

# ROUTES TO THE ROOTS



## ICELANDIC FARM HOLIDAYS PARTICIPATION

European Union DG XXIII Tourism Development Project  
1994 - 1995



# List of Contents:

1. Report.
2. Accounts.
3. ITB Letter of Support.
4. *IFH Participation in Routes to the Roots.*  
*Flow chart.*  
*Routes to the Roots.*  
Press Release.  
Hofsós Emigration House.
5. *IFH Marketing and Advisory Functions.*  
*IFH Domestic Functions.*  
*Flow charts.*  
Routes to the Roots Brochure.  
IFH Routes Tour.  
IFH Promotional Material.  
Routes Video - German version.
6. Appendix.  
Some press coverage.



REPORT  
Icelandic Farm Holidays participation in EU DGXXIII project  
ROUTES TO THE ROOTS.

1 November 1994 - 31 October 1995.

Icelandic Farm Holidays (IFH), operates both as a tour operator and development agency in agro-tourism. We have been putting special emphasis on cultural tourism, looking at ways to join scholarly and tourist services in a successful way.

*BALANCE*

We regard the co-operation between academics and professional tourist trade people in the Routes to the Roots project as very meaningful for both parties, although it must be acknowledged that there is a danger of the academics being hesitant and somewhat not quite in line with the hard business that needs to be done in the tourism industry. Balance between academic excellence and commercial professionalism is the secret to success.

*PREVIOUS RESEARCH*

Before joining the Routes to the Roots project in 1994 IFH had done market research in co-operation with the Export Council for one year and made a study trip to Canada, where most Icelanders emigrated to last century, in order to get a feel for that market. It was clear to us that there is considerable potential market for rural tourism among people who wish to research their roots.

*THE TASKS*

After joining in the Routes to the Roots project our main task has been to find co-partners in the field of academics with special knowledge of emigration and genealogy as well as finding partners out in the rural areas in a suitable place who would be interested in establishing a special museum or centre regarding emigration from Iceland. Much time was spent on introducing the project and promoting the idea that something similar to what has been done in the other countries that are participating needed to be done in Iceland. After many meetings with experts and regional authorities as well as parliament members from the north of Iceland, an entrepreneur was found in Hofsóss, a seaside village, who had already successfully restored a number of old buildings.

*DEVELOPMENTS*

In January we had the chance to make a presentation on the project at a conference on Tourism and Culture. Radio presentation followed. In the beginning of February we took part in the Scandinavian Travel Seminar in Reykjavik, where we presented our offers to American tour operators.

In February when the Executive Committee had its first meeting in Reykjavik we used the opportunity to give a press conference introducing the project and announce the decision that because of the project, the first emigration centre in Iceland would be established in 1996. The press conference was a great success with articles being written in the largest newspaper as well as coverage on the national radio. Also invited were government representatives from the Ministry of Tourism and Transport. The head of the National Museum of Iceland attended along with other experts in the field as well as people from the travel trade and Iceland Tourist



Board. During the meeting it was decided that two representatives of interested parties in Iceland would make a study trip to the Cobh Heritage Centre and Ulster American Folk Park in Ireland in connection with a meeting of the Executive Committee in May. This trip proved most useful and preparations with the museum are well on their way both the renovations of the old building where the museum will be housed and collection of items to be on display.

In the summer there were useful discussions with people from the Foreign Ministry, some radio interviews were given and we had important visitors from the Icelandic community in Canada (Laurence Johnson, president of the National League) and IFH took them on study tours introducing our Routes to the Roots heritage trip.

### *MARKETING*

At the end of summer we started working more in marketing. In our annual brochure for 1996 we dedicated 2.5 pages to Routes to the Roots. We have worked in close co-operation with the director of the Iceland Tourist Board in New York who has assisted us in finding contacts with large tour operators and airlines in Canada. We presented our product to international tour operators at the Vest Norden Travel Workshop in the Faroe Islands in September, before taking part in the Routes to the Roots network promotion meeting in NY in October.

This autumn we will have the opportunity to talk with 6 groups of 30 American Tour Operators who come on study tours to Iceland and distribute our communal Routes to the Roots brochure to them. We give our presentation once a week to these groups of operators over a period of six weeks. They all have business with other European countries through Icelandair so we feel we are contributing also to the project as a whole by this action. In November a sales trip to Canada is planned.

### *CONCLUSION*

It is our opinion that tourism in Iceland will gain considerably through our participation in this European project. The main spin offs are obviously the new emigration centre in Hofsfós, a closer relationship regarding tourist products with academics in the museums in Iceland and the possibility of having a Genealogical centre established at the University of Iceland in Akureyri.

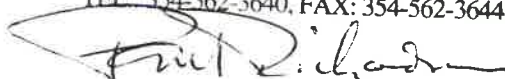
The Routes to the Roots project has also given a new light to cultural tourism in Iceland and created considerable interest with the media in the country.

Reykjavík, October 11th, 1995.

Thordis Eiríksdóttir.



ICELANDIC FARM HOLIDAYS  
BÆNDAHÖLLINNI v/HAGATORG  
107 REYKJAVÍK, ICELAND  
TEL: 354-562-3640, FAX: 354-562-3644

 CEO





**ACCOUNTS - 1 November 1994 - 31 October 1995**

Icelandic Farm Holidays participation in EU DGXXIII project ROUTES TO THE ROOTS

<b>INCOME:</b>	IKR	ECU	
European Union DGXXIII to IFH (2)	523115	6272	
European Union DGXXIII to IFH (outstanding) (4)	130104	1560	
European Union Routes Central Budget (2)	125700	1507	
IFH Contribution, salaries, overheads (1)	1644565	19719	
IFH Contribution, 2.5 pages brochure (3)	82135	985	
IFH Contribution, balance of costs (2) less outstanding contribution (4)	46535	558	
Additional IFH Contribution to Central Budget (5)	41700	500	
<b>Total income</b>	<b>2593854</b>	<b>31101</b>	
<b>COSTS:</b>			
Salaries (1)	1052508	12620	
Overheads (1)	592057	7099	
Car Mileage Expenses (2)	16683	200	
Domestic Fares (2)	49005	588	
Domestic per diem (2)	41050	492	
Miscellaneous costs domestic (2)	45288	543	
International Fares (2)	239285	2869	
Foreign Travel per diem (2)	351367	4213	
Miscellaneous costs abroad (2)	0	0	
Additional Contribution to Central Budget (5)	41700	500	
Promotional Material (2)	82776	993	
2.5 Pages in IFH Brochure (3)	82135	985	
<b>Total Costs</b>	<b>2593854</b>	<b>31101</b>	

**N.B.**

1. Exchange rate pr. 11 October 1995 IKR83.4 = ECU1.
2. The numbers (1) - (5) refer to supporting documents.



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**Supporting Document for Financial Statement for IFH Participation in European Commission DGXXIII Project *Routes to the Roots*.**

**Salaries** are ECU200 per day for Thordis Eiriksdóttir (TE) and Paul Richardson (PR) and at ECU120 for secretarial help (SH) and **overheads** are calculated at the ratio of 36:64 to salaries which is calculated according to the IFH Annual Accounts for 1994.

<b>Routes to the Roots - Worksheet and Overheads 1994-1995 - Icelandic Farm Holidays</b>						
date	task	days	person	ECU	Overheads	total ECU
7-8 Nov 94	Emigration research	2	TE	400	225	625
11 Nov	Photograph research	1	TE	200	113	313
28 Nov	Liason with airline	0.5	TE	100	56	156
5-6 Dec	Emigration museum discussions	2	TE	400	225	625
16-17 Jan	Emigration museum founding	2	TE	400	225	625
25-27 Jan	RR presentation	2	TE	400	225	625
1-3 Feb	RR promotion	3	TE	600	338	938
8-9 Feb	Liason with trade & govt.	2	TE	400	225	625
14-15 Feb	Local govt., press liason	2	TE	400	225	625
17-20 Feb	RR Executive meeting REK	3	TE	600	338	938
8 Mar	Radio interview	1	TE	200	113	313
16-19 Mar	RR Network, Oldenburg	4	TE	800	450	1250
1-3 May	RR Executive, Cork	3	TE	600	338	938
4-8 May	Study Trip, Omagh	5	TE	1000	563	1563
24 May	Iceland liason committee	1	TE	200	113	313
24 - 25 June	Emigration Festival	2	TE	400	225	625
26 June	Foreign Ministry Meeting	1	PR/TE	200	113	313
28 June	Heritage Tour.	1	TE	200	113	313
25 July	Copywriting, promotion	1	PR	200	113	313
28 July	Liason with airline	1	PR/TE	200	113	313
23-25 Aug	RR Network, Liverpool	3	TE	600	338	938
28-29 Aug	US Marketing	2	TE	400	225	625
1 Sept	Publishing - IFH Brochure	1	TE	200	113	313
26 Sept	Liason, Emigr. Museum	2	PR/TE	400	225	625
2-7 Oct	Promotion Meeting NY	9	PR/TE	1800	1013	2813
9-11 Oct	IFH Final Report	3	PR/TE	600	338	938
Whole Period	Estimated Sec. help (10%)	6	SH	720	405	1125
<b>TOTALS</b>		66		12620	7099	19719
<b>GRAND TOTAL</b>						<b>19719</b>



*Ferðamálaráð Íslands*



*Icelandic Tourist Board*

Akureyri, 8 June 1995

**Subject: Routes to the Roots.**

We were very pleased with the introduction of the project „Routes to the Roots” to the Icelandic Tourist Board by Mrs Eiríksdóttir of Icelandic Farm Holidays.

We have high hopes for the project and welcome these ideas as an important contribution to the tourism in Iceland.

The project is likely to encourage new markets overseas as well as supporting the tourism sector within Iceland.

We feel that “Routes to the Roots” are in good hands and would like to see it flourish in the years to come.

Sincerely,

A handwritten signature in cursive script, appearing to read 'Helga Haraldsdottir'.

Helga Haraldsdóttir, manager



1994-1995  
**EUROPEAN UNION DEVELOPMENT PROJECT - DGXXIII**

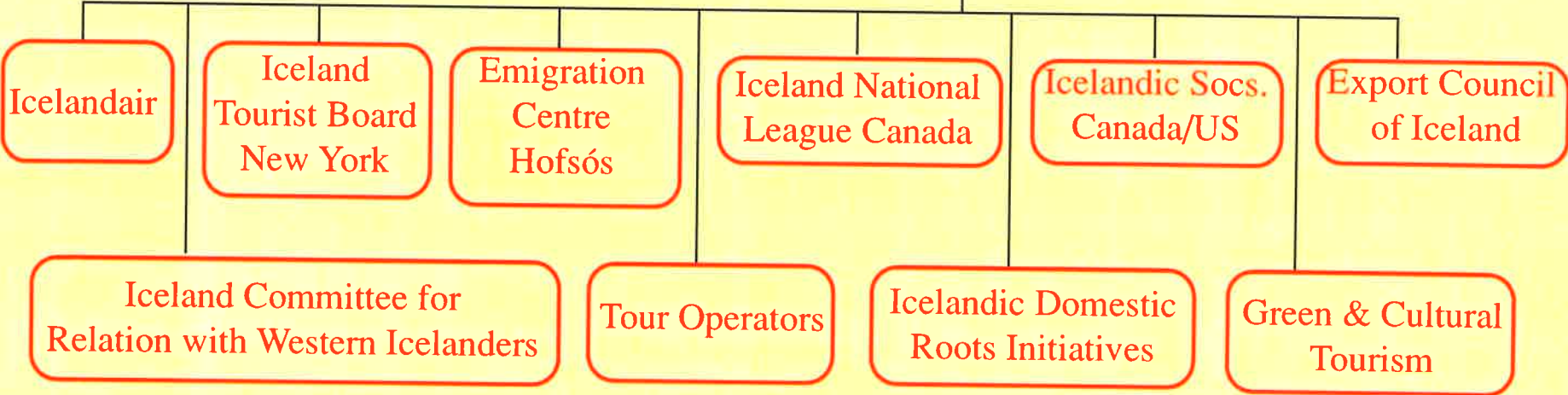
*Routes to the Roots*  
 Project Management Germany

Cooperation and Participation

- Greece
- Finland
- England
- Holland
- Hungary
- Denmark
- Germany
- Norway
- Austria
- Italy
- Sweden
- Poland
- Ireland

Executive			
Ireland Cobh	Iceland IFH	Norway Stavanger	Germany Oldenburg

**Icelandic Farm Hols.  
 Cooperation with**







# ROUTES TO THE ROOTS AMERICAN TOURISTS ON EUROPEAN CULTURAL TRIPS

A project of the 'Research Center for Lower Saxons in the USA' (NAUSA)

Carl-von-Ossietzky Universität Oldenburg, Ammerländer Heerstr. 114-118, D-26111 Oldenburg,  
Phone: (+49) 441/7982600, Fax: (+49) 441/9706180, Bitnet E Mail: 098239 @DOLUNI1



*Emigrants on the steerage of a sailing ship. Drawing taken from the travel diary of Friedrich Gerstäcker, Bremen - New York 1837.*



Co-financed by the European Commission  
(DG XXIII, Tourism Unit)

# ROUTES TO THE ROOTS

## AMERICAN TOURISTS ON EUROPEAN CULTURAL TRIPS

### Objective and Substance of the Project

It is the aim of the project to promote American cultural tourism in Lower Saxony and other regions in the European Community.

The cultural-historical background of Routes to the Roots is the emigration from Europe to America in the 19th century. This provides the basis for the travel routes through Europe which will be elaborated in the project, transformed into a product and subsequently be made available to American tourists. Furthermore the project is a contribution to the local and regional promotion of cultural history as well as the advancement of trans-atlantic communication in the area of educational tourism.

### Organizational Structure

In the project regional-oriented activities of the Research Center and of the Lower Saxonian Ministry for Economic Affairs, Technology and Transport are resumed and extended to a European level.

On the basis of a joint concept members of the Association of European Migration Institutions elaborate travel offers for the respective country. In addition to this each of the partner institutions will establish a network of national partners which provide financial support as well as support in kind. In Germany those partners - for 1995 - will be:

- Lower Saxonian Ministry for Economic Affairs, Technology and Transport, Hannover
- Bremer Messe GmbH, Bremen
- Wirtschaftspolitische Leitstelle, Bremerhaven
- Deutsche Zentrale für Tourismus, Frankfurt, New York, Chicago
- Fremdenverkehrsverband Osnabrücker Land
- Amt für Stadtmarketing, Osnabrück
- Fremdenverkehrsverband Nordsee-Niedersachsen-Bremen, Oldenburg
- Verkehrsverein Oldenburg
- Ostfriesische Landschaft, Aurich

### Existing Material

For the presentation of the project and the travel modules a sound-and-slide show on CD ROM has been produced and material for an exhibition has been compiled. Leaflets providing necessary information and outlining the routes will be published in spring 1995. A video will be available in fall 1995.

In 1995 the national offers of the partners in the project will be presented in a joint product manual, entitled "ROUTES TO THE ROOTS IN EUROPE" and will be marketed as a joint European product in the USA.

### Target groups

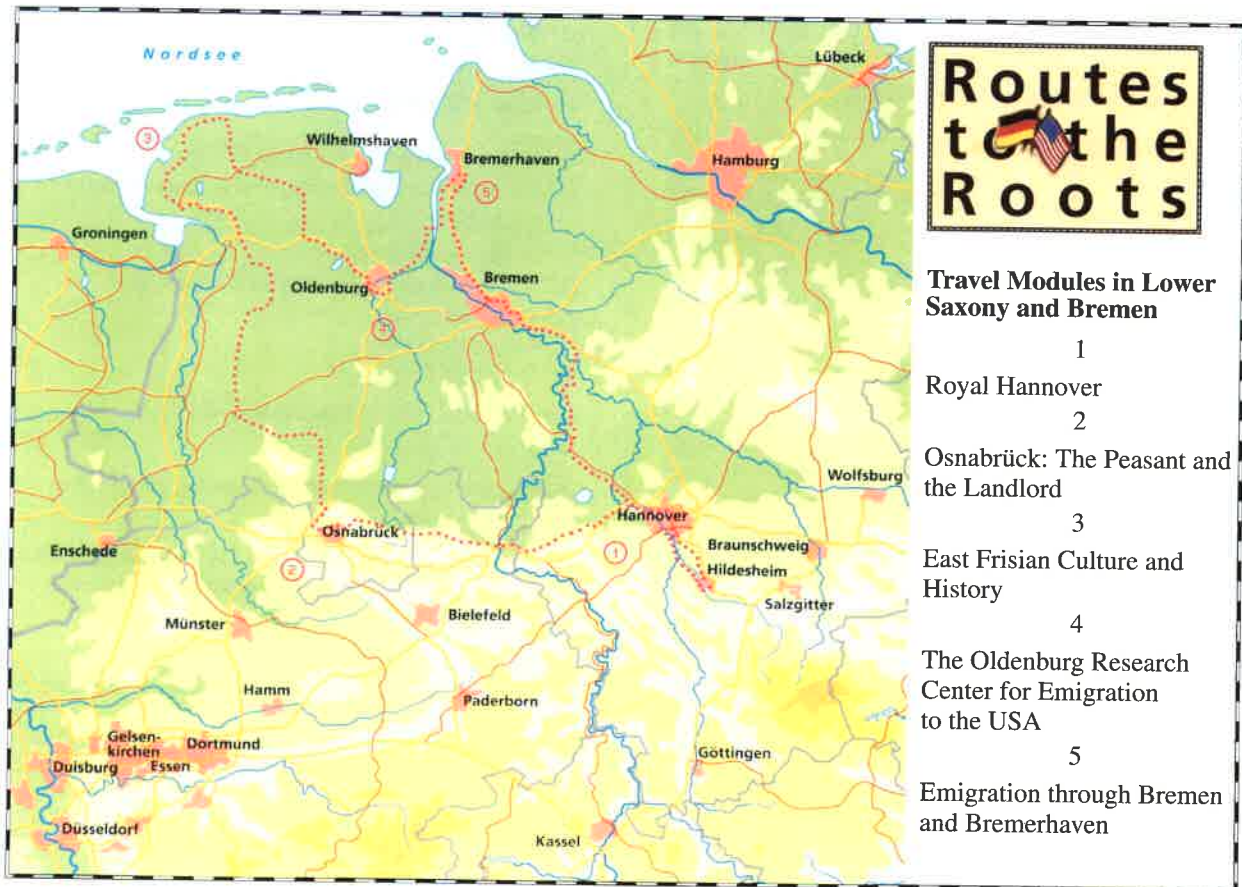
Efforts are targeted at American tour operators, sections of the American population which are of European origin as well as cultural, historical and scientific organizations and institutions in the U.S. The project and the offers it comprises will be presented at fairs, conferences and via the media.

### The Product "Routes to the Roots"

The most important component of the product to be offered to American tourists are 1-3 day trips covering a certain field of interest. Such trips may be incorporated into previously booked journeys to Europe, however may also be varied depending on whether people travel on their own or have joined an organized group travel.

Ports, cities and regions which played a role in the history of emigration will be visited. However, the tours will not only include sightseeings but in-depth historical information will also be provided: Living conditions of the time, the causes that resulted in emigration, landscape, architecture, traditions and every-day-life will be explored and access to archives and library records will be provided. Thus the ports of emigration from where their ancestors left the country become the entrance gates from where American tourists proceed to the various European regions of origin of their ancestors.

In addition to this the partners cooperating in the project ROUTES TO THE ROOTS will process inquiries and provide assistance to individuals or groups of people in biographical or genealogical investigations. Since the partners in the project cooperate with tour operators and regional and local tourist offices, the private investigations of individual persons may be pursued in the framework of a trip to Europe offered and prepared by the team of Routes to the Roots. At request visits to the places of origin or family meetings will be considered as well as visits to archives, record offices or libraries.



## Tours in Lower Saxony and Bremen

For Lower Saxony three different tours are on offer which can be composed of five modules (see above).

Arrival in and departure from Germany will occur through central airports:

- Hannover and Hamburg Airport
- Frankfurt Airport (inclusive of a boat trip on the Rhine to Cologne) or Düsseldorf Airport
- Amsterdam Airport/NL

### 1. *Emigration from Lower Saxony*

This open tour is aimed at people travelling on their own. It covers visits to regions which were important during the period of emigration, as well as visits to places, sites and record offices (without time limit or arranged overnight stay).

### 2. *Investigations: Find your Roots in Lower Saxony*

A visit to the Research Center for Lower Saxons in the USA at Oldenburg University with assistance in investigating the emigration of one's ancestors and subsequent continuation of the tour to regional archives, identified places of origin and, possibly, visits to the families; at request staff members of the Research Center not only organize the trip but also take care of the travellers.

### 3. *From the Farms to the Port: Where they came from*

A three-day guided tour for groups, covering the sites and regions of emigration. The tour begins with an introductory seminar. Subsequently farms now run by descendants of emigrants will be visited and the route to Bremerhaven, the port of the emigrants' embarkation, will be followed.

### Innovative Elements suitable for Application to other Regions

In the project scientific knowledge is combined with practical experience. On this basis a concept for American-European cultural tourism is elaborated. In an ideal case regional aspects (the places of origin in Europe and those places in the US where the emigrants settled) will be combined with international aspects, thus ensuring a wide-ranging attention to the project in Europe as well as in the USA.

As a result of emigration biographical ties developed between Europe and the U.S. Thus descendants are highly motivated to trace their European ancestors and visit their places of origin.

Moreover, interested persons may avail themselves of sound assistance by renowned institutes. Along with



representatives of the tourist sector the "Routes to the Roots" will be offered as research trips for tourists investigating the roots of their family.

However, the project may also be of interest to people who do not have ancestors in Europe because it provides an opportunity to experience Europe against the background of social- and cultural-historical conditions prevailing during the period of emigration. Since the travel modules only comprise a few days they may easily be incorporated into previously planned trips to Europe.

The basic concept of Routes to the Roots may also be implemented in other regions. It helps to develop tourist products for economically disadvantaged regions which are located outside the usual tourist areas. In addition to this Europe is presented as a unity composed of various regions from where people emigrated to America.



## Cooperation Partners in the Project "ROUTES TO THE ROOTS" and their Special Interest Tours

Project Management and Head Office:  
 Forschungsstelle Niedersächsische Auswanderer in  
 den USA (NAUSA)  
 Dr. Wolfgang Grams  
 Carl-von-Ossietzky Universität Oldenburg  
 D-26111 Oldenburg  
 Tel: +49 441 7982600  
 Fax: +49 441 9706180  
 Bitnet E Mail: 098239 @ DOLUNI1

**Oldenburg**, University of Oldenburg: *Emigration from Lower Saxony*

**Bremerhaven/Bremen**, Friends of the Emigration Museum/Research Group Migration History and University of Bremen: *Emigration via Bremen/Bremerhaven*

**Cobh**, The Queenstown Story: *The Story of Annie Moore*

**Stavanger**, The Norwegian Emigration Center: *Cleng Persson and Norwegian Emigration*

**Hamar**, The Norwegian Emigration Museum: *Migration out of Norway*

**Reykjavik**, Iceland Farm Holidays: *From the Far North to America*

**Athen**, Greeks Abroad: *From the Islands to Athens*

**Liverpool**, The Merseyside Maritime Museum: *Emigrants and English Industrial History*

**Groningen**, University of Groningen: *From Frisia via Rotterdam into the world*

**Aalborg**: The Danes Worldwide Archives

**Turku**: Institut for Migration

**Växjö**: The House of Emigrants

Co-operations with Italy, Hungary, Austria and Eastern Europe are prepared.

From these special interest tours offered by the different countries itineraries will be composed (draft):

**Route 1:**  
 Ports and regions from where Europeans emigrated.

**Route 2:**  
 Emigration from Northern Europe.

**Route 3:**  
 Diversity and common features of European regional cultures.





Reykjavík 14. febrúar 1995

## FRÉTTATILKYNNING

### FERÐAÞJÓNUSTA BÆNDA býður til kynningar á: "ROUTES TO THE ROOTS" ES verkefni í ferðapjónustu

**föstud. 17. feb. kl. 16.30 í bókasafni Búnaðarfélags Íslands, Bændahöllinni.**

Ferðapjónusta bænda er þátttakandi í samstarfsverkefni 11 Evrópuþjóða sem ber heitið "Routes to the Roots" og á Þórdís Eiríksdóttir, aðstoðarframkvæmdastjóri Ferðapjónustu bænda sæti í framkvæmdanefnd verkefnisins. Á kynningunni kynnr forystumaður verkefnisins **Dr. Wolfgang Grams** frá Háskólanum í Oldenburg í Þýskalandi framgang þess og **Michael Collopy** forstöðumaður "Cobh Heritage Centre" í Írlandi og **Hans Storhaug** forstöðumaður "Norwegian Emigration Centre" í Stavanger kynna uppbyggingu í sínum heimalöndum og svara spurningum þar að lútandi. Léttar veitingar verða í boði.

"Routes to the Roots" er fyrst og fremst markaðssetningarverkefni sem miðar að því að fá fólk sem flutt hefur til Vesturheims til að heimsæja land forfeðranna og kynnst menningu og umhverfi uppruna síns. Nú þegar hefur verið unnið kynningarefni, "slides show" og bæklingar. Myndband verður tilbúið haustið 1995. Fljótlega verður hafin mikil markaðssókn í USA, en miðað er við að sala á ferðunum geti hafist 1996. Mikils virði er fyrir aðila sem ætla að bjóða þjónustu sem höfðar til þessa markhóps að tengjast strax þessu átaki og nýta sér til fullnustu þá kynningu sem í hönd fer.

Flestir þátttakenda eru í forsvari fyrir söfn eða fræðistofnanir sem hafa sérstaklega unnið að varðveislu minja, skjala og þess háttar sem tengist flutningum Evrópubúa til Vesturheims. Samvinna þeirra og ferðapjónustuaðila er ný af nálinni og í þeim tilgangi gerð að nota hagnýta þekkingu þeirra aðila af ýmsum þáttum ferðapjónustu og markaðssetningar.

Nú er verið að vinna að undirbúningi á skipulagri móttöku þessa fólks hérlendis. Komið hefur í ljós að Íslendingar hafa ekki sinnt tengslum við Vesturheimsfara í sama mæli og aðrar Evrópuþjóðir, t.d. Norðmenn og Írar og ekki er aðgengilegt fyrir þetta fólk að leita uppruna síns hér á landi. Það er því afar mikilvægt að sett sé upp minjasafn þar sem saga þessa tímabils í sögu þjóðarinnar er kynnt á aðgengilegan og fræðandi hátt, sem um leið væri lifandi og skemmtilegur og mundi mæta þeim kröfum sem gerðar eru til afþreyingar í dag. Í framhaldi af þessu hefur komið upp samvinna við framámenn í ferðapjónustu í Skagafirði og Héraðsnefnd Skagfirðinga um að slíkt safn verði sett upp á Hofsósi undir umsjón Valgeirs Þorvaldssonar á Vatni. Það er mikils vert að á Hofsósi hefur átt sér stað uppbygging gamalla húsa, og hefur vel heppnuð uppbygging Pakkhússins í umsjá Valgeirs og starfsemi sú sem rekin er í tengslum við það skilað íslenski ferðapjónustu og svæðinu í heild jákævæðum árangri og bætt ímynd sveitarfélagsins. Hofsós er staður sem hentar einstaklega vel til uppbyggingar safns af þessu tagi. Bæði er þetta sjávarþorp og gamall verslunarstaður og frá norðurlandi var fólksflutningur vestur einna mestur. Einnig er þar við sjávarsíðuna gamalt verslunarhús sem er mjög vel til þess fallið að hýsa slíkt safn, hússins sjálfs og staðsetningar vegna.

Frekari upplýsingar um verkefnið og kynninguna gefur Þórdís Eiríksdóttir, s. 623640/623642.







# FERÐAÞJÓNUSTA BÆNDA

ICELANDIC FARM HOLIDAYS

Bændahöllinni við Hagatorg - 107 Reykjavík - Iceland - Tel. 354-1-623640, 623643 - Fax 354-1-623644

**Greinargerð vegna uppbyggingar minjasafns í tengslum við Vesturheimsferðir frá Íslandi.**

Ferðapjónusta bænda er þátttakandi í samstarfsverkefni 11 Evrópuþjóða sem ber heitið "Routes to the Roots". Verkefni þetta er unnið undir forystu Dr. Wolfgang Grams, prófessors við háskólann í Oldenburg í Þýskalandi. Flestir þátttakenda eru í forsvari fyrir söfn eða fræðistofnanir sem hafa sérstaklega unnið að varðveislu minja, skjala og þess háttar sem tengist flutningum Evrópubúa til Vesturheims. Samvinna þeirra og ferðapjónustuaðila er nýrri af nálinni og í þeim tilgangi að nýta hagnýta þekkingu þeirra aðila af ýmsum þáttum ferðapjónustu og markaðssetningar. Á síðasta fundi samstarfsaðilana var kosinn 5 manna vinnunefnd til að stýra þeirri vinnslu og á Þórdís Eiríksdóttir hjá Ferðapjónustu bænda, sæti í henni.

Þetta er fyrst og fremst markaðssetningarverkefni sem miðar að því að fá fólk sem flutt hefur til Vesturheims til að heimsæja land forfeðranna og kynnast menningu og umhverfi uppruna síns. Nú þegar hefur verið unnið kynningarefni, slides show og bæklingar. Video mynd verður tilbúin haustið 1995. Fljótlega verður hafin mikil markaðssókn í USA, en miðað er við að sala á ferðunum geti hafist 1996. Mikils virði er fyrir aðila sem ætla að bjóða þjónustu sem höfðar til þessa markhóps að tengjast strax þessu átaki og nýta sér til fullnustu þá kynningu sem í hönd fer.

Nú er verið að vinna að undirbúningi á skipulagri móttöku þessa fólks hérlendis. Komið hefur í ljós að Íslendingar hafa ekki sinnt tengslum við Vesturheimsfara í sama mæli og aðrar Evrópuþjóðir, t.d. Norðmenn og Írar og ekki er aðgengilegt fyrir þetta fólk að leita uppruna síns hér á landi. Það er því afar mikilvægt að sett sé upp minjasafn þar sem saga þessa tímabils í sögu þjóðarinnar er kynnt á aðgengilegan og fræðandi hátt, sem um leið væri lifandi og skemmtilegur og mundi mæta þeim kröfum sem gerðar eru til afþreyingar í dag.

Hofsós er staður sem hentar einstaklega vel til uppbyggingar safns af þessu tagi. Bæði er þetta sjávarþorp og gamall verslunarstaður og frá norðurlandi var fólksflutningur einna mestur. Einnig er þar við sjávarsíðuna gamalt verslunarhús sem er mjög vel til þess fallið að hýsa slíkt safn, hússins sjálfs og staðsetningar vegna. Að síðustu er það mikils vert að á Hofsósi hefur átt sér stað uppbygging gamalla húsa, og hefur vel heppnuð uppbygging Pakkhússins og starfsemi sú sem rekin er í tengslum við það skilað íslenskri ferðapjónustu og svæðinu í heild jákævæðum árangri og bætt ímynd sveitarfélagsins.

Það er trú mín að uppbygging af þessu tagi skipti afar miklu máli fyrir ferðapjónustu á Íslandi. Komið hefur í ljóst að í dag leitar fólk í vaxandi mæli eftir uppbyggjandi afþreyingu sem gerir kröfur til fólks og eykur víðsýni og skilning þess á öðrum þjóðum og lífsháttum. Þetta gildir án efa ekki síður um þá erlenda ferðamenn sem Ísland sækja, og með auknum ferðalögum um eigið land og vaxandi þjóðarstolti hafa Íslendingar sjálfir aukinn áhuga á að kynnast og upplifa eigin menningu. Ef Skagfirðingar bera gæfu til þess að eiga hlut að uppbyggingu minjasafns af þessu tagi tel ég að það verði héraðinu og norðurlandi öllu mikils virði.

Reykjavík 8. febrúar 1995  
Þórdís Eiríksdóttir.







Akureyri, 7. febrúar 1995

**Efni: Minjasafn á Hofsósi.**

Kannanir sýna að ferðamenn leggja ekki aðeins áherslu á að skoða náttúru landsins heldur einnig menningu þjóðarinnar, s.s. sögu og atvinnulíf. Undanfarin ár hafa ferðamálayfirvöld því lagt áherslu á uppbyggingu alls kyns afþreyingar eða dægradvalar fyrir ferðamenn.

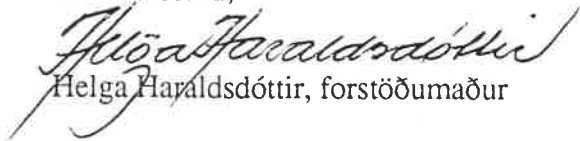
Var það því sérstakt fagnaðarefni er Þórdís Eiríksdóttir, aðstoðarframkvæmdastjóri Ferðapjónustu bænda, kom að máli við undirritaða og lýsti hugmyndum að stofnun minjasafns á Hofsósi tengdu flutningum Íslendinga til Vesturheims á síðustu öld. Eru allar hugmyndir unnar í samvinnu við heimamenn og fagfólk á sviði minjavörslu og því í farsælum farvegi.

Þarna er á ferðinni merkilegt framtak, sem ekki eingöngu kemur á mótis við ofanefnda þætti, heldur stuðlar einnig að því áhugavert verði að heimsækja fallett byggðarlag sem ekki nýtur nálægðar við hringveginn.

Eflast þannig, hvort tveggja, byggða- og ferðasjónarmið.

Fyrir hönd Ferðamálaráðs Íslands óskar undirrituð þess að málið fái það brautargengi sem það á skilið.

Með vinsemd,

  
Helga Haraldsdóttir, forstöðumaður



# The Icelandic Emigration House in Hofsós

Icelandic Farm Holidays is a participant in a co-operative project of 11 European countries which has the title "Routes to the Roots". The project is subject to the marketing of museums and tourist services offering the descendants of emigrants to visit the country of their ancestors and become acquainted with the culture and history of their land of heritage. Most of the participants of the project have representatives of museums and institutes which specialise in the preservation of relics and documents connected to the emigration of Europeans to North America.

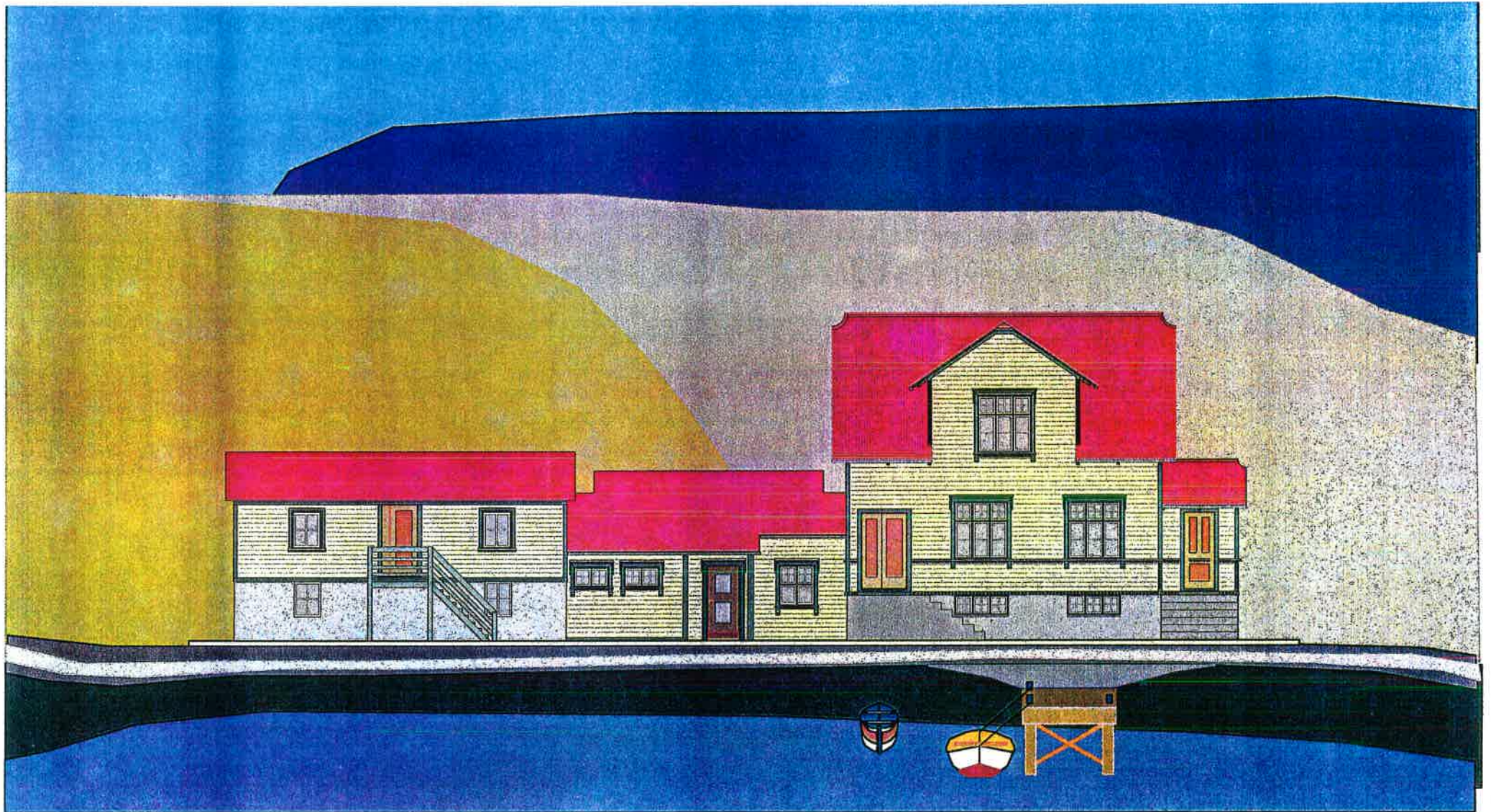
When compared to other European countries, Iceland has to a limited extent attended to the needs of descendants of emigrants in seeking their heritage here in Iceland. The establishment of the Icelandic Emigration House intends to remedy this problem. The intention is to officially open the Emigration House in Hofsós for the summer of 1996, housing a museum and an emigration information centre, where this partial period in the nation's history is introduced in an accessible and informative manner.

## Hofsós

The old co-operative shop near the harbour in Hofsós has been chosen to house the proposed museum for emigrants. This tiny seaside village on the Northern shores fits in extremely well with regard to the history as most of the people who emigrated to North America were from the Northern part of Iceland when they bid their fond farewells from on board the ships. Hofsós is a growing tourist town and many of the old houses have been successfully restored.







SUÐUR

Hofsósi í júní 1995  
Óli Jóhann Ásmundsson arkitekt

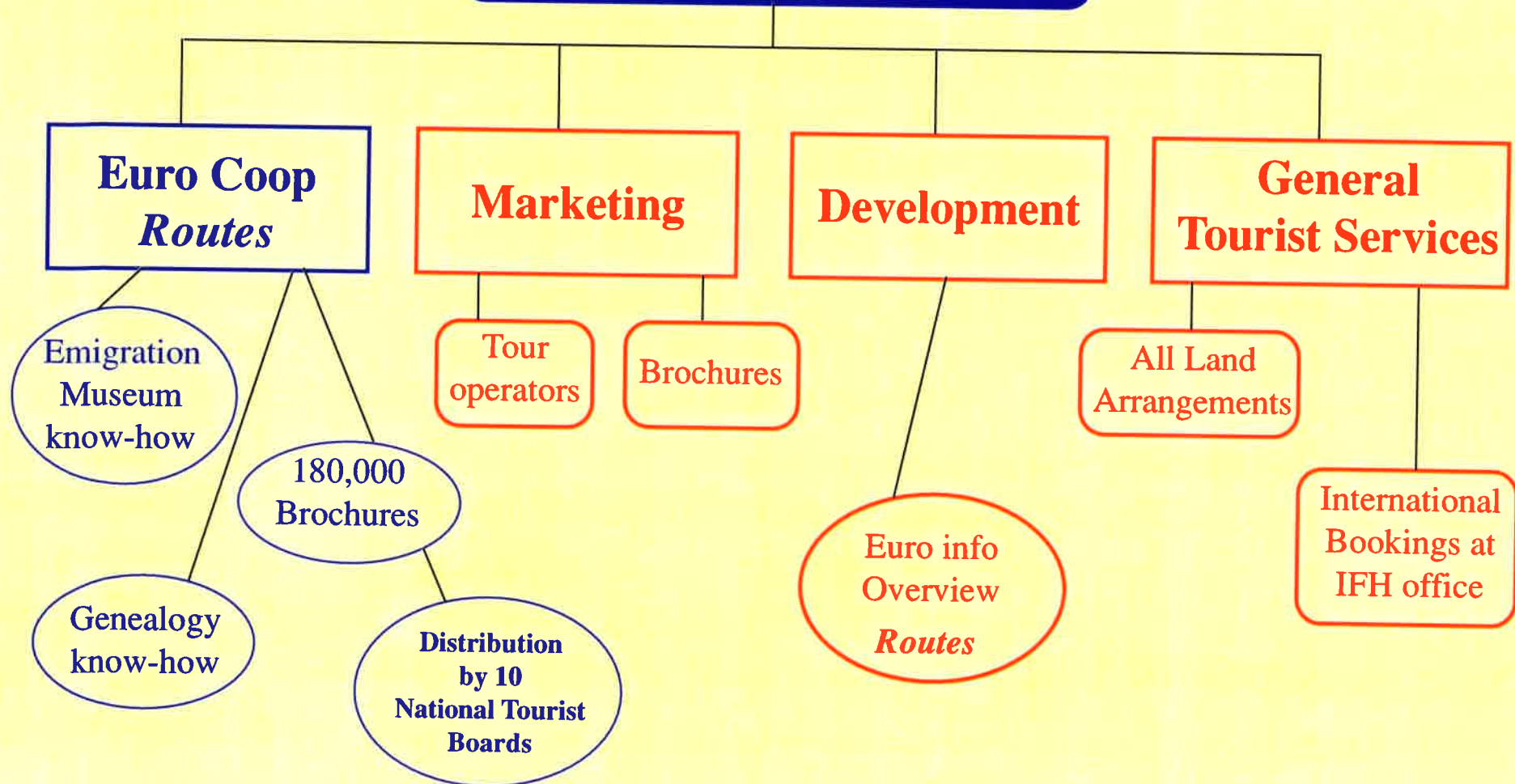




1995

**MARKETING and ADVISORY FUNCTIONS**

**Icelandic Farm Holidays**  
*Routes to the Roots*  
Participation

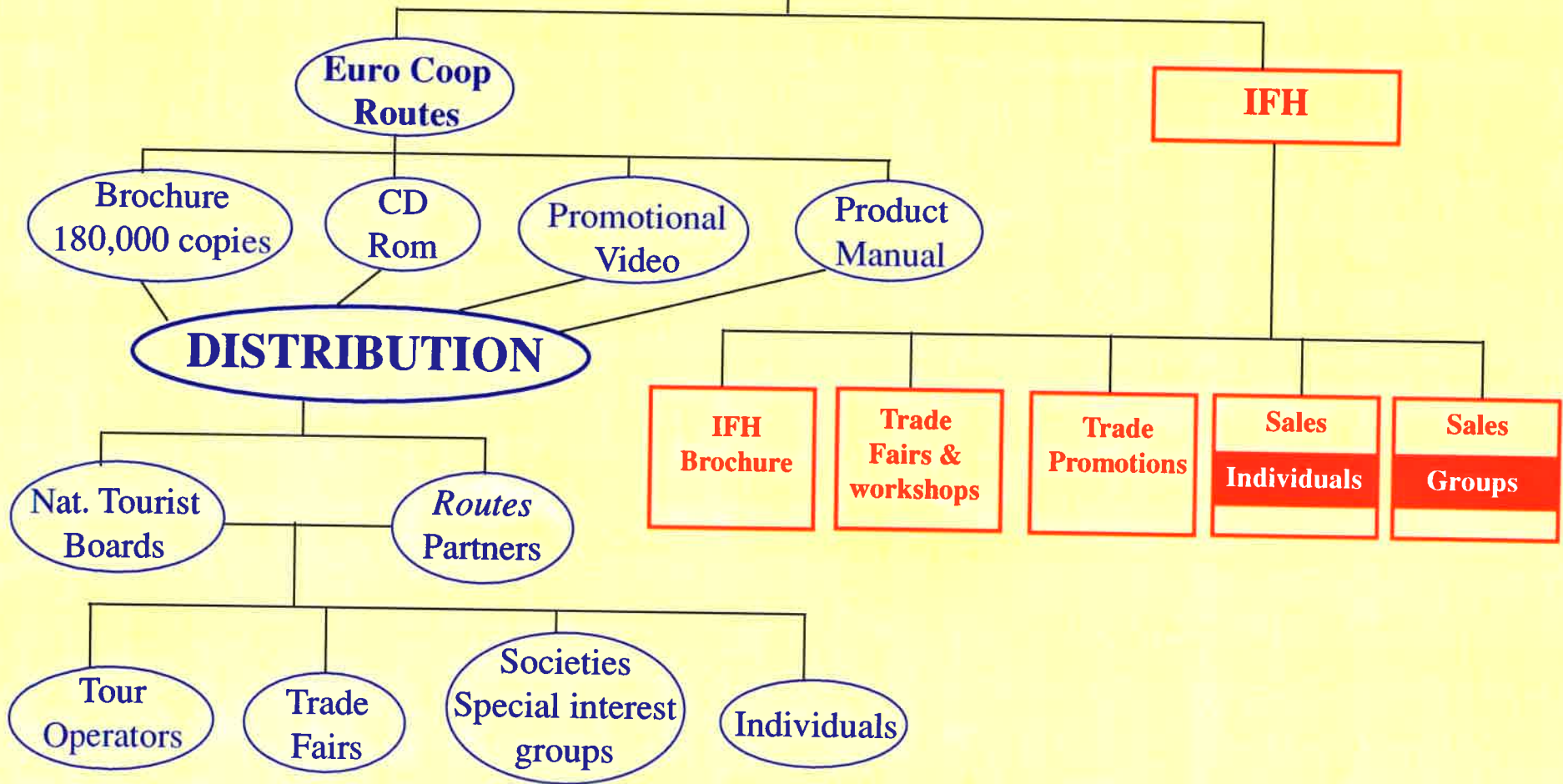






1995  
DOMESTIC FUNCTIONS

**Icelandic Farm Holidays**  
*Routes to the Roots*  
Participation





# Routes to the Roots

## Discover your Heritage

Routes to the Roots is an Old World Welcome to descendants of European emigrants to the new world.

### TRIPS

The emigration from Europe to America provides the basis for travel routes and scholarly as well as tourist services carried out by a network of European migration institutions, museums and documentation centres in collaboration with their tourist partners. It is our pleasure to tailor any trip and service to your wishes whether you are:

- an individual traveller,
- a travel agent who wants to fulfil clients wishes.
- a tour organiser interested in including travel modules or services from the network partners.

Please contact the respective partner or the project's head office which will also be pleased to provide special information for tour-operators and travel agents.

### SERVICES

Moreover, you may avail yourself of sound assistance from renowned institutions. The partners in the network Routes to the Roots will process inquiries and provide assistance to individual or groups of people in biographical or genealogical investigations which can be pursued in the framework of your trip to Europe. At request, visits to the places of origin as well as to archives or libraries will be considered.

However, the project is also of interest to people who do not have ancestors in Europe because it provides an opportunity to experience Europe against the background of the social and cultural history of conditions prevailing during the period of emigration.

### THE NETWORK

An extended Routes to the Roots network will shortly include other partners of the Association of European Migration Institutions in Italy, Austria, Slovenia, Poland, Hungary, Finland, Sweden and Denmark.

### Head Offices:

**ROUTES TO THE ROOTS**  
Research Centre for US Emigration  
Dr Wolfgang Grams  
University of Oldenburg  
D-26111 Oldenburg  
Germany

Tel: +49 441 7982600  
Fax: +49 441 9706180

Email: grams @ hrzl.pcnnet. uni-oldenburg. de



## REYKJAVIK, ICELAND

### EXPERIENCE THE ICELAND ADVENTURE

Iceland is a dramatic country, renowned for its rugged beauty and steeped in VIKING TRADITION. It was discovered more than a thousand years ago and has been inhabited since then by a hardy seafaring people proud of their heritage and culture. Did you know that it was the Icelander Leifur Eiriksson who sailed from this island to discover America 500 years before Columbus and the first child of European origin to be born in America was an Icelander!

Iceland is only a five hour flight from the US and about three hours from the major European capitals.

This subarctic paradise is warmer than you think because of its proximity to the Gulf Stream. The capital city of Reykjavik is a gem with its mountain and sea vistas, its culture and its lively night life.

But the adventure no one wants to miss is an expedition into the countryside where the scenery ranges from fertile farmland to rugged lava fields and black volcanic plains. It's an experience of a lifetime especially for those who can trace their roots back to this jewel of the North.



For information on heritage and sightseeing tours for groups and individuals in Iceland contact :

IFH - The Iceland Specialist  
Bændahöll v. Hagatorg, 107  
Reykjavik - Iceland.

Tel: 354-562-3640  
Fax: 354-562-3644







## COBH, IRELAND

Commanding panoramic views of one of the finest natural harbours in the world, the tiny fishing village of Cove (the Cove of Cork) was virtually unknown up to the early 1800s.

With the advent of the French Revolution and Napoleonic Wars (1792-1815) Cork harbour became an important refuelling and assembly point for naval and commercial ships. Up to 300 at a time could be seen at anchor in the waters off Cove!

By the time of Queen Victoria's visit in 1849, when Cove was renamed Queenstown, the village had grown to a busy town. It became a hive of naval and commercial activity as Cork harbour's important strategic position in the north Atlantic was recognised. Tall Ships called to transport convicts to Australia and to carry Irish emigrants to North America. Later the early transatlantic steamer and finally the great ocean liners continued the task of carrying the Irish to new lives in new lands.

From 1848-1950 over 6 million adults and children emigrated from Ireland - about 2.5 million left Cobh, making it the single most important port of emigration.

Now Cobh's unique origins, its history and legacy are dramatically recalled at The Queenstown Story - a multi-media exhibition at Cobh's Victorian Railway Station.

The Queenstown Story is open daily from 10 a.m. to 6 p.m. from March to December (Last admissions 5pm).

**FOR GROUP RESERVATIONS  
AND ENQUIRIES CONTACT :**  
Cobh, The Queenstown Story,  
Cobh Railway Station,  
Cobh,  
Co. Cork,  
Ireland.  
Tel: +353-21-813591  
Fax: +353-21-813595



## LIVERPOOL, ENGLAND

### LIVERPOOL GATEWAY TO THE WEST



Hope of a better life drew Europeans in their millions from poverty or persecution in the old world to a fresh start in the new. From Britain, Ireland and continental Europe around nine million people poured through the great English maritime city of Liverpool to board the ships they would take them to the uncertainties of their new life.

Now the city welcomes the descendants of those emigrants, to see for themselves the life and conditions their ancestors left behind. They can view the relics of the great era of emigration, including poignant letters and diaries; walk through recreations of its ships and streets; meet role-players who bring to life the emigrants' words about their hopes and fears; and follow the emigration trail, walking in their ancestors' footsteps to visit reminders of that time, from a traditional pub that still carries the old notice "Emigrants Supplied" to the imposing buildings of the Pierhead - the last sight so many Europeans had of their home continent.

The Merseyside Maritime Museum houses the fascinating *Emigrants to a New World Gallery* and the Maritime Archives and Library. From there the Emigration Trail will take visitors on a short walk around the city to see its historic emigration related sites. Admission: £3, or £1.50 concessions. Trail map/guide (available from October 1995) nominal sum to be decided (approx. 50 pence).

"Merseybreak" packages, offering accommodation from £15 per person per night, are available through the Merseyside Tourism and Conference Bureau: included are free admission to the Merseyside Maritime Museum and other premier attractions including The Beatles Story.

*The Merseyside Maritime Museum is situated at the famous Albert Dock, 19th Century bonded warehouses that are now home to premier tourist attractions that also include the Museum of Liverpool life, Tate Gallery Liverpool and The Beatles Story*



**FOR INFORMATION:**  
Merseyside Maritime Museum  
(part of national Museums and Galleries on Merseyside)  
Tel: 00-44-151-478-4499  
Fax: 00-44-151-478-4590  
For booking accommodation  
contact Merseyside Tourism and  
Conference Bureau:  
Tel: 00-44-151-709-3631  
Fax: 00-44-151-708-0204

*Role-players at the Merseyside Maritime Museum bring the emigrants' story to life*





## STAVANGER, NORWAY

### STAVANGER - THE HERITAGE GATEWAY TO NORWAY

On July 4th 1825 the 54 foot long sloop "Restoration" set sail from Stavanger bound for USA. Three months later, the sloop and its 53 passengers anchored in the port of New York. This courageous journey marked the beginning of the Norwegian exodus during which time, close to 900,000 Norwegians emigrated. Most

of the emigrants found new homes in the USA and today more than 4 million Americans claim Norwegian heritage.

Located on historic ground close to the Hafstrøfjord where Viking King Harald Fairhair fought his battle to unify Norway, Stavanger is beautifully surrounded by sandy beaches, fjords and majestic rock formations. This modern, but still small city, is also world renowned and internationally recognised for the preservation of its old wooden houses, looking exactly the same today as they did at the time of emigration.

### THE NORWEGIAN EMIGRATION CENTER

The city takes pride in its history as is does in hosting the Norwegian Emigration Center - a foundation with genealogical information covering all of Norway and providing personal assistance to people wishing to trace their roots and find out more about their Norwegian heritage and living relatives.

The collection of primary sources - parish registers, census records, passenger lists and a comprehensive library of emigration literature and local history books "bygdebøker" enables in most cases, our professional and helpful staff to find your roots. The center is also computerizing the emigration records, and the ultimate goal is a national data base containing all Norwegians found in the official records, who emigrated in the 19th Century.

### EMIGRATION FESTIVAL AND HERITAGE TOURS

With genealogical service being its main business, the centre also arranges an annual emigration festival in mid-summer offering a theme week of exhibitions, concerts, folk dancing, arts, crafts market, seminars, fjord cruises and excursions to sites of historical interest, including a visit to the house of Cleng Peerson, the father of Norwegian emigration. The highlight of the festival is the re-enactment of the 1825 sailing of "Restoration" from Stavanger, taking place on "Anna" of Sand, Europe's oldest vessel afloat, built in 1852.

The Centre offers specially designed, independent tours combining cultural history and genealogy:

- Emigration Festival and maritime culture
- Cleng Peerson Heritage Tour
- Genealogy and Golf
- Genealogy and Art
- Genealogy and Architecture

We welcome tour operators to work closely with us.  
Please contact director  
Hans Stormaug  
for further information:  
Tel: +47 51 50 12 67  
Fax: +47 51 50 12 90



## HAMAR, NORWAY

### OUR MISSION STATEMENT

The Norwegian Emigrant Museum is Norway's only national museum devoted solely to collecting, conserving, research and disseminating knowledge of Norway emigration, immigration and return migration. In pursuit of its goals, the museum collects and preserves relevant historical material and disseminates the research results through exhibitions, publications, lectures and other media.

### THE DOCUMENTATION SECTION

The museum has two sections: the documentation section and the open museum. At present the documentation section includes:

- The Ingrid Semmingsen Research Library with 4,000 titles concerning Norwegian migration overseas
- 7,000 "Letters from America"
- 6,800 photographs
- Emigrant agent archives
- A missionary collection
- Collections of Newspaper clippings
- Tape-recorded interviews
- Microfilm copies of church records
- Norwegian-American congregations
- Census information
- Plat maps
- A growing collection of emigrant lists

### THE OPEN AIR MUSEUM

At present the open-air museum includes:

- The Borderud house from North Dakota
- The Gundersen cabin from Minnesota
- The Bjorgo granary from Iowa
- The Lindahl corn-crib from Wisconsin
- The Saquitne barn from Iowa.

The museum offers advice and guidance for those seeking genealogical information in Norway. Requests for genealogical services should be sent to The Norwegian Emigrant Museum Genealogical Society, at the address below.

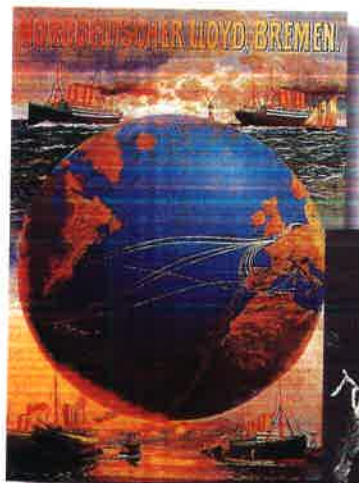
The open-air Museum is open to the public every day between ca. 1. M and ca. 1. September 10.00 - 16.00 (10.00am - 4.00pm), other times by arrangement. Admission to the open-air itself is free. For groups of ten or more, there is a charge of NOK 10. per person.



THE NORWEGIAN EMIGRANT MUSEUM  
STRANDGT. 33  
2300 HAMAR  
NORWAY  
Tel: +47 62 52 13 04  
Fax: +47 62 52 91 02  
e-mail:  
knut.djupedal@emigrant.museum.no







## Oldenburg, Germany

RESEARCH CENTRE FOR GERMAN EMIGRATION TO THE USA (NAUSA)

The centre was established in 1986 as a division of the *University of Oldenburg*. It locates the head office of Routes to the Roots and among its co-operating partners are various universities and institutions in North America and Europe.

The centre's work includes socio-historical studies on emigration to the US: it has a reference library and holds collections of slides on 19th century transatlantic migration, of church registers from former German parishes in the US and of letters, diaries and other biographical evidence of emigrants mainly from Northern Germany.

Most significant among the centre's holdings are the lists of all European passengers arriving at US ports (1820-1897). This rich source is of special importance for family research. Our expert staff gladly assists visitors in searching for their ancestors (by appointment only). Besides the centre also handles inquiries by letter (fee: DM 40 per hour).

The centre has developed modules for individual travellers as well as guided four and seven day trips, for groups of American visitors to Northern Germany. Tours begin in "Royal Hanover", then a former emigration agency and farms, now run by descendants of emigrants, will be visited via Oldenburg, where individual historical biographical research can be done. The route leads to Bremen and Bremerhaven, the port of emigrants embarkation for the new world.

Address:  
Research Centre for German Emigration to the USA (NAUSA)  
University of Oldenburg  
Ammerländer Heerstr 114-118  
D-26111 Oldenburg  
Germany

Tel: +49 441 798.26.00  
Fax: +49 441 970.61.80  
Email:  
Grams @ hrz1.pcnnet.uni-oldenburg.de



## Bremerhaven, Germany



The town of Bremerhaven ('haven' means harbour) was founded in 1827 to act as Bremen's port but grew into its own with the help of the emigrants quite quickly. The port extended continually and ships became larger and larger. In 1849 an emigrants' hostel was built which could accommodate up to 2,000 people. In 1857 the shipping company "North German Lloyd", which became one of the most important in the world was founded in Bremen. Bremerhaven was the port of embarkation for more than 7 million European emigrants between 1830 and 1974.

In 1985 the association "Förderverein Deutsches Auswanderermuseum" ("Friends of the German Emigration Museum") was founded to promote an International Emigration Museum in Bremerhaven. The "Friends" offer a genealogical research service and guided tours for groups or individuals "on the trail of the emigrants through Bremerhaven". The routes include a bus trip through the docks, a visit of a multi-media exhibition on emigration, a slide lecture, catering and guides. For further information please contact the "Förderverein Deutsches Auswanderermuseum e.V.", Inselstraße 6, 27568 Bremerhaven. Phone/Fax: +49-4 71-4 90 96.



For further information please contact the "Förderverein Deutsches Auswanderermuseum e.V.", Inselstraße 6, 27568 Bremerhaven. Tel/Fax: +49-4 71-4 90 96.





Eenige directe Maildienst



### Groningen, Netherlands

Visitors to the Netherlands may journey to Rotterdam, the largest harbour in the world. Many millions of emigrants from all over Europe departed through this port. Rotterdam also hosts the archive of the great steamship company, Holland American Line.

Any visitor who wishes to trace the story of Dutch emigrants or search for genealogical information, is well catered for. Following is a list of institutions that will provide valuable information to our visitors.

The Central State Archive,  
(Dutch Emigrant Records, Genealogy):  
Prins William Alexanderhof 20  
2595 Be's-Gravenhage  
The Netherlands

The Municipal Archive of Rotterdam  
(Archives of Holland - American Line):  
Robert Fruinstraat 52  
3021 X E  
Rotterdam  
The Netherlands

University of Groningen, Arts Faculty  
(Emigrant Letters From U.S.A.):  
P.O. Box 716  
9700 AS  
Groningen  
The Netherlands  
Fax: 31-50-3635912  
e-mail: Galemap let.rug.nl



### Athens, Greece

From the beginning of the century many Greeks have been forced to leave their homeland for the USA, hoping to create better conditions for their lives. For all of us the circumstances have changed and the time has come for us to meet again.

The "Routes to the Roots" gives the opportunity for the oldest to remember their own personal moments and for the new generation to learn about their past, through our common history and culture.

It is a trip full of memories which will rejuvenate the bonds between us, and will make us richer in our experience and broaden our horizons.



#### For Further Information :

Greek National Organisation  
USA  
645 Fifth Avenue 5th Floor  
New York, NY 10022

Tel: 212/421-5777  
Fax: 212/826-6940

North Michigan Avenue Suite 600  
Chicago (L 60601)

Tel: 312/782-1084  
Fax: 312/782-1091

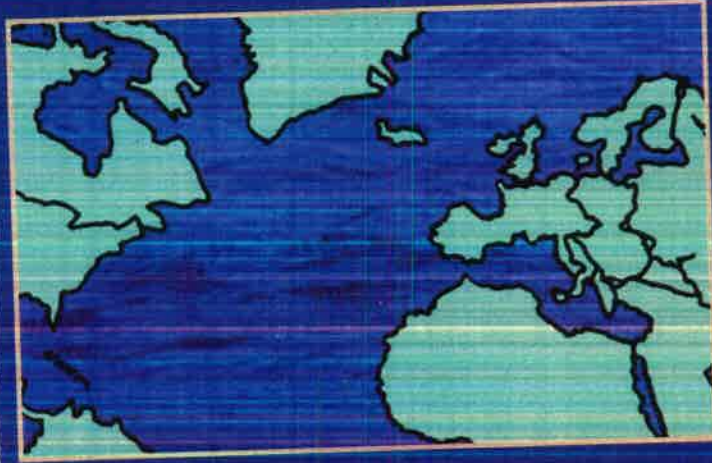
611 West Sixth Street Suite 2198  
Los Angeles CA 90017

Tel: 213/626-6696  
Fax: 213/489-9744





# Routes to the Roots



Co-Financed by the European  
Commission  
(DG XXIII; Tourism Unit)







# ROUTES TO THE ROOTS

## A heritage trip with visits to Iceland's most beauty spots



### Day 1.

Arrival in Iceland. Bus transfer to a Guesthouse on the outskirts of Reykjavík.

### Day 2.

After breakfast in Reykjavík city sightseeing trip and introduction to Icelandic life and culture.

Free afternoon for archive visits or other individual activities.

### Day 3.

After breakfast we set off on our tour around Iceland. We start by visiting Thingvellir, the ancient Parliament site of the sagas, set in a picturesque lava landscape. Then to Borgarfjörður via the Kaldidalur mountain route between the glaciers, where one finds one of Iceland's most beautiful waterfalls, Hraunfossar, Snorri Sturluson's Reykholt and Deildartunguhver, the biggest hot spring in the country. We leave Borgarfjörður in the late afternoon and cross the Holtavörðuhéiði mountain for our first night in the North.

### Day 4.

After breakfast our goal is historic Skagafjörður. On our way to the emigration museum at Hofsóss we visit the small, exceptionally well kept turf church in Víðimýri

and stop at the turf cottage museum Glaumbær, where there is a statue of Snorri Þorbjarnarson, the first European child born in the American continent. Then we head on to Hólar in Hjaltdalur the former bishopric of the north where we visit the beautifully restored church. We reach our destination Hofsóss in the early afternoon and spend the rest of the day browsing in this small harbour village where so many Icelanders left their country for the New World in the 19th century and learn the story of their conditions. Dinner and heritage evening. Overnight in Skagafjörður.

### Day 5.

This day will be dedicated to the beauty of nature. We will set off early and drive east beyond Akureyri for a whole day's sightseeing in the fascinating area of Lake Mývatn. Placid and beautiful Lake Mývatn lies in a volcanic landscape with twisted rock formations, the awe-inspiring solfatares of Námaskarð bubbling like the pits of Hell, pseudo craters, and mountains that were suddenly formed in ages past. Overnight in a farm guesthouse in the neighbourhood.

### Day 6.

This long and exciting day will take us through the uninhabited interior and back to



South Iceland. We go first to Goðafoss, the magnificent and historically interesting „Waterfall of the Gods“, then into the vast interior of Iceland, the outlaws' sanctuary in days gone by. The route takes us to the dramatic Eldgjá waterfall and to Landmannalaugar where one can bathe in warm streams on natural hot pools in the rugged multi-coloured volcanic landscape. Overnight near Kirkjubæjarklaustur on the South coast.



### Day 7.

Southcoast sightseeing. A boat trip from the picturesque village of Vík and visits to Dyrhóley, birdwatchers paradise, the Skógarfoss and Seljalandsfoss waterfalls and a folk museum at Skógar. Accommodation at a farm guesthouse near Thingvellir National Park.



### Day 8.

Breakfast and free time until departure for leisurely drive to the Keflavík airport.

## DEPARTURES AND ARRIVALS 1996

Duration 8 days, 7 nights.

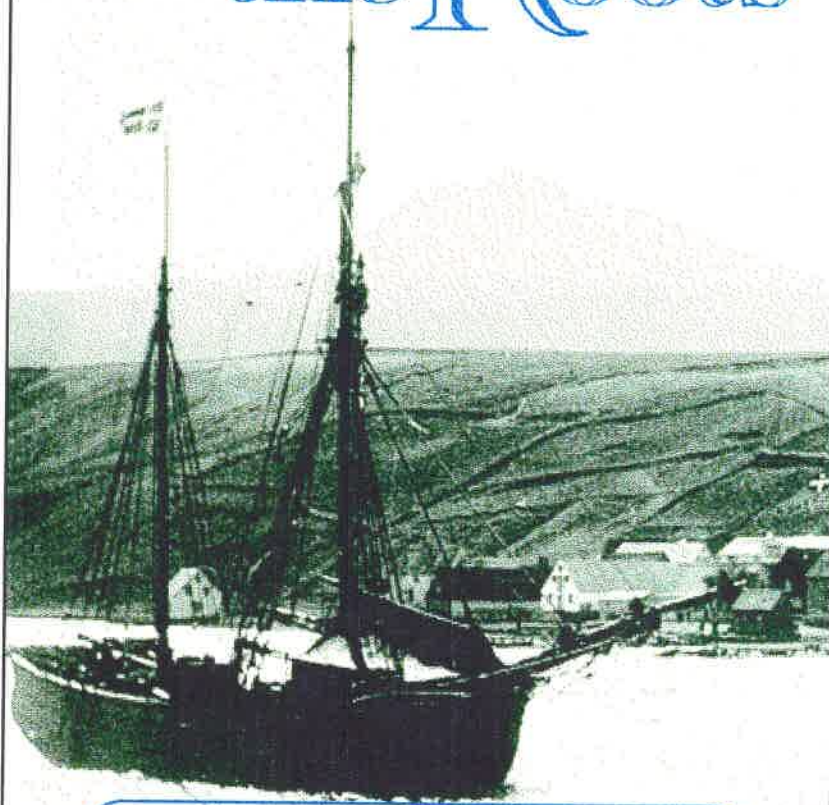
Languages: English.

DEPARTURE	ARRIVAL
19.06	26.06
07.08	14.08
21.08	28.08

This tour must be booked in advance. For information and booking please contact your travel agent or Icelandic Farm Holidays. Tel: +354 562 3640 / 562 3643. Fax: 562 3644



# Routes to the Roots



HERITAGE TOURISM  
U.S.  EUROPE



**IFH**  
*Tour Operator*

Participant in the Routes to  
the Roots. Co-financed by  
DG XXIII European  
Commission Brussels.



## EXPERIENCE THE ICELAND ADVENTURE!

- a sub-arctic paradise steeped in  
Viking tradition*
- trace your links with the old world*
- a dramatic country renowned for  
its rugged beauty*

*For further information contact:*

IFH Bændahöll v/Hagatorg • 107 Reykjavík  
Iceland • Tel.: 354-562 3640 • Fax: 354-562 3644  
Fully bonded Tour Operator





VHS

Routes to the roots ist ein europaweites Projekt über die Spuren der Auswanderung nach Amerika. Die Partner bieten spezielle historische und kulturtouristische Reiserouten in ihrer Region an. Dem Besucher aus Amerika wird die Möglichkeit geboten, auf den Spuren seiner Vorfahren zu wandeln oder diese Spuren zu finden. Dieses Video stellt schwerpunktmäßig die deutsche Reiseroute vor: Hannover, Osnabrück, Oldenburg, Bremen und Bremerhaven.

**Buch:** Diethelm Knauf  
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**Produktion:** Realisation Ulrich Scholz 1995  
für  
NAUSA ( Forschungsstelle Niedersächsische  
Auswanderer in den USA)

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ROUTES TO THE ROOTS  
Ein Reiseführer / 15 Min.

# ROUTES to the ROOTS

*Ein Reiseführer*

amerikanische Fassung

Farbe / Pal / 15 Min / 1995





# APPENDIX





RAGNAR AXELSSON

## Icelandair: Computerization Offers Opportunities

**ALL MARKETS** Mergers and the creation of large units in the tourism market in response to economic trends and the relaxation of business restrictions in Europe are occurring concurrently with a technical revolution that has seen tourist services to a growing extent sold via enormous computer networks, says Icelandair marketing director Pétur J. Eiríksson, who states that the country's flag carrier now sells all international tickets that way.

Formerly confined to airline seats, computer sales increasingly include package tours to Iceland, Eiríksson relates, adding that tourism companies need to keep abreast of developments on this front.

## Downhill Dreams

**ALL MARKETS** The Canadian national ski team recently completed training at *pistes* in Kerlingarfjöll, in Iceland's central highlands, to the acclaim of coach and schussers, some of whom rank among the world's best 30.

For the slower among us, Kerlingarfjöll's ski school offers lessons for beginners on up from late June to late August, with a discount of 10% from August 1. Magnificent scenery makes this area perfect for walks and hiking as well, with indoor and campsite accommodations. Daily transportation is available from Reykjavik and Akureyri (north Iceland).

## Increasing Iceland-Bound Traffic

**UK** Arctic Experience and sister operator Discover the World report roughly a 10% increase on Iceland-bound passengers in 1994 thanks in part to marketing efforts by a consortium of tour operators, Icelandair and the Icelandic Tourist Board.

The introduction of flights between Manchester and Reykjavik is expected to boost the figure even more for 1995, as is the entry of new specialist operator The Scandinavian Travel Service, operated by ex-Scanscape manager Iain Cottam and concentrating on Iceland and Norway.

Úrval/Útsýn:

## Green Light on Greenland

Next year Úrval/Útsýn will offer exciting trips to Iceland and on to Greenland in co-operation with Icelandair and Greenland Tourism A/S. This follows successful trips last summer from Iceland to the west coast of Greenland. These inexpensive trips have given travellers the opportunity to visit unique villages like Qaqortoq and Narsaq (above) on Greenland's southwest coast, in addition to Viking ruins in Eiríksfjörður, and of course, to get a glimpse of the ice.

## In Top 10 with Wines

**ALL MARKETS** Icelandair finished 10th in the annual airline wine-tasting survey of the British magazine *Business Traveller*. Some thirty-one companies submitted wine lists for table white, red and sparkling wines. SAS finished first ahead of Singapore Airlines. Among major air carriers who did not place were British Airways, KLM, Lufthansa and Alitalia.

## Roots Revisited

**US** Icelandic Farm Holidays (*Ferdathjónusta Bænda*) is part of an 11-country cooperative European Union project aimed at getting American travellers interested in searching for their ancestral roots in Europe.

Dubbed *Routes to the Roots*, the project brings a number of genealogical institutes, museums, emigration offices and other agencies together with experienced parties in the travel industry with an eye to producing trips boasting both cul-

tural and touristic value.

Thórdís Eiríksdóttir at Icelandic Farm Holidays, a member of the project's executive committee, says that a product manual is in the pipeline and that the project participants have targeted 1996 for its introduction to the US market.



Thórdís Eiríksdóttir



for '94. The total was made up of people from 62 different countries, with those from the US most numerous. Danes were second, British next, and Germans rounded out the top four.

Two publicity campaigns, one in Iceland and the other abroad, have clearly borne fruit, yielding both more international visitors and greater local travel by Icelanders. Airlines, hotels,

restaurants, coach and guest-house operators, even farm holiday hosts and rural districts have all participated in some way, in addition to tour operators and agencies.

Commenting on this success, Oddsson says, "In our business we haven't lost track of the fact that the consumers are in fact our employers - without them, we're out of work."

According to figures in the annual report of the World Tourism Commission, Iceland's average foreign currency income from tourism is among the best in the world.

### New marketing strategy:

# Routes to the Roots

## European Union-Iceland cooperative project urges Americans to explore their European heritage

The European Union has awarded Icelandic Farm Holidays a grant of some USD377,000 for the development of the so-called *Routes to the Roots* project. The project is part of an 11-country cooperative effort in the European Union aimed at creating interest among Americans in searching for their ancestral roots in Europe.

A museum depicting emigration from Iceland is planned at Hofsvós, north Iceland, with the opening date set for spring 1996. The museum will be modelled on the Cobh Heritage Centre museum in Cork, Ireland, which since 1993 has attracted more than 100,000 visitors.

Hofsvós was thought to be an appropriate location for such a

museum in Iceland as its central core dates back to the turn of the century.

The oldest house in Hofsvós is a warehouse from 1777 and the intention is to house the museum in an old general store dating back to 1909.

This project is the first cooperative effort between Iceland and the European Union since the

EFTA agreement was implemented at the beginning of 1994, as well as being the first concerted development project undertaken in the Icelandic travel industry.

### First guests in 1996

According to Thórdís Eiríksdóttir, assistant managing director of Icelandic Farm Holidays, 40,529 Americans considered themselves to be of Icelandic descent in 1990. She said that the best way to utilize the EU grant was presently under discussion and that promotional material for the project was already being designed.

Active promotion is to begin next autumn with the first guests expected to come to Iceland in 1996.

firm has contracted in this way with a separate agency.

### Úrval-Útsýn and Spies Travel Group:

# Milestone contract between giant tour operators

## Special discounts and exclusive arrangements

The Spies Group, Denmark's largest travel agency, signed a joint contract with *Úrval-Útsýn* of Iceland in Copenhagen recently.

The arrangement gives the

Icelandic market access to new destinations in southern Europe, like the Greek Isle Kos, and North Africa at 35-40% lower rates for charter flights. In addition, the Icelandic company be-

comes exclusive agent for other Spies and Tjæreborg tours, with a special allotment of airline seats and hotel rooms at certain destinations.

It is the first time the Danish

### Milestone agreement

Hördur Gunnarsson, managing director at *Úrval-Útsýn*, said in a *Morgunblaðið* article that this was a milestone event and that "increased marketing freedom in the 'new Europe' means increased competition which has urged competitors to combine their energies. With this contract *Úrval-Útsýn* is taking a first step on its customers' behalf into the marketplace of a unified Europe."

### Viking festival in Hafnarfjörður:

# Many foreign participants expected

Some 400 foreign participants have registered to take part in an international Viking festival being held in Hafnarfjörður, near Reykjavík, from July 7-9 this year. Nearly half will arrive from Denmark, and the rest mainly from Sweden, Germany, Norway and France.

### Viking ships brought in

The organizers plan to transport five Viking ships from Denmark and one from Norway to Iceland. They will dock at the Hafnarfjörður harbour and transport participants during the festival. The Icelander Magnús Magnússon, a well-known quiz show host on British TV, will come to Iceland to hold talks on the Viking Age along with other colleagues from the Nordic countries.







Íslendingar taka þátt í „Routes to the Roots“ verkefni

# Minjasafn um vesturfara opnað á Hofsósi

EVROPUSAMBANDIÐ hefur í tengslum við samninginn um Evrópskt efnahagsvæði veitt Ferðabjónustu bænda 25 milljóna króna styrk vegna svokallaðs „Routes to the Roots“ verkefnis. Með verkefninu er stuðlað að því að vesturfara og afkomendur þeirra heimsæki lönd forfedranna, kynnist menningu og umhverfi uppruna síns. Stefnt er að því að opna minjasafnið í tengslum við íslenska vesturfara á Hofsósi vorið 1996.

„Routes to the Roots“ verkefnið var kynnt í Bændahöllinni á föstudag. Dr. Wolfgang Grams, forystumaður verkefnis, rakti í stuttu máli sögu vesturfara og kom fram að 5.000 vesturfara með altili, allt upp í 11.000, á dag áttu viðkomu á Ellis-eyju við New York áður áður en komið var til fyrirheitna landsins um og eftir aldamót. Michael Collopy, forstöðumaður „Cobh Heritage Centre“ á Írlandi nefndi sem dæmi að sex milljónir Íra hefðu haidið frá Írlandi til Vesturheims um og eftir aldamót og nú teldu 44 milljónir Bandaríkjamanna sig af írsku bergi brotnar. Á sama tíma væru Írar á Írlandi aðeins þrjár milljónir.

Michael og Hans Storhaug, forstöðumaður „Norwegian Emigration Center“ í Stavanger, sögðu að mikill áhugi væri á því meðal Vesturfara og afkomanda þeirra að heimsækja lönd forfedranna og Michael sagði að Írar hefðu haft þann áhuga að leiðarljósi þegar þeir settu á stofn „Cobh Heritage Centre“ safnið í Cork á Írlandi. Á safninu er leitast við að gefa sem besta mynd af því af hverju Írar héldu til Vesturheims, aðbúnaði þeirra á leiðinni til Ameríku og hvað beid þeirra að lokinni erfiðri siglingu. Safngestir fá innsýn í heim vesturfara með ljósmyndum, kvikmyndum, skriflegum gögnum og sviðsetningu svo eitt-



DR. Wolfgang Grams rekur sögu vesturfara.

hvað sé neft. Safnið var opnað árið 1993 og urðu safngestir samtals 100.000 í fyrra.

Þórdís Eiríksdóttir, aðstoðarframkvæmdastjóri Ferðabjónustu bænda, á sæti í framkvæmdanefnd „Routes to the Roots“ verkefnisins en um er að ræða samstarfsverkefni 11 Evrópubjóða. Hún sagði að verið væri að leggja línurnar og ræða hvernig 25 milljóna króna styrk Evrópusambandsins yrði varið. Hins vegar væri þegar byrjað að hanna kynningarefni vegna markaðsátaksins. Kynning hæfist næsta haust og búist væri við fyrstu gestunum hingað til lands árið 1996.

## Minjasafn á Íslandi

Hjá Þórdísi kom fram að 40.529 Bandaríkjamenn hafi talið sig vera af íslensku bergi brotna árið 1990. Hún sagði að fjölgun ferðamanna til landsins á síðustu árum hefði ekki komið fram í fleiri ferðamönnum frá Kanada.

Eins og að framan segir er „Routes to the Roots“ fyrst og fremst markaðssetningarverkefni. En í tengslum við verkefnið hafa sprottið upp hugmyndir um minjasafn um vesturfara frá Íslandi á Hofsósi.

Jón Guðmundsson, sveitarstjóri, og Valgeir Þorvaldsson, ferðabjónustubóndi, sögðu að þorpskjarni frá því um aldamót hefði þótt viðeigandi rammi um slíkt minjasafn. Elsta húsið í þorpinu er pakkhús frá 1777 en ætlinin er að koma minjasafninu fyrir í verslunarhúsi frá 1909. Hafist verður handa við að gera við húsið á næstunni og gera áætlanir ráð fyrir að hægt verði að opna safnið vorið 1996. Minjasafnið verður deild í Byggðasafni Skagfirðinga og sjá starfsmenn safnsins um að safna gripum í safnið. Safnað verður saman myndum til að setja upp í húsinu og stungið hefur verið upp á að fylgja íslenski fjölskyldu eftir frá Íslandi til Vesturheims.

BJARNI Bened kvæmdastjóri

YFIR 400 man lögfræðiaðstaf félags lagar ári á meðan hún st frá 1. október og til aðar að sögn Jónas mundssonar sem er stjóri lögfræðiaðstöð Bjarna Benediktssy 75 ára afmæli Hæst lögfræðiaðstöð Orator sérstökú átaki í r Lögfræðiaðstöð O simleiðis einu sinni nefndu tímabili, en ára afmæli Hæstas Orator standa fyrir í næstu viku. Fólki boða að leita sér ráðgjafar á hverju mánuðegi til föstud klukkan 19.30 og 5511012. „Við ætlum fólk til umhugsunar Hæstaréttar sem s óhlutdrægs ædsta dó félaginu. Auk þess minna á að í réttar Hæstiréttur gegnir hlutverki og allir eiga ir fyrir lögum, er vi um réttarstöðu sína j yrði þess að jafnræði ið,“ segir Bjarni.

## Fólki leiðbeint ef

Að sögn Bjarna Be annast 3–5 laganem námsári, eða fimmta ina hverju sinni en a þeir lögmann sér til lagadeild eru um 50 r ári. Lögfræðiaðstöðin af námi lagadeildar namar að henni að kvæði og hugsjón að ar, auk þess gagns s veitir. Fjöldi þeirra se band. hefur aukist seinustu ár, og segir að þó nokkur hóp manna nær ekki sa bandi vegna þess að a ar samalínur eru up teknar.

„Fyrst og fremst lei beinum við fólki og greiða úr vandamálu bestu getu, miðað við fer fram simleiðis og ekki í höndunum gö sem til okkar leita. Vi um kerfið og svörum ingum sem við teljum svarað með fullri vissi hins vegar enga þjón ur, þ.e. vinnum ekk beinlínis, önnumst skj það éfa annað þess h Bjarni. „Eðli málsins getum við ekki svarað málá sem okkur beras krefjast nánari skoð éða málin eru of flóki



## LJÓSVAKAHANDRIT

## Miðlun hf. - Fjölmíðlavaktin

<b>Frétt:</b>	Safn fyrir Vestur-Íslendinga	<b>Dags:</b>	17.02.1995
<b>Míðill:</b>	Ríkisútvarpið 19:00	<b>Lengd:</b>	1:57
<b>Fréttamaður:</b>	Maria Björk Ingvadóttir	<b>Handrit:</b>	LS

Ferðabjónusta bænda vill gera Hofsós að mekka brottfluttra Íslendinga í Vesturheimi. Það yrði liður í samstarfsverkefni 11 Evrópuþjóða sem miðar að því að fá Vestur-Íslendinga til að heimsækja lönd forfeðrana.

- 5 Verkefnið ber yfirskriftina Roots to the roots sem mætti þýða sem Leitað upprunans og er fyrst og fremst markaðssetning sem miðar að því að fá fólk sem flutt hefur til Vesturheims til að koma og kynna menningu og umhverfi forfeðra sinna. Þetta verkefni var kynnt í Bændahóllinni í dag en það gerðu dr. Grams frá Þýskalandi, Collothy frá Írlandi og Storhaug frá Noregi. Komið hefur í ljós að Íslendingar
- 10 hafa ekki sinnt tengslum við Vesturheimsfara og þeirra afkomendur í sama mæli og t.d. Norðmenn og Írar hafa gert. Það hefur ekki verið aðgengilegt fyrir þetta fólk að leita uppruna síns hér á landi. Til þess að bæta þar úr þarf að mati verkefnisstjórnar að koma á fót minjasafni þar sem saga þessa tímabils er kynnt á aðgengilegan og fræðandi hátt.
- 15 Í því augnamiði hyggjast menn tengja fræðistofnanir sem hafa varðveitt muni og skjöl frá þessu tímabili og ferðabjónustu. Forsvarsmenn Ferðabjónustu bænda sjá Hofsós sem vænlegan kost fyrir slíkt safn og hefur Ferðabjónustan og héraðsnefnd Skagfirðinga tekið höndum saman um að slíkt safn verði sett upp á Hofsósi. Þar hafa mörg gomul hús verið gerð upp, t.d. pakkhúsið, og hefur sú starfsemi sem rekin er í tengslum við það hús fengið góðar viðtökur bæði innlendra og erlendra ferðamanna. Hofsós er auk þess talinn henta vel fyrir safn af þessu tagi. Staðurinn er gamalt sjávarþorp og verslunarstaður og frá
- 20 Norðurlandi voru fólksflutningar vestur um haf einna mestir. Verkefnisstjórn Roots to the roots hefur nú þegar látið gera kynningarefni fyrir Bandaríkjamarkað og hefst sala á ferðum hingað á næsta ári.





## HOLLUSTUVÖRUR ÚR ÍSLENSKUM FJALLAGRÖSUM

Í júní s.l. voru kynntar fyrstu afurðirnar úr fjallagrösum á vegum Íslenskra fjallagrasa hf., en eins og fram hefur komið áður í fréttabréfi höfðu Súpu-gerðin Vilko, Iðnþróunarfélagið og Iðntæknistofnun frumkvæði að stofnun hlutafélags til að framleiða vörur úr íslenskum fjallagrösum. Vörubróunin hefur aðallega farið fram hjá Iðntæknistofnun Íslands og hefur notið styrkja frá Rannsóknarráði Íslands, Framleiðnisjóði landbúnaðarins og Bygðastofnun, auk þess er verkefnið aðili að "Vörubróun '94" sem fjármagnað er af Iðnlánasjóði og Iðntæknistofnun.

Vörur farið samvi og st urðirn Þessar fjalla eru s fjallag náttúr hálsin reyna grasa fjallag óbygg lenski stakar mikið efnur

Stéttarsamband bænda  
Bændahöllinni v/Hagatorg  
107 Reykjavík

Illega mun í rtæki u af rkað. rano urnar halda eru nýkja i sem alla- nulin id i is- sér- þess stein- Þau

eru því holl fæðubót og bæta meltinguna. *Fjallagrasasafn* er 38% að alkóhólstyrkleika og sérstæður á bragðið. Drykkurinn verður fyrst um sinn aðeins seldur í Leifsstöð sem minjagripur fyrir útlendinga og íslendinga. *Fjallagrasaáburður* er græðandi og mykir þurra húð. Aldagömul hefð er fyrir notkun fjallagrasa í húðbakstra. Helstu hluthafar auk Iðnþróunarfélagsins eru: Hvatning hf., Iðntæknistofnun, Blönduóssbær, Súpu-gerðin Vilko og nokkur sveitarfélög í Austur-Húnavatnssýslu.

## SAFN UM VESTURFARANA Í HÚSI GAMLA KAUPFÉLAGSINS Á HOFÓSÍ

Ferðþjónusta bænda er þátttakandi í samstarfsverkefni 11 Evrópuþjóða sem ber nafnið "Route to the roots" eða "Leiðin að uppruninum" eins og verkefnið er kallað á Íslandi. Verkefnið er fyrst og fremst markaðssetningarverkefni sem miðar að því að fá fólk sem

flutt hefur til Vesturheims til að heimsækja land forfeðranna og kynnast menningu og umhverfi uppruna síns. Flestir þáttakenda í verkefninu eru í forsvari fyrir söfn eða fræðistofnanir sem hafa sérstaklega unnið að varðveislu minja, skjala og þess háttar sem tengist flutningum

Evrópuþjóða til Vesturheims. Hús gamla Kaupfélags Austur Skagfirðinga á Hofsósi hefur verið valið til þess að hýsa væntanlegt safn um en gamalt hús við er einkar vel til undanförunum á fram uppbygging á







Uppbyggingin í Plássinu á Hofsósi:

# Ákveðið að koma upp safni tengdu Vesturförum

Samstarfsnefnd 11 Eyrópuþjóða um verkefni á sviði ferðamála, sem ber heitið „Routes to the Roots“, hefur ákveðið að komið verði á fót á Íslandi minjasafni er endurspeglir mannlíf og atvinnuhætti í landinu seinni hluta síðustu aldar þegar brottflutningar Íslendinga til Vesturheims stóðu vað hæst. Ákveðið hefur verið að safnið verði staðsett á Hofsósi, nánar tiltekið í gamla kaupfélagshúsinu á Sandinum, en Hofsós var einmitt helsti verslunarstaður Skagfirðinga langt fram eftir öldum.

Hér er fyrst og fremst um markaðssetningarverkefni að ræða, sem eins og nafnið gefur til kynna, miðar að því að laða afkomendur þeirra sem flutt hafa til Vesturheims til að vitja slóða forleðranna og uppruna síns. Nú þegar hefur verið unnið kynningar-arefni, litskyggnur og bæklingar, gerð myndbands stendur yfir og er áætlað að það verði tilbúið næsta haust. Fljótlega verður hafin mikil markaðssókn í Bandaríkjunum, og er miðað við að sala á þeim til landsins hefjist á árinu 2006, en það vor er einmitt stefnt að opnun safnsins á Hofsósi. Til markaðsátaksins ver nefndin um 25 milljónum króna.

„Fulltrúa nefndarinnar, Þórdís

Eiríksdóttir, list vel á þá þorps-umgjörð sem hér er á Hofsósi, einkanlega á þá endurgerð húsa sem átt hefur sér stað við Sandinn á undanförmum árum, gamla kaupfélagshúsið og pakkhúsið. Það fer ekki milli mála að það er mjög mikilsvert fyrir Hofsós að hafa þarna orðið fyrir valinu og fyrir héraðið í heild. Í athugun eru ýmsir fjármögnunarmöguleikar varðandi áframhaldandi endurgerð kaupfélagshússins og ljóst að þetta er talsvert stórt dæmi“, segir Jón Guðmundsson sveitarstjóri á Hofsósi. Hann segist vonast til að Sigríður Sigurðardóttir minjavörður í Glaumbaer verði Hofsósingum til halds og trausts við uppsetningu safnsins, en talsverð vinna verður fölginn í því að safna munum í safnið, sem eru m.a. í geymslum hingað og þangað.

Talið er að á hverju ári komi um 500 Vestur-Íslendingar til landsins, fólk búsett í Kanada og Bandaríkjunum. Komið hefur í ljós að Íslendingar hafa ekki sinnt tengslum við Vesturheimsfara í sama mæli og aðrar Eyrópuþjóðir, t.d. Norðmenn og Írar og ekki er aðgengilegt fyrir fólk að leita uppruna síns hér á landi. Vonir standa til að safn eins og það sem komið verður upp á Hofsósi, muni þar leysa ákveðinn þátt. □



Hass, spitt, bús og allt. Hrafnhildur Viðarsdóttir í hlutverki flausa á fræðslufundi um vimefnavandann.

## Árshátíð í skugga v

Nemar 8. - 10. bekkjar Gagnfræðaskóla Sauðárkróks héldu árshátíð sína í félagsheimilinu Bifröst sl. miðvikudag. Troðfullt hús var á báðum sýningum, en árshátíðarskemmtanir gagnfræðaskólanema trekkja ætíð nokkuð.

Árshátíðin var haldin óvenju snemma vetrar að þessu sinni og er ástæðan verkfall kennara. Af þeirri ástæðu gafst minni tími til æfinga, en það kom samt ekki fram á dagskráratriðum skemmtunarinnar sem mörg hver voru hin ágætustu. T.d. má nefna að sýndir voru þættir úr unglíngaleikritinu: Hass, spitt, bús og allt, sem fjallar um vimefnavandann og hlotið hefur góðar undirtektir í flutningi Klébergsskólans í Reykjavík.



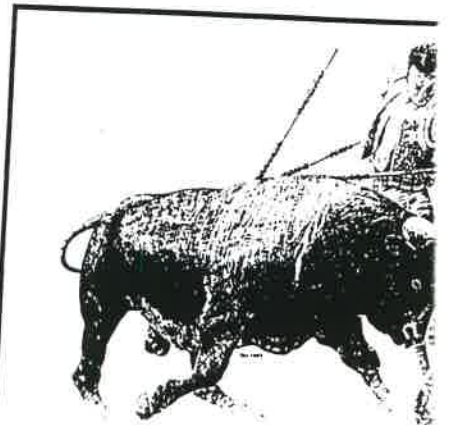
Hass, spitt, bús og allt: María Sjöfn Haraldsdóttir og Brynjar Elefsen í hl

## Alþýðuflokksmenn birta listann

Framboðslisti Alþýðuflokksmanna í kjördæminu var samþykktur á fundi um miðja síðustu viku. Listinn er þannig skipaður:

1. Jón F. Hjartarson skóla-meistari Sauðárkróki. 2. Ólöf A. Kristjánsdóttir verslunarmaður Siglufirði. 3. Steindór Haraldsson verkefnisstjóri og sveitarstjórmaður Skagastrand. 4. Sólveig Zophaniasdóttir leiðbeinandi

Blönduósi. 5. Friðrik Friðriksson skipstjóri Hvammstanga. 6. Gunnar Björnsson verkstjóri Hofsósi. 7. Soffía Amardóttir afgreidslumaður Siglufirði. 8. Ragna Jóhannsdóttir sjúkraliði Sauðárkróki. 9. Kristján Möller forseti bæjarstjórnar Siglufjarðar. 10. Jón Karlsson formaður Verkalyðstéðagsins Fram Sauðárkróki.



# SPRENGIDA





a.m.k. 14 jafnaldra pennisvint frá ymsum löndum, sem skrifa á ensku. Samkonar þjónusta á þýsku, frönsku, spænsku og portúgölsku.  
I.P.F., pósthólf 4276, 124 Reykjavík, sími 881-8181.

þyrfti atstöðu til upplýsingamiðunar og gera þyrfti breytingar á eignarhaldi og stjórnun fyrirtækja í greininni til að almennir fjárfestar gætu átt samleið með hagsmunafjárfestum. Vinna þyrfti að samruna fyrirtækja í greininni og horfur þyrftu

lunda og viðgáin meðal.

### „Ísland yngst landa, land í sköpun“

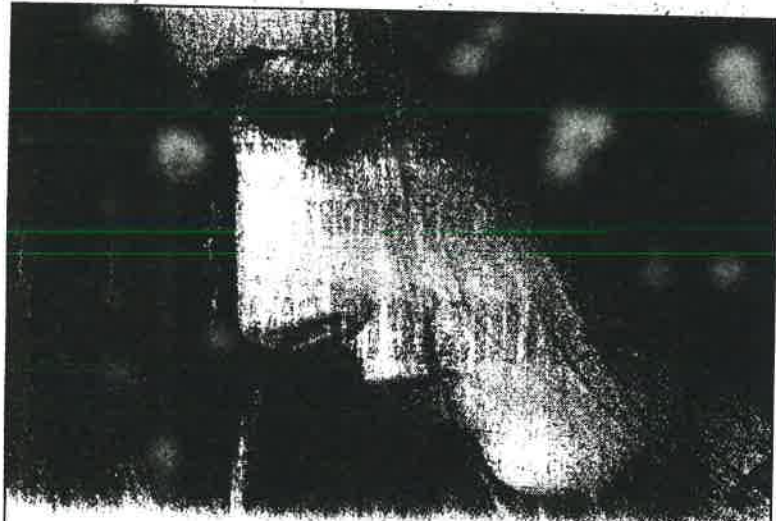
Á síðari degi ráðstefnunnar flutti Halldór Blöndal, samgönguráðgjafi, ávarp þar sem hann fjallaði um mik-

### Gera atvinnugreininna sýnilegri í íslenskum fjölmöðlum

Samþykkt var að hvetja stjórn ferðamálaráðs og ferðamálastjóra til að ígrunda hvernig gera megi atvinnugreininna sýnilegri í íslenskum

ferðamálum sem lesast í seinni náttúru.

Í lok ráðstefnunnar bauð vestmannaeyjabær ráðstefnugestum til kvöldverðar og lauk þar með vel heppnaðri ferðamálaráðstefnu Ferðamálaráðs Íslands 1995.



# konur þurfa járn

Járn er nauðsynlegt m. a. fyrir blóðið, vöðvana og heilann. Það er sérstaklega mikilvægt fyrir konur og börn í vexti. Þar sem þörf er á nægu C-vítamíni til að járnþið nýtist, er C-vítamín í okkar járn.

Járnþöflur eru fánlegar í mörgu formi og nýtist líkamanum misvel. Ferrus Succinate nýtist betur en flest annað járn og veldur minni truflun í meltingarfærum. Þess vegna er Ferrus Succinate í jární Heilsu.



**heilsuhúsið**  
Kringlunni & Skólavörðustíg

GULLMIDINN TRYGGIR GÆÐINI

# Ferðamenn á slóðum forfeðra

FERÐAÞJÓNUSTA bænda er þátttakandi í samstarfi nokkurra þjóða undir yfirskriftinni „Routes to the Roots“ sem á íslensku mætti útlægja sem „Leiðir til rótanna.“ Markmið þessa samstarfs er að bjóða afkomendur innflytjenda frá Evrópu til Bandaríkjanna velkomna á slóðir forfeðranna og hefur verkefnið verið styrkt af Evrópusambandinu.

Samstarfið var kynnt á fundi sem haldinn var í New York í síðustu viku. Þar kom meðal ann-

ars fram í máli Johns Jordan, yfirmanns ferðamáladeildar ESB, að „Routes to the Roots“ væri besta verkefnið sem í gangi væri innan deildarinnar. Lofaði Jordan áframhaldandi stuðningi Evrópusambandsins.

Á fundinum kom einnig fram loforð talsmanna Ferðamálaráðs Bandaríkjanna þess efnis að þeir tækju að sér dreifingu á fyrsta sameiginlega bæklingnum sem gerður hefur verið um verkefnið. Í Bandaríkjunum einum verður honum dreift í 180 þúsund ein-

tökum í fyrstu umferð, en í bæklingnum er að finna kynningu á öllum löndum sem taka þátt í samstarfinu. Auk Íslands er þar um að ræða Grikkland, Holland, Noreg, Bretland, Þýskaland og Írland. Á næstunni er gert ráð fyrir að Ítalía, Finnland, Pólland, Slóvenía og Ungverjaland bætist í hópinn.

Stjórn verkefnisins „Routes to the Roots“ skipa 5 manns og á Ísland þar fulltrúa, Þórdísi Eiríksdóttur.

### Ferðafélag Íslands

Helgina 14.-15. október verður farið í haustferð í óbyggðir. Lagt verður af stað kl. 8 á laugardagsmorgun og gist í sæluhúsi Ferðafélagsins aðfararnótt sunnudags.

Laugardaginn 14. október kl. 10.30 verður farið í haustgöngu Hornstrandarfara. Gengið verður á Selfjall og niður með Ingólfsfjalli að Efstalandi í Ölfusi. Kvöldverður og skemmtun í Básnum að lokinni göngu. Skollertríóið myndir undir söng göngufólks. Þáttaka er ekki eingöngu bundin við Hornstrandarfara Ferðafélagsins.

Sunnudaginn 15. október verða tvær gönguferðir á Hengilssvæðinu. Kl. 10.30 verður gengið á Hengil og niður í Dyradal. Kl. 13 verður fjölskylduganga um Hestvík

### Ferðir

## um helgina

og Nesjähraun, ekið um Nesjavallaveg. Brottför í ferðirnar er frá BSI, austanmegin og Mörkinni 6.



### Útivist

Sunnudaginn 15. október verður genginn annar áfangi raðgöngunnar forn fræðgarsetur. Í þetta skipti verða Bessastaðir heimsóttir en lagt verður af stað frá BSI kl. 10.30. Guðmundur Ólafsson, fornleifafræðingur, fræðir göngufólk um uppgröftinn á Bessastöðum og Einar Laxnes, sagnfræðingur, rifjar upp sögu staðarins. Gengin verður gömul þjóðleið að þingstaðnum í Kópavogi og víst að margt fróðlegt mun bera á góma í ferðinni.

Helgina 14.-15. október verður farið í helgarferð þar sem gengið verður yfir Fimmvörðuháls og gist í skála Útivistar á hálsinum. Farið verður af stað á laugardagsmorgun kl. 8. Fararstjóri verður Gunnar Hólm Hjálmarsson.



Frétt:	Roots to roots.	Dags:	06.10.1995
Miðill:	Ríkisútvarpið hádegisfréttir.	Lengd:	2:10
Fréttamaður:	Kristinn Hrafnsson	Handrit:	ER

5 Íslendingar taka þátt í evrópsku samstarfsverkefni í ferðapjónustu í Bandaríkjunum sem miðar að því að fá Bandaríkjamenn til að ferðast til landa forfeðra sinna. Skv. opinberri skráningu segjast 40 þúsund Bandaríkjamenn vera af Íslensku bergi brotnir.

10 Þessi stærð er líklega stórlega vanmetin og ætla má að allt að 100 þúsund manns í Bandaríkjunum geti rakið uppruna sinn til Íslands. Það er þessi hópur sem Íslenskir ferðapjónustuaðilar vilja ná til. Átak í þá veru er að hefjast í Bandaríkjunum þar sem Evrópulönd taka sig saman og kynna upprunalandið sem ferðamöguleika. Verkefnið er kallað  
15 Roots to roots, eða leiðir að rótum og hefur hlutið stuðning ESB. Fyrir Íslandshönd er það Ferðapjónusta bænda sem sér um samstarfið. Þórdís Eiríksdóttir hjá Ferðapjónustunni á sæti í framkvæmdanefnd þess. Hún segir verkefnið hafa ótvírætt gildi fyrir Íslenska ferðapjónustu.

20 *Þórdís Eiríksdóttir: Það gerir mögulegt t.d. að lengja ferðamannatímann og dreifa ferðamannastraumnum jafnvel á aðra staði en flestir hafa farið á til þessa. Þarna eru aðrar áherslur það er náttúrulega hvað á ég að segja, það er staðreynd að þeir sem koma til Íslands þeir vilja skoða það sem Ísland hefur upp á að bjóða það sem Ísland er þekkt fyrir eins og fallega náttúru og hveru og eldfjöll og jökla. En nú höfum við tækifæri til að beina líka straumnum inn á staði sem hafa ekki verið svo mjög mikið heimsóttir til þessa eins og kannski núna í tengslum við þetta verkefni þá hefur verið ákveðið að byggja upp safn sem að segir sögu þessa fólksflutninga á síðustu öld, á Hofsósi. Og Hofsós er náttúrulega ekki staður sem að hefur almennt verið mikið sóttur af ferðamönnum. Og þegar ferðamenn eru komnir á Hofsós afhverju skyldu þeir ekki drífa sig líka á Siglufjörð. Þarna erum við búin að koma tveimur stöðum inn á kortið ef svo má segja sem að hafa kannski ekki verið mjög vinsællir af ferðamönnum til þessa.*

30

35 Í gærkvöld var kynningafundur hér í New York þar sem evrópsku samstarfsaðilarnir kynntu það átak sem er að hefjast. Það felst m.a. í því að dreifa á annað hundrað þúsund bæklingum á ferðaskrifstofur í landinu.







