



YOUR FRIEND IN REYKJAVÍK

Award-Winning Iceland DMC · Tour Operator · Culinary Authority
yourfriendinreykjavik.com

Iceland's culinary and drink authority — with the warmth of a friend, the expertise of a local, and the service of a luxury DMC. Since 2014, our certified Icelandic guides have led thousands of guests through Reykjavik's food scene, across dramatic landscapes, and into the stories that make Iceland unforgettable.

9,000+ Five-Star Reviews	8 Cruise Ports Served
4.9★ Google Rating	2014 Established

WHAT WE OFFER YOUR CLIENTS

Culinary Experiences Signature food tours, premium private dining, craft beer & spirits, multiday culinary journeys	Private & Bespoke Custom day tours, bespoke driving, multiday itineraries. Own fleet, certified local guides	Shore Excursions 8 ports: Reykjavik, Akureyri, Isafjordur, Seydisfjordur, Grundarfjordur, Djupivogur, Westman, Husavik	Multiday Journeys 2–10 day guided itineraries: Ring Road, Taste of Iceland, Westfjords, seasonal specials
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COMMISSION & BOOKING

Standard Partners: 15% on all YFIR-operated tours
Preferred Partners: 20% + enhanced client perks
Net rates available for DMC & group requests

3 Ways to Book:

1. Bókun Agent Portal — instant booking, real-time availability
2. Email — booking@yourfriendinreykjavik.com
3. Custom affiliate link — commission auto-tracked

CLIENT PERKS

- ✓ Complimentary digital photo set via Fotafló
- ✓ Vegvísir Viking Compass keepsake
- ✓ Free Iceland travel guides (digital, pre-trip)
- ✓ Priority scheduling on private tours
- ✓ Complimentary group-to-private upgrade eligibility
- ✓ Direct local expert access for clients

WHY YOUR FRIEND IN REYKJAVÍK

Iceland's Culinary Authority

The only Iceland DMC with daily food tours and a dedicated culinary programme. Food is our brand, not a side product.

Guides Named in Reviews

Guests don't say "the guide was great." They say "Einar was incredible." That trust sells itself to your clients.

Full DMC, In-House Ops

Walking tours to 10-day itineraries. Own fleet. 8 cruise ports. One local team in Reykjavik. No outsourcing.

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