



24 January 2024

Work on Tourism Policy in Iceland

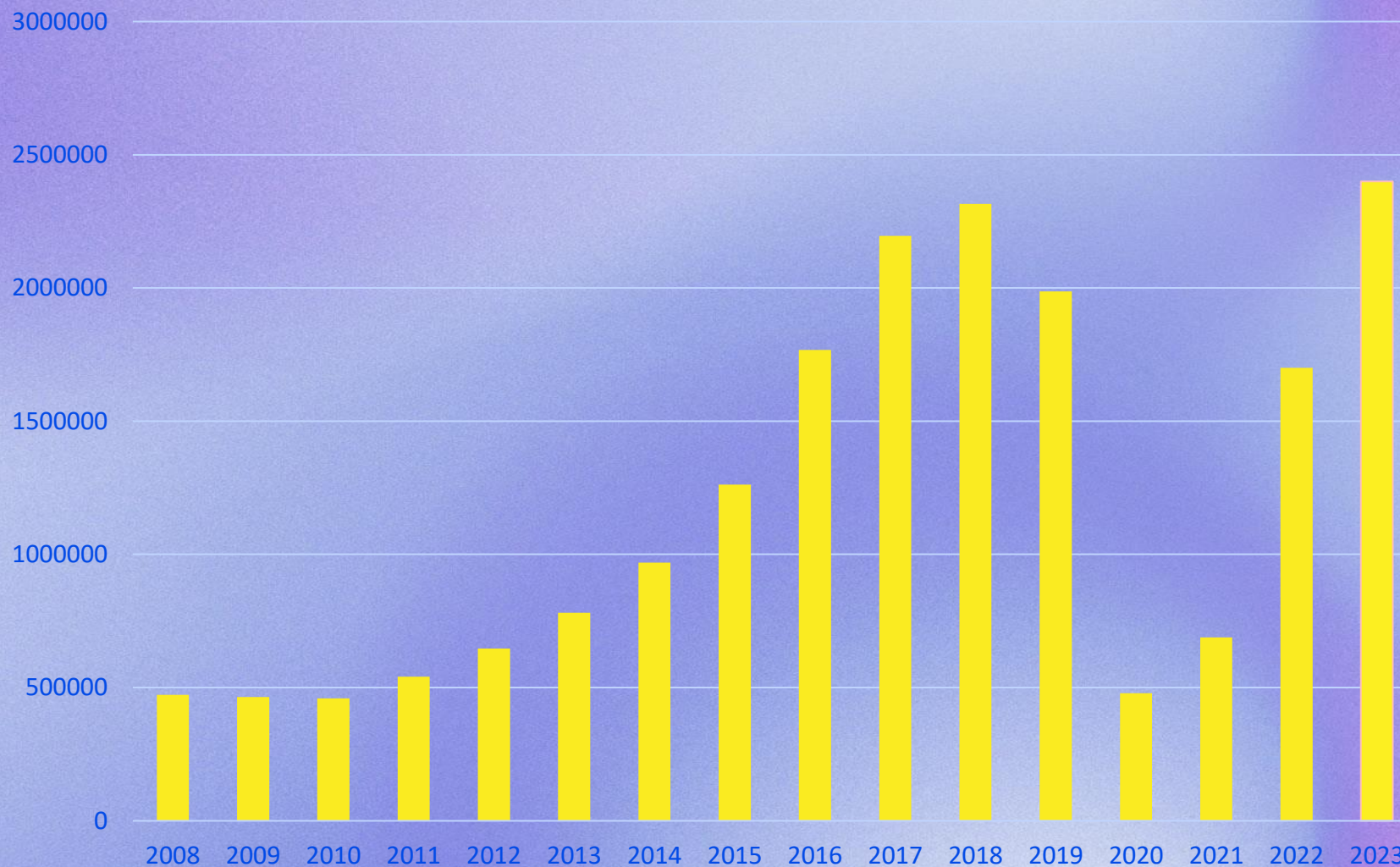
- Focus on long term Sustainable Tourism

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Stjórnarráð Íslands
Menningar- og viðskiptaráðuneytið

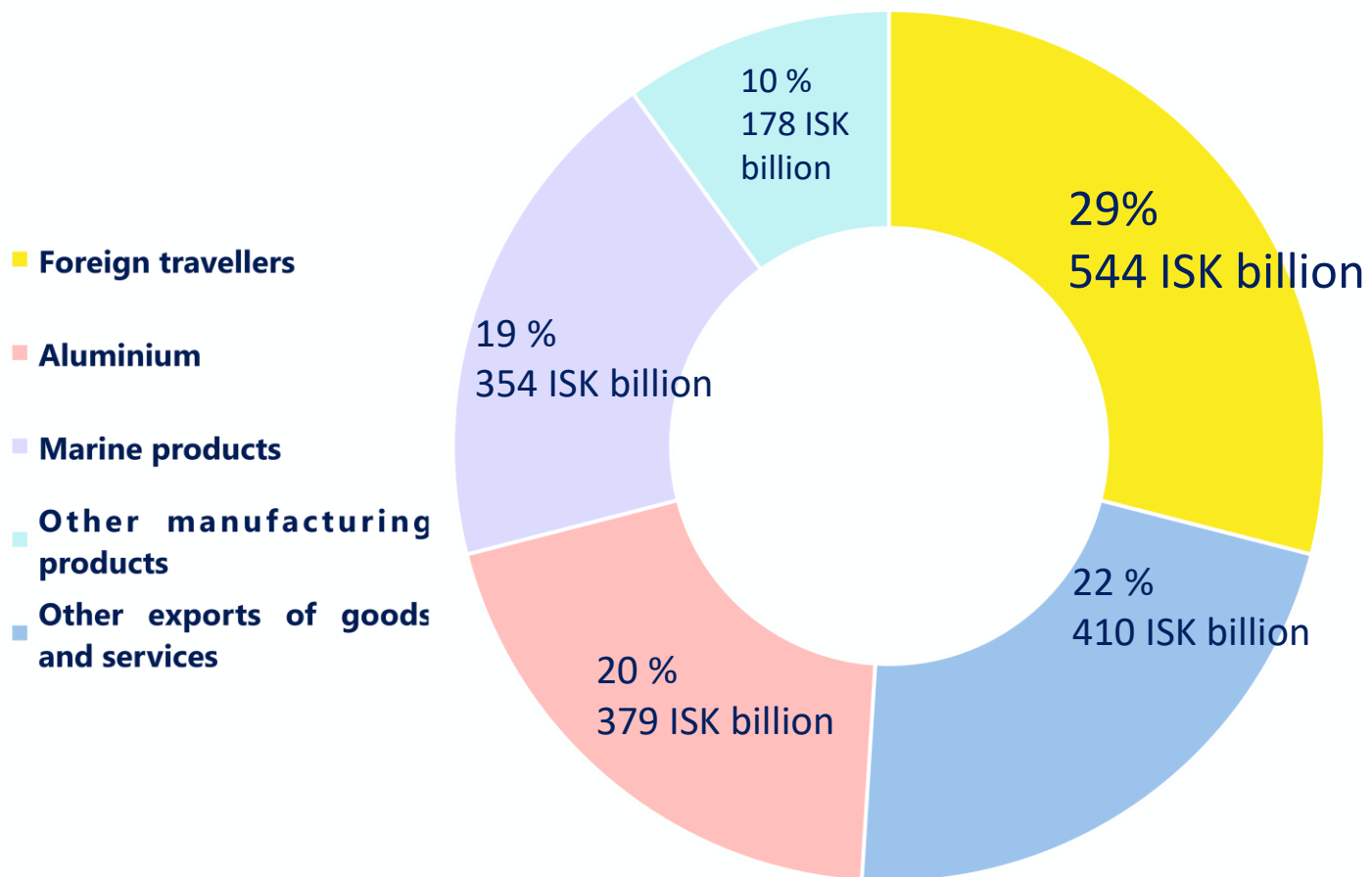


International arrivals of tourists to Iceland





Tourism is our largest export sector



Tourism share of GDP
8%

People working in tourism
35,614
July 2023

Source: Statistics Iceland

Benefits and Challenges of Tourism Growth



Increased state revenues, job creation and more diversified experience for locals (more restaurants etc)



Pressure on nature, infrastructure and society (public acceptance)



Need for a Tourism Policy and Action Plan. Need for a balance and a long term vision.

Work on Tourism Policy and Action Plan to 2030

- Been ongoing for the last 2 years. Aim to finish the Tourism Policy and Action Plan in March this year and present to the Parliament.
- Overall emphasis on sustainability in all areas, competitiveness, quality and benefits for society throughout the country.
- Various challenges in tourism:
 - Infrastructure, rapid steady growth, “mass tourism”, better distribution of visitors (over the year and around the country), education, workforce, research, quality, safety issues, nature preservation, local acceptance, taxation, impact of large cruise ships, marketing, competitiveness etc.
 - All links to the need for a long term sustainable vision for this key pillar.



Tourists are increasingly demanding sustainable destinations and services.

Sustainability needs to be present throughout the entire value chain



Sustainable tourism respects the environment, ensures the long-term protection of natural and cultural resources and is acceptable and justified from a social and economical standpoint

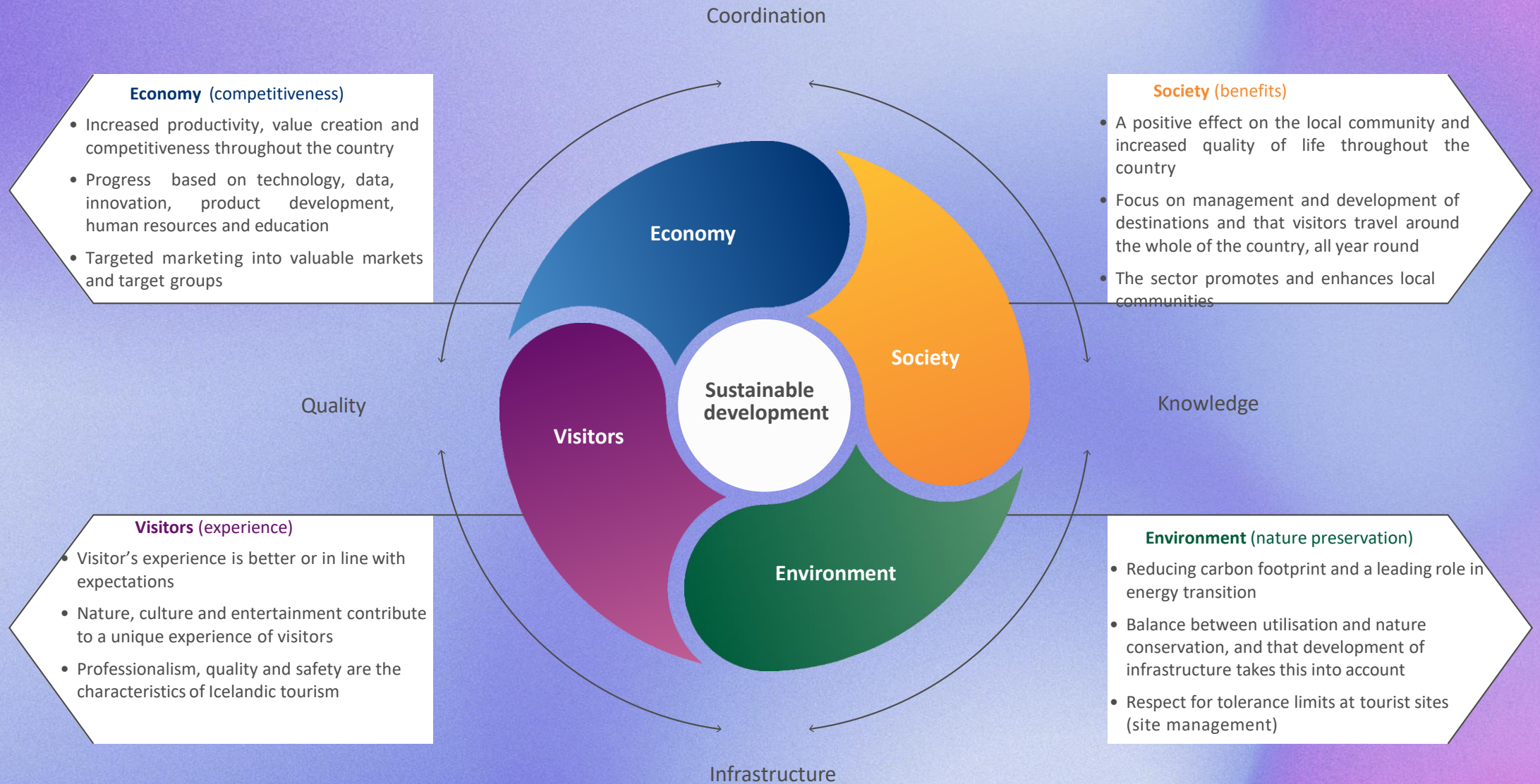




The 4 pillars and the 12 main emphasis points in the Tourism Policy towards 2030

Sustainable tourism – long term vision

*Competitive and resilient tourism in harmony with nature and society.
Balance between economy, environment and society. Quality experience by visitors.*



Seven working groups established to complete the Tourism Policy and work on an Action Plan to follow up on the Policy

Working groups:

- 1. *Sustainability and energy transition.*
- 2. *Competitiveness and value creation.*
- 3. *Research and innovation.*
- 4. *Tourist site management.*
- 5. *Quality and skills.*
- 6. *Health, food and speciality tourism.*
- 7. *Culture and tourism.*

Active participation of around 100 experts from the tourism sector, government and stake holders. Extensive consultation, workshops and meetings with the tourism industry and other stakeholders.

Outcome

- The Tourism Policy and the Action Plan to 2030 is being finalized and will be submitted to the Parliament in the form of a parliamentary resolution in the spring session of 2024 (beginning of March).
- The Action Plan covers equally the 4 pillars and the 12 emphasis points in the Tourism Policy.
 - Around 40 detailed and defined actions, with targets, cost estimation, timeline, responsibility, connection to other policies (i.a. climate, energy, innovation, education) etc.
 - Bottom-up ownership of the actions (outcome of the work of the 7 working groups)
- The Tourism Policy and the Action Plan will be closely monitored and regularly updated until 2030.
- Various legislative and regulatory amendments will follow.
- A foundation for a long term vision and a cross political, and public, acceptance of this key pillar.



Thank you

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