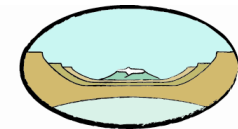


Marketing competitiveness of Icelandic tourism

from the perspective of a foreign seller

Anneke Dekker

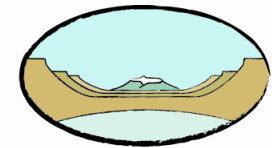
27 october 2005



IISLAND TOURS

Contents

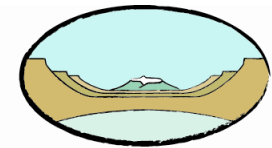
- **Introduction**
- **Why Iceland**
- **Product development**
- **Servicelevel**
- **Pricelevel**
- **Conclusions**



IISLAND TOURS

Contents

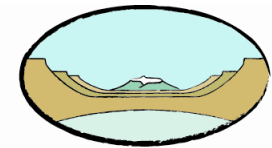
- **Introduction**
- Why go to Iceland
- Product development
- Servicelevel
- Pricelevel
- Conclusions



IISLAND TOURS

Contents

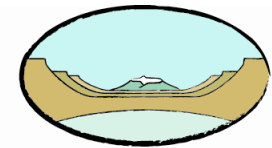
- Introduction
- **Why go to Iceland**
- Product development
- Servicelevel
- Pricelevel
- Conclusions



IISLAND TOURS

Contents

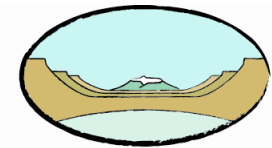
- Introduction
- Why go to Iceland
- **Product development**
- Servicelevel
- Pricelevel
- Conclusions



IISLAND TOURS

Contents

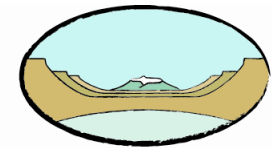
- Introduction
- Why go to Iceland
- Product development
- **Servicelevel**
- Pricelevel
- Conclusions



IISLAND TOURS

Contents

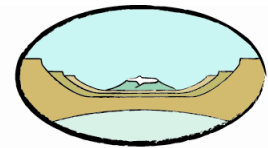
- Introduction
- Why go to Iceland
- Product development
- Servicelevel
- **Pricelevel**
- Conclusions



IISLAND TOURS

Contents

- Introduction
- Why go to Iceland
- Product development
- Servicelevel
- Pricelevel
- **Conclusions**



IISLAND TOURS