



The Greystone summerhouses are three beautiful cottages placed just 5 minutes by car from the centre of Egilsstaðir, the capital of East Iceland. Already 4 years is the main goal to provide a high quality accommodation to various groups of tourists, who wants to visit the beautiful destinations nearby, such as Fardagafoss and Selskógur, Hallormsstaðaskógur, Seyðisfjörður, Vök baths or Borgarfjörður eystri...

What the business do?

Greystone summerhouse provides accommodation with a nice mountain view and if you are lucky during the night you can catch the Northern lights. Each house has a private entrance with free parking just outside the front door. Self check-in is easy, keys are in the key box next to the door, and check-out is until 11 a.m. The property offers also a terrace with the gas grill and outdoor furniture. Inside the house are 3 rooms with very comfortable beds and also an equipped kitchen with a dining area, bathroom and two relax zones, downstairs is TV with 2 chairs and upstairs a restroom with a big couch and 2 armchairs, so there is enough room for people to spread out and to enjoy views or free WiFi.

Target group

Greystone summerhouses ehf. provides accommodation for tourists so the target group are guests from all over the world as well as Icelandic people. The guests are mainly families and groups of friends because each cottage has one double bed downstairs and four single beds in two rooms upstairs, so it is quite comfortable for 6 people but is also possible to make an extra bed for two people on the sofa and provide the baby cot, so maximum capacity of the cottage is 8 adults and a one baby.

Sustainability aspects

Sustainability at Greystone has so far only been about sorting waste, but we are starting to focus more on it recently. In the future, we could use eco-friendly cleaning products and laundry detergent. We also want to improve the accommodation based on customer reviews and start collaborating with local businesses. All of this could convince our guests to book longer stays, which could save us variable costs in the future because we would be more efficient, and it could also contribute to our community because tourists would explore the area more, get a deeper local experience, and also spend here more money.

Key statistics achievements

The main goal is guest satisfaction, providing high-quality services, and getting the best reviews. Greystone summerhouses has on the Booking.com 358 reviews with an average grade point 9.1, on the Google.com has 20 reviews with 4,9 points and on the Trip advisor just 2 reviews with 5 points. Even the assessment is great there is always the way make it better. 😊

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