

# Promoting Reykjavík as a Tourist Destination

## Authors:

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Kenny Rhodes, Rachael Sallie



**WPI**

**REYKJAVÍK  
LOVES**

**#reykjavikloves**

# Meet the team

**Coulter Ralston**  
Biomedical Engineering  
Major

Massachusetts, USA



**Sam Grillo**  
Robotics Engineering Major  
&  
Visual Art Minor

Massachusetts, USA

**Rachael Sallie**  
Computer Science Major  
&  
Interactive Media & Game  
Development Minor

Pennsylvania, USA



**Ken Rhodes**  
Computer Science Major  
&  
Robotics Minor

Massachusetts, USA

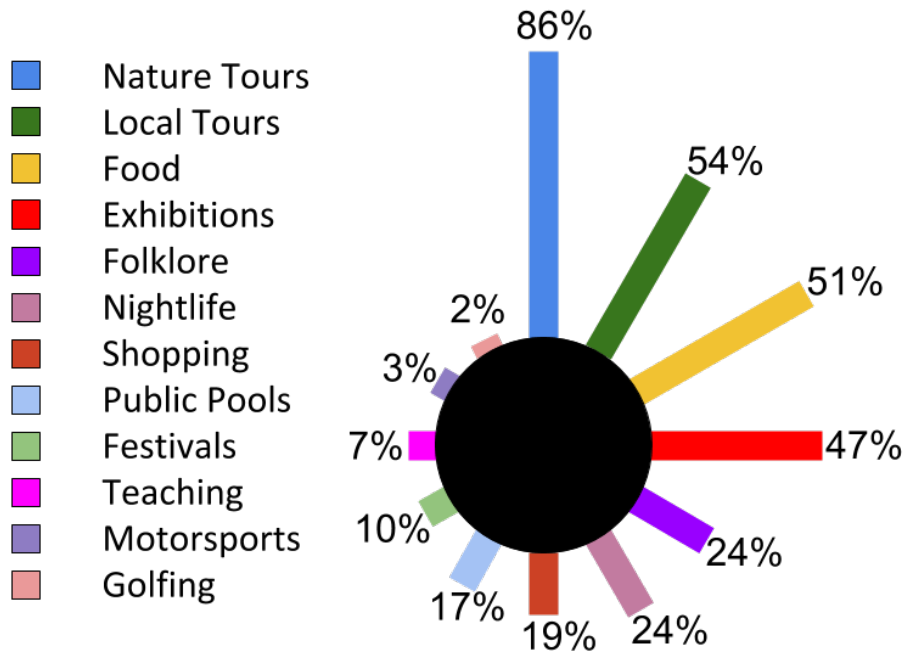
# Visit Reykjavík encourages tourists to spend more time in Reykjavík and take part in local activities



3 Coulter

# Tourists are interested in a variety of events


Activities Tourists are interested in while in Iceland (n=68)




**Tourists face  
challenges when  
locating information  
about events**



# Overabundance of nature event advertisements

**What's On** Tours Airport transfer Car rental What's On ISK  0

PURCHASE VIA  TOURDESK

Duration:  Region / Starts from:    Best price guarantee

## Tours and Activities

Showing (18) out of (741) tours  
[Clear all filters](#)

Price

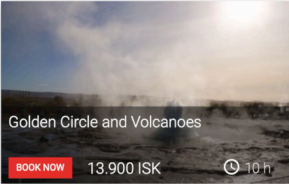
Best Of

- Best for Car Rental (6)
- Classic Tours (9)
- Seasonal (7)
- Unique & Exciting (8)

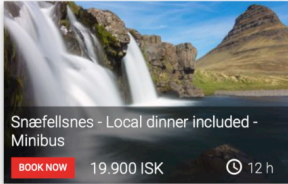
Travel Method

- Bicycle (5)
- Boat (52)
- Bus (100)
- Flying (36)
- Jeep / 4x4 (181)
- Mini Bus / Car (159)
- Other / Non-Travel (109)
- Self-Drive (58)
- Walking (41)

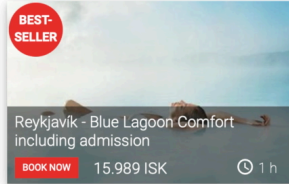
What do you want to see?




Golden Circle and Volcanoes  
**BOOK NOW** 13.900 ISK 10 h



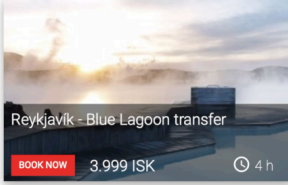
Snæfellsnes - Local dinner included - Minibus  
**BOOK NOW** 19.900 ISK 12 h



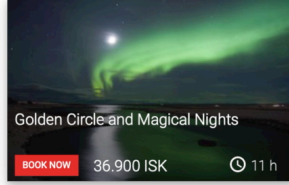
**BEST-SELLER**  
Reykjavik - Blue Lagoon Comfort including admission  
**BOOK NOW** 15.989 ISK 1 h



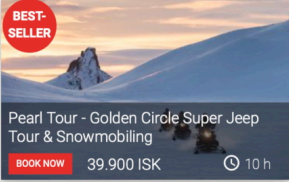
Northern lights - Minibus  
**BOOK NOW** 10.900 ISK 4 h



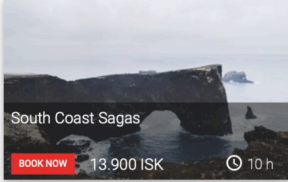
Reykjavik - Blue Lagoon transfer  
**BOOK NOW** 3.999 ISK 4 h




Golden Circle and Magical Nights  
**BOOK NOW** 36.900 ISK 11 h



**BEST-SELLER**  
Pearl Tour - Golden Circle Super Jeep Tour & Snowmobiling  
**BOOK NOW** 39.900 ISK 10 h



South Coast Sagas  
**BOOK NOW** 13.900 ISK 10 h



The Golden Circle & Friðheimar  
**BOOK NOW** 7.599 ISK 8 h

# Tourists are hampered by the language



# Event organizers encounter challenges when advertising





## Event organizers have limited resources

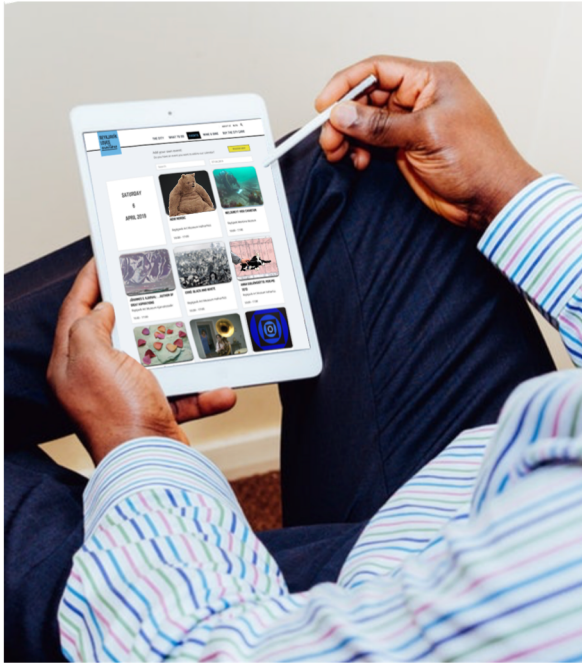
*“I do a lot here because it is a small office and when you are working with a small company you are doing everything...”*

- Solveig María Ívarsdóttir (Marketing and Events Manager)

***Visit Reykjavík* can become the bridge between event organizers and tourists with these recommendations**



# Improve the experience for tourists



**Effective Website Marketing**

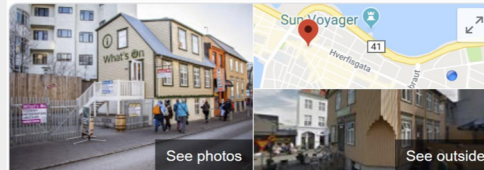
**Visual Organization**

**Innovative Features**

# Reach more tourists with Google Posts

MY BUSINESS PROFILE

GOOGLE POST



## What's On in Iceland - Tourist Information and Booking Centre

[Website](#) [Directions](#) [Save](#)

4.4 ★★★★★ 84 Google reviews

Tourist information center in Reykjavik

**Address:** Laugavegur 5, 101 Reykjavik

**Phone:** 551 3600

[Suggest an edit](#)

[Add missing information](#)

[Add business hours](#)

### Events

Sat, Feb 1  
12:00 PM Winter Lights Festival

# The homepage is a more effective landing page

REYKJAVIK  
LOVES  
visitors

THE CITY WHAT TO DO EVENTS WINE & DINE BUY THE CITY CARD

ABOUT US BLOG

How Much Reykjavik  
Can You Do in 24  
Hours?

THE CITY CARD

42%  
Bounce  
Rate

REYKJAVIK  
LOVES  
visitors

THE CITY WHAT TO DO EVENTS WINE & DINE BUY THE CITY CARD

ABOUT US BLOG

## CULTURE HILL

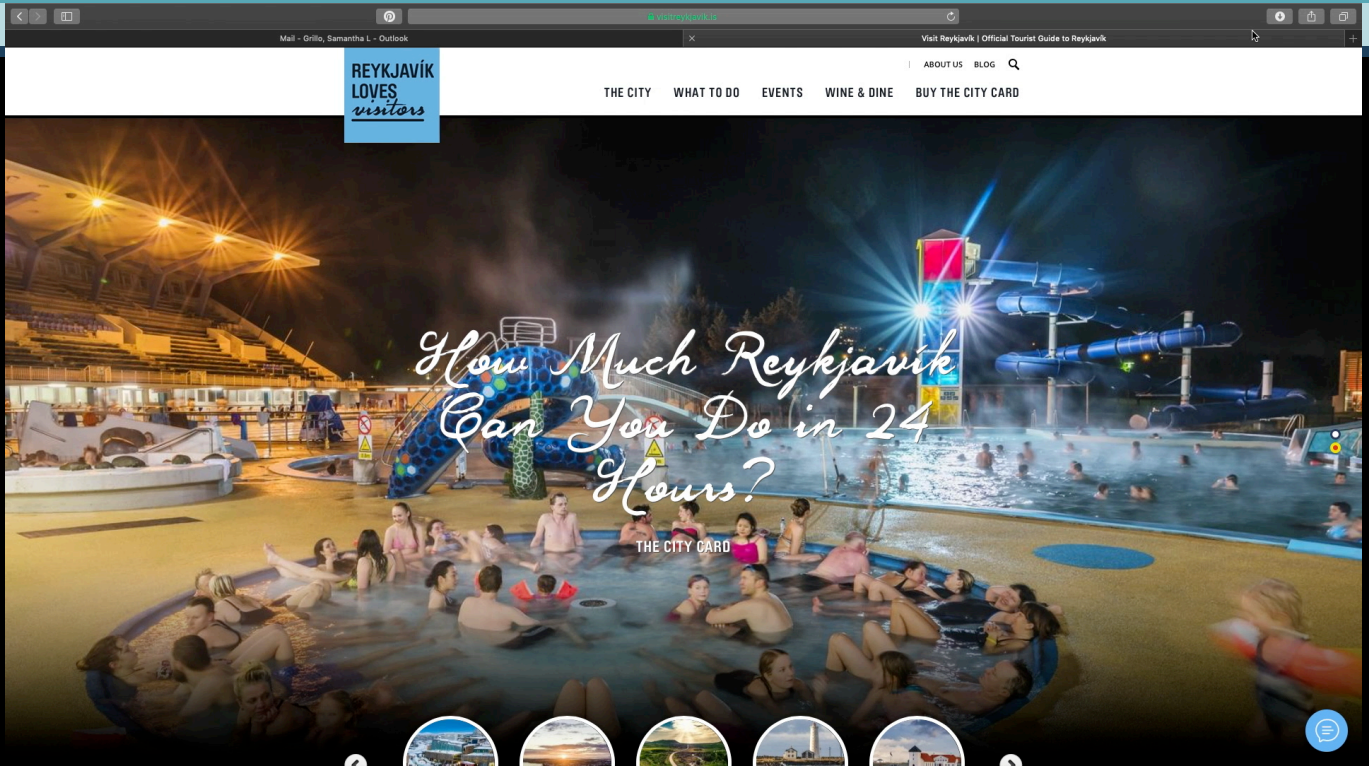


Welcome to Reykjavik Culture Hill, the easy way to experience culture and nature all in one stop. Conveniently located at the Hamraborg bus stop, the hill includes five unique cultural attractions within walking distance.

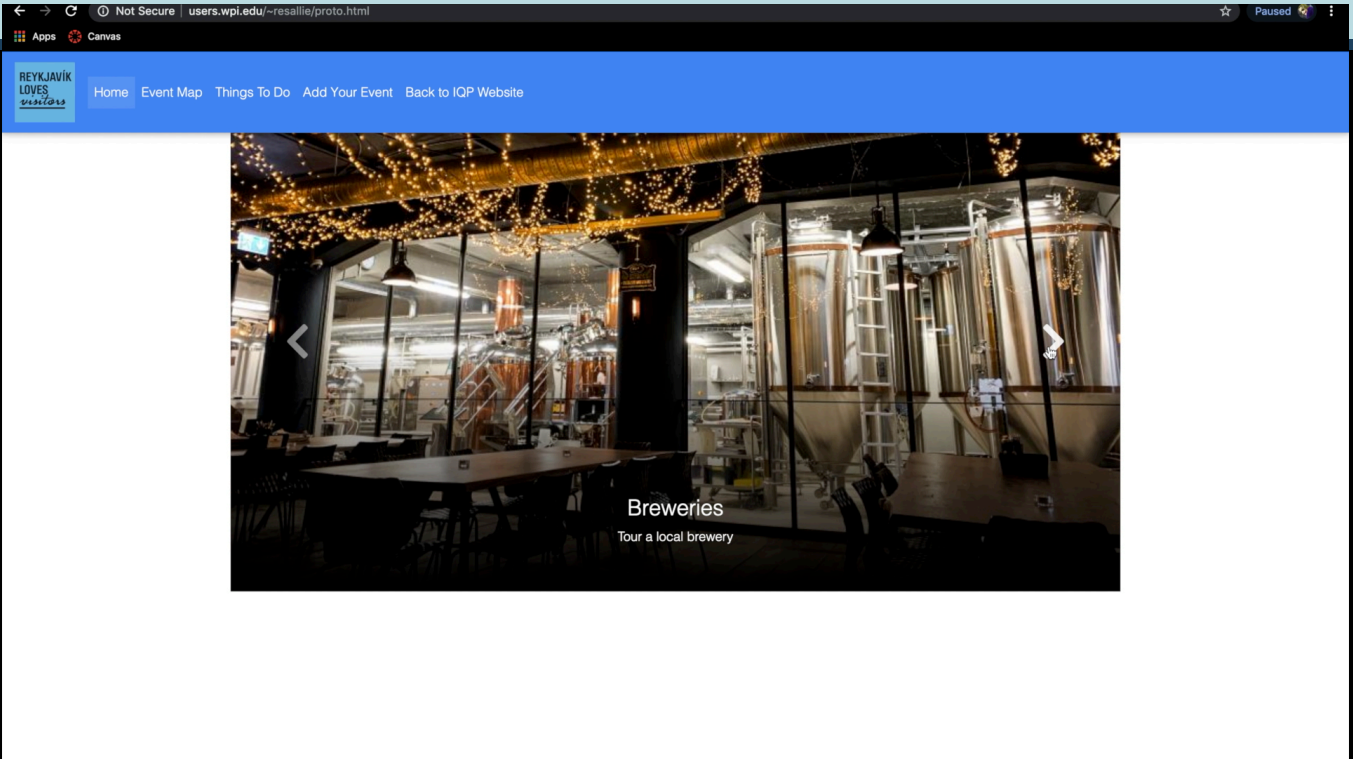
Enjoy the spectacular view from Kópavogskirkja Church. Dive into nature at the Natural History Museum of Kópavogur. Fill your senses with progressive contemporary art at the Gerðarsafn - Kópavogur Art Museum. Have a nice soak at Kópavogur Swimming Pool. And if you're lucky, attend a concert at the specially designed Sakurum Concert Hall.

72%  
Bounce  
Rate

# Current VisitReykjavik.is



# Use a longer image carousel on the homepage



# Use card carousels on the activities page

REYKJAVIK LOVES *seascapes*

Home Event Map Things To Do Add Your Event Back to IQP Website

Not Secure users.wpi.edu/~resallie/event.html

Apps Canvas

Filters

Price

- \$\$\$\$
- \$\$\$
- \$\$
- \$

Categories

- Food 10
- Bars 7
- Museums 13
- Monuments 6

### Food

Reykjavik has an impressive number of quality restaurants, staffed with award winning chefs that create both imaginative and delicious cuisine.

[See More >>](#)

#### Sjávargrillid

A seafood grill in located at Skólavörðustigur 14 that serves many of Icelandic's traditional dishes with high-

[Read More >>](#)

#### Bæjarins beztu

Bæjarins beztu pylsur (English: The best hot dog in town) often shortened to simply "Bæjarins beztu", is a popular hot dog

[Read More >>](#)

#### Kattakaffihusid

Kattakaffihusid is Iceland's first cat cafe. We opened on March 1st 2018 but the first cat cafe opened in Taiwan in 1998 and

[Read More >>](#)

### Bars

Reykjavik's legendary nightlife, or "jammið" as the locals say, is certainly gaining a reputation for being one of the hottest places to party in the world today!

[See More >>](#)



# Implement filters on the activities page

The screenshot shows a web browser window with the URL `users.wpi.edu/~resallie/event.html`. The page has a blue header with navigation links: Home, Event Map, Things To Do, Add Your Event, and Back to IQP Website. A logo for 'REYKJAVIK LOVES SKAGAFJÖRÐUR' is in the top left. A 'Filters' sidebar is open on the left, showing 'Price' options (from \$ to \$\$\$\$) and 'Categories' (Food: 10, Bars: 7, Museums: 13, Monuments: 6). The main content area features two sections: 'Food' and 'Bars'. The 'Food' section has a sub-header 'Food' and a paragraph: 'Reykjavik has an impressive number of quality restaurants, staffed with award winning chefs that create both imaginative and delicious cuisine.' It contains three cards: 'Sjávargrillið' (seafood grill), 'Bæjarins beztu' (hot dog stand), and 'Kattakaffihúsid' (cat cafe). Each card includes an image, a title, a short description, and a 'Read More >>' link. The 'Bars' section has a sub-header 'Bars' and a paragraph: 'Reykjavik's legendary nightlife, or "jammath" as the locals say, is certainly gaining a reputation for being one of the hottest places to party in the world today!' It also includes a 'Read More >>' link.

Filters

Price

- \$\$\$\$
- \$\$\$
- \$\$
- \$


Categories

- Food 10
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[See More >>](#)



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Reykjavik's legendary nightlife, or "jammath" as the locals say, is certainly gaining a reputation for being one of the hottest places to party in the world today!

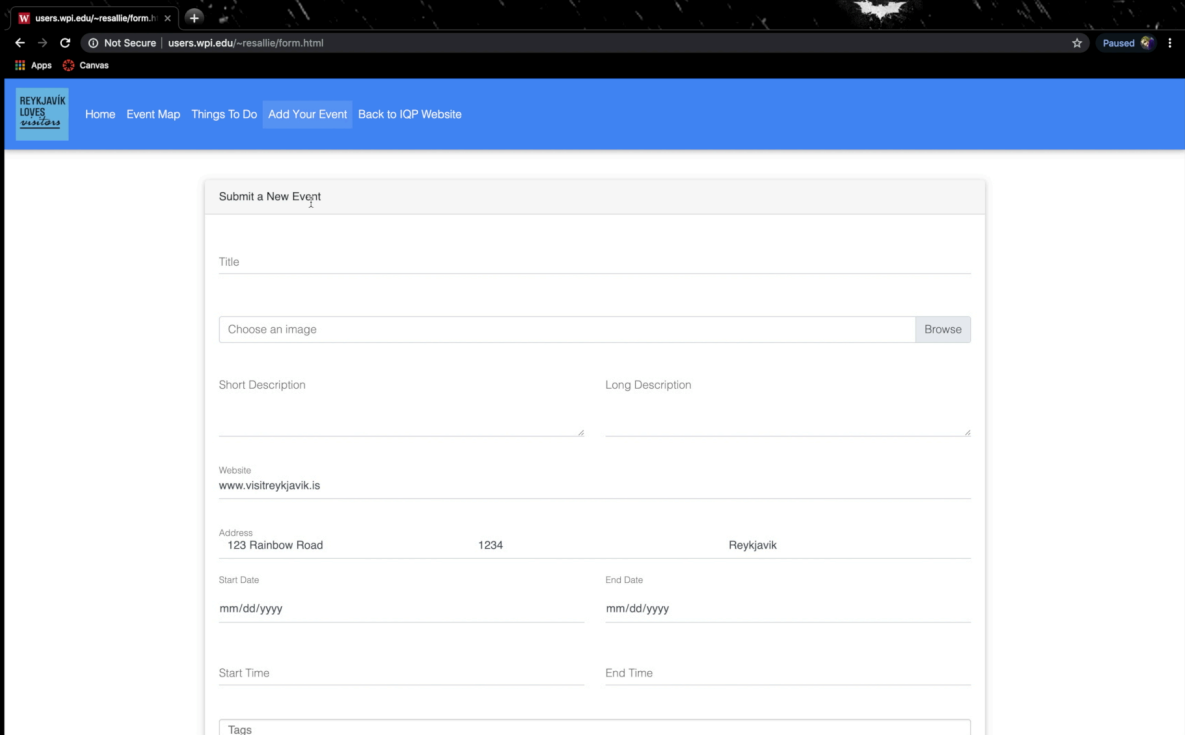
[See More >>](#)



# Improve the experience for event organizers



# Use an updated event form



The screenshot shows a web browser window with the address bar displaying "users.wpi.edu/~resalie/form.html". The browser's address bar also shows "Not Secure" and "Paused". The page has a blue header with the logo "REYKJAVIK LOVES SKATEBOARD" and navigation links: "Home", "Event Map", "Things To Do", "Add Your Event", and "Back to IQP Website".

The main content area features a form titled "Submit a New Event". The form fields are as follows:

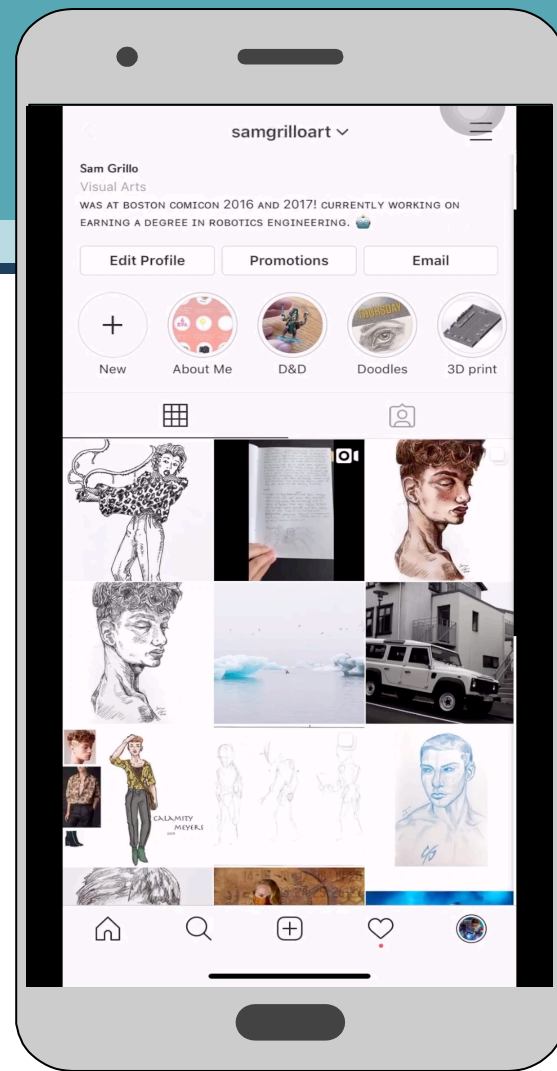
- Title:** A text input field.
- Image:** A text input field with the placeholder "Choose an image" and a "Browse" button.
- Short Description:** A text input field.
- Long Description:** A text input field.
- Website:** A text input field containing "www.visitreykjavik.is".
- Address:** A text input field containing "123 Rainbow Road", "1234", and "Reykjavik".
- Start Date:** A text input field with the placeholder "mm/dd/yyyy".
- End Date:** A text input field with the placeholder "mm/dd/yyyy".
- Start Time:** A text input field.
- End Time:** A text input field.
- Tags:** A text input field.

# Provide feedback

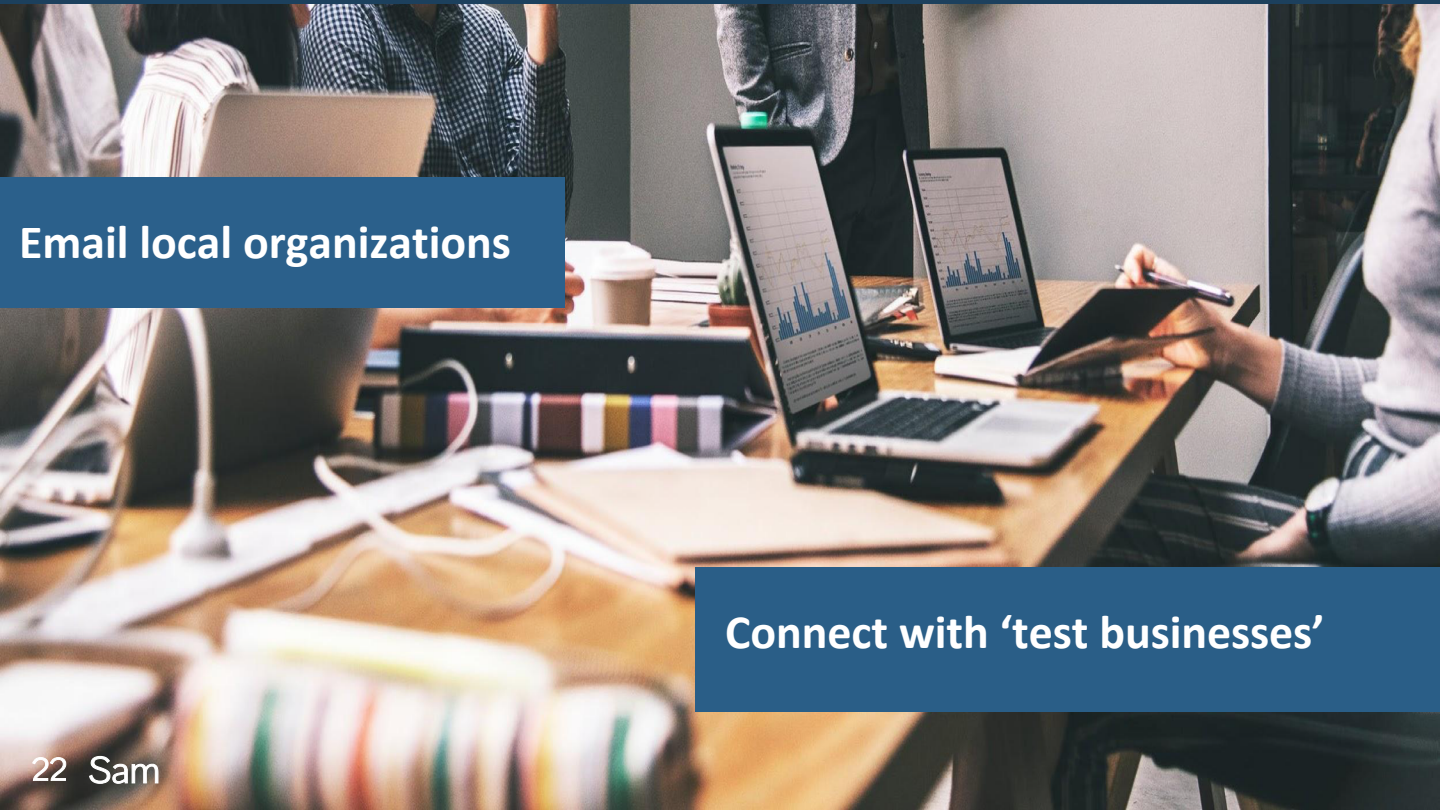
Provide statistics on the effectiveness of their post

Entice continued usage

Allows for analysis & improvement



# Reach out to event organizers



Email local organizations

Connect with 'test businesses'

# Consider the sustainability of our recommendations



**Role Model City - Identity & Values**

**Smart City Development - Sustainable tourism**

# Acknowledgments

Sponsor: Guðmundur Vestmann & *Visit Reykjavík*

Advisors: Fred Looft & Ingrid Shockey

*Worcester Polytechnic Institute* for the opportunity

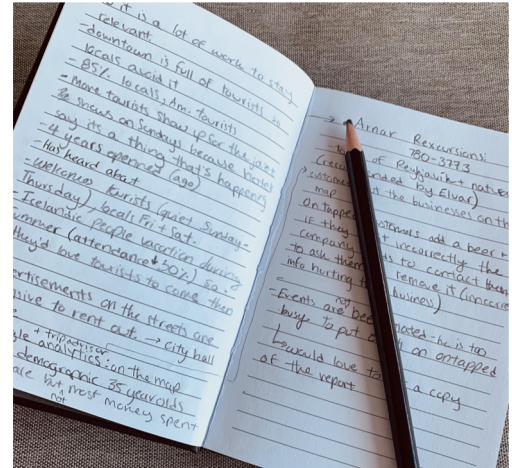


# Thank You!



# Supplemental Slides

# Semi-structured interviews



# Surveys of Tourists

You can contact us:  
Collectively at [gr.A19visitevents@wpi.edu](mailto:gr.A19visitevents@wpi.edu)  
Individual emails:  
Sam Grillo [sgrillo@wpi.edu](mailto:sgrillo@wpi.edu), Coulter Ralston [cralston@wpi.edu](mailto:cralston@wpi.edu)  
Rachael Sallie [rsallie@wpi.edu](mailto:rsallie@wpi.edu), Kenny Rhodes [karhodes@wpi.edu](mailto:karhodes@wpi.edu)  
Our advisors:  
Fred Looft [flooft@wpi.edu](mailto:flooft@wpi.edu) and Ingrid Shockey [ishockey@wpi.edu](mailto:ishockey@wpi.edu)

## Survey Questions:

- 1) How long is your stay in Iceland?
  - Less than a day
  - A day
  - Two to Three Days
  - Four days to a week
  - Greater than a week
- 2) What is the purpose of your stay in Iceland? (Please check all that apply)
  - Leisure Vacation
  - Business Trip



Area of Focus	Recommendation	Existing Problem	Data Supporting	Effect of Solution
Enhance the user experience on the Visit Reykjavik website	Showcase a variety of events on the homepage	The current homepage has a carousel of only two images, which we feel does not capture what the website contains. It has one is of Hallgrimskirkja and one of the pools.	<ul style="list-style-type: none"> <li>▪ The average amount of time a user is on your homepage is 2-3 mins.</li> <li>▪ The circles that overlay the carousel have a bounce rate of 70% + meaning they are ineffective.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Having a greater variety of images cycling through will advertise more types of events.</li> </ul>
	Utilize card carousels on the activity page	An overwhelming amount of data may be presented on a single page	<ul style="list-style-type: none"> <li>▪ “We are only a country of 400,000, why are there so many apps?” which expresses the overabundance of information in Iceland regarding tourism</li> </ul>	<ul style="list-style-type: none"> <li>▪ Tourists have fewer activities to look through at a time, so they will not be overwhelmed.</li> <li>▪ This also promotes user interaction, which will encourage the user to stay on the sight longer.</li> </ul>
	Install event filters	Visit Reykjavik wants to establish the city as a tourist destination but many of the city’s events get lost in the nature tour events.	<ul style="list-style-type: none"> <li>▪ On 13.4.19 we found 29% of the events page were nature tours</li> <li>▪ During late 2019 we found that 73% of events advertised on competing websites were not events within the city</li> </ul>	<ul style="list-style-type: none"> <li>▪ Having filters will allow tourists to consolidate their search to more specific types of events that cater to their interests</li> </ul>
	Utilize Google posts	More people should be using VisitReykjavik.is	<ul style="list-style-type: none"> <li>▪ 40% of the tourists we surveyed had visited VisitReykjavik.is</li> </ul>	<ul style="list-style-type: none"> <li>▪ If more people are using the website, people may find reasons to stay in Reykjavik longer.</li> </ul>

Area of Focus	Recommendation	Existing Problem	Data Supporting	Effect of Solution
Utilize Data to Assess Solutions	Create Google Conversions	Currently conversions are not implemented even though they are a powerful analysis tool	<ul style="list-style-type: none"> <li>Google Conversions allow a company to track website usage</li> </ul>	<ul style="list-style-type: none"> <li>This will allow you better understand what works for their website and what does not.</li> </ul>
	Make the homepage the primary landing page for your advertisements	Currently most people enter the website on pages that aren't the home page and then don't interact with the website	<ul style="list-style-type: none"> <li>The current most common landing page is the /culture-hill page and it had a bounce rate of 70%, while the home page had a bounce rate of 40%</li> </ul>	<ul style="list-style-type: none"> <li>People will see more of the website initially if they begin on the homepage, rather than if they start on a secondary page.</li> </ul>
	Provide feedback to event organizers	The Visit Reykjaik website does not provide event organizers information about how their	<ul style="list-style-type: none"> <li>Brygan and Bruggús currently gets feedback on their business from Untappd</li> <li>Gamla Bio expressed the data she gets from instagram and Facebook was valuable feedback and a feature</li> <li>"It was like, it took time and I did not see any results so I was like '[forget] this'. I will go spend my time elsewhere."</li> </ul>	<ul style="list-style-type: none"> <li>Event organizers will be more likely to continue to post on the Visit Reykjavik website</li> </ul>
Improve the experience for event organizers when they advertise through Visit Reykjavik	Develop a simpler event form	The form is currently tedious to fill out, and event organizers want it to be as simple as possible.	<ul style="list-style-type: none"> <li>"It felt like [the form] took a longer time than usual because you have to put everything in Icelandic and many categories and the text had to be a specific [amount of characters] and you also had to put the English version also".</li> </ul>	<ul style="list-style-type: none"> <li>A simpler form will encourage more event organizers to advertise their activities through Visit Reykjavik.</li> </ul>
	Reach out to event organizers	Event organizers have some experience with the Visit Reykjavik site already and may need to be convinced to try it again.	<ul style="list-style-type: none"> <li>"Yes we have used [Visit Reykjaik.is] but I am not sure how tourists using it ... Because last time we were using it, I felt like it was not very good, but maybe it's better now?"</li> </ul>	<ul style="list-style-type: none"> <li>There will be a greater variety of events on the website for tourists to see.</li> </ul>

