

TOURISM, CULTURE AND BUSINESS

ICELANDIC TIMES

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Fish Lovers' Heaven
A Love Affair with Giants
Húsavík's Unique
GeoSea Hot Baths
Fáskrúðsfjörður and
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It's always exciting to visit a country like Iceland. So much to see, so much to do—and all in a short time. For groups, it's best to ask the specialists to help with plans. For first-timers, the temptation is to stay in Reykjavík, as there's so much of interest to see and do and unique gifts to be found. The knowledgeable traveller will try to head upcountry, knowing that Reykjavík is not Iceland and there's so much more to be discovered.

Iceland has no motorways and its roads, though continually improving, are full of the unexpected that can take the unwary by surprise. When travelling, it's essential to drive safely. We're a small country and few in number. Every life is precious to us!

Culture plays a very important part in life here—both today and historically. In fact, the good, the bad and the ugly are all recorded in the Sagas in oft times rather gruesome detail.

You will find fascinating accounts all around the country, presented in many different ways, of both man and beast. The richness of life here is a big draw for many, whether in nature or in books, in person or in history.

This is an amazingly land and for the enquiring mind, there is more to find than will fit in a short holiday. This magazine, however, will hopefully give you some useful pointers to make your stay memorable.



Einar Th. Thorsteinsson
MANAGING EDITOR AND PUBLISHER

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Icelandic language

Icelandic is one of the European root languages, like Latin. There is no 'c' or 'z' in modern Icelandic, except in foreign words. However, it still contains some letters not found in most other languages. This basic list provides a general idea of their sounds, using familiar words rather than phonetics.

Character	Pronunciation
á	Like 'ow' in 'cow'
æ	Like the personal pronoun 'I'
ð	Like 'th' in 'with'
þ	Like 'th' in 'thing'

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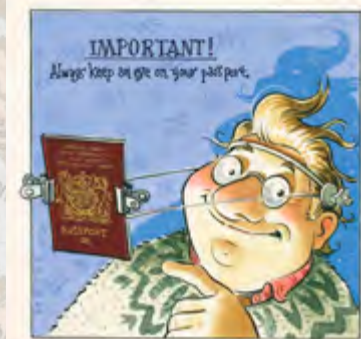
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REYKJAVÍK





UK BETTER PARTNER OUTSIDE EU THAN SCEPTICAL WITHIN?

HM Ambassador Michael Nevin in an exclusive interview with Icelandic Times

It's Friday morning 26th of July at the UK Embassy in Reykjavík as I sit down with Her Majesty's Ambassador to Iceland. It's been an eventful week for Mr Michael Nevin. After Theresa May resigned as Prime Minister, Boris Johnson went before the Queen and was sworn into office as Queen Elizabeth's Prime Minister. Boris is the 14th to serve the Queen, the first one being Sir Winston Churchill. Boris delivered his first speech in the House of Commons as Prime Minister of the United Kingdom. Boris Johnson had made clear promises: "We take back our country," claiming Brexit is about Democracy on this highly controversial issue. "Do you think

you can do it?" "I think we can do it," Boris had proclaimed going as far as stating: "It's a do or die!" Will the UK lose its soul by remaining in the EU? There is a new sheriff in town. Mr Johnson promises to deliver Brexit in accordance with the 2016 Referendum and for the United Kingdom to be out of the European Union by the 31st of October 2019.

"The new PM has a clear sense of purpose on Brexit. He believes we've been going around in circles for three years. The nation has been boxed in and his mission is to change the dynamics. The UK can't go around in circles anymore and must leave the European Union in accordance with the results of the Referendum. The PM's message is clear. Boris Johnson has previously said that not only is it in the best interests of the United Kingdom but the European Union and the European nations as well that the UK goes its way," Mr Nevin says.

Belfast boy who applied for the Reykjavík post

Mr. Nevin is from Belfast in Northern Ireland. He arrived in Iceland in September 2016. He had been High Commissioner to Malawi and before that a political counsellor in the embassy in Kenya. Mr. Nevin applied for the Reykjavík post before the Brexit referendum and when he arrived, the final Icesave payment had already been made. Both nations have put the issue of Icesave firmly behind them. Relations are very good, including the fact that approximately 300,000 UK citizens visit Iceland every year. "We share the same

democratic values and we have the same DNA, so let's work together", Mr Nevin stresses. The Ambassador puts forward a point of view not commonly perceived by the public but credits Boris as saying that, "The UK outside the EU could be a better partner in Europe rather than being sceptical and uncomfortable within the Union. The UK going its own way can reduce a source of friction within the EU - a platform for a better relationship between Britain and the EU."

"The United Kingdom will pursue trade agreements of its own, re-engage with old friends and establish broader relationships with all nations and the Commonwealth. The PM wants to project not 'little Britain' but quite the contrary, an independent partner on the world stage. A "global Britain". He emphasizes recapturing the positive spirit of the British people", Mr Nevin says.

Some MPs advocate the European Economic Area model. But the view in government is that it would not suit the United Kingdom, though it has worked well for Norway and Iceland, he says. Icelanders seem quite pragmatic on the issue. The country has been member of the EEA for a quarter of a century and it seems that people are broadly happy with the arrangement, with 95% of Iceland's exports to the EU free of tariffs. However, there seems to be a feeling amongst some in Iceland that the EU may be over-reaching institutionally. The question is whether the EU is overreaching regarding the balance of Sovereignty, as is being claimed by some in the debate on the 3rd Energy Package.

Britain outside the EU changes dynamics

I point out that it changes the dynamics for Iceland to have Britain outside the European Union. An independent United Kingdom and the Arctic shipping routes opening up clarify dramatically the vision of Iceland as an Atlantic nation at the crossroads rather than isolated in the High North, as was the case through past centuries. Everybody knows that the UK is a seafaring nation. Indeed British seamen learnt their trade, so to speak, in the 14th Century by sailing to the High North and fishing in the volatile Icelandic waters. They went on to sail the seven seas. Historian Björn Þorsteinsson (1918-1986) gave the 14th Century its name as The English Century.

In fact, Þorsteinsson claims that brimstone from Iceland played a crucial role in the Tudor's coming to power. In the final battle in the War of the Roses at Bosworth in 1485, Henry VII defeated Richard III as he had gunpowder with Icelandic brimstone imported through Bristol as his adversary had no brimstone from Sicily. Richard III paid the ultimate price. The victorious Henry VII went to Bristol to show his gratitude to the people; among them 49 Icelanders of 51 foreigners living there. That's how Iceland played a part in the rise of The British Empire.

One of Winston Churchill's first acts as PM in May 1940 was to send troops to Iceland in the High North due to its strategic importance to Britain. The Battle of the Atlantic was the longest during World War II. "We like to think we came as friendly protection against Nazism rather than occupants," says the Ambassador with a smile. The Americans arrived in July 1941. Iceland gained Independence in 1944 and played a crucial role during the Cold War as a NATO partner. And though Britain and Iceland fought the Cod

Wars and the British Embassy was stoned in 1973, the friendship remained intact.

Iceland at the cross-roads as the Arctic opens

I point out that Political Scientist, Jón Kristinn Snæhólm, has put forward the idea of co-operation across the Atlantic: The Trans-Atlantic-Trade-Area, consisting of the UK, USA, Canada, Greenland, Iceland and even Norway - though unlikely as the Norwegians have looked more to Europe than the Atlantic since Oslo's influence grew in the 14th Century under Danish rule in the days of the Kalmar Union. The Ambassador points to a map in the corridor of the Embassy with the Polar region as focal point and Iceland's ideal position at the cross-roads. "This map with the Arctic as a focal point, certainly brings new perspective," he says and continues, "As neighbours, the UK and Iceland are developing stronger bilateral arrangements. Both Britain and Iceland have prospered on trade and depend on trade. Both countries share the same values and are looking for partners in Europe as well as globally.

On Whitehall's radar

Iceland has come very much on Whitehall's radar. That has led to increased staffing in the Embassy in Reykjavík. Mr Nevin gives foreign minister Guðlaugur Þór Þórðarsson credit for broadening the relationship between the countries. He points out that the minister's report to Iceland's Parliament in Spring 2019 states that, from January 2017 to April 2019, there were 17 Ministerial and Parliamentary meetings between Iceland and the UK and 300 meetings between officials. In preparing his forward plan for 2017, Mr Nevin says that he originally planned for a minimum of two Ministerial meetings.

"The perception of Iceland has changed in Whitehall, which no longer looks upon

the size of Iceland but rather as a neighbour and equal partner, partly because of Brexit. There is increased awareness in Whitehall not only towards Iceland but the Nordics and the Baltic as well, as a region."

Iceland's seat at the table in the Arctic Council

Then there are the geopolitics of this new world, with opportunities that go with it; trading opportunities, deep sea mining, oil-drilling, fishing and with mackerel and herring going into new territories. But most importantly is preserving the environmental balance in the Arctic and the impact of climate change. The Arctic Council, with Iceland having a seat at the table, is important as ever to meet challenges of Global Change in the Arctic. "Although the UK does not have a full membership status at the Arctic Council, it is an Observer and very active in publishing papers on Global Change in the Arctic, it has an Arctic station in Svalbard, 4th most peer-reviewed research papers and 5th in terms of Arctic research funding. To manage geopolitical interests globally, there needs to be adherence to the international rules-based system. That is very much in Iceland's best interest. The Chinese, as always, have long term plans for the future and Russia is more challenging," Mr Nevin says and continues, "The Icelanders are very innovative with international companies such as Össur, Marel, CCP, to name just a few. You are deeply rooted in your culture and language which provokes envy and admiration where I come from. In Northern-Ireland, Wales and Scotland there is a struggle to re-learn our old Gaelic language. I firmly believe that your language will continue to thrive. There is a lot of interest in the Icelandic Sagas. In August 2018 there was a Saga Conference in Reykjavík attended by 63 UK scholars. That says a lot," Mr Nevin concludes.



HM Ambassador Michael Nevin



YEAH MAN, THE DUDE ABIDES

At Downtown Reykjavík's Lebowski Bar

Whether you're a longtime fan or a complete newbie to the whole 'Dude' subculture, Reykjavík's Lebowski bar delivers in spades. Named after the 1998 film *The Big Lebowski*, it's like stepping back in time and into the movie itself. The walls are plastered with memorabilia connected to the film and an eye catching three-dimensional bowling lane runs the length of the east wall. A retro American diner, replete with '50s style bar stools and sleek counter tops doubles as a dance floor from 11pm onwards when things really get hopping!

Mouthwatering burgers and fries are served daily from 11am to 10pm and do check out the 'Burger of the Month' for some innovative takes on the classic burger. A milkshake to go with that? Of course, you sexy thing!* Upstairs you will find additional space where private parties can be held, as well as a large terrace that's a great place to sit when the sun is shining.

Lebowski's secret sauce

It's the music at Lebowski Bar that has the sweeping power to transport you back in time and serves as the primary vehicle to get you that blast from the past and good times vibe. Every night from 9pm onwards, DJs crank out carefully chosen '50s through '80s classic rock that sets the mood and definitely pulls the room together.

24 versions of the White Russian cocktail

Lebowski Bar's popular happy hour, (daily from 4 to 7pm), offers reasonably priced drinks ranging from Icelandic craft beers to draft beers, from mainstay cocktails to an entire menu devoted solely to the legendary White Russian that the film made famous. The bartenders get creative with drinks such as El Duderino, Jack Treehorn, Green Toe, and The Other Jeffrey Lebowski – all named after characters or scenes in the film. Be on the lookout for the 'White Russian of the Month' specials.

For more fun and frolic

Last but not least, music quiz nights, shown on five full HD screens, are held every Thursday from 9 to 10pm and the monthly 'dress up' theme nights are always a hit. Special events include a thrice yearly film night featuring...of course, *The Big Lebowski* and reduced-price drinks. Additionally, all the big international sports events, such as the FA Cup, the Super Bowl are covered.

The Comeback Kid

Although *The Big Lebowski* was not initially well received by critics or the public when it first came out, times and attitudes have changed. Now, twenty-one years later, the film has developed something of a cult following and a new, younger audience is finding resonance. The annual 'Lebowski Fest', which started in 2002 in Louisville, Kentucky, has spread to major cities such as New York, San Francisco, and London. While



the film's plot may be all over the place, its brilliance lies in its portrayal of the two main characters- the Dude, Jeff Lebowski, an unambitious slacker who contrasts sharply with his aggressive, warmonger of a bowling buddy, Walter Sobchak. Set in 1990s Los Angeles, it is this push/pull dichotomy between the two main characters that gives 'The Big Lebowski' its enduring legacy.

In keeping with the main character's laid back, down home personality, Lebowski Bar is a 'come as you are' place to unwind and relax from the rigours of life.

The Dude would approve. -EMV

* Refers to one of Lebowski Bar's signature milkshakes, named 'You Sexy Thing'.



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KRISTJÁN INGI EINARSSON



Capturing the Uniqueness of ICELAND

Taking in the entirety of Iceland's nature, landscape and culture is an impossible task, which is why Kristján Ingi Einarsson's new photography book, 'Iceland - Unique Island' will come in handy. The book displays gorgeous panoramic pictures of the best of what Iceland has to offer, giving visitors a chance to relive their dream vacation, offering others a glimpse of their experience or simply to enjoy a work of art.

A Trip Through the Country

Iceland - Unique Island takes the reader on a trip through Iceland – focusing on the uniqueness of its diverse regions. Life in the city, the endless fjords in the East, the barren highlands and the ever popular Golden Circle, each have their own chapter in the book. The book is filled with vivid information about the photos, written by Ari Trausti Gudmundsson, a geoscientist, writer and member of parliament.

Kristján Ingi is a highly respected photographer in Iceland and has many best-selling photography books to his name. He says that, travelling around Iceland with a camera, he feels like he's taking care of the gifts of nature, by documenting them diligently. "It's becoming increasingly rare to experience nature which is as pure and clean as in Iceland. It is certainly a privilege to be able to find pristine and tranquil photography opportunities almost wherever you set your foot down," says Kristján Ingi.

Capturing the Moment

Being a photographer in Iceland is a work of patience, as weather and lighting conditions can change rapidly. "For me it is all about catching the moment. Some prefer to wait long periods of time for the perfect shot, whereas I like to move around and see what nature will offer



each time. It's almost like going fishing, sometimes you come home empty handed and sometimes you get lucky. You can photograph the same mountain 50 times and never get the same result, which makes my job so interesting," says Kristján Ingi.

Treating Nature With Respect

Having photographed the country so extensively through the years Kristján Ingi

is all too aware of the delicacy of the nature in Iceland. "I can see the changes happening already. We have to treat nature with respect and play an active role in preserving it - both locals and visitors. This is why I decided to donate 5% of the sales towards nature conservation," says Kristján Ingi.

Other books by Kristján Ingi include *Niceland* - a pocket size souvenir, *I Was Here* and *Horses and Nature*.

SCENT OF THE OCEAN AND GREAT FOOD

The Food Hall at Grandi Harbour

What do you want to eat today? You will not have any problem finding something to your liking at the 'Grandi Mathöll, whether you are on your own or in a group. Located right by the ocean, with fishing boats outside the window and inside, the aromas of delicious food from different restaurants. It's a place the locals frequent, so the food must be good. Take your time and enjoy the atmosphere and, to help you choose, we'll introduce you to six of the Food Hall restaurants.

FJÁRHÚSID (The Sheep House)

"Everything Icelandic is our motto and we decided to specialize in lamb dishes" says Herborg Svana Hjelm, co-owner of FJÁRHÚSID together with chef Birgir Rafn Reynisson. "I don't know of any other restaurant that has only lamb meat on their menu", she adds. "The meat comes from farmers in North Iceland. The sheep graze on fields or highland areas where no pesticides are used and the animals don't get any kind of antibiotics. We serve the meat with

seasonal vegetables grown nearby here in Iceland. The spices are Icelandic herbs and we make all our sauces from scratch."

The meat is grilled and there is a choice between lamb chops, lamb burgers, lamb on a spit with vegetables, hot dogs – and an Icelandic flatbread filled with blueberry marinated lamb. A member of the family is always present at the Fjárhúsid and will gladly answer any questions you might have about their unique food.

KORE

"Here, we serve Korean-inspired food with a Los Angeles twist, such as tacos filled with Korean materials", says Atli Snær, head chef at KORE. Atli Snær is a professional chef who has worked at many restaurants since graduation. While still an intern he got the opportunity of training at the Michelin star restaurant Ageron, at New York's Grand Central Station. In Los Angeles, he got the hang of fusing all kinds of traditional cooking together, which is reflected at KORE. There one can have beef, pork and chicken served, for example, with Korean Kimchi (fermented cabbage) or sauces with Gochujang (fermented

chili paste). "Our chicken wings became so popular that we could not get enough wings, and could only have them on the menu once a week", says Atli Snær. Locals have liked the food from day one and now travellers have joined in and truly enjoy this Icelandic fusion of Korea and LA.

GASTRO TRUCK

Crispy spicy chicken burger was the only item on the GASTRO TRUCK's menu, as it proved to be so popular that nothing else was needed. "We bought a 1984 Step van and Gylfi rebuilt it as a Food Truck, and we drove it around selling chicken burgers", says Linda Björnsdóttir, who runs Gastro Truck together with Gylfi Bergman Heimisson. "We drove mainly through the commercial areas in Reykjavík and little by little the word spread and the burger became very popular. It is made of specially seasoned chicken that is deep fried and served with coleslaw made from scratch. Now we also offer a vegetarian version and we have a tasting session going on to decide what to add to the menu – but we will not add anything until we come up with something that has real UMPH",

says Linda. The truck is still running with a small restaurant in the Food Hall which serves the same delicious chicken burgers.

LAX – SEAFOOD AND BUBBLES

"I got this idea while living abroad, as there I often got seafood and sparkling wine served together but knew that this was not available in Iceland", says Dagbjört Hafliðadóttir, owner of LAX – Seafood and Bubbles restaurant. "I am a lawyer and was working at a law firm in England, but I also love to cook. So, when I got the opportunity to open a place at the Food Hall I decided to change course", adds Dagbjört. At her restaurant, she serves luxury food at affordable prices and imports her own sparkling wine from Italy. "We serve our wine with the freshest seafood of the season and make everything on the menu from scratch. A very popular dish is a tasters platter to share."

Dagbjört says that, to begin with, most of the customers were Icelanders, but now more and more foreign visitors come to enjoy the fresh Icelandic seafood with the Italian sparkling wine.

FUSION FISH & CHIPS

"We serve fresh Icelandic cod every day from our own family company", says Hördur Jóhannsson, owner of FUSION FISH & CHIPS. "Our cod and shrimps are 100% traceable and are processed in my in-law's family fish factory. At the restaurant, traditional fish and chips is served with a Japanese twist. "We use top ingredients like tempura batter, Icelandic wasabi, Japanese yuzu fruit and squid ink", says Hördur. "We have wide range of vegan mayo-dippings that we make ourselves every day. And one of our most popular dips is vegan mayo with black garlic and sea truffle."

With all this in mind, fish lovers will be sure to have a very tasty quality meal when they decide to eat at Fusion fish & chips.

CUBANOS

Small course meals are becoming popular with Icelanders, so more and more restaurants are catering to those needs. One of these is CUBANOS and as the name indicates, the menu has its base in Cuban cuisine. Atli Snær, who runs KORE restaurant, joined forces

with Jóhannes Sigurdsson and Bryndís Sveinsdóttir and they run CUBANOS together. "There is a famous sandwich called El Cubanos made of pork, ham, cheese, pickled gherkins and mustard that is on our menu and the name derives from it", says Jóhannes. "The menu is based on Caribbean-style food and one of the most popular items is Havana street corn, which is a corn dipped in parmesan cheese, spiced with cayenne pepper, coriander and lime", he adds. "We also import plantanos, as they are not available on the market in Iceland."

Their slush-based cocktails have added to the popularity of Cubanitos, so here is a good place to meet the locals.



Opening hours
Sun - Wed: 11am - 9pm
Thu - Sat: 11am - 10pm



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FJÁRHÚSID



KORE



GASTRO TRUCK



LAX - SEAFOOD AND BUBBLES



FUSION FISH & CHIPS



CUBANOS



THE ICELANDIC PHALLOLOGICAL MUSEUM

From the penises of elves to whales

The Icelandic Phallogological Museum in Reykjavik is, without a doubt, one of a kind. It holds a collection of phallic specimens that belong to various types of mammals. Here in the museum you can see examples of more than 220 penises and penile parts that belong to all the land and sea mammals found in Iceland. It even has on display the penis of an old Icelandic gentleman who died in 2011 at the ripe old age of 95. Furthermore, the museum has between 40–50 specimens from foreign mammals including a giraffe and an elephant.

“The purpose of the museum is showing these specimens,” says the curator, Hjörtur Sigurðsson, “but it’s also a scientific museum. Many professionals, such as biologists and doctors visit the museum to study. The purpose is also to educate and amuse people and, of course, to lift the taboo that has shrouded this subject for so long. It’s just a part of the anatomy; people should be able to discuss these things.”



Hjörtur says that what gets the most attention are the big things, like the penis of a sperm whale that is 1.7 metres long and weighs somewhere between 70–80 kilos. Strangely, the human penis gets a lot of attention too!

For the foreigners, the folklore section is popular. “They find it very funny that we can display penises from elves, trolls

and the Hidden People.” Regarding the Hidden People: some claim they can see the hidden man’s penis; especially the women.

- SJ



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ANCESTORS' KNOWLEDGE HEALTHY FOOD DIRECT FROM THE EARTH

In the old days, people still had knowledge about nature’s richness. They used what Wild Nature provided them: picked leaves and herbs, or searched the shores for the ocean’s supplies such as seaweed. The shore is a garden; you just have to know where to harvest and what to collect.

A PIONEER

Biologist Eyjólfur Friðgeirsson knows nature pretty well. He is passionate about the harvesting of nature, which he sees as a food source and a treasure for delicacies. In 2005 he started his company Íslensk hollusta, aiming at the use of natural Icelandic products in their own taste and freshness.

Eyjólfur is a pioneer in his field in Iceland. He was the first one to revive the idea of using seaweed as a dried snack. The country is rich in natural resources when it comes to nutriment. His task was to reawaken folk knowledge about how to harness these gifts of the earth. The idea proved to be a success, and today his goods can be purchased in souvenir shops around Iceland. Spiced Salt (a seasoned salt made according to his special recipe) is an excellent contribution to your cuisine and a perfect gift.

HAND-PICKED AND HEALTHY

The hand-picked Iceland moss is ready for use in tea, bread or porridge. In the old days, seaweed was consumed in times of famine. Today we know that there is hardly a more nutrient food. By adding seaweed to your daily diet, you can be sure that you are consuming ingredients from unspoiled Icelandic waters.

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“Wild Nature knows what is best; we pick it for you, and you just have to take it home,” says Eyjólfur.



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www.islenskhollusta.is



REYKJAVÍK CITY MUSEUM

Multiple exhibits focus on historical and cultural aspects of the capital city

Reykjavík City Museum gives travellers the opportunity to experience the history of Reykjavík in a fun and engaging way. The museum, which comprises five separate sites, aims to preserve Reykjavík's cultural heritage, which dates back to the days of settlement in the late 9th century.

Four of the museums are conveniently within walking distance of downtown Reykjavík, while the Árbær Open Air Museum is only a 15-minute drive from the city centre. The ferry to Viðey Island leaves from the Old Harbour in downtown Reykjavík.

-JG

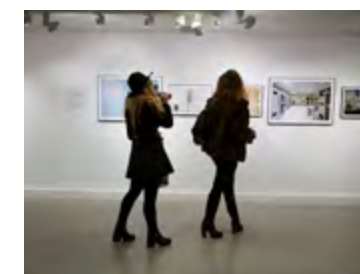
The Settlement Exhibition

The Settlement Exhibition is as authentic as it gets as it was built around the actual ruins of a Viking Age longhouse that has been preserved in situ. The exhibition gives visitors a look into the life of the first people who called the Reykjavík area their home and the ways in which they adapted to their new life. The construction of Viking Age buildings is explained using multimedia technology. Computer technology is used to give an impression of what life was like in the hall. The exhibition is suitable for all ages and includes an activity centre for children.



Árbær Open Air Museum

The Árbær Open Air Museum is a treasure. The museum, which was founded in 1957, gives visitors a visual sense of Reykjavík's past. The site comprises a village-like collection of more than 20 houses, each of which is a separate exhibition. Visitors learn how Reykjavík developed from a few isolated farms into the capital city of Iceland that is home to more than 120,000 people. During the summer months, staff members are clad in period costumes that are quite charming and fun. The museum is suitable for all ages and includes a playground and a toy exhibition where children can play freely.



Reykjavík Museum of Photography

Reykjavík is home to some great photographers, past and present. The Reykjavík Museum of Photography has an impressive collection, which now comprises about six million photographs. The oldest photos date from around 1860, giving a glimpse of city life decades ago. The museum preserves photographs from professional, and amateur photographers, including industrial and commercial photographers, as well as portrait and press photographers. Reykjavík is a vibrant city with rich history and contemporary culture. Stop by to check out the latest exhibitions.



Viðey Island

Viðey is a little gem of an island just off the coast of Reykjavík and is accessible by ferry. The island, which is just 1.6 km² in size, hosts unspoiled nature with vast stretches of grassy plains and rich birdlife, as well as the John Lennon Peace Tower, an installation created by Yoko Ono, along with art by world renowned artist Richard Serra. Viðey is a favourite among birdwatchers, as the island is a nesting ground for more than 30 bird species. In the summer, there are daily ferry trips from the Old Harbour, Ægisgarður harbour and Skarfabakki harbour. Please visit www.videy.com for the ferry schedule.



Reykjavík Maritime Museum

Fishing has been the backbone of Iceland since the days of settlement. Fish nourishes Iceland's inhabitants and is an important industry, exporting Icelandic fish abroad. The Reykjavík Maritime



Museum, which is located in the old harbour, focuses on exhibitions that show the importance of fish to the nation. Today, Icelanders fish on modern trawlers, but in the old days, fishermen regularly put their lives at risk on primitive boats in order to feed their families. The museum shows the equipment fishermen used through the ages.

However, one of the main attractions at the museum is the Coast Guard ship, Óðinn, which took part in all three cod wars with Britain. Guided tours are offered daily at 13:00, 14:00, and 15:00.

Family Friendly Fun

Reykjavík City Museum is family friendly and all museum sites have something that caters to children. For example, the exhibition "Come and play" at Árbær Open Air Museum has a playground, furnished rooms with everything in child sizes as well as lots of toys to play with. The Settlement Exhibition has a special family corner where children and parents can have a fun time together. The Reykjavík Maritime Museum offers a fun treasure hunt for kids during their museum visit.



Borgarsögusafn Reykjavíkur

Grandagarði 8 • 101 Reykjavík
 +354 411 6300
www.reykjavikcitymuseum.is





Reykjavík Art Museum – Kjarvalsstaðir: houses the works of one of Iceland's most influential and recognised artists, Jóhannes S. Kjarval (1885-1972). The building is a fine example of Nordic modernism, it features floor to ceiling windows that look onto the beautiful Klambatún Park a walk away from church Hallgrímskirkja.

Flókagata 24, 105 Reykjavík
Open daily 10-17

REYKJAVÍK ART MUSEUM – KJARVALSSTAÐIR

JÓHANNES S. KJARVAL Can't Draw a Harebell

25.05.2019 - Opened
05.01.2020 - Closes

The artist Eggert Pétursson (b. 1956) has assembled an exhibition of the floral works of Jóhannes S. Kjarval. Upon undertaking this project for Reykjavík Art Museum, Eggert decided to examine the floral factor in Kjarval's work and approach it from an artistic viewpoint. According to Eggert, Kjarval's flower works are more extensive than his own. Kjarval traverses all over. He does not limit himself to botany but paints and sketches flowers around him, be they ornamental plants, potted plants or wildflowers, and last but not least, he paints the flora of the mind. Eggert resolved to categorise the works by their elements and figurative connection and display them as he

would his own work. His selection is intended to create a coherent exhibition rather than as a historical overview of Kjarval's floral works. The artworks are divided into three main groups in the three exhibition halls. The centre hall contains floral landscapes and images from wild Icelandic flora. This includes works where Kjarval first grapples with wildflowers, mainly heather. In his sketches, common plant species are often recognisable, and these kind of sketches can be viewed in the display cases. Landscape and flowers are intertwined in Kjarval's works and, in his last years, he painted landscapes of the mind, a grey world, illuminated by flowers. The north hall contains what may be called festive flowers, i.e. cut



flowers, potted plants and flower baskets, artwork which Kjarval created as gifts, both from himself and others. Lastly, the south hall is where we find his floral fantasies, where faces and creatures are interlaced with flowers in paintings and sketches.





Handmade jewellery





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REYKJAVÍK ART MUSEUM – ÁSMUNDARSAFN



Reykjavík Art Museum – Ásmundarsafn: The sculptor Ásmundur Sveinsson (1893–1982) designed, worked and lived in this beautiful building. The white dome structure is surrounded by Sveinsson's sculptures. The inside of the building is inspired by vernacular Mediterranean architecture. Ásmundarsafn is by Iceland's National Stadium in Laugardalur.

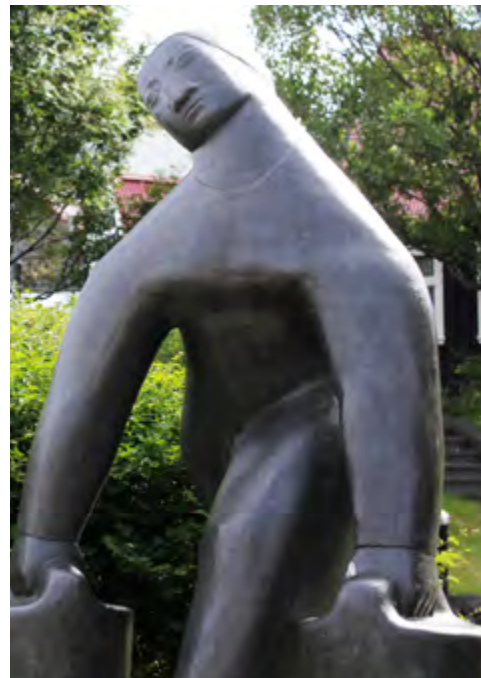
Sigtún, 105 Reykjavík
Open daily 10-17

ÁSMUNDUR SVEINSSON Under the Same Sky – Art in Public Spaces

19.01.2019 Opened
16.02.2020 Closes

The sculpture garden at Sigatún is dedicated to the works by Ásmundur Sveinsson (1893-1982). It is also the point where the exhibition, 'Under the Same Sky' extends its view to some of the numerous outdoor pieces that the late sculptors have created and installed in Reykjavík and around and outside Iceland. The works in the exhibition are more meditative in comparison to the outdoor sculptures: smaller in scale, made of different materials, and three-dimensional studies to the enlarged works that Ásmundur realised in the end. Art in public spaces is one of the museum's programme highlights in 2019. During the year, works by five artists will be featured at separate times in the exhibition 'Under the Same Sky' together with Ásmundur Sveinsson. These artists are

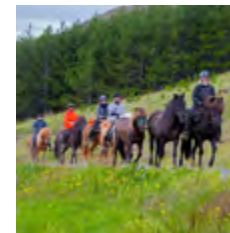
Sigurður Guðmundsson, Brynhildur Þorgeirsdóttir, Jóhann Eyfells, Helgi Gíslason and Ólöf Nordal. Ásmundur Sveinsson was born in 1893. He grew up in the countryside, in Dalir, and started his art studies with sculptor Ríkarður Jónsson at the age of 22. He later studied art in Denmark, then Sweden and finally in Paris, France. Ásmundur is one of the pioneers of Icelandic sculpture. Upon his return to Iceland, he built two houses where he lived and had his studio. Reykjavík Art Museum now runs a museum dedicated to his work in one of them, Ásmundarsafn in Laugardalur. Ásmundur sought inspiration in Icelandic myths and folktales, and in the forms of nature. Later, he became preoccupied with various technological novelties of the 20th century. Ásmundur was a prolific artist. His work can be seen in public places around the country, and this is in accordance with Ásmundur's beliefs that the art is not meant for the chosen few, but a part of the everyman's daily life. Ásmundur Sveinsson died in 1982, at the age of 89.



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Reykjavík Art Museum - Hafnarhúsið: the old harbour warehouse is located in the oldest part of Reykjavík where the town's boats docked. The building was erected in the 1930s and at the time it was one of Iceland's largest buildings. Hafnarhúsið is by downtown Reykjavík.

Tryggvagata 17,
101 Reykjavík
Open daily 10-17
Thursdays 10-22

REYKJAVÍK ART MUSEUM - HAFNARHÚS

ERRÓ
Mao's World Tour

01.05.2019 Opened
05.01.2020 Closes

Erró was one of the first Western artists to adopt the legend and images of Mao Zedong. Between 1972 and 1980, Erró painted the series Chinese Paintings – over 130 paintings which tell the story of a great leader who travels around the world. Each painting, like most other paintings by Erró from 1964 onwards, is based on a collage where Erró matches two images of different origins against each other: Chinese propaganda posters and Western tourist pictures from famous places. Erró pictures Chairman Mao and his comrades on a triumphant tour around the world, but in reality Mao

only made two trips out of China, both times to attend the Communist Party Convention in Moscow. The series Chinese Paintings is fiction, where the staging and the presence of Mao in various locations is a sarcastic reference to the wave of Maoism which seized groups of Western artists, intellectuals and politicians following the student riots in Paris in May 1968. The series objectifies both the utopian dream of the future and the fear of the Chinese Cultural Revolution spreading around the world.

The Chinese Paintings made Erró famous internationally. The exhibition in Hafnarhúsið contains paintings, collages and engravings from the Reykjavík Art Museum's collection.



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For more than 85 years, the company has hosted travellers from all corners of the world. The founder, Gudmundur Jonasson, drove the USA astronauts of NASA for all Apollo missions to the moon around Iceland, including Neil Armstrong. Today GJ Travel owns the newest fleet of comfortable buses with free Wi-Fi in Iceland.

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Many GJ Travel customers return time and time again—often together with their families and friends, to experience Iceland's unique, beautiful nature and historical traditions. The main reason is that GJ Travel maintain a dedicated team who never lose sight of the 'personal touch,' and work hard to ensure that the varied and interesting itineraries offered by GJ Travel provide plenty for the needs of today's travellers.

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64° REYKJAVÍK DISTILLERY: QUALITY CRAFTED SPIRITS

An independent distillery with unique spirits and liqueurs

64° Reykjavík Distillery is a family-run, independent micro-distillery that handcrafts unique Icelandic-inspired spirits and liqueurs. Popular among locals and visitors alike, the spirits feature flavours including blueberry, juniper, crowberry and rhubarb. The distillery, which was founded in 2009, uses handcrafted processes to create the spirits including natural infusion and

small batch distillation. The ingredients are sourced sustainably, and are proudly foraged locally in Iceland. Great care is spent in selecting the best ingredients as the unique quality and intensity of the berries are key to the rich flavours of the spirits. There is a short window for foraging berries in Iceland, so the pickers must time the season perfectly to collect the best berries.

The spirits, which can be enjoyed in mixed drinks or on their own, can be found in the finest restaurants and bars in Iceland as well as in state-run liquor stores.

Something for everyone

There is a flavour to suit every taste: the blueberry, crowberry and rhubarb liqueurs are on the sweet side and are great for cocktails or to enjoy along with a dessert.

Reykjavík Distillery's Einiberja (juniper) is a delicious gin that has an elegant, pure, yet intense and crisp flavour. Meanwhile, the company's Brennivín packs a bit of a punch. Distilled from the best organic caraway seeds and local angelica seeds, 64° Brennivín is enjoyed neat with traditional Icelandic food. Lately, local and international bartenders have discovered 64° Brennivín, along with other 64° Reykjavík Distillery spirits, to design fantastic cocktails. -JG



Reykjavík Distillery

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THE FINE ART OF KNIFEMAKING

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In the town of Mosfellsbær, just a 15 minutes' drive from Reykjavík, master craftsman Páll Kristjánsson (or Palli) and his co-creator Soffía Sigurðardóttir are hard at work in their rustic atelier, where they create an array of handsome knives for collectors, chefs, and all those who appreciate the workmanship that goes into a finely crafted tool.

Icelandic Artisans at Work

Damascus steel, well known for its durability and razor sharp blades, as well as stainless steel from Denmark, Germany and Sweden are choice materials favoured by Palli and Soffía. Many of the blades are Viking Age replicas decorated with finely etched designs that are then expertly paired with a handle carved by Palli. Traditional Icelandic materials are all used to create beautifully carved handles—birch, rowan, horse's hooves, reindeer antler, goat and sheep horn and even fossilised wood. Palli's knives can be found distributed throughout the world in 85 countries and as collector's items. They sometimes enjoy fierce bidding between collectors on the Internet.

The Woman's Touch

For her part, Soffía, who has worked under Palli's tutelage for several years, has created a line of beautiful professional kitchen knives and her own collection of steak knives and forks which are gaining in popularity. Blades for these knives come in various shapes and materials (Japanese, Damascus steel or high carbon steel) and the finely balanced handles make them a joy to use in the kitchen. Chefs, cooking schools and cooking enthusiasts tend to love to show off these one-of-a-kind handmade kitchen tools that have become something of a sought after souvenir from Iceland.

Custom-made

Should you have your own design ideas or materials that you would like to use, Palli and Soffía are happy to work with you to

produce a custom knife made to your specifications. More information can be found at their websites listed below where you can browse their collections and even special order online.

Walk-ins Welcome

Palli and Soffía's workshop can be found at Álafossvegur 29, 270 Mosfellsbær. Opening hours are 9am–6pm, Monday through Friday, from 9am–4pm on Saturdays or, if you are in the neighbourhood outside of those hours, you are always welcome to pop in for a chat.

Though a visit to their workshop would be well worth your time, you can also find their products available in Brynja hardware store on Laugavegur 29 in the centre of Reykjavík.

-EMV



Álafossvegur 29 • 270 Mosfellsbær
+354 899 6903
palli@knifemaker.is
soffia@knifemaker.is
www.knifemaker.is
www.kitchenknives.is



THE JOYFUL WONDERLAND

The Little Christmas Shop that is festive all year round

Anne Helen, owner of 'The Little Christmas Shop' on Laugavegur, Reykjavík's main shopping street, is what you might call a 'one woman wonder'. Ten years ago, she decided it was time for a change and turned to doing what she does better than most of us; making the world a prettier place, one Christmas ball at a time.

In the Land of Eternal Christmas

Anne Helen, a genuine aesthete, says she has always had somewhat of a Christmas obsession and an intense passion for things of beauty. She never goes for anything average but hunts for things of quality that truly stand out. Though she imports merchandise from all over Europe, her ambition is to specialise in Icelandic handiwork and ornaments. She already has an extensive



range, most made exclusively for her by a number of craftsmen, each having a distinctive approach and working in materials such as wool, glass and clay. In



addition to customary Christmas ornaments, she includes local folklore figures, like the thirteen Yule Lads and the Christmas Cat.

Anne Helen loves it to tell customers about Icelandic Christmas traditions. Visitors often stop by simply because they've heard of her hospitality and the shop's friendly atmosphere. They rarely leave empty handed. After all, placing an Icelandic Yule Lad on your Christmas tree every year is a great way to remember your visit to Iceland.

-HP



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LEATHER DESIGNER

Ladies handbags, earrings and necklaces

Quality Icelandic design and leather handcraft is much sought after. "My first leather design was a handbag painted with colourful artwork and patterns," says Guðrún Stefánsdóttir, a successful independent architect who found a second career in creative leather designs.

Guðrún designs leather handbags and now she's added necklaces and earrings to her Ark Art accessory collection. "I wanted to use the leather cut-offs for something useful, when I came up with the idea to use them to make jewellery—earrings and necklaces."

Guðrún's Ark Art leather jewellery is recognisable by her use of thin leather rings or squares and use of colours. It is a sophisticated yet simple design, skilfully using geometric shapes and colours. Guðrún graduated from the Royal School of Architecture in Denmark in 1986.

After working at an architect's office, she started her own business. "I've worked on some amazing projects, ranging from large buildings to single family homes. My favourite projects are those where I design everything from A-Z for private homes. Those projects would typically involve the house and interior design, the landscaping around the house and the furniture inside." Her services are available upon request.

The Ark Art collection is available at the National Art Gallery, Snorrastofa in Reykholt, at Rammagerðin at the Keflavík International Airport, and directly from Guðrún. More information can be found on Facebook: Arkart-leatherdesign. -NHH



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THE QUIET ELEGANCE OF HOTEL HOLT

A Hotel of Distinction

It's like stepping back into another era and another time. Touches of old world charm, elements of classical interior design and nearly 500 works of art by renowned Icelandic artists are what set this mid-century, boutique hotel apart from the rest.

Steeped in history

The elegant hotel is located in what can be perhaps called the most quintessential neighbourhood of Píngholt with its quiet streets and quaint 19th century timber and corrugated iron clad houses. Since in its beginning in 1965, the 4-star hotel has attracted many of Reykjavík's artistic, social and political vanguard, and continues this tradition by supporting local artists and events as a part of its ongoing mission.

A permanent art collection

The hotel houses the largest privately owned art collection in Iceland and features numerous works by several of Iceland's most cherished late 19th century and early 20th century artists—Johannes Kjarval, Jón Stefánsson, and Ásmundur Sveinsson along with works by notable women artists of the same period—Kristín Jónsdóttir, Gerður Helgadóttir and Júlíana Sveinnsdóttir. The walls of the upper floors are lined with old maps and 134 lithographs by the artist M. August Mayer who accompanied French naturalist Joseph Paul Gaimard on his voyage to Iceland between 1835 and 1836. Nearly 500 works of art are scattered throughout the hotel and are numbered and catalogued for easy reference. Hotel guests, as well as restaurant patrons are

invited to book a guided tour (known as The Art Walk) of the ground floor art collection.

The Geode Effect

As with many Icelandic buildings, Hotel Holt's façade belies its rich interior; marble floors and gilded antiques grace the hotel lobby. The events hall contains brilliant works including three impressive bronze sculptures by Jón Benediktsson which were commissioned for the hotel in commemoration of the return of Saga manuscripts to Iceland from Denmark in 1971. The adjoining "Kjarval stofa" (or Kjarval's living room) is a wonderfully quirky room where an early Kjarval b&w sketch from his studio that covers the walls from floor to ceiling.

The lay of the land

Some forty-two rooms spanning four floors are furnished with the clean lines of contemporary Icelandic decor and include all modern amenities, ensuite bathrooms and it goes without saying—comfortable beds throughout. Standard rooms are cozy and comfortable and then there are 4 spacious suites and 8 junior suites, all with king size beds.

Fourth floor rooms are all equipped with balconies where you can enjoy fabulous views of the city and beyond.*

The Holt Bar

The plush armchairs are upholstered in rich, tawny leather; the portraits on the walls are pure Kjarval—delightful and playful. Taking center stage, an imposing stone fireplace, lit every evening, makes this possibly the coziest... and the classiest bar in Reykjavík. Behind the counter, an

impressive collection of craft beers, wines and spirits stand ready to liven things up. Tempting snacks, amuse-bouches and fish of the day are also available at the bar.

Where the visual arts meet the culinary arts

I would be amiss if I didn't mention Hotel Holt's restaurant which has been one of Reykjavík's finest dining establishments since it opened in 1965. The restaurant, known for its classical cuisine incorporates Icelandic culinary creativity into its distinguished menu. It comes as no surprise that the restaurant has earned top marks in international rankings and has had the honour of hosting dinners and events for visiting ambassadors, dignitaries and royalty down through the years. Among the 17 paintings that adorn the walls, The Picnic (1939) by Jón Stefánsson has become something of an icon and is one of the first paintings that greets your eye as you enter the room.

The Old Library

Relax in the old library with its beautifully preserved collection of leather bound volumes including Icelandic poetry, the Sagas and even a Bible from 1728.

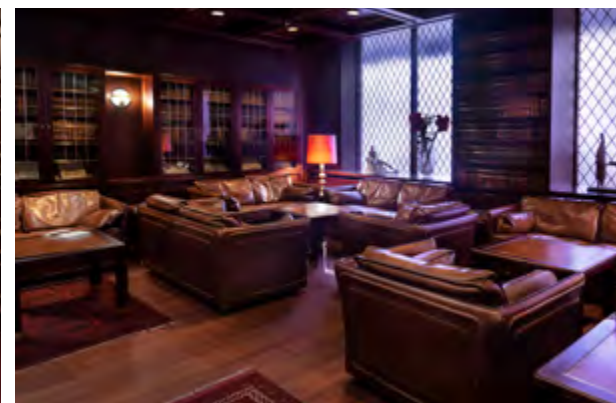
Hotel Holt is located in Bergstaðastræti 37, five minutes' walk from the main streets of Laugavegur and Skólavörðustígur and within easy walking distance to Hallgrímskirkja Church and the Old Harbour area.

-EMV



Hotel Holt

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www.holt.is
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In this era of electronic, battery-powered watches, you might expect that automatic mechanical watches had passed into history. Nothing could be further from the truth. There is a greater demand for high quality timepieces that will outlast the temporary electronic watch phenomenon.

The choice of connoisseurs

You can be defined by your choices. There are watches for the mass market and there are those watches that are individualised, personalised collectors' items, works of art that are cherished for generations. These are investments - especially those limited editions. Yet, they have a key place in the lives of the wearers.

Kings, princesses, international leaders from East and West, film stars, rock idols - all have made their way to the small shop on Laugavegur, Reykjavík's main shopping street, to select their own watch, have it assembled and personalised just for them, a testament to their discernment of true quality.

While I was visiting the shop, with it's wall filled with photos of well-known personalities who are now wearing their watches, I couldn't help but wonder if it was only the rich and famous who could afford such time pieces. My answer came as I was standing there. A beautiful young woman came to pick up a watch she had ordered and two tourists selected watches for themselves. They would return later in the day to collect their watches after their selections had been assembled specifically for them in the tiny studio at the back of the shop.

Others, wanting something even more personal, have their watches engraved on the inner rotor with special messages.



Relying on reliability

Pilots and the Icelandic coastguard have to be able to trust their watches. Lives could depend on them. The coastguard are issued with the "Sif" watch, designed especially for them. The only watch in the range without a transparent back, it has a 4mm Sapphire non-reflective glass and can be used to a depth of at least 1,000 metres. It is also available to the general public, along with pilots' watches, likewise known for their dependability and absolute reliability.

Wear the volcano

Iceland used to be known as "Europe's Best Kept Secret" but it was thrust into the limelight in 2010 with the Eyjafjallajökull volcanic eruption. The fine ash that brought Europe's air traffic to a halt now coats the face of the most sought-after watch, the Goð. Ornate Viking engravings on the case make this watch stand out - especially as some of the engraving can be personalised to make it totally unique.

-ASF



JS Watch co.
Laugavegur 62 • 101 Reykjavík
+354 551 4100
info@jswatch.com
www.jswatch.com



Sheep came to Iceland with the Viking settlers and quickly proved their value, not only for their meat but also their wool and skins. Living conditions were very basic and especially tough in the cold and dark winter months. Sheep helped keep the settlers alive.

These Icelandic sheep have two types of fleece—an outer, weather and water repellent layer and a soft, warm fleece close to the skin. Combined, they have provided warm clothing for farmers and seamen, adults, children and babies for centuries. Making sweaters became a tradition in farmhouses, cottages and houses around the country.

From home to market

The Handknitting Association of Iceland was founded in 1977 to help knitters to get their handiwork marketed. A group of women formed the association, establishing standards and guidelines for the production that was—and still is, an important supplement to many family incomes. Shortly thereafter, they opened a shop to sell their members' woollen goods at Skólavörðustígur 19, the main shopping street that descends from Hallgrímskirkja, the cathedral overlooking the city.

Find the real thing

In today's globalised society, it is increasingly difficult to be sure you are getting a genuine article, rather than one made thousands of miles away, with wool that lacks the characteristics



that has made Icelandic wool so special for hundreds of years.

The Handknitting Assn.'s shop only stocks genuine Icelandic wool and clothing made by professional Icelandic knitters, so you can be certain you are getting the true, well-made product. Look for the logo to be sure.

Their motto from the outset has been, 'Buy directly from the people who make them'. Walking into the shop, one cannot help but be amazed at the skill and productivity of these ladies—and some men, too, from all walks of life, living in all parts of the country. Every item has that sense of individual uniqueness that only handmade items carry.

Traditional and modern styles

The world of knitting has changed dramatically since the association began. A few decades ago,

the designs took the form of the 'lopapeysa' or sweater, with its distinctive scalloped pattern, which has become so popular worldwide, but numerous young Icelandic designers have also turned their attention to wool as a medium of choice for their fashion designs, resulting in new products, styles and colours.

Today, there is a wide range of sweaters, gloves, hats, scarves, socks, bags and many other items in sizes to suit everyone from a Viking warrior (or farmer) to a pretty fashion model to a newborn baby.

The store is a centre, not only for selling the finished products, but also for supplying the wool and all the accessories required to make woollen items. If knitting is your hobby, there is a world of warm designs just

waiting for you.

Icelandic wool wears very well and it is not uncommon for people to wear sweaters many years and for them to still look fresh.

Visitors can have their purchases shipped to them and they can also order from the website. That includes the patterns, wool, needles and accessories, not just the clothing.

-ASF



The Handknitting Association of Iceland
Skólavörðustígur 19 • 101 Reykjavík
+354 552 1890
handknit@handknit.is
www.handknit.is



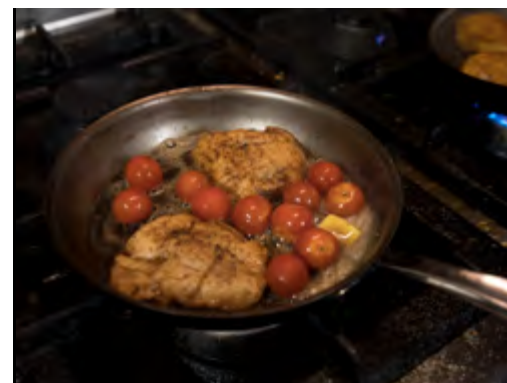
FISH LOVERS' HEAVEN

Messinn Restaurants

The Icelandic people are raised on eating a lot of fish, which means the people know their fish. This is reflected in the restaurants, that know that if they don't serve fresh fish, the customer will not return. Fish lovers, who want to have a chance of tasting many different types of fish should make their way to either of the two Messinn (the Mess Room) restaurants. One is located at Grandi harbour and another at Lækjargata, downtown Reykjavik.



Simon Messinn



Here rules the head chef, Snorri Sigurfinnsson, who graduated as a professional chef in 2010 but had been working in restaurants many years before that. "I have always liked being in the kitchen and was very young when I started helping my mom, who is a Home Economics teacher," says Snorri. "She comes from a fishing village, where they would eat fish about nine times a week, but my dad is from the countryside where meat is the main course. But I take after my mom and prefer fish – and I love to cook it."

MESSINN - Lækjargata

On the ground floor of an old house at Lækjargata is the first Messinn restaurant. Here the menu is à la carte, planned by Snorri, and the fish is served in the pan that it is cooked in. "I put great emphasis on consistency," says Snorri. "So, if you come on a Monday and have the salmon and come again Saturday next month, you can be sure that your meal is cooked the same way as you experienced it before and

will taste the same. I am very strict on this and actually stand over new chefs for the first few days, to make sure everything is done right."

Icelanders have loved Messinn from the start, not the least the Messinn seafood soup that Snorri has mastered to perfection. Repeat customers are many and now foreign visitors have caught on – but you must book a table beforehand.

MESSINN – Grandi harbour

"We wanted to be able to accommodate groups at Lækjargata but the restaurant is small and the kitchen tiny" says Snorri. "So, when the opportunity came to have a restaurant at The Maritime Museum, we seized it gladly." Here there is a fish buffet à la Snorri every day, where the customers choose fish dishes from the pans the fish is cooked in. You can eat as much as you want and the newly-caught fish can be Atlantic Wolf fish, Ling, Red fish, Plaice, Fish gills (Gellur), Salmon, Arctic Char and Plokkfiskur (a very typical Icelandic



fish meal); all depending on what has been caught on the last fishing tours.

There will also always be soup, usually a vegetable soup, together with freshly baked bread.

-EMV



Messinn
 Grandagardur 8, 101 Reykjavík
 tel 562 1215
 www.messinn.com



Lækjargata 6, 101 Reykjavík
 tel 546 0095
 www.messinn.com

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Their mission

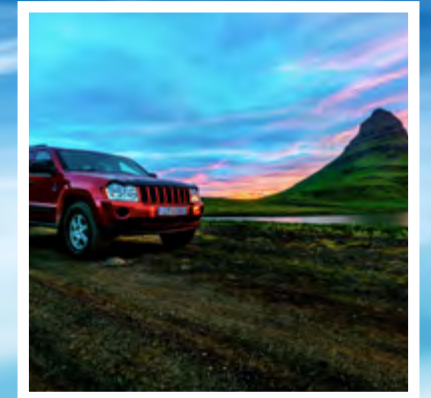
It is the mission of Iceland 4x4 Car Rental to provide their customers with great cars, exceptional service and rental rates, and a lasting impression of our amazing Icelandic nature.

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Iceland 4x4 Car Rental

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+354 535 6060
info@rent4x4.is
www.iceland4x4carrental.com/



Take an adventurous trip into Mother Nature's back yard on our specially equipped Jeep Grand Cherokee





There is perhaps nothing more magical than witnessing the beauty of a Northern Lights display. However, those unpredictable, ever dancing lights don't always show up on cue – and fade away during the summer months. So, it is with great joy that we welcome Aurora Reykjavík – The Northern Lights Center, where the Northern Lights are always on display.

A Unique Experience

The center is the unique creation of four enterprising young Icelanders – all photographers and Northern Lights enthusiasts – who recognised the need for just such a place: a kind of one-stop shop for all things Northern Lights.

Located at Grandi, the old harbour, the most upcoming area in Reykjavík, the center serves both educational and inspirational purposes.

Soothing Sights and Sounds

Aurora Reykjavík's pull and ace up its sleeve is its fantastic HD time-lapse film of the Aurora Borealis.

Projected onto a 7-meter-wide screen, you can sit back in bean bags and enjoy this 30 minute-long film that features dazzling displays of auroral activity captured all over Iceland.

World's first 360° Virtual Reality Videos

Aurora Reykjavík's latest addition are virtual reality goggles featuring the world's first 360° movie of aurora displays entirely shot in Iceland. If you can't catch

the Northern Lights yourself, this utterly realistic experience is definitely the next best option to witness the beauty of this truly amazing phenomenon.

Northern Lights Photo Simulator

Capturing the Northern Lights with your own camera can be challenging, but, at Aurora Reykjavík, you get taught by the experts: bring your camera and try the right settings at the Northern Lights Photo Simulator.

Northern Lights Selfie Booth

A photo of yourself under the Northern Lights is probably the best souvenir you can bring back from Iceland. No matter the season nor weather, Aurora Reykjavík has you covered.

In the exhibition you will find an entertaining selfie booth – have fun looking all fabulous under the Northern Lights!

Tour booking, camera rental and the best advice for your own hunt

Looking for the best tours, the most beautiful spots to photograph the lights, the weather forecast and some insider tips? The friendly and helpful staff will gladly share all their knowledge with you.

Hot coffee and choice gifts

Before leaving, grab a free cup of coffee in the boutique and check out the impressive display of clothing, jewellery, photography, and woollen knitwear by some of Iceland's most creative designers. The theme? You guessed it.



Opening hours
Every day
09:00 – 21:00



Aurora Reykjavík
Grandagarður 2 • 101 Reykjavík
+354 780 4500
info@aurorareykjavik.is
www.aurorareykjavik.is



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The Cinema OF FIRE, ICE AND NORTHERN LIGHTS



Volcanic eruptions, ice and the Northern Lights are symbolic of Iceland – and you can enjoy them all in 25 minutes at THE CINEMA, at the Old Harbour, in downtown Reykjavík.

The films shown at the Cinema are all made by renowned Icelandic film maker, Valdimar Leifsson, and The Cinema is run by him and his family. Its setup is a bit like coming into a family home; while watching the films on a big screen, you can choose to sit in a sofa or cosy chair and enjoy coffee, hot chocolate or other refreshments by candlelight.

Valdimar (everyone goes by their first name in Iceland) studied filmmaking in Los Angeles, California and has been working in his field ever since he returned to Iceland, making mostly documentaries and educational TV shows, shown on the State TV of Iceland. When the opportunity arose in 2010 to open a small cinema at the Old Harbour

in Reykjavík, he saw a great niche to offer visitors the Icelandic nature through his films and slow down a bit on travelling and filming throughout the country (though he has not done that yet).

It took a lot of time and effort to make the old fishermen's dwelling and working place at Reykjavík's Old Harbour into the cosy cinema it is today. When transforming it into a cinema, it was decided to let the old place keep its charm and original look as much as possible. Visitors often comment on the good vibes they feel while they enjoy the shows.

In 2010 the great Eyjafjallajökull volcano erupted and Valdimar was the first to be ready with a film about its eruption – which, of course, is shown at The Cinema. It is a short film, intended to give visitors the experience of both the power and the beauty of nature when it decides to spew its innards up into the air and the threat and danger

volcanic eruptions can cause. When asked, viewers said they wanted to know more about volcanic activity in Iceland, therefore it was decided to make the film "Birth of an Island – the Making of Iceland". It shows and explains why Iceland is one of the most volcanically active regions on Earth, expecting an eruption every 3rd to 4th year (the last one was 2014-2015).

Then people began flocking to Iceland during the winter months from all over the world. Why was that? Well, the Northern Lights are often high in the sky above Iceland, making it one of the best places to see them – providing all conditions are right. What are the right conditions for seeing them? This is all explained in Valdimar's film, "Chasing the Northern Lights" – which could be your only chance of seeing the elusive Lights if you are in Iceland during the summer months and even at some times in winter, if the conditions are not right.

The films are shown daily at 5:00, 5:30 and 6:00 pm but if you are at the Old Harbour at other times and the door to The Cinema is open, you are invited to come up to the loft of the old fisherman's dwelling when, most often, it is possible to put on a special show for you. There are also more films to choose from and a small exhibition of interesting Icelandic rocks on display.

Valdimar and his family have extensive knowledge of places and things to do in Iceland and have often given their visitors good advice for their travels, as can be read in the reviews about The Cinema.

PHOTOGRAPHER: LJÓSMYNDIR.
RAGNAR TH SIGURDSSON



THE CINEMA
Gelirsgata 7b, 101 Reykjavík
+354 898 6828
cinemano2@lifsmynd.is
www.thecinema.is



A TASTE OF THAI

Krua Thai serves an enticing cuisine in the heart of the capital city

Reykjavík's culinary charm is quite impressive for a small city, with a growing number of choices to suit all tastes. While there are traditional Icelandic restaurants serving fresh fish and tender lamb dishes, there are also fantastic restaurants specialising in food that you may not expect to see in Iceland. For instance, Krua Thai features classic and inventive Thai food in Reykjavík.

Impressive Menu

Quality ingredients, friendly service and a comfortable environment make Krua Thai a favourite among locals and travellers. The menus feature many of the staples you expect to see such as savoury spring rolls, tasty rice and noodle dishes, and glorious plates of Pad Thai. Main courses include delicious options like Pad Grapow, which is a fried dish with chilli and basil leaf in

oyster sauce, served with rice and either chicken, pork, beef or lamb. There are also soups and salads on the menu. There is truly something for everyone.

Vegetarian-friendly dining

Non-meat eaters will feel more than welcome as Krua Thai has a large vegetarian section that is big on flavour. For instance, guests can enjoy vegetable noodle and rice dishes, as well as fried vegetables with tofu in oyster sauce, and a spicy vya salad served with rice.

Central location

Krua Thai at Skólavörðustíg 21a, is conveniently located in the heart of city centre, and is a delightful location for a meal. It has a cosy atmosphere and friendly staff who are eager to ensure you have an ideal dining experience. It's the perfect



place for a meal after some time exploring museums, shops, and cafes in the trendiest and liveliest part of Reykjavík. If you want to spend the evening in at your hotel or guesthouse, you can order food to take away, and with delivery. Delivery is available daily until 21:00. -JG



Krua Thai

Skólavörðustíg 21a, Reykjavík 101
 +354 551-0833
 www.kruathai.is





CONNECTING ICELAND AND CHINA

A New Way of Doing Business



Danielle P. Neben,
 Marketing Director
 for ePassi in Iceland

In recent years Iceland has become an increasingly popular location for tourists in China and they can now use an innovative app called Alipay to facilitate financial transactions, as well as to help them navigate in a foreign culture. With a few touches on Alipay's app its users can see which stores, restaurants, hotels and tour companies are offering Alipay, with a description of their businesses in Chinese. Alipay's partner in Iceland, ePassi, has the goal to make their users' holidays more enjoyable and fulfilling and have introduced their solution to Icelandic tourist service providers. There are many Icelandic companies offering Alipay services all around the country.

Over 820 million users

Since its launch in 2004 Alipay's total number of users has ballooned to over 820 million and is now the preferred method of payment in China, outnumbering sales made with cash, credit and debit cards. Seeing this development, Alipay has started seeking out partners outside the Chinese market, so that its customers can use a familiar setting for payments all across the globe. Alipay has partnered up with ePassi, a Finnish company, which helps connect Alipay users to tourist companies both in the Nordics and in Europe

A familiar way of doing business

The Alipay app is quite convenient to use, as the user can simply scan a QR code provided by the seller and then complete the transaction in the app. Danielle Pamela Neben, Marketing Director for ePassi in Iceland, says customers who are accustomed to using Alipay in their own country are delighted to discover its availability while on holiday abroad. "It's a great way to facilitate mutually beneficial transactions. Chinese customers no longer need to worry about language barriers and using an unfamiliar currency. In fact, our numbers indicate that Chinese tourists spend up to four times more than they would otherwise when they can use Alipay."

A bridge between cultures

Alipay isn't limited to making financial transactions, as it can help customers find service and goods providers and vice versa. By using the user's current location the app displays companies in the area that provide Alipay services. Iceland is thus divided into regions and when the user enters the region he will immediately be aware of where he can find what he needs. Danielle says that this can serve as a sort of communication channel between customers and businesses. "Companies can now reach the customers directly and display what they have to offer and even offer bargains, discounts and coupons. And customers can now find products they might not have found otherwise and find information about them in their own language."

Safety first

Danielle furthermore says the Alipay app in Iceland can help Chinese tourists have a safe and positive vacation in Iceland, by getting useful information across to visitors. "Part of Iceland's charm is how untouched it is and the app can provide information and guidelines about how tourists can best interact with the often delicate nature. Iceland's ruggedness also means that special safety precautions apply and we can inform users about weather conditions, condition of roads, potentially hazardous areas and other safety risks," says Neben.



For more information:
danielle.neben@epassi.is
www.epassi.is



Uniquely Icelandic

THE ÓFEIGUR FAMILY WORKSHOP

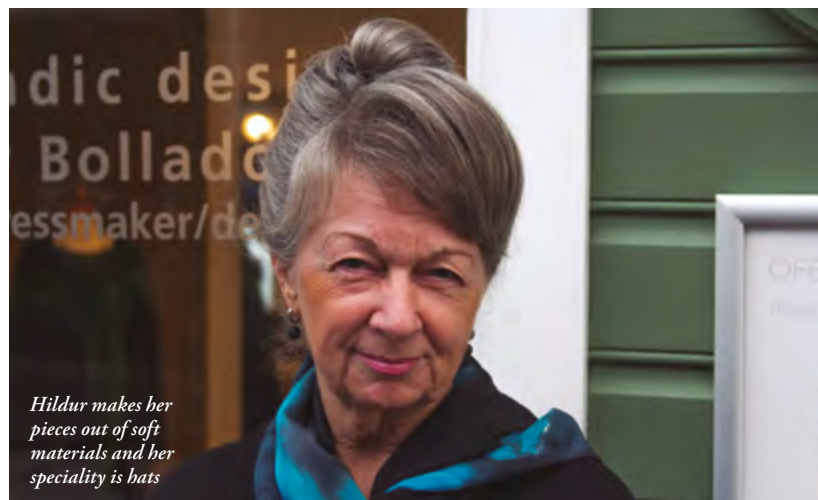
“What can I buy that is truly unique to Iceland?” is a question Icelanders often get from visitors. The answer is: Handmade pieces created by local master craftsmen!

ON SKÓLAVÖRÐUSTÍGUR, Reykjavík’s most distinctive shopping street, is a beautifully restored green timber house from 1881. It houses a family and a family business of master goldsmiths – father Ófeigur and his son, Bolli – as well as a master dressmaker, Hildur, the wife and mother. Here they each have their own small working spaces where they design and make their very unique pieces; the men craft mostly using metals such as gold, silver and titanium with different kinds of Icelandic stones, lava or imported stones. Hildur makes her pieces out of soft materials, with hats being her speciality. Each hat is unique and handmade from wool and lined with cotton. Most have a drawstring for adjusting the size. She also makes classic dresses out of materials that make the dress especially nice fitting – and she can make a dress to size for you before you leave Iceland. To decorate the solid colour dress, one can buy a hand painted silk wrap or a beautiful unique piece of jewellery made by Hildur’s husband or son.

When Bolli was growing up, his father had his workshop at home, so Bolli got to try his jewellery-making skills at very early age, which led him to study the art and become a master goldsmith like his father. There is a piece on display in the shop that he made when he was 8 years old. Goldsmiths in Iceland study their craft in such a way that they can easily sit down at a 200 year-old goldsmith’s workbench and start working, such are their skills. Today more modern

tools are used but almost everything is still made by hand, so each piece is unique. Ófeigur is also an artist and, among other things, he makes are big sculptures that can be seen on the walls of the shop. He also refers to his pieces of jewellery as sculptures – just on a smaller scale.

When Hillary Clinton visited Iceland some years ago she was given a copper brooch made by Ófeigur that Madeleine Albright saw and liked so much that she bought four; three made by the father and one by the son. The next time Albright was seen on international TV, she was wearing one of the beautiful brooches. (There is also a thank you letter from Mrs Clinton on the wall in the shop). These signature brooches of Ófeigur’s workshop, each one



Hildur makes her pieces out of soft materials and her speciality is hats



unique, can still be bought at the shop. Both Ófeigur and Bolli can make jewellery to order. Bolli likes to make jewellery pieces out of titanium, which is lighter than silver, never tarnishes and does not cause any allergic reactions. He uses other metals and materials as well. For example, he makes necklaces with old Icelandic symbols for magic spells and for the wayfarer, to help him find his way safely, even in bad weather. Bolli likes to pick up rocks out in nature and make them into unique items. He also uses lava in his jewellery, maybe from Iceland’s latest volcanic eruptions. Bolli had an idea for jewellery in the manner of the Northern Lights but he needed beads in those colours, so he asked Troll Beads if they could make them. They didn’t think it would be possible but, within about 4 months, they had managed to make beautiful Northern Lights coloured beads which Bolli now uses in his jewellery.

Last but not least, it is worth mentioning that a new art exhibition is put on display on the second floor every month, so all lovers of art and craftsmanship who want to experience something uniquely Icelandic, should not miss a visit to the green Ófeigur house. Best of all, they will be sure to meet one or all members of this skilled Icelandic family.



Ófeigur gullsmiðja
Skólavörðustíg 5, 101 Reykjavík
+354 5511161
ofeigur@ofeigur.is
www.ofeigur.is





BÆNDUR Í BÆNUM is a developed concept of a farmers market. Here you can visit the grocery store or order online for fresh, organic vegetables from the owners' farms in South Iceland.

Grensásvegi 10, 101 Reykjavík
+354 586 8001 postur@www.baenduribaenum.is
www.baenduribaenum.is
baenduribaenum.is



BLIK BISTRO & GRILL is located in Mosfellsbæ with a panoramic view. The tranquility and the majestic view boost the enjoyment of the cuisine by master chef, Joost Van Bommel.

Æðarhöfði 36, 270 Mosfellsbæ
+354 566 8480
blikbistro@blikbistro.is



KRUA THAI IN KÓPAVOGUR is a favourite for many. With their reputation to always deliver fresh, tasty food, both at the restaurant & to your door, it is no wonder they are such a popular choice.

Bæjarlind 14, 201 Kópavogur
+354 552 2525
www.kruathai.is/en/
kruathai@kruathai.is



KRUA SIAM is a family restaurant in downtown Akureyri. A very popular Thai restaurant among locals as well as tourists. On their menu you'll find many typical Thai dishes with pork, fish, different meat or veggies.

Skólavörðustígur 21, 101 Reykjavík
+354 551 0833
www.kruathai.is/en/
kruathai@kruathai.is



SÆGREIFINN is a seafood restaurant in the Old Harbour in Reykjavík. The lobster soup & the grilled fish on skewers are their signature dishes. Sægreifinn also has a variety of vegetarian dishes.

Geirsgata 8, 101 Reykjavík
+354 553 1500
www.saegreifinn.is/en/
seabaron8@gmail.com



SHANGHAI IN HAFNARFJÖRÐUR is the newest Shanghai in a chain of 3 restaurants. When it opened its door in 2018, it was well received by the locals & is a welcome addition to the food scene in Hafnarfjörður.

Reykjavíkurvegi 74, 220 Hafnarfjörður
+354 517 9688 / 537 5888
shanghai@shanghai.is
shanghai.is/hafnarfjordur/



SHANGHAI ON LAUGAVEGUR in Reykjavík is the first restaurant in the Shanghai chain. As one of the first Chinese restaurants in Reykjavík, it has its share of loyal clients, who keep on returning for more.

Laugavegur 60, 101 Reykjavík
+354 517 9688 / 537 5888
sjanghae.is/laugavegi/
shanghai@shanghai.is



TIME TOURS travel agency and tour operator arrange tours for individuals or groups in small coaches, which makes them different from other bus companies. The service is much more personal & more focused.

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timetours.is/



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+354 511 1118
info@fishandchips.is
www.fishandchips.is



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+354 588 04880
www.feldur.is
info@feldur.is



THE NATIONAL GALLERY of Iceland is exhibiting a retrospective work of the artist Hulda Hákon, a career that spans over 40 years. Hulda set herself apart from the mainstream artists in the early 80's with her reliefs.

Frikkirkjuvegi 7, 101 Reykjavík
list@listasafn.is
www.listasafn.is/english/exhibitions/hulda-hakon-1-2
+354 515 9600



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Austurgata 47, 220 Hafnarfjörður
Tel. 354/470-1300
www.urta.is/en



ART GALLERY 101 is a cooperative gallery of 14 local artists, committed to supporting the growth of the creative vitality of our community. We specialize in fine art and fine gifts to accommodate every budget.

Laugavegur 44, 101 Reykjavík
+354 544 4101
artgallery101.is



ÞRIR FRAKKAR RESTAURANT

The chef, Stefán Úlfarsson, has continuously placed emphasis on fish courses and the restaurant has become well known for its delicious fish fare. Other specialties on the menu include whale meat and sea bird entrees.

Baldursgata 14, 101 Reykjavík
+354-552-3939
info@3frakkar.is



GUÐLAUGUR A. MAGNÚSSON

A family jewellery store in Downtown Reykjavík who has, since 1924, designed and hand made jewellery and silverware. Stop by the store or order online.

Skólavörðustígur 10, 101, Reykjavík
+354 562 5222
Jewelry store since 1924
www.gam.is

DINE AT ELEGANT BAMBUS CHINESE RESTAURANT

Located in the heart of the financial district, Bambus offers authentic Chinese cuisine

Iceland is a dream destination for travellers, as you spend your days surveying the gorgeous landscapes of vast glaciers, bubbling geysers and towering mountains. After a full day of sightseeing, you will want to relax over dinner and enjoy the company of your fellow travellers. Bambus Restaurant is Iceland's largest Chinese restaurant, catering to both Asian and Western guests. Bambus serves Asian fusion cuisine and is located near Reykjavík's business district.

An inventive menu with classic flavours

As the number of Asian travellers to Iceland increases, Bambus Chinese Restaurant has become a must when visiting the capital city. The restaurant owners have built up quite a reputation in the financial district in Reykjavík for excellent Chinese cuisine, and are committed to maintaining the highest standards. The dishes feature fresh ingredients with a contemporary flair. The food is in the hands of top chefs who bring their vast experience from Europe and Asia to Bambus' kitchen. You will find Icelandic-inspired dishes like steamed Icelandic langoustines with garlic and butter to Icelandic salmon sashimi, served with

wasabi. Other delectable choices include stir fried pork with Chinese mushrooms and black bean sauce, and Guang dong style stir fried noodles with sliced beef and vegetables in soy sauce. There's truly something for everyone.

Set Your Sights on Shopping

Before leaving Iceland, you will of course want to spend a little time shopping for gifts for friends and family back home. Borg Galleria is an independent high end store focused on fashion and everyday luxury lifestyle, offering the finest quality of both men's and women's fashion, accessories, outdoor clothing, skincare and health products. You will find local brands like 66° North, Feldur, and Tulipop, as well as international wares from designers you know and love like Ugg, Ecco, and Holzweiler.

When you're travelling to Reykjavík be sure to stop by Bambus Asian Cuisine for an elegant, authentic meal, and fulfill your luxury shopping needs at Borg Galleria. -JG



Bambus Asian Cuisine & Lounge

Borgartún 16 • 105 Reykjavík
+354 517 0123
betty@bambusrestaurant.is
www.bambusrestaurant.is





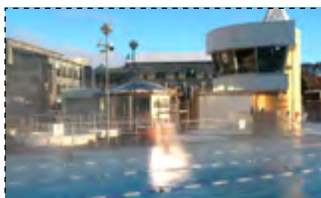
ÁRBÆJARLAUG is a beautiful swimming pool right in midst of a wooded area. Large swimming pool, kiddie pools, hot tubs, steam bath, waterfalls and two slides along with an indoor baby pool. Easy to get in and out of the facilities.

Fylkisvegur 9, 110 Reykjavík
+354 530-2200 • www.sundlaug.is
Open Mon-Tue 06:30-22,
Sat, Sun 09-18



BREIDHOLTSLAUG is a cosy pool with three really fun slides, hot tubs, kiddie hot pool and a great swimming pool. Indoors there is an additional pool for children that is very popular. Steam bath and sauna for both men and women.

Austurberg 3, 111 Reykjavík
+354 557-5547 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20, Sat, Sun 09-18



GRAFARVOGSLAUG is often used for swim competitions for the younger generation as the indoor pool is the perfect size. Nice open space identifies Grafarvogslaugs area, offering hot tubs, steam baths and sauna, and two fun slides.

Dalhús 2, 112 Reykjavík
+354 411 5300 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20, Sat, Sun 09-18



KLÉBERGSLAUG is located in a short distance from Reykjavík, surrounded by nature. Small comfortable swimming area with two hot tubs. Sometimes there are Zumba and other fun activities going on, and then there is a gym close by.

Kléberg, 116 Reykjavík
+354 566-6879 • www.sundlaug.is
Open Mon-Fri 15-22,
Sat, Sun 11-15



LAUGARDALSLAUG is one of the most popular pools with various activities for the children. The slide is very popular for any age, as are the hot tubs, cold tub and the seawater tub. Steam baths and sauna are available. A cafeteria for after swim refreshment.

Sundlaugavegur 30, 105 Reykjavík
+354 411 5100 • www.sundlaug.is
Open Mon-Fri 06:30-22,
Sat, Sun 08-22



VESTURBÆJARLAUG is a small and friendly neighbourhood pool, located within walking distance of the city centre. The pool has an outdoor pool and children's pool, waterslide, four hot tubs, steam bath, sauna and gym.

Hofsvallagötu, Reykjavík
+354 411-5150 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20, Sat, Sun 09-18



SUNDHÖLL REYKJAVÍKUR is the oldest public bath in Iceland. It opened in 1937 and is located in the centre of Reykjavík. It recently reopened after renovations that include a new outdoor pool area.

Barónsstígur 45a, Reykjavík
+354 411-5350 • www.sundlaug.is
Open Mon-Thu 06:30-22,
Fri 06:30-20 Sat 08-16 Sun 10-18



NAUTHÓLSVÍK GEOTHERMAL BEACH is a paradise for people who love splashing around in the ocean or sunbathing in the golden sand. The beach is equipped with changing facilities and showers, steam-baths and hot tubs.

Nauthólsvík 108 Reykjavík
+354 511 6630
www.nautholsvik.is/en
Open Mon - Fri, Sat-Sun 10-19



BAMBUS CHINESE RESTAURANT have built up quite a reputation in the financial district in Reykjavík for excellent Chinese cuisine. Innovative, fresh and with a contemporary and stylish plating.

Borgartún 16, 105 Reykjavík
+0354 517 0123
booking@bambusrestaurant.is
www.bambusrestaurant.is



SUPERJEEP.IS is a team of highly experienced jeep drivers with the aim to thrill & educate & take customers to places way beyond the beaten path.

Fossháls 15, 110 Reykjavík
+354 660 1499 / 569 8000
info@superjeep.is
www.superjeep.is/



TULIPOP is Icelandic characters founded in 2010. The world of Tulipop appeals to all those young at heart. A world where traditional gender lines are swept away & flaws are accepted.

Skólavörðustígur 43, 101 Reykjavík
+354 519 6999
helga@tulipop.com
www.tulipop.com



HIMALAYAN SPICE is a Nepalese restaurant in downtown Reykjavík. Nepalese cuisine is a mix of foods based on ethnicity, soil and climate connected to Nepal's cultural diversity and geography.

Laugavegur 60A, 101 Reykjavík
+354 517 7795
info@himalayanspiceiceland.com
www.himalayanspiceiceland.com/



THE ICELANDIC BAR was literally born under the 2009 demonstrations when people were seeking shelter from tear gas. Quickly the bar was up and running with excellent, traditional Icelandic food on the menu.

Ingólfsstræti 1a, 101 Reykjavík
+354 517 6767
postur@islenskibarinn.is
www.islenskibarinn.is

Urta Islandica

A LITTLE TASTE OF ICELAND

Iceland is one of the World's purest country. Its unique nature is not only beautiful but also tasty. Urta Islandica has managed to capture the nature at its best and found a way to harvest and preserve it in beautiful artisan herbal salts, teas, syrups & jams. The herbs and berries grow wild around Iceland and are handpicked every year. Urta Islandica has used old wisdom of folktales and innovation to create many of its products.

Behind Urta Islandica is a family that wants to utilise and share their knowledge of the pure Icelandic nature. The Urta family company is based in Hafnarfjörður and Keflavík's Unesco Global GeoPark where creation and packing takes place.

Urta Islandica uses pure organic Icelandic sea salt to create various flavours to complement food, but the salt is marinated or blended with Icelandic herbs and berries. For instance, their famous Black Lava salt is the perfect finish to all dishes. The Red Lava salt goes very well on everything that needs just a little taste of Iceland, especially roasted chicken or French fries and you will love the Kelp and Garlic salt on baked potatoes or bread with butter. The Blueberry and Liquorice salt have been used to pop up cocktails and desserts.

Urta Islandica's herbal tea line is impressive with teas including Birch, Arctic Thyme and their famous 100% Bilberry tea, but they are packed into teabags for daily use. If you enjoy sweets, you will love Urta's range of syrups all made with

organic sugar and wild harvested herbs and berries like crowberry, rhubarb, birch, and rowanberry. If you are looking for a tasty jam, it will be difficult to pick just one. Try their Traditional Caramelized Rhubarb jam, along with the divine Wild Blueberry and Red Currant jams, especially as a topping on their unique Black Lava Crackers which are made from Icelandic barley and herbs.

There are so many ways to incorporate these delightful gourmet products into food and drinks. For a simple treat, consider the delicious syrups for homemade almond creations, mixed with Birch syrup and Arctic blend salt. These can be made into all sorts of cocktails, both alcoholic and non-alcoholic. For instance, an easy non-alcoholic cocktail is made with Arctic Thyme syrup, with soda water and lime.

All products are handmade and hand packed. They can be purchased online, at Urta Islandica's shops and in shops around Iceland. Urta Islandica also offers customised labels for all kinds of occasions; company meetings or weddings. It's the perfect food souvenir or a gift from Iceland.



Urta Islandica
Austurgata 47, 220 Hafnarfjörður
+354 470 1300
urta@urta.is
www.urta.is/en



REYKJANES

A GEOLOGICAL WONDER

Reykjanes Peninsula is a UNESCO Global Geopark and part of the European and Global Geopark network. The peninsula, with its diversity of volcanic and geothermal activity, is well suited to be a Geopark as it is the only place in the world where the Mid-Atlantic Ridge is visible above sea level.



The Town of GRINDAVÍK

Over the hills and not far away

Hiding in plain sight

If you love exploring new places and especially those little advertised spots that you had no idea even existed, the fishing town of Grindavík is for you. Located just 20 minutes from Keflavik International Airport and 40 minutes from downtown Reykjavík, the village lies just beyond the mountains that serve as a backdrop to the Blue Lagoon. Who knew? Drive past the lagoon; between the mountains and in just 5 minutes or less, you have arrived in Grindavík!

The Blue Lagoon's Home Town

Despite its small town feel, Grindavík boasts a relatively large population of just over 3000 inhabitants, many of whom can be found working in the fishing industry in one capacity or another. The large fishing

harbour is second only to Reykjavík. Here visitors can witness the fish being landed on the docks and sample fresh fish dishes served up by the many fine restaurants that take full advantage of their proximity to the ocean.

Reykjanes UNESCO Global Geopark

Besides the obvious advantage of having the Blue Lagoon right on it's doorstep, Grindavík is also perfectly situated for those who come to the Reykjanes Peninsula to witness the geothermal and volcanic activity that the area is known for. Designated a UNESCO Global Geopark in 2015, the peninsula is home to many important geological formations, many of which can be found nowhere else in the world. With 55 geosites to visit, those

with an interest in the geosciences will have a wealth of opportunities to explore ancient lava fields, bubbling mud pools, steam vents, craters, volcanic fissures, not to mention the amazing variety of sea birds that populate the nearby cliffs.

Home base Grindavík

It goes without saying that Grindavík offers visitors a variety of options for accommodation—from modern camping facilities, to cosy guesthouses and quiet hotels. For eating out, there is something to suit every budget—from food trucks and fast food joints to high-end fine dining establishments. The local supermarket is well stocked with everything you'll need for doing a spot of home cooking. Relax in the town's geothermal pool, send postcards home from the local post office or visit the Icelandic Saltfish Museum and learn all about Grindavík's illustrious past.

All in all, Grindavík makes for an attractive and convenient home away from home while exploring the Reykjanes Peninsula. -EMV



Grindavík

Víkurbraut 62 - 240 Grindavík
 grindavik@grindavik.is
 www.visitgrindavik.is



BRYGGJAN KAFFIHÚS is a cosy little Café located on the Pier next to the Grindavík Harbour in on Reykjanes peninsula, minutes south from famous Blue Lagoon.

Bryggjan Grindavík
 Miðgarður 2, 240 Grindavík
 +354 426 7100
 info@bryggjan.com
 www.bryggjan.com



THE GRINDAVÍK CAMPSITE on Reykjanes peninsula is one of the more organised campsites in Iceland. They have BBQ's, electricity, playgrounds, a play castle, kitchen, laundry room and WiFi.

Camping in Grindavík
 Austurvegur 26, 240 Grindavík
 +354 660 7323
 camping@grindavik.is www.grindavik.is/tjaldsvæði



FISHHOUSE BAR & GRILL in the romantic fishing village of Grindavík is an excellent seafood restaurant minutes south of the Blue Lagoon. They pride themselves with the use of delicious local produce.

Fishhouse bar and grill
 Hafnargötu 6, 240 Grindavík
 +354 426 9999
 kari@fishhouse.is
 www.fishhouse.is



BORG GUESTHOUSE is a family-run guesthouse in the middle of Grindavík. All rooms have wall-to-wall carpet, free WiFi, tea & coffee in the rooms, including a desk and a closet.

Gistiheimilið Borg
 Borgarhraun 2, 241 Grindavík
 +354 426 8686
 ghborg@simnet.is



GRINDAVÍK SWIMMING POOL is located in the middle of town, next to the lovely campsite. They have a 25m lap pool, a kid pool, waterslide, hot tubs, sauna, tanning beds and a gym.

Austurvegi 1, 240 Grindavík
 +354 426 7555
 ithrottir@grindavik.is
 www.grindavik.is/sundlaug



HARBOUR VIEW LUXURY CABINS in Grindavík offer small masterpieces of luxury cabins with a wonderful view of the harbour from all cabins. You will lack nothing in these wonderful cottages.

Austurvegur 26 b, 240 Grindavík
 +3457733993
 info@harbourview.is
 www.harbourview.is



PAPA'S RESTAURANT is a restaurant specialising in fish 'n chips, pizzas and hamburgers. A family-friendly place where you can watch the game at the bar section with complimentary WiFi.

Hafnargata 7a, Grindavík
 +354 426 9955
 papas@papas.is
 https://papas.is/



SALTHÚSIÐ RESTAURANT in Reykjanes is the only seafood restaurant in Iceland that specialises in Bacalao, the salted cod. Once the staple food for the poor, now a sought after delicacy all over Iberia and Iceland.

Stamphólsvegi 2, 240 Grindavík
 salthusid@salthusid.is
 salthusid-english.weebly.com/



GEO HOTEL in Grindavík is a short drive from the airport and the Blue Lagoon, making it ideal as your first hotel in Iceland. The hotel also has complimentary transfer to and from the Blue Lagoon.

Víkurbraut 58, 240 Grindavík
 +354 421 4000
 booking@geohotel.is
 www.geohotel.is/



BRUIN RESTAURANT is a family run seafood place with delicious fish dishes and fish soup as specialities with a stunning view over the harbour. Their menu also include pizza, burgers and a kids menu.

Hafnargötu 26, 240 Grindavík
 +354 426 7080
 bruin@simnet.is
 www.restaurantbruin.com



WEST *Iceland*



The west of Iceland is somewhat of a hidden pearl, which I think will become increasingly popular, especially the Snæfellsnes peninsula. There you have this magical region underneath the glacier which has some unexplainable power, which I think more and more people are discovering.

PHOTOS: KRISTJÁN INGI EINARSSON



Enjoy Iceland's sublime naturally-heated waters while bathing in geothermal baths in West Iceland. Krauma, the newly opened bathing facility, offers five relaxing natural baths, along with a cold tub, two soothing saunas and a relaxation room, where you can lounge by the fireplace while listening to calming music. This is the perfect way to experience Iceland's renowned waters in a more intimate setting than the more crowded Blue Lagoon.

Powerful hot spring

The water for the baths is heated by Deildartunguhver, which is considered Europe's most powerful hot spring. It provides 200 litres per second of hot water at 100°C (212°F). To achieve the perfect bathing temperature, Krauma mixes the hot water with cold water from Rauðsgil, which originates in the Ok glacier, Iceland's smallest glacier. Visitors can see Deildartunguhver next to the baths, with its water bubbling up and splashing

against bright green moss and jagged rocks. Seeing where the heated water comes from adds to this unique experience. Be sure to keep your distance, though, to avoid being splashed if you get too close.

Important hot water source

Deildartunguhver is crucial to the comfort of the region. Most of the water used for central heating in the West Iceland towns of Akranes and Borgarnes is taken from Deildartunguhver. The hot water pipeline to Akranes is 64 kilometres long, which is the longest in Iceland. It's still about 78-80°C when it reaches the town.

West is best

Krauma is conveniently located in West Iceland, where there are numerous attractions. Starting from Reykjavík, you can make stops at the popular fishing town of Akranes and climb to the top of its lighthouse for spectacular views, before continuing to Borgarnes to visit the Settlement Centre to get a taste of

the famous Sagas. In Reykholt, one of Iceland's most notable historical sites, you can stop at the Icelandic Goat Centre before visiting Snorrastofa, dedicated to Snorri Sturluson, one of the most famous and important figures in Icelandic literature. Snorri penned the Edda, Egil's Saga, and Heimskringla before his death in 1241. There is so much to see and do in West Iceland and Krauma is perfectly positioned.

Visit Krauma

Geology enthusiasts and spa lovers alike will enjoy a visit to Krauma. You can experience nature from its core while bathing in these unique geothermal baths in beautiful West Iceland. Make sure you pay a visit to Krauma during your visit to Iceland.

-JG



Krauma
Deildartunguhver, 310 Borgarbyggð
www.krauma.is



KRAUMA

*Experience Iceland's
geothermal energy in these
soothing hot baths*



GEOHERMAL BATHS



WHERE SHEEP LIVE, MAN LIVES



Sheep have roamed the Highlands and mountains of Iceland ever since Vikings started settling the land in the 9th Century. They brought sheep to the island from their Norwegian homeland. To the south of Húnaflói – Bay of Bears – far in the North, is one of Iceland’s longest fjords named Hrótafjörður – Fjord of Rams. The Viking settler Ingimundur gamli – Old Ingimundur, who named the fjord, had come from Norway.

Came spring, they travelled north through the mountains and came onto a fjord where they found two rams; they named it Hrótafjörður – Fjord of Rams.

Book of Settlement

Throughout the centuries, the lives of Icelanders have revolved around sheep. When the Vikings set foot on Iceland over 1100 years ago, their unique breed of sheep kicked and jumped into Iceland’s rich green wilderness. The country’s sheep farming tradition is older than the Icelandic nation and the sheep farms are family-owned businesses. Today’s robust breed is a direct descendant of the first sheep and genetically identical.



Icelandic sheep have evolved to become pure, strong and robust enough to endure and survive the harsh weather conditions in the High North. The farmers take a personal approach to the welfare of their livestock. In May, at the start of the lambing season, they prepare for the birth of a new flock. They take great care to track the lambs as they grow and develop in sheep sheds, preparing for a summer in wild mountain pastures. In the autumn, the farmers saddle

their horses and head for the Highlands and gather the sheep into folds. The whole nation takes notice. Nobel laureate Halldór Laxness grasped the essence of the Icelanders’ survival through the centuries:

I and my people live in peace and tranquillity with our sheep. We are fine while the sheep are fine and we have enough of everything while the sheep have enough of everything.

Bjartur of Summerhouses. Independent People

Pastures like nowhere else

The Icelandic nation would probably not have survived the harsh conditions throughout the centuries without the Icelandic sheep. The breed, the characteristic meat and the natural environment of the farms, are an inherent part of the Icelandic heritage. “Where sheep live, man lives,” Laxness wrote.

Iceland is one of the world’s youngest land masses, surrounded by the North

Atlantic and on the cusp of the Arctic Circle. Icelandic Lamb is the world’s purest breed, reared in the world’s purest natural environment. The farmers’ methods and traditions are natural. Nature does the work, so when it comes to natural rearing and animal welfare, nothing compares to Icelandic lamb. The meat is free from pesticides, herbicides, hormones, growth-promoting antibiotics and GMOs. This Icelandic quality sets a standard that few can compete with.

Taste unrivalled globally

The taste of Icelandic Lamb is unrivalled globally with its tender, fine-textured meat flavoured by the wild pastures of the untainted Icelandic nature. Icelandic lamb’s subtle spicy flavours originate in the wild herbs and berries the lambs graze on, from red clover to Arctic thyme, sedge, willow, thrift and angelica. Together with the breed being rich in Omega-3 and iron, Icelandic Lamb has a distinctive game-like flavour that creates a unique taste experience.





Deep into the Mystical Glacier

LANGJÖKULL

A couple of hours from Reykjavík is the mystical Langjökull – ‘Long Glacier’ – Iceland’s second largest glacier. It covers an area of about 950km² and rises to between 1200-1300m above sea level. It rests on a massif of Hyaloclastite Mountains formed under ice and water. The south-western part of the ice cap is called Geitlandsjökull – ‘Glacier land of goats’ – which rises to an elevation of 1400 metres. To the south of Geitlandsjökull and separated from the main ice cap, is the smaller 1350m high Þórisjökull. According to legend, it was named after Þórir, the troll who lived in a green valley in the pass between the two glaciers. Until recently, what lay beneath the surface of the Langjökull glacier had been a mystery, known only to a small group of scientists and glaciologists.

The magnificent ‘Blue Ice’

In 2010, daring pioneers had a vision to take people not just around and onto the glacier, but also inside the heart of the remote and extraordinary ice cap. Their mission was to see the magnificent ‘Blue Ice’ which is buried deep beneath the surface. With this bold vision in mind, entrepreneurs and scientists began studying, planning, modelling

and carefully preparing for construction. Perhaps against all odds, what started as a dream, rapidly became a reality as passion, energy, enthusiasm and drive, combined with science, engineering, finance and political support, made it possible to shape the largest man-made glacier cave, giving people the amazing opportunity to explore and see the inside of the massive glacier.

To make the journey inside one of Iceland’s frozen giants is truly a once-in-a-lifetime experience. To venture down the world’s largest man-made ice tunnel is surreal. Then there is driving a snowmobile across the surface of the glacier, which is amazing – and basically where the adventure began, as the locals really started exploring Langjökull 50 years ago when Neil Armstrong was walking on the Moon; “One small step for man, one giant leap for mankind”.

To venture onto the glacier on a snowmobile on a beautiful summer or winter day – which you can do twice a day, all year around, – with such a spectacular view, is really out of this world; almost like being on the moon and looking down on the Earth. Follow that with going inside the Glacier. Can it get better than that?

Where everything is ‘cool’

Everything is ‘cool’ about the journey into Langjökull Glacier as visitors travel in giant trucks from the days of the Cold War, when they served as NATO missile launch pads aimed at the Soviet army. It’s ‘cool’, whether you make the journey from nearby Húsafell – ‘Ridge of Houses’, the National Park, Þingvellir – ‘Parliamentary Fields’ – or the capital, Reykjavík – ‘Smokey Bay’.

There are daily tours out of Reykjavík towards the glacier through the beautiful Borgarfjörður, with its extravagant waterfalls created out of the lava, and Europe’s most powerful hot spring, Deildartunguhver – (translation impossible) – which provides 180 litres/sec of 100° hot water!

World’s first monument to an ex-glacier

We live in the days of global warming and just recently, it was discovered that the Ok glacier just west of Langjökull is Iceland’s first ‘ex-glacier’. This summer a monument was erected, the world’s first monument to a glacier that has fallen victim to climate change. Over the next 200 years, glaciologists expect all of Iceland’s 400 glaciers to disappear.



Iceland’s Mightiest Lava Cave

After the journey into the glaciers, there is Iceland’s mightiest and one of world’s largest Lava Caves, Viðgelmir – ‘Wide Elf’ – just shy of 1600 metres long with amazing features, including wonderful clava stalactites and stalagmites of amazing colours and formations, diversity and grandeur lurking in the depths of the Earth. In fact, Gelmir was the Elf of Nargothrond, a character in Tolkien’s Silmarillion. Gelmir rode forth against Morgoth but was captured and slain. The Lava Field was formed during a destructive volcanic eruption in the 10th Century which originated from under Langjökull Glacier. The Lava Cave tour into Viðgelmir is family friendly, thanks to lighting and the new 300m walkway.

Spectacular landscape, rich history

Þingvellir is intrinsically part of Langjökull as the glacier’s underground streams feed the picturesque Þingvallavatn – ‘Lake Þingvellir’ – Iceland’s largest natural lake. At Þingvellir, nature is tearing Iceland apart in a spectacular way, on the borders of the European and American Tectonic Plates, strikingly seen in the landscape.



People simply love taking tours from Þingvellir over the rugged Highland Road of Kaldidalur – ‘Cold Valley’ – to the top of Langjökull at Klaki Base Camp by the ice cave. There are not many places in the world where you experience such breathtaking contrasts of majestic landscapes of Ice, lava and rich history. Þingvellir is the

birthplace of the world’s first National Parliament and birthplace of Christianity in Iceland in the year 1,000 AD.



Into the Glacier
Viðarhöfði 1 • 110 Reykjavík
+354 578 2550
info@intotheglacier.is
www.intotheglacier.is





SEATOURS operates two ships. One is the big ferry between Snæfellsnes and Westfjords with a stop in Flatey. The other is a fast catamaran which tours the different islands in Breiðafjörður.

Smíðjustíg 3, 340 Stykkishólmur
+354 433 2254 / 856 0256
www.seatours.is
breidafjordur@seatours.is



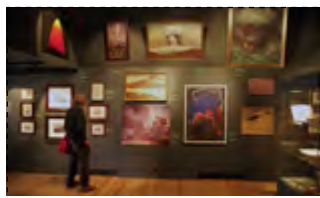
LÁKI TOURS in Grundarfjörður is just south of a huge Herring zone that attracts Orcas in big numbers when the season is right which makes whale watching from Grundarfjörður an excellent choice for Orca lover.

Nesvegur 5, 350 Grundarfjörður
+354 546 6808
info@lakitours.com
<http://lakitours.com/our-tours/whale-watching-grundarfjordur/>



LÁKI TOURS. Orcas are often seen early in the season, into early July. Sperm whales are most common between April to June. Late summer Pilot whales make themselves known, sometimes in big pods of hundreds together.

Norðurtangi 9, 355 Ólafsvík
+354 546 6808
info@lakitours.com
lakitours.com/our-tours/whale-watching-olafsvik/



THE VOLCANO MUSEUM, Eldfjallasafn, is the collection of Dr. Haraldur Sigurðsson's 40 years of studying and researching volcanoes and volcanic rocks all around the world, both on land and the ocean floor.

The Volcano Museum
Aðalgata 6, 340 Stykkishólmur
+354 433 8154
www.eldfjallasafn.is



THE NORWEGIAN HOUSE was built in 1832 and was the first, full-size 2 storeys wood-frame house in Iceland. The wood was imported from Norway, hence the name of this building that now is a regional museum.

Hafnargötu 5, 340 Stykkishólmur
+354 433 8114
info@norskahusid.is
www.norskahusid.is/english/



LIBRARY OF WATER is an installation art piece by Roni Horn consisting of huge glass tubes with water collected from different glaciers around Iceland. The art piece is found in the old library in Stykkishólmur.

Bókhlaðustígur 19, 340 Stykkishólmur
+354 865 4516
vatnasafn@gmail.com
www.libraryofwater.is/



STYKKISHÓLMUR CAMPSITE is situated in the middle of town. An all-year-around campground with everything you need like showers, washing machines, toilets and electricity.

Aðalgata 25, 340 Stykkishólmur
+354 438 1075
mostri@stykk.is
www.stykkisholmur.is/mannlif/tjaldsvaedi-stykkisholms



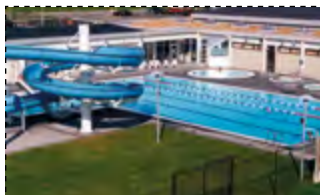
THE ICELANDIC EIDER CENTER is a small museum on the ground floor of the Norwegian house. The Museum is dedicated to the education about eiderdown farming then and now.

Frúarstígur 6, 340 Stykkishólmur
+354 899 8369
eider@eider.is
eider.is/



LEIR 7 is a clay workshop and a gallery in Stykkishólmur on Snæfellsnes. They only use Icelandic clay which has taken ages to form.

Aðalgata 20, 340 Stykkishólmur
+354 894 0425
leir7@leir7.is
www.leir7.is/



STYKKISHÓLMUR SWIMMING POOL is located in the middle of town. It has a water-slide, hot pots, a children's pool and a cold pot too.

Borgarbraut 4, 340 Stykkishólmur
+354 433 8150
sund@stykkisholmur.is
www.west.is/en/inspiration/services/stykkisholmur-swimming-pool



HÓTEL Á is a beautiful countryhotel in west Iceland, next to Hvítá glacial river. The hotel has free WiFi, bathrobes and the hotel also has a wonderful restaurant highlighting local produce.

Kirkjuból 2, 320 Reykholti
+354 4351430
hotela@hotela.is
hotela.is/



ICELANDIC TIMES

www.icelandictimes.com



Welcome to Iceland

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FERÐAFÉLAG ÍSLANDS
Iceland Touring Association
www.fi.is

WESTFJORDS

Iceland



MYSTIC HISTORY

Reykhólahreppur: Overlooking Breiðafjörður from the Westfjords

The Westfjords' south coast holds one of Iceland's rare finds. It's a small, peaceful community with both natural phenomena and a grand landscape. Over a dozen fjords surround the island-dotted mystical Breiðafjörður Bay with its beautiful scenery, historical and poetic references and exceptional birdlife.

A Service Centre with a History

A two and a half hour drive on paved roads from Reykjavík takes you to Reykhólar village, the county's centre. It provides a full range of services, including a campsite, stores, museums, Sjársmiðjan, a unique seaweed spa and a geothermal swimming pool. Quality accommodation, dining and

picturesque views are provided at Hotel Bjarkalundur, Iceland's oldest summer hotel. Throughout history Reykhólar has been home to many of Iceland's most prominent chieftains and is frequently mentioned in the Icelandic sagas.

Flatey Island is an important cultural site. A visit takes you back to the year 1900. Reminders of past times include a monastery built in 1172 and Iceland's first library built in 1864.

Birdwatchers' Paradise

A wide variety of species nest around both the coastline of Reykhólahreppur and on the islands of Breiðafjörður Bay. One of the most impressive are the majestic and

elusive white-tailed eagles (*haliaeetus albicilla*), that both nest in the area and can be seen flying over Reykhólar.

Uncountable Islands

Some say Breiðafjörður Bay's islands are uncountable though cartographers estimate there are around 3,000. There is a 6 metre difference between high and low tides at the time of a spring tide, whereas neap tides reveal far fewer islands. —ASF



Reykhólahreppur

Reykhólar • 380 Reykhólahreppur
+354 434 7880
skrifstofa@reykholar.is
www.reykholar.is



VISIT SPECTACULAR Strandir

Hólmavík is a charming small town in the Strandir area, which makes up the most eastern tip of the Westfjords. It's a popular stop for those looking to check out the unique cultural gems like the Museum of Sorcery and Witchcraft and the cute Sheep Farming Museum, along with the beautiful coastline and surroundings.

Outdoor activities

Many travellers choose Hólmavík as a base while exploring the Strandir region and the striking nature the area has to offer. There are numerous hiking trails along the coast and further inland, which have bird cliffs, mountains and sweeping fjords in the background. For those interested

in wildlife, Laki Tours recently began offering whale watching tours from Hólmavík, where visitors have a chance to see humpback whales, as well as orcas, blue, minke, pilot and sperm whales, in addition to sea birds and dolphins. The 2-hour tours operate three times a day.

Convenient facilities

In Strandabyggð, the municipality that includes Hólmavík, there is a 9-hole golf course next to the sea where you can see whales and birds while playing golf. There is also a very charming swimming pool in Hólmavík and a very nice camping area is located next to the pool. Consider Strandir during your next trip to Iceland!



Strandabyggð
510 Hólmavík
www.strandabyggd.is/





THE SWIMMING POOL IN HÓLMAVÍK is fairly new in the middle of town, next to the campsite. Here you'll find a swimming pool, hot tubs, sauna, a gym and a sports hall.

Jakobínutún 3, 510 Hólmavík
+354 451 3560
sundlaug@strandabyggd.is
www.strandabyggd.is/thjonusta/ithrottamidstod/



HRAFNSEYRI is an old town in the Westfjords where Jón Sigurðsson was born, the spearhead for the independence of Iceland. The museum & the church is open for visitors.

Hrafnseyri, 471 Þingeyri
+354 456 8260
hrafnseyri@hrafnseyri.is
www.hrafnseyri.is



LÁKI TOURS IN HÓLMAVÍK is situated in the wild Westfjords where Humpbacks can be found in an abundance during summer. Whale watching in the Westfjords is a must for nature lovers. It's big & wonderful.

Hafnarbraut 14, 510 Hólmavík
+354 546 6808
info@lakitours.com
www.lakitours.com



ICELAND BACKCOUNTRY TRAVEL is a Westfjord tour specialist. Travel in a superjeep and hike remote places in the western fjords of Iceland. This is personal service of the highest order.

Urðarvegur 27
400 Ísafjörður
+354 861 2845
info@ibctravel.is
www.ibctravel.is



TJÖRUHÚSID is a seafood restaurant in Ísafjörður, Westfjords that does not have a menu. All meals are dependent on the catch of the day and available fresh produce.

Neðstakaupstað, 400 Ísafjörður
tjoruhusid@gmail.com
[facebook.com/Tjoruhusid/](https://www.facebook.com/Tjoruhusid/)
+354 456 4419

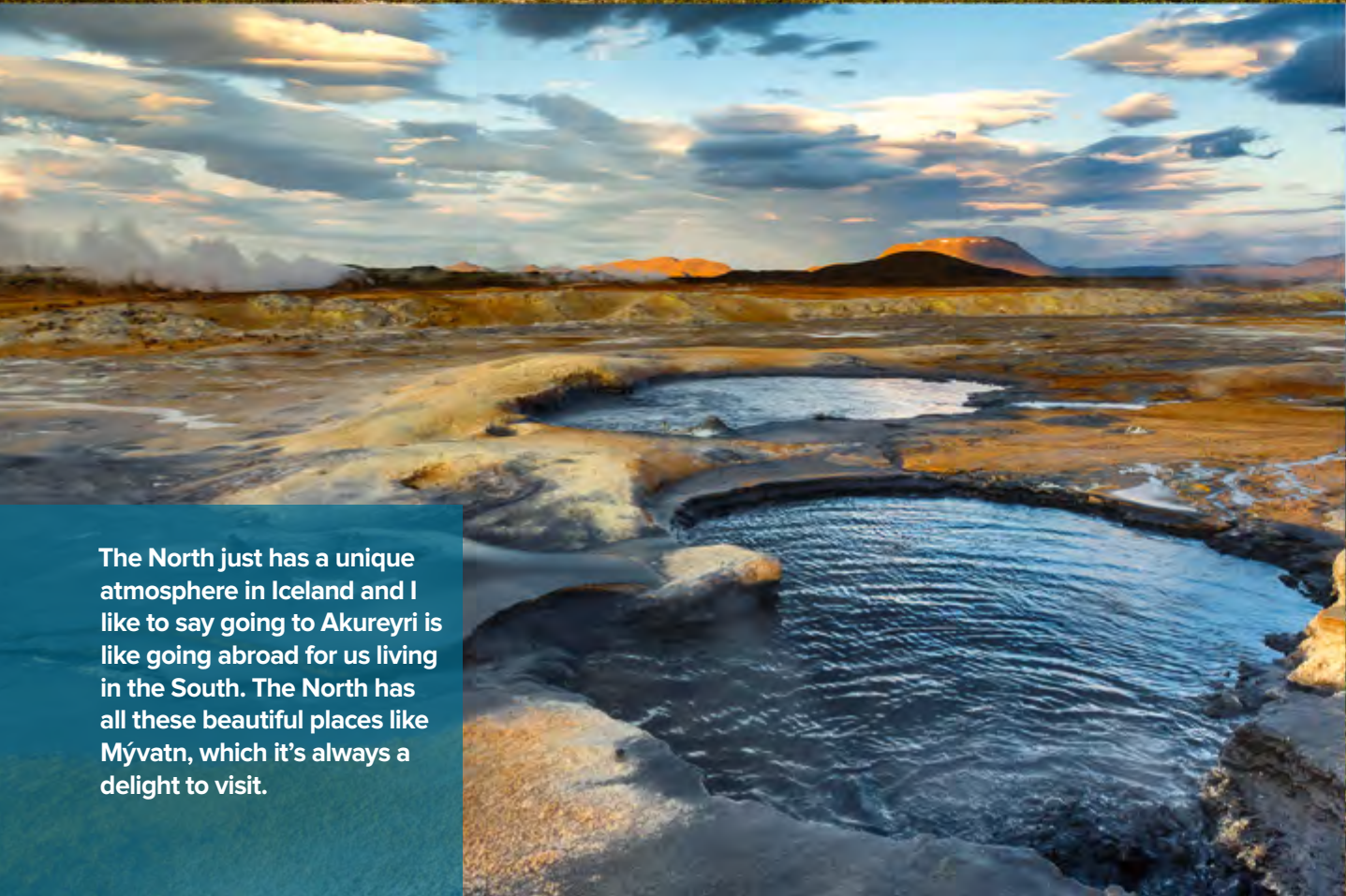


ICELANDIC TIMES

www.icelandictimes.com



NORTH *Iceland*



The North just has a unique atmosphere in Iceland and I like to say going to Akureyri is like going abroad for us living in the South. The North has all these beautiful places like Mývatn, which it's always a delight to visit.



BORÐEYRI

REVISITS ITS AMAZING HERITAGE

“... to get commerce into the hands of the Icelanders so that the dividend goes to the natives and not out of the country.”

By Hrótafjörður – Fjord of Rams in the North West of Iceland is the tiny village of Borðeyri, with sixteen inhabitants in 2018. It is rich in history as it was one of Iceland’s busiest anchorages that dates back to the Settlement of Iceland in the 8th century. It was Ingimundur gamli – Old Ingimundur – the Viking settler at Hof in nearby Vatnsdalur who named the Fjord as he saw two Rams running down the hills as well as a huge plank by the sea-side. Hrótafjörður is a long fjord south of Húnaflói – Bay of Bears.

Ingimundur gamli fought along with Norwegian king Harald Fairhair in the historical battle at Hafangursfjord 872. The story goes that Ingimundur gamli later

gave the king two polar bear cubs captured in Iceland. The gift was much appreciated as polar bears had never before been seen in Norway. Ingimundur gamli was held in high esteem in the country of his ancestors.

Tale of mixed fortunes

During Iceland’s Commonwealth era 930-1262, Borðeyri was a quite busy anchorage but as Iceland came under Norse rule 1262 and later Danish rule in the late 1300’s during the Kalmar Union as Norway collapsed, Borðeyri gradually declined. During the dark Monopoly Trade Period 1602-1787 there are no recorded ship arrivals as it was forbidden to trade at Borðeyri, with Iceland being a colony, sold to the highest trading bidders. However, Borðeyri was made a township by law by the Althing in 1846, as Iceland started its road to freedom. The tiny village was quite busy well into the 20th century.

The first ship to sail to Borðeyri arrived in June 1848. Slowly but surely traffic increased and hundreds of farmers and their spouses gathered in the busy village to trade aboard the ships. Pétur Eggerz (1831-1892), educated in

Great Britain, is recognised as Borðeyri’s founding father. He was the first merchant to move to Borðeyri. Eggerz built a turf farm in 1858 and two years later, a warehouse. In the 1860’s, Eggerz built the faktorshouse. His son Sigurður Eggerz 1875-1945 was Iceland’s Prime Minister 1914-15 and 1922-24.

In 1870, Pétur Eggerz, along with his brother-in-law, Páll Vídalín, and farmers in the district established a Community Store at the Faktorshouse. Their vision was clear, “... to get commerce into the hands of the Icelanders so that the dividend goes to the natives and not out of the country.” Eggerz became store manager. The Faktorshouse later became known as the Riis-house named after merchant Richard Riis who later moved to Borðeyri.

Quest for sovereignty

Iceland’s quest for sovereignty started in the late 1900’s. In 1904, the country got home rule and sovereignty in 1918, under the Danish king. Iceland declared Independence in 1944 when the Danes were occupied by nazi Germany in World War II, when Borðeyri was occupied by the British from 1940-1943.

Borðeyri was alive and well then, with the main actor being Kaupfélag Hróúfirðinga—Fjord of Ramsers Co-op, a member of Iceland’s Co-operative Society, by then, far the largest company in Iceland. However, the Co-op crumbled in the early 1990’s, leading to the decline of Borðeyri.

Plássíð, in translation The Place, being the old Borðeyri of ten houses with 16 inhabitants, was declared a protected site by Iceland’s Ministry of Culture in April 2019. The rebuilding is underway as Borðeyri revisits its amazing heritage.



SEALS SUN ON THE SEASHORE

A day in Húnaþing vestra on the North-West Coast

The beauty of Húnaþing vestra, conveyed in its grassy heaths, majestic mountains, pillar rocks and sparkling lakes and rivers, truly sums up the uniqueness of Icelandic nature. Its vast heathlands contain the largest untouched wetlands in Iceland, very popular for angling and a habitat for numerous bird species. From there you can drive into the highlands over the gravel roads.

Kolugljúfur, is a magnificent canyon named after the giantess, Kola. It is an unforgettable site, with the Víðidalssá river running through it, over two spectacular waterfalls, named the Kolufossar.

Borgvirki fort is a 10-15 m high columnar basalt formation which is believed to be the site of an old battle and a fort for the district. There’s an observation platform at its top and a breathtaking view over the Húnaflói Bay.

A Troll, surrounded by seals

One of the biggest attractions in Húnaþing vestra is Hvítserkur, the 15m tall rock, popular as a bird nesting spot, believed to be a troll who stayed out too late at

night and got caught as the sun rose with the dawn, turning her to stone. Making it special is a colony of the region’s most adorable inhabitants surrounding it; the seals. Every year, travellers flock to the beautiful Vatnsnes peninsula, cameras in hand, to observe these gentle creatures and their offspring, rolling around on the shores and in the sea.

This area is without a doubt one of the best spots in Iceland for viewing seals, the main locations being Svalbarð, Illugastaðir and Ósar.

You can also go seal-watching and sea-angling on a boat from Hvammstangi. The summer midnight-sailing is something you won’t forget!

Rest and play

You’ll find accommodation in all price ranges in Húnaþing vestra. There are several excellent camping sites to choose from situated in Hvammstangi, Sæberg and Laugarbakki. The Dæli holiday farm in Víðidalur, has a camping site and a lovely guesthouse, a hot pot, sauna and a mini golf course. There are guesthouses

in Hvammstangi and the highly rated Hotel Edda in Laugarbakki. Gauksmýri in Línakradalur is a beautiful farm that has reclaimed the area’s wetland and put up facilities for birdwatching as well as running a horse rental and a restaurant.

Brekkulækur in Miðfjörður also offers riding tours and accommodation and is a popular stop for travellers. Ósar at Vatnsnes peninsula, situated right by Hvítserkur, is a popular hostel and a great spot for viewing the seals.

Museums and Exhibitions

The Icelandic Seal Centre in Hvammstangi is a highly informative research centre and a museum that has an ongoing exhibition and is well worth a visit. Other museums of note are Reykir Regional Museum in Hrótafjörður and the Commercial Museum in Hvammstangi which both offer interesting exhibitions about the area’s history. Also be sure not to miss the wonderful Bardúsa craft gallery in Hvammstangi. Unwinding in the town’s swimmingpool after an eventful day is a must.



BLÖNDUÓS

SALMON RIVERS, WOMEN AND AN EXECUTION

Blönduós is the largest town in Húnavatnssýsla – Húna waters County – in Iceland's North-West with lakes and rivers all around the town of a thousand inhabitants. There and nearby you'll find many of the best salmon and trout fishing lakes and rivers in Iceland.

The river Blanda – ‘The Mixed River’ – which runs through the town, is the longest and perhaps the most powerful salmon river in Iceland. The source of the river is the Hofsjökull glacier and it runs into Húnaflói Bay through Blönduós. There is found Hrútey – ‘Ram Island’ – is found there, with its natural wonders and walking paths.

Women, churches and monastery

Women certainly have place a place of honour at Blönduós, with Iceland's Women's College located there for a century. So it comes as no surprise that Iceland's textile and handcraft history is well documented throughout the centuries, along with the old College.

The quite extraordinary ‘Vatnsdæla á Refli’ project is the telling of the great Icelandic Saga of the People of Vatnsdalur through pictures

embroidered on a tapestry. Work began on the tapestry in 2011, and is expected to finish early in the next decade with the tapestry's final length reaching 46 metres! Women certainly have a place of Honour at Blönduós.

The Blönduós Church, consecrated in 1993, finds inspiration from the surrounding mountains. It is an elaborate house of God, like many of Húnavatnssýsla's beautiful farm churches and the Þingeyri monastery.

Burial Rites: The story of Agnes

Then there is the story of Agnes and the last execution in Iceland, which the Australian Hannah Kent has so brilliantly documented in her gripping and epic award winning novel Burial Rites. Oscar Award Winner Jennifer Lawrence plays Agnes in the upcoming Luca Guadagnino Hollywood film.

Agnes Magnúsdóttir was beheaded along with Friðrik Sigurðsson after being found guilty of brutally murdering her lover, farmer Natan Ketilsson, who had rejected her, at Illugastaðir in Vatnsnes to the west of Blönduós. Afterwards



the farm was set on fire. For this, at the Þrístapar – ‘The Three Rocks’ – they were beheaded on 12th January, 1830, and their heads put on vaults facing the passing road for all to see. Þrístapar is close to the main road running through Húnavatnssýsla. Passers-by still walk to the site in remembrance of Agnes.

Events at Illugastaðir shook Iceland at the time. Agnes (33) herself reported to a nearby farm that Illugastaðir was burning and that Natan had perished along with another man. When the fire had been extinguished, multiple stab wounds were found on the bodies and unburnt clothes. Natan had been a notorious womaniser and rejected Agnes for a 16 year old girl whom he had taken away from her fiancé, young Friðrik Sigurðsson. Was jealousy and revenge the reason?

Agnes and Friðrik were found guilty of murder and sentenced to death. As there were no prisons in Iceland at the time, Agnes was held for the winter waiting her execution at a farm where she had lived as a young girl. Burial Rites tells the story of Agnes during the winter preceding her death. “They said I must die. They said I stole the breath from the men, and now they must steal mine,” Agnes says in Burial Rites. As the days to the execution draw closer, it begs the question: did she or didn't she?



GLADHEIMAR, an all year round holiday resort with 20 well-equipped cottages for 110 people altogether & a camping area next to the cottages. Hotpots & sauna in most cottages. Close to all services.
Brautarhvamur, 540
+354 820 1300 / 690 3130
Blönduós
gladheimar@simnet.is
www.gladheimar.is/1index.asp



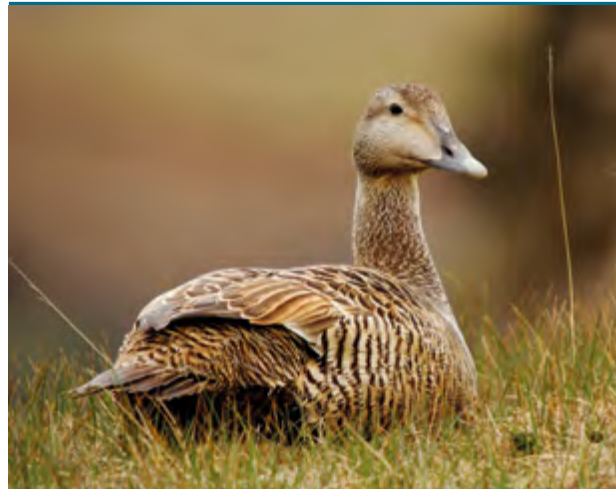
HOTEL BLANDA is a boutique hotel in the old town of Blönduós. The hotel was built in 1900. The town is filled with old, quaint houses and is next to a black sand beach.
Aðalgata 6, 540 Blönduós
+354 452 4205
info@hotelblanda.is
hotelblanda.is/
+354 452 4205



GALSI HORSE RENTAL just outside Blönduós in North Iceland is a family-owned horse rental with an emphasis on seminars for children. It's a licensed horse rental run by couple Jón Ragnar & Gunnlaug.
Arnargerði 33, 540 Blönduós
galsi@galsi.is
www.galsi.is
+354 692 0118



ÖMMUKAFFI in Blönduós is a small, cosy little restaurant in North Iceland that offers home-cooked, Icelandic meals for lunch and Ethiopian food in the evenings on their menu.
Húnabrat 2, 540 Blönduós
+354 452 4040
ommukaffi@ommukaffi.is
www.facebook.com/ommukaffi/



GARDEN FOR THE BIRDS *In Skagaströnd*

The Fulmar is a large gull-like seabird, seen at Skagaströnd from January to October, usually in flight offshore or foraging on fish offal, sometimes in large numbers. It is distributed all around Iceland, and has spread inland, sometimes tens of kilometres from the sea.

The Common Eider is seen around the coast all year round and 20-30 pairs breed in Spákonufellshöfði. A rather large colony is found at Finnstaðanes, a short distance north of Skagaströnd. The Oystercatcher is a large, noisy wader. Two to four pairs breed on gravel and sandy land. A

migratory bird, it is seen from late March to the beginning of September.

The Snipe is a migrant on Skagaströnd, arriving in early April and leaving in October. A few pairs breed on Spákonufellshöfði. The Snipe circles over its territory with a constant “drumming” sound, which is very conspicuous. The Great Black-backed Gull is seen all year around Skagaströnd, though it is most common during winter. The very similar Lesser Blackbacked Gull is a migrant and is common during summer. A few pairs of both species breed in the northern part of Spákonufellshöfði. The Arctic Tern is a long distance migrant.

It migrates to the South Atlantic in winter to the seas around Antarctica before flying north again, leaving Iceland in September and returning at the end of April/beginning of May. It seeks food on the shore and shallow areas of the sea. A few dozen pairs breed on Spákonufellshöfði, around Vækilvík. The Black Guillemot is a former breeder on Spákonufellshöfði. It can be seen all year round, often in winter in the Skagaströnd harbour. The Raven is the only member of the crow family breeding in Iceland. One pair breeds in Spákonufellshöfði, but it is seen in the area the whole year.



BJARMANES, the house by the sea is a quaint little café/restaurant in Skagaströnd where a passion for life, and food comes to light. The menu is composed once a week and is dependant on seasonal local produce.

Hólanesvegur, 545 Skagaströnd
 +354 452 2850
www.bjarmanes.is
ebbi@bjarmanes.is



THE MUSEUM OF PROPHECIES focuses on Þórdís the fortune-teller, an inhabitant of Skagaströnd, who lived there in the late 10th century. The exhibition features information about prophecies & fortune telling.

Oddagata 6, 545 Skagaströnd
 +354 861 5089
dagny@marska.is
www.spakona.is



SALTHÚS GUESTHOUSE has 14 rooms, with views over Skagaströnd & Húnaflói bay. They have family, double & twin rooms & a few with wheelchair access. All rooms have private bathrooms & ground floor rooms have a patio.

Einbúastígur 3, 545 Skagaströnd
 +354 848 6051
salthus@salthus.is
www.salthus.is



SKAGASTRÖND SWIMMING POOL is small outdoor pool. Built in 1947, it is not a geothermal pool but heated with electricity. Renovations were made in 1986 and they added a hot tub.

Einbúastíg 6, 545 Skagaströnd
 +354 452 2806
skagastrond@skagastrond.is
<https://www.skagastrond.is/is/thjonusta/sundlaug>

SKAGASTRÖND WHERE PAST, PRESENT AND FUTURE MEET

One might think that life in a small remote fishing town would result in a reserved population wary of outsider influence. This is not the case in the town of Skagaströnd north-west Iceland, where international artists mingle freely with local fishermen, creating a unique atmosphere where the past meets the present without judgment.

Fish Is Life

Like many Icelandic towns, Skagaströnd's history is centred around fishing, which is still very much a part of Skagaströnd's identity. The harbour is usually bustling with life with boats coming and going, people and forklifts moving about trying to get the fish from the boats to the stores as quickly and securely as possible. Just watching the harbour life is an activity in itself, enjoyed by locals and visitors alike – just be careful not to get in the way. There is also a pleasant coffee shop, Kaffi Bjarmanes, in a beautifully renovated old house right by the seaside just across from the harbour where you get an excellent view of the harbour life, the ocean and the ever-watchful seabirds around.

What Does the Future Bring?

The first documented settler in Skagaströnd was a woman named Þórdís who resided there in the late 10th century and had substantial influence in her community. She was known to be a spirited and fierce woman, with the gift of prophecy, who made no compromises when it came to dealing with powerful men at the time and is noted as such in several of the old Icelandic Sagas. Although the people of her time might have been glad to be rid of her, present day inhabitants of Skagaströnd celebrate her legacy and have opened a museum and exhibition in her honour. Visitors are introduced to various artefacts and get to delve into the story of her

fascinating life while they experience the exhibition. If they dare, they will also have the chance to be given a prophecy.

Close by we find a second museum in the oldest house in Skagaströnd named Árnes, which gives an impression of daily life in the early 20th century.

Art and Fish

You might not think that modern day artists and small town fishermen would have much in common, but as it turns out they have co-existed in Skagaströnd with great success for over a decade. The Nes Artist Residency was opened in 2008 and has resulted in a colourful atmosphere where past and present traditions find common ground. The mayor of Skagaströnd, Alexandra Jóhannesdóttir, says that the success of the artist residency is a testament to the positivity and open-mindedness of the people of Skagaströnd. “We have all types of people coming here from all over the world and staying with us for extended periods of time working on their craft and the fact that it has gone seamlessly really says something about our community.” Alexandra says that the advent of the Nes Artist Residency has livened up the town and the creative atmosphere has proven to be quite contagious. “Now it is not at all uncommon to have all sorts of happenings and events that would have seemed strange before, but are considered part of everyday life here in Skagaströnd.”

The town itself is also decorated with creative art. In front of the mayors office you will find Erlendur Magnússon's striking exhibition centred on the old Nordic gods, made from scrap metal and carefully selected to represent each immortal. Loki, the god of mischief and deception, is for example made from an old manure spreader and Odinn, the highest god of all, is made from scraps from a power station. The Sunwatch by Magnús



Þálsson is also quite a striking piece, made from four basalt columns that guide sunrays according to an old Icelandic time-telling tradition.

Plenty to Do

A popular activity in the picturesque town of Skagaströnd is hiking to the top of the Spákonufell mountain or along the sea cliffs at Spákonufellshöfði, which is where Þórdís resided. Some even claim that her face can be seen petrified in the mountain.

Detailed trail descriptions and maps are available in town

You'll find a traditional Icelandic swimming pool in town, with the obligatory relaxing hot pot where you get served freshly brewed coffee by the wonderful staff. Last but not least you will find a hidden treasure if you are a golf enthusiast since Skagaströnd boasts of a nine-hole golf course with a spectacular ocean view over Húnaflói as far as the eye can see.



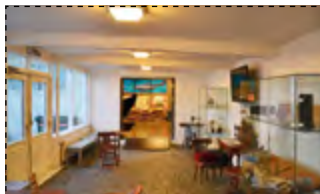
Sveitarfélagið Skagaströnd

Túnbraut 1-3 • 545 Skagaströnd
 +354 455 2700
skagastrond@skagastrond.is
www.skagastrond.is



LAND OF THE SEALS

The Ultimate Seal-Watching Destination



THE FOLK MUSEUM OF HÚSVETNINGA & STRÖNDAMANNA was founded 50 years ago & displays a collection of unique objects showcasing local culture & history. On display are famous boats & the house Syðsti-Hvammur.

Reykjun, 500 Stað
reykjasafn@hunathing.is
www.northiceland.is/en/what-to-see-do/service/local-museum
+354 8472735 / 868 8166



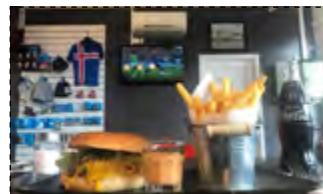
The cooperative of **VESTUR HÚSVETNINGA** is not your regular store. Here you will find whatever you may need on your holiday in Iceland. Everything from groceries, clothes, office supplies, tools, fishing & camping.

Strandgötu 1, 530
Hvammstanga 4552300
+354 455 2300
www.kvh.is - kvh@kvh.is



DAELI GUESTHOUSE is a small rural family-run guesthouse with over 30 years of experience behind them. You can choose between single, double, family rooms and cottages.

Dæli, 531 Hvammstangi
+354 451 2566
daeli@daeli.is
www.daeli.is



NORTH WEST HOTEL & RESTAURANT is a wonderful hotel/restaurant halfway between Reykjavík & Akureyri. The hotel is newly renovated, you can stock up your car and have a delicious meal in the restaurant.

Vidigerði, 531 Hvammstangi
+354 511 4440
www.facebook.com/vidigerdi/
northwesthotel@outlook.com



THE ICELANDIC SEAL CENTER'S main missions is to promote seal research, responsible seal watching and contribute to the development of sustainable seal watching locations on Vatnsnes peninsula in cooperation with the local tourism board and NORCE.

Brekkugötu 2, 530, Hvammstangi
+354 451 2345
selasetur@selasetur.is
selasetur.is/en/



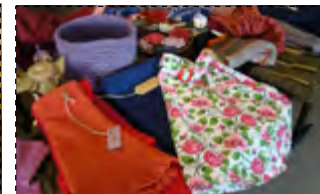
SJÁVARBORG RESTAURANT is found in an old slaughterhouse/freezer building and is inspired by local history. They specialise in local produce, meat & fish. The menu is very seasonal to ensure fresh and high-quality food.

Strandgata 1, 530 Hvammstangi
+354 451 3131
sjavarborg@gauksmyri.is
www.sjavarborg-restaurant.is



HOTEL LAUGARBAKKI is a new hotel with 56 rooms with private baths, hot tubs, restaurant and a gym. The hotel also has a meeting room and public Wi-Fi making it perfect for business as well as family holidays.

Skeggjagötu 1, 531 Laugarbakki
+354 519 8600
hotel@laugarbakki.is
www.hotellaugarbakki.is/



LANGAFIT HANDCRAFT MARKET in Laugarbakki village is not a standard gift shop. Here you'll find all kinds of handcraft from in & around the community. They also have a wonderful little guesthouse for max 13 people.

Langafit, Laugarbakka
+354 451 2987 / 892 8487
olina@simnet.is
www.visitthunathing.is/en/what-to-do/
handicraft-artists/langafit-handcraft-market



HOTEL HVAMMSTANGI is located in the middle of town with a wonderful view of the fjord. Guests have free Wi-Fi, free access to the swimming pool across the road. All rooms have private baths.

Norðurbraut 1, 530
Hvammstanga
+354 855 1303
alladora@hotelhvammstangi.is
www.hotelhvammstangi.is



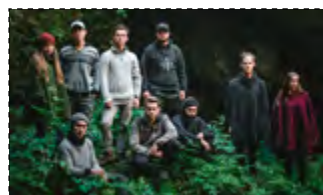
HOTEL HVÍTSEKUR is just around the corner from Lake Hóp & a shorter drive to the famous rock Hvítserkur aka Rhino rock aka Elephant rock. They have free Wi-Fi, fishing close by & fantastic hikes.

Þorfinnsstöðum, 531
Hvammstanga
info@hvitserkur.is
www.hvitserkur.is
+354 583 5000



THE SEALWATCHING COMPANY, established in 2010, uses a wonderfully restored oak fishing boat for seal tours around the peninsula. The boat with a capacity of 30 passengers was built in 1973.

Höfðabraut 13, 530, Hvammstanga
+354 8979900
selasigling@simnet.is
www.sealwatching.is/en/



KIDKA KIDKA is a knitting and sewing company with roots back to 1972. They have made high-quality Icelandic wool clothing and products since 2008, synonymous with beautiful and fashionable high-quality designs.

Höfðabraut 34, 530 Hvammstangi
+354 451 0060 / 451 2827
shop@kidka.com
www.kidka.com/en/





AKUREYRI HEART OF THE NORTH



The dozen inhabitants in 1786, clinging to the side of Eyjafjörður, Iceland's longest fjord, probably never imagined their brave struggle would ultimately result in a town of 18,000 people with all the services of a major city.

Akureyri is not as big as any of the world's cities but it provides all the features and services expected of a big city in a very compact form, so that everything is available within a short distance.

Take, for instance, winter activities like skiing. The family-friendly slopes are under 10 minutes from the airport and the hotels. Likewise the horse riding tours, boat trips, bird watching—to name a few—are all so close, you can almost touch them. You name it, it's close-by. The weather, with its combination



of crisp, dry snow and Northern Lights—at the peak of their cycle—makes a holiday here memorable.

Cultural Centre of the North

When it comes to culture, Akureyri has it all: museums, art galleries, international exhibitions, conference facilities, music venues, music of all genres, theatre and cinemas showing the latest films.



It has well over 20 restaurants, covering both Icelandic and international cuisine, with top chefs who create their own innovative cuisine. Cafés, each with their individual speciality abound, while local micro-breweries and farms offering food tasting are a fascinating addition to the food scene.

For groups and individuals, Akureyri offers such a wide range of activities, events and

opportunities, it maximises the time available. There are a multitude of tours covering every interest from flying to caving, from fishing to the Hidden People, walking to whale-watching.

Sports of all kinds

Sport activities are very popular in the North and many sports are represented in this dynamic community.

The geothermally-heated swimming pools, with their hot pots and jacuzzi are open—and very popular—all year round.

The Arctic Open Golf championship is played on the most northerly 18-hole course in the world, just outside the city under both snow-covered mountains and the midnight sun. You can hire clubs if you need them and relax in the club house afterwards.

See the Sights

Akureyri is also a service base for many of the most important tourist destinations in North Iceland. From here, you can visit Mývatn, Dettifoss—the most powerful waterfall in Europe, the island of Hrísey, with its powerful healing energy and Grímsey, straddling the Arctic Circle, see volcanoes and boiling mud pools and, in fact, reach all the pearls of the north in under 2 hours.

Easy Access

Flights from both Keflavik international and Reykjavik airports take just 40 min. Scheduled buses drive twice a day between Reykjavik and Akureyri. The trip from Reykjavik to Akureyri takes about 6 hours, although in the summer time you can

choose a longer route over the highlands if you wish to turn your trip into a journey rich with sights and natural beauty.

The city bus service is free in town. Naturally, every common form of transport is available: car, bike, boat, horse, ATV, plane rentals. Every type of accommodation is also on hand, from 4-star hotels to camp sites.

-ASF

Akureyri has it all and an outgoing friendly welcome, too.



Akureyristofa

Strandgata 12 • 600 Akureyri
+354 450 1050
info@visitakureyri.is
www.visitakureyri.is





THE EXPERIENCE OF A LIFETIME

Iceland on Horseback with Pólar Hestar of North Iceland

One of Iceland's most iconic symbols can be found in its own special breed of horse, known for its friendly nature and its two extra gaits. The hardy and sure-footed Icelandic horse is an excellent introduction to the world of riding, and what better way to experience Iceland than from the back of one of these magnificent creatures that have been part of the Icelandic landscape for over a thousand years.

Now you can get a feel for the real Iceland with Pólar Hestar Tours of North Iceland who offer a range of riding tours that appeal to all levels of ability, from the absolute beginner all the way to the most seasoned rider. The tours can be arranged for from 1 to 4 hour periods.

Short Duration Tours are perfect for beginners or those with a little riding experience. These reasonably priced tours run from just one hour to two hours up to half-day tours of 4 hours and are also available in winter, weather permitting. This is a wonderful introduction to the Icelandic horse and great fun for both adults and children.



For intermediate riders there are many options to choose from, including the popular 'Between the Fjord and the Valley of the Elves Tour'. This 6-day, 5-night tour takes you through lovely landscapes, with breathtaking views, delightful deep green valleys with rushing brooks and along a fascinating scenic coastline.

Ring Around the Midnight Sun

The fragrance of early spring, bright nights and the awakening nature are characteristics of this tour, consisting of several rides and sightseeing by bus. Experience the days around the midnight sun visiting the famous turf houses of Laufás, the whales in

Eyjafljórdur fjord and the amazing area around the breathtaking Lake Mývatn. A Midnight Ride, a highlight of the week at this special time of year, when the sun hardly sets, is included.

Fascinating North Iceland Tour

Take part in this exhilarating 8-day, 7-night tour—a wonderful opportunity to experience the diversity of Iceland's mesmerising nature.

The tour's itinerary includes some of North Iceland's well known waterfalls as well as Europe's most active volcanic area. You can witness the breathtaking Highlands, once the domain of outlaws, elves and trolls, and journey over ancient lava fields in this unforgettable tour that is suitable for more experienced riders.

-ASF/EMV

Pólar Hestar Tours is run by the husband and wife team of Stefán and Juliane and has been a firm favourite with horse lovers from around the world for over 30 years.



Pólar Hestar

Grytubakki II • 601 Akureyri
 +354 463 3179
 polarhestar@polarhestar.is
 www.polarhestar.is



AKUREYRI ART MUSEUM is one of Iceland's finest museums with a huge permanent collection, contemporary exhibitions, both local and international. The museum is located in the popular art gorge in downtown Akureyri.

Kaupvangsstræti 12
 600 Akureyri,
 +354 461-2610
 listak@listak.is
 www.listak.is



AKUREYRI MUSEUM has artifacts related to the region's history on display along with gardens & a 19th-century church, built in 1846 that you can visit.

Aðalstræti 58, 600 Akureyri
 +354 462-4162
 minjasafnid@minjasafnid.is
 minjasafnid.is



KRUA SIAM is a restaurant in downtown Akureyri. On their menu you'll find many Thai dishes with pork, fish, different meat or veggies. They also have a dedicated children's menu and for the brave ones, very spicy food too which is so appreciated in Thailand.

Strandgötu 13, 600 Akureyri
 +354 466 3800
 kruasiam@kruasiam.is
 www.kruasiam.is/en/



POOL COMPLEX IN AKUREYRI has two 25m outdoor swimming pool, one indoor pool, water slides, 3 hot tubs outside & 1 indoor and with both a sauna & an Icelandic steam bath. Very wheelchair friendly.

Sundlaug Akureyjar
 Þingvallastræti 21, 600 Akureyri
 +354 461-4455, sund@akureyri.is
 www.akureyri.is/is/mannlif/
 ithrottir-og-utivist/sundlaugar



SHANGHAI CHINESE RESTAURANT is an established restaurant in Akureyri. The food is always fresh and the interior is open and airy. A classic family place downtown where one always feels welcome.

Strandgötu 7, 600 Akureyri
 +354 537 1888
 shanghai@shanghai.is
 sjanghae.is/akureyri-2/



www.icelandictimes.com



THE BEER SPA, BJÓRBÖÐIN in North Iceland is one of the few places in the world where everything focuses around beer, even the spa & hot tubs. A must for any beer lover.

Ægisgata 31, 621
 Árskógssandi, Dalvík
 +354 414 2828
 bjorbodin@bjorbodin.is
 www.bjorbodin.is/





CLIFFTOP BATHING

Húsavík's Unique GeoSea Hot Baths

At the awesome GeoSea baths, set on top of Húsavíkurhöfði – ‘Húsavík Cliff’ – bathing guests view a majestic range of mountains to the west, old oak fishing boats silently sailing Skjálfandi Bay, the Puffin and Flatey Islands, the Arctic Circle on the Horizon and the serene town of Húsavík, with its majestic wooden Church. Húsavík, the whale watching capital of Europe, with its population of 2,500, is one of Iceland's main tourist attractions. Simply magical and unmatched anywhere else.

Health benefits of GeoSea

The geothermal heat north of Húsavík has been well known to residents, who have used it for bathing and washing for centuries. Drilling for hot water at Húsavíkurhöfði in

the mid-20th century revealed water that turned out to be hot seawater, too rich in minerals to be suitable for heating houses.

Instead of letting the hot water go to waste, an old cheese barrel was installed at Húsavíkurhöfði. There, Húsavík residents could enjoy the health benefits of bathing in hot seawater. Many suffering from skin conditions such as psoriasis have found relief by bathing in the water, which is at an optimal temperature of 38°-39°C.

The bore holes provide purity

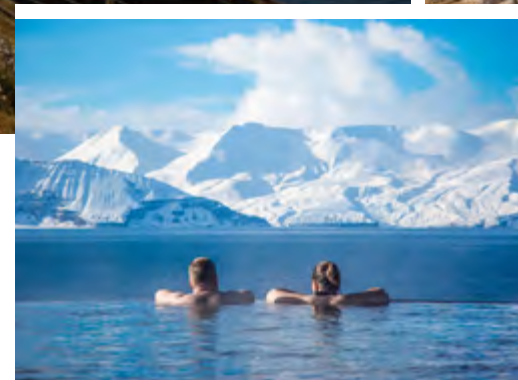
The water in the GeoSea baths comes from two bore holes, one located by the cheese barrel and the other by Húsavík harbour. There is no need to use any cleaning agents or equipment, as the steady flow of water

from the bore holes, between the pools, over their edges and into the sea ensures that the water stays within the limits stipulated by health regulations.

The GeoSea sea baths enable guests to enjoy nature in a unique manner. Thanks to the underground heat, the seawater in the baths is warm and comfortable and the mineral-rich water caresses the skin. While warm sea works its miracles, guests enjoy the spectacular view and health benefits.



GeoSea
Vitaslóð 1, 640 Húsavík Iceland
+354 464 1210
geosea@geosea.is
geosea.is





The Wonders of Húsavík's Whale Museum

From the successes of whale watching out in Skjálfandi Bay back in 1995 the groundwork was laid for a Whale Museum, which today is a world-wide leader. In 1997 a non-profit organisation was founded. The Museum received the UN award for environmental tourism in 2000. It was the start of a new era for Húsavík, a town of 2,500 just below the Arctic Circle. Húsavík had found its niche. Skjálfandi Bay is a sanctuary for whales of many different species and sizes and Húsavík, itself, is one of Iceland's most scenic towns.

From hotel to the slaughterhouse

The Whale Museum started as an simple exhibition in the local hotel. The following year, it moved to one of the fishermen's baiting sheds above the harbour. Then in 2004, it moved to the old forlorn slaughterhouse by the harbour, bringing it back to life.

Mind-blowing skeleton

One of the few museums in the world solely dedicated to whales, it holds a fantastic cross-

section of the marine mammals that inhabit the Icelandic coastlines. There are a dozen different whale skeletons to admire, a range of documentaries to watch and a special area for kids. Highlights at the Museum include the Narwhal with its rare unicorn-like horn, the Sperm Whale jaw bone the size of a car, a cabinet exposing the intricate details of whale ear bones and, taking pride of place, the enormous Blue whale skeleton; the biggest animal to grace the Earth. Húsavík is probably the only place in the world where you can get to see a skeleton of a Blue whale and then have an encounter with a live Blue whale out on Skjálfandi Bay.

The old harbourside slaughterhouse

Guests find all there is to know about the massive creatures out in Skjálfandi Bay. The old former harbourside slaughterhouse provides a wonderful framework for the biggest mammals on Earth. The museum interprets the ecology and habits of whales, conservation and the history of whaling in Iceland through beautifully curated displays.



The Museum, along with the University of Iceland's Research Centre at Húsavík, forms the scientific and educational component to the Museum. The Children's Whale School is an educational programme that aims to educate pupils of all school levels, from kindergarten to university, about whales and their lives in Icelandic oceans. To the side is a library with a wide selection of books and sofas where guests can relax and enjoy a complimentary cup of coffee.

A small gift shop is located in the entrance hall. Various whale-related items can be found, as well as books, T-shirts, posters and hand-made souvenirs.



Whale Museum
Hafnarstétt 1, 640 Húsavík
414 2800
info@whalemuseum.is
www.whalemuseum.is



THE OLD BOX

Húsavík's Gamli Baukur has a rich history

Gamli Baukur – 'The Old Box' – has been a landmark of Húsavík's harbour for more than 150 years. No restaurant in Iceland has a tradition like good old Baukur. This fine restaurant is located in the centre of town right at the sea's edge, giving it a magnificent view over the harbour. A warm maritime decor invites patrons to spend a pleasant time either inside, overlooking the incoming boats or outside, sunbathing on the patio.

A highlight of the Húsavík harbour front, Gamli Baukur Restaurant specialises in food from nearby farmers and local fishermen. The fish come straight from boats landing their catch at the harbour and from local fish farms. The lamb comes from the highlands of North Iceland and the vegetables are from farms in the region.

A place of music and refreshment

Gamli Baukur Restaurant is a replica of a house which was built in 1843 and destroyed by fire in 1960. The present Gamli Baukur is built from driftwood from the shores of Siberia, that floated to Iceland and was found along the Skjálfandi Bay shoreline. Like its predecessor, Gamli Baukur is popular among residents as a gathering place to enjoy music and refreshment.

The maritime theme is also reflected in the menu, which promotes local traditions as well as new compositions but with a strong focus on seafood. High quality ingredients are required and generally come from local resources. In the evening, a cosy atmosphere evolves in one part of the restaurant for guests who prefer quiet surroundings, while in the other part of the building, live musicians often perform.



Gamli Baukur
Hafnarstétt 9, 640 Húsavík
+354 464 2442
gamlibaukur@gamlibaukur.is
www.gamlibaukur.is





THE HÚSAVÍK WHALE MUSEUM is a non-profit organization, founded in 1997. The museum is also running an educational program for children. It is expected that every pupil visits the Children's Whale School at least four times during their schooling.
Hafnarstétt 1, 640 Húsavík
+354 414 2800
info@hvalasafn.is
www.hvalasafn.is/en/



SALT Vík offers all kinds of riding tours, both short day-tours from their farm along with longer rides that last from 5 – 9 days in the Highlands of Iceland.
Saltvík ehf, 641 Húsavík
Hestamiðstöðin Saltvík
+354 847 9515
saltvik@saltvik.is
saltvik.is/horse-riding/



FISH & CHIPS in Húsavík harbour is fast-food restaurant with the freshest fish and excellent views over the harbour. This is a fantastic place to enjoy your fish & chips.
Hafnarstétt 19, 640 Húsavík
+354 464 2099
www.facebook.com/pg/Fishchips-152014694866754/about/?ref=page_internal



NAUSTID SEAFOOD RESTAURANT is situated in the middle of town in Húsavík. It's a business run by a family who love seafood. Their lobster soup and fish skewers are world famous.
Ásgarðsvegur 1, 640 Húsavík
+354 464 1520
naustidfood@gmail.com
www.facebook.com/pg/naustid/



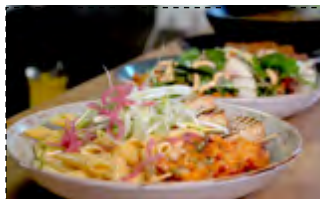
NORTH SAILING is a whale watching company established in 1995. One of North Sailing's objectives is the preservation of Icelandic oak fishing boats and research on the different whales.
Hafnarstétt 11, 640 Húsavík
+354 464 7272
info@northsailing.is
www.northsailing.is



HÚSAVÍK CAMPSITE is located almost downtown. It's only a few minutes walk to everything and you are close to all big attractions like Lake Mývatn, Dettifoss, Ásbyrgi and Goðafoss.
Héðinsbraut, 640 Húsavík
+354 840 0025
camping@nordurthing.is
www.visithusavik.com/accommodations/campsites/husavik-campsite/



GEOSEA, a geothermal sea bath, is found north of Húsavík in one of the most stunning locations in Iceland. From the warm pool, you have a view over the whole bay outside Húsavík.
Vitaslóð 1, 640 Húsavík
+354 464 1210
geosea@geosea.is
www.geosea.is



GAMLI BAUKUR Seafood Restaurant by the harbour in Húsavík, North Iceland, has a great reputation for innovative seafood, its positive atmosphere and a location famous for its fabulous view.
Hafnarstétt 9, 640 Húsavík
+354 464 2442
gamlibaukur@gamlibaukur.is
www.gamlibaukur.is



GEITAFELL SEAFOOD RESTAURANT offers exquisite fish soups and other seafood delicacies served with locally grown salads and homemade bread. The fish is caught locally to ensure the freshest seafood and best possible quality.
Geitafelli, 641 Hvammstangi
+354 8612503 / 8933380
info@geitafell.is
geitafell.is/



HOTEL LAXÁ is a modern hotel by Lake Mývatn in North Iceland. All rooms are fully equipped with free WiFi, hairdryer, complimentary toiletries and tea and coffee.
Olnbogaás, 660 Mývatn
+354 464 1900
hotellaxa@hotellaxa.is
www.hotellaxa.is/en/home



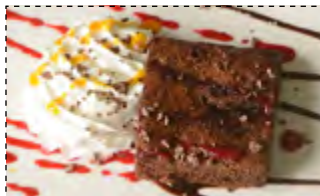
MÝVATN TOURS is a family-run tour operator that has been around since 1980. They specialise in tours to the Highlands and destinations where specialised vehicles are required.
Arnarnes, 660 Mývatn
+354 464 1920
myvatntours@gmail.com
www.myvatntours.is/en



DIMMUBORGIR GUESTHOUSE offers very comfortable cottages on the banks of the wonderful Lake Mývatn. It is an all-year-around guesthouse in North Iceland.
Geiteyjarströnd 1, 660 Mývatn
+354 464 4210
info@dimmuborgir.is
www.dimmuborgir.is



VISIT MÝVATN is your official tourist guide to the area around Lake Mývatn in North Iceland. Follow us to find out about all events and everything you need to know about the area.
660 Mývatn
+354 591 2000
info@visitmyvatn.is
www.visitmyvatn.is/en



BÁRAN BAR/RESTAURANT in Þórshöfn, northeast Iceland offers local cuisine like fish, lamb, vegetables or for those who dare, whale or Puffin. During summer they also serve breakfast.
Eyrarvegur 3, 680 Þórshöfn
+354 468 1250
knaveitingar@gmail.com
baranrestaurant.is/en/



STUNNING ÞÓRSHÖFN

Visit this northern village for outdoor activities and a terrific meal at Bárán Restaurant

Þórshöfn is a charming fishing village on the coast of the Langanes Peninsula, a beautiful slice of northeast Iceland. Travellers love to visit the village for its remoteness. Þórshöfn is as far as you can get from Keflavik International Airport—so no crowds of tourists—just nature, rich birdlife and a variety of outdoor activities.

Langanes is a 40km long, narrow peninsula with a sloping coastal landscape with steep sea cliffs that is ideal for birdwatching and photography. Here, you are likely see puffins, gannets and terns.

Báran Restaurant, which is open for breakfast, lunch and dinner, is one of the best restaurants in the north. The cosy restaurant has a warm, friendly atmosphere and focuses on fresh, local ingredients, emphasising fish and shellfish from local fishermen. Diners can also enjoy soups, salads, sandwiches, burgers and pizza. There's an outdoor deck overlooking the harbour that's an ideal spot to enjoy a meal and a beer. In fact, Bárán has an impressive beer menu, with more than 17 beers from Iceland and the Faroe Islands.

Báran Restaurant's owners operate kayaking tours in Þórshöfn and Langanes, as well as to Skálar and Fontur. Many different sea birds, seals and sometimes, whales can be seen while sailing the crystal clear water from May to August. It's possible to fish during the tour and the restaurant can prepare your catch to your liking. Put Þórshöfn on your itinerary. -JG



Báran restaurant
 Eyrarvegur 3, 680 Þórshöfn
+354 468 1250
knaveitingar@gmail.com
www.baranrestaurant.is



Mývatn is one of the most popular tourist destinations in the northeast, luring travellers with gorgeous hiking trails, rich birdlife, activities along Lake Mývatn, and the soothing Mývatn Nature Baths. The region has been shaped over time by punishing volcanic eruptions and it's the ideal place to soak in the rugged landscape, with its vast lava fields, gigantic craters, and towering mountains.

Bathe Among Striking Nature

A perfect start to exploring the region is stopping by the Mývatn Nature Baths. The bathing experience is heavenly, as you soothe your skin and relax every square inch of your body. The views of the landscape are striking, with the volcanic crater of Hverfjall and the edge of Lake Mývatn in the background as well as nearby roaring waterfalls, volcanic craters, and black lava rock pillars.

A unique experience, great for your skin

The milky-blue water, which measures a deliciously warm 38°C, comes from the National Power Company's borehole in

Bjarnarflag. The water reaches a boiling temperature of 130°C when it arrives in the basin next to the lagoon, but it cools significantly before being filtered into the beautiful man-made hot spring. The bottom of the lagoon is covered by sand and contains a large quantity of minerals. Because of its chemical composition, vegetation and bacteria are not a problem. There is some sulphur in the water, which is beneficial for skin problems such as eczema and psoriasis, and the Nature Baths also have a natural steam bath that derives steam directly from the earth.

Numerous sightseeing opportunities

There is so much to see and do in the Mývatn region. After your time at the Nature Baths, jump into your rental car and discover Dimmuborgir, which comprises interesting rock formations jutting out of the ground, resembling a fort guarding an ancient city. The black lava pillars were born from a collapsed lava tube created by a large volcanic eruption more than 2,000 years ago. Also nearby are the Krafla lava fields, which are home to Víti, one of the best-known

craters in Iceland. Víti is huge, about 300 metres in diameter, exposing interesting formations that resulted from lava flows and hydrologic forces. Meanwhile, Námaskarð is a big draw for tourists because of its sheer otherworldly atmosphere. The yellow and brown colours of the clay, along with the grey mud pools, make it look like a movie scene from another planet. A path loops around the region; be sure to stay on it for safety reasons, as the mud pools can reach temperatures of 100°C.

The Mývatn region is perfect for independent travellers who prefers to roam in their own time, and the Mývatn Nature Baths are simply a must when in the area. Experience the beauty of North Iceland and be sure to pre-book and stop by for one of the best bathing sites on the island.



Mývatn Nature Baths

Jarðböðin við Mývatn, 660 Mývatn

+354 464 4411

info@jarðbodin.is

www.myvatnnaturebaths.is



SOAK IN THE AMAZING SCENERY

Relax in the Mývatn Nature Baths' geothermal waters



A love affair WITH GIANTS



North Sailing has brought the Giants of the Deep to the World

When North Sailing launched its first Whale watching boat, Knörrinn, back in 1995 from the beautiful town of Húsavík on Skjálfandi Bay in the North of Iceland, something magical happened. Such was its impact that the tone was instantly set for Húsavík – ‘The Bay of Houses’ – to become the whale watching capital of Europe and a world-wide leader in the understanding of whales. The old oak-fishing boat saved from destruction became an instant hit among whale watchers from all over the world. Giant whales were drawn to the vessel and those that sailed in it with its gentle and

relaxing movements as it sailed the seas bordering the Arctic Circle. Whales, like humans, are curious creatures.

Good old oak boats

The beautiful town of Húsavík with its 2,500 inhabitants is located in the eastern part of Skjálfandi Bay, overlooked by the snow-covered Víknaðfjöll Mountains in the west. North Sailing now operates eight old Icelandic oak boats, as well one Danish and one German. Three of them, Opal, Hildur and Haukur have been transformed into two masted schooners, the only ones of their kind in Iceland.



Powered by Green Energy

North Sailing minimizes whale watchers carbon footprints by offering green whale watching tours in one of the world's most scenic landscapes. Húsavík is the only place in Iceland where people find sailboats powered by pure green energy and sustainable tourism. Indeed North Sailing's goals are saving whales, protecting the oceans and preserving the national heritage of the old Icelandic wooden fishing-boats. Of this North Sailing is proud.

The Giants of Skjálfandi Bay

At Skjálfandi Bay, the enormous Humpback whales with their giant flippers and majestic acrobatics are truly loved by people. It's a unique sight to see these breaching giants in the air, an experience of a lifetime. When Blue Whales, the largest animals on Earth, enter the bay, it is truly spectacular. Up to 30 metres of sheer awe and beauty, they create a unforgettable sight. Likewise, the relatives of the legendary Moby Dick, the toothed sperm whales with their massive heads that feed at great depths. Orcas are like the Pilot whales, rather rare visitors at Húsavík but when they arrive at Skjálfandi they usually come in considerable numbers and roam the bay. The friendly baleen Minke whale is to be seen regularly, curious about the old oak boats and the humans aboard them.



The birds and the Islands

Puffin Island – Lundey – is located near the town of Húsavík. Iceland is home to 60% of the Atlantic Puffin population. More than 200,000 live on the nearby Puffin Island, which is a steep cliff, ideal for this distinctive bird to build its nests. Flatey – The Flat Island – is located to the west. Once a thriving community of approx. 100 people, it has been uninhabited for 50 years after its last inhabitants left the village, their church, school and the lighthouse.

The Island is rich in bird fauna, with over 30 different types of birds, including the diving Arctic Tern and the friendly Puffins.

Visitors have much to marvel about during their visit to Húsavík. It's the home of the first Nordic settler, according to the Book of Settlement, the second-to-none Whale Museum, the unique Wooden Church and they come into contact with the Giants of the Great North-Atlantic Ocean. "One of the most incredible days of my life. The whole experience was above and beyond expectations."



North Sailing
+354 464 7272
info@northsailing.is
northsailing.is



EAST *Iceland*



A big part of the East's charm is the small fishing villages that connect the fjords of the east. Driving through the seemingly countless fjords there is always something to catch the eye.

PHOTOS: KRISTJÁN INGI EINARSSON



THE EAST ICELAND HERITAGE MUSEUM

Appreciating the life and times of a bygone era in East Iceland

The East Iceland Heritage Museum in Egilsstaðir showcases life as it was in the bygone era of Iceland's rural society, where self-sufficiency was essential to survival.

On display is a traditional 'baðstofa' or communal living/sleeping room, taken from an authentic Icelandic turf house that was inhabited until as late as 1964. Visitors are encouraged to step into the 'baðstofa' and experience the nostalgia of life as it was in days gone by.

The museum prides itself, however, on its permanent reindeer exhibition.

Found only in East Iceland, the rather shy and sometimes elusive wild reindeer have a mystical air about them and contribute to the area's sense of identity. With their numbers on the increase, it is possible to see them as they descend from

their feeding grounds at higher elevations in summer, to lower elevation grasslands nearer the coast in winter.

The Heritage Museum guides visitors through the history of the reindeer settlement in Iceland, their behaviour, characteristics and habits, a look at hunting regulations and, in short, everything you need to know about reindeer in Iceland. This is a unique opportunity to learn about these fascinating creatures, via a variety of displays and multi-media presentations that bring the exhibit to life.

The exhibition commemorates two the reindeer enthusiasts, Helgi Valtýsson, writer, and Eðvarður Sigurgeirsson, photographer and filmmaker. In an effort to shed light on the plight of the Icelandic reindeer, the pair tracked the movements of various herds from 1939 to 1944.

Eðvarður's film, "In Reindeer Territory", is available for viewing at the exhibition.

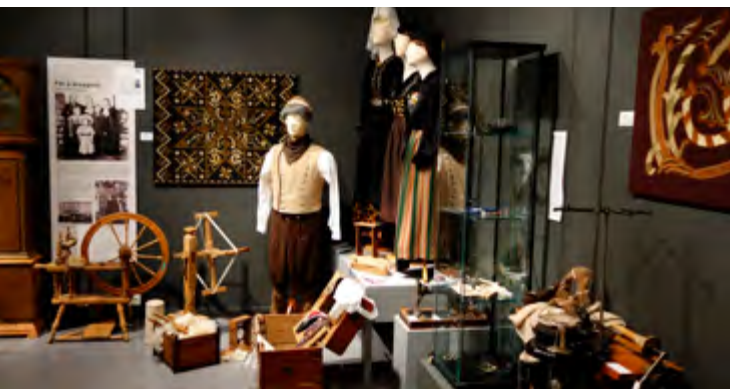
Visitors are also invited to watch a new documentary about Icelandic reindeer and a short animated film based on a section of the book, Independent People by Halldór Laxness, a twentieth-century Icelandic writer and Nobel Prize winner. -SP

Admission: Adults (18+) 1,000 ISK
Opening hours: 1 June to 31 August
Mon–Fri: 11:30-19:00.
Sat–Sun: 10:30-18:00.
Winter: Thur–Fri: 11:00-16:00



East Iceland Heritage Museum

Laufskógum 1 • 700 Egilsstaðir
+354 471 1412
minjasafn@minjasafn.is
www.minjasafn.is



Reykjavík's Thermal Pools

A source of health

thermal
swimming
pools

Hot tubs
and
jacuzzi

Saunas,
steambaths

the
place
to meet
locals

Admission

Adults 1000 isk. Children 160 isk.

Thermal pools and baths in Reykjavik are a source of health, relaxation and pureness.

All of the city's swimming pools have several hot tubs with temperatures ranging from

37° to 42°C (98°–111°F). The pools are kept at an average temperature of 29° C (84° F)



Tel: +354 411 5000
www.spacity.is

REYKJAVÍK
LOVES

#reykjavikloves



VISIT VATNAJÖKULL

A Truly Magnificent Region of South East Iceland

The Vatnajökull region is the home of Vatnajökull Glacier, Europe's largest glacier. The region, which embraces over 200km of Iceland's ring road is easily accessible and is known for its stunning contrasts of nature. Magical glacial lagoons, thundering rivers, glistening waterfalls, black sand beaches and icy-blue ice caves are just some of the natural gems that can be found within its borders.

Endless adventures start here

One of the most exciting things about visiting the area are the two glacial lagoons, Jökulsárlón and Fjallasárlón, both within easy reach of the ring road. Calving icebergs, often tinged with a beautiful luminous blue, float lazily through the lagoon and on out to sea, creating dazzling ice sculptures that later wash up on the beach, known as the Diamond Beach. Seals can often be seen swimming in the lagoon or resting on icebergs and it's one of the prime spots in Iceland to observe seals at a relatively close range. Many sea birds such as Arctic terns and skuas frequent the area in search of herring, trout, salmon and krill. You will find several companies located nearby that offer activities such as boat and zodiac tours of the lagoon, ice

cave tours, glacier walking tours and glacial lagoon kayaking tours. From easy, family friendly tours, such as puffin watching in Ingólfshöfði, sea kayaking, hiking and horse riding, to vigorous day-long activities like ice climbing and mountaineering tours, there is no lack of enjoyable things to do.

Year round adventures

For the ultimate in excitement, you can explore the glacier by way of a riveting super jeep or snowmobile tour or experience Iceland from above with sightseeing flights, or "flightseeing tours" by small plane or helicopter.

For more relaxed tours, consider one of several slow adventure activities on offer in the area.

Vatnajökull National Park

Within the Vatnajökull region lies Vatnajökull National Park, Europe's 2nd largest national park with over 14,000 square km or roughly 14% of Iceland. The park is also home to Iceland's tallest peak, Hvannadalshnjúkur, 2110m high. From the Skaftafell Visitor Center visitors can go on any number of beautiful day hikes, long or short, including the popular hike to Svartifoss waterfall.

Höfn

Well situated just off of Road #1, (the ring road) the attractive harbour town of Höfn í Hornafjörði, known simply as Höfn, makes an excellent base for further exploration. With a population around 1,800 inhabitants, the town and its surrounding area boasts a number of comfortable hotels, guest houses, hostels and camping sites, a supermarket, petrol stations, a pharmacy, as well as a few notable restaurants known for their fresh langoustine dishes.

Safety first!

Visits to the glacier and the ice caves can only be done with a local guide and should never be attempted by oneself. Last but not least, there is always some risk involved when visiting Iceland's beautiful nature, so please check the weather forecast before heading out, stay on marked paths and obey any warning signs that are posted.

To see the full scope of all that the Vatnajökull region has to offer, please see the website: <https://visitvatnajokull.is/>



Visit Vatnajökull / Ríki Vatnajökuls

Litlurbú 2 • 780 Hornafirði
+354 470 8080
info@visitvatnajokull.is
www.visitvatnajokull.is



Vök Baths offers guests the only floating geothermal pools in all of Iceland.

Vök Baths is an exciting new geothermal bathing facility where guests can enjoy two heated floating pools among the beautiful scenery of Lake Urriðavatn. Situated just 5 kilometres from Egilsstaðir, Vök Baths is an ideal place to relax while sightseeing in East Iceland. The brand new baths, completed in the summer of 2019, take their shape from the ice-free patches on the lake ice, created by the bubbling hot springs in the lake.

Harnessing the power of geothermal energy

There are many advantages to the Land of Fire and Ice, and one is the abundance of

natural, renewable geothermal energy. The baths are gloriously warm, soothing your skin and muscles while you're enjoying the pristine nature of the region. The pools, whose water is so clean and pure it has been certified as drinkable, are especially welcome to the area, as East Iceland is home to few hot springs, compared to other parts of Iceland.

Bathing facilities and changing rooms

In addition to the floating pools there are two on-shore hot pools, and an outdoor pool bar. A steam bath and cold tunnel equipped with a cool mist shower inside will be available in October/November, 2019. The indoor shower facilities and changing rooms are

comfortable with nature-inspired designs. There are private showers and lockers to store your belongings while bathing. You can rent swimsuits and towels at the baths if you did not bring your own.

Enjoy an onsite café, restaurant and bar

Housed inside the facility, the café-restaurant offers a delicious array of soups, salads, cakes and fresh-baked bread. All ingredients are sourced locally, and chefs work closely with neighbouring farms for local, seasonal produce. The Infusion bar also serves an impressive selection of complimentary teas made from local herbs, brewed with the natural hot spring water.

Using the hot water from Lake Urriðavatn, Austri, the local brewery, produces a 4.5% Blond Kellerbier and a 4.5% Session IPA especially for Vök Baths from this special hot water. If you would like to enjoy a drink or two while bathing, there is a pool bar so you can relax with your drink while soaking in crystal clear waters surrounded by the unique Icelandic nature.

Strong commitment to the environment

The creators of Vök Baths have a deep respect for the environment and are committed to upholding excellent standards of sustainability in every aspect of their business. When it comes to maintaining the pools, the bar

and restaurant facilities, employees make a determined effort to avoid all use and disposal of plastic, where possible, and packaging is organic and recyclable. Additionally, all the wood furniture and features at Vök are made from ethically sourced trees raised in East Iceland.

Be sure to stop by Vök Baths during your next trip to East Iceland and partake of a special bathing experience.



Vök Baths

Vök við Urriðavatn, 701 Egilsstaðir
+354 470 9500
<https://vok-baths.is/>
hello@vok-baths.is



A UNIQUE BATHING EXPERIENCE

in the Idyllic East



FÁSKRÚÐSFJÖRÐUR AND ITS RICH FRENCH HERITAGE

In the early 16th century, the French started fishing cod in the rich Icelandic waters. They began modestly and each year over the following centuries, they set sail to Iceland from their coastal villages. Cod fishing became an important part of the economies in Dunkirk, where it started, and later Paimpol and Gravelines. From the mid-19th century the French maintained a station in East Iceland in the tiny village of Fáskrúðsfjörður. By that time some 200-300 vessels had set sail to the Arctic North and many never made it back.

It is estimated that up to 400 ships were lost along with up to 5,000 seamen. It's a story of bravery and tragedy. The French state built a hospital at Fáskrúðsfjörður in 1903 which, at that time, was the biggest and the most modern hospital in Iceland. They also built a chapel and a graveyard. So many fishermen paid the ultimate price that their plight touched the French nation. The First World War brought a rather abrupt end to the French sailings to Icelandic waters and by The Great Depression in 1930 they had totally ceased.

The Shelter – l'Abri – of modern times

The story lives on in both countries. At Fáskrúðsfjörður, tribute is paid to the French heroes who gave their lives in the frigid Icelandic waters to bring cod back to France. The French hospital has been rebuilt and down by the French graveyard, a monument has been erected in honour of the heroes of the sea who were subjected to hard work, wet and cold, not to mention the

endless disasters as sailing ships sank and their seamen drowned in the treacherous Atlantic seas.

The thriving municipality of Fjarðabyggð

Fáskrúðsfjörður inhabitants now number 750 and the village is a part of Fjarðabyggð, a thriving area located in eastern Iceland that was established in 1998 with the successful merger of the former East Fjords districts. The towns of Fjarðabyggð are Eskifjörður, Neskaupsstaður, Reyðarfjörður, Stöðvarfjörður, Fáskrúðsfjörður and Mjóifjörður, totally some 5.000 inhabitants.

The towns of the East were united to bring Alcoa's aluminium smelter to Iceland. It is certainly one the most modern and technically-advanced smelters in the world, its exports contributing to some 10% of Iceland's total GDP. As a result, the Eastern towns have experienced strong growth after decades of decline, with the traditional fishing industry being as strong as ever and of great importance to the Icelandic economy as well as, in recent years, a thriving tourism industry.

The Celts and African Pirates

Fáskrúðsfjörður is a small fjord south of Iceland's biggest bay, the huge Reyðarfjörður Bay, where the three traditionally 'big' towns of Eskifjörður, Neskaupsstaður and Reyðarfjörður are located. The renovation of the French heritage buildings, one of the largest historical restoration works outside the Reykjavík area, was finished in the summer of 2014. The five French buildings



play a substantial role in local culture and society at Fáskrúðsfjörður.

The French Hospital, for example, now serves as a hotel with the l'Abri restaurant – The Shelter – on the ground floor. The old hospital serves as a truly beautiful hotel and a museum dedicated to the rich French heritage. The Chapel is the only building that still retains its original role and is open for guests of the museum.

There are also tales of attacks by North African pirates back in 1627 at Fáskrúðsfjörður and also nearby Stöðvarfjörður. Fáskrúðsfjörður gets its name from a magnificent island, Skráður, from another millennium before the Norse settlements in the 8th Century, when the Celts were prominent in Iceland. Some theorise that the Gaelic name of the Island was Fasruth, the sea-current island, which would fit with the hazardous waters nearby.



Fjarðabyggð

Hafnargötu 2, 730 Fjarðabyggð
 +354 470 9093
www.fjardabyggd.is



VIÐ VOGINN is a cosy little restaurant in Djúpvogur in East Iceland. Every weekday they have home-cooked style lunches together with fish & chips, hamburgers and sandwiches. Sit outside and enjoy the view over the fjord.

Vogalandi 2, 765 Djúpvogur
 +354 478 8860
vidvoginn@simnet.is
www.facebook.com/VidVoginn/



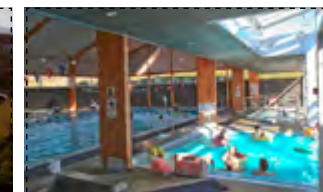
BRUNNHÓLL is a guesthouse outside Höfn. They put emphasis on personal service & sustainable farming. They also make their own ice cream. For the ice cream & restaurant they only use local produce when possible.

Mýrar, 781 Hornafjörður
 +354 478 1029
brunnholl@brunnholl.is
brunnholl.is/



DJÚPIVOGUR CAMPING ground is situated downtown with a lovely view over the harbour. Everything you need is a short walk from the campsite like a grocery store, museums, café, swimming pool and a bar.

Vogalandi 4, 765 Djúpvogur
 +354 478 8887
framtid@simnet.is
www.east.is/en/other/index/accommodation/camping/djupivogur-camping-ground



DJÚPIVOGUR SWIMMING POOL, situated next to the campsite, has a gym, sauna and a newly built indoor swimming pool with hot tubs, a small pool for children, and an outdoor pool.

Vörðu 4, 765 Djúpvogur
 +354 470 8730
djupivogur@djupivogur.is
www.east.is/en/what-to-see-and-do/recreation/swimming-pools/djupivogur-swimming-pool



HAVARI HOSTEL is an all year round hostel in East Iceland catering to singles to big groups. Hvari offers accommodation in family rooms, double bedrooms and dormitories.

Karlsstaðir, 765 Djúpvogur
 +354 663 5520
hvari@hvari.is
www.hvari.is/havar-hostel



HOTEL FRAMTÍÐ is a flagship hotel in East Iceland. With rooms, cottages, apartments, a bar, and a restaurant for 250 people, they can cater to all visitors to Djúpvogur. The restaurant emphasises the use of local fish and produce.

Vogalandi 4, 765 Djúpvogur
framtid@simnet.is
www.hotelframtid.com/
 +354 478 8887



KLIF HOSTEL is a family-run hostel in the middle of Djúpvogur. From the hostel, you have a fantastic view of Berufjörður. All rooms have free bed-linen & free Wi-Fi & a wardrobe.

765 Djúpvogur
 +354 478-8802
klifhostel@simnet.is
www.east.is/en/other/index/accommodation/guesthouses/klif



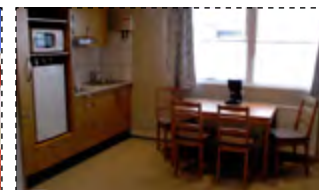
LANGABÚÐ is one of the oldest and best preserved commercial buildings in Iceland. It is now a heritage museum of local culture and a café with their marvellous own baked cakes.

Löngubúð, 765 Djúpvogur
 +354 478 8220
langabud@djupivogur.is
www.sagatrail.is/en/museums/langabud/



ÁLFHEIMAR is a country guesthouse in East Iceland with 32 double rooms & free Wi-Fi in all rooms. Each one has a private bathroom. Breakfast is included so you can start the day with a full stomach.

V/Merkisveg, 720 Borgarfjörður eystri
 +354 861 3677
info@elftours.is
<https://www.alfheimar.com/>



STUDIO GUESTHOUSE is located in the centre of Seyðisfjörður. A family guesthouse with facilities for disabled and fully equipped kitchenette and bathroom. Everything is a walk away.

Austurvegur 18-20
 710 Seyðisfjörður
 +354 787 4242 / 777-5007
studioguestice@gmail.is
www.bosal.is



VÖK BATHS in East Iceland is series of geothermally heated pools in the Urriðavatn lake ("Trout lake"). They also have a restaurant, a café and 2 beers specially brewed for the facility.

Vök við Urriðavatn, 701 Egilsstaðir
<https://vok-baths.is/>
hello@vok-baths.is
 +354 470 9500



WILDBOYS is a small Hiking tour operation in East Iceland. They organise tours every month, all year round where safety and your well-being are their number one priorities.

Hamrahlíð 6
 700 Egilsstaðir
wildboys@wildboys.is
Wildboys.is



NORD MARINA GUESTHOUSE is located a walking distance from the beautiful town Seyðisfjörður. A quaint little guesthouse by the sea where you can sit and watch the boats pass you by.

Strandavegur 21, 710 Seyðisfjörður
 +354 777 5007
nordmarina1@gmail.com
<http://www.visitseydisfjordur.com/project/nord-marina-guesthouse-2/>



ICELANDIC TIMES

www.icelandictimes.com

SOUTH *Iceland*



The south is very dear to me as I've spent the most time there. There is so much to see just when driving on the main road, not to mention if you go a bit off the main road. You have all the waterfalls and prominent glaciers at your fingertips.

PHOTOS: KRISTJÁN INGI EINARSSON

VESTRAHORN

A BEAUTIFUL SLICE OF ICELAND

This family company operates the Viking Café, guesthouse, old farm and a horse rental

East Iceland is where you find the actual “ice” of Iceland, including Vatnajökull glacier, a giant white spot on the map that is truly breathtaking in person. You can see the glacier descend into black sands and hot streams erupt from frozen banks of ice. The landscape is remarkable with mountains jutting out of the earth close to the sea and sweeping regions like Stokksnes and Vestrahorn. Travellers come from around the world to the region to photograph the pristine, stunning nature in the southeast, including

professional and amateur photographers, the Game of Thrones production, and a famous Indian Bollywood film. Apple also visited the region to film some footage for scenery for its product launches. During the winter, this region is especially popular for the chance to see and photograph the Northern Lights. Watching the green and white lights flicker and dance across the sky is a memorable experience.

Litlahorn, which is operated by a family with deep roots in South East Iceland, welcomes guests through a variety of

businesses, including the Viking Café, a guesthouse, the old farm and horse rental.

Coffeehouse and accommodation

Viking Café is a little oasis at the bottom of Vestrahorn near Hofn. The charming guesthouse offers 7 comfortable rooms for travellers and the coffeehouse is operated by a warm and accommodating manager, serving quality coffee, a choice of delicious cakes and pastries, as well as sandwiches and waffles. While the food and service is top-notch, it's understandable if visitors



Photo By Eva Frischling



Litlahorn
Horni 781, Hofn
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www.hornhestar.is
www.vikingcafe.is



become distracted by the view. The Viking Café overlooks the beautiful and vast bay of Vestrahorn on one side and Vatnajökull on the other side.

Horse Rental

A great way to survey the beautiful surroundings is by horseback. Litlahorn offers a horse rental service overseen by one of the owners, a skilled horse breeder with a passion for the family's horses. Guests can take a riding tour along black sand beaches close to Höfn. The groups

are small (2-5 people) and the 2.5 hour tour offers stunning views while riding a good-natured stocky Icelandic horse, a unique breed. Litlahorn also breeds horses and sells them to customers around the world.

Stones and materials for sale

Litlahorn provides unique materials for sale from its land. The company utilizes its Stokksnes beach mine, which consists of material that has been carried by the Hornafjarðarflót glacial river from the

Vatnajökull glacier into the sea, where the harshest east coast sea waves have tumbled and smoothed the materials for thousands of years before returning them to shore. The stones and sand are used for stone carpets, bathstones, house sheathing, asphalt and roads.

East Iceland has something for everyone and the Litlahorn owners are here to make your dream holiday a reality. Seize the opportunity to stay at Vestrahorn during your trip to Iceland!

-JG

SCENIC FOOD TOURS WITH EAT IN ICELAND

A Culinary Journey from Past to Present

It's an exciting time to be in Iceland with so much happening here on this small isle. Many changes are taking place, not least in the area of Icelandic food culture that has been evolving rapidly over the last few years.

The idea of food tourism is a relatively new concept in Iceland. While there are many tours that focus on Iceland's renowned scenic wonders, very few, if any, focus on food.

"Food is often a bit of an afterthought on many tours in Iceland, whereas our goal is to give visitors the best of both worlds," explains Marie Valgarðsson, founder of Eat in Iceland. "I thought it would be a good idea to ferret out the best restaurants, eateries and food producers outside of Reykjavík and go on what is called a 'moveable feast', where we travel from one location to the other, eating a different course at a different

location throughout the tour, and all of this while being enveloped in the beautiful Icelandic nature that surrounds us."

Eat in Iceland's Scenic Food Tours will also be taking a brief look at Iceland's food culture from a historical perspective, because so much of the past attitudes continue to influence modern food culture in Iceland today. "I find it all so fascinating," Marie continues. "Food is such an integral part of every society and I don't think you can really appreciate Iceland without at least some understanding of the hardships that people endured in times past when food was just a matter of survival."

Things are different today and recently there has been a virtual explosion of culinary initiatives among a new breed of young, creative chefs and food producers who are taking a different approach to food

in Iceland, bringing it right into the 21st century.

Each of Eat in Iceland's handpicked locations must fulfil certain criteria in order to be included in the tour. Participants are chosen not only for their emphasis on local food, but also for their friendliness, their cultural and historical perspective, and their unique Icelandic approach to food.

"Our aim is to combine Iceland's renowned scenery with lots of interesting cultural and historical information and of course plenty of great local food. I think it's a recipe for a winning day tour," concludes Marie. - EMV



Eat in Iceland
800 Selfoss
+354 697 9280
info@eatiniceiland.com
www.eatiniceiland.com



DINE IN THE LANGOUSTINE CAPITAL

Humarhöfnin satisfies the hunger for whole langoustine in Höfn

Iceland is known for some of the finest fresh fish in the world and a large share of the country's catch is landed at Höfn í Hornafirði, on the south-east coast. Höfn (which sounds like 'Hup' to our ears and means harbour) is also known as the langoustine capital of Iceland, where several thousand visitors gather in the town for the annual Humarhátíð (Langoustine) Festival, held in June.

You would expect the langoustine capital of Iceland to have a fine-dining restaurant that can do justice to the lovely little crustacean. The Humarhöfnin sea-

food restaurant, which has been a big success since it was opened over 8 years ago by Anna Þorsteinsdóttir, her brother Ari Þorsteinnsson and their spouses, has definitely earned that accolade.

A menu to entice any connoisseur

A favourite with tourists from the Mediterranean countries, Humarhöfnin was the first restaurant in Iceland to serve whole langoustine, though it has now become popular in the town. The concept is still new in Iceland, so each diner who orders langoustine receives illustrated

instructions on the finer points of using the langoustine cracker and fork that come with the dish.

The menu was created and developed by the French chef Jacques DuPont and his many dishes, such as the beautifully presented 'Mix of Whole Langoustine and Tails' and the famous 'Black Magic Sauce' have been very successful. Paired with one of Humarhöfnin's specially selected wines, you are in line for an absolute feast. Also on the menu, the arctic char is a delight. The crème brûlée, made from local eggs and imported Madagascar vanilla will have you swooning and you might want or need to order a double portion.

The casual, bright and lively décor fits Humarhöfnin's harbour location and the friendly wait staff will be happy to point out the very boat that brought in the day's catch, moored at the docks just a short distance away. The building itself was originally the town co-op before it was totally renovated and transformed into this beautiful restaurant. There is an exhibit on the second floor which portrays the history of the house.

If you are a langoustine aficionado, you can fly, drive or take a bus to Höfn where you will find your seafood haven awaiting you. -EMV



Humarhöfnin
Hafnarbraut 4 • 780 Höfn
+354 478 1200
info@humarhofnin.is
www.humarhofnin.is





ON TOP OF THE WORLD - GLACIER JEEPS

A timid soul's approach to the mighty Vatnajökull

The weather report was looking good—a full day of sunshine ahead of me and temperatures above 10°C. I was on my way to a face to face encounter with the world's 3rd largest glacier, the mighty Vatnajökull. This trip would mark a couple of firsts for me—my first time ever to set foot on a glacier, and my first time to travel by snowmobile. Needless to say I was really excited!

I first met Kristján and Bjarney, of Glacier Jeeps, at our pre-arranged meeting place: the crossroads of Route No.1 and F985. This is the official meeting place for all Glacier Jeep summer tours. Glacier Jeeps has years of experience conducting jeep, snowmobile and hiking tours on the glacier since 1994. (Bjarney has been helping run the family business since she was 14 years old.) I parked my car and joined them in their sturdy 4WD which wound its way slowly ever upwards, following the undulating gravel road, which twisted and turned around hairpin bends, past waterfalls and deep canyons. My guides fill me in on the details of the landscape, pointing out how the glacier has crawled across the terrain, devastating everything in its path along with other interesting facts.

Thirty minutes and 830 metres above sea level later, we arrive at Jöklasel, Iceland's highest restaurant and owned by Glacier Jeeps. Jöklasel will serve as our base camp where we suit up with boots, warm overalls and helmets for the snowmobile excursion.

Now it's time to test drive the snowmobiles. I am a little hesitant at first and Kristján shows me the ropes. It looks easy enough but I decide that I prefer to let him drive over the glacier with me sitting safely behind him on this 'skidoo for two', at least until I get a better feel for it. 'Off we go over the wild white yonder, climbing high into the sun' to paraphrase an old song, with cloudless blue skies above us

and the wind in our faces. Further along we stop and dismount, to take in the magnificent panoramic views over the glacier, the Atlantic Ocean and the town of Höfn far below in the distance. I felt like I was on top of the world and it was truly a cause for celebration!

Kristján jokes that we cannot go onwards unless I drive. By now I am feeling a little more sure of myself and agree to give it a try. This time we are off to inspect a massive sheer rock face that rises straight up from the glacier at an elevation of 1200 metres. Finally, our one hour snowmobile adventure comes to an end and it is time to return to Jöklasel for a well deserved bite to eat and a hot drink. The view out the restaurant windows is as one would expect: magnificent.

Glacier Jeeps also offers a hiking tour of the glacier that comes with all the equipment such as safety helmets, climbing irons and ice axe, instruction and a guide, included in the price.

In case you just don't think a strenuous hike or a thrilling snowmobile adventure is for you, then Glacier Jeeps offers an alternative to see the glacier in a comfortable, specially equipped 4WD and is available year round, weather permitting. Each tour is only 3 to 4 hours in total, giving you plenty of time to do other things with your day, even though once you are up there you may not want to come down. Although it's best to book one day in advance, you can also just show up at the crossroads (F985) at either 9.30 am or 2.00 pm and join the tour from there.

Vatnajökull Glacier Jeep tours: a must for your bucket list!

-EMV



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Vagnsstaðir, 781 Suðursveit
+354 478 1000
info@glacierjeeps.is
www.glacierjeeps.is



DIGGING DEEPER INTO ICELAND

The Skógar Folk Museum of South Iceland

The esthetics of Icelandic nature are legendary. People are mesmerised by her beauty, often coming away with a profound sense of having discovered new realms that had hitherto only been found in the pages of books, or seen in the mystical landscapes of film and television. It's easy to get lost in the profound sense of wonderment that is Icelandic nature. The elements, however, can take their toll, as the wind- and rain-soaked landscapes sometimes force visitors to take shelter. While travelling the south coast road towards Vík, there is one such place in particular that stands out.

Where to imbibe Iceland's unique cultural aspects

A few hundred metres to the east of the iconic Skógarfoss waterfall lies the Skógar Folk Museum. While the unassuming

cluster of buildings is sometimes overlooked by the crowds who flock to the falls, it really should be on the radar of everyone who seeks a more in depth understanding of Icelandic history and culture.

Preserving Iceland's past for future generations

The museum was founded on the initiative of Thorður Tómasson, a forward thinking Icelander who began collecting as a young teen in the 1930s at a time when modern technology was swiftly replacing a thousand years of a traditional way of life. Realising the importance of preserving Iceland's unique cultural heritage, Thorður went from farm to farm, writing down the stories and anecdotes of the older generation and collecting thousands of cultural artifacts along the way. It was

Thorður's foresight and enthusiasm that has helped ensure that Iceland's

unique cultural heritage has not been lost for future generations.

The museum's modest admission fee of 2000 ISK gives visitors access to the entire museum complex that is spread out over three permanent exhibitions: the Heritage Museum, The Open Air Museum and the Museum of Transport and Communication, all of which provide visitors with a rare glimpse into the Iceland of a bygone era.

The Open Air Museum

It is without question that one of Skógasafn's most endearing elements is its open air museum with its beloved collection of 19th and early 20th century turf buildings and wooden houses. The buildings were brought in from surrounding counties and moved to Skógar, where they were restored to their original condition. The small chapel, while new on the outside, is filled with fine relics gathered from churches around South Iceland while the turf houses were a way of life in Iceland for hundreds of years.

The Heritage Museum

Household items, farming and fishing implements, ornate wooden chests, decorative items of brass, silver and gold, as well as traditional clothing and artifacts dating back to the Viking Age are just a fraction of the thousands of items to be found in the



Heritage Museum. The centrepiece of the museum is the eight-oared fishing boat, the Pétursey, built in 1855, which was in use in nearby Vík until 1946.

The Transport and Communications Museum tells the story of the history and evolution of transport, communication and technologies in Iceland in the 19th and 20th centuries, from the age of the work horse to the digital communication of today. Housed in a large and modern exhibition hall, the Transport Museum also contains an excellent café that serves soups, sandwiches and desserts, and a delightful souvenir shop that offers a variety of local handicrafts and other items not found elsewhere in Iceland.

The museum is located one minute from Skógar Waterfall, just off Ring Road 1, 30km west of Vík and 150km east of Reykjavík. -EMV



Skógasafn
 Skógum • 861 Hvolsvöllur
 +354 487 8845
 booking@skogasafn.is
 www.skogasafn.is





A DELIGHTFUL EXPERIENCE IN STOKKSEYRI

Icelandic Times checks out Fjöruborðið Restaurant

Have you strolled along the beautiful shore on Stokkseyri's beach? Have you been spellbound by the white foaming waves out by the horizon and let the silvery waves lapping at the shoreline chase and tease you? Under a blue-pink sky mirrored in the water, this surface tempts and draws, yet is the harrowing limit of our human world. It's where golden langoustines hook their claws together and dance a belly dance while mermaids serve tables amongst shrimp wrapped in seaweed, clapping shellfish and inquisitive haddock. This is a magic moment carrying you away to an intoxicated state of well-being and lust. Your greatest desire is to lick on langoustine in garlic butter, gulp down the soup that has been lovingly pampered - little changed through the years.



The soup is magical. It is suitable for numerous occasions and happy moments on ordinary days, but Fjöruborðið takes no responsibility for consequences or stirring adventures that could result from ingesting it. It has a will of its own and, as such, it is risky for those who don't want to venture beyond the average. This is the most famous langoustine soup in the Republic of Iceland, prepared by handsome cooks who step naked out of the ocean at Stokkseyri with their catch: the plumpiest langoustines who desire only one thing - to get onto dry land. Adventurous creatures from the ocean world want to join us in just the same way as we want to join them in the depths.

People have struggled against storm after storm to get here and enjoy this

soup. The desire for it can be so strong that rational thinking simply blows away with the wind. Below the black rock face at the Þrengsli mountain pass, between mountain vistas, under the stars, people rush toward the sea to sit down with our guests and party-happy ghosts, surrounded by some tickling pleasure coming from magical bowls at The Seashore, where a thousand candles cast their glow on weathered faces and loving wineskins. Matarást, the Icelandic expression for "love of food" takes on a new meaning.

Fjöruborðið Restaurant in the village of Stokkseyri is an enchanted place of delight. People have to tear themselves away from it - but that's all right. There's only positive magic inside, tickling both stomach and soul. And now the magic has been sealed into jars for those who struggle with an irresistible craving for this great seafood delicacy from Icelandic waters, even when they're unfortunate enough to be not close to the restaurant. Enjoy! Remember to live life to the fullest, and enjoy every pleasure and suspense that a good day brings



Fjöruborðið
Eyrarbraut 3a • 825 Stokkseyri
+354 483 1550
info@fjorubordid.is
www.fjorubordid.is



DISCOVER AN ICE-BLUE WORLD

Jökulsárlón Boat Tours on the Jökulsárlón Glacial Lagoon

There are few glacial lagoons existing in the world today and certainly none more awe-inspiring and accessible than the renowned Jökulsárlón Glacial Lagoon, situated at the head of Breiðamerkulljökull outlet glacier on the peerless Vatnajökull Glacier.

Sail Among the Icebergs

Jökulsárlón ehf has been operating boat tours on the east side of the lagoon for the last 25 years. Sail among the icebergs in a 40 minute amphibious boat tour, or take an exciting one hour Zodiac boat tour that goes further into the lagoon, getting you as close as is safe to the icebergs and the glacier itself.



Coffee with a View

Enjoy the spectacular view over the lagoon in the small café where you can get homemade soup with bread, fresh sandwiches, cakes with coffee or tea which can be either taken out on the terrace or consumed inside.

The Show of Fire and Ice

The magnificent annual fireworks display over the lagoon can be described without a doubt as one of the most memorable fireworks shows on earth. The event, held annually in late August, starts at 11.30 pm, with proceeds going to Iceland's volunteer search and rescue organization, ICESAR.



Located within a few hundred metres of Route No. 1, the lagoon is actually much bigger and deeper than it appears. With an area measuring over 25 square km (9.6 square miles), you could easily fit the island of Heimaey (in the Westman Islands) into it with room to spare. At over 300m (984 feet) deep, five Leaning Towers of Pisa, stacked one on top of the other, would fit inside the lagoon with room to spare. With the ebb and flow of the tides, sea water enters into the lagoon bringing with it krill, capelin, herring and salmon. Curious seals know where the food is plentiful and can often be seen bobbing along with the currents, swimming in and out between the icebergs and appearing to enjoy the attention from onlookers on the shore. Across the road, near the delta where fresh and salt water converge, you can walk down to the water's edge to witness the rather surreal sight of baby 'bergs' beached on the shoreline.

-EMV



Jökulsárlón
Reynivellir 3
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www.jokulsarlon.is



KIRKJUBÆJARKLAUSTUR'S BEST KEPT SECRET

The All New Hotel Klaustur



For years it was known as Icelandair Hotel Klaustur, but as of January 2019, the newly rebranded Hotel Klaustur has struck out on its own, bringing change and excitement to the little town of Kirkjubæjarklaustur, South Iceland.

Off the beaten path

You may be tempted to whizz right on by this quiet village of only 500 souls, but this quintessential Icelandic community is the perfect place for those who are wanting to get a feel for the real Iceland. Lying just off Road #1, Kirkjubæjarklaustur, or simply Klaustur as the locals call it, is ideally situated as a base from which to explore the panoply of Icelandic natural phenomena that surround the village in every direction. Of special

interest is the breathtaking Fjaðrárgljúfur Canyon located just 15 minutes' drive from the hotel.

A modern look for a new brand

Many of the rooms have undergone recent refurbishments and with a total of 57 modern rooms to choose from, you'll be spoiled for choice. The superior rooms, including a suite dedicated to the contemporary Icelandic artist, Erró, all come with free access to the local sports centre. Located just metres from the hotel, the sports centre boasts an outdoor pool, hot tub and gym. Extra touches such as l'Occitane bath products in every room, wifi throughout, as well as a copious breakfast buffet to greet you in the morning are some of the well thought out details that will make your stay memorable.

A relaxing colour scheme of soft greens and grays and modern geometric patterns grace the ground floor café/bar, echoing the moss and lava of the surrounding countryside.

Our insiders suggested itinerary

After a good night's sleep, it's time to explore. Pack in a day of activities and sightseeing at unparalleled locations such as the beautiful Jökulsárlón glacial lagoon, Skafafell National Park and Europe's largest glacier, Vatnajökull, all less than 2 hours drive from the hotel. In the evening, Klaustur Restaurant awaits your return with a hearty dinner before you retire for the night.

Spend day 2 closer to home with a visit to the village of Klaustur -full of interesting history, geology and hair raising folk tales. Just a few minutes' walk from the hotel lies



a small but beautiful pine forest at the foot of a double waterfall known as Systrafoss (Waterfall of the Sisters). Here you can picnic, hike to the top of the falls or just do a bit of 'forest bathing' in this genuinely peaceful location, amidst some of the tallest trees in Iceland.

The village was the site of a convent of Benedictine nuns from 1186 to 1550 and both Kirkjubæjar Abbey and the waterfall and lake (Systravatn) above the village refer to this abbey. Magnificent hikes and day trips to places such as Fjaðrárgljúfur Canyon and the Laki Craters are all close by.

The next day, take your time returning to Reykjavík and be sure to visit the black sand beach at Reynisfjara, the Dyrhólaey promontory, as well as Skogafoss and Seljalandsfoss waterfalls.

Local Specialties

Klaustur Restaurant and bar, located on the ground floor of the hotel, is well known for its Arctic char specialities which is raised in the village in a free-flowing stream of oxygen-enriched glacial waters that have been naturally filtered through layers of lava in the nearby Vatnajökull. The fish, which figures prominently on the restaurant's menu, is favoured by many chefs at top restaurants around Iceland. Also worth mentioning is the Icelandic langoustine and baked Icelandic skyr, both local specialties that are brilliantly served at Klaustur Restaurant.

Every summer, Klaustur Restaurant's talented chefs create an inspiring seasonal menu whose primary ingredients come from small-scale farmers and producers in the area. Flavourful and local are keywords here as

some of the ingredients travel no more than perhaps 5 km at most and arrive at the hotel at their peak of freshness.

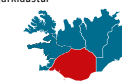
When the weather is fine you can enjoy your morning coffee out on the terrace or in the evening, try one of our Icelandic craft beers or one of our fruity mocktails from the new summer menu as the midnight sun dips beyond the mountains.

Hotel manager Sveinn Heiðar Jónsson and his team look forward to welcoming you this summer at Hotel Klaustur. See you soon!



Hotel Klaustur

Klausturvegur 6 • 880 Kirkjubæjarklaustur
 +354 487 4900
 info@hotelklaustur.is
 www.hotelklaustur.is
 www.klausturrestaurant.is.



HELLISHÓLAR COTTAGES, GUESTHOUSE AND HOTEL

A LITTLE BIT OF ICELANDIC PARADISE



Set in one of the most idyllic locations in South Iceland, Hellishólar offers a variety of accommodation for the weary traveller who is looking for a good night's sleep in peaceful surroundings.

The sprawling Hellishólar property is located 17 minutes from Route 1, near the village of Hvolsvöllur in the middle of Fljótshlíð, a picturesque farming district sheltered by three glaciers: Mýrdalsjökull, Eyjafjallajökull and Tindfjallajökull.

Cosy Cottages

Why not bed down for the night in one of Hellishólar's 25 popular, fully-furnished cottages? Each cottage can sleep from 3 to 6 people and has a small kitchen for making your own meals. If you prefer, you can also have your meals in the on-site restaurant that serves breakfast, lunch and dinner.

So Many Choices!

At Hellishólar there is also a guesthouse and a brand new hotel called 'Hotel Eyjafjallajökull' with 18 spacious and comfortable bedrooms, all with ensuite bathroom.

A Glorious View of Nature

The views from Hellishólar are, in a word, stunning! In winter, when the Northern



Lights are visible, one has only to step outside the door and look up. The lack of light pollution makes Hellishólar an ideal location for Northern Lights viewing.

In summer, the long days bring optimum opportunities to experience the many activities that are possible at Hellishólar—trout fishing on the lake, salmon fishing from the river that runs through the

property and enjoying a round of golf on the 18 hole golf course. Hellishólar is the perfect base from which to explore South Iceland year round. See you there! -EMV



Hellishólar ehf
861 Hvolsvöllur
+354 487 8360
hellisholar@hellisholar.is
www.hellisholar.is
www.hoteleyjafjallajokull.is



L	A	P	R	I	M	A	V	E	R	A
RISTORANTE										



LA PRIMAVERA IS ONE OF ICELAND'S LONGEST ESTABLISHED AND BEST ITALIAN RESTAURANTS, OFFERING HIGH QUALITY ITALIAN CUISINE MADE FROM THE FRESHEST INGREDIENTS AVAILABLE.



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STRACTA HOTEL HELLA

A New Hotel on Iceland's South Coast



Located in the peaceful village of Hella in South Iceland, Stracta Hotel is one of Iceland's newest hotels, catering for every budget. Built in 2014, the hotel gets high marks for its ability to incorporate a pleasant, modern look seamlessly throughout its well thought out concept and design.

A Room for Every Budget

The hotel encompasses a wide variety of room options—from high-end deluxe suites, each with its own private hot tub and well-stocked mini-bar, right down to budget rooms with shared facilities. There are also studio apartments and spacious cottages, with simple self-catering facilities that are perfect for families with children. Whichever you choose, you can always count on comfortable beds, free access to the hotel's hot tubs, saunas and wi-fi throughout the hotel.

Northern Lights Prime Time

Stracta Hotel's prime location, situated far from the light pollution of the bigger towns, allows guests a fabulous opportunity to view the Northern Lights from October through April. Imagine yourself lounging in a cosy hot tub, glass of wine in hand, as the Northern Lights swirl through the skies above. Should the



auroras happen to make their appearance while you are sleeping, a wake-up call can be arranged so you don't miss this experience-of-a-lifetime event!

Healthy Food Choices Abound

Food options and choices are varied at Stracta Hotel. The bar and bistro located on the ground floor is where you can order healthy sandwiches, salads, cakes and deserts, coffee, teas and a variety of wines and spirits. They also offer asian food. Guests will enjoy the panoramic views of the surrounding countryside from the second floor dining room where a buffet style dinner is served every evening.

When the weather is fine you can take your dinner out onto the balcony, or sit outside on the patio below, where you can enjoy the long summer nights. Planning a day out? Why not purchase a freshly-made packed lunch from the bistro to take with you on your journey?



Health, Wellness and Activities

Experience Iceland via a wide range of activities that can be arranged at the front desk. Horse riding tours, local farm visits, super jeep tours of nearby Eyjafjallajökull volcano or even an exciting helicopter tour over the most famous South Iceland sites are all possibilities. Rental cars are offered at a special price for hotel guests. Fancy a massage or healing treatment? Stracta Hotel is well connected! Local therapists make themselves available to hotel guests and offer massages, meditation, Reiki and cranial-sacral massages.

Hotel Stracta welcomes you! -EMV



BLACK BEACH TOURS

Fun and affordable adventures in South Iceland

Like many travellers, a trip to Iceland is quite possibly something you have been dreaming about for years. Chances are good that it has been on your bucket list forever, so your expectations are high and a lot has gone into all the late-night planning of your perfect trip. And no matter the season, the big question on your mind is undoubtedly how to see and do as much as possible on a limited budget.

Enter Black Beach Tours

You've seen all those stunning photos of the black sand beaches in Vík, but did you know that you don't have to travel vast distances from Reykjavík to enjoy this unusual phenomenon that Iceland is so famous for? Just 45 minutes drive from Reykjavík and 10-15 minutes off Highway 1, lies the little fishing village of Thorlakshöfn where a brand new company, Black Beach Tours, has recently opened with a range of heart pumping and affordable adventures in the area.

The company specialises in activities for the whole family. An emphasis on getting you into that heady space known as "adrenaline rush" via ATV adventures and RIB boat tours is Black Beach Tours' forté.

Black Beach Tours is run by Ossi Einarsson and family. The former sea captain grew up

in Thorlakshöfn, where his family has been in the fishing business for generations, giving him a keen eye and intuitive feeling for the land and sea in this peaceful stretch of coast along Iceland's south shore.

If reviews are anything to go by, (which they often are), you can rest assured that booking with Black Beach Tours at a price you can afford might just be the highlight of your trip to Iceland, as many reviewers can attest. From a 30-minute RIB boat adventure and 60-minute ATV ride to longer 3-hour south coast adventures, the company is keen to help you get the most out of your time in Iceland.

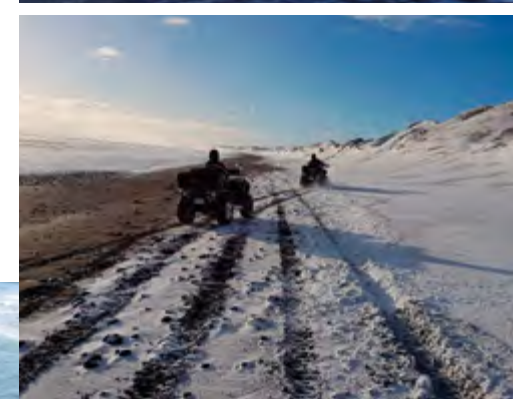
New activities for 2018 include luxury sea angling tours from the deck of a powerful 40-foot fly-bridge boat. One option is, for example, a tailor-made day tour to destinations such as the beautiful Westman Islands for a day of sightseeing and sea fishing.

Be sure to check out Black Beach Tours' comprehensive website for details. -EMV



Black Beach Tours

Hafnarskeið 17 • 815 Thorlakshöfn
Tel: +354 625 0500
www.blackbeachtours.is
info@blackbeachtours.is



The Nordic Influence Continues

At Vax Design & Gifts

Entrepreneur Sandra Grétarsdóttir always dreamed of having a place of her own, where her creative talents could blossom and find an outlet. The dream came true in 2018 when she opened the doors to her shop on Austurvegur 21, in the town of Selfoss, South Iceland.

Sandra specialises in scented wax candles (coming soon!) – a craft that she learned in the south of France and in London. Another area of specialty lies in her whimsical creations using eggs – hen eggs, duck eggs and guillemot eggs that make excellent gifts.

Sandra's product range is predominantly by Icelandic designers, but intriguing items from Nordic countries such as Sweden and Denmark are also to be found. Beautiful mugs and tableware from the British ceramic artist Emma Bridgewater are a highlight.

Gorgeous items from the Icelandic clothing design company Farmer's Market, as well as those darling pilot and pom-pom hats for babies and children from the Icelandic furrier Feldur make wonderful, lightweight gifts to take back home.

Vax Design & Gifts is easy to find. If you are driving through Selfoss, the shop is located just underneath the Bobby Fisher Centre. You are welcome to pop in for a good cup of Icelandic coffee and a chat.



www.icelandictimes.com



VILLAS IN THE MIDST OF THE *Golden Circle*

Golden Circle Villas on the banks of Hvítá – White river – are centrally located in a truly special place in the South West. The magical Golden Circle in the South West is a national treasure; the three stunning locations of Þingvellir, Geysir and Gullfoss are marvelled at, loved and visited by almost all who come to Iceland. A must-see!

Þingvellir – Parliament Fields – is the birthplace of the world's first national Parliament where nature is, in a spectacular way, tearing Iceland apart on the borders of the European and American tectonic plates

It flows into a wide, curved, three-stepped 'staircase' before abruptly plunging into two crevices.

Geysire, in Haukadalur, is the world's most famous hot spring. Such is its fame

that Geysir has lent its name to describe all the geysers of the world.

Golden Circle Villas are located in the tiny village of Laugarás — Warm water source — by the banks of the Hvítá. Laugarás, with its 120 inhabitants, is in the middle of the Golden Circle, with most villagers making their livelihood with vegetable farming in heated greenhouses or at the popular mini-zoo. Tourism has been on the rise in the tiny village.

Nearby is Skálholt Cathedral, one of Iceland's most historical sites. In the year 1,000 AD, Icelanders turned to Christianity at Þingvellir. In 1056 Skálholt became the home of the country's first Bishop and Skálholt was, for more than 700 years, Iceland's Episcopal seat, a centre of culture and home of Iceland's first school.



Golden Circle Villas is a family owned company with two properties. The Villa South has been owned since 2002 and in 2015 the family bought the Luxury Villa to meet demand with only 150 metres separating them. They have four and five rooms, each being able to accommodate 10 people.



www.icelandictimes.com



THE HOUSE THAT DISAPPEARED

None of Heimaey's 5,300 inhabitants had ever expected that a volcanic eruption could make them homeless. But on 23rd January 1973, earthquakes started to shake the small island south of the Icelandic mainland. Only hours later a 2,000 metre-long crevice opened just outside the town and close to the church, pouring fountains of lava and ash over Heimaey's houses and streets.

In less than one hour all the inhabitants had been evacuated, without any chance of saving their belongings. Some people never returned to the island.

Heroes Saving a Home

Two hundred brave men stayed in the danger zone to fight the devastation, and finally succeeded in slowing down the lava flow by cooling it with seawater and thus saved the port. However, when 5 months later, the eruption came to its end, around 400 houses had been completely destroyed.

This volcanic eruption made headlines worldwide, bringing back memories of the Italian town of Pompeii which, in

73 AD, was buried under thick layers of ash and lava from Mt. Vesuvius. Huge parts of that historic site have since been excavated—so people on the Westman Islands rolled up their sleeves and started doing the same.

'Pompeii of the North' deserves its name: 40 years after the disaster some 10 houses have been raised from the ashes, and an impressive museum tops off the excavation site that had been open to visitors since the very first dig.

A Museum as a Mirror

Eldheimar's design is unique, rather ominous, and yet austere. It is an architectural masterpiece made of volcanic stone that perfectly mirrors the inexorability and harshness of nature. Its beating heart right in the centre of the building is Gerðisbraut No. 10, the house that had been situated on the slope of the lava-spewing volcano. Having been fully excavated, it displays life on the day of the eruption and now serves as a memorial for a lost homeland.

In Eldheimar's over 1,000m² museum, visitors are presented multimedia shows and exhibitions about the Westman



Island's Eldfjall volcano that, in 1973 rose up to a height of 220 metres out of the blue, not existing before its eruption.

It was similar to the submarine volcano that erupted in 1963 and lasted four years creating the island of Surtsey, south of Heimaey.

Nature protection laws protect Surtsey and only scientists are allowed to access the island for research reasons. The island is part of the UNESCO World Cultural Heritage since 2008.

The Eldheimar museum is quite open in both design and guidance in the exhibition halls as well as in the café and shop. It leaves enough space for walking around and contemplating the natural disaster and its impacts on the economic and cultural life of the Westman Islands, creating respect for the determination of its fearless inhabitants, who still brave the elements today. -DT

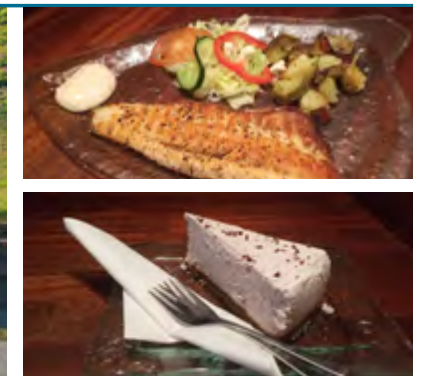


Eldheimar

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eldheimar@vestmannaeyjar.is
www.eldheimar.is



REFRESHING VÍK



Guests at Halldór's Café are greeted by the scent of steaming soup and freshly baked bread as they walk through the door. Across from Vík's shoreline, with its black sand beaches, Halldór's Café emphasises the use of only quality ingredients from the locality in their cooking. Whether be it a freshly caught salmon you crave, steaks from grass-fed cattle or free range lamb served with the accompaniment of locally grown greens—you can be sure that Halldór's Café will deliver. They also offer a variety of lighter meals such as soup of the day and light

salads, and those with a bit of a sweet-tooth will not be disappointed, as the menu includes home-baked cakes and home-made ice cream from a local farm.

Originally, Halldór's Café was the general store, built in 1831 to meet all of the needs of Vík. Today, it continues to satisfy patrons with its menu, which has something for every taste, using local produce, where possible.

Halldór's Café supports artists with a rotating display of local talent featured on its walls, and serves up steaming cups of coffee and cake, ideal for meeting and

greeting old friends or new acquaintances. The café is open all year round. Summer opening hours are from 11:00am to 10:00 or 11:00pm, and winter openings are from 11:00am to 9:00pm. When travelling in the area around the beautiful Vík, be sure to stop at this charming café and get greeted with a welcoming smile and a seductive menu. -JB



Halldórskaffi

Víkurbraut 28 • 870 Vík
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halldorskaffi@gmail.com
www.halldorskaffi.is





A TASTE OF ICELAND'S WILD & SWEET

Laugarvatn's Lindin Restaurant & Café Bistro

Lindin Restaurant & Bistro Café, located on the banks of Lake Laugarvatn, has a firm foundation of culinary excellence that attracts patrons from around the world. Owner, Baldur Öxdal Halldórsson, pastry and master chef, trained at the Hotel and Restaurant School of Iceland between 1980–1984, received training as a pastry chef at the Culinary Institute of America, New York in 1986–1987, and attended the prestigious Richemont Professional School in Lucerne from 1988–1989, where he developed his interest in the art of chocolate and learnt the secrets behind a great dessert.

After his training abroad was completed, Baldur began something of a culinary revolution in Reykjavík, working at many of the top hotels and restaurants, creating spectacular and sophisticated desserts that were hitherto unknown in the capital.

Mecca of Icelandic Wild Game

Baldur took over Lindin Restaurant in 2002 which has become known as the 'Mecca of Icelandic wild game', with its lamb, fish, seafood and game caught in the wild. His menu

is seasonal and features exotic dishes that can be made from reindeer, goose, duck, cormorant, guillemot, puffin, minke whale or pan-fried arctic char. Always on the cutting edge, you can be sure of finding new and exciting additions to his dessert menus such as his delectable chocolate mousse with raspberry sauce, with watermelon pieces and white chocolate foam and his bilberry skyr mousse with crow berries and rhubarb.

Passion for purity and freshness

Passionate about food, Baldur insists on the absolute purity and freshness of all his ingredients. Located in the heart of Iceland's 'greenhouse belt', he can take his pick of the choicest fruits and vegetables grown in the area year round. The restaurant even has its own small kitchen garden, providing a fresh supply of rhubarb, chervil, red and blackcurrants. The lamb and venison come from N.E. Iceland and are known for their delicious flavour, fed on mountain herbs. The Arctic char are caught fresh from either Lake Þingvellir or Lake Apavatn daily.

In the heart of the Golden Circle

Lindin is located in the village of Laugarvatn, right beside the lovely natural sauna, steam baths and pool at the Fontana Spa. The 45 minute scenic drive from



Reykjavík takes you through enchanting landscapes. Laugarvatn is half-way between Þingvellir and Geysir and Gullfoss, making it an excellent choice for a day trip to in one of the most scenic areas of Iceland. You can also now stay at any time of year in Laugarvatn at either the Golden Circle Apartments next to Lindin, the Gallerí Guesthouse or the village hostel to enjoy the Northern Lights in winter and the midnight sun in summer and the spectacular views from Lindin's terrace and garden across the lake to the Hekla and Eyjafjallajökull volcanoes.

—EMV/ASF



Lindin Restaurant

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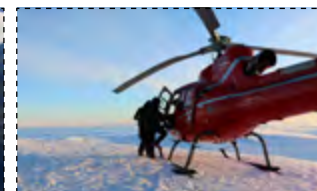
ÁRNESSÝSLA HERITAGE MUSEUM has one of the oldest buildings in Iceland. "Húsið" was built in 1765 for a Danish merchant. During that time, the house was the centre of European art & culture in Iceland.

Eyrargötu 50, 820 Eyrarbakki
+354 483 1504
info@byggdasafn.is
www byggdasafn.is/english/



ATLANTSFLUG is a family-owned fly tour company. With three locations along the south side, they have easy access to all glaciers and water systems on the south side, including the highlands.

Flugvallarvegur 5, 785 Öræfi
+354 555 1615
info@flightseeing.is
www.flightseeing.is/helicoptertours/



ATLANTSFLUG is a family-owned fly tour company with a new location conveniently placed by the border to Skaftafell national park. That means every second of your helicopter tour is high-end sightseeing.

Flugvallarvegur 5, 785 Öræfi
+354 555 1615
info@flightseeing.is
www.flightseeing.is/helicoptertours/



ASKA HOSTEL is located in the village on the Westman Islands, with only a few minutes walk to most services and entertainment. The rooms available are for 2 to 4 people and large families.

Bárustíg 11,
900 Westman Islands
+354 662 7266
www.askahostel.is/aska/
info@askahostel.is



STRACTA HOTEL in South Iceland is located right in the middle of the majestic plains with stunning mountain views in all directions, except the south, where the horizon meets the ocean.

Rangárlátir 4, 850 Hella
+354 531 8010
info@stractahotels.is
www.stractahotels.is/



HALLDÓRSKAFFI is a restaurant in Vík, South Iceland. It is located in the historic house Bryde's Store, Brydebúð. In a cosy, old-fashioned style, you are served wonderful refreshments.

Víkurbraut 2, 870 Vík
+354 487 1202
halldorskaffi@gmail.com
www.facebook.com/pg/Halldorskaffi



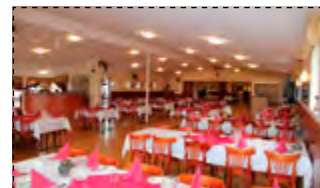
HESTHEIMAR COTTAGES are 6 charming cottages right in the heart of South Iceland. With the Hekla volcano on one side and Eyjafjallajökull on the other, this big horse ranch has everything you need.

851 Hella
+354 487 6666
www.hestheimar.is
hestheimar@hestheimar.is



HOTEL GULLFOSS'S location is as wild as you can get in Iceland without losing the comfort of modern life. Next door to the famous Gullfoss but far enough away to get the tranquility of rural Iceland.

Bratholti, 801 Selfoss
+354 486 8979
info@hotelgullfoss.is
www.hotelgullfoss.is



SMYRLABJÖRG is a working farm but they also have a hotel there, Hotel Smyrlabjörg. A spacious hotel in South Iceland, close to all the great attractions of South Iceland, like Vatnajökull & Jökulsárlón.

Smyrlabjörgum, 781 Hornafirði
+354 478 1074
smyrlabjorg@smyrlabjorg.is
www.smyrlabjorg.is



ELDHEIMAR VOLCANO MUSEUM is all about the huge 1973 volcanic eruption in the Westman Islands, one of the biggest in modern times in Iceland. It's also the eruption that created the new island of Surtsey

Gerðisbraut 10, 900 Vestmannaeyjar
+354 488 2700
eldheimar@vestmannaeyjar.is
www.eldheimar.is



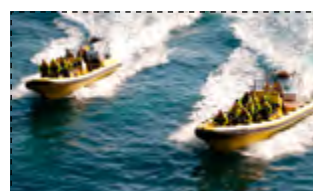
VIKING CAFÉ GUESTHOUSE is an oasis at the foot of Litla Horn outside Höfn on the east corner of Iceland. The hotel always has coffee brewing, served with delicious cakes, pastries, sandwiches, and waffles.

Horni, 781 Höfn
+354 478 2577 – 892 0944
info@vikingcafe.is
vikingcafe.is/coffeehouse-and-accommodation/



VIKING CAFÉ HORSE RENTAL offers wonderful horseback tours on black sand beaches and in the other stunning nature just outside Höfn, in the east corner of Iceland.

Horni, 781 Höfn
+354 478 2577 – 892 0944
info@vikingcafe.is
vikingcafe.is/horse-rental/



RIBSAFARI is a local company run by locals who love their islands. To fly around the island in a powerful RIB boat is a thrill you must experience, for the thrill, the fun and the adventure.

Basaskersbryggja 6,
900 Westman Islands
+354 661 1810
info@ribsafari.is
Rihsafari.is



ICELANDIC LAVA SHOW is the only place in the world where you can safely experience molten lava and feel the heat when it flows past you. Fun and educational for the whole family.

Víkurbraut 5, 870 Vík
+354 823 7777
info@icelandiclavashow.com
www.icelandiclavashow.com



HÚSÍÐ GUESTHOUSE, built in 1929 as a school in the idyllic area of Fljótshlíð, South Iceland. From the house, guests have front row seats over Eyjafjallajökull and the Þrihyrningur mountain, a majestic mountain with three mountain peaks.

Húsínu, 861 Hvolsvöllur
+354 892 3817
gloa@gloa.is
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