



New Management at Icelandair Hotels Group

Be prepared for something new from Icelandair Hotels Group. Recent management changes at Icelandair Hotels Group mean that four women are now in senior positions at the organization. Together they have decades of experience in the hospitality industry, and with Icelandair Hotels Group in particular. Hildur Ómarsdóttir, the new director of sales and marketing says that the new group is excited about this opportunity “to explore new markets and clients to the benefit of both Icelandair Hotels Group and Icelandic tourism in general.”

The new team is highly qualified. Magnea Thórey Hjálmarsdóttir is the new managing director of Icelandair Hotels Group. She has both a degree in hotel management and an MBA. Magnea has worked in the hotel business for years, both abroad as well as for Icelandair Hotels Group.

Hildur Ómarsdóttir, also an MBA, is the new director of sales and marketing. Hildur, too, has worked in the industry for years, and was previously the manager of Hotel Loftleidir in Reykjavík, one of eight Icelandair Hotels in the country.

Replacing Hildur at Hotel Loftleidir is Sólborg Lilja Steinhórsdóttir. She is an expert in customer service, having been a hotel manager with the Edda Hotel chain (also part of the Icelandair Hotels group) for 16 years.

Completing this new quartet is Thelma Sigurdardóttir, the sales manager for incentives. Thelma has 14 years of experience at Iceland Travel, where she coordinated and implemented all plans for corporate clients traveling on incentive and conference business.

These women are excited about continuing the work of their predecessors in marketing and operating a very dynamic group of hotels.

The new management team plans to build on past success. “We believe that we can bring the hotel market to a higher level, especially with Hotel Nordica newly renovated,” says Hildur. Hotel Nordica, Icelandair Hotels Group flagship in Reykjavík, has just undergone an extensive renovation, and all rooms have been upgraded. “We are now competing with the best hotels

of Europe,” she adds, “and this increases the opportunities for corporate guests in Iceland.”

A strong focus on the incentive travel market and business conferences will continue. Icelandair Hotels Group is well known for excellent and fully equipped conference facilities. “In many ways, incentive tours are like conferences; they run on a very tight schedule. Our role is to ensure that the organization and timing are impeccable, as well as guaranteeing first-class service throughout a guest’s visit,” explains Thelma Sigurdardóttir. The new team is enthusiastic about the opportunity to build the reputation of Icelandair Hotels Group and to strengthen the Icelandic travel industry in general. “We are very proud of our hotels and we look forward to welcoming more guests to Iceland,” says Hildur.

It looks like things are going to get even better.

Icelandair Hotels Group
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