

OUTDOORS

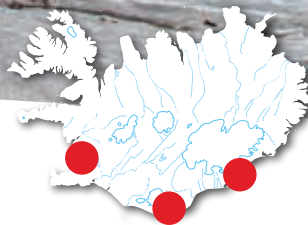
– exploring the blue island

Free
copy

Summer 2013

GLACIER WALKS

AND OTHER EXCITING DAY TOURS



SCAN QR CODE TO BOOK NOW



MAKE SURE IT'S MOUNTAIN GUIDES

MOUNTAINGUIDES.IS • mountainguides@mountainguides.is • Tel: +354 587 9999

Want to be the master of your vacation?



STUDY ALL THE
OPTIONS ON
WWW.IOYO.IS



For our flexible
schedule scan
the QR code



BSÍ Bus Terminal • 101 Reykjavík
☎ 580 5400 • main@re.is • www.re.is



flybus

BOOK NOW:

- BY CALLING 580 5400
- ON WWW.FLYBUS.IS
- AT YOUR RECEPTION

Fast, frequent & on schedule every day of the week.

The Flybus operates in connection with all arriving and departing flights at Reykjavík KEF International Airport and your seat is always guaranteed.

Transfer from most hotels and guesthouses in Reykjavík to the airport or vice versa.



Free WiFi Hotspot
on board all
Reykjavik Excursions
coaches.



Free WiFi Hotspot
on board all
Reykjavik Excursions
coaches.



For our flexible
schedule scan
the QR code



BSÍ Bus Terminal
101 Reykjavík
☎ 580 5400
main@re.is
www.flybus.is

Contents

Reykjavík Excursions	6	Seyðisfjörður	60
West Iceland – The Sagaland	8	Djúpivogur village	61
Hellissandur, Rif and Ólafsvík	10	Salt café and bistro – healthy eating in Egilsstaðir	62
The Agricultural Museum of Iceland	10	Snæfell mountain	62
Snæfellsjökull National Park	10	Petra's Stone Collection	62
Hellnar	11	Blábjörg Guesthouse	64
Hvalfjörður	11	Borgarfjörður eystri	65
Swimming pools in West Iceland	12	The Heartland of Hiking	66
Borgarnes Regional Information Centre	12	Fjarðabyggð	68
Western Iceland's unique nature	13	What to do in East Iceland?	70
Vatnshellir Cave	13	Distances in East Iceland	70
Super Jeep Tours	14	Vopnafjörður village	71
Exploring Eyjafjallajökull	16	Skriðuklaustur	71
The Westfjords – a different experience	18	Horseback riding in East Iceland	71
Ísafjörður Maritime Museum	20	Day trips with Air Iceland	72
Hnjótur Museum	20	The South of Iceland	74
Dynjandi Waterfall	20	Nature highlights in South Iceland	76
The artist with the infantile heart	21	Friends of Vatnajökull	78
How to get to Westfjords?	22	The Westmann Islands	80
Rauðisandur – just pure sand	22	TREX – 35 years of safe and secure travel	81
Látrabjarg cliffs	23	Gullfosskaffi	82
Spa and geothermal pools	23	Hveragerði, plenty of variety	84
Westfjords Tourist Information Center	24	Hornafjörður, home to the Lobster Festival	85
Vigur island	24	Thorvaldseyri and the 2010 eruption	86
Hrafnseyri in the Westfjords	24	Árborg – worth the visit	88
Greetings from Heydalur!	25	Hellisheiði's geo-thermal power	90
West Tours	26	Travel provider Öbyggðaðaferðir	92
Hornstrandir	28	Nature and life in Mýrdalur	93
Drive carefully!	28	The Great Geysir	94
Timeless woolen garments	29	Kerlingarfjöll – Witch Mountains	96
The North of Iceland	30	Vatnajökull National Park	98
Daily trips to Drangey	32	Hótel Laki	100
Skagafjörður	34	Rangá region rich in heritage	102
Culture House Hof Akureyri	36	Hafkalk – nature's supplement from algae	103
Grimsey, an Arctic Circle hole in one!	36	Helo – Adventures in the sky	104
Ásbyrgi – one of the wonders	36	The Reykjanes Peninsula	106
Hrísey, not to be missed	38	Blue Lagoon Spa	108
Spanish coffee bar at Berg in Dalvík	39	Vitinn restaurant	110
Mývatn area	39	The Reykjanes summer adventure	112
The Aviation Museum Akureyri	40	Keilir mountain	112
Akureyri	42	Iceland's largest mud pool	113
Accommodation and services in North Iceland	44	Krýsuvíkurborg	113
Jökulsárgljúfur	44	Grindavík	114
Fjallabyggð	45	ZO-ON	116
Whale Watching	46	The Capital Area	118
Discover Húsavík	46	Hallgrímskirkja	120
The Icelandic Emigration Center at Hofsó.	48	Sólfar – the Voyager of the Sun	120
Diverse options in the Dalvík community	48	Perlan – a 360 degree viewing platform	120
Bryggjan and Strikið restaurants	49	Kraum	122
Whale-watching from North Iceland	50	Víkin, Reykjavík's Maritime Museum	123
The farmstead Gauksmýri in Húnaþing	50	Hreyfill Taxis	124
The Icelandic Horse – a rare breed	51	Harpa – Reykjavík Concert and Conference Centre	125
SBA Norðurleið	52	A bright midnight sky	125
Varma: Where the Icelandic wool rules	54	Vakinn.is	126
Amazing hikes with Útivist	56		
The East of Iceland	58		

OUTDOORS
– exploring the blue island

ISSN 1670-892x

Distributed to tourist
information centres
around Iceland
in the summer of 2013.

Publisher:
Athygli
Suðurlandsbraut 30
108 Reykjavík
Tel +354 515 5200
Iceland
athygli@athygli.is
www.athygli.is

Editor:
Valþór Hlöðversson - valthor@athygli.is
Text:
Svava Jónsdóttir, Jóhann Ólafur
Halldórsson, Sigurður Sverrisson and
Valþór Hlöðversson

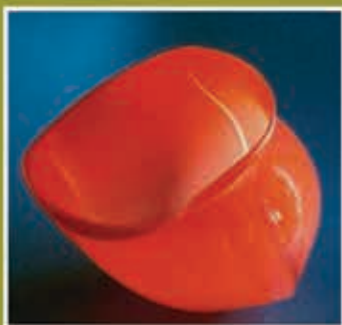
Designer:
Guðmundur Þorsteinsson - gulli@athygli.is

Front cover photo:
From Kerlingarfjöll.
Photo: Friðrik Stefán Halldórsson

Advertisements:
Ingibjörg Ágústs dóttir, inga@athygli.is

Printing: Oddi





Kraum is a leader in
Icelandic design with products
from over 200 designers

Welcome!



Opening hours:

Mondays to Fridays

Saturdays

Sundays

from 9 am to 7 pm

from 10 am to 5 pm

from 12 pm to 5 pm



Kraum, Adalstræti 10 • Tel.: 517 7797 • kraum@kraum.is • www.kraum.is
You can also find us at the Museum of Design and Applied Art in Gardabær

Kraum
Icelandic design

Reykjavík Excursions

– a leading organiser of day tours in Iceland

Reykjavík Excursions (RE) is a leading organiser of day tours in Iceland, operating one of the largest bus fleets in the country.

‘We offer daily tours and trips to a number of interesting places all around the country, as well as running the Flybus service between Reykjavík and the Keflavík airport’, explains sales- and marketing director Þórarinn Þór. ‘Our scheduled routes for the southern part of the country are connected to the bus system up north so people can travel by bus all around the country, whether you choose to circle the island or cross the highlands. We have, for example, scheduled stops in places such as Landmannalaugar, Þórsmörk, Álfavötn, Emstrur, Skaftafell, Lakagígur craters and Jökulsárlón. Most of these tours are scheduled daily from the beginning of June till the first week of September.’

Þórsmörk three times a day

Þórsmörk is one of Iceland’s most scenic spots, encircled by natural barriers such as mountains, glaciers and unbridged rivers in all directions. It is only accessible by specially equipped vehicles with experienced drivers.

‘Our buses will be going to Þórsmörk up to three times a day this summer. Travellers can reserve accommodation in Húsadalur, Langidalur and Básar in cabins run as hostels.’

In addition RE offers a great variety of special activity tours such as super jeep tours to volcanic and geothermal areas that are



Geysir, one of the world’s best known hot springs, is an essential element of the Golden Circle tour.



‘Our buses will be going to Þórsmörk up to three times a day this summer,’ says Þórarinn Þór.



All Reykjavík Excursions cars are fitted with 3G internet

Hop On – Hop Off

Reykjavík Excursions operates the Hop On – Hop Off city sightseeing service on a daily basis throughout the summer. Our colourful doubledecker buses are perfect for getting to know Reykjavík and its main sights, history and culture. There are ten separate stops around the city centre, and you can hop on and off at your leisure between 10 and 16 on any given day.

Our buses are equipped with audio guidance in eight different languages: English, French, German, Icelandic, Italian, Russian, Spanish and Swedish.

Each ticket is valid for 24 hours.

within easy travel distance from Reykjavík, snowmobile tours on Langjökull and Mýrdalsjökull glaciers in South Iceland and many more.

This summer RE will also arrange for trips to Laugarvatn for those wanting to visit the new steam bath, Laugarvatn Fontana. In addition to numerous day tours Reykjavík Excursions have scheduled buses running to the Blue Lagoon every hour to/from Reykjavík as well as many departures from Keflavík Airport to the Blue Lagoon. Þórarinn Þór points out that in spite of the constant rise in the price of fuel, the company has managed to keep down the fares for bus tours and the Flybus.

Tweeting from the bus

All of RE’s vehicles are fitted with 3G internet and 4G will also be here soon. Internet connection is included in the package for each passenger.

‘People really like the internet connection, so it both keeps our customers happy and provides us with some free marketing. Initially, we just wanted to provide something extra for our customers, who now do a lot of our publicity for us,’ he said.

www.re.is

www.ioyo.is

www.flybus.is

www.ri.is

Keep warm in Iceland!



Soft and comfortable underwear made from the finest Merino wool!



Janusbúðin

www.janus.no

Laugavegi 25
101 Reykjavík
tel. 552-7499

Hafnarstræti 99-101
600 Akureyri
tel. 461-3006

West Iceland – The Sagaland





Photo: Heiðrún Bára Þorbjörnsdóttir.

Close to the capital yet away from the bustle, the west of Iceland is a world where culture, nature and history complement each other, creating a unique Icelandic experience. This vast area consists of fjords, valleys, craters, glaciers and volcanoes. Travel through historical Borgarfjörður, home to most of the Icelandic sagas and their heroes, or venture close to the centre of the earth at Snæfellsjökull glacier on the Snæfellsnes Peninsula before crossing over to Dalir, the cradle of the great explorers Eiríkur the Red and his son Leifur the Lucky.

The short distances between popular destinations make it possible to enjoy the area at a comfortable pace, so hurry up and slow down in west Iceland.

A selection of museums is available far and wide in the West Iceland. Local museums are among others in Akranes, Borgarnes, Stykkisholmur and Ólafsvík. Many specialised museums are also available, such as the Agricultural Museum of Iceland in Hvanneyri, the Library of Water and Eldfjallasafn Volcano Museum in Stykkisholmur, Eiríksstaðir in Haukadalur, Gljúfrasteinn in Kjos, the maritime museum Sjomannagarðurinn in Hellissandur, the Heritage Centre in Grundarfjörður, Snorrastofa in Reykholt and the Settlement Centre in Borgarnes.



www.west.is

Useful links

West Iceland information and promotion centre	www.west.is
Snorrastofa, culture and medieval centre	www.snorrastofa.is
Snæfellsjökull National Park	www.snafellsjokull.is
The Icelandic Settlement Centre in Borgarnes:	www.landnamssetur.is
The Agricultural Museum of Iceland:	www.landbunadarsafn.is
The Snæfellsnes Travel Association:	www.ffsn.is
Official travel guide to Iceland	www.visiticeland.com
Promote Iceland	www.islandsstofa.is/en



Hellissandur, Rif and Ólafsvík

Hellissandur was once a major fishing centre but Rif was one of the main trading ports on Snaefellsnes peninsula. Most of the villages' fishing fleet is now based at Rif. These two villages are only 2 km apart.

The Maritime Museum at Hellissandur has displays that include Iceland's oldest rowboat, built in 1826.

The area between Hellissandur and Rif is a bird-lovers' paradise and one of the largest arctic tern nesting areas in Iceland.

Snaefellsjökull National Park is on the doorstep of Hellissandur.

Hotel, camping site, restaurant, cafés and museum.

Population: 535

Region: Vesturland

From Reykjavik City Centre to Hellissandur: 195 km.

Source: www.west.is

Snaefellsjökull National Park

Snaefellsjökull (Snaefell Glacier) National Park was established on June 28, 2001. The Park's purpose is to protect and conserve the area's unique landscape, indigenous plant and animal life as well as important historical relics. At the same time, the Park is meant to allow visitors easier as well as improved opportunities to get to know the area.

National parks are amongst Iceland's finest assets and everyone is free to explore them. Park Rangers operate in the area during the summer months, providing information as well as monitoring and tending the area. Visitors are encouraged to contact Park Rangers for assistance or information about the area.

There are no campsites in the National Park but backpackers may camp for one night.

Although we welcome you to explore this area, please help us conserve its ecology, its remarkable geological features and its tranquillity. Do not drive off roads, disturb geological formations or wildlife, or light fires. And please take your litter with you!

Address: Klettsbud 7, 360 Hellissandur

Tel.: +354 436 6860

Fax: +354 436 6861

snaefellsjokull@ust.is

www.snaefellsjokull.is

Source: www.ust.is



Snaefellsjökull.

Photo: www.west.is



The Agricultural Museum has Iceland's largest collection of farm machinery.

Photo: www.west.is

The Agricultural Museum of Iceland

The Agricultural Museum of Iceland presents the agricultural heritage and seeks to explain the history of Icelandic agriculture with emphases on the 19th and 20th centuries.

The museum has an extensive collection of farm artifacts. For example, the first plows and other horse-driven equipment and the first tractors imported to Iceland, as well as the more modern artifacts of current times. The museum has Iceland's largest collection of farm machinery which goes back to 1880.

You can also see the ancient Icelandic cow (the original Viking cow!) in a modern environment and explore the cultural landscape at one of the first modern farms in Iceland at the Hvanneyri Agricultural School (founded in 1889).

Hvanneyri is located in SW-Iceland; approx. 80 km's from Reykjavik (kindly refer to the map on the front page).

The Agricultural University of Iceland has its headquarters at Hvanneyri. A visit to Ullarselid (www.ull.is) is well worth a while. They offer a variety of high quality Icelandic handicraft made from wool and other natural materials.

Address: Hvanneyri, 311 Borgarnes

Tel.: +354 844 7740

Open: Daily 12-17, June-August

Source: www.landbunadarsafn.is

Hellnar

For centuries, Hellnar was among the largest fishing villages beneath the Snæfellsjökull ice cap. Valasnos, a freestanding rock, extends east of the bay. A cold water spring is to be found at the lava's edge. It is dedicated to the Holy Virgin, because it is said she had appeared here once. The Hellnar church was built in 1945 on a picturesque site where a church was first raised in 1833.

Fjörúhúsið is a cozy café located on a beautiful spot near the coast, offering home-made cooking, seafood (excellent fish soup), fresh bread, pastries, cakes and waffles with jam and whipped cream.

At Hellnar is a hotel, café and visitor's Centre of the National Park Snæfellsjökull.

Location: Close to the Snæfellsjökull glacier, 121 km from Borgarnes

Roadnumber: 574

Town: 356, Snæfellsbær

Source: www.west.is



Fjörúhúsið is a cozy café located on a beautiful spot near the coast.

Photo: www.west.is



Photo: Heiðrún Bára Þorbjörnsdóttir.

Hvalfjörður

Hvalfjörður (Whale Fjord) is 30 km long and 84 m deep.

Whale Fjord was the site of much British and US military activity during World War II. Some ruins from this period can still be seen in the fjord.

Hotel Glymur in Hvalfjörður offers WW II storytelling trips.

Roadnumber: 47

Town: 301, Akranes

Source: www.west.is



Welcome to historic western Iceland

Travel routes in western Iceland



www.vesturland.is

Swimming pools in West Iceland

It is not a problem to find a good swimming pool in West Iceland. There are 15 pools there, most of them outdoors and equipped with hot tubs, steambath, sauna, water slides and other exiting things.

Stykkisholmur

Address: Borgarbraut 4, 340 Stykkishólmur
Tel.: +354 433-8150
sundlaug@stykkisholmur.is
 Open All Year

Sælingsdalur

Address: Laugar í Sælingsdal, 371 Búðardalur
Tel.: +354 434-1465
laugar@umfi.is
 Open All Year

Varmaland

Address: Stafholtstungur, 311 Borgarnes
Tel.: +354 430-1520
varmalands.laug@emax.is
 Open: 08/06-19/08

Kleppjárnsreykir

Address: Kleppjárnsreykir, 311 Borgarnes
Tel.: +354 430-1534
kleppjarnsreykja.laug@emax.is
 Open All Year

Hlaðir

Address: Hvalfjarðarströnd, 311 Akranes
Tel.: +354 433-8877
gavi@gavilittli.is
www.hladir.is
 Open All Year



The Borgarnes swimmingpool is open all year.

Photo: www.west.is

Hótel Eldborg

Address: Laugagerðisskóli, 311 Borgarnes
Tel.: +354 435-6602
hoteleldborg@hoteleldborg.is
www.hoteleldborg.is
 Open: 01/06-20/08

Akranes

Address: v/Innnesveg, 300, Akranes
Tel.: +354 433-1100
sport@akranes.is
 Open All Year

Ólafsvík

Address: Ennisbraut 11, 355, Ólafsvík
Tel.: +354 433-9910
sigrun@snb.is
 Open All Year

Hlaðir

Address: Hvalfjarðarströnd, 301, Akranes
Tel.: +354 433-8877
gavi@gavilittli.is
www.hladir.is
 Open: 01/06-31/08

Lysuhóll

Address: Lýsuhóll, 356, Snæfellsbær
Tel.: +354 433-9917
 Open: 01/06-12/08

Húsafell

Address: Húsafell, 311, Borgarnes
Tel.: +354 435-1552
husafell@husafell.is
www.husafell.is
 Open: 01/02-30/11

Grundarfjörður

Address: Borgarbraut 19, 350, Grundarfjörður
Tel.: +354 430-8564
ithrottahus@grundarfjordur.is
 Open: 19/05-19/08

Borgarnes

Address: Þorsteinsgata 1, 310, Borgarnes
Tel.: +354 437-1444
sundlaug@borgarbyggd.is
 Open All Year

Hreppslaug

Address: Skorradalur, 311, Borgarnes
Tel.: +354 437-0027

Heiðarborg

Address: Heiðarskóli, 301, Akranes
Tel.: +354 433-8541
hvalfjardarsveit.is

Borgarnes Regional Information Centre

West Iceland Information Center is located in the shopping centre Hyrnutorg in Borgarnes. At the information center you can find good variety of brochures and other information about travel and tourism in West Iceland as well as other parts of Iceland. Free internet access is available at the Information Center.

Open All Year

Opening hours	Monday-Friday	Saturday	Sunday
September 1st-May 31st	10:00-18:00	closed	closed
June 1st-August 31st	09:00-18:00	10:00-16:00	12:00-16:00

Source: www.west.is

Address: Hyrnutorg, Borgarbraut 58-60, 310, Borgarnes
Tel.: +354 437-2214
E-mail: info@westiceland.is
Website: www.westiceland.is

Western Iceland's unique nature



Iceland's domestic animals are always fun to see.

Photos: www.west.is

Western Iceland is a showcase for the best of Iceland's nature, set in a varied landscape. The inhabited areas are between the two glaciers of Snæfellsjökull to the west and Langjökull to the east. Guided trips onto both glaciers are available, using skidoos, vehicles adapted for the terrain, dog sled or just on two feet. The wets of Iceland also has a great many walking routes that lie in mountainous regions, through lava, along the coast or into wooded areas, depending on what the visitor is looking for.

Boats and birds

This part of the country offers plenty of choice for relaxation, eating out and accommodation and everyone should find something that fits their requirements. Boat trips are available from Stykkishólmur, Grundarfjörður and Ólafsvík for bird watching, whale watching or for angling. The two lighthouses in Akranes are open to visitors all summer. The top levels of the lighthouses offer some magnificent views and the larger of the lighthouses is a venue for photography and art exhibitions as well as concerts. An exhibition at the Snorrastofa in Reykjavík, displaying the life and work of Snorri Sturluson, has been opened and another exhibition devoted to the world of the Eddas and the nine levels of ancient Norse mythology has been opened at Englingdjavík in Borgarnes.



Western Iceland is criss-crossed with walking routes that pass through hills, lava coastal areas and wooded regions.

Barn and byre

Several farms in western Iceland offer visitors the opportunity to look through the barns and byres to see the domestic animals and to see how life in the country is. Bjarteyarsund in Hvalfjörður is one such farm where visitors can see the sheep, pigs, Settlement chickens and other livestock, while at Háafell á Hvitársíðu there are Icelandic goats. The cream dairy at Erpsstaður in the Dales district is a popular destination, where visitors can see the livestock and sample the goods available. There are also horse rentals widely available across western Iceland, and this is only a fraction of what the region has to offer visitors.

www.vesturland.is



Vatnshellir Cave

The cave Vatnshellir is a 100 m long lava-cave in the south slopes of Purkhólahraun lava flow. The lava and the cave are believed to be approximately 5-8000 years old. A spiral staircase has been put into the cave to enable access but entrance is only allowed with guides from the National Park.

Lava-caves are formed while the lava is still flowing and while cooling. They form when a closed magma chamber empties, the crust lifts up or magma flows from under a solidified surface. Few large stalagmite stones have developed inside the cave and have now been restored after earlier damages.

Guided tours are offered on a regular basis in summertime.

Warm clothing is necessary and gloves recommended. Helmets and headlights are provided. A cave tour takes about one hour.

Location: South of Snæfellsjökull Glacier, west of Hellnar village

Roadnumber: 574

Booking:

Tel.: +354 436 6888 and +354 665 2818 or send an e-mail to snafellsjokull@ust.is
Town: 360, Hellissandur

Source: www.west.is



Anyone looking at a map of Iceland will soon see that all the main roads connecting towns and villages run around the island along the coast. The mountainous interior or the highlands, remains an area that is not easily accessible. Visitors that want to venture into these grounds can either do so on foot (which many do) or with a 4x4 vehicle, either a bus or what we locals call a “jeppi” or a jeep. In Iceland these come in all shapes and sizes and the number of off-road vehicles is surprising to some, but can be explained by the fact that people actually need them. Be it to travel to places of remarkable natural beauty inaccessible by other means of transport, or in winter they may even be necessary just to travel along certain parts of highway nr 1!

What is a Super Jeep

In Iceland “jeppi” or jeep has become a generic word for a 4x4 off road vehicle. These types of cars were first seen in Iceland during WWII. When after the war the Willys Jeeps became popular to own around the country side, little by little jeep or “jeppi” was used for all 4x4 off road vehicles. Then what is a Super Jeep? The word stands for an off road vehicle

that has been modified to pass every, and any hurdle that it might come across on Iceland’s roads and mountain tracks. Usually the chassis has been raised and the car outfitted with big tires and all sorts of other specialized equipment. Rivers, snow, or rough mountain tracks do not stop these guys.

Off Roads Ethics

However even though these jeeps can go almost anywhere they never really go „off road“, in the meaning that they always stay on existing tracks. Most jeep owners are very careful not to harm the fragile flora of the island by driving outside marked roads. Going off these marked tracks is strictly forbidden and carries high fines. However driving on some of these so called tracks will give you more than enough „jeep“ experience. Driving on frozen ground or over snowfield beaches and in riverbeds is also allowed.

Companies like Iceland Rovers, one of the pioneering agencies in the field offer a selection of super jeep tours to many of Iceland’s best known attractions. One of the most popular summer day tour offered is up to the Fimmvörðuháls pass at the Eyjafjalla-

jökull Volcano. The tour includes a fun off road ride up the pass and a 3 hour (combined) hike to the craters that were formed during the first phase of the Eyjafjallajökull eruption. Other popular options include the Þórsörk Glacier Valley tour and the Landmannalaugar and Hekla Volcano tour. The Þórsörk adventure involves the crossing of the numerous unabridged rivers that are on the way into this geological wonder behind the glaciers. Landmannalaugar is one of the country’s best known geothermal areas and a definite hot spot with its yellow mountains and a warm river perfect for an open air nature bath!

Winter Adventures

In winter it is popular to combine the super jeep experience with a glacier adventure; a hike on Sólheimajökull glacier on the tour Volcano and Glacier Walk, or with a drive up to Langjökull on Essential Iceland. Another possibility is to go further into the highlands for a longer adventure. One of the local’s favorite winter activities is to drive up to their cabin or a mountain hut to enjoy a weekend of good food and soaking in outside hot tub

Super Jeep Tours in the Icelandic Highlands

while hopefully the northern lights shine in the sky. Iceland Rovers offers a fun way to experience just that with the 2 day Landmannalaugar and Golden Circle winter adventure tour. After a fun ride over the snow fields to the region behind the mountains you'll be staying at a mountain hut and enjoying our dinner before heading out for a midnight bath under the starry skies.

Going on a super jeep tour is a great way to reach areas that are not accessible with a regular passenger car. They are a great way of travelling safely in style on rough roads that take you to the mountainous highlands and expand your experience of Iceland. Iceland Rovers wishes you a pleasant stay in Iceland.

www.icelandrovers.is

The Eyjafjallajökull hike offers a unique chance to see, first-hand, the aftermath of the eruption on the glacier and the environment around it, as well as the many stunning views that this mountain is known for. This is a challenging, full-day hike (8-10 hrs) that combines mountaineering, hiking and sightseeing.

The Fimmvörðuháls Volcano Hike takes

you up on the Fimmvörðuháls pass from Skógar passing numerous waterfalls on the way to Iceland's most recent lava. This is where the Eyjafjallajökull eruption started, and is a real "hot spot" of exciting geological feature. From this location you'll enjoy magnificent views as you descent down to the magical Þórsmörk glacier valley. The Fimmvörðuhál Volcano Hike can both be done as a day tour from Reykjavík or from the IMG information center at Skógar.

Glacier Walks for Everyone

While in the south or south-east of Iceland, you won't want to miss the Glacier Walks offered by Icelandic Mountain Guides. Going on a glacier walk is a safe but fun activity and a great way to experience the wonders of the Icelandic Nature. The Glacier Walks are operated on both Sólheimajökull glacier and from Skaftafell in Vatnajökull National Park and the year-round daily departures make them one of the most popular tourism activity in Iceland.

The glacier walks are easy and accessible to everyone, the whole family, individuals and groups as the duration ranges from 2 to 7

hours. Don't miss the perfect opportunity to experience unique icescapes, ridges, deep crevasses and the sensation of glacial ice under you feet all in the safe and knowledgeable company of a highly trained guide from Icelandic Mountain Guides.

These are just some of the activities available in the beautiful regions of the south and south-east of Iceland. The options are almost endless, especially during the summer months, so make sure to plan ahead. If you are in any doubt of what to do, Icelandic Mountain Guides operates information and sales offices in Skógar and Skaftafell in Vatnajökull National Park during the summer months. Don't hesitate to stop by for additional information on the area and to book a tour. On behalf of Icelandic Mountain guides, we wish you a safe and pleasant journey in Iceland.

www.mountainguides.is



Exploring Eyjafjallajökull and Iceland's Beautiful Glaciers

When Eyjafjallajökull erupted in April 2010, it was certainly newsworthy, as is any major volcanic event. But it wasn't until Eyjafjallajökull, also known simply as E15, began sending plumes of fine ash and smoke into the upper atmosphere, which caused mass air travel disruption in northwest Europe for six days, that it became famous. Or as the tens of thousands of stranded travelers would probably say "infamous," along with a few other choice expletives.

Fast forward to now and Eyjafjallajökull, located on Iceland's beautiful south coast, has become a highly popular tourist destination. And for a good reason, it is not often that everyday travelers get to experience, up-close and personal, a rock-star volcano. Today the craters and their surroundings are still steaming and the effects of the eruption are readily visible on and around the volcano. Making it a unique and exciting destination to visit. When it comes to exploring and experiencing Eyjafjallajökull and the stunning areas that surround it, Iceland tourists have numerous tour options. The tour options are presented by Icelandic Mountain Guides, one of the most rewarded and trusted tour operators in Iceland:

Hiking Day Tours with Icelandic Mountain Guides

Hiking tours on Eyjafjallajökull and the Fimmvörðuháls pass allow you to see and experience the craters Magni and Móði. These craters lie on the Fimmvörðuháls path and

were the first to erupt in the 2010 event. The fresh lava fields are still steaming under the surface and the heat of the lava can still be felt. Both hikes are rated as strenuous (but rewarding), so make sure you are capable and well prepared if you choose to join one of these tours. Rest assured that you'll be in safe hands with the well-trained and competent guides at Icelandic Mountain Guides.

The Eyjafjallajökull hike offers a unique chance to see, first-hand, the aftermath of the eruption on the glacier and the environment around it, as well as the many stunning views that this mountain is known for. This is a challenging, full-day hike (8-10 hrs) that combines mountaineering, hiking and sightseeing.

The Fimmvörðuháls Volcano Hike takes you up on the Fimmvörðuháls pass from Skógar passing numerous waterfalls on the way to Iceland's most recent lava. This is where the Eyjafjallajökull eruption started, and is a real "hot spot" of exciting geological feature. From this location you'll enjoy magnificent views as you descent down to the magical Þórsmörk glacier valley. The Fimmvörðuháls Volcano Hike can both be done as a day tour from Reykjavík or from the IMG information center at Skógar.

Glacier Walks for Everyone

While in the south or south-east of Iceland, you won't want to miss the **Glacier Walks** offered by Icelandic Mountain Guides. Going

on a glacier walk is a safe but fun activity and a great way to experience the wonders of the Icelandic Nature. The Glacier Walks are operated on both **Sólheimajökull glacier** and from **Skaftafell in Vatnajökull National Park** and the year-round daily departures make them one of the most popular tourism activity in Iceland.

The glacier walks are easy and accessible to everyone, the whole family, individuals and groups as the duration ranges from 2 to 7 hours. Don't miss the perfect opportunity to experience unique icescapes, ridges, deep crevasses and the sensation of glacial ice under you feet all in the safe and knowledgeable company of a highly trained guide from Icelandic Mountain Guides.

These are just some of the activities available in the beautiful regions of the south and south-east of Iceland. The options are almost endless, especially during the summer months, so make sure to plan ahead. If you are in any doubt of what to do, Icelandic Mountain Guides operates information and sales offices in Skógar and Skaftafell in Vatnajökull National Park during the summer months. Don't hesitate to stop by for additional information on the area and to book a tour. On behalf of Icelandic Mountain guides, we wish you a safe and pleasant journey in Iceland.

www.mountainguides.is



The Westfjords – a different experience

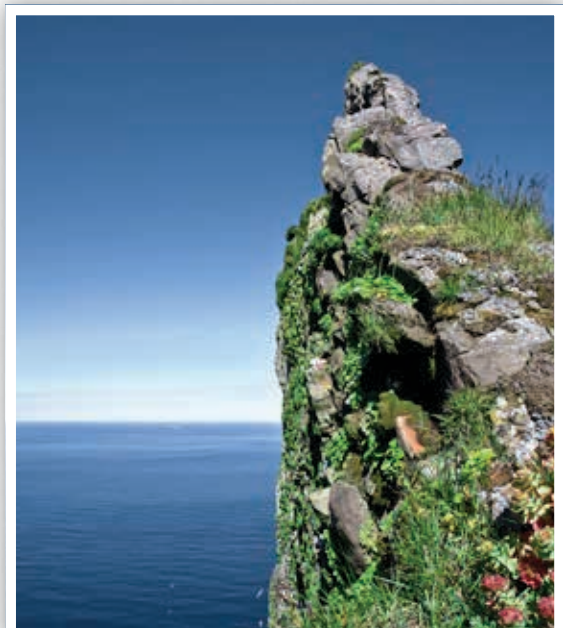
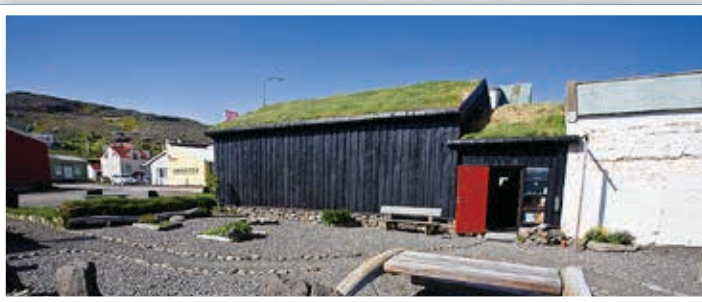
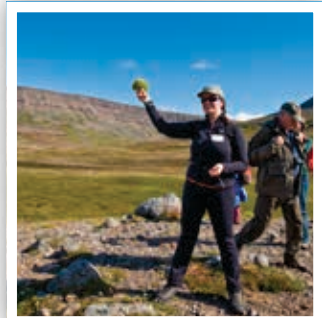




Photo: Heiðrún Bára Þorbjörnsdóttir.

Visiting the Westfjords is surely a different experience. It is Iceland, but yet a different Iceland altogether. Looking like an enormous claw stretching out to sea, the Westfjords are known for sheer sea cliffs, some rising to a height of over 440 metres, and long, narrow fjords. A slender strip of land about 8 km wide connects the southernmost area with the rest of the country.

Although the locals are great, it is the nature that attracts visitors because it is untouched and almost uninhabited. The cliffs and valleys are packed with birds, the uninhabited fjords offer a moment of silence and tranquillity, and the Arctic fox proudly roams the mountains and inlets. The waterfalls are high and the streams pure. The distances are long and the fjords are deep. And then there are places where there are no roads at all!

The northwest tip of the Westfjords is Hornstrandir, a now uninhabited 600-km² nature reserve of inspired natural beauty and undisturbed wildlife where nature lives in peace with itself. For holiday travellers looking for something special, something unique, these enormous natural spaces of incredible landscapes and seascapes heighten the senses. It is truly a privilege to experience such splendour.



www.westfjords.is

Useful links

Official travel guide for the area	www.westfjords.is
Hólmavík tourist info	www.holmavik.is/info
West Tours	www.vesturferdir.is
The Gísla Saga Project	www.westvikings.info
An exciting water project	www.vatnavinir.is
Museum of Icelandic Sorcery and Witchcraft	www.galdrasyning.is
Official travel guide to Iceland	www.visiticeland.com
Promote Iceland	www.islandsstofa.is/en

Ísafjörður Maritime Museum



The town of Ísafjörður was established and based on the fishing industry.

The Westfjord Heritage Museum is situated at the tip of the small spit on which the town of Ísafjörður is located. The museum building is one of four 18th century houses that have been renovated and are now amongst the town's biggest tourist attractions. The town of Ísafjörður was established and based on the fishing industry; therefore it is only natural that the museum focuses mainly on maritime history. In the museum itself, as well as in the area around it, you will find all kinds of

fishing- and fish production equipment, everything from fish hooks to a ship. There is also a part of a big accordion collection.

After a tour around the museum and its surroundings, you can relax at the Tar House and enjoy some light refreshments.

Location: Ísafjörður

Roadnumber: 61

Town: 400, Ísafjörður

Source: www.westfjords.is



Photo: Ágúst Atlason, gusti.is

Dynjandi Waterfall

From Dynjandisheiði heath in the west the great waterfall of Dynjandi tumbles. One of the most spectacular waterfalls in the country. It falls off the edge of a mountain some 100 metres down. Actually, it is a series of waterfalls, beginning with the most awesome, Fjallfoss, 30 metres wide at the top and 60 metres at the bottom. Then smaller waterfalls follow, Hundafoss, Strokkur, Göngumannafoos and Hrísvaðsfoss. Finally the last waterfall, Sjóarfoos carries the water that started falling hundred metres above, into the ocean.

In The Folk Museum at Hnjótur you will find many remarkable items from old times, demonstrating means of occupation and survival, on land as well as sea, through the ages. Some of these are related to gathering of eggs in Látrabjarg, and there is a special section displaying the rescue of seamen in great danger. In the museum there are a few boats as well and equipment for whale-hunting.

At Hnjótur there is also an Aviation Museum displaying remarkable items related to the history of flying in Iceland. No one travelling in the south region of the Westfjords should miss the opportunity to visit the Folk Museum at Hnjótur. In the museum you will also find a nice café.

Location: Hnjótur, Örlygshöfn

Roadnumber: 612

Town: 451, Vesturbyggð

Source: www.westfjords.is

Hnjótur Museum



The town of Ísafjörður was established and based on the fishing industry.

Photo: Valþór Hlódverson.

The artist with the infantile heart

Driving past Bíldudalur into Selárdalur in Arnarfjörður you find an exquisite museum of naïvist artist Samúel Jónsson. He built there a grotesque but charming resemblance to the lion's fountain in the Alhambra-palace in Granada, Spain.

Jónsson constructed at his farm in Selardalur a folk art environment that consists of a sculpture garden and two built structures: a chapel and a museum with his paintings and other small works. The story related with the chapel says that Jónsson had made an altar, he wanted to donate to the local church, an offer that was rejected however, because the existing device was useful enough. So to provide a place for the artwork, Jónsson constructed his own chapel.



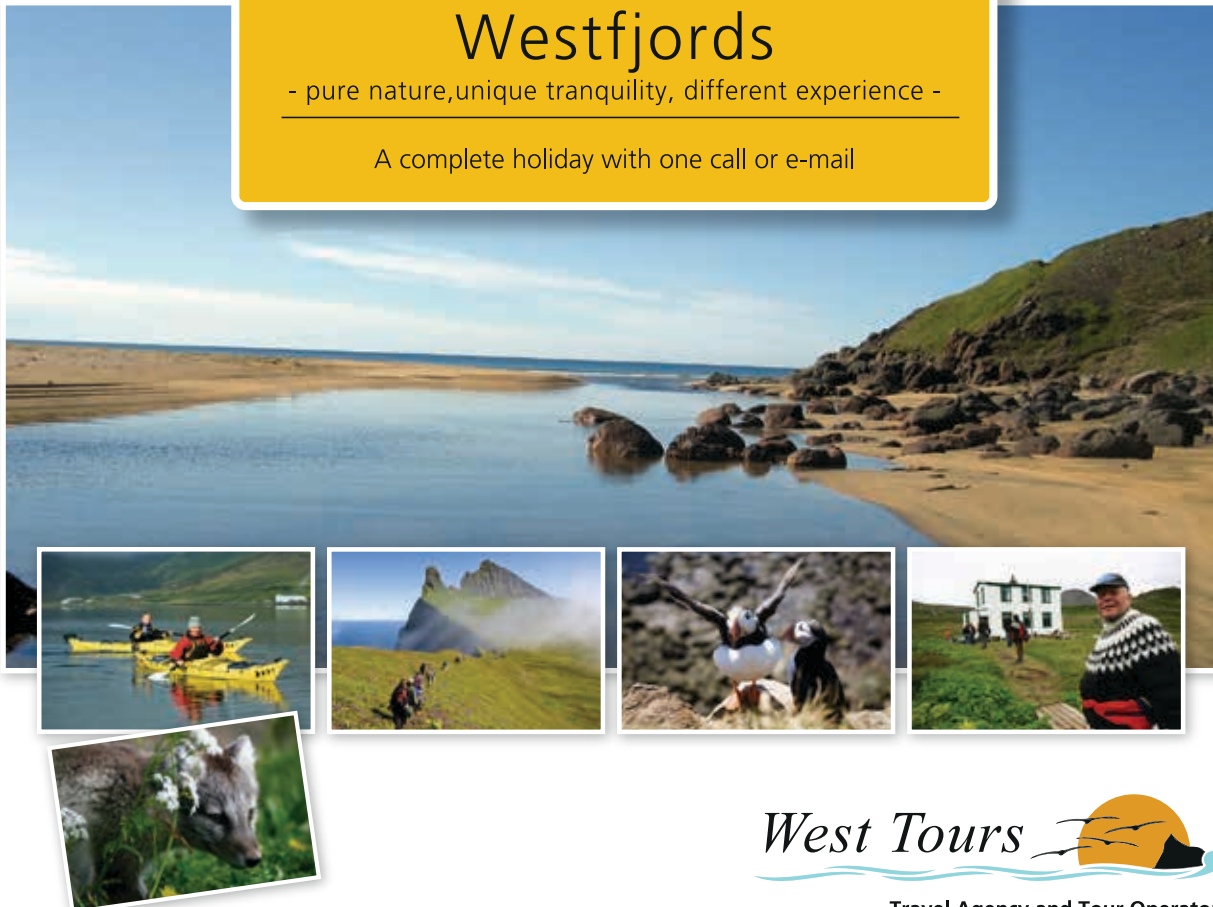
The museum of artist Samúel Jónsson is a must to see.

Photo: Guðrún Gunnarsdóttir.

Westfjords

- pure nature, unique tranquility, different experience -

A complete holiday with one call or e-mail



West Tours 

Travel Agency and Tour Operator

Tel: +354 456 5111, info@westtours.is, www.westtours.is

How to get to Westfjords?

By plane

The quickest way to get to the Westfjords is by air, the flight from Reykjavík taking roughly 40-50 minutes, depending on the destination.

www.flugfelag.is

www.eagleair.is

By car

Reykjavík to Ísafjörður, 455 km, paved road:

Reykjavík – Hvalfjörður (tunnel) – Borgarnes – Brattabrekka (road 60) – Svínadalur – Arnkötuldalur (road 61) – Steingrímsfjarðarheiði – Ísafjarðardjúp – Ísafjörður.

Reykjavík to Þingeyri, 408 km total, 271 km of paved road:

Reykjavík – Hvalfjörður (tunnel) – Borgarnes – Brattabrekka (road 60) – Svínadalur – Barðastrandarsýsla (road 60) – Dynjandisheiði – Hrafnseyrarheiði – Þingeyri.

By bus

A public bus service runs between Reykjavík and Ísafjörður six days per week in June, July and August, along two different routes:



A public bus service runs between Reykjavík and Ísafjörður six days per week.

Photo: Ágúst Atlason, gusti.is

A: Reykjavík – Stykkishólmur – Brjánslækur (with ferry Baldur) – Ísafjörður.

B: Reykjavík – Hólmavík – Ísafjörður.

Busses drive in both directions along these routes, so it is easy to combine them to make a full Westfjords Circle.

www.sterna.is

By boat

The car ferry Baldur operates between Stykkishólmur and Brjánslækur. From June to August there are daily departures from Stykkishólmur.

www.seatours.is

Rauðisandur – just pure sand

Rauðisandur, or (Red Sand), is precisely that: a beach with red sand. Endless red sand. Well, not endless, but 10 km is a lot. The magnificent hues of the sand differ with daylight and weather, and the beach is the biggest pearl in a string of coves with sand ranging in colours from white through yellow through red to black, and in coarseness from very fine to sole-hurting chips of seashells.

What to do in Rauðisandur? Nothing. Absolutely nothing. There is a Café but but not much else. There's just pure sand and unique tranquillity. You might want to step out of the car, get the camera out and start walking. Forget everything. Except maybe getting the perfect shot of the ever-changing hues of yellow, orange and red.

Location: By Breidafjörður bay

Roadnumber: 614

Town: 451, Vesturbyggð

Source: www.westfjords.is



Rauðisandur is just pure sand and unique tranquillity.

Photo: Valþór Hlódversson.



Photo: Ágúst Atlason, gusti.is

Spa and geothermal pools

You can find at least eight free hot pools in the Westfjords. Some of the pools are situated right on the shoreline, with amazing views towards the sea, creating a unique experience to be enjoyed all year round.

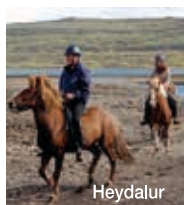
Among the hidden gems of the Westfjords are the natural hot pools that can be found even in most remote places. This might sound like a cliché, but the pools are truly a well

kept secret, taken for granted, or even forgotten by locals. An explanation could be that the Westfjords are not generally considered a „hot spot“ in Icelandic geology, so the geothermal activity is not as visible as it is in the north or the south of the country.

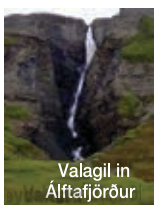
Source: www.westfjords.is

Látrabjarg cliffs

The cliff to end all cliffs, Látrabjarg is home to birds in unfathomable numbers. This westernmost point of Iceland (and of Europe if the Azores are not counted) is really a line of several cliffs, 14 kilometres long and up to 441 km high. And it's as steep as it gets, dizzyingly so. Safe from foxes, the birds are fearless, and they provide stunning photographic opportunities from close range – bird photography for dummies, you might say. The puffins are particularly tame and frequent the grassy, higher part of the cliffs. But look out: the edges are fragile and loose and the fall is far.



Heydalur



Valagil in Álfafjörður



The island of Vigur



Litlibær in Skötafjörður



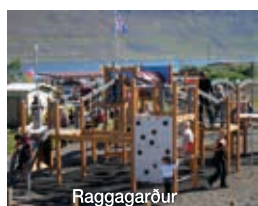
Melrakkasetur

A great place to visit

- Plenty of wildlife
- Many walking routes
- Good facilities for visitors
- The Inshore Day 3rd August
- Blueberry Days 16-18th August



See you in
Súðavík!
www.sudavik.is



Raggagarður



Reykjanes



Foxes



Seals at Hvítanes



Puffins



The Súðavík campsite

Westfjords Tourist Information Center Open All Year

The Westfjords Tourist Information Office is conveniently located in the Edinborg Culture House in Ísafjörður, some three minutes walk from both the town centre and the ferry harbor. This is also the main stop for the long-distance busses, while stops for local busses are only 2-4 minutes away.

During the winter, the office is open on weekdays 8:00-16:00 but the summer hours are 8:00-18:00 on weekdays and 10:00-14:00 on weekends.

There are also numerous local information offices in the towns and villages of the Westfjords. You will find them in Hólmavík, Bolungarvík, Þingeyri, Tálknafjörður, Hnjótur and Reykhólar.

Address: Aðalstræti 7, 400 Ísafjörður

Tel.: +354-450-8060

E-mail: info@westfjords.is

Website: www.westfjords.is

Source: www.westfjords.is



Photo: www.westfjords.is



Jón Sigurðsson was born at Hrafnseyri.

Ljósmynd: Jóhannes Long.

Hrafnseyri in the Westfjords – For the Good of the Nation

A new exhibition, “For the Good of the Nation – Jón Sigurðsson 1811-1879” was opened on the Icelandic National Day, the 17th of June, two years ago, due to the Bicentenary of the birth of Jón Sigurðsson, who was the leader of the Icelandic campaign for self-determination in the 19th century.

Jón Sigurðsson (1811-1879) was the son of a pastor in the Westfjords of Iceland, the most inhospitable part of this harsh country. From his ancestors he inherited interest in

everything Icelandic and learned besides, from an early age, to manage on his own.

He went to Copenhagen in 1833 to take up studies there in history and other subjects at the University. He never took a degree as Icelandic politics soon took all his time. His aim and that of his allies was to win self-government for the Icelandic people.

The exhibition is open every day from June 1st. to August 31st.

Opening hours: 10:00-19:00.

Website: www.hrafnseyri.is

Vigur island



Photo: Agúst Atlason, gusti.is

Vigur is an island in fjord Ísafjardardjup. To get to Vigur, there is a daily boat tour from Ísafjörður.

Puffins, eiders, guillemots and arctic terns are this island's magnets, and they are all abundant. Indeed, as the puffins, which nest in burrows, have dug through much of the island's soil, travellers have to follow a certain path to avoid falling into one. This small bird, by some dubbed the penguin of the north, is a clumsy flier but impresses visitors by artfully stacking its beak full of sand eel or small fish, carrying it home to its hungry chicks. Being the opposite of the

hospitable humans that live on the island, the Arctic terns fight to keep intruders away.

Luckily, a stick held above the head does the trick. Eiders and humans share a mutual beneficence; eiders get protection by nesting in close vicinity of the people, who collect the precious down from the eider nests. One of the every day event is when locals feed a group of orphan eider chicks.

Since an end was put to milk production on Vigur island, the inhabitants spend much of the winter preparing the eider down, collected over the summer, for export.

Source: www.westfjords.is

Greetings from Heydalur!



Photos: www.heydalur.is

Heydalur is a farm hotel in Mjóifjörður in the Westfjords. There you will stay in the middle of a beautiful countryside with a river and waterfall, surrounded with bushy hillsides and mountains, and the fjords with adventures shores. You are far away from the main traffic and therefore you get a real opportunity for enjoying the peace, the pure nature, the wildlife and flora.

Heydalur makes a point of a personal, individual and friendly atmosphere. The barn has been changed to a restaurant, panelled with big pine plank and the cow house is now luxury rooms with private bathrooms. The camp side down at the river welcomes you. In the restaurant you can choose from the menu a variety of homemade meals, many of them made out of vegetables of one's own growing, salmon and trout from the river and products from nearby villages.

At Heydalur you will find geo thermo activity. An indoor swimming pool is in the old sheep house which has been changed to a greenhouse with southern plants and just outside there are several original hot spots where you may relax after a day of adventure. Such an adventure

could be a horse ride across the river and down to the fjord or even longer trip, a walk in the valley or a hike up the mountain, a kayak paddling in the fjords among seals and maybe even whales or a hike to the nearby mountain lake where it is very exciting to catch a trout. The trout up there are really big and tasty.

On the other side of the river there is another hot spot from ancient time. The story tells that the bishop Gudmundur the Good blessed this hot spot in the 12th century and that many sick and tormented people have been cured after a visit to the hot pot.

In the wintertime we offer Westfjords winter adventure trips. We fetch people to Reykjavik and they enjoy 5 days adventure with hiking, fishing, visiting the capital of the Westfjords and looking for northern lights may be from the thermal spring.

Looking forward seeing you in Heydalur!

www.heydalur.is

West Tours

– Adventures in Nature



West Tours



Nancy Bechtloff, manager.



Photos: www.vesturferdir.is

The Westfjords. Where ancient lore tells of magic and stories of ghosts are still told to this day. The west is somewhat like a fairy tale. It has tall mountains, it is rural, and the driftwood lines the coast like a memorial of a long journey across the ocean.

Lonely Planet recommends a trip to the Westfjords and yet, for many Icelanders, the West fjords are less explored than other parts of the country. For tourists, the region is a little bit other-worldly.

Walking, cycling, sailing

West Tours, with offices in the town of Ísafjörður, offer a diverse selection of tours around the Westfjords. Nancy Bechtloff, manager of West Tours, says that although nature is a big draw for tourists, the many activities available and the hospitality of the people are also big factors in getting people to make the journey.

This year, the company will offer activities and accommodation throughout the whole of the Westfjords. Day trips, longer trips and specially tailored trips are on offer.

"We run a bike rental at Þingeyri, ATV adventure trips from Breiðuvík, sailing trips to Grímsey á Ströndum island, hiking trips on the sand of Rauðisandur, whale-watching trips on a RIB boat from Ísafjörður, Sea

angling trips in the northern parts of the Westfjords and from the town of Bildudalur, horse riding trips in Dýrafjörður and Mjóafjörður and moped and bike rental in Ísafjörður to name a few," Nancy says.

Vigur, Hesteyri and Hornstrandir

According to Nancy, the most popular trips have always been to the island of Vigur and to Hesteyri as well as hiking trips to Hornstrandir, day trips as well as longer journeys lasting four days. Vigur is the second largest island in the Ísafjarðardjúp sea, with the largest colony of eider birds in Iceland. Also, some 80 thousand puffins stay there over the summer.

Hesteyri is a small village that was deserted in the middle of last century but some of the houses are used as summer cottages. It is very interesting to walk around the area where generations of the past used to live and work.

Hornstrandir is the northernmost part of the Westfjords. With three towering cliffs teeming with birdlife, it is a very interesting place to visit for hikers – and everybody else.

www.vesturferdir.is



The bird cliffs surrounding the bay of Hornvík, are a magnet of gigantic proportions.

Hornstrandir

This territory of the Arctic fox has been uninhabited since the 1950s. As isolated as it was then, it attracts the casual half-day visitors and serious gore-tex hikers alike. Its main attractions are three.

First, the bird cliffs surrounding the bay of Hornvík, are a magnet of gigantic proportions. On the eastern side of the bay the cliff reaches a height of more than 500 metres, and the birds are teeming.

Second, as there are no infrastructure and the tourists few in relation to the sheer size of the area, the sense of remoteness is strong. You can hike days on end without seeing a single person. The nature is pure and the tranquillity unmatched.

Third, as the area is a haven for the Arctic fox (think hunting-ban and bird-packed cliffs), the chances of spotting one are high.

Most tours, especially day tours, depart from Ísafjörður. Hikers wanting to go on their own can also take boats from Bolungarvík and Norðurfjörður.

Source: www.westfjords.is



Drive carefully!

Travelling in Iceland can be tricky due to sometimes extreme weather conditions. Therefore it is necessary to take precaution such as checking the weather forecast, the road conditions and make sure you have the appropriate tires.

Please note that all driving off roads or marked tracks is prohibited by law!

In summer time all roads should be open and easily passable but conditions on F-roads (highland roads) should always be checked before heading in to the highlands.

www.vegagerdin.is

www.safetravel.is



VARMA
The Warmth of Iceland

WWW.GLOFI.IS

Timesless woollen garments from Handprjónasambandið



The garments sold in the shop at Skólavörðustígur are all knitted locally from Icelandic wool.



Tourist often buy Icelandic woolen yarn and „lopi“ to knit their own garments.

The Handknitting Association of Iceland – Handprjónasambandið – runs two shops in Reykjavík, one at Skólavörðustígur 19 and the other at Laugavegur 64. A wide variety of woollen goods can be found at the Skólavörðustígur shop while it also offers yarn and „lopi“ for knitting. Customers can also buy pattern-books, knitting pins, buttons and zippers. At the Laugavegur store on the other hand, the emphasis is on souvenirs and ready made garments.

The products available at the Skólavörðustígur shop are all knitted locally from Icelandic wool. Most come in original woollen colours but there are also many other colour varieties on offer. Among the woollen garments for sale is a variety of knitted sweaters with traditional patterns, also available in childrens sizes. At the store, customers will find whole, buttoned and zipped sweaters along with hats and mittens.

Admire the craftsmanship

Bryndís Eiríksdóttir, the manager of the Handknitting Association of Iceland, says most tourists come to buy knitted sweaters and want to make sure they are produced locally. „Customers love our products. They find them beautiful and admire the craftsmanship. I’ve even heard some of our customers describe the shop as true woollen heaven as they see so many sweaters that they can spend hours browsing through our range.“

As previously noted, the traditional woollen colours are the most popular and Bryndís says that fashion trends hardly affect the demand at all. „The sweaters are so traditional in their own right that you can hardly realize whether a sweater is brand new or a 10-12 years old garment unless it is visibly worn. As such, Icelandic woollen sweaters are timeless.“

Hats and mittens

There’s a lot more than sweaters at the Skólavörðustígur shop. Customers will also find woollen hats and mittens that match the sweaters. Many tourists buy Icelandic woollen yarn and „lopi“ to knit their own garments. „We often get great knitting enthusiasts that come to buy our „lopi“ while also checking out the new patterns on offer since their last visit,“ says Bryndís.

www.handknit.is

The North of Iceland

– Culture, Nature, Activity

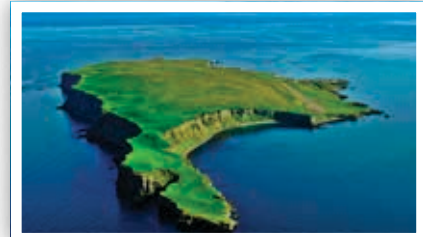




Photo: Heiðrún Bára Þorbjörnsdóttir.

The north of Iceland is a true natural paradise, offering a multitude of adventurous activities, attracting people of all ages. From the country's largest geothermal fields to beautiful islands exuding folklore and one of Iceland's most popular skiing resorts, the north of Iceland offers a myriad of possibilities for outdoor recreation. Visit Europe's mightiest waterfall, Dettifoss, or the world-famous Mývatn area and the cliffs of Dimmuborgir comprise a wondrous world of their own.

Akureyri is the centre of culture, education and leisure activities in north Iceland. With a population of about 18,000, the town is by far the largest outside the Reykjavik capital area. We also recommend going on organized excursions or outdoor activity tours taking you from town to town, out to the islands or into the highlands – allowing you the chance to see the magnificent landscape the north has to offer. Nearly every area has an outdoor swimming pool, and facilities for tourists are top-notch.

Useful links

Official travel guide for the area	www.northiceland.is
Akureyri tourist guide	www.visitakureyri.is
Akureyri Art Museum	www.listasafn.akureyri.is
Hof Cultural and Concert Centre	www.menningarhus.is
Whale Museum in Húsavík	www.whalemuseum.is
Akureyri Museum	www.akmus.is
Gásir – Medieval trading place	www.gasir.is
Official travel guide to Iceland	www.visiticeland.com
Promote Iceland	www.islandsstofa.is/en



www.northiceland.is

Daily trips to Drangey

There's nowhere quite like the island of Drangey, 180 metres of steep-sided rock rising straight upwards in the middle of Skagafjörður. It's a unique place for a variety of reasons, including the unspoiled nature of the island and the historical connection with the Saga hero Grettir the Strong. Sailing out to Drangey is an adventure all to itself. Over the summer (1st June to 15th August) there are daily sailings to the island from Reykir at 1100. This is a four-hour trip that takes in the short journey by sea, a walk on the island and bird-watching.

Drangey can only be climbed at one point, using path leading up from Uppgönguvík. Drangey has a varied bird population, primarily Alcidae; including Brünnich's guillemot, common guillemot, puffins and razorbills. The two guillemot species nest in the cliffs, while the razorbills dig themselves a nest under the cliffs and the puffins dig their nests close to the edges of cliffs. Black-legged kittiwakes and northern fulmars nest in the rocks and both ravens and birds of prey are to be seen. Eggs have been collected



Grettir's pool at Reykir, and by boat from there to Drangey

from the Drangey cliffs for centuries and the island represented a vital source of food for the people of Skagafjörður in the past. At its height, 200,000 birds were hunted and 24,000 eggs collected.

At Reykir, where the trip to Drangey starts, there are two hot pools. The water temperature is 39°C, although this can vary

according to the weather. The pools have outside showers and changing facilities. There is hardly an experience anywhere that compares to sitting in the Reykir hot pools while taking in the unique nature of your surroundings.

www.drangey.net

Welcome to Gauksmýri



Accommodation - Horseback Riding - Food & Drink - Birdwatching



Gauksmýri 531 Heamstangi Sími: 451 2927 Fax: 451 3427 gauksmyri@gauksmyri.is www.gauksmyri.is

Skagafjörður

- For people of all ages!



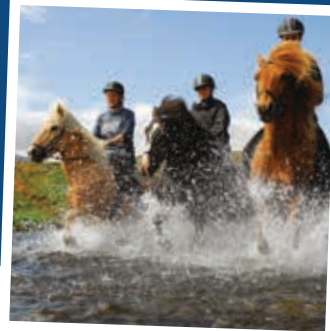
Football

Play football in excellent football areas in Sauðárkrókur, Hofsós, Hólar and Varmahlíð.



Playgrounds

Skagafjörður is dotted with fun playgrounds.



Horseback Riding

Riding tours that suit your needs in Skagafjörður.



Sandy Beaches

Borgarsandur beach by Sauðárkrókur has a lot of sand to play with.



Bird Watching

Skagafjörður has fascinating bird-life.



River Rafting

River rafting is very popular as it combines fun, excitement, and travelling through amazing landscapes.



Jig Fishing

You can easily catch a fish by the pier – the harbour at Sauðárkrókur can lend you a life jacket.

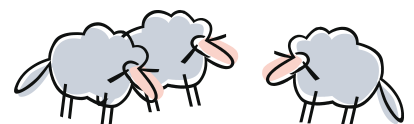


Swimming Pools

and hot pots in Sauðárkrókur, Hofsós, Varmahlíð, Hólar, Bakkaflöt, Steinsstaðir or Sólgarðar.

So much more

You can do so much more for entertainment and fun in Skagafjörður, for further information go to **www.visitskagafjordur.is**



Skagafjörður

– unique interplay of nature, history and culture



Tourist Information Center in Varmahlid

The Tourist Information Center in Varmahlid is open all year around. There you can obtain maps, books of photographs and brochures.

At the center you can also obtain Icelandic handcrafts, souvenirs and woollen goods, made by Skagafjörður residents. Free access to the internet and free coffee.

Tel: +354 455-6161

Email: info@skagafjordur.is



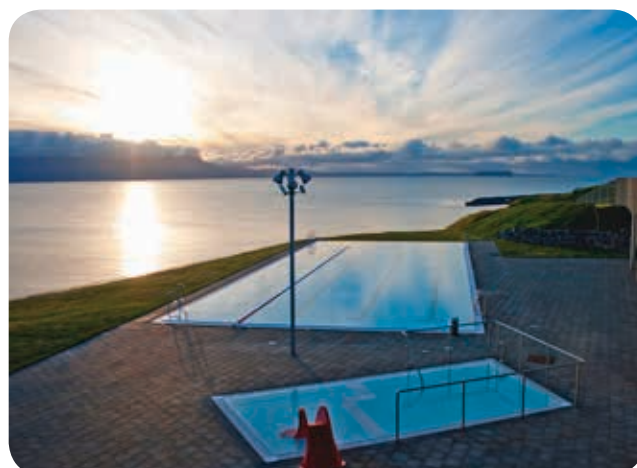
In Skagafjörður it is possible to enjoy both the rich cultural life and lifestyle. The district is an ideal place to enjoy Icelandic nature, horsemanship and activities and events for the whole family. Historical sites are many, including museums and exhibits.

There are few places where museums and exhibits have flourished as in Skagafjörður, which has a rich cultural heritage and an abundance of historical sites. The Skagafjörður Heritage Museum engages in exhibitions, conservation and research. In the old turf farmhouse at Glaumbær, the museum has for over half a century been showing visitors what 18th and 19th century life was like in rural Iceland. There are also numerous other institutions and exhibits which are interesting to visit, for example the

Icelandic Emigration Centre in Hofsós, the Víðimýrarkirkja turf church near the village of Varmahlíð, the Minjahúsið museum in Sauðárkrúkur, the Skagafjörður Transport Museum and the historical bishop's seat of Hólar in Hjaltdalur valley.

Skagafjörður's unique interplay of nature, history and culture makes it an exciting destination, offering a wide variety of experiences for your holiday. The heritage of stories occurring locally, such as the Saga of Grettir the Strong, the Saga of the Sturlungs and numerous folktales, in addition to the many cultural relics, will make your vacation fascinating and memorable.

www.visitskagafjordur.is



Culture House Hof Akureyri

The Tourist Information Centre staff provide information on accommodation, restaurants, entertainment, weather, road conditions, bus schedules, organized tours and much more.

At the information centre you can find information brochures, book accommodation and tours or buy maps, hiking maps, postcards, stamps and more. They also have computers and phones available for tourists to use.

Opening hours:

Summer (15.6 - 31.8) at 8:00 to 19:00 every day.

Autumn (1.9 - 30.9) at 8:00 to 17:00 on weekdays and 10:00 to 14:00 on weekends.

Winter (1.10 - 30.4) at 8:00 to 16:00 Monday to Friday. Closed Sundays and Saturdays.

Spring (1.5 - 14.6) at 8:00 to 17:00 on weekdays and 08:00 to 16:00 on Saturdays.

Source: www.visitakureyri.is



Ásbyrgi is a part of the Vatnajökull National Park.

Photo: Gunnar Jóhannesson / www.fjallasyn.is

Ásbyrgi – one of the wonders

Ásbyrgi is one of the wonders of nature, a well forested horse-shoe shaped canyon in Oxarfjörður. Ásbyrgi is a part of Jökulsárgljúfur, within the Vatnajökull National Park. The Jökulsárgljúfur site of the National park reaches from highway 85, by Ásbyrgi south to Dettifoss, covering an area of 120 km². Many hiking tracks are in the vicinity of Ásbyrgi.

Informative visitors centre, shop, golf course and camping is located by Ásbyrgi.

Location: 60 km from town Húsavík, in Vatnajökull National Park

Roadnumber: 85

Town: 641, Húsavík

Source: www.northiceland.is

Grímsey, an Arctic Circle hole in one!



Grímsey has plenty to offer; whale watching, sea angling and sea trips are among the possibilities for travellers to Grímsey this summer.

'We are putting effort into getting our visitors to stay longer on the island. We have a large number of people who come here, both by sea and by air, who only spend a few hours before travelling back, but we want to encourage people to stay overnight, which gives them the opportunity to enjoy nature and the island's unique atmosphere,' said Rannveig Vilhjálmisdóttir, who runs the Básar guesthouse on Grímsey.



The birds, the rocks, the sea and the people all attract the island's visitors.

More visitors

She said that visitor numbers have been increasing over the last few years and the Sæfari ferry calls on Mondays, Wednesdays and Fridays, spending a few hours at the dock with each call. There are also daily flights during the summer. These are midday flights from Akureyri, run by Norlandair.

'We have been seeing more visitors who come here on cruises. The cruise liners call at Akureyri and the number of these visitors coming to the island has increased significantly after Norlandair scheduled its daily

flights. People find it exciting to visit such a tiny island community, and not least to step over the Arctic Circle and get a certificate to prove it,' Rannveig said, adding that this summer it will be possible to drive a golf ball over the Arctic Circle as a golf course will be available.

Ready for angling and whale watching

Grímsey has unique birdlife to be found on its cliffs, and this is what brings the visitors, as well as the opportunity to set foot over the Arctic Circle. There is a huge amount of life on the cliffs that can be seen either from a walk around the island or from a trip by boat around the island to see the cliffs from sea level.

'This summer we're offering whale watching trips, trips around the island and sea angling trips,' Rannveig said, commenting that there are eight rooms and a restaurant at the guesthouse. 'We're ready for the summer and hoping for as many visitors as possible.'

www.gistiheimilibasar.is



Fjallabyggð

2013

Seaman's Days

Olafs fjordur

31. May-2. June

Midsummer Festival

Siglufjardur 22. June

Blue North Music Festival

Olafs fjordur 27.-29. June

Folk Music Festival

Siglufjardur 3.-8. July

Olaeti – Music and Culture festival

Olafs fjordur 4.-7. July

Reitir – International collaborative project

Siglufjardur 5.-14. July

Herring Festival

Siglufjardur 1.-5. August

Berry Days

Olafs fjordur 16.-18. August

Poetry Festival,

Siglufjardur in September



www.fjallabyggd.is



Hrísey, not to be missed

Hrísey is a small island off the north of Iceland. It is only 35 kilometres from Akureyri via the village of Árskógssandur from where the Hrísey ferry sails every two hours.

There is plenty to see in Hrísey. There are pleasant walks with information boards for visitors and the Hrísey swimming pool offers some outstanding views across Eyjafjörður. Visitors to the pool can even watch whales passing the island.

Visitors should pay a visit to local company Hrísið, which produces and sells dried angelica, which grows well on the island and is used in natural remedies. The Perla craft shop by the harbour is also worth visiting, and this is where sight seeing tours of the island from a tractor-drawn trailer start. These take place every day during the summer and each tour takes around 40 minutes.

Food and accommodation

The three-room Jónatans House provides accommodation for up to nine people and Minukot offers places for six, and these are new establishments for those wishing to stay on the island. In addition, there is accommodation in twin rooms at the Brekka restaurant. The Jullabúð shop sells virtually everything, and as well as the usual essential items, it offers coffee, sandwiches, pizzas and hot



Hrísey is the perfect place for walks, bird-watching and nature.



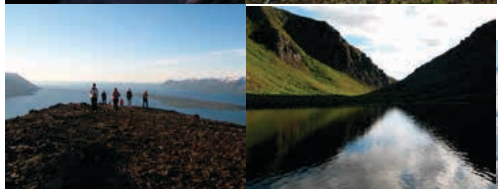
Hrísey, known as the Pearl of Eyjafjörður.

dogs, not to mention locally made dried fish from Hvammur and souvenirs.

The Jörundur Shark museum

This is the oldest house on the Island and has been renovated extensively to convert it into a museum displaying the history of the island's shark fishery. The house was recently returned to its original state and as well as the museum, it also houses the tourist information office which is open 1pm - 5 pm from the start of June until the end of August.

www.visithrisey.is



Welcome to Dalvík

A Natural Paradise in Tröllaskagi (The Trollpeninsula)

For those wanting to experience nature first hand, Dalvík is a great place. Whale watching, bird watching from sea and land, angling and sea angling, golfing, horseback riding and a good swimming pool is just an example of what Dalvík can offer tourists. Several hiking trails are available, both for experienced hikers and those who prefer more relaxed routes. Mountain guides offer shorter and longer hikes.

One can also experience Icelandic culture through Hvoll Folk Museum, Birdland's Exhibition and Berg Cultural House.

The restaurant and bakery By the Sea and Gregor's Pub feed hungry travellers and the Coffee house in Berg cultural house takes care of the sweeter things. The Great Fish Day, 9.-12th of August, is a famous fish festival where on the 11th of August fish dishes can be tasted for free.

There are several options in accommodation such as a hotel, cabins and guest-houses.

For further information visit

www.dalvikurbyggd.is/EN/information-in-English

Information centre is located in the Swimming pool.





Three exhibitions planned for Berg cultural centre this year.



The Berg cultural centre is at the heart of Dalvík and offers unparalleled views northwards over Eyjafjörður.

Spanish coffee bar at Berg in Dalvík

As is happening in so many places, opportunities for visitors have been improved in

Dalvík. More accommodation is now available in the district, there is more activity in whale watching, while a new coffee bar has recently opened its doors.

The fish festival will take place as usual and will be the high point of the Dalvík summer on the 10th of August. The Berg cultural centre has plenty going on with three exhibitions scheduled for this summer. A little taste of Spain has taken root in Dalvík with the new Rincón Canario coffee bar that

opened at Berg, offering coffee and cakes, as well as authentic Spanish tapas dishes.

The visitors' information centre is located in the lobby of the Dalvík swimming baths, where details can be found of this summer's events in the Dalvík region, including relaxation, accommodation and other sites of interest for visitors.

www.bergmenningarhus.is



Mývatn area

The Mývatn basin sits squarely on the Mid-Atlantic Ridge. Although most of the interesting sights are volcanic or geothermal features, the centrepiece is the 37 sq km lake Mývatn itself, which averages a depth of only 2.5m. The lake contains over 50 islands and islets, mostly pseudocraters formed when molten lava flowed into the lake. Places of interest include the pseudocraters at Skutustadir,

Höfði peninsula, Dimmuborgir lava formations, Hverfell Crater, Hverir hot spring area, Krafla volcanic area and Mývatn Nature Bath.

Mývatn is considered one of the best birdwatching places in Iceland.

Location: 100 km from Akureyri

Roadnumber: 1

Town: 660, Mývatn

Source: www.northiceland.is

Welcome to Hrisey!

The House of Shark Jörundur



In the oldest house on the Island a museum has been set up where you can learn about the history of shark fishing and the story.

It also houses the Tourist information which is open 1pm to 5 pm from the start of June until the end of August.

Further information: E-mail: hrisey@hrisey.net

Tel. +354 695 0077 - www.hrisey.net

The Aviation Museum in Akureyri, founded on 1 May 1999 and formally opened 24 June 2000, the story of aviation in Iceland is traced right up to the present time. Numerous photographs and detailed text present a realistic and interesting account of pilots in their everyday activities. And where pictures and imagination end, concrete reality takes over. The museum contains many types of aircraft; for example, a plane of the same kind as the first aircraft in the possession of Loftleiðir Airline as well as Iceland's oldest ambulance aeroplane and the first glider built in Akureyri 1937.

Opening hours:

1 June - 31 August: Daily from 13-17 pm and by arrangement

Winter: Open Saturdays from 13:00 to 17:00 and by arrangement

Address: Akureyri Airport

Tel.: +354 863 2835

E-mail: flugsafn@flugsafn.is

Website: www.flugsafn.is

Source: www.visitakureyri.is

The Aviation Museum Akureyri



The museum contains Iceland's oldest ambulance aeroplane.

The Húsavík Whale Museum

An exciting attraction for the whole family



The Húsavík Whale Museum is a magical world where you will find skeletons of various whale species and enchanting information on the world's largest animals.

Húsavík is truly the whale watching capital of Iceland, still driven by the ideology of the original pioneers.

In 2012 some 175 000 visitors went whale watching – a third of all tourists visiting Iceland.

In Húsavík you'll find Europe's only museum dedicated to whales. The Húsavík Whale Museum presents an array of detailed information on these magnificent creatures. At the entrance there's a shop that offers a selection of products that relate to the whales and their habitat in the ocean.

Opening hours:

April, May, September and October: From 9 am to 4 pm daily.

June, July and August: From 8 am to 6.30 pm daily.

Admission:

Adults: IKR 1300. Children (10-18 years): IKR 500.

Students, senior citizens and individuals in groups: IKR 1000. Family ticket: IKR 3000

Since its establishment, more than 250 000 guests have already visited The Húsavík Whale Museum. We look forward to your visit.

Welcome!



THE HÚSAVÍK
WHALE
Museum
HVALASAFNIÐ
Á HÚSAVÍK

Hafnarstétt 1, 640 Húsavík
Sími 414 2800
www.whalemuseum.is

AKUREYRI

CAPITAL OF THE SHINING NORTH



www.visitakureyri.is

Hof Cultural and Conference Center | 600 Akureyri | tel. 450 1050 | info@visitakureyri.is

Akureyri

– the centre of culture, education and leisure activities



Akureyri is the second largest urban area after the capital area of Reykjavík, situated at the end of one of Iceland's longest fjords in Iceland. Although it is only 60km from the Arctic Circle, Akureyri has a mild climate ranging from 25°C in summer to an average of around zero in winter, courtesy of the encircling 1000-1500 m high mountains.

As a regional centre, Akureyri provides a comprehensive range of services and facilities. All-year-round cultural activities include a wide range of events, performances and entertainments. The town centre is the hub of this bustling artistic scene, so the distance between venues is short. There is no stress involved in getting to the place you need to be – just a relaxed stroll from one location to the next.

Akureyri's main recreational opportunities include a theatre, skiing centre, museums, skating rink, water sports centre, sailing, Kjarnaskógur forest, sea angling, golf, equestrian centres and gardens. Shopping opportunities are also quite extensive and diverse.

You will find plenty of attractions within easy reach, such as Lake Mývatn, Goðafoss waterfall, white water rafting in Skagafjörður, whale watching, Ásbyrgi canyon, the islands of Hrísey and Grímsey (the latter is actually located on the Arctic Circle), farms providing traditional rural meals, a pair of breweries, Gásir medieval trading post, Vaglaskógur forest and much more.

The town is also a good base for visiting many of Iceland's most beautiful natural wonders as waterfalls, volcanic areas and canyons as well as exciting activities as river rafting, hiking, fishing, whale watching and horse riding.

The islands Hrísey and Grímsey are now a part of the municipality of Akureyri. Both islands are ideal for bird watching. The atmosphere is calm and relaxing and a visit can be an unforgettable experience.

Highlights of Akureyri

Akureyri has a lot to offer, below we list some of the many things we recommend our guests to do while in Akureyri.

- » The Botanic Garden – most of the Icelandic flora as well as about 7000 foreign plants
- » The Art Museum and Arts' Alley
- » Sundlaug Akureyrar – outdoor swimming pool, 2 pools, hot tubs, play areas and water slides
- » Restaurants – promoting local food
- » Kjarnaskógur – wood, trails and playgrounds
- » The old town – old houses and museums
- » Golf course – The northern most 18-hole golf course and the 'Arctic Open' tournament
- » Akureyri Town Festival – end of August
- » Summer Art Festival – from the end of June until the end of August
- » Beer from Viking and Kaldi – Local breweries
- » Ice-cream – the locals' favourite is to be found at Brynja
- » Akureyrarkirkja – church, design and interior



Accommodation and services in North Iceland

Everyone should be able to find accommodation and services to suit them in North Iceland. In addition to many hotels of various sizes, a multitude of other guesthouses and holiday accommodation are available, such as

boarding schools and farmstead accommodation, either in separate buildings or in rooms at the farmhouse itself.

Campgrounds are numerous, although the quality varies, as is the case in other parts of

Iceland. In some places a great deal of effort has been put into developing fine campgrounds with diverse facilities and services. Excellent campgrounds can be found, not only in every town but also at such places as Bakkaflöt in Skagafjörður, Hrafnagil and Húsabrekka in the vicinity of Akureyri, Vaglaskógur woods, and Jökulsárgljúfur National Park (at Ásbyrgi).

Source: www.northiceland.is

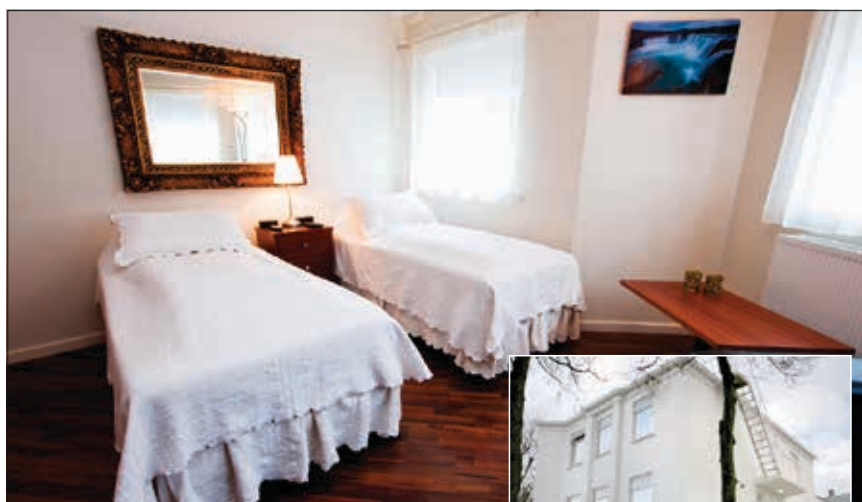


Excellent campgrounds can be found in North Iceland.

Photo: Jóhann Ólafur Halldórsson.



Photo: www.northiceland.is



Most welcome!

Hrafninn Guesthouse is situated in a beautiful house in downtown Akureyri. All rooms have private bathrooms, comfortable beds, 21" television and free wireless internet connection.

HRAFNINN
GUESTHOUSE

Guesthouse Hrafninn ✎ Brekkugata 4 ✎ 600 Akureyri ✎ Tel. +354 661 9050 ✎ info@hrafnninn.is
www.hrafnninn.is

Jökulsárgljúfur

This dramatic canyon, Jökulsárgljúfur, was formed by the actions of water, fire and ice. Enormous, catastrophic glacial bursts are believed to have carved out the deep ravines and rocky basins, the most famous of which is Ásbyrgi.

The Hljóðaklettur outcrops are the cores of ancient volcanoes, revealed when the river swept away all the loose volcanic material.

The waterfalls on the River Jökulsá á Fjöllum, Selfoss, Dettifoss, Hafragilsfoss and Réttarfoss are powerful and impressive.

The Hólmatur district is an area of contrasts: crystal clear streams and bubbling brooks cross the land before emptying into the raging, chocolate-coloured torrent. A delicate balance of flora and fauna thrives under the protection of cliffs and scree slopes.

Location: In Vatnajökull National Park

Roadnumber: 864

Town: 671, Kópasker

Source: www.northiceland.is



On the first weekend of August the Herring Adventure Festival takes place in Siglufjörður.

Fjallabyggð

– The Museums, the Herring and the Festivals



Many exciting hiking trails are around Fjallabyggð.

The municipality of Fjallabyggð is in fact two towns in the north of Iceland: Ólafsfjörður and Siglufjörður. The towns are connected by a new tunnel.

Tourists can find many things for amusement in both places. A bird museum in Ólafsfjörður showcases must of the bird species found in Iceland. In addition, plants and eggs are on display as well as some other stuffed animals. A polar bear for example, rare fish species from the lake of Ólafsfjörður, a fox, a billy goat and crabs.

The Herring and the museums

Siglufjörður was a vibrant place early last century when boats fishing for herring filled the harbour and the town was full of workers. The town was teeming with life. Although the herring is long gone these glory days are still evident wherever you look.

Today you can get a taste of the herring adventure by visiting the Herring Era museum in Siglufjörður. The museum consists of three houses and it is the largest maritime museum in Iceland and was awarded the Icelandic museum award in 2000 and the European museum award, or the Michletti awards in 2004.

Another museum in Siglufjörður is the Folk Music Centre where you can hear old folk songs and look at old instruments. Yet another museum opened its doors in the town in 2010, the Icelandic Poem Centre where Icelandic poetry is in the spotlight and many rare poetry books are on display.

The Music and the Nature

This summer, many festivals will be held in Fjallabyggð. For example, A festival at the Herring Era Museum in Siglufjörður and a blues festival, The Blue North Music Festival,

starts at the last week of June in Ólafsfjörður. A folk music festival will be held in Siglufjörður 3.-8. July and Olaeti – music and culture festival, in Ólafsfjörður 4.-7. July. On the first weekend of August the Herring Adventure Festival takes place in Siglufjörður. This weekend is the most popular holiday weekend in Iceland and the town will be brimming with activities.

Many exciting hiking trails are around the municipality and most visitors should find something that fits their ability and fitness. Some of the trails are ancient paths used by traveling Icelanders for centuries.

www.fjallabyggd.is



The best time to go whale watching is from June - August.



11 whale species can frequently be seen in Icelandic waters.

Photos: www.northiceland.is

Whale Watching - a growing industry

Professional whale watching was established in Iceland in 1995 and is now one of the major tourist attractions in the country. In accordance to the distribution of the whales, all whale watching operators are located either in the west or north of the island.

The best time to go whale watching is from June - August, but trips are offered from April - October, depending on the location of the companies. Whale watching is available from Reykjavík year round.

With the industry steadily growing, The Icelandic Whale Watching Association „Icewhale“ saw the need to regulate the behaviour on sea and established whale watching guidelines, to minimize the impact

on the animals. However, to comply to this guideline is still voluntary for the operators because it has no legal force.

11 whale species can frequently be seen in Icelandic waters. Many of them belong to a group known as great whales with respects to their body size. The smallest of the great whales is the minke whale, which is also considered to be the most abundant species, not only in Iceland but worldwide.

Several of these species are migratory. They travel south and spend the winter months in warmer waters to give birth, but will return to the North Atlantic to feed during the summertime.

Source: www.whalemuseum.is



Húsavík is located by Skjálfandi bay and is famous for its rich wildlife.

Photo: Gunnar Jóhannesson / www.fjallasyn.is

Discover Húsavík

Húsavík is the largest town in Northeast Iceland and a centre of commerce and services. It is the site of the first house built in Iceland in the year 860 by Swedish viking Gardar Svavarsson.

Húsavík is located by Skjálfandi bay and is famous for its rich wildlife. Since the first whale watching trip in 1994 the industry has boomed and made Húsavík a household name and often branded the Whale Watching Capital of Europe. 3 companies offer whale watching tours on the Skjálfandi bay. 1997 opened the Húsavík Whale Museum. The Whale Museum, along with the University of Iceland's Research Center forms the educational component to the whale watching trips.

Húsavík is conveniently located for day trips to most of the major attractions in Iceland. From Húsavík is less than an hours drive to Lake Mývatn, Ásbyrgi Canyon, Krafla Caldera and Goðafoss falls.

Source: www.visithusavik.is

Spend a night by the Arctic Circle

Visit beautiful Grímsey island and spend the night by the Arctic Circle.



Básar Guesthouse
offer excellent
accommodation.

The people of Grímsey welcome you!

www.gistiheimilidbasar.is

Restaurant on the top floor



STRIKID
RESTAURANT • BAR

Skipagata 14 | Akureyri | Tel.: +354 462 7100 | www.strikid.is

BRYGGJAN
— RESTAURANT —

IN AKUREYRI



ENJOY!

Strandgata 49 • Akureyri • Tel.: +354 440 6600
www.bryggjan.is

The Icelandic Emigration Center at Hofsós

The Icelandic Emigration Center was founded in 1996 and dedicated to commemorate Icelandic emigrants to North America and to promote connections between their descendants and the people of Iceland. The Center now offers four exhibits in three separate buildings, as well as a genealogical information service, library facilities and more. The exhibitions combine text, photographs and tableaux to illustrate the conditions in Iceland that influenced the decision to emigrate, the journey to the 'New World' and the new way of life they encountered.

Visitors also have the opportunity to consult with staff about their Icelandic ancestors, accessing information found on our database and in our library. If you are



From the village of Hofsós.

planning a journey to discover the lives of your ancestors, contact us for assistance in identifying family ties and making connections that will enhance your visit.

Opening Hours:

June 1 until September 1: 11:00-18:00.

Source: www.hofsos.is

Diverse options in the Dalvík community



Dalvíkurbyggð has various options when it comes to recreation and outdoor activities such as skiing, swimming and golfing.

Photo: Jón Baldvin Halldórsson.

"The Great Fish Day is at the peak of tourist season this summer. It will be celebrated on August 10th with great events during the previous days, such as the famous Fish Soup Night and the Fish Day run. As usual, the final act will be the fireworks at the harbour, which is always quite unique," says Margrét Víkingsdóttir, public relations manager for the Dalvík community.

Berg cultural house is the centre for cultural activities in Dalvík, with concerts, exhibitions and more. It also hosts library and

a great Spanish Café with local, homemade, baked goods. Berg is open every day, all year around.

The information centre is located in the Swimming pool and is open every day. "Among various recreational possibilities for tourists, one can mention the Hvoll Heritage Museum, the swimming pool and the horse rental at Hringsholt, which offers short and long riding tours around Svarfaðardalur," says Margrét. "We also have whale watching and sea angling companies operating in Dalvík

and Hauganes, a golf course, and a laser tag venue. Last but not least, Sæfari Ferry sails between Dalvík and Grímsey. Visitors can also have experienced guides take them on hiking tours into the mountains of Troll peninsula. It is worth mentioning that there has been quite an increase in accommodation in the area, both in hotels and smaller lodging."

www.dalvikurbyggd.is

Akureyri's Bryggjan and Strikið restaurants

The story and the view



BRYGGJAN
— RESTAURANT —



STRIKIÐ
RESTAURANT • BAR



The capital of northern Iceland, Akureyri, has the feel of adventure about it. The Bryggjan restaurant is to be found there in one of the town's oldest houses at Strandgata 49, a former shop and workshop that was also a nightclub at one time in its chequered past. The building is located on the quayside where visiting cruise liners dock every summer.

The interior design borrows heavily on the building's heritage and, like the town, it has that same feeling of adventure about it. The reception

and bar are built of century-old bricks salvaged from an old tower that had stood in the nearby countryside. Timbers of the same antiquity are built into the ceiling and walls.

Family emphasis

The restaurant is designed for families in particular, with a special children's room where they can watch films, play with bricks, read... Older children can borrow an iPad and sit at the table with it.

The menu at Bryggjan is no less adventurous, offering pizzas with

toppings from local ingredients, beef or reindeer burgers, or spare ribs that take a day and a night to cook.

This summer Bryggjan opens early every morning to offer coffee, waffles with cream and jam, and locally-made cakes.

Mountain and sea views

By contrast, Strikið is on the top floor of a five-storey building at Skipagata 14 in the centre of town where it has fantastic views of the town below, as well as the surrounding mountains and the sea. Strikið's huge

windows mean that an endless panorama is played out for its guests. On warm summer days and bright summer evenings the wide balconies offer seating for 80 guests outside.

The same outstanding quality is to be found on the menu, with the emphasis on local produce that includes guillemot, minke whale, reindeer... and we shouldn't forget the fish, such as trout, cod, saltfish and plokkfiskur, a traditional local recipe.

www.strikid.is

www.bryggjan.is



Whale-watching from North Iceland

In many places in the North you can join a whale-watching tour; Eyjafjörður is a good location to see whales. From time to time bottlenose whales, humpbacks and minke whales have even been seen deep in Eyjafjörður, even right in front of Akureyri.

Several companies in the north specialize in whale watching. These include Niels Jónsson in Hauganes, Arctic Sea Tours in Dalvík and North sailing which is based in Húsavík but has also started offering Whale Watching tours from Akureyri.

Arctic Sea Tours

Address: Svarfaðarbraut 14, 620 Dalvík

E-mail: book@arcticseatours.is

Website: www.Arcticseatours.is

Niels Jónsson

Address: Hauganes, 621 Dalvík

Tel.: +867 000/852 0006

E-mail: niels@niels.is

Website: www.niels.is

North Sailing

Address: Hafnarstétt 9, 640 Húsavík

Tel.: +354 4647272

E-mail: info@northsailing.is

Website: www.northsailing.is

Source: www.visitakureyri.is

The farmstead Gauksmýri in Húnaþing – Hotel for lovers of horses and nature



At Gauksmyri you can learn all about the Icelandic horse.

Photo: www.gauksmyri.is

The farmstead Gauksmýri in the west of Húnaþing offers holiday services with an emphasis on nature and horsemanship, offering accommodation, refreshments, and a variety of activities.

"We don't see Gauksmýri as a hotel,

although we do offer the same standards and comforts as traditional hotels do", say Jóhann Albertsson and Sigríður Lárusdóttir, the hosts at Gauksmýri. "We do emphasize the fact that Gauksmýri is first and foremost a working farm, that people are visiting a farmstead.

That's the experience we want our guests to have."

The Icelandic horse is definitely at the heart of Gauksmýri. Jóhann and Sigríður are horse breeders and offer rides, riding instruction, and a variety of information on horses. Throughout the summer there are organized riding trips four times a day, and all you need is to show up dressed comfortably for riding: helmets and horses will be provided. "We also offer horse exhibitions and introductions to the Icelandic horse, but those need to be ordered in advance."

The surrounding area is a treasure trove of hiking paths, where travellers can see some of Iceland's most beautiful nature. "It is well worth the visit to spend some time here, and as we say in Iceland, we always have a warm cup of coffee ready for visitors."

www.gauksmyri.is

The Icelandic Horse – a rare breed

The Icelandic horse is a small breed of horse that has evolved in isolation in Iceland for centuries. Probably does the Icelandic horse belongs to an ancient race that died out in other parts in Europe but survived in Iceland for 1100 years. The Icelandic horse is long-lived and hardy and has become very popular internationally. A sizable population exists in Europe and North America.

The Icelandic horse is small, weighing between 330 and 380 kilograms (730 and 840 lb) and standing an average of 132 to 142 cm (52 to 56 inches) high. It has a spirited temperament and a large personality. It comes in a wide variety of colors, and the Icelandic language includes more than 100 names for various colors and color patterns of the Icelandic horse.

The Icelandic horse is known for its sure-footedness and ability to cross rough terrain. It displays two gaits in addition to the typical walk, trot, and canter/gallop commonly displayed by other breeds. The first additional gait is a four-beat lateral ambling



The Icelandic horse is small, weighing between 330 and 380 kilograms.

Photo: Heiðrún Bára Þorbjörnsdóttir.

gait known as the tölt. This is known for its explosive acceleration and speed; it is also comfortable and ground-covering. The breed also performs a pace called a skeið, „flying pace“. It is used in pacing races, and is fast

and smooth, with some horses able to reach up to 50 km/h (30 mph). It is not a gait for long-distance travel.

Source: www.iceland.is

Experience

a unique view of Iceland in all its glory
from the air



www.helo.is | info@helo.is | +354 561 6100 | Mörkin 3, 108 Reykjavík, Iceland

Departures from BIRK, Flight Services at Reykjavík Airport, next to Hotel Natura.

HELO
— HELICOPTER SERVICE OF ICELAND —



Myvatn Natural Baths.



Dettifoss is the most powerful waterfall in Europe.



Myvatn's Dimmuborgir.

SBA-Norðurleið is one of Iceland's largest coach and bus operators, offering visitors the opportunity to travel independently or in organised groups, with both one-day and longer trips. A Full Circle ticket is available that takes in many of the main attractions and the company also offers one to three-day trips from Akureyri, with or without a guide. There are also scheduled routes daily between Reykjavik and Akureyri, over the highlands along the Keel route during the summer and also scheduled routes from Akureyri that take in Ásbyrgi and Dettifoss, and call at Húsavík, Myvatn, Egilsstaðir and Höfn.

Sightseeing

Trips from Akureyri offer Myvatn, Dettifoss and Jökulsárgljúfur, Vatnajökull and hot zone at Kverkfjöll, or routes to Húsavík that include a whale watching trip. These are all one-day trips, other than Askja, Kverkfjöll and Vatnajökull, which are three-day excursions. The Lake Myvatn Excursion and the Grand Dettifoss Tour are available with guides.

A Lake Myvatn Excursion includes a visit to Goðafoss, on the way to Myvatn, with opportunities to visit the Dimmuborgir lava formations and the pools at Grjótagjá on the way, as well as the fissures at Víti, the hot mud pools at Hverarönd and the Myvatn natural baths and finishing in Akureyri. The Grand Dettifoss Tour starts with Goðafoss before moving on to Myvatn and the main attractions in the region and Dettifoss, the Jökulsárgljúfur national park before returning to Akureyri via Ásbyrgi and Húsavík.

Iceland on your own - Full Circle Passport

Organise your own trip with a Full Circle Passport. This allows visitors to travel at their own speed, deciding for themselves how long they want to stop in any particular place. This allows travellers to visit Goðafoss, Myvatn, Skaftafell and Jökulsárlón, while also calling at towns including Reykjavik, Akureyri, Egilsstaðir and Selfoss.

SBA Norðurleið

– Travel under your own steam



Varma: Where the Icelandic wool rules



VARMA

The Warmth of Iceland

The quality of the Icelandic wool is renowned the world over. Varma is one of the local companies that produce woolen goods that can be bought in numerous stores around Iceland; tourist and speciality shops as well as some supermarkets. Varma puts its emphasis on the Icelandic wool in its products. The brand, Varma - the warmth of Iceland, refers to the qualities of the wool that keep those who wear woolen clothes warm.

Varma produces an extensive range of goods; socks, hats, mittens, hairbands and shawls to name a few items. Garments, such as capes, sweaters and coats, knitted from Icelandic wool, feature patterns from various local designers. The production of woolen blankets is currently in the pipelines. While Varma puts its emphasis on Icelandic wool the company also produces goods from imported wool; socks from Angora wool to name just one product.

Wallets and cushions from mocha leather

„For years Varma has produced goods from mocha leather. We recently hired industrial designer Sigríður Heimisdóttir to reinvent and re-design our line of products and update them to meet current fashion trends. She also added to our range of products and designed some entirely new items for us,” says Birgitta Ásgrímsdóttir, Varma’s manager of sales and marketing. „Since around 80% of Iceland’s mocha leather is exported we decided to step in and produce something from this material. The result is an elegant line of mocha leather products; hats, mittens, collars, purses and wallets as well as a small line of household products that includes stools, cushions and guestbooks.”

Characteristics of the Icelandic wool

Brought by the settlers the Icelandic sheep have accompanied the locals through thick and thin for more than a thousand years and survived eruptions, glacial floodbursts, howling winds and epidemics. Such is their impact that children are still filled with joy when the newborn lambs are greeted by the rays of the Icelandic summer sun.

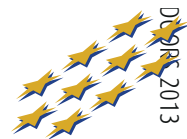
The wool from the Icelandic sheep is two-layered, „tog” and „þel”. „The hairs of the outer layer (tog) are long, glossy and water-repellent while the inner layer (þel) is made up of soft, fine and highly insulating hair. These are the two characteristics that make the Icelandic wool such a wonderful and strong material. The wool keeps the sheep warm and thus also those that wear woolen clothes.”

FROM AKUREYRI

GUIDED TOURS

2013

ICELANDIC BUS COMPANY
SBA-NORÐURLEIÐ
www.sba.is



LAKE MÝVATN EXCURSION

Operation: Daily 1. June - 30. September 2013

DETTIFOSS GRAND TOUR

Operation: Daily 18. June - 31. August 2013

Amazing

hikes with Útivist

Útivist is one of Iceland's largest travel association, whose goal is to encourage travel within the country in a healthy and enjoyable way. Everyone is welcome to join the association, which offer a wide variety of trips and have been a leader in marking trails and building mountain huts as well as promoting nature conservation.

Útivist offers weekend trips, summer vacation tours and day trips, with buses departing from the Central Bus Terminal in Reykjavik. For day trips, tickets should be purchased at the terminal before departure. Other trips should be booked in advance at the Útivist offices.

Some of Útivist's most popular treks are:

Básar

Básar in Goðaland is an outdoor paradise in the area known as Þórsmörk. At Básar, Útivist operates a campsite and two large cabins which can accommodate a total of 90 people. These cabins are available throughout the year, if there is space, for use by individuals or groups over shorter or longer periods. Those planning to use the cabins must make advance reservations through the Útivist office.

Fimmvörðuháls

Fimmvörðuháls is an 1,100-m-high mountain pass between the glaciers of Eyjafjallajökull and Mýrdalsjökull, with a popular trail leading from Skógar to Básar. Útivist offers organized trips over Fimmvörðuháls every weekend in summer.



Skælingar offers you a unique view of nature.

Photo: Vala Friðriksdóttir



A refreshing dip in Strútslaug after your hike?

Photo: Gunnar S. Guðmundsson.



Útivist has several huts around Iceland: Strútskáli hut and the surrounding campsite

Photo: Gunnar S. Guðmundsson

Sveinstindur - Skælingar

Ride a coach from Reykjavík to Sveinstindur for a one-night stay in the Útivist hut. Hike on the slopes of Sveinstindur with a view over the inland lake of Langisjór and the Fögrufjöll mountains. Stay at the Útivist hut, then hike on to Gjátindur and into Eldgjá canyon, on the way to Lambaskarðshólar. Return by coach via Fjallabak. Gear is shuttled between night stops.

Strútsstígur

Strútsstígur is a new route from Fjallabak, between Lambaskarðshólar/ Eldgjá and Hvanngil. This route is a continuation of the popular Sveinstindur – Skælingar route. Gear is shuttled between night stops.

Laugavegurinn

One of Útivist's best-known routes is "Laugavegurinn". This is a five-day trip from the hot-spring area of Landmannalaugar to Básar at Þórsmörk. If desired, you can extend your stay at Básar after the initial four days. Overnight accommodation is in tents or huts along the way. Gear is shuttled between night stops.

Skaftá Theme Area

Útivist and the district of Skaftárhreppur have made a co-operative agreement on tourism in Skaftárhreppur. This involves a huge area, from the glaciers of Mýrdalsjökull and Torfajökull in the west to Skeiðarárjökull glacier in the east. Among the many attractions of the area are spectacular geological features including: Lakagígar, Núpsstaðarskógur, Eldgjá, Landbrot, Langisjór, Fögrufjöll, Skælingar, Álfaversgígar, and vast shorelines.

Specific information about organized tours is available by calling the association office at (+354) 562-1000, or by faxing (+354) 562-1001. Information can also be obtained from the Útivist website, www.utivist.is, is, or via e-mail: utivist@utivist.is.

www.utivist.is

The East of Iceland

– a unique place on a global scale

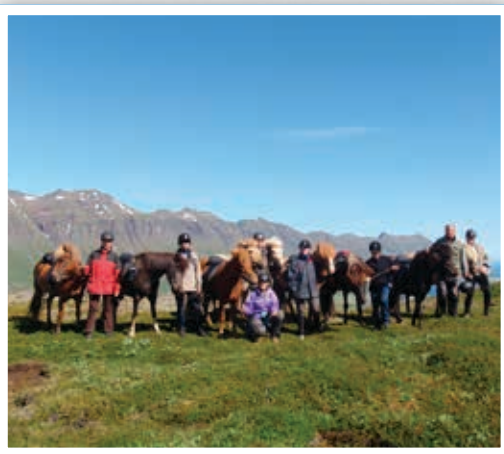
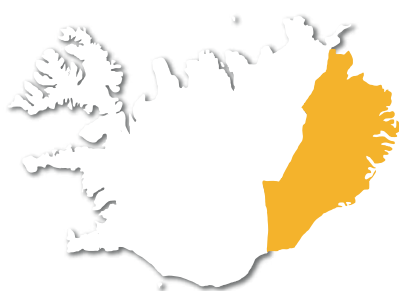




Photo: Heðinn



www.east.is

www.borgarfjordureystri.is
www.breiddalur.is
www.djupivogur.is
www.fjardabyggd.is
www.fljotsdalsherad.is
www.visitseydisfjordur.com
www.vopnafjordur.com

The east of Iceland – a magical region of natural phenomena. Glaciers, forests, bird cliffs, vast expanses, deserts, majestic mountains and narrow fjords. Waterfalls, rivers and the sea. The east of Iceland is a gem of natural wonders and history.

In East and Southeast Iceland, you will find most of what makes Iceland a unique place on a global scale. The variety in nature is reflected by society and culture, with tourist services playing a major role in the life of residents. Regardless of whether you want to fish for salmon, go swimming, spot birds, hike in the mountains, eat good food or simply enjoy existence and breathe the pure air of the sub-arctic, you can do all this in East Iceland. One thing you may see that can be found nowhere else in Iceland is the Icelandic reindeer in the wild, which live only in the east of Iceland.

We pride our self's of real nature, real people and real hospitality. Come to East Iceland and enjoy our attraction's whether cultural, natural or man-made. Everywhere you come you will meet the realness of East Iceland. Plan our suggestions into your trip and enjoy!

Useful links

Official travel guide for the area	www.east.is
Vatnajökull National Park	www.vatnajokulsthjodgardur.is
Official travel guide to Iceland	www.visiticeland.com
Promote Iceland	www.islandsstofa.is/en



Photos: www.visitseydisfjordur.com

Seyðisfjörður

– Picturesque town in a splendid natural setting

Seyðisfjörður is a long, calm, deep fjord of twists and turns 17 kilometres from its mouth to the head of the fjord, where the town of the same name shelters beneath Mt. Strandartindur and Mt. Bjölfur. In the valley above the town, the river Fjarðará cascades from the edge of the heath above in innumerable beautiful waterfalls, down to Lón (the lagoon) at the head of the fjord. A road leads up from the fjord, along by the river, to the Hérað district, 26 km away across Fjarðarheiði heath.

Houses of Seyðisfjörður

Seyðisfjörður is regarded by many as one of Iceland's most picturesque towns, not only due to its impressive environment, but also because nowhere in Iceland has a community of old wooden buildings been preserved so well as here. Today about 700 people live in

Seyðisfjörður. The local economy has long been based on the fisheries, while light industry also flourishes. Tourism is playing a growing role, as the picturesque town in its spectacular surroundings attracts more and more visitors.

The community, like so many others in Iceland, owes its origins to foreign merchants, mainly Danes, who started trading in the fjord in the mid-19th century. But the crucial factor in the evolution of the village was the establishment of the Icelandic herring fishery by Norwegians in 1870-1900. The Norwegians built up a number of herring-fishing facilities, and in a matter of years the little community grew into a boom town.

Museums and festivals

Tourism in Seyðisfjörður has developed with a

focus on history, arts and culture. Skaftfell – Center for Visual art, is dedicated to nurturing and exhibiting visual art, the main emphasis being on contemporary art. Variety of art and culture events do take place in town each summer; LungA festival for young people, Blue Church concert series, Black smith's festival at the Technical museum and more ... The Technical Museum for Eastern Iceland at Hafnargata 44 exhibits the country's first telegraph station. The car/passenger ferry Norröna, which plies between continental Europe and Iceland every summer, docks at Seyðisfjörður every Thursday. Seyðisfjörður has been a cosmopolitan community from its foundation, and the ferry service has contributed to ensuring that it remains so.

www.visitseydisfjordur.com

Djúpivogur village

Djúpivogur is a charming village with a long history of trading since 1589 located in a place of incomparable natural beauty. Today the main industry is fishing with tourism increasing rapidly in recent years. Langabúð, the oldest house in Djúpivogur was originally built in 1790, has been renovated and now serves as a cultural centre. It houses some of the works of sculptor Ríkarður Jónsson, a heritage museum and a coffee-shop with delicious homemade cakes and a display of local handicraft.

Don't miss the outdoor sculpture, Eggin í Gleðivík, by the world famous Icelandic artist Sigurður Guðmundsson, consisting of 34 eggs. The artwork is on the coast, about 1 km from the centre of the village, in a convenient walking distance.

The nature around Djúpivogur is highly varied. The Búlánsnes bird sanctuary is renowned among bird lovers throughout the



Langabúð, the oldest house in Djúpivogur was originally built in 1790.

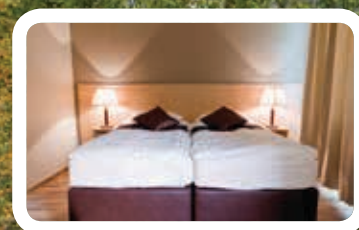
Photo: Jóhann Ólafur Halldórsson.

world, where you can observe most Icelandic birds nesting in their natural habitat close by. Join the Papey bird and seal watching boat tours or hike in the fascinating mountains and fjords in the vicinity.

Population: 454
www.djupivogur.is

Source: www.east.is

Experience Hótel Hallormsstaður!



Quality accommodation - Adventurous cuisine
Pampering treats for groups - Spa - Meetings
Conferences - Catering services

HÓTEL
HALLORMSSTAÐUR

www.hotel701.is - Tel. +354 471 2400
hotel701@hotel701.is

Salt café and bistro – healthy eating in Egilsstaðir



Almost ready. Sigrún Jóhanna Thráinsdóttir, manager at Hotel Hallormsstaður and her brother Kristján Stefán Thráinsson, one of the two managers at the Salt café and bistro.

A new restaurant, the Salt café and bistro, has opened its doors in the centre of Egilsstaðir, offering a diverse menu that includes healthy options. The restaurant is in the same building as the ÁTVR (state alcohol and tobacco monopoly) shop and there is a steady stream of passing visitors.

No burgers!

'We aim to tap into the demand for healthier food and are offering lighter options. If you're looking for a burger and chips, this isn't the place and there are plenty of others to choose from,' said owner Thráinn Lárusson, who also runs Hotel Hallormsstaður.

'Improving what's on offer to travellers here in Egilsstaðir was long overdue. We have the largest hotel in the east of Iceland here, but there has been a shortage of ancillary services to encourage people to stay here longer,' he said.

Healthy menu

With space for 50 covers, Salt café and bistro has additional outdoor seating in the summer. The menu includes meat, fish, pasta, and baked dishes and authentic Italian pizza. The expertise of the Indian chef from Hotel Hallormsstaður is also available and tandoori and other exotic dishes are also on offer. The lunchtime menu includes a dish of the day and a greater emphasis on lighter, healthy options such as salads. A variety of sandwiches are available and of course quality coffee. The focus is on keeping fat to a minimum, with grilled rather than pan fried dishes.

www.graihundurinn.is



Snæfell mountain

Snæfell, 1,833 m, is the highest mountain in Iceland outside the glacier regions. Even so, and despite the omnipresent snow, (Snæfell: The Snow Mountain), it is fairly accessible from Snæfellskáli hut. While Snæfell boasts a splendour of its own, it offers a fabulous view, partly overlooking the oasis of Eyjabakkar. Eyjabakkar is a choice habitat for geese. Reindeer can frequently be spotted west of Snæfell, towards Hálsalón reservoir, in addition to other territories in the East Iceland highlands.

Location: In the highland 100 km from Egilsstaðir

Roadnumber: F910

Source: www.east.is

Petra's Stone Collection – a must see museum

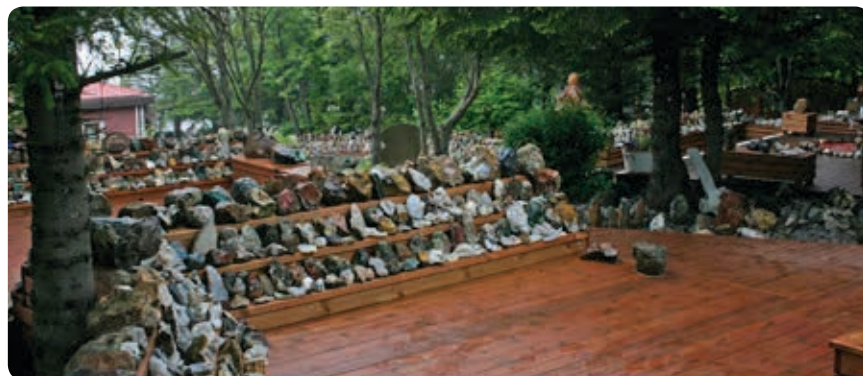
One of the biggest and best stone collections in the world is in the coastal village of Stöðvarfjörður. Petra Sveinsdóttir (1922-2012) founded the museum. She started to collect stones when she was a child and she collected over 80 years, creating in the process a magical place full of beautiful stones and plants.

The museum was once home to Petra and

her family but now it is home to her stones. A truly unique place, her home and garden in Stöðvarfjörður slowly developed into a collector's paradise now visited by tens of thousands of guests every year.

This is a must see museum!

www.steinasaftpetrusveins.com



The collection is one of the largest in the world.

Photo: Jóhann Ólafur Halldórsson.



Fjarðabyggð is great in the summer.

Go East. Find your favorite hotel,
guest house or camping site and
enjoy an unlimited access to amazing
natural treasures.

Welcome to Fjarðabyggð

Exiting museums, swimming pools and
golf courses.



FJARÐABYGGÐ

fjardabyggd.is

[Mjóifjörður](#)

[Norðfjörður](#)

[Eskifjörður](#)

[Reyðarfjörður](#)

[Fáskrúðsfjörður](#)

[Stöðvarfjörður](#)



Photos: www.blabjorg.is

Blábjörg Guesthouse – opportunity to explore a hidden treasure

Blábjörg Guesthouse offers you a unique and excellent opportunity to explore a hidden treasure called Borgarfjörður eystri. The area has plenty to offer for every nature enthusiast, including some of the most populated elfin settlements in Iceland and a tremendous variety of hiking routes.

The Guesthouse is located in a former fish plant, close to the harbour, and has undergone a complete renovation. It is as close to sea as you can get and from your room you have a wonderful view of the fjord and a excellent opportunity to observe the birdlife and a good chance of getting some good photos. If you are in need of rest and relaxation, you can find spa services at the guesthouse, a spa tub and a sauna and the possibility of swimming in the ice cold sea.

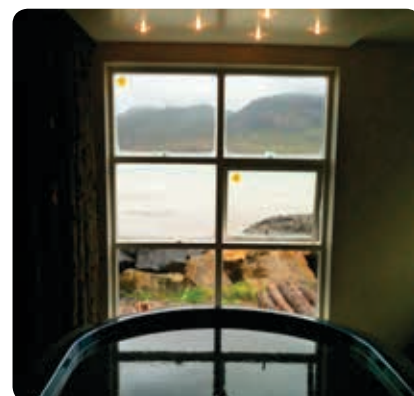
Birding

The area around the guesthouse is excellent for birdwatching and more than twenty species have been seen at once from the rooms at the guesthouse. Some of Iceland's best birdwatching facilities can be found by the harbour at Hafnarholmi, only 5 minutes' drive from the guesthouse, and it is an excellent location to see Puffins and Kittiwakes.



Hiking

Two to four days hike. Each day we walk about 13-18 km pr day or 6-7 hours. These hiking routes lie in an area called "Trail of the Deserted Inlets". Hiking in this area is a unique experience. The mountains come in all shapes and sizes and the variety of colours is stunning. The trails wind themselves between isolated coves and fjords over colourful hills and through green valleys all the way down to the coast. Abandoned houses and ruins of ancient farms leave their mark on the surroundings.



Relaxing

Going to Borgarfjörður eystri offers you a chance to experience a genuine Icelandic fishing village with a small boat fishery. In addition, you will be in contact with a close community of people renowned for their hospitality.

The local folklore is interesting and there are – at last count – 172 folk stories dealing with elves that takes place in the region. At the guesthouse you can relax at our beautiful Spa and get ready for your next adventure!

www.blabjorg.is

Borgarfjörður eystri

Capital of Elves, Puffins and Hiking



Wilderness fun.

Photos: EMagnússon



Álfa Café - café and restaurant.

The village of Bakkagerði, in Borgarfjörður eystri, is a picturesque seaside village which is home to around 130 people. While most people live off fishing and agriculture, tourism is becoming increasingly important. The locals are also artistic by nature; the church has an altarpiece painted by Jóhannes Sveinsson Kjarval. Next to the village is the rocky outcrop Álfaborgin, or the Elves' Castle, where the queen of the elves is said to live. A path leads to the top and there is a panoramic viewing disc to help hikers orientate themselves and identify the surrounding mountains. There is a range of accommodation in the village and activities to suit the whole family.

The area between Borgarfjörður in the north and Seyðisfjörður in the south is one of outstanding natural beauty. There is a network of well-marked hiking routes to suit all levels of fitness, from shorter routes for the whole family to longer routes for serious hikers.

Access to the area is straightforward and the local authorities have developed a wide range of services including campsites, different types of accommodation, refreshments, museums, guiding services, travel planning and transportation.

There is a scheduled bus service between Egilsstaðir and Borgarfjörður eystri on week days.



Great wilderness mountain Huts.



Good quality in Álflheimar Guesthouse.



Open view of Breiðuvík bay.



The Heartland of Hiking

Info:

Álfheimar Accommodation and Hiking:
www.alfheimar.com

Birdwatching in Borgarfjörður eystri:
www.puffins.is

Please contact info@elftours.is
for further information

Walking in nature is our secret longing and is truly the icing on the cake for city dwellers on the move. In the Borgarfjörður region you'll discover "A Hiker's Paradise" including 140 km. of marked trails, each ranging from 1 to 26 km, all of whom have been made accessible through a quality map.

In a short stay in Borgarfjörður you can leave your car and roam whole in nature. Álfheimar guesthouse offers customized tours for groups, individuals and families as well as extended hiking that covers some of the main attractions of North-east Iceland. Álfheimar aims at offering high quality service in the field of hiking through local guides that know every nook and cranny in the region and -of course- the services at hand.





Capital of Puffins

In Borgarfjörður eystri there is a blue flag harbour near Hafnarhólmi which is linked to a small islet with bustling birdlife, especially puffins. A convenient observation platform is located just beside the islet, allowing you to observe the “the priest” at close range.

Capital of Elves

Borgarfjörður eystri is home to an extensive population of elves – judging by the 172 local folk tales involving elves. Elves are often referred to as the “hidden people” because of the difficulties involved in spotting them. Nowadays you might find Icelanders who distinguish between hidden people and elves, but in 19th. century folklore these two are synonymous.

Get close to the birds

Hafnarhólmi island, nearby Borgarfjörður eystri harbour, is an excellent place to go birdwatching. You can get very close views of species such as Puffin, Fulmar, Kittiwake and Common Eider. In recent years the local authorities and the landowners have worked hard to develop birdwatching and recreational facilities for visitors.



Photos: www.fjardabyggd.is

Fjarðabyggð

– you're in a good place!

Fjarðabyggð extends from Mjóifjörður in the north to Stöðvarfjörður in the south, and has the largest population of all municipalities in East Iceland. The landscape is magnificent, with coves along the coastline and vast mountainous regions. Fishing and fish processing are the bulk industries in Fjarðabyggð with three of the largest fishing companies in Iceland located there. Diverse forms of trade thrive in the region, as do

hotels, guest houses and restaurants. The area has vigorous cultural and community activity and energetic sports and youth programmes. In Fjarðabyggð the lay of the land underwent a dramatic change recently when an aluminium smelter was built in the area. Jobs options have expanded, the population has been growing and new businesses have opened up in the region. Population 4.637.



Randulff's sea house

Randulff's sjóhús (sea-house) is a beautifully preserved shore-building towards the eastern end of Eskifjörður. The Randulff's restaurant offers traditional local food and is open from 17-21 daily. Randulff's also offers boats for hire. Today this fine old house preserves both many artifacts and a lingering atmosphere from the days when the establishment of a herring fishery led to the first real growth of the fjord towns of East Iceland in the late 19th and early 20th century.

Built by Norwegian Peter Randulff in 1890, it provided a station for landing and processing herring caught within the fjord through to 1930 when there were no longer sufficient herring coming into the fjord to sustain the fishery. When herring finally returned to the seas off East Iceland in the late 1950s the fishery involved large ships fishing further off-shore and landing their catches at ports like Siglufjörður, Húsavík and Vopnafjörður in the north. As a result, for the next 75 years this sturdy old sea-house remained closed.



The French hospital – restored to its former glory

The French Hospital – until recently outlawed in Hafnarnes across the fjord from the village – has recently been moved back again to Fäskrúðsfjörður where it was originally erected in 1905 by the french authorities for the purposes of rendering health services unto french fishermen in the banks off the eastern coast. A look at this distinguished old building is worth while and its interesting to follow up on its resurrection from ruins, back to its former splendour. The enterprise is a joint venture by french and icelandic parties with the idea of restauring a „cultural cluster“ of old houses in the village of Fäskrúðsfjörður, consisting of the hospital, the doctor's residence, the french chapel and the hospital morgue.



A wonderful collection of rare rocks

In the small fjord of Stöðvarfjörður you'll find a wonderful collection of rare rocks and minerals most of which derive from Stöðvarfjörður and its closest vicinity. This stunning selection can mostly be attributed to the efforts of local enthusiast and collector Petra Sveinsdóttir who has gathered the stone gems of icelandic nature since the year 1946. Her wonderworld of stones is now reputedly the world's largest private collection of rocks.

What to do in East Iceland?



East Iceland is a horn of plenty for outdoor activities, from lovely strolls in the arctic birch forest to the extreme ordeal of alpine climbers! Hiking, skiing, snowboarding, super-jeeping, hunting, fishing and everything in between and beyond can be provided in East Iceland via professional guides or travel services.

Boats and Sailing

There are many opportunities for water sports in East Iceland. You can find many specialized firms which will lead you to a great adventure on water. Boats in all formats and sizes can be found, to be sailed on salted ocean or pure water.

Hikes and treks for everyone

Hiking is by far the East Iceland traveller's best way to enjoy the refreshing wilderness. Good hiking maps of the whole region are available at Tourist Information Centres and a number of paths have been marked for safer hiking and optimum enjoyment.

Swimming pools

There are swimming pools in almost every town and village in Iceland. The pools are generally out-door, heated by warm geothermal water (28-29°C) and include nice hot tubs and sauna's.

History and Museums

East Iceland is rich in history and offers a variety of informative historical places and museums. The East is also rich of folk tales and the supernatural lives within them. The monstrous wrym in the lake Lagarfljót and the tales of elves and trolls give this enchanting country a certain spellbinding charm.

Jeep and Skidoo

Discover the most spectacular sites of East Iceland in an adventurous and unique way!

Skiing

East Iceland offers great outdoor possibilities and skiing is definitely one of them. Whether cross country skiing in the highlands or fjords, or sliding on skis or a skiboard in the great resorts in the area; you will enjoy a stunning scenery and unique character, and it is definitely worth the while.

Hunting and Angling

Going angling is a relaxing and yet exciting way of enjoying the thrills of East Iceland. Other options are for example to hunt reindeers, geese, ptarmigans and the arctic fox – an adventurous and unique experience.

Golf

Come and play golf in the beautiful surroundings in East Iceland. Playing golf in the midnight sun in the breathtaking and peaceful nature is something you cannot miss.

Horseback Riding

One of the favorite hobbies of the Icelanders is horseback riding. No wonder – all those who have tried riding an Icelandic horse know it is no ordinary horse but a smooth experience to discover the nature of Iceland.

Biking

East Iceland is a wonderful region to go biking in. You can enjoy small tours that are for the whole family or you can go extreme biking over the old postroads over the mountains between the fjords.

Distances in East Iceland

Egilsstaðir - Bakkafjörður	209 km
Egilsstaðir - Vopnafjörður	92 km
Egilsstaðir - Möðrudalur	94 km
Egilsstaðir - Borgarfjörður	71 km
Egilsstaðir - Seyðisfjörður	28 km
Egilsstaðir - Mjófjörður	42 km
Egilsstaðir - Hallormsstaður	26 km

Egilsstaðir - Reyðarfjörður	34 km
Egilsstaðir - Eskifjörður	48 km
Egilsstaðir - Neskaupstaður	71 km
Egilsstaðir - Fáskrúðsfjörður	81 km
Egilsstaðir - Stöðvarfjörður	98 km
Egilsstaðir - Breiðdalsvík	82 km
Egilsstaðir - Djúpivogur	87 km

Egilsstaðir - Höfn	247 km
Egilsstaðir - Mývatn	165 km
Egilsstaðir - Akureyri	266 km
Höfn - Reykjavík	459 km
Egilsstaðir - Höfn - Reykjavík	706 km

Source: www.east.is



A visit to Vopnafjörður is well worth it.

Vopnafjörður village

Vopnafjörður is a wide fjord separating the headlands of Digranes and Kollumuli. The fjord joins two large bays on both sides;

Bakkafloi to the north and Heraðsfloi to the south. The village of Vopnafjörður lies on a spit called Kolbeinstangi, forming Nipsfjörður

to the north and Vopnafjörður to the south. On the south side of the fjord is a mountain range which culminates at Mt. Krossavikurfjöll towering 1,079 m. above sea level.

Kaupvangur in the heart of the town Vopnafjörður is a museum in remembrance of the thousands of emigrants who left the region for Canada and the U.S. in the wake of the disastrous Askja volcanic eruption in 1875. There are numerous interesting sights in Vopnafjörður, e.g. Selárdalslaug, a geothermal swimming pool on the banks on the river Selá. Special mention should be made of the historic farm Bustafell, a regional museum where history comes alive through storytelling and workshops each summer.

Rising between Fljótsdalshérað and Vopnafjörður, the 655 m. high pass of Hellisheiði provides a spectacular view for travellers driving up its eastern slopes. Though the road is quite steep and windy it is passable for all vehicles during summer.

Population: 700

www.vopnafjordur.com

Source: www.east.is



Skriðuklaustur

Skriðuklaustur is now a centre of culture and history in Fljótsdalur. After becoming a renowned author on the European continent, Gunnar Gunnarsson had a mansion built here in 1939, and made it his residence. In 1948 he bequeathed the property to the Icelandic nation. The building is now home to the Institute of Gunnar Gunnarsson, displaying books and artifacts connected with his life and work. In addition, there are various cultural events and art exhibitions. Café Klausturkaffi is located in the dining room. Since 1992, archaeological excavation of a nearby 16th century monastery has yielded exciting results and attracted general attention. Visitors are allowed to view the ruins.

Location: 15 min from Hallormsstaður

Roadnumber: 934

Town: 701, Egilsstaðir

Source: www.east.is

Horseback riding in East Iceland



The view from Barðsnæs over Norðfjörður Bay and onward to Dalatangi is quite fascinating.

If you want to go horseback riding in the east of Iceland, Skorrahestar in Norðfjörður is your stop! „We provide first class reliable horses, fascinating landscape in the Gerpir area – the east most cape in Iceland – with view over fjords and the ocean,” says Doddi Júlíusson, who runs Skorrahestar with his wife Thea Alfreðsdóttir.

Small groups, relaxed atmosphere and



A group of riders from Skorrahestar in the mountains above Norðfjörður on a sunny day.

good guides have been the main characteristics of Skorrahestar's riding tours since they started up five years ago, offering everything from one day to weeklong tours in the mythical mountain terrains of the east of Iceland.

www.123.skorrahestar.is

Day trips with Air Iceland

Air Iceland has a schedule of day trips from Reykjavík to Akureyri, Egilsstaðir and Ísafjörður, leaving early in the morning and returning in late afternoon. Eva Björk Guðjónsdóttir at Air Iceland says that these day trips have long been in demand with visitors to Iceland.

Egilsstaðir and Ísafjörður

A trip to Ísafjörður starts with a guided tour of this enchanting fishing village on foot, followed by a visit to the island of Vigur. There are two options for trips to Egilsstaðir, one concentrating on the nature and countryside of the region and including travel in a specially modified vehicle across the mountains, while the second features a visit to Borgarfjörður East.

Akureyri, capital of the north

There is a range of trips available around Akureyri, including whale watching from Húsavík and visits to the Mývatn region and Grímsey.

'We also have our Essential North trip that takes visitors to the main places of interest. We also offer a trip to Siglufjörður that takes in the herring fishery museum and a gourmet's tour of Eyjafjörður that visits producers of local delicacies both in the countryside and along the coast. Then we also offer Mývatn caves. This is a fantastic sight, 370 metres deep and with five levels, so nobody is disappointed by this place,' Eva Björk Guðjónsdóttir says.

The Kulusuk ice

Air Iceland offers day trips to Kulusuk in Greenland throughout July and August. After a



Several of Air Iceland's flights to Kulusuk in Greenland this summer are already fully booked.



A gourmet's tour of Eyjafjörður with visits to food producers is becoming increasingly popular.

two-hour flight, visitors are met by a local guide for an informal walking tour of the village.

'Visitors have the opportunity to see a kayaking and drumming displays. There are huge ice bergs that drift past the village and



Air Iceland offers day trips from Reykjavík that include whale watching in Húsavík.

the tiny colourful houses of Kulusuk seem to be dwarfed by the awe-inspiring nature around them,' Eva Björk Guðjónsdóttir says.

www.flugfelag.is

ACTION PACKED TOURS AROUND ICELAND AND GREENLAND

Air Iceland is your West Nordic airline, offering scheduled domestic flights and flights from Iceland to the Faroe Islands and Greenland.

Choose from a variety of day tour packages, in Iceland and to Greenland, which include flight, bus transfer and guidance.

A FEW EXAMPLES



Day Tour

LOCAL FOOD AND GOURMET

▶ Akureyri



Day Tour

THE BACK STREETS OF ÍSAFJÖRÐUR

▶ Ísafjörður



Day Tour

LAKE MÝVATN

▶ Mývatn



Day Tour

ELF AND PUFFIN CAPITAL

▶ Egilsstaðir and surrounding area



8 hour Day Tour / Hiking Tour

REMARKABLE GREENLAND

▶ Greenland – Kulusuk



Day Tour

HIGHLIGHTS OF THE NORTH

▶ Mývatn

CONTACT AIR ICELAND OR TRAVEL AGENT FOR RESERVATION

For more Day Tours, look at our website www.airiceland.is

websales@airiceland.is

tel. +354 570 3030



AIR ICELAND
FLUGFÉLAG ÍSLANDS

The South of Iceland

– all that you desire!





Photo: Heiðrún Bára Þorbjörnsdóttir.

The South of Iceland is unique and that part of the country which by far the greatest numbers of foreign visitors come to. Here history follows you at every footstep, there is creative art, culture and flourishing trade and endless possibilities to enjoy the outdoor life in all seasons. Above all there is the awesome and rugged nature from the mountains to the sea.

The south of Iceland is a nature traveller's daydream, a sampling of all that is Icelandic, including some of the country's most treasured natural attractions. Many are not far from the capital while others are more adventurously located, requiring 4-wheel-drive vehicles and a map of the southern highlands. Or hiking boots.

In between are tantalizing byways just waiting to be explored, nuggets of natural beauty, fanciful sights and sprawling views that inspire and engage the imagination.

Come to the southern countryside and look at the beauty, listen to the wind and the silence, discover the peace and quiet, and last but not least you may discover yourself.



www.south.is

Useful links

Official travel guide for the area	www.south.is
Tourist information	www.southiceland.is
Þingvellir national park	www.thingvellir.is
Þórsmörk area	www.thorsmork.is
Geysir	www.geysircenter.is
Landmannalaugar highland	www.landmannalaugar.info
Official travel guide to Iceland	www.visiticeland.com
Promote Iceland	www.islandsstofa.is/en

Nature highlights in South Iceland



The new Sudurströnd road

The new Sudurströnd road (Road 427) opens up an exciting, yet ideal, route between Keflavik airport and the Southern part of Iceland through volcanic terrain previously often overlooked. This new road makes Herdísarvík an ideal stop en-route, located west of Selvogur and Þorlákshöfn at the coast. Herdísarvík was once a large farm where a large number of fishermen lived. It is now deserted.

Stöng and The Saga-Age Farm

Sites of about 40 buildings have been unearthed in the Þjórsárdalur valley and the best preserved and most remarkable is the farmhouse at Stöng excavated in 1939. The replica farmhouse stands at the mouth of the valley, together with a replica of an early church. Open to the public all summer.

Geysir

Geysir has lent its name to the English language in order to christen the phenomenon of the periodically spouting hot springs. You can walk around the Geysir area, a geothermal field where hot springs are in abundance, geysers explode and pools of mud bubble.

Hekla volcano

One of the most famous volcanoes in the world, Hekla is believed to have erupted at least twenty times since the settlement of Iceland, and five times in the 20th century. The last eruption was in February 2000.

Skógafoss

One of Iceland's most splendid waterfalls, Skógafoss tumbles 60 metres from the cliffs by Skógar. Before cascading off the cliffs as Skógafoss, the river flows through the Skógargil gorge, which boasts more than twenty more waterfalls, each with its own charm.

Mýrdalsjökull

Mýrdalsjökull's peak reaches 1.493 metres and Katla Volcano inside the glacier erupts on average every 40-60 years. Sixteen eruptions have been recorded since the settlement of Iceland over 1.100 years ago, the last one in 1918.

Dyrhólaey

Sheer headland rising 120 metres out of the sea with a huge natural arch near Vík í Mýrdal. Reynisdrangur sea stacks, Eldhraun lava fields and Mýrdalssandur sands are also magnificent sights.. An amazing area of strength and beauty.

Skaftafell

Öræfi was Iceland's most isolated district before the bridges to the west of it were completed in the early seventies. The natural contrasts are breathtaking: black sands below white glaciers, desolate wastes and green vegetation. Such a green oasis welcomes you at Skaftafell, just beside the broad desert of the Skeiðarársandur sands and the raging Skeiðará river.

Black sand beaches and bars

The glacier grinds off the bedrock below it, which generally consists of dark-grey basalt. Glacial rivers carry much of this material to the sea, where the waves, but also currents and winds to a lesser extent, spread it and pile it up in complicated, scenic ways. Such basalt particles have formed a unique beach on the shore of Hornafjörður, with more dark sand stretching far to the west.



Visit South Iceland

www.south.is

*Buy directly
from the people
who make them*



*...or knit
them yourself*

All you need in one place

*Handknitting
Association of
Iceland*



• Skólavörðustígur 19

tel.: (+354) 552 1890

SWEATERS AND SOUVENIERS,

• Radisson Blu, Hótel SAGA tel.: (+354) 562 4788

NO KNITTING MATERIAL

• Laugavegur 64

tel.: (+354) 562 1890

www.handknit.is



Friends of Vatnajökull

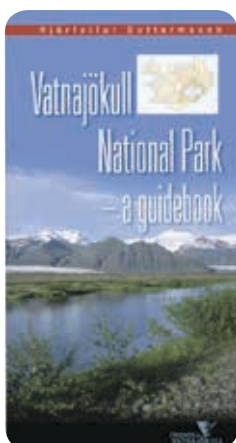
The Friends of Vatnajökull Association is a nonprofit organization that was founded on the 21th of June 2009 as a funding body for Vatnajökull National Park - Europe's largest national park. The role of the association is to raise funds to support research, promotional and educational activities to ensure that as many people as possible can enjoy the natural phenomenon and the unique natural history that the National Park has to offer.

The Friends Association aims to attract as many members as possible and to be a financially independent association focused mainly on supporting projects that contribute in the fields of research, promotion and education.



Photographer Ragnar Th Sigurðsson's exhibition on the banks of Jökulsárlón glacial lagoon was sponsored by a non-profit association, Friends of Vatnajökull glacier.

Photo: Ragnar Th.



Kristbjörg Hjaltadóttir
chief executive officer
of the Friends of
Vatnajökull.

Vatnajökull National Park – a guidebook

Friends of Vatnajökull are publishers of the book "Vatnajökull National Park – a guidebook". It is published in three languages, Icelandic, English and German. The author, Hjörleifur Guttormsson, is the leading expert on the origin of the Park and the region in which it is situated "To get the most out of Vatnajökull National Park, you need first-rate guidance from the person who knows it best," say's Kristbjörg Hjaltadóttir chief executive officer of the Friends of

Vatnajökull. Vatnajökull National Park – a guidebook is the only guide to the park that has ever published, The book is handy in format, it contains a large number of maps and photographs and a wealth of information that will help you to use your time in the park to the full. The guidebook is invaluable for planning a trip to the park and as a companion during your travel. It introduces and explains the geology and history of the park and also its flora and fauna. It contains a list of tourist services, guidelines for safe travelling, a full index of place-names and

tips on things to do and places of particular interest. "You will not be disappointed if you use Vatnajökull National Park – a guidebook when you visit the Park," say's Kristbjörg.

Be a Friend - donate today!

Help the Friends of Vatnajökull non-profit organization to build up Europe's largest national park - a rare natural treasure. Your donation supports research, education and the promotion of the Park.

www.friendsofvatnajokull.is



The Westmann Islands – a natural paradise

The Westmann Islands are a true wonder of nature. This is one of the best kept secrets in Iceland and you haven't seen Iceland until you've been to the Islands. Since the new Landey harbour opened and shortened the sailing across to the Westmann Islands to only thirty minutes, it has become an increasingly popular destination. With the increased traffic, services on the Islands have improved and new restaurants have opened up, naturally making the most of the local fish that couldn't be any fresher.

Golf and walking

A day trip to the Islands has become a popular option, providing the opportunity for a few rounds of golf in Herjólfssdalur, and a more magnificent setting could hardly be imagined. The 18-hole course is one of the finest in Iceland and the third oldest. If you don't fancy a round, then just taking a walk is easily as rewarding as the local bird life is



Sprangan never ceases to be popular.



A Westmann Islands girl in front of the Heimaklettur rocks.

especially vivid against the backdrop of surf-washed rocks and lave fields.

A guided tour

To enjoy what the island has to offer, we recommend that you take a guided tour by boat around the island. This is a genuinely spectacular experience that takes you into

caves, past other small islands and rocks, and passes close to the buzzing birdlife, with the added possibility of seeing a passing pod of killer whales swimming by.

www.visitwestmanislands.com

The Volcanic Eruption 1973

In the early hours of the morning of January 23, 1973 a large eruption tore open the east side of Heimaey.

Fortunately, the winds that morning were favourable, blowing from the southwest and thus carried the fire and ash mostly away from the town. Because of stormy weather the day before, all of the island's fishing fleet was in the harbour so that most of the inhabitants were able to be quickly ferried to across to Thorlákshöfn.

Many were also flown to Reykjavík. This year is the fortieth anniversary of the eruption. This July will also see the largest eruption celebration in the Westmann Islands to date and a great many visitors are expected.

Did you know ...

- ... that Westman Islands is the largest puffin colony in the world?
- ... that the population of Heimaey island is 4100 which is also the only island out of the 15 Westman islands that is inhabited?
- ... that around 30 types of birds nest in Westman Islands?
- ... that Eldfell is the youngest volcano in the world?
- ... that the golf course in Westman Islands is considered to be the best in Iceland?
- ... that the oldest puffin captured in Westman Islands was 38 years old?
- ... that Surtsey is the youngest island in the world?
- ... that the killer whale Keiko, star of the Free Willy movie, lived in a special made pen located in Klettsvík in Westman Islands from 1998 until 2002?
- ... that Ásgeir Sigurvinsson former captain of Stuttgart and one of the best football player in Icelandic history is from Westman Islands?
- ... that the volcano eruption in 1973 lasted for around five months?
- ... that when pirates invaded the island in 1627 (called the Turkish invasion) around 100 people hid in a cave to avoid being kidnapped?
- ... that the highest mountain in Westman Islands, Heimaklettur is 283 m high?

Source: www.visitwestmanislands.com



The Ghost Center & The Icelandic Wonders museum

Would you like to see the northern lights in all it's glory and experience the world of elves and trolls?

How about getting to know Iceland's most famous ghosts?

Be prepared to be both amazed & frightened when you visit us at the beautiful sea village in Stokkseyri.

Open daily in June, July & August

www.draugasetid.is / www.icelandicwonders.com

Address: Hafnargata 9, 825 Stokkseyri. Phone: 895-0020





Trex's heavy-duty trucks are built to cope with rivers in full spate, much to the passengers' delight.



Trex managing director Kristján Baldursson, with one of the company's many vehicles.

TREX – 35 years of safe and secure travel

With more than 35 years experience, TREX is one of Iceland's pioneers in tourism and travel. TREX - short for Travel Experiences - is your ideal partner for tours in Iceland, offering a comprehensive programme and first rate service.

'No job is too small or too big,' said managing director Kristján Baldursson. 'We regularly organise group tours around Iceland on behalf of leading local and overseas travel operators.'

Excursions by bus to Landmannalaugar & Thórsörk

The convenience of the excursion bus services to Landmannalaugar and Thórsörk provides an opportunity for an enjoyable and relaxed way to take in the landscape while travelling. You only need to be there on time to be looked after all the way. Daily departures from Reykjavik 15/6 to 1/9.

TREX – outstanding business status!

A detailed analysis shows which Icelandic companies have received the best rating in strength and stability as evaluated by Creditinfo, Iceland's leading local credit information provider. TREX is among only 358 of 32 thousand local businesses to be given "an outstanding business" status 2012, a valuable and much appreciated merit.

www.trex.is

CULTURAL EVENTS 2013

Selfoss | Eyrarbakki | Stokkseyri

June

- 1. JUNE **Highland Games in Selfoss**
- 2. JUNE **Sailor's day** Festival in Stokkseyri and Eyrarbakki
- 7. – 9. JUNE **Kótleittan** Family and music festival in Selfoss
- 17. JUNE **Independence day** National independence day celebrations
- 22. JUNE **Midsummer's Eve** Festival in Eyrarbakki
- 21. – 23. JUNE **The Antique Automobile Club of Iceland** Festival in Selfoss

July

- 4.-7. JULY **The Icelandic Youth Association** National sporting event in Selfoss
- 14. JULY **The Icelandic Museum day** National celebrations of Icelandic museums
- 12. – 14. JULY **Bryggjuhátiðin á Stokkseyri** Bridge festival in Stokkseyri

August

- 8. – 11. AUGUST **Sumar á Selfossi** A summer family festival in Selfoss

- 10. – 11. AUGUST **Aldamóta-hátið á Eyrarbakka** Turn of the century town festival in Eyrarbakki

September

- 7. SEPTEMBER **Brúarhlaupið** A half-marathon in Selfoss

October

- October Culture Month** Diverse cultural events throughout October in Selfoss, Eyrarbakki and Stokkseyri

November

- 1. – 3. NOVEMBER **South Iceland's museum weekend** Events celebrating museum culture in South of Iceland
- 14. NOVEMBER **Switching on the Christmas lights** in front of the public library in Selfoss

December

- 7. DECEMBER **Christmas square opens** Holiday market in Selfoss open every weekend until Christmas



Sveitarfélagið
ÁRBORG
www.tourinfo.arborg.is

Gullfosskaffi

Meat soup and hospitality



Gullfosskaffi aims to provide quick and reliable service to visitors.

Next to the falls at Gullfoss, one of the places any visitor to Iceland can not miss, is Gullfosskaffi. Tens of thousands of visitors come to the falls every year to enjoy its natural beauty and in the last few years the facilities for visitors have been improved significantly to the point where they are now first class. Gullfosskaffi aims to provide quick and reliable service to visitors, centred around traditional hospitality and a local menu. A small museum is part of the premises.

The menu at Gullfosskaffi has a thoroughly Icelandic flavour, while also being spiced with international dishes. It includes home-baked cakes and espresso coffee, as well as a choice of sandwiches and salads. The locally-made traditional Icelandic meat soup is one of the top sellers, made with choice ingredients and care is taken to ensure that it is always available. Groups can book tables, and as well as the meat soup, there is a choice of grilled salmon, cod or grilled lamb.

Gullfosskaffi manages the day-to-day running of the area around the falls, including parking areas, toilet facilities, garbage collection, information and general land management.

www.gullfoss.is



Gullfosskaffi has 1000 square metres of floor space and its restaurant can seat 400 guests at a time.



Tens of thousands of people visit Gullfoss every year to enjoy the natural beauty of the falls and their surroundings. Facilities for visitors have been significantly improved in recent years and are now first-class.

How to reach us:

Gullfosskaffi

Gullfossi - 801 Selfoss/ Bláskógabyggð

Main phone: 00354 486 6500 - Fax: 00354 486 6503

Mobile : 00354 899 3014/ 00354 892 6940

E-mail: gullfoss@gullfoss.is

Home Page: www.gullfoss.is

Contacts: Svavar Njardarson, Elfa Björk Magnúsdóttir



Gullfoss CAFÉ

Warm and friendly restaurant

Welcome to our warm, friendly restaurant, just a few steps away from the famous waterfall Gullfoss. Enjoy the beautiful mountains and glaciers of Iceland, along with a taste of the country – our famous Icelandic meat soup, “kjötsúpa”. We also offer sandwiches, homemade cakes, excellent coffee, drinks and fresh salad.

Seating for up to 350 people

Gullfoss Café has seating for up to 350, where guests can enjoy food and drink in comfortable surroundings. The ideal group stop for lunch or dinner when sightseeing by Iceland’s most waterfall.

Tax Free souvenir shop

Gullfoss Café has a souvenir shop with a wide selection of woollen products and other clothing, jewelry and Icelandic crafts. Guests from abroad can shop tax free, saving up to 15% from the original price.



Gullfoss kaffi, 801 Bláskógabyggð • Tel. 00354 486 6500 • Email: gullfoss@gullfoss.is • www.gullfoss.is

Hveragerði, plenty of variety

The southern town of Hveragerði is surrounded by nature and is only a hop and a step from Reykjavík that make it an easy place to visit. There are exhibitions, walks and shopping options, all in a relaxed atmosphere.

Thriving cultural life

Hveragerði has long had a strong cultural side. The Árnes art gallery at Austurmörk holds regular exhibitions by leading Icelandic artists and also serves as a pleasant café. The Sunnumörk shopping centre has two exhibitions on display, one detailing the town's growth as a centre of Icelandic art and the other devoted to the 2008 earthquake

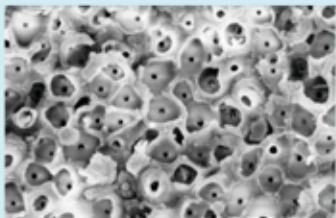


Hveragerði is all about healthy living, with many exercise opportunities surrounded by nature.

HAFKALK

Calcified Red Algae A Natural Source of Calcium and Minerals

- Hafkalk or Ocean Calcium is a unique seaweed-derived multimineral complex, sustainably harvested from Lithothamnion red algae from the crystalline waters of northwest Iceland.
- The unique mineral matrix and distinctive physical structure of Lithothamnion red algae promotes bone mineral content and enhances the bone integrity.
- Ocean Calcium is a certified natural product derived from the Lithothamnion genus of red algae. During its growth phase this algae absorbs essential minerals from the sea, providing Ocean Calcium with its complex blend of minerals and trace elements.
- Calcified red algae contains over 30% pure calcium, plus around 2.5% magnesium and 72 other trace minerals, including iodine, boron, cobalt, iron, manganese, zinc and copper.
- The unique naturally porous honeycomb structure of the red algae ensures the slow and effective release of calcium, increasing bioavailability and bone absorption and enhancing utilization by the body.



1000x magnification reveals the unique honeycomb structure of calcified Lithothamnion red algae.



One of the main attractions of the town's 'Days in Bloom' festival, held on the second weekend in August.

The Sunnumörk library also holds regular exhibitions.

Healthy town

Hveragerði is one of the healthiest places in Iceland, with a choice of open-air pursuits available. Golf enthusiasts shouldn't pass by the local golf course without paying a visit to see its first-class course and beautiful surroundings. The Laugaskarð swimming pool is thermally heated, ensuring clean water with perfect acidity.

Information centre

The southern information centre is located in Hveragerði, where information about any aspect of travelling around southern Iceland is available, with internet access also available. It's also possible to re-live the experience of an earthquake measuring 6.6 on the Richter scale and to see fissures resulting from earthquakes 4-5000 years ago.

HAFKALK

www.hafkalk.is



www.hveragerdi.is



Tourism is a growing industry in Hornafjörður municipality.

Hornafjörður, home to the Lobster Festival

Hornafjörður is a blooming community in the realm of the greatest glacier in Europe, Vatnajökull. It is a geographically large municipality, covering 260 kilometers of the south-eastern shoreline, but the population is just over 2000 inhabitants. The southern part of Vatnajökull National Park is located in the community and the scenery from the town of Höfn and the countryside is breathtaking.

Fishing is the largest industry in Hornafjörður municipality, but it is also an agricultural area. The growth of Höfn in the 20th century, from a small village to today's town, is caused by the diverse and strong fishing industry. The name, Höfn, actually means harbour. The catch includes the high-value Norway lobster (*Nephrops norvegicus*), but a good part of the Icelandic lobster catch is landed and processed in Höfn. The lobster plays an important role in the towns' image, where the annual „Lobster festival“ is celebrated each summer.

Tourism is a growing industry in Hornafjörður municipality. It offers diverse accommodation, restaurants and shopping. Hornafjörður is a great base for discovering Vatnajökull National Park, and also offers activities for the whole family. A few to mention are a 9 hole golf course in beautiful surroundings, a swimming pool, hiking trails, museums and a glacier exhibition.

Source: www.hornafjordur.is

HVERAGERÐI

A town in bloom

Hveragerði – the health town

Welcoming community

Boil an egg in our field
of hot springs

Experience our romantic
walking paths

Variety of seasonal festivals

Greenhousing and green areas

Unique golfcourse

Striking natural beauty

Swimming pool of your dreams

Thriving scene for arts
and culture

Thorvaldseyri and the 2010 eruption



The pall of ash behind Thorvaldseyri during the 2010 eruption.

A building next to the main road and below the farm at Thorvaldseyri in the shadow of the Eyja mountains has been opened as a visitor centre displaying the story of the 2010 eruption in words and pictures. This includes video footage of the people living at Thorvaldseyri during the first minutes of the eruption and its effects on their daily lives.

'It's a film that is deeply affecting to both the overseas visitors who come here and the local people. At one point it even looked as if we would have to abandon the farm. That would have been extraordinarily difficult, as the same family has lived here since 1906,' said Inga Júlía Ólafsdóttir at Thorvaldseyri. She commented that as well as the information on display, souvenirs of the eruption are also available, such as 'pre-packed' volcanic ash, and the farm's own produce, cooking oil, wheat and barley.

Plenty of traffic

'We see both foreign and local visitors. A large proportion of the people coming here during the winter are school parties, and then there are the tourists in the summer. We're preparing for plenty of traffic this summer,' Inga Júlía said, adding that many of the visitors have tales of their own to tell of how the eruption affected their lives.

'The eruption had its effects on air traffic around the world and many of our visitors have clear memories of long hours spent at airports waiting for delayed or cancelled flights. But it is certainly affecting for them to see how it was for us to live so close to the eruption and how we had to deal with the results of a natural disaster,' Inga Júlía said.

The Thorvaldseyri visitor centre is open throughout the summer from 0900 to 1800 daily.



The Thorvaldseyri visitor centre.

ATV/QUAD SIGHTSEEING TOURS



Open the whole year around

ATV Fun in Fljótshlíð

Our beautiful and magnificent highlands all year round. For example, Eyjafjallajökull, Hekla, Þórsörk, Markarfljótsgljúfur, Landmannalaugar, Vestmannaeyjar and more points.

Great hotels, camping, golf, restaurants, horse rentals and all services to travelers in the immediate vicinity.

Enjoy Icelandic nature on ATV/QUAD



Óbyggðafærðir

Fjörhjólaferðir - ATV/QUAD

For booking and information
www.atvtravel.is · info@atvtravel.is
Tel: +354 661 2503 / 04
Lambaleik · Fljótshlíð · 861 Hvolsvelli



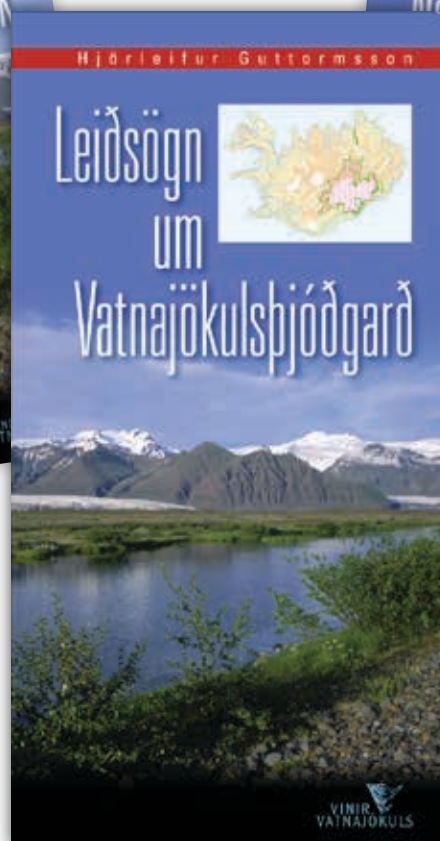
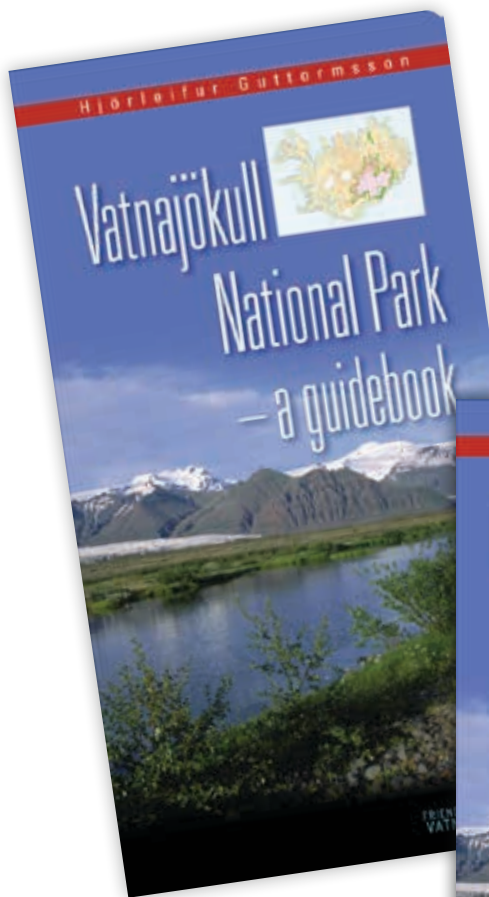
Vatnajökull National Park – a guidebook

The only guide to the park that has ever been published

Don't waste valuable holiday time!

To get the most out of Vatnajökull National Park you need a first-rate guidance. The guidebook is a vital companion for a visit to any region of the park. It is invaluable for planning the trip and as a companion during your travel.

Published in: Icelandic, English and German



Vatnajökull National Park is Europe's largest National Park, it covers a little less than 14% of Iceland

PUBLISHER:

Vinir Vatnajökuls - Friends of Vatnajökull
www.friendsofVatnajokull.is


VINIR
VATNAJÖKULS

A diverse community

Árborg – worth the visit



From Árborg town.

Photos: www.arborg.is

Árborg is a community of three towns: Selfoss, Eyrarbakki and Stokkseyri on the south coast of Iceland, where lush farmlands and large lava fields intertwine to create one of the most interesting landscapes in Iceland. It is also densely populated and with people come culture, history and entertainment.

Conquering the sea

The sea is a life giver as well as a life taker. Ever since the first settlers came ashore, boats have launched from these shores and brought back the catch of fish. With no harbour along the whole southern coastline, they went in open boats, rowing for their lives.

Þuríðarbuð in Stokkseyri is an interesting example of an old Icelandic fishing station

and the exhibition inside is educational. From there the first Icelandic female cockswain sailed. Nearby, sits the Icelandic Wonders Museum with the ghosts, elves and trolls that roamed the land in ancient times. After a ghostly encounter it's time for a spot of bird watching. The country's largest river flows nearby. The vast marshlands have shrunk but are still home to thousands of birds each year. It is a very popular spot for birdwatchers who flock here.

Culture in Eyrarbakki

Eyrarbakki has a heritage museum called, 'Húsið' – 'the House'. This beautiful old house, built as a home for a merchant in 1765 was a great centre of culture in its time. There are many excellent restaurants and hotels in



Árborg and in Selfoss two popular swimming pools. It's an excellent starting point to travel from to the many beautiful spots nearby.

www.arborg.is


Visit South Iceland

www.south.isTel. +354 483 5555 - info@south.is

A GEOTHERMAL ENERGY EXHIBITION

WORTH
A VISIT

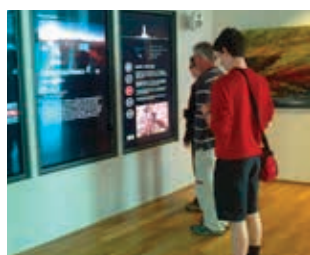
Stop by the Hellisheiði Geothermal Power Plant and see how they harness the geothermal energy.

Experienced guides are on-hand to provide informative presentations backed by multimedia shows about sustainable green energy as a global energy source and the geology of Iceland.

Origin of the Geothermal energy – The production process – An illustrated guide to Hellisheiði – The earth core

Exclusive collection of minerals and stones. An excellent hiking and outdoor destination - we provide information on hiking around the Hengill area. Enjoy our coffee shop and browse through a selection of educational material in the souvenirs corner.

Open daily from 9:00 – 17:00. We are about 20 minutes drive from Reykjavík on Route 1 towards Hveragerði.



More information: www.orkusyn.is
Tel + 354 412 5800
e-mail: orkusyn@orkusyn.is
Gps 64°02'248"- 21°24'079 '



Hellisheiði's geo-thermal power

Geo-thermal power generation is the most remarkable technical development in Iceland in the recent past

'Up here at the Hellisheiði power station is the only place that the public has the opportunity to see in detail how Icelandic geo-thermal energy works. We are here from 9 to 5 every day apart from Christmas and New Year, as we feel it is essential to be accessible all the time,' said Orkusýn's Helgi Pétursson. The company manages information and visits to the Hellisheiði power station where there has been an exhibition since 2006 describing how Iceland's geo-thermal industry and with information about the Hellisheiði power station available in a variety of languages.

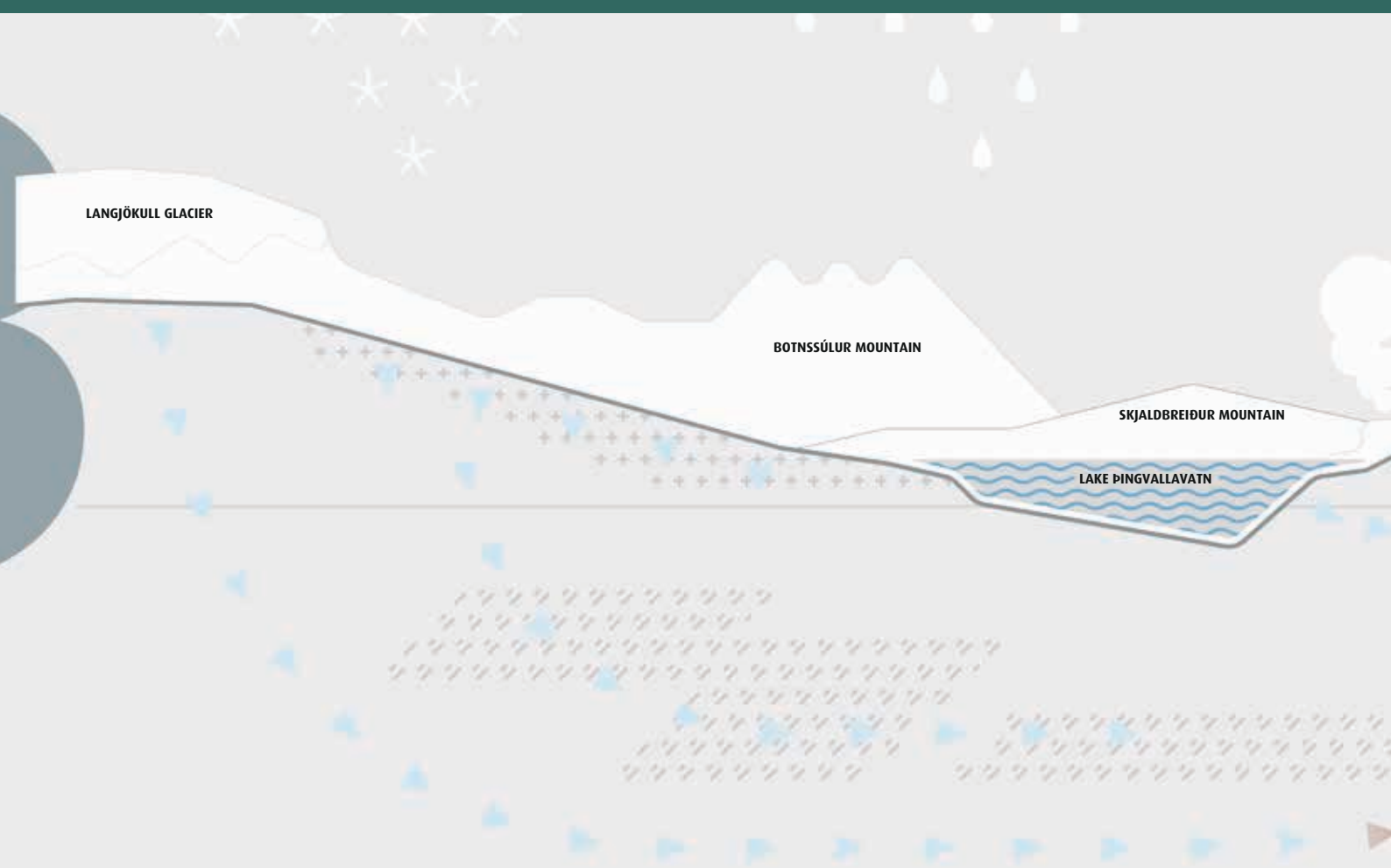
The exhibition is due to be extended with information about geo-thermal power in general in Iceland, describing the plant's optimal position due to the volume of water available from Langjökull and Þingvallavatn, as well as a high volume of local groundwater. 'This addition to the exhibition shows the increasing emphasis on geo-thermal energy, and this is undoubtedly the most important technical

development to have been made in Iceland in the last few decades,' Helgi Pétursson says, adding that this is a fantastic achievement, with 90% of homes now heated with hot water. 'To my eyes, geo-thermal power is the basis of the society that we have here today and this exhibition aims to attract attention to this fact.'

He says that 98% of visitors are from overseas and commented that the Hengill region is among Reykjavík's best-kept secrets with 150 kilometres of marked walking and riding routes prepared by the power company's staff over the years.

'Facilities here are excellent and this is a perfect place to meet for a walk around the Hengill region, finishing with a coffee and a visit to the exhibition,' Orkusýn's Helgi Pétursson says.

www.orkusyn.is





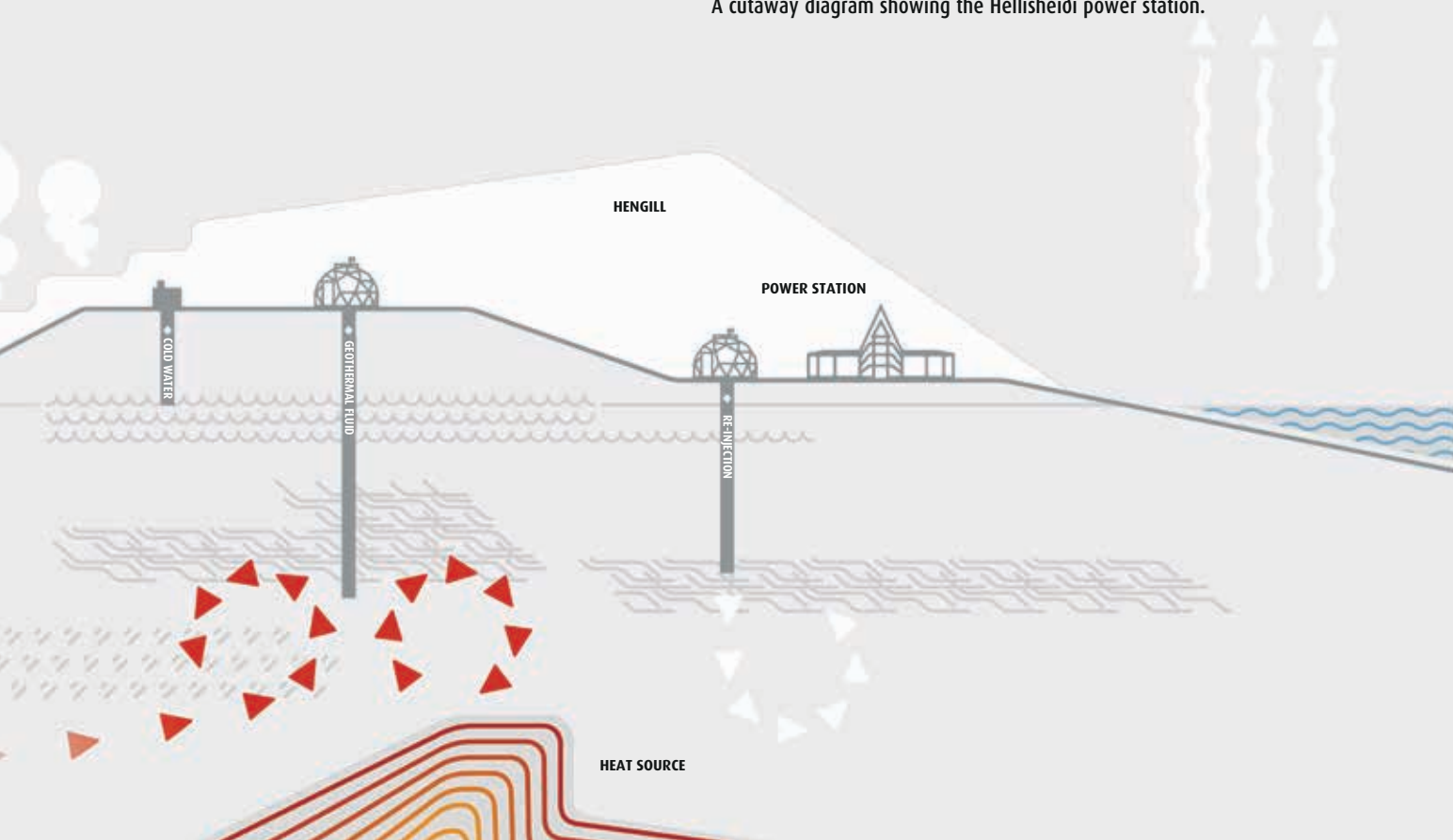
98% of visitors to the Hellisheiði power station are from overseas.



Helgi Pétursson and Auður Björg Sigurjónsdóttir, the owners of Orkusýn, which welcomes visitors to the Hellisheiði power station.

RENEWABLE ENERGY CYCLE

A cutaway diagram showing the Hellisheiði power station.



Travel provider Óbyggðaferðir – Quad bike adventure

The Icelandic highlands offer endless possibilities for adventure, allowing people to enjoy practically untouched nature, the peace of the glaciers, and the beauty of the waterfalls and valleys. Travel provider Óbyggðaferðir offers varied quad bike trips across the highlands. Areas such as Þórsmörk, Tindafjöll and Markarfljótsgljúfur are all close to the company's base at Lambalæk in Fljótshlíð. Longer trips are also available, lasting five hours or more across places such as Landmannalaugar, Hrafninnusker and to Langisjór.

'A quad bike combines all the advantages of a jeep, a motorbike, a limousine and a horse. A quad bike gives you a taste of all four. Travelling by quad bike also means that you get to see things that you wouldn't see through a car window. You can feel the wind and you're so much closer to nature and the weather, but we always make sure that we travel and treat the landscape responsibly and don't cause any damage,' said Óbyggðaferðir's Unnar Garðarsson.



There's nothing quite like quad biking in the Icelandic wilderness.

He commented that foreign visitors who have travelled with them have been recommending Óbyggðaferðir's trips to their friends who also visit Iceland.

'This isn't a big operations, but we can accommodate men and women of any age group. The recipe for a good day in the mountain is to let nature decide and to enjoy its company. Leave your watch behind, and preferably your phone as well, although the



Plenty of opportunities to stop, listen, watch and enjoy.

phone tends to be someone's camera as well these days, so maybe it's worth taking that as well. Our principle has been to stop frequently to get off the bikes and take pictures or find something interesting that demands a closer look. Plus we have always been careful to keep prices reasonable and don't have any plans to change that, Unnar Garðarsson said.

www.obyggdiferdir.is

Leisure



Activities



For the family



Welcome to Rangárpíng eystra
Eyjafjallajökull Region Power and Purity
www.hvolsvollur.is www.eyjafjoll.is



Reynisdrangar are a magnificent sight that attracts many visitors.

Photo: Þórir



The Katla Centre is at Brydeyð in Vík, with a display detailing life in Mýrdalur and the 112 shipwrecks that took place over a period of 84 years.

Photo: kindin.is

Nature and life in Mýrdalur

Vík í Mýrdal is a village on the south coast of Iceland, sandwiched between sand, sea and the glacier that overlooks it. This is one of the most interesting areas of the south coast, not least with the unique attractions of the black sands at Reynisfjara, the surf that hits the shore at Reynisdrangar, the reserve at Dýrhólaey, Sólheimajökull Hjórléifshöfði and Reynisfjall. Mýrdalur has unique bird life, with many nesting areas for terns and millions of puffins.

The Katla Centre

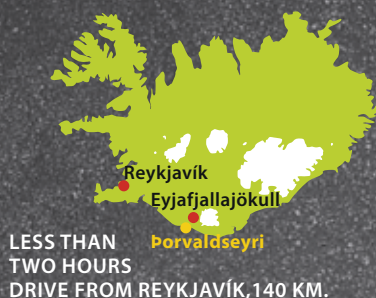
The Mýrdalur Life and Nature exhibition is at the Katla Centre, showing aspects of life in the region and the effects on it from the nearby Katla volcano. The exhibition also describes the 112 shipwrecks that took place in 84 years along the coast of Western Skaptafellssýsla. There is also an information centre open over the summer months where visitors have access to information about the region.

Glacier walks, golf and swimming

Vík has no shortage of ways to relax. Glacier

walks on the nearby Sólheimajökull have become increasingly popular and the glacier. Those who prefer to keep clear of the glacier itself can opt for any of the many other routes that range from a leisurely stroll to more challenging routes higher up. There is something for everyone in Mýrdalur's natural environment, as well as the chance for a swim or a round of golf on the nine-hole course that has sharp mountain peaks to the north and the view over the sea to the south.

www.kotlusetur.is



EXPERIENCE THE ERUPTION
THROUGH FILM (20 MIN)
STUNNING PHOTOGRAPHS

PRODUCTS FROM ÞORVALDSEYRI FARM
FOR SALE • SOUVENIRS

WELCOME TO THE VISITOR CENTRE AT ÞORVALDSEYRI

861 HVOLSVÖLLUR • TEL. +354 487-5757 / 487-8815 • WWW.ICELANDERUPTS.IS • INFO@ICELANDERUPTS.IS

We might not move mountains, but we'll take you wherever you want to go in Iceland

Trex - Hópfærdamíðstöðin is one of Iceland's leading bus service companies with history stretching back for decades. We offer buses of all types and sizes, equipped for every season. Each seat has an individual safety belt.

Daily tours to Þórsmörk and Landmannalaugar

From June 15 to September 1, we leave at **07:30** from Reykjavík, the Centre. **07:45** from Campsite Laugardalur. **08:00** from Mörkin 6 (Iceland Touring Association). We drive to Langidalur, Básar and into Landmannalaugar. Ideal as a day trip or you can stay behind and catch the next bus back.

The strongest
in Iceland 2012



Hesthals 10, 110 Reykjavík
Tel: 587 6000
info@trex.is – www.trex.is



The Great Geysir

Geysir, sometimes known as The Great Geysir, was the first geyser described in a printed source and the first known to modern Europeans. Hence, the English word geyser (a spouting hot spring) derives from Geysir. Geysir lies in the Haukadalur valley on the slopes of Laugarfjall hill, which is also the home to Strokkur geyser about 50 metres south.

Eruptions at Geysir can hurl boiling water up to 70 metres in the air. However, eruptions are infrequent, and have in the past stopped altogether for years at a time.

The nearby geyser Strokkur erupts much more frequently than Geysir, erupting to heights of up to 30 metres every few minutes. Strokkur's activity has also been affected by earthquakes, although to a lesser extent than the great Geysir. Due to its eruption frequency, online photos and videos of Strokkur are regularly mislabeled as depicting Geysir. There are around thirty much smaller geysers and hot pools in the area, including one called Litli Geysir ('Little Geysir').

Location: 20 min. from Laugarvatn village.
Roadnumber: 36.



Fosstún Hotel



Welcome to the Fosstún Apartment Hotel

*We offer family apartments
and double apartments.*

Selfoss – the heart of the south.

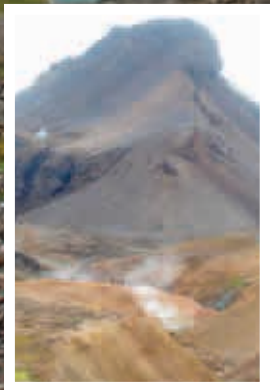
Fosstún Apartment Hotel

Eyrangevur 26 / 800 Selfoss / Tel. 4801200 / fosstun@fosstun.is / www.fosstun.is

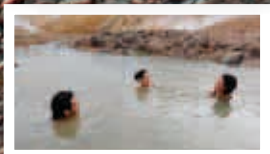
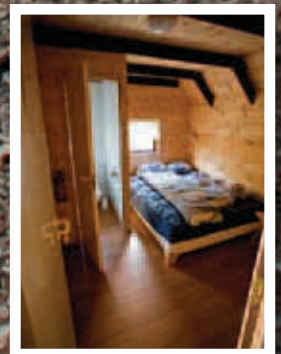
Kerlingarfjöll

A Highland paradise

**A favourite
destination for
many Icelanders
for over 50 years**



Have you heard about our new three-day hiking tour?



Reservations for accommodation and detailed information can be found online

Tel. 664 7878

www.kerlingarfjoll.is



Kerlingarfjöll – Witch Mountains

kerlingarfjoll.is

A very powerful hot spring area.

Less than a three-hour drive from Reykjavík, the Kerlingarfjöll mountains are, a highland paradise. Inspiring to both first-timers and regular highland visitors, the nature is both beautiful and awe inspiring.

Kerlingarfjöll is the centre of a system of volcanoes and is one of the most powerful hot spring areas in Iceland. The mountains were formed during a volcanic eruption in the later part of the ice age. They are very different from the surrounding area, both in shape and colour, and are mostly composed of liparite and both dark and bright tuff stone. There is also a large amount of volcanic glass in the area.

The multicoloured geyser clay, the dense clouds of steam, the liparite mountains and the glaciers all add to the diversity and beauty of this very special place.

The area offers various marked and unmarked hiking routes, ranging from easy walks to more demanding ones. You can spend days browsing the Hveradalir area, the third-largest geothermal area in Iceland's central highlands.

- The road to Kerlingarfjöll is open for all vehicles during the summer months.
- Buses stop daily in Kerlingarfjöll in summer, both coming from Reykjavík and Akureyri in the north. Schedules are available at the bus companies' websites sterna.is and sba.is.
- There are good facilities in Kerlingarfjöll: huts suitable for 4 to 16 persons, a restaurant serving traditional Icelandic dishes, and a gas station.
- Whether you choose to stay in a hotel room, in sleeping-bag accommodations or in your own tent, accommodation comes at a fair price!

Kerlingarfjöll means "old woman's mountains" or "witch mountains". According to folklore, the mountains get their name from the remains of a female troll who didn't make it back into the mountain before sunrise, and the sunlight turned her into stone. Her remains can be seen in a 25-metre-high tuff stone pillar to the south of the mountain Kerling.



What the visitors say:

Kerlingarfjöll lies not only in the heart of Iceland, it represents in miniature what makes Iceland: fire, ice, volcanoes, glaciers and endless space. Marked paths lead through a marvellous, colourful field where fire and ice come together. We spent some wonderful days at Kerlingarfjöll and we will come back again – for sure!

Gerald Friederici, Germany

Hiking is the main activity offered by Kerlingarfjöll, with the climbing of the mountains Fannborg and Snaekollur, but it is also possible to relax in the natural hot pool hidden in the heart of the mountain. In both cases the scenery is breathtaking, and the Highlands are still my favorite part of Iceland.

Chloe Duperrin, France

The first time I came to Kerlingarfjöll, I was breathtaken by the astonishing nature experience. You can rent a cabin or use a tent at a campground, you can hike in a marked hiking trail and you can take part in organized activities. But you can also find time and place to be on your own in these magnificent mountains.

André Spica, Norway

Kerlingarfjöll, a small but breathtaking volcanic area in the middle of Iceland, is one of those amazing places you must have seen before understanding what “time” means on our beloved planet. An absolute “must” for real, unspoiled nature lovers.

Wim van Passel, Netherlands



Vatnajökull National Park

– interplay of ice and fire



The Vatnajökull area is as varied as it is beautiful.

Photos: www.vjp.is

Vatnajökull National Park is Iceland's newest protected area, established in 2008. With a total area of roughly 13,900 km² it is by far the largest national park in Iceland as well as in Western Europe. Key features of the park are the ice cap of the Vatnajökull Glacier (8,200 km²) and several highly active volcanic systems within and outside the ice cap. The interplay of ice and fire is the single most important force in shaping the nature of the park. As a result, one can find in one place an unparalleled range of volcanic-, geothermal- and other landscape features.

At the northern boundary of the ice cap, outlet glaciers extend onto a plateau covered by vast lava fields. Above the plateau, rises Askja, a world known central volcano. A powerful explosive eruption there in 1875 caused the formation of a major caldera which now contains a tranquil mountain lake. The Jökulsá river canyon, which pierces the

northern plateau, is the country's largest canyon, about 25 km long and up to 120 m deep. The upper (southern) end of the canyon is marked by the magnificent waterfall, Dettifoss.

Kverkfjöll mountains are a prominent feature of the northeast part of the park, a majestic central volcano with two calderas. From the Vesturöræfi highlands, home of reindeers and pink footed geese, rises the colourful Snæfell, another central volcano and the country's highest mountain outside the boundaries of the Vatnajökull Glacier.

To the south, Öræfajökull towers over the rest of the Vatnajökull ice cap. This is yet another central volcano with a glacier-filled caldera and many steep outlet glaciers forming a magnificent alpine landscape and Iceland's highest mountain peak at 2101 m. An explosive eruption in 1362 devastated settlements below the volcano. Today, this

area, including the former Skaftafell farm, features beautiful woodlands, luxuriant heaths, old turf farmhouses and a very popular hiking area.

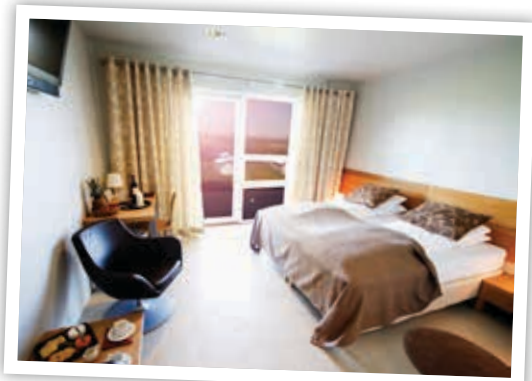
The western part of Vatnajökull National Park is characterised by vast sand- and pumice deserts, long volcanic fissures, and unique brown rock (hyaloclastite) mountain ridges formed by sub-glacial fissure eruptions during the last glaciation. The Eldgjá fissure erupted in 934, producing the largest lava flow known to have flown on Earth in historic times (700 km²). Another huge lava field (565 km²) was produced by the Lakagígar eruption 1783–1784. This eruption was a devastating national catastrophe, which killed 22% of the population of Iceland and some 70% of the livestock.



Outline map of Vatnajökull National Park. The park is divided into four regions.



Hótel Laki surrounded by nature



Six kilometres from Kirkjubæjarklaustur is the family-run Hótel Laki, billed as a friendly hotel that offers a personal touch with first-class service and the opportunity to enjoy the surrounding region's fabulous nature.

'We have wireless internet here that was installed recently. Over the summer we offer a buffet service that focuses on local produce, made or baked on the spot, says Eva Björk Harðardóttir, who manages the hotel with her family.

The hotel is close to iconic spots such as the Skaftafell national park, Jökulsárlón, Ingólfshöfði and Lakagígar. At its doorstep are the seven-thousand-year-old Landbrotshólar, the ancient Skaftá paths at Tröllshylur and the unique Fjaðrárgljúfur route to Láki. The elf villages are close by and many sharp-eyed people have seen the hidden people flit past.

Hótel Laki is a place that likes to pamper its guests. As well as the first-class service and comfortable rooms, there is a nine-hole golf course centred in magnificent landscape.

'There are plenty of pleasant walking routes that lie between southern Iceland's glaciers, there are jeep and quad bike trips offered by Hólasportsmenn that start from Hótel Laki, and there's also the opportunity to try fishing in Víkurflóði or Grenlæk,' added Eva Björk Harðardóttir.

www.hotellaki.is



Hótel Laki is managed by Eva Björk Harðardóttir and her colleagues.

Hótel Laki is a magnificent hotel not far from Kirkjubæjarklaustur in southern Iceland.



WE ARE PROUD TO WELCOME YOU TO VATNAJÖKULL NATIONAL PARK!



▲ Hiking Geldingafell, Snæfell in the distance



Dettifoss ▲



▲ Langisjór



Svartifoss ▲

Vatnajökull National Park is Iceland's newest protected area, established in 2008.

With a total area of roughly 13,200 km² it is by far
the largest national park in Iceland as well as in Western Europe.

For more information on Vatnajökull National Park, please visit our website www.vjp.is



The old turfhouses at Skógar museum.



The Njáls Saga tapestry will be 90 m long.

Rangá region rich in heritage

The south of Iceland's eastern Rangá region is known for its natural beauty. Around half of all visitors to Iceland make a point of stopping off at the Skógafoss and Seljalandsfoss falls and also take a look at the Þórsmörk area. There are plenty of popular walking routes in the district, including the

always popular Laugavegur route from Landmannalaugar in Þórsmörk and the route over Fimmvörðuháls. Stóri-Dímun is also a popular destination as is the health route around Hvolsvöllur with fifteen stops for exercises along the way.

History and volcanoes

This region of Iceland is home to the Skógasafn at Skógar where there is also a transport museum with a variety of exhibits. A permanent exhibition was established at Þorvaldseyri in 2011 and that is also seeing a growing flow of visitors to see the aftermath of the eruption and to see the footage taken of the Eyjafjallajökull volcanic activity. The cultural centre for the region is at Hvolsvöllur history centre where there is also an exhibition houses by the co-operative dedicated to Burnt Njáls Saga.

Njáls Saga tapestry

There is plenty going on at the history centre in Hvolsvöllur this summer and visitors are invited to step into the footsteps of Njáll and his contemporaries as the story is told in pictures. Hundreds of people have visited and added a few stitches to the tapestry project.

'It will be around 90 metres long and we expect it to take ten years. Tapestries were common throughout the Viking age, so it is especially fitting that one of the best-known Icelandic sagas is being reproduced in this way,' said tourism officer Árný Karvelsdóttir. The tapestry has been designed by artist Kristín Ragna Gunnarsdóttir.



Welcome to Vestmannaeyjar



Fly from Reykjavík Airport – 20 min.

Ferry from Landeyjahöfn – 30 min.



Vestmannaeyjar tourist information
Tel. +354 488-2555
www.vestmannaeyjar.is
tourinfo@vestmannaeyjar.is

www.hvolsvollur.is

Hafkalk – nature's supplement from algae



The ocean is full of secrets. Among those are minerals and trace elements, essential to human health, that have been absorbed from the ocean by algae over centuries. Hafkalk utilizes an algae called Lithothamnion topiforme, a calcified red algae, to produce a

supplement that naturally provides high amounts of calcium along with magnesium, iodine and over 70 other trace minerals from this single source. The algae has a unique structure and physical attributes that make it a perfect match for humans, due to good absorption and the synergy effects of the multiple minerals found in the algae. Once cleaned and boiled, the algae is dried at high temperatures and finally ground into fine grained powder, before the supplement is put into capsules which are also produced from natural extracts.

„Our supplement has proved extremely popular,” says Jörundur Garðarsson, managing director of Hafkalk. He adds: „Mainly because it apparently reduces joint pain.” He tells us the story of an elderly lady that could no longer knit because of pain in her fingers. Once she started taking Hafkalk the pain disappeared and she could resume her favourite pastime. Garðarsson says he has been contacted by many users eager to share their positive experience. Not only have they

waved goodbye to joint pain but one customer also maintained that the bones in his broken shoulder had healed faster than anticipated due to his use of Hafkalk.

„People have realized that Hafkalk rids them of restless feet syndrome while magnesium in the product is linked to the apparent prevention of feet cramp. The calcium content in the product prevents osteoporosis which is common among the elderly, especially among women. Due to the nature of the minerals the human body easily absorbs them,” says Garðarsson.

He also mentions that many users point out that the red algae strengthen their nails and hair. All these wonderful features of the product were the reason for its popularity Garðarsson enthused. Hafkalk is now widely distributed and sold in pharmacies and health stores around Iceland while also being offered at the Duty Free store at Keflavik international airport.

www.hafkalk.is

A high class hotel in a beautiful surroundings in south Iceland. We offer quality service, local food is served in many of the popular dishes in our buffet. High speed internet in every room, 9 hole golf course on the premises and a fishing lake close by..

We are here for you



Hótel Laki
Efri-Vík, Kirkjubæjarklaustur
hotellaki.is
hotellaki@hotellaki.is
Tel: +354 487 4694

Helo – Adventures in the sky



The Helicopter Service of Iceland has offered sightseeing tours since 1989.

Helo, the Helicopter Service of Iceland, is built on a solid foundation of vast experience in helicopter operations and specializes in sight-seeing tours and areal work for film and photo. The sightseeing tours are an adventurous experience which provides the best view of Iceland from above. You can choose both high-end services and pre-designed sightseeing tours.

Bell 407 model 2012 is Helo's new helicopter which is specially modified with oversized floor to ceiling windows providing exceptional view of the adventurous island.

The helicopter offers increased cabin space and great comfort such as Bose headsets and light leather seats, further these helicopters are in general known for their outstanding performance and safety.

Sightseeing tours

Helo offers the following sightseeing tours available per person or as exclusive flights.

Reykjavik Panorama offers an interesting aerial view of Reykjavik and it's surrounding revealing its untamed city planning and colorful rooftops. The duration of the flight is around 30 minutes.

Geothermal Wilderness offers a magnificent sight of the steam columns from the geothermal plants at Nesjavellir and Hellisheiði. You'll also see Iceland's tallest waterfall, Glymur. The flight also takes you past historical places such as Lake Pingvellir



Reykjavik Panorama. This tour promises breathtaking aerial views of Iceland's capital and the surrounding region.

and Almannagjá which is the site of the first parliament in Europe. Duration: Up to 1 hour.



The Helicopter Service of Iceland has offered sightseeing tours since 1989.

Golden Experience combines the spectacular aerial view of the famous Golden Circle and other highlights of Icelandic nature. The tour includes a stop on the glacier Langjökull (if condition permits) and a 30-40 min. stop at Geysir geothermal area. The duration of the tour is 2.5 to 3 hours, with stops.

The Volcanic Adventure offers an opportunity to experience the aftermath of the volcanic eruption of Eyjafjallajökull glacier that is now dormant but you can still physically feel the warmth of the lava. Duration: 2.5 to 3 hours, with stops.

www.helo.is



Into the Wild with Útivist

www.utivist.is

Various trips await you

- Hiking
- Short trips
- Mountain trips
- Bicycling
- Long trips
- Beach trips
- Jeep safaris
- Glacier adventures
- Bird watching

Book now:
Tel. +354 562 1000



ÚTIVIST

Travel Association

The Reykjanes Peninsula

– Crossing continents





Photo: Heiðrún Bára Þorbjörnsdóttir.

Reykjanes Peninsula is most often the beginning of a traveller's Iceland adventure. As the Reykjanes coastline draws closer and the plane prepares to land at Keflavik Airport, the wrinkled lava, naked hills and mountains, yawning craters, spirals of geothermal steam and virtually treeless environment are probably an exciting contrast to memories of home.

Iceland is a nature paradise, and Reykjanes is a cross section of all that is Iceland. It is the first step into a wonderland, a region that beckons to be explored and enjoyed, that has its own geological drama, its own personality.

Reykjanes is your corridor into and out of Iceland, a place you must experience, a place where there is so much to experience.



Useful links

Tourist site for the area	www.reykjanes.is
Grindavik tourist site	www.visitgrindavik.is
Viking World	www.vikingworld.is
Blue Lagoon	www.bluelagoon.com
Official travel guide to Iceland	www.visiticeland.com
Promote Iceland	www.islandsstofa.is/en

www.reykjanes.is

Blue Lagoon Spa

– One of the 25 Wonders of the world



Enjoying a blue cocktail in the lagoon.



The Blue Lagoon is among the wonders of the world according to National Geographic. It is included in a list of 25 locations around the globe in the magazine's special edition on wonders of the world.

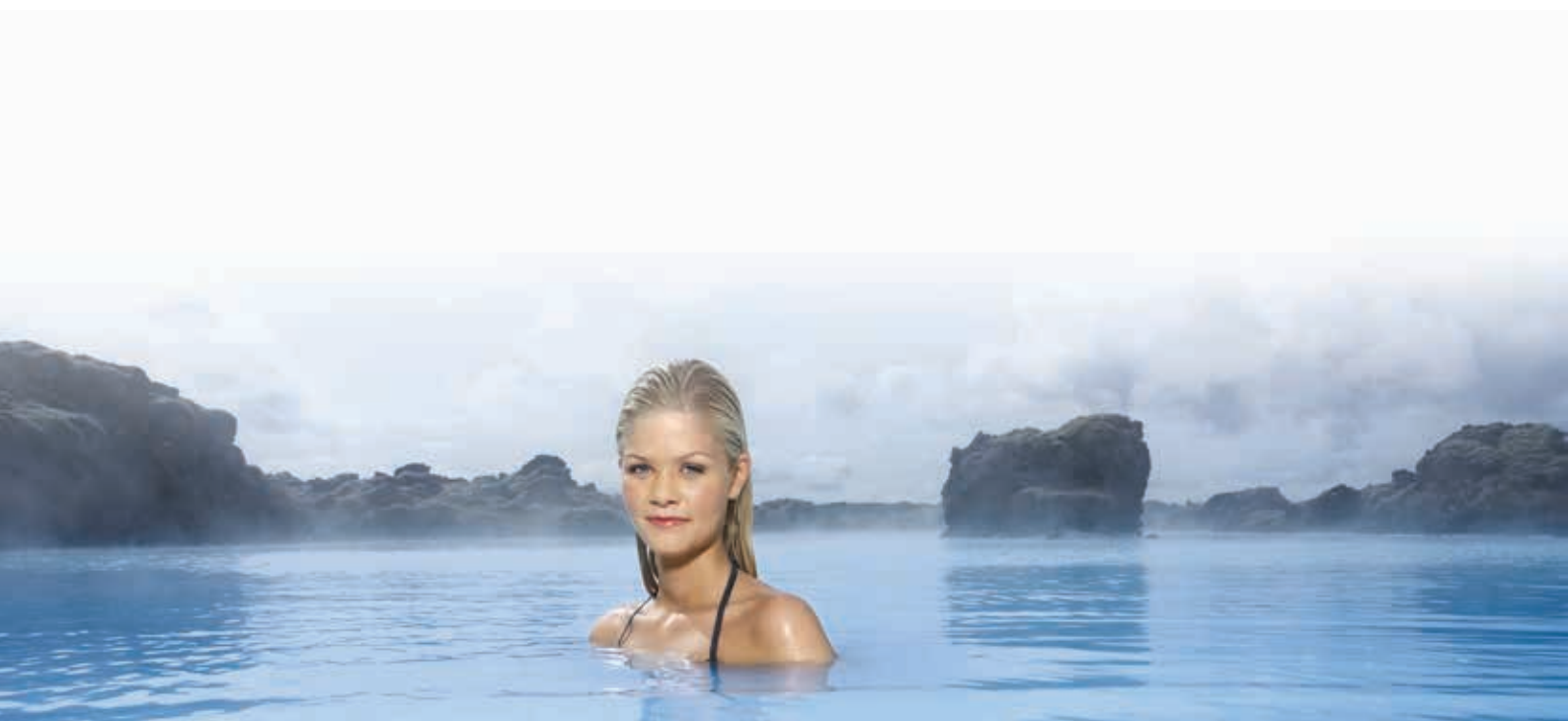
In its description of Blue Lagoon National Geographic says „the steaming turquoise pools of Iceland's Blue Lagoon, trapped in volcanic rock represent an otherworldly vision.“ National Geographic says that Blue Lagoon is a geothermal gift of nature. The rain forest is Borneo, Great Rift Valley in East

Africa and Cave of Crystals in Mexico are among the 25 amazing places on the National Geographic list.

Blue Lagoon is a unique geothermal spa. Guests enjoy bathing and relaxing in the Blue Lagoon's geothermal seawater, known for its healing effects and active ingredients: minerals, silica and algae. Visitors actually bathe between two continents, as the Eurasian and North American tectonic plates meet at the Blue Lagoon. The lagoon holds five million litres of pure geothermal

seawater, all of which is renewed every forty hours. Guests can easily access the white silica mud used for skin treatment conveniently placed in boxes at the edges of the lagoon.

Spa experience and treatments at the Blue Lagoon bring perfect harmony by means of the local elements, geothermal seawater, fresh air, natural surroundings, healing effects and unique active ingredients. The Blue Lagoon has developed a range of spa treatments that take place within the lagoon





Architecture in the lava: The Blue lagoon facilities harmonize well with the surrounding nature.

Photo: Lárus Karl Ingason - www.northphotos.net

as the client floats on a mattress in the open air.

- The signature in-water treatments are:
- Energizing and Nourishing Algae Treatment
- Energizing and Firming Silica Treatment
- Silica and Salt Glow
- Relaxing in-water massage

The Blue Lagoon was recently on CNN's list of the ten most exotic spas in the world.



Discover Blue Lagoon

A guided tour, Discover the Wonders of the Blue Lagoon, is offered several times daily. The tour offers a look behind the scenes with emphasis on Blue Lagoon's history, geology and science.

Dining – Emphasis on fresh seafood

The Blue Lagoon offers a relaxing dining experience. The restaurant area overlooks the lagoon and its surreal natural environment. Viktor Örn Andrússon is Head Chef at Blue Lagoon's Lava Restaurant. He is a member of the Icelandic culinary team and has gained broad experience in Iceland and abroad. The menu at Lava reflects his emphasis on using fresh Icelandic ingredients in preparing a menu with an international flair. Seafood is a prominent feature. Viktor describes the menu as Icelandic with diverse flair and texture. "The menu features sushi, vegetarian dishes, Icelandic lamb, and the catch of day delivered fresh from the dock", Viktor says. A lunch buffet is available daily from 1 June through 31 August.

Daily fresh traceable fish

"The Blue Lagoon is located in Grindavík, Iceland's premier fishing village, and this ensures us access to the freshest available fish every day", says Viktor. "We find that

our guests are increasingly aware of the freshness of Icelandic seafood. Our fish is from Stakkavík here in Grindavík, and the fish we receive is traceable, which means that we know which boat caught it, at what time and when it was brought to shore."

Combining emerging international trends with Icelandic ingredients is key at the Blue Lagoon, where the emphasis is to always provide guests with the best available food and a truly unique dining experience.

www.bluelagoon.com

Vitinn restaurant

the restaurant at Sandgerði harbour



The menu of Vitinn carries fresh seafood as well as lamb and chicken dishes. There is always a lunchtime buffet with plenty to choose from.



The fish tank with its crabs and shellfish is a central feature, with the contents also on the menu

The restaurant Vitinn by the Sandgerði quayside specialises in keeping seafood at the top of its varied menu, which also includes lamb and chicken dishes. The Lighthouse has a daily lunchtime buffet menu.

Crabs and shellfish

The Vitinn's menu offers whole langoustine

and whole plaice, but the fruits de mer platter is the restaurant's centrepiece as this includes seven different crustaceans; langoustine, mussels, rock crab and spider crab, clams, shrimp and whelks. The restaurant also offers crab soup made with rock crab that were found for the first time outside the east coast of North America in

2006. This makes the Lighthouse the only restaurant in Europe able to offer rock crab soup made from crabs gathered in Hvalfjörður.

Airport business

Chef Stefán Sigurðsson said that people passing through the nearby Keflavik international airport frequently make the restaurant their first or last call in Iceland, and booking for the summer are looking promising already.

'A lot of people leaving on a midnight flight come to us for a meal before their flight. We also serve people arriving on the early morning flights from the USA. They can't check into their hotels until midday, so they take a look around the region and come to us for a good breakfast before they travel any further' he said.



Vitinn is located in the town of Sandgerði, just 7 minutes from Keflavik International Airport.



**Hunger sated
in 10 minutes**

Vitinn, at Sandgerði's harbour makes dining a delight

After a long flight, getting your luggage and getting out of the airport at Keflavik, that gnawing feeling in your stomach needs to be satisfied but you still have the trip to your hotel, checking in and so on.

Less than 10 minutes drive away, however, is one of the most famous restaurants in Iceland. It is the only restaurant to cook the delicious Icelandic rock crab, probably in all Europe. Lunches and dinners here feature really fresh seafood. With the fishing boats delivering their catch only a few metres away from the restaurant itself, you can see why. For those with a preference for meat, the roasted fillet of Icelandic lamb is highly recommended.

However, flights often arrive and depart early in Iceland, so Vitinn opens at 7 am to offer groups delicious breakfasts that will sustain them for hours to come. Here, again, the food is freshly cooked.

Dining at Vitinn is a very inspiring introduction to Iceland. The restaurant interior, with its richly coloured wooden walls and beams, is adorned with mementos from both Sandgerði's agricultural and seafaring past. In summer months, diners can enjoy their meals outside with a view over the harbour and sea, the clean and fresh air adding to the experience.

The Reykjanes summer adventure



The spellbinding nature of Reykjanes.

Photo: Olgeir Andrésson

There's something enchanting about the world that awaits the visitor to the Reykjanes peninsula. The place is a land of adventure that is only a stone's throw from the city, but has seen few visitors. There is plenty for the youngest visitors to see, such as Skessan in Reykjanesbær, and all around the town are the mysterious footprints of the giant who lives in her cave by the harbour. A settlement zoo has been opened by the Viking museum



There's even a certificate, popular with visitors, for those who have crossed the bridge between continents.

and the viking ship Íslendingur is also worth a visit.

Something for the whole family

The Reykjanes region is a perfect place for

the family to explore with much of interest off the main Reykjanes highway. A circular tour is always interesting, taking in Sandgerði, Garður, Hafnir, the old military base at Ásbrú and from there out to the point at Reykjanestá where the visitor can look out over the sea to the south, knowing that there is nothing but water all the way between Iceland and Antarctica.

After Reykjanestá comes Grindavík. Gunnuhver is a popular destination and Krísuvík has been a source of inspiration for many photographers. Along this road are also three eighteen-hole golf courses at Leiran, Sandgerði and Grindavík, as well as the nine-hole course at Vogar.

The bridge between continents

There are new possibilities for linking regions with the south coast road from Grindavík. This offers some magnificent, eye-opening scenery. For those who want a more adventurous experience, tours on horseback or quad bike are available from Grindavík and of course the Blue Lagoon is well known for the unique experience it offers.

The bridge between continents is a remarkable place. The mid-Atlantic ridge surfaces at Reykjanes and the division between the European and North American continents can be seen clearly. A bridge has been thrown across the divide, allowing visitors to walk from one continent to another.



The view from the top of Keilir is to be remembered.

Photo: www.reykjanes.is

Keilir mountain

Keilir is a beautiful, pyramid-shaped mountain clearly visible from Reykjavík on a clear day. It is not very high, a mere 379 m above sea-level.

Keilir was created during subglacial eruptions during the ice age. Its shape makes it distinctive and according to geologists, it probably is a crater plug. In spite of its steep slopes, it is not too difficult to climb, and the

view from its top on a fine day is to be remembered.

Keilir is the most distinctive landmark of Reykjanes and a symbol of the Reykjanes peninsula. On top of the mountain is a concrete table with a view direction map on a metal plate.

Source: www.visitreykjanes.is



Source: www.visitreykjan.es

Iceland's largest mud pool

Iceland's largest mud pool at present prominent, highest up in the Gunnuhver group, close to Reykjanes lighthouse, are collectively named Gunnuhver after a female ghost that was laid there. She had caused great disturbance until a priest set a trap for her and she fell into the spring. This happened about 400 years ago. It is 20 meters wide across a rim of mud, boiling vigorously.

Gunnhver is the heart in a future geopark where the North Atlantic ridge is rising from the ocean, you find 100 different craters and lava, bird cliffs, high geothermal area, sand beach, The Bridge Between Continents, powerplant, lighthouses and exhibitions amongst other things.

Krýsuvíkurborg – about 60.000 pairs of seabirds!



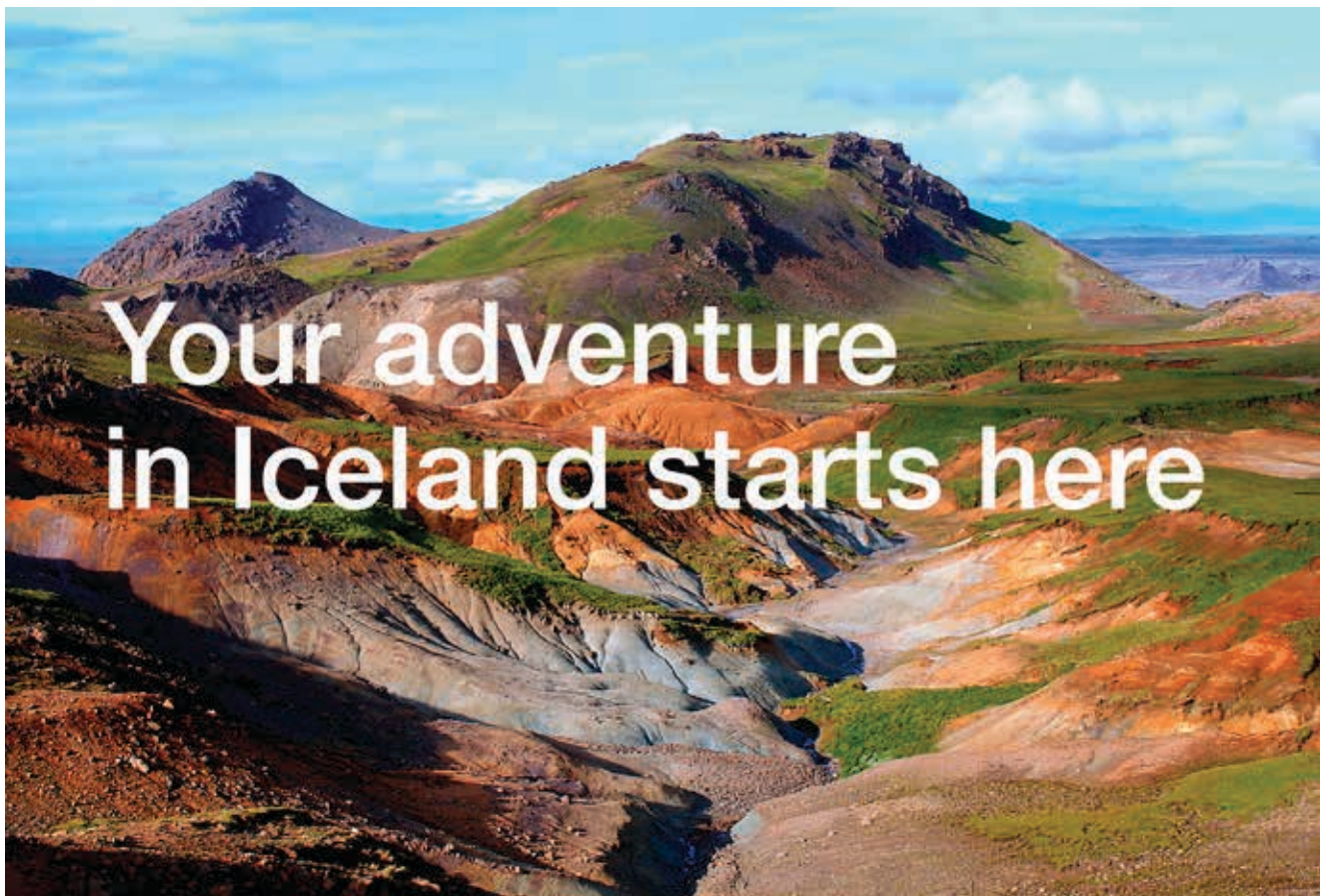
Photo: www.reykjan.es

On the Krýsuvíkurborg and Hafnaberg cliffs, thousands of seabirds nest each summer. Krýsuvíkurborg is 50 metres high, and about 57.000 pairs of seabirds nest on these cliffs. The highest point of Hafnaberg is 43 metres, and its estimated population of seabirds is 6.000 pairs. Fourteen kilometres southwest of the peninsula is Eldey island, home to one of

the largest gannet colonies in the world. The gannet is the largest seabird in the north Atlantic ocean, and about 16.000 pairs nest each year on the island, which is only 0.3 km² in area, and up to 77 metres high.

The arctic tern is among the most common birds in the peninsula, mostly found in colonies on the tip of Reykjanes, east of Grindavík and between Garður and Sandgerði. Whimbrels which breed in the Suðurnes area spend the winter in Africa, and arctic terns migrate to the Antarctic. The golden plover, oystercatcher and snipe are migratory birds which are common in the area, while the purple sandpiper is one of the few Icelandic waders which does not migrate.

Source: www.visitreykjan.es



Welcome to Reykjanes Peninsula

visitreykjan.es

Grindavík

– a special surprise for tourists



There is a choice of bike trails and footpaths around Grindavík.

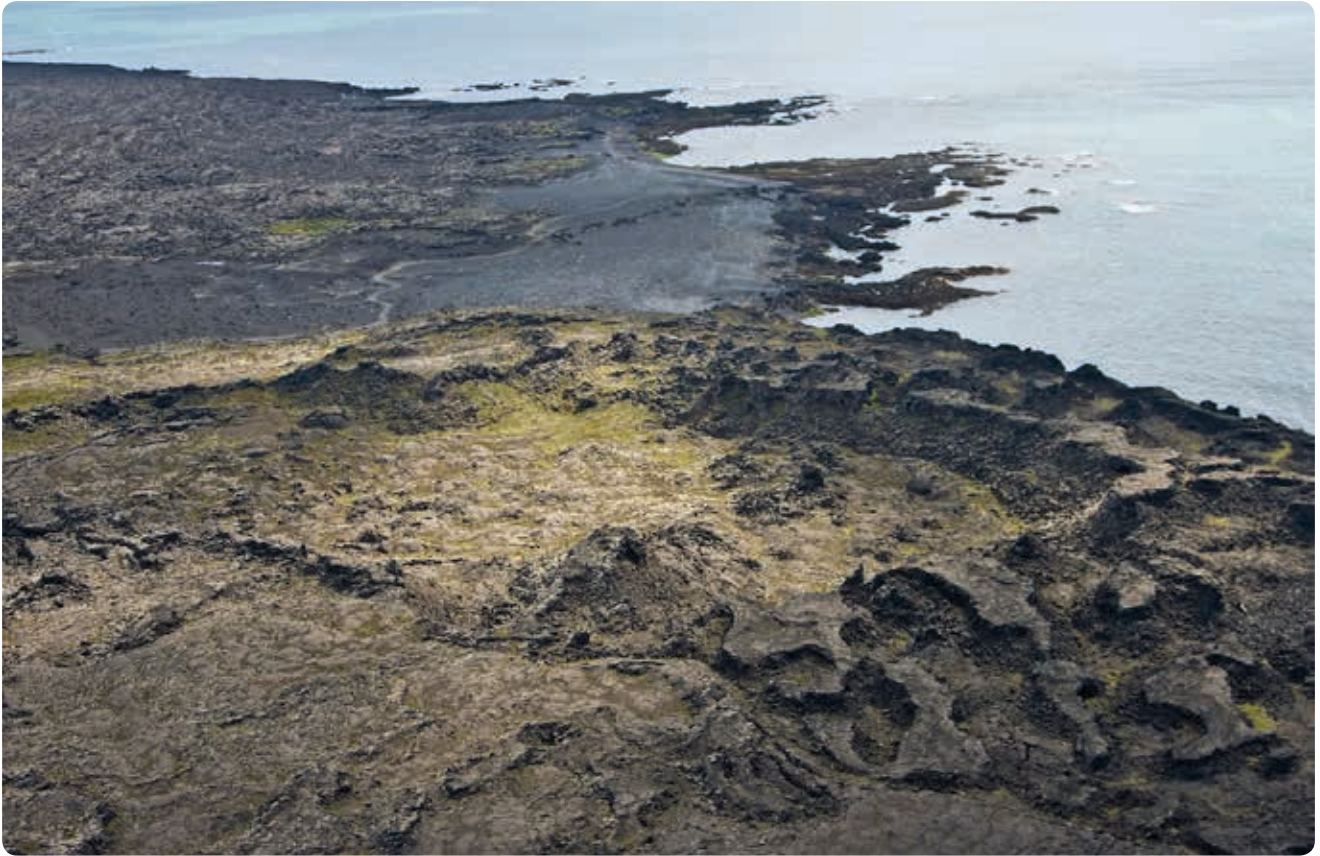
The village of Grindavík is one of Iceland's special surprises for tourists. While best known for its world famous Blue Lagoon, Grindavík also offers visitors a variety of opportunities, promising visitors diverse opportunities for recreation, leisure and family fun.

Guðbergsstofa exhibition opens this summer

The Kvikan resource and cultural centre in Grindavík was opened 2002 and is designed specially for exhibitions. These include two exhibitions detailing Grindavík's heritage, the saltfish exhibition and the Earth Power, both of which are painstakingly built exhibitions that have attracted interest. Now a third is being prepared and this will be a permanent exhibition dedicated to Guðbergur Bergsson,



Guðbergur Bergsson and mayor Róbert Ragnarsson signing the agreement to establish the Guðbergsstofu permanent exhibition.



The Grindavík area is a special surprise for tourists.



Grindavík's brand new and specially designed campsite has been a hit with travellers. A new 200 square metre facility centre – accompanied by an even bigger wooden-floored resting area – provides campers with all the necessary facilities.

one of Iceland's most prominent authors who was born in the town and still lives there.

At Kvikan there is also the Jarðvangur information centre, with guidelines for visitors on cultural events, smaller exhibitions and interesting educational material for groups at every stage of education.

Recently, the town of Grindavík has put an emphasis on bicycle trails and footpaths in the town and surrounding area. For instance, a paved path has been constructed leading

from the town to the Blue Lagoon. "More and more tourists visit Grindavík each year to go surfing for instance, and the Festarfjall mountain is a popular spot for parasailing," says Thorsteinn Gunnarsson, Grindavík's publicity officer.

The best campsite in Iceland?

A new and specially designed campsite has opened in Grindavík with full amenities. Thorsteinn Gunnarsson says that a survey

done last year showed encouraging results. "The guests found the campsite excellent and that they would recommend it to others without hesitation. Based on those great reviews and the effort that has gone into making the town more attractive to tourists, we here in Grindavík are optimistic and certain we are in for a great tourism summer," he says.

www.visitgrindavik.is



Manager Helena Björk Magnúsdóttir at the ZO-ON outlet in the Smáralind shopping centre.

ZO-ON's new take on outdoor clothing



A ZO-ON ladies' jacket

ZO-ON is a family company established by people with a passion for the outdoors, producing a broad range of outdoor and golf clothing for the summer and skiing gear for the winter. The company has been in co-operation with the Icelandic Golf Federation for the last ten years and the national team plays in ZO-ON clothing.

ZO-ON's designers place a great deal of emphasis on stylish cutting and a variety of colours, concentrating on Icelandic design and standards in producing clothing that has to be robust enough to stand up to Iceland's changeable weather conditions. Quality is key, with a two-year guarantee and on the rare occasions that there is a flaw, customers are encouraged to let the company know.

ZO-ON's own shops are to be found in Bankastræti and at the Kringlan and Smáralind shopping centres, as well as which the company's products are available at a range of outlets around the country and at the Blue Lagoon.

Customers are also able to purchase ZO-ON products on line and these can be shipped anywhere in the world.



bus.is

Travel in Iceland the smart way

Get your free app and take the bus:



iPhone



Android



Windows

Get information on tickets on your phone. Find your routes, plan your journey, locate the nearest bus stop and track your bus on a real-time map.



.....

Get around Reykjavík easily and affordably

Day passes are available for the Reykjavík area.

One-day pass: **ISK 900**

Three-day pass: **ISK 2,200**



Where to buy:

Strætó's ticket offices, selected hotels and hostels in Reykjavík. The pass comes with a booklet that includes a route map and tips on some cool places to visit with the bus.

 Find us on Facebook: facebook.com/Straeto

The Capital Area

– Pure Energy

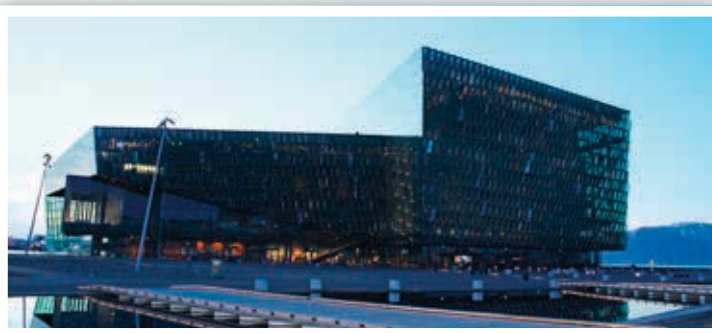




Photo: Heiðrún Bára Þorbjörnsdóttir.

Reykjavík Capital Area must be on the must-do list of anyone looking for fun and adventure in a world of Spa wellness. It has most of the advantages of big-city life and virtually none of the disadvantages.

The Capital Area is characterised by huge quantities of diverse, cultural energy, an excellent variety of leisure and entertainment possibilities, world-famous nightlife, thermal baths and pools and spas, clean air and water, plenty of restaurants serving creative dishes made from natural, Icelandic ingredients, and friendly, style-conscious residents – most of whom speak English.

Comprised of six municipalities – Reykjavík, Hafnarfjörður, Kópavogur, Garðabær, Mosfellsbær and Seltjarnarnes – the Capital Area is the hub of the Icelandic nation. It is where about two-thirds of country's population of 310,000 live and work, and exists in close harmony with pristine nature and renewable energy resources.

It is the biggest little metropolitan area in the world, a good-time environment with plenty of healthy oomph to spare – and share. It's Pure Energy.

Useful links

Public buses	www.bus.is
Harpa Concert Hall	www.harpa.is
National Museum of Iceland	www.natmus.is
National Gallery of Iceland	www.listasafn.is
Kópavogur Art Museum	www.gerdarsafn.is
Reykjavík Art Museum	www.artmuseum.is
Icelandic National Theatre	www.leikhusid.is
Airwaves Festival	www.airwaves.is
Reykjavík Arts Festival	www.listahatid.is



www.visitreykjavik.is

Hallgríms- kirkja – landmark of Reykjavík

Rising 74.5 m (244 ft), Hallgrímskirkja is the tallest building in Iceland and also used as an observation tower. It is situated in the city center and has become one of Reykjavík's best known symbols. The church is named after the Icelandic poet and priest Hallgrímur Pétursson (1614-74), author of the beloved Passíusálmur. He was one of the most influential pastors during the Age of Orthodoxy and wrote many important Lutheran hymns.

State Architect Guðjón Samúelsson's design of the church was commissioned in 1937. He is said to have designed it to resemble the basalt lava flows of Iceland's landscape. It took 38 years to build the church. Construction work began in 1945 and ended in 1986. The church houses a large pipe organ by the German organ builder Johannes Klais of Bonn. It has mechanical action, four manuals and pedal, 102 ranks, 72 stops and 5275 pipes. It is 15 metres tall and weighs 25 tons. Its construction was finished in December 1992.



Hallgrímskirkja is the tallest building in Iceland.

Photo: Heiðrún Bára Þorbjörnsdóttir.



Perlan is 84.3 ft high building on the hill Öskjuhlíð in Reykjavík.

Photo: Heiðrún Bára Þorbjörnsdóttir.

Perlan – a 360 degree viewing platform

Perlan is one of the most important landmark buildings in Reykjavík. It is 25.7

metres (84.3 ft) high. Perlan is situated on the hill Öskjuhlíð where there had been hot water storage tanks for decades. Geothermal heat is the most significant resources available to Icelanders, providing inexpensive, reliable, and environmentally safe energy. At 61 meters above sea level, it has long been given that Öskjuhlíð would be the site of water storage for greater Reykjavík.

The name Perlan translates to English as 'Pearl' and with the large glass dome on top, the name seems very fitting. Up on the fourth level, there is a 360 degree viewing platform where you can get the best panoramic views of Reykjavík and when the sun sets, is a spectacular spot for the northern lights.

Perfect for a light dish during the day, the cafe offer home made breads, pastries and a coffee cake to die for, as well as soups, sandwiches and salads for a savoury lunch. With panoramic views of Reykjavík, the restaurant slowly rotates, making a full turn every two hours so you get to see everything without even having to turn your head.

Sólfar – the Voyager of the Sun



The sculpture Sólfar is located by Sæbraut.

Photo: Heiðrún Bára Þorbjörnsdóttir.

Sólfar (The Traveler/Voyager of the Sun) is sculpture by Jón Gunnar Árnason (1931-1989). Sólfar is a dreamboat, an ode to the sun. Intrinsically, it contains within itself the promise of undiscovered territory, a dream of hope, progress and freedom. The sculpture is located by Sæbraut, by the sea in the centre of Reykjavík, Iceland.

Jón Gunnar Árnason was an sculptor and after studying at the University of Iceland Reykjavík Arts and Crafts from 1944 to 1946 and the School of Visual Arts, he graduated as an engineer from the Technical University of Reykjavík in 1952. From 1965 to 1967 he continued his studies of the Fine Arts at the University of Hornsey in London. His works have been exhibited in prestigious galleries in Iceland, Norway, the Netherlands and Germany.

*At your service
- Anywhere
- Anytime*



Special sightseeing taxi tours

We specialize in personalized sightseeing
day trips to the natural wonders of Iceland
– for small groups of 4-8 persons.



We'll make you a Comfortable Price offer!



All major credit cards accepted by the driver.



To book in advance: tel: +354 588 5522 or on www.hreyfill.is E-mail: tour@hreyfill.is



Kraum was the first outlet specifically for Icelandic design.

'We are increasingly aware demands, especially from our overseas customers, for our products to be Icelandic designs. That's what tourists are asking us for,' says Halla Bolladóttir, managing director of Kraum at Aðalstræti 10 in Reykjavík. The aim from the outset has been to sell only Icelandic-designed goods, and the result is an array of these designs extending to clothing, jewellery, furniture and other goods.

'Kraum was established with these principles in mind and it is remarkable just how wide the choice is. We have products from more than 200 Icelandic designers and the number has been increasing steadily since we opened with around sixty designers on our books. It's a pleasure to see how this has blossomed and it reflects how much growth there is in this field in Iceland.'

Reykjavík's Oldest House

Kraum is located in the oldest building in Reykjavík at Aðalstræti 10, built in 1762. According to Halla Bolladóttir, it falls under the regulations governing historic buildings which means that that the shop can carry no advertising at the front, so visitors are not always aware of what to expect by walking into such a venerable entrance to find the latest in fashion and design.

'I love the fact that we're in this old building, which started life as a wool factory 250 years ago. We can almost say that the origins of Icelandic design began right here at Aðalstræti 10,' she said.

She commented that new lines include local goods that are available nowhere else. These include implements that have been part of Icelandic culture for generations, such as pancake pans that are produced with special handles developed by Icelandic designers.

Varied choice

Kraum at Aðalstræti 10 offers an unbelievable choice of designer goods from clothing,

Kraum sells only Icelandic designs

furniture and jewellery to books and utensils. Tourists are particularly interested in fish skin leather items, such as bags, bracelets, shoes and wallets. A variety of jewellery by

well-known Icelandic designers is also on display.

www.kraum.is



Managing director Halla Bolladóttir says that foreign visitors are primarily seeking Icelandic design.



It's fitting that the oldest building in the city, originally a wool factory when it was built 250 years ago, now sells only goods by Icelandic designers.



Víkin Reykjavík's Maritime Museum is located at Reykjavík Old harbour.



Coast Guard vessel Óðinn is part of the museum.

Víkin, Reykjavík's Maritime Museum – Seagoing heritage

There could hardly be a better place for the Víkin maritime museum than the Reykjavík Old harbour. Fisheries are closely entwined with Iceland's history and have been a vital part of Icelandic culture going back to the settlement. The museum is dedicated to fisheries in Iceland, with the emphasis on Reykjavík. It's a remarkable story that is told in a series of the museum's displays that stretch back to the first fishing more than a thousand years ago.

Fishing and processing

A permanent exhibition demonstrates how far-reaching changes in fishing and fish processing took place around 1900. The traditional fishery from open boats is well explained, complete with an old open fishing boat built at the beginning of the 20th century. Visitors are able to watch a film of this traditional fishing taking place.

Saltfish forms a key part of the exhibition, as exporting saltfish made a huge difference to the Icelandic economy as exports quadrupled in the first years of the 20th century due to new technology and a growing

demand from Spain. The exhibition devotes much of its space to the improving technologies that made such a difference to Iceland. It's a lively display that is interwoven with the stories of people who took part in fishing.

Seamen's Day

A special section of the museum is dedicated to the 75 year history of the Seamen's Day committee that organised, and still organises, the annual and unique Seamen's Day celebrations. Seamen lost during their

working lives are commemorated and a wall of remembrance has been erected in their honour.

Coast Guard vessel Óðinn is part of the museum and is tied up at the museum's quay, with the story of the last three cod wars and the Coast Guard's part in them displayed on board. Guided tours of the ship three times every day.

www.maritimemuseum.is

**Veðurstofa
Íslands**



www.vedur.is

Weather forecast
in English:

902 06 00

Hreyfill Taxis

– In every direction



Hreyfill is Iceland's largest taxi operator, running a fleet of cars for 1-4 passengers and people carriers for groups of 5-8 persons, as well as facilities for accommodating wheelchairs.

In addition to its standard taxi operations, Hreyfill also offers guided day excursions with selected drivers. The company's area of operations is Reykjavik and the Reykjanes region, and Hreyfill can be contacted on 588 5522 at any time.

Hreyfill taxis are available at the Keflavik international airport, making a journey to a destination in the capital city area an easy and comfortable ride.

The company is also the only Icelandic taxi operator to have all of its cars fitted with computer terminals, so there is interruptions from CB radio.

Choice destinations

Hreyfill offers day trips that include **Airport-Blue Lagoon-Reykjavik**, which is an airport pickup and a ride to Reykjavik with a stopoff at the Blue Lagoon, a popular option for those who have just come off a long-haul flight. **The Around Reykjavik** option takes visitors around the world's most northerly capital city with stops at museums and the Laugardalur gardens, as well as taking visitors part the port area, the Parliament building, Perla, Hallgrím's Church and Höfði House, where the historic Gorbachov-Reagan summit took place.

The **Reykjanes Peninsula** trip takes visitors from either Reykjavik or the international airport to Grindavik, with a visit to the saltfish museum and the chance to see Reykjanes's birdlife.

At the next stop is, **The Bridge Between**

Continents, where the Eurasian and North American tectonic plates are being forced apart. A visit to the Viking museum is a possibility, as well as a stop at the Blue Lagoon.

The **Golden Circle** route is also popular, taking visitors through the Thingvellir national park, Laugavatn, Gullfoss and Geysir, where Strokkur performs regularly.

www.hreyfill.is

Harpa – Reykjavík Concert and Conference Centre

Harpa opened its doors on May 4th 2011 and celebrated its final opening ceremony in August when the building was formally inaugurated. Harpa provides outstanding facilities in the centre of Reykjavík, Iceland. The building is the ideal venue for various concerts and musical events, international conferences, conventions with accompanying trade shows, as well as meetings.

Harpa's facade is designed by artist Olafur Eliasson, Henning Larsen Architects and Batterið Architects. The design is based on a geometric principle, realized in two and three dimensions. Reminiscent of the crystallised basalt columns commonly found in Iceland, the southern facades create kaleidoscopic reflections of the city and the striking surrounding landscape.

Harpa provides outstanding facilities for all types of music both classical, contemporary, opera, jazz, pop and rock. The halls have outstanding acoustics, well suited for a grand scale of music. The halls vary in size ranging from 200 seats to 1800 and all facilities are equipped to the highest standard. The main hall, Eldborg has great acoustics for various concerts and is the hall where the Iceland Symphony and the Icelandic Opera host their concerts and stage operas.

Source: www.visitreykjavik.is



Harpa provides outstanding facilities for all types of music both classical, contemporary, opera, jazz, pop and rock.

Photo: Heiðrún Bára Þorbjörnsdóttir.

A bright midnight sky

Summer visitors who arrive to a bright midnight sky and ask when it gets dark in Iceland are sometimes told in the middle of August. The sun barely sets in the summer in Reykjavík and it's light round-the-clock in the north at the peak of summer. In mid-winter, expect only about four to five hours a day of daylight. Spring and autumn daylight hours are more or less „normal“.

Source: www.inspiredbyiceland.com

As one wave arises, another is sure to follow

VÍKIN
MARITIME MUSEUM

In an authentic atmosphere, the Museum opens the exciting world of Icelandic fisheries and coastal culture

- Great view over the old harbour
- Inspiring exhibitions
- Coast Guard vessel Óðinn
- Bryggjan - Museum Café
- Museum Store

Open daily from 11am to 5 pm

VÍKIN

GRANDAGARÐI 8 - 101 REYKJAVÍK - WWW.MARITIMEMUSEUM.IS

Look for signs of professionalism – vakinn.is



Iceland's official quality label, VAKINN, is a new quality- and environmental system for Icelandic tourism. The aim of VAKINN is to enhance quality, safety and environmental awareness as well as developing a sense of social responsibility.

„We are very enthusiastic and proud and of our new system,” says Áslaug Briem, the quality control supervisor at the Icelandic Tourist Board. „We have tourist companies here in Iceland that excel in what they are doing and they wanted to get a certification to show their customers that they operate in an ethical, professional, trustworthy and sustainable way. So now travelers can look for the VAKINN symbol when they choose a company for the recreation, transport, culture

etc. but the accommodation part of VAKINN will be opened next year.”

VAKINN is based on a quality- and environmental system in New Zealand called Qualmark. Since the agreement was made with Qualmark in 2009 the system has been adapted to Icelandic circumstances with the help of a many specialists from the Icelandic tourism industry. VAKINN is managed by the The Icelandic Tourist Board, in a close cooperation with the Innovation Center in Iceland, The Icelandic Tourist Industry Association and the Icelandic Tourism Association.

„At the moment over 50 tourist companies have either become fully certified or are in the process of becoming members of

VAKINN. On VAKINN's website, www.vakinn.is, there is a list of all those companies. But VAKINN is not just for regular tourist companies,” says Áslaug. „We are very proud of our newest member, Vatnajökull National Park but it's participation shows that VAKINN is a system for everyone who provides service to travelers, from a large organizations to companies with only one employee.”

„We encourage our guests to look for the VAKINN logo and professionalism overall because we sincerely want them to have an outstanding experience during their stay in Iceland. We want Iceland to be known as a high quality destination.”

www.vakinn.is



At the Vestnorden Travel Mart in 2012. Vakinn's employees, from left: Áslaug Briem, Alda Thrastardóttir and Elías Gíslason.



RATA Herra 3.laga jakki

3.laga Diamondium efni
20.000mm vatnsheldni
20.000gr útlöndun

Wislón vatnsheldir rennilásar

Sérstakinn fyrir hámarksþreyfigetu

Útivistarjakki sem er ómissandi
fyrir alla þá sem gera kröfur

 **DIAMONDUM**
PERFORMANCE FABRIC • WATERPROOF • WATER RESISTANT • BREATHABLE TECHNOLOGY

Lifðu

ZO·ON

ICELAND

ZO-ON Iceland, Smáralind
ZO-ON Iceland, Kringlan
ZO-ON Iceland, Bankastræti
www.zo-on.is



AUÐLINDA- OG MENNINGARHÚS

Hafnargata 12a - Sími 420 1190 - kvikan@grindavik.is
www.kvikan.com - Opð alla daga frá kl. 10:00-17:00

3

fróðlegar sýningar undir einu þaki
interesting exhibitions under one roof



Guðbergsstofa

Í Safn og sýning um Guðberg Bergsson rithöfund og heiðursborgara Grindavíkur, eins virtasta rithöfundur Íslendinga fyrr og síðar. Guðbergur fæddist í Grindavík árið 1932 og ólst þar upp. Guðbergur hefur alla tíð tengst Grindavík sterkum böndum. Á sýningunni er að finna allar bækur og verk sem gefin hafa verið út eftir Guðberg á Íslandi, sýnishorn af bókum og verkum Guðbergs sem þýdd hafa verið á erlend tungumál, sýnishorn af óútgefnum verkum Guðbergs, verðlaunagripir og viðurkenningar, ýmsir gamlir munir, ljósmyndir og saga og ferill Guðbergs má sjá á stórum veggskiltum.

Guðbergur's Collection

A collection and exhibition honoring Guðbergur Bergsson, author and honorary citizen of Grindavík, and one of Iceland's most distinguished writers, past and present. Guðbergur was born in Grindavík in 1932, and grew up in the village.

Guðbergur has always maintained a strong connection to his hometown, Grindavík.

The exhibit features the complete collection of books and writings by Guðbergur published in Iceland, plus samples of his books and publications which have been translated into other languages. The collection also includes samples of unpublished works by Guðbergur, trophies and awards, various historic items, and photographs.

Guðbergur's story and career are depicted on poster displays.



Jarðorka
earth energy



Jarðorka

Í Sýningunni JARÐORKU er ætlað að fræða gesti um undirstöðuatriði íslenskrar jarðsögu og jarðfræði, skýra á einfaldan hátt eðli jarðhita, eldvirkni og jarðskjálfta.

EARTH ENERGY is an exhibition on Geology, Geothermal Heat, and the Harnessing of Energy from the Bowels of the earth.



Saltfisksetrið

Saga saltfiskverkunar á Íslandi þar sem fléttast inn í saga sjómennsku, þróun skipa, veiða og vinnslu, frá lokum hefðbundinnar verbúðarmennsku til þessa dags.

The history of dried salted cod processing in Iceland also includes the story of seafaring, the development of fishing ships, fishing and fish processing from the end of traditional seafaring communities until this day.



GRINDAVÍKURBÆR
www.grindavik.is

