



1 MATARBÚRÐ
Small yet cozy farm shop set in beautiful surroundings a short distance from the capital. A shop for the most discerning of food aficionados where they can buy free-raised veal of the highest quality, in addition to homemade seasonal products such as jams, chutney, pâtés, jellies and much more besides.
Háls í Kjós, Hvalfjörður (rural)
897 7017 / Matarbúrið | Facebook

2 MS. STEFANÍA COUNTRY STORE
A mix of romantic, rustic, old and new home ware, creates an interesting atmosphere in this little store surrounded by summerhouses and birch trees. It's located in the same house as Kaffi Munaðarnes, which serves coffee and homemade cakes by Stefania.
Munaðarnes, Borganes (rural)
525 8441 | Facebook

3 THE LITTLE SHOP AT BÚÐIR
Located in a magnificent setting next to Hotel Búðir this little shop is a treasure. You can find unique souvenirs to take home, herbal teas, shells, seeds, jams, art and even sand from the beach, all tastefully decorated by two artistic women.
Búðir, Snæfellsnes / 690 0646
Krambúðin | Facebook

4 BRYGGJUBÚÐIN
A charming shop with specially selected Icelandic designer goods all set in a former cold storage plant at the harbour in Flatey – one of the beautiful islands of Breiðafjörður. Retro furniture and renovated items set an atmospheric tone at this surprising gem of a place.
Flatey, Breiðafjörður
899 9225 / Made In Sveitin | Facebook

5 WEST FJORDS STORE
The store sells all kind of products as long as it's created in the West Fjords. Music, jewelry, designer goods, photography and books all attest to the natural wonder of this region and echo its splendour.
Aðalstræti 24, Ísafjörður / 865 5695
Vestfirzka Verslunin | Facebook

6 KAUPMADURINN
An Icelandic design retailer located in the heart of the town of Ísafjörðu. Selling

traditional but trendy Icelandic design goods, it's the only one of its kind in the West Fjords region. You can be sure to find something warm and furry at this shop and still look trendy!
Austurvegur 2, Ísafjörður
456 4070 | Facebook

7 SPES COUNTRY FARE – LAUGARBAKKA
Handicrafts tied with the Saga Ages and great regional food! Everything offered is made according to ancient methods, using natural and raw materials from the surrounding environs. There's usually a host of interesting and entertaining events going on including plays, storytelling and re-enactments for visitors of all ages.
Grettisbó, Hvammstangi (rural)
894 6776 / grettistak.is

8 TRADE-MUSEUM – BARDÚSA
At the harbour at Hvammstangi you'll find an old, little house that used to serve as the first road-shop in Iceland. Today it still sells goods but also serves as a trade-museum. Be ready to put your nostalgic cap on and step back in time as you look at goods such as lingerie, tobacco, clothes and other produce dating from the early Seventies. It's also a shop that sells a wide range of local handicrafts including woollen mittens, hand-painted stones and jewellery.
Brekkugötu 4, Hvammstanga
451 2747 | Facebook

9 THE TANNERY VISITOR CENTRE
Now, this is different! And very Icelandic! How about taking a guided tour of the only tannery in Europe where fish skin is expertly processed to make fish leather? And if that impresses, at the Visitor Centre, shoes, bags, jewelry and clothes made from the tannery's products by outstanding designers and craftspeople are offered for sale.
Borgarmýri 5, Sauðárkrókur
512 8025 / sutarinn.is

10 GALLERÍ ALPÝÐULIST
On the main national road in Varmahlíð stands a cozy, wooden cabin with a quite resplendent turfed roof. Inside, it's filled with interesting handicrafts from the Skagafjörður region worked from, among other things, driftwood, wool, metal and

glass. The keen eye may also spot some less traditional items such as dog collars made from horse-hair and home-made soap from lamb's fat. Yes, really!
Varmahlíð
453 7000 / Gallerí Alpýðulist | Facebook

11 HRAUNA EIDERDOWN
It's both informative and fun to look in on Björk (not that one!) who owns this small gallery selling homemade items made from 100% pure eiderdown collected from the surrounding area then hand-cleaned and made feather-free. Unusually soft and hand-coloured bamboo is wrapped around the down to preserve its soft and light qualities. We sincerely recommend the scarves – wonderfully warming when the weather gets cooler.
Hraun í Fijótum, Skagafjörður (rural)
847 4485 / Hrauna Eðardúnn | Facebook

12 FLÓRA
Small and different. This is a concept store and workshop with happenings, gatherings and exhibitions. Emphasis is on reusable, re-cycled and home-produced with a specially selected and diverse range of items from Iceland, Germany, France and Switzerland such as clothes, honey, coffee, books, mugs, woollen goods, candles, lace, art and much, much more.
Hafnastræti 90, Akureyri
661 0168 / floraflora.is

13 ÁLFASTEINN
You'll be well received and made most welcome by Kallí Sveins at Álfacafé – a café that sells a variety of gifts, sculptures, art pieces, tableware and pottery made from rock and stone of the Borgarfjörður region.
löngörðum, Borgarfjörður eystri
472 9900 / Álfacafé | Facebook

14 GULLABÚI
This one is a gem for vintage lovers. Inside you'll find a mixture of local design and crafts, vintage furniture, clothes and other treasures. The clothes are mostly wearable day-to-day dresses with the occasional show-stopper but you're guaranteed to find house wares with a story. This is a shop full of happiness for you and your home.
Norðurgata 8, Seyðisfjörður
899 9429 | Facebook

15 HÚS HANDANNA
Enjoyable shop and gallery set in the heart of Egilsstaðir showcasing handicrafts of the East Fjords. A fun place to stop by and marvel at what the people of this quarter of the country create in the way of design, handicraft, art and food. And you should definitely taste the delicacies on offer, either while there or to take home with you.
Miðvangur 1-3, Egilsstaðir
471 2433 / Hús Handanna | Facebook

16 MÓÐIR JÖRD – ORGANIC FARM
What should you expect from a company that markets its products under the name: "Mother Earth"? Certainly, certified organic produce ranging from Christmas Trees to vegetables to ingredients for biscuits (that's cookies to our American readers) and breakfast cereal, to massage oil, jam (or jelly to our American readers), chutney and much more. Did we mention that Móður Jörð is considered a leader in its (organic) field in Iceland?
Vallarnes, Fljótshálsá (rural)
471 1747 / vallarnes.is

17 TÓNSPIL
Records, VHS- and cassette-tapes, magazines, computer games, books and musical instruments all vie for attention in this fun shop in Neskaupstaður. Rumour has it this place boasts the best selection of music in the country. Accommodation available on the top floor for a very reasonable rate.
Hafnarbraut 22, Neskaupstaður
477 1580 / tonspil.is

18 KRUMMAKAUP
Interesting and atmospheric shop that sells everything from designer products such as house wares, toys, clothes and gifts, to Icelandic food delicacies. If you happen to drop by the shop during off hours, just give Dýrunn, the owner, a call. She will be more than happy to open the shop for you.
Hafnarbraut 24, Neskaupstaður
477 1200 | Facebook

19 BONE, STICKS AND STONE
Located at the harbour at Djúpvogur this store is one of the world's true hidden gems. Vilundur the owner is a collector and a craftsman who has laid down fishbones in all sizes and shapes, stones and sticks which he also carves creating

decorative figures. If he has time he often gives guests what he calls "dog time". You just need to see for your self!
Víkurland 7, Djúpvogur / 868 9058

20 FJALLAFANG Í LANDMANNALAUGUM
Tourist necessities and hot drinks sold from an old American bus! You can also buy fishing permits and occasionally fresh trout caught from the surrounding lake.
Landmannalaugar
618 7822 / landmannalaugar.info

21 AKUR – ORGANIC FARM
In the historic region of Biskupstunga you can go direct to the Akur farm to buy not just organic vegetables but also a variety of home-made produce such as preserved and dried-vegetables, jams and chutney.
Akur, Biskupstunga (rural)
486 8966 / graenihlekkurinn.is

22 PINGBORG
There is an undoubted aire of heritage that prevails at this cozy shop that sells, among other things, earthy-coloured lopi sweaters, knitted wares, woollen, felt and woven products, as well as items made from horn and bone. Everything is handmade in an environmentally friendly way with the wool handled as little as possible to preserve its natural characteristics.
Pingborg - 8 km east of Selfoss (rural)
482 1027 / thingborg.net

23 VALA LISTHÚS
And then there is Sólheimar! No matter the weather, the disposition is always sunny at this very endeared community that produces and sells its own colourful artworks and organic vegetables. Handicrafts made from clay and wood, among other materials, hand-soaps, honey-creme lotion and herb bathsalts are just a few of the things created by the talented inhabitants of Sólheimar, ecovillage.
Sólheimar, Selfoss (rural)
480 4400 / solheimar.is

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1 CAVE EXPLORATION
The cave “Vigelmir” in Hallmundarhraun is one of the longest and most spacious caves in the country. Replete with beautiful stalactites, ancient human remains and artefacts found there are now preserved in the National Museum. The cave should only be visited in the presence of an experienced guide. **Fjótunga, Reykholt Borgarfirði (rural)** 435 1198 / Viðgelmir Lava Cave | Facebook

2 CAVE VATNSHELLIR
Just park the car and take a walk down several stairs and suddenly you are standing inside a 8000 year old cave that was found only few years ago. The cave is very accessible and not to mention affordable! It is 200 meters long and the guided tour takes about 45 minutes. **Malarfir, Hellissandur (rural)** 665 2818 / vatnsshellir.is

3 LÁKI SAILING TOURS
There’s few things in life that top a beautiful summer evening’s sailing in the Breiðarfjörður fjord. Láki Tours offer such experiences presenting the incredible birdlife of the islands in the fjord, the opportunity to do a little sea-angling, and whale spotting. **Nesvegur 6, Grundarfjörður** 438 6893 / lakitours.is

4 TRIPS WITH BOREA ADVENTURES
Borea Adventures offer popular sailboat trips of a few days’ duration around the West Fjords while there fox-watching trips in the presence of the stunning nature, is an unforgettable experience for those that have always dreamt about sunlit nights under sail, breathing the refreshing sea air. **Aðalstræti 22b, Ísafjörður** 456 3322 / boreaadventures.com

5 HORSEBACK RIDES
Why not travel the old way with a horseback trip around the historic places of the West Fjords. From short trips of four days to longer ones of eight-ten days spent in the magnificent landscape tracing the famous and infamous times and places recorded in the Sagas of Icelanders, in particular the Saga of Gísla Súrsson. A truly memorable experience.

Torfnes, Ísafjörður
895 4485 / sagnaslod.is

6 KAYAKING WITH ÖGUR TRAVEL
Can you get any closer to the power of nature than cresting waves in a fjord in a kayak? Ögur Travel offers guided kayak trips in the historical region of the West Fjords. Paddle amongst seals, gigantic flocks of seabirds, and whales while their guides tell of chieftains, sorcerers and eccentric characters bringing them to life. **Ögur, Ísafjarðardjúp** 857 1840 / ogurtravel.com

7 THE POOL IN HOFÓSÓ
A pool with two hot pots situated in the town of Hofós, one of North Iceland’s oldest trading posts. The pool is set beside the seaside with breathtaking views over some of Skagafjörður’s natural treasures. **Suðurbraut, Hofós / 455 6070 Sundlaugin á Hofósi | Facebook**

8 RIDE-N-BITE
If you are hungry for an Icelandic horse riding experience we recommend the “Ride-n-Bite” combo tour at Skjaldarvík. It starts with a 1.5 hour riding tour along the seashore and up into the hills, followed by a two-course meal at the guesthouse restaurant. A relaxing soak in the hot tub after the meal is essential. **Skjaldarvík, Akureyri (rural area)** 552 5200 / skjaldarvik.is

9 AQUA SPA
Need a break? Or just want to treat your body for a change? The Spa offers many variations of massage and beauty treatments in a chic and modern atmosphere. Before treatment they offer a hot towel shoulder wrap, foot bath and herbal tea. On the roof there is a hot jacuzzi overlooking the magnificent view of the fjord! **Strandgata 14, Akureyri** 461 4445 / atakak.is/aquaspa

10 ARCTIC SEA TOURS
Departing from Dalvík, close to Akureyri, Arctic Sea Tours go out of their way to make the whale watching experience a special one - 99% likelihood of sightings in 2011! You can also try sea angling as well as learn how to fillet your catch

before grilling it. Fresh, or what? **Dalvík (harbor)** 771 7600 / bataferdir.is

11 BATHING IN LAKE MÝVATN
Natural hot pool bathing has been practiced at Lake Mývatn from the time of Settlement and is considered especially beneficial for one’s health. Hot natural springs and steam baths to indulge oneself, or you can just float in total relaxation in the bathing lagoon. Check out the restaurant and enjoy a meal with spectacular views after your soak. **Reykjahlöð, Mývatn** 464 4411 / jardbodin.is

12 SELÁRDALS LAUG
A small modest swimming pool beautifully located on the banks of the salmon-rich Selá river. The pool features hot tub, indoor showers and locker-rooms and is open 24 hours a day. There is something about overlooking one of the greatest salmon fishing spots money can buy from a warm swimming pool – and free of charge! **12 km north of Vopnafjörður** 473 1499 / vopnafjardarhreppur.is

13 SEALWATCHING ON HORSEBACK
Húsey (see HandPicked – Sleep) is a coastal haven for nature lovers. 12 – 15% of all the Icelandic seals live in the area so it’s pretty likely you will spot a seal or two. Daily departures at 10:00 and 17:00 pm with the trip taking two hours. **Húsey, Egilsstaðir (rural)** 471 3010 / 695 8823 / husey.de

14 WORLD OF GLACIERS
The spot where the opposing forces of nature clash; the fiery geothermal heat and the ancient ice of the crawling glaciers. Leisurely pursuits on offer include experiencing the stillness and awe-inspiring beauty as you sail soundlessly upon the Hoffellsjökul glacial lagoon, or bathe yourself in a natural hot pool just like the Vikings did, enjoying the splendour of the landscape in the embrace of the Vatnajökul glacier. **Hoffell II, Höfn í Hornafirði (rural)** 478 1514 / 894 5614 / hoffell.com

15 ICE LAGOON
Jökulsárlón is without doubt one of Iceland’s most prized natural wonders. You simply have to take a Zodiac boat trip in the ethereal silence seemingly given off by the floating ice that calve off Europe’s largest glacier, Vatnajökul. Hour-long trips are offered daily while it is also possible to book private excursions with more personalised and tailored itinerary. **Uppsárlí 1, Höfn í Hornafirði (rural)** 860 9996 / icelagoon.com

16 SELJAVALLA POOL
The highly photogenic Seljavallalaug pool has nestled in the shadow of the Eyjafjallajökul glacier since 1923, enjoying constant popularity, especially among tourists. The green and thick algae in the pool may put some off but it simply adds to the charm for others. The pool is a short distance from the hamlet of Seljavellir. **Laugarárgil, Austur-Eyjafjarðarsveit (rural)**

17 THE “VIKING POOL”
At Leirubakki, in the shadow of the commanding Mt Hekla, is a small hot pool. A rock-constructed changing room stands beside. Soak and relax as you wonder at stunning mountain vistas under the mid-night sun or be amazed at the dance of the Northern Lights in winter. Romantic? We think so! **Leirubakki, Hella (rural)** 487 8700 / leirubakki.is

18 RIBSAFARI SPEEDBOAT
Ribsafari in the Westmann Islands gives you the opportunity to enjoy the Islands in a new and exciting fashion. Choose between sailing out in the Safnes Peninsula where you can beach and grill or sailing out to Surtsey Island. Or take a trip to the small islands and visit some interesting caves. **Áshamar 48, Vestmannaeyjar** 661 1810 / ribsafari.is

19 DOGSLEDDING
Only one hour drive from Reykjavik you have the opportunity to take a one of a kind dogsled tour. During the summer the tours are on dry-land but in winter on Langjökull or the highlands. You also get

the chance to stroke the dogs and take photos, even learning the correct way to handle Greenlandic sled dogs. **Hólmasel, Selfoss (rural)** 899 1791 / 774 2047 / dogsledding.is

20 CYCLING ADVENTURES
Opus Adventures give you the opportunity of a variety of guided cycle tours ranging from short two-hour trips around the capital or longer five-six day adventures that take in many of the country’s most well-known natural pearls. Known for great guides and good food! **Dvergólár 15, Selfoss** 892 2469 / opusadventures.is

21 FONTANA
This newly renovated pool features a sauna built over a natural hot spring where the temperature fluctuates according to the whims of nature and you can hear it simmer under your feet! It’s also possible to immerse yourself in three different pools with earth-warmed water of varying degrees heat. They call this kind of water around these parts “healthy bath water.” **Hverabraut 1, Laugarvatn** 486 1400 / fontana.is

22 HVERAGERÐI – THERMAL BATH
A favourite pool of many Icelanders, finding it romantic and relaxing on summer days while they marvel at the surrounding beauty of the blossoming plantlife. Built in a way that shields from sterner elements of Icelandic weather, there’s also a children’s pool, jacuzzi, and fantastic steam room built over a natural hot spring. **Laugarskarð, Hveragerði** 483 4113

23 ICELAND ACTIVITIES
A small family-run company specialising in trips to the geothermal region of Hveragerði and surrounding areas. They offer informed walking and cycling trips, while there’s nothing like taking a dip in the natural hot springs of the Reykjadalur valley. Their seaside walks are also unmissable. **Mánamörk 3-5, Hveragerði** 777 6263 / icelandactivities.is

24 INSIDE THE VOLCANO
Going 120m (400 feet) inside a volcano in an open cable lift is something you might only do once in a life time. The colours and rock formations are out of this world and every geologist’s dream. The world does indeed feel more remarkable having this unique experience! Inside this giant cave without a doubt gives you the impression you’re inside of Mother Nature’s womb. This truly is an unforgettable experience. The lamb soup afterwards adds a very nice Icelandic touch. **Þrihnjúkagígur** 863 6640 / insidethevolcano.com

25 NATURAL POOL
The Hengilsvæði region has many natural treasures. It is, for example, a true wonder to bathe in the naturally warm waters of the Reykjadalur River, after a leisurely 3km walk from the car park at Rjúpnabrekkur on the outskirts of Hveragerði. Why? There are no changing facilities! **Reykjadalur, Hengilsvæði (rural)**

26 HORSEBACK RIDE IN REYKJAVÍK
Reykjavik is known for its wild nightlife, but less known for the wild and volcanic landscape that immediately surrounds it. The Icelandic Horse rental, located only 15 minutes from downtown Reykjavik, offers a unique way to experience Reykjavik with riding tour combos such as Horses and Spa or Horses and Birds. But riding through Rauðhólar (The Red Hills) is our favourite. **Reykjavik (rural)** 434 7979 / theicelandichorse.is