



MEGA - Weekend trips

Organized weekend trips for tourists
of all nationalities

Elías, Ósk, Sigfinnur og Svava

Prologue

- Entrepreneur studies 273
- Trip to Finland on the 21st - 28th of September 2007.
- Project goals.
 - To learn about entrepreneurship
 - Get to know other cultures and nature.
 - Utilize the ideas we got in Finland, especially regarding tourism and national parks.
- <http://www.peda.net/veraja/jkouke/mpol/kan-sainvalisyys/islanti>



What did the Finnish people do differently?

- How they managed their national parks.
 - Educational walking paths.
 - Information signs.
 - Cooking facilities, cooking on an open fire.
 - Sleeping accommodation.
 - Guides in the summer.
- How they used horses for tourism.
 - Lots of horse trips.



The project.

- Try to get Icelandic people interested in their own country.
- Harness the constant flow of foreign tourists.
- Create a comfortable enviroment.
- Utilize the ideas we got in Finland, especially regarding tourism and national parks.
 - Use the Icelandic horse more in tourism.



Hoffell

- The operation will be located at Hoffell.
- Possible to use the facilities
 - Guesthouse.
 - Hot tubs.
 - Horses.
 - Beautiful landscape
- Things we need to add.
 - Campsite.
 - Organize hiking paths.
 - Etc.



How are we going to manage this?

- Expenses:
 - Initial expenses.
 - Insurance and licenses.
 - Construction and maintenance.
 - Marketing.
- Great facilities at Hoffell.
- Get companies to sponsor the trip.
 - Sign making.
 - Advertisement.
- The company should be self reliable.
- Handcraft sales.
- Try to keep the trips as cheap as possible.



Focus group

- Tourists of all ages.
 - Foreign tourists obviously the biggest focus group.
 - Icelandic people.
 - Try to get Icelandic people interested in their own country.
 - Icelandic people as tourists are a relatively unused resource.
 - Introduce Iceland to Icelanders.



Adventure trip

- What we are offering.
 - Hiking trips, experience nature.
 - Trips to the glacier.
 - Horse trips, horse rental.
 - Fishing trips.
 - Jeep tours.
 - River swimming.
 - Sailing on Hoffelsá.
 - Introduce Icelandic farming.
 - Hot tubs
 - Barbeque.
- You can choose your own trips.





Thank you!
