

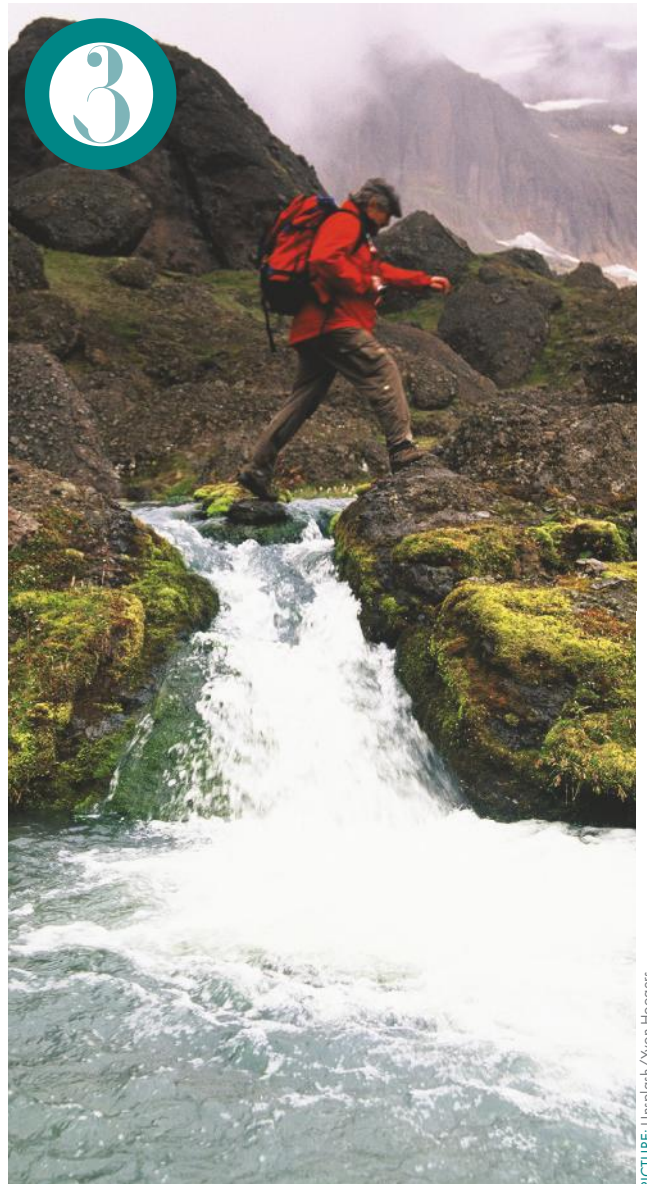
ASK THE operator

Iceland's array of adventures – from road trips to glacier visits – are a thrill in summer. **Lina Molloholli** asks three operators for their selling tips

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PICTURE: Unsplash/Yvon Hoogers

1

Road trip

WHAT'S THE BRIEF?

A first-time visitor is looking to take in Iceland's highlights and to venture farther afield in summer – ideally on a self-guided itinerary offering them the freedom to explore in their own time.



Daniele Boni
product manager,
Regent Holidays

WE SUGGEST

Iceland in summer has a unique feel, so it's worth agents focusing on what makes the season special. It also offers the practical benefit of allowing clients to travel at a more leisurely pace, fitting more into each day, and enjoying evening sightseeing, hiking or exploring without time pressure.

The summer opens up parts of the country that simply aren't reachable in winter. Regions like the Eastfjords or more-remote coastal areas are far less crowded and offer a more authentic experience, so they're perfect for clients who may have already done Iceland's main highlights.

It's the ideal time for self-drive itineraries, which account for about 45% of our summer bookings. Road conditions are better, and it's easier to access remote areas, with driving routes like the Diamond Circle and Ring Road offering an alternative to the well-established Golden Circle. I'd suggest our 10-day Iceland on the Road itinerary to explore the island in depth.

Summer is also festival season, with events such as Reykjavik Culture Night and the Hafnarfjörður Viking Festival bringing Icelandic culture to life, as well as plenty of smaller regional celebrations. It's also worth noting the solar eclipse on August 12 this year.

Book it: Regent Holidays' 10-day Iceland on the Road starts at £2,315 per person, including B&B accommodation, car hire and flights from Heathrow on August 27.

regent-holidays.co.uk

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Outdoor adventure

WHAT'S THE BRIEF?

An active client with a good level of fitness is keen to explore Iceland's varied landscapes, using the long daylight hours to try outdoor experiences such as hiking and kayaking.



Masha Smirnova
destination product manager for
northern Europe, Intrepid Travel

WE SUGGEST

Travellers can really get to the soul of the country with our new Iceland: Hike, Bike & Kayak tour. They'll love exploring Stokkseyri fishing village on a kayak and then paddling out to a sea lagoon to see seals in their element, as well as hiking across the creviced surface of Sólheimajökull glacier, up Eldfell volcanic cone and along the thermal Reykjadalur river.

They will also visit Nauthusagil Canyon and take a ferry to the Westman Islands, which are more difficult to access in winter because of rough sea conditions.

Another great feature of an Icelandic summer is being able to explore a glacier. Using crampons, helmets and ice axes, travellers will slip through crevices, ice caves and even glacial waterfalls.

Iceland offers experiences unlike anywhere else, which is why we've seen a 15% year-on-year rise. There's been a 12% rise in EMEA bookings for the 2026 summer months compared with the same period last year.

Book it: Intrepid Travel's six-day itinerary, Iceland: Hike, Bike & Kayak, starts from £2,151 per person, based on twin-share accommodation, tour transfers, selected meals and activities, the services of a guide, and flights to Reykjavik on July 27. intrepid.com

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Local life

WHAT'S THE BRIEF?

A couple who have been to Iceland before want to see a new and different side of the country by experiencing local life, learning about Icelandic folk tales and eating some home-cooked cuisine.



Stu Darnley
national sales manager,
G Adventures

WE SUGGEST

On the Local Living Iceland: Bakkagerdi trip, travellers skip the Golden Circle and spend six days in this remote but charming east coast hamlet.

Highlights include wandering coastal trails and stopping at sites central to Icelandic folklore and spiritual tradition, including Álfaborg, a rocky hill believed to be the dwelling place of the Elf Queen and her court. Travellers can also visit a fishing village for a glimpse into daily life and enjoy lunch at a fish soup restaurant; stop at the Gufufoss waterfall; and head out to an Icelandic horse farm, with the option to ride through the countryside.

This approach spreads tourism's economic benefits beyond the major attractions, while offering travellers deeper, more-authentic experiences at a relaxed pace.

Our summer bookings for Iceland for June-August 2025 were 3% up year on year. Summer is also the peak season for whale watching and puffin spotting, with millions nesting across the island.

Time clients' visits for August this year to experience the Iceland Eclipse music and cultural festival, which is being held during Iceland's once-in-a-century total solar eclipse.

Book it: G Adventures' six-day Local Living Iceland: Bakkagerdi trip starts at £1,699 per person, based on two travelling in June, July or August. The price includes accommodation, meals and transfers, but not flights. gadventures.com