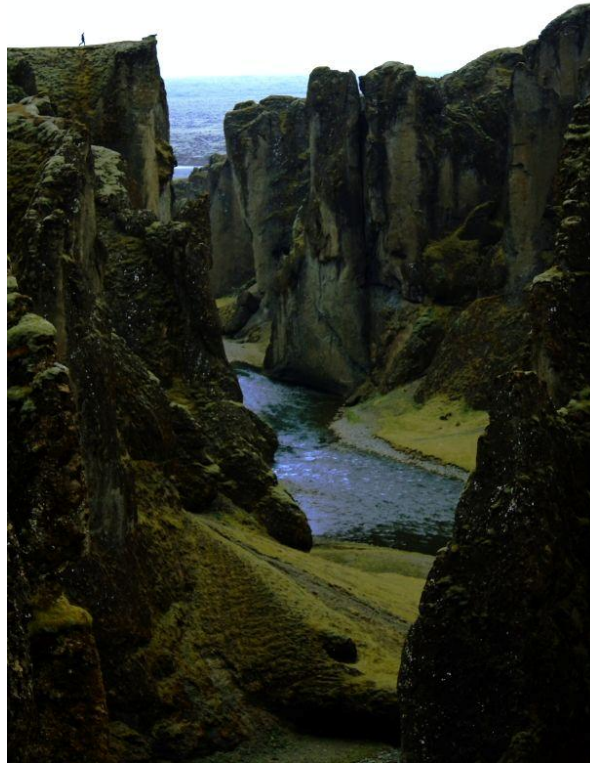


2012 Annual Report Katla Geopark (Iceland)



Fjaðrárgljúfur

A full time COO for the non-profit organization started work in January 2012. That was the first full time employee of the organization.

1. Katla Geopark got accepted to a IPA grant from the European Union as a regional development project – it got signed in June 2012 and has the aim to enhance sustainable regional development in the Katla Geopark area and to create employment opportunities for the local population through the promotion of geotourism.
2. Has been looking very much to inwards promotion, held 3 seminars on the philosophy of Geoparks for the inhabitants and businesses within the three municipalities and makin a plan for building up infrastructures and to make selected geosites more accessible.
3. KGP has taken part in different European projects – Northern Georoutes is a project that is designed to develop a high quality tourist offer and booking system for Geoparks

and aspiring Geoparks in the North. Nordic GeoGuide School II is another project developing the guiding skills of people in Katla Geopark.

4. Katla Geopark ran it's second Geopark week on 23rd to 29th of April 2012. The theme that week was Sveinn Pálsson naturalist in Vík who got a monument raised due to his 250 years anniversary. All the municipalities and many local businesses offered a good program.
5. Katla Geopark hired two persons for the summer season. Their tasks were:

Survey among tourists in the area, the goal was to map the pattern of spending within the park. It will provide baseline data for measuring the result of the IPA project.

Risk assessment and management for tourist destinations within the Geopark. In first stage 15 places were evaluated. Part of the IPA grant will be used for strengthening the infrastructure within the park. This project is a guidance and strategy planning for that work.
6. This year 5 tourist destinations/Geosites got new signs in collaboration with the municipalities within the geopark. The signs include information about geology, history and safety instructions for tourists.
7. Improving Fimmvörðuháls hiking trail which includes Magni and Móði, the craters that were formed in the eruption in 2010. The hiking trail covering 22 km has been improved in terms of signs and trail marking. This is one of the most popular hikes in Iceland.
8. A new brochure was made in English and Icelandic. It was distributed within the geopark and in tourist information centers in south west Iceland.
9. A new promotion Video was produced and the www.katlageopark.is is being remade
10. A survey was made in cooperation with stakeholders in the area. In order to get better understanding of the mind of the visitors and how we can better serve their needs
11. In August 2012 Katla Geopark got a tour operator license in order to be able to book and sell services for stakeholders in the area in the visitor centers. This is a first step in developing a travel agency in collaboration with stakeholders in the area.

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