Vegagerðin | Icelandic Road and Coastal Administration

Digital Innovation in Tourism Transport Infrastructure in Iceland

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RESEARCH PROJECT

1. THE CHALLENGE

Umferdin.is and 1777 already provides weather, road and closure information through official channels.
The challenge is not the lack of data, but how to deliver the right information to the right road user at the right time.

INTERNATIONAL VISITORS
Different needs, languages and driving experiences

RAPID WEATHER CHANGES
Conditions can change quickly and locally

REMOTE ROUTES
Limited connectivity and services in many areas

2. RESEARCH AIM

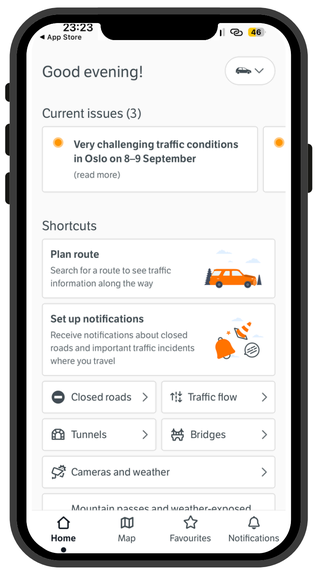
This project explores how digital innovation could improve access to road and safety information for tourists travelling in Iceland by car

RESEARCH QUESTION

How can existing road data be communicated more effectively to road users?

3. INTERNATIONAL INSPIRATION

NORWAY- Vegvesen trafikk



Users can receive information and notifications for selected routes and areas, including:

- road closures
- mountain passes
- weather-exposed roads
- bridges and tunnels
- traffic cameras
- changing driving conditions

4. PROPOSED DIGITAL CONCEPT

The concept is not to create a completely new information system, but to make better use of data that Vegagerðin collets and publishes

Location-based alerts

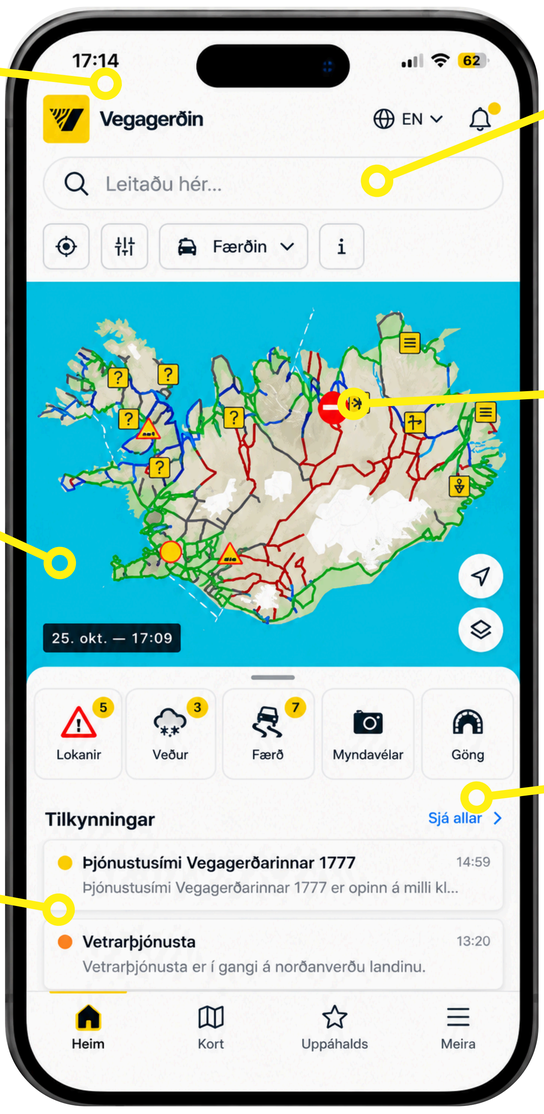
Relevant information for your current location

Weather and road conditions

Real-time conditions along your route

Multilingual information

Information in multiple languages for international visitors



Road - specific warnings

Alerts for selected route or destination

Road closures

Clear information about closures and detours

Relevant notifitacions

Timely alerts based on your plans and location

CONCEPT FLOW

Vegagerðin data
Road condition, weather, closures and other open data

Digital platform
Combines and visualises existing data in a user-friendly way

Road user
Receives relevant, timely and location based information

5. POTENTIAL VALUE FOR VEGAGERÐIN

Improved road safety
Deliver critical information to drivers before they enter potentially dangerous conditions

More efficient communiation
Right information, right user, right time

Better use of existing data
Turn existing data into actionable guidance

Support for tourism mobility
Better information for international visitors

DELIVER THE RIGHT INFORMATION TO THE RIGHT USER AT THE RIGHT TIME

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