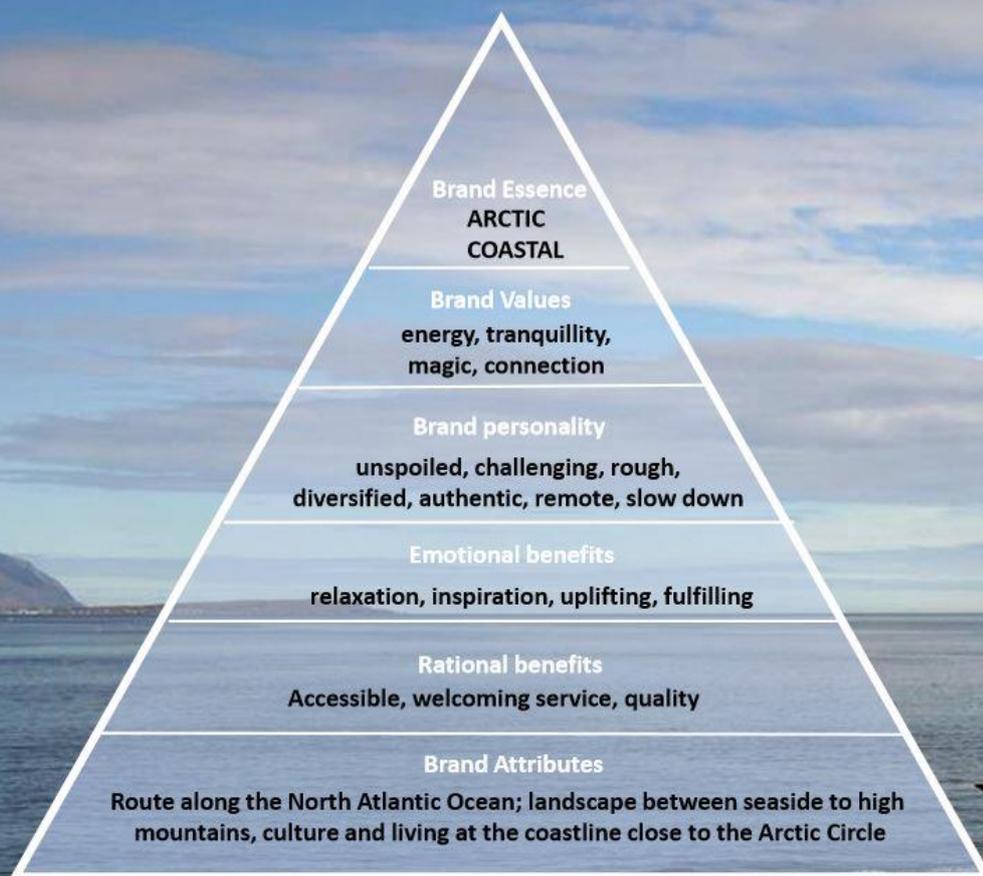


## MEMBERSHIP AND OPERATION FOR THE ARCTIC COAST WAY

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** and set up a **brand pyramid**:

*“The Arctic Coast Way on Iceland’s Northern Coast, connects you to its rough and unspoiled nature and takes you to diversified landscapes between seaside and mountains. It captivates you with its peaceful coastal villages and authentic people, whose stories and culture are formed by the live at the ocean close to the Arctic Circle. It inspires you with changeful atmospheres of remote tranquillity, vibrant energy and magical lights all year round. You are freed up to slow down and leave feeling uplifted and fulfilled with unique memories.” (finalized after the experience development process in autumn 2018)*



## 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 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:**

1-72-711-717-716-1-74-745-744-748-75-76-77-76-82-808-82-809-82-811-82-816-1-83-835-1-85-870-874-85-869-85-91-85



## 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 (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 (“things to do”) and Hero Experiences** have to be at the coast or on/in the ocean
- ✓ **Operators** who are on the defined area of the Arctic Coast Way (see Businesses) cannot become members if they do not offer any 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.) in cooperation/packages with Arctic Coast Way members.

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 („Things to do“) versus Hero Experiences

**Both, products and Hero Experiences, deliver on the brand promise to the visitors (see beginning of the text). Therefore they:**

- ✓ Stand to the values of the brand pyramid (*finalized after the experience development process in autumn 2018*)
- ✓ Highlight the rough and unspoiled nature of the coastal landscape
- ✓ Tells the stories of how the nature and the ocean influenced the live and culture close to the Arctic Circle

- ✓ Tells stories of how nature and the ocean influenced food culture and highlights option to taste and experience local food

### **3.1. Hero Experience for the Arctic Coast Way**

An Hero Experience features Arctic Coast Ways best and/or most unique offerings. An Arctic Coast Way Hero Experience is a strictly limited word just for these products that

- ✓ Fully embody the Hero experience criteria defined in the Arctic Coast Way Experience Tool Kit (*finalized after the experience development process in autumn 2018*)
- ✓ Are accepted in the application process (A.6)

### **3.2. Day Tour/Multiple Day Tour**

Day tours and Multiple day tours 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-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 for the Arctic Coast Way get the strongest position in all marketing efforts and pay therefore a reasonable extra fee and get therefore among others the individual coaching from Markaðsstofa Norðurlands to navigate the development from the accepted concept in the application to the market readiness of the Hero Experience.

## 5.1. Service and costs

Costs for participation in marketing for the ACW for 2018-19

Size of company	Costs 2019	Additional costs for development of a Hero Experience
1-2 employee	19.900	<i>Finalized after the experience development process with Blue Sail in autumn 2018</i>
3-4 employee	29.900	
5-6 employee	54.900	
7-10 employee	69.900	
≥11 employee	99.000	

	All Members	Hero Experiences
<b>Homepage</b>	Development and hosting of a ACW homepage each member appears in according categories/menus	Get the strongest position (frontpage, several submenus)
<b>Logo</b>	Get the ACW logo for their marketing	Get the ACW logo for their marketing and the ACW hero symbol for their delivered Hero Experiences
<b>Interactive map</b>	Position in the interactive map on the homepage	Position on the interactive map on the homepage in a extra category
<b>Official Tourist Guide from MN</b>	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 listet in the chapter about the ACW and get the ACW Hero symbol behind their fields in the other chapters of the guide
<b>Operation manual</b>	Development of an operation manual for distribution to oversea operators; Are listed in according chapters	Are listed, explained and get a photo in the main chapter and are highlighted in the included itineraries
<b>Visit North Iceland map</b>	ACW is marked in the map	ACW is marked in the map
<b>ACW map</b>	Creation, Update and print of an ACW map	Are marked with Hero-Symbol in the map
<b>Passports</b>	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
<b>Image photos</b>	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.

<b>Tool Kit for experience development</b>	Development and Update	Personal coaching to develop a hero experience (after successful application) 4x 2 hrs.: 1. concept discussion after application, 2. testing and adaptation of the experience 3. Help with market assets / photos 4. market readiness
<b>Press, medias</b>	Included in the general press and media efforts for the ACW	Highlighting the Heros in the promotion of ACW to press and medias
<b>Trade shows 1</b>	Representing the project on Mannamót, Mid-Atlantic, Vestnorden with flyer and banner	Are on a strong position on the flyer and the banner
<b>Tradeshows 2 (ITB or target group related)</b>	Representing the project	Focus is on promoting the hero Experiences. Coasts and strategy for presentation is discussed with the companies 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 products, services and Hero Experiences
- ✓ stand to the brand values and personality of the Arctic Coast Way
- ✓ respect nature and wildlife 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 an in the operation manual.