

Beautiful town, delicious food.

Everything is perfect in Suðureyri.

Thanks for a wonderful stay here in Suðureyri. Very restful and loved feeding the cod in the lagoon.
Paul Julia, Paul + Ben Bateon.
Ilkley, UK.

Steve and Myline
Montreal, Canada

48/08/12!
Great!
Bourasse FWA
FWA
FRAN
VEJEHA

21-0-12
We had a great time.
We slept like dogs, so long.
The food was mmmmm.
Come back for sleep in couple of years

Thank you
Jan & Elsje
from Holland

Thank you for a pleasant short stay and the bit tomato soup is the best keep it up! S&S

TAKK REISLEGA FYRIR OKKUR OG BESTA PLOKKFISK 7 HEING!!! BESTA RUGGARUÐ I HEING LIGA SÍÐ. ANDSLEGUR PÖNN, ALLT ÞRABARÐI 7 GOTT VANI. GADVENJUR LITLISKAR, VEÐIÐ GLEÐIFULLT VÆR EG BILJAÐ MÍNNAST A RUG-ÞRABARÐ!



23 JUNE 2012
RESTAURANT CREW IS GREAT!
FOOD ABSOLUTELY DELICIOUS
THANK SO MUCH.
Very Best
CHICAGO, IL



Eliás Guðmundsson

Fishing Village Suðureyri Environmentally friendly

What is Fisherman ?



Fisherman is a travel service that proudly offers guests to experience a small eco-friendly fishing village



Food trail tour



Seafood restaurant



Fisherman cooking school



Café and gift store



Hotel with 18 rooms



Mini market with fast food and a camp site

In the beginning



In the year 2004 planning started to get an overall picture of what possibilities tourism in Suðureyri had to offer.

The outcome of this work was the cluster

“The original Fishing Village Suðureyri”

Residents' meeting



The conclusion of the residents' meeting 2005

“The **small boat fishing dream** in a nutshell, make Suðureyri a centre for visitors who wish to experience the original fishing village”.

The Fishing Village Suðureyri Cluster



- Connection between the tourists and the **fisherman life and culture**.
- Is based on the participation of as many interested parties as possible.
- Manages marketing issues for branding Suðureyri as environmentally friendly fishing village.





Environmentally friendly fishing village

- Full processing for all fish
- Less oil used per kg of fish
- Hot water from the ground
- Electricity from drainwater from the tunnel
- Ecological fishing
- Quota system
- Eco labeling
- Ect...

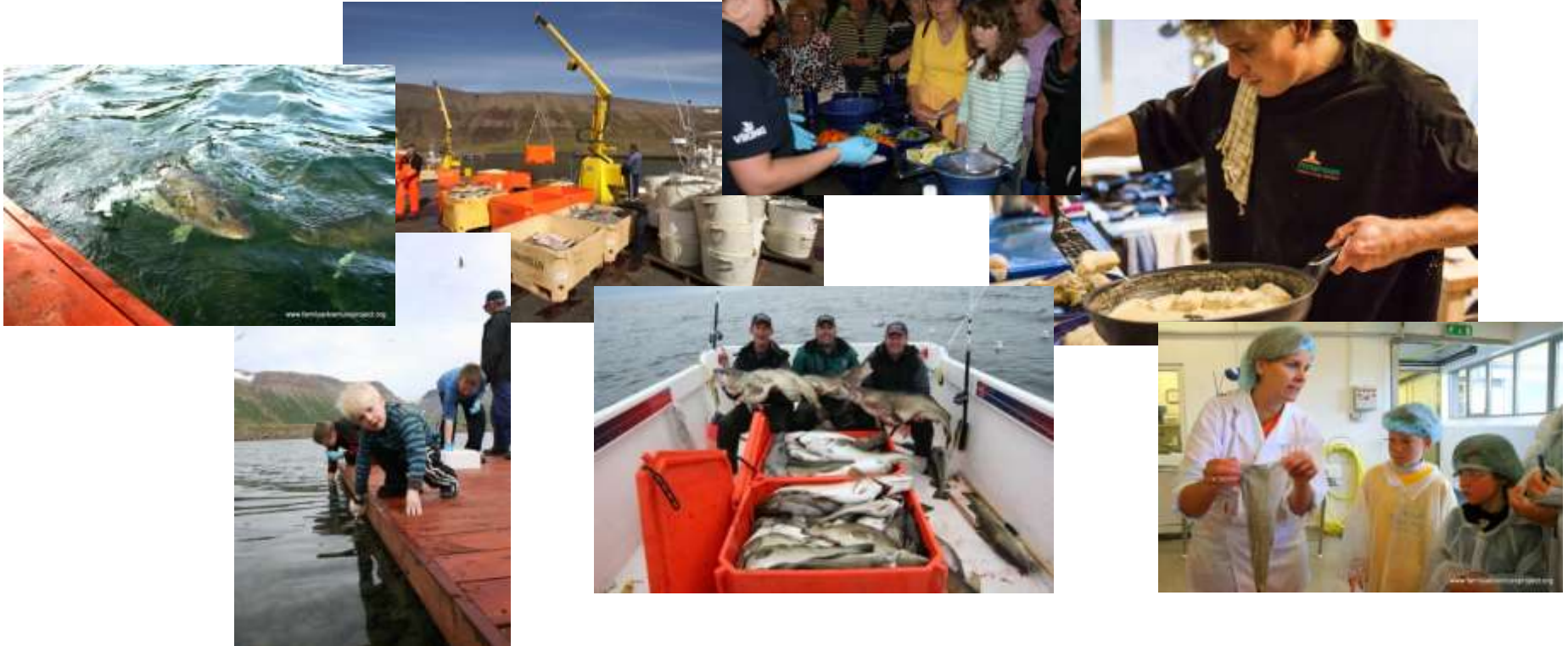


EARTHCHECK

Mission



- Suðureyri will attract visitors, both Icelandic and foreign, and will be known for its **environmentally sound community** and they can take part in daily life in the fishing village.





- Last year we had over **7.000** guests staying overnight in the village.
- **Food sale** is now the biggest income.
- **New...** Food & travel tours for British market.
- **New...** Cruise ships guests coming for food trail.



Food & travel in a small Icelandic fishing village

Iceland Excursions & Fisherman travel service in Westfjords of Iceland offer you a **chance for cross-cultural experiences you're unlikely to forget**. Meet the **locals** at the edge of the arctic circle, and learn about how they process first class fish products in small, but thriving community. Get a fresh taste of the finest fish that Iceland has to offer, and **see how Iceland's most exported fish can be on your dinner plate back home** just 36 hours after being caught from the ice cold Atlantic ocean. If you like food and travel, then dare to go small and meet the locals at **one of the top ten destinations in the world** like the travel guide Lonely planet write about Westfjords.

Weekends package
spring & autumn
Pickup & drop-off
at Keflavik airport

Full price – all included
GBP £399.- pr.pers.

Visit us at www.icelandexcursions.is and www.fisherman.is

Travelers are learning about quality



- “Where is your food coming from?” is the big question today around the world.
- In our **eco friendly fishing village** travellers will learn about quality of the villages products and they will add it to own love marks like other brands they like.



Love marks in branding



Our brand is now
“popular” for good story
about special fishing
village.

We have more and
more customers who
have add Fisherman
as **love mark brand**.
We have now
fisherman **story they
like to talk about**.

“A dream come true”

●●●●● Reviewed June 14, 2012

You know why you are interested in coming to Suðureyri! You are probably looking for a simple, remote location, far removed from the normal preoccupations of 21st century life. This is a village. It exists for fishing, and it has found an amazing way to make that reality available to holiday-makers. If, for you, a hotel must be crammed with all sorts of luxuries and facilities, you'd be better off in a city. The Fisherman Hotel gives you excellent basic accommodation with a personal touch. The Talisman Restaurant, attached to the hotel, is a fish-lover's dream come true. You've never had such fresh, tender fish, probably caught that day, and it is prepared and presented by the chef with true inspiration and creativity. There is nothing to do in Suðureyri, except in connection with fish and fishing. The village smells of fish. You can catch your own cod, if you like. You can see how fish is processed. You can even go on fishing trips. Or you could just relax at the edge of the fjord beneath the majestic fells and unwind. That's not such a bad thing to do! There's not a lot you'll forget when you leave this place. We wish we could have stayed a lot longer!

Stayed May 2012, traveled as a couple

●●●●● Value

●●●●● Location

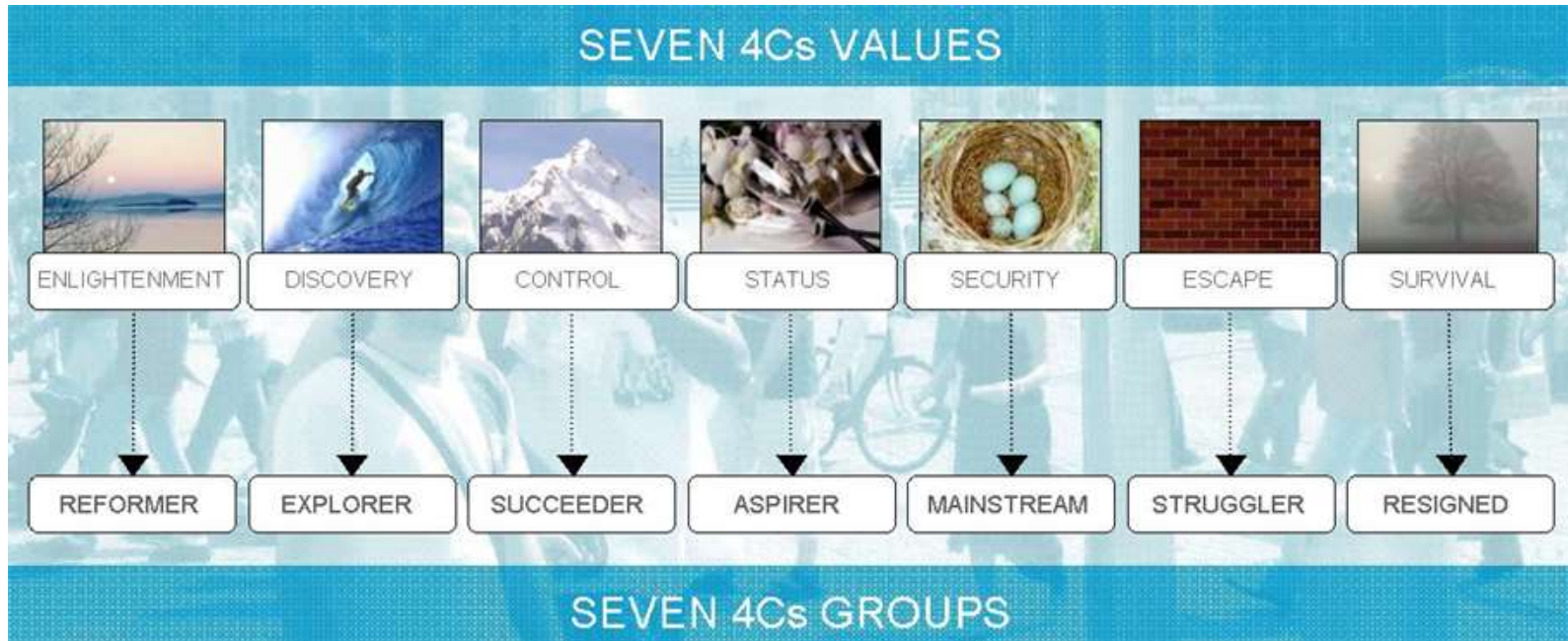
●●●●● Sleep Quality

●●●●● Rooms

●●●●● Cleanliness

●●●●● Service

Find your market in lifestyle groups

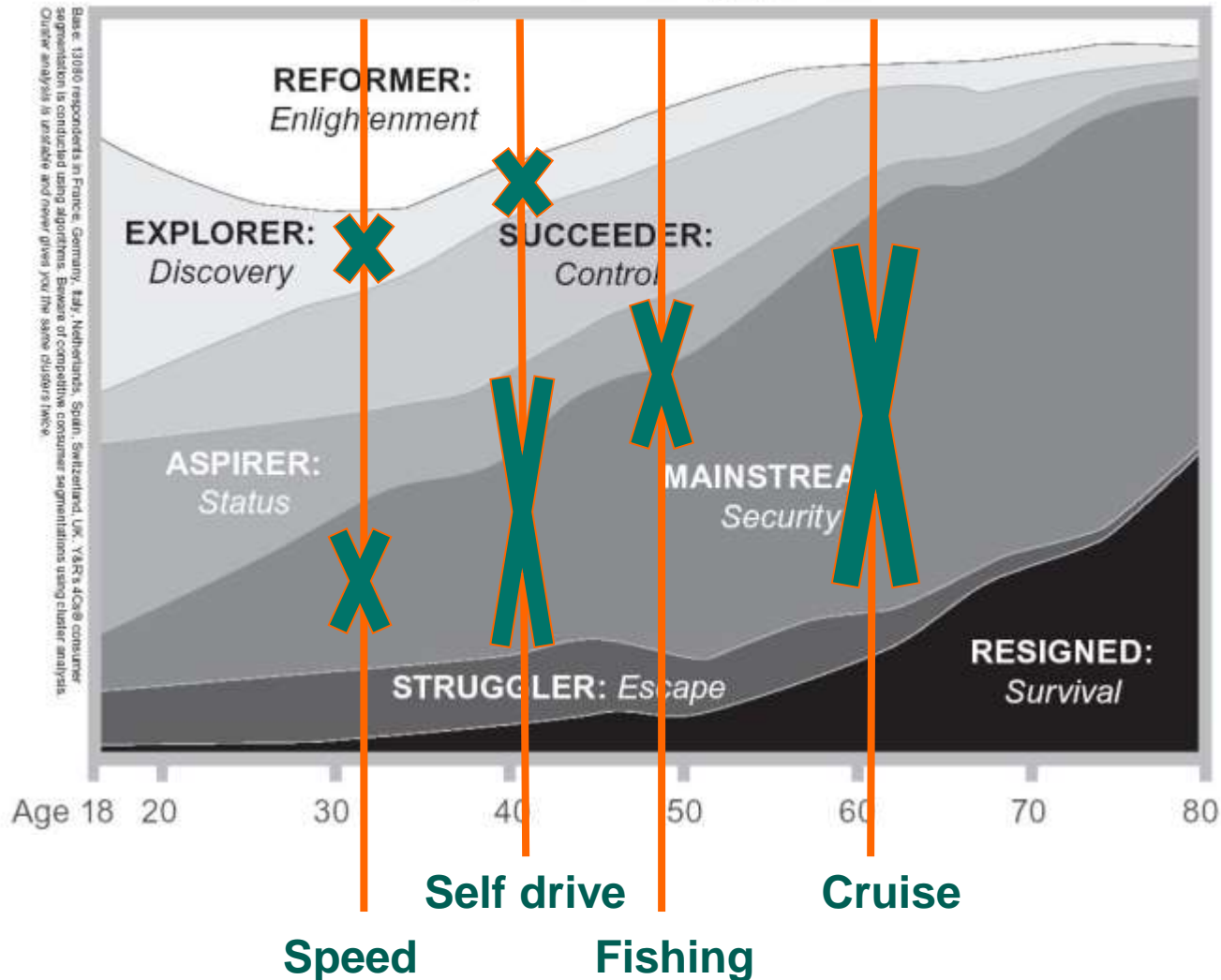


Focus groups for serves types

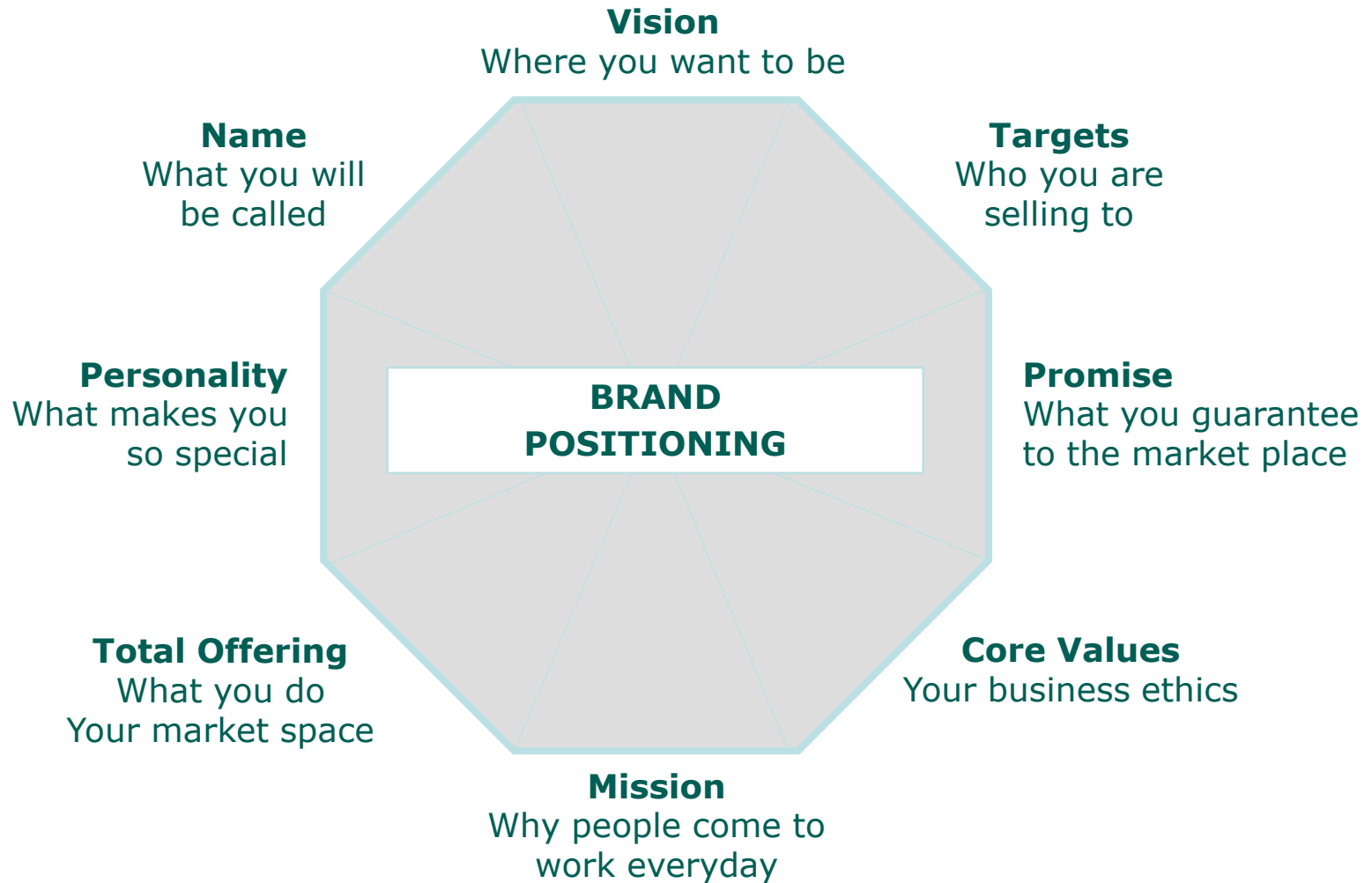


Social groups in Europe, by age, from 18 to 80

The key motivation of each group is in italic



All small things have to make one good picture



The project has received an award from



- Icelandic Travel Industry Association – SAF 2005
- Trade Council of Iceland - Íslandsstofa 2007
- Scandinavian Travel Award 2008
- Best village in Iceland to visit – Frommer’s 2009
- Winner of best marketing plan VaxVest/AtVest 2012
- One of best new products for winter travel in Iceland 2013

The formal work of the cluster have been slowly running out but this work encourages us even further to keep on working with the brand opportunity's.



Looking
forward to
see you in
Suðureyri



Thank you!