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**VISIT FAROE ISLANDS LAUNCHES 'AUTO ODYSSEY:
SELF-NAVIGATING CAR ADVENTURES' FOR SURRENDER SEEKERS**

*The Series of Self-Navigating Itineraries, Curated from a Local's Perspective,
Disperses Travelers Across the Islands and Deep Into Its Remote Trenches,
Where Every Stop Remains a Mystery Until Arrival*

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NEW YORK CITY, NY (July 8, 2025) – Today, [Visit Faroe Islands](https://visitfaroeislands.com), announces a bold new way to spread travelers throughout the north Atlantic archipelago and give the visitors a completely new way to experience the islands: **'Auto Odyssey: Self-Navigating Car Adventures.'** This first-of-its-kind experience invites travelers to uncover the Faroe Islands through 30 carefully curated, self-guided itineraries, with navigation technology designed to lead adventurers off the beaten path to some of the destination's lesser visited corners. Tapping into the rising trend of "surrender seeking" travel - a style of travel where control is intentionally let go in favor of serendipity and spontaneity - each stop remains unknown until the very moment of arrival.

A global problem, a Faroese solution
According to a recent [McKinsey & Company](#) report, an estimated 80 percent of travelers visit just 10 percent of global attractions. "Across the globe, tourists gather around the same iconic 'hot spots', driven by algorithms and social media that create a closed ecosystem where images from popular places attract even more people to those very locations. The result is overtourism – and predictable experiences," said **Guðrið Højgaard, Chief Executive Officer, Visit Faroe Islands**. "Faroe Islands have experienced increasing pressure on selected sites themselves, and now we are trying to reverse the flow – quite literally."

Set between Iceland and Scotland, the Faroe Islands are known for their raw natural beauty, rich Nordic culture and cultural history – already a hidden gem for adventurous, nature focused travelers who are often in awe of the grandiosity of the natural environment from the dramatic sea cliffs with waves that ripple against the coastline to the lush green valleys surrounded by steep mountains. With the Auto Odyssey, the destination blends cutting-edge technology with immersive storytelling, offering a wholly original way to experience its landscapes: one surprise at a time. Iconic sights like [Mulafossur Waterfall](#), [Sørvágsvatn](#), known as "the lake above the ocean" and the largest lake in the Faroe Islands, and [Mykines](#), where thousands of puffins call home, have long drawn the spotlight. These curated itineraries shift the focus to lesser-known points, from small villages tucked within fjords to breathtaking views, along with stops along the way for snacks, ice cream, monuments and more.

“We set out to explore how technology and creativity could offer a new way for travelers to discover the Faroes – one that leads them into places they might never find on their own,” said **Højgaard**. “This is a more thoughtful kind of journey, designed to both protect what’s most beloved and reveal spots often overlooked. With this initiative, we hope to lead by example, demonstrating how destinations can embrace innovation to spread tourism more responsibly and meaningfully.”

How the Experience Unfolds

After booking with [62N car rental](#), travelers scan a QR code to activate turn-by-turn directions with a curated set of surprise stops throughout the day. Each itinerary features four to six landmarks over the course of three to six hours, with the navigation only showing one section of the trip at a time to maintain the ethos of surrender seeking. Along the way, the system will also share local stories tied to each place. No two journeys unfold the same way. While some routes may include overlapping stops, no traveler will receive the same itinerary as someone else on the road at the same time. Each experience is designed to make the moment feel uniquely personal, adding a sense of intimacy and wonder to every stop along the way.

Carefully crafted from a local’s perspective, the navigation features some of the most beloved but underappreciated spots on the islands. Depending on the itinerary, stops may include a roadside stand serving crisp, golden fish and chips for a scenic picnic, a visit to Funningur Church – one of the oldest turf-roofed wooden churches in the Faroe Islands - or a hike through one of the islands’ dramatic fjords. Travelers may also pause at Lake Funningsvatn that is cradled between steep cliffs in the village of Funningsfjørður, or encounter Viðareiði Church, built from stones gathered along the northern coast and featuring views of Europe’s tallest sea cliffs. Other highlights include quiet moments in the remote village of Syðradalur, where a tiny outdoor pool offers a refreshing dip after a winding mountain drive dotted with sheep.

“These routes are shaped by the people who live here, offering a more authentic perspective,” said **Marta Káradóttir, Content & Communications Manager at Visit Faroe Islands** and project manager behind the initiative. “We’re really just asking travelers to let go of control for a moment. When you don’t know what’s around the next corner, you open yourself up to something completely different. Maybe something more beautiful. Maybe just more real.”

Destination Discoveries Beyond the Auto Odyssey

With hiking, abundant wildlife including adorable puffins and a nearly 2:1 ratio of sheep to humans, extensive sustainability efforts and nontraditional island hopping, along with world class gastronomy and a rich cultural history, the Faroe Islands are like a natural playground for adventurous, nature focused travelers, who are often in awe of the grandiosity of the natural environment from the dramatic sea cliffs with waves that ripple against the coastline to the lush green valleys surrounded by steep mountains. The launch of this program aims to highlight even more of this side of the Faroe Islands, delighting visitors by navigating them to the hidden gems within this hidden gem of a destination.

The Faroe Islands are no stranger to groundbreaking tourism campaigns, having launched [Closed For Maintenance](#) in 2019, a project that brought together sustainably-minded volunteers from around the world to visit and help preserve the Islands’ stunning landscape. Over the years, the program has garnered nearly 40,000 applicants, with nearly 700 foreign volunteers from 54 countries and over 200 Faroese volunteers participating in 62 projects that were “closed for maintenance” across 11 of the islands.

Just a few years prior, the destination partnered with local airline Atlantic Airways to launch their award-winning [Sheep View 360](#) campaign, a play on Google Street View, which had yet to make it to the Faroe

Islands. The program highlighted the Islands' 2:1 sheep to human ratio by placing cameras on the back of sheep, capturing the beauty of the destination from the sheep's perspective, resulting in a number of awards including Gold in PR at Cannes Lion, Gold in Travel & Tourism in the World Media Awards and more – along with the introduction of Google Street View to the Islands in August of 2016. Visit Faroe Islands continues to harness innovative and imaginative campaigns like these to forge meaningful connections with travelers, inviting them to experience the destination's rugged beauty, rich culture, and heartfelt Heimablídni, whether they seek adventure on the trails, moments with the sheep, or simply the warmth of true local hospitality.

'Auto Odyssey: Self-Navigating Car Adventures' can be booked through the website [HERE](#), starting at DKK 660 per day, approximately \$103 U.S. dollars. The program will be offered in partnership with 62N car rental for two months, and the Auto Odyssey experience is offered at the same price as a standard rental car, making this immersive, locally guided journey not just unforgettable, but also an exceptional value. After the initial two-month period, travelers can continue to access the technology indefinitely with any vehicle.

For [imagery](#) and to learn more about the Faroe Islands, visit <https://visitfaroeislands.com/en/cars>.

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About [The Faroe Islands](#)

The Faroe Islands are a cluster of 18 islands located in the middle of the vast North Atlantic Ocean, 200 miles north of Scotland, to the west of Norway and to the east of Iceland. The population of the Faroes is around 55,000 people, alongside around 80,000 sheep; the sheep can be seen in some surprising locations, including grazing on the grass-roofed traditional properties, a legacy of Viking times, and on rocky ledges covered by grass that offer wide ocean views from a great height.

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