



Markaðsstofa Suðurlands

Verkefni Markaðsstofu Suðurlands



Kynningarefni

- Landshlutabæklingur
- Ímyndarbæklingur
- Kynningarborðar (ímynd)
- Myndasafn (dropbox)
- www.south.is



Landshlutavefurinn www.south.is

- ▶ Kynningarmyndband
- ▶ Viðburðadagatal – what's on?
- ▶ Skráning aðila – lykill að þjónustu



Kynningar

- Sjónvarpsþættir N4
- Suðurland í sókn
- Unique South Iceland
- Mid-Atlantic og VestNorden
- ITB og Vildmarksmessan
- Kynniferðir, FAM-hópar, work-shops



Fundir og samstarfsverkefni

- **Aðalfundur**
- **Stjórnarfundir**
- **Samráðs- og kynningarfundir**
 - » Fagráð Íslandsstofu,
 - » Samráðsfundir markaðsstofur landshlutanna
 - » Ýmiskonar kynningarfundir
 - » Fundir innan fjórðungsins

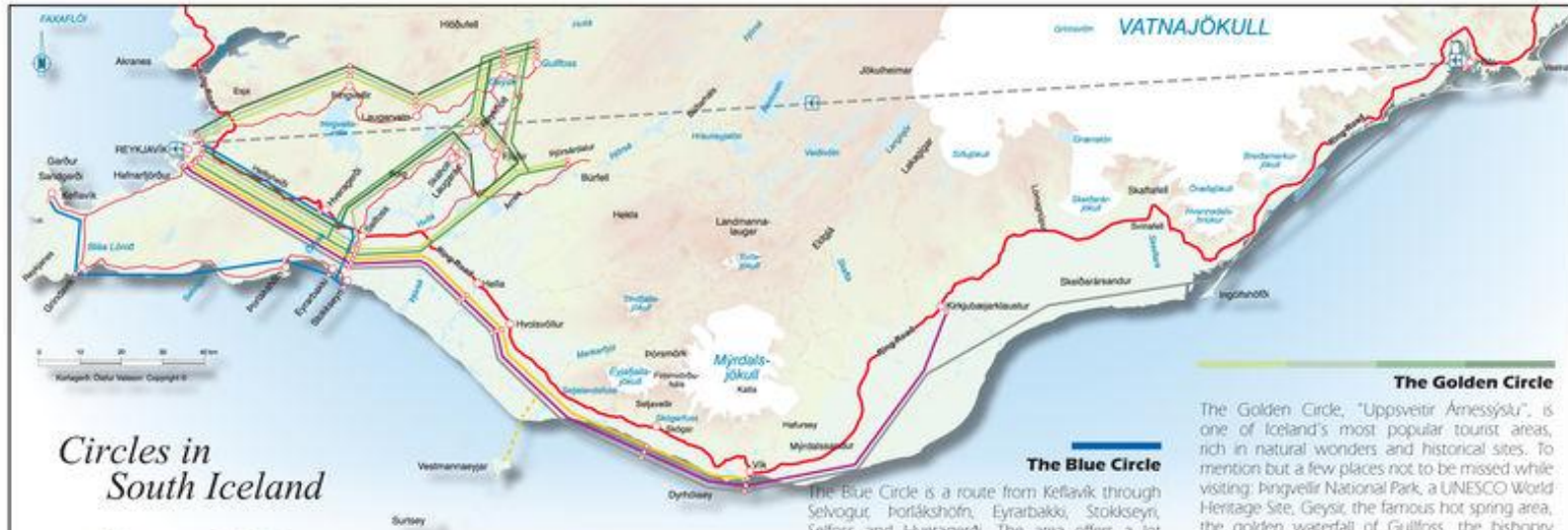


Helstu verkefni framundan

- Móttaka erlendra ferðakaupenda
- Áframhaldandi vinna við verkefnið
Ísland er með ´etta
- Frágangur og kynning á nýjum vef
www.winterwonderland.is



Aksturhringir Suðurland



Circles in South Iceland



The Glacier Circle

The Glacier Circle is a magical route to experience the reason why Iceland got its name. The largest glacier outside the arctic, Vatnajökull, offers unique natural wonders, such as the magnificent Jokulsárlón (the Glacier Lagoon), where you can take a boat trip, and many spectacular glacier outlets, easily accessible for tourists, either walking, climbing, on ATV-tours, ski-doo's or jeeps. Make sure not to miss this fascinating experience while you are in Iceland.

The circular route includes a one hour flight from Reykjavik to Höfn and then a 450 km drive back from Höfn to Reykjavik with stops at glacier landmarks in the Vatnajökull Region.

The Volcano Circle – Katla Geopark

The Volcano Circle gives you an opportunity to experience at first hand why Iceland is called the land of ice and fire and how the community adjusts to the volcanic activity. The Eyjafjallajökull area offers a great variety of natural sites, such as Þórsmörk, the new mountain peaks of Magni and Móði, Eyjafjallajökull, Katla, one of the largest central volcanoes in Iceland, covered by the glacier Myrdalsjökull, Seljalandsfoss waterfall, Skógafoss waterfall, Sólheimajökull glacier, Dyrhóleyr rock arch, Lakagigar volcanic area and endless black beaches. All the sites can be accessed by walking, climbing, ATV-tours, on horseback or in jeeps.

But take great care! Most of the sites are easily accessible and close to the main roads, but some routes can be more dangerous due to unbridged rivers and highland tracks. It is easy to add a day to this circle tour and visit Vestmannaeyjar islands.

The circular route includes a drive from Reykjavik to Hvalsvöllur (106 km) and the Eyjafjallajökull area to Vík (90 km).

The Blue Circle

The Blue Circle is a route from Keflavik through Selvogur, Þorlákshöfn, Eyrarbakki, Stokkseyri, Selfoss and Hveragerði. The area offers a lot of different activities for travellers, such as surfing in the ocean at Þorlákshöfn, kayaking in Stokkseyri, horseback riding in Olfus, hiking and biking tours around the hills in Hveragerði and bathing in natural geothermal pools. You can also visit one of Hveragerði's many greenhouses and the Geothermal Park, the old church and the lighthouse at Selvogur, the Folk Museum in the Merchant's House in Eyrarbakki, the Icelandic Wonders Museum in Stokkseyri and the Geothermal Energy Exhibition at Heiðisheiði Power Plant.

History and Culture Circle

The History and Culture Circle is a perfect route to experience Iceland's history and culture at first hand in a magnificent environment. The culture is just as diverse as the landscape. A broad variety of museums and exhibitions in the Katla Geopark area gives a unique view into the core of Icelandic culture and heritage, such as Skógar Museum, Katla Centre in Vík, Skaftárhóli at Kirkjubæjarklaustur, the Icelandic Saga Centre at Hvalsvöllur and the Visitor's Centre at Þorvaldseyri. Make sure not to miss the local food available in many of the area's restaurants, originating directly from the surrounding nature.

The Golden Circle

The Golden Circle, "Uppsveitir Ámessýsla", is one of Iceland's most popular tourist areas, rich in natural wonders and historical sites. To mention but a few places not to be missed while visiting: Þingvellir National Park, a UNESCO World Heritage Site, Geysir, the famous hot spring area, the golden waterfall of Gullfoss, the bishopry site in Skálholt, Þjórsárdalur valley and the Saga Age farm there, as well as Kerid, a volcanic crater. Also well worth a visit are several small charming villages, such as Flúðir, Laugarvatn and Sólheimar. The uplands stretch from Þingvellir National Park to the Þjórsá river and into the central highlands. The population of the area is about 2,600 in four municipalities.

There is a great variety of services, accommodation, restaurants and activities in the area. Welcome!

The Golden Circle is now more like a Golden Chain, since new roads and bridges have opened up new opportunities. When travelling from Reykjavik there are several options, as follows.

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|--------------|-------------|--------------|-------------|
| Reykjavik | Reykjavik | Reykjavik | Reykjavik |
| Þingvellir | Þingvellir | Selfoss | Grímsnes |
| Lyngdalshéð | Lyngdalshéð | Þjórsárdalur | Skálholt |
| Laugarvatn | Laugarvatn | Flúðir | Laugarás |
| Geysir | Geysir | Brúarhöfð | Flúðir |
| Gullfoss | Gullfoss | Geysir | Hvítárbrú |
| Reykhot | Brúarhöfð | Reykhot | Reykhot |
| Hvítárbrú | Flúðir | Hvítárbrú | Gullfoss |
| Flúðir | Hvítárbrú | Grímsnes | Geysir |
| Þjórsárdalur | Reykhot | Reykjavik | Laugarvatn |
| Selfoss | Laugarás | | Lyngdalshéð |
| Reykjavik | Skálholt | | Þingvellir |
| | Selfoss | | Reykjavik |
| | Reykjavik | | |