

## *Staða og þróun ferðapjónustunnar*

Sjávarútvegsráðstefnan 2010

Hafsjór tækifæra

Grand Hótel Reykjavík, 6.-7. september 2010.

Erna Hauksdóttir



# Fjölbreytni ferðapjónustunnar

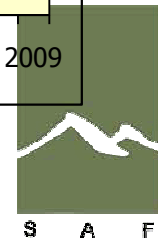
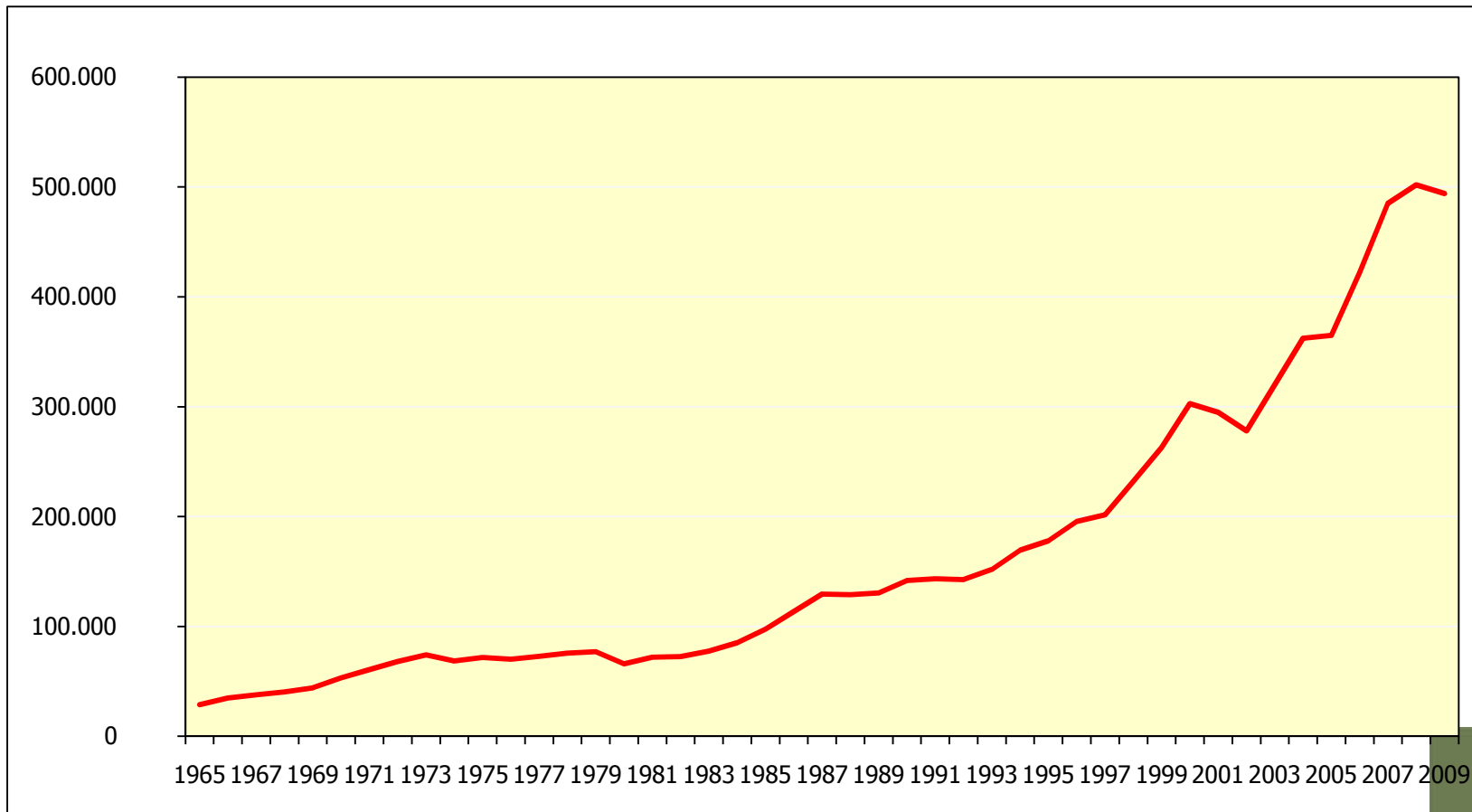
- Flugfélög
- Ferðaskrifstofur og ferðaskipuleggjendur
- Gististaðir
- Veitingastaðir
- Bílaleigur
- Hópbifreiðafyrirtæki
- Afþreyingarfyrirtæki



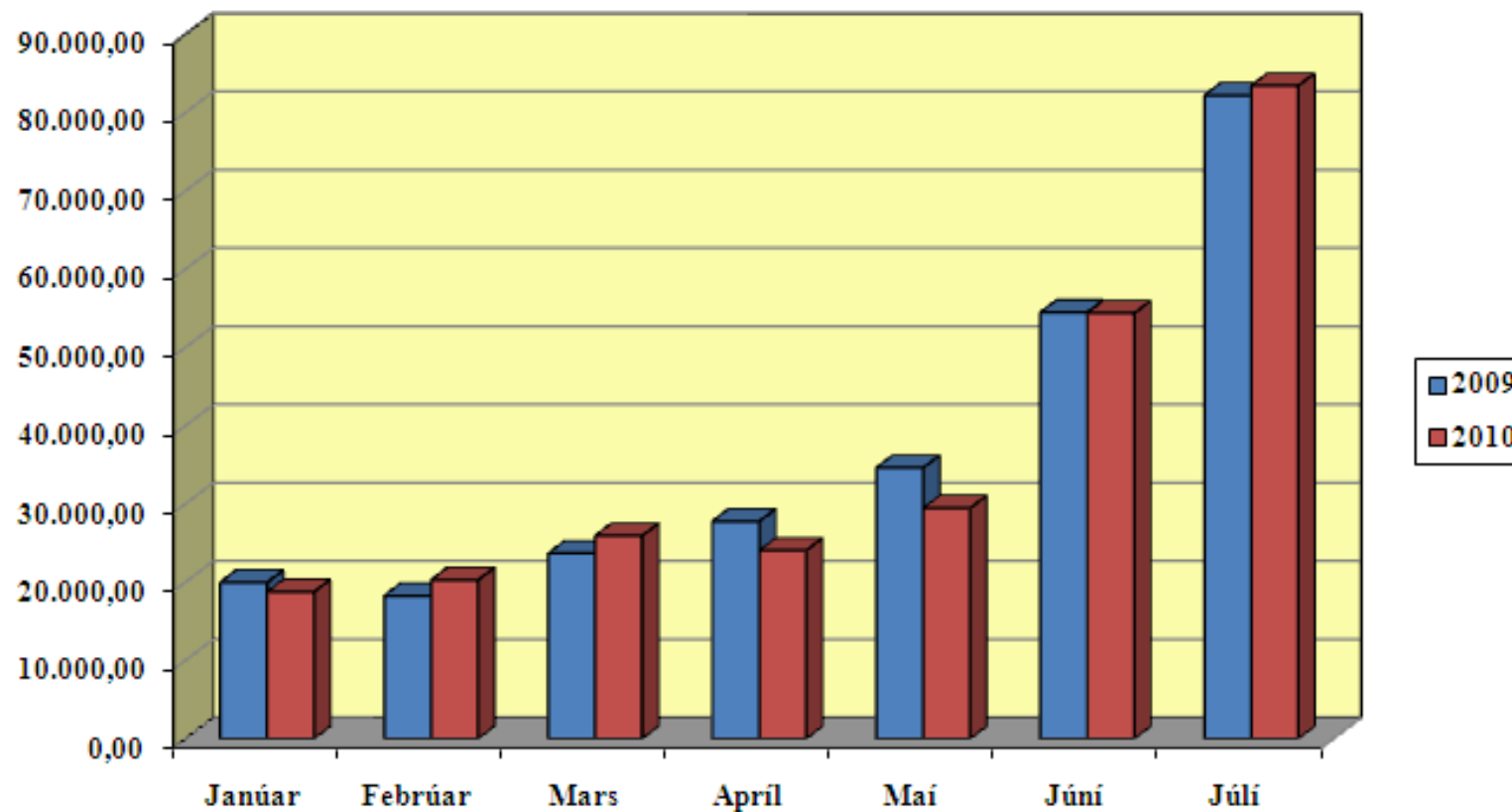
# Hvernig hefur ferðapjónustan þróast? Helstu málin



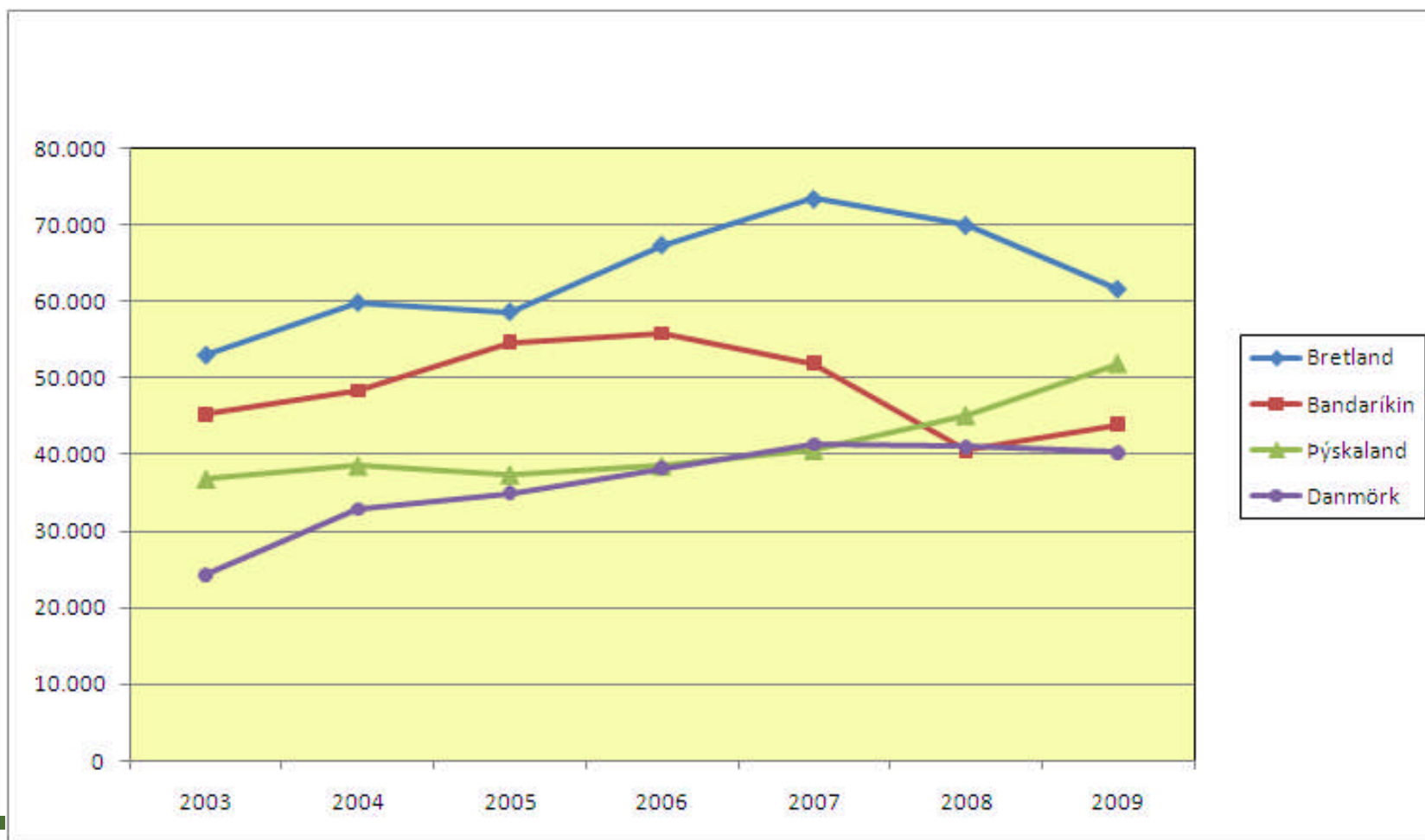
# *Fjöldi erlendra ferðamanna 1965 -2009*



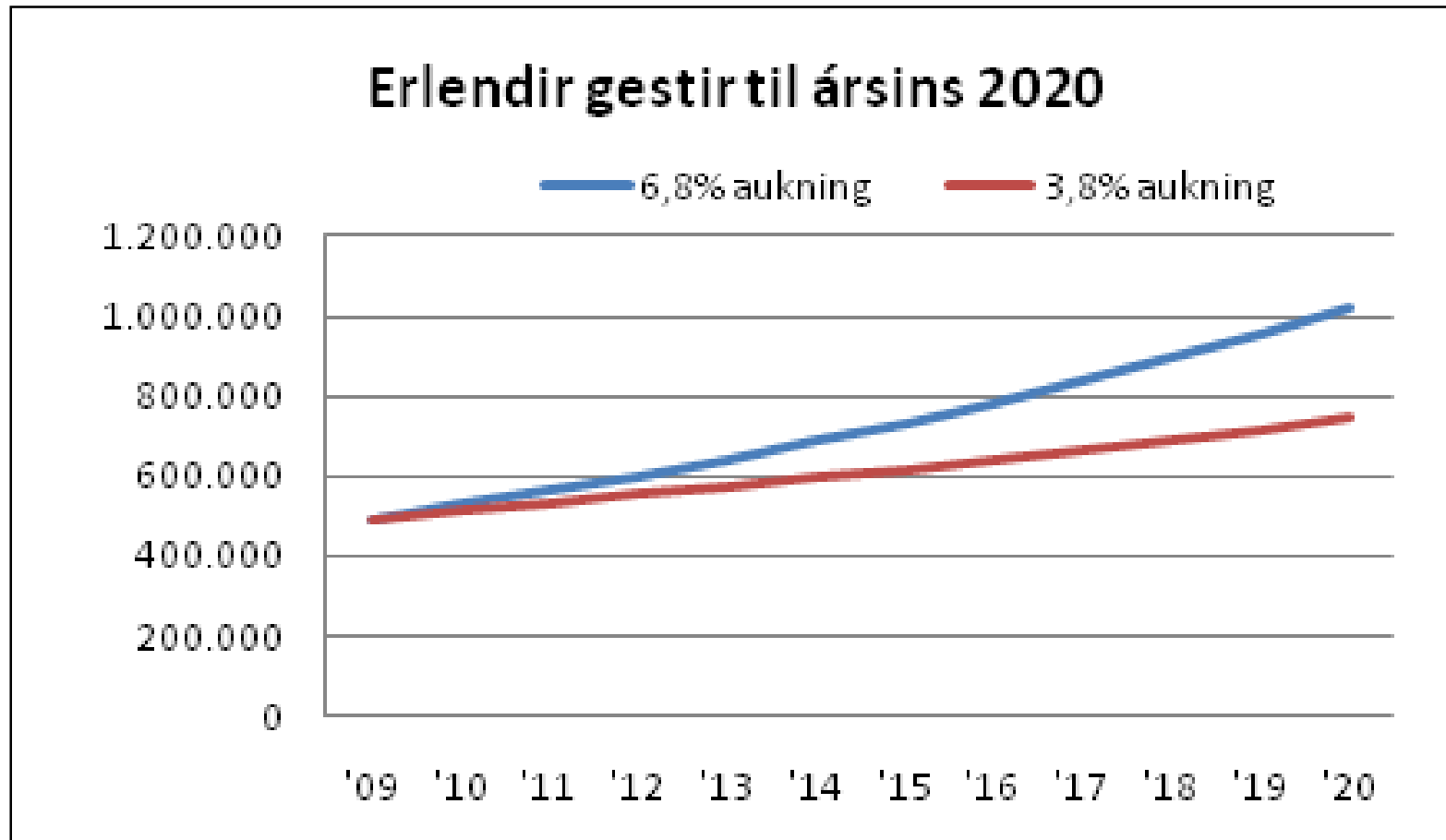
## *Fjöldi ferðamanna fyrstu 7 mán. - 2010*



# Mikilvægustu markaðirnir 2003 - 2009



# Árleg aukning erlendra gesta



# Skemmtiferðaskip



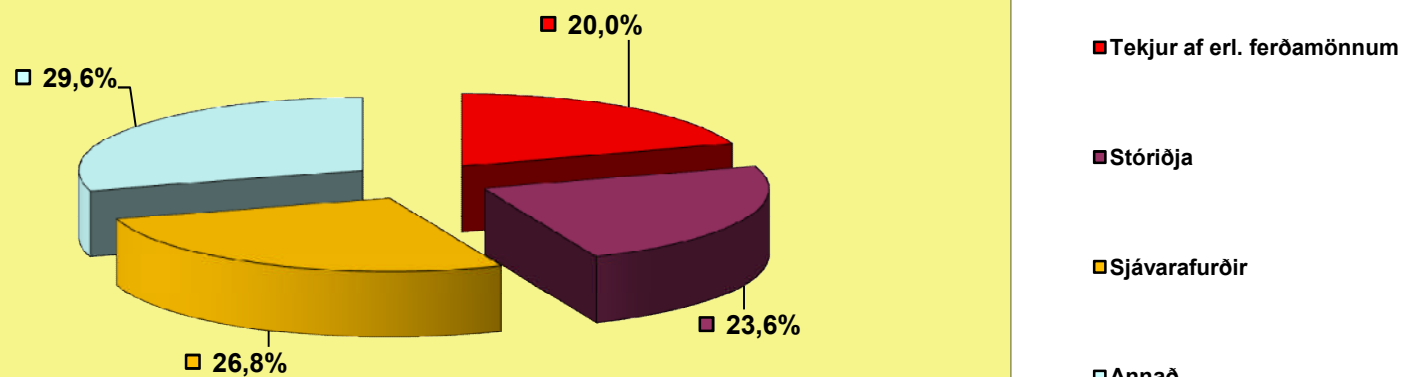


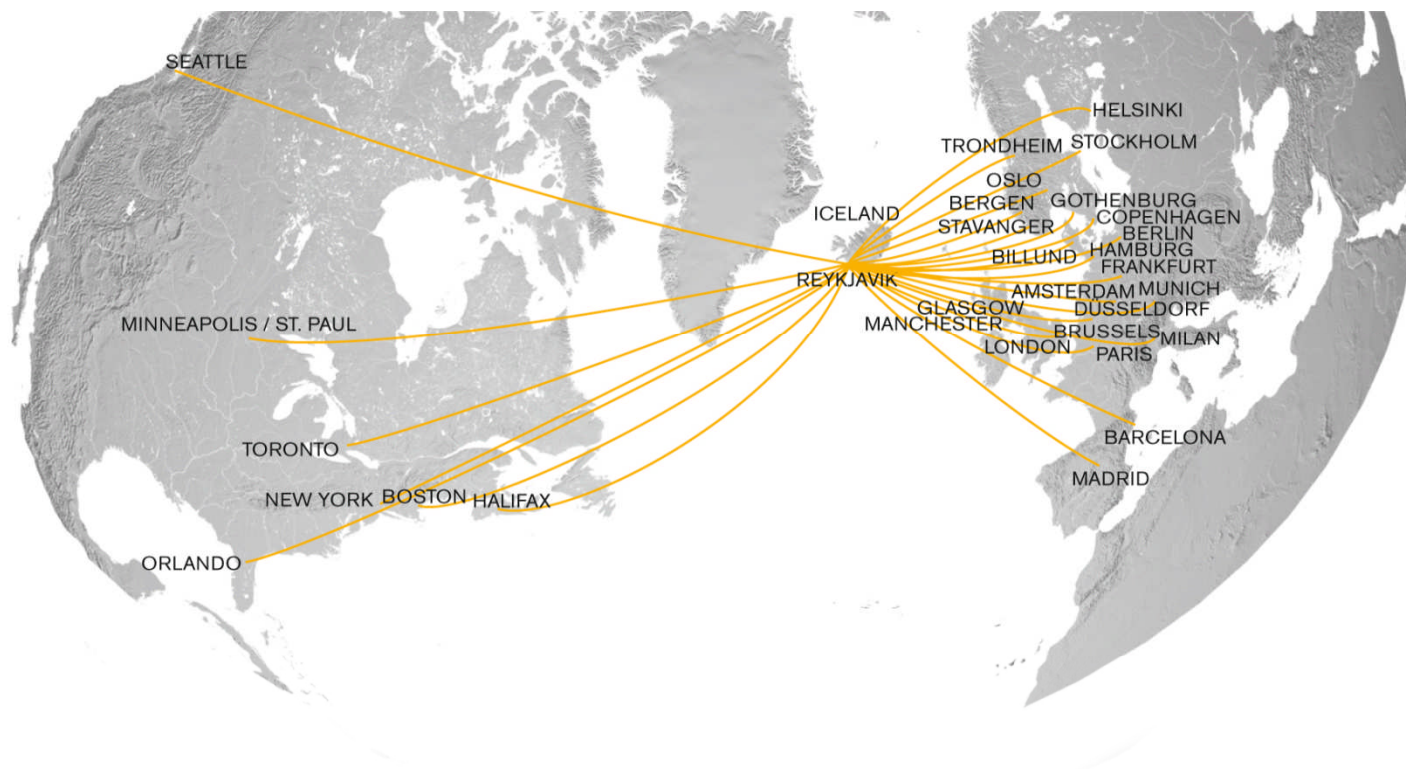
# Helstu útflutningsgreingar 2009

## Major export sectors 2009

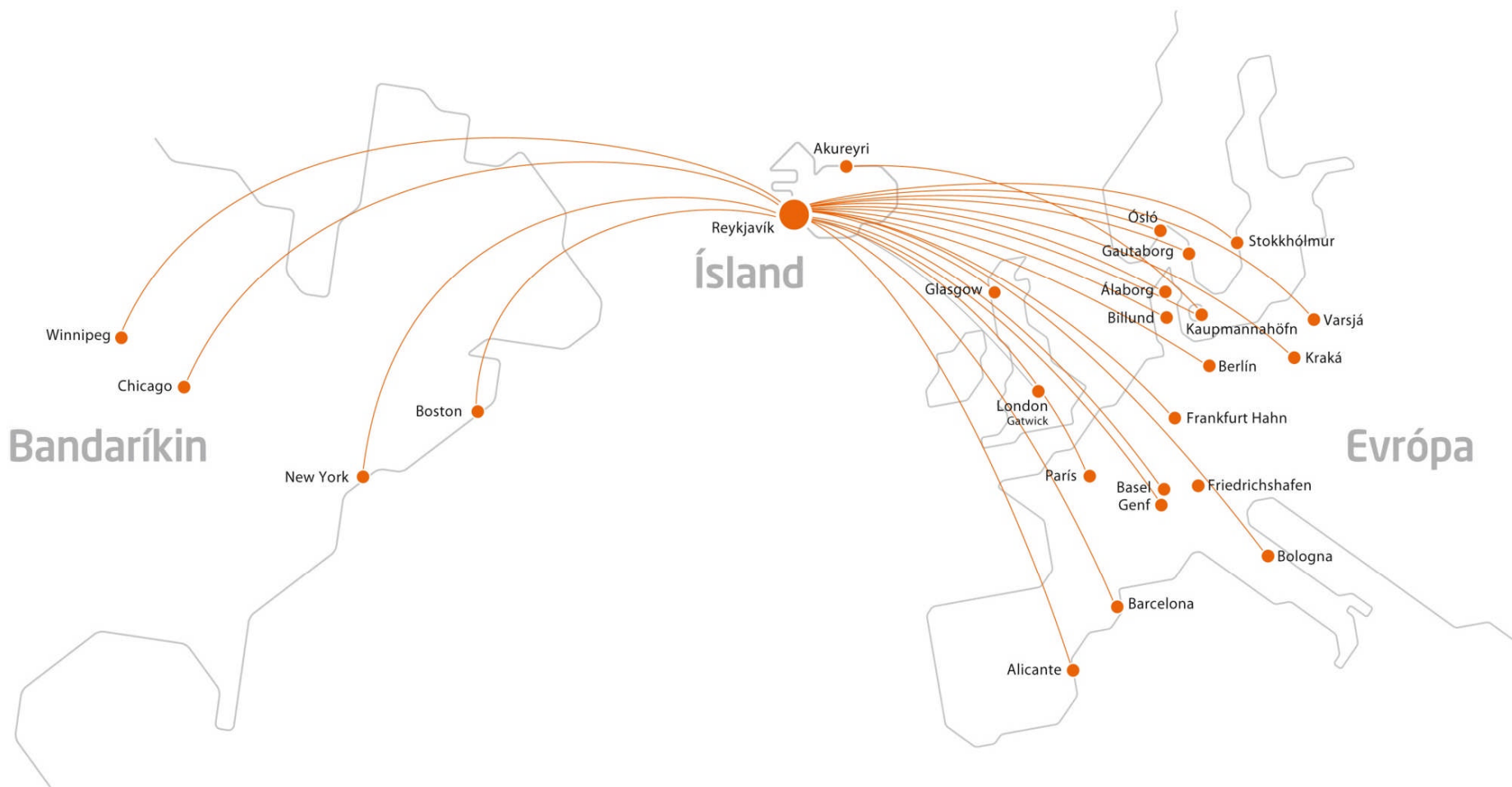
### Tourism Satellite Account - Estimate

Helstu útflutningsgreinar - major export sectors 2009





# Sumar 2011

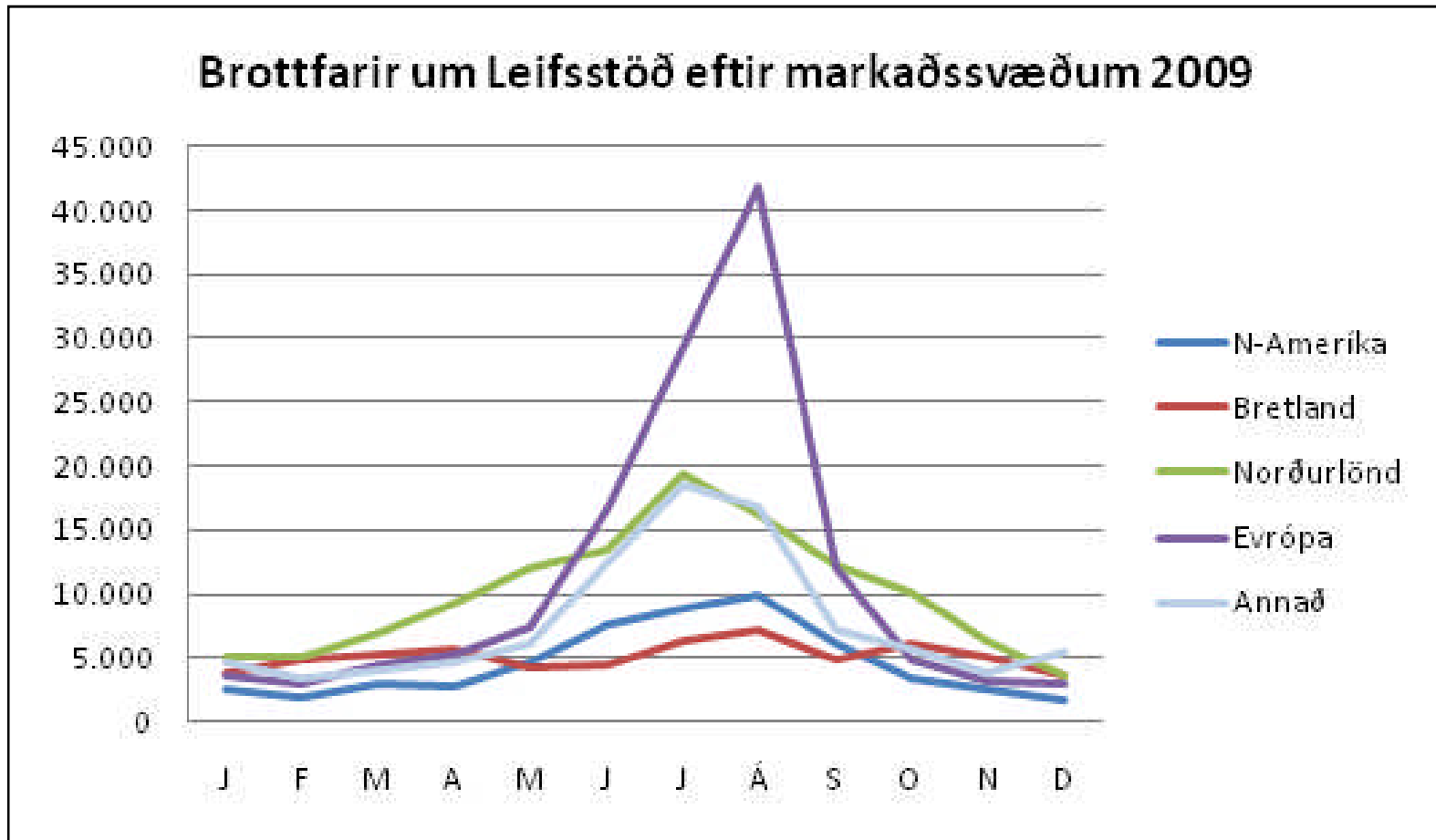


## *Helstu málin í dag*

- VETRARFERÐAMENNSKA
  - Heilsutengd ferðaþjónusta
  - Aukið ráðstefnuhald
  - Menningartengd ferðaþjónusta
  - Ævintýraferðir
  - Norðurljósín



# Árstíðasveiflan

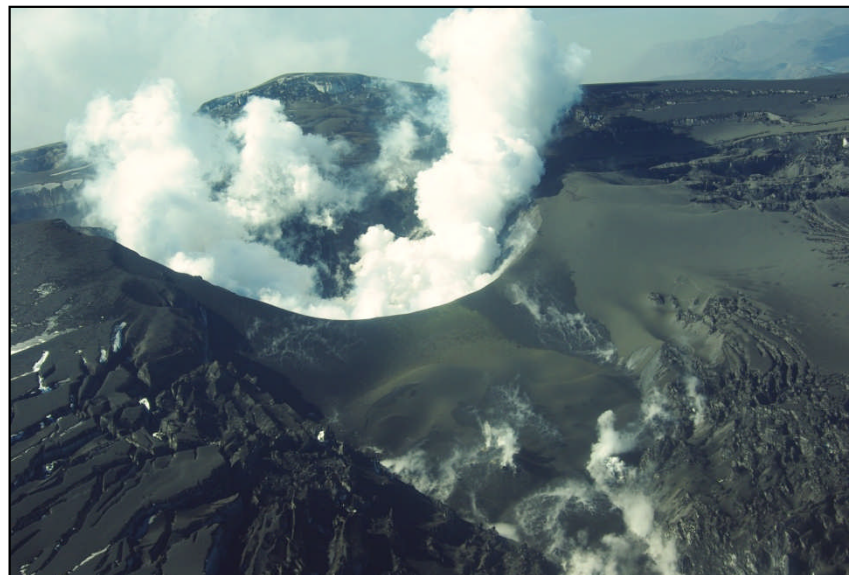


## *Helstu málin í dag*

- Íslandsstofa
- Gæða- og umhverfiskerfi í undirbúningi
- Viðhald á ferðamannastöðum
- Landnýtingaráætlun / Rammaáætlun um vatnsafl og jarðvarma



*Takk fyrir*



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