

# Case study

## Höfn Staðarleiðsögn – Hofn Local Guide

Iceland

Hofn Local Guide's goal is to provide an informative, personal and slow-adventure experience in the fishing village of Höfn in Hornafjörður and its surroundings.

Höfn Local Guide is a locally-owned family business that operates in the field of Slow-Adventure- and Wellbeing tourism. The focus is on nourishing experience through moderate movement in beautiful nature, peaceful environment and personal communication with the locals.

**Höfn**  
Local Guide  
Staðarleiðsögn

[hofnlocalguide.is](https://hofnlocalguide.is)



Slow-adventure



Wellbeing



Leave no Trace



Forest activity

## Slow-adventure



## Activity



## The forest and wellbeing



Höfn Local Guide emphasizes the **Slow-adventure experience**: Slow-adventure is a transformative experience. It beckons travellers to dive deeper, form authentic connections, and return not just with souvenirs but with enriched stories and lasting memories. Slow travel stands as a testament to the age-old adage "It's the journey, not the destination."

To **minimise environmental impact, groups are kept small, and they get to experience different tours**. Village Walks in Höfn are offered, where history and local food is the main subject, kayak paddle in Hornafjörður where the coast and the sea are the focus and finally hiking tours in the native Icelandic birch shrubs that teaches about nature, vegetation and mindfulness.

In the **native birch shrubs hike** a chance is offered to participants to slow down their daily rhythm and experience tranquility in an unspoiled nature, learn about the Icelandic forests, both the native ones and the planted trees. Guests get to sit down by an open fire where locally sourced firewood is burned to cook a traditional Icelandic soup.

## Green Friendly Approaches



### Energy

Iceland is known for its renewable energy - almost every house in Iceland is heated by geothermal heating or electricity that is produced with hydropower. Electricity in Iceland is mostly produced with hydropower. In addition to that, Höfn Local Guide uses locally sourced firewood in their outdoor cooking. All tours offered by Höfn Local Guide start close to most participants accommodations, so if they drive it is a short distance and, in the tours, guests use their own energy during the trips, whether they walk or paddle.



### Waste

When purchasing, consideration is given to buying domestically if possible and otherwise the most environmentally friendly option in terms of packaging and contents. Garbage is sorted, and Höfn Local Guide follows the policy of Leave No Trace as a part of sustainable tourism.



### Social responsibility and activity

Höfn Local Guide informs its guests about climate change and the melting glaciers in Hornafjordu's backyard. The company gives to the local community one guided village walk per year during the village festival Humarhátíð (Lobster festival).



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