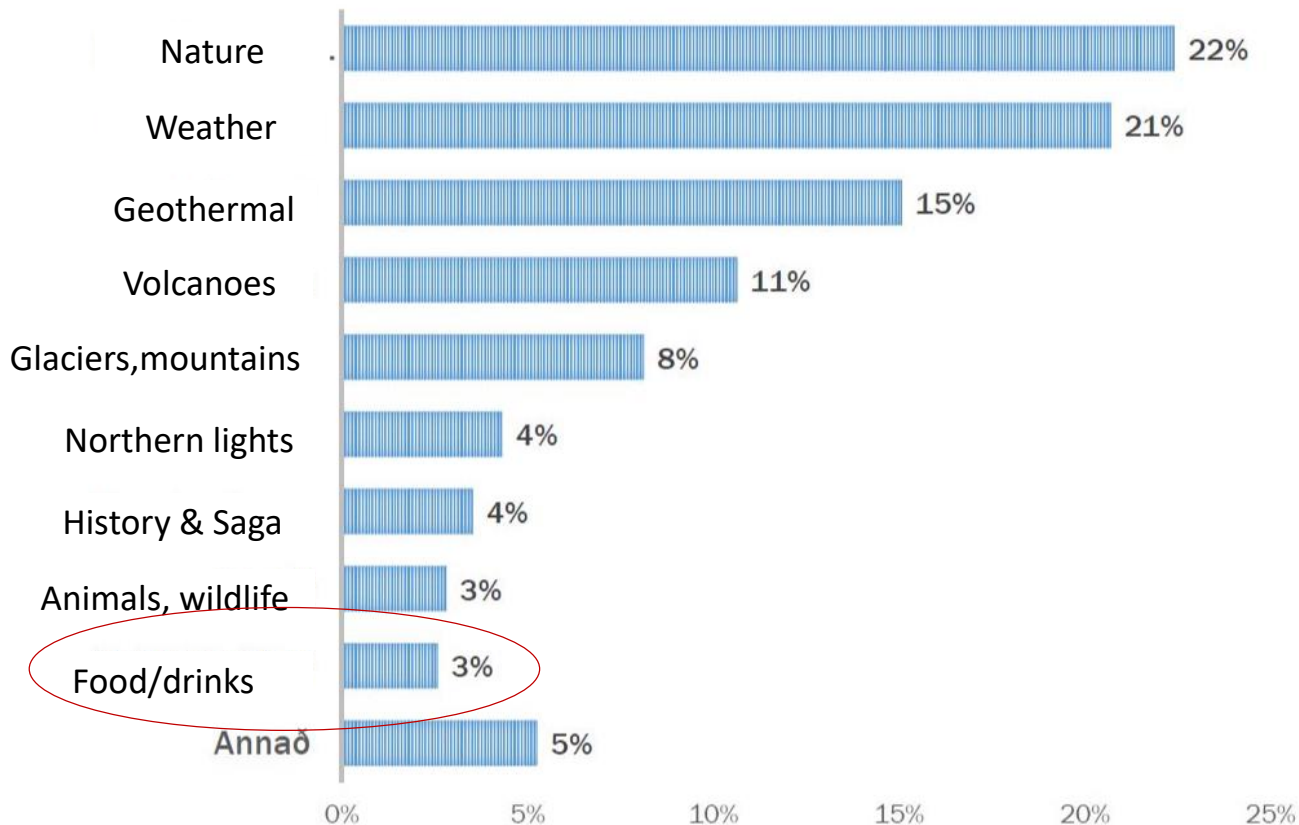
Top of mind when you think about Iceland

Úrtak

 Bandaríkin	 Þýskaland
 Kanada	 Frakkland
 Bretland	 Danmörk

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

