

Iceland ProTravel Sees Massive Increase In Self Drive Breaks Around Iceland



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Iceland ProTravel, the fully licensed tour operator, has reported a massive increase in UK travellers to Iceland, spurred by the favourable exchange rate between the Great British pound and the Icelandic krona.



Coupled with the fact that the average price of petrol is currently lower in Iceland than in the UK, Iceland ProTravel has been recommending a [self drive](#) holiday for travellers who are yet to make up their mind about where to go.

Having recently taken top spot in the annual 'Best Value Holiday Destinations' report carried out by the Post Office, Iceland is expected to see even greater interest as a holiday destination. In response, Iceland's main airline is increasing its number of flights from the UK to Iceland in September 2009.

As the pound continues to lose value against the euro, there are only three countries in Europe where UK tourists can expect a favourable exchange rate: Iceland, Hungary and Poland.

Eli Masson, general manager of [Iceland ProTravel](#), said: "We recommend to our clients that they go to Iceland this summer and autumn because of the favourable exchange rate.

"On our [self drive tours](#) we find that all our clients this summer have over budgeted their spending money. One pound will get you 209 krona now, but 18 months ago you would only get 130.

"We feel that the interest in Iceland has increased a lot and we have seen that numbers of people travelling there has doubled from last year."

While most visitors to Iceland travel to the capital - and many more expected to be in Reykjavik for the city's marathon in August - Iceland ProTravel is recommending more people make [Iceland breaks](#) and look into car rental in order to explore the savings and the full length and breadth of Iceland.

Flights from Iceland take three hours from London. Flights to Reykjavik are also available from Manchester, with Glasgow flights planned for later in the year.

- ENDS -

About Iceland ProTravel

Iceland ProTravel is a UK based company offering tours of Iceland, managed by Gudmundur Kjartansson and Ann Cathrin Brocker. As well as standard guided round trips, Iceland ProTravel offers adventure, hiking, city-breaks and horseback tours.

Iceland ProTravel UK is part of a family of tour operators that are based in Germany, Switzerland and Sweden. It also has an office in Iceland's capital, Reykjavik.

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