

**Learning Journey -
Sense of Place Iceland's Culinary
Experience (SPICE)
2 – 8 June 2019**



PROGRAMME

Sense of Place - Iceland's Culinary Experience (SPICE)

2 – 8 June 2019

Sun 2 June:

Travel from London Gatwick (North Terminal) or Glasgow International Airport to Keflavik International Airport
Flight departure times:
13.10 – 15.10 London Gatwick Airport (North) – Keflavik. Icelandair FI471
14.40 – 16.10 Glasgow International Airport – Keflavik. Icelandair FI431

17.30 Guided Tour of the iconic Blue Lagoon. An Introduction and bathe.
19.30 Dinner
(<http://www.bluelagoon.com/>)
20.30 Transfer to South Iceland
Check in/accommodation Laugarvatn Hostel
(<http://www.laugarvatnhostel.is/>)

Mon 3 June:

Breakfast
09.00 Group briefing and case study time.
10.30 Introduction and bathe at Laugarvatn Fontana
(<https://www.fontana.is/>)
12.30 Site Visit to Efsti-Dalur (www.efstadal.is) – exemplar dairy farm diversification at work.
Farm to Table Presentation and Tasting Lunch
14.30 Site Visit to Gullfoss (<http://gullfoss.is/>),
Site Visit to Geysir (<http://www.geysircenter.is/>)
Free time, shopping etc.
17.00 Meet at Hotel Geysir
Introduction, aperitif, taste
Workshop 1 at Hotel Geysir:
Mary Tebbe, Chilterns Tourism Network – "Everyone wants a bloody experience!"
Dinner, meet Chef Bjarki.
Accommodation: Laugarvatn Hostel

Tues 4 June:

Breakfast and Check out
09.00 Case study groups at Laugarvatn Hostel
12.00 Site Visit including lunch at Friðheimar (<http://fridheimar.is/en>) commercial greenhouse project
15.00 Workshop 2 at Hótel Flúðir
Andrew Lloyd Hughes, Trutourism – Storytelling for visitors - turning the intangible to the tangible
16.00 Presentation and time to relax and enjoy geothermal bathing at the Secret Lagoon in Flúðir www.secretlagoon.is.
Free time
Dinner and Accommodation Hótel Flúðir
<http://www.icelandairhotels.com/is/hotelin/fludir>

Wed 5 June:

- Breakfast and check out
- 09.30** Case study groups
- 12.00** Site Visit and introduction to the Mushroom Farm followed by a buffet lunch in the Farmers Bistro
(<https://www.farmersbistro.is/farmers-bistro-eng/>)
- Seminar with our host partners, Háskólafélag Suðurlands/University Centre of South Iceland, Selfoss:
- Sigurður Sigursveinsson, Director of Háskólafélag Suðurlands/University Centre of South Iceland - Regional Development, Policy and Action, in South Iceland
 - Andrew Kojima, Executive Chef, Koj Cheltenham – No sushi please I'm Japanese
 - Laufey Guðmundsdóttir and Anna Valgerður Sigurðardóttir - Destination Management Plan in South Iceland – Process and steps to Implementation
 - Angela Tait, A Tait Tourism Consultancy – The Explorer's Road
 - Sara Robertson, ScotBeer Tours – Developing Stories
- Transfer and check in at Hotel Ork. <https://hotelork.is/en/>
- 20.00** Dinner and accommodation at Hotel Ork, Hveragerði

Thurs 6 June:

- Breakfast
- 09.00** Case study groups
- 11.45** Site Visit and introduction at NLF <https://www.heilsustofnun.is/en/>
- 12.30** followed by Lunch
- Workshop 3 at Hótel Örk
Melanie Sensicle, Melanie Sensicle Consulting - Product Development versus Authenticity
- Dinner at Skyggerðin Restaurant www.skyrgerdin.is
- Accommodation at Hotel Ork, Hveragerði

Fri 7 June:

- Breakfast and checkout
- 09:00** Travel to Reykjavik.
- Site Visit Iceland/Promote Iceland - Introduction
- Site Visit to Bryggjan Brugghús, introduction and lunch
<https://vimeo.com/257717146>
- Walk around Grandi the harbour area, shops and restaurants
<https://www.mustsee.is/hippest-neighborhood-in-reykjavik>
- Check in at Hotel Leifur Eiriksson, Reykjavik
<https://hotelleifur.is/>
- Project debrief
- Free time including dinner
- Accommodation at Hotel Leifur Eiriksson

Sat 8 June:

Check out and early transfers for departure

Return flights to London Gatwick & Glasgow International Airports.

Pick up point for hotel Leifur Eiriksson is at Bus stop 8, see map here: <https://www.re.is/media/map/BusStop8-Hotel-Leifur-Eiriksson.jpg>

Gatwick: bus pickup: departure time from bus stop - **05.00**
07.45 – 11.45 Keflavik – London Gatwick. Icelandair FI470

Glasgow: bus pickup: departure time from bus stop - **07.30**
10.30 – 13.50 Keflavik – Glasgow International. Icelandair FI430