

Checklist for photos used in marketing Iceland

DOES THE PHOTO EXHIBIT OR ENCOURAGE QUESTIONABLE BEHAVIOUR?

- Off-road driving?
- Vehicle stationary/parked off the road or outside parking area?
- Dirt bikes /ATVs in delicate vegetated areas?
- Mountainbikes in delicate vegetated area?
- Dirtbikes on walking/riding paths?
- Hikers outside marked walking paths?
- Hikers in delicate vegetated area?
- Small cars in rough terrain / extreme winter conditions?
- Unprepared tourists in rib-boats
- People standing too close to geysers/hot springs?
- People standing outside of marked walking paths in geothermal areas?
- Climbing without proper safety equipment?
- Walking on delicate moss?
- Standing close to bird cliffs?
- Hanging outside on vehicles?
- Are all passengers using safety belts?
- Horse riding outside paths or in delicate vegetated areas?
- Building cairns in nature?
- People removing stones/vegetation from nature?
- Lighting open fires in vegetated areas?
- Campers parked outside of camping areas?
- People feeding wild animals or horses?
- Standing on the shore in rough seas and high surf?
- Standing too close to cliffs/waterfalls?
- Standin on ice or icebergs in water?
- Underprepared tourist on glaciers?
- Does everyone in the photo have proper safety equipment? (helmets, crampons, etc)
- Standing close to glacial streams
- Risky driving (i.e. speeding, jumping)?
- Risky behaviour on boats (leaning out over the water)?