

MEMBERSHIP AND OPERATION FOR THE ARCTIC COAST WAY

The criteria for membership and the rules for operation aim to guarantee the quality of our promise to the visitors and the credibility of the brand Arctic Coast Way.

The Arctic Coast Way sends out a **promise to its visitors**:

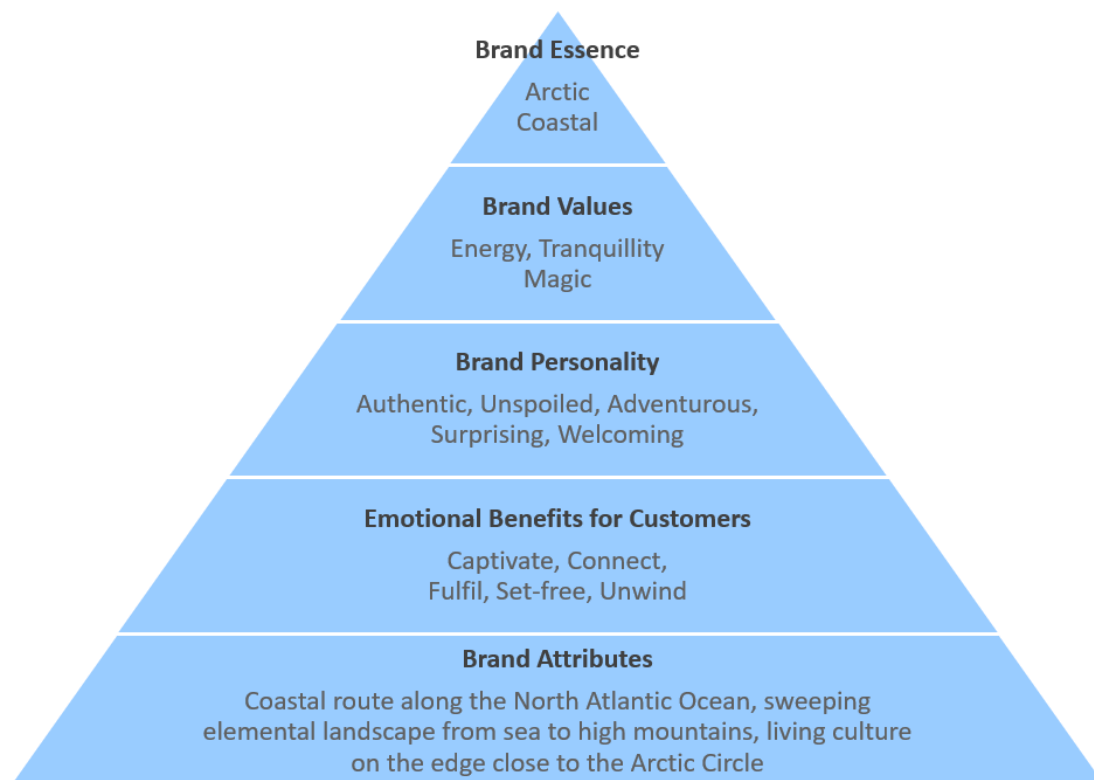
The Arctic Coast Way in Iceland's far North **captivates you** with its rugged, untouched nature and takes you through vast otherworldly landscapes between sea and mountains.

It **connects you** to its authentic coastal villages and people, whose stories and culture are shaped by life at the edge, so close to the Arctic Circle.

It **surprises you** with its ever-changing moods of remote tranquillity, vibrant energy and magical light all year round.

You are set free to slow down, to discover a different way of life.

And **you will leave uplifted, refreshed, fulfilled** – with unique memories of this awe-inspiring place.



MEMBERSHIP:

is open for **Icelandic tourism providers along the route of the Arctic Coast Way who fulfill the membership criteria**. Just members are allowed to trade under the registered trademark Arctic Coast Way. Icelandic Tourism providers are businesses that cater for both the domestic and international visitors, e.g. activity provider, accommodation, restaurant and food places, exhibitions, museums and events. Municipalities can also become members.

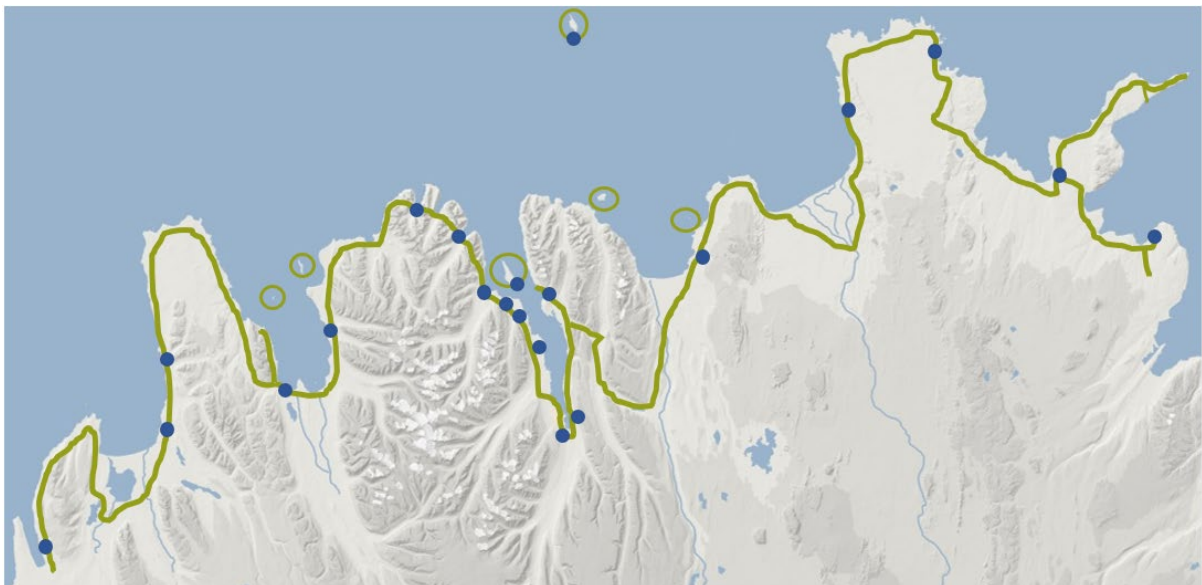
Members of Markaðsstofa Norðurland, which do not fulfill the geographical criteria (see A.2.) can't become members of the Arctic Coast Way. But they can take part in the project by delivering Hero-Experiences (see A.3), which will be promoted within the Arctic Coast Way marketing (see A.5).

OPERATION RULES:

are set up for **Icelandic operators**, which are not located along the Arctic Coast Way and are not members of Markaðsstofa Norðurlands and for **incoming agencies** and **overseas operators**.

Arctic Coast Way route follows:

1-72-711-717-716-1-74-745-744-748-75-76-77-76-82-808-82-809-82-811-82-1-83-835-1-85-870-874-85-869-85-91-85



A. MEMBERSHIP CRITERIA

1. Eligibility

- ✓ Members are licenced businesses and are members of Markaðsstofa Norðurlands
- ✓ Members have a clear connection to the North Coast of Iceland (see A.2)

- ✓ Members need to guarantee at least a continuous communication (email and phone) all year round and aim for opening times all year round
- ✓ Members enhance their enterprise in sustainability
- ✓ Members attend the annual Arctic Coast Way workshop to exchange experience and enhance networking

2. Geographical position

The geographical position highlights the coastal feeling and coastal impressions of the visitors:

- ✓ Participating **villages** are on the route
- ✓ **Businesses (operator, accommodation, food places, exhibitions, events, etc.,)** can become members, if they are:
 - on the defined route of the Arctic Coast Way
 - or on the seaside of the defined roads
 - or in a shorter distance to the route ($\leq 4\text{km}$) preferable with offering a view to the ocean
- ✓ **Products and Experiences** have to focus on (see A.3.1) the coast or on/in the ocean
- ✓ **Operators** who are in the defined area of the Arctic Coast Way cannot become members if they do not offer any activities/tours at the coast

2.1. Members of Markaðsstofa Norðurlands, which do not fulfil the geographical criteria

Members of Markaðsstofa Norðurlands which do not fulfil the geographical criteria can take part in the project by delivering Hero Experiences (see A.3.1.) These companies are not Arctic Coast way members, but their Hero Experiences will be promoted within the marketing of the Arctic Coast Way. They have to carry parts of the marketing costs (see A.5.3). The company gets the Arctic Coast Way logo for the Hero Experience, but not for their general marketing. They have to follow the application process (A.6.)

3. Products, Experiences and Hero Experiences

These three words describe different levels for offers along the Arctic Coast Way. They all have to highlight nature and culture at the coast (see A.2.)

Definition:

Products: are all kinds of offers which highlight the nature and culture at the coast

Arctic Coast Way Experiences: are coastal experiences providing an authentic,

memorable connection to the place and its environment, nature, culture and people. They meet the Arctic Coast Way experience guidelines and so will help to bring the Arctic Coast Way promise to life.

Arctic Coast Way members are encouraged to use the Toolkit to develop individual experiences. This will connect them better to the brand and help to strengthen the Arctic Coast Way brand

Arctic Coast Way Hero Experiences: are the Arctic Coast Way's best-of-the-best experiences. They will be showcased in our international marketing, as these are experiences that are capable of motivating international visitors to make the trip to North Iceland, which will benefit all our businesses. Arctic Coast Way Hero Experiences have to go through an application process and are developed in cooperation with MN.

3.1. Hero Experience for the Arctic Coast Way

An Arctic Coast Way Hero Experience is a strictly limited word just for these experiences that

- ✓ Fully embody the Hero experience criteria defined in the Arctic Coast Way Experience Tool Kit
- ✓ Are accepted in the application process (A.6)

The deadline for applications for Hero Experiences is always 15th January each year. The review and evaluation of applications will take approximately four weeks.

3.2. Day Tour/Multiple Day Tour

Day tours and Multiple day tours must follow the operation rules (see B.)

4. Marketing and information

- ✓ Members carry parts of the marketing costs to ensure a sustainable and strong marketing for the Arctic Coast Way in a long-term perspective (see A.5.)
- ✓ Members support the marketing of the Arctic Coast Way brand by including the logo and the name in their individual marketing, e.g. on Tripadvisor or booking.com (e.g. Guesthouse X on the Arctic Coast Way)
- ✓ The logo of the Arctic Coast Way shows the membership, but just tours/products which fulfil the criteria (A.3) get the logo behind
- ✓ Hero Experiences are allowed to be branded with the Hero Experience-Symbol
- ✓ Members are not allowed to use the ACW logo on self-painted road signs

5. Cost List for the marketing of the ACW

Members of the Arctic Coast Way contribute to the marketing costs of the project with an annual fee.

Members who develop Hero Experience and are accepted in the application process get the strongest position in all marketing efforts for the Arctic Coast Way and pay therefore a reasonable extra fee.

Among others they get an the individual coaching from Markaðsstofa Norðurlands to navigate the development from the accepted concept in the application to the market readiness of the Hero Experiences.

5.1. Service and costs

The Arctic Coast Way needs to ensure a sustainable and strong marketing in a long-term perspective, for a benefit for all who trade under it. Therefore members carry parts of the marketing costs. The listed costs might change as the project is in development and influencing factors will change with the time, e.g. the number of members, increasing numbers of marketing materials. The costs are always calculated on the minimum needs and, of course, without profit. Changes in the costs will be announced if they exceed changes in consumer price index on a yearly basis.

Annual costs for participation in marketing for the ACW.

Payment is split into 4 tranches/year, February, May, August, November.

Companies with Hero Experiences pay additional costs. Companies who are not members but deliver Hero Experiences have to pay as well 50.000 ISK.

Size of company	Annual costs 2022	Additional costs Hero Experience
1-2 employee	22.000	<i>50.000 ISK That includes the individual consultation of MN and the marketing</i>
3-4 employee	33.052	
5-6 employee	60.688	
7-10 employee	77.269	
≥11 employee	109.437	

	All Members	Hero Experiences
Homepage	Development and hosting of a ACW homepage Member appear in according categories/menus	Get the strongest position (frontpage, in several submenus)
Logo	Get the ACW logo for their marketing	Get the ACW logo for their marketing and the ACW Hero experience symbol

Interactive map	Position in the interactive map on the homepage	Position on the interactive map on the homepage in a extra category
Official Tourist Guide from MN	The guide will include a chapter about ACW; members are not listet, but get the ACW logo behind their field in the other chapters of the guide	They are listed in the chapter about the ACW and get the ACW Hero Experience symbol behind their fields in the other chapters of the guide
Operation manual	Development of an operation manual for distribution to oversea operators; Members are listed in according chapters	Are listed, explained and get a photo in the main chapter and are highlighted in the included itineraries
Visit North Iceland map	ACW is marked in the map	ACW is marked in the map
ACW map	Creation, Update and print of an ACW map	Are marked with Hero Experience - Symbol in the map
Passports	Creation, Update and print of ACWs passports (tour passport 2018; Food passport and hike passport in the following years)	Hero Experiences related to food get an extra position in the food passport
Image photos	General motives about landscapes, hikes, wildlife, activities	Get a set of individual image photos of their Hero experience which is used for the international marketing and placed in prominent position on the ACW homepage. The company can use the images for private marketing but pay parts of the photographer costs.
Tool Kit for experience development	Free use of the tool kit	Personal coaching to develop a hero experience (after successfull application) 4x 2 hrs.: 1. concept discussion after application, 2. testing and adaption of the experience 3. Help with market assets / photos 4. market readiness
Press, medias	Included in the general press and media efforts for the ACW	Highlighting the Heros in the promotion of ACW to press and medias
Trade shows 1	Representing the project on Mannamót, Mid-Atlantic, Vestnorden with flyer and banner	Are on a strong position on the flyer and the banner
Tradeshows 2 (ITB or target group related)	Representing the project	Focus is on promoting the hero Experiences. Coasts and strategy for presentation is discussed with the comapnies of the hero experiences

5.3. Costs for MN members who deliver Hero Experiences

Members of Markaðsstofa Norðurlands who deliver Hero Experiences, but are not members of Arctic Coast Way, pay the same costs as ACW members who take part in the Hero Experience marketing.

6. Application process

- ✓ A registered membership occurs through an application process with an application form
- ✓ Evaluation and confirmation of the application is in the hands of MN and the Hero Experience Board; although an application may fulfil all criteria it is not a guarantee to be accepted
- ✓ Businesses must be able to demonstrate:
 - their MN membership and license
 - their geographical position
 - how their products/hero experiences stand to the brand values
 - how their Hero experiences embody the Hero experience criteria (A.3)
 - how they include sustainability in their business and operations
- ✓ Businesses, which are members of Markaðsstofa Norðurlands, but not of the Arctic Coast Way and apply for a Hero Experience must be able to demonstrate as well:
 - how they include a cooperation with Arctic Coast Way members
- ✓ A cooperation contract will be signed
- ✓ Members can withdraw from the contract via email to MN;
Those who go for the Hero-experience membership have a time binding contract

7. Changes

As the Arctic Coast Way is a growing project and dedicated to a long-term development there might come changes in the membership criteria due to new development in the project. Members will be informed about all changes.

B. OPERATION RULES

Tours, which run under the name Arctic Coast Way have to:

- ✓ include a substantial portion of the route of the Arctic Coast Way
- ✓ include a substantial portion of the Arctic Coast Way services, products, services and experiences
- ✓ stand to the brand values and promise of the Arctic Coast Way
- ✓ respect nature, wildlife and culture and enhance a sustainable conduction
- ✓ be with a qualified guide who can tell about coastal landscape and how the nature and the ocean influenced the live and culture close to the Arctic Circle

1. Day Tours

Day Tours have to include 75% of the road distance or the travel time on the Arctic Coast Way.

2. Multiple Day Tours

Multiple Day Tours have to include 50% of the travel days on the route of the Arctic Coast Way. They have to include a substantial number of accommodations and restaurants listed on the Arctic Coast Way website and in the operation manual.