



follow the coast
iceland

Summer '27

01

01 The Basics

02 Rules of Engagement

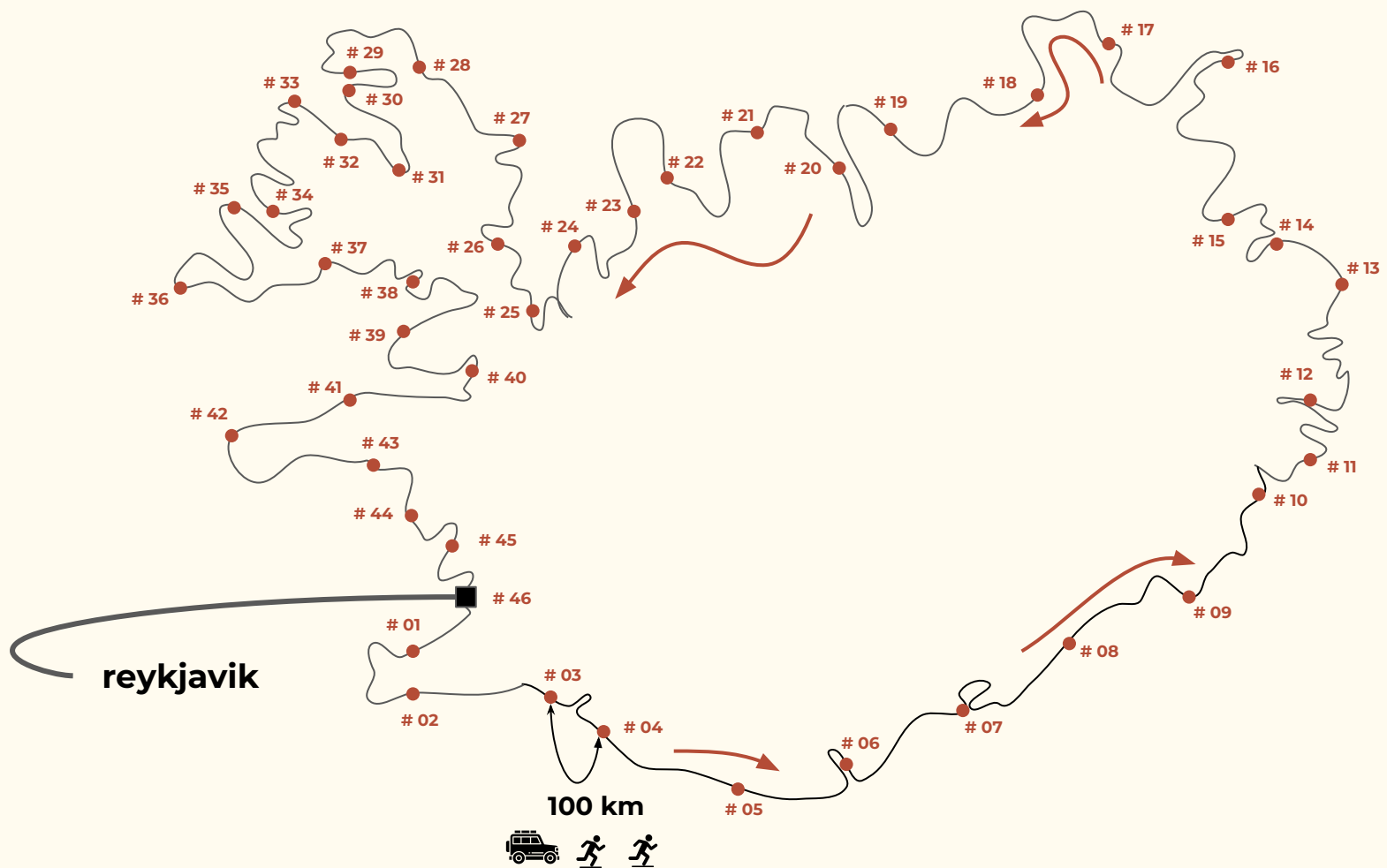
03 Stages

04 Logistics

05 Register

The Basics

in summer 2027
we will follow the coast
around Iceland



46 stages
100 km per stage

start

7am

Sat

12.06.2027

finish

6pm

Mon

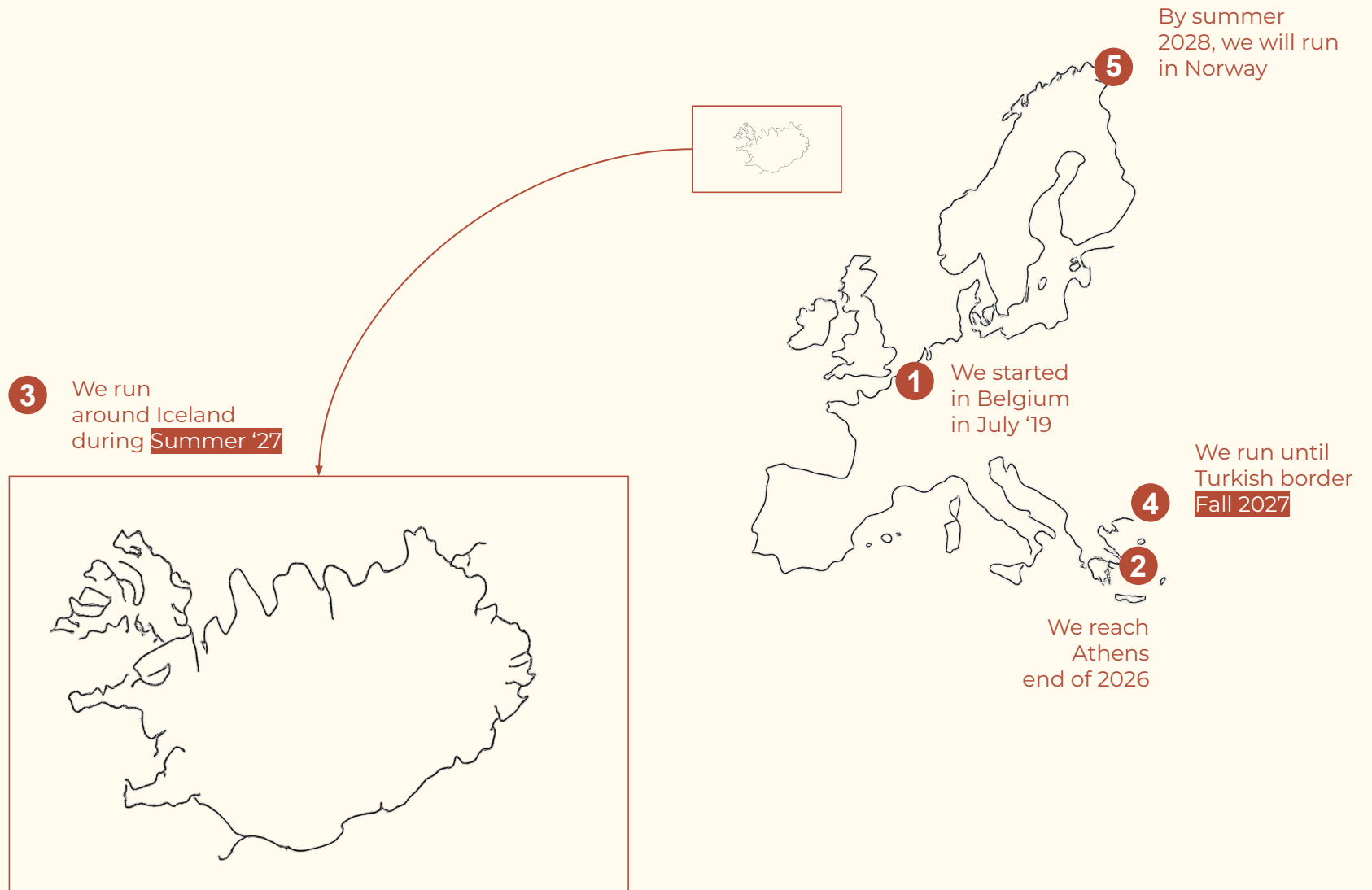
13.07.2027



Hallgrímskirkja
Reykjavik

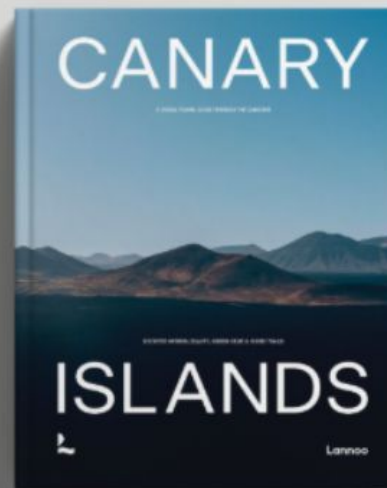
*lat: 64.14218,
long: -21.92571*

in '27, we take a short pause
from mainland europe



to run around Iceland
100 km at a time

we'll explore
unique nature together
and naturally, we'll make
a gorgeous book



don't change a winning formula



but adapt to the terrain

good old stuff

- 1 you run 100 km per stage
- 2 we provide 24/7 support
- 3 we provide live media cover
- 4 we publish a coffee table book

what's new

- 1 we map your stage
no need to make your gpx
- 2 we will keep running
once a team finishes, the next starts
- 3 we will have 2 alternating crews
allowing for some precious rest
- 4 you will pass through a relay baton
the olympic flame but FTC styled



'we keep running'
what do you mean?

during summer in Iceland
there is constant daylight

the perfect condition
to do a continuous relay run

so when one team finishes
the next one will start

the stages

#	Start	Stop	Elevation	Cat	Max Time	Start Time	Support
1	Reykjavik	Njardvik	400	1	16:00:00	12-6-2027 7:00:00	Crew 1
2	Njardvik	Grindavik	350	1	16:00:00	12-6-2027 23:00:00	Crew 2
3	Grindavik	Stokkseyri	560	1	16:00:00	13-6-2027 15:00:00	Crew 1
4	Stokkseyri	Hvolsvöllur	240	1	16:00:00	14-6-2027 7:00:00	Crew 2
5	Hvolsvöllur	Vik	1260	1	16:00:00	14-6-2027 23:00:00	Crew 1
6	Vik	Kirkjubæjarklaustur	800	1	16:00:00	15-6-2027 15:00:00	Crew 2
7	Kirkjubæjarklaustur	Skeiðarársandur	270	1	16:00:00	16-6-2027 7:00:00	Crew 1
8	Skeiðarársandur	Kálfafellsstaður	310	1	16:00:00	16-6-2027 23:00:00	Crew 2
9	Kálfafellsstaður	Hofn	290	1	16:00:00	17-6-2027 15:00:00	Crew 1
10	Hofn	Djúpivogur	640	1	16:00:00	18-6-2027 7:00:00	Crew 2
11	Djúpivogur	Stöðvarfjörður	680	1	16:00:00	18-6-2027 23:00:00	Crew 1
12	Stöðvarfjörður	Eskifjörður	1340	1	16:00:00	19-6-2027 15:00:00	Crew 2
13	Eskifjörður	Seydisfjörður	2280	2	18:00:00	20-6-2027 7:00:00	Crew 1
14	Seydisfjörður	Lagarfjot (mouth)	3300	3	23:00:00	21-6-2027 1:00:00	Crew 2
15	Lagarfjot (mouth)	Vopnafjarðar	1270	1	16:00:00	22-6-2027 0:00:00	Crew 1
16	Vopnafjarðar	Þórshöfn	960	1	16:00:00	22-6-2027 16:00:00	Crew 2
17	Þórshöfn	Raufarhöfn	760	1	16:00:00	23-6-2027 8:00:00	Crew 1
18	Raufarhöfn	Kópasker	400	1	16:00:00	24-6-2027 0:00:00	Crew 2
19	Kópasker	Húsavík	900	1	16:00:00	24-6-2027 16:00:00	Crew 1
20	Húsavík	Grenivík	1130	1	16:00:00	25-6-2027 8:00:00	Crew 2
21	Grenivík	Siglufjörður	1500	2	18:00:00	26-6-2027 0:00:00	Crew 1
22	Siglufjörður	Sauðárkrókur	1230	1	16:00:00	26-6-2027 18:00:00	Crew 2
23	Sauðárkrókur	Skagatrönd	650	1	16:00:00	27-6-2027 10:00:00	Crew 1
24	Skagatrönd	Blönduós	760	1	16:00:00	28-6-2027 2:00:00	Crew 2
25	Blönduós	Hvammstangi	720	1	16:00:00	28-6-2027 18:00:00	Crew 1
26	Hvammstangi	Hólmavík	1000	1	16:00:00	29-6-2027 10:00:00	Crew 2
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32	Gervidalsárfoss	Lambagilfoss	490	1	16:00:00	4-7-2027 2:00:00	Crew 2
33	Lambagilfoss	Suðureyri	1510	2	18:00:00	4-7-2027 18:00:00	Crew 1
34	Suðureyri	Fossdalur	1650	2	18:00:00	5-7-2027 12:00:00	Crew 2
35	Fossdalur	Bíldudalur	1310	1	16:00:00	6-7-2027 6:00:00	Crew 1
36	Bíldudalur	Látrabjarg	1650	2	18:00:00	6-7-2027 22:00:00	Crew 2
37	Látrabjarg	Flokalundur	1820	2	18:00:00	7-7-2027 16:00:00	Crew 1
38	Flokalundur	Djupidalur (6km more south)	1060	1	16:00:00	8-7-2027 10:00:00	Crew 2
39	Djupidalur (6km more south)	Guesthouse Nýp	1080	1	16:00:00	9-7-2027 2:00:00	Crew 1
40	Guesthouse Nýp	Búðardalur	790	1	16:00:00	9-7-2027 18:00:00	Crew 2
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43	Hellissandur	Grundarfjörður	570	1	16:00:00	11-7-2027 18:00:00	Crew 1
44	Grundarfjörður	Borgarnes	340	1	16:00:00	12-7-2027 10:00:00	Crew 2
45	Borgarnes	Akranes	530	1	16:00:00	13-7-2027 2:00:00	Crew 1
46	Akranes	Laugardalur	840	1	16:00:00	13-7-2027 18:00:00	Crew 2

1

stages are mapped

We mapped all stages and got to exactly 4600 km of coastline road around Iceland

2

stages are categorized

Based on elevation, stages get Categories 1,2 or 3. Teams get respectively 16, 18 or 23 hours to finish their stage

3

one team hands to the next

We calculate when teams will arrive, taking sufficient buffer.

The next team will be waiting for the arrival team so we never break the chain.

4

support crews alternate

ensuring 24/7 support and sufficient rest for photographer & driver

02

01 The Basics

02 Rules of Engagement

03 Stages

04 Logistics

05 Register

Rules of Engagement

01 the stage

100km ultra run

We mapped a route along the entire coastline of Iceland and got to exactly 4600 km or 46 stages of 100km.

We will run this route in one long relay, counterclockwise, starting from Reykjavik. we will start at 7am on Sat 12th June and will finish one month later on 13th July.

Every participating team commits on at least one member completing the total distance. We recommend to register with 3 participants, but there is no limit to the number of participants.

Supported

Your route is mapped and the gpx is ready for download on our website.

Depending on the stage profile you get 16, 18 or 23 hours to finish your stage.

During your Stage, you will be supported by our crew, who will get you through the day with drinks, food, tips & mental support

After your Stage, you will forever be Shoreholder of our project.

We will make a stunning photo book which will include pictures & testimonials of you .

Part of something bigger

You don't only run for yourself.

You will be part of the bigger goal of 'running around Iceland'.

A part in a larger chain of more than 100 ultra runners.

What do you get?

- Run 100 km
- 24h logistical & emotional support
- Professional photographer, full time
- Tailored story on socials so your family & friends can follow
- Plenty of delicious food
- HD Pictures of the day, in digital format
- Help during your preparation
- Access to a wonderful, engaged & kind community of ultra runners
- A Duvel at the finish line
- 3 books per registered stage

hand over between teams

Upon registrations, you agree with both the your 'start time' and 'your finish time'.



DON'T WORRY

The times we calculated in our schedule are large.

We have looked at Follow The Coast historical data and used a fairly large estimate.

Most roads in Iceland will be broad dirt roads and the average elevation is lower than in Europe.

We will be fine.



A REAL RELAY

When we started Follow The Coast, we thought about having a real relay handing over a 'relay baton' from one team to the next.

In Iceland, because of the eternal summer light and the condensed timeline, we want to honour this idea.

We will be passing a symbol from one team to the next, which will travel the entire coast of Iceland



A REAL COMMUNITY

When you start, you will see the previous team finishing.

When you finish, you will see the next team in the chain, passing on the chain.

Seeing these people, deeply involved in this project as you are, will add to the charm of the whole mission.



LET'S GET PRACTICAL

What happens when

a team finishes late → we believe this will not happen as estimates are sufficiently large to cover this in 95% of the cases. In case a small delay would happen, we will update the schedule with starting times taking into account this small deviation. We don't believe this will happen often, therefore errors should remain exceptional.

a team finishes early → when a team finishes early, we require that at least one team member of the finishing team is at the finish (or start for the next team) at the agreed starting time for the next team. We don't expect this 'waiting time' to be very long. Because of this, finishing teams should anticipate facilities (sleep or restaurant or car) close enough to the finish line. In exceptional circumstances, when health hazards arise, we will find a way to pass on the symbol from one team to the next. (eg. crew takes over, little vault ..)

the crew

We are here for you and to capture the beauty we find along the way



2 HEADED CREW

The crew will consist of 1 professional photographer & 1 driver.

the photographer

Focused on capturing the beauty of Iceland & your journey.

Both HD photo & video.

For the book, documentary, our socials & your everlasting memories

the driver

Focused on runner support, logistics and safety

Leads the car to the runners and to the end of every Stage.



A FIXED RHYTHM

one crew per stage

Every stage will have its fixed crew.

16h ON / 16h OFF

Each crew will follow one stage for 16h (on average) and switch crew afterwards to enjoy a 16h rest, prior to moving to their next Stage.

In the 'off' time, Crews will not handle other logistics like 'airport pickups' of participants



SWITCHING CREWS

3 sets of crews

The vehicles will tour the entire coast of Iceland. Our crews will not.

Working 16 hour days around the clock with distorted sleep is not for the faint hearted.

We don't believe it's safe to expose our crew to this rhythm too long and will therefore switch the duo of crews every 10-12 days. We will have 3 sets of crews.

switch at airports

To optimise logistics, sets of crews will switch in the vicinity of airports.

03

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Stages

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NOT AVAILABLE

04

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02 Rules of Engagement

03 Stages

04 Logistics

05 Register

Logistics

01

To Iceland // The Basics



Flight duration

3h30

Best airports

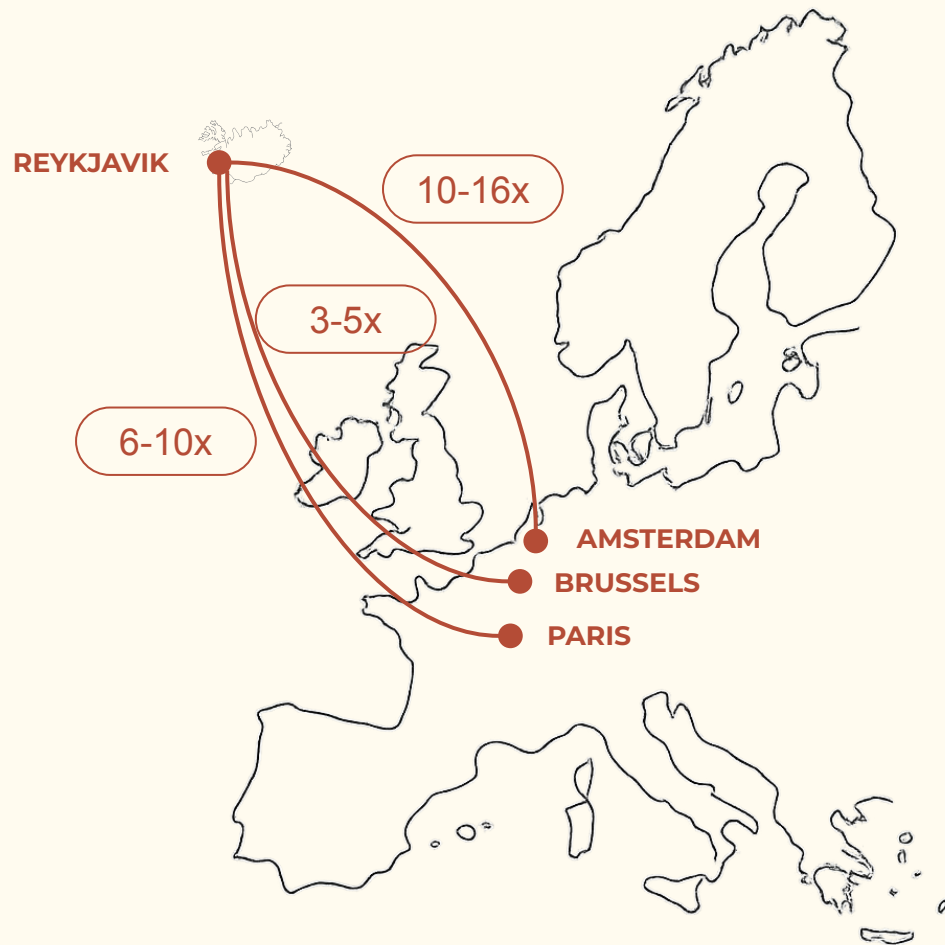
AMS > PAR > BRU

Price, back & forth

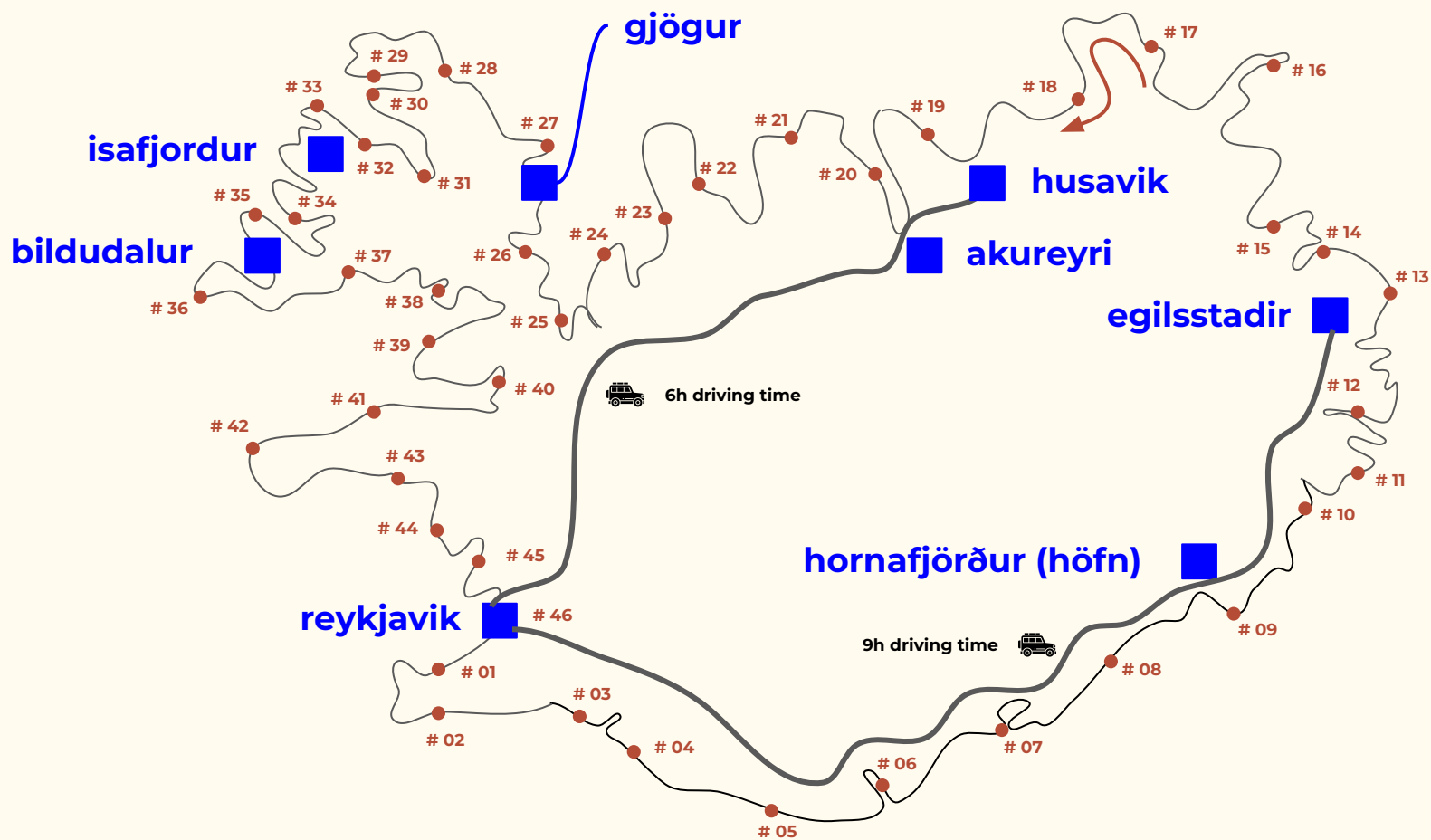
150 - 350 euro

Internal flights, back & forth

150 - 200 euro



02 WITHIN / Airports



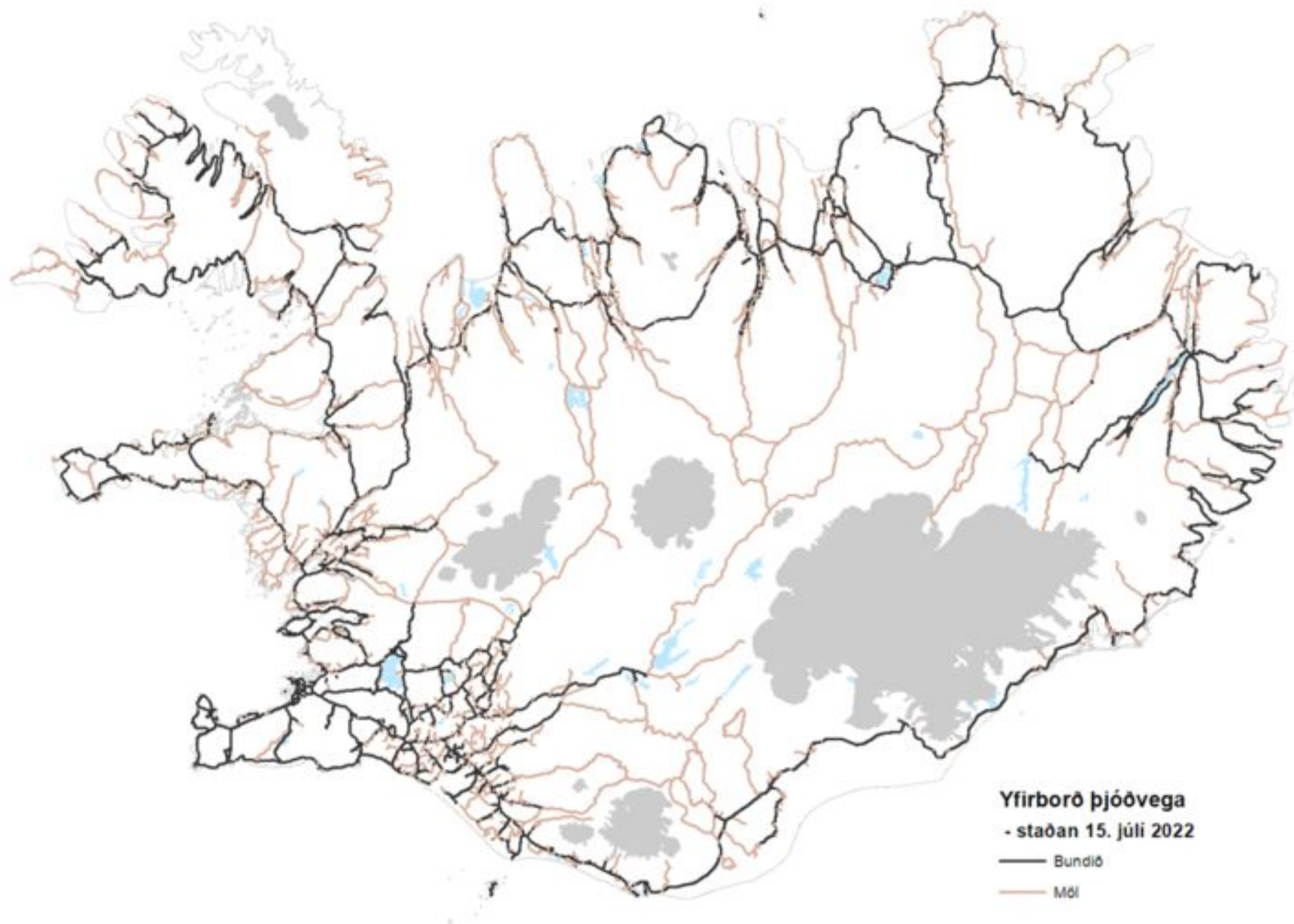
From Reykjavík, it is easy to reach another corner of Iceland via the Domestic Airport (Reykjavíkflugvöllur).

- Icelandair travels daily to **Akureyri**, **Egilsstaðir**, and **Ísafjörður**.
- Eagle Air several times per week to **Höfn** and Vestmannaeyjar (Heimaey).
- Norlandair has twice-weekly flights to **Bíldudalur**, Strandir (**Gjógur**), and Grímsey Island.

Domestic flights are without security gates and operate smoothly.

The Domestic Airport is an hour drive from Keflavík International Airport.

02 WITHIN / Roads



WITHIN / Roads / Main



WITHIN / Roads / Westfjord



LODGING / Campings



Big temperature gap between 6 and 24°

Typical daily highs edge between 15 °C to 19 °C, with occasional warmer days reaching up to 24 °C. Mornings and evenings can be brisk, dipping to 6 °C–10 °C.



Driest month but unpredictable

Weather is still unpredictable—rain, wind, or sudden cool snaps can happen, so pack layers and rain gear



Very long daylight

You'll experience long daylight hours—around 19h 47m, making it one of the brightest months, just slightly shorter than June's peak daylight. Tested eye masks or blackout curtains are recommended



Best time for outdoor adventures

Whale watching, puffin spotting, and highland treks are all top experiences



Tourist peak season

The peak tourist season runs from June through August, with July and August being the busiest — often described as the "peak of the peak". Luckily, most of the time we will be away from the crowds. crowds at popular sites like the Golden Circle, Blue Lagoon, and Iceland's capital can affect your experience. Make sure to book in time



05

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Register

A photograph of the aurora borealis (Northern Lights) in a snowy landscape. The aurora is a vibrant yellow-green, appearing as a large, glowing, and somewhat diffuse shape in the center of the sky, with a prominent, bright, vertical streak on the right side. The sky is a deep, dark blue, and the ground is covered in snow with some dark patches. In the background, there are low, snow-covered mountains or hills. The overall scene is serene and majestic.

join us
registrations open




wed, 27th June
8pm CET

01 1399 per stage

Why 1399 euro per stage this time?

- Cost based - We determine the participant fee based on the cost of running the operation
- Breakeven - Our main goal is to create awesome projects, not to make a profit. But to ensure we can continue we need to be operationally breakeven at least
- Iceland is more expensive - Logistics in & to Iceland will be slightly more costly than mainland Europe

Breakdown of estimated costs below

	ITEM	COST		COMMENT
		TOTAL	est. PER STAGE	
	CAR RENTAL	11.000	300	5.500 euro car rental for a month, including rooftop tent OR transport of van from Denmark to Iceland & back
	CAR FUEL	5.200	150	2 cars, 4800 km coast, double that in driving, 12L / 100km, 300KR per l
	RAVITO	3.450	100	75-100 euro per stage
	CREW / FEE	20.700	550	225 per Stage per Crew member. Crew consists of 1 driver & 1 photographer. No sleep allowance as travelling with roof tent.
	CREW / FOOD	3720	100	30 per day. 31 days. 2 crews
	CREW / FLIGHT	7000	200	3 different crews of 2 people. Some internal flights

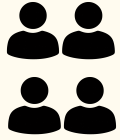
Estimate of what part of your registration fee goes to what

Total Cost	52.000	1.399
Cost per Stage / Ops	1.110	
Cost Merch	120	
Cost per Stage / Tot	1.230	
Price, incl VAT (6%)	1.304	

We keep a small buffer to ensure we don't make operational loss

our reco's

Upon registrations, you agree with both the your 'start time' and 'your finish time'.



THE MORE THE MERRIER

There is no limit on the number of runners you can run with

Get a team of a couple of runners together so you can split the registration fee over the team. Running in a sizable team requires some prep, group training and good agreements. It's key to openly discuss pace and different scenarios upfront. Run as a team and build an unforgettable memory for life



BUCKET LIST ITEM

You always wanted to go to Iceland

Leverage this challenge to really visit Iceland. Who doesn't want to go to iceland one day.

We recommend sticking around a bit longer, doing the Ring road (6-8d road trip) or - if your legs are recuperated - some hikes in nature.



PLAN A TRIP 'AFTER' THE RUN

Our favourite: the week of decompression

Ride the waves of decompression after your heroics. You'll be happy & content after your 100km, no long running trainings bothering your partner... The week after is the perfect occasion to book some relaxing wellness hotels or hot springs in the area.



SELECT YOUR PREFERRED STAGES

Pick a shortlist of stages, not just one

We will go live on Wed 27th May. We expect Stages to be sold out pretty fast. It's not smart to bet everything on one specific Stage as there is a high probability other people might want to book it too.

We strongly recommend to make a shortlist of preferred Stages and aim to register them ranked by your preference