

Grindavík 25. nóvember 2014

Athugasemdir Bláa Lónsins hf. við breytingar á lögum um virðisaukaskatt:

2. mál

Í fyrirliggjandi tillögum um breytingar á lögum um virðisaukaskatt er gert ráð fyrir að baðstaðir eins og Bláa Lónið greiða virðisaukaskatt í neðra þrepi frá 1.9.2015.

Sundstaðir og líkamsræktarstöðvar eru undanþegin.

Aðgreiningin byggir á því hvort um afþreyingu eða íþróttaiðkun er að ræða.

Fyrir liggur að fjöldi erlendra ferðamanna stundi sund í afþreyingaskyni og er sú þjónusta markaðssett sérstaklega til erlendra ferðamanna sbr. fylgiskjal

Einnig markaðssetja líkamsræktarstöðvar afþreyingu í húsakynnum sínum til erlendra ferðamanna sbr. fylgiskjal.

Bláa Lónið hf. gerir kröfu um að

- a) fyrrgreind starfsemi lúti sömu lagareglu og gildi um Bláa Lónið þannig að stjórnarsýslulegs jafnræðis og samkeppnissjónarmiða sé gætt.
- b) að þetta veigamikil breyting á rekstrarumhverfi taki ekki gildi fyrir en 1.janúar 2016.

Virðingarfyllst

Grímur Sæmundsen, forstjóri Blá Lónsins hf.

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FROM OUR CEO

Stopover in Iceland



Birgir Hólm Guðnason
Icelandair CEO

Dear Customer,
Thank you for choosing Icelandair. Regular air travellers may notice that this magazine is a little different from other in-flight publications. We publish Icelandair Stopover to showcase what our country has to offer to visitors and to encourage you to stopover in Iceland as part of your trip across the Atlantic.

Some airlines give you miles. Icelandair gives you time.

This philosophy sums up something we think is quite special about this airline. When you fly across the Atlantic with Icelandair, you can stop in our country for up to seven nights at no additional airfare – that is, time to spend at your leisure in Iceland.

Of course, we also have a comprehensive air miles program in the Saga Club where you earn Saga Points that can be converted into flight tickets, hotels, goods or transferred to the Special Children Travel Fund.

Whether you choose to take an extra 24 hours for a quick taste of the capital,

Reykjavik, or if you hire a car and tour this entire island over a week, there is plenty to choose from, anytime of year.

For example, you may wish to hop on a short flight from Reykjavik to my hometown of Akureyri. Even on a day-trip from the capital you can get an insight into a family-friendly way of life in North Iceland, as you'll see in our feature on page 28.

Or maybe you're going to be in Iceland this winter for the acclaimed Iceland Airwaves music festival. Icelandair is a proud founding sponsor of this event, which showcases the best of local and international musical talent. Read more about it on page 12.

Finally, I encourage you to take a look at our infographic on page 42 for further Stopover inspiration, and our article on page 40 for an in-depth look at this groundbreaking campaign.

I hope you enjoy your flight with us today and that we'll have the pleasure of serving you again soon, perhaps on a special Stopover.



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ABOUT ICELANDIC LETTERS

The articles in this magazine use Icelandic letters and accents. In Icelandic, you can use accents on all the vowels – á, é, í, ó, ö, ý. Each accent makes the pronunciation of the vowel different. We also have an additional three letters:

æ (sometimes written as ae) is pronounced like the I in tide.

ð (sometimes written as d) is pronounced like the th in there.

þ (sometimes written as th) is pronounced like the th in this.

Thank you for reading!
Kærar þakkir fyrir að lesa bláðið!

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OUR NETWORK. OUR PRIDE. YOUR BENEFIT.

Iceland is a traveller's nation. Since its settlement in the ninth century, Icelanders have had the urge to travel and discover. The Icelandic Sagas tell us stories of men and women travelling, some discovering parts of the world not yet known to Europeans (Greenland in the tenth century and North America in the year 1000). Others travelled all the way to Istanbul, or Mikligarður, as it was called in the Sagas.

Living on an island in the middle of the Atlantic Ocean, modern Icelanders have two means of travel: by sea and by air. Regarding this geographical position as a strength rather than a weakness, Icelandair has built up a network connecting Europe and North America. By combining our aircraft passengers visiting Iceland, passengers departing from Iceland and passengers travelling across the Atlantic via Iceland, we have been able steadily to expand our network over the past decades.

Our mission is to offer customers reliable, quality service based on the experience and knowledge we have gained through over 77 years of operation. We work towards being the airline of choice for travel to and from Iceland, and a unique, exciting alternative for air travel across the North Atlantic.



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LAUGAR

World Class ICELAND

Events

HERE AND THERE

Here's what happening on the hippest island in the North Atlantic this autumn.

Compiled by Edda Kantish



• SEYÐISFJÖRDUR

4 October

The "Autumn Blush" market & crops family festival adds even more colour to the already colourful town of Seyðisfjörður in the east of Iceland. Seyðisfjörður is a convenient stop if your plan is to drive the Ring Road, and you can check out the festival if you find yourself running low on rhubarb, second hand goods and handicrafts – all necessary road trip items. An ideal place for a break from those anticipated "are we there yet" moments.

en.earthis.com/Discover/EastIceland/events/event/634/

• GRUNDARFJÖRDUR

17 – 19 October

The annual Northern Waves film festival is hosted by the village of Grundarfjörður to rave reviews. The festival is centred on short films and documentaries and attracts filmmakers from around the world. Grundarfjörður is only about two and a half hours' drive from Reykjavik and since the nature is spectacular en route (obviously), you could pack a parka, a flask of something nice, and make a nice day trip out of it.

www.northernwavesfestival.com



PHOTO: TILSNIÐ HANNA JÓN YONG ÖRD-JANSSON

• REYKJAVÍK

9 Oct – 8 Dec

On 9 October, the Imagine Peace Tower is lit. The tower, located on the island of Víðey, is ignited on John Lennon's birthday every year, and remains an ever-present reminder of peace until 8 December – the day of his death.

imaginepeacetower.com/

• REYKJAVÍK

5 – 9 November

Iceland Airwaves
This five-day festival has gained a respectable following over the years, and many return again and again to enjoy the varied musical notes that float out of music halls, pubs, cafés, churches and other venues on this first weekend in November. If you intend to sleep at all during this intense weekend of musical masterpieces, bring earplugs. Or not.

icelandairwaves.com

• HEIÐMÖRK

Weekends in December

During selected weekends in December, Yule lads, children and parents can be seen scurrying through the forests of reservation Heiðmörk, saws in hand, in search of the perfect Christmas tree. Enjoy the atmosphere of the snow-covered forest, sip hot chocolate and nibble on ginger snaps, and make sure to prepare yourself for the mischief of the infamous Yule Lads.

christmas.visitreykjavik.is

• ICELAND

24 December

Should you be of Anglo-Saxon descent, you might not be accustomed to Christmas being celebrated on 24 December. But fear not – Christmas Eve has turned out to be quite an evening for high tide celebrations. Christmas in Iceland may seem peculiar from the outside, but this festival of twinkling fairy lights and smoked meat of various sorts is quite magnificent in its own way. For those who are spiritually inclined, the afternoon mass at the Reykjavik Cathedral downtown is

considered by many to be the true feeling of Christmas, with vesper broadcast live on the National Radio before the bells ring in Christmas at 6 o'clock.

• NEW YEAR'S EVE

31 December

Picture this. It's dark. The air is calm with suspense and anticipation. The clock moves ever forward, approaching the magic minute of years colliding. You hear the first, timid rocket soar up to the velvety black and see twinkle: for a mere moment, before all fall still again. This was the cue. More and more rockets soar away, lit by enthusiastic families doing their best to contribute to the fire-lit sky. At two minutes to midnight, the lights and sounds are almost overwhelming. Enlaced by pyrotechnics, the New Year rings in. Happy New Year!

