

ICELAND TOURISM CLUSTER

Ásta Kristín Sigurjónsdóttir, CEO



ÍSLENSKI
FERÐAKLASINN
Iceland Tourism Cluster





Cluster map tourism



PROJECTS

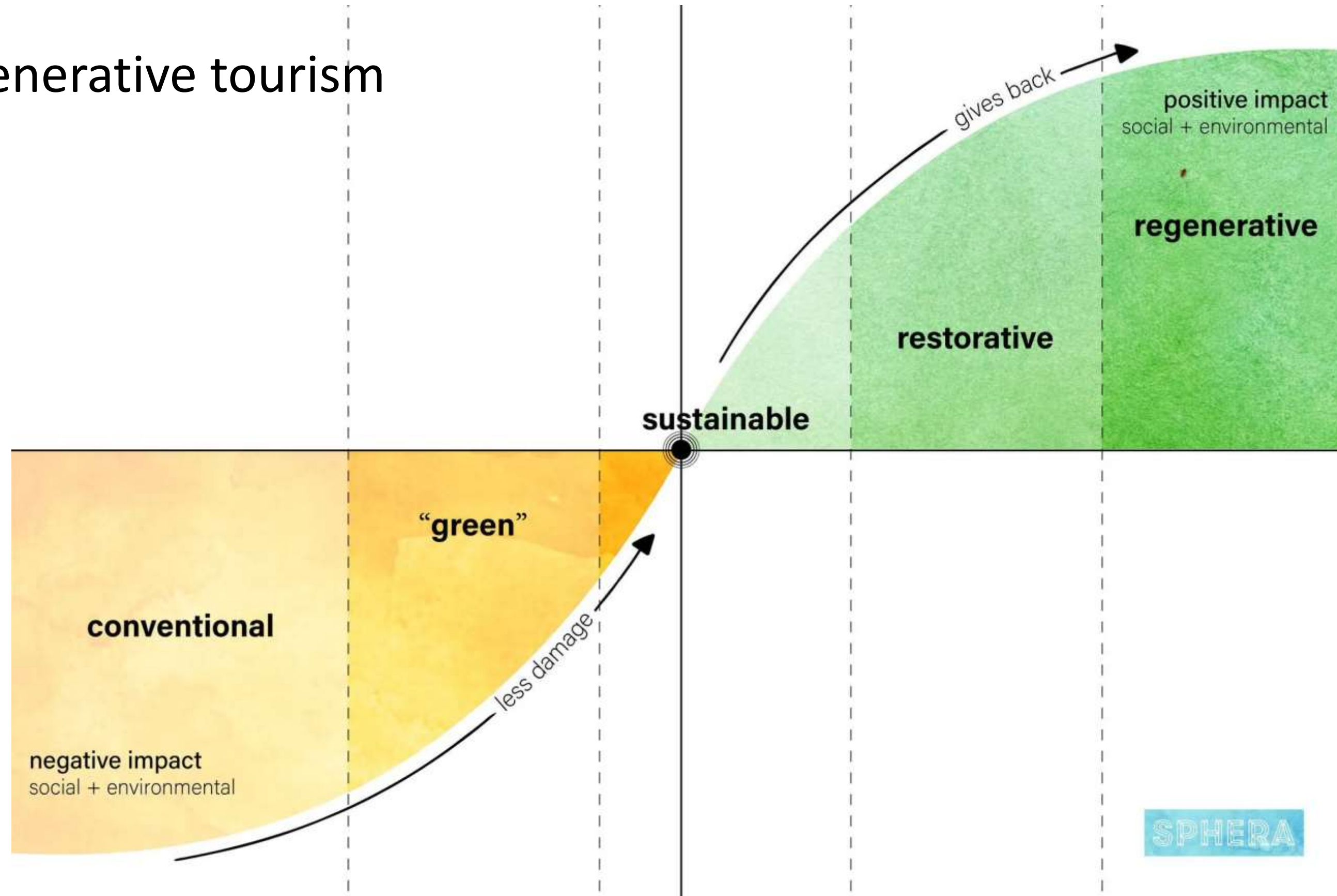


NorReg

Nordic Regenerative Tourism



Regenerative tourism



NorReg Priorities and principles



NorReg


Nordic Regenerative Tourism

A wide-angle, high-angle photograph of a person standing on a ridge of a colorful, layered mountain range. The ridges are composed of various shades of earthy tones, including reds, oranges, yellows, and greys, suggesting different geological strata. The person is small in the frame, wearing a pink hat and dark clothing, standing on a ridge that curves towards the right. The background shows more of the same layered terrain, with some snow patches visible in the crevices and higher elevations. The lighting is bright, casting soft shadows and highlighting the textures of the rock.

COLLECT STORIES

Our Stories



A geothermal power plant is situated in a volcanic landscape. In the foreground, a red pipe runs across a rocky, moss-covered ground. In the middle ground, a small white building with a chimney is emitting a large plume of white steam. The background features a large, rugged mountain with a yellowish-brown hue, likely due to volcanic ash or mineral deposits. The sky is overcast and grey.

1. Renewable energy for higher standards of living

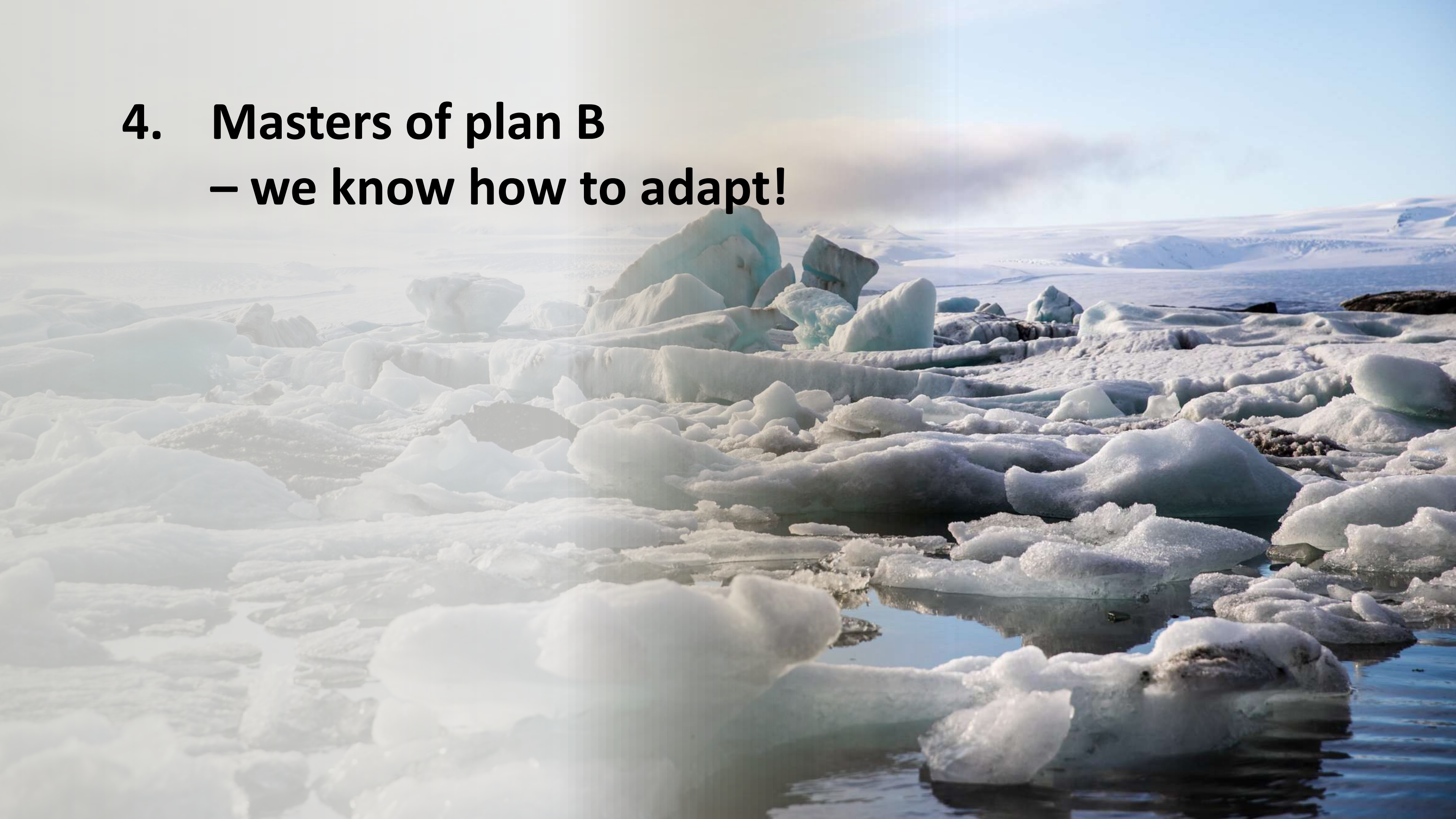
2. Sourcing food in traditional and innovative ways in harmony with nature





3. Equality and ethics are high on the agenda

**4. Masters of plan B
– we know how to adapt!**



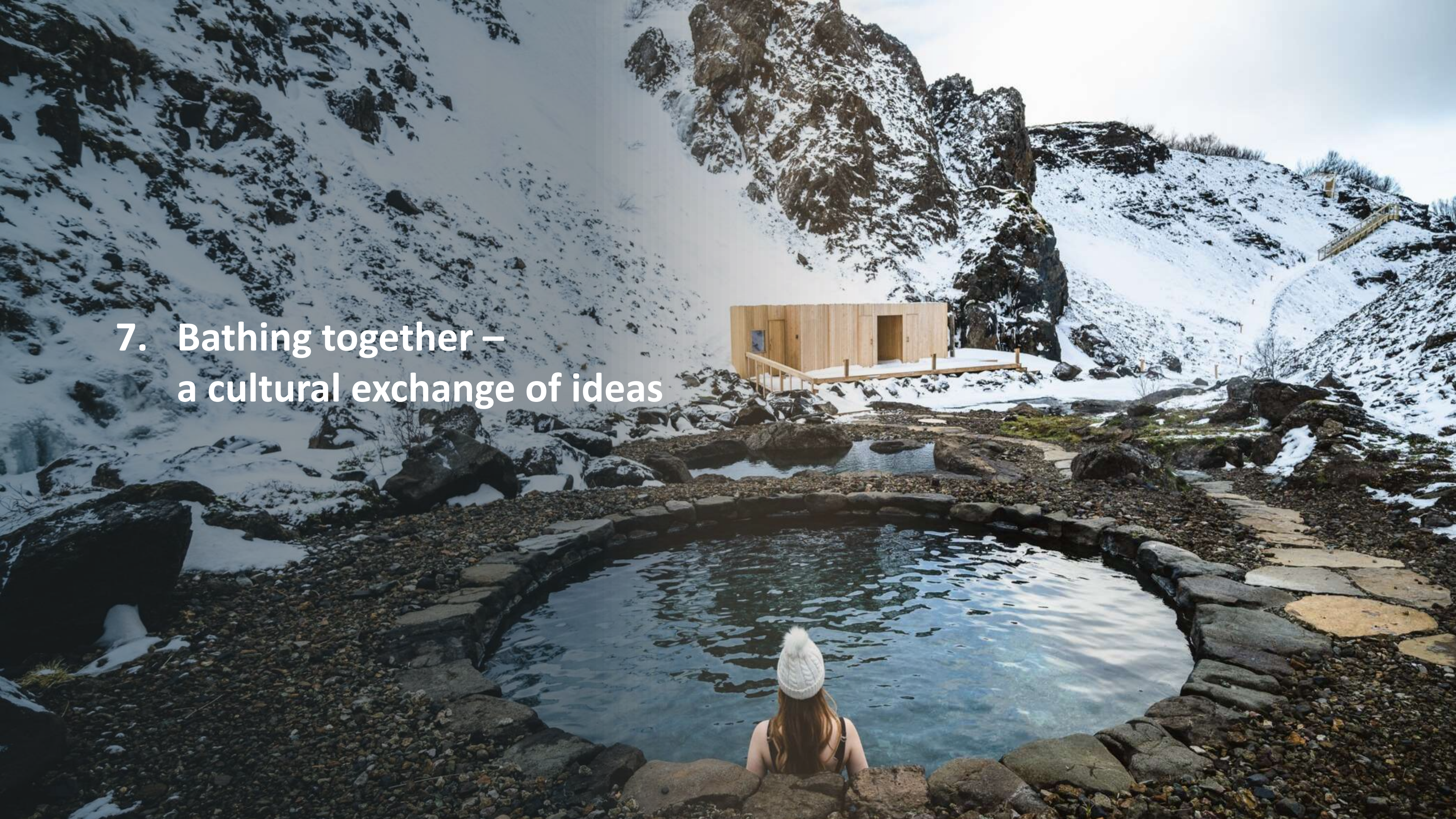
An aerial photograph showing a vast construction site. The ground is covered with a complex, grid-like pattern of steel reinforcement bars (rebar) laid out in preparation for a concrete pour. The rebar is arranged in a dense, overlapping network across a large area of green grass. The perspective is from directly above, looking down on the site.

5. Circular approach – reducing waste and using resources more fully

6. Can do attitude!



7. Bathing together –
a cultural exchange of ideas





8. A place of peace

**Proud but not satisfied –
we look towards the future**

Traveltrade.is



A wide-angle landscape photograph of a hiker standing on a rocky ridge. The hiker is wearing a blue jacket and dark pants, looking out over a vast, rugged mountain range. The terrain is brown and rocky, with patches of snow scattered across the slopes. The sky is a clear, pale blue with a few wispy clouds. The overall scene conveys a sense of adventure and achievement in a high-altitude environment.

ONE MILESTONE AT A TIME

