

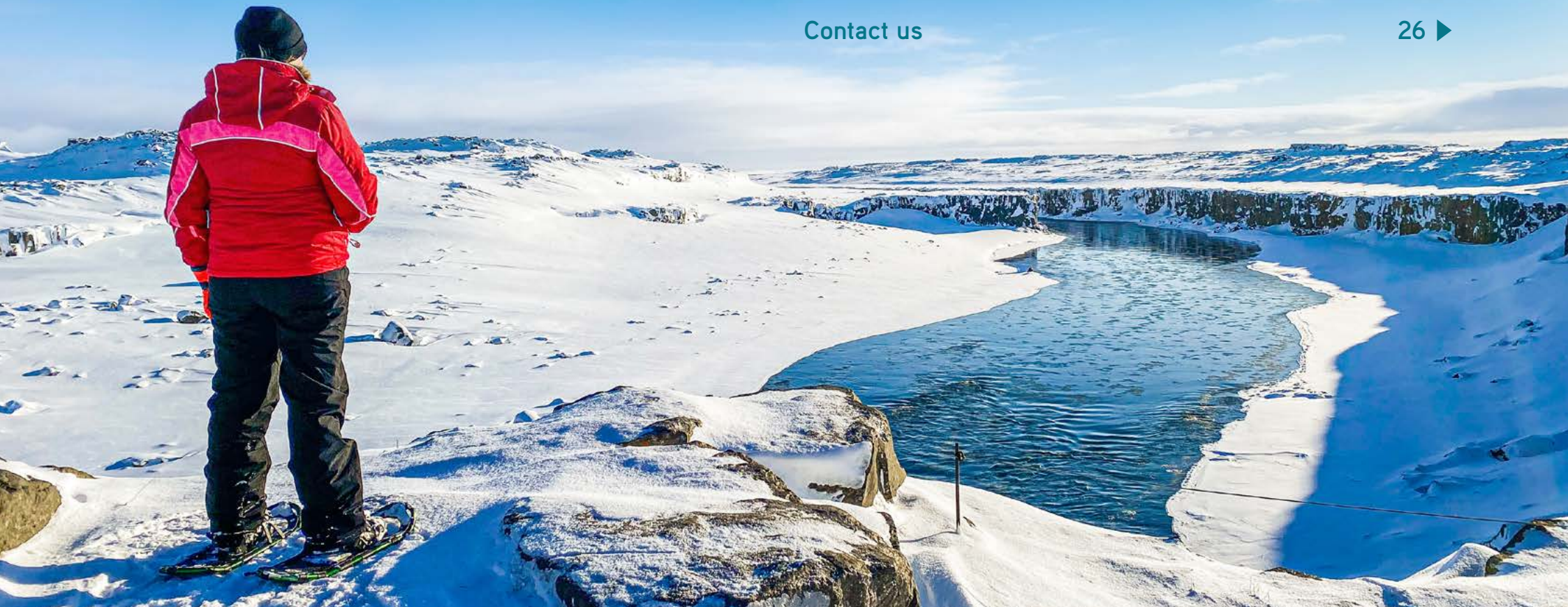


DIAMOND
CIRCLE

TRADE MANUAL
DIAMOND CIRCLE
2023

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1 What is the Diamond Circle?

The Diamond Circle can be described as a magnificent circuit of 250km in North Iceland, which includes some of the most stunning sights and spots for unearthly landscapes.

The Diamond Circle has 5 key destinations which include the historical and picturesque **Goðafoss**, the unearthly blue and green landscapes of **Lake Mývatn** nature paradise, the uncontrollable white energy of **Dettifoss** the most powerful waterfall of Europe, the crescent-shaped wonder of **Ásbyrgi** canyon and **Húsavík** the buzzing whale capital of Iceland with the deep blue seas ahead.

When travelling the Diamond Circle route, you have a unique opportunity to experience one of the most geologically active areas in the world. Iceland exists because of the unusual amount of upwelling mantle material called a “hot spot” located beneath the plate boundary where the North American and Eurasian plates are diverging. The Diamond Circle is located exactly where this is happening in the North Iceland, called the Northern Volcanic Rift Zone. The plates are constantly spreading at an average rate of 9.7 mm in each direction a year. The Diamond Circle is thereby growing larger by almost 40 mm per year or 0.7 mm every week!

Travelling the Diamond Circle, you will experience some spectacular geological features and nature highlights as well as a great variety of activities and adventures.



2 Brand guidelines

Design guidelines and suggestions

Try simple designs and avoid busy structures. Texts are very important to deliver the message as imagery alone says too much without a text focusing the message. Use white space for a contemporary look and to draw attention to the colour palette of the Diamond Circle.

Use the primary colour for headlines and to add highlighting touches in and around messages. Be careful with font size and weights, use simple fonts for broad texts, never use more than two weights of fonts in the same layout, and strike a balance between font size and imagery.

Following these guidelines will make the Diamond Circle identifiable.

Please find further information about the brand at our Travel trade site:
www.northiceland.is/static/files/DiamondCircle/brand_guideline.pdf





Brand promise

The Diamond Circle is the uncut diamond of North Iceland where you beat the crowds and enjoy incredible natural sights and eye-popping landscapes over a circle of 250 kilometres (158 miles). It is off the beaten track with intimate experiences of bizarre beauty and warm and welcoming culture. It is the place to explore and tell stories from. A place to spot the difference. It is powerful, fresh and eternal.



Brand photography

The Diamond Circle's look and feel is an important part of a visual identity. Imagery should visually communicate the key attributes and brand voice as well as adopting elements of the colour palette. Images with people should portray them in a safe environment and be respectful of nature.

Please find pictures and videos at Brandcenter:
www.brandcenter.io/north



3 Organizing tours along the Diamond Circle

The Diamond Circle logo is hosted by Visit North Iceland.

All tourism companies operating along the Diamond Circle can receive the logo for use on their website and other marketing material.

Tourism companies outside the Diamond Circle interested in developing products related to it, can receive the logo for use in their marketing and promotional materials. The Brand Guideline contains information regarding the use of the logo. We kindly ask you to go through this guide and familiarize yourself with the rules.

The Brand Guideline

The Diamond Circle is ideal for self-drive, small- and bigger groups. The roads are good and it is easy to travel between places. It is an area of breathtaking nature with scenic driving routes and multiple activity options for all ages.

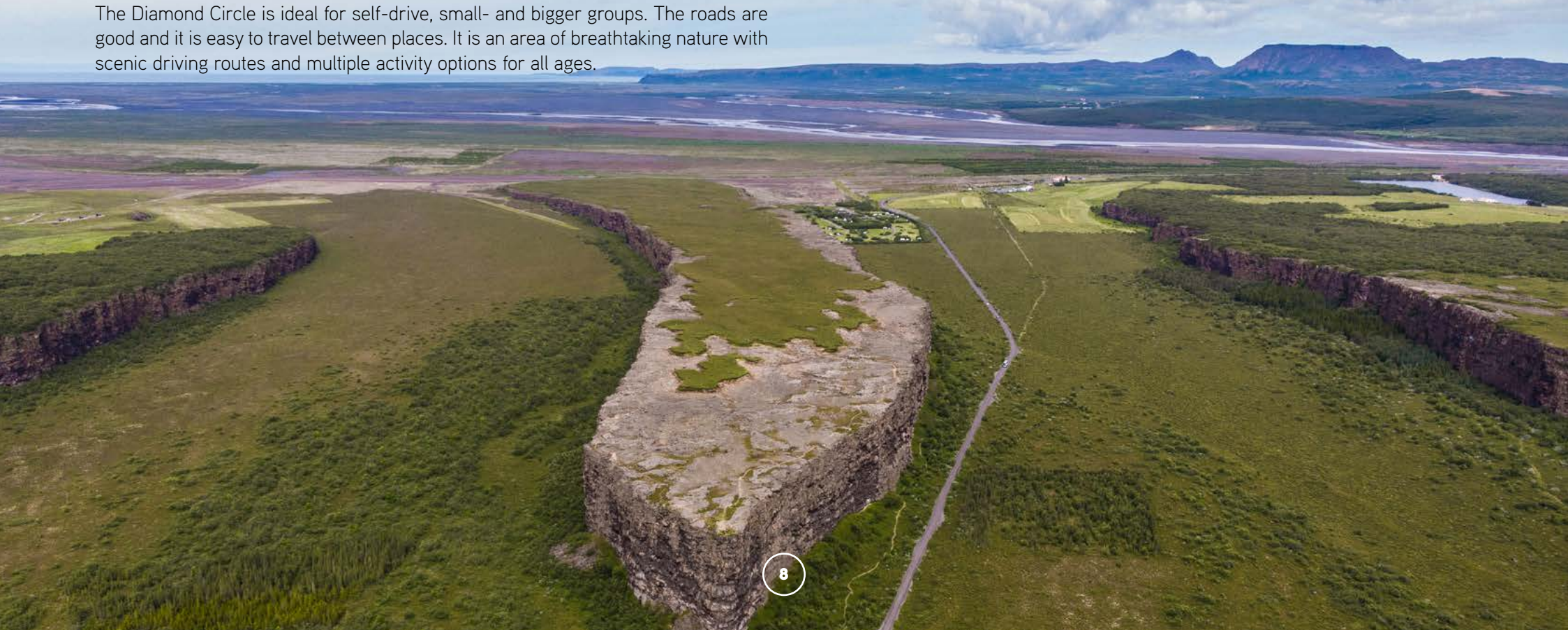
When talking about the Diamond Circle, be sure to always specify the 5 key places that characterize the route; Húsavík, Ásbyrgi, Dettifoss waterfall, Lake Mývatn and Goðafoss waterfall.

Please contact diamondcircle@northiceland.is for further information or if you would like us to send you the logo.

If you want to fly up north there are two domestic airline companies that offer scheduled flights, to Akureyri and Húsavík.

To Akureyri: www.icelandair.com

To Húsavík: www.eagleair.is



Toilet- and Disability access

There is toilet access at a moderate distance all around the Diamond Circle. But the situation differs from what you might be used to in other countries. Toilets are mostly offered by private companies for their customers. You are welcome to use these toilets as long as you are a customer. Please respect this service and encourage your guests to respect it as well.

The Diamond Circle guides its visitors to nature, which often is hard to access for disabled persons. Along the paved roads there are many options to stop a vehicle and access a paved parking space to enjoy panoramic landscape views. Many activity companies, museums, restaurants and accommodations offer tours and good access for disabled persons. Please contact suppliers for detailed information.



4 Travelling the Diamond Circle

You could drive the route in one day but we recommend slowing down and taking your time to explore and enjoy the area to the fullest. Here is our suggestion for travelling the Diamond Circle.

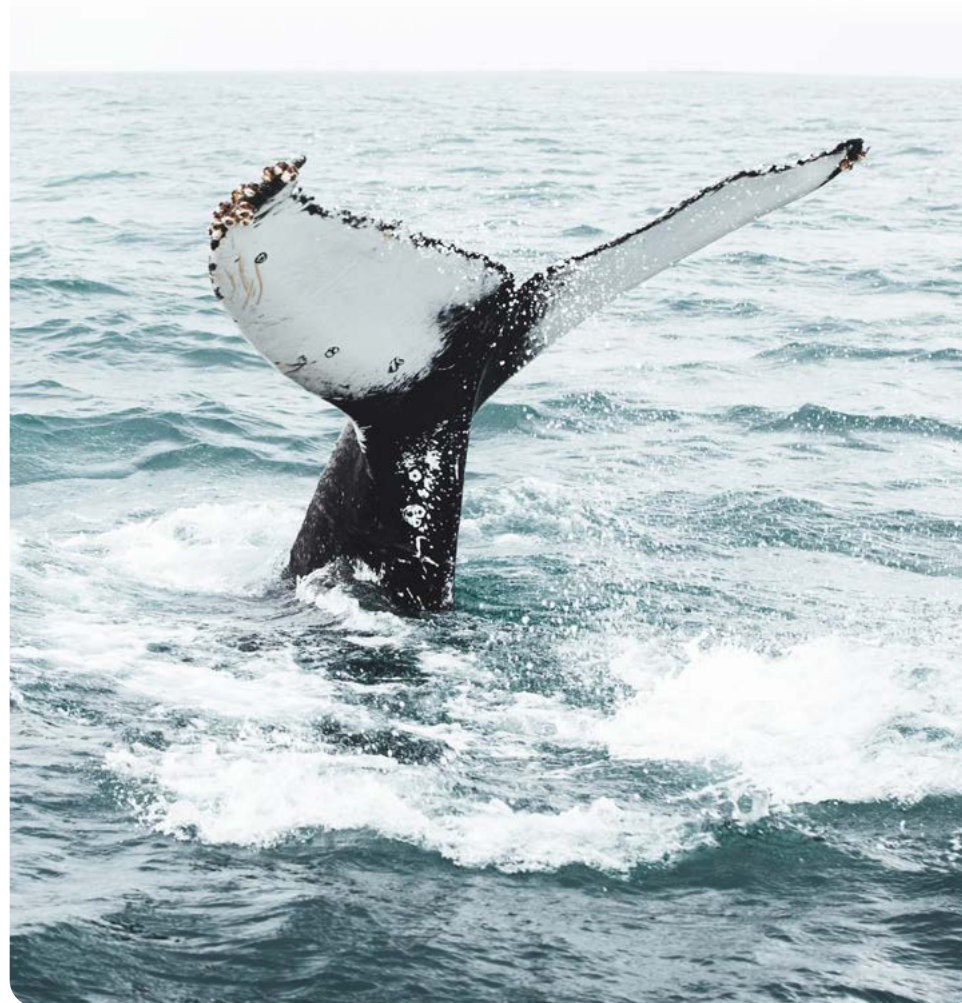
Day 1:

Travel from Akureyri town early morning and your first stop will be Waterfall Goðafoss, located by the Ring Road. The waterfall is easily accessible with good walking paths on both sides. Give yourself good time to explore the waterfall and the nature around it.

Continue the drive to the town of Húsavík, the oldest settlement in Iceland. On your way you will drive through beautiful farmland. In Húsavík there are many things to see and do, including visiting museums, taking a whale watching tour, sailing to the island of Flatey, kayaking, horseback riding, hiking on Mt. Húsavík, golfing and relishing good food.

After a good day of recreation, it is ideal to relax in the GEO Sea baths and enjoy the magnificent view.

In Húsavík and surroundings, you will find both hotels and guesthouses.



Day 2:

It is advisable to start the day early, have a good breakfast and head to Ásbyrgi canyon, then drive along Tjörnes peninsula, a special attraction, especially for those who are interested in geology.

On the east side of Tjörnes is Hringsbjarg, offering a magnificent view of the mountain range of Öxarfjörður and a charming black sand beach, nearby and easily accessible. At Hringsbjarg there is a large viewing platform, a convenient parking area and information sign. This is the perfect place to stop and stretch, breathe in the fresh sea air, and enjoy the view and tranquility.

The peninsula has a lot of bird life that is fun to watch.

When you arrive in Ásbyrgi, it is recommended to stop at Gljúfrastofa information center and learn about Ásbyrgi, this great natural wonder, and obtain information about the many hiking trails in the area. Enjoy the day in a magnificent environment where the contrasts of nature are so strongly revealed.

In the vicinity of Ásbyrgi there are several cozy guesthouses.



Day 3:

Today we head for Dettifoss, Europe's most powerful waterfall.

Along the way there are numerous interesting places that are fun to explore. These include the columnal rock formations at Hljóðaklettur and Hólmatungur vegetation. Walking around this area and along Jökulsá glacial river reveals nature in its most impressive form. At Dettifoss, you truly experience how small you really are.

We continue the tour and head to Lake Mývatn area, you pass Hverir in its colorful splendor emanating acid fumes of sulphur. Walk around and admire the clay and steam hot springs that surround the area. If it is too late in the evening and it is even getting dark, it is ideal to come here again tomorrow.

A variety of accommodation is available by Lake Mývatn; farm accommodation, guesthouses and hotels. If time permits, it is strongly recommended to stop by the Mývatn Nature Baths and relax before going to bed.



Day 4:

In calm weather, it is pleasant to stroll out and enjoy breakfast in beautiful surroundings. The main natural gems of Lake Mývatn are waiting and if you are interested, it is possible to rent bikes and cycle around the area or even travel around on foot or on horseback. Dimmuborgir lava formations, Hverfjall crater (easy walk up there), Grjótagjá cave, Höfði lava formations and Skútustaðagígar pseudo craters. The Bird Museum and the diverse bird life by the lake.

Those who love adventure can also participate in cave exploration. As you can see, there is plenty to explore and experience.

Of course, we recommend going back to The Nature Baths, it is just perfect to lie in hot geothermal water and let all worries leave your body. The view does not hurt either!

We recommend local food from the countryside, it will not be any fresher.

Stay another night by Lake Mývatn.



Day 5:

The Diamond Circle tour is over for now. Of course, you can stay longer in the area or travel further east, depending on what suits you the best. From Lake Mývatn area, you can also easily access the highlands; a trip to Askja caldera is unforgettable.



Beyond the Diamond Circle:

We also recommend travelling beyond the Diamond Circle, where you can find areas full of interesting activities and pure and unspoiled nature.

The Arctic Coast Way tourist route goes off the beaten track where you will discover some of the most remote places in North Iceland; a unique adventure following 900 km of coastal roads close to the Arctic Circle.

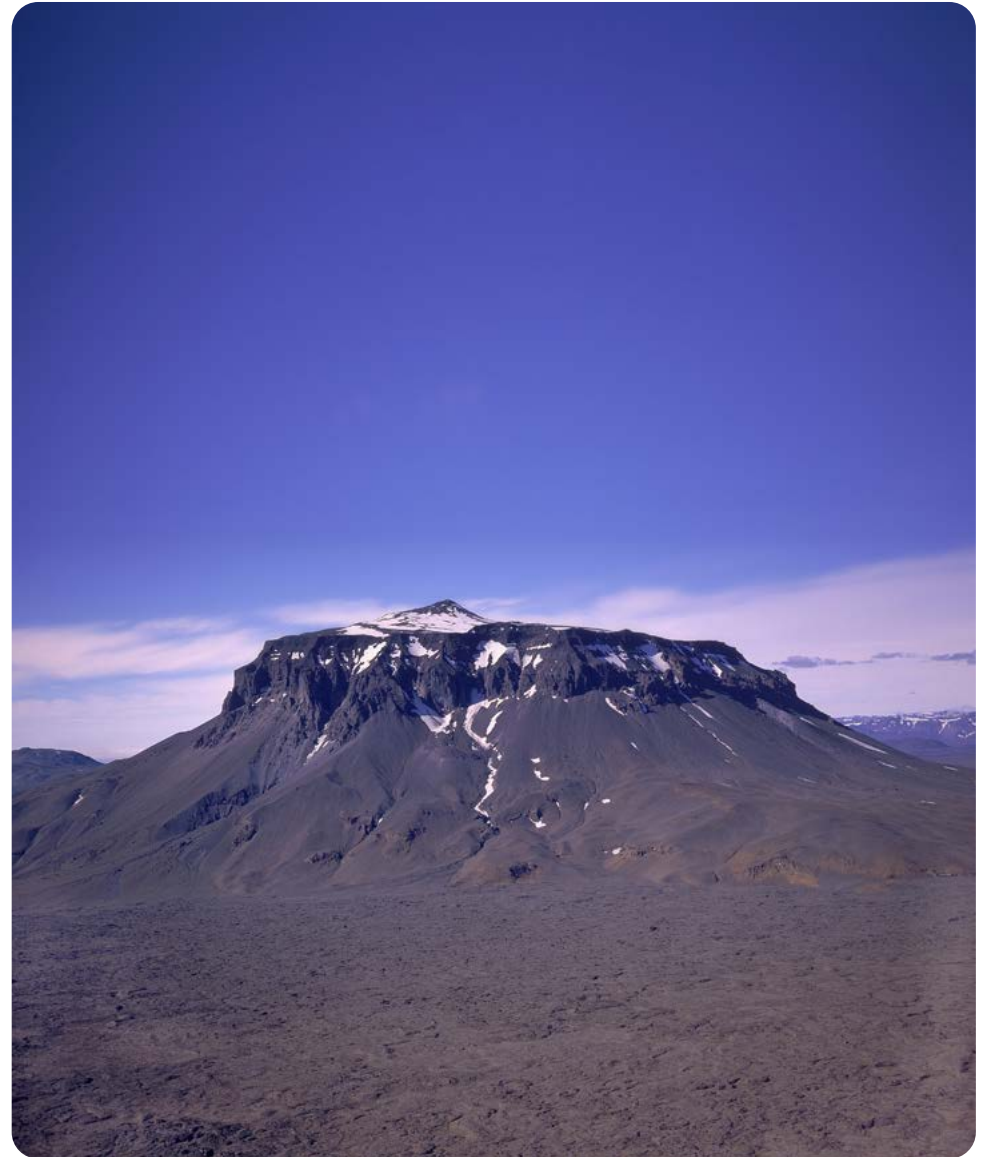
In the highlands you will find the “Queen of the Mountains”, majestic Mt. Herðubreið and Askja, a volcanic depression formed by the collapse of a magma chamber.

Aldeyjarfoss, where the pearly turquoise waters loudly rumble down from a black cliff, framed with perfect basaltic columns, into a canyon creating a unique landscape.

Akureyri, capital of North Iceland. The great location, the mild climate and the arty vibe makes this town an attractive spot.

Grenivík is a small fishing town and the perfect destination for those looking for excellent outdoor experience.

Edge of the Arctic: Melrakkaslétta peninsula and Langanes peninsula. The moorlands are cushioned in moss and riddled with lakes and marshes. The mostly flat lands are broken by a few small hills with good trekking trails and are dotted with several deserted farms. All the area is rich in flora and arctic fauna, mostly birds, and the tranquillity hovers all around.



5 Sustainability

Sustainable tourism might be a challenge, but it is also an opportunity, and tourism in North Iceland takes this responsibility seriously.

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 trying 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.



The use of regional products is a growing focus in the catering trade where the motto has become “From producer to customer”, not just for the quality of food but also for shorter transportation and support of local farmers.

How can visitors contribute to sustainable travel?

- **Buy Icelandic products when shopping, both for food and handicrafts**
- **Support the area by buying services from local providers**
- **Do not buy bottled water - our tap water is fresh, clean and drinkable**
- **Recycle your trash. There are public recycling points in villages and towns. Just ask the locals.**
- **Stay on hiking trails and respect trail limits to protect vegetation, soil and wildlife sites**
- **Respect restricted natural areas during bird breeding and for eider duck nesting**
- **Do not damage sensitive moss and lichen**
- **Respect national laws and rules for camping**
- **Choose accommodation with a quality license**

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.

6 Travel Seasons

Snowfall can occur between September and May. Always check daily weather and road conditions. When travelling in winter, make sure you have enough time and flexibility as weather conditions can be challenging and snowstorms or heavy snowfalls can even close the main roads which are usually cleared every day.

Summer is the season of best road conditions and the entire route is accessible. Most activities are available, except winter sports, and there may be limitations due to daily weather conditions. As this is the main season, advance booking is required.

Usually all roads remain open in **autumn**, but single days with snowy conditions may occur. The weather is often excellent, albeit with lower temperatures than in summer, but still with a lot of sun and long days to fill with activities and experiences. September brings in the season of the Northern Lights.

Winter is the season of challenging road and weather conditions, but nevertheless of great beauty and tranquillity. Winter activities are available and it is the high season for Northern Lights.

In **spring**, usually all roads are open, but unstable weather conditions can still bring temporary snowfalls and closed roads. The first fresh green vegetation is beginning to appear after the long winter frosts and the migrating birds are arriving. This is also the lambing season, the farmers' busiest time of year. The sun arrives and the days get longer at a rapid rate.

Useful Websites:

www.safetravel.is

The Icelandic Association for Search and Rescue

www.road.is

Road conditions from the Icelandic Road and Coastal Administration

www.en.vedur.is

Weather forecasts from The Icelandic Meteorological Office



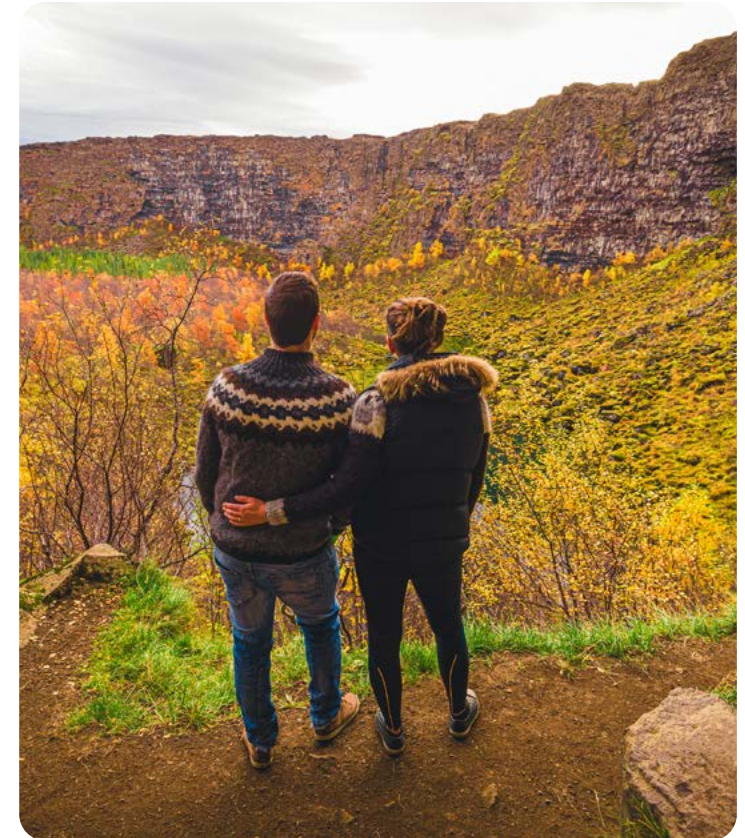
7 Infrastructure

ACTIVITIES

Travel Agencies	Area	Website	E-mail
Travel North	Húsavík	travelnorth.is	info@travelnorth.is
Fjallasýn	Húsavík	fjallasyn.is	info@fjallasyn.is
North Sailing	Húsavík	northsailing.is	info@northsailing.is
Saltvík	Húsavík	saltvik.is	saltvik@saltvik.is

Day Tours	Area	Website	E-mail
GEO Travel	Mývatn	geotravel.is	info@geotravel.is
Travel North	Húsavík	travelnorth.is	info@travelnorth.is
MTB–Húsavík	Húsavík	mtb-husavik.is	mtb@mtb-husavik.is
Nordic Natura	Ásbyrgi	nordicnatura.is	info@nordicnatura.is
Gentle Giants	Húsavík	gentlegiants.is	info@gentlegiants.is

Private Tours	Area	Website	E-mail
GEO Travel	Mývatn	geotravel.is	info@geotravel.is
Travel North	Húsavík	travelnorth.is	info@travelnorth.is
Fjallasýn	Húsavík	fjallasyn.is	info@fjallasyn.is



Whale Watching & Boat Tours	Area	Website	E-mail
Gentle Giants	Húsavík	gentlegiants.is	info@gentlegiants.is
North Sailing	Húsavík	northsailing.is	info@northsailing.is
Salka Whale Watching	Húsavík	salkawhalewatching.is	info@salkawhalewatching.is
Húsavík Adventures	Húsavík	husavikadventures.is	whales@husavikadventures.is
Horse Back Riding	Area	Website	E-mail
Saltvík	Húsavík	saltvik.is	saltvik@saltvik.is
Bike Tours	Area	Website	E-mail
Original North		originalnorth.is	originalnorthcamp@gmail.com
MTB- Húsavík	Húsavík	mtb-husavik.is	mtb@mtb-husavik.is
Geothermal Baths	Area	Website	E-mail
GEO Sea Baths	Húsavík	geosea.is	geosea@geosea.is
Mývatn Nature Baths	Mývatn	myvatnnaturebaths.is	info@jardbodin.is
Museums	Area	Website	E-mail
The Transport Museum	Ystafell	ystafell.is	sverrifelli@gmail.com
Grenjaðarstaður old farmhouse		husmus.is	safnahus@husmus.is
Húsavík Whale Museum	Húsavík	whalemuseum.is	info@hvalasafn.is
Húsavík Museum	Húsavík	husmus.is	safnahus@husmus.is
Museum at Mánárbakki	Tjörnes		manarbakki@gmail.com
Sigurgeir's Bird Museum	Mývatn	fuglasafn.is	fuglasafn@fuglasafn.is



Husky Tours	Area	Website	E-mail
Snow dogs	Mývatn	snowdogs.is	info@snowdogs.is
Ski Area	Area	Website	E-mail
Mývatn Ski area	Mývatn	myvatnskidi.is	
Húsavík Ski area	Húsavík	volsungur.is/skidi	volsungur@volsungur.is
Snowmobile Tours	Area	Website	E-mail
GEO Travel	Mývatn	geotravel.is	info@geotravel.is
Super Jeep Tours	Area	Website	E-mail
GEO Travel	Mývatn	geotravel.is	info@geotravel.is
Travel North	Húsavík	travelnorth.is	info@travelnorth.is
MTB- Húsavík	Húsavík	mtb-husavik.is	mtb@mtb-husavik.is



ACCOMMODATION

Hotels	Area	Website	E-mail
Fosshotel Húsavík	Húsavík	islandshotel.is	husavik@fosshotel.is
Húsavík Cape Hotel	Húsavík	husavikhotel.com	info@husavikhotel.com
Fosshotel Mývatn	Mývatn	islandshotel.is	myvatn@fosshotel.is
Hotel Laxá	Mývatn	hotellaxa.is	hotellaxa@hotellaxa.is
Berjaya Iceland Hotels	Mývatn	icelandairhotels.com	myvatn@icehotels.is
Sel Hotel Mývatn	Mývatn	myvatn.is	myvatn@myvatn.is
Skúlagarður	Ásbyrgi	skulagardur.com	info@skulagardur.com

Guesthouses	Area	Website	E-mail
Árból	Húsavík	arbol.is	arbol@arbol.is
Guesthouse Brekka	Húsavík	guesthousebrekka.com	brekka@brekkubol.is
Húsavík Guesthouse	Húsavík	husavikguesthouse.com	info@husavikhotel.com
Saltvík	Húsavík	saltvik.is	saltvik@saltvik.is
Tungulending	Húsavík	tungulending.is	mail@tungulending.is
Dettifoss Guesthouse	Ásbyrgi	dettifossguesthouse.is	dettifossg@gmail.com
Narfastaðir Guesthouse	Laugar	farmhotel.is	farmhotel@farmhotel.is
Dimmuborgir Guesthouse	Mývatn	dimmuborgir.is	info@dimmuborgir.is

Camping and Hostels	Area	Website	E-mail
Camping 66.12 North	Tjörnes	facebook.com	manarbakki@gmail.com
Hlíð Travel Service	Mývatn	myvatnaccommodation.is	info@myvatnaccommodation.is
Vogar Camping	Mývatn	vogahraun.is	info@vogahraun.is
Original North - Glamping	Goðafoss	originalnorth.is	originalnorthcamp@gmail.com



Farm stay	Area	Website	E-mail
Fljótshakki Farm Hotel	Goðafoss	fljotsbakki.com	fljotsbakkifarm@gmail.com
Vogafjós Farm Resort	Mývatn	vogafjosfarmresort.is	vogafjos@vogafjos.is

Cottages and Apartments	Area	Website	E-mail
Breiðamýri Fram	Laugar	breidamyri.is	breidamyri@breidamyri.is
Einishús Cottage	Laugar	einishus.com	info@einishus.com
Nordic Natura	Ásbyrgi	nordicnatura.is	info@nordicnatura.is
Svartaborg	Goðafoss	svartaborg.com	svartaborg@gmail.com
Skjálíandi apartments	Húsavík	skjalfandiapartments.is	hello@skjalfandiapartments.is

FOOD AND DRINK

Restaurants	Area	Website	E-mail
Dalakofinn Restaurant	Laugar	dalakofinn.is	dalakofinn@dalakofinn.is
Salka Restaurant	Húsavík	facebook.com	salka@salkarestaurant.is
Lemon	Húsavík	lemon.is	husavik@lemon.is
Heimabakari Konditori	Húsavík	heimabakari.is	heimabakari@simnet.is
Gamli Baukur	Húsavík	gamlibaukur.is	gamlibaukur@gamlibaukur.is
Vogafjós Farm Resort	Mývatn	vogafjosfarmresort.is	vogafjos@vogafjos.is
The Old Farm-Bistro	Mývatn	icelandairhotels.com	reservations@icehotels.is
Daddi's Pizza	Mývatn	daddispizza.com	info@vogahraun.is
Veggur restaurant	Kelduhverfi	veitingahus.is	veggurveitingahus@outlook.com

Other	Area	Website	E-mail
Ásbyrgi Visitor Center	Ásbyrgi	www.vjp.is	asbyrgi@vjp.is



OTHER DAY TOUR PROVIDERS IN NORTH ICELAND

Company	Area	Website	E-mail
Arctic Fox Travel	Akureyri	arcticfoxtravel.is	info@arcticfoxtravel.is
Circle Air	Akureyri	circlear.is	circlear@circlear.is
IceAk	Akureyri	iceak.is	iceak.iceland@gmail.com
Imagine Iceland Travel	Akureyri	imagineicelandtravel.com	info@imagineicelandtravel.com
Inspiration Iceland	Akureyri	inspiration-iceland.com	info@inspiration-iceland.com
No17	Akureyri	no17.is	no17@no17.is
Nonni Travel	Akureyri	nonnitavel.is	nonni@nonnitavel.is
NumberOne	Akureyri	numberone.is	info@numberone.is
Saga Travel	Akureyri	sagatravel.is	info@sagatravel.is
SBA-Norðurleið	Akureyri	sba.is	sba@sba.is
Star Travel	Akureyri	startravel.is	info@startravel.is
Sýsli Tours	Akureyri	sysli.is	sysli@sysli.is
The Traveling Viking	Akureyri	ttv.is	ttv@ttv.is



Contact us

We are happy to help you with all questions you may have regarding the Diamond Circle. Please contact us if you would like to use the Diamond Circle logo or our free pool of photos. We are also happy to assist you plan your itinerary for a Diamond Circle tour.

diamondcircle.is

diamondcircle@northiceland.is





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