

Tourism in Iceland | Challenges & Solutions



Geysir – South Iceland

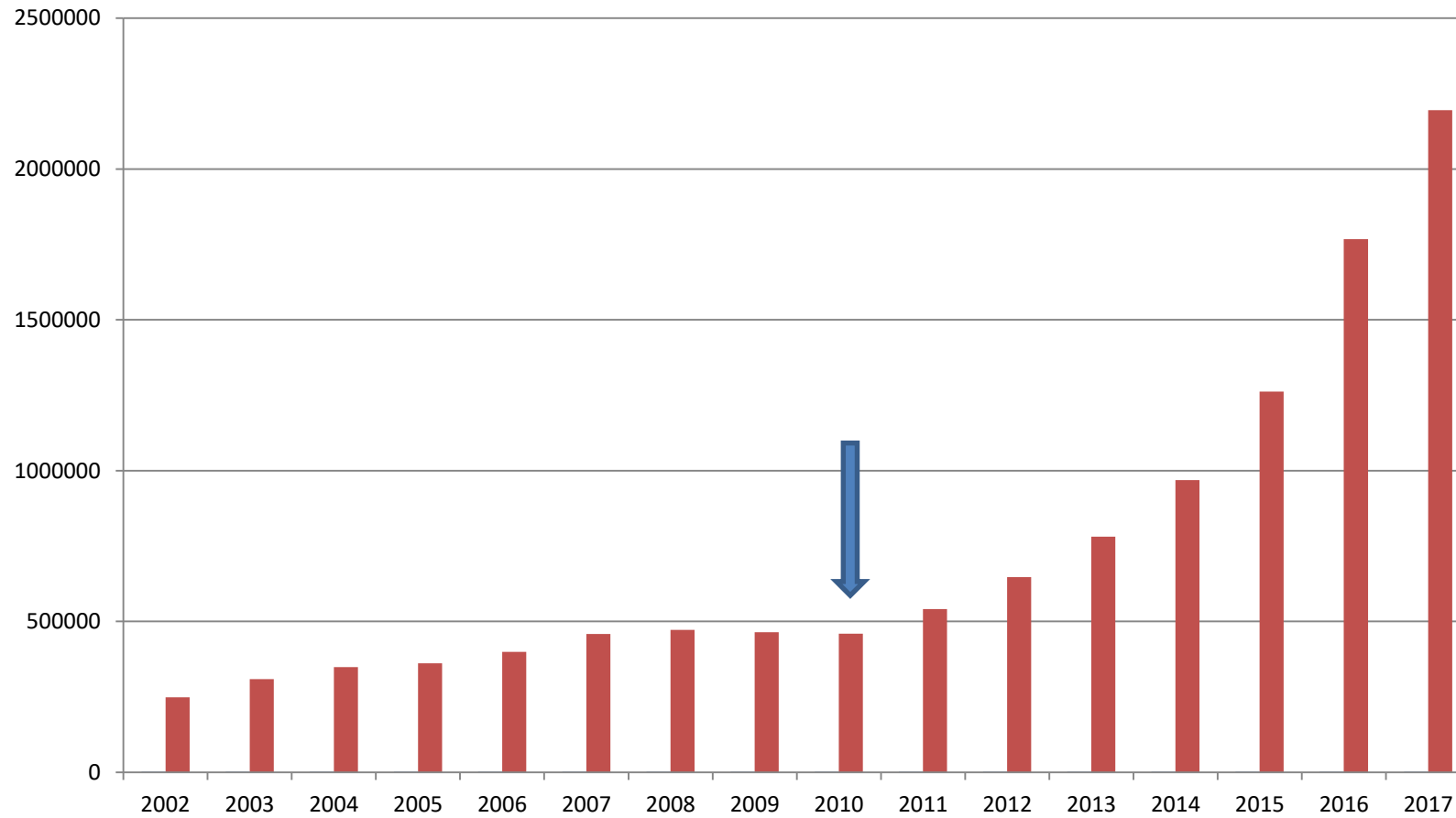
Maria Reynisdottir | Ministry of Industries and Innovation, Iceland | September 27, 2018

**Overtourism:
Seeking Solutions**
A WORLD TOURISM DAY FORUM



International Institute
of Tourism Studies
THE GEORGE WASHINGTON UNIVERSITY

Growth in tourist numbers



Reasons for growth



Eyjafjallajökull – South Iceland

Positive effects



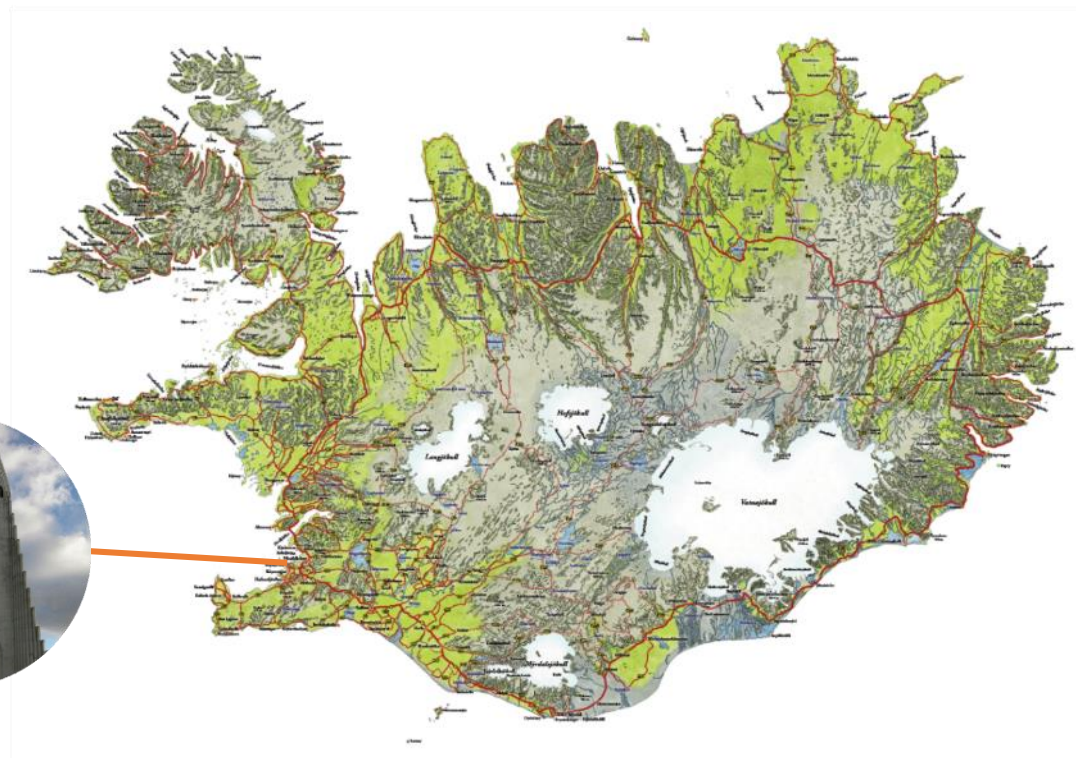
Siglufjörður- North Iceland

Putting things into perspective



Source: Google Maps

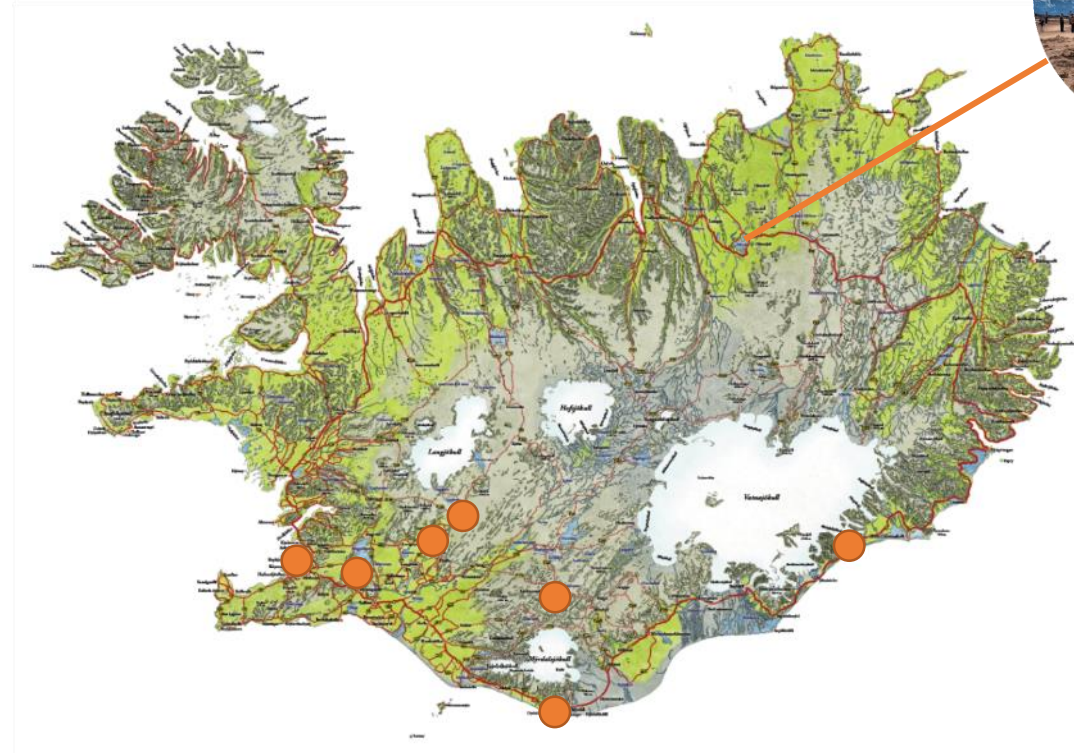
Under pressure



Under pressure

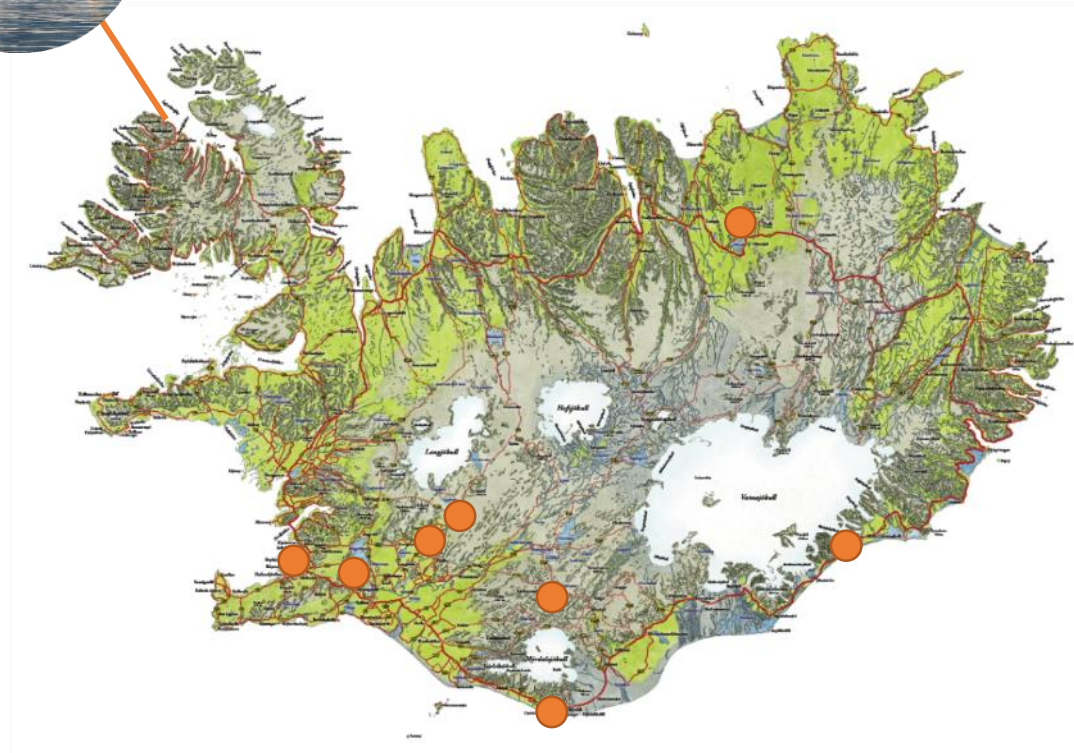


Under pressure

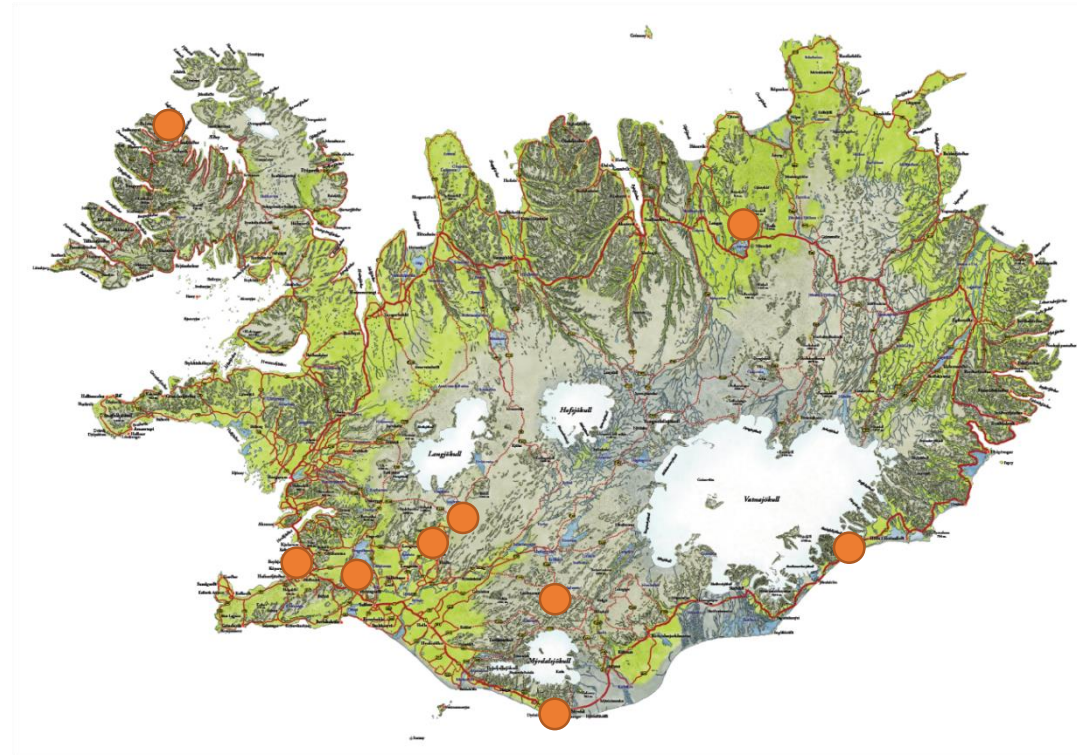




Under pressure



Under pressure



Regulation



Coordination



Infrastructure



Þingvellir – South Iceland



Before - 2012



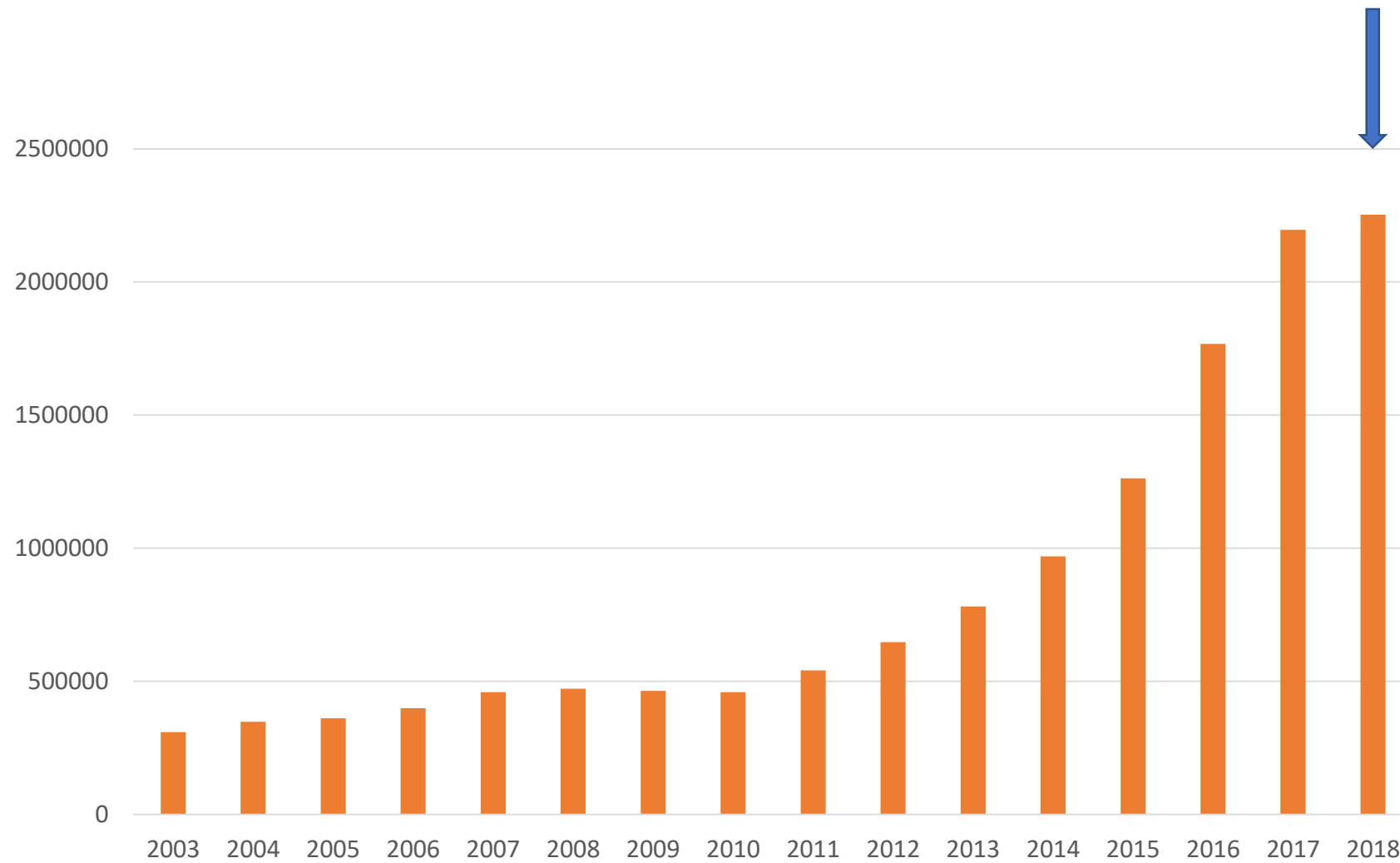
After - 2017 Goðafoss – North Iceland

Communication





Growth slowing down



Looking ahead

- Continue with regulation, coordination, infrastructure and communication
- Sustainability indicators
- New tourism strategy 2020+

Thank you!

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