



Marketing and future potential of hunting tourism in Iceland



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This presentation

- Reflects the attitude of sales and marketing organisations towards future potential of hunting tourism in Iceland



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Hunting in Iceland

- Important source of livelihood
- Hunting rights on private land belong to landowners/farmers, exception is reindeer hunting
- Popular game: Geese, ducks, ptarmigan, reindeer...
- Foreign hunters
- Hunting and tourism – potentials?



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Hunting tourism in Iceland

Hunting tourism can be defined as a form of tourism where a person travels outside his/her municipality of residence for the purpose of hunting. This definition includes both domestic and international travel for hunting. Hunting does not have to be the only purpose of the trip, but it is a central element in it. (Matilainen & Keskinarkaus, 2010)



- Tourism is an important industry in rural areas
- Short history of hunting tourism and the activities related to the sector are scattered

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Marketing potential

- Online survey among sales organisations of hunting tourism
 - A part of NPP project called North Hunt – Sustainable hunting tourism in Northern Europe
 - Objective: To define the marketing potential and future prospects of Northern hunting tourism
 - The sales organisations were defined as tour operators, tourism organisations, travel agencies, and/or others who sell hunting tourism products
 - 58% of them also sell other activities with their hunting tourism products
 - Response rate 63,2%

What do they think about Iceland? (on the scale of 1-5)



- Safe and reliable destination for hunting tourism?

– 4,7

- Important markets for hunting tourism in the future?

– 3,4

- Provide satisfying hunting tourism products today?

– 3,5

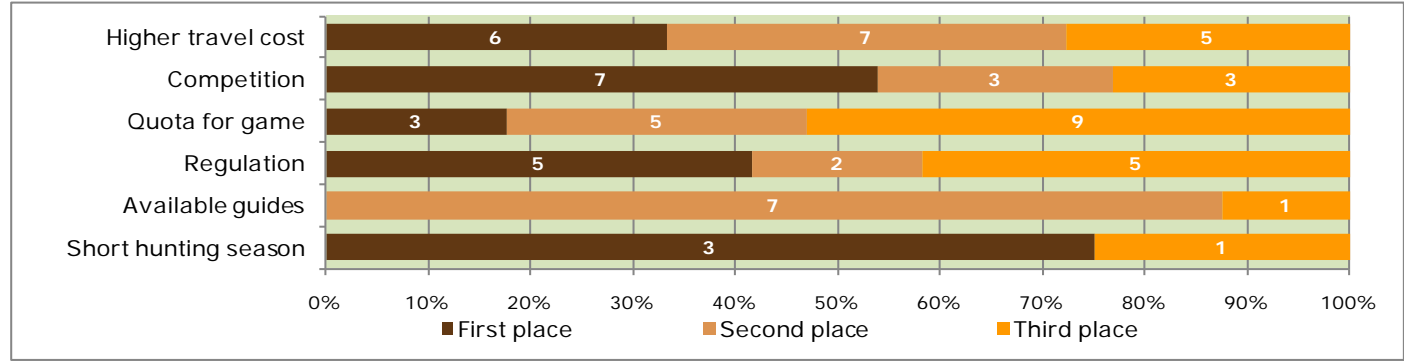


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Challenges for the marketing of hunting tourism





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Unexploited opportunities?

- 47% of the sales organisations did see unexploited opportunities regarding hunting tourism in general
- 41% of the sales organisations did not see any unexploited opportunities
- 12% wrote both yes and no
- Most of the sales organisations believed that they could sell some of their current products to a new client base
- Many of them admitted that they know very little about the products from the Nordic countries



Future trends

- What new trends (hunting and travel) can be expected in the future according to the sales organisations?
 - Hunting will increasingly involve the family (45%)
 - Hunting will become more nature based (25%)
 - Less expensive hunting trips will emerge (13%)



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Thank you



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