



The Original Fishing Village Sudureyri

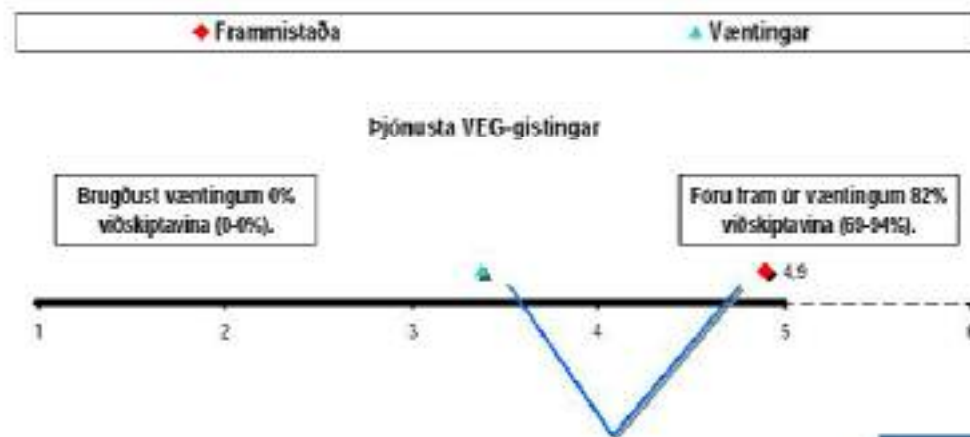
In the beginning

- In the year 2004 planning started to get an overall picture of what possibilities tourism in Sudureyri had to offer.



The working process

- 4,9 out of 5



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The working process



The outcome of this work was
The original Fishing Village Suðureyri



Sérstaðan

This connection between the tourists and the work life culture, by utilising what we have and getting the people involved is not offered elsewhere in Iceland.



The marketing campaign

- **Bobby fisherman from the original fishing village Sudureyri.**



The marketing campaign

- Bobby is an English itinerant worker
- Bobby's role is to create interest for the destination and make people smile so happy people leave the village in satisfaction
- Different pictures
- Cartoon strips will be made and they will be distributed to the media as amusement



The marketing campaign



The marketing campaign



The marketing campaign



The marketing campaign



The marketing campaign



FRYSTIVARA

VEIÐI
STÖNG

Sjónvarporpið Suðureyri
The original fishing village



686600535069 5

Veiddistöng, 45 ml/30g. Frystivara -18°C
Innihald: Vatn, sykur, hjúpsúkkulaði, ávaxtaþykkni, bindiefni
(E322, E407, E410, E412 I, ýruefni (E471), stírnusýra (E330)).
Framleiðandi: Emmessis hl., Bláuháls 1, 110 Reykjavík

The marketing campaign



The marketing campaign



The marketing campaign



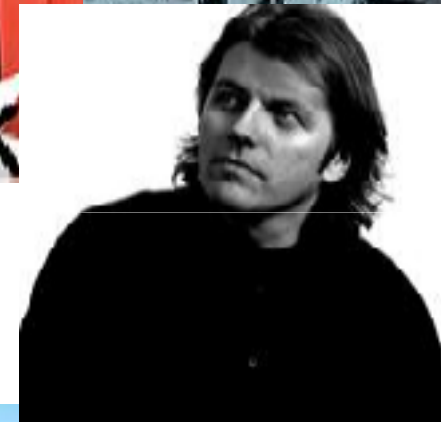
Finding a specific group

- Not everyone wants to come to Suðureyri – to tell the truth, there are very few people who have found a reason to come visit us
- The consultant agency Young & Rubicam have specialized in merchandise labelling and marketing for various destinations
- They have found out that there are seven types of lifestyle groups which people can be sorted into, and their different behaviour calls on different products, different approaches and different marketing



The lifestyle groups

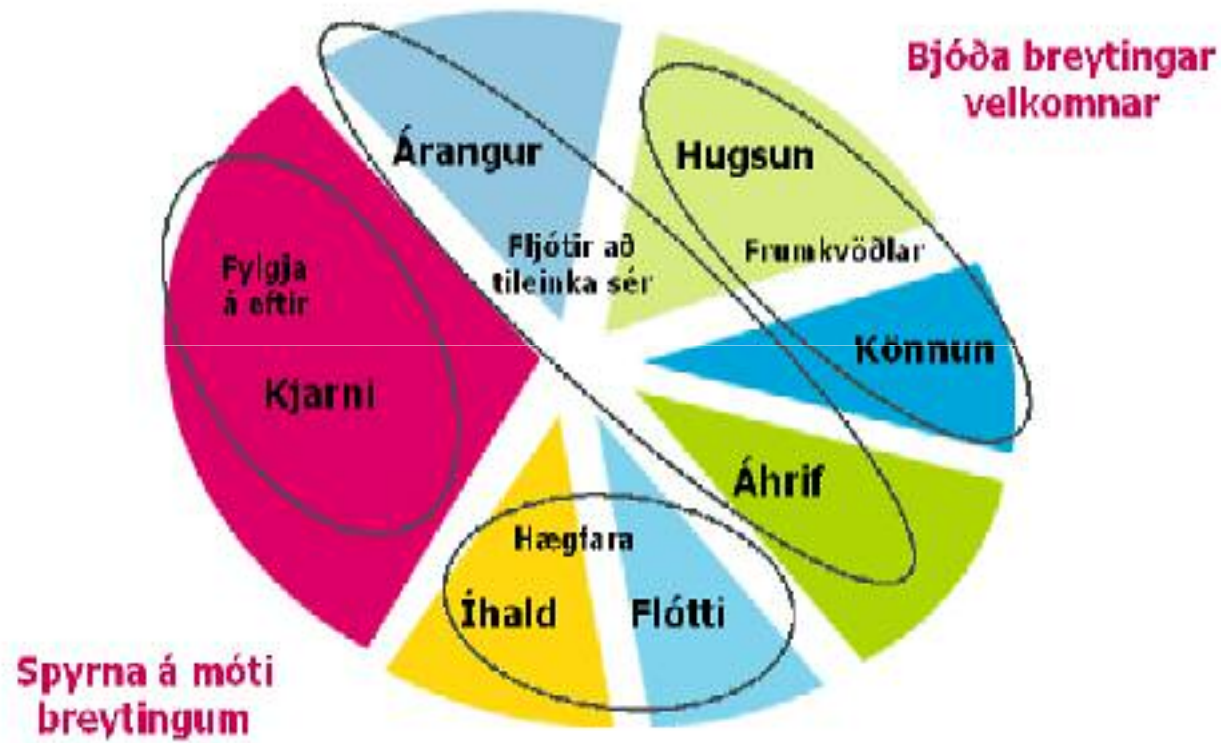
- Success = Árangur
- Explorer = Könnun
- Mainstream = Kjarni
- Reformer = Hugsun
- Aspirer = Áhrif
- Resigned = Flótti
- Struggling = Íhald



These groups come to the fishing village

- Mainstream
 - Want security and family values with secure bonds
- Explorers
 - Pushes away conventional methods, is curious and pioneers the way for innovation
- Intellectuals
 - Is self-sufficient and is characterized by self examination, self growth and honesty

Division of the lifestyle groups

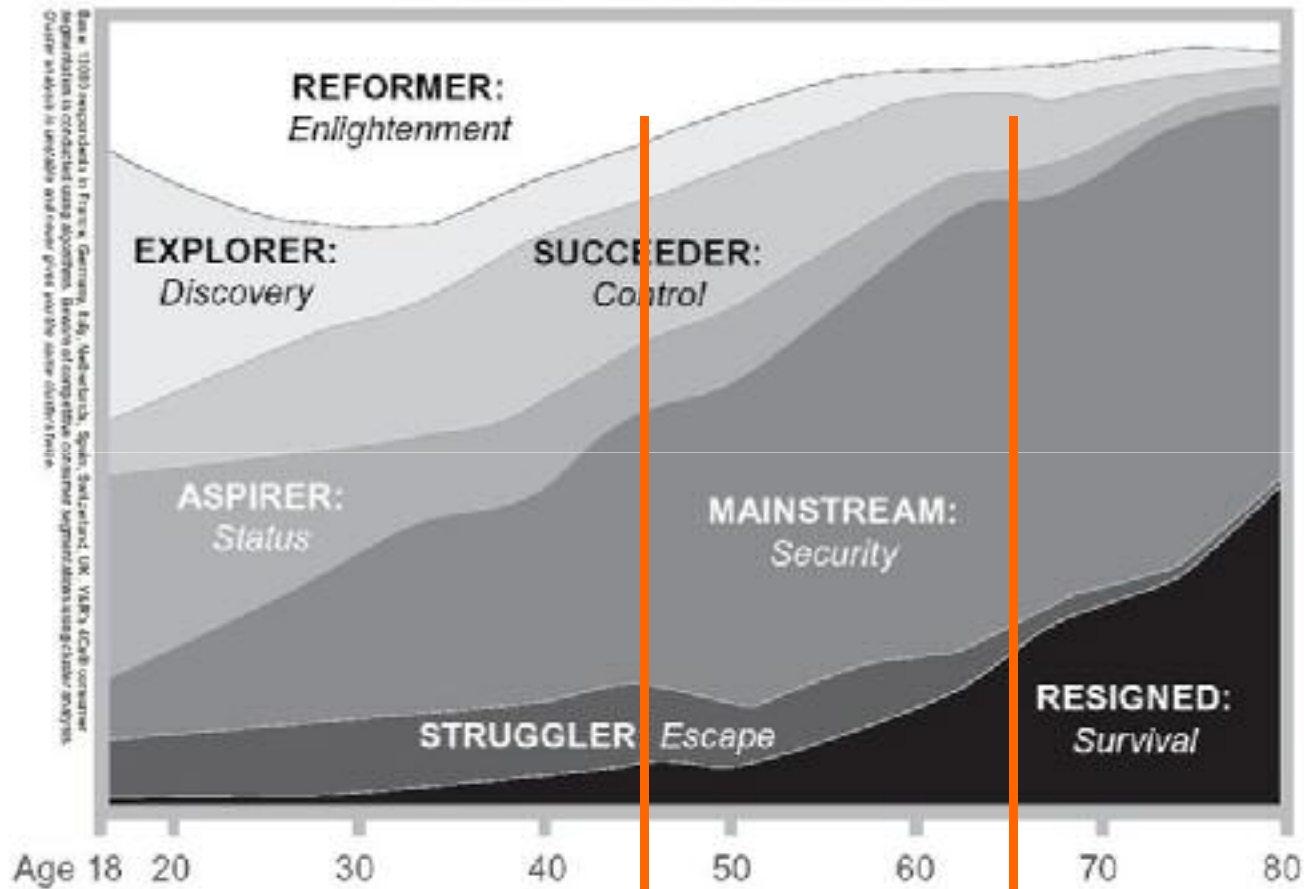


The picture shows the portions of the lifestyle groups and is an example about how they behave



Social groups in Europe, by age, from 18 to 80

The key motivation of each group is in italic



Bílaleigufólk

Skemmtiskipagestir

Madrid vs/ Suðureyri

Two different worlds but both need trademarks to distinguish themselves



Y&R



Y&R



Y&R

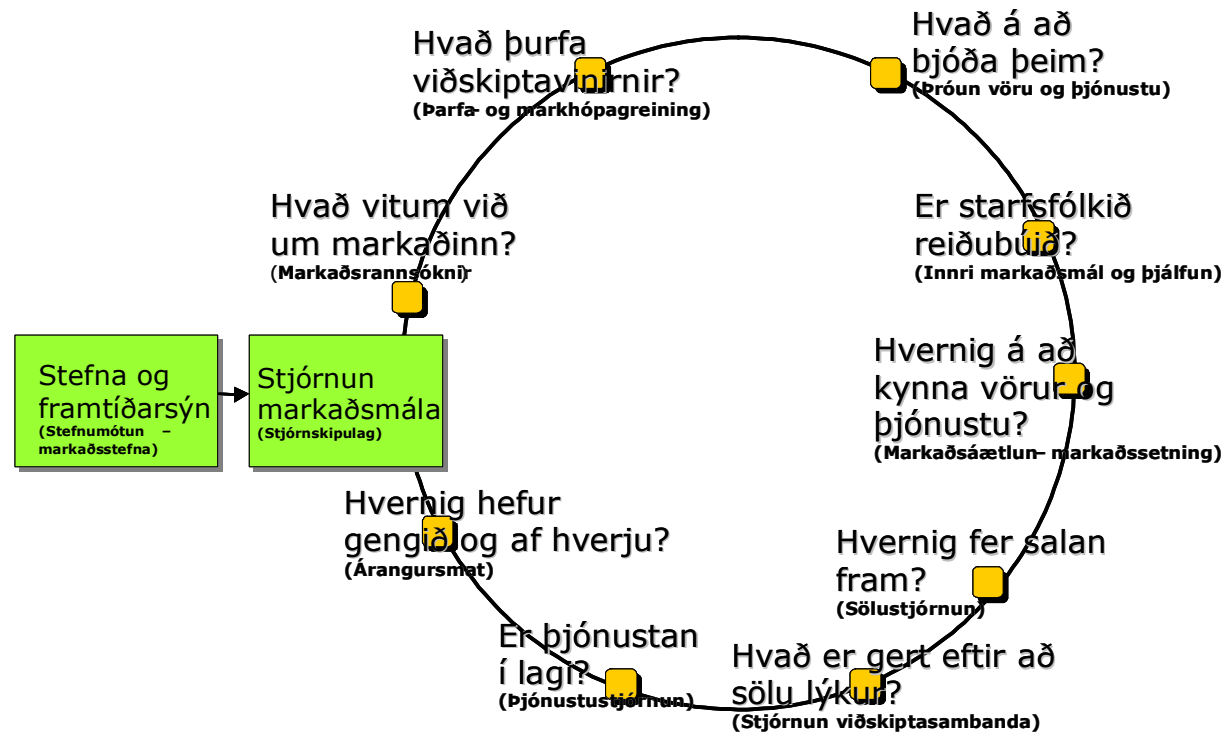


Y&R



Marketing issues with cooperative parties

Each and every service agency needs to recognize the lifestyle groups to better approach their needs by using the marketing ring below



Experience

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Experience

- -The experience in Sudureyri is based on presenting the village as it is in its modern form.
- -The experience is the life in and around the village and the project is based around making the village more accessible and camera friendly
- -The experience is education and involvement.



Education

- We want to educate our guests about the daily life in the village,



Participation

- Tourists have the option to participate in the villagers daily life's.
- Craft and commercial products connected to local life is also a big part of the overall picture.



Teamwork

The company is open to everyone who wants to take part with stocks or sale of service.

- The idea is a team effort in which every interested party can take part in. By involving as many people as possible and assisting new parties to join the project, it is our belief that the end product will be better and the experience will be one joint and fun adventure.



Teamwork

- The plans are that about fifteen companys will have income directly from the project
- About half of them will be able to pay a large service fee to the project
- The collaboration is thought to be at least a three year constructive project



Income of the company

- Service agent pay a service fee to the company according to the service agreement
- Income from the sales of brand name products which are linked to the fishing village
- Grants from official funding
- Grants go directly to construction work but other income will be used to pay stockholders their part of the investment when the construction is complete.



The situation today

- The preparation work is almost complete and the project has reached the execution stage
- The project still needs to be completely financed, but sales of stocks in the business has begun



Citizens parliament

- Among other things, it says in the outcome of the citizens parliament of Isafjörður which was held in the spring of 2005 “The dream in a nutshell is to make Suðureyri a center for tourists who want to experience the original fishing village”.



Overview picture – destination and fisinghouse by the harbor



Example of a customer Product nr.1

Titill: Pöntun á gistingu

Frá: "Sudureyri.is"

<gistiheimili@sudureyri.is>

Dagsetning: fim, febrúar 16, 2006 3:22

Til: gistiheimili@sudureyri.is

Forgangur: Venjulegur

Nafn: Ed Minor Sími: 904 982 9949

Netfang: _____

Fjöldi gesta: 3

Fjöldi nátta: 3

Tegund herbergis: Room with bathroom -

Morgunverður: yes

Komudagur: 10 apr 2006

Sérstakar óskir:

Skoðunarferð í fiskvinnslu: Yes

Sjóferð: Yes



Example of a customer Product nr.2

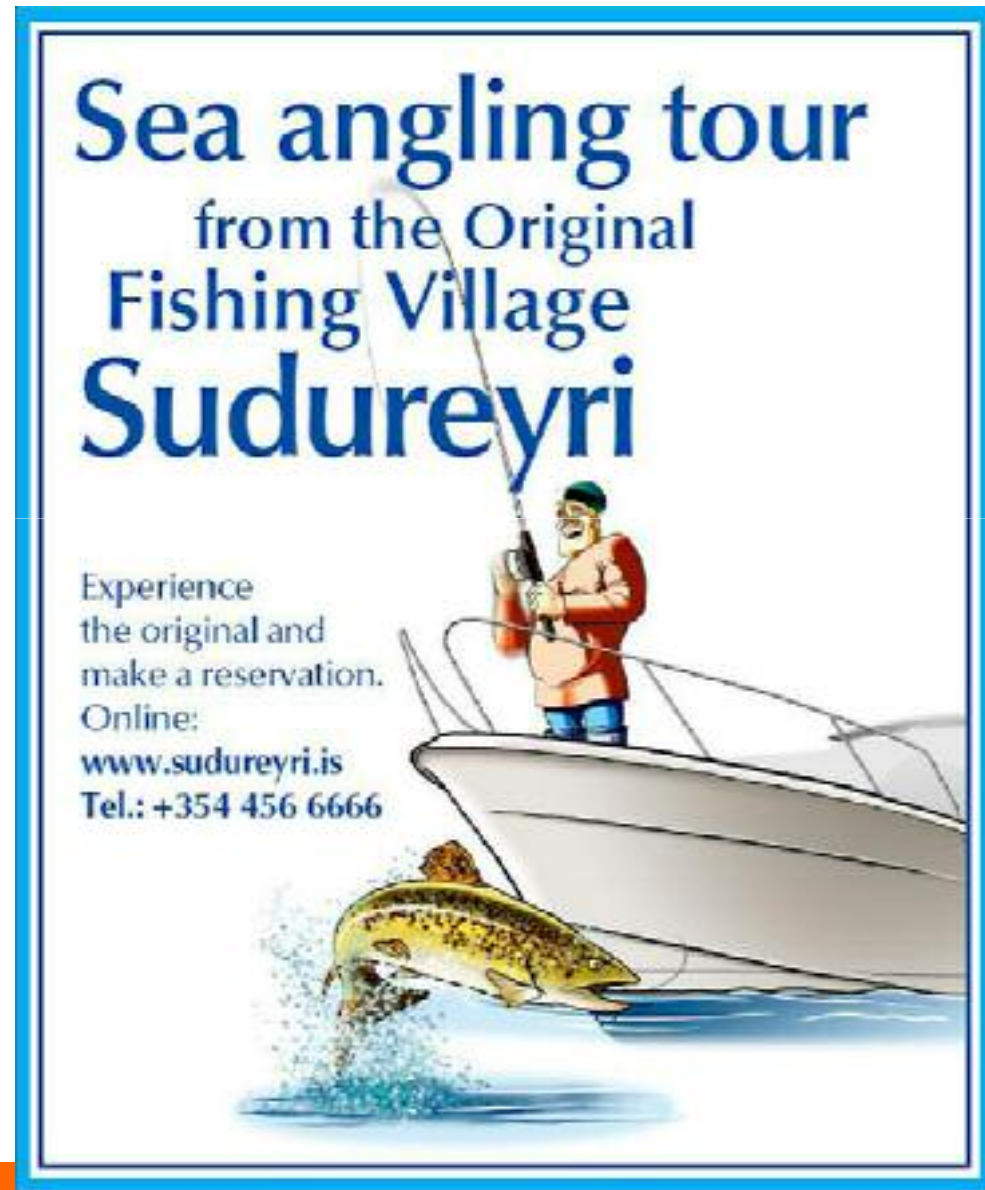
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A trip to the fishing village

A bus stops by a rest area and there is a “village walk” which includes a stop in the fish processing plant and then a fun seafood banquet. The bus then collects the people and takes them to the lagoon so the guests can feed the cod and pat their heads.



Example of a customer Product nr.3

Fishermen in the village take turns taking the guests fishing. It is also possible to go fishing with a line or a jig and take part in working the fish aboard an Icelandic fishing boat.



Sea angling tour
from the Original
Fishing Village
Sudureyri

Experience
the original and
make a reservation.
Online:
www.sudureyri.is
Tel.: +354 456 6666

The advertisement features a blue border and a central illustration of a fisherman in a red jacket and blue pants standing on the deck of a white fishing boat. He is holding a fishing rod, and a large fish is shown jumping out of the water in front of the boat, creating a splash. The background is white.

Example of a customer

Product nr.4

Guests who only want to learn about the village can read information about life in the village at their destination and at the restaurant

It is also very popular to go swimming, have ice cream at Esso or go visit the fish in the lagoon.



Three known mistakes

- 1. Trying to do everything for everyone
- 2. Exaggerating expectation to unrealistic ability
- 3. To focus on the brand name and the slogan instead of the business plan.



Three main reasons for succes

- 1. teamwork
- 2. personal and specific service
- 3. stocks and financial profit.



*“Let’s make a dent
in the universe.”*

Steve Jobs



Thank you

