



FERÐAMÁLASTOFA - ICELANDIC TOURIST BOARD  
INTERNATIONAL VISITORS IN ICELAND  
WINTER 2015-2016

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## RESULTS

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## GOALS AND PROCEDURE

This survey was conducted by Maskina for the Icelandic Tourist Board. The respondents are foreign tourists in Iceland in the months of September 2015 through May 2016 and the survey is about their experience in Iceland during the winter months.

The survey started October 22 and ended July 4.

Interviewers from Maskina collected e-mail addresses from tourists at the International airport in. They collected around 500 e-mail addresses per month. Following that an internet survey was sent to them via e-mail. Reminder was sent three times to those who did not respond.

Total of 5.101 e-mail addresses were collected, of them 1.940 people finished the survey – see in detail below.

### Sample and responses

Original sample:	5101
Invalid e-mails:	300
Final sample:	4801
Did not respond:	2861
<b>Number of respondents:</b>	<b>1940</b>
<b>Response rate:</b>	<b>40,4%</b>



**Please contact the Icelandic tourist board before public reporting.**

Reykjavík, September 13, 2016.

With best regards and our appreciation for this collaboration

Þóra Ásgeirsdóttir

Þorlákur Karlsson

Ásmundur Pálsson

## SHORT DEFINITIONS OF STATISTICAL CONCEPTS IN THE REPORT

**Mean** is a measure of the central tendency of responses. A mean is calculated by adding the values of all responses and dividing by the number of answers.

**Standard deviation** is the distribution of answers around the mean for a variable that is measured on a continuous scale. A low standard deviation implies that the mean is a good measure of the center of the distribution as answers are closely distributed. A higher standard deviation describes a distribution where there is a larger difference between answers.

**Chi-square test** is a significance test used to infer about the difference between means of variables that do not have a continuous scale.

**ANOVA** is short for Analysis of Variance, a test of significance between the means of variables on a continuous scale.



## Tourists in Iceland winter 2015-2016

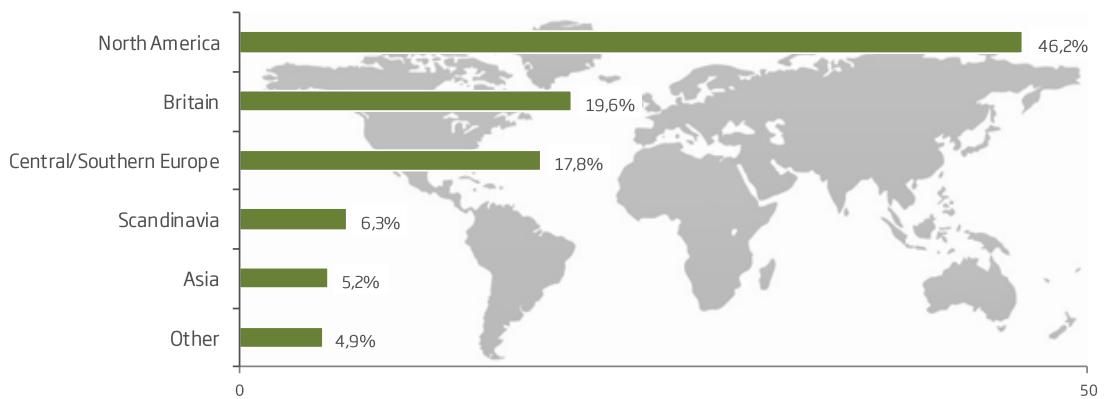


Average age: 37 years

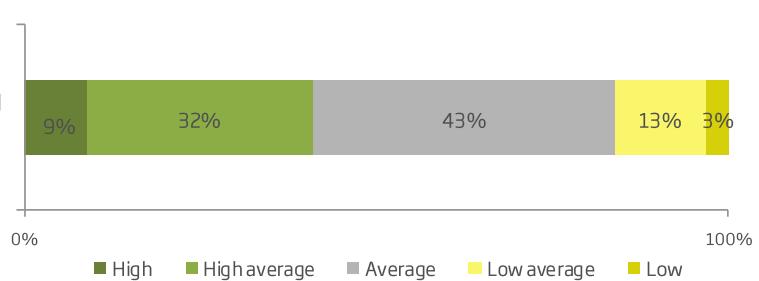
### Q.1. Nationality



### Q.3. Market area



Q.7. Level of total household income compared to general population in country

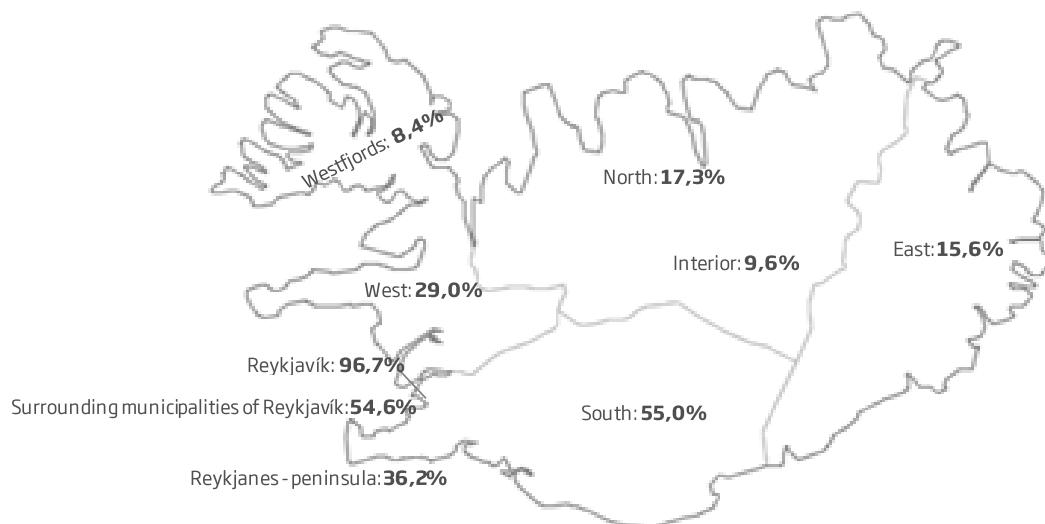


# MAIN CONCLUSIONS

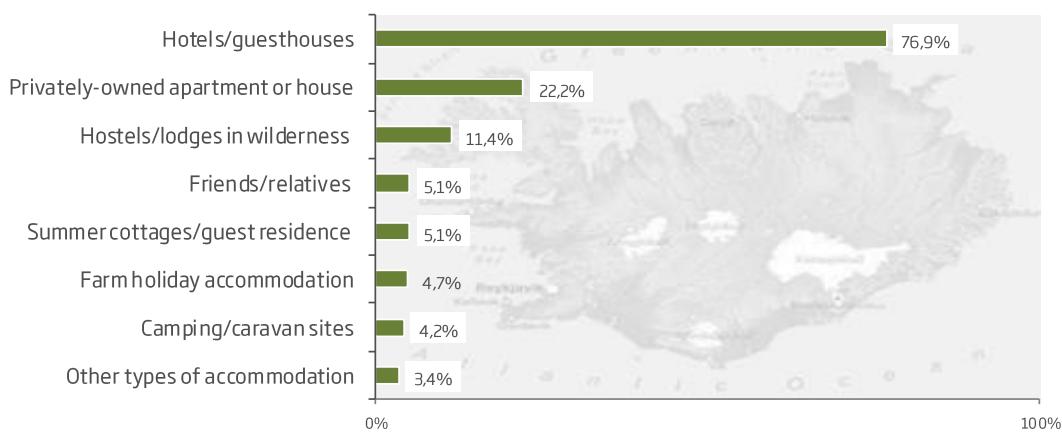


## Tourists in Iceland winter 2015-2016

### Q.90. Regions in Iceland visited by tourists



### Q.34. Accommodation during stay in Iceland



# MAIN CONCLUSIONS

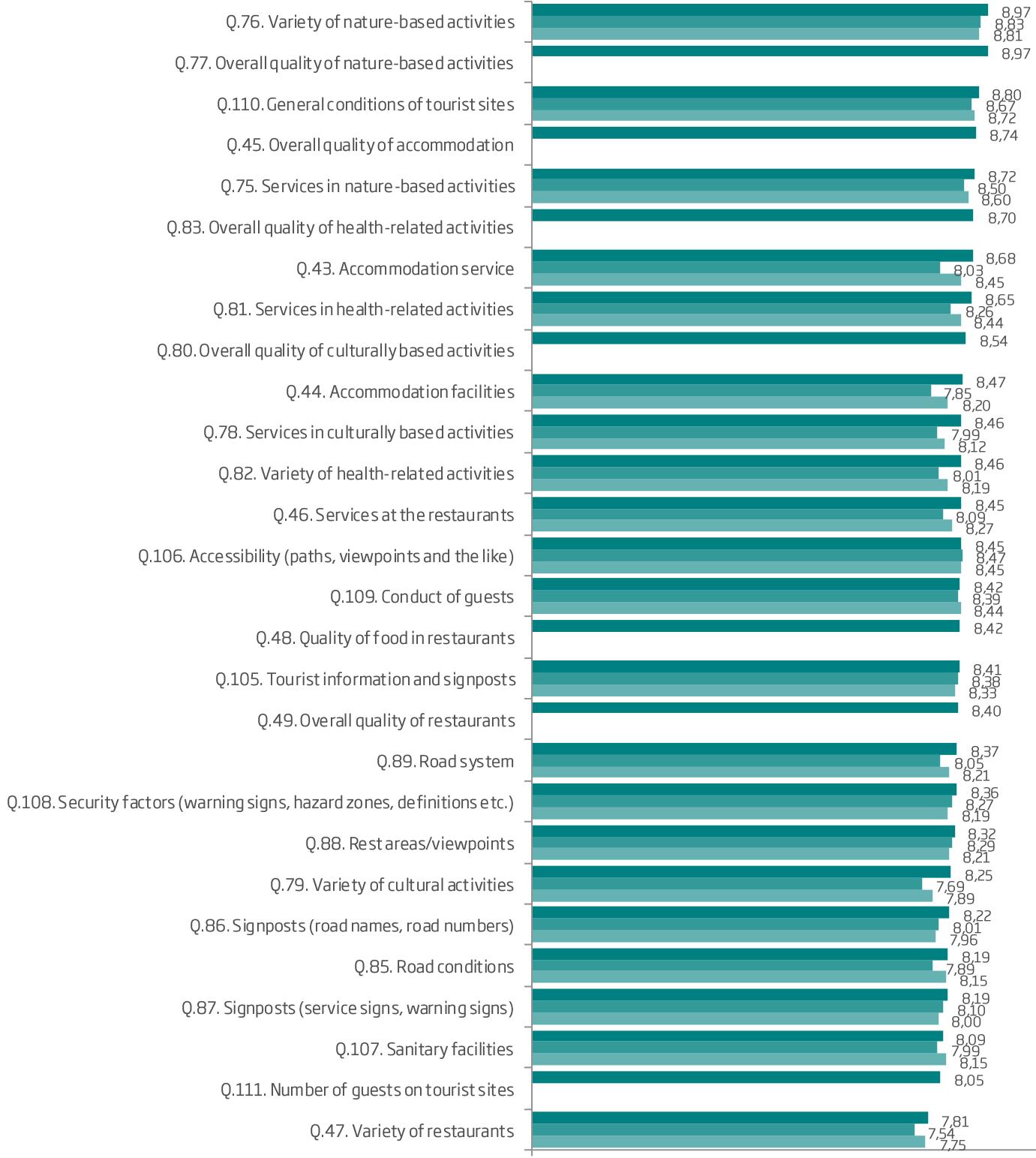


**Questions on a scale of 0-10**

■ Winter 2015/2016

■ Summer 2014

■ Winter 2013/2014



# MAIN CONCLUSIONS



## Questions on a scale of 1-5

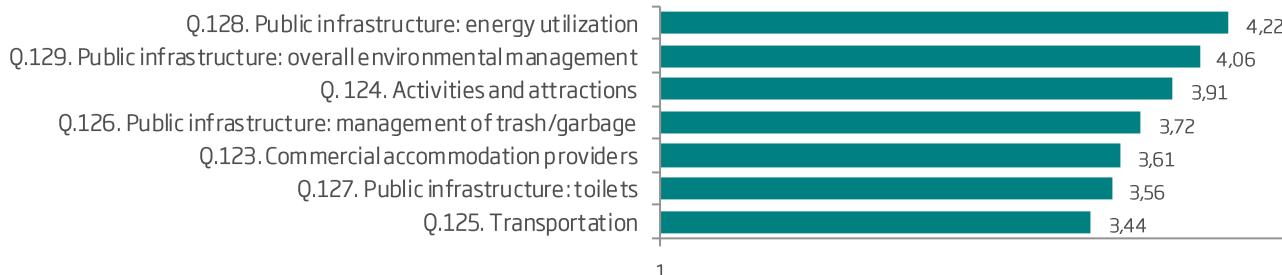
■ Winter 2015/2016  
■ Summer 2014  
■ Winter 2013/2014

Q.133. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

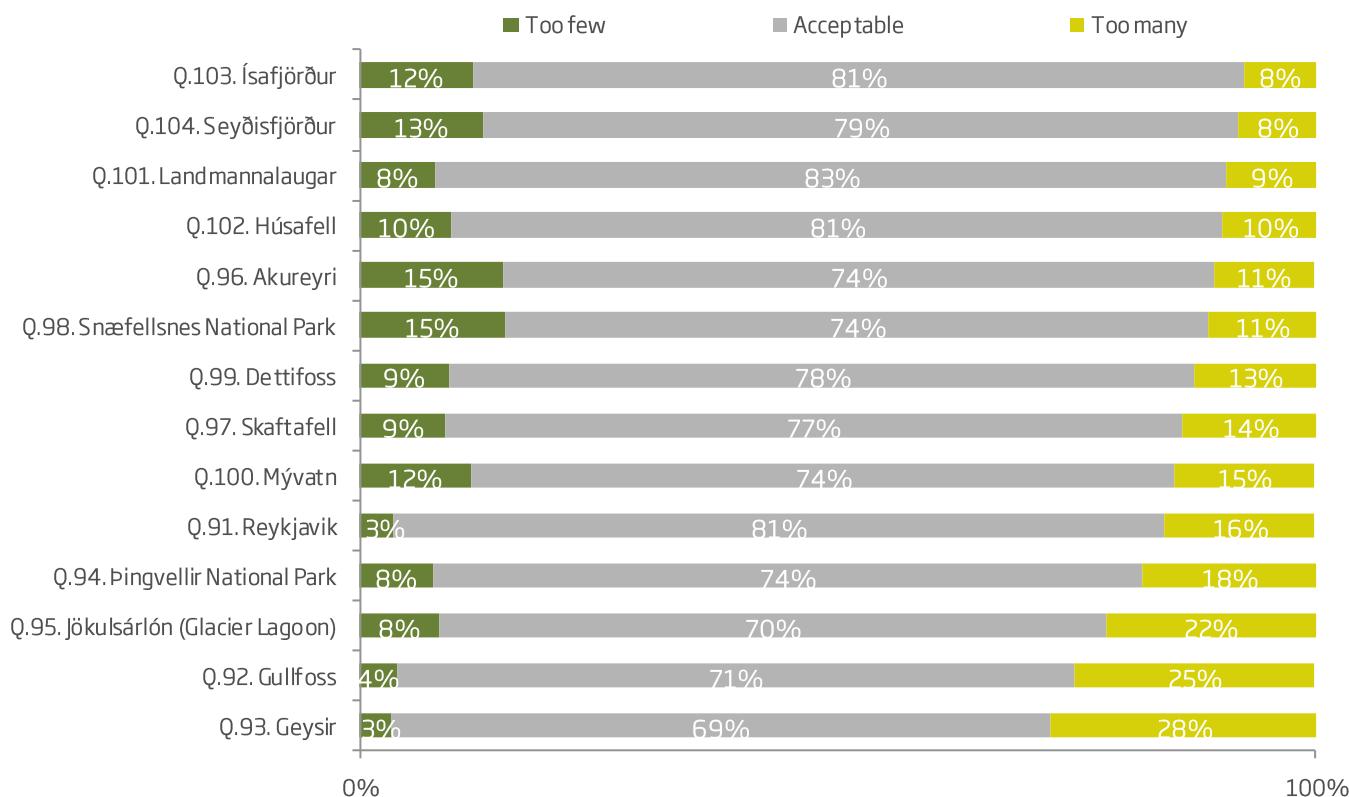


Q.131. How likely or unlikely are you to visit Iceland in the future?

## How would you rate the environmental practices of:

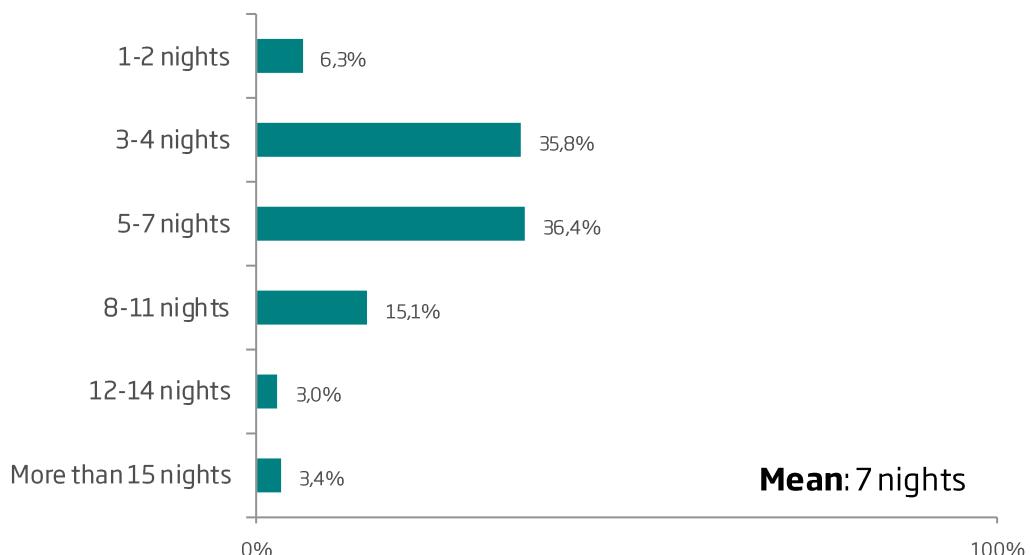


## Did you find the number of visitors too many or too few, in:

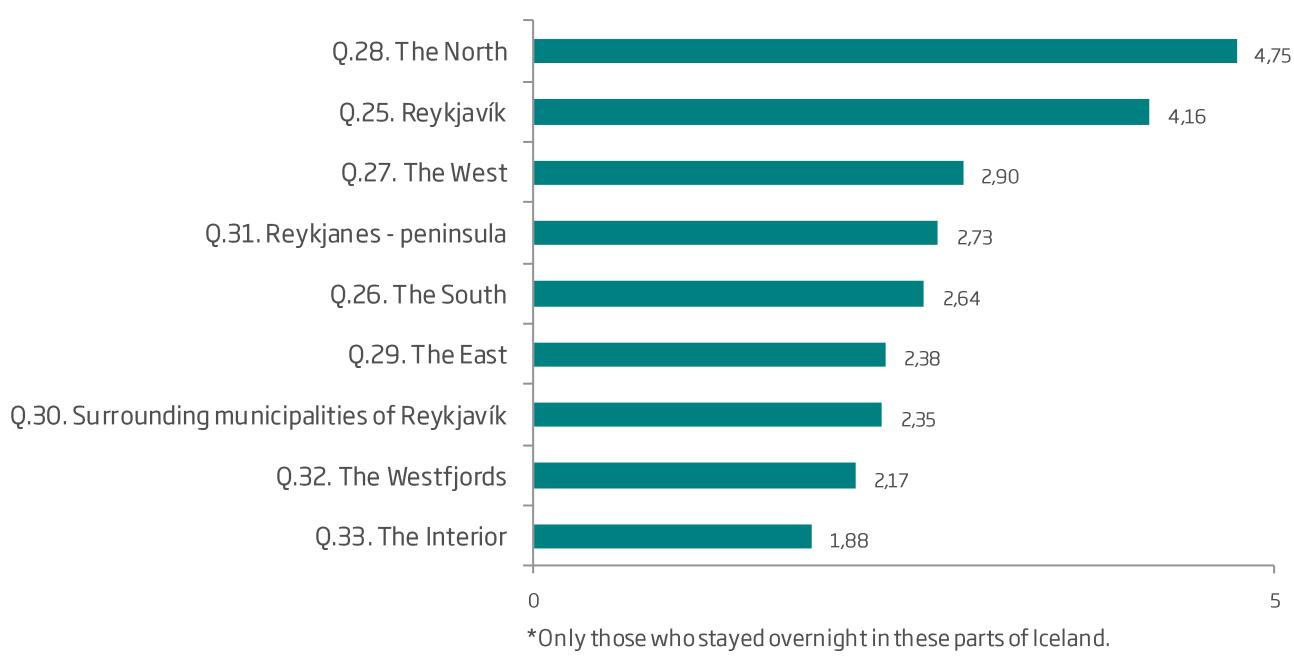




## Q.23. Total length of stay in Iceland



## Total length of stay (nights) in various parts of Iceland\*

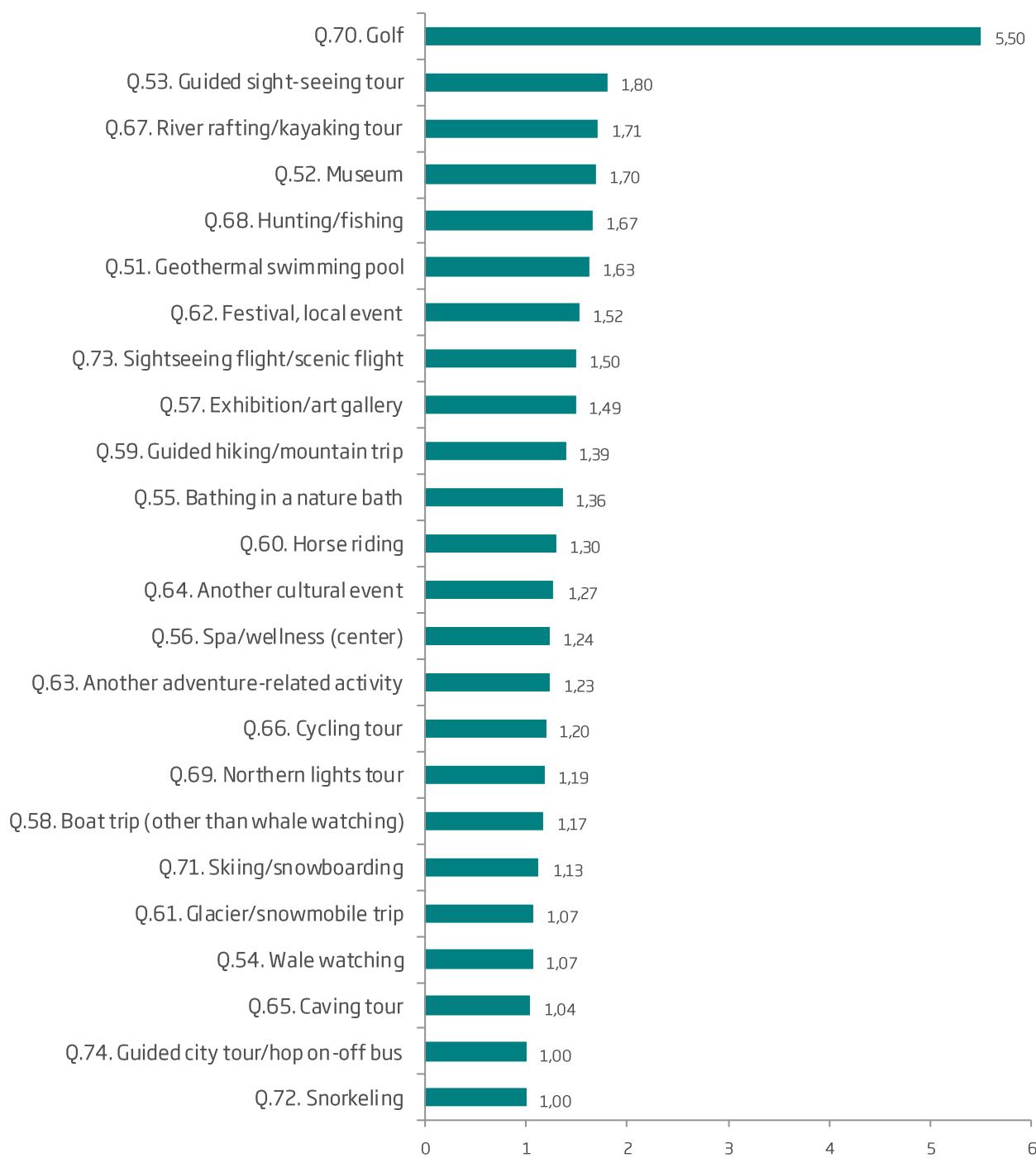


\*Only those who stayed overnight in these parts of Iceland.

# MAIN CONCLUSIONS



**Number of times in the following paid activities\***

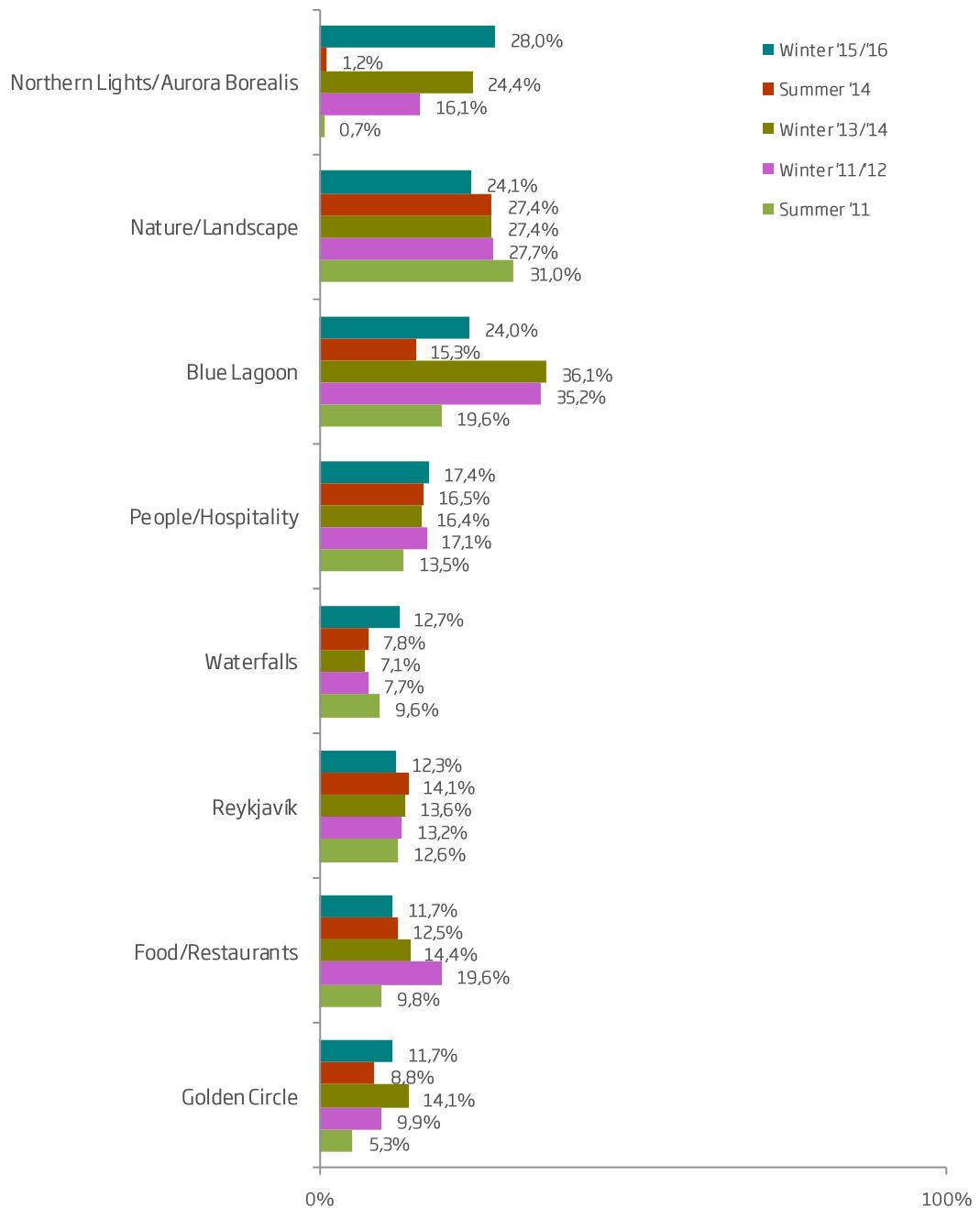


\*Only those who took part in any of these activities.

# MAIN CONCLUSIONS



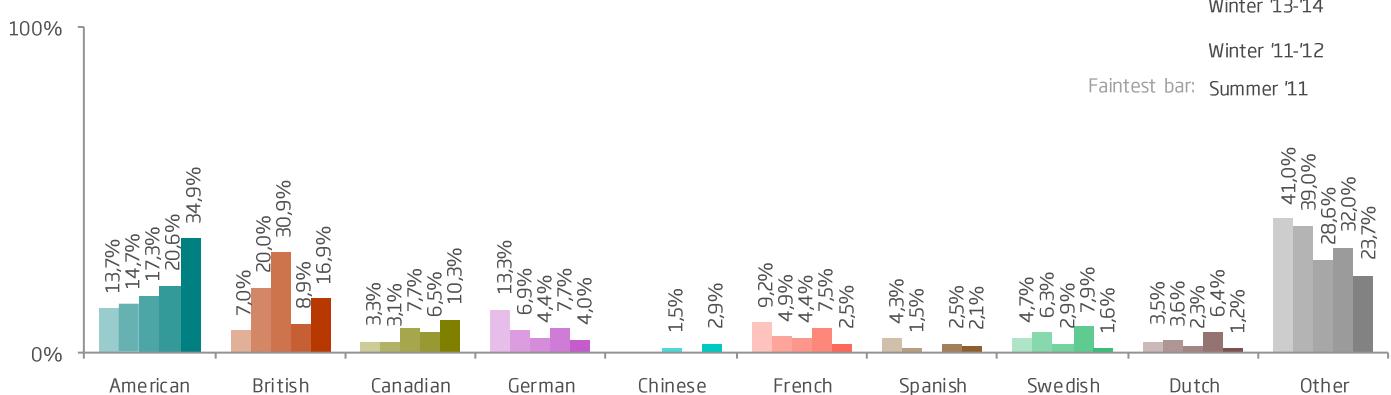
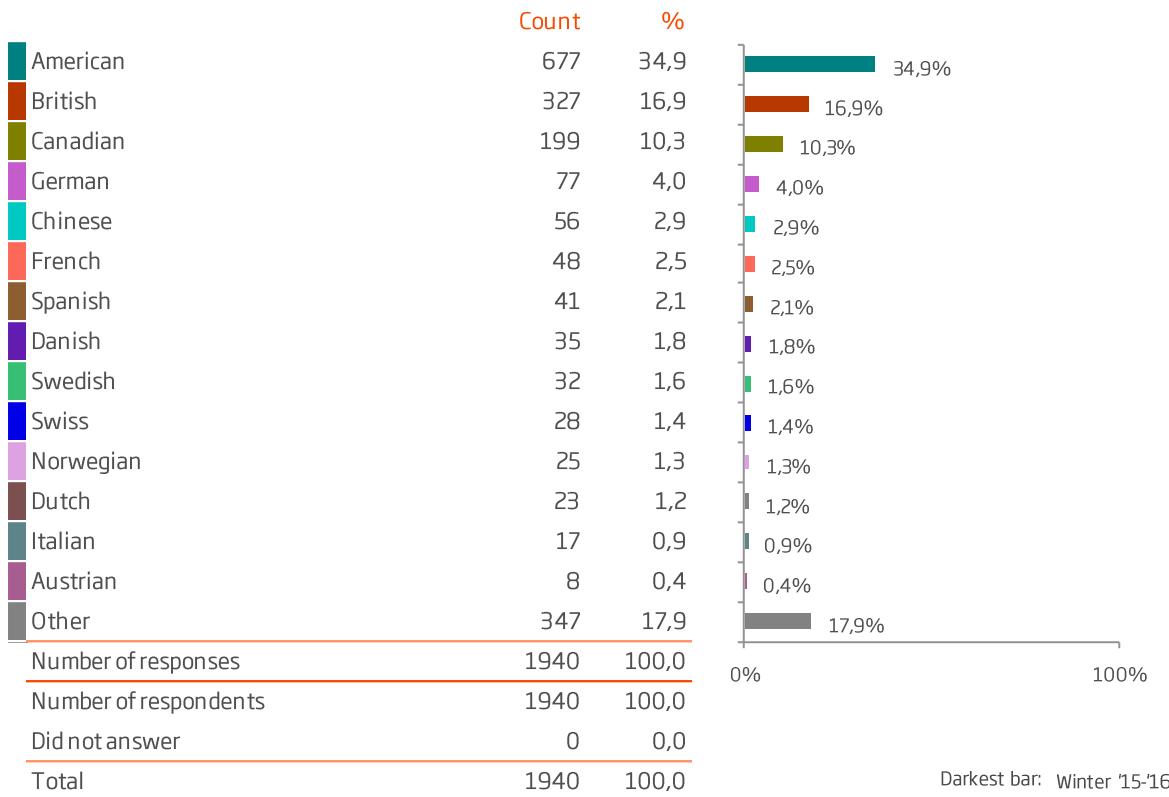
What were the three most memorable experiences of your visit to Iceland?



# NATIONALITY



## Q.1. Nationality.





## Q.1. Nationality.

	Number of answers	American	British	Canadian	German	Chinese	French	Spanish	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	1940	34,9	16,9	10,3	4,0	2,9	2,5	2,1	26,5
<b>Gender*</b>									
Male	666	30,2	19,1	8,7	3,3	3,2	3,8	2,7	29,1
Female	1271	37,5	15,6	11,1	4,3	2,8	1,8	1,8	25,2
<b>Age*</b>									
24 years and younger	337	<b>26,1</b>	<b>12,2</b>	8,3	4,5	8,3	2,7	3,3	<b>34,7</b>
25-34 years	690	35,2	12,9	8,4	3,6	3,2	3,0	2,8	30,9
35-44 years	350	33,7	17,7	10,6	4,6	0,9	2,6	2,9	27,1
45-54 years	259	37,5	<b>27,0</b>	10,4	5,0	0,8	1,2	0,4	17,8
55 years and older	279	<b>44,1</b>	22,6	16,8	2,9	0,0	2,2	0,0	<b>11,5</b>
<b>What is your profession?*</b>									
Managerial	219	35,6	24,7	8,7	4,1	1,4	4,1	0,5	21,0
Professionals (dr./lawyer/account. etc.)	412	42,0	14,8	8,7	3,4	0,2	1,5	2,4	26,9
Other professionals	306	<b>43,8</b>	18,0	9,8	3,3	2,3	2,3	0,3	20,3
Teacher/Medical care	197	36,0	15,7	13,7	2,0	2,0	1,5	4,1	24,9
Clerical/Service	95	15,8	27,4	11,6	<b>0,0</b>	2,1	3,2	4,2	35,8
Vocational/Technical	57	22,8	8,8	10,5	10,5	3,5	7,0	8,8	28,1
Unskilled	9	<b>11,1</b>	<b>44,4</b>	11,1	<b>11,1</b>	<b>0,0</b>	0,0	0,0	22,2
Student	276	20,7	<b>7,6</b>	<b>7,6</b>	5,1	<b>12,7</b>	2,9	3,6	<b>39,9</b>
Retired/Homemaker	113	35,4	25,7	<b>20,4</b>	0,9	<b>0,0</b>	3,5	0,0	<b>14,2</b>
Artist/Musician/Actor etc.	19	31,6	31,6	15,8	<b>0,0</b>	<b>0,0</b>	0,0	0,0	21,1
Other	164	43,3	11,6	10,4	6,7	<b>0,0</b>	2,4	0,6	25,0
<b>Household income*</b>									
High	743	<b>42,9</b>	18,4	11,6	1,9	0,9	1,3	1,1	21,8
Average	777	30,9	16,3	9,7	3,0	4,5	2,7	3,0	30,0
Low	295	<b>29,8</b>	13,9	9,5	8,1	3,7	4,4	2,4	28,1
<b>Educational level*</b>									
Finished high school or less	162	<b>16,0</b>	<b>25,3</b>	8,0	<b>13,0</b>	0,6	4,3	1,2	31,5
Bachelor's degree or equivalent	1102	34,8	17,7	12,4	<b>2,5</b>	3,6	1,6	2,5	24,7
Master's/Ph.D. or equivalent	592	<b>42,2</b>	<b>12,3</b>	7,6	3,4	2,0	3,7	1,5	27,2

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).



## Q.1. Nationality.

	Number of answers	American	British	Canadian	German	Chinese	French	Spanish	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	<b>1940</b>	<b>34,9</b>	<b>16,9</b>	<b>10,3</b>	<b>4,0</b>	<b>2,9</b>	<b>2,5</b>	<b>2,1</b>	<b>26,5</b>
<b>Type of trip*</b>									
Package tour	326	39,9	22,1	10,7	3,1	5,8	0,6	1,2	16,6
Individually-arranged tour	1310	34,4	16,0	10,7	4,4	2,4	2,9	2,2	27,1
Business-arranged tour	34	14,7	11,8	2,9	5,9	0,0	2,9	2,9	58,8
<b>Purpose of visit*</b>									
Vacation/holiday	1663	36,3	17,4	10,9	3,5	2,9	2,7	2,0	24,2
Visiting friends/relatives	95	32,6	9,5	12,6	6,3	0,0	1,1	2,1	35,8
Event in Iceland (leisure related)	85	41,2	5,9	10,6	3,5	9,4	1,2	1,2	27,1
Education and training	56	35,7	14,3	1,8	5,4	0,0	3,6	1,8	37,5
Business/small meeting	40	22,5	10,0	0,0	5,0	2,5	0,0	5,0	55,0
Conference/large meeting	30	23,3	6,7	23,3	3,3	0,0	3,3	3,3	36,7

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# COUNTRY OF RESIDENCE



## Q.2. Country of residence.

	Count	%
USA	682	36,2
Britain	369	19,6
Canada	190	10,1
Germany	75	4,0
France	52	2,8
Netherlands	48	2,5
Australia	43	2,3
Norway	38	2,0
Switzerland	38	2,0
Denmark	34	1,8
Singapore	33	1,7
Sweden	32	1,7
Spain	28	1,5
China	21	1,1
Other	203	10,8
Number of responses	1886	100,0
Number of respondents	1886	97,2
Did not answer	54	2,8
Total	1940	100,0

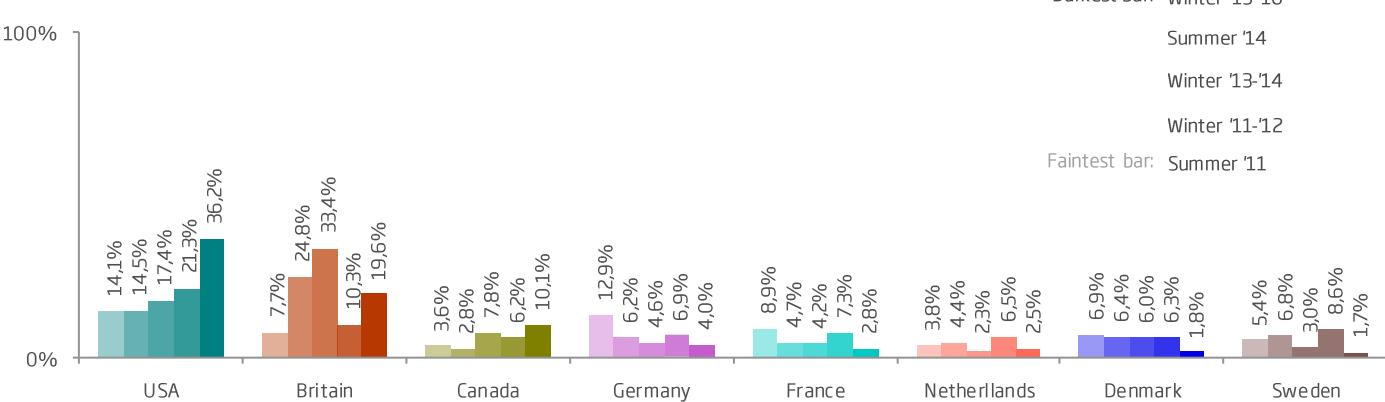
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# COUNTRY OF RESIDENCE



## Q.2. Country of residence.

	Number of answers	USA	Britain	Canada	Germany	France	Netherlands	Australia	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	1886	36,2	19,6	10,1	4,0	2,8	2,5	2,3	22,6
<b>Gender*</b>									
Male	642	31,6	22,0	8,6	3,9	3,7	2,2	1,7	26,3
Female	1241	38,6	18,2	10,9	4,0	2,3	2,7	2,6	20,7
<b>Age*</b>									
24 years and younger	324	<b>27,5</b>	18,8	8,3	4,6	3,7	2,8	3,7	<b>30,6</b>
25-34 years	668	37,7	<b>16,2</b>	8,2	4,3	3,3	2,8	2,4	25,0
35-44 years	334	35,0	19,2	9,9	3,3	2,4	3,3	1,5	25,4
45-54 years	256	37,5	<b>28,9</b>	10,5	3,9	1,2	1,2	2,3	14,5
55 years and older	279	<b>43,0</b>	20,8	16,5	3,6	2,5	2,2	1,4	<b>10,0</b>
<b>What is your profession?*</b>									
Managerial	218	36,2	24,3	8,7	3,7	4,1	3,2	2,3	17,4
Professionals (dr./lawyer/account. etc.)	411	44,3	17,8	<b>7,5</b>	3,6	1,5	1,9	2,2	21,2
Other professionals	305	43,9	21,0	9,8	2,6	2,3	2,0	2,0	16,4
Teacher/Medical care	196	35,2	17,9	13,8	2,6	1,0	4,1	3,1	22,4
Clerical/Service	95	16,8	28,4	11,6	<b>0,0</b>	3,2	4,2	1,1	34,7
Vocational/Technical	57	22,8	14,0	8,8	10,5	7,0	0,0	<b>0,0</b>	36,8
Unskilled	9	<b>11,1</b>	<b>55,6</b>	11,1	<b>11,1</b>	0,0	0,0	<b>11,1</b>	<b>0,0</b>
Student	276	22,5	15,2	8,0	6,2	4,3	3,3	3,6	<b>37,0</b>
Retired/Homemaker	113	35,4	24,8	<b>20,4</b>	0,9	3,5	1,8	1,8	11,5
Artist/Musician/Actor etc.	19	<b>47,4</b>	26,3	10,5	<b>0,0</b>	0,0	0,0	<b>0,0</b>	15,8
Other	163	44,2	<b>13,5</b>	10,4	6,1	3,1	1,8	1,2	19,6
<b>Household income*</b>									
High	742	<b>44,5</b>	18,6	11,3	2,3	1,6	3,4	2,0	<b>16,3</b>
Average	776	31,2	21,0	9,0	3,5	2,8	1,9	2,6	<b>28,0</b>
Low	292	<b>30,1</b>	18,5	9,9	6,8	5,1	2,7	1,7	25,0
<b>Educational level*</b>									
Finished high school or less	161	<b>15,5</b>	23,6	8,1	11,2	4,3	1,9	1,9	<b>33,5</b>
Bachelor's degree or equivalent	1099	35,9	21,0	12,0	3,3	1,6	2,6	3,0	<b>20,6</b>
Master's/Ph.D. or equivalent	591	<b>43,7</b>	15,6	7,3	3,0	4,4	2,4	1,0	22,7

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

# COUNTRY OF RESIDENCE



## Q.2. Country of residence.

	Number of answers	USA	Britain	Canada	Germany	France	Netherlands	Australia	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	1886	36,2	19,6	10,1	4,0	2,8	2,5	2,3	22,6
<b>Nationality*</b>									
American	663	<b>97,6</b>	1,2	0,2	0,2	0,5	<b>0,0</b>	<b>0,0</b>	<b>0,5</b>
British	317	1,6	<b>89,9</b>	0,3	<b>0,0</b>	<b>0,0</b>	6,0	0,6	1,6
Canadian	197	1,5	1,5	<b>92,4</b>	1,0	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	3,6
German	73	<b>0,0</b>	4,1	<b>0,0</b>	<b>76,7</b>	1,4	1,4	<b>0,0</b>	16,4
Chinese	54	7,4	20,4	<b>0,0</b>	7,4	9,3	<b>0,0</b>	<b>0,0</b>	55,6
French	48	4,2	6,3	4,2	2,1	<b>81,3</b>	<b>0,0</b>	<b>0,0</b>	2,1
Spanish	39	7,7	12,8	<b>0,0</b>	2,6	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	76,9
Danish	32	<b>0,0</b>	<b>100,0</b>						
Swedish	31	<b>0,0</b>	6,5	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	93,5
Swiss	26	7,7	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	92,3
Norwegian	25	<b>0,0</b>	<b>0,0</b>	4,0	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	96,0
Dutch	23	<b>0,0</b>	4,3	<b>0,0</b>	4,3	4,3	<b>82,6</b>	<b>0,0</b>	4,3
Italian	17	<b>0,0</b>	17,6	5,9	11,8	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	64,7
Austrian	8	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>12,5</b>	87,5
Other	333	4,8	13,5	0,6	2,1	0,9	2,7	12,0	63,4
<b>Type of trip*</b>									
Package tour	326	40,5	26,1	10,7	2,1	0,6	1,8	1,8	16,3
Individually-arranged tour	1307	35,3	18,8	10,3	4,8	3,2	2,2	2,1	23,3
Business-arranged tour	34	14,7	11,8	2,9	2,9	2,9	5,9	2,9	55,9
<b>Purpose of visit*</b>									
Vacation/holiday	1660	37,2	20,5	10,6	3,8	2,8	2,5	2,3	20,2
Visiting friends/relatives	95	31,6	10,5	12,6	6,3	2,1	2,1	1,1	33,7
Event in Iceland (leisure related)	85	41,2	11,8	10,6	2,4	1,2	1,2	0,0	31,8
Education and training	56	37,5	12,5	1,8	5,4	3,6	1,8	3,6	33,9
Business/small meeting	40	27,5	10,0	0,0	2,5	0,0	2,5	2,5	55,0
Conference/large meeting	30	23,3	6,7	20,0	3,3	3,3	0,0	0,0	43,3
Other	25	24,0	8,0	4,0	12,0	0,0	4,0	0,0	48,0

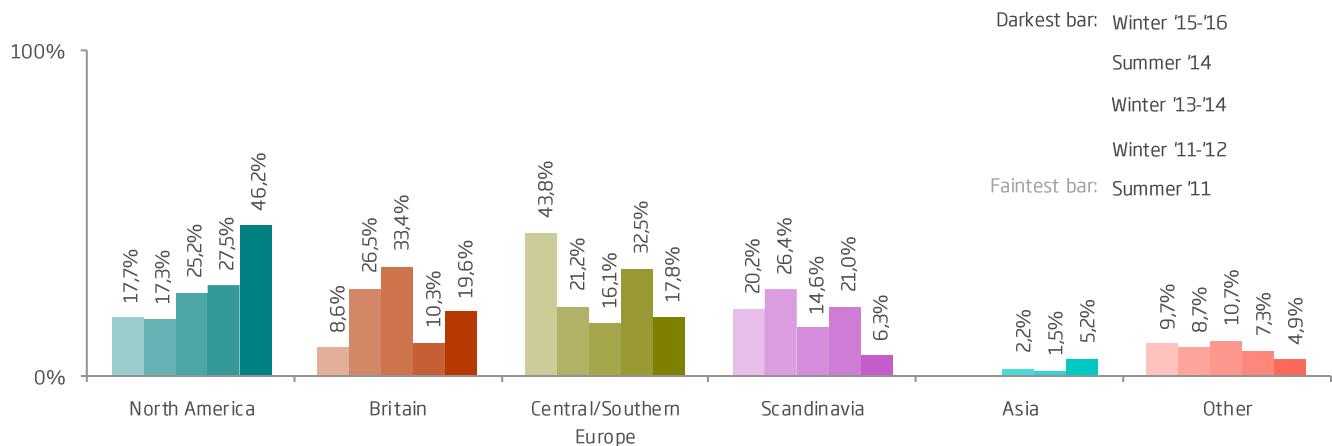
\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



## Q.3. Marketarea.

	Count	%
North America	872	46,2%
Britain	369	19,6%
Central/Southern Europe	335	17,8%
Scandinavia	119	6,3%
Asia	98	5,2%
Other	93	4,9%
Number of responses	1886	100,0
Number of respondents	1886	97,2
Did not answer	54	2,8
Total	1940	100,0



This question is question 2 (country of residence) recoded, that is, some of the categories have been collapsed to display market area more clearly.



## Q. 3. Marketarea.

	Number of answers	North America	Britain	Central/Southern Europe	Scandinavia	Asia	Other
	Count	%	%	%	%	%	%
<b>Total</b>	1886	46,2	19,6	17,8	6,3	5,2	4,9
<b>Gender*</b>							
Male	642	40,2	22,0	21,0	6,2	5,5	5,1
Female	1241	49,5	18,2	16,0	6,4	5,1	4,8
<b>Age*</b>							
24 years and younger	324	<b>35,8</b>	18,8	<b>22,5</b>	7,1	9,0	6,8
25-34 years	668	46,0	<b>16,2</b>	21,3	4,9	5,8	5,8
35-44 years	334	44,9	19,2	19,2	8,4	6,0	2,4
45-54 years	256	48,0	<b>28,9</b>	<b>8,6</b>	8,6	1,6	4,3
55 years and older	279	<b>59,5</b>	20,8	11,5	3,6	0,7	3,9
<b>What is your profession?*</b>							
Managerial	218	45,0	24,3	17,9	3,2	6,0	3,7
Professionals (dr./lawyer/account. etc.)	411	51,8	17,8	14,8	6,6	3,4	5,6
Other professionals	305	53,8	21,0	14,4	2,6	4,9	3,3
Teacher/Medical care	196	49,0	17,9	16,3	9,7	2,6	4,6
Clerical/Service	95	28,4	28,4	23,2	7,4	5,3	7,4
Vocational/Technical	57	31,6	14,0	<b>36,8</b>	5,3	8,8	3,5
Unskilled	9	<b>22,2</b>	<b>55,6</b>	11,1	<b>0,0</b>	<b>0,0</b>	11,1
Student	276	30,4	15,2	23,6	<b>11,6</b>	<b>12,0</b>	7,2
Retired/Homemaker	113	55,8	24,8	<b>8,8</b>	6,2	1,8	2,7
Artist/Musician/Actor etc.	19	<b>57,9</b>	26,3	10,5	<b>0,0</b>	<b>0,0</b>	5,3
Other	163	54,6	<b>13,5</b>	20,2	4,3	2,5	4,9
<b>Household income*</b>							
High	742	<b>55,8</b>	18,6	13,9	3,9	3,0	4,9
Average	776	40,2	21,0	18,9	6,8	7,7	5,3
Low	292	<b>40,1</b>	18,5	22,3	9,9	5,1	4,1
<b>Educational level*</b>							
Finished high school or less	161	<b>23,6</b>	23,6	<b>35,4</b>	9,9	2,5	5,0
Bachelor's degree or equivalent	1099	47,9	21,0	<b>13,9</b>	4,9	6,1	6,2
Master's/Ph.D. or equivalent	591	<b>50,9</b>	15,6	19,0	7,6	4,2	2,7

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).



## Q.3. Marketarea.

	Number of answers	North America	Britain	Central/Southern Europe	Scandinavia	Asia	Other
	Count	%	%	%	%	%	%
<b>Total</b>	1886	46,2	19,6	17,8	6,3	5,2	4,9
<b>Nationality*</b>							
American	663	<b>97,7</b>	1,2	0,6	0,3	<b>0,0</b>	0,2
British	317	1,9	<b>89,9</b>	6,0	0,6	<b>0,0</b>	1,6
Canadian	197	93,9	1,5	1,5	3,0	<b>0,0</b>	<b>0,0</b>
German	73	<b>0,0</b>	4,1	84,9	4,1	<b>0,0</b>	6,8
Chinese	54	7,4	20,4	16,7	<b>0,0</b>	<b>53,7</b>	1,9
French	48	8,3	6,3	83,3	2,1	<b>0,0</b>	<b>0,0</b>
Spanish	39	7,7	12,8	69,2	10,3	<b>0,0</b>	<b>0,0</b>
Danish	32	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>96,9</b>	3,1	<b>0,0</b>
Swedish	31	<b>0,0</b>	6,5	<b>0,0</b>	93,5	<b>0,0</b>	<b>0,0</b>
Swiss	26	7,7	<b>0,0</b>	92,3	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Norwegian	25	4,0	<b>0,0</b>	<b>0,0</b>	96,0	<b>0,0</b>	<b>0,0</b>
Dutch	23	<b>0,0</b>	4,3	<b>95,7</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Italian	17	5,9	17,6	70,6	<b>0,0</b>	<b>0,0</b>	5,9
Austrian	8	<b>0,0</b>	<b>0,0</b>	87,5	<b>0,0</b>	<b>0,0</b>	12,5
Other	333	5,4	13,5	31,8	5,1	20,4	<b>23,7</b>
<b>Type of trip*</b>							
Package tour	326	51,2	26,1	9,2	3,1	6,7	3,7
Individually-arranged tour	1307	45,5	18,8	19,0	6,6	5,0	5,1
Business-arranged tour	34	17,6	11,8	29,4	29,4	0,0	11,8
<b>Purpose of visit*</b>							
Vacation/holiday	1660	47,8	20,5	17,0	4,3	5,4	5,1
Visiting friends/relatives	95	44,2	10,5	21,1	20,0	0,0	4,2
Event in Iceland (leisure related)	85	51,8	11,8	15,3	11,8	8,2	1,2
Education and training	56	39,3	12,5	26,8	14,3	0,0	7,1
Business/small meeting	40	27,5	10,0	30,0	25,0	2,5	5,0
Conference/large meeting	30	43,3	6,7	20,0	23,3	0,0	6,7
Other	25	28,0	8,0	48,0	12,0	0,0	4,0

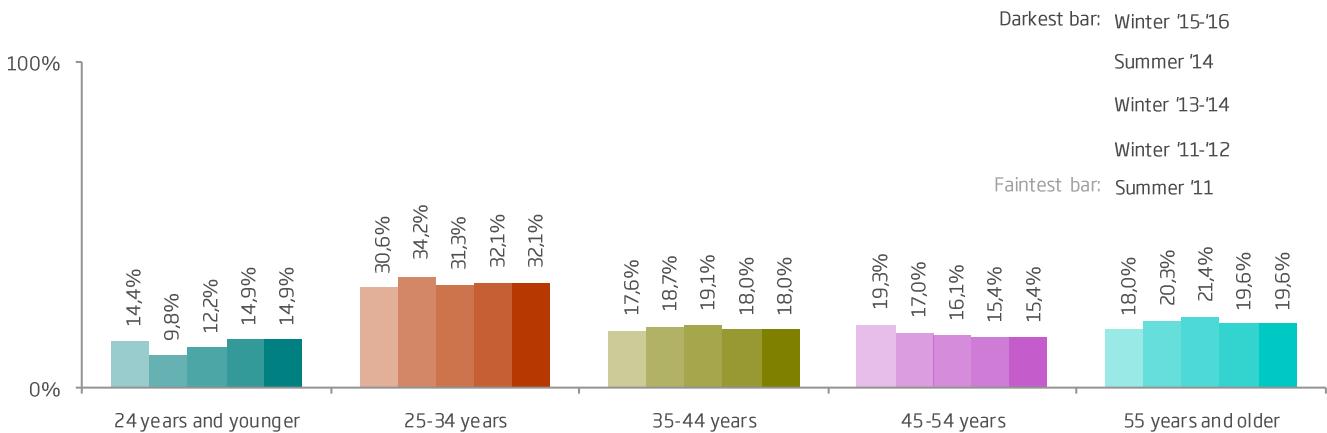
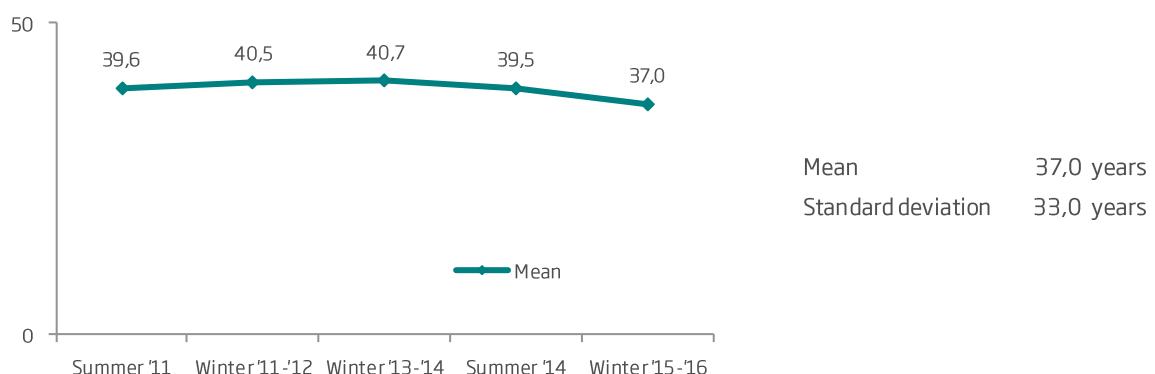
\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



## Q. 4. Age.

	Count	%
24 years and younger	337	17,6
25-34 years	690	36,0
35-44 years	350	18,3
45-54 years	259	13,5
55 years and older	279	14,6
Number of responses	1915	100,0
Number of respondents	1915	98,7
Did not answer	25	1,3
Total	1940	100,0





## Q. 4. Age.

	Number of answers	24 years and younger	25-34 years	35-44 years	45-54 years	55 years and older	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1915</b>	<b>17,6</b>	<b>36,0</b>	<b>18,3</b>	<b>13,5</b>	<b>14,6</b>	37,0
<b>Gender*</b>							
Male	655	17,4	38,6	20,0	13,0	11,0	35,8
Female	1257	17,7	34,8	17,3	13,8	16,3	37,6
<b>What is your profession?*</b>							
Managerial	215	5,6	31,6	23,7	24,2	14,9	40,7
Professionals (dr./lawyer/account. etc.)	407	6,4	45,5	22,4	14,0	11,8	37,5
Other professionals	305	8,9	38,7	23,3	16,1	13,1	38,0
Teacher/Medical care	192	7,8	35,9	23,4	18,2	14,6	39,1
Clerical/Service	94	19,1	38,3	22,3	11,7	8,5	35,4
Vocational/Technical	57	7,0	40,4	29,8	19,3	3,5	36,2
Unskilled	9	55,6	22,2	11,1	11,1	0,0	28,1
Student	271	72,3	25,5	1,8	0,0	0,4	23,1
Retired/Homemaker	111	0,9	2,7	4,5	10,8	81,1	60,5
Artist/Musician/Actor etc.	19	10,5	52,6	5,3	21,1	10,5	36,8
Other	162	8,6	47,5	13,6	14,2	16,0	37,8
<b>Household income*</b>							
High	733	11,6	29,9	19,9	18,4	20,2	40,6
Average	766	18,5	39,4	19,1	10,8	12,1	35,7
Low	291	25,4	43,6	11,7	9,6	9,6	33,1
<b>Market area*</b>							
North America	862	13,5	35,6	17,4	14,3	19,3	39,0
Britain	365	16,7	29,6	17,5	20,3	15,9	38,8
Central/Southern Europe	333	21,9	42,6	19,2	6,6	9,6	33,6
Scandinavia	116	19,8	28,4	24,1	19,0	8,6	36,6
Asia	94	30,9	41,5	21,3	4,3	2,1	30,5
Other	91	24,2	42,9	8,8	12,1	12,1	34,0
<b>Educational level*</b>							
Finished high school or less	160	33,1	18,8	14,4	16,9	16,9	36,8
Bachelor's degree or equivalent	1092	21,2	36,3	16,4	12,7	13,4	36,0
Master's/Ph.D. or equivalent	579	5,7	40,8	22,3	14,5	16,8	39,3

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).



## Q. 4. Age.

	Number of answers	24 years and younger	25-34 years	35-44 years	45-54 years	55 years and older	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1915</b>	<b>17,6</b>	<b>36,0</b>	<b>18,3</b>	<b>13,5</b>	<b>14,6</b>	37,0
<b>Nationality*</b>							
American	669	13,2	36,3	17,6	14,5	18,4	38,8
British	325	12,6	27,4	19,1	21,5	19,4	40,5
Canadian	197	14,2	29,4	18,8	13,7	23,9	40,6
German	77	19,5	32,5	20,8	16,9	10,4	35,7
Chinese	55	50,9	40,0	5,5	3,6	0,0	26,3
French	48	18,8	43,8	18,8	6,3	12,5	34,5
Spanish	41	26,8	46,3	24,4	2,4	0,0	30,2
Danish	34	14,7	23,5	29,4	20,6	11,8	38,9
Swedish	30	16,7	33,3	30,0	16,7	3,3	35,9
Swiss	27	18,5	48,1	18,5	7,4	7,4	33,2
Norwegian	25	16,0	16,0	24,0	28,0	16,0	40,9
Dutch	23	21,7	43,5	17,4	8,7	8,7	34,0
Italian	17	23,5	41,2	23,5	5,9	5,9	31,9
Austrian	8	37,5	62,5	0,0	0,0	0,0	26,3
Other	339	25,4	46,0	16,8	6,5	5,3	31,9
<b>Type of trip*</b>							
Package tour	321	16,5	22,7	19,0	17,8	24,0	41,2
Individually-arranged tour	1296	16,2	37,5	19,1	13,3	13,8	36,8
Business-arranged tour	32	9,4	31,3	15,6	28,1	15,6	40,7
<b>Purpose of visit*</b>							
Vacation/holiday	1644	16,3	35,7	18,7	13,6	15,8	37,6
Visiting friends/relatives	92	20,7	40,2	10,9	12,0	16,3	36,3
Event in Iceland (leisure related)	83	20,5	38,6	18,1	12,0	10,8	35,3
Education and training	54	37,0	22,2	7,4	16,7	16,7	35,4
Business/small meeting	40	10,0	37,5	22,5	20,0	10,0	38,0
Conference/large meeting	29	6,9	34,5	24,1	17,2	17,2	40,1
Other	26	23,1	30,8	23,1	15,4	7,7	35,0

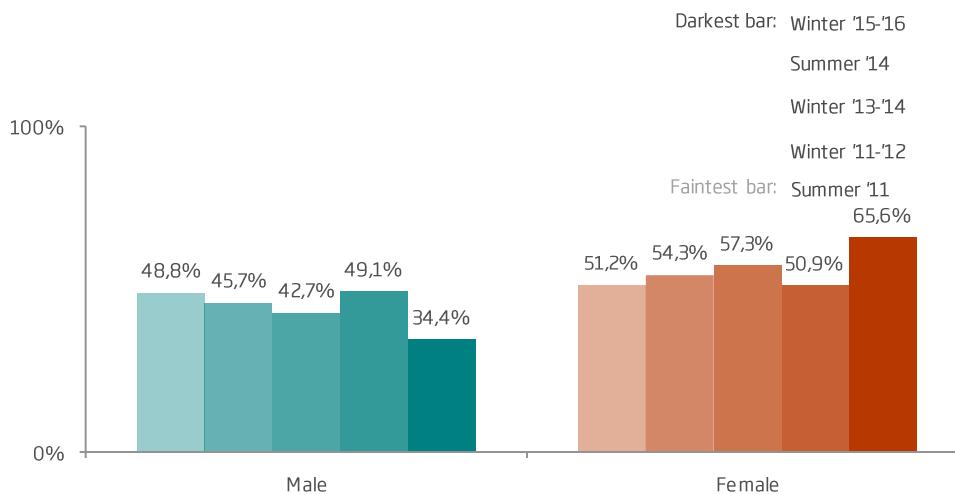
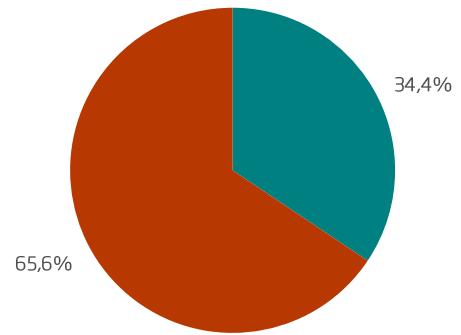
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



## Q.5. Gender.

	Count	%
Male	666	34,4
Female	1271	65,6
Number of responses	1937	100,0
Number of respondents	1937	99,8
Did not answer	3	0,2
Total	1940	100,0





## Q.5. Gender.

	Number of answers	Male	Female	
	Count	%	%	
<b>Total</b>	<b>1937</b>	<b>34,4</b>	<b>65,6</b>	34% 66%
<b>Age*</b>				
24 years and younger	337	33,8	66,2	34% 66%
25-34 years	690	36,7	63,3	37% 63%
35-44 years	349	37,5	62,5	38% 62%
45-54 years	259	32,8	67,2	33% 67%
55 years and older	277	26,0	74,0	26% 74%
<b>What is your profession?*</b>				
Managerial	219	43,8	56,2	44% 56%
Professionals (dr./lawyer/account. etc.)	412	37,9	62,1	38% 62%
Other professionals	304	35,2	64,8	35% 65%
Teacher/Medical care	197	18,8	81,2	19% 81%
Clerical/Service	95	30,5	69,5	31% 69%
Vocational/Technical	57	52,6	47,4	53% 47%
Unskilled	9	55,6	44,4	56% 44%
Student	276	31,9	68,1	32% 68%
Retired/Homemaker	112	20,5	79,5	21% 79%
Artist/Musician/Actor etc.	19	52,6	47,4	53% 47%
Other	164	31,1	68,9	31% 69%
<b>Household income*</b>				
High	743	38,4	61,6	38% 62%
Average	774	30,9	69,1	31% 69%
Low	295	32,2	67,8	32% 68%
<b>Market area*</b>				
North America	872	29,6	70,4	30% 70%
Britain	367	38,4	61,6	38% 62%
Central/Southern Europe	334	40,4	59,6	40% 60%
Scandinavia	119	33,6	66,4	34% 66%
Asia	98	35,7	64,3	36% 64%
Other	93	35,5	64,5	35% 65%
<b>Educational level</b>				
Finished high school or less	161	41,6	58,4	42% 58%
Bachelor's degree or equivalent	1100	33,4	66,6	33% 67%
Master's/Ph.D. or equivalent	592	33,6	66,4	34% 66%

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).



## Q.5. Gender.

	Number of answers	Male	Female	
	Count	%	%	
<b>Total</b>	<b>1937</b>	<b>34,4</b>	<b>65,6</b>	34% 66%
<b>Nationality*</b>				
American	677	29,7	70,3	30% 70%
British	325	39,1	60,9	39% 61%
Canadian	199	29,1	70,9	29% 71%
German	77	28,6	71,4	29% 71%
Chinese	56	37,5	62,5	38% 63%
French	48	52,1	47,9	52% 48%
Spanish	41	43,9	56,1	44% 56%
Danish	35	31,4	68,6	31% 69%
Swedish	32	31,3	68,8	31% 69%
Swiss	28	32,1	67,9	32% 68%
Norwegian	25	40,0	60,0	40% 60%
Dutch	23	21,7	78,3	22% 78%
Italian	17	52,9	47,1	53% 47%
Austrian	8	62,5	37,5	63% 38%
Other	346	39,0	61,0	39% 61%
<b>Type of trip*</b>				
Package tour	326	23,9	76,1	24% 76%
Individually-arranged tour	1308	35,6	64,4	36% 64%
Business-arranged tour	34	41,2	58,8	41% 59%
<b>Purpose of visit*</b>				
Vacation/holiday	1660	33,0	67,0	33% 67%
Visiting friends/relatives	95	38,9	61,1	39% 61%
Event in Iceland (leisure related)	85	44,7	55,3	45% 55%
Education and training	56	39,3	60,7	39% 61%
Business/small meeting	40	35,0	65,0	35% 65%
Conference/large meeting	30	20,0	80,0	20% 80%
Other	26	34,6	65,4	35% 65%

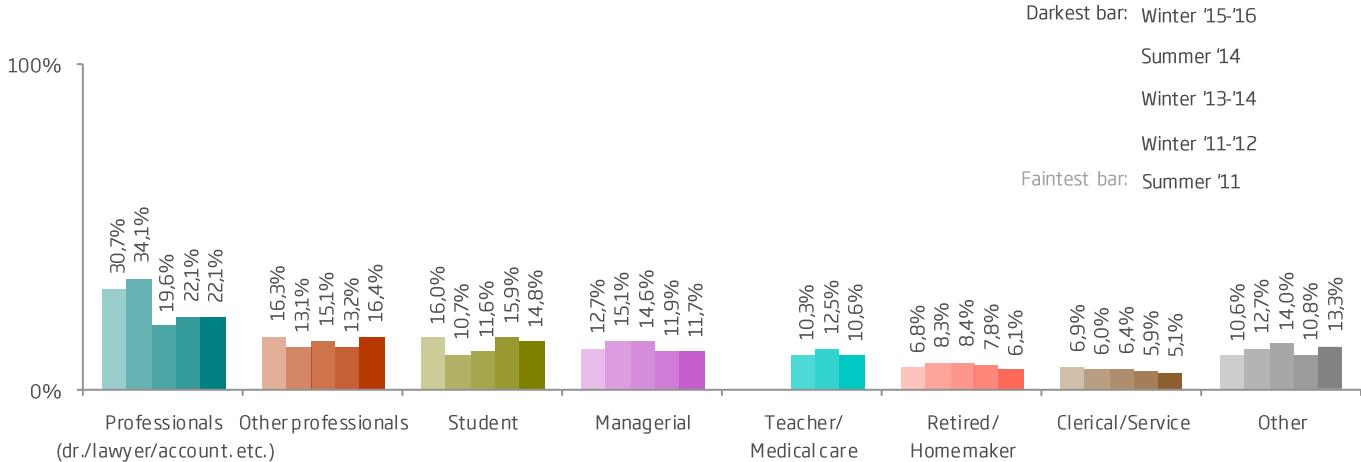
\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



## Q.6. What is your profession?

	Count	%
Professionals (dr./lawyer/account. etc.)	412	22,1%
Other professionals	306	16,4%
Student	276	14,8%
Managerial	219	11,7%
Teacher/Medical care	197	10,6%
Retired/Homemaker	113	6,1%
Clerical/Service	95	5,1%
Vocational/Technical	57	3,1%
Artist/Musician/Actor etc.	19	1,0%
Unskilled	9	0,5%
Other	164	8,8%
Number of responses	1867	100,0
Number of respondents	1867	96,2
Did not answer	73	3,8
Total	1940	100,0





## Q. 6. What is your profession?

	Number of answers	Professionals (dr./lawyer/ account. etc.)	Other professionals	Student	Managerial	Teacher/ Medical care	Retired/ Homemaker	Clerical/ Service	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	1867	22,1	16,4	14,8	11,7	10,6	6,1	5,1	13,3
<b>Gender*</b>									
Male	632	24,7	16,9	13,9	15,2	5,9	3,6	4,6	15,2
Female	1232	20,8	16,0	15,3	10,0	13,0	7,2	5,4	12,4
<b>Age*</b>									
24 years and younger	320	8,1	8,4	61,3	3,8	4,7	0,3	5,6	7,8
25-34 years	660	28,0	17,9	10,5	10,3	10,5	0,5	5,5	17,0
35-44 years	330	27,6	21,5	1,5	15,5	13,6	1,5	6,4	12,4
45-54 years	255	22,4	19,2	0,0	20,4	13,7	4,7	4,3	15,3
55 years and older	277	17,3	14,4	0,4	11,6	10,1	32,5	2,9	10,8
<b>Household income*</b>									
High	741	31,6	17,4	9,0	15,8	8,8	6,5	2,3	8,6
Average	764	18,7	16,4	13,7	9,2	13,6	5,6	6,8	16,0
Low	292	8,6	15,8	27,1	9,9	8,2	5,8	7,2	17,5
<b>Market area*</b>									
North America	865	24,6	19,0	9,7	11,3	11,1	7,3	3,1	13,9
Britain	362	20,2	17,7	11,6	14,6	9,7	7,7	7,5	11,0
Central/Southern Europe	330	18,5	13,3	19,7	11,8	9,7	3,0	6,7	17,3
Scandinavia	117	23,1	6,8	27,4	6,0	16,2	6,0	6,0	8,5
Asia	96	14,6	15,6	34,4	13,5	5,2	2,1	5,2	9,4
Other	92	25,0	10,9	21,7	8,7	9,8	3,3	7,6	13,0
<b>Educational level*</b>									
Finished high school or less	159	1,9	16,4	20,8	7,5	5,7	10,1	13,2	24,5
Bachelor's degree or equivalent	1087	17,6	16,4	16,3	13,0	10,2	6,6	5,3	14,6
Master's/Ph.D. or equivalent	590	36,3	16,3	10,3	10,8	12,5	3,7	2,5	7,5

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

# PROFESSION



## Q. 6. What is your profession?

	Number of answers	Professionals (dr./lawyer/ account. etc.)	Other professionals	Student	Managerial	Teacher/ Medical care	Retired/ Homemaker	Clerical/ Service	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	<b>1867</b>	<b>22,1</b>	<b>16,4</b>	<b>14,8</b>	<b>11,7</b>	<b>10,6</b>	<b>6,1</b>	<b>5,1</b>	<b>13,3</b>
<b>Nationality*</b>									
American	659	26,3	20,3	8,6	11,8	10,8	6,1	2,3	13,8
British	311	19,6	17,7	6,8	17,4	10,0	9,3	8,4	10,9
Canadian	194	18,6	15,5	10,8	9,8	13,9	11,9	5,7	13,9
German	70	20,0	14,3	20,0	12,9	5,7	1,4	<b>0,0</b>	25,7
Chinese	54	<b>1,9</b>	13,0	<b>64,8</b>	5,6	7,4	<b>0,0</b>	3,7	<b>3,7</b>
French	48	12,5	14,6	16,7	<b>18,8</b>	6,3	8,3	6,3	16,7
Spanish	40	25,0	<b>2,5</b>	25,0	2,5	<b>20,0</b>	<b>0,0</b>	10,0	15,0
Danish	32	12,5	6,3	21,9	3,1	15,6	<b>15,6</b>	15,6	9,4
Swedish	30	<b>33,3</b>	3,3	26,7	3,3	16,7	<b>0,0</b>	3,3	13,3
Swiss	26	15,4	<b>26,9</b>	<b>3,8</b>	7,7	7,7	3,8	7,7	26,9
Norwegian	25	24,0	8,0	16,0	8,0	<b>20,0</b>	8,0	4,0	12,0
Dutch	23	8,7	8,7	26,1	13,0	13,0	8,7	13,0	8,7
Italian	16	12,5	12,5	12,5	6,3	<b>0,0</b>	<b>0,0</b>	<b>37,5</b>	18,8
Austrian	8	12,5	12,5	37,5	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>37,5</b>
Other	331	24,8	13,6	23,9	10,9	8,8	1,8	4,8	11,5
<b>Type of trip*</b>									
Package tour	320	21,3	15,3	14,4	10,6	12,5	11,6	3,4	10,9
Individually-arranged tour	1295	22,9	16,8	14,1	11,7	10,0	5,1	5,8	13,4
Business-arranged tour	34	38,2	14,7	5,9	11,8	8,8	2,9	2,9	14,7
<b>Purpose of visit*</b>									
Vacation/holiday	1643	22,6	16,6	13,5	12,1	10,4	6,5	5,2	13,2
Visiting friends/relatives	94	13,8	12,8	20,2	6,4	10,6	8,5	5,3	22,3
Event in Iceland (leisure related)	85	20,0	16,5	18,8	7,1	1,2	8,2	4,7	23,5
Education and training	55	12,7	12,7	38,2	5,5	9,1	0,0	3,6	18,2
Business/small meeting	40	20,0	15,0	10,0	25,0	7,5	2,5	5,0	15,0
Conference/large meeting	30	30,0	16,7	13,3	6,7	6,7	0,0	3,3	23,3
Other	25	8,0	20,0	4,0	8,0	36,0	4,0	8,0	12,0

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

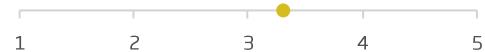
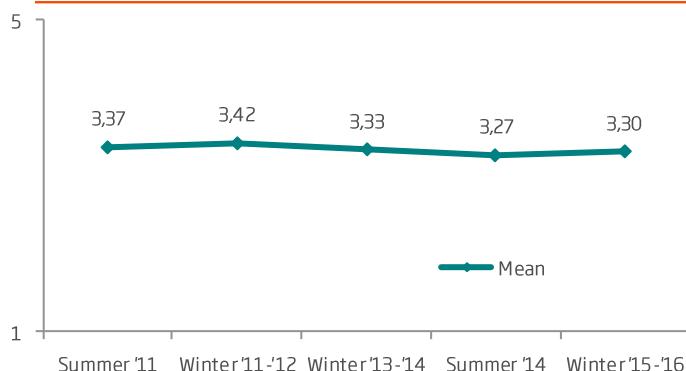
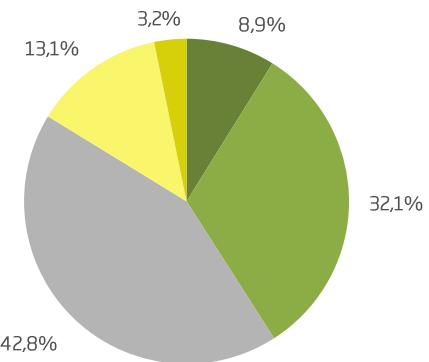
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# HOUSEHOLD INCOME



Q.7. Compared to the general population in your country, how would you rate the level of your total household income?

	Count	%
High (5)	161	8,9
High average (4)	582	32,1
Average (3)	777	42,8
Low average (2)	237	13,1
Low (1)	58	3,2
Number of responses	1815	100,0
Number of respondents	1815	93,6
Did not answer	125	6,4
Total	1940	100,0



Mean 3,30  
Standard deviation 0,92

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# HOUSEHOLD INCOME



Q.7. Compared to the general population in your country, how would you rate the level of your total household income?

	Number of answers	High	Average	Low	
	Count	%	%	%	
<b>Total</b>	<b>1815</b>	<b>40,9</b>	<b>42,8</b>	<b>16,3</b>	 3,30
<b>Gender*</b>					
Male	619	46,0	38,6	15,3	 3,38
Female	1193	38,4	44,8	16,8	 3,26
<b>Age*</b>					
24 years and younger	301	28,2	47,2	24,6	 3,03
25-34 years	648	33,8	46,6	19,6	 3,16
35-44 years	326	44,8	44,8	10,4	 3,44
45-54 years	246	54,9	33,7	11,4	 3,57
55 years and older	269	55,0	34,6	10,4	 3,56
<b>What is your profession?*</b>					
Managerial	216	54,2	32,4	13,4	 3,57
Professionals (dr./lawyer/account. etc.)	402	58,2	35,6	6,2	 3,66
Other professionals	300	43,0	41,7	15,3	 3,33
Teacher/Medical care	193	33,7	53,9	12,4	 3,21
Clerical/Service	90	18,9	57,8	23,3	 2,94
Vocational/Technical	55	23,6	60,0	16,4	 3,13
Unskilled	9	22,2	55,6	22,2	 3,11
Student	251	26,7	41,8	31,5	 2,90
Retired/Homemaker	108	44,4	39,8	15,7	 3,33
Artist/Musician/Actor etc.	18	16,7	38,9	44,4	 2,56
Other	155	29,7	49,7	20,6	 3,11
<b>Market area*</b>					
North America	843	49,1	37,0	13,9	 3,41
Britain	355	38,9	45,9	15,2	 3,32
Central/Southern Europe	315	32,7	46,7	20,6	 3,16
Scandinavia	111	26,1	47,7	26,1	 2,96
Asia	97	22,7	61,9	15,5	 3,11
Other	89	40,4	46,1	13,5	 3,39
<b>Educational level*</b>					
Finished high school or less	150	29,3	50,0	20,7	 3,12
Bachelor's degree or equivalent	1067	36,8	45,5	17,7	 3,24
Master's/Ph.D. or equivalent	577	52,2	35,4	12,5	 3,48

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# HOUSEHOLD INCOME



Q.7. Compared to the general population in your country, how would you rate the level of your total household income?

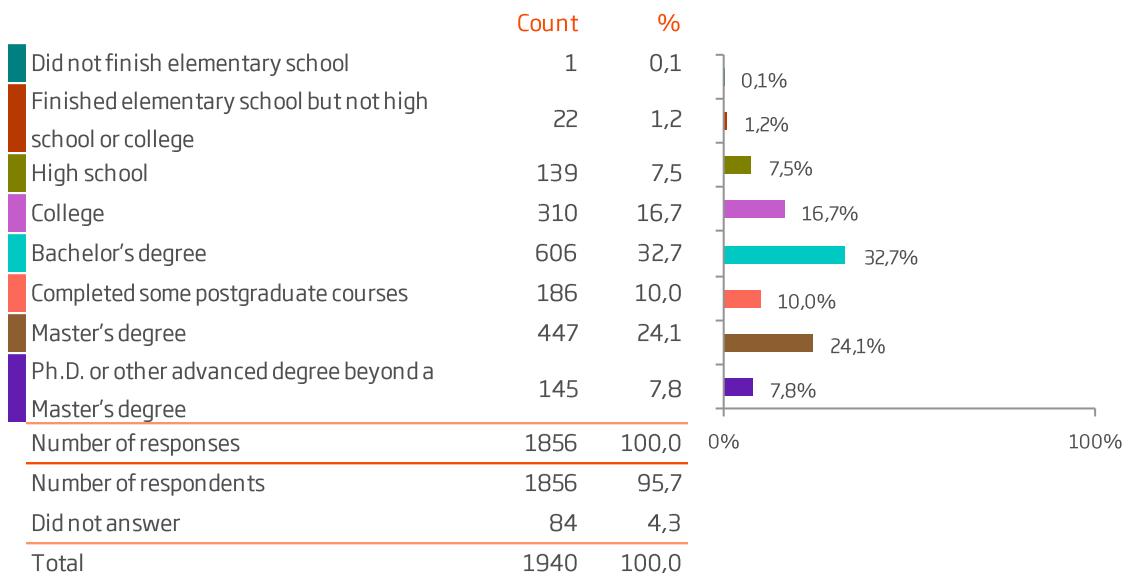
	Number of answers	High	Average	Low	
	Count	%	%	%	
<b>Total</b>	<b>1815</b>	<b>40,9</b>	<b>42,8</b>	<b>16,3</b>	3,30
<b>Nationality*</b>					
American	647	49,3	37,1	13,6	3,43
British	305	44,9	41,6	13,4	3,43
Canadian	189	45,5	39,7	14,8	3,33
German	61	23,0	37,7	39,3	2,84
Chinese	53	13,2	66,0	20,8	2,91
French	44	22,7	47,7	29,5	3,00
Spanish	38	21,1	60,5	18,4	3,00
Danish	30	16,7	40,0	43,3	2,63
Swedish	30	33,3	50,0	16,7	3,17
Swiss	26	23,1	57,7	19,2	3,12
Norwegian	24	29,2	54,2	16,7	3,13
Dutch	23	52,2	21,7	26,1	3,30
Italian	14	14,3	78,6	7,1	3,07
Austrian	7	28,6	57,1	14,3	3,29
Other	324	36,4	48,8	14,8	3,25
<b>Type of trip*</b>					
Package tour	313	46,3	38,7	15,0	3,38
Individually-arranged tour	1260	40,5	43,7	15,8	3,31
Business-arranged tour	34	41,2	47,1	11,8	3,35
<b>Purpose of visit*</b>					
Vacation/holiday	1603	41,4	42,9	15,7	3,32
Visiting friends/relatives	89	34,8	32,6	32,6	3,03
Event in Iceland (leisure related)	83	33,7	44,6	21,7	3,13
Education and training	52	32,7	40,4	26,9	3,10
Business/small meeting	37	37,8	40,5	21,6	3,24
Conference/large meeting	29	41,4	48,3	10,3	3,28
Other	26	19,2	50,0	30,8	2,92

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

<sup>a</sup>In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



## Q.8. What is your educational level?





## Q.8. What is your educational level?

	Number of answers	Finished high school or less	Bachelor's degree or equivalent	Master's/ Ph.D. or equivalent			
	Count	%	%	%			
<b>Total</b>	1856	8,7	59,4	31,9	9%	59%	32%
<b>Gender</b>							
Male	633	10,6	58,0	31,4	11%	58%	31%
Female	1220	7,7	60,1	32,2	8%	60%	32%
<b>Age*</b>							
24 years and younger	318	16,7	73,0	10,4	17%	73%	10%
25-34 years	662	4,5	59,8	35,6	5%	60%	36%
35-44 years	331	6,9	54,1	39,0	7%	54%	39%
45-54 years	250	10,8	55,6	33,6	11%	56%	34%
55 years and older	270	10,0	54,1	35,9	10%	54%	36%
<b>What is your profession?*</b>							
Managerial	217	5,5	65,0	29,5	6%	65%	29%
Professionals (dr./lawyer/account. etc.)	408	0,7	46,8	52,5	1%	47%	52%
Other professionals	300	8,7	59,3	32,0	9%	59%	32%
Teacher/Medical care	194	4,6	57,2	38,1	5%	57%	38%
Clerical/Service	94	22,3	61,7	16,0	22%	62%	16%
Vocational/Technical	56	21,4	69,6	8,9	21%	70%	9%
Unskilled	9	22,2	77,8	0,0	22%	78%	
Student	271	12,2	65,3	22,5	12%	65%	23%
Retired/Homemaker	110	14,5	65,5	20,0	15%	65%	20%
Artist/Musician/Actor etc.	19	5,3	57,9	36,8	5%	58%	37%
Other	158	15,2	64,6	20,3	15%	65%	20%
<b>Household income*</b>							
High	738	6,0	53,3	40,8	6%	53%	41%
Average	764	9,8	63,5	26,7	10%	63%	27%
Low	292	10,6	64,7	24,7	11%	65%	25%
<b>Market area*</b>							
North America	865	4,4	60,8	34,8	4%	61%	35%
Britain	361	10,5	64,0	25,5	11%	64%	25%
Central/Southern Europe	322	17,7	47,5	34,8	18%	48%	35%
Scandinavia	115	13,9	47,0	39,1	14%	47%	39%
Asia	96	4,2	69,8	26,0	4%	70%	26%
Other	92	8,7	73,9	17,4	9%	74%	17%

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).



## Q.8. What is your educational level?

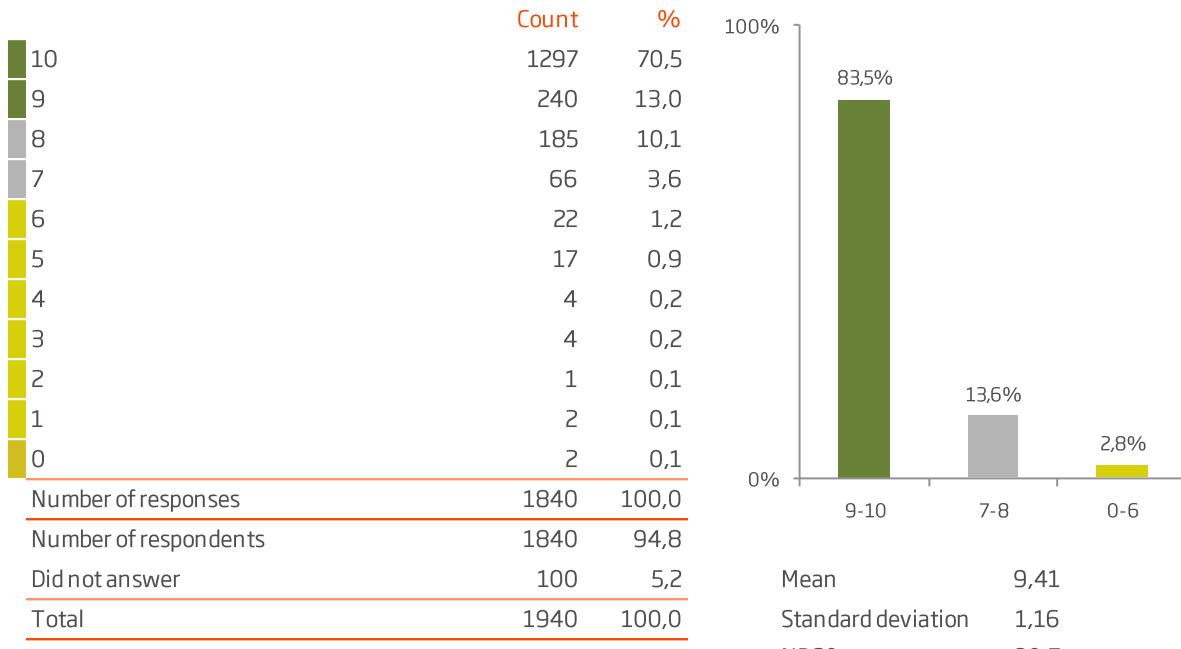
	Number of answers	Finished high school or less	Bachelor's degree or equivalent	Master's/ Ph.D. or equivalent	
	Count	%	%	%	
<b>Total</b>	<b>1856</b>	<b>8,7</b>	<b>59,4</b>	<b>31,9</b>	19% 59% 32%
<b>Nationality*</b>					
American	660	3,9	58,2	37,9	4% 58% 38%
British	309	13,3	63,1	23,6	13% 63% 24%
Canadian	195	6,7	70,3	23,1	7% 70% 23%
German	69	30,4	40,6	29,0	30% 41% 29%
Chinese	53	1,9	75,5	22,6	2% 75% 23%
French	47	14,9	38,3	46,8	15% 38% 47%
Spanish	39	5,1	71,8	23,1	5% 72% 23%
Danish	31	16,1	45,2	38,7	16% 45% 39%
Swedish	30	13,3	46,7	40,0	13% 47% 40%
Swiss	24	41,7	37,5	20,8	42% 38% 21%
Norwegian	24	20,8	45,8	33,3	21% 46% 33%
Dutch	21	4,8	57,1	38,1	5% 57% 38%
Italian	17	17,6	47,1	35,3	18% 47% 35%
Austrian	6	50,0	16,7	33,3	50% 17% 33%
Other	331	6,0	61,3	32,6	6% 61% 33%
<b>Type of trip*</b>					
Package tour	314	8,9	58,9	32,2	9% 59% 32%
Individually-arranged tour	1295	8,1	59,9	32,0	8% 60% 32%
Business-arranged tour	33	9,1	33,3	57,6	9% 33% 58%
<b>Purpose of visit*</b>					
Vacation/holiday	1637	8,2	60,0	31,8	8% 60% 32%
Visiting friends/relatives	93	15,1	60,2	24,7	15% 60% 25%
Event in Iceland (leisure related)	84	13,1	58,3	28,6	13% 58% 29%
Education and training	53	15,1	52,8	32,1	15% 53% 32%
Business/small meeting	40	7,5	50,0	42,5	8% 50% 43%
Conference/large meeting	30	3,3	20,0	76,7	3% 20% 77%
Other	25	12,0	60,0	28,0	12% 60% 28%

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



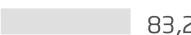
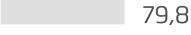
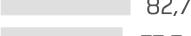
Q.9. On a scale from 0-10, how likely or unlikely are you to recommend Iceland as a travel destination to a friend, family member or colleague?



\*NPS® (Net Promoter Score) is a measurement which identifies the difference of the proportion of people who are promoters vs. detractors of the company. The scale of this metric is from -100 to +100, where higher numbers indicate that there are more promoters than detractors of the company. Example: The value +20 indicates that 20 percentage points more people are willing to recommend it than detract it.



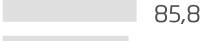
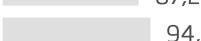
Q. 9. On a scale from 0-10, how likely or unlikely are you to recommend Iceland as a travel destination to a friend, family member or colleague?

	Number of answers	9-10	7-8	0-6	
	Count	%	%	%	
<b>Total</b>	<b>1840</b>	<b>83,5</b>	<b>13,6</b>	<b>2,8</b>	 80,7
<b>Gender</b>					
Male	618	82,5	15,4	2,1	 80,4
Female	1219	84,0	12,8	3,2	 80,8
<b>Age</b>					
24 years and younger	315	81,9	14,3	3,8	 78,1
25-34 years	642	85,2	12,8	2,0	 83,2
35-44 years	331	82,5	14,8	2,7	 79,8
45-54 years	254	84,6	13,4	2,0	 82,7
55 years and older	274	82,1	13,5	4,4	 77,7
<b>What is your profession?*</b>					
Managerial	212	83,5	14,6	1,9	 81,6
Professionals (dr./lawyer/account. etc.)	409	85,3	12,2	2,4	 82,9
Other professionals	300	83,7	15,0	1,3	 82,3
Teacher/Medical care	190	85,8	12,1	2,1	 83,7
Clerical/Service	92	81,5	15,2	3,3	 78,3
Vocational/Technical	56	78,6	14,3	7,1	 71,4
Unskilled	9	100,0	0,0	0,0	 100,0
Student	265	83,0	13,6	3,4	 79,6
Retired/Homemaker	111	75,7	17,1	7,2	 68,5
Artist/Musician/Actor etc.	18	77,8	16,7	5,6	 72,2
Other	157	88,5	8,9	2,5	 86,0
<b>Market area*</b>					
North America	854	85,9	11,4	2,7	 83,3
Britain	359	81,3	16,2	2,5	 78,8
Central/Southern Europe	325	82,5	14,5	3,1	 79,4
Scandinavia	114	80,7	17,5	1,8	 78,9
Asia	93	71,0	21,5	7,5	 63,4
Other	91	90,1	8,8	1,1	 89,0
<b>Educational level*</b>					
Finished high school or less	154	83,1	16,2	0,6	 82,5
Bachelor's degree or equivalent	1070	82,1	14,0	3,8	 78,3
Master's/Ph.D. or equivalent	586	86,3	12,3	1,4	 85,0

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).



Q. 9. On a scale from 0-10, how likely or unlikely are you to recommend Iceland as a travel destination to a friend, family member or colleague?

	Number of answers	9-10	7-8	0-6	
	Count	%	%	%	
<b>Total</b>	<b>1840</b>	<b>83,5</b>	<b>13,6</b>	<b>2,8</b>	
<b>Nationality*</b>					
American	652	87,4	10,1	2,5	
British	307	79,8	16,9	3,3	
Canadian	194	80,9	15,5	3,6	
German	71	85,9	14,1	0,0	
Chinese	54	72,2	22,2	5,6	
French	47	80,9	19,1	0,0	
Spanish	38	86,8	10,5	2,6	
Danish	31	83,9	16,1	0,0	
Swedish	30	80,0	16,7	3,3	
Swiss	25	80,0	20,0	0,0	
Norwegian	23	82,6	17,4	0,0	
Dutch	22	63,6	13,6	22,7	
Italian	17	82,4	11,8	5,9	
Austrian	8	100,0	0,0	0,0	
Other	321	83,8	13,7	2,5	
<b>Type of trip*</b>					
Package tour	325	87,7	10,5	1,8	
Individually-arranged tour	1304	83,7	13,5	2,8	
Business-arranged tour	34	67,6	29,4	2,9	
<b>Purpose of visit*</b>					
Vacation/holiday	1657	83,9	13,3	2,8	
Visiting friends/relatives	94	88,3	10,6	1,1	
Event in Iceland (leisure related)	85	95,3	3,5	1,2	
Education and training	56	94,6	5,4	0,0	
Business/small meeting	40	80,0	20,0	0,0	
Conference/large meeting	30	80,0	13,3	6,7	
Other	26	69,2	23,1	7,7	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

<sup>a</sup>In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- A unique place to visit. - Even it is an Europe country, no prejudice to Turkish people. (That's a reason for me to not visit Europe, I prefer going to Asia or Africa).
- (1) It's a very close European destination. (2) The country is beautiful. (3) Iceland Air is a dream to fly! (4) Icelanders are very nice!
- A beautiful country, with very nice people and access to the great outdoors that not many people have experienced.
- "A cause de la diversité des paysages, du calme; du dépaysement. Les couleurs d'automne embellissent les paysages. De plus, les Islandais nous ont semblé avenants."
- A country of opposites.
- A full outdoor and cultural experience.
- A great place for a holiday. Beautiful scenery, lots of interesting things to see and do. Friendly people too.
- A lot of my friends enjoy hiking and truly appreciate nature and all its beauty. I've never been somewhere with as a varied and gorgeous a landscape as Iceland.
- A must see beauty.
- A relaxing place.
- A unique destination. it's almost too bad that it has become so popular now. As a Canadian travelling it felt quite at home being there: very similar geography and people.
- "A very beautiful country. Peaceful, safe with very polite people.
- I discovered the country via Sigur Ros, i always recommend both!"
- A very cultural and historic place, with beautiful scenery and many activities to suit any traveller.
- Absolutely beautiful landscape and friendly people.
- Absolutely beautiful place with great landscapes.
- Absolutely beautiful place; many things to see and do.
- Absolutely beautiful. Easy to get around. Friendly culture.
- Absolutely phenomenal with activities for everyone. Everything is pristine and so clean, something you can't really find in New York City on a daily basis.
- Absolutely stunning landscape. Friendly people. Excellent ART Museums and Cultural Learning spots.
- Accessible via plane from the US, stunning scenery, smooth tourism industry, northern lights, a relaxing adventure.
- Active yet relaxing.
- Adventurous.
- Adventurous and a lot to do.
- Already done - has been an awesome experience, Great people and Great Place - Many things to do.
- Amazing atmosphere, friendly welcome throughout Iceland.
- Amazing country in both scenery and culture. Nowhere else like it on earth!
- Amazing country, wonderful sights, the nicest people.
- Amazing destination - something you've never seen before.
- Amazing Experience.
- Amazing geography, cultural activities, wonderful and friendly people, great history, best natural spots, northern lights, views, hikes, music, so amazing!!
- Amazing island ... Lots to learn about it ... Stunning natural beauty and NOT overcrowded (yet). Want to go back and explore in the summer!
- Amazing landscape.
- Amazing landscape.
- Amazing landscape, lots to experience, only a short way from UK and flights aren't too expensive. A unique culture.
- Amazing landscape, lovely people, different from anywhere else I have travelled.
- Amazing landscapes and lovely people.
- Amazing landscapes, architecture, friendly people.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Amazing nature and culture, and Food is excellent! People are very kind. It is the best place for the busy people who need relax and calm escape from big city!
- Amazing nature scenes, easy for English speakers.
- Amazing nature, great atmosphere in Reykjavik, Akureyri.
- Amazing peaceful adventurous.
- Amazing people and culture, beautiful country.
- Amazing people and places to see that are impossible to find elsewhere.
- Amazing people and sights! Even in late autumn!
- Amazing place like no other.
- Amazing scenery.
- Amazing scenery and great tours to go on.
- Amazing scenery, animals, friendly people and lots of great water to drink.
- Amazing scenery, fresh air and water. Very distinctive character of nature. Also, hospitality! People speak English very well and very helpful and efficient.
- Amazing scenery, wonderful people, lack of population and a great place to see despite its expense as eating out and alcohol expensive for what is on offer.
- Amazing scenery, wonderful people and guides.
- Amazing trip.
- Amazing, otherworldly landscapes. Friendly people. Festival a great experience.
- Amazing, uncrowded countryside.
- Amazingly beautiful natural sites, Charming city of reykjavik, very accessible/easy public transportation.
- An experience of a lifetime.
- And excellent place for the athletically minded sports-person.
- Anderledes rejseoplevelse. Den barske natur, de varme kilder, hval safari, en tur i lavamarken. Der er rigtig meget at opleve og vi så kun en brøkdel. Derudover er islændinge mega cool, kreative og gæstfrie.
- As mentioned, safe to travel, scenic & beautiful place.
- Aside from food and alcohol being expensive, it was a great trip with plenty to do. Everyone we encountered from Iceland was very nice, hospitable, and just pleasant to be around.
- Astonishing views.
- Atmosphere and sights.
- Awesome place, very different, organised, safe and clean.
- Awesome places to explore.
- Awesome scenery, friendly people, amazing sites. Bit of a problem with the Northern Lights though!
- Beautiful sight, kind people, nice meal and good security.
- Beauté des paysages. À accueil islandais.
- Beauté du paysage. Nature intacte.
- BEAUTÉ, SÉCURITÉ, TRANQUILLITÉ.
- Beautiful.
- Beautiful.
- Beautiful.
- Beautiful.
- Beautiful and astonishing countryside.
- Beautiful and friendly.
- Beautiful and friendly people.

# REASONS - RECOMMEND (9-10)



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Beautiful and fun.
- Beautiful and fun.
- Beautiful and peaceful country with laidback people.
- Beautiful and unique landscapes; clean and civil country; exciting tourist opportunities, with a relaxing, slow pace.
- Beautiful and unique natural environment. And the people in Iceland are so hospitable, better than any countries in the world.
- Beautiful and unusual scenery; interesting people and culture that is different but accessible.
- Beautiful and varied scenery, good quality restaurants and accommodation. Not as expensive as people expect. Chance of seeing the northern lights!
- Beautiful and with great places to eat, drink, many things to do and people are lovely.
- Beautiful calming nature, very friendly people and attitude. Even if it was physically intensive trip i felt rested in my body and in my mind. Unique environment.
- Beautiful country.
- Beautiful country.
- Beautiful country.
- Beautiful country.
- Beautiful country and beautiful people.
- Beautiful country and destinations like the blue lagoon.
- Beautiful country home to some of the wonders of the world.
- Beautiful country lovely people and good food.
- Beautiful country with friendly people. Great food too!
- Beautiful country with hospitable people and an intriguing culture.
- Beautiful country with lots of breathtaking views of nature, fresh air (and water)! There are places in Iceland that you might not get to see elsewhere.
- Beautiful country with very friendly people.
- Beautiful country with wonderful culture and interesting things to see and do.
- Beautiful country. Lovely people. Northern lights.
- Beautiful Country!
- Beautiful country!
- Beautiful country, ease of travel there.
- Beautiful country, friendly people.
- Beautiful country, friendly people and a real sense of a land with nature preserved as it should be.
- Beautiful country, friendly people, clean country.
- Beautiful country, friendly people, delicious food.
- Beautiful country, friendly people, easy to get around.
- Beautiful country, friendly people, great tourist attractions, great food.
- Beautiful country, friendly people, lots of history, glaciers, volcanos, geothermal features.
- Beautiful country, friendly people, lots to do, easy to get around, no language barrier.
- Beautiful country, lots of activities, very friendly population that is proud to show off their country. Tours are very well organized and everything needed was provided.
- Beautiful country, lovely people, easy to get to.
- Beautiful country, more natural beauty than most European countries.
- Beautiful country, nice people, great food and drink.

# REASONS - RECOMMEND (9-10)



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Beautiful country, quiet.
- Beautiful country, variety of activities and friendly people.
- Beautiful country, welcoming people, very comfortable for English speakers.
- Beautiful country, I just hope that they will preserve the beauty and its natural parks. In my tour I can see tourist driving like they were racing without any care for others. Icelandic people are hardworking and proud. Cant wait to go back.
- Beautiful country.
- Beautiful country.
- Beautiful Country. Friendly people. Many experiences to have.
- Beautiful county, friendly people and great food.
- Beautiful destination! People are nice and just loved the overall feel & vibe in iceland.
- Beautiful dramatic nature sights that cannot be seen anywhere else.
- Beautiful land.
- Beautiful landscape.
- Beautiful landscape.
- Beautiful landscape and friendly population! Such an amazing place.
- Beautiful landscape and unspoiled nature. People are really friendly and everyone speaks English.
- Beautiful landscape you'll never see anywhere else.
- Beautiful landscape, charming towns, nice people.
- Beautiful landscape, friendly people, but mostly because of breathtaking landscape.
- Beautiful landscape, lovely people and top of the world sea food.
- Beautiful landscape, scenery, otherworldly, unique and a very tranquil destination.
- Beautiful landscape. No big cities.
- Beautiful landscapes and nice city of Reykjavik.
- Beautiful landscapes and photography opportunities.
- Beautiful landscapes, both in winter and summer. Cities in Iceland have not much to offer, thus I would recommend Iceland to all who prefer nature to cities. Food is delicious, too. It is something I didn't think to experience here.
- Beautiful landscapes, excellent food, friendly people.
- Beautiful landscapes, friendly people, english speaking, good food.
- Beautiful landscapes, nice locals, outdoorsy things to do, not that many tourists.
- Beautiful landscapes, waterfalls, beaches, fresh air, friendly people, the best fish and chips you can get.
- Beautiful landscapes.
- English well spoken
- Short flight from YYZ
- Safe (from crime...but not the elements!).
- Beautiful natural environment and still a lot of wilderness.
- Beautiful nature.
- Beautiful nature.
- Beautiful nature.
- Beautiful nature destination.
- Beautiful nature, different than rest of Europe.
- Beautiful nature, friendly people.
- Beautiful nature, it's raining there not like in Dubai (desert) ☔.
- Beautiful nature, nice people, no stress.

# REASONS - RECOMMEND (9-10)



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Beautiful nature, nice people, safe to visit and great food.
- Beautiful nature, volcanic land, Northern lights.
- Beautiful outdoors.
- Beautiful place.
- Beautiful place for anyone who loves spending time outdoors.
- Beautiful place to explore.
- Beautiful place to see. Everyone speaks english, so is a very easy place to visit for english speakers.
- Beautiful place with fantastic food and great arts.
- Beautiful place with landforms and natural beauty that cannot be seen anywhere else.
- Beautiful place, wonderful people, never felt unsafe.
- Beautiful place.
- Beautiful scenery.
- Beautiful scenery.
- Beautiful scenery.
- Beautiful scenery and friendly and welcoming locals.
- Beautiful scenery and outdoor activities.
- Beautiful scenery, easy to get to.
- Beautiful scenery, friendly locals, English speaking, fun night life, adventurous.
- Beautiful scenery, friendly people, great food and culture.
- Beautiful scenery, friendly people, lots of art and music.
- Beautiful scenery, friendly people.
- Beautiful scenery, good food.
- Beautiful scenery, great hiking, interesting landscapes.
- Beautiful scenery, great food and fantastic people.
- Beautiful scenery, natural wonders, warm & friendly people. Like no place else I have ever been. Plus, aurora borealis!
- Beautiful scenery, northern lights, polite locals.
- Beautiful scenery, quaint city with a nice feel, not too over developed.
- Beautiful scenery, unique ecosystem, easy to travel to/around.
- Beautiful scenery, unique landscapes, nice people. English communication was simple. Easy to get around.
- Beautiful scenery, very friendly people, clean, safe, modern (able to pay with credit card everywhere).
- Beautiful scenery, wonderful experience all around.
- Beautiful scenery; Unique experiences; Affordable travel from Denver, Colorado via Icelandair.
- Beautiful scenery and warm welcome from Icelanders. Lots to do even in winter.
- Beautiful sights.
- Beautiful sights. Wonderful horses. Great place to try whale and horse and amazing lamb.
- Beautiful unique country that is easy to travel.
- Beautiful unique landscape.
- Beautiful Vistas, amazing Hiking, great nature.
- Beautiful!
- Beautiful!
- Beautiful, accessible, unique, nice outdoor activities.
- Beautiful, different landscape than home, friendly people, lots of amazing sights.
- Beautiful, exciting, adventurous.
- Beautiful, primal landscapes, wonderful people, lovely culture.
- Beautiful, relaxed, challenging, cultural differences and great food.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Beautiful, remote. people are very friendly.
- Beautiful, safe, friendly city and landscape with delicious food and interesting language and culture.
- Beautiful, unlike anything I've ever seen.
- Beautiful, unmatchable scenery and overall feel!
- Beautiful, untouched landscapes, friendly tour guides, tasty seafood.
- Beautiful. Unique location.
- Beauty.
- Beauty and diversity of landscapes and wildlife.
- Beauty of the country and range of activities.
- Beauty, friendliness.
- Beauty, people and ease of getting there.
- Because every place is really beautiful.
- Because I enjoyed my stay and most of the people we met (Icelanders) were friendly.
- Because I enjoyed my trip, the people were friendly and helpful, it was beautiful, and camping is free.
- Because I enjoyed it with my girl-friend.
- Because I had a great time and it is a different experience.
- Because I had a great time! People are really friendly.
- Because i was genuinely impressed by the otherworldly nature of the winter landscape.
- Because Iceland's geographical features are nothing I've ever seen before; they are gigantic and awe inspiring. There are also variety of different landscapes and things to do. Overall, words and pictures cannot describe what I saw there and how it made me feel.
- Because is a travel that is impossible to forget.
- Because is one of the most beautiful countries I have ever visited and the landscapes are breath taking.
- Because it has a bit of everything: history, scenery, friendly people, good food, interesting alcoholic drinks, art/music/literature, long days (in summer) and the Northern Lights.
- Because it has so much diversity. Volcanic, sea, history, not yet spoiled by commercialism. It offers something a bit different.
- Because it has something absolutely unique! I was fascinated by things i saw every day. People are travelling to beaches and big cities, therefore this is a cool experiece that is different from all the others. I really enjoyed the nature and that is what i will recommend!
- Because it has unique nature and many different kinds of nature in a relatively small area, and most of it is still rather wild and raw, which is rare in this world nowadays.
- Because it is a beautiful country, well maintained, and I loved reaching clean air and drinking pure water.
- Because it is a beautiful, desolate country. Very interesting. Terrain is incredible. People are lovely.
- Because it is a dynamic country unlike anything I've ever seen.,
- Because it is a good place for enjoy the nature. Everything is wonderful.
- Because it is a great experience! You can do so many cool things and see a city which is so different to England. It is similar to England in some factors but the beautiful landscape of Iceland is amazing and the trips you can do are great! So much fun and yes I would recommend.
- Because it is a surreal new world, different from the usual trips. Contact with nature is too intense in this place.
- Because it is a very interesting place unlike any others I've visited.
- Because it is an amazing country with so much to offer and wonderful friendly people.
- Because it is an amazing place that is so different than anywhere I've ever been, but it's also easy to get to and to get around, and people are extremely friendly.
- Because it is an amazing place to visit (although quite expensive but still amazing).



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Because it is beautiful and uncrowded - too cold for crowds.
- Because it is beautiful here and so different from back home.
- Because it is one of the most beautiful landscape I saw in my life.
- Because it is one of the most magical places on earth!
- Because it is one of the most wonderful places on earth.
- Because it is so different a place to visit, the experiences you will not be able to find anywhere else.
- Because it is so unique! A must see.
- Because it is such an incredible and exotic place. Definitely different than anywhere else I've been to.
- Because it is the most beautiful (and kind of mystical) country I've been to so far.
- Because it is the most magical land I've ever been to, so much to see, and we only had 10 days. If I could do it again, I would come in Spring to experience something different and spend more time there!
- Because it seems like a really cool country, even though we only got to see Keflavik. I don't know many people who have said that they want to go to Iceland, it's always warm, beachy places that they want to go to, but I think Iceland is overlooked and under-rated by a lot of people and actually have a lot to offer in terms of a vacation.
- Because it was a beautiful country, great food, lots to do and easy to fly to.
- Because it was beautiful and satisfyingly different from other places.
- Because it was the most amazing country that I have ever been. Everything was so different that I can't explain how the place looks like. It's better if the person goes and takes a look on it.
- Because it was the most beautiful place I have ever seen.
- Because it was unlike anyplace I've ever been and it was so great.
- Because it's a beautiful and diverse place with friendly people, lots of things to do and see and a good atmosphere.
- Because it's a beautiful country and offers a unique experience from other countries.
- Because it's a beautiful country with lots to see and do and very friendly and happy people!
- Because it's a blend of perfect things, wonderful nature, kind people, professional services everywhere.
- Because it's a beautiful country, organized and full of nature and landscapes.
- Because it's a nice and relaxing place.
- Because it's a photographers dream with so much unspoilt countryside & epic scenery.
- Because it's an amazing destination with so much to offer.
- Because it's awesome.
- Because it's beautiful and magical.
- Because it's beautiful and so rich in culture.
- Because it's exotic and splendid! People were really friendly with us! From all the countries I've been Iceland was the most surprising one... With beautiful and exotic landscape!
- Because it's not like anything else - a very exciting and different destination for the whole family, only 3 hours flight away.
- Because it's such a beautiful island that compares to nothing I've ever seen.
- Because it's the most beautiful country I have ever been to.
- Because it's unique and beautiful - even though: too expensive :).
- Because of beautiful landscapes, unique environment, prevailing silence.
- Because of its unique landscape, low population density, ease of travel and short flight time from the UK.
- Because of its excellent geology.
- Because of its natural beauty and often changing landscape.
- Because of its unique and amazing landscape.
- Because of landscape and food.
- Because of the amazing natural scenery and unspoiled, undeveloped landscapes, something that I think is becoming increasingly rare. I found it to be a very unique natural environment. Also it was relatively easy to travel around by car and easy to find inexpensive accommodation such as cottages or guest houses where we could cook our own food. Also it is only a six and a half hour flight from Edmonton in Canada.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Because of the Aurora experience and because Iceland is not your typical destination.
- Because of the beauty of natural landscapes.
- Because of the beautiful landscape, the Golden Circle, the lagoons and excellent food.
- Because of the glorious nature!
- Because of the landscapes and the contact with nature.
- Because of the nature and the amazingly friendly people.
- Because of the nature experiences.
- Because of the nature!
- Because of the scenic value of the country. There are a very few places in the world with similar terrain and scenic value. That coupled with an amazing culture and outdoor activities makes it a wonderful place to visit for all types of traveler. In addition, the food and night light was a lot of fun.
- Because of the very interesting nature sites, the quiet of the country and the special calm atmosphere.
- Because of the wonderful, fairy tale-like landscapes that you can only find in Iceland.
- Because of your good food, friendly people and beautiful landscape it's like walking into a storybook where you get loads of inspiration.
- Because the country is like nothing I've ever seen before. I am a great lover of nature, and to see such amazing scenery was such a delight. Experiences like standing either side of an actual tectonic fault line, seeing an erupting geyser, witnessing the Northern lights, going whale watching, riding Icelandic horses, and bathing in a hot spring all within the space of 4 days and without driving for longer than 1.5 hours is just incredible. Everyone speaks English, and the only person I came across who didn't, was desperately trying to help me in her native language and was just lovely! It's just a unique place, only a three hour flight from London!
- Because the landscapes are gorgeous and so different from any other place I have ever seen.
- Because the landscapes are very different from our national and you can see wonderful natural phenomena such as aurora borealis and geysers.
- Because the nature is amazing, specially if someone has studied volcanoes, lava, geyser etc. It is simply amazing, the colours of the ground, magmatic stones, incredible waterfalls...
- Because the people were friendly and welcoming and there are so many unspoiled natural wonders.
- Because the scenery is breathtaking.
- Because the scenery is unique and varied, nowhere else like it in the world and there is so much to do and see in Iceland.
- Because we had a great vacation in Iceland.
- Because you can see things there that can't be seen in other places.
- Because, it's just a very beautiful country. Love the landscape, the food, the shopping and night life.
- Because it offers something for everyone, whether it is just a short city break, wildlife tours, arts and music or hiking trips you can do it all. The country is beautiful and the people are very welcoming. It's not overrun by tourists yet and you can really have a holiday.
- Beeindruckende Landschaften. Walebesichtigungen. Interessante, eigenständige Kultur.
- Been there twice. Love it. From the ppl to the sights to just what it looks like. I'd move there tomorrow if I could.
- Best place in the world.
- Beautiful, friendly, landscapes, great food, lots to do and lots of beautiful country to see.
- Beautiful.
- Beyond the pure beauty of the landscape, it is incredibly tourist friendly. Locals are very welcoming and having English everywhere is comforting as a tourist. The amount of untouched land and non commercialized space makes this country a place you can truly get away and unwind.
- Both my wife and I fell in love with Iceland, beautiful country, wonderful people, all of which were very friendly and welcoming.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Breath taking country of beauty, unforgettable.
- Breathtaking.
- By far it's the Northern Lights. Loved the whole trip but that was the reason I traveled to Iceland.
- Car tout est magique, grandiose, époustouflant. Une vie simple, une nature tellement sublime, on s'y sent tout petit, et que pour la première je me suis sentie... A ma place!
- Cater for all tastes; relaxation/adventure, traditional/modern, nature/city.
- Cause everybody should have the chance to experience the amazing country 🌎
- Cela fait 3 fois que je suis venu en Islande. C'est un pays d'aventure et de nature.
- C'est le paradis du plein air où les paysages sont uniques.
- C'est totalement dépaysant. D'une façon merveilleuse.
- C'est un endroit magique et un peuple islandais très accueillant et amical.
- C'est un pays naturellement beau, de grands paysages.
- C'est un pays qui nous permet de tous voir en peu de temps (montagne, geyser, glacier, volcans, etc...).
- C'est un ressourçant et surtout impressionnant ! L'Islande m'a transporté dans un monde quasi irréel avec ses paysages tantôt lunaires, tantôt verdoyants. Les phénomènes naturels présents sur cette île sont fascinants et j'en ai été émerveillée. C'est pourquoi je n'hésiterai pas à recommander cette destination à tous car "il faut le voir pour le croire" et chaque homme mérite d'avoir vu ces richesses de la nature au moins une fois dans sa vie.
- C'est une magnifique destination si l'on souhaite découvrir de la nature, et c'est pour cela que je ne la recommanderai pas à tout le monde.
- Cheaper flights with Easyjet, amazing scenery, friendly people, a feeling of adventure, a sense of being away from it all, a nice scale, modern infrastructure and wifi, and great memories.
- Child / family friendly, fun, nature, kind people, music / art / festivals.
- Clean, safe, beautiful scenery and friendly people.
- Clean, safe, friendly, English speaking, beautiful country - not too crowded with tourists.
- Clean, safe, interesting, smart people, easy traveling.
- Clean, wonderful environment relatively free of tourism.
- Close to nature, beautiful scenery.
- Completely different experience than anywhere else I have travelled. Also safety.
- Completely different from other destinations that most people choose. A great experience. People are very friendly. But I warn them that it is a very expensive destination. I love to shop but did not buy a thing! A lot of souvenirs are actually made in China.
- Completely different landscape, something different, friendly place, great food, fun activities.
- Completely different type of holiday. Amazing landscapes! Chance of seeing northern lights.
- Completely unique country like no other I've seen before.
- Completely unique from conventional places that is worth while to experience.
- Confrontation with the earth upon which we live.
- Contrasting countryside, culture and history.
- Convenience on your way to/from Europe. Completely unique landscape that has to be seen with lots of great outdoor experiences.
- Convenient to get there from Baltimore. Affordable air fare and exchange rate makes accommodations and food affordable as well.
- Cool place for a holiday. With many adventurous activities can be done.
- Cos it's a unique and beautiful country!
- Cost of travel, unique climate and natural wonders of the landscape, the native Icelandic purple and their niceness and sincerity, the fantastic foods, and the availability to stop on a multi day layover when enroute to other destinations.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Creo que es un país muy inexplorado y que no está tan cargado turísticamente. La gente que va a Islandia lo hace porque sabe que le va a ofrecer la oportunidad de entrar en contacto con la naturaleza y va a lograr escapar de los grandes centros urbanos a los que estamos acostumbrados.
- Da ich dort seit 4 Jahren saisonal arbeite (und mich immer über Besuch freue) und vom Land fasziniert bin.
- Das Land ist einmalig und mit nichts in Europa vergleichbar. Island muss man einfach gesehen haben.
- Des paysages superbes, des accueils chaleureux, de bonnes infrastructures de logement (qualité).
- Despite the name, Iceland is a land of warm embraces.
- Destination hors du commun, des paysages magnifiques, des expériences uniques (bain dans le blue lagoon, explosion de geisers, etc...). Le contact avec la nature et les éléments est très présent.
- Det er et dejligt land, og jeg ønsker selv at komme tilbage.
- Det er et fascinerende og unikt land.
- Dépaysant, accueillant, une belle aventure !
- Dépaysement.
- Dépaysement total, retour aux sources, magnifique.
- Dépaysement, tranquillité, décors fantastiques ... un voyage qui permet de s'évader.
- Different from typical tourist goals- Nature is incredeble.
- Different type of vacation- more adventure.
- Different, clean, friendly people (mostly).
- Direct flights. Travel time. The hospitality of the Icelandic people.
- Direct low cost (wow air) flights from Montreal. Easy to communicate in English if you don't want to learn to say 'tak', 'goðan dag'.
- Distinctive and attractive local culture; magnificent nature; relatively easy to travel to.
- Dramatic and different.
- Dramatic countryside, delicious food, reasonable airfares, not a long flight.
- È troppo bello.
- È un luogo meraviglioso, la natura è al suo massimo.
- Ease of places to get around, friendly people.
- Ease of touring arrangements-fresh air-safe.
- Ease of travel for English-speaking tourists is especially a plus. The country is very organized and easy to travel (credit card friendly, etc.).
- Easy access to a beautiful country.
- Easy access, clean, friendly, great scenery, outdoor activities.
- Easy to get around and communicate with people, beautiful scenery.
- Easy to get to (from Toronto, Canada), friendly and safe country and LOTS to do.
- Easy to get to, lots to do (even in the winter), good food, beautiful natural scenery, easy to get around on tours.
- Easy to get to, lots to see, can do a lot in a few number of days, easy to book and see things. Because it's sooo beautiful!
- Easy to get too, competitive prices, lots to see, quirky and interesting places to visit, well organised trips.
- Easy to navigate. Nice people.
- Easy to travel to/in, unique experiences, beautiful and different landscape.
- El mejor viaje de mi vida.
- En fantastisk oplevelse.
- English is spoken, scenery is beautiful, very easy to make reservations for tours.
- Enjoyed the unusual things I saw there.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Es hat mir sehr gut gefallen.
- Es ist das schönste Land, das ich jemals bereist habe.
- Es ist ein wunderschönes Land. Ich habe grosszügige Gastfreundschaft, wunderbare Naturschauspiele und die lieblichen isländischen Pferde genossen.
- Es un lugar hermoso y majestuoso , todas las atracciones están perfectamente establecidas y confortables.
- Es un pais increíble.
- Es un pais único, tiene paisajes que en ningún lugar del planeta se pueden ver.
- Es una experiencia diferente a lo convencional! Todo el mundo busca playa y sol, y el paisaje de Islandia no lo compensa un cocktail a la orilla del mar, Islandia es absolutamente magico y cautivador.
- Especially from a geology point-of-view, it is an AMAZING place! The number of natural wonders abounds, and a week just is not enough time to travel and see them.
- Et fantastisk land at rejse i unikt.
- Every destination was just "wow". The apps and websites online also provided adequate safety information on roads and weather such that we could travel safely.
- Every season is different and the landscape is spectacular.
- Everyone speaks English, the flight from NYC is not too long, everything is so beautiful and there is so much to do and see.
- Everyone speaks english. Easy to book trips to amazing places. The city life of Reykjavik.
- Everyone was friendly. It was easy to get around. It is a beautiful country.
- Everything about it - the raw, expansive landscapes, the restaurants in Reykjavik, the friendly people. The Blue Lagoon is an easy sell! Probably won't be recommending the weather though!
- Everything that we saw was so new & different to us, not like anything we had ever seen before. We are talking of coming back in summer to see everything else we didn't get around to but in a different season. So of course we are telling that to everyone we talk to.
- Exceptional scenery so very different to home, no traffic on the roads makes for easy self drive tour, everyone speaks perfect English, fantastic food and beer.
- Exceptional landscape, open/creative people.
- Exotic, accessible, affordable.
- Experiences, activities, scenery.
- Extraordinarios paisajes y buen servicio.
- Extreme geology, unusual habitats, rare birds, friendly people, variety.
- Extremely easy to plan, navigate and explore.
- Extremely. Its the best.
- Égelsku íslands.
- Fantastic county, beautiful scenery and landscape.
- Fantastic landscapes, very organized tourism companies, lovely people, outstanding food.
- Fantastic nature.
- Fantastic nature only a few hours flight away. Dramatically different from anywhere else in the tourist world.
- Fantastic nature.
- Fantastic place, can be cheap, BEAUTIFUL.
- Fantastic scenery.
- Fantastic things to see, great people, relaxed attitude!
- Fantastisk natur oplevelse og rimelige priser.
- Fascinating country, very different, friendly people.
- Fascinating geography. Friendly people.
- Fascinating landscape, northern lights. In summer, good for hill walking and camping.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Fascinating natural history, ease in getting around, so many places to visit.
- First and foremost, Iceland has the most beautiful landscape of any country to which I've ever been. Additionally, the people of Iceland are very friendly and helpful, which makes it a particularly wonderful place for less experienced travellers who may be a little unsure of themselves and may need a bit more help.
- Flight was easy and my layover there was nice.
- Flight was inexpensive, people were friendly, scenery was beautiful.
- Flights were very cheap, travel around the country was extremely easy, the beauty is beyond compare, and the people were incredibly friendly and easy to talk to.
- Flot natur, venlige mennesker, meget at opleve.
- For an outdoorsy person, Iceland is absolutely paradise. It is such a beautiful country.
- For someone who would like to try the non-typical city/beach vacations, Iceland is definitely a good destination. With its beautiful natural wonders inspiring tranquility and simplicity. Its people are kind and polite. And, if you manage to avoid the high season you can really rest and take your time to appreciate your surroundings!
- For the amazing natural beauty.
- For the beautiful nature, the many baths and interesting museums, and interesting architecture. It's also an isolated - and therefore unique - country. Also friendly locals.
- For the experience of the unique nature.
- For the landscape.
- For the landscape, nature, food.
- For the natural beauty.
- For the same 3 reasons I gave in 'the memorable experiences' question + for the relax pace, chilly weather, nice friendly people, arctic animals, simple architecture, all arts variety & crafts (handmade, homemade, authentic), outdoor pursuits, amenities available, accommodation especially the hostels, better access this year as direct flights now on. oh and the wonderful blue lagoon! the country is so diverse & unique... feels 'other worldly' yet homely!
- Fordi det er dejligt at være der.
- Fordi det er et vakkert land med hyggelige mennesker og varieret tilbud til en besøkende.
- Fordi det er så specielt. Fantastisk natur og meget imødekommede mennesker.
- Fordi jeg elsker at rejse i Island og synes bestemt at det er et land, man skal besøge mindst én gang i sit liv.
- Fordi jeg selv har haft en fantastisk rejse.
- Found it a brilliant and friendly place to visit.
- Friendliness of people, culinary scene, natural beauty/wonders of the land.
- Friendliness, closeness to Canada, everyone speaks English, ease of traveling around, amazing landscape, outdoor possibilities.
- Friendly, lots to do. Same time zone.
- Friendly and accommodating people and beautiful scenery.
- Friendly and lovely place to visit.
- Friendly and welcoming culture and beautiful country.
- Friendly Icelanders. Easy for an English speaking person to communicate and get around, unlike anywhere else.
- Friendly locals, beautiful scenery, many activities.
- Friendly locals, great food, scenery like nowhere else in the world and lots of things to see and do.
- Friendly locals, interesting to explore, gorgeous natural wonders, and always exciting.
- Friendly people ...lovely clean air.....uncrowded.
- Friendly people and beautiful scenery. Tackle Perception about cold weather.
- Friendly people, beautiful country, clean accommodations.
- Friendly people, easy city to navigate, tons of things to do.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Friendly people, great activities, safe and great fun.
- Friendly people, prices are the same as Boston for food/drink, excellent tour opportunities not far from my hotel.
- Friendly people, safe destination, fantastic landscapes.
- Friendly safe interesting.
- Friendly, safe and beautiful country.
- Friendly/Helpful people and amazing, natural, beautiful landscapes.
- Friends, family, co-workers, customers, strangers I meet by chance.
- From all my travels, its one of my favorite places and I myself cannot wait to return for a third trip. It is refreshing to be someplace where the fear of crime is not at the forefront of one's concerns. It is beautiful beyond words, its citizens have a wonderful nature, and i wish i could live there.
- From the moment I landed in Iceland, to the moment I was on the plane leaving Iceland I had goosebumps and butterflies in my stomach and body. Every inch of Iceland gives you the chills makes you realize how beautiful earth is. How a waterfall or a bird, or some rocks on the beach can create such an impact moment in your life. How driving and seeing nothing but mountains and clouds and fog can bring some beauty to the human eye. Bye far the greatest trip of my life.
- Full offun.
- Fun nice people diffrent and safe vacation and jaw droping beauty.
- Fun travel destination with many outdoor activities and beautiful landscape.
- Fun! Great outdoor environment.
- Fun, exciting, amazing scenery.
- Gefällt mir selber!
- Genuinely nice people, breathtaking views, wonderful tourism!
- Geography is very unusual; people were friendly.
- Geology, easy to get to, very unique, fun.
- Geothermal pools, Golden Circle, Strolling around Reykjavik by foot, small music clubs.
- God mad, øde mennesker, god service, gode naturoplevelser.
- Going to Iceland got me some deep rest. I felt like I was meditating for 4 days. I was impressed by the brightness of the colors all around, the strength of nature and all the beautiful and quite unique phenomena it created in Iceland, so feeling and seeing that is something that I would definitely recommend to my friends.
- Good place to relax.
- Good value for cost, close enough to get to without significant travel time, beautiful natural landscape, friendly, no language barrier.
- Gorgeous country, friendly people, fantastic food.
- Gorgeous nature, a lot to see.
- Grandiose Landschaft, unglaubliche Naturwunder.
- Great and diverse nature.
- Great experience.
- Great experience. People are friendly, food is great and it has lots of adventures activities to do in a beautiful land.
- Great food/people/culture. The landscape is must see.
- Great for first time travelers!
- Great landscapes, space, freedom.
- Great natural landscape (ice caving, geysers, blue laggon, mountains, falls). Easy accessibility, even if country is quite expensive for us (Mexicans), most of the things are naturals with free entrance.
- Great outdoors, friendly, efficient, unique.
- Great overall experience.
- Great people and great place.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Great place.
- Great place for a short visit.
- Great place to visit. Amazing scenery.
- Great place, nice people, beautiful landscapes.
- Great scenery, great activities, pleasant population, etc.
- Great views.
- Großartige Natur, nette Leute.
- Had a really good time.
- Had a wonderful time, love the weather, interesting people, great food, and so much to explore.
- Has a lot of beauty to offer.
- Has beautiful scenery, so much to see and do.
- Have a gorgeous landscape.
- Having been there many times to visit family, and been around the country, I feel I can recommend activities a person is interested in.
- High density of natural beauty.
- How beautiful the landscape is.
- [Http://leaveyourdailyhell.com/2015/12/18/30-pictures-that-will-make-you-want-to-visit-iceland/](http://leaveyourdailyhell.com/2015/12/18/30-pictures-that-will-make-you-want-to-visit-iceland/).
- I absolutely loved every aspect of my trip, and will never forget all that I saw and experienced. Iceland is a clean, safe, beautiful and interesting country filled with culture and a fascinating history.
- I absolutely loved Iceland. I found the entire country to be beautiful in that it was an unspoiled land. There isn't a massive build up of hotels or commercial buildings. The starkness of the landscape had me in a sense of awe and wonder as I drove through the countryside that was covered in a thin layer of snow and ice. The food was amazing and the people were just the friendliest people I've ever met. My experience in Iceland was overall great and I cannot wait to return.
- I am a travel agent, and it's my job to sell the ideal location to each client. I have several clients who would be interested in this location.
- I enjoyed being in Iceland. I felt peace and contentment. Wonderful to be dropped at and picked up from apartment when touring.
- I enjoyed it and I think my friends would too.
- I enjoyed my entire experience.
- I feel that Iceland is still untouched by modern technology. There is so much natural beauty in the country that is still very pure. The glacier walk really was an experience I've never had before. And I feel like there were not too many tourists which is a good thing!
- I felt myself very comfortable in Iceland, the people are very much the same in the attitude towards life than in my home country.
- I find Iceland to be both very exotic (landscape, intriguing history) and easy to travel in due to friendliness of locals, most of whom speak English, excellent infrastructure, etc.
- I had a great time. The tour guides were knowledgeable, experienced and I understood them very well.
- I had an amazing trip. I loved the walking and site seeing tours I went on, there's so much to see and explore, I felt so safe as a female solo traveler, and I had very positive interactions with everyone I met.
- I had so much fun and did not see everything I wanted to see yet. I will definitely go back.
- I had such a lovely time in Iceland. The people that I met - from the tour guides, guesthouse proprietor, service industry workers - were warm and welcoming. The landscape is stunning and vast, and the more I saw the more I wanted to see. I am intrigued by the dynamic geology and geography, the local folklore and the resilience of those who make a living alongside the volcanoes.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- I have been in Iceland in 2012 and decided to return in 2015. I would like to return to Iceland again. It is one of the most appealing countries for me as it allows me to embrace nature and culture at a rhythm that I like and with the calm that I wish to have whenever I am in my travelling mode.
- I have been there 3 times already throughout the seasons and I LOVE IT! The people are wonderful, there are many incredible things to do and places to see. It's amazing!
- I have been three times and I love Iceland...each time that I have been, it has been completely different.
- I have never seen a country with so many contradictions: cold & hot, white & green, ice & fire.
- I have never visited a place with this landscapes before.
- I have travelled to many European countries and have never experienced such wonderful hospitality everywhere and the ever changing beauty of the landscape.
- I just simply love iceland.
- I like the relaxed atmosphere and it's different kind of destination. I did not travel the nature this time (been in Iceland before), but I would recommend everyone travel respectfully to the countryside as well.
- I like very much to be there.
- I love Iceland as a travel destination, summer and winter. Friendly people, exciting nature, cosy towns, hot pools, Alafoss waterfall, volcanoes, waterfalls, geysir, northern lights, loads of great jewellery makers, good restaurants, yule-lads, and the brilliant possibility of a stopover when flying Icelandair to/from North-America!
- I love Iceland as if it were my own country. I already have friends planning trips based on my recommendations and am being personally asked to accompany them as an „official“ tour guide as I've traveled to Iceland three times in the past year and have already traveled the entire country. As a photographer and designer, I have inspired people to make Iceland their next vacation either on a stop-over or in general. I am constantly asked what I believe they should do, where to go, and how to go about doing it.
- I love Iceland. The countryside itself is ethereally beautiful and stark - feels like you're on the moon (but in a good way!). The people are friendly and practical with a delightfully twisted sense of humor. Everything in Iceland seems to make sense and be done in the most sensible way. The restaurants are fantastic, and even in the dark of winter, Reykjavic feels bright and alive. The food is fantastic as well. Every time we visit, we have to make reservations at Grillmarket, and every other restaurant we tried has been really good too. I also love the geothermal spas - not to mention little perks like not having to feel guilty about taking a reeeeally long hot shower!
- I love it so much there, I am Russian and love the climate and extremeness, the people, culture and language. I hope to live there eventually!
- I love the beautiful scenery.
- I love the country and it's full of activities.
- I love the energy of Iceland. The adventurous activities, the relaxing hot springs, and the friendly people!
- I love the landscapes and people.
- I loved all aspects of my trip there: the beautiful natural sights, the people, the food, the clean cities, and well maintained roads.
- I loved everything about the country. The way of life as well as the excellent holiday.
- I LOVED Iceland! I rented a car and traveled around the Ring Road on my own for 2 weeks and I wish I could have stayed forever! Iceland offers so many things that are so unique and that I've never been able to experience or see anywhere else.
- I loved it and I'd definitely go back myself.
- I loved it. It was uniquely different to my usual destinations.
- I loved my trip. It's a great place to visit. Very economical. No issues with language or food.
- I loved the beautiful landscape.
- I suppose the otherworldliness of Iceland is very appealing, the History, the beauty of the Island. I want to see and experience more of Iceland.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- I think Iceland is a beautiful country, full of amazing sights and landscapes.
- I think Iceland is a fantastic country.
- I think Iceland is the most beautiful place in the world, congratulations!!!!!!
- I think it is a reasonably priced destination for a different travel experience.
- I think it is a wonderful place to travel with friends or family to explore, participate in outdoor activities and enjoy nature.
- I thought it was beautiful, easy to get around, easy to understand and communicate in English, delicious food, driving on the roads was good, it felt safe.
- I want to go back and see more of it. It is so beautiful and people were very friendly.
- I was extremely surprised with how beautiful Reykjavik was and efficient everything the area was to get around.
- I went to US, I have seen half of Europe but the nature, people and food is just the best I have ever seen.
- I would recommend Iceland as a travel destination because it's very unique and unlike any other country. I also was speaking with a local and it's wonderful you learn so many languages in school at a young age. I think Iceland is inspirational and a treasure! I hope to go back one day!!
- I would recommend Iceland for the incredible and unique landscapes, beautiful natural wonders and waterfalls, and the wide range of activities on offer such as snowboarding, glacier exploration, trekking, and horse-riding. The country has a wonderfully laid-back feel and you can explore it in your own way in your own time.
- I would recommend Iceland, not for someone who likes big cities, but for someone who likes or need to meet nature, because the landscapes are very various and unexpected and unusual!
- I would recommend it for those that love nature and natural beauty. It is a unique place with stunning scenery. We have direct flights from Denver and in less than 7 hours you are there experiencing another culture with friendly people always willing to help.
- Iceland is beautiful, clean, & with so much nature to explore! I'll be returning to check out the east side of the country & I've already asked other friends to join me.
- Iceland has a beautiful landscape full of opportunities for outdoor activities. It also has very unique activities, such as geothermal baths and the ability to hike on glaciers, that you can't find in most other places in the world. Finally, the food was better than I originally expected.
- Iceland has some of the most amazing sights in the world, every corner of the country that you visit is ready to amaze you.
- Iceland has something for almost every type of personality. You can relax in a geothermal pool/spa, shop in Reykjavík, hike just about anywhere, take sightseeing tours or enjoy a gourmet meal. Out of all the places I've visited, it's the location where the earth has felt most alive.
- Iceland has the most amazing landscape I've ever seen! Nature is amazing!
- Iceland is a beautiful and exquisite country.
- Iceland is a magical country with great scenery and plenty of things to do. Great food and very friendly people.
- Iceland is a place like no other. If you have not been there, you are missing out badly :).
- Iceland is a small country with many natural wonders, northern lights, and a walkable capital city. Many of Iceland's natural features can be accessed as day trips from Reykjavik. Reasonable flight distance from Eastern US.
- Iceland is a very beautiful country to spot the northern lights and to see the breathtaking ice caves. Of the waterfalls and the landscapes were gorgeous as well.
- Iceland is amazing for people who love to be outside. There is so much beauty and it's quite easy to get to a lot of it by car. The people of Iceland are all very kind and welcoming too which makes getting around the island easier.
- Iceland is amazing! It is a very beautiful country.
- Iceland is an amazing country with outstanding natural scenic sights that no photograph will ever capture the sheer essence of magic and perfection.
- Iceland is an amazing country, the land of ice and fire. Great experience.
- Iceland is an easy and safe country to travel. The direct flight with lay over option will bring us back.

# REASONS - RECOMMEND (9-10)



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Iceland is extremely clean, friendly, beautiful and everything is organic.
- Iceland is jaw-droppingly beautiful.
- Iceland is like another world and unique to explore.
- Iceland is like no other place I've ever visited. The geological masterpieces, the vistas, the culture and food are all reasons I would give.
- Iceland is one of my beautiful places I've ever seen, and I travel a lot.
- Iceland is one of my favorite places to visit! It's great for outdoors people, who like hiking, horseback riding, etc., and the scenery is stunning.
- Iceland is one of the most beautiful and interesting places I've ever been.
- Iceland is one of the most spectacular places I have ever been. I have never experienced such extreme and beautiful landscapes. I love that you can be in the middle of a city, then drive for half an hour and feel as if you are the only person for hundreds of miles. I had never seen geyser, natural pools, or such a large amount of snow!
- Iceland is so beautiful, so close to nature.
- Iceland is such a beautiful and interesting country. Everyone should visit Iceland.
- Iceland is such a pure country. The air, the food, even the language is like a breath of fresh air to listen to and speak. You feel like you are on another planet where the mountains and glaciers go on and on and there is always a hidden waterfall or patch of the softest moss to lay on. It is so inexpensive to fly there, and while the prices in Iceland run rather high it is all for good quality and a full experience. Iceland has something for everyone and has preserved so much of its culture.
- Iceland is the most beautiful place I have ever been in my travels. The people are equally as lovely and there is so much to see and do while there.
- Iceland is very beautiful and nature.
- Iceland is very clean, locals are friendly and helpful, there is a lot to see and do.
- Iceland is very pretty and there are things there I have never seen anywhere else.
- Iceland is what people expect. After much research for our trip, Iceland will be a destination for more trips. It's beauty, ever changing terrain, activities to fit everyone, spectacular waterfalls which are different during the winter and summer, the aurora borealis, and most of all the friendly people. This makes Iceland a destination hot spot.
- Iceland just has so many wonderful and amazing things that other parts of the world do not have. While I had only spent less than a week here previously I defiantly want to go back as there are so many more interesting things to explore and learn about. I think anyone would love to visit this country for the uniqueness it has to offer.
- Iceland nature is awesome, very unusual.
- Iceland nature was a great surprise, the falls, geyser, ice caves , the northern light when i was driving on the road. Georgeous!
- Iceland offers activities for everyone: there's city life in Reykjavik, opportunities to go hiking or go on nature walks, and relaxation in many of the geothermal pools.
- Iceland offers expert advice on geothermal energy and has vast volcanoes!
- Iceland stole my heart, it's magical. It's full of history, landscapes, endless outdoors activities, kind people, everybody over there were kind to me. It is the cleanest country I've ever been. It is affordable, there are many ways to save. Iceland has it all, one can never get bored.
- Iceland was a unique travel destination, before going I didn't know that much about it but I learned a lot and found it has a lot to offer. It's history, geophysical, aurora borealis, the Icelanders and their culture to name a few things.
- Iceland was somewhere that I wanted to visit and was not disappointed. The experiences gained on my trip were wonderful and the scenery was absolutely spectacular. I can't wait to visit again and want my friends and acquaintances to experience it too.
- Icelanders are very friendly. Amazing history and geology. Very safe, very clean, love attention to environment. Great food.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Ich kenne viele Leute, die Natur lieben und Island hat eine sehr eigene und urtümliche Natur.
- Ich werde es empfehlen, weil die Isländer selbst sehr offen und freundlich gegenüber Reisende sind. Außerdem ist die Landschaft sehr beeindruckend!
- If you love nature as much as I do, Iceland is the place to go.
- Incredible landscapes, fun people.
- Incredible natural beauty, geological formations and activity, easy to navigate and plan, tons to do, great deals, kind and intelligent people and culture, great music and Iceland Airwaves.
- Incredible natural beauty; high standard of customer service.
- Incredible place with unique things and experiences.
- Incredible scenery.
- Incredible scenery and beautiful wildlife. Iceland is incredibly easy country to travel around, information is readily available, infrastructure and facilities are European standard, locals are friendly and helpful and everyone speaks English.
- Incredibly beautiful, with a rich history and amusing people. Has so many natural wonders it is hard to take it all in during one single trip.
- Insanely beautiful nature and lovely people.
- Interesting.
- Interesting and uncrowded.
- Interesting and unique place. Friendly people. Easy to get to.
- Interesting country to visit, the friendly people and the well organised tours and flights. Hotel was central and fine for a short break.
- Interesting features to see, very easy to find your way around and very helpful and friendly people from start of holiday at car hire, throughout holiday with hotel staff and people we met generally. Very welcoming.
- Interesting place.
- Interesting, unique, friendly.
- Interesting landscape and the sheltered life of the towns (non international influence).
- Is not very far from Canada, it is very different country and there is a lot to see.
- Islander et dejligtsted, der er god infrastruktur omkring oplevelserne.
- Island er et fascinerende land med mange muligheter for opplevelser, et stolt folk som holder på språket og tradisjonene sine og samtidig utvikler seg.
- Island er meget smuk i vinterdragt. Har tidligere besøgt øen en sommer - det var også en dejlig oplevelse. En dejlig ø, dejligt folk.
- Island har meget at byde på. Bl.a. storslægt natur, god mad, gæstfrie Islændinge :).
- Island hat was...
- Island ist eines meiner lieblingsreiseziele. Dieses Land mit seiner Natur, seiner Landschaft, Weite, Einsamkeit, unterschiedlichen Facetten bedeutet mir sehr viel.
- Island ist meine zweite Heimat.
- Island tut gut. Es bringt einen zur Ruhe.
- Island's beauty is one of a kind, it's not something you can find anywhere else in the world.
- It is a one of kind destination. Beautiful and unique. Plus the people in Iceland are exceptionally warm and helpful to the tourists.
- It has a good mix of family activities but also romantic fun for couples. We want to go back to Iceland in summer because the change of season means we will be able to see and do things in a different light. It's a unique destination because it's not just about going there and checking activities off the list. It's a very spiritual and beautiful setting to build memories and moments that we will be thinking about forever.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- It has a lot to offer, from hiking, to swimming, to snowboarding and there are many beautiful sights to see by car or on a tour.
- It has fantastic landscapes, very well kept and everything is clearly marked. It was the first time we saw the northern lights during our honeymoon, it was a very special experience.
- It has great natural beauty and is so interesting geologically.
- It has so many extremes, from volcanos to mountains to glaciers to grassy planes to turbulent coasts.
- It has so much natural beauty. Everybody speaks near perfect English so there is no language barrier.
- It has something for everyone.
- It has something for everyone - outdoor hiking exploring, city life, drivable by visitors with good maps/information, easy tour itineraries.
- It has such an unique natural beauty that is awesome!
- It has such beautiful and variable natural landscapes.
- It is a beautiful country.
- It is a beautiful country and there is a lot of different activities to do and foods to try. Due to its isolation, it is really a unique place to visit.
- IT IS A BEAUTIFUL COUNTRY AND WE FELT VERY WELCOMED.
- It is a beautiful country with a lot to LEARN and see and do! It is very unique geologically.
- It is a beautiful country with lots to do and see. The distance from the US is manageable.
- It is a beautiful country with unique experiences to take in, interesting food choices, and natural beauty.
- It is a beautiful country!
- It is a beautiful country, the scenery is amazing and the people are so friendly.
- It is a beautiful country, where you will never fail to find something to do or find something amazing to see.
- It is a beautiful country, with lots of unspoiled nature.
- It is a beautiful place.
- It is a beautiful place with very different landscapes!
- It is a beautiful place, breathtaking views, people are friendly and there's so much to see. I have been to many European countries, but Iceland is by far my favourite one because of it's nature.
- It is a beautiful place, easy to get to from east coast US, reasonable to fly there, has great food and drink, and no complaints. I have already told about 30 people to go.
- It is a beautiful place, everyone is so nice, it keeps getting better and better, and there's still so much to see.
- It is a different travel experience.
- It is a great country, very fascinating and people are so warm and welcoming.
- It is a magical land. There is no place else like it!
- It is a place like no other in the world.
- It is a really cool and awesome place where has the contrasting things like snow and volcanic area like Black Beach; amazing natural created. The nature is great, the air is really fresh. Northern Light is real impressive and I hope the Midnight Sun is as well.
- It is a really unique country. The scenery is different from anywhere else I have seen. The people are friendly and welcoming and I found it very easy to travel around.
- It is a relatively short and affordable flight. The landscape is completely unique. I have traveled coast to coast in Canada, and many other countries I have traveled to just remind me of a piece of home (making part of me wish I had traveled in country instead). Iceland is something new. The hiking and outdoor adventure opportunities are varied and due to the small size of the country everything is accessible. This makes travel there during a vacation much less of a chore than it might be elsewhere.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- It is a shockingly beautiful and in its own special way very exotic destination that can be done affordably and without requiring a lot of time off work or away from home if time is an issue. Though the food/shops are quite expensive, it is a quick flight from the US that can be purchased at decent fares, and housing options at all price points are plentiful. I have, in fact, already recommended it to several friends and colleagues, just about anyone who is even the slightest bit interested in travel. You may consider me one of your unofficial U.S. Tourist Ministers!
- It is a small beautiful country.
- It is a unique beautiful country that not a lot of people know about.
- It is a unique country with much beauty and friendly people. I also liked the weather.
- It is a unique destination that offers a spectacular view of nature and the elements. Most of all I love the people who are kind, courteous and practical individuals who have been fashioned by their environment.
- It is a unique destination that is very easy to travel to. There's a wide variety of activities to do and even with the week we were there, there's still a lot that I would have loved to do.
- It is a unique place.
- It is a unique place with stunning scenery.
- It is a wonderful country with so many great natural wonders to see! It was such a welcoming and beautiful country as well!
- It is a wonderfully undiscovered travel destination with lots of culture and experience, fit to satisfy a casual vacation or a hardcore adventurer. Iceland has something for everyone.
- It is absolutely breathtaking and I always have a great time when I visit. I am married to an Icelandic person and I plan on moving there soon. I just need to find a job. If you have any suggestion feel free to let me know :-).
- It is an amazing place with beautiful nature.
- It is amazingly beautiful.
- It is an absolutely gorgeous country and although it can get expensive to travel around, it is a very worthwhile vacation.
- It is an amazing & diverse country, unique and unlike anywhere else I have been. 4 days wasn't enough to see the country.
- It is an amazing country.
- It is an amazing country with brilliant, friendly people.
- It is an amazing country with spectacular scenery and an array of geographical landforms. The people were really friendly.
- It is an amazing place! This was our third trip and I already want to come back!
- It is an amazing place, the beauty, the clean air, water, nature.. it is truly a friendly and free nation.
- It is an amazing place. I've been 3 times in 2 years (In June, August, and April) and want to go back and see more each time. My artwork has changed as a result of my coming to Iceland; it's a photographer's dream. The music, the fact that each town has its own handwork shop, the people, the fresh air that makes me feel so healthy...I could keep going on and on. Truly in love with Iceland.
- It is an easy flight from the eastern US, especially with the cheap airfare from WOW airlines. It is beautiful and adventurous and well worth visiting.
- It is an exceptional country full of interesting people and landscapes found nowhere else on Earth.
- It is an exceptionally beautiful country and the people are extremely friendly and welcoming. It has so much to offer.
- It is an exciting place with incredible nature and outdoor experiences to be had and the people are great.
- It is an extraordinary island. Although linked with Europe, it is very different from other European countries. The standard of service and cleanliness is very high and there is plenty to see and do. The tourist attractions, such as the Northern Lights and geiser are not commonly seen elsewhere.
- It is an incredibly beautiful place and it literally takes your breath away. Icelandic people are also wonderful and very welcoming. Reykjavik is a great city to spend time in but if someone is into nature, Iceland is the place to be.
- It is an interesting destination with plenty of natural beauty, a lovely capital city as people with good humour.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- It is beautiful and tourist friendly.
- It is beautiful place one must see :).
- It is beautiful!
- It is beautiful, accessible, and there are lots of fun things to do, but it is also quite unlike other places I've been or heard of.
- It is beautiful, there is so much to do, the city is small and charming, and it is a unique place.
- It is beyond beautiful. This is my second trip there in two years. I was in awe the entire time.
- It is different to anywhere I have been before!
- It is easy to navigate, easy to find the main attractions and everybody's English is very good, making it one of the easiest and most enjoyable places I've ever travelled.
- It is fun and reasonable.
- It is gorgeous, the people are friendly and lovely, and the food is great.
- It is one of the most beautiful countries in the world. This being said it is not for the fair at heart. Iceland will break you, but in doing so, it shows you true beauty.
- It is one of the most beautiful places I have ever seen, and so open and welcoming and accessible. It has everything - the only downside is how expensive it is! I will paying it off for a long time to come!
- It is one of the most beautifully different and amazing countries I have ever travelled too. Not only was the landscape perfect, the people and food were also just as good.
- It is peaceful and beautiful- a different kind of traveling.
- It is probably the most beautiful place I ever visited. It houses the best mother nature has on offer. And also for the relaxed atmosphere.
- It is really different as a whole. In fact, it has set such a high standard in terms of nature that after I've been to Iceland, (highlands in Scotland) doesn't appeal very much to me → It's really amazing & beautiful how just within the south coast of Iceland, you get to see different transition in landscape, experiencing waterfalls, black sand beach, glacier all at the same time. It's like another planet on its own! The people are very friendly & helpful too! Although it can be a little expensive to travel in Iceland but it's so worth every penny!
- It is so beautiful. Next time I would like to stay longer and see the volcano.
- It is so different from anywhere else I have been. The scenery is breathtaking and the people very friendly.
- It is so different from everywhere I've been. The people are very friendly to tourists.
- IT IS SO DIFFERENT TO ANY OTHER COUNTRY THAT I HAVE VISITED, IT IS A BIT LIKE AUSTRALIA IN THAT IT HAS EXTREMES ON WEATHER AND LANDSCAPES. THE RAW NATURE OF THE LAND IS EXCITING.
- It is so unique it has to be experienced as words don't really describe it effectively.
- It is so unique with such breathtaking landscapes. It is like traveling back 1000 years to experience nature at that time but with modern 21st century comforts - this experience has never been felt in any places we have visited before and we have seen quite a bit of this world.
- It is such a beautiful and unique country. There are things to do and places to see which you can't get anywhere else in the world. The people are generally very friendly and welcoming and the vibe is overall very relaxed and easy-going.
- It is such a beautiful country with warm people. The food is good and it feels very safe to travel solo.
- It is such a beautiful country, with amazing scenery and amazing people.
- It is such a spectacularly beautiful place with many things for outdoor enthusiasts.
- It is such an incredible country and is so gorgeous! The people are friendly. I fell in love with the country and can't wait to go back!
- It is the most beautiful place I have ever been. Its natural beauty is surreal.
- It is the most beautiful place I know.
- It is the most beautiful place I've ever seen and the land is untouched. You feel so at peace while you're there.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- It is the most beautiful, scenic country that is not too touristy. The people are so friendly, and there is so much to do and see.
- It is totally different experience, out of this planet!
- It is totally different to Spain, the weather, the nature and the culture, this make it extremely interesting in my opinion, plus it is a really safe country and people are welcoming and very helpful.
- It is totally fascinating. I have been to other volcanic areas and in some ways Iceland has so similar and yet it has a flavour all of its own.
- It is unique.
- It is unique and welcoming.
- It is unique, great nature, friendly people, feels healthy, clean and ecological. And great vegetarian food in restaurants!
- It is unlike any place I have traveled to before, and offers a variety of experiences.
- It is very different from the rest of the world. The nature is fascinating. People are friendly. Iceland's history is interesting!
- It is very different of every other place that I have been and it has a wonderful nature.
- It looks spectacular, it's easy to book tours, parts of Reykjavik are very walkable, it feels very safe for a single traveller.
- It offers a beautiful landscape of the mountains and sea!
- It offers a lot for nature lovers and you can easily spend time there even with a very eager 1 year old.
- It provided amazing outdoor adventures, delicious and filling food, and pleasant people, for an affordable price.
- It seems beautiful and a great place to discover. I'll go back when it's warmer and when I actually plan the trip instead of getting "stuck" there because Iceland Air decides to cancel my connecting flight from Europe.
- It was a beautiful country and really easy to get to.
- It was a beautiful country with adventure at every turn. And with a direct flight from Boston, it was VERY easy to get to!
- It was a beautiful country with very friendly and helpful people. The only downside was we spent a lot of money when we were there but we had been told to expect this and I would warn friends about this also.
- It was a beautiful extreme place that is not that far from Boston.
- It was a beautiful place. We had so much fun. It was a must see!!
- It was a fun and safe experience that I really enjoyed and would do again in a heartbeat.
- It was a great experience. The people were friendly. The country was beautiful.
- It was a great stopover point for me and there are a lot of things to do that are close to the airport if you have a limited time. I think it would be lovely to see more of the country, which has such a unique landscape and structure.
- It was a refreshing change of pace with beautiful sights to see.
- It was a wonderful experience to see the country and try the foods.
- It was absolutely breathtaking. There is nowhere else on earth you can see everything that was seen there, volcanoes, glaciers, northern lights, fissures, fjords, geysers, waterfalls, etc.
- It was amazing and different in so many ways, especially geologically and meteorologically. Also very clean and comfortable and friendly.
- It was amazingly beautiful and the people were very nice and welcoming!
- It was an amazing experience, and I can not wait to return - and hopefully a few friends will join me. I have never felt so close to (and so awed by) nature, and Iceland is easily the most beautiful place I have ever been. Plus the culture is super interesting to learn about, and everyone is so friendly!
- It was an amazing vacation that I never would have thought possible.
- It was an experience like no other, and something everyone should get to experience once in their life.
- It was an interesting and very different holiday.
- It was another world. Remote, isolated, clean, different nature, beautiful.
- It was beautiful and relaxing.
- It was beautiful and very natural. Unspoiled by excessive tourism.

# REASONS - RECOMMEND (9-10)



## Sp. 10. Why are you likely to recommend Iceland as a travel destination?

- It was beautiful and wild and not like anything I'd even seen before.
- It was beautiful with lots to see. Small enough that someone could get thru it within a week, but big enough that there is LOTS to see. So many hotels and guest houses to choose from. People were so friendly too.
- It was beautiful!
- It was beautiful, different, and so easy (and comparably cheap) to get to, with a direct flight from my hometown of Denver, Colorado.
- It was beautiful, different, friendly, and accommodating.
- It was beautiful, easy to get to, and the horses were amazing!
- It was beautiful, felt adventurous, and Icelanders are very friendly.
- It was beautiful, great airport and everyone was friendly.
- It was beautiful, the people were friendly and travel felt very easy!
- It was beautiful, with so much wonderful hospitality, and so much to explore.
- It was beautiful, with stunning scenery, friendly people, great food and a fantastic experience.
- It was beautiful. It was easy to navigate. The people were great.
- It was easy to get around speaking only English and without having to rent a car. It has many natural areas to explore that are beautiful.
- It was fabulous, so much to do and so interesting. The country has so much to offer for tourists. I would highly recommend family and friends to travel to Iceland.
- It was fascinating, and the people were wonderful.
- It was fun and different.
- It was incredible, there weren't too many people crowding all the incredible outdoor spots, and it was easy enough for us to get around.
- It was incredibly beautiful.
- It was like nothing I've experienced before. It's beautiful. There's so much to see.
- It was lovely in my brief time there. People were very friendly. Gorgeous landscape.
- It was my favorite place that I have ever traveled to. It was beautiful, the food was delicious, the people were so nice, the feeling of safety was unlike anything I've experienced anywhere else in the world, the nightlife was great, etc. The only thing that I didn't like were the tourists disrespecting the beautiful country by doing things like littering, so I will only recommend Iceland to people who I think will respect the country and treat it well.
- It was naturally beautiful, easy to get around, friendly people and relaxing.
- It was one of the greatest experiences I have had in this point of my life.
- It was one of the most beautiful places we've ever visited, with some of the most friendly people imaginable.
- It was one of the most interesting vacations that I have ever taken. It was not restful but it was so enjoyable. The Icelandic people were so friendly and helpful and the scenery was amazing.
- It was one of the most magical experiences I have had.
- It was otherwordly and took me out of my comfort zone, yet there is something familiar about Iceland when you come from Maine. Also, the trip was so easy from Boston!
- It was paradise. I've never seen such beauty, not even in the Bahamas. It was like a painting everywhere I went. So much culture, a million things to do, and endless avenues with new discoveries.
- It was really nice to see a combination of different faces of nature very well preserved. We would like to visit Iceland once again in summer and will visit remaining locations of Iceland.
- It was so beautiful. I felt safe travelling and never felt lost or in trouble. As a tourist, I fell in love with the people and gorgeous landscape.
- It was so beautiful. I think everyone should see it.
- It was so different from California and it was a fun destination. Loved the Icelanders!



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- It was so different to where we are from. Everyone is friendly and was proud of their country. The landscape is beautiful.
- It was so gorgeous and the people are so friendly and amazing! It was great to visit a European country that welcomed tourists so well!
- It was such a beautiful country, safe, clean and easy to get to. The people were very friendly as well.
- It was such a unique experience. Reykjavik was a lovely city with so many lovely cafes and restaurants. Driving along the ring road was amazing, the landscape was beautiful.
- It was the best travel experience I had so far, even though I have only visited 5 countries besides Iceland. Iceland is the most beautiful country I have even seen. It's the ideal place if you're into nature and natural wonders and it is also challenging from a psychological point of view: the weather is ever changing and a lot of activities depend on it so you can plan your whole trip ahead and have it changed at the very last minute. The amazing thing is that, no matter how much your plans forcibly change, you have beautiful things all around you and it won't be disappointing.
- It was the ideal trip; easy and approachable, but still an adventure.
- It was unique and beautiful and natural.
- It was unlike any place I have ever been.
- It was very easy to get to and around, it's crazy beautiful, it wasn't terribly unreasonable price-wise, the food was tasty, there's a lot of character, it's really cool.
- It wasn't terribly far. It was different. People were VERY friendly. Lots to see and explore.
- It's a magic place with magic people.
- It's a beautiful and majestic place. There's something new around every corner and you get to be absolutely encompassed by the natural beauty of the earth.
- It's a beautiful and peaceful place to go and see and be one with the wonders of the earth.
- It's a beautiful and unusual country.
- It's a beautiful country.
- It's a beautiful country and I felt very welcome there.
- It's a beautiful country and peaceful.
- It's a beautiful country and there are a variety of interesting attractions that you can't find elsewhere. The people we met were very friendly and helpful no matter where we went.
- It's a beautiful country I loved every minute of my visit.
- It's a beautiful country with amazing landscapes.
- It's a beautiful country with many outdoor activities.
- It's a beautiful country with so much structure, safety and nature!
- It's a beautiful country with so much to see and experience-there's no way to fit it all in in the 3.5 days we were there.
- It's a beautiful country, friendly welcoming people.
- It's a beautiful country, amazing natural phenomena, very quiet so good for a relaxing holiday, very liberating to travel by car on those quiet roads, people are friendly, cozy guesthouses, the hotels and (great) food are expensive but the sights are for free, it's easy to travel around as it is safe and well signposted, it's not too long of a flight and no major time difference.
- It's a beautiful country, like another planet. Everywhere you turn, the views are amazing, the people are so kind and getting around was easy.
- It's a beautiful country, peaceful, relax, and the glacier is good experience.
- It's a beautiful country, the people are nice and it's not too far.
- It's a beautiful country, with incredible things to do and a warm and easy people.
- It's a beautiful country. Lots of things to do if you like outdoor activities.
- It's a beautiful country. The landscape was beautiful. Loved everywhere that wasn't a city.
- It's a beautiful destination with unique sites and it's very traveler friendly for English speakers.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- It's a country where there is still „pure nature“. You can make beautiful hikes with magnificent views, stunning waterfalls + you can combine the hiking with relaxing in one of the many pools. It's a country that breaths peace.
- It's a destination few people I know have ever visited and I found Iceland to be such an incredible gem I want my friends to experience it as well.
- It's a fantastic place.
- It's a fascinating country with spectacular natural wonders.
- It's a fascinating destination.
- It's a gorgeous peaceful place with a lot of undiscovered or advertised diversity. I'm from NYC and we have everything here. I did not miss it because I could get everything there plus the air is cleaner and crisp. The people were so nice and welcoming. We wish to return annually to this beautiful country.
- It's a great place - accessible, easy to get around and reasonably priced. As per previous - it's beautiful and there is lots to see and do. I'd love to go back to ride the horses, see the Northern Lights, spend some more time in Reykjavik.
- It's a place like nowhere else.
- It's a short flight from Toronto and there is plenty to do and see in Iceland, enough for a weeks visit.
- It's a shorter flight than expected from Seattle (only 6 hours). Icelandair is a fantastic, affordable airline. Icelandic people are so warm and inviting, and the landscape is otherworldly.
- It's a special place. The people are warm and welcoming. The landscape is stark and beautiful. It's a unique and wonderful country.
- It's an unbelievable place to visit. Totally different of everything in the world.
- It's a very interesting country with beautiful heritage and history. I would love to visit again and see more of the country.
- It's a very interesting, unusual country, beautiful landscape, safe, good service everywhere.
- It's a very unique and unmatchable experience! You can't experience anything like Iceland anywhere else in the world. The people are lovely and the natural scenery is amazing.
- It's a well kept secret! I'm glad Iceland is promoting tourist so more travelers have an opportunity to experience the great country.
- It's a wonderful country and everyone was so incredibly nice. I would love to come back and explore the country in the Spring/Summer and see the black pebble beaches in Vik. The next time I return, I will bring my kids and mother.
- It's a wonderful place. Lots to see & do, but a bit pricey. I felt very safe and welcomed.
- It's absolutely beautiful. People are friendly and kind. Amazing seafood dishes.
- It's amazing.
- It's an adventurous place to travel to with a lot of different excursions, the people are super friendly, it was easy to get around and the food was great. The only downside is how expensive drinking is.
- It's an amazing country with a good enough touristic infrastructure to be sufficient for any traveler but without exaggerating and creating too much structure shifting the focus from the sights. Perfect country for my kind of sightseeing since I absolutely love beautiful untouched landscapes.
- It's an amazing country with lovely citizens and beautiful sceneries all year around.
- It's an amazing country with wonderful scenery that you are unable to find anywhere else in the world.
- It's an amazing country, full of surprises.
- It's an amazing country, the nature is so beautiful and you can come at rest in Iceland.
- It's an amazing place, it's beautiful and it's like you are on another planet!
- It's an easy trip from NYC. The people there were friendly and the country is beautiful.
- It's beautiful, unique, not far from Netherlands, easy to drive and do sightseeing, good English.
- It's beautiful.
- It's beautiful and so different to most holiday destinations. Wildlife watching opportunities are brilliant.

# REASONS - RECOMMEND (9-10)



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- It's beautiful and so much fun!
- It's beautiful and the country seems to work like it's supposed to.
- Its beautiful and unique.
- It's beautiful and unlike anywhere I've been before--like visiting another planet!
- It's beautiful and very different from Canada.
- It's beautiful place with helpful and kind people.
- It's beautiful!
- It's beautiful! And unlike any other place I've been.
- It's beautiful! Easy to get to. So many things to see.
- It's beautiful, clean and food is good.
- Its beautiful, friendly people, small and easy to get around.
- It's beautiful, friendly, exciting and interesting.
- It's beautiful, great outdoor activities, friendly people. I'd like to visit again in another season.
- It's beautiful, no place like it.
- Its beautiful, not too touristy. Clean city - lots of activities available.
- It's beautiful, peaceful, and quiet. Icelanders are friendly and the food was great. The scenery is breathtaking and the Blue Lagoon was so relaxing.
- It's beautiful, the people are friendly, and it's so wild.
- It's beautiful, the people are so nice, the country is really safe.
- It's beautiful, unique, and hassle-free.
- It's beautiful.
- It's beautiful. It's exciting to learn about and see.
- Its beautiful. Nature, people are friendly, safe, free, fun and exciting.
- It's breathtaking to drive through as an experience, and so easy to access.
- It's came down to the excellent tour guides. They are well educated. That made a huge difference in the tours.
- It's close. Fun and still rugged - not as commercialize. Experience that you will remember (outdoor) and goods that are normally not available outside. Movie setting.
- It's different. The natural features are spectacular.
- It'sfantastic! great landscape-lovely nature-baths - people!
- It'sfantastically gorgeous.
- It'sgreat!
- It'sincredibly beautiful, the culture is quite interesting, the people are friendly, and even though it is extremely expensive, it'sworth every cent.
- It'sinteresting.
- It'sinteresting and enjoyable.
- It'sisolated from the rest of the world, stayed untouched with amazing nature. People are nicer and more helpful than any other country.
- Its just a different life style from London, not loads of people rushing around trying to catch a bus or tube and unfriendly people, Iceland was a lovely place to visit including the people who welcome you to it would rather buy a house there then in my own country.
- It'sjust a naturally stunning place!
- It'sjust such a beautiful place.
- It'slike another planet.
- It'slike no other place I've been to, everyone should visit Iceland.
- It'slike nowhere else. Vast and beautiful. Peaceful and welcoming. Incredible aspects of nature everywhere.

# REASONS - RECOMMEND (9-10)



## Sp. 10. Why are you likely to recommend Iceland as a travel destination?

- It's location and small/home-y feel.
- Its nature is unique and people are mostly friendly and wonderful.
- Its not commercialized, yet.
- It's not terribly far to travel from here. I can leave after I finish work and arrive in Iceland in the morning. Its convenient for a extended weekend gateway. Taking off from Terminal 2 in MSP is not as stressful as Terminal 1 too so it's quick and easy.
- It's one of a kind experience. The landscape is remarkable: it's combination of various natural phenomena that you don't get to experience in one place anywhere. People are friendly and always helpful. And food is amazing.
- It's one of few places in the world one can see such a primordial landscape.
- It's one of the most breathtakingly beautiful places I've ever been! People are very friendly, the atmosphere is clean, and I loved it!
- It's one of the most magical, inspiring, and spiritual places I've ever been to.
- It's only a short flight away, but offers a quite unusual holiday experience. It is also very well set up for tourism, the services are very efficient.
- It's quite unique in landscape, sunshine distribution, culture, and society.
- Its really a great travel bargain, beautiful, clean, and friendly with an excellent transportation system.
- It's really beautiful and different from where I live.
- It's remarkably beautiful.
- Its remoteness but lively lifestyle and culture. Loved learning about Iceland's history. (Would have liked to have learned more).
- It's safe, many people speak English, lots of things to do and see.
- It's safe, modern, and there are plenty of things to do.
- It's so beautiful there.
- It's so beautiful!! There is always snow, the atmosphere is great and attitude is so relaxed and friendly.
- It's so different from any other continent.
- It's so different to anywhere else I have ever been!
- Its so different to anywhere I've been! The facilities offered were fantastic!! No matter the age there is something different for everyone to experience! Whether that's the endless bus tours available or a physically demanding adventure. Iceland is perfect for everyone.
- It's so naturally beautiful and everyone we encountered was friendly and enthusiastic. There were lots of attractions to see (waterfalls, glaciers, museums, etc.) and they were all very accessible. There's something for everyone!
- It's so naturally wonderful, people are friendly and helpful, it's different from other vacation destinations.
- It's stunning and amazing an inhabited wilderness.
- It's such a unique country and has many exciting things to see and do.
- It's such a unique landscape. Plus, I'd love to go back during the summer for hiking. Additionally, since it's a direct flight from Denver it's very easy for us here.
- It's such an interesting place. Fantastic scenery/landscape. Lots to see and do. Very friendly people. Wonderful architecture. Fresh air!
- It's surreal in its beauty. I've never been anywhere quite like it.
- It's the most amazing place I have ever visited and I am an avid traveler!
- It's the most amazing place I've ever been to. The landscapes are stunning and I felt close to the nature for all the time. Everything is clean and not spoiled by humans.
- It's the most beautiful place I have ever seen.
- It's the most beautiful place I've ever been and there's no other place like it.
- It's the most beautiful place I've ever visited, and it's affordable to get there.
- Its the most beautiful place I've visited.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Its the perfect place to visit for both family, friends and couples. Its adventurous, beautiful, romantic, fun and most of all SAFE! I never felt in danger EVER!
- It's unique. Definitely worth a visit if you like to be at peace with nature, calm and relaxing atmosphere. Very friendly icelandic people. Visually beautiful.
- It's unique. Full of cleansing energy.
- It's uniqueness.
- It'sunlike anywhere else you're likely to visit, and the flights from NYC are relatively inexpensive and quick.
- It's very beautiful.
- It's very different from anywhere else I've visited, and has a unique culture. I found Icelandic people extremely helpful and the tours very well organized.
- It's very different to any other holiday destinations, has its own charm and the people make you feel really welcome and safe.
- It's very easy to get around and extremely beautiful.
- It's very organised for tourism, beautiful scenery.
- I've already recommended it to a number of people, because not only is it a beautiful country with many unique things to do and see, but it's also a great place to visit for travelers of all traveling experience. Even someone leaving the US for the first time can travel at ease in and around Iceland and enjoy the country's beauty.
- I've been 3 times. It's my favorite place to visit.
- I've never enjoyed traveling anywhere more than I did Iceland. I loved it so much I would love to move there. It's beautiful and unique and amazing!
- J'adore les pays du Nord. Les gens sont tous très sympathiques, les paysages à couper le souffle. Je pourrais y vivre tellement c'est beau.
- J'ai adoré. L'Islande semble être un autre univers. Et la beauté de son paysage préservé est magique. Reykjavik est aussi une magnifique ville. C'est un pays riche en culture.
- Jeder Naturfreund, der gerne etwas wandert oder einfach nur die Natur auf sich wirken lassen möchte, sollte einmal nach Island fahren, um diese Vielfalt von Naturgewalten zu erleben und kennen zu lernen. Ich wünsche dem Land "Island", dass die Entscheidungsträger des Landes es schaffen, einen "sanften" Tourismus sicherzustellen, damit das Land so bleiben darf, wie es ist und ein nachhaltiger und schöner Umgang mit der Natur gewährleistet werden kann, aber auch den Bürger einen guten Lebensstandard geboten werden kann.
- Jeg har vært der mange ganger og trivesveldig godt på Island. Spesielt badene, som jeg dessverre ikke rakk å besøke denne gangen.
- Jeg holder meget af at komme på Island. Har boet der og vil gerne have, at andre også skal opleve landet.
- Just gorgeous and close.
- Just loved it: I'm a semi-professional photographer and Iceland is a photographer's paradise.
- Kind people, wonderfully wild.
- La beauté des paysages, les grands espaces vierges, les volcans, les glaciers, les cascades et la faune et la flore remarquable.
- La culture de l'Islande est vraiment intéressante. Les paysages et la nature sont magnifiques. Ce n'est pas encore trop touristique. Il y a une culture des arts bien vivante.
- La nature encore vierge.
- La nature et la paix.
- L'accueil des islandais, la simplicité des déplacements, de l'approvisionnement, de la communication. La nature impressionnante, les phénomènes géothermiques, les volcans, les aurores boréales, la gastronomie, l'offre variée d'hébergement, sa qualité, la lumière (voyage en novembre), le dépaysement. Même si je viens d'un pays nordique, habituée à la rudesse du climat, il y a un côté "exotique" à l'Islande quin'est ni européenne ni américaine. Heureusement!!! C'est ce qui fait son charme.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Landscape.
- Landscape.
- Landscape and ambience.
- Landscape and scenery.
- Landscape like no other.
- Landscape like no other place on earth. Northern Lights are a must see phenomenon. Still under traveled. Feels like a unique experience.
- Landscape was incredible.
- Landscape! Nordic Lights! :).
- Les paysages.
- Les paysages sont incroyables.
- L'Islande est un magnifique pays avec des paysages fantastiques et uniques. Une mentalité super et des personnes incroyables. Et pour terminer une histoire très intéressante et une culture riche!
- Lived here for 2 years, so much to do and see, and since Iceland is considered expensive, it also becomes an exclusive destination.
- Living in New York city, I've seen and done things here I would never be able to do in NYC.
- Living in New York City, you forget how important it is to connect to nature. Seeing Iceland in person brought out how beautiful the world can be and to remember to continue to travel the world. Iceland was a great beginning to an even greater destination.
- Lots of beautiful places to drive around and most of them are untouched and pristine.
- Lots of fun activities.
- Lots to do.
- Lots to do and see, friendly people, beautiful landscape, possibility of seeing northern lights.
- Lots to do and very friendly locals.
- Lots to do, unique, easy to navigate.
- Lots to explore, very unique landscape, easy to get to and easy to get around.
- Lots to see and do, and very friendly.
- Lots to see and do, great food.
- Lots to see, very varied, lovely friendly people.
- Love Iceland.
- Love the clean clear air and water. Beautiful scenery and spectacular Northern Light.
- Love the country, natural beauty and people.
- Love the scenery.
- Loved it.
- Loved it - landscapes are so accessible.
- Loved it. Great people, interesting natural history, easy to travel. Loved the horses & hot springs.
- Loved the landscape and the people. Everyone was very friendly.
- Loved the sights and the people.
- Loved the whole vacation and already recommended it to many people.
- Lovely, safe and friendly place to visit.
- Lovely clean country. Feel very safe. So much to do. Amazing scenery. Fantastic food. The people who live there are lovely. Everyone is so friendly. No drunk or disorderly.
- Lovely people and beautiful country.
- Lovely people, lovely scenery.
- Lovely people, beautiful landscape.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Lovely people, well organised tours, lovely places to visit. Calm, peaceful and good scenery.
- Lovely place to go, easy to navigate.
- Lovely, beautiful place with kind welcoming people and very interesting attractions.
- Low crime, friendly Icelanders, everyone speaks English, there's lots to see and do.
- Magnifique pays.
- Many beautiful natural landscapes, easy to travel around, and safe.
- Many beautiful scenery.
- Many diverse landscape and culture, road trip is relatively easy.
- Many thing that couldn't be seen such as Northern light, Puffin bird etc.
- Me ha parecido el mejor viaje que he hecho.
- Meet the nature and nothing else - hiking.
- Meget sansynligt.
- Meget smukt sted, lige efter min smag!
- More attractive places and good for budget.
- Most Americans do not know much about this amazing country and they need to.
- Most beautiful country- so many outdoors things to offer.
- Most wonderful place I've ever been.
- Mother Nature is on display everywhere. Waterfalls, geysurs, glaciers, icebergs, hot springs, horses, sheep, and I love the weather.
- Much to explore, beauty of the landscape, the desolation that awaits beyond the city.
- Much to see, spectacular landscape and geology, Reykjavik is a nice place.
- My day to day experience there was unlike any other country I have visited in terms of landscape/scenery. I would recommend my friends that are nature-lovers to come.
- My holidays in Iceland were fantastic with plenty of good memories. Lots to see. Good destination for most people : elderly; couples; young families.
- My son and I found Iceland to be an astonishing place, given the fact that it is a volcanic island. The tours we took brought us to some very interesting places, Thringvellir National Park, the Strokkur, Geysir, the Gulfoss Waterfall, and the geothermal baths at the Fontana Wellness Spa. In addition, we found the people to be extremely warm and friendly, the food was fantastically fresh, the coffeehouse culture especially hooked my son, and the ease of getting around, either by walking or taking advantage of the transportation offered by Reykjavik Excursions, made our visit a pleasure. There was so much to see and do, and the fact that it was only a 4.5 hour plane ride from Boston, MA made it an easy travel choice for us. We will definitely return.
- My visit was filled with so much wonder and beauty both in the city of Reykjavik and outside of it. I love the swimming pools, museums and shopping in the city, and the food was amazing as well. I loved the snow and the shifting weather patterns and the fact that any outdoor gear I needed I could buy in downtown Reykjavik. I liked the ruggedness of the country, even the horses are rugged. Speaking of which, I loved my time riding at Laxnes Farm. I found many of the Icelanders I met to be very socially conscious and willing to talk about the culture which is always a welcoming feeling. I loved the culture that I experienced and what was explained to me. I want to learn more!
- In the winter, the short day is very beautiful because it is an all day sunset. If anyone enjoys the outdoors, this is a city/country for them. I really want to return during the warmer season to experience the extended day and the nightlife!
- Between the viking history and the natural wonders created by the geothermal phenomena of the Iceland, there is so much to see and experience in Iceland. I recommend it to everyone who asks me about my trip.
- My wife and I really enjoyed the natural beauty, history, culture, food, and the warmth of the people.
- Natur.
- Natur og hyggelige mennesker.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Natur und Natürlichkeit.
- Natur, Gastfreundschaft.
- Natur, Ruhe, Angeln, Bevölkerung.
- Natur, Weite der Landschaft, Freundlichkeit der Bewohner.
- Natural beauty.
- Natural beauty.
- Natural beauty and friendly people.
- Natural beauty, ease of getting round, openness to tourism.
- Natural beauty, easy access and friendly locals.
- Natural beauty, focus on renewable energy and sustainability, egalitarian society, interesting history, Viking sagas.
- Natural beauty, people, adventure.
- Natural beauty, Skyr!
- Natural beauty, easy access.
- Natural beauty. Geological extremes present in one country. Not as distant from the USA as most of Europe.
- Natural beauty; geographic and geological history/features.
- Natural hot thermal springs and lovely people. Beautiful when covered in snow.
- Naturaleza.
- Naturally Gorgeous place, not very populated! So many things to see, needed more time! Great food and lovely people!
- Nature.
- Nature, good accomodations, Icelanders.
- Nature, can be much cheaper than many people think (= it is not necessary to have the stay here expensive if one does not make it expensive)a, locals (with their kindness or openness) and Iceland as a paradise for hitchhikers.
- Nature, Hospitality, Adventure.
- Nature, hot springs, photography.
- Nature, people, arts, music, glaciers, police without guns, incredible landscapes, amazing swimming pools with geothermal waters, hundreds of waterfalls and loads of musicians.
- Nature, people, design: all are special.
- Nature, weather conditions, scenery different from any other country.
- Naturen.
- Naturerlebnis.
- Nice nature and nice people.
- Nice people. Beautiful scenery. There're many interesting activities to join such as glacier walk, golden cirde, whale-watching, blue lagoon and horse riding. There are also free walking tours in the city area. Fresh seafood is also one of the highlights.
- Nice place to visit good food and countryside.
- Nice place, friendly people, easy to get around.
- Nice scenic views.
- Nice, attractions.
- No other place like it in the world.
- Northern lights, cheap flights from BWI airport, beautiful adventure travel destination, the friends i made on my visit.
- Northern lights. Glaciers and volcanoes.
- Not overrun with tourists. Quality people and experiences. Wild natural environment.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- On y trouve des paysages uniques au monde.
- One can see a variety of natural attractions within a relatively small area, and within a few hours of driving distance.
- One of a kind landscape, natural phenomenon (aurora, lagoon) - can't find it anywhere else.
- One of the best countries we have ever been to. Stunning scenery.
- One of the most spectacular places on earth.
- Original, authentic, outstanding.
- Our trip from Reykjavik to Vik allowed us many opportunities to stop at something just a few kilometers off the main road, making it easy to see and do many amazing things in a short time.
- Our trip was amazing. The surroundings were beautiful, there was lots to do, and literally not enough daylight to do it in.
- Outstanding natural beauty.
- Parce que c'est absolument magnifique !
- Parce que c'est un pays incroyablement beau qu'il fait visiter au moins une fois dans sa vie.
- Parce que c'est un pays magnifique et très intéressant, on y respire bien, les gens sont d'un accueil royal, des paysages à perte de vue et faut dire que c'est reposant malgré toutes les activités à faire là bas. Et je ne cache pas que je le recommande à condition qu'on m'emmène à nouveau.
- Pays magnifique.
- Paysage.
- Paysages incroyables, nature sauvage, lumière magnifique.
- Paysages magnifiques.
- Peace & Quiet, Relaxation, adventure.
- Peaceful, majestic, isolated, great people.
- Peaceful, quiet, kind and nature as it is.
- Peaceful. Gorgeous environment and welcoming people. Unique.
- Pease molto bello e persone interessanti. Prezzi abbastanza ragionevoli.
- People.
- People are friendly, the history is interesting, it's beautiful, it's easy to travel there from New York, it's different than other vacation destinations.
- People lovely, lots to see, different experiences.
- People presume Iceland is small with not much to do but from our only three days we know there is far more to see and do than three days allow. We have already decided we must come back!
- People so friendly and welcoming, good public transport, clean roads and good food, beautiful scenery.
- People very friendly/ landscape is beautiful.
- People, food and natural beauty.
- People, landscapes and food and deep traditional Viking culture.
- People, nature, history/culture.
- Per gli stupendi panorami e scenari.
- Per scoprire la natura selvaggia.
- Perche' e' un paese che rispetta la natura.
- Place with beautiful countryside.
- Pleasant climate during winter season. Friendliness of your citizens, safe feeling, and walkable destinations in Reykjavik. Communication in English is an asset.
- Plenty of scenic places, nice people, safety to travel alone or with couple.
- Plenty of things to do, Northern Lights, Whale Watching, various tours and attractions, a very good selection of shops, bars and restaurants.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Plenty to do IN Reykjavik, easy (in theory) to get out to the countryside, people are friendly to tourists, and you are able to use English to communicate.
- Por lo bello de los paisajes, la amabilidad de las personas y los fenómenos naturales únicos que presenta el país.
- Por que es una experiencia muy bonita recorrer los pueblos y sus paisajes, ver cosas muy diferentes a lo que estamos acostumbrados.
- Por su belleza, naturaleza y sensación de aventura.
- Por su increíble naturaleza.
- Por su naturaleza y por ser diferente a todo.
- Por sus paisajes.
- Por sus paisajes y naturaleza para ver. Un viaje diferente.
- Por sus paisajes, la calidad de la oferta hotelera y la amabilidad de la gente.
- Porque es naturaleza pura.
- Porque es un lugar único en el mundo.
- Porque es un lugar único en sus paisajes, baja densidad poblacional, muchas actividades relacionadas con la naturaleza.
- Porque es un sitio increíble, mágico y parece otro mundo.
- Porque es una paraíso de naturaleza.
- Porque me ha encantado el lugar.
- Porque sus paisajes hacen que valga la pena decidirse. El respeto que tiene la sociedad a la naturaleza es digno de ser visto y experimentado. La confianza de la que está hecha su pueblo, hace que uno mismo vuelva sus propios orígenes. Islandia para mí fue una puerta para encontrarme con mi yo interior, su energía es muy palpable.
- Pour la beauté de ses paysages mais également pour sa culture et pour sa population au ton direct et engagé. Et puis pour ses artistes.
- Pour le dépaysement total du décors, la possibilité de voir des aurores boréales et les possibilités touristiques qu'offre ce pays (rando, détente..).
- Pour les paysages, le prix encore abordable, seulement 3 heures de vol, une compagnie low costs (Wow). et puis les islandais sont très gentils et souvent drôles.
- Pour les points de vue.
- Pour venir s'y ressourcer et profiter d'un cadre magnifique.
- "Pragtfulde naturoplevelser."
- Vi mødte mange venlige og imødekommende mennesker."
- Pretty.
- Primarily the unique and beautiful nature. And the wool of course. :) Also the easygoing cafe/bar culture could be a point.
- Pristine beauty, wonderful people, wonderful culture, healthy food, no drone regulations.
- Pristine country with very friendly residents and a safe environment for people, especially families with children. Beautiful natural wonders, easy to navigate.
- Pristine. People are wonderful and very knowledgeable. Scenery is breathtaking and no litter, crowds or smog.
- Quick before it gets too built up with skyscrapers blocking the views of the ocean and snow cap mountains. Or the thrift stores get pushed out by big corporate stores.
- Quick getaway from US with a number of activities to do in any weather.
- Quiet and peaceful.
- Quiet, very many places to hike. Topography is very appealing.
- Rarely seen nature and wonderful facilities for travelers.
- Really enjoyed my trip, think I will definitely return.
- Really enjoyed our experience, friendly people and lots to see.
- Refer to the 3 most memorable things about Iceland. But really, the scenery is out of this world, nothing we can ever get anywhere else in the world!



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Relatively easy travel destination.
- Relatively inexpensive flights from US East Coast, unreal landscapes unlike anywhere else, great for hiking/exploring/photography.
- Relatively unpopulated, off-the-grid. Lots of interesting sites/chances to explore the wilderness.
- Release and closer to nature.
- Reykjavik is a nice city and the rest of the country (at least what I saw) is incredibly beautiful and different from anything we have at home.
- Reykjavik is really a wonderful city with lots to offer, but just outside there are plenty of exciting outdoors destinations to see. We really enjoy outdoor sports/hiking as well as learning about earth science so this was really the perfect destination for us!
- Rugged natural beauty.
- Ruhe, landschaft, sicherheit.
- Safe and wonderful. Impressive experiences.
- Safe place to travel, Beautiful and nice people.
- Safe place. Beautiful and special scenery.
- Same reasons I provided for what is memorable about Iceland.
- Scenic views and friendly people.
- Scenic, cool, edgy, friendly, amazing geology, culture.
- See more beautiful scenery.
- See my answer above on the 3 amazing reasons why I would absolutely recommend Iceland.
- See previous answers.
- Seems like an interesting and clean place to travel. Not too over crowded and touristy. Easy to navigate. Downside is people tend to be less friendly and helpful. Lack of speaking English as well at least in the airport for help.
- Sehenswerte Natur.
- Sehr beeindruckende Landschaft, ganz anders als Zuhause, kombiniert mit sehr gutem Service.
- Sehr nette und hilfsbereite Menschen; Möglichkeit eines Stopovers auf dem Flug nach Kanada/Amerika.
- Short direct flights from Norway. Perfect long weekend destination. We are coming back fishing.
- Short flight.
- Short flight from NYC. Hotel was a great location close to city.
- Short flight, easy to get around.
- Sights never before seen and can not be found in USA.
- Sightseeing.
- Significant natural resource with northern Europe atmosphere.
- Since I decided to take this trip with my grandma, I shared my trip on Facebook.
- I am a simple person, not a VIP, and the album of the trip, or single pictures received per average 200 likes per update. I was astonished.
- I received dozen of messages on whatsapp and via messenger of people „thank you“ for sharing my trip and describing so well emotions, stories of Iceland (one of the most appreciated was that one on Axlar-Björn) and being able to capture all this placed with my smartphone.
- During this trip I was with my grandmother (it was her dream to see the northern lights) and I think I encouraged many people to consider this country because I was with her and people could see the smile on her face.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- I recommend this trip because it is impossible to describe or capture the emotion of seeing this wide panoramas, the limitless ice and sea, where- as you say- ice and fire live together. And because I was really astonished by the fact that many Italian traveller-friends and web influencers/blogger (I work as a Digital PR so I am personally connected to many many bloggers and web influencers) didn't know anything about this amazing country.
- Smallish country with a diversity of things to see and do. Very clean, delicious and safe food. Beautiful and nice people.
- Smuk natur.
- So beautiful and an easy international destination as many speak English and its easy to navigate.
- So different than anywhere else. Good transportation options. Very good food. Music scene.
- So different to anything you can experience anywhere else.
- So different to other countries, unique lifetime experience.
- So many reasons! This was our second visit. We recommend it because of: ease of getting around the country; local support of tourism; amazing landscapes; great food; affordable places to stay via AirBnB. Plus: amazing dairy and great lattes (important for someone from Seattle!).
- So many things to do.
- So much to explore.
- So much to see and do.
- So much to see and do, no matter what season you go in.
- So much to see and do. And lots of good food.
- So much to see and do. Geography is stunning.
- So raw and unlike anywhere in the world I've ever been!
- Some where different. Reykjavik has a nice feel to it. Northern lights!
- Something different.
- Something for every age group. Or activity level. Ice caving and hiking to just soaking in hot springs for a relaxing vacation.
- Something for everyone in Iceland - there's adventure, festivals, pools, food, outdoor activities, nature, animals, and natural wonders like the lights.
- South and capital.
- Soy de México, en Islandia pude ver cosas que jamás imagine, sentir un frío diferente, cultura, comida, todo es tan hermosamente diferente y asombroso que estoy seguro que a todos les gustara ver eso. El idioma es maravilloso y tan difícil!!! Qué lo hace muy interesante Aprendí algunas palabras y se las enseño a todos mis amigos, la primera palabra que aprendí fue ""tag"" quería decir a cada persona que conocí en Islandia.
- Special nature, unlike other places.
- Spectacular landscape. Organization and ease of travel. Interesting food and unique culture.
- Spectacular scenery.
- Spectacular scenery. Geology in the raw.
- Splendid landscape view.
- Still pure nature land and developed with very old tradition culture, history , language.
- Stunning beautiful landscapes and amazingly friendly people.
- Stunning beauty, people, amazing food choices.
- Stunning natural beauty.
- Stunning natural beauty and friendly people!!
- Stunning nature, very different from other places. Friendly people.
- Stunning nature, very much to see, nice people and tasty food, there is really much to experience for a nature lover.

# REASONS - RECOMMEND (9-10)



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Stunning scenery.
- Stunning scenery and friendly people.
- Stunning scenery and great people.
- Stunning scenery found nowhere else on Earth.
- Stunning scenery, friendly and helpful locals. Excellent opportunities to do activities.
- Stunning scenery, friendly people and good food. Relaxed atmosphere but plenty to do and see.
- Stunning scenery, friendly people, easy to drive around to the best sites.
- Stunning scenery. So many highlights in such a small area.
- Stunning topography. Cozy cafes great music and culture.
- Stunningly beautiful scenery, peace and quiet, delicious food, lovely friendly people. It's totally unlike anywhere else we have visited. This was our fourth trip.
- Such an amazing, naturally beautiful country with lovely people.
- Such natural beauty and very easy to navigate/get around.
- Such unusual landscape and things to see.
- Super friendly people, beautiful country, good food.
- Superbes paysages, belle nature, destination unique en Europe.
- Surreal landscapes, friendly people, no place like it!
- The amazing scenery and fun activities, ability to get away from Chris.
- The amazing unique and spectacular landscape!
- The beautiful landscape and ease of travel.
- The beautiful scenery.
- The beauty.
- The beauty and uniqueness of the country.
- The beauty of Iceland is beyond imagination.
- The beauty of its places and kindness of its people.
- The beauty of the country, friendly people. Great for hikers and horseback riders.
- The beauty of the island and the friendliness of the people.
- The beauty of the landscape is like nothing I have ever seen. It was easy to let my imagination run away with me staring out the window of the bus.
- The beauty of the landscape which is unrivalled to any other country.
- The country and its people are beautiful and unique. It is fairly affordable if you remember to cook your own food instead of going out all the time, and it's not your „typical“ travel destination.
- The country is absolutely beautiful.
- The country is amazing, the people are so friendly, and the sites are unreal.
- The country is beautiful ad the people are very nice.
- The country is beautiful and we had a fantastic time driving around Iceland taking pictures. It's so peaceful there and it's a great place to decompress.
- The country is beautiful, the people are friendly, and travel and accommodation is very easy to arrange.
- The country is beautiful, the people were friendly and the history was amazing.
- The country is beautiful. People are very friendly.
- The country is incredibly beautiful naturally and offers plenty of new things to experience.
- The country is incredibly safe, it's a unique destination that has features not found anywhere else on earth, the residents are incredibly warm, and it's a relatively short flight from the US.
- The country is one of the most beautiful and pristine places on Earth, the food is amazing, travel time from NYC is short relative to other unique vacation locations, people are kind and hospitable.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- The country was beautiful and the people were thoughtful and kind. The geography was AMAZING! We loved the cozy home we stayed in, the restaurants we tried and just generally the 'vibe' of Iceland.
- The country was incredibly beautiful; the hot springs and hot pots were constantly enjoyable; everyone we met was very friendly and kind.
- The different things to see.
- The dramatic landscapes, interesting history, friendly people.
- The ease of travel, organization of Tourist activities, clean and uncrowded, the raw natural beauty of the area where we traveled, English spoken.
- The fantastic natural settings, educational experience of geothermal sustainable living, Viking culture and history of the Icelandic people.
- The fantastic nature. It's close to Sweden and you can easily combine it with a trip to the US.
- The Icelandic nature is wild and raw - stunning. Very much different from the Danish.
- The Icelandic people were very accommodating. It was easy to communicate. Beautiful scenery.
- The incredibly nice and welcoming people, the national parks and sites, the tours that are available and the food!
- The interesting blend of terrains and landscapes. The people were friendly and helpful. The ability to camp on the side of the road and see utterly beautiful sunrises was breathtaking. The long rich history and the museums that preserved it were high quality and well done.
- The island is beautiful. Even for those who aren't very "outdoorsy" it is still there are still plenty of things to do (visit one of the hot springs, see geysir, look for the northern lights). The landscape is stunning.
- The isolation is relaxing.
- The land is beautiful, the people are friendly, it is easily accessible as an English-speaker, and it is very safe.
- The land is unique and beautiful. The people are very friendly.
- The landscape and culture are unique. With no neighbors to influence it, Iceland has a history and culture all its own.
- The landscape and the people. The fact that it is different.
- The landscape is absolutely breathtaking. The culture, the food, the people are all things that everyone should experience at least once.
- The landscape is amazing for hiking, scenic driving, and photography, people are friendly and helpful, and almost everyone seems gifted artistically in one way or another.
- The landscape is amazing. There is so much to see and experience that are so unique.
- The landscape is awe inspiring, and the people extremely friendly. It is a fun destination but also extremely safe.
- The landscape is beautiful and unique. The flights there are fairly inexpensive. There is so much to do!
- The landscape is beautiful, and it has a fairly convenient location to the US.
- The landscape is breathtaking. It is the most magnificent place I have ever visited. The food is delicious. The people are friendly. There is so much to see and do.
- The landscape is incredible and the people are very nice.
- The landscape is incredible.
- The landscape is unlike anything my loved ones have ever seen in person and they need to see it to believe it, photos just don't do it justice. The Icelandic people are warm and welcoming and make a trip in a foreign land feel like a visit to an old friend's home.
- The landscape is very different to most countries in the world - it is beautiful.
- The landscape itself is very unique, one of its kind. the sights are just simply magnificent and I would definitely recommend people to visit Iceland. Coupled with friendly people, what more could ask?
- The landscape seems out of this world! Untouched beauty everywhere, you feel like you're somewhere really special and unique. Also, love how sustainable and eco-friendly everything is.
- The landscapes are amazing and nothing like you'll see in any other country.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- The landscapes were mind blowingly different every few miles. The experiences were diverse. We came in Autumn but I can imagine each season having a really unique vibe:).
- The most beautiful country I have ever seen. Clean, safe as well. Food is good.
- The most natural, real place I have ever visited, did not seem like a huge tourist trap, loved the cold and how different it was.
- The natural beauty.
- The natural beauty and traditional culture.
- The natural beauty is unparalleled to what I've ever seen, and it's an easy trip to make.
- The natural beauty of Iceland. The friendliness of the Icelandic people. The easy travel and short flight from London. The fabulous service in hotels, shops and attractions. Plenty of things to see and do. It's not as cold as I imagined!
- The natural wonders are marvelous! Unlike anything I've seen before, such diversity of landscapes. As an outdoor enthusiast I would highly recommend visiting camping and hiking and just being outside.
- The nature.
- The nature.
- The nature and landscape are magnificent.
- The nature is beautiful that you need to see. It is also a perfect stopover or for a getaway.
- The nature is beautiful, the local people are friendly, there are many things to do and see.
- The nature is beautiful, the people are quite friendly.
- The nature is fantastic.
- The nature is pristine and the people are friendly.
- The nature of the landscape and extremes living side by side impacts on body, soul and spirit. It highlights where I am not at peace with myself simply by finding myself in context of the powers of nature. It is unsettling in a constructive way. People are trusting and friendly and there is an unpolished quality in the human spirit. However, I am concerned what tourism does to your beautiful country and its people.
- The nature was amazing and I can't wait to visit again! It will also surprise people that it is not such a cold place after all.
- The outstanding scenery and nice people and very easy road tripping. Not packed with people.
- The package deal through Icelandair made the trip quite affordable. Tourism and transportation was highly organized and accessible.
- The people are friendly & helpful, there are so many unique natural phenomena to see, museums & the best drinking water in the world!
- The people are friendly and the atmosphere is like nowhere else in the world. This, combined with truly unique sights and sounds, makes it a must visit location.
- The people are friendly, the culture is fun, and the landscape is gorgeous.
- The people are friendly, the landscape is impressive, and there is a plethora of outdoor activities you can take part in to truly experience life on the island. Iceland is a unique place, and while it's tourist-friendly it doesn't appear to sacrifice its culture and heritage.
- The people are genuine and friendly, it is unbelievably beautiful, there is something for every single type of person to enjoy, it is safe, and FUN!
- The people are lovely, the landscape is spectacular and the activities you can take part in are so varied.
- The people are nice, the country is beautiful.
- The people of Iceland are so over the top nice.
- The people are very friendly, helpful and speak English. There are some amazing sights and one of a kind experiences. Plus it is a great solo destination for solo travelers like myself.
- The people are very friendly, it's a short flight, Reykjavik is beautiful, the natural phenomena are great, and Iceland's history is both interesting and important as a part of Euro-American history.

# REASONS - RECOMMEND (9-10)



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- The people are very nice. I received great customer service throughout my trip. The prices are also within means and the country is beautiful. I felt the architecture the scenery and the cuisine was very thoughtful and modern.
- The people are warm, the geography is stunning, the food is delicious, the history is fascinating, the architecture is beautiful and there is so much to see and do!
- The people the scenic beauty the fresh air.
- The people were astounding and the scenery is like nowhere else in the world.
- The people were friendly, the scenery was amazing, the food was good even if it was a tad expensive. I loved the whole experience.
- The people were so polite and kind. The food was wonderful. Everything was very tidy and clean. The natural beauty was amazing.
- The people were wonderful, the landscape was majestic, powerful and serene, and I loved the weather.
- The people, the scenery, the saga, the waterfalls, the beauty, the majesty, the language, the Northern Lights, Fire & Ice, ALL INCREDIBLE. We hope to return in the summer!
- The photographic opportunities are amazing.
- The price and the ease of flying from Denmark.
- The reason of recommendation would be the unique nature and beautiful landscapes on the island.
- The relaxing atmosphere, the unique food and people.
- The scenery.
- The scenery and natural wonders. Also the extreme sports.
- The scenery and the people.
- The scenery and unique travel experience.
- The scenery in Iceland was magnificent and can't be missed. We found everyone around the country to be extremely friendly and it was very easy getting around. Another reason we would recommend Iceland as a travel destination is because there are now several low-fare options from the US.
- The scenery is amazing, the people are nice, driving rules are similar to the U.S. Easy to get around and see interesting and dramatic scenery. A seafood lovers dream destination.
- The scenery is unlike many places in the world and the country is easily navigable. There is wifi everywhere which makes getting information and making decisions on the fly very easy and convenient.
- The trip from Halifax during the summer flights is a short trip. The people are friendly and the food is excellent.
- The unique landscape and the commitment to tourism.
- The unique, natural beauty of the landscapes and friendly people.
- The views are phenomenal where I have never seen in other places around the world. People and animals are friendly. Environment is super clean.
- The views, the food the people. Is a beautiful country.
- The weather, the landscape and the detachment from western society.
- There are natural sightings that are not seen in many other places in the world (e.g. Geysir).
- There are several unique items which is not available in the other European countries and can enjoy nice food.
- There is a lot of outdoor activities to do on Iceland and it is a very beautiful and unique country.
- There is a lot to do whether it's nature, spa, food, etc. The natural beauty of the country is worth seeing. Also, Reykjavik was a beautiful city with a lot to do and good food.
- There is enough variety from sightseeing to excursions to bars and variety of restaurants to appease anyone.
- There is great topographical variety with pure landscapes, exciting outdoor destinations, and beautiful views and experiences.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- There is nowhere else that I have been (and I have been to over 40 countries) that looks like Iceland. This was my 5th visit and I certainly plan to go again. The landscape is breathtaking and the people are extremely friendly and helpful. I really love that you can drive for miles and not see any sign of civilization. I feel such a connection to nature and a sense of peace there. And although I usually try to learn a few phrases of the language I find that if you only spoke English you would not have any trouble at all. I have actually encouraged many people to go to Iceland and several have and all of thanked me.
- There is so much to do and the scenery is out of this world. Compares to New Zealand as our most favourite destination now. Such a beautiful calm place.
- There is so much to see. A totally unique experience.
- They can see something different to what they can see in continental Europe. Beautiful nature, healthy - fresh air. You can see different way of life that is dictated by the climate and weather, taste traditional food. You can't see famous brands like McDonalds or Starbucks that make Iceland an unique in their own way country.
- They will understand when they arrival in iceland.
- This is beautiful place, possibility to see the northern lights and eat delicious food.
- This is my second trip there. The fact that everyone speaks English. The locals pride in their culture and friendliness.
- Tiene muchos lugares que ofrecer. Paisajes preciosos y experiencias inolvidables.
- To me this was the first trip to Iceland recomende by my wife and father. Iceland is a fantastic place with lot's of possibilities for adults and children to share the same interests for nature, history and exploring great attractions within short distances.
- Tolle Eindrücke und die Weite.
- Tolles Land aus Feuer und Eis.
- Totally different experience. A beautiful and natural country with many natural wonders.
- Travelling around was very easy and there is lots of different things to see and do. It's a very engaging holiday.
- Très belle découverte.
- Unbeatable unspoilt landscape.
- Unglaubliche Erfahrungen und atemberaubende Natur.
- Unglaubliche Natur, wenige Menschen, anders als alles andere.
- Unica ed indimenticabile. In pochi giorni si vede di tutto. Facilità di organizzazione Cordialità delle persone.
- Unique.
- Unique.
- Unique.
- Unique & beautiful landscapes. The people were very tourist and English speaking friendly which made communication easy.
- Unique & beautiful natural landscape, very clean & safe, great food and friendly, helpful & interesting Icelandic people.
- Unique attractions you can't find in other countries, also how efficient and set up for Tourism Iceland is.
- Unique beauty, good food, friendly culture, easy to travel.
- Unique country.
- Unique country, beautiful geological features, nice culture, adventurous. Blue Lagoon was a wonderful experience!
- Unique country, wonderful people, completely different from home.
- Unique destination.
- Unique destination and culture, natural beauty and diversity of landscape, friendly people, easy travel from USA.
- Unique environment, interesting geological features, midnight sun, northern lights, different food experiences such as puffin, whale and shark, geysirs.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Unique experience and high quality services.
- Unique experience, friendly folks and activities for a variety of interests.
- Unique experiences. Lovely people.
- Unique geology, stunning natural beauty, clean towns and renewable energy, warm, open, friendly people, low population density, wonderful sense of history and culture.
- Unique incredible experience.
- Unique landscape, affordable, easy to travel to, friendly people, good food, English speaking.
- Unique landscape, potential for different types of holiday, relatively safe.
- Unique landscapes.
- Unique one of a kind place.
- Unique place, lovely people.
- Unique scenery.
- Unique scenery, easy to converse in English, fun cultural experiences not yet highly commercialized.
- Unique terrain, nice people.
- Unique, awe-inspiring natural attractions - good restaurants - friendly people.
- Unique, beautiful landscape. Lovely people. Delicious food. Hot springs.
- Uniquely beautiful, strange and awe inspiring, a dream.
- Uniqueness, healthful cuisine and water, literacy of Icelanders, Hilton was excellent.
- Uniqueness, Icelanders are doing a terrific job with tourism.
- Unlike any other country. Beautiful and mostly untouched. Friendly people etc.
- Unlike anywhere else.
- Unlike anywhere I have been before. Friendly locals. Great food. Homely accommodation. Beautiful landscapes, Northern lights and easy flights.
- Uno de los países más hermosos que visité en mi vida.
- Unparalleled natural exploring and picturesque beauty.
- Unspoiled nature, very clean, friendly people.
- Unusual country and lovely people.
- Unusual destination which is very easy to get around, & has beautiful scenery & the chance of seeing northern lights.
- Unusual environment, great people, good food, fun place.
- Unusual travel destination with interesting geography, fresh air, clean water and friendly people who want to make your visit enjoyable.
- Unusual, unique, friendliness of people, cleanliness, environmentally friendly, ability to walk around city.
- Único en el mundo.
- Variety of things to do, lots of nice restaurants, quite unique attractions.
- Variety of things to experience, and the beauty and uniqueness of the landscape.
- Varme kilder, natur, folket.
- Very beautiful & nature place. I can't believe it's real amazing world where I can see in my eyes!
- Very beautiful country and enough to do.
- Very beautiful country. Lots to do. Nice people.
- Very clean and beautiful country with warm hearted people.
- Very close by and a lot of outdoor activities.
- Very different.
- Very different and nature.
- Very different scenery lovely people.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Very different to the Uk, people are friendly and helpful.
- Very friendly people and beautiful country!
- Very friendly people, unspoiled, and wonderful place for photography.
- Very friendly place, great nature experience and the country was well equipped for tourists.
- Very interesting and friendly.
- Very interesting history and geology.
- Very interesting landscape and Reykjavik was fun to explore.
- Very interesting things to see and do.
- Very likely.
- Very likely. It was one of our favorite trips!
- Very nice travel destination with many types of activities for all to enjoy.
- Very nice views.
- Very relaxing, beautiful scenery and pleasant surroundings.
- Very unice.
- Very unique compared to other places.
- Very unique looking place, really nothing quite like it. The city has interesting parts and navigating around is easy.
- Vi var selv kun i transit til usa. Men vi meget gerne tilbage og udforske Island.
- Viel Platz, gute Luft, viel Natur, eindrückliche Erlebnisse.
- Vielfältig.
- Vik.
- We are on a 6 month round the world trip, and Iceland is by far our favourite country visited. The vast and ever-changing landscapes, the volcanos, geysers, hot pools, icy waterfalls, icebergs, lakes, and of course the Aurora! It was so special to us that we got engaged in Iceland as well!!! We hired a car and travelled the loop around the island in 7 days (2100km in total) and were constantly amazed with what we saw around every corner. Thank you Iceland!!!
- We enjoyed our trip to your country. It's fascinating to see Geysir and to take a bath outdoors in the winter. Your nature is fascinating.
- We enjoyed the entire week we were there. The scenery was beautiful. The people were friendly and there was an adventure always available.
- We enjoyed the uniqueness of the country and also the accessibility. There are a variety of tours available for sightseeing. There are also a number of different types of accommodation and restaurants for people to choose from.
- We had a blast and enjoyed everyday we were in Iceland. We went to Iceland to have an adventure and we did. We walked on a glacier and saw many beautiful sights. The people were easy to relate too and we felt very comfortable on our visit.
- We had a fabulous time and it is a geographer's paradise.
- We had a great time.
- We had a great time.
- We had a great time.
- We had a great time. Beautiful place.
- We had a very nice time. We stayed in a very nice apartment and the Country is beautiful!
- We had a wonderful experience mostly due to booking our tour with Gate 1, but the Icelandic people are very, nice and very welcoming.
- We had a wonderful experience. Iceland is a unique place and well worth a trip.
- We had a wonderful, but short, weekend in Iceland. We loved the people, the sites, and the beer.
- We had an amazing honeymoon and would definitely come back again ourselves, so wouldn't hesitate to recommend it.
- We have nothing but wonderful things to say about our trip and everyone that we have talked to about it says Iceland is on their Bucket List; so we say You Must Go Then!!



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- We loved every minute of this (our second) trip to Iceland. We concentrated our days in Borgarfjordur and Snaefellnes this time. Beautiful landscape. Great hikes. Great scenery. Fabulous hotel with unexpectedly delicious meal. All capped off with an incredible display of the Northern Lights.
- We loved it! It was beautiful, the people were so friendly and spoke amazing English, loads of things to do.
- We loved it, family friendly and so unique.
- We loved our trip to Iceland. We enjoy being active & outdoors, so the trip was perfect for us. Our friends who have seen our pictures are already talking about planning a trip!
- We thoroughly enjoyed our trip from start to finish. The scenery was stunning, food was good and the locals so friendly.
- We thought Iceland was absolutely beautiful and offered so much to see and do.
- We were in Iceland for just a few days and yet were struck with all the opportunities for explorations and adventure. There was scarcely time to touch the surface. Since we are excited about all the other adventures possible, and would ourselves remain, it makes it easy to get excited about others traveling to Iceland.
- Wegen der beeindruckenden Natur.
- Wegen der beeindruckenden noch unberührten Natur die sich nicht darum kümmert was wir Menschen so wollen.
- Wegen der grandiosen Landschaft, den Naturgewalten und der freundlichen Menschen.
- Wegen der Natur und der Unberührtheit der Landschaft.
- Wegen der Naturschönheiten und -Kräfte.
- Wegen der schönen unberührten Landschaft und der interessanten Geologie.
- Wegen der vorne angegebenen 3 Gründe.
- Weil das Reiten einfach ein Erlebnis ist, dass man nur hier so bekommt und weil die Natur sehr interessant ist.
- Weil die Landschaft und die Stimmung sehr beeindruckend ist.
- Weil die Natur schön ist.
- Weil diese Insel so viel beeindruckendes bietet.
- Weil es ein interessantes Land mit vielen Eindrücken ist die wie ich finde man einmal im Leben gesehen haben sollte. Und die Menschen dort sind sehr freundlich und aufgeschlossen.
- Weil es ein sehr schönes Land ist.
- Weil es ein unglaublich tolles, vielseitiges und beeindruckendes Land ist. Weder Polarlichter noch Wetter noch die unendliche Weite kann man glauben, solange man es nicht gesehen hat.
- Weil es ein wunderschönes Land ist, und ich den Urlaub sehr genossen habe!
- Weil es ein wunderschönes Land mit einzigartigen Landschaften ist.
- Weil es eine extrem große Vielfalt als mögliches Reiseziel bietet.
- Weil es mein liebstes Reiseland ist. So viele einzigartige Naturwunder und überwältigende Naturschauspiele. Natur pur genießen mit den Islandpferden ist ein unvergessliches Erlebnis.
- Weil es noch nicht auf Massentourismus aufgebaut ist.
- Weil es schlichtweg beeindruckend ist.
- Weil es sehr speziell ist und unkonventionell. Sehr naturbelassen.
- Weil es wunderschön, interessant und abwechslungsreich ist.
- Weil Island ganz anders ist als Deutschland; weil die Natur so beeindruckend ist; weil es toll ist sowohl Berge als auch das Meer beieinander zu haben.
- Weil Island unglaublich schön ist.
- Weil man es ein Mal gesehen haben muss.
- Weil man in Island pure Erholung erleben kann. Keine Hektik, kein Stress.
- Weil wir eine tolle Zeit dort hatten, die Landschaft sehr schön und unberührt ist und man Island von Deutschland aus gut erreichen kann.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Well a real place to discover however it seems that life is quite expensive hence the commodities were deary. I think seeing northern light is what it attracts everyone to see, and were privledge, to experience it, but Iceland can give more other than northern light which is unpredictable. Also I hope that food can be considered too to be a little bit more cheaper, not to compromise the quality.
- Well...just... It's wonderful country.
- Wenn jemand die spezielle Natur liebt, auch im Winter und den Norden von sich aus liebt, ist es ein Muss, einmal nach Island zu reisen.
- We've been there 5 times so it speaks for itself! Iceland is the most beautiful country I have ever visited and I have inspired 5 other people to go in the last year.
- What I have commented on most often is the free stop over offered by Iceland Air.
- Where we live in USA is similar to Reykjavik, the people in Iceland are much friendlier though. The landscape is beautiful in Iceland and there is plenty to do even in the middle of winter. Many great restaurants and shops are in Reykjavik as well. Everything is very accessible on foot or by bus.
- While it is a bit pricey, the stunning natural beauty, nice locals, fascinating history, great food & drink, hot springs, hiking, boating etc. combined with its proximity to the US and new, inexpensive flights make it a great place to visit.
- Wild nature, unlike what we have here. Lamb that is delicious because it is raised well, unlike what we have here. Unusual and beautiful sights, and the hot springs, of course.
- Wir sind begeistert von diesem Land, Natur, Menschen, Vulkane, Eis - einfach herrlich.
- Wonderful allround experience.
- Wonderful contrast to my usual lifestyle, friendly people.
- Wonderful experience of nature.
- Wonderful experience. Great service in restaurants etc. and everyone speaks excellent English.
- Wonderful fun town with lots to explore.
- Wonderful icelandic adventure, unspoilt nature- starting to save for our next trip. Aiming to head north of Iceland next.
- Wonderful natural areas.
- Wonderful natural sites to visit, great people, easy to get around, well priced tourist destination.
- Wonderful place.
- Wonderful place to see nature at its most apt, filled with kind people and a great country to see.
- Wonderful places to see - beautiful island.
- Wonderful scenery, food, welcoming people.
- Wonderful views, lot of natural wonders and its just remote enough to allow you to get away from the grind of big city living.
- Wonderful, nice, environmentally friendly country.
- Wonderful, unique experience - English Friendly - easy to be a tourist and feel like a local.
- Wounderful senery, different.
- Wunderschön, außergewöhnlich, Natur, Abenteuer.
- Wunderschöne Landschaften.
- Wunderschöne Natur.
- Wunderschöne Natur, Landschaften, Berge und Wasserfälle; wenig Zivilisation, ruhige Nächte, Polarlichter, schöne Sehenswürdigkeiten, nette Menschen. Einfach traumhaft.
- Wunderschöne, abwechslungsreiche Insel, nette Menschen, viel eindrucksvolle Natur.
- Wunderschönes Land.
- YES.
- Yes.



## Sp.10. Why are you likely to recommend Iceland as a travel destination?

- Yes!!
- Yes!!
- 享受自然生活 還有美麗的極光 (translation: Enjoy the natural beauty of the aurora live there).
- 值得去体验的北欧国家 (translation: Worth to experience Nordic countries).
- 可玩的项目很多，景色十分壮观，不枉此行 (translation: Playable many items, the scenery is spectacular, the trip worthwhile).
- 在冰岛的体验很特别，是别的地方无法达到的。 (translation: Iceland's experience is very special, can not be achieved elsewhere).
- 地广人稀，美景如画 (translation: Sparsely populated, picturesque scenery).
- 很放鬆很輕鬆很適合自助旅行的一個旅遊景點 (translation: Very relaxed very easily for a backpacking tourist attraction).
- 景色非常美丽，蓝湖的温泉很适合放松，美食。冬天的冰岛十分让人惊艳。 (translation: The scenery is very beautiful, very Blue Lagoon spa for relaxing, food. Winter Iceland is amazing).
- 有北极光，是一块没有开发的璞玉，是一个值得探索的地方。 (translation: There Northern Lights, is an undeveloped diamonds in the rough, is a place worth exploring).
- 温泉，极光 (translation: Spa, Aurora).
- 环境，人文景观，和自然景观都非常的好 (translation: Environment, cultural landscape, and the natural landscape are very good).
- 神奇的自然地貌 (translation: Amazing natural landscape).
- 美景与发达的旅游业服务 (translation: Beauty and well-developed tourism services).
- 自然景观，雪山冰冻 (translation: Natural landscape, snow mountains ice).
- 自然环境优美 住宿乾淨 食物美味 旅行团发达 交通便利 (translation: Ziranhuajing beautiful stay clean and the food was delicious and convenient transportation developed tours).
- 自然美 (translation: Natural Beauty).
- 自然风光 (translation: Nature).
- 自然风光独特于任何一个国家和区域 ~当地人特别友好热情 ~值得感受的风景丰富而不单一 ~ (translation: Natural scenery unique to any one country and region - particularly friendly locals feel warm ~ worth scenery rich and not a single ~).
- 自然风景，车开在路边，突然往窗外看，被路边的所景色震撼 (translation: Natural scenery, the car on the roadside, suddenly look out the window, was shocked by the roadside scenery).
- 观看自然风景 (translation: Nature Watch).
- 豐富多樣性之天然景觀 (translation: Rich natural diversity).
- 風景壯麗，人民友好，治安良好 (translation: Magnificent scenery, friendly people and good public order).
- 风景， (translation: landscape).
- 风景好，极光 (translation: Scenery is good, Aurora).
- 1.服务做得到位，参团方便 2.景色别致，有的时候感觉自己是不是在月球。 3.没有想象中那么贵，值得来看看 4.观鲸 看puffin鸟 冰河 冰洞 极光 爬冰川 感受极昼。太多的活动可以参加，应该冬天一次 夏天一次 (translation: 1. Service can do, which is easy Offered. 2. The unique scenery, sometimes feel that they are not on the moon. 3. not as expensive, it is worth a look 4. whale watching, puffin birds, climb glacier, ice cave, aurora feel every day. Too many activities to take part, should winter time and summer time).



## Sp.11. What has to be done so that you would be more likely to recommend Iceland as a travel destination?

- 1. Affordable price 2. provide connected tours to Greenland 3. more choices for the hotels' food menus.
- A bit more gastronomy introduced for variety of food. Greater availability of local delicacies (struggled to find the shark).
- A more favourable currency exchange rate so that things are not so expensive.
- Accommodation and food is rather expensive. It would be helpful to have more options for budget travellers.
- Baisse du cout de la vie (hebergement, restauration, transport).
- Bajar los precios.
- Be able to see Northern Lights.
- Become more animal friendly (stop production of wool clothing).
- Bessere touristische Infrastruktur = besserer Straßenzustand, mehr Toiletten an Sehenswürdigkeiten (z.B. Myvatn-Gegend, Jökulsarlon, Snaefellsnes).
- Besseres Wetter.
- Better access to bathrooms.
- Better beds.
- Better currency exchange rate.
- Better exchange rate.
- Better flight connections and more exposure on guided tours or driving routes around the best spots.
- Better Food.
- Better hotels - Blue Lagoon wasn't open.
- Better quality hotel and better transfer company.
- Better shuttle bus service, having to wait on the street for up to 30 minutes in the cold and rain is not good.
- Blue Lagoon, Northern Lights.
- Can't think of anything.
- Change the weather.
- Cheaper.
- Cheaper accommodation and cheaper flights.
- Cheaper domestic travel expenses especially food.
- Cheaper food options!
- Cheaper food. Food super expensive.
- Cheaper prices.
- Clearer signs for tourists.
- Cost.
- Cost of food and drink needs to be reduced, it is extremely expensive.
- Det kan jeg ikke komme i tanke om.
- Die Preise für z.B. Unterkünfte, Autoverleih etc. müssten etwas günstiger sein.
- Don't change anything!
- Dovrebbe fare più caldo.
- Easier way to find information about different attractions that exist naturally, like caves, hiking trails etc.
- Erhalt der Natur, keine neuen Wasserkraftwerke, keine weiteren Aluminiumfabriken.
- Es ist ein teueres Reiseziel.
- Everything is very expensive related to travel, excursions, food, etc.
- Fewer tourists.
- Fix the bus so there are no long queues and waits. See earlier comment. I liked the museums.
- Food in Iceland is quite costly and not my favorite style. I also compared it a lot to New Zealand and Alaska, but lovely places, but since I had been there, I think I was a bit saddened that Iceland wasn't quite as magical as I expected. Still great, just not magical.
- Food is too expensive.



## Sp.11. What has to be done so that you would be more likely to recommend Iceland as a travel destination?

- Food was a bit disappointing compared to how great everything else was.
- For the exchange rate to change in our favour! it is very expensive, even by London standards.
- Friendlier staff and lower prices.
- Getting there is cheap but everything else is really expensive.
- Golden circle.
- Golden circle and Northern Light tour.
- Günstigere Preise.
- I felt that Iceland is a very expensive place to visit. The tours and food were more expensive than my home country and several other countries that I have visited. I would certainly recommend Iceland as a destination to everyone but would warn them that it can be very expensive.
- I found the airport and travel information on what to expect confusing. Also trying to collect the tax refund on the gifts we purchased was a little cumbersome and completely clear.
- I have no recommendation so far.
- I have recommended Iceland as a travel destination and friends are going this summer the only was negative the cost of food and drink which we knew before we went so were prepared.
- I was a little unprepared clothing wise. The cold we get where I live is a very different cold compared to the wind that bites on your face in Iceland.
- I would need to visit again to experience more of what Iceland has to offer - there were many things I didn't have time to try and so much more to learn about Icelandic culture.
- I would recommend it as it is. Food and drink are relatively expensive but there is an abundance of natural beauty.
- I would recommend. Enjoyed every minute.
- I would suggest going in the summer when it is a bit warmer and I would also suggest renting a car.
- Icelandair and flug air iceland must include foods on their trip they are so expensive so they must no be cheap like we paid a lowcost airlines !! from reykjavik to Toronto almost 900 dollars and 8 hours of flying must have at least a free food.
- Iceland is a very beautiful country with unique nature, landscapes. The only thing that might be improved is pricing. It's a bit expensive. But still worth visiting...
- Iceland is a very expensive destination, drinks and eating out would need to be cheaper.
- Iceland is great, but almost the most expensive place in the world.
- Iceland is quite expensive for some things we Brits take for granted, such as beer. I think in Iceland the cheapest pint we got was around 1,000 ISK which is £5.49, and the most expensive was 1,250 ISK which is £6.49 which you'll only find these sort of prices in night clubs! As the average is like £4 in London. With a great craft beer scene growing it would have been nice to have tried all of the beers without worrying about going bankrupt! Not sure why it is so high, maybe the dark winters may mean too people just get drunk? Who knows."
- If environmental sustainability is such a concern, why is the Blue Lagoon giving out thousands of disposable Chinese-made flipflops every day? This is unbelievably wasteful. Also, make Icelandair fly its passengers to the correct airport.
- Improve the weather? Drop the prices? I did not stay long enough to give a more complete answer to this question....
- Improved tourist attractions in Reykavik!
- Island is for experiences, not good weather :).
- It can be a costly holiday - especially the price of food and drink.
- It is a bit expensive for food and lodging.
- It is all ok. Just a little expensive for some people like me. Anyway, is a very good choice.
- It is expensive to eat out.
- It is expensive to visit.
- It is quite expensive for certain items.
- It is unaffordable right now as a tourist destination for many people.
- It is very expensive, maybe I would recommend it more when I am done with my degree.
- It is very expensive.



## Sp.11. What has to be done so that you would be more likely to recommend Iceland as a travel destination?

- It is very expensive. It would be great if accommodation were more affordable.
- It was ridiculously expensive. I thoroughly enjoyed it, however in comparison to any other European destinations it was unattainably expensive. There was also not many free things to do, or much to do beyond 3 days.
- It would have been nice to have a meal at a restaurant while we were there, much as we had in the past, but the price of eating out makes that difficult. My wife will often buy souvenirs on holiday, clothes or bags etc., but these seemed too expensive too. Not sure there's much to be done about that however.
- It would need to be less expensive.
- It's a little pricey for some budgets.
- It's just too expensive to get around--taxi prices are egregious and bussing was wildly inconvenient for short distances as we often had to wait at the bus terminal to transfer. The tour company practice of making people stand outside for as much as an hour to await pickup is very inconvenient and disrespectful.
- It's quite expensive.
- Jokulsarlon glacier lagoon.
- Le prix des restaurants seraient à réviser. C'est très cher.
- Less expensive.
- Less expensive prices for lodging and food.
- Less expensive.
- Less tourism emphasis.
- Logements plus abordables.
- Lots of things closed the entire Easter weekend which was difficult. The Blue Lagoon seemed to be booked for a solid week in advance. We had no idea.
- Lower costs!
- Lower prices.
- Lower prices!!
- Lower the cost of living.
- Lower the price of air tickets.
- Maintaining the prices reasonable for dining out.
- Make food and souvenirs much more affordable.
- Make it populated with happy people, more activities for everyone, stop eating pizzas, burgers and fast food, obesity is very noticeable around the Iceland. Everything is so expensive so people have no much to do. High levels of suicide it is also a problem due to the fact of depression and loneliness. Alcohol is also a big problem, young people are drinking until they collapse on the floor, girls and boys pissing themselves in a club or house party. Not very nice. Better toads would bring more tourists and more tourists means income to the country. Icelandic people are racist towards the foreigners, immigration should allow more people to populate the remote areas or even in big cities. The way it is going no many people will live in Iceland and the country will collapse.
- Make the country less expensive to travel in.
- Make things a little less expensive.
- Make things more affordable.
- Man müsste evt zu einer anderen Jahreszeit gehen.
- Mejores seguro de coche. Que avisen de los posibles problemas con el coche antes de hacer el seguro más recomendable.
- More ads.
- More affordable dining options.
- More affordable restaurants.
- More available information on where and how to travel in/around Iceland.
- More cheap accommodations.



## Sp.11. What has to be done so that you would be more likely to recommend Iceland as a travel destination?

- More convenient transportation to get outside Reykavik for excursions to the geysers, seeing the Northern Lights, etc. attractions.
- More deals for the tourist for eating out. Thought prices were expensive.
- More development in other parts of the island for a comfortable overnight stay in the north our east.
- More favorable currency rate.
- More flight options.
- More information about less expensive or free activities to do, especially in the winter.
- More places to eat/ purchase food.
- More professionalization of tour operators/tour guides.
- More public transportation options.
- More reasonable priced accommodations.
- More restaurants more transportation.
- More sun, less rain =].
- More things to do within the town.
- More time and money would have been required to see more. Iceland is also very expensive.
- More time for a vacation!
- Not much. Lower the price ?
- Not your fault, but weather is often bad. I have been there three times and haven't seen the Northern Lights. Other than that, you seem to be doing a good job providing for tourists. People are nice.
- Nothing. (Mentioned 6 times)
- Nothing ... 8 is a very high rating for me to give. Would like to have visited during the summer, but then wouldn't have had the opportunity to see the Northern Lights.
- Nothing comes to mind, I just only had a short amount of time on a layover to visit, so I didn't get to know the country well enough to recommend.
- Nothing in practical terms - it is very costly and my advice would be to hire a car.
- Nothing it is lovely but just not suitable for all.
- Nothing that I can think of.
- Nothing! We loved it.
- Nothing, already there!
- Nothing, it just may not appeal to everyone.
- Nothing. Most people like travelling to warm climates for their holidays! Some friends are interested in going to Iceland and we are going to show our photos to them. Food and alcohol are expensive and I think that can put people off visiting.
- Opening hours can be a challenge at supermarkets.
- Oplevede ikke selv Island som turist, så har derfor svært ved at udtales mig om dette. Var aupair.
- People arranging trips need to be better organised.
- Perhaps airport/major city in a more central location in Iceland where it is easier to travel back and forth.
- Perhaps restaurants and shops stay open till later in the evenings.
- Price of tours is a lot for a lot of people.
- Prices.
- Prices are high.
- Prices are too expensive.
- Prices in Iceland too high.

# REASONS - RECOMMEND (7-8)



## Sp.11. What has to be done so that you would be more likely to recommend Iceland as a travel destination?

- Prices in stores and restaurants were way to expensive.
- Provide more public options to allow exploration of the country (besides guided bus tours). As I didn't wish to rent a car (it was winter so driving conditions were difficult). I felt limited to the bus tours, which are very packaged for tourists, and was frustrated with the limitations of the public bus.
- Realistically nothing as presumably nothing can be done about how expensive things are relative to the UK.
- Really don't know, only been there for two days. More advertising?
- Recommend seeing Iceland stopover with Northern European countries so your luggage is packed with similar warmer clothing.
- Reduce number of tourists (yea, a contradiction, I know). Improve public transport.
- Reduce the cost of day tours! It is too expensive.
- Reduce the cost of the tours. More transportation options (GrayLine looks like a monopoly - you depend upon them for almost everything).
- Renting a car was expensive and there were a million different insurance added. Did not enjoy the process or service.
- Restauration et achat alimentaires meilleurs marchés.
- Some people can find it to be too expensive to be able to afford a holiday in Iceland.
- Tarifs de la restauration moins chers.
- Tell them to visit in a better season (summer).
- The attitude of workers in the service industry.
- The cost of eating, doing activities, shopping is very high. That is the biggest draw back with Iceland. The people were lovely and so was the country.
- The cost of food is far too high... This needs to change.
- The country is fabulous, but very very expensive.
- The experience was wonderful, but the weather is unpredictable. I know not everyone would enjoy that as a travel destination.
- The flight and connections were too long. I discovered an easier route after (through New York or Miami).
- The Northern Lights tour needs to be more detailed in the chase for the Northern Lights they only seem to go to one location rather than multiple locations. For \$150 each you would think you would get more for your dollar. Considering my wife and I went to Iceland mainly to see the Northern Lights and what we saw was disappointing. We even had the opportunity to do it again but the company did the exact same thing and took us to the exact same location, thus wasting our time and money. We ended up getting a better view of the Northern Lights on our last day in Iceland right from our hotel. My wife and I would love to return to Iceland in the Summer to see the beautiful landscapes when its warm.
- The place is fantastic... may be more activities for youngsters.
- The price of food was exponentially high. This would be off putting for a lot of middle class travellers.
- The transport in the small place, please short the waiting time. I think half an hour one bus is can be used.
- There are very limited flight options flying to and out of Iceland.
- There aren't many low budget options during the low (cold) season.
- This is not a negative. It's not a destination for everyone. If you are into the outdoors and hiking it's a great destination. A slight negative is the food. Prices are high and we did not find what we consider to be really high quality food options. However, we did find options that worked.
- To be less expensive.
- Tours not being overbooked resulting in last minute cancellations.
- Très cher au niveau de la restauration.
- Un coût de vie plus bas et une plus grande offre alimentaire pour les personnes ne mangeant pas de viande.
- Unique place to visit.
- Very different from most European countries, outside EU, island, weird customs.
- Very expensive. Would recommend going in summer.
- Vuelos directos a España en invierno desde más destinos.



## Sp.11. What has to be done so that you would be more likely to recommend Iceland as a travel destination?

- Wärmeres Wetter, bessere Wettersicherheit, tiefere Preise - dies sind die häufigsten Faktoren, welche die Leute abschrecken. Aber wer den Norden nicht mag soll halt in den Süden reisen;).
- We met some not friendly, not helpful locals which made it seem like they didn't like tourists (which was unexpected based on what we had read and heard). For example, the Blue Car Car Rental place in Reykjavik City was closed when we went to pick up and drop off our car, which led us to scramble to find a phone or wifi to call the main office while waiting in the cold while they arrived. They did not respect our time and seemed annoyed, we just showed up at the agreed upon time.
- We thought Iceland had so much to offer, especially in wintery conditions, can't wait to re-visit in the summer.
- Weather.
- 从机场到市区，市区到各景点都有接送车很好。如果回程的时候也能完全送到旅馆门口就更好了。还有，有些项目很吸引人，比如参观冰洞，冰上摩托车等。但是对于中等或中上收入的中国人来说有点太贵了。而且我们一般是以二到四人家庭为单位出门旅行,如果有家庭票给予适当的优惠,可能会在冰岛多逗留两天，参加更多的旅游项目。 (translation: From the airport to the city, the city to the attractions have a good shuttle bus. If the return trip to the hotel door can be completely better. Also, some very attractive items, such as visits to the ice cave, ice motorcycles. But for the middle or upper middle income Chinese people it is a little too expensive. And we are generally two to four-family units to travel, if you have a family to give appropriate preferential votes might in Iceland stay for two days to participate in more tourism projects).
- 增强交通住宿的便利性 (translation: Enhanced ease of transportation and accommodation)
- 推广更加专业 更具探险性的活动 (translation: The promotion of more professional and more adventure activities).
- 租车公司提供更多的自动挡汽车，稍稍提高1号公路的限速（比如120KM/H） (translation: Car rental companies offer more automatic car, a slight increase Highway 1 speed limits (eg 120KM / H)).
- 让机票便宜一點 (translation: Let a little cheaper flights).



## Sp.12. Why are you not likely to recommend Iceland as a travel destination?

- Bad weather. Bad food.
- Beautiful area, great natural sites.
- Because it is crazy expensive. The country is so beautiful but for me....too expensive. I would recommend going to Scotland because that's a cheaper flight and also beautiful.
- Everything is too expensive.
- Everything was way too expensive e.g. food, gas, small gifts etc, compare to other cities in the world.
- Expense.
- Expense, few options.
- Expensive and off putting people would rather spend my time around more welcoming/warm/open/nice people.
- Expensive, rains a lot which interferes with all your outside activities. Would go back in the summer to have a longer time to explore.
- Expensive. The experience seems slightly shallow in that the culture has been „packaged“ and everything is presented to the tourist. Everything experience is linked to a cost. One rarely actually engages with people.
- Expensive...Food isn't all that great.
- Food is expensive, friendly staff but service below standard.
- For people who don't like museums there is not much to do in most towns.
- From what I saw of the country (which admittedly wasn't very much) I wasn't very impressed. The geyser basin was pathetic--and severely damaged. The waterfall was ok, but nothing special. The national park was interesting, but also nothing special. Restaurants were overpriced. So was pretty much everything else. The weather was simply awful--horizontal rain mixed with sleet that was unendurable.
- I am not going to recommend Iceland.
- I don't enjoy the weather.
- I found that the people who live in Iceland, aren't friendly, welcoming or warm people. For me the culture of the people is the most important thing in travelling, so for that reason I don't wish to come back. But when I meet people of whom I know it wouldn't really matter to them and they are more out to see the nature I might still tell them it could be fine to go.
- I got rob by some guy during the trip.
- I have visited twice, and now find out that you sell fin back whale meat to Japan. I will not be back. I liked the way you handled the backing crisis. I like that you are safe and crime free. As a former North Atlantic commercial fisherman, I disagree with whaling entirely.
- In summer yes - in winter no. The weather is crazy.
- Interesting and different from some areas of Europe.
- It is an expensive destination.
- It is very expensive.
- It's a really nice country but it's really expensive the flights and the accommodation.
- It's a unique place to visit. Love the geothermal pools.
- It's expensive to book tours, and food and drink while in Iceland is very expensive compared to the UK.
- It's overly expensive. To eat cost too much, I couldn't even buy a drink because it ran over 20 dollars for just one! A lava bracelet was 50 dollars. Everything is overpriced.
- It's too expensive.
- It's very cold.
- I've only seen the city of Reykjavik and not the beautiful nature of Iceland. The city wasn't that appealing.
- No reason.
- No trees, no color in the landscape.
- Not a lot to do.
- Not suitable for children.



## Sp.12. Why are you not likely to recommend Iceland as a travel destination?

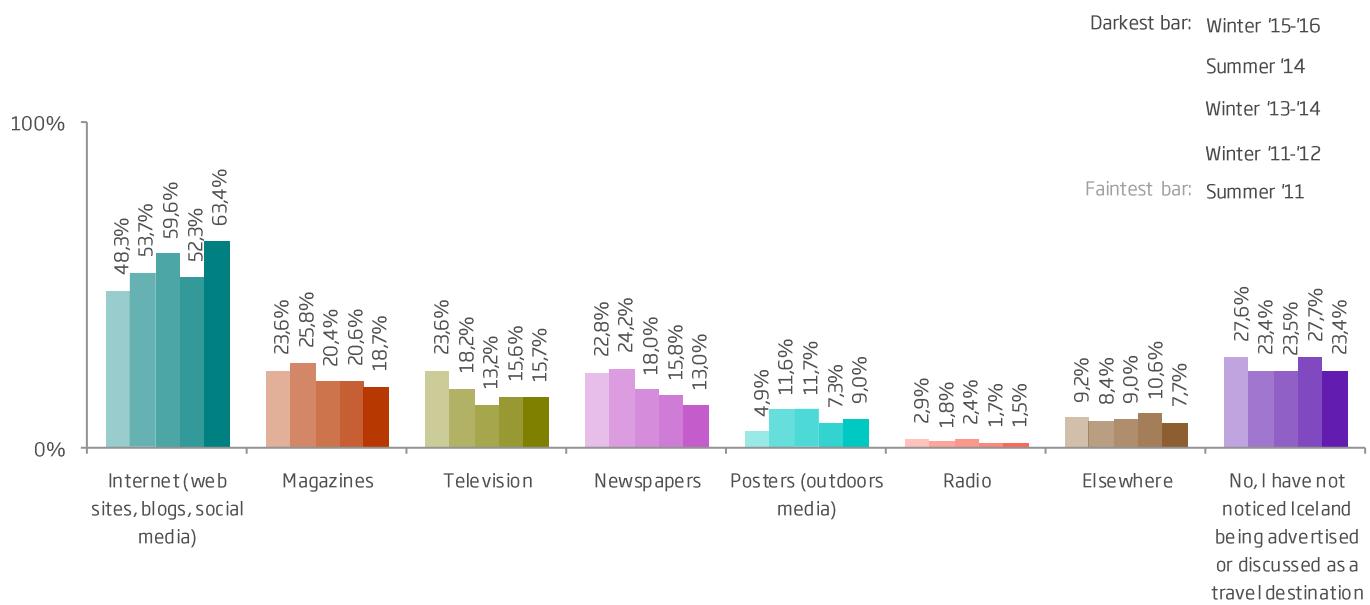
- RACISM.
- Seems better suited to those interested in outdoor activities i.e. hiking/eco-tourism and I don't hang out in those circles.
- The high cost. That in itself isn't the whole problem, but the difficulty in figuring out the exchange rates, especially in american dollars, made it hard to budget. I saw many businesses list approximate prices in Euros and English Pounds, I would suggest encouraging them to add american dollars to that list.
- The honesty of the tours is poor, it is highly unlikely we would see whales, I do not want a ticket to return. Please be more honest. The same can be said for the northern lights. The small print says you may not see the lights but in all honesty when we were there it was highly unlikely. Please do not drive me round in the cold and dark when really you know we will not see them then cover yourselves by offering a free trip. Our south shore trip was wonderfull, but why take us out all day when you know it will be dark before we get to the museum and waterfall. Be honest, make the trip over two days, or alter the plan winter trips differently. I loved Iceland, what we saw, but I felt as a tourist we were not respected, you only wanted our money and our experience mattered little.
- The people are really unfriendly.
- The traveling fee is quite high.
- Too "Americanized".
- Too expensive.
- Too expensive.
- Very expensive.
- Very expensive, especially for young people.
- We are food lovers and were not happy with the quality, price and lack of food options available.
- 太远 (translation: Far).
- 費用太高 (translation: Too expensive).

# ICELAND AS A TRAVEL DESTINATION



Q.13. Have you seen or heard about Iceland as a travel destination through advertising or media coverage during the last three months?

	Count respondents	% respondents	% responses
Internet (web sites, blogs, social media)	1155	63,4	41,7
Magazines	340	18,7	12,3
Television	285	15,7	10,3
Newspapers	237	13,0	8,5
Posters (outdoors media)	163	9,0	5,9
Radio	27	1,5	1,0
Elsewhere	140	7,7	5,0
No, I have not noticed Iceland being advertised or discussed as a travel destination	426	23,4	15,4
Number of responses	2773	152,3	100,0
Number of respondents	1821	93,9	
Did not answer	119	6,1	
Total	1940	100,0	



# ICELAND AS A TRAVEL DESTINATION



Q.13. Have you seen or heard about Iceland as a travel destination through advertising or media coverage during the last three months?

	Number of answers	Internet (web sites, blogs, social media)	Magazines	Television	Newspapers	Posters (outdoors media)	Radio	Elsewhere	noticed Iceland being advertised or discussed as a travel destination
	Count	%	%	%	%	%	%	%	%
<b>Gender</b>									
Male	613	60,7	17,5	16,6	13,1	9,5	1,3	7,2	26,4
Female	1205	64,9	19,3	15,2	13,0	8,7	1,6	7,8	21,8
<b>Age</b>									
24 years and younger	312	<b>68,9</b>	15,7	15,4	<b>7,4</b>	9,9	2,6	5,4	22,8
25-34 years	634	65,8	17,2	12,9	9,0	12,1	0,9	7,6	24,1
35-44 years	326	59,8	16,0	19,3	12,3	8,9	1,5	8,0	26,7
45-54 years	252	61,1	23,4	17,9	18,7	5,2	1,2	6,3	22,2
55 years and older	273	<b>57,1</b>	24,2	15,8	<b>24,2</b>	4,0	1,8	11,7	20,1
<b>What is your profession?</b>									
Managerial	210	61,0	20,0	18,6	14,3	11,0	2,9	7,6	23,3
Professionals (dr./lawyer/account. etc.)	403	64,0	19,6	17,1	14,1	11,2	1,2	7,2	21,6
Other professionals	296	66,9	21,3	14,2	10,1	11,1	1,0	7,1	20,3
Teacher/Medical care	187	63,1	15,0	13,9	11,2	3,7	1,6	3,7	27,3
Clerical/Service	92	62,0	21,7	17,4	17,4	6,5	1,1	7,6	23,9
Vocational/Technical	52	61,5	17,3	<b>25,0</b>	9,6	5,8	1,9	1,9	26,9
Unskilled	9	55,6	22,2	11,1	11,1	<b>0,0</b>	<b>11,1</b>	<b>0,0</b>	33,3
Student	263	<b>66,9</b>	13,7	11,4	<b>6,1</b>	8,0	1,5	8,4	24,7
Retired/Homemaker	111	57,7	<b>24,3</b>	16,2	<b>28,8</b>	4,5	1,8	<b>13,5</b>	<b>18,9</b>
Artist/Musician/Actor etc.	19	<b>52,6</b>	<b>10,5</b>	<b>5,3</b>	26,3	<b>15,8</b>	5,3	10,5	<b>36,8</b>
Other	158	61,4	19,0	15,8	12,0	8,9	<b>0,0</b>	11,4	25,3
<b>Household income</b>									
High	715	65,9	19,7	16,1	15,7	9,7	1,7	7,1	20,8
Average	751	61,9	16,9	15,0	10,9	8,1	0,9	8,4	25,3
Low	287	62,4	20,9	16,0	10,5	8,7	2,8	7,3	24,7
<b>Market area</b>									
North America	844	<b>71,4</b>	19,2	16,5	11,5	11,5	1,5	9,0	16,1
Britain	355	57,2	20,3	11,8	<b>20,0</b>	9,6	2,0	5,4	29,6
Central/Southern Europe	323	52,6	18,3	<b>22,3</b>	10,2	5,3	2,2	5,9	32,2
Scandinavia	111	<b>51,4</b>	16,2	9,9	16,2	5,4	0,0	10,8	<b>34,2</b>
Asia	93	71,0	18,3	16,1	10,8	6,5	0,0	8,6	<b>15,1</b>
Other	91	59,3	13,2	<b>6,6</b>	<b>8,8</b>	3,3	0,0	5,5	30,8
<b>Educational level</b>									
Finished high school or less	150	56,7	22,7	15,3	14,7	5,3	1,3	8,7	23,3
Bachelor's degree or equivalent	1062	65,7	16,9	16,7	11,6	8,9	1,9	7,7	23,2
Master's/Ph.D. or equivalent	579	61,1	20,7	14,0	14,2	10,4	0,9	7,1	23,8

When respondents can choose more than one answer, significance between groups is not calculated.

# ICELAND AS A TRAVEL DESTINATION



Q.13. Have you seen or heard about Iceland as a travel destination through advertising or media coverage during the last three months?

	Number of answers	Internet (web sites, blogs, social media)	Magazines	Television	Newspapers	Posters (outdoors media)	Radio	Elsewhere	noticed Iceland being advertised or discussed as a travel destination
	Count	%	%	%	%	%	%	%	%
<b>Nationality</b>									
American	642	71,2	19,9	15,7	10,1	10,7	1,4	9,5	15,9
British	304	55,6	20,7	13,5	23,0	9,2	1,6	4,9	30,3
Canadian	193	71,5	17,1	18,7	16,6	14,0	2,1	10,9	15,5
German	70	47,1	17,1	44,3	10,0	4,3	1,4	4,3	22,9
Chinese	53	75,5	15,1	15,1	1,9	13,2	1,9	9,4	17,0
French	47	42,6	12,8	23,4	6,4	4,3	2,1	8,5	40,4
Spanish	38	60,5	7,9	5,3	7,9	2,6	0,0	2,6	36,8
Danish	30	46,7	16,7	10,0	13,3	16,7	0,0	6,7	33,3
Swedish	29	44,8	13,8	6,9	24,1	0,0	0,0	6,9	37,9
Swiss	25	52,0	20,0	20,0	12,0	12,0	0,0	8,0	24,0
Norwegian	22	54,5	18,2	13,6	9,1	0,0	0,0	4,5	40,9
Dutch	22	50,0	31,8	18,2	22,7	4,5	0,0	4,5	36,4
Italian	17	47,1	23,5	23,5	23,5	0,0	5,9	0,0	47,1
Austrian	8	62,5	12,5	12,5	0,0	0,0	0,0	0,0	37,5
Other	321	62,0	17,8	10,3	9,7	5,3	1,6	6,9	27,7
<b>Type of trip*</b>									
Package tour	323	67,5	18,0	16,1	17,0	8,4	0,3	7,4	17,0
Individually-arranged tour	1298	63,3	19,0	15,9	12,9	9,2	1,8	7,9	24,0
Business-arranged tour	34	67,6	26,5	17,6	17,6	17,6	0,0	0,0	20,6
<b>Purpose of visit*</b>									
Vacation/holiday	1648	64,3	18,6	15,1	12,9	8,8	1,3	7,8	23,0
Visiting friends/relatives	95	68,4	25,3	16,8	20,0	15,8	5,3	11,6	16,8
Event in Iceland (leisure related)	85	69,4	25,9	21,2	14,1	8,2	3,5	14,1	16,5
Education and training	56	62,5	21,4	17,9	17,9	16,1	1,8	10,7	19,6
Business/small meeting	40	55,0	22,5	12,5	17,5	10,0	0,0	5,0	27,5
Conference/large meeting	30	66,7	16,7	16,7	3,3	6,7	0,0	10,0	23,3
Other	26	65,4	15,4	15,4	3,8	7,7	7,7	0,0	23,1

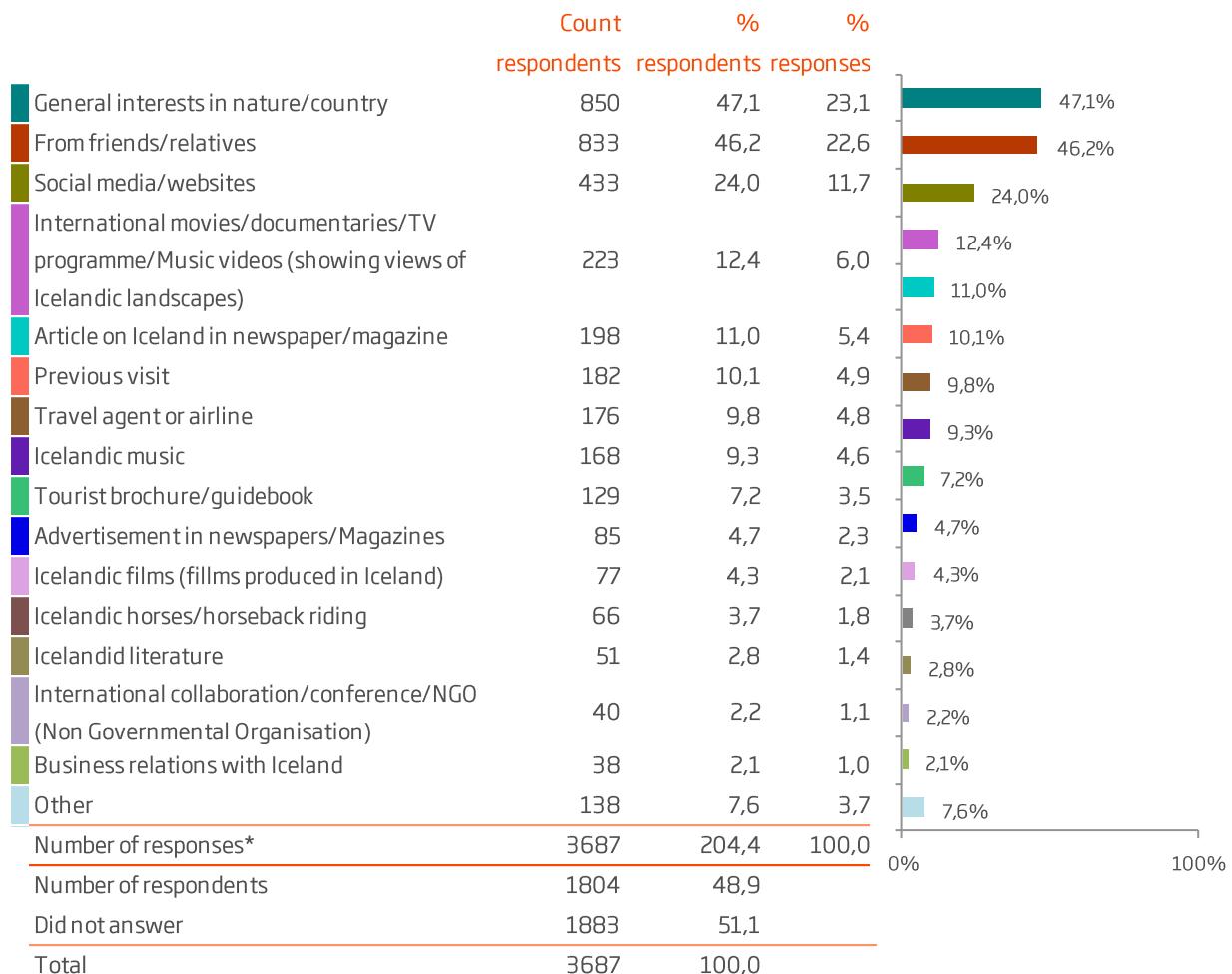
When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

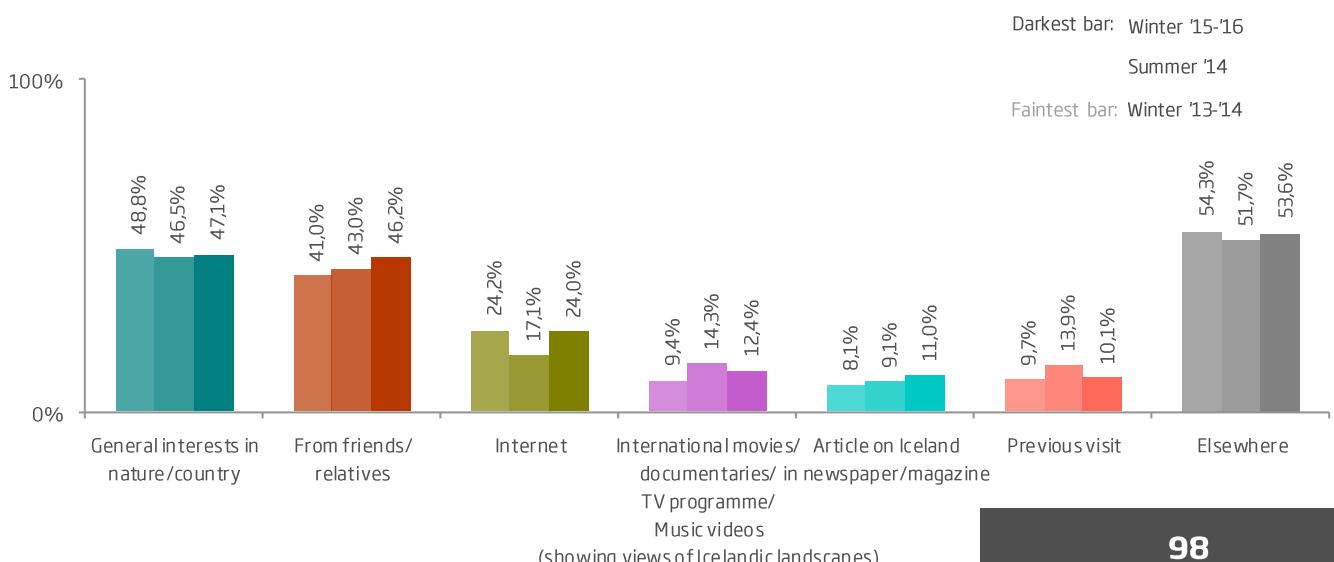
# THE IDEA OF COMING TO ICELAND



## Q.14. Where did you get the idea of coming to Iceland?



\*There are more responses than respondents as it was possible to select more than one answer.



# THE IDEA OF COMING TO ICELAND



## Q.14. Where did you get the idea of coming to Iceland?

	Number of answers	General interests in nature/country	From friends/relatives	Social media/websites	International movies/documentaries/TV programme/Music videos (showing views of Icelandic landscapes)	Article on Iceland in newspaper/magazine	Elsewhere
	Count	%	%	%	%	%	%
<b>Gender</b>							
Male	610	51,6	43,8	22,1	13,3	12,3	46,7
Female	1191	44,8	47,4	25,0	11,8	10,3	47,2
<b>Age</b>							
24 years and younger	304	<b>52,6</b>	<b>51,0</b>	<b>30,6</b>	<b>17,4</b>	9,5	43,4
25-34 years	625	49,8	50,9	28,2	14,7	9,6	46,7
35-44 years	326	43,6	41,1	20,6	10,4	9,2	48,5
45-54 years	254	47,2	<b>39,4</b>	18,1	9,4	13,4	48,4
55 years and older	271	<b>38,7</b>	42,1	<b>17,3</b>	<b>6,6</b>	15,1	50,2
<b>What is your profession?</b>							
Managerial	208	46,2	42,8	23,1	11,1	11,5	45,2
Professionals (dr./lawyer/account. etc.)	403	46,7	47,9	22,6	12,9	13,2	50,1
Other professionals	291	43,0	50,9	25,4	11,7	8,9	45,4
Teacher/Medical care	186	43,5	43,0	23,1	10,2	9,7	41,4
Clerical/Service	93	50,5	45,2	26,9	14,0	15,1	46,2
Vocational/Technical	55	52,7	<b>34,5</b>	16,4	12,7	12,7	41,8
Unskilled	9	<b>77,8</b>	44,4	<b>11,1</b>	11,1	11,1	<b>22,2</b>
Student	258	50,8	49,6	27,9	<b>16,3</b>	9,7	44,6
Retired/Homemaker	108	<b>38,9</b>	41,7	18,5	<b>5,6</b>	13,9	52,8
Artist/Musician/Actor etc.	17	58,8	<b>82,4</b>	23,5	11,8	5,9	<b>58,8</b>
Other	154	53,9	42,9	<b>28,6</b>	14,9	7,8	53,2
<b>Household income</b>							
High	711	47,5	47,3	22,2	9,7	11,0	46,7
Average	746	45,7	45,6	26,3	14,3	10,7	45,3
Low	277	50,2	45,5	24,9	14,8	11,9	51,6
<b>Market area</b>							
North America	833	43,5	46,1	29,9	9,5	11,8	48,4
Britain	353	51,6	47,9	18,7	11,3	9,3	43,1
Central/Southern Europe	319	<b>54,2</b>	42,9	13,5	15,4	9,7	49,5
Scandinavia	111	<b>35,1</b>	49,5	<b>10,8</b>	<b>3,6</b>	<b>8,1</b>	<b>60,4</b>
Asia	94	52,1	51,1	<b>41,5</b>	<b>31,9</b>	<b>19,1</b>	<b>35,1</b>
Other	90	48,9	42,2	26,7	23,3	10,0	38,9
<b>Educational level</b>							
Finished high school or less	150	51,3	<b>37,3</b>	20,7	10,7	9,3	46,7
Bachelor's degree or equivalent	1050	47,1	<b>49,0</b>	27,0	13,0	10,8	45,3
Master's/Ph.D. or equivalent	574	46,2	43,7	20,0	11,8	11,3	50,0

When respondents can choose more than one answer, significance between groups is not calculated.

# THE IDEA OF COMING TO ICELAND



## Q.14. Where did you get the idea of coming to Iceland?

	Number of answers	General interests in nature/country	From friends/relatives	Social media/websites	International movies/documents/TV programme/Music videos (showing views of Icelandic landscapes)	Article on Iceland in newspaper/magazine	Elsewhere
	Count	%	%	%	%	%	%
<b>Nationality</b>							
American	636	45,4	45,6	29,7	8,3	11,3	47,6
British	302	51,0	45,7	17,5	8,9	10,9	45,4
Canadian	189	39,2	47,6	27,5	14,3	13,8	51,3
German	70	<b>64,3</b>	30,0	7,1	17,1	4,3	54,3
Chinese	53	58,5	<b>62,3</b>	<b>35,8</b>	20,8	<b>22,6</b>	39,6
French	46	52,2	37,0	6,5	13,0	6,5	45,7
Spanish	37	43,2	51,4	18,9	<b>27,0</b>	10,8	<b>37,8</b>
Danish	31	<b>25,8</b>	41,9	3,2	3,2	9,7	67,7
Swedish	28	35,7	57,1	14,3	<b>0,0</b>	<b>0,0</b>	53,6
Swiss	25	56,0	36,0	4,0	12,0	12,0	<b>72,0</b>
Norwegian	23	43,5	52,2	4,3	<b>0,0</b>	4,3	65,2
Dutch	21	42,9	57,1	19,0	9,5	14,3	52,4
Italian	17	58,8	<b>17,6</b>	5,9	11,8	11,8	58,8
Austrian	7	28,6	57,1	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	42,9
Other	319	48,3	48,9	29,2	21,6	10,3	39,2
<b>Type of trip*</b>							
Package tour	324	47,8	39,5	<b>31,2</b>	13,3	<b>13,3</b>	<b>44,4</b>
Individually-arranged tour	1285	<b>49,2</b>	<b>48,9</b>	23,3	12,9	11,3	46,8
Business-arranged tour	34	<b>14,7</b>	<b>20,6</b>	<b>11,8</b>	5,9	<b>0,0</b>	<b>97,1</b>
<b>Purpose of visit*</b>							
Vacation/holiday	1637	<b>48,8</b>	47,9	25,4	12,9	11,4	<b>44,6</b>
Visiting friends/relatives	93	35,5	<b>55,9</b>	12,9	14,0	9,7	63,4
Event in Iceland (leisure related)	85	48,2	52,9	<b>28,2</b>	<b>24,7</b>	<b>18,8</b>	67,1
Education and training	55	43,6	<b>21,8</b>	16,4	10,9	7,3	74,5
Business/small meeting	38	23,7	23,7	<b>7,9</b>	7,9	5,3	92,1
Conference/large meeting	30	<b>23,3</b>	23,3	10,0	<b>6,7</b>	<b>3,3</b>	<b>96,7</b>
Other	26	34,6	34,6	11,5	7,7	3,8	65,4

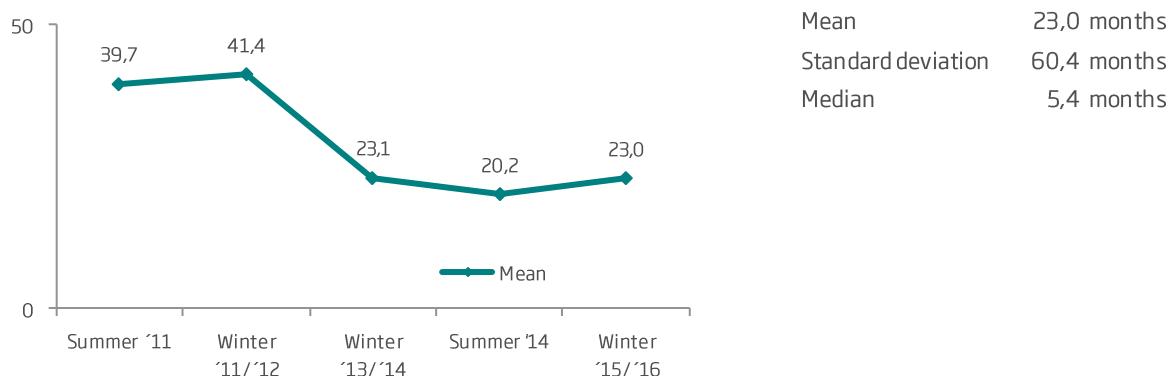
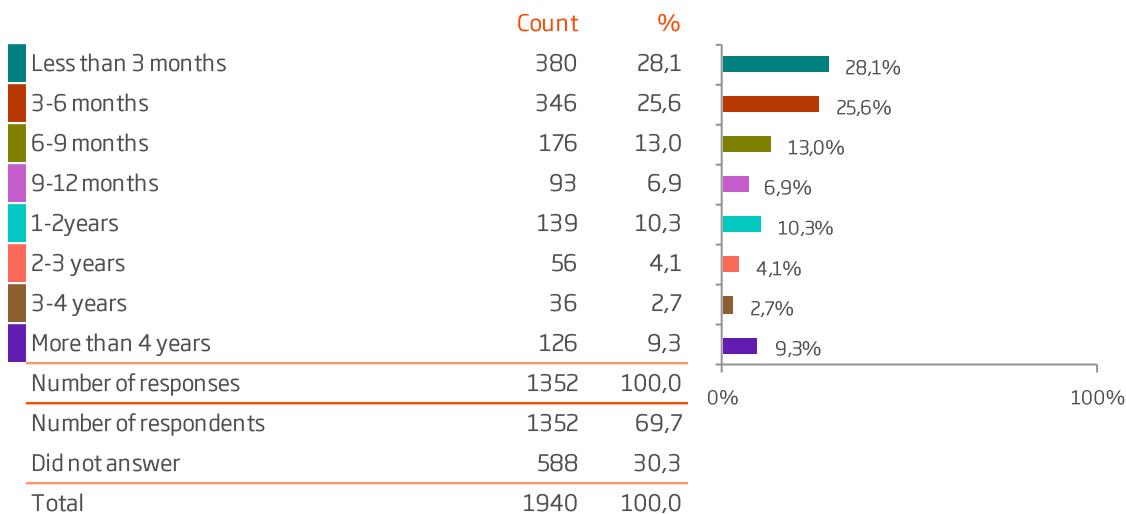
When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# FIRST CONSIDERING COMING TO ICELAND



Q.15. How long is it since you first considered coming to Iceland?



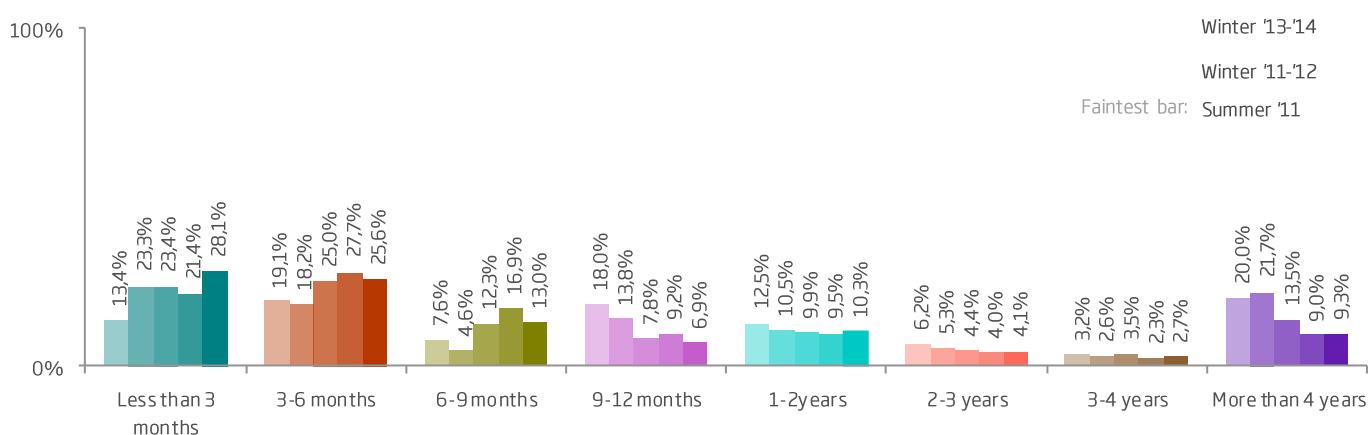
Darkest bar: Winter '15/16

Summer '14

Winter '13-'14

Winter '11-'12

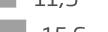
Faintest bar: Summer '11



# FIRST CONSIDERING COMING TO ICELAND



Q.15. How long is it since you first considered coming to Iceland?

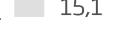
	Number of answers	Less than 3 months	3-6 months	6-12 months	1-2 years	2-4 years	More than 4 years	
	Count	%	%	%	%	%	%	
<b>Total</b>	<b>1352</b>	<b>28,1</b>	<b>25,6</b>	<b>19,9</b>	<b>10,3</b>	<b>6,8</b>	<b>9,3</b>	 23,0
<b>Gender</b>								
Male	450	31,1	24,7	19,8	7,6	6,2	10,7	 26,7
Female	899	26,6	26,0	19,9	11,7	7,1	8,7	 21,2
<b>Age*</b>								
24 years and younger	213	37,1	23,9	19,2	10,3	5,2	4,2	 11,9
25-34 years	487	27,5	25,7	20,7	10,1	8,8	7,2	 15,6
35-44 years	232	25,4	28,9	16,8	11,6	7,8	9,5	 25,9
45-54 years	192	23,4	19,8	22,4	13,0	7,3	14,1	 34,4
55 years and older	211	28,0	28,0	20,4	6,6	2,8	14,2	 37,4
<b>What is your profession?</b>								
Managerial	166	27,7	29,5	18,1	9,0	7,8	7,8	 22,7
Professionals (dr./lawyer/account. etc.)	292	22,3	27,4	21,6	13,0	6,8	8,9	 19,8
Other professionals	225	24,4	24,4	21,8	12,4	7,6	9,3	 20,6
Teacher/Medical care	135	27,4	26,7	23,7	6,7	4,4	11,1	 33,1
Clerical/Service	71	25,4	31,0	16,9	7,0	14,1	5,6	 21,5
Vocational/Technical	39	38,5	20,5	15,4	7,7	7,7	10,3	 19,0
Unskilled	6	50,0	0,0	16,7	0,0	0,0	33,3	 52,6
Student	188	42,6	21,8	13,8	9,0	6,4	6,4	 14,7
Retired/Homemaker	85	35,3	21,2	21,2	7,1	2,4	12,9	 34,3
Artist/Musician/Actor etc.	15	26,7	6,7	33,3	13,3	6,7	13,3	 29,1
Other	119	20,2	26,1	21,8	12,6	6,7	12,6	 29,3
<b>Household income</b>								
High	553	27,1	27,1	19,9	10,8	5,6	9,4	 21,5
Average	537	28,5	26,1	20,5	9,7	6,5	8,8	 24,3
Low	215	28,8	20,9	18,1	11,6	9,3	11,2	 24,2
<b>Market area</b>								
North America	637	24,8	25,1	20,6	12,4	7,7	9,4	 24,3
Britain	267	28,8	27,0	17,6	9,4	8,2	9,0	 23,1
Central/Southern Europe	230	28,7	28,3	19,1	8,7	5,7	9,6	 22,6
Scandinavia	84	38,1	23,8	7,1	7,1	4,8	19,0	 33,9
Asia	61	44,3	18,0	31,1	4,9	1,6	0,0	 5,5
Other	71	25,4	25,4	31,0	8,5	4,2	5,6	 14,3
<b>Educational level</b>								
Finished high school or less	104	26,9	26,9	19,2	5,8	8,7	12,5	 28,2
Bachelor's degree or equivalent	815	29,3	24,8	19,3	12,0	5,8	8,8	22,4
Master's/Ph.D. or equivalent	417	27,1	26,6	20,9	8,2	8,2	9,1	21,9

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# FIRST CONSIDERING COMING TO ICELAND



Q.15. How long is it since you first considered coming to Iceland?

	Number of answers	Less than 3 months	3-6 months	6-12 months	1-2 years	2-4 years	More than 4 years	
	Count	%	%	%	%	%	%	
<b>Total</b>	<b>1352</b>	<b>28,1</b>	<b>25,6</b>	<b>19,9</b>	<b>10,3</b>	<b>6,8</b>	<b>9,3</b>	 23,0
<b>Nationality*</b>								
American	490	24,3	23,5	21,6	12,2	8,6	9,8	 25,4
British	227	25,6	27,3	19,4	10,1	7,0	10,6	 25,8
Canadian	140	26,4	30,0	15,7	14,3	5,7	7,9	 20,8
German	50	26,0	18,0	14,0	12,0	10,0	20,0	 40,8
Chinese	38	63,2	18,4	13,2	0,0	2,6	2,6	 16,3
French	33	24,2	51,5	18,2	0,0	6,1	0,0	 6,2
Spanish	28	67,9	7,1	14,3	3,6	3,6	3,6	 6,0
Danish	22	27,3	27,3	9,1	0,0	9,1	27,3	 53,6
Swedish	24	37,5	25,0	8,3	8,3	4,2	16,7	 35,3
Swiss	15	33,3	13,3	26,7	20,0	0,0	6,7	 12,7
Norwegian	18	16,7	38,9	16,7	16,7	0,0	11,1	 21,5
Dutch	13	30,8	38,5	7,7	7,7	15,4	0,0	 9,8
Italian	12	33,3	41,7	8,3	0,0	0,0	16,7	 45,3
Austrian	6	16,7	16,7	50,0	0,0	0,0	16,7	 37,6
Other	236	29,7	25,4	25,0	8,5	5,1	6,4	 14,0
<b>Type of trip*</b>								
Package tour	248	26,6	25,4	20,2	12,9	5,6	9,3	 22,6
Individually-arranged tour	980	27,2	25,7	19,7	10,3	7,1	9,9	 24,4
Business-arranged tour	23	43,5	17,4	17,4	8,7	4,3	8,7	 15,1
<b>Purpose of visit*</b>								
Vacation/holiday	1236	27,8	26,2	19,7	10,1	7,1	9,1	 22,7
Visiting friends/relatives	73	31,5	16,4	9,6	9,6	9,6	23,3	 51,3
Event in Iceland (leisure related)	66	30,3	13,6	22,7	9,1	10,6	13,6	 19,4
Education and training	39	23,1	12,8	23,1	15,4	5,1	20,5	 49,1
Business/small meeting	32	37,5	25,0	15,6	9,4	9,4	3,1	 11,1
Conference/large meeting	14	64,3	21,4	7,1	7,1	0,0	0,0	 2,9
Other	15	26,7	26,7	26,7	0,0	20,0	0,0	 10,7

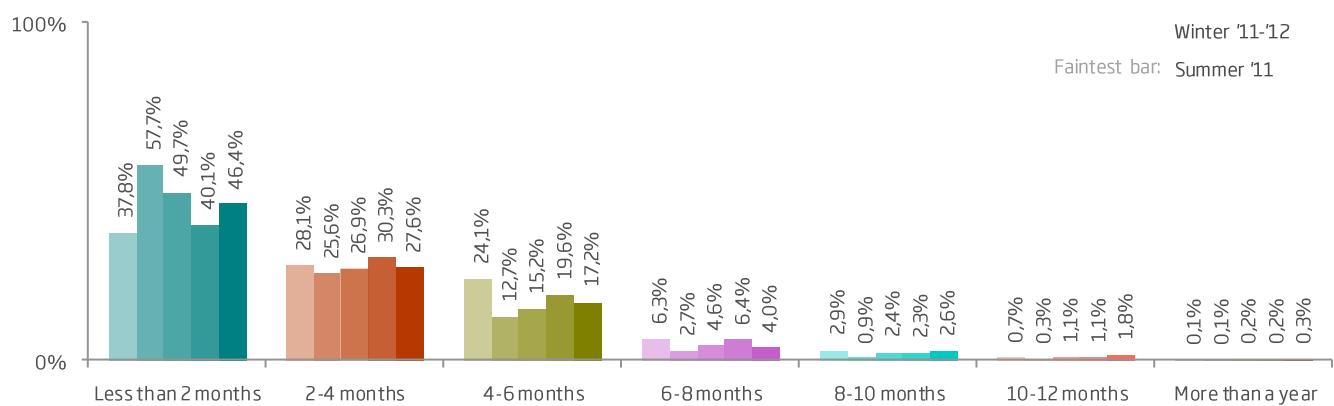
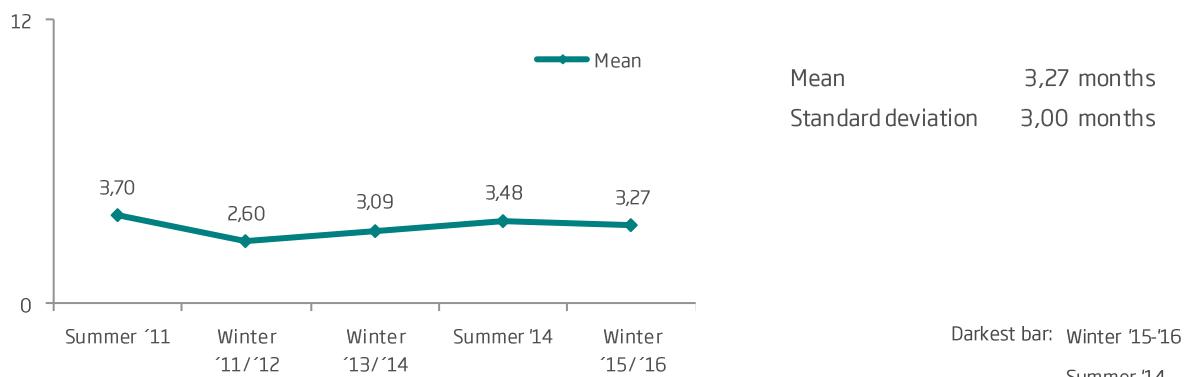
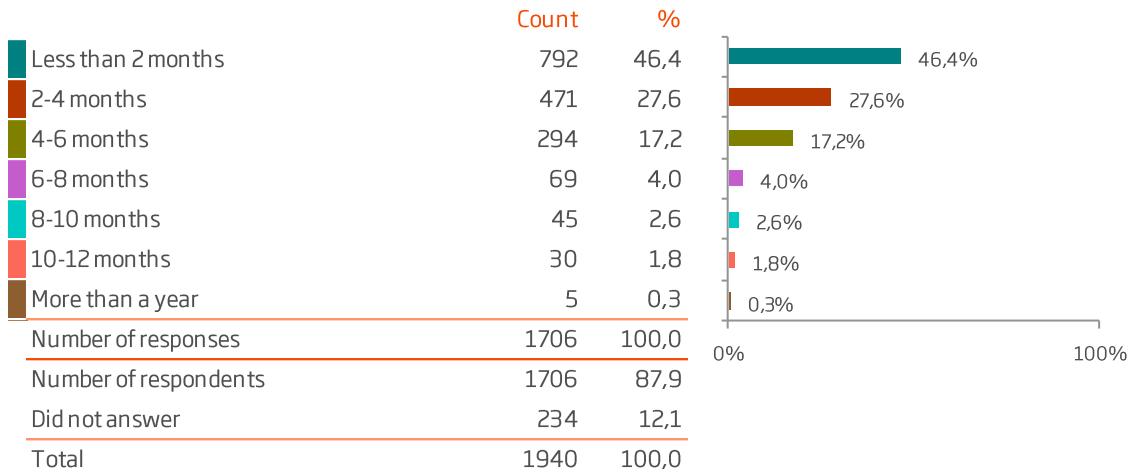
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# TIME BETWEEN BOOKING AND DEPARTURE



Q.16. How long before departure did you book the flight or buy the tour package?



# TIME BETWEEN BOOKING AND DEPARTURE



Q.16. How long before departure did you book the flight or buy the tour package?

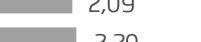
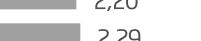
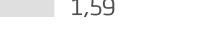
	Number of answers	Less than 2 months	2-4 months	4-6 months	6-8 months	More than 8 months	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1706</b>	<b>46,4</b>	<b>27,6</b>	<b>17,2</b>	<b>4,0</b>	<b>4,7</b>	 3,27
<b>Gender*</b>							
Male	569	49,0	28,8	16,2	3,0	3,0	 3,03
Female	1134	45,1	27,0	17,8	4,6	5,6	 3,39
<b>Age*</b>							
24 years and younger	274	57,3	23,4	12,8	2,9	3,6	 2,80
25-34 years	606	46,0	29,4	16,0	3,3	5,3	 3,29
35-44 years	304	42,8	29,3	19,7	5,6	2,6	 3,28
45-54 years	245	43,3	25,7	20,4	4,5	6,1	 3,54
55 years and older	255	43,5	27,5	18,8	4,7	5,5	 3,44
<b>What is your profession?*</b>							
Managerial	199	46,2	28,1	17,6	5,0	3,0	 3,29
Professionals (dr./lawyer/account. etc.)	383	43,3	29,0	19,3	3,4	5,0	 3,35
Other professionals	281	44,8	27,8	17,1	6,0	4,3	 3,35
Teacher/Medical care	180	36,7	27,2	24,4	4,4	7,2	 3,75
Clerical/Service	87	39,1	33,3	18,4	4,6	4,6	 3,52
Vocational/Technical	53	43,4	30,2	13,2	1,9	11,3	 3,61
Unskilled	7	42,9	28,6	28,6	0,0	0,0	 3,07
Student	235	61,3	25,1	7,7	3,0	3,0	 2,53
Retired/Homemaker	97	50,5	23,7	16,5	4,1	5,2	 3,22
Artist/Musician/Actor etc.	18	44,4	27,8	22,2	0,0	5,6	 3,35
Other	146	48,6	25,3	18,5	3,4	4,1	 3,23
<b>Household income</b>							
High	684	46,6	26,9	17,5	4,1	4,8	 3,30
Average	702	45,3	28,2	17,2	4,4	4,8	 3,35
Low	259	46,7	29,3	16,6	3,5	3,9	 3,06
<b>Market area*</b>							
North America	797	43,4	29,5	17,4	4,8	4,9	 3,38
Britain	330	44,2	30,9	16,7	3,0	5,2	 3,29
Central/Southern Europe	301	46,5	27,6	17,9	3,7	4,3	 3,23
Scandinavia	103	67,0	21,4	8,7	1,9	1,0	 2,32
Asia	85	57,6	14,1	21,2	4,7	2,4	 2,97
Other	87	47,1	19,5	19,5	4,6	9,2	 3,69
<b>Educational level</b>							
Finished high school or less	136	43,4	27,9	19,1	5,9	3,7	 3,39
Bachelor's degree or equivalent	991	47,5	25,6	16,6	4,1	6,1	 3,33
Master's/Ph.D. or equivalent	555	45,2	31,4	17,7	3,2	2,5	 3,11

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# TIME BETWEEN BOOKING AND DEPARTURE



Q.16. How long before departure did you book the flight or buy the tour package?

	Number of answers	Less than 2 months	2-4 months	4-6 months	6-8 months	More than 8 months	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1706</b>	<b>46,4</b>	<b>27,6</b>	<b>17,2</b>	<b>4,0</b>	<b>4,7</b>	 3,27
<b>Nationality*</b>							
American	610	43,8	28,9	17,4	4,6	5,4	 3,41
British	285	42,8	30,2	18,9	2,8	5,3	 3,37
Canadian	178	42,7	31,5	16,3	5,6	3,9	 3,35
German	67	43,3	23,9	19,4	6,0	7,5	 3,67
Chinese	46	73,9	13,0	6,5	2,2	4,3	 2,34
French	43	41,9	27,9	20,9	4,7	4,7	 3,46
Spanish	35	57,1	22,9	8,6	8,6	2,9	 2,81
Danish	28	75,0	14,3	7,1	3,6	0,0	 2,09
Swedish	25	72,0	16,0	8,0	4,0	0,0	 2,20
Swiss	25	60,0	36,0	4,0	0,0	0,0	 2,29
Norwegian	20	45,0	35,0	20,0	0,0	0,0	 3,03
Dutch	20	55,0	35,0	10,0	0,0	0,0	 2,56
Italian	16	43,8	37,5	18,8	0,0	0,0	 3,00
Austrian	8	25,0	37,5	12,5	0,0	25,0	 4,96
Other	300	47,7	23,7	20,7	3,7	4,3	 3,23
<b>Type of trip*</b>							
Package tour	300	34,3	28,7	24,7	5,3	7,0	 3,98
Individually-arranged tour	1244	48,6	27,2	16,2	3,9	4,2	 3,14
Business-arranged tour	31	74,2	25,8	0,0	0,0	0,0	 1,59
<b>Purpose of visit*</b>							
Vacation/holiday	1561	44,5	28,4	17,9	4,3	5,0	 3,36
Visiting friends/relatives	87	65,5	19,5	13,8	1,1	0,0	 2,36
Event in Iceland (leisure related)	80	56,3	21,3	13,8	5,0	3,8	 2,96
Education and training	45	64,4	17,8	11,1	2,2	4,4	 2,71
Business/small meeting	38	76,3	15,8	7,9	0,0	0,0	 1,79
Conference/large meeting	29	58,6	24,1	17,2	0,0	0,0	 2,40
Other	23	56,5	21,7	17,4	4,3	0,0	 2,55

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# FACTORS CONCERNING THE DECISION TO VISIT ICELAND



Q.17. Which of the following factors had a major impact on your decision to visit Iceland?

	Count respondents	% respondents	% responses
Icelandic nature	1345	73,8	26,3
A destination I have always wanted to visit	1044	57,3	20,4
Attractive price offer / low airfare	673	36,9	13,2
Icelandic culture / history	615	33,7	12,0
Spa & wellness	313	17,2	6,1
Stopover opportunity in Iceland	247	13,5	4,8
Special event in Iceland	187	10,3	3,7
Special personal occasions (birthday, wedding, etc.)	186	10,2	3,6
Friends / relatives in Iceland	141	7,7	2,8
Horse riding / related activities	90	4,9	1,8
Educational or research	71	3,9	1,4
Conference / meeting in Iceland	56	3,1	1,1
Business relations in Iceland	39	2,1	0,8
Health & medical treatment	12	0,7	0,2
Other	94	5,2	1,8
Number of responses*	5113	280,5	100,0
Number of respondents	1823	94,0	
Did not answer	117	6,0	
Total	1940	100,0	

\*There are more responses than respondents as it was possible to select more than one answer.

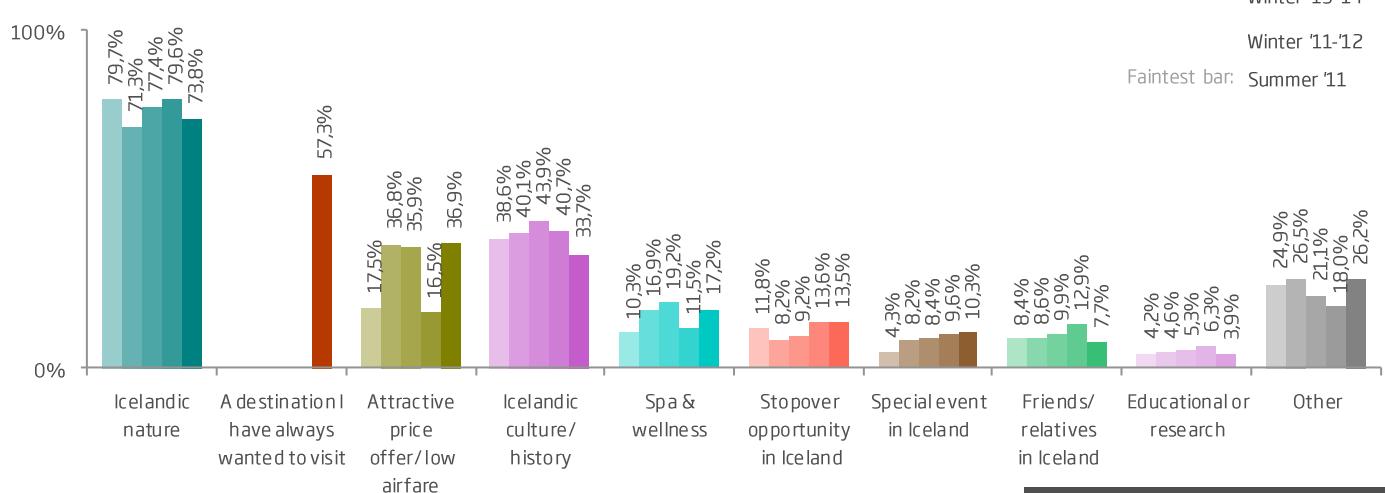
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# FACTORS CONCERNING THE DECISION TO VISIT ICELAND



Q.17. Which of the following factors had a major impact on your decision to visit Iceland?

	Number of answers	Icelandic nature	A destination I have always wanted to visit	Attractive price offer / low airfare	Icelandic culture / history	Spa & wellness	Other
	Count	%	%	%	%	%	%
<b>Gender</b>							
Male	610	76,4	58,5	34,9	36,9	18,7	47,2
Female	1210	72,6	56,8	38,0	32,1	16,4	48,9
<b>Age</b>							
24 years and younger	307	<b>81,4</b>	60,9	37,1	34,5	22,1	45,6
25-34 years	632	75,9	59,5	38,6	32,9	17,6	48,7
35-44 years	330	73,0	55,2	35,8	33,9	19,4	49,7
45-54 years	255	72,2	55,3	36,5	35,7	13,7	50,6
55 years and older	275	<b>62,2</b>	54,5	35,6	32,4	12,4	46,9
<b>What is your profession?</b>							
Managerial	209	69,9	54,1	37,8	34,0	21,1	45,0
Professionals (dr./lawyer/account. etc.)	403	76,2	60,0	37,0	34,2	15,6	47,9
Other professionals	296	72,3	59,5	42,9	35,8	18,6	45,6
Teacher/Medical care	189	72,0	57,1	36,0	31,2	16,4	47,1
Clerical/Service	93	75,3	61,3	29,0	35,5	19,4	40,9
Vocational/Technical	55	74,5	49,1	38,2	<b>25,5</b>	10,9	41,8
Unskilled	8	62,5	<b>75,0</b>	<b>12,5</b>	<b>62,5</b>	12,5	<b>37,5</b>
Student	261	80,1	57,9	31,4	29,5	19,5	47,9
Retired/Homemaker	111	<b>55,0</b>	<b>46,8</b>	39,6	36,0	<b>6,3</b>	55,9
Artist/Musician/Actor etc.	18	66,7	61,1	<b>55,6</b>	55,6	<b>22,2</b>	<b>77,8</b>
Other	158	<b>82,3</b>	55,7	37,3	32,3	19,6	59,5
<b>Household income</b>							
High	721	74,1	59,4	38,8	34,3	17,9	48,3
Average	748	75,3	56,6	35,4	35,0	17,2	<b>43,2</b>
Low	284	72,2	54,2	37,3	30,3	16,5	<b>57,7</b>
<b>Market area</b>							
North America	847	72,1	56,7	<b>53,7</b>	<b>38,6</b>	<b>18,9</b>	51,2
Britain	355	73,0	64,8	27,6	38,3	18,3	48,2
Central/Southern Europe	320	79,7	53,4	20,3	24,7	17,2	44,4
Scandinavia	113	<b>58,4</b>	<b>43,4</b>	18,6	23,9	15,0	<b>71,7</b>
Asia	93	<b>86,0</b>	57,0	<b>11,8</b>	<b>21,5</b>	10,8	<b>17,2</b>
Other	91	76,9	<b>67,0</b>	24,2	27,5	<b>6,6</b>	40,7
<b>Educational level</b>							
Finished high school or less	150	68,7	58,7	<b>27,3</b>	31,3	14,7	47,3
Bachelor's degree or equivalent	1063	74,3	58,4	<b>38,9</b>	34,6	17,0	47,3
Master's/Ph.D. or equivalent	580	74,7	54,7	36,9	32,4	18,4	50,2

When respondents can choose more than one answer, significance between groups is not calculated.

# FACTORS CONCERNING THE DECISION TO VISIT ICELAND



Q.17. Which of the following factors had a major impact on your decision to visit Iceland?

	Number of answers	Icelandic nature	A destination I have always wanted to visit	Attractive price offer / low airfare	Icelandic culture / history	Spa & wellness	Other
	Count	%	%	%	%	%	%
<b>Nationality</b>							
American	646	74,6	57,4	<b>56,0</b>	39,8	18,9	49,5
British	303	70,0	<b>65,7</b>	27,1	41,9	16,2	50,2
Canadian	193	62,7	52,3	46,6	35,8	19,7	59,1
German	70	81,4	55,7	17,1	20,0	14,3	54,3
Chinese	53	<b>94,3</b>	62,3	15,1	32,1	17,0	<b>9,4</b>
French	46	84,8	52,2	21,7	<b>10,9</b>	26,1	47,8
Spanish	38	76,3	52,6	23,7	34,2	13,2	31,6
Danish	31	54,8	<b>35,5</b>	25,8	16,1	6,5	<b>77,4</b>
Swedish	29	<b>48,3</b>	41,4	13,8	20,7	<b>34,5</b>	75,9
Swiss	25	76,0	52,0	28,0	24,0	28,0	56,0
Norwegian	23	65,2	39,1	13,0	<b>47,8</b>	13,0	73,9
Dutch	22	77,3	59,1	22,7	13,6	<b>0,0</b>	50,0
Italian	17	76,5	47,1	<b>11,8</b>	17,6	17,6	41,2
Austrian	8	75,0	37,5	12,5	37,5	12,5	62,5
Other	319	79,6	58,9	21,9	23,8	13,2	37,3
<b>Type of trip*</b>							
Package tour	325	75,1	<b>61,8</b>	<b>48,6</b>	<b>36,0</b>	<b>19,7</b>	<b>33,5</b>
Individually-arranged tour	1306	<b>75,3</b>	58,0	35,5	34,5	17,5	50,3
Business-arranged tour	34	<b>38,2</b>	<b>26,5</b>	<b>8,8</b>	<b>11,8</b>	<b>5,9</b>	<b>94,1</b>
<b>Purpose of visit*</b>							
Vacation/holiday	1658	<b>76,7</b>	60,0	<b>39,0</b>	34,8	18,0	<b>44,8</b>
Visiting friends/relatives	95	66,3	38,9	27,4	34,7	15,8	91,6
Event in Iceland (leisure related)	85	69,4	<b>61,2</b>	31,8	38,8	<b>23,5</b>	77,6
Education and training	56	64,3	51,8	23,2	<b>41,1</b>	12,5	87,5
Business/small meeting	39	<b>38,5</b>	<b>28,2</b>	17,9	<b>17,9</b>	<b>2,6</b>	92,3
Conference/large meeting	30	40,0	40,0	<b>6,7</b>	20,0	6,7	<b>100,0</b>
Other	26	69,2	42,3	15,4	19,2	15,4	76,9

When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ICELANDIC NATURE AS A MOTIVATOR



Q.18. What was it about Icelandic nature that motivated your decision to visit Iceland

	Count respondents	% respondents	% responses
Beautiful/Unspoilt/Untouched/Landscape/ Scenery/Wilderness	622	50,7	25,2
Northern lights	302	24,6	12,2
Volcanos /Lava	254	20,7	10,3
Glaciers	210	17,1	8,5
Uniqueness/Different/Diversity	204	16,6	8,3
Waterfalls	176	14,3	7,1
Geothermal/Hotsprings	149	12,1	6,0
Geysers	104	8,5	4,2
Climate/Wheather	87	7,1	3,5
Geohistory/Geology/Geophysics	73	5,9	3,0
Beach/Black beach/Sea/Ocean	59	4,8	2,4
Animal life/Wildlife	36	2,9	1,5
Blue lagoon	26	2,1	1,1
Clean/Calm	24	2,0	1,0
Horses	19	1,5	0,8
Whales	17	1,4	0,7
History	11	0,9	0,4
Everything	10	0,8	0,4
Other	86	7,0	3,5
Number of responses*	2469	201,1	100,0
Number of respondents	1228	63,3	
Did not get question**	613	31,6	
Did not answer	99	5,1	
Total	1940	100,0	

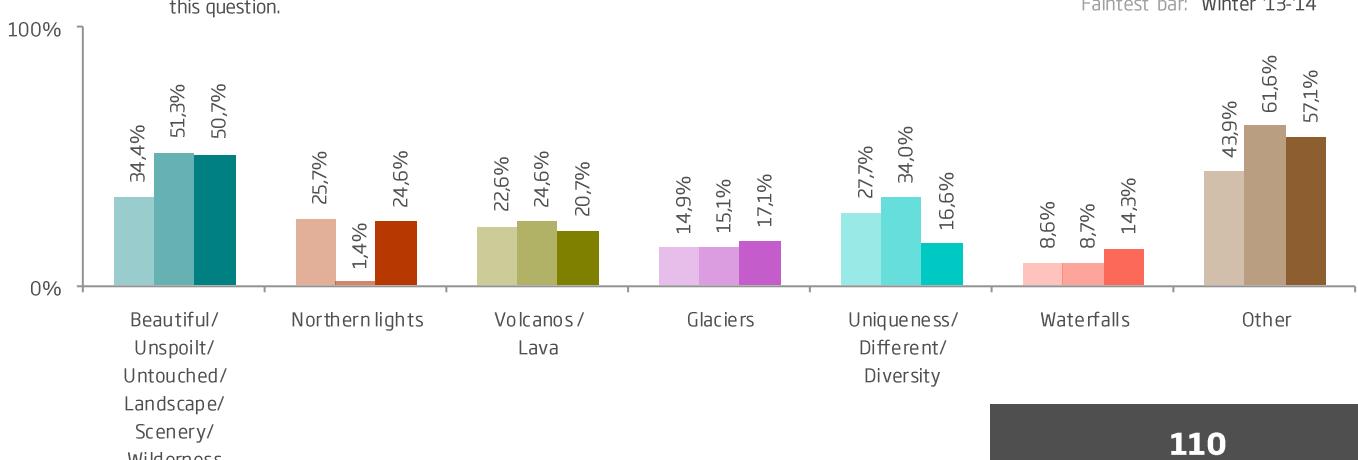
\*There are more responses than respondents as it was possible to select more than one answer.

\*\*Only those who said that Icelandic nature had major impact on their decision to visit Iceland got this question.

Darkest bar: Winter '15-'16

Summer '14

Faintest bar: Winter '13-'14



# ICELANDIC NATURE AS A MOTIVATOR



Q.18. What was it about Icelandic nature that motivated your decision to visit Iceland

	Number of answers	Unspoilt/ Untouched/ Landscape/ Scenery/ Wilderness	Northern lights	Volcanos / Lava	Glaciers	Uniqueness/ Different/ Diversity	Other
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	412	49,8	21,4	22,3	17,5	17,2	50,2
Female	815	51,0	26,3	19,9	16,9	16,3	48,1
<b>Age</b>							
24 years and younger	218	51,8	21,1	<b>15,6</b>	18,3	20,6	47,7
25-34 years	442	<b>54,3</b>	24,2	19,7	18,8	15,8	47,5
35-44 years	224	49,1	25,4	22,3	17,0	18,8	<b>43,8</b>
45-54 years	170	52,9	23,5	18,2	11,8	11,8	50,0
55 years and older	155	<b>40,6</b>	29,0	<b>30,3</b>	16,8	16,1	<b>60,6</b>
<b>What is your profession?</b>							
Managerial	132	49,2	27,3	18,2	9,1	13,6	50,0
Professionals (dr./lawyer/account. etc.)	280	53,9	24,6	18,9	18,2	15,0	44,6
Other professionals	202	52,5	22,8	19,3	13,4	18,3	47,5
Teacher/Medical care	132	46,2	27,3	20,5	13,6	17,4	50,8
Clerical/Service	62	51,6	<b>33,9</b>	12,9	17,7	14,5	45,2
Vocational/Technical	38	<b>39,5</b>	28,9	<b>42,1</b>	21,1	10,5	<b>55,3</b>
Unskilled	5	<b>80,0</b>	20,0	20,0	<b>0,0</b>	<b>0,0</b>	<b>40,0</b>
Student	181	51,9	24,3	18,2	18,8	18,2	48,6
Retired/Homemaker	54	40,7	25,9	37,0	24,1	22,2	51,9
Artist/Musician/Actor etc.	11	54,5	<b>0,0</b>	<b>0,0</b>	9,1	<b>45,5</b>	54,5
Other	120	48,3	19,2	25,0	<b>26,7</b>	15,8	55,0
<b>Household income</b>							
High	486	49,8	28,4	20,8	15,8	16,0	48,6
Average	518	49,2	23,0	19,7	16,6	17,4	49,4
Low	187	52,9	20,9	20,3	20,9	16,6	49,2
<b>Market area</b>							
North America	568	51,9	25,0	19,4	17,6	19,2	45,6
Britain	229	52,0	25,8	16,2	10,0	15,3	50,2
Central/Southern Europe	233	48,1	22,7	<b>32,2</b>	22,7	11,6	56,2
Scandinavia	62	51,6	<b>9,7</b>	21,0	<b>6,5</b>	<b>29,0</b>	<b>56,5</b>
Asia	67	44,8	<b>41,8</b>	<b>10,4</b>	<b>26,9</b>	<b>6,0</b>	<b>32,8</b>
Other	66	48,5	21,2	18,2	18,2	16,7	54,5
<b>Educational level</b>							
Finished high school or less	96	55,2	17,7	20,8	17,7	13,5	<b>54,2</b>
Bachelor's degree or equivalent	724	49,3	25,4	21,3	18,9	16,7	51,5
Master's/Ph.D. or equivalent	393	52,4	25,2	19,6	14,0	17,3	<b>43,0</b>

When respondents can choose more than one answer, significance between groups is not calculated.



## Q.18. What was it about Icelandic nature that motivated your decision to visit Iceland

	Number of answers	Unspoilt/ Untouched/ Landscape/ Scenery/ Wilderness	Northern lights	Volcanos / Lava	Glaciers	Uniqueness/ Different/ Diversity	Other
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	449	53,5	27,6	18,5	18,5	17,8	45,2
British	188	53,7	23,9	16,5	9,6	15,4	48,4
Canadian	113	45,1	14,2	23,0	15,0	23,0	51,3
German	54	40,7	24,1	<b>44,4</b>	29,6	7,4	68,5
Chinese	39	<b>25,6</b>	<b>51,3</b>	<b>7,7</b>	<b>38,5</b>	10,3	43,6
French	35	57,1	11,4	34,3	20,0	5,7	51,4
Spanish	23	43,5	21,7	17,4	26,1	8,7	43,5
Danish	16	50,0	6,3	12,5	6,3	<b>50,0</b>	31,3
Swedish	14	50,0	<b>0,0</b>	14,3	<b>0,0</b>	35,7	57,1
Swiss	18	27,8	27,8	33,3	22,2	5,6	72,2
Norwegian	13	46,2	15,4	38,5	<b>0,0</b>	15,4	<b>76,9</b>
Dutch	15	<b>73,3</b>	13,3	26,7	6,7	20,0	33,3
Italian	10	50,0	20,0	10,0	10,0	30,0	40,0
Austrian	6	66,7	16,7	33,3	16,7	<b>0,0</b>	<b>16,7</b>
Other	235	51,9	26,4	20,9	17,0	14,9	50,6
<b>Type of trip*</b>							
Package tour	225	<b>42,2</b>	30,7	<b>22,7</b>	13,8	17,3	52,0
Individually-arranged tour	910	<b>53,1</b>	23,6	20,9	<b>18,4</b>	16,7	<b>48,8</b>
Business-arranged tour	13	46,2	23,1	<b>7,7</b>	<b>0,0</b>	15,4	<b>61,5</b>
<b>Purpose of visit*</b>							
Vacation/holiday	1166	50,4	25,1	20,8	17,1	16,9	48,4
Visiting friends/relatives	60	60,0	<b>13,3</b>	20,0	10,0	<b>23,3</b>	51,7
Event in Iceland (leisure related)	55	47,3	<b>29,1</b>	20,0	<b>27,3</b>	16,4	52,7
Education and training	34	<b>41,2</b>	20,6	20,6	14,7	17,6	44,1
Business/small meeting	14	50,0	21,4	<b>7,1</b>	<b>0,0</b>	<b>7,1</b>	50,0
Conference/large meeting	12	58,3	16,7	<b>25,0</b>	16,7	16,7	<b>66,7</b>
Other	17	<b>70,6</b>	17,6	23,5	23,5	11,8	<b>41,2</b>

When respondents can choose more than one answer, significance between groups is not calculated.

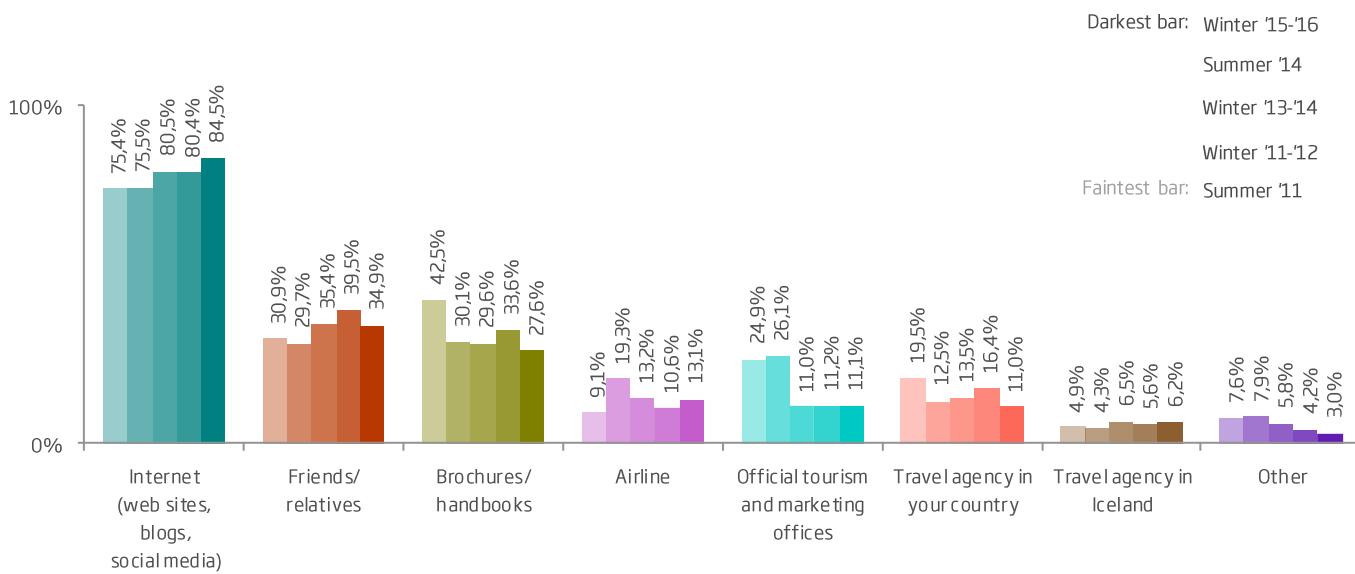
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# SOURCES OF INFORMATION ON ICELAND



Q.19. From which of the following sources did you get information on Iceland when deciding on travelling to Iceland?

	Count respondents	% respondents	% responses
Internet (web sites, blogs, social media)	1531	84,5	44,2
Friends/relatives	632	34,9	18,2
Brochures/handbooks	499	27,6	14,4
Airline	237	13,1	6,8
Official tourism and marketing offices	201	11,1	5,8
Travel agency in your country	199	11,0	5,7
Travel agency in Iceland	112	6,2	3,2
Other	54	3,0	1,6
Number of responses	3465	191,3	100,0
Number of respondents	1811	93,4	
Did not answer	129	6,6	
Total	1940	100,0	



# SOURCES OF INFORMATION ON ICELAND



Q.19. From which of the following sources did you get information on Iceland when deciding on travelling to Iceland?

	Number of answers	Internet (web sites, blogs, social media)	Friends/ relatives	Brochures/ handbooks	Airline	Official tourism and marketing offices	Travel agency in your country	Other
	Count	%	%	%	%	%	%	%
<b>Gender</b>								
Male	605	86,0	35,5	26,0	13,4	8,9	10,2	8,8
Female	1203	84,0	34,7	28,2	13,0	12,2	11,4	9,2
<b>Age</b>								
24 years and younger	301	83,7	<b>39,5</b>	<b>23,9</b>	12,3	8,6	10,0	12,3
25-34 years	632	87,5	39,2	28,8	11,2	12,5	9,2	7,1
35-44 years	328	86,3	32,9	24,4	14,6	10,4	9,5	7,6
45-54 years	250	84,0	28,0	26,0	15,2	13,2	12,8	11,2
55 years and older	276	77,9	<b>27,9</b>	<b>35,1</b>	14,1	9,8	17,0	9,8
<b>What is your profession?</b>								
Managerial	210	83,8	36,2	29,5	15,2	11,9	10,0	6,7
Professionals (dr./lawyer/account. etc.)	402	88,1	34,3	29,1	13,7	9,2	10,4	7,2
Other professionals	295	86,8	35,3	26,8	15,6	14,2	9,8	10,8
Teacher/Medical care	188	83,0	28,7	23,4	10,6	12,2	9,0	7,4
Clerical/Service	92	84,8	35,9	30,4	16,3	9,8	<b>8,7</b>	12,0
Vocational/Technical	56	82,1	<b>21,4</b>	<b>21,4</b>	<b>7,1</b>	16,1	16,1	5,4
Unskilled	9	<b>88,9</b>	33,3	22,2	11,1	<b>0,0</b>	<b>33,3</b>	<b>0,0</b>
Student	253	85,4	37,9	25,7	7,5	9,1	9,9	<b>12,3</b>
Retired/Homemaker	111	<b>72,1</b>	29,7	27,9	13,5	8,1	22,5	10,8
Artist/Musician/Actor etc.	19	78,9	<b>63,2</b>	26,3	<b>31,6</b>	<b>21,1</b>	10,5	5,3
Other	156	82,7	41,0	<b>31,4</b>	14,7	9,0	10,9	10,3
<b>Household income</b>								
High	717	87,9	33,2	28,9	14,6	9,6	10,5	7,7
Average	741	83,4	34,1	27,4	11,3	13,2	10,0	8,4
Low	284	81,0	39,8	24,6	14,8	9,2	13,0	14,1
<b>Market area</b>								
North America	848	86,8	36,1	30,1	<b>19,9</b>	11,8	7,4	8,3
Britain	353	84,7	31,7	<b>30,9</b>	8,2	10,2	12,2	9,9
Central/Southern Europe	316	80,4	32,9	25,0	<b>5,4</b>	9,8	<b>21,8</b>	9,8
Scandinavia	107	<b>72,9</b>	<b>48,6</b>	17,8	8,4	<b>6,5</b>	8,4	7,5
Asia	92	84,8	35,9	28,3	5,4	<b>17,4</b>	<b>5,4</b>	15,2
Other	91	<b>91,2</b>	<b>25,3</b>	<b>12,1</b>	7,7	12,1	11,0	6,6
<b>Educational level</b>								
Finished high school or less	149	<b>75,8</b>	36,9	<b>18,1</b>	8,7	11,4	18,8	11,4
Bachelor's degree or equivalent	1059	85,5	35,4	28,1	13,7	12,3	10,3	9,1
Master's/Ph.D. or equivalent	575	<b>86,4</b>	33,9	<b>29,2</b>	13,4	8,9	8,9	8,3

When respondents can choose more than one answer, significance between groups is not calculated.

# SOURCES OF INFORMATION ON ICELAND



Q.19. From which of the following sources did you get information on Iceland when deciding on travelling to Iceland?

	Number of answers	Internet (web sites, blogs, social media)	Friends/ relatives	Brochures/hand books	Airline	Official tourism and marketing offices	Travel agency in your country	Other
	Count	%	%	%	%	%	%	%
<b>Total</b>								
<b>Nationality</b>								
American	645	87,4	36,3	30,5	<b>20,9</b>	12,4	6,5	7,8
British	302	82,5	31,1	30,8	8,3	9,6	14,6	8,3
Canadian	194	83,5	37,1	32,5	18,6	11,9	9,8	10,3
German	68	80,9	36,8	10,3	5,9	16,2	47,1	4,4
Chinese	52	75,0	25,0	40,4	3,8	13,5	17,3	<b>26,9</b>
French	47	83,0	<b>21,3</b>	<b>59,6</b>	<b>2,1</b>	<b>2,1</b>	6,4	12,8
Spanish	37	89,2	32,4	18,9	2,7	5,4	<b>5,4</b>	8,1
Danish	28	<b>60,7</b>	53,6	17,9	14,3	10,7	14,3	3,6
Swedish	26	69,2	34,6	23,1	15,4	7,7	11,5	<b>0,0</b>
Swiss	25	64,0	40,0	24,0	8,0	20,0	<b>52,0</b>	12,0
Norwegian	23	78,3	39,1	8,7	8,7	4,3	8,7	8,7
Dutch	21	85,7	28,6	38,1	9,5	4,8	14,3	9,5
Italian	17	64,7	47,1	11,8	17,6	11,8	11,8	11,8
Austrian	8	62,5	<b>62,5</b>	<b>0,0</b>	12,5	<b>25,0</b>	25,0	12,5
Other	318	<b>90,3</b>	34,6	17,0	4,7	10,1	6,0	10,1
<b>Type of trip*</b>								
Package tour	323	79,6	<b>22,0</b>	27,2	12,4	12,7	<b>21,4</b>	12,1
Individually-arranged tour	1306	86,8	<b>38,5</b>	<b>29,0</b>	13,3	11,6	<b>9,3</b>	8,8
Business-arranged tour	31	77,4	32,3	<b>16,1</b>	9,7	6,5	9,7	6,5
<b>Purpose of visit*</b>								
Vacation/holiday	1658	86,0	34,1	29,1	13,3	11,5	11,5	9,0
Visiting friends/relatives	94	76,6	<b>64,9</b>	20,2	14,9	10,6	2,1	8,5
Event in Iceland (leisure related)	85	81,2	52,9	<b>29,4</b>	12,9	9,4	<b>15,3</b>	11,8
Education and training	51	<b>86,3</b>	35,3	19,6	11,8	7,8	9,8	13,7
Business/small meeting	39	74,4	<b>30,8</b>	17,9	<b>15,4</b>	<b>5,1</b>	7,7	10,3
Conference/large meeting	29	<b>69,0</b>	41,4	<b>6,9</b>	<b>3,4</b>	<b>17,2</b>	6,9	6,9
Other	24	70,8	62,5	20,8	4,2	8,3	<b>0,0</b>	8,3

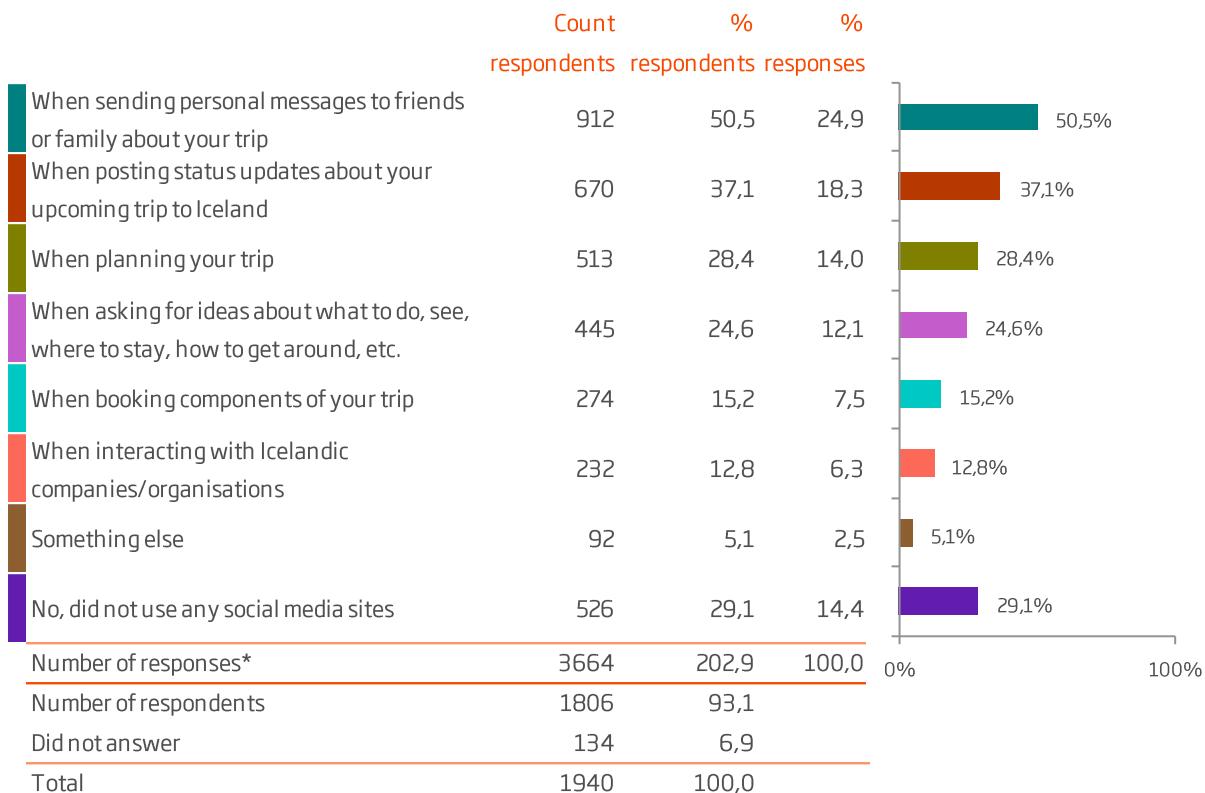
When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# USE OF SOCIAL MEDIA



Sp.20. Did you use Facebook, Twitter, Instagram or other social media sites before and during your trip to Iceland?



\*There are more responses than respondents as it was possible to select more than one answer.

# USE OF SOCIAL MEDIA



Sp.20. Did you use Facebook, Twitter, Instagram or other social media sites before and during your trip to Iceland?

	Number of answers	When sending personal messages	When posting status updates	When planning your trip	When asking for ideas about what to do etc.	When booking components of your trip	When interacting with Icelandic companies	Something else	No, did not use any social media sites
	Count	%	%	%	%	%	%	%	%
<b>Gender</b>									
Male	601	47,1	33,3	24,1	20,0	13,6	11,5	5,3	31,1
Female	1202	52,2	39,1	30,6	27,0	16,0	13,6	5,0	28,0
<b>Age</b>									
24 years and younger	306	<b>59,8</b>	<b>48,7</b>	<b>39,2</b>	<b>32,0</b>	19,9	12,4	5,9	<b>15,4</b>
25-34 years	625	53,9	45,1	32,2	27,8	15,7	14,6	5,6	22,2
35-44 years	324	51,5	36,7	28,1	23,1	13,0	14,2	3,7	29,3
45-54 years	254	48,0	29,9	18,9	18,5	15,4	12,6	4,7	36,6
55 years and older	273	<b>34,1</b>	<b>13,2</b>	<b>17,9</b>	<b>15,0</b>	11,0	8,4	5,5	<b>52,7</b>
<b>What is your profession?</b>									
Managerial	210	51,4	40,0	27,1	24,8	16,2	14,3	1,9	31,4
Professionals (dr./lawyer/account. etc.)	399	48,1	34,6	26,1	22,6	12,8	12,0	4,8	31,3
Other professionals	294	46,6	37,1	26,5	23,5	11,2	13,3	5,1	32,3
Teacher/Medical care	187	52,4	33,2	26,2	23,0	14,4	10,2	4,8	31,6
Clerical/Service	92	56,5	35,9	33,7	21,7	<b>23,9</b>	<b>21,7</b>	6,5	19,6
Vocational/Technical	55	41,8	29,1	29,1	23,6	<b>7,3</b>	14,5	5,5	38,2
Unskilled	9	44,4	44,4	22,2	<b>44,4</b>	11,1	11,1	<b>0,0</b>	<b>11,1</b>
Student	256	<b>61,3</b>	50,0	<b>36,3</b>	31,6	21,1	11,3	4,7	14,5
Retired/Homemaker	110	<b>40,9</b>	<b>15,5</b>	<b>20,0</b>	<b>19,1</b>	13,6	<b>7,3</b>	3,6	<b>45,5</b>
Artist/Musician/Actor etc.	19	42,1	<b>52,6</b>	21,1	26,3	10,5	21,1	<b>10,5</b>	26,3
Other	154	52,6	42,2	35,1	29,9	18,8	16,2	10,4	25,3
<b>Household income</b>									
High	716	48,9	34,8	25,4	23,5	12,4	11,9	5,3	32,1
Average	741	52,2	40,6	31,2	25,6	18,4	14,6	5,3	25,0
Low	279	53,8	36,6	29,4	26,2	14,7	12,9	4,3	28,7
<b>Market area</b>									
North America	838	53,1	41,1	32,6	25,7	16,6	15,5	6,1	27,3
Britain	356	45,8	35,4	19,1	21,9	12,4	12,6	3,9	34,0
Central/Southern Europe	315	<b>43,5</b>	<b>27,0</b>	27,0	22,2	13,3	7,6	5,4	34,9
Scandinavia	112	49,1	30,4	<b>15,2</b>	<b>17,9</b>	<b>11,6</b>	7,1	1,8	<b>36,6</b>
Asia	91	53,8	<b>46,2</b>	<b>42,9</b>	<b>37,4</b>	<b>22,0</b>	11,0	1,1	<b>11,0</b>
Other	91	<b>68,1</b>	41,8	31,9	29,7	16,5	15,4	7,7	15,4
<b>Educational level</b>									
Finished high school or less	150	<b>44,0</b>	34,0	27,3	20,7	15,3	10,0	6,7	34,0
Bachelor's degree or equivalent	1053	<b>54,0</b>	<b>41,6</b>	31,3	27,6	17,4	14,2	5,8	<b>24,1</b>
Master's/Ph.D. or equivalent	574	46,5	<b>30,7</b>	23,9	20,7	11,7	11,8	3,5	<b>35,7</b>

When respondents can choose more than one answer, significance between groups is not calculated.

# USE OF SOCIAL MEDIA



Sp.20. Did you use Facebook, Twitter, Instagram or other social media sites before and during your trip to Iceland?

	Number of answers	When sending personal messages	When posting status updates	When planning your trip	When asking for ideas about what to do etc.	When booking components of your trip	When interacting with Icelandic companies	Something else	No, did not use any social media sites
	Count	%	%	%	%	%	%	%	%
<b>Nationality</b>									
American	638	52,8	<b>42,9</b>	33,2	26,3	15,5	<b>15,7</b>	5,6	27,0
British	305	45,6	36,4	18,0	21,0	12,5	12,5	4,6	35,4
Canadian	190	53,7	36,3	29,5	21,6	19,5	13,2	6,3	28,4
German	70	41,4	14,3	22,9	21,4	12,9	7,1	1,4	52,9
Chinese	52	40,4	40,4	38,5	<b>36,5</b>	23,1	7,7	<b>0,0</b>	17,3
French	47	38,3	23,4	10,6	12,8	10,6	6,4	12,8	38,3
Spanish	37	56,8	37,8	<b>51,4</b>	29,7	16,2	10,8	2,7	24,3
Danish	30	53,3	20,0	<b>10,0</b>	<b>10,0</b>	<b>0,0</b>	13,3	3,3	40,0
Swedish	29	34,5	17,2	10,3	10,3	6,9	3,4	<b>0,0</b>	<b>55,2</b>
Swiss	23	43,5	17,4	13,0	21,7	<b>0,0</b>	13,0	<b>21,7</b>	30,4
Norwegian	23	39,1	26,1	21,7	17,4	21,7	8,7	<b>0,0</b>	43,5
Dutch	22	40,9	18,2	13,6	13,6	4,5	4,5	<b>0,0</b>	50,0
Italian	17	<b>23,5</b>	<b>5,9</b>	29,4	17,6	<b>35,3</b>	11,8	5,9	35,3
Austrian	8	25,0	12,5	37,5	25,0	12,5	<b>0,0</b>	12,5	37,5
Other	315	<b>58,7</b>	42,2	33,3	31,1	16,8	12,7	4,4	<b>17,1</b>
<b>Type of trip*</b>									
Package tour	324	48,8	34,3	23,1	20,4	9,3	9,9	4,6	32,1
Individually-arranged tour	1296	53,0	38,0	<b>30,7</b>	26,5	17,3	14,0	5,2	<b>26,5</b>
Business-arranged tour	34	47,1	35,3	<b>20,6</b>	23,5	8,8	14,7	2,9	<b>38,2</b>
<b>Purpose of visit*</b>									
Vacation/holiday	1648	50,5	37,3	29,3	25,0	15,5	12,9	5,3	28,7
Visiting friends/relatives	95	61,1	38,9	27,4	24,2	12,6	<b>10,5</b>	4,2	27,4
Event in Iceland (leisure related)	85	58,8	45,9	29,4	<b>40,0</b>	<b>20,0</b>	18,8	2,4	<b>20,0</b>
Education and training	54	51,9	38,9	25,9	27,8	14,8	20,4	3,7	35,2
Business/small meeting	38	<b>36,8</b>	36,8	<b>10,5</b>	<b>18,4</b>	<b>5,3</b>	18,4	2,6	<b>39,5</b>
Conference/large meeting	30	56,7	46,7	26,7	23,3	<b>20,0</b>	<b>23,3</b>	0,0	26,7
Other	25	<b>72,0</b>	44,0	<b>40,0</b>	28,0	12,0	12,0	4,0	24,0

When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# PURPOSE OF VISIT



Q.21. What was the purpose of your visit?

	Count respondents	% respondents	% responses
Vacation/holiday	1663	91,4	82,2
Visiting friends/relatives	95	5,2	4,7
Event in Iceland (leisure related)	85	4,7	4,2
Education and training	56	3,1	2,8
Business/small meeting	40	2,2	2,0
Conference/large meeting	30	1,6	1,5
Temporary employment in Iceland	20	1,1	1,0
Health/medical treatment	5	0,3	0,2
Business incentives package	2	0,1	0,1
Other	26	1,4	1,3
Number of responses*	2022	111,1	100,0
Number of respondents	1820	93,8	
Did not answer	120	6,2	
Total	1940	100,0	

\*There are more responses than respondents as it was possible to select more than one answer.

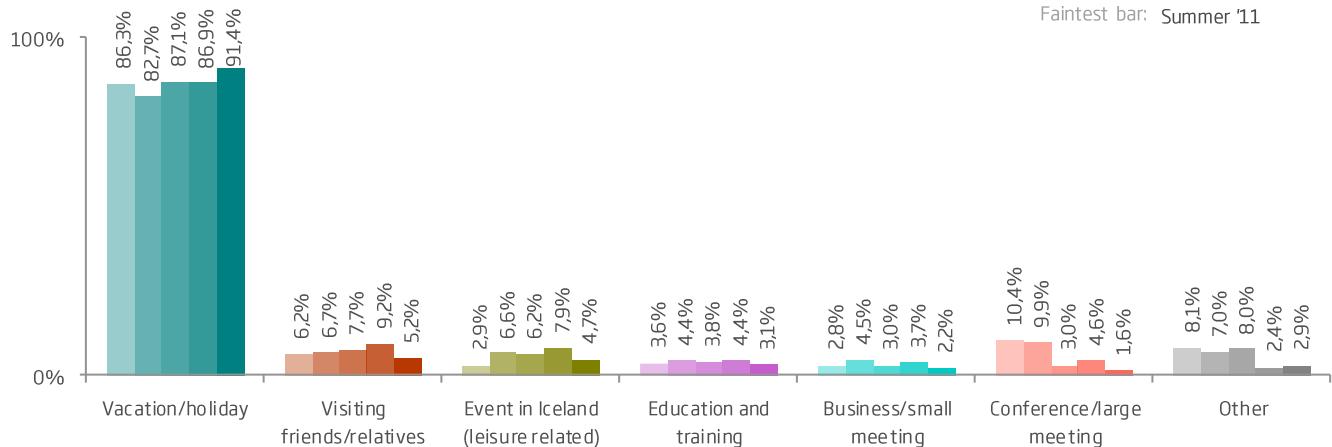
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# PURPOSE OF VISIT



**Q.21. What was the purpose of your visit?**

	Number of answers	Vacation/holiday	Visiting friends/relatives	Event in Iceland (leisure related)	Other
	Count	%	%	%	%
<b>Gender</b>					
Male	609	90,0	6,1	6,2	9,4
Female	1208	92,1	4,8	3,9	8,9
<b>Age</b>					
24 years and younger	306	87,6	6,2	5,6	12,1
25-34 years	631	93,0	5,9	5,1	7,6
35-44 years	329	93,3	3,0	4,6	8,8
45-54 years	254	87,8	4,3	3,9	11,0
55 years and older	276	93,8	5,4	3,3	6,9
<b>What is your profession?</b>					
Managerial	211	93,8	2,8	2,8	9,0
Professionals (dr./lawyer/account. etc.)	401	92,8	3,2	4,2	6,0
Other professionals	297	91,9	4,0	4,7	8,1
Teacher/Medical care	189	90,5	5,3	0,5	11,1
Clerical/Service	92	92,4	5,4	4,3	8,7
Vocational/Technical	56	94,6	8,9	10,7	5,4
Unskilled	9	88,9	0,0	11,1	0,0
Student	256	86,3	7,4	6,3	12,9
Retired/Homemaker	111	95,5	7,2	6,3	2,7
Artist/Musician/Actor etc.	19	78,9	10,5	5,3	42,1
Other	157	89,8	8,9	7,6	12,1
<b>Household income</b>					
High	721	92,0	4,3	3,9	7,2
Average	746	92,2	3,9	5,0	8,8
Low	283	89,0	10,2	6,4	13,1
<b>Market area</b>					
North America	847	93,7	5,0	5,2	6,6
Britain	356	95,5	2,8	2,8	5,9
Central/Southern Europe	319	88,4	6,3	4,1	14,7
Scandinavia	111	64,0	17,1	9,0	26,1
Asia	92	96,7	0,0	7,6	2,2
Other	91	92,3	4,4	1,1	8,8
<b>Educational level</b>					
Finished high school or less	152	88,2	9,2	7,2	11,8
Bachelor's degree or equivalent	1062	92,5	5,3	4,6	7,3
Master's/Ph.D. or equivalent	577	90,3	4,0	4,2	11,3

When respondents can choose more than one answer, significance between groups is not calculated.

# PURPOSE OF VISIT



Q.21. What was the purpose of your visit?

	Number of answers	Vacation/holiday	Visiting friends/relatives	Event in Iceland (leisure related)	Other
	Count	%	%	%	%
<b>Total</b>					
<b>Nationality</b>					
American	644	93,6	4,8	5,4	6,8
British	305	94,8	3,0	1,6	6,9
Canadian	194	93,3	6,2	4,6	5,2
German	70	84,3	8,6	4,3	15,7
Chinese	52	94,2	<b>0,0</b>	<b>15,4</b>	<b>1,9</b>
French	47	<b>95,7</b>	2,1	2,1	6,4
Spanish	37	91,9	5,4	2,7	16,2
Danish	29	<b>55,2</b>	20,7	10,3	34,5
Swedish	29	62,1	<b>24,1</b>	10,3	17,2
Swiss	25	84,0	4,0	12,0	16,0
Norwegian	23	73,9	13,0	4,3	21,7
Dutch	21	95,2	4,8	4,8	9,5
Italian	17	82,4	11,8	<b>0,0</b>	17,6
Austrian	8	75,0	<b>0,0</b>	12,5	<b>37,5</b>
Other	319	91,2	4,4	3,4	11,3
<b>Type of trip*</b>					
Package tour	325	<b>95,1</b>	1,2	4,0	<b>6,2</b>
Individually-arranged tour	1310	92,8	6,3	5,1	7,3
Business-arranged tour	33	<b>15,2</b>	3,0	3,0	<b>93,9</b>

When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# TRAVEL COMPANIONS



Q.22. With whom were you travelling?

	Count	%	%
	respondents	respondents	responses
Spouse	699	38,4	34,7
Friends	537	29,5	26,7
Travelling alone	282	15,5	14,0
Family/relative - all adults	264	14,5	13,1
Family - children under 18	86	4,7	4,3
Tour group	59	3,2	2,9
Business associate(s)	39	2,1	1,9
Boyfriend/Girlfriend	35	1,9	1,7
Others, whom?	12	0,7	0,6
Number of responses*	2013	110,5	100,0
Number of respondents	1821	93,9	
Did not answer	119	6,1	
Total	1940	100,0	

\*There are more responses than respondents as it was possible to select more than one answer.

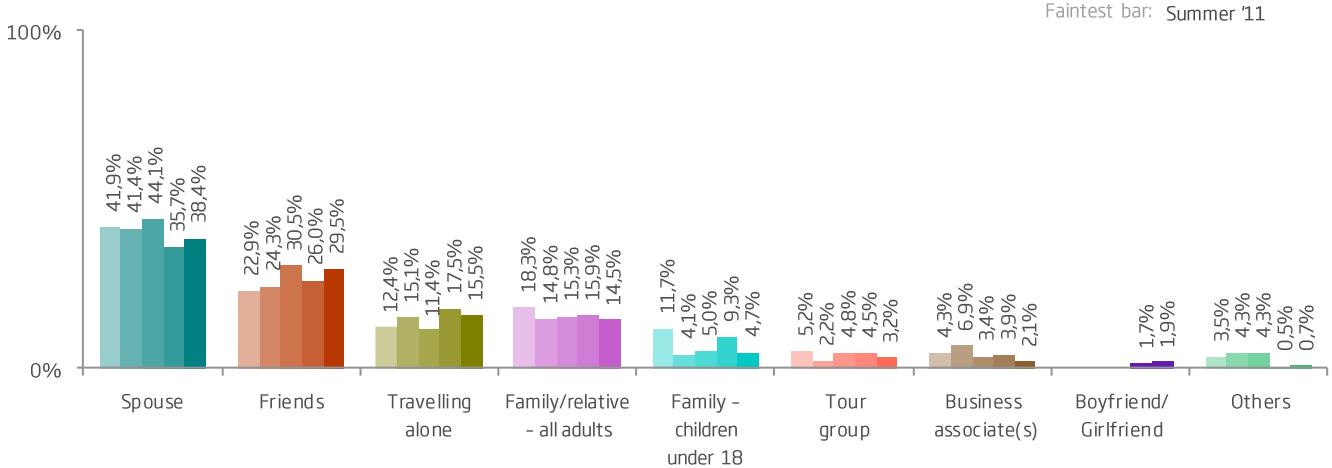
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11





## Q.22. With whom were you travelling?

	Number of answers	Spouse	Friends	Travelling alone	Family/relative – all adults	Family – children under 18	Tour group	Others
	Count	%	%	%	%	%	%	%
<b>Total</b>								
<b>Gender</b>								
Male	607	<b>46,6</b>	25,5	16,1	9,4	4,0	1,6	6,6
Female	1211	<b>34,2</b>	31,5	15,2	17,1	5,1	4,0	3,8
<b>Age</b>								
24 years and younger	308	<b>15,6</b>	<b>45,8</b>	20,1	14,0	2,6	3,9	4,2
25-34 years	630	41,3	32,4	15,4	11,7	<b>0,6</b>	1,4	4,0
35-44 years	329	43,2	23,7	15,2	<b>10,9</b>	10,6	2,4	7,3
45-54 years	254	41,7	20,9	15,0	16,1	<b>12,6</b>	5,9	4,7
55 years and older	276	<b>47,8</b>	<b>20,3</b>	10,9	<b>24,6</b>	2,5	5,4	3,3
<b>What is your profession?</b>								
Managerial	210	45,7	27,6	10,5	15,2	5,7	2,4	6,7
Professionals (dr./lawyer/account. etc.)	402	44,5	26,6	12,4	15,4	5,5	3,2	4,7
Other professionals	297	39,1	28,6	18,5	12,8	2,4	2,4	4,0
Teacher/Medical care	189	38,6	27,0	11,1	18,0	5,8	2,6	4,8
Clerical/Service	91	46,2	31,9	<b>9,9</b>	7,7	8,8	2,2	3,3
Vocational/Technical	56	44,6	28,6	17,9	<b>3,6</b>	7,1	0,0	5,4
Unskilled	9	<b>11,1</b>	44,4	22,2	<b>22,2</b>	<b>22,2</b>	0,0	<b>0,0</b>
Student	258	12,8	<b>46,9</b>	19,8	14,3	1,9	4,7	4,7
Retired/Homemaker	111	<b>52,3</b>	<b>21,6</b>	13,5	18,0	<b>1,8</b>	8,1	1,8
Artist/Musician/Actor etc.	19	31,6	26,3	<b>26,3</b>	15,8	5,3	0,0	<b>10,5</b>
Other	157	38,9	21,7	22,9	14,0	6,4	3,2	6,4
<b>Household income</b>								
High	722	<b>44,2</b>	27,1	<b>11,6</b>	15,7	5,7	3,2	4,6
Average	745	36,1	30,6	15,8	14,1	4,4	2,7	5,5
Low	284	<b>31,3</b>	32,4	<b>23,9</b>	10,6	3,5	4,2	3,9
<b>Market area</b>								
North America	846	38,5	29,9	15,7	17,1	3,9	3,1	3,8
Britain	356	<b>46,9</b>	26,1	<b>9,0</b>	12,6	3,9	4,2	3,7
Central/Southern Europe	321	40,2	29,0	17,4	10,9	5,0	2,2	5,6
Scandinavia	111	24,3	<b>22,5</b>	19,8	9,9	<b>17,1</b>	5,4	<b>15,3</b>
Asia	92	<b>21,7</b>	<b>52,2</b>	10,9	16,3	<b>2,2</b>	2,2	<b>3,3</b>
Other	91	31,9	26,4	<b>29,7</b>	13,2	2,2	3,3	3,3
<b>Educational level</b>								
Finished high school or less	152	36,2	25,0	17,8	15,8	8,6	3,3	3,3
Bachelor's degree or equivalent	1061	37,2	31,2	15,1	14,9	3,3	3,6	4,0
Master's/Ph.D. or equivalent	578	40,3	27,7	15,9	13,1	6,2	2,4	6,2

When respondents can choose more than one answer, significance between groups is not calculated.



## Q.22. With whom were you travelling?

	Number of answers	Spouse	Friends	Travelling alone	Family/relative – all adults	Family – children under 18	Tour group	Others
	Count	%	%	%	%	%	%	%
<b>Total</b>								
<b>Nationality</b>								
American	643	37,0	30,3	16,5	17,3	4,0	3,7	3,6
British	305	52,1	19,3	7,5	14,4	5,2	3,6	4,3
Canadian	194	42,8	24,2	17,0	17,0	5,7	1,0	3,6
German	70	35,7	27,1	24,3	11,4	5,7	10,0	1,4
Chinese	52	<b>17,3</b>	<b>67,3</b>	7,7	7,7	<b>0,0</b>	5,8	1,9
French	47	<b>53,2</b>	27,7	12,8	6,4	4,3	2,1	4,3
Spanish	37	45,9	37,8	13,5	8,1	<b>0,0</b>	2,7	2,7
Danish	30	26,7	<b>10,0</b>	<b>26,7</b>	6,7	13,3	6,7	16,7
Swedish	29	20,7	17,2	17,2	17,2	20,7	6,9	10,3
Swiss	25	44,0	20,0	24,0	8,0	4,0	<b>0,0</b>	<b>0,0</b>
Norwegian	22	27,3	27,3	<b>4,5</b>	<b>18,2</b>	<b>22,7</b>	4,5	<b>27,3</b>
Dutch	22	27,3	36,4	9,1	<b>18,2</b>	4,5	<b>0,0</b>	13,6
Italian	17	52,9	23,5	11,8	11,8	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Austrian	8	50,0	25,0	12,5	<b>0,0</b>	<b>0,0</b>	<b>12,5</b>	12,5
Other	320	29,1	38,1	19,7	12,2	3,1	1,3	6,3
<b>Type of trip*</b>								
Package tour	326	37,7	<b>32,5</b>	<b>8,0</b>	<b>18,7</b>	1,8	<b>12,9</b>	5,2
Individually-arranged tour	1308	<b>40,1</b>	29,3	16,1	14,0	5,7	<b>0,9</b>	<b>3,4</b>
Business-arranged tour	34	<b>14,7</b>	<b>8,8</b>	<b>29,4</b>	<b>2,9</b>	2,9	5,9	<b>52,9</b>
<b>Purpose of visit*</b>								
Vacation/holiday	1662	<b>41,0</b>	30,6	<b>13,0</b>	15,2	4,9	2,9	<b>2,8</b>
Visiting friends/relatives	95	22,1	24,2	<b>44,2</b>	10,5	2,1	<b>0,0</b>	6,3
Event in Iceland (leisure related)	85	29,4	<b>41,2</b>	21,2	11,8	3,5	2,4	8,2
Education and training	55	10,9	25,5	27,3	10,9	3,6	<b>21,8</b>	23,6
Business/small meeting	40	<b>7,5</b>	<b>20,0</b>	35,0	7,5	2,5	5,0	40,0
Conference/large meeting	30	13,3	23,3	23,3	6,7	3,3	6,7	<b>46,7</b>
Other	163	16,0	22,1	32,5	8,6	3,1	9,2	26,4

When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

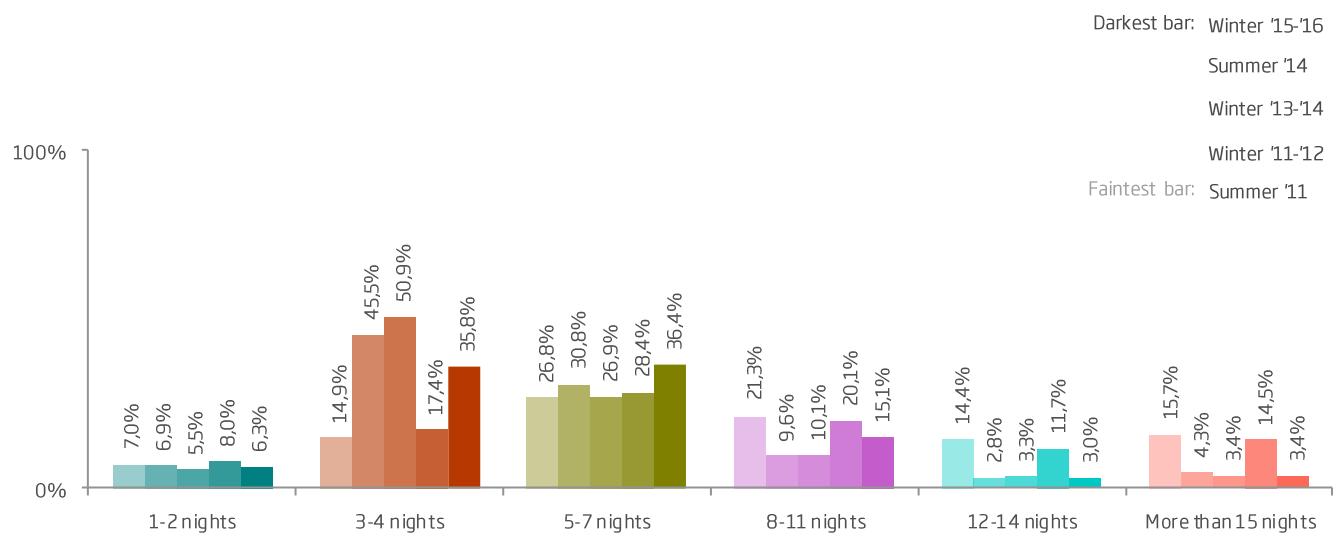
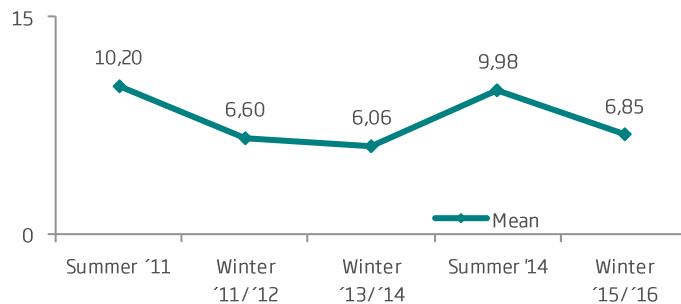
# TOTAL LENGTH OF STAY IN ICELAND



Q.23. What was the total length of your stay in Iceland?

	Count	%
1-2 nights	114	6,3
3-4 nights	644	35,8
5-7 nights	654	36,4
8-11 nights	271	15,1
12-14 nights	54	3,0
More than 15 nights	61	3,4
Number of responses	1798	100,0
Number of respondents	1798	92,7
Did not answer	142	7,3
Total	1940	100,0

Mean                            6,85 nights  
Standard deviation        11,11 nights



# TOTAL LENGTH OF STAY IN ICELAND



Q.23. What was the total length of your stay in Iceland?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights
	Count	%	%	%	%	%	%
<b>Total</b>	<b>1798</b>	<b>6,3</b>	<b>35,8</b>	<b>36,4</b>	<b>15,1</b>	<b>3,0</b>	<b>3,4</b>
<b>Gender</b>							6,85
Male	604	5,0	33,6	34,4	17,9	4,5	7,52
Female	1191	7,1	36,9	37,3	13,7	2,3	6,51
<b>Age*</b>							
24 years and younger	294	7,5	28,9	39,5	14,3	2,4	7,5
25-34 years	625	4,8	34,2	36,5	17,1	3,8	6,93
35-44 years	327	5,5	39,1	35,2	15,0	3,7	1,5
45-54 years	254	8,7	40,9	33,9	13,0	1,2	5,44
55 years and older	275	7,6	39,3	36,4	12,0	2,5	5,66
<b>What is your profession?*</b>							
Managerial	211	7,6	41,7	33,6	14,7	1,9	0,5
Professionals (dr./lawyer/account. etc.)	398	5,8	36,7	37,2	15,1	3,5	1,8
Other professionals	292	10,3	35,3	34,6	15,1	2,1	2,7
Teacher/Medical care	186	4,3	42,5	36,0	11,3	2,2	7,89
Clerical/Service	92	4,3	31,5	37,0	17,4	6,5	6,45
Vocational/Technical	56	3,6	23,2	35,7	25,0	7,1	5,4
Unskilled	8	12,5	37,5	37,5	0,0	0,0	6,13
Student	248	5,6	31,5	39,5	14,1	2,4	6,9
Retired/Homemaker	111	5,4	44,1	35,1	9,9	1,8	3,6
Artist/Musician/Actor etc.	18	11,1	22,2	27,8	22,2	0,0	16,7
Other	157	4,5	27,4	38,2	21,7	4,5	7,79
<b>Household income*</b>							
High	717	6,4	37,7	38,9	13,2	1,7	2,1
Average	737	6,8	36,1	34,5	15,7	3,5	3,4
Low	277	5,1	31,8	34,7	17,7	4,7	6,1
<b>Market area*</b>							
North America	837	8,1	33,8	36,1	16,1	2,9	3,0
Britain	355	6,8	53,5	30,4	7,9	0,3	1,1
Central/Southern Europe	313	1,6	25,2	40,9	19,8	5,8	6,7
Scandinavia	109	7,3	49,5	30,3	5,5	1,8	5,5
Asia	92	2,2	18,5	43,5	29,3	6,5	0,0
Other	88	8,0	22,7	46,6	14,8	3,4	7,19
<b>Educational level*</b>							
Finished high school or less	150	4,7	34,0	34,7	15,3	3,3	8,0
Bachelor's degree or equivalent	1045	5,8	35,9	35,5	16,0	3,3	3,4
Master's/Ph.D. or equivalent	575	7,7	36,7	38,1	13,0	2,4	2,1

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# TOTAL LENGTH OF STAY IN ICELAND



Q.23. What was the total length of your stay in Iceland?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 15 nights
	Count	%	%	%	%	%	%
<b>Total</b>	<b>1798</b>	<b>6,3</b>	<b>35,8</b>	<b>36,4</b>	<b>15,1</b>	<b>3,0</b>	<b>3,4</b>
<b>Nationality*</b>							
American	638	8,2	36,5	36,8	13,8	2,0	2,7
British	304	6,6	55,6	29,6	7,6	0,3	0,3
Canadian	190	7,9	25,3	34,7	22,6	5,3	4,2
German	69	1,4	14,5	43,5	23,2	4,3	13,0
Chinese	52	1,9	25,0	57,7	15,4	0,0	0,0
French	46	0,0	28,3	34,8	21,7	6,5	8,7
Spanish	35	0,0	14,3	31,4	31,4	14,3	8,6
Danish	29	10,3	44,8	34,5	3,4	0,0	6,9
Swedish	28	10,7	60,7	17,9	7,1	3,6	0,0
Swiss	23	4,3	30,4	39,1	21,7	4,3	0,0
Norwegian	23	4,3	56,5	34,8	0,0	0,0	4,3
Dutch	21	4,8	38,1	42,9	4,8	9,5	0,0
Italian	17	0,0	23,5	41,2	17,6	0,0	17,6
Austrian	8	0,0	12,5	37,5	50,0	0,0	0,0
Other	315	5,1	28,6	39,7	17,8	4,8	8,04
<b>Type of trip*</b>							
Package tour	326	2,1	53,7	32,5	9,2	0,9	1,5
Individually-arranged tour	1292	6,6	32,1	37,6	16,9	3,3	3,5
Business-arranged tour	33	12,1	33,3	42,4	6,1	0,0	6,1
<b>Purpose of visit*</b>							
Vacation/holiday	1647	6,2	36,4	37,0	15,0	3,0	2,3
Visiting friends/relatives	93	5,4	23,7	28,0	23,7	6,5	12,9
Event in Iceland (leisure related)	84	1,2	15,5	46,4	29,8	2,4	4,8
Education and training	52	1,9	25,0	28,8	15,4	5,8	23,1
Business/small meeting	40	10,0	47,5	20,0	10,0	5,0	7,5
Conference/large meeting	29	3,4	31,0	37,9	20,7	3,4	3,4
Other	156	5,8	29,5	26,3	16,7	3,8	17,9

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

<sup>a</sup>In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

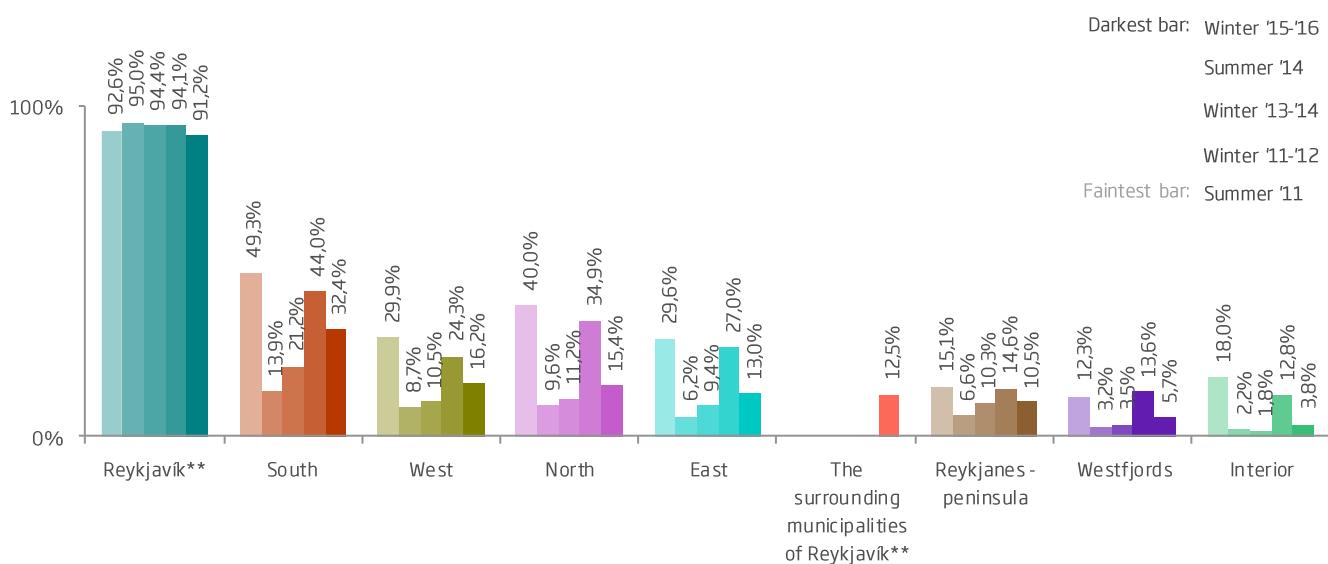
# REGIONS - OVER NIGHT STAY



Q.24. During your stay in Iceland, in which of these regions did you stay overnight?

	Count	% respondents	% responses
Reykjavík	1556	91,2	45,4
South	553	32,4	16,2
West	276	16,2	8,1
North	263	15,4	7,7
East	221	13,0	6,5
The surrounding municipalities of Reykjavík	213	12,5	6,2
Reykjanes - peninsula	179	10,5	5,2
Westfjords	98	5,7	2,9
Interior	65	3,8	1,9
Number of responses*	3424	200,7	100,0
Number of respondents	1706	87,9	
Did not answer	234	12,1	
Total	1940	100,0	

\*There are more responses than respondents as it was possible to select more than one answer.



\*\*In earlier surveys the first option was "Reykjavík and surrounding areas", but now there was a specific option about the surrounding areas of Reykjavík.

# REGIONS - OVER NIGHT STAY



Q.24. During your stay in Iceland, in which of these regions did you stay overnight?

	Number of answers	Reykjavík	South	West	North	East	The surrounding municipalities of Reykjavík	Reykjanes - peninsula	Other regions
	Count	%	%	%	%	%	%	%	%
<b>Total</b>									
<b>Gender</b>									
Male	572	90,4	37,9	19,8	17,8	15,7	14,5	16,3	10,3
Female	1133	91,6	29,7	14,4	14,2	11,6	11,5	7,6	7,9
<b>Age</b>									
24 years and younger	280	91,1	36,4	15,4	<b>19,3</b>	<b>16,4</b>	16,8	13,6	11,4
25-34 years	607	93,2	<b>37,7</b>	<b>21,1</b>	18,1	15,5	12,4	12,0	10,5
35-44 years	316	90,8	30,4	14,6	15,5	13,6	12,0	7,0	7,0
45-54 years	234	87,2	26,1	<b>10,7</b>	<b>6,8</b>	<b>6,4</b>	10,3	9,4	4,7
55 years and older	249	91,2	<b>22,1</b>	12,4	12,0	8,0	10,0	7,6	7,2
<b>What is your profession?</b>									
Managerial	200	88,0	27,5	16,5	13,0	10,5	11,5	12,0	<b>5,0</b>
Professionals (dr./lawyer/account. etc.)	389	92,3	33,2	14,9	14,7	12,1	10,0	10,3	10,3
Other professionals	277	92,1	33,9	18,8	17,7	16,2	10,1	9,4	9,4
Teacher/Medical care	173	91,3	30,1	15,0	16,8	11,0	13,3	8,7	6,9
Clerical/Service	87	88,5	32,2	13,8	14,9	11,5	13,8	13,8	11,5
Vocational/Technical	52	90,4	38,5	<b>28,8</b>	25,0	<b>21,2</b>	<b>25,0</b>	19,2	9,6
Unskilled	8	<b>100,0</b>	<b>12,5</b>	<b>0,0</b>	12,5	12,5	<b>0,0</b>	<b>0,0</b>	12,5
Student	236	92,8	36,0	13,1	14,8	14,4	15,7	14,4	9,3
Retired/Homemaker	98	<b>83,7</b>	20,4	16,3	<b>7,1</b>	<b>4,1</b>	12,2	5,1	8,2
Artist/Musician/Actor etc.	17	<b>100,0</b>	<b>41,2</b>	17,6	<b>29,4</b>	11,8	11,8	<b>23,5</b>	<b>17,6</b>
Other	148	93,9	38,5	18,9	18,2	17,6	14,2	5,4	6,8
<b>Household income</b>									
High	682	90,5	30,8	13,2	12,2	9,7	11,1	10,3	7,2
Average	699	93,1	32,0	16,9	17,0	14,7	12,3	7,9	8,7
Low	264	88,6	37,1	21,2	19,7	16,3	17,0	17,0	11,4
<b>Market area</b>									
North America	790	92,4	29,9	15,8	13,0	12,3	9,7	<b>7,1</b>	9,2
Britain	344	89,2	21,5	9,0	<b>5,8</b>	<b>5,8</b>	11,0	9,0	<b>2,6</b>
Central/Southern Europe	297	89,2	47,8	<b>25,3</b>	<b>30,6</b>	20,5	18,5	18,5	<b>15,2</b>
Scandinavia	101	<b>87,1</b>	<b>20,8</b>	<b>7,9</b>	8,9	6,9	11,9	10,9	5,0
Asia	87	93,1	<b>51,7</b>	24,1	24,1	<b>24,1</b>	17,2	<b>20,7</b>	11,5
Other	84	<b>97,6</b>	38,1	17,9	21,4	17,9	17,9	9,5	7,1
<b>Educational level</b>									
Finished high school or less	135	84,4	<b>43,0</b>	14,1	20,7	14,8	14,8	13,3	14,8
Bachelor's degree or equivalent	1001	92,0	32,4	17,2	15,3	14,2	13,3	10,4	7,0
Master's/Ph.D. or equivalent	546	91,6	<b>29,3</b>	14,5	14,3	9,9	10,1	9,7	9,9

When respondents can choose more than one answer, significance between groups is not calculated.

# REGIONS - OVER NIGHT STAY



Q.24. During your stay in Iceland, in which of these regions did you stay overnight?

	Number of answers	Reykjavík	South	West	North	East	The surrounding municipalities of Reykjavík	Reykjanes - peninsula	Other regions
	Count	%	%	%	%	%	%	%	%
<b>Total</b>									
<b>Nationality</b>									
American	604	91,4	27,6	13,9	11,9	10,9	10,8	7,1	9,8
British	293	89,1	19,5	8,9	3,8	3,4	11,3	9,2	1,7
Canadian	178	95,5	36,0	22,5	16,9	16,3	7,3	6,7	7,9
German	66	92,4	51,5	27,3	39,4	22,7	12,1	15,2	16,7
Chinese	50	86,0	42,0	10,0	12,0	12,0	20,0	22,0	8,0
French	43	88,4	60,5	27,9	25,6	20,9	20,9	37,2	16,3
Spanish	34	100,0	82,4	35,3	70,6	52,9	20,6	14,7	23,5
Danish	25	84,0	24,0	12,0	4,0	4,0	8,0	16,0	4,0
Swedish	26	84,6	7,7	0,0	0,0	0,0	7,7	7,7	0,0
Swiss	22	77,3	63,6	22,7	27,3	18,2	31,8	22,7	13,6
Norwegian	22	90,9	18,2	9,1	4,5	0,0	13,6	4,5	4,5
Dutch	18	83,3	38,9	33,3	16,7	11,1	11,1	16,7	5,6
Italian	16	93,8	18,8	25,0	31,3	18,8	25,0	6,3	25,0
Austrian	8	87,5	62,5	12,5	12,5	12,5	12,5	37,5	12,5
Other	301	93,0	38,2	19,3	21,9	18,9	15,6	12,0	9,6
<b>Type of trip*</b>									
Package tour	313	95,2	26,8	7,7	8,6	6,7	8,3	4,8	4,2
Individually-arranged tour	1241	90,7	33,8	18,0	17,0	14,3	13,5	11,5	9,5
Business-arranged tour	32	84,4	15,6	6,3	3,1	9,4	9,4	21,9	6,3
<b>Purpose of visit*</b>									
Vacation/holiday	1570	91,7	33,2	16,5	15,6	13,5	12,5	10,0	8,6
Visiting friends/relatives	87	85,1	23,0	19,5	14,9	10,3	14,9	10,3	14,9
Event in Iceland (leisure related)	78	91,0	33,3	19,2	10,3	11,5	16,7	15,4	7,7
Education and training	46	87,0	39,1	17,4	15,2	10,9	15,2	21,7	17,4
Business/small meeting	39	84,6	15,4	10,3	7,7	12,8	15,4	15,4	12,8
Conference/large meeting	27	100,0	11,1	14,8	11,1	0,0	0,0	0,0	3,7
Other	145	87,6	31,7	17,2	15,9	9,0	11,0	15,9	11,7

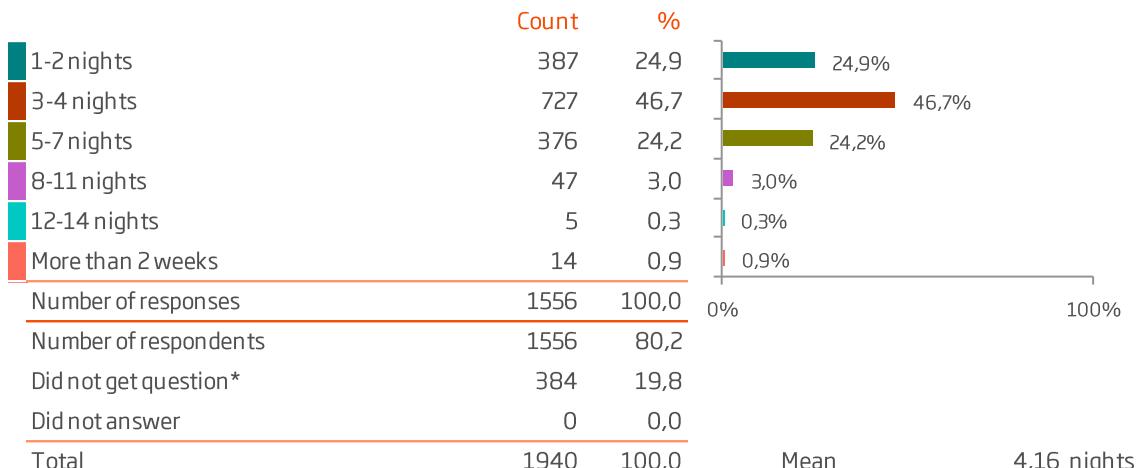
When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

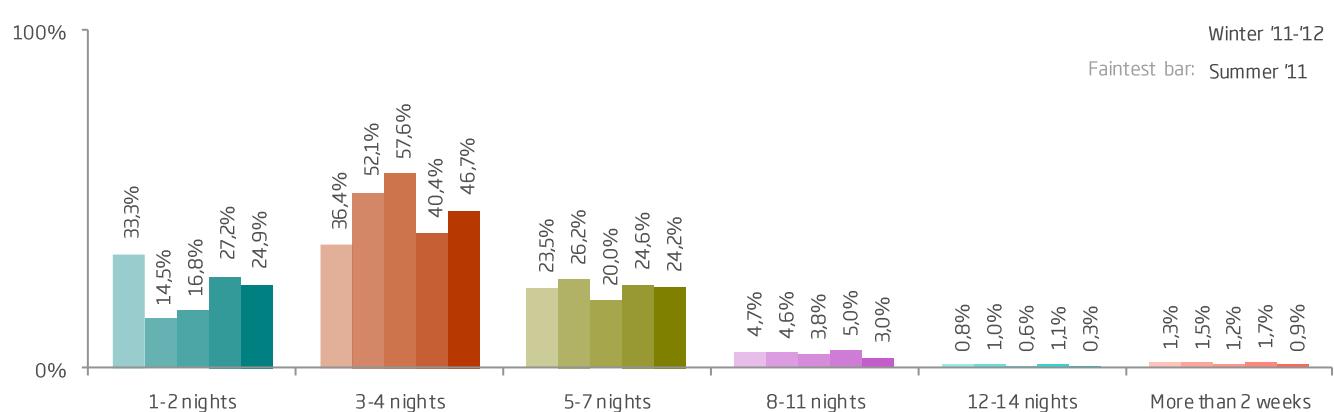
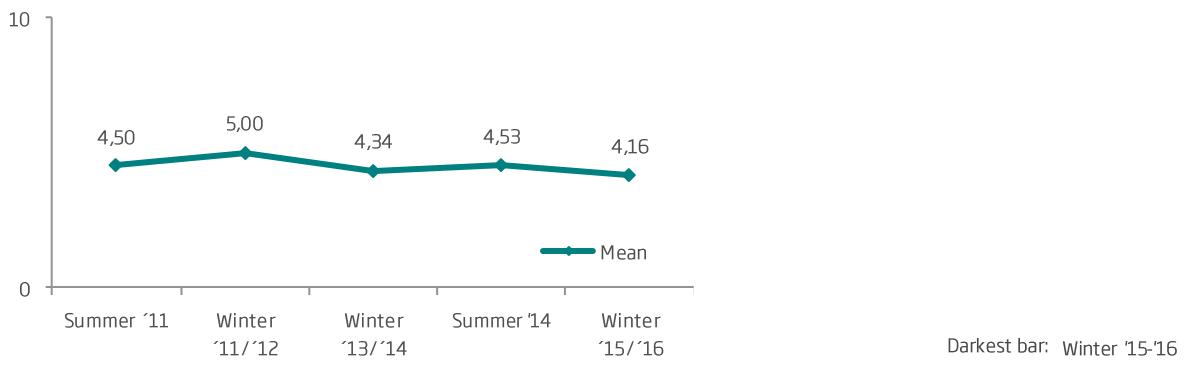
# LENGTH OF STAY IN REYKJAVÍK



## Q.25. Total length of your stay in Reykjavík?



\*Only those who said they had stayed overnight in Reykjavík (Q24) got this question.



# LENGTH OF STAY IN REYKJAVÍK



## Q.25. Total length of your stay in Reykjavík?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 2 weeks
	Count	%	%	%	%	%	%
<b>Total</b>	<b>1556</b>	<b>24,9</b>	<b>46,7</b>	<b>24,2</b>	<b>3,0</b>	<b>0,3</b>	<b>0,9</b>
<b>Gender</b>							
Male	517	27,3	45,6	22,2	3,3	0,4	1,2
Female	1038	23,7	47,3	25,0	2,9	0,3	0,8
<b>Age</b>							
24 years and younger	255	29,4	40,4	23,9	2,7	0,4	3,1
25-34 years	566	27,2	45,8	23,1	2,8	0,4	0,7
35-44 years	287	20,9	51,9	23,7	3,1	0,0	0,3
45-54 years	204	22,5	49,5	25,0	2,5	0,5	0,0
55 years and older	227	18,9	48,9	26,9	4,4	0,4	0,4
<b>What is your profession?</b>							
Managerial	176	27,3	46,0	23,3	3,4	0,0	0,0
Professionals (dr./lawyer/account. etc.)	359	22,6	48,5	26,7	2,2	0,0	0,0
Other professionals	255	30,6	47,1	18,4	3,1	0,0	0,8
Teacher/Medical care	158	23,4	49,4	23,4	2,5	0,0	1,3
Clerical/Service	77	20,8	44,2	28,6	5,2	0,0	1,3
Vocational/Technical	47	36,2	34,0	21,3	6,4	2,1	0,0
Unskilled	8	12,5	37,5	50,0	0,0	0,0	0,0
Student	219	27,9	42,9	23,7	1,8	0,5	3,2
Retired/Homemaker	82	15,9	56,1	23,2	3,7	0,0	1,2
Artist/Musician/Actor etc.	17	29,4	41,2	17,6	5,9	5,9	0,0
Other	139	20,1	45,3	28,8	3,6	1,4	0,7
<b>Household income</b>							
High	617	24,1	46,5	25,6	2,9	0,2	0,6
Average	651	23,2	48,8	24,0	2,8	0,2	1,1
Low	234	30,8	41,5	22,2	3,4	0,9	1,3
<b>Market area</b>							
North America	730	22,3	45,2	26,8	4,1	0,5	1,0
Britain	307	22,8	56,7	18,9	1,6	0,0	0,0
Central/Southern Europe	265	35,5	38,5	21,9	2,3	0,4	1,5
Scandinavia	88	21,6	61,4	12,5	2,3	0,0	2,3
Asia	81	21,0	44,4	33,3	1,2	0,0	0,0
Other	82	26,8	37,8	30,5	3,7	0,0	1,2
<b>Educational level</b>							
Finished high school or less	114	33,3	39,5	21,9	2,6	0,0	2,6
Bachelor's degree or equivalent	921	24,2	46,6	23,6	4,1	0,4	1,1
Master's/Ph.D. or equivalent	500	23,8	49,2	25,8	1,0	0,0	0,2

Difference between groups is not statistically significant.



## Q.25. Total length of your stay in Reykjavík?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 2 weeks	
	Count	%	%	%	%	%	%	
<b>Total</b>	<b>1556</b>	<b>24,9</b>	<b>46,7</b>	<b>24,2</b>	<b>3,0</b>	<b>0,3</b>	<b>0,9</b>	 4,16
<b>Nationality*</b>								
American	552	22,5	45,3	27,7	3,4	0,5	0,5	 3,99
British	261	21,1	58,2	19,2	1,5	0,0	0,0	 3,59
Canadian	170	22,9	42,4	25,9	6,5	0,6	1,8	 4,39
German	61	27,9	34,4	27,9	6,6	1,6	1,6	 4,23
Chinese	43	25,6	41,9	32,6	0,0	0,0	0,0	 3,67
French	38	44,7	47,4	5,3	0,0	0,0	2,6	 3,21
Spanish	34	47,1	35,3	14,7	0,0	0,0	2,9	 11,32
Danish	21	38,1	52,4	4,8	4,8	0,0	0,0	 3,05
Swedish	22	18,2	68,2	13,6	0,0	0,0	0,0	 3,32
Swiss	17	52,9	35,3	11,8	0,0	0,0	0,0	 2,88
Norwegian	20	15,0	70,0	10,0	0,0	0,0	5,0	 4,30
Dutch	15	26,7	53,3	20,0	0,0	0,0	0,0	 3,40
Italian	15	20,0	40,0	33,3	0,0	0,0	6,7	 4,60
Austrian	7	28,6	0,0	71,4	0,0	0,0	0,0	 4,43
Other	280	26,8	44,3	25,0	2,9	0,0	1,1	 4,44
<b>Type of trip*</b>								
Package tour	298	16,4	60,7	20,8	1,7	0,0	0,3	 3,71
Individually-arranged tour	1126	25,6	44,2	25,6	3,4	0,3	1,0	 4,25
Business-arranged tour	27	29,6	29,6	33,3	3,7	0,0	3,7	 4,41
<b>Purpose of visit*</b>								
Vacation/holiday	1439	25,1	47,7	23,8	2,8	0,2	0,4	 3,78
Visiting friends/relatives	74	21,6	35,1	28,4	10,8	0,0	4,1	 5,23
Event in Iceland (leisure related)	71	12,7	31,0	43,7	9,9	1,4	1,4	 5,27
Education and training	40	22,5	25,0	32,5	0,0	5,0	15,0	 15,75
Business/small meeting	33	21,2	48,5	18,2	12,1	0,0	0,0	 4,18
Conference/large meeting	27	7,4	37,0	44,4	7,4	3,7	0,0	 4,96
Other	127	22,0	37,8	25,2	6,3	1,6	7,1	 8,74

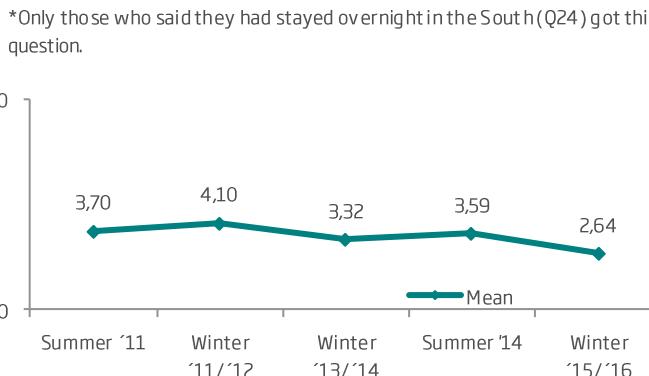
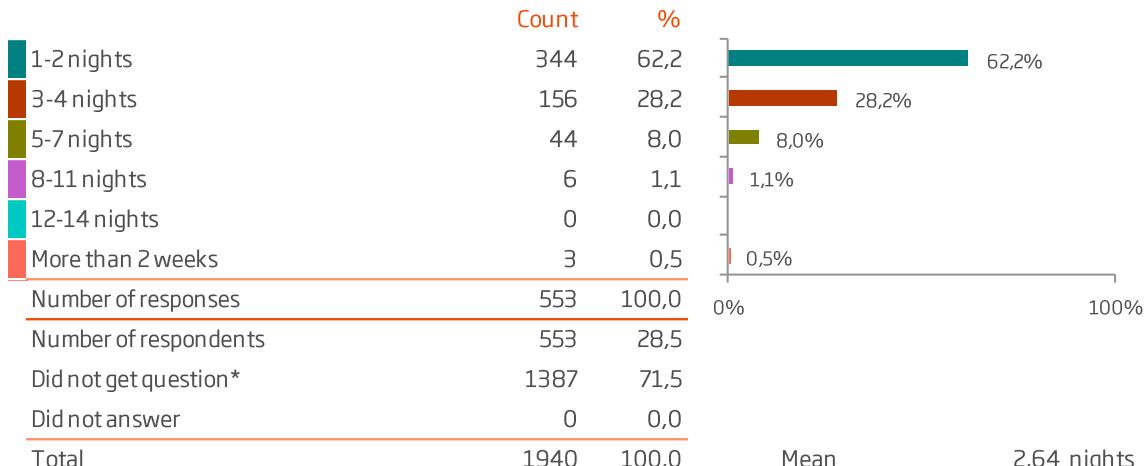
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# LENGTH OF STAY IN THE SOUTH



## Q.26. Total length of your stay in the South?



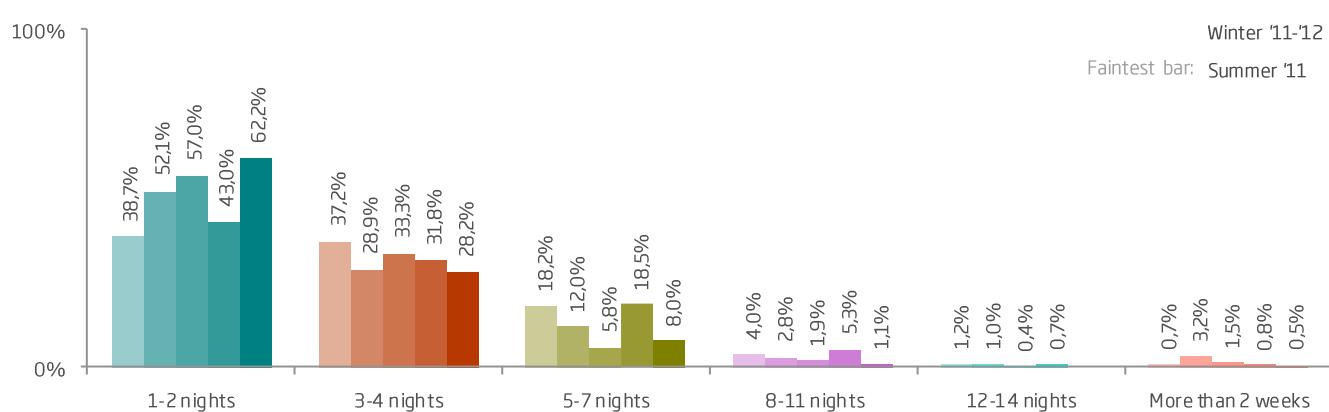
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# LENGTH OF STAY IN THE SOUTH



Q.26. Total length of your stay in the South?

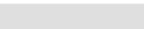
	Number of answers	1-2 night	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>553</b>	<b>62,2</b>	<b>28,2</b>	<b>9,6</b>	 2,64
<b>Gender</b>					
Male	217	59,9	29,0	11,1	 2,60
Female	336	63,7	27,7	8,6	 2,66
<b>Age</b>					
24 years and younger	102	63,7	24,5	11,8	 3,24
25-34 years	229	63,3	30,1	6,6	 2,41
35-44 years	96	64,6	27,1	8,3	 2,44
45-54 years	61	49,2	32,8	18,0	 2,92
55 years and older	55	61,8	27,3	10,9	 2,58
<b>What is your profession?</b>					
Managerial	55	63,6	30,9	5,5	 2,36
Professionals (dr./lawyer/account. etc.)	129	63,6	24,8	11,6	 2,43
Other professionals	94	60,6	34,0	5,3	 2,37
Teacher/Medical care	52	59,6	28,8	11,5	 4,17
Clerical/Service	28	82,1	17,9	0,0	 1,86
Vocational/Technical	20	70,0	30,0	0,0	 2,10
Unskilled	<5				
Student	85	63,5	22,4	14,1	 2,61
Retired/Homemaker	20	55,0	35,0	10,0	 2,85
Artist/Musician/Actor etc.	7	85,7	0,0	14,3	 2,14
Other	57	49,1	36,8	14,0	 2,98
<b>Household income</b>					
High	210	59,0	30,5	10,5	 2,58
Average	224	67,0	25,4	7,6	 2,47
Low	98	62,2	26,5	11,2	 3,08
<b>Market area</b>					
North America	236	65,3	23,7	11,0	 2,58
Britain	74	63,5	28,4	8,1	 2,50
Central/Southern Europe	142	55,6	35,9	8,5	 2,59
Scandinavia	21	57,1	33,3	9,5	 2,90
Asia	45	73,3	17,8	8,9	 2,24
Other	32	53,1	40,6	6,3	 2,47
<b>Educational level</b>					
Finished high school or less	58	55,2	27,6	17,2	 2,79
Bachelor's degree or equivalent	324	63,6	27,8	8,6	 2,70
Master's/Ph.D. or equivalent	160	63,1	28,1	8,8	 2,43

Difference between groups is not statistically significant.

# LENGTH OF STAY IN THE SOUTH



## Q.26. Total length of your stay in the South?

	Number of answers	1-2 night	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>553</b>	<b>62,2</b>	<b>28,2</b>	<b>9,6</b>	 2,64
<b>Nationality</b>					
American	167	67,7	21,6	10,8	 2,60
British	57	56,1	35,1	8,8	 2,67
Canadian	64	59,4	28,1	12,5	 2,59
German	34	58,8	26,5	14,7	 2,65
Chinese	21	85,7	14,3	0,0	 1,81
French	26	61,5	38,5	0,0	 2,38
Spanish	28	64,3	28,6	7,1	 3,89
Danish	6	50,0	33,3	16,7	 2,83
Swedish	<5				
Swiss	14	50,0	42,9	7,1	 2,64
Norwegian	<5				
Dutch	7	42,9	28,6	28,6	 3,57
Italian	<5				
Austrian	5	40,0	60,0	0,0	 2,40
Other	115	59,1	31,3	9,6	 2,60
<b>Type of trip*</b>					
Package tour	84	59,5	31,0	9,5	 2,48
Individually-arranged tour	419	63,5	27,4	9,1	 2,57
Business-arranged tour	5	40,0	20,0	40,0	 4,00
<b>Purpose of visit*</b>					
Vacation/holiday	522	63,6	28,0	8,4	 2,40
Visiting friends/relatives	20	50,0	40,0	10,0	 2,85
Event in Iceland (leisure related)	26	53,8	34,6	11,5	 2,69
Education and training	18	50,0	27,8	22,2	 3,89
Business/small meeting	6	66,7	33,3	0,0	 2,17
Conference/large meeting	<5				
Other	46	47,8	23,9	28,3	 5,46

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

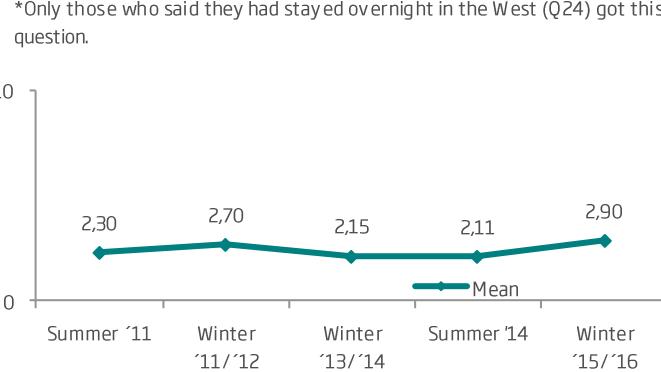
# LENGTH OF STAY IN THE WEST



## Q.27. Total length of your stay in the West?

	Count	%
1-2 nights	221	80,4
3-4 nights	40	14,5
5-7 nights	8	2,9
8-11 nights	2	0,7
12-14 nights	0	0,0
More than 2 weeks	4	1,5
Number of responses	275	100,0
Number of respondents	275	14,2
Did not get question*	1664	85,8
Did not answer	1	0,1
Total	1940	100,0

Mean 2,90 nights  
Standard deviation 9,81 nights



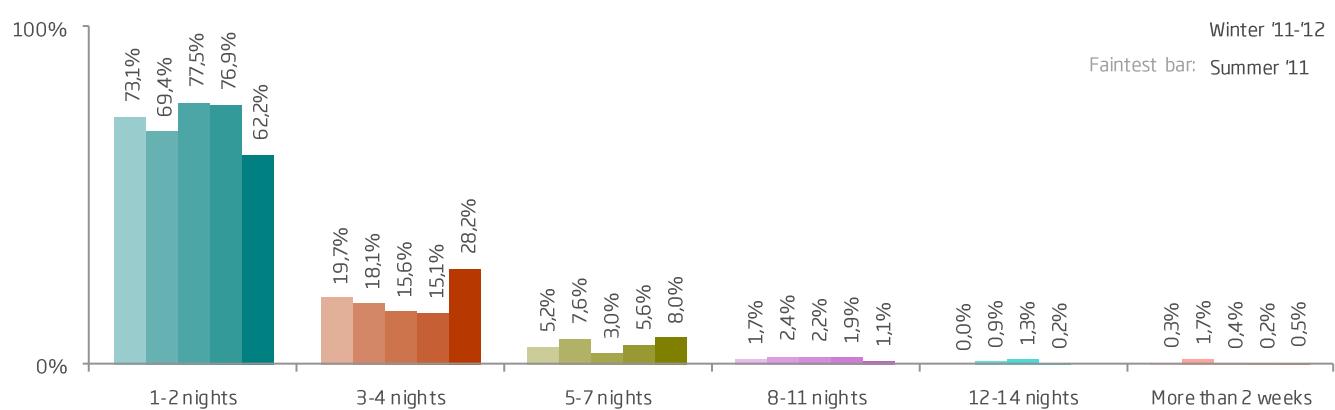
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# LENGTH OF STAY IN THE WEST



Q.27. Total length of your stay in the West?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>275</b>	<b>80,4</b>	<b>14,5</b>	<b>5,1</b>	 2,90
<b>Gender</b>					
Male	113	77,9	16,8	5,3	 3,10
Female	162	82,1	13,0	4,9	 2,76
<b>Age</b>					
24 years and younger	43	79,1	14,0	7,0	 6,28
25-34 years	127	82,7	14,2	3,1	 1,82
35-44 years	46	73,9	19,6	6,5	 2,33
45-54 years	25	88,0	4,0	8,0	 1,88
55 years and older	31	74,2	19,4	6,5	 4,48
<b>What is your profession?</b>					
Managerial	32	71,9	28,1	0,0	 1,86
Professionals (dr./lawyer/account. etc.)	58	79,3	19,0	1,7	 1,83
Other professionals	52	90,4	5,8	3,8	 1,63
Teacher/Medical care	26	80,8	11,5	7,7	 2,00
Clerical/Service	12	75,0	16,7	8,3	 1,92
Vocational/Technical	15	80,0	13,3	6,7	 2,93
Student	31	77,4	12,9	9,7	 8,13
Retired/Homemaker	16	62,5	25,0	12,5	 7,06
Artist/Musician/Actor etc.	<5				
Other	28	85,7	7,1	7,1	 1,96
<b>Household income</b>					
High	89	85,4	12,4	2,2	 2,63
Average	118	81,4	15,3	3,4	 1,95
Low	56	73,2	16,1	10,7	 5,36
<b>Market area*</b>					
North America	124	86,3	10,5	3,2	 2,29
Britain	31	67,7	29,0	3,2	 2,32
Central/Southern Europe	75	73,3	18,7	8,0	 3,39
Scandinavia	8	62,5	12,5	25,0	 16,13
Asia	21	85,7	9,5	4,8	 1,62
Other	15	93,3	6,7	0,0	 1,53
<b>Educational level*</b>					
Finished high school or less	19	73,7	5,3	21,1	 7,95
Bachelor's degree or equivalent	171	81,3	14,0	4,7	 2,89
Master's/Ph.D. or equivalent	79	81,0	17,7	1,3	 1,68

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# LENGTH OF STAY IN THE WEST



## Q.27. Total length of your stay in the West?

	Number of answers	1-2 night	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>275</b>	<b>80,4</b>	<b>14,5</b>	<b>5,1</b>	 2,90
<b>Nationality</b>					
American	84	86,9	9,5	3,6	 2,58
British	26	73,1	23,1	3,8	 2,23
Canadian	39	82,1	15,4	2,6	 1,76
German	18	61,1	22,2	16,7	 7,39
Chinese	5	100,0	0,0	0,0	 1,00
French	12	50,0	41,7	8,3	 2,50
Spanish	12	66,7	25,0	8,3	 3,33
Danish	<5				
Swiss	5	100,0	0,0	0,0	 1,40
Norwegian	<5				
Dutch	6	66,7	16,7	16,7	 2,17
Italian	<5				
Austrian	<5				
Other	58	86,2	10,3	3,4	 3,52
Other	115	59,1	31,3	9,6	 2,60
<b>Type of trip*</b>					
Package tour	24	70,8	20,8	8,3	 5,67
Individually-arranged tour	222	82,0	12,6	5,4	 3,08
Business-arranged tour	<5				
<b>Purpose of visit*</b>					
Vacation/holiday	258	80,6	14,7	4,7	 2,52
Visiting friends/relatives	17	70,6	11,8	17,6	 6,82
Event in Iceland (leisure related)	15	80,0	20,0	0,0	 1,93
Education and training	8	62,5	12,5	25,0	 26,63
Business/small meeting	<5				
Conference/large meeting	<5				
Other	25	76,0	8,0	16,0	 10,16

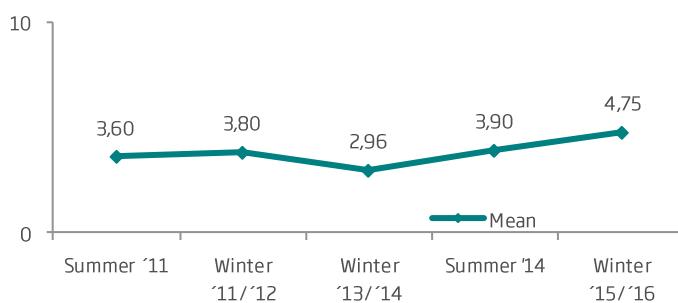
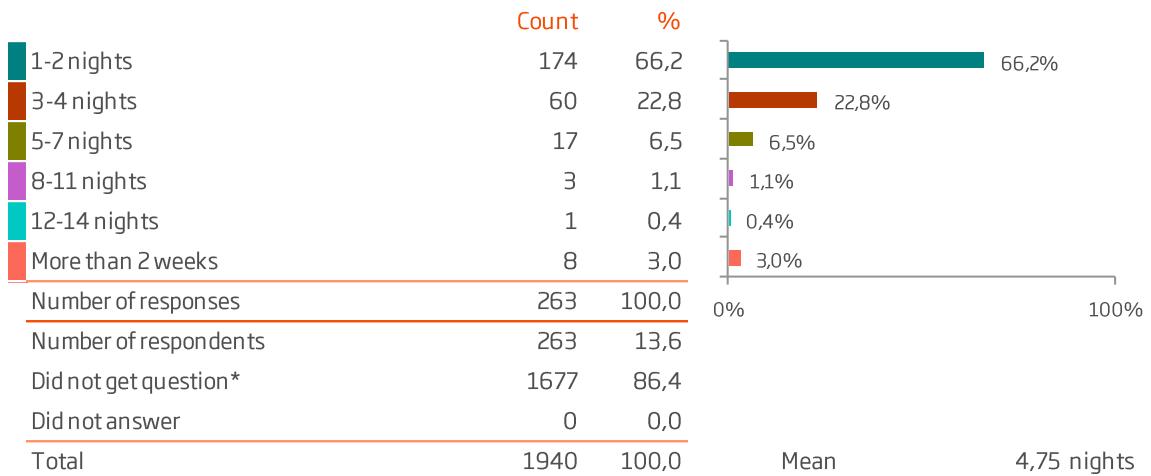
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# LENGTH OF STAY IN THE NORTH



Q.28. Total length of your stay in the North?



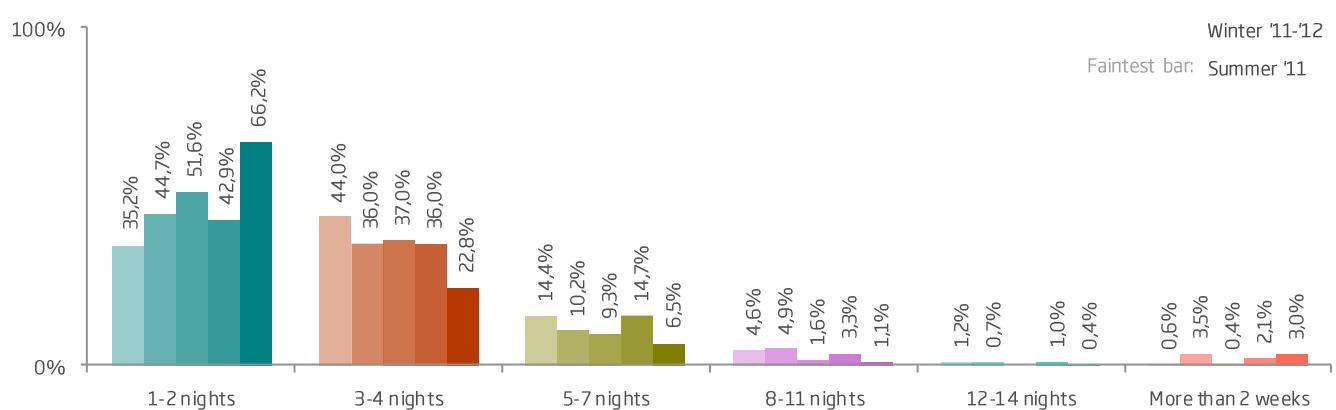
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# LENGTH OF STAY IN THE NORTH



Q.28. Total length of your stay in the North?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>263</b>	<b>66,2</b>	<b>22,8</b>	<b>11,0</b>	 4,75
<b>Gender</b>					
Male	102	63,7	25,5	10,8	 3,47
Female	161	67,7	21,1	11,2	 5,56
<b>Age</b>					
24 years and younger	54	70,4	16,7	13,0	 7,80
25-34 years	110	62,7	25,5	11,8	 4,36
35-44 years	49	65,3	22,4	12,2	 4,73
45-54 years	16	68,8	18,8	12,5	 2,75
55 years and older	30	73,3	23,3	3,3	 2,10
<b>What is your profession?</b>					
Managerial	26	53,8	34,6	11,5	 2,62
Professionals (dr./lawyer/account. etc.)	57	61,4	33,3	5,3	 5,37
Other professionals	49	79,6	10,2	10,2	 2,08
Teacher/Medical care	29	69,0	24,1	6,9	 6,45
Clerical/Service	13	61,5	30,8	7,7	 2,69
Vocational/Technical	13	61,5	30,8	7,7	 2,31
Unskilled	<5				
Student	35	62,9	22,9	14,3	 7,14
Retired/Homemaker	7	100,0	0,0	0,0	 1,71
Artist/Musician/Actor etc.	5	40,0	0,0	60,0	 10,00
Other	27	70,4	14,8	14,8	 7,37
<b>Household income</b>					
High	83	72,3	18,1	9,6	 5,65
Average	119	66,4	23,5	10,1	 2,79
Low	52	55,8	30,8	13,5	 7,00
<b>Market area</b>					
North America	103	74,8	18,4	6,8	 3,42
Britain	20	50,0	40,0	10,0	 3,05
Central/Southern Europe	91	57,1	26,4	16,5	 7,99
Scandinavia	9	66,7	22,2	11,1	 2,11
Asia	21	76,2	14,3	9,5	 2,19
Other	18	66,7	22,2	11,1	 2,39
<b>Educational level</b>					
Finished high school or less	28	46,4	32,1	21,4	 5,68
Bachelor's degree or equivalent	153	69,3	20,3	10,5	 3,76
Master's/Ph.D. or equivalent	78	65,4	25,6	9,0	 6,53

Difference between groups is not statistically significant.

# LENGTH OF STAY IN THE NORTH



Q.28. Total length of your stay in the North?

	Number of answers	1-2 night	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>263</b>	<b>66,2</b>	<b>22,8</b>	<b>11,0</b>	 4,75
<b>Nationality</b>					
American	72	72,2	22,2	5,6	 3,79
British	11	54,5	36,4	9,1	 2,82
Canadian	30	80,0	10,0	10,0	 3,40
German	26	42,3	30,8	26,9	 16,65
Chinese	6	100,0	0,0	0,0	 1,67
French	11	72,7	9,1	18,2	 2,55
Spanish	24	58,3	37,5	4,2	 2,38
Danish	<5				
Swiss	6	66,7	16,7	16,7	 2,50
Norwegian	<5				
Dutch	<5				
Italian	5	60,0	20,0	20,0	 3,40
Austrian	<5				
Other	66	63,6	22,7	13,6	 4,09
<b>Type of trip*</b>					
Package tour	27	74,1	14,8	11,1	 2,67
Individually-arranged tour	211	64,5	25,6	10,0	 4,58
Business-arranged tour	<5				
<b>Purpose of visit*</b>					
Vacation/holiday	245	68,6	23,3	8,2	 2,93
Visiting friends/relatives	13	69,2	15,4	15,4	 3,77
Event in Iceland (leisure related)	8	62,5	12,5	25,0	 4,38
Education and training	7	42,9	0,0	57,1	 18,57
Business/small meeting	<5				
Conference/large meeting	<5				
Other	23	39,1	17,4	43,5	 24,43

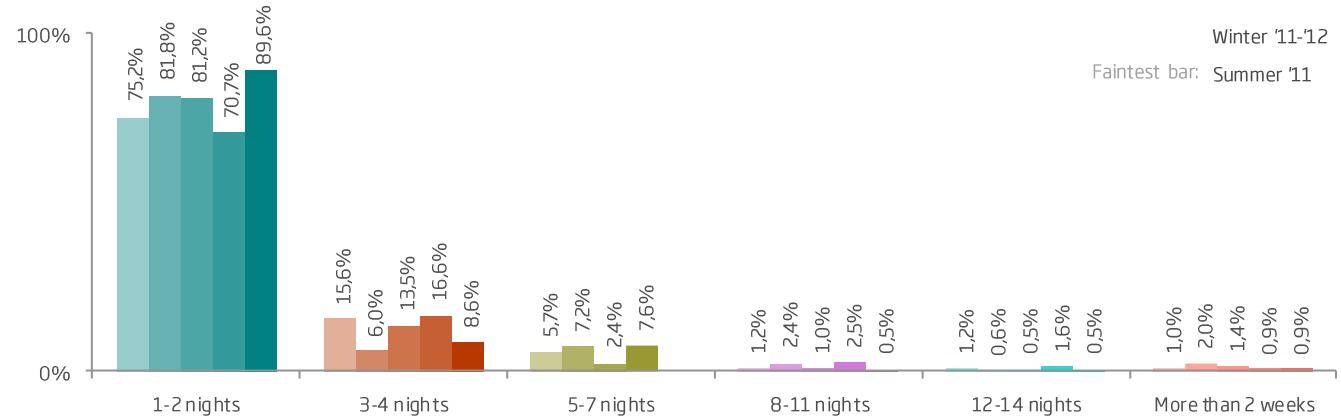
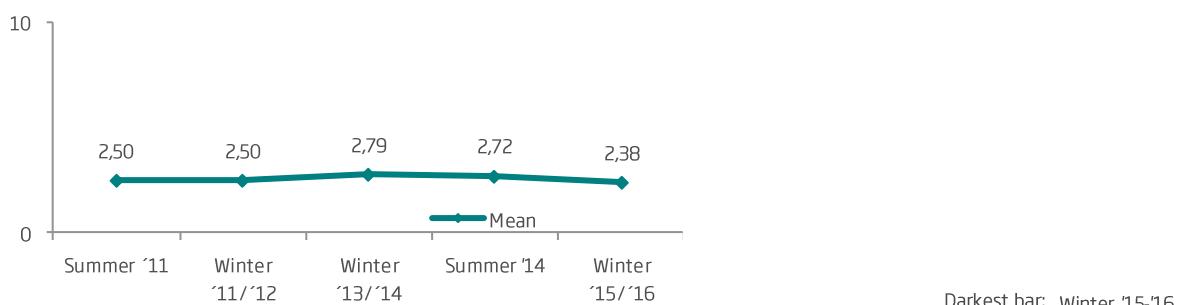
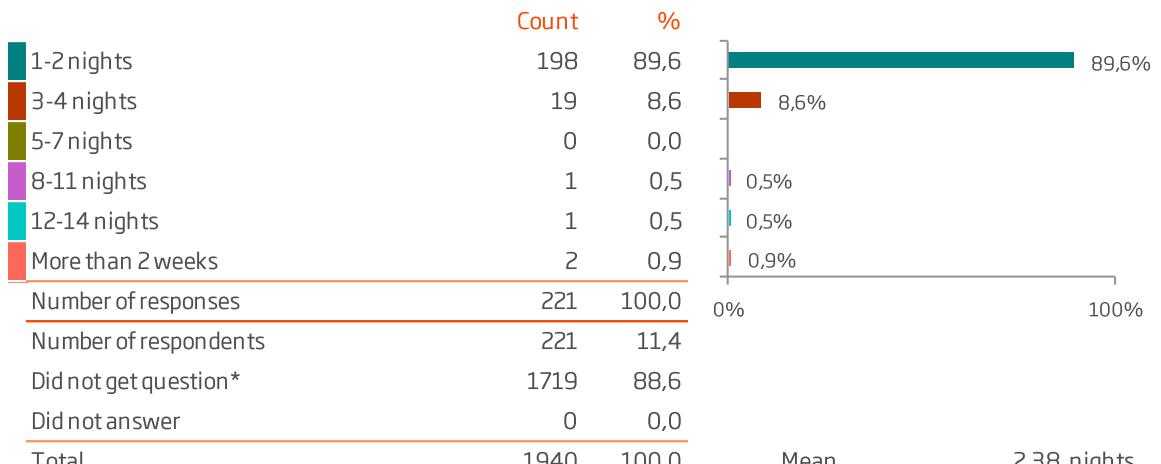
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# LENGTH OF STAY IN THE EAST



Q.29. Total length of your stay in the East?



# LENGTH OF STAY IN THE EAST



Q.29. Total length of your stay in the East?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>221</b>	<b>89,6</b>	<b>10,4</b>	
<b>Gender</b>				
Male	90	91,1	8,9	
Female	131	88,5	11,5	
<b>Age</b>				
24 years and younger	46	89,1	10,9	
25-34 years	94	89,4	10,6	
35-44 years	43	90,7	9,3	
45-54 years	15	86,7	13,3	
55 years and older	20	90,0	10,0	
<b>What is your profession?</b>				
Managerial	21	85,7	14,3	
Professionals (dr./lawyer/account. etc.)	47	89,4	10,6	
Other professionals	45	88,9	11,1	
Teacher/Medical care	19	94,7	5,3	
Clerical/Service	10	100,0	0,0	
Vocational/Technical	11	81,8	18,2	
Unskilled	<5			
Student	34	91,2	8,8	
Retired/Homemaker	<5			
Artist/Musician/Actor etc.	<5			
Other	26	88,5	11,5	
<b>Household income</b>				
High	66	89,4	10,6	
Average	103	89,3	10,7	
Low	43	90,7	9,3	
<b>Market area*</b>				
North America	97	90,7	9,3	
Britain	20	90,0	10,0	
Central/Southern Europe	61	88,5	11,5	
Scandinavia	7	85,7	14,3	
Asia	21	90,5	9,5	
Other	15	86,7	13,3	
<b>Educational level*</b>				
Finished high school or less	20	85,0	15,0	
Bachelor's degree or equivalent	142	89,4	10,6	
Master's/Ph.D. or equivalent	54	92,6	7,4	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# LENGTH OF STAY IN THE EAST



Q.29. Total length of your stay in the East?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>221</b>	<b>89,6</b>	<b>10,4</b>	 2,38
<b>Nationality*</b>				
American	66	93,9	6,1	 1,86
British	10	90,0	10,0	 1,70
Canadian	29	86,2	13,8	 1,59
German	15	80,0	20,0	 2,47
Chinese	6	100,0	0,0	 1,67
French	9	77,8	22,2	 1,78
Spanish	18	88,9	11,1	 1,78
Danish	<5			
Swiss	<5			
Dutch	<5			
Italian	<5			
Austrian	<5			
Other	57	89,5	10,5	 1,58
<b>Type of trip*</b>				
Package tour	21	90,5	9,5	 1,57
Individually-arranged tour	178	89,9	10,1	 2,45
Business-arranged tour	<5			
<b>Purpose of visit*</b>				
Vacation/holiday	212	90,6	9,4	 1,69
Visiting friends/relatives	9	77,8	22,2	 2,56
Event in Iceland (leisure related)	9	88,9	11,1	 1,78
Education and training	5	100,0	0,0	 1,80
Business/small meeting	5	20,0	80,0	 6,00
Other	13	61,5	38,5	 14,00

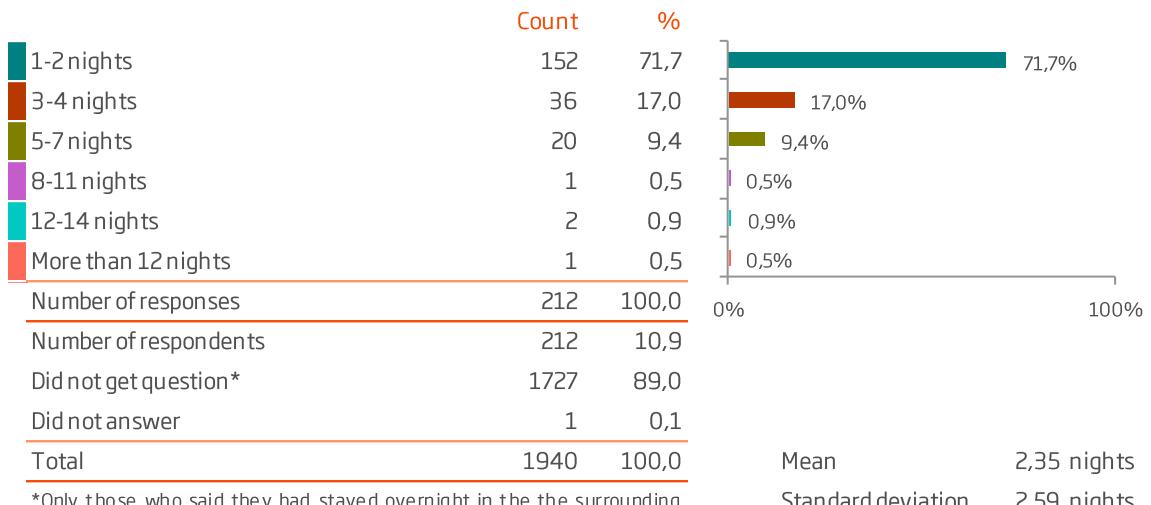
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# LENGTH OF STAY IN SURROUNDING MUNICIPALITIES OF REYKJAVÍK



Q. 30. Total length of your stay in the surrounding municipalities of Reykjavík, including Seltjarnarnes, Mosfellsbær, Kópavogur, Hafnarfjörður and Garðabær?



# LENGTH OF STAY IN SURROUNDING MUNICIPALITIES OF REYKJAVÍK



Q. 30. Total length of your stay in the surrounding municipalities of Reykjavík, including Seltjarnarnes, Mosfellsbær, Kópavogur, Hafnarfjörður and Garðabær?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>212</b>	<b>71,7</b>	<b>28,3</b>	2,35
<b>Gender</b>				
Male	83	77,1	22,9	2,19
Female	129	68,2	31,8	2,46
<b>Age</b>				
24 years and younger	47	80,9	19,1	1,91
25-34 years	74	73,0	27,0	2,50
35-44 years	38	60,5	39,5	2,45
45-54 years	24	62,5	37,5	2,46
55 years and older	25	76,0	24,0	2,12
<b>What is your profession?</b>				
Managerial	22	72,7	27,3	1,85
Professionals (dr./lawyer/account. etc.)	39	71,8	28,2	2,21
Other professionals	28	71,4	28,6	2,36
Teacher/Medical care	23	73,9	26,1	2,17
Clerical/Service	12	41,7	58,3	3,83
Vocational/Technical	13	76,9	23,1	2,00
Student	37	81,1	18,9	1,95
Retired/Homemaker	12	58,3	41,7	4,67
Artist/Musician/Actor etc.	<5			
Other	21	71,4	28,6	2,24
<b>Household income</b>				
High	75	73,3	26,7	2,19
Average	86	74,4	25,6	2,36
Low	45	66,7	33,3	2,33
<b>Market area*</b>				
North America	76	71,1	28,9	2,23
Britain	38	60,5	39,5	2,47
Central/Southern Europe	55	74,5	25,5	2,44
Scandinavia	12	41,7	58,3	5,08
Asia	15	93,3	6,7	1,40
Other	15	100,0	0,0	1,13
<b>Educational level</b>				
Finished high school or less	20	85,0	15,0	2,40
Bachelor's degree or equivalent	132	72,0	28,0	2,26
Master's/Ph.D. or equivalent	55	67,3	32,7	2,53

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# LENGTH OF STAY IN SURROUNDING MUNICIPALITIES OF REYKJAVÍK



Q. 30. Total length of your stay in the surrounding municipalities of Reykjavík, including Seltjarnarnes, Mosfellsbær, Kópavogur, Hafnarfjörður and Garðabær?

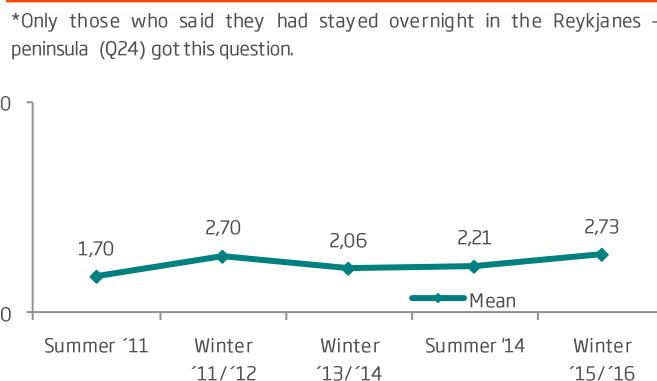
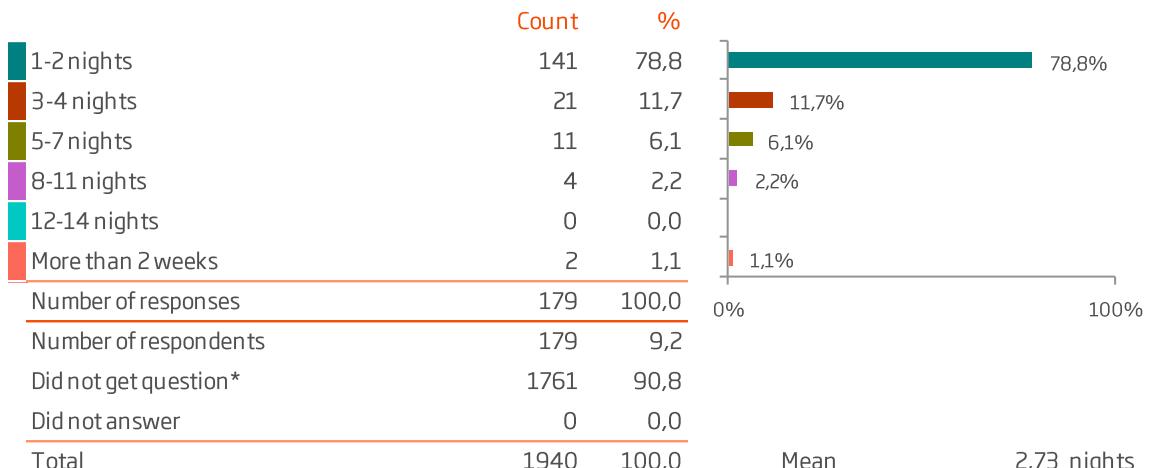
	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>212</b>	<b>71,7</b>	<b>28,3</b>	2,35
<b>Nationality</b>				
American	65	72,3	27,7	2,12
British	33	63,6	36,4	2,45
Canadian	12	75,0	25,0	2,58
German	8	75,0	25,0	1,88
Chinese	10	70,0	30,0	2,00
French	9	55,6	44,4	2,44
Spanish	7	100,0	0,0	1,29
Danish	<5			
Swedish	<5			
Swiss	7	85,7	14,3	1,86
Norwegian	<5			
Dutch	<5			
Italian	<5			
Austrian	<5			
Other	47	76,6	23,4	2,60
<b>Type of trip*</b>				
Package tour	26	73,1	26,9	2,08
Individually-arranged tour	167	71,9	28,1	2,39
Business-arranged tour	<5			
<b>Purpose of visit*</b>				
Vacation/holiday	196	73,5	26,5	2,28
Visiting friends/relatives	13	30,8	69,2	6,08
Event in Iceland (leisure related)	13	61,5	38,5	2,31
Education and training	7	57,1	42,9	2,43
Business/small meeting	6	50,0	50,0	4,00
Other	16	50,0	50,0	4,63

Difference between groups is not statistically significant.

# LENGTH OF STAY IN REYKJANES-PENINSULA



Q.31. Total length of your stay in Reykjanes - peninsula?



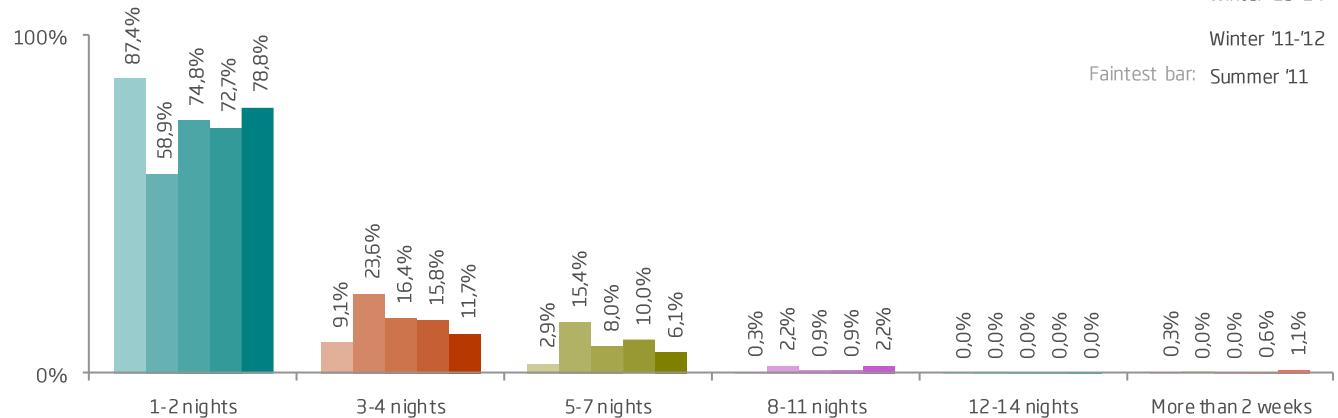
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# LENGTH OF STAY IN REYKJANES-PENINSULA



Q. 31. Total length of your stay in Reykjanes - peninsula?

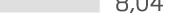
	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>179</b>	<b>78,8</b>	<b>21,2</b>	2,73
<b>Gender</b>				
Male	93	76,3	23,7	3,43
Female	86	81,4	18,6	1,97
<b>Age</b>				
24 years and younger	38	76,3	23,7	2,34
25-34 years	73	82,2	17,8	3,75
35-44 years	22	81,8	18,2	1,68
45-54 years	22	68,2	31,8	1,95
55 years and older	19	84,2	15,8	1,79
<b>What is your profession?</b>				
Managerial	24	66,7	33,3	2,08
Professionals (dr./lawyer/account. etc.)	40	90,0	10,0	1,80
Other professionals	26	84,6	15,4	1,58
Teacher/Medical care	15	66,7	33,3	10,40
Clerical/Service	12	75,0	25,0	2,17
Vocational/Technical	10	90,0	10,0	1,60
Student	34	73,5	26,5	2,59
Retired/Homemaker	5	60,0	40,0	2,60
Artist/Musician/Actor etc.	<5			
Other	8	87,5	12,5	1,63
<b>Household income</b>				
High	70	75,7	24,3	2,09
Average	55	80,0	20,0	4,16
Low	45	82,2	17,8	1,96
<b>Market area</b>				
North America	56	75,0	25,0	4,59
Britain	31	67,7	32,3	2,19
Central/Southern Europe	55	90,9	9,1	1,56
Scandinavia	11	45,5	54,5	3,27
Asia	18	83,3	16,7	1,72
Other	8	100,0	0,0	1,25
<b>Educational level</b>				
Finished high school or less	18	72,2	27,8	1,83
Bachelor's degree or equivalent	104	76,0	24,0	3,43
Master's/Ph.D. or equivalent	53	84,9	15,1	1,75

Difference between groups is not statistically significant.

# LENGTH OF STAY IN REYKJANES-PENINSULA



Q. 31. Total length of your stay in Reykjanes - peninsula?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>179</b>	<b>78,8</b>	<b>21,2</b>	 2,73
<b>Nationality</b>				
American	43	74,4	25,6	 2,21
British	27	70,4	29,6	 2,19
Canadian	12	75,0	25,0	 13,33
German	10	100,0	0,0	 1,00
Chinese	11	54,5	45,5	 3,18
French	16	93,8	6,3	 1,38
Spanish	5	100,0	0,0	 1,00
Danish	<5			
Swedish	<5			
Swiss	5	80,0	20,0	 2,20
Norwegian	<5			
Dutch	<5			
Italian	<5			
Austrian	<5			
Other	36	88,9	11,1	 1,61
<b>Type of trip*</b>				
Package tour	15	86,7	13,3	 1,47
Individually-arranged tour	143	78,3	21,7	 2,06
Business-arranged tour	7	57,1	42,9	 21,00
<b>Purpose of visit*</b>				
Vacation/holiday	157	82,2	17,8	 1,85
Visiting friends/relatives	9	55,6	44,4	 5,11
Event in Iceland (leisure related)	12	75,0	25,0	 2,08
Education and training	10	60,0	40,0	 3,10
Business/small meeting	6	83,3	16,7	 2,17
Other	23	65,2	34,8	 8,04

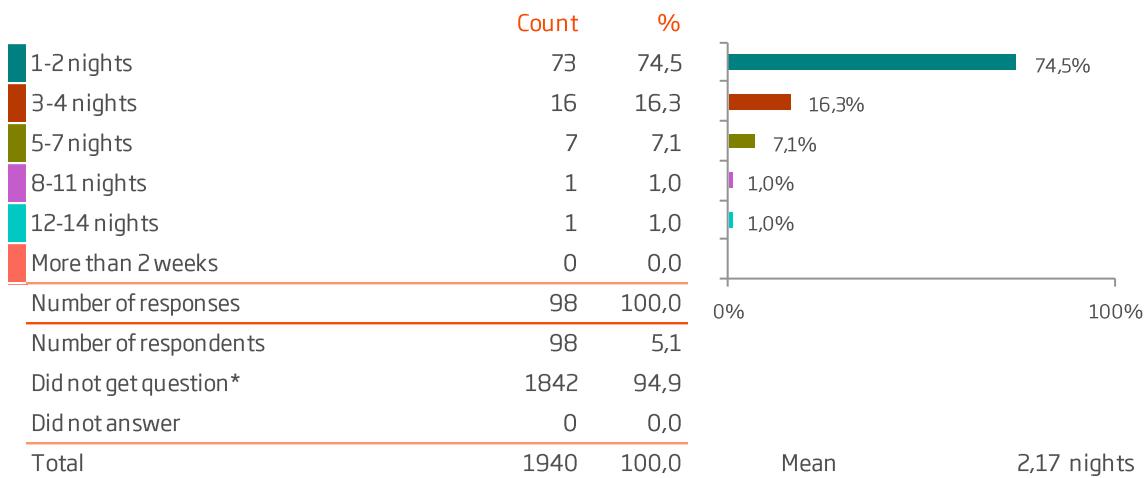
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# LENGTH OF STAY IN THE WESTFJORDS



Q.32. Total length of your stay in the Westfjords?



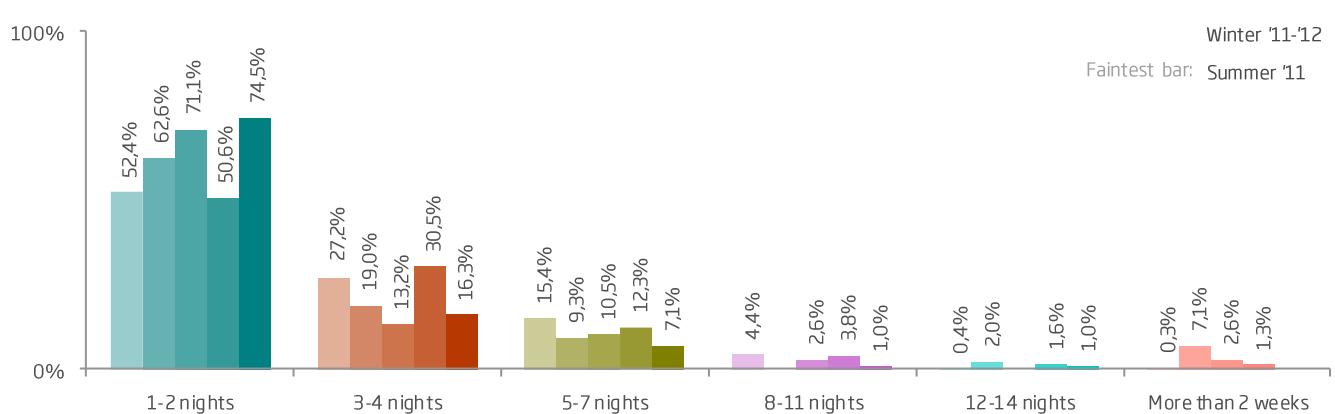
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# LENGTH OF STAY IN THE WESTFJORDS



Q.32. Total length of your stay in the Westfjords?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>98</b>	<b>74,5</b>	<b>16,3</b>	<b>9,2</b>	 2,17
<b>Gender</b>					
Male	42	78,6	11,9	9,5	 2,26
Female	56	71,4	19,6	8,9	 2,11
<b>Age</b>					
24 years and younger	19	84,2	5,3	10,5	 2,16
25-34 years	45	71,1	22,2	6,7	 2,11
35-44 years	14	71,4	21,4	7,1	 2,21
45-54 years	7	57,1	14,3	28,6	 3,43
55 years and older	12	83,3	8,3	8,3	 1,75
<b>What is your profession?</b>					
Managerial	8	75,0	12,5	12,5	 2,25
Professionals (dr./lawyer/account. etc.)	26	73,1	11,5	15,4	 2,35
Other professionals	15	86,7	13,3	0,0	 1,53
Teacher/Medical care	7	57,1	28,6	14,3	 2,57
Clerical/Service	9	88,9	11,1	0,0	 1,56
Vocational/Technical	<5				
Unskilled	<5				
Student	14	57,1	21,4	21,4	 3,21
Retired/Homemaker	5	80,0	20,0	0,0	 1,80
Artist/Musician/Actor etc.	<5				
Other	6	83,3	16,7	0,0	 1,67
<b>Household income</b>					
High	32	78,1	6,3	15,6	 2,28
Average	40	80,0	17,5	2,5	 1,78
Low	20	60,0	30,0	10,0	 2,35
<b>Market area</b>					
North America	47	72,3	21,3	6,4	 2,23
Britain	6	83,3	16,7	0,0	 1,67
Central/Southern Europe	30	66,7	16,7	16,7	 2,47
Scandinavia	<5				
Asia	8	100,0	0,0	0,0	 1,13
Other	5	100,0	0,0	0,0	 1,40
<b>Educational level</b>					
Finished high school or less	12	66,7	16,7	16,7	 2,83
Bachelor's degree or equivalent	46	76,1	17,4	6,5	 2,07
Master's/Ph.D. or equivalent	36	72,2	16,7	11,1	 2,19

Difference between groups is not statistically significant.

# LENGTH OF STAY IN THE WESTFJORDS



## Q.32. Total length of your stay in the Westfjords?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>98</b>	<b>74,5</b>	<b>16,3</b>	<b>9,2</b>	2,17
<b>Nationality</b>					
American	38	73,7	18,4	7,9	2,18
British	<5				
Canadian	9	66,7	33,3	0,0	2,33
German	9	77,8	11,1	11,1	1,78
Chinese	<5				
French	<5				
Spanish	5	60,0	20,0	20,0	2,40
Swiss	<5				
Dutch	<5				
Italian	<5				
Other	20	80,0	5,0	15,0	2,40
<b>Type of trip*</b>					
Package tour	5	80,0	0,0	20,0	2,20
Individually-arranged tour	75	74,7	16,0	9,3	2,17
Business-arranged tour	<5				
<b>Purpose of visit*</b>					
Vacation/holiday	88	77,3	17,0	5,7	1,94
Visiting friends/relatives	12	50,0	33,3	16,7	3,33
Event in Iceland (leisure related)	5	60,0	40,0	0,0	2,40
Education and training	6	66,7	0,0	33,3	2,83
Business/small meeting	<5				
Conference/large meeting	<5				
Other	14	50,0	21,4	28,6	3,29

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# LENGTH OF STAY IN THE INTERIOR

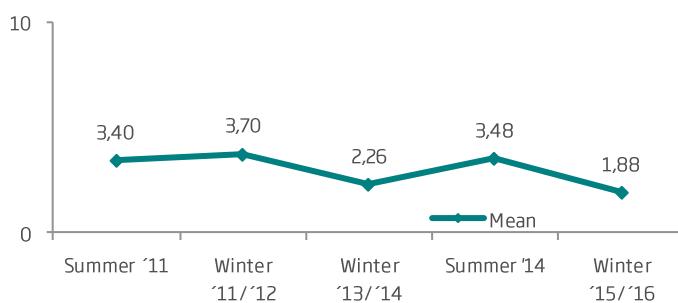


## Q.33. Total length of your stay in the Interior?

	Count	%
1-2 nights	53	81,5
3-4 nights	8	12,3
5-7 nights	4	6,2
8-11 nights	0	0,0
12-14 nights	0	0,0
More than 2 weeks	0	0,0
Number of responses	65	100,0
Number of respondents	65	3,4
Did not get question*	1875	96,6
Did not answer	0	0,0
Total	1940	100,0

\*Only those who said they had stayed overnight in the Interior (Q24) got this question.

Mean 1,88 nights  
Standard deviation 1,43 nights



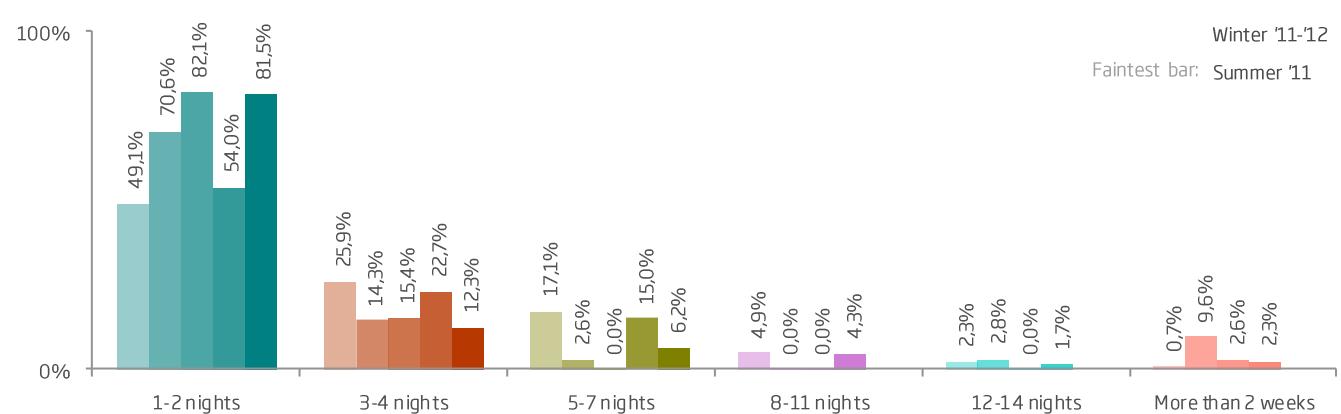
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# LENGTH OF STAY IN THE INTERIOR



## Q.33. Total length of your stay in the Interior?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>65</b>	<b>81,5</b>	<b>18,5</b>	1,88
<b>Gender</b>				
Male	23	78,3	21,7	2,04
Female	42	83,3	16,7	1,79
<b>Age*</b>				
24 years and younger	19	73,7	26,3	2,16
25-34 years	26	96,2	3,8	1,27
35-44 years	9	77,8	22,2	2,44
45-54 years	<5			
55 years and older	7	85,7	14,3	1,71
<b>What is your profession?*</b>				
Managerial	<5			
Professionals (dr./lawyer/account. etc.)	18	94,4	5,6	1,72
Other professionals	14	71,4	28,6	2,36
Teacher/Medical care	5	100,0	0,0	1,20
Clerical/Service	<5			
Vocational/Technical	<5			
Student	10	80,0	20,0	1,50
Retired/Homemaker	<5			
Artist/Musician/Actor etc.	<5			
Other	<5			
<b>Household income</b>				
High	19	89,5	10,5	1,63
Average	29	75,9	24,1	1,90
Low	13	76,9	23,1	2,38
<b>Market area</b>				
North America	32	75,0	25,0	2,19
Britain	5	80,0	20,0	2,40
Central/Southern Europe	17	94,1	5,9	1,29
Scandinavia	<5			
Asia	6	100,0	0,0	1,33
Other	<5			
<b>Educational level</b>				
Finished high school or less	11	63,6	36,4	2,18
Bachelor's degree or equivalent	32	87,5	12,5	1,75
Master's/Ph.D. or equivalent	22	81,8	18,2	1,91

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# LENGTH OF STAY IN THE INTERIOR



Q. 33. Total length of your stay in the Interior?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>65</b>	<b>81,5</b>	<b>18,5</b>	 1,88
<b>Nationality</b>				
American	25	72,0	28,0	 2,40
British	<5			
Canadian	6	83,3	16,7	 1,50
German	<5			
Chinese	<5			
French	<5			
Spanish	<5			
Danish	<5			
Swiss	<5			
Norwegian	<5			
Italian	<5			
Austrian	<5			
Other	14	92,9	7,1	 1,50
<b>Type of trip*</b>				
Package tour	9	88,9	11,1	 1,22
Individually-arranged tour	54	83,3	16,7	 1,85
Business-arranged tour	<5			
<b>Purpose of visit*</b>				
Vacation/holiday	62	83,9	16,1	 1,85
Visiting friends/relatives	<5			
Event in Iceland (leisure related)	<5			
Education and training	<5			
Business/small meeting	<5			
Other	<5			

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

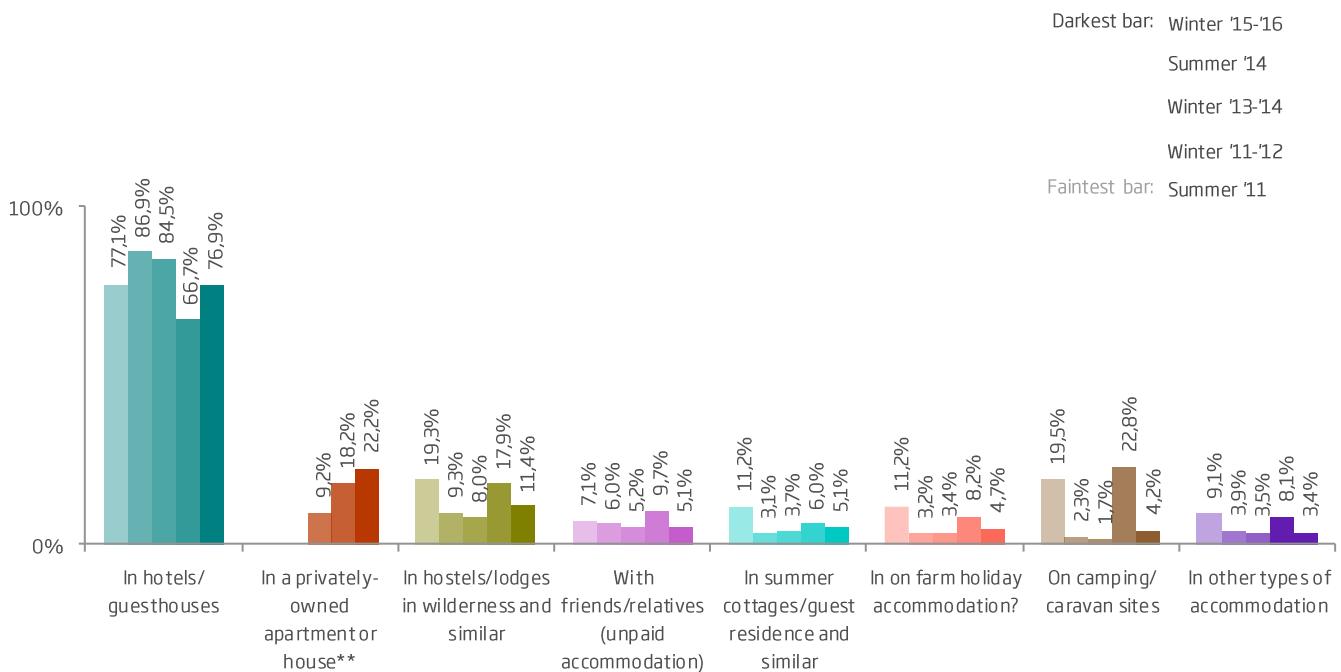
# TYPES OF ACCOMODATION



Q.34. During your stay in Iceland, In what type of accomodation did you stay over night?

	Count	% respondents	% responses
In hotels/guesthouses?	1294	76,9	57,8
In a privately-owned apartment or house (airbnb/house exchange/couch surfing)?	373	22,2	16,7
In hostels/lodges in wilderness and similar?	191	11,4	8,5
In summer cottages/guest residence and similar?	86	5,1	3,8
With friends/relatives (unpaid accommodation)?	86	5,1	3,8
On farm holiday accommodation?	79	4,7	3,5
On camping/caravan sites?	70	4,2	3,1
In other types of accommodation?	58	3,4	2,6
Number of responses*	2237	133,0	100,0
Number of respondents	1682	86,7	
Did not answer	258	13,3	
Total	1940	100,0	

\*There are more responses than respondents as it was possible to select more than one answer.



\*\*In 2011 and 2012 this option was not available.

# TYPES OF ACCOMODATION



Q.34. During your stay in Iceland, In what type of accomodation did you stay over night?

	Number of answers	In hotels/ guest-houses?	In a privately- owned apartment or house?	In hostels/ lodges in wilderness and similar?	In summer cottages/ guest residence and similar?	With friends/ relatives (unpaid accommo- dation)?	In other types of accommo- dation
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	564	78,2	23,0	11,2	6,7	6,4	14,5
Female	1117	76,4	21,7	11,5	4,3	4,5	9,8
<b>Age</b>							
24 years and younger	273	<b>66,3</b>	27,5	<b>16,8</b>	5,1	9,2	<b>19,4</b>
25-34 years	599	72,8	<b>28,2</b>	14,4	6,8	5,7	12,4
35-44 years	312	83,3	17,0	8,3	4,2	3,5	9,6
45-54 years	234	82,9	17,1	7,3	3,4	3,4	<b>6,0</b>
55 years and older	244	<b>84,4</b>	<b>13,9</b>	<b>6,1</b>	3,7	2,5	6,6
<b>What is your profession?</b>							
Managerial	200	80,0	21,0	5,5	4,0	1,0	7,5
Professionals (dr./lawyer/account. etc.)	383	81,2	20,9	11,2	5,0	3,4	12,5
Other professionals	275	77,8	25,8	7,3	4,7	3,3	10,9
Teacher/Medical care	169	79,9	14,8	16,0	3,0	5,9	13,0
Clerical/Service	86	73,3	25,6	12,8	3,5	7,0	11,6
Vocational/Technical	52	78,8	15,4	17,3	11,5	9,6	15,4
Unskilled	8	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	<b>12,5</b>	<b>0,0</b>	12,5
Student	233	67,4	<b>28,3</b>	15,5	6,0	9,9	14,6
Retired/Homemaker	95	84,2	11,6	7,4	<b>2,1</b>	6,3	<b>2,1</b>
Artist/Musician/Actor etc.	17	70,6	23,5	<b>29,4</b>	11,8	<b>23,5</b>	<b>17,6</b>
Other	144	<b>67,4</b>	27,1	14,6	6,9	4,9	12,5
<b>Household income</b>							
High	676	<b>81,4</b>	21,3	8,0	4,7	<b>3,0</b>	9,8
Average	688	75,4	24,0	12,5	5,5	4,1	9,6
Low	257	<b>70,4</b>	20,6	15,6	5,4	<b>13,2</b>	18,7
<b>Market area</b>							
North America	773	75,8	23,9	11,5	2,5	3,8	10,6
Britain	339	84,4	16,5	<b>6,2</b>	3,2	2,1	<b>6,2</b>
Central/Southern Europe	295	73,9	24,4	10,5	<b>14,6</b>	9,8	<b>21,7</b>
Scandinavia	100	69,0	<b>15,0</b>	12,0	<b>2,0</b>	<b>19,0</b>	9,0
Asia	88	<b>85,2</b>	<b>28,4</b>	17,0	5,7	<b>0,0</b>	8,0
Other	84	<b>67,9</b>	23,8	<b>27,4</b>	6,0	1,2	9,5
<b>Educational level</b>							
Finished high school or less	134	75,4	19,4	12,7	8,2	8,2	16,4
Bachelor's degree or equivalent	979	75,6	23,8	13,2	5,3	5,3	11,0
Master's/Ph.D. or equivalent	545	79,1	20,6	7,7	4,2	3,9	11,2

When respondents can choose more than one answer, significance between groups is not calculated.

# TYPES OF ACCOMODATION



Q. 34. During your stay in Iceland, In what type of accomodation did you stay over night?

	Number of answers	In hotels/ guest-houses?	In a privately-owned apartment or house?	In hostels/ lodges in wilderness and similar?	In summer cottages/ guest residence and similar?	With friends/ relatives (unpaid accommodation)?	In other types of accommodation
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	590	74,9	23,9	10,5	2,5	4,1	9,7
British	290	86,9	14,1	4,8	3,4	1,7	4,8
Canadian	174	78,7	22,4	14,9	2,3	4,0	12,1
German	65	72,3	21,5	10,8	18,5	6,2	24,6
Chinese	48	<b>87,5</b>	20,8	8,3	6,3	<b>0,0</b>	10,4
French	43	76,7	27,9	16,3	7,0	7,0	<b>32,6</b>
Spanish	32	78,1	40,6	28,1	<b>28,1</b>	18,8	31,3
Danish	25	64,0	<b>4,0</b>	16,0	4,0	<b>28,0</b>	8,0
Swedish	27	63,0	7,4	11,1	3,7	18,5	<b>0,0</b>
Swiss	22	86,4	31,8	<b>0,0</b>	27,3	<b>0,0</b>	22,7
Norwegian	22	72,7	27,3	13,6	<b>0,0</b>	9,1	<b>0,0</b>
Dutch	18	77,8	5,6	5,6	16,7	5,6	11,1
Italian	16	56,3	<b>43,8</b>	6,3	6,3	12,5	6,3
Austrian	8	<b>50,0</b>	25,0	<b>37,5</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Other	302	73,2	25,5	15,6	6,0	6,6	14,9
<b>Type of trip*</b>							
Package tour	306	<b>96,1</b>	<b>2,0</b>	4,9	1,0	1,3	4,6
Individually-arranged tour	1234	<b>73,2</b>	<b>27,1</b>	12,6	5,7	5,9	12,9
Business-arranged tour	33	90,9	12,1	6,1	9,1	0,0	3,0
<b>Purpose of visit*</b>							
Vacation/holiday	1547	77,3	23,0	11,0	4,9	<b>4,1</b>	11,1
Visiting friends/relatives	86	<b>43,0</b>	26,7	8,1	5,8	<b>60,5</b>	9,3
Event in Iceland (leisure related)	78	69,2	<b>33,3</b>	11,5	9,0	15,4	10,3
Education and training	46	71,7	23,9	<b>21,7</b>	4,3	8,7	<b>23,9</b>
Business/small meeting	39	79,5	15,4	<b>7,7</b>	5,1	7,7	10,3
Conference/large meeting	28	<b>89,3</b>	<b>0,0</b>	10,7	3,6	7,1	<b>7,1</b>
Other	144	76,4	16,0	16,0	7,6	11,8	16,0

When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF NIGHTS IN HOTELS/GUESTHOUSES

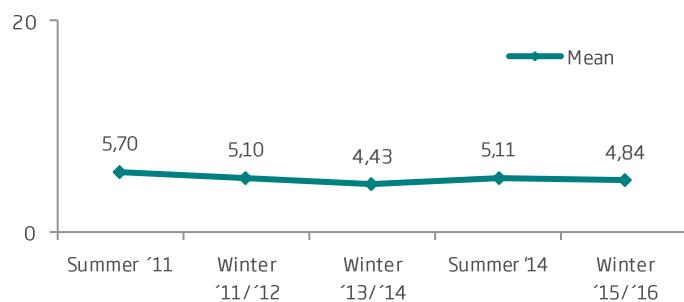


Q. 35. How many nights did you stay...in hotels/guesthouses?

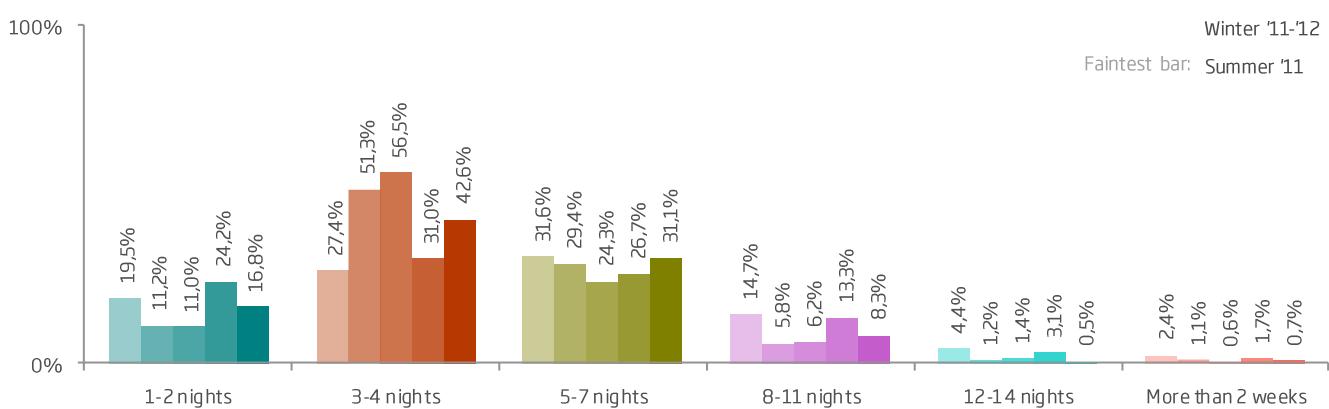
	Count	%
1-2 nights	217	16,8
3-4 nights	551	42,6
5-7 nights	402	31,1
8-11 nights	108	8,3
12-14 nights	7	0,5
More than 2 weeks	9	0,7
Number of responses	1294	100,0
Number of respondents	1294	66,7
Did not get question*	646	33,3
Did not answer	0	0,0
Total	1940	100,0

Mean 4,84 nights  
Standard deviation 9,57 nights

\*Only those who said they stayed in hotels/guesthouses (Q34) got this question.



Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11



# NUMBER OF NIGHTS IN HOTELS/GUESTHOUSES



Q. 35. How many nights did you stay...in hotels/guesthouses?

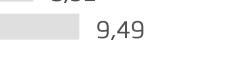
	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	More than 11 nights	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1294</b>	<b>16,8</b>	<b>42,6</b>	<b>31,1</b>	<b>8,3</b>	<b>1,2</b>	 4,84
<b>Gender</b>							
Male	441	17,5	39,9	31,7	9,5	1,4	 5,03
Female	853	16,4	44,0	30,7	7,7	1,2	 4,74
<b>Age</b>							
24 years and younger	181	23,2	39,8	29,3	6,1	1,7	 6,20
25-34 years	436	18,8	39,0	30,5	10,6	1,1	 4,77
35-44 years	260	13,1	46,9	32,3	6,2	1,5	 4,54
45-54 years	194	14,9	45,9	30,9	7,7	0,5	 4,38
55 years and older	206	12,6	44,2	33,0	8,7	1,5	 4,64
<b>What is your profession?</b>							
Managerial	160	10,0	46,9	33,1	10,0	0,0	 4,51
Professionals (dr./lawyer/account. etc.)	311	16,7	40,5	33,4	7,7	1,6	 4,54
Other professionals	214	20,6	43,5	27,6	7,5	0,9	 4,32
Teacher/Medical care	135	16,3	47,4	29,6	5,9	0,7	 5,08
Clerical/Service	63	14,3	41,3	31,7	12,7	0,0	 4,67
Vocational/Technical	41	9,8	36,6	34,1	19,5	0,0	 5,05
Unskilled	8	25,0	37,5	37,5	0,0	0,0	 4,00
Student	157	23,6	42,0	26,1	5,7	2,5	 6,53
Retired/Homemaker	80	15,0	46,3	31,3	6,3	1,3	 4,31
Artist/Musician/Actor etc.	12	16,7	41,7	16,7	25,0	0,0	 4,92
Other	97	15,5	35,1	35,1	11,3	3,1	 5,02
<b>Household income</b>							
High	550	14,9	43,8	31,6	8,5	1,1	 5,18
Average	519	17,5	42,4	29,9	8,7	1,5	 4,71
Low	181	19,9	41,4	30,4	7,2	1,1	 4,28
<b>Market area</b>							
North America	586	16,7	40,8	30,5	10,6	1,4	 4,76
Britain	286	13,6	57,7	26,2	2,4	0,0	 3,94
Central/Southern Europe	218	19,7	31,2	38,5	8,7	1,8	 6,46
Scandinavia	69	18,8	63,8	15,9	1,4	0,0	 3,45
Asia	75	14,7	26,7	40,0	16,0	2,7	 5,19
Other	57	21,1	24,6	38,6	12,3	3,5	 5,21
<b>Educational level</b>							
Finished high school or less	101	21,8	36,6	33,7	6,9	1,0	 4,34
Bachelor's degree or equivalent	740	17,8	41,8	29,3	9,2	1,9	 5,17
Master's/Ph.D. or equivalent	431	14,2	45,7	32,7	7,2	0,2	 4,37

Difference between groups is not statistically significant.

# NUMBER OF NIGHTS IN HOTELS/GUESTHOUSES



Q. 35. How many nights did you stay...in hotels/guesthouses?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	More than 11 nights	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1294</b>	<b>16,8</b>	<b>42,6</b>	<b>31,1</b>	<b>8,3</b>	<b>1,2</b>	
<b>Nationality*</b>							
American	442	16,5	43,9	30,5	8,6	0,5	
British	252	10,3	61,1	25,8	2,8	0,0	
Canadian	137	16,8	29,9	34,3	15,3	3,6	
German	47	25,5	12,8	44,7	12,8	4,3	
Chinese	42	19,0	28,6	52,4	0,0	0,0	
French	33	27,3	33,3	27,3	9,1	3,0	
Spanish	25	20,0	32,0	24,0	20,0	4,0	
Danish	16	25,0	56,3	18,8	0,0	0,0	
Swedish	17	17,6	76,5	5,9	0,0	0,0	
Swiss	19	21,1	31,6	47,4	0,0	0,0	
Norwegian	16	12,5	56,3	31,3	0,0	0,0	
Dutch	14	0,0	50,0	50,0	0,0	0,0	
Italian	9	0,0	22,2	66,7	11,1	0,0	
Austrian	<5						
Other	221	21,7	35,7	29,0	11,3	2,3	
<b>Type of trip*</b>							
Package tour	294	3,4	57,1	31,3	6,5	1,7	
Individually-arranged tour	903	19,9	38,3	31,0	9,5	1,2	
Business-arranged tour	30	13,3	43,3	40,0	0,0	3,3	
<b>Purpose of visit*</b>							
Vacation/holiday	1196	16,5	43,0	31,2	8,4	0,9	
Visiting friends/relatives	37	43,2	29,7	18,9	5,4	2,7	
Event in Iceland (leisure related)	54	20,4	22,2	42,6	11,1	3,7	
Education and training	33	12,1	33,3	24,2	15,2	15,2	
Business/small meeting	31	16,1	58,1	16,1	9,7	0,0	
Conference/large meeting	25	4,0	32,0	52,0	8,0	4,0	
Other	110	17,3	40,0	24,5	11,8	6,4	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES

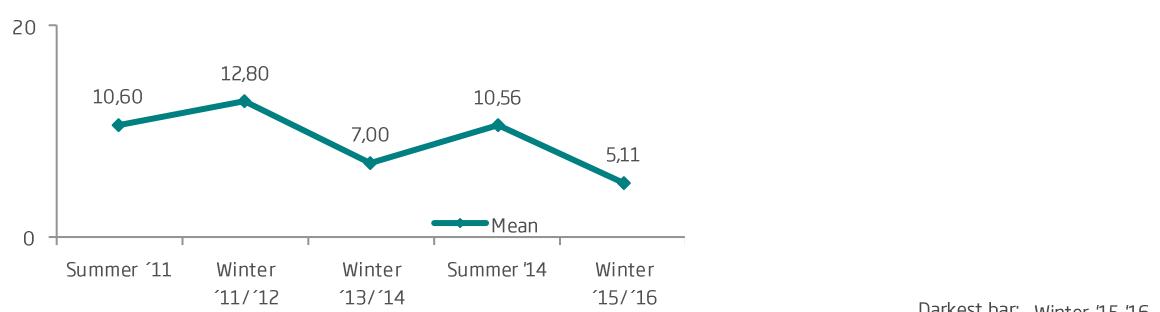


Q.36. How many nights did you stay...on camping/caravan sites?

	Count	%
1-2 nights	20	28,6
3-4 nights	14	20,0
5-7 nights	19	27,1
8-11 nights	14	20,0
12-14 nights	1	1,4
More than 2 weeks	2	2,9
Number of responses	70	100,0
Number of respondents	70	3,6
Did not get question*	1870	96,4
Did not answer	0	0,0
Total	1940	100,0

Mean 5,11 nights  
Standard deviation 3,76 nights

\*Only those who said they stayed on camping/caravan sites (Q34) got this question.



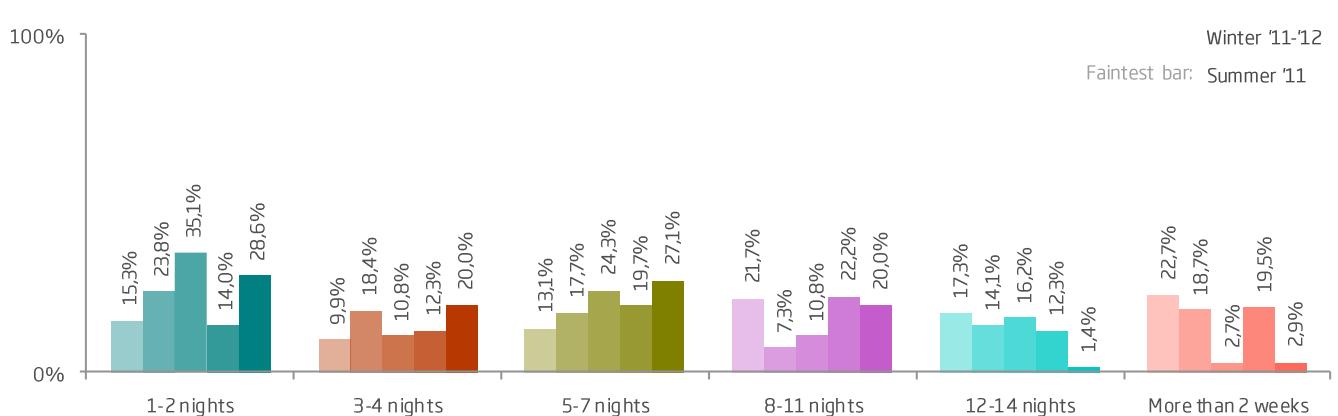
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



Q. 36. How many nights did you stay...on camping/caravan sites?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 2 weeks	
	Count	%	%	%	%	%	%	
<b>Total</b>	70	28,6	20,0	27,1	20,0	1,4	2,9	5,11
<b>Gender</b>								
Male	30	26,7	20,0	33,3	13,3	3,3	3,3	5,23
Female	40	30,0	20,0	22,5	25,0	0,0	2,5	5,03
<b>Age</b>								
24 years and younger	24	37,5	25,0	20,8	12,5	0,0	4,2	4,42
25-34 years	30	30,0	10,0	33,3	20,0	3,3	3,3	5,53
35-44 years	8	12,5	12,5	37,5	37,5	0,0	0,0	6,13
45-54 years	<5							
55 years and older	<5							
<b>What is your profession?</b>								
Managerial	8	25,0	0,0	25,0	50,0	0,0	0,0	6,13
Professionals (dr./lawyer/account. etc.)	17	41,2	23,5	23,5	11,8	0,0	0,0	3,82
Other professionals	9	22,2	0,0	33,3	33,3	11,1	0,0	6,44
Teacher/Medical care	6	16,7	16,7	50,0	0,0	0,0	16,7	7,33
Clerical/Service	7	28,6	42,9	14,3	14,3	0,0	0,0	3,71
Vocational/Technical	<5							
Student	10	30,0	30,0	30,0	10,0	0,0	0,0	4,00
Retired/Homemaker	<5							
Artist/Musician/Actor etc.	<5							
Other	6	16,7	16,7	33,3	16,7	0,0	16,7	7,17
<b>Household income</b>								
High	15	26,7	20,0	40,0	13,3	0,0	0,0	4,27
Average	29	20,7	27,6	27,6	20,7	0,0	3,4	5,38
Low	22	40,9	13,6	18,2	22,7	0,0	4,5	4,91
<b>Market area</b>								
North America	36	25,0	30,6	27,8	11,1	0,0	5,6	5,14
Britain	7	14,3	0,0	42,9	42,9	0,0	0,0	6,14
Central/Southern Europe	21	33,3	4,8	23,8	33,3	4,8	0,0	5,48
Scandinavia	<5							
Asia	<5							
Other	<5							
<b>Educational level</b>								
Finished high school or less	9	22,2	22,2	22,2	22,2	11,1	0,0	6,00
Bachelor's degree or equivalent	38	28,9	26,3	21,1	18,4	0,0	5,3	5,08
Master's/Ph.D. or equivalent	22	27,3	9,1	40,9	22,7	0,0	0,0	5,00

Difference between groups is not statistically significant.

# NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



Q. 36. How many nights did you stay...on camping/caravan sites?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 2 weeks
	Count	%	%	%	%	%	%
<b>Total</b>	<b>70</b>	<b>28,6</b>	<b>20,0</b>	<b>27,1</b>	<b>20,0</b>	<b>1,4</b>	<b>2,9</b>
<b>Nationality</b>							
American	23	21,7	30,4	34,8	8,7	0,0	4,3
British	5	0,0	0,0	60,0	40,0	0,0	0,0
Canadian	11	27,3	36,4	18,2	9,1	0,0	9,1
German	<5						
French	6	33,3	0,0	16,7	33,3	16,7	0,0
Spanish	5	40,0	20,0	0,0	40,0	0,0	0,0
Swiss	<5						
Italian	<5						
Other	14	28,6	14,3	28,6	28,6	0,0	0,0
<b>Type of trip*</b>							
Package tour	<5						
Individually-arranged tour	58	32,8	19,0	27,6	19,0	1,7	0,0
Business-arranged tour	<5						
<b>Purpose of visit*</b>							
Vacation/holiday	68	29,4	19,1	27,9	20,6	1,5	1,5
Visiting friends/relatives	5	60,0	0,0	20,0	20,0	0,0	0,0
Event in Iceland (leisure related)	<5						
Education and training	<5						
Business/small meeting	<5						
Other	6	0,0	16,7	0,0	66,7	0,0	16,7

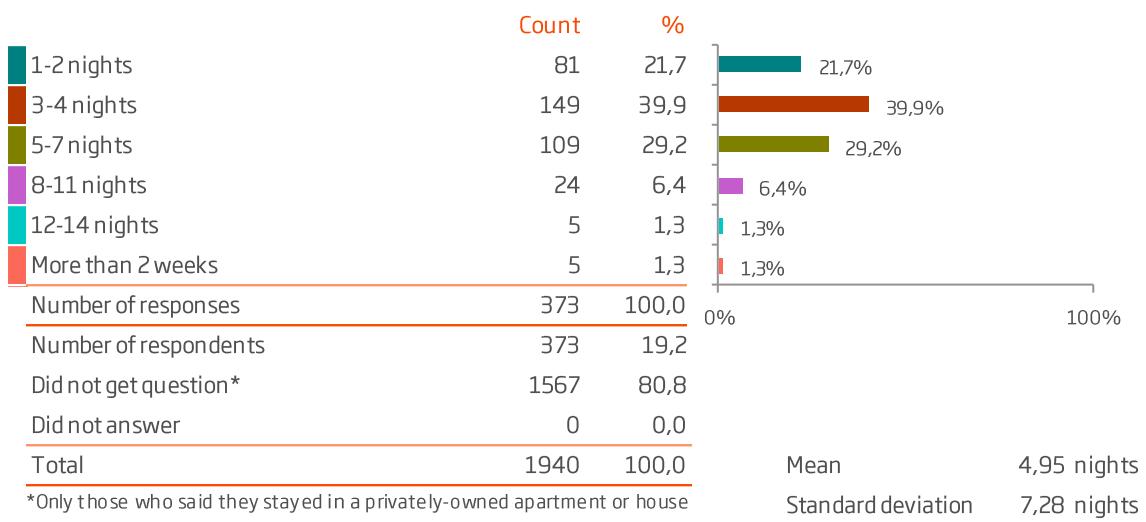
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

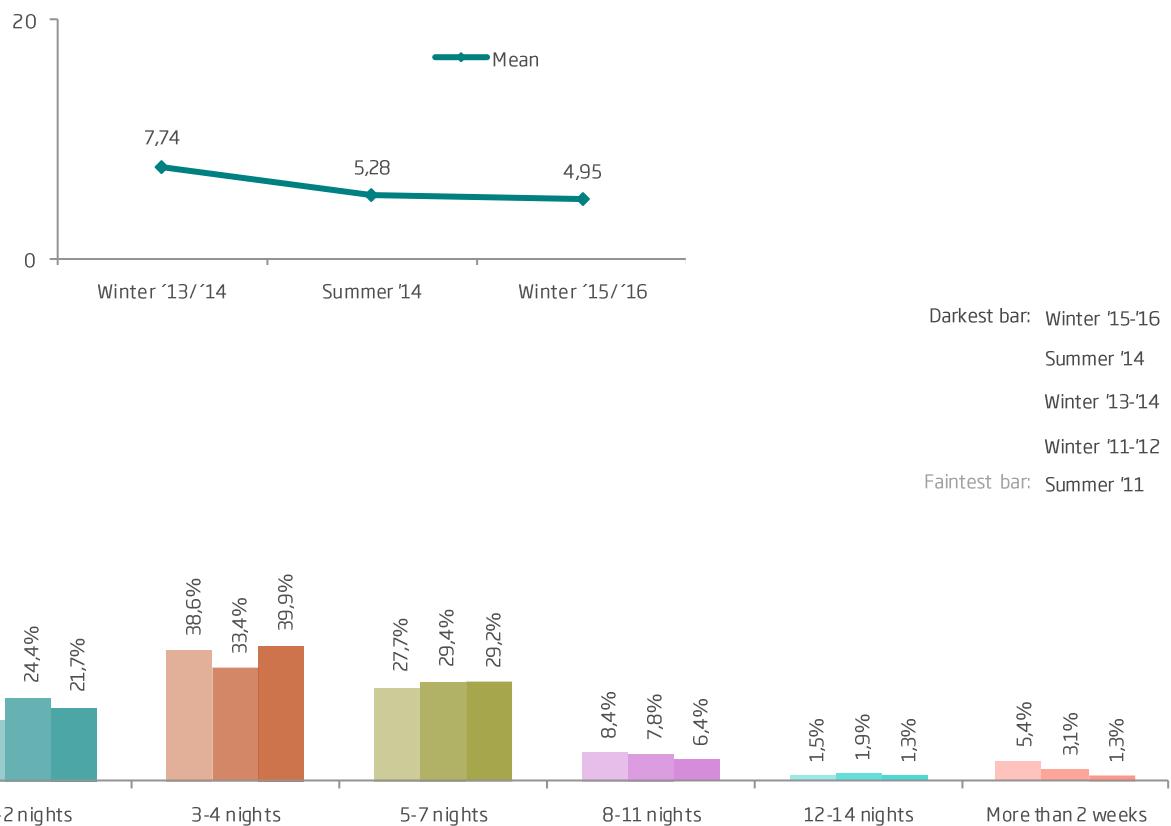
## NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT/HOUSE



Q.37. How many nights did you stay...in a privately-owned apartment or house (airbnb/house exchange/couch surfing)?



\*Only those who said they stayed in a privately-owned apartment or house (Q34) got this question.



# NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT/HOUSE



Q.37. How many nights did you stay...in a privately-owned apartment or house (airbnb/house exchange/couch surfing)?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>373</b>	<b>21,7</b>	<b>39,9</b>	<b>29,2</b>	<b>9,1</b>	 4,95
<b>Gender</b>						
Male	130	23,8	44,6	23,1	8,5	 4,95
Female	242	20,7	37,6	32,2	9,5	 4,94
<b>Age</b>						
24 years and younger	75	25,3	36,0	29,3	9,3	 7,13
25-34 years	169	24,3	42,6	24,3	8,9	 4,22
35-44 years	53	17,0	28,3	41,5	13,2	 4,94
45-54 years	40	22,5	37,5	32,5	7,5	 4,40
55 years and older	34	5,9	58,8	29,4	5,9	 4,38
<b>What is your profession?</b>						
Managerial	42	16,7	42,9	35,7	4,8	 4,52
Professionals (dr./lawyer/account. etc.)	80	22,5	48,8	22,5	6,3	 3,85
Other professionals	71	26,8	29,6	33,8	9,9	 4,63
Teacher/Medical care	25	28,0	32,0	32,0	8,0	 5,56
Clerical/Service	22	4,5	50,0	27,3	18,2	 5,64
Vocational/Technical	8	12,5	62,5	12,5	12,5	 4,13
Student	66	27,3	34,8	28,8	9,1	 6,77
Retired/Homemaker	11	0,0	72,7	27,3	0,0	 4,27
Artist/Musician/Actor etc.	<5					
Other	39	17,9	30,8	35,9	15,4	 5,03
<b>Household income</b>						
High	144	25,0	38,2	30,6	6,3	 4,26
Average	165	18,8	40,0	31,5	9,7	 5,27
Low	53	24,5	39,6	22,6	13,2	 4,42
<b>Market area</b>						
North America	185	22,7	35,1	32,4	9,7	 4,67
Britain	56	19,6	48,2	28,6	3,6	 4,05
Central/Southern Europe	72	27,8	41,7	18,1	12,5	 6,61
Scandinavia	15	6,7	73,3	13,3	6,7	 4,13
Asia	25	12,0	24,0	52,0	12,0	 5,24
Other	20	20,0	50,0	25,0	5,0	 4,25
<b>Educational level</b>						
Finished high school or less	26	19,2	50,0	19,2	11,5	 7,27
Bachelor's degree or equivalent	233	20,2	40,8	28,3	10,7	 5,07
Master's/Ph.D. or equivalent	112	25,0	36,6	33,0	5,4	 4,17

Difference between groups is not statistically significant.

# NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT/HOUSE



Q.37. How many nights did you stay...in a privately-owned apartment or house (airbnb/house exchange/couch surfing)?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>373</b>	<b>21,7</b>	<b>39,9</b>	<b>29,2</b>	<b>9,1</b>	4,95
<b>Nationality</b>						
American	141	19,9	38,3	32,6	9,2	4,79
British	41	24,4	48,8	26,8	0,0	3,71
Canadian	39	30,8	28,2	25,6	15,4	4,44
German	14	14,3	50,0	14,3	21,4	9,79
Chinese	10	10,0	10,0	70,0	10,0	5,60
French	12	33,3	33,3	25,0	8,3	3,92
Spanish	13	61,5	30,8	7,7	0,0	2,54
Danish	<5					
Swedish	<5					
Swiss	7	28,6	42,9	28,6	0,0	3,86
Norwegian	6	16,7	83,3	0,0	0,0	3,50
Dutch	<5					
Italian	7	0,0	42,9	28,6	28,6	7,57
Austrian	<5					
Other	77	16,9	44,2	28,6	10,4	5,77
<b>Type of trip*</b>						
Package tour	6	16,7	66,7	16,7	0,0	3,50
Individually-arranged tour	335	21,2	39,7	30,1	9,0	4,92
Business-arranged tour	<5					
<b>Purpose of visit*</b>						
Vacation/holiday	356	21,3	40,7	30,1	7,9	4,31
Visiting friends/relatives	23	30,4	30,4	26,1	13,0	4,48
Event in Iceland (leisure related)	26	15,4	34,6	38,5	11,5	4,85
Education and training	11	36,4	36,4	18,2	9,1	12,55
Business/small meeting	6	33,3	0,0	33,3	33,3	17,67
Other	23	34,8	17,4	26,1	21,7	14,13

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

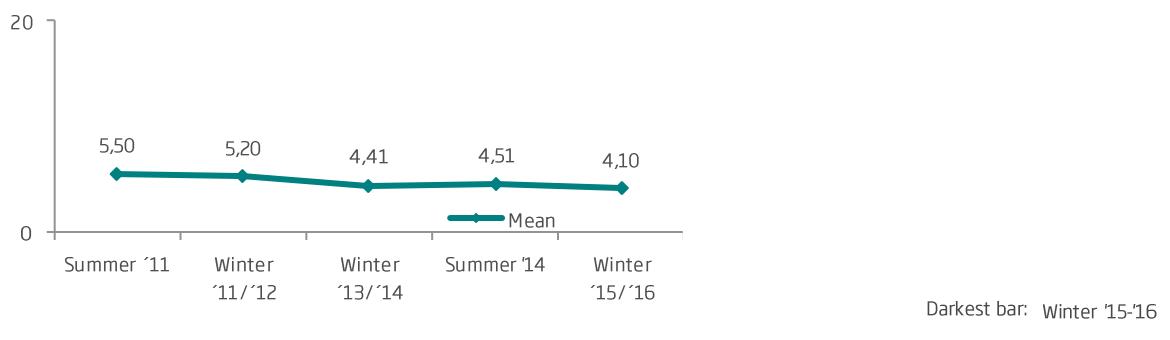
# NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



Q.38. How many nights did you stay...in hostels/lodges in wilderness and similar?

	Count	%	
1-2 nights	80	41,9	41,9%
3-4 nights	56	29,3	29,3%
5-7 nights	40	20,9	20,9%
8-11 nights	10	5,2	5,2%
12-14 nights	2	1,0	1,0%
More than 2 weeks	3	1,6	1,6%
Number of responses	191	100,0	0%
Number of respondents	191	9,8	100%
Did not get question*	1749	90,2	
Did not answer	0	0,0	
Total	1940	100,0	
		Mean	4,10 nights
		Standard deviation	4,62 nights

\*Only those who said they stayed in hotels/lodges in wilderness and similar (Q34) got this question.



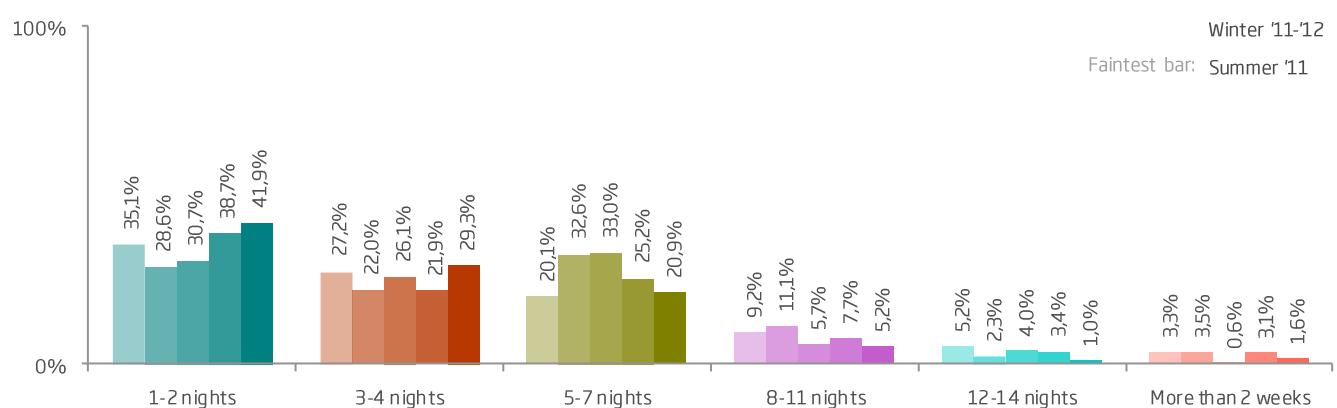
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



Q.38. How many nights did you stay...in hostels/lodges in wilderness and similar?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>191</b>	<b>41,9</b>	<b>29,3</b>	<b>20,9</b>	<b>7,9</b>	 4,10
<b>Gender</b>						
Male	63	41,3	30,2	17,5	11,1	 4,54
Female	128	42,2	28,9	22,7	6,3	 3,88
<b>Age</b>						
24 years and younger	46	28,3	30,4	28,3	13,0	 5,37
25-34 years	86	43,0	32,6	19,8	4,7	 3,52
35-44 years	26	53,8	23,1	19,2	3,8	 3,46
45-54 years	17	35,3	29,4	23,5	11,8	 5,41
55 years and older	15	60,0	20,0	6,7	13,3	 3,27
<b>What is your profession?</b>						
Managerial	11	45,5	27,3	27,3	0,0	 3,09
Professionals (dr./lawyer/account. etc.)	43	53,5	25,6	14,0	7,0	 3,21
Other professionals	20	45,0	25,0	30,0	0,0	 3,65
Teacher/Medical care	27	40,7	44,4	11,1	3,7	 3,26
Clerical/Service	11	36,4	18,2	45,5	0,0	 4,00
Vocational/Technical	9	33,3	33,3	22,2	11,1	 4,44
Student	36	27,8	33,3	25,0	13,9	 4,69
Retired/Homemaker	7	71,4	14,3	0,0	14,3	 2,86
Artist/Musician/Actor etc.	5	40,0	40,0	20,0	0,0	 3,40
Other	21	33,3	23,8	23,8	19,0	 7,52
<b>Household income</b>						
High	54	53,7	20,4	22,2	3,7	 3,28
Average	86	39,5	36,0	16,3	8,1	 4,28
Low	40	37,5	30,0	25,0	7,5	 3,98
<b>Market area</b>						
North America	89	46,1	25,8	22,5	5,6	 4,03
Britain	21	28,6	52,4	9,5	9,5	 3,90
Central/Southern Europe	31	45,2	19,4	22,6	12,9	 4,74
Scandinavia	12	41,7	41,7	8,3	8,3	3,92
Asia	15	26,7	40,0	26,7	6,7	4,00
Other	23	43,5	21,7	26,1	8,7	3,83
<b>Educational level*</b>						
Finished high school or less	17	41,2	29,4	11,8	17,6	6,76
Bachelor's degree or equivalent	129	41,9	31,0	20,9	6,2	3,67
Master's/Ph.D. or equivalent	42	42,9	23,8	26,2	7,1	3,79

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



Q.38. How many nights did you stay...in hostels/lodges in wilderness and similar?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>191</b>	<b>41,9</b>	<b>29,3</b>	<b>20,9</b>	<b>7,9</b>	 4,10
<b>Nationality</b>						
American	62	45,2	25,8	24,2	4,8	 3,66
British	14	42,9	50,0	0,0	7,1	 3,21
Canadian	26	46,2	26,9	19,2	7,7	 5,08
German	7	14,3	28,6	28,6	28,6	 8,86
Chinese	<5					
French	7	57,1	14,3	28,6	0,0	 3,00
Spanish	9	66,7	22,2	0,0	11,1	 2,78
Danish	<5					
Swedish	<5					
Norwegian	<5					
Dutch	<5					
Italian	<5					
Austrian	<5					
Other	47	38,3	27,7	25,5	8,5	 3,94
<b>Type of trip*</b>						
Package tour	15	40,0	33,3	20,0	6,7	 3,80
Individually-arranged tour	155	42,6	28,4	21,9	7,1	 4,03
Business-arranged tour	<5					
<b>Purpose of visit*</b>						
Vacation/holiday	170	42,9	29,4	20,6	7,1	 4,01
Visiting friends/relatives	7	42,9	28,6	14,3	14,3	 9,00
Event in Iceland (leisure related)	9	11,1	55,6	11,1	22,2	 8,78
Education and training	10	60,0	10,0	0,0	30,0	 5,20
Business/small meeting	<5					
Conference/large meeting	<5					
Other	23	43,5	17,4	21,7	17,4	 4,87

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF NIGHTS WITH FRIENDS/RELATIVES

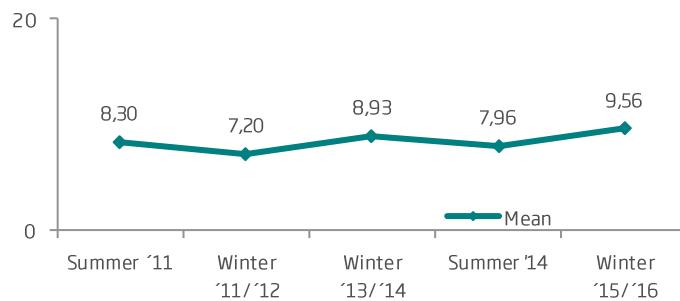


Q.39. How many nights did you stay...with friends/relatives (unpaid accommodation)?

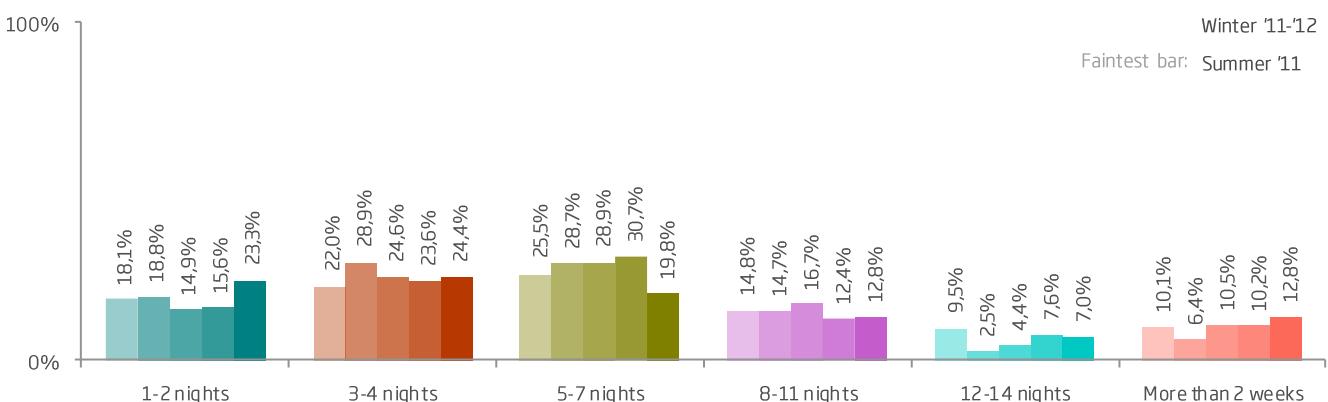
	Count	%
1-2 nights	20	23,5
3-4 nights	21	24,7
5-7 nights	17	20,0
8-11 nights	11	12,9
12-14 nights	6	7,1
More than 2 weeks	10	11,8
Number of responses	85	100,0
Number of respondents	85	4,4
Did not get question*	1854	95,6
Did not answer	1	0,1
Total	1940	100,0

Mean 9,56 nights  
Standard deviation 16,53 nights

\*Only those who said they stayed with friends/relatives (Q34) got this question.



Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11



# NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



Q. 39. How many nights did you stay...with friends/relatives (unpaid accommodation)?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>85</b>	<b>23,5</b>	<b>24,7</b>	<b>20,0</b>	<b>31,8</b>	 9,56
<b>Gender</b>						
Male	36	25,0	27,8	11,1	36,1	 8,39
Female	49	22,4	22,4	26,5	28,6	 10,43
<b>Age</b>						
24 years and younger	24	25,0	29,2	16,7	29,2	 7,71
25-34 years	34	23,5	20,6	26,5	29,4	 8,15
35-44 years	11	18,2	18,2	9,1	54,5	 16,64
45-54 years	8	25,0	62,5	12,5	0,0	 3,50
55 years and older	6	16,7	0,0	33,3	50,0	 20,67
<b>What is your profession?</b>						
Managerial	<5					
Professionals (dr./lawyer/account. etc.)	13	23,1	23,1	15,4	38,5	 5,46
Other professionals	9	11,1	33,3	22,2	33,3	 7,00
Teacher/Medical care	10	10,0	20,0	40,0	30,0	 20,10
Clerical/Service	6	33,3	16,7	0,0	50,0	 6,67
Vocational/Technical	5	20,0	20,0	40,0	20,0	 7,00
Student	22	22,7	27,3	22,7	27,3	 9,23
Retired/Homemaker	6	16,7	16,7	0,0	66,7	 24,17
Artist/Musician/Actor etc.	<5					
Other	7	42,9	28,6	14,3	14,3	 3,71
<b>Household income</b>						
High	20	20,0	35,0	10,0	35,0	 6,30
Average	27	29,6	18,5	22,2	29,6	 7,70
Low	34	20,6	26,5	23,5	29,4	 13,26
<b>Market area</b>						
North America	29	24,1	17,2	13,8	44,8	 11,10
Britain	7	28,6	42,9	14,3	14,3	 4,00
Central/Southern Europe	29	27,6	20,7	24,1	27,6	 10,24
Scandinavia	18	11,1	33,3	27,8	27,8	 8,94
Other	<5					
<b>Educational level</b>						
Finished high school or less	10	10,0	30,0	30,0	30,0	 8,50
Bachelor's degree or equivalent	52	28,8	25,0	15,4	30,8	 9,19
Master's/Ph.D. or equivalent	21	19,0	23,8	23,8	33,3	 11,24

Difference between groups is not statistically significant.

# NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



**Q. 39. How many nights did you stay...with friends/relatives (unpaid accommodation)?**

	Number of answers	More than 7 nights			
		1-2 nights	3-4 nights	5-7 nights	%
<b>Total</b>	<b>85</b>	<b>23,5</b>	<b>24,7</b>	<b>20,0</b>	<b>31,8</b>
<b>Nationality</b>					
American	24	20,8	20,8	16,7	41,7
British	5	20,0	40,0	20,0	20,0
Canadian	7	28,6	14,3	14,3	42,9
German	<5				
French	<5				
Spanish	6	33,3	33,3	16,7	16,7
Danish	6	16,7	50,0	16,7	16,7
Swedish	5	0,0	20,0	40,0	40,0
Norwegian	<5				
Dutch	<5				
Italian	<5				
Other	20	30,0	20,0	25,0	25,0
<b>Type of trip*</b>					
Package tour	<5				
Individually-arranged tour	72	23,6	26,4	20,8	29,2
Business-arranged tour					
<b>Purpose of visit*</b>					
Vacation/holiday	63	23,8	25,4	19,0	31,7
Visiting friends/relatives	52	15,4	19,2	26,9	38,5
Event in Iceland (leisure related)	12	8,3	33,3	16,7	41,7
Education and training	<5				
Business/small meeting	<5				
Conference/large meeting	<5				
Other	16	18,8	12,5	12,5	56,3

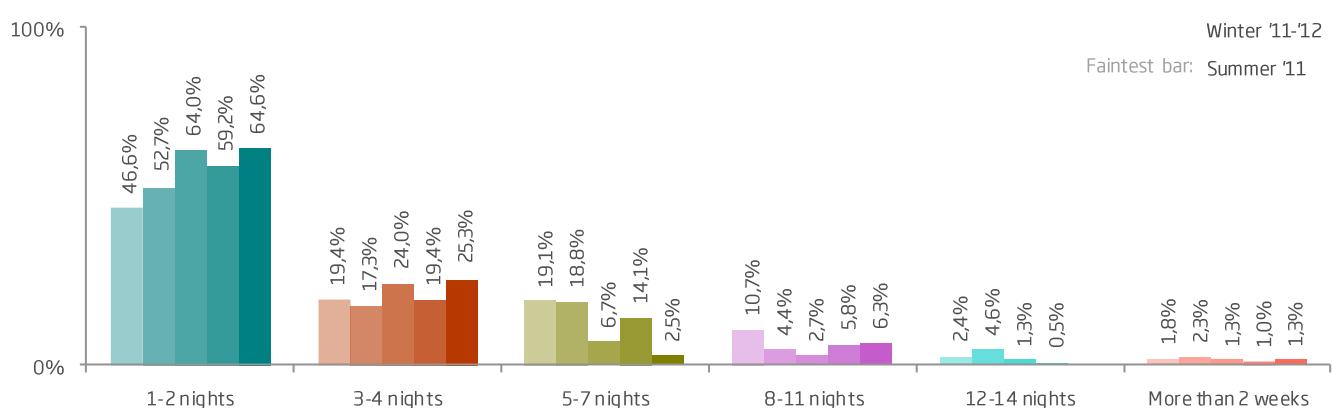
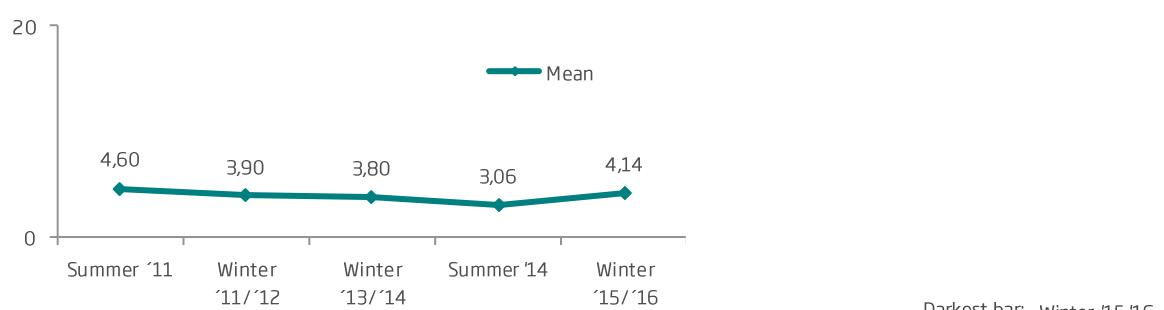
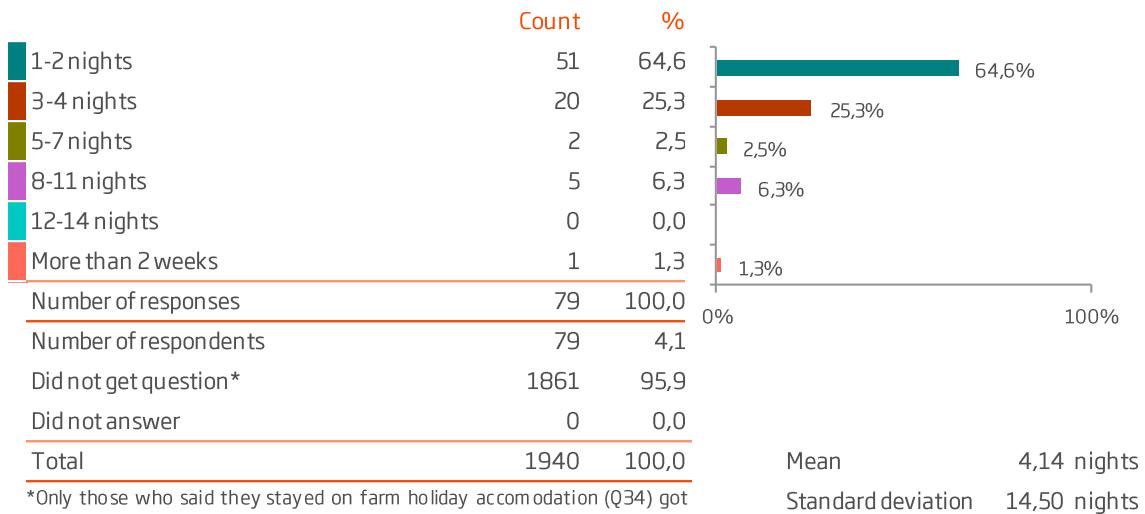
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMMODATION



Q. 40. How many nights did you stay...on farm holiday accommodation?



# NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMMODATION



Q. 40. How many nights did you stay...on farm holiday accommodation?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>79</b>	<b>64,6</b>	<b>25,3</b>	<b>10,1</b>	
<b>Gender</b>					4,14
Male	32	68,8	25,0	6,3	
Female	47	61,7	25,5	12,8	
<b>Age</b>					
24 years and younger	10	70,0	20,0	10,0	
25-34 years	33	57,6	36,4	6,1	
35-44 years	16	75,0	12,5	12,5	
45-54 years	9	66,7	33,3	0,0	
55 years and older	9	66,7	0,0	33,3	
<b>What is your profession?</b>					
Managerial	6	66,7	16,7	16,7	
Professionals (dr./lawyer/account. etc.)	23	56,5	34,8	8,7	
Other professionals	16	62,5	25,0	12,5	
Teacher/Medical care	9	77,8	22,2	0,0	
Clerical/Service	<5				
Vocational/Technical	<5				
Student	7	42,9	42,9	14,3	
Retired/Homemaker	<5				
Artist/Musician/Actor etc.	<5				
Other	9	77,8	0,0	22,2	
<b>Household income</b>					16,67
High	29	69,0	20,7	10,3	
Average	23	56,5	30,4	13,0	
Low	22	63,6	27,3	9,1	
<b>Market area</b>					
North America	34	70,6	14,7	14,7	
Britain	9	88,9	11,1	0,0	
Central/Southern Europe	26	50,0	38,5	11,5	
Scandinavia	<5				
Asia	6	50,0	50,0	0,0	
Other	<5				
<b>Educational level</b>					
Finished high school or less	6	100,0	0,0	0,0	
Bachelor's degree or equivalent	46	60,9	21,7	17,4	
Master's/Ph.D. or equivalent	27	63,0	37,0	0,0	

Difference between groups is not statistically significant.

# NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMMODATION



**Q. 40. How many nights did you stay...on farm holiday accommodation?**

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	Count	%	%	%
		Count	%	%				
<b>Total</b>	<b>79</b>	<b>64,6</b>	<b>25,3</b>	<b>10,1</b>	4,14			
<b>Nationality</b>								
American	25	64,0	16,0	20,0	7,92			
British	5	80,0	20,0	0,0	2,00			
Canadian	7	85,7	14,3	0,0	1,29			
German	7	71,4	14,3	14,3	3,00			
Chinese	5	20,0	80,0	0,0	3,00			
French	5	60,0	40,0	0,0	2,40			
Spanish	<5							
Danish	<5							
Swiss	<5							
Dutch	<5							
Other	15	66,7	33,3	0,0	1,93			
<b>Type of trip*</b>								
Package tour	10	70,0	20,0	10,0	2,20			
Individually-arranged tour	64	62,5	28,1	9,4	2,66			
Business-arranged tour								
<b>Purpose of visit*</b>								
Vacation/holiday	74	64,9	25,7	9,5	4,26			
Visiting friends/relatives	<5							
Event in Iceland (leisure related)	<5							
Education and training	<5							
Business/small meeting	<5							
Other	7	85,7	14,3	0,0	1,57			

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE

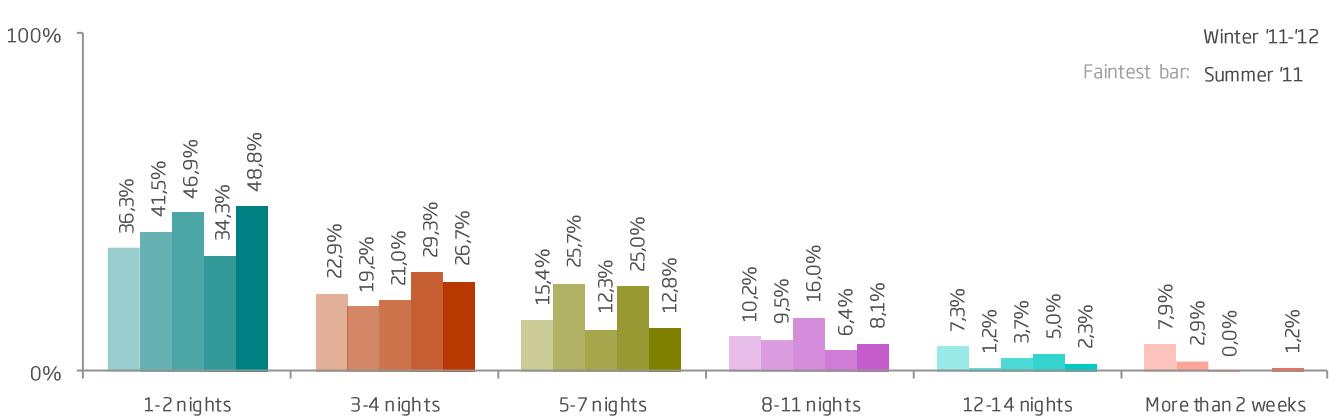
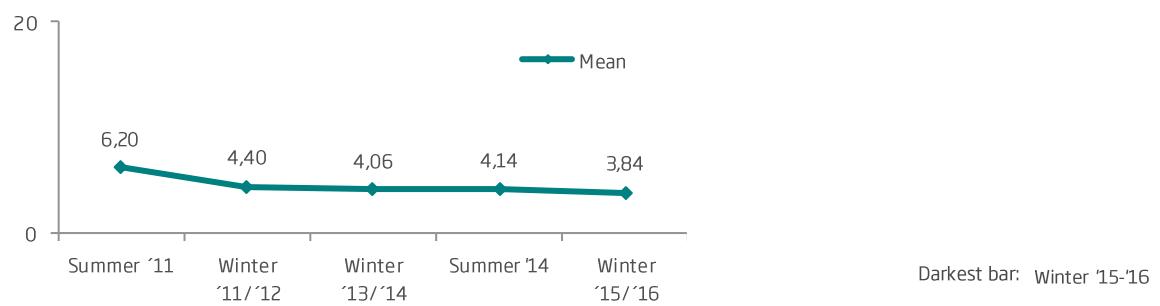


Q. 41. How many nights did you stay...in summer cottages/guest residence and similar?

	Count	%
1-2 nights	42	48,8
3-4 nights	23	26,7
5-7 nights	11	12,8
8-11 nights	7	8,1
12-14 nights	2	2,3
More than 2 weeks	1	1,2
Number of responses	86	100,0
Number of respondents	86	4,4
Did not get question*	1854	95,6
Did not answer	0	0,0
Total	1940	100,0

Mean 3,84 nights  
Standard deviation 3,90 nights

\*Only those who said they stayed in summer cottages/guest residence and similar (Q34) got this question.



# NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



Q. 41. How many nights did you stay...in summer cottages/guest residence and similar?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>86</b>	<b>48,8</b>	<b>26,7</b>	<b>24,4</b>	 3,84
<b>Gender</b>					
Male	38	47,4	28,9	23,7	 3,58
Female	48	50,0	25,0	25,0	 4,04
<b>Age</b>					
24 years and younger	14	64,3	21,4	14,3	 3,21
25-34 years	41	56,1	19,5	24,4	 4,20
35-44 years	13	38,5	38,5	23,1	 3,69
45-54 years	8	50,0	50,0	0,0	 2,25
55 years and older	9	11,1	33,3	55,6	 4,67
<b>What is your profession?*</b>					
Managerial	8	50,0	25,0	25,0	 3,38
Professionals (dr./lawyer/account. etc.)	19	47,4	26,3	26,3	 3,79
Other professionals	13	61,5	30,8	7,7	 2,15
Teacher/Medical care	5	60,0	20,0	20,0	 2,80
Clerical/Service	<5				
Vocational/Technical	6	33,3	50,0	16,7	 3,00
Unskilled	<5				
Student	14	50,0	28,6	21,4	 4,07
Retired/Homemaker	<5				
Artist/Musician/Actor etc.	<5				
Other	10	50,0	20,0	30,0	 3,90
<b>Household income</b>					
High	32	56,3	28,1	15,6	 3,03
Average	38	52,6	23,7	23,7	 3,95
Low	14	21,4	28,6	50,0	 5,57
<b>Market area</b>					
North America	19	68,4	21,1	10,5	 2,32
Britain	11	9,1	54,5	36,4	 4,27
Central/Southern Europe	43	41,9	30,2	27,9	 4,60
Scandinavia	<5				
Asia	5	80,0	0,0	20,0	 2,40
Other	5	80,0	0,0	20,0	 3,20
<b>Educational level*</b>					
Finished high school or less	11	27,3	27,3	45,5	 5,55
Bachelor's degree or equivalent	52	55,8	26,9	17,3	 2,96
Master's/Ph.D. or equivalent	23	43,5	26,1	30,4	 5,00

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



Q. 41. How many nights did you stay...in summer cottages/guest residence and similar?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>86</b>	<b>48,8</b>	<b>26,7</b>	<b>24,4</b>	 3,84
<b>Nationality</b>					
American	15	66,7	20,0	13,3	 2,47
British	10	20,0	40,0	40,0	 4,20
Canadian	<5				
German	12	8,3	41,7	50,0	 5,75
Chinese	<5				
French	<5				
Spanish	9	55,6	11,1	33,3	 4,22
Danish	<5				
Swedish	<5				
Swiss	6	50,0	33,3	16,7	 2,67
Dutch	<5				
Italian	<5				
Other	18	66,7	22,2	11,1	 2,67
<b>Type of trip*</b>					
Package tour	<5				
Individually-arranged tour	70	50,0	25,7	24,3	 3,57
Business-arranged tour	<5				
<b>Purpose of visit*</b>					
Vacation/holiday	76	51,3	26,3	22,4	 3,51
Visiting friends/relatives	5	80,0	0,0	20,0	 2,60
Event in Iceland (leisure related)	7	57,1	28,6	14,3	 3,00
Education and training	<5				
Business/small meeting	<5				
Conference/large meeting	<5				
Other	11	18,2	36,4	45,5	 6,36

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

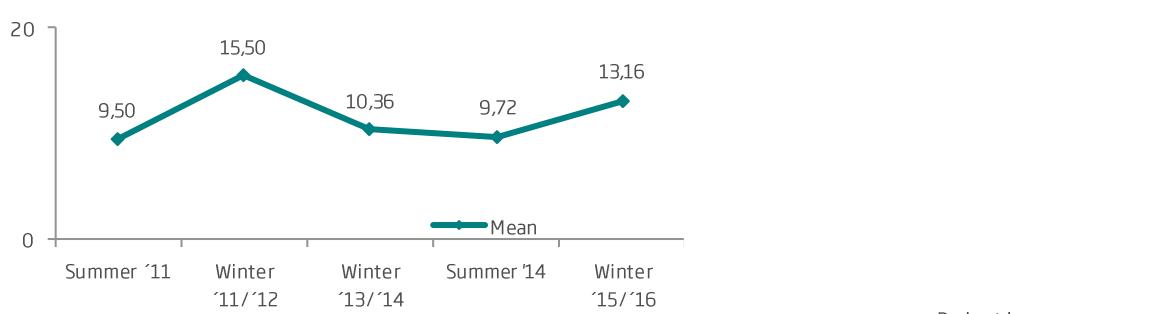
# NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMMODATION



Q. 42. How many nights did you stay...In other types of accommodation?

	Count	%
1-2 nights	15	25,9
3-4 nights	8	13,8
5-7 nights	16	27,6
8-11 nights	12	20,7
12-14 nights	1	1,7
More than 2 weeks	6	10,3
Number of responses	58	100,0
Number of respondents	58	3,0
Did not get question*	1882	97,0
Did not answer	0	0,0
Total	1940	100,0
Mean		13,16 nights
Standard deviation		29,96 nights

\*Only those who said they stayed in other types of accommodation (Q34) got this question.



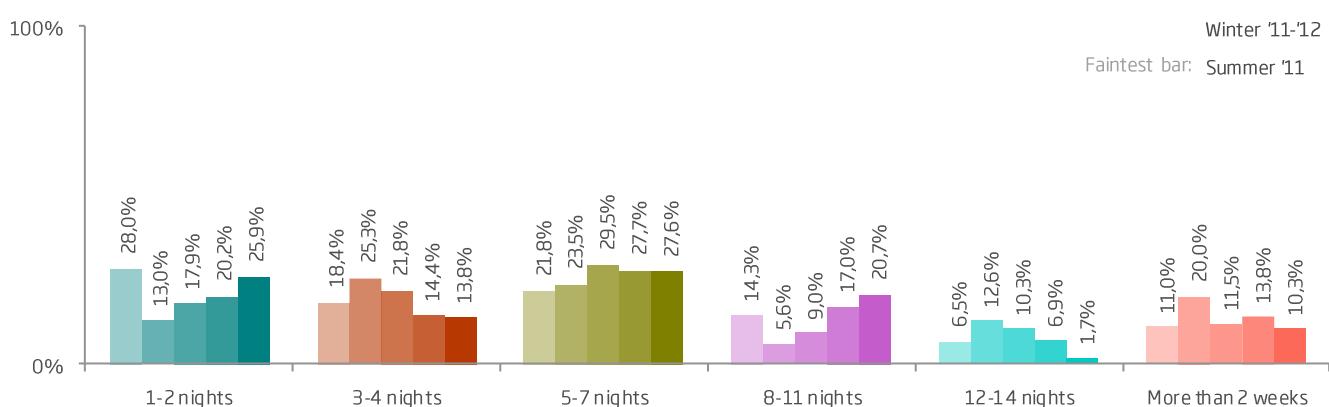
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMMODATION



**Q. 42. How many nights did you stay...In other types of accommodation?**

	Number of answers	More than 11 nights				
		1-2 nights	3-4 nights	5-7 nights	8-11 nights	More than 11 nights
	Count	%	%	%	%	%
<b>Total</b>	<b>58</b>	<b>25,9</b>	<b>13,8</b>	<b>27,6</b>	<b>20,7</b>	<b>12,1</b>
<b>Gender</b>						13,16
Male	30	30,0	13,3	23,3	23,3	10,0
Female	28	21,4	14,3	32,1	17,9	14,3
<b>Age</b>						
24 years and younger	28	35,7	14,3	17,9	17,9	14,3
25-34 years	14	0,0	28,6	28,6	21,4	21,4
35-44 years	6	50,0	0,0	16,7	33,3	0,0
45-54 years	<5					4,33
55 years and older	<5					
<b>What is your profession?</b>						
Managerial	<5					
Professionals (dr./lawyer/account. etc.)	11	27,3	18,2	27,3	18,2	9,1
Other professionals	7	14,3	0,0	42,9	42,9	0,0
Teacher/Medical care	7	14,3	14,3	28,6	28,6	14,3
Vocational/Technical	<5					17,71
Unskilled	<5					
Student	21	28,6	19,0	23,8	9,5	19,0
Retired/Homemaker	<5					
Artist/Musician/Actor etc.	<5					
Other	<5					
<b>Household income</b>						
High	27	29,6	7,4	33,3	22,2	7,4
Average	16	25,0	18,8	12,5	37,5	6,3
Low	11	9,1	27,3	36,4	0,0	27,3
<b>Market area</b>						
North America	20	35,0	5,0	25,0	25,0	10,0
Britain	6	0,0	16,7	50,0	33,3	0,0
Central/Southern Europe	22	27,3	13,6	27,3	22,7	9,1
Scandinavia	5	20,0	20,0	20,0	0,0	40,0
Other	5	20,0	40,0	20,0	0,0	20,0
<b>Educational level</b>						
Finished high school or less	8	25,0	12,5	25,0	12,5	25,0
Bachelor's degree or equivalent	34	29,4	17,6	17,6	23,5	11,8
Master's/Ph.D. or equivalent	16	18,8	6,3	50,0	18,8	6,3

Difference between groups is not statistically significant.

# NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION



Q. 42. How many nights did you stay...In other types of accommodation?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	More than 11 nights	%
		Count	%	%	%	%	
<b>Total</b>	<b>58</b>	<b>25,9</b>	<b>13,8</b>	<b>27,6</b>	<b>20,7</b>	<b>12,1</b>	<b>13,16</b>
<b>Nationality</b>							
American	16	31,3	6,3	18,8	31,3	12,5	7,00
British	<5						
Canadian	<5						
German	8	12,5	12,5	37,5	12,5	25,0	36,50
French	5	40,0	20,0	0,0	40,0	0,0	4,80
Spanish	<5						
Danish	<5						
Swiss	<5						
Italian	<5						
Other	18	16,7	22,2	27,8	16,7	16,7	16,28
<b>Type of trip*</b>							
Package tour	<5						
Individually-arranged tour	50	28,0	14,0	30,0	18,0	10,0	12,30
<b>Purpose of visit*</b>							
Vacation/holiday	45	33,3	8,9	26,7	26,7	4,4	7,13
Visiting friends/relatives	<5						
Event in Iceland (leisure related)	<5						
Education and training	7	0,0	28,6	28,6	0,0	42,9	33,57
Business/small meeting	<5						
Conference/large meeting	<5						
Other	11	0,0	27,3	18,2	0,0	54,5	46,82

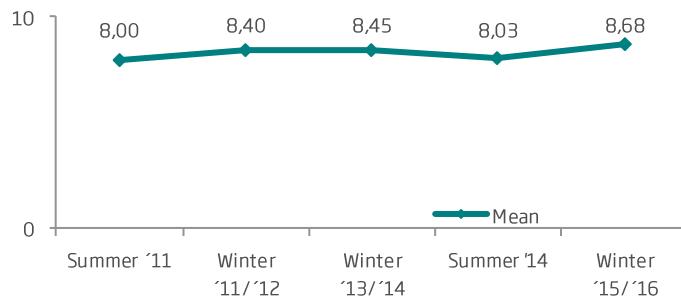
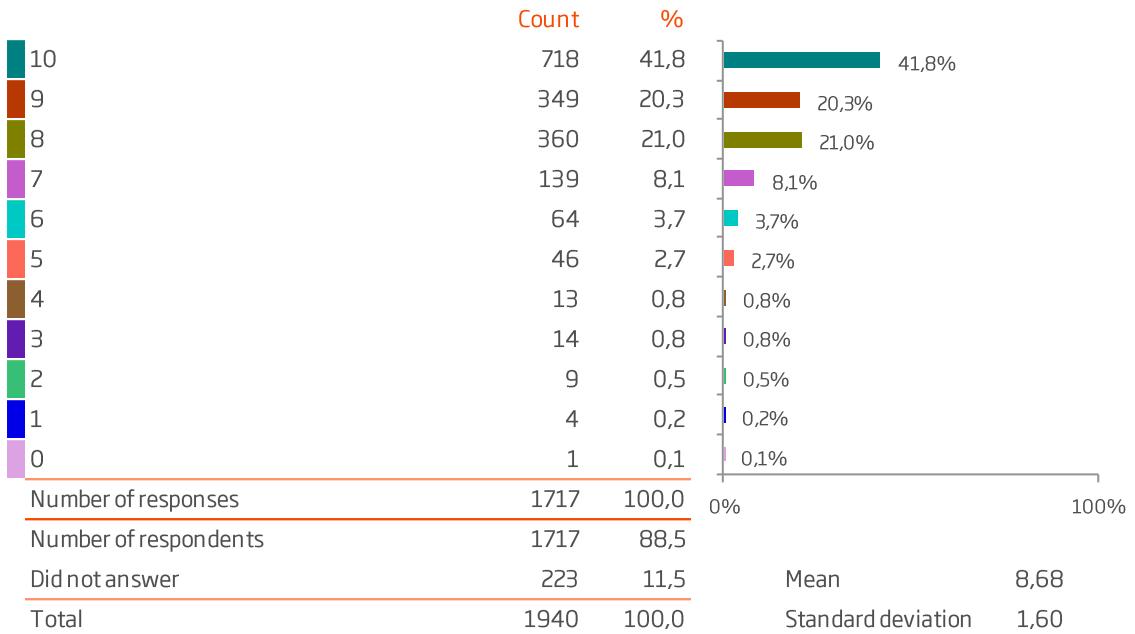
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

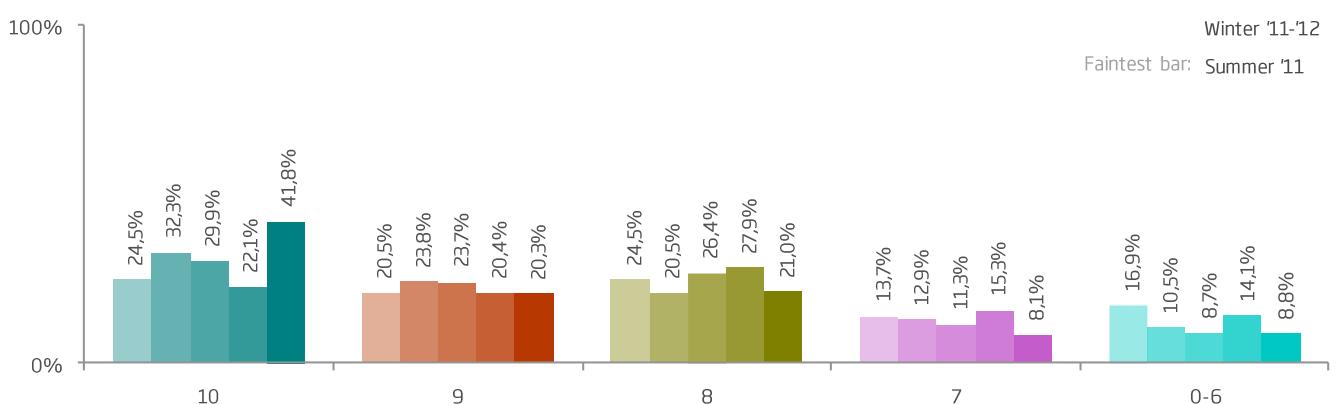
# ACCOMMODATION SERVICE



Q. 43. Please rate the accommodation service for paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11





Q. 43. Please rate the accommodation service for paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1717	41,8	20,3	21,0	8,1	8,8	8,68
<b>Gender*</b>							
Male	571	34,3	22,6	24,2	9,6	9,3	8,54
Female	1144	45,5	19,2	19,4	7,3	8,6	8,75
<b>Age</b>							
24 years and younger	276	44,6	15,9	16,7	10,1	12,7	8,57
25-34 years	599	40,7	20,9	20,9	9,0	8,5	8,64
35-44 years	318	36,8	22,0	26,4	6,3	8,5	8,63
45-54 years	244	44,3	21,3	18,9	7,0	8,6	8,75
55 years and older	260	46,2	19,6	20,8	7,7	5,8	8,88
<b>What is your profession?*</b>							
Managerial	205	36,6	26,3	20,5	6,8	9,8	8,63
Professionals (dr./lawyer/account. etc.)	391	38,1	21,7	21,7	8,7	9,7	8,57
Other professionals	279	40,1	24,0	21,9	8,2	5,7	8,76
Teacher/Medical care	179	41,3	24,0	21,8	7,3	5,6	8,82
Clerical/Service	86	53,5	12,8	22,1	5,8	5,8	8,99
Vocational/Technical	52	32,7	13,5	25,0	9,6	19,2	8,12
Unskilled	9	33,3	22,2	22,2	0,0	22,2	8,44
Student	235	43,0	13,6	20,0	11,9	11,5	8,50
Retired/Homemaker	103	48,5	16,5	17,5	9,7	7,8	8,84
Artist/Musician/Actor etc.	15	40,0	13,3	26,7	0,0	20,0	8,47
Other	142	53,5	17,6	19,0	3,5	6,3	8,98
<b>Household income</b>							
High	693	42,4	21,9	19,6	7,6	8,4	8,73
Average	701	42,7	18,8	21,7	7,8	9,0	8,68
Low	260	41,5	20,8	20,4	8,5	8,8	8,67
<b>Market area*</b>							
North America	808	49,9	21,5	17,0	6,9	4,7	9,00
Britain	342	40,1	19,6	20,8	8,5	11,1	8,58
Central/Southern Europe	289	32,2	16,6	27,3	10,4	13,5	8,27
Scandinavia	97	27,8	19,6	30,9	6,2	15,5	8,18
Asia	90	28,9	22,2	28,9	8,9	11,1	8,38
Other	87	33,3	24,1	19,5	11,5	11,5	8,39
<b>Educational level</b>							
Finished high school or less	137	38,7	15,3	27,0	5,8	13,1	8,51
Bachelor's degree or equivalent	1007	43,0	20,2	19,6	8,2	9,0	8,68
Master's/Ph.D. or equivalent	545	40,9	21,8	21,8	8,1	7,3	8,74

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).



Q. 43. Please rate the accommodation service for paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1717</b>	<b>41,8</b>	<b>20,3</b>	<b>21,0</b>	<b>8,1</b>	<b>8,8</b>	 8,68
<b>Nationality*</b>							
American	615	54,0	19,7	16,6	5,4	4,4	 9,08
British	295	39,0	19,3	21,0	8,1	12,5	 8,53
Canadian	182	39,6	26,9	17,6	11,5	4,4	 8,83
German	65	29,2	13,8	23,1	10,8	23,1	 7,89
Chinese	51	41,2	21,6	15,7	11,8	9,8	 8,69
French	42	23,8	23,8	21,4	19,0	11,9	 8,21
Spanish	36	16,7	16,7	36,1	13,9	16,7	 7,75
Danish	25	40,0	12,0	16,0	0,0	32,0	 7,88
Swedish	26	34,6	30,8	26,9	3,8	3,8	 8,88
Swiss	20	45,0	10,0	30,0	5,0	10,0	 8,45
Norwegian	20	25,0	15,0	50,0	10,0	0,0	 8,55
Dutch	20	15,0	10,0	40,0	20,0	15,0	 7,75
Italian	16	31,3	25,0	31,3	0,0	12,5	 8,44
Austrian	7	0,0	42,9	28,6	28,6	0,0	 8,14
Other	297	34,3	20,5	25,9	8,4	10,8	 8,42
<b>Type of trip*</b>							
Package tour	324	41,7	20,1	21,9	8,0	8,3	 8,68
Individually-arranged tour	1255	42,1	20,1	21,0	8,2	8,6	 8,70
Business-arranged tour	33	30,3	27,3	24,2	12,1	6,1	 8,61
<b>Purpose of visit*</b>							
Vacation/holiday	1577	42,4	20,0	21,1	8,1	8,5	 8,70
Visiting friends/relatives	71	49,3	12,7	22,5	9,9	5,6	 8,82
Event in Iceland (leisure related)	83	47,0	20,5	20,5	7,2	4,8	 8,92
Education and training	51	43,1	15,7	15,7	11,8	13,7	 8,41
Business/small meeting	37	27,0	18,9	37,8	10,8	5,4	 8,41
Conference/large meeting	27	44,4	22,2	22,2	3,7	7,4	 8,93
Other	145	33,8	26,2	20,7	8,3	11,0	 8,48

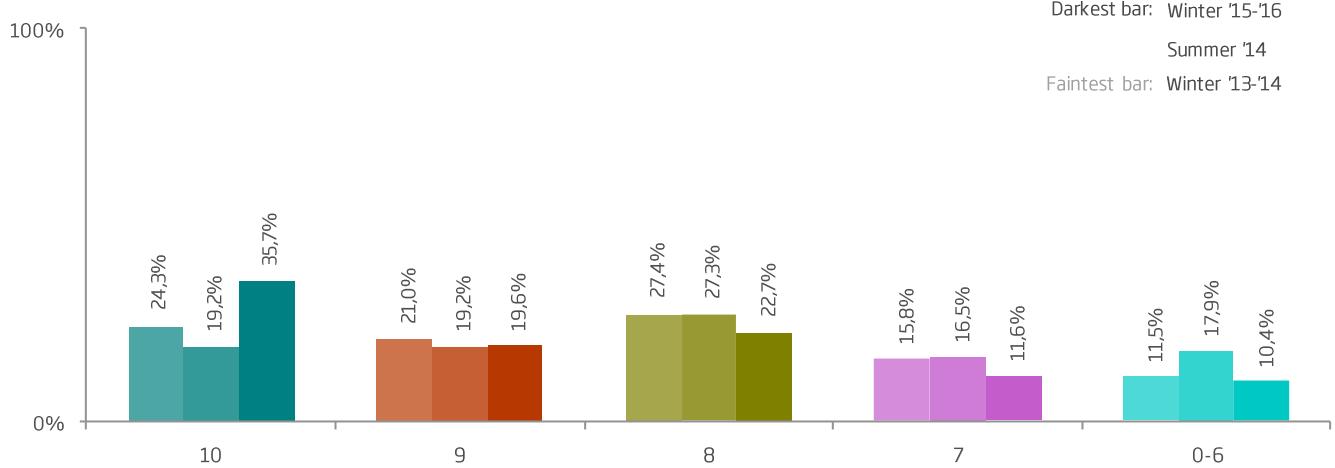
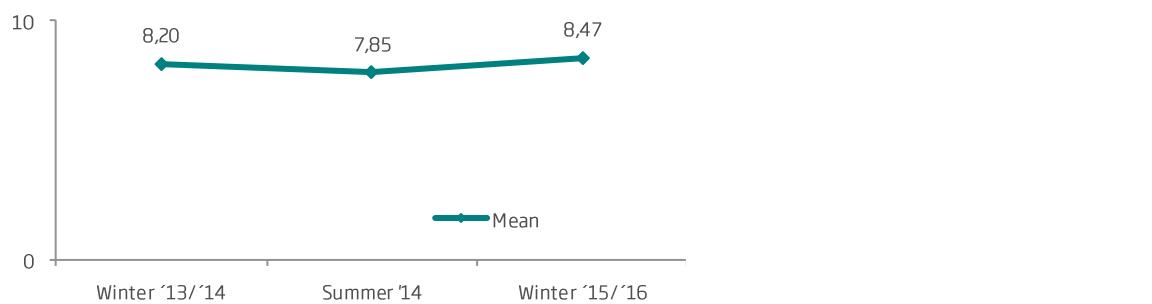
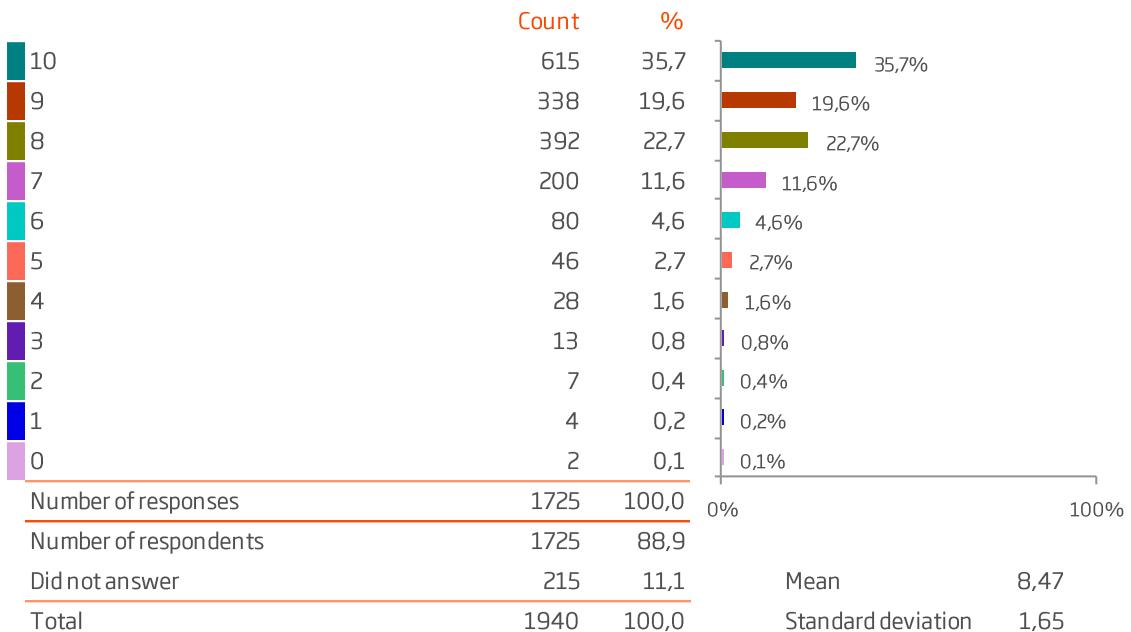
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ACCOMMODATION FACILITIES



Q. 44. Please rate the accommodation facilities for the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# ACCOMMODATION FACILITIES



**Q. 44. Please rate the accommodation facilities for the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.**

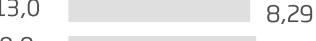
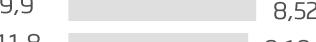
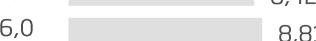
	Number of answers	10	9	8	7	0-6	Mean
		Count	%	%	%	%	
<b>Total</b>	<b>1725</b>	<b>35,7</b>	<b>19,6</b>	<b>22,7</b>	<b>11,6</b>	<b>10,4</b>	
<b>Gender</b>							
Male	573	30,0	20,2	27,6	11,7	10,5	
Female	1150	38,4	19,3	20,3	11,6	10,3	
<b>Age</b>							
24 years and younger	277	39,4	14,8	20,6	14,1	11,2	
25-34 years	603	37,5	19,2	21,9	12,1	9,3	
35-44 years	320	31,3	18,8	28,4	10,9	10,6	
45-54 years	245	33,1	22,9	23,7	9,4	11,0	
55 years and older	260	36,2	22,7	18,5	10,8	11,9	
<b>What is your profession?</b>							
Managerial	205	30,7	21,0	23,4	12,7	12,2	
Professionals (dr./lawyer/account. etc.)	392	32,9	18,9	23,7	13,0	11,5	
Other professionals	281	32,7	24,2	25,3	8,9	8,9	
Teacher/Medical care	179	38,5	24,0	20,1	8,4	8,9	
Clerical/Service	87	44,8	14,9	24,1	9,2	6,9	
Vocational/Technical	53	26,4	17,0	37,7	11,3	7,5	
Unskilled	9	44,4	22,2	11,1	0,0	22,2	
Student	236	38,1	14,4	21,2	14,8	11,4	
Retired/Homemaker	103	37,9	18,4	16,5	13,6	13,6	
Artist/Musician/Actor etc.	15	33,3	20,0	13,3	13,3	20,0	
Other	144	43,1	20,1	19,4	9,7	7,6	
<b>Household income*</b>							
High	697	33,3	20,4	23,2	11,3	11,8	
Average	705	38,0	19,4	21,7	10,8	10,1	
Low	260	39,2	18,8	22,7	12,3	6,9	
<b>Market area*</b>							
North America	809	41,7	22,6	20,4	9,5	5,8	
Britain	344	36,0	15,7	23,0	11,3	14,0	
Central/Southern Europe	294	26,5	17,3	26,2	16,3	13,6	
Scandinavia	98	25,5	19,4	26,5	8,2	20,4	
Asia	89	24,7	12,4	30,3	20,2	12,4	
Other	87	29,9	23,0	20,7	11,5	14,9	
<b>Educational level*</b>							
Finished high school or less	140	32,9	13,6	22,1	15,7	15,7	
Bachelor's degree or equivalent	1009	37,8	19,5	21,9	10,9	9,9	
Master's/Ph.D. or equivalent	548	33,0	21,5	24,3	11,3	9,9	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# ACCOMMODATION FACILITIES



Q. 44. Please rate the accommodation facilities for the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1725</b>	<b>35,7</b>	<b>19,6</b>	<b>22,7</b>	<b>11,6</b>	<b>10,4</b>	
<b>Nationality*</b>							
American	615	45,0	22,0	18,7	8,5	5,9	
British	296	34,5	15,2	22,3	13,5	14,5	
Canadian	184	34,8	22,3	23,9	14,1	4,9	
German	67	17,9	14,9	20,9	22,4	23,9	
Chinese	50	34,0	14,0	32,0	12,0	8,0	
French	42	33,3	21,4	11,9	21,4	11,9	
Spanish	36	19,4	19,4	25,0	13,9	22,2	
Danish	25	32,0	8,0	24,0	8,0	28,0	
Swedish	26	34,6	26,9	15,4	11,5	11,5	
Swiss	23	30,4	21,7	39,1	0,0	8,7	
Norwegian	21	9,5	28,6	42,9	4,8	14,3	
Dutch	20	10,0	10,0	45,0	20,0	15,0	
Italian	16	31,3	25,0	25,0	6,3	12,5	
Austrian	7	0,0	14,3	28,6	28,6	28,6	
Other	297	30,0	19,2	26,9	11,4	12,5	
<b>Type of trip*</b>							
Package tour	324	32,1	20,4	21,9	12,7	13,0	
Individually-arranged tour	1262	36,4	19,3	23,1	11,3	9,9	
Business-arranged tour	34	26,5	17,6	29,4	14,7	11,8	
<b>Purpose of visit*</b>							
Vacation/holiday	1583	36,1	19,4	22,7	11,8	10,0	
Visiting friends/relatives	71	38,0	14,1	23,9	14,1	9,9	
Event in Iceland (leisure related)	83	42,2	19,3	25,3	7,2	6,0	
Education and training	51	47,1	11,8	19,6	3,9	17,6	
Business/small meeting	38	28,9	15,8	31,6	7,9	15,8	
Conference/large meeting	27	44,4	3,7	33,3	11,1	7,4	
Other	147	34,0	16,3	23,8	9,5	16,3	

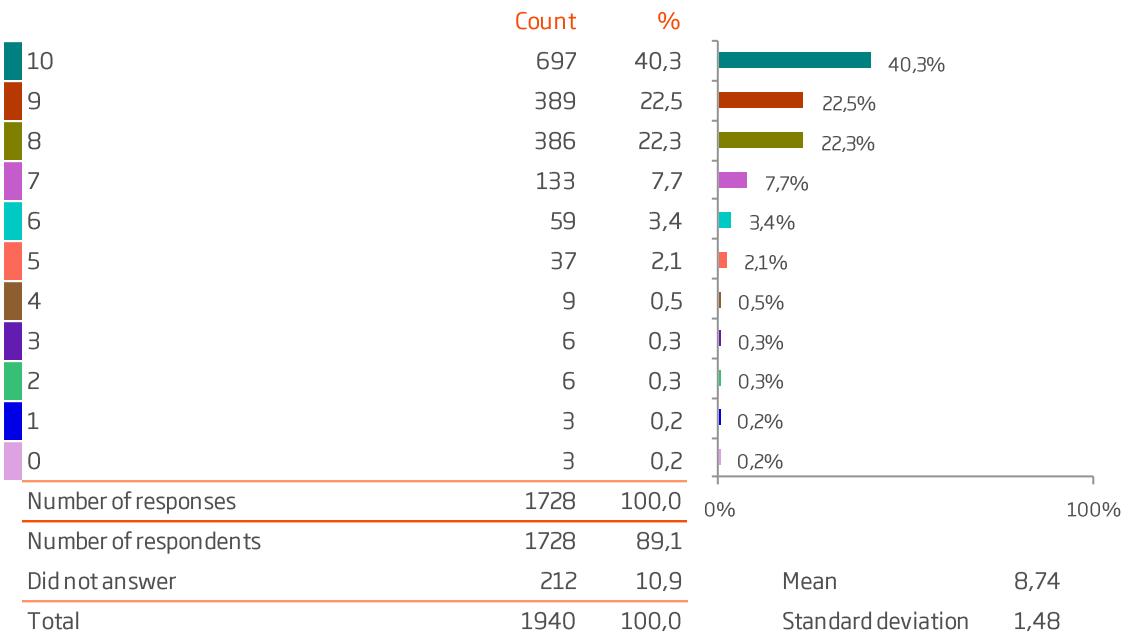
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# OVERALL QUALITY OF ACCOMMODATION



Q. 45. Please rate the overall quality of your experience for the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# OVERALL QUALITY OF ACCOMMODATION



**Q. 45.** Please rate the overall quality of your experience for the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

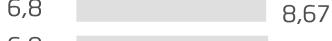
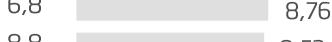
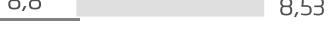
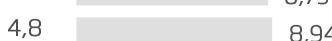
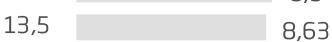
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1728	40,3	22,5	22,3	7,7	7,1	8,74
<b>Gender*</b>							
Male	574	33,4	24,0	27,5	8,7	6,3	8,63
Female	1152	43,8	21,8	19,7	7,2	7,6	8,79
<b>Age</b>							
24 years and younger	279	45,9	18,3	20,4	7,9	7,5	8,77
25-34 years	604	40,6	22,8	20,9	8,6	7,1	8,75
35-44 years	320	34,4	22,8	28,4	7,2	7,2	8,62
45-54 years	245	40,8	24,9	20,8	6,5	6,9	8,76
55 years and older	260	42,3	22,7	21,2	6,9	6,9	8,81
<b>What is your profession?</b>							
Managerial	205	35,6	24,9	22,0	10,7	6,8	8,63
Professionals (dr./lawyer/account. etc.)	392	37,2	21,4	23,2	11,0	7,1	8,60
Other professionals	282	36,9	28,4	25,2	3,5	6,0	8,81
Teacher/Medical care	179	43,6	24,6	19,6	7,8	4,5	8,92
Clerical/Service	87	49,4	20,7	19,5	3,4	6,9	9,01
Vocational/Technical	53	32,1	22,6	28,3	7,5	9,4	8,55
Unskilled	9	55,6	22,2	0,0	0,0	22,2	8,89
Student	237	42,6	17,3	22,8	9,3	8,0	8,68
Retired/Homemaker	103	40,8	20,4	23,3	6,8	8,7	8,72
Artist/Musician/Actor etc.	16	50,0	12,5	12,5	6,3	18,8	8,63
Other	144	49,3	20,1	20,8	2,8	6,9	8,92
<b>Household income</b>							
High	697	38,7	24,1	21,7	7,7	7,7	8,69
Average	705	42,8	20,9	21,8	7,2	7,2	8,79
Low	263	41,1	23,6	22,1	8,4	4,9	8,82
<b>Market area*</b>							
North America	811	48,2	23,6	18,6	5,9	3,7	9,04
Britain	344	40,4	18,6	22,7	8,4	9,9	8,60
Central/Southern Europe	294	29,6	21,8	28,9	10,9	8,8	8,41
Scandinavia	98	25,5	27,6	25,5	10,2	11,2	8,33
Asia	90	26,7	17,8	35,6	8,9	11,1	8,29
Other	87	32,2	31,0	17,2	6,9	12,6	8,52
<b>Educational level</b>							
Finished high school or less	140	35,7	23,6	25,7	5,0	10,0	8,58
Bachelor's degree or equivalent	1012	42,5	21,1	21,7	7,3	7,3	8,77
Master's/Ph.D. or equivalent	548	38,1	25,4	21,5	9,1	5,8	8,75

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# OVERALL QUALITY OF ACCOMMODATION



Q. 45. Please rate the overall quality of your experience for the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

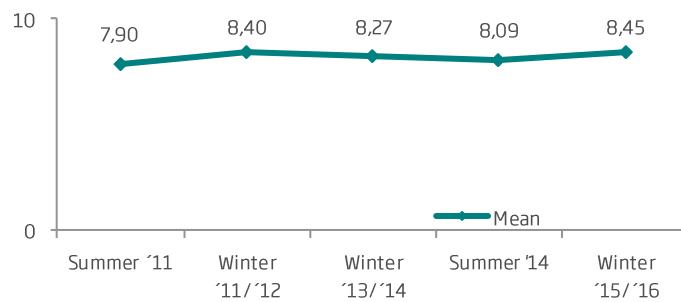
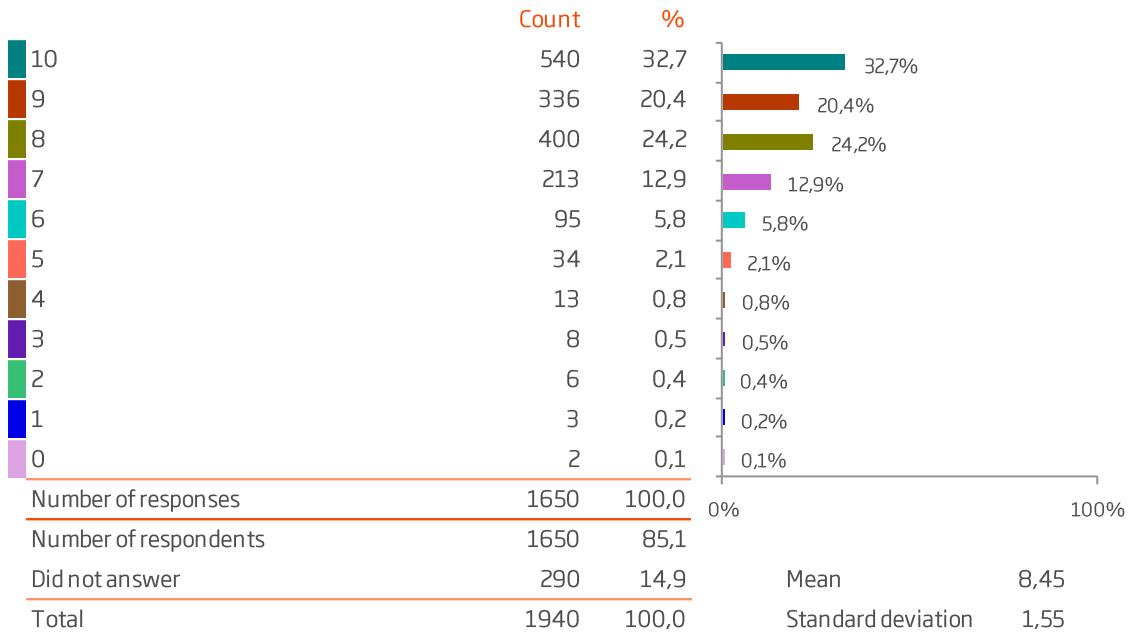
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1728</b>	<b>40,3</b>	<b>22,5</b>	<b>22,3</b>	<b>7,7</b>	<b>7,1</b>	 8,74
<b>Nationality*</b>							
American	616	51,9	22,6	17,2	4,7	3,6	 9,11
British	296	38,5	18,9	22,0	9,5	11,1	 8,54
Canadian	184	39,1	25,5	22,3	9,2	3,8	 8,85
German	67	23,9	26,9	22,4	16,4	10,4	 8,22
Chinese	51	37,3	19,6	29,4	7,8	5,9	 8,73
French	42	33,3	26,2	21,4	7,1	11,9	 8,57
Spanish	36	22,2	22,2	30,6	13,9	11,1	 8,03
Danish	25	36,0	16,0	24,0	4,0	20,0	 8,12
Swedish	26	38,5	30,8	11,5	11,5	7,7	 8,81
Swiss	23	30,4	34,8	21,7	8,7	4,3	 8,52
Norwegian	21	19,0	33,3	38,1	4,8	4,8	 8,57
Dutch	20	5,0	15,0	55,0	15,0	10,0	 7,90
Italian	16	31,3	25,0	31,3	0,0	12,5	 8,44
Austrian	7	0,0	28,6	57,1	0,0	14,3	 8,00
Other	298	32,9	21,5	27,5	8,7	9,4	 8,49
<b>Type of trip*</b>							
Package tour	324	38,3	22,8	22,5	9,6	6,8	 8,67
Individually-arranged tour	1263	40,5	22,6	22,7	7,4	6,8	 8,76
Business-arranged tour	34	26,5	29,4	23,5	11,8	8,8	 8,53
<b>Purpose of visit*</b>							
Vacation/holiday	1585	40,8	22,3	22,5	7,5	6,9	 8,76
Visiting friends/relatives	71	40,8	23,9	21,1	8,5	5,6	 8,73
Event in Iceland (leisure related)	83	47,0	18,1	24,1	6,0	4,8	 8,94
Education and training	52	46,2	17,3	19,2	3,8	13,5	 8,63
Business/small meeting	38	26,3	28,9	26,3	10,5	7,9	 8,47
Conference/large meeting	27	48,1	7,4	25,9	11,1	7,4	 8,74
Other	149	34,9	24,8	22,1	8,1	10,1	 8,54

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# SERVICE AT RESTAURANTS



Q. 46. Please rate the service at the restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



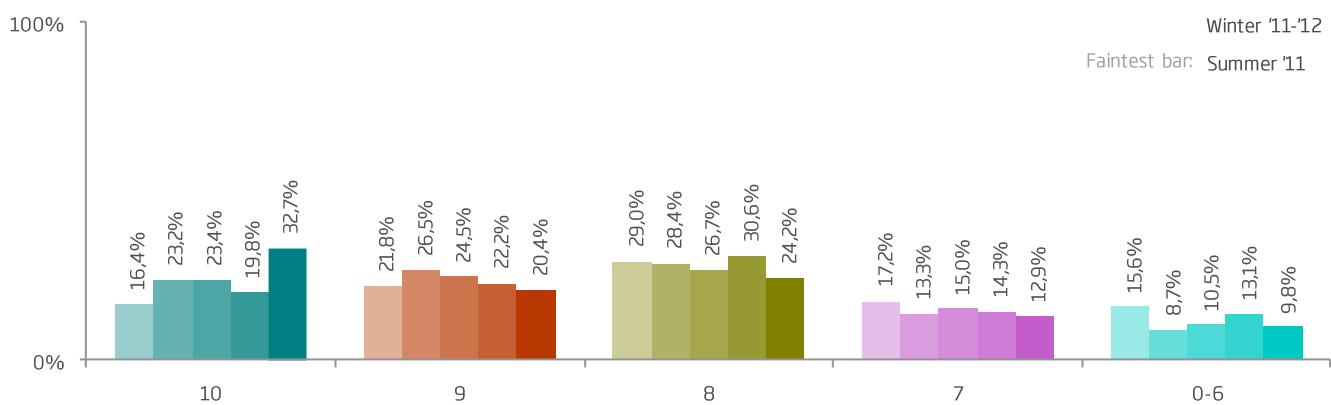
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# SERVICE AT RESTAURANTS



Q. 46. Please rate the service at the restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1650	32,7	20,4	24,2	12,9	9,8	8,45
<b>Gender*</b>							
Male	546	24,4	22,5	28,2	14,7	10,3	8,29
Female	1102	36,8	19,2	22,3	12,1	9,5	8,53
<b>Age</b>							
24 years and younger	255	33,7	19,6	20,8	14,9	11,0	8,43
25-34 years	576	32,3	17,5	23,4	15,8	10,9	8,36
35-44 years	305	36,4	18,0	26,2	10,5	8,9	8,56
45-54 years	238	27,3	23,1	27,7	11,3	10,5	8,36
55 years and older	255	34,1	27,5	23,1	9,0	6,3	8,65
<b>What is your profession?</b>							
Managerial	197	33,0	20,3	25,9	11,2	9,6	8,49
Professionals (dr./lawyer/account. etc.)	382	27,7	23,3	25,1	14,9	8,9	8,36
Other professionals	272	31,6	19,9	24,6	12,1	11,8	8,40
Teacher/Medical care	167	37,1	21,0	19,8	15,6	6,6	8,65
Clerical/Service	85	34,1	15,3	28,2	11,8	10,6	8,44
Vocational/Technical	51	33,3	13,7	17,6	17,6	17,6	7,98
Unskilled	7	57,1	0,0	28,6	14,3	0,0	9,00
Student	209	34,0	15,8	24,9	12,9	12,4	8,38
Retired/Homemaker	102	33,3	24,5	29,4	6,9	5,9	8,68
Artist/Musician/Actor etc.	17	35,3	17,6	17,6	0,0	29,4	8,18
Other	141	39,7	22,7	20,6	10,6	6,4	8,68
<b>Household income</b>							
High	677	32,8	22,5	23,6	11,7	9,5	8,49
Average	668	33,1	19,3	23,8	14,2	9,6	8,44
Low	246	34,1	17,1	24,8	12,6	11,4	8,43
<b>Market area*</b>							
North America	797	38,1	20,8	20,8	12,4	7,8	8,64
Britain	331	28,7	21,1	24,8	13,9	11,5	8,34
Central/Southern Europe	268	23,9	20,9	27,6	14,9	12,7	8,13
Scandinavia	94	38,3	20,2	25,5	7,4	8,5	8,69
Asia	82	18,3	17,1	36,6	14,6	13,4	7,99
Other	75	33,3	13,3	32,0	12,0	9,3	8,40
<b>Educational level</b>							
Finished high school or less	133	26,3	18,0	27,1	16,5	12,0	8,20
Bachelor's degree or equivalent	967	33,0	19,9	24,4	13,0	9,7	8,46
Master's/Ph.D. or equivalent	523	34,4	21,6	23,1	11,7	9,2	8,54

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# SERVICE AT RESTAURANTS



Q. 46. Please rate the service at the restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1650</b>	<b>32,7</b>	<b>20,4</b>	<b>24,2</b>	<b>12,9</b>	<b>9,8</b>	
<b>Nationality*</b>							
American	614	40,9	19,4	21,0	10,9	7,8	
British	283	28,3	23,3	25,4	11,0	12,0	
Canadian	177	29,9	23,2	22,6	16,9	7,3	
German	58	29,3	27,6	20,7	12,1	10,3	
Chinese	48	27,1	12,5	31,3	18,8	10,4	
French	36	13,9	13,9	30,6	25,0	16,7	
Spanish	31	16,1	9,7	32,3	22,6	19,4	
Danish	23	47,8	13,0	17,4	13,0	8,7	
Swedish	27	44,4	22,2	22,2	7,4	3,7	
Swiss	24	20,8	20,8	29,2	4,2	25,0	
Norwegian	22	27,3	27,3	27,3	4,5	13,6	
Dutch	19	5,3	15,8	42,1	15,8	21,1	
Italian	13	23,1	38,5	7,7	15,4	15,4	
Austrian	8	25,0	37,5	12,5	25,0	0,0	
Other	267	28,5	18,4	29,2	14,6	9,4	
<b>Type of trip*</b>							
Package tour	311	37,3	20,6	22,8	13,2	6,1	
Individually-arranged tour	1206	32,2	20,1	24,3	13,0	10,4	
Business-arranged tour	33	33,3	24,2	24,2	12,1	6,1	
<b>Purpose of visit*</b>							
Vacation/holiday	1511	32,8	20,1	24,0	13,3	9,7	
Visiting friends/relatives	87	40,2	14,9	20,7	10,3	13,8	
Event in Iceland (leisure related)	82	34,1	19,5	20,7	14,6	11,0	
Education and training	47	31,9	17,0	27,7	12,8	10,6	
Business/small meeting	38	34,2	23,7	28,9	13,2	0,0	
Conference/large meeting	26	53,8	11,5	26,9	0,0	7,7	
Other	140	33,6	20,7	27,1	11,4	7,1	

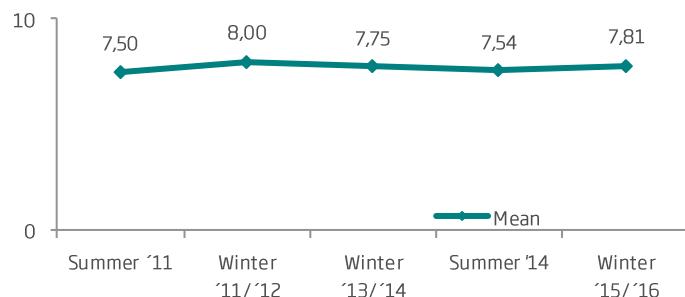
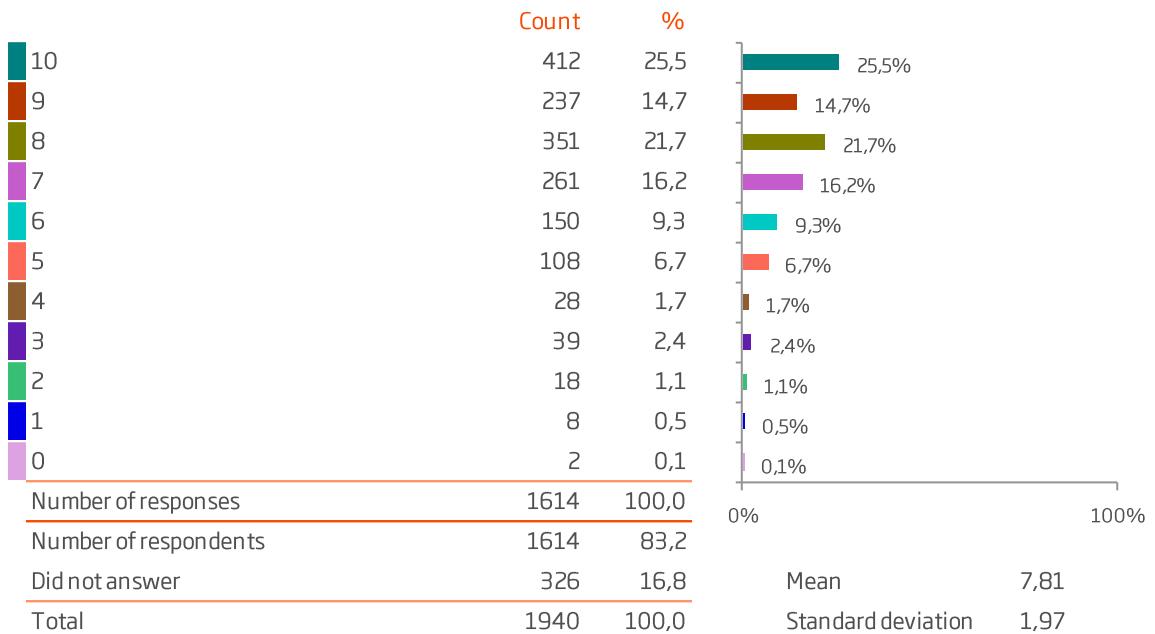
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

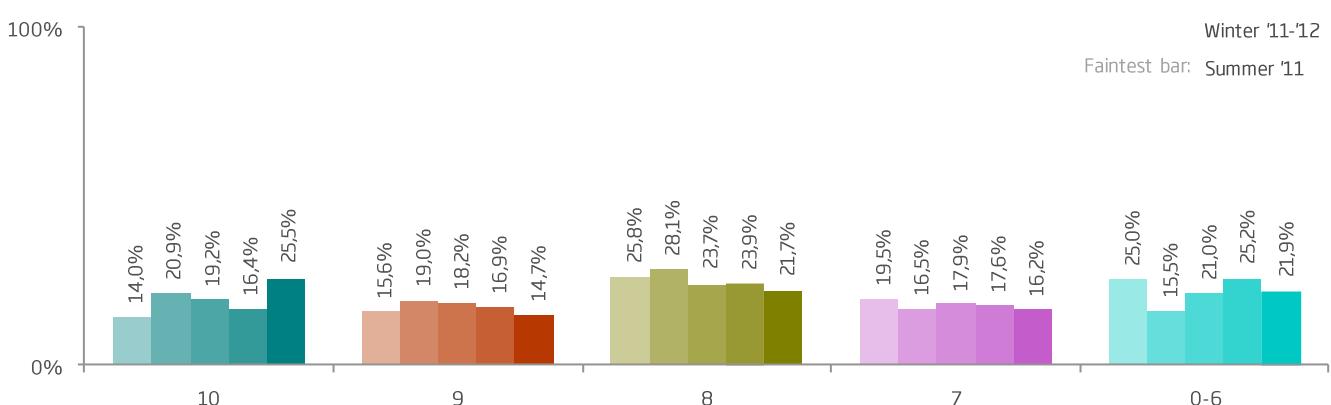
# VARIETY OF RESTURANTS



Q. 47. Please rate the variety of restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11



# VARIETY OF RESTURANTS



Q. 47. Please rate the variety of restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

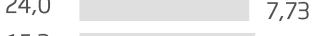
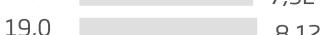
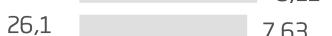
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1614</b>	<b>25,5</b>	<b>14,7</b>	<b>21,7</b>	<b>16,2</b>	<b>21,9</b>	 7,81
<b>Gender*</b>							
Male	544	19,1	15,4	23,0	19,9	22,6	 7,64
Female	1068	28,7	14,2	21,2	14,3	21,5	 7,89
<b>Age*</b>							
24 years and younger	250	27,6	12,0	16,4	18,0	26,0	 7,66
25-34 years	570	21,2	13,3	20,7	19,6	25,1	 7,58
35-44 years	301	26,9	17,9	23,9	12,6	18,6	 8,00
45-54 years	227	28,6	13,7	23,3	14,1	20,3	 7,90
55 years and older	245	29,0	18,8	24,9	12,2	15,1	 8,20
<b>What is your profession?*</b>							
Managerial	194	24,7	19,1	22,7	16,0	17,5	 7,94
Professionals (dr./lawyer/account. etc.)	380	20,0	13,7	22,1	21,6	22,6	 7,61
Other professionals	265	23,0	16,6	22,6	17,0	20,8	 7,83
Teacher/Medical care	162	31,5	12,3	21,0	13,0	22,2	 7,98
Clerical/Service	83	28,9	10,8	26,5	12,0	21,7	 7,87
Vocational/Technical	48	29,2	20,8	18,8	12,5	18,8	 8,00
Unskilled	7	71,4	0,0	28,6	0,0	0,0	 9,43
Student	205	27,3	8,3	16,6	14,6	33,2	 7,51
Retired/Homemaker	95	31,6	15,8	27,4	13,7	11,6	 8,31
Artist/Musician/Actor etc.	17	23,5	11,8	29,4	11,8	23,5	 7,71
Other	138	29,7	19,6	19,6	10,9	20,3	 7,92
<b>Household income</b>							
High	664	25,8	14,5	23,6	14,8	21,4	 7,82
Average	665	26,2	14,6	19,5	17,7	22,0	 7,81
Low	229	24,9	16,2	21,4	14,4	23,1	 7,79
<b>Market area*</b>							
North America	778	31,6	14,8	22,1	16,2	15,3	 8,15
Britain	327	22,0	16,8	21,4	15,3	24,5	 7,72
Central/Southern Europe	260	14,6	11,9	23,5	16,2	33,8	 7,14
Scandinavia	91	30,8	17,6	18,7	11,0	22,0	 7,89
Asia	82	12,2	11,0	18,3	24,4	34,1	 7,04
Other	73	23,3	13,7	21,9	17,8	23,3	 7,73
<b>Educational level</b>							
Finished high school or less	131	22,1	16,0	22,9	13,7	25,2	 7,63
Bachelor's degree or equivalent	947	27,0	15,3	21,5	16,7	19,4	7,90
Master's/Ph.D. or equivalent	512	24,0	13,1	22,3	15,4	25,2	7,71

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# VARIETY OF RESTURANTS



Q. 47. Please rate the variety of restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1614</b>	<b>25,5</b>	<b>14,7</b>	<b>21,7</b>	<b>16,2</b>	<b>21,9</b>	
<b>Nationality*</b>							
American	595	33,1	16,0	19,8	15,3	15,8	
British	281	20,3	17,8	22,8	15,7	23,5	
Canadian	175	28,6	11,4	27,4	17,1	15,4	
German	55	21,8	16,4	16,4	14,5	30,9	
Chinese	48	18,8	8,3	8,3	22,9	41,7	
French	37	5,4	2,7	24,3	21,6	45,9	
Spanish	30	6,7	10,0	20,0	26,7	36,7	
Danish	22	31,8	13,6	22,7	13,6	18,2	
Swedish	27	48,1	11,1	14,8	11,1	14,8	
Swiss	22	13,6	4,5	40,9	9,1	31,8	
Norwegian	20	25,0	40,0	15,0	0,0	20,0	
Dutch	19	5,3	0,0	36,8	21,1	36,8	
Italian	13	15,4	23,1	15,4	15,4	30,8	
Austrian	8	25,0	0,0	12,5	25,0	37,5	
Other	262	19,1	14,1	23,7	17,2	26,0	
<b>Type of trip*</b>							
Package tour	305	30,5	15,1	22,6	19,7	12,1	
Individually-arranged tour	1184	24,9	14,3	21,3	15,5	24,0	
Business-arranged tour	33	18,2	18,2	39,4	9,1	15,2	
<b>Purpose of visit*</b>							
Vacation/holiday	1485	25,5	14,6	21,3	16,4	22,2	
Visiting friends/relatives	85	28,2	14,1	23,5	11,8	22,4	
Event in Iceland (leisure related)	84	32,1	15,5	20,2	13,1	19,0	
Education and training	46	23,9	13,0	26,1	10,9	26,1	
Business/small meeting	36	22,2	13,9	41,7	13,9	8,3	
Conference/large meeting	25	28,0	12,0	40,0	8,0	12,0	
Other	131	22,9	17,6	29,8	11,5	18,3	

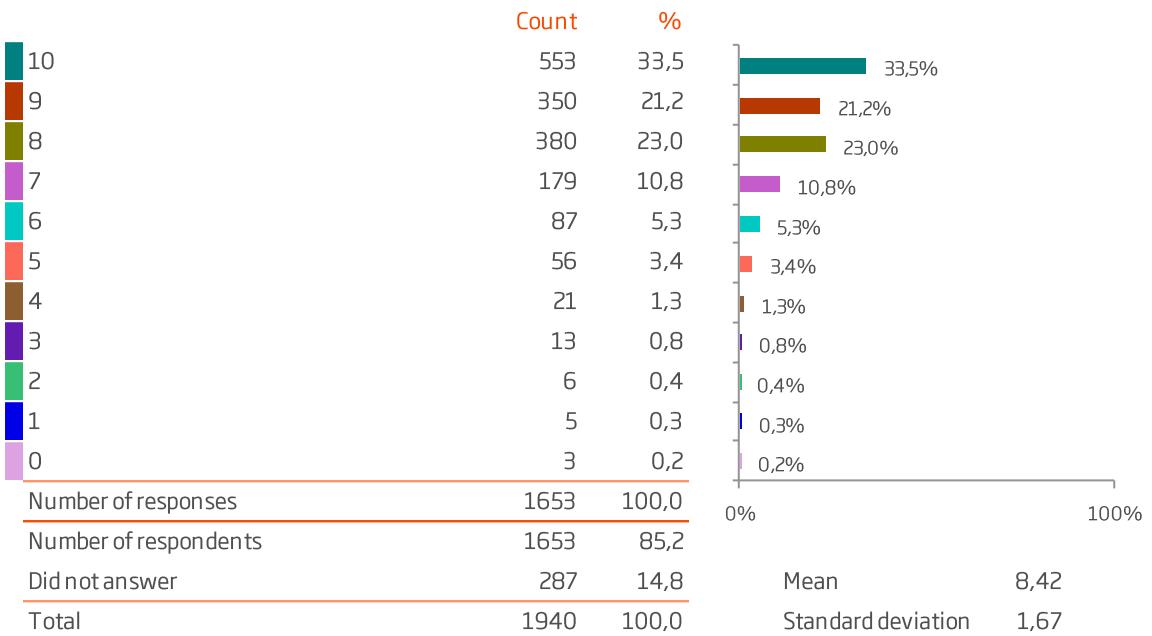
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# QUALITY OF FOOD AT RESTAURANTS



Q. 48. Please rate the quality of food/meals at the restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# QUALITY OF FOOD AT RESTAURANTS



Q. 48. Please rate the quality of food/meals at the restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

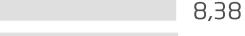
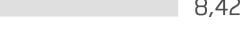
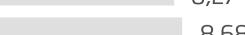
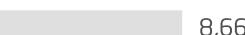
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1653	33,5	21,2	23,0	10,8	11,6	8,42
<b>Gender</b>							
Male	548	27,9	23,5	25,0	12,6	10,9	8,36
Female	1103	36,3	19,9	21,9	10,0	11,9	8,45
<b>Age</b>							
24 years and younger	255	35,7	18,8	20,0	12,2	13,3	8,39
25-34 years	576	32,3	20,3	23,6	12,3	11,5	8,36
35-44 years	306	32,0	20,3	26,5	9,5	11,8	8,38
45-54 years	238	34,0	21,8	21,4	10,1	12,6	8,41
55 years and older	257	36,2	25,3	22,2	8,2	8,2	8,67
<b>What is your profession?</b>							
Managerial	198	33,3	24,7	26,3	8,1	7,6	8,58
Professionals (dr./lawyer/account. etc.)	382	29,6	23,6	23,3	11,3	12,3	8,34
Other professionals	272	33,1	22,4	25,4	10,7	8,5	8,54
Teacher/Medical care	168	33,9	19,0	20,2	16,1	10,7	8,40
Clerical/Service	85	32,9	15,3	23,5	8,2	20,0	8,12
Vocational/Technical	51	29,4	25,5	19,6	5,9	19,6	8,02
Unskilled	7	42,9	0,0	28,6	28,6	0,0	8,57
Student	209	34,4	17,7	21,1	12,0	14,8	8,34
Retired/Homemaker	103	37,9	23,3	23,3	8,7	6,8	8,74
Artist/Musician/Actor etc.	17	47,1	11,8	11,8	17,6	11,8	8,35
Other	140	40,7	17,9	19,3	8,6	13,6	8,42
<b>Household income</b>							
High	679	33,1	22,8	21,9	11,2	10,9	8,45
Average	671	34,4	20,0	22,2	10,1	13,3	8,39
Low	245	33,1	20,4	26,5	10,6	9,4	8,43
<b>Market area*</b>							
North America	797	39,5	22,0	21,1	9,9	7,5	8,68
Britain	333	28,2	22,8	25,5	9,3	14,1	8,28
Central/Southern Europe	268	23,1	20,5	24,6	14,6	17,2	7,96
Scandinavia	95	34,7	22,1	25,3	7,4	10,5	8,51
Asia	82	23,2	14,6	26,8	14,6	20,7	7,89
Other	75	37,3	14,7	20,0	14,7	13,3	8,37
<b>Educational level</b>							
Finished high school or less	132	31,1	18,9	22,7	9,1	18,2	8,12
Bachelor's degree or equivalent	973	34,6	21,1	22,9	10,7	10,7	8,47
Master's/Ph.D. or equivalent	521	31,9	21,9	23,6	10,9	11,7	8,40

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# QUALITY OF FOOD AT RESTAURANTS



Q. 48. Please rate the quality of food/meals at the restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

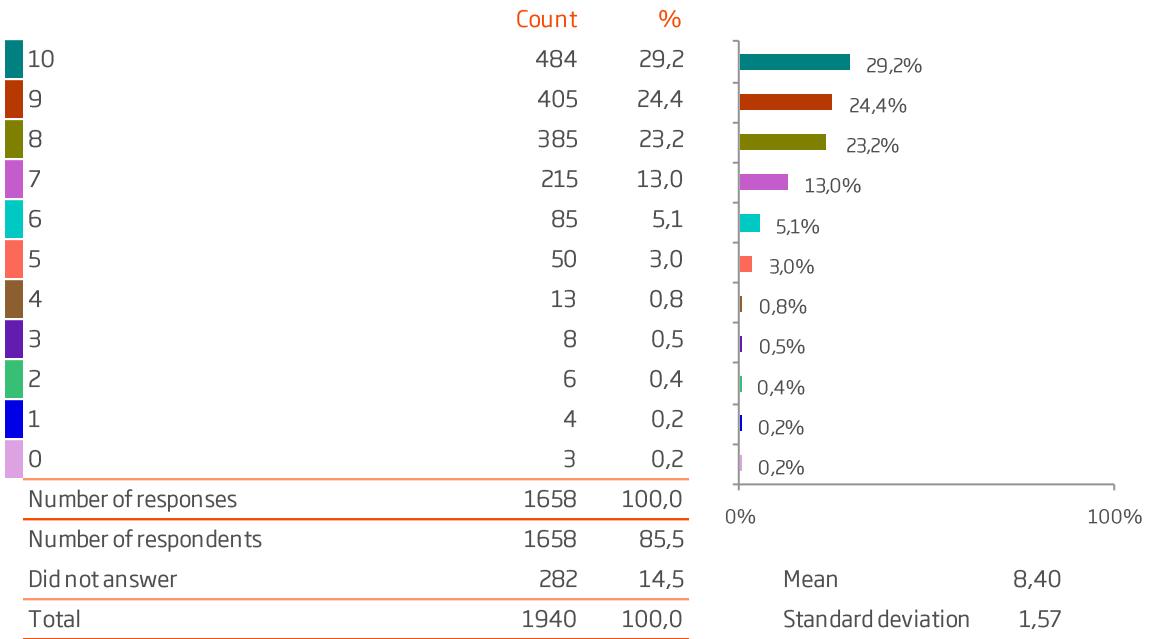
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1653</b>	<b>33,5</b>	<b>21,2</b>	<b>23,0</b>	<b>10,8</b>	<b>11,6</b>	
<b>Nationality*</b>							
American	613	41,8	21,0	20,6	8,8	7,8	
British	286	28,0	24,8	25,2	9,4	12,6	
Canadian	178	31,5	25,8	23,6	12,4	6,7	
German	57	33,3	22,8	17,5	14,0	12,3	
Chinese	48	33,3	12,5	14,6	22,9	16,7	
French	36	2,8	16,7	33,3	22,2	25,0	
Spanish	31	12,9	9,7	29,0	12,9	35,5	
Danish	24	37,5	8,3	29,2	12,5	12,5	
Swedish	27	44,4	22,2	25,9	0,0	7,4	
Swiss	23	13,0	30,4	30,4	8,7	17,4	
Norwegian	22	31,8	36,4	13,6	4,5	13,6	
Dutch	18	5,6	5,6	44,4	16,7	27,8	
Italian	13	7,7	46,2	23,1	7,7	15,4	
Austrian	8	37,5	12,5	12,5	25,0	12,5	
Other	269	31,6	16,7	24,5	12,3	14,9	
<b>Type of trip*</b>							
Package tour	311	37,9	23,8	17,4	13,5	7,4	
Individually-arranged tour	1209	33,1	20,3	24,2	10,3	12,2	
Business-arranged tour	33	24,2	27,3	27,3	12,1	9,1	
<b>Purpose of visit*</b>							
Vacation/holiday	1514	33,5	21,1	23,0	11,0	11,4	
Visiting friends/relatives	88	40,9	12,5	19,3	13,6	13,6	
Event in Iceland (leisure related)	82	43,9	19,5	18,3	6,1	12,2	
Education and training	47	31,9	17,0	17,0	21,3	12,8	
Business/small meeting	38	36,8	18,4	36,8	2,6	5,3	
Conference/large meeting	26	38,5	23,1	26,9	3,8	7,7	
Other	140	32,1	21,4	22,9	12,9	10,7	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# OVERALL QUALITY OF RESTAURANTS



Q. 49. Please rate the overall quality of your experience at the restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# OVERALL QUALITY OF RESTAURANTS



Q. 49. Please rate the overall quality of your experience at the restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

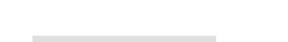
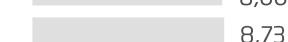
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1658</b>	<b>29,2</b>	<b>24,4</b>	<b>23,2</b>	<b>13,0</b>	<b>10,2</b>	
<b>Gender*</b>							
Male	549	22,0	26,6	26,4	15,5	9,5	
Female	1107	32,8	23,2	21,7	11,7	10,6	
<b>Age*</b>							
24 years and younger	257	31,9	20,6	19,8	14,8	12,8	
25-34 years	578	26,0	23,5	23,7	15,9	10,9	
35-44 years	306	29,7	25,5	23,2	11,8	9,8	
45-54 years	239	28,0	27,2	24,7	9,6	10,5	
55 years and older	257	35,0	26,5	23,7	8,6	6,2	
<b>What is your profession?*</b>							
Managerial	198	30,8	26,3	24,7	12,1	6,1	
Professionals (dr./lawyer/account. etc.)	382	24,6	26,2	22,8	15,4	11,0	
Other professionals	273	28,2	23,4	28,2	11,7	8,4	
Teacher/Medical care	169	31,4	26,6	19,5	12,4	10,1	
Clerical/Service	85	29,4	20,0	23,5	12,9	14,1	
Vocational/Technical	52	23,1	25,0	21,2	17,3	13,5	
Unskilled	7	57,1	14,3	14,3	0,0	14,3	
Student	210	29,5	18,6	21,4	17,1	13,3	
Retired/Homemaker	103	36,9	24,3	25,2	6,8	6,8	
Artist/Musician/Actor etc.	17	41,2	17,6	11,8	11,8	17,6	
Other	141	34,8	27,0	19,1	8,5	10,6	
<b>Household income</b>							
High	680	29,4	24,1	23,1	13,5	9,9	
Average	672	29,2	25,1	21,6	13,1	11,0	
Low	247	30,8	24,3	25,1	10,1	9,7	
<b>Market area*</b>							
North America	799	35,3	26,9	20,5	11,3	6,0	
Britain	332	25,6	23,2	26,5	13,3	11,4	
Central/Southern Europe	272	18,4	19,5	27,6	15,8	18,8	
Scandinavia	95	30,5	31,6	20,0	7,4	10,5	
Asia	82	18,3	14,6	26,8	24,4	15,9	
Other	75	29,3	22,7	22,7	14,7	10,7	
<b>Educational level</b>							
Finished high school or less	133	27,1	15,8	31,6	12,8	12,8	
Bachelor's degree or equivalent	974	30,4	25,1	23,3	11,4	9,9	
Master's/Ph.D. or equivalent	524	27,5	25,6	21,2	15,6	10,1	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# OVERALL QUALITY OF RESTAURANTS



Q. 49. Please rate the overall quality of your experience at the restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1658</b>	<b>29,2</b>	<b>24,4</b>	<b>23,2</b>	<b>13,0</b>	<b>10,2</b>	 8,40
<b>Nationality*</b>							
American	614	38,1	26,9	19,2	10,1	5,7	 8,76
British	286	25,9	23,4	26,9	13,6	10,1	 8,33
Canadian	179	25,7	29,6	22,3	15,1	7,3	 8,42
German	58	24,1	27,6	25,9	10,3	12,1	 8,26
Chinese	47	25,5	12,8	23,4	25,5	12,8	 8,06
French	37	5,4	8,1	32,4	29,7	24,3	 7,35
Spanish	31	6,5	12,9	19,4	22,6	38,7	 7,00
Danish	24	37,5	16,7	20,8	12,5	12,5	 8,33
Swedish	27	37,0	33,3	22,2	0,0	7,4	 8,93
Swiss	24	16,7	12,5	33,3	16,7	20,8	 7,54
Norwegian	22	31,8	36,4	18,2	4,5	9,1	 8,73
Dutch	19	5,3	10,5	42,1	21,1	21,1	 7,42
Italian	13	7,7	23,1	46,2	7,7	15,4	 7,31
Austrian	8	25,0	25,0	25,0	12,5	12,5	 8,25
Other	269	24,5	22,3	24,9	13,8	14,5	 8,14
<b>Type of trip*</b>							
Package tour	311	32,5	29,9	17,0	14,8	5,8	 8,61
Individually-arranged tour	1213	28,8	22,8	24,9	12,5	11,0	 8,36
Business-arranged tour	33	21,2	33,3	27,3	12,1	6,1	 8,52
<b>Purpose of visit*</b>							
Vacation/holiday	1519	29,2	24,5	23,0	13,2	10,1	 8,40
Visiting friends/relatives	88	37,5	13,6	28,4	9,1	11,4	 8,36
Event in Iceland (leisure related)	82	39,0	18,3	19,5	13,4	9,8	 8,59
Education and training	47	25,5	21,3	23,4	17,0	12,8	 8,23
Business/small meeting	38	28,9	26,3	39,5	2,6	2,6	 8,66
Conference/large meeting	26	38,5	19,2	26,9	7,7	7,7	 8,73
Other	140	25,7	28,6	25,0	10,0	10,7	 8,42

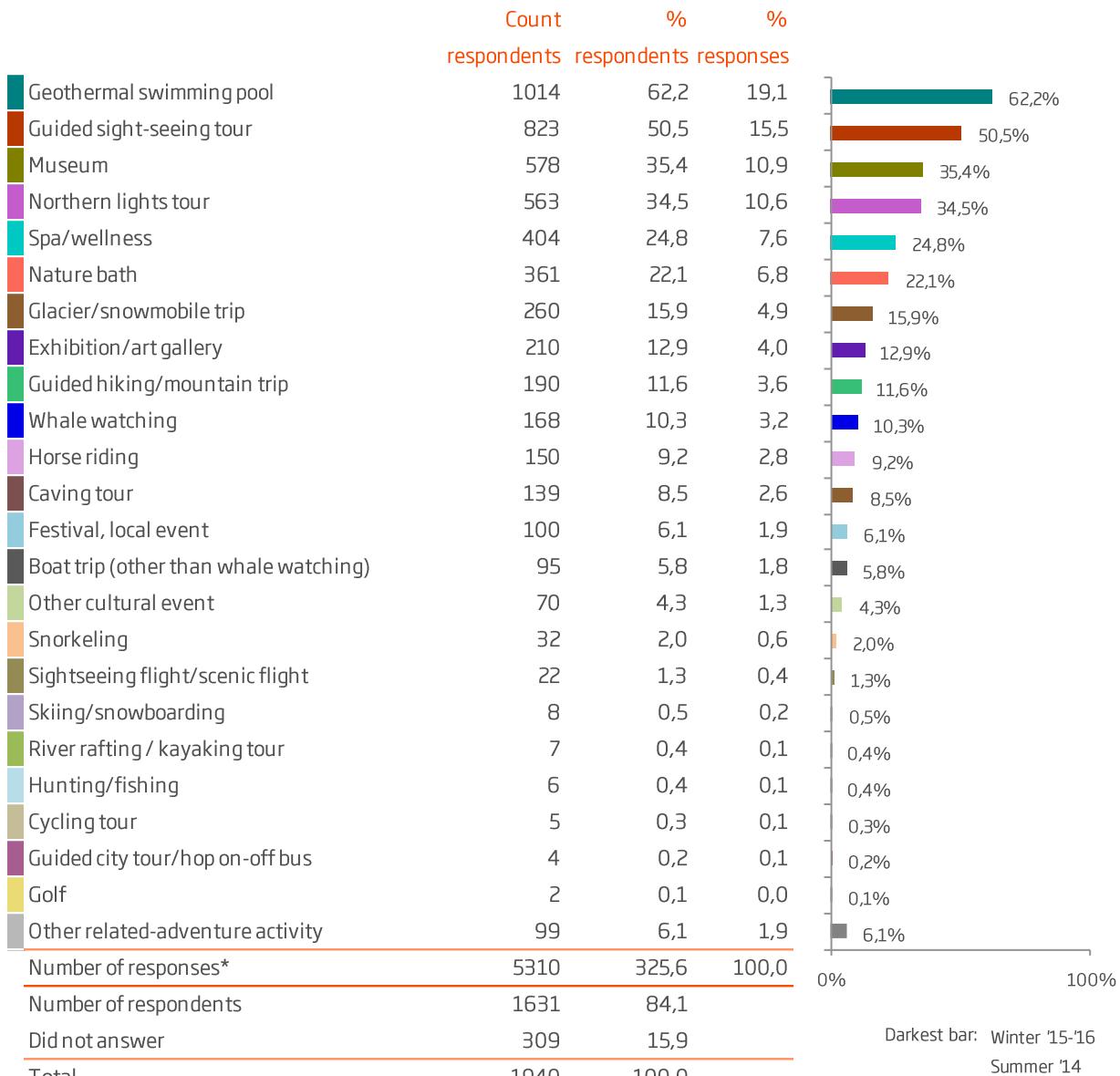
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

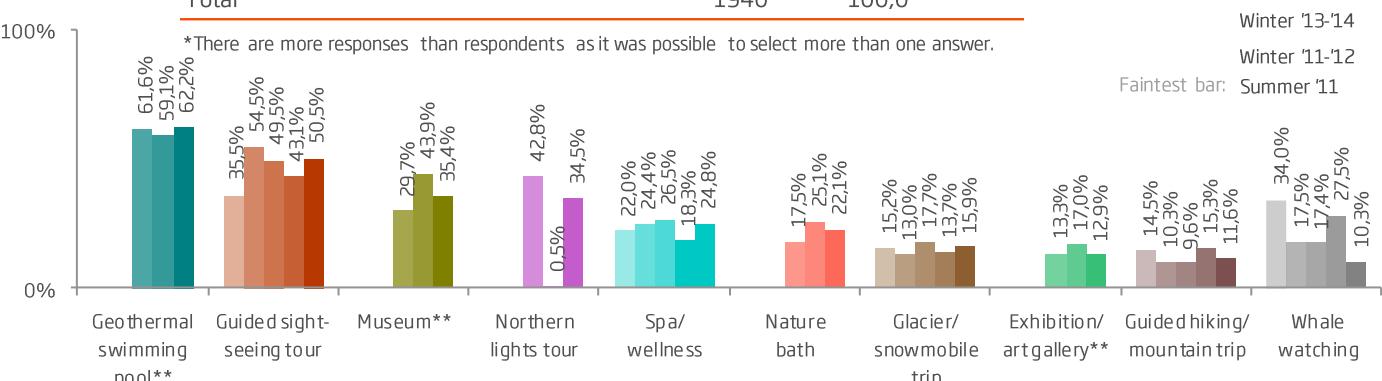
# PAID ACTIVITIES DURING TRIP



Q.50. What activities did you pay for during your trip to Iceland?



\*There are more responses than respondents as it was possible to select more than one answer.



\*\*These options are not comparable to the surveys in 2011 and 2012 because they have been changed.

# PAID ACTIVITIES DURING TRIP



Q.50. What activities did you pay for during your trip to Iceland?

	Number of answers	Geothermal swimming pool	Guided sightseeing tour	Museum	Northern lights tour	Spa/wellness	Other activity
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	527	64,1	44,2	39,3	28,5	23,3	64,3
Female	1102	61,2	53,4	33,5	37,4	25,4	66,3
<b>Age</b>							
24 years and younger	249	57,4	48,6	24,1	34,1	28,9	69,9
25-34 years	582	66,2	45,2	35,1	30,4	25,3	69,2
35-44 years	303	65,0	51,2	31,7	33,3	24,4	63,7
45-54 years	230	61,3	57,8	39,1	40,4	21,7	63,9
55 years and older	246	55,7	58,1	49,6	41,1	24,4	57,3
<b>What is your profession?</b>							
Managerial	190	61,1	48,9	33,7	38,9	21,6	63,7
Professionals (dr./lawyer/account. etc.)	370	65,1	49,5	38,4	33,8	24,6	64,6
Other professionals	262	66,0	51,5	39,7	41,2	25,6	66,8
Teacher/Medical care	174	72,4	54,6	29,9	37,4	31,0	64,9
Clerical/Service	83	62,7	55,4	20,5	33,7	31,3	61,4
Vocational/Technical	50	60,0	46,0	46,0	24,0	26,0	72,0
Unskilled	8	62,5	87,5	25,0	62,5	12,5	37,5
Student	217	57,6	49,3	27,6	27,2	23,0	65,0
Retired/Homemaker	100	43,0	62,0	40,0	40,0	15,0	58,0
Artist/Musician/Actor etc.	18	66,7	27,8	50,0	5,6	16,7	77,8
Other	141	56,7	41,8	41,8	29,1	29,1	79,4
<b>Household income</b>							
High	660	65,0	52,9	39,1	38,5	26,5	65,2
Average	664	61,0	51,5	31,2	34,2	24,5	66,6
Low	248	59,7	43,5	37,1	27,8	23,4	65,7
<b>Market area</b>							
North America	776	66,2	51,9	39,9	37,4	26,7	66,5
Britain	329	63,2	62,0	34,3	42,6	25,2	58,7
Central/Southern Europe	268	57,5	34,0	33,2	23,1	24,6	74,3
Scandinavia	94	66,0	31,9	28,7	6,4	22,3	55,3
Asia	83	28,9	65,1	18,1	39,8	22,9	74,7
Other	78	65,4	50,0	30,8	38,5	10,3	61,5
<b>Educational level</b>							
Finished high school or less	130	50,8	43,1	36,2	26,9	30,0	67,7
Bachelor's degree or equivalent	952	63,0	50,0	32,6	35,1	24,1	66,6
Master's/Ph.D. or equivalent	529	63,9	52,4	39,7	35,5	25,3	63,7

When respondents can choose more than one answer, significance between groups is not calculated.

# PAID ACTIVITIES DURING TRIP



Q.50. What activities did you pay for during your trip to Iceland?

	Number of answers	Geothermal swimming pool	Guided sightseeing tour	Museum	Northern lights tour	Spa/wellness	Other activity
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	592	66,7	54,1	40,0	41,6	27,2	66,4
British	278	63,3	61,5	35,6	45,3	24,1	55,8
Canadian	174	67,2	44,3	40,8	25,9	23,0	64,9
German	61	55,7	13,1	45,9	9,8	9,8	83,6
Chinese	47	29,8	78,7	19,1	46,8	34,0	85,1
French	39	51,3	28,2	35,9	7,7	25,6	71,8
Spanish	30	73,3	26,7	23,3	10,0	33,3	83,3
Danish	26	61,5	34,6	26,9	3,8	23,1	46,2
Swedish	23	78,3	39,1	30,4	4,3	34,8	52,2
Swiss	19	63,2	36,8	26,3	26,3	26,3	73,7
Norwegian	21	47,6	28,6	38,1	9,5	33,3	61,9
Dutch	18	66,7	61,1	50,0	33,3	16,7	72,2
Italian	13	61,5	38,5	15,4	23,1	38,5	61,5
Austrian	8	50,0	25,0	37,5	12,5	25,0	50,0
Other	282	55,3	50,4	25,5	33,0	20,6	67,7
<b>Type of trip*</b>							
Package tour	312	59,3	76,0	34,3	64,7	29,2	63,1
Individually-arranged tour	1215	64,0	46,9	36,4	28,8	24,1	66,8
Business-arranged tour	25	48,0	36,0	16,0	0,0	28,0	64,0
<b>Purpose of visit*</b>							
Vacation/holiday	1517	62,7	51,9	36,5	36,5	25,1	65,9
Visiting friends/relatives	80	67,5	28,8	45,0	18,8	20,0	62,5
Event in Iceland (leisure related)	76	63,2	36,8	36,8	23,7	21,1	84,2
Education and training	46	60,9	54,3	34,8	10,9	21,7	71,7
Business/small meeting	30	40,0	33,3	33,3	0,0	20,0	50,0
Conference/large meeting	23	56,5	34,8	17,4	4,3	4,3	73,9
Other	126	54,0	34,9	26,2	9,5	19,8	67,5

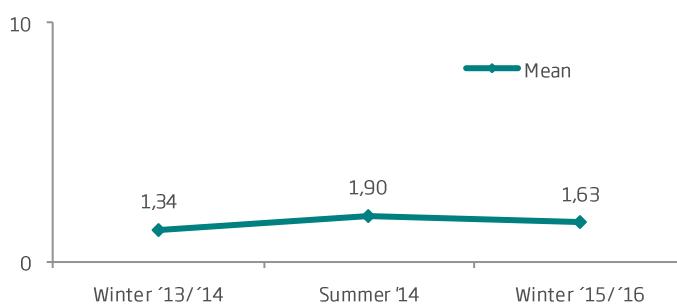
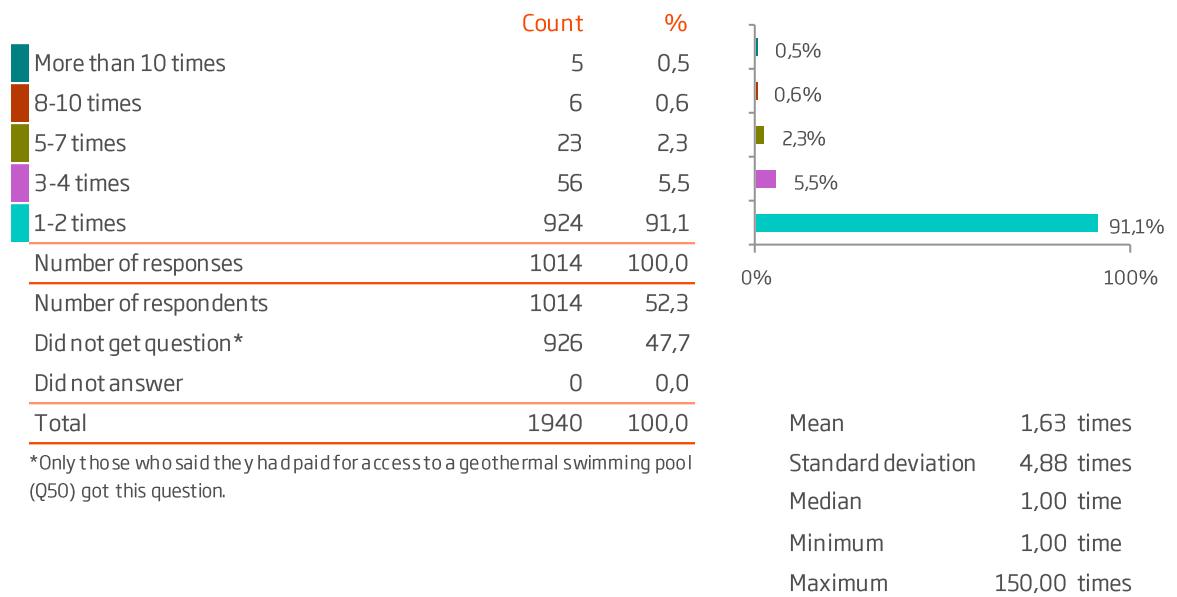
When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES BATHING IN A GEOTHERMAL POOL



Q.51. How many times did you bathe in a geothermal swimming pool?



# NUMBER OF TIMES BATHING IN A GEOTHERMAL POOL



Q.51. How many times did you bathe in a geothermal swimming pool?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>1014</b>	<b>91,1</b>	<b>8,9</b>	 1,63
<b>Gender</b>				
Male	338	87,9	12,1	 1,57
Female	674	92,7	7,3	 1,66
<b>Age</b>				
24 years and younger	143	92,3	7,7	 1,43
25-34 years	385	88,8	11,2	 1,59
35-44 years	197	92,9	7,1	 1,50
45-54 years	141	93,6	6,4	 2,35
55 years and older	137	90,5	9,5	 1,45
<b>What is your profession?</b>				
Managerial	116	95,7	4,3	 1,28
Professionals (dr./lawyer/account. etc.)	241	90,0	10,0	 2,05
Other professionals	173	93,6	6,4	 1,34
Teacher/Medical care	126	91,3	8,7	 1,53
Clerical/Service	52	94,2	5,8	 1,37
Vocational/Technical	30	83,3	16,7	 1,77
Unskilled	5	100,0	0,0	 1,00
Student	125	88,8	11,2	 1,56
Retired/Homemaker	43	90,7	9,3	 1,53
Artist/Musician/Actor etc.	12	75,0	25,0	 3,67
Other	80	88,8	11,3	 1,70
<b>Household income</b>				
High	429	93,7	6,3	 1,34
Average	405	91,1	8,9	 1,89
Low	148	85,1	14,9	 1,79
<b>Market area</b>				
North America	514	89,7	10,3	 1,83
Britain	208	98,1	1,9	 1,19
Central/Southern Europe	154	85,7	14,3	 1,77
Scandinavia	62	90,3	9,7	 1,55
Asia	24	100,0	0,0	 1,13
Other	51	90,2	9,8	 1,31
<b>Educational level</b>				
Finished high school or less	66	83,3	16,7	 1,73
Bachelor's degree or equivalent	600	91,5	8,5	 1,50
Master's/Ph.D. or equivalent	338	92,0	8,0	 1,86

Difference between groups is not statistically significant.

# NUMBER OF TIMES BATHING IN A GEOTHERMAL POOL



Q.51. How many times did you bathe in a geothermal swimming pool?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>1014</b>	<b>91,1</b>	<b>8,9</b>	 1,63
<b>Nationality</b>				
American	395	90,1	9,9	 1,87
British	176	97,7	2,3	 1,23
Canadian	117	85,5	14,5	 1,94
German	34	82,4	17,6	 1,74
Chinese	14	92,9	7,1	 1,29
French	20	90,0	10,0	 1,50
Spanish	22	86,4	13,6	 1,82
Danish	16	93,8	6,3	 1,25
Swedish	18	100,0	0,0	 1,17
Swiss	12	83,3	16,7	 1,67
Norwegian	10	80,0	20,0	 1,60
Dutch	12	100,0	0,0	 1,17
Italian	8	87,5	12,5	 1,50
Austrian	<5			
Other	156	93,6	6,4	 1,36
<b>Type of trip*</b>				
Package tour	185	95,7	4,3	 1,23
Individually-arranged tour	778	90,6	9,4	 1,67
Business-arranged tour	12	75,0	25,0	 3,17
<b>Purpose of visit*</b>				
Vacation/holiday	951	92,2	7,8	 1,57
Visiting friends/relatives	54	77,8	22,2	 2,07
Event in Iceland (leisure related)	48	83,3	16,7	 1,71
Education and training	28	64,3	35,7	 2,43
Business/small meeting	12	66,7	33,3	 1,92
Conference/large meeting	13	92,3	7,7	 1,38
Other	68	69,1	30,9	 2,66

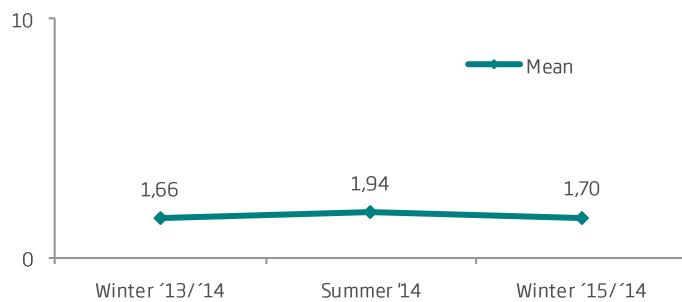
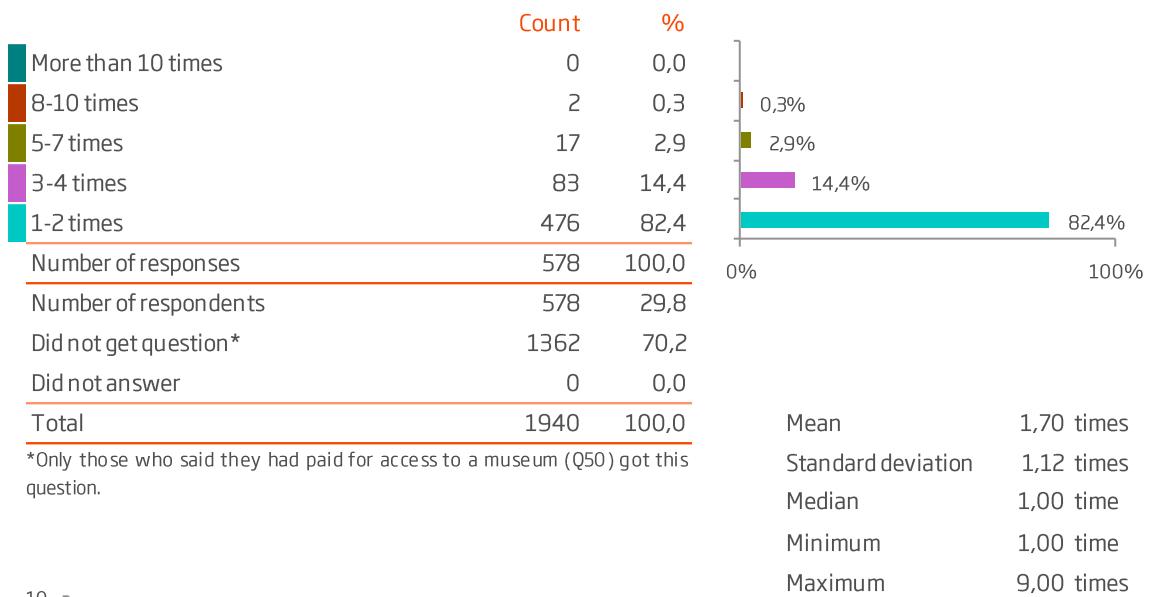
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES VISITING MUSEUMS



Q.52. How many times did you visit a museum?



# NUMBER OF TIMES VISITING MUSEUMS



Q.52. How many times did you visit a museum?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>578</b>	<b>82,4</b>	<b>17,6</b>	1,70
<b>Gender</b>				
Male	207	81,6	18,4	1,71
Female	369	82,9	17,1	1,68
<b>Age</b>				
24 years and younger	60	85,0	15,0	1,63
25-34 years	204	82,4	17,6	1,65
35-44 years	96	83,3	16,7	1,63
45-54 years	90	80,0	20,0	1,76
55 years and older	122	81,1	18,9	1,84
<b>What is your profession?</b>				
Managerial	64	84,4	15,6	1,58
Professionals (dr./lawyer/account. etc.)	142	78,9	21,1	1,77
Other professionals	104	86,5	13,5	1,62
Teacher/Medical care	52	78,8	21,2	1,75
Clerical/Service	17	88,2	11,8	1,59
Vocational/Technical	23	87,0	13,0	1,48
Unskilled	<5			
Student	60	88,3	11,7	1,58
Retired/Homemaker	40	85,0	15,0	1,63
Artist/Musician/Actor etc.	9	55,6	44,4	2,67
Other	59	79,7	20,3	1,78
<b>Household income</b>				
High	258	83,7	16,3	1,62
Average	207	80,7	19,3	1,76
Low	92	79,3	20,7	1,84
<b>Market area</b>				
North America	310	81,6	18,4	1,71
Britain	113	85,8	14,2	1,59
Central/Southern Europe	89	78,7	21,3	1,84
Scandinavia	27	88,9	11,1	1,52
Asia	15	80,0	20,0	1,73
Other	24	83,3	16,7	1,67
<b>Educational level</b>				
Finished high school or less	47	85,1	14,9	1,57
Bachelor's degree or equivalent	310	82,3	17,7	1,73
Master's/Ph.D. or equivalent	210	81,0	19,0	1,70

Difference between groups is not statistically significant.

# NUMBER OF TIMES VISITING MUSEUMS



Q.52. How many times did you visit a museum?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>578</b>	<b>82,4</b>	<b>17,6</b>	 1,70
<b>Nationality</b>				
American	237	80,6	19,4	 1,74
British	99	83,8	16,2	 1,68
Canadian	71	85,9	14,1	 1,62
German	28	85,7	14,3	 1,79
Chinese	9	77,8	22,2	 2,11
French	14	71,4	28,6	 1,79
Spanish	7	71,4	28,6	 2,14
Danish	7	100,0	0,0	 1,29
Swedish	7	100,0	0,0	 1,00
Swiss	5	100,0	0,0	 1,60
Norwegian	8	75,0	25,0	 2,00
Dutch	9	100,0	0,0	 1,22
Italian	<5			
Austrian	<5			
Other	72	77,8	22,2	 1,68
<b>Type of trip*</b>				
Package tour	107	83,2	16,8	 1,60
Individually-arranged tour	442	81,9	18,1	 1,72
Business-arranged tour	<5			
<b>Purpose of visit*</b>				
Vacation/holiday	554	82,9	17,1	 1,68
Visiting friends/relatives	36	80,6	19,4	 1,81
Event in Iceland (leisure related)	28	78,6	21,4	 1,68
Education and training	16	56,3	43,8	 2,38
Business/small meeting	10	80,0	20,0	 2,20
Conference/large meeting	<5			
Other	33	69,7	30,3	 2,12

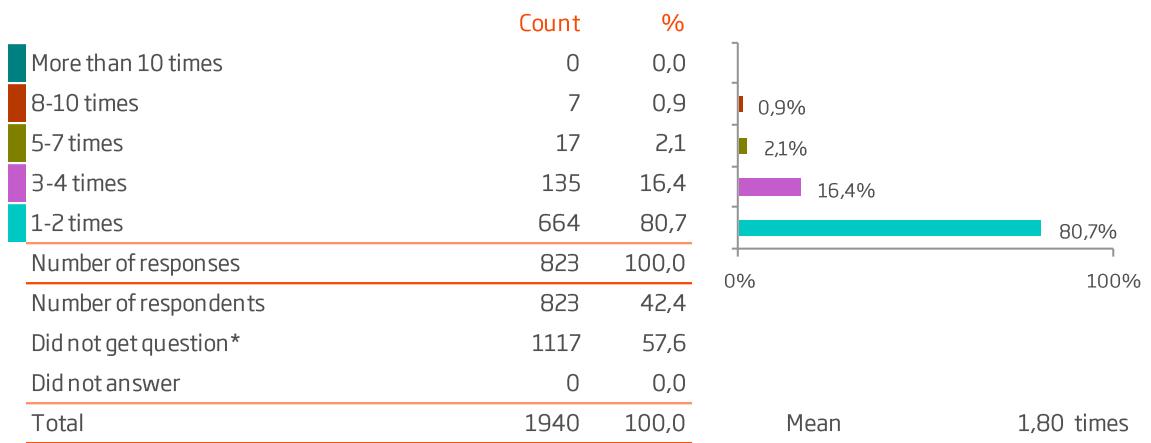
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES ON A GUIDED SIGHT-SEEING TOUR

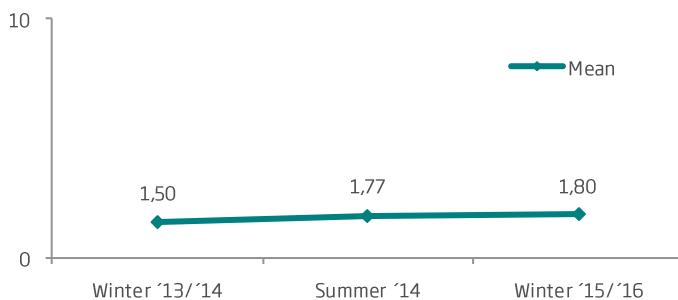


Q.53. How many times did you participate in a guided sight-seeing tour(s) (other than Northern lights tour)?



\*Only those who said they had paid for a guided sight-seeing tour (other than Northern lights tour) (Q50) got this question.

Mean 1,80 times  
Standard deviation 1,21 times  
Median 1,00 time  
Minimum 1,00 time  
Maximum 10,00 times



# NUMBER OF TIMES ON A GUIDED SIGHT-SEEING TOUR



Q.53. How many times did you participate in a guided sight-seeing tour(s) (other than Northern lights tour)?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>823</b>	<b>80,7</b>	<b>19,3</b>	 1,80
<b>Gender</b>				
Male	233	82,0	18,0	 1,79
Female	589	80,1	19,9	 1,81
<b>Age</b>				
24 years and younger	121	81,0	19,0	 1,85
25-34 years	263	82,9	17,1	 1,71
35-44 years	155	81,3	18,7	 1,76
45-54 years	133	76,7	23,3	 1,89
55 years and older	143	78,3	21,7	 1,93
<b>What is your profession?</b>				
Managerial	93	76,3	23,7	 1,78
Professionals (dr./lawyer/account. etc.)	183	78,7	21,3	 1,91
Other professionals	135	83,7	16,3	 1,69
Teacher/Medical care	95	78,9	21,1	 1,76
Clerical/Service	46	82,6	17,4	 1,63
Vocational/Technical	23	87,0	13,0	 1,57
Unskilled	7	100,0	0,0	 1,43
Student	107	78,5	21,5	 1,90
Retired/Homemaker	62	82,3	17,7	 1,90
Artist/Musician/Actor etc.	5	100,0	0,0	 1,40
Other	59	84,7	15,3	 1,90
<b>Household income</b>				
High	349	75,6	24,4	 1,86
Average	342	85,4	14,6	 1,77
Low	108	80,6	19,4	 1,74
<b>Market area</b>				
North America	403	78,4	21,6	 1,80
Britain	204	83,3	16,7	 1,72
Central/Southern Europe	91	84,6	15,4	 1,82
Scandinavia	30	83,3	16,7	 1,80
Asia	54	79,6	20,4	 2,07
Other	39	82,1	17,9	 1,64
<b>Educational level</b>				
Finished high school or less	56	92,9	7,1	 1,43
Bachelor's degree or equivalent	476	78,8	21,2	 1,81
Master's/Ph.D. or equivalent	277	81,9	18,1	 1,82

Difference between groups is not statistically significant.

# NUMBER OF TIMES ON A GUIDED SIGHT-SEEING TOUR



Q.53. How many times did you participate in a guided sight-seeing tour(s) (other than Northern lights tour)?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>823</b>	<b>80,7</b>	<b>19,3</b>	 1,80
<b>Nationality</b>				
American	320	76,3	23,8	 1,88
British	171	84,8	15,2	 1,65
Canadian	77	87,0	13,0	 1,60
German	8	100,0	0,0	 1,25
Chinese	37	70,3	29,7	 2,24
French	11	90,9	9,1	 1,82
Spanish	8	100,0	0,0	 1,13
Danish	9	88,9	11,1	 1,78
Swedish	9	77,8	22,2	 1,67
Swiss	7	85,7	14,3	 1,29
Norwegian	6	83,3	16,7	 2,00
Dutch	11	90,9	9,1	 1,73
Italian	5	40,0	60,0	 2,60
Austrian	<5			
Other	142	82,4	17,6	 1,87
<b>Type of trip*</b>				
Package tour	237	74,7	25,3	 1,96
Individually-arranged tour	570	83,0	17,0	 1,75
Business-arranged tour	9	88,9	11,1	 1,22
<b>Purpose of visit*</b>				
Vacation/holiday	787	80,7	19,3	 1,80
Visiting friends/relatives	23	87,0	13,0	 1,52
Event in Iceland (leisure related)	28	82,1	17,9	 1,89
Education and training	25	80,0	20,0	 1,92
Business/small meeting	10	80,0	20,0	 1,80
Conference/large meeting	8	100,0	0,0	 1,00
Other	44	86,4	13,6	 1,73

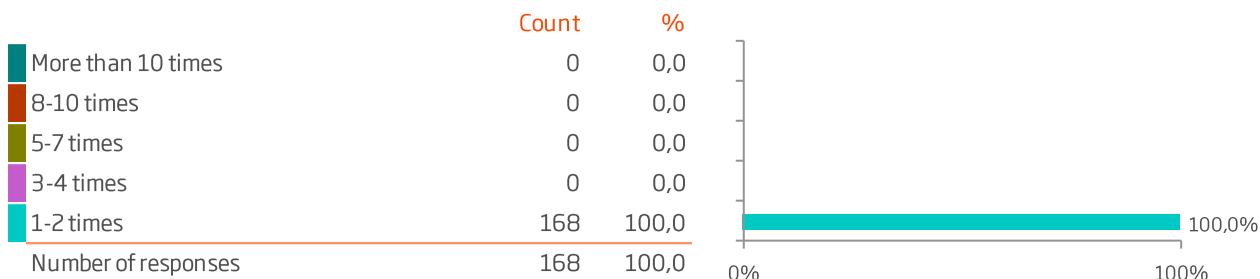
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES WHALE WATCHING



Q.54. How many times did you go whale watching?



Number of respondents

Did not get question\*

Did not answer

**Total**

\*Only those who said they had paid for whale watching (Q50) got this question.

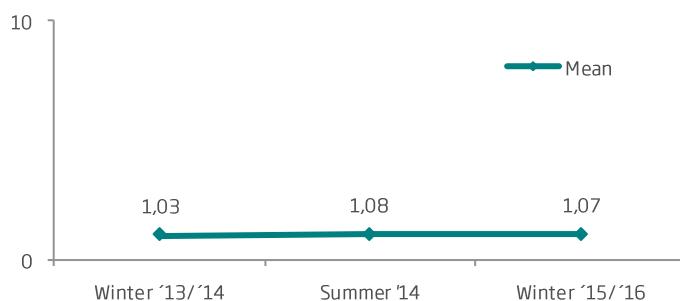
Mean 1,07 times

Standard deviation 0,25 times

Median 1,00 time

Minimum 1,00 time

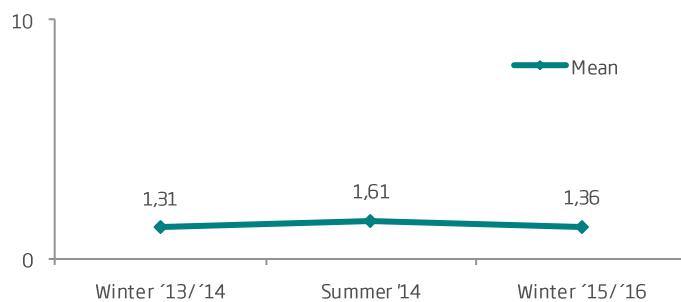
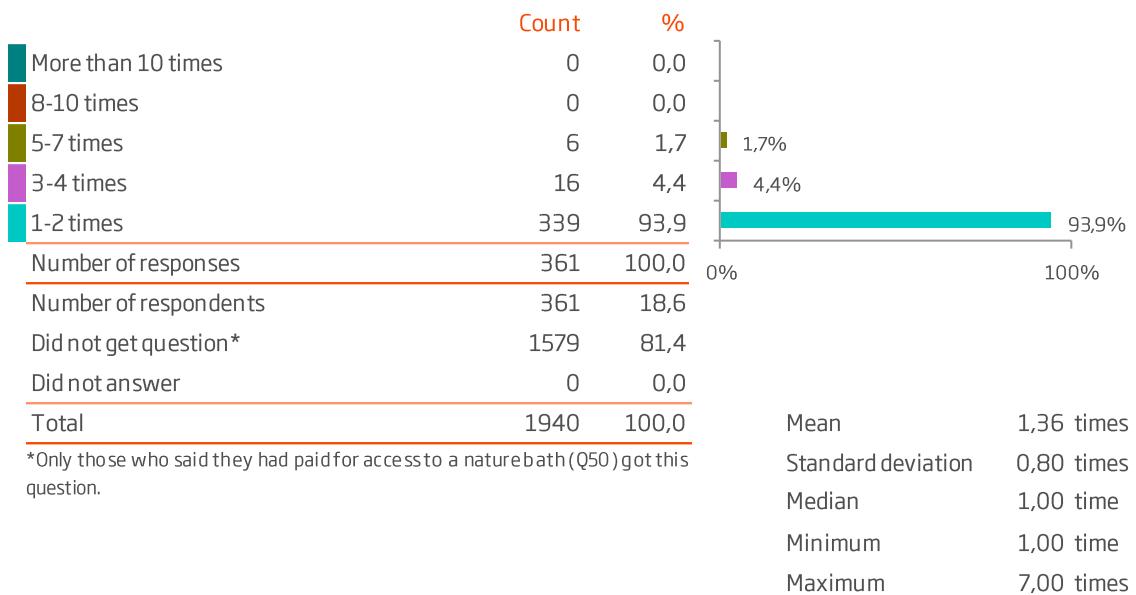
Maximum 2,00 times



# NUMBER OF TIMES BATHING IN A NATURE BATH



Q.55. How many times did you bathe in a nature bath?



# NUMBER OF TIMES BATHING IN A NATURE BATH



Q.55. How many times did you bathe in a nature bath?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>361</b>	<b>93,9</b>	<b>6,1</b>	 1,36
<b>Gender</b>				
Male	124	94,4	5,6	 1,41
Female	237	93,7	6,3	 1,33
<b>Age</b>				
24 years and younger	72	94,4	5,6	 1,31
25-34 years	152	92,8	7,2	 1,37
35-44 years	60	95,0	5,0	 1,38
45-54 years	37	94,6	5,4	 1,27
55 years and older	33	97,0	3,0	 1,39
<b>What is your profession?</b>				
Managerial	45	97,8	2,2	 1,38
Professionals (dr./lawyer/account. etc.)	73	95,9	4,1	 1,36
Other professionals	50	92,0	8,0	 1,36
Teacher/Medical care	30	93,3	6,7	 1,30
Clerical/Service	22	95,5	4,5	 1,23
Vocational/Technical	15	86,7	13,3	 1,47
Unskilled	<5			
Student	65	93,8	6,2	 1,31
Retired/Homemaker	18	94,4	5,6	 1,44
Artist/Musician/Actor etc.	<5			
Other	37	97,3	2,7	 1,38
<b>Household income</b>				
High	124	96,8	3,2	 1,23
Average	159	94,3	5,7	 1,39
Low	68	89,7	10,3	 1,47
<b>Market area*</b>				
North America	149	94,6	5,4	 1,31
Britain	53	100,0	0,0	 1,17
Central/Southern Europe	90	86,7	13,3	 1,62
Scandinavia	14	92,9	7,1	 1,21
Asia	38	100,0	0,0	 1,29
Other	16	93,8	6,3	 1,25
<b>Educational level*</b>				
Finished high school or less	38	81,6	18,4	 1,68
Bachelor's degree or equivalent	214	94,4	5,6	 1,30
Master's/Ph.D. or equivalent	105	97,1	2,9	 1,36

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF TIMES BATHING IN A NATURE BATH



Q.55. How many times did you bathe in a nature bath?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>361</b>	<b>93,9</b>	<b>6,1</b>	1,36
<b>Nationality</b>				
American	100	95,0	5,0	1,29
British	34	100,0	0,0	1,21
Canadian	43	93,0	7,0	1,37
German	21	81,0	19,0	1,71
Chinese	28	100,0	0,0	1,14
French	15	86,7	13,3	1,87
Spanish	13	84,6	15,4	1,85
Danish	<5			
Swedish	<5			
Swiss	7	100,0	0,0	1,29
Norwegian	<5			
Dutch	5	100,0	0,0	1,00
Italian	<5			
Austrian	<5			
Other	81	95,1	4,9	1,35
<b>Type of trip*</b>				
Package tour	64	95,3	4,7	1,22
Individually-arranged tour	276	93,5	6,5	1,38
Business-arranged tour	<5			
<b>Purpose of visit*</b>				
Vacation/holiday	340	94,1	5,9	1,36
Visiting friends/relatives	13	92,3	7,7	1,31
Event in Iceland (leisure related)	21	100,0	0,0	1,24
Education and training	10	80,0	20,0	1,90
Business/small meeting	<5			
Conference/large meeting	6	100,0	0,0	1,17
Other	27	88,9	11,1	1,56

Difference between groups is not statistically significant.

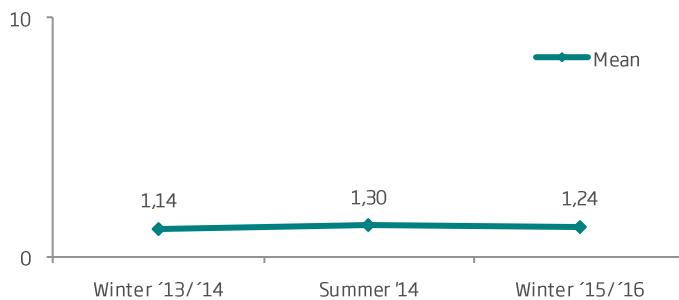
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES TO A SPA/WELLNESS (CENTER)



Q.56. How many times did you go to a spa/wellness (center)?

	Count	%
More than 10 times	2	0,5
8-10 times	1	0,2
5-7 times	0	0,0
3-4 times	8	2,0
1-2 times	393	97,3
Number of responses	404	100,0
Number of respondents	404	20,8
Did not get question*	1536	79,2
Did not answer	0	0,0
Total	1940	100,0
*Only those who said they had paid for access to a spa/wellness (center) (Q50) got this question.		
		Mean 1,24 times
		Standard deviation 1,60 times
		Median 1,00 time
		Minimum 1,00 time
		Maximum 30,00 times



# NUMBER OF TIMES TO A SPA/WELLNESS (CENTER)



Q.56. How many times did you go to a spa/wellness (center)?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>404</b>	<b>97,3</b>	<b>2,7</b>	■ 1,24
<b>Gender*</b>				
Male	123	95,1	4,9	■ 1,54
Female	280	98,2	1,8	■ 1,10
<b>Age</b>				
24 years and younger	72	98,6	1,4	■ 1,44
25-34 years	147	98,0	2,0	■ 1,18
35-44 years	74	97,3	2,7	■ 1,19
45-54 years	50	94,0	6,0	■ 1,20
55 years and older	60	96,7	3,3	■ 1,20
<b>What is your profession?</b>				
Managerial	41	100,0	0,0	■ 1,10
Professionals (dr./lawyer/account. etc.)	91	96,7	3,3	■ 1,16
Other professionals	67	97,0	3,0	■ 1,25
Teacher/Medical care	54	96,3	3,7	■ 1,17
Clerical/Service	26	92,3	7,7	■ 1,27
Vocational/Technical	13	100,0	0,0	■ 1,00
Unskilled	<5			
Student	50	98,0	2,0	■ 1,68
Retired/Homemaker	15	100,0	0,0	■ 1,00
Artist/Musician/Actor etc.	<5			
Other	41	97,6	2,4	■ 1,22
<b>Household income</b>				
High	175	97,7	2,3	■ 1,19
Average	163	96,9	3,1	■ 1,16
Low	58	96,6	3,4	■ 1,60
<b>Market area*</b>				
North America	207	97,1	2,9	■ 1,19
Britain	83	98,8	1,2	■ 1,07
Central/Southern Europe	66	97,0	3,0	■ 1,21
Scandinavia	21	90,5	9,5	■ 2,52
Asia	19	100,0	0,0	■ 1,05
Other	8	100,0	0,0	■ 1,25
<b>Educational level*</b>				
Finished high school or less	39	94,9	5,1	■ 1,95
Bachelor's degree or equivalent	229	97,4	2,6	■ 1,14
Master's/Ph.D. or equivalent	134	97,8	2,2	■ 1,20

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF TIMES TO A SPA/WELLNESS (CENTER)



Q.56. How many times did you go to a spa/wellness (center)?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>404</b>	<b>97,3</b>	<b>2,7</b>	 1,24
<b>Nationality</b>				
American	161	97,5	2,5	 1,18
British	67	98,5	1,5	 1,09
Canadian	40	95,0	5,0	 1,28
German	6	100,0	0,0	 1,17
Chinese	16	100,0	0,0	 1,00
French	10	100,0	0,0	 1,10
Spanish	10	100,0	0,0	 1,20
Danish	6	100,0	0,0	 1,00
Swedish	8	87,5	12,5	 1,25
Swiss	5	80,0	20,0	 2,40
Norwegian	7	100,0	0,0	 1,14
Dutch	<5			
Italian	5	100,0	0,0	 1,00
Austrian	<5			
Other	58	96,6	3,4	 1,60
<b>Type of trip*</b>				
Package tour	91	97,8	2,2	 1,11
Individually-arranged tour	293	96,9	3,1	 1,29
Business-arranged tour	7	100,0	0,0	 1,00
<b>Purpose of visit*</b>				
Vacation/holiday	381	97,9	2,1	 1,16
Visiting friends/relatives	16	93,8	6,3	 1,38
Event in Iceland (leisure related)	16	100,0	0,0	 1,06
Education and training	10	80,0	20,0	 4,10
Business/small meeting	6	100,0	0,0	 1,00
Conference/large meeting	<5			
Other	25	92,0	8,0	 2,24

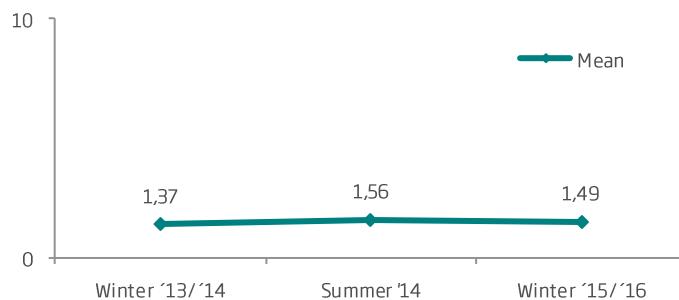
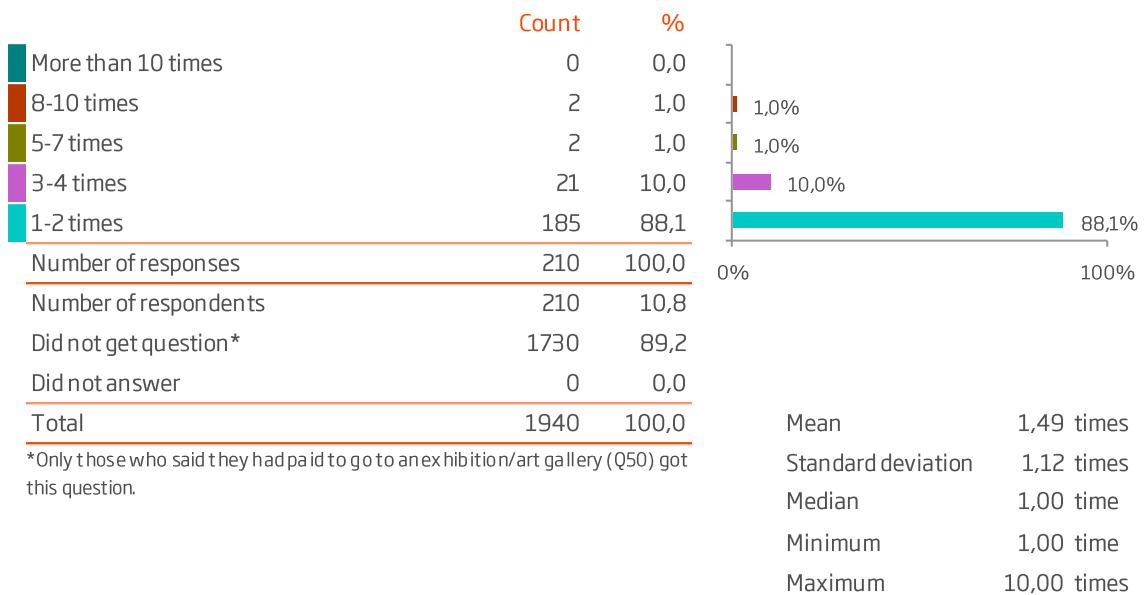
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



Q.57. How many times did you go to an exhibition/art gallery?



# NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



Q.57. How many times did you go to an exhibition/art gallery?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>210</b>	<b>88,1</b>	<b>11,9</b>	1,49
<b>Gender</b>				
Male	74	85,1	14,9	1,68
Female	135	90,4	9,6	1,38
<b>Age</b>				
24 years and younger	27	85,2	14,8	1,67
25-34 years	61	86,9	13,1	1,52
35-44 years	41	95,1	4,9	1,20
45-54 years	38	84,2	15,8	1,71
55 years and older	40	90,0	10,0	1,38
<b>What is your profession?</b>				
Managerial	32	93,8	6,3	1,34
Professionals (dr./lawyer/account. etc.)	50	80,0	20,0	1,82
Other professionals	35	91,4	8,6	1,31
Teacher/Medical care	24	100,0	0,0	1,17
Clerical/Service	<5			
Vocational/Technical	<5			
Student	13	76,9	23,1	1,62
Retired/Homemaker	14	92,9	7,1	1,36
Artist/Musician/Actor etc.	8	75,0	25,0	1,88
Other	23	91,3	8,7	1,30
<b>Household income</b>				
High	90	88,9	11,1	1,44
Average	79	87,3	12,7	1,57
Low	39	87,2	12,8	1,46
<b>Market area</b>				
North America	118	89,0	11,0	1,54
Britain	42	90,5	9,5	1,29
Central/Southern Europe	28	78,6	21,4	1,71
Scandinavia	8	75,0	25,0	1,75
Asia	<5			
Other	10	100,0	0,0	1,00
<b>Educational level</b>				
Finished high school or less	11	100,0	0,0	1,00
Bachelor's degree or equivalent	129	87,6	12,4	1,49
Master's/Ph.D. or equivalent	67	86,6	13,4	1,58

Difference between groups is not statistically significant.

# NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



Q.57. How many times did you go to an exhibition/art gallery?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>210</b>	<b>88,1</b>	<b>11,9</b>	 1,49
<b>Nationality</b>				
American	85	89,4	10,6	 1,54
British	39	89,7	10,3	 1,31
Canadian	31	83,9	16,1	 1,71
German	<5			
Chinese	<5			
French	<5			
Spanish	<5			
Danish	<5			
Swedish	<5			
Swiss	<5			
Norwegian	<5			
Austrian	<5			
Other	37	86,5	13,5	 1,38
<b>Type of trip*</b>				
Package tour	30	90,0	10,0	 1,37
Individually-arranged tour	165	87,9	12,1	 1,52
Business-arranged tour	<5			
<b>Purpose of visit*</b>				
Vacation/holiday	196	89,3	10,7	 1,46
Visiting friends/relatives	13	92,3	7,7	 1,38
Event in Iceland (leisure related)	14	78,6	21,4	 2,14
Education and training	9	44,4	55,6	 2,33
Business/small meeting	<5			
Conference/large meeting	<5			
Other	18	61,1	38,9	 2,06

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES ON A BOAT TRIP



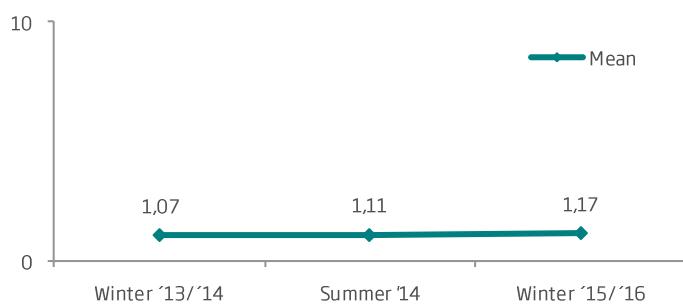
Q.58. How many times did you go on a boat trip (other than whale watching)?

	Count	%
More than 10 times	0	0,0
8-10 times	1	1,1
5-7 times	0	0,0
3-4 times	1	1,1
1-2 times	93	97,9
Number of responses	95	100,0
Number of respondents	95	4,9
Did not get question*	2534	130,6
Did not answer	-689	-35,5
Total	1940	100,0

\*Only those who said they had paid for a boat trip (other than whale watching) (Q50) got this question.



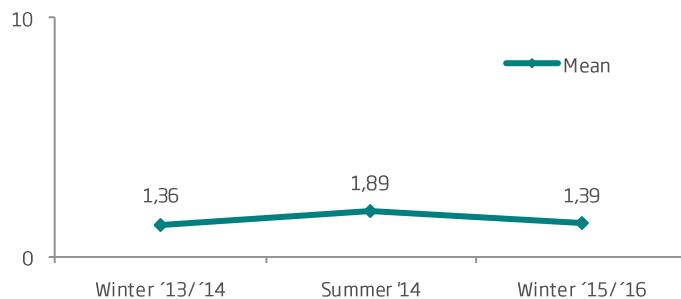
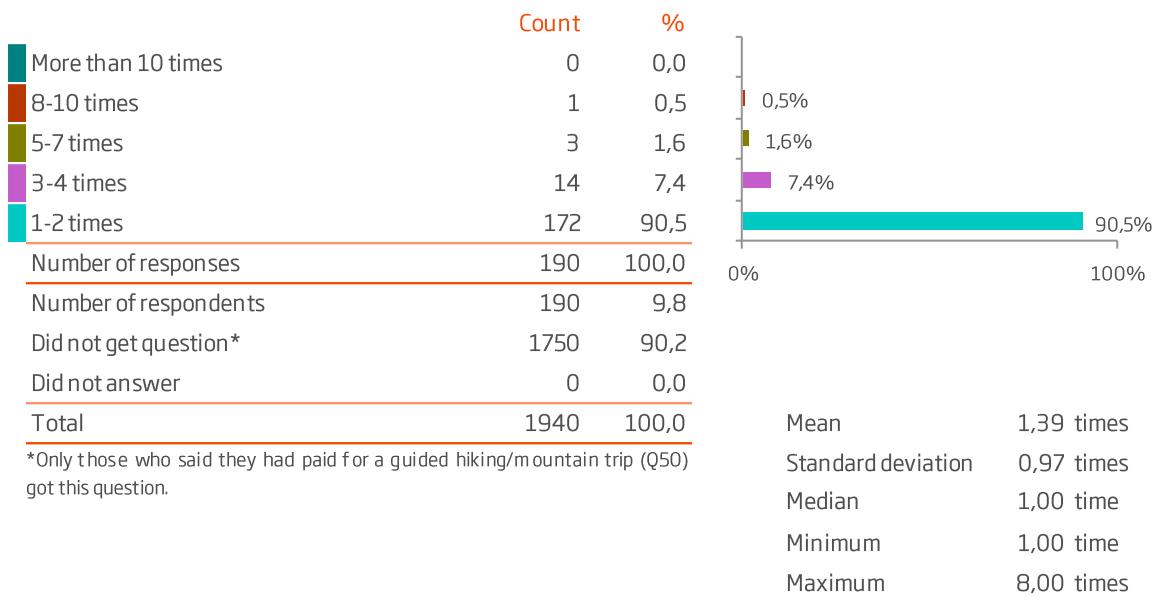
Mean 1,17 times  
 Standard deviation 0,96 times  
 Median 1,00 time  
 Minimum 1,00 time  
 Maximum 10,00 times



# NUMBER OF TIMES ON A GUIDED HIKING/MOUNTAIN TRIP



Q.59. How many times did you participate in a guided hiking/mountain trip?



# NUMBER OF TIMES ON A GUIDED HIKING/MOUNTAIN TRIP



Q.59. How many times did you participate in a guided hiking/mountain trip?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>190</b>	<b>90,5</b>	<b>9,5</b>	 1,39
<b>Gender*</b>				
Male	63	84,1	15,9	 1,62
Female	127	93,7	6,3	 1,28
<b>Age</b>				
24 years and younger	44	86,4	13,6	 1,43
25-34 years	71	94,4	5,6	 1,32
35-44 years	28	89,3	10,7	 1,54
45-54 years	23	82,6	17,4	 1,48
55 years and older	20	95,0	5,0	 1,30
<b>What is your profession?</b>				
Managerial	18	88,9	11,1	 1,33
Professionals (dr./lawyer/account. etc.)	46	91,3	8,7	 1,41
Other professionals	32	93,8	6,3	 1,22
Teacher/Medical care	18	94,4	5,6	 1,17
Clerical/Service	9	88,9	11,1	 1,33
Vocational/Technical	6	83,3	16,7	 1,67
Student	34	91,2	8,8	 1,35
Retired/Homemaker	8	100,0	0,0	 1,00
Artist/Musician/Actor etc.	<5			
Other	18	77,8	22,2	 2,11
<b>Household income</b>				
High	78	93,6	6,4	 1,33
Average	85	88,2	11,8	 1,46
Low	21	90,5	9,5	 1,33
<b>Market area</b>				
North America	93	93,5	6,5	 1,32
Britain	32	93,8	6,3	 1,28
Central/Southern Europe	29	82,8	17,2	 1,69
Scandinavia	5	100,0	0,0	 1,00
Asia	17	88,2	11,8	 1,29
Other	14	78,6	21,4	 1,71
<b>Educational level*</b>				
Finished high school or less	16	68,8	31,3	 2,00
Bachelor's degree or equivalent	109	92,7	7,3	 1,28
Master's/Ph.D. or equivalent	61	93,4	6,6	 1,39

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF TIMES ON A GUIDED HIKING/MOUNTAIN TRIP



Q.59. How many times did you participate in a guided hiking/mountain trip?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>190</b>	<b>90,5</b>	<b>9,5</b>	 1,39
<b>Nationality*</b>				
American	71	93,0	7,0	 1,32
British	19	94,7	5,3	 1,37
Canadian	18	94,4	5,6	 1,39
German	6	83,3	16,7	 1,67
Chinese	17	94,1	5,9	 1,18
French	<5			
Spanish	5	100,0	0,0	 1,00
Danish	<5			
Swedish	<5			
Swiss	<5			
Norwegian	<5			
Dutch	<5			
Italian	<5			
Austrian	<5			
Other	39	87,2	12,8	 1,41
<b>Type of trip*</b>				
Package tour	43	88,4	11,6	 1,47
Individually-arranged tour	140	91,4	8,6	 1,36
Business-arranged tour	<5			
<b>Purpose of visit*</b>				
Vacation/holiday	177	91,0	9,0	 1,37
Visiting friends/relatives	6	66,7	33,3	 2,17
Event in Iceland (leisure related)	19	78,9	21,1	 1,68
Education and training	6	83,3	16,7	 1,83
Business/small meeting	<5			
Conference/large meeting	<5			
Other	14	92,9	7,1	 1,50

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

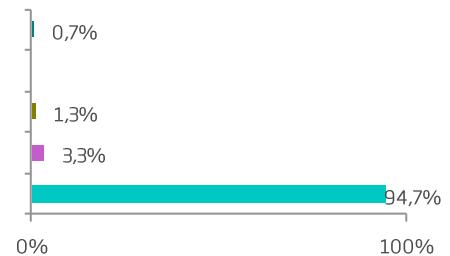
# NUMBER OF TIMES HORSE RIDING



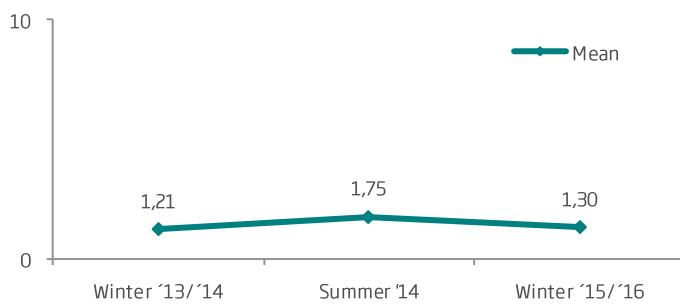
Q.60. How many times did you go horse riding?

	Count	%
More than 10 times	1	0,7
8-10 times	0	0,0
5-7 times	2	1,3
3-4 times	5	3,3
1-2 times	142	94,7
Number of responses	150	100,0
Number of respondents	150	7,7
Did not get question*	1790	92,3
Did not answer	0	0,0
Total	1940	100,0

\*Only those who said they had paid for horse riding (Q50) got this question.



Mean 1,30 times  
 Standard deviation 1,71 times  
 Median 1,00 time  
 Minimum 1,00 time  
 Maximum 20,00 times



# NUMBER OF TIMES HORSE RIDING



Q. 60. How many times did you go horse riding?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>150</b>	<b>94,7</b>	<b>5,3</b>	1,30
<b>Gender</b>				
Male	33	97,0	3,0	1,64
Female	117	94,0	6,0	1,21
<b>Age</b>				
24 years and younger	34	100,0	0,0	1,03
25-34 years	57	98,2	1,8	1,11
35-44 years	23	91,3	8,7	1,96
45-54 years	21	90,5	9,5	1,24
55 years and older	13	76,9	23,1	1,85
<b>What is your profession?</b>				
Managerial	14	100,0	0,0	1,14
Professionals (dr./lawyer/account. etc.)	38	94,7	5,3	1,21
Other professionals	17	94,1	5,9	1,12
Teacher/Medical care	16	100,0	0,0	1,00
Clerical/Service	8	100,0	0,0	1,00
Vocational/Technical	<5			
Student	25	96,0	4,0	1,16
Retired/Homemaker	5	80,0	20,0	2,20
Artist/Musician/Actor etc.	<5			
Other	20	90,0	10,0	2,05
<b>Household income</b>				
High	57	98,2	1,8	1,35
Average	56	92,9	7,1	1,21
Low	32	93,8	6,3	1,28
<b>Market area</b>				
North America	75	96,0	4,0	1,13
Britain	25	96,0	4,0	1,08
Central/Southern Europe	26	84,6	15,4	2,27
Scandinavia	14	100,0	0,0	1,00
Asia	5	100,0	0,0	1,00
Other	5	100,0	0,0	1,00
<b>Educational level*</b>				
Finished high school or less	12	83,3	16,7	2,75
Bachelor's degree or equivalent	91	96,7	3,3	1,15
Master's/Ph.D. or equivalent	46	93,5	6,5	1,22

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF TIMES HORSE RIDING



Q. 60. How many times did you go horse riding?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>150</b>	<b>94,7</b>	<b>5,3</b>	 1,30
<b>Nationality*</b>				
American	64	96,9	3,1	 1,11
British	17	100,0	0,0	 1,00
Canadian	9	100,0	0,0	 1,00
German	9	66,7	33,3	 2,56
Chinese	<5			
French	5	100,0	0,0	 1,00
Danish	<5			
Swedish	5	100,0	0,0	 1,00
Swiss	<5			
Norwegian	<5			
Dutch	<5			
Italian	<5			
Austrian	<5			
Other	25	92,0	8,0	 1,20
<b>Type of trip†</b>				
Package tour	25	96,0	4,0	 1,08
Individually-arranged tour	120	94,2	5,8	 1,36
<b>Purpose of visit†</b>				
Vacation/holiday	142	94,4	5,6	 1,32
Visiting friends/relatives	5	100,0	0,0	 1,00
Event in Iceland (leisure related)	6	100,0	0,0	 1,00
Education and training	6	100,0	0,0	 1,00
Other	8	100,0	0,0	 1,00

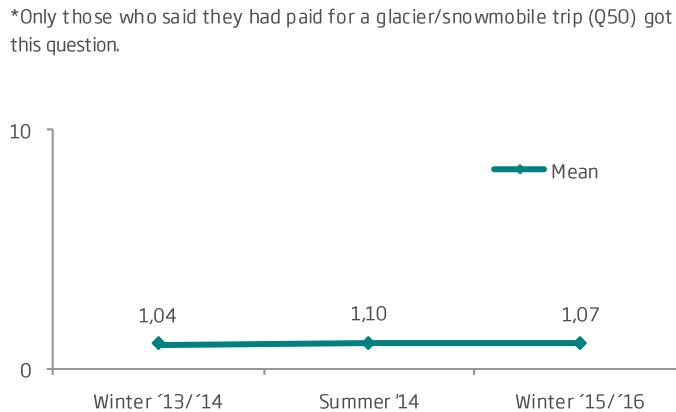
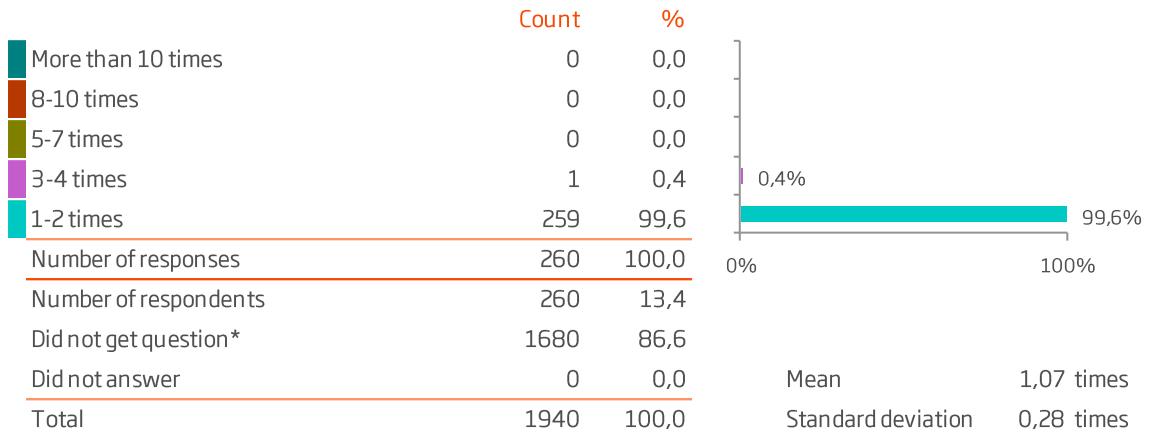
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

†In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES ON A GLACIER/SNOWMOBILE TRIP



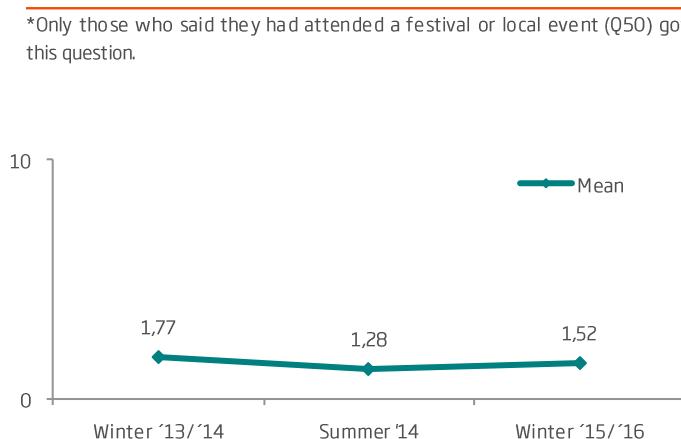
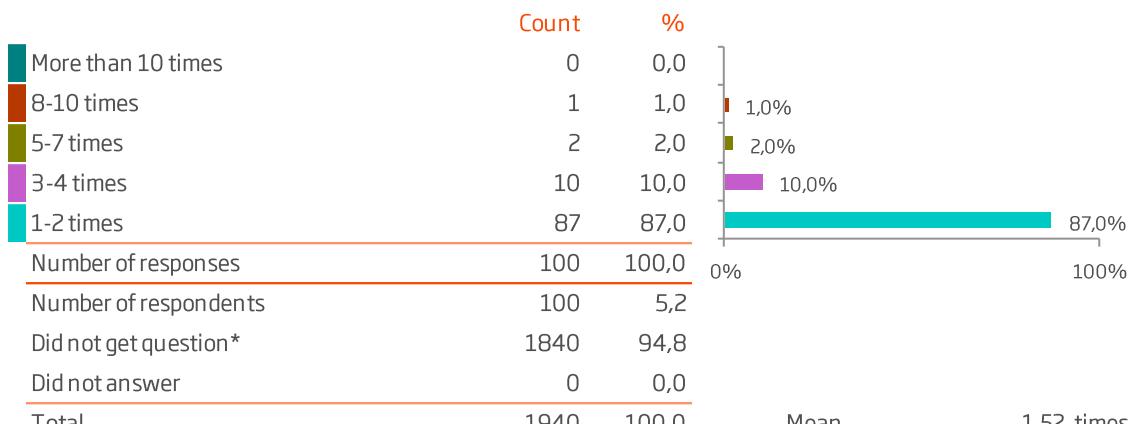
Q.61. How many times did you go on a glacier/snowmobile trip?



# NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



Q.62. How many times did you attend a festival/local event?



# NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



Q.62. How many times did you attend a festival/local event?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	100	87,0	13,0	1,52
<b>Gender</b>				
Male	46	84,8	15,2	1,67
Female	54	88,9	11,1	1,39
<b>Age</b>				
24 years and younger	15	93,3	6,7	1,33
25-34 years	41	82,9	17,1	1,61
35-44 years	18	88,9	11,1	1,44
45-54 years	12	91,7	8,3	1,75
55 years and older	13	84,6	15,4	1,31
<b>What is your profession?</b>				
Managerial	12	91,7	8,3	1,17
Professionals (dr./lawyer/account. etc.)	25	88,0	12,0	1,72
Other professionals	16	87,5	12,5	1,50
Teacher/Medical care	5	80,0	20,0	1,60
Clerical/Service	<5			
Vocational/Technical	<5			
Unskilled	<5			
Student	17	94,1	5,9	1,29
Retired/Homemaker	<5			
Artist/Musician/Actor etc.	<5			
Other	9	88,9	11,1	1,44
<b>Household income</b>				
High	42	88,1	11,9	1,57
Average	39	82,1	17,9	1,56
Low	18	94,4	5,6	1,33
<b>Market area</b>				
North America	58	82,8	17,2	1,71
Britain	13	100,0	0,0	1,08
Central/Southern Europe	17	82,4	17,6	1,47
Scandinavia	7	100,0	0,0	1,14
Asia	<5			
Other	<5			
<b>Educational level</b>				
Finished high school or less	9	88,9	11,1	1,33
Bachelor's degree or equivalent	52	88,5	11,5	1,50
Master's/Ph.D. or equivalent	39	84,6	15,4	1,59

Difference between groups is not statistically significant.

# NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



Q. 62. How many times did you attend a festival/local event?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>100</b>	<b>87,0</b>	<b>13,0</b>	 1,52
<b>Nationality</b>				
American	44	81,8	18,2	 1,66
British	10	100,0	0,0	 1,10
Canadian	16	81,3	18,8	 1,88
German	8	100,0	0,0	 1,00
Chinese	<5			
French	<5			
Spanish	<5			
Danish	<5			
Norwegian	<5			
Dutch	<5			
Italian	<5			
Other	13	84,6	15,4	 1,62
<b>Type of trip*</b>				
Package tour	15	93,3	6,7	 1,20
Individually-arranged tour	76	85,5	14,5	 1,59
Business-arranged tour	<5			
<b>Purpose of visit*</b>				
Vacation/holiday	83	88,0	12,0	 1,49
Visiting friends/relatives	13	84,6	15,4	 1,69
Event in Iceland (leisure related)	29	75,9	24,1	 1,97
Education and training	8	75,0	25,0	 2,00
Business/small meeting	<5			
Conference/large meeting	<5			
Other	15	80,0	20,0	 1,73

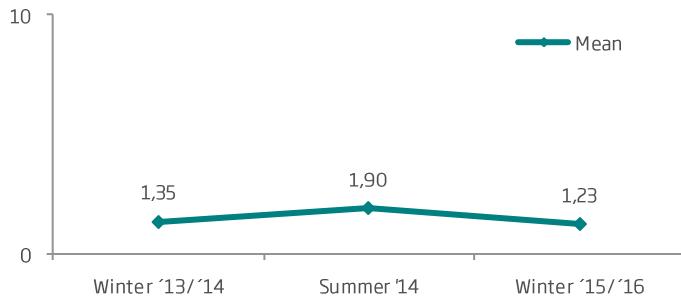
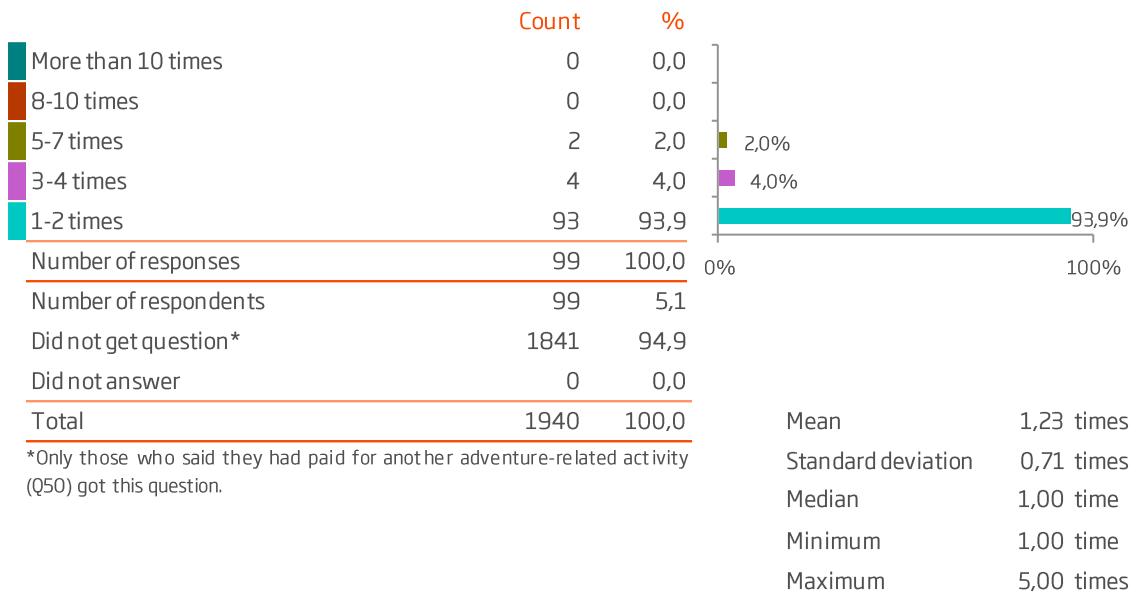
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES IN ANOTHER ADVENTURE-RELATED ACTIVITY



Q.63. How many times did you participate in another adventure-related activity?



# NUMBER OF TIMES IN ANOTHER ADVENTURE-RELATED ACTIVITY



**Q. 63. How many times did you participate in another adventure-related activity?**

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>99</b>	<b>93,9</b>	<b>6,1</b>	1,23
<b>Gender</b>				
Male	31	90,3	9,7	1,29
Female	68	95,6	4,4	1,21
<b>Age</b>				
24 years and younger	24	87,5	12,5	1,46
25-34 years	34	97,1	2,9	1,12
35-44 years	14	100,0	0,0	1,14
45-54 years	13	92,3	7,7	1,31
55 years and older	14	92,9	7,1	1,14
<b>What is your profession?*</b>				
Managerial	7	100,0	0,0	1,00
Professionals (dr./lawyer/account. etc.)	16	100,0	0,0	1,06
Other professionals	21	100,0	0,0	1,10
Teacher/Medical care	17	88,2	11,8	1,35
Clerical/Service	5	80,0	20,0	1,80
Vocational/Technical	<5			
Student	16	93,8	6,3	1,25
Retired/Homemaker	<5			
Other	12	91,7	8,3	1,17
<b>Household income</b>				
High	37	94,6	5,4	1,22
Average	42	95,2	4,8	1,12
Low	14	85,7	14,3	1,64
<b>Market area</b>				
North America	48	97,9	2,1	1,15
Britain	18	94,4	5,6	1,22
Central/Southern Europe	23	82,6	17,4	1,48
Scandinavia	<5			
Asia	<5			
Other	<5			
<b>Educational level*</b>				
Finished high school or less	11	63,6	36,4	1,91
Bachelor's degree or equivalent	54	96,3	3,7	1,24
Master's/Ph.D. or equivalent	33	100,0	0,0	1,00

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF TIMES IN ANOTHER ADVENTURE-RELATED ACTIVITY



Q. 63. How many times did you participate in another adventure-related activity?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>99</b>	<b>93,9</b>	<b>6,1</b>	 1,23
<b>Nationality</b>				
American	39	97,4	2,6	 1,15
British	13	92,3	7,7	 1,31
Canadian	8	100,0	0,0	 1,13
German	6	83,3	16,7	 1,67
Chinese	<5			
French	8	87,5	12,5	 1,38
Spanish	<5			
Danish	<5			
Swedish	<5			
Swiss	<5			
Norwegian	<5			
Other	16	93,8	6,3	 1,13
<b>Type of trip*</b>				
Package tour	17	82,4	17,6	 1,41
Individually-arranged tour	75	96,0	4,0	 1,21
Business-arranged tour	<5			
<b>Purpose of visit*</b>				
Vacation/holiday	91	94,5	5,5	 1,23
Visiting friends/relatives	<5			
Event in Iceland (leisure related)	6	100,0	0,0	 1,00
Education and training	5	80,0	20,0	 1,40
Business/small meeting	<5			
Other	9	88,9	11,1	 1,22

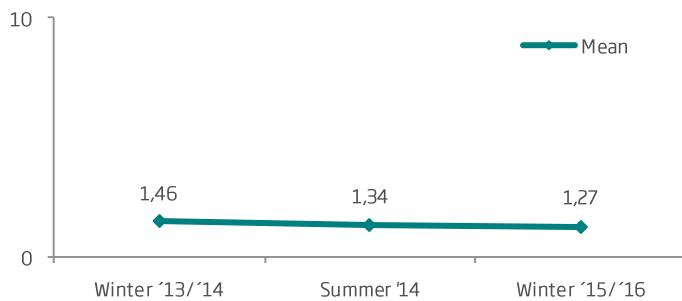
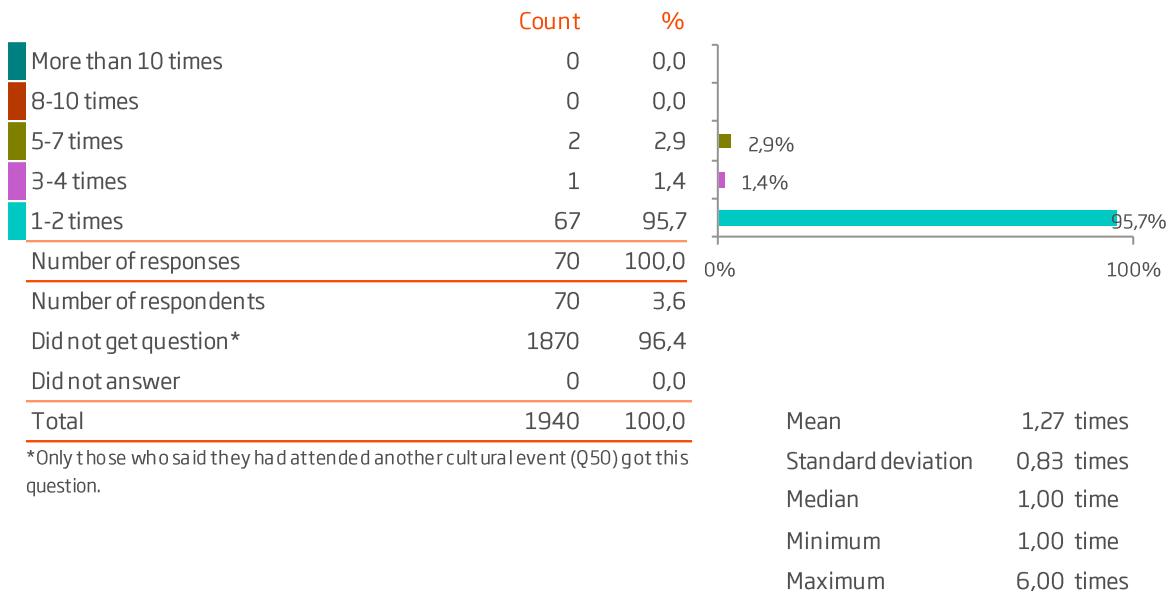
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES ATTENDING ANOTHER CULTURAL EVENT



Q.64. How many times did you attend another cultural event?



# NUMBER OF TIMES ON A CAVING TOUR

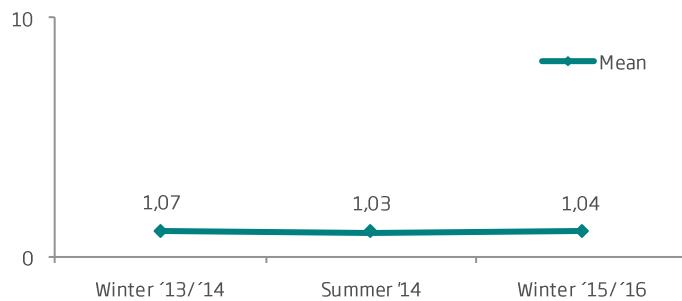


Q. 65. How many times did you participate in a caving tour?

	Count	%
More than 10 times	0	0,0
8-10 times	0	0,0
5-7 times	0	0,0
3-4 times	1	0,7
1-2 times	138	99,3
Number of responses	139	100,0
Number of respondents	139	7,2
Did not get question*	1801	92,8
Did not answer	0	0,0
Total	1940	100,0

\*Only those who said they had paid for a caving tour (Q50) got this question.

Mean 1,04 times  
 Standard deviation 0,29 times  
 Median 1,00 time  
 Minimum 1,00 time  
 Maximum 4,00 times

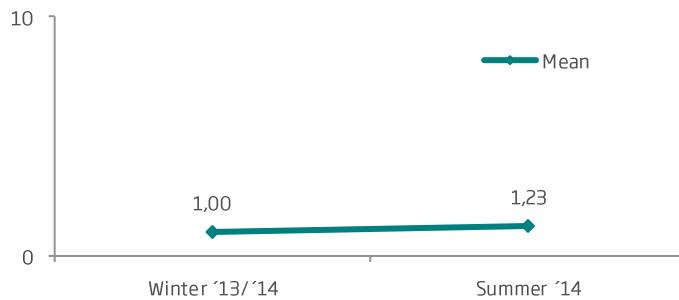


# NUMBER OF TIMES ON A CYCLING TOUR



Q.66. How many times did you participate in a cycling tour?

	Count	%	
More than 10 times	0	0,0	
8-10 times	0	0,0	
5-7 times	0	0,0	
3-4 times	0	0,0	
1-2 times	5	100,0	
Number of responses	5	100,0	
Number of respondents	5	0,3	
Did not get question*	1935	99,7	
Did not answer	0	0,0	
Total	1940	100,0	
*Only those who said they had participated in a cycling tour (Q50) got this question.		Mean	1,20 times
		Standard deviation	0,45 times
		Median	1,00 time
		Minimum	1,00 time
		Maximum	2,00 times



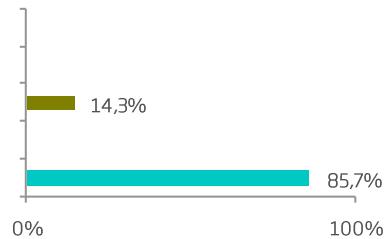
# NUMBER OF TIMES ON RIVER RAFTING/KAYAKING TOUR



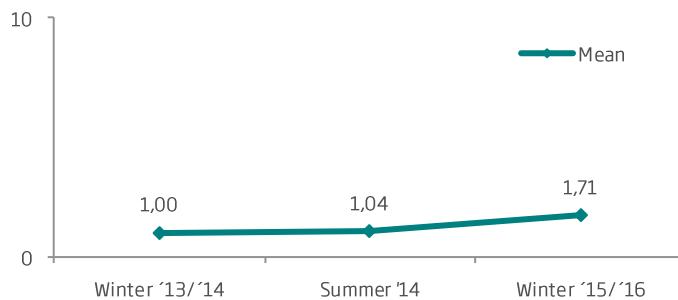
Q.67. How many times did you go river rafting/kayaking tour?

	Count	%
More than 10 times	0	0,0
8-10 times	0	0,0
5-7 times	1	14,3
3-4 times	0	0,0
1-2 times	6	85,7
Number of responses	7	100,0
Number of respondents	7	0,4
Did not get question*	1933	99,6
Did not answer	0	0,0
Total	1940	100,0

\*Only those who said they had paid for river rafting/kayaking tour (Q50) got this question.



Mean 1,71 times  
 Standard deviation 1,89 times  
 Median 1,00 time  
 Minimum 1,00 time  
 Maximum 6,00 times



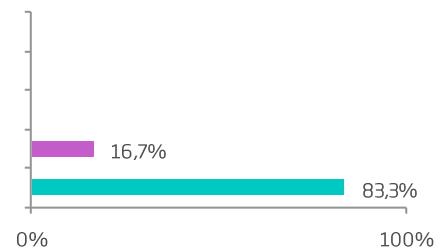
# NUMBER OF TIMES HUNTING/FISHING



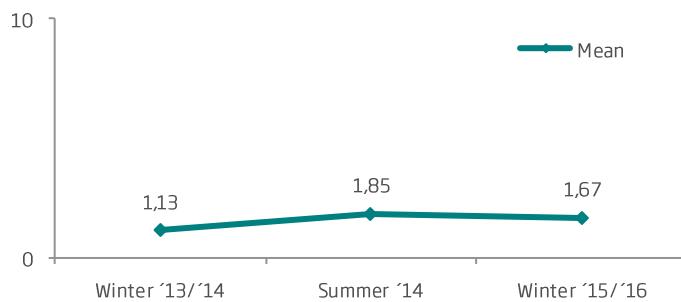
Q.68. How many times did you go hunting/fishing?

	Count	%
More than 10 times	0	0,0
8-10 times	0	0,0
5-7 times	0	0,0
3-4 times	1	16,7
1-2 times	5	83,3
Number of responses	6	100,0
Number of respondents	6	0,3
Did not get question*	1934	99,7
Did not answer	0	0,0
Total	1940	100,0

\*Only those who said they had gone hunting/fishing (Q50) got this question.



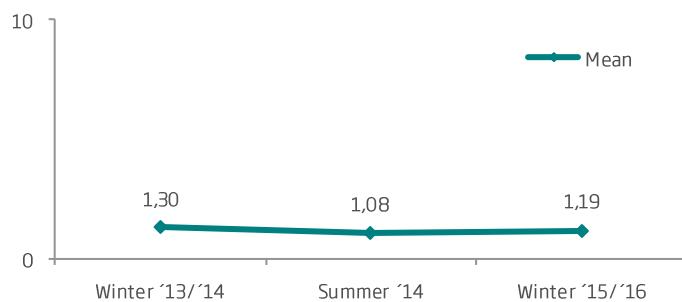
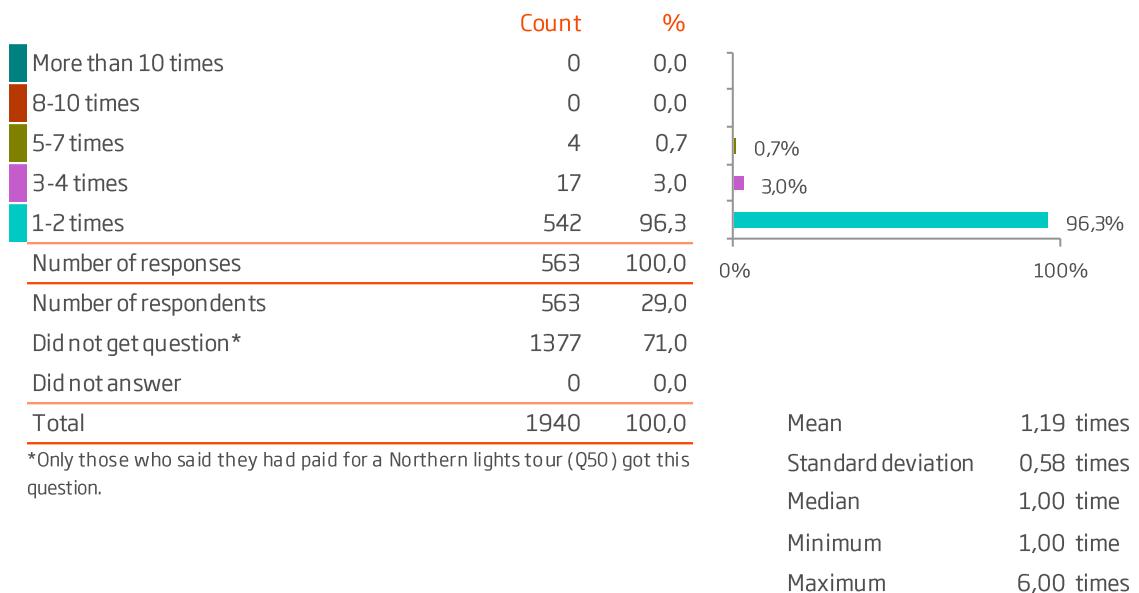
Mean 1,67 times  
 Standard deviation 0,82 times  
 Median 1,50 times  
 Minimum 1,00 time  
 Maximum 3,00 times



# NUMBER OF TIMES IN A NORHTERN LIGHTS TOUR



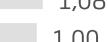
Q.69. How many times did you participate in a Northern lights tour?



# NUMBER OF TIMES IN A NORHTERN LIGHTS TOUR



Q. 69. How many times did you participate in a Northern lights tour?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>563</b>	<b>96,3</b>	<b>3,7</b>	 1,19
<b>Gender</b>				
Male	150	98,0	2,0	 1,15
Female	412	95,6	4,4	 1,20
<b>Age</b>				
24 years and younger	85	94,1	5,9	 1,19
25-34 years	177	97,7	2,3	 1,11
35-44 years	101	96,0	4,0	 1,22
45-54 years	93	96,8	3,2	 1,29
55 years and older	101	95,0	5,0	 1,21
<b>What is your profession?</b>				
Managerial	74	97,3	2,7	 1,18
Professionals (dr./lawyer/account. etc.)	125	95,2	4,8	 1,22
Other professionals	108	96,3	3,7	 1,19
Teacher/Medical care	65	93,8	6,2	 1,20
Clerical/Service	28	100,0	0,0	 1,11
Vocational/Technical	12	100,0	0,0	 1,08
Unskilled	5	100,0	0,0	 1,00
Student	59	98,3	1,7	 1,14
Retired/Homemaker	40	95,0	5,0	 1,23
Artist/Musician/Actor etc.	<5			
Other	41	95,1	4,9	 1,29
<b>Household income</b>				
High	254	95,7	4,3	 1,21
Average	227	97,8	2,2	 1,14
Low	69	94,2	5,8	 1,26
<b>Market area*</b>				
North America	290	97,2	2,8	 1,15
Britain	140	95,7	4,3	 1,21
Central/Southern Europe	62	98,4	1,6	 1,05
Scandinavia	6	100,0	0,0	 1,33
Asia	33	90,9	9,1	 1,42
Other	30	93,3	6,7	 1,27
<b>Educational level</b>				
Finished high school or less	35	94,3	5,7	 1,26
Bachelor's degree or equivalent	334	95,2	4,8	 1,21
Master's/Ph.D. or equivalent	188	98,9	1,1	 1,13

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF TIMES IN A NORHTERN LIGHTS TOUR



Q. 69. How many times did you participate in a Northern lights tour?

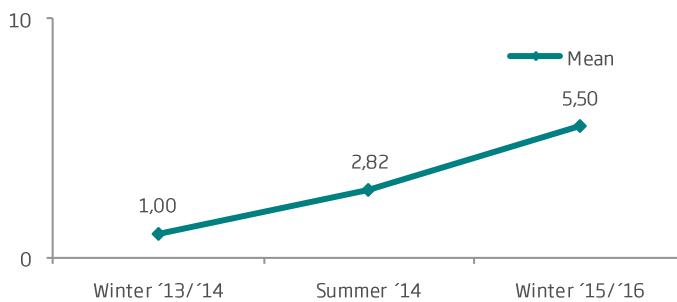
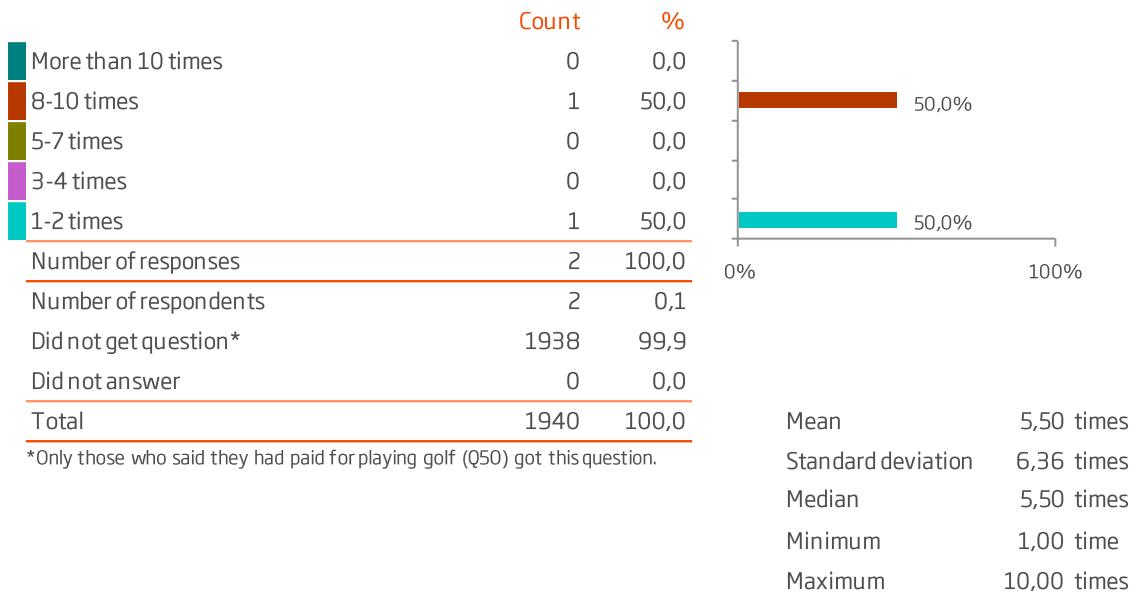
	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>563</b>	<b>96,3</b>	<b>3,7</b>	 1,19
<b>Nationality</b>				
American	246	96,7	3,3	 1,18
British	126	95,2	4,8	 1,22
Canadian	45	97,8	2,2	 1,11
German	6	100,0	0,0	 1,00
Chinese	22	100,0	0,0	 1,14
French	<5			
Spanish	<5			
Danish	<5			
Swedish	<5			
Swiss	5	100,0	0,0	 1,00
Norwegian	<5			
Dutch	6	100,0	0,0	 1,00
Italian	<5			
Austrian	<5			
Other	93	93,5	6,5	 1,25
<b>Type of trip**</b>				
Package tour	202	95,0	5,0	 1,23
Individually-arranged tour	350	96,6	3,4	 1,17
<b>Purpose of visit**</b>				
Vacation/holiday	553	96,2	3,8	 1,19
Visiting friends/relatives	15	100,0	0,0	 1,00
Event in Iceland (leisure related)	18	94,4	5,6	 1,22
Education and training	5	100,0	0,0	 1,20
Conference/large meeting	<5			
Other	12	91,7	8,3	 1,50

Difference between groups is not statistically significant.

# NUMBER OF TIMES PLAYING GOLF



Q.70. How many times did you play golf?

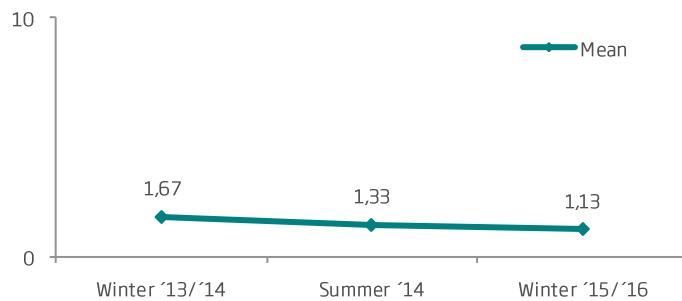


# NUMBER OF TIMES SKIING/SNOWBOARDING



Q.71. How many times did you go skiing/snowboarding?

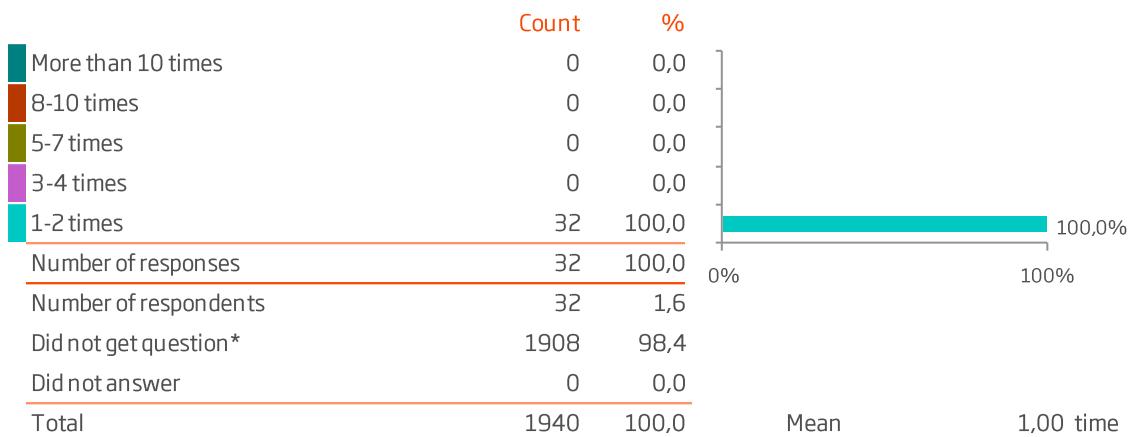
	Count	%
More than 10 times	0	0,0
8-10 times	0	0,0
5-7 times	0	0,0
3-4 times	0	0,0
1-2 times	8	100,0
Number of responses	8	100,0
Number of respondents	8	0,4
Did not get question*	1932	99,6
Did not answer	0	0,0
Total	1940	100,0
		Mean 1,13 times
		Standard deviation 0,35 times
		Median 1,00 time
		Minimum 1,00 time
		Maximum 2,00 times



# NUMBER OF TIMES SNORKELING



Q.72. How many times did you go snorkeling?

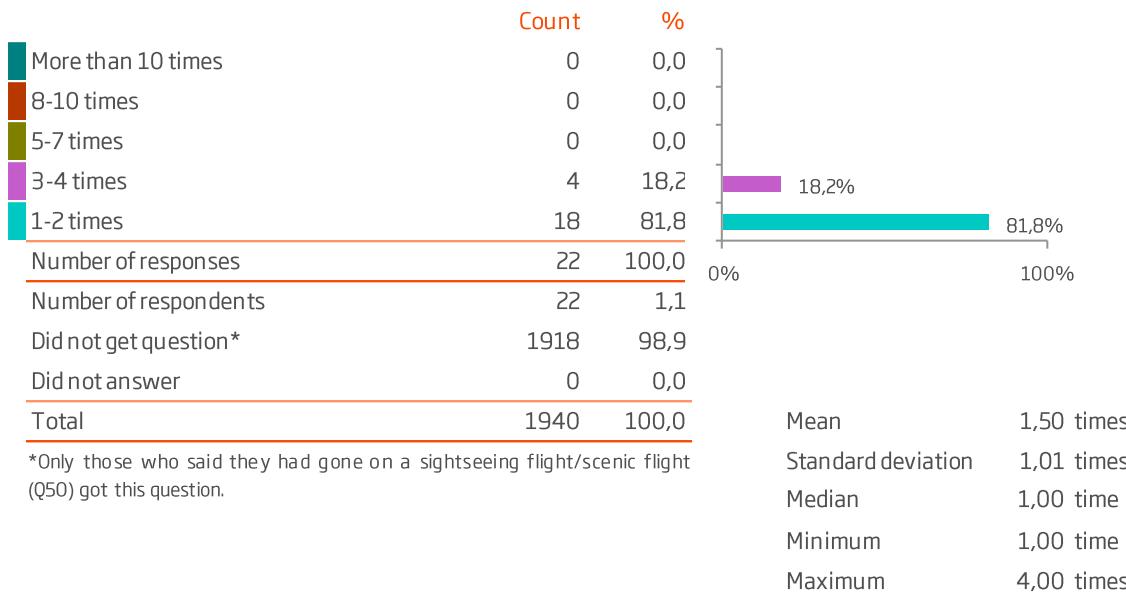


Mean 1,00 time  
Standard deviation 0,00 times  
Median 1,00 time  
Minimum 1,00 time  
Maximum 1,00 time

# NUMBER OF TIMES ON A SIGHTSEEING FLIGHT



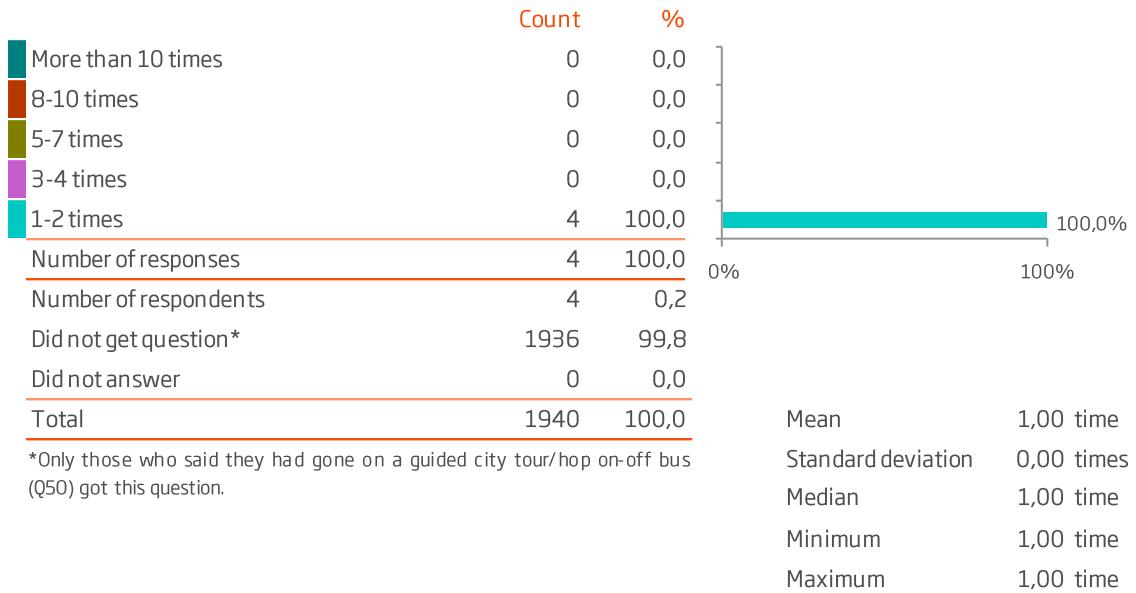
Q.73. How many times did you go on a sightseeing flight/scenic flight?



# NUMBER OF TIMES ON A GUIDED CITY TOUR



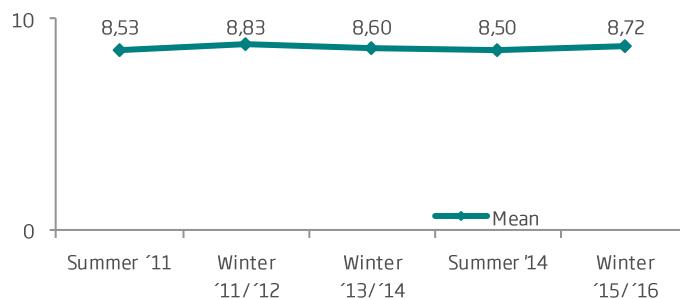
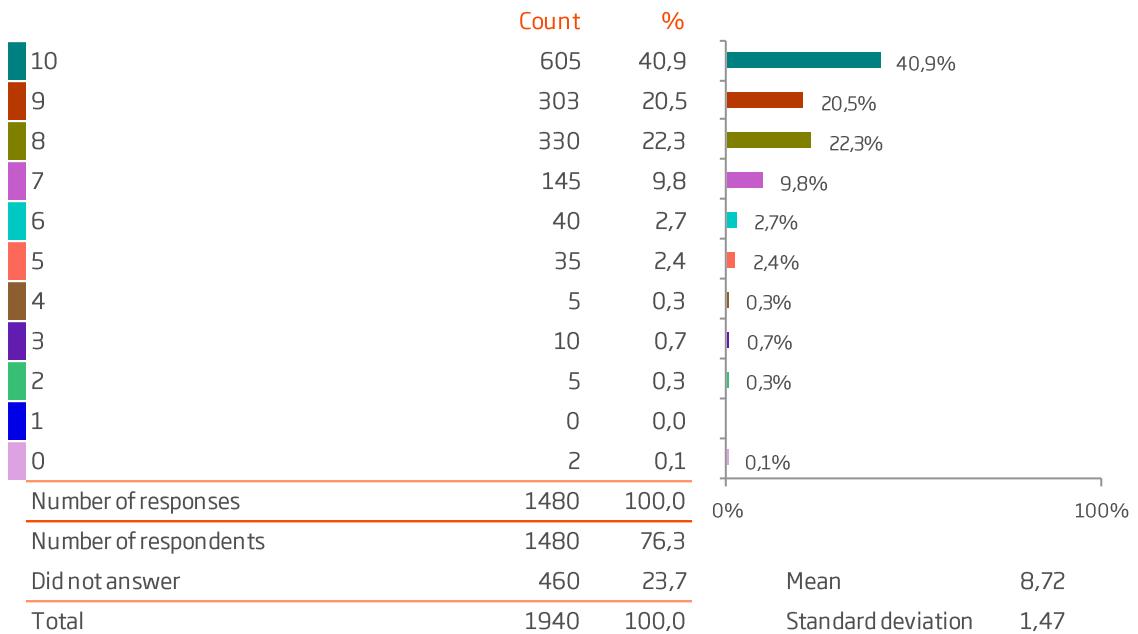
Q.74. How many times did you go on a guided city tour/hop on-off bus?



# SERVICE IN NATURE BASED ACTIVITIES



Q. 75. Please rate services in nature-based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



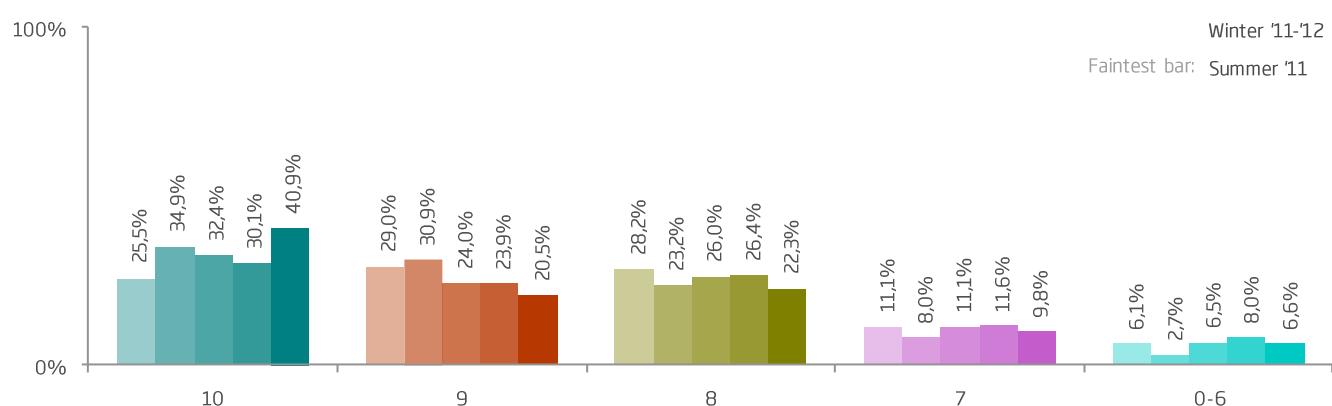
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# SERVICE IN NATURE BASED ACTIVITIES



Q. 75. Please rate services in nature-based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

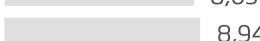
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1480	40,9	20,5	22,3	9,8	6,6	8,72
<b>Gender*</b>							
Male	491	30,8	25,1	23,8	12,0	8,4	8,50
Female	988	45,9	18,2	21,6	8,7	5,7	8,83
<b>Age</b>							
24 years and younger	242	43,4	20,7	23,1	7,4	5,4	8,84
25-34 years	536	41,8	19,6	21,3	10,1	7,3	8,69
35-44 years	277	39,0	19,5	25,3	10,5	5,8	8,71
45-54 years	206	36,9	23,3	23,8	11,2	4,9	8,71
55 years and older	198	44,9	21,2	15,7	9,6	8,6	8,74
<b>What is your profession?</b>							
Managerial	178	42,7	18,5	21,9	10,1	6,7	8,75
Professionals (dr./lawyer/account. etc.)	345	37,1	24,1	23,2	10,1	5,5	8,72
Other professionals	247	38,5	21,5	25,9	9,3	4,9	8,71
Teacher/Medical care	158	41,1	20,3	20,3	9,5	8,9	8,68
Clerical/Service	80	46,3	26,3	10,0	10,0	7,5	8,83
Vocational/Technical	40	35,0	12,5	22,5	20,0	10,0	8,20
Unskilled	6	50,0	33,3	16,7	0,0	0,0	9,33
Student	199	43,2	16,1	24,1	9,5	7,0	8,74
Retired/Homemaker	73	42,5	17,8	21,9	9,6	8,2	8,67
Artist/Musician/Actor etc.	13	46,2	23,1	7,7	15,4	7,7	8,77
Other	126	46,0	17,5	24,6	6,3	5,6	8,85
<b>Household income</b>							
High	609	40,9	21,3	20,5	10,3	6,9	8,73
Average	606	41,7	18,5	24,4	9,1	6,3	8,72
Low	212	41,0	23,6	20,3	8,5	6,6	8,77
<b>Market area*</b>							
North America	707	48,8	20,1	20,1	6,6	4,4	8,97
Britain	300	37,0	18,3	24,3	13,7	6,7	8,59
Central/Southern Europe	236	27,5	25,8	23,3	12,3	11,0	8,31
Scandinavia	76	40,8	17,1	21,1	13,2	7,9	8,67
Asia	82	28,0	17,1	32,9	11,0	11,0	8,32
Other	76	36,8	23,7	21,1	11,8	6,6	8,61
<b>Educational level</b>							
Finished high school or less	119	28,6	26,1	25,2	11,8	8,4	8,44
Bachelor's degree or equivalent	868	43,3	19,4	22,1	9,2	6,0	8,78
Master's/Ph.D. or equivalent	470	40,0	20,9	21,9	10,2	7,0	8,71

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# SERVICE IN NATURE BASED ACTIVITIES



Q. 75. Please rate services in nature-based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1480</b>	<b>40,9</b>	<b>20,5</b>	<b>22,3</b>	<b>9,8</b>	<b>6,6</b>	
<b>Nationality*</b>							
American	538	50,9	19,7	19,3	6,7	3,3	
British	252	36,1	20,2	22,2	14,7	6,7	
Canadian	156	41,7	21,2	23,1	5,8	8,3	
German	47	34,0	34,0	14,9	6,4	10,6	
Chinese	49	40,8	10,2	30,6	12,2	6,1	
French	36	25,0	16,7	30,6	16,7	11,1	
Spanish	27	14,8	22,2	29,6	25,9	7,4	
Danish	21	61,9	9,5	14,3	9,5	4,8	
Swedish	23	39,1	21,7	17,4	13,0	8,7	
Swiss	16	43,8	18,8	25,0	0,0	12,5	
Norwegian	14	28,6	14,3	35,7	14,3	7,1	
Dutch	17	5,9	29,4	29,4	17,6	17,6	
Italian	13	46,2	15,4	15,4	7,7	15,4	
Austrian	8	12,5	25,0	50,0	12,5	0,0	
Other	263	32,3	22,4	25,1	11,0	9,1	
<b>Type of trip*</b>							
Package tour	289	44,3	20,1	22,5	9,3	3,8	
Individually-arranged tour	1097	40,5	20,5	22,0	9,9	7,1	
Business-arranged tour	27	29,6	22,2	33,3	11,1	3,7	
<b>Purpose of visit*</b>							
Vacation/holiday	1372	40,8	20,4	22,7	10,0	6,1	
Visiting friends/relatives	74	45,9	17,6	21,6	2,7	12,2	
Event in Iceland (leisure related)	70	52,9	17,1	14,3	8,6	7,1	
Education and training	47	42,6	12,8	23,4	8,5	12,8	
Business/small meeting	25	40,0	36,0	12,0	12,0	0,0	
Conference/large meeting	21	61,9	9,5	19,0	0,0	9,5	
Other	115	39,1	20,0	24,3	7,0	9,6	

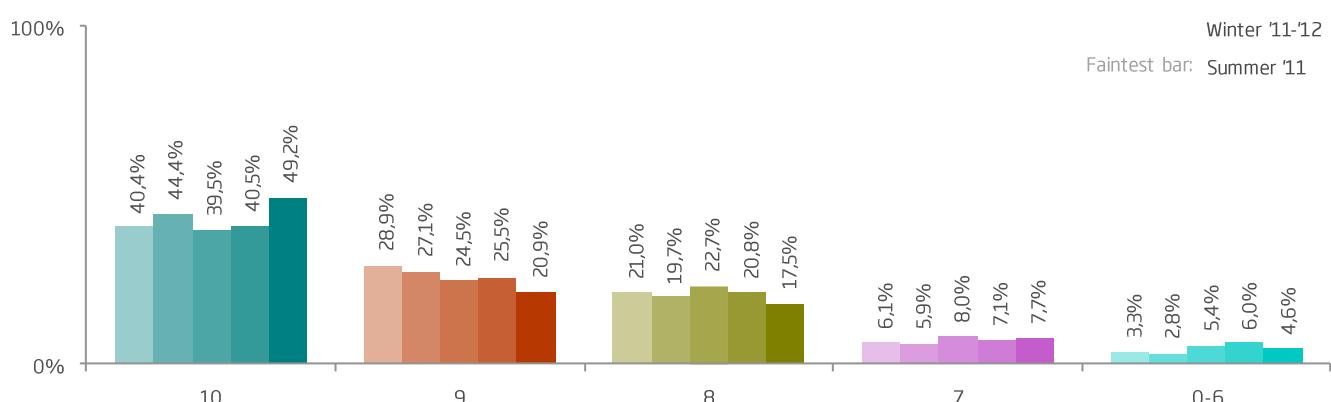
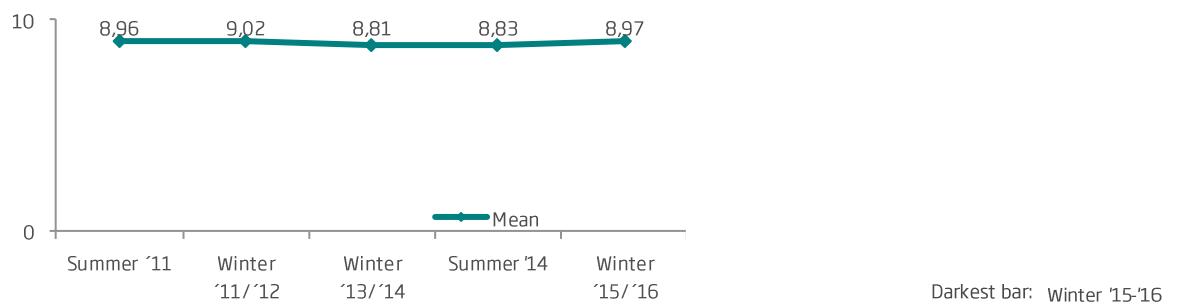
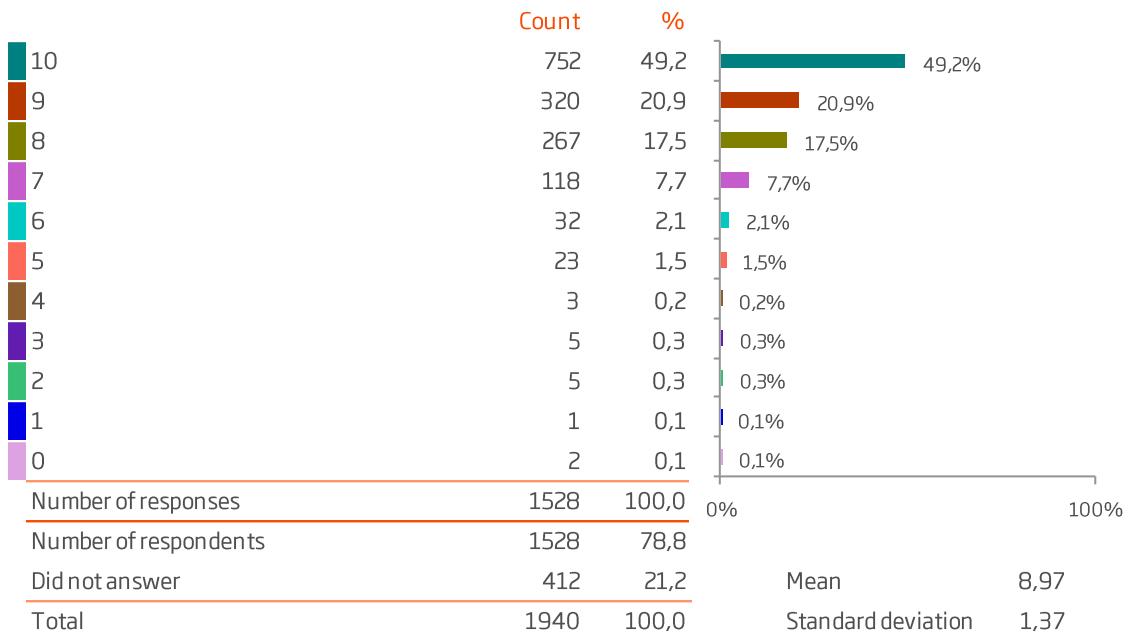
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# VARIETY OF NATURE BASED ACTIVITIES



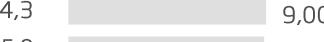
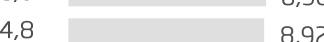
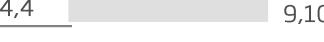
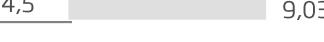
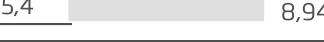
Q. 76. Please rate the variety of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# VARIETY OF NATURE BASED ACTIVITIES



Q. 76. Please rate the variety of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1528</b>	<b>49,2</b>	<b>20,9</b>	<b>17,5</b>	<b>7,7</b>	<b>4,6</b>	 8,97
<b>Gender*</b>							
Male	509	39,3	25,1	20,4	9,4	5,7	 8,77
Female	1018	54,1	18,9	16,0	6,9	4,1	 9,07
<b>Age</b>							
24 years and younger	259	54,1	20,5	15,4	6,2	3,9	 9,11
25-34 years	556	51,6	20,5	16,0	7,6	4,3	 9,00
35-44 years	282	48,6	19,9	16,7	9,9	5,0	 8,94
45-54 years	210	45,7	20,5	22,9	7,6	3,3	 8,96
55 years and older	200	44,5	23,5	18,5	6,5	7,0	 8,83
<b>What is your profession?</b>							
Managerial	179	49,2	17,9	23,5	4,5	5,0	 8,96
Professionals (dr./lawyer/account. etc.)	354	45,8	24,3	16,1	9,0	4,8	 8,92
Other professionals	256	47,7	22,7	15,6	7,4	6,6	 8,95
Teacher/Medical care	164	48,8	19,5	20,1	8,5	3,0	 8,99
Clerical/Service	81	51,9	21,0	16,0	7,4	3,7	 9,01
Vocational/Technical	41	53,7	17,1	17,1	4,9	7,3	 8,88
Unskilled	5	40,0	40,0	20,0	0,0	0,0	 9,20
Student	211	54,0	18,5	15,6	8,1	3,8	 9,06
Retired/Homemaker	70	42,9	21,4	22,9	10,0	2,9	 8,83
Artist/Musician/Actor etc.	14	42,9	28,6	14,3	14,3	0,0	 9,00
Other	136	58,1	16,2	14,0	7,4	4,4	 9,10
<b>Household income</b>							
High	619	48,9	20,2	19,5	6,8	4,5	 8,98
Average	631	50,4	19,7	16,0	9,2	4,8	 8,96
Low	224	50,0	22,8	16,5	6,3	4,5	 9,03
<b>Market area*</b>							
North America	726	58,0	21,2	13,8	5,0	2,1	 9,26
Britain	303	41,9	19,8	20,5	11,6	6,3	 8,74
Central/Southern Europe	260	39,6	21,2	23,5	8,8	6,9	 8,67
Scandinavia	77	48,1	15,6	19,5	10,4	6,5	 8,82
Asia	82	30,5	19,5	23,2	12,2	14,6	 8,27
Other	77	48,1	29,9	13,0	6,5	2,6	 9,06
<b>Educational level</b>							
Finished high school or less	123	44,7	22,8	16,3	7,3	8,9	 8,78
Bachelor's degree or equivalent	900	51,1	20,3	17,4	7,8	3,3	9,03
Master's/Ph.D. or equivalent	482	47,3	21,6	17,8	7,9	5,4	8,94

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# VARIETY OF NATURE BASED ACTIVITIES



Q. 76. Please rate the variety of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1528</b>	<b>49,2</b>	<b>20,9</b>	<b>17,5</b>	<b>7,7</b>	<b>4,6</b>	 8,97
<b>Nationality*</b>							
American	554	61,2	20,8	12,1	4,2	1,8	 9,34
British	253	41,5	21,3	22,5	8,7	5,9	 8,79
Canadian	160	46,9	23,1	18,8	8,1	3,1	 8,96
German	57	49,1	26,3	12,3	3,5	8,8	 8,91
Chinese	49	42,9	14,3	20,4	10,2	12,2	 8,57
French	37	29,7	18,9	27,0	18,9	5,4	 8,46
Spanish	30	26,7	23,3	20,0	20,0	10,0	 8,30
Danish	22	54,5	13,6	13,6	9,1	9,1	 8,91
Swedish	22	59,1	13,6	13,6	9,1	4,5	 9,09
Swiss	20	45,0	15,0	25,0	5,0	10,0	 8,55
Norwegian	13	30,8	15,4	46,2	7,7	0,0	 8,69
Dutch	19	15,8	21,1	47,4	15,8	0,0	 8,37
Italian	13	46,2	23,1	15,4	0,0	15,4	 8,23
Austrian	8	50,0	25,0	12,5	0,0	12,5	 8,88
Other	271	42,1	21,4	18,8	11,4	6,3	 8,74
<b>Type of trip*</b>							
Package tour	295	50,8	21,4	15,3	8,5	4,1	 9,03
Individually-arranged tour	1132	49,4	20,8	17,5	7,5	4,8	 8,97
Business-arranged tour	28	28,6	28,6	28,6	14,3	0,0	 8,71
<b>Purpose of visit*</b>							
Vacation/holiday	1414	49,5	20,4	17,9	7,9	4,4	 8,98
Visiting friends/relatives	77	51,9	23,4	14,3	5,2	5,2	 8,99
Event in Iceland (leisure related)	73	61,6	21,9	6,8	5,5	4,1	 9,29
Education and training	47	44,7	25,5	17,0	6,4	6,4	 8,91
Business/small meeting	28	39,3	32,1	14,3	10,7	3,6	 8,79
Conference/large meeting	24	70,8	12,5	12,5	0,0	4,2	 9,42
Other	124	46,8	25,8	16,1	5,6	5,6	 8,94

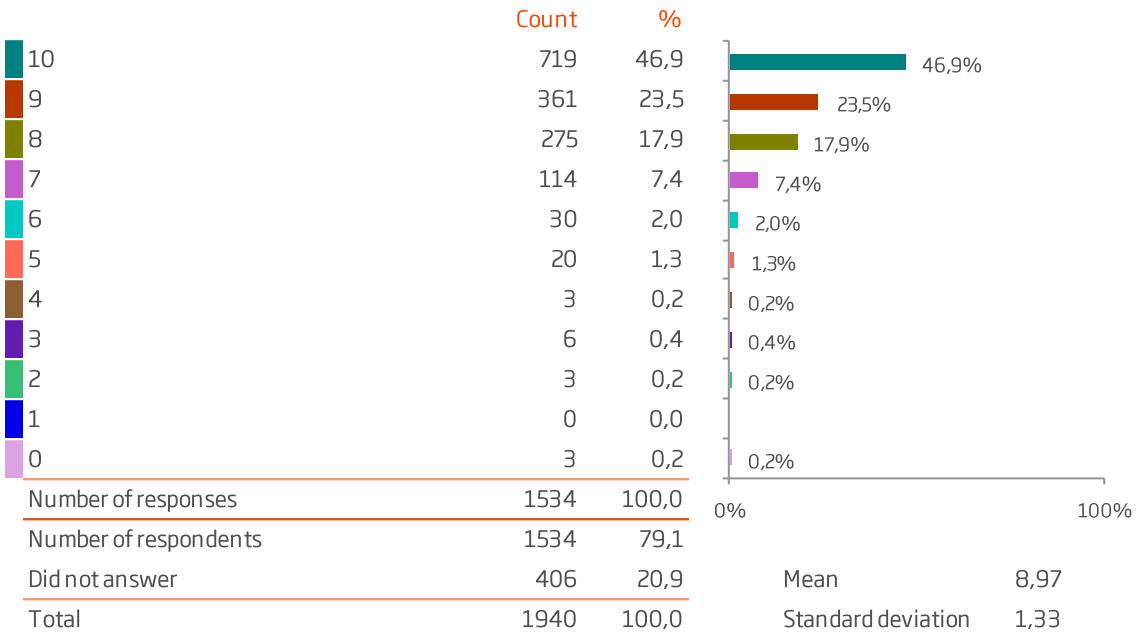
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# OVERALL QUALITY OF NATURE BASED ACTIVITIES



Q. 77. Please rate the overall quality of your experience of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# OVERALL QUALITY OF NATURE BASED ACTIVITIES



Q. 77. Please rate the overall quality of your experience of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

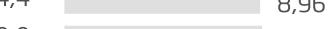
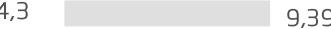
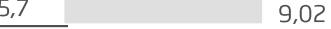
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1534</b>	<b>46,9</b>	<b>23,5</b>	<b>17,9</b>	<b>7,4</b>	<b>4,2</b>	
<b>Gender*</b>							8,97
Male	512	37,7	26,0	22,5	9,6	4,3	
Female	1021	51,4	22,3	15,7	6,4	4,2	
<b>Age</b>							
24 years and younger	254	50,4	25,2	16,5	4,3	3,5	
25-34 years	554	48,6	22,0	17,0	8,1	4,3	
35-44 years	285	45,6	23,9	17,5	10,2	2,8	
45-54 years	213	43,2	23,9	23,5	5,6	3,8	
55 years and older	206	47,1	24,8	13,6	7,8	6,8	
<b>What is your profession?</b>							
Managerial	178	46,1	20,2	22,5	6,2	5,1	
Professionals (dr./lawyer/account. etc.)	358	45,8	23,5	20,1	6,4	4,2	
Other professionals	253	44,7	25,3	16,2	9,9	4,0	
Teacher/Medical care	165	44,8	21,8	21,2	7,9	4,2	
Clerical/Service	80	51,3	23,8	13,8	6,3	5,0	
Vocational/Technical	44	43,2	27,3	13,6	9,1	6,8	
Unskilled	6	50,0	50,0	0,0	0,0	0,0	
Student	208	49,0	26,4	15,4	6,3	2,9	
Retired/Homemaker	75	45,3	25,3	16,0	10,7	2,7	
Artist/Musician/Actor etc.	13	53,8	23,1	7,7	15,4	0,0	
Other	137	54,0	19,0	13,9	7,3	5,8	
<b>Household income</b>							
High	623	46,1	22,8	18,8	7,9	4,5	
Average	632	48,3	22,6	17,6	7,3	4,3	
Low	223	49,3	25,1	16,6	5,8	3,1	
<b>Market area*</b>							
North America	732	55,5	22,0	15,2	5,2	2,2	
Britain	301	40,9	22,9	21,6	9,3	5,3	
Central/Southern Europe	254	36,6	30,3	15,4	11,0	6,7	
Scandinavia	80	46,3	16,3	21,3	11,3	5,0	
Asia	83	28,9	19,3	32,5	8,4	10,8	
Other	81	42,0	29,6	19,8	4,9	3,7	
<b>Educational level</b>							
Finished high school or less	121	40,5	26,4	15,7	9,1	8,3	
Bachelor's degree or equivalent	903	48,8	22,9	17,6	6,6	4,0	
Master's/Ph.D. or equivalent	487	45,4	23,8	19,1	8,4	3,3	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# OVERALL QUALITY OF NATURE BASED ACTIVITIES



Q. 77. Please rate the overall quality of your experience of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1534</b>	<b>46,9</b>	<b>23,5</b>	<b>17,9</b>	<b>7,4</b>	<b>4,2</b>	
<b>Nationality*</b>							
American	559	59,0	20,6	13,2	5,2	2,0	
British	253	41,5	22,5	21,7	9,5	4,7	
Canadian	160	43,8	27,5	20,0	3,8	5,0	
German	54	44,4	31,5	11,1	5,6	7,4	
Chinese	50	40,0	20,0	26,0	8,0	6,0	
French	36	25,0	30,6	22,2	19,4	2,8	
Spanish	31	25,8	25,8	19,4	22,6	6,5	
Danish	22	63,6	13,6	13,6	4,5	4,5	
Swedish	25	48,0	24,0	16,0	8,0	4,0	
Swiss	19	42,1	21,1	21,1	5,3	10,5	
Norwegian	14	28,6	14,3	35,7	14,3	7,1	
Dutch	17	17,6	23,5	41,2	17,6	0,0	
Italian	13	46,2	23,1	7,7	7,7	15,4	
Austrian	8	12,5	62,5	12,5	12,5	0,0	
Other	273	38,5	26,4	20,5	8,4	6,2	
<b>Type of trip*</b>							
Package tour	295	49,2	24,4	16,9	6,4	3,1	
Individually-arranged tour	1137	46,9	23,4	17,7	7,7	4,4	
Business-arranged tour	29	37,9	31,0	20,7	10,3	0,0	
<b>Purpose of visit*</b>							
Vacation/holiday	1418	47,0	23,2	18,2	7,5	4,0	
Visiting friends/relatives	75	50,7	20,0	20,0	2,7	6,7	
Event in Iceland (leisure related)	75	58,7	21,3	12,0	5,3	2,7	
Education and training	49	42,9	32,7	12,2	8,2	4,1	
Business/small meeting	27	40,7	33,3	14,8	7,4	3,7	
Conference/large meeting	23	65,2	21,7	8,7	0,0	4,3	
Other	123	45,5	29,3	13,8	5,7	5,7	

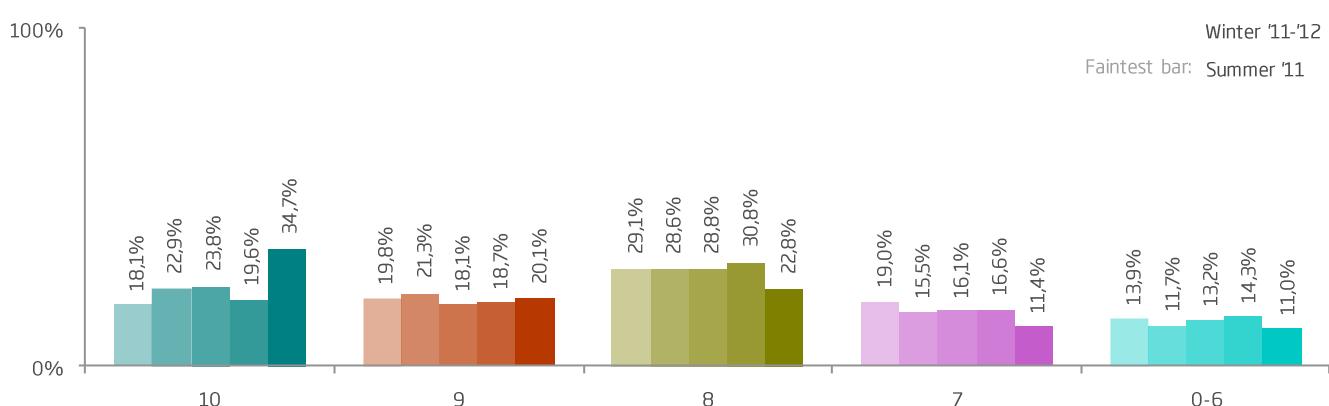
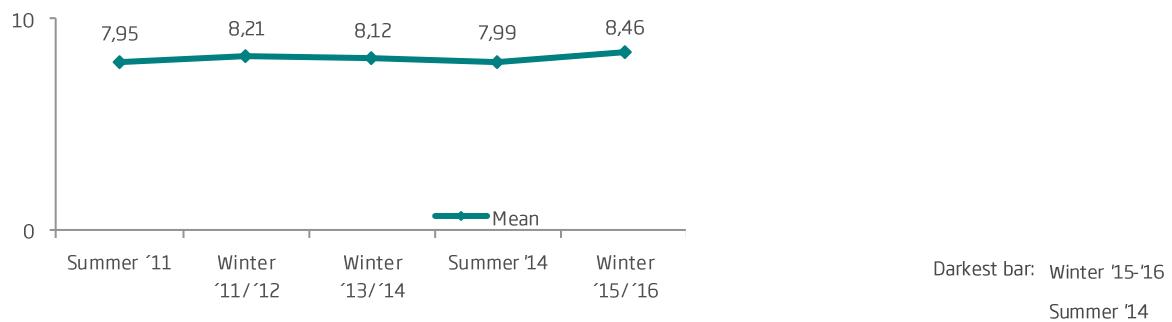
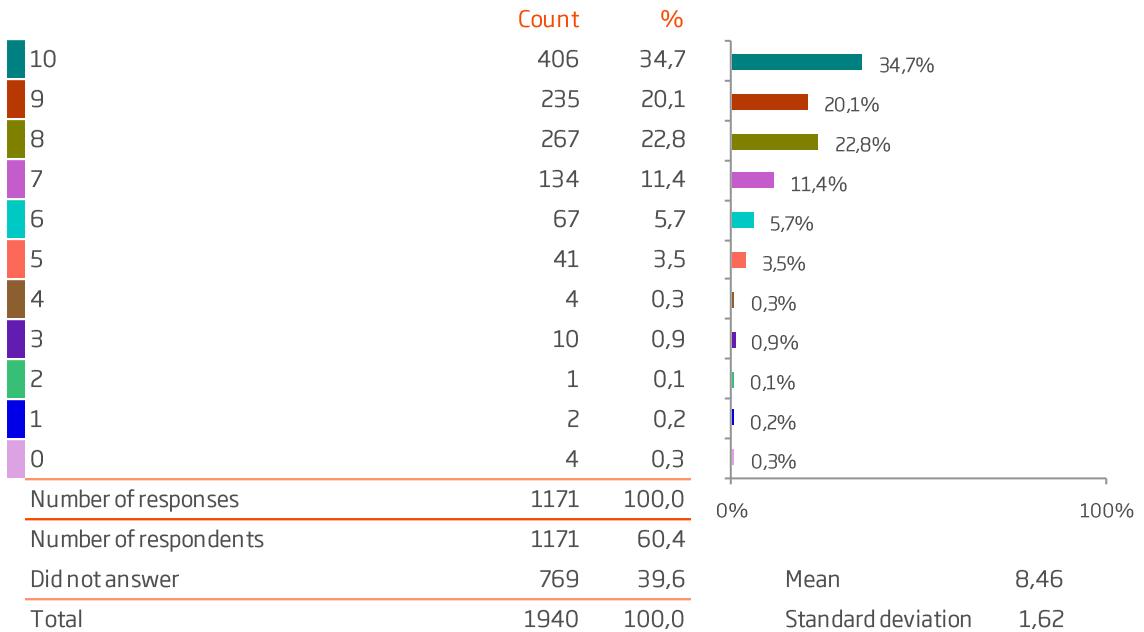
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# SERVICE IN CULTURALLY BASED ACTIVITIES



Q. 78. Please rate services in culturally based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# SERVICE IN CULTURALLY BASED ACTIVITIES



Q. 78. Please rate services in culturally based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1171	34,7	20,1	22,8	11,4	11,0	8,46
<b>Gender*</b>							
Male	413	24,7	22,0	26,9	13,3	13,1	8,20
Female	756	40,1	19,0	20,5	10,4	9,9	8,60
<b>Age</b>							
24 years and younger	192	33,9	15,6	24,5	13,0	13,0	8,33
25-34 years	420	36,9	18,1	23,6	11,9	9,5	8,53
35-44 years	208	33,7	23,1	18,8	13,0	11,5	8,46
45-54 years	163	31,3	20,9	23,3	14,1	10,4	8,42
55 years and older	173	36,4	24,9	22,5	4,0	12,1	8,55
<b>What is your profession?</b>							
Managerial	145	31,7	20,0	28,3	10,3	9,7	8,48
Professionals (dr./lawyer/account. etc.)	269	29,4	23,0	26,0	10,8	10,8	8,41
Other professionals	191	33,0	18,3	19,4	16,2	13,1	8,31
Teacher/Medical care	118	42,4	23,7	18,6	10,2	5,1	8,86
Clerical/Service	64	48,4	21,9	12,5	6,3	10,9	8,80
Vocational/Technical	36	33,3	13,9	22,2	13,9	16,7	8,08
Unskilled	5	20,0	60,0	20,0	0,0	0,0	9,00
Student	154	33,1	14,3	26,0	14,3	12,3	8,28
Retired/Homemaker	63	36,5	20,6	22,2	4,8	15,9	8,40
Artist/Musician/Actor etc.	17	35,3	11,8	35,3	5,9	11,8	8,53
Other	96	40,6	21,9	16,7	10,4	10,4	8,60
<b>Household income</b>							
High	462	31,2	19,9	26,2	11,0	11,7	8,40
Average	495	37,2	19,6	20,4	11,3	11,5	8,48
Low	173	38,2	22,0	20,2	10,4	9,2	8,59
<b>Market area*</b>							
North America	570	42,5	20,4	21,8	7,7	7,7	8,77
Britain	249	30,5	17,3	24,9	16,5	10,8	8,29
Central/Southern Europe	174	21,3	20,1	24,1	16,1	18,4	7,90
Scandinavia	55	41,8	30,9	14,5	7,3	5,5	8,93
Asia	64	15,6	15,6	23,4	17,2	28,1	7,50
Other	56	28,6	25,0	28,6	10,7	7,1	8,46
<b>Educational level</b>							
Finished high school or less	90	31,1	18,9	23,3	10,0	16,7	8,23
Bachelor's degree or equivalent	699	36,8	19,7	21,7	11,7	10,0	8,50
Master's/Ph.D. or equivalent	367	31,6	21,0	25,1	11,2	11,2	8,45

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# SERVICE IN CULTURALLY BASED ACTIVITIES



Q. 78. Please rate services in culturally based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1171</b>	<b>34,7</b>	<b>20,1</b>	<b>22,8</b>	<b>11,4</b>	<b>11,0</b>	
<b>Nationality*</b>							
American	430	45,1	20,9	20,9	6,5	6,5	
British	213	28,6	20,7	23,5	15,0	12,2	
Canadian	129	34,9	21,7	21,7	10,9	10,9	
German	39	17,9	33,3	17,9	10,3	20,5	
Chinese	42	26,2	7,1	23,8	21,4	21,4	
French	28	14,3	14,3	32,1	14,3	25,0	
Spanish	19	26,3	15,8	5,3	36,8	15,8	
Danish	12	50,0	25,0	8,3	8,3	8,3	
Swedish	17	47,1	35,3	11,8	0,0	5,9	
Swiss	13	23,1	7,7	15,4	30,8	23,1	
Norwegian	12	33,3	25,0	16,7	25,0	0,0	
Dutch	15	6,7	13,3	53,3	13,3	13,3	
Italian	10	40,0	10,0	20,0	10,0	20,0	
Austrian	5	20,0	20,0	40,0	0,0	20,0	
Other	187	27,8	17,6	28,3	13,4	12,8	
<b>Type of trip*</b>							
Package tour	233	34,8	21,5	20,2	12,4	11,2	
Individually-arranged tour	861	34,3	19,9	24,0	10,9	10,9	
Business-arranged tour	23	26,1	30,4	30,4	8,7	4,3	
<b>Purpose of visit*</b>							
Vacation/holiday	1072	34,9	19,7	22,9	11,8	10,8	
Visiting friends/relatives	68	36,8	25,0	23,5	5,9	8,8	
Event in Iceland (leisure related)	72	44,4	20,8	13,9	9,7	11,1	
Education and training	37	32,4	21,6	27,0	10,8	8,1	
Business/small meeting	30	26,7	30,0	26,7	13,3	3,3	
Conference/large meeting	19	57,9	5,3	10,5	5,3	21,1	
Other	101	33,7	24,8	18,8	8,9	13,9	

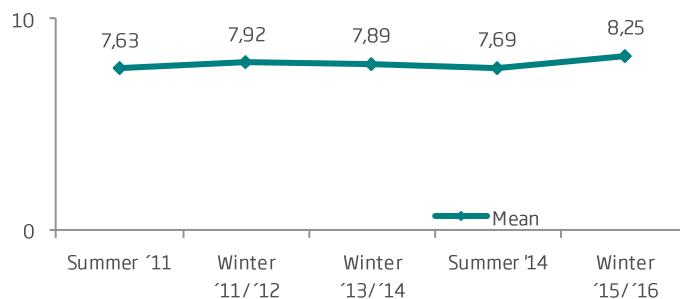
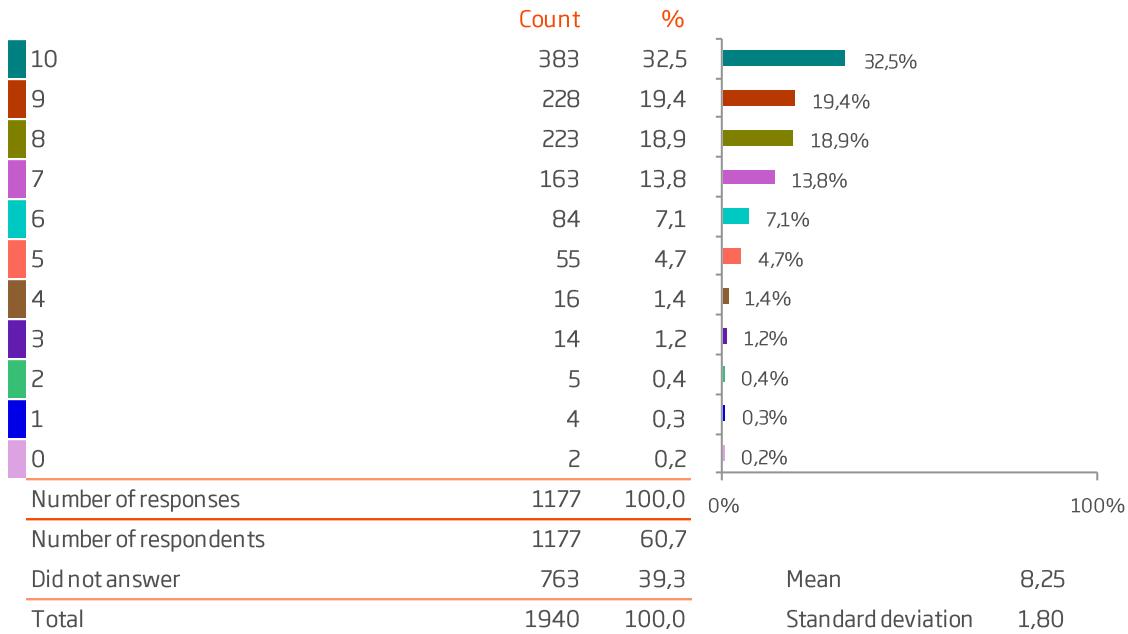
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

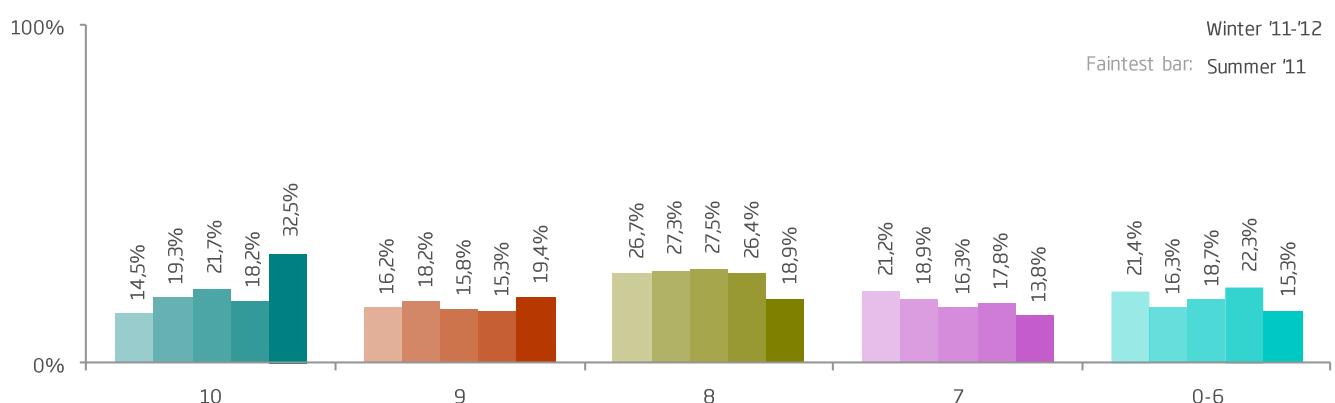
# VARIETY OF CULTURAL ACTIVITIES



Q. 79. Please rate the variety of cultural activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11



# VARIETY OF CULTURAL ACTIVITIES



Q. 79. Please rate the variety of cultural activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1177</b>	<b>32,5</b>	<b>19,4</b>	<b>18,9</b>	<b>13,8</b>	<b>15,3</b>	
<b>Gender*</b>							8,25
Male	416	23,6	20,9	20,7	17,1	17,8	
Female	759	37,4	18,4	18,1	12,1	14,0	
<b>Age</b>							
24 years and younger	198	32,3	13,6	21,7	16,7	15,7	
25-34 years	425	34,6	18,1	19,8	13,9	13,6	
35-44 years	209	33,5	21,5	16,7	12,4	15,8	
45-54 years	162	30,2	20,4	16,7	13,6	19,1	
55 years and older	168	30,4	24,4	18,5	12,5	14,3	
<b>What is your profession?</b>							
Managerial	145	30,3	18,6	22,8	14,5	13,8	
Professionals (dr./lawyer/account. etc.)	272	27,2	21,3	20,6	13,6	17,3	
Other professionals	190	34,7	18,9	15,8	11,6	18,9	
Teacher/Medical care	121	39,7	19,0	16,5	16,5	8,3	
Clerical/Service	63	39,7	25,4	15,9	7,9	11,1	
Vocational/Technical	36	33,3	25,0	8,3	2,8	30,6	
Unskilled	6	16,7	33,3	50,0	0,0	0,0	
Student	159	32,1	13,2	20,1	19,5	15,1	
Retired/Homemaker	59	30,5	23,7	18,6	11,9	15,3	
Artist/Musician/Actor etc.	17	29,4	17,6	11,8	11,8	29,4	
Other	96	36,5	19,8	18,8	14,6	10,4	
<b>Household income</b>							
High	458	29,3	18,8	21,6	13,8	16,6	
Average	500	35,6	19,8	17,2	12,6	14,8	
Low	178	34,3	20,2	16,9	14,6	14,0	
<b>Market area*</b>							
North America	567	40,6	17,8	19,0	11,8	10,8	
Britain	250	27,2	18,4	19,6	16,8	18,0	
Central/Southern Europe	180	20,0	21,1	21,1	15,6	22,2	
Scandinavia	55	38,2	30,9	14,5	9,1	7,3	
Asia	64	14,1	15,6	18,8	20,3	31,3	
Other	58	29,3	27,6	13,8	13,8	15,5	
<b>Educational level</b>							
Finished high school or less	92	29,3	22,8	18,5	13,0	16,3	
Bachelor's degree or equivalent	700	34,1	18,9	19,1	14,3	13,6	
Master's/Ph.D. or equivalent	370	30,3	19,7	18,9	13,0	18,1	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# VARIETY OF CULTURAL ACTIVITIES



Q. 79. Please rate the variety of cultural activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1177</b>	<b>32,5</b>	<b>19,4</b>	<b>18,9</b>	<b>13,8</b>	<b>15,3</b>	
<b>Nationality*</b>							
American	430	44,2	17,4	18,6	10,0	9,8	
British	214	25,2	20,6	19,6	16,8	17,8	
Canadian	129	29,5	21,7	19,4	16,3	13,2	
German	44	22,7	25,0	9,1	15,9	27,3	
Chinese	42	21,4	14,3	21,4	21,4	21,4	
French	28	14,3	14,3	35,7	7,1	28,6	
Spanish	23	21,7	26,1	4,3	26,1	21,7	
Danish	12	50,0	25,0	8,3	8,3	8,3	
Swedish	17	47,1	35,3	11,8	0,0	5,9	
Swiss	11	18,2	9,1	9,1	45,5	18,2	
Norwegian	12	25,0	33,3	16,7	16,7	8,3	
Dutch	14	7,1	14,3	35,7	35,7	7,1	
Italian	10	40,0	10,0	10,0	0,0	40,0	
Austrian	<5						
Other	187	25,7	19,8	20,9	13,4	20,3	
<b>Type of trip*</b>							
Package tour	230	33,0	20,9	17,4	12,2	16,5	
Individually-arranged tour	867	32,2	18,6	19,1	14,6	15,5	
Business-arranged tour	23	26,1	34,8	26,1	8,7	4,3	
<b>Purpose of visit*</b>							
Vacation/holiday	1074	32,6	18,9	19,1	14,0	15,5	
Visiting friends/relatives	72	30,6	19,4	26,4	6,9	16,7	
Event in Iceland (leisure related)	74	40,5	23,0	16,2	9,5	10,8	
Education and training	39	33,3	12,8	15,4	30,8	7,7	
Business/small meeting	30	26,7	30,0	26,7	10,0	6,7	
Conference/large meeting	19	57,9	5,3	10,5	0,0	26,3	
Other	104	30,8	22,1	17,3	15,4	14,4	

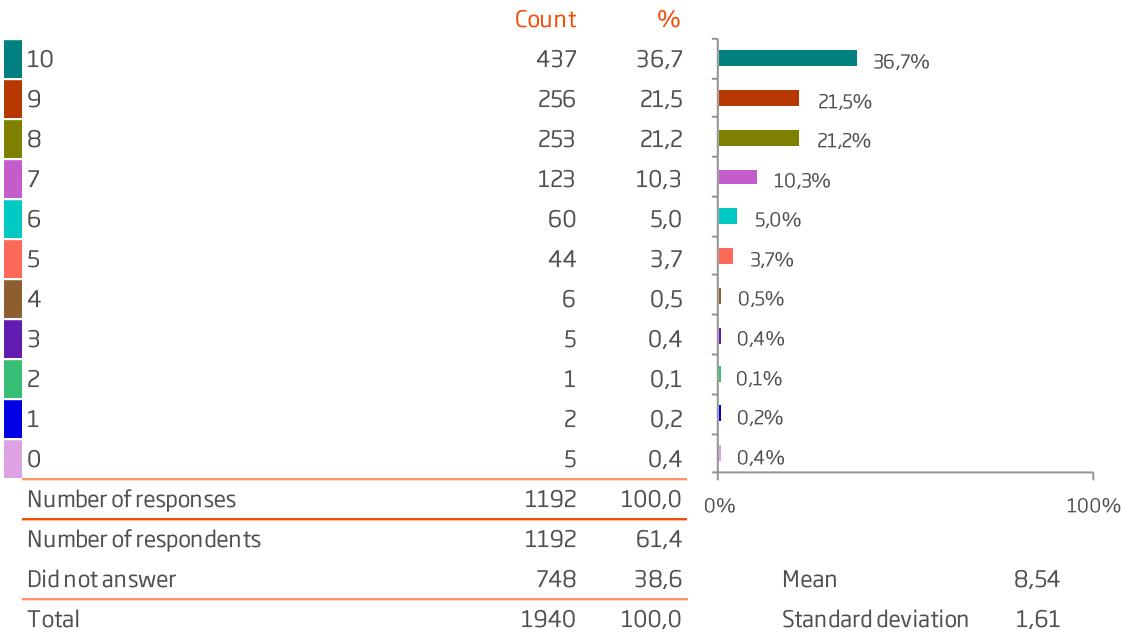
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# OVERALL QUALITY OF CULTURAL ACTIVITIES



Q. 80. Please rate the overall quality of your experience of cultural activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# OVERALL QUALITY OF CULTURAL ACTIVITIES



Q. 80. Please rate the overall quality of your experience of cultural activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1192</b>	<b>36,7</b>	<b>21,5</b>	<b>21,2</b>	<b>10,3</b>	<b>10,3</b>	 8,54
<b>Gender*</b>							
Male	423	28,4	22,2	26,0	12,5	10,9	 8,35
Female	767	41,2	21,0	18,6	9,1	10,0	 8,65
<b>Age</b>							
24 years and younger	200	39,0	15,0	21,5	12,5	12,0	 8,44
25-34 years	428	39,0	19,9	22,4	8,9	9,8	 8,60
35-44 years	210	35,7	25,7	18,1	10,0	10,5	 8,59
45-54 years	166	33,1	22,3	21,1	12,7	10,8	 8,46
55 years and older	173	34,7	26,0	21,4	9,2	8,7	 8,59
<b>What is your profession?</b>							
Managerial	148	33,8	18,9	26,4	12,2	8,8	 8,53
Professionals (dr./lawyer/account. etc.)	273	31,1	23,8	25,3	8,8	11,0	 8,44
Other professionals	189	36,5	21,7	17,5	12,2	12,2	 8,51
Teacher/Medical care	120	42,5	23,3	20,0	10,8	3,3	 8,88
Clerical/Service	64	50,0	20,3	14,1	6,3	9,4	 8,84
Vocational/Technical	38	31,6	28,9	10,5	15,8	13,2	 8,29
Unskilled	6	50,0	33,3	16,7	0,0	0,0	 9,33
Student	160	37,5	16,9	21,9	11,9	11,9	 8,40
Retired/Homemaker	62	33,9	25,8	19,4	4,8	16,1	 8,40
Artist/Musician/Actor etc.	17	41,2	5,9	17,6	17,6	17,6	 8,29
Other	101	42,6	21,8	18,8	7,9	8,9	 8,73
<b>Household income</b>							
High	469	33,3	21,5	25,2	9,8	10,2	 8,49
Average	502	38,8	21,1	18,3	10,8	11,0	 8,56
Low	179	41,9	22,9	17,3	8,4	9,5	 8,68
<b>Market area*</b>							
North America	582	45,0	21,5	19,6	7,4	6,5	 8,87
Britain	251	30,7	18,7	25,5	13,1	12,0	 8,32
Central/Southern Europe	178	24,2	22,5	23,6	14,6	15,2	 8,07
Scandinavia	57	42,1	29,8	14,0	7,0	7,0	 8,88
Asia	64	17,2	15,6	20,3	17,2	29,7	 7,48
Other	57	31,6	29,8	21,1	10,5	7,0	 8,58
<b>Educational level</b>							
Finished high school or less	91	35,2	17,6	26,4	6,6	14,3	 8,41
Bachelor's degree or equivalent	716	39,0	21,8	19,4	10,8	9,1	 8,60
Master's/Ph.D. or equivalent	371	32,6	22,4	23,5	10,2	11,3	8,48

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# OVERALL QUALITY OF CULTURAL ACTIVITIES



Q. 80. Please rate the overall quality of your experience of cultural activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1192</b>	<b>36,7</b>	<b>21,5</b>	<b>21,2</b>	<b>10,3</b>	<b>10,3</b>	
<b>Nationality*</b>							
American	442	48,6	21,5	18,8	5,7	5,4	
British	214	28,5	21,5	24,3	13,6	12,1	
Canadian	130	33,8	23,8	21,5	12,3	8,5	
German	41	29,3	24,4	17,1	12,2	17,1	
Chinese	43	30,2	11,6	16,3	20,9	20,9	
French	28	14,3	14,3	39,3	14,3	17,9	
Spanish	22	27,3	22,7	13,6	27,3	9,1	
Danish	12	50,0	25,0	8,3	8,3	8,3	
Swedish	17	52,9	35,3	5,9	0,0	5,9	
Swiss	13	23,1	7,7	15,4	30,8	23,1	
Norwegian	12	33,3	25,0	16,7	16,7	8,3	
Dutch	14	7,1	21,4	50,0	14,3	7,1	
Italian	10	40,0	10,0	10,0	20,0	20,0	
Austrian	5	20,0	0,0	60,0	0,0	20,0	
Other	189	28,6	22,8	23,8	9,5	15,3	
<b>Type of trip*</b>							
Package tour	234	37,6	22,6	18,8	9,4	11,5	
Individually-arranged tour	877	36,4	20,8	22,0	10,9	9,9	
Business-arranged tour	23	26,1	39,1	30,4	0,0	4,3	
<b>Purpose of visit*</b>							
Vacation/holiday	1090	36,8	21,0	21,2	10,8	10,2	
Visiting friends/relatives	69	36,2	23,2	24,6	7,2	8,7	
Event in Iceland (leisure related)	73	46,6	21,9	16,4	6,8	8,2	
Education and training	38	36,8	13,2	28,9	13,2	7,9	
Business/small meeting	30	30,0	33,3	26,7	6,7	3,3	
Conference/large meeting	19	57,9	10,5	5,3	5,3	21,1	
Other	102	35,3	23,5	20,6	8,8	11,8	

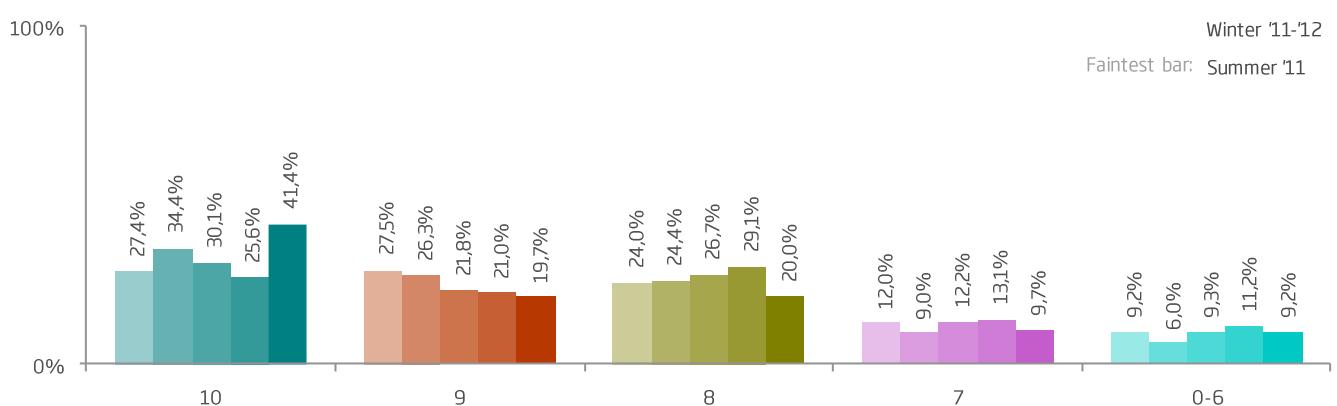
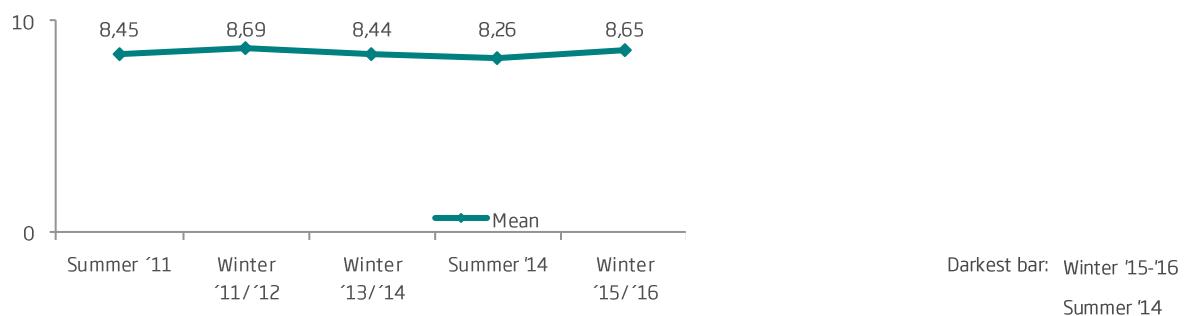
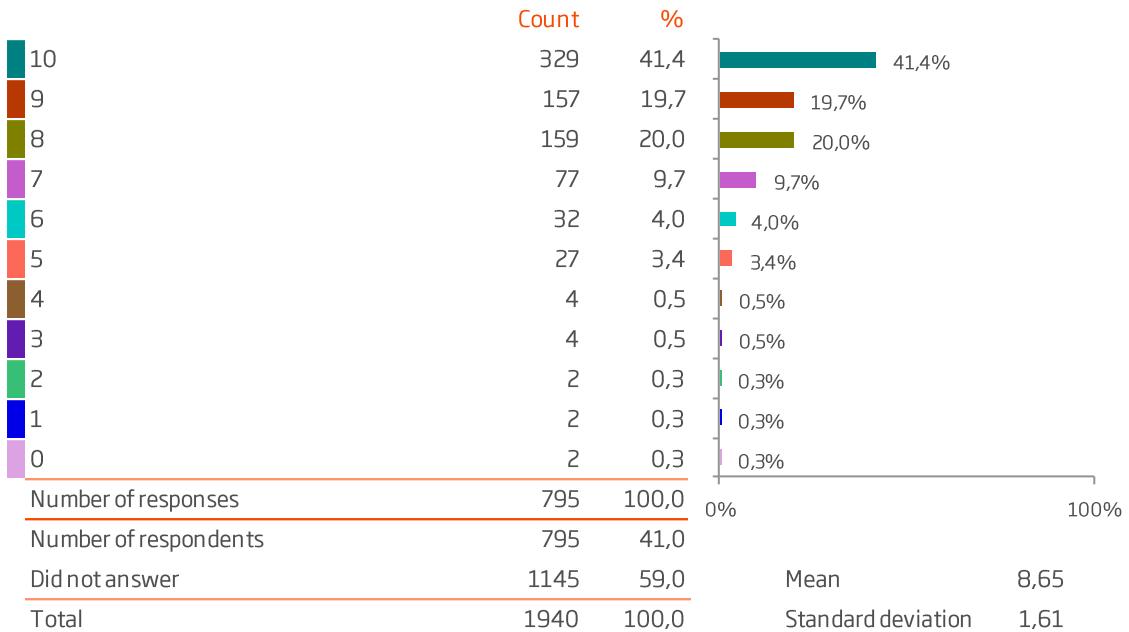
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# SERVICE IN HEALTH-RELATED ACTIVITIES



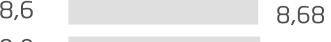
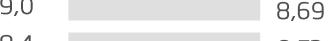
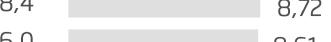
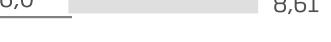
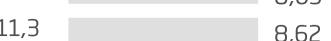
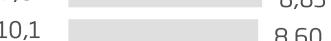
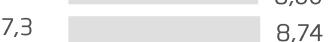
Q.81. Please rate services in health-related activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# SERVICE IN HEALTH-RELATED ACTIVITIES



Q.81. Please rate services in health-related activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>795</b>	<b>41,4</b>	<b>19,7</b>	<b>20,0</b>	<b>9,7</b>	<b>9,2</b>	 8,65
<b>Gender*</b>							
Male	270	31,5	23,7	21,5	13,0	10,4	 8,42
Female	524	46,6	17,7	19,3	8,0	8,4	 8,77
<b>Age</b>							
24 years and younger	134	41,0	16,4	17,2	11,9	13,4	 8,53
25-34 years	292	43,8	18,5	18,5	10,6	8,6	 8,68
35-44 years	167	41,9	20,4	19,8	9,0	9,0	 8,69
45-54 years	107	41,1	25,2	19,6	5,6	8,4	 8,72
55 years and older	84	35,7	21,4	27,4	9,5	6,0	 8,61
<b>What is your profession?*</b>							
Managerial	102	34,3	19,6	25,5	12,7	7,8	 8,46
Professionals (dr./lawyer/account. etc.)	185	39,5	18,9	20,5	10,3	10,8	 8,54
Other professionals	130	43,1	21,5	19,2	8,5	7,7	 8,77
Teacher/Medical care	90	42,2	17,8	22,2	12,2	5,6	 8,74
Clerical/Service	53	52,8	24,5	11,3	1,9	9,4	 9,04
Vocational/Technical	23	30,4	34,8	21,7	4,3	8,7	 8,48
Unskilled	<5						
Student	100	36,0	13,0	18,0	16,0	17,0	 8,27
Retired/Homemaker	27	51,9	11,1	29,6	3,7	3,7	 9,00
Artist/Musician/Actor etc.	10	70,0	10,0	10,0	0,0	10,0	 9,10
Other	62	46,8	29,0	17,7	1,6	4,8	 9,02
<b>Household income</b>							
High	333	37,5	23,7	22,2	9,0	7,5	 8,65
Average	328	44,5	15,5	17,4	11,3	11,3	 8,62
Low	113	46,0	19,5	18,6	8,0	8,0	 8,80
<b>Market area*</b>							
North America	384	47,4	20,8	19,0	7,0	5,7	 8,92
Britain	176	39,8	18,8	17,0	13,1	11,4	 8,52
Central/Southern Europe	105	26,7	20,0	29,5	13,3	10,5	 8,22
Scandinavia	44	47,7	18,2	22,7	6,8	4,5	 8,98
Asia	47	25,5	14,9	19,1	12,8	27,7	 7,72
Other	37	40,5	21,6	16,2	10,8	10,8	 8,59
<b>Educational level</b>							
Finished high school or less	66	42,4	25,8	15,2	9,1	7,6	 8,85
Bachelor's degree or equivalent	485	40,2	19,0	21,4	9,3	10,1	 8,60
Master's/Ph.D. or equivalent	233	44,2	20,2	17,6	10,7	7,3	 8,74

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# SERVICE IN HEALTH-RELATED ACTIVITIES



Q.81. Please rate services in health-related activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>795</b>	<b>41,4</b>	<b>19,7</b>	<b>20,0</b>	<b>9,7</b>	<b>9,2</b>	
<b>Nationality*</b>							
American	289	51,9	20,4	17,0	6,2	4,5	
British	150	37,3	18,0	21,3	12,7	10,7	
Canadian	93	36,6	21,5	24,7	10,8	6,5	
German	17	17,6	41,2	17,6	5,9	17,6	
Chinese	36	30,6	5,6	25,0	16,7	22,2	
French	5	20,0	20,0	20,0	20,0	20,0	
Spanish	11	18,2	27,3	27,3	9,1	18,2	
Danish	10	50,0	20,0	20,0	0,0	10,0	
Swedish	19	57,9	21,1	15,8	5,3	0,0	
Swiss	12	33,3	0,0	16,7	41,7	8,3	
Norwegian	5	20,0	20,0	40,0	20,0	0,0	
Dutch	9	0,0	22,2	55,6	22,2	0,0	
Italian	7	57,1	14,3	0,0	0,0	28,6	
Austrian	<5						
Other	130	35,4	21,5	19,2	9,2	14,6	
<b>Type of trip*</b>							
Package tour	163	43,6	17,8	20,2	8,0	10,4	
Individually-arranged tour	590	40,0	19,8	21,2	10,2	8,8	
Business-arranged tour	15	33,3	46,7	13,3	6,7	0,0	
<b>Purpose of visit*</b>							
Vacation/holiday	730	41,1	19,6	20,7	9,9	8,8	
Visiting friends/relatives	44	43,2	18,2	27,3	2,3	9,1	
Event in Iceland (leisure related)	46	34,8	23,9	23,9	8,7	8,7	
Education and training	24	45,8	16,7	12,5	4,2	20,8	
Business/small meeting	16	25,0	37,5	18,8	12,5	6,3	
Conference/large meeting	10	60,0	20,0	0,0	10,0	10,0	
Other	67	40,3	23,9	14,9	9,0	11,9	

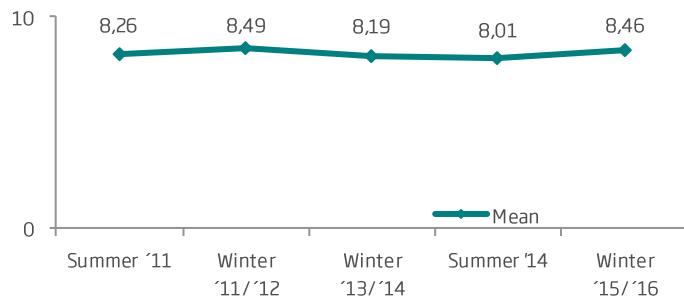
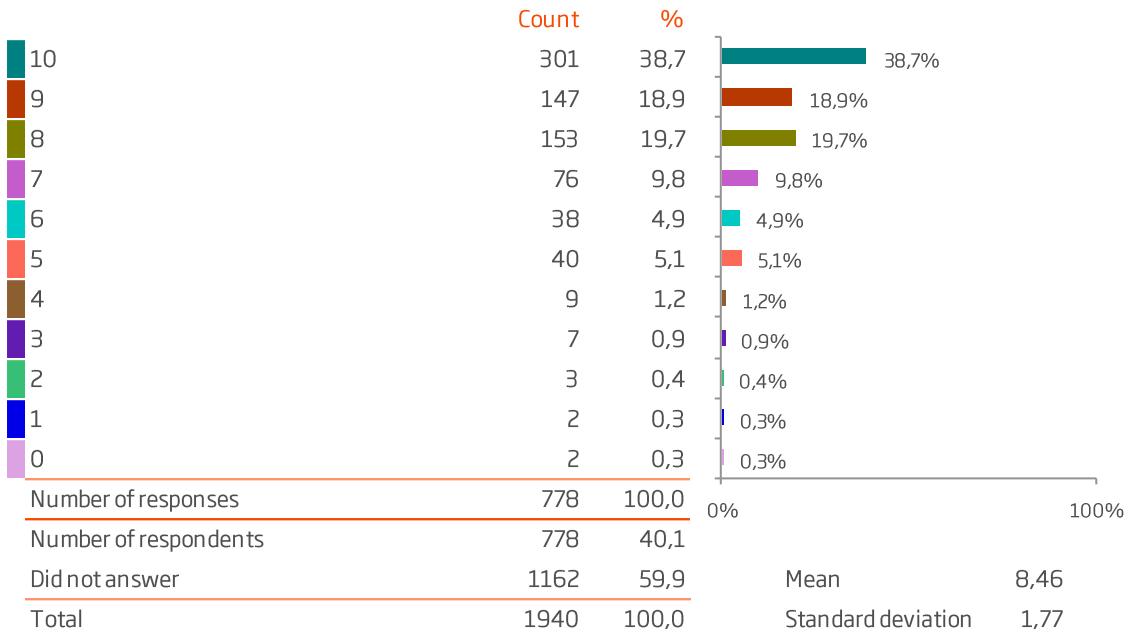
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

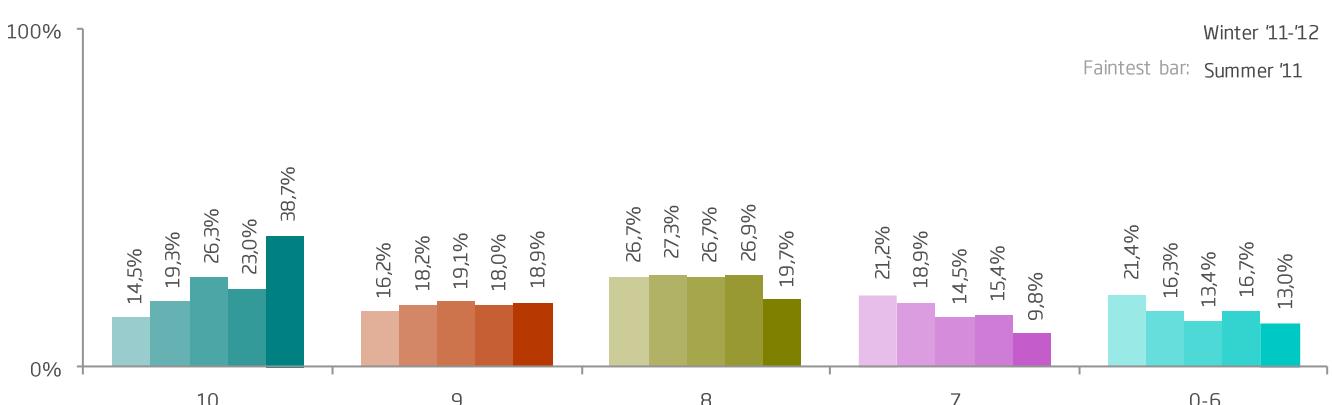
# VARIETY OF HEALTH-RELATED ACTIVITIES



Q.82. Please rate the variety of health-related activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



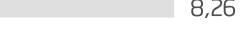
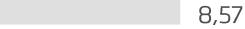
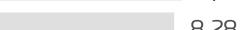
Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11



# VARIETY OF HEALTH-RELATED ACTIVITIES



Q.82. Please rate the variety of health-related activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

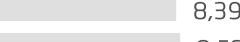
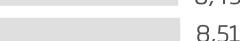
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>778</b>	<b>38,7</b>	<b>18,9</b>	<b>19,7</b>	<b>9,8</b>	<b>13,0</b>	 8,46
<b>Gender*</b>							
Male	263	27,4	24,0	20,9	14,1	13,7	 8,22
Female	514	44,6	16,3	19,1	7,6	12,5	 8,59
<b>Age</b>							
24 years and younger	133	35,3	15,8	19,5	13,5	15,8	 8,26
25-34 years	288	41,3	19,1	18,8	10,1	10,8	 8,57
35-44 years	166	41,0	19,9	16,9	9,6	12,7	 8,60
45-54 years	100	36,0	23,0	19,0	6,0	16,0	 8,28
55 years and older	80	37,5	17,5	27,5	5,0	12,5	 8,46
<b>What is your profession?</b>							
Managerial	102	33,3	15,7	29,4	10,8	10,8	 8,35
Professionals (dr./lawyer/account. etc.)	182	39,0	22,5	13,2	11,0	14,3	 8,42
Other professionals	130	38,5	18,5	22,3	9,2	11,5	 8,52
Teacher/Medical care	83	38,6	13,3	22,9	13,3	12,0	 8,47
Clerical/Service	52	48,1	25,0	11,5	3,8	11,5	 8,88
Vocational/Technical	21	28,6	28,6	23,8	9,5	9,5	 8,29
Unskilled	<5						
Student	99	32,3	13,1	21,2	12,1	21,2	 8,01
Retired/Homemaker	23	52,2	8,7	26,1	4,3	8,7	 8,87
Artist/Musician/Actor etc.	11	63,6	18,2	9,1	0,0	9,1	 9,09
Other	61	44,3	26,2	18,0	1,6	9,8	 8,80
<b>Household income</b>							
High	321	34,9	22,4	21,5	9,0	12,1	 8,44
Average	325	40,6	15,1	18,8	10,5	15,1	 8,41
Low	111	45,0	18,9	16,2	9,9	9,9	 8,68
<b>Market area*</b>							
North America	373	45,3	18,5	19,8	8,3	8,0	 8,77
Britain	171	37,4	15,8	18,7	9,9	18,1	 8,25
Central/Southern Europe	106	24,5	24,5	20,8	16,0	14,2	 8,13
Scandinavia	42	47,6	19,0	16,7	7,1	9,5	 8,71
Asia	47	14,9	14,9	21,3	14,9	34,0	 7,21
Other	37	37,8	27,0	21,6	2,7	10,8	 8,62
<b>Educational level</b>							
Finished high school or less	67	40,3	22,4	17,9	6,0	13,4	 8,63
Bachelor's degree or equivalent	475	37,7	18,1	21,1	9,7	13,5	 8,41
Master's/Ph.D. or equivalent	226	40,7	19,9	17,3	10,6	11,5	8,56

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# VARIETY OF HEALTH-RELATED ACTIVITIES



Q.82. Please rate the variety of health-related activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>778</b>	<b>38,7</b>	<b>18,9</b>	<b>19,7</b>	<b>9,8</b>	<b>13,0</b>	 8,46
<b>Nationality*</b>							
American	283	49,5	19,1	17,7	6,4	7,4	 8,89
British	147	35,4	15,6	22,4	10,2	16,3	 8,27
Canadian	91	34,1	19,8	26,4	12,1	7,7	 8,56
German	19	21,1	52,6	5,3	5,3	15,8	 8,32
Chinese	34	20,6	8,8	23,5	20,6	26,5	 7,47
French	5	20,0	0,0	0,0	40,0	40,0	 7,00
Spanish	11	18,2	36,4	18,2	18,2	9,1	 8,36
Danish	9	44,4	22,2	11,1	0,0	22,2	 8,56
Swedish	17	58,8	11,8	17,6	11,8	0,0	 9,18
Swiss	10	40,0	0,0	0,0	30,0	30,0	 7,40
Norwegian	5	20,0	40,0	20,0	20,0	0,0	 8,60
Dutch	9	0,0	22,2	44,4	22,2	11,1	 7,67
Italian	7	57,1	14,3	0,0	0,0	28,6	 7,71
Austrian	<5						
Other	129	31,0	20,2	20,2	9,3	19,4	 8,11
<b>Type of trip*</b>							
Package tour	158	41,8	17,1	19,0	10,1	12,0	 8,54
Individually-arranged tour	578	36,9	19,2	20,8	9,3	13,8	 8,39
Business-arranged tour	16	31,3	37,5	18,8	6,3	6,3	 8,56
<b>Purpose of visit*</b>							
Vacation/holiday	715	38,2	18,7	20,1	10,2	12,7	 8,46
Visiting friends/relatives	44	40,9	13,6	25,0	4,5	15,9	 8,43
Event in Iceland (leisure related)	45	33,3	17,8	31,1	8,9	8,9	 8,51
Education and training	24	41,7	16,7	12,5	8,3	20,8	 8,21
Business/small meeting	18	22,2	27,8	27,8	0,0	22,2	 7,83
Conference/large meeting	8	62,5	12,5	0,0	12,5	12,5	 9,00
Other	66	39,4	21,2	16,7	7,6	15,2	 8,36

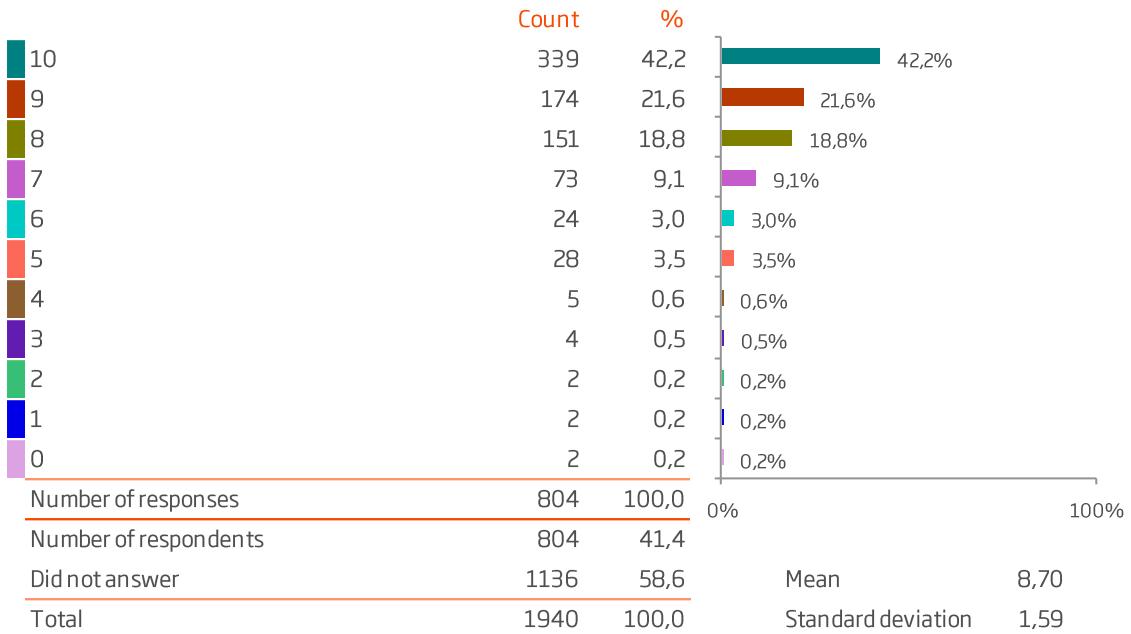
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# OVERALL QUALITY OF HEALTH-RELATED ACTIVITIES



Q.83. Please rate the overall quality of health-related activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# OVERALL QUALITY OF HEALTH-RELATED ACTIVITIES



Q. 83. Please rate the overall quality of health-related activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	804	42,2	21,6	18,8	9,1	8,3	8,70
<b>Gender*</b>							
Male	273	30,0	27,8	19,8	12,8	9,5	8,44
Female	530	48,5	18,5	18,3	7,2	7,5	8,85
<b>Age</b>							
24 years and younger	134	38,1	20,9	17,2	10,4	13,4	8,51
25-34 years	295	44,4	20,3	16,9	11,2	7,1	8,72
35-44 years	170	42,4	22,4	19,4	8,8	7,1	8,77
45-54 years	109	43,1	25,7	18,3	2,8	10,1	8,76
55 years and older	85	43,5	21,2	22,4	8,2	4,7	8,81
<b>What is your profession?*</b>							
Managerial	102	33,3	23,5	24,5	12,7	5,9	8,52
Professionals (dr./lawyer/account. etc.)	187	41,7	21,9	16,0	10,2	10,2	8,63
Other professionals	132	41,7	22,0	22,0	6,1	8,3	8,74
Teacher/Medical care	92	43,5	18,5	22,8	12,0	3,3	8,84
Clerical/Service	54	51,9	25,9	11,1	3,7	7,4	9,07
Vocational/Technical	23	34,8	34,8	26,1	0,0	4,3	8,70
Unskilled	<5						
Student	99	34,3	16,2	16,2	15,2	18,2	8,21
Retired/Homemaker	27	59,3	7,4	25,9	3,7	3,7	9,11
Artist/Musician/Actor etc.	11	63,6	27,3	0,0	0,0	9,1	9,18
Other	63	52,4	27,0	14,3	3,2	3,2	9,14
<b>Household income</b>							
High	339	39,2	25,4	19,5	8,6	7,4	8,70
Average	330	44,2	17,6	18,2	10,0	10,0	8,67
Low	112	47,3	19,6	17,0	8,9	7,1	8,81
<b>Market area*</b>							
North America	392	50,5	22,7	15,6	7,1	4,1	9,04
Britain	174	37,9	20,1	19,5	9,8	12,6	8,49
Central/Southern Europe	107	27,1	22,4	29,0	13,1	8,4	8,31
Scandinavia	45	51,1	13,3	20,0	8,9	6,7	8,84
Asia	47	17,0	19,1	23,4	12,8	27,7	7,60
Other	37	37,8	29,7	13,5	10,8	8,1	8,68
<b>Educational level</b>							
Finished high school or less	67	43,3	23,9	14,9	9,0	9,0	8,81
Bachelor's degree or equivalent	488	41,0	21,9	19,3	9,0	8,8	8,67
Master's/Ph.D. or equivalent	238	44,5	21,0	18,1	9,2	7,1	8,77

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# OVERALL QUALITY OF HEALTH-RELATED ACTIVITIES



Q. 83. Please rate the overall quality of health-related activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	804	42,2	21,6	18,8	9,1	8,3	8,70
<b>Nationality*</b>							
American	296	55,4	22,3	13,2	6,1	3,0	9,16
British	148	36,5	19,6	22,3	10,1	11,5	8,49
Canadian	94	37,2	25,5	23,4	9,6	4,3	8,79
German	20	15,0	45,0	25,0	5,0	10,0	8,30
Chinese	36	22,2	8,3	25,0	19,4	25,0	7,69
French	5	20,0	0,0	60,0	0,0	20,0	7,80
Spanish	11	18,2	36,4	18,2	9,1	18,2	8,09
Danish	10	60,0	10,0	10,0	10,0	10,0	9,00
Swedish	19	57,9	10,5	26,3	5,3	0,0	9,21
Swiss	12	33,3	8,3	16,7	33,3	8,3	7,83
Norwegian	5	20,0	20,0	40,0	20,0	0,0	8,40
Dutch	8	12,5	12,5	62,5	12,5	0,0	8,25
Italian	7	57,1	14,3	0,0	0,0	28,6	7,71
Austrian	<5						
Other	131	33,6	24,4	17,6	10,7	13,7	8,37
<b>Type of trip*</b>							
Package tour	163	45,4	17,2	22,1	7,4	8,0	8,75
Individually-arranged tour	599	40,4	22,4	19,2	9,5	8,5	8,66
Business-arranged tour	16	31,3	43,8	18,8	0,0	6,3	8,88
<b>Purpose of visit*</b>							
Vacation/holiday	739	41,8	21,8	19,2	9,3	7,8	8,71
Visiting friends/relatives	44	45,5	18,2	22,7	6,8	6,8	8,75
Event in Iceland (leisure related)	44	38,6	18,2	27,3	9,1	6,8	8,68
Education and training	24	50,0	12,5	12,5	4,2	20,8	8,42
Business/small meeting	17	23,5	35,3	23,5	5,9	11,8	8,47
Conference/large meeting	10	60,0	20,0	0,0	10,0	10,0	9,10
Other	68	42,6	20,6	17,6	7,4	11,8	8,62

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

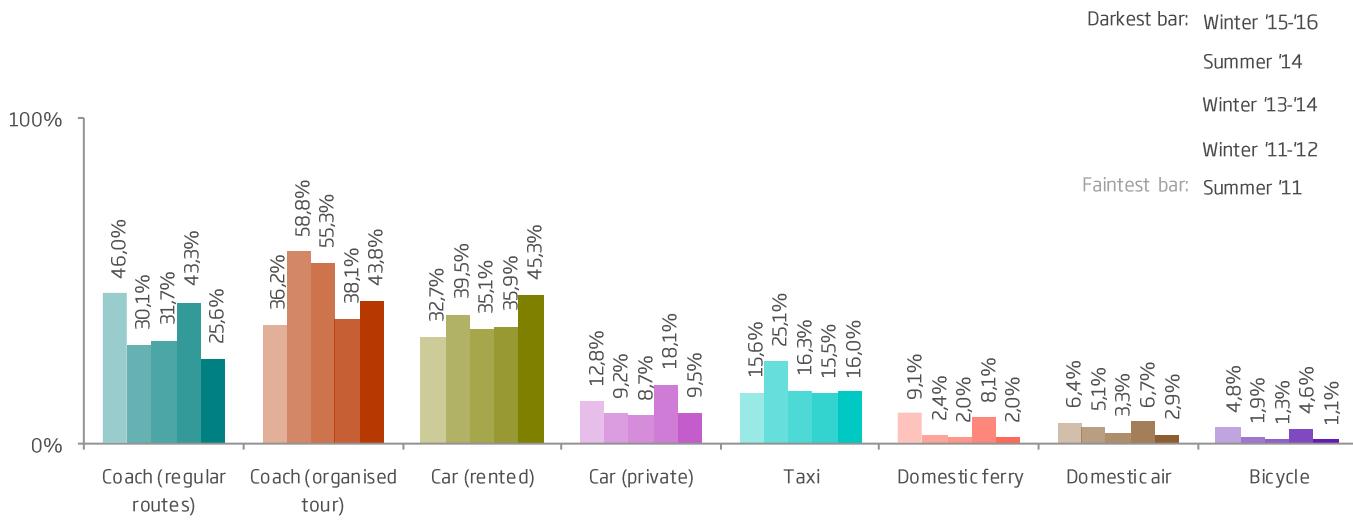
# MEANS OF TRANSPORT DURING STAY



Q.84. What means of transport did you use during your stay in Iceland?

	Count	%	%
	respondents	respondents	responses
Car (rented)	797	45,3	29,5
Coach (organised tour)	771	43,8	28,5
Coach (regular routes)	451	25,6	16,7
Taxi	281	16,0	10,4
Car (private)	167	9,5	6,2
Walking	84	4,8	3,1
Domestic air	51	2,9	1,9
Domestic ferry	36	2,0	1,3
Bicycle	20	1,1	0,7
Camper van	14	0,8	0,5
By other means	32	1,8	1,2
Number of responses*	2704	153,7	100,0
Number of respondents	1759	90,7	
Did not answer	181	9,3	
Total	1940	100,0	

\*There are more responses than respondents as it was possible to select more than one answer.



# MEANS OF TRANSPORT DURING STAY



Q.84. What means of transport did you use during your stay in Iceland?

	Number of answers	Car (rented)	Coach (organised tour)	Coach (regular routes)	Taxi	Car (private)	By other means
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	590	<b>52,7</b>	<b>35,6</b>	25,4	14,9	11,2	10,5
Female	1167	<b>41,5</b>	<b>48,0</b>	25,7	16,5	8,7	13,8
<b>Age</b>							
24 years and younger	292	47,3	40,4	29,5	13,4	9,9	15,4
25-34 years	611	<b>51,9</b>	<b>38,8</b>	22,3	15,1	10,6	<b>9,3</b>
35-44 years	321	47,7	45,5	24,6	14,0	6,5	11,2
45-54 years	248	40,7	48,0	25,4	21,0	9,7	12,9
55 years and older	265	<b>29,4</b>	<b>53,6</b>	31,7	19,2	9,4	<b>19,6</b>
<b>What is your profession?</b>							
Managerial	201	49,3	41,8	20,9	19,4	7,0	11,4
Professionals (dr./lawyer/account. etc.)	391	48,6	43,2	22,5	17,4	10,0	9,7
Other professionals	291	45,4	42,3	31,3	16,2	5,8	12,4
Teacher/Medical care	182	35,7	47,3	23,6	15,9	14,3	15,9
Clerical/Service	88	50,0	47,7	<b>20,5</b>	12,5	5,7	<b>18,2</b>
Vocational/Technical	55	<b>63,6</b>	30,9	23,6	10,9	5,5	<b>5,5</b>
Unskilled	9	<b>22,2</b>	55,6	<b>66,7</b>	<b>22,2</b>	<b>0,0</b>	11,1
Student	247	43,3	45,7	27,1	16,2	10,9	13,0
Retired/Homemaker	107	28,0	<b>59,8</b>	30,8	16,8	9,3	17,8
Artist/Musician/Actor etc.	18	50,0	<b>16,7</b>	33,3	<b>0,0</b>	<b>27,8</b>	11,1
Other	150	51,3	37,3	24,0	12,7	10,7	14,7
<b>Household income</b>							
High	698	44,0	46,0	24,8	18,3	9,3	13,2
Average	724	44,3	44,8	25,8	15,3	8,3	12,6
Low	271	50,6	36,9	26,9	14,4	10,7	12,9
<b>Market area</b>							
North America	821	47,7	42,4	27,2	19,5	9,1	13,9
Britain	347	<b>31,1</b>	57,3	<b>27,7</b>	12,7	6,3	10,4
Central/Southern Europe	306	<b>57,2</b>	<b>30,7</b>	24,8	<b>8,5</b>	10,8	13,7
Scandinavia	105	42,9	35,2	22,9	<b>27,6</b>	<b>24,8</b>	13,3
Asia	88	36,4	<b>59,1</b>	<b>14,8</b>	12,5	<b>2,3</b>	5,7
Other	89	48,3	44,9	21,3	12,4	9,0	12,4
<b>Educational level</b>							
Finished high school or less	144	46,5	36,1	29,9	14,6	9,0	11,8
Bachelor's degree or equivalent	1029	46,6	43,7	26,5	15,5	9,2	13,4
Master's/Ph.D. or equivalent	557	43,3	45,6	22,8	17,4	10,1	12,0

When respondents can choose more than one answer, significance between groups is not calculated.

# MEANS OF TRANSPORT DURING STAY



Q.84. What means of transport did you use during your stay in Iceland?

	Number of answers	Car (rented)	Coach (organised tour)	Coach (regular routes)	Taxi	Car (private)	By other means
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	627	45,0	43,4	27,4	20,9	8,8	14,5
British	295	31,2	56,6	27,5	11,9	6,8	9,8
Canadian	186	55,9	38,2	26,3	15,1	10,8	16,1
German	69	63,8	29,0	24,6	10,1	11,6	10,1
Chinese	50	<b>24,0</b>	<b>68,0</b>	24,0	18,0	2,0	8,0
French	44	<b>77,3</b>	25,0	<b>11,4</b>	4,5	<b>0,0</b>	11,4
Spanish	34	73,5	<b>11,8</b>	20,6	2,9	14,7	8,8
Danish	30	43,3	36,7	33,3	10,0	<b>36,7</b>	16,7
Swedish	27	33,3	44,4	22,2	29,6	22,2	11,1
Swiss	23	43,5	21,7	<b>43,5</b>	13,0	30,4	<b>21,7</b>
Norwegian	22	50,0	27,3	13,6	<b>36,4</b>	18,2	9,1
Dutch	20	50,0	35,0	25,0	15,0	5,0	5,0
Italian	16	68,8	37,5	18,8	6,3	6,3	18,8
Austrian	8	62,5	50,0	37,5	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Other	308	43,8	45,8	22,1	13,6	9,1	11,7
<b>Type of trip*</b>							
Package tour	325	<b>18,8</b>	<b>79,4</b>	27,4	20,9	<b>3,4</b>	12,9
Individually-arranged tour	1304	<b>51,5</b>	38,0	<b>25,5</b>	<b>14,4</b>	10,4	12,7
Business-arranged tour	34	29,4	<b>29,4</b>	<b>38,2</b>	<b>41,2</b>	<b>26,5</b>	14,7
<b>Purpose of visit*</b>							
Vacation/holiday	1607	46,9	45,1	24,2	<b>14,9</b>	<b>7,5</b>	<b>11,8</b>
Visiting friends/relatives	94	37,2	<b>20,2</b>	35,1	19,1	<b>51,1</b>	19,1
Event in Iceland (leisure related)	83	<b>60,2</b>	28,9	<b>21,7</b>	22,9	9,6	13,3
Education and training	54	37,0	<b>51,9</b>	38,9	27,8	18,5	<b>27,8</b>
Business/small meeting	38	36,8	26,3	<b>39,5</b>	31,6	21,1	15,8
Conference/large meeting	28	<b>17,9</b>	39,3	35,7	<b>42,9</b>	25,0	21,4
Other	156	37,2	35,9	36,5	25,0	23,7	22,4

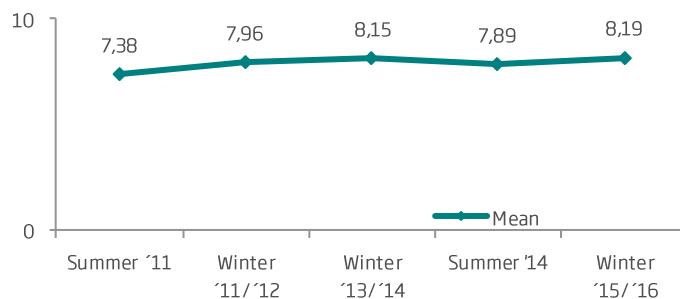
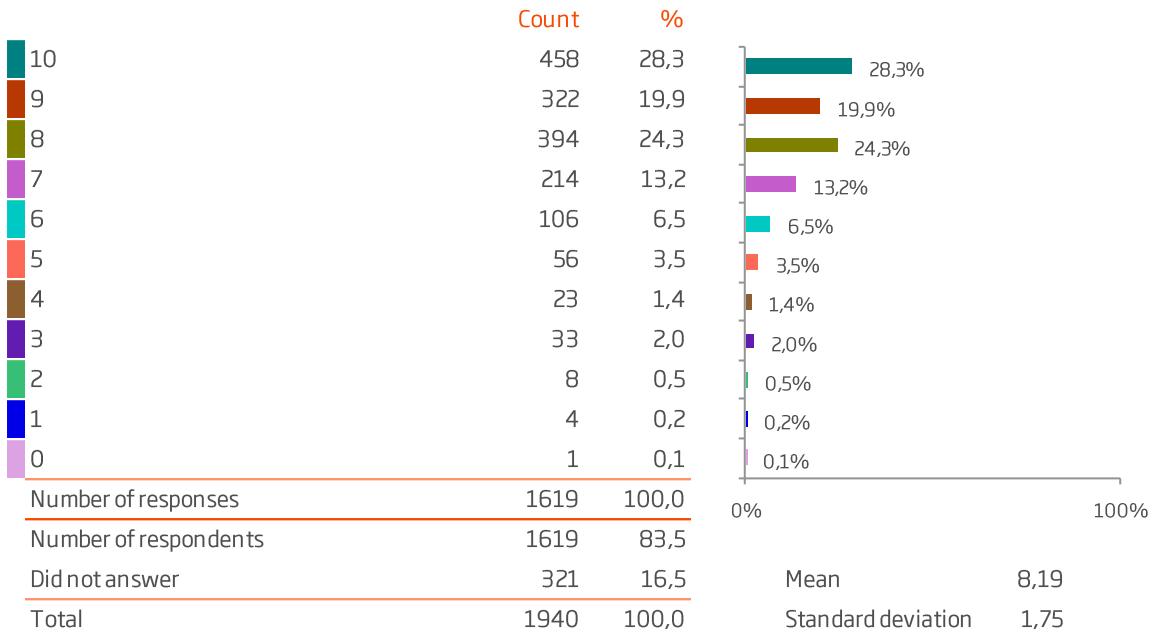
When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ROAD CONDITIONS



Q.85. Please rate road conditions in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



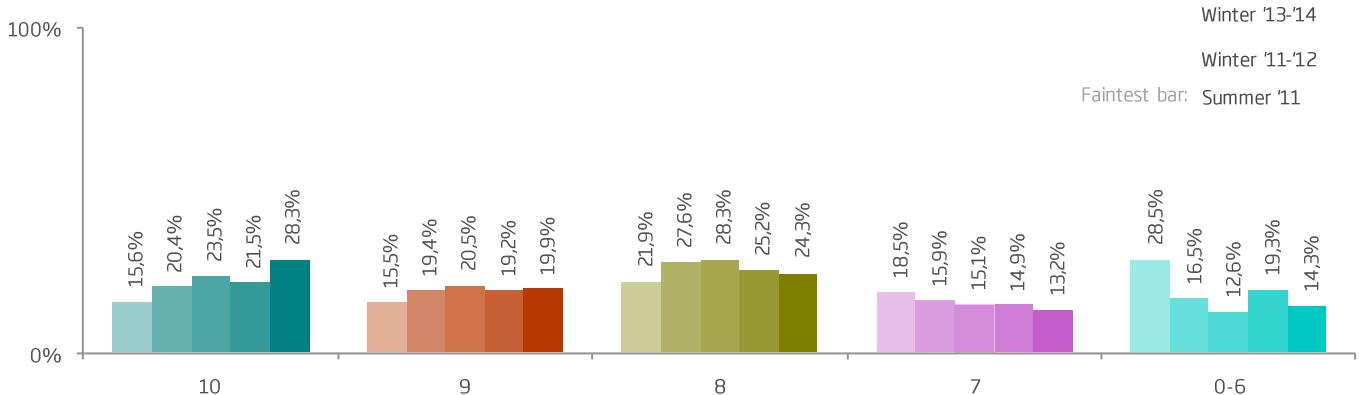
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

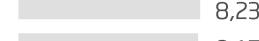
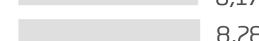
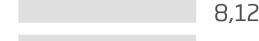
Faintest bar: Summer '11



# ROAD CONDITIONS



Q. 85. Please rate road conditions in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1619</b>	<b>28,3</b>	<b>19,9</b>	<b>24,3</b>	<b>13,2</b>	<b>14,3</b>	 8,19
<b>Gender*</b>							
Male	560	22,5	20,7	25,7	17,0	14,1	 8,04
Female	1057	31,2	19,5	23,7	11,3	14,4	 8,26
<b>Age</b>							
24 years and younger	269	29,7	17,8	23,4	11,9	17,1	 8,12
25-34 years	564	27,3	17,2	23,0	16,5	16,0	 8,07
35-44 years	295	28,8	18,6	29,5	10,8	12,2	 8,28
45-54 years	228	26,3	25,4	24,6	12,3	11,4	 8,28
55 years and older	243	30,9	24,3	22,2	9,9	12,8	 8,35
<b>What is your profession?</b>							
Managerial	185	28,1	21,6	21,6	13,5	15,1	 8,18
Professionals (dr./lawyer/account. etc.)	365	28,2	16,2	26,8	13,2	15,6	 8,08
Other professionals	266	26,7	22,6	25,2	13,2	12,4	 8,23
Teacher/Medical care	166	27,1	21,7	24,1	9,0	18,1	 8,17
Clerical/Service	81	27,2	23,5	23,5	14,8	11,1	 8,28
Vocational/Technical	52	23,1	13,5	23,1	19,2	21,2	 7,85
Unskilled	9	33,3	33,3	0,0	11,1	22,2	 8,00
Student	223	29,6	17,5	25,1	14,3	13,5	 8,18
Retired/Homemaker	95	33,7	20,0	26,3	9,5	10,5	 8,47
Artist/Musician/Actor etc.	15	33,3	20,0	26,7	20,0	0,0	 8,67
Other	142	28,2	24,6	20,4	13,4	13,4	 8,21
<b>Household income</b>							
High	643	29,7	22,1	24,1	12,1	12,0	 8,32
Average	665	26,8	18,8	25,1	13,2	16,1	 8,12
Low	249	30,5	17,3	22,1	14,9	15,3	 8,12
<b>Market area*</b>							
North America	754	35,8	21,6	21,2	11,7	9,7	 8,51
Britain	316	27,5	20,6	28,8	10,1	13,0	 8,27
Central/Southern Europe	288	17,4	18,8	27,1	17,0	19,8	 7,73
Scandinavia	95	15,8	12,6	26,3	17,9	27,4	 7,43
Asia	83	19,3	12,0	28,9	14,5	25,3	 7,61
Other	80	22,5	22,5	20,0	20,0	15,0	 7,95
<b>Educational level*</b>							
Finished high school or less	135	20,0	20,7	24,4	15,6	19,3	 7,83
Bachelor's degree or equivalent	952	28,0	19,5	24,6	13,8	14,1	8,19
Master's/Ph.D. or equivalent	505	31,1	20,0	23,8	11,9	13,3	8,29

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).



Q. 85. Please rate road conditions in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1619</b>	<b>28,3</b>	<b>19,9</b>	<b>24,3</b>	<b>13,2</b>	<b>14,3</b>	
<b>Nationality*</b>							
American	574	37,1	21,8	18,8	11,7	10,6	
British	270	26,3	20,0	28,1	12,2	13,3	
Canadian	171	33,3	21,6	28,1	10,5	6,4	
German	67	17,9	14,9	32,8	10,4	23,9	
Chinese	44	22,7	20,5	36,4	11,4	9,1	
French	40	10,0	20,0	25,0	22,5	22,5	
Spanish	33	9,1	21,2	9,1	33,3	27,3	
Danish	27	11,1	14,8	18,5	18,5	37,0	
Swedish	26	15,4	7,7	38,5	19,2	19,2	
Swiss	23	26,1	26,1	17,4	4,3	26,1	
Norwegian	22	18,2	13,6	27,3	22,7	18,2	
Dutch	18	5,6	11,1	44,4	16,7	22,2	
Italian	15	20,0	26,7	26,7	13,3	13,3	
Austrian	8	12,5	25,0	12,5	0,0	50,0	
Other	281	23,5	17,4	26,0	15,3	17,8	
<b>Type of trip*</b>							
Package tour	293	34,5	21,2	23,2	10,9	10,2	
Individually-arranged tour	1207	27,5	19,3	24,1	13,7	15,4	
Business-arranged tour	32	9,4	28,1	25,0	12,5	25,0	
<b>Purpose of visit*</b>							
Vacation/holiday	1482	29,1	19,4	24,9	13,1	13,4	
Visiting friends/relatives	91	22,0	22,0	23,1	17,6	15,4	
Event in Iceland (leisure related)	77	24,7	31,2	20,8	11,7	11,7	
Education and training	52	21,2	19,2	23,1	19,2	17,3	
Business/small meeting	32	21,9	31,3	21,9	6,3	18,8	
Conference/large meeting	24	33,3	25,0	25,0	8,3	8,3	
Other	141	19,9	22,0	22,7	16,3	19,1	

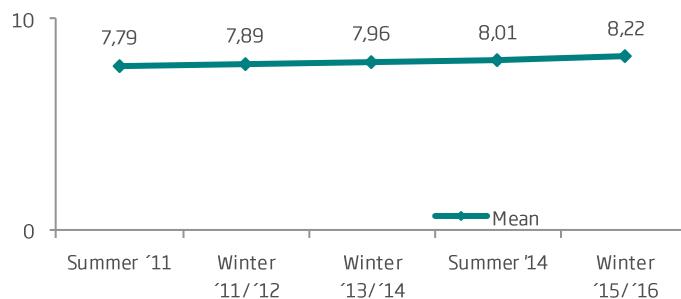
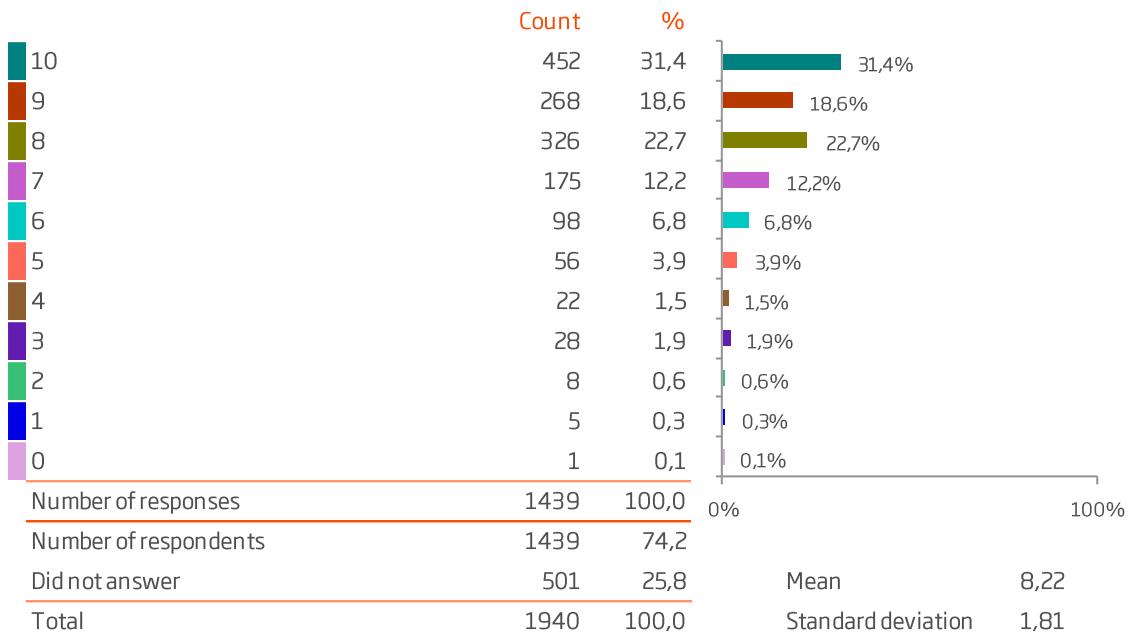
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



Q. 86. Please rate signposts (road names, road numbers) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



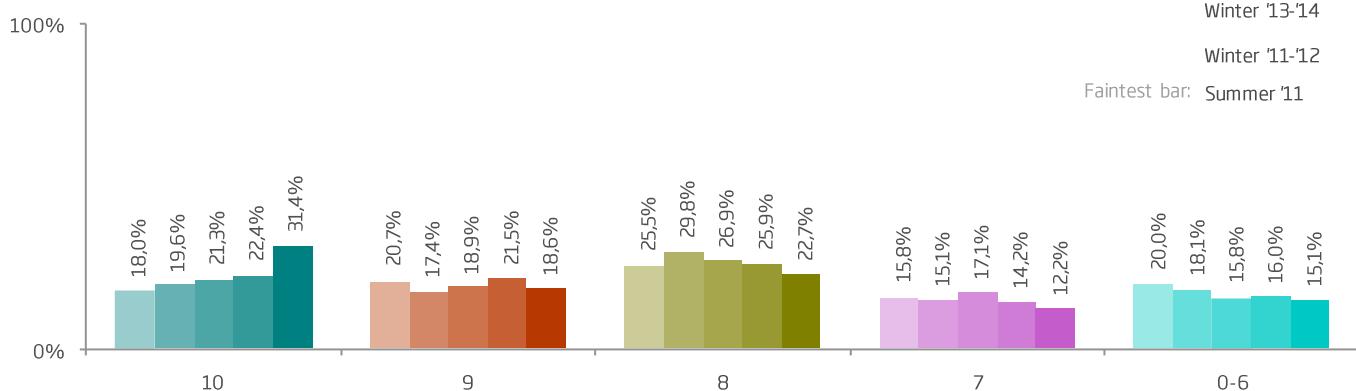
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



Q. 86. Please rate signposts (road names, road numbers) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1439	31,4	18,6	22,7	12,2	15,1	8,22
<b>Gender</b>							
Male	520	25,4	19,8	26,0	14,6	14,2	8,12
Female	917	34,7	18,0	20,8	10,8	15,7	8,27
<b>Age</b>							
24 years and younger	249	32,9	18,1	22,1	12,4	14,5	8,28
25-34 years	524	29,8	18,3	22,3	13,4	16,2	8,18
35-44 years	261	33,3	19,2	23,0	10,7	13,8	8,29
45-54 years	195	30,8	16,9	27,7	11,8	12,8	8,24
55 years and older	194	33,5	21,6	19,1	9,8	16,0	8,21
<b>What is your profession?</b>							
Managerial	168	29,8	17,3	23,2	8,9	20,8	8,02
Professionals (dr./lawyer/account. etc.)	333	30,3	17,7	24,3	13,5	14,1	8,19
Other professionals	237	29,1	21,5	19,0	14,8	15,6	8,18
Teacher/Medical care	141	29,1	22,0	24,8	9,9	14,2	8,30
Clerical/Service	69	36,2	15,9	18,8	8,7	20,3	8,22
Vocational/Technical	50	30,0	16,0	28,0	14,0	12,0	8,24
Unskilled	8	37,5	37,5	0,0	0,0	25,0	7,63
Student	199	32,7	16,1	22,1	14,6	14,6	8,27
Retired/Homemaker	74	32,4	21,6	21,6	6,8	17,6	8,22
Artist/Musician/Actor etc.	15	26,7	26,7	20,0	26,7	0,0	8,53
Other	129	38,8	16,3	24,8	9,3	10,9	8,43
<b>Household income</b>							
High	563	31,4	21,0	22,0	11,9	13,7	8,29
Average	603	31,0	18,2	23,2	10,4	17,1	8,18
Low	220	32,3	12,7	23,2	16,8	15,0	8,11
<b>Market area*</b>							
North America	670	36,9	18,1	22,4	11,0	11,6	8,45
Britain	266	31,2	19,2	22,6	10,5	16,5	8,21
Central/Southern Europe	268	23,9	20,9	23,9	14,9	16,4	8,01
Scandinavia	82	24,4	15,9	25,6	15,9	18,3	7,93
Asia	74	20,3	13,5	16,2	16,2	33,8	7,38
Other	76	27,6	22,4	25,0	10,5	14,5	8,17
<b>Educational level</b>							
Finished high school or less	118	27,1	20,3	21,2	13,6	17,8	8,00
Bachelor's degree or equivalent	850	31,1	19,8	22,7	11,9	14,6	8,24
Master's/Ph.D. or equivalent	448	33,0	15,8	23,4	12,5	15,2	8,25

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



Q. 86. Please rate signposts (road names, road numbers) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1439</b>	<b>31,4</b>	<b>18,6</b>	<b>22,7</b>	<b>12,2</b>	<b>15,1</b>	
<b>Nationality*</b>							
American	511	39,3	18,8	19,8	11,2	11,0	
British	227	30,0	19,4	21,6	13,2	15,9	
Canadian	151	30,5	17,9	30,5	7,9	13,2	
German	65	27,7	15,4	26,2	16,9	13,8	
Chinese	39	23,1	15,4	25,6	12,8	23,1	
French	40	27,5	20,0	22,5	10,0	20,0	
Spanish	33	15,2	21,2	30,3	3,0	30,3	
Danish	22	27,3	9,1	27,3	9,1	27,3	
Swedish	21	28,6	14,3	33,3	14,3	9,5	
Swiss	20	25,0	40,0	10,0	5,0	20,0	
Norwegian	20	15,0	30,0	20,0	25,0	10,0	
Dutch	13	7,7	15,4	15,4	30,8	30,8	
Italian	14	28,6	28,6	21,4	14,3	7,1	
Austrian	7	0,0	28,6	28,6	14,3	28,6	
Other	256	27,0	16,8	22,7	14,5	19,1	
<b>Type of trip*</b>							
Package tour	236	36,9	18,6	24,2	9,7	10,6	
Individually-arranged tour	1092	29,9	18,6	22,2	13,0	16,4	
Business-arranged tour	30	13,3	26,7	33,3	10,0	16,7	
<b>Purpose of visit*</b>							
Vacation/holiday	1313	31,8	18,4	22,8	12,2	14,8	
Visiting friends/relatives	86	33,7	18,6	18,6	14,0	15,1	
Event in Iceland (leisure related)	75	34,7	28,0	16,0	12,0	9,3	
Education and training	46	26,1	17,4	26,1	10,9	19,6	
Business/small meeting	30	23,3	36,7	23,3	0,0	16,7	
Conference/large meeting	24	41,7	16,7	25,0	12,5	4,2	
Other	129	25,6	20,9	26,4	9,3	17,8	

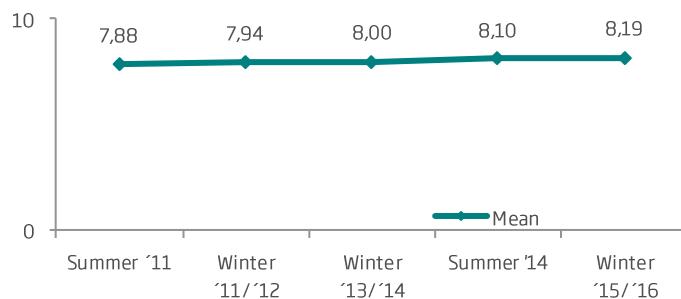
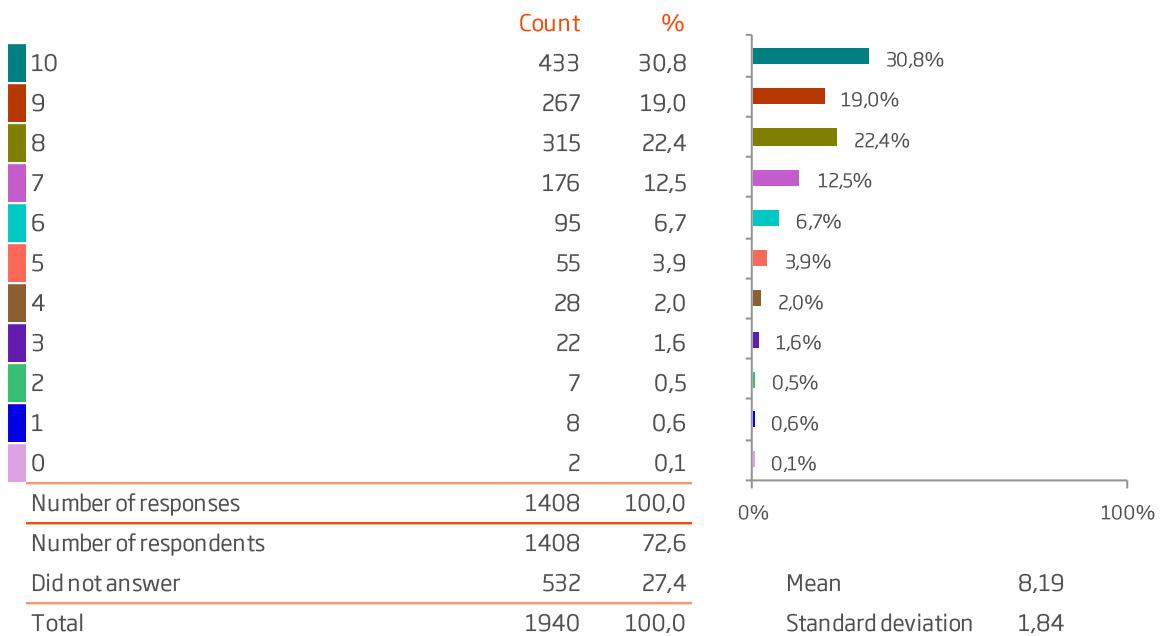
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# SIGNPOSTS (SERVICE SIGNS, WARNING NOTICES)



Q.87. Please rate signposts (service signs, warning notices) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



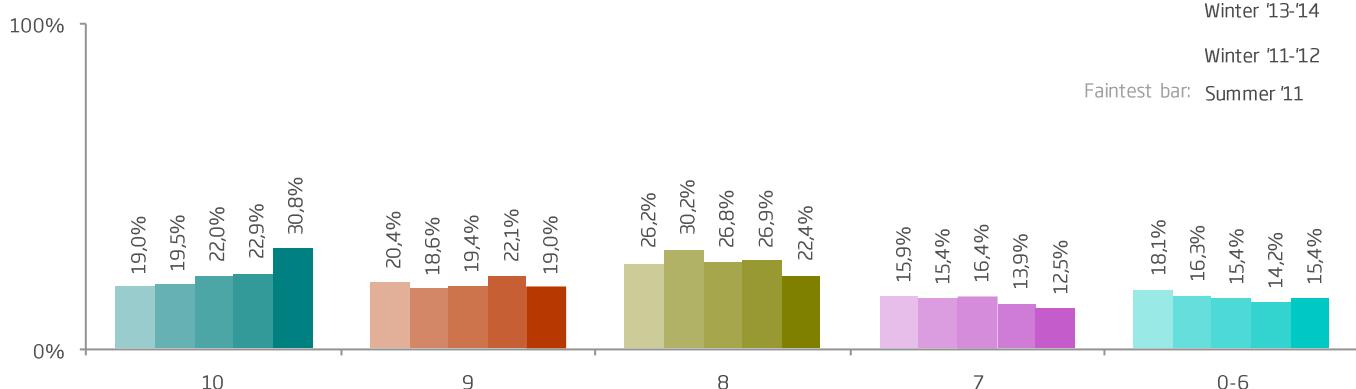
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# SIGNPOSTS (SERVICE SIGNS, WARNING NOTICES)



Q.87. Please rate signposts (service signs, warning notices) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1408	30,8	19,0	22,4	12,5	15,4	8,19
<b>Gender*</b>							
Male	510	23,7	20,2	26,1	13,7	16,3	8,05
Female	896	34,6	18,3	20,3	11,8	15,0	8,27
<b>Age</b>							
24 years and younger	247	33,6	17,0	21,9	13,4	14,2	8,26
25-34 years	513	27,3	18,9	22,0	14,8	17,0	8,08
35-44 years	258	33,7	19,4	23,6	10,5	12,8	8,34
45-54 years	190	31,1	18,9	24,7	11,1	14,2	8,18
55 years and older	182	34,1	22,0	19,2	7,1	17,6	8,23
<b>What is your profession?</b>							
Managerial	163	28,8	17,8	25,2	10,4	17,8	8,04
Professionals (dr./lawyer/account. etc.)	323	30,3	17,3	23,2	13,3	15,8	8,15
Other professionals	232	31,0	19,0	21,6	11,6	16,8	8,18
Teacher/Medical care	135	28,9	23,0	17,8	13,3	17,0	8,18
Clerical/Service	72	33,3	15,3	25,0	11,1	15,3	8,28
Vocational/Technical	50	26,0	24,0	20,0	14,0	16,0	8,18
Unskilled	8	37,5	25,0	0,0	0,0	37,5	7,00
Student	200	32,0	16,5	22,5	17,5	11,5	8,31
Retired/Homemaker	72	33,3	23,6	18,1	8,3	16,7	8,28
Artist/Musician/Actor etc.	14	21,4	21,4	28,6	21,4	7,1	8,29
Other	123	33,3	22,0	24,4	7,3	13,0	8,28
<b>Household income</b>							
High	545	31,6	20,2	23,3	11,4	13,6	8,28
Average	590	30,2	18,6	21,5	11,5	18,1	8,11
Low	221	30,8	14,5	24,0	16,7	14,0	8,12
<b>Market area*</b>							
North America	645	37,5	18,9	22,2	10,7	10,7	8,47
Britain	262	30,5	17,9	23,3	10,3	17,9	8,15
Central/Southern Europe	265	23,8	20,4	22,3	16,6	17,0	7,98
Scandinavia	82	19,5	15,9	26,8	17,1	20,7	7,76
Asia	76	18,4	15,8	18,4	14,5	32,9	7,37
Other	75	21,3	25,3	21,3	14,7	17,3	7,97
<b>Educational level</b>							
Finished high school or less	117	28,2	17,1	23,9	11,1	19,7	7,99
Bachelor's degree or equivalent	837	30,7	19,2	22,7	13,3	14,1	8,21
Master's/Ph.D. or equivalent	430	31,6	18,6	21,6	11,4	16,7	8,20

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# SIGNPOSTS (SERVICE SIGNS, WARNING NOTICES)



Q.87. Please rate signposts (service signs, warning notices) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1408	30,8	19,0	22,4	12,5	15,4	8,19
<b>Nationality*</b>							
American	492	40,7	18,5	19,7	10,6	10,6	8,52
British	222	28,4	17,1	24,8	13,1	16,7	8,12
Canadian	147	29,3	20,4	30,6	8,2	11,6	8,33
German	65	26,2	16,9	23,1	15,4	18,5	7,85
Chinese	37	16,2	27,0	21,6	18,9	16,2	8,03
French	40	22,5	25,0	15,0	17,5	20,0	7,90
Spanish	33	9,1	30,3	18,2	18,2	24,2	7,48
Danish	23	21,7	13,0	17,4	13,0	34,8	7,43
Swedish	21	38,1	4,8	33,3	9,5	14,3	8,24
Swiss	19	21,1	31,6	21,1	5,3	21,1	7,84
Norwegian	20	5,0	25,0	35,0	25,0	10,0	7,80
Dutch	14	7,1	7,1	28,6	21,4	35,7	7,07
Italian	14	28,6	21,4	14,3	28,6	7,1	8,36
Austrian	6	0,0	16,7	33,3	16,7	33,3	6,83
Other	255	27,1	18,4	20,8	13,3	20,4	7,97
<b>Type of trip*</b>							
Package tour	228	37,3	21,1	20,2	10,5	11,0	8,54
Individually-arranged tour	1069	29,4	18,2	23,0	13,0	16,4	8,12
Business-arranged tour	30	13,3	33,3	20,0	13,3	20,0	7,80
<b>Purpose of visit*</b>							
Vacation/holiday	1285	31,0	18,4	23,1	12,7	14,9	8,20
Visiting friends/relatives	85	35,3	16,5	22,4	11,8	14,1	8,25
Event in Iceland (leisure related)	72	33,3	29,2	13,9	8,3	15,3	8,54
Education and training	46	21,7	15,2	26,1	17,4	19,6	7,85
Business/small meeting	28	25,0	35,7	21,4	3,6	14,3	8,25
Conference/large meeting	23	39,1	26,1	17,4	8,7	8,7	8,70
Other	128	25,0	21,1	22,7	11,7	19,5	8,00

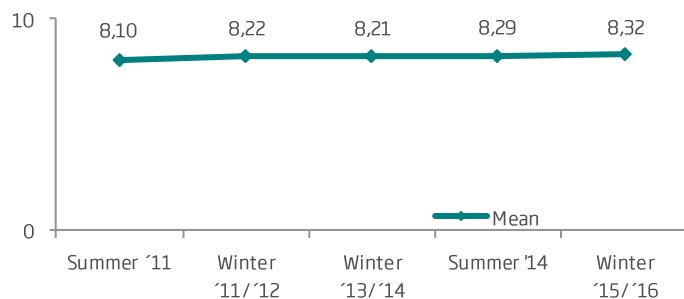
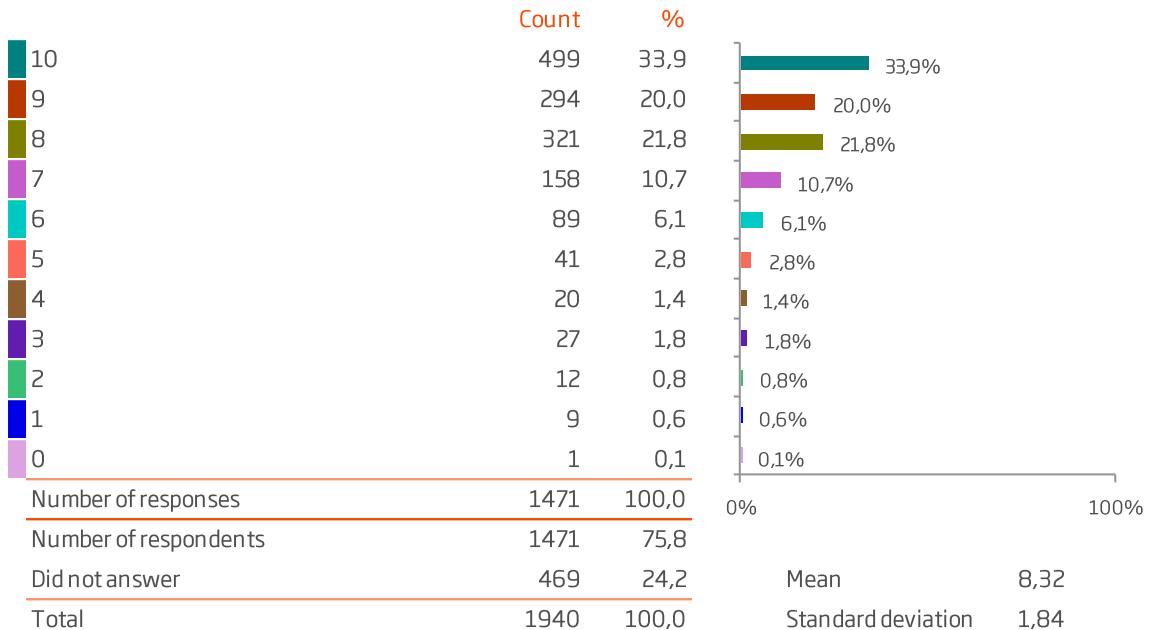
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

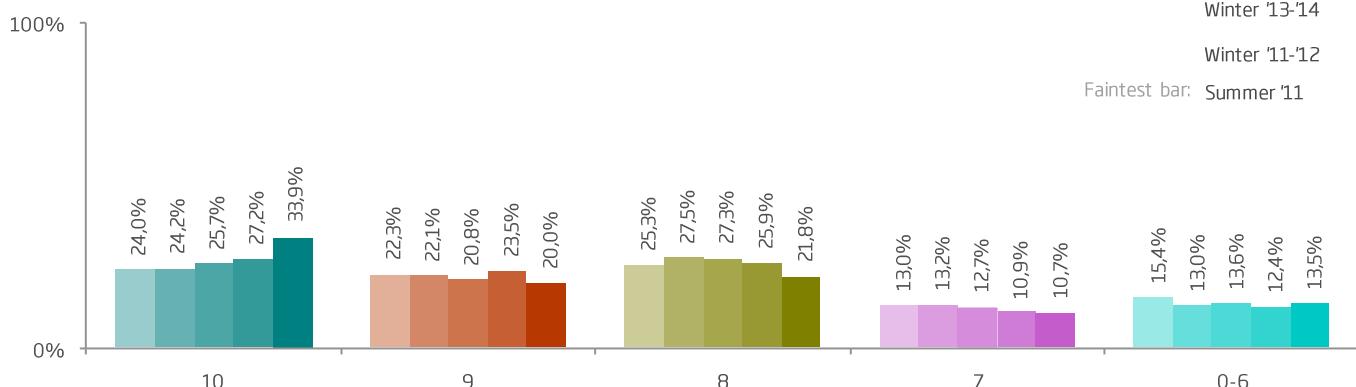
# REST AREAS/VIEWPOINTS



Q.88. Please rate rest areas/viewpoints in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11





Q.88. Please rate rest areas/viewpoints in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1471</b>	<b>33,9</b>	<b>20,0</b>	<b>21,8</b>	<b>10,7</b>	<b>13,5</b>	
<b>Gender*</b>							
Male	522	28,9	18,8	24,9	13,0	14,4	
Female	947	36,5	20,7	20,2	9,5	13,1	
<b>Age</b>							
24 years and younger	253	36,8	19,8	20,9	11,5	11,1	
25-34 years	525	34,1	17,9	21,5	12,6	13,9	
35-44 years	265	36,6	18,9	22,6	7,9	14,0	
45-54 years	203	30,0	21,7	24,6	12,3	11,3	
55 years and older	206	32,0	25,7	19,4	6,3	16,5	
<b>What is your profession?</b>							
Managerial	168	31,5	23,8	21,4	8,3	14,9	
Professionals (dr./lawyer/account. etc.)	332	33,4	17,8	24,7	9,6	14,5	
Other professionals	233	30,5	18,5	26,2	10,7	14,2	
Teacher/Medical care	149	34,2	26,2	18,1	8,1	13,4	
Clerical/Service	79	38,0	11,4	20,3	17,7	12,7	
Vocational/Technical	50	38,0	18,0	18,0	16,0	10,0	
Unskilled	8	50,0	37,5	12,5	0,0	0,0	
Student	212	34,4	16,5	24,1	12,3	12,7	
Retired/Homemaker	82	41,5	20,7	18,3	8,5	11,0	
Artist/Musician/Actor etc.	13	23,1	30,8	23,1	15,4	7,7	
Other	126	35,7	26,2	12,7	10,3	15,1	
<b>Household income</b>							
High	573	35,3	20,8	21,5	11,2	11,3	
Average	611	33,6	19,8	20,9	10,6	15,1	
Low	232	32,8	19,0	25,0	9,5	13,8	
<b>Market area*</b>							
North America	670	42,4	18,8	21,0	8,8	9,0	
Britain	292	32,2	18,5	23,6	10,3	15,4	
Central/Southern Europe	270	26,3	23,3	22,2	13,3	14,8	
Scandinavia	81	18,5	30,9	25,9	8,6	16,0	
Asia	81	18,5	11,1	17,3	23,5	29,6	
Other	74	24,3	23,0	21,6	9,5	21,6	
<b>Educational level</b>							
Finished high school or less	120	30,8	18,3	29,2	7,5	14,2	
Bachelor's degree or equivalent	875	34,6	20,8	21,1	10,6	12,8	
Master's/Ph.D. or equivalent	452	33,8	19,2	21,0	11,3	14,6	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).



Q.88. Please rate rest areas/viewpoints in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1471</b>	<b>33,9</b>	<b>20,0</b>	<b>21,8</b>	<b>10,7</b>	<b>13,5</b>	
<b>Nationality*</b>							
American	507	45,0	18,9	19,3	7,9	8,9	
British	247	32,0	18,2	25,9	10,5	13,4	
Canadian	153	39,9	17,6	23,5	9,2	9,8	
German	65	27,7	29,2	16,9	6,2	20,0	
Chinese	43	14,0	27,9	23,3	18,6	16,3	
French	40	25,0	25,0	22,5	10,0	17,5	
Spanish	33	18,2	21,2	24,2	12,1	24,2	
Danish	23	17,4	30,4	21,7	8,7	21,7	
Swedish	22	27,3	27,3	31,8	9,1	4,5	
Swiss	20	20,0	25,0	20,0	10,0	25,0	
Norwegian	18	11,1	27,8	33,3	5,6	22,2	
Dutch	17	11,8	29,4	23,5	23,5	11,8	
Italian	14	21,4	28,6	7,1	35,7	7,1	
Austrian	6	33,3	16,7	16,7	16,7	16,7	
Other	263	25,9	17,1	21,7	15,6	19,8	
<b>Type of trip*</b>							
Package tour	257	38,9	20,6	23,0	9,3	8,2	
Individually-arranged tour	1111	33,3	19,4	21,2	11,1	14,9	
Business-arranged tour	27	11,1	44,4	25,9	11,1	7,4	
<b>Purpose of visit*</b>							
Vacation/holiday	1350	34,7	19,0	22,2	10,7	13,3	
Visiting friends/relatives	82	32,9	24,4	23,2	9,8	9,8	
Event in Iceland (leisure related)	71	35,2	28,2	14,1	12,7	9,9	
Education and training	47	19,1	21,3	31,9	14,9	12,8	
Business/small meeting	32	15,6	53,1	18,8	6,3	6,3	
Conference/large meeting	20	40,0	25,0	10,0	5,0	20,0	
Other	128	23,4	26,6	22,7	10,2	17,2	

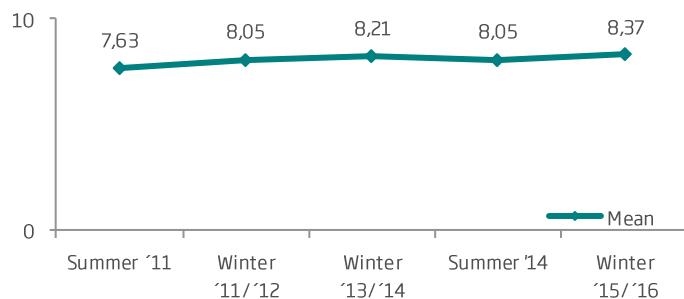
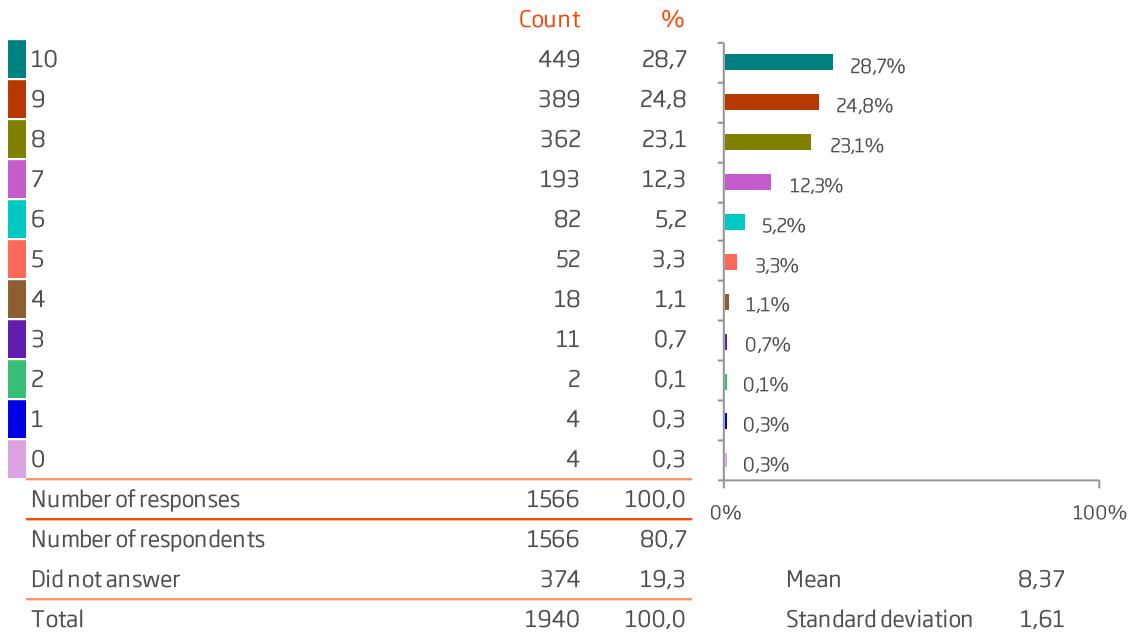
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ROAD SYSTEM IN GENERAL



Q.89. Please rate the road system in Iceland general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



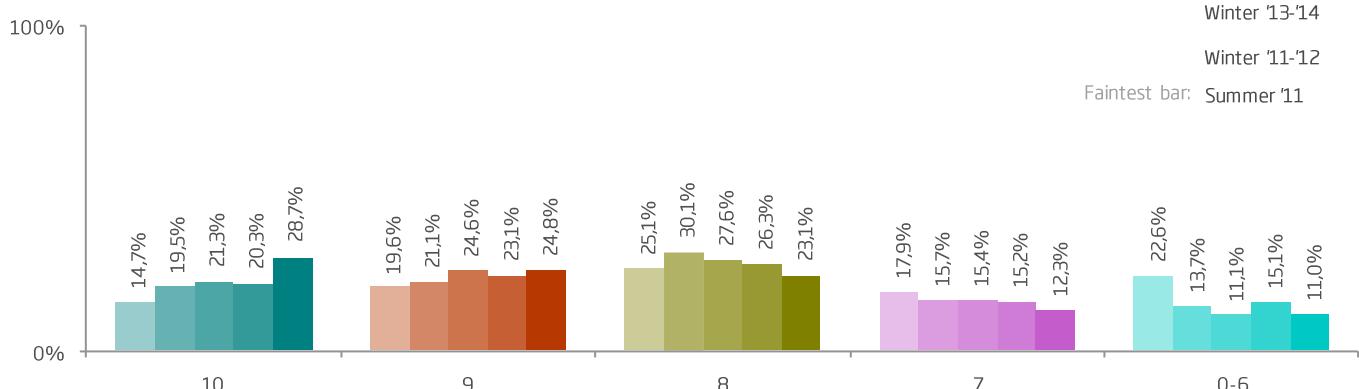
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

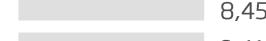
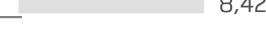
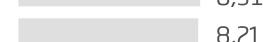
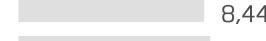
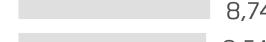
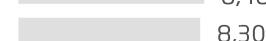
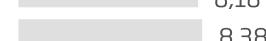
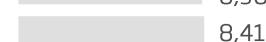
Faintest bar: Summer '11



# ROAD SYSTEM IN GENERAL



Q. 89. Please rate the road system in Iceland general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

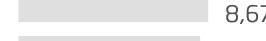
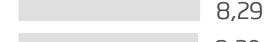
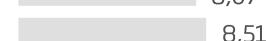
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1566</b>	<b>28,7</b>	<b>24,8</b>	<b>23,1</b>	<b>12,3</b>	<b>11,0</b>	 8,37
<b>Gender*</b>							
Male	553	21,9	26,6	25,9	14,3	11,4	 8,22
Female	1011	32,2	23,9	21,7	11,3	10,9	 8,44
<b>Age</b>							
24 years and younger	261	29,1	24,9	26,1	9,6	10,3	 8,44
25-34 years	548	25,9	25,4	21,7	15,3	11,7	 8,27
35-44 years	289	31,1	22,8	25,3	10,4	10,4	 8,45
45-54 years	219	26,9	29,2	22,8	11,9	9,1	 8,41
55 years and older	229	34,9	22,3	20,5	9,2	13,1	 8,42
<b>What is your profession?</b>							
Managerial	183	30,1	23,5	20,8	12,6	13,1	 8,31
Professionals (dr./lawyer/account. etc.)	354	26,6	21,8	22,9	16,4	12,4	 8,21
Other professionals	261	24,1	32,2	22,6	10,0	11,1	 8,39
Teacher/Medical care	156	31,4	25,0	22,4	10,3	10,9	 8,47
Clerical/Service	80	31,3	23,8	21,3	12,5	11,3	 8,44
Vocational/Technical	50	28,0	18,0	24,0	16,0	14,0	 8,22
Unskilled	9	33,3	22,2	0,0	22,2	22,2	 7,78
Student	213	28,2	24,4	27,7	10,8	8,9	 8,44
Retired/Homemaker	91	40,7	22,0	23,1	7,7	6,6	 8,74
Artist/Musician/Actor etc.	13	30,8	23,1	15,4	30,8	0,0	 8,54
Other	138	29,0	28,3	23,9	8,7	10,1	 8,40
<b>Household income</b>							
High	620	29,5	26,6	22,9	12,1	8,9	 8,48
Average	643	27,2	24,7	22,9	12,1	13,1	 8,30
Low	246	31,7	19,5	25,2	12,6	11,0	 8,33
<b>Market area*</b>							
North America	731	36,4	25,6	20,9	10,1	7,0	 8,69
Britain	305	30,5	21,6	26,9	12,8	8,2	 8,46
Central/Southern Europe	281	16,4	29,9	23,8	14,9	14,9	 8,00
Scandinavia	87	14,9	20,7	27,6	12,6	24,1	 7,69
Asia	80	17,5	11,3	27,5	18,8	25,0	 7,51
Other	79	19,0	31,6	17,7	15,2	16,5	 8,04
<b>Educational level</b>							
Finished high school or less	129	21,7	26,4	30,2	7,8	14,0	 8,18
Bachelor's degree or equivalent	929	28,2	25,7	22,9	12,3	10,9	 8,38
Master's/Ph.D. or equivalent	485	31,1	23,5	21,4	13,6	10,3	 8,41

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# ROAD SYSTEM IN GENERAL



Q.89. Please rate the road system in Iceland general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1566</b>	<b>28,7</b>	<b>24,8</b>	<b>23,1</b>	<b>12,3</b>	<b>11,0</b>	
<b>Nationality*</b>							
American	555	39,3	24,7	19,3	10,1	6,7	
British	261	28,7	22,2	28,0	13,0	8,0	
Canadian	167	30,5	27,5	24,6	9,6	7,8	
German	67	14,9	35,8	23,9	6,0	19,4	
Chinese	40	20,0	17,5	35,0	17,5	10,0	
French	40	10,0	35,0	27,5	12,5	15,0	
Spanish	33	12,1	18,2	15,2	27,3	27,3	
Danish	26	15,4	15,4	34,6	3,8	30,8	
Swedish	24	20,8	12,5	25,0	33,3	8,3	
Swiss	23	13,0	34,8	21,7	4,3	26,1	
Norwegian	19	10,5	36,8	26,3	5,3	21,1	
Dutch	16	12,5	25,0	31,3	18,8	12,5	
Italian	14	21,4	42,9	14,3	14,3	7,1	
Austrian	8	0,0	37,5	25,0	12,5	25,0	
Other	273	22,0	22,7	22,3	16,5	16,5	
<b>Type of trip*</b>							
Package tour	276	36,6	24,6	21,0	10,5	7,2	
Individually-arranged tour	1176	26,9	24,7	23,4	13,0	12,1	
Business-arranged tour	30	10,0	40,0	30,0	10,0	10,0	
<b>Purpose of visit*</b>							
Vacation/holiday	1435	29,5	24,3	23,6	12,5	10,2	
Visiting friends/relatives	88	22,7	25,0	22,7	13,6	15,9	
Event in Iceland (leisure related)	76	31,6	26,3	22,4	9,2	10,5	
Education and training	49	28,6	12,2	26,5	16,3	16,3	
Business/small meeting	30	16,7	46,7	26,7	3,3	6,7	
Conference/large meeting	23	30,4	34,8	17,4	8,7	8,7	
Other	133	21,1	27,8	24,1	12,0	15,0	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

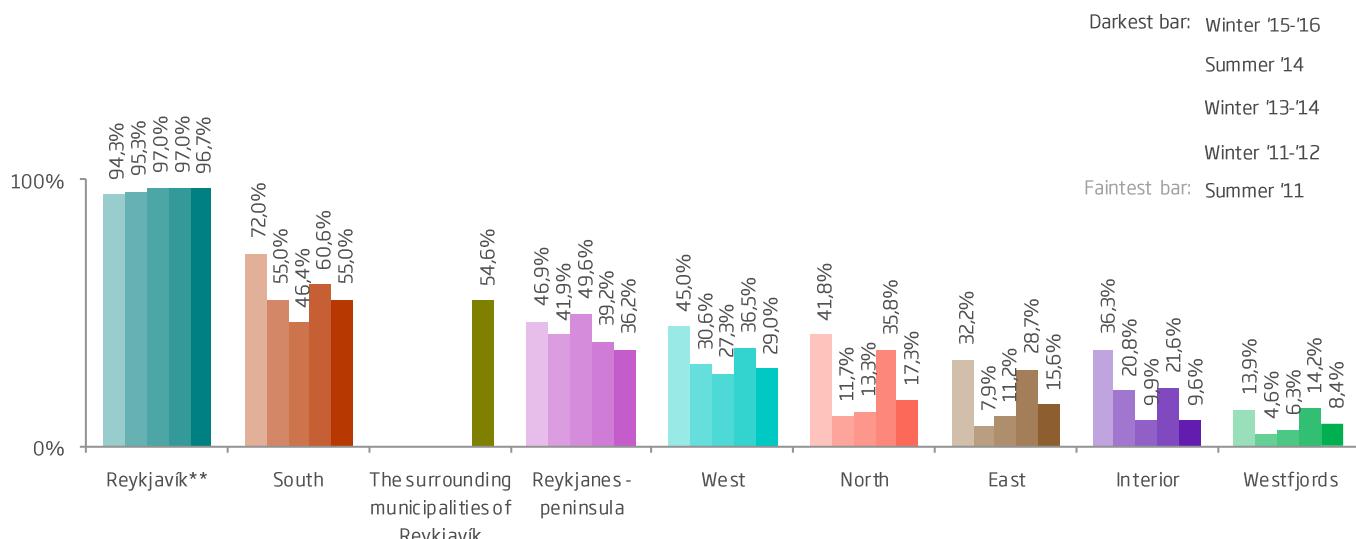
# SITES/REGIONS VISITED



Q. 90. Did you visit any of the following sites/regions?

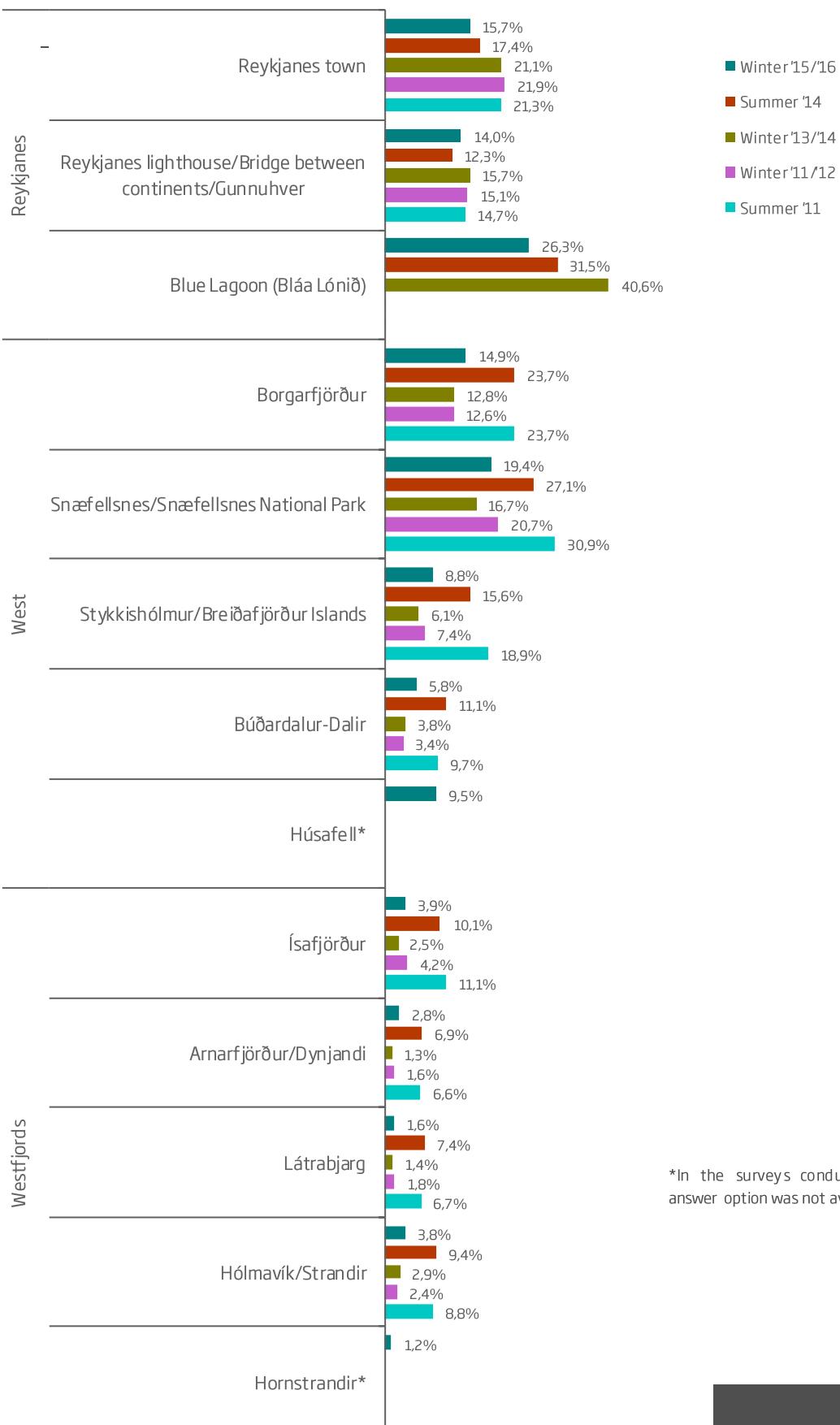
	Count respondents	% respondents	% responses
Reykjavík	1678	96,7	30,0
South	955	55,0	17,1
The surrounding municipalities of Reykjavík, including Seltjarnarnes, Mosfellsbær, Kópavogur, Hafnarfjörður, Garðabær	948	54,6	16,9
Reykjaness - peninsula	629	36,2	11,2
West	504	29,0	9,0
North	301	17,3	5,4
East	270	15,6	4,8
Interior	166	9,6	3,0
Westfjords	146	8,4	2,6
Number of responses*	5597	322,4	100,0
Number of respondents	1736	89,5	
Did not answer	204	10,5	
Total	1940	100,0	

\*There are more responses than respondents as it was possible to select more than one answer.

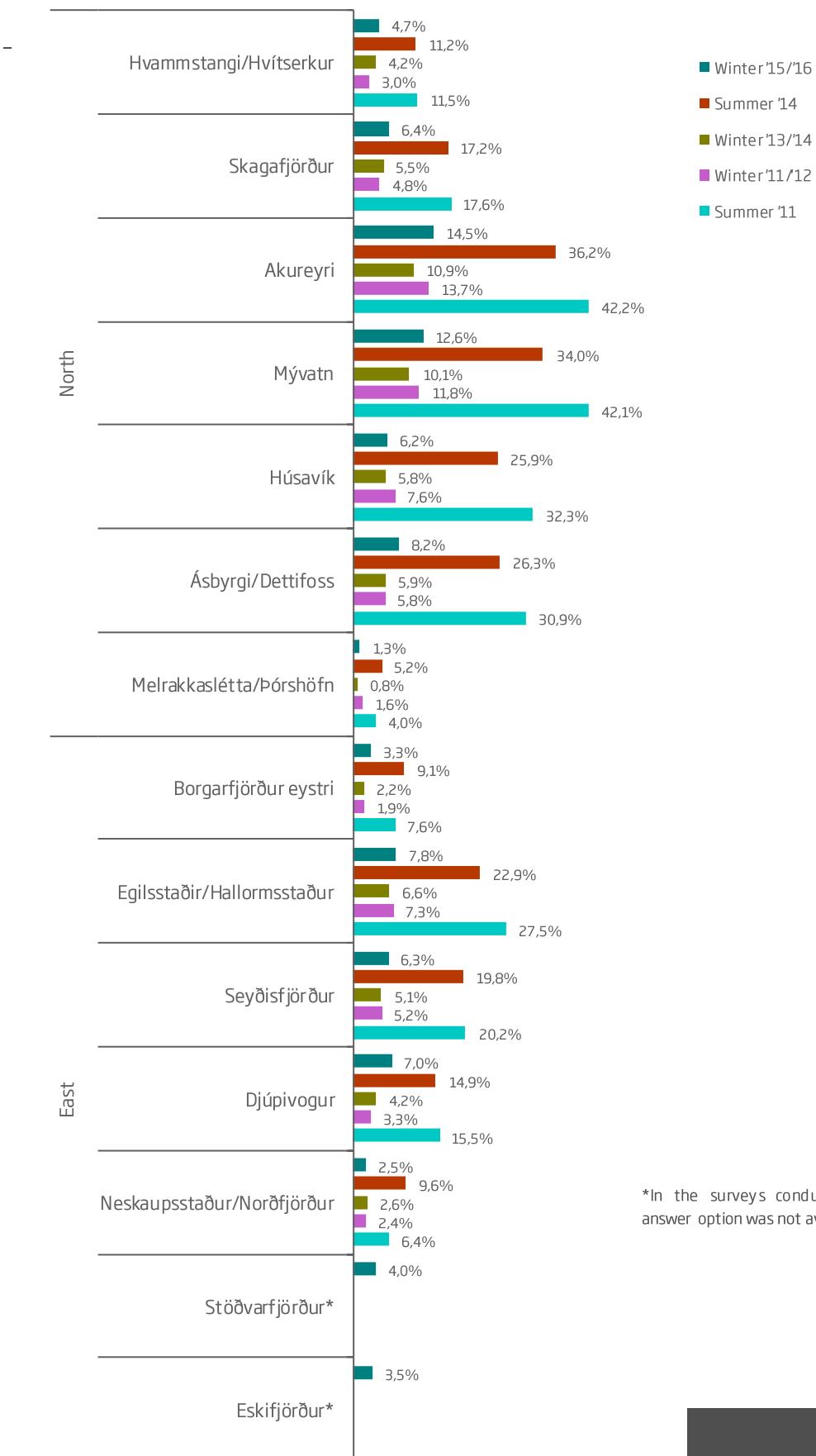


\*\*In the surveys conducted from 2011-2014 this answer option was "Reykjavík and surrounding area".

# SITES/REGIONS VISITED

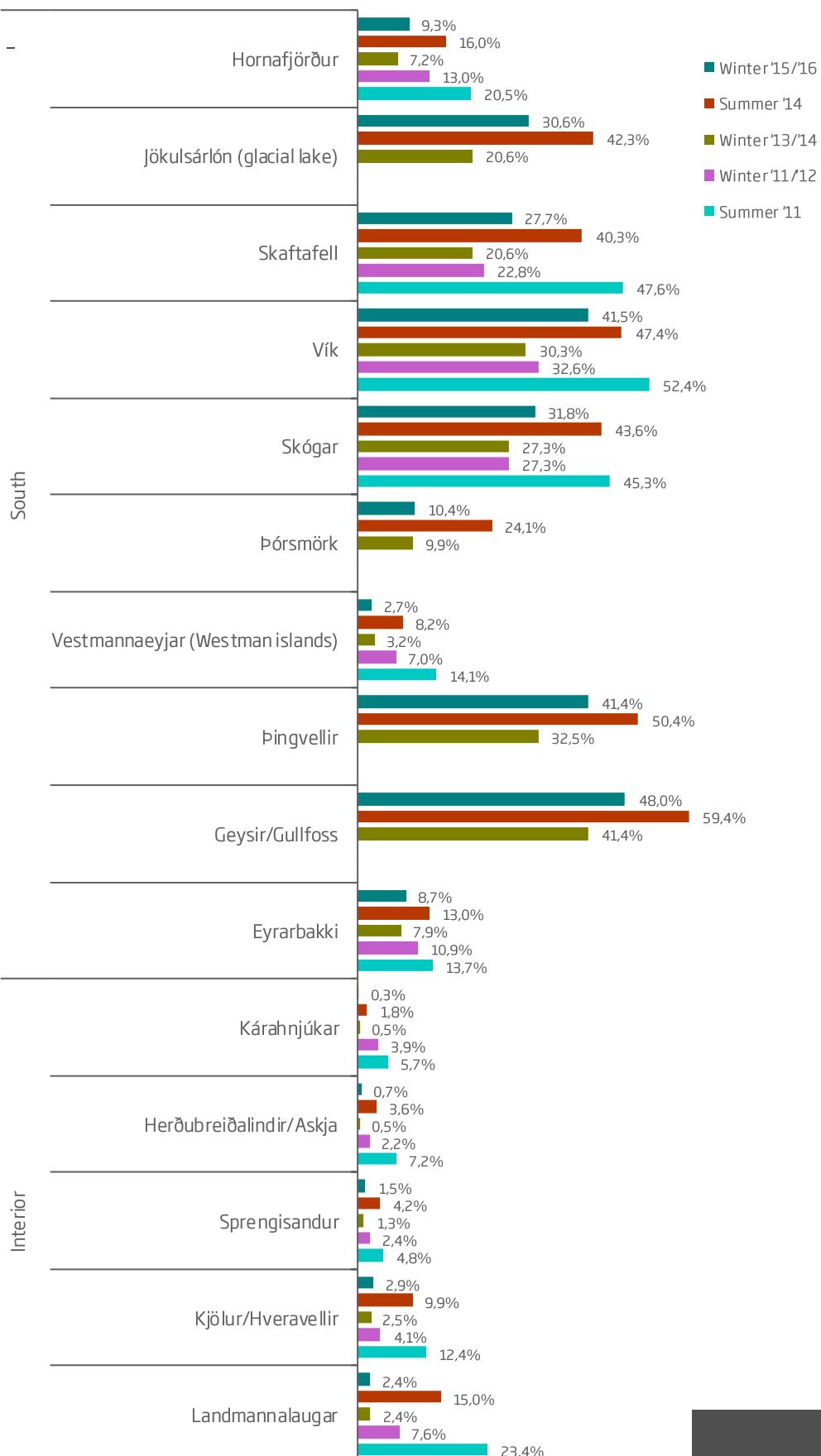


# SITES/REGIONS VISITED



\*In the surveys conducted from 2011-2014 this answer option was not available.

# SITES/REGIONS VISITED



# SITES/REGIONS VISITED



Q. 90. Did you visit any of the following sites/regions?

	Number of answers	Reykjavík	South	The surrounding municipalities of Reykjavík	Reykjanes - peninsula	West	North	East	Other sites/regions
	Count	%	%	%	%	%	%	%	%
<b>Total</b>									
<b>Gender</b>									
Male	586	96,1	59,0	56,1	41,5	34,6	20,6	19,1	19,1
Female	1148	97,0	52,9	53,8	33,4	26,0	15,7	13,8	14,8
<b>Age</b>									
24 years and younger	292	98,3	56,2	60,6	38,7	30,8	<b>21,2</b>	18,8	18,2
25-34 years	603	97,2	<b>61,2</b>	54,6	35,5	32,8	19,6	18,1	16,6
35-44 years	314	96,5	53,8	51,6	36,3	26,1	16,9	16,2	16,2
45-54 years	243	93,4	<b>46,9</b>	54,7	35,4	23,5	<b>9,9</b>	9,1	13,2
55 years and older	261	96,6	47,5	51,7	35,6	26,4	15,3	11,1	17,2
<b>What is your profession?</b>									
Managerial	199	94,0	50,8	52,8	37,2	29,1	15,6	14,1	15,6
Professionals (dr./lawyer/account. etc.)	386	97,4	57,8	58,3	40,7	28,0	16,3	16,3	18,9
Other professionals	284	95,4	53,5	49,3	37,3	31,3	18,0	16,9	14,8
Teacher/Medical care	180	96,7	47,2	53,9	28,9	23,9	17,8	11,1	15,0
Clerical/Service	86	98,8	60,5	64,0	<b>43,0</b>	<b>38,4</b>	18,6	17,4	<b>23,3</b>
Vocational/Technical	55	92,7	60,0	54,5	36,4	36,4	<b>30,9</b>	<b>25,5</b>	16,4
Unskilled	9	100,0	<b>22,2</b>	<b>77,8</b>	<b>11,1</b>	<b>22,2</b>	11,1	11,1	22,2
Student	245	98,4	59,2	53,1	34,3	27,3	17,6	16,3	14,7
Retired/Homemaker	105	97,1	45,7	55,2	33,3	26,7	<b>10,5</b>	<b>8,6</b>	<b>11,4</b>
Artist/Musician/Actor etc.	19	94,7	42,1	<b>42,1</b>	26,3	26,3	26,3	10,5	15,8
Other	148	97,3	<b>63,5</b>	53,4	34,5	31,1	19,6	19,6	17,6
<b>Household income</b>									
High	685	96,4	54,0	57,1	37,7	26,0	13,6	13,7	15,6
Average	715	97,2	54,4	53,1	33,6	29,2	19,3	16,6	16,9
Low	268	96,3	57,8	54,1	39,6	35,4	22,4	16,8	16,8
<b>Market area</b>									
North America	811	97,0	55,1	54,4	36,0	28,1	14,2	13,9	16,6
Britain	337	95,5	42,4	59,3	34,1	<b>22,3</b>	<b>8,3</b>	<b>7,1</b>	11,0
Central/Southern Europe	305	96,4	69,5	48,2	<b>41,6</b>	<b>41,0</b>	<b>32,8</b>	25,2	<b>23,0</b>
Scandinavia	106	95,3	<b>35,8</b>	<b>63,2</b>	36,8	24,5	14,2	11,3	<b>8,5</b>
Asia	88	100,0	<b>70,5</b>	<b>45,5</b>	<b>30,7</b>	29,5	25,0	<b>28,4</b>	13,6
Other	86	96,5	59,3	60,5	33,7	25,6	23,3	22,1	22,1
<b>Educational level</b>									
Finished high school or less	143	95,1	59,4	58,0	29,4	27,3	23,1	16,1	21,7
Bachelor's degree or equivalent	1019	97,2	55,1	56,5	36,0	29,2	17,2	16,3	15,2
Master's/Ph.D. or equivalent	547	96,2	53,6	50,6	37,8	28,7	16,3	13,7	17,2

When respondents can choose more than one answer, significance between groups is not calculated.

# SITES/REGIONS VISITED



Q. 90. Did you visit any of the following sites/regions?

	Number of answers	Reykjavík	South	The surrounding municipalities of Reykjavík	Reykjanes - peninsula	West	North	East	Other sites/regions
	Count	%	%	%	%	%	%	%	%
<b>Total</b>									
<b>Nationality</b>									
American	618	96,1	54,2	53,9	34,1	26,5	12,9	12,1	18,3
British	284	95,4	41,5	59,2	33,8	21,8	7,0	4,6	9,5
Canadian	185	99,5	55,7	58,4	40,5	33,0	17,8	18,9	14,1
German	69	94,2	62,3	49,3	33,3	44,9	40,6	26,1	18,8
Chinese	50	100,0	68,0	<b>36,0</b>	<b>22,0</b>	22,0	18,0	14,0	10,0
French	44	97,7	77,3	38,6	<b>65,9</b>	40,9	29,5	36,4	36,4
Spanish	35	100,0	<b>88,6</b>	54,3	45,7	54,3	<b>68,6</b>	<b>54,3</b>	25,7
Danish	29	93,1	41,4	62,1	51,7	27,6	20,7	13,8	10,3
Swedish	28	100,0	<b>17,9</b>	53,6	32,1	<b>10,7</b>	<b>0,0</b>	3,6	7,1
Swiss	23	100,0	78,3	60,9	47,8	39,1	26,1	21,7	17,4
Norwegian	22	95,5	27,3	<b>63,6</b>	36,4	18,2	9,1	<b>0,0</b>	<b>0,0</b>
Dutch	19	100,0	63,2	36,8	47,4	42,1	15,8	10,5	10,5
Italian	16	100,0	62,5	56,3	37,5	<b>56,3</b>	37,5	18,8	<b>43,8</b>
Austrian	8	100,0	75,0	50,0	50,0	25,0	12,5	25,0	37,5
Other	306	96,1	61,4	55,6	34,6	31,0	22,9	22,9	17,3
<b>Type of trip*</b>									
Package tour	319	97,2	53,0	51,1	30,7	<b>20,4</b>	10,7	8,8	11,9
Individually-arranged tour	1295	96,9	<b>57,1</b>	<b>56,0</b>	37,5	<b>31,0</b>	<b>19,0</b>	17,1	17,6
Business-arranged tour	32	96,9	<b>31,3</b>	<b>40,6</b>	34,4	21,9	<b>3,1</b>	9,4	12,5
<b>Purpose of visit*</b>									
Vacation/holiday	1585	96,8	56,7	55,0	36,5	29,5	17,2	15,8	16,2
Visiting friends/relatives	95	96,8	46,3	57,9	33,7	32,6	<b>21,1</b>	<b>16,8</b>	22,1
Event in Iceland (leisure related)	85	96,5	<b>62,4</b>	<b>68,2</b>	38,8	34,1	15,3	15,3	18,8
Education and training	53	94,3	54,7	60,4	<b>58,5</b>	34,0	20,8	13,2	22,6
Business/small meeting	38	97,4	<b>34,2</b>	50,0	36,8	<b>34,2</b>	<b>7,9</b>	13,2	15,8
Conference/large meeting	26	92,3	38,5	<b>34,6</b>	<b>11,5</b>	<b>23,1</b>	15,4	<b>3,8</b>	15,4
Other	153	94,8	47,7	50,3	37,9	32,0	20,9	12,4	18,3

When respondents can choose more than one answer, significance between groups is not calculated.

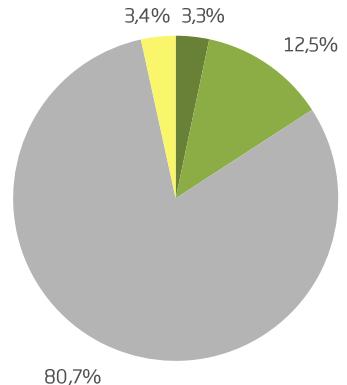
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN REYKJAVÍK



Q. 91. Did you find the number of visitors in Reykjavík acceptable, too many or too few?

	Count	%
Too many (5)	55	3,3
Rather many (4)	208	12,5
Acceptable (3)	1340	80,7
Rather few (2)	57	3,4
Too few (1)	0	0,0
Number of responses	1660	100,0
Number of respondents	1660	85,6
Did not answer	280	14,4
Total	1940	100,0



Mean 3,16  
Standard deviation 0,52

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS IN REYKJAVÍK



Q. 91. Did you find the number of visitors in Reykjavík acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>1660</b>	<b>15,8</b>	<b>80,7</b>	<b>3,4</b>	 3,16
<b>Gender</b>					
Male	557	17,2	80,1	2,7	 3,18
Female	1101	15,2	81,0	3,8	 3,15
<b>Age*</b>					
24 years and younger	277	22,7	74,0	3,2	 3,27
25-34 years	581	16,7	80,0	3,3	 3,17
35-44 years	301	15,6	81,4	3,0	 3,15
45-54 years	233	10,3	84,5	5,2	 3,08
55 years and older	247	10,9	86,2	2,8	 3,10
<b>What is your profession?</b>					
Managerial	187	12,3	85,0	2,7	 3,11
Professionals (dr./lawyer/account. etc.)	375	14,1	82,9	2,9	 3,14
Other professionals	273	17,6	78,4	4,0	 3,16
Teacher/Medical care	174	12,1	83,3	4,6	 3,11
Clerical/Service	85	22,4	72,9	4,7	 3,24
Vocational/Technical	53	22,6	75,5	1,9	 3,26
Unskilled	9	11,1	88,9	0,0	 3,11
Student	234	17,5	78,2	4,3	 3,18
Retired/Homemaker	97	9,3	87,6	3,1	 3,07
Artist/Musician/Actor etc.	18	27,8	72,2	0,0	 3,28
Other	139	20,9	76,3	2,9	 3,22
<b>Household income*</b>					
High	662	11,9	84,3	3,8	 3,11
Average	685	16,1	80,6	3,4	 3,16
Low	254	23,6	73,6	2,8	 3,26
<b>Market area*</b>					
North America	795	13,3	84,8	1,9	 3,15
Britain	326	6,7	88,7	4,6	 3,04
Central/Southern Europe	272	34,2	61,4	4,4	 3,35
Scandinavia	93	17,2	75,3	7,5	 3,13
Asia	84	14,3	82,1	3,6	 3,13
Other	87	14,9	79,3	5,7	 3,14
<b>Educational level*</b>					
Finished high school or less	126	24,6	72,2	3,2	 3,28
Bachelor's degree or equivalent	981	15,5	81,1	3,4	 3,16
Master's/Ph.D. or equivalent	529	14,6	81,9	3,6	 3,13

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS IN REYKJAVÍK



Q. 91. Did you find the number of visitors in Reykjavík acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>1660</b>	<b>15,8</b>	<b>80,7</b>	<b>3,4</b>	 3,16
<b>Nationality*</b>					
American	603	11,9	85,9	2,2	 3,13
British	276	5,4	90,9	3,6	 3,03
Canadian	183	16,4	80,9	2,7	 3,19
German	56	60,7	37,5	1,8	 3,70
Chinese	48	10,4	85,4	4,2	 3,13
French	42	66,7	31,0	2,4	 3,69
Spanish	34	8,8	79,4	11,8	 2,97
Danish	23	17,4	65,2	17,4	 3,04
Swedish	27	11,1	85,2	3,7	 3,11
Swiss	18	55,6	44,4	0,0	 3,67
Norwegian	20	10,0	90,0	0,0	 3,10
Dutch	18	11,1	72,2	16,7	 2,94
Italian	16	25,0	75,0	0,0	 3,31
Austrian	7	57,1	42,9	0,0	 3,71
Other	289	16,3	79,2	4,5	 3,15
<b>Type of trip*</b>					
Package tour	316	8,9	89,9	1,3	 3,09
Individually-arranged tour	1243	17,4	78,8	3,8	 3,18
Business-arranged tour	32	21,9	65,6	12,5	 3,13
<b>Purpose of visit*</b>					
Vacation/holiday	1523	14,9	81,9	3,2	 3,15
Visiting friends/relatives	88	28,4	67,0	4,5	 3,30
Event in Iceland (leisure related)	82	20,7	76,8	2,4	 3,20
Education and training	48	25,0	72,9	2,1	 3,29
Business/small meeting	34	17,6	73,5	8,8	 3,09
Conference/large meeting	28	28,6	64,3	7,1	 3,29
Other	144	27,8	65,3	6,9	 3,26

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

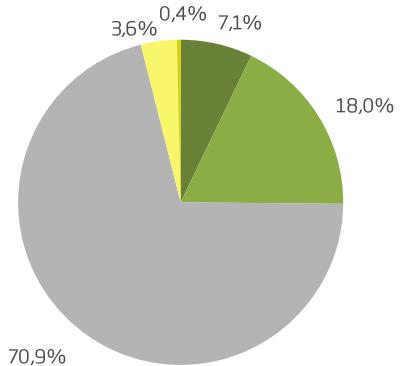
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS AT GULLFOSS



Q.92. Did you find the number of visitors at Gullfoss acceptable, too many or too few?

	Count	%
Too many (5)	96	7,1
Rather many (4)	242	18,0
Acceptable (3)	953	70,9
Rather few (2)	48	3,6
Too few (1)	5	0,4
Number of responses	1344	100,0
Number of respondents	1344	69,3
Did not answer	596	30,7
Total	1940	100,0



Mean 3,28  
Standard deviation 0,66

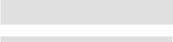
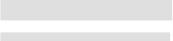
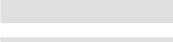
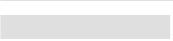
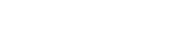
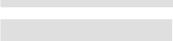
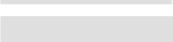
When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS AT GULLFOSS



Q. 92. Did you find the number of visitors at Gullfoss acceptable, too many or too few?

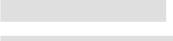
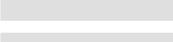
	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>1344</b>	<b>25,1</b>	<b>70,9</b>	<b>3,9</b>	 3,28
<b>Gender</b>					
Male	452	27,0	69,0	4,0	 3,31
Female	890	24,3	71,8	3,9	 3,27
<b>Age</b>					
24 years and younger	237	31,2	63,7	5,1	 3,35
25-34 years	475	27,6	68,0	4,4	 3,31
35-44 years	243	21,0	76,1	2,9	 3,23
45-54 years	186	20,4	76,9	2,7	 3,22
55 years and older	183	20,8	75,4	3,8	 3,22
<b>What is your profession?</b>					
Managerial	151	19,9	74,8	5,3	 3,19
Professionals (dr./lawyer/account. etc.)	316	22,5	76,3	1,3	 3,28
Other professionals	203	29,6	65,0	5,4	 3,33
Teacher/Medical care	143	22,4	73,4	4,2	 3,23
Clerical/Service	75	22,7	74,7	2,7	 3,27
Vocational/Technical	48	27,1	66,7	6,3	 3,27
Unskilled	6	16,7	83,3	0,0	 3,17
Student	198	31,3	62,6	6,1	 3,35
Retired/Homemaker	70	21,4	77,1	1,4	 3,23
Artist/Musician/Actor etc.	10	30,0	70,0	0,0	 3,40
Other	109	29,4	65,1	5,5	 3,33
<b>Household income*</b>					
High	528	23,5	73,5	3,0	 3,27
Average	556	23,2	72,5	4,3	 3,25
Low	208	33,2	61,5	5,3	 3,39
<b>Market area*</b>					
North America	602	22,4	74,8	2,8	 3,27
Britain	288	17,4	78,5	4,2	 3,16
Central/Southern Europe	238	40,3	53,8	5,9	 3,45
Scandinavia	66	31,8	63,6	4,5	 3,39
Asia	72	19,4	77,8	2,8	 3,21
Other	76	27,6	67,1	5,3	 3,28
<b>Educational level</b>					
Finished high school or less	106	31,1	64,2	4,7	 3,36
Bachelor's degree or equivalent	795	24,0	71,6	4,4	 3,26
Master's/Ph.D. or equivalent	419	25,8	71,4	2,9	 3,30

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS AT GULLFOSS



Q. 92. Did you find the number of visitors at Gullfoss acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>1344</b>	<b>25,1</b>	<b>70,9</b>	<b>3,9</b>	 3,28
<b>Nationality*</b>					
American	444	21,8	75,7	2,5	 3,26
British	238	16,8	80,7	2,5	 3,18
Canadian	147	23,1	72,8	4,1	 3,27
German	53	60,4	34,0	5,7	 3,72
Chinese	41	17,1	75,6	7,3	 3,10
French	38	76,3	23,7	0,0	 3,95
Spanish	33	36,4	57,6	6,1	 3,30
Danish	18	27,8	55,6	16,7	 3,22
Swedish	17	17,6	82,4	0,0	 3,18
Swiss	16	50,0	50,0	0,0	 3,69
Norwegian	14	14,3	85,7	0,0	 3,21
Dutch	15	33,3	46,7	20,0	 3,20
Italian	14	7,1	92,9	0,0	 3,07
Austrian	5	60,0	40,0	0,0	 3,60
Other	251	23,9	69,7	6,4	 3,24
<b>Type of trip*</b>					
Package tour	255	17,6	78,8	3,5	 3,15
Individually-arranged tour	1023	26,7	69,4	3,9	 3,30
Business-arranged tour	22	36,4	59,1	4,5	 3,45
<b>Purpose of visit*</b>					
Vacation/holiday	1257	24,5	71,5	4,0	 3,27
Visiting friends/relatives	60	38,3	56,7	5,0	 3,45
Event in Iceland (leisure related)	64	23,4	71,9	4,7	 3,23
Education and training	38	39,5	60,5	0,0	 3,61
Business/small meeting	23	30,4	65,2	4,3	 3,30
Conference/large meeting	11	36,4	63,6	0,0	 3,55
Other	96	36,5	61,5	2,1	 3,49

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

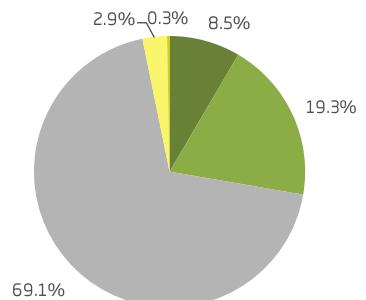
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS AT GEYSIR



Q. 93. Did you find the number of visitors at Geysir acceptable, too many or too few?

	Count	%
Too many (5)	116	8.5
Rather many (4)	264	19.3
Acceptable (3)	947	69.1
Rather few (2)	40	2.9
Too few (1)	4	0.3
Number of responses	1371	100.0
Number of respondents	1371	70.7
Did not answer	569	29.3
Total	1940	100.0



Mean 3.33  
Standard deviation 0.68

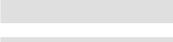
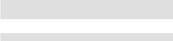
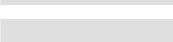
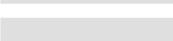
When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS AT GEYSIR



Q. 93. Did you find the number of visitors at Geysir acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>1371</b>	<b>27,7</b>	<b>69,1</b>	<b>3,2</b>	 3,33
<b>Gender</b>					
Male	470	29,1	66,6	4,3	 3,33
Female	899	26,9	70,4	2,7	 3,32
<b>Age*</b>					
24 years and younger	233	34,3	61,8	3,9	 3,43
25-34 years	481	31,6	65,3	3,1	 3,38
35-44 years	249	22,1	74,7	3,2	 3,26
45-54 years	195	22,1	75,4	2,6	 3,25
55 years and older	194	22,2	74,2	3,6	 3,23
<b>What is your profession?</b>					
Managerial	158	22,8	72,8	4,4	 3,25
Professionals (dr./lawyer/account. etc.)	325	27,1	71,4	1,5	 3,33
Other professionals	203	30,5	65,0	4,4	 3,34
Teacher/Medical care	147	26,5	71,4	2,0	 3,29
Clerical/Service	77	18,2	79,2	2,6	 3,25
Vocational/Technical	48	31,3	62,5	6,3	 3,33
Unskilled	8	37,5	62,5	0,0	 3,38
Student	195	31,8	63,6	4,6	 3,38
Retired/Homemaker	74	23,0	77,0	0,0	 3,27
Artist/Musician/Actor etc.	10	40,0	60,0	0,0	 3,50
Other	111	33,3	62,2	4,5	 3,42
<b>Household income</b>					
High	549	26,2	71,4	2,4	 3,30
Average	566	27,0	70,1	2,8	 3,33
Low	205	34,1	60,0	5,9	 3,41
<b>Market area*</b>					
North America	616	24,7	72,4	2,9	 3,30
Britain	293	21,2	75,1	3,8	 3,22
Central/Southern Europe	245	41,6	55,1	3,3	 3,51
Scandinavia	62	35,5	61,3	3,2	 3,45
Asia	77	26,0	72,7	1,3	 3,38
Other	76	27,6	68,4	3,9	 3,29
<b>Educational level*</b>					
Finished high school or less	109	35,8	63,3	0,9	 3,49
Bachelor's degree or equivalent	806	25,4	70,7	3,8	 3,29
Master's/Ph.D. or equivalent	433	30,3	67,2	2,5	 3,36

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS AT GEYSIR



Q. 93. Did you find the number of visitors at Geysir acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>1371</b>	<b>27,7</b>	<b>69,1</b>	<b>3,2</b>	3,33
<b>Nationality*</b>					
American	457	24,5	72,4	3,1	3,28
British	243	20,2	77,8	2,1	3,21
Canadian	149	26,2	71,1	2,7	3,34
German	53	64,2	32,1	3,8	3,83
Chinese	43	30,2	69,8	0,0	3,40
French	41	65,9	34,1	0,0	3,83
Spanish	34	38,2	55,9	5,9	3,41
Danish	19	31,6	63,2	5,3	3,37
Swedish	14	21,4	71,4	7,1	3,14
Swiss	17	64,7	35,3	0,0	3,88
Norwegian	14	21,4	78,6	0,0	3,29
Dutch	16	37,5	50,0	12,5	3,31
Italian	14	14,3	85,7	0,0	3,14
Austrian	5	40,0	60,0	0,0	3,40
Other	252	23,8	71,0	5,2	3,28
<b>Type of trip*</b>					
Package tour	264	20,5	77,3	2,3	3,21
Individually-arranged tour	1042	29,5	67,1	3,5	3,35
Business-arranged tour	21	38,1	57,1	4,8	3,43
<b>Purpose of visit*</b>					
Vacation/holiday	1284	27,2	69,7	3,1	3,32
Visiting friends/relatives	61	41,0	54,1	4,9	3,49
Event in Iceland (leisure related)	68	26,5	67,6	5,9	3,28
Education and training	37	37,8	62,2	0,0	3,51
Business/small meeting	22	22,7	72,7	4,5	3,27
Conference/large meeting	12	50,0	50,0	0,0	3,67
Other	96	38,5	58,3	3,1	3,50

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

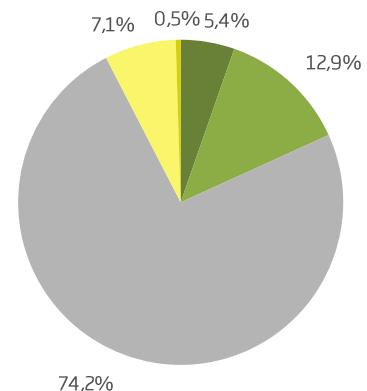
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS AT ÞINGVELLIR NATIONAL PARK



Q. 94. Did you find the number of visitors at Þingvellir National Park acceptable, too many or too few?

	Count	%
Too many (5)	67	5,4
Rather many (4)	161	12,9
Acceptable (3)	929	74,2
Rather few (2)	89	7,1
Too few (1)	6	0,5
Number of responses	1252	100,0
Number of respondents	1252	64,5
Did not answer	688	35,5
Total	1940	100,0



Mean 3,15  
Standard deviation 0,64

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS AT ÞINGVELLIR NATIONAL PARK



Q. 94. Did you find the number of visitors at Þingvellir National Park acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>1252</b>	<b>18,2</b>	<b>74,2</b>	<b>7,6</b>	 3,15
<b>Gender</b>					
Male	427	17,1	73,3	9,6	 3,11
Female	823	18,8	74,6	6,6	 3,18
<b>Age</b>					
24 years and younger	215	23,3	67,9	8,8	 3,24
25-34 years	437	20,1	73,2	6,6	 3,18
35-44 years	224	15,2	76,8	8,0	 3,11
45-54 years	172	15,7	76,7	7,6	 3,11
55 years and older	184	13,0	78,8	8,2	 3,08
<b>What is your profession?</b>					
Managerial	142	16,2	80,3	3,5	 3,16
Professionals (dr./lawyer/account. etc.)	301	16,9	75,1	8,0	 3,13
Other professionals	193	18,1	73,1	8,8	 3,15
Teacher/Medical care	127	15,0	76,4	8,7	 3,07
Clerical/Service	70	15,7	77,1	7,1	 3,14
Vocational/Technical	44	31,8	61,4	6,8	 3,32
Unskilled	5	0,0	100,0	0,0	 3,00
Student	171	22,2	69,0	8,8	 3,21
Retired/Homemaker	71	12,7	83,1	4,2	 3,10
Artist/Musician/Actor etc.	10	20,0	80,0	0,0	 3,20
Other	104	24,0	66,3	9,6	 3,25
<b>Household income</b>					
High	514	14,6	77,2	8,2	 3,11
Average	508	18,9	75,2	5,9	 3,18
Low	183	25,1	65,0	9,8	 3,21
<b>Market area*</b>					
North America	572	14,7	79,0	6,3	 3,13
Britain	269	9,3	83,3	7,4	 3,03
Central/Southern Europe	224	37,5	54,0	8,5	 3,38
Scandinavia	55	18,2	67,3	14,5	 3,09
Asia	66	22,7	71,2	6,1	 3,24
Other	65	15,4	73,8	10,8	 3,08
<b>Educational level*</b>					
Finished high school or less	96	32,3	62,5	5,2	 3,36
Bachelor's degree or equivalent	741	16,5	75,7	7,8	 3,13
Master's/Ph.D. or equivalent	394	18,3	73,9	7,9	 3,14

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS AT ÞINGVELLIR NATIONAL PARK



Q. 94. Did you find the number of visitors at Þingvellir National Park acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>1252</b>	<b>18,2</b>	<b>74,2</b>	<b>7,6</b>	 3,15
<b>Nationality*</b>					
American	431	14,4	79,1	6,5	 3,12
British	222	9,0	85,6	5,4	 3,04
Canadian	136	15,4	80,1	4,4	 3,18
German	44	63,6	27,3	9,1	 3,70
Chinese	37	27,0	64,9	8,1	 3,27
French	34	73,5	23,5	2,9	 3,94
Spanish	32	25,0	56,3	18,8	 3,09
Danish	18	16,7	66,7	16,7	 3,06
Swedish	13	7,7	84,6	7,7	 3,00
Swiss	16	56,3	43,8	0,0	 3,75
Norwegian	13	7,7	61,5	30,8	 2,85
Dutch	15	13,3	73,3	13,3	 3,00
Italian	13	15,4	69,2	15,4	 3,00
Austrian	<5				
Other	224	15,6	74,6	9,8	 3,10
<b>Type of trip*</b>					
Package tour	235	10,6	84,7	4,7	 3,07
Individually-arranged tour	955	19,9	71,5	8,6	 3,17
Business-arranged tour	16	25,0	68,8	6,3	 3,31
<b>Purpose of visit*</b>					
Vacation/holiday	1170	17,7	74,6	7,7	 3,15
Visiting friends/relatives	57	31,6	59,6	8,8	 3,33
Event in Iceland (leisure related)	62	19,4	71,0	9,7	 3,15
Education and training	36	22,2	75,0	2,8	 3,25
Business/small meeting	21	33,3	61,9	4,8	 3,38
Conference/large meeting	9	11,1	88,9	0,0	 3,22
Other	89	24,7	68,5	6,7	 3,25

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

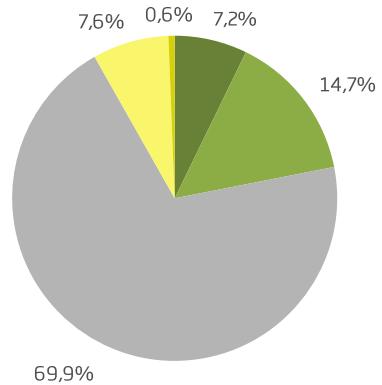
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS AT JÖKULSÁRLÓN



Q. 95. Did you find the number of visitors at Jökulsárlón (Glacier Lagoon) acceptable, too many or too few?

	Count	%
Too many (5)	59	7,2
Rather many (4)	120	14,7
Acceptable (3)	571	69,9
Rather few (2)	62	7,6
Too few (1)	5	0,6
Number of responses	817	100,0
Number of respondents	817	42,1
Did not answer	1123	57,9
Total	1940	100,0



Mean 3,20  
Standard deviation 0,70

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS AT JÖKULSÁRLÓN



Q. 95. Did you find the number of visitors at Jökulsárlón (Glacier Lagoon) acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>817</b>	<b>21,9</b>	<b>69,9</b>	<b>8,2</b>	
<b>Gender</b>					
Male	294	23,5	66,3	10,2	
Female	521	21,1	71,8	7,1	
<b>Age</b>					
24 years and younger	154	27,3	64,9	7,8	
25-34 years	300	24,7	66,7	8,7	
35-44 years	157	17,8	73,9	8,3	
45-54 years	97	21,6	68,0	10,3	
55 years and older	99	12,1	81,8	6,1	
<b>What is your profession?</b>					
Managerial	95	21,1	73,7	5,3	
Professionals (dr./lawyer/account. etc.)	191	19,4	74,3	6,3	
Other professionals	128	26,6	65,6	7,8	
Teacher/Medical care	80	17,5	73,8	8,8	
Clerical/Service	49	22,4	63,3	14,3	
Vocational/Technical	33	36,4	54,5	9,1	
Unskilled	<5				
Student	125	23,2	67,2	9,6	
Retired/Homemaker	32	15,6	81,3	3,1	
Artist/Musician/Actor etc.	5	40,0	40,0	20,0	
Other	68	20,6	66,2	13,2	
<b>Household income</b>					
High	318	18,9	73,6	7,5	
Average	346	21,7	71,7	6,6	
Low	125	27,2	60,0	12,8	
<b>Market area*</b>					
North America	368	18,2	75,5	6,3	
Britain	141	12,1	80,1	7,8	
Central/Southern Europe	167	35,9	51,5	12,6	
Scandinavia	26	26,9	57,7	15,4	
Asia	62	21,0	74,2	4,8	
Other	53	28,3	62,3	9,4	
<b>Educational level</b>					
Finished high school or less	72	34,7	55,6	9,7	
Bachelor's degree or equivalent	498	19,3	72,5	8,2	
Master's/Ph.D. or equivalent	229	22,7	69,4	7,9	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS AT JÖKULSÁRLÓN



Q. 95. Did you find the number of visitors at Jökulsárlón (Glacier Lagoon) acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>817</b>	<b>21,9</b>	<b>69,9</b>	<b>8,2</b>	
<b>Nationality*</b>					
American	270	18,1	75,9	5,9	
British	107	11,2	83,2	5,6	
Canadian	89	16,9	77,5	5,6	
German	34	64,7	23,5	11,8	
Chinese	35	11,4	82,9	5,7	
French	27	85,2	14,8	0,0	
Spanish	33	18,2	57,6	24,2	
Danish	5	40,0	40,0	20,0	
Swedish	6	16,7	83,3	0,0	
Swiss	13	46,2	46,2	7,7	
Norwegian	7	0,0	71,4	28,6	
Dutch	7	14,3	57,1	28,6	
Italian	10	20,0	60,0	20,0	
Austrian	5	60,0	0,0	40,0	
Other	169	19,5	71,0	9,5	
<b>Type of trip*</b>					
Package tour	150	12,0	82,7	5,3	
Individually-arranged tour	627	23,8	67,0	9,3	
Business-arranged tour	11	9,1	81,8	9,1	
<b>Purpose of visit*</b>					
Vacation/holiday	763	21,1	70,8	8,1	
Visiting friends/relatives	37	48,6	40,5	10,8	
Event in Iceland (leisure related)	46	26,1	63,0	10,9	
Education and training	26	30,8	65,4	3,8	
Business/small meeting	13	30,8	61,5	7,7	
Conference/large meeting	5	20,0	80,0	0,0	
Other	60	31,7	58,3	10,0	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

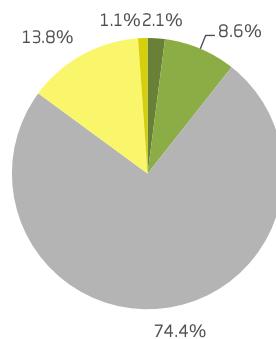
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN AKUREYRI



Q. 96. Did you find the number of visitors in Akureyri acceptable, too many or too few?

	Count	%
Too many (5)	11	2.1
Rather many (4)	46	8.6
Acceptable (3)	399	74.4
Rather few (2)	74	13.8
Too few (1)	6	1.1
Number of responses	536	100.0
Number of respondents	536	27.6
Did not answer	1404	72.4
Total	1940	100.0



Mean 2.97  
Standard deviation 0.59

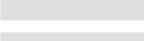
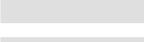
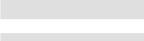
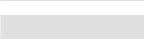
When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS IN AKUREYRI



Q. 96. Did you find the number of visitors in Akureyri acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>536</b>	<b>10,6</b>	<b>74,4</b>	<b>14,9</b>	 2,97
<b>Gender</b>					
Male	202	11,4	71,3	17,3	 2,93
Female	334	10,2	76,3	13,5	 2,99
<b>Age</b>					
24 years and younger	120	17,5	65,8	16,7	 3,03
25-34 years	196	8,7	73,5	17,9	 2,90
35-44 years	97	6,2	83,5	10,3	 2,97
45-54 years	56	10,7	82,1	7,1	 3,07
55 years and older	57	8,8	77,2	14,0	 2,95
<b>What is your profession?</b>					
Managerial	70	5,7	84,3	10,0	 2,94
Professionals (dr./lawyer/account. etc.)	126	5,6	80,2	14,3	 2,93
Other professionals	73	12,3	68,5	19,2	 2,96
Teacher/Medical care	54	7,4	81,5	11,1	 2,98
Clerical/Service	32	15,6	59,4	25,0	 2,91
Vocational/Technical	20	10,0	75,0	15,0	 2,95
Unskilled	<5				
Student	88	18,2	64,8	17,0	 3,02
Retired/Homemaker	15	6,7	86,7	6,7	 3,00
Artist/Musician/Actor etc.	6	0,0	83,3	16,7	 2,67
Other	41	14,6	70,7	14,6	 3,00
<b>Household income</b>					
High	185	8,6	76,2	15,1	 2,96
Average	234	11,1	74,8	14,1	 2,98
Low	93	9,7	74,2	16,1	 2,92
<b>Market area*</b>					
North America	223	3,6	83,0	13,5	 2,91
Britain	91	3,3	89,0	7,7	 2,95
Central/Southern Europe	130	27,7	53,1	19,2	 3,12
Scandinavia	20	0,0	80,0	20,0	 2,80
Asia	39	10,3	74,4	15,4	 2,97
Other	32	18,8	56,3	25,0	 2,91
<b>Educational level*</b>					
Finished high school or less	46	26,1	65,2	8,7	 3,22
Bachelor's degree or equivalent	326	10,1	73,6	16,3	 2,95
Master's/Ph.D. or equivalent	155	6,5	79,4	14,2	 2,92

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS IN AKUREYRI



Q. 96. Did you find the number of visitors in Akureyri acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>536</b>	<b>10,6</b>	<b>74,4</b>	<b>14,9</b>	2,97
<b>Nationality*</b>					
American	160	3,8	81,9	14,4	2,89
British	67	4,5	89,6	6,0	2,97
Canadian	61	3,3	86,9	9,8	2,97
German	28	53,6	39,3	7,1	3,57
Chinese	22	18,2	68,2	13,6	3,05
French	19	57,9	36,8	5,3	3,58
Spanish	30	3,3	63,3	33,3	2,67
Danish	5	0,0	80,0	20,0	2,80
Swedish	<5				
Swiss	9	55,6	44,4	0,0	3,67
Norwegian	<5				
Dutch	<5				
Italian	8	12,5	75,0	12,5	3,00
Austrian	<5				
Other	114	7,0	71,1	21,9	2,85
<b>Type of trip*</b>					
Package tour	94	8,5	80,9	10,6	2,97
Individually-arranged tour	404	11,9	72,5	15,6	2,98
Business-arranged tour	7	0,0	85,7	14,3	2,86
<b>Purpose of visit*</b>					
Vacation/holiday	489	10,0	74,2	15,7	2,95
Visiting friends/relatives	30	16,7	66,7	16,7	3,07
Event in Iceland (leisure related)	33	15,2	72,7	12,1	3,06
Education and training	18	16,7	72,2	11,1	3,06
Business/small meeting	10	10,0	90,0	0,0	3,10
Conference/large meeting	5	0,0	100,0	0,0	3,00
Other	45	13,3	80,0	6,7	3,09

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

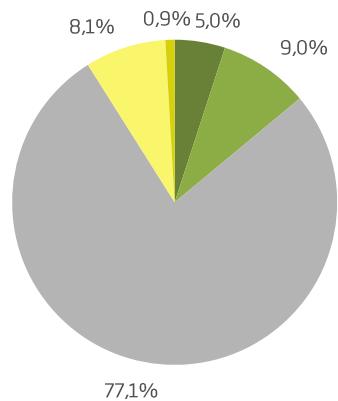
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN SKAFTAFELL



Q. 97. Did you find the number of visitors in Skaftafell acceptable, too many or too few?

	Count	%
Too many (5)	33	5,0
Rather many (4)	59	9,0
Acceptable (3)	507	77,1
Rather few (2)	53	8,1
Too few (1)	6	0,9
Number of responses	658	100,0
Number of respondents	658	33,9
Did not answer	1282	66,1
Total	1940	100,0



Mean 3,09  
Standard deviation 0,63

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS IN SKAFTAFELL



Q. 97. Did you find the number of visitors in Skaftafell acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>658</b>	<b>14,0</b>	<b>77,1</b>	<b>9,0</b>	 3,09
<b>Gender</b>					
Male	239	15,5	74,5	10,0	 3,09
Female	419	13,1	78,5	8,4	 3,09
<b>Age</b>					
24 years and younger	136	14,0	76,5	9,6	 3,07
25-34 years	247	15,0	74,9	10,1	 3,08
35-44 years	122	13,1	79,5	7,4	 3,11
45-54 years	79	12,7	79,7	7,6	 3,10
55 years and older	64	12,5	79,7	7,8	 3,11
<b>What is your profession?</b>					
Managerial	83	10,8	83,1	6,0	 3,06
Professionals (dr./lawyer/account. etc.)	157	10,2	79,0	10,8	 3,04
Other professionals	97	17,5	73,2	9,3	 3,14
Teacher/Medical care	57	15,8	75,4	8,8	 3,07
Clerical/Service	45	8,9	82,2	8,9	 3,07
Vocational/Technical	25	24,0	60,0	16,0	 3,20
Unskilled	<5				
Student	100	18,0	73,0	9,0	 3,11
Retired/Homemaker	24	12,5	87,5	0,0	 3,21
Artist/Musician/Actor etc.	5	0,0	80,0	20,0	 2,60
Other	55	16,4	78,2	5,5	 3,16
<b>Household income</b>					
High	238	10,9	77,7	11,3	 3,03
Average	285	14,7	78,2	7,0	 3,12
Low	112	17,0	73,2	9,8	 3,13
<b>Market area*</b>					
North America	299	8,7	83,9	7,4	 3,05
Britain	122	7,4	85,2	7,4	 3,00
Central/Southern Europe	127	35,4	51,2	13,4	 3,33
Scandinavia	20	5,0	85,0	10,0	 3,00
Asia	51	9,8	82,4	7,8	 3,04
Other	38	15,8	71,1	13,2	 3,05
<b>Educational level</b>					
Finished high school or less	58	22,4	70,7	6,9	 3,21
Bachelor's degree or equivalent	408	13,0	77,5	9,6	 3,08
Master's/Ph.D. or equivalent	178	13,5	77,5	9,0	 3,07

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS IN SKAFTAFELL



Q. 97. Did you find the number of visitors in Skaftafell acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>658</b>	<b>14,0</b>	<b>77,1</b>	<b>9,0</b>	 3,09
<b>Nationality*</b>					
American	214	7,9	85,0	7,0	 3,04
British	88	8,0	87,5	4,5	 3,05
Canadian	82	9,8	82,9	7,3	 3,07
German	23	52,2	39,1	8,7	 3,48
Chinese	26	11,5	84,6	3,8	 3,08
French	22	72,7	27,3	0,0	 4,14
Spanish	27	11,1	70,4	18,5	 2,93
Danish	5	20,0	80,0	0,0	 3,40
Swedish	<5				
Swiss	9	55,6	44,4	0,0	 3,78
Norwegian	<5				
Dutch	<5				
Italian	7	14,3	85,7	0,0	 3,14
Austrian	<5				
Other	141	12,1	72,3	15,6	 2,99
<b>Type of trip*</b>					
Package tour	122	8,2	86,9	4,9	 3,03
Individually-arranged tour	502	15,9	74,3	9,8	 3,11
Business-arranged tour	8	12,5	75,0	12,5	 3,13
<b>Purpose of visit*</b>					
Vacation/holiday	619	13,6	76,9	9,5	 3,08
Visiting friends/relatives	26	15,4	73,1	11,5	 3,08
Event in Iceland (leisure related)	36	8,3	80,6	11,1	 3,00
Education and training	18	27,8	72,2	0,0	 3,33
Business/small meeting	10	20,0	80,0	0,0	 3,30
Conference/large meeting	<5				
Other	41	17,1	82,9	0,0	 3,20

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

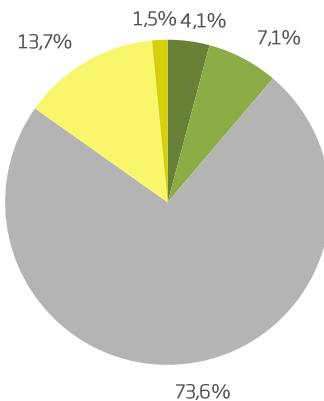
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN SNÆFELLSNES NATIONAL PARK



Q. 98. Did you find the number of visitors in Snæfellsnes National Park acceptable, too many or too few?

	Count	%
Too many (5)	27	4,1
Rather many (4)	46	7,1
Acceptable (3)	479	73,6
Rather few (2)	89	13,7
Too few (1)	10	1,5
Number of responses	651	100,0
Number of respondents	651	33,6
Did not answer	1289	66,4
Total	1940	100,0



Mean 2,99  
Standard deviation 0,66

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS IN SNÆFELLSNES NATIONAL PARK



Q. 98. Did you find the number of visitors in Snæfellsnes National Park acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>651</b>	<b>11,2</b>	<b>73,6</b>	<b>15,2</b>	 2,99
<b>Gender</b>					
Male	232	12,9	69,4	17,7	 2,98
Female	417	10,3	76,0	13,7	 2,99
<b>Age</b>					
24 years and younger	126	13,5	72,2	14,3	 3,01
25-34 years	239	10,9	74,5	14,6	 3,00
35-44 years	118	10,2	73,7	16,1	 2,94
45-54 years	83	8,4	75,9	15,7	 2,96
55 years and older	74	10,8	71,6	17,6	 2,96
<b>What is your profession?</b>					
Managerial	85	11,8	78,8	9,4	 3,05
Professionals (dr./lawyer/account. etc.)	155	8,4	79,4	12,3	 2,99
Other professionals	103	9,7	68,9	21,4	 2,90
Teacher/Medical care	56	7,1	78,6	14,3	 2,93
Clerical/Service	41	9,8	70,7	19,5	 2,95
Vocational/Technical	25	24,0	64,0	12,0	 3,16
Unskilled	<5				
Student	92	17,4	69,6	13,0	 3,07
Retired/Homemaker	28	10,7	82,1	7,1	 3,04
Artist/Musician/Actor etc.	6	0,0	50,0	50,0	 2,50
Other	49	12,2	61,2	26,5	 2,90
<b>Household income</b>					
High	246	7,3	76,0	16,7	 2,91
Average	279	12,2	74,2	13,6	 3,02
Low	104	16,3	66,3	17,3	 3,03
<b>Market area*</b>					
North America	292	4,5	80,1	15,4	 2,90
Britain	122	6,6	80,3	13,1	 2,94
Central/Southern Europe	129	26,4	57,4	16,3	 3,18
Scandinavia	23	13,0	69,6	17,4	 3,00
Asia	47	12,8	78,7	8,5	 3,09
Other	37	24,3	54,1	21,6	 3,03
<b>Educational level*</b>					
Finished high school or less	45	28,9	57,8	13,3	 3,24
Bachelor's degree or equivalent	405	9,4	75,3	15,3	 2,97
Master's/Ph.D. or equivalent	190	11,1	73,2	15,8	 2,96

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS IN SNÆFELLSNES NATIONAL PARK



Q. 98. Did you find the number of visitors in Snæfellsnes National Park acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>651</b>	<b>11,2</b>	<b>73,6</b>	<b>15,2</b>	2,99
<b>Nationality*</b>					
American	215	5,1	78,6	16,3	2,90
British	94	5,3	84,0	10,6	2,96
Canadian	74	4,1	83,8	12,2	2,93
German	24	41,7	45,8	12,5	3,50
Chinese	21	14,3	81,0	4,8	3,10
French	22	77,3	22,7	0,0	4,18
Spanish	24	0,0	87,5	12,5	2,83
Danish	6	0,0	50,0	50,0	2,50
Swedish	<5				
Swiss	8	50,0	50,0	0,0	3,63
Norwegian	<5				
Dutch	8	0,0	37,5	62,5	2,38
Italian	7	28,6	57,1	14,3	3,14
Austrian	<5				
Other	138	12,3	68,1	19,6	2,92
<b>Type of trip*</b>					
Package tour	114	6,1	83,3	10,5	2,95
Individually-arranged tour	502	12,7	71,3	15,9	3,01
Business-arranged tour	7	14,3	71,4	14,3	3,14
<b>Purpose of visit*</b>					
Vacation/holiday	605	10,9	73,7	15,4	2,98
Visiting friends/relatives	30	16,7	53,3	30,0	2,97
Event in Iceland (leisure related)	40	10,0	70,0	20,0	2,90
Education and training	22	18,2	68,2	13,6	3,14
Business/small meeting	12	8,3	75,0	16,7	2,92
Conference/large meeting	<5				
Other	49	12,2	71,4	16,3	3,00

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

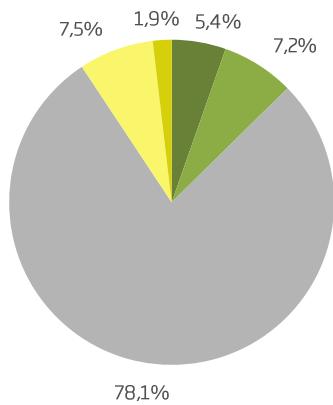
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS AT DETTIFOSS



Q. 99. Did you find the number of visitors at Dettifoss acceptable, too many or too few?

	Count	%
Too many (5)	26	5,4
Rather many (4)	35	7,2
Acceptable (3)	377	78,1
Rather few (2)	36	7,5
Too few (1)	9	1,9
Number of responses	483	100,0
Number of respondents	483	24,9
Did not answer	1457	75,1
Total	1940	100,0



Mean 3,07  
Standard deviation 0,66

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS AT DETTIFOSS



Q. 99. Did you find the number of visitors at Dettifoss acceptable, too many or too few?

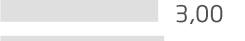
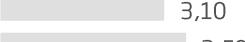
	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>483</b>	<b>12,6</b>	<b>78,1</b>	<b>9,3</b>	 3,07
<b>Gender</b>					
Male	187	13,4	75,4	11,2	 3,04
Female	296	12,2	79,7	8,1	 3,08
<b>Age</b>					
24 years and younger	110	15,5	74,5	10,0	 3,08
25-34 years	171	14,6	75,4	9,9	 3,08
35-44 years	90	10,0	82,2	7,8	 3,07
45-54 years	53	5,7	88,7	5,7	 3,00
55 years and older	54	13,0	75,9	11,1	 3,09
<b>What is your profession?</b>					
Managerial	59	11,9	84,7	3,4	 3,12
Professionals (dr./lawyer/account. etc.)	118	6,8	83,9	9,3	 3,00
Other professionals	65	15,4	70,8	13,8	 3,05
Teacher/Medical care	45	15,6	80,0	4,4	 3,18
Clerical/Service	31	12,9	71,0	16,1	 3,03
Vocational/Technical	20	15,0	75,0	10,0	 3,10
Unskilled	<5				
Student	79	17,7	69,6	12,7	 3,08
Retired/Homemaker	11	0,0	100,0	0,0	 3,00
Artist/Musician/Actor etc.	5	0,0	100,0	0,0	 3,00
Other	40	15,0	75,0	10,0	 3,08
<b>Household income</b>					
High	162	9,3	81,5	9,3	 3,01
Average	214	12,1	79,9	7,9	 3,09
Low	88	20,5	67,0	12,5	 3,14
<b>Market area*</b>					
North America	189	5,8	85,2	9,0	 2,96
Britain	92	2,2	90,2	7,6	 2,95
Central/Southern Europe	119	29,4	59,7	10,9	 3,29
Scandinavia	17	11,8	76,5	11,8	 3,06
Asia	37	2,7	89,2	8,1	 2,97
Other	28	32,1	57,1	10,7	 3,29
<b>Educational level</b>					
Finished high school or less	35	14,3	82,9	2,9	 3,17
Bachelor's degree or equivalent	292	12,3	78,1	9,6	 3,05
Master's/Ph.D. or equivalent	146	12,3	77,4	10,3	 3,06

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS AT DETTIFOSS



Q. 99. Did you find the number of visitors at Dettifoss acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>483</b>	<b>12,6</b>	<b>78,1</b>	<b>9,3</b>	
<b>Nationality*</b>					
American	138	8,0	82,6	9,4	
British	67	3,0	95,5	1,5	
Canadian	51	3,9	90,2	5,9	
German	21	47,6	42,9	9,5	
Chinese	20	5,0	90,0	5,0	
French	18	61,1	33,3	5,6	
Spanish	30	13,3	76,7	10,0	
Danish	<5				
Swedish	<5				
Swiss	8	50,0	50,0	0,0	
Norwegian	<5				
Dutch	<5				
Italian	8	0,0	87,5	12,5	
Austrian	<5				
Other	105	14,3	71,4	14,3	
<b>Type of trip*</b>					
Package tour	94	5,3	88,3	6,4	
Individually-arranged tour	359	14,8	75,8	9,5	
Business-arranged tour	8	25,0	75,0	0,0	
<b>Purpose of visit*</b>					
Vacation/holiday	445	12,4	78,2	9,4	
Visiting friends/relatives	25	16,0	76,0	8,0	
Event in Iceland (leisure related)	26	3,8	73,1	23,1	
Education and training	19	26,3	73,7	0,0	
Business/small meeting	10	20,0	80,0	0,0	
Conference/large meeting	<5				
Other	40	20,0	75,0	5,0	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

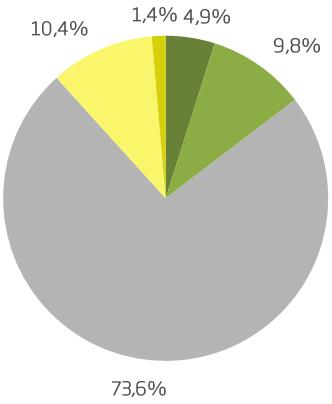
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN MÝVATN



Q.100. Did you find the number of visitors in Mývatn acceptable, too many or too few?

	Count	%
Too many (5)	25	4,9
Rather many (4)	50	9,8
Acceptable (3)	377	73,6
Rather few (2)	53	10,4
Too few (1)	7	1,4
Number of responses	512	100,0
Number of respondents	512	26,4
Did not answer	1428	73,6
Total	1940	100,0



Mean 3,06  
Standard deviation 0,67

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS IN MÝVATN



Q.100. Did you find the number of visitors in Mývatn acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>512</b>	<b>14,6</b>	<b>73,6</b>	<b>11,7</b>	 3,06
<b>Gender</b>					
Male	205	15,1	70,7	14,1	 3,03
Female	307	14,3	75,6	10,1	 3,08
<b>Age</b>					
24 years and younger	115	18,3	69,6	12,2	 3,06
25-34 years	184	14,7	72,3	13,0	 3,05
35-44 years	97	13,4	78,4	8,2	 3,10
45-54 years	53	7,5	84,9	7,5	 3,04
55 years and older	56	16,1	69,6	14,3	 3,09
<b>What is your profession?</b>					
Managerial	68	16,2	76,5	7,4	 3,12
Professionals (dr./lawyer/account. etc.)	123	12,2	76,4	11,4	 3,04
Other professionals	72	11,1	72,2	16,7	 2,97
Teacher/Medical care	47	14,9	80,9	4,3	 3,19
Clerical/Service	34	11,8	76,5	11,8	 3,06
Vocational/Technical	18	16,7	72,2	11,1	 3,22
Unskilled	<5				
Student	82	18,3	64,6	17,1	 2,99
Retired/Homemaker	12	0,0	91,7	8,3	 2,92
Artist/Musician/Actor etc.	5	20,0	80,0	0,0	 3,20
Other	41	19,5	65,9	14,6	 3,10
<b>Household income</b>					
High	168	10,7	78,0	11,3	 3,01
Average	227	13,7	76,2	10,1	 3,09
Low	96	21,9	62,5	15,6	 3,10
<b>Market area*</b>					
North America	208	6,3	83,7	10,1	 2,97
Britain	88	3,4	86,4	10,2	 2,93
Central/Southern Europe	127	35,4	51,2	13,4	 3,34
Scandinavia	18	5,6	77,8	16,7	 2,83
Asia	37	5,4	89,2	5,4	 3,03
Other	33	30,3	45,5	24,2	 3,09
<b>Educational level</b>					
Finished high school or less	42	19,0	69,0	11,9	 3,12
Bachelor's degree or equivalent	315	14,9	73,3	11,7	 3,06
Master's/Ph.D. or equivalent	146	12,3	76,0	11,6	 3,05

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS IN MÝVATN



Q.100. Did you find the number of visitors in Mývatn acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>512</b>	<b>14,6</b>	<b>73,6</b>	<b>11,7</b>	 3,06
<b>Nationality*</b>					
American	150	8,7	82,0	9,3	 3,01
British	64	3,1	92,2	4,7	 2,98
Canadian	58	3,4	87,9	8,6	 2,97
German	28	60,7	28,6	10,7	 3,71
Chinese	18	5,6	88,9	5,6	 3,00
French	17	82,4	11,8	5,9	 4,12
Spanish	31	16,1	67,7	16,1	 3,00
Danish	<5				
Swedish	<5				
Swiss	8	50,0	50,0	0,0	 3,75
Norwegian	<5				
Dutch	<5				
Italian	8	0,0	87,5	12,5	 2,88
Austrian	<5				
Other	113	14,2	67,3	18,6	 2,96
<b>Type of trip*</b>					
Package tour	90	7,8	81,1	11,1	 2,97
Individually-arranged tour	391	16,6	72,4	11,0	 3,10
Business-arranged tour	7	14,3	71,4	14,3	 3,14
<b>Purpose of visit*</b>					
Vacation/holiday	472	14,4	73,5	12,1	 3,06
Visiting friends/relatives	26	15,4	73,1	11,5	 3,12
Event in Iceland (leisure related)	28	3,6	75,0	21,4	 2,82
Education and training	18	22,2	66,7	11,1	 3,17
Business/small meeting	8	12,5	87,5	0,0	 3,13
Conference/large meeting	<5				
Other	42	21,4	69,0	9,5	 3,21

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

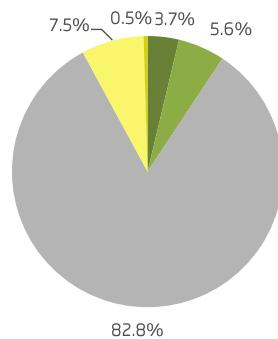
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN LANDMANNALAUGAR



Q.101. Did you find the number of visitors in Landmannalaugar acceptable, too many or too few?

	Count	%
Too many (5)	16	3.7
Rather many (4)	24	5.6
Acceptable (3)	355	82.8
Rather few (2)	32	7.5
Too few (1)	2	0.5
Number of responses	429	100.0
Number of respondents	429	22.1
Did not answer	1511	77.9
Total	1940	100.0



Mean 3.05  
Standard deviation 0.54

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS IN LANDMANNALAUGAR



**Q.101. Did you find the number of visitors in Landmannalaugar acceptable, too many or too few?**

	Number of answers	Rather/ too many	Acceptable	Rather/ too few		
					Count	%
<b>Total</b>	<b>429</b>	<b>9,3</b>	<b>82,8</b>	<b>7,9</b>		3,05
<b>Gender</b>						
Male	170	10,6	79,4	10,0		3,04
Female	259	8,5	84,9	6,6		3,05
<b>Age</b>						
24 years and younger	95	13,7	77,9	8,4		3,09
25-34 years	147	8,8	83,7	7,5		3,05
35-44 years	81	9,9	81,5	8,6		3,06
45-54 years	52	3,8	90,4	5,8		2,98
55 years and older	48	6,3	85,4	8,3		3,00
<b>What is your profession?</b>						
Managerial	61	9,8	83,6	6,6		3,05
Professionals (dr./lawyer/account. etc.)	106	4,7	87,7	7,5		2,98
Other professionals	56	10,7	75,0	14,3		3,04
Teacher/Medical care	40	12,5	85,0	2,5		3,18
Clerical/Service	28	14,3	78,6	7,1		3,14
Vocational/Technical	15	6,7	86,7	6,7		3,00
Unskilled	<5					
Student	67	14,9	73,1	11,9		3,06
Retired/Homemaker	15	6,7	93,3	0,0		3,07
Artist/Musician/Actor etc.	<5					
Other	29	3,4	89,7	6,9		2,97
<b>Household income</b>						
High	140	6,4	86,4	7,1		3,00
Average	192	9,9	84,9	5,2		3,09
Low	77	13,0	71,4	15,6		3,03
<b>Market area*</b>						
North America	175	3,4	90,3	6,3		2,98
Britain	85	2,4	90,6	7,1		2,96
Central/Southern Europe	95	25,3	63,2	11,6		3,23
Scandinavia	18	0,0	88,9	11,1		2,89
Asia	28	7,1	89,3	3,6		3,04
Other	27	18,5	70,4	11,1		3,11
<b>Educational level</b>						
Finished high school or less	34	11,8	85,3	2,9		3,18
Bachelor's degree or equivalent	268	10,4	81,7	7,8		3,07
Master's/Ph.D. or equivalent	119	6,7	84,9	8,4		2,98

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS IN LANDMANNALAUGAR



**Q.101. Did you find the number of visitors in Landmannalaugar acceptable, too many or too few?**

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>429</b>	<b>9,3</b>	<b>82,8</b>	<b>7,9</b>	 3,05
<b>Nationality*</b>					
American	126	4,8	89,7	5,6	 3,01
British	64	3,1	93,8	3,1	 3,02
Canadian	50	2,0	92,0	6,0	 2,98
German	14	50,0	35,7	14,3	 3,71
Chinese	16	6,3	87,5	6,3	 3,00
French	11	45,5	54,5	0,0	 3,55
Spanish	28	14,3	75,0	10,7	 3,11
Danish	5	0,0	80,0	20,0	 2,80
Swedish	<5				
Swiss	8	50,0	50,0	0,0	 3,63
Norwegian	<5				
Dutch	<5				
Italian	5	0,0	100,0	0,0	 3,00
Austrian	<5				
Other	91	9,9	76,9	13,2	 2,98
<b>Type of trip*</b>					
Package tour	82	4,9	89,0	6,1	 3,00
Individually-arranged tour	322	11,2	80,4	8,4	 3,07
Business-arranged tour	7	14,3	85,7	0,0	 3,29
<b>Purpose of visit*</b>					
Vacation/holiday	399	9,0	82,5	8,5	 3,04
Visiting friends/relatives	19	5,3	84,2	10,5	 3,00
Event in Iceland (leisure related)	24	8,3	75,0	16,7	 2,92
Education and training	14	21,4	78,6	0,0	 3,29
Business/small meeting	9	11,1	77,8	11,1	 3,00
Conference/large meeting	<5				
Other	33	15,2	78,8	6,1	 3,15

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

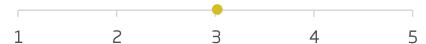
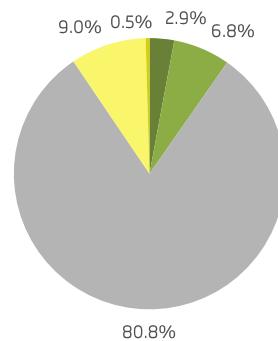
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN HÚSAFELL



Q.102. Did you find the number of visitors in Húsafell acceptable, too many or too few?

	Count	%
Too many (5)	13	2.9
Rather many (4)	30	6.8
Acceptable (3)	358	80.8
Rather few (2)	40	9.0
Too few (1)	2	0.5
Number of responses	443	100.0
Number of respondents	443	22.8
Did not answer	1497	77.2
Total	1940	100.0



Mean 3.03  
Standard deviation 0.54

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS IN HÚSAFELL



Q.102. Did you find the number of visitors in Húsafell acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>443</b>	<b>9,7</b>	<b>80,8</b>	<b>9,5</b>	 3,03
<b>Gender</b>					
Male	179	11,7	76,0	12,3	 3,02
Female	264	8,3	84,1	7,6	 3,03
<b>Age*</b>					
24 years and younger	95	16,8	72,6	10,5	 3,11
25-34 years	156	10,9	81,4	7,7	 3,08
35-44 years	86	7,0	83,7	9,3	 2,99
45-54 years	53	1,9	86,8	11,3	 2,87
55 years and older	47	4,3	85,1	10,6	 2,94
<b>What is your profession?</b>					
Managerial	61	6,6	86,9	6,6	 3,02
Professionals (dr./lawyer/account. etc.)	103	2,9	90,3	6,8	 2,96
Other professionals	64	10,9	68,8	20,3	 2,92
Teacher/Medical care	41	9,8	87,8	2,4	 3,15
Clerical/Service	29	13,8	79,3	6,9	 3,17
Vocational/Technical	16	18,8	68,8	12,5	 3,06
Unskilled	<5				
Student	68	19,1	66,2	14,7	 3,07
Retired/Homemaker	14	7,1	85,7	7,1	 3,00
Artist/Musician/Actor etc.	<5				
Other	34	8,8	85,3	5,9	 3,03
<b>Household income</b>					
High	147	7,5	85,0	7,5	 3,01
Average	205	10,7	81,5	7,8	 3,08
Low	74	8,1	74,3	17,6	 2,91
<b>Market area*</b>					
North America	178	4,5	87,1	8,4	 2,97
Britain	91	1,1	92,3	6,6	 2,95
Central/Southern Europe	95	23,2	63,2	13,7	 3,16
Scandinavia	18	11,1	83,3	5,6	 3,11
Asia	31	9,7	80,6	9,7	 3,03
Other	29	24,1	65,5	10,3	 3,21
<b>Educational level</b>					
Finished high school or less	35	20,0	74,3	5,7	 3,20
Bachelor's degree or equivalent	278	10,1	80,6	9,4	 3,04
Master's/Ph.D. or equivalent	122	6,6	83,6	9,8	 2,98

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS IN HÚSAFELL



Q.102. Did you find the number of visitors in Húsafell acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>443</b>	<b>9,7</b>	<b>80,8</b>	<b>9,5</b>	 3,03
<b>Nationality*</b>					
American	131	5,3	88,5	6,1	 3,00
British	70	1,4	95,7	2,9	 2,99
Canadian	48	2,1	87,5	10,4	 2,92
German	15	26,7	46,7	26,7	 3,00
Chinese	16	12,5	81,3	6,3	 3,06
French	12	58,3	41,7	0,0	 3,75
Spanish	28	14,3	71,4	14,3	 3,07
Danish	<5				
Swedish	<5				
Swiss	9	44,4	44,4	11,1	 3,44
Norwegian	<5				
Dutch	<5				
Italian	6	0,0	100,0	0,0	 3,00
Austrian	<5				
Other	94	11,7	73,4	14,9	 3,01
<b>Type of trip*</b>					
Package tour	86	3,5	89,5	7,0	 2,98
Individually-arranged tour	333	11,4	78,7	9,9	 3,05
Business-arranged tour	9	22,2	77,8	0,0	 3,33
<b>Purpose of visit*</b>					
Vacation/holiday	408	9,1	80,6	10,3	 3,01
Visiting friends/relatives	20	10,0	85,0	5,0	 3,10
Event in Iceland (leisure related)	25	8,0	76,0	16,0	 2,92
Education and training	18	16,7	77,8	5,6	 3,11
Business/small meeting	9	11,1	77,8	11,1	 3,11
Conference/large meeting	5	20,0	80,0	0,0	 3,40
Other	38	15,8	78,9	5,3	 3,18

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

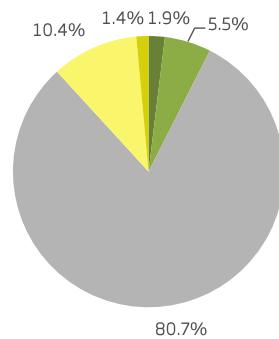
In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN ÍSAFJÖRÐUR



Q.103. Did you find the number of visitors in Ísafjörður acceptable, too many or too few?

	Count	%
Too many (5)	8	1.9
Rather many (4)	23	5.5
Acceptable (3)	335	80.7
Rather few (2)	43	10.4
Too few (1)	6	1.4
Number of responses	415	100.0
Number of respondents	415	21.4
Did not answer	1525	78.6
Total	1940	100.0



Mean 2.96  
Standard deviation 0.54

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS IN ÍSAFJÖRÐUR



Q.103. Did you find the number of visitors in Ísafjörður acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>415</b>	<b>7,5</b>	<b>80,7</b>	<b>11,8</b>	
<b>Gender</b>					
Male	168	7,7	78,6	13,7	
Female	247	7,3	82,2	10,5	
<b>Age</b>					
24 years and younger	93	14,0	75,3	10,8	
25-34 years	151	7,3	76,2	16,6	
35-44 years	77	5,2	84,4	10,4	
45-54 years	48	4,2	91,7	4,2	
55 years and older	40	2,5	90,0	7,5	
<b>What is your profession?</b>					
Managerial	61	6,6	88,5	4,9	
Professionals (dr./lawyer/account. etc.)	102	4,9	88,2	6,9	
Other professionals	53	3,8	71,7	24,5	
Teacher/Medical care	37	5,4	89,2	5,4	
Clerical/Service	28	7,1	78,6	14,3	
Vocational/Technical	16	18,8	68,8	12,5	
Unskilled	<5				
Student	67	14,9	67,2	17,9	
Retired/Homemaker	10	0,0	100,0	0,0	
Artist/Musician/Actor etc.	<5				
Other	29	6,9	79,3	13,8	
<b>Household income*</b>					
High	140	5,7	85,0	9,3	
Average	185	9,2	81,6	9,2	
Low	72	6,9	68,1	25,0	
<b>Market area</b>					
North America	174	2,9	86,8	10,3	
Britain	89	3,4	88,8	7,9	
Central/Southern Europe	85	18,8	63,5	17,6	
Scandinavia	15	0,0	80,0	20,0	
Asia	29	6,9	86,2	6,9	
Other	23	21,7	60,9	17,4	
<b>Educational level</b>					
Finished high school or less	33	15,2	78,8	6,1	
Bachelor's degree or equivalent	260	7,3	79,6	13,1	
Master's/Ph.D. or equivalent	116	6,0	82,8	11,2	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF VISITORS IN ÍSAFJÖRÐUR



Q.103. Did you find the number of visitors in Ísafjörður acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>415</b>	<b>7,5</b>	<b>80,7</b>	<b>11,8</b>	2,96
<b>Nationality*</b>					
American	127	3,9	86,6	9,4	2,94
British	65	1,5	93,8	4,6	2,97
Canadian	46	0,0	89,1	10,9	2,89
German	13	38,5	53,8	7,7	3,46
Chinese	16	6,3	87,5	6,3	3,00
French	11	54,5	45,5	0,0	3,64
Spanish	21	4,8	71,4	23,8	2,71
Danish	<5				
Swedish	<5				
Swiss	7	42,9	57,1	0,0	3,57
Norwegian	<5				
Dutch	<5				
Italian	8	0,0	87,5	12,5	2,88
Austrian	<5				
Other	89	9,0	71,9	19,1	2,90
<b>Type of trip*</b>					
Package tour	82	6,1	87,8	6,1	3,00
Individually-arranged tour	305	8,2	79,3	12,5	2,97
Business-arranged tour	6	16,7	83,3	0,0	3,33
<b>Purpose of visit*</b>					
Vacation/holiday	380	7,1	81,3	11,6	2,96
Visiting friends/relatives	25	4,0	72,0	24,0	2,84
Event in Iceland (leisure related)	28	3,6	75,0	21,4	2,82
Education and training	15	20,0	60,0	20,0	3,00
Business/small meeting	9	0,0	77,8	22,2	2,78
Conference/large meeting	<5				
Other	34	8,8	70,6	20,6	2,85

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

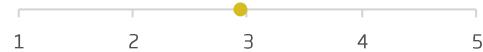
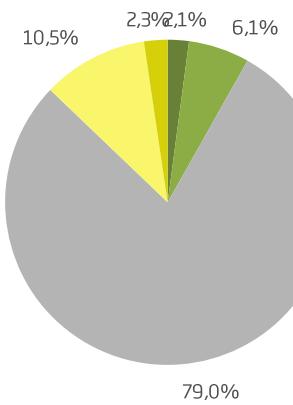
In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN SEYÐISFJÖRÐUR



Q.104. Did you find the number of visitors in Seyðisfjörður acceptable, too many or too few?

	Count	%
Too many (5)	9	2,1
Rather many (4)	26	6,1
Acceptable (3)	338	79,0
Rather few (2)	45	10,5
Too few (1)	10	2,3
Number of responses	428	100,0
Number of respondents	428	22,1
Did not answer	1512	77,9
Total	1940	100,0



Mean 2,95  
Standard deviation 0,58

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# NUMBER OF VISITORS IN SEYÐISFJÖRÐUR



Q.104. Did you find the number of visitors in Seyðisfjörður acceptable, too many or too few?

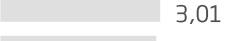
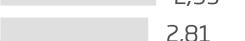
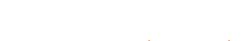
	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>428</b>	<b>8,2</b>	<b>79,0</b>	<b>12,9</b>	
<b>Gender</b>					
Male	172	8,7	73,8	17,4	
Female	256	7,8	82,4	9,8	
<b>Age</b>					
24 years and younger	97	16,5	73,2	10,3	
25-34 years	146	6,8	78,8	14,4	
35-44 years	83	3,6	79,5	16,9	
45-54 years	52	7,7	84,6	7,7	
55 years and older	43	4,7	86,0	9,3	
<b>What is your profession?</b>					
Managerial	63	7,9	84,1	7,9	
Professionals (dr./lawyer/account. etc.)	107	4,7	83,2	12,1	
Other professionals	58	8,6	70,7	20,7	
Teacher/Medical care	39	5,1	87,2	7,7	
Clerical/Service	27	7,4	74,1	18,5	
Vocational/Technical	16	18,8	68,8	12,5	
Unskilled	<5				
Student	65	16,9	69,2	13,8	
Retired/Homemaker	10	0,0	100,0	0,0	
Artist/Musician/Actor etc.	<5				
Other	31	3,2	80,6	16,1	
<b>Household income</b>					
High	146	6,2	82,2	11,6	
Average	198	9,6	78,3	12,1	
Low	68	8,8	73,5	17,6	
<b>Market area</b>					
North America	181	2,8	87,3	9,9	
Britain	86	5,8	87,2	7,0	
Central/Southern Europe	91	19,8	58,2	22,0	
Scandinavia	14	0,0	85,7	14,3	
Asia	31	9,7	77,4	12,9	
Other	25	16,0	64,0	20,0	
<b>Educational level</b>					
Finished high school or less	35	17,1	74,3	8,6	
Bachelor's degree or equivalent	266	7,5	80,1	12,4	
Master's/Ph.D. or equivalent	120	7,5	78,3	14,2	

Difference between groups is not statistically significant.

# NUMBER OF VISITORS IN SEYÐISFJÖRÐUR



Q. 104. Did you find the number of visitors in Seyðisfjörður acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>428</b>	<b>8,2</b>	<b>79,0</b>	<b>12,9</b>	 2,95
<b>Nationality*</b>					
American	133	3,8	87,2	9,0	 2,94
British	65	3,1	90,8	6,2	 2,95
Canadian	47	0,0	89,4	10,6	 2,89
German	15	33,3	53,3	13,3	 3,33
Chinese	16	18,8	75,0	6,3	 3,13
French	13	61,5	38,5	0,0	 3,85
Spanish	22	4,5	63,6	31,8	 2,59
Danish	<5				
Swedish	<5				
Swiss	7	42,9	57,1	0,0	 3,57
Norwegian	<5				
Dutch	<5				
Italian	5	0,0	100,0	0,0	 3,00
Austrian	<5				
Other	91	7,7	71,4	20,9	 2,85
<b>Type of trip*</b>					
Package tour	84	6,0	89,3	4,8	 3,01
Individually-arranged tour	320	9,4	75,9	14,7	 2,95
Business-arranged tour	7	14,3	71,4	14,3	 3,14
<b>Purpose of visit*</b>					
Vacation/holiday	398	8,0	78,9	13,1	 2,95
Visiting friends/relatives	20	5,0	80,0	15,0	 2,95
Event in Iceland (leisure related)	26	3,8	73,1	23,1	 2,81
Education and training	15	13,3	66,7	20,0	 2,93
Business/small meeting	8	0,0	87,5	12,5	 2,88
Conference/large meeting	<5				
Other	31	6,5	77,4	16,1	 2,87

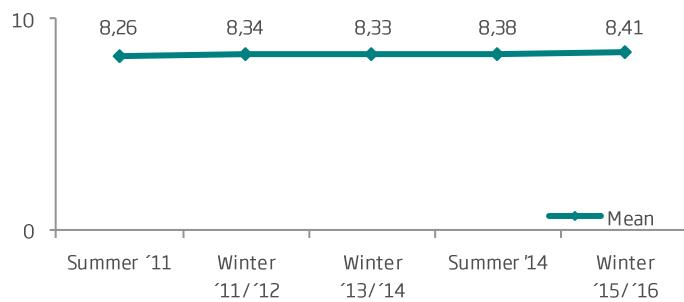
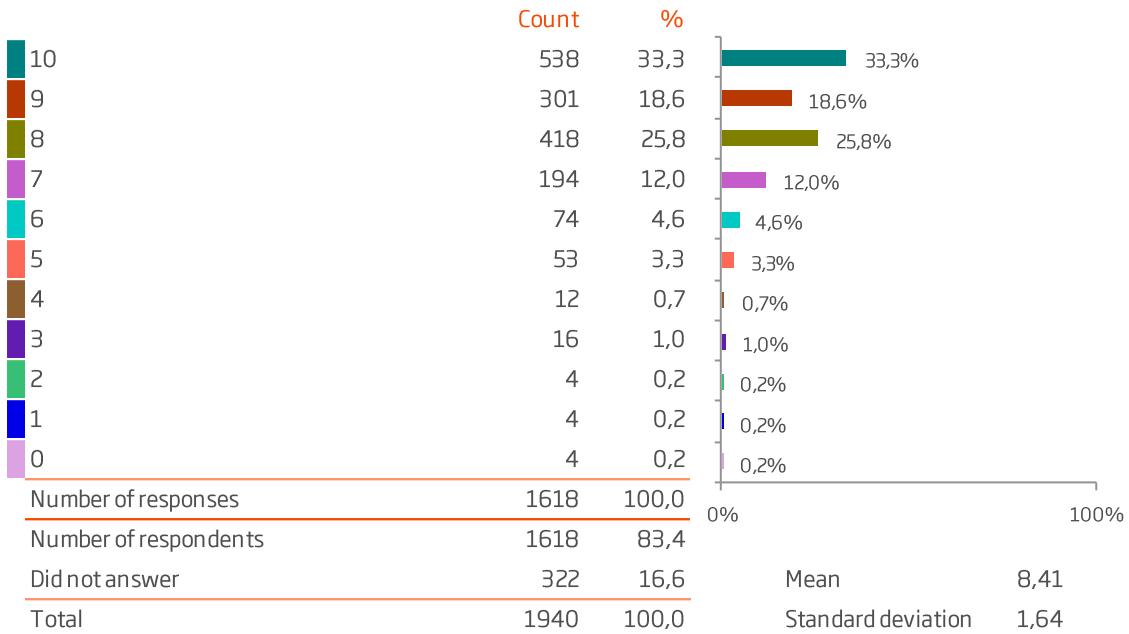
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# TOURIST INFORMATION AND SIGNPOSTS ON TOURIST SITES



Q.105. Please rate the tourist information and signposts in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



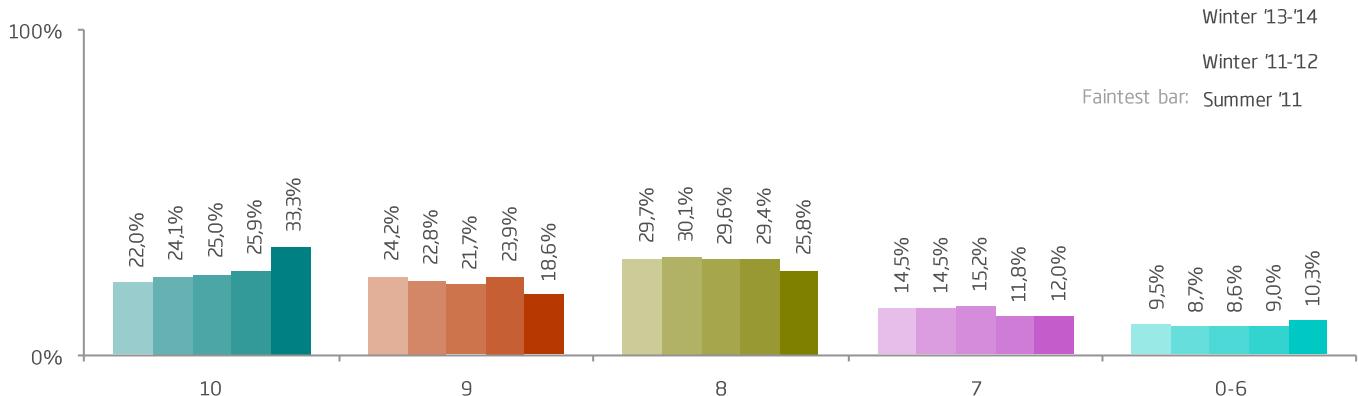
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# TOURIST INFORMATION AND SIGNPOSTS ON TOURIST SITES



Q.105. Please rate the tourist information and signposts in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

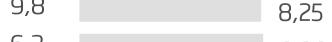
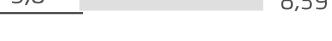
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1618	33,3	18,6	25,8	12,0	10,3	8,41
<b>Gender</b>							
Male	544	27,0	18,8	30,3	14,7	9,2	8,33
Female	1072	36,4	18,6	23,6	10,6	10,8	8,45
<b>Age</b>							
24 years and younger	267	36,3	15,0	25,8	10,1	12,7	8,39
25-34 years	563	33,7	20,4	23,1	13,9	8,9	8,48
35-44 years	297	35,0	18,9	24,9	10,1	11,1	8,47
45-54 years	225	28,0	16,9	32,4	12,9	9,8	8,27
55 years and older	245	32,7	20,0	25,7	10,6	11,0	8,35
<b>What is your profession?</b>							
Managerial	185	30,3	18,4	22,7	16,2	12,4	8,16
Professionals (dr./lawyer/account. etc.)	363	30,3	19,6	25,9	14,3	9,9	8,38
Other professionals	263	32,7	20,5	25,5	9,9	11,4	8,45
Teacher/Medical care	165	34,5	16,4	29,7	9,1	10,3	8,48
Clerical/Service	84	38,1	16,7	27,4	11,9	6,0	8,65
Vocational/Technical	55	34,5	23,6	16,4	12,7	12,7	8,40
Unskilled	9	44,4	33,3	0,0	0,0	22,2	8,67
Student	222	33,3	15,8	29,3	11,3	10,4	8,35
Retired/Homemaker	98	39,8	18,4	26,5	6,1	9,2	8,57
Artist/Musician/Actor etc.	17	41,2	17,6	11,8	17,6	11,8	8,47
Other	136	34,6	19,9	27,9	9,6	8,1	8,51
<b>Household income</b>							
High	655	34,2	18,8	24,9	13,0	9,2	8,43
Average	664	33,3	18,2	25,6	12,5	10,4	8,42
Low	241	33,2	20,7	26,1	7,1	12,9	8,43
<b>Market area*</b>							
North America	766	40,3	21,1	22,5	9,0	7,0	8,70
Britain	320	29,4	16,6	26,9	14,7	12,5	8,23
Central/Southern Europe	276	26,4	15,2	31,2	14,1	13,0	8,15
Scandinavia	87	31,0	12,6	33,3	13,8	9,2	8,30
Asia	84	11,9	20,2	26,2	16,7	25,0	7,64
Other	82	28,0	19,5	28,0	15,9	8,5	8,24
<b>Educational level</b>							
Finished high school or less	131	29,0	18,3	24,4	14,5	13,7	8,18
Bachelor's degree or equivalent	955	33,8	18,7	26,2	10,9	10,4	8,43
Master's/Ph.D. or equivalent	508	33,3	19,1	25,6	13,4	8,7	8,47

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# TOURIST INFORMATION AND SIGNPOSTS ON TOURIST SITES



Q.105. Please rate the tourist information and signposts in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1618</b>	<b>33,3</b>	<b>18,6</b>	<b>25,8</b>	<b>12,0</b>	<b>10,3</b>	 8,41
<b>Nationality*</b>							
American	581	43,5	20,3	20,7	9,0	6,5	 8,77
British	268	28,7	15,7	28,0	16,0	11,6	 8,23
Canadian	180	33,9	21,1	28,3	9,4	7,2	 8,54
German	64	29,7	14,1	26,6	12,5	17,2	 8,03
Chinese	47	21,3	17,0	31,9	10,6	19,1	 7,94
French	42	23,8	26,2	28,6	14,3	7,1	 8,33
Spanish	33	12,1	9,1	33,3	18,2	27,3	 7,39
Danish	25	36,0	20,0	36,0	4,0	4,0	 8,80
Swedish	23	43,5	17,4	17,4	21,7	0,0	 8,83
Swiss	21	23,8	14,3	42,9	4,8	14,3	 8,14
Norwegian	20	20,0	15,0	40,0	10,0	15,0	 7,80
Dutch	18	5,6	27,8	33,3	16,7	16,7	 7,78
Italian	14	14,3	21,4	50,0	0,0	14,3	 8,14
Austrian	6	16,7	0,0	16,7	33,3	33,3	 7,17
Other	276	26,1	17,8	26,4	15,6	14,1	 8,12
<b>Type of trip*</b>							
Package tour	311	37,9	17,0	19,9	14,1	10,9	 8,49
Individually-arranged tour	1226	32,3	18,8	27,1	11,5	10,3	 8,40
Business-arranged tour	30	13,3	30,0	36,7	10,0	10,0	 8,00
<b>Purpose of visit*</b>							
Vacation/holiday	1496	33,2	18,5	25,8	12,0	10,5	 8,41
Visiting friends/relatives	82	35,4	18,3	30,5	9,8	6,1	 8,51
Event in Iceland (leisure related)	78	41,0	21,8	25,6	7,7	3,8	 8,83
Education and training	51	27,5	25,5	21,6	15,7	9,8	 8,25
Business/small meeting	32	28,1	15,6	43,8	6,3	6,3	 8,38
Conference/large meeting	25	48,0	24,0	12,0	16,0	0,0	 9,04
Other	132	31,8	21,2	24,2	12,9	9,8	 8,39

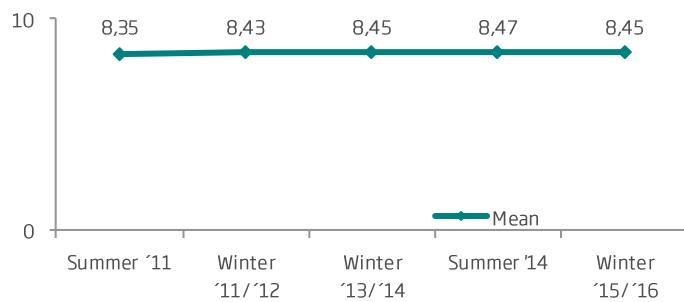
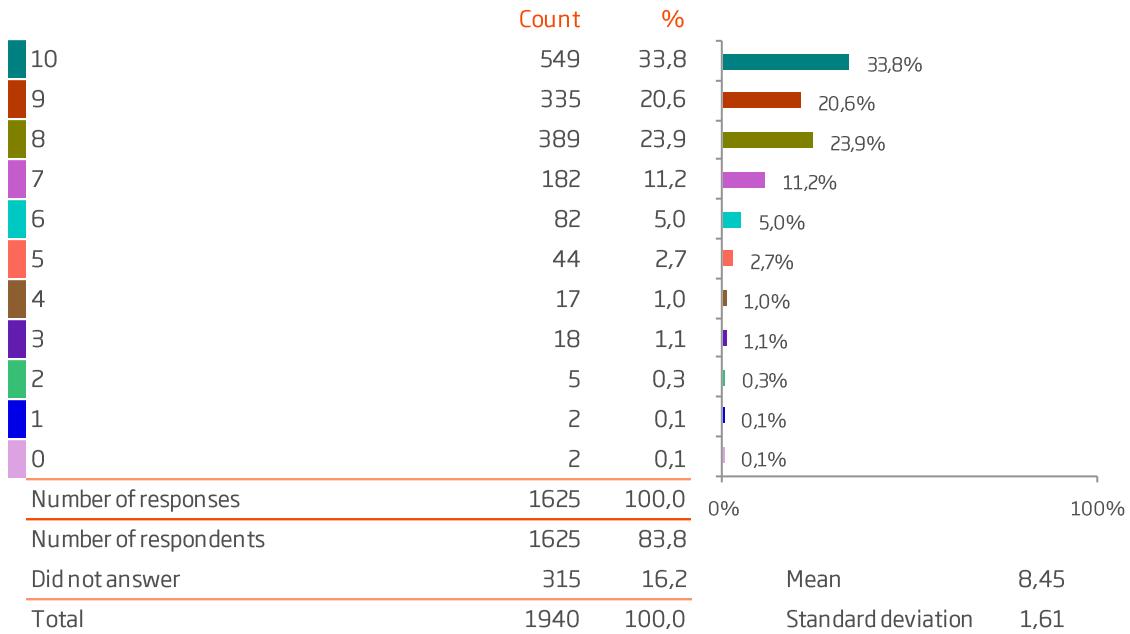
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ACCESSIBILITY ON TOURIST SITES



Q.106. Please rate the accessibility (paths, viewpoints and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



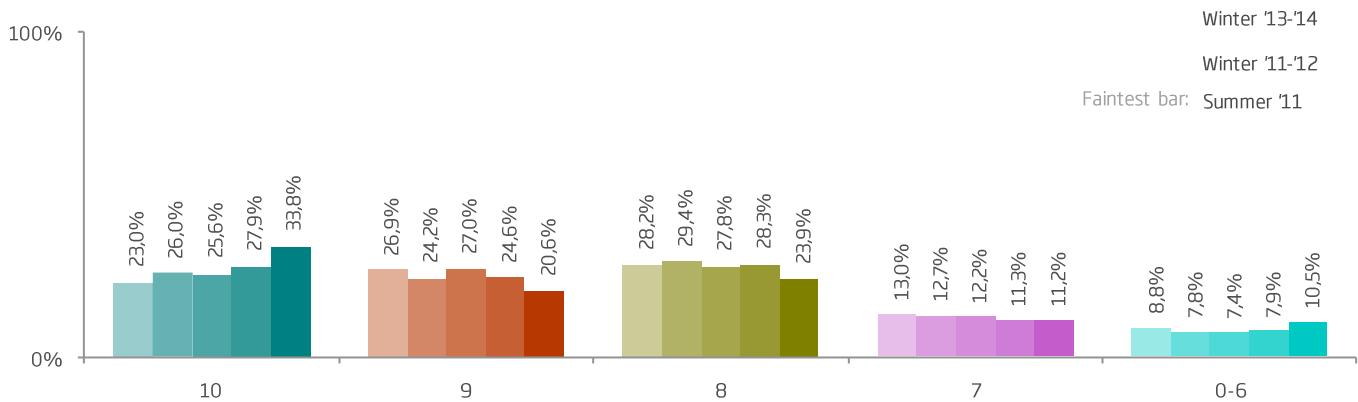
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

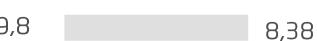
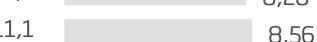
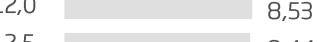
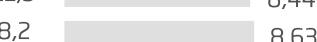
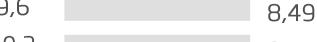
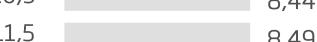
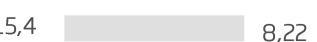
Faintest bar: Summer '11



# ACCESSIBILITY ON TOURIST SITES



Q.106. Please rate the accessibility (paths, viewpoints and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

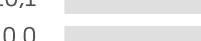
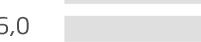
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1625</b>	<b>33,8</b>	<b>20,6</b>	<b>23,9</b>	<b>11,2</b>	<b>10,5</b>	 8,45
<b>Gender</b>							
Male	543	28,0	22,3	29,3	10,7	9,8	 8,38
Female	1080	36,7	19,8	21,3	11,4	10,8	 8,49
<b>Age</b>							
24 years and younger	265	35,8	16,2	22,3	11,7	14,0	 8,37
25-34 years	566	33,0	22,8	24,2	11,8	8,1	 8,52
35-44 years	303	34,0	18,8	23,4	11,6	12,2	 8,38
45-54 years	228	28,1	23,7	26,8	9,6	11,8	 8,35
55 years and older	242	39,7	19,0	21,9	10,3	9,1	 8,57
<b>What is your profession?</b>							
Managerial	183	35,0	19,7	22,4	14,2	8,7	 8,43
Professionals (dr./lawyer/account. etc.)	366	29,5	25,4	22,4	13,1	9,6	 8,40
Other professionals	270	33,7	20,4	23,7	10,7	11,5	 8,42
Teacher/Medical care	166	34,9	21,1	27,7	8,4	7,8	 8,61
Clerical/Service	85	37,6	16,5	23,5	11,8	10,6	 8,54
Vocational/Technical	54	35,2	13,0	25,9	11,1	14,8	 8,28
Unskilled	9	33,3	22,2	22,2	11,1	11,1	 8,56
Student	221	33,9	16,7	24,4	11,8	13,1	 8,35
Retired/Homemaker	100	41,0	12,0	25,0	10,0	12,0	 8,53
Artist/Musician/Actor etc.	16	37,5	18,8	25,0	6,3	12,5	 8,44
Other	134	35,1	26,1	24,6	6,0	8,2	 8,63
<b>Household income</b>							
High	655	34,0	23,2	22,0	11,1	9,6	 8,49
Average	668	34,6	17,8	24,9	12,4	10,3	 8,44
Low	244	33,2	21,7	25,4	8,2	11,5	 8,49
<b>Market area*</b>							
North America	767	42,4	22,3	20,7	7,2	7,4	 8,79
Britain	323	31,3	16,7	26,0	14,6	11,5	 8,24
Central/Southern Europe	279	23,3	19,0	29,7	13,3	14,7	 8,10
Scandinavia	84	28,6	27,4	22,6	10,7	10,7	 8,42
Asia	83	13,3	16,9	25,3	21,7	22,9	 7,55
Other	86	25,6	23,3	24,4	18,6	8,1	 8,33
<b>Educational level</b>							
Finished high school or less	130	29,2	20,0	26,2	9,2	15,4	 8,22
Bachelor's degree or equivalent	961	34,8	20,7	22,9	11,2	10,4	 8,49
Master's/Ph.D. or equivalent	508	33,3	21,1	25,0	11,6	9,1	8,46

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# ACCESSIBILITY ON TOURIST SITES



Q.106. Please rate the accessibility (paths, viewpoints and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1625</b>	<b>33,8</b>	<b>20,6</b>	<b>23,9</b>	<b>11,2</b>	<b>10,5</b>	 8,45
<b>Nationality*</b>							
American	582	44,8	21,5	20,1	6,4	7,2	 8,84
British	272	28,7	17,6	26,5	15,4	11,8	 8,21
Canadian	177	39,0	21,5	24,9	8,5	6,2	 8,73
German	64	21,9	26,6	21,9	12,5	17,2	 8,06
Chinese	47	23,4	8,5	29,8	19,1	19,1	 7,70
French	42	23,8	7,1	28,6	19,0	21,4	 7,74
Spanish	33	12,1	12,1	21,2	27,3	27,3	 7,33
Danish	25	32,0	28,0	24,0	8,0	8,0	 8,68
Swedish	22	40,9	18,2	22,7	9,1	9,1	 8,73
Swiss	21	19,0	28,6	33,3	0,0	19,0	 8,00
Norwegian	19	31,6	31,6	21,1	5,3	10,5	 8,32
Dutch	18	5,6	33,3	33,3	16,7	11,1	 8,06
Italian	14	28,6	14,3	21,4	14,3	21,4	 8,00
Austrian	6	33,3	16,7	16,7	0,0	33,3	 8,00
Other	283	24,0	22,6	27,2	15,5	10,6	 8,23
<b>Type of trip*</b>							
Package tour	313	36,1	20,4	20,4	10,2	12,8	 8,45
Individually-arranged tour	1232	33,2	20,5	24,5	11,8	10,1	 8,45
Business-arranged tour	30	16,7	46,7	23,3	3,3	10,0	 8,30
<b>Purpose of visit*</b>							
Vacation/holiday	1505	33,8	20,5	24,2	11,3	10,3	 8,46
Visiting friends/relatives	83	33,7	22,9	26,5	10,8	6,0	 8,57
Event in Iceland (leisure related)	77	44,2	18,2	26,0	3,9	7,8	 8,78
Education and training	52	28,8	19,2	26,9	9,6	15,4	 8,23
Business/small meeting	32	25,0	40,6	18,8	6,3	9,4	 8,59
Conference/large meeting	23	52,2	13,0	26,1	4,3	4,3	 9,00
Other	132	30,3	24,2	21,2	10,6	13,6	 8,34

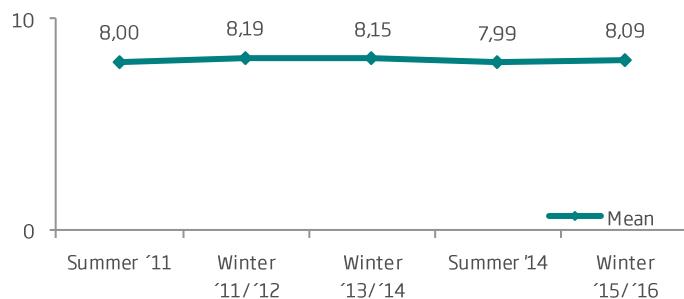
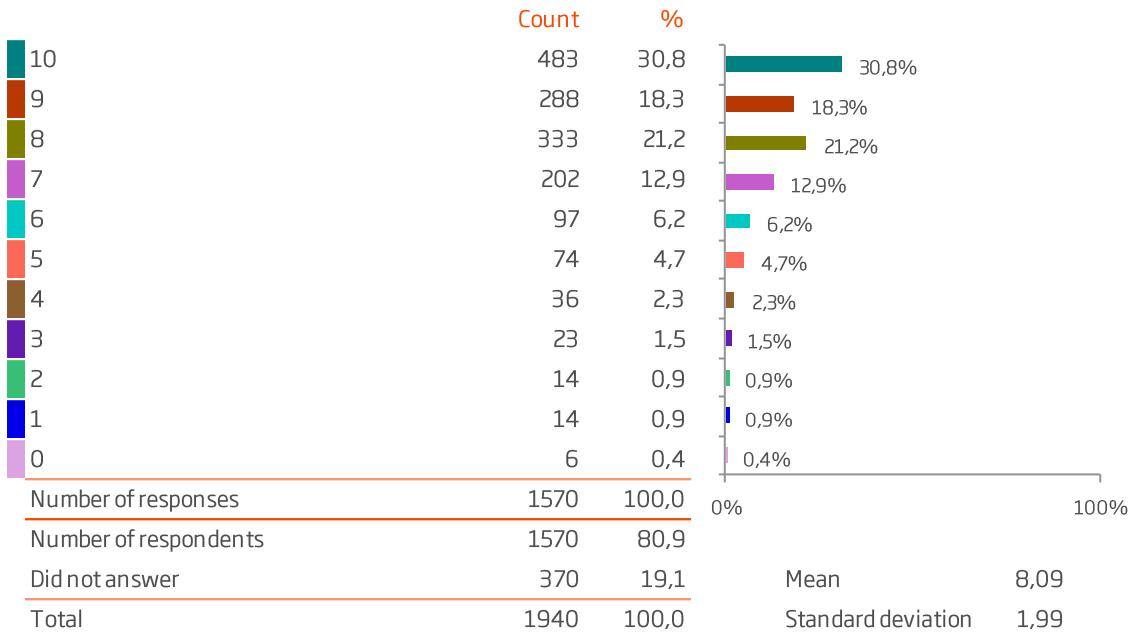
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# SANITARY FACILITIES ON TOURIST SITES



Q.107. Please rate the sanitary facilities in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



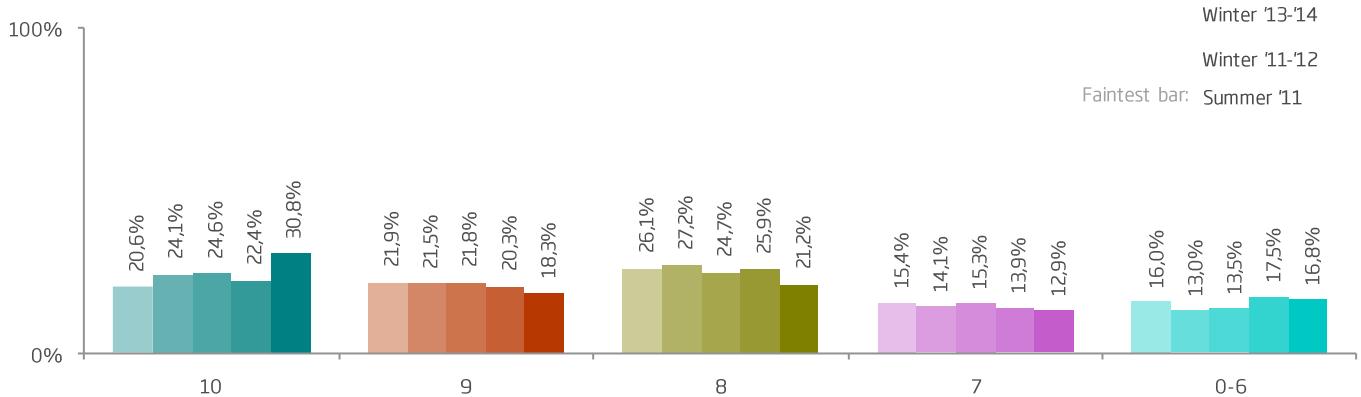
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# SANITARY FACILITIES ON TOURIST SITES



Q.107. Please rate the sanitary facilities in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1570	30,8	18,3	21,2	12,9	16,8	8,09
<b>Gender</b>							
Male	522	23,9	20,5	24,5	13,6	17,4	7,99
Female	1047	34,2	17,2	19,6	12,5	16,5	8,14
<b>Age</b>							
24 years and younger	248	33,9	17,3	18,5	12,1	18,1	8,09
25-34 years	554	30,5	17,9	21,3	14,8	15,5	8,14
35-44 years	285	27,4	18,6	24,2	11,6	18,2	7,94
45-54 years	223	27,8	21,1	26,0	7,6	17,5	8,08
55 years and older	239	35,6	18,8	15,9	14,6	15,1	8,22
<b>What is your profession?</b>							
Managerial	179	32,4	13,4	25,1	10,6	18,4	8,03
Professionals (dr./lawyer/account. etc.)	356	25,6	22,8	21,6	14,9	15,2	8,03
Other professionals	260	26,5	22,3	24,2	12,3	14,6	8,17
Teacher/Medical care	165	37,0	16,4	20,0	8,5	18,2	8,27
Clerical/Service	76	32,9	14,5	17,1	23,7	11,8	8,16
Vocational/Technical	51	29,4	23,5	21,6	9,8	15,7	8,18
Unskilled	9	55,6	22,2	0,0	11,1	11,1	9,00
Student	213	30,0	16,0	21,1	12,2	20,7	7,95
Retired/Homemaker	97	34,0	14,4	19,6	17,5	14,4	8,07
Artist/Musician/Actor etc.	15	20,0	20,0	20,0	13,3	26,7	7,47
Other	129	41,1	14,7	16,3	9,3	18,6	8,19
<b>Household income</b>							
High	634	29,7	20,8	23,0	12,1	14,4	8,16
Average	646	32,0	16,9	20,1	14,1	16,9	8,11
Low	234	32,5	17,5	18,4	12,4	19,2	8,08
<b>Market area*</b>							
North America	744	39,5	18,7	19,5	9,9	12,4	8,44
Britain	313	28,4	16,0	20,8	16,6	18,2	7,96
Central/Southern Europe	264	17,4	20,8	25,0	15,2	21,6	7,64
Scandinavia	82	22,0	15,9	29,3	12,2	20,7	7,72
Asia	83	15,7	22,9	21,7	18,1	21,7	7,64
Other	81	25,9	14,8	18,5	13,6	27,2	7,78
<b>Educational level*</b>							
Finished high school or less	118	28,8	16,9	17,8	13,6	22,9	7,69
Bachelor's degree or equivalent	932	31,9	19,3	20,8	12,7	15,3	8,19
Master's/Ph.D. or equivalent	494	28,9	17,2	23,1	13,4	17,4	8,04

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# SANITARY FACILITIES ON TOURIST SITES



Q.107. Please rate the sanitary facilities in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	Scale 0-10					
		10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1570	30,8	18,3	21,2	12,9	16,8	8,09
<b>Nationality*</b>							
American	561	42,8	18,4	16,6	10,9	11,4	8,53
British	266	25,2	15,8	23,7	18,0	17,3	7,91
Canadian	172	29,7	19,8	27,9	7,0	15,7	8,15
German	61	31,1	23,0	11,5	6,6	27,9	7,61
Chinese	48	31,3	20,8	16,7	18,8	12,5	8,21
French	39	12,8	17,9	23,1	23,1	23,1	7,49
Spanish	33	12,1	24,2	18,2	12,1	33,3	7,12
Danish	19	21,1	15,8	31,6	10,5	21,1	7,95
Swedish	23	34,8	13,0	21,7	21,7	8,7	8,39
Swiss	20	20,0	10,0	50,0	10,0	10,0	7,95
Norwegian	19	21,1	21,1	31,6	10,5	15,8	7,74
Dutch	17	5,9	29,4	47,1	5,9	11,8	8,06
Italian	14	21,4	14,3	21,4	21,4	21,4	7,79
Austrian	6	0,0	16,7	0,0	16,7	66,7	5,33
Other	272	21,3	18,4	22,4	14,3	23,5	7,72
<b>Type of trip*</b>							
Package tour	307	34,5	21,2	17,9	12,1	14,3	8,27
Individually-arranged tour	1190	30,1	18,0	21,4	13,2	17,3	8,06
Business-arranged tour	30	10,0	26,7	26,7	20,0	16,7	7,70
<b>Purpose of visit*</b>							
Vacation/holiday	1458	30,9	18,2	21,6	13,0	16,3	8,12
Visiting friends/relatives	73	23,3	17,8	21,9	20,5	16,4	7,86
Event in Iceland (leisure related)	73	41,1	21,9	13,7	8,2	15,1	8,48
Education and training	50	26,0	20,0	20,0	6,0	28,0	7,56
Business/small meeting	31	19,4	25,8	32,3	9,7	12,9	8,03
Conference/large meeting	24	33,3	12,5	12,5	29,2	12,5	7,79
Other	129	24,8	17,1	20,2	14,0	24,0	7,61

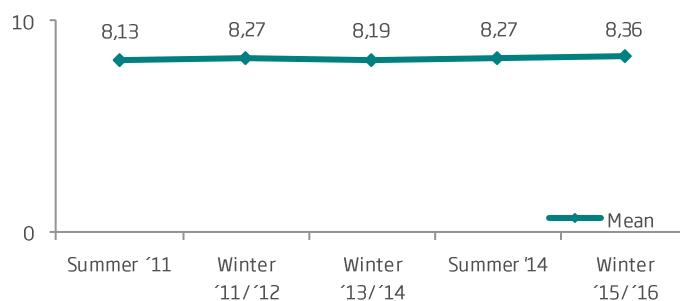
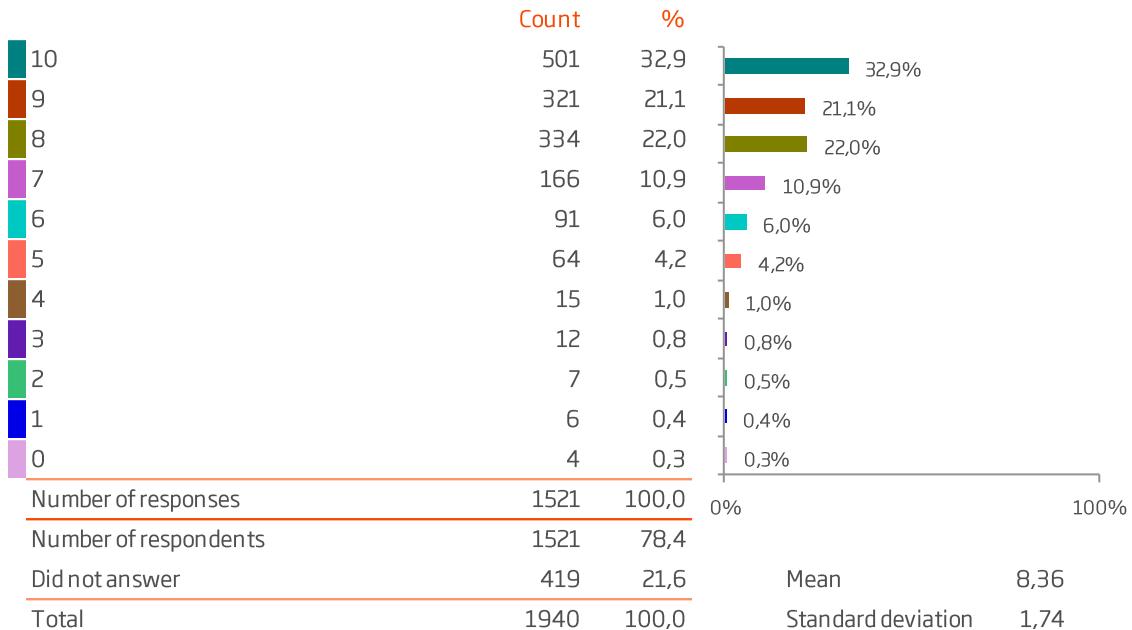
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

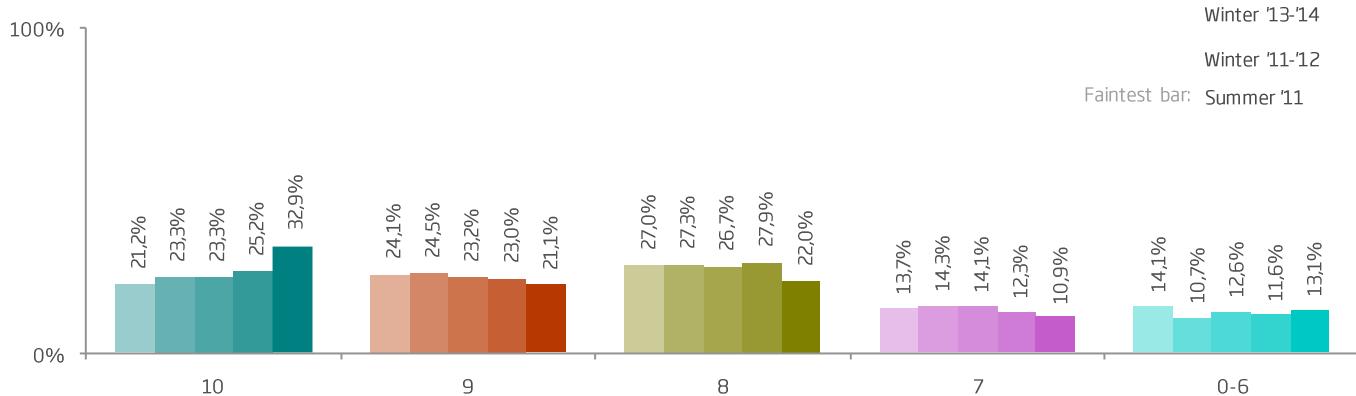
# SECURITY FACTORS ON TOURIST SITES



Q.108. Please rate the security factors (warning signs, hazard zones, definitions and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11



# SECURITY FACTORS ON TOURIST SITES



Q.108. Please rate the security factors (warning signs, hazard zones, definitions and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1521	32,9	21,1	22,0	10,9	13,1	8,36
<b>Gender</b>							
Male	522	27,6	23,2	25,1	11,3	12,8	8,30
Female	997	35,7	20,1	20,3	10,7	13,2	8,39
<b>Age</b>							
24 years and younger	257	33,9	23,0	19,5	10,9	12,8	8,41
25-34 years	543	34,1	18,0	24,1	11,8	12,0	8,38
35-44 years	284	33,1	23,9	19,4	10,2	13,4	8,43
45-54 years	208	26,9	24,0	25,0	10,1	13,9	8,22
55 years and older	208	36,1	20,2	20,2	9,6	13,9	8,37
<b>What is your profession?</b>							
Managerial	174	32,2	19,0	24,7	14,4	9,8	8,33
Professionals (dr./lawyer/account. etc.)	344	28,8	24,1	20,9	11,6	14,5	8,26
Other professionals	245	33,5	24,9	18,4	8,2	15,1	8,38
Teacher/Medical care	155	36,1	18,1	24,5	11,0	10,3	8,45
Clerical/Service	78	38,5	15,4	23,1	12,8	10,3	8,51
Vocational/Technical	51	31,4	21,6	23,5	13,7	9,8	8,49
Unskilled	9	44,4	33,3	22,2	0,0	0,0	9,22
Student	216	31,9	20,8	20,8	10,6	15,7	8,25
Retired/Homemaker	88	36,4	17,0	19,3	13,6	13,6	8,36
Artist/Musician/Actor etc.	14	21,4	28,6	14,3	7,1	28,6	8,00
Other	127	37,0	18,9	27,6	6,3	10,2	8,54
<b>Household income</b>							
High	609	33,2	22,3	22,8	9,2	12,5	8,39
Average	630	34,6	20,5	21,0	11,4	12,5	8,43
Low	231	29,9	19,0	22,9	12,6	15,6	8,17
<b>Market area*</b>							
North America	710	41,7	20,4	21,1	8,2	8,6	8,69
Britain	299	28,1	19,1	23,1	14,4	15,4	8,15
Central/Southern Europe	269	23,8	23,4	24,2	12,3	16,4	8,08
Scandinavia	78	23,1	23,1	24,4	11,5	17,9	8,00
Asia	81	19,8	21,0	21,0	13,6	24,7	7,69
Other	81	27,2	24,7	17,3	14,8	16,0	8,21
<b>Educational level</b>							
Finished high school or less	122	28,7	19,7	26,2	13,9	11,5	8,20
Bachelor's degree or equivalent	901	33,3	22,1	20,9	10,5	13,2	8,38
Master's/Ph.D. or equivalent	476	32,8	20,0	23,1	11,1	13,0	8,37

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# SECURITY FACTORS ON TOURIST SITES



Q.108. Please rate the security factors (warning signs, hazard zones, definitions and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1521</b>	<b>32,9</b>	<b>21,1</b>	<b>22,0</b>	<b>10,9</b>	<b>13,1</b>	
<b>Nationality*</b>							
American	541	44,0	20,1	19,8	7,9	8,1	
British	249	26,1	18,9	24,1	15,7	15,3	
Canadian	163	35,6	22,1	25,2	8,6	8,6	
German	62	25,8	30,6	17,7	11,3	14,5	
Chinese	46	32,6	15,2	21,7	15,2	15,2	
French	42	19,0	23,8	21,4	23,8	11,9	
Spanish	33	15,2	21,2	21,2	12,1	30,3	
Danish	23	21,7	26,1	17,4	8,7	26,1	
Swedish	19	36,8	21,1	21,1	15,8	5,3	
Swiss	20	25,0	15,0	40,0	5,0	15,0	
Norwegian	19	26,3	21,1	21,1	15,8	15,8	
Dutch	13	7,7	23,1	53,8	7,7	7,7	
Italian	13	15,4	38,5	15,4	7,7	23,1	
Austrian	5	20,0	0,0	40,0	20,0	20,0	
Other	273	25,6	22,3	21,2	11,0	19,8	
<b>Type of trip*</b>							
Package tour	282	37,6	21,3	19,1	11,7	10,3	
Individually-arranged tour	1165	32,3	20,9	22,7	10,4	13,8	
Business-arranged tour	27	14,8	40,7	14,8	14,8	14,8	
<b>Purpose of visit*</b>							
Vacation/holiday	1410	33,0	21,1	22,3	11,0	12,6	
Visiting friends/relatives	76	32,9	14,5	19,7	15,8	17,1	
Event in Iceland (leisure related)	72	47,2	19,4	16,7	8,3	8,3	
Education and training	50	28,0	22,0	20,0	10,0	20,0	
Business/small meeting	30	26,7	33,3	30,0	6,7	3,3	
Conference/large meeting	22	45,5	18,2	9,1	13,6	13,6	
Other	126	27,8	23,0	20,6	12,7	15,9	

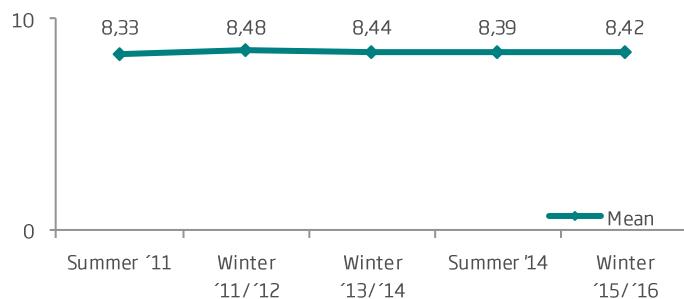
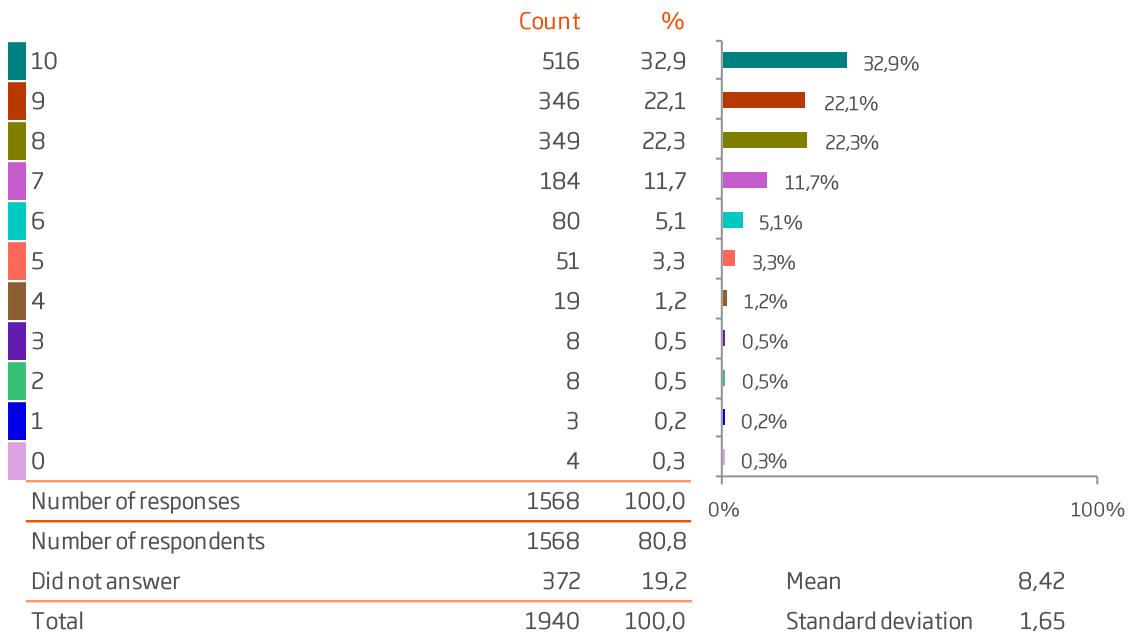
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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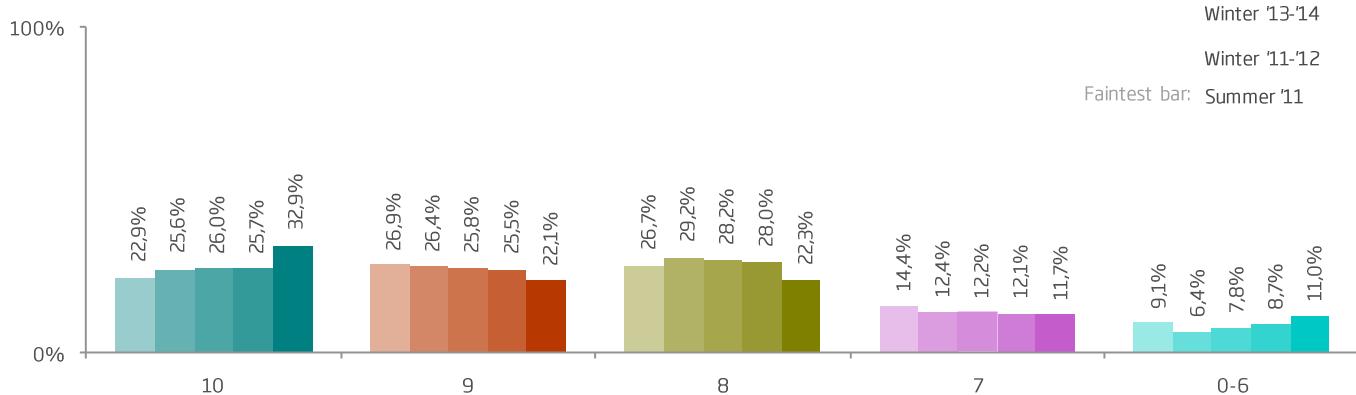
# CONDUCT OF GUESTS ON TOURIST SITES



Q.109. Please rate the conduct of guests in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



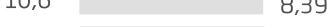
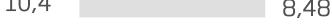
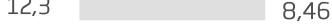
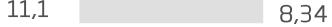
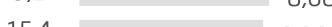
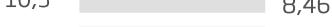
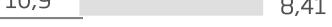
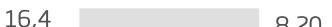
Darkest bar: Winter '15-'16  
 Summer '14  
 Winter '13-'14  
 Winter '11-'12  
 Faintest bar: Summer '11



# CONDUCT OF GUESTS ON TOURIST SITES



Q.109. Please rate the conduct of guests in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1568</b>	<b>32,9</b>	<b>22,1</b>	<b>22,3</b>	<b>11,7</b>	<b>11,0</b>	 8,42
<b>Gender*</b>							
Male	527	27,3	20,5	27,3	12,9	12,0	 8,28
Female	1039	35,7	22,8	19,7	11,2	10,6	 8,50
<b>Age</b>							
24 years and younger	252	32,5	19,8	20,6	14,3	12,7	 8,24
25-34 years	546	33,9	20,5	21,4	12,1	12,1	 8,44
35-44 years	293	30,7	21,8	22,9	14,0	10,6	 8,39
45-54 years	222	30,6	24,8	26,1	8,1	10,4	 8,48
55 years and older	236	37,3	25,4	20,8	8,1	8,5	 8,60
<b>What is your profession?</b>							
Managerial	179	35,2	19,6	24,0	8,9	12,3	 8,46
Professionals (dr./lawyer/account. etc.)	360	26,9	23,9	24,4	13,6	11,1	 8,34
Other professionals	266	28,6	25,6	19,9	12,0	13,9	 8,28
Teacher/Medical care	158	37,3	24,7	20,9	12,0	5,1	 8,70
Clerical/Service	84	40,5	16,7	23,8	9,5	9,5	 8,64
Vocational/Technical	50	40,0	14,0	28,0	8,0	10,0	 8,52
Unskilled	9	33,3	22,2	22,2	11,1	11,1	 8,56
Student	210	32,9	20,0	18,6	13,8	14,8	 8,20
Retired/Homemaker	94	38,3	20,2	23,4	14,9	3,2	 8,68
Artist/Musician/Actor etc.	13	30,8	30,8	23,1	0,0	15,4	 8,38
Other	126	39,7	22,2	22,2	6,3	9,5	 8,64
<b>Household income</b>							
High	639	31,6	25,5	22,5	10,0	10,3	 8,46
Average	647	33,7	20,2	22,9	12,7	10,5	 8,45
Low	229	35,4	20,1	19,2	14,4	10,9	 8,41
<b>Market area*</b>							
North America	756	41,0	23,3	19,3	9,0	7,4	 8,73
Britain	315	28,3	18,7	25,4	15,2	12,4	 8,27
Central/Southern Europe	255	23,1	19,6	28,6	11,4	17,3	 7,96
Scandinavia	78	30,8	26,9	20,5	7,7	14,1	 8,37
Asia	80	15,0	23,8	23,8	20,0	17,5	 7,88
Other	81	24,7	25,9	18,5	21,0	9,9	 8,27
<b>Educational level</b>							
Finished high school or less	116	28,4	21,6	22,4	11,2	16,4	 8,20
Bachelor's degree or equivalent	931	33,8	22,6	21,2	12,4	10,1	 8,47
Master's/Ph.D. or equivalent	499	32,1	21,2	24,4	11,2	11,0	 8,42

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# CONDUCT OF GUESTS ON TOURIST SITES



Q.109. Please rate the conduct of guests in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1568</b>	<b>32,9</b>	<b>22,1</b>	<b>22,3</b>	<b>11,7</b>	<b>11,0</b>	
<b>Nationality*</b>							
American	576	43,9	23,1	17,2	7,8	8,0	
British	263	26,2	19,8	27,0	15,6	11,4	
Canadian	174	33,9	23,6	24,7	11,5	6,3	
German	59	35,6	16,9	20,3	10,2	16,9	
Chinese	47	23,4	23,4	23,4	19,1	10,6	
French	42	11,9	16,7	21,4	21,4	28,6	
Spanish	32	18,8	15,6	31,3	18,8	15,6	
Danish	23	39,1	30,4	21,7	4,3	4,3	
Swedish	19	42,1	26,3	15,8	5,3	10,5	
Swiss	21	28,6	9,5	33,3	4,8	23,8	
Norwegian	17	23,5	29,4	23,5	11,8	11,8	
Dutch	12	0,0	33,3	50,0	16,7	0,0	
Italian	13	15,4	38,5	30,8	7,7	7,7	
Austrian	6	0,0	16,7	16,7	0,0	66,7	
Other	264	23,9	22,0	24,2	15,2	14,8	
<b>Type of trip*</b>							
Package tour	307	40,1	21,2	20,8	11,4	6,5	
Individually-arranged tour	1189	31,5	22,0	23,0	11,5	12,0	
Business-arranged tour	27	7,4	44,4	22,2	7,4	18,5	
<b>Purpose of visit*</b>							
Vacation/holiday	1455	33,1	22,0	22,5	12,1	10,3	
Visiting friends/relatives	73	30,1	21,9	23,3	16,4	8,2	
Event in Iceland (leisure related)	74	44,6	9,5	24,3	13,5	8,1	
Education and training	50	22,0	24,0	24,0	6,0	24,0	
Business/small meeting	28	17,9	39,3	28,6	3,6	10,7	
Conference/large meeting	26	38,5	23,1	15,4	0,0	23,1	
Other	127	26,8	26,8	19,7	6,3	20,5	

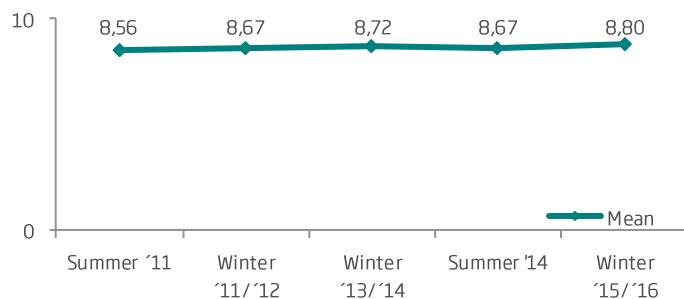
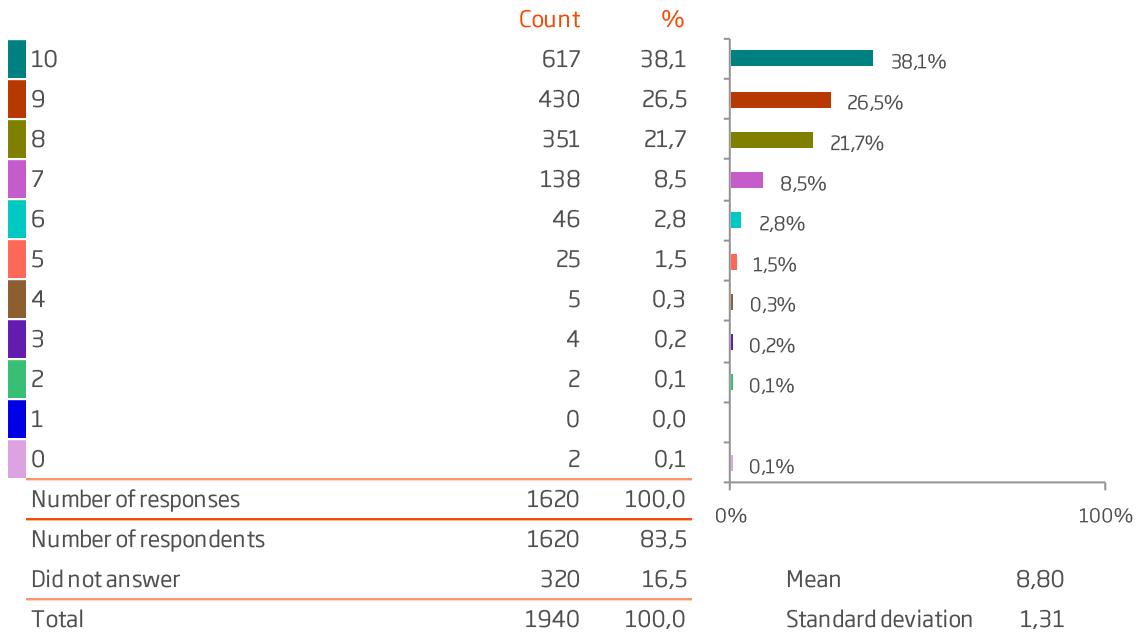
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# GENERAL CONDITIONS OF TOURIST SITES



Q.110. Please rate the general conditions of tourist sites in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11



# GENERAL CONDITIONS OF TOURIST SITES



Q.110. Please rate the general conditions of tourist sites in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

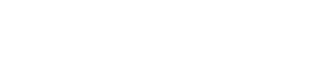
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1620	38,1	26,5	21,7	8,5	5,2	8,80
<b>Gender*</b>							
Male	540	30,2	29,3	26,1	8,9	5,6	8,66
Female	1078	42,1	25,0	19,5	8,3	5,0	8,87
<b>Age</b>							
24 years and younger	260	38,5	23,8	22,3	8,1	7,3	8,70
25-34 years	562	38,3	27,6	20,5	9,8	3,9	8,84
35-44 years	302	37,7	26,2	21,2	8,3	6,6	8,77
45-54 years	231	35,5	26,0	25,1	9,1	4,3	8,76
55 years and older	244	41,8	28,3	19,3	5,7	4,9	8,91
<b>What is your profession?</b>							
Managerial	181	37,0	24,3	24,9	8,3	5,5	8,75
Professionals (dr./lawyer/account. etc.)	367	31,9	30,2	22,3	9,8	5,7	8,69
Other professionals	273	35,5	30,8	21,2	6,2	6,2	8,79
Teacher/Medical care	168	42,9	20,2	22,6	11,9	2,4	8,86
Clerical/Service	86	47,7	20,9	20,9	4,7	5,8	8,97
Vocational/Technical	52	42,3	23,1	21,2	9,6	3,8	8,88
Unskilled	9	44,4	33,3	22,2	0,0	0,0	9,22
Student	220	35,9	24,1	22,7	10,0	7,3	8,64
Retired/Homemaker	98	43,9	24,5	17,3	11,2	3,1	8,94
Artist/Musician/Actor etc.	14	35,7	42,9	7,1	7,1	7,1	8,86
Other	132	48,5	26,5	18,9	2,3	3,8	9,08
<b>Household income</b>							
High	652	38,5	28,4	20,4	7,1	5,7	8,84
Average	668	38,3	24,6	23,7	9,6	3,9	8,80
Low	244	37,7	26,2	20,5	9,0	6,6	8,75
<b>Market area*</b>							
North America	770	47,5	27,4	17,0	5,3	2,7	9,10
Britain	324	37,3	23,5	22,8	9,6	6,8	8,73
Central/Southern Europe	271	23,6	28,8	25,8	12,9	8,9	8,34
Scandinavia	85	28,2	24,7	34,1	7,1	5,9	8,58
Asia	82	15,9	23,2	30,5	19,5	11,0	8,04
Other	85	31,8	29,4	25,9	10,6	2,4	8,73
<b>Educational level*</b>							
Finished high school or less	124	30,6	25,8	22,6	10,5	10,5	8,44
Bachelor's degree or equivalent	952	39,6	26,8	20,2	8,6	4,8	8,84
Master's/Ph.D. or equivalent	519	37,2	26,2	24,5	8,1	4,0	8,83

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# GENERAL CONDITIONS OF TOURIST SITES



Q.110. Please rate the general conditions of tourist sites in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1620</b>	<b>38,1</b>	<b>26,5</b>	<b>21,7</b>	<b>8,5</b>	<b>5,2</b>	
<b>Nationality*</b>							
American	584	50,3	26,7	15,6	4,6	2,7	
British	273	32,6	27,1	24,5	8,8	7,0	
Canadian	179	40,8	27,4	21,2	7,8	2,8	
German	60	31,7	25,0	20,0	11,7	11,7	
Chinese	48	25,0	25,0	20,8	22,9	6,3	
French	42	19,0	35,7	23,8	14,3	7,1	
Spanish	33	24,2	18,2	24,2	21,2	12,1	
Danish	25	32,0	24,0	36,0	4,0	4,0	
Swedish	22	40,9	22,7	31,8	4,5	0,0	
Swiss	20	25,0	15,0	35,0	5,0	20,0	
Norwegian	19	15,8	36,8	31,6	10,5	5,3	
Dutch	18	5,6	50,0	22,2	16,7	5,6	
Italian	14	28,6	42,9	21,4	0,0	7,1	
Austrian	6	16,7	16,7	16,7	16,7	33,3	
Other	277	30,0	23,8	28,2	11,9	6,1	
<b>Type of trip*</b>							
Package tour	313	45,0	21,7	20,1	10,2	2,9	
Individually-arranged tour	1230	36,5	27,6	22,2	8,2	5,5	
Business-arranged tour	28	14,3	39,3	28,6	7,1	10,7	
<b>Purpose of visit*</b>							
Vacation/holiday	1506	38,5	26,7	21,4	8,8	4,6	
Visiting friends/relatives	78	38,5	25,6	24,4	6,4	5,1	
Event in Iceland (leisure related)	75	54,7	16,0	18,7	5,3	5,3	
Education and training	50	32,0	16,0	32,0	4,0	16,0	
Business/small meeting	28	21,4	46,4	21,4	3,6	7,1	
Conference/large meeting	25	44,0	24,0	16,0	4,0	12,0	
Other	129	31,0	25,6	24,0	6,2	13,2	

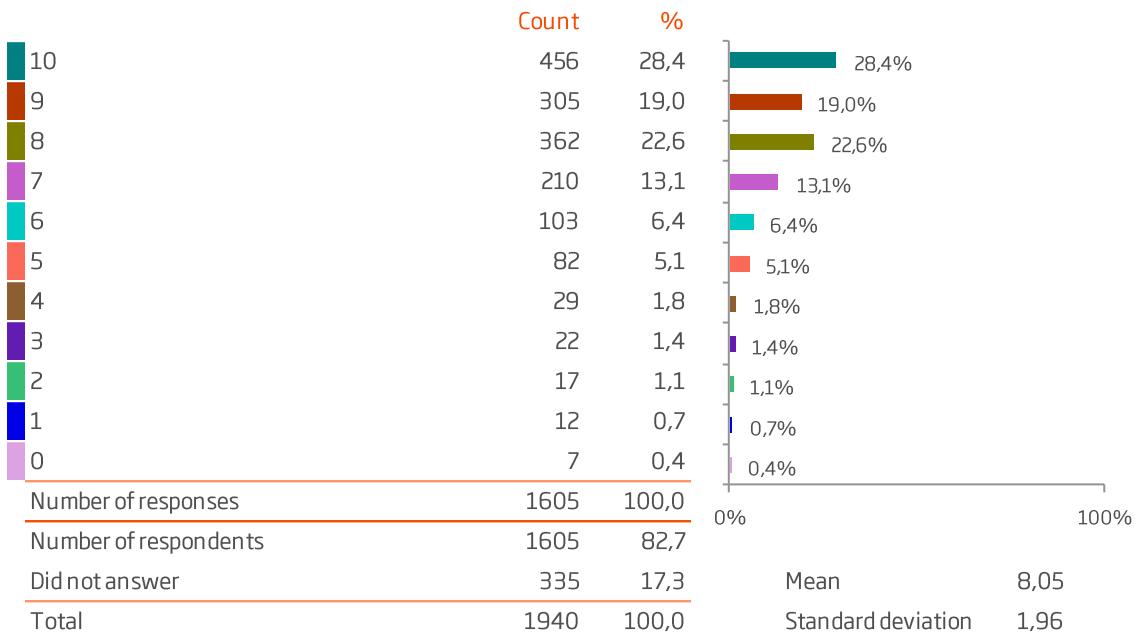
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TOURISTS ON TOURIST SITES



Q.111. Please rate the number of guests/tourists/visitors in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# NUMBER OF TOURISTS ON TOURIST SITES



Q.111. Please rate the number of guests/tourists/visitors in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	1605	28,4	19,0	22,6	13,1	16,9	8,05
<b>Gender*</b>							
Male	540	22,4	18,1	24,4	15,6	19,4	7,80
Female	1063	31,4	19,4	21,6	11,9	15,7	8,18
<b>Age*</b>							
24 years and younger	263	25,5	17,1	19,4	13,7	24,3	7,67
25-34 years	556	27,5	18,9	24,1	14,4	15,1	8,09
35-44 years	298	30,2	17,1	22,1	13,4	17,1	8,04
45-54 years	230	28,3	20,9	24,3	9,1	17,4	8,14
55 years and older	237	32,9	22,8	19,8	11,8	12,7	8,36
<b>What is your profession?*</b>							
Managerial	181	29,3	15,5	22,7	14,4	18,2	8,06
Professionals (dr./lawyer/account. etc.)	363	22,6	22,6	22,0	14,3	18,5	7,90
Other professionals	271	24,7	23,2	22,9	11,4	17,7	8,06
Teacher/Medical care	170	35,9	14,1	24,7	15,9	9,4	8,44
Clerical/Service	86	39,5	11,6	24,4	12,8	11,6	8,42
Vocational/Technical	51	33,3	17,6	23,5	9,8	15,7	8,14
Unskilled	9	44,4	11,1	33,3	0,0	11,1	8,33
Student	219	23,7	19,6	22,8	12,3	21,5	7,74
Retired/Homemaker	92	38,0	20,7	16,3	14,1	10,9	8,50
Artist/Musician/Actor etc.	14	7,1	35,7	14,3	21,4	21,4	7,57
Other	128	36,7	14,1	21,1	9,4	18,8	8,02
<b>Household income</b>							
High	642	28,5	22,1	21,8	11,8	15,7	8,16
Average	665	30,4	16,2	23,6	12,9	16,8	8,08
Low	240	25,0	18,8	22,1	16,3	17,9	7,86
<b>Market area*</b>							
North America	765	35,3	21,2	20,9	9,7	12,9	8,39
Britain	323	28,2	15,5	24,5	15,2	16,7	8,08
Central/Southern Europe	263	19,4	14,4	26,6	13,7	25,9	7,44
Scandinavia	84	21,4	16,7	21,4	16,7	23,8	7,52
Asia	82	13,4	23,2	19,5	20,7	23,2	7,63
Other	85	16,5	24,7	22,4	23,5	12,9	7,82
<b>Educational level</b>							
Finished high school or less	121	25,6	16,5	21,5	13,2	23,1	7,69
Bachelor's degree or equivalent	946	29,4	19,1	21,7	12,9	16,9	8,09
Master's/Ph.D. or equivalent	511	27,0	19,2	24,7	14,1	15,1	8,08

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# NUMBER OF TOURISTS ON TOURIST SITES



Q.111. Please rate the number of guests/tourists/visitors in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1605</b>	<b>28,4</b>	<b>19,0</b>	<b>22,6</b>	<b>13,1</b>	<b>16,9</b>	
<b>Nationality*</b>							
American	580	36,7	21,2	20,3	9,1	12,6	
British	272	25,4	17,6	25,7	14,3	16,9	
Canadian	178	32,6	20,2	23,0	10,7	13,5	
German	58	19,0	13,8	12,1	10,3	44,8	
Chinese	48	20,8	20,8	25,0	16,7	16,7	
French	40	15,0	15,0	27,5	20,0	22,5	
Spanish	33	6,1	24,2	27,3	12,1	30,3	
Danish	24	16,7	16,7	25,0	12,5	29,2	
Swedish	22	27,3	22,7	22,7	9,1	18,2	
Swiss	21	28,6	9,5	14,3	9,5	38,1	
Norwegian	19	26,3	15,8	21,1	21,1	15,8	
Dutch	17	5,9	17,6	41,2	29,4	5,9	
Italian	14	28,6	21,4	28,6	0,0	21,4	
Austrian	6	0,0	16,7	0,0	0,0	83,3	
Other	273	22,3	16,5	23,8	20,9	16,5	
<b>Type of trip*</b>							
Package tour	313	33,5	16,9	24,6	15,3	9,6	
Individually-arranged tour	1216	27,6	19,4	21,7	12,5	18,8	
Business-arranged tour	29	3,4	13,8	44,8	24,1	13,8	
<b>Purpose of visit*</b>							
Vacation/holiday	1489	29,0	19,2	22,4	13,0	16,4	
Visiting friends/relatives	77	20,8	15,6	27,3	10,4	26,0	
Event in Iceland (leisure related)	77	40,3	11,7	16,9	13,0	18,2	
Education and training	50	14,0	16,0	30,0	6,0	34,0	
Business/small meeting	28	10,7	21,4	32,1	17,9	17,9	
Conference/large meeting	27	25,9	11,1	25,9	18,5	18,5	
Other	128	14,8	18,0	24,2	16,4	26,6	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

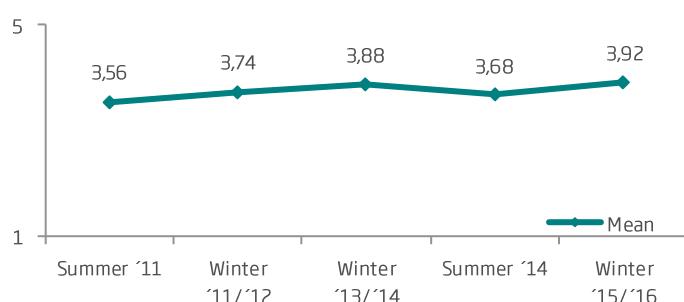
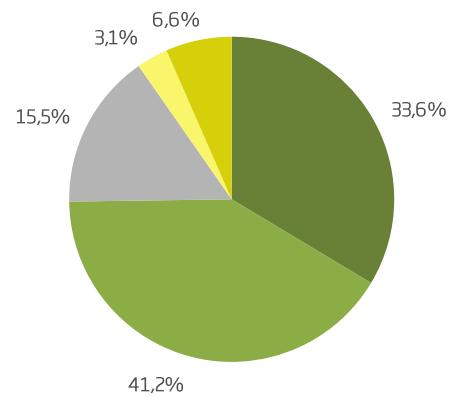
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# IMPORTANCE OF QUALITY CERTIFICATION



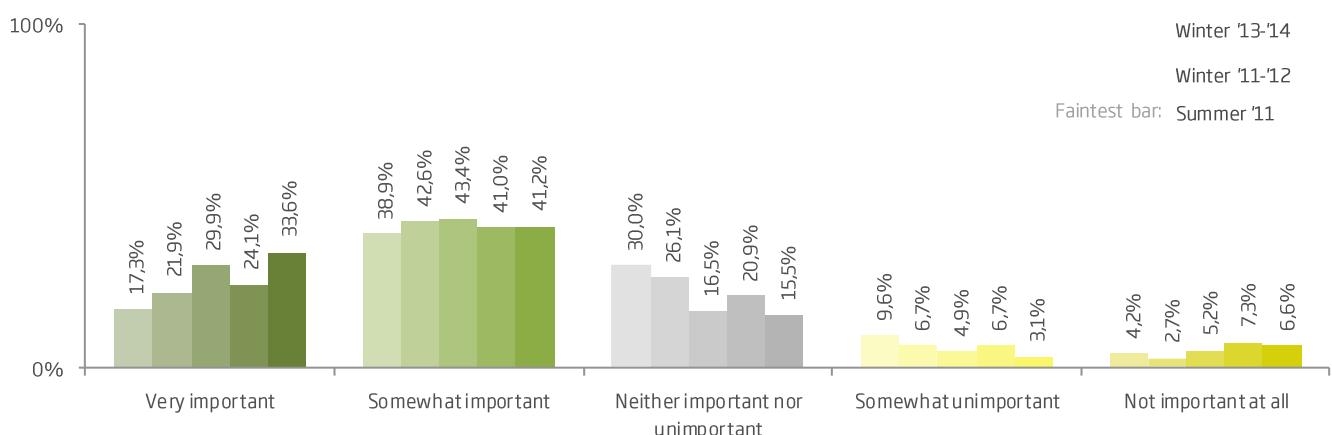
Q.112. How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

	Count	%
Very important (5)	537	33,6
Somewhat important (4)	658	41,2
Neither important or unimportant (3)	248	15,5
Somewhat unimportant (2)	50	3,1
Not important at all (1)	105	6,6
Number of responses	1598	100,0
Number of respondents	1598	82,4
Did not answer	342	17,6
Total	1940	100,0



Mean 3,92  
Standard deviation 1,10

Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11



When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# IMPORTANCE OF QUALITY CERTIFICATION



Q.112. How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

	Number of answers	Important	Neither important nor unimportant	Not important	
	Count	%	%	%	
<b>Total</b>	<b>1598</b>	<b>74,8</b>	<b>15,5</b>	<b>9,7</b>	
<b>Gender*</b>					
Male	531	68,2	17,7	14,1	
Female	1066	78,0	14,4	7,5	
<b>Age*</b>					
24 years and younger	266	64,7	19,2	16,2	
25-34 years	542	73,1	16,1	10,9	
35-44 years	290	76,9	16,2	6,9	
45-54 years	235	77,4	14,9	7,7	
55 years and older	244	84,8	9,4	5,7	
<b>What is your profession?*</b>					
Managerial	186	75,3	14,0	10,8	
Professionals (dr./lawyer/account. etc.)	350	75,1	17,1	7,7	
Other professionals	266	74,8	17,7	7,5	
Teacher/Medical care	164	84,1	10,4	5,5	
Clerical/Service	81	82,7	8,6	8,6	
Vocational/Technical	50	64,0	20,0	16,0	
Unskilled	9	55,6	44,4	0,0	
Student	222	66,7	19,4	14,0	
Retired/Homemaker	100	82,0	10,0	8,0	
Artist/Musician/Actor etc.	17	52,9	23,5	23,5	
Other	135	76,3	10,4	13,3	
<b>Household income*</b>					
High	647	74,7	13,9	11,4	
Average	648	78,7	14,4	6,9	
Low	246	65,9	19,9	14,2	
<b>Market area*</b>					
North America	755	75,2	15,1	9,7	
Britain	311	83,6	9,6	6,8	
Central/Southern Europe	267	60,7	23,2	16,1	
Scandinavia	97	63,9	25,8	10,3	
Asia	82	91,5	4,9	3,7	
Other	84	78,6	15,5	6,0	
<b>Educational level</b>					
Finished high school or less	128	67,2	18,8	14,1	
Bachelor's degree or equivalent	944	77,0	13,3	9,6	
Master's/Ph.D. or equivalent	500	72,4	18,8	8,8	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# IMPORTANCE OF QUALITY CERTIFICATION



Q.112. How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

	Number of answers	Important	Neither important nor unimportant	Not important	
	Count	%	%	%	
<b>Total</b>	<b>1598</b>	<b>74,8</b>	<b>15,5</b>	<b>9,7</b>	
<b>Nationality*</b>					
American	575	74,1	15,8	10,1	
British	264	83,3	10,2	6,4	
Canadian	169	82,2	9,5	8,3	
German	57	36,8	33,3	29,8	
Chinese	49	93,9	2,0	4,1	
French	39	59,0	25,6	15,4	
Spanish	28	67,9	21,4	10,7	
Danish	23	52,2	30,4	17,4	
Swedish	29	69,0	20,7	10,3	
Swiss	21	57,1	33,3	9,5	
Norwegian	20	65,0	30,0	5,0	
Dutch	18	77,8	16,7	5,6	
Italian	13	46,2	38,5	15,4	
Austrian	8	25,0	25,0	50,0	
Other	285	77,9	14,7	7,4	
<b>Type of trip*</b>					
Package tour	315	83,2	11,1	5,7	
Individually-arranged tour	1209	73,1	16,7	10,2	
Business-arranged tour	30	60,0	26,7	13,3	
<b>Purpose of visit*</b>					
Vacation/holiday	1467	75,7	14,8	9,5	
Visiting friends/relatives	83	59,0	21,7	19,3	
Event in Iceland (leisure related)	77	67,5	19,5	13,0	
Education and training	51	68,6	15,7	15,7	
Business/small meeting	35	57,1	28,6	14,3	
Conference/large meeting	24	70,8	16,7	12,5	
Other	135	68,1	17,0	14,8	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

<sup>a</sup>In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# OTHER COUNTRIES VISITED



Q.113. Did you visit a country other than Iceland during your trip?

	Count	% respondents	% responses
Yes, another European country	242	14,0	12,8
Yes, Britain	167	9,7	8,8
Yes, Scandinavia	118	6,8	6,2
Yes, North America	87	5,0	4,6
Yes, a country outside of Europe/North America	31	1,8	1,6
Yes, Greenland	9	0,5	0,5
Yes, Faroe islands	3	0,2	0,2
No, I only travelled to Iceland	1233	71,5	65,2
Number of responses*	1890	109,6	100,0
Number of respondents	1724	88,9	
Did not answer	216	11,1	
Total	1940	100,0	

\*There are more responses than respondents as it was possible to select more than one answer.

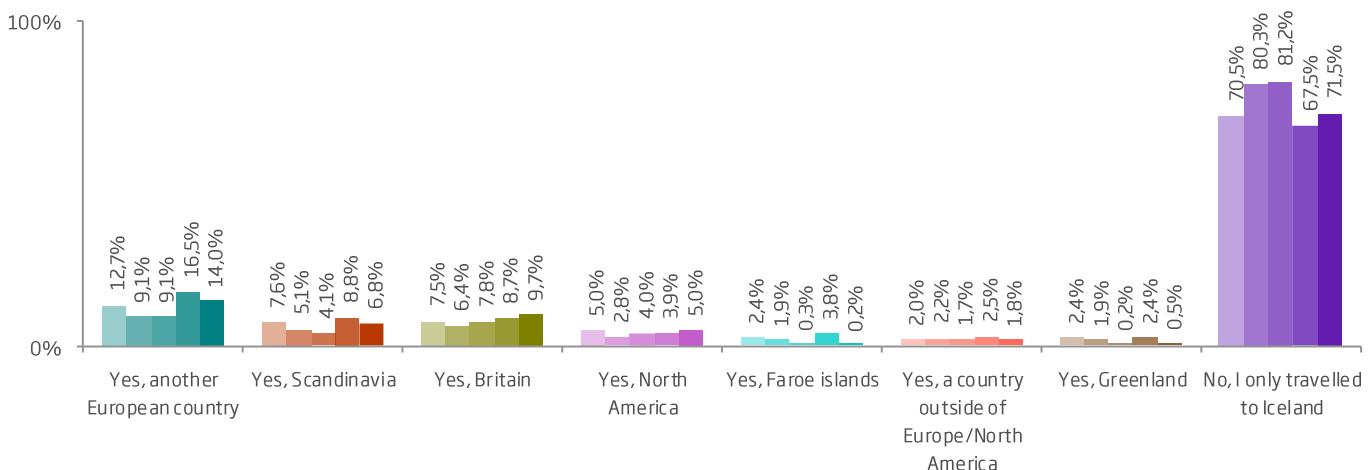
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



# OTHER COUNTRIES VISITED



Q.113. Did you visit a country other than Iceland during your trip?

	Number of answers	Yes, another European country	Yes, Britain	Yes, Scandinavia	Yes, North America	Yes, a country outside of Europe/North America	Other countries	No, I only travelled to Iceland
	Count	%	%	%	%	%	%	%
<b>Total</b>								
<b>Gender</b>								
Male	579	15,0	10,4	6,4	6,2	2,6	0,9	70,8
Female	1143	13,6	9,4	7,1	4,5	1,4	0,6	71,8
<b>Age</b>								
24 years and younger	286	<b>22,0</b>	10,5	9,4	4,5	1,4	0,0	<b>65,0</b>
25-34 years	600	17,2	11,8	7,7	5,8	2,7	0,8	67,0
35-44 years	314	<b>7,6</b>	7,0	5,7	4,8	1,3	0,3	<b>79,0</b>
45-54 years	243	7,8	7,8	4,1	4,1	1,6	1,2	78,2
55 years and older	259	12,0	8,9	6,2	5,4	1,2	0,8	73,4
<b>What is your profession?</b>								
Managerial	193	11,4	8,8	4,1	4,1	1,6	1,0	<b>75,6</b>
Professionals (dr./lawyer/account. etc.)	380	11,6	6,8	6,8	6,6	1,1	0,3	74,5
Other professionals	287	11,8	10,1	7,0	5,6	1,4	0,7	72,5
Teacher/Medical care	179	12,8	7,3	5,6	4,5	3,4	1,1	73,7
Clerical/Service	86	15,1	<b>17,4</b>	5,8	3,5	<b>0,0</b>	1,2	68,6
Vocational/Technical	55	18,2	12,7	5,5	5,5	1,8	1,8	70,9
Unskilled	8	<b>25,0</b>	12,5	<b>0,0</b>	0,0	<b>12,5</b>	0,0	75,0
Student	244	21,7	10,7	10,2	4,5	2,9	0,4	63,1
Retired/Homemaker	105	17,1	9,5	3,8	4,8	1,9	0,0	69,5
Artist/Musician/Actor etc.	19	15,8	<b>5,3</b>	<b>15,8</b>	0,0	<b>0,0</b>	5,3	<b>57,9</b>
Other	148	<b>10,8</b>	11,5	8,1	5,4	2,0	0,7	73,0
<b>Household income</b>								
High	687	11,9	7,9	7,0	4,2	1,5	0,4	74,4
Average	707	14,4	10,0	6,8	4,8	1,8	0,8	71,1
Low	263	16,7	12,9	6,8	6,5	2,7	1,1	67,3
<b>Market area</b>								
North America	812	15,0	10,3	7,8	1,2	<b>0,6</b>	0,6	71,4
Britain	338	3,0	2,4	<b>0,3</b>	5,9	1,8	0,6	88,5
Central/Southern Europe	296	11,1	5,7	5,4	9,5	2,4	0,7	73,6
Scandinavia	104	<b>1,9</b>	<b>1,9</b>	4,8	6,7	1,0	0,0	<b>89,4</b>
Asia	84	36,9	28,6	17,9	<b>1,2</b>	1,2	3,6	26,2
Other	87	<b>49,4</b>	<b>35,6</b>	<b>20,7</b>	<b>23,0</b>	<b>11,5</b>	0,0	<b>23,0</b>
<b>Educational level</b>								
Finished high school or less	143	11,2	6,3	4,9	5,6	2,1	0,7	<b>79,7</b>
Bachelor's degree or equivalent	1012	15,9	11,7	6,7	4,7	2,3	0,4	<b>69,2</b>
Master's/Ph.D. or equivalent	543	12,0	7,0	7,9	5,5	0,9	1,3	72,9

When respondents can choose more than one answer, significance between groups is not calculated.

# OTHER COUNTRIES VISITED



**Q.113. Did you visit a country other than Iceland during your trip?**

	Number of answers	Yes, another European country	Yes, Britain	Yes, Scandinavia	Yes, North America	Yes, a country outside of Europe/North America	Other countries	No, I only travelled to Iceland
	Count	%	%	%	%	%	%	%
<b>Total</b>								
<b>Nationality</b>								
American	618	13,1	7,8	7,0	2,4	0,5	0,3	74,4
British	286	1,0	2,4	0,3	4,9	1,0	0,0	92,3
Canadian	186	21,5	16,7	10,2	2,7	1,6	0,5	60,2
German	68	8,8	0,0	1,5	11,8	2,9	0,0	80,9
Chinese	49	38,8	28,6	8,2	0,0	0,0	2,0	32,7
French	42	11,9	11,9	2,4	11,9	4,8	0,0	73,8
Spanish	35	8,6	8,6	0,0	0,0	0,0	0,0	85,7
Danish	28	0,0	3,6	7,1	7,1	0,0	0,0	89,3
Swedish	28	0,0	0,0	3,6	10,7	0,0	0,0	85,7
Swiss	23	8,7	0,0	0,0	4,3	0,0	0,0	87,0
Norwegian	21	0,0	0,0	0,0	0,0	0,0	0,0	100,0
Dutch	18	0,0	0,0	5,6	16,7	0,0	0,0	77,8
Italian	16	12,5	18,8	12,5	18,8	6,3	6,3	50,0
Austrian	8	0,0	0,0	12,5	37,5	12,5	0,0	62,5
Other	298	27,2	18,5	14,1	8,4	5,4	2,3	49,7
<b>Type of trip*</b>								
Package tour	323	5,9	5,6	2,2	1,5	0,6	0,6	86,7
Individually-arranged tour	1304	15,3	10,7	7,7	5,7	2,1	0,7	68,6
Business-arranged tour	33	9,1	3,0	3,0	6,1	0,0	0,0	78,8
<b>Purpose of visit*</b>								
Vacation/holiday	1576	14,6	10,2	6,7	5,1	1,8	0,6	70,9
Visiting friends/relatives	94	12,8	5,3	3,2	6,4	0,0	2,1	76,6
Event in Iceland (leisure related)	85	9,4	4,7	8,2	0,0	1,2	1,2	77,6
Education and training	53	9,4	3,8	9,4	7,5	1,9	0,0	77,4
Business/small meeting	37	18,9	0,0	2,7	5,4	0,0	2,7	70,3
Conference/large meeting	28	3,6	7,1	3,6	3,6	0,0	0,0	85,7
Other	153	13,1	7,2	8,5	3,9	2,0	2,0	73,9

When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

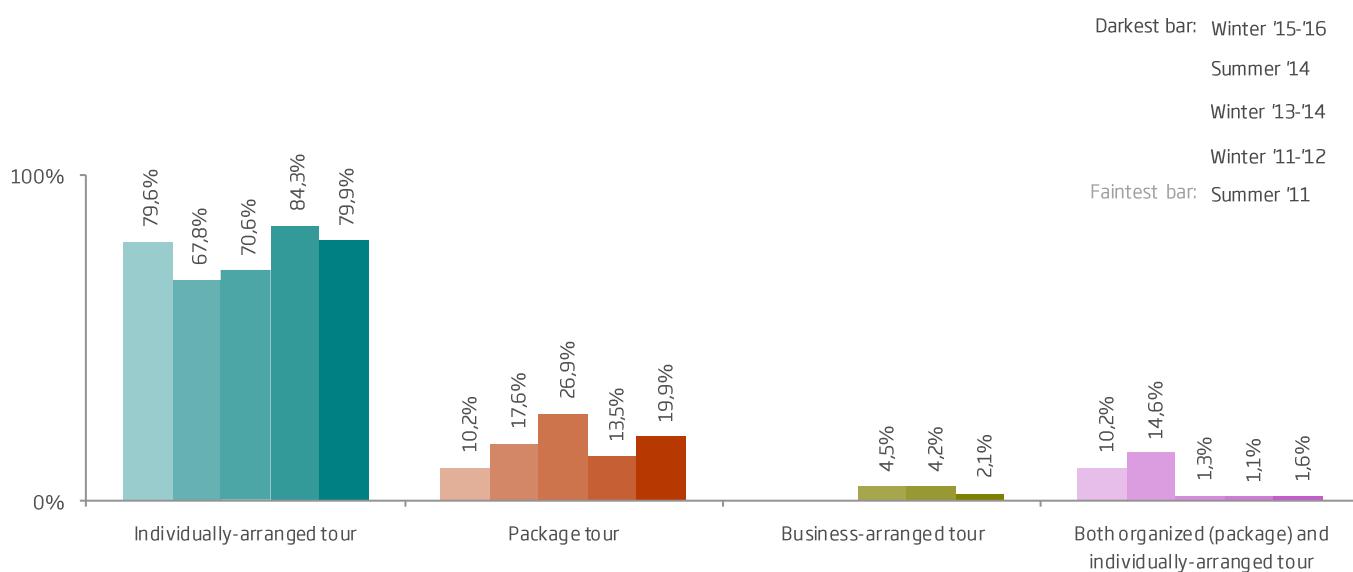
# TYPE OF TRIP



Q.114. Are you travelling on an organized (package) tour to Iceland or are you on an individually- or business-arranged tour?

	Count	%	%
	respondents	respondents	responses
Individually-arranged tour	1310	79,9	77,2
Package tour	326	19,9	19,2
Business-arranged tour	34	2,1	2,0
Both organized (package) and individually-arranged tour	27	1,6	1,6
Number of responses*	1697	103,5	100,0
Number of respondents	1639	84,5	
Did not answer	301	15,5	
Total	1940	100,0	

\*There are more responses than respondents as it was possible to select more than one answer.





Q.114. Are you travelling on an organized (package) tour to Iceland or are you on an individually- or business-arranged tour?

	Number of answers	Individually-arranged tour	Package tour	Business-arranged tour	Both organized (package) and individually-arranged tour
	Count	%	%	%	%
<b>Total</b>					
<b>Gender</b>					
Male	546	85,2	14,3	2,6	1,6
Female	1091	77,3	22,7	1,8	1,6
<b>Age</b>					
24 years and younger	258	81,4	20,5	1,2	2,7
25-34 years	562	<b>86,5</b>	<b>13,0</b>	1,8	1,2
35-44 years	306	81,0	19,9	1,6	2,3
45-54 years	234	73,9	24,4	3,8	1,3
55 years and older	258	<b>69,4</b>	<b>29,8</b>	1,9	1,2
<b>What is your profession?</b>					
Managerial	187	81,3	18,2	2,1	0,5
Professionals (dr./lawyer/account. etc.)	370	80,3	18,4	3,5	1,9
Other professionals	269	81,0	18,2	1,9	1,1
Teacher/Medical care	170	76,5	23,5	1,8	1,8
Clerical/Service	86	87,2	12,8	1,2	1,2
Vocational/Technical	49	81,6	22,4	0,0	4,1
Unskilled	9	77,8	22,2	0,0	0,0
Student	225	81,3	20,4	0,9	2,7
Retired/Homemaker	102	<b>64,7</b>	<b>36,3</b>	1,0	2,0
Artist/Musician/Actor etc.	16	<b>93,8</b>	<b>6,3</b>	0,0	0,0
Other	136	82,4	15,4	3,7	0,7
<b>Household income</b>					
High	654	78,0	22,2	2,1	2,1
Average	677	81,4	17,9	2,4	1,2
Low	246	80,9	19,1	1,6	1,6
<b>Market area</b>					
North America	752	79,1	22,2	0,8	2,0
Britain	328	<b>75,0</b>	25,9	1,2	2,1
Central/Southern Europe	284	<b>87,3</b>	10,6	3,5	0,7
Scandinavia	105	81,9	<b>9,5</b>	9,5	0,0
Asia	84	77,4	<b>26,2</b>	0,0	3,6
Other	83	80,7	14,5	4,8	0,0
<b>Educational level</b>					
Finished high school or less	133	78,9	21,1	2,3	2,3
Bachelor's degree or equivalent	955	81,3	19,4	1,2	1,6
Master's/Ph.D. or equivalent	524	79,0	19,3	3,6	1,5

When respondents can choose more than one answer, significance between groups is not calculated.



Q.114. Are you travelling on an organized (package) tour to Iceland or are you on an individually- or business-arranged tour?

	Number of answers	Individually-arranged tour	Package tour	Business-arranged tour	Both organized (package) and individually-arranged tour
	Count	%	%	%	%
<b>Total</b>					
<b>Nationality</b>					
American	572	78,7	22,7	0,9	2,1
British	280	74,6	25,7	1,4	1,8
Canadian	173	80,9	20,2	0,6	1,7
German	68	83,8	14,7	2,9	1,5
Chinese	49	65,3	<b>38,8</b>	<b>0,0</b>	4,1
French	40	<b>95,0</b>	5,0	2,5	0,0
Spanish	33	87,9	12,1	3,0	3,0
Danish	28	85,7	3,6	10,7	0,0
Swedish	28	78,6	14,3	7,1	0,0
Swiss	23	87,0	8,7	4,3	0,0
Norwegian	21	76,2	4,8	<b>19,0</b>	0,0
Dutch	16	81,3	18,8	12,5	6,3
Italian	16	93,8	<b>0,0</b>	6,3	0,0
Austrian	8	<b>62,5</b>	37,5	<b>0,0</b>	0,0
Other	284	84,5	14,1	2,5	0,7
<b>Purpose of visit*</b>					
Vacation/holiday	1503	80,9	20,6	<b>0,3</b>	1,7
Visiting friends/relatives	86	<b>95,3</b>	<b>4,7</b>	1,2	0,0
Event in Iceland (leisure related)	79	84,8	16,5	1,3	2,5
Education and training	50	66,0	<b>22,0</b>	16,0	2,0
Business/small meeting	37	62,2	5,4	<b>40,5</b>	0,0
Conference/large meeting	26	<b>61,5</b>	7,7	38,5	3,8
Other	140	67,9	14,3	22,1	1,4

When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

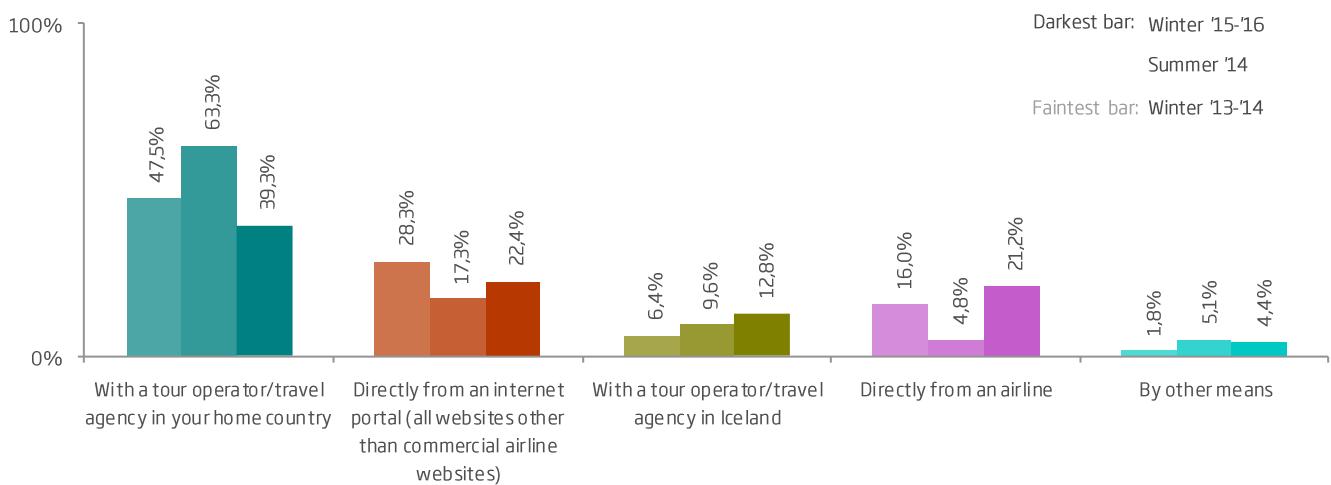
# BOOKING ORIGIN OF PACKAGE TOUR



Q.115. Where did you book your organized package tour to Iceland?

	Count	%
With a tour operator/travel agency in your home country	126	39,3
Directly from an internet portal (all websites other than commercial airline websites)	72	22,4
Directly from an airline	68	21,2
With a tour operator/travel agency in Iceland	41	12,8
By other means	14	4,4
Number of responses	321	100,0
Number of respondents	321	16,5
Did not get question*	1614	83,2
Did not answer	5	0,3
Total	1940	100,0

\*Only those who travelled on a organized (package) tour (Q114) got this question.



# BOOKING ORIGIN OF PACKAGE TOUR



Q.115. Where did you book your organized package tour to Iceland?

	Number of answers	With a tour operator/travel agency in your home country	Directly from an internet portal (all websites other than commercial airline websites)	Directly from an airline	With a tour operator/travel agency in Iceland	By other means
	Count	%	%	%	%	%
<b>Total</b>	<b>321</b>	<b>39,3</b>	<b>22,4</b>	<b>21,2</b>	<b>12,8</b>	<b>4,4</b>
<b>Gender</b>						
Male	76	42,1	18,4	18,4	19,7	1,3
Female	245	38,4	23,7	22,0	10,6	5,3
<b>Age</b>						
24 years and younger	50	34,0	24,0	16,0	22,0	4,0
25-34 years	72	40,3	18,1	15,3	20,8	5,6
35-44 years	61	34,4	19,7	27,9	14,8	3,3
45-54 years	56	44,6	25,0	21,4	1,8	7,1
55 years and older	77	41,6	26,0	26,0	5,2	1,3
<b>What is your profession?*</b>						
Managerial	33	45,5	24,2	24,2	6,1	<b>0,0</b>
Professionals (dr./lawyer/account. etc.)	68	44,1	17,6	26,5	5,9	5,9
Other professionals	49	34,7	<b>26,5</b>	26,5	8,2	4,1
Teacher/Medical care	40	30,0	22,5	25,0	15,0	7,5
Clerical/Service	11	<b>54,5</b>	18,2	<b>0,0</b>	18,2	9,1
Vocational/Technical	10	50,0	<b>10,0</b>	<b>0,0</b>	30,0	<b>10,0</b>
Unskilled	<5					
Student	43	<b>27,9</b>	23,3	7,0	<b>37,2</b>	4,7
Retired/Homemaker	37	48,6	24,3	21,6	<b>5,4</b>	<b>0,0</b>
Artist/Musician/Actor etc.	<5					
Other	21	33,3	19,0	<b>33,3</b>	9,5	4,8
<b>Household income</b>						
High	143	36,4	25,9	26,6	8,4	2,8
Average	118	43,2	22,0	16,9	11,9	5,9
Low	47	34,0	14,9	21,3	23,4	6,4
<b>Market area*</b>						
North America	166	<b>25,3</b>	23,5	<b>33,7</b>	12,0	5,4
Britain	84	54,8	23,8	10,7	8,3	2,4
Central/Southern Europe	28	<b>71,4</b>	7,1	3,6	17,9	<b>0,0</b>
Scandinavia	9	44,4	<b>0,0</b>	11,1	22,2	<b>22,2</b>
Asia	22	27,3	<b>36,4</b>	4,5	<b>31,8</b>	<b>0,0</b>
Other	12	66,7	25,0	<b>0,0</b>	<b>0,0</b>	8,3
<b>Educational level</b>						
Finished high school or less	25	56,0	24,0	8,0	12,0	0,0
Bachelor's degree or equivalent	185	37,8	23,2	20,5	13,0	5,4
Master's/Ph.D. or equivalent	100	33,0	21,0	28,0	14,0	4,0

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

# BOOKING ORIGIN OF PACKAGE TOUR



## Q.115. Where did you book your organized package tour to Iceland?

	Number of answers	With a tour operator/ travel agency in your home country	Directly from an internet portal (all websites other than commercial airline websites)	Directly from an airline	With a tour operator/ travel agency in Iceland	By other means
	Count	%	%	%	%	%
<b>Total</b>	<b>321</b>	<b>39,3</b>	<b>22,4</b>	<b>21,2</b>	<b>12,8</b>	<b>4,4</b>
<b>Nationality*</b>						
American	130	27,7	21,5	33,1	12,3	5,4
British	71	59,2	25,4	11,3	2,8	1,4
Canadian	34	<b>17,6</b>	26,5	<b>38,2</b>	11,8	5,9
German	10	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	0,0
Chinese	19	31,6	<b>36,8</b>	5,3	<b>26,3</b>	0,0
French	<5					
Spanish	<5					
Danish	<5					
Swedish	<5					
Swiss	<5					
Norwegian	<5					
Dutch	<5					
Italian	<5					
Austrian	<5					
Other	39	43,6	20,5	2,6	28,2	5,1
<b>Type of trip*</b>						
Package tour	321	39,3	22,4	21,2	12,8	4,4
Individually-arranged tour	27	33,3	29,6	14,8	11,1	11,1
Business-arranged tour	<5					
<b>Purpose of visit*</b>						
Vacation/holiday	306	39,5	22,2	22,2	12,7	3,3
Visiting friends/relatives	<5					
Event in Iceland (leisure related)	13	7,7	38,5	7,7	30,8	15,4
Education and training	10	40,0	20,0	0,0	10,0	30,0
Business/small meeting	<5					
Conference/large meeting	<5					
Other	18	50,0	16,7	0,0	5,6	27,8

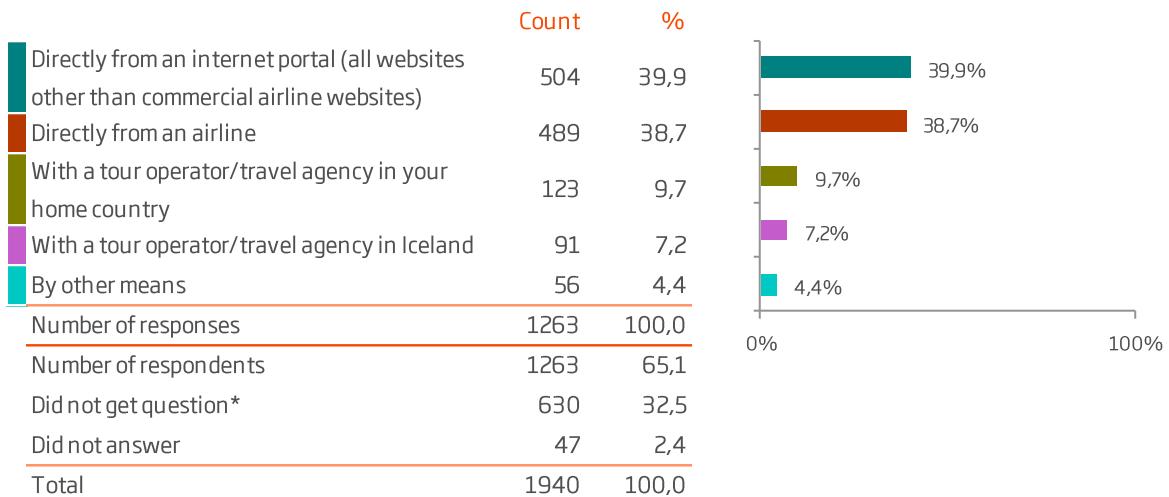
\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

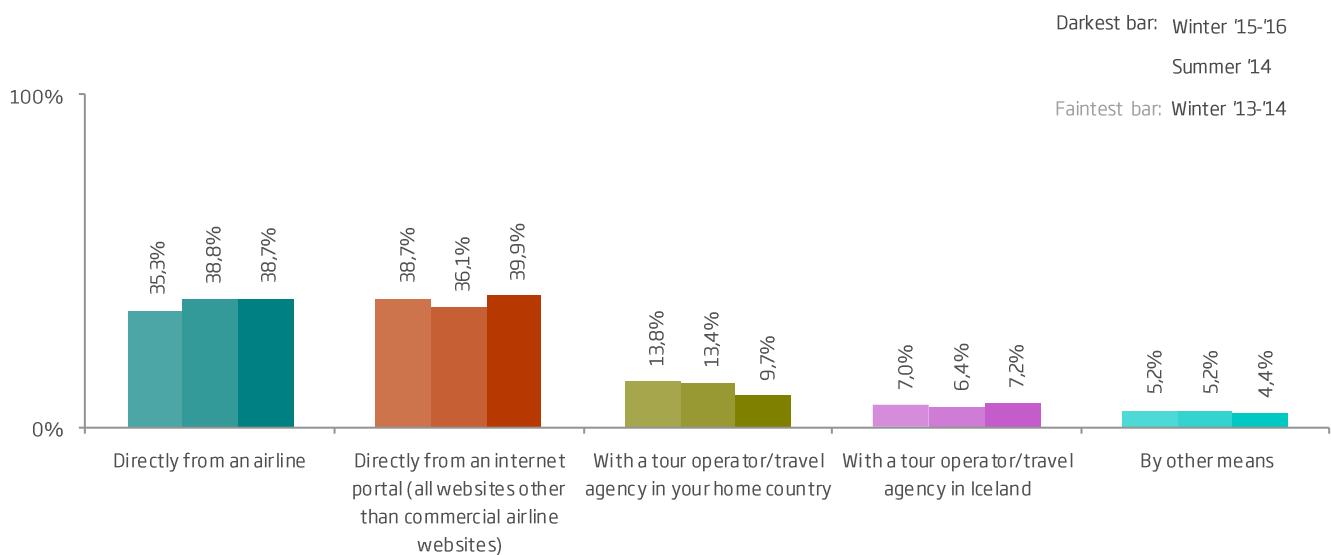
# BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



Q.116. Where did you book your individually-arranged tour to Iceland?



\*Only those who travelled on an individually-arranged tour (Q114) got this question.



# BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



Q.116. Where did you book your individually-arranged tour to Iceland?

	Number of answers	Directly from an internet portal (all websites other than commercial airline websites)	Directly from an airline	With a tour operator/travel agency in your home country	With a tour operator/travel agency in Iceland	By other means
	Count	%	%	%	%	%
<b>Total</b>	<b>1263</b>	<b>39,9</b>	<b>38,7</b>	<b>9,7</b>	<b>7,2</b>	<b>4,4</b>
<b>Gender</b>						
Male	445	40,4	40,4	10,3	5,8	2,9
Female	816	39,5	37,9	9,4	8,0	5,3
<b>Age*</b>						
24 years and younger	194	41,2	43,3	7,2	5,2	3,1
25-34 years	470	39,8	38,7	8,5	8,3	4,7
35-44 years	242	40,9	38,0	8,3	8,7	4,1
45-54 years	169	36,7	45,0	10,7	4,1	3,6
55 years and older	175	40,0	28,6	17,1	8,0	6,3
<b>What is your profession?</b>						
Managerial	147	44,2	36,7	9,5	6,1	3,4
Professionals (dr./lawyer/account. etc.)	289	42,6	36,0	8,3	8,7	4,5
Other professionals	212	39,6	38,7	7,1	8,0	6,6
Teacher/Medical care	125	41,6	36,0	13,6	5,6	3,2
Clerical/Service	75	37,3	46,7	6,7	6,7	2,7
Vocational/Technical	39	35,9	43,6	12,8	7,7	0,0
Unskilled	5	40,0	60,0	0,0	0,0	0,0
Student	171	39,2	42,7	7,0	7,0	4,1
Retired/Homemaker	65	29,2	35,4	24,6	6,2	4,6
Artist/Musician/Actor etc.	13	53,8	30,8	7,7	0,0	7,7
Other	108	37,0	38,0	12,0	7,4	5,6
<b>Household income</b>						
High	491	45,0	34,2	8,8	7,3	4,7
Average	533	36,2	41,7	10,9	7,5	3,8
Low	195	40,5	40,5	6,7	6,7	5,6
<b>Market area*</b>						
North America	572	42,1	38,3	7,0	8,4	4,2
Britain	237	46,0	29,1	14,3	8,4	2,1
Central/Southern Europe	240	28,8	45,4	13,8	4,6	7,5
Scandinavia	84	26,2	53,6	14,3	0,0	6,0
Asia	64	39,1	39,1	1,6	17,2	3,1
Other	64	57,8	34,4	4,7	1,6	1,6
<b>Educational level*</b>						
Finished high school or less	103	30,1	36,9	22,3	4,9	5,8
Bachelor's degree or equivalent	744	41,0	39,4	8,9	6,6	4,2
Master's/Ph.D. or equivalent	403	41,4	38,0	7,4	8,4	4,7

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

# BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



Q.116. Where did you book your individually-arranged tour to Iceland?

	Number of answers	Directly from an internet portal (all websites other than commercial airline websites)	Directly from an airline	With a tour operator/travel agency in your home country	With a tour operator/travel agency in Iceland	By other means
	Count	%	%	%	%	%
<b>Total</b>	<b>1263</b>	<b>39,9</b>	<b>38,7</b>	<b>9,7</b>	<b>7,2</b>	<b>4,4</b>
<b>Nationality*</b>						
American	435	43,2	38,6	5,7	8,3	4,1
British	200	43,5	29,0	18,5	6,0	3,0
Canadian	133	44,4	31,6	10,5	8,3	5,3
German	56	21,4	48,2	16,1	7,1	7,1
Chinese	30	40,0	26,7	6,7	23,3	3,3
French	35	40,0	42,9	11,4	0,0	5,7
Spanish	28	46,4	53,6	0,0	0,0	0,0
Danish	24	4,2	70,8	16,7	0,0	8,3
Swedish	22	40,9	27,3	27,3	0,0	4,5
Swiss	20	15,0	35,0	30,0	10,0	10,0
Norwegian	16	6,3	75,0	6,3	0,0	12,5
Dutch	13	15,4	61,5	7,7	0,0	15,4
Italian	15	33,3	60,0	0,0	6,7	0,0
Austrian	5	20,0	60,0	20,0	0,0	0,0
Other	231	42,0	40,7	5,6	7,8	3,9
<b>Type of trip*</b>						
Package tour	26	50,0	3,8	15,4	26,9	3,8
Individually-arranged tour	1263	39,9	38,7	9,7	7,2	4,4
Business-arranged tour	<5					
<b>Purpose of visit*</b>						
Vacation/holiday	1177	40,4	38,1	9,8	7,6	4,2
Visiting friends/relatives	78	24,4	60,3	2,6	7,7	5,1
Event in Iceland (leisure related)	64	23,4	53,1	9,4	7,8	6,3
Education and training	30	36,7	43,3	3,3	6,7	10,0
Business/small meeting	22	31,8	54,5	9,1	4,5	0,0
Conference/large meeting	15	46,7	33,3	0,0	6,7	13,3
Other	89	36,0	43,8	7,9	4,5	7,9

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

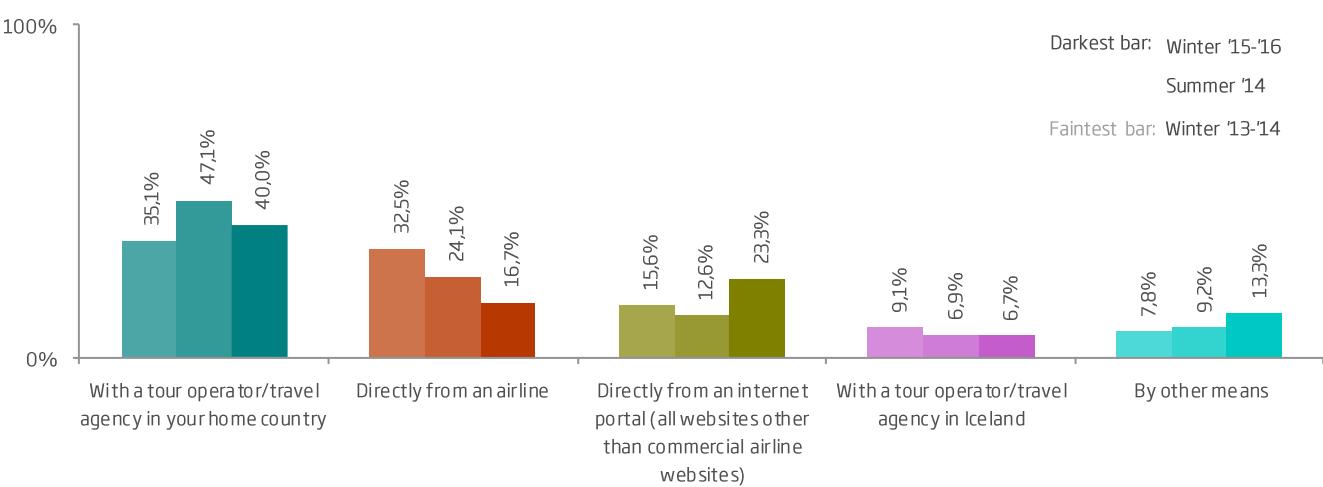
# BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



Q.117. Where did you book your business-arranged tour to Iceland?

	Count	%
With a tour operator/travel agency in your home country	12	40,0
Directly from an internet portal (all websites other than commercial airline websites)	7	23,3
Directly from an airline	5	16,7
By other means	4	13,3
With a tour operator/travel agency in Iceland	2	6,7
Number of responses	30	100,0
Number of respondents	30	1,5
Did not get question*	1906	98,2
Did not answer	4	0,2
Total	1940	100,0

\*Only those who travelled on an business-arranged tour (Q114) got this question.



# BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



**Q.117. Where did you book your business-arranged tour to Iceland?**

	Number of answers	With a tour operator/travel agency in your home country		By other means
		Count	%	
<b>Total</b>	<b>30</b>	<b>40,0</b>	<b>60,0</b>	40% 60%
<b>Gender</b>				
Male	11	36,4	63,6	36% 64%
Female	19	42,1	57,9	42% 58%
<b>Age</b>				
24 years and younger	<5			
25-34 years	10	30,0	70,0	30% 70%
35-44 years	5	80,0	20,0	80% 20%
45-54 years	7	28,6	71,4	29% 71%
55 years and older	5	40,0	60,0	40% 60%
<b>What is your profession?</b>				
Managerial	<5			
Professionals (dr./lawyer/account. etc.)	12	50,0	50,0	50% 50%
Other professionals	5	40,0	60,0	40% 60%
Teacher/Medical care	<5			
Clerical/Service	<5			
Student	<5			
Retired/Homemaker	<5			
Other	<5			
<b>Household income</b>				
High	13	38,5	61,5	38% 62%
Average	13	46,2	53,8	46% 54%
Low	<5			
<b>Market area</b>				
North America	5	20,0	80,0	20% 80%
Britain	<5			
Central/Southern Europe	9	66,7	33,3	67% 33%
Scandinavia	10	50,0	50,0	50% 50%
Asia	<5			
Other	<5			
<b>Educational level</b>				
Finished high school or less	<5			
Bachelor's degree or equivalent	10	20,0	80,0	20% 80%
Master's/Ph.D. or equivalent	18	50,0	50,0	50% 50%

Difference between groups is not statistically significant.

# BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



**Q.117. Where did you book your business-arranged tour to Iceland?**

Number of answers	With a tour operator/travel agency in your home country		By other means
	Count	%	
<b>Total</b>	<b>30</b>	<b>40,0</b>	<b>60,0</b>
<b>Type of trip*</b>			
Package tour	<5		
Individually-arranged tour	<5		
Business-arranged tour	30	40,0	60,0
<b>Purpose of visit†</b>			
Vacation/holiday	<5		
Visiting friends/relatives	<5		
Event in Iceland (leisure related)	<5		
Education and training	5	0,0	100,0
Business/small meeting	14	50,0	50,0
Conference/large meeting	10	30,0	70,0
Other	27	37,0	63,0

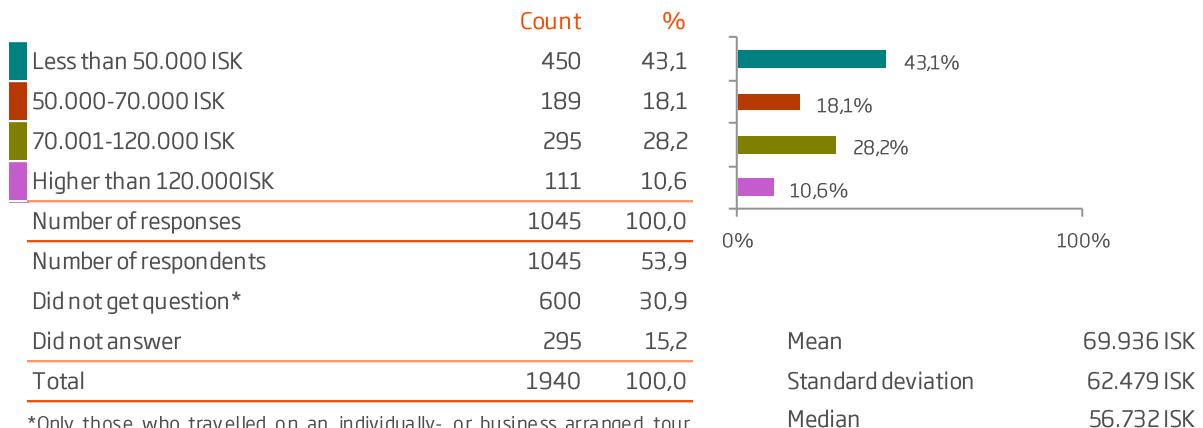
Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

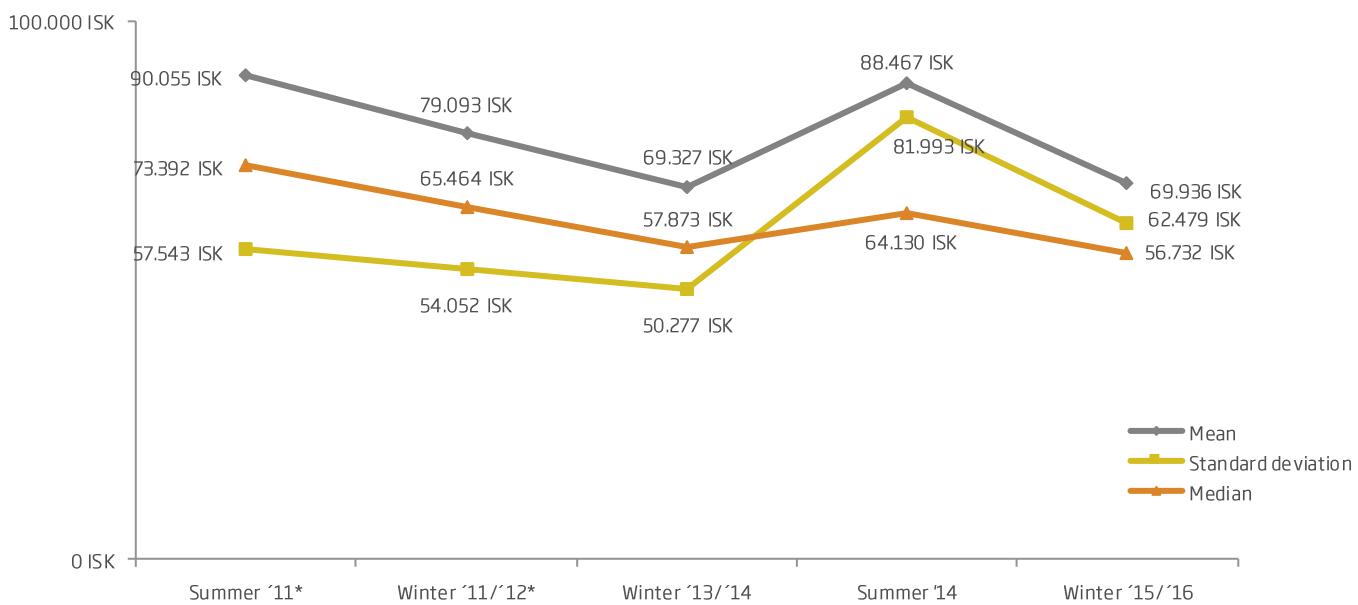
# PRICE OF AIR TICKET



Q.118. What was the price of the air ticket (round trip) per person?

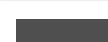


\*Only those who travelled on an individually- or business arranged tour (Q114) got this question.





## Q.118. What was the price of the air ticket (round trip) per person?

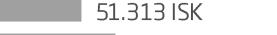
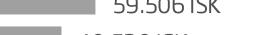
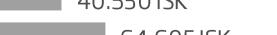
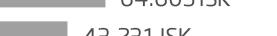
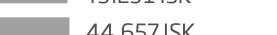
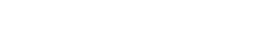
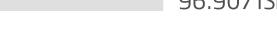
	Number of answers	Less than 50.000 ISK	50.000-70.000 ISK	70.001-120.000 ISK	Higher than 120.000ISK	
	Count	%	%	%	%	
<b>Total</b>	<b>1045</b>	<b>43,1</b>	<b>18,1</b>	<b>28,2</b>	<b>10,6</b>	 69.936 ISK
<b>Gender</b>						
Male	385	44,2	18,2	26,8	10,9	 68.510 ISK
Female	658	42,2	18,1	29,2	10,5	 70.886 ISK
<b>Age*</b>						
24 years and younger	177	61,6	18,6	14,7	5,1	 48.582 ISK
25-34 years	416	44,2	20,9	26,7	8,2	 64.570 ISK
35-44 years	202	39,6	15,3	30,7	14,4	 77.116 ISK
45-54 years	129	34,9	18,6	32,6	14,0	 80.731 ISK
55 years and older	111	26,1	11,7	45,9	16,2	 94.528 ISK
<b>What is your profession?*</b>						
Managerial	120	37,5	14,2	32,5	15,8	 78.028 ISK
Professionals (dr./lawyer/account. etc.)	255	37,3	20,8	28,2	13,7	 76.497 ISK
Other professionals	172	37,8	16,3	35,5	10,5	 73.184 ISK
Teacher/Medical care	104	45,2	14,4	30,8	9,6	 66.554 ISK
Clerical/Service	61	44,3	29,5	18,0	8,2	 60.654 ISK
Vocational/Technical	31	48,4	12,9	29,0	9,7	 65.625 ISK
Unskilled	5	80,0	20,0	0,0	0,0	 34.025 ISK
Student	151	62,9	19,2	13,9	4,0	 51.026 ISK
Retired/Homemaker	35	34,3	14,3	37,1	14,3	 107.672 ISK
Artist/Musician/Actor etc.	13	46,2	15,4	38,5	0,0	 53.673 ISK
Other	91	38,5	16,5	35,2	9,9	 68.912 ISK
<b>Household income*</b>						
High	405	34,8	18,3	34,1	12,8	 76.045 ISK
Average	437	46,9	16,5	27,2	9,4	 68.588 ISK
Low	170	50,6	20,0	21,2	8,2	 61.779 ISK
<b>Market area*</b>						
North America	466	16,1	21,7	47,2	15,0	 89.428 ISK
Britain	175	70,9	13,1	11,4	4,6	 46.729 ISK
Central/Southern Europe	220	68,6	16,8	12,3	2,3	 46.390 ISK
Scandinavia	76	61,8	22,4	13,2	2,6	 51.077 ISK
Asia	52	42,3	11,5	21,2	25,0	 90.640 ISK
Other	54	55,6	9,3	11,1	24,1	 79.910 ISK
<b>Educational level*</b>						
Finished high school or less	80	52,5	18,8	22,5	6,3	 55.661 ISK
Bachelor's degree or equivalent	600	44,8	18,0	26,8	10,3	 68.140 ISK
Master's/Ph.D. or equivalent	355	37,7	18,6	31,8	11,8	 76.252 ISK

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# PRICE OF AIR TICKET



Q.118. What was the price of the air ticket (round trip) per person?

	Number of answers	Less than 50.000 ISK	50.000-70.000 ISK	70.001-120.000 ISK	Higher than 120.000 ISK	
	Count	%	%	%	%	
<b>Total</b>	<b>1045</b>	<b>43,1</b>	<b>18,1</b>	<b>28,2</b>	<b>10,6</b>	 69.936 ISK
<b>Nationality*</b>						
American	358	18,4	23,2	43,9	14,5	 83.850 ISK
British	147	65,3	14,3	15,6	4,8	 49.871 ISK
Canadian	101	9,9	18,8	55,4	15,8	 107.336 ISK
German	48	60,4	20,8	16,7	2,1	 51.313 ISK
Chinese	28	46,4	25,0	10,7	17,9	 70.439 ISK
French	31	64,5	12,9	9,7	12,9	 59.506 ISK
Spanish	28	78,6	14,3	7,1	0,0	 40.530 ISK
Danish	21	57,1	23,8	14,3	4,8	 64.605 ISK
Swedish	17	64,7	23,5	11,8	0,0	 43.231 ISK
Swiss	20	65,0	10,0	25,0	0,0	 44.657 ISK
Norwegian	17	76,5	11,8	11,8	0,0	 42.847 ISK
Dutch	10	70,0	10,0	10,0	10,0	 52.786 ISK
Italian	13	61,5	15,4	15,4	7,7	 49.889 ISK
Austrian	<5					
Other	204	63,7	12,3	12,7	11,3	 60.867 ISK
<b>Type of trip*</b>						
Package tour	10	30,0	20,0	40,0	10,0	 69.280 ISK
Individually-arranged tour	1025	43,8	17,7	28,2	10,3	 69.335 ISK
Business-arranged tour	24	12,5	33,3	29,2	25,0	 96.907 ISK
<b>Purpose of visit*</b>						
Vacation/holiday	952	43,8	17,1	28,5	10,6	 69.808 ISK
Visiting friends/relatives	70	45,7	17,1	30,0	7,1	 65.456 ISK
Event in Iceland (leisure related)	56	32,1	17,9	35,7	14,3	 79.993 ISK
Education and training	28	28,6	17,9	39,3	14,3	 80.222 ISK
Business/small meeting	31	35,5	25,8	25,8	12,9	 70.522 ISK
Conference/large meeting	18	33,3	16,7	33,3	16,7	 82.860 ISK
Other	93	38,7	21,5	29,0	10,8	 69.154 ISK

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

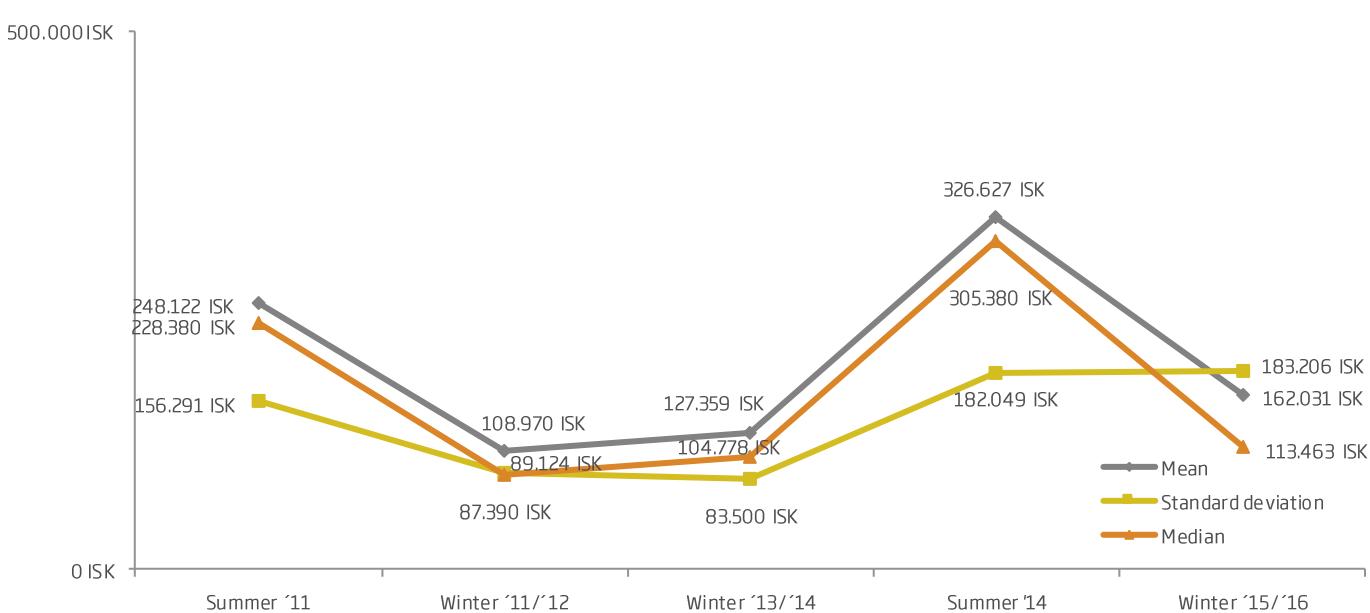
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# PRICE OF TOUR PACKAGE



Q.119. What was the price of the tour package per person?

	Count	%	
Less than 200.000 ISK	203	79,9	79,9%
200.000-300.000 ISK	27	10,6	10,6%
300.001-400.000 ISK	14	5,5	5,5%
Higher than 400.000 ISK	10	3,9	3,9%
Number of responses	254	100,0	0% 100%
Number of respondents	254	13,1	
Did not get question*	1614	83,2	
Did not answer	72	3,7	Mean 162.031 ISK
Total	1940	100,0	Standard deviation 183.206 ISK
*Only those who travelled on an organized (package) tour (Q114) got this question.		Median 113.463 ISK	



# PRICE OF TOUR PACKAGE



Q.119. What was the price of the tour package per person?

	Number of answers	Less than 200.000 ISK	200.000-300.000 ISK	300.001-400.000 ISK	Higher than 400.000 ISK	
	Count	%	%	%	%	
<b>Total</b>	<b>254</b>	<b>79,9</b>	<b>10,6</b>	<b>5,5</b>	<b>3,9</b>	 162.031 ISK
<b>Gender</b>						
Male	63	77,8	14,3	6,3	1,6	 147.926 ISK
Female	191	80,6	9,4	5,2	4,7	 166.683 ISK
<b>Age</b>						
24 years and younger	40	92,5	5,0	2,5	0,0	 106.378 ISK
25-34 years	59	81,4	8,5	5,1	5,1	 165.324 ISK
35-44 years	47	78,7	12,8	6,4	2,1	 149.755 ISK
45-54 years	49	71,4	12,2	6,1	10,2	 221.219 ISK
55 years and older	54	75,9	14,8	7,4	1,9	 160.257 ISK
<b>What is your profession?</b>						
Managerial	26	65,4	11,5	15,4	7,7	 187.974 ISK
Professionals (dr./lawyer/account. etc.)	60	73,3	11,7	8,3	6,7	 200.071 ISK
Other professionals	41	85,4	12,2	0,0	2,4	 138.304 ISK
Teacher/Medical care	31	83,9	9,7	3,2	3,2	 175.601 ISK
Clerical/Service	8	75,0	0,0	25,0	0,0	 152.129 ISK
Vocational/Technical	9	77,8	22,2	0,0	0,0	 118.001 ISK
Unskilled	<5					
Student	34	91,2	8,8	0,0	0,0	 109.245 ISK
Retired/Homemaker	26	84,6	7,7	0,0	7,7	 174.978 ISK
Other	15	80,0	13,3	6,7	0,0	 142.469 ISK
<b>Household income</b>						
High	118	80,5	11,9	4,2	3,4	 166.186 ISK
Average	97	80,4	8,2	6,2	5,2	 157.701 ISK
Low	31	77,4	12,9	6,5	3,2	 162.756 ISK
<b>Market area*</b>						
North America	124	82,3	10,5	4,8	2,4	 148.527 ISK
Britain	73	82,2	9,6	5,5	2,7	 157.795 ISK
Central/Southern Europe	25	60,0	28,0	12,0	0,0	 179.576 ISK
Scandinavia	8	100,0	0,0	0,0	0,0	 97.048 ISK
Asia	16	81,3	0,0	0,0	18,8	 180.742 ISK
Other	8	62,5	0,0	12,5	25,0	 382.724 ISK
<b>Educational level</b>						
Finished high school or less	18	55,6	33,3	5,6	5,6	 211.177 ISK
Bachelor's degree or equivalent	144	81,9	6,9	6,9	4,2	 152.229 ISK
Master's/Ph.D. or equivalent	83	83,1	10,8	2,4	3,6	 165.667 ISK

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# PRICE OF TOUR PACKAGE



Q.119. What was the price of the tour package per person?

	Number of answers	Less than 200.000 ISK	200.000-300.000 ISK	300.001-400.000 ISK	Higher than 400.000 ISK	
	Count	%	%	%	%	
<b>Total</b>	<b>254</b>	<b>79,9</b>	<b>10,6</b>	<b>5,5</b>	<b>3,9</b>	162.031 ISK
<b>Nationality</b>						
American	101	81,2	10,9	5,9	2,0	151.525 ISK
British	60	81,7	11,7	3,3	3,3	163.597 ISK
Canadian	22	86,4	9,1	0,0	4,5	135.761 ISK
German	9	44,4	22,2	33,3	0,0	232.866 ISK
Chinese	14	100,0	0,0	0,0	0,0	90.750 ISK
French	<5					
Spanish	<5					
Danish	<5					
Swedish	<5					
Swiss	<5					
Norwegian	<5					
Dutch	<5					
Italian	<5					
Austrian	<5					
Other	33	75,8	3,0	6,1	15,2	212.880 ISK
<b>Type of trip*</b>						
Package tour	252	79,8	10,7	5,6	4,0	162.416 ISK
Individually-arranged tour	18	83,3	16,7	0,0	0,0	112.124 ISK
Business-arranged tour	<5					
<b>Purpose of visit*</b>						
Vacation/holiday	241	80,9	10,4	5,4	3,3	154.925 ISK
Visiting friends/relatives	<5					
Event in Iceland (leisure related)	12	91,7	8,3	0,0	0,0	98.121 ISK
Education and training	10	60,0	10,0	10,0	20,0	361.330 ISK
Business/small meeting	<5					
Conference/large meeting	<5					
Other	16	56,3	12,5	12,5	18,8	317.012 ISK

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# INCLUDED IN TOUR PACKAGE

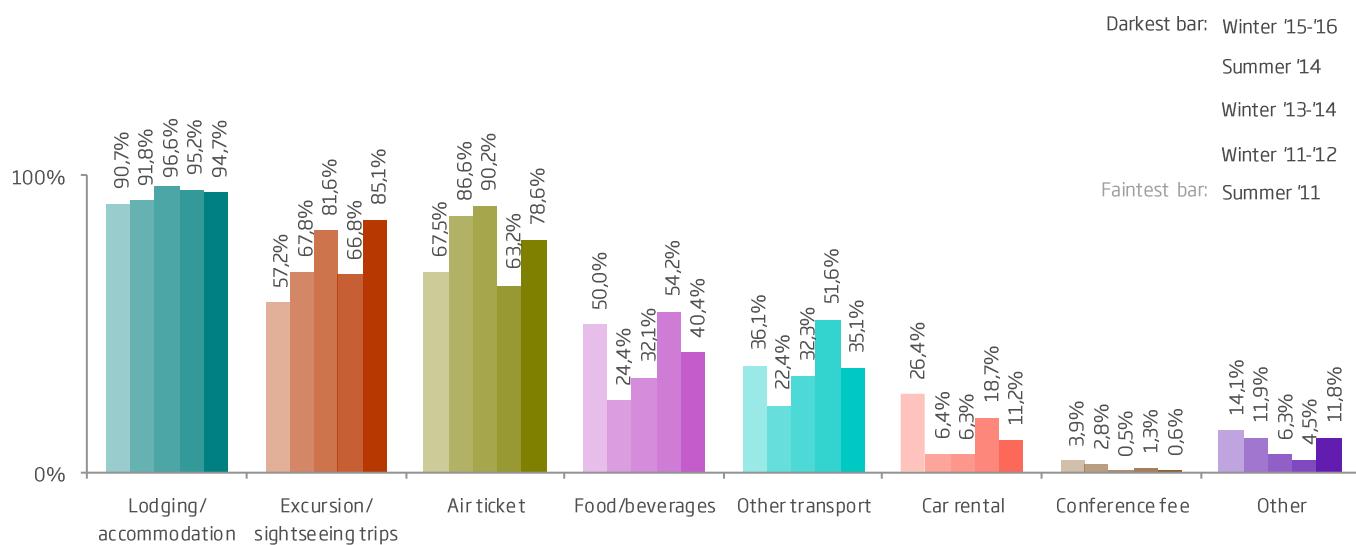


## Q.120. What was included in the tour package?

	Count respondents	% respondents	% responses
Lodging/accommodation	305	94,7	26,5
Excursions/sightseeing trips	274	85,1	23,8
Air ticket	253	78,6	22,0
Food/beverages	130	40,4	11,3
Other transport	113	35,1	9,8
Car rental	36	11,2	3,1
Conference fee	2	0,6	0,2
Other, what?	38	11,8	3,3
Number of responses*	1151	357,5	100,0
Number of respondents	322	16,6	
Did not get question**	1614	83,2	
Did not answer	4	0,2	
Total	1940	100,0	

\*There are more responses than respondents as it was possible to select more than one answer.

\*\*Only those who travelled on an organized (package) tour (Q114) got this question.



# INCLUDED IN TOUR PACKAGE



Q.120. What was included in the tour package?

	Number of answers	Lodging/ accommodation	Excursions/ sightseeing trips	Air ticket	Food/ beverages	Other transport	Other
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	78	92,3	83,3	71,8	33,3	35,9	17,9
Female	244	95,5	85,7	80,7	42,6	34,8	23,4
<b>Age</b>							
24 years and younger	51	<b>84,3</b>	<b>78,4</b>	<b>49,0</b>	25,5	<b>49,0</b>	25,5
25-34 years	72	91,7	83,3	72,2	38,9	31,9	23,6
35-44 years	61	98,4	85,2	83,6	<b>24,6</b>	<b>26,2</b>	16,4
45-54 years	57	<b>100,0</b>	<b>93,0</b>	<b>94,7</b>	49,1	35,1	<b>14,0</b>
55 years and older	76	97,4	84,2	88,2	<b>57,9</b>	35,5	<b>30,3</b>
<b>What is your profession?</b>							
Managerial	34	97,1	85,3	<b>94,1</b>	41,2	38,2	26,5
Professionals (dr./lawyer/account. etc.)	68	92,6	85,3	85,3	38,2	22,1	19,1
Other professionals	49	<b>100,0</b>	<b>95,9</b>	83,7	38,8	36,7	14,3
Teacher/Medical care	40	97,5	82,5	90,0	45,0	<b>20,0</b>	17,5
Clerical/Service	10	<b>100,0</b>	90,0	80,0	40,0	30,0	20,0
Vocational/Technical	11	<b>72,7</b>	81,8	63,6	27,3	<b>81,8</b>	<b>9,1</b>
Unskilled	<5						
Student	43	83,7	79,1	<b>34,9</b>	<b>23,3</b>	55,8	27,9
Retired/Homemaker	37	<b>100,0</b>	<b>78,4</b>	89,2	45,9	35,1	<b>37,8</b>
Artist/Musician/Actor etc.	<5						
Other	21	<b>100,0</b>	85,7	76,2	<b>66,7</b>	38,1	23,8
<b>Household income</b>							
High	145	<b>99,3</b>	<b>92,4</b>	<b>88,3</b>	38,6	32,4	19,3
Average	120	<b>89,2</b>	<b>78,3</b>	74,2	42,5	38,3	23,3
Low	44	95,5	79,5	<b>65,9</b>	36,4	36,4	25,0
<b>Market area</b>							
North America	167	97,6	90,4	84,4	44,9	<b>24,6</b>	21,6
Britain	84	95,2	81,0	<b>84,5</b>	32,1	41,7	<b>16,7</b>
Central/Southern Europe	29	86,2	72,4	82,8	<b>31,0</b>	51,7	27,6
Scandinavia	9	88,9	<b>55,6</b>	77,8	<b>66,7</b>	<b>55,6</b>	22,2
Asia	21	<b>81,0</b>	85,7	<b>19,0</b>	33,3	52,4	28,6
Other	12	<b>100,0</b>	<b>91,7</b>	50,0	50,0	50,0	<b>41,7</b>
<b>Educational level</b>							
Finished high school or less	28	92,9	<b>78,6</b>	78,6	39,3	<b>50,0</b>	<b>32,1</b>
Bachelor's degree or equivalent	183	94,5	84,2	76,5	37,2	37,2	24,0
Master's/Ph.D. or equivalent	100	96,0	<b>89,0</b>	82,0	42,0	<b>26,0</b>	<b>15,0</b>

When respondents can choose more than one answer, significance between groups is not calculated.



## Q.120. What was included in the tour package?

	Number of answers	Lodging/ accommo- dation	Excursions/ sightseeing trips	Air ticket	Food/ beverages	Other transport	Other
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	130	96,9	<b>92,3</b>	84,6	<b>46,2</b>	27,7	20,0
British	71	97,2	<b>78,9</b>	97,2	33,8	36,6	<b>16,9</b>
Canadian	35	<b>100,0</b>	82,9	82,9	37,1	<b>14,3</b>	<b>28,6</b>
German	10	<b>100,0</b>	80,0	<b>100,0</b>	40,0	60,0	20,0
Chinese	18	83,3	83,3	<b>11,1</b>	<b>27,8</b>	<b>77,8</b>	27,8
French	<5						
Spanish	<5						
Danish	<5						
Swedish	<5						
Swiss	<5						
Norwegian	<5						
Dutch	<5						
Austrian	<5						
Other	39	<b>82,1</b>	84,6	43,6	38,5	38,5	23,1
<b>Type of trip*</b>							
Package tour	322	94,7	85,1	78,6	40,4	35,1	22,0
Individually-arranged tour	27	88,9	85,2	77,8	33,3	33,3	25,9
Business-arranged tour	<5						
<b>Purpose of visit*</b>							
Vacation/holiday	306	94,8	85,3	79,4	<b>39,2</b>	<b>33,3</b>	<b>21,6</b>
Visiting friends/relatives	<5						
Event in Iceland (leisure related)	13	<b>76,9</b>	84,6	<b>30,8</b>	53,8	46,2	<b>46,2</b>
Education and training	11	<b>100,0</b>	81,8	<b>81,8</b>	54,5	<b>81,8</b>	27,3
Business/small meeting	<5						
Conference/large meeting	<5						
Other	20	<b>100,0</b>	80,0	75,0	<b>75,0</b>	70,0	30,0

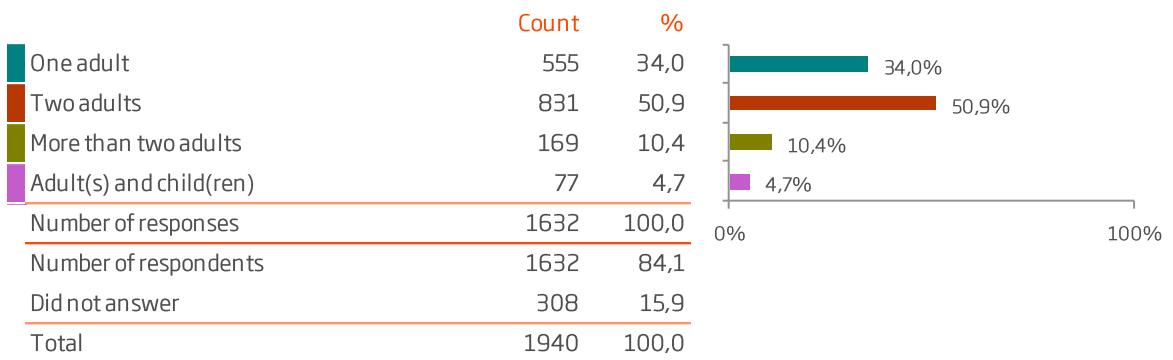
When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF PEOPLE COVERED BY EXPENDITURE



Q.121. Number of people covered by total expenditure?



# NUMBER OF PEOPLE COVERED BY EXPENDITURE



## Q.121. Number of people covered by total expenditure?

	Number of answers	One adult	Two adults	More than two adults	Adult/s and children			
	Count	%	%	%	%	34%	51%	10%
<b>Total</b>	<b>1632</b>	<b>34,0</b>	<b>50,9</b>	<b>10,4</b>	<b>4,7</b>	<b>34%</b>	<b>51%</b>	<b>10%</b>
<b>Gender*</b>								
Male	545	30,6	55,2	10,6	3,5	31%	55%	11%
Female	1085	35,8	48,7	10,2	5,3	36%	49%	10%
<b>Age*</b>								
24 years and younger	263	<b>47,1</b>	<b>36,5</b>	13,7	2,7	47%	37%	14%
25-34 years	562	34,7	55,0	9,6	<b>0,7</b>	35%	55%	10%
35-44 years	303	33,0	50,5	5,6	10,9	33%	50%	6%
45-54 years	239	28,5	49,0	11,3	<b>11,3</b>	28%	49%	11%
55 years and older	249	<b>25,3</b>	<b>58,6</b>	13,7	2,4	25%	59%	14%
<b>What is your profession?*</b>								
Managerial	185	26,5	57,8	10,3	5,4	26%	58%	10%
Professionals (dr./lawyer/account. etc.)	369	30,4	54,2	10,0	5,4	30%	54%	10%
Other professionals	271	34,3	52,8	10,3	2,6	34%	53%	10%
Teacher/Medical care	176	30,1	54,0	10,2	5,7	30%	54%	10%
Clerical/Service	78	34,6	47,4	9,0	9,0	35%	47%	9%
Vocational/Technical	54	37,0	46,3	9,3	7,4	37%	46%	9%
Unskilled	8	50,0	<b>12,5</b>	12,5	<b>25,0</b>	50%	13%	13%
Student	220	49,1	35,9	12,3	2,7	49%	36%	12%
Retired/Homemaker	99	<b>26,3</b>	<b>62,6</b>	10,1	1,0	26%	63%	10%
Artist/Musician/Actor etc.	16	<b>62,5</b>	25,0	12,5	<b>0,0</b>	63%	25%	13%
Other	139	34,5	50,4	9,4	5,8	35%	50%	9%
<b>Household income*</b>								
High	659	<b>29,7</b>	54,2	10,9	5,2	30%	54%	11%
Average	668	35,3	50,3	9,4	4,9	35%	50%	9%
Low	249	<b>41,4</b>	44,6	10,8	3,2	41%	45%	11%
<b>Market area*</b>								
North America	777	33,2	52,5	10,8	3,5	33%	53%	11%
Britain	324	<b>26,5</b>	<b>62,3</b>	7,1	4,0	27%	62%	7%
Central/Southern Europe	281	34,5	48,4	12,1	5,0	35%	48%	12%
Scandinavia	95	43,2	<b>26,3</b>	10,5	<b>20,0</b>	43%	26%	11%
Asia	73	39,7	42,5	15,1	2,7	40%	42%	15%
Other	79	<b>51,9</b>	36,7	8,9	<b>2,5</b>	52%	37%	9%
<b>Educational level*</b>								
Finished high school or less	133	30,8	46,6	14,3	8,3	31%	47%	14%
Bachelor's degree or equivalent	958	35,1	50,6	11,0	3,3	35%	51%	11%
Master's/Ph.D. or equivalent	517	33,7	52,0	8,1	6,2	34%	52%	8%

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

# NUMBER OF PEOPLE COVERED BY EXPENDITURE



## Q.121. Number of people covered by total expenditure?

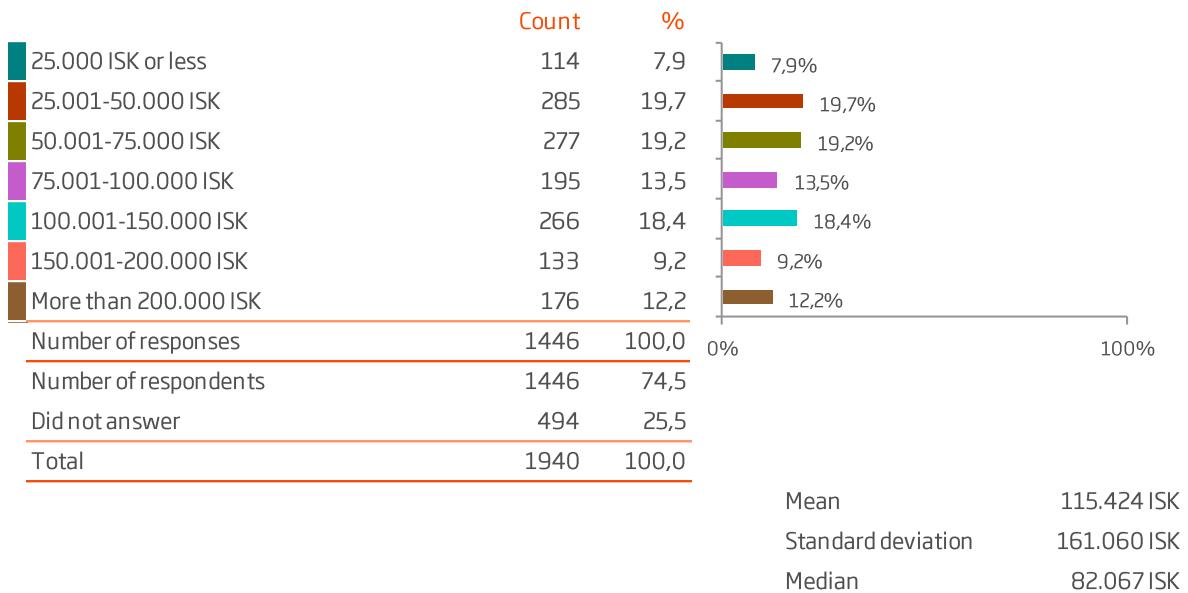
	Number of answers	One adult	Two adults	More than two adults	Adult/s and children			
	Count	%	%	%	%	34%	51%	10%
<b>Total</b>	<b>1632</b>	<b>34,0</b>	<b>50,9</b>	<b>10,4</b>	<b>4,7</b>	<b>34%</b>	<b>51%</b>	<b>10%</b>
<b>Nationality*</b>								
American	596	34,6	51,0	10,9	3,5	35%	51%	11%
British	275	20,7	66,9	6,9	5,5	21%	67%	7%
Canadian	177	31,6	52,0	10,7	5,6	32%	52%	11%
German	67	41,8	38,8	13,4	6,0	42%	39%	13%
Chinese	44	50,0	45,5	2,3	2,3	50%	45%	2%
French	40	30,0	62,5	2,5	5,0	30%	63%	3%
Spanish	33	42,4	42,4	15,2	0,0	42%	42%	15%
Danish	25	48,0	28,0	4,0	20,0	48%	28%	4%
Swedish	25	32,0	20,0	24,0	24,0	32%	20%	24%
Swiss	22	27,3	63,6	4,5	4,5	27%	64%	5%
Norwegian	20	30,0	45,0	10,0	15,0	30%	45%	10% 15%
Dutch	16	12,5	56,3	31,3	0,0	13%	56%	31%
Italian	14	35,7	57,1	7,1	0,0	36%	57%	7%
Austrian	8	37,5	50,0	12,5	0,0	38%	50%	13%
Other	270	43,7	40,7	12,2	3,3	44%	41%	12%
<b>Type of trip*</b>								
Package tour	311	32,8	54,7	10,6	1,9	33%	55%	12%
Individually-arranged tour	1236	32,7	51,8	10,0	5,6	33%	52%	10%
Business-arranged tour	29	58,6	24,1	13,8	3,4	59%	24%	14%
<b>Purpose of visit*</b>								
Vacation/holiday	1505	31,4	53,4	10,6	4,7	31%	53%	11%
Visiting friends/relatives	87	54,0	35,6	6,9	3,4	54%	36%	7%
Event in Iceland (leisure related)	82	46,3	42,7	7,3	3,7	46%	43%	7%
Education and training	44	52,3	22,7	15,9	9,1	52%	23%	16% 9%
Business/small meeting	35	54,3	28,6	14,3	2,9	54%	29%	14%
Conference/large meeting	24	75,0	20,8	0,0	4,2	75%	21%	4%
Other	20	70,0	10,0	15,0	5,0	70%	10%	15%

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

# TOTAL SPENDING ON TRIP



Sp.122. How much, approximately, do you think you (and your family travelling with you) spent during your stay in Iceland (airfare and prepaid tour package excluded)?



# TOTAL SPENDING ON TRIP



Sp.122. How much, approximately, do you think you (and your family travelling with you) spent during your stay in Iceland (airfare and prepaid tour package excluded)?

	Number of answers	50.000 ISK or less	50.001-100.000 ISK	100.001-150.000 ISK	150.001-200.000 ISK	More than 200.000 ISK	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1446</b>	<b>27,6</b>	<b>32,6</b>	<b>18,4</b>	<b>9,2</b>	<b>12,2</b>	
<b>Gender</b>							
Male	493	26,0	33,5	16,4	10,5	13,6	
Female	951	28,5	32,2	19,3	8,5	11,5	
<b>Age</b>							
24 years and younger	228	33,8	36,4	16,2	4,4	9,2	
25-34 years	505	25,5	33,5	19,4	10,1	11,5	
35-44 years	276	23,9	30,1	21,4	8,7	15,9	
45-54 years	213	25,8	33,3	19,2	10,3	11,3	
55 years and older	209	33,0	29,2	13,9	11,5	12,4	
<b>What is your profession?</b>							
Managerial	170	22,4	30,0	26,5	9,4	11,8	
Professionals (dr./lawyer/account. etc.)	337	22,0	32,0	18,7	13,6	13,6	
Other professionals	239	25,1	33,9	18,4	8,4	14,2	
Teacher/Medical care	151	30,5	37,1	19,2	6,6	6,6	
Clerical/Service	71	22,5	35,2	22,5	8,5	11,3	
Vocational/Technical	50	26,0	20,0	30,0	8,0	16,0	
Unskilled	8	50,0	37,5	0,0	0,0	12,5	
Student	188	34,6	37,8	13,3	5,9	8,5	
Retired/Homemaker	84	47,6	27,4	9,5	8,3	7,1	
Artist/Musician/Actor etc.	13	38,5	38,5	15,4	0,0	7,7	
Other	122	25,4	28,7	14,8	10,7	20,5	
<b>Household income</b>							
High	604	24,0	34,6	20,5	8,9	11,9	
Average	583	28,3	31,9	18,9	8,7	12,2	
Low	224	33,5	30,8	13,4	9,8	12,5	
<b>Market area*</b>							
North America	696	22,7	32,3	21,3	11,2	12,5	
Britain	290	38,6	37,6	13,1	5,9	4,8	
Central/Southern Europe	243	25,9	28,8	19,3	9,9	16,0	
Scandinavia	83	38,6	33,7	18,1	4,8	4,8	
Asia	60	26,7	30,0	8,3	10,0	25,0	
Other	71	25,4	29,6	18,3	5,6	21,1	
<b>Educational level</b>							
Finished high school or less	113	31,0	31,0	8,8	10,6	18,6	
Bachelor's degree or equivalent	851	27,5	33,4	20,1	7,6	11,4	
Master's/Ph.D. or equivalent	466	26,6	31,8	17,8	12,0	11,8	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# TOTAL SPENDING ON TRIP



Sp.122. How much, approximately, do you think you (and your family travelling with you) spent during your stay in Iceland (airfare and prepaid tour package excluded)?

	Number of answers	50.000 ISK or less	50.001-100.000 ISK	100.001-150.000 ISK	150.001-200.000 ISK	More than 200.000 ISK	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1446</b>	<b>27,6</b>	<b>32,6</b>	<b>18,4</b>	<b>9,2</b>	<b>12,2</b>	<b>115.424</b>
<b>Nationality</b>							
American	547	22,9	32,4	21,9	11,2	11,7	119.112
British	247	38,9	38,1	11,3	4,9	6,9	86.702
Canadian	143	25,2	32,2	17,5	11,2	14,0	118.881
German	56	12,5	28,6	19,6	14,3	25,0	168.315
Chinese	38	26,3	28,9	21,1	13,2	10,5	119.090
French	36	30,6	36,1	11,1	8,3	13,9	101.923
Spanish	29	20,7	20,7	34,5	13,8	10,3	116.225
Danish	21	42,9	42,9	14,3	0,0	0,0	62.811
Swedish	21	52,4	28,6	4,8	4,8	9,5	123.176
Swiss	19	15,8	36,8	15,8	5,3	26,3	136.939
Norwegian	19	26,3	26,3	36,8	0,0	10,5	106.245
Dutch	15	40,0	13,3	26,7	13,3	6,7	94.082
Italian	13	23,1	30,8	23,1	15,4	7,7	109.768
Austrian	5	60,0	0,0	0,0	0,0	40,0	113.087
Other	237	28,7	32,1	16,5	7,6	15,2	128.321
<b>Number of people covered by total expenditure?</b>							
One adult	499	23,6	31,1	21,0	10,2	14,0	124.974
Two adults	736	27,0	34,6	17,0	9,2	12,1	112.063
More than two adults	147	40,8	25,9	15,0	7,5	10,9	118.349
Adult/s and children	63	33,3	38,1	22,2	4,8	1,6	73.709
<b>Type of trip*</b>							
Package tour	276	42,8	31,5	13,8	5,8	6,2	93.891
Individually-arranged tour	1096	23,4	32,9	20,0	10,1	13,6	122.399
Business-arranged tour	27	25,9	33,3	18,5	7,4	14,8	128.645
<b>Purpose of visit*</b>							
Vacation/holiday	1340	27,4	32,9	18,4	9,3	12,0	113.515
Visiting friends/relatives	69	24,6	39,1	21,7	5,8	8,7	100.741
Event in Iceland (leisure related)	73	16,4	41,1	19,2	11,0	12,3	117.216
Education and training	38	34,2	21,1	7,9	10,5	26,3	249.323
Business/small meeting	33	36,4	15,2	18,2	15,2	15,2	130.132
Conference/large meeting	22	13,6	45,5	13,6	9,1	18,2	126.270
Other	15	13,3	26,7	40,0	6,7	13,3	124.635

Difference between groups is not statistically significant.

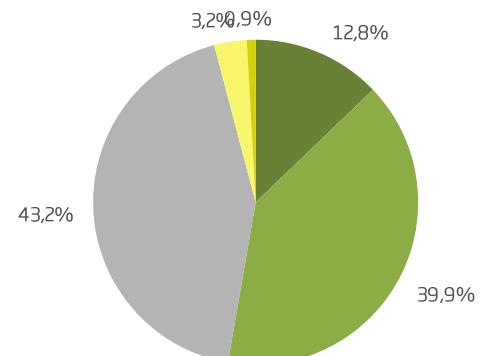
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ENVIRONMENTAL PRACTICES - ACCOMMODATION PROVIDERS



Q.123. Based on your experiences in Iceland, how would you rate the commercial accommodation providers on their environmental practices?

	Count	%
Amongst the best in the world (5)	162	12,8
Ahead of most other places (4)	504	39,9
About average (3)	545	43,2
Behind most other places (2)	41	3,2
Amongst the worst in the world (1)	11	0,9
Number of responses	1263	100,0
Number of respondents	1263	65,1
Did not answer	677	34,9
Total	1940	100,0



Mean 3,61  
Standard deviation 0,78

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# ENVIRONMENTAL PRACTICES - ACCOMMODATION PROVIDERS



Q.123. Based on your experiences in Iceland, how would you rate the commercial accommodation providers on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1263</b>	<b>52,7</b>	<b>43,2</b>	<b>4,1</b>	 3,61
<b>Gender</b>					
Male	443	54,4	42,0	3,6	 3,60
Female	819	51,9	43,7	4,4	 3,61
<b>Age</b>					
24 years and younger	204	52,9	41,7	5,4	 3,57
25-34 years	432	56,5	39,6	3,9	 3,66
35-44 years	238	49,6	45,4	5,0	 3,58
45-54 years	184	51,1	45,7	3,3	 3,57
55 years and older	189	49,2	47,6	3,2	 3,59
<b>What is your profession?</b>					
Managerial	140	47,9	45,7	6,4	 3,53
Professionals (dr./lawyer/account. etc.)	295	54,2	41,4	4,4	 3,61
Other professionals	199	53,8	42,2	4,0	 3,64
Teacher/Medical care	139	51,8	44,6	3,6	 3,58
Clerical/Service	70	52,9	44,3	2,9	 3,61
Vocational/Technical	35	48,6	48,6	2,9	 3,60
Unskilled	7	57,1	42,9	0,0	 3,71
Student	174	58,0	37,9	4,0	 3,64
Retired/Homemaker	76	50,0	46,1	3,9	 3,59
Artist/Musician/Actor etc.	13	46,2	46,2	7,7	 3,46
Other	102	51,0	46,1	2,9	 3,63
<b>Household income</b>					
High	516	53,5	42,6	3,9	 3,61
Average	521	51,8	44,0	4,2	 3,60
Low	183	54,1	41,0	4,9	 3,61
<b>Market area*</b>					
North America	594	60,3	37,0	2,7	 3,75
Britain	269	47,2	48,0	4,8	 3,51
Central/Southern Europe	200	43,5	48,5	8,0	 3,41
Scandinavia	58	48,3	48,3	3,4	 3,50
Asia	75	44,0	52,0	4,0	 3,44
Other	64	51,6	45,3	3,1	 3,59
<b>Educational level</b>					
Finished high school or less	91	47,3	45,1	7,7	 3,47
Bachelor's degree or equivalent	746	53,1	43,3	3,6	 3,60
Master's/Ph.D. or equivalent	406	54,4	41,6	3,9	 3,67

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# ENVIRONMENTAL PRACTICES - ACCOMMODATION PROVIDERS



Q.123. Based on your experiences in Iceland, how would you rate the commercial accommodation providers on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1263</b>	<b>52,7</b>	<b>43,2</b>	<b>4,1</b>	3,61
<b>Nationality*</b>					
American	458	61,8	36,0	2,2	3,78
British	224	45,1	51,3	3,6	3,49
Canadian	130	54,6	40,0	5,4	3,60
German	40	52,5	40,0	7,5	3,50
Chinese	45	57,8	33,3	8,9	3,51
French	25	32,0	56,0	12,0	3,28
Spanish	32	43,8	46,9	9,4	3,34
Danish	12	50,0	50,0	0,0	3,58
Swedish	19	68,4	31,6	0,0	3,79
Swiss	18	33,3	55,6	11,1	3,28
Norwegian	13	46,2	53,8	0,0	3,46
Dutch	13	61,5	30,8	7,7	3,54
Italian	13	53,8	46,2	0,0	3,85
Austrian	5	40,0	40,0	20,0	3,20
Other	216	43,5	51,9	4,6	3,49
<b>Type of trip*</b>					
Package tour	272	51,8	44,9	3,3	3,60
Individually-arranged tour	939	53,6	42,3	4,2	3,61
Business-arranged tour	26	38,5	53,8	7,7	3,38
<b>Purpose of visit*</b>					
Vacation/holiday	1163	53,0	43,1	4,0	3,61
Visiting friends/relatives	56	48,2	51,8	0,0	3,59
Event in Iceland (leisure related)	68	67,6	30,9	1,5	3,81
Education and training	42	50,0	42,9	7,1	3,52
Business/small meeting	25	28,0	64,0	8,0	3,24
Conference/large meeting	25	48,0	48,0	4,0	3,56
Other	108	44,4	49,1	6,5	3,47

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

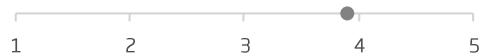
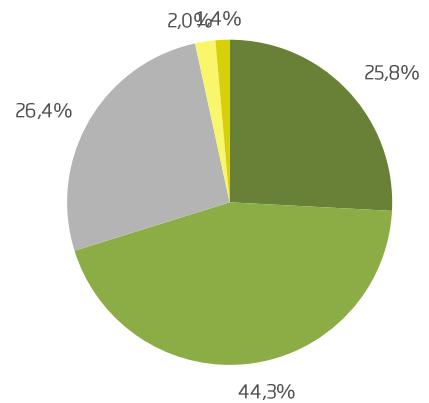
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ENVIRONMENTAL PRACTICES - ACTIVITIES AND ATTRACTIONS



Q.124. Based on your experiences in Iceland, how would you rate the activities and attractions on their environmental practices?

	Count	%
Amongst the best in the world (5)	370	25,8
Ahead of most other places (4)	635	44,3
About average (3)	378	26,4
Behind most other places (2)	29	2,0
Amongst the worst in the world (1)	20	1,4
Number of responses	1432	100,0
Number of respondents	1432	73,8
Did not answer	508	26,2
Total	1940	100,0



Mean 3,91  
Standard deviation 0,85

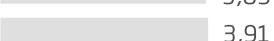
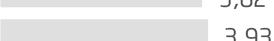
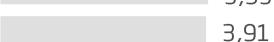
When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# ENVIRONMENTAL PRACTICES - ACTIVITIES AND ATTRACTIONS



Q.124. Based on your experiences in Iceland, how would you rate the activities and attractions on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1432</b>	<b>70,2</b>	<b>26,4</b>	<b>3,4</b>	
<b>Gender</b>					
Male	495	71,1	25,9	3,0	
Female	935	69,7	26,6	3,6	
<b>Age*</b>					
24 years and younger	236	72,9	22,5	4,7	
25-34 years	500	73,6	22,2	4,2	
35-44 years	261	67,0	30,3	2,7	
45-54 years	205	65,4	33,7	1,0	
55 years and older	212	66,5	30,2	3,3	
<b>What is your profession?*</b>					
Managerial	164	63,4	31,7	4,9	
Professionals (dr./lawyer/account. etc.)	320	67,8	28,1	4,1	
Other professionals	232	73,3	23,7	3,0	
Teacher/Medical care	151	66,9	29,1	4,0	
Clerical/Service	78	70,5	28,2	1,3	
Vocational/Technical	44	79,5	20,5	0,0	
Unskilled	8	87,5	12,5	0,0	
Student	200	76,0	19,0	5,0	
Retired/Homemaker	84	60,7	36,9	2,4	
Artist/Musician/Actor etc.	15	86,7	6,7	6,7	
Other	121	73,6	25,6	0,8	
<b>Household income</b>					
High	579	68,6	28,7	2,8	
Average	591	71,1	25,4	3,6	
Low	216	70,8	24,1	5,1	
<b>Market area*</b>					
North America	680	73,2	24,0	2,8	
Britain	291	65,6	30,9	3,4	
Central/Southern Europe	239	71,1	23,0	5,9	
Scandinavia	69	65,2	31,9	2,9	
Asia	76	57,9	38,2	3,9	
Other	74	74,3	24,3	1,4	
<b>Educational level</b>					
Finished high school or less	108	65,7	28,7	5,6	
Bachelor's degree or equivalent	849	70,0	27,0	3,1	
Master's/Ph.D. or equivalent	452	71,7	25,0	3,3	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# ENVIRONMENTAL PRACTICES - ACTIVITIES AND ATTRACTIONS



Q.124. Based on your experiences in Iceland, how would you rate the activities and attractions on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1432</b>	<b>70,2</b>	<b>26,4</b>	<b>3,4</b>	<b>3,91</b>
<b>Nationality*</b>					
American	525	73,7	23,6	2,7	4,04
British	241	66,0	30,3	3,7	3,79
Canadian	148	68,2	29,1	2,7	3,85
German	52	76,9	21,2	1,9	3,94
Chinese	45	68,9	22,2	8,9	3,76
French	35	45,7	40,0	14,3	3,49
Spanish	32	62,5	31,3	6,3	3,63
Danish	14	57,1	42,9	0,0	3,64
Swedish	23	82,6	13,0	4,3	3,91
Swiss	19	68,4	21,1	10,5	3,84
Norwegian	16	62,5	37,5	0,0	3,63
Dutch	14	85,7	14,3	0,0	4,00
Italian	13	76,9	23,1	0,0	4,15
Austrian	7	85,7	14,3	0,0	4,00
Other	248	69,8	27,4	2,8	3,94
<b>Type of trip*</b>					
Package tour	290	69,3	26,6	4,1	3,86
Individually-arranged tour	1079	70,8	25,9	3,3	3,93
Business-arranged tour	27	55,6	44,4	0,0	3,78
<b>Purpose of visit*</b>					
Vacation/holiday	1325	70,6	26,1	3,3	3,92
Visiting friends/relatives	73	74,0	26,0	0,0	4,03
Event in Iceland (leisure related)	75	77,3	21,3	1,3	4,08
Education and training	44	59,1	31,8	9,1	3,68
Business/small meeting	28	50,0	42,9	7,1	3,61
Conference/large meeting	24	75,0	20,8	4,2	4,00
Other	115	65,2	30,4	4,3	3,83

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

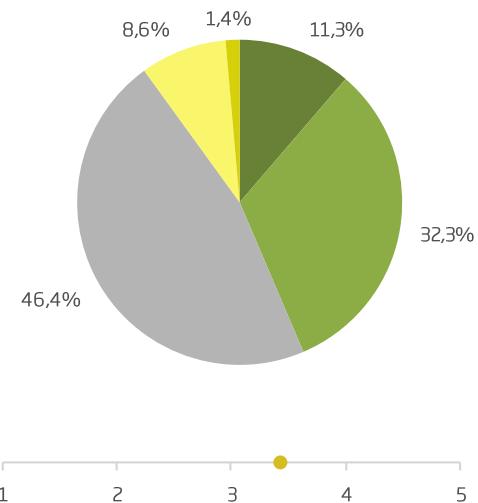
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ENVIRONMENTAL PRACTICES - TRANSPORTATION



Q.125. Based on your experiences in Iceland, how would you rate the transportation on their environmental practices?

	Count	%
Amongst the best in the world (5)	155	11,3
Ahead of most other places (4)	443	32,3
About average (3)	637	46,4
Behind most other places (2)	118	8,6
Amongst the worst in the world (1)	19	1,4
Number of responses	1372	100,0
Number of respondents	1372	70,7
Did not answer	568	29,3
Total	1940	100,0



Mean 3,44  
Standard deviation 0,85

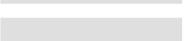
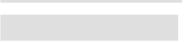
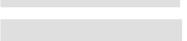
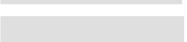
When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# ENVIRONMENTAL PRACTICES - TRANSPORTATION



Q.125. Based on your experiences in Iceland, how would you rate the transportation on their environmental practices?

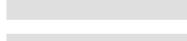
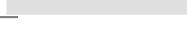
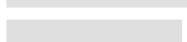
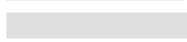
	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1372</b>	<b>43,6</b>	<b>46,4</b>	<b>10,0</b>	 3,44
<b>Gender</b>					
Male	477	42,3	46,8	10,9	 3,40
Female	893	44,3	46,1	9,5	 3,45
<b>Age*</b>					
24 years and younger	225	40,0	46,2	13,8	 3,33
25-34 years	473	40,8	45,9	13,3	 3,37
35-44 years	247	43,7	47,4	8,9	 3,45
45-54 years	202	47,0	48,5	4,5	 3,53
55 years and older	207	51,2	44,0	4,8	 3,59
<b>What is your profession?*</b>					
Managerial	155	40,6	47,1	12,3	 3,42
Professionals (dr./lawyer/account. etc.)	308	45,1	45,1	9,7	 3,42
Other professionals	221	41,6	50,7	7,7	 3,44
Teacher/Medical care	148	43,2	50,0	6,8	 3,46
Clerical/Service	74	41,9	40,5	17,6	 3,34
Vocational/Technical	45	44,4	48,9	6,7	 3,51
Unskilled	8	75,0	25,0	0,0	 4,00
Student	191	38,7	44,0	17,3	 3,28
Retired/Homemaker	81	48,1	49,4	2,5	 3,59
Artist/Musician/Actor etc.	13	61,5	30,8	7,7	 3,69
Other	115	50,4	43,5	6,1	 3,58
<b>Household income</b>					
High	547	43,9	47,5	8,6	 3,45
Average	575	44,3	45,2	10,4	 3,43
Low	201	39,8	47,3	12,9	 3,38
<b>Market area*</b>					
North America	649	51,0	42,5	6,5	 3,59
Britain	282	37,2	52,1	10,6	 3,34
Central/Southern Europe	225	36,4	48,0	15,6	 3,25
Scandinavia	68	32,4	54,4	13,2	 3,22
Asia	76	36,8	52,6	10,5	 3,32
Other	69	42,0	42,0	15,9	 3,36
<b>Educational level</b>					
Finished high school or less	105	45,7	41,9	12,4	 3,39
Bachelor's degree or equivalent	812	43,1	46,9	10,0	 3,43
Master's/Ph.D. or equivalent	431	43,9	46,9	9,3	 3,46

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# ENVIRONMENTAL PRACTICES - TRANSPORTATION



Q.125. Based on your experiences in Iceland, how would you rate the transportation on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1372</b>	<b>43,6</b>	<b>46,4</b>	<b>10,0</b>	 3,44
<b>Nationality*</b>					
American	500	52,0	41,4	6,6	 3,60
British	233	40,3	50,6	9,0	 3,38
Canadian	143	45,5	46,9	7,7	 3,49
German	50	48,0	46,0	6,0	 3,50
Chinese	47	34,0	53,2	12,8	 3,26
French	30	10,0	53,3	36,7	 2,73
Spanish	29	20,7	55,2	24,1	 2,93
Danish	13	30,8	61,5	7,7	 3,31
Swedish	22	50,0	45,5	4,5	 3,50
Swiss	21	42,9	42,9	14,3	 3,29
Norwegian	15	40,0	60,0	0,0	 3,47
Dutch	12	33,3	66,7	0,0	 3,33
Italian	15	40,0	53,3	6,7	 3,47
Austrian	7	57,1	42,9	0,0	 3,71
Other	235	36,6	46,8	16,6	 3,29
<b>Type of trip*</b>					
Package tour	282	44,3	48,6	7,1	 3,47
Individually-arranged tour	1033	43,0	46,3	10,7	 3,42
Business-arranged tour	28	42,9	50,0	7,1	 3,43
<b>Purpose of visit*</b>					
Vacation/holiday	1263	43,7	46,2	10,1	 3,44
Visiting friends/relatives	71	32,4	59,2	8,5	 3,31
Event in Iceland (leisure related)	75	37,3	54,7	8,0	 3,37
Education and training	44	50,0	38,6	11,4	 3,43
Business/small meeting	29	34,5	58,6	6,9	 3,38
Conference/large meeting	24	41,7	54,2	4,2	 3,63
Other	116	41,4	49,1	9,5	 3,41

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

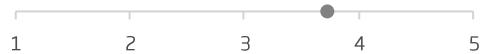
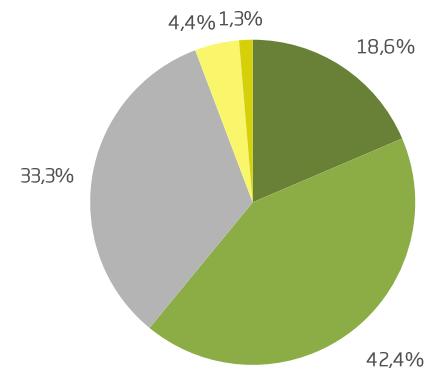
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ENVIRONMENTAL PRACTICES - MANAGEMENT OF GARBAGE



Q.126. Based on your experiences in Iceland, how would you rate the public infrastructure: management of trash/garbage on their environmental practices?

	Count	%
Amongst the best in the world (5)	236	18,6
Ahead of most other places (4)	538	42,4
About average (3)	423	33,3
Behind most other places (2)	56	4,4
Amongst the worst in the world (1)	17	1,3
Number of responses	1270	100,0
Number of respondents	1270	65,5
Did not answer	670	34,5
Total	1940	100,0



Mean 3,72  
Standard deviation 0,86

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# ENVIRONMENTAL PRACTICES - MANAGEMENT OF GARBAGE



Q.126. Based on your experiences in Iceland, how would you rate the public infrastructure: management of trash/garbage on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1270</b>	<b>60,9</b>	<b>33,3</b>	<b>5,7</b>	<b>3,72</b>
<b>Gender</b>					
Male	457	62,8	31,7	5,5	3,72
Female	811	60,0	34,0	5,9	3,73
<b>Age</b>					
24 years and younger	221	57,9	34,8	7,2	3,69
25-34 years	463	62,9	30,9	6,3	3,76
35-44 years	229	59,8	34,9	5,2	3,70
45-54 years	175	59,4	36,6	4,0	3,67
55 years and older	166	63,9	31,9	4,2	3,80
<b>What is your profession?</b>					
Managerial	144	58,3	31,3	10,4	3,63
Professionals (dr./lawyer/account. etc.)	295	62,7	32,5	4,7	3,75
Other professionals	201	60,2	36,8	3,0	3,77
Teacher/Medical care	136	58,1	33,1	8,8	3,63
Clerical/Service	71	64,8	31,0	4,2	3,80
Vocational/Technical	38	65,8	31,6	2,6	3,95
Unskilled	8	75,0	25,0	0,0	4,00
Student	187	55,1	37,4	7,5	3,63
Retired/Homemaker	63	57,1	39,7	3,2	3,73
Artist/Musician/Actor etc.	13	76,9	15,4	7,7	3,85
Other	101	68,3	27,7	4,0	3,83
<b>Household income</b>					
High	503	62,2	32,6	5,2	3,73
Average	529	60,7	34,8	4,5	3,75
Low	197	58,9	31,0	10,2	3,63
<b>Market area*</b>					
North America	605	66,6	28,6	4,8	3,84
Britain	250	59,2	36,8	4,0	3,70
Central/Southern Europe	199	49,2	41,2	9,5	3,50
Scandinavia	64	53,1	39,1	7,8	3,52
Asia	75	52,0	40,0	8,0	3,52
Other	74	68,9	28,4	2,7	3,86
<b>Educational level</b>					
Finished high school or less	92	56,5	33,7	9,8	3,64
Bachelor's degree or equivalent	761	61,4	33,0	5,7	3,73
Master's/Ph.D. or equivalent	397	61,5	34,0	4,5	3,76

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# ENVIRONMENTAL PRACTICES - MANAGEMENT OF GARBAGE



Q.126. Based on your experiences in Iceland, how would you rate the public infrastructure: management of trash/garbage on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1270</b>	<b>60,9</b>	<b>33,3</b>	<b>5,7</b>	<b>3,72</b>
<b>Nationality*</b>					
American	467	67,7	28,5	3,9	3,89
British	208	59,6	36,5	3,8	3,70
Canadian	132	59,8	31,8	8,3	3,64
German	41	41,5	39,0	19,5	3,29
Chinese	42	57,1	31,0	11,9	3,52
French	30	56,7	30,0	13,3	3,57
Spanish	27	51,9	40,7	7,4	3,48
Danish	15	53,3	46,7	0,0	3,53
Swedish	22	68,2	22,7	9,1	3,73
Swiss	16	43,8	43,8	12,5	3,38
Norwegian	13	53,8	46,2	0,0	3,62
Dutch	10	80,0	20,0	0,0	3,90
Italian	12	58,3	33,3	8,3	3,83
Austrian	7	42,9	57,1	0,0	3,57
Other	228	56,1	38,6	5,3	3,66
<b>Type of trip*</b>					
Package tour	252	55,6	39,7	4,8	3,66
Individually-arranged tour	957	62,4	31,8	5,9	3,74
Business-arranged tour	26	53,8	38,5	7,7	3,62
<b>Purpose of visit*</b>					
Vacation/holiday	1160	61,9	32,7	5,4	3,74
Visiting friends/relatives	69	46,4	44,9	8,7	3,54
Event in Iceland (leisure related)	72	56,9	37,5	5,6	3,61
Education and training	46	50,0	39,1	10,9	3,43
Business/small meeting	27	44,4	48,1	7,4	3,48
Conference/large meeting	24	70,8	25,0	4,2	3,83
Other	119	53,8	36,1	10,1	3,54

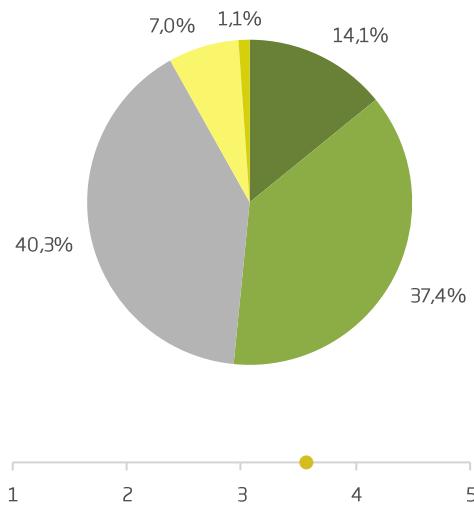
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

<sup>a</sup>In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



Q.127. Based on your experiences in Iceland, how would you rate the public infrastructure: toilets on their environmental practices?

	Count	%
Amongst the best in the world (5)	193	14,1
Ahead of most other places (4)	511	37,4
About average (3)	550	40,3
Behind most other places (2)	96	7,0
Amongst the worst in the world (1)	15	1,1
Number of responses	1365	100,0
Number of respondents	1365	70,4
Did not answer	575	29,6
Total	1940	100,0



Mean 3,56  
Standard deviation 0,86

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# ENVIRONMENTAL PRACTICES - TOILETS



Q.127. Based on your experiences in Iceland, how would you rate the public infrastructure: toilets on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1365</b>	<b>51,6</b>	<b>40,3</b>	<b>8,1</b>	3,56
<b>Gender</b>					
Male	475	49,9	41,7	8,4	3,54
Female	888	52,5	39,5	8,0	3,58
<b>Age</b>					
24 years and younger	233	53,2	37,8	9,0	3,59
25-34 years	481	53,6	38,3	8,1	3,60
35-44 years	246	50,8	43,5	5,7	3,55
45-54 years	192	46,4	45,8	7,8	3,48
55 years and older	197	51,3	38,6	10,2	3,54
<b>What is your profession?</b>					
Managerial	153	47,1	43,8	9,2	3,52
Professionals (dr./lawyer/account. etc.)	305	53,1	38,4	8,5	3,57
Other professionals	218	55,0	38,1	6,9	3,63
Teacher/Medical care	146	45,9	47,9	6,2	3,50
Clerical/Service	75	56,0	37,3	6,7	3,67
Vocational/Technical	45	66,7	31,1	2,2	3,80
Unskilled	8	62,5	25,0	12,5	3,88
Student	198	48,0	41,4	10,6	3,50
Retired/Homemaker	80	47,5	41,3	11,3	3,50
Artist/Musician/Actor etc.	13	61,5	30,8	7,7	3,77
Other	110	53,6	38,2	8,2	3,54
<b>Household income</b>					
High	536	50,6	40,7	8,8	3,53
Average	570	51,4	41,9	6,7	3,59
Low	212	55,7	33,5	10,8	3,58
<b>Market area*</b>					
North America	639	57,3	36,8	5,9	3,68
Britain	273	45,8	44,0	10,3	3,47
Central/Southern Europe	237	48,1	43,0	8,9	3,49
Scandinavia	64	35,9	53,1	10,9	3,30
Asia	79	48,1	43,0	8,9	3,47
Other	70	52,9	34,3	12,9	3,56
<b>Educational level</b>					
Finished high school or less	102	49,0	42,2	8,8	3,49
Bachelor's degree or equivalent	820	52,3	39,4	8,3	3,57
Master's/Ph.D. or equivalent	422	51,4	41,5	7,1	3,59

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# ENVIRONMENTAL PRACTICES - TOILETS



Q.127. Based on your experiences in Iceland, how would you rate the public infrastructure: toilets on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1365</b>	<b>51,6</b>	<b>40,3</b>	<b>8,1</b>	
<b>Nationality*</b>					
American	490	58,2	36,3	5,5	
British	226	44,2	46,9	8,8	
Canadian	141	50,4	41,1	8,5	
German	52	46,2	38,5	15,4	
Chinese	46	56,5	32,6	10,9	
French	33	51,5	33,3	15,2	
Spanish	32	43,8	50,0	6,3	
Danish	15	26,7	60,0	13,3	
Swedish	19	57,9	26,3	15,8	
Swiss	19	57,9	26,3	15,8	
Norwegian	15	33,3	60,0	6,7	
Dutch	13	69,2	23,1	7,7	
Italian	16	50,0	43,8	6,3	
Austrian	7	28,6	57,1	14,3	
Other	241	48,5	43,2	8,3	
<b>Type of trip*</b>					
Package tour	269	53,9	39,8	6,3	
Individually-arranged tour	1036	51,0	40,7	8,3	
Business-arranged tour	22	50,0	40,9	9,1	
<b>Purpose of visit*</b>					
Vacation/holiday	1262	51,8	40,3	7,9	
Visiting friends/relatives	71	46,5	43,7	9,9	
Event in Iceland (leisure related)	75	57,3	34,7	8,0	
Education and training	45	44,4	46,7	8,9	
Business/small meeting	25	44,0	48,0	8,0	
Conference/large meeting	19	52,6	31,6	15,8	
Other	112	50,0	40,2	9,8	

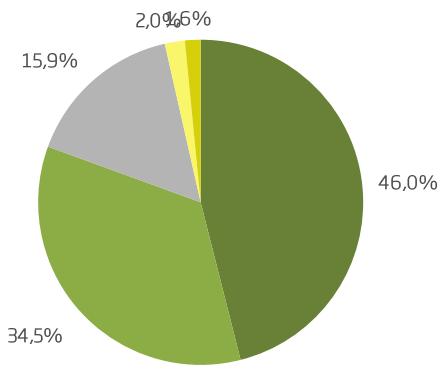
\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



Q.128. Based on your experiences in Iceland, how would you rate the public infrastructure: energy utilization on their environmental practices?

	Count	%
Amongst the best in the world (5)	623	46,0
Ahead of most other places (4)	467	34,5
About average (3)	215	15,9
Behind most other places (2)	27	2,0
Amongst the worst in the world (1)	21	1,6
Number of responses	1353	100,0
Number of respondents	1353	69,7
Did not answer	587	30,3
Total	1940	100,0



Mean 4,22  
Standard deviation 0,89

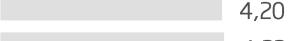
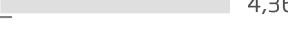
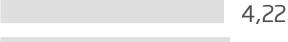
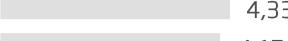
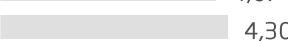
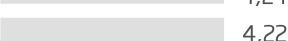
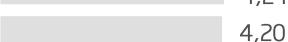
When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# ENVIRONMENTAL PRACTICES - ENERGY UTILIZATION



Q.128. Based on your experiences in Iceland, how would you rate the public infrastructure: energy utilization on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1353</b>	<b>80,6</b>	<b>15,9</b>	<b>3,5</b>	 4,22
<b>Gender</b>					
Male	481	80,9	15,2	4,0	 4,20
Female	870	80,3	16,3	3,3	 4,22
<b>Age</b>					
24 years and younger	227	76,7	18,1	5,3	 4,11
25-34 years	474	81,0	15,2	3,8	 4,22
35-44 years	242	79,3	19,0	1,7	 4,20
45-54 years	196	80,1	17,3	2,6	 4,22
55 years and older	197	85,8	10,7	3,6	 4,36
<b>What is your profession?</b>					
Managerial	153	74,5	20,9	4,6	 4,12
Professionals (dr./lawyer/account. etc.)	311	80,1	16,1	3,9	 4,22
Other professionals	216	87,0	11,6	1,4	 4,33
Teacher/Medical care	144	79,9	16,7	3,5	 4,17
Clerical/Service	73	83,6	15,1	1,4	 4,22
Vocational/Technical	44	77,3	20,5	2,3	 4,18
Unskilled	8	87,5	12,5	0,0	 4,50
Student	191	73,8	20,4	5,8	 4,07
Retired/Homemaker	77	85,7	10,4	3,9	 4,30
Artist/Musician/Actor etc.	12	100,0	0,0	0,0	 4,67
Other	112	82,1	13,4	4,5	 4,27
<b>Household income</b>					
High	547	80,1	16,5	3,5	 4,24
Average	562	81,5	15,7	2,8	 4,22
Low	200	81,0	13,5	5,5	 4,17
<b>Market area*</b>					
North America	651	85,6	12,1	2,3	 4,37
Britain	272	79,4	16,5	4,0	 4,15
Central/Southern Europe	219	74,9	18,3	6,8	 4,03
Scandinavia	63	66,7	30,2	3,2	 3,89
Asia	75	62,7	32,0	5,3	 3,77
Other	70	90,0	8,6	1,4	 4,39
<b>Educational level</b>					
Finished high school or less	97	75,3	18,6	6,2	 4,13
Bachelor's degree or equivalent	803	81,8	15,1	3,1	 4,24
Master's/Ph.D. or equivalent	432	80,1	16,4	3,5	 4,20

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# ENVIRONMENTAL PRACTICES - ENERGY UTILIZATION



Q.128. Based on your experiences in Iceland, how would you rate the public infrastructure: energy utilization on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1353</b>	<b>80,6</b>	<b>15,9</b>	<b>3,5</b>	<b>4,22</b>
<b>Nationality*</b>					
American	506	85,8	12,1	2,2	4,41
British	227	81,5	15,4	3,1	4,18
Canadian	139	84,9	12,2	2,9	4,25
German	46	60,9	26,1	13,0	3,83
Chinese	43	69,8	23,3	7,0	3,81
French	32	71,9	18,8	9,4	3,97
Spanish	29	72,4	27,6	0,0	4,07
Danish	16	81,3	18,8	0,0	4,00
Swedish	20	70,0	20,0	10,0	3,85
Swiss	20	75,0	20,0	5,0	3,75
Norwegian	13	38,5	61,5	0,0	3,62
Dutch	11	81,8	18,2	0,0	4,09
Italian	14	71,4	21,4	7,1	4,21
Austrian	6	83,3	0,0	16,7	4,00
Other	231	77,9	18,2	3,9	4,15
<b>Type of trip*</b>					
Package tour	275	80,0	17,5	2,5	4,21
Individually-arranged tour	1017	81,7	14,8	3,4	4,24
Business-arranged tour	23	73,9	26,1	0,0	4,04
<b>Purpose of visit*</b>					
Vacation/holiday	1244	81,1	15,7	3,2	4,23
Visiting friends/relatives	76	76,3	19,7	3,9	4,18
Event in Iceland (leisure related)	74	85,1	13,5	1,4	4,30
Education and training	47	80,9	12,8	6,4	4,17
Business/small meeting	27	70,4	25,9	3,7	3,89
Conference/large meeting	20	80,0	10,0	10,0	4,10
Other	114	72,8	17,5	9,6	3,97

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

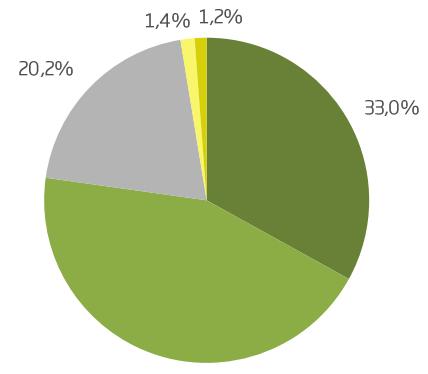
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ENVIRONMENTAL PRACTICES - OVERALL ENVIRONMENTAL MANAGEMENT



Q.129. Based on your experiences in Iceland, how would you rate the public infrastructure: overall environmental management on their environmental practices?

	Count	%
Amongst the best in the world (5)	448	33,0
Ahead of most other places (4)	599	44,2
About average (3)	274	20,2
Behind most other places (2)	19	1,4
Amongst the worst in the world (1)	16	1,2
Number of responses	1356	100,0
Number of respondents	1356	69,9
Did not answer	584	30,1
Total	1940	100,0



Mean 4,06  
Standard deviation 0,83

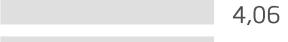
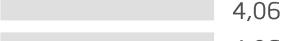
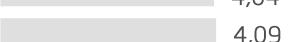
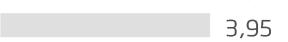
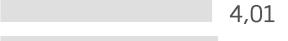
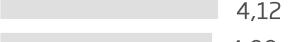
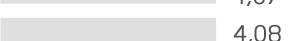
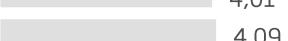
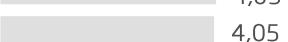
When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# ENVIRONMENTAL PRACTICES - OVERALL ENVIRONMENTAL MANAGEMENT



Q.129. Based on your experiences in Iceland, how would you rate the public infrastructure: overall environmental management on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1356</b>	<b>77,2</b>	<b>20,2</b>	<b>2,6</b>	
<b>Gender</b>					
Male	478	79,1	18,4	2,5	
Female	876	76,1	21,2	2,6	
<b>Age</b>					
24 years and younger	231	74,9	19,9	5,2	
25-34 years	482	76,1	21,2	2,7	
35-44 years	243	77,8	21,4	0,8	
45-54 years	194	79,4	19,1	1,5	
55 years and older	189	80,4	17,5	2,1	
<b>What is your profession?</b>					
Managerial	150	74,0	24,0	2,0	
Professionals (dr./lawyer/account. etc.)	314	79,3	17,8	2,9	
Other professionals	220	79,5	19,1	1,4	
Teacher/Medical care	142	72,5	24,6	2,8	
Clerical/Service	75	76,0	22,7	1,3	
Vocational/Technical	44	77,3	22,7	0,0	
Unskilled	8	87,5	12,5	0,0	
Student	195	74,9	20,0	5,1	
Retired/Homemaker	74	78,4	18,9	2,7	
Artist/Musician/Actor etc.	12	75,0	25,0	0,0	
Other	109	81,7	15,6	2,8	
<b>Household income</b>					
High	540	78,7	18,7	2,6	
Average	566	77,2	20,8	1,9	
Low	207	73,9	22,2	3,9	
<b>Market area*</b>					
North America	649	82,6	16,0	1,4	
Britain	272	76,8	20,2	2,9	
Central/Southern Europe	220	70,9	24,1	5,0	
Scandinavia	59	59,3	35,6	5,1	
Asia	78	61,5	35,9	2,6	
Other	75	82,7	16,0	1,3	
<b>Educational level</b>					
Finished high school or less	101	73,3	21,8	5,0	
Bachelor's degree or equivalent	804	78,7	18,8	2,5	
Master's/Ph.D. or equivalent	430	76,0	22,1	1,9	

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# ENVIRONMENTAL PRACTICES - OVERALL ENVIRONMENTAL MANAGEMENT



Q.129. Based on your experiences in Iceland, how would you rate the public infrastructure: overall environmental management on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1356</b>	<b>77,2</b>	<b>20,2</b>	<b>2,6</b>	<b>4,06</b>
<b>Nationality*</b>					
American	504	84,1	14,1	1,8	4,25
British	222	78,4	18,9	2,7	4,01
Canadian	139	77,0	22,3	0,7	4,04
German	48	68,8	22,9	8,3	3,79
Chinese	45	68,9	24,4	6,7	3,78
French	32	68,8	28,1	3,1	3,88
Spanish	28	71,4	28,6	0,0	3,89
Danish	13	76,9	23,1	0,0	3,77
Swedish	20	60,0	30,0	10,0	3,70
Swiss	19	57,9	36,8	5,3	3,63
Norwegian	12	33,3	66,7	0,0	3,42
Dutch	11	81,8	18,2	0,0	4,18
Italian	14	64,3	28,6	7,1	4,00
Austrian	6	100,0	0,0	0,0	4,00
Other	243	72,0	25,1	2,9	4,00
<b>Type of trip*</b>					
Package tour	272	76,5	20,6	2,9	4,02
Individually-arranged tour	1023	78,6	19,0	2,4	4,09
Business-arranged tour	23	65,2	34,8	0,0	3,87
<b>Purpose of visit*</b>					
Vacation/holiday	1252	77,8	20,0	2,2	4,08
Visiting friends/relatives	72	72,2	25,0	2,8	4,00
Event in Iceland (leisure related)	73	83,6	15,1	1,4	4,08
Education and training	44	75,0	15,9	9,1	3,93
Business/small meeting	26	57,7	42,3	0,0	3,77
Conference/large meeting	21	76,2	19,0	4,8	4,00
Other	112	67,0	26,8	6,3	3,87

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

<sup>a</sup>In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# KNOWLEDGE OF VAKINN LOGO

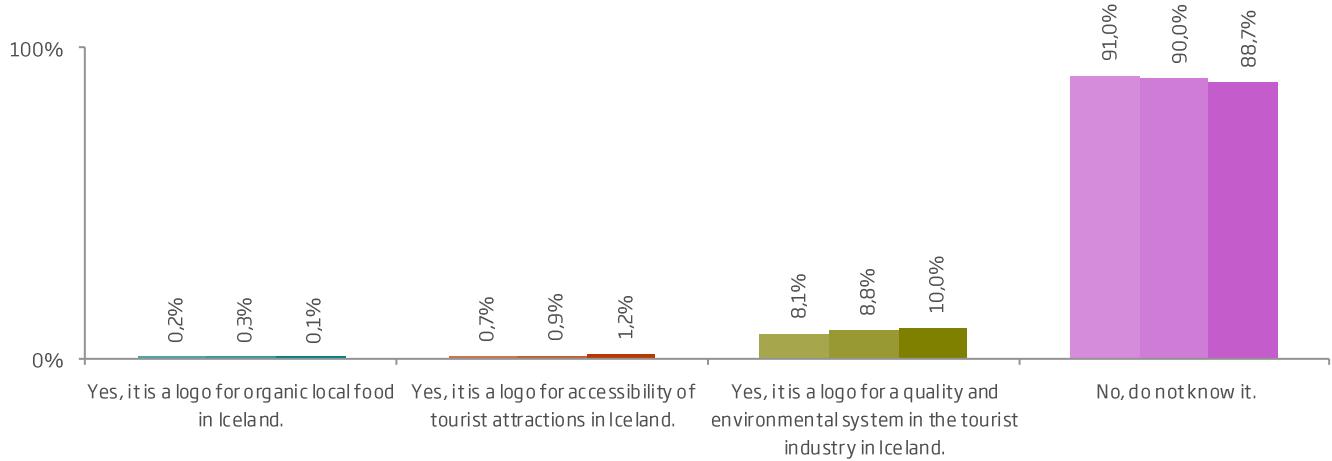


Q.130. Do you know what this logo stands for?



	Count	%
Yes, it is a logo for organic local food in Iceland	2	0,1
Yes, it is a logo for accessibility of tourist attractions in Iceland	20	1,2
Yes, it is a logo for a quality and environmental system in the tourist industry in Iceland	172	10,0
No, do not know it	1520	88,7
Number of responses	1714	100,0
Number of respondents	1714	88,4
Did not answer	226	11,6
Total	1940	100,0

Darkest bar: Winter '15-'16  
Summer '14  
Faintest bar: Winter '13-'14



# KNOWLEDGE OF VAKINN LOGO



Q.130. Do you know what this logo stands for?

	Number of answers	Yes, it is a logo for organic local food in Iceland	Yes, it is a logo for accessibility of tourist attractions in Iceland	Yes, it is a logo for a quality and environmental system in the tourist industry in Iceland	No, do not know it
	Count	%	%	%	%
<b>Total</b>	<b>1714</b>	<b>0,1</b>	<b>1,2</b>	<b>10,0</b>	<b>88,7</b>
<b>Gender</b>					
Male	572	0,2	1,0	11,7	87,1
Female	1140	0,1	1,2	9,1	89,6
<b>Age</b>					
24 years and younger	288	0,0	0,3	11,5	88,2
25-34 years	592	0,2	1,7	10,5	87,7
35-44 years	314	0,0	1,3	8,3	90,4
45-54 years	242	0,0	0,4	9,5	90,1
55 years and older	259	0,4	1,5	10,4	87,6
<b>What is your profession?</b>					
Managerial	191	0,0	0,5	7,9	91,6
Professionals (dr./lawyer/account. etc.)	379	0,3	1,6	10,3	87,9
Other professionals	281	0,0	1,4	10,0	88,6
Teacher/Medical care	177	0,0	2,3	11,3	86,4
Clerical/Service	86	1,2	1,2	9,3	88,4
Vocational/Technical	54	0,0	0,0	7,4	92,6
Unskilled	9	0,0	0,0	0,0	100,0
Student	244	0,0	0,0	11,5	88,5
Retired/Homemaker	105	0,0	1,9	9,5	88,6
Artist/Musician/Actor etc.	19	0,0	0,0	10,5	89,5
Other	148	0,0	1,4	10,8	87,8
<b>Household income</b>					
High	677	0,1	1,2	10,2	88,5
Average	704	0,1	1,4	9,9	88,5
Low	266	0,0	0,8	10,9	88,3
<b>Market area</b>					
North America	807	0,2	1,6	11,0	87,1
Britain	337	0,0	0,9	8,9	90,2
Central/Southern Europe	294	0,0	0,3	9,5	90,1
Scandinavia	104	0,0	1,9	5,8	92,3
Asia	82	0,0	0,0	11,0	89,0
Other	87	0,0	1,1	11,5	87,4
<b>Educational level</b>					
Finished high school or less	140	0,0	2,1	10,0	87,9
Bachelor's degree or equivalent	1009	0,1	1,0	10,5	88,4
Master's/Ph.D. or equivalent	538	0,2	1,3	9,7	88,8

Difference between groups is not statistically significant.

# KNOWLEDGE OF VAKINN LOGO



Q.130. Do you know what this logo stands for?



	Number of answers	Yes, it is a logo for organic local food in Iceland	Yes, it is a logo for accessibility of tourist attractions in Iceland	Yes, it is a logo for a quality and environmental system in the tourist industry in Iceland	No, do not know it
	Count	%	%	%	%
<b>Total</b>	<b>1714</b>	<b>0,1</b>	<b>1,2</b>	<b>10,0</b>	<b>88,7</b>
<b>Nationality</b>					
American	616	0,2	1,5	10,7	87,7
British	284	0,0	1,1	8,5	90,5
Canadian	184	0,5	2,7	11,4	85,3
German	68	0,0	0,0	8,8	91,2
Chinese	50	0,0	0,0	16,0	84,0
French	42	0,0	0,0	7,1	92,9
Spanish	35	0,0	0,0	5,7	94,3
Danish	29	0,0	0,0	6,9	93,1
Swedish	27	0,0	3,7	11,1	85,2
Swiss	23	0,0	4,3	4,3	91,3
Norwegian	20	0,0	0,0	5,0	95,0
Dutch	18	0,0	0,0	0,0	100,0
Italian	16	0,0	6,3	6,3	87,5
Austrian	8	0,0	0,0	0,0	100,0
Other	294	0,0	0,0	11,6	88,4
<b>Type of trip*</b>					
Package tour	325	0,0	1,5	8,9	89,5
Individually-arranged tour	1296	0,2	1,1	10,4	88,3
Business-arranged tour	33	0,0	3,0	18,2	78,8
<b>Purpose of visit*</b>					
Vacation/holiday	1567	0,1	1,2	10,1	88,6
Visiting friends/relatives	91	0,0	0,0	12,1	87,9
Event in Iceland (leisure related)	85	0,0	0,0	14,1	85,9
Education and training	54	0,0	0,0	20,4	79,6
Business/small meeting	37	0,0	2,7	10,8	86,5
Conference/large meeting	27	0,0	0,0	11,1	88,9
Other	151	0,0	1,3	13,9	84,8

Difference between groups is not statistically significant.

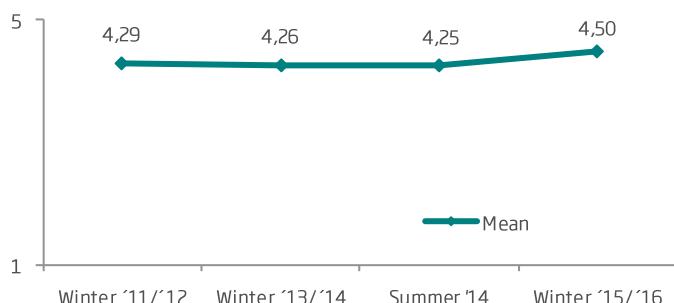
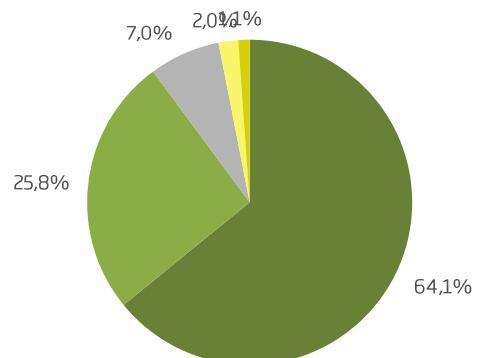
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# LIKELY TO VISIT ICELAND IN THE FUTURE



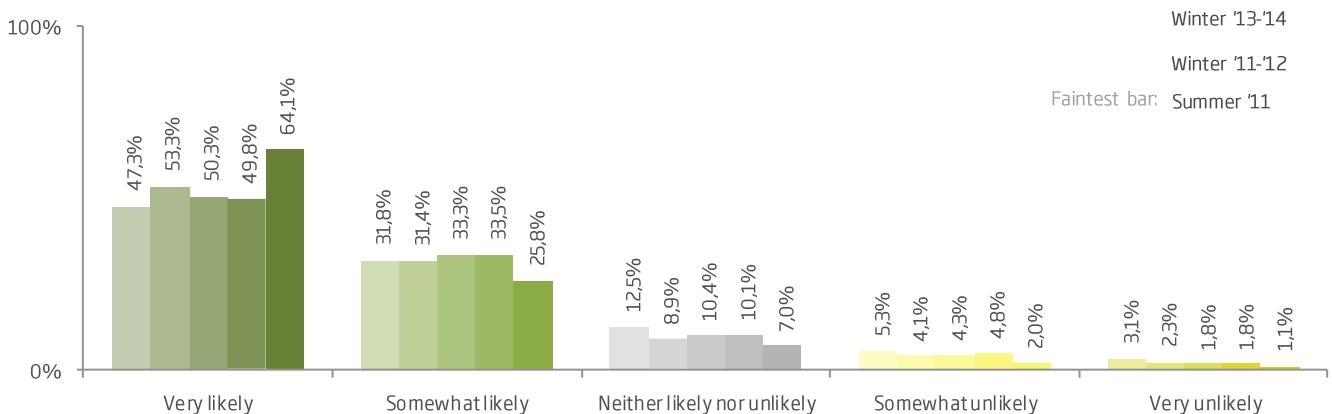
Q.131. How likely or unlikely are you to visit Iceland in the future?

	Count	%
Very likely (5)	1083	64,1
Somewhat likely (4)	435	25,8
Neither likely nor unlikely (3)	119	7,0
Somewhat unlikely (2)	33	2,0
Very unlikely (1)	19	1,1
Number of responses	1689	100,0
Number of respondents	1689	87,1
Did not answer	251	12,9
Total	1940	100,0



Mean 4,50  
Standard deviation 0,80

Darkest bar: Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11



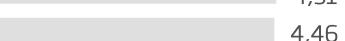
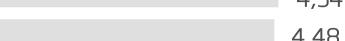
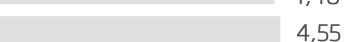
When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.

# LIKELY TO VISIT ICELAND IN THE FUTURE



Q.131. How likely or unlikely are you to visit Iceland in the future?

	Number of answers	Likely	Neither likely nor unlikely	Unlikely	
	Count	%	%	%	
<b>Total</b>	<b>1689</b>	<b>89,9</b>	<b>7,0</b>	<b>3,1</b>	 4,50
<b>Gender</b>					
Male	565	90,6	6,9	2,5	 4,52
Female	1122	89,5	7,1	3,4	 4,49
<b>Age*</b>					
24 years and younger	284	89,8	7,4	2,8	 4,53
25-34 years	584	91,1	6,7	2,2	 4,55
35-44 years	308	91,2	6,8	1,9	 4,52
45-54 years	240	91,7	5,0	3,3	 4,53
55 years and older	254	83,5	9,8	6,7	 4,28
<b>What is your profession?*</b>					
Managerial	188	92,6	5,9	1,6	 4,58
Professionals (dr./lawyer/account. etc.)	373	92,2	5,1	2,7	 4,55
Other professionals	276	90,9	6,2	2,9	 4,51
Teacher/Medical care	179	90,5	6,1	3,4	 4,46
Clerical/Service	82	89,0	6,1	4,9	 4,43
Vocational/Technical	55	83,6	14,5	1,8	 4,42
Unskilled	9	88,9	11,1	0,0	 4,78
Student	240	90,0	7,5	2,5	 4,50
Retired/Homemaker	103	75,7	15,5	8,7	 4,10
Artist/Musician/Actor etc.	19	89,5	5,3	5,3	 4,42
Other	144	91,0	6,3	2,8	 4,60
<b>Household income</b>					
High	671	91,1	6,4	2,5	 4,51
Average	692	87,7	8,4	3,9	 4,46
Low	261	92,3	5,4	2,3	 4,56
<b>Market area*</b>					
North America	796	91,8	6,0	2,1	 4,55
Britain	334	87,4	7,5	5,1	 4,44
Central/Southern Europe	288	88,9	9,0	2,1	 4,49
Scandinavia	101	93,1	4,0	3,0	 4,57
Asia	82	78,0	14,6	7,3	 4,15
Other	85	91,8	4,7	3,5	 4,48
<b>Educational level</b>					
Finished high school or less	138	89,9	7,2	2,9	 4,54
Bachelor's degree or equivalent	994	88,6	7,9	3,4	 4,48
Master's/Ph.D. or equivalent	530	92,8	5,1	2,1	 4,55

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# LIKELY TO VISIT ICELAND IN THE FUTURE



Q.131. How likely or unlikely are you to visit Iceland in the future?

	Number of answers	Likely	Neither likely nor unlikely	Unlikely	
	Count	%	%	%	
<b>Total</b>	<b>1689</b>	<b>89,9</b>	<b>7,0</b>	<b>3,1</b>	4,50
<b>Nationality*</b>					
American	612	92,5	5,6	2,0	4,59
British	283	89,0	6,0	4,9	4,46
Canadian	180	89,4	7,8	2,8	4,41
German	65	92,3	6,2	1,5	4,68
Chinese	49	75,5	24,5	0,0	4,14
French	38	81,6	15,8	2,6	4,34
Spanish	35	85,7	14,3	0,0	4,37
Danish	28	96,4	3,6	0,0	4,64
Swedish	27	88,9	7,4	3,7	4,59
Swiss	22	95,5	4,5	0,0	4,73
Norwegian	18	100,0	0,0	0,0	4,56
Dutch	18	77,8	0,0	22,2	3,72
Italian	16	81,3	18,8	0,0	4,50
Austrian	8	100,0	0,0	0,0	4,75
Other	290	88,3	6,9	4,8	4,44
<b>Type of trip*</b>					
Package tour	322	87,3	10,6	2,2	4,45
Individually-arranged tour	1273	89,9	6,7	3,4	4,49
Business-arranged tour	31	93,5	3,2	3,2	4,58
<b>Purpose of visit*</b>					
Vacation/holiday	1545	89,6	7,4	3,0	4,49
Visiting friends/relatives	91	96,7	3,3	0,0	4,73
Event in Iceland (leisure related)	84	96,4	3,6	0,0	4,77
Education and training	53	92,5	3,8	3,8	4,58
Business/small meeting	36	97,2	2,8	0,0	4,72
Conference/large meeting	27	88,9	7,4	3,7	4,48
Other	150	91,3	4,7	4,0	4,55

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# TIME OF YEAR MOST LIKELY TO VISIT ICELAND



Q.132. At what time of year is it likely that you will visit Iceland in the future?

	Count	%
Summer	874	56,2
Spring	256	16,5
Winter	217	14,0
Fall	208	13,4
Number of responses	1555	100,0
Number of respondents	1555	80,2
Did not get question*	270	13,9
Did not answer	115	5,9
Total	1940	100,0

\*Only those who said it was very or somewhat likely, neither likely nor unlikely and somewhat unlikely to visit Iceland in the future (Q131) got this question.

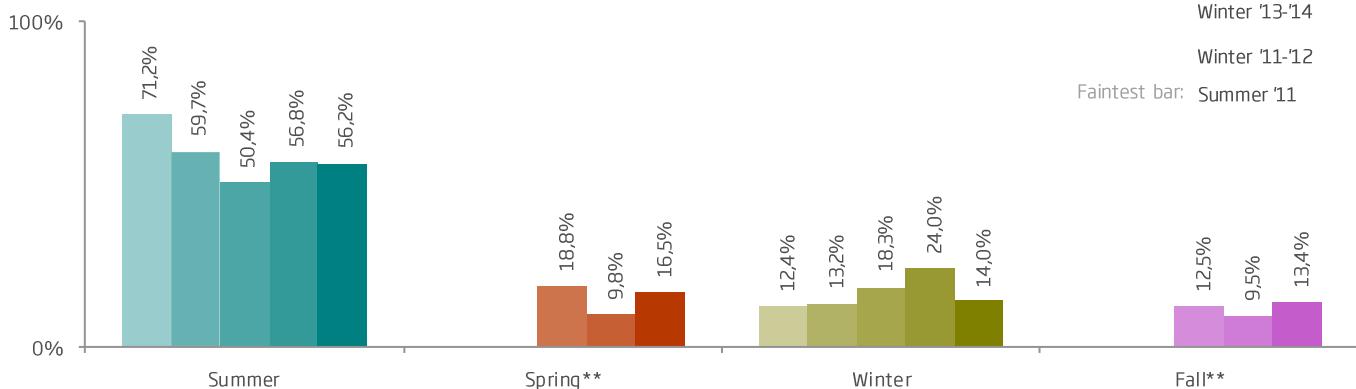
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



\*\*There are no figures for spring and fall in summer 2011 and winter '11-'12 because the options for this question used to be three; Summer, Winter and Spring/Fall.

# TIME OF YEAR MOST LIKELY TO VISIT ICELAND



Q.132. At what time of year is it likely that you will visit Iceland in the future?

	Number of answers	Summer	Spring	Winter	Fall
	Count	%	%	%	%
<b>Total</b>	<b>1555</b>	<b>56,2</b>	<b>16,5</b>	<b>14,0</b>	<b>13,4</b>
<b>Gender</b>					
Male	534	55,6	16,7	14,4	13,3
Female	1020	56,5	16,4	13,7	13,4
<b>Age*</b>					
24 years and younger	261	57,9	17,6	18,4	<b>6,1</b>
25-34 years	548	58,4	14,1	12,8	14,8
35-44 years	282	<b>59,2</b>	15,6	13,1	12,1
45-54 years	213	54,5	17,8	16,0	11,7
55 years and older	233	<b>45,9</b>	21,5	11,6	<b>21,0</b>
<b>What is your profession?</b>					
Managerial	174	56,9	16,1	13,8	13,2
Professionals (dr./lawyer/account. etc.)	341	57,2	13,5	14,1	15,2
Other professionals	265	51,3	20,0	12,5	16,2
Teacher/Medical care	159	57,9	15,1	15,1	11,9
Clerical/Service	77	54,5	19,5	18,2	7,8
Vocational/Technical	52	55,8	19,2	9,6	15,4
Unskilled	9	66,7	0,0	22,2	11,1
Student	223	64,1	15,7	15,2	4,9
Retired/Homemaker	93	50,5	20,4	9,7	19,4
Artist/Musician/Actor etc.	16	43,8	31,3	18,8	6,3
Other	130	53,1	13,8	15,4	17,7
<b>Household income</b>					
High	619	56,1	16,2	12,4	15,3
Average	633	58,1	15,6	14,7	11,5
Low	248	53,2	19,8	13,7	13,3
<b>Market area*</b>					
North America	733	55,4	16,0	9,8	<b>18,8</b>
Britain	305	<b>49,2</b>	17,4	<b>25,9</b>	<b>7,5</b>
Central/Southern Europe	269	56,9	19,0	15,2	8,9
Scandinavia	90	<b>72,2</b>	13,3	<b>5,6</b>	8,9
Asia	80	71,3	10,0	10,0	8,8
Other	76	55,3	18,4	15,8	10,5
<b>Educational level</b>					
Finished high school or less	130	60,0	17,7	13,8	8,5
Bachelor's degree or equivalent	907	54,4	16,2	15,4	14,0
Master's/Ph.D. or equivalent	496	58,7	16,7	10,9	13,7

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

# TIME OF YEAR MOST LIKELY TO VISIT ICELAND



Q.132. At what time of year is it likely that you will visit Iceland in the future?

	Number of answers	Summer	Spring	Winter	Fall
	Count	%	%	%	%
<b>Total</b>	<b>1555</b>	<b>56,2</b>	<b>16,5</b>	<b>14,0</b>	<b>13,4</b>
<b>Nationality*</b>					
American	562	57,3	14,1	10,0	18,7
British	263	49,4	18,3	25,1	7,2
Canadian	161	49,7	20,5	9,3	<b>20,5</b>
German	60	58,3	16,7	11,7	13,3
Chinese	50	78,0	<b>4,0</b>	10,0	8,0
French	37	45,9	24,3	24,3	5,4
Spanish	32	<b>40,6</b>	21,9	25,0	12,5
Danish	27	66,7	14,8	7,4	11,1
Swedish	23	<b>78,3</b>	13,0	4,3	4,3
Swiss	19	42,1	21,1	<b>26,3</b>	10,5
Norwegian	17	70,6	17,6	<b>0,0</b>	11,8
Dutch	15	53,3	<b>26,7</b>	13,3	6,7
Italian	14	71,4	21,4	7,1	<b>0,0</b>
Austrian	8	62,5	12,5	12,5	12,5
Other	267	59,6	17,2	14,6	8,6
<b>Type of trip*</b>					
Package tour	302	57,6	14,9	16,9	10,6
Individually-arranged tour	1174	55,5	17,5	13,4	13,6
Business-arranged tour	29	55,2	24,1	10,3	10,3
<b>Purpose of visit*</b>					
Vacation/holiday	1422	56,5	16,1	13,9	13,6
Visiting friends/relatives	84	54,8	15,5	19,0	10,7
Event in Iceland (leisure related)	79	59,5	7,6	15,2	17,7
Education and training	48	37,5	25,0	16,7	20,8
Business/small meeting	35	60,0	14,3	8,6	17,1
Conference/large meeting	25	48,0	16,0	16,0	20,0
Other	137	48,9	21,9	13,9	15,3

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

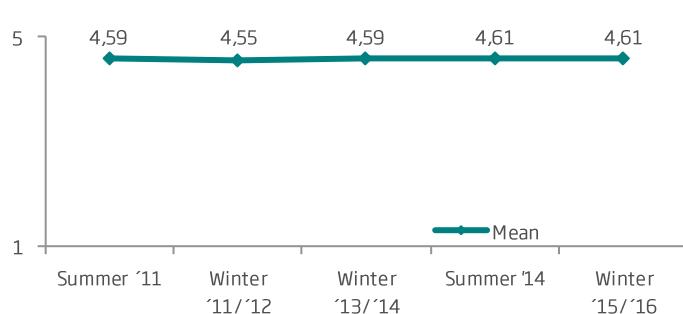
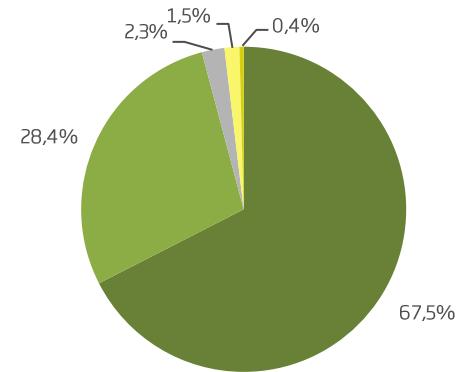
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# EXPECTATIONS MET

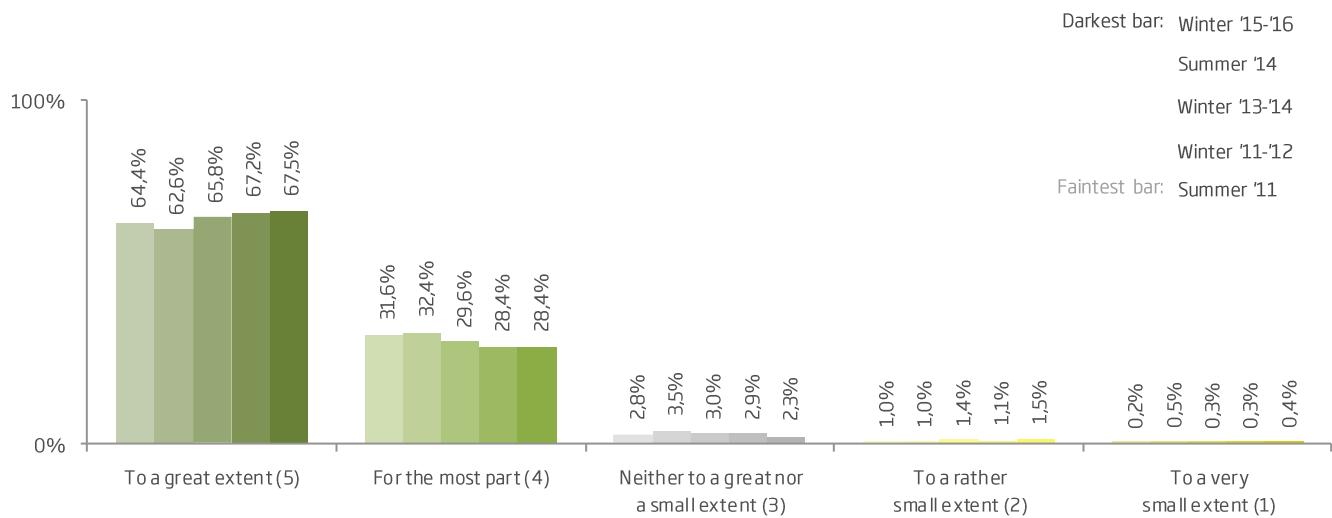


Q.133. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

	Count	%
To a great extent (5)	1139	67,5
For the most part (4)	479	28,4
Neither to a great nor a small extent (3)	38	2,3
To a rather small extent (2)	25	1,5
To a very small extent (1)	7	0,4
Number of responses	1688	100,0
Number of respondents	1688	87,0
Did not answer	252	13,0
Total	1940	100,0

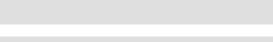
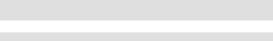
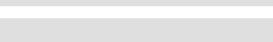
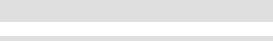
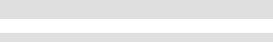
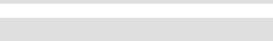
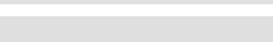


Mean 4,61  
Standard deviation 0,65





Q.133. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

	Number of answers	To a great extent	Neither to a great nor a small extent	To a small extent	
	Count	%	%	%	
<b>Total</b>	<b>1688</b>	<b>95,9</b>	<b>2,3</b>	<b>1,9</b>	 4,61
<b>Gender</b>					
Male	563	95,4	2,3	2,3	 4,60
Female	1123	96,1	2,2	1,7	 4,62
<b>Age</b>					
24 years and younger	284	94,7	3,2	2,1	 4,54
25-34 years	584	96,1	2,6	1,4	 4,62
35-44 years	309	96,4	2,3	1,3	 4,63
45-54 years	240	97,5	0,8	1,7	 4,67
55 years and older	253	94,1	2,0	4,0	 4,57
<b>What is your profession?</b>					
Managerial	189	96,3	1,6	2,1	 4,60
Professionals (dr./lawyer/account. etc.)	373	97,1	1,3	1,6	 4,66
Other professionals	279	95,3	2,9	1,8	 4,61
Teacher/Medical care	179	97,2	1,7	1,1	 4,66
Clerical/Service	82	93,9	3,7	2,4	 4,57
Vocational/Technical	54	98,1	0,0	1,9	 4,56
Unskilled	9	100,0	0,0	0,0	 4,78
Student	240	94,2	3,8	2,1	 4,54
Retired/Homemaker	101	95,0	3,0	2,0	 4,53
Artist/Musician/Actor etc.	18	88,9	0,0	11,1	 4,56
Other	143	96,5	1,4	2,1	 4,67
<b>Household income</b>					
High	672	96,6	1,6	1,8	 4,66
Average	690	95,7	2,3	2,0	 4,58
Low	261	95,0	3,8	1,1	 4,58
<b>Market area*</b>					
North America	799	96,2	1,6	2,1	 4,66
Britain	329	96,0	1,8	2,1	 4,63
Central/Southern Europe	289	96,5	2,4	1,0	 4,58
Scandinavia	99	94,9	4,0	1,0	 4,56
Asia	82	87,8	7,3	4,9	 4,17
Other	87	97,7	2,3	0,0	 4,66
<b>Educational level</b>					
Finished high school or less	135	97,0	2,2	0,7	 4,56
Bachelor's degree or equivalent	996	95,7	2,0	2,3	 4,61
Master's/Ph.D. or equivalent	531	96,0	2,6	1,3	 4,62

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).



Q.133. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

	Number of answers	To a great extent	Neither to a great nor a small extent	To a small extent	
	Count	%	%	%	
<b>Total</b>	<b>1688</b>	<b>95,9</b>	<b>2,3</b>	<b>1,9</b>	<b>4,61</b>
<b>Nationality*</b>					
American	612	96,9	1,3	1,8	4,68
British	279	96,1	2,2	1,8	4,63
Canadian	182	94,5	2,7	2,7	4,60
German	65	98,5	1,5	0,0	4,63
Chinese	50	90,0	8,0	2,0	4,24
French	40	97,5	2,5	0,0	4,53
Spanish	35	97,1	2,9	0,0	4,49
Danish	27	96,3	3,7	0,0	4,59
Swedish	26	96,2	3,8	0,0	4,62
Swiss	22	100,0	0,0	0,0	4,64
Norwegian	18	100,0	0,0	0,0	4,67
Dutch	18	83,3	5,6	11,1	4,28
Italian	15	100,0	0,0	0,0	4,73
Austrian	8	100,0	0,0	0,0	4,50
Other	291	94,2	3,1	2,7	4,55
<b>Type of trip*</b>					
Package tour	322	96,9	1,6	1,6	4,62
Individually-arranged tour	1275	95,5	2,4	2,0	4,60
Business-arranged tour	30	96,7	3,3	0,0	4,60
<b>Purpose of visit*</b>					
Vacation/holiday	1548	96,0	2,2	1,8	4,61
Visiting friends/relatives	89	95,5	3,4	1,1	4,66
Event in Iceland (leisure related)	84	98,8	1,2	0,0	4,74
Education and training	53	96,2	1,9	1,9	4,62
Business/small meeting	35	97,1	0,0	2,9	4,57
Conference/large meeting	26	92,3	3,8	3,8	4,46
Other	146	95,2	2,1	2,7	4,58

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

<sup>a</sup>In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

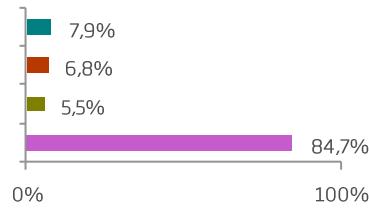
# VISITED ICELAND BEFORE



Q.134. Had you been to Iceland before your last visit?

	Count	%	%
	respondents	respondents	responses
Yes, during summertime	134	7,9	7,5
Yes, during fall/springtime	116	6,8	6,5
Yes, during wintertime	94	5,5	5,3
No, I have not	1439	84,7	80,7
Number of responses	1783	104,9	100,0
Number of respondents	1699	87,6	
Did not answer	241	12,4	
Total	1940	100,0	

\*\*There are more responses than respondents as it was possible to select more than one answer.



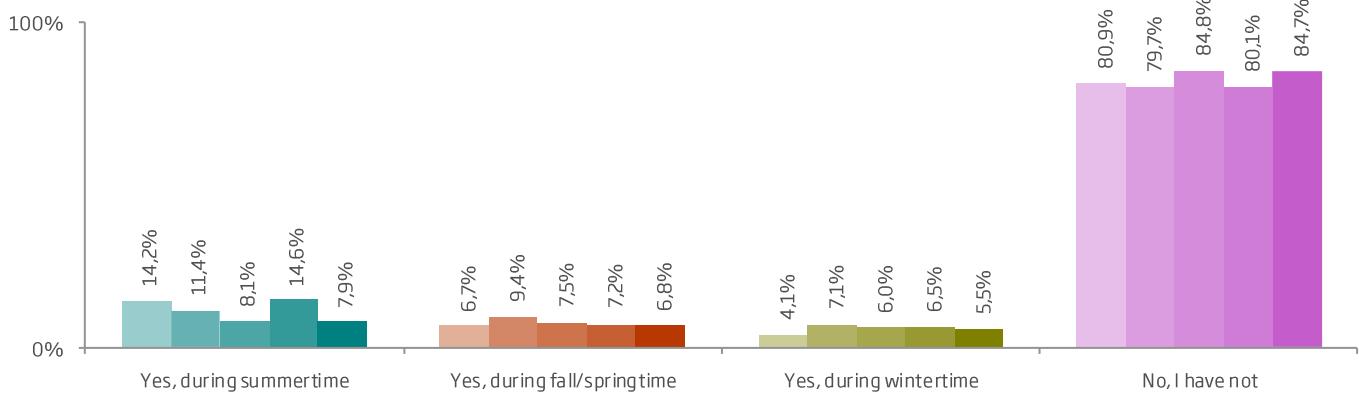
Darkest bar: Winter '15-'16

Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11





## Q.134. Had you been to Iceland before your last visit?

	Number of answers	Yes, during summertime	Yes, during fall/springtime	Yes, during wintertime	No, I have not
	Count	%	%	%	%
<b>Total</b>					
<b>Gender</b>					
Male	567	6,3	7,1	5,8	84,5
Female	1130	8,7	6,7	5,4	84,8
<b>Age</b>					
24 years and younger	285	6,0	2,8	3,5	<b>90,5</b>
25-34 years	587	6,1	6,3	3,7	88,8
35-44 years	310	11,6	7,7	8,7	<b>78,1</b>
45-54 years	241	7,9	10,8	7,9	80,9
55 years and older	257	9,7	7,8	5,4	80,9
<b>What is your profession?</b>					
Managerial	191	6,8	7,9	7,9	82,7
Professionals (dr./lawyer/account. etc.)	373	6,4	6,4	3,5	87,7
Other professionals	280	8,9	5,0	5,4	85,0
Teacher/Medical care	179	7,3	6,1	2,8	85,5
Clerical/Service	84	7,1	6,0	6,0	86,9
Vocational/Technical	54	9,3	5,6	3,7	81,5
Unskilled	9	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>100,0</b>
Student	240	7,1	6,3	5,0	86,3
Retired/Homemaker	103	11,7	9,7	8,7	78,6
Artist/Musician/Actor etc.	19	<b>15,8</b>	<b>10,5</b>	<b>21,1</b>	<b>52,6</b>
Other	146	9,6	9,6	7,5	84,2
<b>Household income</b>					
High	674	6,1	6,2	4,9	86,4
Average	695	8,3	6,0	4,5	85,6
Low	264	11,0	10,2	10,2	77,7
<b>Market area</b>					
North America	800	6,4	7,0	4,4	86,0
Britain	334	6,6	4,2	6,3	86,8
Central/Southern Europe	291	11,7	7,2	6,5	80,4
Scandinavia	102	<b>22,5</b>	<b>21,6</b>	<b>16,7</b>	<b>62,7</b>
Asia	83	2,4	<b>1,2</b>	1,2	<b>95,2</b>
Other	87	<b>2,3</b>	2,3	<b>1,1</b>	94,3
<b>Educational level</b>					
Finished high school or less	137	9,5	3,6	3,6	83,2
Bachelor's degree or equivalent	1001	7,6	6,4	5,4	86,4
Master's/Ph.D. or equivalent	533	7,9	8,4	6,2	81,6

When respondents can choose more than one answer, significance between groups is not calculated.



## Q.134. Had you been to Iceland before your last visit?

	Number of answers	Yes, during summertime	Yes, during fall/ springtime	Yes, during wintertime	No, I have not
	Count	%	%	%	%
<b>Total</b>					
<b>Nationality</b>					
American	613	7,0	6,9	4,4	85,3
British	283	7,8	4,9	7,1	85,5
Canadian	182	6,0	7,1	3,3	87,4
German	66	25,8	12,1	7,6	65,2
Chinese	50	<b>0,0</b>	2,0	<b>0,0</b>	<b>98,0</b>
French	40	5,0	5,0	<b>0,0</b>	90,0
Spanish	35	<b>0,0</b>	5,7	2,9	91,4
Danish	29	<b>31,0</b>	24,1	17,2	<b>55,2</b>
Swedish	27	18,5	<b>33,3</b>	<b>22,2</b>	59,3
Swiss	22	18,2	13,6	18,2	68,2
Norwegian	18	22,2	11,1	5,6	66,7
Dutch	18	<b>0,0</b>	5,6	5,6	88,9
Italian	16	18,8	<b>0,0</b>	<b>0,0</b>	81,3
Austrian	8	<b>0,0</b>	<b>0,0</b>	12,5	87,5
Other	292	4,8	4,1	5,8	89,0
<b>Type of trip*</b>					
Package tour	323	<b>4,0</b>	3,1	4,0	<b>90,1</b>
Individually-arranged tour	1283	8,4	7,5	5,7	84,1
Business-arranged tour	31	<b>19,4</b>	12,9	9,7	<b>67,7</b>
<b>Purpose of visit*</b>					
Vacation/holiday	1554	<b>6,5</b>	<b>5,3</b>	<b>4,2</b>	<b>87,0</b>
Visiting friends/relatives	91	<b>34,1</b>	<b>35,2</b>	<b>28,6</b>	<b>46,2</b>
Event in Iceland (leisure related)	85	15,3	16,5	16,5	69,4
Education and training	53	15,1	15,1	13,2	73,6
Business/small meeting	36	16,7	13,9	16,7	63,9
Conference/large meeting	27	25,9	22,2	11,1	59,3
Other	150	19,3	16,7	13,3	67,3

When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

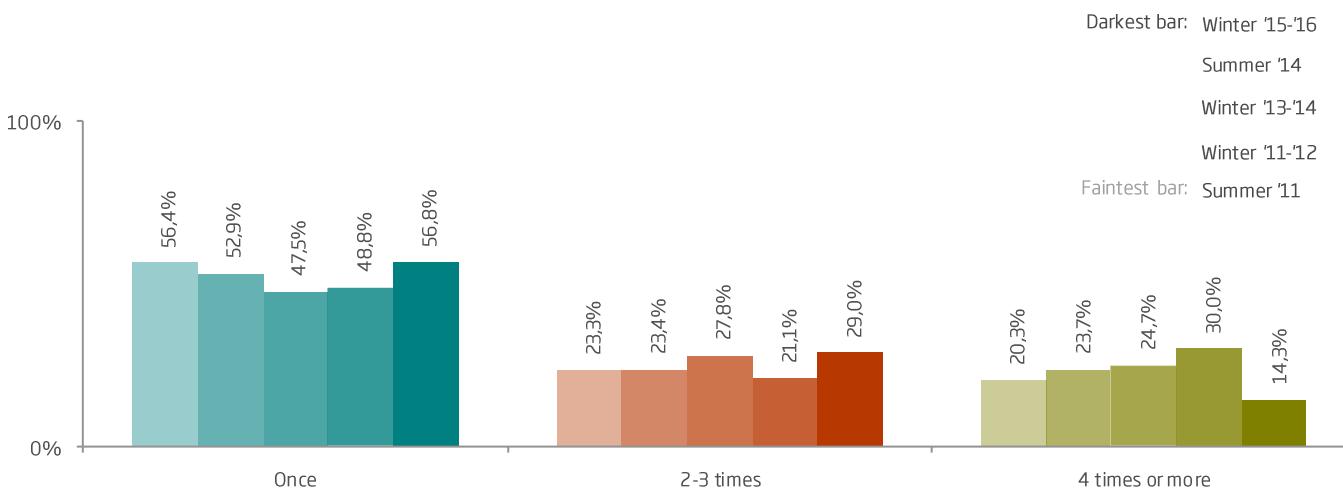
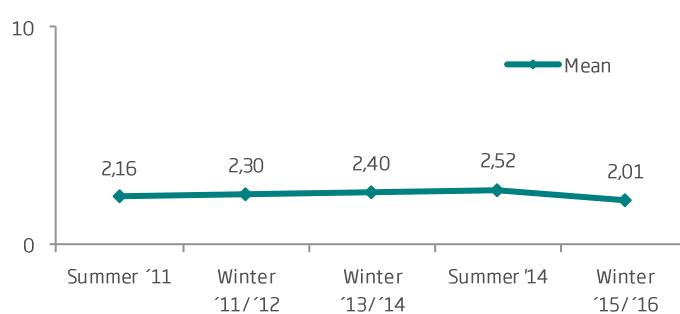
# HOW MANY TIMES VISITED ICELAND



Q.135. How many times had you visited Iceland before your last visit?

	Count	%
Once	147	56,8
2-3 times	75	29,0
4 times or more	37	14,3
Number of responses	259	100,0
Number of respondents	259	13,4
Did not get question*	1680	86,6
Did not answer	1	0,1
Total	1940	100,0

Mean: 2,01 times  
Standard deviation: 1,39 times



# HOW MANY TIMES VISITED ICELAND



Q.135. How many times had you visited Iceland before your last visit?

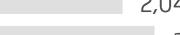
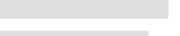
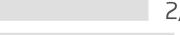
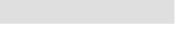
	Number of answers	Once	2-3 times	4 times or more	
	Count	%	%	%	
<b>Total</b>	<b>259</b>	<b>56,8</b>	<b>29,0</b>	<b>14,3</b>	2,01
<b>Gender</b>					
Male	88	60,2	25,0	14,8	1,97
Female	171	55,0	31,0	14,0	2,03
<b>Age</b>					
24 years and younger	26	65,4	19,2	15,4	1,90
25-34 years	66	59,1	30,3	10,6	1,88
35-44 years	68	55,9	32,4	11,8	1,96
45-54 years	46	47,8	28,3	23,9	2,38
55 years and older	49	55,1	30,6	14,3	2,03
<b>What is your profession?</b>					
Managerial	33	57,6	30,3	12,1	1,94
Professionals (dr./lawyer/account. etc.)	46	60,9	23,9	15,2	1,97
Other professionals	42	50,0	35,7	14,3	2,11
Teacher/Medical care	26	65,4	19,2	15,4	1,90
Clerical/Service	11	18,2	63,6	18,2	2,68
Vocational/Technical	10	60,0	40,0	0,0	1,60
Student	33	66,7	24,2	9,1	1,73
Retired/Homemaker	22	54,5	18,2	27,3	2,36
Artist/Musician/Actor etc.	9	66,7	33,3	0,0	1,50
Other	23	47,8	30,4	21,7	2,33
<b>Household income</b>					
High	92	59,8	29,3	10,9	1,88
Average	99	58,6	25,3	16,2	2,03
Low	59	50,8	33,9	15,3	2,12
<b>Market area*</b>					
North America	111	61,3	27,9	10,8	1,85
Britain	44	63,6	27,3	9,1	1,77
Central/Southern Europe	57	50,9	36,8	12,3	2,04
Scandinavia	38	39,5	23,7	36,8	2,83
Asia	<5				
Other	5	100,0	0,0	0,0	1,00
<b>Educational level</b>					
Finished high school or less	23	60,9	26,1	13,0	1,91
Bachelor's degree or equivalent	136	54,4	29,4	16,2	2,09
Master's/Ph.D. or equivalent	98	60,2	28,6	11,2	1,88

\*Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

# HOW MANY TIMES VISITED ICELAND



Q.135. How many times had you visited Iceland before your last visit?

	Number of answers	Once	2-3 times	4 times or more	
	Count	%	%	%	
<b>Total</b>	<b>259</b>	<b>56,8</b>	<b>29,0</b>	<b>14,3</b>	 2,01
<b>Nationality</b>					
American	89	61,8	29,2	9,0	 1,80
British	41	61,0	26,8	12,2	 1,89
Canadian	23	65,2	21,7	13,0	 1,85
German	23	43,5	43,5	13,0	 2,17
Chinese	<5				
French	<5				
Spanish	<5				
Danish	13	30,8	23,1	46,2	 3,19
Swedish	11	54,5	18,2	27,3	 2,36
Swiss	7	42,9	28,6	28,6	 2,57
Norwegian	6	83,3	16,7	0,0	 1,25
Dutch	<5				
Italian	<5				
Austrian	<5				
Other	32	43,8	34,4	21,9	 2,39
<b>Type of trip*</b>					
Package tour	32	68,8	15,6	15,6	 1,86
Individually-arranged tour	203	54,7	31,0	14,3	 2,04
Business-arranged tour	10	30,0	50,0	20,0	 2,55
<b>Purpose of visit*</b>					
Vacation/holiday	201	62,7	28,4	9,0	 1,78
Visiting friends/relatives	49	36,7	30,6	32,7	 2,77
Event in Iceland (leisure related)	26	42,3	34,6	23,1	 2,44
Education and training	13	15,4	61,5	23,1	 2,85
Business/small meeting	13	38,5	53,8	7,7	 2,12
Conference/large meeting	11	36,4	36,4	27,3	 2,64
Other	48	33,3	43,8	22,9	 2,57

Difference between groups is not statistically significant.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# THREE MOST MEMORABLE EXPERIENCES



Q.136. What were the three most memorable experiences of your visit to Iceland? - First mentioned

	Count	%		Count	%
Northern Lights/Aurora Borealis	262	14,5	Natural geothermal pools of lake Myvatn	7	0,4
Nature/Landscape	205	11,4	Swimming pools	6	0,3
Blue Lagoon	171	9,5	Tourist service/Airport	6	0,3
People/Hospitality	92	5,1	National parks	6	0,3
Golden Circle	85	4,7	Skaftafell	5	0,3
Glacier lagoons/Icebergs	70	3,9	Culture/History	5	0,3
Waterfalls	65	3,6	Vestmannaeyjar	5	0,3
Geyzers	63	3,5	Accomodation/Lodging/Hotel	5	0,3
Hiking/Trekking	50	2,8	West Iceland	5	0,3
Reykjavík	44	2,4	Puffins	4	0,2
Gullfoss/Golden waterfall	43	2,4	East Iceland/East-fjords	4	0,2
Natural geothermal pools/Spas	36	2,0	Mountains	4	0,2
Tours (by coach, car or 4x4)	33	1,8	Vatnajökull Glacier	4	0,2
Weather/Climate	32	1,8	Camping	4	0,2
Caving tour	31	1,7	Prices/Expenses	4	0,2
Hot springs/Geothermal heat	30	1,7	Rurality/Solitude	4	0,2
Horses/Horseback-riding	29	1,6	Lake Myvatn	3	0,2
Glaciers	28	1,6	Dettifoss/Asbyrgi/Jokulsargljufur	3	0,2
Food/Restaurants	27	1,5	Harpan	3	0,2
South Iceland/South coast	21	1,2	Stores/Merchandise/Fashion	3	0,2
Thingvellir	20	1,1	Roads	3	0,2
Snorkeling/Diving tour	20	1,1	Churches	3	0,2
Travel all over	17	0,9	Airplane tours/Sightseeing flights	3	0,2
Whales/Whalewatching	16	0,9	Dog sledding	3	0,2
Snaefells-glacier/Snaefellsnes-peninsula	13	0,7	The tour guide	3	0,2
Glacier- and snowmobil tours	12	0,7	Eyjafjallajökull-glacier/ Fimmvorduhals-hike	2	0,1
The West fjords	12	0,7	North Iceland	2	0,1
Vik/Dyrholaey/Coast	11	0,6	Cycling/Bicycle-rides	2	0,1
Black sands/Black beaches	11	0,6	Hveragerði	2	0,1
Special events (e.g. concerts, feasts)	10	0,6	Visit local farms	2	0,1
Museums/Exhibitions	8	0,4	Landmannalaugar	1	0,1
Sunset/Sunrise/Daylight/Bright nights	8	0,4	Other	75	4,2
Clean air/Purity of the country	8	0,4	Number of responses	1804	100,0
Akureyri	8	0,4	Number of respondents	1804	93,0
New year's eve/Fireworks	8	0,4	Did not answer	127	6,5
Volcanos/Volcanic landscape	7	0,4	Total	1940	100,0
Relaxed/Stillness/Peace and quiet	7	0,4			

# THREE MOST MEMORABLE EXPERIENCES



Q.136. What were the three most memorable experiences of your visit to Iceland? - First mentioned

	Number of answers	Northern Lights/ Aurora Borealis	Nature/ Landscape	Blue Lagoon	People/ Hospitality	Golden Circle	Other
	Count	%	%	%	%	%	%
<b>Total</b>	1804	14,5	11,4	9,5	5,1	4,7	54,8
<b>Gender</b>							
Male	602	13,1	13,5	8,5	5,8	3,5	55,6
Female	1199	15,2	10,3	10,0	4,8	5,3	54,5
<b>Age*</b>							
24 years and younger	299	15,7	8,4	8,4	5,0	4,0	<b>58,5</b>
25-34 years	624	14,1	11,5	9,0	3,8	3,7	57,9
35-44 years	330	14,5	10,9	11,2	4,5	5,2	53,6
45-54 years	251	15,9	12,4	13,5	5,6	4,4	<b>48,2</b>
55 years and older	276	13,4	13,8	6,5	8,7	7,2	50,4
<b>What is your profession?</b>							
Managerial	210	11,9	11,9	10,5	5,7	4,8	55,2
Professionals (dr./lawyer/account. etc.)	402	15,2	12,2	7,7	5,7	4,0	55,2
Other professionals	294	16,7	10,9	11,9	5,1	3,4	52,0
Teacher/Medical care	189	16,9	7,9	12,2	3,7	6,3	52,9
Clerical/Service	89	13,5	12,4	15,7	<b>3,4</b>	3,4	51,7
Vocational/Technical	55	12,7	10,9	<b>3,6</b>	3,6	1,8	<b>67,3</b>
Unskilled	9	<b>22,2</b>	<b>0,0</b>	<b>22,2</b>	11,1	0,0	<b>44,4</b>
Student	249	12,9	11,2	6,4	4,0	5,6	59,8
Retired/Homemaker	111	11,7	12,6	10,8	6,3	8,1	50,5
Artist/Musician/Actor etc.	18	<b>5,6</b>	11,1	11,1	<b>22,2</b>	0,0	50,0
Other	157	15,9	<b>12,7</b>	7,0	5,1	6,4	52,9
<b>Household income</b>							
High	709	13,1	11,0	9,6	5,5	4,9	55,9
Average	748	16,0	11,2	11,0	4,4	4,8	52,5
Low	281	14,9	12,5	5,3	5,0	3,6	58,7
<b>Market area*</b>							
North America	847	15,3	<b>7,0</b>	8,6	5,8	4,0	<b>59,3</b>
Britain	356	14,6	11,2	<b>16,0</b>	4,2	6,2	47,8
Central/Southern Europe	310	13,9	19,0	<b>5,8</b>	5,2	3,2	52,9
Scandinavia	108	<b>1,9</b>	<b>19,4</b>	8,3	5,6	6,5	58,3
Asia	91	18,7	16,5	6,6	2,2	6,6	49,5
Other	88	<b>19,3</b>	12,5	9,1	4,5	6,8	<b>47,7</b>
<b>Educational level</b>							
Finished high school or less	150	14,7	14,0	9,3	6,7	4,7	50,7
Bachelor's degree or equivalent	1052	15,0	10,0	9,8	5,0	4,5	55,7
Master's/Ph.D. or equivalent	573	13,8	12,6	9,1	4,9	5,2	54,5

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

# THREE MOST MEMORABLE EXPERIENCES



Q.136. What were the three most memorable experiences of your visit to Iceland? - First mentioned

	Number of answers	Northern Lights/ Aurora Borealis	Nature/ Landscape	Blue Lagoon	People/ Hospitality	Golden Circle	Other
	Count	%	%	%	%	%	%
<b>Total</b>	1804	14,5	11,4	9,5	5,1	4,7	54,8
<b>Nationality*</b>							
American	647	17,2	6,3	8,0	5,9	3,9	58,7
British	307	15,6	11,1	14,7	3,9	6,8	47,9
Canadian	192	8,9	9,9	9,9	5,7	4,7	60,9
German	69	11,6	23,2	0,0	2,9	0,0	62,3
Chinese	50	10,0	14,0	16,0	2,0	4,0	54,0
French	44	13,6	18,2	4,5	0,0	6,8	56,8
Spanish	34	11,8	26,5	0,0	0,0	0,0	61,8
Danish	30	0,0	16,7	10,0	3,3	10,0	60,0
Swedish	27	0,0	29,6	14,8	0,0	11,1	44,4
Swiss	25	16,0	24,0	4,0	16,0	0,0	40,0
Norwegian	21	0,0	14,3	0,0	19,0	0,0	66,7
Dutch	20	10,0	15,0	15,0	0,0	10,0	50,0
Italian	16	18,8	12,5	6,3	6,3	6,3	50,0
Austrian	8	0,0	25,0	0,0	12,5	0,0	62,5
Other	314	17,2	13,4	10,5	5,4	5,1	48,4
<b>Type of trip*</b>							
Package tour	321	19,6	9,3	16,2	5,0	4,4	45,5
Individually-arranged tour	1282	13,5	11,5	8,3	5,2	4,7	56,8
Business-arranged tour	32	6,3	18,8	3,1	6,3	6,3	59,4
<b>Purpose of visit*</b>							
Vacation/holiday	1631	15,3	11,1	9,7	4,9	5,0	54,0
Visiting friends/relatives	91	7,7	12,1	2,2	7,7	3,3	67,0
Event in Iceland (leisure related)	81	14,8	8,6	2,5	4,9	1,2	67,9
Education and training	54	5,6	11,1	9,3	9,3	3,7	61,1
Business/small meeting	40	7,5	12,5	7,5	15,0	2,5	55,0
Conference/large meeting	29	3,4	17,2	6,9	10,3	3,4	58,6
Other	24	0,0	12,5	4,2	20,8	0,0	62,5

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# THREE MOST MEMORABLE EXPERIENCES



Q.136. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

	Count respondents	% respondents	% responses		Count respondents	% respondents	% responses
Northern Lights/Aurora Borealis	506	28,0	9,6	Glacier- and snowmobil tours	30	1,7	0,6
Nature/Landscape	435	24,1	8,3	Nightlife/Bars	29	1,6	0,6
Blue Lagoon	433	24,0	8,2	Sunset/Sunrise/Daylight/ Bright nights	29	1,6	0,6
People/Hospitality	314	17,4	6,0	Swimming pools	28	1,6	0,5
Waterfalls	229	12,7	4,4	Prices/Expenses	27	1,5	0,5
Reykjavík	222	12,3	4,2	Relaxed/Stillness/Peace and quiet	25	1,4	0,5
Food/Restaurants	212	11,7	4,0	Accomodation/Lodging/ Hotel	24	1,3	0,5
Golden Circle	212	11,7	4,0	Lake Myvatn	23	1,3	0,4
Geysers	188	10,4	3,6	The West fjords	22	1,2	0,4
Glacier lagoons/Icebergs	148	8,2	2,8	Churches	22	1,2	0,4
Gullfoss/Golden waterfall	148	8,2	2,8	Clean air/Purity of the country	21	1,2	0,4
Natural geothermal pools/Spas	142	7,9	2,7	Mountains	20	1,1	0,4
Hiking/Trekking	137	7,6	2,6	New year´s eve/Fireworks	20	1,1	0,4
Horses/Horseback-riding	109	6,0	2,1	Fauna/Flora	19	1,1	0,4
Weather/Climate	109	6,0	2,1	Akureyri	19	1,1	0,4
Tours (by coach, car or 4x4)	92	5,1	1,7	Natural geothermal pools of lake Myvatn	19	1,1	0,4
Hot springs/Geothermal heat	85	4,7	1,6	Skaftafell	16	0,9	0,3
Glaciers	72	4,0	1,4	Harpan	15	0,8	0,3
South Iceland/South coast	70	3,9	1,3	Tourist service/Airport	15	0,8	0,3
Thingvellir	67	3,7	1,3	West Iceland	14	0,8	0,3
Caving tour	67	3,7	1,3	Puffins	13	0,7	0,2
Travel all over	64	3,5	1,2	Rurality/Solitude	13	0,7	0,2
Black sands/Black beaches	53	2,9	1,0	National parks	12	0,7	0,2
Whales/Whalewatching	49	2,7	0,9	Vestmannaeyjar	11	0,6	0,2
Snaefells-glacier/Snaefellsnes- peninsula	41	2,3	0,8	Camping	11	0,6	0,2
Snorkeling/Diving tour	41	2,3	0,8	Dettifoss/Asbyrgi/Jokulsar gljufur	10	0,6	0,2
Museums/Exhibitions	39	2,2	0,7	East Iceland/East-fjords	10	0,6	0,2
Culture/History	38	2,1	0,7	Other	283	15,7	5,4
Volcanos/Volcanic landscape	37	2,0	0,7	Number of responses	5264	279,7	100,0
Vik/Dyrholaey/Coast	35	1,9	0,7	Number of respondents	1805	93,0	
Special events (e.g. concerts, feasts)	35	1,9	0,7	Did not answer	135	7,0	
Stores/Merchandise/Fashion	35	1,9	0,7	Total	1940	100	

# THREE MOST MEMORABLE EXPERIENCES



Q.136. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

		Northern Lights/ Aurora Borealis	Nature/ Landscape	Blue Lagoon	People/ Hospitality	Waterfalls	Other
	Count	%	%	%	%	%	%
<b>Allir</b>							
Gender							
Male	602	25,2	27,1	20,3	18,8	13,3	92,9
Female	1200	29,4	22,6	25,8	16,8	12,3	96,2
Age							
24 years and younger	299	30,1	21,7	25,4	<b>13,7</b>	17,4	95,7
25-34 years	625	29,0	<b>21,4</b>	21,8	16,2	11,4	95,0
35-44 years	330	27,0	23,9	<b>31,5</b>	14,2	12,1	95,5
45-54 years	251	29,5	25,1	26,3	22,3	11,2	94,8
55 years and older	276	25,0	<b>32,2</b>	<b>17,0</b>	<b>23,9</b>	11,6	94,2
What is your profession?							
Managerial	210	26,2	25,2	24,8	21,0	13,8	94,8
Professionals (dr./lawyer/account. etc.)	403	27,8	28,5	22,6	19,6	12,2	94,0
Other professionals	294	31,0	23,1	26,9	17,3	10,5	94,9
Teacher/Medical care	189	33,9	16,4	<b>31,2</b>	14,3	16,4	96,3
Clerical/Service	89	28,1	23,6	25,8	<b>11,2</b>	15,7	96,6
Vocational/Technical	55	27,3	25,5	18,2	14,5	3,6	98,2
Unskilled	9	<b>55,6</b>	<b>11,1</b>	22,2	22,2	<b>44,4</b>	88,9
Student	249	24,9	22,9	24,1	13,3	13,3	95,6
Retired/Homemaker	111	21,6	<b>30,6</b>	19,8	20,7	12,6	92,8
Artist/Musician/Actor etc.	18	<b>16,7</b>	16,7	<b>16,7</b>	<b>33,3</b>	<b>0,0</b>	94,4
Other	157	28,0	19,7	19,7	18,5	12,7	96,2
Household income							
High	709	28,1	23,8	23,4	17,9	12,0	94,8
Average	749	29,5	22,8	<b>27,9</b>	16,8	14,3	95,1
Low	281	27,0	27,8	<b>16,7</b>	16,7	9,6	96,1
Market area							
North America	847	28,7	<b>18,2</b>	23,8	16,2	13,7	95,0
Britain	356	28,9	24,4	<b>32,9</b>	17,7	10,4	94,4
Central/Southern Europe	310	25,8	32,3	<b>15,5</b>	16,1	14,8	96,1
Scandinavia	109	<b>7,3</b>	<b>35,8</b>	22,9	22,0	6,4	93,6
Asia	91	<b>41,8</b>	35,2	28,6	24,2	15,4	92,3
Other	88	35,2	25,0	17,0	20,5	10,2	98,9
Educational level							
Finished high school or less	150	26,7	23,3	19,3	20,0	18,0	93,3
Bachelor's degree or equivalent	1053	28,4	23,6	23,9	17,3	13,4	95,6
Master's/Ph.D. or equivalent	573	27,7	24,6	25,3	16,9	9,6	94,8

When respondents can choose more than one answer, significance between groups is not calculated.

# THREE MOST MEMORABLE EXPERIENCES



Q. 136. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

	Count	%	%	%	%	%	%
<b>Allir</b>							
<b>Nationality</b>							
American	647	32,0	<b>18,2</b>	24,1	16,2	12,8	94,9
British	307	<b>32,2</b>	23,8	30,6	18,2	11,7	94,1
Canadian	192	18,2	18,8	25,0	15,1	15,1	95,8
German	69	18,8	42,0	<b>1,4</b>	20,3	17,4	98,6
Chinese	50	32,0	26,0	<b>32,0</b>	26,0	10,0	92,0
French	44	20,5	22,7	15,9	<b>4,5</b>	18,2	95,5
Spanish	34	23,5	41,2	5,9	14,7	<b>26,5</b>	97,1
Danish	30	6,7	30,0	26,7	16,7	10,0	100,0
Swedish	28	<b>3,6</b>	46,4	28,6	17,9	7,1	92,9
Swiss	25	24,0	44,0	8,0	24,0	8,0	92,0
Norwegian	21	4,8	23,8	14,3	<b>38,1</b>	<b>0,0</b>	95,2
Dutch	20	20,0	20,0	30,0	10,0	10,0	95,0
Italian	16	25,0	18,8	18,8	12,5	12,5	93,8
Austrian	8	25,0	<b>62,5</b>	12,5	37,5	12,5	100,0
Other	314	31,5	29,3	24,8	18,8	11,1	95,2
<b>Type of trip*</b>							
Package tour	321	<b>34,9</b>	<b>23,4</b>	<b>31,8</b>	16,2	12,1	94,1
Individually-arranged tour	1282	26,6	24,0	23,3	17,2	11,9	95,2
Business-arranged tour	32	<b>9,4</b>	<b>37,5</b>	<b>15,6</b>	9,4	15,6	96,9
<b>Purpose of visit*</b>							
Vacation/holiday	1631	29,2	23,5	<b>25,0</b>	17,2	12,9	95,0
Visiting friends/relatives	91	14,3	27,5	<b>9,9</b>	24,2	5,5	96,7
Event in Iceland (leisure related)	81	<b>32,1</b>	23,5	18,5	18,5	4,9	95,1
Education and training	54	13,0	25,9	14,8	20,4	13,0	<b>98,1</b>
Business/small meeting	40	12,5	<b>35,0</b>	10,0	27,5	10,0	97,5
Conference/large meeting	29	<b>10,3</b>	<b>20,7</b>	17,2	<b>13,8</b>	13,8	93,1
Other	24	25,0	25,0	16,7	<b>29,2</b>	12,5	<b>87,5</b>

When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



**Q.137. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - First mentioned**

	Count	%		Count	%
Road signs	80	7,7	Information on entertainment/events	5	0,5
Public transportation	73	7,0	Camping	4	0,4
Other expences	67	6,5	Tax free and costumes	4	0,4
Public restrooms	67	6,5	Learn basic Icelandic words	4	0,4
Road conditions	57	5,5	Other information	3	0,3
Mass tourism	41	4,0	Rental car prices	3	0,3
Food expences	40	3,9	Service and amenity of accommodation staff	3	0,3
Everything is alright	39	3,8	Stores/Trade/Merchandise	3	0,3
Entertainment/Museums/Exhibitions	35	3,4	Ticket-prices for flights/ferries	3	0,3
Conservation of Nature	35	3,4	Variety of flights	3	0,3
Services and variety of food/restaurants	21	2,0	Number of Gas-stations	3	0,3
Availability of information	20	1,9	Better websites	3	0,3
Airport	19	1,8	Garbage disposal	3	0,3
Clean ice of sideways	17	1,6	Centralized/internet information services	2	0,2
Airport transportation	15	1,4	Weather/Climate/Weather information	2	0,2
Enviroment/Green energy	14	1,4	Facilities for cyclists	2	0,2
Cost of entertainment/tours	13	1,3	Access to Wi-Fi	2	0,2
Unpolite people/staff	12	1,2	Tourism services	1	0,1
Information in other languages	11	1,1	Quality of food/restaurants	1	0,1
Opening hours	11	1,1	Other	156	15,1
Accessibility/Simplicity	11	1,1	Number of responses	1036	100,0
Quality of accommodation	10	1,0	Number of respondents	1036	53,4
Bus transport	10	1,0	Did not answer	904	46,6
Northern Light tours	10	1,0	Total	1940	100,0
Car rental problems	10	1,0			
Icelandic currency	10	1,0			
Prices of accommodation	9	0,9			
Panoramic viewpoints/Rest area	9	0,9			
Variety of Accomodation	8	0,8			
Safety/Security	8	0,8			
Blue Lagoon	8	0,8			
Advertising	7	0,7			
Stop selling whale meat	7	0,7			
Quality/Service/Airline punctuality	6	0,6			
Marking and organisation of footpaths	6	0,6			
Maps	5	0,5			
Cost of transport	5	0,5			

# ROOM FOR IMPROVEMENT



Q.137. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? -  
First mentioned

	Number of answers	Road signs	Public transportation	Other expenses	Public restrooms	Road conditions	Other
	Count	%	%	%	%	%	%
<b>Total</b>	1036	7,7	7,0	6,5	6,5	5,5	66,8
<b>Gender</b>							
Male	344	7,8	5,8	7,0	5,5	8,1	65,7
Female	690	7,7	7,7	6,1	7,0	4,2	67,4
<b>Age*</b>							
24 years and younger	147	4,8	13,6	6,8	4,8	5,4	64,6
25-34 years	370	7,6	8,4	7,3	5,4	7,0	64,3
35-44 years	200	8,5	4,0	8,0	9,5	6,0	64,0
45-54 years	142	7,0	6,3	2,8	4,9	2,8	76,1
55 years and older	165	9,1	3,0	6,1	7,9	3,6	70,3
<b>What is your profession?*</b>							
Managerial	122	9,8	4,1	7,4	9,0	9,8	59,8
Professionals (dr./lawyer/account. etc.)	251	5,6	5,6	7,6	7,2	5,6	68,5
Other professionals	165	9,7	4,2	4,8	6,7	4,2	70,3
Teacher/Medical care	104	8,7	10,6	6,7	6,7	5,8	61,5
Clerical/Service	52	5,8	7,7	7,7	1,9	3,8	73,1
Vocational/Technical	34	14,7	5,9	11,8	8,8	2,9	55,9
Unskilled	<5						
Student	123	4,1	17,9	5,7	3,3	5,7	63,4
Retired/Homemaker	64	9,4	6,3	6,3	7,8	0,0	70,3
Artist/Musician/Actor etc.	12	0,0	0,0	0,0	8,3	8,3	83,3
Other	98	8,2	3,1	4,1	5,1	5,1	74,5
<b>Household income</b>							
High	429	8,9	6,1	6,1	7,5	4,9	66,7
Average	420	6,0	6,7	7,4	6,0	6,2	67,9
Low	158	10,1	9,5	5,7	3,8	4,4	66,5
<b>Market area*</b>							
North America	500	8,8	4,8	5,0	6,2	4,2	71,0
Britain	190	7,4	6,3	7,9	7,9	2,1	68,4
Central/Southern Europe	185	5,9	9,2	10,8	4,3	8,1	61,6
Scandinavia	51	7,8	5,9	9,8	5,9	11,8	58,8
Asia	50	2,0	18,0	0,0	14,0	14,0	52,0
Other	58	10,3	13,8	1,7	5,2	6,9	62,1
<b>Educational level</b>							
Finished high school or less	65	3,1	7,7	4,6	9,2	3,1	72,3
Bachelor's degree or equivalent	606	7,9	6,4	6,6	5,4	5,6	68,0
Master's/Ph.D. or equivalent	349	8,3	7,7	6,0	7,4	5,7	64,8

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).



Q.137. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? -  
First mentioned

	Number of answers	Road signs	Public transportation	Other expenses	Public restrooms	Road conditions	Other
	Count	%	%	%	%	%	%
<b>Total</b>	1036	7,7	7,0	6,5	6,5	5,5	66,8
<b>Nationality*</b>							
American	374	8,0	5,9	4,8	5,9	4,0	71,4
British	159	8,2	3,8	7,5	7,5	1,9	71,1
Canadian	122	9,8	3,3	4,9	6,6	4,9	70,5
German	44	2,3	6,8	6,8	6,8	11,4	65,9
Chinese	24	0,0	12,5	4,2	4,2	16,7	62,5
French	29	6,9	6,9	6,9	10,3	3,4	65,5
Spanish	22	4,5	4,5	22,7	4,5	22,7	40,9
Danish	11	9,1	0,0	0,0	18,2	18,2	54,5
Swedish	14	7,1	0,0	7,1	0,0	7,1	78,6
Swiss	16	6,3	12,5	0,0	6,3	0,0	75,0
Norwegian	7	14,3	0,0	0,0	14,3	0,0	71,4
Dutch	12	8,3	0,0	16,7	0,0	8,3	66,7
Italian	6	0,0	0,0	0,0	0,0	0,0	100,0
Austrian	5	0,0	0,0	40,0	0,0	0,0	60,0
Other	191	8,4	15,7	7,9	6,8	7,3	53,9
<b>Type of trip*</b>							
Package tour	192	7,3	5,2	6,3	6,8	2,1	72,4
Individually-arranged tour	794	7,2	7,4	6,8	6,4	6,3	65,9
Business-arranged tour	18	11,1	0,0	16,7	11,1	11,1	50,0
<b>Purpose of visit*</b>							
Vacation/holiday	959	7,8	7,2	6,2	6,6	5,6	66,6
Visiting friends/relatives	54	9,3	5,6	5,6	7,4	1,9	70,4
Event in Iceland (leisure related)	54	9,3	1,9	1,9	7,4	11,1	68,5
Education and training	28	7,1	10,7	10,7	7,1	0,0	64,3
Business/small meeting	20	15,0	0,0	10,0	5,0	10,0	60,0
Conference/large meeting	19	0,0	0,0	15,8	15,8	5,3	63,2
Other	16	6,3	6,3	6,3	6,3	0,0	75,0

\*Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ROOM FOR IMPROVEMENT



Q.137. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned

	Count respondents	% respondents	% responses		Count respondents	% respondents	% responses
Road signs	132	12,7	6,5	Quality of accommodation	19	1,8	0,9
Public restrooms	130	12,5	6,4	Accessibility/Simplicity	17	1,6	0,8
Other expences	124	12,0	6,1	Information on entertainment/events	16	1,5	0,8
Public transportation	110	10,6	5,4	Advertising	16	1,5	0,8
Road conditions	107	10,3	5,3	Stop selling whale meat	15	1,4	0,7
Food expences	85	8,2	4,2	Stores/Trade/Merchandise	14	1,4	0,7
Services and variety of food/restaurants	80	7,7	4,0	Tax free and costumes	12	1,2	0,6
Mass tourism	74	7,1	3,7	Number of Gas-stations	12	1,2	0,6
Entertainment/Museums/Exhibitions	72	6,9	3,6	Weather/Climate/Weather information	10	1,0	0,5
Conservation of Nature	66	6,4	3,3	Garbage disposal	9	0,9	0,4
Everything is alright	63	6,1	3,1	Marking and organisation of footpaths	9	0,9	0,4
Availability of information	49	4,7	2,4	Quality/Service/Airline punctuality	9	0,9	0,4
Clean ice of sideways	35	3,4	1,7	Better websites	8	0,8	0,4
Airport	35	3,4	1,7	Variety of flights	8	0,8	0,4
Airport transportation	32	3,1	1,6	Cost of transport	8	0,8	0,4
Opening hours	30	2,9	1,5	Learn basic Icelandic words	7	0,7	0,3
Northern Light tours	29	2,8	1,4	Information on accommodati	7	0,7	0,3
Information in other languages	29	2,8	1,4	Camping	7	0,7	0,3
Panoramic viewpoints/Rest area	27	2,6	1,3	Access to Wi-Fi	6	0,6	0,3
Car rental problems	26	2,5	1,3	Offers/Discounts	6	0,6	0,3
Enviroment/Green energy	24	2,3	1,2	Service and amenity of accommodation staff	6	0,6	0,3
Cost of entertainment/tours	23	2,2	1,1	Other	252	24,3	12,5
Bus transport	23	2,2	1,1	Number of responses	2021	168,2	100,0
Variety of Accomodation	22	2,1	1,1	Number of respondents	1037	53,5	
Safety/Security	21	2,0	1,0	Did not answer	903	46,5	
Maps	21	2,0	1,0	Total	1940	100	
Blue Lagoon	20	1,9	1,0				
Unpolite people/staff	20	1,9	1,0				
Prices of accommodation	20	1,9	1,0				
Icelandic currency	19	1,8	0,9				

# ROOM FOR IMPROVEMENT



Q. 137. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned

	Count	%	%	%	%	%	%
<b>Allir</b>							
Gender							
Male	344	13,7	11,0	14,5	8,7	13,4	84,3
Female	691	12,3	13,3	10,6	11,6	8,8	85,4
Age							
24 years and younger	147	9,5	11,6	15,0	<b>19,0</b>	8,8	84,4
25-34 years	371	13,2	10,5	13,2	12,1	14,0	84,4
35-44 years	200	11,0	17,0	12,0	8,0	10,0	80,5
45-54 years	142	14,1	9,2	7,0	7,7	4,2	89,4
55 years and older	165	13,9	15,2	11,5	<b>6,1</b>	7,3	89,1
What is your profession?							
Managerial	122	16,4	14,8	11,5	6,6	10,7	84,4
Professionals (dr./lawyer/account. etc.)	251	10,0	11,6	10,8	8,4	11,2	85,3
Other professionals	165	15,2	12,7	10,3	6,7	10,9	89,7
Teacher/Medical care	104	15,4	12,5	13,5	12,5	10,6	82,7
Clerical/Service	52	9,6	<b>5,8</b>	9,6	11,5	5,8	86,5
Vocational/Technical	34	<b>20,6</b>	<b>23,5</b>	14,7	17,6	14,7	<b>73,5</b>
Unskilled	<5						
Student	124	<b>6,5</b>	8,9	16,9	<b>24,2</b>	8,9	81,5
Retired/Homemaker	64	12,5	17,2	15,6	10,9	<b>4,7</b>	85,9
Artist/Musician/Actor etc.	12	8,3	8,3	16,7	8,3	<b>16,7</b>	<b>91,7</b>
Other	98	14,3	14,3	7,1	<b>6,1</b>	10,2	84,7
Household income							
High	430	14,0	14,2	11,6	9,1	10,2	85,3
Average	420	11,4	10,7	13,1	9,5	10,2	84,3
Low	158	14,6	11,4	10,1	16,5	9,5	87,3
Market area							
North America	500	15,2	12,2	8,6	<b>6,4</b>	8,4	87,6
Britain	190	12,6	13,2	12,6	10,5	<b>6,8</b>	<b>88,4</b>
Central/Southern Europe	186	8,1	12,4	<b>18,8</b>	15,1	14,5	76,9
Scandinavia	51	11,8	9,8	15,7	7,8	11,8	86,3
Asia	50	6,0	18,0	<b>8,0</b>	24,0	<b>22,0</b>	<b>76,0</b>
Other	58	13,8	12,1	15,5	<b>24,1</b>	13,8	84,5
Educational level							
Finished high school or less	65	10,8	12,3	6,2	9,2	13,8	86,2
Bachelor's degree or equivalent	607	13,3	11,5	12,9	10,5	10,2	86,7
Master's/Ph.D. or equivalent	349	12,3	13,5	10,6	10,6	10,0	81,9

When respondents can choose more than one answer, significance between groups is not calculated.

# ROOM FOR IMPROVEMENT



Q. 137. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned

	Count	Road signs	Public restrooms	Other expences	Public transportation	Road conditions	Annað
		%	%	%	%	%	%
<b>Allir</b>							
<b>Nationality</b>							
American	374	15,0	12,3	8,3	7,0	7,5	88,0
British	159	14,5	12,6	13,2	6,9	6,9	88,1
Canadian	122	14,8	10,7	9,0	5,7	10,7	86,9
German	45	4,4	15,6	8,9	13,3	15,6	73,3
Chinese	24	<b>0,0</b>	4,2	16,7	<b>25,0</b>	16,7	83,3
French	29	6,9	10,3	13,8	6,9	13,8	86,2
Spanish	22	4,5	18,2	27,3	13,6	<b>31,8</b>	<b>68,2</b>
Danish	11	9,1	27,3	<b>0,0</b>	<b>0,0</b>	18,2	81,8
Swedish	14	14,3	<b>0,0</b>	7,1	7,1	7,1	<b>100,0</b>
Swiss	16	12,5	6,3	<b>0,0</b>	18,8	6,3	81,3
Norwegian	7	14,3	14,3	14,3	14,3	<b>0,0</b>	<b>100,0</b>
Dutch	12	<b>25,0</b>	16,7	<b>41,7</b>	<b>0,0</b>	8,3	91,7
Italian	6	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>100,0</b>
Austrian	5	<b>0,0</b>	<b>40,0</b>	40,0	<b>0,0</b>	20,0	<b>100,0</b>
Other	191	11,0	14,1	17,8	23,0	14,1	77,5
<b>Type of trip*</b>							
Package tour	192	10,4	14,1	<b>10,9</b>	7,8	<b>4,7</b>	<b>88,5</b>
Individually-arranged tour	795	12,7	12,2	11,9	<b>11,4</b>	11,6	84,2
Business-arranged tour	18	11,1	11,1	<b>27,8</b>	<b>0,0</b>	<b>16,7</b>	<b>72,2</b>
<b>Purpose of visit*</b>							
Vacation/holiday	960	12,9	12,8	12,0	10,8	10,5	85,2
Visiting friends/relatives	55	14,5	14,5	10,9	<b>16,4</b>	7,3	89,1
Event in Iceland (leisure related)	55	12,7	10,9	<b>7,3</b>	3,6	<b>18,2</b>	83,6
Education and training	28	14,3	17,9	10,7	10,7	<b>3,6</b>	82,1
Business/small meeting	20	15,0	<b>10,0</b>	15,0	10,0	15,0	80,0
Conference/large meeting	19	5,3	<b>21,1</b>	<b>21,1</b>	<b>0,0</b>	5,3	84,2
Other	16	12,5	12,5	12,5	12,5	12,5	87,5

When respondents can choose more than one answer, significance between groups is not calculated.

\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.