1. **AIM**
The number of tourists visiting Iceland has increased rapidly in recent years. In 2010 a little less than 0.5 million tourists arrived but in 2016 the number had risen to almost 1.8 million and this increase is expected to continue, at least for a while. Given that the population of Iceland, as of January 2017, is less than 340 thousand people, it is quite a challenge to facilitate this increased tourism.

More and more tourists choose to rent a car and explore Iceland on their own and as the circumstances on the Icelandic road system may be different from what the foreign guests are used to, special attention needs to be given to traffic safety. In general, tourist drivers are driving in a new and unfamiliar driving environment. In Iceland, the difference may be more stark and more identifiable since the roadway system may differ more from highly urbanized driving environments. There are still long stretches of gravel roads, there are one-lane bridges and narrow pavement in areas, traffic shoulders may be narrow and the roadside is steep or rocky in many locations. Traffic signage is similar to that of the Nordic nations, which means it is somewhat different from the signage used in Asia and North America, and even some signs are unique to Iceland.

There are already indications of a rise in traffic crashes, including fatal crashes, in relation to the added traffic volume by tourist drivers. The aim is to develop an understanding of those crashes in order to assist in improving tourist driver safety.

2. **METHOD**
The data used are based on an in-depth study of police records on crashes on two-lane rural roads in Iceland in 2016, in which one or two vehicles are involved and at least one person has suffered injuries. The data will be at first explored with descriptive statistics and significance tests, e.g. odds ratio analysis or appropriate regression analysis. However, special emphasis at this stage is on the in-depth study of the police records, meaning that the research will review the written police records of the crashes and the researchers will code additional information about the crashes that is not normally included in the standard digital police record crash data, in order to develop a fuller understanding of the crashes.
3. RESULTS
The research started in spring 2017 after permission for accessing data was received. The results of the descriptive analysis of the data are expected to be available in spring 2018. This research represents the first part of the doctoral research of the first author.

4. CONCLUSION
The conclusions are intended to provide a practical understanding of the types, causes and consequences of traffic crashes involving foreign tourists driving in an unfamiliar environment. Iceland is taken as a case study for this research but the objective is to use the results to develop proactive traffic safety improvement measures that can be generalized to other areas where tourist traffic is high.