



Strategy for Icelandic Exports

Visit to Visit Iceland

Congress Network Finland, 15. April 2026



Lunch

- Sticky garlic chicken with soba noodles
- Traditional Icelandic fish stew (“plokkfiskur”) with rye bread
- Vegan option: crunchy cauliflower Manchurian with soba noodles

Program

11:00 Business Iceland/Visit Iceland/

Meet in Reykjavík

12:00 Lunch

12:45/13:00 The Icelandic Tourism Cluster

13:15/13:30 University Iceland

14:00/14:30 Walk to Harpa

15:00 Harpa Conference Centre



Business Iceland

Business Iceland is responsible for the branding and marketing of Iceland and Icelandic export industries. It supports Icelandic companies in entering foreign markets and facilitates foreign investment in the Icelandic economy. Business Iceland works in accordance with the governments long-term export strategy.



Export promotion

Business Iceland helps companies expand internationally by providing market insights, trade missions, and networking, increasing export value, competitiveness, and long-term growth across global markets.



Investment promotion (FDI)

Business Iceland attracts foreign direct investment by promoting opportunities, facilitating partnerships, and highlighting a stable, innovative business environment, encouraging companies to establish operations and drive economic growth.



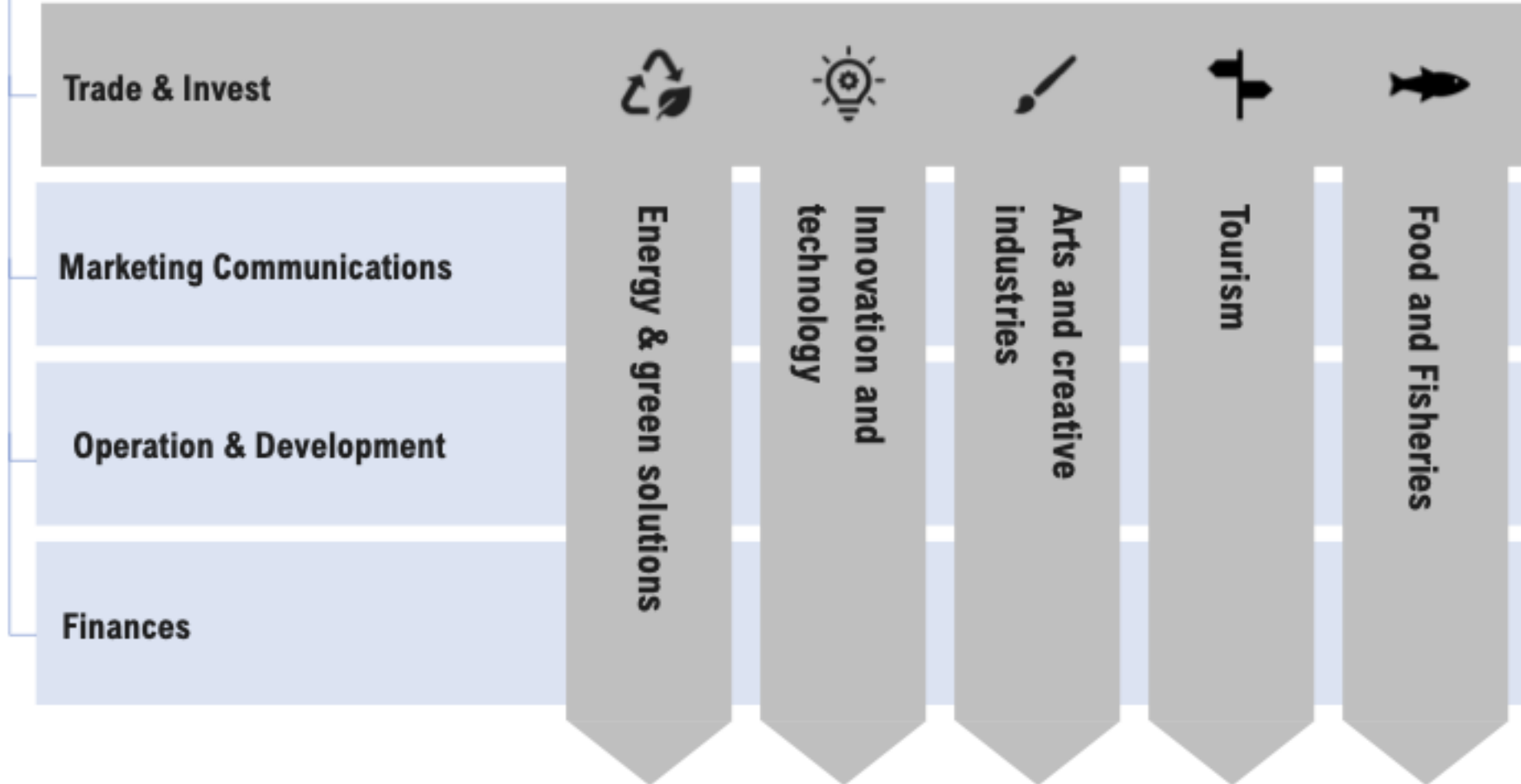
Nation branding & tourism promotion

Business Iceland promotes Iceland globally through marketing campaigns, strengthening its image as a destination for tourism, business, and talent, supporting national identity and sustainable economic growth.

Board

CEO

Organizational Chart



Conference Lead Generation

Visit Iceland is the official DMO for Iceland

Visit Iceland is Iceland's official tourism marketing and promotion agency. Its primary function is to promote Iceland as a destination to international markets and support the development of the tourism industry.



Build Awareness and Drive Demand

As Iceland's official destination marketing office, we engage in a wide range of international activities to build awareness and drive demand for Iceland as a travel destination.



Year-round Destination

Our mission is to welcome travelers of all kinds — from leisure seekers and adventure lovers to business event delegates — by showcasing Iceland's unique nature, rich culture, and extraordinary experiences, while championing sustainable and responsible tourism.



Strategic Marketing

We promote destination Iceland internationally through strategic PR, organized media and influencer trips, creative marketing campaigns, and strong partnerships with tour operators, agents, and airlines.

Iceland — a destination for every kind of traveller



Iceland welcomes visitors year-round — whether they come to explore its landscapes and culture, or to gather, connect, and do business. Our mission is to strengthen Iceland's image as a unique and sustainable destination that offers extraordinary experiences for all.

LEISURE & ADVENTURE

A world of nature and culture

From the midnight sun to the Northern Lights, Iceland's diverse landscapes, rich cultural heritage, and unique adventures draw travellers seeking something truly different — in every season and every corner of the country.

BUSINESS EVENTS

An inspiring setting for great ideas

Iceland has established itself as a leading destination for conferences and international gatherings, where high-quality infrastructure, a culture of innovation, and an extraordinary natural setting come together to create truly memorable events.

BUILT ON

Responsible growth

Diverse experiences

Value over volume

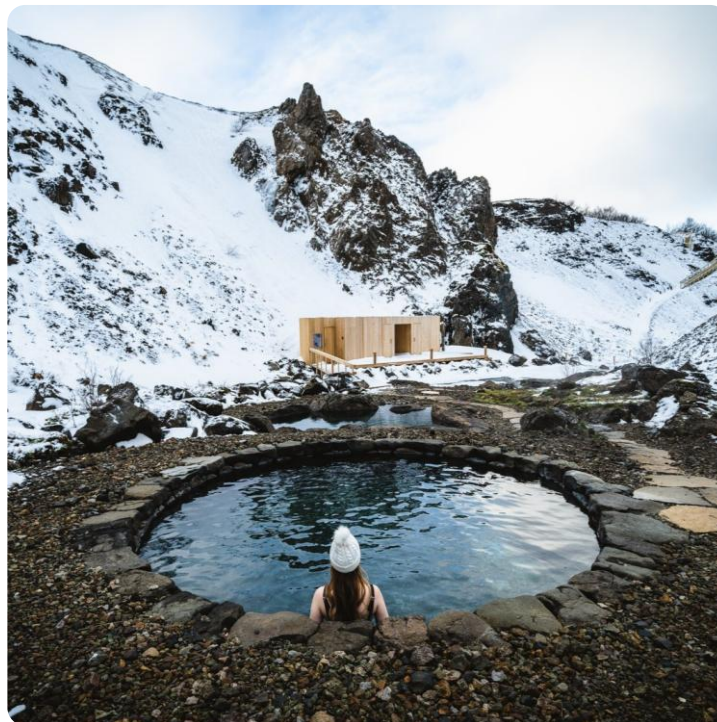
Sustainability

Tourism across all 7 regions



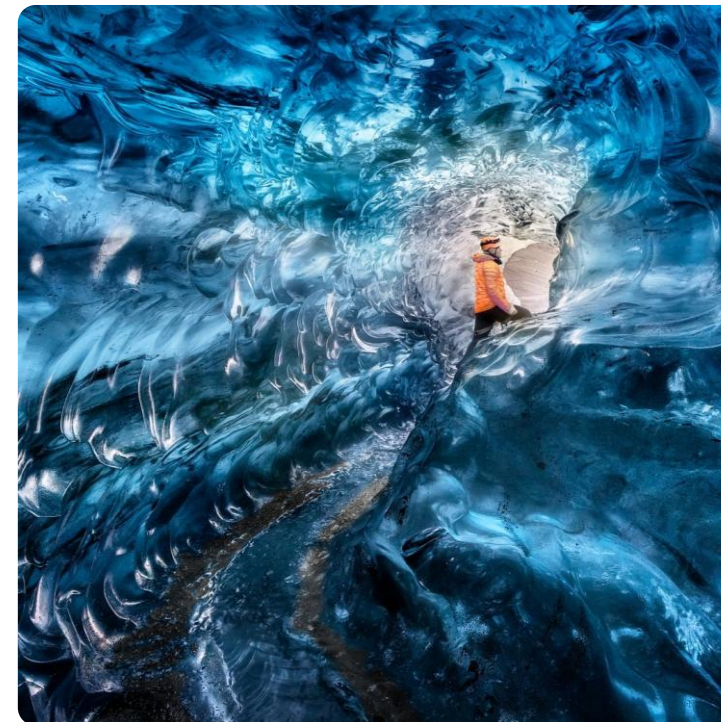
Long-term Strategy for Icelandic Exports: Tourism

Strengthen Iceland's image as a unique destination and create a sustainable tourism industry based on distinctiveness and differentiation.



Responsible Growth

Iceland's Export and Tourism Strategy aims to strengthen the nation's position as a unique, sustainable destination, balancing economic growth with environmental and social responsibility.



Diverse experiences

Iceland aims to attract high-value visitors and ensure lasting prosperity by improving infrastructure, promoting year-round tourism nationwide, and highlighting niche travel experiences in adventure, wellness, and culture.

Sustainable Destination

Commitment to Growth with Intention

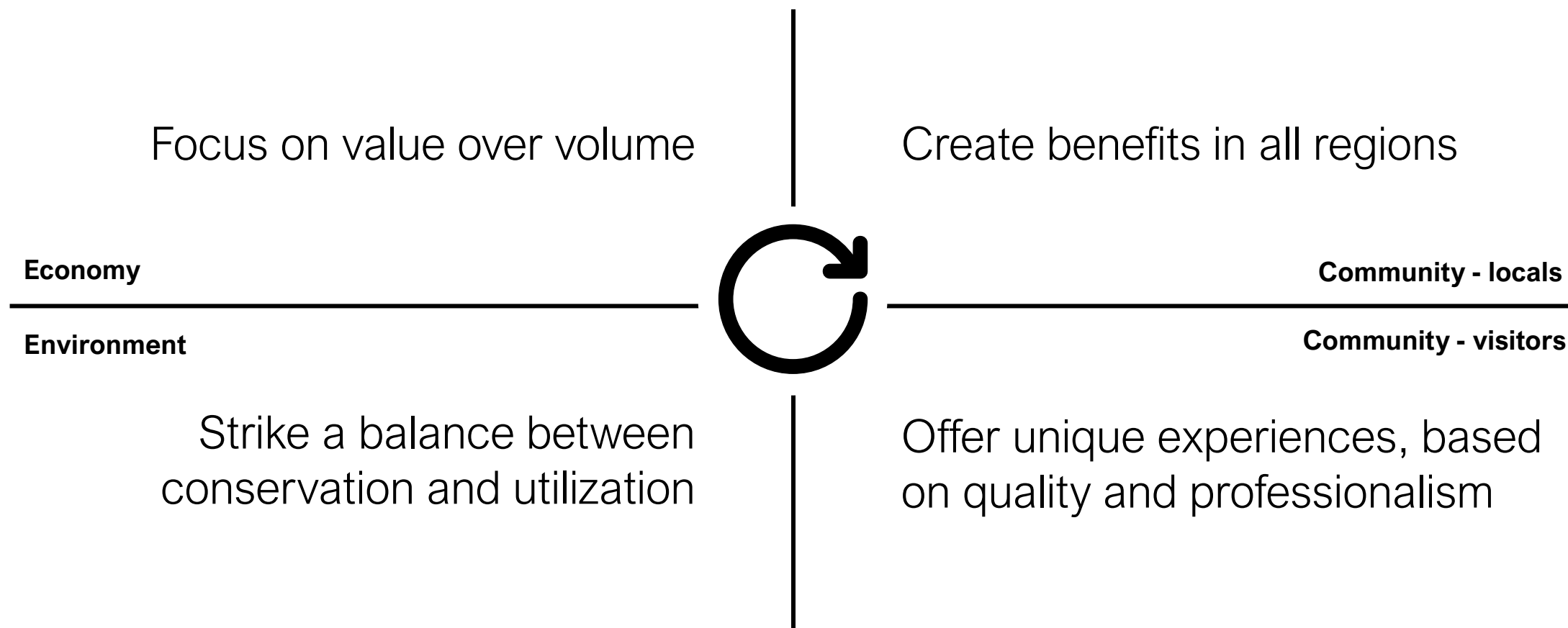
Iceland's positioning as a sustainable destination is not just a marketing angle. It's a national strategy rooted in environmental stewardship, cultural preservation, and economic resilience.

“A global leader in sustainable development, grounded in balance between economy, environment, society, and visitor experience.”

Iceland's Tourism strategy 2030

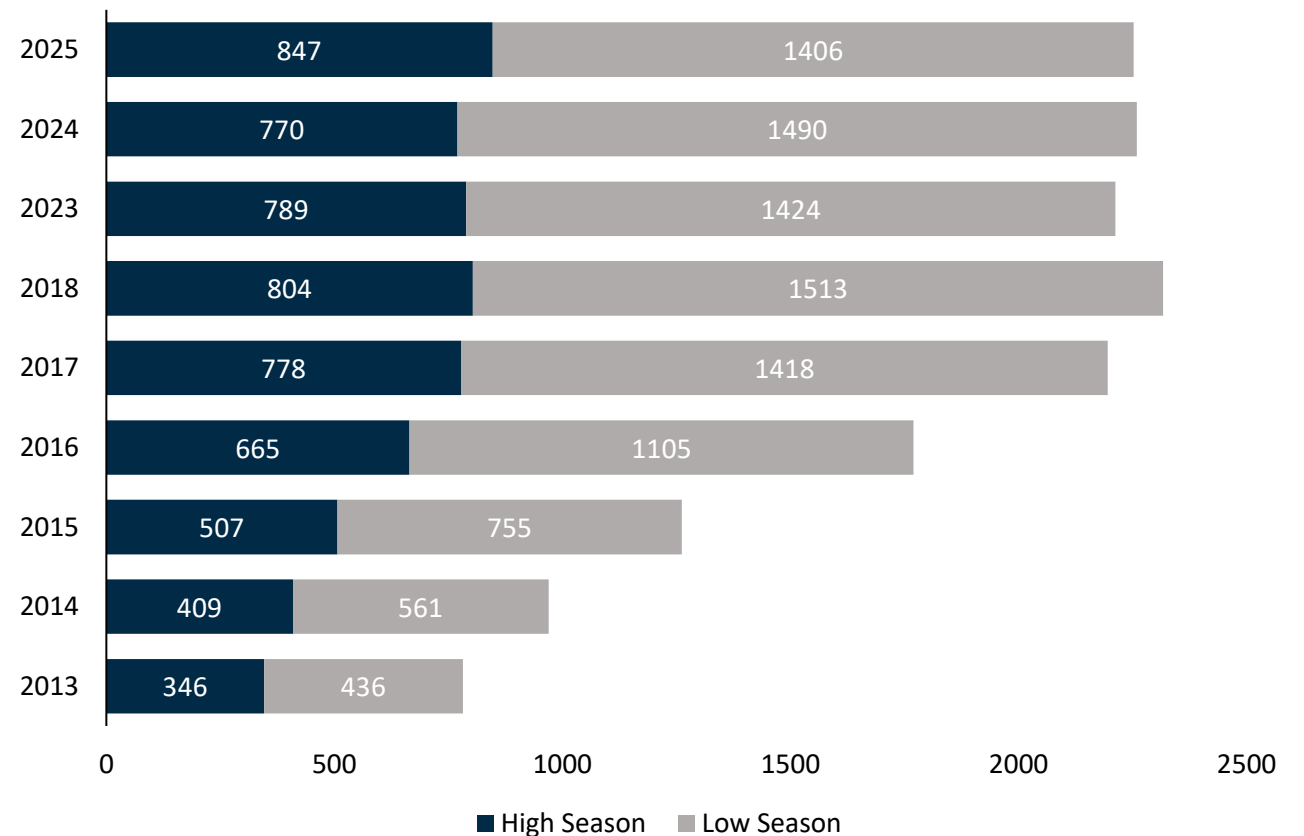


Leading the way in Sustainable Tourism Development



Off-season Growth is Key to Sustainable Development

- Iceland had rapid growth in visitor numbers from 2013 to 2017, mainly in the off season. Since then, overall growth has leveled off.
- On average, 42,700 foreign tourists are in Iceland on any given day throughout the year.
- The daily average is approximately 38,700 during the off-peak months
- Rises to about 67,600 in the peak summer months
- Notably, more tourists visited Iceland in January–March 2024 than during June–August 2013.



Inspired by Iceland

B2C / B2B
Main export sector brands

Export sector	ENERGY AND GREEN SOLUTIONS	KNOWLEDGE AND TECHNOLOGY	ARTS AND CREATIVE INDUSTRIES	TOURISM	SEAFOOD AND FOOD
Collaborative projects	GREEN BY ICELAND INVEST IN ICELAND	REYKJAVIK SCIENCE CITY WORK IN ICELAND	CREATIVE ICELAND FILM IN ICELAND	VISIT ICELAND MEET IN REYKJAVÍK NATURE DIRECT CRUISE ICELAND	SEAFOOD FROM ICELAND
B2B Specialized brands for industries	Green by Iceland	Work in Iceland reykjavík science city*	 Film in Iceland	Visit  Iceland Meet in Reykjavík Iceland Convention Bureau	 Seafood from Iceland

Independent brands within Business Iceland:



ICELAND TOURISM BRANDS:

Meet in
Reykjavík / Iceland
Convention
Bureau

Brand of Iceland's business events (MICE) sector

Target audience: International event planners, associations, consultants, and decision-makers

“The official platform promoting Reykjavík and Iceland as a destination for international business events.”

Visit 
Iceland

Brand of Icelandic Tourism

Target Audience: Consumers and Travel trade (tour operators, airlines, OTAs, travel agents), media, and industry partners.

“The official destination stories that are primarily aimed at consumers and tourism trade.”

Inspired
by Iceland

Brand of Icelandic Export Industries

Target Audience: Foreign consumers, tourists, buyers, and investors.

“Hero stories from Iceland across-sectors”

MARKETING ACTIVITIES:

TRADE SHOWS • MISSIONS • EVENTS • NETWORKING • PUBLICATIONS • WEBSITES • SOCIAL MEDIA
PUBLIC RELATIONS • INFLUENCERS • PRESS TRIPS • FAM TRIPS • PARTNERSHIPS • ADVERTISEMENT



Branding

Interest

Role

- + Increase demand
- + Long term growth
- + Greater differentiation
- + Facilitates sales
- + Value-adding

Responsibilities

**Marketing Projects
(and companies)**

Sales

Bookings

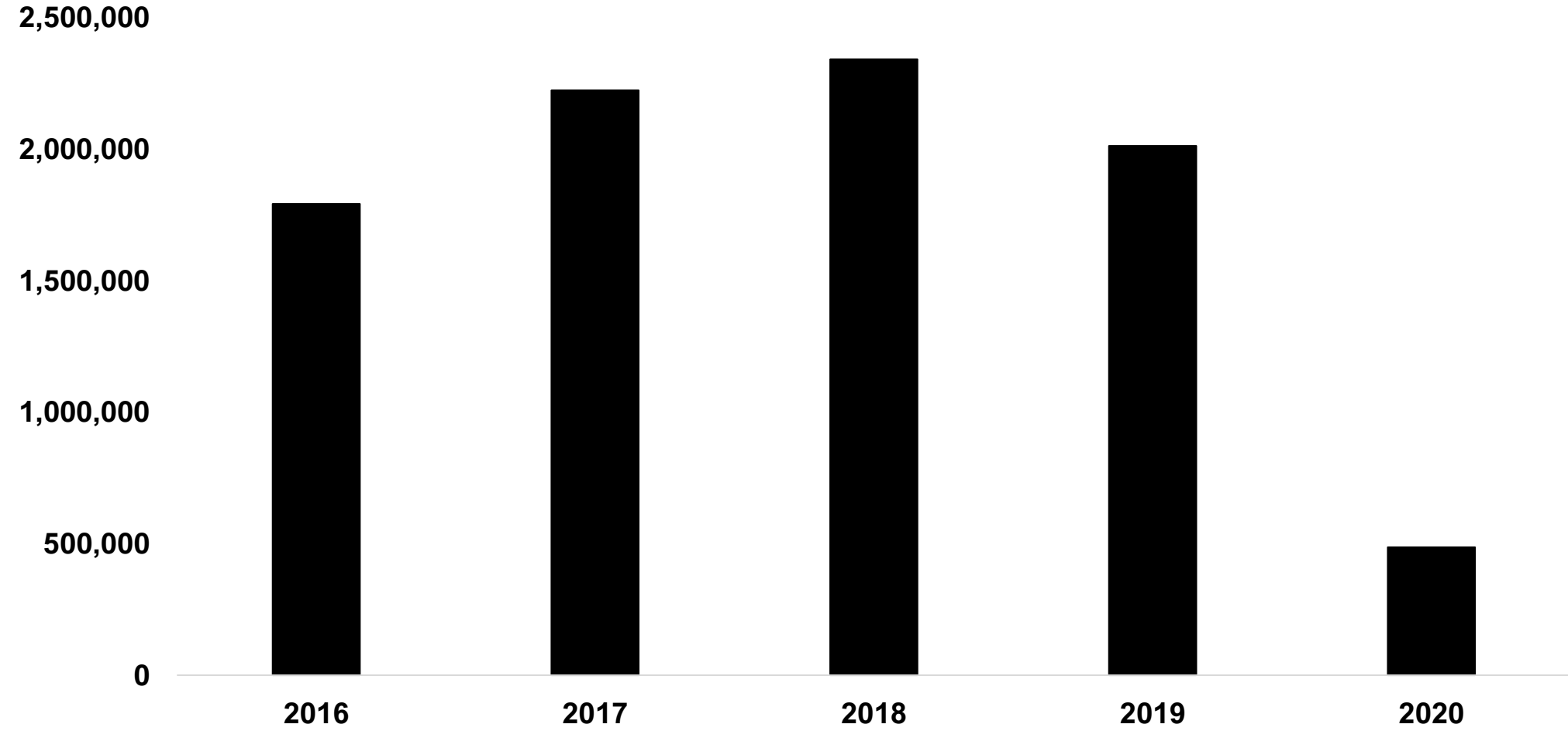
- + Converts demand into sales
- + Short-term growth
- + Encourages actions
- + Increases due to branding
- + Brings business home

Companies

**the hardest
karaoke song
in the world**



A global event, everything turns down



A woman with long brown hair is lying in a bed, covered up to her chest with a teal duvet. She has a frustrated or desperate expression on her face, with her mouth wide open as if shouting or crying out. Her hands are raised in the air, palms facing forward. The bed has a purple headboard and several pillows in shades of green, blue, and red. The background is a surreal landscape of rolling green hills and a large waterfall cascading down a cliff face, suggesting a dream or a vacation destination. The overall mood is one of longing and frustration.

Turning lockdown frustration into dreams of traveling to Iceland





Results // Earned coverage – excluding media buy

3000+ Press
International media

15,5B Reach
Through media

53M Social
Engagement

111M Views
Campaign videos

5M Visits
To campaign websites

Up to 5,7x
Increased interest in travel*

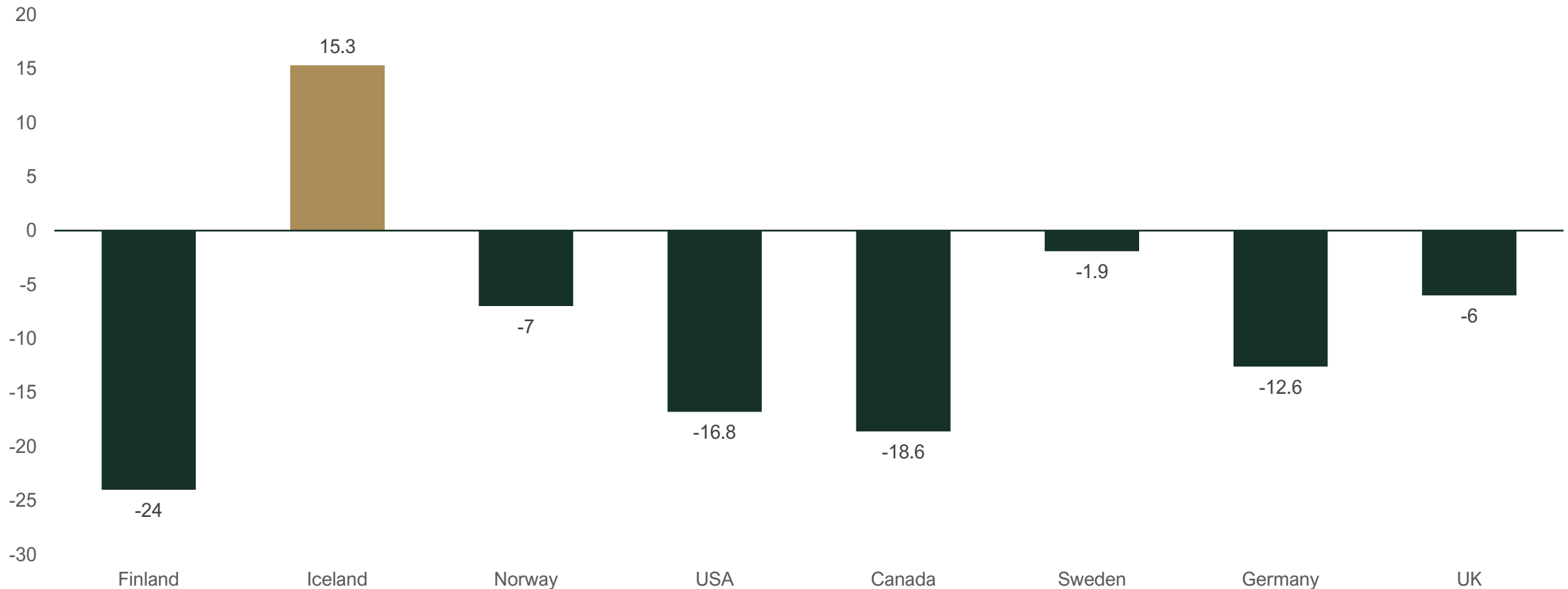
LOOKS LIKE YOU NEED ICELAND | Visit
Iceland

* Swayable market research



Effective marketing during COVID resulted in a faster recovery

Recovery of tourism (%) after COVID – 2019 and 2023*



*First 11 months each year. Source: UNWTO – World Tourism Barometer (Statistical Annex)

Fast recovery

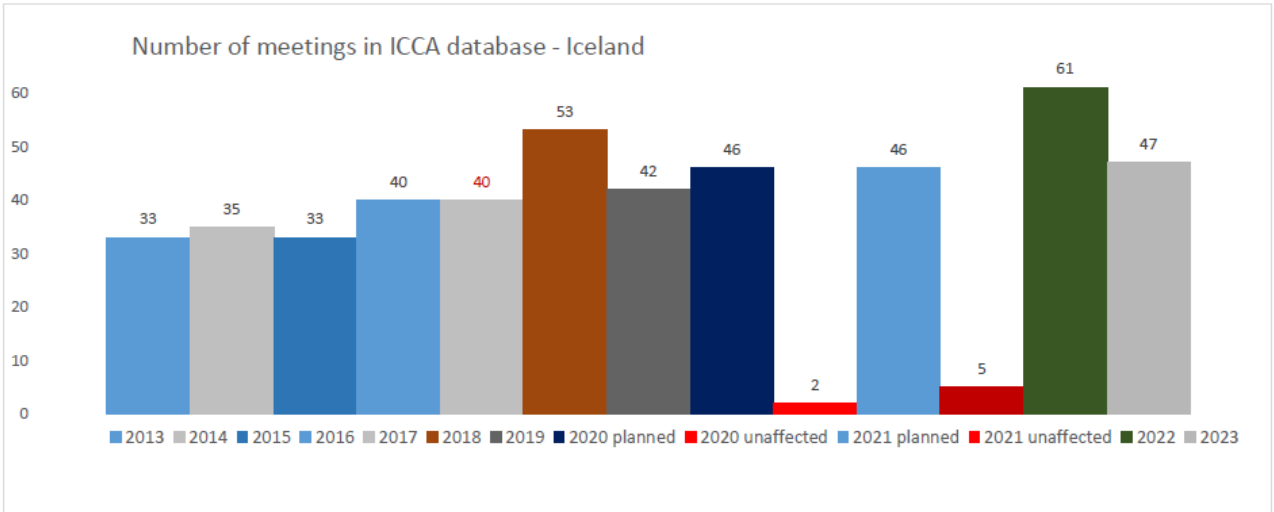
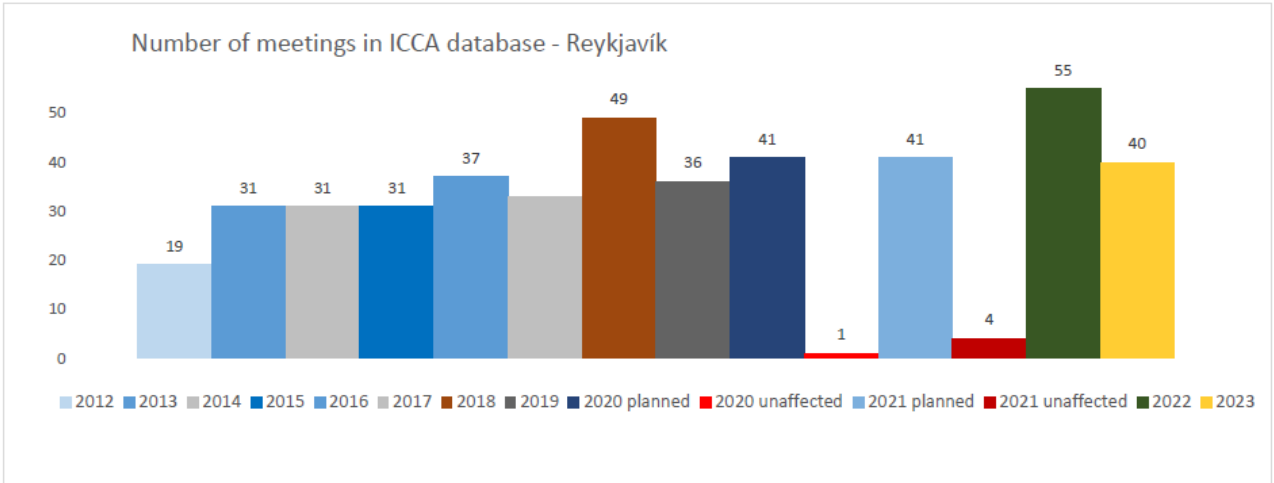
2023

- Reykjavík 40 meetings
- Iceland 47 meetings

2019

- Reykjavík 36 meetings
- Iceland 42 meetings

	2012	2013	2014	2015	2016	2017	2018	2019	2020 planned	2020 unaff ected	2021 planned	2021 unaff ected	2022	2023
#meetings Iceland	21	33	35	33	40	40	53	42	46	2	46	5	61	47
#meetings Reykjavík	19	31	31	31	37	33	49	36	41	1	41	4	55	40
Iceland - world rank	65	59	54	60	55	55	53	60	48		44		38	49
Reykjavík - world rank	117	84	77	82	72	80	50	79	43		43		25	55
Iceland - Europe rank	33	30	30	30	28	29	27	30	26		25		22	26
Reykjavík - Europe rank	61	47	41	43	36	44	28	42	21		27		21	35



Meet in Reykjavík - Our Role And Focus



Meet in Reykjavík Operations

Meet in Reykjavík effectively plans, organizes, coordinates, and controls marketing activities with an intergraded approach in key markets tailored for business events and each target group.

The scope of operations is considerable with various marketing activities that may differ in execution, but all work in unison from the same market strategy and towards the same goal of raising awareness and consideration for Iceland as a business event destination.

Market Strategy

Objectives, Target Groups,
Key Markets and
Guiding Light in Marketing

Operations

Trade shows & Sales Events

RFI, RFP & Bid's

Universities

International Cooperation

Inspection trips

Paid Media, PR

Marketing material & Owned
media

Training and education



OUR GUIDING LIGHT IN MARKETING

Make Your Business Matter


Reykjavík is a place for truly unique and special business events, driven by a sense of Icelandic adventure and unconventional thinking.

Our capital city will wow you with a unique combination of modern amenities and culture, safety and comfort, while providing easy access to thrilling nature and wellness.

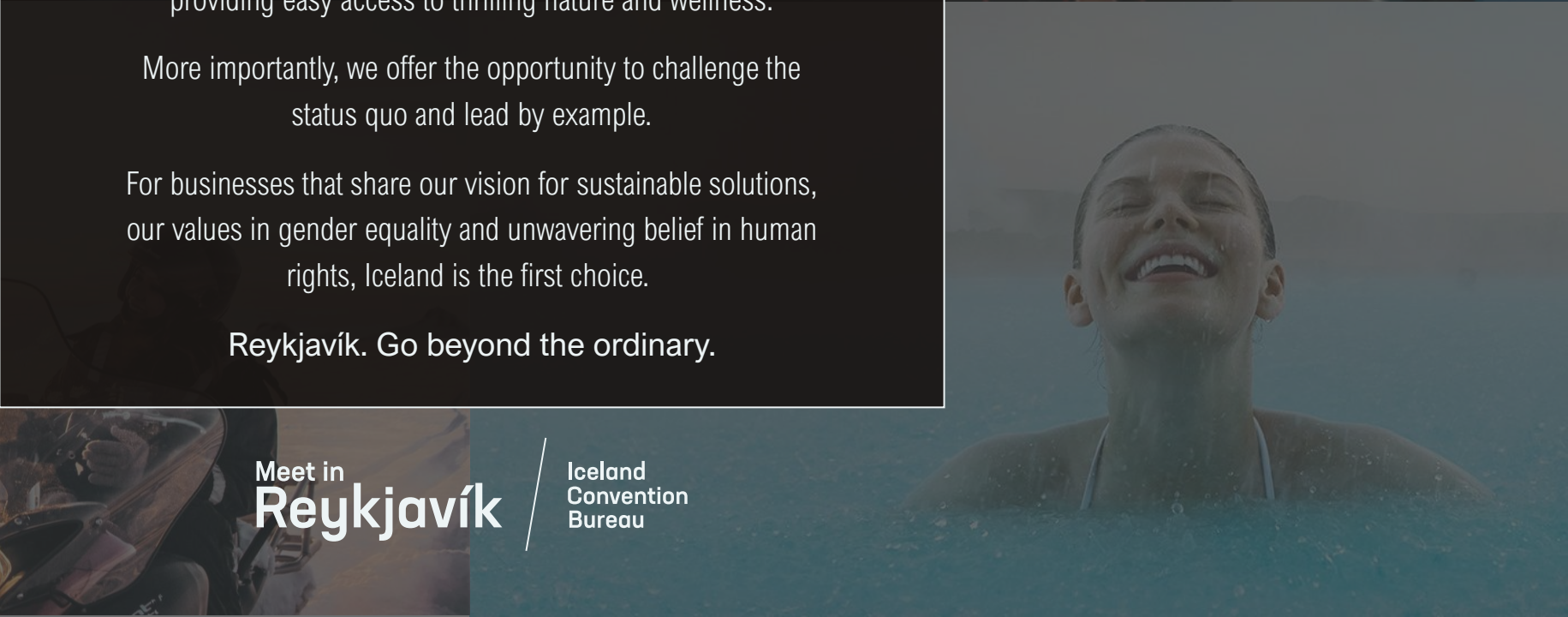
More importantly, we offer the opportunity to challenge the status quo and lead by example.

For businesses that share our vision for sustainable solutions, our values in gender equality and unwavering belief in human rights, Iceland is the first choice.

Reykjavík. Go beyond the ordinary.



Meet in
Reykjavík



Iceland
Convention
Bureau

Make Your Business Matter

Iceland is a place for truly unique and special business events, driven by a sense of Icelandic adventure and unconventional thinking

Reykjavík

**Go beyond
the ordinary**

REYKJAVÍK

Where Business Meets Nature

9:15

Trut to a
meeting



14:30

Gallop on
the coast





DMC

A Destination Management Company (DMC) is an agency that offers local knowledge and provides professional services for the planning and organization of all kinds of corporate events for example incentive event, business meeting, or product launch that often include multiple activities and tours. The DMCs role in the supply chain is both to identify potential business and secure contracts as well as overseeing the program operations. The DMCs work equally with buyers and local suppliers. For the DMCs it is vital to have common branding for the destination as well as to have the support of other stakeholders. They also have an important role to share success stories and news about what is going on in the business event industry in Iceland.

Example:

Iceland Travel, g-events, DMC Incentive Travel, Saga Events, First Class

Seeking connection with:

Decision makers within Enterprises
Consultants (International PCO / DMC)

PCO

A professional congress organizer (PCO) is a company that specializes in the organization and management of congresses, conferences, seminars, and similar events. The PCOs role is to deal with challenges and necessary tasks surrounding meetings and conferences, from budget preparation to venue sourcing, abstract handling, registration, safety issues, and much more.

Like a DMC a PCO has an important role in the relationship between buyers and suppliers and has a high stake in the destination's branding and storytelling.

Example:

Sena, Athygli, Komum

Seeking connection with:

Ambassadors & Associations
Decision makers within Enterprises
Consultants (International PCO / DMC)

SUPPLIERS

Suppliers in the business event industry are venue and hotel providers, airlines, ground transport companies, tour operators, media production companies, retailers, restaurants, and many others. In most cases, the suppliers don't target BE buyers specifically, but there are exemptions, and in some cases, buyers choose not to use local DMCs or PCOs and negotiate with suppliers directly. However, most suppliers rely on their relationship with local DMCs and PCOs. Therefore, the key factor in the success of all companies in the supply chain, as well as the destinations, relies on a strategic partnership between all. These parties need to work together in branding, sales as well as operation.

Example:

Harpa, Icelandair, Íslandshotel, Blue Lagoon, ICELANDIA, FlyOver Iceland

Seeking connection with:

Domestic DMC / PCO
Decision makers within Enterprises
Consultants (International PCO / DMC)
Ambassadors & Associations

UNIVERSITIES & PUBLIC SECTOR

The public sector plays a key role in the development of any Business Event destination. Their involvement must not only apply to infrastructure, rules and regulations but also to strategy, branding, and business development. Universities benefit greatly from Business events and are a cornerstone in acquiring academic conferences to the destination. The government of Iceland and the municipality of Reykjavík contribute financially by supporting Meet in Reykjavík and participate in its effort to grow the Business event industry in Iceland. There is an understanding within the public sector and universities that business events are a highly effective way to augment the country's tourism income and plays an important role in bringing new ideas, business, jobs, and investments into the country.

Example:

Municipality of Reykjavík, Ministry of tourism, Universities

Seeking connection with:

Ambassadors & Associations
Decision makers within Enterprises
Domestic DMC / PCO

Iceland's MICE model

What makes it work: Centralised structure with clear roles and a single engagement path for organisers. Coordinated bidding avoids duplication, presenting Iceland as “one destination team.”

National branding integration: Business events reinforce the tourism story and vice versa. Consistent messaging and visual identity make conferences part of the Iceland brand, helping decision-makers justify the destination.

What it delivers: Reduced seasonality by using conferences as demand “anchors” in shoulder and winter periods, stabilizing jobs and capacity.

Higher visitor value: Longer lead times and higher value per visitor improve forecasting and strengthen investment confidence.

Stronger global positioning: Association with expertise, innovation, and international networks strengthens the destination beyond leisure imagery.



LUNCH BREAK

A wide-angle photograph of a large, multi-story university building with a central entrance and a wide lawn in front. The building is light-colored with many windows. The lawn is green and has a dark path leading to the entrance. The sky is clear and blue.

University Collaboration

University Collaboration

Meet in Reykjavík has a formal partnership with the universities in Iceland since 2018.

The partnership's purpose is to increase the number of international academic meetings and conferences hosted by Icelandic educational institutions and to generate a long-term, positive impact and legacy outcome in the destination.

Our focus has been on informing University staff about our work, how we can help and how the MICE ecosystem can assist with conference delivery.

Services

