

DUE NORTH

STEFNDU NORÐUR

ICELAND



ARE YOU DUE NORTH?

STEFNIR ÞÚ NORÐUR?

North Iceland is an all-year-round destination filled with energy, magic, and tranquillity. Local travel agencies and tour operators provide quality service, and vast accommodation options are available. The name of the capital of North Iceland is Akureyri.

Explore geothermal areas, impressive waterfalls, canyons, and glacial rivers. Make sure you experience popular activities such as whale watching and bathing in various geothermal pools. In vibrant towns, you can taste local food in different restaurants and cafés after a day well spent out in pure and vast nature.

Enjoy the midnight sun in summer, and in winter, you have a 90% chance of seeing the northern lights during a five-night stay.

[MORE DETAILS](#)



North Iceland is the leading winter destination for Icelanders. Try skiing from mountaintops down to the Atlantic Ocean, in designated ski areas, or by heliskiing. Hike on snowshoes to discover frozen waterfalls and visit exotic locations dogsledding, on snowmobiles, or in super jeeps.

Discover two magnificent tourist routes in North Iceland. On the Arctic Coast Way, travel between fishing towns and villages, going off the beaten path to discover some of the remotest areas in North Iceland, close to the Arctic Circle. On the Diamond Circle, you will be astounded by some of the rarest and most stunning sights and views of unearthly landscapes.

**Friendly locals make visitors feel welcome
to the Arctic North.**



Arctic Henge



Grettislaug



Dimmuborgir





Hofsós



TRADE MANUAL

MORE DETAILS



ARCTIC COAST WAY

NORÐURSTRANDARLEIÐ

Traveling the Arctic Coast Way means leaving the common routes behind and going off the beaten track to discover some of the remotest places in Iceland, a unique adventure following 900 km of coastal roads close to the Arctic Circle.

Here, where volcanic land meets icy ocean, nature's force has carved a coastline of wild and pure beauty. The route includes six peninsulas reaching far out into the sea, taking you from

black sandy beaches to spectacular cliffs, along glacial river deltas and fjords to high mountains. Going one step further into remoteness by visiting some of the six beautiful islands off the north coast offers unforgettable experiences, and you might even want to straddle the Arctic Circle on Grímsey island. Each of the 21 little villages along the way tells unique stories about life on the edge of the Arctic.

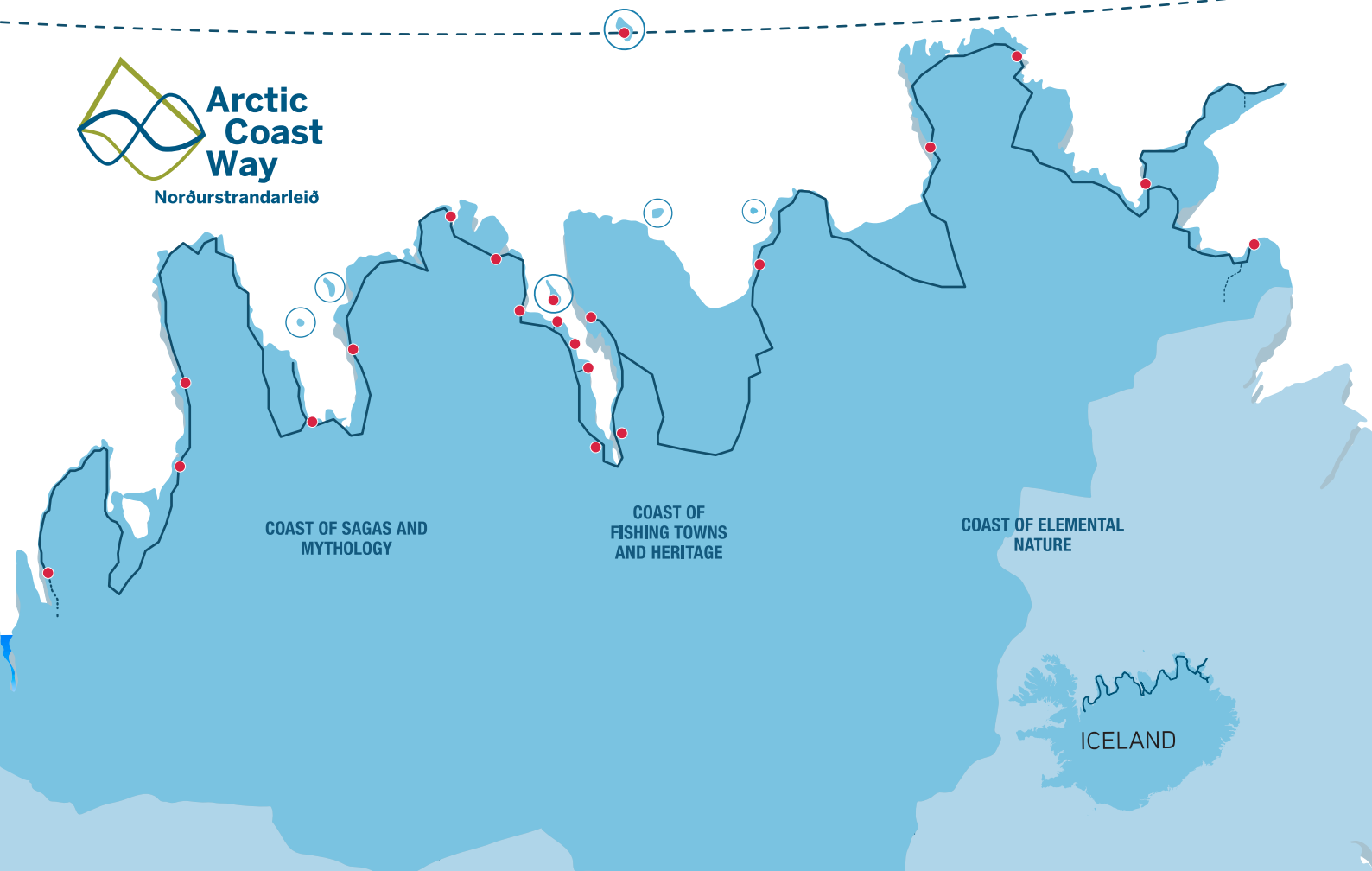
Authentic experiences on the Arctic Coast Way offer something rare and unique.





Arctic Coast Way

Norðurstrandarleið



ICELAND



MAP OF DIAMOND CIRCLE NORTH ICELAND





TRADE MANUAL

MORE DETAILS



DIAMOND CIRCLE

DEMANTSHRINGURINN

The Diamond Circle is a magnificent circuit of 250km in North Iceland, including some of the most stunning sights and spots of mystical landscapes. The Diamond Circle has five key destinations, which include the historical and picturesque Goðafoss waterfall; the breathtaking blue and green landscapes of the Lake Mývatn nature paradise; the uncontrollable white energy of Dettifoss, Europe's most powerful waterfall; the crescent-shaped wonder of Ásbyrgi canyon; and Húsavík the buzzing whale capital of Iceland with deep blue seas ahead.

The Diamond Circle offers much more. Discover the stunning valley of Vesturdalur with the bizarre rock formations of Hljóðaklettar, the otherworldly volcanic fields of Krafla, the geothermal area of Hverir, the black lava formations at Dimmuborgir or the beautiful Tjörnes peninsula with its hidden trove of fossils and bird nests.

The Diamond Circle gives an opportunity for an epic and unforgettable adventure that is waiting for you.



Húsavík



Skútustaðagígar



Hljóðaklettar





Hvítserkur



Ásbyrgi



Námaskarð

[MORE DETAILS](#)



NATURE HIGHLIGHTS

NÁTTÚRUPERLUR

The vast and magnificent nature of North Iceland leaves no one untouched. Here you will find beautiful gorges such as Kolugljúfur and Jökulsárgljúfur with otherworldly rock formations. Multiple sea stacks are ranged along the coastline, for example, Hvítserkur on Vatnsnes peninsula and Stóri Karl on Langanes peninsula.

Volcanic landscapes near Lake Mývatn, brimming with geothermal energy, bring home to every visitor the earth's subterranean forces. The lake is the 4th largest in Iceland, and its surroundings are engulfed in lava formations and boiling mud pools that never cease to amaze.

Big and small craters created by explosions during volcanic eruptions will undoubtedly make an impression.

Fjords and peninsulas with steep mountains, formed by melting glaciers and glacial floods thousands of years ago, also remind visitors of the sheer forces of nature. Mountaineers can find thrilling hiking trails to suit them, while others may discover more accessible routes to enjoy the fantastic landscape. Adventure seekers can go into the highlands to experience the pure wilderness of North Iceland, and it is a tremendous experience to traverse this rough terrain on super jeep tours.

The nature in North Iceland has been shaped by glaciers, glacial floods, and volcanic activity throughout the centuries.

[MORE DETAILS](#)



WATERFALLS

FOSSAR

The waterfalls in North Iceland are historic, extraordinary, picturesque, and powerful.

Dettifoss is the most powerful waterfall in Europe, with 500 cubic meters of water plunging over the edge per second. The waterfall can be viewed up close, with a good paved road and a viewing platform on the west side of Jökulsárgljúfur canyon in Vatnajökull national park.

Goðafoss is part of the Diamond Circle, next to the ring-road around Iceland. This waterfall played a crucial role in the history of Christianity in Iceland.

The name derives from the Icelandic word, “goð”, which translates to gods. Close to Goðafoss is **Aldeyjarfoss**, surrounded by basalt columns, ideal for photography.

You will also find **Kolufoss** in **Kolugljúfur** canyon close to the ring-road, not far from Hvammstangi town. This waterfall flows into a fantastic canyon, where legend has it that a giantess named Kola resided, sustaining herself by catching fish from the river.

Dettifoss is the most powerful waterfall in Europe.



Dettifoss



Kolugljúfur



Goðafoss



Arctic Open in Akureyri



Orbis et Globus in Grímsey



Hraunhafnartangi

[MORE DETAILS](#)



MIDNIGHT SUN

MIDNÆTURSÓL

During summer, in June and July, when we have endless days, you can see the sun go down and then rise again in a matter of minutes. It is a genuine Arctic experience to witness this, especially recommended along the Arctic Coast Way, where visitors can see the sun setting on the horizon over the sea.

Bright nights last from the first week of May until mid August. In contrast, the days get shorter during winter. The shortest day is between 20-23rd of December, with a little over 3 hours of daylight.

**Summer solstice occurs on June 21st.
On this day, there are 24 hours
of daylight in North Iceland.**



[MORE DETAILS](#)



NORTHERN LIGHTS

NORÐURLJÓŠ

The Northern Lights - also called Aurora Borealis - are among the most spectacular shows on earth, frequently seen in North Iceland and its surroundings on clear and crisp nights. The Northern Lights can be seen in North Iceland from late August to mid-April. Enjoy the clear skies by simply looking upwards towards those colorful dancing and flickering veils of light.

Or go on a guided Northern Lights tour, taking you to excellent locations for observation and photography. These tours often include visiting geothermal bathing areas, evening boat tours, snowcat tours, or sightseeing in unique places.

The chances of seeing the Northern Lights are 90% during a five-night stay in North Iceland.



Hvítserkur



Skútustaðakirkja



Siglufjörður



Troll Peninsula

WINTER MAGIC

TÖFRANDI VETUR

[MORE DETAILS](#)



North Iceland offers **ski experiences** for people of all ages and disciplines. Those keen on the backcountry and heli-skiing will find unique slopes with surroundings that are hard to find anywhere else. Skiing from a **mountain top down to the shore** in a remote fjord is a thrilling experience. Add the midnight sun to the mix during the spring season, and you'll get an experience that leaves you with memories that won't be so easily forgotten.

Adventure seekers can go on **Super Jeep or snowmobile tours**, traveling through landscapes that change dramatically during winter. The Super Jeep tours offer trips to areas that, during winter, are hard to reach in regular cars.

Snowmobile tours provide a similar experience but to different locations where their nimble agility is a valuable feature.

Dogsledding tours are available from late October until late May, offering a unique experience. The amazing huskies will take their masters and their guests on a thrilling ride through terrain that would be hard to traverse by other means.

Hiking in the snow while wearing **snowshoes** is offered in multiple locations. For those interested in fishing, they can go out on a frozen lake with experienced guides to **fish through the ice**.

The Troll peninsula is renowned for fantastic backcountry and heli-skiing conditions.



Dog Sledding



Snowmobiling



Super Jeep

SKI ICELAND

SKÍÐALANDIÐ OKKAR

You'll find a broad range of **flood-lit ski areas** for those seeking groomed slopes and lifts. Hlíðarfjall in Akureyri is the biggest and the most popular ski destination among Icelanders. In the small fishing towns of Dalvík, Siglufjörður, and Sauðárkrókur, you'll find well-equipped ski resorts. In Ólafsfjörður, Húsavík and by Lake Mývatn are smaller ski resorts. All of the ski resorts offer excellent cross-country tracks. Ski lessons are available at most resorts, as well as equipment rental.

[MORE DETAILS](#)



STATISTICS

	AKUREYRI	SAUÐÁRKRÓKUR	DALVÍK	SIGLUFJÖRÐUR
Vertical metres	480 m	490 m	322 m	480 m
Number of ski lifts	7	3	2	4
Number of ski slopes	23	10	4	10
From Akureyri Airport by car	10 min	90 min	45 min	60 min

The season can extend from late November to early May.



Sauðárkrókur



Dalvík



Akureyri



Siglufjörður

[MORE DETAILS](#)



GEOHERMAL SPA

BADSTAÐIR OG HEILSA

Icelanders love visiting outdoor swimming pools, and at least one is found in every village. Soaking in an outdoor hot pool after a day spent skiing or hiking is a magical experience.

The **Mývatn Nature Baths** are surrounded by volcanic nature and the lava fields of the Mývatn district.

In Húsavík, you can unwind in hot seawater at **GeoSea** geothermal sea baths. While the warm sea works its miracles, you can enjoy views of the mountain range to the west and Skjálfandi Bay beneath the cliffs, close to the Arctic Circle.

In the **Beer Spa** in Árskógssandur, visitors bathe in both young beer and live beer yeast. If not showered off until some hours later, it has a potent effect on the body and skin. This treatment cleans the skin and has a highly positive impact on one's health.

In Akureyri, the **Forest Lagoon** sources geothermal water from Vaðlaheiði mountain, with two infinity pools surrounded by a small forest creating the perfect surroundings for a relaxing experience. Visitors can also cool down in the cold tub before warming up again in the sauna with a big window facing Eyjafjörður fjord.

It's common for Icelanders to relax in warm geothermal water both in summer and winter, no matter the weather.



GeoSea



Mývatn Nature Baths



Forest Lagoon



Beer Spa



The Icelandic Horse



Whitewater Rafting



Bike tour

MORE DETAILS



ACTIVITIES

ADVENTURE

In North Iceland, you will find a wide range of activities. Whitewater rafting is a unique feature involving two majestic rivers. In the West Glacial river, families can go together on an easy ride. In the East Glacial river, even the most experienced with the paddle will enjoy themselves to the fullest. The river has earned a reputation as one of the most exciting rivers in Europe.

Jetskiing on the Arctic Ocean is an exciting option for those who want to explore the shore from the seaside or enjoy the wildlife differently. Full body suits, helmets, and guides ensure smooth sailing under the Midnight Sun.

An alternative to whale watching is seal watching. Seals can be found all along the Arctic Coast Way, especially around the Vatnsnes peninsula, where you will also find the Icelandic Seal Center in Hvammstangi town.

The Icelandic Horse is a unique breed, with five gaits instead of the usual four. They are on display in companies that offer both shows and short and long riding tours. Ride through the untouched, charming nature of North Iceland both in summer and winter, sometimes along ancient paths, rich in history.

If you are planning a trip with multiple activities, it's recommended to get in contact with a local travel agency that can help out with scheduling.

MORE DETAILS



WHALE WATCHING

HVALASKOÐUN

Whale watching is one of the most popular activities among visitors in North Iceland, and can be done from Húsavík, Akureyri, Hjalteyri, Hauganes and Dalvík.

The number of species and favorable weather and sea conditions make North Iceland one of the best areas to spot whales. Skjálfandi is a sheltered bay, and Eyjafjörður is the longest fjord in Iceland, offering perfect locations for a boat ride all year long, surrounded by birds and beautiful scenery.

The experience is completed by spotting dolphins and minke, humpback, or even blue whales playing beside the particularly appealing oakwood boats used exclusively in North Iceland.

A RIB safari tour is ideal for those who choose closer proximity to the whales, and specially designed whale watching boats are also available. Sailing in an electric-powered schooner, looking out for the giant humpback whales is also a unique experience.

Húsavík, where you can see a full size, 24 m long skeleton of a blue whale, is called the whale capital of Iceland.



Humpback Whale



RIB Safari



Classic Whale Watching



Stórikarl



Grafarkirkja

THE ICELANDIC PLEDGE

I PLEDGE TO BE A RESPONSIBLE TOURIST.

WHEN I EXPLORE NEW PLACES,
I WILL LEAVE THEM AS I FOUND THEM.

I WILL TAKE PHOTOS TO DIE FOR,
WITHOUT DYING FOR THEM.

I WILL FOLLOW THE ROAD INTO THE UNKNOWN,
BUT NEVER VENTURE OFF THE ROAD.

AND I WILL ONLY PARK WHERE I AM SUPPOSED TO.

WHEN I SLEEP OUT UNDER THE STARS,
I'LL STAY WITHIN A CAMPSITE.

AND WHEN NATURE CALLS,
I WON'T ANSWER THE CALL ON NATURE.

I WILL BE PREPARED FOR ALL WEATHERS,
ALL POSSIBILITIES AND ALL ADVENTURES.

**TAKE THE PLEDGE AT
[VISITICELAND.COM](https://www.visiticeland.com)**

[MORE DETAILS](#)



SUSTAINABILITY AND PLEDGE

SJÁLFBÆRNI OG LOFORD

Sustainable tourism might be a challenge, but it is also an opportunity. Tourism in North Iceland takes this responsibility seriously through the development of specific projects such as the Arctic Coast Way or Birding Iceland. By developing sights and attractions in remoter areas, the economically weaker communities benefit from tourism as a new source of local income. This opens up new perspectives and encourages local people to find a livelihood in their home regions.

Iceland is rich in natural resources such as clean air and pure water, and the tourism companies strongly emphasize treating nature with the utmost respect. The priority is always to keep interventions in nature as low as possible.

An ever-larger number of local tourism companies are investing in sound environmental practices such as CO₂-neutral transport, recycling, conservation, and cooperation with ecological research. Whale watching companies follow a code of conduct for responsible whale watching, and visitors who want to watch seals are encouraged to follow the seal-watching code of conduct.

“The Icelandic Pledge” invites travelers to take an oath, to be a responsible tourist when visiting the country and agreeing to respect Iceland’s nature.

**Please travel safely and respect nature
wherever you go!**



MORE DETAILS



TASTE NORTH ICELAND

BRAGÐ AF NORÐURLANDI

Local products of North Iceland reflect their natural origin, the climate, the soil, the water, and the environment in which they grow. They stand for purity and freshness, demonstrate the diversity of producers, and tell others about the local food culture, heritage, and methods developed over centuries.

Whether in a fantastic contemporary restaurant or farm accommodation in the countryside, you will consume freshly landed fish within hours of its catch and the meat of lambs that spent long summer days free-roaming in a natural environment. There will be arctic moss, herbs, berries,

and mushrooms foraged in mountains and valleys as well as auk from the seacliffs at the Arctic's edge and volcano bread - baked overnight, buried in bubbling black sand heated by a hot spring.

North Iceland has a colorful beer history. The first micro-brewery in Iceland, Kaldi, was opened in 2006 in Árskógsströnd, North Iceland. You can visit several breweries from Skagafjörður to Húsavík, all of which are famed for their excellent beer brewed from pure Icelandic water.

**Many restaurants offer "The catch of the day"
- so you can taste fish as fresh as it gets.**





Glaumbær



Icelandic Herring Era Museum

Hof Cultural Center



[MORE DETAILS](#)



CULTURE AND HERITAGE

SAGA OG MENNING

North Iceland is crisscrossed by traces and sites of its turbulent history and the Icelandic sagas. Storytelling has been essential in Iceland since the settlement, and there is hardly a waterfall, a mountain, or a lava field that is not linked to sagas, stories, and legends. Multiple museums showcase different aspects of life in Iceland, from Viking sagas to the golden era of herring fishing in the previous century. Visitors can discover how Icelanders lived in turf houses and learn about their crafts and designs, made from wool or other locally sourced materials.

Traditional celebrations have lived on through the centuries. "Þorrablót" is a midwinter festival where people feast on traditional food, celebrating the return of the rising sun after

a long dark winter. "Réttir" are gatherings of people, horses and sheep, an essential aspect of life in Iceland, signaling the successful roundup of sheep being returned from their mountain pastures.

Art has a massive presence in the area, and you can choose between visiting the artists in their studios or viewing more prominent art galleries and exhibitions. Akureyri boasts one of Iceland's most vibrant music scenes, attracting local people and visitors into town each weekend.

Major events in the Icelandic sagas took place in North Iceland. You can experience some of them in museums and exhibitions.

[MORE DETAILS](#)



COUNTRYSIDE

SVEITIN

Iceland was settled around 874, and in the following decades and centuries, many people moved to Iceland. Agriculture has been critical to the islanders' livelihood ever since the settlement. Population patterns formed mainly in the areas where conditions were suitable for cultivation and keeping livestock.

Discover the countryside in North Iceland, taste the local food, and stay at guesthouses that offer a true authentic countryside experience. Get to know the farm animals, our sheep, horses, cows, and the Icelandic Settlement Hen. See how Icelanders lived in turf houses or visit our small but charming forests.

The Icelandic horse is unique for having 5 gaits; the most sought after being the smooth "tölt", known for its comfort.



Icelandic Horse



Icelandic Lamb



Icelandic Settlement Hen

MORE DETAILS



HIKING TRAILS

GÖNGULEIÐIR

Hiking in North Iceland is the perfect way to immerse oneself in the unspoiled nature, experience the sounds of nature or the opposite; the absolute silence. Guided tours are offered throughout the region, and for some trails, they are recommended.

Discover a variety of hiking trails in North Iceland, where you'll find trails marked by difficulty, distance, access, ascent, estimated time to complete each trail, and the best time to go on the trail.

**See a map with hiking trails on our website,
with information about each trail.**



Siglufjörður



Game of Thrones



Oblivion

[MORE DETAILS](#)



FILM IN NORTH ICELAND

KVIKMYNDIR Á NORÐURLANDI

In recent years Iceland has become a popular place for major film productions and TV shows, first and foremost due to breathtaking landscapes, black sand beaches, waterfalls, mountains, and lava fields. North Iceland offers all of these while being hailed as a winter paradise and an excellent location for viewing the Northern Lights. These attributes are the main reason why film and TV producers choose North Iceland for their projects.

Examples of such films and TV shows include Oblivion, Prometheus, The Tree of Life, Noah, The Fate of the Furious, Under an Arctic Sky, Game of Thrones, and Trapped.

In Game of Thrones, many of the locations beyond the “Wall” take place in the Lake Mývatn area; Dimmuborgir (dark castles), Grjótagjá (underground caves), and Kálfaströnd with its beautiful lakeside lava formations.

Siglu fjörður is the primary location in Trapped, an Icelandic mystery television series that has been distributed and broadcast across the world.

Iceland offers reimbursement of 25% of the costs incurred during the production of films and television programs in Iceland.

[MORE DETAILS](#)



BIRDING ICELAND

FUGLASKOÐUN

Birding trails, bird-watching hides, and bird exhibitions are available throughout North Iceland. You can see up to 80 species of birds on three different trails; North East Iceland, North West Iceland, and Eyjafjörður fjord. Each of these has its unique aspects, with places like Lake Mývatn, Drangey, Hrísey, and Grímsey all offering stunning panoramas.

The rich birdlife of North Iceland is distributed over widely varying habitats displaying a diversity seldom surpassed in Iceland. Lake Mývatn is a good example, where the number of duck species is among the country's highest.

Accessible areas abound for spotting species such as Barrow's Goldeneye, Harlequin Duck, Gyrfalcon, Rock Ptarmigan, The Great Northern Gannet, and The Guillemot. Wetlands are famed for teeming birdlife, offering an essential habitat for numerous Icelandic breeding species; several of the most renowned areas are in North Iceland.

Bird hides have been built in four places in North Iceland; at Kaldbakstjarnir near Húsavík, at Kópasker, at Höskuldarnes near Raufarhöfn, and on the Langanes peninsula near Skoruvíkurbjarg cliffs.

**360 bird species have been recorded in North Iceland,
and about 85 species nest here.**



Gyr Falcon



Puffins



Harlequin Duck



Bird hide at Kópasker

FROM AKUREYRI BY CAR 
TO REYKJAVÍK BY AIRPLANE 

ARCTIC COAST WAY 
DIAMOND CIRCLE 



DIRECT FLIGHTS TO NORTH ICELAND

BEINT FLUG TIL NORÐURLANDS

[MORE DETAILS](#)



International air traffic through Akureyri Airport includes scheduled flights to and from several European destinations, inbound and outbound charter flights, and frequent visits by private jets. The airport is conveniently located between Europe and the USA. Direct international flights to and from Akureyri are scheduled year-round, as the airport has excellent winter service.

Domestic flights are scheduled daily to Reykjavík, with multiple arrival and departure times throughout each day. Flights to other domestic destinations are also available, including Vopnafjörður, Þórshöfn, and Grímsey. Húsavík airport also has domestic flights to Reykjavík.

Akureyri International Airport has one runway, 2,400 m long and 45 m wide, which can safely accommodate large airplanes. The airport is controlled by highly qualified air traffic controllers (ATC).

The Icelandic Route Development Fund supports new routes for Akureyri Airport. In addition, Isavia offers discounts on airport charges. Visit North Iceland, and North Iceland tourism companies also offer their support and cooperation in developing new routes for Akureyri Airport.

**The airport is just five minutes
from the center of Akureyri.**



MORE DETAILS



TRAVEL TRADE

VERKFAERAKISTA FERÐAÞJÓNUSTUNNAR

Visit North Iceland is the Destination Management and Marketing Organization responsible for the marketing and promotion of North Iceland. The main projects include working with tourism companies and municipalities to coordinate marketing for the region and encourage innovation in tourism. Also, to cooperate with Visit Iceland and the Icelandic Tourist Board in developing and promoting tourism.

Our Travel Trade website contains a good overview of the ongoing projects and material for marketing, such as videos, images, and trade content. You'll also find information and marketing material for both the Arctic Coast Way and Diamond Circle.

Don't hesitate to get in touch with us at info@northiceland.is

Mannamót Natural Iceland Travel Trade Show
is an annual event where you can meet representatives
from up to 250 tourism companies
from all over Iceland.



Black Sand Beach



Grenivík



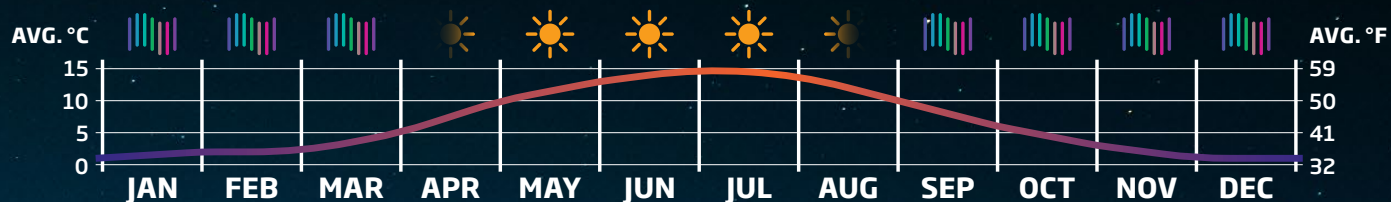
Yule Lads



Aldeyjarfoss

NORTH ICELAND SEASONS

ÁRSTÍÐIR NORÐURLANDS



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