



Vestfjarðaleiðin
#TheWestfjordsWay

Vestfjarðaleiðin #TheWestfjordsWay

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Westfjords New Touring Route

Vestfjarðaleiðin #TheWestfjordsWay is a new project developed by Visit Westfjords and Visit West designed to attract more visitors to the Westfjords and Dalir¹, keep them here for longer, exploring more widely.

It is inspired by the popularity of touring routes around the world and brings together the best of what we have to offer into a new proposition to take to market – and really put the Westfjords on the tourist map. With a new tunnel through Hrafnseyrarheiði, an all year round route between the southern and northern parts of the Westfjords is now in sight. This opens up new opportunities including Vestfjarðaleiðin.

Vestfjarðaleiðin is a huge, exciting opportunity for us to work together to make the Westfjords one of the most successful destinations in Iceland. We know it's the best – now we have the chance to prove it.

This Toolkit is for tourism operators, businesses and communities in the Westfjords. It tells more about what Vestfjarðaleiðin is, who it's for and how to get involved.

And it will definitely be worth your while to get involved. Vestfjarðaleiðin will be the focus of promotion by Visit Westfjords and Visit West over the coming years and will be marketed internationally by Promote Iceland. Businesses and communities who sign up to Vestfjarðaleiðin will get an increased profile and opportunities to welcome new visitors throughout the year.

How to get involved

- Sign up! – page (p28)
- Think about the brand narrative (p6) and where your business fits
- Decide on your target markets (p8) and your messages (p12)
- Think about what your special stories are and how you can tell them (p19)
- Think about what you need to do to make your business ready for Vestfjarðaleiðin (p23)
- Start telling visitors you're on Vestfjarðaleiðin
- Get in touch with our Project Manager (p33)

¹ Dalir is a vital part of Vestfjarðaleiðin making the route circular: but for simplicity when the Toolkit talks about Westfjords it includes the Dalir part of West Iceland, even though not explicitly mentioned.

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Our Promise to Visitors

Vestfjarðaleiðin #TheWestfjordsWay is the **spectacular driving route that navigates a 950km circle around Iceland’s Westfjords.**

It encourages visitors to stop and experience the places, landscapes, and culture aided by the people, who are natural storytellers.

Here’s the narrative which captures what Vestfjarðaleiðin is all about – what visitors can expect, the reasons they should come and what makes it special and different from anywhere else.

Look at a map of Iceland and you will see a hand that stretches out from the North West towards Greenland. That’s the Westfjords. Vestfjarðaleiðin is the **spectacular driving route that navigates a grand 950 km circle around the edges of this breath-taking peninsula**, twisting and turning along fingers of land and occasional mountain passes, revealing grand vistas which take your breath away.

This is a **dramatic driving route** which makes for a memorable road trip. This is real driving, occasionally along gravel roads and through tunnels, which means you really get to explore this oldest part of Iceland’s unique

landscape. Driving means you can choose where to stop – which you absolutely should do at every opportunity - at viewpoints, mountain tops, beaches and headlands. Wander round the traditional towns and villages that punctuate the route, stay in understated hotels and unpretentious family-run guest houses, eat some of the best fish and wild-roaming lamb you will ever taste, and share the Icelander’s love of coffee and cake at cafés and bakeries that pop-up just when you least expect them.

Vestfjarðaleiðin is immense and immersive. You are surrounded by the elements – water most of all – sea, rivers,

waterfalls, hot pools and of course rain. You can see, feel and taste the weather all around you. Your eye can discern an infinite palette of blues in the sea, sky and mountains. You can get close to the wildlife – whales, seals, puffins and other seabirds abound. And you are drawn into the **character and charm of the place through its people - natural storytellers** who are willing to share their sagas, myths and very personal stories of their place, their history and their lives.

Vestfjarðaleiðin #TheWestfjordsWay is truly **unforgettable.**

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The Brand

The name of the route is **Vestfjarðaleiðin** **#TheWestfjordsWay**, a combination of Icelandic to give it authenticity, and English to give it a sense of place. The hashtag encourages everyone to share their experiences along the route.

The brand logo for Vestfjarðaleiðin is based on the shape of the Westfjords peninsula which stands proud from the rest of Iceland. This area is the oldest part of Iceland, marked by an ice age ten thousand years ago which created a diverse landscape of deep fjords, cliffs, mountains, valleys and lowlands – a geographical landscape which shapes the flora and fauna, the views and vistas as well as the daily lives, heritage and culture of the people of the Westfjords.

The logo is surrounded by a circle which has a double meaning: a halo representing its connection to the spiritual and, more pragmatically, that Vestfjarðaleiðin is a circular route.

The colours used in the brand logo are green and monochrome black and white. The green is a lively, fresh shade reflecting the Spring growth around the Dynjandi waterfall - and in fact all around the route. The black and white expresses the startling drama of the landscape.

The brand logo will be used in all marketing communication and on the ground to signpost the route. Members will be able to use the logo in their own promotion.

Some of our attributes

- Environmentally sustainable
- Off the beaten track
- Unspoiled & undiscovered
- Dramatic
- Traditional culture
- Ever-changing landscape
- Wilderness
- Fjords, waterfalls & pools

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Brand Elements

Logos



Vestfjarðaleiðin
#TheWestfjordsWay



Vestfjarðaleiðin
#TheWestfjordsWay



Vestfjarðaleiðin
#TheWestfjordsWay

Colours

Pantone: Black
CMYK: 0 0 0 100
RGB: 0 0 0
HEX: #000000

Pantone: 363
CMYK: 70 25 100 7
RGB: 75 140 45
HEX: #669933

Pantone: White
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #FFFFFF

Typography

Any weight and style within the Acumin family may be used for external communications.

Acumin Bold

Acumin Regular

Acumin Light

Acumin Bold Cond.

Acumin Regular Cond.

Acumin Light Cond

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Our Target Markets

The target geographic markets for Vestfjarðaleiðin will be the same as those prioritised by Promote Iceland - USA, Germany, Scandinavia, Britain and France. Vestfjarðaleiðin – at least in the early stages – is likely to be an easier sell to those who are repeat visitors to Iceland although over time we are aiming to become a top choice for all visitors to Iceland because of the strength of our reputation and quality of the experience.

Vestfjarðaleiðin will appeal to two of Iceland’s priority segments – Fun-Loving Globetrotters and Independent Explorers. These are people who are up for adventure, happy to go it alone but equally happy in small groups, especially for group trips to special places from a base, and want a mix of doing and seeing. And importantly for us – they are prepared to spend to have a great time.

The following pages show a profile of each of the segments which gives an idea of the kind of people they are, what they are looking for and why they are ideal for us.



Fun Loving Globetrotters



Photo credit: Promote Iceland

Characteristics

- 20-50 years
- City dwellers
- Very sociable, open-minded, independent
- Active travellers
- Want to travel to new and exciting destinations
- Respectful of nature and the environment
- Look for new challenges but like guidance
- Interested in culture, ideas, other lifestyles
- Love to share their stories on social media

Attributes

- These are people who are a great fit for Vestfjarðaleiðin – they actively seek new and different places and are environmentally aware and interested in different cultures.
- They also respond to a challenge but look for ideas and inspiration so can be influenced by marketing messages.
- They are prepared to spend on themselves.
- They will be advocates, spreading the word about Vestfjarðaleiðin through their social media channels.

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Independent Explorers



Characteristics

- 35-65 years
- Reliable, responsible and rational
- Active travellers – seek out new and exciting places
- Want to travel off the beaten track
- Love the outdoors, respectful of nature and the environment
- Love learning about local culture
- Travel in smaller groups
- Travel all year but particularly up for coming in winter
- Not particularly sociable

Attributes

- These people are core the market for Iceland generally and Vestfjarðaleiðin in particular – outdoor lovers who want to get off the beaten track.
- The challenge with these people is to encourage them to spend more by giving them reasons to do so – for example access to special places and unique experiences in paid for/ small group tours.
- While not particularly sociable they do enjoy local cultural experiences but are less likely to be seen promoting the destination on Instagram. However they will become strong advocates for the destination through peer review channels and word of mouth

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Headline messages

There are four **Headline Messages** to use in marketing communications. These are drawn from the brand narrative, an audit of Vestfjarðaleiðin's strengths and the motivations of the target segments. These messages cut across both segments.

Here are the Headline Messages with examples of the sorts of things to say that will bring the message to life. Feel free to use them!

1: Experience a Sustainable Destination

- The area has eco credentials – Earth Check Certification
- It's about small scale, slow tourism – the very opposite of mass tourism
- Tourism here helps sustain communities and way of life – it's part of what people do
- Let someone else do the driving – take a small group tour on land or water
- It's a land of survivors and subsistence – you'll get to taste the land and sea in all you eat

2: Get Off the beaten track

- It's the authentic, undiscovered part of Iceland
- Vestfjarðaleiðin gives you a do-it-yourself itinerary – with added inspiration
- Summer is great – spring and autumn even better
- It's a circle – no doubling back on yourself
- It's magical and mystical – sagas, legends, trolls and elves are everywhere; and natural phenomenon such as the northern lights and 24 hour sunlit summer days literally illuminate the landscape

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Headline messages

3: Don't forget to ...

- Get out your car and do something...
- Eat the best – wholesome food made from local produce served with genuine hospitality
- Take time to talk – the people are natural storytellers
- Breathe - pure, clean air

4: Don't miss ...

- Quirky museums – sea monsters, witches or just tiny museums showing a traditional way of life
- Puffins picturesque as always on the cliffs, eider ducks nesting on the shore protected by the farmers, arctic terns swooping to protect their nests, whales and seals out in the fjords
- Open air hot pools with great views
- Coffee, cake and a chat in one of the many cafés and local bakeries

Marketing Tips

- Get familiar with the brand narrative and think about how you might use it in your marketing
- Think about the target segments and decide which fits best with what you offer
- Decide which Headline Message work for your business – and develop some sub-messages that bring to life what you offer
- Speak to the Visit Westfjords team for advice and to find out how you can get involved in their marketing campaigns

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Special Experiences

As a visitor travels along Vestfjarðaleiðin there are lots of things to see and do. We have identified eight types of experience that Vestfjarðaleiðin offers and which we know will appeal to visitors:

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1. Drive highlights



Stopping points, viewpoints, sections of 'interesting road' and diversions off the route. These are locations where the views are impressive and the driving experience is boast-worthy. Examples include: the pass between Hrafnseyri and Þingeyri; the road around Klofningur; Arnarneshamar Tunnel; and the Neshringur loop.

3. Natural highlights



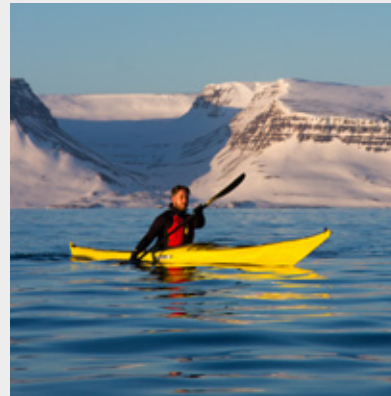
Tours to iconic sites, remote hot pools and places to savour the northern lights. Examples include: Hornstrandir Nature Reserve; Látrabjarg Cliff; Rauðasandur with its seals and beach pods; Hvammsfjörður; Hvítanes Seal colony; tours with a qualified guide who can show you something extra.

2. Quirky experiences



Unexpected places, museums, eating places, attractions and places to stay. These are authentic and distinctive – the sort of experiences you can only find here. Examples include: Samúel Jónsson Sculptures; Museum of Sorcery & Witchcraft; The Old Book Store; The Sea Monster Museum; and the Sheep Farming Museum.

4. Getting wet



Hot pools, beaches, waterfalls, kayaking, whale watching. Water is everywhere and these experiences bring the visitor into direct contact with it, satisfying the senses. Examples include: hot pools Guðrúnarlaug and Hellulaug; Dynjandi Waterfall; boat tours to watch the whales and cliff birds; kayaking in Ögur and Ísafjörður.

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5. Taking the air



Viewpoints, mountain passes, hiking routes/ tours and winter skiing. This is where you head up toward the sky and on a clear day can see for miles and miles. They are places where you feel like the only people on earth. Examples include: Bolafjall; Kleifabúi statue at Kleifaheiði Pass; Dynjandi waterfall; the experience of flying into Ísafjörður; winter skiing; having a guide take you into the wild; hiking up to the Trolls seat, Naustahvilt or hike the old road to Bolungarvík.

7. Taste the place



The best eating places, coffee stops, excellent restaurants serving local produce and farm shops. Examples include: Erpsstaðir Dairy; Fisherman, Suðureyri; Tjöruhúsið; Restaurant Galdur; Sætt og Salt; Dokkan Brugghús; cafes such as Kaffi Sól, Litlibær, Simbahöllin; as well as Saltverk and Norðursalt.

6. Stories



The sagas, longhouses, museums and events. This is how visitors can explore the history of this place, the people that have shaped it and have been shaped by it. Examples include: Hnjótur Museum; Heydalur Guesthouse; Eiríksstaðir Viking Museum; Eldsmiðjan Iron making; Ósvör Maritime Museum; Jón Sigurðsson Museum.

8. Instagrammable icons



Evocative and emotive places, views and experiences that capture the essence of Vestfjarðaleiðin. This is the opportunity to capture and share the moment. Examples include: the aircraft at Hnjótur; Garðar BA64 Steel Ship; the red roofed A-frame sheep hut in Arnarfjörður; Puffins, Whales, Seals and Arctic Fox; and the many hot pools.

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There are also universal attractions of this region which are fundamental to Vestfjarðaleiðin and will always make a visit special.

These include the northern lights, midnight sun, the fjords, sighting whales, seals, flora and fauna - and opportunities to experience solitude by stepping out of a vehicle and going for a hike or sitting on a beach. These free experiences are part of Vestfjarðaleiðin and will be used to market the route, to inspire the target markets and offered as part of itineraries alongside more obvious paid attractions and experiences.

Many businesses will fit clearly into one or more of the eight types of experience we have identified. Or you may need to develop your offer in order to fit. And of course there will be a few businesses that don't sit easily within any of these categories but are important to visitors all the same. Even if it's not obvious which of these categories you are in, think about how you can use them to align with Vestfjarðaleiðin. Here are some quick and easy things to do:

Car Hire Company

- Provide maps with the drive highlights, natural highlights and quirky attractions
- Suggest stopping places to take the air and photograph the many icons

Hotel

- Decorate rooms and public spaces with images of the natural highlights and Icons.
- Use the Vestfjarðaleiðin brand colour scheme and logo
- Display the Charter at reception

Restaurant

- Make use of local produce and explain on your menus where it has come from and who produced it
- Promote and link to the websites and social media channels featuring Vestfjarðaleiðin
- Display the Charter

Attraction/Museum

- Identify, use and promote the stories of Vestfjarðaleiðin in your interpretation, what your guides say and in your marketing
- Promote links to the websites and social media channels featuring Vestfjarðaleiðin
- Think about how to make the experience you offer quirky and engaging and give opportunities for your staff to tell stories

Tour Operators & Travel Agencies

- Develop tours based on the special experience themes
- Provide 'top 5 must-see' lists for taste the place, quirky experiences and instagrammable icons in the locations guests are staying
- Encourage clients to post images to the social media feeds and hashtags
- Train and support guides in telling great stories

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Telling Vestfjarðaleiðin Stories

We may not have the biggest museums or the fanciest hotels in the world but we have the best stories! And the people of the Westfjords are natural storytellers. There are so many stories to tell – historical, personal and mythological. Our visitors want to understand the area, its culture and its people - and stories are so much better than dry facts and figures at bringing the place to life.

Telling stories well need not be complicated – here are some ideas to get you started:

- Take time to chat to guests or visitors you meet, find out what they are interested in, invite their questions and respond accordingly
- Tell them about the place. What's its history? Why is it there and what's its economy, culture, politics etc.? What are the interesting buildings and why? What are the myths and legends which surround the place? Are there specific locations associated with the legends?
- Have information and stories about your business in rooms or in public areas. Is there an interesting story about the building or who built it? Has your family lived here for generations? Or have you just moved here – and why? Are there pictures to display?
- If you are a food business then there are lots of opportunities to tell your story on your menus or elsewhere. Who are your suppliers? What's special about the food you serve? Who is the chef and what's their story? Any local recipes you can provide? Any tips on what local food visitors should try or buy?
- Tell personal stories as much as you feel comfortable doing. Are there dramatic stories about your ancestors? Stories of hardship and challenge are always fascinating for visitors. Have you or your family any stories of the 'hidden folk'?
- Offer advice to visitors on where to go, what to see, what to do and why. What are your 'insider tips' – especially those that it would be hard for a visitor to find out about?
- Pictures and videos can also be used to tell stories – particularly in your marketing.
- Use the languages of the target markets wherever possible.

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Here are a few examples of stories told by people from around the Westfjords and West Iceland that will be of interest to visitors:

- Kleifarkallinn is a statue on Kleifaheiði made by road construction workers in the 60's. The tradition is to wave to him when you pass by for good luck.
- A stone found at Goðadalur dates back to settlement (900-1000). It was used for collecting blood from sacrificed animals (maybe people) in pagan rituals. The stone is in the Witchcraft Museum at Hólmavík. It has been DNA tested and blood traces confirmed.
- There is an elf stone a few kilometres north of Búðardalur. Road workers tried to move it but the machines broke down. It stays put in the same place today. While driving I honk the horn in warning before I pass the stone just in case there are elves on the road.
- Just above my house is a line of rocks – said to be the habitat of hidden people. I tend to be alone on the farm in the winter and very often at night I almost hear music; it is just out of my ears' reach, but I feel it.
- The road around Svalvogar was never meant to be, but a stubborn local man (Elís Kjaran) on a small bulldozer made the road on his own over many years.



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Here are some examples of how stories have been used in other places.

Tapping Into Visitors' Senses



The idea of using more than the visual sense to help visitors immerse themselves in the story of the place is key to tapping into emotions. Kate McLean takes people on Smell Walks of cities – to create sensory maps but in the process creating a unique visitor experience. She has created maps and walks in Amsterdam, Paris, Edinburgh, New York and Boston.

Quirky Stories



At the Dormy House Hotel, Cotswolds, England owls feature in various places throughout the hotel from doorstops to key fobs. If you want to know more you are invited to ask a member of staff what the story is drawing you into a conversation. The textile owls are made by a local craftsman.

Personal History Stories



Esther Barron of Barron's Bakery in Cappoquin in Ireland, always talks about how the business was started by her grandfather in the late nineteenth century – and how today “we still use the same Scotch brick ovens to bake our crusty bread ... these amazing ovens give our bread the unique taste, flavour and crust” – showing how you can use the story of your family or your business to promote a strong message about the quality of your offer. (They've even published a book of their story.)

History Stories



At the Radisson Blu, Farnham Estate, Cavan, Ireland half way down the stair to the Wild Goose Cellar Bar is this statement floor to ceiling piece telling the story of how the bar got its name inspired by the 'Wild Geese' Irish rebels and their connection with French wine makers.

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You will make Vestfjarðaleiðin the world class experience we want visitors to have. It's good to view what we offer through their eyes, always asking for feedback and reviews, and always trying to improve. And we need to think about the whole experience, before they arrive and where they are going next. Here are some easy to implement ideas to inspire you:

Itineraries and Links

You want to help each and every visitor you come into contact with to spend as much time as possible on Vestfjarðaleiðin. Visitors need help – you know the area – they don't. So tell them what you think they should do – where they should go next, what they should visit and experience, where they can get to in an hour's drive – and why they should. Equally importantly tell them stories about the place they are visiting to bring it to life.

Top Tips

- Highlight the major experiences that visitors will find in 1-2 hours of your business. Refer them on and get referrals from others.
- Suggest itineraries of what can be experienced and where they can eat, shop, relax and stay.
- Think about different audiences – what will work for different types of visitor.

Example



Sign at Wicklow Gaol highlighting other attraction in 30-60 minutes' walk/drive

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Get visitors active in nature

The natural environment of Vestfjarðaleiðin, the flora, fauna, air and light are among the best in the world. While Vestfjarðaleiðin is a driving experience we need to help get visitors out of their cars and connect with the people and the landscape. Public sector agencies need to work together to provide easy and safe places to park vehicles. Business can advise and direct visitors to spread the benefits of tourism without over-crowding popular sites.

Top Tips

- Provide maps and guides showing 30 minute - 2 hour walks from nearby your business - getting visitors to scenery and places they would not otherwise visit.
- Highlight the places where visitors can get active, including on the water. Consider providing equipment which would support this especially for waterfront businesses.
- Think about the top 5 views near you and promote them to your visitors
- Point visitors to places where they can soak in a hot pool and meet locals.

Example



The Bell Inn, New Forest, England shows guests how to get off the beaten track with their favourite walks and cycle routes and urges them to share their experience on social media.

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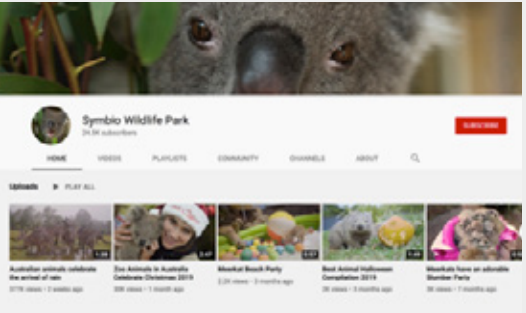
Be Social

It's a good idea to engage with your visitors before and after they have visited. Use the social channels to share pictures, stories and updates that will excite visitors planning a trip and build loyalty among those who have already visited and can be your brand ambassadors. Encourage reviews and get your visitors to tag you and #TheWestfjordsWay in their social posts.

Top Tips

- Post regularly to social media and make sure your posts are visual with photos and videos.
- Use Vestfjarðaleiðin, the brand and narrative in your communications.
- Be original and be specific. Give a reason to visit.
- Tag and use the destination hashtags and channels, under Further Information at the end of this toolkit, to increase the reach of your posts, including via Inspired by Iceland.

Example



Symbio Wildlife Park, Australia create stories using high quality images and videos of their animals and have 43k followers on Instagram, 350k on Facebook and 25k on YouTube. They tag to Tourism Australia who share Symbio posts with their millions of followers.

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Exploit All The Senses

Visitors don't just see things. They feel them, hear them, taste them and smell them. So make sure you think about how well your business delivers an experience against each of these senses. Can everyday experiences be made more special and relevant to Vestfjarðaleiðin?

Top Tips

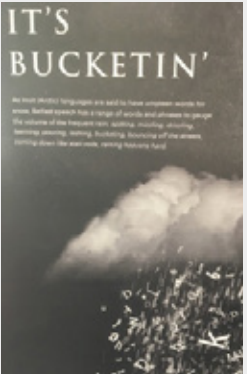
- Decorate public areas and rooms in businesses with art, craft and pictures – and colours - that tell local stories.

- Use local produce as much as you can and explain to visitors that is what you are doing – tell them where it comes from and who produced it.
- Use local toiletries – soaps and shampoos infused with local plants.
- Highlight local culture, such as music, to fit the experience – contemporary and traditional.
- Take them foraging or fishing – get them involved in where the produce comes from and how it is prepared.
- Get them to practice Icelandic words or phrases – let them learn something about the language and in particular any that are uniquely from Vestfjarðaleiðin.

Example



Hastings Hotel, Belfast share where the food has come from and why it is special.



In Belfast Museum, panels let you learn some local phrases.

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We want all businesses and communities that welcome visitors to be part of Vestfjarðaleiðin, each adding to the overall enjoyment of the route and connecting visitors with the experiences, culture and people of this amazing region. It doesn't matter whether you are on the actual route or a detour off it. This is, after all, a region to explore and seek out experiences which are off the beaten track.

Vestfjarðaleiðin #TheWestfjordsWay Charter

All businesses wishing to be part of Vestfjarðaleiðin must help deliver the Brand Proposition and Narrative (see p6). They must help connect the visitor to this landscape and its people through personal experiences as well as stories, some written and some told by the hosts. The aim is to create memories for visitors in time and place that they will treasure and recall, at every turn surprising them – helping them feel a sense of achievement and delight – nurturing their desire to be travellers, not tourists.



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Vestfjarðaleiðin #TheWestfjordsWay Charter

Here are the Principles of our Charter which we want every business to commit to:

1. Be distinctive – offer visitors an experience they will remember – not just an experience they can buy
2. Stimulate the senses – not just sights, but ideally sounds, smells, tastes, textures too (food & drink should have a strong local element)
3. Be easy to access – provide opening hours, dates, locations, prices easily accessible on digital platforms and visitor enquiries should be responded to quickly via 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 the world
5. Be engaging & involving – encourage active involvement, participation, learning or hands-on activities such as salt-making, chocolate making, cooking fish, fishing or photography
6. Feel personal – tell Vestfjarðaleiðin stories (historic and contemporary, true and imaginary) 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 generate visitors year round and look at how to lengthen the tourist season
9. Signpost – to other experiences on Vestfjarðaleiðin, helping visitors knit together their itinerary as they travel in a 'if you liked our business, you'll love this...' way
10. Engage visitors as advocates - actively help visitors share their experiences through social media, suggest what and how to share including providing Wi-Fi. Think about your best 'instagrammable' moments and highlight these to visitors
11. Be Sustainable - minimise any negative environmental impact and supports sustainable credentials
12. Use local food – prepared in interesting and appealing ways and highlight that it comes from Vestfjarðaleiðin

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We want you be part of Vestfjarðaleiðin and doing so is as easy as 1, 2, 3:

- 1 Review the Criteria for participation and make sure you are happy to agree to them
- 2 Check that you are willing to support the 12 principles of our Charter set out above
- 3 Complete and sign the Co-operation Contract at www.vestfirdir.is/vestfjardaleidin, make the payment (funds will be used to develop and market Vestfjarðaleiðin)

When we receive your signed Co-operation Contract we will process your application and send confirmation with logos for you to promote your involvement in Vestfjarðaleiðin and a copy of the Charter for you to display to visitors.



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Criteria

Eligibility

- Members are licensed businesses and members of Visit Westfjords or Visit West Iceland.
- Members agree to meet once a year with Visit Westfjords or Visit West Iceland.
- Members understand and agree to support the aims of the Vestfjarðaleiðin Charter.

Costs

- Members will sign a cooperation contract agreeing to contribute to the marketing costs of the project with annual fee of 25.000 ISK due on 1 September each year.
- Membership will renew automatically each year on 1 September but members can withdraw from the contract via email to Visit Westfjords or Visit West Iceland giving at least three months' notice.

Marketing and information

- Members support the marketing of Vestfjarðaleiðin brand by including the logo and the name in their individual marketing, e.g. on Tripadvisor or booking.com and on their own websites.
- Members will support press and fam visits providing personal welcome.
- Members will use the Vestfjarðaleiðin logo appropriately; for example it should not appear on self-painted signs.

Changes

- As Vestfjarðaleiðin is long-term project there may be changes in the membership criteria as the project evolves. Members will be informed about all changes.

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Further information

If you need any further information, want to sign-up, have any questions, need some advice – or just want to have a chat about Vestfjarðaleiðin then contact our dedicated Project Manager

Magnea Garðarsdóttir
magnea@vestfiridir.is
354 450 3051

Keep up to date with what’s happening with Vestfjarðaleiðin on: www.vestfiridir.is/vestfjardaleidin

Check out what’s happening with Visit Westfjords on: www.westfjords.is

And contribute to our social media channels with your own stories for Vestfjarðaleiðin:

Facebook www.facebook.com/VisitWestfjords

Twitter www.twitter.com/visitwestfjords

YouTube www.YouTube.com/user/VisitWestfjords

Instagram www.instagram.com/visitWestfjords

Pinterest www.pinterest.com/westfjords

And remember to use the hashtag #TheWestfjordsWay

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