Preface

2016 was a good year for tourism in the Faroe Islands, especially compared to 2015, which was an unusually good year because of the Total Solar Eclipse.

The number of bed nights increased, despite the exclusion of Airbnb bed night statistics (which the company refuses to disclose). The latest statistics show that turnover in tourism reached DKK 665 million in 2015, leaving us well ahead of our goal of reaching a turnover of DKK 1 billion by 2020.

Although 2015 brought with it great media exposure, largely thanks to the Total Solar Eclipse, the press coverage of the Faroe Islands reached new heights in 2016, mainly because of the tremendous international media coverage of our Sheep View project. The project garnered two billion media impressions and an estimated DKK 300 million in PR value. Additionally, Visit Faroe Islands invited 262 media personnel in 2016, compared to 231 in 2015. This work would not have been possible if not for an exemplary co-operation between Visit Faroe Islands and the Faroese tourism industry. I would like to give a special mention to the national airline, Atlantic Airways, and the Gist & Vist concern, who both play a major role in carrying the financial burden of these media trips. Thank you very much!

The number of followers on our social media channels has also increased within the past year, from 100,000 in 2015 to 250,000 in 2016.

Our MICE team set up a new network of 80 tourism ambassadors from the Faroe Islands. This network consists of people who are in a position to attract meetings, conferences and events to the Faroes Islands. This work is now up and running.

We are pleased to see that tourism in the Faroe Islands continues to develop and that the industry can now offer more opportunities to tourists – more hotels, more restaurants and more experiences. The interest in investing in tourism in the Faroe Islands has substantially increased in the last few years. Atlantic Airways purchased its first Airbus 320 and two new helicopters, which will partially be used for trips for tourists. The number of tourists to pass through the airport set a new record, as did the number of people who travelled with the national ferry, Smyril Line. However, the number of visitors travelling with cruise ships halved because of the newly implemented and controversial whaling regulations.

Now that we have succeeded in increasing tourism in the Faroe Islands, it is time for us to decide how tourism in the Faroe Islands should be organised in the future. I am delighted that the Ministry of Foreign Affairs and Trade has recently implemented a new tourism policy. This will allow us to make sure that the development of the Faroe Islands as a tourist destination will be sustainable.

This report will give you a closer insight into Visit Faroe Islands’ work in 2016.

We appreciate your hard work and great co-operation.

Happy reading!

Guðrið Højgaard
Director, Visit Faroe Islands
Tourism 2016 in numbers

In addition to bed night statistics, we now also have more comprehensive statistics which show the importance of tourism to the economy and the number of jobs it creates. Additional, we also have a more detailed insight into the type of tourists who visit the country.

**BED NIGHTS**
The number of bed nights increased from 159,167 in 2015 to 159,759 in 2016.

As in previous years, Denmark accounts for the largest portion of bed nights by foreigners (46%). Most visitors come from countries that are geographically close to the Faroe Islands, but the number of visitors from other countries has increased. 86% of bed nights by foreigners are accommodated by hotels. 64% of bed nights are made in Suðurstreymoy. Visitors usually travel alone or in smaller groups on leisure trips.

The statistics from Hagstova Føroya (Statistics Faroe Islands) do not include Airbnb statistics, because the company does not disclose these statistics. This is very unfortunate because this type of accommodation seems to have increased drastically in 2016, and a lack of these statistics means that the overall bed night statistics are not entirely correct. Everything points to the fact that the increase in total bed nights is, in fact, larger than stated above.

Hagstova Føroya has gathered bed night statistics for the past four years and we can conclude that the arrows are pointing in the right direction. Despite 2015 being a special year because of the Total Solar Eclipse, which brought a large number of visitors, 2016 again set a new record for bed nights in the Faroe Islands.

**CRUISE**
The number of visitors who arrive with cruise ships has steadily increased for many years. But this number was halved in 2016 because of the newly implemented and controversial whaling regulations.

29,082 visitors arrived with cruise ships in 2016, compared to 61,227 in 2015. The number of ships in 2016 was 42 compared to 71 in 2015. Additionally, 14,792 employees were on board the ships in 2016, compared to 28,751 in 2015. Many of the cruise ship’s employees choose to set foot on the islands while the ships are docked. The numbers of visitors (including employees) was 43,874 in 2016, compared to 89,978 in 2015.

The majority of cruise ships were docked in Tórshavn in 2016, and the majority of visitors in 2016 came from the UK, Germany, the USA, the Netherlands, Canada and Australia.
### Bed nights, grouped by country of origin and type of accommodation

<table>
<thead>
<tr>
<th>Country</th>
<th>Hotel</th>
<th>B &amp; B</th>
<th>Private</th>
<th>Camping</th>
<th>Total</th>
<th>Diff. 15/16</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denmark</td>
<td>46,690</td>
<td>780</td>
<td>5,003</td>
<td>512</td>
<td>52,985</td>
<td>595</td>
<td>1%</td>
</tr>
<tr>
<td>Faroe Islands</td>
<td>29,168</td>
<td>224</td>
<td>900</td>
<td>1,558</td>
<td>31,944</td>
<td>2,067</td>
<td>6%</td>
</tr>
<tr>
<td>Norway</td>
<td>11,704</td>
<td>194</td>
<td>264</td>
<td>49</td>
<td>12,571</td>
<td>-209</td>
<td>-2%</td>
</tr>
<tr>
<td>Germany</td>
<td>5,794</td>
<td>504</td>
<td>900</td>
<td>155</td>
<td>7,453</td>
<td>644</td>
<td>9%</td>
</tr>
<tr>
<td>Other European countries</td>
<td>6,010</td>
<td>137</td>
<td>396</td>
<td>944</td>
<td>7,496</td>
<td>-411</td>
<td>-5%</td>
</tr>
<tr>
<td>Iceland</td>
<td>5,876</td>
<td>223</td>
<td>223</td>
<td>6,433</td>
<td>159</td>
<td>-37</td>
<td>5%</td>
</tr>
<tr>
<td>Great Britain</td>
<td>4,923</td>
<td>189</td>
<td>435</td>
<td>5,687</td>
<td>940</td>
<td>-229</td>
<td>-4%</td>
</tr>
<tr>
<td>Sweden</td>
<td>4,717</td>
<td>151</td>
<td>163</td>
<td>5,140</td>
<td>416</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td>3,025</td>
<td>96</td>
<td>114</td>
<td>3,320</td>
<td>498</td>
<td>13%</td>
<td></td>
</tr>
<tr>
<td>Italy</td>
<td>1,748</td>
<td>130</td>
<td>262</td>
<td>2,319</td>
<td>83</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>The Netherlands</td>
<td>1,443</td>
<td>91</td>
<td>147</td>
<td>2,186</td>
<td>355</td>
<td>19%</td>
<td></td>
</tr>
<tr>
<td>France</td>
<td>1,155</td>
<td>70</td>
<td>308</td>
<td>1,508</td>
<td>-820</td>
<td>-30%</td>
<td></td>
</tr>
<tr>
<td>Spain</td>
<td>1,326</td>
<td>39</td>
<td>88</td>
<td>1,413</td>
<td>312</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>Asia</td>
<td>1,111</td>
<td>50</td>
<td>172</td>
<td>1,455</td>
<td>619</td>
<td>45%</td>
<td></td>
</tr>
<tr>
<td>Finland</td>
<td>1,034</td>
<td>19</td>
<td>89</td>
<td>1,074</td>
<td>-39</td>
<td>-4%</td>
<td></td>
</tr>
<tr>
<td>Australia and New Zealand</td>
<td>556</td>
<td>36</td>
<td>43</td>
<td>639</td>
<td>-99</td>
<td>-15%</td>
<td></td>
</tr>
<tr>
<td>Other parts of North America</td>
<td>424</td>
<td>32</td>
<td>47</td>
<td>516</td>
<td>4</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>Greenland</td>
<td>316</td>
<td>36</td>
<td>54</td>
<td>326</td>
<td>-70</td>
<td>-20%</td>
<td></td>
</tr>
<tr>
<td>South America</td>
<td>144</td>
<td>4</td>
<td>12</td>
<td>160</td>
<td>10</td>
<td>7%</td>
<td></td>
</tr>
<tr>
<td>Central America / Caribbean</td>
<td>47</td>
<td>96</td>
<td>6</td>
<td>149</td>
<td>-42</td>
<td>-28%</td>
<td></td>
</tr>
<tr>
<td>Middle East</td>
<td>118</td>
<td>20</td>
<td>3</td>
<td>141</td>
<td>5</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>Africa</td>
<td>46</td>
<td>3</td>
<td>48</td>
<td>-46</td>
<td>-100%</td>
<td>-25%</td>
<td></td>
</tr>
<tr>
<td>Other parts of Africa</td>
<td>1</td>
<td>1</td>
<td>-2</td>
<td>0</td>
<td>-100%</td>
<td>-100%</td>
<td></td>
</tr>
<tr>
<td>Oceania</td>
<td>-47</td>
<td>-47</td>
<td>-47</td>
<td>-47</td>
<td>-100%</td>
<td>-100%</td>
<td></td>
</tr>
<tr>
<td>Not listed</td>
<td>-740</td>
<td>-740</td>
<td>-740</td>
<td>-740</td>
<td>-100%</td>
<td>-100%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>127,481</td>
<td>2,633</td>
<td>17,851</td>
<td>169,759</td>
<td>592</td>
<td>0%</td>
<td></td>
</tr>
</tbody>
</table>

### Bed nights, grouped by location and month

<table>
<thead>
<tr>
<th>Location</th>
<th>Hotel</th>
<th>B &amp; B</th>
<th>Private</th>
<th>Camping</th>
<th>Total</th>
<th>Diff. 15/16</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Streymoy</td>
<td>2,336</td>
<td>3,313</td>
<td>5,465</td>
<td>6,963</td>
<td>10,424</td>
<td>5,871</td>
<td>31%</td>
</tr>
<tr>
<td>Not in South Streymoy</td>
<td>2,814</td>
<td>3,986</td>
<td>3,033</td>
<td>3,645</td>
<td>5,471</td>
<td>7,897</td>
<td>31%</td>
</tr>
<tr>
<td>Total</td>
<td>5,150</td>
<td>7,299</td>
<td>8,498</td>
<td>10,608</td>
<td>15,958</td>
<td>13,768</td>
<td>14%</td>
</tr>
</tbody>
</table>

### % of bed nights in hotels (whole country and in South Streymoy)

<table>
<thead>
<tr>
<th>Location</th>
<th>% of bed nights in hotels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole country</td>
<td></td>
</tr>
<tr>
<td>South Streymoy</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
</tbody>
</table>

### Room nights compared to rooms

<table>
<thead>
<tr>
<th>Location</th>
<th>Year</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whole country</td>
<td>2013</td>
<td>12%</td>
<td>13%</td>
<td>12%</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>9%</td>
<td>10%</td>
</tr>
<tr>
<td>South Streymoy</td>
<td>2013</td>
<td>13%</td>
<td>12%</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>11%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Whole country</td>
<td>2014</td>
<td>20%</td>
<td>30%</td>
<td>37%</td>
<td>33%</td>
<td>57%</td>
<td>69%</td>
<td>75%</td>
<td>64%</td>
<td>62%</td>
<td>35%</td>
<td>30%</td>
<td>31%</td>
<td>37%</td>
</tr>
<tr>
<td>South Streymoy</td>
<td>2014</td>
<td>21%</td>
<td>33%</td>
<td>45%</td>
<td>49%</td>
<td>76%</td>
<td>86%</td>
<td>67%</td>
<td>68%</td>
<td>36%</td>
<td>35%</td>
<td>35%</td>
<td>31%</td>
<td>34%</td>
</tr>
<tr>
<td>Whole country</td>
<td>2015</td>
<td>24%</td>
<td>30%</td>
<td>38%</td>
<td>42%</td>
<td>59%</td>
<td>75%</td>
<td>75%</td>
<td>57%</td>
<td>57%</td>
<td>41%</td>
<td>34%</td>
<td>38%</td>
<td>40%</td>
</tr>
<tr>
<td>South Streymoy</td>
<td>2015</td>
<td>26%</td>
<td>33%</td>
<td>45%</td>
<td>50%</td>
<td>75%</td>
<td>91%</td>
<td>84%</td>
<td>68%</td>
<td>53%</td>
<td>35%</td>
<td>35%</td>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td>Whole country</td>
<td>2016</td>
<td>19%</td>
<td>27%</td>
<td>39%</td>
<td>46%</td>
<td>66%</td>
<td>90%</td>
<td>81%</td>
<td>81%</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>70%</td>
</tr>
<tr>
<td>South Streymoy</td>
<td>2016</td>
<td>18%</td>
<td>27%</td>
<td>39%</td>
<td>46%</td>
<td>66%</td>
<td>90%</td>
<td>81%</td>
<td>81%</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>65%</td>
<td>70%</td>
</tr>
</tbody>
</table>
Total number of bed nights

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>132,265</td>
<td>139,250</td>
<td>159,167</td>
<td>159,759</td>
</tr>
</tbody>
</table>

Tourism 2016 in numbers

For more statistics, visit www.visitfaroeislands.com/vinna
The economic significance of tourism

In 2014, at Visit Faroe Islands’ request, Hagstova Føroya began researching the economic influence of tourists’ expenditure in the Faroe Islands. Because of logistical time constraints, this data is approximately one year behind. Therefore, the numbers in this report are from 2015. The same statistics have been made every year since 2011.

In 2015, Hagstova Føroya changed their method of gathering data which resulted in a slight reduction in the numbers.

REVENUE

In 2015, the total amount tourists spent on services and general goods was DKK 665 million - a clear increase since 2011, when the amount was DKK 416 million. In four years, the numbers have increased by 60%. However, it is worth remembering that 2015 was a special year because of the Total Solar Eclipse. The analysis shows that 60% of the total amount was from international transportation and travel agencies. Around 14% was from hotels and other lodging, and 11% was a result of food and drink purchases. The remaining percentages are shared between domestic transportation, clothing sales, excursions and more. The value increase in tourism has grown from DKK 165 million in 2011 to DKK 235 million in 2015. This is an increase of 29.8%. We have also seen an increase in value added tax within the timeframe, as the numbers have risen from DKK 19 million in 2011 to nearly DKK 30 million in 2015.

JOBS IN TOURISM

The incoming tourism in the Faroe Islands accounted for 470 job in 2015, compared to 412 in 2014 and 386 in 2011. These numbers are not all inclusive, as only the international transportation companies, travel agencies, hotels and lodging providers are accounted for. Restaurants, tour guides and other excursion providers, among others, are not yet included. Hagstova Føroya estimates that the total number of full time jobs within the industry (including the outgoing tourism sector) amounts to approximately 900.

GROSS DOMESTIC PRODUCT

The incoming tourism has increased in relation to total GDP, from 1.2% in 2011 to 1.4% in 2015. This might seem like a small increase, but one should remember that the country’s GDP has increased substantially within the same timeframe, compared to the incoming tourism. This is one reason why the increase in tourism is not reflected when calculated as a percentage of the country’s total GDP.

EXPORT VALUE

The Faroese tourism industry accounted for 7.3% of the all product and service exports in 2015. In 2011, this number was 6.1%. The total export of goods and services from the Faroe Islands in 2015 was DKK 9.124 billion. Tourism in the Faroe Islands accounted for DKK 665 million in exports in 2015.

In 2014, at Visit Faroe Islands’ request, Hagstova Føroya began researching the economic influence of tourists’ expenditure in the Faroe Islands. Because of logistical time constraints, this data is approximately one year behind. Therefore, the numbers in this report are from 2015. The same statistics have been made every year since 2011.

In 2015, Hagstova Føroya changed their method of gathering data which resulted in a slight reduction in the numbers.
Type of visitors to the Faroe Islands

At Visit Faroe Islands (VFI), we don’t see the fact that the Faroe Islands are small and unknown as something negative; on the contrary, we see it as a strength in the Faroe Islands. This means that the surveys do not give a proper insight into visitors who visited for business purposes. Likewise, the survey does not give a proper insight into the proportion between leisure- and business visitors. The survey concluded that the main segment of people who visit the Faroe Islands includes knowledgeable and mature tourists who travel with a partner. A large majority are well educated, earn a higher than normal income and choose unusual travel destinations. As a whole, they are very satisfied with their experiences in the Faroe Islands. They are open and want to experience nature. They look for travel destinations that do not have an overflow of tourists. They want to experience something special that touches the soul and mind.

**Most typical types of travellers**

- **22% Globetrotters**
  - travel a lot to various places in the world
- **14% Nature Lovers**
  - nature is their main attraction
- **11% Sightseers**
  - they spend their holidays visiting historical sites and take loads of photos
- **9% Culture Lovers**
  - they like cultural events, such as the grotto concerts

**WHO THEY COME FROM**

Most are from the Nordic countries:

- **48%** of tourists that visit the Faroe Islands during the summer are from the Nordic countries

Most are people that live in large cities:

- **36%** of visitors live in small cities
- **14%** of visitors live in villages

Most are people older than 45:

- **54%** are 45 years old or older
- **21%** are 25-34 years old
- **19%** are 35-44 years old
- **18%** are older than 65
- **16%** are 45-54 years old
- **14%** are 35-44 years old
- **10%** are 18-24 years old

**BOOKING PROCESS**

- Most use an iPad/Smartphone to find information about the Faroe Islands: 67% said yes and 33% said no.
- Most had thought about visiting the Faroe Islands for quite some time: 52% considered the islands for more than a year. Most took a final decision between 3-6 months before the trip.
- Other dream destinations for visitors who visit the Faroe Islands include Iceland, Greenland, Norway and Scotland. All these destinations are known for their breath taking nature.
- Most do not book their trip through travel agencies or package deals: 55% said they book their trip themselves.

**INTERESTS AND BEHAVIOUR**

Most people think that nature is the most important part of their journey:

- **86%** think that nature is important, 72% think that culture is important, 11% think that personal challenges are important.

Most tell others about their trip while they are travelling:

- **61%** used other social media or conversations to show photos and tell others about the Faroe Islands.

Most visit the Faroe Islands for the first time:

- **75%** have not been to the Faroe Islands before, 25% have been before.

Most visitors spend a few nights:

- **38%** spend between 5-8 nights
- **31%** between 2-4 nights
- **15%** between 9-13 nights
- **15%** longer than 14 nights

It is worth mentioning that visitors during the summer tend to spend more nights in the Faroe Islands than visitors during other seasons. This is the reason why these numbers are higher than the average for the whole year. According to Hagstova Føroya, visitors spend approximately two nights on average.
The tourism strategy

Worldwide tourism increase

The tourism industry is one of the fastest growing industries in the world. According to WTO, the industry has had an annual growth of 4-5% over the past decade. This increase is expected to continue until 2020. Most of the countries surrounding the Faroe Islands have experienced a large increase within the same timeframe. We do not have precise statistics to confirm whether this is the case in the Faroe Islands as well. However, we know that the Faroe Islands have not attracted an equal amount of tourists compared to our neighbouring countries, and the local industry needs to stimulate growth in order to improve. The capacity of the hotels has not changed much since the mid-1980s, and, proportionally, the amount of guests is one of the lowest in Europe.

Despite this, the Faroe Islands show great potential as a tourist destination. The country’s uniqueness makes it the perfect experience for fussy travellers. But without more effective marketing strategies, the Faroe Islands are simply lost amidst the many other travel destinations.

With this in mind, Visit Faroe Islands created a new strategy in 2013 where we partner with industry players to promote growth.

THE STRATEGY EMPHASIZES THREE MAIN POINTS:

1. **Focused marketing**: All marketing by the industry will be coordinated through one joint brand.
2. **Framing**: Creating the best possible framework for the industry. The legislation needs to be refined to create a safer framework and increased profit for the providers.
3. **Development**: Ensure sustainable development, as well as facilitate product development, investments and education within the tourism industry.
VISION
Our vision is that tourism will be a new core industry to the Faroese economy. It should be sustainable and compliant with the needs of the Faroese people, the environment and the economy.

Our goal is to double the value of tourism in the Faroe Islands and increase the revenue to no less than DKK 1 billion by 2020.

LONG-TERM GOALS OF 2020
Together, we will place the Faroe Islands on the map as a unique, interesting and sustainable tourism destination

2015:
- 140,000 total bed nights
- + 200 places of employment (in comparison to the statistics of 2011)
- DKK 600 million in revenue

2020:
- 200,000 total bed nights
- + 450 places of employment (in comparison to the statistics of 2011)
- DKK 1 billion in revenue

PRIORITIZING INTERNATIONAL MARKETING
In order to meet our goals, most of our resources will be directed towards international marketing over the next few years. This will create a greater focus on marketing rather than product development. The high season is currently too short, and we need to extend it by selling the Faroe Islands as a year-round destination. This can be done by attracting more conferences and segments that work well with what our product has to offer. This will also better our chances of attracting the “right” tourists who are more profitable for the industry. The segments we are targeting can be found in all of the prioritized markets.

CHOICE OF MARKETS AND SEGMENTS
The markets are split into A, B and C categories, with A being the main priority.

- A-market: The Nordic countries, Germany, Great Britain
- B-market: Benelux, Italy, Spain, France
- C-market: The U.S., China, Japan, Russia, other European countries

All of our marketing is based on our new brand. First, we will prioritize the group with “low-hanging fruit, i.e. the areas that are most likely to already know of the Faroe Islands, thereby increasing the likelihood of attracting tourists quickly. Therefore, we will focus more on the Nordic countries than we have previously. All of the segments are included in the A market, meaning Consumers (B2C), Media, and Businesses (B2B). We will also work with MICE coordinators in certain parts of the A market. In the B market, we will primarily focus on collaborating with the media and other businesses. Minimal work will be done in the C market, although there will be some campaigns.

All of our marketing efforts are now tied to our brand to reach the best possible outcome. This includes, but is not limited to: campaigns in the markets, topics in the media, websites, social media, events, presentations, as well as merchandise.

To acquire more details on our strategy, please contact Visit Faroe Islands.
Visit Faroe Islands

Visit Faroe Islands’ objective is to coordinate and manage the marketing of the Faroe Islands as a tourist destination in order to increase tourism revenues.

MISSION
Visit Faroe Islands’ mission is built on three pillars:
• Consolidate, coordinate and campaign for the Faroe Islands as a tourist destination.
• By working in conjunction with the members of the industry, VFI’s aim is to rebrand the Faroe Islands as a top tourist destination among target demographics.
• VFI aims to be the go-to authority on all things tourism while driving the industry forward.

BUDGET
In 2016, Visit Faroe Islands had a budget of DKK 13.4 million. The money was spent as follows:
• 9.3 million on international marketing.
• 4.1 million on administration/overhead/payroll/local events in the Faroe Islands.

As illustrated, approximately 2/3 of the budget was spent on international marketing, in accordance with the original objective.

VFI was given an additional DKK 2.5 million to be distributed as grants:
• 1.5 million to regional organization/local information centres
• 0.5 million to NATA (the North Atlantic Tourism Association)
• 0.5 million to the “krónu fyri krónu” grant

VISIT FAROE ISLANDS’ GOALS FOR 2016
 Continual development of the third phase of the brand (Sheep View project) – complete
 Development of new website – complete
 Continual development of marketing to interest groups – complete
 More joint campaigns with Promote Iceland and Visit Greenland – complete
 Continual development of social media platforms – complete
 Create a MICE ambassador network – complete
 Meetings design for MICE network – complete
 Skills development for MICE network – complete
 Incorporate regional information centres into website – in progress
 Meetings design for MICE network – complete
 Skills development for MICE network – complete
 Incorporate regional information centres into website – in progress

NEW BUDGET = NEW OPPORTUNITIES
The larger budget has made all of this possible:
• Entering many new markets
• Extensive campaigns with the industry
• Increased international PR
• Increased digital marketing
• Campaigns for interest groups: fishing, food, etc.
• Campaigns for conference- and meetings groups
• Development of new website
• Development of new brand
• First class media kit
• New statistics = new compass

Visit Faroe Islands' objective is to coordinate and manage the marketing of the Faroe Islands as a tourist destination in order to increase tourism revenues.
The tourism brand of the Faroe Islands

The aim of the brand is to unite the local tourist industry under one common message so that the Faroe Islands can stand stronger and become more visible as a tourist destination.

This is one of the key aspects to making progress; to have a common identity that every marketing strategy is based on. The Faroe Islands needs to advance past being an unlabelled destination to become a unique and exciting possibility for our interest groups; a destination that people want to travel to sooner rather than later.

On August 14th 2013, the new brand was revealed in the Nordic House, along with the first signature film. It’s safe to say the brand has been very well received. The brand films have won numerous international awards.

The concept is strong and the feedback shows that the brand conveys the right message for the recipients, thereby optimizing the marketing efforts.
The tourism brand of the Faroe Islands

The fact is that more people visit the Galapagos Islands every year than the Faroe Islands. But the idea that the Faroe Islands are unspoiled and undiscovered really adds to their potential as a destination. This appeals to the tourists that want to explore their own, unique paths, rather than follow in the footsteps of others.

Using the words “Unspoiled, Unexplored, Unbelievable”, and by adding the prefix “un” in front of the keywords in the description, we communicate the notion that the Faroe Islands offer a new experience. This distinguishes the Faroe Islands from more popular places, thereby turning them into a unique and distinct destination.

The new brand applies well across media platforms, translates well, and highlights all the Faroese seasons.

USING THE BRAND
Visit Faroe Islands is the owner of the brand while everyone else in the industry is invited to use it. By offering the brand “Visit Faroe Islands” to the tourism companies, we provide them with a tool to bolster their own initiatives, while maintaining their own individual identities.

In addition to this, we encourage all Faroese people to use the brand in their spheres of influence, whether in meetings, as exchange students, in their digital lives, etc.

A brand book in Faroese can be downloaded here: www.visitfaroeislands.com/vinna
Visit Faroe Islands creates media buzz

The international press coverage for 2016 broke all records – again.

The value of press coverage, as a result of press visits in 2016, has been estimated at DKK 370 million. A large portion of this is because of the Sheep View project, which received an enormous amount of coverage in international media. Visit Faroe Islands invited 262 international press to the Faroes Islands in 2016, compared to 231 in 2015, 162 in 2014, 100 in 2013 and 50 in 2012. Of the 262 in 2016, 55 were Instagrammers.

The press that wrote about the Faroe Islands as a travel destination in 2016 came from many different countries, such as Denmark, Norway, Sweden, Finland, Australia, England, Scotland, Germany, Italy, Spain, Belgium, Holland, France, Switzerland and the USA.
Visit Faroe Islands creates media buzz
UNVEIL
the story of the islands
visitfaroeislands.com
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Please feel free to contact us with any questions you might have about tourism in the Faroe Islands.