

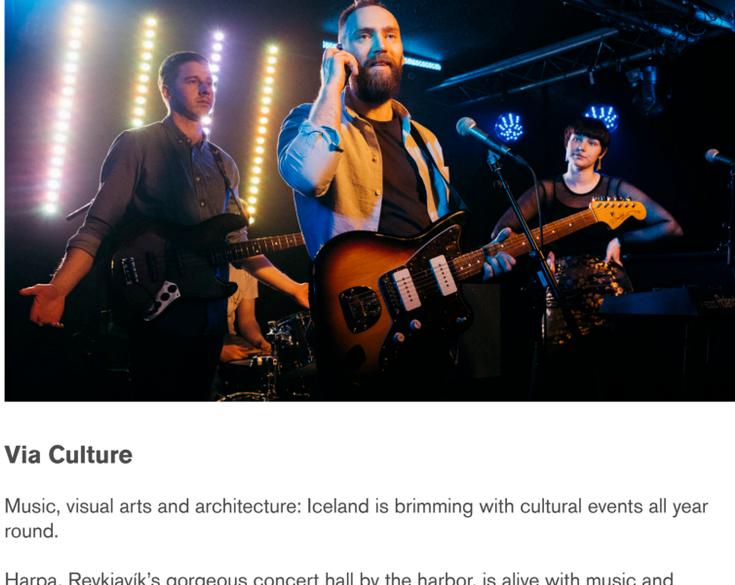
## BUDDY HOTLINE SERVICE

### E-Guide

Hello there,

Thank you for contacting our Buddy Hotline service.

We have made you a handy guide filled with trusted local information regarding culture, adventure, cuisine and wellness in Iceland. We hope it will help you make the most of your stay.



### Via Culture

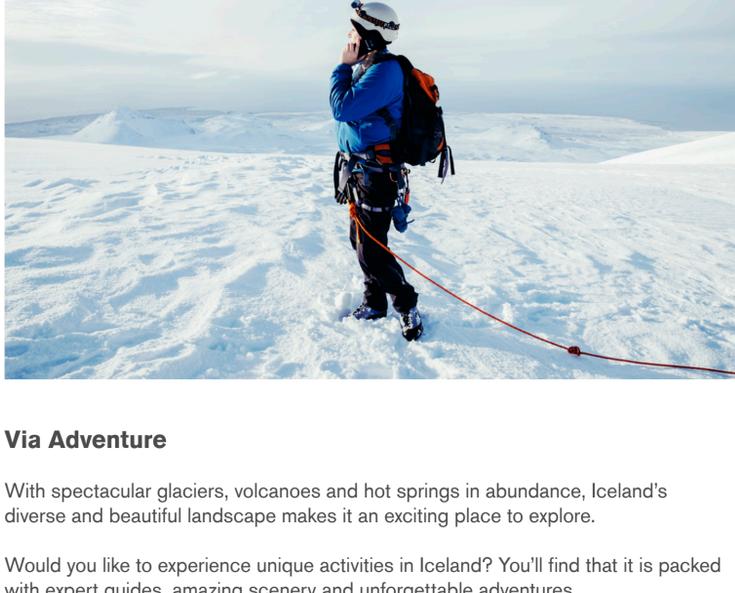
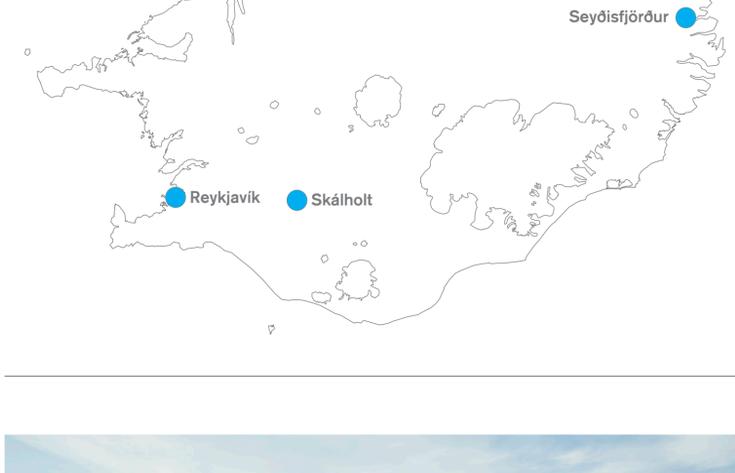
Music, visual arts and architecture: Iceland is brimming with cultural events all year round.

Harpa, Reykjavik's gorgeous concert hall by the harbor, is alive with music and events all year round. The home of the Icelandic Symphony Orchestra and Icelandic Opera, it also offers stand-up comedy and theater in English. If current or experimental music is your thing, check out the artist-run hot spot Mengi. And each November, the Iceland Airwaves festival attracts music lovers from all over the world.

Built in 1933 next to Hallgrímskirkja Church, Ásmundarsalur is a privately run, nonprofit art space dedicated to all forms of art and design. Check out the art exhibitions and then enjoy a great cup of coffee at Reykjavik Roasters.

For anyone traveling in North Iceland, Hof, Akureyri's cultural center, is a must-visit. An outstanding piece of architecture, Hof hosts a wide range of concerts, art exhibitions and other events as well as a design shop, café and restaurant.

There's no shortage of music and culture, even in the smallest towns. Seyðisfjörður in East Iceland is a hub for artists and craftspeople, while Skálholt in the south hosts a series of summer concerts and Siglufjörður in North Iceland celebrates its time as the herring capital of Iceland with a first-class museum and annual festival.



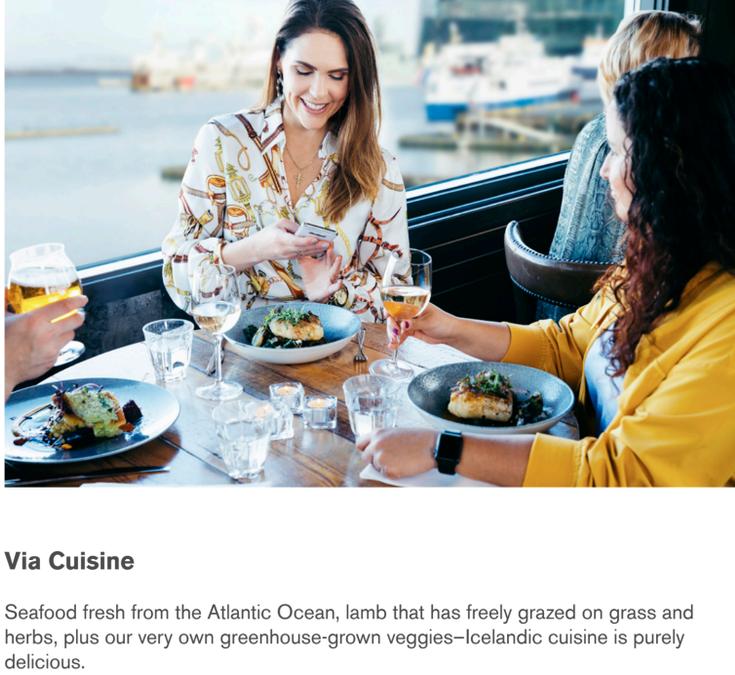
### Via Adventure

With spectacular glaciers, volcanoes and hot springs in abundance, Iceland's diverse and beautiful landscape makes it an exciting place to explore.

Would you like to experience unique activities in Iceland? You'll find that it is packed with expert guides, amazing scenery and unforgettable adventures.

Go hiking in the Central Highlands, try snorkeling and scuba diving in Silfra fissure, enter a volcano, go white-water rafting or whale watching, conquer the glaciers, go horseback riding, or enjoy ice cave exploration at Vatnajökull glacier.

Starting in May and ending late July, the midnight sun takes the stage, providing vibrant colors and epic views. The remote Hornstrandir Nature Reserve is accessible for hiking from mid-June to late August, or check out Landmannalaugar in the Southern Highlands.



### Via Cuisine

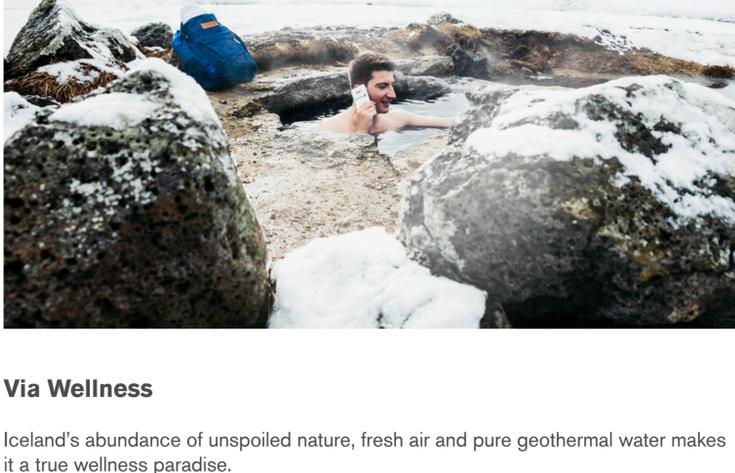
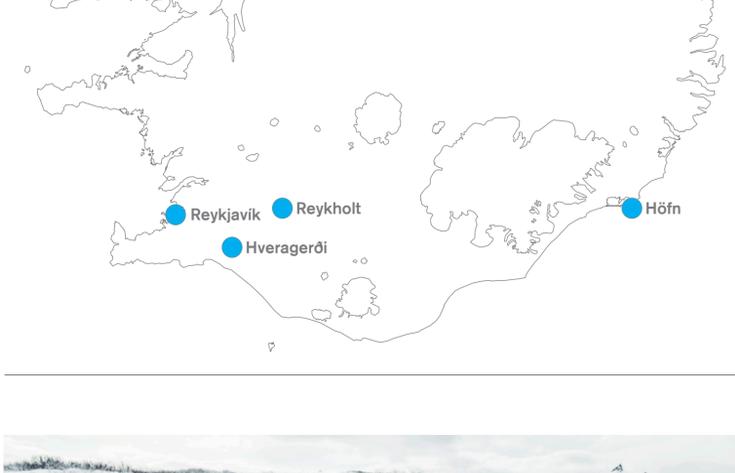
Seafood fresh from the Atlantic Ocean, lamb that has freely grazed on grass and herbs, plus our very own greenhouse-grown veggies—Icelandic cuisine is purely delicious.

More than food, many places offer a truly unique experience. At Friðheimar in the town of Reykholt, you can enjoy fresh tomato-based meals inside the greenhouse, and several dairy farms around the country now make and serve their own ice cream, for example the nearby Efstidalur.

Höfn is Iceland's langoustine capital—the restaurant Humarhöfnin is a safe bet.

Iceland's traditional food includes stockfish—delicious with a bit of butter—and flatkaka with hangikjöt, traditional flat bread and smoked lamb. Iceland's unique dairy product skyr is both nutritious and delicious, especially when mixed in with fresh blueberries. Learn all about this traditional treat at Skyrgerðin in the geothermal town of Hveragerði.

Last but not least, Bæjarins bestu in Reykjavik's city center offers world-famous hot dogs. Ask for "eina með öllu" and get all the trimmings: mustard, ketchup, fried onion, raw onion and remoulade, a mayonnaise-based sauce with sweet relish.

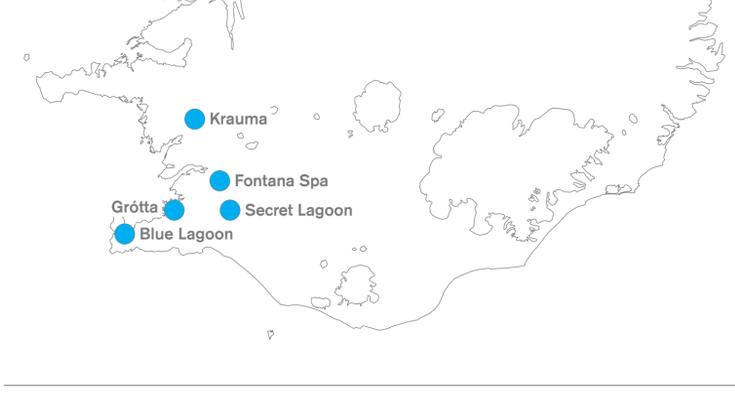


### Via Wellness

Iceland's abundance of unspoiled nature, fresh air and pure geothermal water makes it a true wellness paradise.

Geothermal swimming pools—found in every village and town—are the ideal way to experience the local way of life. Larger spas are available all around the country, for example GeoSea (North Iceland), Krauma (West Iceland), Laugarvatn Fontana Spa, the Secret Lagoon and of course the world famous Blue Lagoon (South Iceland). For the more adventurous, the Beer Spa at Árskógssandur (North Iceland) is a nice choice.

As for Reykjavik's central area, Nauthólsvík beach is great for sea swimming. Walk along the coastline to the Gróttá lighthouse in Seltjarnarnes, and watch the sun set behind the mythical Snæfellsjökull glacier as you soak your feet in the thermal foot bath.



### Via Buddies

Don't forget you can always call our Buddy Hotline to get personalized recommendations and advice. You'll find the hotline number in your booking confirmation.