



SHAPE



KEY FINDINGS

**WORKING TOWARDS SUSTAINABLE TOURISM
WITH LOCAL PEOPLE, VISITORS AND TOUR
OPERATORS**

SNÆFELLSNES REGIONAL PARK

RAGNHILDUR SIGURÐARDÓTTIR



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION
Investing in your future
European Regional Development Fund

**Conferance
Finnland feb. 2020**



SNÆFELLSNES PENINSULA

..... *Iceland miniature*

Lava fields
Basalt columns
Flora and fauna
Mineral spring

Lava caves
Nature reservations
Diverse birdlife



SNÆFELLSNES PENINSULA

Population

3.920 

Main industry

Fishing industry, administrative services, agriculture and tourism

Municipalities

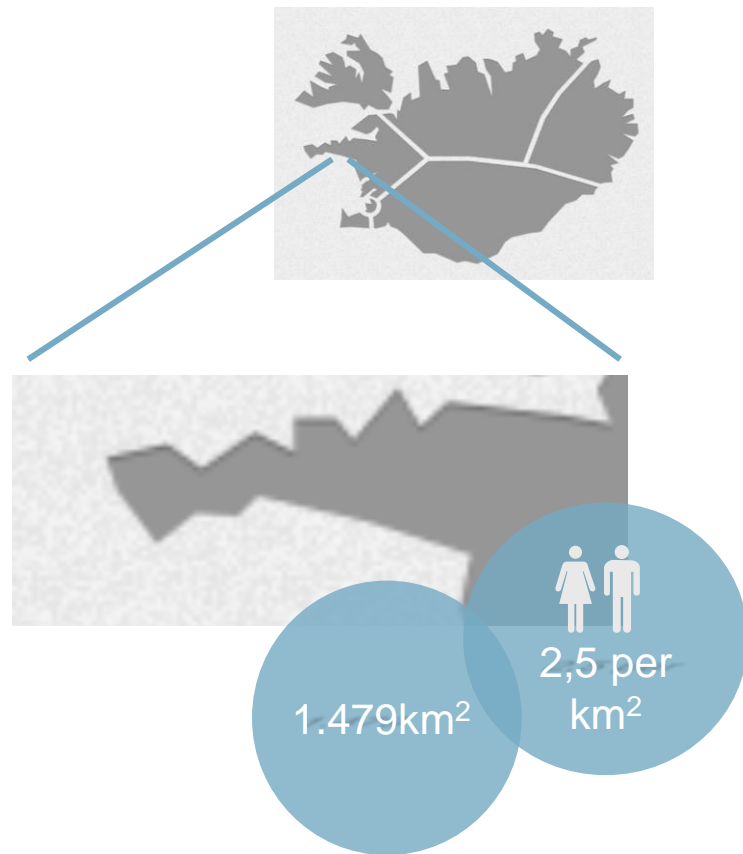
Stykkishólmur

Grundarfjörður

Snæfellsbær

Eyja- og Miklaholtshreppur

Helgafellssveit



SNÆFELLSNES PENINSULA

**Tourism increase by 88% in 4 years
... 540% in 9 years**

2010 102.000

2013 163.000

2015 348.000

2016 472.000

2017 589.000

2018 653.000

Around 130 tourism businesses,
with about 650 employees.



Regional Park Snæfellsnes

Supports cooperation and sustainable use of nature- and culture heritage in the area.

Project owners :
5 municipalities,
associations of: tourism,
agriculture and workers
union in Snæfellsnes



SNÆFELLSNES REGIONAL PARK



Fishing
industry

Agri-
culture

Tourism

Industry

Arts &
crafts

Research &
education

Admin-
istration



Natural
resources



Cultural
resources



Knowledge

BUILDING VALUES

Strengthened
community

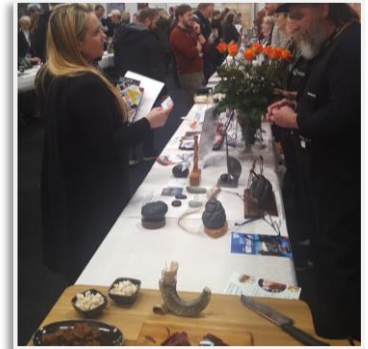


Natural
reservation

Innovation



Knowledge
sharing



Snæfellsnes Visitor center



Northern Periphery and Arctic Programme
2014–2020



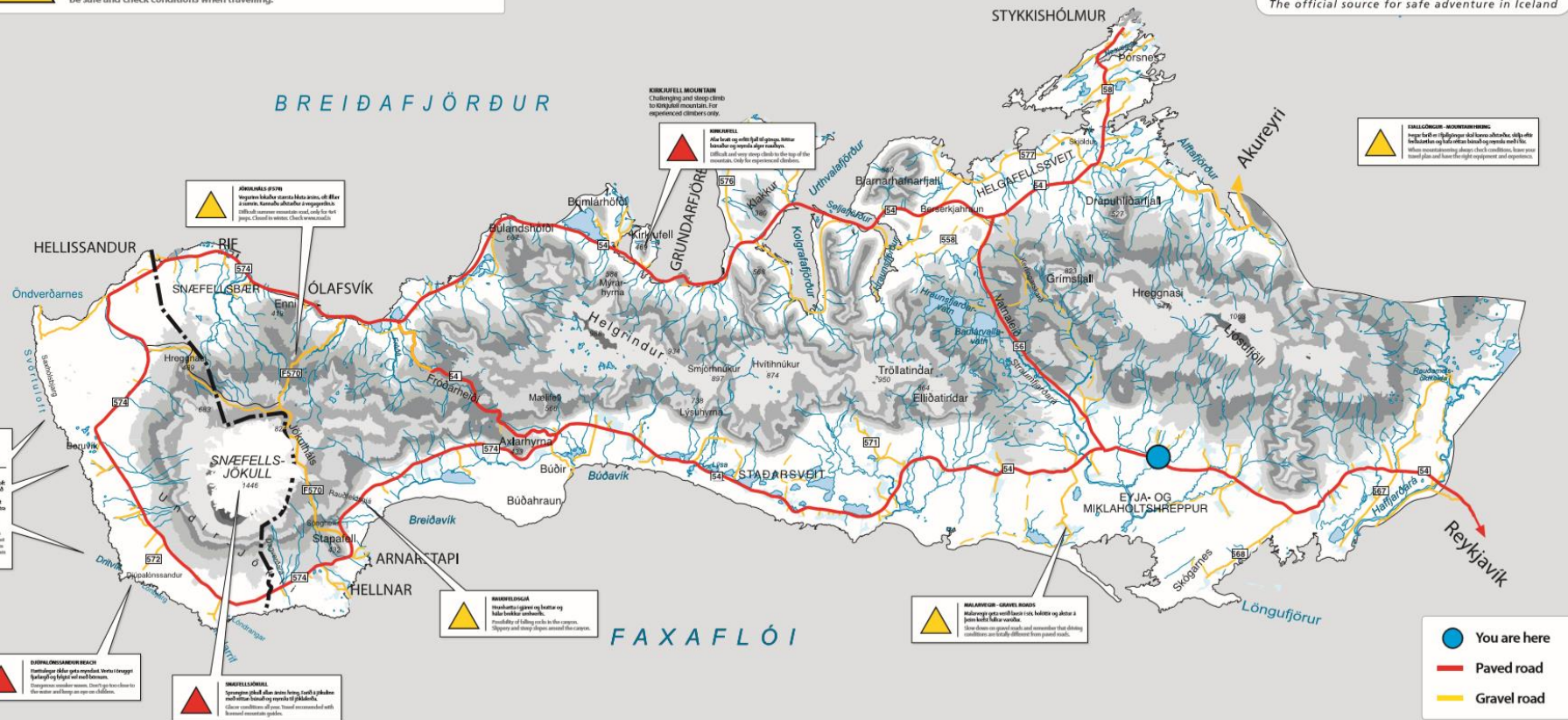
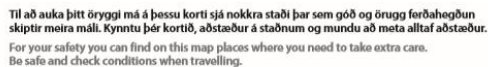
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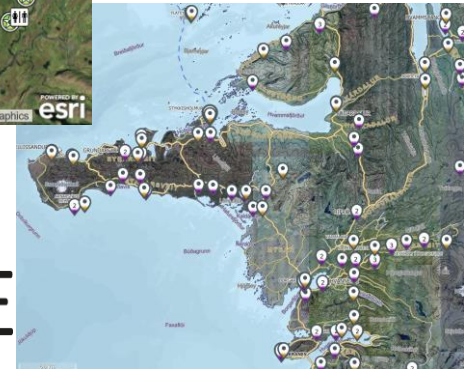




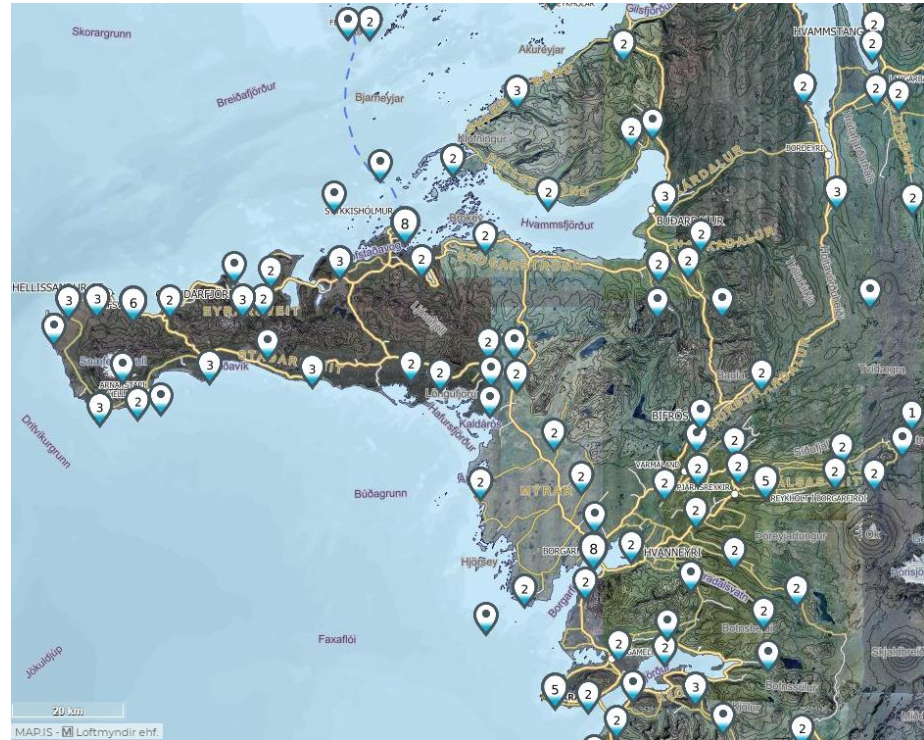
GESTASTOFA SNÆFELLSNESS
Breiðabliki

Destination management planning

Mapping of assets



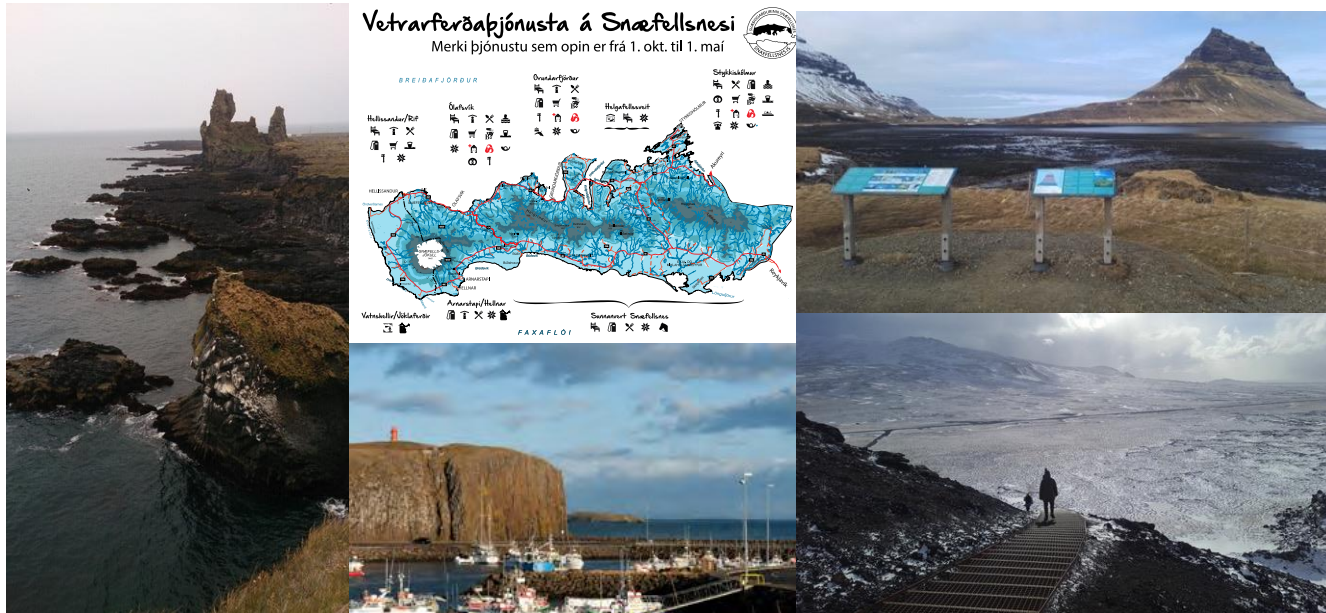
Interesting places
for guests =
available
(work in progress!)
Very important to
choose well and do
„our homework“



Regional Park Snæfellsnes 2019

SNÆFELLSNES COASTAL ROUTE

Final report for SHAPE project



December 2019

Written by: Kjartan Bollason, Associate Professor, tourism department, Holar University

Pictures: Kjartan Bollason

The coastal route – type of sites

The coastal route is based on specific sites that have been carefully selected by stakeholders. The coastal route is shown here by numbers and assuming that the tour starts at the Snæfellsnes visitor centre at Breiðablik, as most guests to Snæfellsnes arrive from the south, although guest can also arrive by ferry from the West fjords to Stykkishólmur and they can also drive from the east. Sites are divided into A, B and C. All A and B sites were chosen with the consent of the landowner concerned and the planning authority / municipality concerned.

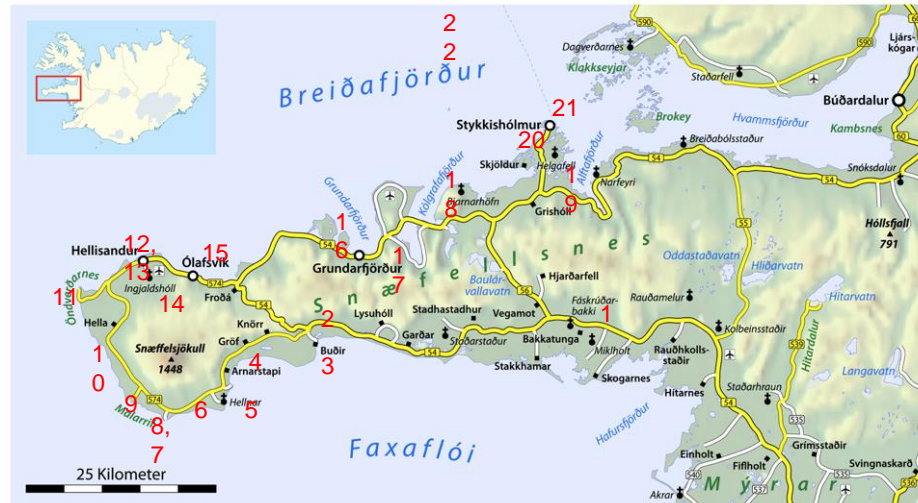
A - sites have been classified according to how well they are suitable for receiving tourists. There you can find certain infrastructure such as parking, signs, walking paths and proximity to toilets. Services such as food and accommodation are not far away. Map 2, which is a work in process, shows 22 A sites.

B - sites are still under development and have not been finalized. Often they are In the process of build so e.g. part of stie is A while other parts are B.

C - are places that are known and used by certain tourism companies and access is only allowed by these companies. Either these companies own or use it with the permission of landowners. These sites are kept secret and not promoted in any way. Such places can be very valuable for sustainable tourism development if their use and management is in good order.

A – sites

1. Snæfellsnes Breiðablik Visitor centre
2. Bjarnarfoss
3. Búðir
4. Arnarstapi
5. Hellnar
6. Svalþúfa
7. Lóndrangar
8. Malarlíf
9. Djúpalónssandur
10. Saxhóll
11. Öndverðarnes
12. Hellisandur
13. Ríf
14. Svöðufoss
15. Ólafsvík
16. Kirkjufellssfoss
17. Grundarfjörður
18. Bjarnarhöfn
19. Helgafell
20. Stykkishólmur
21. Súgandisey
22. Flatey



Map 2 – A sites on the Snæfellsnes coastal route



Welcome to Snæfellsnes, all year round



SUSTAINABILITY MILESTONES



Snæfellsjökull national park established

To protect and conserve the areas unique landscape, indigenous plants, animal life and historical relics



2000

Local Agenda 21 implemented

Snæfellsbær municipality implements Local Agenda 21 into its operation, first municipality in Iceland

2001



2003

First harbor receives the Blue flag

Accreditation for fulfilling environmental- and security standard



2003

Preparation and benchmarking begins

Plans and procedures to improve performance
Documentation and methodology

First school receives Eco-school accreditation

Environmental- and society based education implemented in study programs

Full time EarthCheck coordinator hired

Sustainability program grows

2005



2008

First certification received

Benchmarking shows improvement and we fulfill the EarthCheck standard and baseline levels
President and ministers attend a ceremony and receive the first certification in Europe



2011

European Commission awards Stykkishólmur with EDEN award (European destination of excellence)

Stykkishólmur awarded for encouraging tourism while emphasizing on environmental protection

Snæfellsnes receives EarthCheck Gold certification

Fifth year of certification guarantees a gold certification

2013



2014

Snæfellsnes chosen among Global top 100 sustainable destinations

Sustainability initiatives on Snæfellsnes become acknowledged on international level



2014

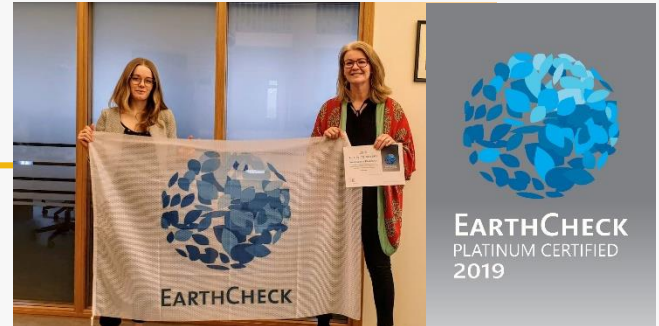
Snæfellsnes Regional park established

The extensive future collaboration between industries, administration and residents formed

Snæfellsnes receives EarthCheck Platinum certification

Tenth year of benchmarking guarantees a platinum certification

2019





„Don't think how much it costs, think how much you will save.“

- Sara, owner of Nordic Swan certified restaurant Sjárþakkhúsið

ADVANTAGES FOR TOURISM

Be involved

Participate in sustainability initiatives

Certification for the business

Spread the word

Set goals

Spirit of place, we tell storys



Local storytellers...

Storytellers are local people on the Snæfellsnes peninsula that are ready to welcome people and tell stories, share knowledge of their community and enrich the experience of visitors.

You can get a guided history walk or visit storytellers almost anywhere in Snæfellsnes.

We look forward to meet you on Snæfellsnes.



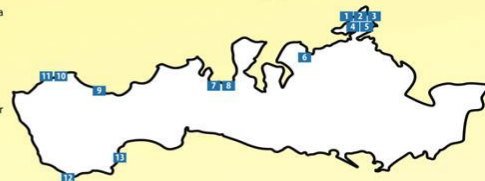


Sumardagurinn fyrsti

er Safna- og sýningadagur á Snæfellsnesi

Fyrsti hluti af Strandmenningarhátíð á Snæfellsnesi 2019

Allir velkomnir og aðgangur er ókeypis.



1 Byggðasafn Snæfellinga og Hnappdæla - Norska húsið, Hafnargata 5, Stykkishólmur. Sýning um þjóðuna Jónsdóttur skáldkonu. Opíó kl. 13-17.

2 Eldfjallasafn, Aðalgata 6, Stykkishólmur. Opíó kl. 13-17. Leisögn um safnið kl. 13 og kl. 15.

3 Vatnasafn, Bókhöfustigur 19, Stykkishólmur. Opíó kl. 13-17. (Lítið vita í Norska húsi eða Eldfjallasafni).

4 Æðarsetur Íslands, Frúarstigur 6, Stykkishólmur. Sýndar verða kvikmyndir teknar á Breiðafirði. Opíó kl. 14-16.

5 Smiðjur, þar sem unnið er með leir, tré og gull. Aðalgata 20, Stykkishólmur. Kaffi Jakóbina opunarhátíð. Opíó kl. 14-17.

6 Bjarnarhöfn, hákarlasýning. Opíó kl. 10-17.

7 Sögumiðstöðin í Grundarfirði, Grundargötu 35. Myndun þorps. Saga Grundarfjarðar: skjásýning með íslenskum texta í Bæringstofu. Einnig opíó í Kaffi Emil kl. 11-15.

8 Alþýðulistamaðurinn Liston í Grundarfirði er með opna vinnusmiðju að Sólvöllum 6. Þar er hægt að skoða margvísleg verk inni og úti. Sjónvarpsstjarna verður á staðnum. Opíó allan daginn.

9 Útgerðin í Þakkhúsi Ólafsvíkur, Ólafsbraut 12. Byggðasafnið opíó kl. 10-16.

10 Gönguferð um Hellissand. Lagt af stað frá gamla frystihúsinu á Hellissandi kl. 17. Hellissandur er orðinn höfuðstaður götulistar á Íslandi. Kári úr Frystiklefanum stjórnar listaverkagöngu um Hellissand og segir frá tilurð verkanna. Tónleikar í Frystiklefanum um kvöldið.

11 Sjöminjasafnið á Hellissandi, Sandhrauni 7, Snæfellsbæ. Opnun á ljósmyndasýningu - Sagan okkar. Opíó kl. 13-16.

12 Gestastofa Þjóðgarðsins Snæfellsjökuls Malaríff. Salthúsið við ströndina er alltaf opíó og þar er áhugaverð sýning unnin af nemendum Lysuhólskóla. Opíó 10-17.

13 Samkomuhúsið á Árnarstapa. Gamlir munir af svæðinu, bækur og fleira. Opíó kl. 12-18.



er náttúran tær
og ósnortin.

W... fjallanes Peninsula

The... of the Snæfellsnes
Peat... y untouched.
W... lars such as the
Jökull

BIARNARHC
BISTR. 1 & 2



Meeting with tourist operators

