



Turismen på Færøerne

- Lokalsamfunn som rejsemål

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Visit Faroe Islands





2012:

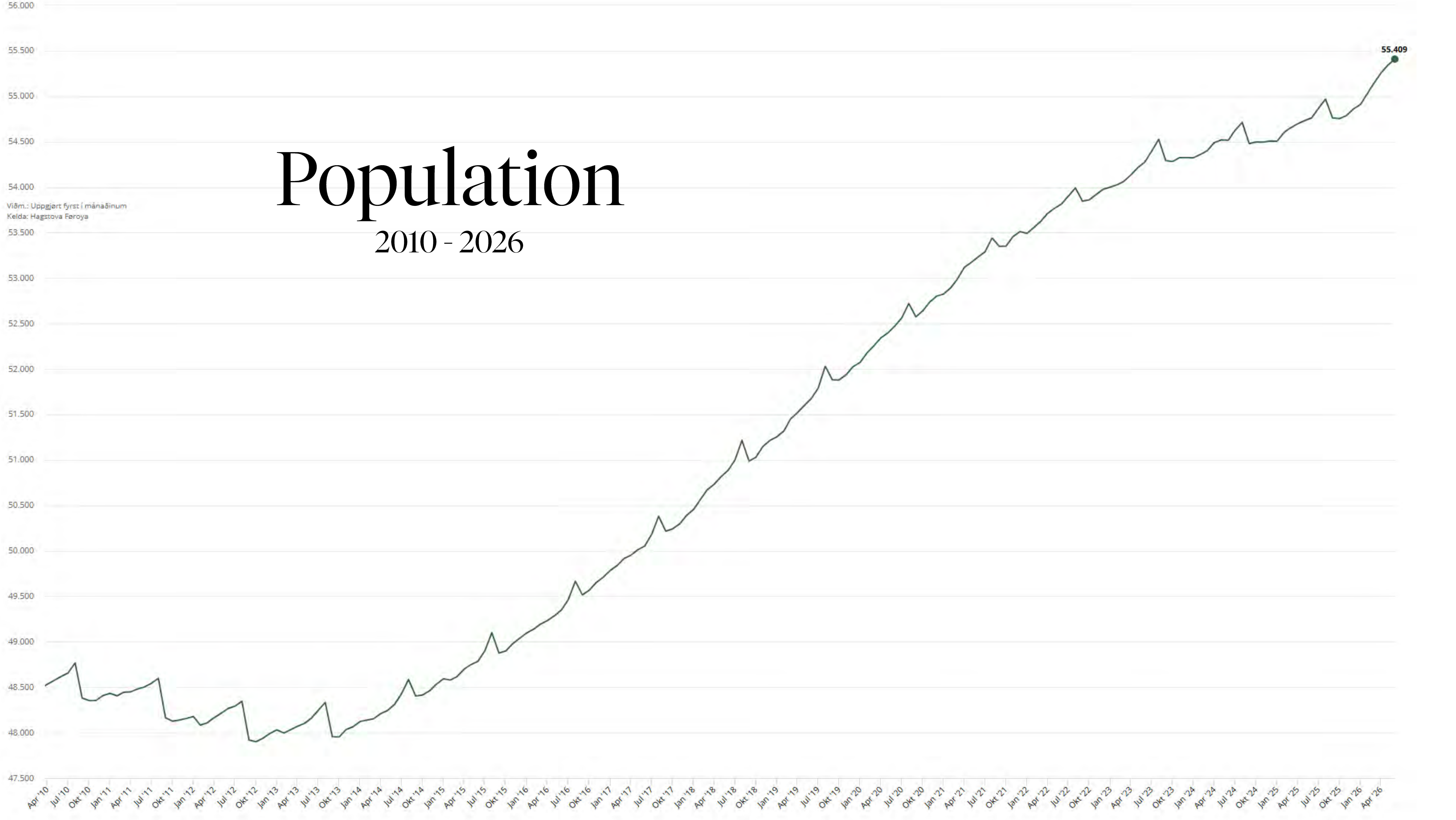
Exit Faroe Islands



Population

2010 - 2026

Viðm.: Uppgjört fyrst í mánaðinum
Kelda: Hagstova Føroya



- 
- A group of approximately 15 young people, mostly in white chef shirts and black aprons, are posing playfully in front of a traditional black wooden building with a turf roof. Some are making funny faces, others are waving or pointing. The setting is a grassy hillside with a small waterfall in the background. The text is overlaid on the right side of the image.
- Image og selvopfattelse
 - Job muligheter
 - Åbenhed og dynamikk
 - Lokal kultur



PR-campaigns



Self-Navigating Cars

- A global issue – A Faroese solution
- 80 % of travelers got to the same 10 % most popular destinations (McKinsey, 2024)
- Algorithms and SoMe are defining travel = bucket lists traveling and hotspots
- A move back to adventure, mindfulness and exploration





Turismen i tal

- 1,4 Bn DKK in turnover
- 7,6% of the total export
- 600 + jobs
- 130.000 visitors





**”Tourism is like fire –
it can cook your meal
or it can burn down
your house”**

CLOSED
FOR
MAINTENANCE





Facts and figures

- 8 times
- 62 projects
- 41 sites and 11 islands
- 39310 applications
- 687 foreign volunteers
- 54 countries / 6 continents



Landbruk og turisme

- Historisk konflikt om adgang til naturen
- Stort sats på Agrotourism
- Årlige “Accelerator” programmer med fokus på produktudvikling
- 24 % af landmænd har turismetilbud knyttet til deres landbrugsvirke
- 32% af landmænd overvejer at starte turismetjenester som supplement til landbrug.

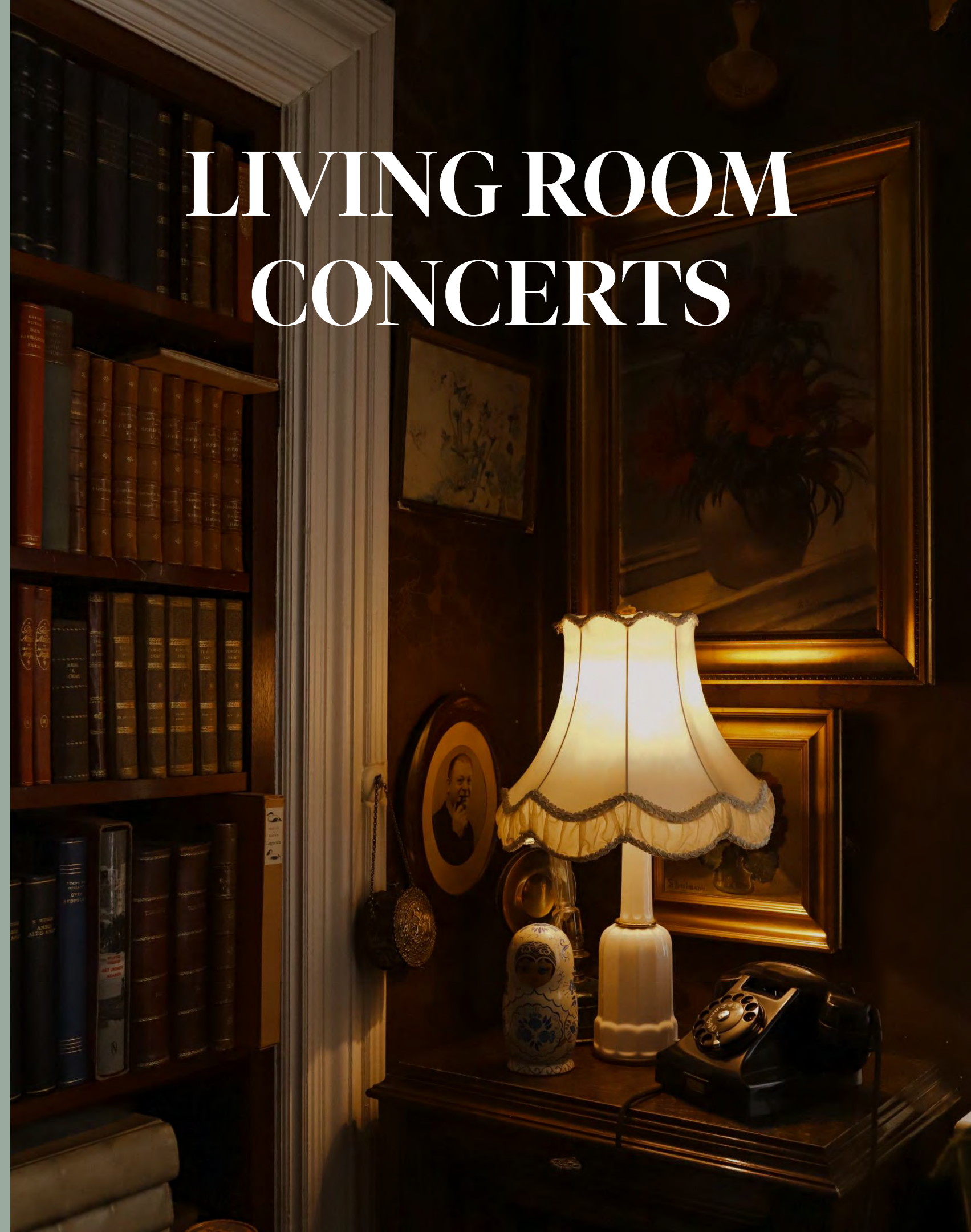


HEIMABLÍÐNI





LIVING ROOM CONCERTS



KNITTING CLUBS



Ny turismelov

- Turister kan færdes frit på “bygdestier” og andre udvalgte stier
- Kommuner skal lave locale turismeplaner som skal godkendes af regeringen
- Organiseret, kommerciel turisme skal ske i samråd med bonden, som også kan kræve betaling for udvalgte service-ydelser.
- Farlige eller sårbare områder kan beskyttes og der kan være krav om guide
- Ny turismeskat: Alle turister (mennesker bosat udenfor Færøerne) skal betale overnatningsskat på 20 kr. – max 200.
- Cruise-gæster skal betale 65 kr.
- Pengene kanaliseres over i en ny turismefond og pengene skal bruges til infrastruktur (fx stier), beskyttelse af natur m.v.



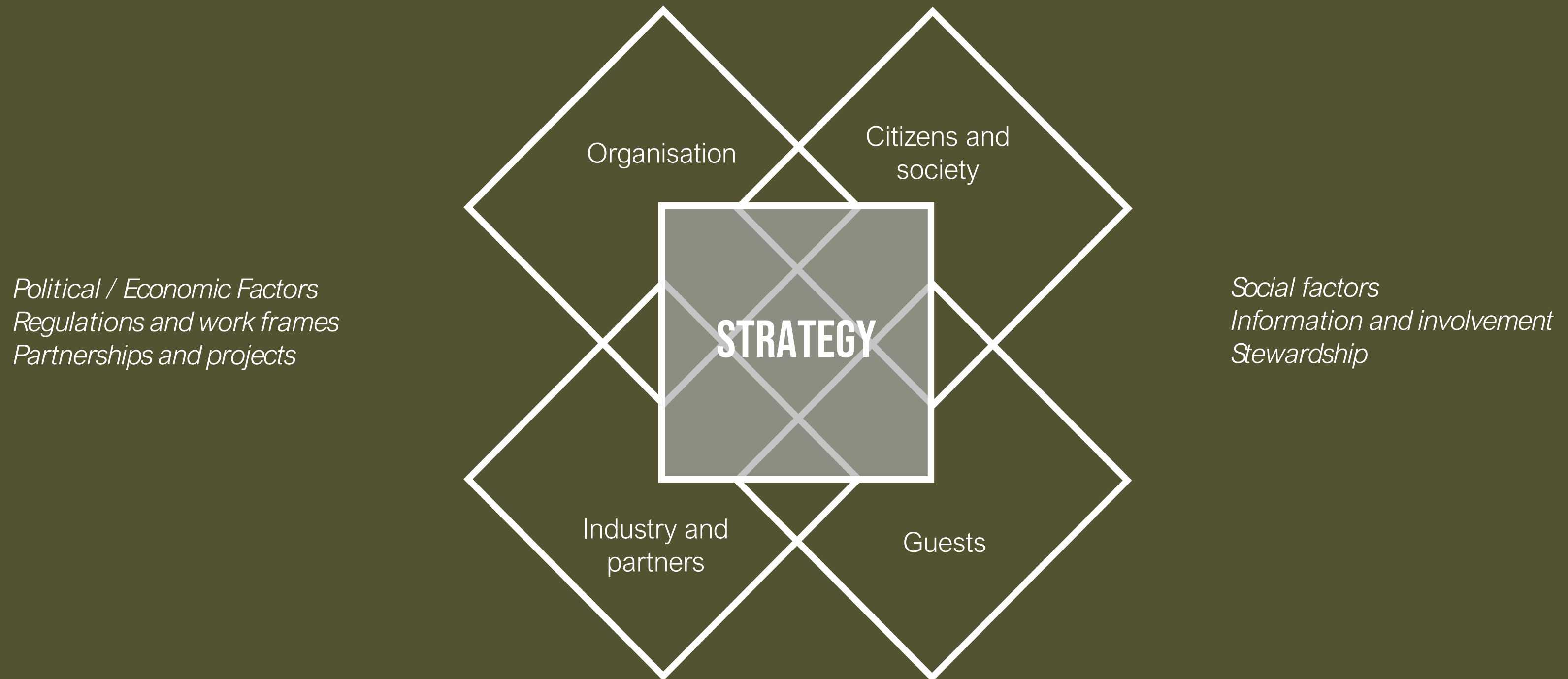
HEIM

Strategy 2030



the Faroe Islands
Unspoiled, Unexplored, Unbelievable

Target groups and stakeholders



“The Faroe Islands is more
than a destination
– it is home”



the Faroe Islands
Unspoiled, Unexplored, Unbelievable



PLEASE VISIT RESPONSIBLY



Visit Faroe Islands



[If you can see this much puffin,
you're too close]

PLEASE VISIT RESPONSIBLY.



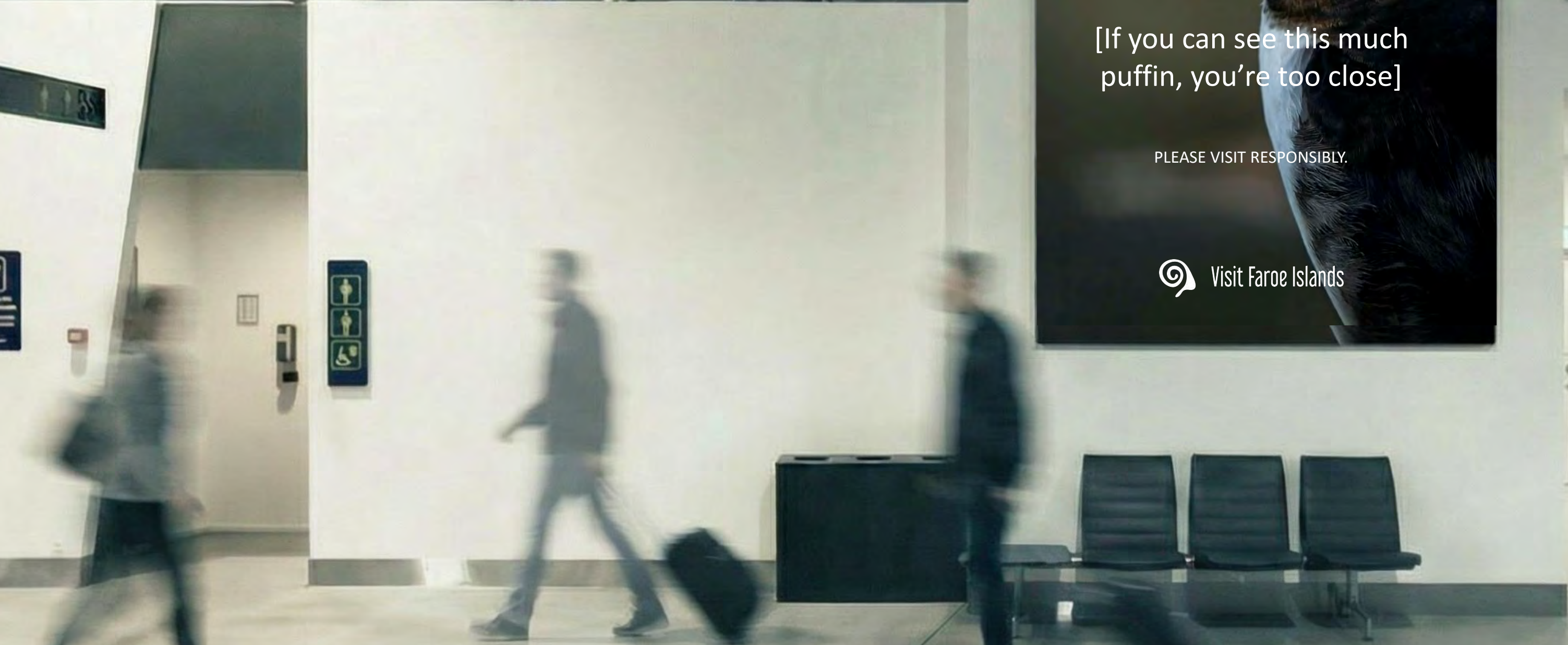
Visit Faroe Islands



[If you can see this much
puffin, you're too close]

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 Visit Faroe Islands





Welcome to our home

PLEASE VISIT RESPONSIBLY.





Visit Faroe Islands

Welcome to our home

This is a small,
special place. And
for us who live here,
preserving it that way
is very important. You
can contribute to this
in a number of ways.

Take a minute to find
out how you can help.

PLEASE VISIT RESPONSIBLY.

#2 How to contribute thoughtfully

Keep your distance from sheep, birds
Lower your voice while hiking
Refrain from pecking into people's homes
Dress for the weather. All of it.
Prepare accordingly as the mountains
are dangerous

#3 How to contribute practically

Pick up any loose wood you find while hiking
Close all gates behind you
Do not disturb plants, rocks, birds' nests
Sign up for local maintenance projects
Register birds or flora

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RUNT TOFTAVATN



Easy

Týðulig rás
Follow the path on this route

30 min (rundferð) 30 min (round trip)

3 km (rundferð) 3 km (round trip)

Slótt gøta er at halda seg til. Túrurin er lættur og stuttur
at ganga, væl egnaður til flest øll
Level hiking path to follow. The hike is easy and short,
suitable for everyone

90 m

Túrurin hóskar seg við børnum
The route is suitable for children

Lendið er gott og lætt at ganga. Um farið verður eftir gøtuni
niðan á Svangaskarð á Toftum, er brótt brekka niðan á skarðið
Good and easy hiking area. Good and easy hiking area. If you
choose the path to Svangaskarð in the village of Toftir, there is
a slight uphill climb

PLEASE VISIT RESPONSIBLY

- Gakk altíð eftir gøtunum
- Tak altíð burturkast heim við tær
- Lat plantur, grót, egg og ungar fáa frið í haganum
- Stay on designated paths at all times
- Do not litter
- Do not disturb plants, stones, eggs and chicks

YOU
ARE
HERE



Please respect our nature, as it is
fragile and should be protected
for future generations



Please respect the birdlife in
this area by walking on
designated paths and keeping
your voice down

TORLEIKA



Easy



the Faroe Islands
Unspoiled, Unexplored, Unbelievable

TAKK

