



## DIGI-TOUR-SKILLS

UPSCALING DIGITAL SKILLS IN THE TOURISM SECTOR

# CASE STUDIES



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# TURNING CRISIS INTO OPPORTUNITY THROUGH PAID ADVERTISING - “INSPIRED BY ICELAND” CAMPAIGN

Provided By: MATHEMAGENESIS IKE

## Overview

**Name:** “Inspired by Iceland” Campaign

**Location:** Iceland

**Type of Case Study:** Paid advertising in tourism marketing

## Introduction:

In 2010, Iceland faced a potential **tourism crisis** following the volcanic eruption of Eyjafjallajökull. With international travel interrupted and a negative image started to come up, Iceland wanted to rebuild its image and attract tourists once again. The “Inspired by Iceland” campaign, through a series of paid advertising strategies, turned this crisis into an opportunity of visibility.

## Implementation:

After the volcanic eruption, the Iceland government and tourism board launched the “Inspired by Iceland” campaign. By utilizing various **paid advertising** techniques such as **social media ads**, **digital ads**, and **appearances**, including from the then president of Iceland, the campaign was effective to restore Iceland's image as an attractive destination.

The campaign had a diverse set of marketing strategies:

**Social Media Ads:** Using social media ads, Iceland targeted potential tourists with aesthetic images on the country's landscapes, promoting it as a unique travel destination.



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**Influencer Partnerships:** Influential travel bloggers, celebrities, and even the then-president promoted the country.

**Utilizing Hashtags:** Iceland utilized Instagram, and created an instagram account as early as 2012, and asked people to share their impressions of the country with the #inspiredbyiceland hashtag.

## Key Insights:

What made this campaign successful can be summarized as follows:

**Crisis management through paid advertising:** The campaign turned a tourism crisis into an opportunity, showing the effectiveness of strategic marketing.

**Broad reach via multiple channels:** The Iceland tourism board utilized a wide variety of platforms, which is not only limited to digital media. The combination of social media, digital ads, and print media allowed Iceland to reach a wide audience across various platforms

Inspired by Iceland LIFE CULTURE BUSINESS TRAVEL EVENTS ABOUT

2 Oct Inspired by Iceland 3 minute read

### TASTE OF ICELAND SEATTLE

Experience the Taste of Iceland in Seattle from October 3 to 5. Enjoy Iceland's premier cultural festival and savor the best of Icelandic cuisine, beverages, music, comedy, nature, design, and wellness.



The final stop of the 2024 Taste of Iceland North American tour will be in Seattle October 3-5.

## Tangible Results:

The campaign successfully increased the **foreign visitors** between 2010 and 2011 by nearly **16%**.

*Image: In the present day inspiredbyiceland.com offers blog posts, information about life in Iceland and events that take place in the country.*

### A FULL ON ICELANDIC CULTURE FESTIVAL



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## Recommendations:

For tourism businesses looking to implement a similar strategy, here are actionable steps:

- **Utilize multiple advertising platforms:** Combine social media, digital ads, and mass media, and utilize influencer marketing to maximize reach and engagement.
- **Focus on storytelling:** Highlight unique aspects of your destination and create positive narratives that resonate with travelers.
- **Leverage on the heightened awareness during crises:** Use paid ads to quickly shift public perception and turn challenges into opportunities for growth.

## Source:

IPA Social Works . (2014). How social media rescued Icelandic tourism after the volcano explosion. Institute of Practitioners in Advertising. Retrieved from [https://www.marketingsociety.com/sites/default/files/ICELAND\\_CASE\\_STUDY\\_21\\_0.pdf](https://www.marketingsociety.com/sites/default/files/ICELAND_CASE_STUDY_21_0.pdf)



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