



# GLACIER ADVENTURE



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FAS

## Glacier Adventure

The company started in 2014 when only Haukur went to the glacier with a small jeep. The following years Glacier Adventure hired a few staff members. The idea first came to return back to the situation in 2003. Later on, Haukur decided to work on it and built the company we know today.

## Final words

There have been massive changes in the company, the staff is well educated. Better roads and cars and over all equipment. Glacier Adventure is very careful when it comes to hiring people. They have a training program for the guides. Since Glacier Adventure is located in Hali there is a lot of history that can be covered and talked about in the tours. Different stories are told about the local area and the local history, how glaciers are formed, Þórbergur Þórðarsson and much more.

## Business

At first Haukur wanted to start a mountain walk company. Learning on his way he learned that glacier tours could be more fun and interesting. The end of Glacier Adventure will only come when the glaciers melt away, Haukur sees himself working in the company for the next 10 years.

## FUTURE

They want new and smaller cars, that have smaller tires but can bring the same amount of people on tours. They want to adapt to the latest technology, they want to do everything in the same way, and give the same wonderful experiences but by being more nature friendly. Carbon is used as much as possible. Its more sustainable and the right direction.

## ECO FRIENDLY

Glacier Adventure tries to be more SUSTAINABLE. They use eco friendly hybrid cars. Glacier Adventure believes that in the upcoming future tour cars will all be eco friendly, also the big cars that travel to the glacier. Working with the National Park will be easier and healthier for the environment!

