

# Staða og stefna Markaðsstofu Vesturlands

Magnús Freyr Ólafsson

Stjórnarformaður Markaðsstofu Vesturlands



Markaðsstofa Vesturlands

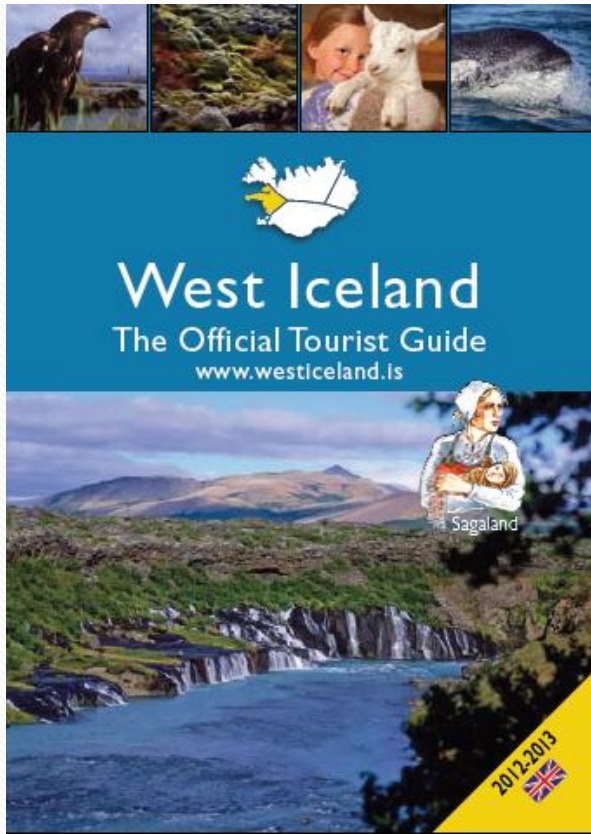


# Fjárhagsáætlun - tekjur 2012

Ferðapjónustufyrirtæki	7,3 milj.	19%
Ferðamálastofa (Ríkið)	10,7 milj.	28%
SSV	2,5 milj.	7%
Borgarbyggð	1,5 milj.	4%
Sveitarfélög - verkefni	5,0 milj.	13%
Styrkir - Vaxtars. Menningarr. NATA	10,3 milj.	27%
Aðrar tekjur - styrkir	1,0 milj.	3%
<b>Samtals</b>	<b>38,30 milj.</b>	<b>100%</b>



# Upplýsingabæklingur



# Borðkort - nýjungar

Sögunandið Vesturland  
West Iceland Sagaland  
Ferðaþjónustukort | Tourist Map



www.westiceland.is

Hymatung - Borgarfjaras 58-60 | 310 Borgarnes | +354 437 2214  
Info@westiceland.is | www.vesturland.is | www.westiceland.is



0 5 10 20km  
Mælikvæði / Scale: 1:500 000 | 1 cm = 5 km  
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# Borðkort bakhlið- nýjungar

Þéttbýlisstaðir á Vesturlandi  
Towns and villages in West Iceland



- SKÝHNGAR-LEGENDS**
- Lögreglustöð  
Police station
  - Spítali / Hjúkþing  
Hospital / Health care
  - Apótek  
Chemist
  - Kirja  
Church
  - Upplýsingastöð  
Tourist information
  - Telduvæði  
Camping site
  - Safe, sýning, setur, gestastofa  
Museum, exhibition, cultural centre, visitor centre
  - Íþróttavæði  
Sports area
  - Sundlaug  
Swimming pool
  - Golfvæði  
Golf course
  - Bátaverðir  
Boat trips



# WEST ICELAND SAGALAND



HVALFJÖRÐUR

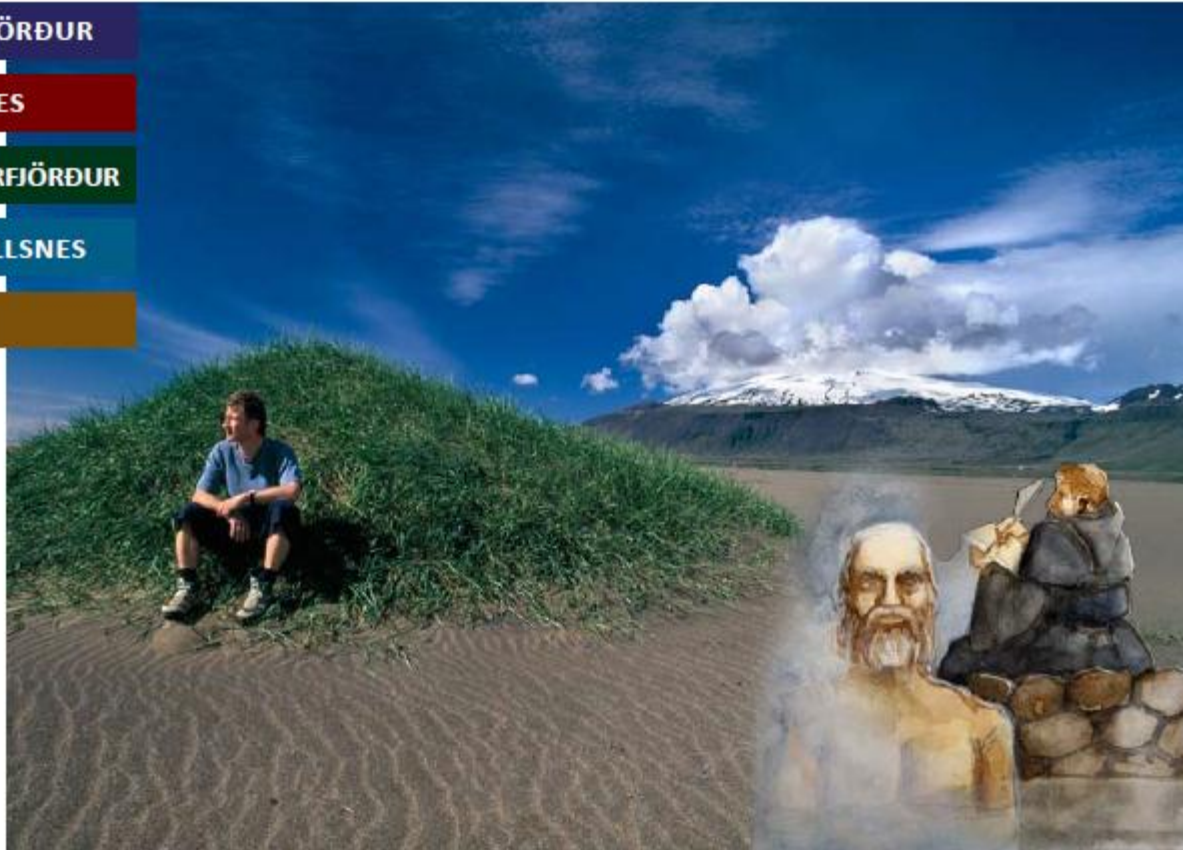
AKRANES

BORGARFJÖRÐUR

SNÆFELLSNES

DALIR

[www.westiceland.is](http://www.westiceland.is)



Markaðsstofa Vesturlands



# Stefnumótunarskýrslan

- Finnst í heild sinni á: [www.vesturland.is](http://www.vesturland.is) / Um Markaðsstofu Vesturlands
- Verkefni og líklegir samstarfsaðilar tilgreindir
  - Kortlagning auðlinda ferðaþjónustu á Vesturlandi
  - Viðhorfskönnun – ánægja og viðhorf erl. ferðamanna
  - Vegabætur og samgöngur
  - Fjölsóttir ferðamannastaðir – aðgengi og umhverfi



# Takk fyrir



Markaðsstofa Vesturlands

