

HOME: New tourism strategy towards 2030 unveiled.

The Faroe Islands is more than a destination – it is home.

This is an adaptation of a famous quote by poet and environmental activist Gary Snyder. It reflects an almost self-evident, yet sometimes forgotten truth: the Faroe Islands are home to people living and working here, as well as to plants and wildlife which have made it their habitat.

The new strategy is setting out the direction of travel and our goals for Faroese tourism over the coming years. It's the result of thousands of conversations, hundreds of meetings, and masses of inspiration from our international colleagues. A revolutionary 'bottom-up' strategy was applied, the first of its kind to be done in the tourism sector worldwide.

For many years, our remoteness has been our main attraction for visitors, and tourism has been growing at a steady rate and now forms a significant part of the Faroe Islands.

With the growth of tourism came a new perspective of opportunities and has provided world-class experiences, accommodation, and cuisine. However simultaneously came a sense that with an unregulated tourism sector, we must ensure we do not lose some of the self-determination, natural splendour and distinctive identity that are among the defining traits of our home.

The Faroe Islands are home to us. We have opened our homes to the rest of the world. Therefore, as we strive for development, it pays to always remember who and where we are, or, indeed, never to turn the Faroe Islands into somewhere quickly consumed and immediately forgotten.

So, the key question remains: What kind of tourism do we want and how should it contribute to Faroese society?

To read the strategy in full follow this link to our [website](#).

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