

OPEN AUSTURLAND

DRAFT:
DESTINATION MANAGEMENT PLAN
AUSTURLAND 2022 -2025



AUSTURLAND



Open Austurland is our DMP - Destination Management Plan for 2022-2025. It contains our development strategy together with a list of actions to fulfill over the years to come, in order to reach the targets defined.

Open Austurland connects to our destination. To everyone of you who are living in Austurland, to you who are running businesses, to you who are working in municipalities or other public sector, to associations, schools and other stakeholders. All of us are equally important when it comes to developing our common destination. The strength of our DMP, and its' outcome, depends on our collective commitments and efforts.

Open Austurland comes with an ambition to encourage an open-minded approach, a society characterized by being welcoming and inclusive. We are open for visitors from all corners of the world, and invites them as our guests with the ambition to have them feel at home. You could call them temporary locals, and perhaps they will become our new residents. Open Austurland also connects to our vast landscapes and wilderness, to our lifestyle filled of opportunities, to our cultural scene, to our art and festivals, and to our vibrant society and worklife. Together, we are thinking outside the circle. Together, we are open.

Status

Tourism is a significant contribution to the Austurland economy. The past three years have been challenging for the whole world due to the pandemic.

By forming the destination management organization of Austurland we have built a strong foundation with our partners.

Our partners have kept their heads high, and the resilience they have shown is vital for the future.

At the start of the pandemics the strong destination ties with partners, monthly meetings, scenario making... the DMO of Austurland worked towards a goal to get through, and we managed to change the strategy and look into the local market.

We needed to re-evaluate the customer journey and change our direction. We always tried to think passion first and implement plans that we made together with our partners.

Now, having around 100 partners, we are growing. Most of the companies in tourism in Austurland are still family run businesses that rely on better utilization of the infrastructure. The business is very seasonal in the region, and even the utilization in the high season could be much better. Investment is growing in the region and some large projects have been established in the past years. We can see future projects starting and investors being interested in the area.

Destination planning is one way of analysing, organizing, and encouraging the implementation of the necessary remedial actions, thus safeguarding the values that are the basis of our guests' interest in visiting us and contributing to the benefit of the community in Austurland.

We hope that this Destination Management Plan, will keep on encouraging stakeholders to work on prioritized projects so that we can reduce bottlenecks visibly in Austurland development for the benefit of future generations of locals and guests.

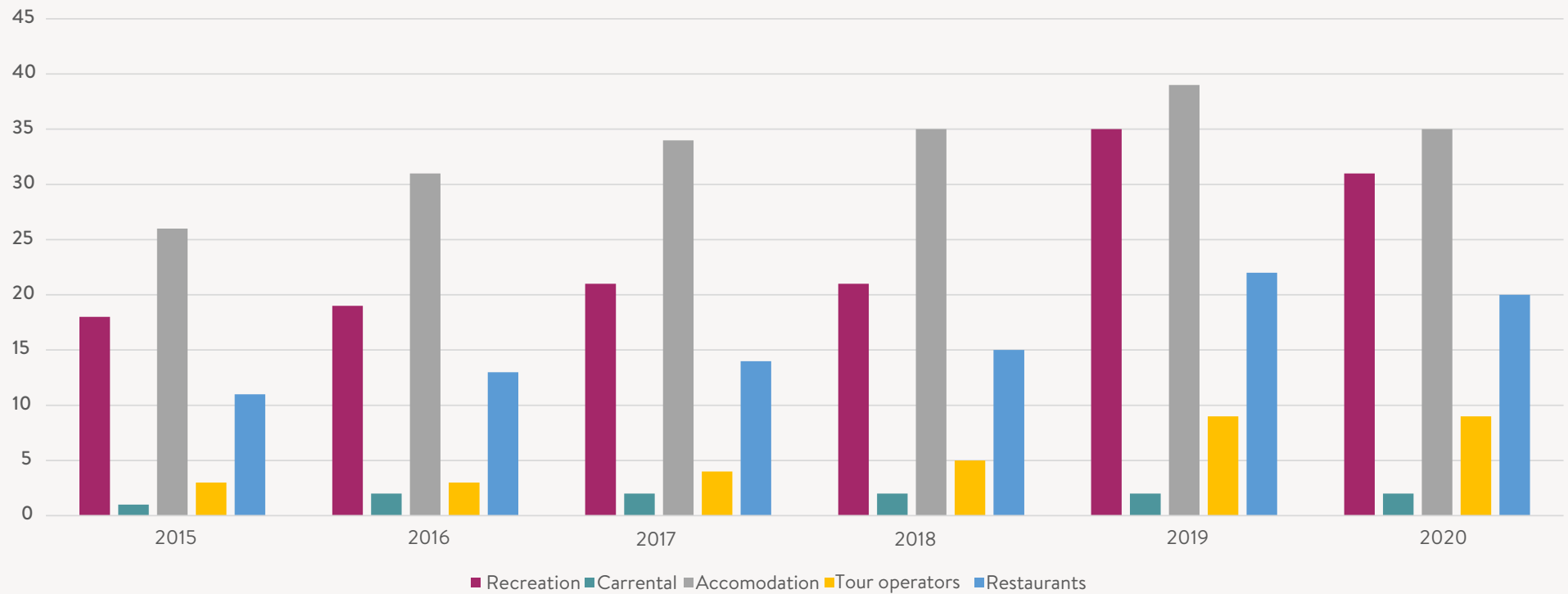


Destination Performance



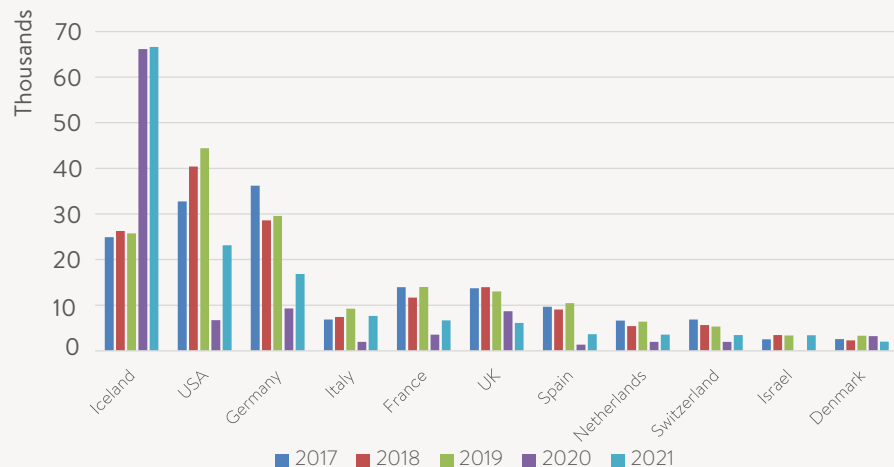
Destination Performance

Companies in tourism

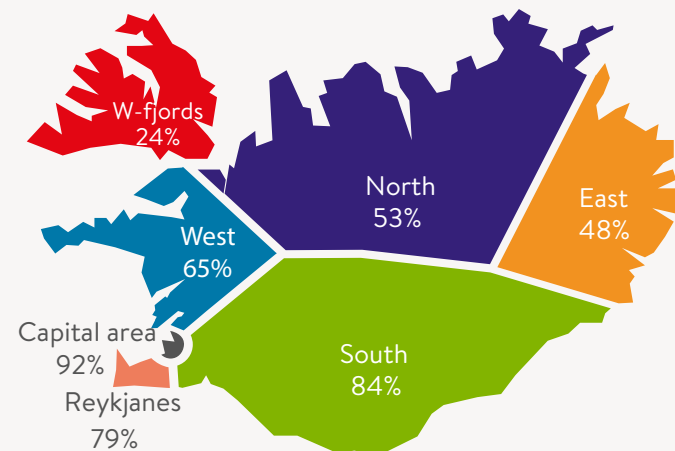


Destination Performance

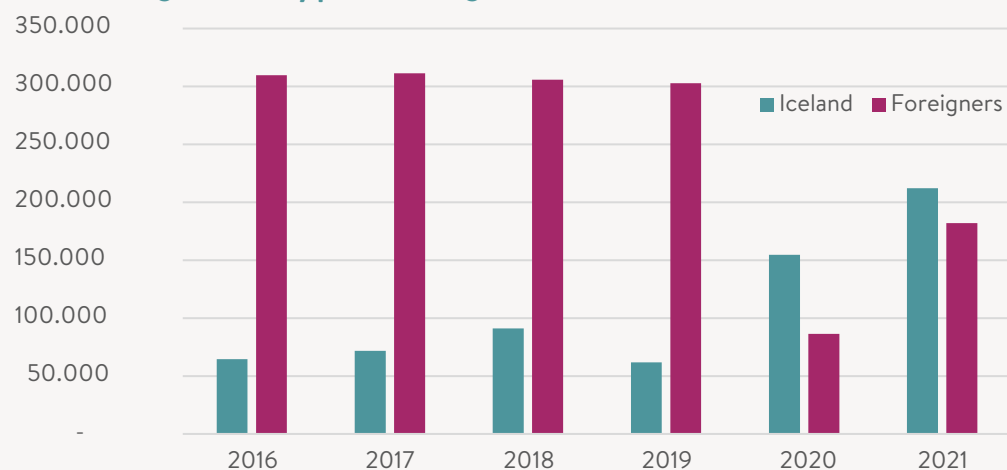
Guestnights by markets - Hotels & guesthouses 2017-2021



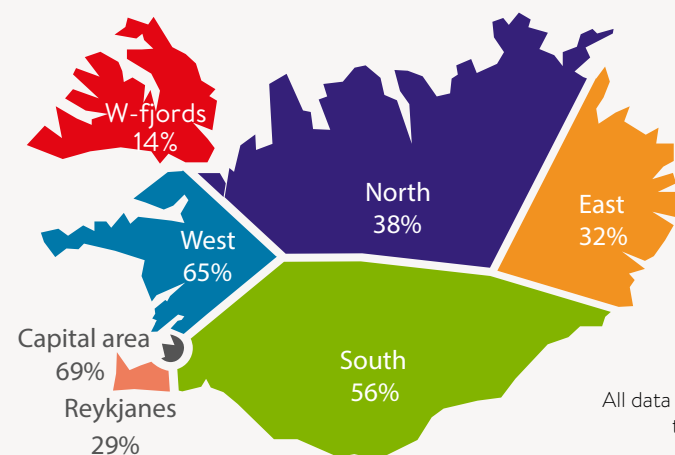
To what regions did visitors travel in summer 2021



Guestnights all types of registered accommodation



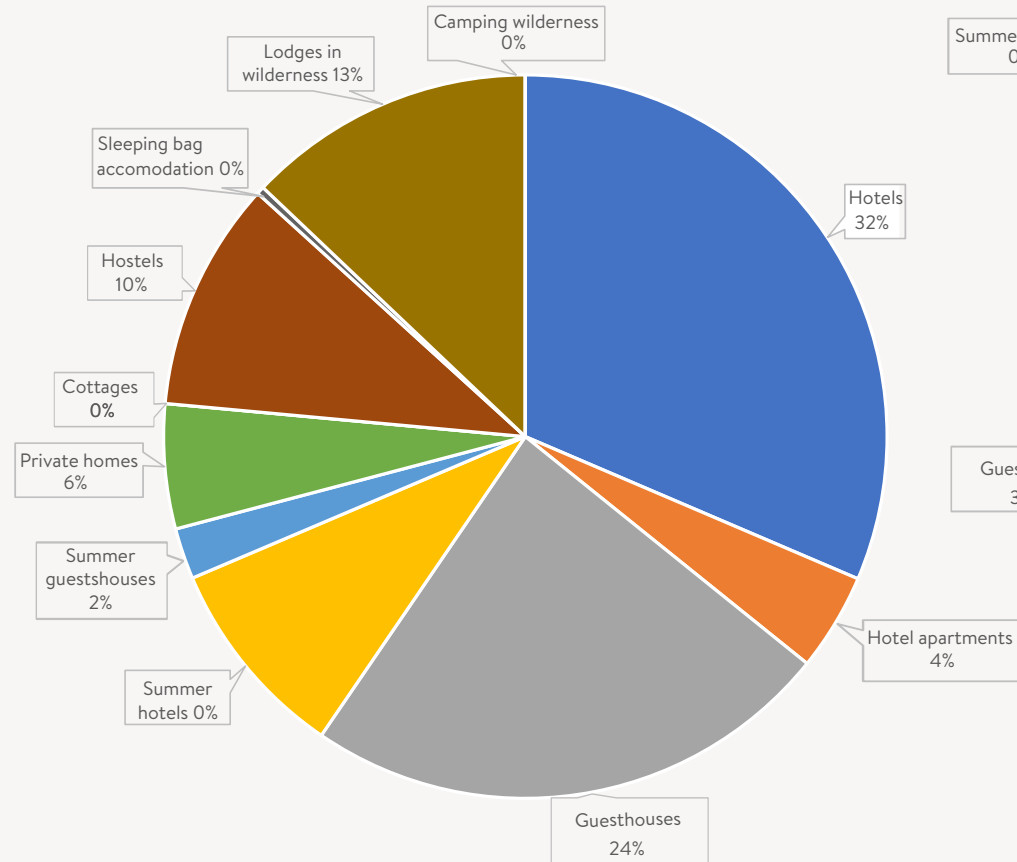
In which regions did visitors overnight in summer 2021



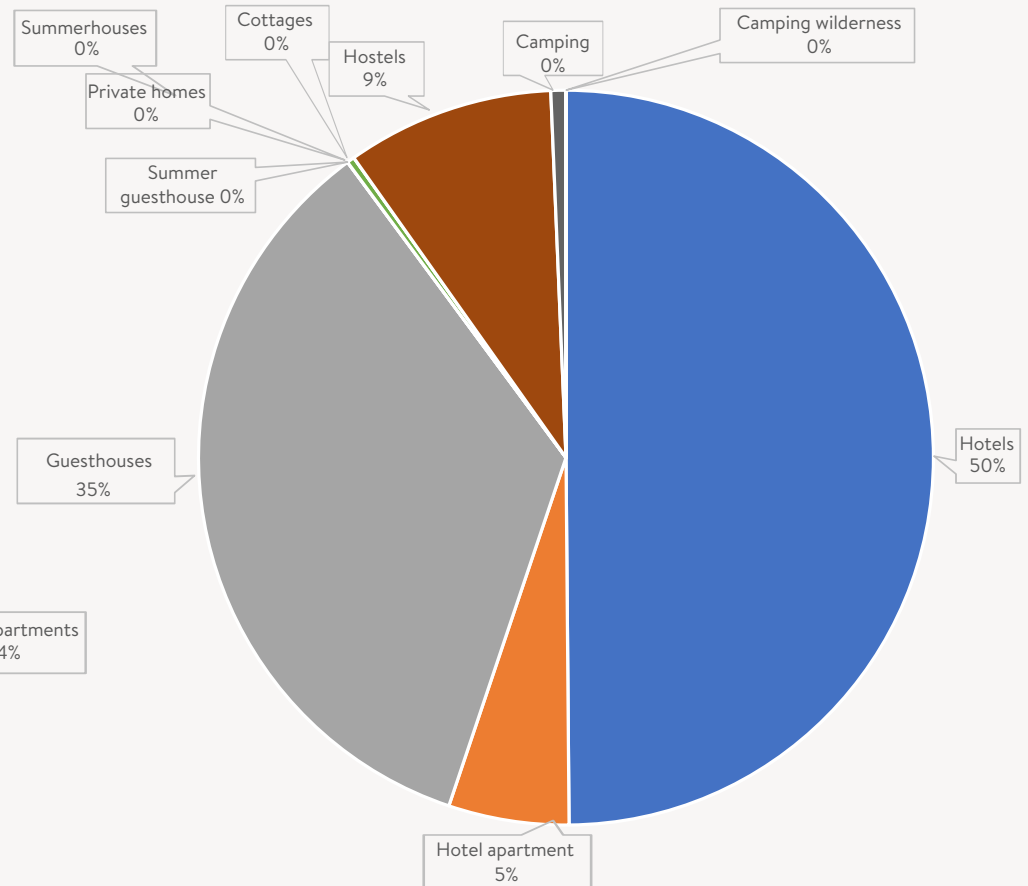
All data from the nationaly
tourism authorities
ferdamalastofa.is

Destination Performance

Bed supply - July 2019

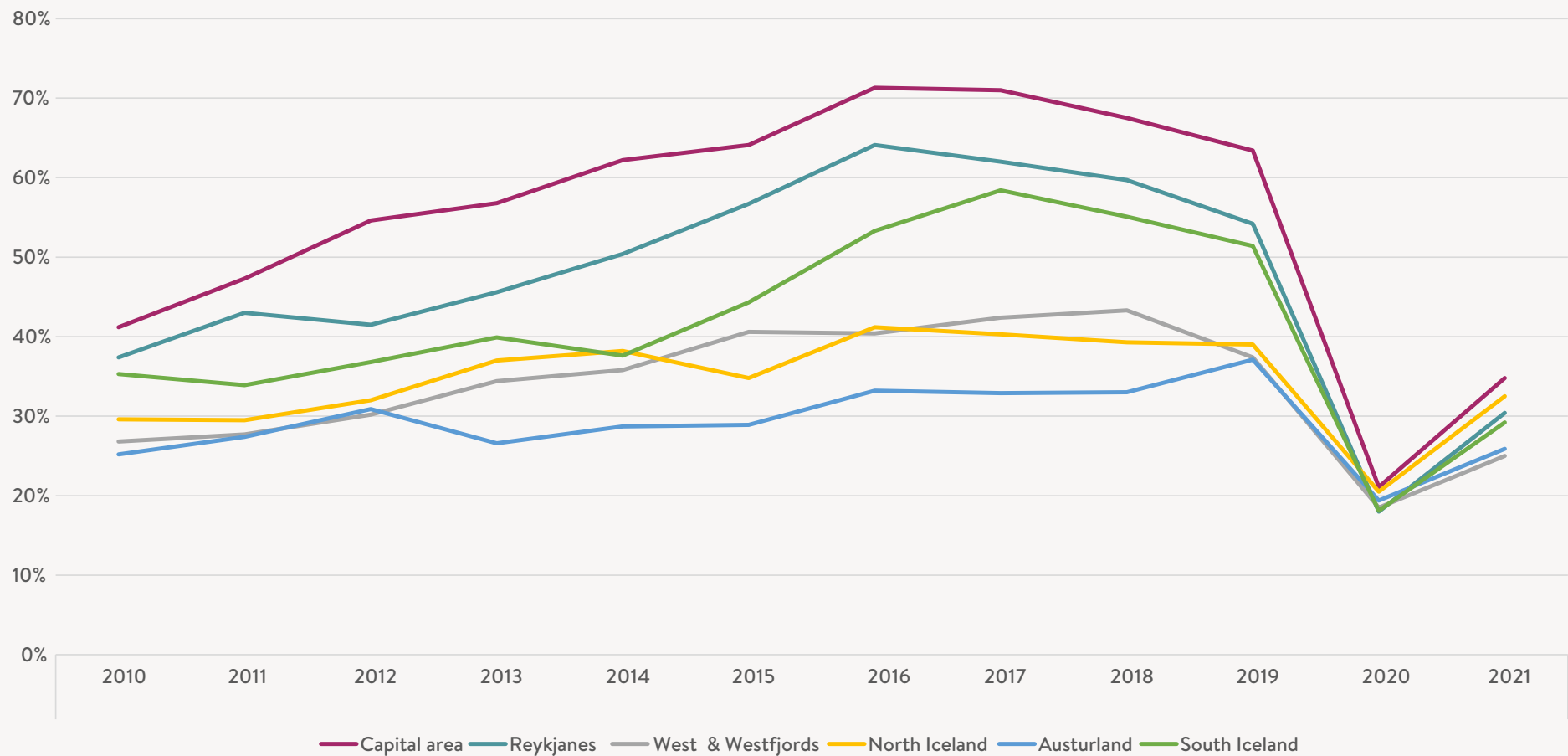


Bed supply - December 2019



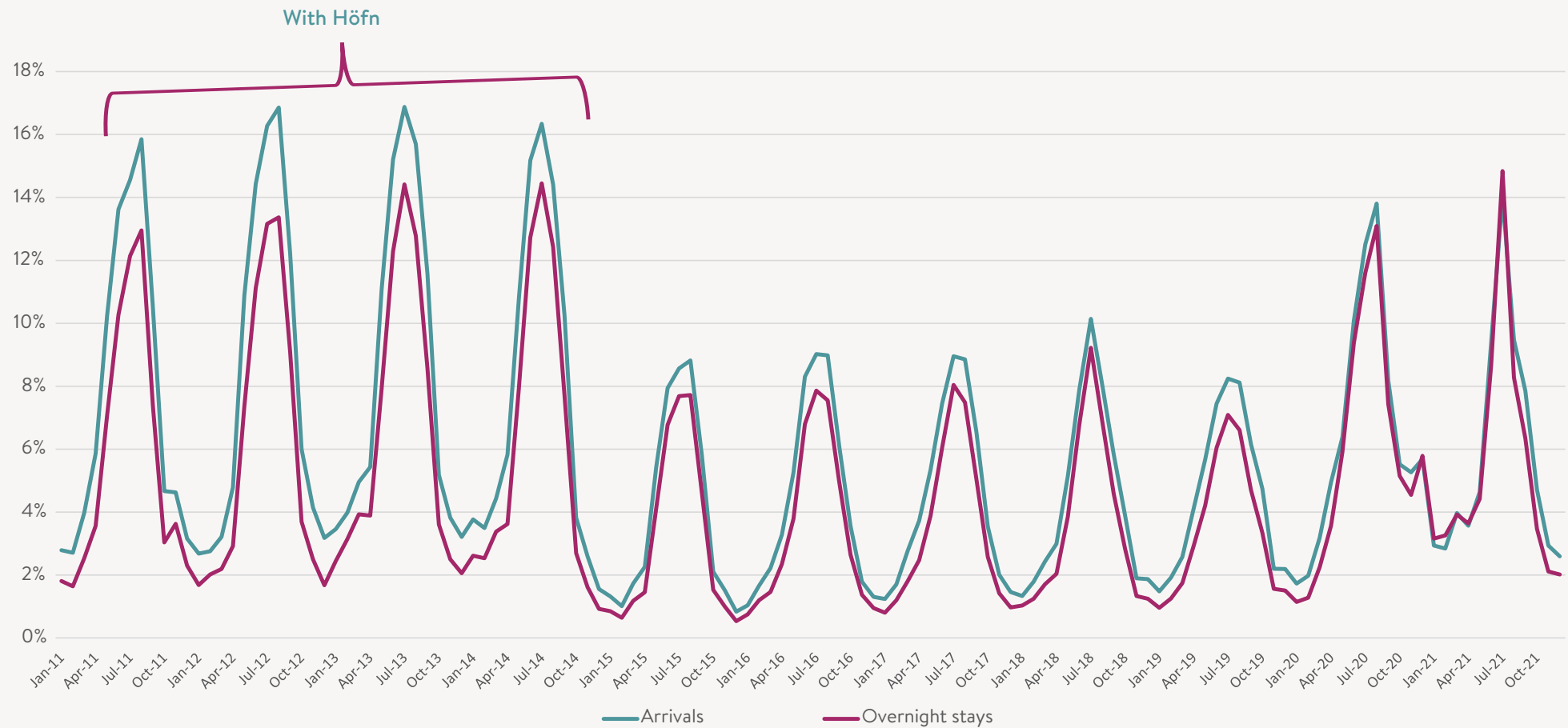
Destination Performance

Occupancy rate by regions - Hotel rooms



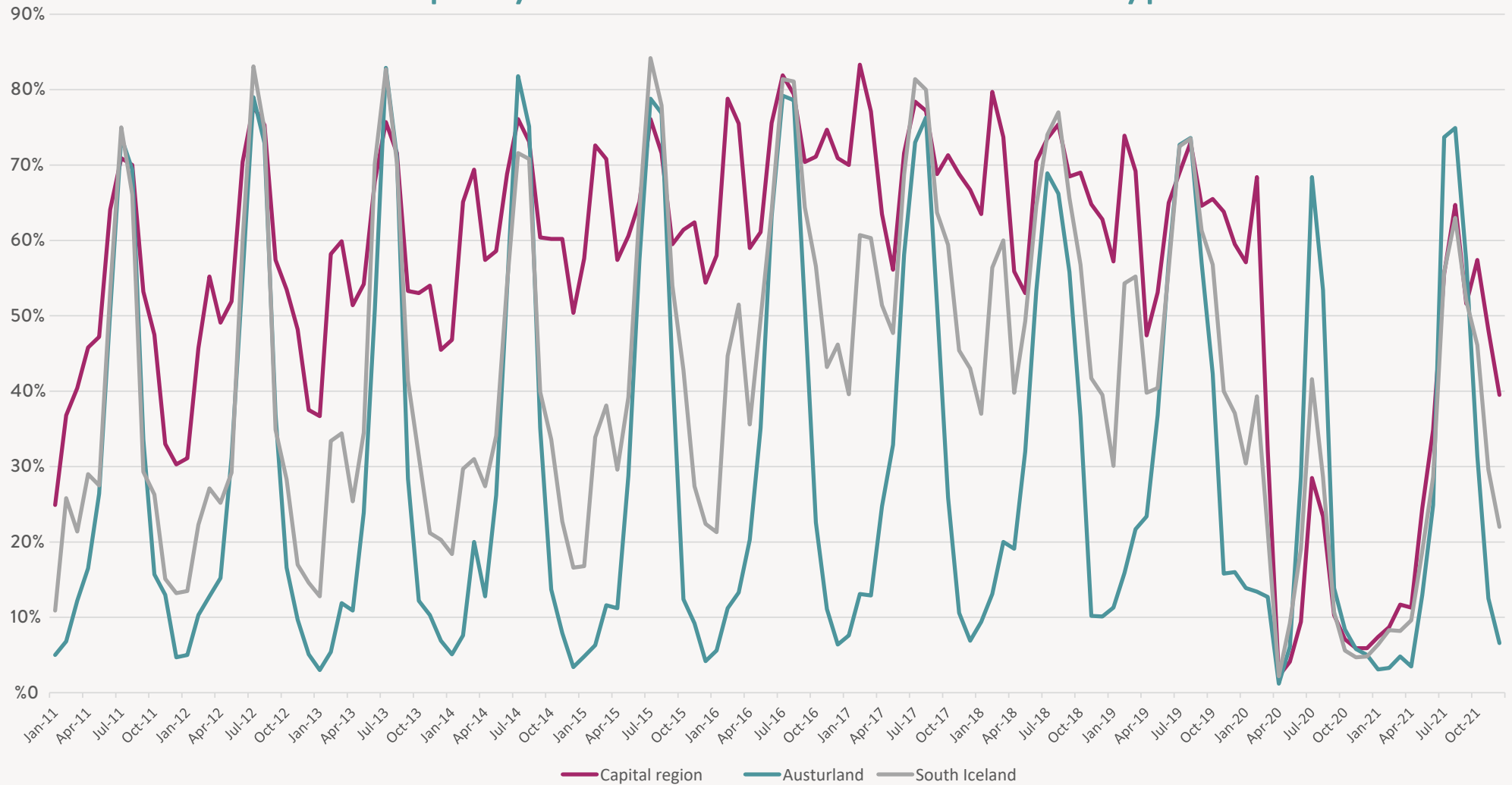
Destination Performance

East Iceland's share of overnight stays and arrivals – all accommodation



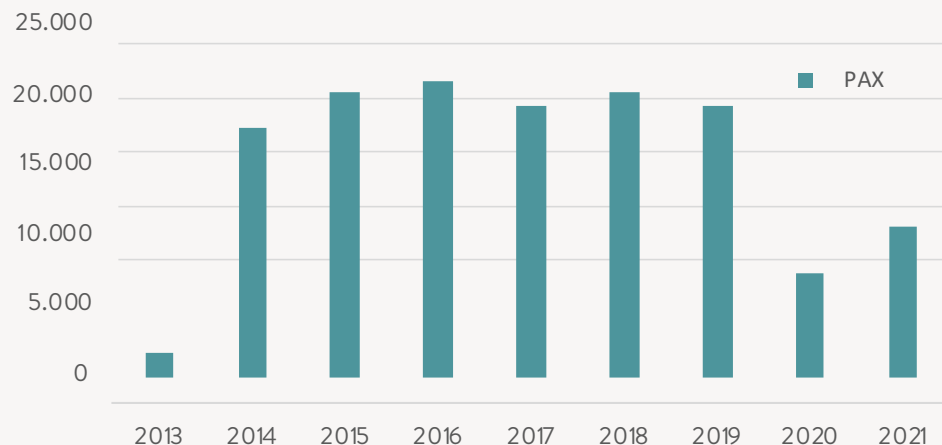
Destination Performance

Occupancy after months - all accomodation types

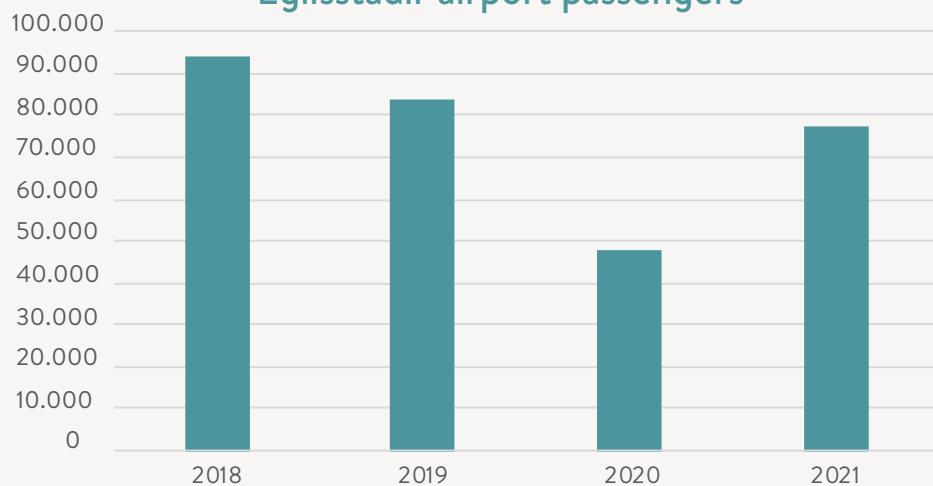


Destination Performance

Smyril line – passengers

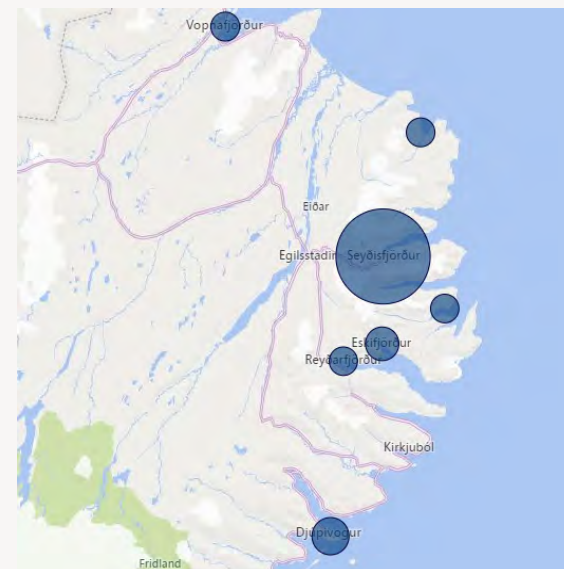


Egilsstadir airport passengers

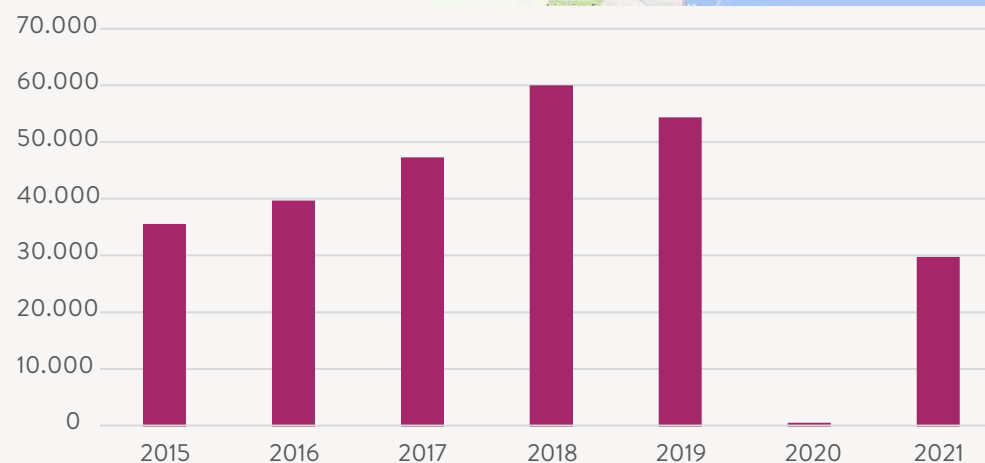


Cruise harbors

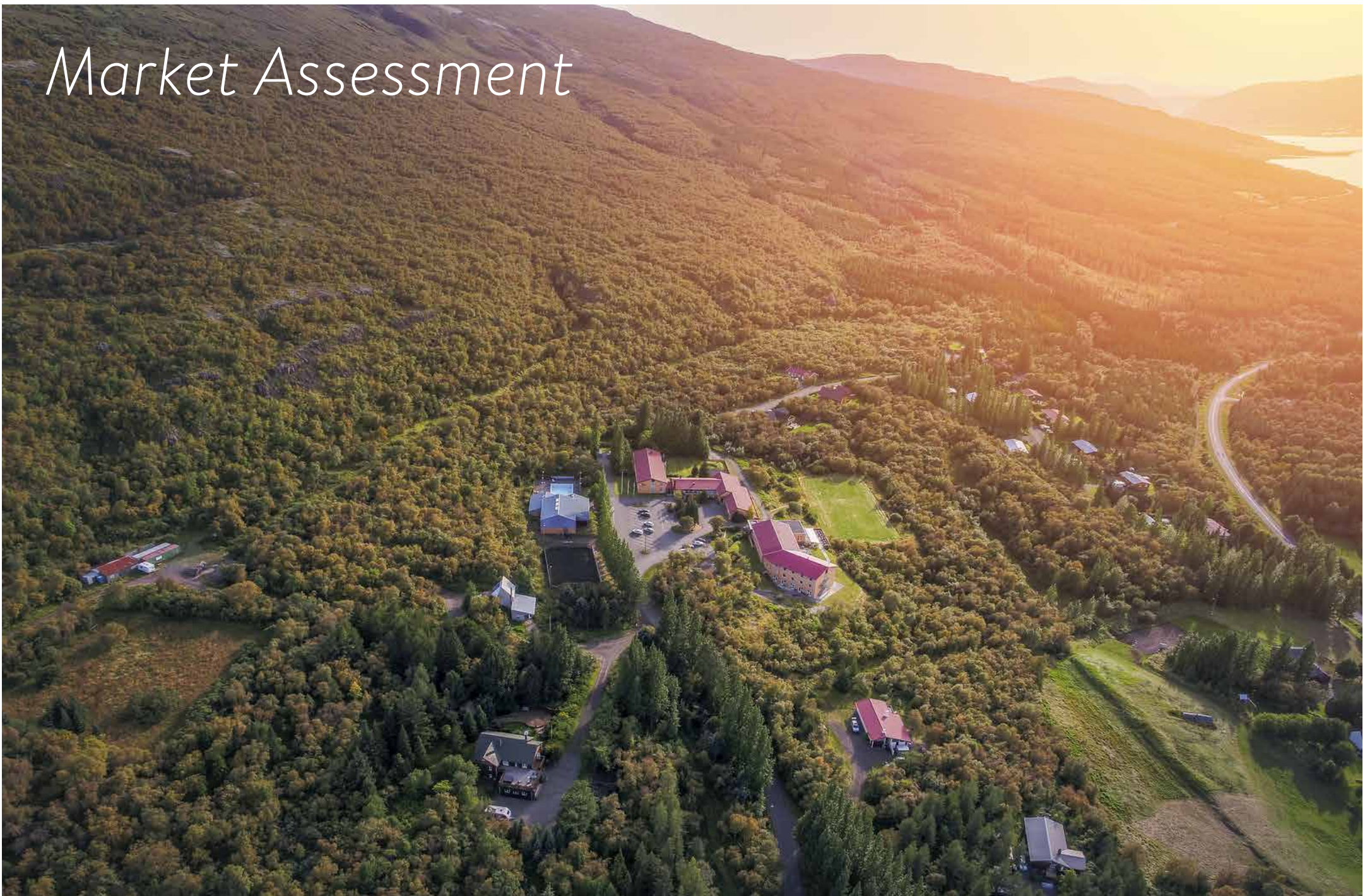
Seyðisfjörður,
Djúpivogur,
Eskifjörður,
Borgarfjörður Eystra,
Vopnafjörður &
Reyðarfjörður.



Cruise passengers



Market Assessment



Situation Analysis



11.100
INHABITANTS

15.792 KM²

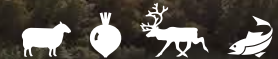


19 HOTELS
23 GUESTHOUSES
65 OTHERS

108 Registered accommodations
Approximately 2800 beds & 1000 rooms



41 RESTAURANTS



5 BUS
COMPANIES



5 CAR RENTALS

Main Experiences



BATHING & WELLNESS
NATURE EXPLORING
COASTAL EXPERIENCES
CULTURE
BIRD WATCHING
KAYAKING
LOCAL FOOD
HIKING
SKIING
BIKING
PETTING ZOO
ATV
HORSE RIDING



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DESTINATION AUSTURLAND / TARGET AUDIENCES



SELECTIVE
EXPLORERS



GENTLE
ADVENTURERS



NATURE
NERDS



ACTIVE
RELAXERS



ODD
CREATIVES

OUR GUESTS

Everyone who visits Austurland is our guest and is treated as such. In order to give our guests the best experience the region can offer we have defined our target audience, segmenting it into social profiles grounded on their motivations for travel rather than demographics. These groups allow us to specialise our products but also be flexible. Thus, one individual doesn't necessarily belong to only one of the listed segments, but can search for different kind of experiences from different trips or even from day to day.

SELECTIVE EXPLORERS

- Passionate about travelling and adventure
- Prefer to go off the beaten track
- Like to be surrounded by different people and environments
- Want to know where the food comes from
- Willing to pay for quality
- Well-informed with a curious mind
- Have a responsible side

NOTES

Tend to be well educated, seasoned travellers and technology savvy. Main motivation for travelling is to explore new territories; nature, culture, local life, food and traditions. Want to go deeper into the core of the destination, and search for unique experiences that deliver a combination of physical and emotional value. Love to listen to stories, and appreciate the connection to people and places.

GENTLE ADVENTURERS

- Want to have the unexpected but reasonable
- Impressed by local food, culture and people
- Request organized freedom; prefer marked trails and not to rush into any nonsense
- Request experience guiding and planning; like to manage things by themselves, but appreciate good service and the help to do so
- Collect stories to tell friends about their trips; very active on social media, post a lot before, during and after the travel
- Admire nature and people; show respect towards environment and cultural heritage

NOTES

Looking for experiences with the best value for money. Appreciate good service and the unexpected little extra. Situations providing time together are important, offering experiences for all to enjoy. Family friendly environments and tailored experience packages are attractive. Enjoy to experience through participation. Shared joy is twice the joy!

ACTIVE RELAXERS

- Love the outdoors, hot tubs and a cold beer
- Like lazy mornings but have nothing against a good hike in the afternoon
- Like to watch the volcano but don't need to understand how it works
- A coastal tour with picnic - a perfect day
- Value well organized travel packages that take care of all the details
- Appreciate comfort with good food, good service and good company

NOTES

Looking for a quiet place, with an atmosphere helping to rest the mind and soul, and to recharge at. Often choose the extra comfort when offered. Like to bring some extra flavour to life, and to get the additional luxury, but are not demanding. Like to join and follow. Enjoy to participate in local events. Fill their life with self-fulfilling experience, including time for contemplation and a good laugh.

NATURE NERDS

- Like to watch the mountain and understand how it was created
- Visit the museum for lunch and hike in the afternoon
- Geology is their passion - the mountain is not just a mountain!
- Request guiding by nature specialists
- Request good planning
- Well prepared and equipped
- Value good information and service

NOTES

Thirsty for knowledge. Want to come close and get deep understanding. Fascinated by nature. Are environmental conscious and show respect. Often well equipped and prepared. May have a specific agenda and purpose for the trip. Appreciate to get the extra information, as direction on how to get to special places, or help to find the best guiding provided.

ODD CREATIVES

- Charge the batteries in the East
- Take a lot of pictures
- Feel inspired
- I am a bohemian - I love the rural lifestyle!
- Looking for unique and fulfilling experiences
- Network with creative people
- Engage in cultural events
- Well-travelled and urbane

NOTES

Active within creative sector. Looking for cultural activities, places and events. Like to participate in unique contexts, providing opportunities for interaction with other creatives. Find inspiration in the surroundings; from meeting people and in the environments. Appreciate the feeling of getting connection to the place, and to feel part of the local creative community.

DESTINATION AUSTURLAND / ROUTES

ON THE EDGE

We recommend you take 2-3 days to enjoy this route to its fullest. You won't regret taking your time to become one with the Icelandic landscape and heritage.

THE COASTAL EXPERIENCE

Drive from Egilsstaðir to Reyðarfjörður. Stop at the Wartime Museum to learn about the relations of soldiers and local residents during World War II. Opt whether to drive to Fáskrúðsfjörður through the tunnel or on the old, partly gravel road near Skríður Island. Enjoy a meal at L'abri Restaurant in Fáskrúðsfjörður village, as well as the museum devoted to French fishermen and their heritage.

FJORD TO FJORD

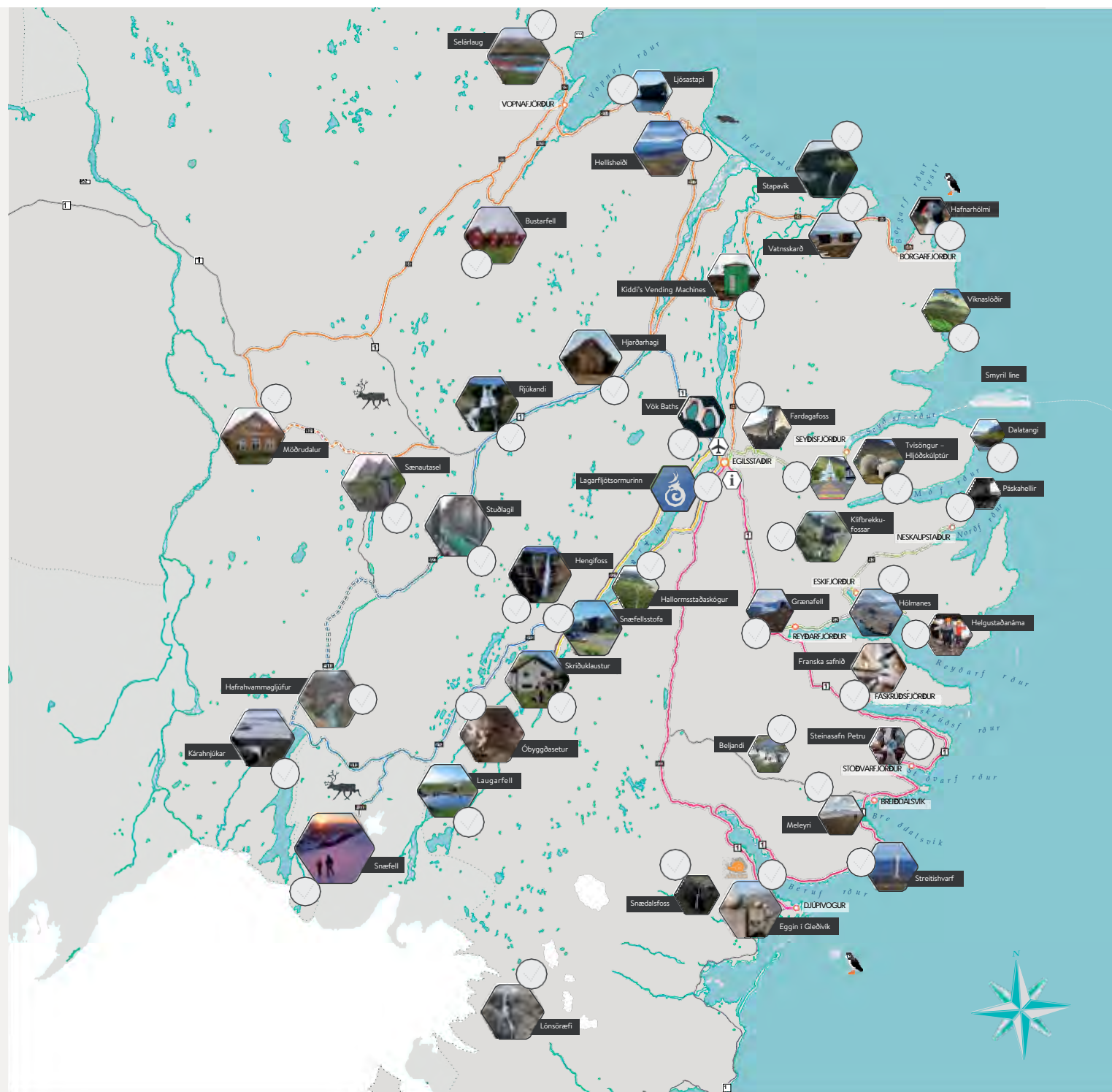
Start your day in Egilsstaðir and drive towards Seyðisfjörður. Where you start climbing the slopes onto Fjarðarheiði pass, you should stop and walk up to Fardagafoss waterfall. You can even clamber behind it and view Egilsstaðir from the trail.

HIGHLAND CIRCLE

Start bright and early visiting Vallanes Organic Farm for breakfast. Then drive through Iceland's biggest woods, Hallormsstaðaskógur, and hike up to Hengifoss, Iceland's second-highest waterfall.

THE RING OF RIVERDALE

The Ring of Riverdale runs around Lagarfljót river and to the Wilderness Center. The Ring of Riverdale can be done in one day, but it is easy to extend it if people want to have plenty of time to explore the area. On this trip, you can find Hallormsstaðaskógur, Skríðuklaustur, Snæfellsstofa, and Hengifoss among other things.



Progress since last DMP

1. Establishing Austurland to become a strong destination.

- ✓ Forming of the DMO – we had consultant and did restructuring
- ✓ In 2021 the DMO of Austurland was formed within the organisation of Austurbrú.
The setup is divided into teams with one managing the organisation and two teams. The two teams are marketing and communication & strategy projects and partnership.
- ✓ Various workshops with partners
- ✓ Structured annual plan for storytelling and marketing
- ✓ Event communication

2. Support the clusters

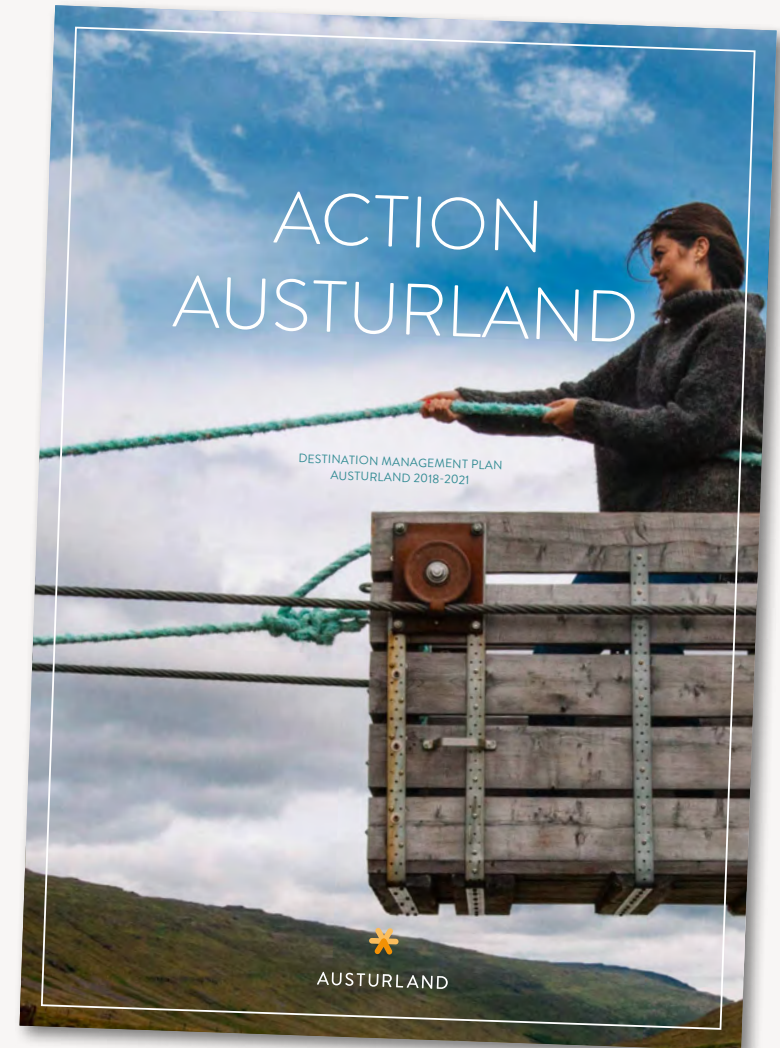
- ✓ Extensive work with food – matarmót, matarauður, osfrv.
- ✓ Outdoor – winter sports- extensive work with ski areas – Austurland ski pass

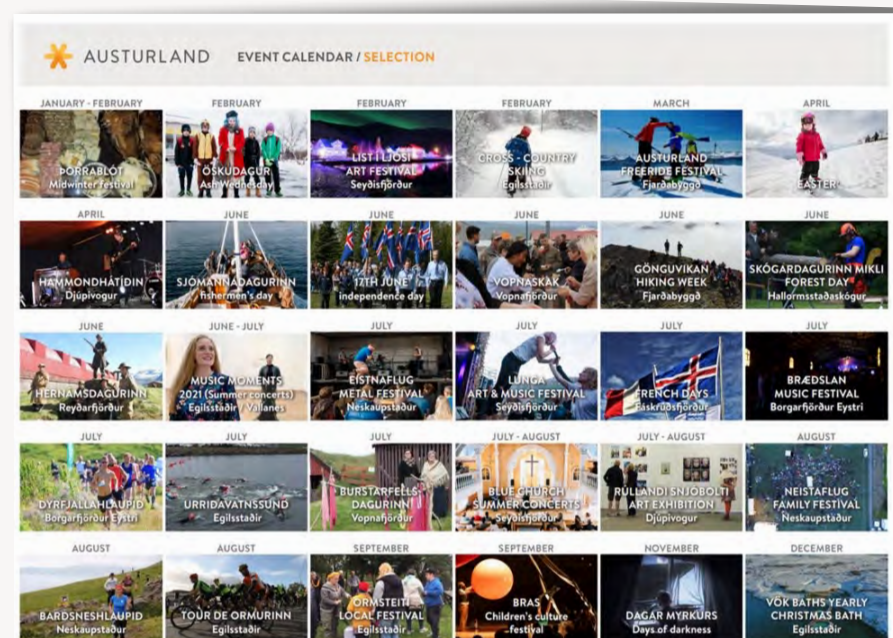
3. Grow competences

- ✓ Toolbox, traveltrade, photo accessibility, online course, courses in marketing.
- ✓ Top destination work, ferðaleiðir, participation in Ratsjá

4. Urban planning and community planning

- ✓ TERRA MODEL, STUÐLAGIL, Sigange – collaboration with Rán, workshop architecture and design thinking.





Appið er aðgengilegt í App Store og Play Store

Ert þú með Austurlands appið?

Upplýsingar um verslanir og þjónustu á Austurlandi.

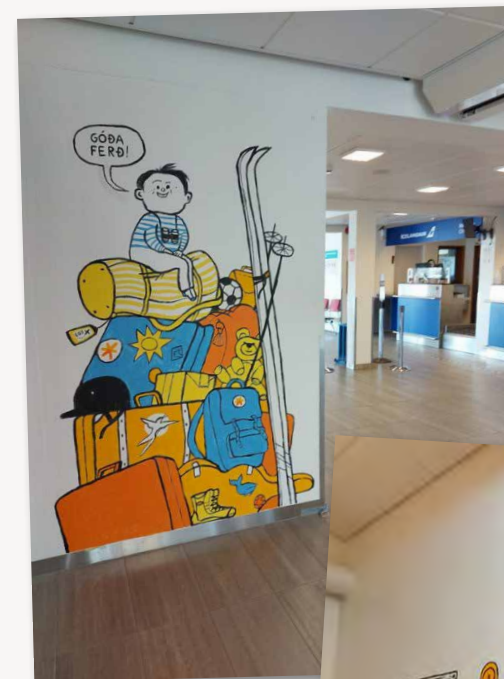
Fjöldi tilboða frá verslunum veitingahúsum, gististöðum og sörum þjónustuaðilum.

Yfirlit yfir viðburði tengda menningu, útivist, tónleikum og mat.

Upplýsingar um laus störf, fasteignir og ferðaleiðir á Austurlandi.

SparAustur heitir núna Austurland. Í appinu er að finna tilboð, viðburði, verslanir, þjónustuaðila og ótal margt fleira. Sendu okkur línu á austurland@asturland.is með upplýsingum um þjónustu, viðburði, tilboð og störf.

AUSTURLAND
ÆVINTYRI LÍKAST



UPPBÝGGING ÁFANGASTAÐA

Námskeið

Um námskeiðið

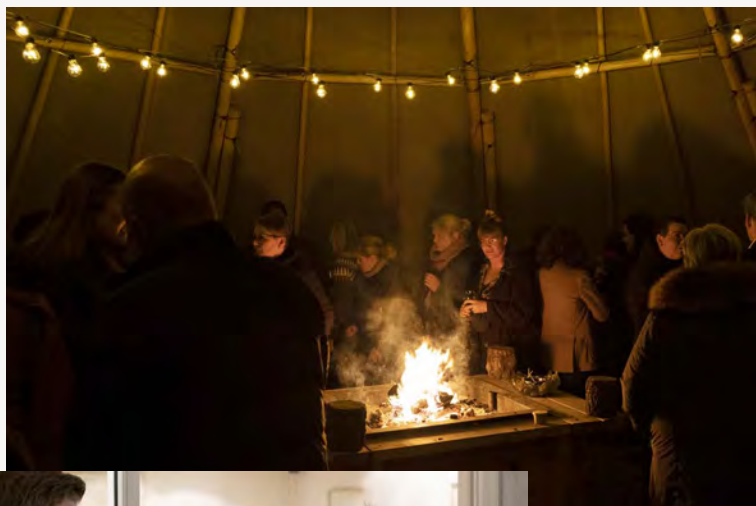
Ferðamannastaðir eru heimsóttir af bæði íbúum og gestum og það skiptir miklu máli hver upplifunin er. Huga þarf að mörgu þegar farið er í uppbyggingu áfangastaða svo sem upplifun, stýringu og öryggi og skipulagi og hönnun. Mikilvægt er alltaf að horfa á heildarmynd við uppbyggingu ferðamannastaða.

AHERSLUR >>

- UPPLIFUN FERÐAMANNNA
- STYRING & ÖRYGGI
- STYRKJA-UMMYRÐI
- SAMSTARF & SAMRÆMING
- SKIPULAG & HÖNNUN

Þetta námskeið er með það markmið að tengja og samhæfa sveitarfélag og ríki annars vegar og hönnuða og framkvæmdaraðila hins vegar.

AUSTURLAND



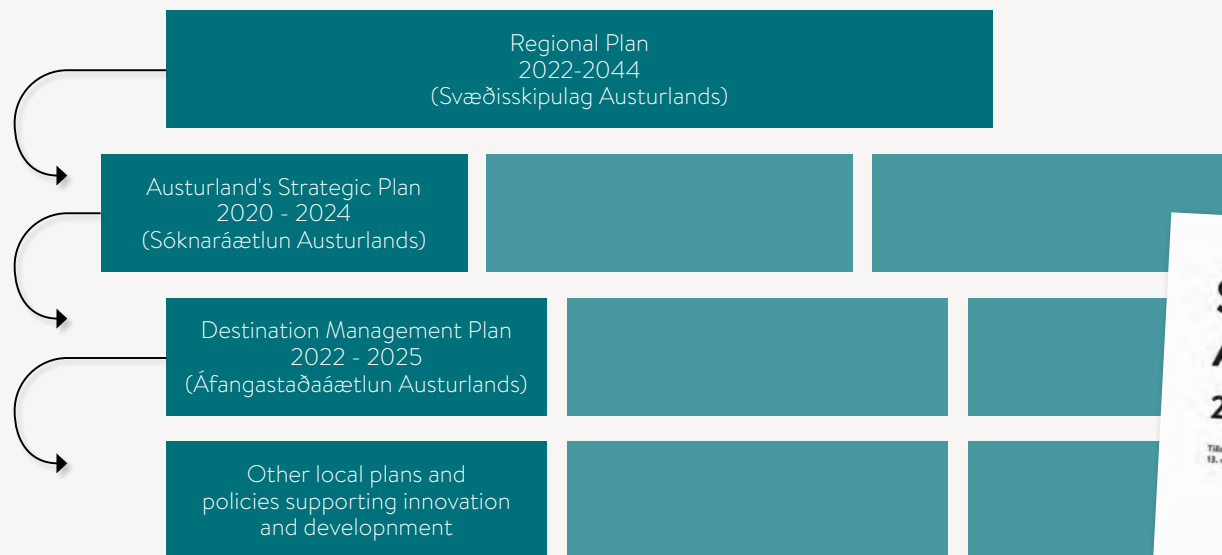
Future Aims



Future Aims

A Plan for the future of Austurland

This fall a regional plan for Austurland 2022 – 2044 will be confirmed



In the year 2044 Austurland will be

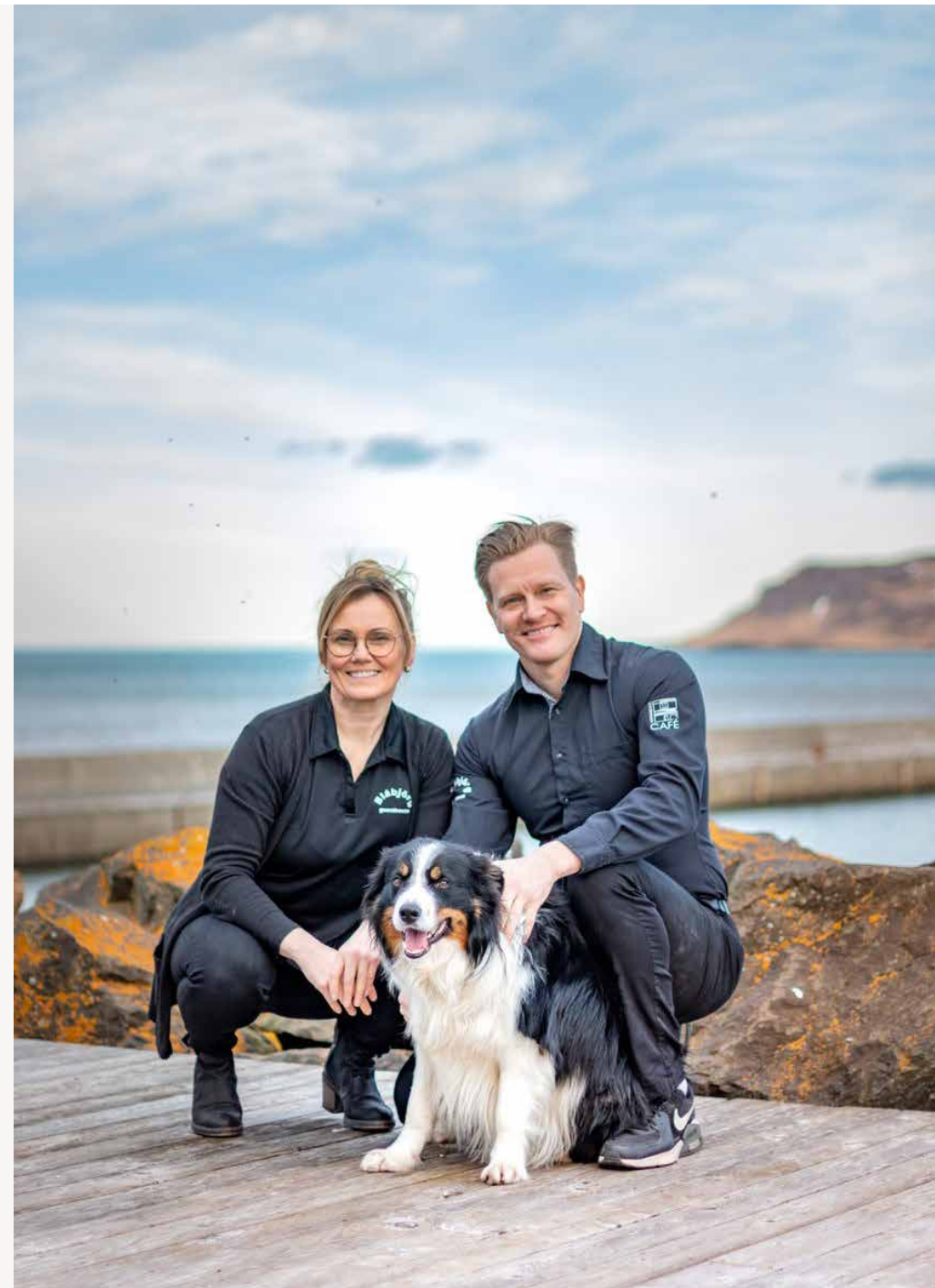
- A diverse and open community of people who have the opportunity to develop their talents and fulfill their dreams.
- A place where partnership and cooperation is the norm.
- A region where tourism is one of the economical cornerstones along with food production and forestry.
- A strong and sustainable destination where tourism thrives during winter, spring, summer and fall.
- A vibrant destination for residents and visitors.
- A destination where its uniqueness will be used in product development and marketing.
- A community where visitors are welcome and can participate in the daily lives of residents.



A Region of Opportunities

Auður Vala Gunnardóttir founded Blábjörg Guesthouse in Borgarfjörður eystri in 2011 together with her husband Helgi Sigurðsson.

The company has grown and prospered and it has become a guesthouse, restaurant, spa and then they have even started their own distillery making top quality „landi“ (moonshine)



On working together

The Austurland Brand has been designed and developed as a symbol of Icelandic quality.

"Cooperation creates intimacy between companies and you see where you can improve"

"I am proud to be from Austurland and that is why I consider this an urgent project. This increases our visibility and is a sign of solidarity within the region."



A Region of Inclusiveness

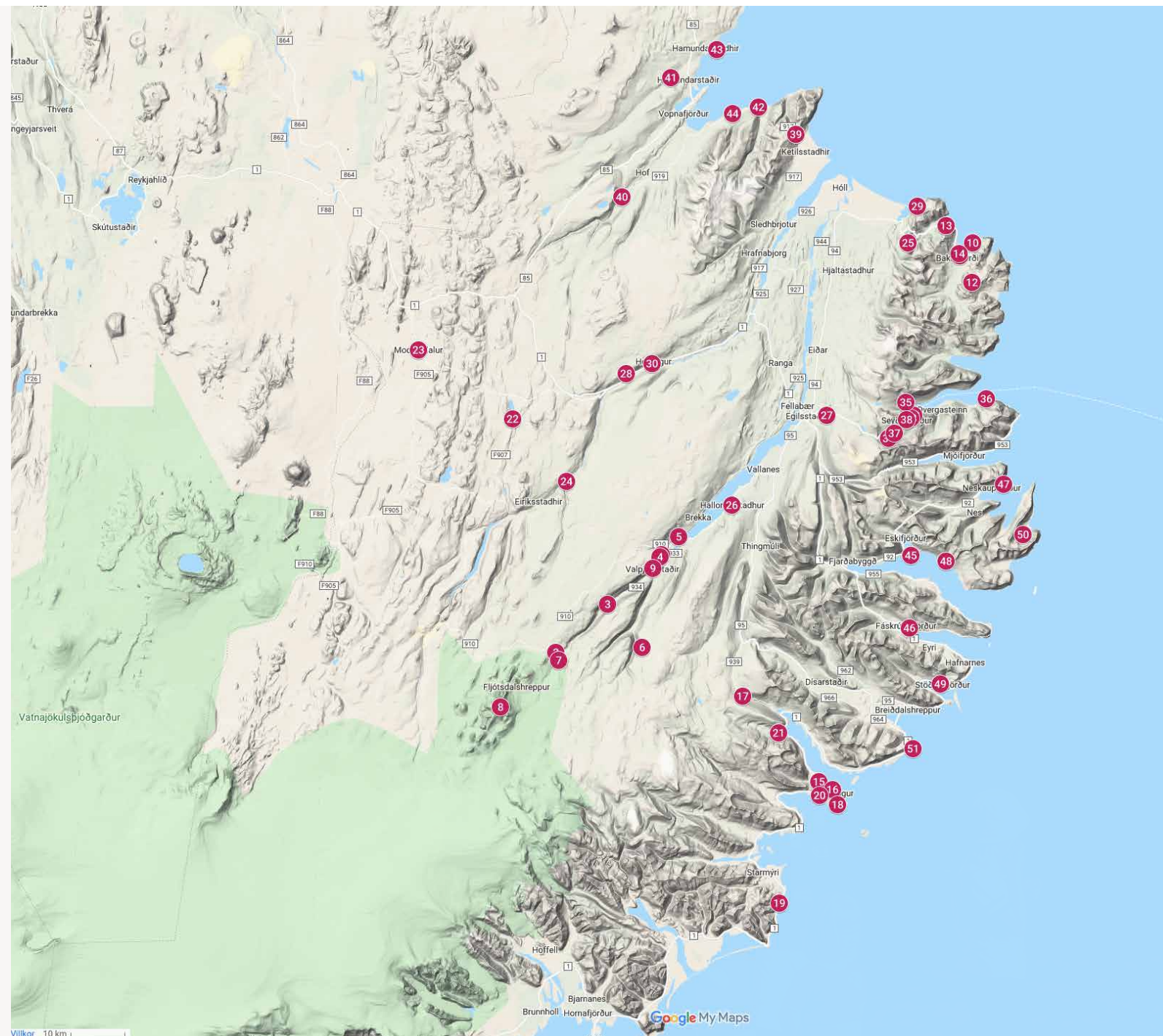
Hákon Hildibrand is the owner and manager of Hildibrand Hotel, The Bait Shack Restaurant and Bar, The Cliff Hotel and recently he opened an art residence in one of the oldest houses in Neskaupstaður, aptly named The Gay Palace.

„It was a very masculine and old-fashioned society when I was growing up. I left as soon as I could.

But when I came back in 2009 as an adult things had changed. The fjord had become wider and brighter. I was going to stay here for a while and save some money and I haven't left“

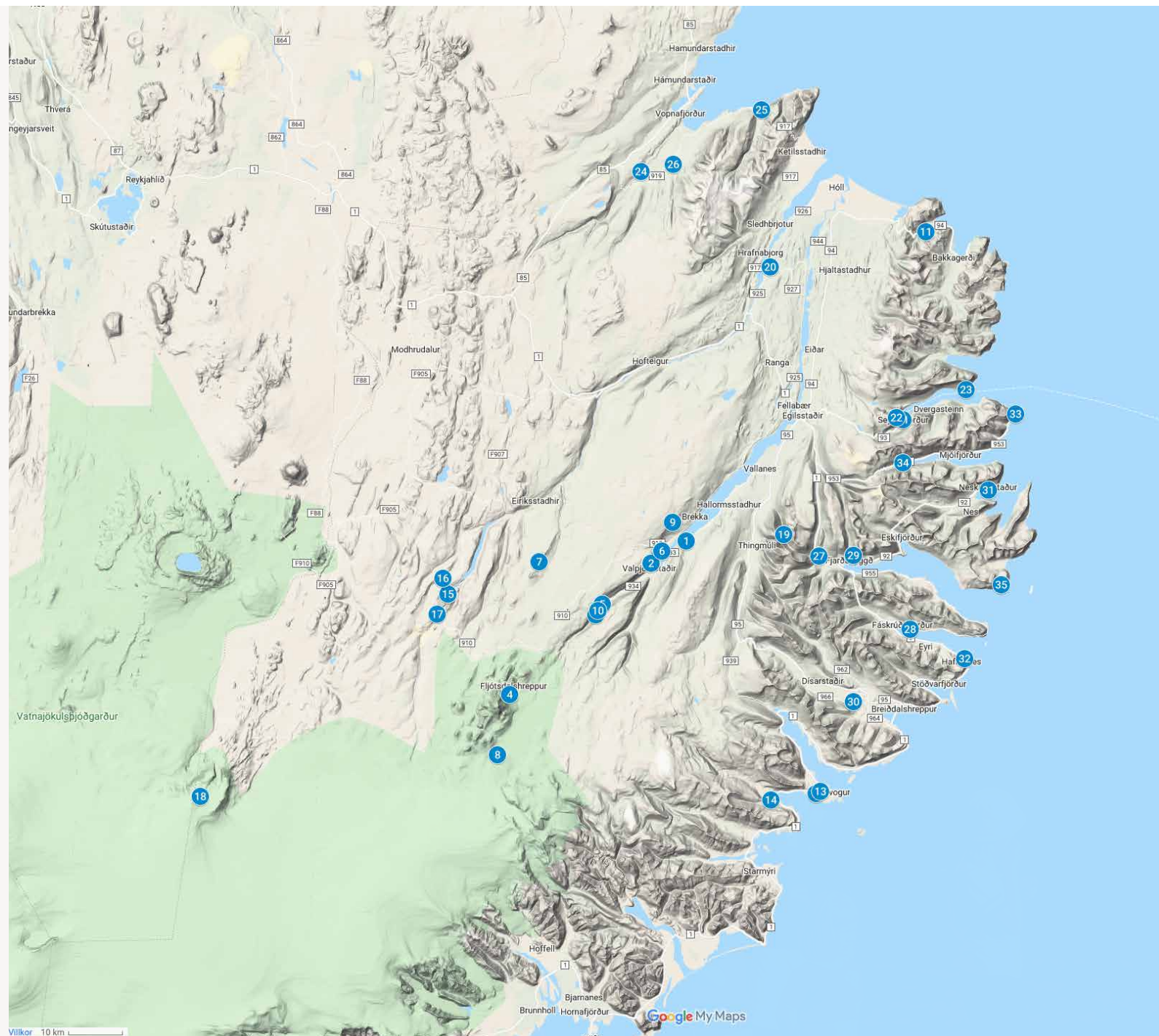


1. Snæfellsstofa Visitor Center
2. Laugarfell náttúrulegaugur
3. Wilderness Center
4. Skriduklaustur
5. Hengifoss
6. Strútsfoss
7. Fossaganga
8. Snæfell
9. Valþjófsstaður Church
10. Hafnarhólmur
11. Álfaborg
12. Víknaslóðir
13. Njarðvíkurskriður
14. Lindarbakki
15. Teigarhorn
16. Egginn í Gleðivík
17. Öxi
18. Ströndin við Djúpavog (sandarnir)
19. Stapavík / Stapinn
20. Djúpavogskörin
21. Fossardalur
22. Sænaútsel
23. Möðrudalur
24. Stuðlagil Canyon
25. Stóruð
26. Hallormsstaður
27. Fardagafoss
28. Rjúkandafoss (Ytri Rjúkandi)
29. Stapavík
30. Hjarðarhagi, gömul fjárhús
31. Regnboga Vegur - Rainbow Road
32. Tvísöngur
33. Búðarárfoss
34. Neðri Stafur
35. Vestdalur
36. Skálanes
37. Gufu waterfall
38. Gamli bærinn við Lónið
39. Hellið í Eystri
40. Bustarfell Museum / Minjasafnið á Bustarfelli
41. Selárdalslaug
42. Skjólíffjörur
43. Fuglabjarganes
44. Gljúfursárfoss
45. Hólmanes
46. Franski spítalinn
47. Páskahellir - Fólkvangur
48. Helgustaðanáma
49. Petra's Stone Collection
50. Gerpissvæði
51. Streitisvíti



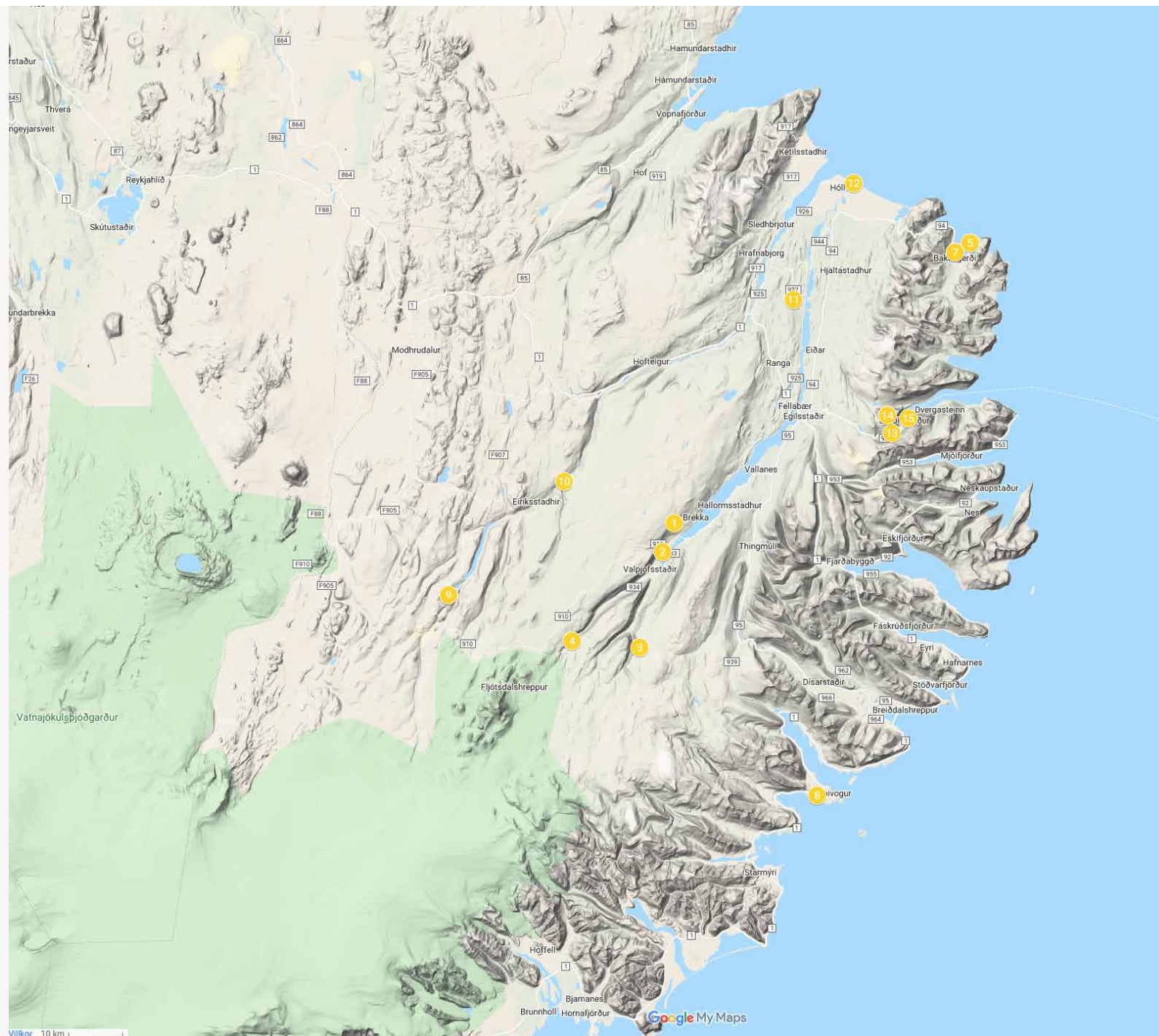
POTENTIAL PLACES

1. Ranaskógur
2. Tröllkonustígur
3. Gjáhhalli í Norðurdal gönguleið
4. Sótavistir - Vatnajökulspjóðgarður
5. Fossaganga ofl. gönguleiðir Jökulsá
6. Bessastaðaárgil - Melarétt
7. Fjallaskarð
8. Eyjabakkar
9. Stígur frá Hengífossi að Valþjófsstað
10. Gönguleiðir við Jökulsá
11. Innra Hvannagil
12. Djúpavogskörin Natural Geothermal Pool
13. Hálsarætur - gönguverkefni
14. Bragðavellir
15. Hafrahvammagljúfur
16. Laugavellir Hot Natural Pot
17. Kárahnjúkavirkjun
18. Kverkfjöll
19. Hjalpleysa
20. Geirsstaðakirkja
21. Fjarðarselsvirkjun Power Plant
22. Snjóflóðavarnargarðar við Bjölf
23. Brimnesviti Lighthouse
24. Hofskirkja
25. Böðvarsdalur
26. Þverárgil
27. Grænafehl
28. Franski grafreiturrinn
29. Búðarárfoss
30. Beljandi foss
31. Frábær smábær - Hjallurrinn
32. Hafnarnes
33. Dalatangi
34. Pramminn í Mjóafirði
35. Flugvélaflakið í Valahjalla



ONGOING PROJECTS

1. Hengifoss
2. Bessastaðárgil - Melarétt
3. Strútsfoss
4. Fjallahjólaleiðir í Fljótsdal
5. Hafnarhólmi
6. Gamla bryggjan
7. Kaupfélagshúsið
8. Djúpavogskörin
9. Hafrahvammagljúfur
10. Stuðlagil Canyon
11. Galtastaðir Fram
12. Úthérað - Fuglaskoðunarsvæði
13. Gufufoss
14. Bjólfur
15. Búðarárfoss





FORGANGSVERKEFNI 2022 - AUSTURLAND

1. Hengifoss

Stækkun og frágangur bílastæða við Hengifoss.
Áframhaldandi vinna í stígur við Hengifoss

2. Melarétt

Hönnun og skipulag á áningarstað við Melarétt og Bessastaðaárgil.

3. Stuðlagil

Hönnun á mannvirkjum svo sem: útsýnispalla, tröppur, öryggisgrindur, göngubrýr og tengistígagerð allt í samræmi við rammaskipulag svæðisins.

4. Baugur Bjólfs

Framleiðsla á útsýnispallinum (steypueiningar og handrið) og framkvæmdir á útsýnisstaðnum (bílastæði, stígar, skilti, endurheimt holt, undirstöður baugs).
Áframhald verkefnisins / næstu áfangar snúast svo um gerð áningarstaða á leiðinni, fleiri pallar, þjónustuhús, útskot og endurgerð vegar.

5. Djúpivogur

Göngustígakerfi fyrir Djúpavog

6. Vopnafjörður

Hönnunarsamkeppni - uppbygging á baðaðstöðu.
Samkeppnin beinist að hönnun heitra lauga/potta sem nýta glatvarma frá vinnslu Brims og lausna tengdum aðgengi, skiptiaðstöðu fyrir baðgesti og merkingum en pottarnir eru hugsaðir í hjarta bæjarins, nærri sögulegri byggð og jafnframt athafnasvæði.

7. Hreindýragaður - Vínland

Bætt aðstaða fyrir gesti og dýr. Göngustíga, salerni og stækkun bílaplans.

8. Hjallinn - Neskaupstað

Áframhaldandi hönnun og aðstaða.



OPEN AUSTURLAND
DESTINATION MANAGEMENT PLAN
AUSTURLAND 2022-2025

MORE TO COME..



AUSTURLAND