

CASE STUDY – THE ICELANDIC TRAVEL CLUSTER

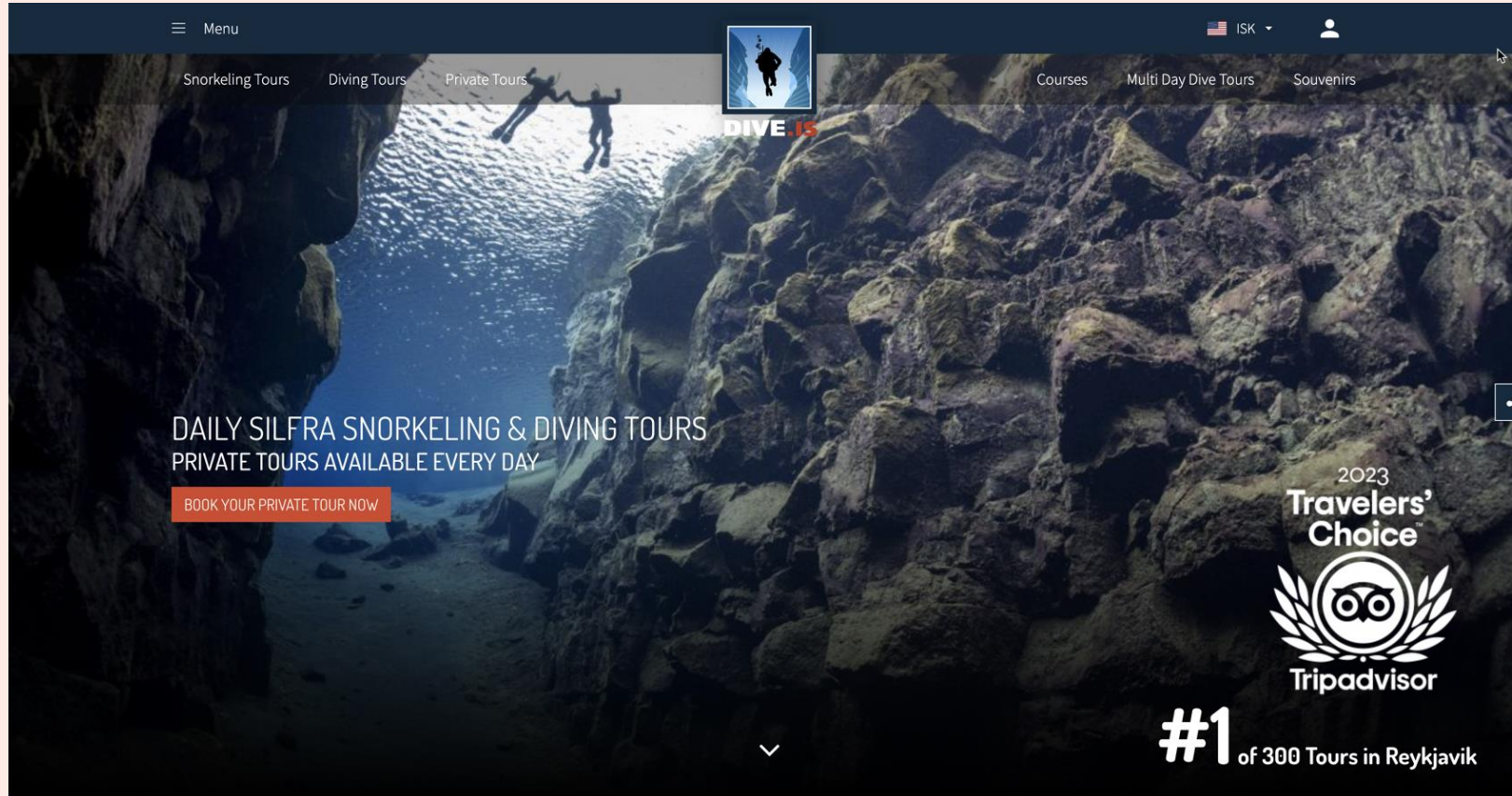
Fjárfesting í sjálfvirknivæðing

Leveraging Automation, AI and Customer Self-Service to Streamline Operations



CASE STUDY

How DIVE.is Streamlines Snorkeling and Diving Tour Operations with Automation and Customer Self-Service



#1 of 300 Tours in Reykjavik

2023 Travelers Choice on Tripadvisor

4627 5★ reviews on Tripadvisor

THE PROBLEM

Átta slys í Silfru á síðustu sjö árum



Silfra á Þingvöllum.



Setja bókamerki

Að minnsta kosti átta köfunarslys hafa orðið í gjánni Silfru á Þingvöllum á síðustu sjö árum. Þar af hafa þrjú kafarar látist, tveir erlendingir og einn Íslendingur. Ólafur Örn Haraldsson, þjóðgarðsvörður á Þingvöllum, segir að herða þurfi eftirlit til að tryggja að reglum sé fylgt.

Í gær lenti kona í köfunarslysi í Silfru en komst til meðvitundar á slysstað.

Aðsókn minnkað en öryggi aukist mjög

BAKSVIÐ

Axel Heigi Ívarsson
axel@frydi.is



Aðsókn í djúpköfum í Silfru hefur minnkað umtalsvert, um 60-70%, eftir að öryggiskröfur til köfunar í gjánni voru hertar til mínna í mars á síðasta ári. Mikil ánægja er þó með hvað breytingar á öryggiskröfum hafa tekið vel. Þetta segja þeir Jón Þór Gunnarsson, framkvæmdastjóri Arctic Adventures, sem er eitt af þeim fyrirtækjum sem bjóða upp á köfunarferðir í Silfru, og Einar Á. E. Sæmndisen, þjóðgarðsvörður á Þingvöllum, í samtali við blaðamann Morgunblaðsins um aðsókn og öryggi í Silfru undanfarið ár.

Aðsókn í snorkl svipuð og var

„Aðsókn hefur minnkað mjög mikið en við hluggumst við því á sínum tíma þegar ferð var í þessum aðgerðir. Mjög strangar kröfur voru settar í þeim köfum sem koma og því er það að einhverju leyti þannig í dag að þeir sem hefðu komið í djúpköfun eru að koma að snorkla í staðin. Aðsókn í snorkl hefur haldist svipuð milli ára,“ segir Jón Þór Gunnarsson. Með minni aðsókn hefur þó tekið að bæta stýringu á þeim fjölda sem kaflar í Silfru að sögn Jóns. „Það er meira umstang í kringum djúpköfunina og vegna þess hve aðsóknin hefur minnkað hefur það köfunarhópa á mót batnað,“ segir Jón.

Breytingar eftir banaslys

Þæpt eitt og hált er frá því að banaslys varð í Silfru á Þingvöllum þegar Bandaríkjamannur á sjötugsaldri lést þegar hann var þar við yfirborðsköfun. Banaslysið var þó þó minnst á sjö árum. Silfru var lokað í kjölfar slyssins, nánar tiltekið 10. mars 2017, en opnað var fyrir köfunarþjónustu á nýjan leik þremur dögum síðar undir nýjum og hertum öryggisreglum. Í júl síðast löngu tóku svo ný köfunarreglur gildi þar sem fjölmörgum ávæðum frá fyrri löggjöf var breytt, sem eiga að stuðla að auknu öryggi við köfun.

„Það er engin spurning að þær breytingar sem voru gerðar í samráði við fyrirtækin, Umhverfisstofnun og umhverfisráðuneytið og þjóðgarðinn hafa þoppnast gríðarlega vel. Allir sem koma að þessu, þ.m.t. við fyrirtækin, eru mjög ánægðir með



Morgunblaðið Kristinn Magnússon

Náttúruperla Umhverfið og tært vatnið í gjánni Silfru gerir staðinn afar vinsælan. Á bilinu 50-60 þúsund manns kafa eða snorkla í Silfru árlega.

hvernig þetta gengur fyrir sig,“ segir Jón.

Viðbragðsmaður á staðnum

Spurður hvort einhver avarleg slys eða tilfelli hafi orðið í Silfru síðan öryggiskröfur voru hertar segir Einar Á. E. Sæmndisen, þjóðgarðsvörður á Þingvöllum, svo ekki veri. „Við bættum við viðbragð á staðnum á þessu ári. Við erum með sjúkráflutningamann frá Heilbrigðisstofnun Suðurlands á staðnum, þannig að fyrsta viðbragð er mjög gott nána. Það var að nokkru leyti svarið við því að við höfum upplifað ýmslegt bæði í Silfru og annars staðar í þjóðgarðinum,“ segir Einar.

Algjörlega nauðsynlegt var, segir Einar, að herða öryggiskröfur. „Það urðu mörg avarleg slys og nokkuð ört í Silfru, sem lentu mjög þungt á okkur og öllum ferskaþjóðustufyrirtækjum. Niðurstaða var að breyta reglum mjög ákveðið, sem hefur hjálpað mikið,“ segir Einar. „Við gerum aldrei komið algjörlega í veg fyrir slys, hvorki í Silfru eða við hvaða hljó sem fólk tekur sér fyrir hendur, en við verðum að gera allt til að stoppa í öll göt og við höfum verið að gera það á undanföllum árum,“ segir Einar.



Jón Þór Gunnarsson

HERTAR ÖRYGGISREGLUR

Skilyrði sett um reynslu

Öryggisreglur í Silfru voru hertar í mars í fyrra. Í reglunum felst m.a. að fækka köfunum á hvern leiðsögumann, skilyrði sett um reynslu af köfun í þurrbúningi, læknavottorðs krafist um líkamlegt og andlegt heilbrigði, aðgangsstýring yfir daginn og krafa um að kafarar séu sýndir. Algjör samtáka var meðal rekstraráðila og yfirvalda um breytingarnar. „Ég hef heyrt á máli manna, t.d. frá umhverfisráðuneytinu, að þeir eru mjög ánægðir með bæði samstarfið og hvernig þetta hefur gengið fyrir sig síðan ráðist var í öryggisbreytingarnar. Í stuttu máli var samstarfið til fyrirmyndar og lausnin var einnig til fyrirmyndar,“ segir Jón Þór Gunnarsson hjá Arctic Adventures.

MAIN CHALLENGES OF SNORKELLING & DIVING TOURS

Managing snorkelling and diving tour operation brings a lot of challenges that often need to be tackled within a very condensed timeframe.

Reglur þjófgarðar og forkröfur um skráningar, heilsufar, fjölda gesta o.fl.



Erfitt að safna upplýsingum um heilsufar gesta í bókunarkerfum



Tímamörk milli hópa og álag vegna fjölda gesta og takmarkaðra innviða skapa biðraðir. Tafir á staðnum valda truflunum á skipulagi



Tímaafrek úrvinnsla upplýsinga og samskipti ef gestur uppfyllir ekki skilyrði



Öflun viðbótarupplýsinga um hæð/þyngd til að tryggja að búnaður passi



VARIOUS PAPER FORMS THAT NEEDED TO BE FILLED OUT BY EACH GUEST



SILFRA DIVE TOUR

ASSUMPTION OF RISK AND RELEASE OF LIABILITY FOR DIVING ACTIVITIES PLEASE READ CAREFULLY AND CONFIRM THE FOLLOWING:

- I am certified by an internationally recognized dive training organization to dive autonomously to a depth of at least 18 meters.
- I am certified by an internationally recognized dive training organization to dive in a dry suit OR I have logged 10 dry suit dives within the last two years. An instructor from an internationally recognized dive training organization has signed off on these 10 dry suit dives.
- I am voluntarily participating in the above mentioned activity and I am participating in the activity entirely at my own risk.
- I consider myself completely able to take part in this trip based on my level of training and experience as a certified scuba diver.
- I am aware that Silfra is an extreme environment concerning water temperature.
- I am aware that the Silfra dives are conducted in a dry suit, which is more demanding and challenging than diving in a wet suit. I am aware that there is risk of water entering the suit.
- I am aware that I must obey the regulations set by Þingvellir National park. Entering underwater overhead environments in Silfra is prohibited. The maximum allowed depth of dives is 18 meters.
- I have familiarized myself with DIVE.IS' instructions and safety rules and agree to follow them in every respect during the trip.
- I am aware that this trip may include some hazards including inherent danger involved in diving, including but not limited to risks associated with equipment failure, weather conditions, actions of other divers/snorkelers and poor judgment.
- I have notified the tour guide of any illness that could affect my ability to take part in this trip (included but not limited to: epilepsy, asthma, diabetes) and the medication that I take for them.
- I hereby authorize medical treatment for myself, at my cost. However, I acknowledge that DIVE.IS shall have no duty, obligation, or liability arising out of the provision of, or failure to provide medical treatment.
- I am not pregnant.
- I confirm that I am at least 17 years of age. If I am younger than 18 years of age, a parent or legal guardian will also sign this form.
- I will inspect my personal equipment and rental equipment prior to each dive and will notify my guide if the equipment is not suitable for use. I will conduct a buddy check prior to each dive.
- I hereby agree to release DIVE.IS and from all liabilities, actions, damages, costs or expenses of any nature whatsoever arising out of or in any way connected with participation in the tour. I agree that this release includes any claims based on the negligence, action, or inaction of DIVE.IS and covers bodily injury (including death) and property damage, whether suffered by me before, during, or after participation.
- I am liable for all personal property taken by me on this trip.
- I declare that I am physically, mentally, and medically fit to do these dives.
- I will not be under the influence of alcohol or intoxicating substances at any point during the trip.
- I am aware that the tour may be altered or cancelled due to weather and safety conditions at the discretion of the dive guide without notice or alteration of tour price.
- I am aware that the tour operator may refuse service to anyone they deem unfit for participation in the tour.
- I am aware that I am not eligible for a refund after the tour departs regardless of my participation in the dives.
- I hereby agree to let DIVE.IS use any film or photographic record of my trip for promotional and/or commercial purposes.
- I will not fly in a commercial airliner sooner than 12 hours after a single dive or 18 hours after multiple dives or multiple diving days and I am aware that the general recommendation is to wait 24 hours after my last dive before flying.

I have read this document and understand it. Any legal or equitable claim that may arise from participation in the above shall be resolved under Icelandic law. I further understand that by signing this release, I voluntarily surrender certain legal rights.

Please give your signature to the backside of this paper...

PLEASE GIVE THIS PAPER BACK TO YOUR GUIDE
- ENJOY YOUR TOUR -



SNORKELING SILFRA MEDICAL STATEMENT To be read and signed by each participant.

Snorkeling in Silfra is a beautiful experience that we love to share with everyone. However, it is a demanding activity that can lead to overexertion and exhaustion. It is also important to understand that exposure to near freezing point glacial melt water includes potential hazards. To minimize the risks involved in this activity, we request that every potential participant read and fill out this form carefully. Your safety is our primary concern!

Please be aware that there have been serious incidents at Silfra involving participants in the medical risk groups identified in this release. A full YES or NO answer must be given to each of the medical conditions listed on the right hand side.

Please be aware of the following conditions related to snorkeling in Silfra:

- Participants wear a tight and constricting full body suit. The suit is heavy and may make walking difficult.
- Because of the geographical layout of Silfra, participants must walk in full gear about 150 meters to the entry point and later 350 meters from the exit stairs back to where the tour started.
- The suit has seals on the neck and wrists that stop water from getting in. These can be tight and sometimes an additional rubber strap needs to be worn around the neck.
- In-water duration is 30-40 minutes and the water temperature is 2° Celsius. For this reason, participants should have eaten breakfast or lunch before the activity starts.
- Participants wear a neoprene hood and semi-dry neoprene gloves. This means that the heads and hands are exposed to the water. Part of the face will not be covered by the hood and therefore be in direct contact with the water.
- There is a slight current in Silfra and participants must be comfortable swimming against it during the last part of the tour.
- Whenever entering the water there is a small chance of the suit leaking. In this case 2° Celsius water will enter the suit and the water will be in direct contact with the thermal underlayers and skin. Participants should bring a second set of the clothes to be worn under the dry suit (dry underwear/legging/long sleeve shirt or slink underwear).
- Participants use a snorkel to breathe throughout the activity. This is a breathing tube with one end in the water and the other in the air.
- Silfra is situated in the Þingvellir national park. This is a UNESCO World Heritage Area and new constructions are not allowed. This means that participants change in our tour vans in potentially wet, windy, and cold weather conditions. In winter, outside temperatures in Iceland may be far below the freezing point.
- Participants should bring adequate thermal protection for the time before and after wearing a dry suit and keep in mind that the weather in Iceland may change within minutes. Participants should be sure to have a hat and gloves along during winter!
- Participants cannot wear most types of jewelry in the water. Participants should leave accessories not needed on tour at their accommodation so that they do not get lost.

DIVE.IS - SPÖRTÖFUNARSKÓLI ÍSLANDS EHF | HÖLMASLÖB 2, 101 REYKJAVÍK ÍSLAND | WWW.DIVE.IS DIVE@DIVE.IS 578-6200

Version 4.0

Please answer YES or NO to the following questions about your past and present medical history.

Section 1: Do any of the following apply to you? A **YES** in this section means that unfortunately we cannot take you on our snorkeling tour. This is for your own safety!

- Any kind of heart or blood vessel disease?
- Heart attack?
- Angina, heart surgery, or blood vessel surgery?
- Are you pregnant?
- Any form of lung disease? (Excluding Asthma - see sections 3)
- Pneumothorax (collapsed lung), other chest disease or chest surgery? (Excluding a pneumothorax following trauma to the chest that is fully recovered - see section 2)
- Epilepsy, seizures, convulsions or take medications to prevent them?

Section 2: Do any of the following apply to you? A **YES** in this section means that you need to get medical clearance from a doctor in order to participate in the tour. The required medical is on page two of this document.

- Age 60 or older?
- High blood pressure or taking medication to control blood pressure?
- Often suffer from severe dizziness, fainting or unconscious spells?
- Cancer or cancer treatment within the last 2 years?
- Severe Head injury with loss of consciousness and with lasting effect in the last 2 years?
- Currently taking prescription medication(s) that might affect your ability to participate?
- Ongoing complications due to Covid-19 or were hospitalized for Covid-19
- High cholesterol
- History of heart disease in the immediate family
- Pneumothorax (collapsed lung) due to trauma (e.g. vehicle accident)
- Other condition that will affect my physical or mental ability to participate safely

Section 3: Do any of the following apply to you? If **YES** please let us know.

- Reduced mobility - assistance required
- Asthma - (not exercise or cold induced) - please let your guide know and give them your inhaler if it needs to be with you in the water.
- Diabetes - insulin dependent diabetics must make sure that their BG is stable or rising and must give their guide a form of liquid glucose to take with them in the water.

I fully understand the content of this form and the information I have provided about my medical history and fitness is accurate to the best of my knowledge. I accept responsibility for omissions that are a result of my failure to disclose any existing or past medical health condition/s.

Name: _____ Date: _____
Signature: _____
Signature of Parent/Legal Guardian if under 18: _____



PHYSICIAN APPROVAL For Snorkeling Silfra Tours in Iceland

Version 4.0

Participant Name _____

Dear Physician,

The above patient of yours wishes to participate in a snorkeling tour with DIVE.IS in Iceland, but has answered YES to the question _____ in Section 2 on the preceding page. Your assessment of the individual's fitness for the tour is therefore required.

Please note that there have been serious medical incidents in Silfra involving participants in the risk groups identified in Section 1 and Section 2 on the preceding page.

Snorkeling in Silfra includes the following:

- Participants wear a tight and constricting full body suit. The suit is heavy and may make walking difficult.
- Participants must walk in full gear about 150 meters to the entry point and later 350 meters from the exit stairs back to where the tour started.
- The suit has seals on the neck and wrists that stop water from getting in. These can be tight and sometimes an additional rubber strap needs to be worn around the neck.
- In-water duration is 30-40 minutes and the water temperature is 2° Celsius.
- The heads and hands of participants are exposed to the 2° Celsius water through a mitigating material. Part of the face is not covered by the hood and will therefore be in direct contact with the water.
- There is a slight current in Silfra and participants must be able to swim against it during the last part of the tour.
- Whenever entering the water there is a small chance of the suit leaking. In this case 2° Celsius water will enter the suit and the water will be in direct contact with the thermal under layers and skin.
- Participants use a snorkel to breathe throughout the activity. This is a breathing tube with one end in the water and the other in the air.
- Participants change in our tour vans in potentially wet, windy and cold weather conditions. In winter, outside temperatures in Iceland may be far below the freezing point.

Physician's Impression

- I find no medical conditions that I consider incompatible with the activity described above.
- I am unable to recommend this individual for the activity described above.

Remarks _____

Physician's Signature _____ Date ____/____/____

Physician Name _____

Clinic/Hospital _____

Address _____

Phone _____ Email _____

2

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ONLINE FORMS BUT NOT CONNECTED TO BOOKINGS & GUEST INFORMATION & NO SIGNATURE

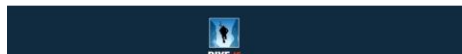
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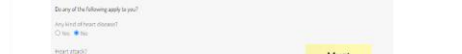
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- Tímafrek handavinna að yfirfara skráningar og samkeyra við bókanir
- Tímafrek samskipti við gesti og úrvinnsla bókanna ef þeir uppfylla ekki skilyrðin til að snorkla eða kafa
- Tímafrek handavinna að taka saman farþegalista fyrir leiðsögumenn
- Tímafrekt að safna undirskriftum gesta á Þingvöllum

THE SOLUTION



PAXFLOW



WaiverForever



Help Scout

- Departures
- My Departures
- Bookings
- All bookings
- Cancellation requests
- Messages
- Message templates**
- Message logs
- Portal
- Reports
- Settings
- Code Scanner BETA

Templates

Overview of your message templates.

Search by title or descri... Show default templates

TITLE	DESCRIPTION	TYPE	PURPOSE	AUTOMATIC	LAST MODIFIED	STATUS	ACTIONS
Mass Mail - Waiver signing reminder	MASS EMAIL for people that are already booked and need to sign waiver	E-mail	Reminder message	Manual	an hour ago	Inactive	Actions
Bad weather warning	To send during bad weather	SMS	Other	Automatic	3 months ago	Inactive	Actions



Ávinningur

20 þús

undirritaðir waivers á ca 9 mánuðum

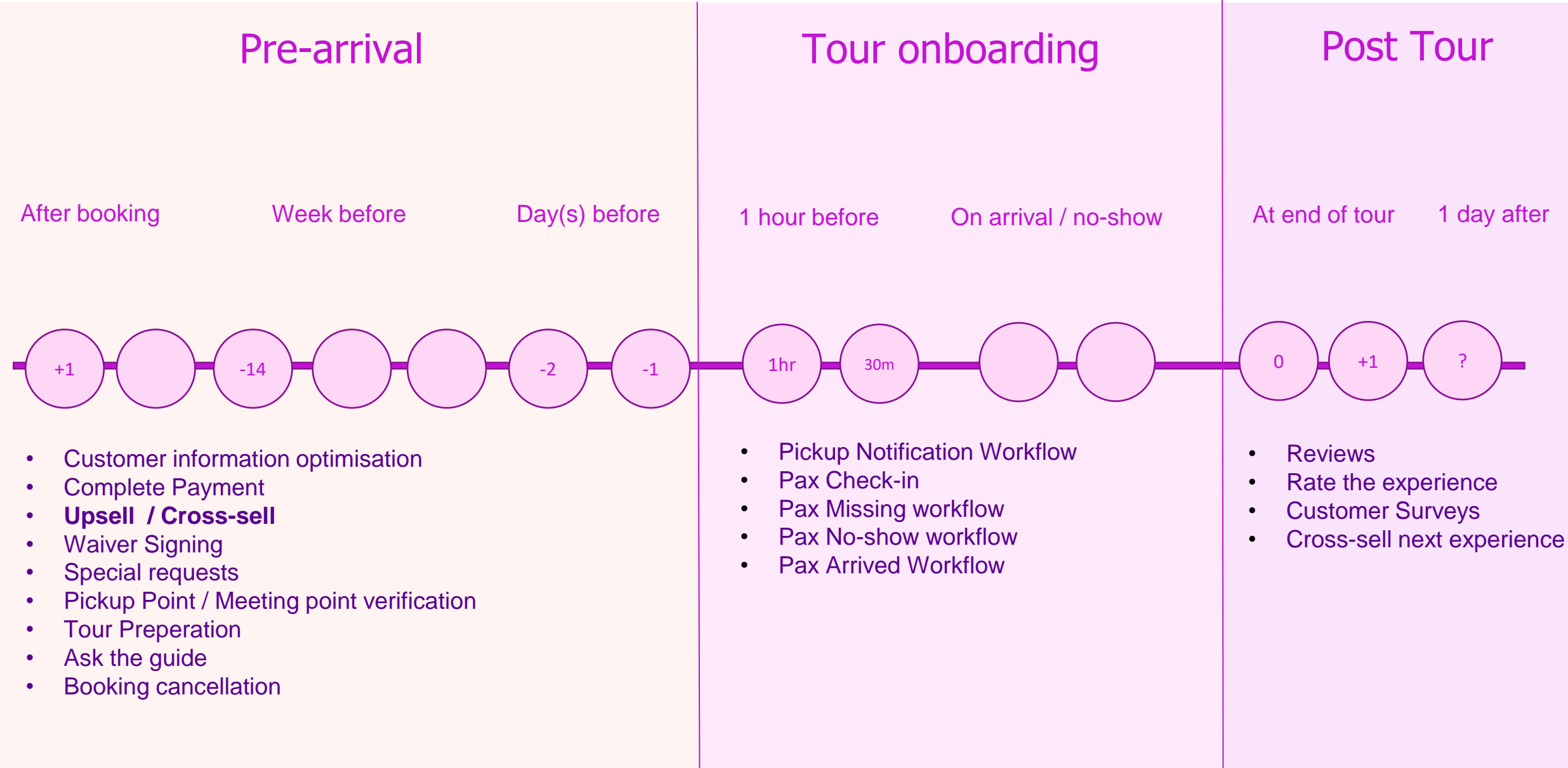
3333+ klst

Í sparaða vinnu m.v. 10 úrvinnslutíma per waiver

19 mánaða

Vinna eins starfsmanns

Customer Workflows to Automate



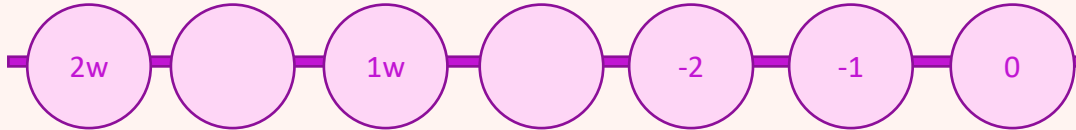
Operational Workflows to Automate

Pre-Tour

Weeks before

Days before

On the day



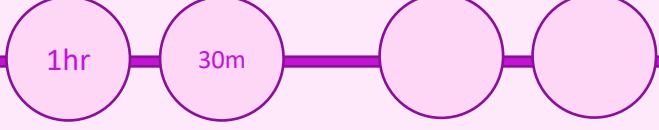
- Availability nearing closure
- Availability maxed out
- Availability close-off
- Overbooked workflow
- Special assistance
- Stock extras

- Last minute booking
- Last minute cancellation
- Tour Schedule Change
- Assign fleet units
- Assign drivers / captains
- Assign guides
- Plan pickup
- Deliver Extras
- Shift starting

Tour Onboarding & During

1 hour before

On arrival / no-show

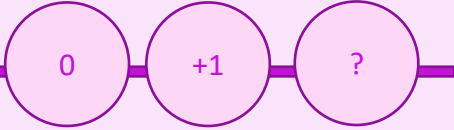


- Pax Pickup starting
- Pickup running late
- Pax Check-in
- Pax Missing workflow
- Pax No-show workflow
- Pax Arrived Workflow
- Deliver extras
- Tour delayed / cancelled
- Upsell photos

Post-Tour

At end of tour

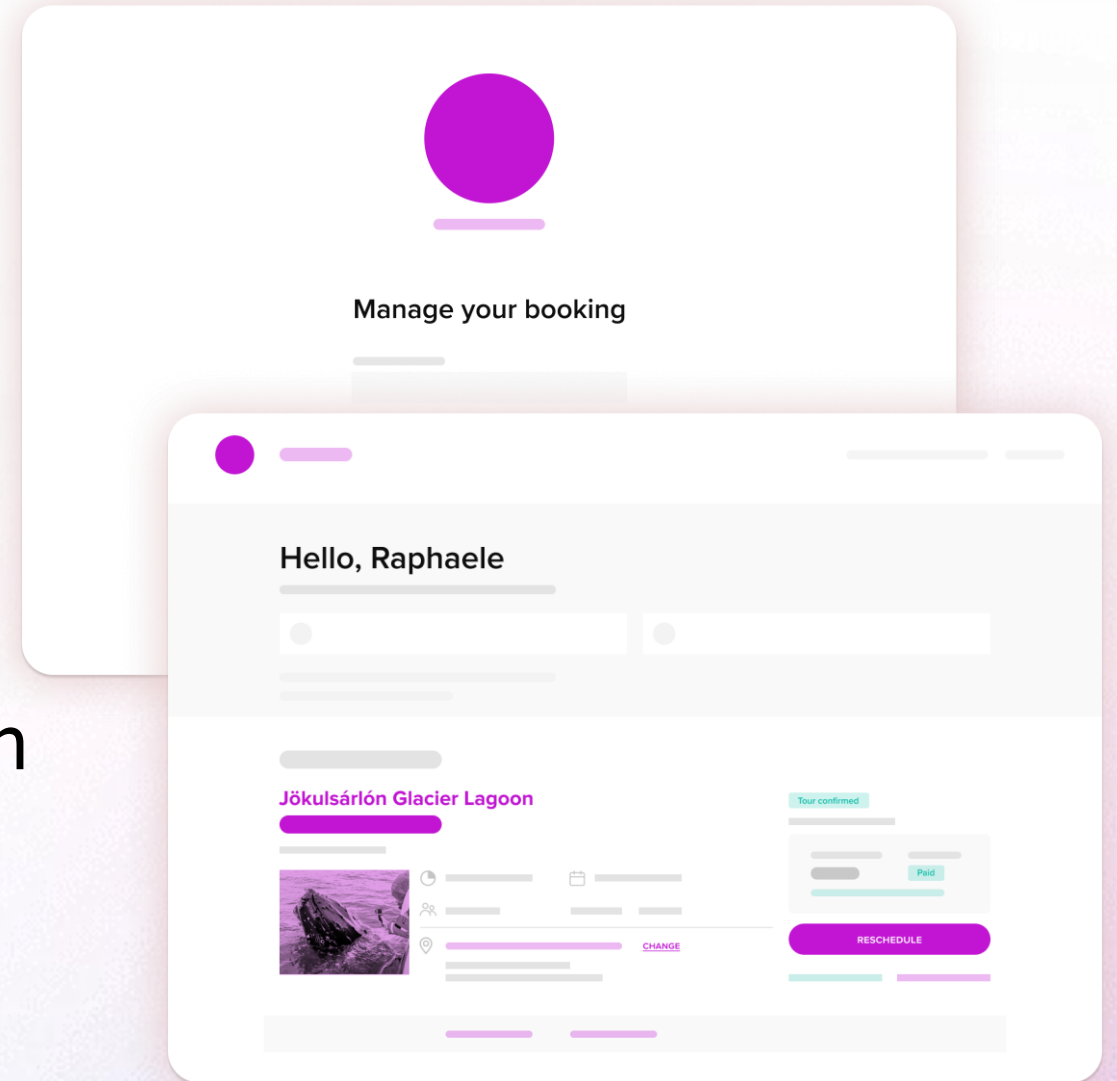
1 day after



- End of tour
- Shift ended workflow
- End of day workflow

PaxPortal

- ✓ View booking details / itinerary
- ✓ Manage bookings
- ✓ Change/verify pickup location
- ✓ Get ticket
- ✓ Reschedule
- ✓ Self-cancel / Request Cancellation
- ✓ Upsell / Cross-sell
- ✓ Complete payment



- Departures ^
- Daily Departures**
- Bookings v
- Messages v
- PaxPortal v
- Reports v
- Settings v

Dashboard / Daily Departures

Departures

Select date: 04.03.2024 | Search by name or pro... | Bulk actions | Reset

09:00 41 35 A 6 C

Time	Product code	Product title	Passengers	Notes	Status	Action
+ 09:00	GCC-DEMO	Golden Circle Classic	40 34 A 6 C	...	Planned	Actions
+ 09:00	GCC&NL-DEMO	Golden Circle & Northern Lights	1 1 A	...	Planned	Actions

11:00 25 25 A

Time	Product code	Product title	Passengers	Notes	Status	Action
+ 11:00	ICE-DEMO	Ice Cave Adventure	25 25 A	...	Planned	Actions



12:00 25 25 A

Time	Product code	Product title	Passengers	Notes	Status	Action
+ 12:00	WINE-DEMO	Wine Tour	25 25 A	...	Planned	Actions



Upsell & Cross-sell on PaxPortal


Tomorrow's Tour 😊 ⏪ ⏩ ↶ ↷

 **paxflow5** <noreply@paxflow.io> Today at 23:33
To:  Soffia Kristin Thordardottir

Tomorrows Experience!

We're looking forward to seeing you tomorrow. Get the most out of your experience with these upgrades.

Book your pickup now!



*Want to be picked up at your hotel or near by bus stop?
Book your pickup now.
Cutoff time for pickup bookings is 4 hours before arrival.*

[Book Pickup](#)

Been there, done that got the T-shirt

- Departures
- Bookings
- Messages
- PaxPortal
- Reports
- Settings

Dashboard

Welcome to PaxFlow

PaxFlow empowers tour operators to streamline operations. With the launch of this new Beta version of PaxFlow Planner we provide tour operators with an easy to use tools to manage departures, cancel tours and notify customers so they can reschedule their tours online, saving hours of work and valuable time.

Go to PaxPortal



Pax PLANNER

Manage departures and disruptions

- All Departures

PAX CRM

Manage bookings, customer info and communication

- Manage bookings
- Manage cancellation requests
- Message templates

PAX PORTAL

Configure "Manage my booking" portal for customers

- Configure branding
- PaxPortal Settings
- Open PaxPortal

PaxFlow Documentation

Check out the PaxFlow Documentation and how to videos to find out how you can configure PaxFlow to work for you.

Need Help?

If you need help with PaxFlow you can reach out to customer support via our online chat available on this page.

PAXFLOW'S MISSION

Empowering Tour Operators to Streamline Operations with Automation, AI and Customer Self Service

....think of us as Zapier on steroids for tour operators

For more info:

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See you next time!

<https://paxflow.io>