

Follow in the footsteps of Julia Bradbury with new ‘Icelandic Walk’ itineraries

16 May 2011, London: Television presenter Julia Bradbury recently aired her documentary, *‘Icelandic Walks’*, on BBC4 which showcased south Iceland’s spectacular Landmannalaugar Route. The programme was watched by just under one million people- four times the average for the time slot. To allow UK visitors to experience Julia’s walk and other hiking areas in Iceland, a number of tour operators are releasing new walking holidays this summer.

‘Icelandic Walks’ documents Julia’s 60 km hike along the Landmannalaugar Route passing volcanoes, hot springs, waterfalls, glaciers, lava fields and walking on some of the newest land in the world. The route also gets close to the notorious Eyjafjallajökull volcano which caused last year’s infamous ash cloud chaos.

The new walking itineraries are available for all abilities ranging from day trips to 10 day hikes and allow walkers to see exciting new landscape formations and Iceland’s lesser known areas including the Westfjords and the Borgarfjorður region.

Below are examples of walking holidays in different areas of Iceland. For a sneak preview of Iceland’s landscape watch Julia Bradbury’s documentary: <http://bbc.in/lSd3se>

Follow Julia on the Landmannalaugar walking trail

New for this summer, Discover the World has launched a five day hike, the Laugavegur Highland Walking Trail, which replicates Julia’s walk. The route takes in some of Iceland’s most inaccessible areas including Eyjafjallajökull’s craters, Emstrur Desert, Thorsmork Valley and the world’s newest lava field. In some areas the ground is hot from the bubbling magma below. The tour runs weekly from 20 June until 22 August 2011 and prices start at £639 per person. This includes accommodation on a full board basis, 4x4 jeep transfer for food and equipment, tents and cooking gear. Hikes are in groups of four to 14. Discover the World also offer a wide range of other walking and tailor-made holidays in Iceland.

www.discover-the-world.co.uk/walkinginiceland

Day hikes

Julia’s tour was led by a guide from Iceland Mountain Guides which has a *‘Walk Through Fire and Ice’* day tour. This includes a mixture of walking and riding in a superjeep where, in just one day, visitors can bathe in a warm stream, walk on a glacier and get up close to the Eyjafjallajökull volcano. The day tour costs £133 per person and includes transport (pick up from hotel), a guide, ice walking and all other safety equipment. The tour is available six days a week from 1 June to 15 September and twice weekly in the winter.

www.mountainguides.is

For enthusiastic hikers

Ramblers Worldwide Holidays has a new 10 day Iceland tour, *Eastern Iceland Explorer*, which crosses the isolated and little walked eastern Borgarfjorður region. Highlights include the colourful rhyolite mountains which appear to change colour in different weather, Europe's most powerful waterfall called Dettifoss, black sand beaches and the natural geothermal baths of Lake Myvatn. The holiday costs £1,899 per person including return flights from Heathrow, half board accommodation in Reykjavik and full board accommodation for the rest of the trip and an expert guide. *Eastern Iceland Explorer* departs on 14 July and there are still spaces available.

www.ramblersholidays.co.uk

For intrepid hikers

Arctic Adventures leads a six day walking trip in the isolated Westfjords region. Walkers traverse the Hornstrandir Nature Reserve which is the northern most point in Iceland and completely unpopulated. The reserve is perfect for wild hiking as it is only accessible by foot or boat and the group can enjoy idyllic sandy bays, towering fjords, Europe's largest sea bird colony and whales can be spotted offshore. The trip costs £805 per person including the boat ride into Hornstrandir, food, internal flights, guiding, tents and cooking gear but excluding international flights. Departure dates are available on 4 July, 18 July and 8 August 2011.

www.adventure.is

Ends

Media Information

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