

# TOURISM, CULTURE AND BUSINESS ICELANDIC TIMES

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**Bon Voyage Sea Baron!**  
**Rare Total Solar Eclipse**  
**Island Luxury**  
**Catch the Northern Lights All Year Around**

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# IT'S ALL ABOUT LOVING IT

Picture hunting in Iceland with the professional photographer Rafn Sig,-

The soft light of a sunset and dawn's freshness are part of the magic that the island exerts on hunters of the moment. For photographers, Iceland is among the most magical places in the world.

If you like to live your passion for taking stunning pictures under professional guidance, you should get in touch with 'Rabbi' Rafn Sig,- one of the big names among Iceland's photographers.

## Small groups, big chances

Being a professional tour operator, he knows that the best way to elicit secrets from the country is by travelling in small groups. "You have to be relaxed for landscape shooting," says Rafn, "everyone needs his time for a picture. And, after all, you want to enjoy the moment." He offers tours travelling in a comfortable Super Jeep four-wheel drive Mitsubishi, suitable for any highland trip.

He doesn't conceal the fact that photo hunting is still a lot of fun for him, even after 30 years of professional work. When he was a boy, he found places of incredible beauty in the highlands. Their special magic had to be captured and a lifelong passion was born. "It's all about loving it," says Rafn.

## Like-minded travelling companions

This professional photographer's pictures have been published all over the world. He likes to share his passion for travel with like-minded people. He offers customized, all year round photo trips and workshops range from a day to a fortnight long. When you join him in his adventures, he might have a few more secrets to share.

## Treasure Hunting

The winter, with only a few hours of daylight, is a particular challenge to any photographer. Long twilights, with sunny gold pouring over the hills, and nights when the sky is full of Northern Lights that appear to be closer than anywhere else, are a real treat and best to be enjoyed in a good group.

Rafn Sig,-

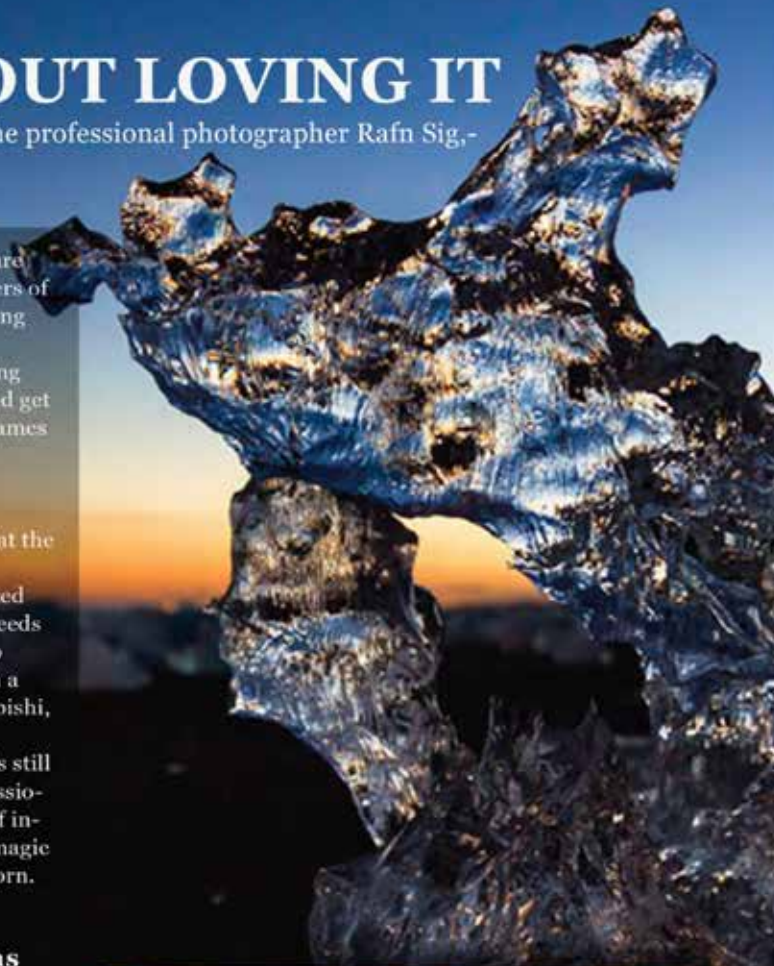
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Day tours / Photo and Photo Workshop tours / Winter Aurora and Ice Adventure



## REFRESHING Vík

*Halldór's Café satisfies locals and travellers alike*

Guests at Halldór's Café are greeted by the scent of steaming soup and freshly baked bread as they walk through the door. Across from Vík's shoreline with its black sand beaches, Halldór's Café serves dishes like soup of the day or salads with tuna, chicken or just feta, along with bigger meals of fish, lamb or

chicken. Deserts include home-baked cakes and ice cream from a local farm. Originally, Halldór's Café was a general store, built in 1831 to meet all of the needs of Vík. Today, it continues to satisfy patrons with its menu, which has something for every taste, with a local produce, where possible.

Halldór's Café supports artists with a rotating display of local talent featured on its walls, and serves up steaming cups of coffee and cake, ideal for meeting and greeting old friends or new acquaintances. Halldór's Café is open all year round. In the winter time the opening hours are 12:00 to 21:00. -KB



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## Come and join us for a day to remember

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Rafn Sig





# NOT JUST FIRE & ICE

## *Investment Opportunities in Iceland*

When thinking of foreign investment opportunities, a small island nation in the middle of the Atlantic Ocean may not necessarily be the first location that comes to mind, but the fact of the matter is that Iceland has quite a lot to offer.

Iceland's economy is considered quite advanced and was, for example, ranked 23rd on the 2014 Index of Economic Freedom and operates within the European and Scandinavian regulatory framework and quality standards. Iceland's relatively low corporate taxes and incentives for foreign direct investment provide evidence for this, with the current corporate tax rate at 20%, compared to the global average of 23.57%.

### **Competitive Green Energy**

The country itself and its people are what truly set it apart. The country's strategic location, midway between Europe and North America, has obvious benefits. As the demand for sustainable energy in the world increases, Iceland's abundance of hydro and geothermal energy resources provide multiple opportunities for energy dependent industries looking for competitively priced green energy. The people of Iceland are known for their willingness to pursue innovation and for overcoming obstacles. Iceland maintains a highly skilled and educated workforce with a flexible labour market.

### **Tourism Boom**

Iceland is currently in the midst of a tourism boom where the increase in tourists has been on a steady rise for the last few years with a predicted increase of visitors of over 20% in 2014, resulting in close to one million annual visitors. Given this growing increase, coupled with strong political and business support and the relatively short development of Iceland's tourism industry, the opportunities are seemingly endless. Iceland's location works to the industry's benefit, along with the plethora of incomparable natural phenomena and Iceland's strong cultural identity.

The tourism industry has so far been focused on a select few sites, which leaves many exciting locations and activities open for exploration. Iceland's high tourist season is also getting longer and tourist visits are spread more evenly throughout the year, which in turn creates new seasonal opportunities for tourism operators. High-end services and accommodation are also in great demand, leaving potential investors with countless ways of meeting the demands of more affluent tourists who are looking for upscale services and accommodation.

-VAG

*Rafn Sig.*