



ICELAND'S TOURISM FUTURE: GUIDING GROWTH

PRESENTATION TO:



SEPTEMBER 2017





3.1M Per Day



DR TALEB RIFAI
Secretary General
UNWTO

“The **last 40 years** have seen tourism grow from 189 million people travelling the planet to one billion. This number is set to reach 1.8 billion by 2030.
A true revolution.”







3RD

BIGGEST SECTOR
Behind
Automotive &
Banking

SOURCE: WTTC

Presn © A Mendiratta 2017

1:10 Jobs



SOURCE: WTTTC

Presn © A Mendiratta 2017



10% GDP

SOURCE: WTTC

Presn © A Mendiratta 2017



9% INVESTMENT

SOURCE: WTTC
Presn © A Mendiratta 2017

GDP of Iceland grew by 5% during the first quarter of 2017

BY STAFF | JUN 12 2017



CONSTRUCTION IN DOWNTOWN REYKJAVÍK The major reasons for the economic boom is the growth in tourism and construction. Photo/Eyþór.

Noting international arrivals growing from 490K in 2010 to 1.8M in 2016, today T&T represents:

- 33.9% GDP
- 33.8% Employment (Indirect)
- 20.2% Investment

SOURCE: WTTC

Presn © A Mendiratta 2017





“The world can and must harness the power of tourism as we strive to carry out the 2030 Agenda for Sustainable Development.

The International Year of Sustainable Tourism for Development (2017) is a crucial moment to make this important sector a force for good.

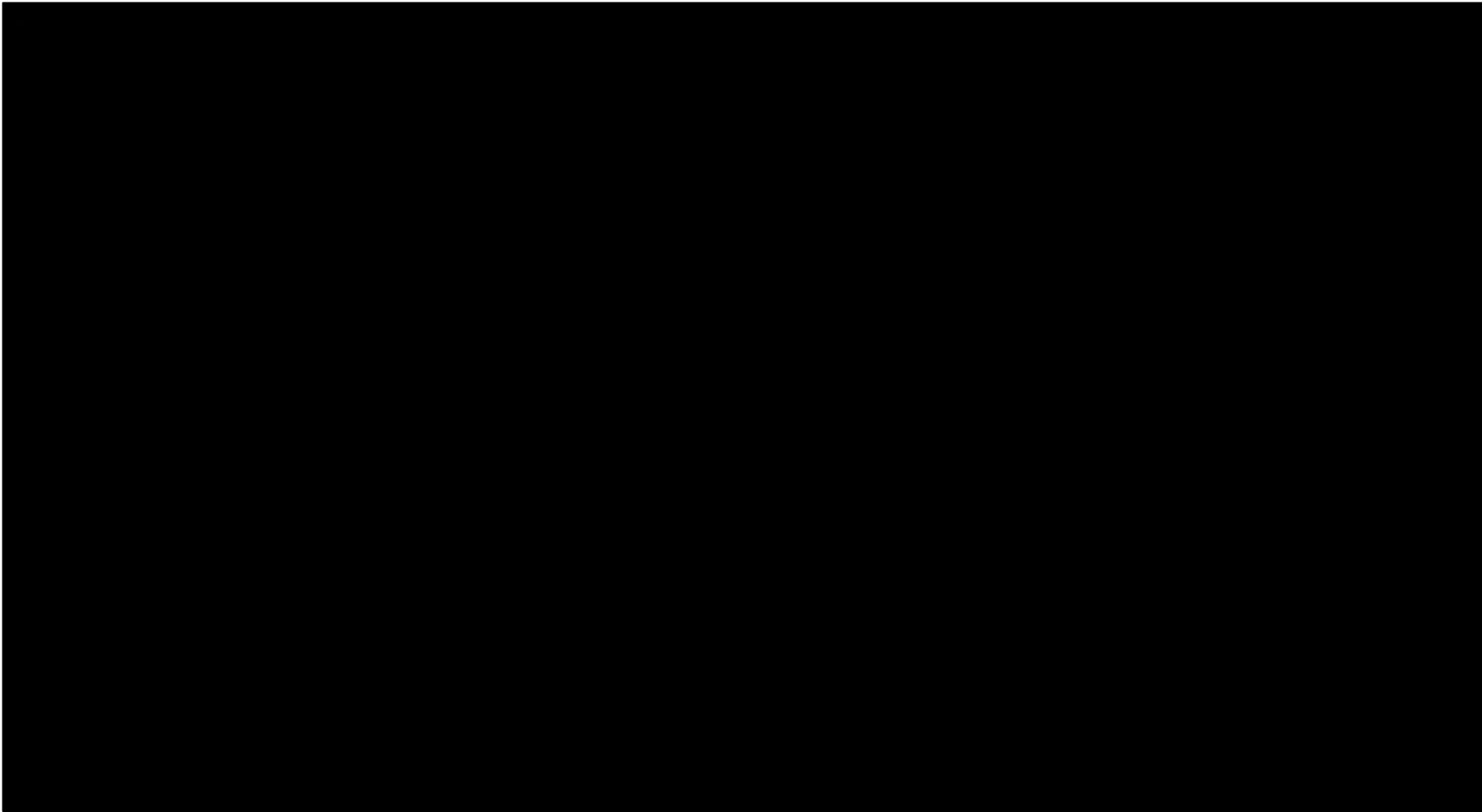
Through 12 months of global actions, it will provide the opportunity for us all to promote our role as an engine of economic development, as a vehicle for sharing cultures, building mutual understanding and driving a more peaceful world.”

H.E. Antonio Guterres, Secretary General,
United Nations



因為我能！

TRANSLATION: 'Because I Can!'



AT WHAT COST?

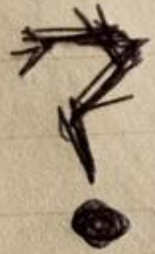


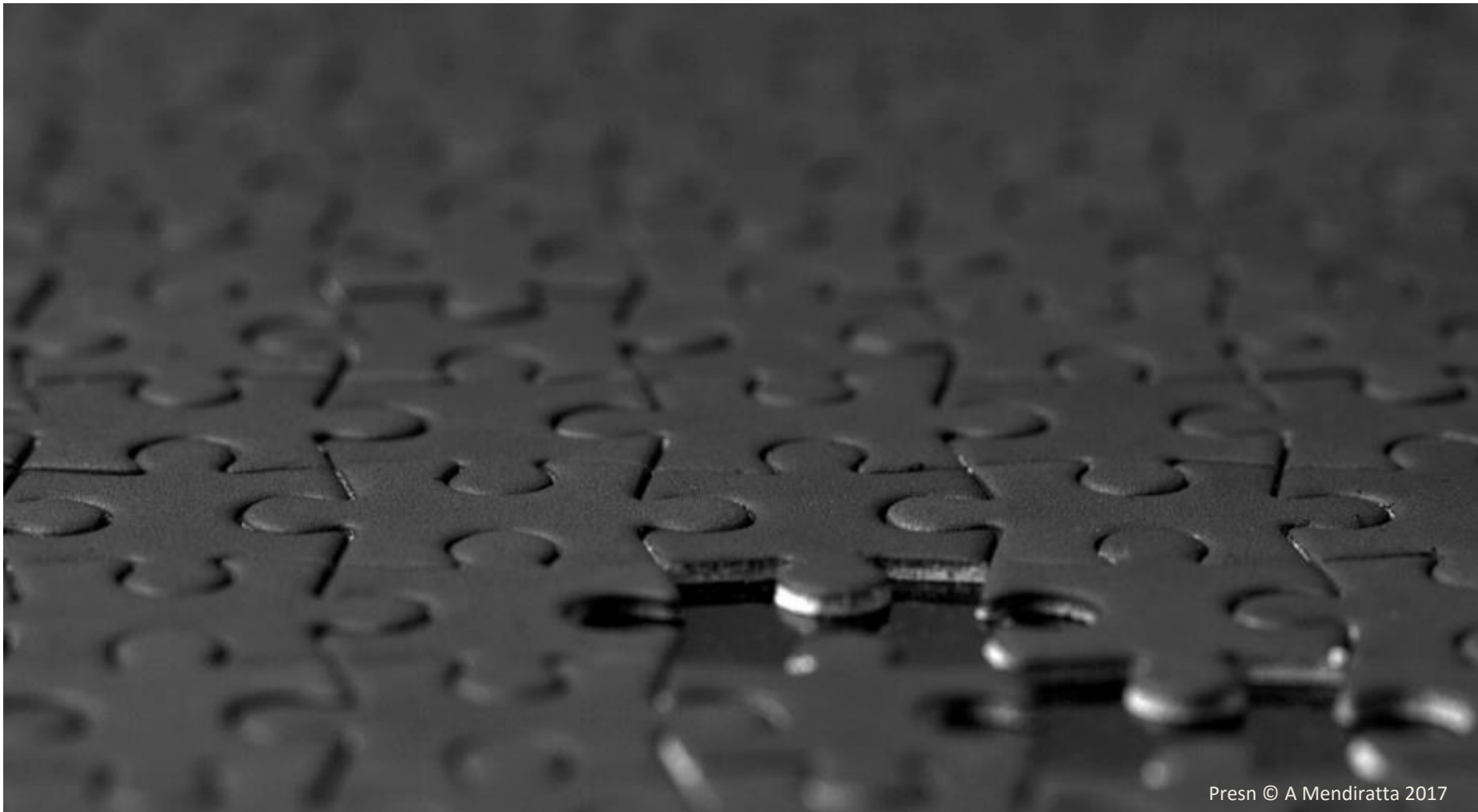












A close-up photograph of a magnifying glass with a blue tint. The lens is the central focus, reflecting light and showing a blurred background. The word "INSIGHT" is overlaid in white, bold, sans-serif capital letters on the left side of the image.

INSIGHT

INVESTMENT

A close-up photograph of two business professionals in dark suits shaking hands. The person on the left is wearing a white shirt and a dark patterned tie. The person on the right is wearing a blue shirt. They are holding several white documents together. The background is blurred, suggesting an office setting.

INFRASTRUCTURE





POLICY INTEGRATION

IDENTITY



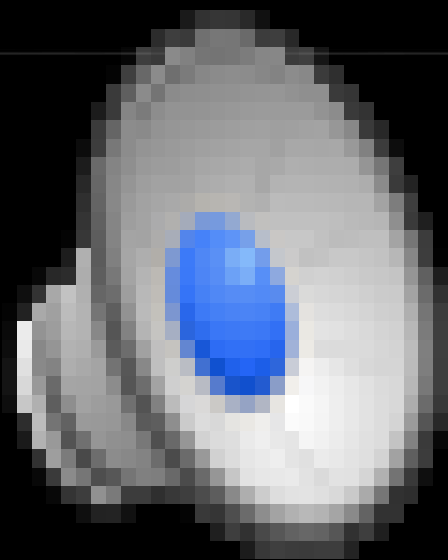














Pakka Ykkur Fyrir