

A person is riding a bicycle on a snowy path. In the background, there are houses and trees, suggesting a residential area in winter. The scene is captured in a soft, slightly blurred style.

Ábyrgð á heildarkynningu á áfangastaðnum Reykjavík
á erlendum sem innlendum mörkuðum

Leiðarljós að Reykjavík verði þekkt sem sjálfstæður
áfangastaður og mikilvægur þáttur í ákvörðun
margra erlendra gesta um Íslandsferð

Markmið að borgin sé eftirsótt allt árið um kring
Að íbúar borgarinnar njóti þess sem hún hefur upp á
að bjóða

HÖFUÐBORGARSTOFA



Verkefnin 2021:

Innlent markaðsstarf – Borgin okkar

Menningarkort Reykjavíkur – nýtt útlit

Reykjavík City Card – Borgarkortið

Erlent markaðsstarf

Markaðssamstarf sveitafélaga

Samstarf við Íslandsstofu

Samstarf við hagaðila

Erlend markaðssetning

HÖFUÐBORGARSTOFA









Borgin
okkar



Orðaleikur

Hvað er „Staycation“?

Þú gætir unnið glæsileg verðlaun fyrir góða tillögu.

Taka þátt









Re

Re defining
Reykjavík

Markaðsáttak til erlendra
ferðamanna 2021



Markmið

Fá ferðamenn til þess að **stoppa lengur** í Reykjavík á ferð sinni um Ísland.

Skapa Reykjavík **skýra sérstöðu** í hugum ferðamanna.



Skilaboðin

Reykjavík er náttúruvæn og græn borg en jafnframt er hún borg menningar, sköpunar og mannlífs.

Við viljum segja heiminum að í Reykjavík geti maður tengst náttúru og menningu upp á nýtt — að Reykjavík sé endurnærandi og uppfyllandi staður sem kemur okkur í samband við allt það sem okkur hefur skort.



Leiðin

Skapa bæði sjónrænan og tilfinningalegan grunn (e. platform) sem gefur okkur tækifæri til þess að tala um alla kosti Reykjavíkur á heiðarlegan, vinalegan og skapandi hátt.



Re



Ný ásjúnd



Merki



A full-page background image showing a swimmer from behind, standing on a rocky outcrop covered in snow or ice. The swimmer is wearing a red swim cap, black gloves, and dark swim trunks. They are looking out over a body of water towards a distant shoreline with buildings under a sunset sky with orange and blue clouds. The word 'Refresh' is overlaid in large white text, with the 'R' enclosed in a white square frame. Below it, the word 'Reykjavík' is written in a smaller white font.

Refresh

Reykjavík

A photograph of an older couple on a beach. The man, on the left, has grey hair and wears glasses and a green jacket. The woman, on the right, has grey hair and wears a black jacket with a white fur collar. They are both looking towards the right, with the man's head slightly bowed towards the woman's. The background shows a calm sea and a cloudy sky.

Rekindle

Reykjavík



Reunite

Reykjavík



Restore

Reykjavík

A man with a beard and short brown hair is sitting in a meditative pose on a mossy rock. He is wearing a grey tank top and green patterned pants. His hands are resting on his knees with palms facing down. To his left is a flowing river, and the background features a forest of evergreen and deciduous trees under a clear blue sky. The city of Reykjavík is visible in the distance.

Reconnect

Reykjavík

A woman with blonde hair tied back, wearing a blue patterned sweater, is performing at a DJ booth. She is looking down at a laptop with the Apple logo. A microphone is positioned in front of her. The background is dark with blue and purple stage lighting.

Reunite

through music

A vibrant background image of a Pride parade. In the center, a woman with short brown hair is smiling broadly, wearing a colorful feathered mask and a rainbow flag. To her left, a man with glasses and a rainbow face paint is visible. To her right, another person is wearing a mask and a rainbow flag. The scene is filled with people and rainbow flags, creating a festive and inclusive atmosphere.

Respect diversity

Reykjavík



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CITY
CARD

Time to **Re**fuel

From the fresh fish to our grass-fed lamb, locally grown greens and plenty of breweries — Makes Reykjavík a favorite for foodies and bar crawlers alike!

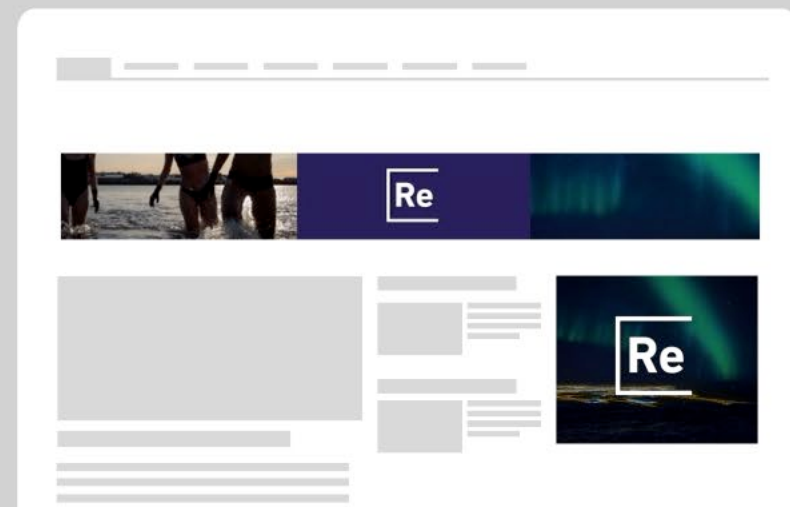
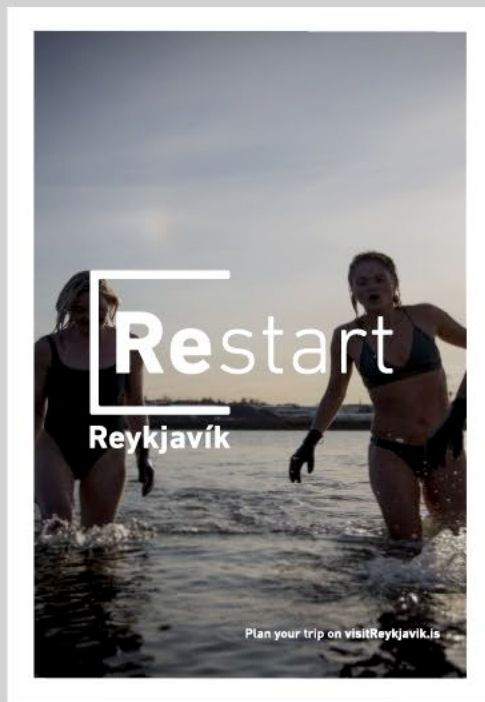
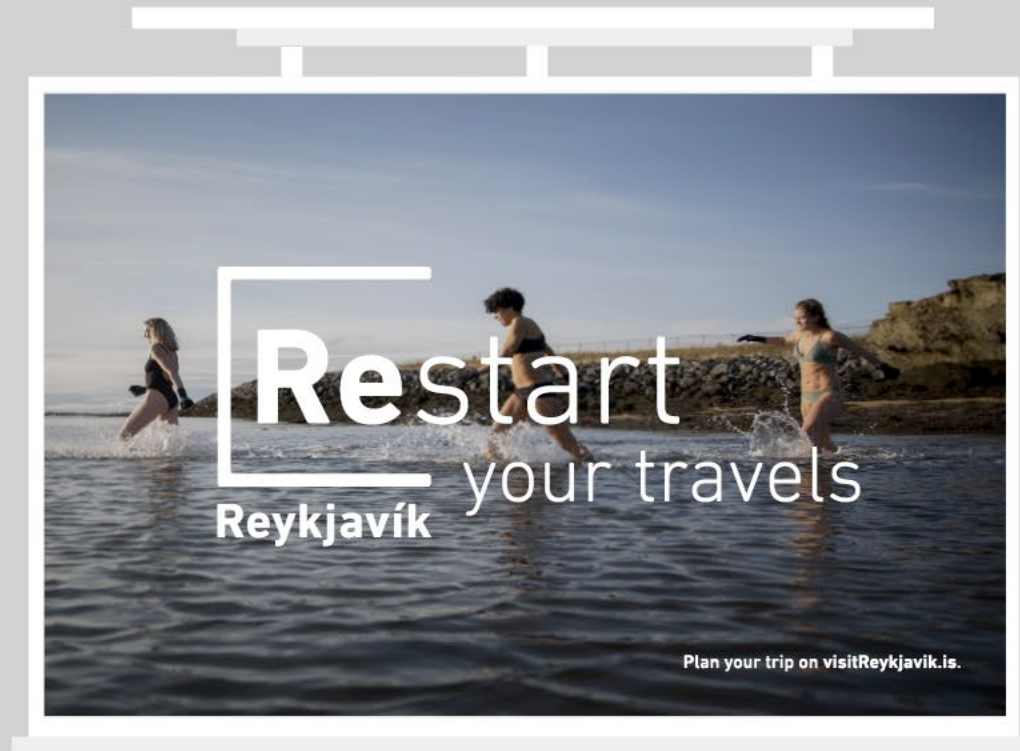
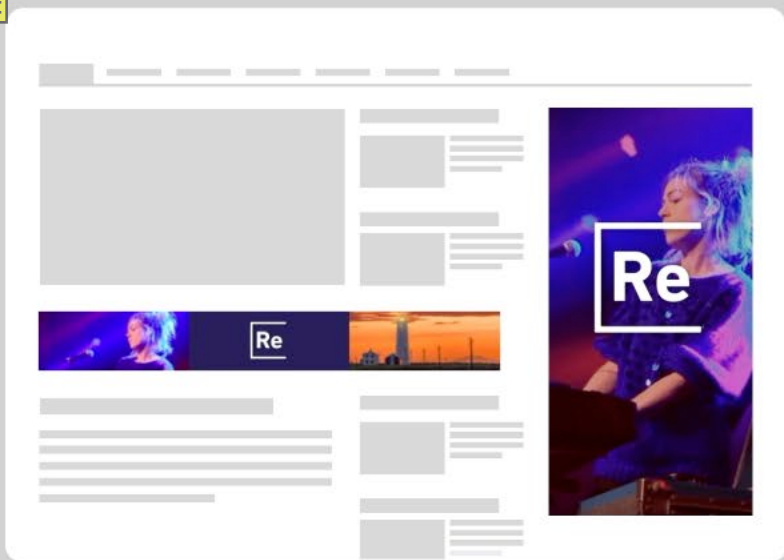
Where to eat & drink



COVID 19 - INFORMATION FOR VISITORS

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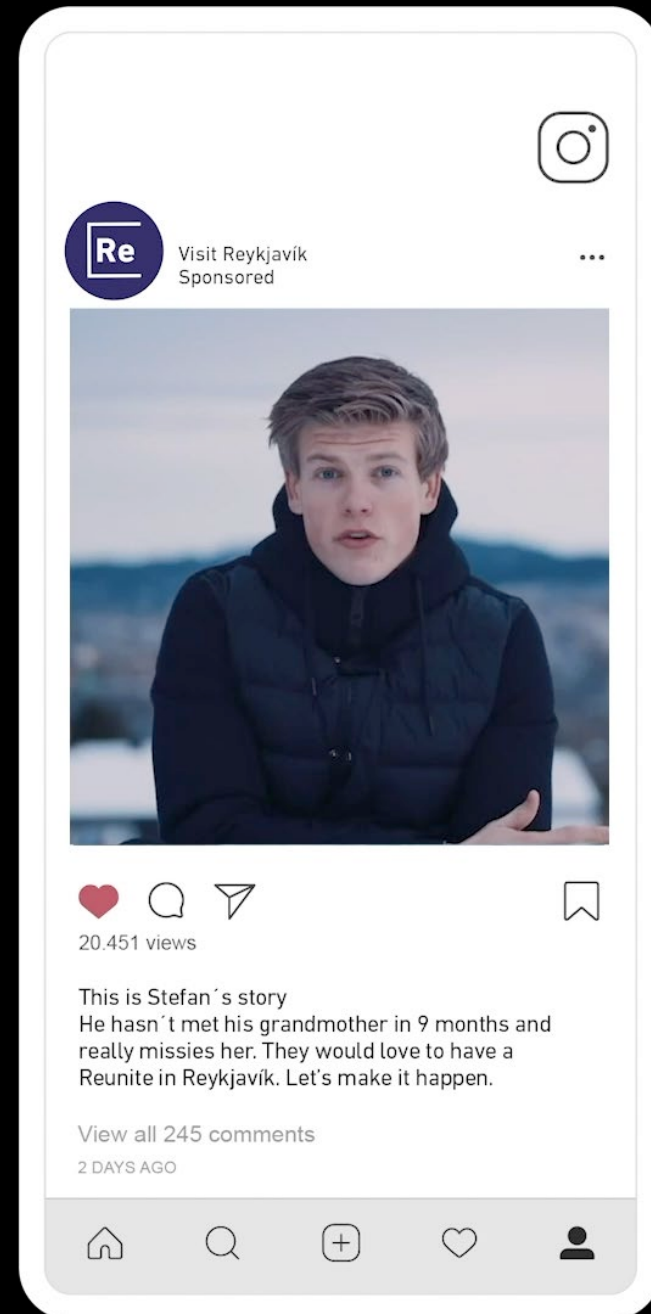


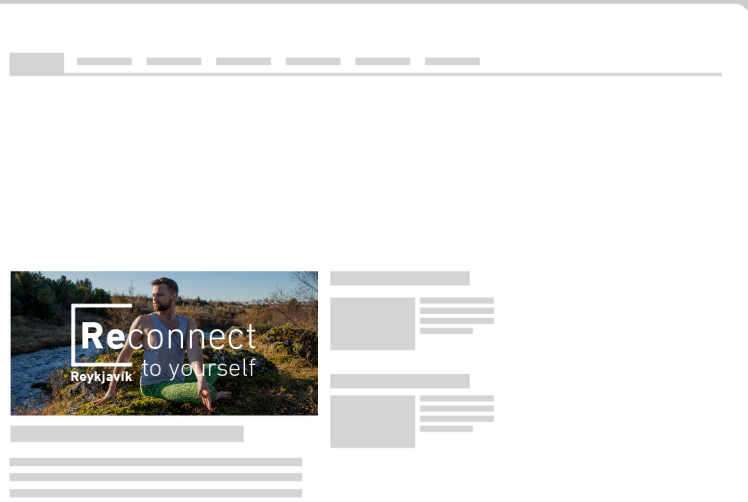
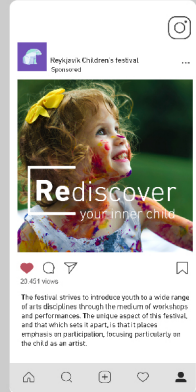
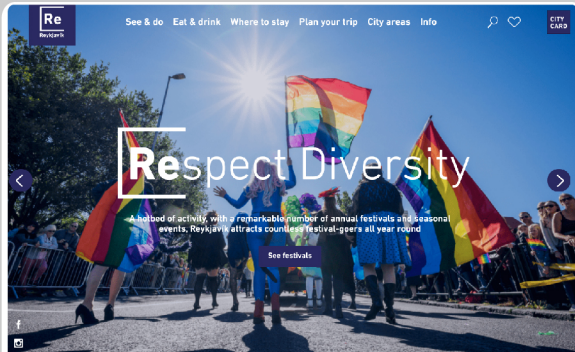
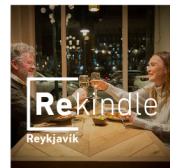
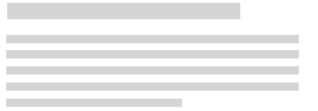


Reunite in Reykjavík

PR herferð unnin í samstarfi við
Iceland Naturally

- Reykjavík býður fólki frá UK og USA sem hefur verið aðskilið í lengri tíma vegna faraldursins að hittast í Reykjavík.
- Við óskum eftir sögum frá fólki sem langar að hittast, sögunni um hvernig þau kynntust, hvað það er sem þau sakna mest og af hverju þau vilja hittast í Reykjavík.
- Nokkur pör verða valin og boðið í helgarferð til Reykjavíkur.
- Reykjavík býr til sérsniðnar ferðadagskrár í Reykjavík fyrir t.d. bestu vinkonur, feðga, elskhuga o.s.frv.







Takk