

CLOSED FOR MAINTENANCE

Open for Voluntourism

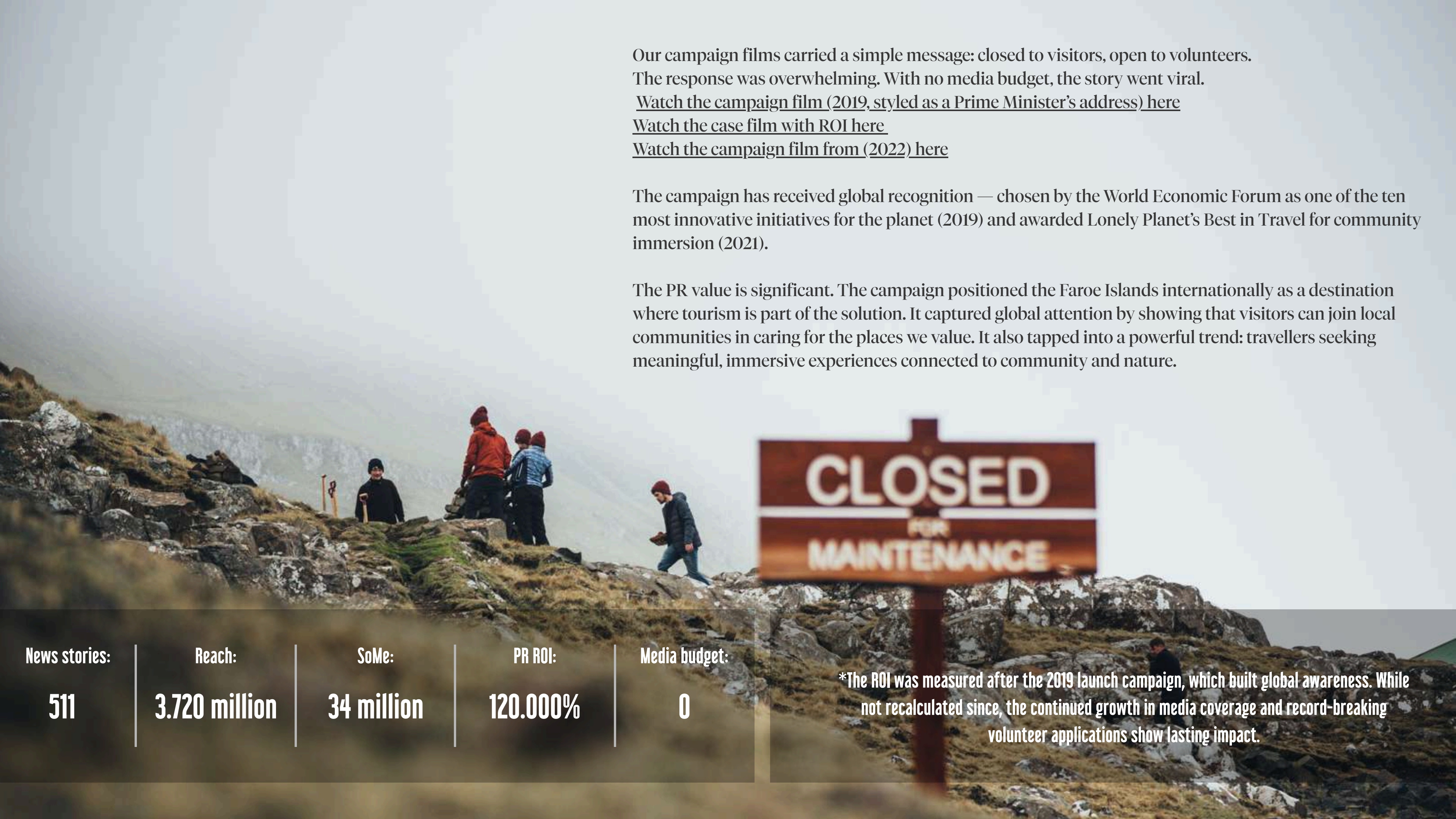
Tourism in the Faroe Islands is growing, and with it comes responsibility.

We believe tourism should be part of the solution, working hand in hand with our communities and nature.

That is why we created Closed for Maintenance – Open for Voluntourism.

Once a year, we close selected locations for regular tourism and open them instead to volunteers. Visitors from around the world join local communities in projects that restore nature and improve infrastructure, creating lasting value for both residents and guests.





Our campaign films carried a simple message: closed to visitors, open to volunteers. The response was overwhelming. With no media budget, the story went viral. [Watch the campaign film \(2019, styled as a Prime Minister’s address\) here](#)
[Watch the case film with ROI here](#)
[Watch the campaign film from \(2022\) here](#)

The campaign has received global recognition — chosen by the World Economic Forum as one of the ten most innovative initiatives for the planet (2019) and awarded Lonely Planet’s Best in Travel for community immersion (2021).

The PR value is significant. The campaign positioned the Faroe Islands internationally as a destination where tourism is part of the solution. It captured global attention by showing that visitors can join local communities in caring for the places we value. It also tapped into a powerful trend: travellers seeking meaningful, immersive experiences connected to community and nature.

News stories:	Reach:	SoMe:	PR ROI:	Media budget:
511	3.720 million	34 million	120.000%	0

*The ROI was measured after the 2019 launch campaign, which built global awareness. While not recalculated since, the continued growth in media coverage and record-breaking volunteer applications show lasting impact.

MAIN PURPOSES OF THE CAMPAIGN

1

Help preserve and maintain sites from being negatively impacted by tourism.

2

Assure locals that Visit Faroe Islands is considerate of the environment and acts in protecting it when needed.

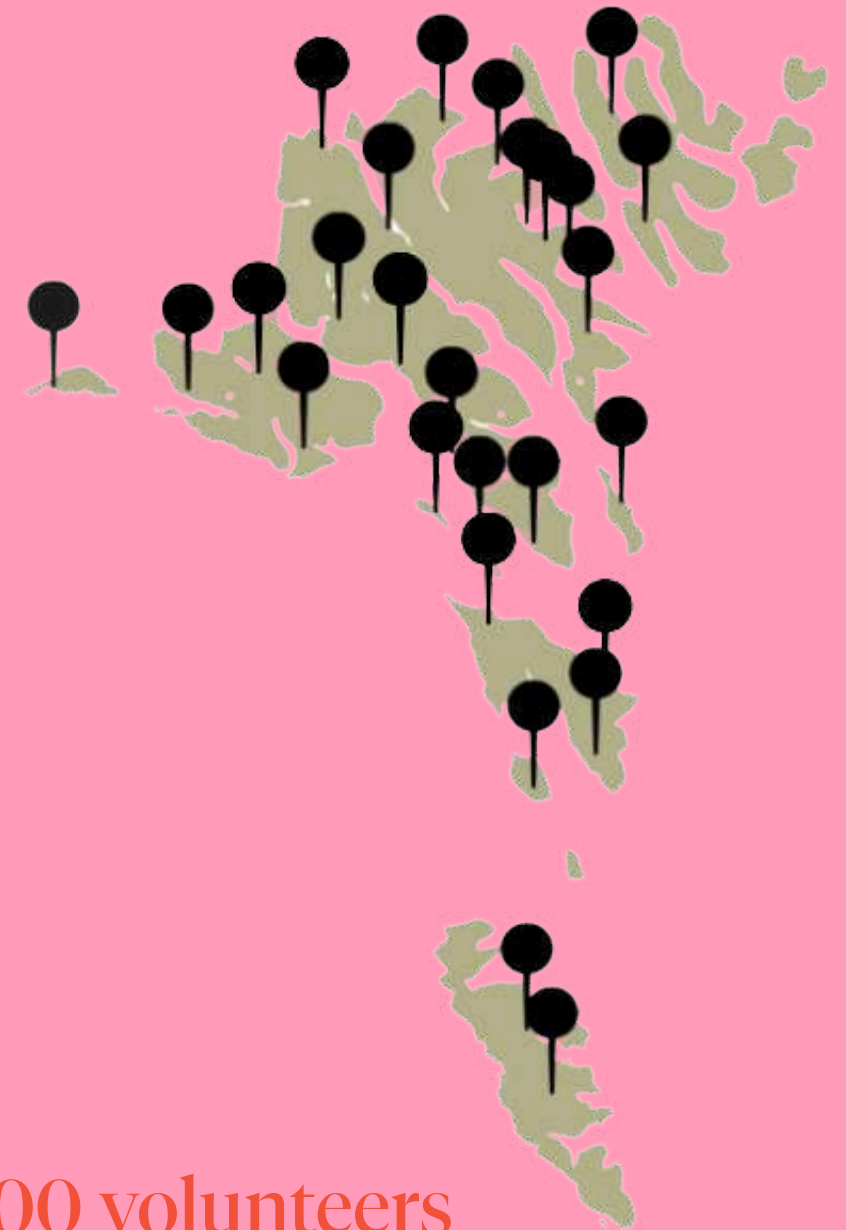
3

Raise awareness about the Faroe Islands as a travel destination through international coverage with the aim of attracting responsible visitors

Facts & Figures

Since 2019, Closed for Maintenance has continued to grow in scale and impact:

- 62 projects have been closed for maintenance
- 987 volunteers have participated
- Participants from over 54 countries and 6 continents
- 39,310 people have applied
- In 2025, a record 15,504 applications in just 48 hours - with 100 volunteers chosen to participate



As AFAR Magazine wrote in 2025:

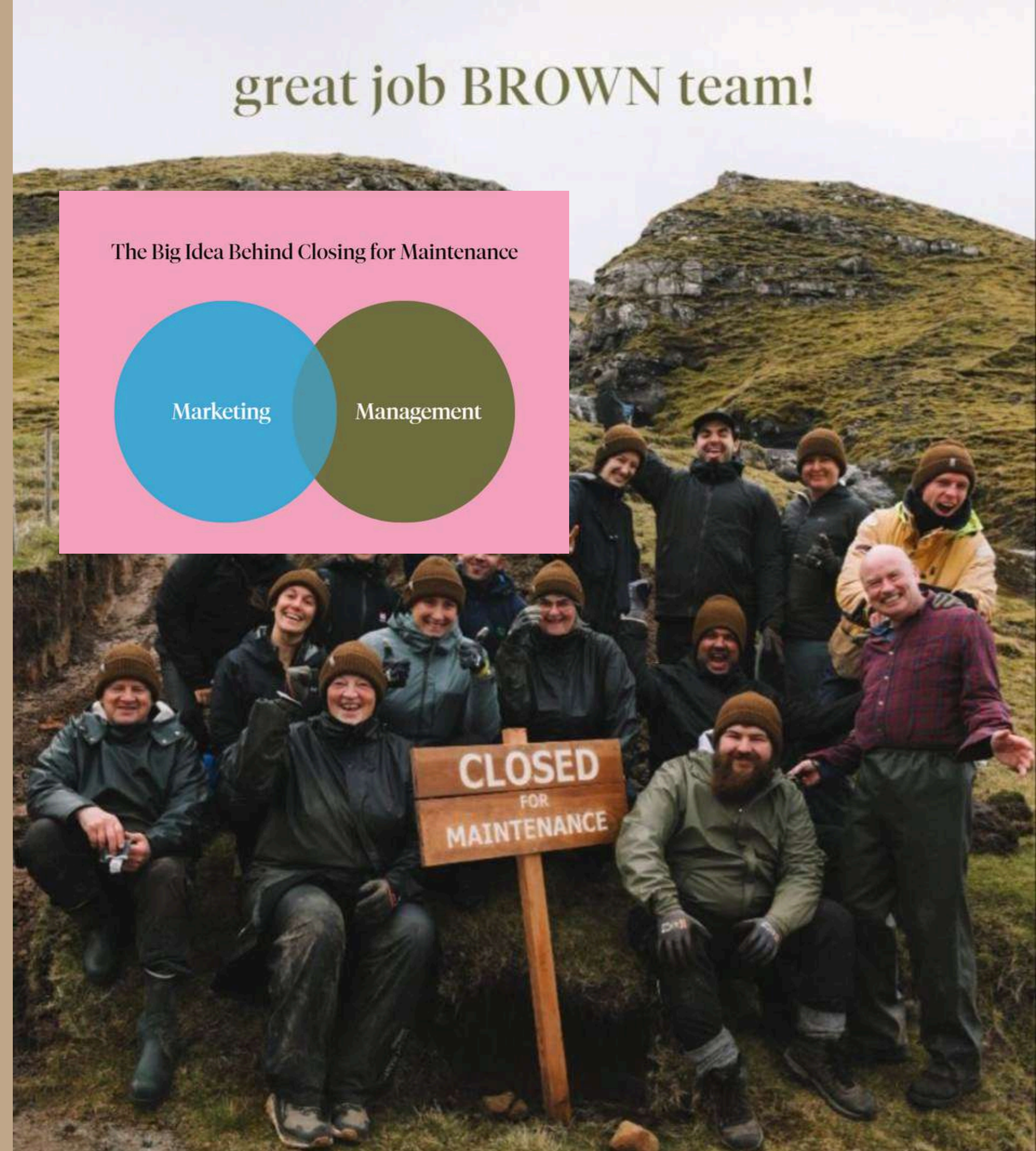
“It’s easier to get into Harvard than it is to be chosen for the Closed for Maintenance, Open for Voluntourism program in the Faroe Islands.”

Reversing the Tourism Narrative

The Faroe Islands were the first country in the world to “close for maintenance.”

- **A new approach:** tourism presented as part of the solution.
- **Partnerships:** projects defined locally by municipalities, landowners, and NGOs.
- **Engagement:** visitors become co-workers, contributing alongside communities.
- **Scalability:** the concept has grown year by year — and now also extends into new areas, including meetings and events. (More on this in the next section.)

What began as a campaign has grown into a movement - one that inspires destinations worldwide.



great job BROWN team!

The Big Idea Behind Closing for Maintenance



Legacy & Long-Term Impact

Closed for Maintenance – Open for Voluntourism has grown beyond voluntourism and is now part of our meetings and events product. PCOs and DMCs offer teamwork projects for delegates, making regeneration part of the programme.

Examples include:

- ICCA Global Association Forum (2022): delegates built fences to protect landscapes, later completed by voluntourists.
- CityDNA Conference (2025): delegates will join coastal clean-ups.

Every project is about teamwork - visitors, locals, and delegates working side by side, creating results that last long after the event.

[See here for ICCA Legacy Film](#) / [and here for the finished project](#)



Marketing that Moves You

Closed for Maintenance – Open for Voluntourism is more than a campaign.
It is a movement that restores nature, strengthens communities,
and creates meaningful connections between visitors, locals, and delegates.
For us, this is Marketing that Moves You —
meetings that matter, teamwork that lasts,
and impact you can see and feel.

