



FERÐAMÁLASTOFA GAGNAGRUNNUR OG HANDBÓK

8. júní 2008

Elín Svava Ingvarsdóttir



*Ferðamálastofa
Icelandic Tourist Board*



HVAÐ ER GAGNAGRUNNURINN?

- Skráning allra* aðila í ferðapjónustu á Íslandi á einum stað
- Sex aðalflokkar – 63 undirflokkar
 - Almennar upplýsingar (7)
 - Samgöngur (8)
 - Gisting (10)
 - Afþreying (29)
 - Listir og menning (5)
 - Veitingastaðir (4)



HVAÐ ER GAGNAGRUNNURINN?

- Um 2.100 aðilar með 2.700 skráningar
 - Almennar upplýsingar (550)
 - Samgöngur (140)
 - Gisting (700)
 - Afþreying (560)
 - Listir og menning (260)
 - Veitingastaðir (490)



HVERNIG FINNUM VIÐ UPPLÝSINGAR ÚR GRUNNINUM?

- Í handbókinni
- Á vefnum
 - www.visiticeland.com (9 tungumál)
 - www.ferdalag.is
 - Landshlutavefir



HANDBÓKIN

- Seld í áskrift
 - Upplýsingamiðstöðvar, ferðapjónustufyrirtæki
- Kemur út á íslensku og ensku
- Mikilvægt uppflettirit



HANDBÓKIN – BREYTINGAR 2010

- Nú eingöngu gefin út rafrænt sem PDF
- Skipt niður eftir landshlutum
- Innan landshluta raðað eftir flokkum
- Hver flokkur í stafrófsröð eftir heiti aðila
- Ekki lengur raðað eftir póstnúmerum



HANDBÓKIN





VEFIR FERÐAMÁLASTOFU

- Þrír megin vefir
- visiticeland.com –landkynningarvefur fyrir markaði erlendis
- ferdalag.is – landkynning, innanlands
- Skrifstofan í Bandaríkjunum með sér vef
- ferdamalarad.is - samskiptavefur ferðaþjónustunnar



VISITICELAND.COM

- Í loftinu frá 1996 - Endurnýjaður fjórum sinnum
- 9 tungumál – íslenski hlutinn ferdalag.is
- Sérstaðan felst í gagnagrunninum
- Vaxandi umferð - fjölsóttasti ferðavefur landsins
- 200-250 þúsund gestir á mánuði
- Gestir frá um 70 þjóðlöndum á mánuði
- Vel staðsettur á helstu leitarvélum



VISITICELAND.COM

[Brochures](#) | [Contact](#) | [FAQ](#) | [Meetings & Conventions](#) | [Sitemap](#)



visiticeland
Your official travel guide to Iceland

Iceland Map
Select Area:



- Home**
- Discover Iceland
- Accommodation
- See & do
- Travel Guide
- Eruption information
- Language : International ▾



Spring

Spring is the time when the sun climbs ever higher, warming up the earth and all living things.

Travel Search

Attractions

Accommodation ▾

Hotels ▾

North ▾

By Keyword

Search

Pictures

Map View

Iceland operators

Here you find a list of tour operators and travel agencies, specializing in offering you adventures in Iceland all year round.

[Read more](#)

Travel to Iceland

There is a wide selection of international flights to Iceland, both from Europe and the USA. You also have the possibility of a ferry connection.

[Read more](#)

Inspired by Iceland video

Iceland is literally bursting with energy like never before. Come and be inspired by Iceland.



[Read more](#)

Iceland on Facebook

You like this. Unlike

Iceland has **34,691** fans



Janet Sunna Sigga Dóra Ahmad Steffan



Nana Jaimie Hulda Útilegumark Katka Anna

What's On

3.6.2010 Volcanic eruption in Eyjafjallajökull

For the past two weeks there has been no activity in the Eyjafjallajökull volcano. Only a small trace of smoke comes up from the crater but no ash, lava or any other material. This most likely marks the end of the eruption.

[Read](#)

19.5.2010 A breath of fresh air

Stepping out of the airport in Iceland is usually followed by a deep breath of amazingly fresh air. There have been some questions regarding air quality in Iceland following the recent eruption.

[Read](#)





UPPFLETTING Á VEFNUM

Brochures | Contact | FAQ | Meetings & Conventions | Sitemap Search



Iceland Map
Select Area:



Home

Discover Iceland

Accommodation

See & do

Travel Guide

Eruption information

Language : International



Welcome to Iceland

Iceland is not only closer than you think, but far different than you ever imagined.

Travel Search

Attractions

Choose Category

All Categories

Choose Destination

By Keyword

Search

Pictures

Map View

Velja yfirflokk

Velja undirflokk

Velja landshluta

Leitarorð til að þrengja

Iceland operators

Here you find a list of tour operators and travel agencies, specializing in offering you adventures in Iceland all year round.

Read more

Travel to Iceland

There is a wide selection of international flights to Iceland, both from Europe and the USA. You also have the possibility of a ferry connection.

Read more

Inspired by Iceland video

Iceland is literally bursting with energy like never before. Come and be inspired by Iceland.

Read more



Iceland on Facebook

You like this. Unlike

Iceland has 34.688 fans

What's On

26.2010 Volcanic eruption in Eyjafjallajökull





GAGNAGRUNNUR UM ÁHUGAVERÐA STAÐI

The screenshot shows the Visit Iceland website. At the top, there is a navigation bar with links for Brochures, Contact, FAQ, Meetings & Conventions, and Sitemap, along with a search box. The main header features the Visit Iceland logo and the tagline "Your official travel guide to Iceland". Below this is a secondary navigation bar with tabs for Home, Discover Iceland, Accommodation, See & do, Travel Guide, Eruption information, and Language: International. The main content area includes a large banner image of a natural rock archway on a cliffside. To the right of the banner is a "Travel Search" section with dropdown menus for "Choose Category" and "Choose Destination", a "By Keyword" search box, and a "Search" button. Below the banner are three featured sections: "Iceland operators", "Travel to Iceland", and "Inspired by Iceland video". At the bottom, there is a "What's On" section with a news item about a volcanic eruption in Eyjafjallajökull.

Viðhaldið af landshlutum





LEITARNIÐURSTÖÐU R - LISTI

[Home](#)[Discover Iceland](#)[Accommodation](#)[See & do](#)[Travel Guide](#)[Eruption information](#)[Language : International](#)

Visit Iceland \ Search Results



Search Results

Searched for: Höfuðborgarsvæði - Accommodation - Hotels

CenterHotel Skjaldbreið



Address Laugavegur 16

Location 101, Reykjavík

Telephone 511-6060

E-mail skjaldbreid@centerhotels.is

Website www.centerhotels.com

CenterHotel - Skjaldbreid a 4 star hotel in downtown Reykjavik, offering you the best of Reykjavik with in walking distance. The building is rated ...

Rating



Opening Period

Open All Year

[Read More](#)

CenterHotel Þingholt



Address Þingholtsstræti 5

Location 101, Reykjavík

Telephone 595-8530

E-mail reservations@centerhotels.is

Website www.centerhotels.is

CenterHotel Thingholt offers 50 air-conditioned guestrooms, all of which are decorated in a sleek, contemporary style inspired by Icelandic nature. ...

Rating



Opening Period

Open All Year

[Read More](#)



LEITARNIÐURSTÖÐUR – EINSTAKUR AÐILI



Iceland Map
Select Area:



- Home
- Discover Iceland
- Accommodation
- See & do
- Travel Guide
- Eruption information
- Language : International

Staðsetning á korti

Hægt að súmma inn og út

Aðrir staðir í nágrenninu

Visit Iceland \ Search Results \ Travel Service

Hotel Gígur - Keahotels



Categories	Hotels, Restaurants
Address	Skútustaðir
Location	660, Mývatn
E-mail	gigur@keahotels.is
Website	www.keahotels.is/Hotel-Gigur
Telephone	464-4455
Fax	464-4279
Rooms	37
Beds	73



Ljósmyndir af stað



BIRTING Á LANDSHLUTAVEFJUM

visit south iceland

Your official travel guide to South Iceland

Sitemap | FAQ | S-Iceland Marketing Office

Search

Iceland Map
Select Area:



Home

Discover South Iceland

Travel Guide

Accommodation

Dining

What to See & Do

Language : English

South Iceland \ Search Results



Search Results Searched for: Culture & arts - Exhibitions

Árnesinga Art Museum



Address Austurmörk 21
Location 810, Hveragerði
Telephone 483-1727
E-mail listasafn@listasafnarnesinga.is
Website www.listasafnarnesinga.is

LÁ Art Museum (Listasafn Árnesinga) shows four to five ambitious exhibitions every year in the four spacious exhibitions rooms. It can be modern art, ...

Opening Period

Open All Year

[Read More](#)

Gónhóll Gallery



Address Eyrargata 51-53
Location 820, Eyrarbakki
Telephone 483-1280
E-mail eyrarbakki@hostel.is
Website www.gonholl.is

Eyrarbakki is one of the oldest trading towns in Iceland but the towns' prime time was from middle of the 18th century to the early 19th century. ...

Opening Period

Open All Year

[Read More](#)

Hotel Leirubakki

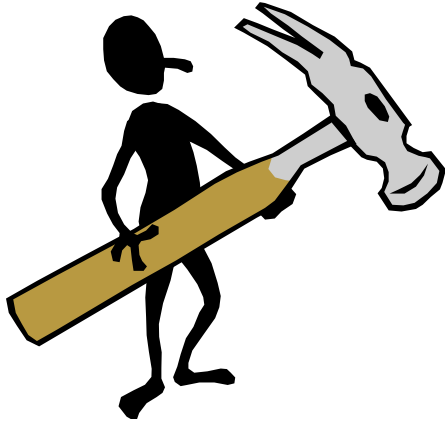


NÆSTU SKREF Í ÞRÓUN Á GRUNNINUM

- Áframhaldandi samvinna við markaðsstofur
- Halda áfram þróun á kortavirkni
- Meiri og betri upplýsingar



HVERNIG HÖLDUM VIÐ GRUNNINUM GÓÐUM?



- Með ykkar hjálp!

