

WELCOME to Harpa Concert Hall and Conference Centre in Reykjavik

Visit from colleagues in Finland, April 15, 2026

Ásta Ólafsdóttir, director sales and business development.



Hljómskálinn

The first building in Reykjavík to be built specifically as a concert hall. It was completed in 1923 and was built to house the Reykjavík Brass Band.





**City
Centre**

5 minutes walk

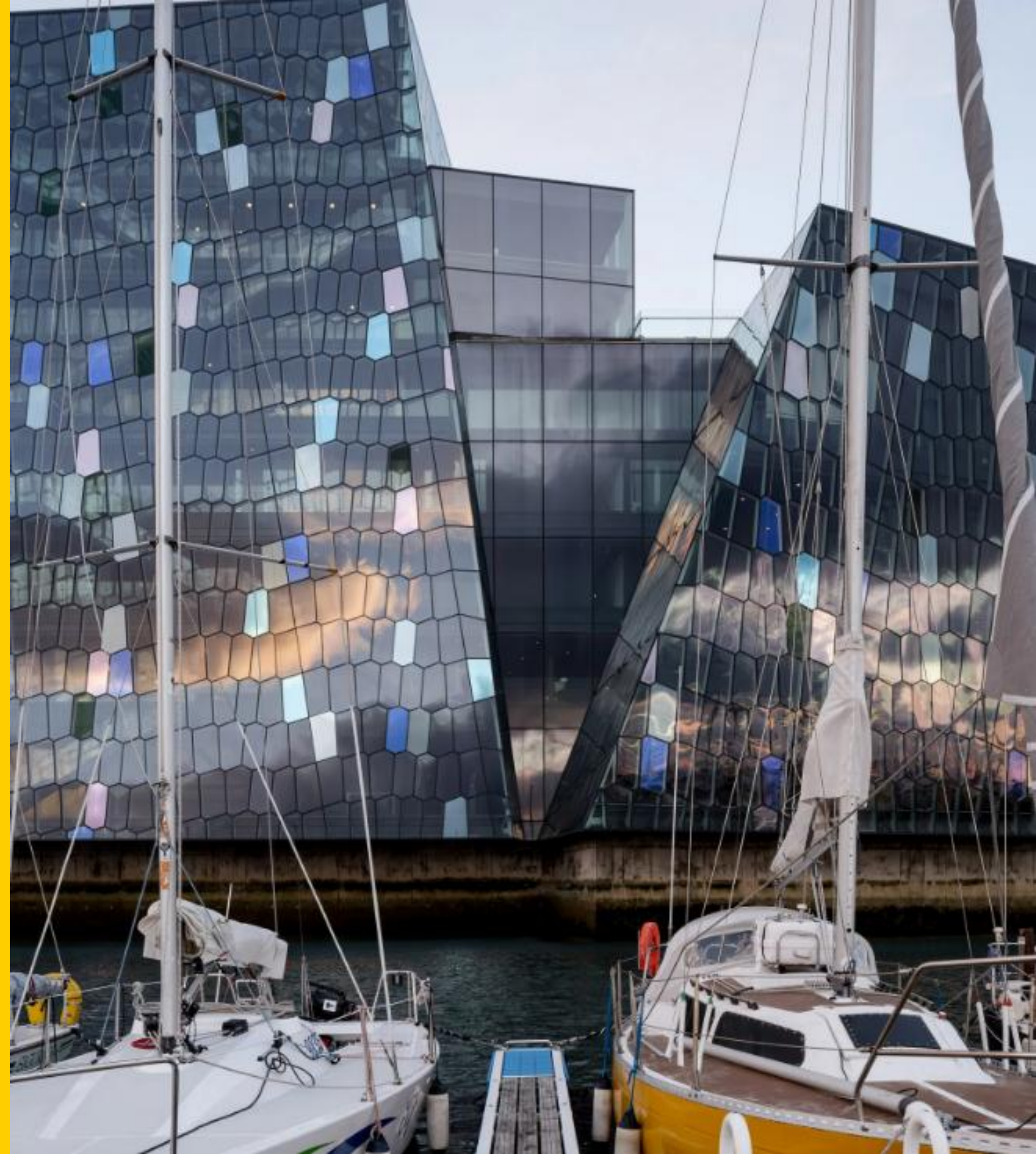


Harpa – The Company

Harpa Concert Hall and Conference Centre is run as a public organization and is owned by the state (54%) and the City of Reykjavík (46%). The company name is Harpa Concert Hall and Conference Centre ohf.

Harpa's mission is to be a venue for musical and cultural life as well as all kinds of conferences, meetings and gatherings, domestic and foreign. The building's role is also to be a cultural centre in Reykjavík for all citizens and a destination for domestic and foreign tourists who want to get to know the building, its services and the architecture and artwork.

Harpa's SDG's (Sustainable development goals, were chosen by the staff and are included in the company strategy:



Harpa – The Design

The Principal designers of the Harpa Concert Hall and Conference Centre are the Danish architectural firm Henning Larsen Architects and the Icelandic architectural firm Batteríð Architects.

Ólafur Elíasson, an Icelandic-Danish artist designed the glass façade which envelopes Harpa in collaboration with Henning Larsen. One of the main characteristics of the façade is its reference to various natural phenomena and the unique light conditions of Iceland.



Harpa – Rewards

2018:

USITT Architecture Award – World Class Concert Hall One of 10 Best Designed in the World - Architectural Digest

2016 :

Best Meeting & Conference Centre in Europe Business Destinations
Local Favourite Award – The Culture Trip

2013:

The Mies van der Rohe Award

2012:

Best Conference Hall in Northern Europe – MICE Award
Best Public Space– Arkitekturmassan Awards
Architectural Award– Civic Trust Award
Best Conference Hall – Travel&Leisure magazine

2010:

One of the best Concert Hall of the new Millenium Gramophone magazine



Harpa's – residents

Icelandic Symphony Orchestra, has been a leading force in Iceland's music scene for over 70 years. The orchestra gives around 100 concerts each season, including subscription performances.

The Reykjavik BigBand, has always endeavored to seek varied projects. In addition to new music both domestic and foreign.

The National Opera – is to be revived in 2026.



Harpa in numbers 2025

Operating profit 445 m.kr

Revenue from operations 1.838 m.kr

Total number of events in Harpa 2025 were 1.344 thereof:

- 471 Conferences, meetings and private events
- 846 Concerts and artistic events
- 27 Other events

Total individual visits 1,6M

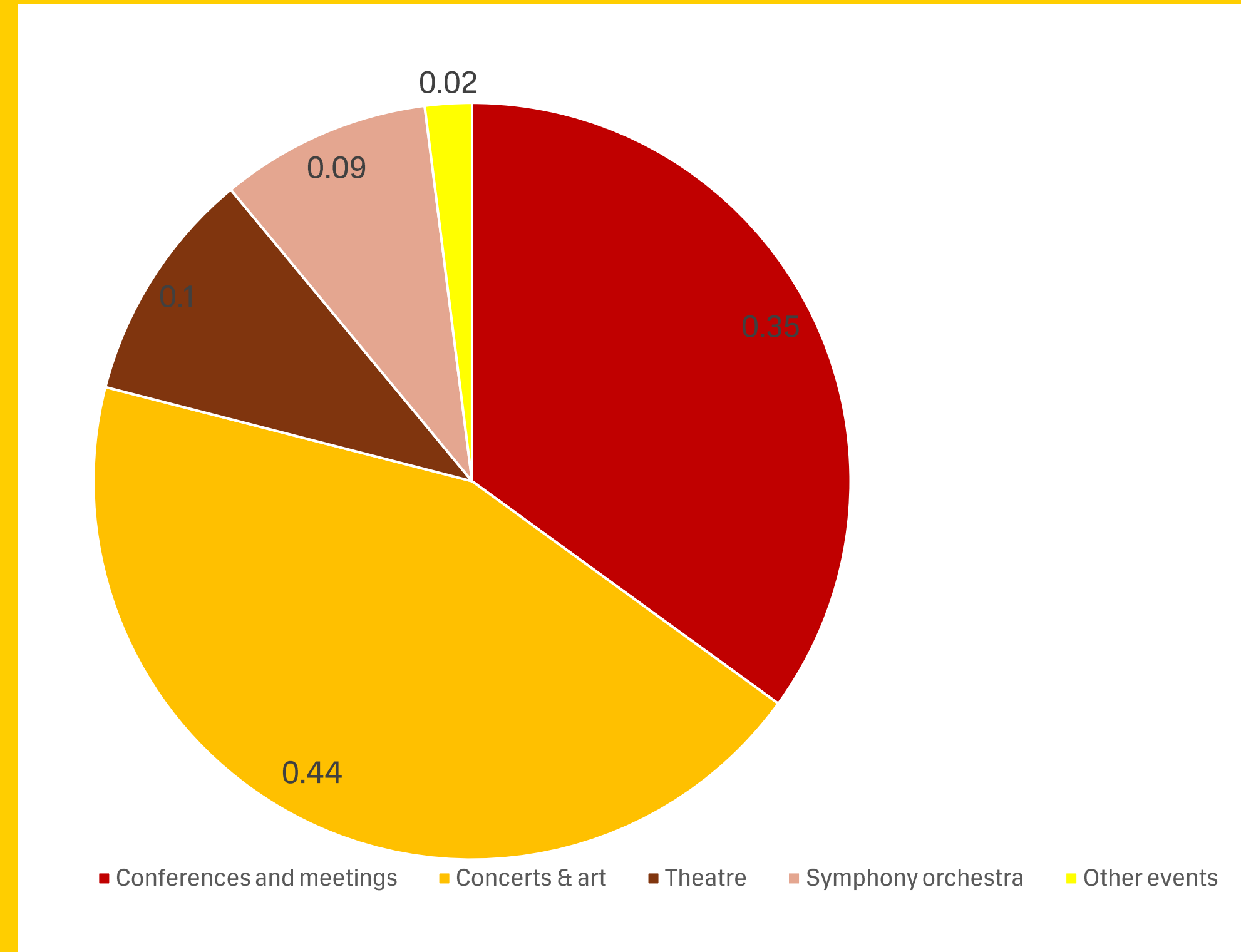
Recycling rate: 97%

Carbon offset Co2 equivalent: 86

Reduced indirect energy consumption from 2019: 24%

Reduced hot water consumption since 2019: 52%

Gender pay gap 1,2% female





HARPA

Concert department projects & responsibilities

Bidding and negotiation.

Collection, invoicing and settlement.

The projects/events are very diverse:

Concerts of all sizes and types (amplified and classical)

Music festivals (Classical Sundays, Dark Music Days, choirs)

Award ceremonies (EFA 2022)

Event page setup on tix.is ticketing office.



Conference department – projects & responsibilities

Conferences:

Proposals, bidding and negotiation.

Collection, invoicing and settlement.

Participation in exhibitions abroad, presentation at Harpa

Participation in domestic exhibitions

The events in Harpa are very diverse:

Conferences of all sizes (domestic & international)

Annual business party's

Anniversaries & Graduations

Private parties (weddings, confirmations, birthdays)

Meetings

Exhibitions/tournaments

Markets

Product launch



International trade shows

Partners and member associations

Meet In Reykjavík (MIR)

Collaboration in the search for leads and making offers for international conferences. Promotional matters, press trips, subscription networks.

Trade shows: IMEX Frankfurt, IMEX America & IBTM Barcelona.

ICCA World (International Congress and Convention Association) International association of conference service providers and associations. Industry ICCA Members - Profile · Community Portal

SFA-Connect specializes in "lead finding & matchmaking" we have a valid contract until 2025.



The TED logo is the word "TED" in a bold, red, sans-serif font.

TED COUNTDOWN SUMMIT
12-15 AUGUST 2025
IN REYKJAVIK, ICELAND

Proposal prepared by:

Meet in
Reykjavík
Iceland Convention Bureau



The traveller in Harpa tourist program

The traveller's group is formed across teams (conferences, concerts, box office and marketing as a support).

The Traveller:

Daily guided tours in summer and around holidays.

Guided tours for special groups.

Midday Music

Other:

Special packages for gala dinners in summer and around holidays (in collaboration with KH in-house caterer).



Guided Tour of Harpa Guided Tour with singing

Harpa is one of Reykjavik's most striking landmarks and a centre of cultural and social life in the very heart of the city. Harpa is a tourist destination and an award-winning work of art that has been visited by millions of people since opening in 2011.

Discover the magic of Harpa in an unforgettable excursion with singing guides for private groups. Our tour guides are musicians who know Harpa from their own experience and they'll show you parts of this remarkable building that would otherwise remain unseen.

Duration: 90 minutes
Language: English
Meeting point: Box office, ground floor Harpa
Price per group: 320.000 ISK*

More information about Harpa and our guides on harpa.is/en/guided-tours

**The price applies to groups of up to 20 people. The price for an additional person is 20.000 ISK per person. From the 30th person onwards a new group will be formed.*

For a free cancellation of a booked tour, the cancellation must be received by email to tours@harpa.is ten (10) working days in advance. If a tour is cancelled ten (10) working days or less in advance a 50% cancellation fee will be charged.



Scheduled Tour

Harpa offers guided tours of the building, an unforgettable excursion. Harpa's guides will go over the design, Ólafur Eliasson's unique glass façade and everything else that makes Harpa the unique building it is.

Discover the magic of Harpa in an unforgettable excursion. Our tour guides are musicians who know Harpa from their own experience and they'll show you parts of this remarkable building that would otherwise remain unseen.

The price for a scheduled tour is 5.200 ISK. Admission for children 12 years old and younger is free. A discounted price of 4.400 ISK for students and senior citizens.

Tickets are available at Harpa's Box Office on the ground floor and on harpa.is.

Dates: Published monthly on harpa.is
Duration: 45-60 minutes
Language: English
Meeting point: Harpa's Box office, ground floor

Get a 20% discount at Harpa's Box Office to CIRCULEIGHT installation, inspired by Icelandic nature, on the day of your guided tour.



The Harpa Effect

Economic impact report 2023



Ásta Ólafsdóttir, Director of Sales & Business Development at Harpa

What is „The Harpa Effect“?

A report on the economic impact of Harpa's operations, considering **direct, indirect and consequential impacts** of the operations, including on nearby service providers and the arrival of foreign visitors to the country.

The results show that the economic impact of Harpa is significant, and it is equally clear that it will not be measured solely in Icelandic krona. The report was prepared by the Creative Industries Research Centre at the initiative of Harpa.



„HÖRPU-ÁHRIFIN“

Hagræn áhrif Hörpu tónlistar- og ráðstefnuhúss

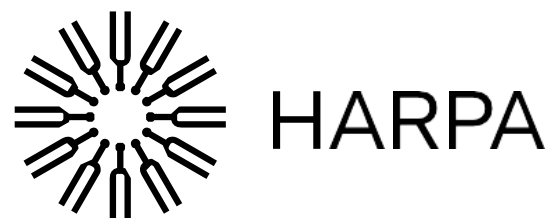


Turnover in Harpa

Total revenue from Harpa's operations in 2023, i.e. total revenue from all operators in the building together with ticket sales revenue and estimated conference fees from event organizers, was around 5.5 billion ISK (2023 prices).

Harpa's value creation consists, among other things, of revenue from the building's operations, such as from concerts, conferences and other events that attract domestic and foreign visitors.

Value creation is also reflected in the sale of services along with increased demand for hotels, restaurants, retail, transportation and various types of activities that support and benefit from Harpa's operations.





1400

Total event in Harpa in 2023
thereof +800 cultural- and
musicevents



10 ma

Annual value creation

1.2 m

Visits 2023
approx 70% of the population



650

650 jobs can be directly and
indirectly attributed to the
operations, many in tourism



90%

Positive guests are positive
towards Harpa



5x

Annual value creation is 5
times higher than Harpa's
annual operating costs

22 conferences with more than 500 attendees

500+

1% tourist travelled to Iceland solely to attend a conference in Harpa

25,000

Total tax revenue from operations

9 ma

Number of guests attending international conferences in Harpa 2023

16,000

Revenue per conference attendee is higher than the average traveler

x2,1

Annual tax revenue are 15 times the current operating contribution from to Harpa. the owners - the state and the city of Reykjavik

15x



Life is really just before and after Harpa, and I know many music lovers agree with me on that.



The Iceland Symphony Orchestra finally got a concert hall that it deserves, and endless possibilities were created.

With Harpa, Reykjavík took on a more international and artistic look.



Harpa has transformed the music scene in Iceland.



Harpa puts Iceland in the world-class position when it comes to hosting events and certainly attracts a more diverse group of people than if Harpa were not in use.



Harpa has created opportunities for people to be professionals in their field.

The importance of cultural tourism

- It contributes to increased value creation and more diverse sources of income in tourism and cultural industries.
- It strengthens the positive image of Iceland as a destination with a unique position, where the emphasis is on Icelandic culture, arts and historical heritage.
- It increases the distribution of tourists around the country and extends the travel season, where cultural events and historical sites attract visitors all year round.
- It contributes to sustainability by reducing the pressure on natural gems and directing tourists to other destinations.
- Increases the availability of experiences for locals and increases cohesion and pride in the local area.

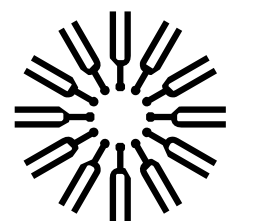
What is the impact of Harpa on cultural tourism?

- About 10% of foreign tourists come to Iceland for a special event.
- 55% of foreign tourists believe that Icelandic culture and Icelanders influenced their visit to the country.
- Harpa is a world stage for international trends and a home for Icelandic music.
- A world-class architectural masterpiece and an icon of culture, city and country.

According to a survey by the Icelandic Tourist Board 2023



The World Stage at Harpa



The Tourist in Harpa



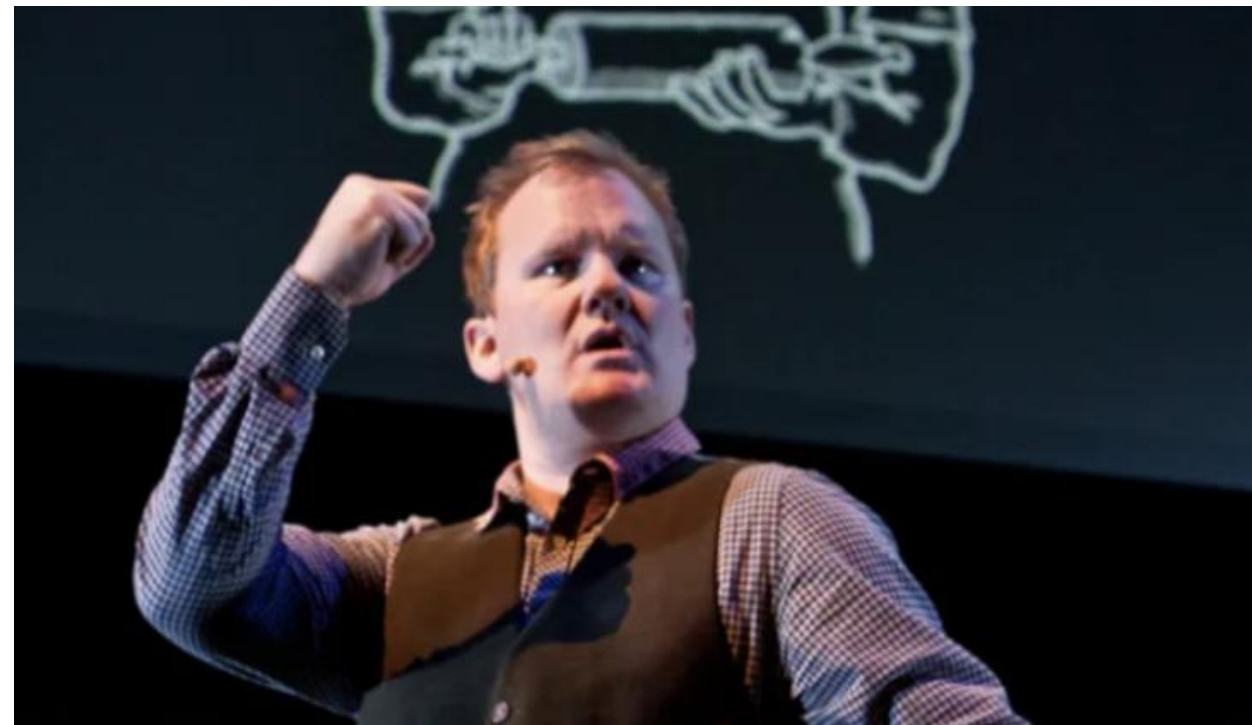
Harpa the architectural art



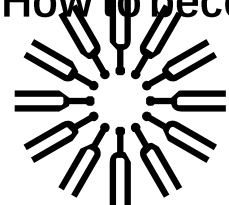
Guided Tours



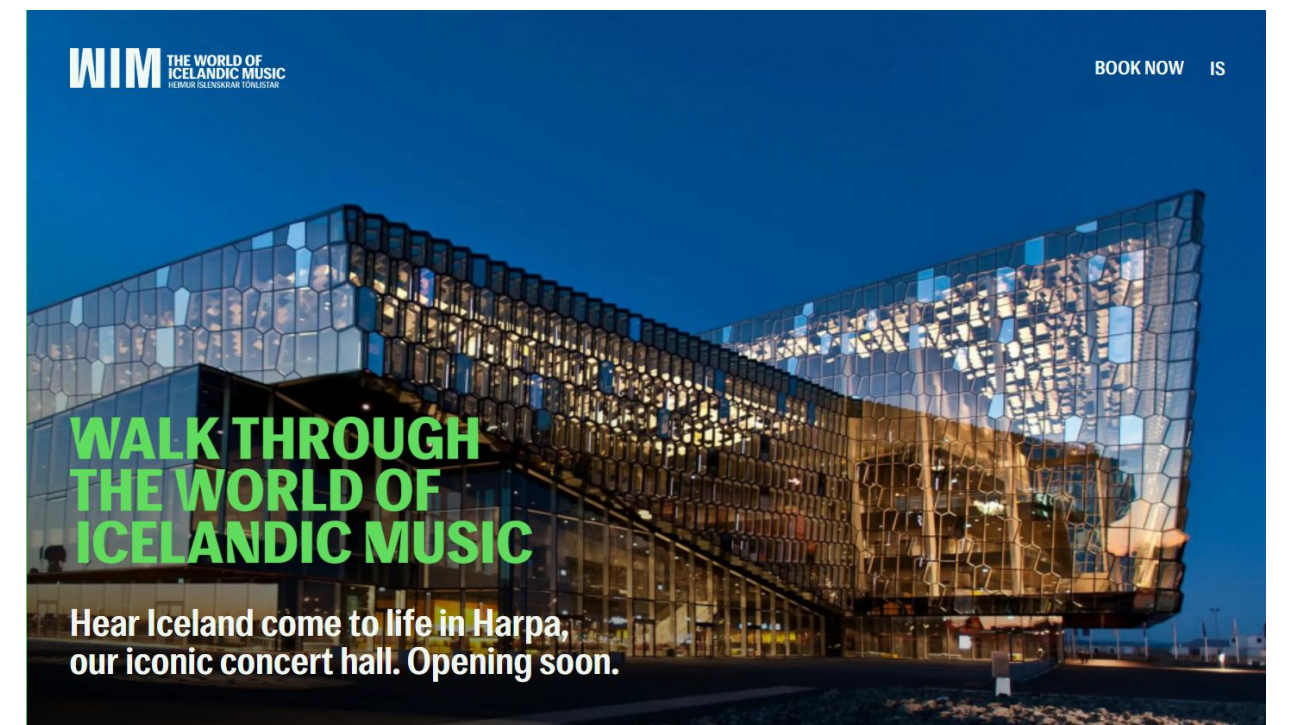
Midday Music in í Eldborg



How to become Icelandic in 60 minutes



Volcano Express – journey into the volcanos of Iceland



Opens in May 2026

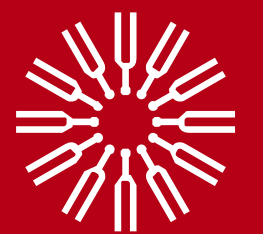
Conclusion... in short

- Yes – it was a good decision to build Harpa.
- Yes – it is good “business” to ensure the most flourishing activity in the building – whether cultural or in the field of MICE events.
- Yes – cultural tourism is absolutely key if we want to sustainably build and maintain Iceland – and individual regions – as strong destinations.
- The economic value is undeniable – but at its core it is the cultural and social values that matter.



HARPA

Thank you!
Q & A's



HARPA

Fyrirsögn í einni línu
Undirfyrirsögn í einni línu