



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:

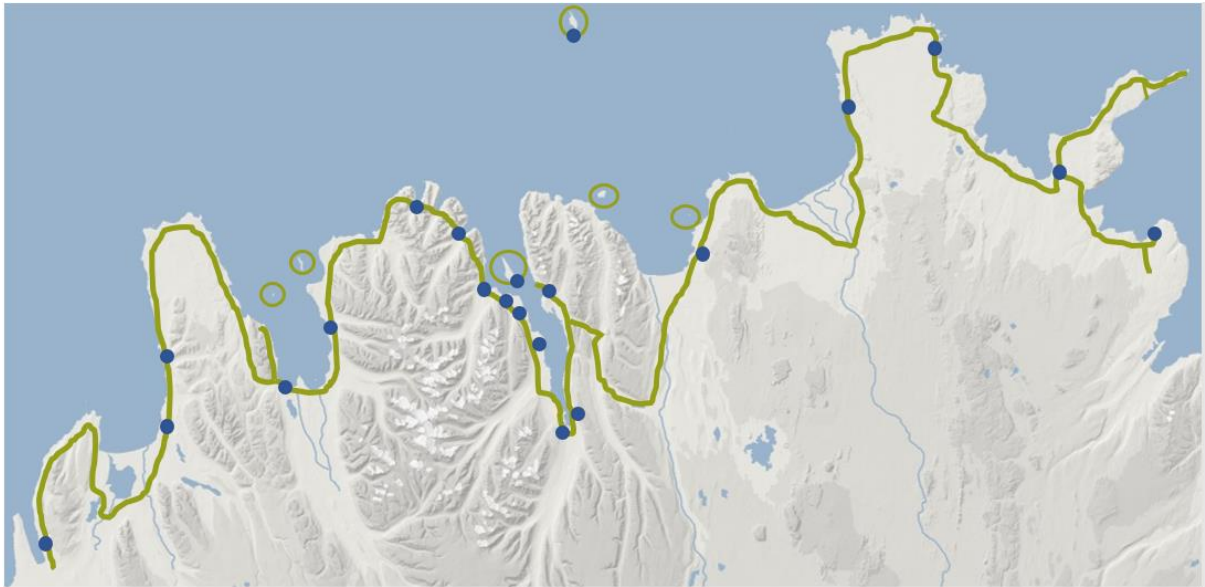
is open for **Icelandic tourism providers along the route of the Arctic Coast Way who fulfill the membership criteria**. Just members are allowed to trade under the registered trademark Arctic Coast Way. Icelandic Tourism providers are businesses that cater for both domestic and international visitors, e.g. activity providers, 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.

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:



A. MEMBERSHIP CRITERIA

1. Eligibility

- ✓ Members are licensed 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 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

3. **Products and Experiences**

These 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

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 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 fulfill the criteria (A.3) get the logo behind
- ✓ 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.

5.1. Service and costs

The Arctic Coast Way needs to ensure sustainable and strong marketing in a long-term perspective, for the benefit of 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 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.

Annual costs for participation in marketing for the ACW for 2023.

Payment is split into 4 tranches/year. Payment for 2023 starts in May.

Size of company	Annual costs 2023
1-2 employee	23.824
3-4 employee	35.796
5-6 employee	65.725
7-10 employee	83.683
≥11 employee	118.521

	All Members
Homepage	Development and hosting of a ACW homepage Member appear in according to categories/menus
Logo	Get the ACW logo for their marketing
Interactive map	Position in the interactive map on the homepage
Trade manual	Development of an operation manual for distribution to oversea operators; Members are listed in according chapters
Visit North Iceland map	ACW is marked in the map
ACW map	Creation, Update and print of an ACW map
Image photos	General motives about landscapes, hikes, wildlife, activities
Tool Kit for an experience development	Free use of the tool kit
Press, medias	Included in the general press and media efforts for the ACW
Trade shows 1	Representing the project on Mannamót, Mid-Atlantic, Vestnorden with flyer and banner
Tradeshows 2 (ITB or target group related)	Representing the project

6. 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.