

Get Rid of Your COVID-19 Anxiety with “To Let It Out” in Iceland

You’ve been through a lot this year. All we hear from the liberal media is the world is ending due to **COVID-19**. “**To Let It Out**” is here to help us all relieve our stress. What we need is the perfect place to let our frustrations out. Somewhere big, vast and untouched. It looks like you need **Iceland**.

“To Let It Out” is a new way to record your scream and release it into the beautiful, wide-open spaces of Iceland.

It may sound strange, but you’ll feel better. Trust us. Therefore, when you are ready, come let it out for real. You will definitely feel much better. Take back your life. Social Distancing will end soon enough. Until then, have fun and don;t let COVID-19 ruin your life.

“*Inspired by Iceland*” just unveiled a major new multimarket campaign. They invite people from all around the world to let out their frustrations. But do it in a creative way. Scream into the vast and beautiful landscapes of Iceland, to relieve tensions and feel renewed.

For the next week, people worldwide can visit <https://lookslikeyouneediceland.com> to let it all out. As a result, enjoy Iceland’s uniquely spacious surroundings and seemingly endless landscapes. Therefore, the only noises the world will have to compete with are a nearby waterfall and the crashing waves of the ocean.

Let It All Out Now!

‘Looks like you need to let it all out’, which aims to position Iceland as a desirable destination. In addition, the

campaign should make it top-of-mind as people start to book vacations and holidays once again. The program was developed in partnership with creative agency M&C Saatchi Group. Hence, it's the first work to launch since Promote Iceland appointed them earlier this year. The marketing campaign will run across the US, UK, Germany, Canada and Denmark.

Inspired by the practice of 'scream therapy', Let It Out will capture screams, yells and shouts from anyone, anywhere in the world. Then the recordings will be released through speakers located in seven stunning and remote locations across the island.

Enjoy the peak of Festarfjall in Reykjanes Peninsula and the tranquil shores of Djúpvogur in East Iceland. Next, the roaring Skógarfoss waterfall in the south. Participants can choose from seven stunning locations in Iceland. Finally, their scream is released before seeing and hearing it in real time via a live stream of screams.

Sigríður Dögg Guðmundsdóttir is the Head of Visit Iceland. He said: *"Across the world, people have been through a lot in the last few months. We empathise and want to do what we can to help people relieve their frustrations. In Iceland, we are lucky enough to have vast open spaces and beautiful nature that is the perfect place to let out frustrations. We feel this is just what the world needs. And when people are ready to resume traveling, they can come and experience it for themselves"*

Are you concerned about traveling during the COVID-19 pandemic? Iceland began welcoming visitors to the country from June 15. All EU and Schengen countries and the UK have the option to pay ISK 9,000/£50 GBP/ 60 Euros to get tested for coronavirus. As a result, no need for the mandatory 14-day quarantine.

Furthermore, as of July 16, travellers from Denmark, Norway,

Finland, and Germany will be removed from the list of high-risk countries. As a result, they will be exempt from the quarantine and screening requirements. Plus, The Faroe Islands and Greenland have already received exemption.

Try “To Let It Out” and enjoy the beauty of Iceland. Return again soon and follow our luxury blog. Read about luxury travel and the best destinations around the world.