

# STORY OF AUSTURLAND

CREATION:  
DESTINATION DESIGN PROGRAM OF AUSTURLAND - EAST ICELAND



AUSTURLAND

**REPORT:**

Creation:  
Destination Design Program  
of Austurland - East Iceland  
January 2017

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**AUSTURLAND**



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# FOREWORD

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Stóra spurningin er hvernig velur fólk sér búsetu í dag þegar allur heimurinn er í raun eitt atvinnusvæði?

Ég er fædd og uppalin á Austurlandi, flutti að heiman, stundaði nám og starfaði lengi vel erlendis. Ástæða þess að ég flutti aftur heim er ekki minnst góðar minningar úr æsku. Ljúfar æskuminningar, frelsið, tækifærin á heimslóðum og nánd í litlu samfélagi dró mig og mína fjölskyldu á heimaslóðir.

Mér sem verkefnisstjóra er efst í huga æskan og framtíð þeirra á Austurlandi. Hvernig staður viljum við vera í framtíðinni? Hvernig ætlum við að laða að nýjar fjölskyldur á svæðið?

Hvernig stuðlum við að því að gera Austurland að framúrskarandi stað til að búa á og þá jafnframt ferðast til? Þetta helst allt í hendur og ef íbúar eru ánægðir verða gestir okkar heillaðir.

Þessa dagana fer fram mjög mikilvæg vinna við þróun á áfangastaðnum Austurland. Oftast er orðið "áfangastaður" notað í tengslum við stað sem gesti langar að heimsækja en ætti einnig að ná yfir stað sem fólki langar að búa á.

Vinnuheitið okkar hefur verið „Áfangastaðurinn Austurland“ en í raun snýst þetta verkefni um Austurland sem landsfjórðung og þróun samfélagsins. Almenn búsetuþróun á svæðinu er í raun mikilvægari þáttur í þróun áfangastaðarins svo að við íbúarnir séum betur í stakk búin til að þróa sameiginlega samfélagið okkar á sjálfbæran hátt. Með sameiginlegum markmiðum og framtíðarsýn verðum við samstillt afl sem tekur nýjum íbúum og gestum opnum örmum. Landsvæði eru í stöðugri samkeppni og stundum í varnarbaráttu um mannauð og tækifæri. Með markvissri stöðugreiningu og skilgreindum leiðum til úrbóta er hægt að markaðssetja Austurland betur sem ákjósanlegan búsetu- og fjárfestingakost innlendra sem og erlendra aðila.

Það er mikilvægt að skerpa á lífsgæðum sem eru fólgin í að búa á landsbyggðinni. Vinnan í kringum áfangastaðinn Austurland hefur veitt innblástur og heldur okkur við efnið - þetta snertir lífsgæði okkar fjölskyldna og alls samfélagsins. Við stefnum hátt og sköpum okkur sérstöðu, við erum ein heild og eftir því er tekið. Verum stolt og veitum öðrum innblástur. Höldum áfram þessu góða starfi. Þið skiptið öll máli fyrir framtíð Austurlands.

María Hjálmarsdóttir  
verkefnisstjóri Austurbrú

*"A great example of how collaboration of a community and its stakeholders can create authentic and useful tool to build the design of a destination for the future. Professional, full of purpose and in good sync with the destination branding for Iceland as a whole."*

*Daði Guðjónsson, International Marketing and Market research, Promote Iceland*

*"Austurland has mounted an outstanding campaign to put the region on the map for visitors to Iceland. A well thought-out strategic approach, clearly focused market segmentation, and stunning creative execution, are a classic example of a well constructed brand. Such energy and creativity will, I'm sure, encourage visitors to "think outside the circle" and consider Austurland as a 'must-see' destination. I hope it does. Well done Austurland!"*

*Tom Buncle, Consultant, Iceland Destination Management Plan Program, Stjórnstöð ferðamála*









# INTRODUCTION

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This report contains the Design Program for Áfangastaðurinn Austurland – Destination East Iceland.

The Design Program is based in our destination design strategy for Austurland; built as a result of the united efforts from our community.

The purpose of the Design Program is to guide, and encourage, our joint efforts to create a welcoming atmosphere, and a highly recognizable image of Austurland.

The Design Program connects to all touch points; how we express ourselves in communication, visible language, service and hospitality. It also concerns perspectives such as our behaviour and attitude, the maintaining and preservation of our environment, and a knowledge of our surroundings.

## **Our Toolbox**

The set of tools provided for Áfangastaðurinn Austurland consists of everything from our Brand Platform, to our design and communication strategy, our photo language, manifest and agenda for service and hospitality. Further tools are being produced continuously.

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Our toolbox is available for usage by everyone connected to the communication of Austurland. Access to the toolbox, and more material for external and internal use will be provided through our online destination web portal [www.austurland.is](http://www.austurland.is). There, you will also find an image bank, information and other material connected to Austurland.

In order to get access to the toolbox section of the web portal, you will need a login provided by Austurland DMO.

Updates are being provided further on, as guidelines, resources and assets are being developed.

## **Our Austurland Identity**

The guidelines for our new Austurland identity, partly included in this document, provide information on how to use our Austurland brandmark, fonts and colours in communication.

The Austurland brandmark and visual identity are allowed to be used by Áfangastaðurinn Austurland and our partners by following the guidelines. We also welcome usage from external organizations, from both public and private sector, or as part of a promotional activity with connection to Austurland.

When the Austurland brandmark and visual identity are being used, we kindly ask that permission is always sought, both at conceptual and final sign-off stage. This is to ensure that the usage is appropriate in terms of context, layout and final execution. The brandmark and the visual identity, and all material derived from it are subject to copyright.

For deeper insights of our graphic standards, and questions regarding appliance, contact Austurland DMO at Austurbrú.

## **Background**

The Design Program for Austurland has been developed in consultation with a large amount of stakeholders, including representatives from the travel industry, residents, municipalities, and other organizations and authorities. It is based on extensive research and benchmarking, and developed taking into account local, regional and national perspectives.

The initiative Áfangastaðurinn Austurland was started in 2014 by the regional tourism organization FAUST – Ferðamálasamtök Austurlands. It has since the start been managed and run by Austurbrú, the regional business organization.



The initiative is integrated to the national Destination Management Plan, DMP program of Iceland, and to the SSA Regional Plan for Austurland.

For more information about previous studies underpinning this document, read about the first step in *Start-up report: Finding Austurland*, and more about the destination development strategy, research and benchmarking summarized in *Analysis & Strategy Report: Austurland in Our Mind*. Both reports are provided through Austurland DMO.

## Contact

For any questions regarding the guidelines, or other content of this document please contact Austurland DMO.

If you are interested in getting more information about updates and resource details, please send us an e-mail to [info@destinationausturland.com](mailto:info@destinationausturland.com)

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Áfangastaðurinn Austurland Reports

# PROJECT DESCRIPTION

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Within the Design Europe 2021 initiative Design4Tourism\*, *Áfangastaðurinn Austurland* is brought up as an excellent example and is highlighted in their project report of mapping good practices.

The following description is from the report.

## ÁFANGASTAÐURINN AUSTURLAND

Áfangastaðurinn Austurland is an initiative for developing the Destination of East Iceland. Austurland is the home to Vatnajökull, Europe's largest glacier. With 10 300 inhabitants in 15 792 km<sup>2</sup>, Austurland is characterized by small villages, dramatic coastline, narrow fjords, waterfalls and mountains. Austurland possess good infrastructures as well a creative community and strong businesses.

Tourism has grown to become the largest export product for Iceland. During the last decade, the income from tourism has more than doubled, and the forecast shows that the growth will continue.

Austurland has seen increased number of visitors, and opportunities to create value from tourism. However, in addition to economic opportunities, this rapid increase has also posed major challenges, including absorbing and managing such a rapid growth.

Moreover, Austurland wants to guarantee that the process respects the environment and that the opportunities benefit the whole community living and working in the region.

## Destination Design Process

Within the initiative Áfangastaðurinn Austurland, the tools and methods being used are based in destination design.

The thoughts of bringing in destination design were raised in very early stages, concretely in 2012 during the final event of the project MAKE by Þorpið - Creative Communities in East Iceland. During the event there was a keynote about destination design and a workshop focusing on "How can we together develop our region?" The focus and the methods used caught the interest from several participants, including East Iceland Tourism Association - FAUST / Ferðamálasamtök Austurlands and in September 2014 the project started.

The process is based on following objectives:

1. *Build a Design Strategy:*  
"The future Austurland". Aims and strategies for developing the destination; the experiences and services, to attract visitors and residents to the whole region of Austurland.
2. *Create a Design Program:*  
Building a "toolbox" from the specific needs regionally and locally, to guide future actions.
3. *Apply Design:*  
Design and develop places and services on the basis of the Design Strategy and the Design Program.

The initiative is characterized by a sustainable perspective; economically, socially and ecologically.

\* Design4Tourism is a cluster of BEDA - The Bureau of European Design Associations. The initiative is launched within the Design Europe 2021 project co-funded by the Creative Europe programme of the EU, and organized by KEPA - Greece Business and Cultural Development Centre, together with Norwegian Center for Design Architecture, and the world leading design consultancy and applied research centre PDR located within Cardiff Metropolitan University. The expert group aims to explore the advantages that design, particularly service-design methodology, can bring to the tourism industry, on the one hand, as well as to support applying of design-thinking methodology to the tourism industry, on the other hand.



The development process is based in dialogue with all the community. It is a joint development process that is owned and run by the stakeholders together. This involves all the municipalities in the region, companies, associations, and all the people who live and work in Austurland.

#### **Results:**

Áfangastaðurinn Austurland Destination Design initiative started in 2014 and the first activities have been already developed, including:

##### *Phase 1:*

Stakeholder Mapping, Destination Design Workshop 1

##### *Phase 2:*

Research, Interviews, Surveys; Business Intelligence Analysis and Benchmarking, Workshop 2

##### *Phase 3:*

Evaluation of Design concepts and Visual identity, initiation of development of RDMO.

##### *Phase 4:*

Implementation is on track:

- Based on Áfangastaðurinn Austurland, the municipalities of Austurland are currently working on both establishing a Regional Destination Management Organization (RDMO) and preparing a Destination Management Plan (DMP). Based on the principles of Destination Design, both initiatives are based on a collaborative platform connecting all stakeholders.
- Developed from a community-based process, Áfangastaðurinn Austurland has created a Brand platform and a brand vision 'East Iceland Wonders', based on communicating experiences and emotions based on the focus areas outdoor activities, food, culture and creativity.

Áfangastaðurinn Austurland is fully integrated to the 2015-2020 Road Map for Tourism in Iceland, and in the Regional Strategy for Austurland 2015-2019.

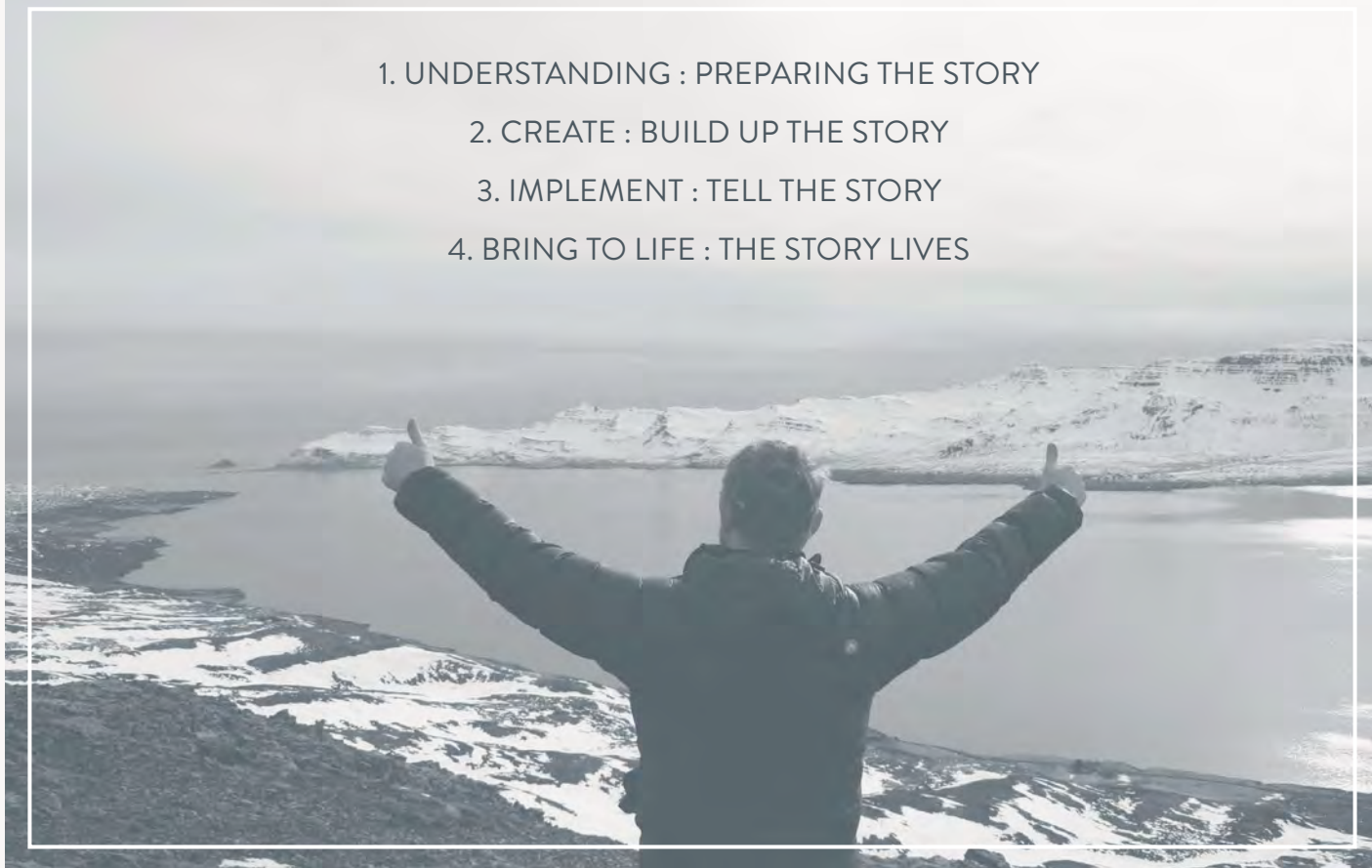
## DESTINATION DESIGN : TELLING A GOOD STORY

1. UNDERSTANDING : PREPARING THE STORY

2. CREATE : BUILD UP THE STORY

3. IMPLEMENT : TELL THE STORY

4. BRING TO LIFE : THE STORY LIVES



This is how a destination design process may be explained:

# PLAN AND STATUS

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*This report contains results from the creation step in the project plan. The material presented in the report provides a summarized understanding of the toolbox and resources available. For deeper insights, and for getting access to the complete toolbox, or specific tools, please contact Austurland DMO at Austurbrú.*

## PROJECT PLAN

Project plan updated and confirmed December 2016.

### START-UP: SEP 2014 - FEB 2015

- Project plan and brief
- Stakeholder mapping, processing and evaluation
- Start-up seminar and destination design workshop 1
- Processing; analysis and evaluation
- Initiating process

### ANALYSIS & STRATEGY: - NOV / DEC 2015

Build a Design Strategy

- Research; dialogue, interviews and surveys
- Business intelligence analysis and bench marking
- Destination design seminar and workshop 2
- Evaluating development opportunities
- Develop a design strategy for the region

### CREATION: - NOV 2016

Create a Design Program

- Evaluate design concepts and visual identity
- Develop design program including toolboxes with guidelines
- Evaluation and refining
- Initiating the development of a DMO\*

### IMPLEMENTATION: 2016 - 2017

Apply Design

- Establish the DMO and prepare a DMP
- Agree on the DMP
- Introduce design program and toolbox within the communities
- Apply design program on selected touch points; places and services
- Define marketing- and communication channels
- Implement destination design program and spread acknowledge

With the project plan now moving into the implementation step, it could be considered to be the last step for the initiative. But the truth is that a destination development process is never complete. It is an ongoing work, that will always require further updates and amendments. Our journey has just begun, and the initiative will continue to engage and consult stakeholders.

In order to secure the continuation of the destination development, a DMO - Destination Management Office - is being established. In earlier strategy it has been referred to as an RDMO – Regional Destination Management Organization, which has been adjusted due to fit into existing frameworks. Find it more thoroughly described in the end of this report.

The function, named Austurland DMO herein, will ensure, not only further development, but also a long-term sustainable approach in connection to regional and national perspectives. The progress of our destination development is being based in professional management, including measurement and evaluation of our efforts; focusing on strategic and desired results for all of Austurland.

The following activities are planned to take place within the implementation step. Some of them have started, while some are yet to come.

- Define and establish Austurland Destination Management Office, Austurland DMO at Austurbrú.
- Complete and agree on further Destination Management Plan, DMP for Austurland
- Integrate the Design Program within the municipalities
- Implement the Design Program on selected touch points; places and services
- Develop a new portal website for Austurland
- Develop an online resource with access to our toolboxes, image bank and further material
- Develop and implement an online e-learning course about service and hospitality in Austurland
- Define marketing- and communication channels and create new concepts and content from our design program

\* DMO - Destination Management Office. In earlier reports referred to as RDMO – Regional Destination Management Organization



## 1. START UP



## 2. ANALYSIS



## 3. CREATION



## 4. IMPLEMENTATION



The Project Plan of Áfangastaðurinn Austurland

## CREATION STEP ACTIVITIES

Throughout the whole process of Áfangastaðurinn Austurland it has been crucial to involve and invite stakeholders to take part in the development. The methods being used are based in a strong belief in community based process, in combination with a clear and confident leadership.

So has been the case, also during the creation step. Many evaluation meetings and discussions have taken place, at many times, with different professionals and representatives from various areas. From local, to regional and national context. Stakeholders with various perspectives and influences have been introduced and participated in the process.

- Áfangastaðurinn Austurland has been communicated to Ferðamálastofa, Íslandsstofa, SAF - Samtök ferðapjónustunnar, Íslenski ferðaklasinn and Stjórnstöð ferðamála.
- SSA - Samband sveitarfélaga á Austurlandi - has continuously received information, and had update meetings around strategies and sectoral targets.
- Meetings have continuously been held with the municipalities and with the tourism industry through FAUST - Ferðamálasamtök Austurlands.
- Specialists have been consulted and asked for opinions and advices.
- Two open community meetings and workshops, have been held for stakeholders and residents.

### Focus Group Meeting

In March 2016 a focus group meeting and workshop was held in Egilsstaðir, investigating and specializing on the focus areas for Austurland. The feedback was used to further develop and define the unique qualities and aims for each focus area; *outdoor activities, explore, food and culture & creativity*.

As an outcome from the workshop, a manifesto was written to be used as a tool for everyone when communicating the experience of Austurland. The manifesto is included in this document.

### Brand and Identity Meeting

The destination identity for Austurland, including brandmark and connected concepts on usage and graphics, was developed during the spring 2016. The final proposal was sent out to the project group for further evaluation, before further evaluation and refinement.

In the end of September 2016 an open presentation and workshop was held at Havarí Café in Berufjörður. The aim of the meeting was to agree on the Design Program for Austurland. One of the workshop exercises was to open up, and consider different perspectives on experiences from our destination by thinking in future scenarios. The focus was to imagine “A Wonderful Story” bringing new perspectives to our wanted experiences and stories from Austurland.

The exercise helped us to define our ambitions. It was also an opportunity to test, and to prototype around the new Austurland identity and Brand platform.

## STATUS

From the many meetings, notes have been taken for further development and refining of the Austurland destination brand and identity. Tools for communication, service and hospitality have also been produced as part of our Design Program.

The first steps of implementing our new Design Program was taken during 2016, when producing imagery, adverts and other communication material. More concepts are being created continuously, by adopting our Design Program on travel shows, websites, folders, signs and more.

The impact of Áfangastaðurinn Austurland initiative can already be seen in many contexts. Without any further investigation, it is obvious that the initiative has inspired and influenced many. Some companies have started to reflect more on their own services and products. Communication is enhanced, and an openness for more collaboration in Austurland as a whole is noticeable. It has even been reported how schools are introducing the Austurland Brand platform to the children.

To achieve a destination development as widely based among the people as possible has always been a central matter for the initiative. The aim has been to establish an ongoing destination development owned by all stakeholders together. A key for this to happen has been to run the initiative as an involving process, with the ambition to reach out to everyone in Austurland. The more ambassadors we are, the stronger we become.

Now it is time to implement, and for all of us together to tell the story of Austurland.





ACCESSIBILITY	DIVERSITY
DIGNITY	COMMUNICATION
LOCAL PERSPECTIVE	INFORMATION
CARRIAGE & TRANSPORT	NATURE EXPERIENCES
FOOD	GEOLOGY
ACTIVITIES	CONNECTION & BELONGING
SERVICE	INSPIRATION
CULTURAL HERITAGE	PHOTOGRAPHY
PASSION	SPREADING THE WORD
PRODUCTS	SIGNS
OPENNESS	PLACE INNOVATION
RESPONSE	NEW CONCEPTS
BEHAVIOUR	DIGITALLY AMPLIFIED EXPERIENCES
CREATIVITY	FAMILY FRIENDLINESS
EVENTS & FESTIVALS	LOCATION FAR AWAY
PARTICIPATION	OFF THE BEATEN TRACK
STORIES TO TELL	VALUE CHAIN
SOCIAL MEDIA	COLLABORATION
STANDING OUT	PEACE & QUIET
CONTRAST TO OTHER PLACES	ENERGY
PLANNING OPPORTUNITIES	SLOW TRAVELLING
BOOKING OPPORTUNITIES	AUTHENTICITY
EXPLORING THE REGION	ENVIRONMENTAL CONSCIOUSNESS
INFRASTRUCTURE	DESIRE TO COME BACK
RESTING POINTS	ALL SEASONS

Some of the perspectives brought up during the workshop at the  
Brand and Identity Meeting in Berufjörður, September 2016

# AUSTURLAND DMO

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Our destination management is of growing importance. It is a central subject, for all sectors and areas in the regional framework.

Our destination management is not only focusing on providing high quality of visitor experiences, but it has also a huge impact on our communities and environments. It concerns, not only our tourism industry, but all businesses and organizations in our region.

Delivering excellent value depends on many organizations to work together in unity. Destination management calls for a coalition of different interests to work towards a common goal, to ensure the viability and integrity of their destination now, and for the future.

Áfangastaðurinn Austurland was initially built around a wide base of stakeholders. We will also continuously need to reach out, with an inclusive and open approach. Austurland DMO is being established as a respond to our need for a professional, long-term sustainable destination management.

## DESTINATION MANAGEMENT

Our initiative of Áfangastaðurinn Austurland is being transformed from a project into a DMO – Destination Management Office. It is in our earlier reports, referred to as establishment of RDMO – Regional Destination Development Organization, which has been adjusted to fit into existing frameworks.

Austurland DMO has been proposed to exist as a function within our regional development organization Austurbrú. Through involving the function within Austurbrú, we are able to implement the destination management into existing frameworks.

Austurland DMO will ensure, not only further development, but also a long-term sustainable approach in connection to regional and national perspectives. The progress of our destination development is being based in professional management, including measurement and evaluation of our efforts; focusing on strategic and desired results for all of Austurland.

## National and Regional perspective

Áfangastaðurinn Austurland fully supports the national strategy set in Road Map for Tourism in Iceland from 2015. Our aim is the same; to build up a firm foundation for our destination management.

Austurland DMO shares the national focal points for 2015-2020, emphasizing on objectives concerning how to:

- better coordinate management of tourism with a holistic approach
- enhance positive visitor experiences from hospitality, quality, service and more
- provide more reliable data from intense research of the tourist sector
- ensure an efficient nature conservation in synergy with tourism
- enhance skills and quality awareness within the tourism industry
- increase profitability from tourism based on realistic targets
- increase distribution of tourists, season-wise and geographically

Austurland DMO is also built upon the regional strategy for Austurland 2015-2019.

The vision for the region is to be an exemplary society with a robust and diverse economy and cultural sector. A community, built on a strong welfare and characterized by solidarity, trust and a strong network within and outside the region. It is good to live in Austurland, and people experience a balance between professional and personal life.

The vision describes Austurland to be a known tourist destination that has a strong infrastructure and quality of service closely connected to human life, nature, culture and products of the region.

This is in line with the Áfangastaðurinn Austurland initiative, focusing on well-being of communities and residents and developing the region to attract visitors, residents, companies and investments.



## Destination Management Plan

The Áfangastaðurinn Austurland initiative connects to the national call for regional DMP - Destination Management Plan. The result from our initiative is our DMP.

Still, there is, and will be more actions that will need to take place in connection to our destination development.

As has been the case from the very beginning of our initiative, it is important that the planning is being professionally led, with involvement of our community. It will be, also continuously important to connect to stakeholders from all parts of our community; involving interests from the municipalities, authorities, private sector, residents and other functions. This gives our DMP stronger acceptance and better conditions to be followed-up.

Our DMP must always be based on the preconditions for development within our region. We need good understanding of community needs and stakeholder perspectives.

Ultimately, objectives for development are agreed upon, together with courses of action and commitments to those actions. Our planning transitions into the production of holistic and long-term sustainable results.

## Notes:

### *Our approach on DMP*

- *Prepare DMPs, with an understanding of the regional challenges and stage of development.*
- *Involve reference groups, representing the communities ensuring all interests are taken into account. Visitors, residents, businesses, regional planning, environment and more.*
- *Define the aims with our DMP. Make everyone understand the purpose of the DMP.*
- *Shared understanding. Get everyone to understand the preconditions for development.*
- *Shared vision. Get everyone to understand where the plan aims towards.*
- *Action plan. Ensure that the roles of each stakeholder is fully described and agree on actions to accomplish, together with a set timetable.*
- *Define resources needed, make up a budget and allocate funding.*
- *Drive the process and track the progress.*



## AUSTURLAND

Our destination strategy is based on the regional strategy for Austurland. From this, the following designated directions has been identified and are starting points in our destination management:

### Cooperation

Cooperation agreement between state, local government, institutions, companies and individuals for projects promoting and supporting the development of Austurland

### Values

*ENERGY - DIVERSITY - SOLIDARITY -  
CREATIVITY - QUALITY*

Austurland is a model society where economic and cultural life is vigorous and diverse. There is a strong welfare system characterized by solidarity, trust and a strong network within and outside the region. Austurland is a good place to live and there is an emphasis on work-life balance. The population growth of the region is stable, and matches or exceeds the national average.

### Economic development

The goal of economic development in the region is to ensure sustainable and strong industries, with a focus on profitability, long-term growth, social responsibility, professionalism and conservation. There is also a focus on promoting positive development of the economy by providing support for businesses, entrepreneurs and creative industries. Active cooperation is also encouraged between parties, progress is promoted and value adding use of the natural resources of the region.

### Destination

The goal is that Austurland becomes a known tourist destination with a strong infrastructure and quality based on the proximity between daily life, nature, culture and products of the area. Emphasis is on dynamic marketing in Iceland where the opportunities of Austurland are presented.

### Culture

The goal of cultural activity in Austurland is to ensure an abundant, vigorous and diverse culture that promotes quality of life. Growth, innovation, quality and cooperation are characteristic elements of the cultural activities in Austurland.

### Education and training

The goal for education and training projects is that Austurland is comparable to other regions in educational services and availability of diverse distance and local learning opportunities. Promotes research in diverse fields in Austurland.

### Residential options

The goal is for Austurland to be an interesting option for residence and work in which quality of life is good, a range of options are available in employment and adequate housing for rent and purchase. Quality, sustainability, environmental awareness and service are key factors that support the structure of society. Transport and transport options are reinforced in the region and to it; in air, on land and sea.

## FRAMEWORK

Austurland DMO connects to specific skills needed within our destination management, and includes representation on strategic levels for regional development.

Since Austurland DMO has major impacts on the regional development, it is crucial that the function is built around local knowledge and legitimacy.

Austurland DMO is planned to be managed through a regional board within Austurbrú. The board will be in direct contact with the operative project group, and closely connected to relevant authorities. This ensures an interaction between national, regional and local levels.

The project group has the operative responsibility, lead by a destination coordinator together with supportive competences. The project group is also connected to an advisory board from expertise and clusters based in Austurland.

Furthermore, the operation also connects to representatives from the municipalities in Austurland, responsible for local destination marketing, urban planning and other relevant functions.

### Operation

The approach of Austurland DMO is to build up core competencies, and to strengthen local networks and develop professionalism in our destination management.





Ultimately the aim is to support the local resources and processes, to enable ongoing development based on local needs in line with regional strategies and sustainable destination management.

Austurland DMO is to be considered as a resource, from where local processes get support, knowledge, expertise and other resources needed for implementation and development activities.

Austurland DMO also aims to support the capacity of small and medium-sized enterprises to reach regional, national and international markets and to engage in innovation processes. By facilitating improved conditions for business and product development, it will increase innovation, competitiveness and profitability.

Through customized support, at the right level based on specific needs, there are great opportunities to achieve excellent results in thematic product development

connected to our unique values of Austurland, and with increased collaboration between stakeholders.

Austurland DMO supports efforts directed specifically to individual stakeholder needs, or through joint efforts by bringing together municipalities, companies and other parties.

Austurland DMO sets both long and short term strategies, market- and activity plans that support and facilitate destination export efforts in line with sustainable destination development.

Austurland DMO is run with full transparency and insight. In order to communicate our actions, annual reports will be made and presented in open meetings. This ensures continuation in the same spirit as our initiative was founded from, based on shared understanding, shared visions and shared commitment.

## PARTNERSHIP MODEL

Austurland DMO is run through partnership. We will keep emphasizing on co-ownership and co-creation.

Our partnership model of Austurland DMO is supporting the regional aims and strategies. The model can be described as a three; it is a metaphor suitable for explaining the structure and function.

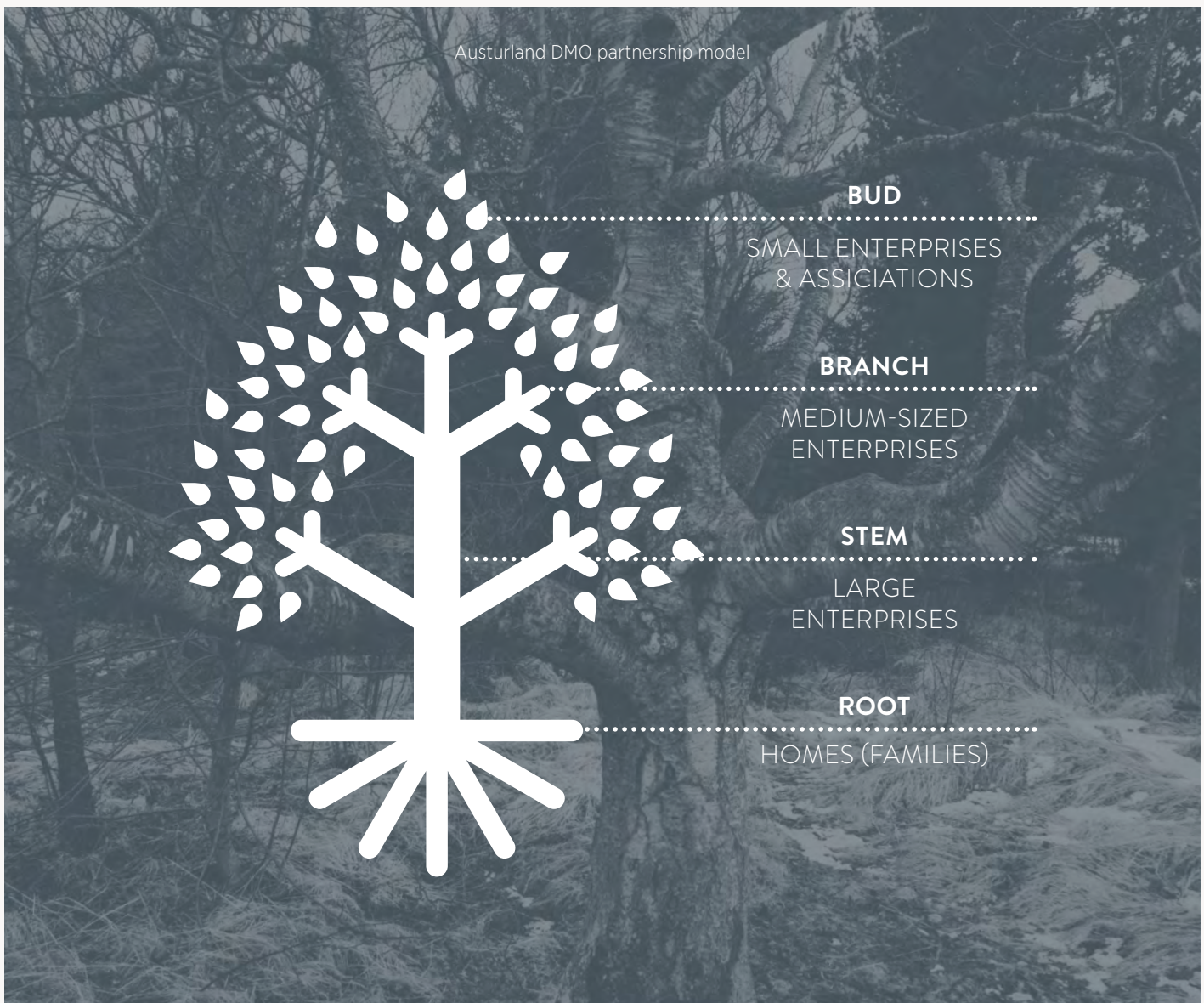
It is an organic, and ever developing model, focusing on circular processes. Its structure depends on mutual commitment from all stakeholders, exchanging benefits in symbiosis.

Austurland DMO partnership model stands strong with the roots firmly established in our residents. As it from the beginning has been to involve our residents in our regional destination development and identity, our DMO will continue to operate in the same spirit. The roots of our tree get nutrients and water from the ground.

The tree trunk, or the stem, is large companies who are active within Austurland. The stem brings the nutrients and water up to the branches. It refers to all kind of companies from different sectors who are part of, and cares about, our regional welfare and development.

The branches widen our tree towards the sun to get the best out of the light. The branches are average sized businesses, always aiming to grow and is in need of the nutrients and water to do so.

The branches holds smaller branches, spurs and buds. These are our smaller businesses and entrepreneurs. The leafs growing on our tree give oxygen back to our environment.





# OUR TOOLBOX

The tools, guidelines and resources presented in this document consists of summarized versions. For deeper insights, and access to fully described and up-to-date versions, please contact Austurland DMO.



AUSTURLAND

# OUR BRAND PLATFORM

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*Our Brand platform for Austurland was first presented in the **Analysis & Strategy Report: Austurland in Our Mind**. The brand platform has been fine tuned, and is here complemented with further inspirational material and examples of use.*

*The Brand platform is also available as the single handout **East Iceland Wonders: Austurland Brand Platform**.*

Our Brand platform is always the starting-point when communicating as part of Austurland. The Brand platform serves as a guide for the positioning the Austurland brand, and for developing all of our content.

Use the Brand platform as a filter for the formation of creative concepts and implementation initiatives. Use it as an inspirational tool.

From the Brand platform creative concepts are born; concepts that aligns creative treatments of the brand in a variety of communication mediums and actions.

The Brand platform also provides a base from which you can customize and incorporate it into your own branding. The way in which our individual brands are presented differ, but our core values for Austurland are essentially always the same. Think like a choir – all singing the same song but with a different musical range. Sopranos and altos singing together to make harmony.

Our destination brand of Austurland exists as a message, that is seen and heard through multiple touch points in our communication. The message is being transmitted through all senses.

Touch points can be situations connected to people, services, places and environments. These touch points affect the experience from Austurland, throughout the whole journey. The essence from the experiences is remembered over time, preferably in line with our Brand platform.

Our Brand platform catches the soul of Austurland. The purpose of the Brand platform is to define who we are, and how we want Austurland to be experienced. Our brand defines us. It is what differentiates us from others, and makes our destination distinctive and memorable.

Our brand is our identity. It is what we think about ourselves, but also what our guests think about us. With this kept in mind, our brand not only depends on what is seen. It is not a campaign theme, tagline or slogan. It is an expression of the compelling, unique experience of Austurland.

The experience from Austurland depends on our joint ability to deliver on our Brand platform. An experience is never stronger than its weakest link.

## AUSTURLAND

Austurland is our common name, strongly connected to our identity. Austurland is home of a vibrant and rich culture of the east fjords; embracing unique highlands, country side and coastal environments.

We choose to use Austurland, before East Iceland. When marketing Austurland abroad, we may add East Iceland as an informative suffix.

In terms of tourism, Austurland is not widely known as a brand on the international market. On the other hand, Iceland is an international destination that attracts visitors from all over the world.

Our ambition for Austurland, is to become more known and connected to our defined values. We aim to increase the awareness about Austurland. East Iceland is a part of Iceland. Austurland is more than that. We are not only one single entity or destination, but a beautiful bouquet of rare and unique flowers with different characteristics.

By using our name Austurland more in our communication, we aim to stand out as a one of a kind destination in Iceland. East Iceland is directly connected to a



geographical description of an area in Iceland, while Austurland raise more questions. When searching information about Austurland, we need to direct our communication towards our target audiences. This is also an opportunity for us to introduce our audience to the story of Austurland.

## OUR BRAND STORY

Austurland is characterized by small villages, dramatic coastlines, narrow fjords, waterfalls and mountains. The nature is always close and the sceneries are breathtaking. The destination offers outstanding outdoor experiences, all year around. A great range of some of Europe's best hiking trails, rugged and exciting highlands, the Vatnajökul National Park, scenic routes through overwhelming landscapes and along wild coastlines on the edge to the north Atlantic.

The Austurland lifestyle is relaxed but at the same time very active, with a close connection to the landscape and shiftings in nature. Vibrant creative power characterizes the communities and brings people together. The bonds to the proud cultural heritage are strong. There is always a story to tell, and new stories are continuously shaped.

Austurland is a region with a long history, distinct people and culture - music, food, arts - and diversity of attractions beyond the spectacular Icelandic nature. Our Brand platform aims to bring understanding and appreciation of the real Austurland. For residents to be proud of, and for our guests to become part of.

## OUR BRAND VISION

*Our guiding star! - What we strive for every day.*

## WE ALWAYS AIM FOR AUSTURLAND TO BE A WONDERFUL STORY

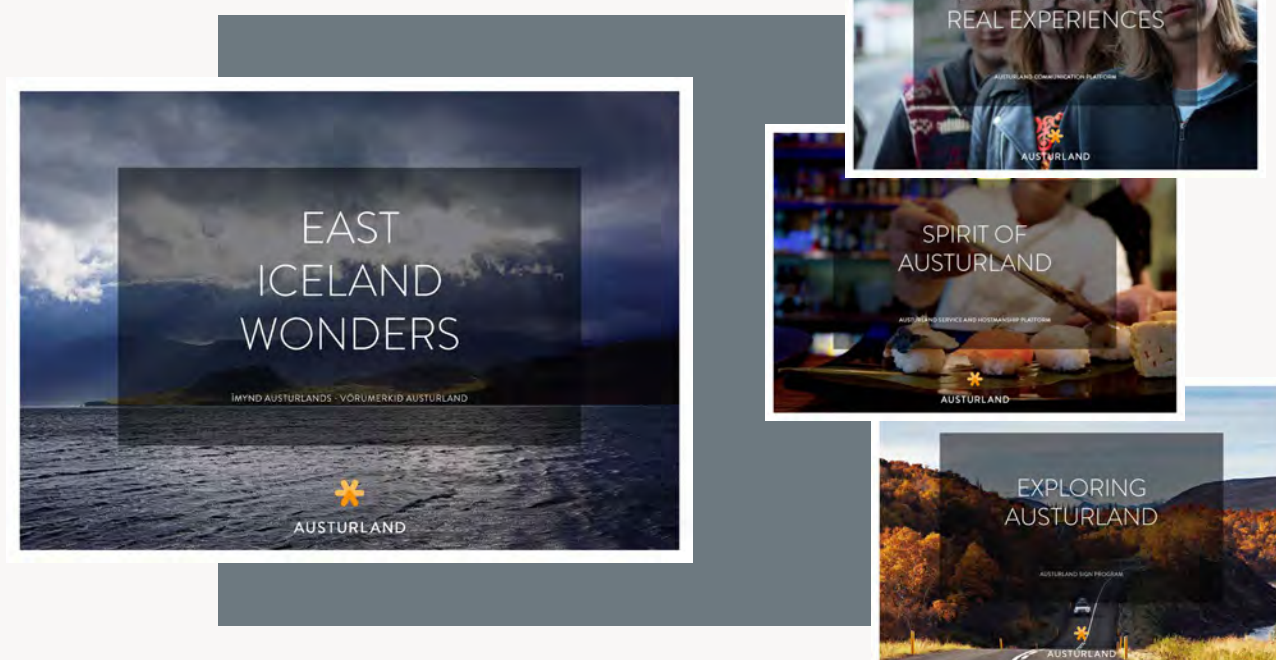
Our vision is to create a strong brand, that always aims for Austurland to be a wonderful story. We are communicating experiences and emotions connected to our overwhelming wild nature, vibrant creative communities and true authentic lifestyle with a living history.

If you have been to Austurland you have experienced a destination full of surprises and inspiration for all senses. You will feel refreshed, renewed and uplifted, and you will forever become part of Austurland.

## OUR BRAND MISSION

*Our brand mission describes what we offer, and what inspires us to always keep moving forward.*

We are communicating experiences and emotions with a personal approach that inspires and surprises the audience, while working with every guest, resident and company as a part of the Austurland story.



Austurland Brand Platform is the starting point for all our tools





## OUR ATTRIBUTES

Our brand attributes describe in general who we are and what we stand for. They have been defined from what makes us unique and how we want to be thought about.

### VALUES

*What we feel, and what is most important to us.*

*What our brand should stand for over time.*

*Values that set us apart from other destinations.*

RARE

TRUE

UNITE

RESPECTFUL

DIVERSITY

BALANCE

### PERSONALITY

*How we choose to express ourselves in*

*communications and how we want the*

*audience to think about our brand.*

AUTHENTIC

HONEST

WELCOMING

FASCINATING

OPEN

CREATIVE

#### Notes:

*We never fake. We do not pretend to be something we are not. Austurland is far away from big city life. Austurland is born out of the power of our nature and grounded in what is real and true. Our feet are planted in the ground. At the same time we are curious and embrace new influences. Our lifestyle is built on friendship and collaboration. We cherish diversity. Austurland is a breeding ground for innovative new thinkers and creatives.*

## OUR BRAND PROMISES

Our brand promises are a central part of our brand. They set up expectations, making us strive for delivering on the experience of Austurland. The promises must be kept, every time.

### RATIONAL

*What do we have that we can promise the audience?*

*Specific arguments and selling points.*

OVERWHELMING WILD NATURE

TRUE AUTHENTIC LIFESTYLE

VIBRANT CREATIVE POWER

### EMOTIONAL

*Connects to our values and give power and energy to the*

*brand. Promises for us to strive for, and that enables us to*

*make decisions and choices. Contributes to differentiation*

*and makes us less copyable.*

FOREVER BECOME PART OF AUSTURLAND

FEEL REFRESHED, RENEWED AND UPLIFTED

FULL OF SURPRISES AND INSPIRATION

FOR ALL SENSES

#### Notes:

*What we have, forms the basis for our destination. We do not need, nor want any artificial additions to our brand. The endless source of what Austurland has to offer is what inspires us. We endorse our environments, and never stops to feel surprised and humbled over the beauty that we all are part of. This defines our personality and behaviour, to be open-minded, generous and willing to share.*



## OUR GUIDING STAR



FRAMTÍÐARSÝN VÖRUMERKIS  
OUR BRAND VISION

## VIÐ MIÐUM ÁVALLT AÐ ÞVÍ AÐ AUSTURLAND SÉ DÁSAMLEG SAGA

WE ALWAYS AIM FOR AUSTURLAND TO BE A WONDERFUL STORY



MARKMID OKKAR  
OUR MISSION

VIÐ DEILUM REYNSLU OG TILFINNINGUM MEÐ PERSÓNULEGRI NÁLGUN SEM  
KEMUR Á ÓVART OG VEITIR INNBLÁSTUR. VIÐ VINNUM MEÐ HVERJUM GESTI,  
ÍBÚA OG FYRIRTÆKI Í ÞVÍ AÐ SEGJA SÖGU SEM ER HLUTI AF AUSTURLANDI.

WE ARE COMMUNICATING EXPERIENCES AND EMOTIONS WITH A PERSONAL  
APPROACH THAT INSPIRES AND SURPRISES THE AUDIENCE, WHILE WORKING WITH  
EVERY VISITOR, RESIDENT AND COMPANY AS A PART OF THE AUSTURLAND STORY.



MARKHÓPAR  
OUR AUDIENCE



GILDIN  
VALUES

EINSTAKT  
SATT  
SAMEINING  
VIRÐING  
FJÖLBREYTN  
JAFNVÆGI

RARE  
TRUE  
UNITE  
RESPECTFUL  
DIVERSITY  
BALANCE

EIGINLEIKAR OKKAR  
OUR ATTRIBUTES

PERSÓNULEIKINN  
PERSONALITY

ÓSVIKIN  
HEIDARLEG  
FAGNANDI  
HEILLANDI  
OPIN  
SKAPANDI

AUTHENTIC  
HONEST  
WELCOMING  
FASCINATING  
OPEN  
CREATIVE



SKYNSÖM  
RATIONAL

YFIRÞYRMANDI  
VILLT NÁTTÚRA  
LEIFTRANDI  
SKÖPUNARKRAFTUR  
SANNUR ÓSVIKINN  
LÍFSSTÍLL

OVERWHELMING  
WILD NATURE  
VIBRANT  
CREATIVE POWER  
TRUE AUTHENTIC  
LIFESTYLE

LOFORDIN OKKAR  
OUR PROMISES

TILFINNINGARÍK  
EMOTIONAL

VERTU ÆTÍÐ HLUTI  
AF AUSTURLANDI  
FULLT AF INNBLÆSTRI  
OG ÓVÆNTU FYRIR  
ÖLL SKILNINGARVIT  
VERIÐ ENDURNÆRD  
OG ENDURNÝJUD

FOREVER BECOME  
A PART OF AUSTURLAND  
FULL OF SURPRISES  
AND INSPIRATION FOR  
ALL SENSES  
FEEL REFRESHED,  
RENEWED AND UPLIFTED



KVEIKJAN  
OUR BRAND TRIGGER

## UNDUR AUSTURLANDS

MINNIR OKKUR Á AÐ STEFNA ALLTAF AÐ ÞVÍ  
AÐ VEITA BESTU UPPLIFUNINA BEINT FRÁ HJARTANU

EAST ICELAND WONDERS  
- REMINDS US TO ALWAYS AIM FOR DELIVERING THE BEST EXPERIENCE,  
FROM OUR SOUL



AUSTURLAND

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## OUR BRAND TRIGGER

*What you can expect from a visit to Austurland. From this one line, that explains it all, we are able to evaluate all of our touch points. Our products, places, activities and services and how they are experienced. It is a lens to assess all our communications through.*

The wonders of Austurland consist of unique places, people, culture, overwhelming nature, northern lights and fog. The wonders are everywhere. We want our visitors to experience the East Iceland Wonders, in every single detail. With all senses. From the tastes of Austurland, to the scents, the sounds and the sights.

## EAST ICELAND WONDERS

Our brand trigger 'East Iceland Wonders' reminds us to always aim for delivering the best experience, from our soul.

Our guests will bring and share the stories about our truly wonderful destination.



Áfangastaðurinn Austurland Project Information Postcard

## OUR AUDIENCE

Áfangastaðurinn Austurland aims to develop our destination in order to grow the prosperity from tourism. At least as important aim for the initiative, is to emphasize on regional development; focusing on the residents' quality of life, public service, a good business climate and overall balance.

When we talk about our audience, we include our guests and ourselves. We also consider potentially new residents as part of the audience we want to attract.

The term “guests” is crucial for how we think about each other. It may also influence our attitude towards people who decide to visit us in Austurland. We are all each other's guests in different contexts.

Everyone who comes to visit Austurland is our guest, and can potentially become our friend. We avoid to talk about our visitors as consumers or tourists. More about this under the section about our agenda for service and hospitality.

Our target audience, are segmented into social profiles specially for Austurland. The focus for our visitors' profiles is on their motivations for travel and how they travel, rather than demographics.

The suggested target tourist segments for Iceland have been considered, and combined with regional patterns of tourism and daily life. The social profiles are also developed on basis of the significant shift in consumer behaviours. We need to be able to customize, and specialize, and at the same time be flexible. One individual must not necessary belong to only one of the listed segments, but can search for different kind of experiences from different trips, or even from day to day.

By defining social profiles of our target audience we are provided with richer insights on their behaviours and preferences, expectations and needs. It also gives us a better understanding of the experiences of our guests, and how to communicate with our audience. The value of our destination increases when we are shifting from products into experiences.

Our target audiences for Austurland has been defined, and generally grouped from their social profiles





## SELECTIVE EXPLORERS

- Passionate about travelling and adventure
- Prefer to go off the beaten track
- Like to be surrounded by different people and environments
- Want to know where the food comes from
- Willing to pay for quality
- Well-informed with a curious mind
- Have a responsible side

## Notes:

*Tend to be well educated, seasoned travellers and technology savvy. Main motivation for travelling is to explore new territories; nature, culture, local life, food and traditions. Want to go deeper into the core of the destination, and search for unique experiences that deliver a combination of physical and emotional value. Love to listen to stories, and appreciate the connection to people and places.*

## GENTLE ADVENTURERS

- Want to have the unexpected but reasonable
- Impressed by local food, culture and people
- Request organized freedom; prefer marked trails and not to rush into any nonsense
- Request experience guiding and planning; like to manage things by themselves, but appreciate good service and the help to do so
- Collect stories to tell friends about their trips; very active on social media, post a lot before, during and after the travel
- Admire nature and people; show respect towards environment and cultural heritage

## Notes:

*Looking for experiences with the best value for money. Appreciate good service and the unexpected little extra. Situations providing time together are important, offering experiences for all to enjoy. Family friendly environments and tailored experience packages are attractive. Enjoy to experience through participation. Shared joy is twice the joy!*

## ACTIVE RELAXERS

- Love the outdoors, hot tubs and a cold beer
- Like lazy mornings but have nothing against a good hike in the afternoon
- Like to watch the volcano but don't need to understand how it works
- A coastal tour with picnic - a perfect day
- Value well organized travel packages that take care of all the details
- Appreciate comfort with good food, good service and good company

## Notes:

*Looking for a quiet place, with an atmosphere helping to rest the mind and soul, and to recharge at. Often choose the extra comfort when offered. Like to bring some extra flavour to life, and to get the additional luxury, but are not demanding. Like to join and follow. Enjoy to participate in local events. Fill their life with self-fulfilling experiences, including time for contemplation and a good laugh.*

## NATURE NERDS

- Like to watch the mountain and understand how it was created
- Visit the museum for lunch and hike in the afternoon
- Geology is their passion - the mountain is not just a mountain!
- Request guiding by nature specialists
- Request good planning
- Well prepared and equipped
- Value good information and service

## Notes:

*Thirsty for knowledge. Want to come close and get deep understanding. Fascinated by nature. Are environmental conscious and show respect. Often well equipped and prepared. May have a specific agenda and purpose for the trip. Appreciate to get the extra information, as direction on how to get to special places, or help to find the best guiding provided.*

## ODD CREATIVES

- Charge the batteries in the East
- Take a lot of pictures
- Feel inspired
- I am a bohemian - I love the rural lifestyle!
- Looking for unique and fulfilling experiences
- Network with creative people
- Engage in cultural events
- Well-travelled and urbane

## Notes:

*Active within creative sector. Looking for cultural activities, places and events. Like to participate in unique contexts, providing opportunities for interaction with other creatives. Find inspiration in the surroundings; from the meeting with people and in the environments. Appreciate the feeling of getting connection to the place, and to feel part of the local creative community.*



Áfangastaðurinn Austurland Focus Areas



## OUR FOCUS AREAS

Our focus areas have been defined to be of particular significance for Austurland. They have unique potential, and are getting special attention, when developing the contents of our destination.

All of our focus areas foster the concept of slow travelling, aiming for our guests to stay longer in Austurland and get the best out of their visit to our destination. The focus areas are also in line with the priority of the well-being of our communities and residents.

Our aim is to develop high-quality and unique products and experiences that bring extra value to visitors and residents, and generate positive and exciting stories to tell about Austurland.

Our extraordinary nature is the main position of Austurland that we always have in our minds. The balance between man and nature is the most important aspect of all when developing our destination with a sustainable approach.

The nature is also a strong part of our identity. In many ways, it is our inspiring force, not at least when creating unique and attractive experiences.

Ultimately, it is all about quality of life. A destination in balance, embracing the natural resources and the peace and atmosphere that our residents appreciate. That is also attractive for our guests.

Austurland is categorized into the landscape types hérað, firðir and hálendi. Our focus areas are strongly connected to our landscape; to our living fjords, our unique forest, our authentic country side and vast highlands.

## OUTDOOR ACTIVITIES

Austurland offers nearly unlimited opportunities to interact with and get close to dramatic nature. The wide variety of activities on offer, from gentle to the more extreme, provide unfiltered experiences and create a direct and immediate link between man and nature.

Not only is Austurland a hub of outdoor recreation, there are also endless opportunities where our guests can escape, get outside themselves and their everyday lives, to explore their own passions and pursuits.

Outdoor activities are a very general focus area, and could easily be divided further. It is comprised of both nature related experiences and outdoor recreation and action; such as hunting, sports, boat trips, hiking and horseback riding.

The service factor is one important aspect to attend, among many other things like guiding skills, maps, hiking trails, signage, equipment, safety and more.

The focus area explore connects to our routes in Austurland. It is one of our most central experience concepts to develop and communicate for Austurland.

### EXPLORE

The focus area explore connects to our routes in Austurland. It is one of our most central experience concepts to develop and communicate for Austurland.

Austurland is a spacious destination with a lot to explore. The scenic routes take our visitors through overwhelming landscapes, through deserted highlands and valleys, and along wild coastlines on the edge to the north Atlantic. It is like a pearl necklace with all the beautiful spots along the routes, unique attractions, thousands of waterfalls and small towns in each fjord.

Our infrastructure is under constant development, and to develop our roads is a top priority. It contributes to a safer and more convenient travelling, and enhances the experiences of Austurland.

In connection to the development, and through communication, we got great potential to define concepts around routes across our fantastic landscapes.

We are emphasizing on slow travelling. Based on it we focus on our information and marketing, as well as opportunities for itinerary planning, improved service

stations along the roads, enhanced accessibility and way finding. In conjunction to this there are many opportunities to develop products and places along the roads.

As part of the focus area explore we also include our fantastic hiking opportunities, which certainly is one of our most central assets. We are a popular destination for trekking, and the hiking trails in the eastern parts of Iceland are endless. The trails are in need of constant management and attention to keep up the standard. We look after and repair the trails, increase accessibility, update information and signs.

Furthermore, all seasons are within our scope. Also the trails offer other ways to get around such as horseback riding, bicycling, skiing, snowmobiling and more.

## FOOD

Gastronomic experiences are plentiful in Austurland, provided by internationally renowned chefs or by quality conscious cooks who represent the local food culture. The fact is that you actually can dine at some of Iceland's finest restaurants in Austurland, serving innovative and unique local delicacies.

The food culture of Austurland is authentic and constantly developing, benefitting from the access to fresh raw ingredients from the coastal climate that owe their quality and flavour to nature itself.

Lamb, fish, reindeer, berries and mushrooms; the pantry of Austurland is full of local delicacies.

Food tourism is a growing trend, and Austurland owns great opportunities to develop and getting better known for its local food. Food tourism also comprises of more opportunities for side attractions; as collecting, hunting, fishing or preparing the food.

By providing knowledge and telling stories about the ingredients, the experience enhances and the value for our audience increases.

It is also important to ensure the supply of local ingredients, and be able to serve dishes from the fjords and the landscapes of Austurland.

## CULTURE AND CREATIVITY

Austurland is more than a landscape. We are a region characterized very much by the people living here. Centuries of living in small and remote villages have left the locals with a rich culture of storytelling and a vivid folklore to go with it. The close-knit families that inhabit these communities welcome strangers and travellers alike with open arms, and encourage our guests to really immerse themselves in the beautiful remoteness of Austurland.

Furthermore, Austurland is characterized by a vibrant creative power; full of art, design, music and crafts inspired from nature and local heritage. Our region offers several music and culture festivals, art schools, museums and centres where creative people meet.

The cultural and creative sector is important for our region, contributing to development and growth, and brings uniqueness to our destination. It is closely linked to the people and soul of Austurland, and provides ingredients that should always be involved in all parts of our destination development.

### Notes:

*The value increases as we shift from products to experiences*

*The experiences connected to a hiking trip can be increased by many things. Take into account the quality of the hiking trails, clear and neat signs, informative guiding, locally produced delicacies for lunch and stories about cultural heritage, historical facts and designed viewpoints. This includes all of our defined focus areas, and several key stakeholders that need to collaborate and keep up to our defined quality standards. By developing and refining the content from the basis on our Brand platform, the hiking trip will not mainly be a product, but lead to unforgettable impressions and become an everlasting experience that our guests will communicate to others.*





ОРИД  
11-21

## OUR MANIFESTO

In order to raise our own performance, we have agreed upon a manifesto describing how we should act and what we aim to achieve in connection to our focus areas.

Our manifesto is produced from the basis of our focus areas. It is a result joint process by all stakeholders, further developing and defining the unique qualities and aims for each focus area.

The manifesto is to be used as a tool for everyone when communicating the experience of Austurland. It connects to how we think about our products and services, and what is important for ourselves and our guests. It also encourages us to keep further develop, and at the same time keep to our shared vision and plan.

The manifesto distils and put a finger on what we truly want. Our manifesto helps us to adapt to our brand platform. It is to be considered as a tool to improve our products and services from. The aims and guidelines in the manifesto consist as goals and visions for us to always keep refining from.

Having a manifesto for our destination, serves as a type of mission statement. It is a content vehicle for outreach, but also a valuable resource for internal use.

Since our focus is on sustainable and long term destination development, our manifesto has a central role to play when we manage our destination and our contents in line with our values.

Our manifesto takes a stand, stating in black and white what we feel are important when we develop Austurland. The manifesto describes further and more detailed how we aim to live up to our values, As example our manifesto describes beyond our sustainable approach, how we aim to provide high quality and safe experiences. It also emphasizes on consciousness of environment and health, for our selves and for our generations to come.

We can increase our levels and achieve higher standards on several areas. Not only on products and services, but also on our built environment, our urban planning, our visual languages and more.

Following on from our manifesto, we promote and encourage development of new and existing products. It may be experience concepts.

As one ongoing work we are defining routes within Austurland. It serves as a good example where we have great use of our manifesto. The manifesto helps us to ensure the quality of the products and services connecting to our experience concepts.



## FOCUS AREAS

### MANIFESTO

---



### OUTDOOR ACTIVITIES

WE WANT TO DEVELOP SUSTAINABLE OUTDOOR ACTIVITIES

WE WANT OUR OUTDOOR ACTIVITIES TO HAVE A PERSONAL TOUCH.

WE AIM TO OFFER SEASONAL ACTIVITIES.

WE WANT OUR OUTDOOR ACTIVITIES TO BE TAILORED FOR OUR GUESTS AND THEIR NEEDS.

WE WANT ALL OUTDOOR ACTIVITIES TO BE PROFESSIONAL AND CERTIFIED  
IN ORDER TO KEEP UP A HIGH QUALITY AND SAFE EXPERIENCES.



### EXPLORE

WE WANT EVERYONE TO FEEL AND UNDERSTAND THEY ARE IN AUSTURLAND.

WE WANT OUR GUESTS TO FEEL SECURE EXPLORING AUSTURLAND.

WE WANT OUR GUESTS TO BE ABLE TO GET GOOD INFORMATION WHILE EXPLORING AUSTURLAND.

WE WANT AUSTURLAND TO BE A NEVER ENDING DESTINATION TO EXPLORE.

WE WANT OUR ENVIRONMENTS TO BE TAKEN CARE OF.



### FOOD

WE WANT TO EXPRESS PURITY, FRESHNESS AND SIMPLICITY IN OUR FOOD.

WE WANT OUR FOOD TO REFLECT ON EACH SEASON WE HAVE AT EACH MOMENT  
AND DEVELOP SUSTAINABLE DISHES FROM LOCAL PRODUCTS.

WE WANT TO EXCEED EXPECTATIONS AND STAND UP TO PROMISES.

WE COOK WITH CARE AND RESPECT FOR THE RAW MATERIAL  
AND INVOLVE OUR GUESTS IN OUR FOOD CULTURE.

WE WANT TO HAVE MORE FOCUS ON HEALTHIER OPTIONS.



### CULTURE & CREATIVITY

WE WANT OUR GUESTS TO FEEL THE CREATIVE POWER OF AUSTURLAND.

WE WANT OUR CULTURE & CREATIVITY TO BE ACCESSABLE TO OURS GUESTS.

WE WANT ALL PARTS OF OUR DESTINATION TO BE MORE UNIQUE BY ADDING AN  
EXTRA LAYER OF HIGH QUALITY CULTURAL & CREATIVE STANDARDS.

WE WANT TO ENCOURAGE CULTURE & CREATIVITY CONNECTED TO OUR  
LANDSCAPES AND OUR HERITAGE THAT WE ARE SURROUNDED BY.

WE WANT THE STORY OF AUSTURLAND TO BE CHARACTERIZED BY OUR CULTURE & CREATIVITY.



AUSTURLAND

# OUR VISUAL IDENTITY

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*This is a summary of our Visual identity. For the more descriptive full version, see the single handout **Identifying Real Experiences: Austurland Visual Identity**.*

*In order to ensure conformity to current regional and national guidelines and regulations, always check for and use the newest version of the tool.*

*Our tools are continuously updated, and provided through our online destination web portal [www.austurland.is](http://www.austurland.is)*

Our Visual identity for Austurland provides guidance in the use of various graphic elements. The manual provides guidelines developed to create a common thread and clear recognition in different channels.

While producing content for Austurland we focus on quality, and we often use professionals from various areas. We are constantly building on our network, covering a growing team of competences who can work with our destination over time.

As far as possible, the aim is to find competences based in Austurland, focusing on quality, commitment, sustainable approach and cooperation. Quality always comes first. It is also important that our collaborations are always built upon shared understanding of our preconditions, our visions and our values.

## OUR BRANDMARK

The Austurland brandmark is a visual representation of our brand, and its integrity must be maintained at all times.

It comprises of two elements:

*The asterisk symbol + the Austurland type*

The asterisk symbol, or the star, is inspired from the characteristic hexagon shape. We do not define what it means, but let it depend upon imagination. It can refer to a snowflake, it can be the mist, it can be the sun rays, it can be found in the nature in the larch needles, in the plants bluebell or the angelica that are significant for the regional fauna.

The logo can also be perceived as our guiding star, representing our values, our personality, our promises and our brand trigger.

The shape of the letter A in Austurland is included in the symbol.

The simplicity of our logo makes it flexible, fitting into different contexts and easy to combine with other logotypes. This can be the case when the logo is used in a supporting role, or together with local destination brands.



# AUSTURLAND



## PRIMARY VERSIONS

The logotype comes in distinct versions designed for specific uses. The usage depends on the context, and should always be approved by Austurland DMO.

The primary logo version is with the symbol in full colour together with the type Austurland without any extra additions. Either the centered version or the horizontal stacked. This version should be used when targeting the domestic Icelandic market, and in most other cases.

The logo should primary appear with white type against a dark background, or with black type against a light background.

No additions to, or changes on the logo are allowed at any times. When targeting international audiences, the pre-made logo version can be used, containing the addition “East Iceland”. However, the preferred version is without it.

## LOGO GUIDELINES

The position, size, colour, spacial and proportional relationships of the brandmark have been carefully determined and may not be altered. The logo must always appear in the proportions shown, and no attempt should be made to redraw, stretch, squeeze or distort the logo in any way.

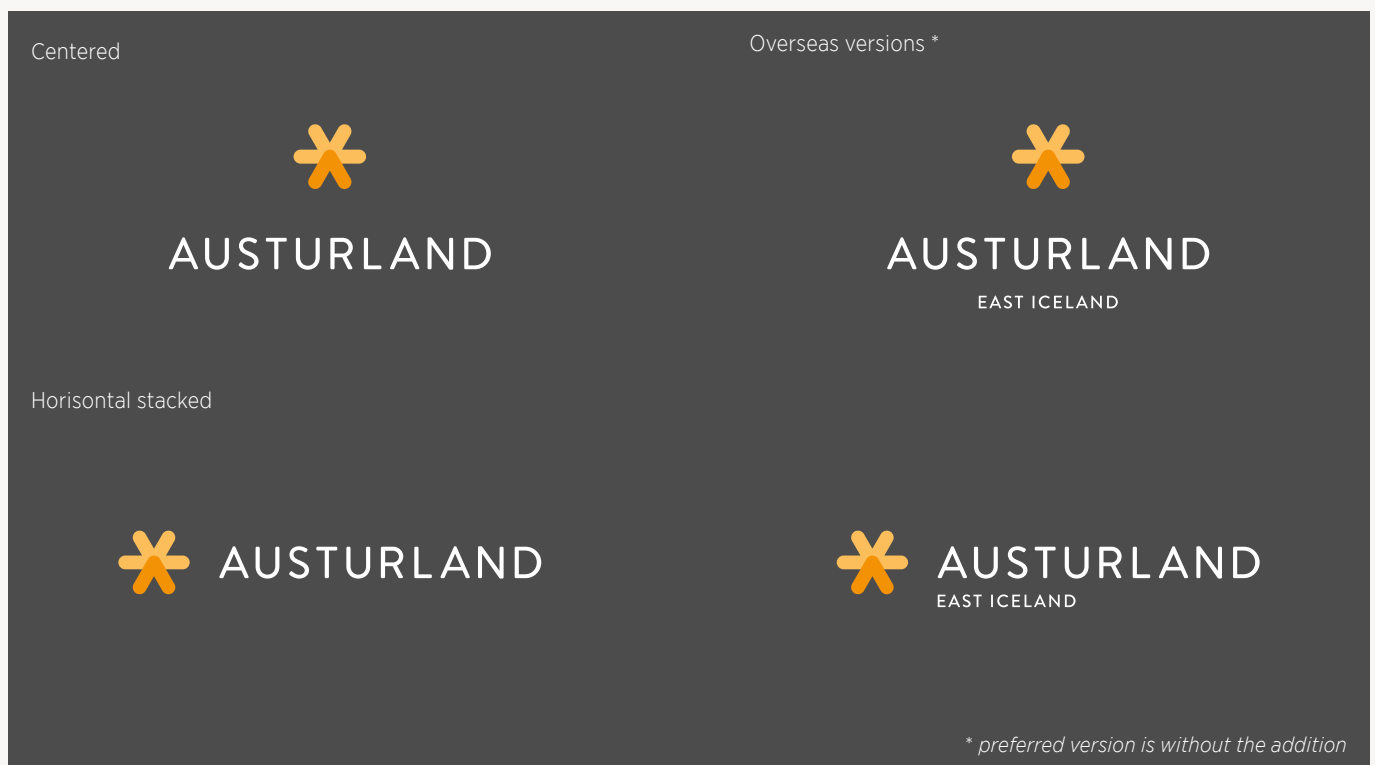
The logo should primary appear in full colour and in good contrast. When the full colour versions are not allowed, use the mono-colour version in black or in white. The mono-colour versions may also be selected when it fits better to the context.

Avoid cluttered backgrounds. Remember to keep the space around the logo clear, and make sure that it has good visibility.

Make sure that the size of the logo is adjusted to fit the context. It is always about finding a good balance - not too small and not too big.

In exceptional circumstances, smaller sizes for print may be necessary. In such cases, legibility should always be your top priority.

The required clear space margin must always be applied, especially when the logo is sitting next to another logo or graphical element.



Example of our brandmark on dark background

## OUR COLOURS

The yellow colours in our logo are our primary brand colours. They stand in contrast to the blue in the snow, in the ocean and in the sky.

The secondary colour palette supports the primary palette. The colours are inspired from the nature and the diversity of Austurland. The secondary colours should be used as to fit the context best. They may be used as accent colours, or as graphic details when it fits. They can also be used on our patterns. In some context the colours can be tinted into different hues within the same colour tone.

There are many ways to use our colours in our graphics, and we do not want to limit the creativity. However, be sure to always evaluate and approve the design together with Austurland DMO.

## GRAPHIC ADDITIONS

The shape from our logo can inspire to create graphical patterns. Patterns like these can be used in different contexts as a graphic element where it is appropriate. The provided patterns may not be changed in any way.

Always evaluate and get approve for the usage of graphic additions. In most cases it is preferable to keep it clean instead of adding patterns or other graphic effects. Consider the reason for such additions, and what it actually brings to the design and why.

## OUR TYPOGRAPHY

The typefaces used by Austurland is divided into different levels depending on context and applicability.

### Sans serif

Our primary sans serif font is Brandon Text. It can be used as headlines, in shorter texts, on signs and other contexts. Brandon Text comes in six weights plus matching italics.

As secondary sans serif font we use Gotham Narrow. When none of them are available Franklin Gothic is our default, which is a standard font in most computers, and therefore used in our Word and PowerPoint templates.

### Serif

Our primary serif font is Lyon Display. It is mostly used in adverts or in display material as a stand out text. One example where we use it is in our tagline “think outside the circle”. It can also be used for other purposes when highlighting sentences or emphasizing on experience concepts. It may be used in longer texts, then preferably in light weights. Lyon Display comes in five weights plus matching italics.

As secondary serif font we use Cambria as our default, which is a standard font in most computers, and there fore used in our Word and PowerPoint templates.

think  
outside  
the circle\*

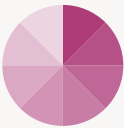
PRIMARY COLOURS



PMS 137 C  
CMYK 0, 41, 100, 0  
RGB 255, 163, 0  
HTML #ffa300

PMS Pro Black C  
CMYK 0, 0, 0, 0  
RGB 0, 0, 0  
HTML #000000

EXAMPLE OF SECONDARY COLOURS

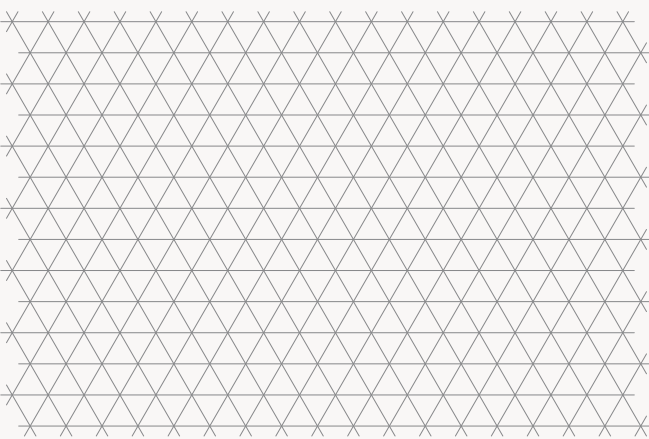
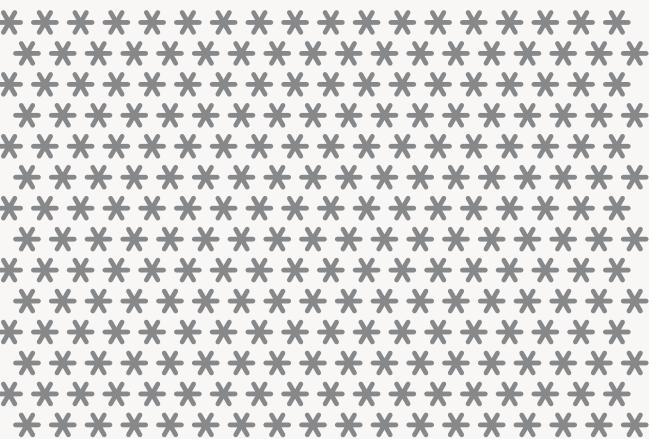


PMS 306 C  
CMYK 75, 0, 5, 0  
RGB 0, 181, 226  
HTML #00b5e2

PMS 227 C  
CMYK 7, 100, 10, 21  
RGB 170, 0, 97  
HTML #aa0061

PMS 137 C  
CMYK 77, 0, 100, 0  
RGB 67, 176, 42  
HTML #43b02a

EXAMPLE OF PATTERNS



PRIMARY FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZÓÖÐ  
abcdefghijklmnopqrstuvwxyzóöð123456789,.?!&

Brandon Text  
Print

ABCDEFGHIJKLMNOPQRSTUVWXYZÓÖÐ  
abcdefghijklmnopqrstuvwxyzóöð123456789,.?!&

Lyon Display  
Print

EXAMPLE OF SECONDARY FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZÓÖÐ  
abcdefghijklmnopqrstuvwxyzóöð123456789,.?!&

Gotham Narrow  
Print

ABCDEFGHIJKLMNOPQRSTUVWXYZÓÖÐ  
abcdefghijklmnopqrstuvwxyzóöð123456789,.?!&

Franklin Gothic  
Office & Web

ABCDEFGHIJKLMNOPQRSTUVWXYZÓÖÐ  
abcdefghijklmnopqrstuvwxyzóöð123456789,.?!&

Cambria  
Office



## OUR TAGLINE

Our tagline is “think outside the circle”. It builds upon our brand values, still allowing free associations. It can refer to many different things, depending on interpretation by the receiver.

An obvious connection can be the fact that Austurland is located far outside the famous golden circle. It may also refer to our treasure of hidden gems, outside of the ring road. Other associations can be our creative climate, or our openness, or how we are welcoming and think outside of ourselves.

As mentioned, the associations are many, and we want to keep it that way.

When using our tagline, it should always appear in our specified typeface. To secure recognition and standard, the special made vector graphics is preferred.

## THE ASTERISK

The asterisk, or our guiding star as we also call the symbol in our brandmark, is being used as a text detail in some of our campaigns, in advertising and displays. The asterisk gives the reader a signal to look for a footnote, leading to our brandmark. It may not always be an obvious connection, but it is a subtle and nice detail.

When adding the asterisk as described, the special made vector graphics must be used.

## OUR SIGN GRAPHICS

We have many signs all around in Austurland. All signs have different purposes.

Through our signs we have a great opportunity to implement our Austurland Design program. By connecting to our visual identity, we can create a unique look and design for our signs, with a highly recognizable design language associated to Austurland.



The design of our signs should consider the quality standards, visibility, tone of voice, colours, typography, pictograms and other descriptive symbols and explanations, material, size and placement. All of these attributes give us a lot to adjust, and opportunities for creating our own design language.

As the towns and municipalities may have unique sign language connected to their own individual destination, the Austurland signs may be more overarching, connecting to the general level of signs throughout the region. Such cases can be around a portal to the region, at rest stops, on hiking trails and other public areas.

Our sign strategy is under consideration.

### Pictograms

Our symbol language has got a recognizable look, mainly by enclosing the pictogram in a white hexagonal shape.

When we are using pictograms, we first of all use international standards. This is to increase the understanding and legibility of the symbols. However, we still have the opportunity to create our own style on the pictograms, as seen in the special designed symbols for Austurland.

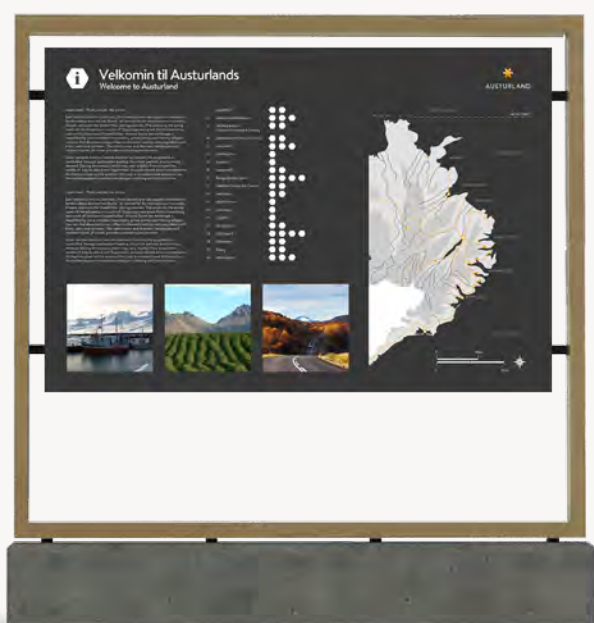
### Maps

The design of our maps should be authentic, trustworthy and informative. In addition we aim for a special look in connection to Austurland. We aim to make our maps both clear and easy to understand, and with a design connecting to our Brand platform.

Through our design language, we communicate our position of being an outdoor region, connecting to activities and exploration. Our map language is a central communicative medium, where we should adapt towards this approach.

As inspiration we may use old maps. Old maps are often very beautiful, sometimes a piece of art. Another inspiring map design connecting to outdoor activities may be topographic maps, also regarding the information.

Sometimes it can be worth looking into more options, as informative height profiles on a hiking trail or more descriptive terrain maps. Trails can be better defined between marks and map information, providing more information about sights, time estimations and difficulty levels.



Examples from Austurland Sign Program

# OUR COMMUNICATION PLATFORM

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*This is a summary of our Communication platform. For the more descriptive full version, see the single handout **Communication of Real Experiences: Austurland Communication Platform**.*

*In order to ensure conformity to current regional and national guidelines and regulations, always check for and use the newest version of the tool.*

*Our tools are continuously updated, and provided through our online destination web portal [www.austurland.is](http://www.austurland.is)*

Our Visual identity for Austurland provides guidance in the use of various graphic elements. The manual provides guidelines developed to create a common thread and clear recognition in different channels.

While producing content for Austurland we focus on quality, and we often use professionals from various areas. We are constantly building on our network, covering a growing team of competences who can work with our destination over time.

Through our communication, we share the story of Austurland to the outside world and to ourselves.

Our Communication platform is one of our most central tools. Communication is connected to so much, in fact almost to everything. From our marketing to our descriptive information, our signs and our image language. It also affects how we communicate our products and experiences, and how we act in connection to service and hospitality.

Our Communication platform is based in our Brand platform. It describes how we want to express Austurland in written text and visual language. It is a helpful tool for creating good and efficient communication.

## **Where should we start?**

When communicating Austurland, we need to start on site – at home. We need to focus on communication within Austurland.

It is a tactical decision, to get a shared understanding about what we are telling, and how we do it. First, we need to build up the story to tell. When the story is brought to life, it will live on.

Once our communication strategy has been implemented internally, it will spread more by itself combined with specific efforts externally.

## **Who do we talk to?**

Always consider who the communication is made for. Consider our defined audience; including our guests, ourselves and potentially new residents.

We want our communication to be attractive towards our guests, but also to bring pride to ourselves and the place we live in.

## **What should we tell?**

We want to emphasize on our unique local qualities and authenticity, from different perspectives, making our destination interesting and alive, communicating our diversity.

We tell true and genuine stories. The stories can be based in everything from what Austurland contains and has to offer. Not only from a tourist perspective, but also in connection to everyday life of people who live and work in Austurland. Think about the stories as documenting Austurland, in connection to our Brand platform.

Most often the stories are connected to people. A key word is passion.

We aim to find exciting stories to tell. We communicate what we have, and what exists. Often we need to define and refine the content we are sharing.

We provide stories from all seasons and from different perspectives.



## OUR VOICE

### Our Tone of Voice

It is not just what we say, it is the way we say it.

Our tone of voice describes how we express Austurland, and the perceived personality detected in our communication. It is a kind of DNA for our common voice.

The Austurland brand should have a consistent and a distinctive tone of voice, that should come across in all communication.

### EXPERIENCE

*We do not market products, but we communicate real experiences.*

### CONTEMPORARY

*We keep our communication of Austurland up-to-date and contemporary.*

### BEYOND

*We do not just describe the picture, but we go beyond the obvious and tell the stories behind.*

### PASSION

*We communicate with an edge, or a depth that engages, and let the passion shine through.*

### PROUDNESS

*We communicate Austurland with real proudness.*

### RESPECTFUL

*We may be confident in our communication, but never arrogant or impolite. We show respect for the target audience and towards Austurland. We do not underestimate our audiences' intelligence.*

### HOSPITABLE

*We want our communication to be considered as friendly, connecting to humanity. We aim to create long-term relationships and dialogue.*

Above all, we use the opportunity to communicate in line with our brand values and promises. An effective way to evaluate our communication, is to compare to our Brand platform. How does it fit?

### Our Different Voices

How we communicate depends on the context. We use different levels of communication tones, delineating to different objectives.

Our Communication platform describes three different levels of communication, or different voices. When and how we use our different voices also depends on the medium; if it is an informative sign, a post on social media, an article on our website or in printed material.

#### Attend:

*Our signature voice intends to create attention. It includes an edge to the communication concept that makes it cut through the clutter and relate to the receiver. It may be thoughtful and smart connections combined with the visual message, communicative contrasts or other approaches. The signature voice also helps to make the communication concept memorable.*

#### Engage:

*The second level of our communication intends to engage the reader. It may be an editorial copy that includes imaginative phrasings, bringing understanding of the experience communicated. The aim is to place the reader in the experience, and feel the passion. The ambition is to inspire the receiver to read further. A marketing copy on this level invites to take action.*

#### Inform:

*This level is more specific to the content. It intends to bring clarity and information. It may be to provide contact information, or practical information that the reader needs. A marketing copy on this level directs the reader on how to take action. Even if the text is more based on information, the tone of voice is still important. We still have the opportunity to influence the text to be perceived in different ways.*







## OUR IMAGERY

*More descriptive and specific examples of our photo guidelines are to be found in our tool **Communication of Real Experiences: Austurland Communication Platform**.*

Our imagery has a central role to play in our communication. The photographs of Austurland are very strong additions, probably the strongest, to our communication. Images evoke inspiration, curiosity and emotions.

We aim to use imagery that enhance our message to our target audiences. We let the images do the talking, and keep text to a minimum.

The images we use depend on the situation and the aim. We focus on what is unique for Austurland. Our nature

brings the most fantastic sceneries that we should use, but we also think beyond. We use our sceneries as a backdrop, and focus on communicating the unique experiences of Austurland.

We catch and deliver engaging stories about passionate people. Our ambition is to use strong and engaging photography taken in the moment of the experience.

We avoid staged shots. We aim to use our own guests and residents in the photographs, and we strive for our images to contain people interacting and experiencing a moment.

We try to find visual solutions that invites associations beyond the image itself represents.



Examples of images from Austurland, communicating our environment and beyond.



## Photo Language

Our photo language goes hand in hand with our different voices. In broad terms, our types of photography follow the same guidelines as our communication tones.

### Attend:

*At this level the photograph should focus on creating an impression. The primary purpose is to build and sustain an emotional bond with our audience. We want our residents to feel proud, and our guests to feel awe. The image goes beyond visual information to emotionally involve the viewer. We search for moments, angles, times of day and weather conditions that allure and intrigue. The photograph is always real, but with that extra magnetic appeal. It is a stand-alone piece of photography that conveys passion.*

### Engage & inform:

*This level adds more visual information. The images are a visual representation of our content of Austurland, helping to stimulate a deeper interest in, and understanding of, our specific areas and experiences. Images at this level help define specific moments and places. They make it much easier for the viewer to imagine themselves being on site. Consider the perspective and content of the picture and how to bring uniqueness and natural energy to it.*

## Photo Guidelines

- Always connect the message of the image to be in line with our Brand platform.
- Check that the photography has the quality specified in our defined Image language.
- Combine nature with active situations and feature social interaction between people.
- Use images of local people or guests as appropriate for the context.
- Show all seasons to highlight variation and unique experiences all year round.
- Remember to take into account the copy space available in the photograph.
- Do not use photographs that are too cluttered.
- Do not use photographs of people that are obviously staged or posed.
- Be careful in applying filters or effects.
- Do not use photographs that are visibly dated.

## Licensing

Always consider the rights to use a photograph. Austurland DMO has an image bank that is continuously updated, containing photographs that are approved for usage.

Whether the name of the photographer should be included in the publication of the image is governed by agreements. As a general rule, we always include the name of the photographer, either in the editorial by-line or in direct connection to the picture.



Foto: Dine Bystrom

# OUR HOSTMANSHIP PLATFORM

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*This is a summary of our Hostmanship platform. For the more descriptive full version, see the single handout Spirit of Austurland: Austurland Hostmanship Platform.*

*In order to ensure conformity to current regional and national guidelines and regulations, always check for and use the newest version of the tool.*

*Our tools are continuously updated, and provided through our online destination web portal [www.austurland.is](http://www.austurland.is)*

Austurland is to be known as a destination with a high quality of service closely connected to human life, nature, culture and products of our region.\*

Professionalism and training are important ingredients when developing our level of service and hospitality. At least as important is our attitude, and our knowledge and understanding of our shared values.

Our qualities of being good hosts has direct impact on the experience of our destination. It does concern the hospitality businesses, but also our community in general. The better hosts we become, the friendlier and more positive our community becomes.

## HOSTMANSHIP

We are practicing hostmanship. A high level of hostmanship leads to improved quality of service and hospitality.

The art of hostmanship is a wide concept, and a perspective, linking to ourselves as well as to our guests.

One big difference between service and hostmanship is reflection. Good service can be defined as giving your guest what she or he asks for. Good hostmanship on the other hand, is to help your guest to get what she or he needs. That requires reflection.

Good hostmanship comes from a welcoming attitude; our manner, values, and modes of approach from which our decisions and actions are formed. A genuine welcome,

good service and collaboration are all built upon our attitude.

## Guests and Hosts

In terms of tourism, we think of our visitors as guests, rather than tourists, passengers or travellers. This approach encourages a high quality of hostmanship.

The same approach is our rule in general, also towards each other. It influences our attitude and personal treatment between us, when we consider each other as friends and guests, rather than consumers, customers, clients, students or patients.

We are all hosts, practicing hostmanship.

## Welcoming Atmosphere

Every guest has the right to feel welcome. Several aspects affect the sense of feeling welcome. Such aspects can be clear and useful information, thoughtful and user-centred design, sense of cleanliness, sense of security, feeling of being seen and heard, to be greeted and cared about, or to feel efficiency and value from the service provided. Some aspects affect our guests experience, even before they get in touch with us.

Delivering that unexpected little extra can be of central importance. When our guests leave, she or he will remember the feeling of being welcomed in all aspects. What will be most remembered is not mainly the expected service, but that little extra and positively unexpected.

## Our Approach

Our hostmanship is based in our Brand platform. Through our joint agenda for hostmanship, we aim to create value and meaning through service and hospitality.

As part of our aim for a high quality of hostmanship we define how our brand values can be experienced in our products, places and services. This approach involves a continuous destination design process, by interacting with our residents and guests. It serves as a basis for development, or further refinement, of products, places and services.

We aim to tell a good story of Austurland, from leaving imprints of memorable experiences characterized by a positive and welcoming atmosphere.

We aim to build up everlasting emotional bonds to Austurland, and to bring memories and experiences that will stay forever.

Every person we meet should be treated with respect, emphasizing on a human connections free from preconceived notions.

Our hostmanship should be characterized by giving of ourselves, our time and our attention.

We should never forget that people who contact us are extensions of ourselves. It means understanding, at that moment we are important to their life. Not only because we have the answer to their questions, but because we are the persons they chose to turn to.

Our hostmanship means seeing the person in everyone you meet and treating them accordingly.

We analyse, test and develop the desired experiences through all touch points; situations connected to people, services, places and environments. The journey is central; before, during and after the experience. We aim to map, analyse and develop the whole experience.

All of us in Austurland are ambassadors for our destination. Therefore, our ambition is that as many as possible should be educated in our Hostmanship platform.

## ONLINE COURSE

We have created a digital online e-learning course, available through Austurland DMO. The course focuses on providing all our ambassadors with information about the destination of Austurland, about hostmanship and reception.

Just as our Hostmanship platform, we call our digital course Spirit of Austurland.

In the course facts about Austurland, with reflections and exercises, are given. It provides knowledge of Austurland, including characteristics of our region and short information about towns and places.

Another purpose of the e-learning tool is to welcome new ambassadors of Austurland, and to provide practical knowledge about public services, registration, useful websites and more.

Through the online course, we also get the opportunity to provide an introduction into our Brand platform. This part also includes brief input about our focus areas; explore Austurland, outdoor activities, food and culture.

The course will be delivered in two sections. The first part is general, with material about the Spirit of Austurland; about our approach on hostmanship and information about our destination. The second part is optional, and may be tailored for specific locations or companies. The optional part can contain deeper and more specific information based on individual needs.

### Pioneering

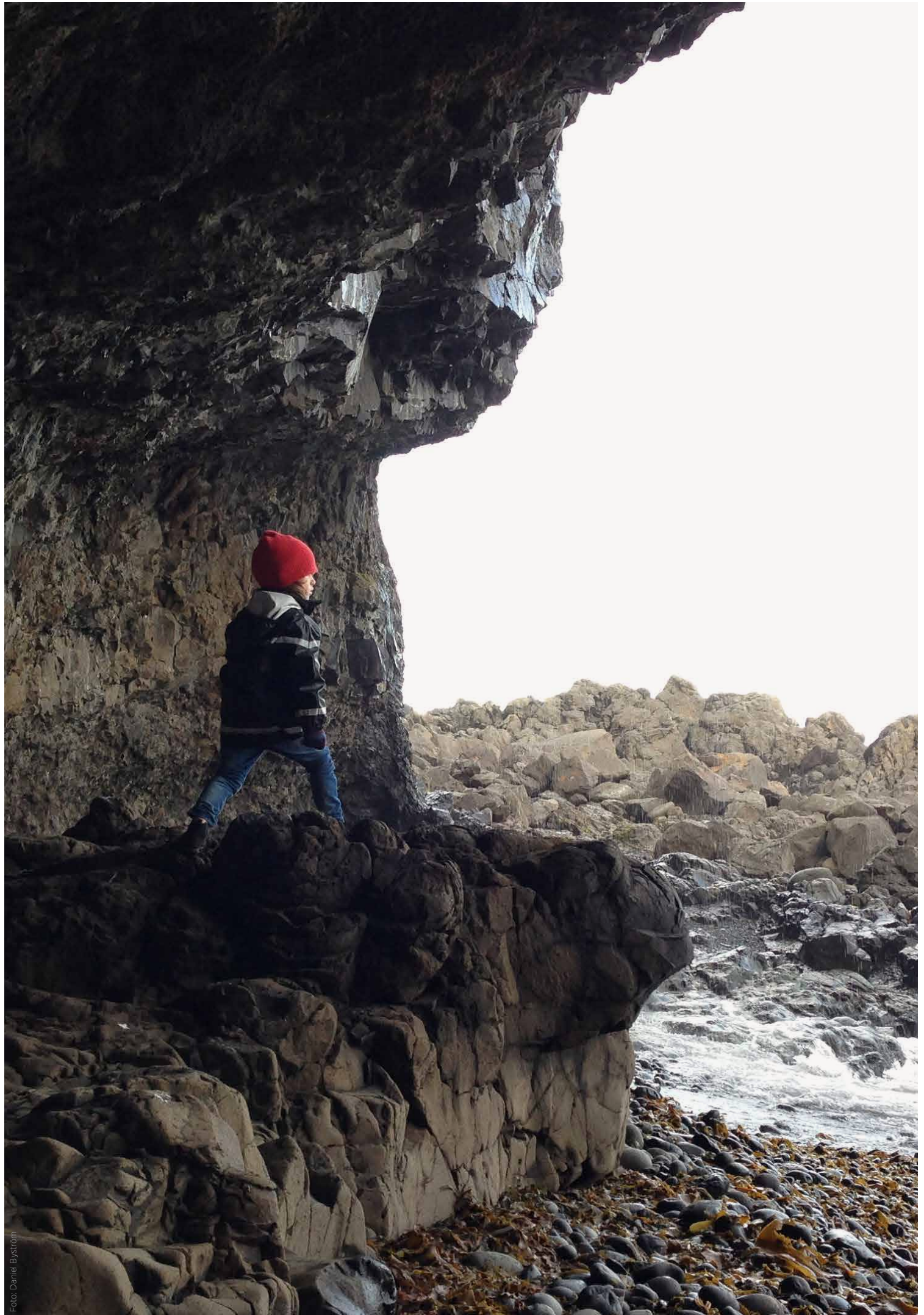
Our digital education responds to our common aim to increase the experience for our guests.

It is the first time this training tool is used in Iceland; a unique pioneering opportunity especially for us in Austurland. The tool is being used by leading destinations and companies in Scandinavia.









#### References:

Áfangastaðurinn Austurland - Startup Report (January 2015)

Sóknaráætlun Austurlands 2015-2019 (Samráðsvettvangur um gerð sóknaráætlunar, September, 2015)

Vegvísir í ferðaþjónustu / Road Map for Tourism in Iceland (Atvinnuvega- og nýsköpunarráðuneytið / SAF - Samtök ferðaþjónustunnar, October 2015)

Áfangastaðurinn Austurland - Creation Report (December 2015)

Áfangastaðurinn Austurland - Brand Platform (December 2015)

Áfangastaðurinn Austurland - Summary: Brand and Identity Meeting (October 2016)

Design for Europe 2021: Design4Tourism Report (Bureau of European Design Associations, 2017)





AUSTURLAND

**FAUST**

FERÐAMÁLASAMTÖK  
AUSTURLANDS



AUSTURBRÚ



SÓKNARÁÆTLANIR  
LANDSHLUTA