

# Charter



Our business has signed up to being part of Vestfjarðaleiðin #TheWestfjordsWay. This means we are committed to giving our visitors the best experience we can. We aim to:

- ① **Be distinctive** - offer visitors an experience they will remember – not just an experience they can buy.
- ② **Stimulate the senses** - offer experiences which are not just about sights, but sounds, smells, tastes and textures too.
- ③ **Be easy to access** - provide all the information a visitor needs (opening hours, contact details, location etc) on our digital platforms and respond quickly to visitor enquiries by phone, email and social media messaging.
- ④ **Be high quality & safe** - help visitors experience Vestfjarðaleiðin safely with advice and guidance regarding driving and hiking including, dealing with the weather conditions and meet the highest quality standards constantly benchmarking against the best experiences in Iceland and beyond.
- ⑤ **Be engaging & involving** - encourage active involvement, participation, learning or hands-on activities.
- ⑥ **Feel personal** – tell Vestfjarðaleiðin stories (historic and contemporary, true and mythical) imaginatively, so they do not feel contrived or staged just for tourists.
- ⑦ **Be targeted** - appeal strongly to at least one of the Vestfjarðaleiðin's priority target markets and reach out to them across all communication channels including social media.
- ⑧ **Extend the season** - help attract visitors year round and try to lengthen the tourist season.
- ⑨ **Signpost** - to other experiences on Vestfjarðaleiðin, helping visitors create their itinerary as they travel.
- ⑩ **Engage visitors as advocates** - help visitors share their experiences through social media, suggest what and how to share including providing Wi-Fi.
- ⑪ **Be Sustainable** - minimise any negative environmental impact and support sustainable credentials.
- ⑫ **Use local food (if appropriate)** - prepared in interesting and appealing ways and highlight that it comes from Vestfjarðaleiðin providing information on our sources, producers, environmental influences, traditional methods etc.