



FERÐAMÁLASTOFA - ICELANDIC TOURIST BOARD
INTERNATIONAL VISITORS IN ICELAND

WINTER 2013/2014

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GOALS AND PROCEDURE

This survey was conducted by Maskina for the Icelandic Tourist Board. The respondents are tourists in Iceland in the months of September 2013 through May 2014 and the survey is about their experience in Iceland.

This is the first time Maskina is responsible for the survey.

Interviewers from Maskina collected e-mail addresses from tourists at the International airport in Keflavik. They collected between 300-600 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 4.502 e-mail addresses were collected, of them 2.336 people finished the survey - see in detail below.

Sample and responses

Original sample:	4502
Invalid e-mails:	315
Final sample:	4187
Did not respond:	1850
Number of respondents:	2336
Response rate:	55,8%

Please contact the Icelandic tourist board before public reporting.

Reykjavík, 11th of September 2014.

With best regards and our appreciation for this collaboration

Þóra Ásgeirs dóttir

Þorlákur Karlsson

Ásmundur Pálsson

Helga Lára Haarde

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 2013-2014

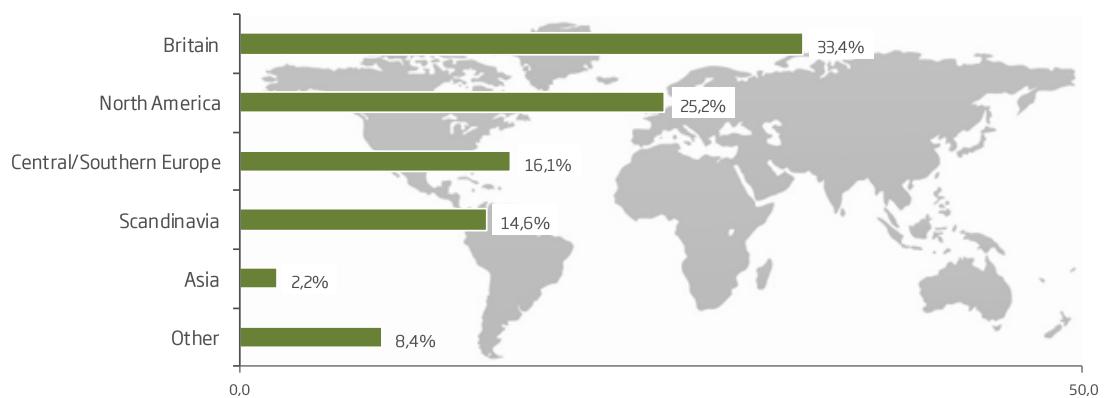


Average age: 41 years

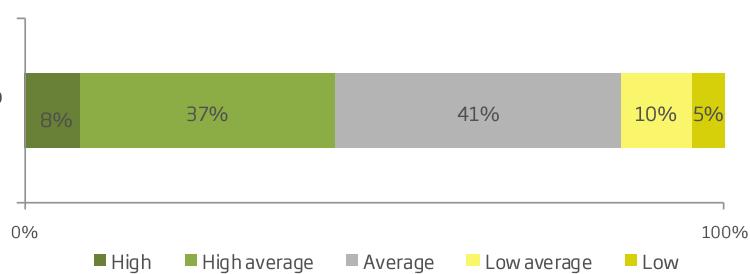
NATIONALITY



Market area



Level of total household income compared to general population in country

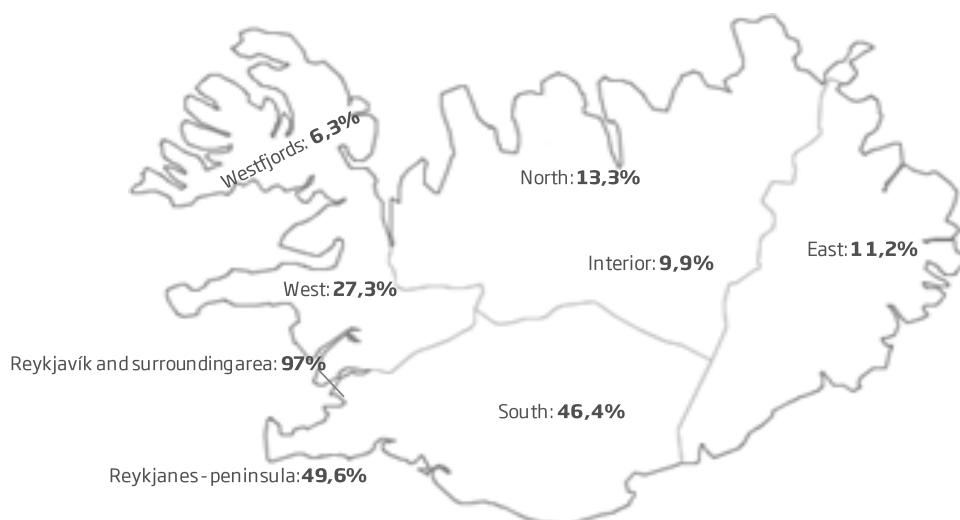


MAIN CONCLUSIONS

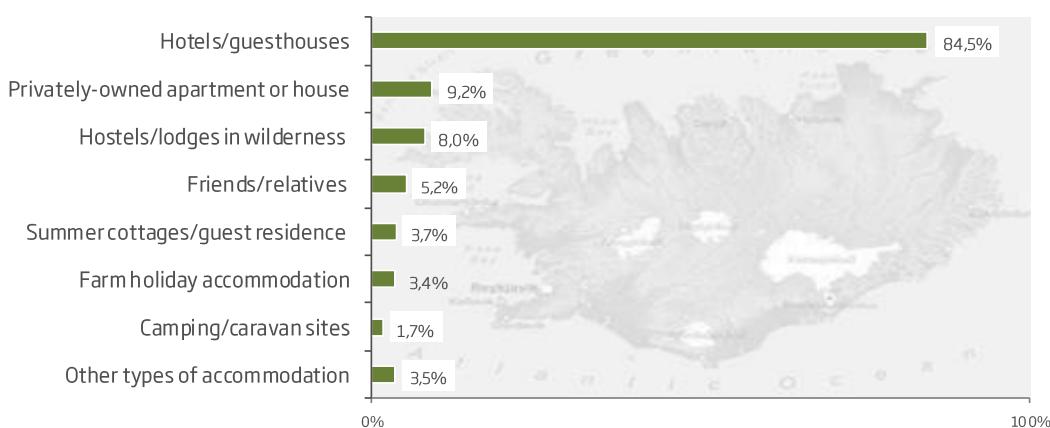


Tourists in Iceland 2013-2014

Regions in Iceland visited by tourists



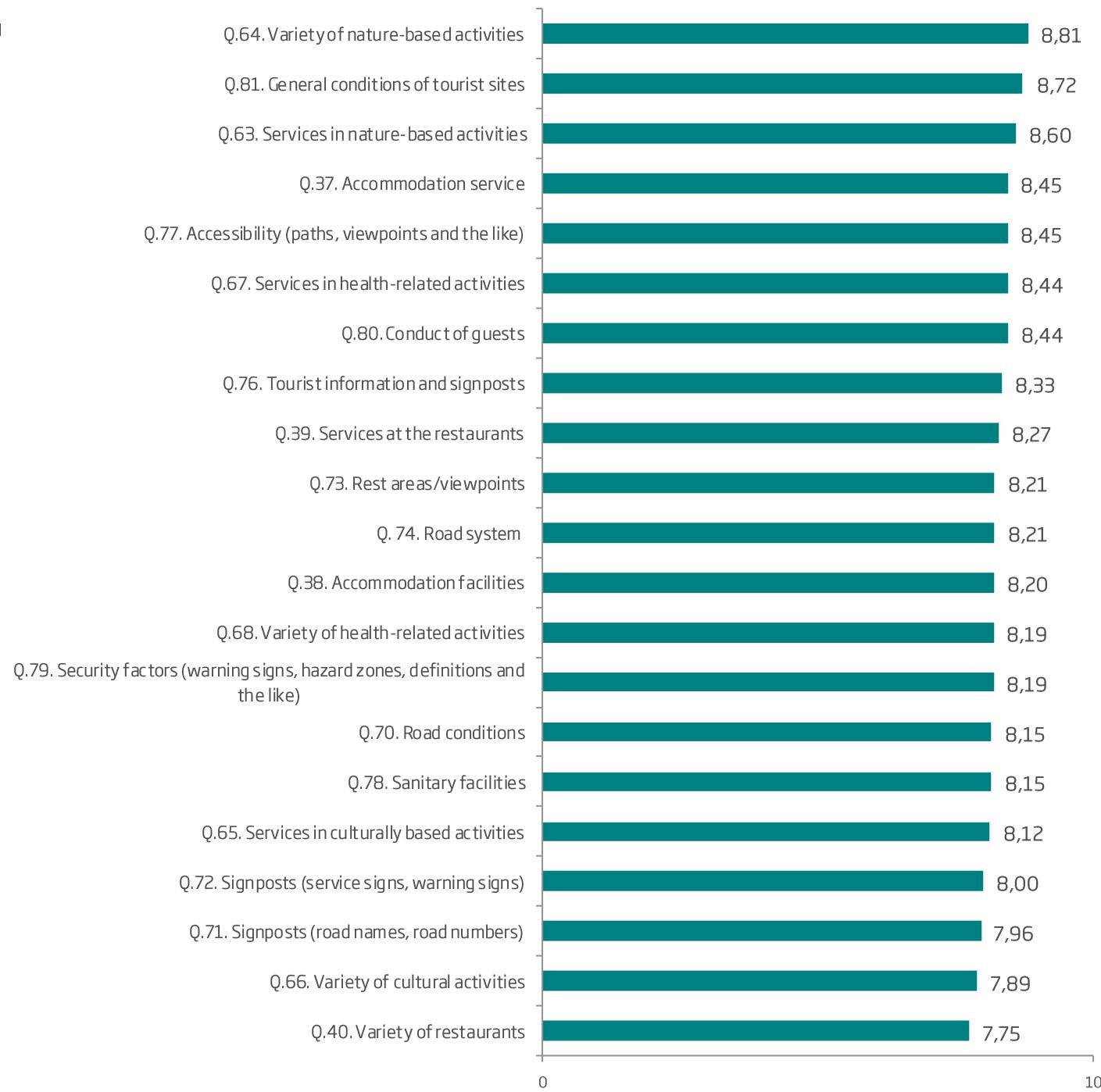
Accommodation during stay in Iceland



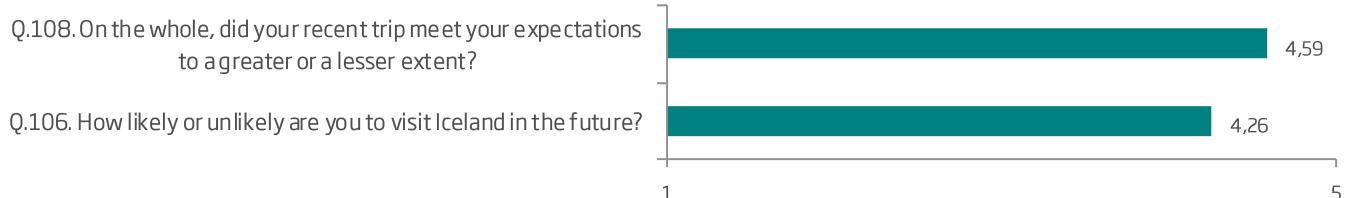
MAIN CONCLUSIONS



Questions on a scale of 0-10



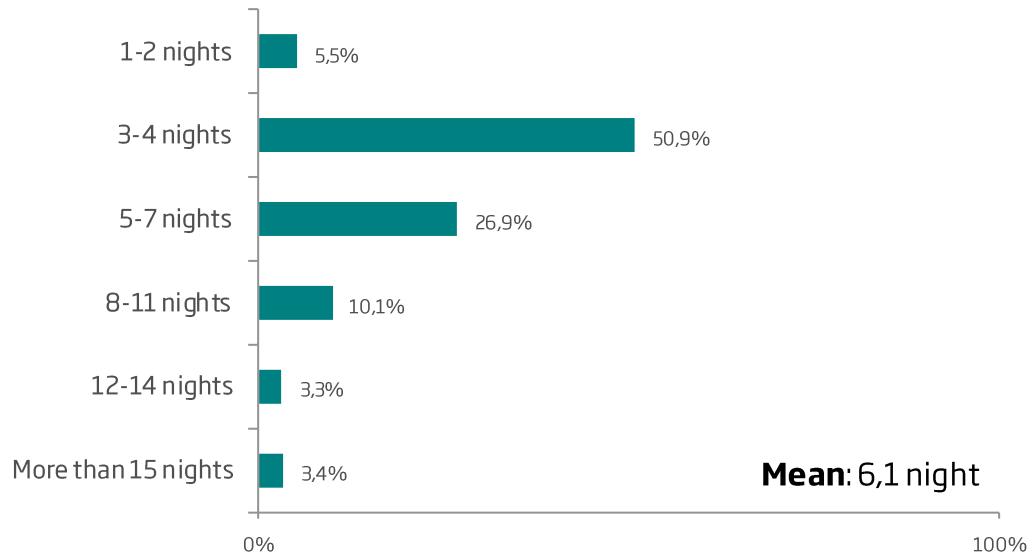
Questions on a the scale of 1-5



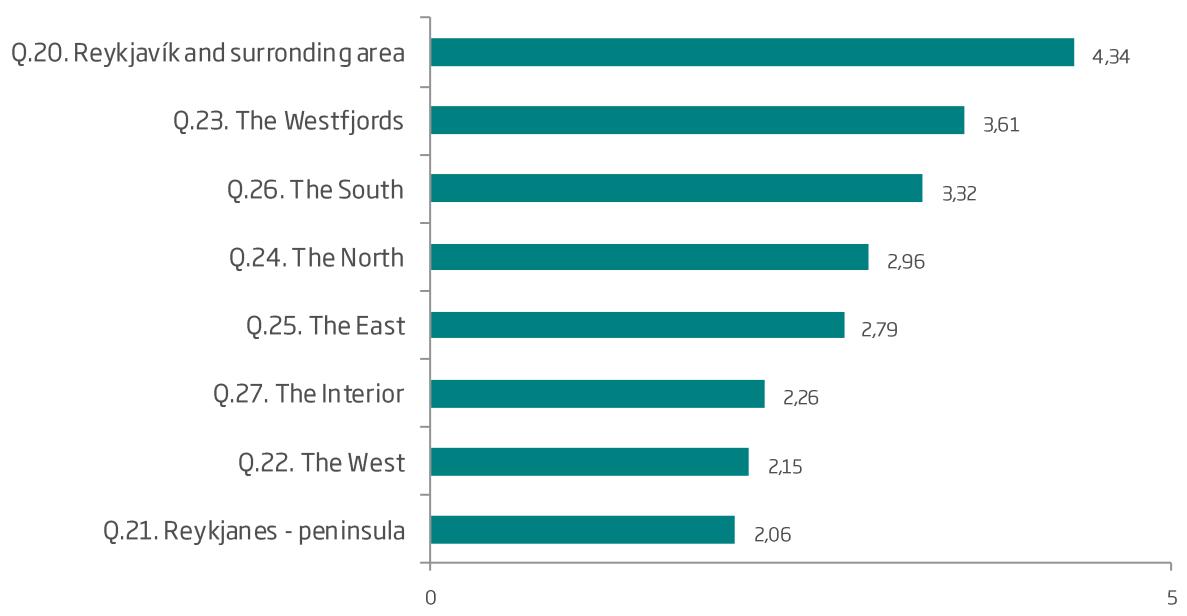
MAIN CONCLUSIONS



Total length of stay in Iceland



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

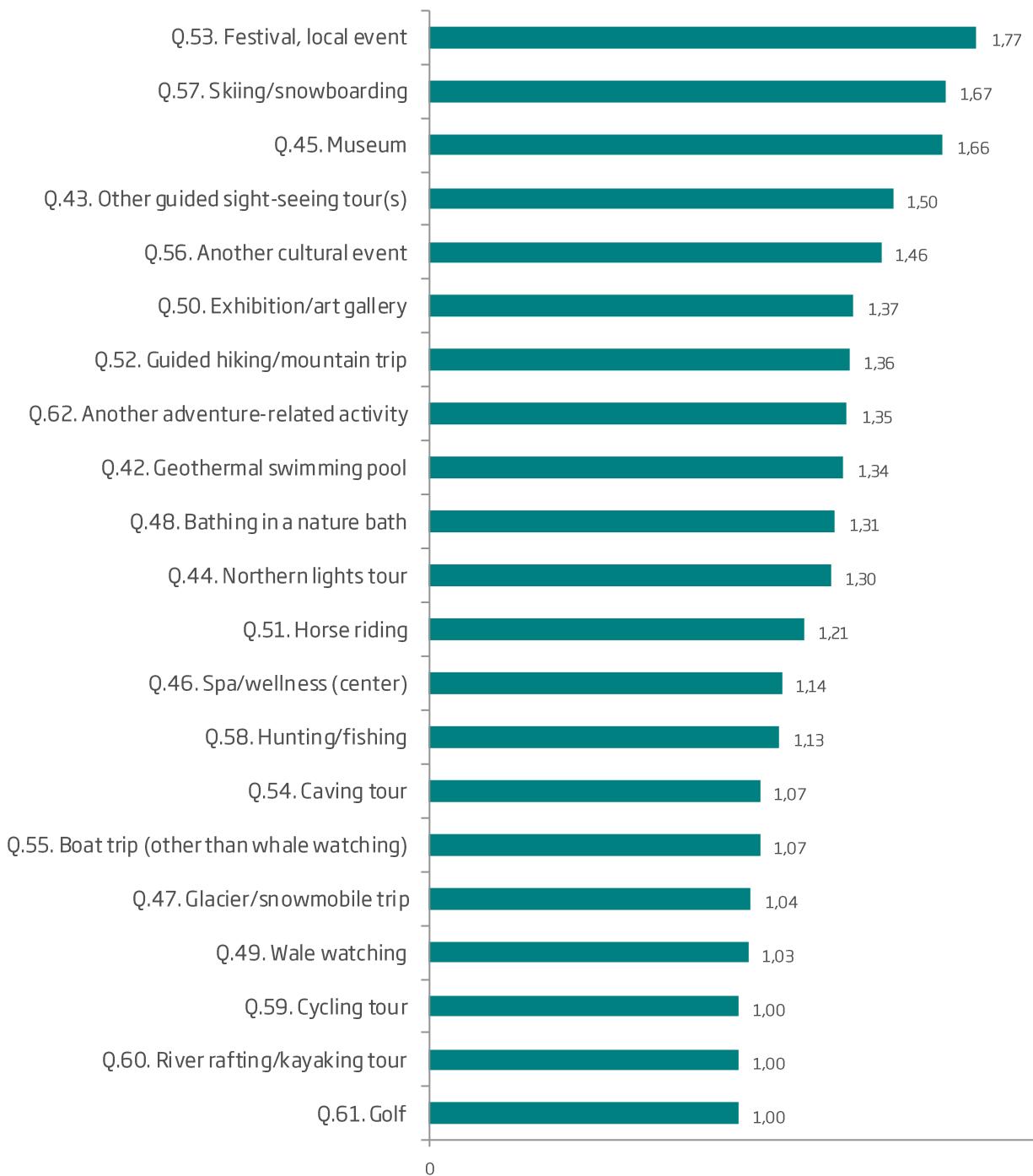


*Only those who stayed overnight in these parts of Iceland.

MAIN CONCLUSIONS



Number of times in the following paid activities*

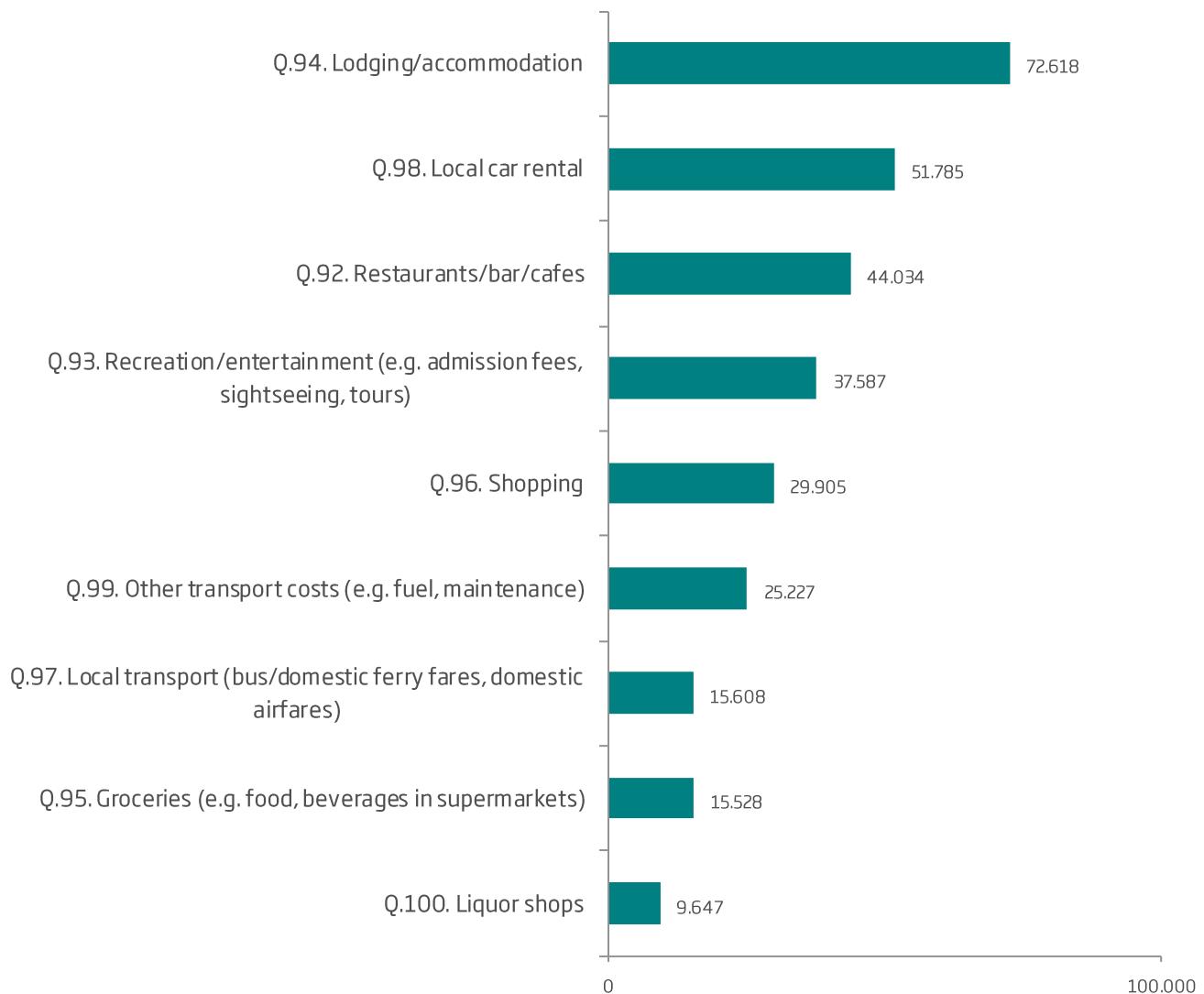


*Only those who took part in any of these activites.

MAIN CONCLUSIONS



Average money spent on the following (ISK)*

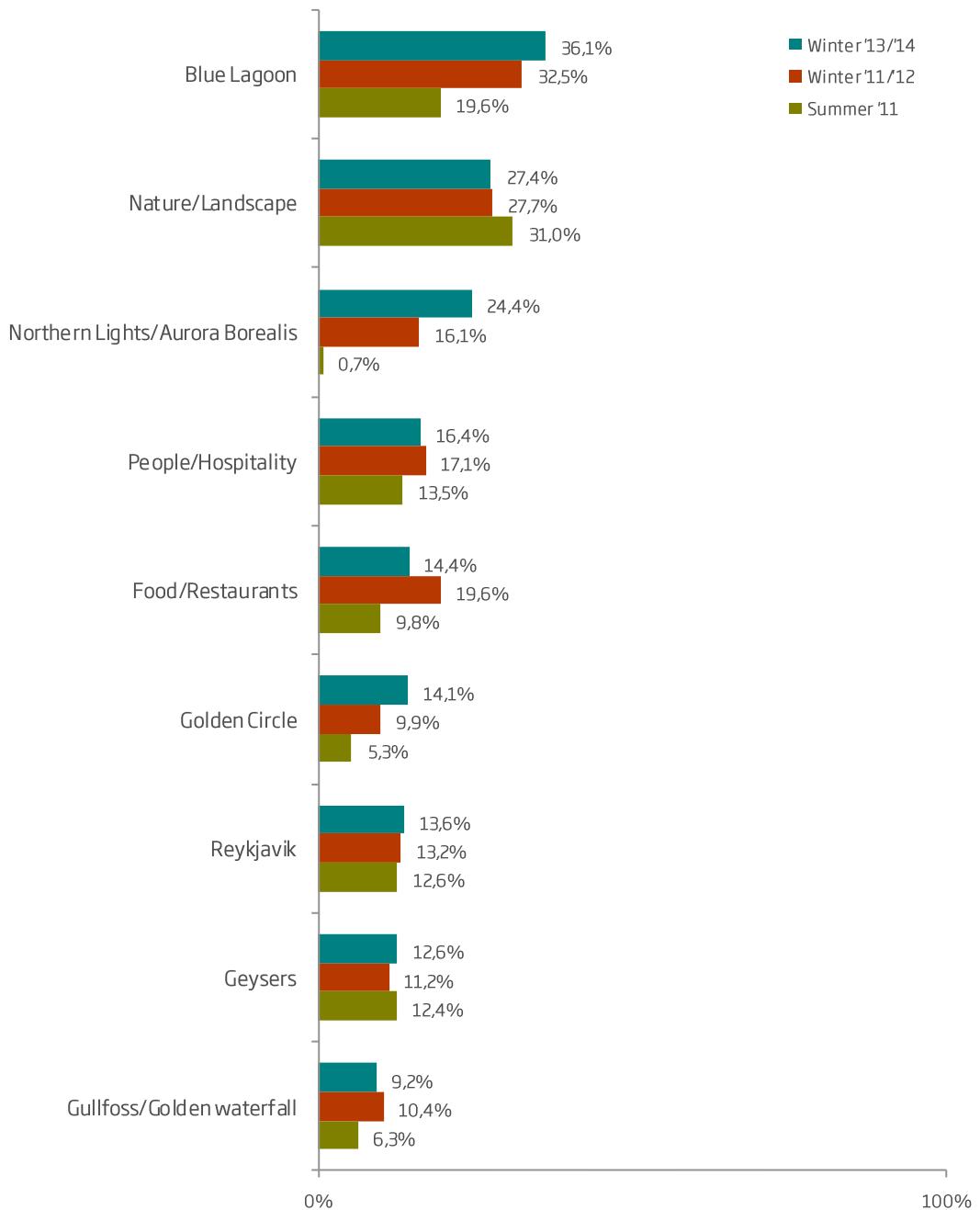


*Only those who spent money on these things.

MAIN CONCLUSIONS

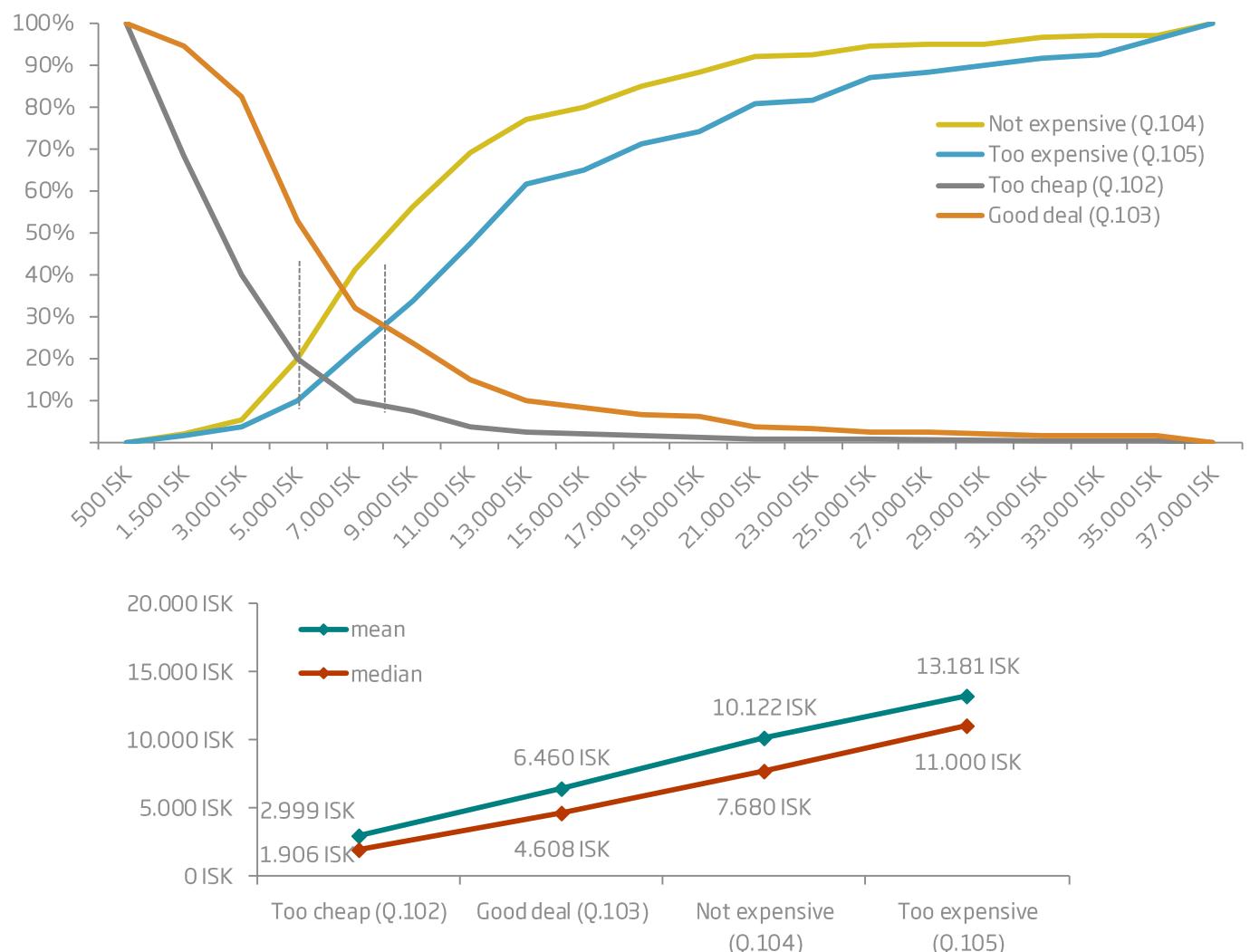


What were the three most memorable experiences of your visit to Iceland?





NATURE CONSERVATION CARD



Four questions were asked regarding the amount of money people would pay for "Nature conservation card" (Q102-Q105). They asked what amount would be too cheap, would be a good deal, not expensive and too expensive. The cumulative frequency for each question is plotted in the upper graph above according to a method called *Price Sensitivity Meter* that was developed by the Dutch economist Peter Van Westendorp. The vertical dotted lines delimit the range of the recommended price of the Nature conservation card according to this method, or 5,000 ISK and 8,000 ISK.

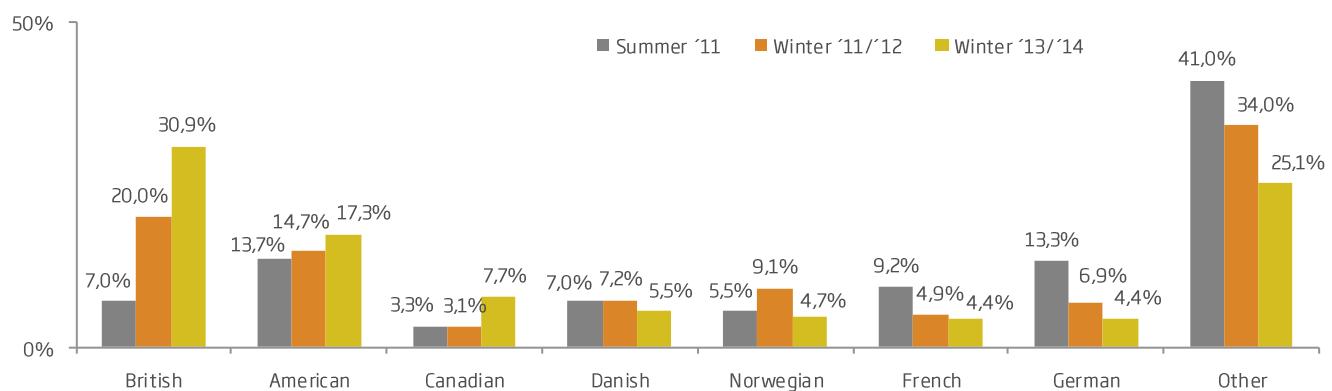
At the lower limit the "not expensive" line crosses the "too cheap" line and is called *indifference price point* (IPP). At the higher limit the "too expensive" line crosses the "good deal" line and is called *point of marginal expensiveness* (PME). Although the midpoint between IPP and PME is 6,500 ISK, it is recommended to use the point at which the "too expensive" line crosses the "too cheap" line (*optimal price point*, OPP) as the price of the Nature conservation card, or 6,000 ISK. At that point there is the same proportion of people who say that the price exceeds either their upper or lower limits. Interestingly, it can be seen in the lower graph that the mean for "good deal" (6,460 ISK) is almost the same as the amount at the midpoint between IPP and PME (6,500 ISK).

Finally, we want to make two points of caution. One is that this survey is conducted in the winter and a better estimate can be made adding the results from the summer tourists, which will be introduced at a later time. The other is that the Nature conservation card is not comparable to general commodity or service that is offered in a competing market. Therefore, one can expect that the price could be higher if the objective is to let tourists pay more than less. If the objective, on the other hand, is to let tourists pay and be relatively happy at the same time the price should be at least within the limits of IPP and PME.



Q.1. Nationality

	Count	%
British	722	30,9
American	405	17,3
Canadian	180	7,7
Danish	128	5,5
Norwegian	109	4,7
French	103	4,4
German	103	4,4
Swedish	68	2,9
Dutch	54	2,3
Irish	43	1,8
Australian	41	1,8
Chinese	35	1,5
Italian	32	1,4
Swiss	32	1,4
Other	281	12,0
Number of responses	2336	100,0
Number of respondents	2336	100,0
Did not answer	0	0,0
Total	2336	100,0





Q.1. Nationality

	Number of answers	British	American	Canadian	Danish	Norwegian	French	German	Other
	Count	%	%	%	%	%	%	%	%
Total	2336	30,9	17,3	7,7	5,5	4,7	4,4	4,4	25,1
Gender									
Male	992	30,7	15,3	8,1	6,3	5,1	4,3	5,1	25,0
Female	1330	31,4	18,5	7,4	5,0	4,4	4,5	3,9	25,0
Age*									
24 years and younger	283	24,0	13,8	6,0	5,7	3,9	5,7	6,0	35,0
25-34 years	725	27,7	18,3	7,2	4,6	3,7	5,5	4,8	28,1
35-44 years	442	31,9	15,2	6,1	4,5	5,2	4,8	4,8	27,6
45-54 years	373	38,9	11,5	7,5	7,2	7,2	3,8	4,3	19,6
55 years and older	496	32,5	23,8	11,1	6,3	4,2	2,4	2,4	17,3
What is your profession?*									
Managerial	336	39,0	12,2	5,4	6,8	3,0	8,0	4,2	21,4
Professionals (dr./lawyer/account. etc.)	450	28,9	24,0	5,8	1,6	5,1	2,9	5,1	26,7
Other professionals	348	35,9	22,1	9,8	2,6	3,7	2,0	2,0	21,8
Teacher/Medical care	236	36,0	14,8	6,4	5,5	5,1	4,7	2,1	25,4
Clerical/Service	147	39,5	10,9	4,8	9,5	2,7	9,5	1,4	21,8
Vocational/Technical	76	30,3	11,8	5,3	19,7	7,9	3,9	5,3	15,8
Unskilled	18	22,2	0,0	5,6	22,2	0,0	0,0	11,1	38,9
Student	266	10,5	13,9	6,8	7,9	5,6	4,5	12,4	38,3
Retired/Homemaker	193	36,3	21,2	14,5	3,6	3,1	3,1	2,1	16,1
Other	231	26,4	15,6	11,3	6,5	7,4	3,0	2,6	27,3
Household income*									
High	995	32,1	20,6	9,1	6,2	4,6	3,8	2,9	20,6
Average	911	32,3	14,9	7,1	4,7	4,8	4,0	4,3	27,9
Low	326	23,0	15,3	5,2	6,7	5,5	7,7	8,6	27,9
Type of trip*									
Package tour	567	44,8	16,2	7,1	4,8	1,2	3,0	0,7	22,2
Individually-arranged tour	1490	26,8	17,2	8,6	5,6	5,0	4,8	6,2	25,7
Business-arranged tour	94	10,6	6,4	3,2	14,9	21,3	6,4	4,3	33,0

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

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



Q.1. Nationality

	Number of answers	British	American	Canadian	Danish	Norwegian	French	German	Other
	Count	%	%	%	%	%	%	%	%
Total	2336	30,9	17,3	7,7	5,5	4,7	4,4	4,4	25,1
Purpose of visit*									
Vacation/holiday	1946	32,7	18,4	8,2	4,5	3,6	4,4	4,3	23,9
Conference/large meeting	67	7,5	6,0	7,5	6,0	20,9	6,0	7,5	38,8
Business/small meeting	67	10,4	9,0	4,5	16,4	13,4	1,5	7,5	37,3
Education and training	84	25,0	6,0	4,8	14,3	9,5	6,0	8,3	26,2
Visiting friends/relatives	173	12,7	11,6	5,2	15,6	10,4	5,2	14,5	24,9
Business incentives package	15	6,7	0,0	0,0	66,7	20,0	0,0	0,0	6,7
Temporary employment in Iceland	22	9,1	0,0	4,5	9,1	0,0	9,1	31,8	36,4
Event in Iceland (leisure related)	138	28,3	13,0	6,5	8,0	7,2	2,9	4,3	29,7
Health/medical treatment	8	0,0	0,0	0,0	0,0	25,0	0,0	12,5	62,5
Other	133	33,8	15,0	9,8	9,0	3,8	3,8	3,8	21,1

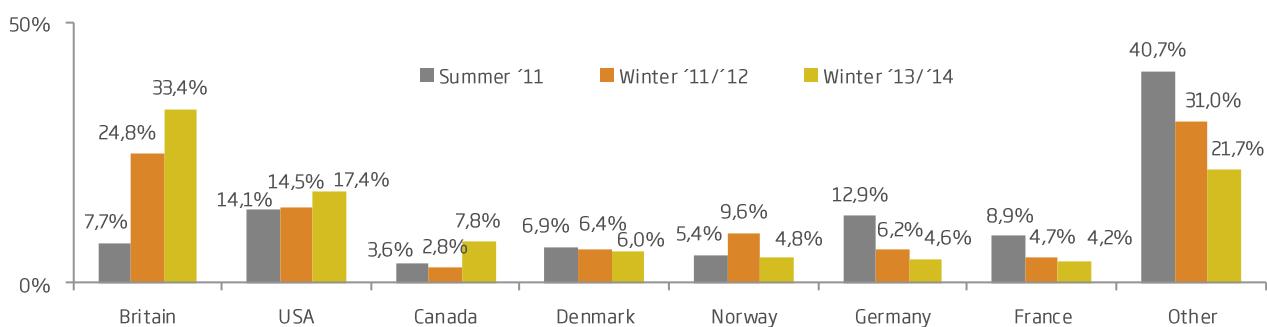
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

COUNTRY OF RESIDENCE



Q.2. Country of residence

	Count	%
Britain	780	33,4%
USA	406	17,4%
Canada	183	7,8%
Denmark	139	6,0%
Norway	113	4,8%
Germany	107	4,6%
France	98	4,2%
Sweden	70	3,0%
Netherlands	54	2,3%
Ireland	48	2,1%
Australia	46	2,0%
Switzerland	44	1,9%
Italy	24	1,0%
Finland	20	0,9%
Spain	20	0,9%
Singapore	17	0,7%
Hong Kong	15	0,6%
Belgium	13	0,6%
Poland	13	0,6%
China	12	0,5%
Japan	8	0,3%
Austria	3	0,1%
Israel	2	0,1%
Other	97	4,2%
Number of responses	2332	100,0
Number of respondents	2332	99,8
Did not answer	4	0,2
Total	2336	100,0



COUNTRY OF RESIDENCE



Q.2. Country of residence

	Number of answers	Britain	USA	Canada	Denmark	Norway	Germany	France	Other
	Count	%	%	%	%	%	%	%	%
Total	2332	33,4	17,4	7,8	6,0	4,8	4,6	4,2	21,7
Gender									
Male	992	33,4	15,7	8,3	6,7	5,5	5,6	3,7	21,1
Female	1330	33,8	18,3	7,4	5,5	4,4	3,8	4,6	22,3
Age*									
24 years and younger	283	28,6	13,8	6,4	7,1	4,2	6,7	5,3	27,9
25-34 years	725	30,6	18,5	7,3	5,1	4,0	5,0	5,5	24,0
35-44 years	442	35,7	15,2	5,9	5,4	5,2	5,0	4,5	23,1
45-54 years	373	40,8	11,5	7,2	7,0	7,2	4,3	3,5	18,5
55 years and older	496	32,7	23,8	11,7	6,3	4,4	2,4	2,0	16,7
What is your profession?*									
Managerial	336	41,7	11,9	5,4	6,8	3,0	3,9	7,4	19,9
Professionals (dr./lawyer/account. etc.)	450	33,1	24,4	6,2	2,0	5,6	4,7	2,9	21,1
Other professionals	348	38,5	22,1	9,5	2,9	3,7	2,0	2,0	19,3
Teacher/Medical care	236	40,3	12,7	5,9	5,1	5,1	3,0	4,7	23,3
Clerical/Service	147	41,5	10,2	4,8	10,2	2,0	2,0	9,5	19,7
Vocational/Technical	76	27,6	11,8	5,3	19,7	7,9	5,3	3,9	18,4
Unskilled	18	27,8	0,0	5,6	22,2	0,0	11,1	0,0	33,3
Student	266	15,0	15,4	7,5	9,4	6,4	13,5	4,1	28,6
Retired/Homemaker	193	36,8	21,8	15,0	3,6	3,6	2,1	2,1	15,0
Other	231	25,1	16,0	11,3	7,8	7,4	3,0	3,0	26,4
Household income*									
High	995	34,5	21,1	9,0	6,1	4,7	2,6	3,5	18,4
Average	911	34,0	14,8	7,6	5,6	5,0	4,5	4,1	24,4
Low	326	27,3	14,1	5,5	7,7	5,8	9,2	6,7	23,6

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

COUNTRY OF RESIDENCE



Q.2. Country of residence

	Number of answers	Britain	USA	Canada	Denmark	Norway	Germany	France	Other
	Count	%	%	%	%	%	%	%	%
Total	2332	33,4	17,4	7,8	6,0	4,8	4,6	4,2	21,7
Nationality*									
British	722	96,4	0,3	0,3	0,1	0,1	0,1	0,1	2,5
American	405	1,7	95,3	0,7	0,7	0,0	0,2	0,0	1,2
Canadian	180	1,1	1,1	96,7	0,0	0,0	1,1	0,0	0,0
Danish	128	0,8	0,0	0,0	97,7	0,0	0,0	0,0	1,6
Norwegian	109	0,0	0,9	0,0	0,9	98,2	0,0	0,0	0,0
French	103	2,9	1,9	1,0	0,0	0,0	0,0	91,3	2,9
German	103	1,0	1,0	0,0	1,9	1,0	92,2	0,0	2,9
Swedish	68	1,5	0,0	0,0	0,0	1,5	0,0	0,0	97,1
Dutch	54	1,9	0,0	0,0	0,0	0,0	0,0	0,0	98,1
Irish	43	9,3	0,0	0,0	0,0	2,3	0,0	0,0	88,4
Australian	41	29,3	0,0	0,0	0,0	0,0	0,0	0,0	70,7
Chinese	35	8,6	8,6	0,0	0,0	2,9	2,9	0,0	77,1
Italian	32	15,6	0,0	0,0	3,1	0,0	0,0	0,0	81,3
Swiss	32	0,0	0,0	0,0	0,0	0,0	0,0	0,0	100,0
Other	281	15,7	3,2	1,1	2,1	0,4	2,5	1,1	74,0
Type of trip*									
Package tour	567	48,0	15,7	6,7	5,3	1,2	1,1	2,5	19,6
Individually-arranged tour	1490	29,2	17,6	8,9	5,9	5,3	6,3	4,8	22,0
Business-arranged tour	94	11,7	6,4	3,2	16,0	21,3	5,3	5,3	30,9
Purpose of visit*									
Vacation/holiday	1946	35,7	18,5	8,3	4,9	3,8	4,3	4,3	20,1
Conference/large meeting	67	9,0	6,0	7,5	10,4	19,4	7,5	3,0	37,3
Business/small meeting	67	11,9	7,5	4,5	16,4	14,9	9,0	1,5	34,3
Education and training	84	27,4	6,0	4,8	15,5	9,5	9,5	4,8	22,6
Visiting friends/relatives	173	12,1	11,0	5,2	16,2	12,1	13,9	5,2	24,3
Business incentives package	15	6,7	0,0	0,0	66,7	20,0	0,0	0,0	6,7
Temporary employment in Iceland	22	9,1	0,0	4,5	9,1	0,0	31,8	9,1	36,4
Event in Iceland (leisure related)	138	27,5	13,8	5,1	11,6	8,0	4,3	2,9	26,8
Health/medical treatment	8	0,0	0,0	0,0	0,0	25,0	12,5	0,0	62,5
Other	133	32,3	15,8	9,8	9,8	3,0	4,5	3,8	21,1

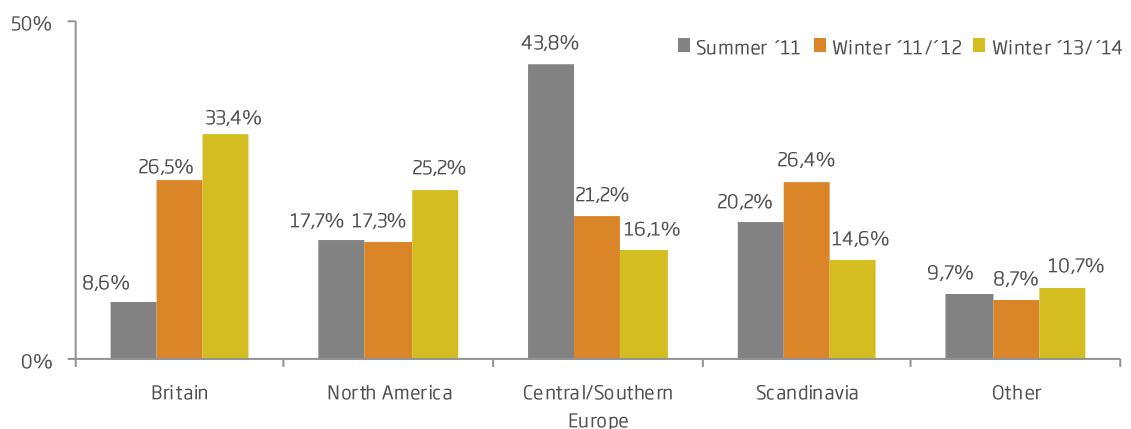
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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



Q.3. Marketarea

	Count	%
Britain	780	33,4
North America	589	25,2
Central/Southern Europe	376	16,1
Scandinavia	342	14,6
Asia	52	2,2
Other	197	8,4
Number of responses	2336	100,0
Number of respondents	2336	100,0
Did not answer	0	0,0
Total	2336	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	Britain	North America	Central/Southern Europe	Scandinavia	Asia	Other
	Count	%	%	%	%	%	%
Total	2336	33,4	25,2	16,1	14,6	2,2	8,4
Gender*							
Male	992	33,4	24,0	17,8	16,3	1,1	7,4
Female	1330	33,8	25,7	14,7	13,5	3,1	9,2
Age*							
24 years and younger	283	28,6	20,1	18,4	16,6	4,2	12,0
25-34 years	725	30,6	25,8	18,5	13,0	2,9	9,2
35-44 years	442	35,7	21,0	16,1	14,5	1,6	11,1
45-54 years	373	40,8	18,8	16,9	17,4	1,6	4,6
55 years and older	496	32,7	35,5	10,7	13,9	1,2	6,0
What is your profession?*							
Managerial	336	41,7	17,3	19,3	11,3	3,9	6,5
Professionals (dr./lawyer/account. etc.)	450	33,1	30,7	14,9	10,9	0,9	9,6
Other professionals	348	38,5	31,6	10,1	10,6	0,9	8,3
Teacher/Medical care	236	40,3	18,6	13,1	16,5	2,5	8,9
Clerical/Service	147	41,5	15,0	22,4	12,9	1,4	6,8
Vocational/Technical	76	27,6	17,1	15,8	32,9	1,3	5,3
Unskilled	18	27,8	5,6	16,7	27,8	11,1	11,1
Student	266	15,0	22,9	25,2	20,7	5,3	10,9
Retired/Homemaker	193	36,8	36,8	8,3	10,9	1,0	6,2
Other	231	25,1	27,3	16,9	21,2	1,3	8,2
Household income*							
High	995	34,5	30,2	12,6	13,6	1,9	7,3
Average	911	34,0	22,4	16,0	15,3	2,5	9,8
Low	326	27,3	19,6	24,8	19,6	1,2	7,4

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



Q.3. Marketarea

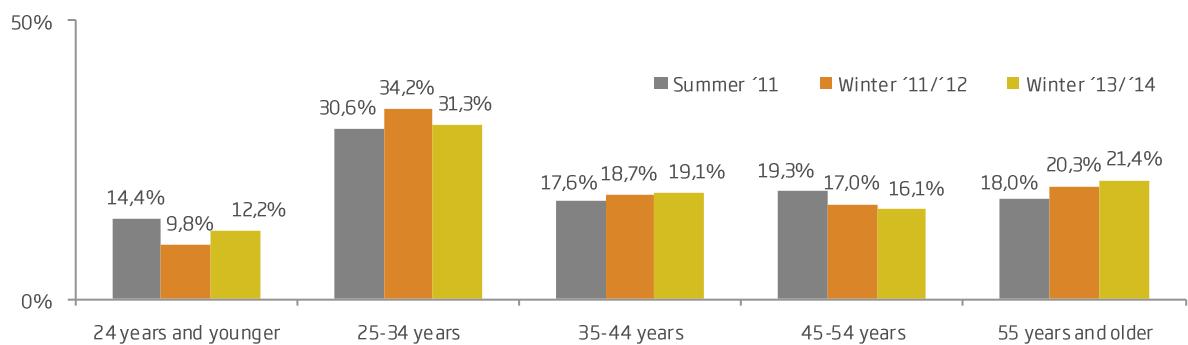
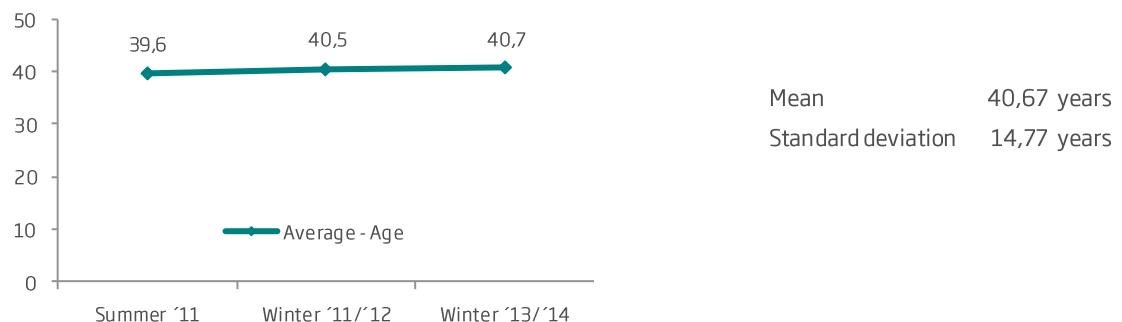
	Number of answers	Britain	North America	Central/Southern Europe	Scandinavia	Asia	Other
	Count	%	%	%	%	%	%
Total	2336	33,4	25,2	16,1	14,6	2,2	8,4
Nationality*							
British	722	96,4	0,6	0,7	0,6	0,0	1,8
American	405	1,7	96,0	0,5	1,0	0,0	0,7
Canadian	180	1,1	97,8	1,1	0,0	0,0	0,0
Danish	128	0,8	0,0	0,0	97,7	0,0	1,6
Norwegian	109	0,0	0,9	0,0	99,1	0,0	0,0
French	103	2,9	2,9	94,2	0,0	0,0	0,0
German	103	1,0	1,0	94,2	2,9	0,0	1,0
Swedish	68	1,5	0,0	1,5	94,1	0,0	2,9
Dutch	54	1,9	0,0	92,6	1,9	0,0	3,7
Irish	43	9,3	0,0	0,0	2,3	0,0	88,4
Australian	41	29,3	0,0	0,0	0,0	0,0	70,7
Chinese	35	8,6	8,6	5,7	2,9	71,4	2,9
Italian	32	15,6	0,0	78,1	6,3	0,0	0,0
Swiss	32	0,0	0,0	100,0	0,0	0,0	0,0
Other	281	15,7	4,3	22,4	10,3	9,6	37,7
Type of trip*							
Package tour	567	48,0	22,4	10,6	9,3	1,8	7,9
Individually-arranged tour	1490	29,2	26,5	18,7	15,0	2,6	8,1
Business-arranged tour	94	11,7	9,6	21,3	45,7	0,0	11,7
Purpose of visit*							
Vacation/holiday	1946	35,7	26,8	15,3	12,1	2,5	7,6
Conference/large meeting	67	9,0	13,4	17,9	40,3	1,5	17,9
Business/small meeting	67	11,9	11,9	22,4	37,3	0,0	16,4
Education and training	84	27,4	10,7	22,6	29,8	0,0	9,5
Visiting friends/relatives	173	12,1	16,2	29,5	33,5	0,6	8,1
Business incentives package	15	6,7	0,0	6,7	86,7	0,0	0,0
Temporary employment in Iceland	22	9,1	4,5	54,5	22,7	0,0	9,1
Event in Iceland (leisure related)	138	27,5	18,8	18,1	25,4	1,4	8,7
Health/medical treatment	8	0,0	0,0	25,0	25,0	0,0	50,0
Other	133	32,3	25,6	13,5	17,3	0,8	10,5

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

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

Q. 4. Age

	Count	%
24 years and younger	283	12,2
25-34 years	725	31,3
35-44 years	442	19,1
45-54 years	373	16,1
55 years and older	496	21,4
Number of responses	2319	100,0
Number of respondents	2319	99,3
Did not answer	17	0,7
Total	2336	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	%	%	%	%	%	
Total	2319	12,2	31,3	19,1	16,1	21,4	40,67
Gender							
Male	981	11,6	28,8	20,9	17,1	21,5	41,09
Female	1324	12,8	33,2	17,9	15,3	20,8	40,17
What is your profession?*							
Managerial	333	0,9	30,9	26,7	24,9	16,5	42,39
Professionals (dr./lawyer/account. etc.)	445	5,6	37,8	22,7	18,7	15,3	40,11
Other professionals	345	5,8	30,4	25,5	17,4	20,9	41,76
Teacher/Medical care	235	7,7	32,8	21,3	14,9	23,4	41,00
Clerical/Service	147	9,5	38,1	17,7	23,1	11,6	38,78
Vocational/Technical	76	1,3	26,3	26,3	23,7	22,4	43,21
Unskilled	18	33,3	33,3	16,7	11,1	5,6	31,61
Student	266	59,4	33,5	6,0	1,1	0,0	24,61
Retired/Homemaker	192	0,5	2,6	1,0	4,7	91,1	63,71
Other	227	14,1	35,7	17,2	18,5	14,5	38,74
Household income*							
High	984	6,0	24,6	21,3	21,5	26,5	44,35
Average	906	10,8	36,0	19,4	13,2	20,5	39,92
Low	325	29,8	41,5	12,0	8,3	8,3	32,44
Nationality*							
British	716	9,5	28,1	19,7	20,3	22,5	41,93
American	400	9,8	33,3	16,8	10,8	29,5	42,50
Canadian	179	9,5	29,1	15,1	15,6	30,7	44,03
Danish	127	12,6	26,0	15,7	21,3	24,4	41,83
Norwegian	109	10,1	24,8	21,1	24,8	19,3	41,95
French	103	15,5	38,8	20,4	13,6	11,7	36,83
German	101	16,8	34,7	20,8	15,8	11,9	37,05
Swedish	67	11,9	32,8	19,4	16,4	19,4	40,01
Dutch	54	3,7	27,8	29,6	14,8	24,1	44,11
Irish	43	27,9	32,6	16,3	4,7	18,6	35,86
Australian	41	26,8	41,5	9,8	7,3	14,6	34,59
Chinese	35	34,3	48,6	2,9	11,4	2,9	29,83
Italian	32	6,3	21,9	25,0	25,0	21,9	42,63
Swiss	31	12,9	41,9	6,5	25,8	12,9	38,55
Other	281	17,1	35,2	25,3	10,3	12,1	36,91

*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	%	%	%	%	%	
Total	2319	12,2	31,3	19,1	16,1	21,4	 40,67
Market area*							
Britain	775	10,5	28,6	20,4	19,6	20,9	 41,24
North America	583	9,8	32,1	16,0	12,0	30,2	 43,09
Central/Southern Europe	373	13,9	35,9	19,0	16,9	14,2	 38,06
Scandinavia	339	13,9	27,7	18,9	19,2	20,4	 40,52
Asia	52	23,1	40,4	13,5	11,5	11,5	 35,42
Other	197	17,3	34,0	24,9	8,6	15,2	 37,88
Type of trip*							
Package tour	561	10,2	23,9	19,6	16,9	29,4	 43,88
Individually-arranged tour	1481	11,7	33,8	19,6	15,1	19,8	 40,10
Business-arranged tour	94	10,6	14,9	22,3	36,2	16,0	 42,73
Purpose of visit†							
Vacation/holiday	1929	11,2	32,1	19,0	15,3	22,4	 40,96
Conference/large meeting	67	4,5	16,4	26,9	29,9	22,4	 44,49
Business/small meeting	67	4,5	23,9	31,3	25,4	14,9	 42,21
Education and training	84	35,7	17,9	16,7	11,9	17,9	 35,62
Visiting friends/relatives	172	16,3	28,5	20,3	13,4	21,5	 40,02
Business incentives package	15	0,0	33,3	6,7	53,3	6,7	 44,13
Temporary employment in Iceland	22	36,4	40,9	18,2	4,5	0,0	 28,86
Event in Iceland (leisure related)	136	16,9	34,6	26,5	13,2	8,8	 36,15
Health/medical treatment	8	12,5	25,0	12,5	37,5	12,5	 42,13
Other	133	12,0	20,3	16,5	24,8	26,3	 44,04

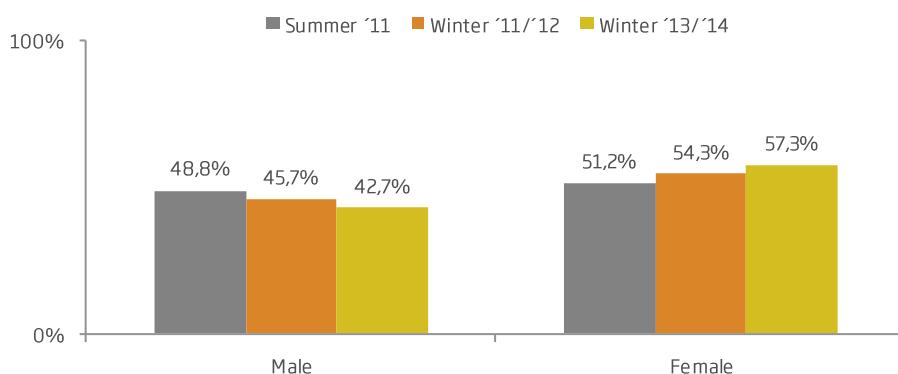
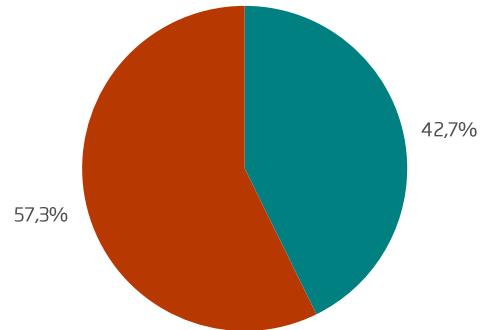
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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



Q.5. Gender

	Count	%
Male	992	42,7
Female	1330	57,3
Number of responses	2322	100,0
Number of respondents	2322	99,4
Did not answer	14	0,6
Total	2336	100,0





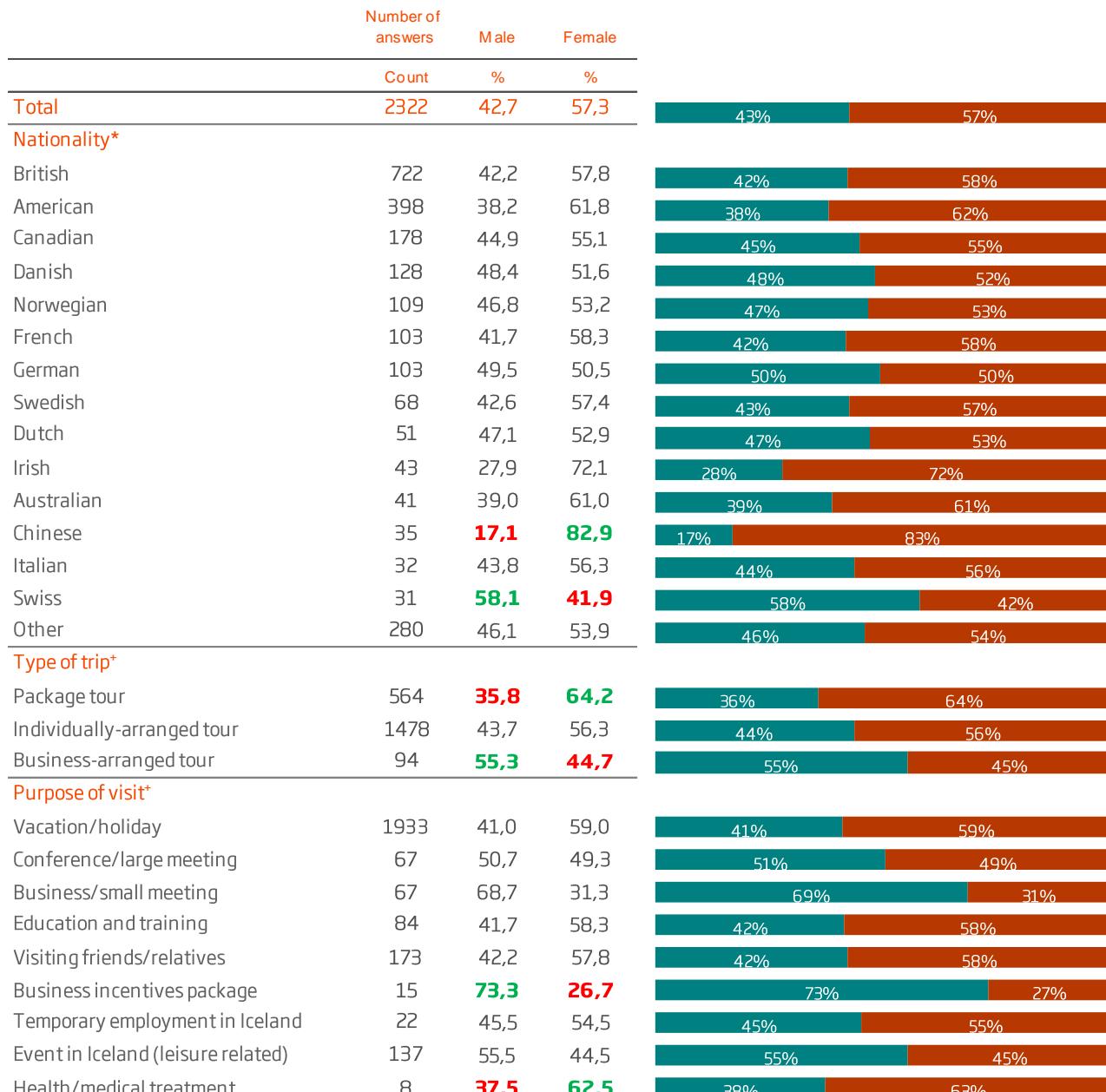
Q.5. Gender

	Number of answers	Male	Female	
	Count	%	%	
Total	2322	42,7	57,3	
Age				
24 years and younger	283	40,3	59,7	40% 60%
25-34 years	723	39,1	60,9	39% 61%
35-44 years	442	46,4	53,6	46% 54%
45-54 years	371	45,3	54,7	45% 55%
55 years and older	486	43,4	56,6	43% 57%
What is your profession?*				
Managerial	333	48,3	51,7	48% 52%
Professionals (dr./lawyer/account. etc.)	448	48,9	51,1	49% 51%
Other professionals	345	45,8	54,2	46% 54%
Teacher/Medical care	236	25,4	74,6	25% 75%
Clerical/Service	147	25,9	74,1	26% 74%
Vocational/Technical	75	69,3	30,7	69% 31%
Unskilled	18	38,9	61,1	39% 61%
Student	265	40,0	60,0	40% 60%
Retired/Homemaker	190	33,7	66,3	34% 66%
Other	230	49,1	50,9	49% 51%
Household income*				
High	984	51,0	49,0	51% 49%
Average	908	38,7	61,3	39% 61%
Low	326	31,9	68,1	32% 68%
Market area*				
Britain	780	42,4	57,6	42% 58%
North America	580	41,0	59,0	41% 59%
Central/Southern Europe	372	47,6	52,4	48% 52%
Scandinavia	342	47,4	52,6	47% 53%
Asia	52	21,2	78,8	21% 79%
Other	196	37,2	62,8	37% 63%

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



Q.5. Gender

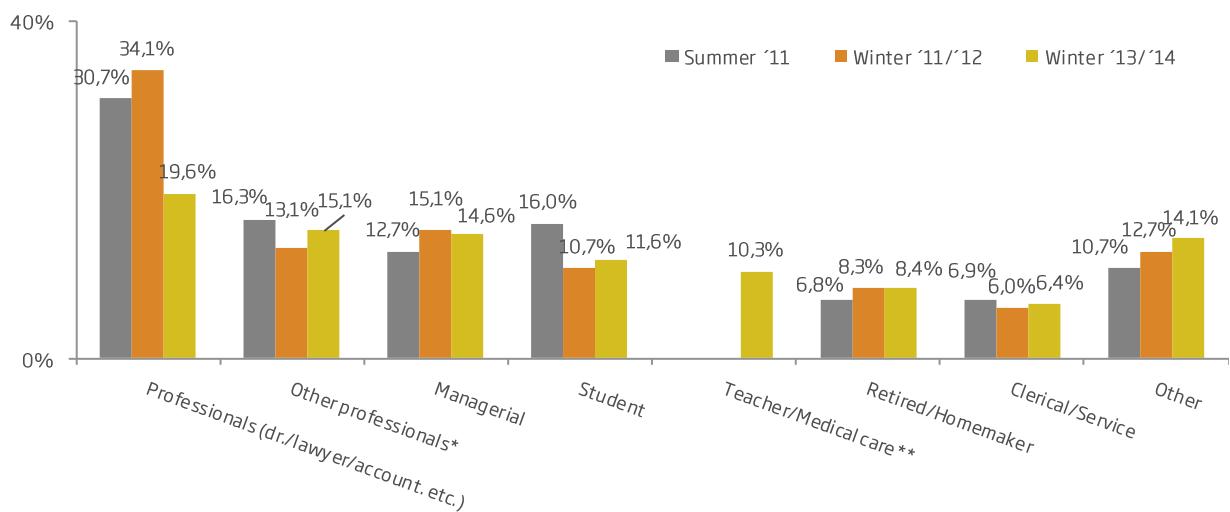
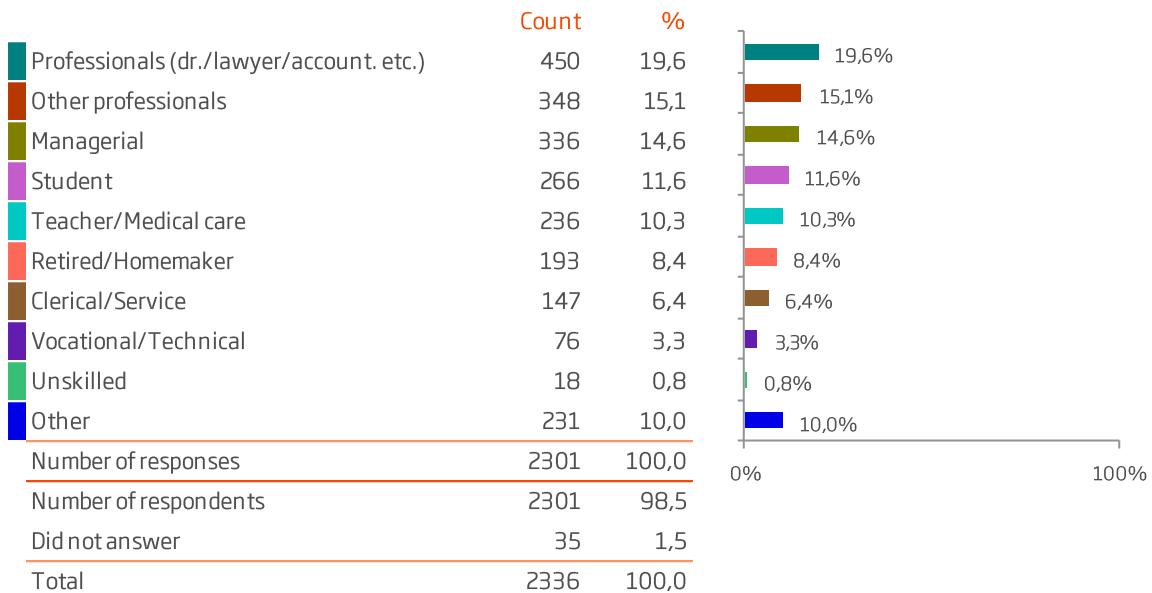


*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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



Q. 6. What is your profession?



*For 2012 and 2011 this was called "Specialized staff".

** This category is new



Q.6. What is your profession?

	Number of answers	Professionals (dr./lawyer/a- ccount. etc.)	Other profes- sionals	Managerial	Student	Teacher/ Medical care	Retired/ Home- maker	Clerical/ Service	Other
	Count	%	%	%	%	%	%	%	%
Total	2301	19,6	15,1	14,6	11,6	10,3	8,4	6,4	14,1
Gender*									
Male	978	22,4	16,2	16,5	10,8	6,1	6,5	3,9	17,6
Female	1309	17,5	14,3	13,1	12,1	13,4	9,6	8,3	11,5
Age*									
24 years and younger	278	9,0	7,2	1,1	56,8	6,5	0,4	5,0	14,0
25-34 years	710	23,7	14,8	14,5	12,5	10,8	0,7	7,9	15,1
35-44 years	434	23,3	20,3	20,5	3,7	11,5	0,5	6,0	14,3
45-54 years	369	22,5	16,3	22,5	0,8	9,5	2,4	9,2	16,8
55 years and older	493	13,8	14,6	11,2	0,0	11,2	35,5	3,4	10,3
Household income*									
High	991	27,4	18,4	19,8	4,4	7,7	9,0	3,6	9,7
Average	898	15,1	13,6	12,4	8,8	14,0	8,6	8,8	18,7
Low	319	8,2	10,7	5,6	36,4	9,1	4,7	9,7	15,7
Nationality*									
British	715	18,2	17,5	18,3	3,9	11,9	9,8	8,1	12,3
American	400	27,0	19,3	10,3	9,3	8,8	10,3	4,0	11,3
Canadian	177	14,7	19,2	10,2	10,2	8,5	15,8	4,0	17,5
Danish	128	5,5	7,0	18,0	16,4	10,2	5,5	10,9	26,6
Norwegian	106	21,7	12,3	9,4	14,2	11,3	5,7	3,8	21,7
French	100	13,0	7,0	27,0	12,0	11,0	6,0	14,0	10,0
German	100	23,0	7,0	14,0	33,0	5,0	4,0	2,0	12,0
Swedish	66	16,7	15,2	7,6	12,1	18,2	9,1	0,0	21,2
Dutch	52	23,1	13,5	17,3	3,8	13,5	3,8	0,0	25,0
Irish	43	16,3	20,9	2,3	20,9	11,6	9,3	4,7	14,0
Australian	40	37,5	20,0	2,5	10,0	10,0	5,0	2,5	12,5
Chinese	34	11,8	8,8	8,8	44,1	14,7	2,9	5,9	2,9
Italian	32	6,3	25,0	21,9	9,4	3,1	12,5	9,4	12,5
Swiss	32	28,1	12,5	12,5	15,6	6,3	3,1	15,6	6,3
Other	276	21,7	9,8	15,2	20,3	8,7	4,0	6,9	13,4
Market area*									
Britain	774	19,3	17,3	18,1	5,2	12,3	9,2	7,9	10,9
North America	581	23,8	18,9	10,0	10,5	7,6	12,2	3,8	13,3
Central/Southern Europe	368	18,2	9,5	17,7	18,2	8,4	4,3	9,0	14,7
Scandinavia	337	14,5	11,0	11,3	16,3	11,6	6,2	5,6	23,4
Asia	50	8,0	6,0	26,0	28,0	12,0	4,0	4,0	12,0
Other	191	22,5	15,2	11,5	15,2	11,0	6,3	5,2	13,1

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



Q. 6. What is your profession?

	Number of answers	Professionals (dr./lawyer/a- ccount. etc.)	Other profes- sionals	Managerial	Student	Teacher/ Medical care	Retired/ Home- maker	Clerical/ Service	Other
	Count	%	%	%	%	%	%	%	%
Total	2301	19,6	15,1	14,6	11,6	10,3	8,4	6,4	14,1
Type of trip*									
Package tour	559	16,8	14,7	16,5	7,2	11,6	14,1	7,7	11,4
Individually-arranged tour	1475	19,9	15,3	13,8	12,4	10,6	7,1	5,9	15,1
Business-arranged tour	93	20,4	8,6	26,9	8,6	6,5	2,2	7,5	19,4
Purpose of visit*									
Vacation/holiday	1923	19,1	15,7	14,8	10,5	10,6	9,2	6,6	13,6
Conference/large meeting	67	26,9	11,9	16,4	6,0	10,4	1,5	4,5	22,4
Business/small meeting	66	22,7	10,6	31,8	6,1	3,0	1,5	6,1	18,2
Education and training	82	7,3	4,9	3,7	42,7	20,7	4,9	4,9	11,0
Visiting friends/relatives	170	15,9	13,5	9,4	22,4	11,2	7,1	6,5	14,1
Business incentives package	15	13,3	13,3	40,0	0,0	0,0	6,7	6,7	20,0
Temporary employment in Iceland	21	19,0	0,0	4,8	33,3	4,8	0,0	0,0	38,1
Event in Iceland (leisure related)	135	28,1	18,5	13,3	14,1	4,4	3,7	1,5	16,3
Health/medical treatment	8	25,0	0,0	25,0	12,5	12,5	12,5	12,5	0,0
Other	132	18,2	12,9	11,4	12,1	6,8	7,6	6,8	24,2

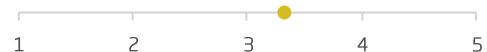
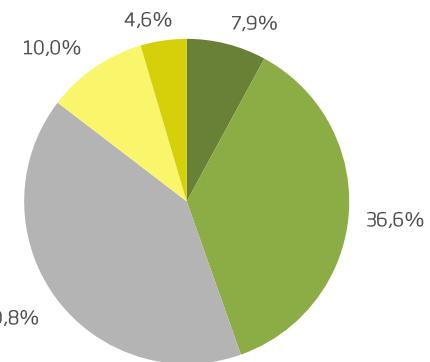
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

HOUSEHOLD INCOME

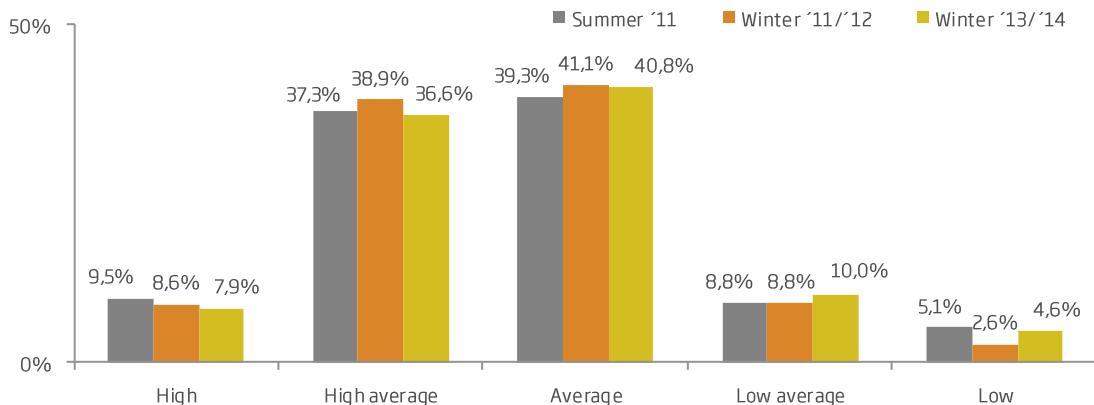


Q.7. Compared to the general population in your country, how would you rate the level of your total household income?

	Count	%
High (5)	177	7,9
High average (4)	818	36,6
Average (3)	911	40,8
Low average (2)	224	10,0
Low (1)	102	4,6
Number of responses	2232	100,0
Number of respondents	2232	95,5
Did not answer	104	4,5
Total	2336	100,0



Mean 3,33
Standard deviation 0,93



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.

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	%	%	%	
Total	2232	44,6	40,8	14,6	3,33
Gender*					
Male	957	52,5	36,7	10,9	3,50
Female	1261	38,2	44,2	17,6	3,20
Age*					
24 years and younger	254	23,2	38,6	38,2	2,72
25-34 years	703	34,4	46,4	19,2	3,13
35-44 years	425	49,4	41,4	9,2	3,45
45-54 years	359	59,1	33,4	7,5	3,65
55 years and older	474	55,1	39,2	5,7	3,60
What is your profession?*					
Managerial	325	60,3	34,2	5,5	3,70
Professionals (dr./lawyer/account. etc.)	434	62,7	31,3	6,0	3,70
Other professionals	338	53,8	36,1	10,1	3,48
Teacher/Medical care	231	32,9	54,5	12,6	3,20
Clerical/Service	146	24,7	54,1	21,2	3,01
Vocational/Technical	75	30,7	60,0	9,3	3,25
Unskilled	16	12,5	56,3	31,3	2,69
Student	239	18,4	33,1	48,5	2,47
Retired/Homemaker	181	49,2	42,5	8,3	3,48
Other	223	31,8	51,1	17,0	3,15
Nationality*					
British	688	46,4	42,7	10,9	3,43
American	391	52,4	34,8	12,8	3,45
Canadian	173	52,6	37,6	9,8	3,46
Danish	127	48,8	33,9	17,3	3,33
Norwegian	108	42,6	40,7	16,7	3,27
French	99	38,4	36,4	25,3	3,11
German	96	30,2	40,6	29,2	2,85
Swedish	66	36,4	37,9	25,8	3,05
Dutch	51	49,0	45,1	5,9	3,55
Irish	42	26,2	54,8	19,0	3,07
Australian	38	50,0	39,5	10,5	3,42
Chinese	31	35,5	48,4	16,1	3,19
Italian	30	30,0	43,3	26,7	3,03
Swiss	31	32,3	48,4	19,4	3,06
Other	261	36,8	47,9	15,3	3,25

*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	%	%	%	
Total	2232	44,6	40,8	14,6	3,33
Market area*					
Britain	742	46,2	41,8	12,0	3,42
North America	568	52,8	35,9	11,3	3,46
Central/Southern Europe	352	35,5	41,5	23,0	3,08
Scandinavia	338	39,9	41,1	18,9	3,20
Asia	46	41,3	50,0	8,7	3,41
Other	186	39,2	47,8	12,9	3,28
Type of trip*					
Package tour	539	45,3	43,6	11,1	3,38
Individually-arranged tour	1434	44,1	40,3	15,6	3,32
Business-arranged tour	91	57,1	29,7	13,2	3,58
Purpose of visit*					
Vacation/holiday	1868	44,4	41,7	13,9	3,34
Conference/large meeting	64	54,7	29,7	15,6	3,47
Business/small meeting	66	57,6	37,9	4,5	3,67
Education and training	79	32,9	30,4	36,7	2,84
Visiting friends/relatives	166	38,0	36,7	25,3	3,05
Business incentives package	15	46,7	46,7	6,7	3,33
Temporary employment in Iceland	18	5,6	50,0	44,4	2,44
Event in Iceland (leisure related)	128	45,3	34,4	20,3	3,26
Health/medical treatment	7	57,1	28,6	14,3	3,43
Other	125	45,6	40,0	14,4	3,38

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

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

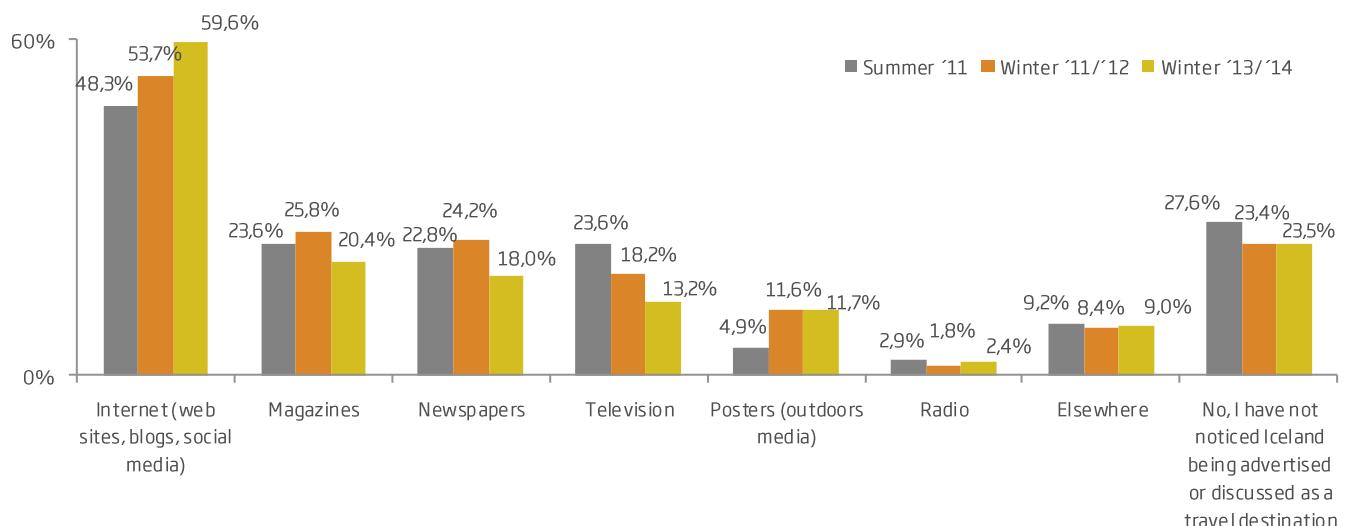
ICELAND AS A TRAVEL DESTINATION



Q.8. 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)	1334	59,6	37,8
Magazines	457	20,4	12,9
Newspapers	402	18,0	11,4
Television	296	13,2	8,4
Posters (outdoors media)	262	11,7	7,4
Radio	54	2,4	1,5
Elsewhere	202	9,0	5,7
No, I have not noticed Iceland being advertised or discussed as a travel destination	526	23,5	14,9
Number of responses*	3533	157,9	100,0
Number of respondents	2238	95,8	
Did not answer	98	4,2	
Total	2336	100,0	

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



ICELAND AS A TRAVEL DESTINATION



Q.8. Have you seen or heard about Iceland as a travel destination through advertising or media coverage during the last three months?

		Internet (web sites, blogs, social media)	Magazines	News- papers	Television	Posters (outdoors media)	Radio	Elsewhere	No
	Count	%	%	%	%	%	%	%	%
Total	2238								
Gender									
Male	943	59,6	19,5	17,6	13,1	11,6	2,3	7,6	24,8
Female	1281	59,8	21,0	18,3	13,2	11,9	2,5	10,0	22,4
Age									
24 years and younger	267	59,2	18,7	9,0	12,4	14,2	2,2	6,0	29,2
25-34 years	695	65,0	20,1	14,0	11,2	17,7	3,0	10,4	22,3
35-44 years	425	59,8	16,0	16,0	12,9	13,2	1,9	6,4	23,1
45-54 years	354	58,8	21,2	21,2	13,8	6,5	2,8	8,5	22,0
55 years and older	480	52,5	24,8	27,7	16,0	4,2	1,9	11,3	23,8
What is your profession?									
Managerial	327	59,0	20,5	18,7	13,8	15,0	2,1	6,7	23,5
Professionals (dr./lawyer/account. etc.)	433	64,0	23,3	17,1	10,4	12,0	2,8	9,0	21,5
Other professionals	330	58,2	18,2	20,3	10,6	15,2	0,9	11,5	23,3
Teacher/Medical care	227	58,1	18,5	20,7	18,1	11,9	3,5	9,3	24,7
Clerical/Service	143	62,2	17,5	21,7	16,1	9,1	4,2	4,2	23,8
Vocational/Technical	75	52,0	10,7	14,7	20,0	6,7	2,7	9,3	21,3
Unskilled	16	62,5	12,5	12,5	12,5	12,5	12,5	12,5	18,8
Student	252	63,1	17,9	9,5	10,7	12,7	0,8	8,3	26,2
Retired/Homemaker	185	53,0	25,4	24,3	15,1	3,2	1,6	12,4	22,7
Other	224	58,5	25,0	15,2	13,4	10,3	3,6	8,9	24,6
Household income									
High	964	58,2	20,2	19,1	11,6	12,6	1,7	9,0	24,0
Average	868	59,7	20,5	17,6	15,1	10,6	2,9	8,5	23,0
Low	314	62,7	21,3	14,3	12,7	12,4	3,8	9,9	24,8
Market area									
Britain	748	63,0	23,9	24,3	13,0	15,1	3,1	7,2	18,6
North America	570	63,3	16,0	14,0	10,9	16,5	1,9	12,8	20,5
Central/Southern Europe	364	53,3	22,8	14,3	20,9	5,8	3,0	6,0	30,2
Scandinavia	325	55,7	18,8	16,0	9,8	7,1	1,2	10,2	26,2
Asia	48	56,3	31,3	18,8	16,7	2,1	2,1	2,1	31,3

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

ICELAND AS A TRAVEL DESTINATION



Q.8. Have you seen or heard about Iceland as a travel destination through advertising or media coverage during the last three months?

		Internet (web sites, blogs, social media)	Magazines	News- papers	Television	Posters (outdoors media)	Radio	Elsewhere	No
	Count	%	%	%	%	%	%	%	%
Total	2238								
Nationality									
British	690	61,4	23,8	25,1	13,5	13,8	3,5	7,0	18,8
American	392	64,0	17,6	13,3	9,4	15,3	1,0	14,8	20,9
Canadian	174	62,6	14,4	17,2	14,9	16,7	3,4	10,3	17,8
Danish	125	60,8	18,4	21,6	8,8	14,4	1,6	8,8	20,8
Norwegian	101	45,5	16,8	15,8	8,9	3,0	1,0	8,9	33,7
French	98	39,8	18,4	6,1	13,3	9,2	5,1	1,0	42,9
German	103	57,3	22,3	20,4	36,9	4,9	3,9	6,8	23,3
Swedish	61	54,1	18,0	9,8	13,1	6,6	1,6	16,4	29,5
Dutch	51	58,8	31,4	13,7	9,8	5,9	0,0	5,9	29,4
Irish	41	46,3	26,8	26,8	7,3	9,8	0,0	9,8	29,3
Australian	41	65,9	14,6	12,2	7,3	19,5	0,0	4,9	29,3
Chinese	33	51,5	24,2	12,1	18,2	0,0	3,0	3,0	33,3
Italian	32	56,3	18,8	0,0	12,5	3,1	3,1	12,5	37,5
Swiss	31	45,2	25,8	29,0	16,1	3,2	0,0	3,2	29,0
Other	265	64,9	19,6	13,2	13,2	8,3	1,9	9,4	25,7
Type of trip									
Package tour	562	65,1	21,0	22,8	13,3	8,9	2,8	7,8	18,7
Individually-arranged tour	1481	58,8	17,6	19,5	13,5	12,8	2,4	9,6	24,2
Business-arranged tour	92	46,7	13,0	20,7	15,2	7,6	2,2	5,4	32,6
Purpose of visit									
Vacation/holiday	1931	61,1	18,7	20,7	13,4	12,4	2,5	9,0	22,4
Conference/large meeting	65	52,3	26,2	20,0	18,5	1,5	1,5	4,6	30,8
Business/small meeting	64	48,4	12,5	20,3	12,5	6,3	1,6	9,4	32,8
Education and training	83	50,6	21,7	19,3	9,6	13,3	1,2	4,8	33,7
Visiting friends/relatives	169	60,4	16,0	20,1	16,6	8,3	4,7	15,4	21,9
Business incentives package	12	41,7	8,3	25,0	0,0	0,0	0,0	16,7	25,0
Temporary employment in Iceland	22	72,7	4,5	22,7	31,8	4,5	4,5	9,1	13,6
Event in Iceland (leisure related)	137	66,4	12,4	16,1	13,1	13,1	3,6	10,2	19,7
Health/medical treatment	8	62,5	12,5	25,0	25,0	12,5	12,5	0,0	25,0
Other	132	58,3	15,9	20,5	18,9	7,6	3,0	9,1	21,2

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

THE IDEA OF COMING TO ICELAND

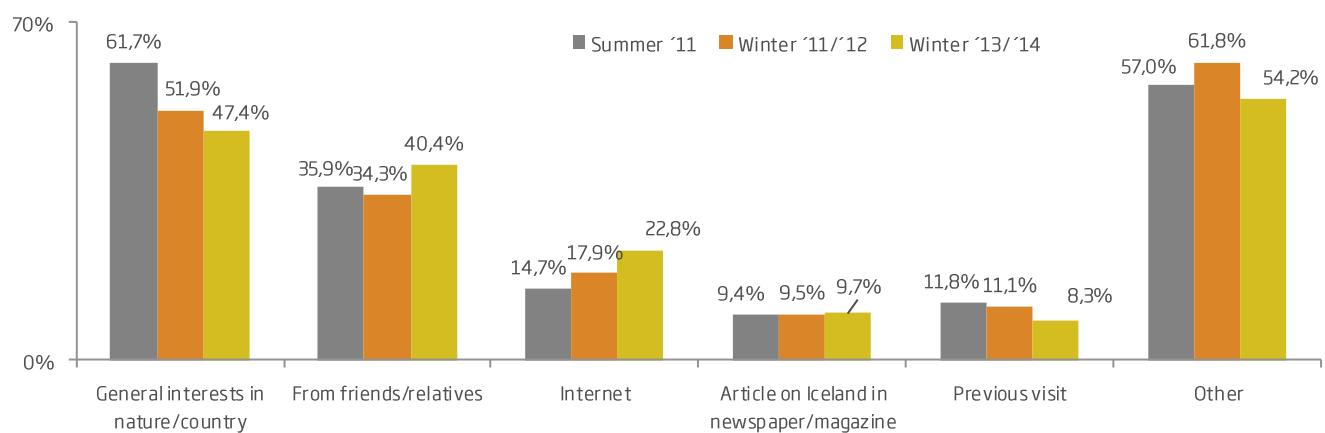


Q. 9. Where did you get the idea of coming to Iceland?

	Count respondents	% respondents	% responses
General interests in nature/country	525	47,4	25,9
From friends/relatives	448	40,4	22,1
Internet	253	22,8	12,5
Article on Iceland in newspaper/magazine	107	9,7	5,3
Previous visit	92	8,3	4,5
Travel agent or airline	77	6,9	3,8
Tourist brochure/guidebook	71	6,4	3,5
Icelandic literature and films	63	5,7	3,1
Advertisement in newspaper/magazine	50	4,5	2,5
Business relations with Iceland	45	4,1	2,2
TV/radio broadcast	35	3,2	1,7
International collaboration/conference/NGO	35	3,2	1,7
Elsewhere	225	20,3	11,1
Number of responses*	2026	182,9	100,0
Number of respondents	1108	47,4	
Did not get question**	1142	48,9	
Did not answer	86	3,7	
Total	2336	100,0	

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

**This question was randomized. Half of the sample got this question and half question 10.



THE IDEA OF COMING TO ICELAND



Q. 9. Where did you get the idea of coming to Iceland?

		General interests in nature/ country	From friends/ relatives	Internet	Article on Iceland in newspaper/ magazine	Previous visit	Elsewhere
	Count	%	%	%	%	%	%
Total	1108						
Gender							
Male	465	47,3	38,3	24,3	8,8	9,7	44,5
Female	637	47,4	41,9	21,8	10,2	7,4	43,5
Age							
24 years and younger	125	43,2	47,2	24,0	6,4	4,0	43,2
25-34 years	344	53,5	45,1	29,4	6,4	5,5	40,1
35-44 years	210	47,1	40,5	20,0	8,6	9,5	41,0
45-54 years	178	46,6	30,3	16,9	10,7	13,5	48,3
55 years and older	242	42,1	38,4	19,8	16,5	8,7	48,8
What is your profession?							
Managerial	176	45,5	33,0	21,6	8,5	9,7	46,6
Professionals (dr./lawyer/account. etc.)	191	47,1	42,9	27,2	11,0	5,8	40,3
Other professionals	160	55,0	33,1	25,6	10,0	5,0	45,6
Teacher/Medical care	135	45,2	43,0	18,5	14,8	13,3	36,3
Clerical/Service	65	55,4	40,0	26,2	4,6	3,1	46,2
Vocational/Technical	28	50,0	42,9	32,1	10,7	7,1	42,9
Unskilled	8	12,5	50,0	37,5	0,0	12,5	37,5
Student	132	48,5	54,5	26,5	6,8	4,5	44,7
Retired/Homemaker	87	43,7	48,3	12,6	14,9	10,3	41,4
Other	109	43,1	32,1	18,3	5,5	14,7	55,0
Household income							
High	454	46,0	38,3	23,3	11,2	8,8	46,7
Average	437	46,0	39,8	23,3	10,3	8,0	41,9
Low	170	54,7	51,2	22,9	4,1	6,5	44,1
Market area							
Britain	382	53,4	38,5	25,4	11,5	3,9	36,6
North America	269	40,5	44,6	29,7	11,9	8,6	47,6
Central/Southern Europe	166	60,2	32,5	15,1	7,8	10,2	48,8
Scandinavia	171	34,5	46,2	11,7	3,5	16,4	46,8
Asia	20	45,0	55,0	25,0	5,0	0,0	40,0

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

THE IDEA OF COMING TO ICELAND



Q.9. Where did you get the idea of coming to Iceland?

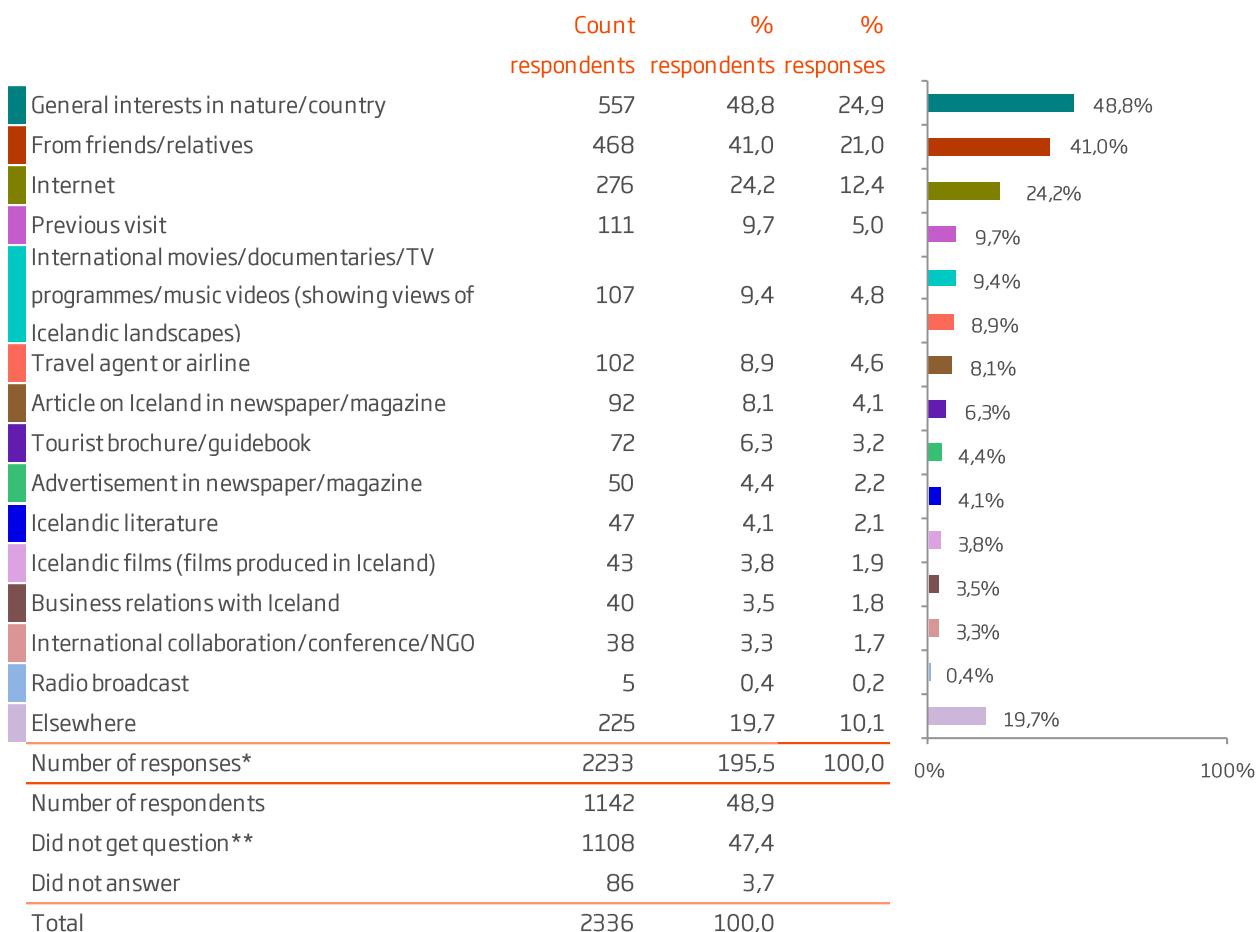
		General interests in nature/country	From friends/relatives	Internet	Article on Iceland in newspaper/magazine	Previous visit	Elsewhere
	Count	%	%	%	%	%	%
Total	1108						
Nationality							
British	343	52,5	36,4	24,5	11,4	4,7	38,2
American	185	43,2	45,9	27,0	11,9	11,4	45,9
Canadian	83	34,9	47,0	33,7	10,8	2,4	44,6
Danish	61	42,6	39,3	13,1	4,9	23,0	52,5
Norwegian	60	23,3	53,3	5,0	3,3	13,3	43,3
French	44	61,4	34,1	15,9	6,8	6,8	43,2
German	46	67,4	41,3	19,6	8,7	21,7	41,3
Swedish	32	37,5	56,3	12,5	3,1	12,5	31,3
Dutch	25	48,0	24,0	20,0	12,0	0,0	68,0
Irish	21	42,9	33,3	14,3	14,3	4,8	38,1
Australian	17	52,9	58,8	23,5	17,6	11,8	41,2
Chinese	16	43,8	50,0	37,5	0,0	0,0	43,8
Italian	18	55,6	16,7	5,6	11,1	0,0	44,4
Swiss	12	33,3	25,0	0,0	0,0	8,3	66,7
Other	145	51,7	37,2	28,3	9,0	6,9	50,3
Type of trip							
Package tour	293	47,1	37,5	31,1	12,3	3,8	39,9
Individually-arranged tour	706	50,0	43,2	21,4	9,1	10,2	43,5
Business-arranged tour	53	17,0	17,0	5,7	0,0	13,2	79,2
Purpose of visit							
Vacation/holiday	954	51,4	42,5	25,1	10,6	7,2	40,6
Conference/large meeting	30	16,7	13,3	6,7	0,0	10,0	93,3
Business/small meeting	37	18,9	13,5	2,7	0,0	21,6	78,4
Education and training	45	35,6	17,8	8,9	6,7	15,6	64,4
Visiting friends/relatives	75	33,3	76,0	5,3	2,7	25,3	38,7
Business incentives package	7	14,3	14,3	0,0	0,0	28,6	100,0
Temporary employment in Iceland	9	55,6	33,3	22,2	0,0	44,4	55,6
Event in Iceland (leisure related)	60	50,0	51,7	23,3	3,3	18,3	48,3
Health/medical treatment	<5						
Other	68	51,5	42,6	20,6	8,8	10,3	60,3

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

THE IDEA OF COMING TO ICELAND



Q.10. 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.

**This question was randomized. Half of the sample got this question and half question 9.

This question (Q10) has the same wording as question 9, except has more response options. In order to see changes between surveys question 9 had to be asked with exactly the same response options as last time. Random half of the respondents obtained this question and the other half obtained question 9. Next time this survey will be conducted the Q10 wording will be sufficient.

THE IDEA OF COMING TO ICELAND



Q.10. Where did you get the idea of coming to Iceland?

		General interests in nature/country	From friends/relatives	Internet	Previous visit	International movies etc.	Elsewhere
	Count	%	%	%	%	%	%
Total	1142						
Gender							
Male	486	48,1	38,7	26,3	9,5	9,9	49,2
Female	648	49,1	42,4	22,8	9,9	9,1	47,1
Age							
24 years and younger	143	46,9	46,9	30,1	2,8	8,4	47,6
25-34 years	354	57,6	43,2	20,9	9,6	12,1	45,5
35-44 years	218	45,0	37,6	23,4	7,8	11,5	47,2
45-54 years	180	48,9	35,0	27,2	13,9	4,4	43,3
55 years and older	239	40,6	42,3	24,3	12,1	7,9	54,8
What is your profession?							
Managerial	155	51,6	38,7	25,8	7,7	8,4	49,0
Professionals (dr./lawyer/account. etc.)	243	48,1	38,7	24,7	10,3	7,8	48,1
Other professionals	169	53,8	43,2	24,3	12,4	10,7	48,5
Teacher/Medical care	93	45,2	44,1	18,3	9,7	5,4	34,4
Clerical/Service	78	47,4	44,9	17,9	9,0	12,8	38,5
Vocational/Technical	46	41,3	43,5	23,9	4,3	4,3	47,8
Unskilled	8	37,5	75,0	37,5	25,0	25,0	37,5
Student	122	56,6	45,9	25,4	4,9	10,7	55,7
Retired/Homemaker	100	42,0	35,0	29,0	12,0	10,0	53,0
Other	117	43,6	37,6	24,8	11,1	10,3	48,7
Household income							
High	516	49,6	38,6	22,5	11,6	9,1	46,1
Average	433	46,7	42,5	25,4	7,6	8,1	47,3
Low	147	51,7	46,9	21,8	9,5	12,9	53,1
Market area							
Britain	369	50,9	34,7	25,5	8,1	7,6	40,9
North America	301	44,5	45,8	30,2	6,3	10,0	49,8
Central/Southern Europe	196	60,7	40,3	17,3	13,8	14,3	53,6
Scandinavia	162	38,9	47,5	17,3	18,5	3,1	56,2
Asia	28	50,0	32,1	28,6	3,6	17,9	28,6

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

THE IDEA OF COMING TO ICELAND



Q.10. Where did you get the idea of coming to Iceland?

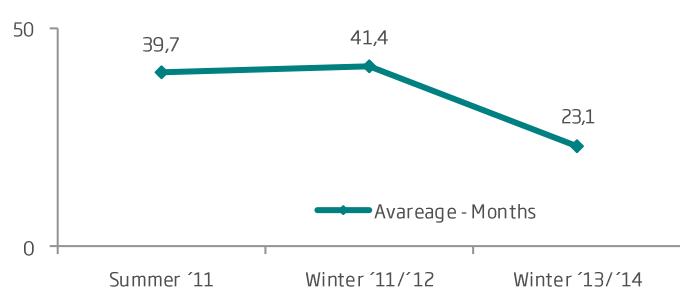
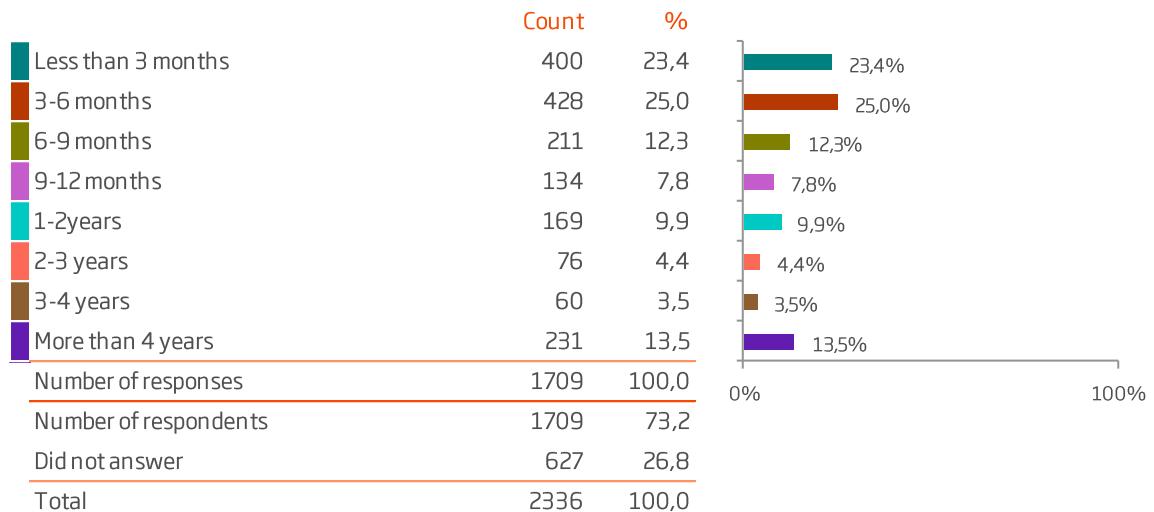
	General interests in nature/country	From friends/relatives	Internet	Previous visit	International movies etc.	Elsewhere
	Count	%	%	%	%	%
Total	1142					
Nationality						
British	349	50,7	34,1	23,8	8,0	7,4
American	206	47,6	50,5	28,6	4,4	10,2
Canadian	92	34,8	41,3	31,5	8,7	6,5
Danish	66	37,9	36,4	12,1	15,2	1,5
Norwegian	46	41,3	56,5	17,4	21,7	2,2
French	54	55,6	40,7	16,7	5,6	18,5
German	56	69,6	51,8	19,6	30,4	17,9
Swedish	30	33,3	46,7	10,0	16,7	6,7
Dutch	26	46,2	23,1	23,1	7,7	15,4
Irish	21	57,1	52,4	23,8	4,8	9,5
Australian	24	54,2	41,7	33,3	0,0	16,7
Chinese	17	47,1	41,2	29,4	0,0	17,6
Italian	13	69,2	30,8	0,0	0,0	0,0
Swiss	19	84,2	21,1	15,8	36,8	10,5
Other	123	46,3	40,7	31,7	8,9	12,2
Type of trip						
Package tour	272	52,2	33,8	32,4	5,1	7,0
Individually-arranged tour	780	49,9	45,0	23,8	12,1	10,5
Business-arranged tour	40	20,0	17,5	2,5	5,0	2,5
Purpose of visit						
Vacation/holiday	986	53,8	41,9	26,9	9,3	10,0
Conference/large meeting	36	19,4	16,7	8,3	16,7	2,8
Business/small meeting	30	20,0	23,3	3,3	6,7	3,3
Education and training	37	27,0	35,1	10,8	10,8	8,1
Visiting friends/relatives	98	34,7	76,5	11,2	33,7	5,1
Business incentives package	8	0,0	12,5	0,0	0,0	0,0
Temporary employment in Iceland	12	41,7	33,3	16,7	25,0	25,0
Event in Iceland (leisure related)	78	34,6	47,4	23,1	21,8	7,7
Health/medical treatment	5	60,0	80,0	40,0	40,0	80,0
Other	64	32,8	40,6	26,6	9,4	14,1

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

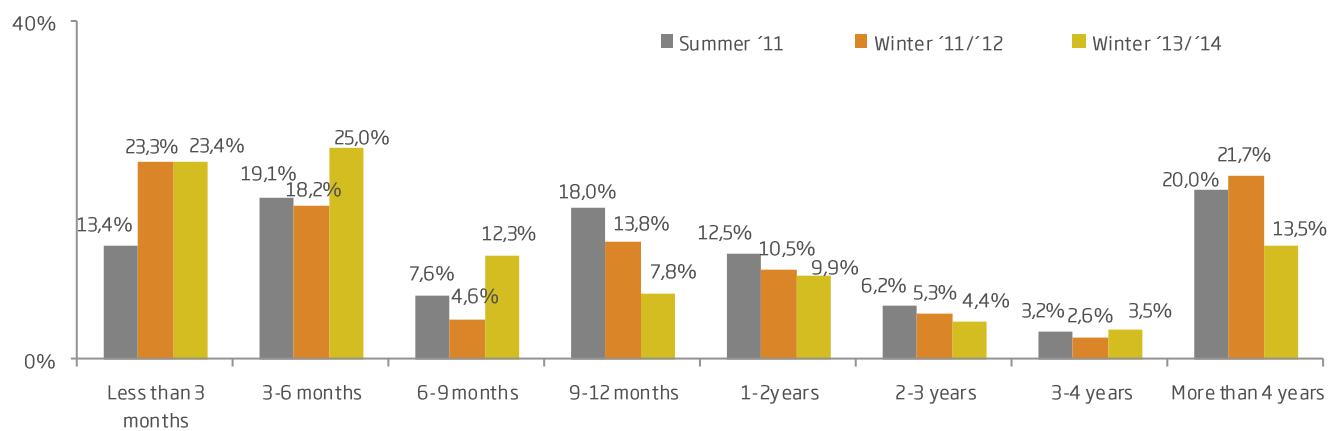
FIRST CONSIDERING OF COMING TO ICELAND



Q.11. How long is it since you first considered coming to Iceland?



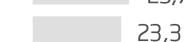
Mean 23,14 months
 Median 6,26 months
 Standard deviation 47,88 months



FIRST CONSIDERING OF COMING TO ICELAND



Q.11. 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	%	%	%	%	%	%	
Total	1709	23,4	25,0	20,2	9,9	8,0	13,5	 23,1
Gender								
Male	719	25,0	23,1	19,9	9,5	7,9	14,6	 23,9
Female	978	22,1	26,7	20,2	10,3	7,9	12,8	 22,7
Age								
24 years and younger	194	30,9	20,6	24,7	8,8	6,2	8,8	 14,5
25-34 years	544	18,8	25,6	18,0	12,5	9,6	15,6	 23,7
35-44 years	324	21,3	24,7	19,4	9,9	8,3	16,4	 25,2
45-54 years	267	27,0	25,1	19,9	6,4	6,0	15,7	 25,7
55 years and older	368	25,3	26,9	22,0	9,2	7,6	9,0	 23,3
What is your profession?								
Managerial	253	24,5	23,7	19,4	9,5	7,9	15,0	 23,2
Professionals (dr./lawyer/account. etc.)	334	24,0	27,2	18,0	8,4	8,1	14,4	 23,0
Other professionals	255	20,8	22,4	22,4	10,2	8,6	15,7	 26,7
Teacher/Medical care	183	20,2	30,6	21,3	14,2	6,6	7,1	 18,0
Clerical/Service	114	16,7	26,3	21,9	13,2	12,3	9,6	 23,6
Vocational/Technical	54	18,5	24,1	14,8	5,6	9,3	27,8	 43,0
Unskilled	11	27,3	18,2	18,2	9,1	0,0	27,3	 23,4
Student	172	27,9	24,4	18,6	11,6	6,4	11,0	 17,9
Retired/Homemaker	149	27,5	26,8	26,8	4,0	4,7	10,1	 19,8
Other	167	25,1	20,4	17,4	11,4	9,6	16,2	 25,1
Household income*								
High	743	24,1	23,1	19,9	9,0	8,7	15,1	 25,2
Average	664	23,9	26,1	22,6	10,2	5,7	11,4	 19,7
Low	239	20,9	25,9	14,6	12,1	10,9	15,5	 27,8
Market area								
Britain	602	21,4	24,6	19,8	12,0	7,6	14,6	 23,5
North America	449	21,8	24,5	23,2	9,8	9,1	11,6	 22,1
Central/Southern Europe	235	26,4	26,8	17,0	9,4	7,7	12,8	 20,3
Scandinavia	229	29,3	24,0	16,2	7,0	6,6	17,0	 30,6
Asia	41	29,3	26,8	22,0	4,9	9,8	7,3	 12,6
Other	153	20,9	26,8	23,5	8,5	7,8	12,4	 20,6

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

FIRST CONSIDERING OF COMING TO ICELAND



Q.11. 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	%	%	%	%	%	%	
Total	1709	23,4	25,0	20,2	9,9	8,0	13,5	 23,1
Nationality*								
British	558	21,0	25,3	19,5	10,8	7,7	15,8	 24,4
American	314	21,7	24,8	20,1	12,4	8,6	12,4	 24,2
Canadian	133	21,1	23,3	29,3	5,3	9,8	11,3	 19,6
Danish	90	16,7	23,3	20,0	8,9	7,8	23,3	 43,3
Norwegian	68	36,8	22,1	17,6	4,4	5,9	13,2	 27,2
French	74	25,7	35,1	21,6	4,1	5,4	8,1	 12,9
German	61	21,3	23,0	14,8	18,0	4,9	18,0	 24,1
Swedish	44	29,5	31,8	15,9	6,8	6,8	9,1	 15,8
Dutch	34	23,5	23,5	14,7	5,9	14,7	17,6	 35,4
Irish	35	14,3	20,0	20,0	8,6	11,4	25,7	 32,7
Australian	32	12,5	25,0	25,0	15,6	12,5	9,4	 24,1
Chinese	28	39,3	32,1	21,4	0,0	3,6	3,6	 8,1
Italian	18	44,4	5,6	16,7	11,1	11,1	11,1	 28,5
Swiss	18	27,8	22,2	27,8	0,0	5,6	16,7	 18,9
Other	202	30,2	25,2	18,8	11,4	7,4	6,9	 13,1
Type of trip*								
Package tour	436	21,8	27,1	22,0	10,3	7,6	11,2	 21,6
Individually-arranged tour	1160	23,4	23,9	20,0	10,2	8,0	14,6	 23,8
Business-arranged tour	50	30,0	34,0	10,0	2,0	2,0	22,0	 36,9
Purpose of visit*								
Vacation/holiday	1513	22,7	25,3	20,2	10,0	8,3	13,5	 22,9
Conference/large meeting	42	45,2	23,8	7,1	4,8	7,1	11,9	 28,8
Business/small meeting	41	31,7	26,8	14,6	4,9	9,8	12,2	 19,7
Education and training	53	22,6	18,9	28,3	11,3	1,9	17,0	 31,8
Visiting friends/relatives	122	27,9	23,0	15,6	9,0	5,7	18,9	 29,0
Business incentives package	9	33,3	33,3	11,1	0,0	0,0	22,2	 65,0
Temporary employment in Iceland	11	36,4	18,2	18,2	9,1	9,1	9,1	 15,0
Event in Iceland (leisure related)	105	18,1	20,0	20,0	10,5	9,5	21,9	 31,7
Health/medical treatment	<5							
Other	94	26,6	20,2	18,1	9,6	7,4	18,1	 28,8

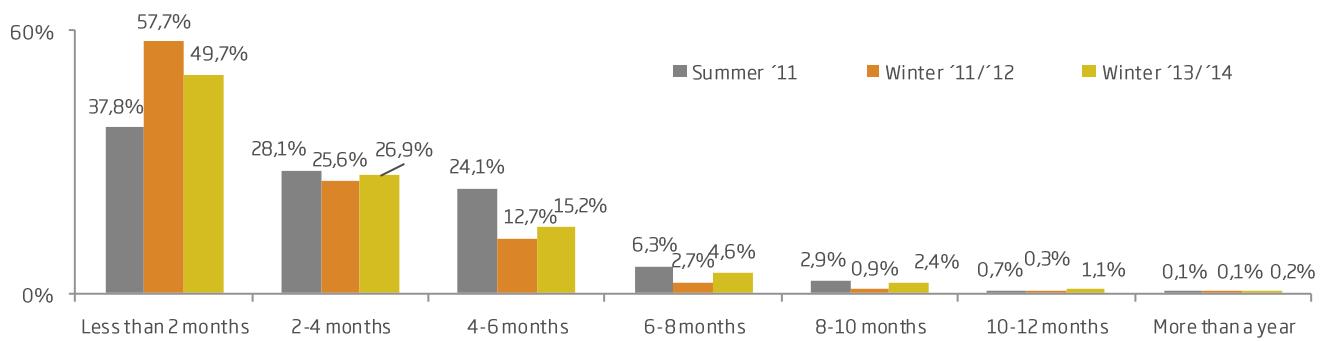
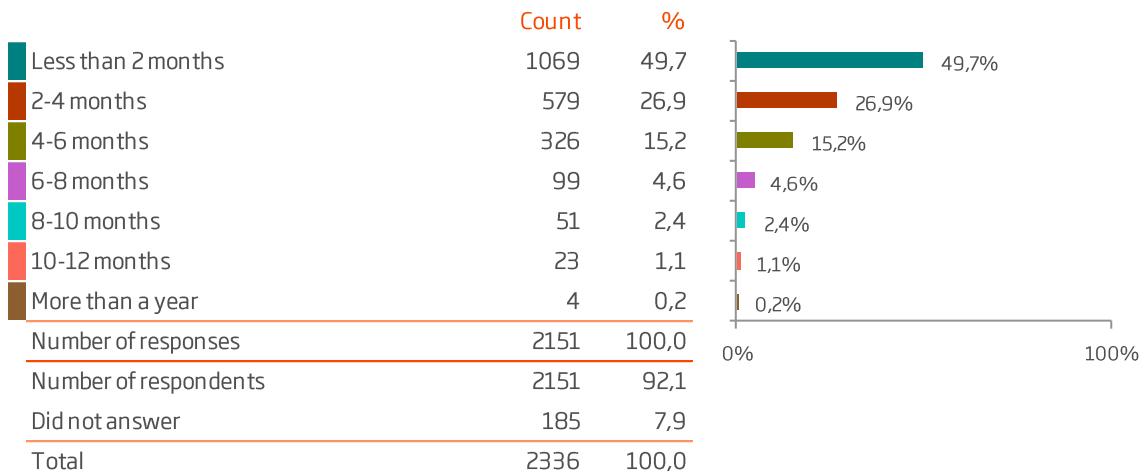
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

TIME BETWEEN BOOKING AND DEPARTURE



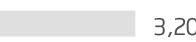
Q.12. How long before departure did you book the flight or buy the tour package?



TIME BETWEEN BOOKING AND DEPARTURE



Q.12. 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	%	%	%	%	%	
Total	2151	49,7	26,9	15,2	4,6	3,6	
Gender*							
Male	906	54,2	23,8	14,0	4,5	3,4	
Female	1232	46,4	28,9	16,2	4,7	3,8	
Age							
24 years and younger	242	56,2	20,7	14,9	4,1	4,1	
25-34 years	672	50,3	26,8	13,4	5,8	3,7	
35-44 years	405	46,4	27,9	17,0	4,7	4,0	
45-54 years	343	49,9	29,2	14,3	3,2	3,5	
55 years and older	472	48,3	27,8	16,7	4,0	3,2	
What is your profession?*							
Managerial	318	48,7	28,9	16,4	3,8	2,2	
Professionals (dr./lawyer/account. etc.)	424	49,5	30,0	14,2	3,8	2,6	
Other professionals	318	46,2	24,8	19,2	5,0	4,7	
Teacher/Medical care	218	44,0	26,6	15,1	6,4	7,8	
Clerical/Service	136	45,6	31,6	15,4	4,4	2,9	
Vocational/Technical	68	51,5	27,9	11,8	7,4	1,5	
Unskilled	13	53,8	23,1	23,1	0,0	0,0	
Student	234	59,0	23,1	11,1	4,7	2,1	
Retired/Homemaker	182	45,1	28,6	17,0	3,8	5,5	
Other	216	56,0	23,1	13,0	4,6	3,2	
Household income							
High	941	48,5	27,2	17,3	3,6	3,4	
Average	823	48,0	28,4	14,3	5,3	3,9	
Low	304	56,3	23,4	11,2	5,9	3,3	
Market area*							
Britain	713	42,6	30,7	16,4	5,2	5,0	
North America	554	41,3	30,1	20,2	5,1	3,2	
Central/Southern Europe	348	56,3	23,0	12,9	4,9	2,9	
Scandinavia	308	68,2	20,5	6,8	3,2	1,3	
Asia	48	64,6	20,8	14,6	0,0	0,0	
Other	180	55,0	22,2	13,3	3,9	5,6	

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

TIME BETWEEN BOOKING AND DEPARTURE



Q.12. 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 monts	6-8 months	More than 8 months	
	Count	%	%	%	%	%	
Total	2151	49,7	26,9	15,2	4,6	3,6	 3,09
Nationality*							
British	655	40,9	31,0	16,9	5,5	5,6	 3,52
American	384	41,4	31,0	20,8	4,2	2,6	 3,29
Canadian	166	44,6	26,5	16,9	7,2	4,8	 3,39
Danish	119	70,6	17,6	6,7	4,2	0,8	 2,18
Norwegian	94	66,0	26,6	4,3	2,1	1,1	 2,15
French	88	50,0	28,4	12,5	5,7	3,4	 3,00
German	102	57,8	15,7	15,7	5,9	4,9	 2,93
Swedish	59	57,6	23,7	11,9	3,4	3,4	 2,91
Dutch	47	42,6	31,9	21,3	2,1	2,1	 3,04
Irish	41	29,3	31,7	17,1	7,3	14,6	 4,61
Australian	40	62,5	25,0	10,0	0,0	2,5	 2,43
Chinese	33	69,7	24,2	6,1	0,0	0,0	 1,94
Italian	31	80,6	16,1	0,0	3,2	0,0	 1,68
Swiss	31	45,2	32,3	16,1	6,5	0,0	 3,13
Other	261	63,6	19,5	12,6	3,1	1,1	 2,56
Type of trip*							
Package tour	540	38,7	31,1	20,0	4,4	5,7	 3,63
Individually-arranged tour	1447	51,7	25,9	14,0	5,0	3,3	 3,01
Business-arranged tour	84	81,0	13,1	3,6	1,2	1,2	 1,55
Purpose of visit*							
Vacation/holiday	1874	46,4	28,7	16,2	5,1	3,6	 3,22
Conference/large meeting	66	84,8	10,6	4,5	0,0	0,0	 1,29
Business/small meeting	63	84,1	4,8	9,5	0,0	1,6	 1,51
Education and training	72	54,2	23,6	11,1	1,4	9,7	 3,26
Visiting friends/relatives	167	67,7	19,2	9,6	2,4	1,2	 2,21
Business incentives package	13	84,6	7,7	7,7	0,0	0,0	 1,21
Temporary employment in Iceland	17	88,2	11,8	0,0	0,0	0,0	 1,28
Event in Iceland (leisure related)	133	41,4	29,3	15,0	7,5	6,8	 3,60
Health/medical treatment	7	28,6	28,6	14,3	28,6	0,0	 4,02
Other	123	56,1	25,2	11,4	2,4	4,9	 2,81

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

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

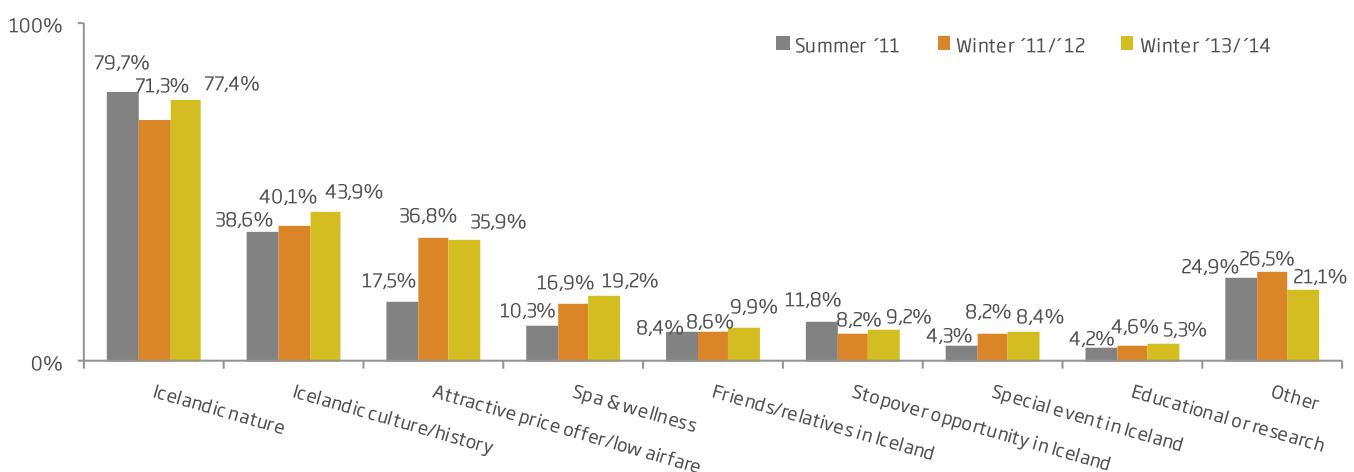
FACTORS CONCERNING DECISION TO VISIT ICELAND



Q.13. Which of the following factors had a major impact on your decision to visit Iceland?

	Count respondents	% respondents	% responses
Icelandic nature	1734	77,4	33,6
Icelandic culture/history	984	43,9	19,1
Attractive price offer/low airfare	803	35,9	15,6
Spa & wellness	430	19,2	8,3
Friends/relatives in Iceland	221	9,9	4,3
Stopover opportunity in Iceland	205	9,2	4,0
Special event in Iceland	188	8,4	3,6
Educational or research	119	5,3	2,3
Conference/meeting in Iceland	87	3,9	1,7
Business relations in Iceland	74	3,3	1,4
Health & medical treatment	15	0,7	0,3
Other	296	13,2	5,7
Number of responses*	5156	230,3	100,0
Number of respondents	2239	95,8	
Did not answer	97	4,2	
Total	2336	100,0	

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



FACTORS CONCERNING DECISION TO VISIT ICELAND



Q.13. Which of the following factors had a major impact on your decision to visit Iceland?

		Icelandic nature	Icelandic culture/history	Attractive price offer/low airfare	Spa & wellness	Friends/relatives in Iceland	Stopover opportunity in Iceland	Other
	Count	%	%	%	%	%	%	%
Total	2239							
Gender								
Male	942	75,9	42,4	34,8	17,6	9,0	10,0	33,8
Female	1283	78,6	45,1	36,8	20,6	10,6	8,7	29,0
Age								
24 years and younger	264	84,8	49,2	30,3	26,1	14,4	8,7	35,6
25-34 years	693	83,1	44,6	39,8	23,4	9,4	9,5	24,5
35-44 years	428	73,4	42,5	34,8	18,7	10,7	7,9	33,9
45-54 years	357	74,2	40,1	30,3	17,9	8,4	6,4	37,5
55 years and older	480	71,9	44,6	38,5	11,5	8,5	11,9	29,4
What is your profession?								
Managerial	328	77,1	37,2	31,1	18,3	6,7	6,1	32,9
Professionals (dr./lawyer/account. etc.)	434	76,5	42,6	36,9	19,6	8,5	9,0	31,1
Other professionals	329	79,9	48,6	40,4	20,7	7,6	11,6	29,5
Teacher/Medical care	228	81,1	46,9	33,3	18,9	10,5	7,5	27,2
Clerical/Service	143	80,4	41,3	42,7	23,8	8,4	7,0	24,5
Vocational/Technical	74	73,0	43,2	39,2	24,3	10,8	8,1	33,8
Unskilled	15	73,3	46,7	26,7	6,7	13,3	0,0	53,3
Student	251	82,9	43,4	32,7	23,5	18,7	11,2	33,5
Retired/Homemaker	187	70,1	45,5	39,6	10,7	8,6	13,4	20,9
Other	223	72,2	47,5	33,2	15,2	10,8	8,5	39,9
Household income								
High	967	76,1	42,3	35,9	18,7	9,0	9,1	32,7
Average	866	77,8	44,5	35,9	19,6	8,4	8,9	26,9
Low	315	80,0	49,2	37,5	19,7	15,9	9,2	33,3
Market area								
Britain	747	82,3	50,5	34,7	21,2	4,3	2,7	29,5
North America	570	76,0	50,2	61,1	20,5	8,4	22,3	22,6
Central/Southern Europe	362	79,8	33,1	21,0	14,9	16,0	6,9	30,1
Scandinavia	329	63,5	34,0	21,6	18,8	19,8	3,6	45,6
Asia	48	87,5	25,0	25,0	31,3	4,2	6,3	31,3

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

FACTORS CONCERNING DECISION TO VISIT ICELAND



Q.13. Which of the following factors had a major impact on your decision to visit Iceland?

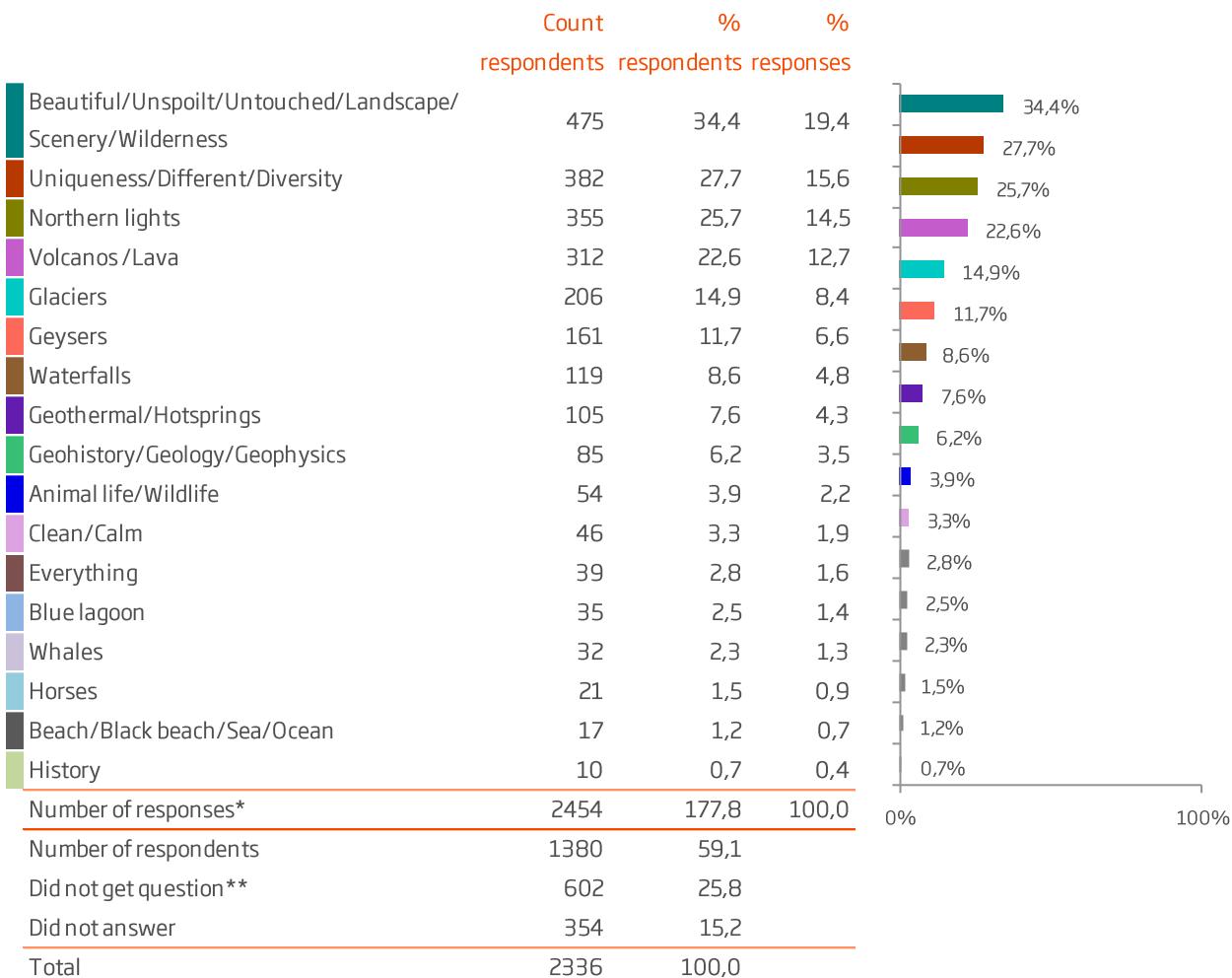
		Icelandic nature	Icelandic culture/history	Attractive price offer/low airfare	Spa & wellness	Friends/relatives in Iceland	Stopover opportunity in Iceland	Other
	Count	%	%	%	%	%	%	%
Total	2239							
Nationality								
British	688	81,3	51,7	35,5	20,5	4,8	3,1	31,3
American	391	77,2	52,4	59,6	21,5	7,7	21,7	23,8
Canadian	175	73,7	48,6	63,4	19,4	11,4	22,3	20,6
Danish	126	63,5	24,6	26,2	15,1	22,2	2,4	47,6
Norwegian	103	53,4	40,8	19,4	25,2	22,3	1,0	51,5
French	98	87,8	34,7	20,4	19,4	11,2	5,1	26,5
German	102	74,5	41,2	21,6	13,7	25,5	6,9	35,3
Swedish	62	74,2	37,1	17,7	19,4	12,9	6,5	33,9
Dutch	50	74,0	30,0	14,0	10,0	6,0	20,0	26,0
Irish	42	83,3	57,1	23,8	26,2	2,4	4,8	28,6
Australian	40	85,0	40,0	22,5	7,5	5,0	15,0	30,0
Chinese	33	87,9	30,3	21,2	39,4	3,0	6,1	27,3
Italian	32	84,4	21,9	31,3	18,8	0,0	0,0	6,3
Swiss	31	90,3	35,5	32,3	12,9	12,9	3,2	38,7
Other	266	79,3	31,2	21,1	14,7	11,7	7,1	34,2
Type of trip								
Package tour	566	82,9	48,2	45,9	23,9	3,2	2,1	26,7
Individually-arranged tour	1486	78,5	44,7	34,3	18,4	12,4	11,4	29,2
Business-arranged tour	93	36,6	23,7	7,5	10,8	7,5	3,2	81,7
Purpose of visit								
Vacation/holiday	1938	82,6	47,2	39,9	20,9	8,4	9,6	24,5
Conference/large meeting	67	25,4	23,9	9,0	6,0	13,4	1,5	97,0
Business/small meeting	66	37,9	19,7	9,1	9,1	13,6	3,0	84,8
Education and training	84	66,7	39,3	13,1	11,9	13,1	2,4	85,7
Visiting friends/relatives	173	51,4	27,2	19,7	9,2	83,2	5,2	38,7
Business incentives package	15	33,3	13,3	6,7	6,7	20,0	0,0	93,3
Temporary employment in Iceland	22	63,6	36,4	4,5	0,0	22,7	9,1	81,8
Event in Iceland (leisure related)	138	71,0	42,8	25,4	18,8	18,1	2,9	76,8
Health/medical treatment	8	75,0	62,5	25,0	75,0	25,0	12,5	87,5
Other	132	72,0	40,2	23,5	14,4	9,8	15,2	62,9

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

ICELANDIC NATURE AS A MOTIVATOR



Q.14. What was it about Icelandic nature that motivated your decision to visit Iceland?



*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.

ICELANDIC NATURE AS A MOTIVATOR



Q.14. What was it about Icelandic nature that motivated your decision to visit Iceland?

		Beautiful/ Unspoilt/ Untouched/ Landscape/ Scenery/ Víðáttá	Uniqueness/ Different/ Diversity	Northern lights	Volcanos / Lava	Glaciers	Geysers	Waterfalls	Other
	Count	%	%	%	%	%	%	%	%
Total	1380								
Gender									
Male	566	33,4	29,3	24,7	23,5	13,3	9,4	8,1	26,9
Female	805	34,9	26,6	26,7	21,6	15,8	13,3	8,7	28,3
Age									
24 years and younger	180	34,4	27,2	29,4	21,7	17,2	16,1	13,9	27,8
25-34 years	484	35,3	32,0	26,4	21,5	15,3	9,1	6,0	23,3
35-44 years	251	32,3	31,1	22,3	25,5	16,7	11,6	9,2	27,5
45-54 years	200	33,0	22,0	25,0	24,5	16,5	12,0	6,0	31,0
55 years and older	256	35,9	21,1	25,8	20,7	9,8	13,3	10,9	33,6
What is your profession?									
Managerial	207	36,7	28,5	29,0	18,8	14,5	8,2	6,3	20,3
Professionals (dr./lawyer/account. etc.)	258	32,6	31,0	26,0	21,3	16,7	8,5	6,6	26,4
Other professionals	204	36,8	30,4	24,0	19,1	13,7	9,3	7,4	26,0
Teacher/Medical care	145	36,6	31,0	26,9	25,5	15,9	12,4	11,7	31,0
Clerical/Service	100	30,0	20,0	32,0	24,0	14,0	18,0	11,0	29,0
Vocational/Technical	45	28,9	22,2	20,0	31,1	13,3	17,8	8,9	31,1
Unskilled	10	10,0	30,0	40,0	10,0	20,0	10,0	10,0	20,0
Student	168	32,1	28,0	23,8	27,4	16,7	14,3	11,3	29,8
Retired/Homemaker	99	32,3	16,2	28,3	24,2	10,1	13,1	11,1	36,4
Other	129	38,8	26,4	18,6	20,9	13,2	14,0	6,2	31,0
Household income									
High	571	35,7	27,1	25,9	21,0	16,5	8,6	7,7	27,8
Average	550	33,5	28,0	26,0	22,0	12,9	14,0	8,9	26,7
Low	205	34,1	30,7	23,9	28,3	15,6	13,2	9,3	28,3
Market area									
Britain	469	32,4	24,7	39,9	17,3	8,5	9,0	4,7	23,2
North America	348	39,7	29,6	20,7	20,7	19,5	9,2	11,5	26,4
Central/Southern Europe	241	33,6	23,2	12,9	39,8	23,2	15,8	12,4	35,7
Scandinavia	167	37,1	35,3	9,0	19,2	9,0	18,6	9,6	36,5
Asia	33	12,1	21,2	42,4	18,2	24,2	12,1	12,1	18,2
French	73	41,1	17,8	12,3	39,7	20,5	11,0	6,8	39,7

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



Q.14. What was it about Icelandic nature that motivated your decision to visit Iceland?

		Beautiful/ Unspoilt/ Untouched/ Landscape/ Scenery/ Viðáttar	Uniqueness/ Different/ Diversity	Northern lights	Volcanos / Lava	Glaciers	Geysers	Waterfalls	Other
	Count	%	%	%	%	%	%	%	%
Total	1380								
Nationality									
British	425	31,3	25,4	40,2	17,6	8,0	9,2	4,2	23,5
American	244	36,1	29,9	23,4	19,3	21,7	9,8	12,7	29,1
Canadian	106	49,1	33,0	11,3	23,6	13,2	7,5	8,5	22,6
Danish	74	45,9	41,9	10,8	16,2	9,5	20,3	16,2	39,2
Norwegian	38	39,5	23,7	5,3	23,7	2,6	21,1	2,6	44,7
French	73	41,1	17,8	12,3	39,7	20,5	11,0	6,8	39,7
German	62	27,4	17,7	12,9	58,1	25,8	22,6	22,6	41,9
Swedish	30	23,3	26,7	13,3	23,3	13,3	20,0	3,3	23,3
Dutch	28	42,9	28,6	10,7	21,4	17,9	21,4	14,3	25,0
Irish	30	40,0	16,7	33,3	23,3	13,3	13,3	10,0	23,3
Australian	29	41,4	44,8	41,4	6,9	6,9	6,9	0,0	27,6
Chinese	21	4,8	0,0	61,9	19,0	23,8	9,5	19,0	19,0
Italian	24	41,7	29,2	16,7	20,8	20,8	12,5	8,3	33,3
Swiss	23	21,7	17,4	4,3	39,1	34,8	8,7	13,0	43,5
Other	173	27,2	32,9	23,7	22,5	19,1	11,6	6,9	20,2
Type of trip									
Package tour	371	31,3	25,3	33,4	19,7	12,1	13,2	9,2	25,1
Individually-arranged tour	942	35,2	28,6	23,4	24,0	16,0	11,5	8,5	29,3
Business-arranged tour	25	28,0	28,0	8,0	24,0	16,0	24,0	12,0	16,0
Purpose of visit									
Vacation/holiday	1288	34,2	27,3	26,6	22,2	15,0	11,6	8,6	28,0
Conference/large meeting	13	38,5	15,4	0,0	46,2	15,4	30,8	7,7	30,8
Business/small meeting	23	26,1	26,1	13,0	8,7	4,3	4,3	0,0	56,5
Education and training	38	42,1	26,3	10,5	31,6	18,4	13,2	7,9	34,2
Visiting friends/relatives	71	36,6	26,8	11,3	26,8	16,9	7,0	15,5	39,4
Business incentives package	<5								
Temporary employment in Iceland	12	25,0	8,3	16,7	50,0	33,3	16,7	25,0	41,7
Event in Iceland (leisure related)	81	39,5	32,1	17,3	18,5	9,9	6,2	4,9	28,4
Health/medical treatment	<5								
Other	72	30,6	26,4	22,2	33,3	18,1	12,5	5,6	34,7

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

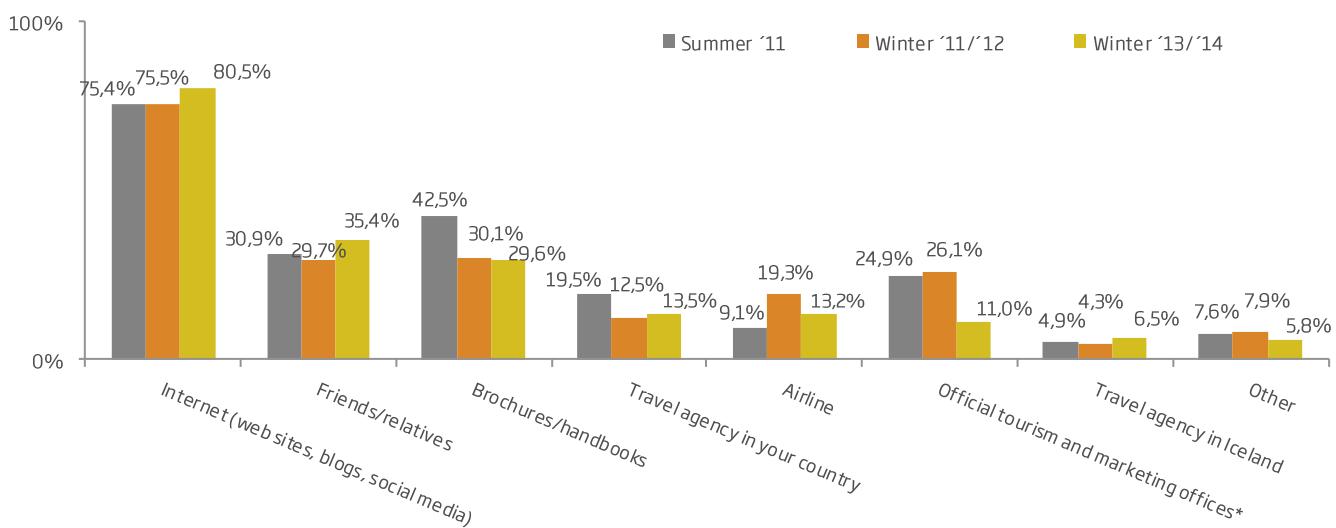
SOURCES OF INFORMATION ON ICELAND



Q.15. 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)	1775	80,5	41,2
Friends/relatives	781	35,4	35,4%
Brochures/handbooks	653	29,6	29,6%
Travel agency in your country	297	13,5	6,9
Airline	291	13,2	6,8
Official tourism and marketing offices	243	11,0	5,6
Travel agency in Iceland	143	6,5	3,3
Other	128	5,8	3,0
Number of responses*	4311	195,6	100,0
Number of respondents	2204	94,3	
Did not answer	132	5,7	
Total	2336	100,0	

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



*This option was called "Visit Ice/Ice. Tourist Board" in 2011 and 2012.

SOURCES OF INFORMATION ON ICELAND



Q.15. From which of the following sources did you get information on Iceland when deciding on travelling to Iceland?

		Internet (web sites, blogs, social media)	Friends/ relatives	Brochures/ handbooks	Travel agency in your country	Airline	Official tourism and marketing offices	Other
	Count	%	%	%	%	%	%	%
Total	2204							
Gender								
Male	926	82,0	35,0	29,6	12,1	14,3	10,8	11,1
Female	1265	79,4	35,8	29,6	14,3	12,5	11,2	13,0
Age								
24 years and younger	256	80,9	43,8	25,0	9,8	8,6	9,8	10,2
25-34 years	678	86,4	39,4	29,8	8,8	13,1	10,3	10,2
35-44 years	426	82,4	34,3	30,0	13,1	13,8	12,7	10,8
45-54 years	349	79,9	27,8	28,7	15,5	12,6	12,3	15,2
55 years and older	478	70,5	32,4	32,2	20,7	15,9	10,5	15,3
What is your profession?								
Managerial	325	84,6	29,5	27,1	16,0	12,6	9,5	11,1
Professionals (dr./lawyer/account. etc.)	425	83,5	34,4	30,8	11,8	12,7	8,5	12,2
Other professionals	322	82,0	35,1	29,2	14,3	17,1	17,7	10,9
Teacher/Medical care	226	76,5	33,2	35,4	16,8	11,9	11,5	18,1
Clerical/Service	140	80,0	37,1	28,6	14,3	15,7	12,1	10,0
Vocational/Technical	70	77,1	28,6	31,4	12,9	8,6	12,9	7,1
Unskilled	15	73,3	53,3	26,7	13,3	0,0	20,0	13,3
Student	247	82,6	45,7	25,5	7,3	11,3	10,1	10,9
Retired/Homemaker	185	70,3	34,1	36,8	16,8	15,1	6,5	14,6
Other	221	79,6	38,0	25,8	13,1	12,7	11,3	10,9
Household income								
High	948	81,1	34,0	31,0	15,1	13,3	11,0	11,8
Average	853	79,4	34,7	27,9	13,6	12,8	10,4	12,7
Low	310	81,9	43,2	31,3	8,4	14,8	13,2	11,0
Market area								
Britain	739	85,5	30,9	32,3	15,4	10,0	13,0	9,6
North America	564	84,4	37,8	29,8	9,8	21,8	12,4	12,2
Central/Southern Europe	359	75,5	30,6	40,1	15,0	10,9	7,8	14,5
Scandinavia	310	66,8	47,1	20,0	11,3	9,4	5,8	12,3
Asia	49	85,7	30,6	24,5	8,2	12,2	18,4	20,4

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

SOURCES OF INFORMATION ON ICELAND



Q.15. From which of the following sources did you get information on Iceland when deciding on travelling to Iceland?

		Internet (web sites, blogs, social media)	Friends/ relatives	Brochures/ handbooks	Travel agency in your country	Airline	Official tourism and marketing offices	Other
	Count	%	%	%	%	%	%	%
Total	2204							
Nationality								
British	680	84,9	30,9	34,0	16,3	10,3	13,1	9,6
American	386	83,4	38,3	30,3	10,4	22,5	12,4	11,4
Canadian	174	85,6	39,7	25,9	9,2	18,4	12,1	13,2
Danish	117	65,8	40,2	26,5	14,5	10,3	8,5	14,5
Norwegian	95	63,2	53,7	15,8	11,6	6,3	4,2	12,6
French	93	76,3	18,3	46,2	10,8	7,5	11,8	11,8
German	103	75,7	46,6	43,7	13,6	14,6	5,8	8,7
Swedish	61	67,2	44,3	16,4	9,8	8,2	4,9	9,8
Dutch	50	64,0	30,0	34,0	24,0	18,0	6,0	26,0
Irish	42	61,9	40,5	14,3	38,1	4,8	11,9	23,8
Australian	40	95,0	35,0	20,0	7,5	5,0	15,0	10,0
Chinese	33	87,9	21,2	21,2	3,0	15,2	27,3	12,1
Italian	32	68,8	21,9	18,8	25,0	0,0	6,3	9,4
Swiss	31	71,0	25,8	58,1	16,1	6,5	6,5	22,6
Other	267	86,5	36,0	20,2	10,1	13,9	9,0	14,6
Type of trip								
Package tour	565	76,5	29,7	26,4	27,6	11,9	12,2	12,4
Individually-arranged tour	1478	82,9	37,5	32,7	9,1	14,2	11,2	12,0
Business-arranged tour	85	64,7	34,1	12,9	15,3	10,6	9,4	18,8
Purpose of visit								
Vacation/holiday	1933	83,1	35,2	31,9	13,9	13,6	11,7	11,8
Conference/large meeting	63	76,2	33,3	14,3	11,1	20,6	9,5	14,3
Business/small meeting	60	68,3	23,3	10,0	13,3	11,7	11,7	10,0
Education and training	81	63,0	39,5	22,2	19,8	12,3	7,4	19,8
Visiting friends/relatives	173	60,7	74,6	23,1	5,2	10,4	6,4	12,1
Business incentives package	11	63,6	36,4	18,2	18,2	36,4	9,1	27,3
Temporary employment in Iceland	21	61,9	61,9	23,8	4,8	0,0	9,5	9,5
Event in Iceland (leisure related)	137	77,4	51,1	19,0	8,0	15,3	10,2	12,4
Health/medical treatment	8	50,0	75,0	12,5	25,0	12,5	0,0	25,0
Other	129	73,6	34,9	28,7	17,1	16,3	10,1	24,8

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

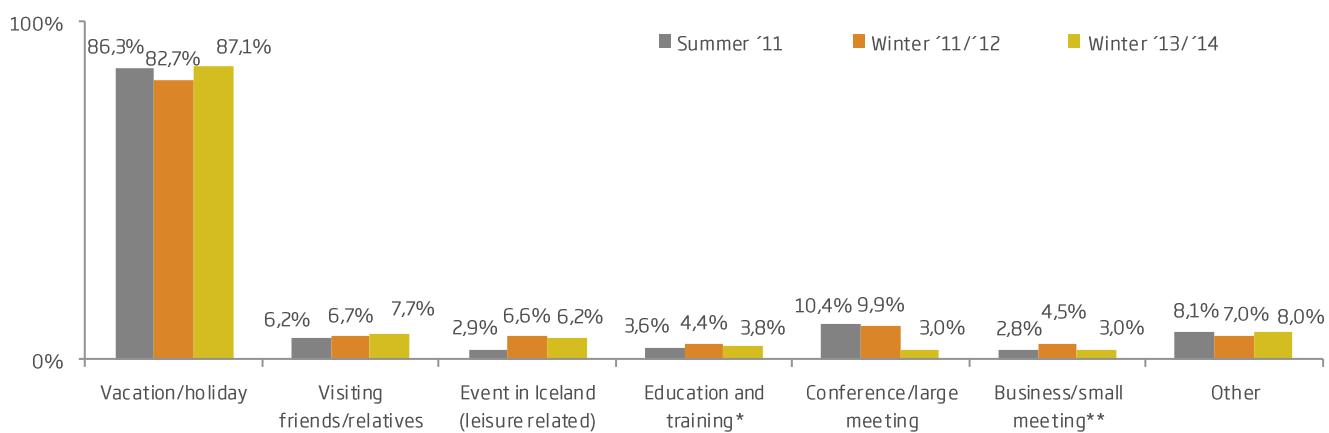
PURPOSE OF VISIT



Q.16. What was the purpose of your visit?

	Count respondents	% respondents	% responses
Vacation/holiday	1946	87,1	73,4
Visiting friends/relatives	173	7,7	6,5
Event in Iceland (leisure related)	138	6,2	5,2
Education and training	84	3,8	3,2
Conference/large meeting	67	3,0	2,5
Business/small meeting	67	3,0	2,5
Temporary employment in Iceland	22	1,0	0,8
Business incentives package	15	0,7	0,6
Health/medical treatment	8	0,4	0,3
Other	133	6,0	5,0
Number of responses*	2653	118,8	100,0
Number of respondents	2234	95,6	
Did not answer	102	4,4	
Total	2336	100,0	

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



*This option was called "Study/research" in 2011 and 2012.

**This option was called "Business/employment" in 2011 and 2012.

PURPOSE OF VISIT



Q.16. What was the purpose of your visit?

	Count	Vacation/ holiday	Visiting friends/ relatives	Event in Iceland (leisure related)	Other
Total	2234				
Gender					
Male	942	84,1	7,7	8,1	18,4
Female	1278	89,3	7,8	4,8	13,3
Age					
24 years and younger	261	82,8	10,7	8,8	19,5
25-34 years	688	90,1	7,1	6,8	10,2
35-44 years	429	85,3	8,2	8,4	17,0
45-54 years	358	82,4	6,4	5,0	22,3
55 years and older	481	89,8	7,7	2,5	14,6
What is your profession?					
Managerial	329	86,6	4,9	5,5	15,8
Professionals (dr./lawyer/account. etc.)	430	85,6	6,3	8,8	14,4
Other professionals	326	92,6	7,1	7,7	10,7
Teacher/Medical care	230	88,3	8,3	2,6	13,5
Clerical/Service	141	90,1	7,8	1,4	14,2
Vocational/Technical	74	83,8	4,1	8,1	20,3
Unskilled	15	80,0	20,0	20,0	13,3
Student	249	80,7	15,3	7,6	22,9
Retired/Homemaker	187	94,1	6,4	2,7	8,6
Other	225	83,1	8,0	5,8	21,8
Household income					
High	962	86,3	6,5	6,0	16,0
Average	866	90,0	7,0	5,1	13,2
Low	313	82,7	13,4	8,3	18,8
Market area					
Britain	745	93,3	2,8	5,1	10,2
North America	565	92,4	5,0	4,6	9,6
Central/Southern Europe	364	81,6	14,0	6,9	18,1
Scandinavia	328	71,6	17,7	10,7	31,1
Asia	49	100,0	2,0	4,1	4,1

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

PURPOSE OF VISIT



Q.16. What was the purpose of your visit?

	Count	Vacation/ holiday	Visiting friends/ relatives	Event in Iceland (leisure related)	Other
Total	2234				
Nationality					
British	686	92,7	3,2	5,7	10,8
American	387	92,5	5,2	4,7	8,3
Canadian	174	91,4	5,2	5,2	12,6
Danish	126	69,8	21,4	8,7	31,7
Norwegian	102	69,6	17,6	9,8	35,3
French	97	88,7	9,3	4,1	16,5
German	103	80,6	24,3	5,8	22,3
Swedish	62	74,2	12,9	11,3	21,0
Dutch	51	82,4	3,9	3,9	15,7
Irish	42	90,5	4,8	4,8	19,0
Australian	40	95,0	5,0	0,0	5,0
Chinese	33	100,0	0,0	3,0	6,1
Italian	32	87,5	3,1	9,4	12,5
Swiss	31	80,6	12,9	3,2	19,4
Other	268	80,2	9,0	9,3	21,6
Type of trip					
Package tour	567	95,9	2,1	3,5	8,3
Individually-arranged tour	1490	88,9	10,1	7,7	13,2
Business-arranged tour	94	21,3	3,2	4,3	88,3

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

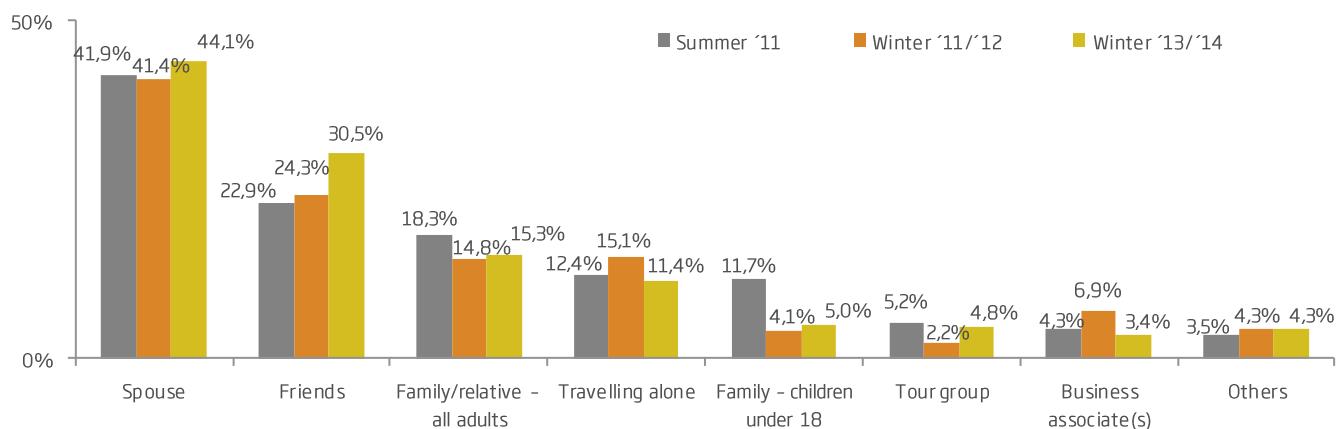
TRAVEL COMPANIONS



Q.17. With whom were you travelling?

	Count	%	%
	respondents	respondents	responses
Spouse	984	44,1	37,2
Friends	679	30,5	25,7
Family/relative - all adults	342	15,3	12,9
Travelling alone	253	11,4	9,6
Family - children under 18	112	5,0	4,2
Tour group	106	4,8	4,0
Business associate(s)	76	3,4	2,9
Others	95	4,3	3,6
Number of responses*	2647	118,8	100,0
Number of respondents	2229	95,4	
Did not answer	107	4,6	
Total	2336	100,0	

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





Q.17. With whom were you travelling?

		Spouse	Friends	Family/ relative – all adults	Travelling alone	Family – children under 18	Tour group	Others
	Count	%	%	%	%	%	%	%
Total	2229							
Gender								
Male	939	47,8	26,4	11,3	14,6	4,5	4,5	8,9
Female	1276	41,6	33,5	17,9	8,9	5,5	5,0	6,7
Age								
24 years and younger	261	26,1	44,1	13,8	16,5	2,3	8,0	12,3
25-34 years	685	46,3	33,7	12,6	12,3	1,5	2,2	6,3
35-44 years	428	41,8	30,1	11,9	12,4	10,0	4,7	7,0
45-54 years	357	45,4	22,7	14,8	10,1	10,9	5,3	10,6
55 years and older	481	51,8	24,3	23,7	7,3	2,9	6,4	5,4
What is your profession?								
Managerial	329	52,0	27,1	16,4	9,1	6,1	2,7	7,3
Professionals (dr./lawyer/account. etc.)	428	44,9	29,9	14,0	11,2	5,8	3,0	6,1
Other professionals	325	50,5	29,8	12,0	8,3	5,5	1,8	8,9
Teacher/Medical care	229	38,4	36,7	14,8	5,7	6,1	11,4	5,7
Clerical/Service	141	46,8	29,8	17,0	7,1	5,7	6,4	5,7
Vocational/Technical	74	41,9	27,0	13,5	18,9	6,8	2,7	10,8
Unskilled	15	33,3	33,3	13,3	20,0	0,0	6,7	20,0
Student	249	25,3	39,8	13,7	19,7	1,2	7,6	11,6
Retired/Homemaker	187	57,8	21,4	21,9	7,0	4,3	6,4	0,5
Other	224	39,3	29,9	17,4	18,8	4,9	2,7	10,7
Household income								
High	961	48,6	26,3	16,4	9,4	7,2	4,5	7,3
Average	864	43,9	33,3	14,1	11,3	4,3	4,6	6,7
Low	312	33,7	35,9	11,9	17,0	1,6	5,4	10,9
Market area								
Britain	744	53,0	28,9	15,5	5,1	4,4	4,8	4,6
North America	564	44,1	31,2	17,2	4,6	2,5	5,7	14,2
Central/Southern Europe	364	44,2	29,7	11,0	3,6	3,8	6,6	14,8
Scandinavia	325	32,0	27,4	15,1	8,3	8,6	19,7	15,1
Asia	49	20,4	53,1	26,5	2,0	4,1	0,0	12,2

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



Q.17. With whom were you travelling?

	Spouse	Friends	Family/ relative – all adults	Travelling alone	Family – children under 18	Tour group	Others
	Count	%	%	%	%	%	%
Total		2229					
Nationality							
British	685	54,9	27,0	15,6	4,1	5,3	4,7
American	385	40,8	34,8	18,4	13,2	3,9	2,6
Canadian	174	49,4	27,0	15,5	14,9	6,3	2,3
Danish	126	40,5	20,6	15,9	14,3	9,5	7,1
Norwegian	101	24,8	35,6	15,8	11,9	5,9	9,9
French	97	50,5	24,7	15,5	9,3	6,2	2,1
German	103	54,4	26,2	6,8	16,5	1,9	1,0
Swedish	61	27,9	27,9	18,0	9,8	14,8	9,8
Dutch	51	41,2	23,5	19,6	11,8	2,0	7,8
Irish	42	40,5	40,5	14,3	2,4	2,4	19,0
Australian	40	50,0	22,5	15,0	15,0	2,5	2,5
Chinese	33	15,2	57,6	15,2	18,2	0,0	3,0
Italian	32	25,0	40,6	6,3	15,6	6,3	15,6
Swiss	31	38,7	25,8	12,9	22,6	3,2	0,0
Other	268	31,3	39,2	13,1	20,5	3,4	4,9
Type of trip							
Package tour	567	51,0	30,2	15,0	4,2	4,4	11,6
Individually-arranged tour	1488	44,6	31,3	16,2	12,6	5,8	1,8
Business-arranged tour	94	18,1	12,8	8,5	21,3	2,1	11,7
Purpose of visit							
Vacation/holiday	1943	48,2	32,1	17,0	8,1	5,4	3,8
Conference/large meeting	67	20,9	9,0	4,5	32,8	4,5	1,5
Business/small meeting	67	19,4	6,0	1,5	34,3	0,0	3,0
Education and training	84	13,1	20,2	7,1	27,4	3,6	36,9
Visiting friends/relatives	172	34,3	32,0	16,3	25,0	7,6	1,7
Business incentives package	15	20,0	13,3	0,0	26,7	0,0	6,7
Temporary employment in Iceland	21	23,8	19,0	9,5	42,9	0,0	0,0
Event in Iceland (leisure related)	137	27,0	48,2	10,2	15,3	1,5	6,6
Health/medical treatment	8	37,5	25,0	37,5	12,5	0,0	0,0
Other	133	34,6	22,6	12,8	20,3	5,3	12,0

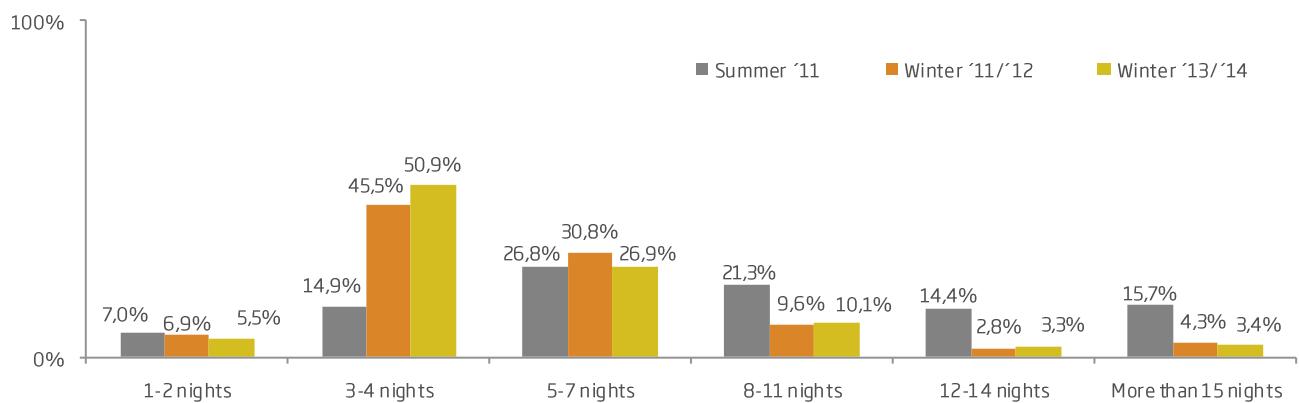
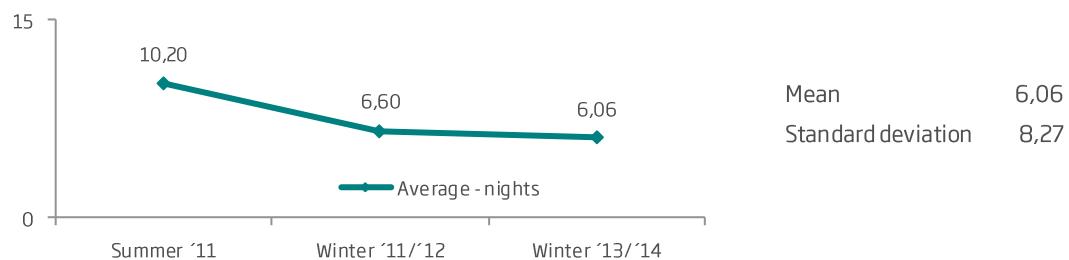
When respondents can choose more than one answer, significance between groups is not calculated.

TOTAL LENGTH OF STAY IN ICELAND



Q.18. What was the total length of your stay in Iceland?

	Count	%
1-2 nights	121	5,5
3-4 nights	1128	50,9
5-7 nights	596	26,9
8-11 nights	223	10,1
12-14 nights	73	3,3
More than 15 nights	76	3,4
Number of responses	2217	100,0
Number of respondents	2217	94,9
Did not answer	119	5,1
Total	2336	100,0



TOTAL LENGTH OF STAY IN ICELAND



Q.18. 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	%	%	%	%	%	%	
Total	2217	5,5	50,9	26,9	10,1	3,3	3,4	 6,06
Gender								
Male	934	6,9	48,3	27,1	10,4	3,9	3,5	 6,15
Female	1269	4,5	53,3	26,5	9,5	2,8	3,4	 5,97
Age*								
24 years and younger	256	4,3	46,5	29,3	8,2	5,1	6,6	 8,64
25-34 years	682	4,8	50,4	25,7	11,0	4,0	4,1	 6,29
35-44 years	427	5,2	53,6	23,7	11,7	2,6	3,3	 5,80
45-54 years	357	6,7	54,1	26,9	7,3	3,1	2,0	 5,14
55 years and older	478	6,3	49,4	29,5	10,5	2,3	2,1	 5,31
What is your profession?*								
Managerial	329	6,4	54,7	25,8	8,5	3,0	1,5	 4,96
Professionals (dr./lawyer/account. etc.)	425	7,5	51,3	26,8	9,9	2,6	1,9	 5,24
Other professionals	324	5,9	51,5	26,5	10,5	2,8	2,8	 5,82
Teacher/Medical care	229	3,5	58,1	26,2	7,4	3,5	1,3	 5,46
Clerical/Service	141	5,7	55,3	24,8	8,5	2,1	3,5	 5,35
Vocational/Technical	72	5,6	51,4	26,4	6,9	5,6	4,2	 5,85
Unskilled	13	0,0	53,8	15,4	7,7	15,4	7,7	 10,92
Student	247	4,9	38,5	29,1	13,4	4,9	9,3	 9,47
Retired/Homemaker	186	5,4	51,6	29,0	9,7	1,6	2,7	 5,49
Other	224	2,2	46,9	29,0	12,1	4,5	5,4	 6,67
Household income*								
High	959	6,0	52,8	27,0	9,6	2,7	1,9	 5,23
Average	862	5,1	52,4	26,3	9,7	3,1	3,2	 5,98
Low	308	3,9	42,2	28,6	11,7	4,9	8,8	 8,58
Market area*								
Britain	743	3,4	72,9	19,1	3,9	0,4	0,3	 4,18
North America	562	8,4	35,6	35,8	13,7	3,4	3,2	 5,95
Central/Southern Europe	359	2,8	25,1	32,9	20,3	10,0	8,9	 10,0
Scandinavia	324	8,6	57,1	24,7	4,9	1,2	3,4	 5,74
Asia	48	6,3	45,8	20,8	16,7	8,3	2,1	 5,65
Other	181	4,4	49,2	24,9	11,0	3,9	6,6	 6,92

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

TOTAL LENGTH OF STAY IN ICELAND



Q.18. 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	%	%	%	%	%	%
Total	2217	5,5	50,9	26,9	10,1	3,3	3,4
Nationality*							
British	683	3,2	73,6	18,2	4,0	0,4	0,6
American	384	9,1	36,5	35,2	12,8	3,1	3,4
Canadian	172	5,8	33,1	39,5	15,7	4,1	1,7
Danish	125	6,4	56,0	28,8	3,2	2,4	3,2
Norwegian	102	9,8	61,8	20,6	5,9	0,0	2,0
French	96	0,0	26,0	41,7	15,6	7,3	9,4
German	102	3,9	12,7	31,4	20,6	17,6	13,7
Swedish	61	9,8	57,4	23,0	8,2	1,6	0,0
Dutch	51	5,9	41,2	25,5	21,6	5,9	0,0
Irish	42	0,0	81,0	19,0	0,0	0,0	0,0
Australian	40	5,0	52,5	30,0	10,0	2,5	0,0
Chinese	33	12,1	66,7	12,1	3,0	6,1	0,0
Italian	32	0,0	65,6	12,5	15,6	0,0	6,3
Swiss	30	3,3	20,0	33,3	26,7	10,0	6,7
Other	264	6,1	36,7	28,4	15,2	4,9	8,7
Type of trip*							
Package tour	567	1,6	69,5	21,5	5,3	1,8	0,4
Individually-arranged tour	1484	5,9	43,9	29,9	12,3	3,9	4,2
Business-arranged tour	93	15,1	57,0	17,2	4,3	3,2	3,2
Purpose of visit*							
Vacation/holiday	1940	4,2	52,4	27,4	10,2	3,3	2,6
Conference/large meeting	66	10,6	45,5	24,2	12,1	4,5	3,0
Business/small meeting	67	23,9	44,8	16,4	6,0	3,0	6,0
Education and training	81	3,7	32,1	25,9	12,3	4,9	21,0
Visiting friends/relatives	171	2,9	30,4	33,9	15,8	9,4	7,6
Business incentives package	15	20,0	46,7	20,0	13,3	0,0	0,0
Temporary employment in Iceland	18	5,6	27,8	5,6	0,0	11,1	50,0
Event in Iceland (leisure related)	136	4,4	43,4	30,9	14,0	4,4	2,9
Health/medical treatment	8	12,5	25,0	25,0	25,0	12,5	0,0
Other	129	13,2	41,1	27,1	9,3	3,9	5,4

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

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

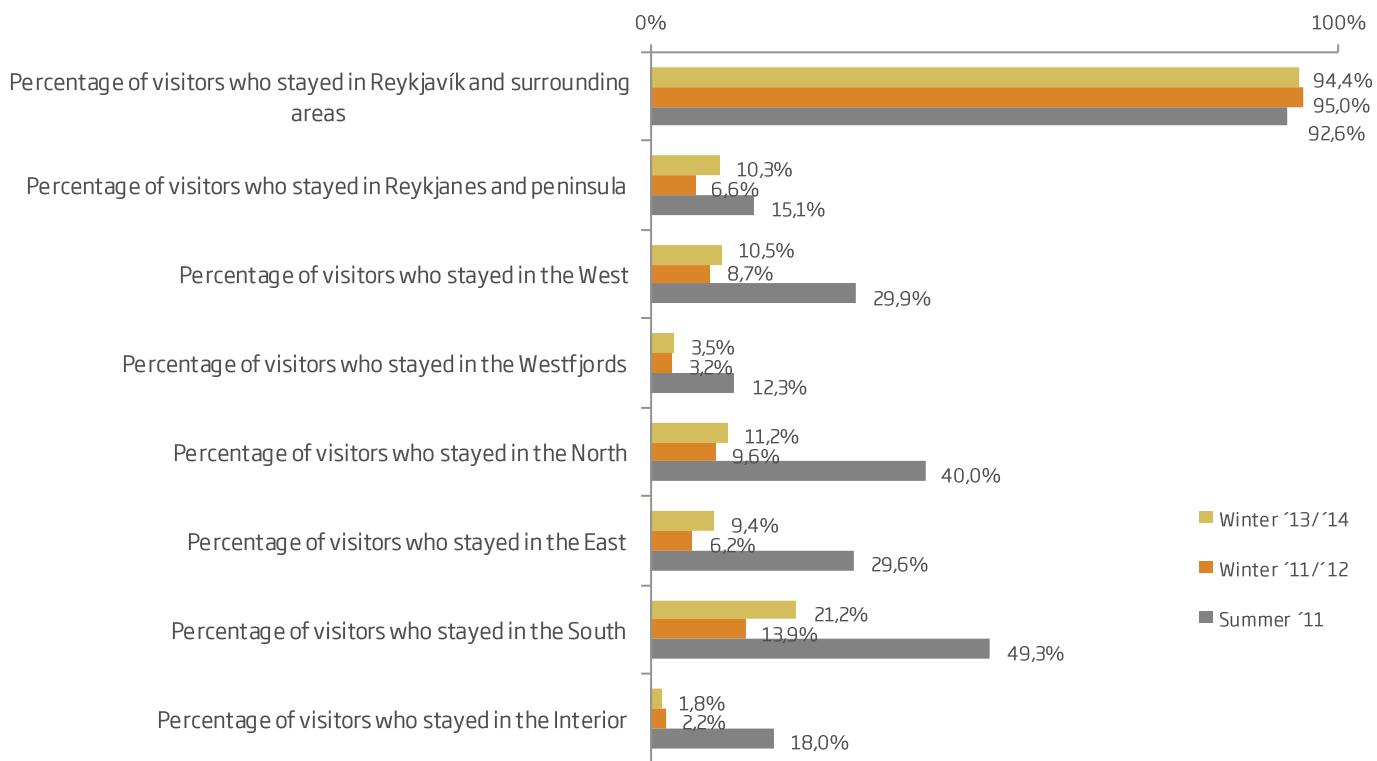
REGIONS - OVER NIGHT STAY



Q.19. During your stay in Iceland, in which of these regions did you stay over night?

	Count	% respondents	% responses
Reykjavík and surrounding area	2075	94,4	58,2
South	465	21,2	13,0
North	246	11,2	6,9
West	231	10,5	6,5
Reykjanes - peninsula	226	10,3	6,3
East	207	9,4	5,8
Westfjords	76	3,5	2,1
Interior	39	1,8	1,1
Number of responses*	3565	162,2	100,0
Number of respondents	2198	94,1	
Did not answer	138	5,9	
Total	2336	100,0	

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



REGIONS - OVER NIGHT STAY



Q.19. During your stay in Iceland, in which of these regions did you stay over night?

		Reykjavík and surrounding area	South	North	West	Reykjanes - peninsula	East	Westfjords	Interior
	Count	%	%	%	%	%	%	%	%
Total	2198								
Gender									
Male	925	93,9	22,3	12,6	11,1	11,9	10,4	4,4	2,3
Female	1259	94,8	20,0	9,8	9,8	9,1	8,4	2,8	1,4
Age									
24 years and younger	250	96,0	20,8	8,4	8,4	9,6	8,8	2,8	2,0
25-34 years	677	94,5	24,2	11,2	12,9	11,1	11,4	3,5	1,0
35-44 years	423	96,0	18,7	11,1	9,9	8,3	8,5	4,0	1,2
45-54 years	355	94,6	20,3	11,3	7,6	9,9	5,9	3,7	3,1
55 years and older	476	92,2	20,2	12,8	11,3	11,1	10,7	3,2	2,3
What is your profession?									
Managerial	327	92,7	21,7	9,5	9,5	10,7	8,9	3,4	2,8
Professionals (dr./lawyer/account. etc.)	424	95,0	21,0	10,8	10,1	9,9	8,0	3,8	1,7
Other professionals	323	93,8	17,6	12,1	9,6	11,1	9,6	2,8	1,2
Teacher/Medical care	229	92,6	19,2	8,7	11,4	9,2	9,2	2,6	0,4
Clerical/Service	141	95,7	19,9	9,9	7,8	9,9	8,5	2,1	2,8
Vocational/Technical	71	98,6	12,7	7,0	4,2	7,0	4,2	2,8	0,0
Unskilled	13	92,3	30,8	15,4	0,0	7,7	7,7	0,0	0,0
Student	243	96,7	31,3	13,2	12,8	11,1	13,6	6,2	2,1
Retired/Homemaker	184	94,6	18,5	11,4	13,6	10,3	6,0	2,7	2,7
Other	218	94,0	22,9	16,1	11,9	11,5	14,2	4,1	1,8
Household income									
High	952	94,1	22,4	11,1	10,2	10,0	8,2	2,6	1,8
Average	856	93,8	18,5	10,9	10,3	9,8	9,3	3,9	1,8
Low	304	95,7	26,3	11,8	12,5	12,8	13,8	4,6	1,6
Market area									
Britain	738	94,0	14,0	3,9	3,7	8,4	3,4	0,7	1,6
North America	559	94,6	21,6	14,3	11,6	8,6	11,3	5,4	1,3
Central/Southern Europe	356	94,9	42,4	26,1	25,8	19,4	21,6	7,0	3,1
Scandinavia	322	93,5	9,9	4,3	4,3	5,9	3,7	0,9	0,3
Asia	47	95,7	25,5	19,1	17,0	19,1	14,9	12,8	6,4

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

REGIONS - OVER NIGHT STAY



Q.19. During your stay in Iceland, in which of these regions did you stay over night?

		Reykjavík and surrounding area	South	North	West	Reykjanes - peninsula	East	Westfjords	Interior
	Count	%	%	%	%	%	%	%	%
Total	2198								
Nationality									
British	679	93,4	13,8	3,8	3,7	8,5	3,5	1,0	1,5
American	381	93,7	21,3	12,1	10,2	9,7	9,2	3,7	1,6
Canadian	172	97,1	20,9	18,0	13,4	5,8	13,4	8,1	0,6
Danish	123	95,1	13,0	5,7	7,3	6,5	5,7	0,8	0,0
Norwegian	102	92,2	4,9	2,9	1,0	3,9	1,0	0,0	0,0
French	95	97,9	54,7	25,3	26,3	27,4	22,1	4,2	2,1
German	101	92,1	40,6	24,8	27,7	14,9	18,8	8,9	2,0
Swedish	61	93,4	11,5	3,3	4,9	6,6	3,3	1,6	1,6
Dutch	51	90,2	33,3	25,5	19,6	11,8	21,6	7,8	2,0
Irish	42	95,2	9,5	2,4	7,1	2,4	2,4	0,0	0,0
Australian	39	92,3	25,6	2,6	20,5	17,9	5,1	2,6	5,1
Chinese	32	96,9	15,6	6,3	3,1	12,5	3,1	0,0	0,0
Italian	32	96,9	21,9	21,9	15,6	25,0	15,6	12,5	6,3
Swiss	30	93,3	46,7	36,7	30,0	16,7	26,7	6,7	3,3
Other	258	97,3	29,5	18,2	16,3	12,8	18,2	5,8	4,3
Type of trip									
Package tour	565	95,2	15,0	8,0	8,0	8,7	5,0	1,8	2,5
Individually-arranged tour	1478	94,2	23,7	12,6	11,8	11,0	11,3	4,1	1,7
Business-arranged tour	92	96,7	13,0	5,4	4,3	8,7	1,1	2,2	1,1
Purpose of visit									
Vacation/holiday	1927	94,7	22,0	11,6	10,8	10,5	10,0	3,2	1,8
Conference/large meeting	65	90,8	9,2	10,8	6,2	9,2	3,1	7,7	1,5
Business/small meeting	64	92,2	7,8	9,4	4,7	4,7	4,7	0,0	0,0
Education and training	80	91,3	36,3	13,8	20,0	12,5	11,3	7,5	2,5
Visiting friends/relatives	170	91,8	21,2	10,6	14,7	8,2	6,5	3,5	1,2
Business incentives package	15	100,0	6,7	0,0	0,0	0,0	0,0	0,0	0,0
Temporary employment in Iceland	15	100,0	46,7	26,7	20,0	6,7	26,7	6,7	0,0
Event in Iceland (leisure related)	136	94,9	14,0	3,7	5,9	10,3	4,4	1,5	2,2
Health/medical treatment	8	87,5	37,5	25,0	37,5	25,0	25,0	12,5	25,0
Other	126	93,7	19,8	9,5	9,5	11,9	8,7	2,4	2,4

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

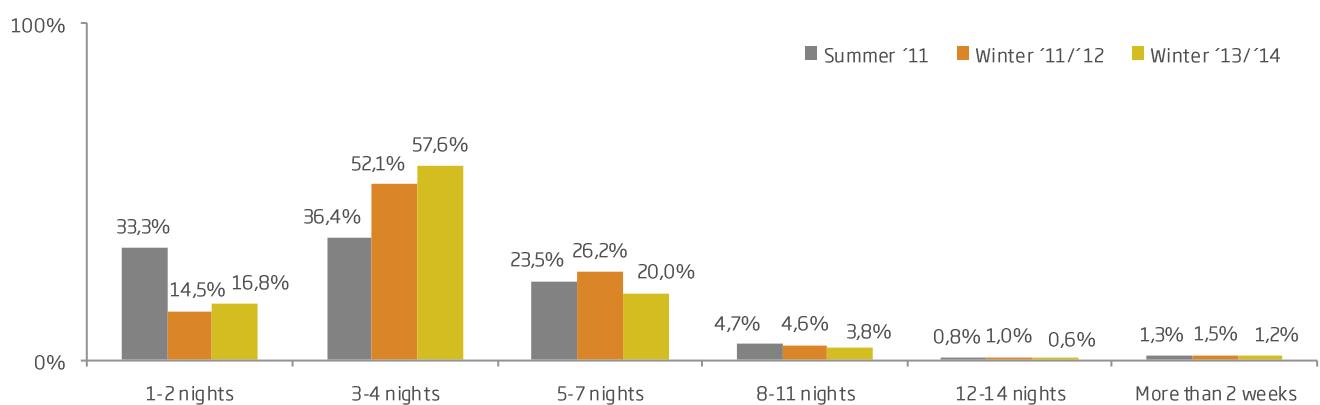
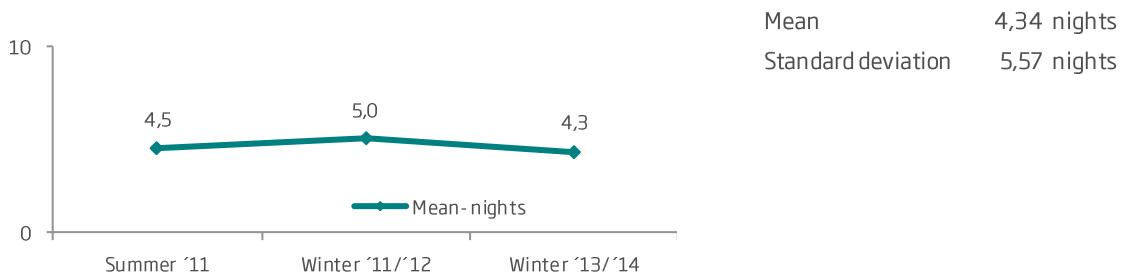
LENGTH OF STAY IN REYKJAVÍK AND SURROUNDING AREA



Q.20. Total length of your stay in Reykjavík and surrounding area?

	Count	%
1-2 nights	349	16,8
3-4 nights	1196	57,6
5-7 nights	414	20,0
8-11 nights	79	3,8
12-14 nights	13	0,6
More than 2 weeks	24	1,2
Number of responses	2075	100,0
Number of respondents	2075	88,8
Did not get question*	261	11,2
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they had stayed over night in Reykjavík and surrounding area got this question.



LENGTH OF STAY IN REYKJAVÍK AND SURROUNDING AREA



Q.20. Total length of your stay in Reykjavík and surrounding area?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 2 weeks
	Count	%	%	%	%	%	%
Total	2075	16,8	57,6	20,0	3,8	0,6	1,2
Gender							4,34
Male	869	19,8	54,1	19,7	4,4	0,8	1,3
Female	1193	14,6	60,6	19,9	3,4	0,5	1,1
Age*							
24 years and younger	240	12,5	51,7	25,8	5,0	2,1	2,9
25-34 years	640	15,9	58,9	18,4	4,4	0,5	1,9
35-44 years	406	15,8	58,6	20,0	4,9	0,2	0,5
45-54 years	336	19,6	60,4	19,0	0,3	0,0	0,6
55 years and older	439	19,1	56,7	19,1	3,9	0,9	0,2
What is your profession?*							
Managerial	303	19,1	60,1	18,2	2,6	0,0	0,0
Professionals (dr./lawyer/account. etc.)	403	18,4	58,3	19,6	2,5	0,2	1,0
Other professionals	303	17,2	56,8	20,5	4,6	0,3	0,7
Teacher/Medical care	212	14,6	63,2	18,4	3,3	0,0	0,5
Clerical/Service	135	17,8	63,7	14,8	1,5	0,7	1,5
Vocational/Technical	70	12,9	57,1	25,7	1,4	2,9	0,0
Unskilled	12	0,0	58,3	41,7	0,0	0,0	0,0
Student	235	18,3	45,5	24,3	6,0	1,7	4,3
Retired/Homemaker	174	15,5	59,8	19,0	4,0	1,7	0,0
Other	205	13,7	57,1	21,0	5,9	0,5	2,0
Household income*							
High	896	18,4	58,3	19,1	3,3	0,2	0,7
Average	803	14,2	60,0	20,5	3,5	0,6	1,1
Low	291	19,2	50,5	21,0	5,2	1,0	3,1
Market area*							
Britain	694	14,0	72,3	12,4	1,2	0,0	0,1
North America	529	15,9	48,2	28,4	5,9	0,9	0,8
Central/Southern Europe	338	26,0	41,4	21,6	6,2	2,1	2,7
Scandinavia	301	15,0	58,1	21,3	3,7	0,0	2,0
Asia	45	22,2	51,1	22,2	4,4	0,0	0,0
Other	168	14,9	60,1	18,5	3,6	0,6	2,4

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

LENGTH OF STAY IN REYKJAVÍK AND SURROUNDING AREA



Q.20. Total length of your stay in Reykjavík and surrounding area?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 2 weeks	
	Count	%	%	%	%	%	%	
Total	2075	16,8	57,6	20,0	3,8	0,6	1,2	 4,34
Nationality*								
British	634	13,7	73,2	11,5	1,4	0,0	0,2	 3,56
American	357	16,5	48,7	27,7	4,5	1,4	1,1	 4,49
Canadian	167	12,6	46,7	31,7	9,0	0,0	0,0	 4,45
Danish	117	17,9	55,6	21,4	2,6	0,0	2,6	 5,08
Norwegian	94	10,6	61,7	20,2	5,3	0,0	2,1	 4,32
French	93	28,0	40,9	24,7	4,3	0,0	2,2	 4,31
Type of trip*	93	20,4	37,6	23,7	9,7	5,4	3,2	 7,70
Swedish	57	14,0	61,4	19,3	5,3	0,0	0,0	 4,00
Dutch	46	30,4	45,7	19,6	4,3	0,0	0,0	 3,65
Irish	40	7,5	82,5	10,0	0,0	0,0	0,0	 3,53
Purpose of visit*	36	13,9	63,9	19,4	2,8	0,0	0,0	 3,69
Chinese	31	12,9	74,2	9,7	3,2	0,0	0,0	 3,68
Italian	31	12,9	83,9	3,2	0,0	0,0	0,0	 3,55
Swiss	28	32,1	35,7	21,4	3,6	0,0	7,1	 5,21
Other	251	23,5	45,0	23,5	4,0	1,2	2,8	 4,93
Type of trip*								
Package tour	538	13,8	70,8	14,1	1,1	0,0	0,2	 3,62
Individually-arranged tour	1393	17,0	52,6	23,1	5,1	0,7	1,4	 4,63
Business-arranged tour	89	25,8	57,3	12,4	1,1	1,1	2,2	 3,81
Purpose of visit*								
Vacation/holiday	1825	15,3	59,8	20,1	3,7	0,5	0,5	 4,03
Type of trip*	59	18,6	49,2	22,0	8,5	1,7	0,0	 4,24
Business/small meeting	59	25,4	52,5	13,6	3,4	0,0	5,1	 4,71
Education and training	73	23,3	37,0	16,4	8,2	0,0	15,1	 12,90
Visiting friends/relatives	156	13,5	35,9	32,1	10,3	2,6	5,8	 6,07
Business incentives package	15	26,7	46,7	13,3	13,3	0,0	0,0	 3,87
Temporary employment in Iceland	15	33,3	13,3	26,7	6,7	6,7	13,3	 6,93
Event in Iceland (leisure related)	129	12,4	45,0	27,1	10,9	2,3	2,3	 5,03
Health/medical treatment	7	0,0	71,4	28,6	0,0	0,0	0,0	 4,43
Other	118	24,6	48,3	20,3	4,2	0,0	2,5	 4,86

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

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

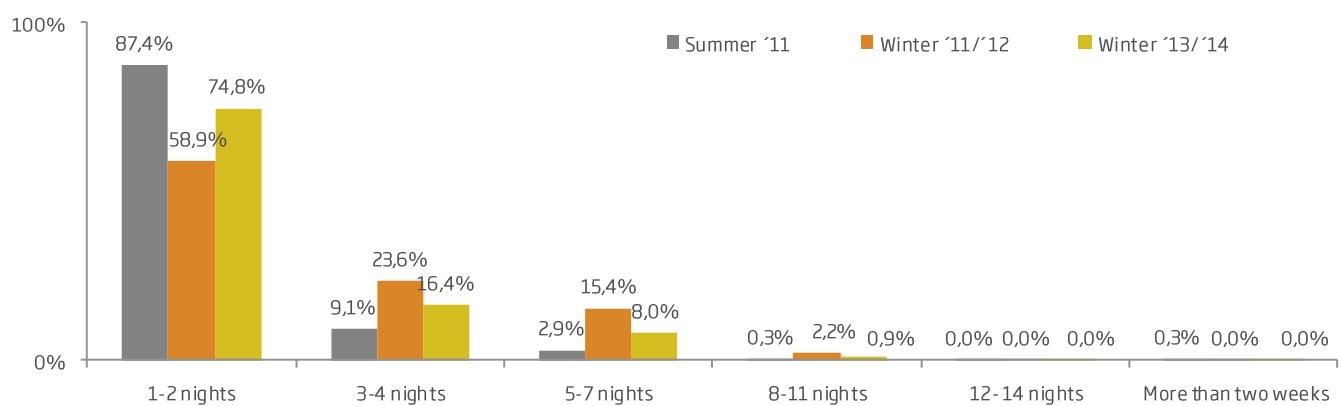
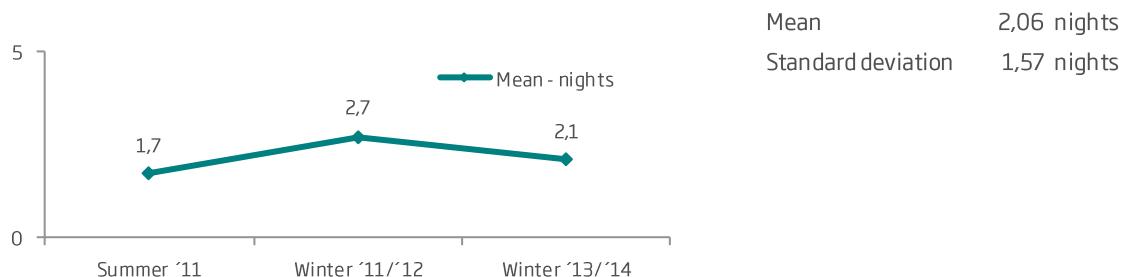
LENGTH OF STAY IN REYKJANES - PENINSULA



Q.21. Total length of your stay in Reykjanes- peninsula?

	Count	%
1-2 nights	169	74,8
3-4 nights	37	16,4
5-7 nights	18	8,0
8-11 nights	2	0,9
12-14 nights	0	0,0
More than two weeks	0	0,0
Number of responses	226	100,0
Number of respondents	226	9,7
Did not get question*	2110	90,3
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they had stayed over night in Reykjanes- peninsula got this question.



LENGTH OF STAY IN REYKJANES - PENINSULA



Q.21. Total length of your stay in Reykjanes - peninsula?

	Number of answers	1-2 night	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	226	74,8	16,4	8,8	2,06
Gender					
Male	110	80,0	13,6	6,4	1,87
Female	114	70,2	19,3	10,5	2,22
Age					
24 years and younger	24	83,3	8,3	8,3	1,88
25-34 years	75	76,0	14,7	9,3	2,05
35-44 years	35	85,7	14,3	0,0	1,74
45-54 years	35	71,4	22,9	5,7	1,97
55 years and older	53	67,9	18,9	13,2	2,30
What is your profession?*					
Managerial	35	68,6	20,0	11,4	2,23
Professionals (dr./lawyer/account. etc.)	42	78,6	14,3	7,1	1,88
Other professionals	36	66,7	16,7	16,7	2,47
Teacher/Medical care	21	81,0	14,3	4,8	1,81
Clerical/Service	14	64,3	21,4	14,3	2,50
Vocational/Technical	5	80,0	20,0	0,0	1,80
Unskilled	<5				
Student	27	96,3	3,7	0,0	1,37
Retired/Homemaker	19	73,7	26,3	0,0	1,79
Other	25	68,0	20,0	12,0	2,24
Household income					
High	95	77,9	14,7	7,4	1,96
Average	84	70,2	19,0	10,7	2,24
Low	39	74,4	15,4	10,3	2,10
Market area					
Britain	62	66,1	29,0	4,8	2,11
North America	48	64,6	12,5	22,9	2,60
Central/Southern Europe	69	84,1	8,7	7,2	1,80
Scandinavia	19	78,9	15,8	5,3	2,11
Asia	9	77,8	22,2	0,0	1,67
Other	19	89,5	10,5	0,0	1,63

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

LENGTH OF STAY IN REYKJANES - PENINSULA



Q.21. Total length of your stay in Reykjanes - peninsula?

	Number of answers	1-2 night	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	226	74,8	16,4	8,8	2,06
Nationality					
British	58	62,1	32,8	5,2	2,17
American	37	59,5	13,5	27,0	2,78
Canadian	10	80,0	10,0	10,0	1,90
Danish	8	87,5	12,5	0,0	1,88
Norwegian	<5				
French	26	88,5	3,8	7,7	1,69
German	15	86,7	0,0	13,3	2,00
Swedish	<5				
Dutch	6	66,7	33,3	0,0	2,00
Irish	<5				
Australian	7	100,0	0,0	0,0	1,71
Chinese	<5				
Italian	8	87,5	12,5	0,0	1,75
Swiss	5	60,0	20,0	20,0	2,60
Other	33	93,9	6,1	0,0	1,42
Type of trip*					
Package tour	49	69,4	20,4	10,2	2,00
Individually-arranged tour	162	76,5	14,8	8,6	2,07
Business-arranged tour	8	75,0	25,0	0,0	1,50
Purpose of visit*					
Vacation/holiday	203	73,9	16,7	9,4	2,11
Conference/large meeting	6	83,3	16,7	0,0	1,33
Business/small meeting	<5				
Education and training	10	100,0	0,0	0,0	1,20
Visiting friends/relatives	14	78,6	7,1	14,3	2,57
Business incentives package	<5				
Temporary employment in Iceland	<5				
Event in Iceland (leisure related)	14	78,6	7,1	14,3	2,14
Health/medical treatment	<5				
Other	15	93,3	6,7	0,0	1,47

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

Difference between groups is not statistically significant.

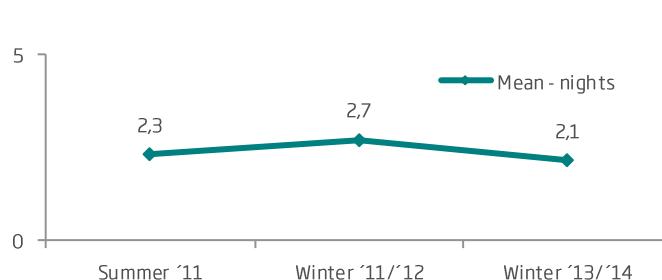
LENGTH OF STAY IN THE WEST



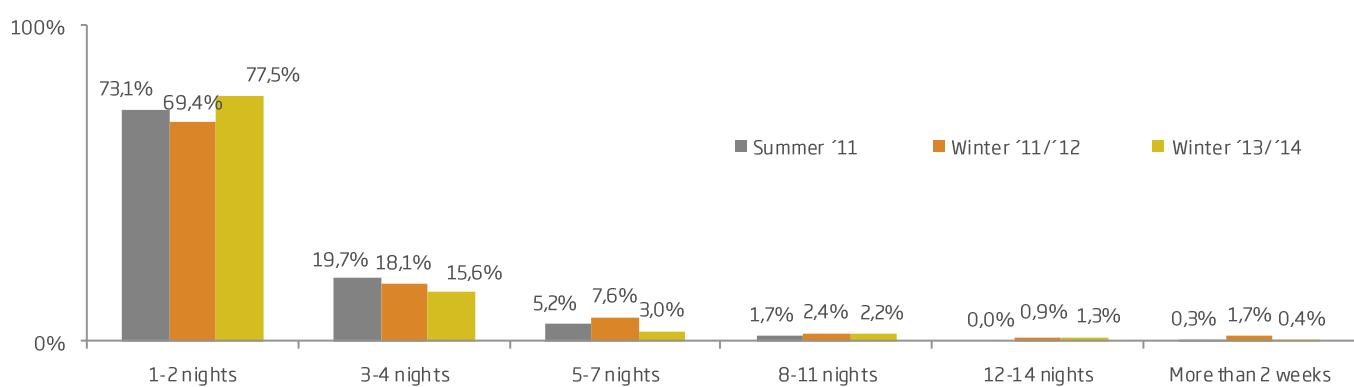
Q.22. Total length of your stay in the West?

	Count	%
1-2 nights	179	77,5
3-4 nights	36	15,6
5-7 nights	7	3,0
8-11 nights	5	2,2
12-14 nights	3	1,3
More than 2 weeks	1	0,4
Number of responses	231	100,0
Number of respondents	231	9,9
Did not get question*	2105	90,1
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they had stayed over night in the West got this question.



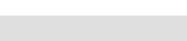
Mean 2,15 nights
Standard deviation 2,33 nights



LENGTH OF STAY IN THE WEST



Q.22. Total lenght of your stay in the West?

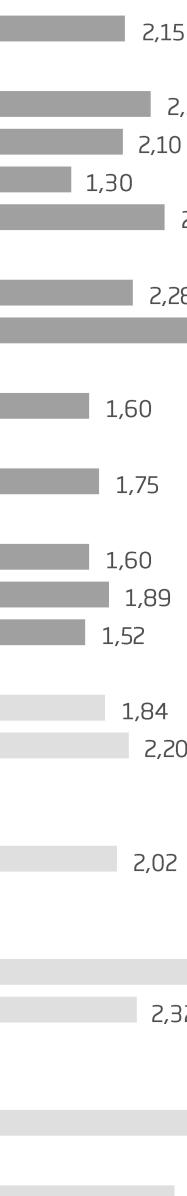
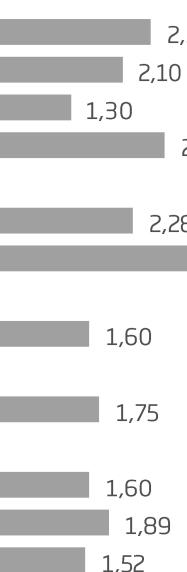
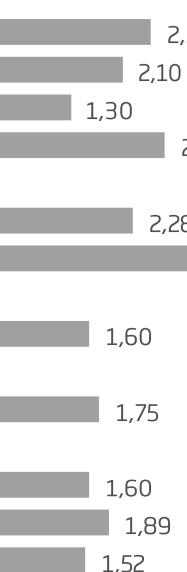
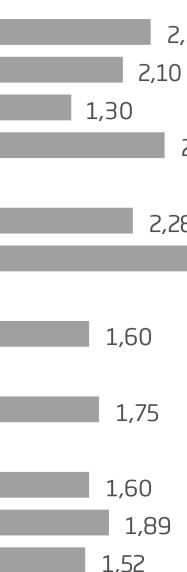
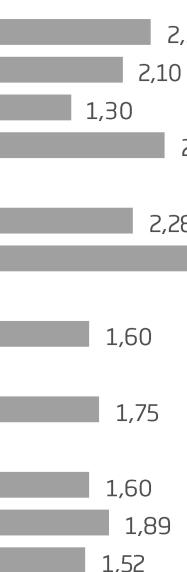
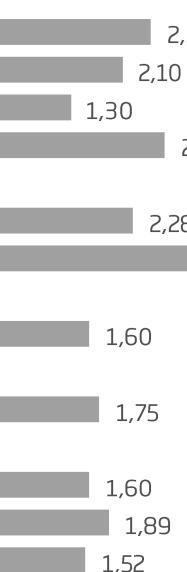
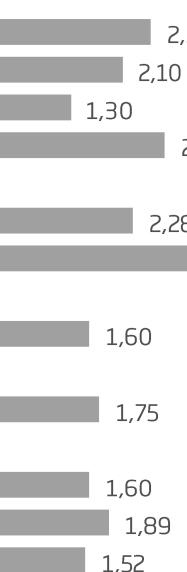
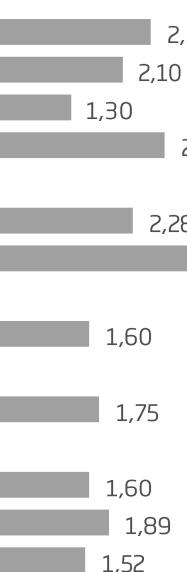
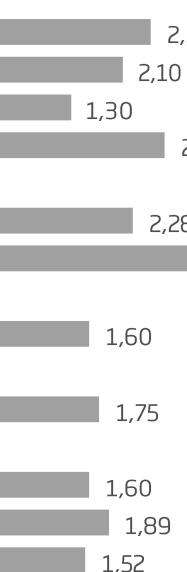
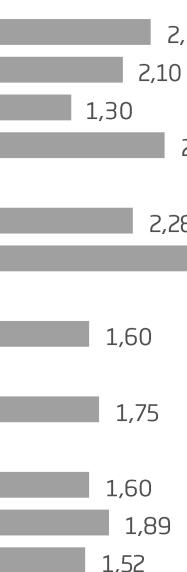
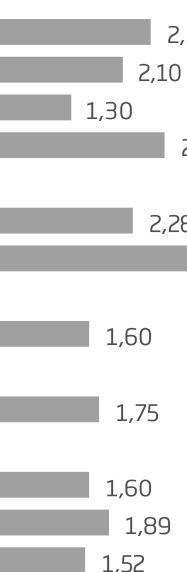
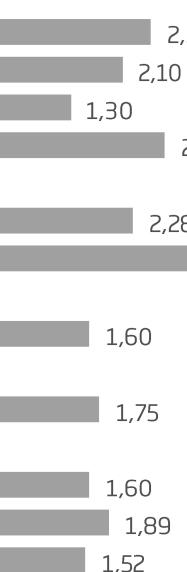
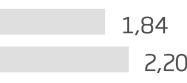
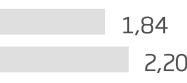
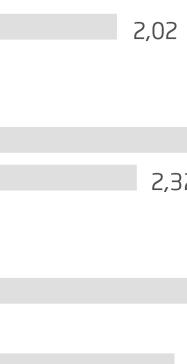
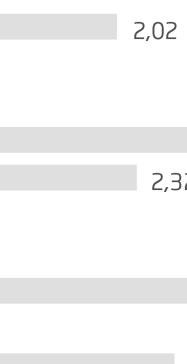
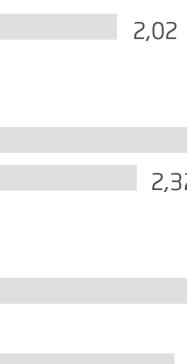
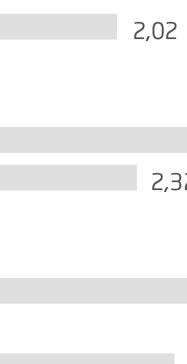
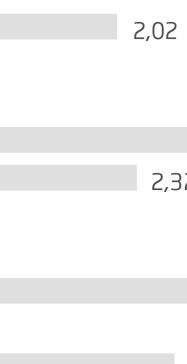
	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	231	77,5	15,6	6,9	 2,15
Gender					
Male	103	79,6	13,6	6,8	 2,26
Female	123	74,8	17,9	7,3	 2,09
Age					
24 years and younger	21	66,7	19,0	14,3	 3,19
25-34 years	87	79,3	16,1	4,6	 1,95
35-44 years	42	76,2	11,9	11,9	 2,52
45-54 years	27	74,1	14,8	11,1	 2,33
55 years and older	54	81,5	16,7	1,9	 1,67
What is your profession?					
Managerial	31	71,0	22,6	6,5	 2,39
Professionals (dr./lawyer/account. etc.)	43	88,4	9,3	2,3	 1,77
Other professionals	31	77,4	19,4	3,2	 2,29
Teacher/Medical care	26	69,2	23,1	7,7	 2,04
Clerical/Service	11	81,8	18,2	0,0	 1,64
Vocational/Technical	<5				
Student	31	80,6	9,7	9,7	 2,35
Retired/Homemaker	25	84,0	12,0	4,0	 1,60
Other	26	73,1	19,2	7,7	 2,19
Household income					
High	97	83,5	13,4	3,1	 1,74
Average	88	73,9	17,0	9,1	 2,56
Low	38	71,1	18,4	10,5	 2,24
Market area					
Britain	27	59,3	29,6	11,1	 2,44
North America	65	83,1	15,4	1,5	 1,80
Central/Southern Europe	92	79,3	10,9	9,8	 2,36
Scandinavia	14	50,0	28,6	21,4	 3,29
Asia	8	100,0	0,0	0,0	 1,13
Other	25	84,0	16,0	0,0	 1,64

Difference between groups is not statistically significant.

LENGTH OF STAY IN THE WEST



Q.22. Total length of your stay in the West?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	231	77,5	15,6	6,9	
Nationality*					
British	25	56,0	32,0	12,0	
American	39	74,4	23,1	2,6	
Canadian	23	95,7	4,3	0,0	
Danish	9	55,6	22,2	22,2	
Norwegian	<5				
French	25	88,0	8,0	4,0	
German	28	64,3	14,3	21,4	
Swedish	<5				
Dutch	10	80,0	20,0	0,0	
Irish	<5				
Australian	8	87,5	12,5	0,0	
Chinese	<5				
Italian	5	80,0	20,0	0,0	
Swiss	9	88,9	0,0	11,1	
Other	42	90,5	7,1	2,4	
Type of trip†					
Package tour	45	71,1	26,7	2,2	
Individually-arranged tour	175	78,9	13,1	8,0	
Business-arranged tour	<5				
Purpose of visit*					
Vacation/holiday	209	78,9	15,8	5,3	
Conference/large meeting	<5				
Business/small meeting	<5				
Education and training	16	62,5	6,3	31,3	
Visiting friends/relatives	25	72,0	12,0	16,0	
Business incentives package	<5				
Temporary employment in Iceland	<5				
Event in Iceland (leisure related)	8	50,0	25,0	25,0	
Health/medical treatment	<5				
Other	12	58,3	25,0	16,7	

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

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

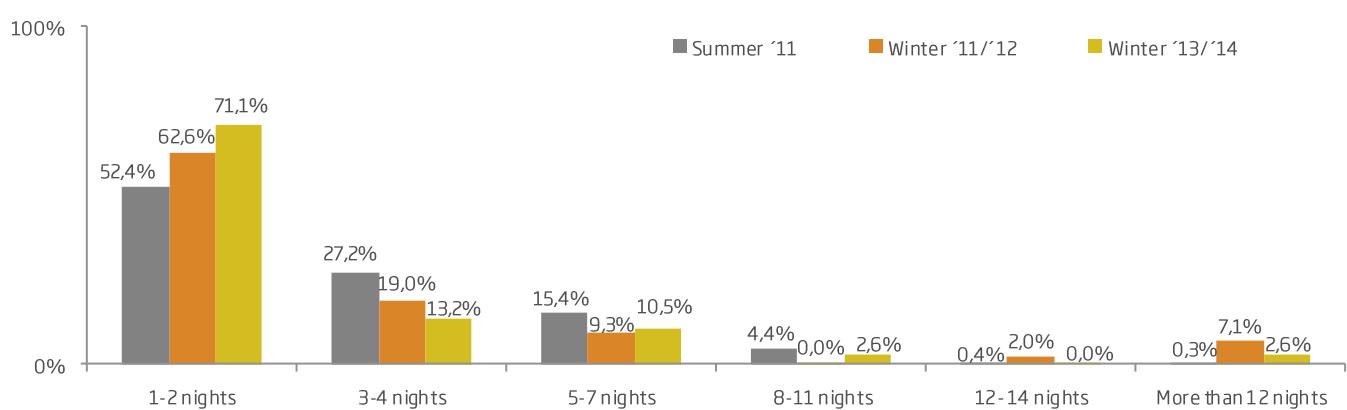
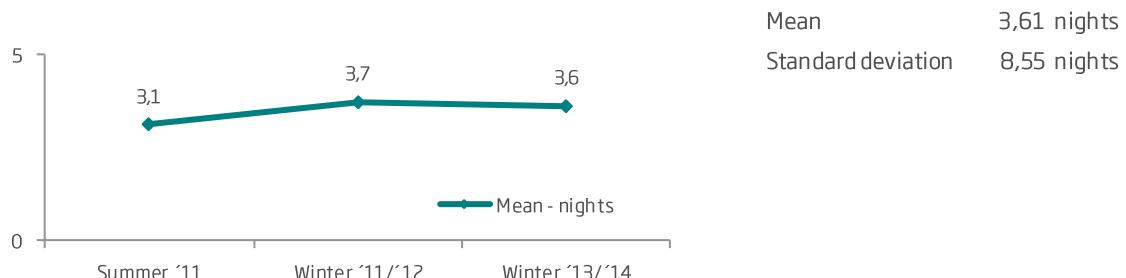
LENGTH OF STAY IN THE WESTFJORDS



Q.23. Total length of your stay in the Westfjords?

	Count	%
1-2 nights	54	71,1
3-4 nights	10	13,2
5-7 nights	8	10,5
8-11 nights	2	2,6
12-14 nights	0	0,0
More than 12 nights	2	2,6
Number of responses	76	100,0
Number of respondents	76	3,3
Did not get question*	2260	96,7
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they had stayed over night in the Westfjords got this question.



LENGTH OF STAY IN THE WESTFJORDS



Q.23. Total length of your stay in the Westfjords?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	76	71,1	28,9	3,61
Gender				
Male	41	68,3	31,7	4,76
Female	35	74,3	25,7	2,26
Age				
24 years and younger	7	57,1	42,9	3,14
25-34 years	24	70,8	29,2	2,54
35-44 years	17	88,2	11,8	1,76
45-54 years	13	46,2	53,8	6,08
55 years and older	15	80,0	20,0	5,47
What is your profession?				
Managerial	11	72,7	27,3	1,73
Professionals (dr./lawyer/account. etc.)	16	62,5	37,5	3,13
Other professionals	9	77,8	22,2	1,78
Teacher/Medical care	6	83,3	16,7	9,33
Clerical/Service	<5			
Vocational/Technical	<5			
Student	15	60,0	40,0	2,87
Retired/Homemaker	5	80,0	20,0	12,80
Other	9	88,9	11,1	1,78
Household income				
High	25	72,0	28,0	1,84
Average	33	72,7	27,3	3,97
Low	14	57,1	42,9	6,57
Market area*				
Britain	5	100,0	0,0	1,40
North America	30	73,3	26,7	3,67
Central/Southern Europe	25	64,0	36,0	2,56
Scandinavia	<5			
Asia	6	83,3	16,7	2,00
Other	7	71,4	28,6	2,14

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

LENGTH OF STAY IN THE WESTFJORDS



Q.23. Total length of your stay in the Westfjords?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	76	71,1	28,9	3,61
Nationality				
British	7	100,0	0,0	1,57
American	14	71,4	28,6	5,43
Canadian	14	71,4	28,6	2,14
Danish	<5			
French	<5			
German	9	44,4	55,6	9,22
Swedish	<5			
Dutch	<5			
Australian	<5			
Italian	<5			
Swiss	<5			
Other	15	60,0	40,0	2,47
Type of trip*				
Package tour	10	90,0	10,0	1,40
Individually-arranged tour	61	68,9	31,1	4,11
Business-arranged tour	<5			
Purpose of visit*				
Vacation/holiday	62	79,0	21,0	1,98
Conference/large meeting	5	20,0	80,0	12,40
Business/small meeting	<5			
Education and training	6	33,3	66,7	11,33
Visiting friends/relatives	6	16,7	83,3	13,50
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	<5			
Health/medical treatment	<5			
Other	<5			

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

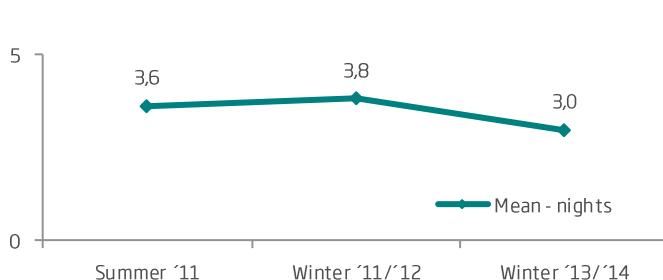
LENGTH OF STAY IN THE NORTH



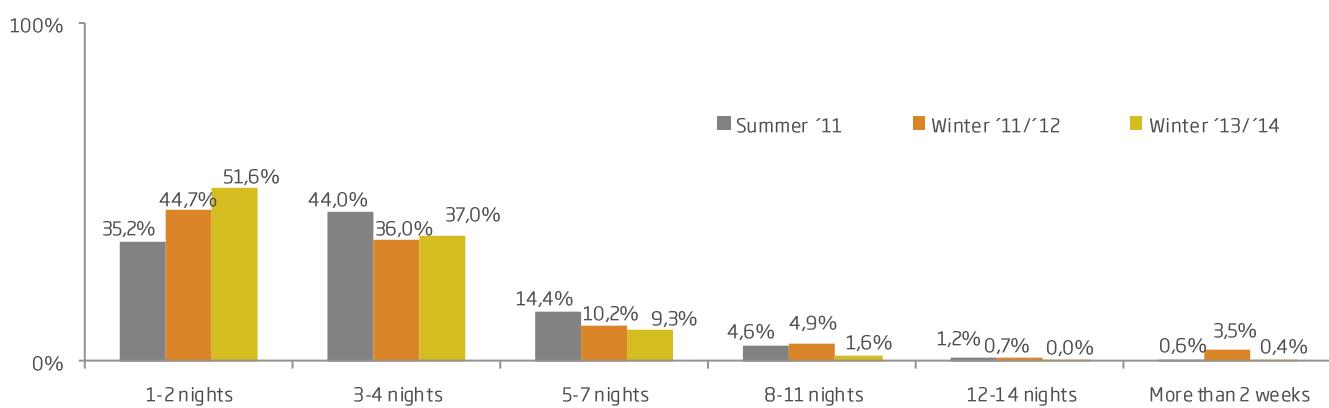
Q.24. Total length of your stay in the North?

	Count	%
1-2 nights	127	51,6
3-4 nights	91	37,0
5-7 nights	23	9,3
8-11 nights	4	1,6
12-14 nights	0	0,0
More than 2 weeks	1	0,4
Number of responses	246	100,0
Number of respondents	246	10,5
Did not get question*	2090	89,5
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they had stayed over night in the North got this question.



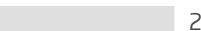
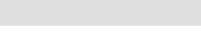
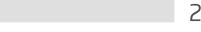
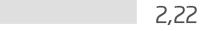
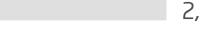
Mean 2,96 nights
Standard deviation 3,97 nights



LENGTH OF STAY IN THE NORTH



Q.24. Total length of your stay in the North?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	246	51,6	37,0	11,4	 2,96
Gender					
Male	117	48,7	40,2	11,1	 2,79
Female	123	52,8	35,0	12,2	 3,16
Age					
24 years and younger	21	57,1	23,8	19,0	 2,81
25-34 years	76	52,6	35,5	11,8	 3,51
35-44 years	47	48,9	42,6	8,5	 2,79
45-54 years	40	57,5	32,5	10,0	 2,53
55 years and older	61	47,5	41,0	11,5	 2,72
What is your profession?*					
Managerial	31	54,8	38,7	6,5	 2,65
Professionals (dr./lawyer/account. etc.)	46	56,5	34,8	8,7	 2,76
Other professionals	39	46,2	46,2	7,7	 2,72
Teacher/Medical care	20	65,0	35,0	0,0	 2,20
Clerical/Service	14	50,0	35,7	14,3	 2,57
Vocational/Technical	5	20,0	60,0	20,0	 3,40
Unskilled	<5				
Student	32	56,3	25,0	18,8	 2,88
Retired/Homemaker	21	47,6	33,3	19,0	 2,86
Other	35	45,7	40,0	14,3	 2,80
Household income					
High	106	56,6	35,8	7,5	 2,54
Average	93	47,3	39,8	12,9	 2,78
Low	36	52,8	30,6	16,7	 3,08
Market area					
Britain	29	55,2	44,8	0,0	 2,48
North America	80	60,0	31,3	8,8	 2,54
Central/Southern Europe	93	41,9	40,9	17,2	 3,65
Scandinavia	14	50,0	35,7	14,3	 2,64
Asia	9	66,7	33,3	0,0	 2,22
Other	21	52,4	33,3	14,3	 2,67

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

LENGTH OF STAY IN THE NORTH



Q.24. Total length of your stay in the North?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	246	51,6	37,0	11,4	2,96
Nationality					
British	26	46,2	53,8	0,0	2,65
American	46	58,7	30,4	10,9	2,63
Canadian	31	64,5	29,0	6,5	2,35
Danish	7	42,9	42,9	14,3	2,71
Norwegian	<5				
French	24	29,2	62,5	8,3	2,96
German	25	40,0	36,0	24,0	5,36
Swedish	<5				
Dutch	13	46,2	46,2	7,7	2,77
Irish	<5				
Australian	<5				
Chinese	<5				
Italian	7	28,6	57,1	14,3	3,14
Swiss	11	45,5	27,3	27,3	3,55
Other	47	61,7	23,4	14,9	2,68
Type of trip*					
Package tour	45	51,1	40,0	8,9	2,64
Individually-arranged tour	186	50,0	37,1	12,9	3,10
Business-arranged tour	5	80,0	0,0	20,0	2,20
Purpose of visit*					
Vacation/holiday	224	53,1	38,4	8,5	2,62
Conference/large meeting	7	42,9	28,6	28,6	3,14
Business/small meeting	6	33,3	16,7	50,0	5,00
Education and training	11	63,6	9,1	27,3	3,27
Visiting friends/relatives	18	27,8	44,4	27,8	3,39
Business incentives package	<5				
Temporary employment in Iceland	<5				
Event in Iceland (leisure related)	5	40,0	40,0	20,0	3,20
Health/medical treatment	<5				
Other	12	33,3	58,3	8,3	3,00

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

Difference between groups is not statistically significant.

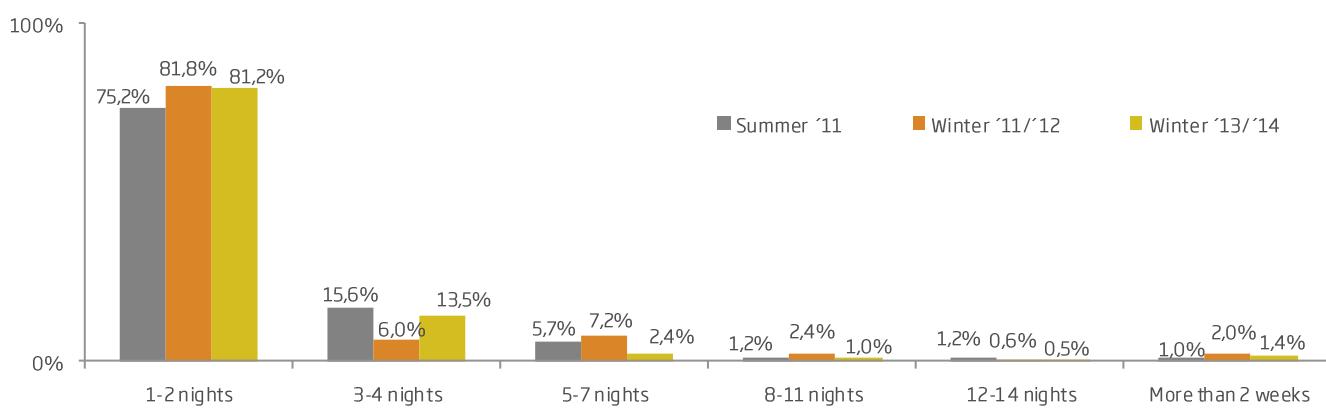
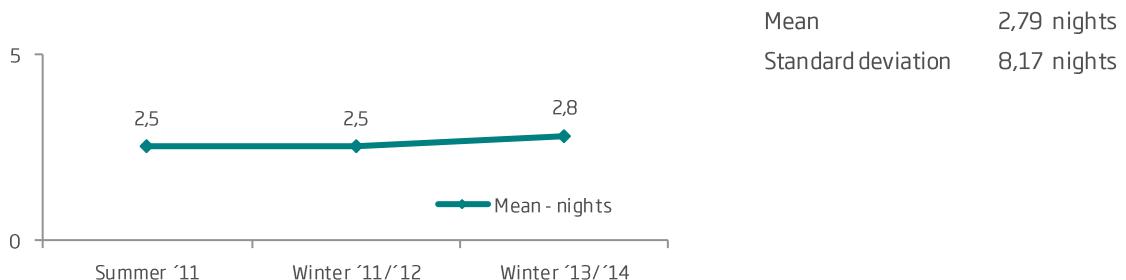
LENGTH OF STAY IN THE EAST



Q.25. Total length of your stay in the East?

	Count	%
1-2 nights	168	81,2
3-4 nights	28	13,5
5-7 nights	5	2,4
8-11 nights	2	1,0
12-14 nights	1	0,5
More than 2 weeks	3	1,4
Number of responses	207	100,0
Number of respondents	207	8,9
Did not get question*	2129	91,1
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they had stayed over night in the East got this question.



LENGTH OF STAY IN THE EAST



Q.25. Total length of your stay in the East?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	207	81,2	18,8	2,79
Gender				
Male	96	80,2	19,8	2,16
Female	106	81,1	18,9	3,43
Age*				
24 years and younger	22	77,3	22,7	9,64
25-34 years	77	83,1	16,9	2,05
35-44 years	36	83,3	16,7	1,72
45-54 years	21	76,2	23,8	2,29
55 years and older	51	80,4	19,6	1,90
What is your profession?				
Managerial	29	86,2	13,8	2,03
Professionals (dr./lawyer/account. etc.)	34	85,3	14,7	1,91
Other professionals	31	80,6	19,4	2,32
Teacher/Medical care	21	85,7	14,3	4,71
Clerical/Service	12	75,0	25,0	1,92
Vocational/Technical	<5			
Unskilled	<5			
Student	33	93,9	6,1	4,24
Retired/Homemaker	11	54,5	45,5	2,36
Other	31	74,2	25,8	2,39
Household income				
High	78	87,2	12,8	1,78
Average	80	81,3	18,8	2,80
Low	42	69,0	31,0	4,83
Market area*				
Britain	25	80,0	20,0	1,88
North America	63	87,3	12,7	1,79
Central/Southern Europe	77	80,5	19,5	2,97
Scandinavia	12	50,0	50,0	11,08
Asia	7	85,7	14,3	1,71
Other	23	82,6	17,4	1,87

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

LENGTH OF STAY IN THE EAST



Q.25. Total length of your stay in the East?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	207	81,2	18,8	2,79
Nationality				
British	24	66,7	33,3	2,38
American	35	85,7	14,3	1,80
Canadian	23	100,0	0,0	1,39
Danish	7	57,1	42,9	4,29
Norwegian	<5			
French	21	76,2	23,8	2,67
German	19	84,2	15,8	5,21
Swedish	<5			
Dutch	11	63,6	36,4	2,09
Irish	<5			
Australian	<5			
Chinese	<5			
Italian	5	80,0	20,0	1,60
Swiss	8	87,5	12,5	2,38
Other	47	85,1	14,9	3,77
Type of trip*				
Package tour	28	92,9	7,1	
Individually-arranged tour	167	79,0	21,0	
Business-arranged tour	<5			
Purpose of visit*				
Vacation/holiday	193	82,4	17,6	2,34
Conference/large meeting	<5			
Business/small meeting	<5			
Education and training	9	88,9	11,1	2,78
Visiting friends/relatives	11	54,5	45,5	3,73
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	6	83,3	16,7	1,50
Health/medical treatment	<5			
Other	11	63,6	36,4	2,55

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

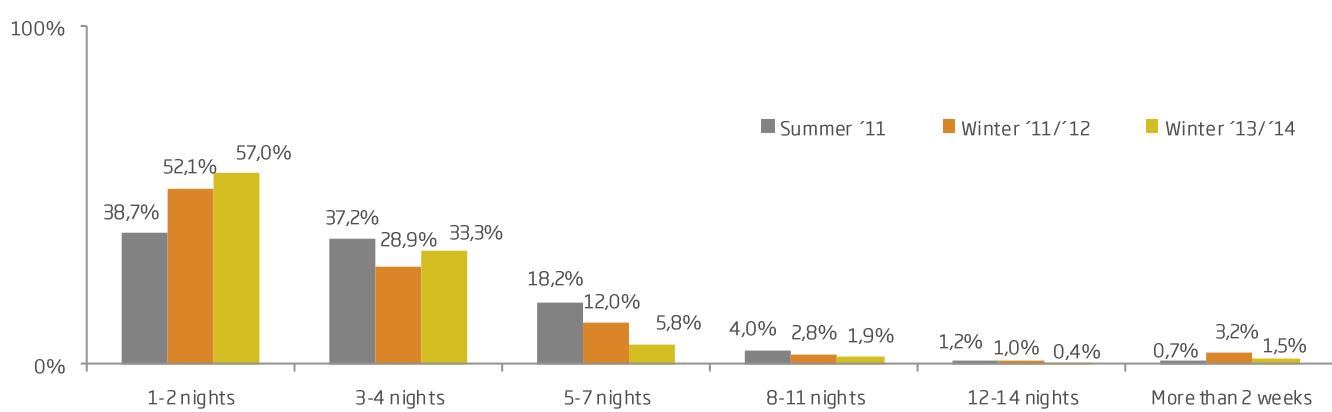
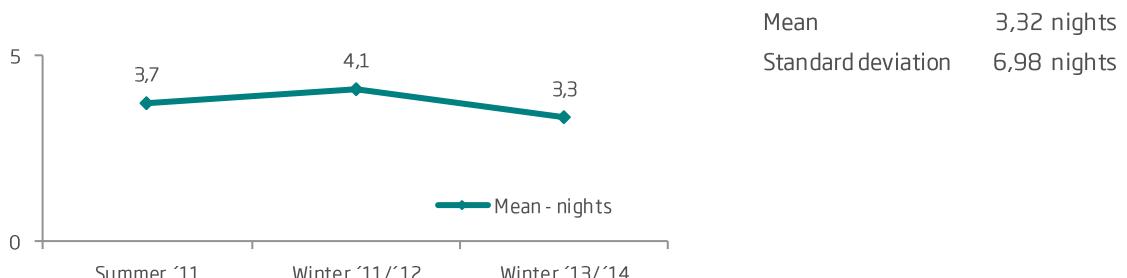
LENGTH OF STAY IN THE SOUTH



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

	Count	%
1-2 nights	265	57,0
3-4 nights	155	33,3
5-7 nights	27	5,8
8-11 nights	9	1,9
12-14 nights	2	0,4
More than 2 weeks	7	1,5
Number of responses	465	100,0
Number of respondents	465	19,9
Did not get question*	1871	80,1
Did not answer	0	0,0
Total	2336	100,0

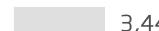
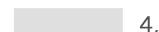
*Only those who said they had stayed over night in the South got this question.



LENGTH OF STAY IN THE SOUTH



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

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	465	57,0	33,3	9,7	 3,32
Gender					
Male	206	57,3	35,0	7,8	 2,95
Female	252	56,0	32,5	11,5	 3,65
Age					
24 years and younger	52	57,7	28,8	13,5	 5,71
25-34 years	164	56,1	32,3	11,6	 3,04
35-44 years	79	57,0	32,9	10,1	 3,75
45-54 years	72	48,6	45,8	5,6	 2,79
55 years and older	96	63,5	29,2	7,3	 2,56
What is your profession?					
Managerial	71	62,0	32,4	5,6	 2,59
Professionals (dr./lawyer/account. etc.)	89	60,7	29,2	10,1	 2,70
Other professionals	57	52,6	40,4	7,0	 4,79
Teacher/Medical care	44	56,8	31,8	11,4	 2,68
Clerical/Service	28	53,6	39,3	7,1	 2,71
Vocational/Technical	9	22,2	33,3	44,4	 4,33
Unskilled	<5				
Student	76	57,9	34,2	7,9	 3,74
Retired/Homemaker	34	73,5	17,6	8,8	 2,44
Other	50	50,0	40,0	10,0	 2,78
Household income					
High	213	58,2	34,7	7,0	 2,64
Average	158	58,2	32,9	8,9	 3,44
Low	80	51,3	31,3	17,5	 4,01
Market area					
Britain	103	53,4	39,8	6,8	 2,62
North America	121	65,3	28,9	5,8	 2,37
Central/Southern Europe	151	51,0	35,8	13,2	 4,13
Scandinavia	32	50,0	34,4	15,6	 4,25
Asia	12	83,3	0,0	16,7	 2,08
Other	46	60,9	30,4	8,7	 4,37

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 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	465	57,0	33,3	9,7	 3,32
Nationality					
British	94	48,9	40,4	10,6	 2,81
American	81	65,4	28,4	6,2	 2,40
Canadian	36	66,7	33,3	0,0	 2,19
Danish	16	56,3	37,5	6,3	 2,31
Norwegian	5	60,0	20,0	20,0	 3,00
French	52	55,8	32,7	11,5	 3,37
German	41	48,8	31,7	19,5	 6,66
Swedish	7	57,1	42,9	0,0	 2,29
Dutch	17	52,9	41,2	5,9	 2,59
Irish	<5				
Australian	10	80,0	20,0	0,0	 1,70
Chinese	5	80,0	0,0	20,0	 2,40
Italian	7	57,1	42,9	0,0	 2,29
Swiss	14	57,1	28,6	14,3	 2,71
Other	76	56,6	30,3	13,2	 4,62
Type of trip*					
Package tour	85	64,7	30,6	4,7	 2,28
Individually-arranged tour	350	54,6	35,4	10,0	 3,25
Business-arranged tour	12	58,3	16,7	25,0	 10,42
Purpose of visit*					
Vacation/holiday	423	57,9	33,8	8,3	 2,69
Conference/large meeting	6	66,7	0,0	33,3	 17,50
Business/small meeting	5	60,0	20,0	20,0	 2,60
Education and training	29	48,3	31,0	20,7	 9,28
Visiting friends/relatives	36	47,2	33,3	19,4	 6,17
Business incentives package	<5				
Temporary employment in Iceland	7	57,1	0,0	42,9	 16,29
Event in Iceland (leisure related)	19	52,6	36,8	10,5	 3,42
Health/medical treatment	<5				
Other	25	28,0	52,0	20,0	 4,28

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

Difference between groups is not statistically significant.

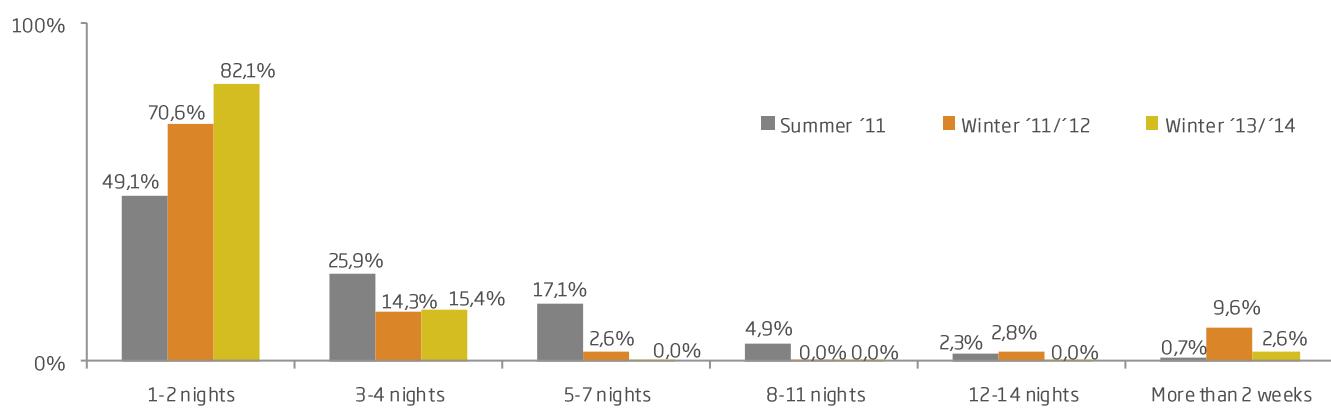
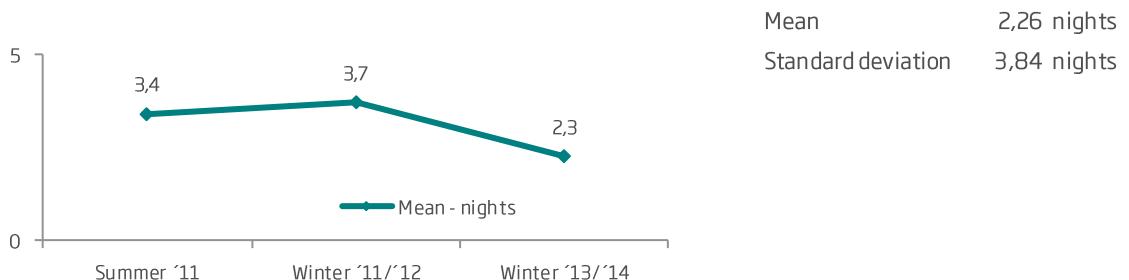
LENGTH OF STAY IN THE INTERIOR



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

	Count	%
1-2 nights	32	82,1
3-4 nights	6	15,4
5-7 nights	0	0,0
8-11 nights	0	0,0
12-14 nights	0	0,0
More than 2 weeks	1	2,6
Number of responses	39	100,0
Number of respondents	39	1,7
Did not get question*	2297	98,3
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they had stayed over night in the Interior got this question.



LENGTH OF STAY IN THE INTERIOR



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

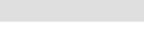
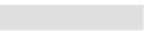
	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	39	82,1	17,9	2,26
Gender				
Male	21	76,2	23,8	2,81
Female	17	88,2	11,8	1,65
Age				
24 years and younger	5	80,0	20,0	1,60
25-34 years	7	71,4	28,6	5,14
35-44 years	5	100,0	0,0	1,40
45-54 years	11	72,7	27,3	1,91
55 years and older	11	90,9	9,1	1,45
What is your profession?				
Managerial	9	88,9	11,1	1,44
Professionals (dr./lawyer/account. etc.)	7	71,4	28,6	5,00
Other professionals	<5			
Teacher/Medical care	<5			
Clerical/Service	<5			
Student	5	100,0	0,0	1,20
Retired/Homemaker	5	80,0	20,0	1,40
Other	<5			
Household income*				
High	17	82,4	17,6	1,59
Average	15	86,7	13,3	1,73
Low	5	60,0	40,0	6,40
Market area				
Britain	12	91,7	8,3	1,50
North America	7	85,7	14,3	1,71
Central/Southern Europe	11	72,7	27,3	3,82
Scandinavia	<5			
Asia	<5			
Other	5	60,0	40,0	2,40

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

LENGTH OF STAY IN THE INTERIOR



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

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	39	82,1	17,9	 2,26
Nationality*				
British	10	90,0	10,0	 1,60
American	6	100,0	0,0	 1,50
Canadian	<5			
French	<5			
German	<5			
Swedish	<5			
Dutch	<5			
Australian	<5			
Italian	<5			
Swiss	<5			
Other	11	72,7	27,3	 1,91
Type of trip†				
Package tour	14	92,9	7,1	 1,50
Individually-arranged tour	25	76,0	24,0	 2,72
Business-arranged tour	<5			
Purpose of visit*				
Vacation/holiday	35	80,0	20,0	 2,34
Conference/large meeting	<5			
Business/small meeting	<5			
Education and training	<5			
Visiting friends/relatives	<5			
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	<5			
Health/medical treatment	<5			
Other	<5			

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

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

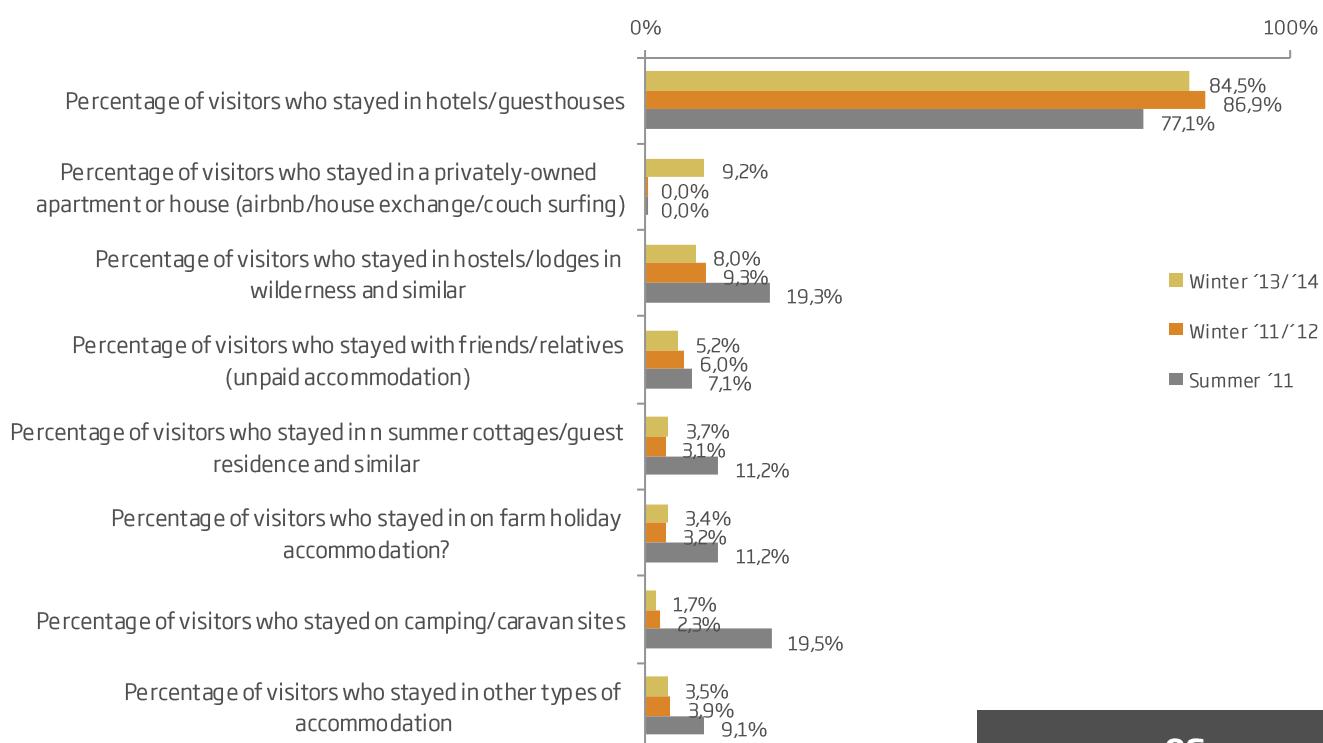
TYPES OF ACCOMODATION



Q.28. During your stay in Iceland, In what type of accommodation did you stay over night?

	Count respondents	% respondents	% responses
In hotels/guesthouses?	1860	84,5	70,9
In a privately-owned apartment or house (airbnb/house exchange/couch surfing)?	202	9,2	7,7
In hostels/lodges in wilderness and similar?	176	8,0	6,7
With friends/relatives (unpaid accommodation)?	114	5,2	4,3
In summer cottages/guest residence and similar?	81	3,7	3,1
On farm holiday accommodation?	75	3,4	2,9
On camping/caravan sites?	37	1,7	1,4
In other types of accommodation?	78	3,5	3,0
Number of responses*	2623	119,2	100,0
Number of respondents	2201	94,2	
Did not answer	135	5,8	
Total	2336	100,0	

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



TYPES OF ACCOMODATION



Q.28. During your stay in Iceland, In what type of accommodation did you stay over night?

		Hotels/ guest- houses	Privately- owned apartment or house	Hostels/ lodges in wilderness and similar	Friends/ relatives (unpaid accommod- ation)	Summer cottages/ guest residence and similar	Farm holiday accommod- ation	Camping/c- aravan sites	Other types of accomm- odation
	Count	%	%	%	%	%	%	%	%
Total		2201							
Gender									
Male	922	84,9	8,1	7,3	5,0	3,5	2,9	1,8	4,6
Female	1265	84,1	10,0	8,5	5,4	3,8	3,7	1,6	2,8
Age									
24 years and younger	253	72,3	12,6	16,6	11,5	3,6	2,0	4,0	7,1
25-34 years	677	79,8	13,6	10,8	5,6	5,3	3,7	1,8	3,7
35-44 years	424	86,3	9,0	6,8	4,0	2,8	3,8	2,4	3,8
45-54 years	355	90,1	5,6	4,2	3,7	3,4	2,8	0,6	2,5
55 years and older	475	91,6	4,2	3,6	3,6	2,3	4,0	0,6	2,1
What is your profession?									
Managerial	329	93,3	8,2	4,3	1,2	4,3	4,0	0,3	1,8
Professionals (dr./lawyer/account. etc.)	421	87,6	10,0	5,9	2,1	2,9	2,9	1,4	3,3
Other professionals	324	85,5	9,9	5,6	3,7	3,4	3,1	1,2	3,4
Teacher/Medical care	229	79,5	10,0	8,7	5,2	3,1	3,5	1,3	3,5
Clerical/Service	141	89,4	4,3	9,9	2,8	2,8	3,5	1,4	1,4
Vocational/Technical	70	88,6	8,6	2,9	4,3	2,9	1,4	1,4	1,4
Unskilled	13	69,2	7,7	7,7	30,8	7,7	7,7	15,4	0,0
Student	244	65,2	12,7	22,1	17,6	5,3	2,9	4,9	8,2
Retired/Homemaker	184	90,2	4,9	3,3	3,8	1,6	4,3	0,5	3,3
Other	219	84,0	10,0	9,1	5,5	4,6	4,1	2,3	4,1
Household income									
High	951	90,2	7,8	5,2	2,4	2,8	3,5	1,2	2,4
Average	858	84,7	9,1	7,1	5,0	4,0	3,0	1,4	3,4
Low	305	66,2	15,4	18,7	12,8	4,9	3,9	3,9	8,2
Market area									
Britain	740	90,0	7,7	4,3	0,5	1,1	1,6	0,3	1,6
North America	558	85,5	9,3	8,2	3,6	2,9	5,2	1,1	3,4
Central/Southern Europe	355	78,3	13,0	15,2	11,8	10,1	4,2	5,1	7,3
Scandinavia	321	78,8	6,5	4,4	12,1	2,8	1,6	0,9	3,1
Asia	48	81,3	6,3	14,6	2,1	2,1	2,1	0,0	4,2

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

TYPES OF ACCOMODATION



Q.28. During your stay in Iceland, In what type of accommodation did you stay over night?

	Hotels/ guest- houses	Privately- owned apartment or house	Hostels/lod- ges in wilderness and similar	Friends/ relatives (unpaid accommod- ation)	Summer cottages/ guest residence and similar	Farm holiday accommod- ation	Camping/c- aravan sites	Other types of accomm- odation
	Count	%	%	%	%	%	%	%
Total		2201						
Nationality								
British	681	90,6	7,5	3,8	1,0	1,0	1,6	0,6
American	381	82,9	10,8	8,9	3,7	3,4	4,7	0,3
Canadian	171	89,5	5,8	8,2	4,1	1,2	6,4	1,8
Danish	122	79,5	5,7	4,9	12,3	5,7	2,5	3,3
Norwegian	102	82,4	3,9	2,0	10,8	2,0	1,0	0,0
French	93	83,9	19,4	14,0	4,3	7,5	7,5	9,7
German	102	65,7	13,7	23,5	20,6	19,6	2,0	5,9
Swedish	61	80,3	9,8	1,6	11,5	0,0	1,6	0,0
Dutch	51	92,2	7,8	0,0	2,0	9,8	5,9	2,0
Irish	42	97,6	4,8	2,4	2,4	0,0	4,8	0,0
Australian	39	74,4	10,3	17,9	2,6	2,6	2,6	5,1
Chinese	33	72,7	9,1	15,2	0,0	0,0	0,0	9,1
Italian	32	87,5	6,3	6,3	0,0	3,1	6,3	3,1
Swiss	30	83,3	10,0	6,7	13,3	10,0	0,0	6,7
Other	261	78,5	12,6	14,9	8,0	5,0	5,0	6,1
Type of trip								
Package tour	566	97,0	1,4	2,3	0,2	0,9	1,2	0,2
Individually-arranged tour	1480	79,9	12,3	10,1	7,0	4,8	4,3	2,2
Business-arranged tour	92	95,7	2,2	4,3	1,1	1,1	1,1	1,1
Purpose of visit								
Vacation/holiday	1932	85,8	9,2	8,1	3,7	3,8	3,6	1,6
Conference/large meeting	64	90,6	4,7	6,3	6,3	1,6	1,6	3,1
Business/small meeting	64	90,6	1,6	7,8	6,3	6,3	0,0	1,6
Education and training	80	70,0	18,8	15,0	12,5	3,8	7,5	7,5
Visiting friends/relatives	171	51,5	9,9	8,2	49,1	7,6	1,2	1,8
Business incentives package	15	93,3	0,0	6,7	6,7	0,0	0,0	0,0
Temporary employment in Iceland	14	71,4	28,6	21,4	28,6	14,3	0,0	14,3
Event in Iceland (leisure related)	136	75,7	13,2	13,2	8,1	2,9	3,7	1,5
Health/medical treatment	8	100,0	12,5	12,5	25,0	25,0	25,0	12,5
Other	124	85,5	7,3	10,5	3,2	2,4	3,2	0,0

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

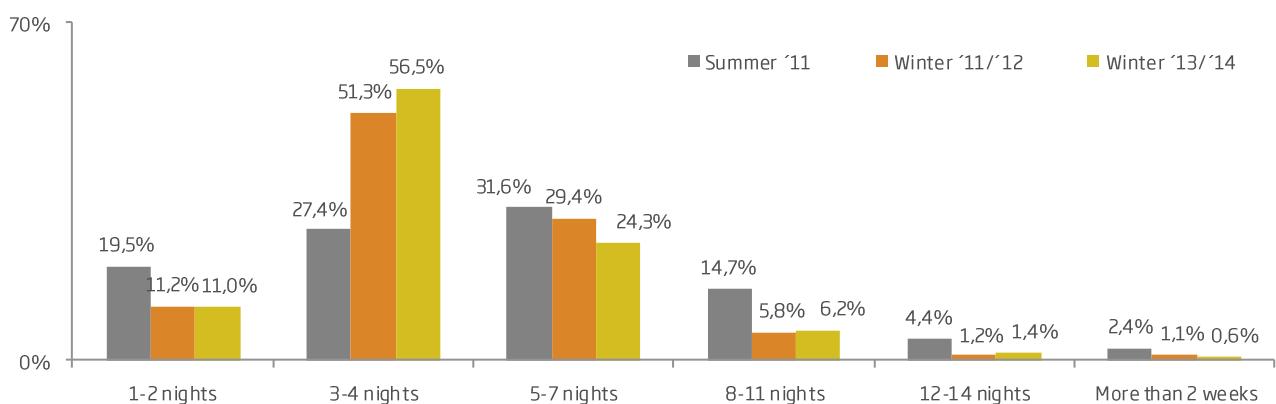
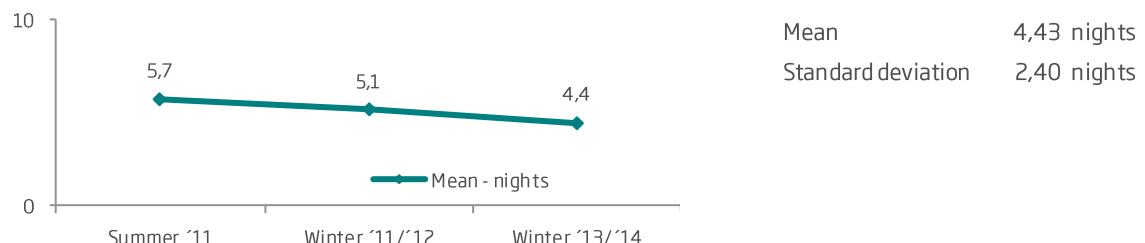
NUMBER OF NIGHTS IN HOTELS/GUESTHOUSE



Q.29. How many nights did you stay...in hotels/guesthouses?

	Count	%
1-2 nights	204	11,0
3-4 nights	1050	56,5
5-7 nights	452	24,3
8-11 nights	116	6,2
12-14 nights	26	1,4
More than 2 weeks	12	0,6
Number of responses	1860	100,0
Number of respondents	1860	79,6
Did not get question*	476	20,4
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they stayed in hotels/guesthouse got this question



NUMBER OF NIGHTS IN HOTELS/GUESTHOUSE



Q.29. How many nights did you stay...in hotels/guesthouses?

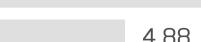
	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	More than 11 nights	
	Count	%	%	%	%	%	
Total	1860	11,0	56,5	24,3	6,2	2,0	4,43
Gender*							
Male	783	11,7	52,2	26,3	7,0	2,7	4,60
Female	1064	10,5	60,1	22,6	5,4	1,5	4,27
Age							
24 years and younger	183	13,7	55,2	21,9	6,0	3,3	4,37
25-34 years	540	14,1	56,1	21,9	5,7	2,2	4,31
35-44 years	366	8,2	60,1	22,4	7,4	1,9	4,46
45-54 years	320	10,0	60,0	25,0	3,4	1,6	4,29
55 years and older	435	9,2	52,2	28,5	8,3	1,8	4,67
What is your profession?							
Managerial	307	10,1	57,0	25,4	6,5	1,0	4,36
Professionals (dr./lawyer/account. etc.)	369	10,8	55,8	25,5	6,2	1,6	4,40
Other professionals	277	9,7	56,3	24,5	6,9	2,5	4,56
Teacher/Medical care	182	9,9	63,2	21,4	3,8	1,6	4,23
Clerical/Service	126	13,5	58,7	19,0	5,6	3,2	4,34
Vocational/Technical	62	8,1	54,8	27,4	6,5	3,2	4,77
Unskilled	9	0,0	77,8	22,2	0,0	0,0	3,89
Student	159	18,9	49,7	21,4	6,9	3,1	4,25
Retired/Homemaker	166	10,2	56,6	25,3	5,4	2,4	4,58
Other	184	8,2	53,8	28,3	7,6	2,2	4,66
Household income							
High	858	9,8	56,2	26,2	6,4	1,4	4,43
Average	727	11,1	56,9	23,4	6,3	2,2	4,40
Low	202	15,3	58,4	18,3	5,0	3,0	4,33
Market area*							
Britain	666	5,6	75,2	16,1	2,7	0,5	3,94
North America	477	11,7	41,9	35,2	8,0	3,1	4,84
Central/Southern Europe	278	17,6	32,7	33,1	11,9	4,7	5,34
Scandinavia	253	14,2	61,3	20,2	3,6	0,8	3,91
Asia	39	12,8	46,2	20,5	17,9	2,6	4,72
Other	147	14,3	57,8	17,7	7,5	2,7	4,39

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

NUMBER OF NIGHTS IN HOTELS/GUESTHOUSE



Q.29. 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	%	%	%	%	%	
Total	1860	11,0	56,5	24,3	6,2	2,0	 4,43
Nationality*							
British	617	5,7	75,7	15,4	2,8	0,5	 3,93
American	316	13,0	43,0	35,4	5,7	2,8	 4,65
Canadian	153	9,8	37,9	35,9	12,4	3,9	 5,21
Danish	97	12,4	61,9	21,6	4,1	0,0	 3,90
Norwegian	84	11,9	66,7	20,2	1,2	0,0	 3,75
French	78	17,9	25,6	42,3	9,0	5,1	 5,44
German	67	25,4	23,9	35,8	11,9	3,0	 4,94
Swedish	49	18,4	59,2	16,3	4,1	2,0	 4,00
Dutch	47	8,5	51,1	31,9	8,5	0,0	 4,66
Irish	41	2,4	85,4	12,2	0,0	0,0	 3,73
Australian	29	10,3	62,1	24,1	3,4	0,0	 4,00
Chinese	24	16,7	75,0	4,2	4,2	0,0	 3,67
Italian	28	0,0	71,4	7,1	17,9	3,6	 5,43
Swiss	25	20,0	24,0	24,0	24,0	8,0	 6,60
Other	205	16,6	42,4	24,9	11,2	4,9	 4,91
Type of trip*							
Package tour	549	2,0	72,3	20,0	4,7	0,9	 4,26
Individually-arranged tour	1182	13,6	49,0	27,7	7,4	2,4	 4,57
Business-arranged tour	88	17,0	61,4	14,8	3,4	3,4	 4,00
Purpose of visit*							
Vacation/holiday	1658	9,2	57,5	25,0	6,4	1,9	 4,46
Conference/large meeting	58	13,8	53,4	22,4	6,9	3,4	 4,47
Business/small meeting	58	29,3	51,7	10,3	6,9	1,7	 3,79
Education and training	56	10,7	44,6	33,9	7,1	3,6	 4,86
Visiting friends/relatives	88	18,2	39,8	28,4	10,2	3,4	 4,93
Business incentives package	14	21,4	50,0	21,4	7,1	0,0	 3,79
Temporary employment in Iceland	10	0,0	30,0	30,0	10,0	30,0	 7,60
Event in Iceland (leisure related)	103	14,6	46,6	25,2	8,7	4,9	 4,88
Health/medical treatment	8	12,5	62,5	12,5	12,5	0,0	 4,50
Other	106	19,8	48,1	23,6	4,7	3,8	 4,44

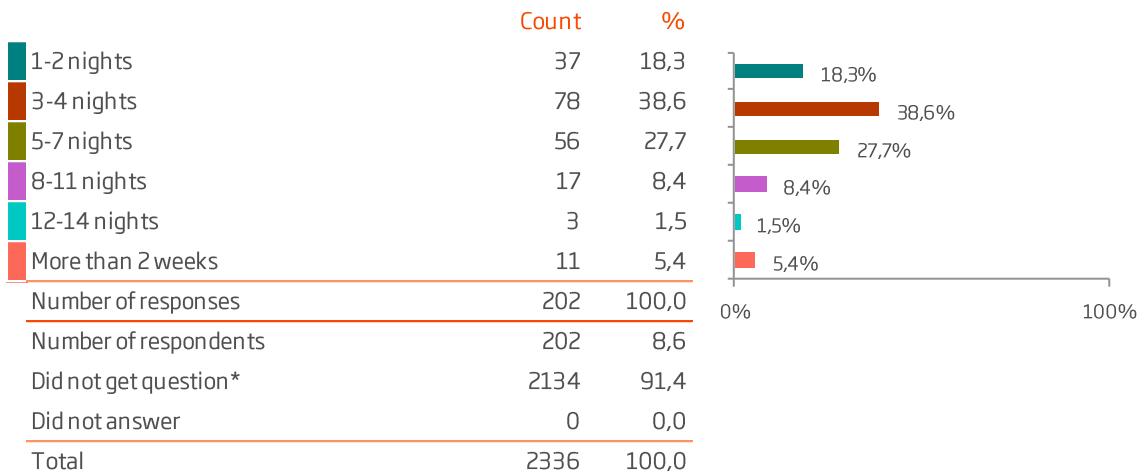
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT OR HOUSE



Q. 30. How many nights did you stay...in a privately-owned apartment or house (airbnb/house exchange/couch surfing)?



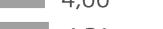
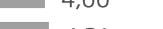
*Only those who said they stayed in a privately-owned apartment or house got this question

Mean 7,74 nights
Standard deviation 15,80 nights

NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT OR HOUSE



Q.30. 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	%	%	%	%	
Total	202	18,3	38,6	27,7	15,3	 7,74
Gender						
Male	75	22,7	37,3	24,0	16,0	 8,12
Female	126	15,9	39,7	29,4	15,1	 7,54
Age						
24 years and younger	32	21,9	28,1	25,0	25,0	 13,09
25-34 years	92	17,4	34,8	32,6	15,2	 7,36
35-44 years	38	18,4	47,4	23,7	10,5	 6,53
45-54 years	20	20,0	45,0	15,0	20,0	 6,90
55 years and older	20	15,0	50,0	30,0	5,0	 4,10
What is your profession?*						
Managerial	27	25,9	37,0	33,3	3,7	 4,00
Professionals (dr./lawyer/account. etc.)	42	23,8	38,1	28,6	9,5	 4,31
Other professionals	32	12,5	50,0	25,0	12,5	 4,69
Teacher/Medical care	23	21,7	47,8	17,4	13,0	 6,17
Clerical/Service	6	16,7	66,7	16,7	0,0	 3,83
Vocational/Technical	6	33,3	33,3	33,3	0,0	 3,83
Unskilled	<5					
Student	31	16,1	19,4	22,6	41,9	 21,35
Retired/Homemaker	9	0,0	44,4	44,4	11,1	 5,00
Other	22	9,1	40,9	27,3	22,7	 9,55
Household income*						
High	74	28,4	35,1	25,7	10,8	 5,35
Average	78	10,3	50,0	26,9	12,8	 7,04
Low	47	14,9	23,4	34,0	27,7	 13,00
Market area						
Britain	57	19,3	56,1	22,8	1,8	 3,67
North America	52	15,4	36,5	32,7	15,4	 6,31
Central/Southern Europe	46	21,7	17,4	26,1	34,8	 13,17
Scandinavia	21	9,5	57,1	23,8	9,5	 9,29
Asia	<5					
Other	23	26,1	21,7	34,8	17,4	 9,26

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

NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT OR HOUSE



Q.30. 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	%	%	%	%	
Total	202	18,3	38,6	27,7	15,3	
Nationality*						
British	51	15,7	60,8	21,6	2,0	
American	41	17,1	34,1	31,7	17,1	
Canadian	10	10,0	40,0	40,0	10,0	
Danish	7	0,0	14,3	57,1	28,6	
Norwegian	<5					
French	18	33,3	22,2	33,3	11,1	
German	14	14,3	7,1	7,1	71,4	
Swedish	6	0,0	100,0	0,0	0,0	
Dutch	<5					
Irish	<5					
Australian	<5					
Chinese	<5					
Italian	<5					
Swiss	<5					
Other	33	24,2	24,2	36,4	15,2	
Type of trip†						
Package tour	8	25,0	25,0	50,0	0,0	
Individually-arranged tour	182	17,0	39,0	28,0	15,9	
Business-arranged tour	<5					
Purpose of visit†						
Vacation/holiday	178	19,1	40,4	29,2	11,2	
Conference/large meeting	<5					
Business/small meeting	<5					
Education and training	15	26,7	0,0	6,7	66,7	
Visiting friends/relatives	17	29,4	29,4	23,5	17,6	
Business incentives package	<5					
Temporary employment in Iceland	<5					
Event in Iceland (leisure related)	18	5,6	27,8	38,9	27,8	
Health/medical treatment	<5					
Other	9	33,3	33,3	11,1	22,2	

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

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

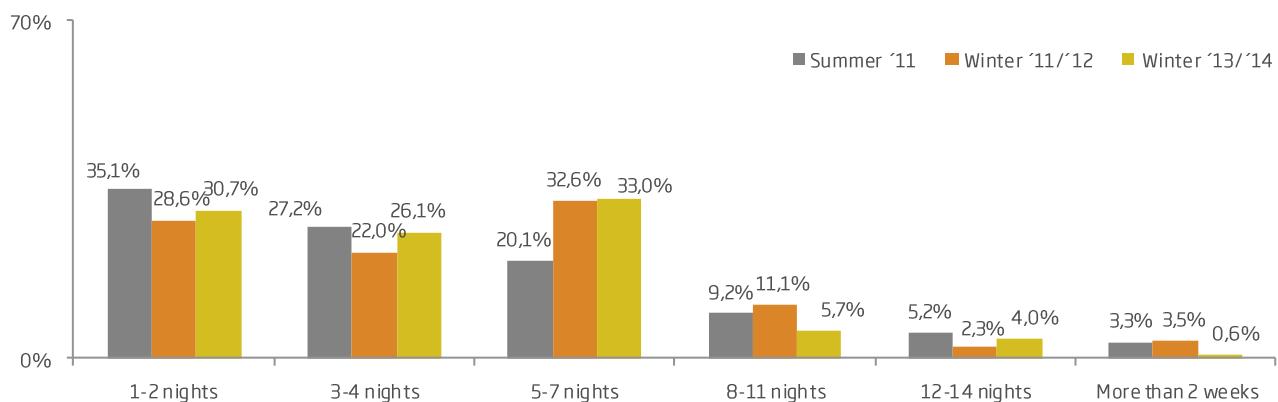
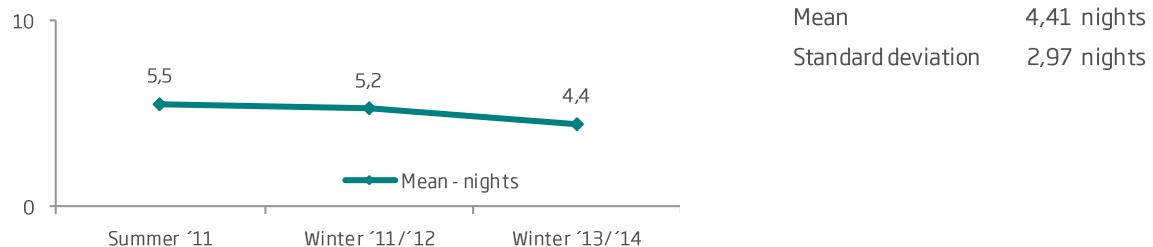
NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



Q.31. How many nights did you stay...in hostels/lodges in wilderness and similar?

	Count	%
1-2 nights	54	30,7
3-4 nights	46	26,1
5-7 nights	58	33,0
8-11 nights	10	5,7
12-14 nights	7	4,0
More than 2 weeks	1	0,6
Number of responses	176	100,0
Number of respondents	176	7,5
Did not get question*	2160	92,5
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they stayed in hostels/lodges got this question



NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



Q.31. How many nights did you stay...in hostels/lodges in wilderness and similar?

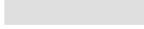
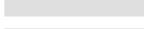
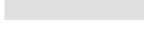
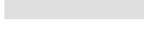
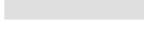
	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
Total	176	30,7	26,1	33,0	10,2	4,41
Gender						
Male	67	29,9	31,3	28,4	10,4	4,27
Female	108	31,5	22,2	36,1	10,2	4,52
Age						
24 years and younger	42	26,2	31,0	40,5	2,4	4,24
25-34 years	73	34,2	23,3	27,4	15,1	4,70
35-44 years	29	31,0	24,1	34,5	10,3	4,28
45-54 years	15	20,0	33,3	40,0	6,7	4,13
55 years and older	17	35,3	23,5	29,4	11,8	4,12
What is your profession?						
Managerial	14	42,9	35,7	21,4	0,0	3,21
Professionals (dr./lawyer/account. etc.)	25	48,0	20,0	24,0	8,0	3,92
Other professionals	18	16,7	44,4	27,8	11,1	4,61
Teacher/Medical care	20	30,0	25,0	35,0	10,0	4,80
Clerical/Service	14	42,9	14,3	28,6	14,3	4,00
Vocational/Technical	<5					
Unskilled	<5					
Student	54	27,8	24,1	40,7	7,4	4,44
Retired/Homemaker	6	0,0	16,7	66,7	16,7	5,67
Other	20	25,0	30,0	25,0	20,0	4,75
Household income						
High	49	38,8	32,7	18,4	10,2	3,82
Average	61	32,8	27,9	29,5	9,8	4,26
Low	57	21,1	17,5	52,6	8,8	5,07
Market area						
Britain	32	40,6	28,1	28,1	3,1	3,63
North America	46	17,4	32,6	45,7	4,3	4,52
Central/Southern Europe	54	38,9	14,8	25,9	20,4	4,81
Scandinavia	14	7,1	28,6	57,1	7,1	4,93
Asia	7	14,3	57,1	0,0	28,6	6,14
Other	23	43,5	26,1	26,1	4,3	3,52

Difference between groups is not statistically significant.

NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



Q.31. 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	%	%	%	%	
Total	176	30,7	26,1	33,0	10,2	 4,41
Nationality						
British	26	42,3	23,1	26,9	7,7	 3,73
American	34	20,6	32,4	41,2	5,9	 4,53
Canadian	14	14,3	28,6	57,1	0,0	 4,50
Danish	6	16,7	0,0	83,3	0,0	 5,17
Norwegian	<5					
French	13	38,5	15,4	30,8	15,4	 4,38
German	24	33,3	20,8	29,2	16,7	 4,96
Swedish	<5					
Irish	<5					
Australian	7	14,3	57,1	28,6	0,0	 3,86
Chinese	5	20,0	60,0	0,0	20,0	 5,00
Italian	<5					
Swiss	<5					
Other	39	35,9	25,6	25,6	12,8	 4,31
Type of trip*						
Package tour	13	23,1	15,4	53,8	7,7	 5,23
Individually-arranged tour	149	30,9	25,5	32,2	11,4	 4,43
Business-arranged tour	<5					
Purpose of visit*						
Vacation/holiday	156	31,4	25,6	33,3	9,6	 4,41
Conference/large meeting	<5					
Business/small meeting	5	0,0	60,0	40,0	0,0	 4,20
Education and training	12	41,7	25,0	25,0	8,3	 3,92
Visiting friends/relatives	14	35,7	7,1	57,1	0,0	 4,14
Business incentives package	<5					
Temporary employment in Iceland	<5					
Event in Iceland (leisure related)	18	38,9	22,2	27,8	11,1	 4,17
Health/medical treatment	<5					
Other	13	23,1	15,4	46,2	15,4	 4,62

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

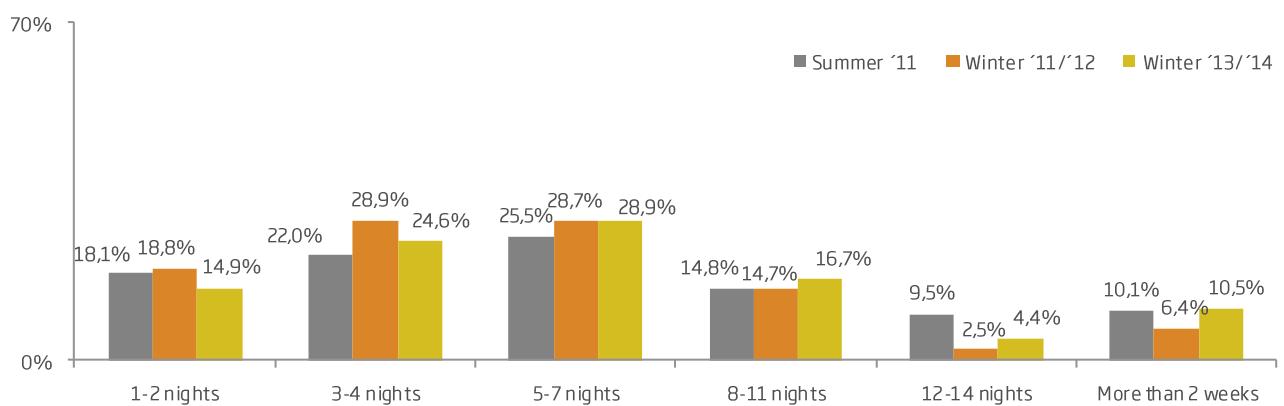
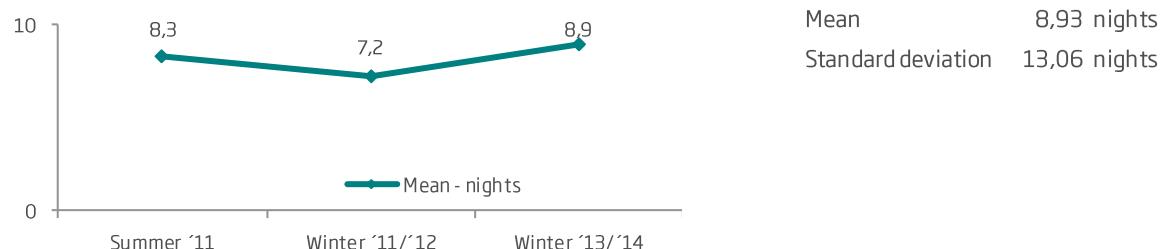
NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



Q.32. How many nights did you stay...with friends/relatives (unpaid accommodation)?

	Count	%
1-2 nights	17	14,9
3-4 nights	28	24,6
5-7 nights	33	28,9
8-11 nights	19	16,7
12-14 nights	5	4,4
More than 2 weeks	12	10,5
Number of responses	114	100,0
Number of respondents	114	4,9
Did not get question*	2222	95,1
Did not answer	0	0,0
Total	2336	100,0

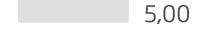
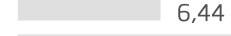
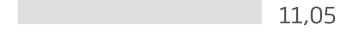
*Only those who said they stayed in friends/relatives got this question



NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



Q.32. 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	%	%	%	%	
Total	114	14,9	24,6	28,9	31,6	 8,93
Gender						
Male	46	15,2	19,6	32,6	32,6	 7,96
Female	68	14,7	27,9	26,5	30,9	 9,59
Age						
24 years and younger	29	24,1	13,8	34,5	27,6	 8,45
25-34 years	38	15,8	23,7	23,7	36,8	 9,66
35-44 years	17	11,8	41,2	23,5	23,5	 8,94
45-54 years	13	7,7	38,5	38,5	15,4	 5,62
55 years and older	17	5,9	17,6	29,4	47,1	 10,65
What is your profession?						
Managerial	<5					
Professionals (dr./lawyer/account. etc.)	9	22,2	22,2	33,3	22,2	 5,00
Other professionals	12	16,7	50,0	8,3	25,0	 5,75
Teacher/Medical care	12	8,3	25,0	25,0	41,7	 11,75
Clerical/Service	<5					
Vocational/Technical	<5					
Unskilled	<5					
Student	43	20,9	14,0	39,5	25,6	 6,44
Retired/Homemaker	7	0,0	0,0	71,4	28,6	 13,86
Other	12	16,7	25,0	8,3	50,0	 7,75
Household income						
High	23	17,4	17,4	43,5	21,7	 7,61
Average	43	9,3	37,2	18,6	34,9	 9,35
Low	39	20,5	17,9	30,8	30,8	 6,62
Market area						
Britain	<5					
North America	20	20,0	10,0	25,0	45,0	 8,20
Central/Southern Europe	42	11,9	14,3	35,7	38,1	 11,05
Scandinavia	39	15,4	38,5	25,6	20,5	 8,23
Asia	<5					
Other	8	25,0	37,5	0,0	37,5	 5,50

Difference between groups is not statistically significant.

NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



Q.32. 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	%	%	%	%	
Total	114	14,9	24,6	28,9	31,6	 8,93
Nationality						
British	7	0,0	42,9	57,1	0,0	 4,43
American	14	14,3	7,1	21,4	57,1	 9,79
Canadian	7	28,6	14,3	42,9	14,3	 4,86
Danish	15	26,7	40,0	20,0	13,3	 6,80
Norwegian	11	0,0	45,5	18,2	36,4	 7,64
French	<5					
German	21	9,5	9,5	23,8	57,1	 18,7
Swedish	7	14,3	28,6	42,9	14,3	 5,71
Dutch	<5					
Irish	<5					
Australian	<5					
Swiss	<5					
Other	21	23,8	23,8	23,8	28,6	 6,10
Type of trip*						
Package tour	<5					
Individually-arranged tour	104	14,4	25,0	28,8	31,7	 9,06
Business-arranged tour	<5					
Purpose of visit*						
Vacation/holiday	72	16,7	29,2	29,2	25,0	 6,88
Conference/large meeting	<5					
Business/small meeting	<5					
Education and training	10	40,0	0,0	10,0	50,0	 7,10
Visiting friends/relatives	84	13,1	25,0	28,6	33,3	 8,70
Business incentives package	<5					
Temporary employment in Iceland	<5					
Event in Iceland (leisure related)	11	18,2	27,3	27,3	27,3	 5,18
Health/medical treatment	<5					
Other	<5					

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

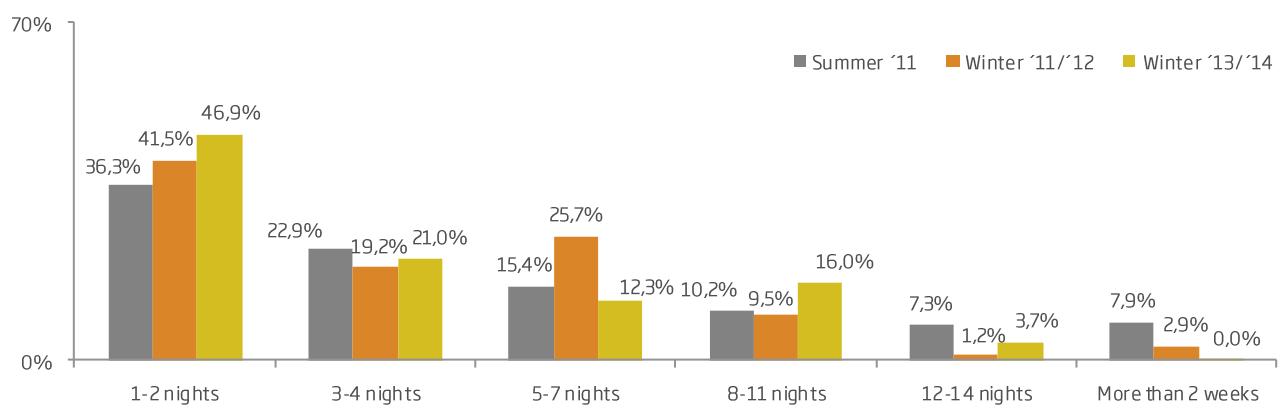
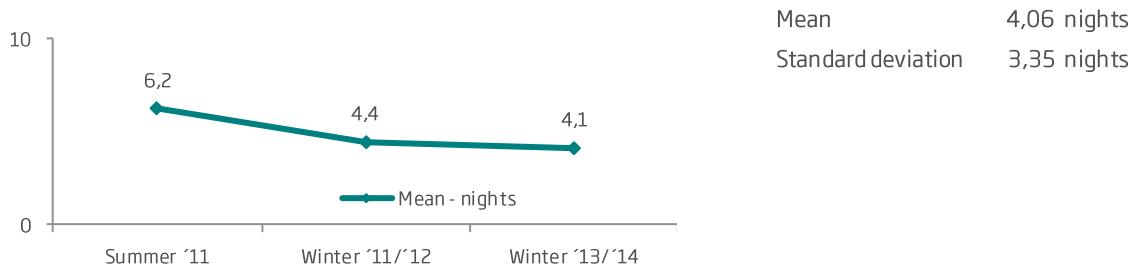
NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



Q.33. How many nights did you stay...in summer cottages/guest residence and similar?

	Count	%
1-2 nights	38	46,9
3-4 nights	17	21,0
5-7 nights	10	12,3
8-11 nights	13	16,0
12-14 nights	3	3,7
More than 2 weeks	0	0,0
Number of responses	81	100,0
Number of respondents	81	3,5
Did not get question*	2255	96,5
Did not answer	0	0,0
Total	2336	100,0

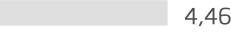
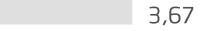
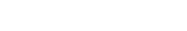
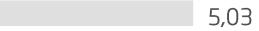
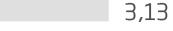
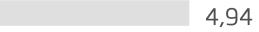
*Only those who said they stayed in summer cottages/guest residence got this question



NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



Q.33. How many nights did you stay...in summer cottages/guest residence and similar?

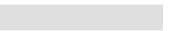
	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
Total	81	46,9	21,0	12,3	19,8	 4,06
Gender						
Male	32	53,1	21,9	9,4	15,6	 3,50
Female	48	43,8	18,8	14,6	22,9	 4,46
Age						
24 years and younger	9	55,6	11,1	33,3	0,0	 3,11
25-34 years	36	58,3	16,7	5,6	19,4	 3,64
35-44 years	12	16,7	25,0	25,0	33,3	 6,00
45-54 years	12	50,0	25,0	8,3	16,7	 3,67
55 years and older	11	36,4	36,4	9,1	18,2	 4,18
What is your profession?*						
Managerial	14	57,1	35,7	0,0	7,1	 2,64
Professionals (dr./lawyer/account. etc.)	12	50,0	16,7	8,3	25,0	 4,50
Other professionals	11	45,5	36,4	9,1	9,1	 3,18
Teacher/Medical care	7	28,6	14,3	28,6	28,6	 5,29
Clerical/Service	<5					
Vocational/Technical	<5					
Unskilled	<5					
Student	13	69,2	15,4	7,7	7,7	 2,69
Retired/Homemaker	<5					
Other	10	60,0	0,0	30,0	10,0	 3,50
Household income						
High	27	48,1	29,6	14,8	7,4	 3,30
Average	34	41,2	17,6	11,8	29,4	 5,03
Low	15	60,0	13,3	13,3	13,3	 3,13
Market area						
Britain	8	50,0	37,5	12,5	0,0	 3,00
North America	16	50,0	18,8	25,0	6,3	 3,25
Central/Southern Europe	36	44,4	16,7	2,8	36,1	 4,94
Scandinavia	9	22,2	44,4	22,2	11,1	 3,89
Asia	<5					
Other	11	63,6	9,1	18,2	9,1	 3,55

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

NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



Q.33. How many nights did you stay...in summer cottages/guest residence and similar?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
Total	81	46,9	21,0	12,3	19,8	 4,06
Nationality						
British	7	42,9	42,9	14,3	0,0	 3,29
American	13	46,2	15,4	30,8	7,7	 3,54
Canadian	<5					
Danish	7	28,6	42,9	28,6	0,0	 3,29
Norwegian	<5					
French	7	71,4	14,3	0,0	14,3	 2,71
German	20	35,0	15,0	10,0	40,0	 5,50
Dutch	5	20,0	20,0	0,0	60,0	 7,80
Australian	<5					
Italian	<5					
Swiss	<5					
Other	13	84,6	7,7	0,0	7,7	 2,38
Type of trip*						
Package tour	5	40,0	0,0	0,0	60,0	 7,20
Individually-arranged tour	71	47,9	22,5	12,7	16,9	 3,76
Business-arranged tour	<5					
Purpose of visit*						
Vacation/holiday	73	46,6	20,5	12,3	20,5	 4,16
Conference/large meeting	<5					
Business/small meeting	<5					
Education and training	<5					
Visiting friends/relatives	13	30,8	23,1	23,1	23,1	 4,62
Business incentives package	<5					
Temporary employment in Iceland	<5					
Event in Iceland (leisure related)	<5					
Health/medical treatment	<5					
Other	<5					

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

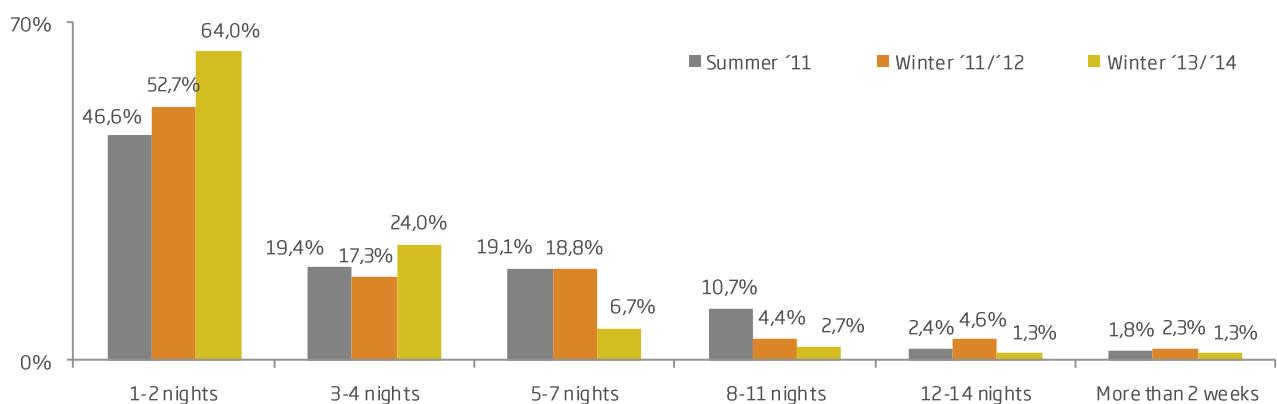
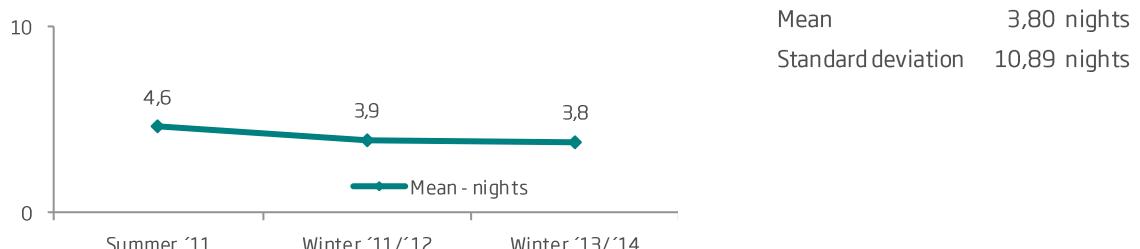
NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMMODATION



Q.34. How many nights did you stay...on farm holiday accommodation?

	Count	%
1-2 nights	48	64,0
3-4 nights	18	24,0
5-7 nights	5	6,7
8-11 nights	2	2,7
12-14 nights	1	1,3
More than 2 weeks	1	1,3
Number of responses	75	100,0
Number of respondents	75	3,2
Did not get question*	2261	96,8
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they stayed on farm holiday accommodation got this question



NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMMODATION



Q.34. How many nights did you stay...on farm holiday accommodation?

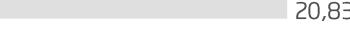
	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	75	64,0	36,0	
Gender				
Male	27	70,4	29,6	
Female	47	59,6	40,4	
Age*				
24 years and younger	5	80,0	20,0	
25-34 years	25	56,0	44,0	
35-44 years	16	56,3	43,8	
45-54 years	10	60,0	40,0	
55 years and older	19	78,9	21,1	
What is your profession?				
Managerial	13	53,8	46,2	
Professionals (dr./lawyer/account. etc.)	12	91,7	8,3	
Other professionals	10	50,0	50,0	
Teacher/Medical care	8	37,5	62,5	
Clerical/Service	5	80,0	20,0	
Vocational/Technical	<5			
Unskilled	<5			
Student	7	85,7	14,3	
Retired/Homemaker	8	87,5	12,5	
Other	9	44,4	55,6	
Household income				
High	33	72,7	27,3	
Average	26	53,8	46,2	
Low	12	50,0	50,0	
Market area				
Britain	12	58,3	41,7	
North America	29	62,1	37,9	
Central/Southern Europe	15	73,3	26,7	
Scandinavia	5	40,0	60,0	
Asia	<5			
Other	13	76,9	23,1	

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

NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMMODATION



Q. 34. How many nights did you stay...on farm holiday accommodation?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	75	64,0	36,0	 3,80
Nationality				
British	11	63,6	36,4	 2,73
American	18	50,0	50,0	 3,28
Canadian	11	81,8	18,2	 1,91
Danish	<5			
Norwegian	<5			
French	7	71,4	28,6	 2,71
Type of trip*	<5			
Swedish	<5			
Dutch	<5			
Irish	<5			
Australian	<5			
Italian	<5			
Other	13	61,5	38,5	 9,23
Type of trip*				
Package tour	7	71,4	28,6	 2,00
Type of trip*	64	65,6	34,4	 2,63
Business-arranged tour	<5			
Purpose of visit*				
Vacation/holiday	69	66,7	33,3	 2,45
Conference/large meeting	<5			
Business/small meeting	<5			
Education and training	6	33,3	66,7	 20,83
Visiting friends/relatives	<5			
Type of trip*	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	5	60,0	40,0	 3,00
Health/medical treatment	<5			
Other	<5			

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

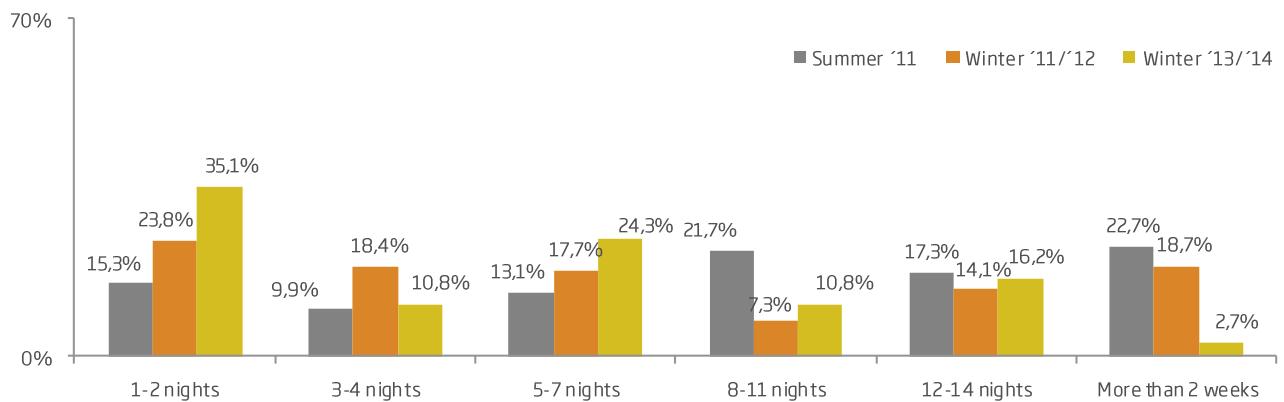
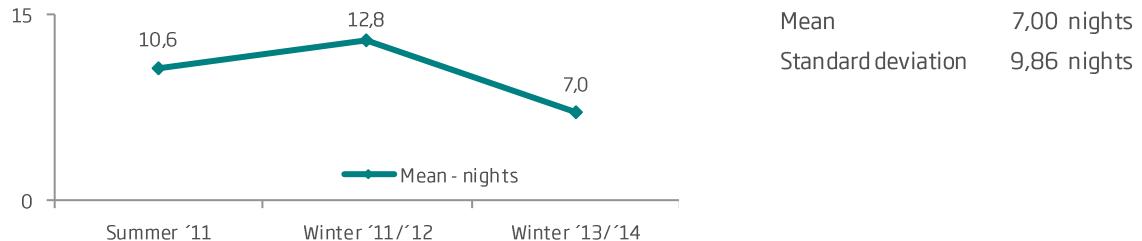
NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



Q. 35. How many nights did you stay...on camping/caravan sites?

	Count	%
1-2 nights	13	35,1
3-4 nights	4	10,8
5-7 nights	9	24,3
8-11 nights	4	10,8
12-14 nights	6	16,2
More than 2 weeks	1	2,7
Number of responses	37	100,0
Number of respondents	37	1,6
Did not get question*	2299	98,4
Did not answer	0	0,0
Total	2336	100,0

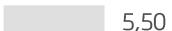
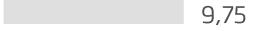
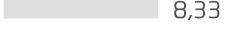
*Only those who said they stayed on camping/caravan sites got this question



NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



Q.35. How many nights did you stay...on camping/caravan sites?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	37	35,1	64,9	 7,00
Gender				
Male	17	35,3	64,7	 8,76
Female	20	35,0	65,0	 5,50
Age				
24 years and younger	10	60,0	40,0	 4,00
25-34 years	12	16,7	83,3	 11,83
35-44 years	10	40,0	60,0	 4,70
45-54 years	<5			
55 years and older	<5			
What is your profession?				
Managerial	<5			
Professionals (dr./lawyer/account. etc.)	6	33,3	66,7	 15,67
Other professionals	<5			
Teacher/Medical care	<5			
Clerical/Service	<5			
Vocational/Technical	<5			
Unskilled	<5			
Student	12	58,3	41,7	 3,33
Retired/Homemaker	<5			
Other	5	0,0	100,0	 9,20
Household income				
High	11	27,3	72,7	 5,27
Average	12	41,7	58,3	 6,50
Low	12	33,3	66,7	 9,75
Marketarea				
Britain	<5			
North America	6	33,3	66,7	 7,67
Central/Southern Europe	18	33,3	66,7	 8,33
Scandinavia	<5			
Other	8	50,0	50,0	 4,00

Difference between groups is not statistically significant.

NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



Q. 35. How many nights did you stay...on camping/caravan sites?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	37	35,1	64,9	7,00
Nationality*				
British	<5			
American	<5			
Canadian	<5			
Danish	<5			
French	<5			
German	6	33,3	66,7	3,50
Dutch	<5			
Australian	<5			
Italian	<5			
Swiss	<5			
Other	12	33,3	66,7	6,08
Type of trip†				
Package tour	<5			
Individually-arranged tour	32	34,4	65,6	7,16
Business-arranged tour	<5			
Purpose of visit*				
Vacation/holiday	30	33,3	66,7	7,57
Conference/large meeting	<5			
Business/small meeting	<5			
Education and training	6	33,3	66,7	5,67
Visiting friends/relatives	<5			
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	<5			
Health/medical treatment	<5			
Other	<5			

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

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

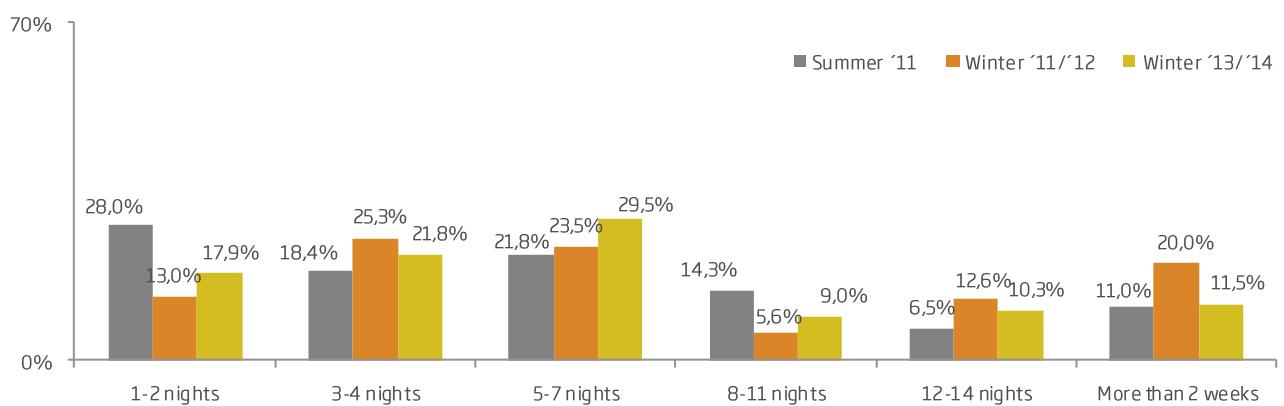
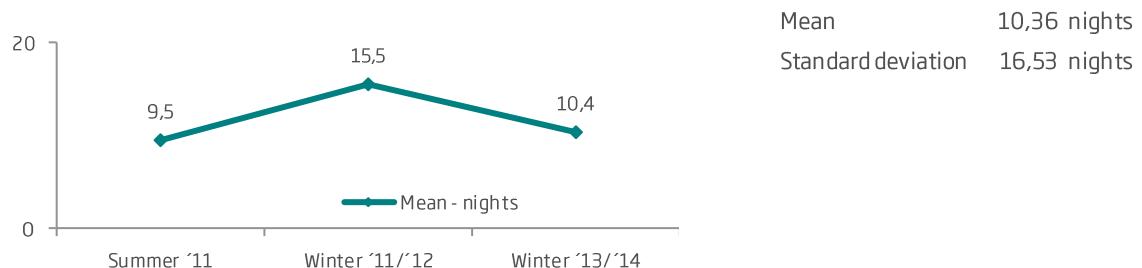
NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION



Q.36. How many nights did you stay...in other types of accommodation?

	Count	%
1-2 nights	14	17,9
3-4 nights	17	21,8
5-7 nights	23	29,5
8-11 nights	7	9,0
12-14 nights	8	10,3
More than 2 weeks	9	11,5
Number of responses	78	100,0
Number of respondents	78	3,3
Did not get question*	2258	96,7
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they stayed in other types of accomodation got this question



NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION



Q.36. How many nights did you stay...in other types of accommodation?

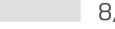
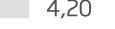
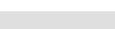
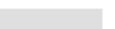
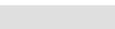
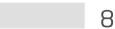
	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
Total	78	17,9	21,8	29,5	30,8	 10,36
Gender						
Male	42	16,7	21,4	23,8	38,1	 10,67
Female	35	20,0	22,9	34,3	22,9	 10,14
Age*						
24 years and younger	18	27,8	0,0	27,8	44,4	 21,06
25-34 years	25	12,0	32,0	32,0	24,0	 8,20
35-44 years	16	25,0	25,0	31,3	18,8	 4,88
45-54 years	9	0,0	22,2	22,2	55,6	 9,56
55 years and older	10	20,0	30,0	30,0	20,0	 6,00
What is your profession?						
Managerial	6	0,0	50,0	16,7	33,3	 7,50
Professionals (dr./lawyer/account. etc.)	14	21,4	21,4	28,6	28,6	 5,93
Other professionals	11	0,0	27,3	27,3	45,5	 13,00
Teacher/Medical care	8	37,5	50,0	12,5	0,0	 3,38
Clerical/Service	<5					
Vocational/Technical	<5					
Student	20	25,0	5,0	30,0	40,0	 18,30
Retired/Homemaker	6	16,7	33,3	33,3	16,7	 6,50
Other	9	11,1	0,0	55,6	33,3	 9,56
Household income						
High	23	13,0	30,4	34,8	21,7	 6,00
Average	29	17,2	20,7	31,0	31,0	 9,21
Low	25	24,0	16,0	20,0	40,0	 15,92
Market area						
Britain	12	25,0	25,0	41,7	8,3	 4,58
North America	19	21,1	15,8	36,8	26,3	 7,42
Central/Southern Europe	26	11,5	19,2	26,9	42,3	 14,35
Scandinavia	10	0,0	40,0	20,0	40,0	 18,80
Asia	<5					
Other	9	44,4	22,2	11,1	22,2	 3,78

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

NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION



Q.36. How many nights did you stay...in other types of accommodation?

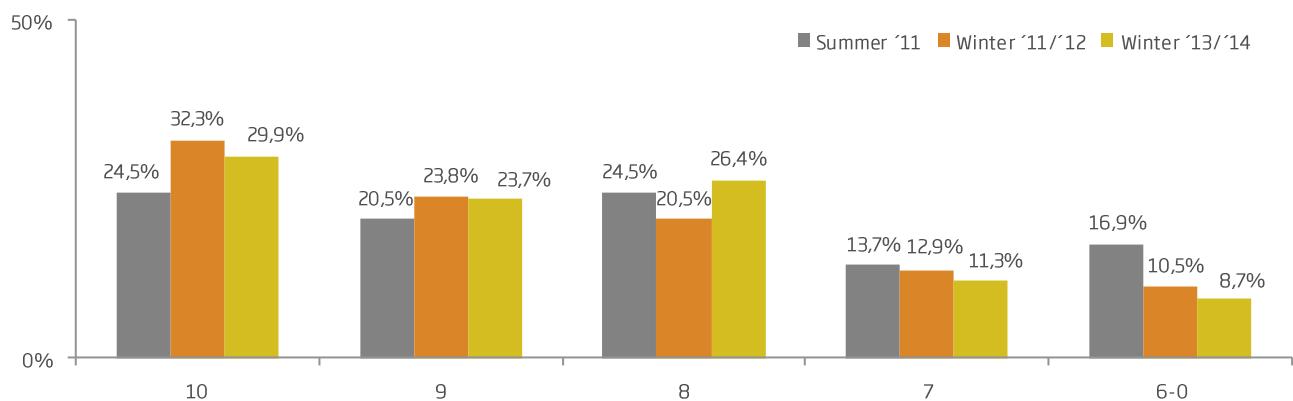
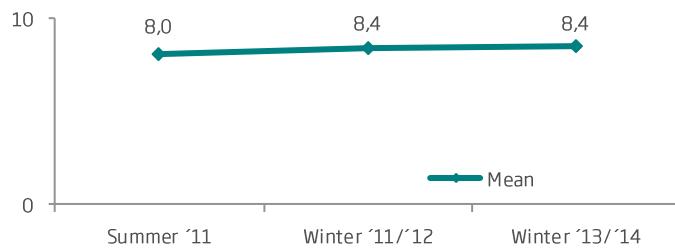
	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
Total	78	17,9	21,8	29,5	30,8	 10,36
Nationality						
British	9	22,2	22,2	44,4	11,1	 4,78
American	14	21,4	14,3	28,6	35,7	 8,57
Canadian	5	20,0	20,0	60,0	0,0	 4,20
Danish	<5					
Norwegian	<5					
French	9	0,0	33,3	11,1	55,6	 23,44
German	9	22,2	22,2	11,1	44,4	 12,00
Swedish	<5					
Dutch	<5					
Australian	<5					
Chinese	<5					
Italian	<5					
Swiss	<5					
Other	16	31,3	0,0	31,3	37,5	 13,38
Type of trip*						
Package tour	<5					
Individually-arranged tour	67	17,9	23,9	28,4	29,9	 10,46
Business-arranged tour	<5					
Purpose of visit*						
Vacation/holiday	63	15,9	23,8	33,3	27,0	 7,21
Conference/large meeting	<5					
Business/small meeting	<5					
Education and training	8	0,0	25,0	37,5	37,5	 17,50
Visiting friends/relatives	11	27,3	27,3	9,1	36,4	 6,18
Business incentives package	<5					
Temporary employment in Iceland	<5					
Event in Iceland (leisure related)	<5					
Health/medical treatment	<5					
Other	10	30,0	10,0	30,0	30,0	 8,90

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



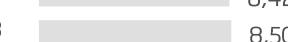
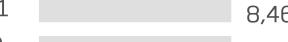
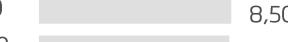
Q.37. Please rate the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Accommodation service

	Count	%
10 - very satisfactory	635	29,9
9	503	23,7
8	560	26,4
7	240	11,3
6	77	3,6
5	57	2,7
4	24	1,1
3	14	0,7
2	5	0,2
1	1	0,0
0 - very unsatisfactory	7	0,3
Number of responses	2123	100,0
Number of respondents	2123	90,9
Did not answer	213	9,1
Total	2336	100,0
		Mean 8,45
		Standard deviation 1,55





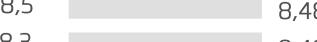
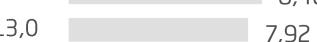
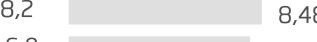
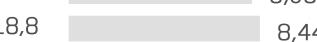
Q.37. Please rate the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Accommodation service

	Number of answers	10	9	8	7	0-6	%
		Count	%	%	%	%	
Total	2123	29,9	23,7	26,4	11,3	8,7	 8,45
Gender*							
Male	895	25,1	24,4	28,4	13,5	8,6	 8,36
Female	1214	33,5	23,1	24,9	9,7	8,8	 8,51
Age*							
24 years and younger	236	36,0	21,2	21,6	11,4	9,7	 8,53
25-34 years	651	32,3	24,0	25,0	10,6	8,1	 8,52
35-44 years	413	27,6	21,8	32,2	9,7	8,7	 8,39
45-54 years	345	25,5	25,5	24,1	13,3	11,6	 8,24
55 years and older	461	29,1	24,3	27,5	11,9	7,2	 8,50
What is your profession?							
Managerial	325	26,2	23,4	28,9	12,0	9,5	 8,35
Professionals (dr./lawyer/account. etc.)	415	26,5	26,7	27,5	10,4	8,9	 8,42
Other professionals	316	26,6	30,7	24,1	12,3	6,3	 8,50
Teacher/Medical care	218	39,4	20,2	23,9	8,7	7,8	 8,66
Clerical/Service	137	29,2	20,4	27,0	13,9	9,5	 8,31
Vocational/Technical	67	23,9	31,3	29,9	7,5	7,5	 8,49
Unskilled	12	41,7	25,0	25,0	8,3	0,0	 9,00
Student	217	34,1	19,8	23,5	12,4	10,1	 8,46
Retired/Homemaker	180	33,3	17,8	30,0	10,0	8,9	 8,51
Other	211	32,2	20,4	23,7	13,3	10,4	 8,36
Household income							
High	932	26,3	25,6	26,7	12,2	9,1	 8,38
Average	828	32,6	20,8	28,1	10,5	8,0	 8,50
Low	279	30,8	25,1	21,9	12,2	10,0	 8,42
Market area*							
Britain	735	33,2	24,8	26,9	9,7	5,4	 8,65
North America	541	36,8	23,1	23,1	9,6	7,4	 8,65
Central/Southern Europe	338	20,7	21,6	30,2	16,0	11,5	 8,09
Scandinavia	287	22,6	22,0	25,8	15,0	14,6	 8,02
Asia	49	18,4	32,7	30,6	10,2	8,2	 8,37
Other	173	27,7	25,4	26,6	8,7	11,6	 8,38

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



Q.37. Please rate 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 service

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2123	29,9	23,7	26,4	11,3	8,7	 8,45
Nationality*							
British	675	34,7	23,9	27,1	9,8	4,6	 8,69
American	368	38,6	23,4	21,2	9,0	7,9	 8,68
Canadian	167	34,7	22,8	26,9	9,6	6,0	 8,63
Danish	107	20,6	25,2	21,5	21,5	11,2	 8,08
Norwegian	92	19,6	23,9	21,7	10,9	23,9	 7,70
French	92	21,7	20,7	29,3	14,1	14,1	 8,04
German	91	23,1	20,9	26,4	18,7	11,0	 8,16
Swedish	57	28,1	15,8	38,6	10,5	7,0	 8,35
Dutch	49	8,2	20,4	49,0	16,3	6,1	 8,08
Irish	42	28,6	28,6	19,0	11,9	11,9	 8,40
Australian	39	20,5	28,2	35,9	5,1	10,3	 8,44
Chinese	33	18,2	39,4	21,2	12,1	9,1	 8,45
Italian	31	9,7	12,9	38,7	22,6	16,1	 7,68
Swiss	30	6,7	36,7	23,3	16,7	16,7	 7,53
Other	250	27,6	24,4	26,4	10,0	11,6	 8,32
Type of trip*							
Package tour	564	30,3	22,9	27,1	11,2	8,5	 8,48
Individually-arranged tour	1416	30,6	24,6	25,7	10,7	8,3	 8,48
Business-arranged tour	92	16,3	20,7	29,3	20,7	13,0	 7,92
Purpose of visit*							
Vacation/holiday	1874	30,6	23,7	26,4	11,2	8,2	 8,48
Conference/large meeting	65	21,5	20,0	24,6	16,9	16,9	 8,02
Business/small meeting	62	14,5	29,0	29,0	21,0	6,5	 8,16
Education and training	77	27,3	14,3	19,5	16,9	22,1	 7,81
Visiting friends/relatives	122	27,0	20,5	30,3	13,1	9,0	 8,25
Business incentives package	13	0,0	30,8	46,2	23,1	0,0	 8,08
Temporary employment in Iceland	16	43,8	25,0	0,0	12,5	18,8	 8,44
Event in Iceland (leisure related)	129	26,4	30,2	27,9	10,9	4,7	 8,57
Health/medical treatment	8	25,0	37,5	25,0	0,0	12,5	 8,00
Other	117	35,9	26,5	21,4	5,1	11,1	 8,59

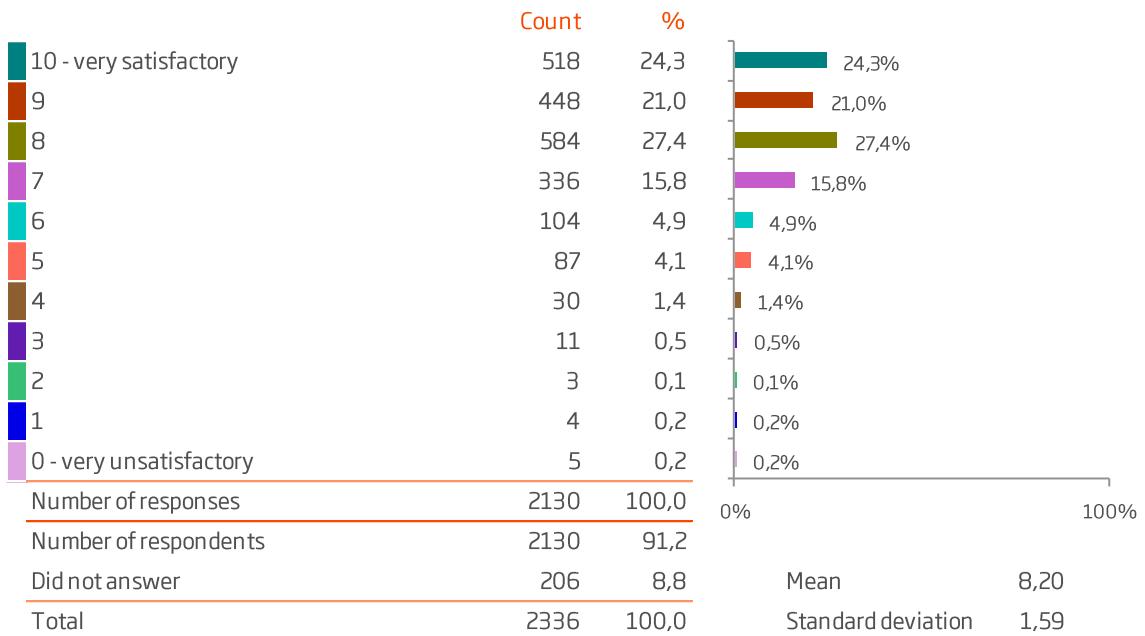
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

ACCOMODATION FACILITIES



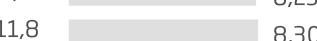
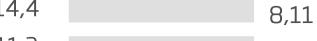
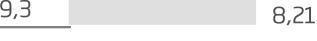
Q.38. Please rate the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Accommodation facilities



ACCOMODATION FACILITIES



Q. 38. Please rate 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

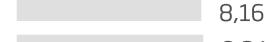
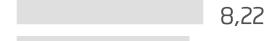
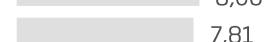
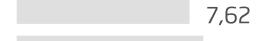
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2130	24,3	21,0	27,4	15,8	11,5	 8,20
Gender*							
Male	898	21,3	20,0	28,6	18,0	12,0	 8,10
Female	1218	26,6	21,7	26,6	14,0	11,1	 8,27
Age*							
24 years and younger	238	30,7	18,9	25,2	17,2	8,0	 8,37
25-34 years	652	28,5	21,6	26,1	14,1	9,7	 8,36
35-44 years	416	20,7	20,7	29,8	16,1	12,7	 8,09
45-54 years	345	20,3	21,7	27,8	16,5	13,6	 8,01
55 years and older	462	21,9	20,6	28,1	16,5	13,0	 8,10
What is your profession?							
Managerial	326	19,9	21,2	29,1	16,9	12,9	 8,08
Professionals (dr./lawyer/account. etc.)	415	21,9	23,6	28,9	13,5	12,0	 8,20
Other professionals	317	19,6	29,0	24,6	17,0	9,8	 8,23
Teacher/Medical care	220	32,3	15,9	23,6	16,4	11,8	 8,30
Clerical/Service	138	28,3	16,7	26,1	15,2	13,8	 8,17
Vocational/Technical	67	20,9	16,4	41,8	14,9	6,0	 8,22
Unskilled	12	25,0	25,0	16,7	25,0	8,3	 8,33
Student	218	29,4	20,2	26,6	14,7	9,2	 8,34
Retired/Homemaker	180	26,1	15,6	28,9	15,0	14,4	 8,11
Other	212	25,9	19,3	25,5	17,9	11,3	 8,13
Household income							
High	938	21,2	22,7	27,3	17,3	11,5	 8,15
Average	829	26,4	18,9	28,6	13,6	12,4	 8,21
Low	279	24,4	22,6	26,2	17,6	9,3	 8,21
Market area*							
Britain	735	26,1	20,5	26,7	15,9	10,7	 8,27
North America	543	30,0	23,8	25,0	13,3	7,9	 8,48
Central/Southern Europe	339	19,8	19,8	29,2	19,5	11,8	 8,03
Scandinavia	290	16,2	15,9	30,0	18,3	19,7	 7,68
Asia	49	12,2	22,4	34,7	22,4	8,2	 7,98
Other	174	24,7	25,3	28,2	9,8	12,1	 8,26

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

ACCOMODATION FACILITIES



Q. 38. Please rate 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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2130	24,3	21,0	27,4	15,8	11,5	 8,20
Nationality*							
British	675	27,0	20,4	26,2	15,7	10,7	 8,29
American	370	31,9	25,7	24,6	11,1	6,8	 8,58
Canadian	167	28,1	18,6	26,9	17,4	9,0	 8,32
Danish	111	14,4	16,2	28,8	22,5	18,0	 7,68
Norwegian	92	12,0	20,7	23,9	15,2	28,3	 7,34
French	93	21,5	21,5	28,0	19,4	9,7	 8,16
German	91	18,7	16,5	29,7	17,6	17,6	 7,85
Swedish	57	24,6	15,8	29,8	15,8	14,0	 8,05
Dutch	49	10,2	12,2	46,9	24,5	6,1	 7,96
Irish	42	23,8	26,2	28,6	9,5	11,9	 8,24
Australian	39	20,5	28,2	30,8	15,4	5,1	 8,44
Chinese	33	12,1	27,3	21,2	21,2	18,2	 7,76
Italian	31	9,7	12,9	38,7	29,0	9,7	 7,74
Swiss	30	13,3	33,3	13,3	23,3	16,7	 7,67
Other	250	23,6	20,8	30,8	13,2	11,6	 8,20
Type of trip*							
Package tour	565	23,2	20,0	28,7	16,3	11,9	 8,16
Individually-arranged tour	1421	25,4	22,1	26,4	15,1	11,0	 8,24
Business-arranged tour	92	10,9	13,0	37,0	19,6	19,6	 7,59
Purpose of visit*							
Vacation/holiday	1880	24,7	21,1	27,7	15,6	10,9	 8,22
Conference/large meeting	65	15,4	18,5	29,2	12,3	24,6	 7,66
Business/small meeting	62	14,5	22,6	33,9	19,4	9,7	 8,06
Education and training	77	23,4	19,5	18,2	20,8	18,2	 7,81
Visiting friends/relatives	125	21,6	15,2	29,6	19,2	14,4	 7,92
Business incentives package	13	0,0	15,4	53,8	15,4	15,4	 7,62
Temporary employment in Iceland	16	43,8	0,0	18,8	18,8	18,8	 8,25
Event in Iceland (leisure related)	130	20,8	22,3	32,3	15,4	9,2	 8,23
Health/medical treatment	8	12,5	37,5	25,0	0,0	25,0	 7,50
Other	118	28,8	21,2	22,9	12,7	14,4	 8,27

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

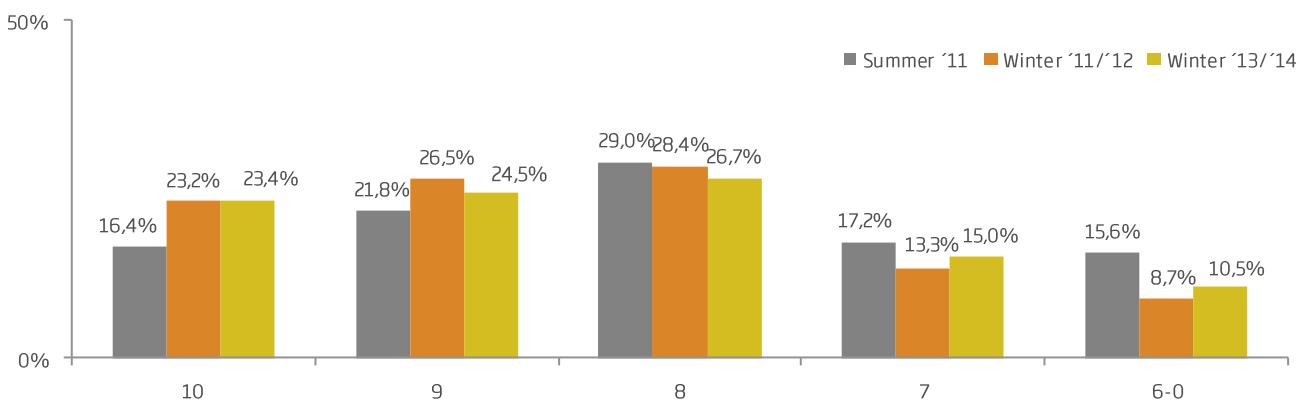
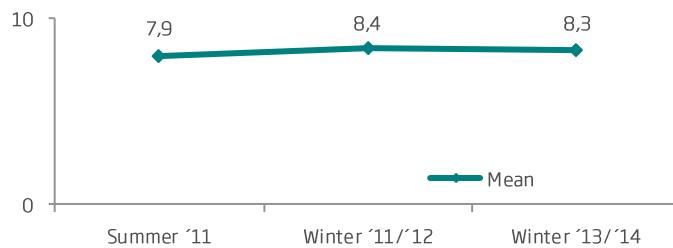
*Significant difference between groups according to ANOVA test ($p < 0,05$).

SERVICE AT RESTAURANTS



Q. 39. Please rate restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -The service at the restaurants

	Count	%
10 - very satisfactory	483	23,4
9	505	24,5
8	550	26,7
7	309	15,0
6	108	5,2
5	71	3,4
4	16	0,8
3	16	0,8
2	4	0,2
1	0	0,0
0 - very unsatisfactory	1	0,0
Number of responses	2063	100,0
Number of respondents	2063	88,3
Did not answer	273	11,7
Total	2336	100,0
		Mean 8,27
		Standard deviation 1,48



SERVICE AT RESTAURANTS



Q.39. Please rate restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. - The service at the restaurants

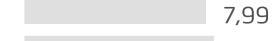
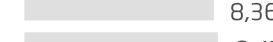
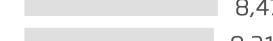
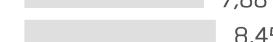
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2063	23,4	24,5	26,7	15,0	10,5	
Gender							
Male	867	19,6	26,8	28,0	15,8	9,8	
Female	1182	26,0	22,8	25,6	14,5	11,1	
Age							
24 years and younger	229	26,6	20,5	23,1	16,6	13,1	
25-34 years	630	24,9	20,6	26,2	17,0	11,3	
35-44 years	400	20,5	27,8	25,5	14,3	12,0	
45-54 years	333	24,3	27,9	29,4	11,7	6,6	
55 years and older	454	21,6	26,0	28,6	14,1	9,7	
What is your profession?							
Managerial	317	22,1	22,1	31,2	15,8	8,8	
Professionals (dr./lawyer/account. etc.)	408	21,6	28,9	25,7	13,7	10,0	
Other professionals	310	22,3	27,4	28,1	11,6	10,6	
Teacher/Medical care	206	32,5	17,0	23,8	15,5	11,2	
Clerical/Service	130	21,5	28,5	19,2	15,4	15,4	
Vocational/Technical	64	23,4	26,6	29,7	9,4	10,9	
Unskilled	11	27,3	0,0	45,5	18,2	9,1	
Student	211	24,6	17,5	26,1	17,1	14,7	
Retired/Homemaker	173	18,5	27,2	28,3	16,2	9,8	
Other	207	24,6	27,1	25,6	17,4	5,3	
Household income*							
High	921	21,6	26,9	27,9	13,6	10,0	
Average	796	25,3	23,4	25,8	15,7	9,9	
Low	270	23,3	18,9	25,6	17,4	14,8	
Market area*							
Britain	690	25,5	27,1	26,8	11,3	9,3	
North America	541	28,5	25,5	22,9	13,1	10,0	
Central/Southern Europe	317	17,4	18,9	28,1	20,2	15,5	
Scandinavia	312	19,9	26,3	29,5	15,4	9,0	
Asia	42	4,8	21,4	50,0	11,9	11,9	
Other	161	21,1	18,0	24,2	26,7	9,9	

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

SERVICE AT RESTAURANTS



Q. 39. Please rate restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -The service at the restaurants

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2063	23,4	24,5	26,7	15,0	10,5	 8,27
Nationality*							
British	634	26,8	25,9	27,4	11,0	8,8	 8,46
American	371	31,0	25,6	20,5	12,7	10,2	 8,46
Canadian	167	25,7	24,0	26,3	15,6	8,4	 8,37
Danish	119	13,4	22,7	33,6	18,5	11,8	 7,97
Norwegian	99	21,2	32,3	28,3	16,2	2,0	 8,51
French	90	16,7	15,6	24,4	22,2	21,1	 7,80
Type of trip*	80	20,0	21,3	28,8	20,0	10,0	 8,11
Swedish	58	27,6	17,2	31,0	6,9	17,2	 8,19
Dutch	47	6,4	14,9	48,9	25,5	4,3	 7,91
Irish	42	23,8	19,0	16,7	28,6	11,9	 7,93
Australian	35	8,6	22,9	22,9	37,1	8,6	 7,83
Chinese	27	7,4	29,6	37,0	14,8	11,1	 8,00
Italian	30	20,0	23,3	23,3	13,3	20,0	 7,87
Swiss	30	10,0	23,3	16,7	30,0	20,0	 7,37
Other	234	18,8	26,1	27,8	14,5	12,8	 8,10
Type of trip*							
Type of trip*	543	25,6	26,0	27,4	12,5	8,5	 8,40
Individually-arranged tour	1384	22,8	23,8	26,5	16,0	10,8	 8,24
Business-arranged tour	91	19,8	25,3	30,8	13,2	11,0	 8,20
Purpose of visit*							
Vacation/holiday	1811	23,4	24,6	26,6	15,1	10,3	 8,28
Conference/large meeting	64	18,8	31,3	23,4	14,1	12,5	 8,11
Business/small meeting	63	30,2	20,6	30,2	12,7	6,3	 8,54
Education and training	73	23,3	15,1	26,0	15,1	20,5	 7,75
Visiting friends/relatives	155	19,4	20,6	27,7	16,8	15,5	 7,99
Business incentives package	14	7,1	35,7	42,9	14,3	0,0	 8,36
Temporary employment in Iceland	17	41,2	11,8	23,5	11,8	11,8	 8,47
Event in Iceland (leisure related)	127	22,0	22,0	31,5	16,5	7,9	 8,31
Health/medical treatment	8	12,5	37,5	25,0	12,5	12,5	 7,88
Other	118	30,5	20,3	28,0	12,7	8,5	 8,45

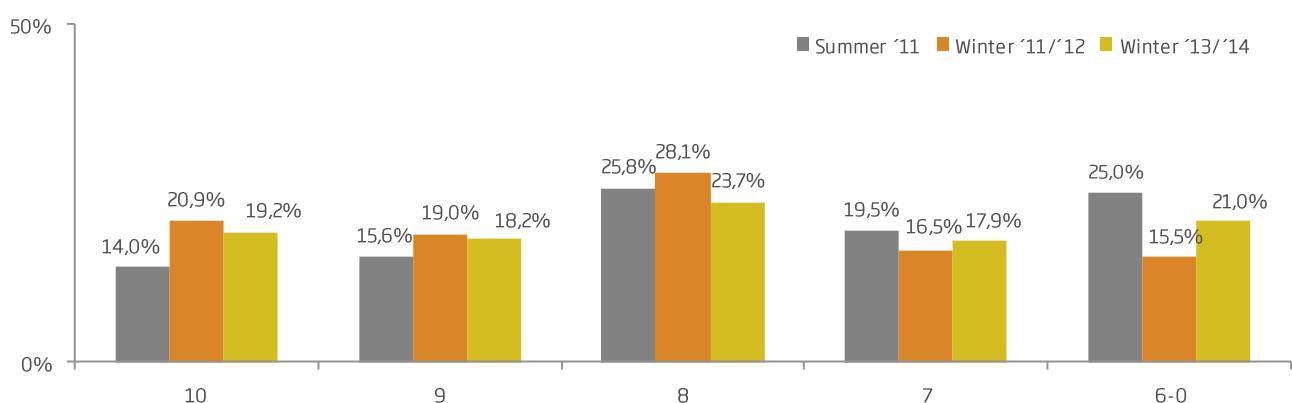
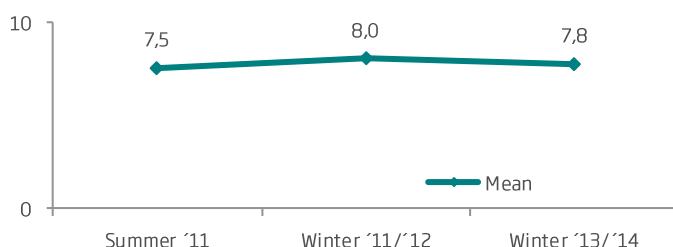
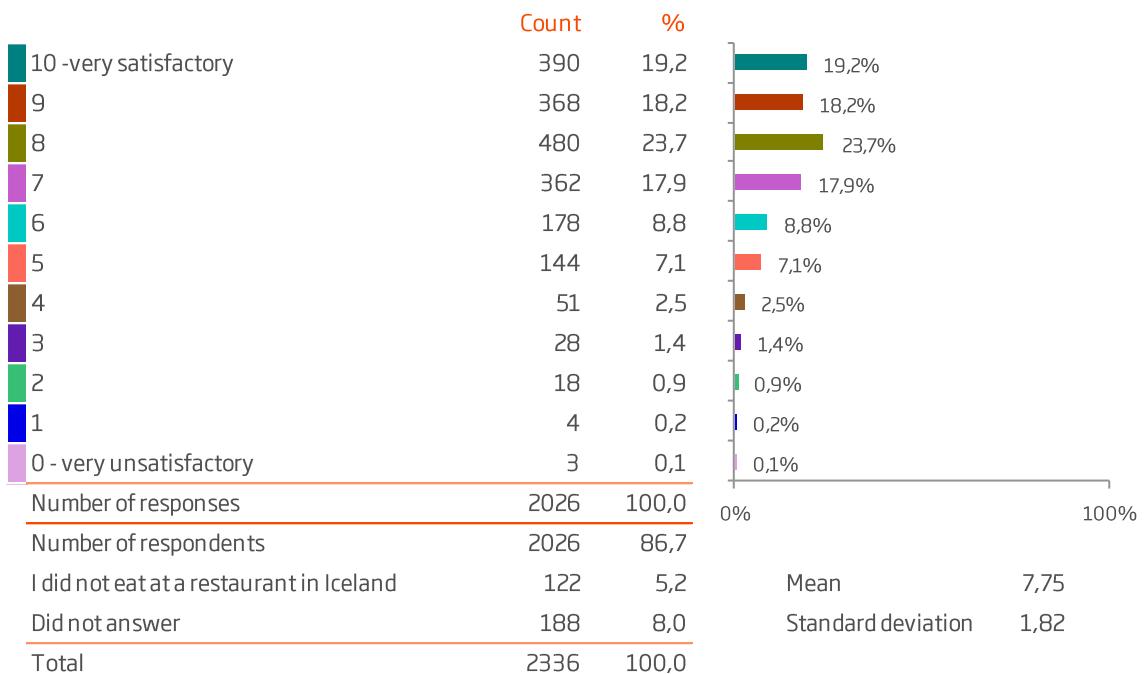
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

VARIETY OF RESTURANTS



Q. 40. Please rate restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -The variety of restaurants



VARIETY OF RESTURANTS



Q. 40. Please rate restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -The variety of restaurants

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2026	19,2	18,2	23,7	17,9	21,0	 7,75
Gender							
Male	857	16,1	18,3	25,4	19,7	20,4	 7,68
Female	1155	21,3	18,1	22,5	16,5	21,6	 7,79
Age*							
24 years and younger	228	19,3	14,5	21,9	15,8	28,5	 7,53
25-34 years	620	16,6	18,5	21,9	19,0	23,9	 7,60
35-44 years	393	19,8	16,8	25,2	16,5	21,6	 7,73
45-54 years	324	21,6	19,8	25,9	15,1	17,6	 7,97
55 years and older	444	20,0	19,6	23,9	20,9	15,5	 7,91
What is your profession?							
Managerial	313	18,8	18,5	20,1	19,5	23,0	 7,66
Professionals (dr./lawyer/account. etc.)	403	17,9	19,4	20,3	20,6	21,8	 7,67
Other professionals	304	16,1	20,4	26,6	17,1	19,7	 7,79
Teacher/Medical care	201	20,9	18,9	22,4	17,4	20,4	 7,83
Clerical/Service	126	22,2	17,5	22,2	15,9	22,2	 7,84
Vocational/Technical	63	23,8	12,7	31,7	11,1	20,6	 7,97
Unskilled	11	27,3	0,0	27,3	18,2	27,3	 7,45
Student	206	18,4	15,0	22,3	15,0	29,1	 7,45
Retired/Homemaker	166	21,1	20,5	25,3	16,9	16,3	 7,94
Other	208	21,2	15,4	30,8	19,2	13,5	 7,99
Household income							
High	905	18,7	18,3	23,4	17,9	21,7	 7,72
Average	787	20,3	18,2	23,9	18,6	19,1	 7,81
Low	262	17,9	17,6	23,3	15,6	25,6	 7,63
Market area*							
Britain	680	21,3	18,4	23,1	16,2	21,0	 7,81
North America	531	22,8	19,8	20,5	18,5	18,5	 7,91
Central/Southern Europe	314	11,8	14,0	22,9	22,3	29,0	 7,25
Scandinavia	303	21,8	21,1	28,7	13,5	14,9	 8,06
Asia	43	2,3	4,7	18,6	27,9	46,5	 6,51
Other	155	12,9	18,1	30,3	20,0	18,7	 7,68

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

VARIETY OF RESTURANTS



Q. 40. Please rate restaurants in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -The variety of restaurants

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2026	19,2	18,2	23,7	17,9	21,0	 7,75
Nationality*							
British	626	22,4	17,9	23,2	16,5	20,1	 7,85
American	366	24,9	21,3	19,1	17,2	17,5	 8,02
Canadian	161	20,5	14,3	24,8	22,4	18,0	 7,76
Danish	114	16,7	19,3	31,6	12,3	20,2	 7,77
Norwegian	97	29,9	24,7	26,8	15,5	3,1	 8,62
French	89	10,1	13,5	20,2	16,9	39,3	 6,85
German	79	13,9	15,2	24,1	19,0	27,8	 7,39
Swedish	56	25,0	10,7	28,6	10,7	25,0	 7,84
Dutch	46	6,5	10,9	28,3	37,0	17,4	 7,46
Irish	41	14,6	22,0	19,5	19,5	24,4	 7,41
Australian	35	5,7	25,7	31,4	14,3	22,9	 7,63
Chinese	27	0,0	7,4	22,2	29,6	40,7	 6,63
Italian	30	6,7	26,7	13,3	30,0	23,3	 7,43
Swiss	30	3,3	13,3	26,7	26,7	30,0	 7,03
Other	229	13,1	18,3	26,2	17,5	24,9	 7,51
Type of trip*							
Package tour	537	21,8	18,1	23,6	17,9	18,6	 7,89
Individually-arranged tour	1360	18,0	18,4	23,7	17,9	22,0	 7,69
Business-arranged tour	89	23,6	14,6	30,3	13,5	18,0	 8,03
Purpose of visit*							
Vacation/holiday	1785	19,0	18,1	23,2	18,3	21,4	 7,72
Conference/large meeting	61	18,0	19,7	27,9	18,0	16,4	 7,85
Business/small meeting	60	30,0	18,3	28,3	13,3	10,0	 8,43
Education and training	71	18,3	11,3	16,9	18,3	35,2	 7,18
Visiting friends/relatives	148	15,5	21,6	26,4	15,5	20,9	 7,72
Business incentives package	12	16,7	33,3	33,3	8,3	8,3	 8,42
Temporary employment in Iceland	17	29,4	5,9	29,4	11,8	23,5	 7,88
Event in Iceland (leisure related)	125	19,2	21,6	25,6	17,6	16,0	 7,99
Health/medical treatment	8	12,5	50,0	0,0	12,5	25,0	 8,00
Other	113	23,9	19,5	23,9	15,0	17,7	 7,96

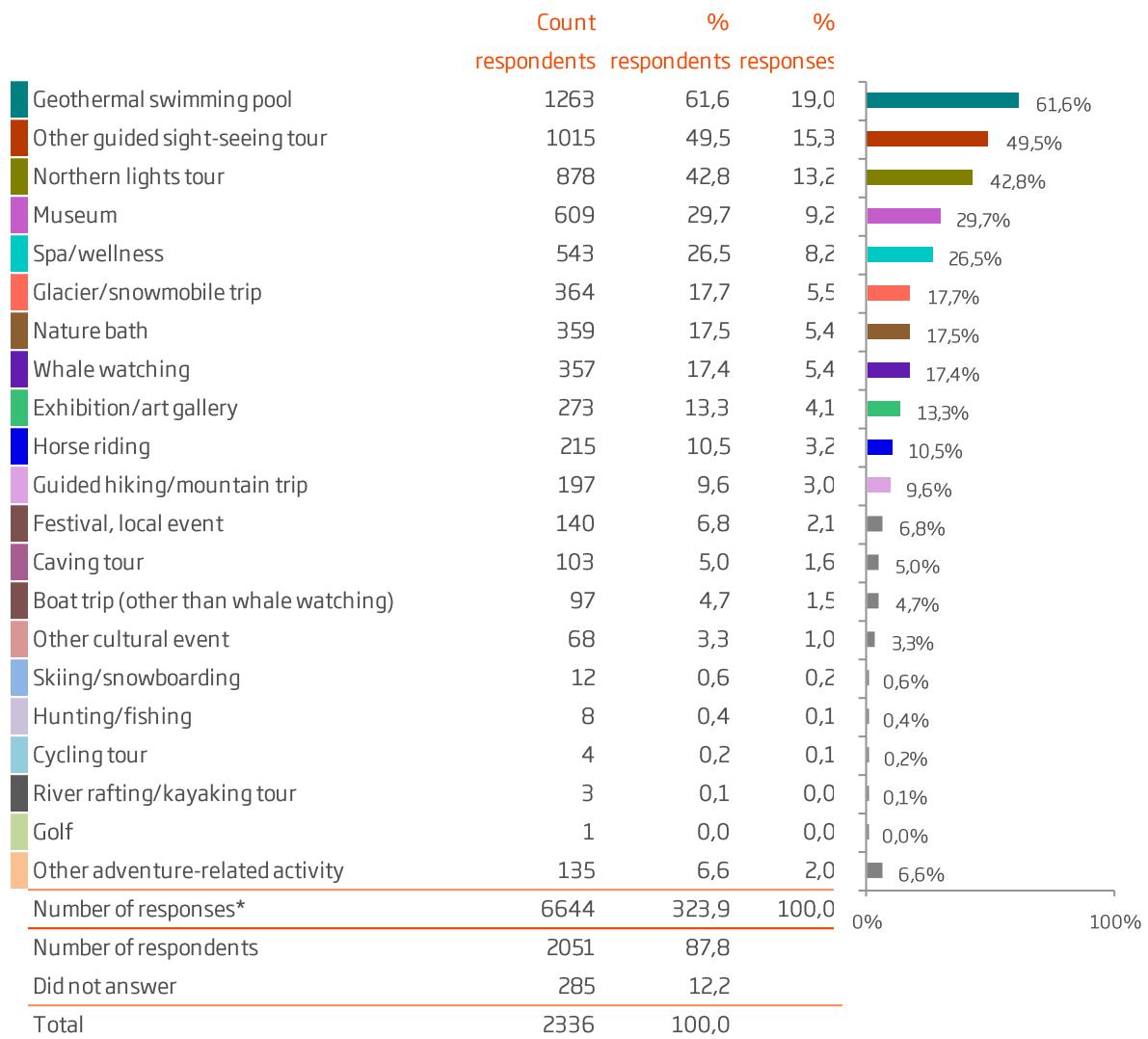
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

PAID ACTIVITIES DURING TRIP



Q. 41. 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.

PAID ACTIVITIES DURING TRIP



Q. 41. What activities did you pay for during your trip to Iceland?

	Number of answers	Geothermal swimming pool	Other guided sightseeing tour	Northern lights tour	Museum	Spa/wellness	Other activity
	Count	%	%	%	%	%	%
Total	2051						
Gender							
Male	844	62,9	45,0	41,8	31,0	24,9	63,4
Female	1193	60,5	52,6	44,0	28,8	27,7	65,0
Age							
24 years and younger	240	63,3	46,3	46,3	27,5	30,8	70,8
25-34 years	646	61,6	44,1	42,3	28,0	32,2	69,0
35-44 years	396	60,9	49,5	44,4	32,6	28,3	64,9
45-54 years	321	63,6	51,1	42,7	28,3	22,1	57,3
55 years and older	433	60,7	57,7	40,6	31,6	17,6	58,9
What is your profession?							
Managerial	304	55,6	50,7	50,0	27,3	26,0	63,2
Professionals (dr./lawyer/account. etc.)	387	69,0	47,5	42,1	30,5	24,0	61,8
Other professionals	309	64,7	55,0	46,0	28,2	28,8	65,4
Teacher/Medical care	212	63,7	50,9	42,5	32,1	27,4	67,9
Clerical/Service	136	58,8	52,2	49,3	26,5	30,9	57,4
Vocational/Technical	62	66,1	56,5	50,0	25,8	25,8	67,7
Unskilled	13	38,5	46,2	30,8	7,7	15,4	76,9
Student	234	59,8	35,5	30,3	34,6	29,5	70,5
Retired/Homemaker	169	62,1	60,9	43,8	30,2	17,8	60,9
Other	203	55,2	44,8	36,5	29,1	27,1	66,0
Household income							
High	875	64,6	50,3	42,2	28,6	26,5	64,0
Average	808	59,9	52,0	46,5	28,6	25,9	63,5
Low	288	57,3	40,6	32,6	38,2	31,3	69,4
Market area							
Britain	717	65,6	60,5	67,1	22,7	24,4	58,3
North America	525	64,2	51,2	35,4	35,8	31,2	65,3
Central/Southern Europe	324	56,8	25,0	16,0	40,1	22,8	72,2
Scandinavia	276	57,2	40,9	20,3	25,0	27,9	63,8
Asia	46	26,1	71,7	65,2	6,5	34,8	69,6

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

PAID ACTIVITIES DURING TRIP



Q. 41. What activities did you pay for during your trip to Iceland?

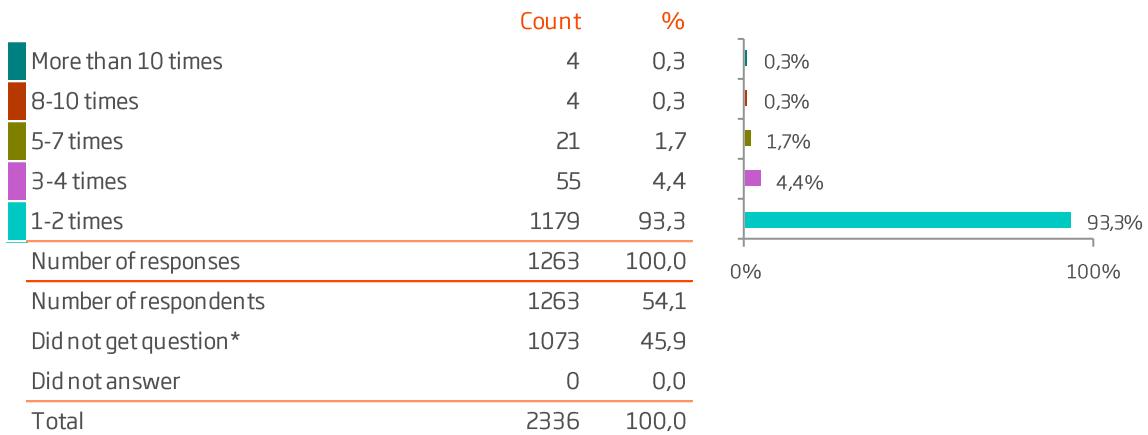
	Number of answers	Geothermal swimming pool	Other guided sightseeing tour	Northern lights tour	Museum	Spa/wellness	Other activity
	Count	%	%	%	%	%	%
Total	2051						
Nationality							
British	658	64,6	59,3	66,4	23,4	24,0	57,4
American	357	65,5	51,3	41,7	35,9	28,3	65,8
Canadian	164	63,4	54,9	23,2	35,4	37,2	63,4
Danish	100	57,0	39,0	29,0	24,0	27,0	61,0
Norwegian	87	50,6	41,4	8,0	26,4	28,7	58,6
French	90	56,7	23,3	11,1	42,2	24,4	78,9
German	93	63,4	11,8	15,1	47,3	18,3	75,3
Swedish	55	61,8	38,2	20,0	23,6	23,6	72,7
Dutch	44	50,0	45,5	29,5	27,3	27,3	52,3
Irish	41	75,6	65,9	73,2	26,8	22,0	73,2
Australian	36	69,4	61,1	69,4	25,0	13,9	69,4
Chinese	31	29,0	67,7	71,0	6,5	48,4	74,2
Italian	29	51,7	65,5	13,8	27,6	27,6	55,2
Swiss	28	60,7	3,6	14,3	39,3	10,7	78,6
Other	238	57,1	47,9	35,7	31,1	28,2	73,5
Type of trip							
Package tour	553	64,7	67,6	66,2	27,3	26,8	60,2
Individually-arranged tour	1387	60,9	43,8	35,4	31,4	26,2	67,1
Business-arranged tour	71	54,9	36,6	16,9	31,0	22,5	62,0
Purpose of visit							
Vacation/holiday	1840	61,9	52,1	45,8	29,7	27,1	64,7
Conference/large meeting	45	60,0	26,7	11,1	35,6	17,8	64,4
Business/small meeting	46	52,2	39,1	15,2	23,9	21,7	54,3
Education and training	71	76,1	33,8	22,5	46,5	23,9	71,8
Visiting friends/relatives	147	60,5	22,4	11,6	43,5	23,1	73,5
Business incentives package	10	60,0	40,0	10,0	30,0	10,0	60,0
Temporary employment in Iceland	15	46,7	20,0	6,7	40,0	33,3	73,3
Event in Iceland (leisure related)	130	57,7	36,9	28,5	23,1	27,7	83,1
Health/medical treatment	6	50,0	0,0	0,0	33,3	50,0	100,0
Other	113	58,4	38,9	35,4	32,7	25,7	69,9

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

NUMBER OF TIMES BATHING IN GEOTHERMAL POOL



Q. 42. How many times did you bathe in a geothermal swimming pool?



*Only those who said they had paid for access to a geothermal swimming pool (Q.41) got this question.

Mean 1,34
Standard deviation 1,23

NUMBER OF TIMES BATHING IN GEOTHERMAL POOL



Q. 42. How many times did you bathe in a geothermal swimming pool?

	Number of answers	More than 4 times	3-4 times	1-2 times	
	Count	%	%	%	
Total	1263	2,3	4,4	93,3	1,34
Gender*					
Male	531	91,1	6,0	2,8	1,43
Female	722	94,9	3,2	1,9	1,28
Age					
24 years and younger	152	87,5	9,2	3,3	1,51
25-34 years	398	92,7	4,5	2,8	1,41
35-44 years	241	94,6	3,3	2,1	1,26
45-54 years	204	93,6	5,4	1,0	1,24
55 years and older	263	96,2	1,5	2,3	1,29
What is your profession?*					
Managerial	169	98,2	0,6	1,2	1,18
Professionals (dr./lawyer/account. etc.)	267	94,4	3,7	1,9	1,34
Other professionals	200	95,0	3,0	2,0	1,26
Teacher/Medical care	135	92,6	5,2	2,2	1,24
Clerical/Service	80	96,3	2,5	1,3	1,20
Vocational/Technical	41	97,6	2,4	0,0	1,24
Unskilled	5	80,0	20,0	0,0	1,40
Student	140	82,9	12,9	4,3	1,71
Retired/Homemaker	105	97,1	1,0	1,9	1,31
Other	112	88,4	7,1	4,5	1,47
Household income*					
High	565	94,7	4,1	1,2	1,24
Average	484	93,6	4,1	2,3	1,34
Low	165	88,5	5,5	6,1	1,65
Market area*					
Britain	470	98,5	1,3	0,2	1,09
North America	337	93,2	3,9	3,0	1,41
Central/Southern Europe	184	82,6	10,9	6,5	1,85
Scandinavia	158	89,9	7,6	2,5	1,42
Asia	12	100,0	0,0	0,0	1,08
Other	102	94,1	3,9	2,0	1,25

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

NUMBER OF TIMES BATHING IN GEOTHERMAL POOL



Q. 42. How many times did you bathe in a geothermal swimming pool?

	Number of answers	More than 4 times	3-4 times	1-2 times	
	Count	%	%	%	
Total	1263	2,3	4,4	93,3	1,34
Nationality*					
British	425	0,7	1,4	97,9	1,12
American	234	3,0	3,0	94,0	1,39
Canadian	104	1,0	5,8	93,3	1,35
Danish	57	0,0	15,8	84,2	1,47
Norwegian	44	4,5	6,8	88,6	1,39
French	51	5,9	7,8	86,3	1,59
Type of trip ⁺	59	8,5	15,3	76,3	2,25
Swedish	34	0,0	2,9	97,1	1,21
Dutch	22	4,5	4,5	90,9	1,55
Irish	31	0,0	0,0	100,0	1,19
Australian	25	0,0	4,0	96,0	1,12
Chinese	9	0,0	0,0	100,0	1,00
Italian	15	0,0	0,0	100,0	1,13
Swiss	17	17,6	5,9	76,5	2,29
Other	136	2,9	5,1	91,9	1,38
Type of trip⁺					
Package tour	358	0,6	1,4	98,0	1,17
Individually-arranged tour	845	3,3	5,3	91,4	1,43
Business-arranged tour	39	2,6	2,6	94,9	1,23
Purpose of visit[*]					
Vacation/holiday	1139	1,7	3,8	94,6	1,29
Conference/large meeting	27	7,4	0,0	92,6	1,37
Type of trip ⁺	24	12,5	0,0	87,5	1,54
Education and training	54	11,1	14,8	74,1	2,37
Visiting friends/relatives	89	11,2	20,2	68,5	2,36
Business incentives package	6	0,0	0,0	100,0	1,00
Temporary employment in Iceland	7	14,3	14,3	71,4	4,00
Event in Iceland (leisure related)	75	1,3	10,7	88,0	1,39
Health/medical treatment	<5				
Other	66	3,0	10,6	86,4	1,45

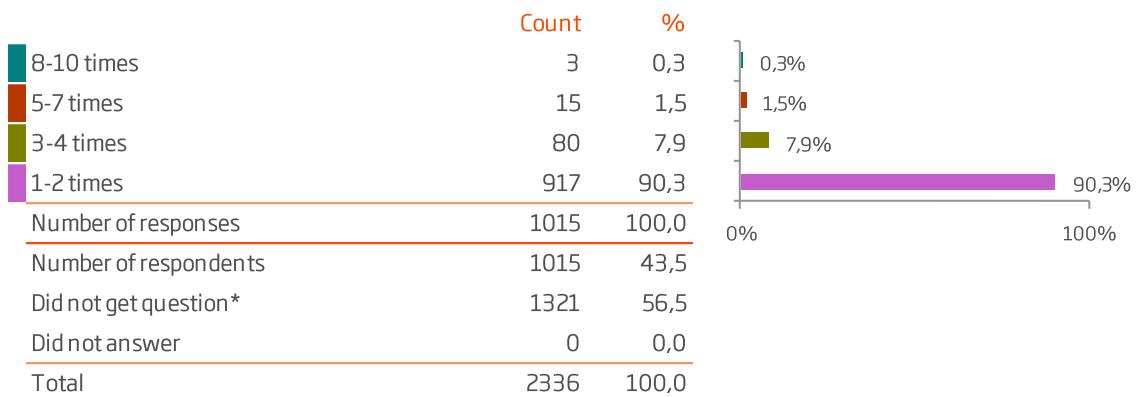
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES IN GUIDED SIGHT-SEEING TOURS



Q. 43. How many times did you participate in other guided sight-seeing tour(s) (other than Northern lights tour)?



*Only those who said they had paid for guided sight-seeing tour (other than northern lights tour) (Q.41) got this question.

Mean 1,50
Standard deviation 0,96

NUMBER OF TIMES IN GUIDED SIGHT-SEEING TOURS



Q. 43. How many times did you participate in other guided sight-seeing tour(s) (other than Northern lights tour)?

	Number of answers	More than 4 times	3-4 times	1-2 times	
	Count	%	%	%	
Total	1015	1,8	7,9	90,3	 1,50
Gender					
Male	380	90,8	7,4	1,8	 1,45
Female	628	90,4	7,8	1,8	 1,52
Age*					
24 years and younger	111	96,4	3,6	0,0	 1,25
25-34 years	285	92,6	5,6	1,8	 1,41
35-44 years	196	89,8	9,7	0,5	 1,46
45-54 years	164	90,9	7,3	1,8	 1,54
55 years and older	250	85,2	11,2	3,6	 1,70
What is your profession?					
Managerial	154	90,3	7,1	2,6	 1,50
Professionals (dr./lawyer/account. etc.)	184	88,6	9,2	2,2	 1,57
Other professionals	170	91,8	6,5	1,8	 1,47
Teacher/Medical care	108	94,4	4,6	0,9	 1,35
Clerical/Service	71	93,0	4,2	2,8	 1,56
Vocational/Technical	35	85,7	14,3	0,0	 1,51
Unskilled	6	100,0	0,0	0,0	 1,33
Student	83	96,4	2,4	1,2	 1,33
Retired/Homemaker	103	82,5	16,5	1,0	 1,62
Other	91	91,2	6,6	2,2	 1,46
Household income*					
High	440	88,4	9,1	2,5	 1,58
Average	420	92,1	6,9	1,0	 1,41
Low	117	89,7	7,7	2,6	 1,51
Market area*					
Britain	434	93,8	5,1	1,2	 1,39
North America	269	87,4	10,8	1,9	 1,59
Central/Southern Europe	81	76,5	18,5	4,9	 1,90
Scandinavia	113	96,5	2,7	0,9	 1,27
Asia	33	78,8	12,1	9,1	 2,12
Other	85	91,8	8,2	0,0	 1,41

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

NUMBER OF TIMES IN GUIDED SIGHT-SEEING TOURS



Q. 43. How many times did you participate in other guided sight-seeing tour(s) (other than Northern lights tour)?

	Number of answers	More than 4 times	3-4 times	1-2 times	
	Count	%	%	%	
Total	1015	1,8	7,9	90,3	
Nationality*					
British	390	1,3	4,6	94,1	
American	183	1,6	9,3	89,1	
Canadian	90	2,2	13,3	84,4	
Danish	39	0,0	5,1	94,9	
Norwegian	36	0,0	0,0	100,0	
French	21	0,0	14,3	85,7	
German	11	0,0	9,1	90,9	
Swedish	21	0,0	4,8	95,2	
Dutch	20	5,0	10,0	85,0	
Irish	27	0,0	11,1	88,9	
Australian	22	0,0	9,1	90,9	
Chinese	21	0,0	4,8	95,2	
Italian	19	10,5	57,9	31,6	
Swiss	<5				
Other	114	4,4	6,1	89,5	
Type of trip*					
Package tour	374	3,5	10,4	86,1	
Individually-arranged tour	608	0,7	7,6	91,8	
Business-arranged tour	26	3,8	0,0	96,2	
Purpose of visit†					
Vacation/holiday	958	1,5	8,1	90,4	
Conference/large meeting	12	0,0	0,0	100,0	
Business/small meeting	18	0,0	0,0	100,0	
Education and training	24	0,0	20,8	79,2	
Visiting friends/relatives	33	0,0	15,2	84,8	
Business incentives package	<5				
Temporary employment in Iceland	<5				
Event in Iceland (leisure related)	48	4,2	6,3	89,6	
Health/medical treatment	<5				
Other	44	4,5	6,8	88,6	

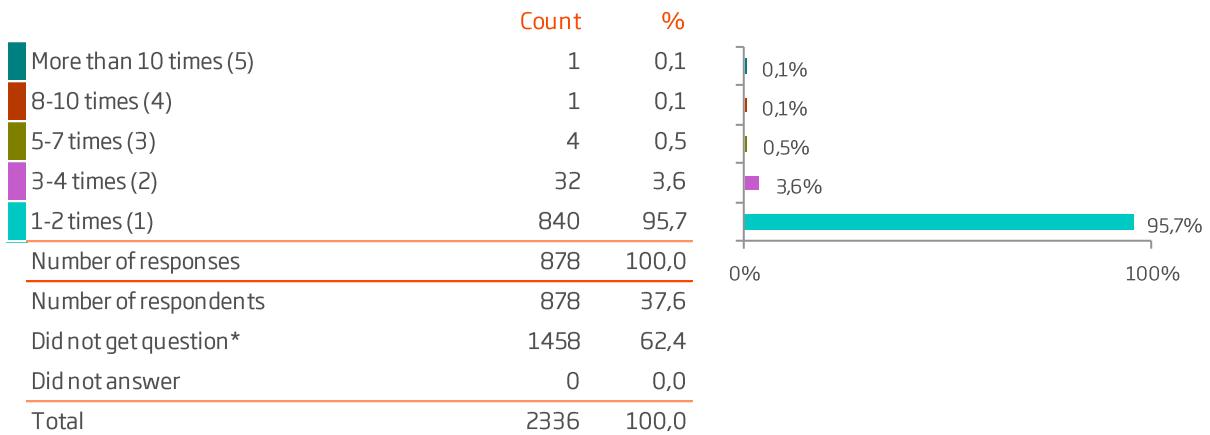
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES IN A NORTHERN LIGHTS TOUR



Q. 44. How many times did you participate in a Northern lights tour?



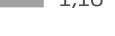
*Only those who said they had paid for a Northern lights tour (Q.41) got this question.

Mean 1,30
Standard deviation 0,71

NUMBER OF TIMES IN A NORTHERN LIGHTS TOUR



Q. 44. How many times did you participate in a Northern lights tour?

	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	878	4,3	95,7	
Gender				
Male	353	94,9	5,1	
Female	525	96,2	3,8	
Age				
24 years and younger	111	92,8	7,2	
25-34 years	273	95,6	4,4	
35-44 years	176	97,7	2,3	
45-54 years	137	95,6	4,4	
55 years and older	176	95,5	4,5	
What is your profession?*				
Managerial	152	96,7	3,3	
Professionals (dr./lawyer/account. etc.)	163	98,8	1,2	
Other professionals	142	97,2	2,8	
Teacher/Medical care	90	97,8	2,2	
Clerical/Service	67	97,0	3,0	
Vocational/Technical	31	90,3	9,7	
Unskilled	<5			
Student	71	88,7	11,3	
Retired/Homemaker	74	94,6	5,4	
Other	74	94,6	5,4	
Household income				
High	369	95,7	4,3	
Average	376	96,3	3,7	
Low	94	95,7	4,3	
Market area*				
Britain	481	96,0	4,0	
North America	186	96,2	3,8	
Central/Southern Europe	52	90,4	9,6	
Scandinavia	56	94,6	5,4	
Asia	30	86,7	13,3	
Other	73	100,0	0,0	

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

NUMBER OF TIMES IN A NORTHERN LIGHTS TOUR



Q. 44. How many times did you participate in a Northern lights tour?

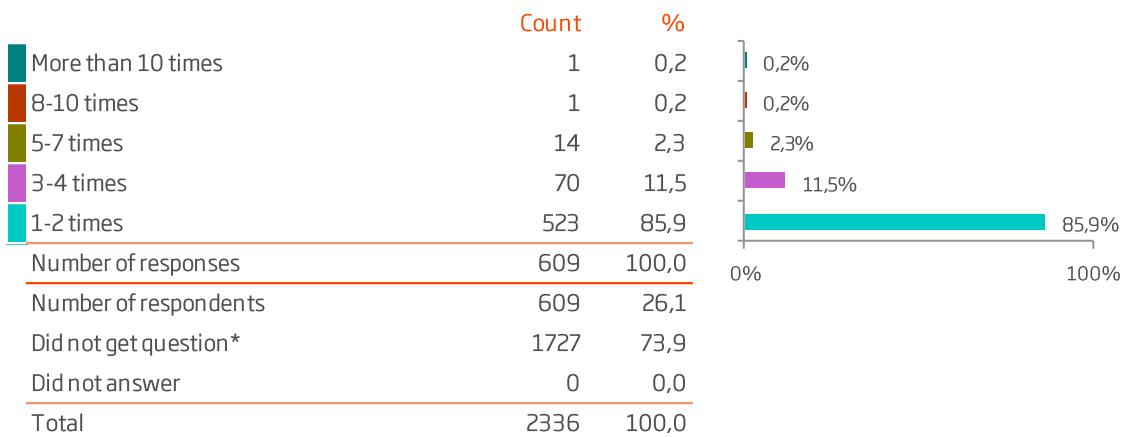
	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	878	4,3	95,7	 1,30
Nationality				
British	437	3,4	96,6	 1,28
American	149	3,4	96,6	 1,24
Canadian	38	2,6	97,4	 1,21
Danish	29	6,9	93,1	 1,31
Norwegian	7	0,0	100,0	 1,14
French	10	0,0	100,0	 1,10
German	14	7,1	92,9	 1,71
Swedish	11	0,0	100,0	 1,18
Dutch	13	0,0	100,0	 1,31
Irish	30	0,0	100,0	 1,23
Australian	25	0,0	100,0	 1,16
Chinese	22	13,6	86,4	 1,45
Italian	<5			
Swiss	<5			
Other	85	12,9	87,1	 1,49
Type of trip*				
Package tour	366	4,1	95,9	 1,29
Individually-arranged tour	491	4,5	95,5	 1,31
Business-arranged tour	12	8,3	91,7	 1,33
Purpose of visit*				
Vacation/holiday	842	4,4	95,6	 1,31
Conference/large meeting	5	0,0	100,0	 1,00
Business/small meeting	7	0,0	100,0	 1,14
Education and training	16	6,3	93,8	 1,19
Visiting friends/relatives	17	5,9	94,1	 1,24
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	37	5,4	94,6	 1,22
Health/medical treatment	<5			
Other	40	2,5	97,5	 1,18

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

NUMBER OF TIMES VISITING A MUSEUM



Q. 45. How many times did you visit a Museum?



*Only those who said they had paid for access to a museum (Q.41) got this question.

Mean 1,66
Standard deviation 1,55

NUMBER OF TIMES VISITING A MUSEUM



Q. 45. How many times did you visit a Museum?

	Number of answers	More than 4 times	3-4 times	1-2 times	
	Count	%	%	%	
Total	609	2,6	11,5	85,9	1,66
Gender*					
Male	262	81,7	14,1	4,2	1,84
Female	344	89,0	9,6	1,5	1,53
Age					
24 years and younger	66	80,3	13,6	6,1	1,83
25-34 years	181	89,5	7,7	2,8	1,71
35-44 years	129	87,6	12,4	0,0	1,46
45-54 years	91	84,6	12,1	3,3	1,65
55 years and older	137	83,2	13,9	2,9	1,72
What is your profession?					
Managerial	83	86,7	12,0	1,2	1,52
Professionals (dr./lawyer/account. etc.)	118	85,6	13,6	0,8	1,53
Other professionals	87	86,2	10,3	3,4	1,61
Teacher/Medical care	68	95,6	4,4	0,0	1,37
Clerical/Service	36	86,1	8,3	5,6	1,64
Vocational/Technical	16	81,3	18,8	0,0	1,69
Unskilled	<5				
Student	81	82,7	12,3	4,9	2,14
Retired/Homemaker	51	80,4	15,7	3,9	1,80
Other	59	88,1	10,2	1,7	1,64
Household income					
High	250	86,8	11,2	2,0	1,57
Average	231	83,1	14,3	2,6	1,65
Low	110	89,1	7,3	3,6	1,87
Market area*					
Britain	163	90,8	8,0	1,2	1,43
North America	188	84,0	13,3	2,7	1,69
Central/Southern Europe	130	76,9	18,5	4,6	2,07
Scandinavia	69	91,3	4,3	4,3	1,57
Asia	<5				
Other	56	91,1	8,9	0,0	1,46

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

NUMBER OF TIMES VISITING A MUSEUM



Q. 45. How many times did you visit a Museum?

	Number of answers	More than 4 times	3-4 times	1-2 times	
	Count	%	%	%	
Total	609	2,6	11,5	85,9	
Nationality*					
British	154	1,3	8,4	90,3	
American	128	3,1	14,1	82,8	
Canadian	58	1,7	12,1	86,2	
Danish	24	4,2	12,5	83,3	
Norwegian	23	4,3	0,0	95,7	
French	38	0,0	13,2	86,8	
Type of trip ⁺	44	9,1	22,7	68,2	
Swedish	13	0,0	0,0	100,0	
Dutch	12	0,0	25,0	75,0	
Irish	11	0,0	0,0	100,0	
Australian	9	0,0	0,0	100,0	
Chinese	<5				
Italian	8	0,0	12,5	87,5	
Swiss	11	9,1	36,4	54,5	
Other	74	2,7	8,1	89,2	
Type of trip⁺					
Package tour	151	0,7	8,6	90,7	
Individually-arranged tour	436	3,4	11,9	84,6	
Business-arranged tour	22	0,0	13,6	86,4	
Purpose of visit⁺					
Vacation/holiday	546	2,7	11,2	86,1	
Type of trip ⁺	16	0,0	6,3	93,8	
Business/small meeting	11	0,0	0,0	100,0	
Education and training	33	0,0	24,2	75,8	
Visiting friends/relatives	64	4,7	10,9	84,4	
Business incentives package	<5				
Temporary employment in Iceland	6	0,0	50,0	50,0	
Event in Iceland (leisure related)	30	6,7	13,3	80,0	
Health/medical treatment	<5				
Other	37	2,7	16,2	81,1	

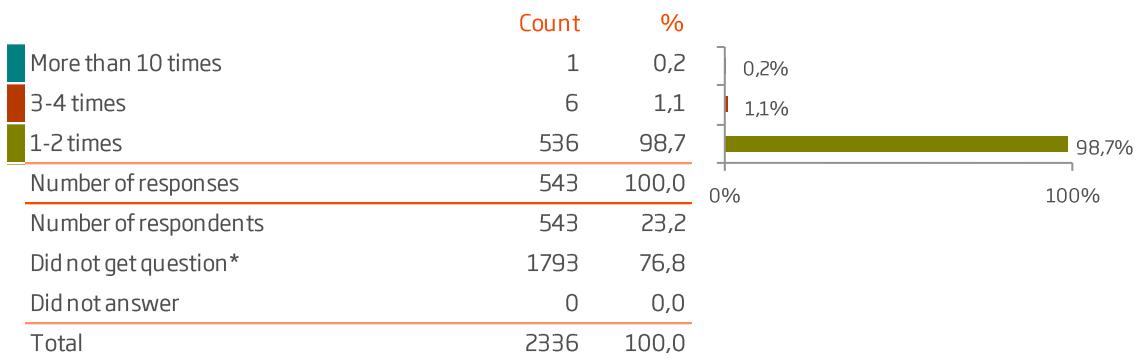
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES IN A SPA/WELLNESS CENTER



Q. 46. How many times did you go to a spa/wellness (center)?



*Only those who said they had paid for spa/wellness (center) (Q.41) got this question.

Mean 1,14
Standard deviation 0,89

NUMBER OF TIMES IN A SPA/WELLNESS CENTER



Q. 46. How many times did you go to a spa/wellness (center)?

	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	543	1,3	98,7	1,14
Gender				
Male	210	98,1	1,9	1,12
Female	330	99,1	0,9	1,15
Age				
24 years and younger	74	95,9	4,1	1,38
25-34 years	208	99,5	0,5	1,12
35-44 years	112	99,1	0,9	1,10
45-54 years	71	98,6	1,4	1,10
55 years and older	76	98,7	1,3	1,07
What is your profession?				
Managerial	79	98,7	1,3	1,11
Professionals (dr./lawyer/account. etc.)	93	98,9	1,1	1,12
Other professionals	89	98,9	1,1	1,06
Teacher/Medical care	58	100,0	0,0	1,07
Clerical/Service	42	100,0	0,0	1,10
Vocational/Technical	16	100,0	0,0	1,19
Unskilled	<5			
Student	69	95,7	4,3	1,42
Retired/Homemaker	30	96,7	3,3	1,17
Other	55	100,0	0,0	1,09
Household income				
High	232	98,3	1,7	1,13
Average	209	99,0	1,0	1,18
Low	90	100,0	0,0	1,07
Market area				
Britain	175	99,4	0,6	1,05
North America	164	99,4	0,6	1,09
Central/Southern Europe	74	94,6	5,4	1,42
Scandinavia	77	100,0	0,0	1,16
Asia	16	100,0	0,0	1,00
Other	37	97,3	2,7	1,24
Retired/Homemaker	30	3,3	96,7	1,20
Chinese	15	0,0	100,0	1,00
Italian	8	0,0	100,0	1,00
Swiss	<5			
Other	67	1,5	98,5	1,16

Difference between groups is not statistically significant.

NUMBER OF TIMES IN A SPA/WELLNESS CENTER



Q. 46. How many times did you go to a spa/wellness (center)?

	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	543	1,3	98,7	1,14
Nationality*				
British	158	0,6	99,4	1,04
American	101	1,0	99,0	1,07
Canadian	61	0,0	100,0	1,15
Danish	27	0,0	100,0	1,26
Norwegian	25	0,0	100,0	1,12
French	22	9,1	90,9	1,32
Type of trip*	17	11,8	88,2	2,29
Vocational/Technical	16	0,0	100,0	1,00
Unskilled	<5			1,00
Student	69	4,3	95,7	1,11
Retired/Homemaker	30	3,3	96,7	1,20
Chinese	15	0,0	100,0	1,00
Italian	8	0,0	100,0	1,00
Swiss	<5			
Other	67	1,5	98,5	1,16
Type of trip*				
Type of trip*	148	1,4	98,6	1,05
Individually-arranged tour	364	1,4	98,6	1,18
Business-arranged tour	16	0,0	100,0	1,06
Purpose of visit*				
Vacation/holiday	499	1,0	99,0	1,10
Conference/large meeting	8	0,0	100,0	1,00
Business/small meeting	10	0,0	100,0	1,10
Education and training	17	11,8	88,2	2,29
Type of trip*	34	2,9	97,1	1,24
Business incentives package	<5			
Temporary employment in Iceland	5	0,0	100,0	1,20
Event in Iceland (leisure related)	36	0,0	100,0	1,08
Health/medical treatment	<5			
Other	29	3,4	96,6	1,72

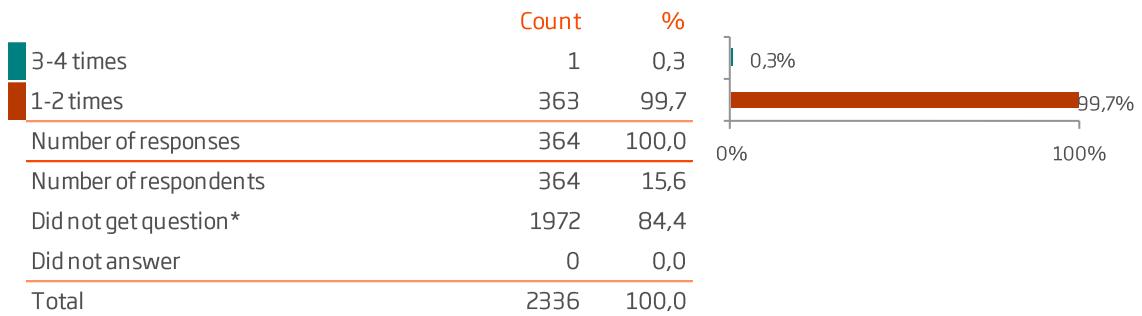
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES ON A GLACIER/SNOWMOBILE TRIP



Q. 47. How many times did you go on a glacier/snowmobile trip?



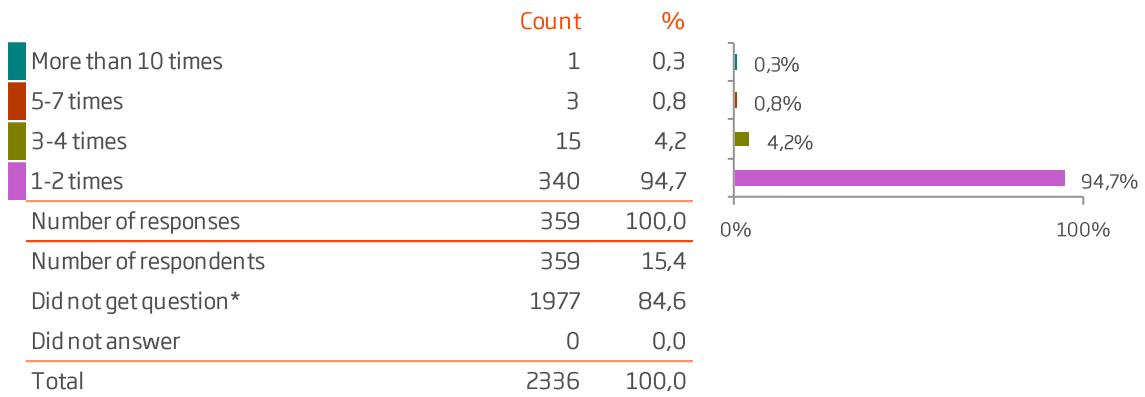
*Only those who said they had paid for a glacier/snowmobile trip (Q.41) got this question.

Mean 1,04
Standard deviation 0,20

NUMBER OF TIMES BATHING IN A NATURE BATH



Q.48. How many times did you bathe in a nature bath?



*Only those who said they had paid for access to a nature bath (Q.41) got this question.

Mean 1,31
Standard deviation 1,18

NUMBER OF TIMES BATHING IN A NATURE BATH



Q. 48. How many times did you bathe in a nature bath?

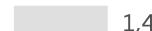
	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	359	5,3	94,7	
Gender				
Male	146	91,1	8,9	
Female	208	97,1	2,9	
Age*				
24 years and younger	56	83,9	16,1	
25-34 years	132	97,7	2,3	
35-44 years	64	95,3	4,7	
45-54 years	49	93,9	6,1	
55 years and older	56	98,2	1,8	
What is your profession?				
Managerial	56	96,4	3,6	
Professionals (dr./lawyer/account. etc.)	58	98,3	1,7	
Other professionals	43	93,0	7,0	
Teacher/Medical care	46	97,8	2,2	
Clerical/Service	20	100,0	0,0	
Vocational/Technical	12	100,0	0,0	
Unskilled	<5			
Student	60	90,0	10,0	
Retired/Homemaker	18	100,0	0,0	
Other	38	86,8	13,2	
Household income				
High	141	95,7	4,3	
Average	144	95,8	4,2	
Low	58	93,1	6,9	
Market area*				
Britain	67	100,0	0,0	
North America	91	96,7	3,3	
Central/Southern Europe	99	87,9	12,1	
Scandinavia	54	96,3	3,7	
Asia	15	100,0	0,0	
Other	33	93,9	6,1	

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

NUMBER OF TIMES BATHING IN A NATURE BATH



Q. 48. How many times did you bathe in a nature bath?

	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	359	5,3	94,7	 1,31
Nationality*				
British	56	0,0	100,0	 1,04
American	48	2,1	97,9	 1,19
Canadian	43	4,7	95,3	 1,28
Danish	22	4,5	95,5	 1,18
Norwegian	17	0,0	100,0	 1,06
French	42	16,7	83,3	 2,05
Type of trip*	20	10,0	90,0	 1,50
Swedish	12	0,0	100,0	 1,00
Dutch	8	0,0	100,0	 1,25
Irish	11	0,0	100,0	 1,18
Australian	<5			
Chinese	10	0,0	100,0	 1,00
Italian	<5			
Swiss	11	9,1	90,9	 1,45
Other	52	9,6	90,4	 1,37
Type of trip*				
Package tour	93	3,2	96,8	 1,11
Individually-arranged tour	259	6,6	93,4	 1,40
Business-arranged tour	10	0,0	100,0	 1,10
Purpose of visit*				
Vacation/holiday	321	4,4	95,6	 1,31
Type of trip*	6	0,0	100,0	 1,17
Business/small meeting	7	0,0	100,0	 1,00
Education and training	21	28,6	71,4	 1,76
Visiting friends/relatives	33	12,1	87,9	 1,45
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	25	4,0	96,0	 1,08
Health/medical treatment	<5			
Other	21	9,5	90,5	 1,38

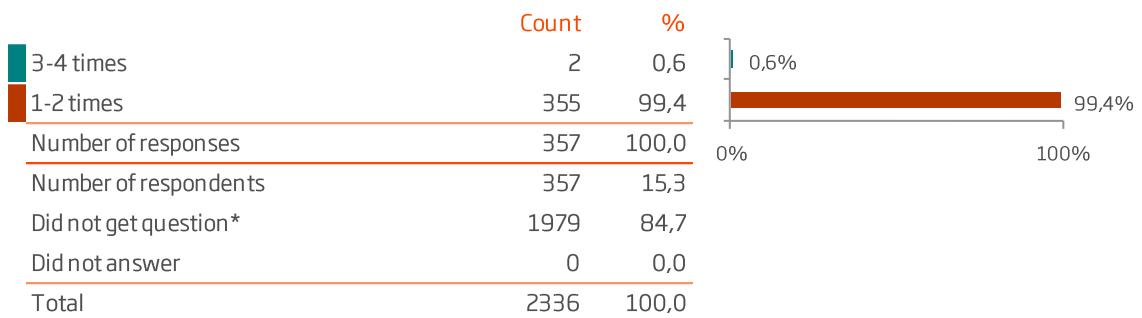
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES WHALE WATCHING



Q. 49. How many times did you go whale watching?



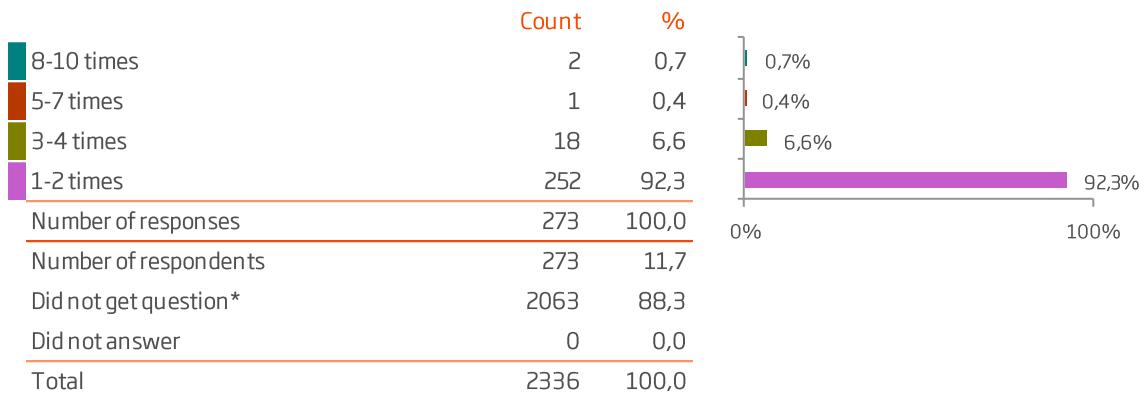
*Only those who said they had paid for whale watching (Q.41) got this question.

Mean 1,03
Standard deviation 0,20

NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



Q.50. How many times did you go to an exhibition/art gallery?



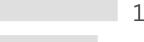
*Only those who said they had paid for access to a exhibition/art gallery (Q.41) got this question.

Mean 1,37
Standard deviation 0,98

NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



Q.50. How many times did you go to an exhibition/art gallery?

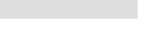
	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	273	7,7	92,3	
Gender				
Male	112	93,8	6,3	
Female	160	91,3	8,8	
Age				
24 years and younger	33	81,8	18,2	
25-34 years	65	98,5	1,5	
35-44 years	57	94,7	5,3	
45-54 years	53	94,3	5,7	
55 years and older	60	86,7	13,3	
What is your profession?				
Managerial	40	97,5	2,5	
Professionals (dr./lawyer/account. etc.)	53	96,2	3,8	
Other professionals	45	88,9	11,1	
Teacher/Medical care	27	100,0	0,0	
Clerical/Service	9	88,9	11,1	
Vocational/Technical	6	100,0	0,0	
Student	31	80,6	19,4	
Retired/Homemaker	24	83,3	16,7	
Other	35	94,3	5,7	
Household income*				
High	124	97,6	2,4	
Average	106	87,7	12,3	
Low	35	91,4	8,6	
Market area				
Britain	93	93,5	6,5	
North America	79	94,9	5,1	
Central/Southern Europe	40	87,5	12,5	
Scandinavia	36	88,9	11,1	
Other	25	92,0	8,0	

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

NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



Q.50. How many times did you go to an exhibition/art gallery?

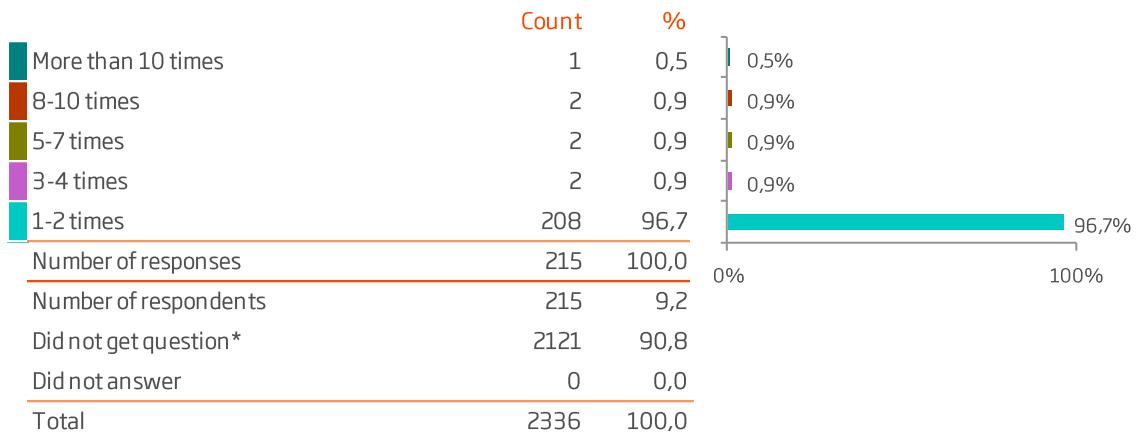
	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	273	7,7	92,3	 1,37
Nationality				
British	90	6,7	93,3	 1,24
American	55	7,3	92,7	 1,47
Canadian	23	0,0	100,0	 1,17
Danish	13	7,7	92,3	 1,15
Norwegian	11	9,1	90,9	 1,27
Type of trip ⁺	10	20,0	80,0	 2,30
German	14	7,1	92,9	 1,43
Swedish	5	20,0	80,0	 1,60
Dutch	6	0,0	100,0	 1,00
Purpose of visit ⁺	<5			
Australian	6	0,0	100,0	 1,50
Chinese	<5			
Italian	<5			
Swiss	<5			
Other	29	10,3	89,7	 1,45
Type of trip⁺				
Package tour	61	4,9	95,1	 1,23
Individually-arranged tour	199	9,0	91,0	 1,43
Business-arranged tour	12	0,0	100,0	 1,00
Purpose of visit⁺				
Vacation/holiday	239	6,7	93,3	 1,35
Conference/large meeting	11	0,0	100,0	 1,00
Business/small meeting	<5			
Education and training	16	25,0	75,0	 2,25
Visiting friends/relatives	23	4,3	95,7	 1,43
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	17	11,8	88,2	 1,47
Health/medical treatment	<5			
Other	23	17,4	82,6	 1,65

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

NUMBER OF TIMES HORSE RIDING



Q.51. How many times did you go horse riding?



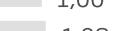
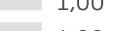
*Only those who said they had paid for horse riding (Q.41) got this question.

Mean 1,21
Standard deviation 1,08

NUMBER OF TIMES HORSE RIDING



Q.51. How many times did you go horse riding?

	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	215	3,3	96,7	
Gender				
Male	57	93,0	7,0	
Female	154	98,1	1,9	
Age				
24 years and younger	40	92,5	7,5	
25-34 years	75	98,7	1,3	
35-44 years	37	97,3	2,7	
45-54 years	31	93,5	6,5	
55 years and older	29	100,0	0,0	
What is your profession?				
Managerial	26	92,3	7,7	
Professionals (dr./lawyer/account. etc.)	28	92,9	7,1	
Other professionals	28	96,4	3,6	
Teacher/Medical care	23	95,7	4,3	
Clerical/Service	14	100,0	0,0	
Vocational/Technical	11	100,0	0,0	
Student	39	100,0	0,0	
Retired/Homemaker	15	100,0	0,0	
Other	26	100,0	0,0	
Household income				
High	79	96,2	3,8	
Average	86	96,5	3,5	
Low	40	97,5	2,5	
Market area				
Britain	50	98,0	2,0	
North America	61	100,0	0,0	
Central/Southern Europe	34	91,2	8,8	
Scandinavia	47	93,6	6,4	
Asia	6	100,0	0,0	
Other	17	100,0	0,0	

Difference between groups is not statistically significant.

NUMBER OF TIMES HORSE RIDING



Q.51. How many times did you go horse riding?

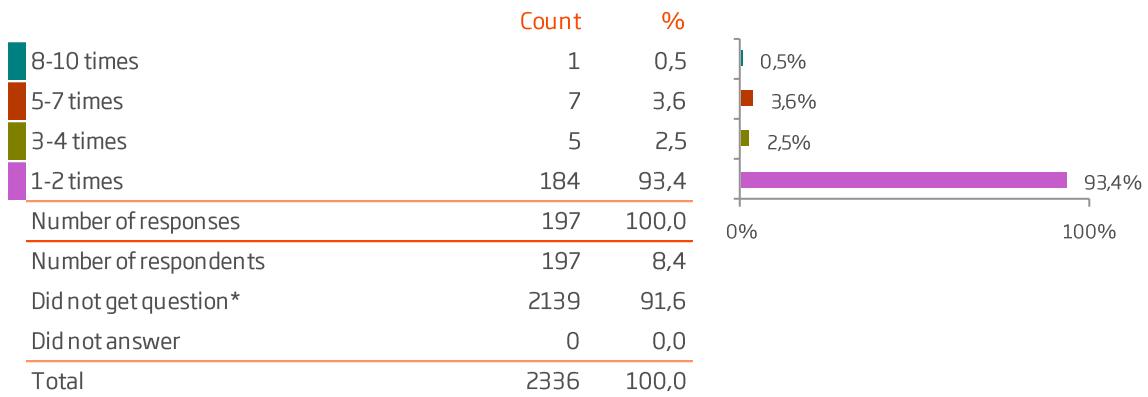
	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	215	3,3	96,7	 1,21
Nationality				
British	38	2,6	97,4	 1,18
American	45	0,0	100,0	 1,00
Canadian	17	0,0	100,0	 1,12
Danish	14	0,0	100,0	 1,00
Norwegian	12	8,3	91,7	 1,75
French	13	7,7	92,3	 1,38
Type of trip*	10	20,0	80,0	 2,20
Swedish	16	0,0	100,0	 1,06
Dutch	<5			
Irish	8	0,0	100,0	 1,00
Australian	5	0,0	100,0	 1,00
Chinese	6	0,0	100,0	 1,00
Swiss	<5			
Other	25	8,0	92,0	 1,36
Type of trip*				
Type of trip*	62	1,6	98,4	 1,10
Individually-arranged tour	146	3,4	96,6	 1,25
Business-arranged tour	7	0,0	100,0	 1,14
Purpose of visit*				
Vacation/holiday	194	2,1	97,9	 1,13
Conference/large meeting	<5			
Business/small meeting	<5			
Education and training	6	0,0	100,0	 1,00
Type of trip*	21	9,5	90,5	 1,71
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	10	20,0	80,0	 2,00
Health/medical treatment	<5			
Other	12	8,3	91,7	 1,67

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

NUMBER OF TIMES IN A GUIDED HIKING/MOUNTAIN TRIP



Q.52. How many times did you participate in a guided hiking/mountain trip?



*Only those who said they had paid for guided hiking/mountain trip (Q.41) got this question.

Mean 1,36
Standard deviation 1,06

NUMBER OF TIMES IN A GUIDED HIKING/MOUNTAIN TRIP



Q.52. How many times did you participate in a guided hiking/mountain trip?

	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	197	6,6	93,4	 1,36
Gender				
Male	91	93,4	6,6	 1,32
Female	105	93,3	6,7	 1,38
Age				
24 years and younger	30	86,7	13,3	 1,67
25-34 years	71	97,2	2,8	 1,14
35-44 years	41	97,6	2,4	 1,22
45-54 years	22	90,9	9,1	 1,64
55 years and older	32	87,5	12,5	 1,53
What is your profession?				
Managerial	29	86,2	13,8	 1,59
Professionals (dr./lawyer/account. etc.)	42	95,2	4,8	 1,36
Other professionals	29	89,7	10,3	 1,55
Teacher/Medical care	22	95,5	4,5	 1,18
Clerical/Service	13	100,0	0,0	 1,08
Vocational/Technical	10	100,0	0,0	 1,20
Unskilled	<5			
Student	21	90,5	9,5	 1,52
Retired/Homemaker	11	90,9	9,1	 1,27
Other	16	100,0	0,0	 1,06
Household income				
High	85	95,3	4,7	 1,25
Average	80	91,3	8,8	 1,44
Low	27	92,6	7,4	 1,44
Market area*				
Britain	53	98,1	1,9	 1,09
North America	67	97,0	3,0	 1,19
Central/Southern Europe	46	82,6	17,4	 1,87
Scandinavia	10	90,0	10,0	 1,40
Asia	5	100,0	0,0	 1,20
Other	16	93,8	6,3	 1,44

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

NUMBER OF TIMES IN A GUIDED HIKING/MOUNTAIN TRIP



Q.52. How many times did you participate in a guided hiking/mountain trip?

	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	197	6,6	93,4	 1,36
Nationality*				
British	41	0,0	100,0	 1,05
American	44	2,3	97,7	 1,18
Canadian	19	5,3	94,7	 1,21
Danish	<5			
Norwegian	<5			
French	19	21,1	78,9	 2,21
German	12	8,3	91,7	 1,25
Swedish	<5			
Dutch	<5			
Irish	<5			
Australian	6	0,0	100,0	 1,00
Chinese	5	0,0	100,0	 1,20
Italian	5	20,0	80,0	 2,40
Swiss	<5			
Other	30	6,7	93,3	 1,37
Type of trip*				
Package tour	49	8,2	91,8	 1,45
Individually-arranged tour	140	5,0	95,0	 1,30
Business-arranged tour	7	28,6	71,4	 2,14
Purpose of visit*				
Vacation/holiday	180	5,6	94,4	 1,31
Conference/large meeting	6	16,7	83,3	 1,67
Business/small meeting	<5			
Education and training	10	20,0	80,0	 1,90
Visiting friends/relatives	9	11,1	88,9	 1,67
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	14	7,1	92,9	 1,57
Health/medical treatment	<5			
Other	5	0,0	100,0	 1,20

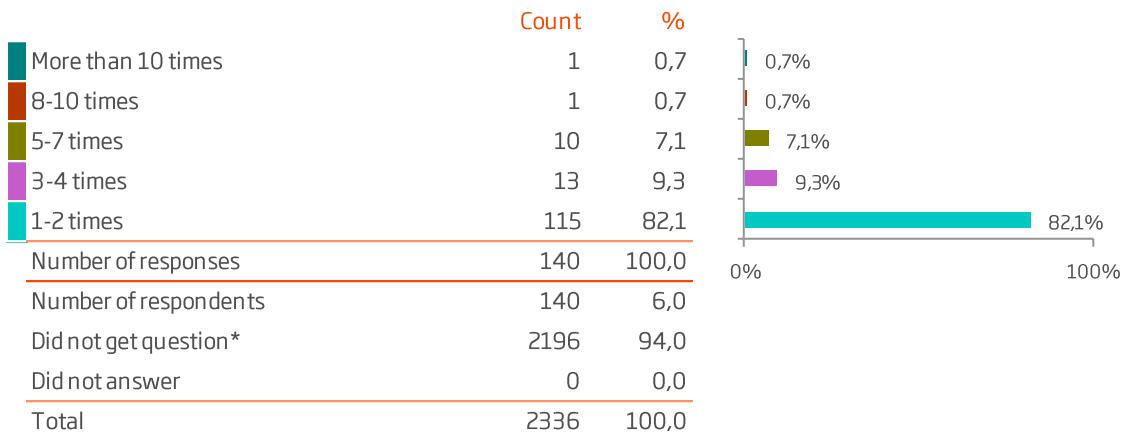
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



Q.53. How many times did you attend a festival, local event?



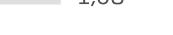
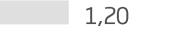
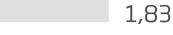
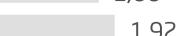
*Only those who said they had paid for access to a festival, local event (Q.41) got this question.

Mean 1,77
Standard deviation 1,98

NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



Q.53. How many times did you attend a festival, local event?

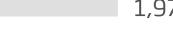
	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	140	17,9	82,1	
Gender				
Male	58	81,0	19,0	
Female	82	82,9	17,1	
Age				
24 years and younger	31	87,1	12,9	
25-34 years	56	73,2	26,8	
35-44 years	26	88,5	11,5	
45-54 years	13	76,9	23,1	
55 years and older	12	100,0	0,0	
What is your profession?				
Managerial	15	93,3	6,7	
Professionals (dr./lawyer/account. etc.)	29	79,3	20,7	
Other professionals	21	76,2	23,8	
Teacher/Medical care	9	77,8	22,2	
Clerical/Service	<5			
Vocational/Technical	6	83,3	16,7	
Unskilled	<5			
Student	28	82,1	17,9	
Retired/Homemaker	5	100,0	0,0	
Other	21	81,0	19,0	
Household income				
High	50	84,0	16,0	
Average	53	81,1	18,9	
Low	29	86,2	13,8	
Market area				
Britain	26	92,3	7,7	
North America	38	86,8	13,2	
Central/Southern Europe	34	73,5	26,5	
Scandinavia	27	70,4	29,6	
Asia	<5			
Other	13	100,0	0,0	

Difference between groups is not statistically significant.

NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



Q.53. How many times did you attend a festival, local event?

	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	140	17,9	82,1	 1,77
Nationality*				
British	26	11,5	88,5	 1,42
American	27	7,4	92,6	 1,22
Canadian	11	27,3	72,7	 2,09
Danish	8	50,0	50,0	 2,88
Norwegian	7	14,3	85,7	 1,43
French	7	28,6	71,4	 4,14
Type of trip ⁺	13	15,4	84,6	 1,38
Swedish	5	20,0	80,0	 2,00
Dutch	<5			
Irish	<5			
Australian	<5			
Chinese	<5			
Swiss	<5			
Other	27	11,1	88,9	 1,37
Type of trip⁺				
Package tour	11	27,3	72,7	 2,00
Type of trip ⁺	124	17,7	82,3	 1,78
Business-arranged tour	5	0,0	100,0	 1,00
Purpose of visit*				
Vacation/holiday	107	17,8	82,2	 1,81
Conference/large meeting	5	20,0	80,0	 1,80
Business/small meeting	7	14,3	85,7	 1,29
Education and training	9	33,3	66,7	 1,67
Visiting friends/relatives	27	14,8	85,2	 1,63
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	63	27,0	73,0	 1,97
Health/medical treatment	<5			
Other	8	25,0	75,0	 1,75

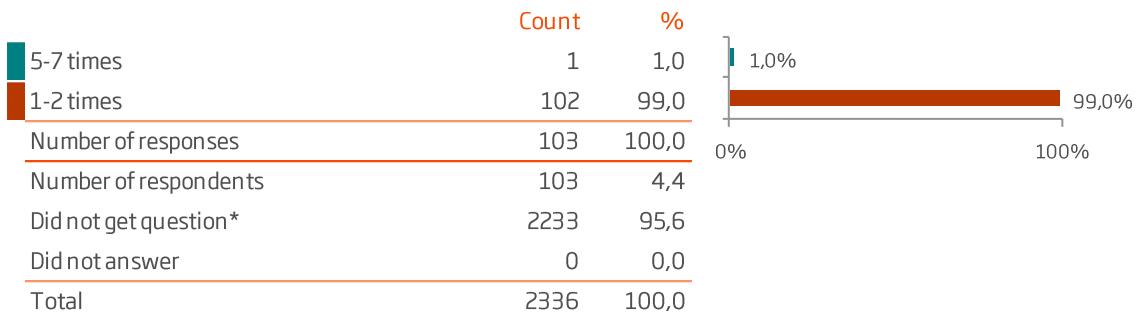
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES PARTICIPATING IN A CAVING TOUR



Q.54. How many times did you participate in a caving tour?



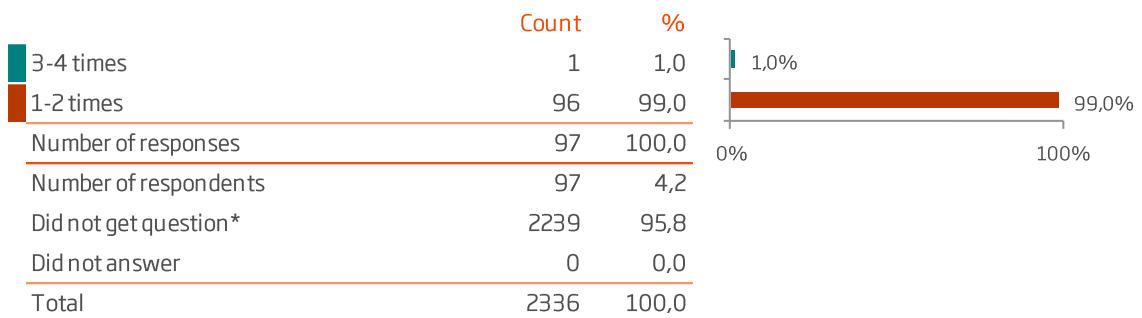
*Only those who said they had paid for a caving tour (Q.41) got this question.

Mean 1,07
Standard deviation 0,00

NUMBER OF TIMES ON A BOAT TRIP



Q.55. How many times did you go on a boat trip (other than whale watching)?



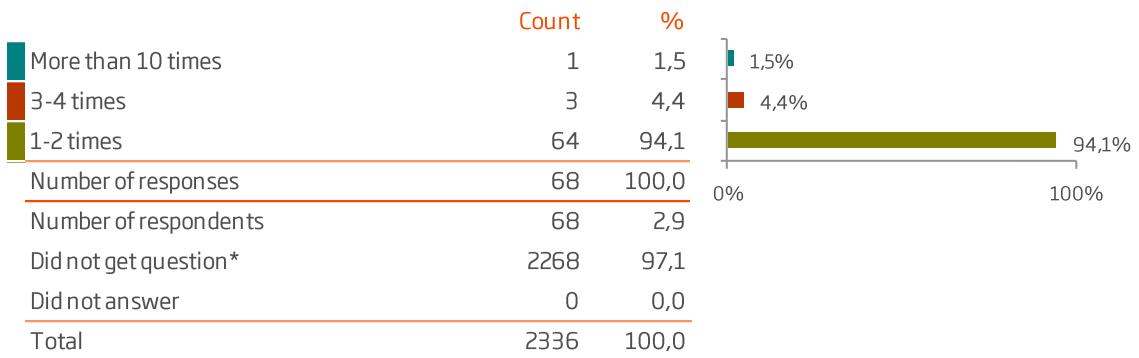
*Only those who said they had paid for a boat trip (other than whale watching) (Q.41) got this question.

Mean 1,07
Standard deviation 0,30

NUMBER OF TIMES ATTENDING ANOTHER CULTURAL EVENT



Q.56. How many times did you attend another cultural event?



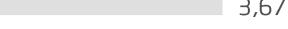
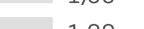
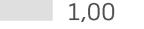
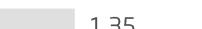
*Only those who said they had paid for access to a another cultural event (Q.41) got this question.

Mean 1,46
Standard deviation 1,65

NUMBER OF TIMES ATTENDING ANOTHER CULTURAL EVENT



Q.56. How many times did you attend another cultural event?

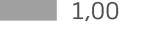
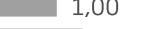
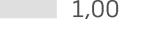
	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	68	5,9	94,1	 1,46
Gender				
Male	27	88,9	11,1	 1,85
Female	41	97,6	2,4	 1,20
Age*				
24 years and younger	7	85,7	14,3	 3,29
25-34 years	13	92,3	7,7	 1,31
35-44 years	15	100,0	0,0	 1,27
45-54 years	7	100,0	0,0	 1,00
55 years and older	24	91,7	8,3	 1,29
What is your profession?				
Managerial	7	100,0	0,0	 1,14
Professionals (dr./lawyer/account. etc.)	12	91,7	8,3	 1,50
Other professionals	13	84,6	15,4	 1,46
Teacher/Medical care	<5			
Clerical/Service	<5			
Vocational/Technical	<5			
Student	6	83,3	16,7	 3,67
Retired/Homemaker	11	100,0	0,0	 1,00
Other	9	100,0	0,0	 1,00
Household income*				
High	33	93,9	6,1	 1,27
Average	27	96,3	3,7	 1,26
Low	8	87,5	12,5	 2,88
Market area				
Britain	6	100,0	0,0	 1,00
North America	21	100,0	0,0	 1,14
Central/Southern Europe	12	91,7	8,3	 2,33
Scandinavia	17	88,2	11,8	 1,35
Other	12	91,7	8,3	 1,50

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

NUMBER OF TIMES ATTENDING ANOTHER CULTURAL EVENT



Q.56. How many times did you attend another cultural event?

	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	68	5,9	94,1	 1,46
Nationality*				
British	5	0,0	100,0	 1,00
American	15	0,0	100,0	 1,20
Canadian	5	0,0	100,0	 1,00
Danish	6	0,0	100,0	 1,00
Norwegian	7	14,3	85,7	 1,43
French	<5			
Type of trip ⁺	5	0,0	100,0	 1,20
Swedish	<5			
Dutch	<5			
Irish	<5			
Australian	<5			
Swiss	<5			
Other	15	6,7	93,3	 1,40
Type of trip⁺				
Package tour	11	0,0	100,0	 1,09
Individually-arranged tour	53	5,7	94,3	 1,53
Business-arranged tour	<5			
Purpose of visit⁺				
Vacation/holiday	59	1,7	98,3	 1,20
Conference/large meeting	<5			
Type of trip ⁺	<5			
Education and training	<5			
Visiting friends/relatives	17	5,9	94,1	 1,41
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	11	0,0	100,0	 1,27
Health/medical treatment	<5			
Other	8	0,0	100,0	 1,00

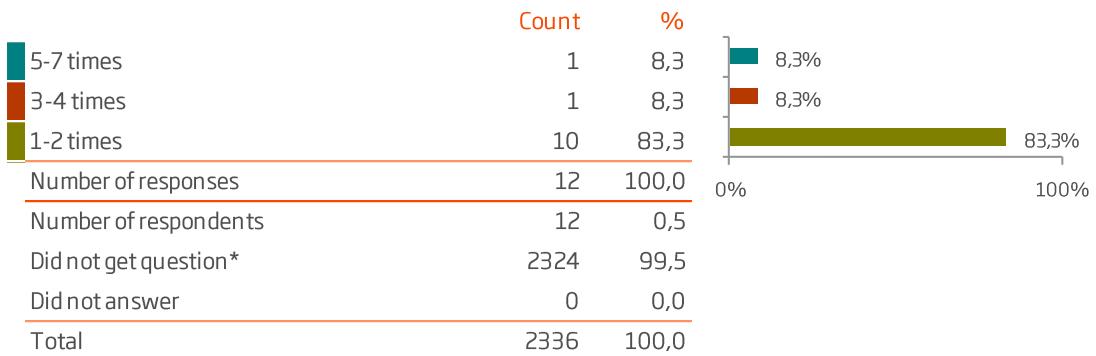
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES SKIING/SNOWBOARDING



Q.57. How many times did you go skiing/snowboarding?



*Only those who said they had paid for a skiing/snowboarding (Q.41) got this question.

Mean 1,67
Standard deviation 0,00

NUMBER OF TIMES HUNTING/FISHING



Q.58. How many times did you go hunting/fishing?

	Count	%	
1-2 times	8	100,0	
Number of responses	8	100,0	0% 100%
Number of respondents	8	0,3	
Did not get question*	2328	99,7	
Did not answer	0	0,0	
Total	2336	100,0	

*Only those who said they had paid for hunting/fishing (Q.41) got this question.

Mean 1,13
Standard deviation 0,35

NUMBER OF TIMES IN A CYCLING TOUR



Q.59. How many times did you participate in a cycling tour?

	Count	%	
1-2 times	4	100,0	
Number of responses	4	100,0	0% 100%
Number of respondents	4	0,2	
Did not get question*	2332	99,8	
Did not answer	0	0,0	
Total	2336	100,0	

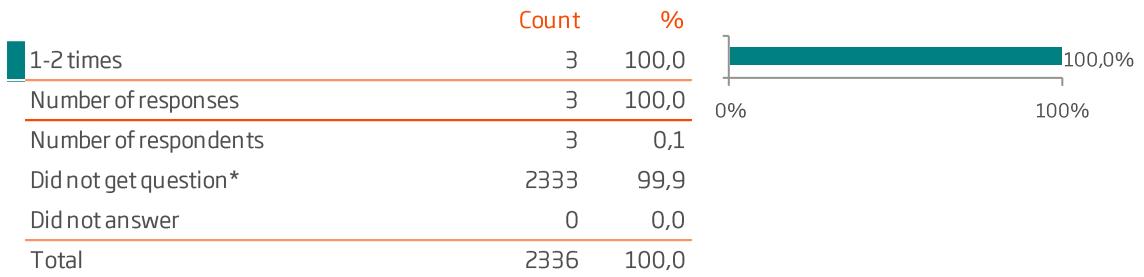
*Only those who said they had paid for a cycling tour (Q.41) got this question.

Mean 1,00
Standard deviation 0,00

NUMBER OF TIMES IN A RIVER RAFTING//KAYAKING TOUR



Q.60. How many times did you go river rafting/kayaking tour?



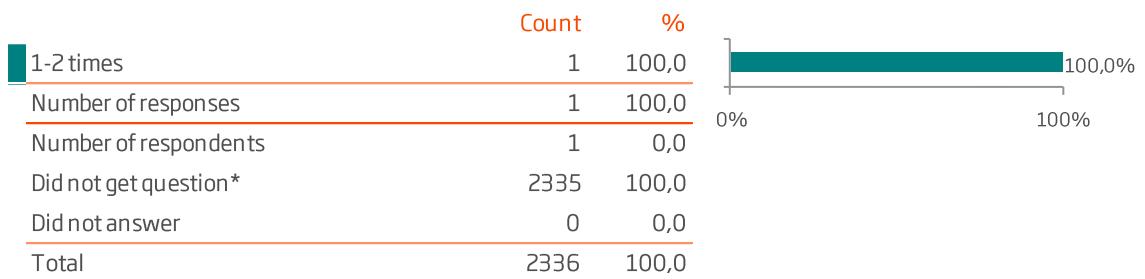
*Only those who said they had paid for a rafting/kayaking tour (Q.41) got this question.

Mean 1,00
Standard deviation 0,00

NUMBER OF TIMES PLAYING GOLF



Q.61. How many times did you play golf?

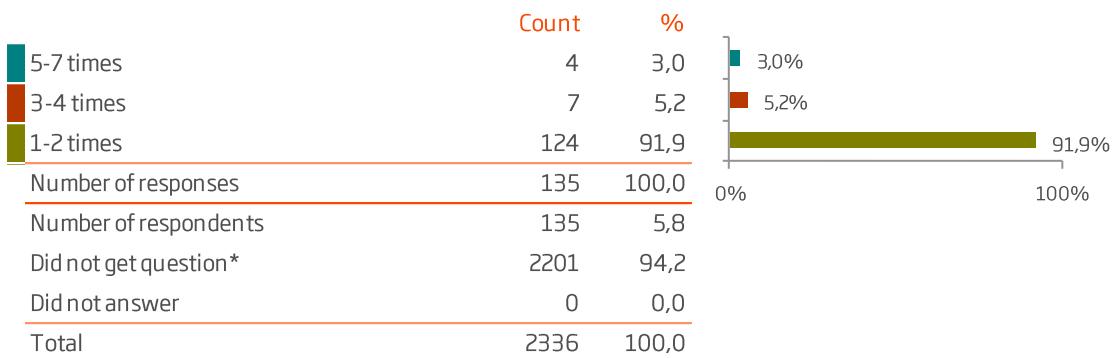


*Only those who said they had paid for playing golf (Q.41) got this question.

NUMBER OF TIMES PARTICIPATING IN ANOTHER ADVENTURE-RELATED ACTIVITY



Q.62. How many times did you participate in another adventure-related activity?



*Only those who said they had paid for another adventure-related activity (Q.41) got this question.

Mean 1,35
Standard deviation 0,00

NUMBER OF TIMES PARTICIPATING IN ANOTHER ADVENTURE-RELATED ACTIVITY



Q. 62. How many times did you participate in another adventure-related activity?

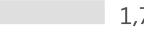
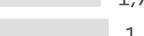
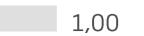
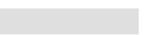
	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	135	8,1	91,9	1,35
Gender*				
Male	52	84,6	15,4	1,62
Female	80	96,3	3,8	1,19
Age				
24 years and younger	24	83,3	16,7	1,58
25-34 years	39	97,4	2,6	1,21
35-44 years	41	90,2	9,8	1,44
45-54 years	14	100,0	0,0	1,21
55 years and older	16	93,8	6,3	1,13
What is your profession?				
Managerial	22	95,5	4,5	1,41
Professionals (dr./lawyer/account. etc.)	22	100,0	0,0	1,05
Other professionals	21	85,7	14,3	1,57
Teacher/Medical care	14	100,0	0,0	1,14
Clerical/Service	9	100,0	0,0	1,11
Vocational/Technical	<5			
Student	26	80,8	19,2	1,65
Retired/Homemaker	6	83,3	16,7	1,33
Other	12	91,7	8,3	1,25
Household income				
High	51	98,0	2,0	1,18
Average	60	86,7	13,3	1,53
Low	19	89,5	10,5	1,32
Market area				
Britain	29	100,0	0,0	1,00
North America	36	91,7	8,3	1,33
Central/Southern Europe	27	92,6	7,4	1,37
Scandinavia	22	86,4	13,6	1,68
Asia	<5			
Other	19	84,2	15,8	1,53

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

NUMBER OF TIMES PARTICIPATING IN ANOTHER ADVENTURE-RELATED ACTIVITY



Q.62. How many times did you participate in another adventure-related activity?

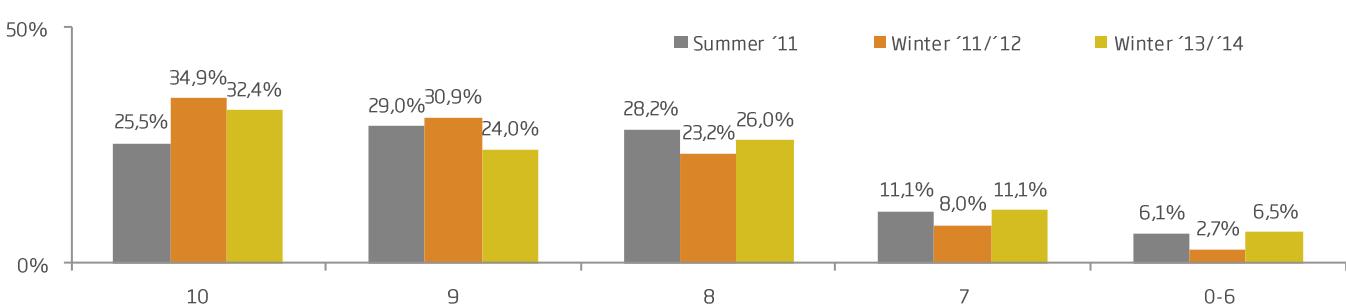
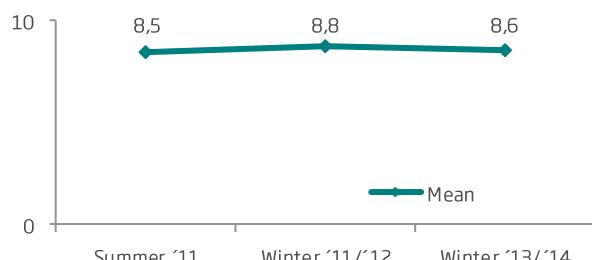
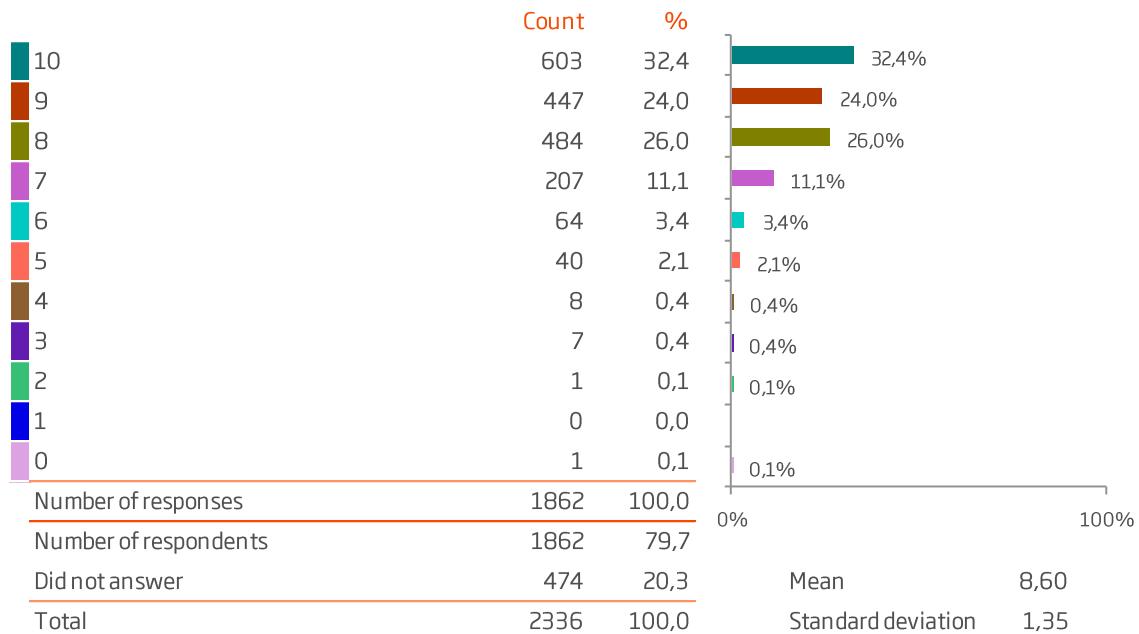
	Number of answers	More than 2 times	1-2 times	
	Count	%	%	
Total	135	8,1	91,9	 1,35
Nationality				
British	28	0,0	100,0	 1,00
American	28	10,7	89,3	 1,36
Canadian	9	0,0	100,0	 1,22
Danish	7	14,3	85,7	 1,57
Norwegian	7	14,3	85,7	 1,57
French	6	0,0	100,0	 1,17
Type of trip*	12	8,3	91,7	 1,50
Swedish	<5			
Dutch	<5			
Irish	<5			
Australian	5	0,0	100,0	 1,00
Chinese	<5			
Italian	<5			
Swiss	<5			
Other	21	19,0	81,0	 1,76
Type of trip*				
Package tour	27	3,7	96,3	 1,15
Individually-arranged tour	104	8,7	91,3	 1,38
Business-arranged tour	6	16,7	83,3	 1,83
Purpose of visit*				
Vacation/holiday	118	7,6	92,4	 1,33
Conference/large meeting	<5			
Type of trip*	6	16,7	83,3	 1,83
Education and training	7	14,3	85,7	 1,71
Visiting friends/relatives	18	27,8	72,2	 1,83
Business incentives package	<5			
Temporary employment in Iceland	<5			
Event in Iceland (leisure related)	7	0,0	100,0	 1,00
Health/medical treatment	<5			
Other	7	28,6	71,4	 2,29

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

SERVICE IN NATURE-BASED ACTIVITIES



Q.63. 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



SERVICE IN NATURE-BASED ACTIVITIES



Q.63. 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

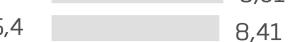
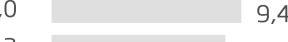
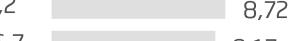
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1862	32,4	24,0	26,0	11,1	6,5	8,60
Gender*							
Male	765	28,2	24,1	28,6	12,0	7,1	8,49
Female	1084	35,1	23,8	24,4	10,5	6,2	8,67
Age*							
24 years and younger	233	35,6	24,0	20,6	11,6	8,2	8,62
25-34 years	599	38,4	22,4	24,0	9,5	5,7	8,75
35-44 years	362	29,0	26,5	26,5	11,3	6,6	8,54
45-54 years	288	29,9	25,0	28,1	12,5	4,5	8,61
55 years and older	367	25,9	22,6	30,8	12,3	8,4	8,38
What is your profession?							
Managerial	280	25,7	23,6	31,8	12,9	6,1	8,45
Professionals (dr./lawyer/account. etc.)	360	30,0	23,9	25,0	14,7	6,4	8,51
Other professionals	278	32,7	24,5	23,7	11,2	7,9	8,58
Teacher/Medical care	206	38,3	26,7	22,3	6,8	5,8	8,80
Clerical/Service	123	34,1	21,1	24,4	11,4	8,9	8,59
Vocational/Technical	59	28,8	30,5	33,9	5,1	1,7	8,76
Unskilled	12	41,7	33,3	16,7	8,3	0,0	9,08
Student	205	35,1	24,9	22,9	10,7	6,3	8,64
Retired/Homemaker	132	30,3	21,2	33,3	7,6	7,6	8,52
Other	183	38,3	20,8	24,6	11,5	4,9	8,74
Household income							
High	807	30,7	24,5	27,1	11,2	6,4	8,57
Average	740	32,4	23,6	27,3	10,5	6,1	8,62
Low	245	36,3	22,4	19,6	12,7	9,0	8,58
Market area*							
Britain	663	31,4	23,8	26,8	11,5	6,5	8,57
North America	475	42,1	21,9	20,8	9,9	5,3	8,84
Central/Southern Europe	283	24,7	25,4	28,3	14,1	7,4	8,40
Scandinavia	242	28,9	23,1	27,7	11,6	8,7	8,45
Asia	44	9,1	20,5	40,9	20,5	9,1	7,93
Other	155	32,9	31,0	27,1	4,5	4,5	8,79

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

SERVICE IN NATURE-BASED ACTIVITIES



Q.63. 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	%	%	%	%	%	
Total	1862	32,4	24,0	26,0	11,1	6,5	
Nationality*							
British	605	31,9	23,8	26,9	10,9	6,4	
American	321	48,0	20,9	19,0	8,4	3,7	
Canadian	146	33,6	22,6	24,7	12,3	6,8	
Danish	91	27,5	25,3	31,9	9,9	5,5	
Norwegian	76	28,9	21,1	26,3	13,2	10,5	
French	79	20,3	22,8	29,1	15,2	12,7	
Type of trip ⁺	75	40,0	26,7	18,7	10,7	4,0	
Swedish	47	31,9	14,9	31,9	14,9	6,4	
Dutch	41	19,5	14,6	48,8	17,1	0,0	
Irish	38	36,8	31,6	28,9	2,6	0,0	
Australian	35	25,7	34,3	31,4	2,9	5,7	
Chinese	30	10,0	33,3	36,7	13,3	6,7	
Italian	29	6,9	20,7	31,0	10,3	31,0	
Swiss	24	20,8	33,3	33,3	8,3	4,2	
Other	225	25,8	28,9	23,6	14,2	7,6	
Type of trip⁺							
Package tour	521	31,7	23,0	28,0	11,3	6,0	
Individually-arranged tour	1249	33,1	24,3	24,7	10,9	6,9	
Business-arranged tour	68	29,4	25,0	23,5	14,7	7,4	
Purpose of visit⁺							
Vacation/holiday	1675	32,3	24,2	26,0	11,0	6,4	
Type of trip ⁺	39	30,8	33,3	7,7	12,8	15,4	
Business/small meeting	40	30,0	17,5	40,0	10,0	2,5	
Education and training	67	40,3	16,4	19,4	11,9	11,9	
Visiting friends/relatives	132	31,1	20,5	28,8	12,1	7,6	
Business incentives package	10	10,0	30,0	30,0	10,0	20,0	
Temporary employment in Iceland	15	66,7	20,0	6,7	6,7	0,0	
Event in Iceland (leisure related)	116	34,5	25,0	30,2	5,2	5,2	
Health/medical treatment	6	33,3	33,3	16,7	0,0	16,7	
Other	97	33,0	28,9	23,7	10,3	4,1	

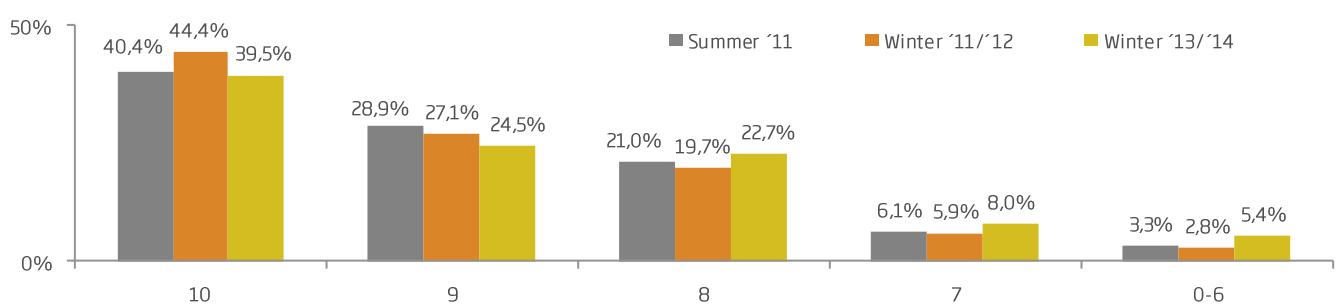
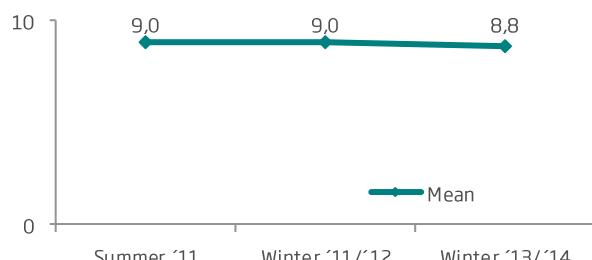
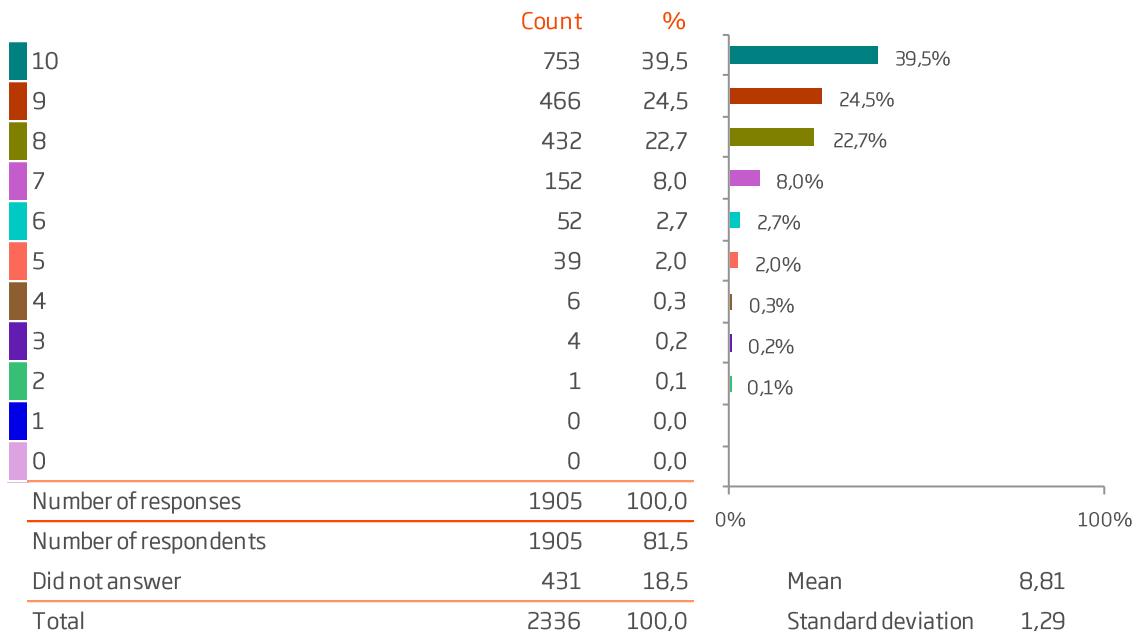
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

VARIETY OF NATURE BASED ACTIVITIES



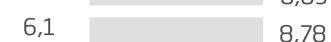
Q.64. Please rate the variety of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory



VARIETY OF NATURE BASED ACTIVITIES



Q. 64. 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	%	%	%	%	%	
Total	1905	39,5	24,5	22,7	8,0	5,4	 8,81
Gender*							
Male	792	36,0	24,7	25,1	9,0	5,2	 8,73
Female	1102	41,9	24,1	21,1	7,3	5,5	 8,86
Age*							
24 years and younger	238	43,3	25,6	18,1	7,1	5,9	 8,87
25-34 years	620	46,5	21,3	21,3	6,6	4,4	 8,97
35-44 years	364	36,0	26,4	24,5	9,3	3,8	 8,80
45-54 years	291	36,1	27,1	21,0	11,3	4,5	 8,77
55 years and older	378	32,5	24,3	27,8	6,9	8,5	 8,59
What is your profession?*							
Managerial	281	33,8	27,8	23,5	11,7	3,2	 8,74
Professionals (dr./lawyer/account. etc.)	369	36,3	23,6	23,6	8,1	8,4	 8,67
Other professionals	281	39,1	26,3	20,6	9,3	4,6	 8,84
Teacher/Medical care	208	45,7	22,6	21,6	6,3	3,8	 8,99
Clerical/Service	127	39,4	18,9	22,8	10,2	8,7	 8,65
Vocational/Technical	61	41,0	26,2	24,6	6,6	1,6	 8,97
Unskilled	13	38,5	30,8	30,8	0,0	0,0	 9,08
Student	220	45,5	26,4	18,2	5,0	5,0	 8,95
Retired/Homemaker	136	35,3	22,1	29,4	7,4	5,9	 8,69
Other	185	43,8	22,2	23,2	5,9	4,9	 8,91
Household income							
High	813	38,1	26,1	23,7	7,9	4,2	 8,83
Average	751	39,3	23,2	23,0	8,4	6,1	 8,78
Low	267	43,8	21,7	20,2	7,5	6,7	 8,84
Market area*							
Britain	661	34,8	25,9	23,1	10,7	5,4	 8,70
North America	481	49,9	23,1	18,7	4,2	4,2	 9,07
Central/Southern Europe	310	34,2	24,5	23,2	10,3	7,7	 8,61
Scandinavia	250	39,6	22,0	25,2	8,4	4,8	 8,80
Asia	44	18,2	25,0	43,2	6,8	6,8	 8,39
Other	159	44,0	26,4	22,0	3,1	4,4	 9,00

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

VARIETY OF NATURE BASED ACTIVITIES



Q.64. 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	%	%	%	%	%	
Total	1905	39,5	24,5	22,7	8,0	5,4	8,81
Nationality*							
British	605	35,0	25,8	22,8	10,9	5,5	8,71
American	324	54,3	21,6	17,3	2,8	4,0	9,15
Canadian	150	43,3	26,0	19,3	7,3	4,0	8,96
Danish	97	45,4	21,6	23,7	8,2	1,0	9,01
Norwegian	75	36,0	24,0	24,0	10,7	5,3	8,75
French	81	29,6	28,4	22,2	9,9	9,9	8,53
Type of trip ⁺	91	48,4	22,0	16,5	8,8	4,4	8,95
Swedish	48	37,5	16,7	31,3	6,3	8,3	8,63
Dutch	41	17,1	24,4	39,0	17,1	2,4	8,37
Irish	38	44,7	28,9	21,1	2,6	2,6	9,11
Australian	36	36,1	38,9	19,4	5,6	0,0	9,06
Chinese	30	23,3	30,0	36,7	3,3	6,7	8,60
Italian	28	17,9	10,7	35,7	10,7	25,0	7,64
Swiss	27	22,2	44,4	14,8	7,4	11,1	8,44
Other	234	37,6	22,2	27,4	6,4	6,4	8,75
Type of trip⁺							
Package tour	515	38,4	25,6	22,5	8,0	5,4	8,80
Individually-arranged tour	1295	40,5	23,9	22,4	8,1	5,2	8,83
Business-arranged tour	70	38,6	28,6	22,9	4,3	5,7	8,86
Purpose of visit⁺							
Vacation/holiday	1709	39,1	24,6	23,1	8,0	5,3	8,81
Type of trip ⁺	42	38,1	26,2	26,2	0,0	9,5	8,79
Business/small meeting	42	40,5	23,8	28,6	7,1	0,0	8,98
Education and training	72	50,0	22,2	19,4	5,6	2,8	9,10
Visiting friends/relatives	142	45,8	18,3	21,1	9,9	4,9	8,87
Business incentives package	10	30,0	30,0	30,0	0,0	10,0	8,70
Temporary employment in Iceland	16	62,5	12,5	6,3	12,5	6,3	9,13
Event in Iceland (leisure related)	119	37,8	27,7	21,8	6,7	5,9	8,82
Health/medical treatment	7	42,9	42,9	0,0	0,0	14,3	8,71
Other	101	42,6	31,7	12,9	8,9	4,0	8,95

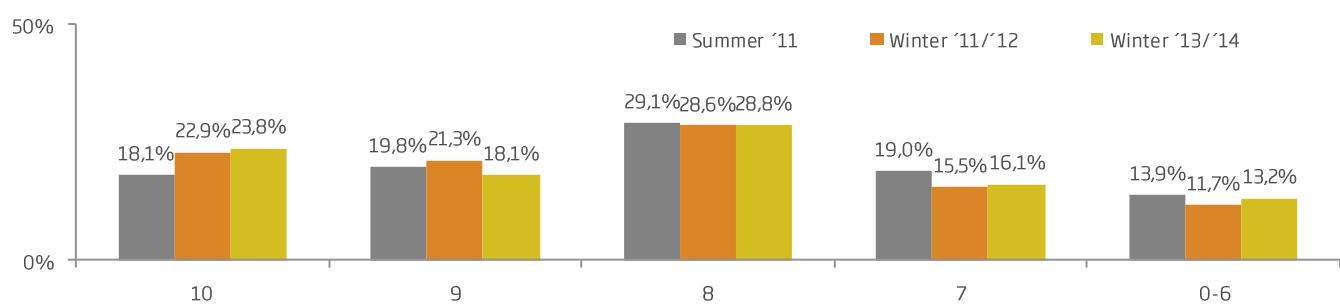
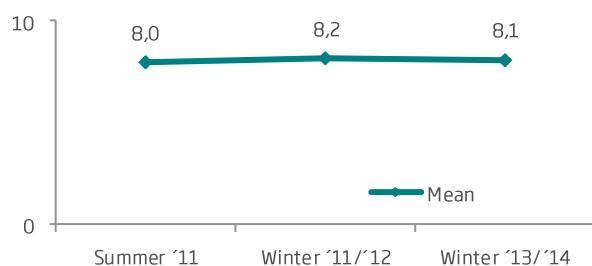
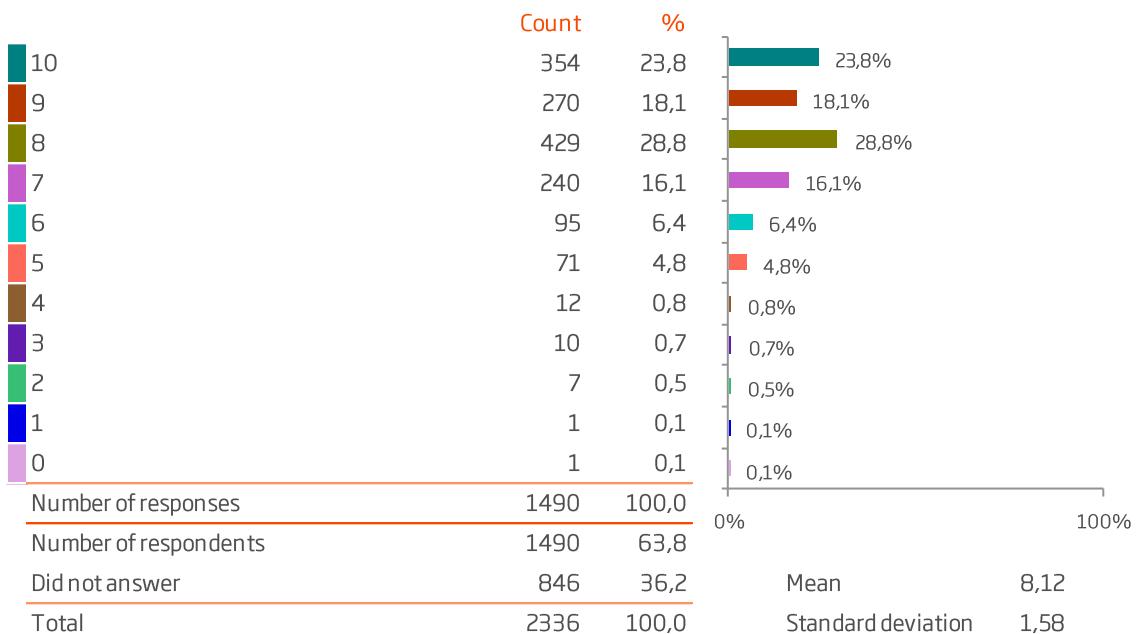
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SERVICE IN CULTURALLY BASED ACTIVITIES



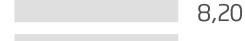
Q. 65. Please rate services in culturally based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory



SERVICE IN CULTURALLY BASED ACTIVITIES



Q. 65. 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	%	%	%	%	%	
Total	1490	23,8	18,1	28,8	16,1	13,2	 8,12
Gender							
Male	631	19,5	18,5	32,0	16,6	13,3	 8,03
Female	853	27,0	17,5	26,5	15,8	13,2	 8,18
Age							
24 years and younger	199	28,6	15,1	27,6	15,1	13,6	 8,20
25-34 years	495	25,7	17,8	27,9	17,2	11,5	 8,20
35-44 years	284	19,0	20,4	31,0	15,1	14,4	 8,03
45-54 years	229	22,3	17,0	31,4	14,8	14,4	 8,04
55 years and older	273	23,1	19,0	27,5	16,1	14,3	 8,08
What is your profession?*							
Managerial	210	19,0	16,7	35,2	14,3	14,8	 7,97
Professionals (dr./lawyer/account. etc.)	299	19,1	22,4	24,4	18,1	16,1	 7,93
Other professionals	217	20,7	18,4	28,1	18,9	13,8	 8,03
Teacher/Medical care	159	28,9	16,4	28,9	16,4	9,4	 8,33
Clerical/Service	99	26,3	19,2	23,2	16,2	15,2	 8,18
Vocational/Technical	42	19,0	11,9	40,5	11,9	16,7	 7,98
Unskilled	7	28,6	14,3	28,6	0,0	28,6	 8,00
Student	175	25,1	17,1	30,3	13,1	14,3	 8,17
Retired/Homemaker	101	25,7	19,8	25,7	12,9	15,8	 8,11
Other	161	33,5	14,3	30,4	17,4	4,3	 8,52
Household income*							
High	624	21,2	18,4	29,6	15,5	15,2	 8,00
Average	589	25,0	17,7	29,7	17,1	10,5	 8,23
Low	229	24,5	19,2	25,3	16,2	14,8	 8,12
Market area*							
Britain	544	24,3	16,2	30,5	16,9	12,1	 8,15
North America	389	31,4	20,8	26,0	13,9	8,0	 8,45
Central/Southern Europe	222	16,2	18,9	26,6	19,4	18,9	 7,81
Scandinavia	182	16,5	17,0	31,3	14,8	20,3	 7,79
Asia	29	10,3	6,9	41,4	24,1	17,2	 7,52
Other	124	25,0	21,0	27,4	13,7	12,9	 8,14

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

SERVICE IN CULTURALLY BASED ACTIVITIES



Q. 65. 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	%	%	%	%	%	
Total	1490	23,8	18,1	28,8	16,1	13,2	
Nationality*							
British	502	24,9	16,1	30,5	16,9	11,6	
American	260	37,3	21,5	23,5	11,2	6,5	
Canadian	124	21,8	17,7	33,9	16,9	9,7	
Danish	65	9,2	15,4	35,4	13,8	26,2	
Norwegian	61	18,0	24,6	29,5	9,8	18,0	
French	65	12,3	21,5	26,2	12,3	27,7	
Type of trip*	55	21,8	25,5	23,6	14,5	14,5	
Swedish	33	21,2	15,2	30,3	24,2	9,1	
Dutch	27	3,7	0,0	51,9	37,0	7,4	
Irish	36	22,2	19,4	30,6	16,7	11,1	
Purpose of visit*	30	16,7	13,3	33,3	16,7	20,0	
Chinese	24	8,3	16,7	29,2	25,0	20,8	
Italian	22	9,1	9,1	22,7	31,8	27,3	
Swiss	20	10,0	25,0	20,0	25,0	20,0	
Other	166	24,7	18,7	24,7	16,3	15,7	
Type of trip*							
Package tour	409	25,9	18,6	27,9	15,6	12,0	
Type of trip*	1010	23,7	18,0	29,0	16,2	13,1	
Business-arranged tour	55	16,4	20,0	29,1	12,7	21,8	
Purpose of visit*							
Vacation/holiday	1326	23,7	18,4	28,2	16,7	13,0	
Conference/large meeting	36	13,9	22,2	22,2	16,7	25,0	
Business/small meeting	33	33,3	9,1	30,3	18,2	9,1	
Education and training	63	30,2	7,9	28,6	6,3	27,0	
Visiting friends/relatives	111	24,3	16,2	31,5	14,4	13,5	
Business incentives package	5	0,0	40,0	20,0	20,0	20,0	
Temporary employment in Iceland	11	36,4	9,1	27,3	9,1	18,2	
Event in Iceland (leisure related)	115	29,6	20,9	35,7	12,2	1,7	
Health/medical treatment	7	14,3	57,1	14,3	0,0	14,3	
Other	90	30,0	20,0	28,9	10,0	11,1	

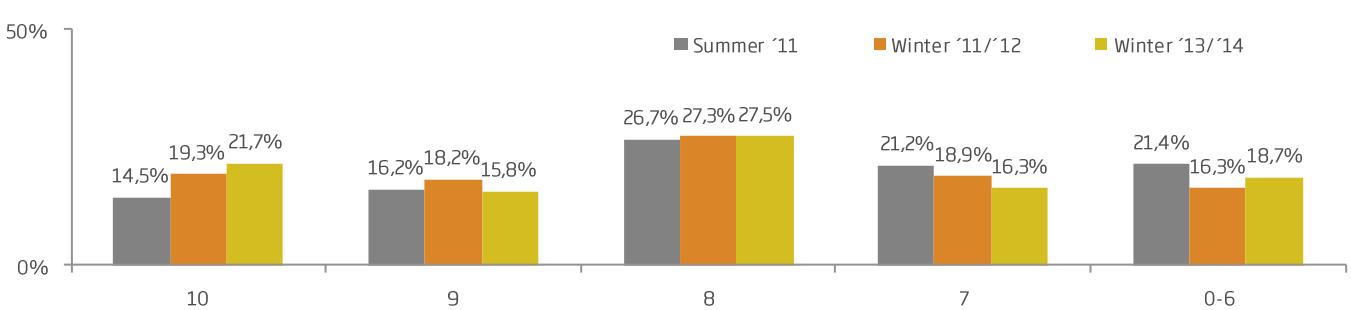
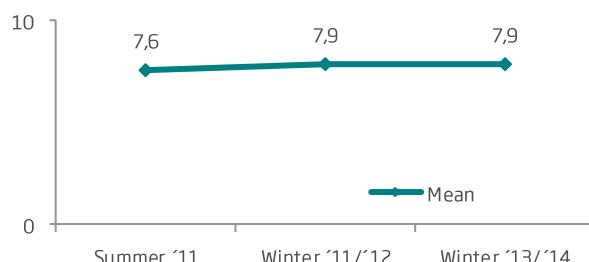
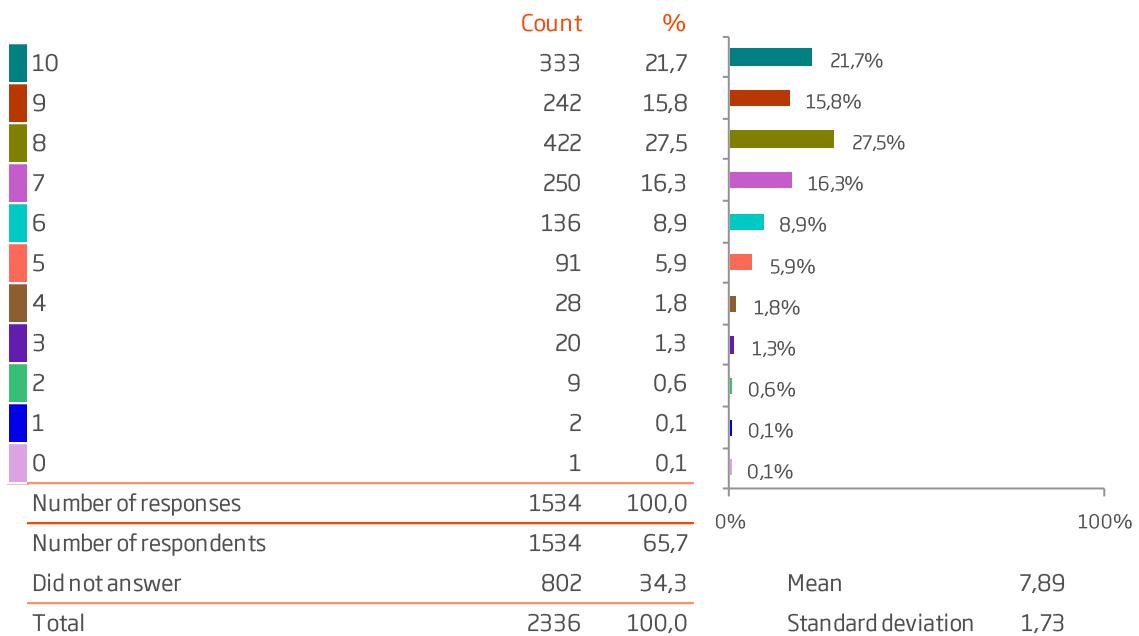
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

VARIETY OF CULTURAL ACTIVITIES



Q.66. 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



VARIETY OF CULTURAL ACTIVITIES



Q. 66. 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

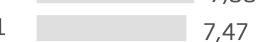
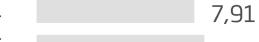
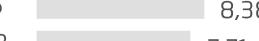
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1534	21,7	15,8	27,5	16,3	18,7	 7,89
Gender*							
Male	643	16,8	15,9	30,0	17,3	20,1	 7,72
Female	884	25,2	15,4	25,8	15,7	17,9	 7,99
Age							
24 years and younger	205	28,3	11,7	23,9	18,0	18,0	 8,01
25-34 years	505	22,4	15,4	26,9	15,6	19,6	 7,90
35-44 years	295	18,0	14,6	31,5	16,6	19,3	 7,76
45-54 years	240	20,4	18,8	26,3	15,8	18,8	 7,88
55 years and older	279	20,8	17,9	28,0	16,8	16,5	 7,92
What is your profession?*							
Managerial	219	16,9	17,4	27,9	18,7	19,2	 7,75
Professionals (dr./lawyer/account. etc.)	310	19,7	15,8	25,5	13,9	25,2	 7,65
Other professionals	224	18,3	17,9	28,1	17,9	17,9	 7,88
Teacher/Medical care	159	25,8	12,6	28,9	21,4	11,3	 8,11
Clerical/Service	103	25,2	16,5	25,2	13,6	19,4	 7,96
Vocational/Technical	44	18,2	13,6	34,1	13,6	20,5	 7,82
Unskilled	9	11,1	0,0	33,3	22,2	33,3	 6,89
Student	182	25,3	14,3	24,2	15,4	20,9	 7,87
Retired/Homemaker	101	23,8	17,8	25,7	12,9	19,8	 7,90
Other	163	26,4	15,3	31,9	15,3	11,0	 8,26
Household income*							
High	643	19,9	17,0	26,0	16,0	21,2	 7,77
Average	599	22,9	14,4	31,2	16,2	15,4	 8,02
Low	241	20,3	17,4	24,1	17,4	20,7	 7,80
Market area*							
Britain	548	24,3	14,1	26,5	17,0	18,2	 7,97
North America	398	26,9	18,6	26,1	13,8	14,6	 8,15
Central/Southern Europe	240	14,6	14,6	26,7	18,3	25,8	 7,49
Scandinavia	193	14,5	15,5	30,1	16,6	23,3	 7,56
Asia	30	6,7	16,7	33,3	30,0	13,3	 7,57
Other	125	22,4	16,8	32,8	13,6	14,4	 8,00

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

VARIETY OF CULTURAL ACTIVITIES



Q. 66. 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	%	%	%	%	%	
Total	1534	21,7	15,8	27,5	16,3	18,7	 7,89
Nationality*							
British	506	25,3	14,4	26,3	17,2	16,8	 8,03
American	266	31,2	18,8	25,6	11,3	13,2	 8,32
Canadian	127	20,5	15,0	31,5	19,7	13,4	 7,91
Danish	71	2,8	15,5	40,8	14,1	26,8	 7,30
Norwegian	63	20,6	23,8	20,6	20,6	14,3	 8,05
French	68	13,2	13,2	17,6	20,6	35,3	 7,13
Type of trip ⁺	66	16,7	15,2	33,3	13,6	21,2	 7,76
Swedish	35	20,0	11,4	17,1	25,7	25,7	 7,31
Dutch	28	0,0	3,6	50,0	28,6	17,9	 7,36
Irish	36	27,8	11,1	27,8	16,7	16,7	 7,86
Purpose of visit ⁺	29	20,7	10,3	34,5	13,8	20,7	 7,90
Chinese	24	4,2	20,8	20,8	29,2	25,0	 7,46
Italian	22	13,6	9,1	31,8	13,6	31,8	 7,36
Swiss	22	9,1	27,3	18,2	13,6	31,8	 7,09
Other	171	18,7	17,5	28,7	12,9	22,2	 7,73
Type of trip⁺							
Package tour	413	24,5	17,2	25,4	17,7	15,3	 8,07
Type of trip ⁺	1046	21,0	15,1	29,1	15,5	19,3	 7,86
Business-arranged tour	56	19,6	17,9	19,6	23,2	19,6	 7,64
Purpose of visit⁺							
Vacation/holiday	1369	21,5	15,2	28,1	16,7	18,6	 7,88
Conference/large meeting	38	13,2	23,7	18,4	23,7	21,1	 7,47
Business/small meeting	33	27,3	15,2	21,2	18,2	18,2	 8,03
Education and training	61	26,2	14,8	23,0	9,8	26,2	 7,84
Visiting friends/relatives	117	21,4	17,1	29,1	16,2	16,2	 7,94
Business incentives package	6	0,0	33,3	16,7	33,3	16,7	 7,33
Temporary employment in Iceland	11	18,2	18,2	18,2	36,4	9,1	 7,91
Event in Iceland (leisure related)	117	25,6	22,2	32,5	11,1	8,5	 8,38
Health/medical treatment	7	0,0	57,1	28,6	0,0	14,3	 7,71
Other	93	28,0	21,5	25,8	12,9	11,8	 8,19

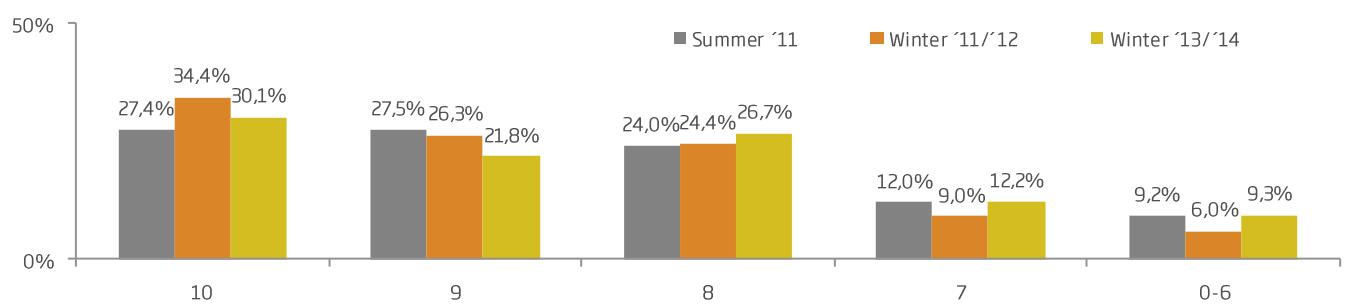
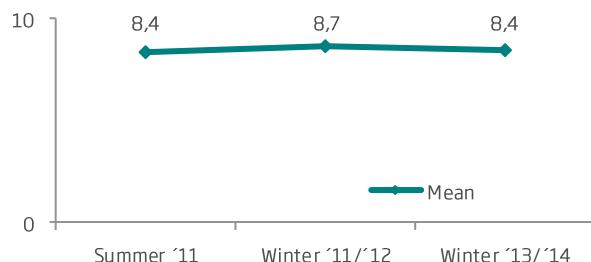
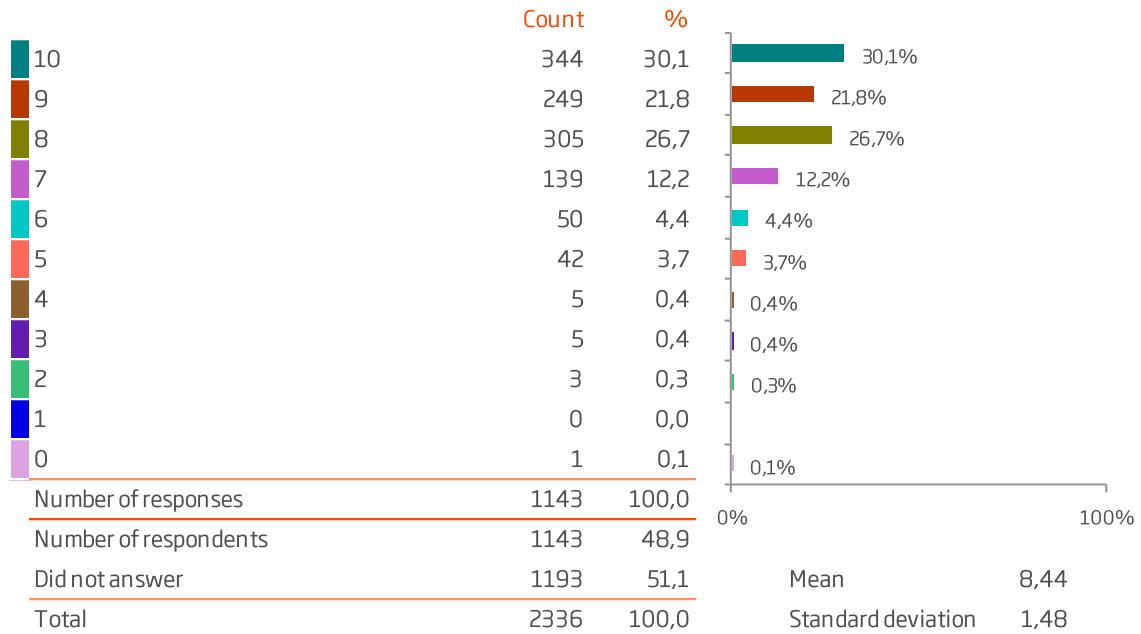
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SERVICE IN HEALTH-RELATED ACTIVITIES



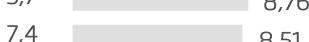
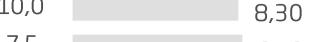
Q.67. Please rate services in health-related activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory



SERVICE IN HEALTH-RELATED ACTIVITIES



Q.67. 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

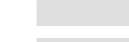
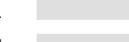
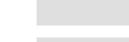
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1143	30,1	21,8	26,7	12,2	9,3	 8,44
Gender							
Male	465	26,5	21,7	28,0	13,8	10,1	 8,34
Female	672	32,6	21,9	25,6	11,2	8,8	 8,50
Age*							
24 years and younger	150	39,3	14,0	26,7	13,3	6,7	 8,59
25-34 years	387	34,9	21,4	24,5	9,8	9,3	 8,55
35-44 years	224	25,9	25,0	29,0	12,1	8,0	 8,43
45-54 years	191	23,0	26,2	28,8	13,6	8,4	 8,35
55 years and older	187	25,1	20,3	26,2	14,4	13,9	 8,19
What is your profession?							
Managerial	172	22,1	30,2	26,7	11,0	9,9	 8,34
Professionals (dr./lawyer/account. etc.)	207	24,2	21,3	28,5	13,5	12,6	 8,21
Other professionals	172	30,2	23,3	26,7	12,8	7,0	 8,56
Teacher/Medical care	122	45,9	13,9	22,1	12,3	5,7	 8,76
Clerical/Service	81	30,9	25,9	25,9	9,9	7,4	 8,51
Vocational/Technical	38	23,7	13,2	39,5	10,5	13,2	 8,21
Unskilled	10	10,0	40,0	40,0	0,0	10,0	 8,30
Student	134	35,8	17,2	26,1	13,4	7,5	 8,53
Retired/Homemaker	75	21,3	21,3	34,7	13,3	9,3	 8,25
Other	119	35,3	20,2	21,8	12,6	10,1	 8,53
Household income							
High	463	27,0	24,6	25,5	12,7	10,2	 8,39
Average	484	32,9	19,8	28,1	11,0	8,3	 8,50
Low	160	28,8	20,6	23,8	15,6	11,3	 8,32
Market area*							
Britain	439	31,0	21,4	27,3	11,2	9,1	 8,49
North America	260	38,8	22,3	21,2	10,4	7,3	 8,68
Central/Southern Europe	154	18,2	20,8	32,5	18,2	10,4	 8,08
Scandinavia	165	25,5	23,0	24,8	15,2	11,5	 8,23
Asia	25	12,0	24,0	44,0	16,0	4,0	 8,20
Other	100	34,0	21,0	28,0	6,0	11,0	 8,52

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

SERVICE IN HEALTH-RELATED ACTIVITIES



Q.67. 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	%	%	%	%	%	
Total	1143	30,1	21,8	26,7	12,2	9,3	 8,44
Nationality*							
British	402	31,1	22,4	26,1	11,2	9,2	 8,50
American	165	46,1	22,4	18,2	7,9	5,5	 8,92
Canadian	91	30,8	20,9	25,3	13,2	9,9	 8,43
Danish	65	20,0	33,8	24,6	10,8	10,8	 8,29
Norwegian	45	22,2	15,6	33,3	22,2	6,7	 8,22
French	29	10,3	13,8	31,0	13,8	31,0	 7,24
Type of trip ⁺	39	25,6	17,9	30,8	20,5	5,1	 8,36
Swedish	34	26,5	20,6	23,5	11,8	17,6	 7,97
Dutch	24	8,3	16,7	45,8	20,8	8,3	 7,92
Irish	26	34,6	11,5	42,3	3,8	7,7	 8,62
Purpose of visit ⁺	21	28,6	19,0	33,3	14,3	4,8	 8,48
Chinese	21	23,8	33,3	33,3	9,5	0,0	 8,71
Italian	28	21,4	39,3	21,4	7,1	10,7	 8,46
Swiss	13	23,1	23,1	38,5	15,4	0,0	 8,54
Other	140	27,9	17,1	28,6	15,0	11,4	 8,21
Type of trip⁺							
Package tour	339	33,0	22,1	26,8	9,7	8,3	 8,57
Type of trip ⁺	752	29,7	21,5	26,9	12,4	9,6	 8,41
Business-arranged tour	50	24,0	24,0	22,0	20,0	10,0	 8,24
Purpose of visit⁺							
Vacation/holiday	1013	30,2	21,5	26,7	12,5	9,1	 8,44
Conference/large meeting	33	21,2	21,2	24,2	21,2	12,1	 8,15
Business/small meeting	27	25,9	22,2	29,6	0,0	22,2	 8,11
Education and training	42	38,1	14,3	21,4	9,5	16,7	 8,36
Visiting friends/relatives	77	31,2	15,6	29,9	10,4	13,0	 8,30
Business incentives package	5	0,0	40,0	20,0	40,0	0,0	 8,00
Temporary employment in Iceland	13	38,5	30,8	15,4	7,7	7,7	 8,85
Event in Iceland (leisure related)	72	23,6	31,9	26,4	9,7	8,3	 8,49
Health/medical treatment	6	66,7	16,7	0,0	0,0	16,7	 8,67
Other	63	34,9	25,4	22,2	9,5	7,9	 8,65

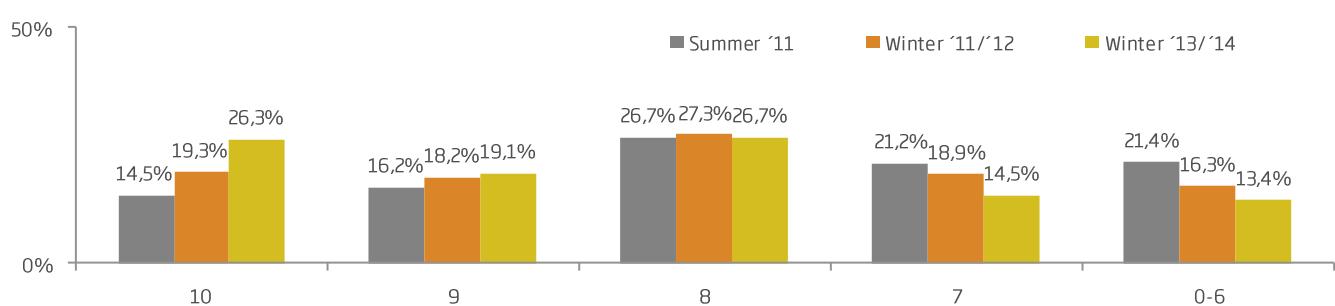
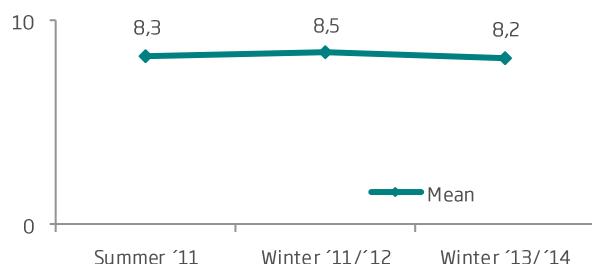
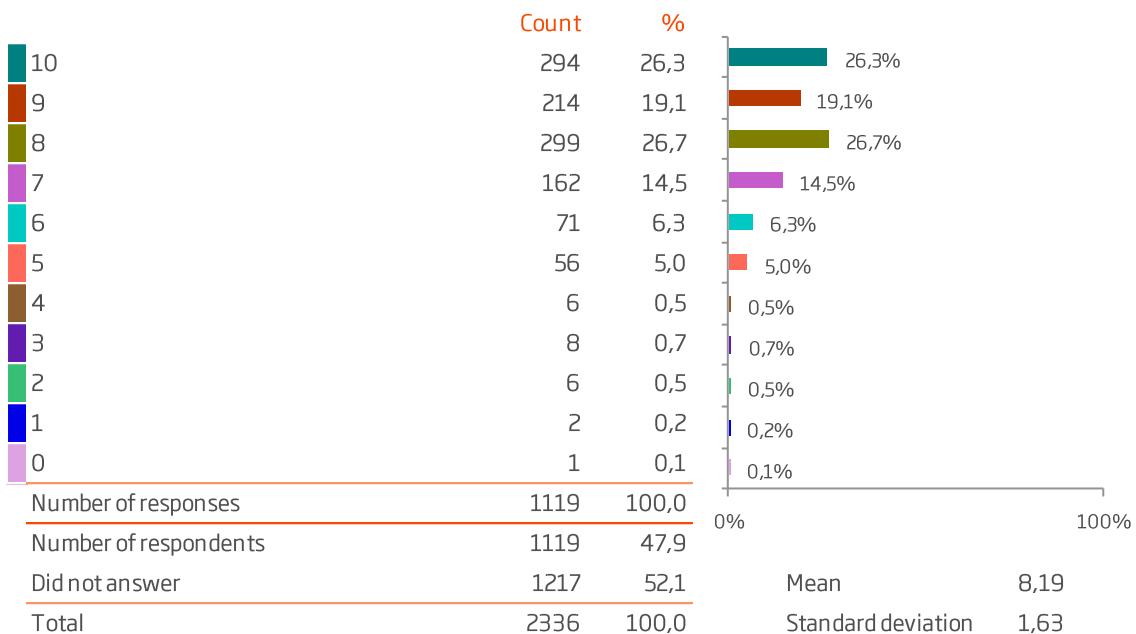
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

VARIETY OF HEALTH-RELATED ACTIVITIES



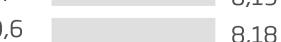
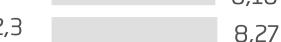
Q.68. Please rate the variety of health-related activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory



VARIETY OF HEALTH-RELATED ACTIVITIES



Q. 68. 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

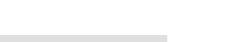
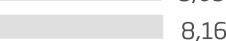
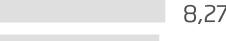
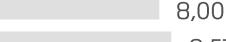
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1119	26,3	19,1	26,7	14,5	13,4	 8,19
Gender							
Male	458	23,4	20,3	26,2	16,2	14,0	 8,10
Female	656	28,2	18,1	27,1	13,4	13,1	 8,24
Age							
24 years and younger	155	30,3	14,8	28,4	11,0	15,5	 8,16
25-34 years	383	29,5	17,8	27,2	11,5	14,1	 8,26
35-44 years	213	23,5	20,2	28,6	16,4	11,3	 8,19
45-54 years	189	20,6	25,4	23,8	19,6	10,6	 8,18
55 years and older	175	25,1	17,7	25,1	16,0	16,0	 8,05
What is your profession?*							
Managerial	168	20,2	22,6	29,8	14,3	13,1	 8,13
Professionals (dr./lawyer/account. etc.)	206	21,8	18,9	25,2	17,5	16,5	 7,95
Other professionals	167	28,1	19,8	24,6	15,6	12,0	 8,31
Teacher/Medical care	117	41,0	13,7	19,7	15,4	10,3	 8,48
Clerical/Service	81	32,1	23,5	24,7	9,9	9,9	 8,49
Vocational/Technical	39	17,9	17,9	41,0	12,8	10,3	 8,18
Unskilled	9	0,0	22,2	55,6	0,0	22,2	 7,44
Student	139	25,2	17,3	30,9	10,1	16,5	 8,06
Retired/Homemaker	63	20,6	14,3	28,6	20,6	15,9	 7,86
Other	117	29,1	21,4	24,8	13,7	11,1	 8,38
Household income							
High	451	24,8	22,2	23,7	16,6	12,6	 8,18
Average	470	28,5	17,4	28,9	12,8	12,3	 8,27
Low	163	22,7	17,2	28,2	12,9	19,0	 7,94
Market area*							
Britain	426	26,5	18,8	27,2	15,5	12,0	 8,23
North America	260	34,6	21,5	19,2	13,1	11,5	 8,42
Central/Southern Europe	155	14,8	17,4	34,2	14,2	19,4	 7,79
Scandinavia	157	24,2	16,6	28,7	16,6	14,0	 8,06
Asia	25	8,0	20,0	32,0	20,0	20,0	 7,68
Other	96	29,2	20,8	28,1	9,4	12,5	 8,32

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

VARIETY OF HEALTH-RELATED ACTIVITIES



Q. 68. 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	%	%	%	%	%	
Total	1119	26,3	19,1	26,7	14,5	13,4	 8,19
Nationality*							
British	390	26,9	19,2	26,4	15,4	12,1	 8,24
American	166	39,2	21,1	21,1	10,2	8,4	 8,63
Canadian	91	30,8	20,9	17,6	15,4	15,4	 8,22
Danish	65	24,6	21,5	29,2	15,4	9,2	 8,26
Norwegian	44	22,7	20,5	27,3	18,2	11,4	 8,25
French	29	6,9	10,3	31,0	17,2	34,5	 7,07
Type of trip*	43	18,6	23,3	30,2	14,0	14,0	 8,12
Swedish	27	22,2	11,1	25,9	14,8	25,9	 7,37
Dutch	23	0,0	8,7	52,2	30,4	8,7	 7,57
Irish	25	36,0	20,0	28,0	8,0	8,0	 8,64
Purpose of visit*	20	25,0	5,0	40,0	15,0	15,0	 7,80
Chinese	21	14,3	28,6	23,8	14,3	19,0	 8,05
Italian	24	16,7	16,7	29,2	12,5	25,0	 7,79
Swiss	13	23,1	23,1	46,2	0,0	7,7	 8,54
Other	138	21,7	18,1	29,0	14,5	16,7	 7,96
Type of trip*							
Package tour	326	28,5	19,6	27,6	13,2	11,0	 8,33
Type of trip*	743	25,8	18,6	27,2	14,1	14,3	 8,14
Business-arranged tour	47	25,5	21,3	19,1	23,4	10,6	 8,19
Purpose of visit*							
Vacation/holiday	992	26,4	19,1	26,5	14,8	13,2	 8,19
Conference/large meeting	31	19,4	16,1	29,0	22,6	12,9	 8,03
Business/small meeting	25	28,0	24,0	24,0	4,0	20,0	 8,16
Education and training	41	39,0	9,8	26,8	7,3	17,1	 8,37
Visiting friends/relatives	74	27,0	24,3	29,7	5,4	13,5	 8,41
Business incentives package	<5						
Temporary employment in Iceland	14	28,6	28,6	21,4	7,1	14,3	 8,50
Event in Iceland (leisure related)	70	21,4	28,6	24,3	14,3	11,4	 8,27
Health/medical treatment	5	40,0	20,0	20,0	0,0	20,0	 8,00
Other	63	34,9	17,5	28,6	12,7	6,3	 8,57

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

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

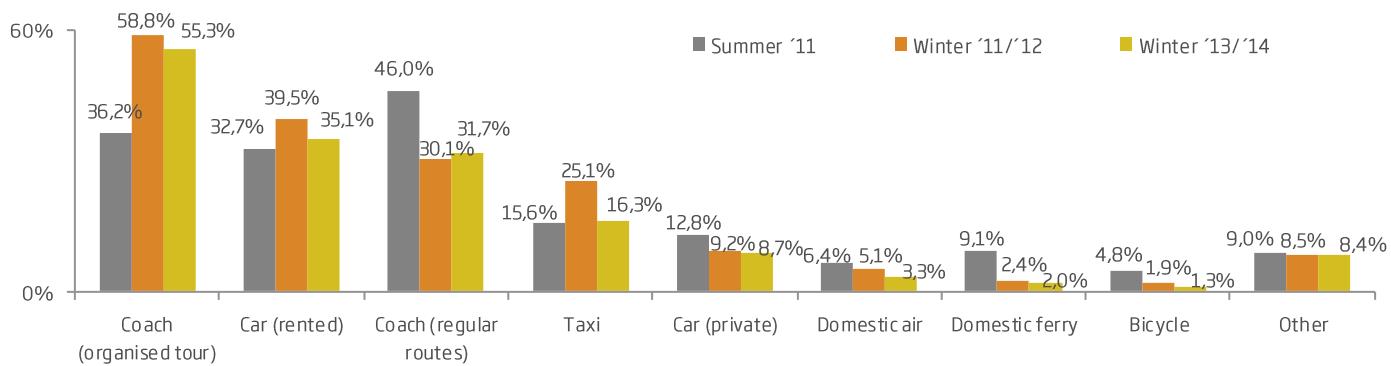
VARIETY OF HEALTH-RELATED ACTIVITES



Q.69. What means of transport did you use during your stay in Iceland?

	Count	% respondents	% responses
Coach (organised tour)	1204	55,3	34,2
Car (rented)	764	35,1	21,7
Coach (regular routes)	689	31,7	19,5
Taxi	354	16,3	10,0
Car (private)	189	8,7	5,4
Domestic air	72	3,3	2,0
Domestic ferry	43	2,0	1,2
Bicycle	28	1,3	0,8
Other	182	8,4	5,2
Number of responses*	3525	162,0	100,0
Number of respondents	2176	93,2	
Did not answer	160	6,8	
Total	2336	100,0	

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



VARIETY OF HEALTH-RELATED ACTIVITES



Q. 69. What means of transport did you use during your stay in Iceland?

	Number of answers	Coach (organised tour)	Car (rented)	Coach (regular routes)	Taxi	Other
	Count	%	%	%	%	%
Total	2176					
Gender						
Male	909	51,2	38,5	33,6	17,7	18,2
Female	1253	58,5	32,2	30,5	15,3	22,1
Age						
24 years and younger	250	56,0	34,0	31,6	20,0	24,8
25-34 years	665	49,0	42,9	30,1	13,4	20,2
35-44 years	422	54,3	32,0	35,3	20,1	21,1
45-54 years	352	57,1	33,8	31,5	18,5	20,2
55 years and older	471	63,5	28,5	30,8	12,7	18,7
What is your profession?						
Managerial	323	55,1	35,3	28,8	20,7	14,9
Professionals (dr./lawyer/account. etc.)	417	52,8	35,3	32,1	18,0	19,9
Other professionals	320	59,1	36,3	31,9	12,5	23,4
Teacher/Medical care	226	59,3	31,0	30,5	15,9	23,0
Clerical/Service	139	62,6	30,2	28,1	13,7	13,7
Vocational/Technical	69	58,0	29,0	36,2	18,8	13,0
Unskilled	14	57,1	35,7	28,6	0,0	28,6
Student	242	41,7	45,5	35,5	16,1	26,0
Retired/Homemaker	182	67,0	27,5	28,6	9,3	15,9
Other	217	50,7	38,2	34,6	20,3	25,3
Household income						
High	937	55,1	38,8	30,3	17,3	20,0
Average	849	59,1	30,9	31,8	16,8	18,3
Low	302	45,4	38,1	36,1	11,6	25,5
Market area						
Britain	729	70,4	23,5	29,6	13,6	14,8
North America	547	53,2	39,5	35,3	15,0	24,5
Central/Southern Europe	358	32,4	56,1	29,1	12,0	24,3
Scandinavia	315	49,2	29,8	36,8	29,5	24,8
Asia	49	63,3	36,7	22,4	6,1	16,3

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

MEANS OF TRANSPORT DURING STAY



Q. 69. What means of transport did you use during your stay in Iceland?

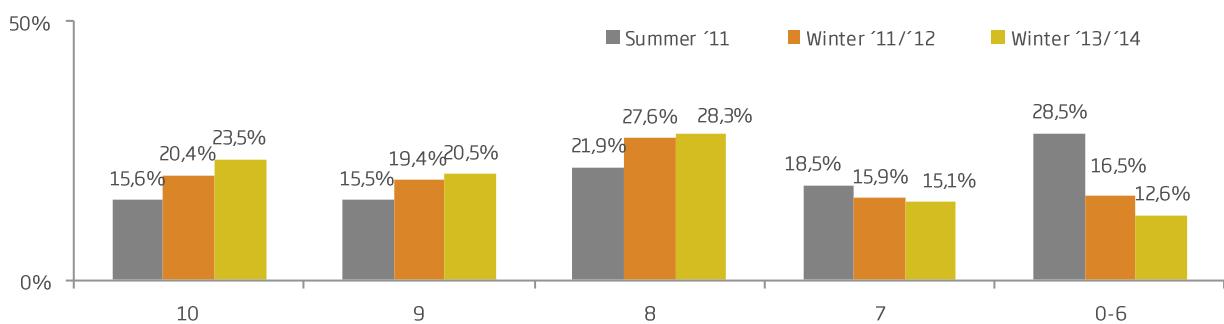
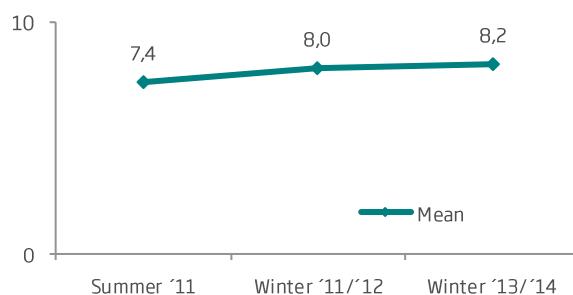
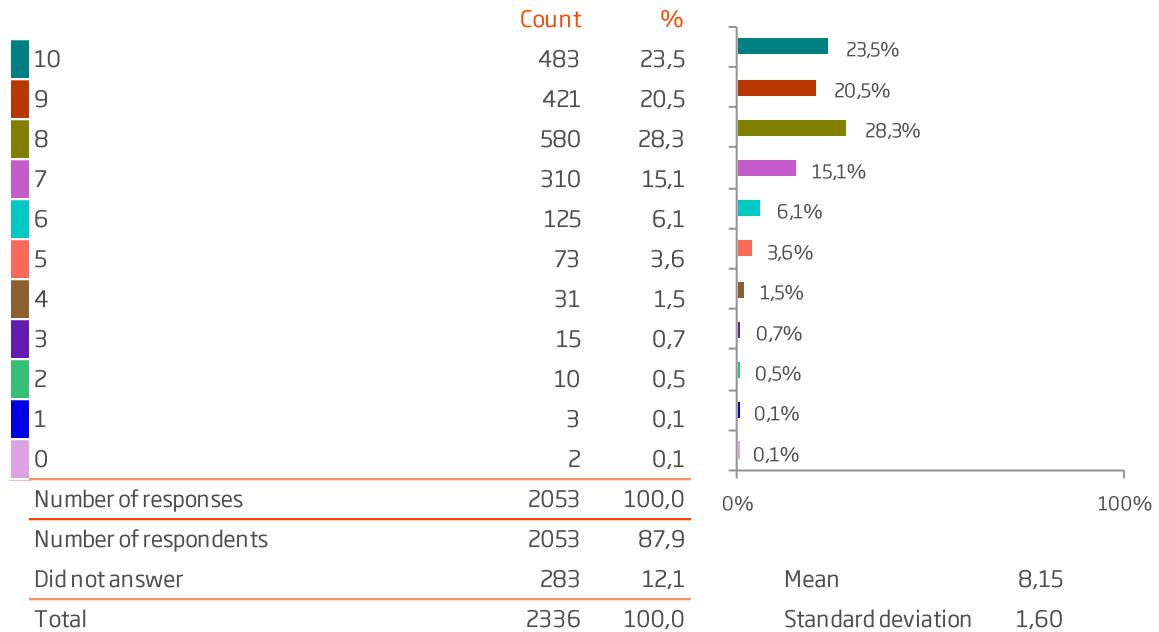
	Number of answers	Coach (organised tour)	Car (rented)	Coach (regular routes)	Taxi	Other
	Count	%	%	%	%	%
Total	2176					
Nationality						
British	671	69,3	24,0	30,1	14,2	14,9
American	373	52,8	37,5	36,5	16,9	23,9
Canadian	170	55,3	42,4	34,1	13,5	26,5
Danish	119	46,2	38,7	31,9	23,5	25,2
Norwegian	101	46,5	25,7	45,5	46,5	25,7
French	95	32,6	58,9	22,1	4,2	15,8
German	101	28,7	64,4	41,6	12,9	27,7
Swedish	59	50,8	32,2	25,4	10,2	15,3
Dutch	51	43,1	51,0	19,6	11,8	19,6
Irish	42	76,2	19,0	26,2	28,6	7,1
Australian	40	65,0	27,5	22,5	12,5	25,0
Chinese	32	62,5	25,0	34,4	6,3	15,6
Italian	32	75,0	21,9	12,5	18,8	9,4
Swiss	31	29,0	61,3	29,0	16,1	38,7
Other	259	47,5	38,6	29,7	15,1	23,6
Type of trip						
Package tour	567	82,5	12,9	29,1	16,6	14,6
Individually-arranged tour	1487	46,3	43,8	32,1	15,4	22,4
Business-arranged tour	94	50,0	22,3	41,5	34,0	27,7
Purpose of visit						
Vacation/holiday	1906	57,9	35,9	30,1	14,7	18,6
Conference/large meeting	65	38,5	18,5	55,4	40,0	36,9
Business/small meeting	63	39,7	23,8	42,9	33,3	30,2
Education and training	81	50,6	33,3	42,0	25,9	42,0
Visiting friends/relatives	166	21,7	43,4	38,0	16,9	54,2
Business incentives package	14	42,9	42,9	42,9	50,0	7,1
Temporary employment in Iceland	19	31,6	36,8	52,6	26,3	68,4
Event in Iceland (leisure related)	136	50,0	33,8	41,2	27,9	19,9
Health/medical treatment	8	25,0	50,0	50,0	37,5	12,5
Other	127	51,2	42,5	31,5	18,9	22,8

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

ROAD CONDITIONS



Q. 70. Please rate road conditions in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory



ROAD CONDITIONS



Q. 70. 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	Number of answers				
		10	9	8	7	0-6
	Count	%	%	%	%	%
Total	2053	23,5	20,5	28,3	15,1	12,6
Gender						
Male	862	20,5	22,2	28,7	14,8	13,8
Female	1177	25,7	19,5	27,9	15,2	11,8
Age*						
24 years and younger	240	19,6	15,0	29,2	18,3	17,9
25-34 years	625	25,9	18,6	28,0	14,9	12,6
35-44 years	393	22,4	21,1	28,0	14,8	13,7
45-54 years	336	25,0	20,2	30,7	14,3	9,8
55 years and older	445	21,8	26,3	27,0	14,4	10,6
What is your profession?*						
Managerial	307	22,1	17,9	32,6	15,0	12,4
Professionals (dr./lawyer/account. etc.)	391	18,9	22,5	27,1	16,1	15,3
Other professionals	295	23,1	21,7	26,8	17,3	11,2
Teacher/Medical care	216	34,7	18,5	24,5	11,6	10,6
Clerical/Service	133	28,6	24,1	27,1	8,3	12,0
Vocational/Technical	63	23,8	22,2	33,3	12,7	7,9
Unskilled	14	21,4	21,4	14,3	14,3	28,6
Student	233	22,3	15,5	27,0	16,3	18,9
Retired/Homemaker	173	20,2	28,3	29,5	15,0	6,9
Other	203	24,1	17,7	30,5	17,2	10,3
Household income						
High	888	22,2	22,3	28,6	14,3	12,6
Average	804	25,2	18,4	28,5	14,9	12,9
Low	283	21,9	19,8	28,3	18,0	12,0
Market area?*						
Britain	689	26,3	20,2	29,5	15,4	8,7
North America	514	30,9	22,2	23,0	13,4	10,5
Central/Southern Europe	346	15,3	15,3	29,8	19,4	20,2
Scandinavia	285	15,4	21,8	31,9	13,7	17,2
Asia	47	14,9	19,1	44,7	8,5	12,8
Other	172	22,7	25,6	25,6	14,5	11,6
Australian	36	11,1	30,6	30,6	13,9	13,9
Chinese	32	21,9	18,8	25,0	15,6	18,8
Italian	32	15,6	12,5	31,3	21,9	18,8
Swiss	27	14,8	29,6	29,6	14,8	11,1
Other	249	20,1	21,3	30,9	13,7	14,1

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

ROAD CONDITIONS



Q. 70. 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	%	%	%	%	%	
Total	2053	23,5	20,5	28,3	15,1	12,6	
Nationality*							
British	636	27,7	19,7	29,7	14,9	8,0	
American	350	31,7	20,9	22,0	14,3	11,1	
Canadian	158	29,7	26,6	23,4	10,1	10,1	
Danish	112	13,4	25,0	38,4	8,9	14,3	
Norwegian	88	17,0	18,2	33,0	18,2	13,6	
French	90	11,1	17,8	24,4	18,9	27,8	
German	101	17,8	12,9	27,7	17,8	23,8	
Swedish	53	15,1	22,6	18,9	20,8	22,6	
Dutch	50	10,0	12,0	42,0	28,0	8,0	
Irish	39	20,5	20,5	25,6	20,5	12,8	
Australian	36	11,1	30,6	30,6	13,9	13,9	
Chinese	32	21,9	18,8	25,0	15,6	18,8	
Italian	32	15,6	12,5	31,3	21,9	18,8	
Swiss	27	14,8	29,6	29,6	14,8	11,1	
Other	249	20,1	21,3	30,9	13,7	14,1	
Type of trip*							
Package tour	537	28,7	19,7	27,4	14,5	9,7	
Individually-arranged tour	1404	22,4	20,9	28,3	15,2	13,3	
Business-arranged tour	89	9,0	19,1	34,8	18,0	19,1	
Purpose of visit*							
Vacation/holiday	1805	24,2	20,1	28,3	15,1	12,3	
Conference/large meeting	60	11,7	28,3	25,0	18,3	16,7	
Business/small meeting	57	19,3	19,3	31,6	14,0	15,8	
Education and training	80	28,8	15,0	23,8	11,3	21,3	
Visiting friends/relatives	159	15,7	17,6	37,7	14,5	14,5	
Business incentives package	12	25,0	8,3	25,0	25,0	16,7	
Temporary employment in Iceland	19	10,5	15,8	21,1	31,6	21,1	
Event in Iceland (leisure related)	123	22,0	28,5	24,4	13,8	11,4	
Health/medical treatment	8	0,0	37,5	50,0	0,0	12,5	
Other	121	24,8	25,6	23,1	14,0	12,4	

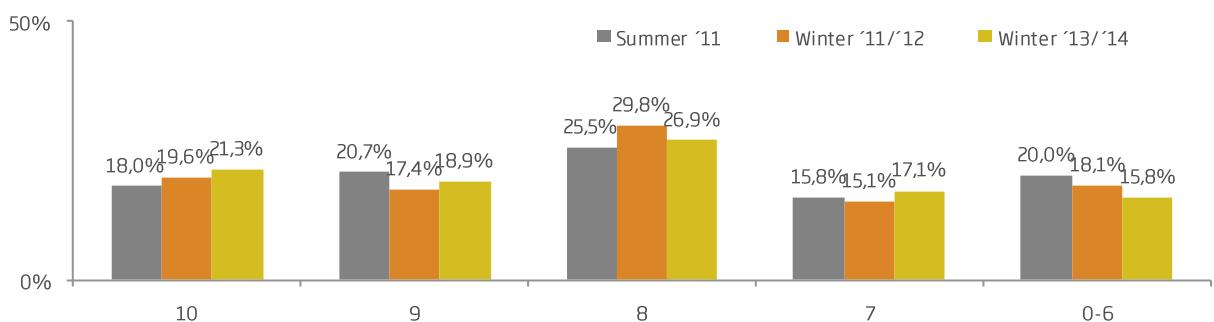
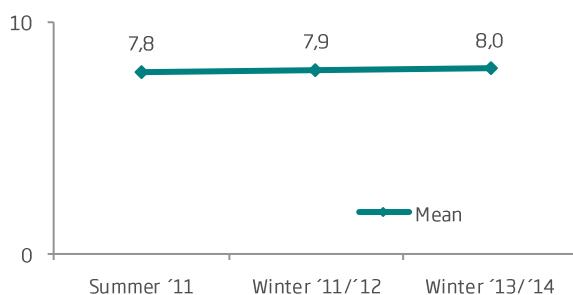
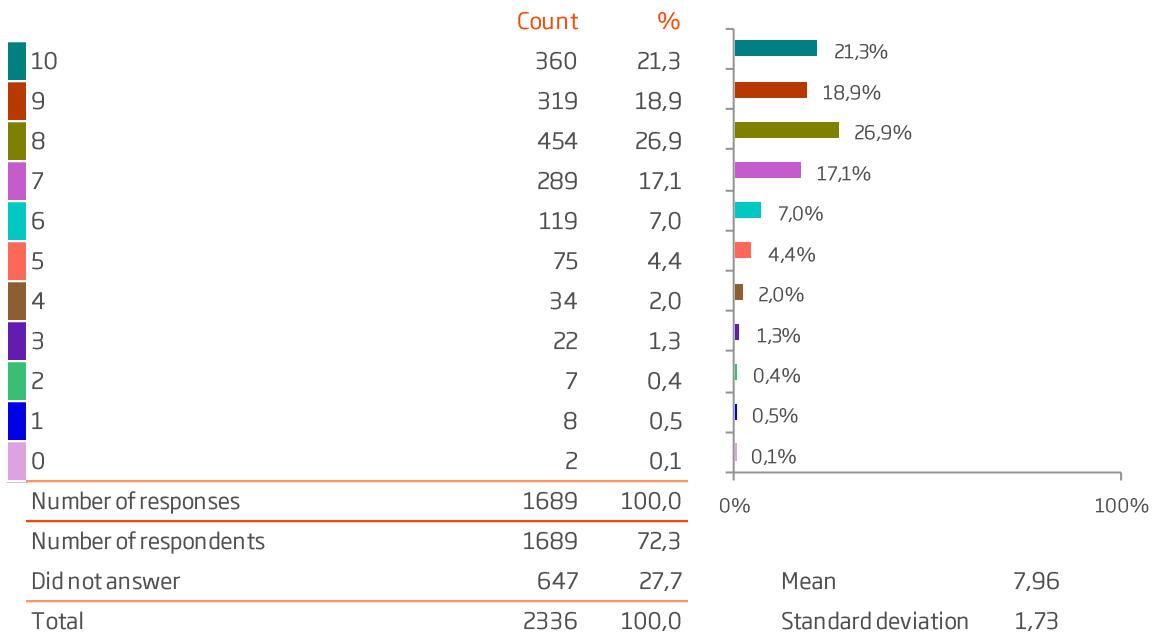
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



Q. 71. 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



SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



Q. 71. 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

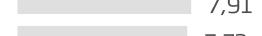
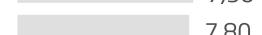
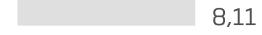
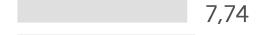
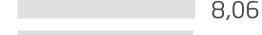
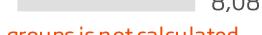
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1689	21,3	18,9	26,9	17,1	15,8	7,96
Gender							
Male	724	18,9	19,5	26,9	19,2	15,5	7,91
Female	952	23,0	18,5	26,9	15,5	16,1	7,99
Age*							
24 years and younger	216	16,7	16,2	25,5	18,5	23,1	7,56
25-34 years	523	21,0	18,5	26,6	19,9	14,0	7,97
35-44 years	316	20,3	19,9	30,7	14,9	14,2	8,04
45-54 years	269	24,9	16,4	27,9	16,0	14,9	8,05
55 years and older	352	22,4	22,2	24,4	15,3	15,6	8,03
What is your profession?*							
Managerial	243	18,5	16,5	31,7	16,9	16,5	7,91
Professionals (dr./lawyer/account. etc.)	323	18,3	21,1	26,3	18,6	15,8	7,89
Other professionals	242	19,4	21,9	27,7	19,4	11,6	8,07
Teacher/Medical care	179	30,2	16,8	24,6	12,8	15,6	8,11
Clerical/Service	107	29,0	20,6	21,5	15,9	13,1	8,27
Vocational/Technical	49	32,7	14,3	26,5	22,4	4,1	8,45
Unskilled	11	27,3	18,2	36,4	0,0	18,2	8,27
Student	211	18,5	15,2	27,5	16,6	22,3	7,63
Retired/Homemaker	127	19,7	22,0	27,6	11,0	19,7	7,88
Other	179	19,6	19,0	25,7	19,6	16,2	7,89
Household income							
High	726	19,4	20,2	27,4	17,6	15,3	7,94
Average	652	23,9	17,0	26,8	16,4	15,8	8,03
Low	250	17,6	20,0	27,2	16,8	18,4	7,74
Market area*							
Britain	518	23,9	18,0	29,5	16,2	12,4	8,15
North America	440	26,6	19,1	22,7	15,5	16,1	8,05
Central/Southern Europe	307	15,3	16,6	27,0	23,5	17,6	7,68
Scandinavia	233	15,0	17,6	30,9	15,5	21,0	7,65
Asia	44	15,9	18,2	25,0	22,7	18,2	7,73
Other	147	20,4	28,6	23,8	12,9	14,3	8,13

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

SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



Q. 71. 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	%	%	%	%	%	
Total	1689	21,3	18,9	26,9	17,1	15,8	 7,96
Nationality*							
British	477	24,9	17,8	29,4	15,9	11,9	 8,19
American	297	27,3	17,8	23,2	14,5	17,2	 8,00
Canadian	135	24,4	21,5	22,2	15,6	16,3	 8,05
Danish	95	16,8	18,9	33,7	11,6	18,9	 7,84
Norwegian	69	20,3	11,6	31,9	21,7	14,5	 7,96
French	78	17,9	12,8	23,1	25,6	20,5	 7,54
Type of trip*	97	13,4	21,6	26,8	26,8	11,3	 7,89
Swedish	43	9,3	16,3	27,9	16,3	30,2	 7,14
Dutch	43	9,3	11,6	44,2	27,9	7,0	 7,84
Irish	29	13,8	20,7	24,1	24,1	17,2	 7,72
Australian	29	10,3	27,6	41,4	10,3	10,3	 8,03
Chinese	28	17,9	21,4	17,9	28,6	14,3	 7,96
Italian	26	11,5	15,4	23,1	11,5	38,5	 7,15
Swiss	25	12,0	28,0	24,0	20,0	16,0	 7,72
Other	218	20,2	23,9	22,9	14,7	18,3	 7,89
Type of trip*							
Type of trip*	409	23,5	20,8	25,2	16,4	14,2	 8,13
Individually-arranged tour	1190	20,7	18,3	27,2	17,1	16,6	 7,91
Business-arranged tour	69	15,9	18,8	27,5	21,7	15,9	 7,72
Purpose of visit*							
Vacation/holiday	1476	21,8	18,5	27,0	16,9	15,7	 7,96
Conference/large meeting	49	16,3	24,5	20,4	24,5	14,3	 7,80
Business/small meeting	45	24,4	15,6	24,4	15,6	20,0	 8,00
Education and training	69	27,5	14,5	26,1	8,7	23,2	 7,94
Visiting friends/relatives	149	20,1	20,1	28,2	12,8	18,8	 7,93
Business incentives package	9	22,2	11,1	33,3	22,2	11,1	 8,11
Temporary employment in Iceland	19	21,1	21,1	15,8	15,8	26,3	 7,74
Event in Iceland (leisure related)	98	15,3	24,5	28,6	20,4	11,2	 8,06
Health/medical treatment	6	33,3	33,3	16,7	0,0	16,7	 8,00
Other	103	25,2	17,5	27,2	15,5	14,6	 8,08

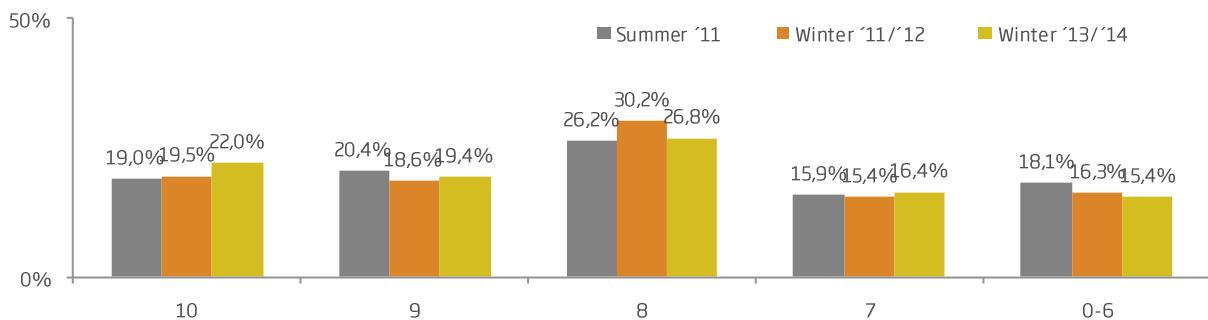
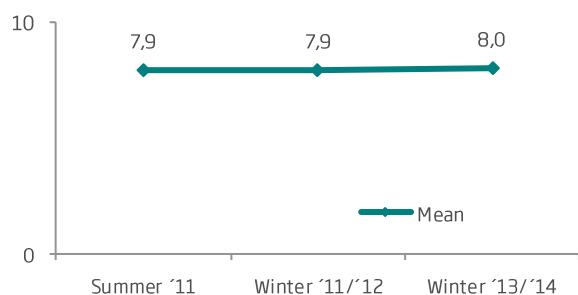
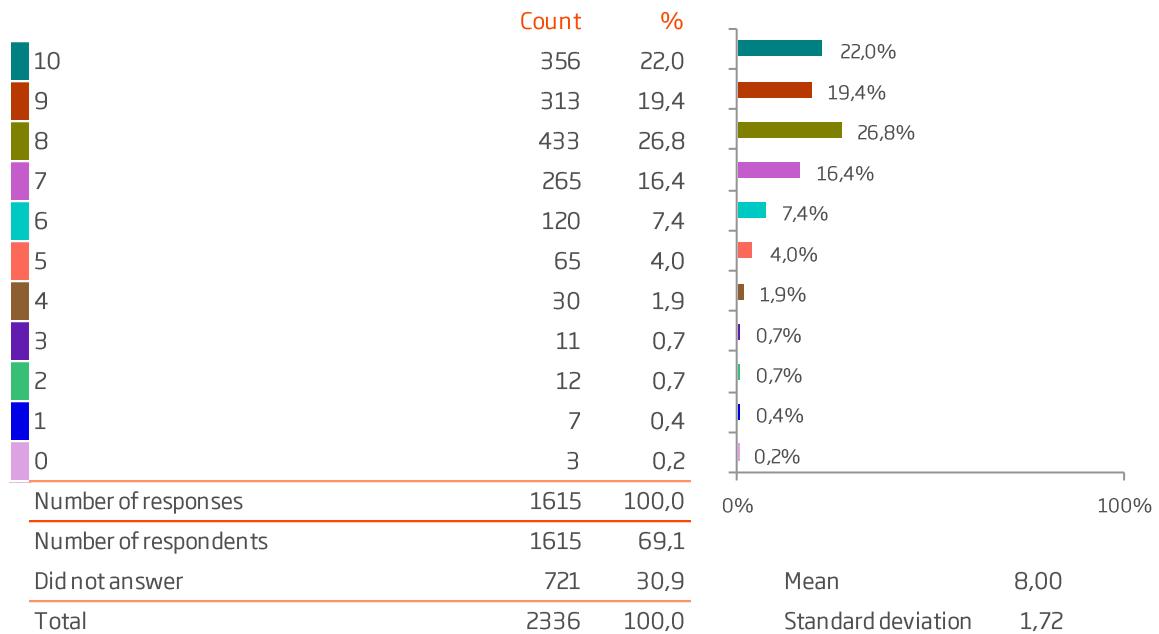
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SIGNPOSTS (SERVICE SIGNS, WARNING NOTICE)



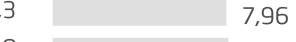
Q. 72. Please rate signposts (service signs, warning notices) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory



SIGNPOSTS (SERVICE SIGNS, WARNING NOTICE)



Q. 72. 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	%	%	%	%	%	
Total	1615	22,0	19,4	26,8	16,4	15,4	 8,00
Gender							
Male	704	19,7	19,5	26,8	19,2	14,8	 7,96
Female	898	23,6	19,4	26,8	14,3	15,9	 8,03
Age*							
24 years and younger	210	18,1	15,7	22,4	21,0	22,9	 7,60
25-34 years	511	22,1	21,1	26,6	16,0	14,1	 8,06
35-44 years	295	19,3	20,3	32,5	13,2	14,6	 8,06
45-54 years	255	23,9	18,0	27,8	15,7	14,5	 8,05
55 years and older	331	25,4	19,6	23,9	17,5	13,6	 8,09
What is your profession?*							
Managerial	233	18,5	16,3	32,6	15,5	17,2	 7,89
Professionals (dr./lawyer/account. etc.)	309	18,8	21,7	22,7	19,1	17,8	 7,85
Other professionals	234	21,4	18,4	30,8	19,2	10,3	 8,12
Teacher/Medical care	172	31,4	16,9	26,2	9,9	15,7	 8,17
Clerical/Service	99	31,3	19,2	21,2	16,2	12,1	 8,37
Vocational/Technical	51	27,5	15,7	31,4	19,6	5,9	 8,33
Unskilled	11	18,2	27,3	27,3	27,3	0,0	 8,36
Student	204	18,1	20,1	26,0	12,7	23,0	 7,70
Retired/Homemaker	120	21,7	24,2	24,2	15,0	15,0	 8,02
Other	164	21,3	19,5	27,4	18,9	12,8	 8,05
Household income							
High	691	20,5	19,0	28,8	16,4	15,3	 7,96
Average	622	24,1	18,5	26,0	16,6	14,8	 8,07
Low	245	18,0	24,1	24,1	15,9	18,0	 7,87
Market area*							
Britain	497	23,9	17,7	29,0	15,5	13,9	 8,12
North America	419	28,6	17,9	24,6	14,3	14,6	 8,12
Central/Southern Europe	298	16,4	17,4	26,8	22,1	17,1	 7,77
Scandinavia	211	15,6	21,3	29,4	15,2	18,5	 7,80
Asia	41	14,6	17,1	24,4	22,0	22,0	 7,66
Other	149	19,5	30,9	22,8	14,1	12,8	 8,13

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

SIGNPOSTS (SERVICE SIGNS, WARNING NOTICE)



Q.72. 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	%	%	%	%	%	
Total	1615	22,0	19,4	26,8	16,4	15,4	
Nationality*							
British	455	25,1	18,2	28,6	16,5	11,6	
American	283	30,0	18,7	21,9	13,1	16,3	
Canadian	131	24,4	16,0	28,2	16,0	15,3	
Danish	84	15,5	20,2	33,3	14,3	16,7	
Norwegian	62	21,0	19,4	30,6	19,4	9,7	
French	76	14,5	10,5	31,6	19,7	23,7	
Type of trip ⁺	94	20,2	22,3	27,7	21,3	8,5	
Swedish	40	10,0	17,5	30,0	12,5	30,0	
Dutch	43	9,3	14,0	41,9	30,2	4,7	
Irish	29	13,8	27,6	24,1	17,2	17,2	
Purpose of visit ⁺	30	13,3	26,7	36,7	16,7	6,7	
Chinese	28	14,3	21,4	17,9	25,0	21,4	
Italian	26	11,5	19,2	11,5	15,4	42,3	
Swiss	23	13,0	26,1	17,4	26,1	17,4	
Type of trip⁺							
Package tour	386	24,1	20,5	23,8	14,5	17,1	
Individually-arranged tour	1152	21,4	19,0	27,7	16,9	15,0	
Type of trip ⁺	61	16,4	16,4	29,5	19,7	18,0	
Purpose of visit⁺							
Vacation/holiday	1417	22,3	19,4	26,5	16,0	15,8	
Conference/large meeting	44	18,2	27,3	22,7	20,5	11,4	
Business/small meeting	44	20,5	15,9	29,5	15,9	18,2	
Education and training	65	32,3	10,8	23,1	12,3	21,5	
Visiting friends/relatives	140	20,7	18,6	28,6	17,1	15,0	
Business incentives package	7	28,6	28,6	0,0	42,9	0,0	
Temporary employment in Iceland	17	17,6	17,6	17,6	23,5	23,5	
Event in Iceland (leisure related)	93	16,1	26,9	26,9	20,4	9,7	
Health/medical treatment	6	16,7	50,0	16,7	0,0	16,7	
Other	99	26,3	17,2	26,3	19,2	11,1	

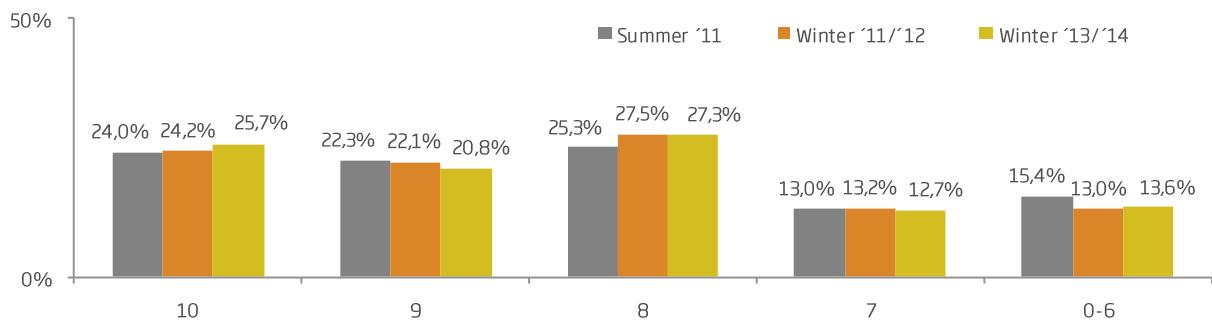
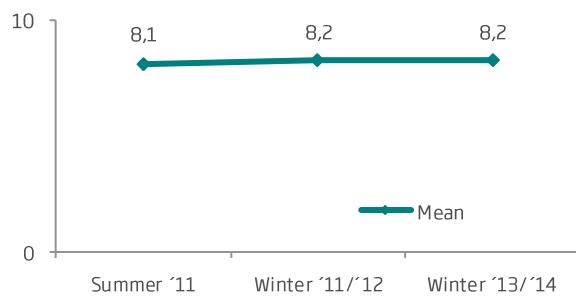
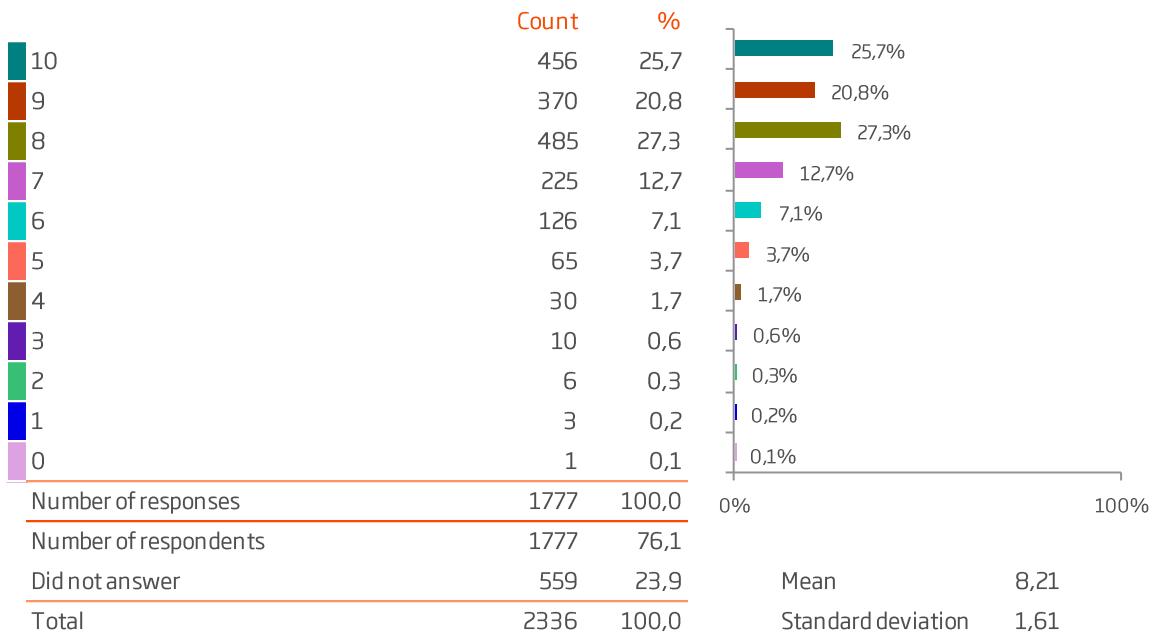
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

REST AREAS/VIEWPOINTS



Q.73. Please rate rest areas/viewpoints in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory





Q. 73. Please rate rest areas/viewpoints in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory

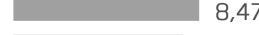
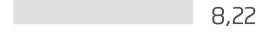
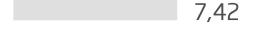
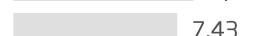
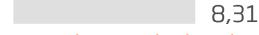
	Number of answers	Number of answers				
		10	9	8	7	0-6
	Count	%	%	%	%	%
Total	1777	25,7	20,8	27,3	12,7	13,6
Gender*						
Male	755	23,2	20,7	27,8	14,0	14,3
Female	1009	27,4	20,8	27,2	11,7	13,0
Age						
24 years and younger	215	29,3	19,1	27,0	10,7	14,0
25-34 years	559	30,1	20,2	26,3	11,3	12,2
35-44 years	343	22,4	20,7	29,2	14,0	13,7
45-54 years	279	24,4	19,7	28,0	15,4	12,5
55 years and older	366	21,0	24,3	26,5	12,6	15,6
What is your profession?						
Managerial	258	20,9	22,9	32,9	11,2	12,0
Professionals (dr./lawyer/account. etc.)	344	22,4	20,6	28,2	15,7	13,1
Other professionals	258	23,3	20,9	26,7	16,3	12,8
Teacher/Medical care	192	36,5	17,2	24,0	12,0	10,4
Clerical/Service	112	28,6	18,8	23,2	15,2	14,3
Vocational/Technical	54	31,5	18,5	29,6	11,1	9,3
Unskilled	13	46,2	23,1	15,4	7,7	7,7
Student	211	29,4	19,9	27,0	7,6	16,1
Retired/Homemaker	144	18,8	22,9	26,4	13,9	18,1
Other	169	26,0	21,9	26,6	9,5	16,0
Household income						
High	776	22,8	21,1	30,2	13,0	12,9
Average	685	27,4	20,6	25,8	12,0	14,2
Low	255	27,8	20,8	22,4	13,3	15,7
Market area*						
Britain	598	26,6	21,1	26,4	13,2	12,7
North America	439	31,2	22,3	22,1	12,3	12,1
Central/Southern Europe	314	24,5	17,2	30,6	14,0	13,7
Scandinavia	222	18,0	21,2	30,6	11,3	18,9
Asia	45	15,6	20,0	35,6	13,3	15,6
Other	159	22,6	22,6	31,4	10,7	12,6

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

REST AREAS/VIEWPOINTS



Q.73. 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	%	%	%	%	%	
Total	1777	25,7	20,8	27,3	12,7	13,6	 8,21
Nationality*							
British	552	26,4	21,2	26,3	13,8	12,3	 8,28
American	302	33,1	21,2	21,5	11,9	12,3	 8,36
Canadian	134	29,9	25,4	21,6	10,4	12,7	 8,37
Danish	89	20,2	19,1	33,7	9,0	18,0	 8,03
Norwegian	62	16,1	21,0	30,6	11,3	21,0	 7,84
French	81	21,0	11,1	37,0	17,3	13,6	 8,00
Type of trip*	93	32,3	22,6	26,9	9,7	8,6	 8,47
Swedish	43	14,0	16,3	32,6	14,0	23,3	 7,74
Dutch	48	16,7	12,5	37,5	25,0	8,3	 8,04
Irish	34	23,5	23,5	23,5	11,8	17,6	 7,91
Purpose of visit*	31	22,6	25,8	38,7	9,7	3,2	 8,48
Chinese	31	16,1	19,4	35,5	16,1	12,9	 8,06
Italian	31	19,4	19,4	22,6	9,7	29,0	 7,52
Swiss	24	25,0	20,8	20,8	12,5	20,8	 7,83
Other	222	22,1	22,1	30,2	11,3	14,4	 8,17
Type of trip*							
Package tour	459	26,1	20,9	27,2	12,2	13,5	 8,25
Type of trip*	1235	26,0	21,3	26,8	12,6	13,4	 8,22
Business-arranged tour	67	11,9	11,9	35,8	14,9	25,4	 7,42
Purpose of visit*							
Vacation/holiday	1570	25,9	21,4	26,9	12,4	13,4	 8,23
Conference/large meeting	40	17,5	15,0	22,5	27,5	17,5	 7,73
Business/small meeting	47	25,5	10,6	29,8	14,9	19,1	 8,00
Education and training	69	39,1	11,6	20,3	8,7	20,3	 8,25
Visiting friends/relatives	141	25,5	23,4	27,0	9,2	14,9	 8,23
Business incentives package	7	14,3	14,3	28,6	14,3	28,6	 7,43
Temporary employment in Iceland	17	41,2	11,8	17,6	11,8	17,6	 8,47
Event in Iceland (leisure related)	105	20,0	24,8	30,5	16,2	8,6	 8,23
Health/medical treatment	6	0,0	50,0	16,7	0,0	33,3	 7,17
Other	104	26,9	22,1	26,9	14,4	9,6	 8,31

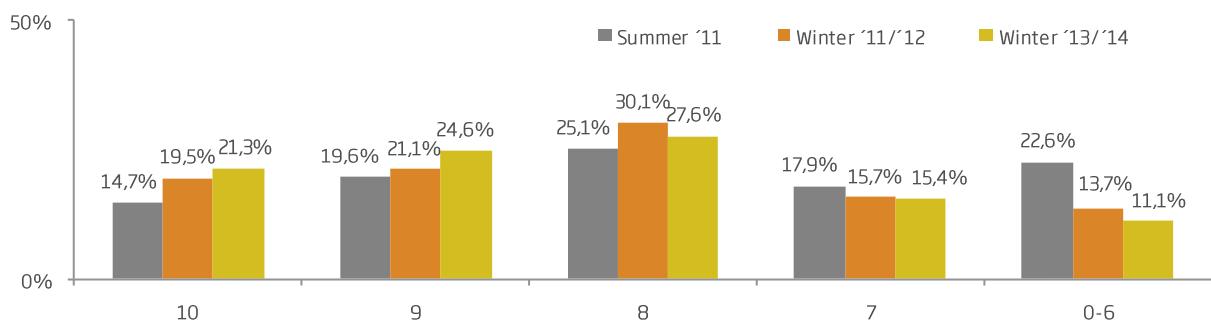
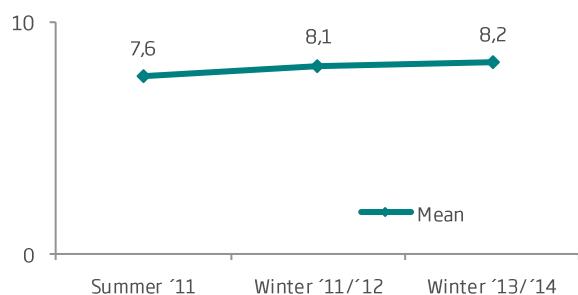
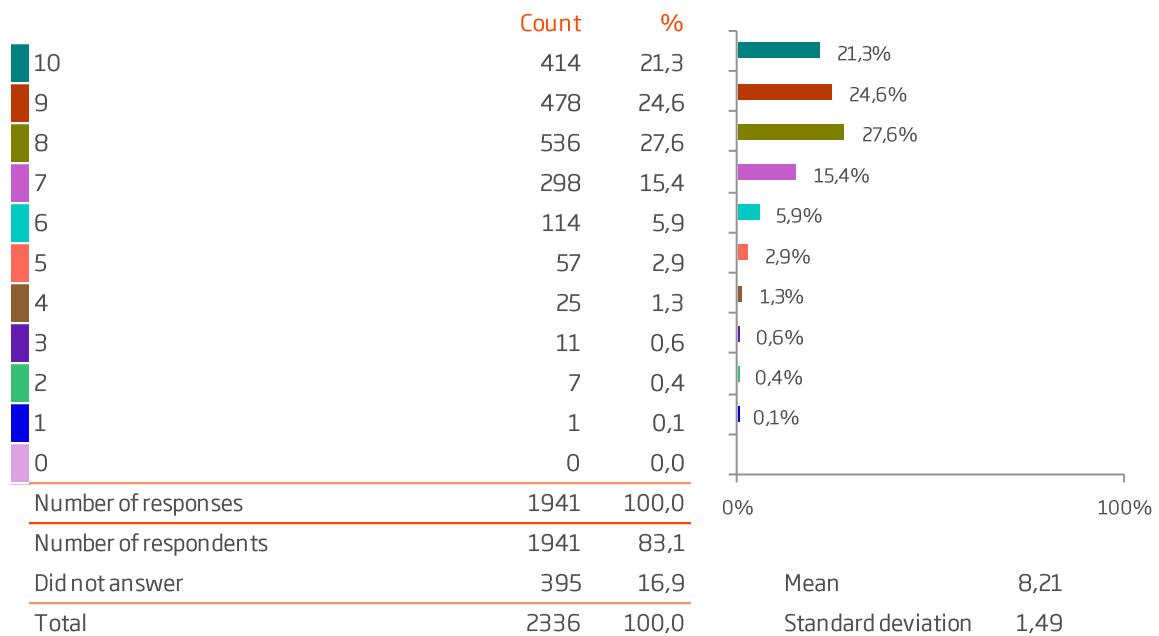
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

ROAD SYSTEM IN GENERAL



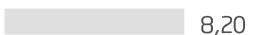
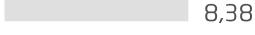
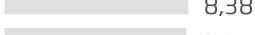
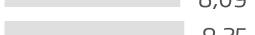
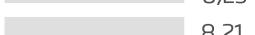
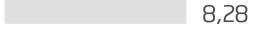
Q. 74. Please rate the road system in Iceland general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory



ROAD SYSTEM IN GENERAL



Q. 74. Please rate the road system in Iceland general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory

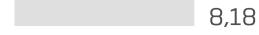
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1941	21,3	24,6	27,6	15,4	11,1	 8,21
Gender*							
Male	834	18,5	25,2	27,3	17,3	11,8	 8,10
Female	1094	23,4	24,1	28,0	13,9	10,6	 8,28
Age							
24 years and younger	232	20,3	22,0	27,2	17,2	13,4	 8,07
25-34 years	604	21,9	24,5	28,0	15,6	10,1	 8,24
35-44 years	368	18,8	23,1	33,7	15,8	8,7	 8,20
45-54 years	314	23,9	24,8	25,5	14,3	11,5	 8,27
55 years and older	408	21,6	27,7	23,5	14,5	12,7	 8,22
What is your profession?							
Managerial	284	17,6	22,9	34,5	15,1	9,9	 8,18
Professionals (dr./lawyer/account. etc.)	377	16,4	26,3	28,9	14,6	13,8	 8,06
Other professionals	277	20,2	25,3	27,8	17,7	9,0	 8,23
Teacher/Medical care	203	29,6	25,6	20,7	13,3	10,8	 8,38
Clerical/Service	130	30,0	23,1	20,0	19,2	7,7	 8,44
Vocational/Technical	58	24,1	24,1	31,0	15,5	5,2	 8,38
Unskilled	13	30,8	23,1	23,1	7,7	15,4	 8,31
Student	229	23,1	20,5	26,2	15,7	14,4	 8,09
Retired/Homemaker	155	19,4	27,1	30,3	14,2	9,0	 8,25
Other	192	20,8	26,0	26,6	13,5	13,0	 8,21
Household income							
High	848	19,0	25,0	29,7	15,3	11,0	 8,16
Average	752	23,7	24,5	27,1	14,0	10,8	 8,28
Low	270	20,4	25,2	22,6	19,6	12,2	 8,11
Market area*							
Britain	660	23,0	25,9	28,6	14,5	7,9	 8,37
North America	490	28,8	22,7	25,3	12,7	10,6	 8,39
Central/Southern Europe	335	14,0	20,9	29,3	21,2	14,6	 7,85
Scandinavia	245	14,7	23,7	29,4	15,1	17,1	 7,85
Asia	46	15,2	26,1	28,3	21,7	8,7	 8,17
Other	165	18,8	33,9	24,2	13,3	9,7	 8,31

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

ROAD SYSTEM IN GENERAL



Q.74. 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	%	%	%	%	%	
Total	1941	21,3	24,6	27,6	15,4	11,1	 8,21
Nationality*							
British	609	24,0	26,8	27,3	14,3	7,7	 8,41
American	335	29,3	23,3	23,9	11,6	11,9	 8,38
Canadian	149	27,5	22,1	26,8	14,1	9,4	 8,38
Danish	95	16,8	27,4	27,4	10,5	17,9	 7,92
Norwegian	75	17,3	16,0	32,0	24,0	10,7	 7,92
French	86	11,6	16,3	31,4	19,8	20,9	 7,52
Type of trip ⁺	100	16,0	24,0	33,0	15,0	12,0	 8,09
Swedish	46	6,5	26,1	28,3	15,2	23,9	 7,57
Dutch	49	10,2	12,2	34,7	38,8	4,1	 7,86
Irish	37	13,5	27,0	35,1	10,8	13,5	 8,05
Australian	35	11,4	40,0	31,4	11,4	5,7	 8,40
Chinese	32	18,8	25,0	18,8	25,0	12,5	 8,13
Italian	31	12,9	12,9	25,8	19,4	29,0	 7,52
Swiss	27	14,8	33,3	29,6	14,8	7,4	 8,26
Other	235	18,3	27,7	27,2	16,6	10,2	 8,14
Type of trip⁺							
Type of trip ⁺	503	25,0	23,9	28,4	12,7	9,9	 8,34
Individually-arranged tour	1334	20,4	25,6	26,8	15,8	11,4	 8,18
Business-arranged tour	80	10,0	18,8	36,3	17,5	17,5	 7,71
Purpose of visit⁺							
Vacation/holiday	1706	21,7	24,8	27,3	15,1	11,1	 8,22
Conference/large meeting	52	13,5	19,2	34,6	21,2	11,5	 7,90
Business/small meeting	54	18,5	16,7	35,2	18,5	11,1	 8,07
Education and training	77	31,2	16,9	28,6	10,4	13,0	 8,30
Visiting friends/relatives	152	15,8	25,0	31,6	12,5	15,1	 8,00
Business incentives package	9	22,2	11,1	33,3	22,2	11,1	 8,00
Temporary employment in Iceland	19	26,3	10,5	36,8	21,1	5,3	 8,32
Event in Iceland (leisure related)	115	13,9	29,6	27,8	21,7	7,0	 8,17
Health/medical treatment	7	28,6	42,9	14,3	0,0	14,3	 8,14
Other	116	26,7	22,4	30,2	10,3	10,3	 8,41

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

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

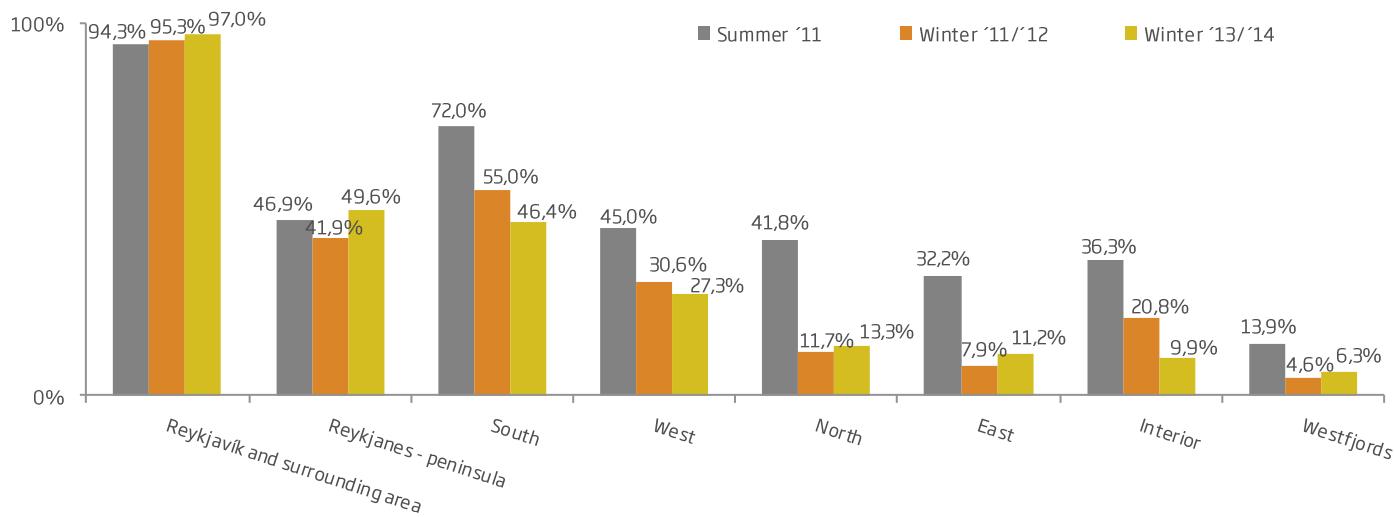
SITES/REGIONS VISITED



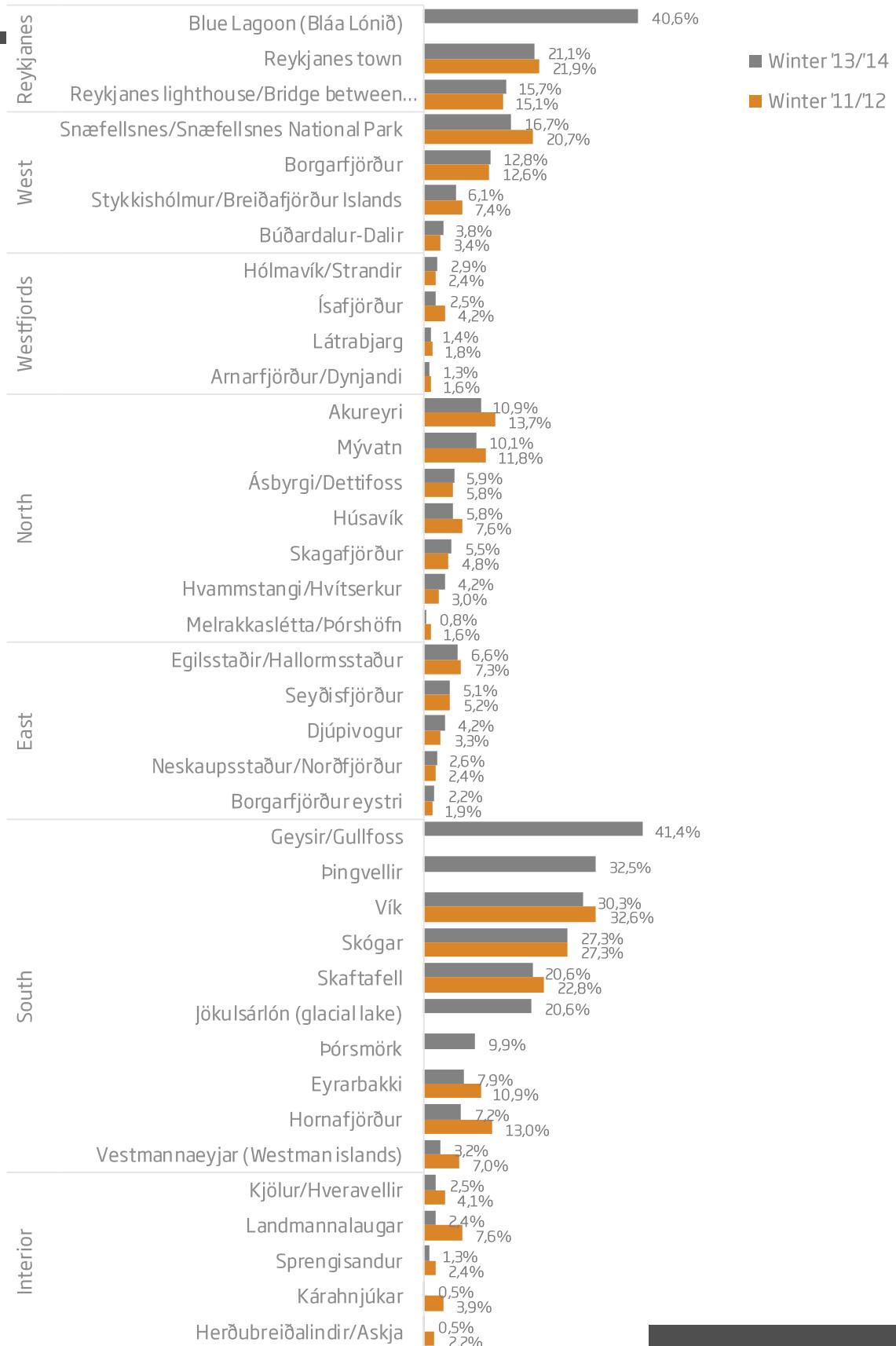
Q.75. Did you visit any of the following sites/region

	Count	%	%
	respondents	respondents	responses
Reykjavík and surrounding area	2068	97,0	37,2
Reykjanes - peninsula	1057	49,6	19,0
South	989	46,4	17,8
West	582	27,3	10,5
North	283	13,3	5,1
East	238	11,2	4,3
Interior	210	9,9	3,8
Westfjords	135	6,3	2,4
Number of responses*	5562	261,0	100,0
Number of respondents	2131	91,2	
Did not answer	205	8,8	
Total	2336	100,0	

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



SITES/REGIONS VISITED



SITES/REGIONS VISITED



Q.75. Did you visit any of the following sites/region

	Number of answers	Reykjavík and surrounding area	Reykjanes - peninsula	South	West	North	East	Interior	Westfjords
	Count	%	%	%	%	%	%	%	%
Total		2131							
Gender									
Male	892	96,6	53,7	48,8	30,0	14,9	12,1	12,1	7,0
Female	1225	97,3	46,5	44,2	25,1	11,7	10,2	8,1	5,9
Age									
24 years and younger	238	97,9	52,1	44,5	30,3	12,6	10,1	10,1	5,9
25-34 years	649	97,5	50,4	48,1	31,3	12,9	14,0	8,2	6,8
35-44 years	417	97,4	49,6	44,1	26,4	12,7	10,1	8,4	6,0
45-54 years	346	96,8	47,7	44,8	21,7	14,2	7,8	11,0	5,8
55 years and older	466	95,9	48,5	48,5	25,3	14,2	11,6	12,4	6,4
What is your profession?									
Managerial	315	98,1	49,8	42,9	25,4	11,4	10,5	11,7	6,7
Professionals (dr./lawyer/account. etc.)	408	95,6	51,5	47,3	27,9	13,0	10,3	7,1	6,9
Other professionals	316	96,5	50,6	45,9	27,5	13,3	11,1	9,8	5,4
Teacher/Medical care	225	96,0	46,7	47,1	27,1	11,6	10,2	6,2	5,8
Clerical/Service	136	97,8	41,9	40,4	20,6	14,0	9,6	11,8	2,9
Vocational/Technical	68	98,5	36,8	42,6	29,4	7,4	8,8	5,9	2,9
Unskilled	14	100,0	57,1	71,4	35,7	21,4	14,3	7,1	7,1
Student	231	97,4	56,7	51,9	30,3	15,2	16,0	8,7	7,8
Retired/Homemaker	178	97,2	51,1	49,4	28,7	13,5	7,9	15,7	7,9
Other	214	98,1	47,7	45,3	25,2	17,3	14,5	12,6	7,5
Household income									
High	921	97,1	52,2	47,7	28,9	13,0	9,7	9,9	6,1
Average	827	97,3	46,9	44,6	24,1	13,1	10,9	10,4	5,9
Low	299	95,7	49,8	48,8	30,1	13,4	15,7	8,4	7,7
Market area									
Britain	713	98,0	48,1	38,0	19,2	5,6	3,9	9,4	2,8
North America	539	94,6	50,6	51,8	32,8	16,9	14,7	11,7	9,1
Central/Southern Europe	354	98,3	58,8	64,4	42,9	26,8	23,2	9,3	9,0
Scandinavia	304	97,4	40,5	29,3	19,1	7,2	5,3	7,6	4,9
Asia	48	97,9	47,9	58,3	35,4	20,8	16,7	12,5	12,5

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

SITES/REGIONS VISITED



Q. 75. Did you visit any of the following sites/region

	Number of answers	Reykjavík and surrounding area	Reykjanes - peninsula	South	West	North	East	Interior	Westfjords
	Count	%	%	%	%	%	%	%	%
Total	2131								
Nationality									
British	653	97,7	49,6	38,4	19,1	5,7	4,1	9,2	3,4
American	367	95,6	51,0	51,5	30,5	13,4	12,8	12,3	7,1
Canadian	170	92,9	50,0	50,0	35,9	22,4	14,7	9,4	11,8
Danish	117	97,4	41,9	29,1	25,6	8,5	8,5	8,5	8,5
Norwegian	94	94,7	31,9	21,3	16,0	4,3	2,1	5,3	3,2
French	95	97,9	51,6	71,6	42,1	26,3	24,2	6,3	6,3
German	98	100,0	62,2	64,3	45,9	26,5	22,4	7,1	12,2
Swedish	58	100,0	48,3	36,2	19,0	5,2	3,4	6,9	1,7
Dutch	51	100,0	52,9	60,8	31,4	25,5	21,6	5,9	5,9
Irish	40	97,5	45,0	42,5	15,0	2,5	2,5	10,0	2,5
Australian	39	100,0	43,6	43,6	28,2	7,7	7,7	7,7	5,1
Chinese	32	100,0	43,8	46,9	21,9	9,4	6,3	12,5	6,3
Italian	32	100,0	75,0	65,6	31,3	28,1	18,8	21,9	9,4
Swiss	31	90,3	64,5	67,7	48,4	35,5	32,3	9,7	12,9
Other	254	97,6	48,8	53,5	30,7	20,1	18,5	13,0	7,9
Type of trip*									
Package tour	551	97,3	49,9	42,6	22,3	10,3	5,6	10,7	4,5
Individually-arranged tour	1464	97,1	50,9	49,0	29,9	14,8	13,4	9,8	6,8
Business-arranged tour	91	97,8	37,4	27,5	18,7	7,7	4,4	4,4	9,9
Purpose of visit*									
Vacation/holiday	1866	97,5	51,4	48,6	28,1	13,6	11,7	10,3	6,1
Conference/large meeting	64	90,6	35,9	21,9	10,9	12,5	3,1	1,6	10,9
Business/small meeting	62	96,8	33,9	25,8	14,5	9,7	6,5	4,8	8,1
Education and training	80	93,8	56,3	53,8	42,5	18,8	16,3	11,3	13,8
Visiting friends/relatives	166	95,2	48,2	41,6	33,1	16,9	12,7	8,4	10,8
Business incentives package	13	100,0	46,2	15,4	0,0	0,0	0,0	15,4	0,0
Temporary employment in Iceland	19	94,7	36,8	57,9	26,3	26,3	21,1	10,5	10,5
Event in Iceland (leisure related)	134	95,5	44,8	43,3	21,6	8,2	7,5	12,7	4,5
Health/medical treatment	8	87,5	25,0	37,5	37,5	25,0	25,0	12,5	12,5
Other	122	95,9	50,0	45,1	26,2	13,9	9,8	5,7	5,7

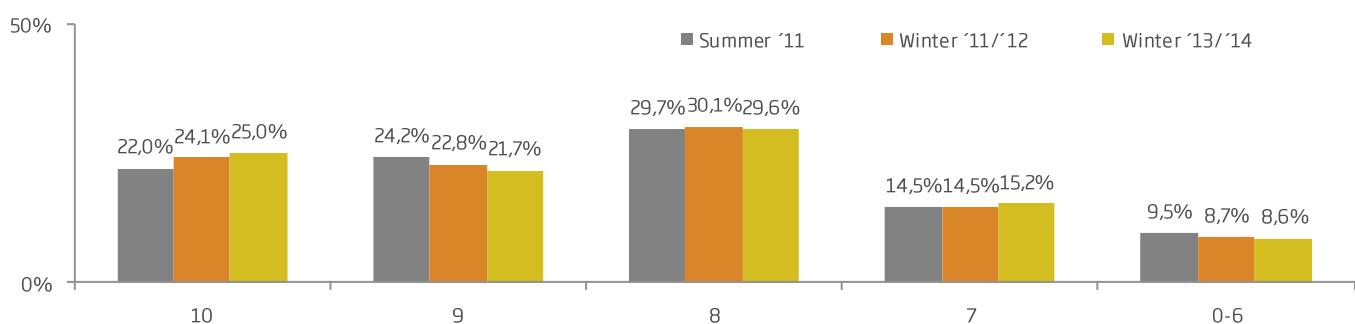
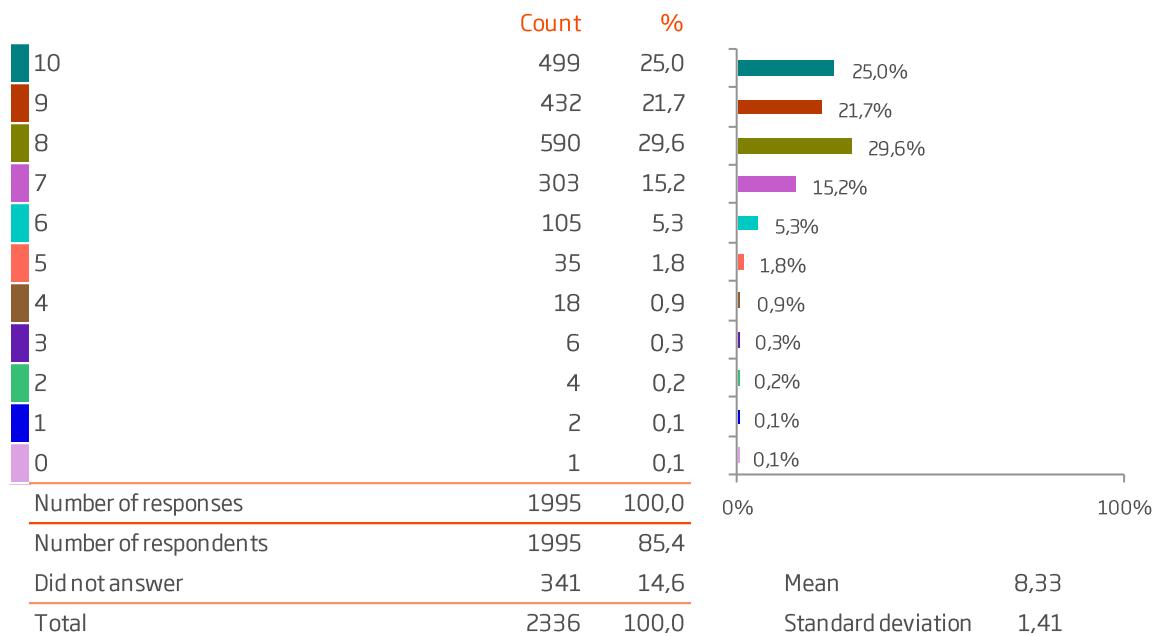
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

TOURIST INFORMATION AND SIGNPOSTS



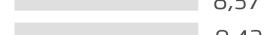
Q. 76. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Tourist information and signposts



TOURIST INFORMATION AND SIGNPOSTS



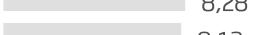
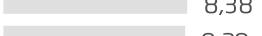
Q. 76. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Tourist information and signposts

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1995	25,0	21,7	29,6	15,2	8,6	 8,33
Gender*							
Male	843	20,4	22,5	29,7	17,6	9,8	 8,19
Female	1138	28,2	20,9	29,7	13,4	7,7	 8,43
Age							
24 years and younger	233	29,6	18,5	26,6	16,7	8,6	 8,37
25-34 years	621	27,7	20,5	29,8	15,9	6,1	 8,43
35-44 years	383	23,2	23,5	31,3	13,6	8,4	 8,33
45-54 years	318	24,5	20,8	29,2	15,4	10,1	 8,29
55 years and older	427	20,6	23,7	30,0	14,8	11,0	 8,20
What is your profession?*							
Managerial	299	19,4	20,7	33,1	17,1	9,7	 8,15
Professionals (dr./lawyer/account. etc.)	388	20,1	21,9	36,3	13,1	8,5	 8,25
Other professionals	285	23,9	26,3	26,3	17,9	5,6	 8,41
Teacher/Medical care	210	34,8	19,5	25,7	12,4	7,6	 8,55
Clerical/Service	129	27,9	19,4	27,9	17,8	7,0	 8,41
Vocational/Technical	61	26,2	27,9	27,9	11,5	6,6	 8,52
Unskilled	11	18,2	36,4	36,4	9,1	0,0	 8,64
Student	225	30,2	15,6	27,1	16,9	10,2	 8,32
Retired/Homemaker	165	21,2	24,2	27,9	11,5	15,2	 8,17
Other	199	30,2	20,6	24,6	17,1	7,5	 8,44
Household income							
High	860	22,1	22,8	32,3	14,2	8,6	 8,28
Average	785	27,6	21,0	28,0	14,5	8,8	 8,39
Low	272	25,4	21,3	26,1	18,8	8,5	 8,32
Market area*							
Britain	668	25,3	22,2	30,2	14,5	7,8	 8,36
North America	508	31,3	24,2	25,6	13,6	5,3	 8,58
Central/Southern Europe	335	18,5	16,1	36,1	15,8	13,4	 8,02
Scandinavia	266	19,9	20,7	29,3	16,9	13,2	 8,11
Asia	48	12,5	18,8	41,7	22,9	4,2	 8,13
Other	170	29,4	25,3	22,9	16,5	5,9	 8,49

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



Q. 76. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Tourist information and signposts

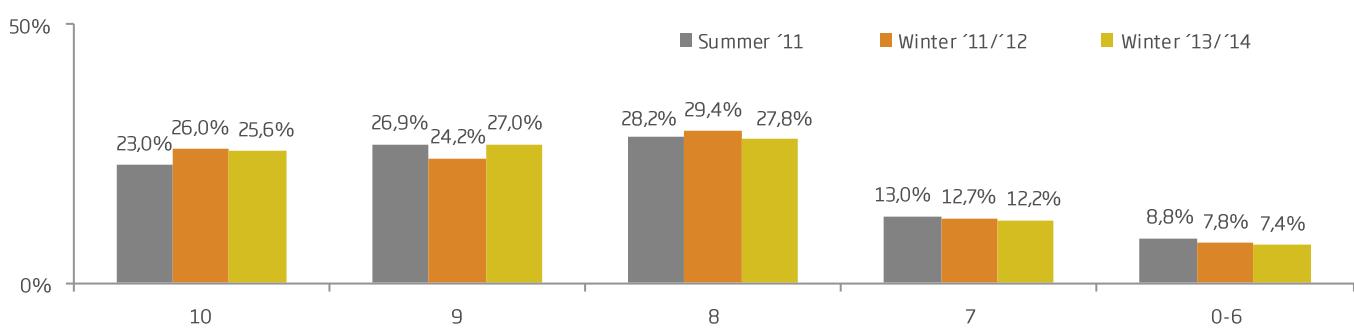
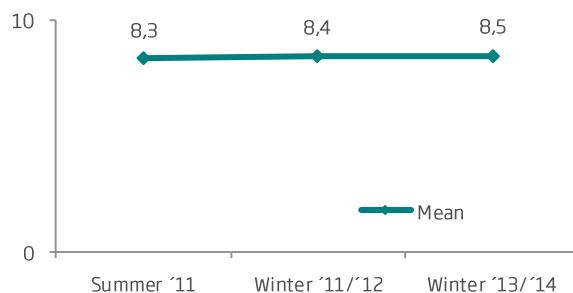
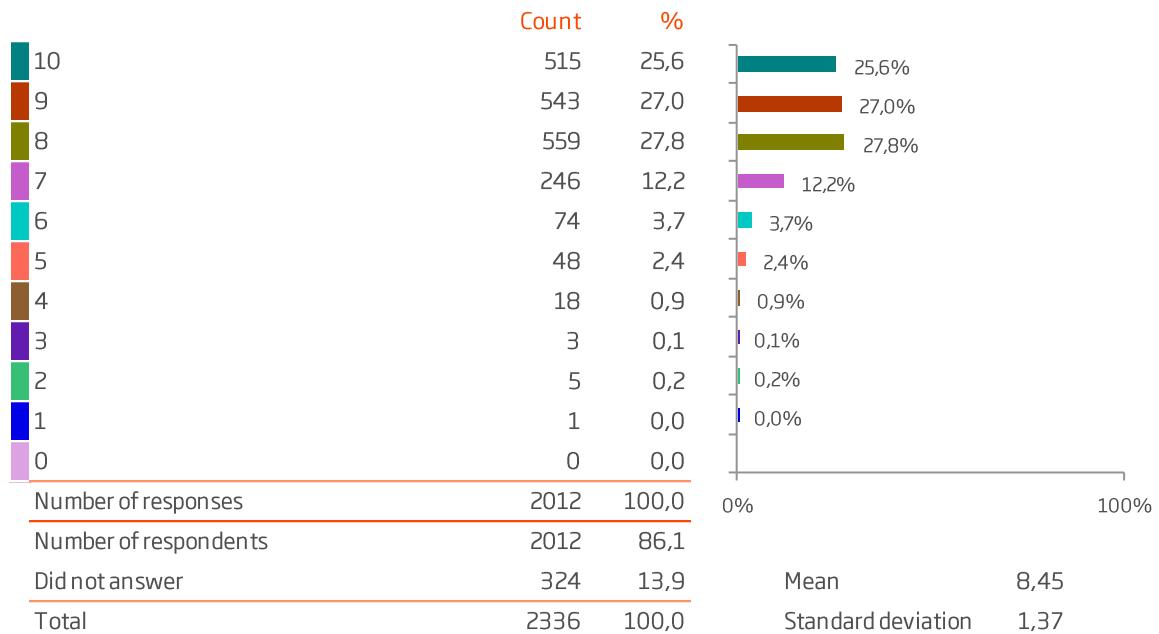
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1995	25,0	21,7	29,6	15,2	8,6	 8,33
Nationality*							
British	615	25,7	21,3	29,8	15,4	7,8	 8,36
American	343	34,7	24,5	23,6	12,0	5,2	 8,66
Canadian	160	25,6	23,8	29,4	16,3	5,0	 8,45
Danish	108	12,0	25,0	37,0	14,8	11,1	 8,08
Norwegian	80	28,8	13,8	26,3	18,8	12,5	 8,26
French	91	15,4	15,4	36,3	17,6	15,4	 7,93
Type of trip*	93	22,6	17,2	33,3	15,1	11,8	 8,16
Swedish	51	19,6	13,7	29,4	19,6	17,6	 7,84
Dutch	45	8,9	15,6	48,9	24,4	2,2	 8,04
Irish	41	26,8	26,8	31,7	7,3	7,3	 8,59
Purpose of visit*	36	19,4	25,0	36,1	19,4	0,0	 8,44
Chinese	31	19,4	22,6	38,7	19,4	0,0	 8,42
Italian	30	20,0	13,3	23,3	13,3	30,0	 7,57
Swiss	29	17,2	13,8	41,4	13,8	13,8	 7,93
Other	242	25,2	25,6	24,8	14,5	9,9	 8,31
Type of trip*							
Package tour	528	26,5	23,1	29,5	14,2	6,6	 8,44
Type of trip*	1389	25,1	21,2	29,0	15,6	9,1	 8,31
Business-arranged tour	73	16,4	17,8	30,1	23,3	12,3	 7,99
Purpose of visit*							
Vacation/holiday	1778	25,5	21,9	29,0	15,1	8,5	 8,34
Conference/large meeting	46	15,2	19,6	23,9	23,9	17,4	 7,78
Business/small meeting	47	23,4	14,9	38,3	10,6	12,8	 8,21
Education and training	71	28,2	15,5	31,0	14,1	11,3	 8,28
Visiting friends/relatives	150	22,0	16,0	38,0	10,0	14,0	 8,13
Business incentives package	8	12,5	0,0	50,0	25,0	12,5	 7,75
Temporary employment in Iceland	15	33,3	13,3	33,3	13,3	6,7	 8,53
Event in Iceland (leisure related)	123	20,3	29,3	25,2	17,9	7,3	 8,34
Health/medical treatment	8	12,5	50,0	25,0	0,0	12,5	 8,38
Other	115	23,5	18,3	34,8	15,7	7,8	 8,28

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

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

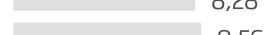
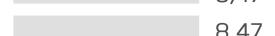


Q.77. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.
-Accessibility (paths, viewpoints and the like).





Q.77. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.
-Accessibility (paths, viewpoints and the like).

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2012	25,6	27,0	27,8	12,2	7,4	 8,45
Gender*							
Male	839	22,3	26,3	29,8	13,6	8,0	 8,37
Female	1160	27,8	27,3	26,5	11,3	7,1	 8,51
Age							
24 years and younger	238	25,6	19,7	31,1	13,9	9,7	 8,28
25-34 years	627	27,8	28,4	26,2	11,0	6,7	 8,56
35-44 years	386	24,4	27,7	28,0	14,8	5,2	 8,47
45-54 years	319	26,0	27,0	27,9	11,0	8,2	 8,47
55 years and older	427	23,4	28,3	28,3	11,7	8,2	 8,39
What is your profession?*							
Managerial	295	22,4	25,1	32,5	14,2	5,8	 8,42
Professionals (dr./lawyer/account. etc.)	386	23,6	27,7	28,5	12,4	7,8	 8,39
Other professionals	288	23,3	31,3	27,4	12,5	5,6	 8,50
Teacher/Medical care	214	37,4	27,1	20,1	8,4	7,0	 8,76
Clerical/Service	132	28,8	18,9	28,0	16,7	7,6	 8,41
Vocational/Technical	60	23,3	35,0	25,0	10,0	6,7	 8,57
Unskilled	14	42,9	14,3	28,6	14,3	0,0	 8,86
Student	231	25,1	22,9	30,3	11,3	10,4	 8,32
Retired/Homemaker	170	21,8	31,2	26,5	9,4	11,2	 8,29
Other	199	26,6	25,6	27,6	13,6	6,5	 8,46
Household income							
High	869	23,0	28,7	29,7	11,6	7,0	 8,43
Average	786	28,2	24,9	26,8	12,6	7,4	 8,49
Low	277	24,2	28,2	25,3	13,7	8,7	 8,38
Market area*							
Britain	686	28,0	26,5	26,1	13,1	6,3	 8,51
North America	510	32,5	29,4	22,9	8,6	6,5	 8,67
Central/Southern Europe	336	16,7	23,5	33,3	16,1	10,4	 8,13
Scandinavia	262	17,2	25,6	34,4	13,0	9,9	 8,21
Asia	48	14,6	16,7	45,8	12,5	10,4	 8,06
Other	170	28,8	33,5	22,9	10,6	4,1	 8,70

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



Q. 77. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.
-Accessibility (paths, viewpoints and the like).

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2012	25,6	27,0	27,8	12,2	7,4	8,45
Nationality*							
British	631	28,2	25,7	27,1	13,3	5,7	8,52
American	350	34,9	31,1	20,3	7,1	6,6	8,74
Canadian	157	28,7	26,1	28,0	10,8	6,4	8,55
Danish	109	13,8	33,0	34,9	9,2	9,2	8,26
Norwegian	74	21,6	18,9	37,8	13,5	8,1	8,30
French	91	14,3	17,6	36,3	18,7	13,2	7,96
Type of trip ⁺	94	20,2	22,3	34,0	10,6	12,8	8,18
Swedish	50	20,0	14,0	32,0	22,0	12,0	8,04
Dutch	47	8,5	23,4	46,8	19,1	2,1	8,17
Irish	41	31,7	34,1	29,3	0,0	4,9	8,88
Purpose of visit ⁺	37	18,9	43,2	24,3	10,8	2,7	8,65
Chinese	31	19,4	12,9	41,9	19,4	6,5	8,16
Italian	29	20,7	27,6	10,3	13,8	27,6	7,76
Swiss	29	17,2	24,1	24,1	31,0	3,4	8,17
Other	242	23,1	31,8	24,8	12,4	7,9	8,43
Type of trip⁺							
Package tour	544	27,2	28,9	25,6	12,7	5,7	8,53
Type of trip ⁺	1391	25,7	26,4	27,9	11,9	8,1	8,44
Business-arranged tour	73	13,7	13,7	45,2	15,1	12,3	7,96
Purpose of visit⁺							
Vacation/holiday	1795	26,4	26,9	27,2	12,2	7,4	8,46
Conference/large meeting	45	13,3	20,0	31,1	20,0	15,6	7,91
Business/small meeting	46	28,3	17,4	32,6	10,9	10,9	8,41
Education and training	73	26,0	28,8	21,9	12,3	11,0	8,42
Visiting friends/relatives	155	18,7	28,4	34,2	11,0	7,7	8,37
Business incentives package	9	11,1	0,0	66,7	11,1	11,1	7,67
Temporary employment in Iceland	16	18,8	37,5	25,0	6,3	12,5	8,38
Event in Iceland (leisure related)	128	21,9	34,4	28,1	8,6	7,0	8,52
Health/medical treatment	7	28,6	42,9	14,3	0,0	14,3	8,29
Other	115	22,6	22,6	38,3	8,7	7,8	8,36

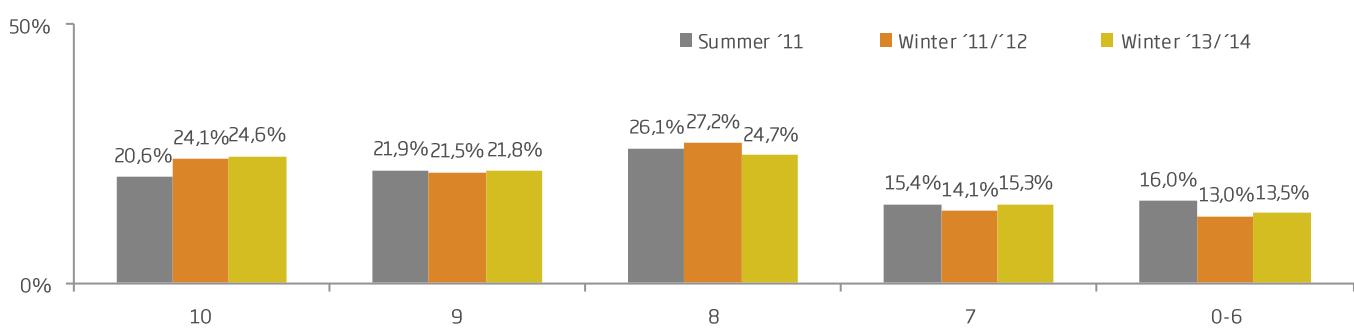
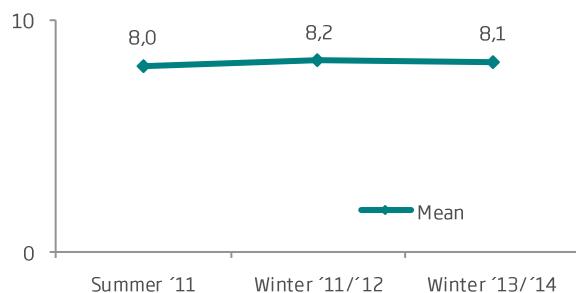
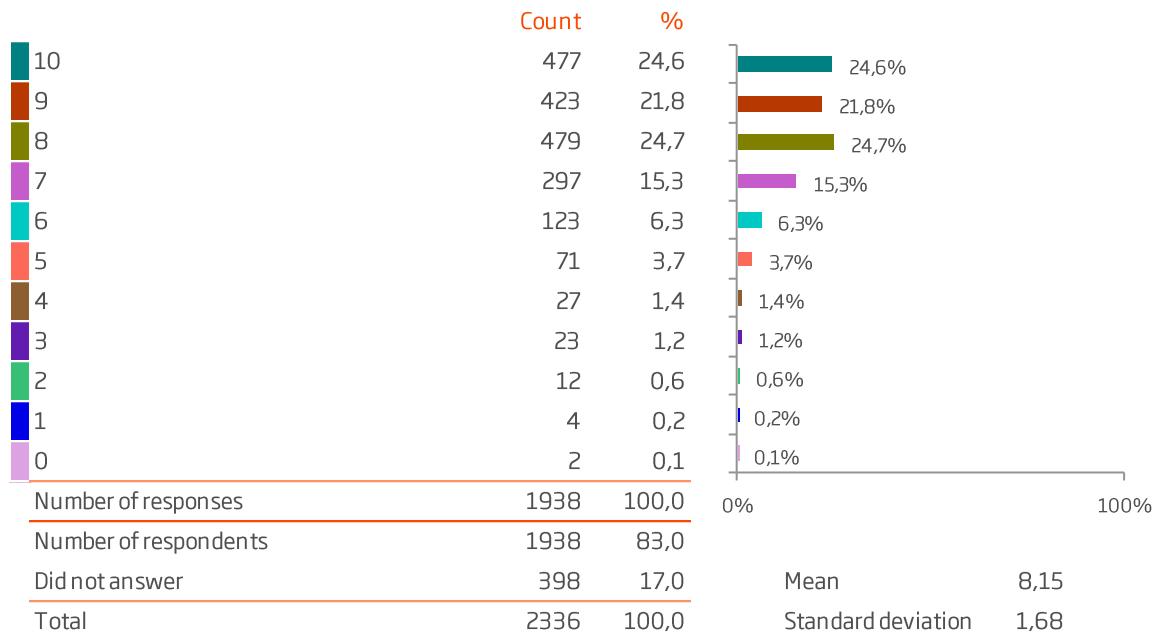
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SANITARY FACILITIES



Q.78. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Sanitary facilities.



SANITARY FACILITIES



Q. 78. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Sanitary facilities.

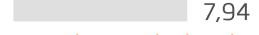
	Number of answers	Number of answers					
		10	9	8	7	6-0	
	Count	%	%	%	%	%	
Total	1938	24,6	21,8	24,7	15,3	13,5	 8,15
Gender*							
Male	813	21,9	19,7	25,5	16,9	16,1	 7,99
Female	1112	26,4	23,5	24,4	13,9	11,8	 8,26
Age							
24 years and younger	229	24,9	14,8	26,2	17,0	17,0	 7,97
25-34 years	595	27,7	20,8	26,1	14,6	10,8	 8,27
35-44 years	371	22,6	22,9	24,0	17,3	13,2	 8,11
45-54 years	313	22,0	24,3	24,0	15,3	14,4	 8,08
55 years and older	415	24,3	24,1	23,9	13,3	14,5	 8,19
What is your profession?*							
Managerial	285	21,4	20,7	28,1	17,9	11,9	 8,08
Professionals (dr./lawyer/account. etc.)	375	22,7	19,5	28,8	14,7	14,4	 8,06
Other professionals	287	22,6	26,8	22,6	18,1	9,8	 8,25
Teacher/Medical care	207	35,7	18,8	21,7	15,5	8,2	 8,47
Clerical/Service	129	27,9	22,5	21,7	11,6	16,3	 8,22
Vocational/Technical	57	19,3	21,1	21,1	12,3	26,3	 7,72
Unskilled	13	30,8	23,1	15,4	23,1	7,7	 8,38
Student	213	23,5	16,4	26,8	14,6	18,8	 7,93
Retired/Homemaker	161	22,4	26,1	24,8	13,0	13,7	 8,19
Other	187	27,3	24,6	19,8	14,4	13,9	 8,17
Household income							
High	834	23,0	22,3	26,7	15,1	12,8	 8,16
Average	769	25,9	21,3	24,2	15,3	13,3	 8,15
Low	257	24,9	23,0	19,8	16,7	15,6	 8,05
Market area*							
Britain	679	25,5	21,4	25,5	15,8	11,9	 8,23
North America	495	32,3	26,7	19,6	11,1	10,3	 8,50
Central/Southern Europe	317	19,2	19,6	26,8	16,7	17,7	 7,82
Scandinavia	238	15,1	16,8	24,4	19,3	24,4	 7,56
Asia	46	15,2	10,9	37,0	26,1	10,9	 7,78
Other	163	24,5	23,9	30,1	14,7	6,7	 8,31

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

SANITARY FACILITIES



Q. 78. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Sanitary facilities.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1938	24,6	21,8	24,7	15,3	13,5	 8,15
Nationality*							
British	625	25,6	21,6	25,6	15,8	11,4	 8,24
American	333	35,4	27,9	17,1	9,3	10,2	 8,58
Canadian	158	28,5	23,4	24,1	15,2	8,9	 8,41
Danish	91	9,9	18,7	25,3	13,2	33,0	 7,22
Norwegian	74	23,0	17,6	25,7	17,6	16,2	 8,04
French	86	22,1	25,6	19,8	16,3	16,3	 8,14
Type of trip*	87	25,3	12,6	28,7	12,6	20,7	 7,74
Swedish	45	17,8	13,3	24,4	24,4	20,0	 7,67
Dutch	41	7,3	9,8	41,5	29,3	12,2	 7,59
Irish	39	15,4	33,3	23,1	15,4	12,8	 7,95
Purpose of visit*	37	16,2	18,9	35,1	21,6	8,1	 8,05
Chinese	29	13,8	10,3	41,4	31,0	3,4	 8,00
Italian	30	16,7	23,3	13,3	13,3	33,3	 7,03
Swiss	27	11,1	25,9	18,5	33,3	11,1	 7,85
Other	236	22,0	20,3	29,2	14,4	14,0	 8,06
Type of trip*							
Package tour	530	25,3	24,2	23,8	14,9	11,9	 8,24
Type of trip*	1339	25,1	21,0	24,5	15,7	13,7	 8,13
Business-arranged tour	64	10,9	20,3	32,8	9,4	26,6	 7,63
Purpose of visit*							
Vacation/holiday	1739	25,2	21,7	24,2	15,8	13,1	 8,16
Conference/large meeting	37	10,8	24,3	27,0	13,5	24,3	 7,73
Business/small meeting	43	25,6	14,0	27,9	9,3	23,3	 7,98
Education and training	66	25,8	19,7	22,7	18,2	13,6	 8,14
Visiting friends/relatives	139	18,7	17,3	32,4	14,4	17,3	 7,91
Business incentives package	8	12,5	12,5	25,0	12,5	37,5	 6,63
Temporary employment in Iceland	16	25,0	12,5	25,0	25,0	12,5	 8,06
Event in Iceland (leisure related)	122	23,8	27,0	23,8	13,9	11,5	 8,25
Health/medical treatment	7	14,3	42,9	28,6	0,0	14,3	 7,71
Other	111	23,4	18,0	26,1	13,5	18,9	 7,94

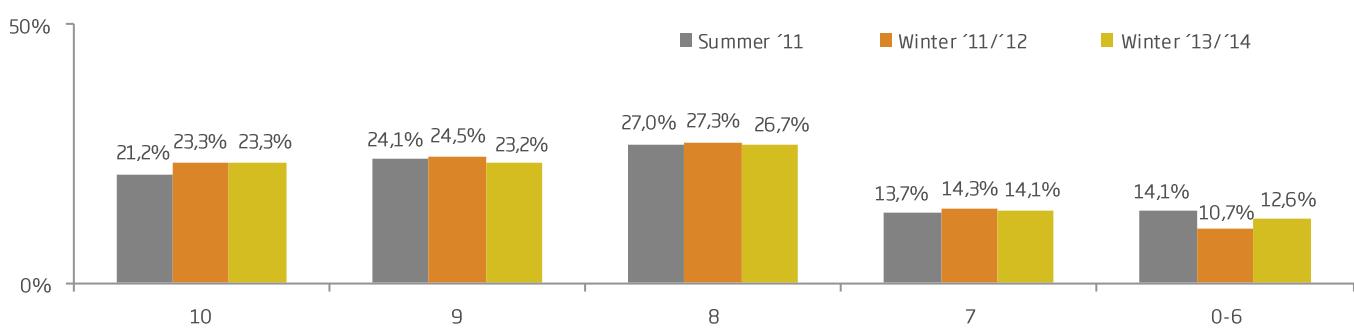
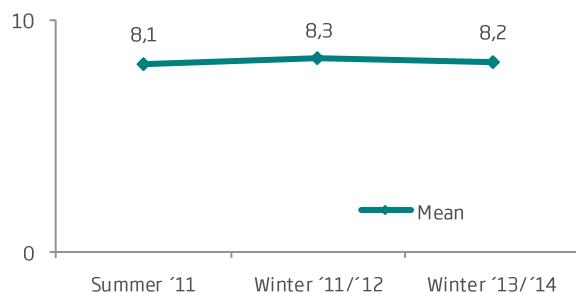
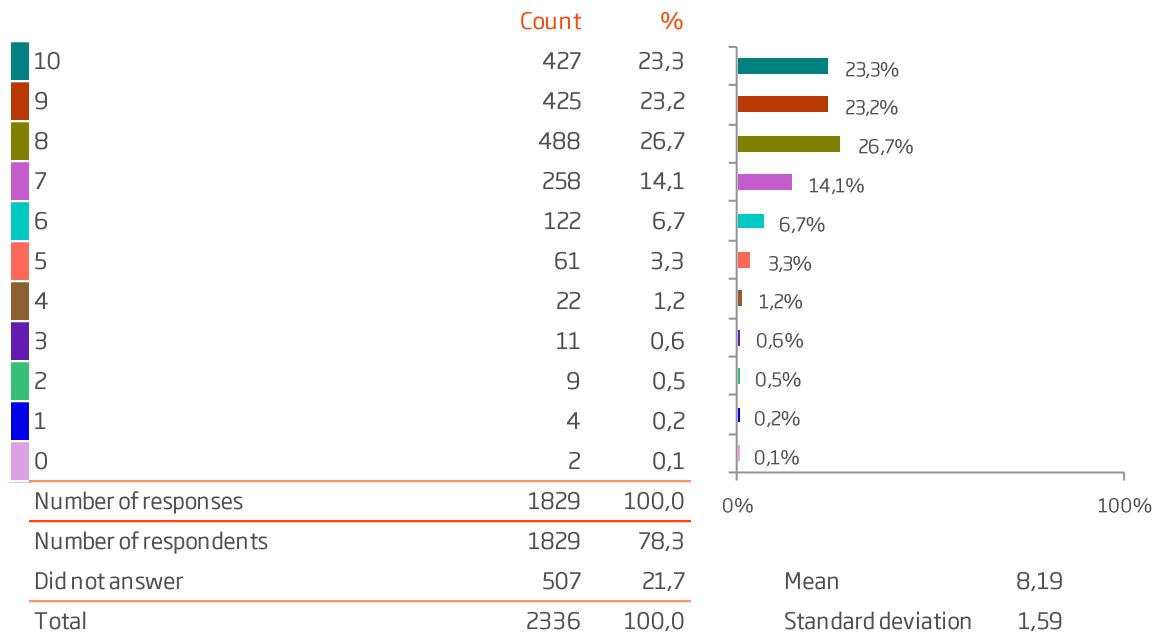
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SECURITY FACTORS



Q. 79. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10. -Security factors (warning signs, hazard zones, definitions and the like).



SECURITY FACTORS



Q.79. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10. -Security factors (warning signs, hazard zones, definitions and the like).

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1829	23,3	23,2	26,7	14,1	12,6	
Gender							8,19
Male	762	21,1	22,7	27,7	15,7	12,7	
Female	1054	24,9	23,6	26,1	12,7	12,7	
Age							
24 years and younger	223	24,2	20,2	26,0	16,6	13,0	
25-34 years	591	26,1	22,7	28,4	11,7	11,2	
35-44 years	345	20,9	25,2	26,1	16,2	11,6	
45-54 years	285	22,5	22,8	25,3	14,7	14,7	
55 years and older	371	21,3	24,5	27,0	13,7	13,5	
What is your profession?							
Managerial	274	19,0	21,2	32,8	16,4	10,6	
Professionals (dr./lawyer/account. etc.)	353	20,4	24,4	25,8	15,3	14,2	
Other professionals	254	20,9	26,0	27,2	14,6	11,4	
Teacher/Medical care	191	30,9	22,0	24,1	13,1	9,9	
Clerical/Service	121	28,1	23,1	26,4	14,9	7,4	
Vocational/Technical	54	25,9	24,1	29,6	7,4	13,0	
Unskilled	13	30,8	38,5	23,1	0,0	7,7	
Student	219	26,5	19,2	24,2	13,7	16,4	
Retired/Homemaker	151	19,2	25,2	25,8	10,6	19,2	
Other	181	26,5	22,1	25,4	14,4	11,6	
Household income							
High	775	21,0	23,5	28,8	13,4	13,3	
Average	717	25,1	22,0	25,8	14,5	12,6	
Low	261	23,0	26,1	23,8	16,9	10,3	
Market area*							
Britain	616	23,4	21,8	28,9	14,4	11,5	
North America	454	31,3	25,6	20,5	11,7	11,0	
Central/Southern Europe	316	19,3	21,5	27,5	18,0	13,6	
Scandinavia	236	16,1	24,6	27,5	13,1	18,6	
Asia	44	13,6	15,9	38,6	18,2	13,6	
Other	163	22,1	25,8	29,4	12,3	10,4	

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

SECURITY FACTORS



Q.79. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10. -Security factors (warning signs, hazard zones, definitions and the like).

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1829	23,3	23,2	26,7	14,1	12,6	
Nationality*							
British	564	23,8	21,1	28,9	15,1	11,2	
American	308	34,4	26,3	17,5	9,7	12,0	
Canadian	143	25,9	23,1	24,5	15,4	11,2	
Danish	95	12,6	29,5	25,3	12,6	20,0	
Norwegian	69	20,3	27,5	26,1	11,6	14,5	
French	86	15,1	24,4	31,4	17,4	11,6	
Type of trip*	89	24,7	20,2	25,8	13,5	15,7	
Swedish	45	17,8	8,9	33,3	22,2	17,8	
Dutch	41	7,3	12,2	43,9	24,4	12,2	
Irish	38	18,4	26,3	28,9	15,8	10,5	
Purpose of visit*	35	14,3	28,6	37,1	11,4	8,6	
Chinese	30	13,3	20,0	43,3	16,7	6,7	
Italian	30	23,3	23,3	13,3	20,0	20,0	
Swiss	26	23,1	26,9	23,1	23,1	3,8	
Other	230	21,3	24,8	27,8	11,7	14,3	
Type of trip*							
Package tour	485	24,9	24,5	25,8	14,8	9,9	
Type of trip*	1278	23,6	22,7	26,4	13,8	13,5	
Business-arranged tour	66	13,6	15,2	34,8	18,2	18,2	
Purpose of visit*							
Vacation/holiday	1636	23,6	23,6	26,5	13,9	12,3	
Conference/large meeting	41	19,5	14,6	34,1	12,2	19,5	
Business/small meeting	41	26,8	12,2	22,0	19,5	19,5	
Education and training	63	25,4	17,5	22,2	14,3	20,6	
Visiting friends/relatives	139	18,7	20,9	33,1	12,9	14,4	
Business incentives package	7	14,3	0,0	28,6	28,6	28,6	
Temporary employment in Iceland	15	26,7	33,3	6,7	20,0	13,3	
Event in Iceland (leisure related)	110	20,0	27,3	28,2	10,9	13,6	
Health/medical treatment	6	33,3	33,3	16,7	0,0	16,7	
Other	103	22,3	23,3	29,1	10,7	14,6	

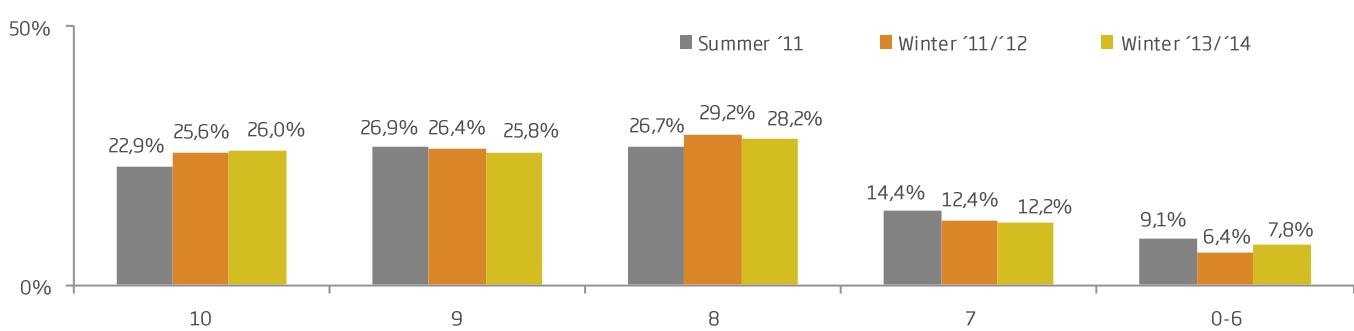
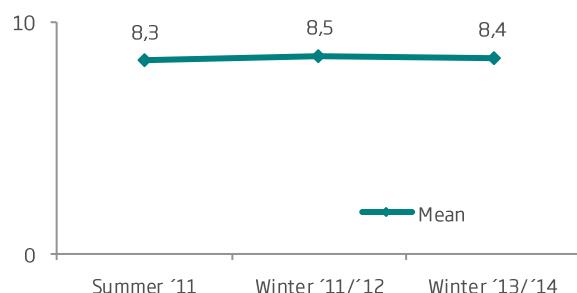
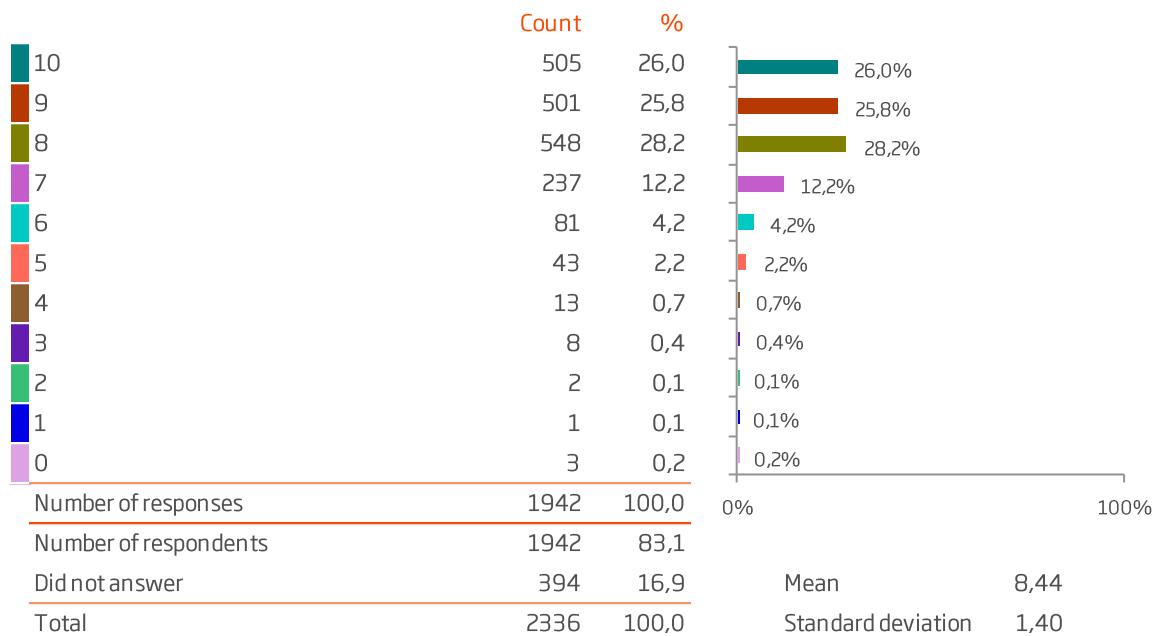
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

CONDUCT OF GUESTS



Q.80. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Conduct of guests.



CONDUCT OF GUESTS



Q. 80. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Conduct of guests.

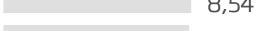
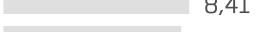
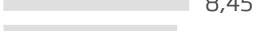
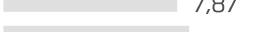
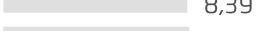
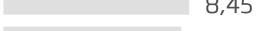
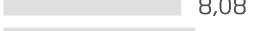
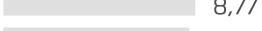
	Number of answers	Number of answers				
		10	9	8	7	0-6
	Count	%	%	%	%	%
Total	1942	26,0	25,8	28,2	12,2	7,8
Gender*						
Male	819	21,0	26,7	30,3	13,9	8,1
Female	1112	29,5	25,0	26,8	11,1	7,6
Age						
24 years and younger	227	28,6	19,8	27,8	15,0	8,8
25-34 years	613	28,2	24,8	27,9	11,4	7,7
35-44 years	369	23,0	26,6	28,7	14,1	7,6
45-54 years	314	24,5	28,0	27,1	12,1	8,3
55 years and older	405	25,4	27,9	29,6	10,4	6,7
What is your profession?*						
Managerial	289	20,8	28,7	30,4	13,8	6,2
Professionals (dr./lawyer/account. etc.)	377	21,5	27,6	27,9	12,2	10,9
Other professionals	273	23,1	28,2	30,0	10,3	8,4
Teacher/Medical care	208	36,5	23,6	21,6	14,4	3,8
Clerical/Service	129	33,3	20,2	26,4	9,3	10,9
Vocational/Technical	62	27,4	32,3	29,0	6,5	4,8
Unskilled	14	28,6	21,4	42,9	7,1	0,0
Student	214	28,0	22,9	25,2	13,1	10,7
Retired/Homemaker	157	26,1	24,8	32,5	10,8	5,7
Other	195	28,2	22,1	30,8	14,4	4,6
Household income						
High	842	24,5	26,2	30,6	11,5	7,1
Average	764	26,8	24,7	27,6	13,0	7,9
Low	266	27,8	26,3	23,7	12,0	10,2
Market area*						
Britain	678	26,4	26,0	29,6	11,4	6,6
North America	500	32,8	26,6	26,0	9,2	5,4
Central/Southern Europe	299	17,7	20,7	32,8	16,7	12,0
Scandinavia	261	21,8	26,8	26,1	13,4	11,9
Asia	46	10,9	30,4	37,0	17,4	4,3
Other	158	29,7	29,1	21,5	13,3	6,3

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

CONDUCT OF GUESTS



Q. 80. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Conduct of guests.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1942	26,0	25,8	28,2	12,2	7,8	 8,44
Nationality*							
British	627	27,1	24,9	30,1	11,0	6,9	 8,50
American	341	37,0	25,5	23,2	9,1	5,3	 8,76
Canadian	157	26,1	27,4	29,9	10,2	6,4	 8,51
Danish	113	23,9	36,3	23,9	7,1	8,8	 8,56
Norwegian	79	26,6	22,8	22,8	17,7	10,1	 8,34
French	84	14,3	14,3	34,5	19,0	17,9	 7,64
Type of trip*	79	29,1	25,3	21,5	13,9	10,1	 8,39
Swedish	42	11,9	14,3	33,3	21,4	19,0	 7,64
Dutch	34	5,9	8,8	50,0	29,4	5,9	 7,71
Irish	38	28,9	26,3	28,9	10,5	5,3	 8,61
Australian	34	20,6	32,4	26,5	17,6	2,9	 8,50
Chinese	30	20,0	23,3	36,7	16,7	3,3	 8,40
Italian	31	12,9	25,8	25,8	19,4	16,1	 7,77
Swiss	25	12,0	36,0	28,0	16,0	8,0	 8,12
Other	228	20,6	30,7	28,5	12,3	7,9	 8,36
Type of trip*							
Type of trip*	533	28,5	25,3	28,1	12,2	5,8	 8,54
Individually-arranged tour	1331	25,6	26,0	28,0	11,9	8,4	 8,41
Business-arranged tour	73	17,8	23,3	28,8	17,8	12,3	 8,12
Purpose of visit*							
Vacation/holiday	1736	26,6	25,5	28,3	11,9	7,7	 8,45
Conference/large meeting	45	11,1	33,3	22,2	17,8	15,6	 7,87
Business/small meeting	44	34,1	18,2	18,2	18,2	11,4	 8,45
Education and training	70	31,4	20,0	24,3	14,3	10,0	 8,39
Visiting friends/relatives	141	24,1	28,4	27,7	12,1	7,8	 8,45
Business incentives package	12	16,7	16,7	33,3	25,0	8,3	 8,08
Temporary employment in Iceland	13	30,8	30,8	23,1	15,4	0,0	 8,77
Event in Iceland (leisure related)	120	26,7	27,5	22,5	15,8	7,5	 8,48
Health/medical treatment	8	37,5	25,0	25,0	0,0	12,5	 8,00
Other	107	24,3	29,0	24,3	8,4	14,0	 8,25

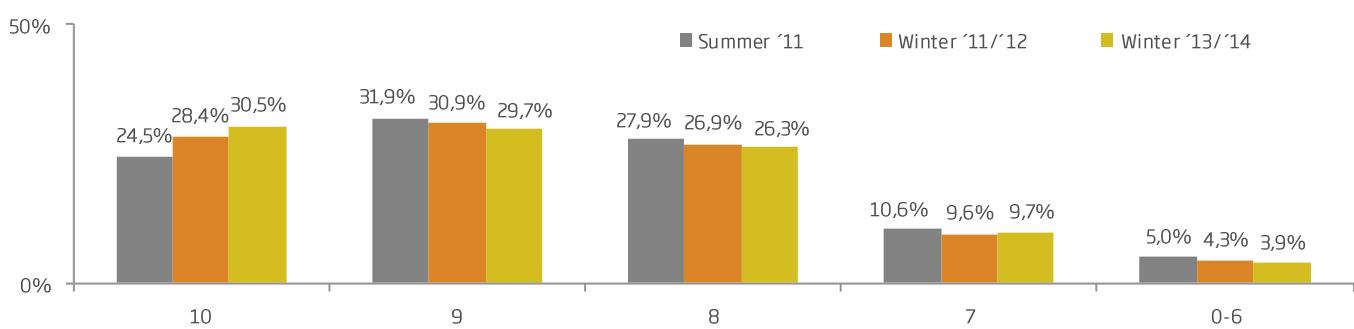
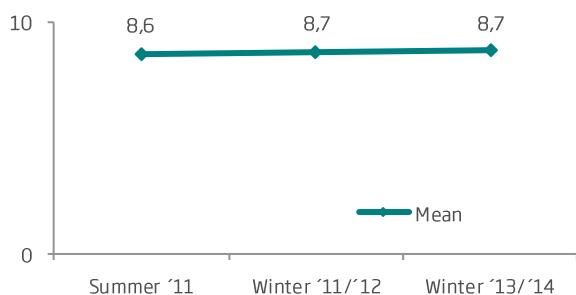
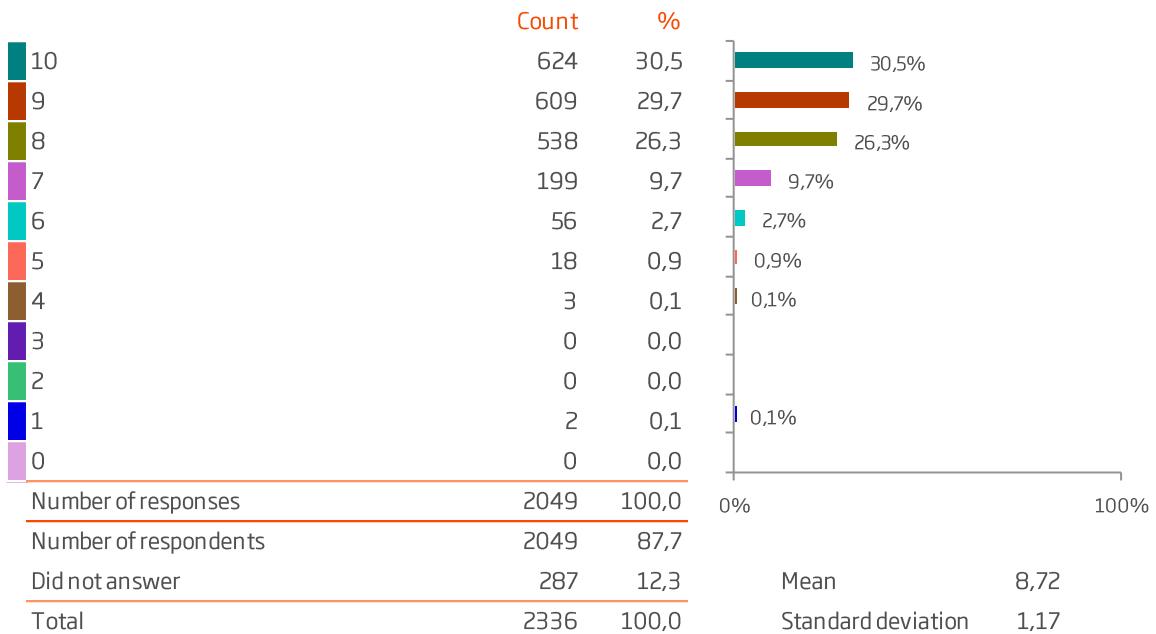
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

GENERAL CONDITIONS OF TOURIST SITES



Q.81. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -General conditions of tourist sites.



GENERAL CONDITIONS OF TOURIST SITES



Q. 81. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -General conditions of tourist sites.

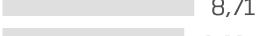
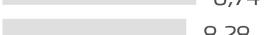
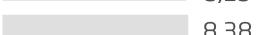
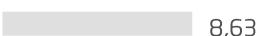
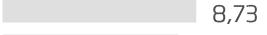
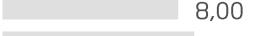
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2049	30,5	29,7	26,3	9,7	3,9	 8,72
Gender*							
Male	862	25,5	28,2	30,5	11,5	4,3	 8,57
Female	1173	34,0	30,8	23,1	8,5	3,6	 8,82
Age*							
24 years and younger	237	32,9	24,5	27,4	10,5	4,6	 8,68
25-34 years	631	35,3	31,1	22,5	7,6	3,5	 8,85
35-44 years	393	27,5	28,2	30,0	11,2	3,1	 8,65
45-54 years	330	26,7	31,5	25,8	10,3	5,8	 8,60
55 years and older	444	28,2	30,4	28,2	10,4	2,9	 8,70
What is your profession?*							
Managerial	303	25,7	28,7	30,0	12,9	2,6	 8,62
Professionals (dr./lawyer/account. etc.)	395	24,3	32,2	26,1	11,1	6,3	 8,53
Other professionals	294	28,9	33,0	23,8	11,2	3,1	 8,72
Teacher/Medical care	221	41,6	26,7	20,8	9,0	1,8	 8,97
Clerical/Service	135	33,3	29,6	26,7	7,4	3,0	 8,82
Vocational/Technical	61	34,4	37,7	23,0	1,6	3,3	 8,98
Unskilled	13	46,2	23,1	23,1	7,7	0,0	 9,08
Student	225	30,2	26,7	27,6	10,2	5,3	 8,64
Retired/Homemaker	175	28,0	32,6	27,4	8,6	3,4	 8,73
Other	203	36,9	24,1	29,1	5,9	3,9	 8,81
Household income							
High	881	26,8	31,9	28,9	8,5	3,9	 8,67
Average	810	32,7	28,9	24,3	10,7	3,3	 8,76
Low	277	32,9	26,4	25,3	10,5	5,1	 8,67
Market area*							
Britain	706	31,4	29,7	25,9	9,6	3,3	 8,75
North America	523	39,0	31,9	20,1	6,9	2,1	 8,98
Central/Southern Europe	323	22,6	26,9	33,4	11,1	5,9	 8,46
Scandinavia	275	22,5	28,0	30,5	12,0	6,9	 8,46
Asia	49	20,4	28,6	34,7	14,3	2,0	 8,51
Other	173	30,6	31,2	23,7	11,0	3,5	 8,71

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

GENERAL CONDITIONS OF TOURIST SITES



Q. 81. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -General conditions of tourist sites.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2049	30,5	29,7	26,3	9,7	3,9	 8,72
Nationality*							
British	652	31,7	29,4	26,5	9,2	3,1	 8,77
American	356	43,0	31,5	16,9	5,9	2,8	 9,04
Canadian	164	32,3	32,3	26,2	8,5	0,6	 8,87
Danish	111	21,6	35,1	29,7	9,0	4,5	 8,59
Norwegian	83	30,1	20,5	26,5	15,7	7,2	 8,51
French	93	25,8	34,4	26,9	9,7	3,2	 8,70
Type of trip ⁺	80	28,8	20,0	30,0	11,3	10,0	 8,44
Swedish	51	19,6	23,5	35,3	13,7	7,8	 8,31
Dutch	45	4,4	20,0	60,0	15,6	0,0	 8,13
Irish	41	31,7	36,6	24,4	4,9	2,4	 8,90
Purpose of visit ⁺	36	25,0	30,6	27,8	13,9	2,8	 8,61
Chinese	31	22,6	29,0	35,5	12,9	0,0	 8,61
Italian	31	25,8	16,1	25,8	16,1	16,1	 7,94
Swiss	28	14,3	32,1	35,7	14,3	3,6	 8,39
Other	247	25,1	31,6	25,9	11,7	5,7	 8,55
Type of trip⁺							
Package tour	556	33,1	29,3	26,8	7,6	3,2	 8,80
Type of trip ⁺	1414	30,1	29,8	26,0	10,1	3,9	 8,71
Business-arranged tour	76	19,7	23,7	31,6	13,2	11,8	 8,22
Purpose of visit⁺							
Vacation/holiday	1830	31,2	29,9	25,6	9,6	3,7	 8,74
Conference/large meeting	50	24,0	20,0	32,0	14,0	10,0	 8,28
Business/small meeting	48	29,2	12,5	31,3	20,8	6,3	 8,38
Education and training	71	29,6	28,2	23,9	12,7	5,6	 8,63
Visiting friends/relatives	149	22,1	27,5	32,2	12,8	5,4	 8,46
Business incentives package	11	9,1	9,1	45,5	27,3	9,1	 7,82
Temporary employment in Iceland	15	46,7	20,0	20,0	6,7	6,7	 8,87
Event in Iceland (leisure related)	127	29,1	30,7	26,8	11,0	2,4	 8,73
Health/medical treatment	8	25,0	37,5	25,0	0,0	12,5	 8,00
Other	115	28,7	25,2	33,0	7,8	5,2	 8,64

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

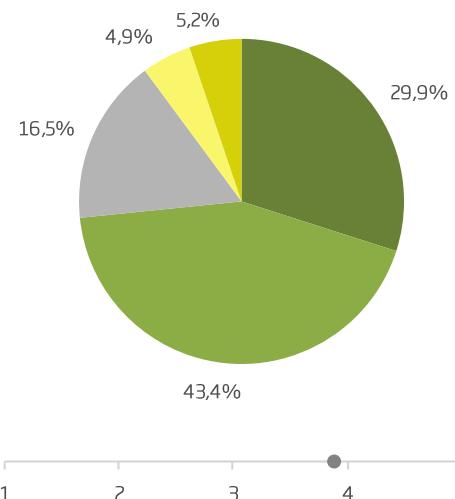
*Significant difference between groups according to ANOVA test ($p < 0,05$).

IMPORTANCE OF QUALITY CERTIFICATION

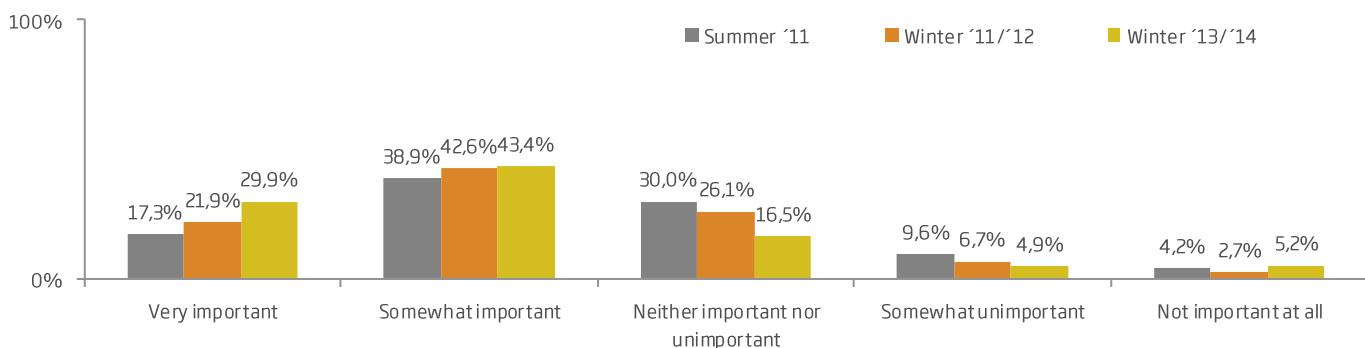


Q.82. How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

	Count	%
Very important (5)	594	29,9
Somewhat important (4)	862	43,4
Neither important nor unimportant (3)	327	16,5
Somewhat unimportant (2)	98	4,9
Not important at all (1)	103	5,2
Number of responses	1984	100,0
Number of respondents	1984	84,9
Did not answer	352	15,1
Total	2336	100,0



Mean 3,88
Standard deviation 1,06



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.

IMPORTANCE OF QUALITY CERTIFICATION



Q. 82. How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

	Number of answers	Neither important nor unimportant			Not important	Score
		Important	%	%		
Total	1984	73,4	16,5	10,1		3,88
Gender*						
Male	824	68,7	18,6	12,7		3,76
Female	1148	76,7	15,2	8,2		3,97
Age*						
24 years and younger	223	72,6	19,3	8,1		3,86
25-34 years	606	68,5	17,2	14,4		3,70
35-44 years	388	71,1	19,3	9,5		3,84
45-54 years	317	74,1	15,5	10,4		3,89
55 years and older	436	81,9	12,8	5,3		4,18
What is your profession?*						
Managerial	297	74,7	15,2	10,1		3,87
Professionals (dr./lawyer/account. etc.)	379	76,0	15,3	8,7		3,95
Other professionals	294	75,5	13,9	10,5		3,85
Teacher/Medical care	207	68,6	18,4	13,0		3,80
Clerical/Service	134	64,2	24,6	11,2		3,70
Vocational/Technical	64	67,2	26,6	6,3		3,80
Unskilled	10	70,0	20,0	10,0		3,70
Student	212	67,5	19,3	13,2		3,74
Retired/Homemaker	171	85,4	10,5	4,1		4,29
Other	195	72,3	16,4	11,3		3,84
Household income*						
High	861	74,1	16,7	9,2		3,89
Average	785	75,2	15,2	9,7		3,94
Low	267	65,2	19,5	15,4		3,65
Market area*						
Britain	688	81,0	12,2	6,8		4,05
North America	502	79,3	12,5	8,2		4,04
Central/Southern Europe	304	59,2	22,0	18,8		3,47
Scandinavia	274	51,8	31,8	16,4		3,42
Asia	47	89,4	8,5	2,1		4,36
Other	169	81,1	13,0	5,9		4,09

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

IMPORTANCE OF QUALITY CERTIFICATION



Q.82. How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

	Number of answers	Neither important nor unimportant			Not important
		Important	%	%	
Total	1984	73,4	16,5	10,1	
Nationality*					
British	636	80,2	12,3	7,5	
American	335	79,1	13,1	7,8	
Canadian	163	79,1	12,3	8,6	
Danish	106	46,2	37,7	16,0	
Norwegian	90	46,7	32,2	21,1	
French	80	62,5	23,8	13,8	
Type of trip ⁺	79	46,8	30,4	22,8	
Swedish	49	71,4	24,5	4,1	
Dutch	44	81,8	9,1	9,1	
Irish	41	90,2	7,3	2,4	
Purpose of visit ⁺	38	84,2	13,2	2,6	
Chinese	31	83,9	9,7	6,5	
Italian	28	71,4	14,3	14,3	
Swiss	30	46,7	16,7	36,7	
Other	234	74,4	15,8	9,8	
Type of trip⁺					
Package tour	543	84,2	10,9	5,0	
Type of trip ⁺	1360	69,3	18,5	12,3	
Business-arranged tour	83	71,1	21,7	7,2	
Purpose of visit⁺					
Vacation/holiday	1750	74,5	15,8	9,7	
Conference/large meeting	54	75,9	16,7	7,4	
Business/small meeting	51	60,8	19,6	19,6	
Education and training	71	69,0	22,5	8,5	
Visiting friends/relatives	141	58,2	24,8	17,0	
Business incentives package	13	38,5	53,8	7,7	
Temporary employment in Iceland	16	50,0	18,8	31,3	
Event in Iceland (leisure related)	125	66,4	19,2	14,4	
Health/medical treatment	7	71,4	0,0	28,6	
Other	115	67,8	20,0	12,2	

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

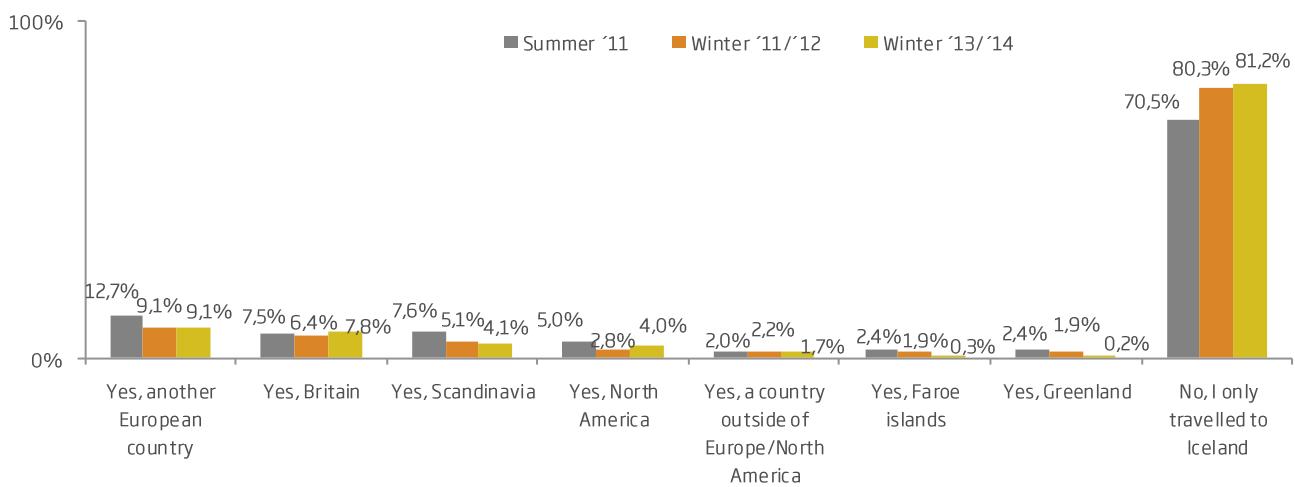
*Significant difference between groups according to ANOVA test ($p < 0,05$).

OTHER COUNTRIES VISITED



Q.83. Did you visit a country other than Iceland during your trip?

	Count respondents	% respondents	% responses
Yes, another European country	196	9,1	8,4
Yes, Britain	167	7,8	7,2
Yes, Scandinavia	89	4,1	3,8
Yes, North America	85	4,0	3,6
Yes, a country outside of Europe/North America	37	1,7	1,6
Yes, Faroe islands	7	0,3	0,3
Yes, Greenland	5	0,2	0,2
No, I only travelled to Iceland	1745	81,2	74,9
Number of responses	2331	108,4	100,0
Number of respondents	2150	92,0	
Did not answer	186	8,0	
Total	2336	100,0	



OTHER COUNTRIES VISITED



Q.83. 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	Other countries	No, I only travelled to Iceland
	Count	%	%	%	%	%	%
Total	2150						
Gender							
Male	899	9,3	7,1	5,0	4,7	2,4	80,1
Female	1237	9,0	8,2	3,6	3,5	2,2	81,9
Age							
24 years and younger	244	14,3	11,5	7,4	2,5	3,7	74,2
25-34 years	656	8,8	7,8	3,8	4,3	2,9	80,0
35-44 years	418	8,1	6,2	4,1	4,5	1,7	82,3
45-54 years	348	6,0	3,7	3,4	3,4	2,0	87,9
55 years and older	469	10,0	10,0	3,4	4,3	1,5	80,2
What is your profession?							
Managerial	318	7,5	7,2	3,8	5,0	2,2	83,6
Professionals (dr./lawyer/account. etc.)	413	8,0	7,5	4,1	3,9	1,2	80,9
Other professionals	314	9,6	8,3	4,1	4,1	2,5	79,9
Teacher/Medical care	226	8,4	5,3	4,0	3,1	1,8	86,3
Clerical/Service	135	5,2	6,7	1,5	5,2	3,0	86,7
Vocational/Technical	68	7,4	1,5	0,0	1,5	0,0	89,7
Unskilled	14	14,3	0,0	7,1	7,1	7,1	71,4
Student	238	12,6	11,3	6,7	3,4	3,4	73,5
Retired/Homemaker	182	11,5	11,5	3,8	1,6	2,7	79,1
Other	217	10,6	6,9	5,5	5,5	2,8	79,3
Household income							
High	922	8,8	7,7	4,1	3,5	2,1	82,5
Average	841	9,5	7,5	4,0	4,6	1,7	81,2
Low	299	8,4	8,4	4,7	3,3	3,3	78,6
Market area							
Britain	720	0,4	1,1	0,6	2,9	0,6	95,8
North America	543	16,4	11,4	5,9	1,7	2,0	72,2
Central/Southern Europe	353	5,7	4,0	3,4	7,1	3,4	82,7
Scandinavia	310	3,2	1,0	3,2	3,2	1,3	92,3
Asia	48	45,8	31,3	20,8	0,0	2,1	25,0

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

OTHER COUNTRIES VISITED



Q.83. 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	Other countries	No, I only travelled to Iceland
	Count	%	%	%	%	%	%
Total	2150						
Nationality							
British	663	0,3	1,5	0,5	3,0	0,6	95,3
American	369	15,2	10,0	5,7	1,9	1,4	72,9
Canadian	171	17,0	14,0	5,8	1,8	3,5	71,9
Danish	118	1,7	1,7	1,7	1,7	2,5	96,6
Norwegian	98	2,0	0,0	2,0	3,1	0,0	93,9
French	92	5,4	3,3	0,0	4,3	1,1	90,2
German	100	2,0	2,0	3,0	5,0	4,0	88,0
Swedish	58	5,2	1,7	5,2	5,2	1,7	86,2
Dutch	50	4,0	2,0	4,0	26,0	2,0	70,0
Irish	41	0,0	14,6	2,4	0,0	2,4	80,5
Australian	40	52,5	50,0	17,5	12,5	17,5	27,5
Chinese	31	41,9	16,1	12,9	3,2	0,0	45,2
Italian	32	12,5	3,1	0,0	3,1	9,4	81,3
Swiss	31	3,2	3,2	6,5	3,2	6,5	87,1
Other	256	21,1	21,1	11,3	6,6	4,3	57,8
Type of trip							
Package tour	563	3,4	3,6	1,2	1,1	0,7	94,0
Individually-arranged tour	1487	11,3	9,1	5,2	5,2	2,8	76,9
Business-arranged tour	93	4,3	9,7	6,5	4,3	3,2	81,7
Purpose of visit							
Vacation/holiday	1884	9,3	7,8	4,1	3,9	2,1	81,3
Conference/large meeting	65	10,8	6,2	1,5	3,1	3,1	78,5
Business/small meeting	62	6,5	11,3	8,1	3,2	1,6	79,0
Education and training	79	6,3	6,3	5,1	1,3	1,3	86,1
Visiting friends/relatives	166	4,8	6,0	5,4	4,8	3,0	84,9
Business incentives package	14	7,1	7,1	7,1	7,1	7,1	92,9
Temporary employment in Iceland	18	16,7	22,2	11,1	11,1	22,2	55,6
Event in Iceland (leisure related)	136	8,8	5,1	3,7	0,7	2,9	83,8
Health/medical treatment	8	0,0	0,0	0,0	0,0	0,0	100,0
Other	124	9,7	6,5	4,8	5,6	3,2	79,0

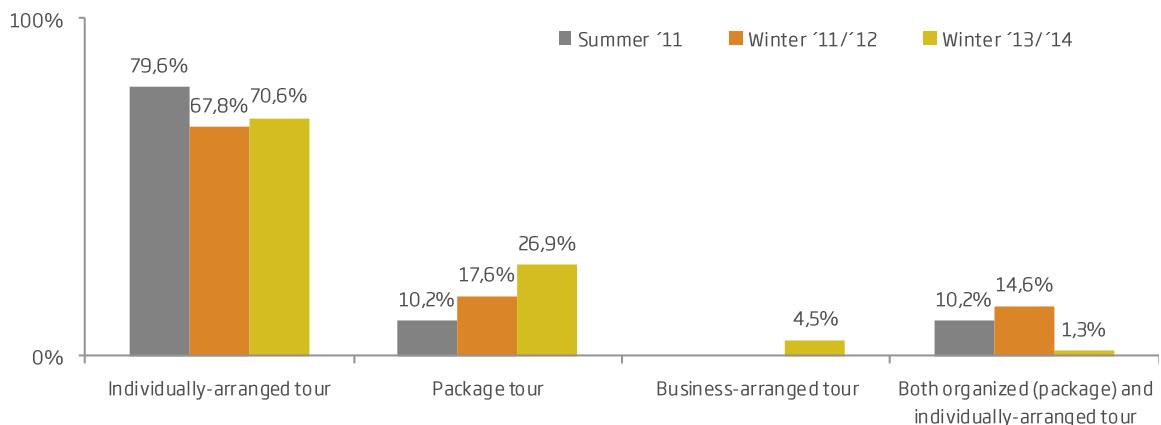
When respondents can choose more than one answer, significance between groups is not calculated.



Q. 84. 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	1490	70,6	68,4
Package tour	567	26,9	26,0
Business-arranged tour	94	4,5	4,3
Both organized (package) and individually-arranged tour	28	1,3	1,3
Number of responses*	2179	103,2	100,0
Number of respondents	2111	96,9	
Did not answer	225	10,3	
Total	2179	107,2	

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



TYPE OF TRIP



Q.84. 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	%	%	%	%	
Total	2111					
Gender						
Male	882	73,2	22,9	5,9	1,4	73% 23% 6%
Female	1215	68,5	29,8	3,5	1,2	68% 30% 3%
Age						
24 years and younger	236	73,3	24,2	4,2	1,3	73% 24% 4%
25-34 years	639	78,4	21,0	2,2	1,3	78% 21% 2%
35-44 years	413	70,2	26,6	5,1	1,2	70% 27% 5%
45-54 years	344	65,1	27,6	9,9	1,5	65% 28% 10%
55 years and older	464	63,1	35,6	3,2	1,5	63% 36% 3%
What is your profession?						
Managerial	315	64,8	29,2	7,9	1,3	65% 29% 8%
Professionals (dr./lawyer/account. etc.)	402	72,9	23,4	4,7	1,0	73% 23% 5%
Other professionals	308	73,1	26,6	2,6	1,6	73% 27% 2%
Teacher/Medical care	222	70,3	29,3	2,7	0,9	70% 29% 3%
Clerical/Service	136	64,0	31,6	5,1	0,7	64% 32% 5%
Vocational/Technical	68	73,5	20,6	8,8	1,5	74% 21% 9%
Unskilled	14	85,7	14,3	0,0	0,0	86% 14%
Student	228	80,3	17,5	3,5	0,9	80% 18% 4%
Retired/Homemaker	182	57,7	43,4	1,1	2,2	58% 43% 2%
Other	212	75,5	22,6	5,7	2,4	75% 23% 8%
Household income						
High	908	69,6	26,9	5,7	1,7	70% 27% 8%
Average	827	69,9	28,4	3,3	1,0	70% 28% 3%
Low	291	77,0	20,6	4,1	1,0	77% 21% 4%
Market area						
Britain	713	61,0	38,1	1,5	0,7	61% 38% 2%
North America	517	76,4	24,6	1,7	2,7	76% 25% 3%
Central/Southern Europe	352	79,0	17,0	5,7	1,1	79% 17% 6%
Scandinavia	308	72,7	17,2	14,0	1,3	73% 17% 14%
Asia	47	80,9	21,3	0,0	2,1	81% 21% 2%

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



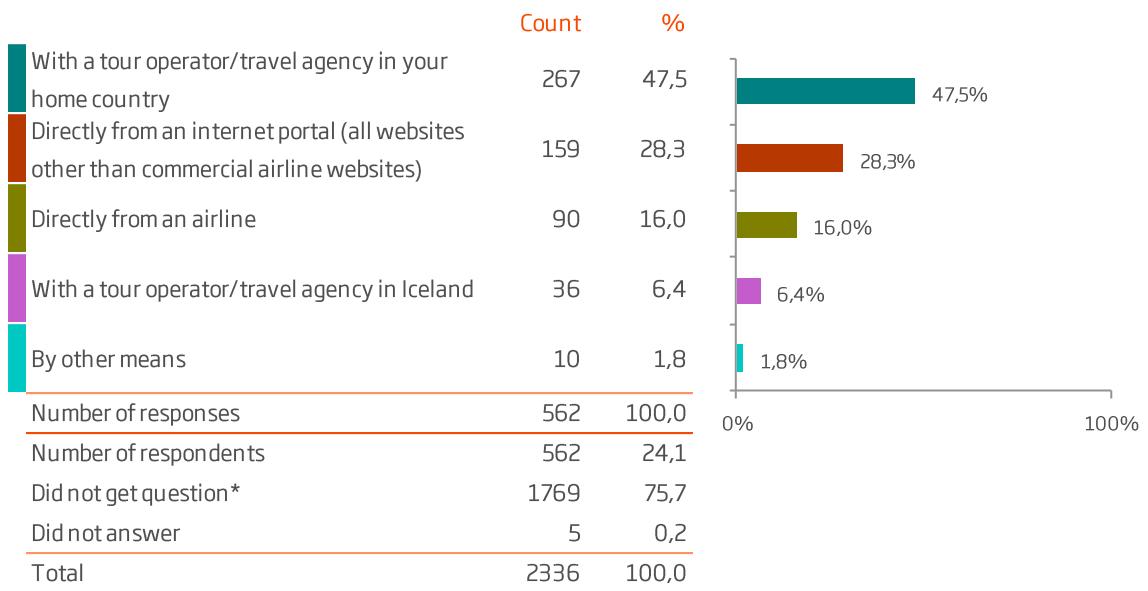
Q.84. Are you travelling on an organized (package) tour to Iceland or are you on an individually- or business-arranged tour?

	Number of answers	Individually-arranged tour	Package tour	Business-arranged tour	Both organized (package) and individually-arranged tour
	Count	%	%	%	%
Total	2111				
Nationality					
British	658	60,8	38,6	1,5	0,9
American	348	73,9	26,4	1,7	2,0
Canadian	165	77,6	24,2	1,8	3,6
Danish	118	70,3	22,9	11,9	2,5
Norwegian	97	77,3	7,2	20,6	1,0
French	93	76,3	18,3	6,5	0,0
German	101	92,1	4,0	4,0	0,0
Swedish	58	65,5	24,1	10,3	0,0
Dutch	49	67,3	24,5	8,2	0,0
Irish	42	42,9	57,1	0,0	0,0
Australian	39	79,5	17,9	2,6	0,0
Chinese	31	77,4	22,6	0,0	0,0
Italian	32	53,1	53,1	6,3	9,4
Swiss	31	93,5	3,2	3,2	0,0
Other	249	77,5	17,7	6,8	0,8
Purpose of visit					
Vacation/holiday	1853	71,5	29,4	1,1	1,5
Conference/large meeting	61	50,8	1,6	55,7	0,0
Business/small meeting	61	52,5	0,0	50,8	0,0
Education and training	79	62,0	26,6	13,9	1,3
Visiting friends/relatives	162	93,2	7,4	1,9	1,9
Business incentives package	14	64,3	7,1	42,9	7,1
Temporary employment in Iceland	18	72,2	0,0	27,8	0,0
Event in Iceland (leisure related)	135	84,4	14,8	3,0	1,5
Health/medical treatment	8	62,5	37,5	0,0	0,0
Other	120	73,3	18,3	10,8	2,5

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



Q.85. Where did you book your organized package tour to Iceland?



*Only those who booked a package tour got this question.

BOOKING ORIGIN OF PACKAGE TOUR



Q.85. Where did you book your organized package tour to Iceland?

	Number of answers	Tour operator/ travel agency in your home country	Internet portal	Directly from an airline	With a tour operator/ travel agency in Iceland	By other means
	Count	%	%	%	%	%
Total	562	47,5	28,3	16,0	6,4	1,8
Gender						
Male	198	51,0	24,2	18,2	4,5	2,0
Female	361	45,4	30,7	14,7	7,5	1,7
Age*						
24 years and younger	55	40,0	30,9	10,9	16,4	1,8
25-34 years	131	43,5	29,8	21,4	5,3	0,0
35-44 years	109	53,2	25,7	13,8	7,3	0,0
45-54 years	96	47,9	26,0	18,8	2,1	5,2
55 years and older	165	47,9	30,3	13,3	6,1	2,4
What is your profession?						
Managerial	93	51,6	28,0	18,3	1,1	1,1
Professionals (dr./lawyer/account. etc.)	94	45,7	34,0	11,7	8,5	0,0
Other professionals	81	45,7	24,7	18,5	7,4	3,7
Teacher/Medical care	64	45,3	23,4	14,1	15,6	1,6
Clerical/Service	43	51,2	27,9	14,0	7,0	0,0
Vocational/Technical	14	64,3	7,1	14,3	14,3	0,0
Unskilled	<5					
Student	37	37,8	29,7	24,3	5,4	2,7
Retired/Homemaker	79	41,8	36,7	15,2	3,8	2,5
Other	48	56,3	22,9	14,6	2,1	4,2
Household income						
High	244	47,5	25,0	18,4	7,0	2,0
Average	233	51,1	30,5	12,0	5,6	0,9
Low	57	42,1	31,6	15,8	7,0	3,5
Market area*						
Britain	274	52,2	31,4	12,4	2,6	1,5
North America	124	19,4	35,5	32,3	11,3	1,6
Central/Southern Europe	59	59,3	20,3	13,6	6,8	0,0
Scandinavia	50	58,0	16,0	12,0	10,0	4,0
Asia	10	30,0	30,0	0,0	30,0	10,0
Other	45	73,3	13,3	4,4	6,7	2,2

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

BOOKING ORIGIN OF PACKAGE TOUR



Q.85. Where did you book your organized package tour to Iceland?

	Number of answers	Tour operator/ travel agency in your home country	Internet portal	Directly from an airline	With a tour operator/ travel agency in Iceland	By other means
	Count	%	%	%	%	%
Total	562	47,5	28,3	16,0	6,4	1,8
Nationality*						
British	255	52,5	31,8	12,5	1,6	1,6
American	90	21,1	32,2	31,1	14,4	1,1
Canadian	39	15,4	43,6	30,8	7,7	2,6
Danish	26	57,7	11,5	19,2	3,8	7,7
Norwegian	6	16,7	33,3	0,0	50,0	0,0
French	16	56,3	25,0	6,3	12,5	0,0
German	<5					
Swedish	14	78,6	21,4	0,0	0,0	0,0
Dutch	12	33,3	16,7	33,3	16,7	0,0
Irish	24	83,3	4,2	4,2	4,2	4,2
Australian	7	71,4	14,3	14,3	0,0	0,0
Chinese	7	14,3	28,6	14,3	28,6	14,3
Italian	17	94,1	0,0	5,9	0,0	0,0
Swiss	<5					
Other	44	54,5	29,5	6,8	9,1	0,0
Type of trip*						
Package tour	560	47,5	28,2	16,1	6,4	1,8
Individually-arranged tour	30	33,3	20,0	30,0	10,0	6,7
Business-arranged tour	<5					
Purpose of visit*						
Vacation/holiday	541	46,8	29,2	16,1	6,3	1,7
Conference/large meeting	<5					
Business/small meeting	<5					
Education and training	18	72,2	0,0	11,1	11,1	5,6
Visiting friends/relatives	11	36,4	27,3	18,2	18,2	0,0
Business incentives package	<5					
Temporary employment in Iceland	<5					
Event in Iceland (leisure related)	18	50,0	22,2	11,1	5,6	11,1
Health/medical treatment	<5					
Other	22	31,8	31,8	18,2	9,1	9,1

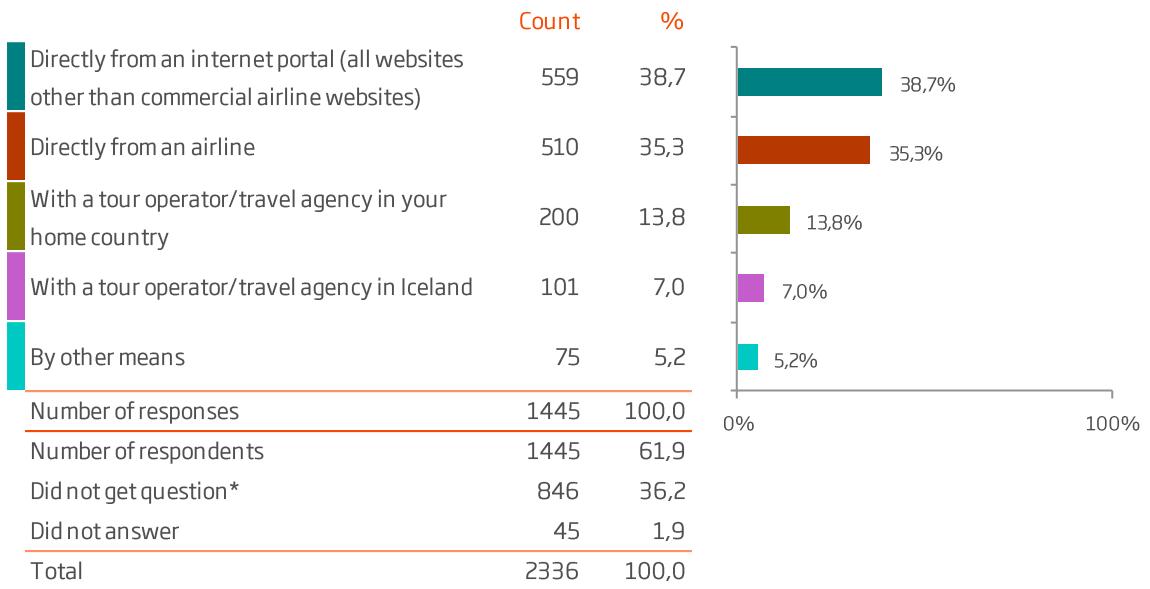
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



Q.86. Where did you book your individually-arranged tour to Iceland?



*Only those who booked an individually-arranged got this question.

BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



Q.86. Where did you book your individually-arranged tour to Iceland?

	Number of answers	Directly from an internet portal	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	%	%	%	%	%
Total	1445	38,7	35,3	13,8	7,0	5,2
Gender						
Male	629	41,0	35,8	12,7	6,8	3,7
Female	804	36,8	35,3	14,4	7,1	6,3
Age*						
24 years and younger	167	44,3	31,1	13,2	7,2	4,2
25-34 years	483	37,9	41,8	9,1	5,8	5,4
35-44 years	284	40,5	32,7	12,3	9,5	4,9
45-54 years	217	35,5	35,9	15,7	6,5	6,5
55 years and older	286	37,4	29,4	21,7	6,6	4,9
What is your profession?						
Managerial	199	38,2	35,7	14,6	7,0	4,5
Professionals (dr./lawyer/account. etc.)	286	40,9	36,0	11,9	6,3	4,9
Other professionals	217	37,8	33,6	13,4	9,2	6,0
Teacher/Medical care	147	36,1	33,3	17,0	9,5	4,1
Clerical/Service	85	42,4	31,8	14,1	7,1	4,7
Vocational/Technical	49	40,8	34,7	16,3	4,1	4,1
Unskilled	12	58,3	16,7	0,0	25,0	0,0
Student	176	35,2	43,8	10,2	5,7	5,1
Retired/Homemaker	103	38,8	28,2	20,4	8,7	3,9
Other	156	40,4	34,6	13,5	3,2	8,3
Household income*						
High	611	40,6	33,1	15,5	7,2	3,6
Average	566	38,3	35,0	14,3	6,7	5,7
Low	216	33,3	43,5	7,4	6,9	8,8
Market area*						
Britain	425	43,5	25,9	18,4	7,5	4,7
North America	382	38,7	34,3	10,2	9,4	7,3
Central/Southern Europe	271	32,1	45,8	15,5	1,1	5,5
Scandinavia	215	34,4	47,9	11,2	4,2	2,3
Asia	38	42,1	26,3	7,9	23,7	0,0
Other	114	43,0	28,1	12,3	10,5	6,1

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

BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



Q.86. Where did you book your individually-arranged tour to Iceland?

	Number of answers	Directly from an internet portal	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	%	%	%	%	%
Total	1445	38,7	35,3	13,8	7,0	5,2
Nationality*						
British	389	44,5	26,2	18,3	5,9	5,1
American	248	37,9	35,9	9,7	8,5	8,1
Canadian	124	36,3	33,9	12,1	11,3	6,5
Danish	82	26,8	48,8	13,4	6,1	4,9
Norwegian	71	32,4	53,5	11,3	2,8	0,0
French	67	44,8	34,3	7,5	3,0	10,4
German	93	33,3	48,4	17,2	0,0	1,1
Swedish	35	42,9	42,9	14,3	0,0	0,0
Dutch	32	31,3	31,3	34,4	3,1	0,0
Irish	17	35,3	29,4	23,5	5,9	5,9
Australian	29	41,4	27,6	10,3	17,2	3,4
Chinese	24	33,3	37,5	12,5	16,7	0,0
Italian	15	20,0	40,0	20,0	6,7	13,3
Swiss	29	27,6	51,7	17,2	0,0	3,4
Other	190	41,6	33,2	8,4	11,6	5,3
Type of trip*						
Package tour	27	37,0	11,1	22,2	25,9	3,7
Individually-arranged tour	1442	38,7	35,4	13,8	7,0	5,1
Business-arranged tour	10	10,0	50,0	20,0	10,0	10,0
Purpose of visit*						
Vacation/holiday	1289	39,1	34,2	14,0	7,5	5,2
Conference/large meeting	30	26,7	46,7	16,7	6,7	3,3
Business/small meeting	32	40,6	18,8	28,1	3,1	9,4
Education and training	45	22,2	42,2	22,2	4,4	8,9
Visiting friends/relatives	145	33,1	54,5	2,1	3,4	6,9
Business incentives package	9	22,2	66,7	11,1	0,0	0,0
Temporary employment in Iceland	12	41,7	41,7	8,3	0,0	8,3
Event in Iceland (leisure related)	110	33,6	44,5	6,4	10,0	5,5
Health/medical treatment	5	20,0	80,0	0,0	0,0	0,0
Other	87	34,5	29,9	20,7	5,7	9,2

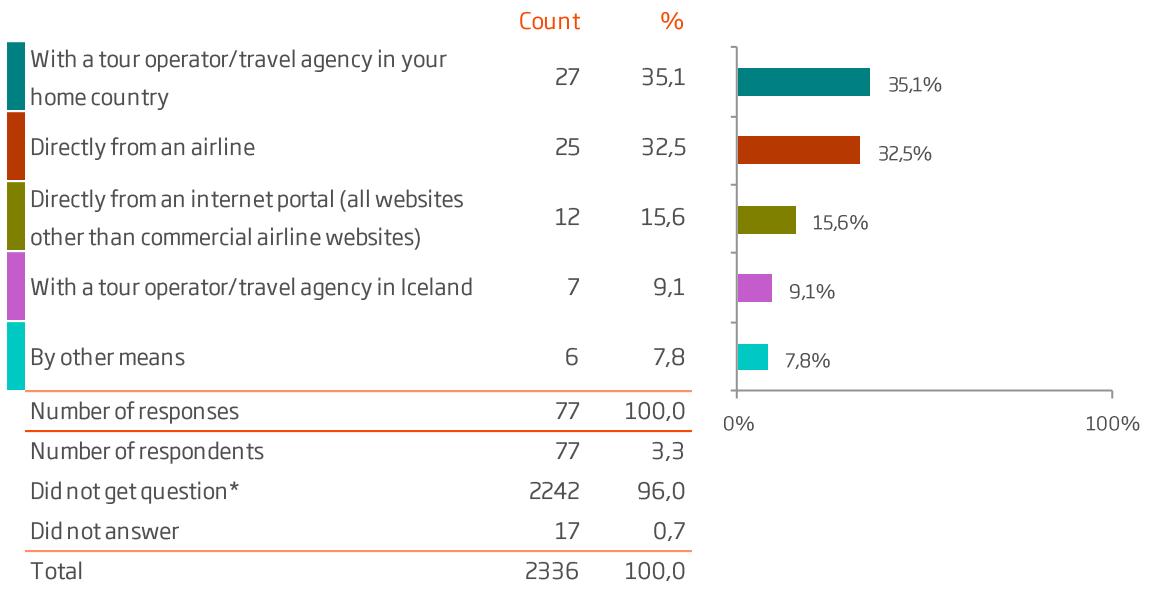
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



Q.87. Where did you book your business-arranged tour to Iceland?



*Only those who booked a business-arranged tour got this question.

BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



Q.87. Where did you book your business-arranged tour to Iceland?

		With a tour operator/ travel agency in your home country	Directly from an airline	By other means			
	Number of answers	Count	%	%	%		
Total		77	35,1	32,5	32,5	35%	32%
Gender							
Male	45	37,8	33,3	28,9	38%	33%	29%
Female	32	31,3	31,3	37,5	31%	31%	38%
Age							
24 years and younger	7	28,6	28,6	42,9	29%	29%	43%
25-34 years	11	45,5	36,4	18,2	45%	36%	18%
35-44 years	16	18,8	43,8	37,5	19%	44%	38%
45-54 years	29	37,9	24,1	37,9	38%	24%	38%
55 years and older	14	42,9	35,7	21,4	43%	36%	21%
What is your profession?							
Managerial	21	33,3	42,9	23,8	33%	43%	24%
Professionals (dr./lawyer/account. etc.)	18	50,0	22,2	27,8	50%	22%	28%
Other professionals	8	25,0	25,0	50,0	25%	25%	50%
Teacher/Medical care	5	0,0	60,0	40,0	60%		40%
Clerical/Service	6	33,3	16,7	50,0	33%	17%	50%
Vocational/Technical	<5						
Student	5	20,0	40,0	40,0	20%	40%	40%
Retired/Homemaker	<5						
Other	9	44,4	22,2	33,3	44%	22%	33%
Household income							
High	42	35,7	33,3	31,0	36%	33%	31%
Average	22	36,4	27,3	36,4	36%	27%	36%
Low	10	30,0	40,0	30,0	30%	40%	30%
Market area							
Britain	10	20,0	30,0	50,0	20%	30%	50%
North America	8	25,0	37,5	37,5	25%	38%	38%
Central/Southern Europe	18	38,9	38,9	22,2	39%	39%	22%
Scandinavia	32	43,8	31,3	25,0	44%	31%	25%
Other	9	22,2	22,2	55,6	22%	22%	56%

Difference between groups is not statistically significant.

BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



Q.87. Where did you book your business-arranged tour to Iceland?

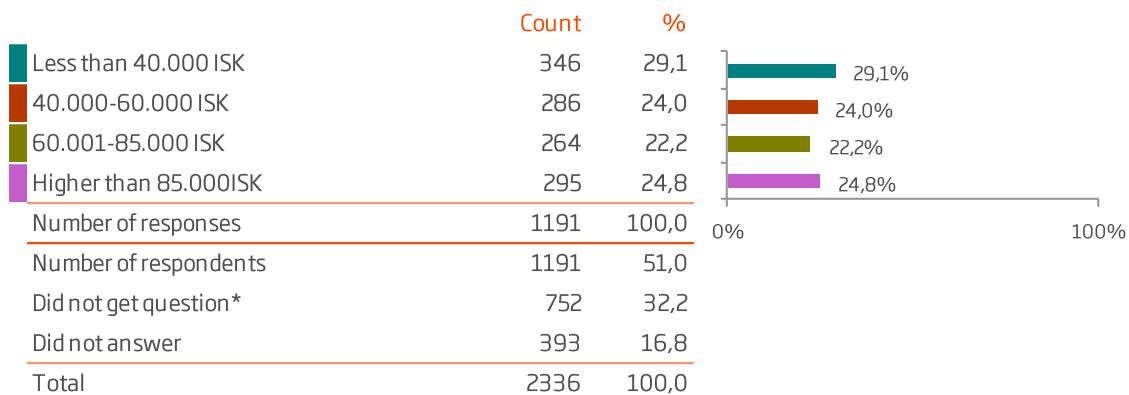
	Number of answers	With a tour operator/travel agency in your home country	Directly from an airline	By other means			
	Count	%	%	%			
Total	77	35,1	32,5	32,5	35%	32%	32%
Nationality							
British	9	22,2	22,2	55,6	22%	22%	56%
American	<5						
Canadian	<5						
Danish	9	33,3	11,1	55,6	33%	11%	56%
Norwegian	16	43,8	37,5	18,8	44%	38%	19%
French	5	40,0	40,0	20,0	40%	40%	20%
German	<5						
Swedish	<5						
Dutch	<5						
Italian	<5						
Swiss	<5						
Other	15	13,3	46,7	40,0	13%	47%	40%
Type of trip*							
Package tour	<5						
Individually-arranged tour	9	33,3	33,3	33,3	33%	33%	33%
Business-arranged tour	75	34,7	33,3	32,0	35%	33%	32%
Purpose of visit*							
Vacation/holiday	13	38,5	30,8	30,8	38%	31%	31%
Conference/large meeting	33	21,2	36,4	42,4	21%	36%	42%
Business/small meeting	23	39,1	34,8	26,1	39%	35%	26%
Education and training	9	44,4	33,3	22,2	44%	33%	22%
Visiting friends/relatives	<5						
Business incentives package	<5						
Temporary employment in Iceland	<5						
Event in Iceland (leisure related)	<5						
Health/medical treatment	<5						
Other	11	63,6	18,2	18,2	64%	18%	18%

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

PRICE OF AIR TICKET

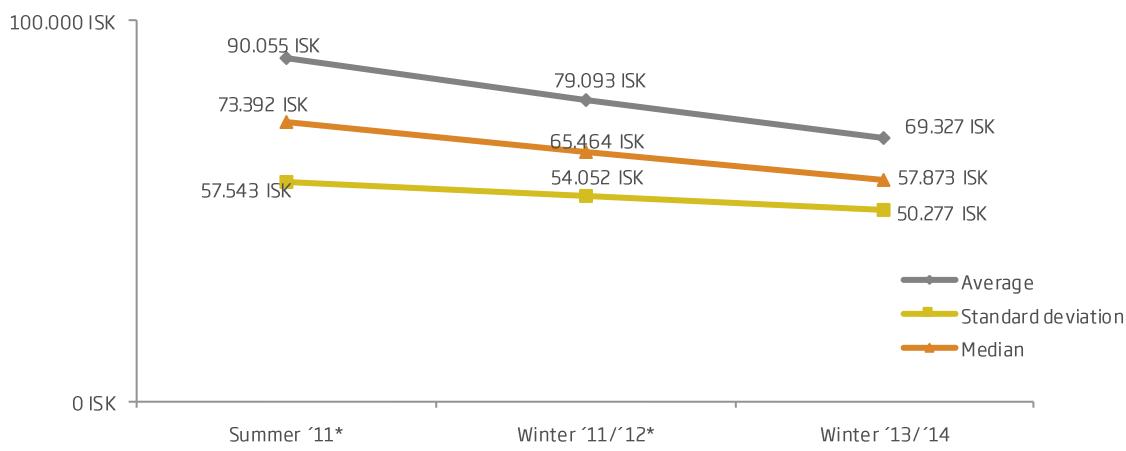


Q.88. What was the price of the air ticket (round trip) per person?



*Only those who were travelling on an individually-arranged tour or a business-arranged tour got this question.

Mean 69.327 ISK
Median 57.873 ISK
Standard deviation 50.277 ISK



*In 2011 and 2012 the wording of the question was as following: "What was the cost of the air ticket / ferry ticket (round trip) per person?"

PRICE OF AIR TICKET



Q. 88. What was the price of the air ticket (round trip) per person?

	Number of answers	Less than 40.000 ISK	40.000-60.000 ISK	60.001-85.000 ISK	Higher than 85.000 ISK	
	Count	%	%	%	%	
Total	1191	29,1	24,0	22,2	24,8	69.327 ISK
Gender						
Male	537	28,3	24,6	21,6	25,5	70.182 ISK
Female	645	29,9	23,9	22,3	23,9	68.208 ISK
Age*						
24 years and younger	149	38,9	28,9	20,1	12,1	57.353 ISK
25-34 years	442	33,3	24,9	21,3	20,6	63.136 ISK
35-44 years	233	26,2	24,9	24,5	24,5	71.025 ISK
45-54 years	170	23,5	23,5	20,0	32,9	78.159 ISK
55 years and older	191	20,4	17,3	25,1	37,2	82.712 ISK
What is your profession?*						
Managerial	169	27,2	25,4	21,3	26,0	68.766 ISK
Professionals (dr./lawyer/account. etc.)	249	22,9	23,3	19,7	34,1	77.574 ISK
Other professionals	176	26,1	24,4	26,1	23,3	73.439 ISK
Teacher/Medical care	117	35,9	24,8	17,1	22,2	61.568 ISK
Clerical/Service	72	25,0	33,3	30,6	11,1	56.918 ISK
Vocational/Technical	37	32,4	18,9	32,4	16,2	60.065 ISK
Unskilled	11	36,4	36,4	0,0	27,3	60.813 ISK
Student	160	40,6	23,1	18,8	17,5	61.761 ISK
Retired/Homemaker	57	26,3	17,5	28,1	28,1	74.781 ISK
Other	131	30,5	21,4	21,4	26,7	72.318 ISK
Household income*						
High	515	22,7	25,2	22,9	29,1	73.913 ISK
Average	452	34,1	21,2	21,9	22,8	66.988 ISK
Low	190	34,7	26,3	21,1	17,9	61.845 ISK
Market area*						
Britain	283	48,1	31,1	11,7	9,2	51.079 ISK
North America	337	2,7	8,3	38,0	51,0	97.987 ISK
Central/Southern Europe	246	30,1	32,5	23,6	13,8	59.012 ISK
Scandinavia	191	41,9	35,1	12,6	10,5	49.912 ISK
Asia	33	48,5	12,1	15,2	24,2	66.464 ISK
Other	101	30,7	18,8	15,8	34,7	87.598 ISK

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

PRICE OF AIR TICKET



Q. 88. What was the price of the air ticket (round trip) per person?

	Number of answers	Less than 40.000 ISK	40.000-60.000 ISK	60.001-85.000 ISK	Higher than 85.000ISK	
	Count	%	%	%	%	
Total	1191	29,1	24,0	22,2	24,8	
Nationality*						
British	257	47,1	29,6	12,5	10,9	
American	218	2,8	8,3	39,9	49,1	
Canadian	110	4,5	9,1	33,6	52,7	
Danish	67	40,3	40,3	10,4	9,0	
Norwegian	63	47,6	22,2	15,9	14,3	
French	64	21,9	48,4	12,5	17,2	
Type of trip ⁺	79	35,4	32,9	25,3	6,3	
Swedish	30	33,3	43,3	10,0	13,3	
Dutch	25	16,0	40,0	12,0	32,0	
Irish	14	50,0	35,7	14,3	0,0	
Purpose of visit ⁺	25	32,0	32,0	16,0	20,0	
Chinese	22	45,5	13,6	31,8	9,1	
Italian	16	37,5	6,3	43,8	12,5	
Package tour	17	17,6	17,6	11,8	52,9	
Individually-arranged tour	1155	29,4	24,2	22,1	24,3	
Business-arranged tour	42	23,8	16,7	21,4	38,1	
Purpose of visit⁺						
Type of trip ⁺	1023	29,8	23,8	23,3	23,2	
Conference/large meeting	44	20,5	20,5	11,4	47,7	
Business/small meeting	44	13,6	29,5	20,5	36,4	
Education and training	44	31,8	15,9	27,3	25,0	
Visiting friends/relatives	132	35,6	24,2	23,5	16,7	
Business incentives package	6	16,7	33,3	16,7	33,3	
Temporary employment in Iceland	10	10,0	40,0	20,0	30,0	
Event in Iceland (leisure related)	93	26,9	30,1	18,3	24,7	
Health/medical treatment	<5					
Other	61	21,3	23,0	19,7	36,1	

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

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

PRICE OF TOUR PACKAGE

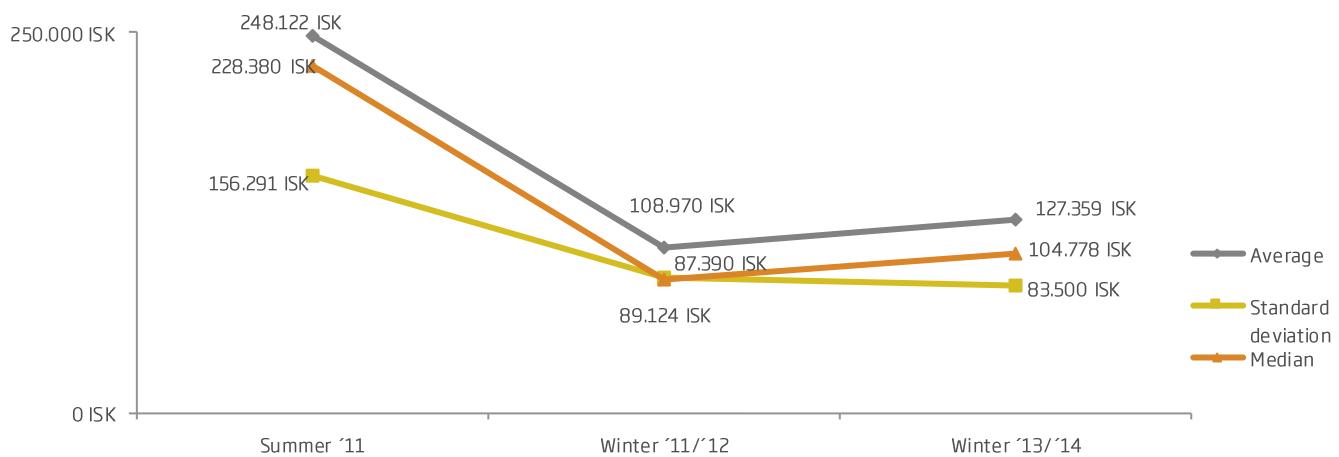


Q.89. What was the price of the tour package per person?

	Count	%
Less than 70.000 ISK	100	21,4
70.000-100.000 ISK	126	26,9
100.001-150.000 ISK	111	23,7
Higher than 150.000 ISK	131	28,0
Number of responses	468	100,0
Number of respondents	468	20,0
Did not get question*	1769	75,7
Did not answer	99	4,2
Total	2336	100,0

*Only those who were travelling on a package tour got this question.

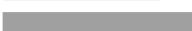
Mean 127.359 ISK
Median 104.778 ISK
Standard deviation 83.500 ISK



PRICE OF TOUR PACKAGE



Q. 89. What was the price of the tour package per person?

	Number of answers	Less than 70.000 ISK	70.000-100.000 ISK	100.001-150.000 ISK	Higher than 150.000 ISK	
	Count	%	%	%	%	
Total	468	21,4	26,9	23,7	28,0	 127.359 ISK
Gender						
Male	167	26,3	24,0	22,8	26,9	 131.091 kr.
Female	300	18,7	28,7	24,3	28,3	 125.040 kr.
Age*						
24 years and younger	51	31,4	27,5	23,5	17,6	 100.906 ISK
25-34 years	112	32,1	28,6	20,5	18,8	 105.539 ISK
35-44 years	90	14,4	32,2	20,0	33,3	 137.268 ISK
45-54 years	86	20,9	24,4	29,1	25,6	 127.320 ISK
55 years and older	124	12,9	22,6	26,6	37,9	 151.355 ISK
What is your profession?*						
Managerial	79	30,4	26,6	19,0	24,1	 118.577 ISK
Professionals (dr./lawyer/account. etc.)	82	22,0	26,8	28,0	23,2	 129.802 ISK
Other professionals	66	22,7	24,2	25,8	27,3	 132.680 ISK
Teacher/Medical care	54	11,1	20,4	24,1	44,4	 151.468 ISK
Clerical/Service	38	10,5	44,7	15,8	28,9	 128.732 ISK
Vocational/Technical	10	10,0	30,0	30,0	30,0	 131.164 ISK
Unskilled	<5					
Student	34	41,2	29,4	17,6	11,8	 85.710 ISK
Retired/Homemaker	60	10,0	20,0	31,7	38,3	 148.085 ISK
Other	40	30,0	27,5	22,5	20,0	 102.416 ISK
Household income*						
High	201	19,4	22,4	27,4	30,8	 136.632 ISK
Average	193	23,8	31,1	20,2	24,9	 118.238 ISK
Low	54	25,9	24,1	25,9	24,1	 112.059 ISK
Market area*						
Britain	229	29,7	29,3	18,8	22,3	 114.818 ISK
North America	104	5,8	24,0	40,4	29,8	 141.167 ISK
Central/Southern Europe	45	11,1	6,7	13,3	68,9	 89.971 ISK
Scandinavia	48	31,3	33,3	27,1	8,3	 161.896 ISK
Asia	7	28,6	0,0	0,0	71,4	 145.670 ISK
Other	35	11,4	42,9	20,0	25,7	 145.670 ISK

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

PRICE OF TOUR PACKAGE



Q. 89. What was the price of the tour package per person?

	Number of answers	Less than 70.000 ISK	70.000-100.000 ISK	100.001-150.000 ISK	Higher than 150.000 ISK	
	Count	%	%	%	%	
Total	468	21,4	26,9	23,7	28,0	127.359 ISK
Nationality*						
British	213	31,5	27,7	18,8	22,1	113.719 ISK
American	73	5,5	30,1	38,4	26,0	137.519 ISK
Canadian	34	5,9	11,8	50,0	32,4	144.995 ISK
Danish	25	28,0	40,0	32,0	0,0	84.702 ISK
Norwegian	7	42,9	28,6	0,0	28,6	94.099 ISK
French	15	6,7	6,7	33,3	53,3	161.226 ISK
Type of trip ⁺	<5					
Swedish	11	27,3	18,2	36,4	18,2	105.054 ISK
Dutch	10	0,0	20,0	10,0	70,0	194.414 ISK
Irish	18	0,0	50,0	27,8	22,2	129.596 ISK
Purpose of visit ⁺	6	33,3	33,3	16,7	16,7	95.997 ISK
Chinese	7	28,6	0,0	0,0	71,4	138.647 ISK
Italian	11	18,2	9,1	9,1	63,6	161.982 ISK
Swiss	<5					
Other	34	20,6	32,4	2,9	44,1	165.281 ISK
Type of trip ⁺						
Package tour	467	21,2	27,0	23,8	28,1	127.528 ISK
Type of trip ⁺	18	50,0	11,1	16,7	22,2	121.364 ISK
Business-arranged tour	<5					
Purpose of visit⁺						
Vacation/holiday	448	21,7	27,5	24,1	26,8	125.779 ISK
Conference/large meeting	<5					
Business/small meeting	<5					
Education and training	15	13,3	0,0	20,0	66,7	148.660 ISK
Visiting friends/relatives	9	22,2	22,2	22,2	33,3	185.122 ISK
Business incentives package	<5					
Temporary employment in Iceland	<5					
Event in Iceland (leisure related)	18	44,4	11,1	11,1	33,3	139.044 ISK
Health/medical treatment	<5					
Other	18	11,1	44,4	5,6	38,9	173.379 ISK

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

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

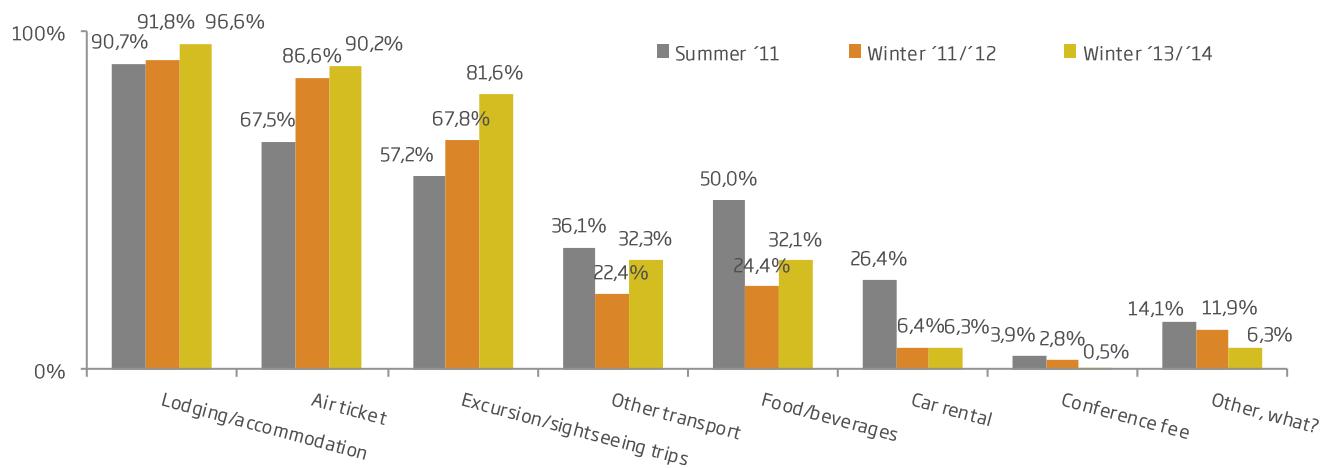
INCLUDED IN TOUR PACKAGE



Q. 90. What was included in the tour package?

	Count respondents	% respondents	% responses
Lodging/accommodation	541	96,6	27,9
Air ticket	505	90,2	26,1
Excursion/sightseeing trips	457	81,6	23,6
Other transport	181	32,3	9,3
Food/beverages	180	32,1	9,3
Car rental	35	6,3	1,8
Conference fee	3	0,5	0,2
Other, what?	35	6,3	1,8
Number of responses	1937	345,9	100,0
Number of respondents	560	24,0	
Did not get question*	1769	75,7	
Did not answer	7	0,3	
Total	2336	100,0	

*Only those who were travelling on a package tour got this question.





Q. 90. What was included in the tour package?

		Lodging/ accommo- dation	Air ticket	Excursion/ sightseeing trips	Other transport	Food/ beverages	Other
	Count	%	%	%	%	%	%
Total	560						
Gender							
Male	200	96,0	90,0	81,0	29,5	29,5	11,5
Female	357	96,9	90,2	82,1	33,9	33,6	12,0
Age							
24 years and younger	56	91,1	80,4	82,1	35,7	28,6	5,4
25-34 years	132	94,7	91,7	83,3	32,6	25,0	12,1
35-44 years	108	96,3	92,6	80,6	31,5	29,6	10,2
45-54 years	95	98,9	96,8	80,0	25,3	32,6	16,8
55 years and older	163	98,8	86,5	81,0	36,2	40,5	12,3
What is your profession?							
Managerial	92	97,8	91,3	84,8	25,0	29,3	13,0
Professionals (dr./lawyer/account. etc.)	93	95,7	87,1	81,7	29,0	31,2	7,5
Other professionals	78	96,2	94,9	80,8	37,2	26,9	20,5
Teacher/Medical care	64	100,0	82,8	84,4	37,5	39,1	12,5
Clerical/Service	43	97,7	93,0	72,1	25,6	34,9	11,6
Vocational/Technical	14	92,9	92,9	78,6	21,4	21,4	14,3
Unskilled	<5						
Student	40	90,0	82,5	82,5	37,5	32,5	7,5
Retired/Homemaker	78	98,7	91,0	85,9	37,2	34,6	11,5
Other	48	93,8	95,8	75,0	31,3	31,3	10,4
Household income							
High	241	95,9	90,0	80,1	33,2	30,7	12,4
Average	233	97,4	91,8	81,1	32,2	32,6	11,6
Low	59	96,6	91,5	89,8	28,8	30,5	8,5
Market area							
Britain	270	98,1	94,1	87,8	32,2	33,7	6,3
North America	124	96,0	88,7	81,5	26,6	32,3	12,1
Central/Southern Europe	60	96,7	90,0	83,3	40,0	33,3	15,0
Scandinavia	53	90,6	94,3	66,0	32,1	32,1	22,6
Asia	10	90,0	30,0	60,0	20,0	40,0	40,0

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

INCLUDED IN TOUR PACKAGE



Q.90. What was included in the tour package?

		Lodging/ accommo- dation	Air ticket	Excursion/ sightseeing trips	Other transport	Food/ beverages	Other
	Count	%	%	%	%	%	%
Total	560						
Nationality							
British	252	98,4	96,0	86,5	33,7	34,5	6,7
American	90	96,7	83,3	84,4	30,0	33,3	11,1
Canadian	39	97,4	89,7	74,4	23,1	28,2	12,8
Danish	27	92,6	96,3	48,1	18,5	18,5	29,6
Norwegian	7	85,7	85,7	57,1	42,9	42,9	28,6
French	17	94,1	88,2	88,2	17,6	29,4	5,9
German	<5						
Swedish	14	85,7	100,0	100,0	42,9	50,0	14,3
Dutch	12	100,0	100,0	50,0	33,3	41,7	41,7
Irish	22	100,0	95,5	68,2	50,0	27,3	13,6
Australian	7	100,0	71,4	100,0	28,6	28,6	14,3
Chinese	7	85,7	71,4	42,9	14,3	14,3	14,3
Italian	17	100,0	100,0	100,0	41,2	5,9	0,0
Swiss	<5						
Other	44	90,9	65,9	79,5	31,8	29,5	27,3
Type of trip							
Package tour	559	96,8	90,3	81,6	32,4	32,2	12,0
Individually-arranged tour	29	82,8	75,9	89,7	34,5	27,6	13,8
Business-arranged tour	<5						
Purpose of visit							
Vacation/holiday	537	96,6	89,9	82,1	32,4	31,5	11,7
Conference/large meeting	<5						
Business/small meeting	<5						
Education and training	20	100,0	95,0	85,0	50,0	75,0	10,0
Visiting friends/relatives	12	83,3	100,0	58,3	8,3	16,7	33,3
Business incentives package	<5						
Temporary employment in Iceland	<5						
Event in Iceland (leisure related)	20	85,0	90,0	70,0	30,0	35,0	35,0
Health/medical treatment	<5						
Other	22	100,0	72,7	77,3	18,2	40,9	22,7

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

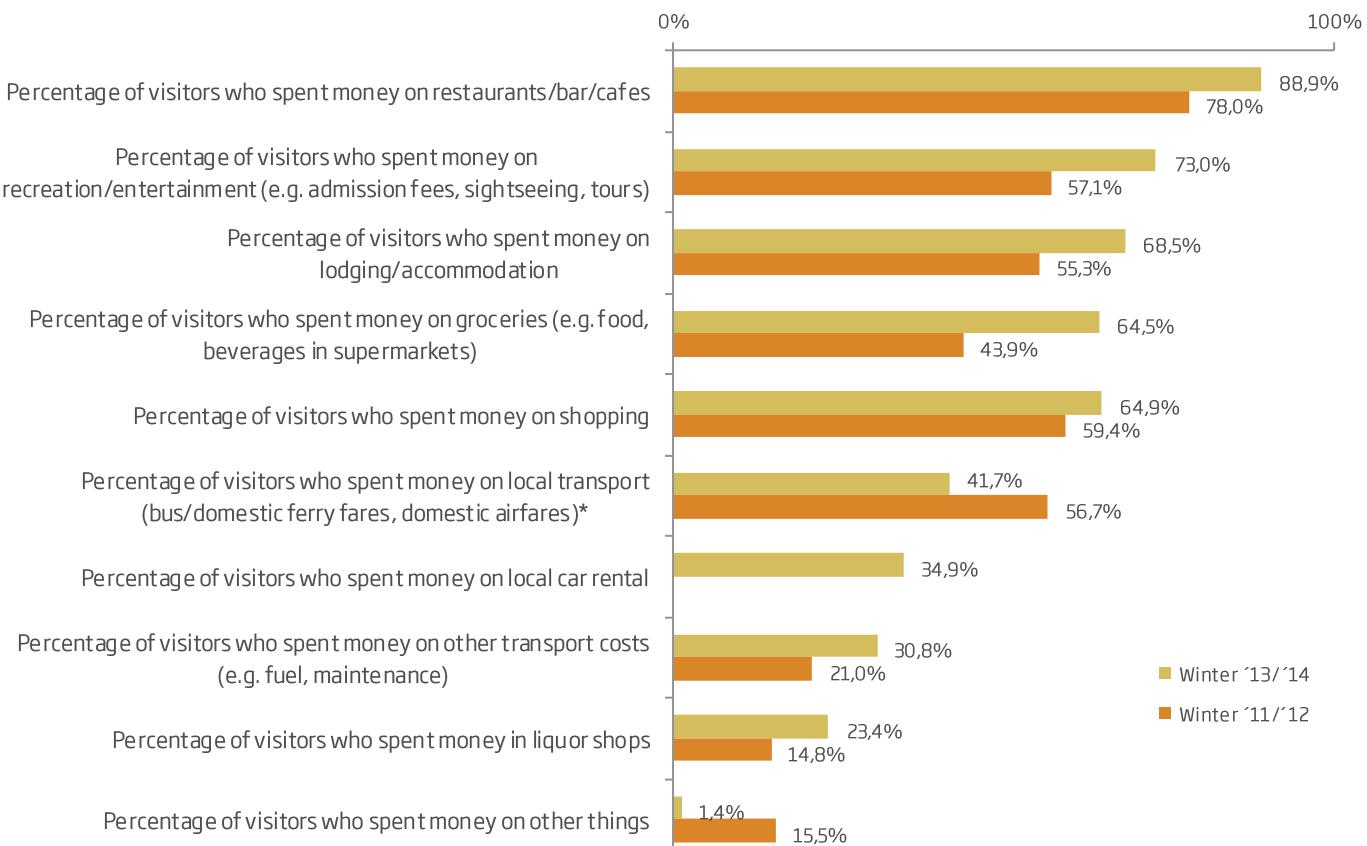
PAID UTILITIES DURING TRIP



Q. 91. Did you (and your family) pay for any of the following during your stay in Iceland?

	Count	% respondents	% responses
Restaurants/bar/cafes	1468	88,9	18,1
Recreation/entertainment (e.g. admission	1206	73,0	14,8
Lodging/accommodation	1131	68,5	13,9
Groceries (e.g. food, beverages in	1065	64,5	13,1
Shopping	1072	64,9	13,2
Local transport (bus/domestic ferry fares,	689	41,7	8,5
Local car rental	576	34,9	7,1
Other transport costs (e.g. fuel,	509	30,8	6,3
Liquor shops	387	23,4	4,8
Other	23	1,4	0,3
Number of responses*	8126	492,2	100,0
Number of respondents	1651	70,7	
Did not answer	685	29,3	
Total	2336	100,0	

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



*In 2011 and 2012 car rental was included in this option



Q.91. Did you (and your family) pay for any of the following during your stay in Iceland?

		Restau- rants/ bar/ cafes	Recreation/ entertain- ment	Lodging/ accommo- dation	Groceries (e.g. food, beverages in super- markets)	Shopping	Other
	Count	%	%	%	%	%	%
Total	1651						
Gender							
Male	708	90,0	70,2	72,6	63,8	62,4	76,7
Female	933	88,1	74,9	65,2	65,2	66,7	69,2
Age							
24 years and younger	187	88,8	78,6	67,9	77,5	63,6	77,0
25-34 years	536	90,7	77,8	77,4	71,8	63,4	80,0
35-44 years	315	89,2	72,1	68,6	62,5	64,8	67,9
45-54 years	268	88,8	68,3	66,4	61,2	69,0	71,6
55 years and older	332	86,1	67,5	56,9	50,3	64,8	63,9
What is your profession?							
Managerial	246	93,1	70,7	69,9	57,3	59,8	69,9
Professionals (dr./lawyer/account. etc.)	326	90,2	73,0	74,2	59,2	65,3	72,4
Other professionals	232	93,1	78,0	71,6	68,5	65,9	72,0
Teacher/Medical care	172	85,5	71,5	64,5	69,2	66,9	70,3
Clerical/Service	109	82,6	72,5	65,1	67,0	65,1	66,1
Vocational/Technical	55	83,6	69,1	67,3	67,3	63,6	70,9
Unskilled	12	66,7	66,7	41,7	58,3	50,0	50,0
Student	189	86,8	78,3	70,4	76,2	66,1	85,2
Retired/Homemaker	125	86,4	66,4	51,2	51,2	60,8	60,8
Other	170	89,4	71,2	68,8	67,6	71,2	81,2
Household income							
High	716	90,1	71,5	70,0	59,9	65,8	73,2
Average	639	88,7	71,8	67,0	65,1	62,6	70,7
Low	250	89,2	81,2	68,8	77,6	70,0	77,6
Market area							
Britain	536	87,9	72,4	57,3	57,5	57,1	56,3
North America	454	86,3	78,2	72,7	62,6	76,0	78,4
Central/Southern Europe	267	91,4	74,5	81,6	78,7	67,8	87,3
Scandinavia	228	92,5	64,5	69,3	66,7	62,7	81,1
Asia	34	82,4	70,6	76,5	61,8	47,1	64,7

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



Q. 91. Did you (and your family) pay for any of the following during your stay in Iceland?

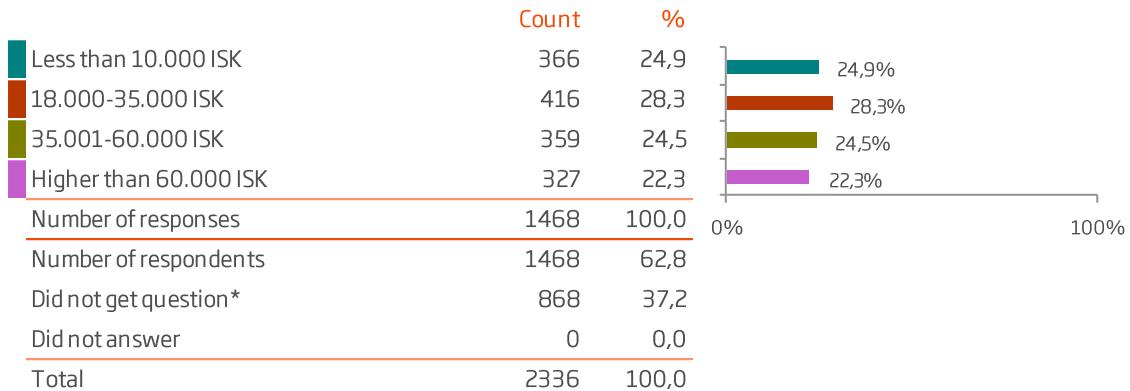
		Restaurants/ bar/ cafes	Recreation/ entertain- ment	Lodging/ accommo- dation	Groceries (e.g. food, beverages in super- markets)	Shopping	Other
	Count	%	%	%	%	%	%
Total		1651					
Nationality							
British	493	88,4	71,8	56,2	57,4	58,0	56,6
American	309	86,4	78,3	74,1	61,2	76,1	79,3
Canadian	142	87,3	78,9	66,2	68,3	76,8	77,5
Danish	89	92,1	69,7	61,8	75,3	52,8	84,3
Norwegian	69	91,3	62,3	79,7	58,0	68,1	85,5
French	67	89,6	64,2	85,1	74,6	70,1	82,1
German	84	89,3	79,8	82,1	86,9	65,5	94,0
Swedish	38	94,7	55,3	68,4	57,9	68,4	76,3
Dutch	35	94,3	62,9	68,6	62,9	62,9	71,4
Irish	32	90,6	75,0	37,5	53,1	59,4	53,1
Australian	31	87,1	74,2	83,9	74,2	64,5	64,5
Chinese	25	80,0	72,0	80,0	64,0	48,0	76,0
Italian	14	92,9	71,4	78,6	64,3	78,6	78,6
Swiss	25	96,0	88,0	92,0	84,0	72,0	96,0
Other	198	90,4	72,2	77,3	68,7	59,6	76,8
Type of trip							
Package tour	413	87,9	62,0	17,4	50,6	66,6	43,8
Individually-arranged tour	1181	89,2	77,8	85,3	70,4	64,6	81,7
Business-arranged tour	52	96,2	59,6	75,0	42,3	63,5	80,8
Purpose of visit							
Vacation/holiday	1469	89,4	75,2	68,0	65,4	65,1	71,0
Conference/large meeting	43	81,4	46,5	88,4	41,9	51,2	88,4
Business/small meeting	44	95,5	59,1	86,4	43,2	50,0	88,6
Education and training	52	75,0	61,5	63,5	67,3	65,4	78,8
Visiting friends/relatives	133	90,2	66,2	57,1	73,7	64,7	89,5
Business incentives package	8	87,5	75,0	75,0	62,5	62,5	75,0
Temporary employment in Iceland	11	90,9	100,0	45,5	72,7	72,7	100,0
Event in Iceland (leisure related)	104	92,3	78,8	80,8	68,3	72,1	81,7
Health/medical treatment	7	100,0	57,1	85,7	71,4	85,7	100,0
Other	86	87,2	64,0	65,1	66,3	65,1	81,4

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

MONEY SPENT ON RESTURANTS/BAR/CAFES

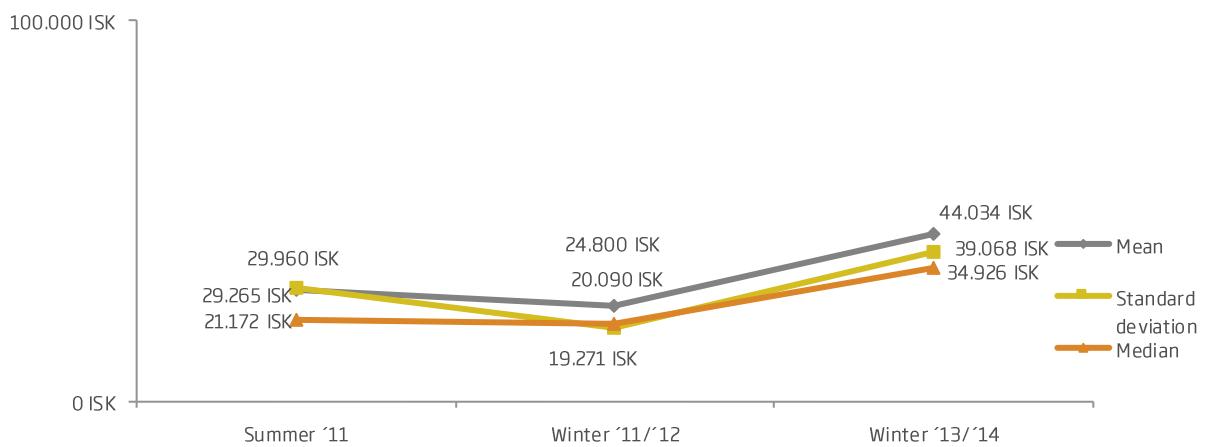


Q. 92. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Restaurants/bar/cafes



*Only those who said they spent money in restaurants/bars/cafes got this question.

Mean 44.034 ISK
Median 34.926 ISK
Standard deviation 39.068 ISK



MONEY SPENT ON RESTURANTS/BAR/CAFES



Q. 92. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Restaurants/bar/cafes

	Number of answers	Less than 10.000 ISK	18.000-35.000 ISK	35.001-60.000 ISK	Higher than 60.000 ISK	
	Count	%	%	%	%	
Total	1468	24,9	28,3	24,5	22,3	 44.034 ISK
Gender						
Male	637	22,9	27,9	25,9	23,2	 44.904 ISK
Female	822	26,8	29,0	23,0	21,3	 42.886 ISK
Age*						
24 years and younger	166	48,2	26,5	15,7	9,6	 27.586 ISK
25-34 years	486	27,8	30,0	22,4	19,8	 40.586 ISK
35-44 years	281	21,7	25,6	26,0	26,7	 45.843 ISK
45-54 years	238	15,1	26,9	31,5	26,5	 52.125 ISK
55 years and older	286	18,2	30,4	25,5	25,9	 50.956 ISK
What is your profession?*						
Managerial	229	16,6	29,7	25,8	27,9	 48.620 ISK
Professionals (dr./lawyer/account. etc.)	294	15,6	29,6	30,3	24,5	 48.537 ISK
Other professionals	216	21,3	28,7	25,5	24,5	 46.550 ISK
Teacher/Medical care	147	30,6	34,0	17,7	17,7	 37.510 ISK
Clerical/Service	90	23,3	34,4	27,8	14,4	 37.074 ISK
Vocational/Technical	46	19,6	17,4	34,8	28,3	 52.363 ISK
Unskilled	8	25,0	12,5	12,5	50,0	 62.450 ISK
Student	164	56,1	24,4	12,8	6,7	 24.820 ISK
Retired/Homemaker	108	25,9	25,9	24,1	24,1	 50.959 ISK
Other	152	23,0	24,3	25,7	27,0	 47.575 ISK
Household income*						
High	645	15,2	29,9	27,3	27,6	 51.786 ISK
Average	567	28,6	27,9	24,5	19,0	 39.731 ISK
Low	223	43,0	26,0	17,5	13,5	 31.849 ISK
Market area*						
Britain	471	19,1	27,8	32,5	20,6	 44.319 ISK
North America	392	22,4	31,6	21,9	24,0	 50.367 ISK
Central/Southern Europe	244	34,4	25,8	22,1	17,6	 35.817 ISK
Scandinavia	211	25,6	25,6	21,8	27,0	 43.637 ISK
Asia	28	35,7	17,9	14,3	32,1	 50.702 ISK
Other	122	32,8	32,0	13,1	22,1	 38.167 ISK

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

MONEY SPENT ON RESTURANTS/BAR/CAFES



Q. 92. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Restaurants/bar/cafes

	Number of answers	Less than 10.000 ISK	18.000-35.000 ISK	35.001-60.000 ISK	Higher than 60.000 ISK	
	Count	%	%	%	%	
Total	1468	24,9	28,3	24,5	22,3	44.034 ISK
Nationality*						
British	436	19,0	28,7	32,6	19,7	43.506 ISK
American	267	23,2	32,2	23,6	21,0	46.392 ISK
Canadian	124	20,2	26,6	21,0	32,3	60.686 ISK
Danish	82	19,5	23,2	17,1	40,2	52.295 ISK
Norwegian	63	15,9	20,6	31,7	31,7	50.649 ISK
French	60	33,3	30,0	15,0	21,7	36.945 ISK
Type of trip ⁺	75	46,7	21,3	24,0	8,0	28.230 ISK
Swedish	36	33,3	38,9	16,7	11,1	31.215 ISK
Dutch	33	9,1	24,2	39,4	27,3	44.575 ISK
Irish	29	17,2	34,5	17,2	31,0	43.746 ISK
Purpose of visit ⁺	27	40,7	33,3	11,1	14,8	30.046 ISK
Chinese	20	40,0	30,0	20,0	10,0	41.900 ISK
Italian	13	38,5	30,8	7,7	23,1	36.499 ISK
Swiss	24	12,5	25,0	29,2	33,3	53.291 ISK
Other	179	38,0	27,4	15,6	19,0	37.329 ISK
Type of trip⁺						
Package tour	363	20,9	28,1	28,4	22,6	44.700 ISK
Type of trip ⁺	1054	25,1	28,5	23,5	22,9	44.755 ISK
Business-arranged tour	50	28,0	38,0	22,0	12,0	33.645 ISK
Purpose of visit⁺						
Vacation/holiday	1314	23,7	27,9	25,0	23,4	45.356 ISK
Conference/large meeting	35	22,9	34,3	28,6	14,3	36.401 ISK
Business/small meeting	42	23,8	33,3	26,2	16,7	37.166 ISK
Education and training	39	30,8	28,2	28,2	12,8	34.406 ISK
Visiting friends/relatives	120	36,7	26,7	17,5	19,2	38.696 ISK
Business incentives package	7	28,6	28,6	0,0	42,9	40.551 ISK
Temporary employment in Iceland	10	70,0	0,0	10,0	20,0	28.967 ISK
Event in Iceland (leisure related)	96	27,1	27,1	30,2	15,6	37.268 ISK
Health/medical treatment	7	14,3	28,6	42,9	14,3	42.405 ISK
Other	75	32,0	34,7	12,0	21,3	43.434 ISK

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

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

MONEY SPENT ON RECREATION/ENTERTAINMENT

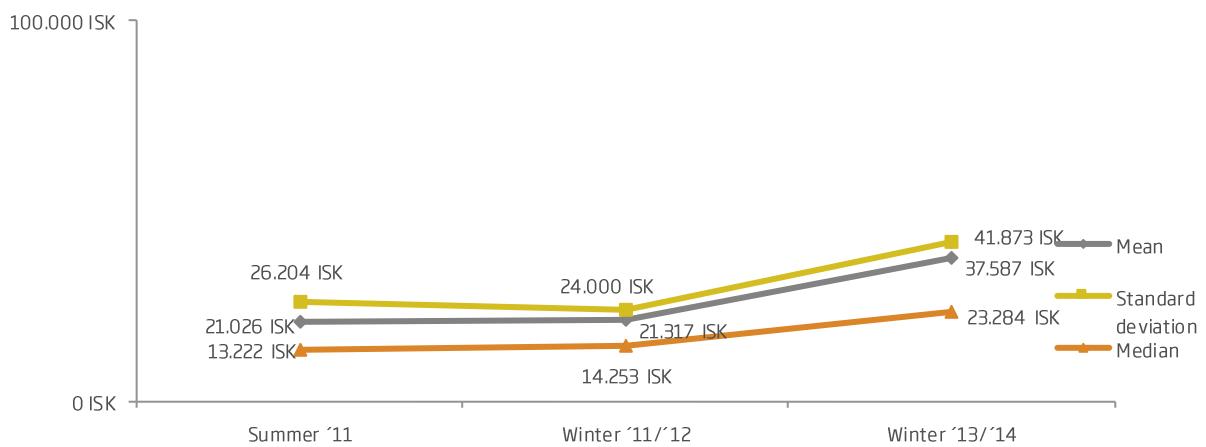


Q.93. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Recreation/entertainment (e.g. admission fees, sightseeing, tours)

	Count	%
Less than 12.000 ISK	313	25,9
12.000-25.000 ISK	308	25,5
25.001-50.000 ISK	306	25,4
Higher than 50.000 ISK	280	23,2
Number of responses	1207	100,0
Number of respondents	1207	51,7
Did not get question*	1129	48,3
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they spent money in recreation/entertainment got this question.

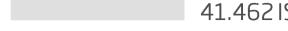
Mean 37.587 ISK
Median 23.284 ISK
Standard deviation 41.873 ISK



MONEY SPENT ON RECREATION/ENTERTAINMENT



Q. 93. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Recreation/entertainment (e.g. admission fees, sightseeing, tours)

	Number of answers	Less than 12.000 ISK	12.000-25.000 ISK	25.001-50.000 ISK	Higher than 50.000 ISK	
	Count	%	%	%	%	
Total	1207	25,9	25,5	25,4	23,2	 37.587 ISK
Gender*						
Male	498	31,5	24,9	22,9	20,7	 34.218 ISK
Female	699	22,2	26,0	27,0	24,7	 39.846 ISK
Age*						
24 years and younger	147	34,7	23,8	25,9	15,6	 31.047 ISK
25-34 years	418	26,6	24,6	25,4	23,4	 37.782 ISK
35-44 years	227	22,5	23,8	24,7	29,1	 44.823 ISK
45-54 years	183	21,9	30,1	27,9	20,2	 34.154 ISK
55 years and older	224	26,3	25,9	23,7	24,1	 36.912 ISK
What is your profession?						
Managerial	174	23,6	29,9	23,0	23,6	 39.049 ISK
Professionals (dr./lawyer/account. etc.)	238	21,8	23,1	26,9	28,2	 41.462 ISK
Other professionals	181	21,5	24,3	26,0	28,2	 42.293 ISK
Teacher/Medical care	123	26,0	26,8	24,4	22,8	 34.724 ISK
Clerical/Service	79	17,7	32,9	31,6	17,7	 38.410 ISK
Vocational/Technical	38	23,7	13,2	31,6	31,6	 44.337 ISK
Unskilled	8	12,5	12,5	37,5	37,5	 49.579 ISK
Student	148	38,5	26,4	21,6	13,5	 28.304 ISK
Retired/Homemaker	83	33,7	24,1	22,9	19,3	 32.381 ISK
Other	122	29,5	23,8	25,4	21,3	 35.793 ISK
Household income*						
High	512	24,4	24,6	23,4	27,5	 43.429 ISK
Average	459	24,8	27,0	27,7	20,5	 34.711 ISK
Low	204	34,3	25,5	22,5	17,6	 28.631 ISK
Market area*						
Britain	389	22,6	23,7	27,0	26,7	 41.418 ISK
North America	355	23,1	23,1	25,6	28,2	 41.491 ISK
Central/Southern Europe	199	33,2	32,2	21,1	13,6	 27.801 ISK
Scandinavia	147	34,0	29,3	22,4	14,3	 29.214 ISK
Asia	24	16,7	25,0	33,3	25,0	 43.206 ISK
Other	93	24,7	22,6	29,0	23,7	 39.388 ISK
Australian	23	30,4	17,4	30,4	21,7	 33.833 ISK
Chinese	18	16,7	16,7	38,9	27,8	 49.093 ISK
Italian	10	50,0	40,0	10,0	0,0	 13.111 ISK
Swiss	22	22,7	40,9	22,7	13,6	 42.387 ISK
Other	143	23,8	30,8	23,8	21,7	 35.293 ISK

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

MONEY SPENT ON RECREATION/ENTERTAINMENT



Q. 93. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Recreation/entertainment (e.g. admission fees, sightseeing, tours)

	Number of answers	Less than 12.000 ISK	12.000-25.000 ISK	25.001-50.000 ISK	Higher than 50.000 ISK	
	Count	%	%	%	%	
Total	1207	25,9	25,5	25,4	23,2	37.587 ISK
Nationality*						
British	355	24,2	22,5	28,2	25,1	39.710 ISK
American	242	26,4	23,1	22,7	27,7	40.912 ISK
Canadian	112	20,5	21,4	31,3	26,8	40.917 ISK
Danish	62	30,6	27,4	25,8	16,1	33.374 ISK
Norwegian	43	32,6	30,2	23,3	14,0	29.914 ISK
French	43	30,2	39,5	11,6	18,6	29.436 ISK
Type of trip*	67	37,3	26,9	23,9	11,9	23.870 ISK
Swedish	21	33,3	38,1	14,3	14,3	25.347 ISK
Dutch	22	18,2	22,7	27,3	31,8	39.826 ISK
Irish	24	16,7	25,0	25,0	33,3	57.759 ISK
Purpose of visit*	23	30,4	17,4	30,4	21,7	33.833 ISK
Chinese	18	16,7	16,7	38,9	27,8	49.093 ISK
Italian	10	50,0	40,0	10,0	0,0	13.111 ISK
Swiss	22	22,7	40,9	22,7	13,6	42.387 ISK
Type of trip*						
Package tour	256	28,5	28,1	23,4	19,9	32.440 ISK
Individually-arranged tour	920	23,9	24,1	26,6	25,3	40.342 ISK
Type of trip*	31	41,9	48,4	9,7	0,0	16.072 ISK
Purpose of visit*						
Vacation/holiday	1105	24,3	25,3	25,6	24,7	39.001 ISK
Conference/large meeting	20	35,0	30,0	20,0	15,0	24.450 ISK
Business/small meeting	26	50,0	30,8	11,5	7,7	19.039 ISK
Education and training	32	31,3	34,4	18,8	15,6	27.756 ISK
Visiting friends/relatives	88	42,0	27,3	21,6	9,1	22.310 ISK
Business incentives package	6	33,3	50,0	16,7	0,0	16.734 ISK
Temporary employment in Iceland	11	54,5	27,3	18,2	0,0	15.229 ISK
Event in Iceland (leisure related)	82	28,0	17,1	37,8	17,1	35.083 ISK
Health/medical treatment	<5					
Other	55	27,3	32,7	23,6	16,4	30.999 ISK

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

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

MONEY SPENT ON LODGING/ACCOMODATION

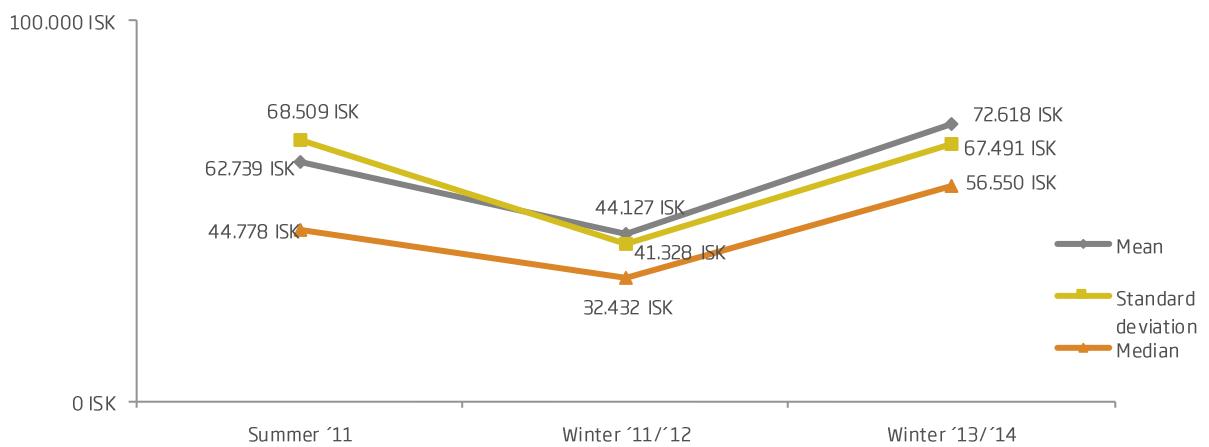


Q. 94. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Lodging/accommodation

	Count	%
Less than 30.000 ISK	282	24,9
30.000-50.000 ISK	252	22,3
50.001-90.000 ISK	281	24,8
Higher than 90.000 ISK	316	27,9
Number of responses	1131	100,0
Number of respondents	1131	48,4
Did not get question*	1205	51,6
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they paid for lodging/accommodation got this question.

Mean 72.618 ISK
Median 56.550 ISK
Standard deviation 67.491 ISK



MONEY SPENT ON LODGING/ACCOMODATION



Q. 94. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Lodging/accommodation

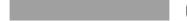
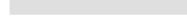
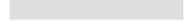
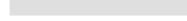
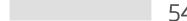
	Number of answers	Less than 30.000 ISK	30.000-50.000 ISK	50.001-90.000 ISK	Higher than 90.000 ISK	
	Count	%	%	%	%	
Total	1131	24,9	22,3	24,8	27,9	 72.618 ISK
Gender						
Male	514	23,9	21,6	25,1	29,4	 75.331 ISK
Female	608	26,2	23,2	24,5	26,2	 69.681 ISK
Age*						
24 years and younger	127	45,7	26,8	17,3	10,2	 46.327 ISK
25-34 years	415	30,8	27,0	20,7	21,4	 62.058 ISK
35-44 years	216	20,8	16,7	24,5	38,0	 81.899 ISK
45-54 years	178	13,5	17,4	34,8	34,3	 86.218 ISK
55 years and older	189	13,8	20,1	30,2	36,0	 89.019 ISK
What is your profession?*						
Managerial	172	16,9	21,5	26,2	35,5	 83.506 ISK
Professionals (dr./lawyer/account. etc.)	242	22,7	18,6	26,4	32,2	 77.848 ISK
Other professionals	166	18,7	25,3	27,1	28,9	 77.984 ISK
Teacher/Medical care	111	31,5	22,5	25,2	20,7	 63.806 ISK
Clerical/Service	71	31,0	32,4	23,9	12,7	 51.568 ISK
Vocational/Technical	37	10,8	13,5	29,7	45,9	 92.223 ISK
Unskilled	5	20,0	20,0	20,0	40,0	 61.521 ISK
Student	133	48,1	27,1	13,5	11,3	 46.967 ISK
Retired/Homemaker	64	17,2	15,6	28,1	39,1	 85.048 ISK
Other	117	23,9	21,4	27,4	27,4	 74.970 ISK
Household income*						
High	501	18,6	19,4	27,9	34,1	 84.382 ISK
Average	428	27,3	23,6	23,4	25,7	 67.171 ISK
Low	172	37,8	26,2	19,2	16,9	 52.557 ISK
Market area*						
Britain	307	25,4	21,8	23,1	29,6	 75.983 ISK
North America	330	22,4	22,7	23,9	30,9	 79.121 ISK
Central/Southern Europe	218	20,6	23,9	28,4	27,1	 72.678 ISK
Scandinavia	158	29,1	20,3	28,5	22,2	 61.720 ISK
Asia	26	42,3	7,7	26,9	23,1	 54.290 ISK
Other	92	30,4	26,1	18,5	25,0	 61.817 ISK

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

MONEY SPENT ON LODGING/ACCOMODATION



Q. 94. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Lodging/accommodation

	Number of answers	Less than 30.000 ISK	30.000-50.000 ISK	50.001-90.000 ISK	Higher than 90.000 ISK	
	Count	%	%	%	%	
Total	1131	24,9	22,3	24,8	27,9	 72.618 ISK
Nationality*						
British	277	22,7	23,5	24,2	29,6	 75.821 ISK
American	229	23,1	23,6	24,0	29,3	 76.724 ISK
Canadian	94	19,1	18,1	26,6	36,2	 88.334 ISK
Danish	55	25,5	21,8	29,1	23,6	 61.793 ISK
Norwegian	55	23,6	12,7	34,5	29,1	 76.150 ISK
French	57	12,3	24,6	33,3	29,8	 74.699 ISK
Type of trip*						
Swedish	26	34,6	34,6	23,1	7,7	 45.449 ISK
Dutch	24	4,2	25,0	41,7	29,2	 70.906 ISK
Irish	12	41,7	16,7	16,7	25,0	 59.570 ISK
Purpose of visit*						
Chinese	20	60,0	15,0	15,0	10,0	 38.195 ISK
Italian	11	45,5	9,1	18,2	27,3	 52.812 ISK
Swiss	23	17,4	17,4	26,1	39,1	 107.900 ISK
Other	153	34,0	21,6	19,0	25,5	 64.607 ISK
Type of trip*						
Package tour	72	31,9	27,8	22,2	18,1	 56.555 ISK
Type of trip*						
Business-arranged tour	39	20,5	20,5	38,5	20,5	 76.633 ISK
Purpose of visit*						
Vacation/holiday	999	24,9	22,5	24,0	28,5	 73.011 ISK
Conference/large meeting	38	15,8	15,8	39,5	28,9	 66.928 ISK
Business/small meeting	38	21,1	18,4	28,9	31,6	 90.568 ISK
Education and training	33	33,3	15,2	18,2	33,3	 84.367 ISK
Visiting friends/relatives	76	27,6	18,4	26,3	27,6	 71.295 ISK
Business incentives package	6	0,0	16,7	50,0	33,3	 74.191 ISK
Temporary employment in Iceland	5	20,0	20,0	40,0	20,0	 54.445 ISK
Event in Iceland (leisure related)	84	23,8	22,6	22,6	31,0	 64.674 ISK
Health/medical treatment	6	16,7	16,7	16,7	50,0	 92.499 ISK
Other	56	26,8	23,2	17,9	32,1	 81.772 ISK

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

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

MONEY SPENT ON GROCERIES

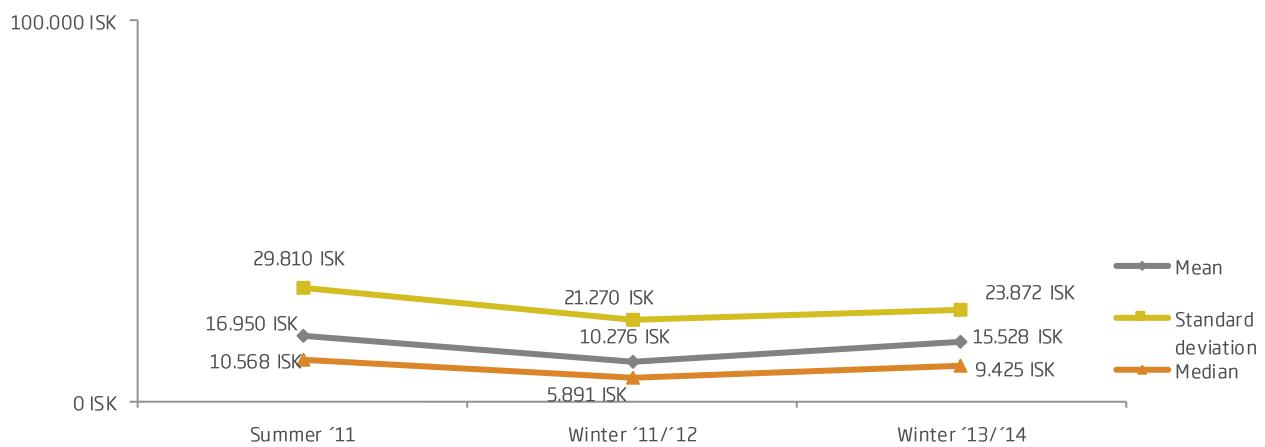


Q. 95. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Groceries (e.g. food, beverages in supermarkets)

	Count	%
Less than 5.000 ISK	258	24,2
5.000-9.000 ISK	262	24,6
9.001-17.000 ISK	260	24,4
Higher than 17.000 ISK	285	26,8
Number of responses	1065	100,0
Number of respondents	1065	45,6
Did not get question*	1271	54,4
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they spent money on groceries got this question.

Mean 15.528 ISK
Median 9.425 ISK
Standard deviation 23.872 ISK



MONEY SPENT ON GROCERIES



Q. 95. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Groceries (e.g. food, beverages in supermarkets)

	Number of answers	Less than 5.000 ISK	5.000-9.000 ISK	9.001-17.000 ISK	Higher than 17.000 ISK	
	Count	%	%	%	%	
Total	1065	24,2	24,6	24,4	26,8	15.528 ISK
Gender						
Male	452	20,1	25,0	25,7	29,2	15.993 ISK
Female	608	27,3	24,3	23,4	25,0	15.219 ISK
Age						
24 years and younger	145	31,0	29,7	18,6	20,7	17.227 ISK
25-34 years	385	22,3	25,2	26,2	26,2	15.678 ISK
35-44 years	197	21,8	19,8	27,9	30,5	15.299 ISK
45-54 years	164	21,3	24,4	23,2	31,1	16.773 ISK
55 years and older	167	26,3	25,1	22,8	25,7	13.179 ISK
What is your profession?						
Managerial	141	22,7	24,1	27,0	26,2	13.617 ISK
Professionals (dr./lawyer/account. etc.)	193	22,8	23,8	25,9	27,5	15.133 ISK
Other professionals	159	27,0	25,8	20,8	26,4	13.816 ISK
Teacher/Medical care	119	25,2	22,7	25,2	26,9	16.005 ISK
Clerical/Service	73	28,8	27,4	19,2	24,7	12.124 ISK
Vocational/Technical	37	16,2	18,9	45,9	18,9	14.373 ISK
Unskilled	7	14,3	28,6	0,0	57,1	16.353 ISK
Student	144	28,5	27,1	21,5	22,9	18.232 ISK
Retired/Homemaker	64	21,9	26,6	23,4	28,1	15.072 ISK
Other	115	20,0	25,2	25,2	29,6	19.045 ISK
Household income						
High	429	23,1	22,1	26,6	28,2	14.800 ISK
Average	416	24,8	25,7	23,8	25,7	16.411 ISK
Low	194	25,8	27,8	21,6	24,7	15.315 ISK
Market area*						
Britain	308	31,2	23,1	26,6	19,2	11.082 ISK
North America	284	23,2	26,4	23,2	27,1	13.589 ISK
Central/Southern Europe	210	14,3	18,6	29,0	38,1	25.875 ISK
Scandinavia	152	24,3	29,6	22,4	23,7	12.726 ISK
Asia	21	28,6	19,0	19,0	33,3	13.616 ISK
Other	90	25,6	31,1	14,4	28,9	17.895 ISK

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

MONEY SPENT ON GROCERIES



Q. 95. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Groceries (e.g. food, beverages in supermarkets)

	Number of answers	Less than 10.000 ISK	18.000-35.000 ISK	35.001-60.000 ISK	Higher than 60.000 ISK	
	Count	%	%	%	%	
Total	1065	24,2	24,6	24,4	26,8	 15.528 ISK
Nationality*						
British	283	32,5	22,3	24,7	20,5	 11.213 ISK
American	189	24,3	28,0	23,8	23,8	 12.654 ISK
Canadian	97	22,7	23,7	21,6	32,0	 14.497 ISK
Danish	67	22,4	20,9	23,9	32,8	 16.210 ISK
Norwegian	40	17,5	30,0	25,0	27,5	 11.306 ISK
French	50	8,0	18,0	38,0	36,0	 24.475 ISK
Type of trip*	73	15,1	15,1	28,8	41,1	 26.654 ISK
Swedish	22	31,8	59,1	9,1	0,0	 6.397 ISK
Dutch	22	13,6	22,7	31,8	31,8	 17.192 ISK
Irish	17	47,1	35,3	11,8	5,9	 8.458 ISK
Purpose of visit*	23	26,1	52,2	8,7	13,0	 21.478 ISK
Chinese	16	31,3	25,0	31,3	12,5	 10.353 ISK
Italian	9	33,3	11,1	33,3	22,2	 15.063 ISK
Swiss	21	9,5	9,5	28,6	52,4	 38.496 ISK
Other	136	19,9	25,0	22,8	32,4	 19.060 ISK
Type of trip*						
Package tour	209	35,9	29,7	17,7	16,7	 9.535 ISK
Type of trip*	831	21,7	23,2	25,9	29,2	 17.033 ISK
Business-arranged tour	22	18,2	27,3	31,8	22,7	 12.311 ISK
Purpose of visit*						
Vacation/holiday	960	24,7	24,3	24,8	26,3	 14.682 ISK
Conference/large meeting	18	22,2	11,1	27,8	38,9	 17.503 ISK
Business/small meeting	19	26,3	15,8	21,1	36,8	 17.572 ISK
Education and training	35	17,1	25,7	11,4	45,7	 43.196 ISK
Visiting friends/relatives	98	11,2	21,4	25,5	41,8	 21.796 ISK
Business incentives package	5	20,0	0,0	60,0	20,0	 14.069 ISK
Temporary employment in Iceland	8	12,5	12,5	12,5	62,5	 24.076 ISK
Event in Iceland (leisure related)	71	23,9	31,0	22,5	22,5	 10.766 ISK
Health/medical treatment	5	0,0	20,0	0,0	80,0	 27.493 ISK
Other	57	21,1	26,3	19,3	33,3	 21.086 ISK

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

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

MONEY SPENT ON SHOPPING

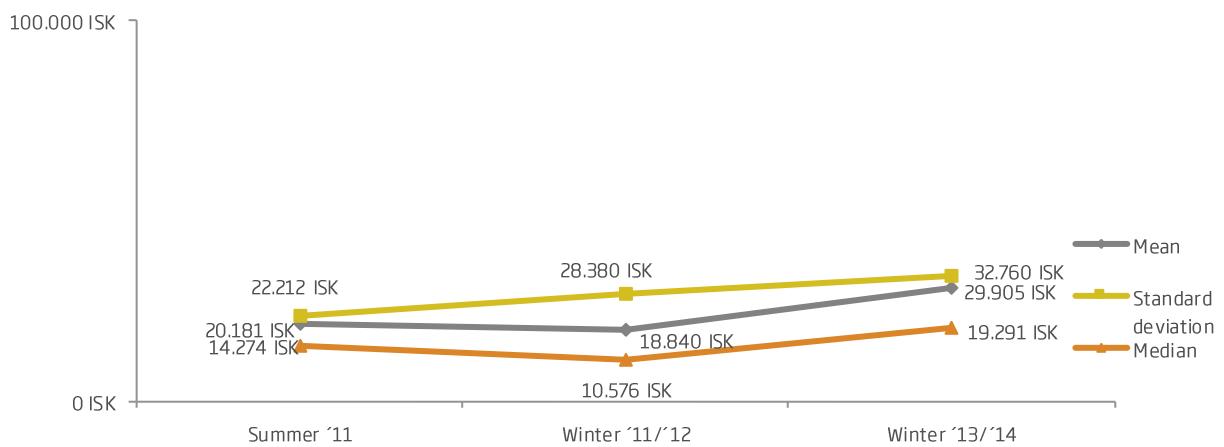


Q. 96. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Shopping

	Count	%
Less than 10.000 ISK	319	29,8
10.000-20.000 ISK	255	23,8
20.001-40.000 ISK	261	24,4
Higher than 40.000 ISK	236	22,0
Number of responses	1071	100,0
Number of respondents	1071	45,8
Did not get question*	1264	54,1
Did not answer	1	0,0
Total	2336	100,0

*Only those who said they spent money on shopping got this question.

Mean 29.905 ISK
Median 19.291 ISK
Standard deviation 32.760 ISK



MONEY SPENT ON SHOPPING



Q. 96. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Shopping

	Number of answers	Less than 10.000 ISK	10.000-20.000 ISK	20.001-40.000 ISK	Higher than 40.000 ISK	
	Count	%	%	%	%	
Total	1071	29,8	23,8	24,4	22,0	29.905 ISK
Gender						
Male	442	32,1	19,7	27,8	20,4	28.067 ISK
Female	621	28,0	26,7	22,1	23,2	31.285 ISK
Age*						
24 years and younger	119	44,5	25,2	20,2	10,1	20.284 ISK
25-34 years	340	34,4	28,2	20,0	17,4	23.166 ISK
35-44 years	204	26,0	19,6	25,5	28,9	37.906 ISK
45-54 years	184	22,3	22,3	25,5	29,9	38.779 ISK
55 years and older	215	25,1	20,9	31,6	22,3	30.383 ISK
What is your profession?*						
Managerial	146	27,4	21,2	24,7	26,7	32.215 ISK
Professionals (dr./lawyer/account. etc.)	213	24,9	24,4	26,3	24,4	33.738 ISK
Other professionals	153	28,1	19,6	26,8	25,5	34.529 ISK
Teacher/Medical care	115	27,8	21,7	32,2	18,3	27.825 ISK
Clerical/Service	71	36,6	26,8	19,7	16,9	24.929 ISK
Vocational/Technical	35	34,3	20,0	22,9	22,9	30.357 ISK
Unskilled	6	33,3	50,0	16,7	0,0	17.665 ISK
Student	125	44,0	28,0	17,6	10,4	17.045 ISK
Retired/Homemaker	76	25,0	27,6	23,7	23,7	28.884 ISK
Other	121	28,9	25,6	19,0	26,4	32.423 ISK
Household income*						
High	470	24,7	23,2	25,7	26,4	33.529 ISK
Average	400	32,8	26,0	20,5	20,8	27.486 ISK
Low	175	38,9	18,9	28,6	13,7	24.788 ISK
Market area*						
Britain	306	41,8	24,5	21,2	12,4	23.801 ISK
North America	345	20,3	19,1	30,7	29,9	36.261 ISK
Central/Southern Europe	180	32,2	25,6	25,0	17,2	25.447 ISK
Scandinavia	143	21,0	25,9	21,7	31,5	35.458 ISK
Asia	16	50,0	12,5	18,8	18,8	23.995 ISK
Other	81	30,9	35,8	13,6	19,8	27.165 ISK
Australian	20	35,0	45,0	15,0	5,0	17.416 ISK
Chinese	12	66,7	0,0	25,0	8,3	14.421 ISK
Italian	11	36,4	27,3	18,2	18,2	25.735 ISK
Swiss	18	22,2	27,8	27,8	22,2	35.535 ISK
Other	118	38,1	25,4	21,2	15,3	25.654 ISK

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

MONEY SPENT ON SHOPPING



Q. 96. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Shopping

	Number of answers	Less than 10.000 ISK	10.000-20.000 ISK	20.001-40.000 ISK	Higher than 40.000 ISK	
	Count	%	%	%	%	
Total	1071	29,8	23,8	24,4	22,0	29.905 ISK
Nationality*						
British	286	40,6	24,8	22,0	12,6	23.858 ISK
American	235	20,4	19,1	32,3	28,1	36.199 ISK
Canadian	109	19,3	22,9	25,7	32,1	35.717 ISK
Danish	47	14,9	19,1	25,5	40,4	38.348 ISK
Norwegian	47	10,6	25,5	21,3	42,6	48.552 ISK
French	46	26,1	21,7	34,8	17,4	24.225 ISK
Type of trip*	55	34,5	27,3	16,4	21,8	27.673 ISK
Swedish	26	26,9	46,2	15,4	11,5	19.154 ISK
Dutch	22	54,5	13,6	13,6	18,2	25.649 ISK
Irish	19	21,1	31,6	10,5	36,8	29.007 ISK
Purpose of visit*	20	35,0	45,0	15,0	5,0	17.416 ISK
Chinese	12	66,7	0,0	25,0	8,3	14.421 ISK
Italian	11	36,4	27,3	18,2	18,2	25.735 ISK
Swiss	18	22,2	27,8	27,8	22,2	35.535 ISK
Other	118	38,1	25,4	21,2	15,3	25.654 ISK
Type of trip*						
Package tour	275	33,8	24,0	24,0	18,2	27.422 ISK
Type of trip*	762	28,2	23,5	24,4	23,9	31.200 ISK
Business-arranged tour	33	21,2	33,3	24,2	21,2	32.499 ISK
Purpose of visit*						
Vacation/holiday	956	30,0	23,2	24,3	22,5	30.178 ISK
Conference/large meeting	22	22,7	27,3	18,2	31,8	31.317 ISK
Business/small meeting	22	27,3	18,2	27,3	27,3	28.090 ISK
Education and training	34	20,6	35,3	29,4	14,7	25.834 ISK
Visiting friends/relatives	86	19,8	23,3	31,4	25,6	41.213 ISK
Business incentives package	5	0,0	20,0	60,0	20,0	34.284 ISK
Temporary employment in Iceland	8	50,0	25,0	25,0	0,0	15.711 ISK
Event in Iceland (leisure related)	75	21,3	20,0	34,7	24,0	31.476 ISK
Health/medical treatment	6	0,0	16,7	50,0	33,3	50.828 ISK
Other	56	21,4	35,7	25,0	17,9	32.466 ISK

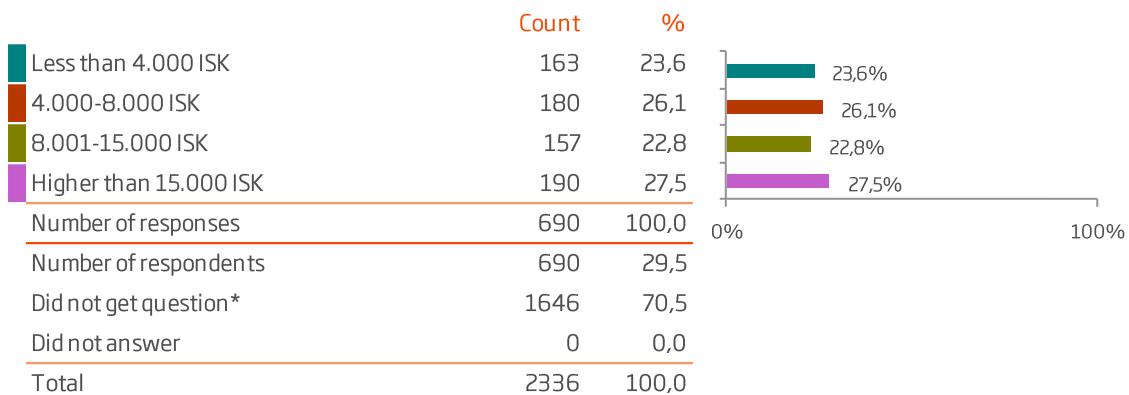
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

MONEY SPENT ON LOCAL TRANSPORT

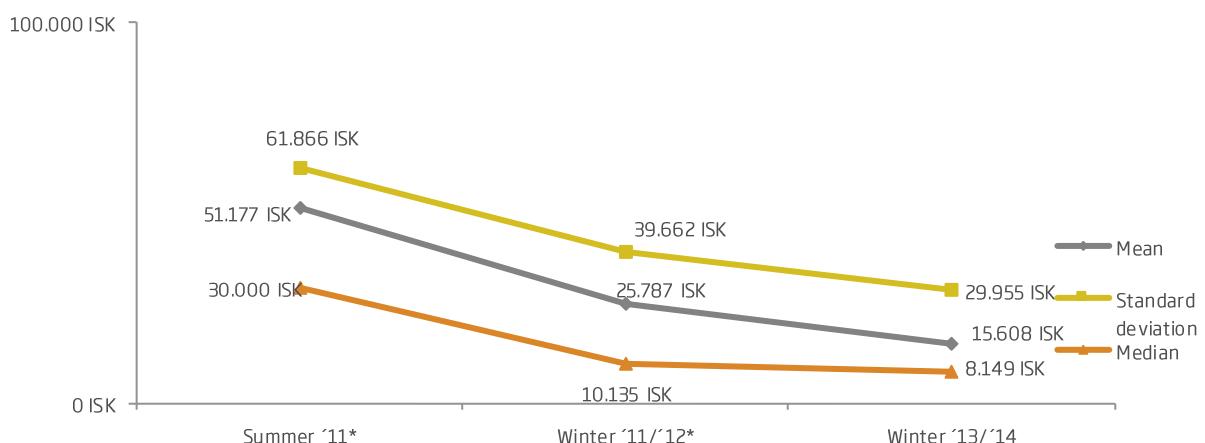


Q. 97. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Local transport (bus/domestic ferry fares, domestic airfares)



*Only those who said they paid for local transport got this question.

Mean 15.608 ISK
Median 8.149 ISK
Standard deviation 29.955 ISK

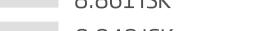
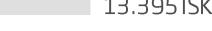


*In the years 2011 and 2012 the question was worded as following: "Transport (bus/domestic ferry fares, domestic airfares, rental car, etc.)".

MONEY SPENT ON LOCAL TRANSPORT



Q. 97. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Local transport (bus/domestic ferry fares, domestic airfares)

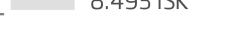
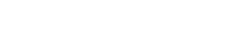
	Number of answers	Less than 4.000 ISK	4.000-8.000 ISK	8.001-15.000 ISK	Higher than 15.000 ISK	
	Count	%	%	%	%	
Total	690	23,6	26,1	22,8	27,5	 15.608 ISK
Gender*						
Male	296	22,0	29,4	26,0	22,6	 12.162 ISK
Female	389	25,2	23,9	20,3	30,6	 17.474 ISK
Age*						
24 years and younger	102	31,4	24,5	20,6	23,5	 11.655 ISK
25-34 years	228	23,7	30,7	24,6	21,1	 13.663 ISK
35-44 years	133	21,1	19,5	26,3	33,1	 13.159 ISK
45-54 years	104	19,2	26,0	18,3	36,5	 28.011 ISK
55 years and older	121	23,1	25,6	21,5	29,8	 14.853 ISK
What is your profession?						
Managerial	102	24,5	25,5	24,5	25,5	 15.013 ISK
Professionals (dr./lawyer/account. etc.)	129	16,3	26,4	20,9	36,4	 19.357 ISK
Other professionals	94	16,0	26,6	26,6	30,9	 17.623 ISK
Teacher/Medical care	69	18,8	18,8	33,3	29,0	 13.940 ISK
Clerical/Service	40	22,5	25,0	30,0	22,5	 12.997 ISK
Vocational/Technical	26	11,5	34,6	11,5	42,3	 18.459 ISK
Unskilled	6	33,3	33,3	16,7	16,7	 8.861 ISK
Student	105	42,9	27,6	15,2	14,3	 8.848 ISK
Retired/Homemaker	39	25,6	28,2	23,1	23,1	 25.694 ISK
Other	73	24,7	27,4	19,2	28,8	 14.559 ISK
Household income*						
High	270	21,5	25,2	20,7	32,6	 18.710 ISK
Average	281	21,4	24,6	25,6	28,5	 15.354 ISK
Low	120	32,5	31,7	22,5	13,3	 9.097 ISK
Market area						
Britain	175	23,4	23,4	27,4	25,7	 14.724 ISK
North America	197	22,8	26,4	23,9	26,9	 19.188 ISK
Central/Southern Europe	125	21,6	31,2	14,4	32,8	 15.786 ISK
Scandinavia	119	26,9	25,2	22,7	25,2	 11.310 ISK
Asia	15	20,0	6,7	33,3	40,0	 20.236 ISK
Other	59	25,4	28,8	20,3	25,4	 13.395 ISK

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

MONEY SPENT ON LOCAL TRANSPORT



Q. 97. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Local transport (bus/domestic ferry fares, domestic airfares)

	Number of answers	Less than 30.000 ISK	30.000-50.000 ISK	50.001-90.000 ISK	Higher than 90.000 ISK	
	Count	%	%	%	%	
Total	690	23,6	26,1	22,8	27,5	
Nationality*						
British	161	22,4	27,3	26,7	23,6	
American	137	24,8	26,3	22,6	26,3	
Canadian	63	14,3	30,2	27,0	28,6	
Danish	42	28,6	19,0	26,2	26,2	
Norwegian	41	31,7	22,0	19,5	26,8	
French	24	8,3	29,2	8,3	54,2	
Type of trip ⁺	44	27,3	31,8	15,9	25,0	
Swedish	15	20,0	26,7	26,7	26,7	
Dutch	13	15,4	30,8	15,4	38,5	
Irish	9	33,3	33,3	11,1	22,2	
Purpose of visit ⁺	14	28,6	14,3	35,7	21,4	
Chinese	13	23,1	7,7	30,8	38,5	
Italian	6	33,3	16,7	0,0	50,0	
Swiss	15	6,7	33,3	26,7	33,3	
Other	93	29,0	24,7	19,4	26,9	
Type of trip⁺						
Package tour	101	29,7	28,7	18,8	22,8	
Type of trip ⁺	557	21,4	26,0	24,1	28,5	
Business-arranged tour	29	41,4	17,2	13,8	27,6	
Purpose of visit⁺						
Vacation/holiday	573	22,9	26,5	23,7	26,9	
Conference/large meeting	33	24,2	24,2	9,1	42,4	
Business/small meeting	32	18,8	28,1	18,8	34,4	
Education and training	31	35,5	22,6	16,1	25,8	
Visiting friends/relatives	66	24,2	30,3	15,2	30,3	
Business incentives package	<5					
Temporary employment in Iceland	7	14,3	28,6	14,3	42,9	
Event in Iceland (leisure related)	53	17,0	22,6	32,1	28,3	
Health/medical treatment	<5					
Other	32	21,9	28,1	21,9	28,1	

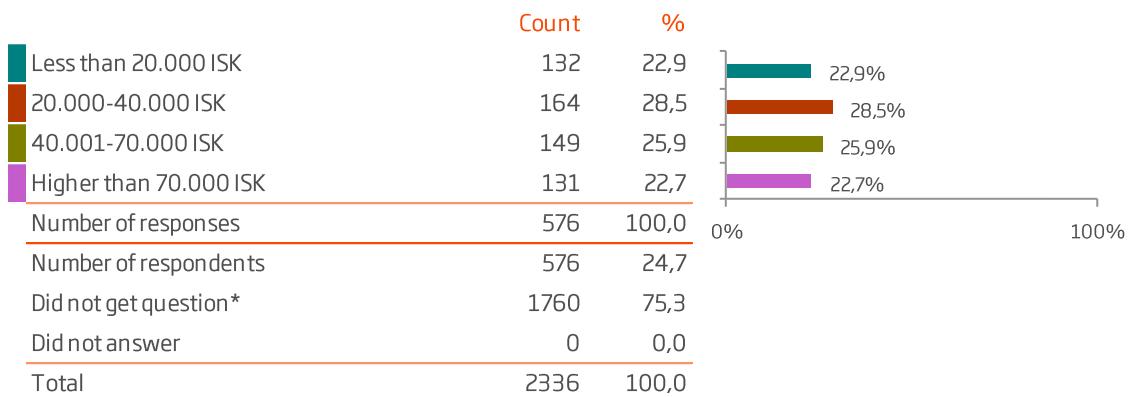
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

MONEY SPENT ON LOCAL CAR RENTAL



Q. 98. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Local car rental



*Only those who said they paid for a rental car got this question.

Mean 51.785 ISK
Median 38.582 ISK
Standard deviation 49.499 ISK

MONEY SPENT ON LOCAL CAR RENTAL



Q. 98. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Local car rental

	Number of answers	Less than 20.000 ISK	20.000-40.000 ISK	40.001-70.000 ISK	Higher than 70.000 ISK	
	Count	%	%	%	%	
Total	576	22,9	28,5	25,9	22,7	51.785 ISK
Gender						
Male	281	20,3	30,6	25,6	23,5	53.669 ISK
Female	288	25,7	26,7	26,0	21,5	49.586 ISK
Age*						
24 years and younger	68	44,1	27,9	17,6	10,3	32.080 ISK
25-34 years	239	24,7	31,8	24,3	19,2	48.002 ISK
35-44 years	103	20,4	23,3	26,2	30,1	57.258 ISK
45-54 years	80	17,5	22,5	31,3	28,8	64.994 ISK
55 years and older	82	9,8	31,7	29,3	29,3	59.664 ISK
What is your profession?						
Managerial	77	18,2	27,3	35,1	19,5	54.680 ISK
Professionals (dr./lawyer/account. etc.)	117	16,2	25,6	30,8	27,4	58.443 ISK
Other professionals	85	20,0	29,4	24,7	25,9	52.222 ISK
Teacher/Medical care	52	28,8	30,8	15,4	25,0	48.216 ISK
Clerical/Service	30	20,0	36,7	16,7	26,7	59.723 ISK
Vocational/Technical	15	26,7	26,7	26,7	20,0	52.892 ISK
Unskilled	<5					
Student	92	41,3	31,5	12,0	15,2	39.001 ISK
Retired/Homemaker	33	15,2	27,3	36,4	21,2	59.149 ISK
Other	66	19,7	24,2	34,8	21,2	49.344 ISK
Household income						
High	281	21,0	27,0	29,2	22,8	51.366 ISK
Average	184	21,2	28,3	25,5	25,0	55.634 ISK
Low	100	31,0	34,0	16,0	19,0	46.879 ISK
Market area*						
Britain	117	26,5	33,3	21,4	18,8	46.996 ISK
North America	179	14,0	29,6	29,6	26,8	55.269 ISK
Central/Southern Europe	160	21,9	26,9	21,9	29,4	61.970 ISK
Scandinavia	67	43,3	20,9	29,9	6,0	31.463 ISK
Asia	11	36,4	18,2	36,4	9,1	38.181 ISK
Other	42	19,0	31,0	28,6	21,4	47.461 ISK

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

MONEY SPENT ON LOCAL CAR RENTAL



Q. 98. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Local car rental

	Number of answers	Less than 30.000 ISK	30.000-50.000 ISK	50.001-90.000 ISK	Higher than 90.000 ISK	
	Count	%	%	%	%	
Total	576	22,9	28,5	25,9	22,7	51.785 ISK
Nationality						
British	109	23,9	35,8	21,1	19,3	47.154 ISK
American	119	11,8	31,1	29,4	27,7	54.494 ISK
Canadian	55	21,8	27,3	29,1	21,8	53.341 ISK
Danish	31	25,8	22,6	41,9	9,7	38.276 ISK
Norwegian	20	60,0	15,0	20,0	5,0	26.779 ISK
French	42	21,4	28,6	26,2	23,8	55.066 ISK
Type of trip ⁺	55	25,5	23,6	20,0	30,9	60.476 ISK
Swedish	12	50,0	16,7	33,3	0,0	29.049 ISK
Dutch	15	13,3	20,0	33,3	33,3	59.665 ISK
Irish	6	33,3	33,3	33,3	0,0	32.633 ISK
Purpose of visit ⁺	10	30,0	40,0	30,0	0,0	31.703 ISK
Chinese	6	50,0	33,3	0,0	16,7	32.905 ISK
Italian	6	16,7	16,7	16,7	50,0	58.697 ISK
Swiss	17	11,8	35,3	5,9	47,1	69.858 ISK
Other	73	24,7	24,7	27,4	23,3	60.481 ISK
Type of trip⁺						
Package tour	29	37,9	34,5	20,7	6,9	33.640 ISK
Type of trip ⁺	524	22,7	27,7	25,8	23,9	52.799 ISK
Business-arranged tour	11	36,4	18,2	36,4	9,1	33.561 ISK
Purpose of visit⁺						
Vacation/holiday	528	21,0	29,0	26,3	23,7	53.393 ISK
Conference/large meeting	6	50,0	0,0	16,7	33,3	44.802 ISK
Business/small meeting	12	25,0	41,7	16,7	16,7	38.614 ISK
Education and training	17	29,4	29,4	17,6	23,5	40.995 ISK
Visiting friends/relatives	60	30,0	26,7	20,0	23,3	45.708 ISK
Business incentives package	<5					
Temporary employment in Iceland	<5					
Event in Iceland (leisure related)	38	44,7	23,7	28,9	2,6	30.832 ISK
Health/medical treatment	<5					
Other	34	23,5	23,5	26,5	26,5	53.700 ISK

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

MONEY SPENT ON OTHER TRANSPORT COSTS

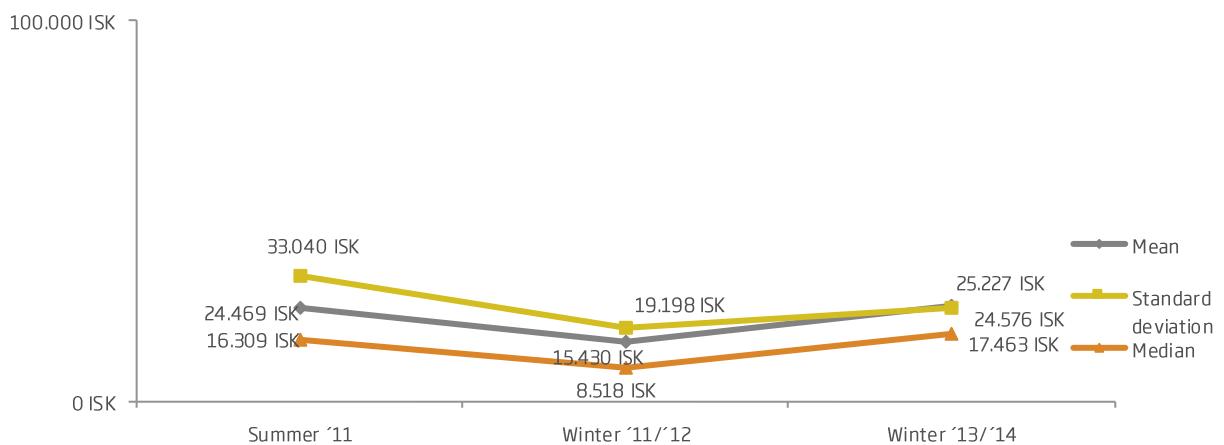


Q. 99. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Other transport costs (e.g. fuel, maintenance)

	Count	%
Less than 10.000 ISK	142	27,9
10.000-20.000 ISK	147	28,9
20.001-35.000 ISK	115	22,6
Higher than 35.000 ISK	105	20,6
Number of responses	509	100,0
Number of respondents	509	21,8
Did not get question*	1827	78,2
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they paid for other transport cost got this question.

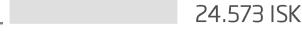
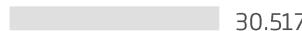
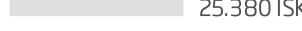
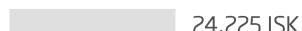
Mean 25.227 ISK
Median 17.463 ISK
Standard deviation 24.576 ISK



MONEY SPENT ON OTHER TRANSPORT COSTS



Q. 99. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Other transport costs (e.g. fuel, maintenance)

	Number of answers	Less than 10.000 ISK	10.000-20.000 ISK	20.001-35.000 ISK	Higher than 35.000 ISK	
	Count	%	%	%	%	
Total	509	27,9	28,9	22,6	20,6	 25.227 ISK
Gender						
Male	241	29,5	24,5	24,5	21,6	 25.497 ISK
Female	263	26,6	33,5	20,9	19,0	 24.573 ISK
Age*						
24 years and younger	59	37,3	32,2	25,4	5,1	 16.638 ISK
25-34 years	204	28,4	29,9	23,0	18,6	 24.164 ISK
35-44 years	97	26,8	25,8	20,6	26,8	 27.942 ISK
45-54 years	74	24,3	32,4	20,3	23,0	 29.315 ISK
55 years and older	71	22,5	22,5	25,4	29,6	 28.268 ISK
What is your profession?						
Managerial	66	24,2	34,8	19,7	21,2	 27.979 ISK
Professionals (dr./lawyer/account. etc.)	90	24,4	20,0	30,0	25,6	 30.517 ISK
Other professionals	72	36,1	27,8	18,1	18,1	 21.660 ISK
Teacher/Medical care	53	37,7	26,4	15,1	20,8	 22.034 ISK
Clerical/Service	33	21,2	36,4	21,2	21,2	 25.828 ISK
Vocational/Technical	16	31,3	12,5	18,8	37,5	 25.380 ISK
Unskilled	<5					
Student	81	32,1	33,3	23,5	11,1	 19.955 ISK
Retired/Homemaker	31	25,8	22,6	29,0	22,6	 28.436 ISK
Other	59	20,3	35,6	27,1	16,9	 24.225 ISK
Household income						
High	238	28,2	27,7	22,3	21,8	 25.473 ISK
Average	166	28,9	26,5	24,1	20,5	 26.455 ISK
Low	96	26,0	36,5	20,8	16,7	 22.409 ISK
Market area*						
Britain	107	42,1	34,6	5,6	17,8	 19.683 ISK
North America	147	22,4	23,1	34,7	19,7	 27.492 ISK
Central/Southern Europe	138	16,7	28,3	25,4	29,7	 30.754 ISK
Scandinavia	69	40,6	36,2	14,5	8,7	 16.107 ISK
Asia	11	18,2	27,3	36,4	18,2	 24.284 ISK
Other	37	29,7	24,3	24,3	21,6	 28.931 ISK

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

MONEY SPENT ON OTHER TRANSPORT COSTS



Q. 99. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Other transport costs (e.g. fuel, maintenance)

	Number of answers	Less than 10.000 ISK	10.000-20.000 ISK	20.001-35.000 ISK	Higher than 35.000 ISK	
	Count	%	%	%	%	
Total	509	27,9	28,9	22,6	20,6	25.227 ISK
Nationality*						
British	100	40,0	35,0	7,0	18,0	18.744 ISK
American	100	23,0	27,0	31,0	19,0	26.834 ISK
Canadian	45	26,7	17,8	37,8	17,8	27.069 ISK
Danish	31	16,1	48,4	22,6	12,9	21.263 ISK
Norwegian	21	61,9	33,3	0,0	4,8	10.230 ISK
French	35	11,4	34,3	37,1	17,1	27.083 ISK
Type of trip*	51	23,5	25,5	19,6	31,4	27.635 ISK
Swedish	9	55,6	22,2	11,1	11,1	14.813 ISK
Dutch	11	9,1	18,2	27,3	45,5	35.842 ISK
Irish	6	33,3	33,3	16,7	16,7	16.935 ISK
Purpose of visit*	8	50,0	12,5	25,0	12,5	18.909 ISK
Chinese	8	25,0	12,5	50,0	12,5	22.110 ISK
Italian	6	16,7	33,3	0,0	50,0	30.095 ISK
Swiss	14	7,1	28,6	14,3	50,0	35.945 ISK
Other	64	26,6	25,0	26,6	21,9	34.252 ISK
Type of trip*						
Package tour	48	35,4	33,3	18,8	12,5	
Type of trip*	437	27,9	27,5	23,1	21,5	
Business-arranged tour	12	41,7	50,0	0,0	8,3	12.171 ISK
Purpose of visit*						
Vacation/holiday	460	25,7	29,1	23,5	21,7	26.129 ISK
Conference/large meeting	5	20,0	60,0	20,0	0,0	15.627 ISK
Business/small meeting	11	36,4	36,4	9,1	18,2	23.025 ISK
Education and training	17	41,2	23,5	23,5	11,8	21.628 ISK
Visiting friends/relatives	64	29,7	29,7	20,3	20,3	22.990 ISK
Business incentives package	<5					
Temporary employment in Iceland	<5					
Event in Iceland (leisure related)	34	47,1	35,3	8,8	8,8	15.369 ISK
Health/medical treatment	<5					
Other	30	26,7	33,3	23,3	16,7	21.023 ISK

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

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

MONEY SPENT ON LIQUOR SHOPS

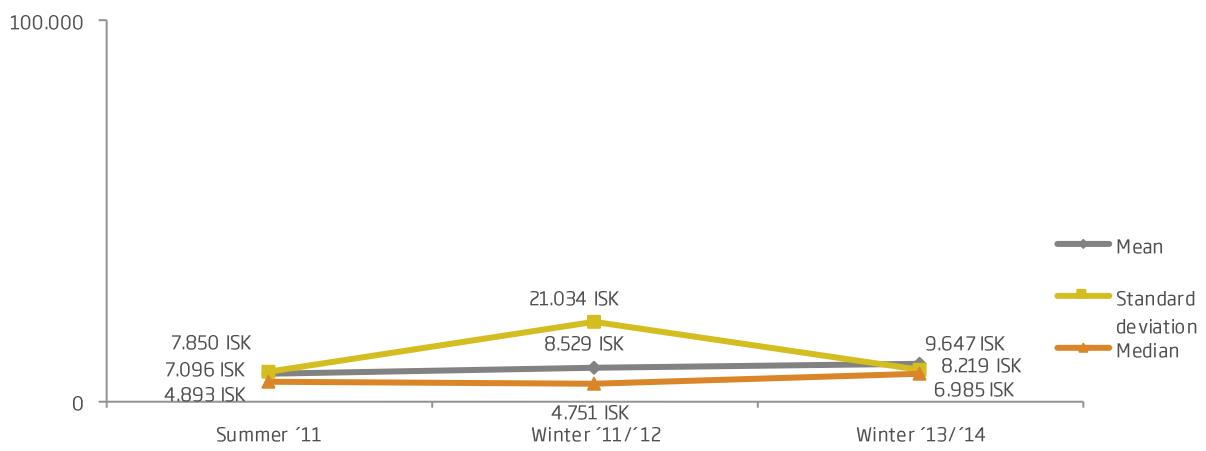


Q.100. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Liquor shops

	Count	%
Less than 4.000 ISK	105	27,1
4.000-7.000 ISK	91	23,5
7.001-12.000 ISK	100	25,8
Higher than 12.000 ISK	91	23,5
Number of responses	387	100,0
Number of respondents	387	16,6
Did not get question*	1949	83,4
Did not answer	0	0,0
Total	2336	100,0

*Only those who said they spent money in liquor shops got this question.

Mean 9.647 ISK
Median 6.985 ISK
Standard deviation 8.219 ISK



MONEY SPENT ON LIQUOR SHOPS



Q.100. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Liquor shops

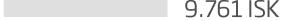
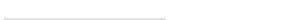
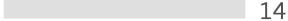
	Number of answers	Less than 4.000 ISK	4.000-7.000 ISK	7.001-12.000 ISK	Higher than 12.000 ISK	
	Count	%	%	%	%	
Total	387	27,1	23,5	25,8	23,5	 9.647 ISK
Gender						
Male	186	23,7	23,7	30,1	22,6	 9.901 ISK
Female	198	29,8	23,7	22,2	24,2	 9.457 ISK
Age						
24 years and younger	64	34,4	20,3	28,1	17,2	 7.897 ISK
25-34 years	133	21,8	27,1	28,6	22,6	 9.778 ISK
35-44 years	63	30,2	25,4	25,4	19,0	 8.839 ISK
45-54 years	59	23,7	16,9	27,1	32,2	 10.889 ISK
55 years and older	64	28,1	25,0	17,2	29,7	 11.069 ISK
What is your profession?						
Managerial	44	25,0	13,6	29,5	31,8	 10.025 ISK
Professionals (dr./lawyer/account. etc.)	65	24,6	29,2	23,1	23,1	 9.652 ISK
Other professionals	56	16,1	37,5	25,0	21,4	 10.193 ISK
Teacher/Medical care	45	37,8	15,6	26,7	20,0	 7.799 ISK
Clerical/Service	18	27,8	38,9	22,2	11,1	 7.971 ISK
Vocational/Technical	15	6,7	20,0	46,7	26,7	 11.295 ISK
Unskilled	<5					
Student	54	35,2	16,7	31,5	16,7	 8.773 ISK
Retired/Homemaker	29	31,0	24,1	13,8	31,0	 11.089 ISK
Other	55	30,9	20,0	23,6	25,5	 9.773 ISK
Household income						
High	158	23,4	26,6	28,5	21,5	 9.350 ISK
Average	148	25,7	23,0	25,0	26,4	 10.530 ISK
Low	73	35,6	17,8	24,7	21,9	 8.638 ISK
Market area*						
Britain	78	29,5	24,4	30,8	15,4	 8.170 ISK
North America	125	22,4	31,2	25,6	20,8	 10.217 ISK
Central/Southern Europe	93	29,0	18,3	24,7	28,0	 9.806 ISK
Scandinavia	63	27,0	9,5	27,0	36,5	 11.564 ISK
Asia	<5					
Other	25	32,0	40,0	12,0	16,0	 6.621 ISK

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

MONEY SPENT ON LIQUOR SHOPS



Q.100. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Liquor shops

	Number of answers	Less than 4.000 ISK	4.000-7.000 ISK	7.001-12.000 ISK	Higher than 12.000 ISK	
	Count	%	%	%	%	
Total	387	27,1	23,5	25,8	23,5	
Nationality*						
British	76	28,9	26,3	26,3	18,4	
American	74	28,4	28,4	29,7	13,5	
Canadian	49	16,3	32,7	20,4	30,6	
Danish	20	10,0	20,0	25,0	45,0	
Norwegian	17	17,6	0,0	41,2	41,2	
French	16	25,0	12,5	31,3	31,3	
Type of trip ⁺	43	37,2	18,6	20,9	23,3	
Swedish	15	46,7	0,0	26,7	26,7	
Dutch	5	40,0	20,0	40,0	0,0	
Irish	5	0,0	20,0	40,0	40,0	
Purpose of visit ⁺	<5					
Chinese	<5					
Italian	<5					
Swiss	14	14,3	21,4	0,0	64,3	
Other	44	34,1	29,5	25,0	11,4	
Type of trip⁺						
Package tour	64	20,3	28,1	29,7	21,9	
Type of trip ⁺	306	28,1	22,9	24,5	24,5	
Business-arranged tour	11	36,4	9,1	45,5	9,1	
Purpose of visit⁺						
Vacation/holiday	333	28,2	22,8	24,9	24,0	
Conference/large meeting	12	33,3	25,0	25,0	16,7	
Business/small meeting	8	12,5	12,5	62,5	12,5	
Education and training	21	19,0	9,5	38,1	33,3	
Visiting friends/relatives	60	21,7	18,3	26,7	33,3	
Business incentives package	<5					
Temporary employment in Iceland	8	25,0	25,0	12,5	37,5	
Event in Iceland (leisure related)	41	31,7	17,1	26,8	24,4	
Health/medical treatment	<5					
Other	25	28,0	16,0	28,0	28,0	

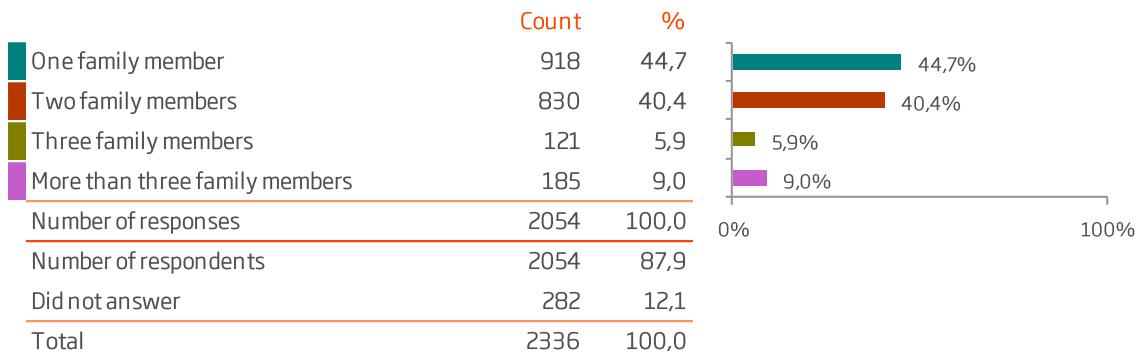
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF FAMILY MEMBERS ON THE TRIP



Q.101. How many family members were with you on the trip, and were included in the cost amounts in the last question?



Mean 1,91 family members
Standard deviation 1,40 family members

NUMBER OF FAMILY MEMBERS ON THE TRIP



Q.101. How many family members were with you on the trip, and were included in the cost amounts in the last question?

	Number of answers	One family member	Two family members	Three family members	More than three family members	
	Count	%	%	%	%	
Total	2054	44,7	40,4	5,9	9,0	 1,91
Gender						
Male	858	45,6	40,7	4,8	9,0	 1,88
Female	1182	44,2	40,0	6,7	9,1	 1,93
Age*						
24 years and younger	235	58,7	26,8	4,3	10,2	 1,88
25-34 years	625	48,0	41,4	4,2	6,4	 1,77
35-44 years	396	44,4	37,4	7,1	11,1	 1,93
45-54 years	339	41,9	41,6	7,1	9,4	 1,94
55 years and older	446	35,0	48,0	7,2	9,9	 2,09
What is your profession?						
Managerial	303	42,9	40,6	7,3	9,2	 1,90
Professionals (dr./lawyer/account. etc.)	394	43,7	41,6	6,3	8,4	 1,88
Other professionals	298	38,3	48,3	4,4	9,1	 1,92
Teacher/Medical care	218	49,5	32,6	6,4	11,5	 2,00
Clerical/Service	131	44,3	44,3	5,3	6,1	 1,78
Vocational/Technical	67	41,8	38,8	4,5	14,9	 2,25
Unskilled	13	46,2	46,2	0,0	7,7	 1,92
Student	226	59,3	27,0	5,3	8,4	 1,81
Retired/Homemaker	175	30,9	53,7	5,1	10,3	 2,08
Other	205	50,2	35,6	7,3	6,8	 1,73
Household income*						
High	880	38,6	44,4	7,5	9,4	 1,99
Average	805	46,0	39,4	5,2	9,4	 1,89
Low	286	61,9	30,8	2,1	5,2	 1,59
Market area*						
Britain	689	35,6	49,2	5,1	10,2	 2,00
North America	525	44,6	43,4	5,5	6,5	 1,82
Central/Southern Europe	323	56,0	31,6	6,2	6,2	 1,65
Scandinavia	298	50,7	30,5	7,0	11,7	 2,06
Asia	47	46,8	27,7	10,6	14,9	 2,26
Other	172	49,4	33,1	6,4	11,0	 1,94

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

NUMBER OF FAMILY MEMBERS ON THE TRIP



Q.101. How many family members were with you on the trip, and were included in the cost amounts in the last question?

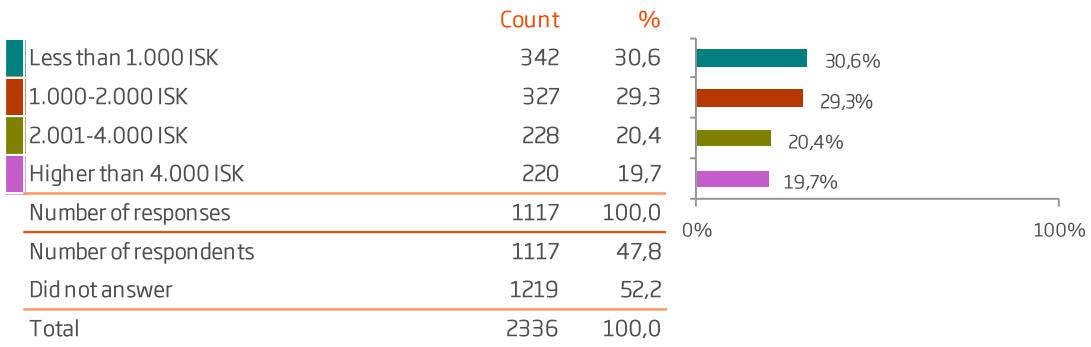
	Number of answers	One family member	Two family members	Three family members	More than three family members	
	Count	%	%	%	%	
Total	2054	44,7	40,4	5,9	9,0	1,91
Nationality*						
British	643	35,8	50,1	4,5	9,6	1,98
American	358	47,5	39,9	5,9	6,7	1,78
Canadian	163	38,0	50,3	5,5	6,1	1,91
Danish	117	46,2	30,8	6,8	16,2	2,28
Norwegian	91	51,6	28,6	6,6	13,2	2,11
French	90	55,6	32,2	4,4	7,8	1,64
Type of trip [*]	87	66,7	25,3	3,4	4,6	1,47
Swedish	54	50,0	31,5	11,1	7,4	1,91
Dutch	48	35,4	47,9	14,6	2,1	1,90
Irish	40	47,5	37,5	5,0	10,0	2,13
Purpose of visit [*]	36	41,7	44,4	5,6	8,3	1,81
Chinese	30	53,3	16,7	6,7	23,3	2,23
Italian	30	56,7	26,7	10,0	6,7	2,03
Swiss	26	53,8	30,8	7,7	7,7	1,69
Other	241	50,6	32,4	7,1	10,0	1,87
Type of trip[*]						
Package tour	544	39,7	48,7	4,6	7,0	1,88
Type of trip [*]	1420	44,0	39,5	6,5	9,9	1,95
Business-arranged tour	84	76,2	17,9	1,2	4,8	1,43
Purpose of visit[*]						
Vacation/holiday	1810	40,9	43,5	6,2	9,3	1,94
Conference/large meeting	58	75,9	19,0	1,7	3,4	1,34
Business/small meeting	55	72,7	23,6	3,6	0,0	1,31
Education and training	74	79,7	10,8	4,1	5,4	1,68
Visiting friends/relatives	159	48,4	28,9	10,7	11,9	2,01
Business incentives package	12	66,7	33,3	0,0	0,0	1,33
Temporary employment in Iceland	17	70,6	17,6	0,0	11,8	1,53
Event in Iceland (leisure related)	123	65,9	26,8	0,0	7,3	1,60
Health/medical treatment	8	50,0	25,0	12,5	12,5	1,88
Other	121	49,6	34,7	5,0	10,7	2,02

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

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



Q.102. At what amount would you consider the "Nature conservation card" to be priced so low that you would question the quality of the attractions it gives access to?



Mean 2.999 ISK
 Median 1.906 ISK
 Standard deviation 4.393 ISK

NATURE CONSERVATION CARD - LOWEST PRICE



Q.102. At what amount would you consider the "Nature conservation card" to be priced so low that you would question the quality of the attractions it gives access to?

	Number of answers	Less than 1000 ISK	1000-2.000 ISK	2.001-4.000 ISK	Higher than 4.000 ISK	
	Count	%	%	%	%	
Total	1117	30,6	29,3	20,4	19,7	 2.999 ISK
Gender						
Male	491	31,8	30,8	18,3	19,1	 2.797 ISK
Female	620	29,8	28,4	21,9	19,8	 3.146 ISK
Age						
24 years and younger	158	37,3	25,3	17,7	19,6	 2.867 ISK
25-34 years	402	32,8	28,9	19,7	18,7	 2.713 ISK
35-44 years	210	35,7	24,8	21,0	18,6	 2.842 ISK
45-54 years	171	23,4	39,2	18,7	18,7	 3.149 ISK
55 years and older	167	21,0	28,7	26,9	23,4	 3.772 ISK
What is your profession?						
Managerial	173	29,5	34,7	17,9	17,9	 2.922 ISK
Professionals (dr./lawyer/account. etc.)	231	30,3	29,0	17,7	22,9	 3.448 ISK
Other professionals	170	31,2	26,5	23,5	18,8	 3.098 ISK
Teacher/Medical care	112	29,5	21,4	26,8	22,3	 3.229 ISK
Clerical/Service	72	31,9	25,0	18,1	25,0	 2.961 ISK
Vocational/Technical	34	23,5	38,2	26,5	11,8	 2.265 ISK
Unskilled	5	20,0	60,0	20,0	0,0	 2.404 ISK
Student	137	35,0	24,8	21,2	19,0	 2.502 ISK
Retired/Homemaker	55	23,6	41,8	18,2	16,4	 3.070 ISK
Other	121	30,6	33,1	19,0	17,4	 3.070 ISK
Household income						
High	501	28,3	32,5	20,0	19,2	 3.019 ISK
Average	415	29,9	28,0	22,2	20,0	 3.110 ISK
Low	173	36,4	24,9	17,3	21,4	 2.853 ISK
Market area						
Britain	371	31,8	29,4	19,1	19,7	 3.373 ISK
North America	303	23,1	33,7	23,8	19,5	 3.061 ISK
Central/Southern Europe	183	43,2	24,6	18,0	14,2	 2.098 ISK
Scandinavia	135	23,7	28,1	20,7	27,4	 3.104 ISK
Asia	25	28,0	36,0	20,0	16,0	 3.040 ISK
Other	100	36,0	24,0	19,0	21,0	 2.916 ISK

Difference between groups is not statistically significant.

NATURE CONSERVATION CARD - LOWEST PRICE



Q.102. At what amount would you consider the "Nature conservation card" to be priced so low that you would question the quality of the attractions it gives access to?

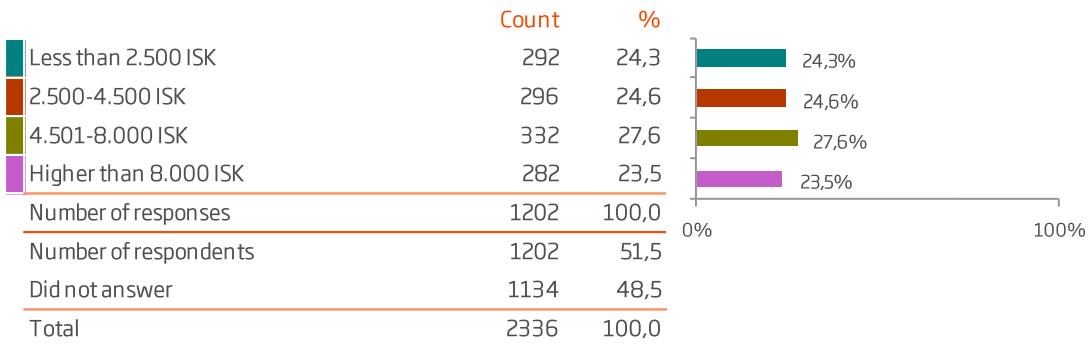
	Number of answers	Less than 1.000 ISK	1.000-2.000 ISK	2.001-4.000 ISK	Higher than 4.000 ISK	
	Count	%	%	%	%	
Total	1117	30,6	29,3	20,4	19,7	2.999 ISK
Nationality						
British	339	30,4	31,6	20,1	18,0	3.180 ISK
American	214	23,4	29,4	26,2	21,0	3.128 ISK
Canadian	90	22,2	45,6	18,9	13,3	2.800 ISK
Danish	56	17,9	32,1	33,9	16,1	1.953 ISK
Norwegian	36	33,3	27,8	5,6	33,3	3.598 ISK
French	46	56,5	23,9	6,5	13,0	1.649 ISK
German	50	52,0	26,0	8,0	14,0	
Swedish	25	16,0	28,0	12,0	44,0	5.166 ISK
Dutch	24	41,7	12,5	37,5	8,3	2.176 ISK
Irish	25	52,0	12,0	24,0	12,0	2.019 ISK
Australian	22	40,9	22,7	13,6	22,7	
Chinese	19	31,6	26,3	21,1	21,1	3.368 ISK
Italian	14	35,7	42,9	0,0	21,4	1.966 ISK
Swiss	21	28,6	23,8	28,6	19,0	2.653 ISK
Other	136	30,9	22,1	20,6	26,5	3.498 ISK
Type of trip*						
Package tour	283	29,7	27,2	24,4	18,7	3.205 ISK
Individually-arranged tour	800	31,0	30,0	19,6	19,4	2.881 ISK
Business-arranged tour	37	27,0	29,7	13,5	29,7	3.970 ISK
Purpose of visit*						
Vacation/holiday	999	30,6	28,8	20,9	19,6	2.977 ISK
Conference/large meeting	26	30,8	11,5	19,2	38,5	4.987 ISK
Business/small meeting	27	22,2	33,3	18,5	25,9	3.914 ISK
Education and training	39	38,5	23,1	17,9	20,5	2.679 ISK
Visiting friends/relatives	91	30,8	26,4	20,9	22,0	2.992 ISK
Business incentives package	<5					
Temporary employment in Iceland	7	57,1	14,3	14,3	14,3	1.532 ISK
Event in Iceland (leisure related)	73	28,8	31,5	28,8	11,0	2.352 ISK
Health/medical treatment	5	0,0	20,0	20,0	60,0	6.303 ISK
Other	64	29,7	31,3	21,9	17,2	3.387 ISK

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

NATURE CONSERVATION CARD - GREAT DEAL FOR MONEY



Q.103. At what amount would you consider the "Nature conservation card" to be a great deal for the money?

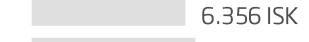
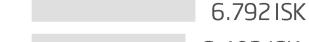


Mean 6.460 ISK
Median 4.608 ISK
Standard deviation 7.317 ISK

NATURE CONSERVATION CARD - GREAT DEAL FOR MONEY



Q.103. At what amount would you consider the "Nature conservation card" to be a great deal for the money?

	Number of answers	Less than 2.500 ISK	2.500-4.500 ISK	4.501-8.000 ISK	Higher than 8.000 ISK	
	Count	%	%	%	%	
Total	1202	24,3	24,6	27,6	23,5	
Gender						
Male	522	26,1	24,9	25,5	23,6	
Female	673	23,2	24,4	29,3	23,2	
Age						
24 years and younger	169	31,4	20,1	24,3	24,3	
25-34 years	436	25,5	28,7	24,8	21,1	
35-44 years	224	26,3	23,7	28,6	21,4	
45-54 years	179	18,4	22,9	33,5	25,1	
55 years and older	184	17,9	22,8	29,9	29,3	
What is your profession?						
Managerial	179	25,1	26,8	23,5	24,6	
Professionals (dr./lawyer/account. etc.)	246	24,0	25,2	24,8	26,0	
Other professionals	186	19,4	17,2	37,1	26,3	
Teacher/Medical care	123	16,3	25,2	29,3	29,3	
Clerical/Service	78	19,2	26,9	35,9	17,9	
Vocational/Technical	35	22,9	28,6	20,0	28,6	
Unskilled	7	28,6	28,6	14,3	28,6	
Student	151	39,1	21,2	23,2	16,6	
Retired/Homemaker	60	15,0	36,7	26,7	21,7	
Other	129	28,7	26,4	26,4	18,6	
Household income						
High	534	21,5	25,5	29,4	23,6	
Average	442	22,6	23,8	27,6	26,0	
Low	192	32,3	25,0	23,4	19,3	
Market area*						
Britain	397	15,4	23,2	31,7	29,7	
North America	335	24,8	25,4	25,7	24,2	
Central/Southern Europe	198	34,3	28,3	26,8	10,6	
Scandinavia	138	30,4	25,4	21,0	23,2	
Asia	27	44,4	11,1	22,2	22,2	
Other	107	24,3	23,4	29,9	22,4	

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

NATURE CONSERVATION CARD - GREAT DEAL FOR MONEY



Q.103. At what amount would you consider the "Nature conservation card" to be a great deal for the money?

	Number of answers	Less than 2.500 ISK	2.500-4.500 ISK	4.501-8.000 ISK	Higher than 8.000 ISK	
	Count	%	%	%	%	
Total	1202	24,3	24,6	27,6	23,5	 6.460 ISK
Nationality*						
British	364	14,6	24,7	32,7	28,0	 7.648 ISK
American	232	24,6	24,6	25,4	25,4	 6.015 ISK
Canadian	104	26,9	26,9	25,0	21,2	 6.196 ISK
Danish	58	43,1	29,3	15,5	12,1	 3.928 ISK
Norwegian	36	25,0	19,4	27,8	27,8	 6.781 ISK
French	53	41,5	15,1	30,2	13,2	 4.855 ISK
German	55	36,4	30,9	25,5	7,3	 4.304 ISK
Swedish	26	11,5	19,2	30,8	38,5	 10.419 ISK
Dutch	23	21,7	47,8	26,1	4,3	 4.528 ISK
Irish	26	26,9	15,4	34,6	23,1	 6.215 ISK
Australian	26	26,9	15,4	34,6	23,1	 5.927 ISK
Chinese	17	29,4	17,6	29,4	23,5	 7.263 ISK
Italian	15	46,7	20,0	20,0	13,3	 4.247 ISK
Swiss	22	13,6	40,9	36,4	9,1	 4.789 ISK
Other	145	28,3	22,8	21,4	27,6	 6.838 ISK
Type of trip*						
Package tour	299	16,7	27,1	29,4	26,8	 7.212 ISK
Individually-arranged tour	865	26,5	23,8	27,1	22,7	 6.344 ISK
Business-arranged tour	36	30,6	25,0	25,0	19,4	 5.999 ISK
Purpose of visit*						
Vacation/holiday	1075	23,3	24,9	28,0	23,8	 6.517 ISK
Conference/large meeting	29	37,9	6,9	20,7	34,5	 8.048 ISK
Business/small meeting	27	18,5	25,9	40,7	14,8	 6.439 ISK
Education and training	42	33,3	21,4	33,3	11,9	 4.948 ISK
Visiting friends/relatives	95	37,9	23,2	18,9	20,0	 5.589 ISK
Business incentives package	<5					
Temporary employment in Iceland	7	57,1	14,3	14,3	14,3	 4.572 ISK
Event in Iceland (leisure related)	79	25,3	27,8	27,8	19,0	 6.004 ISK
Health/medical treatment	5	20,0	0,0	40,0	40,0	 12.686 ISK
Other	70	21,4	22,9	31,4	24,3	 6.620 ISK

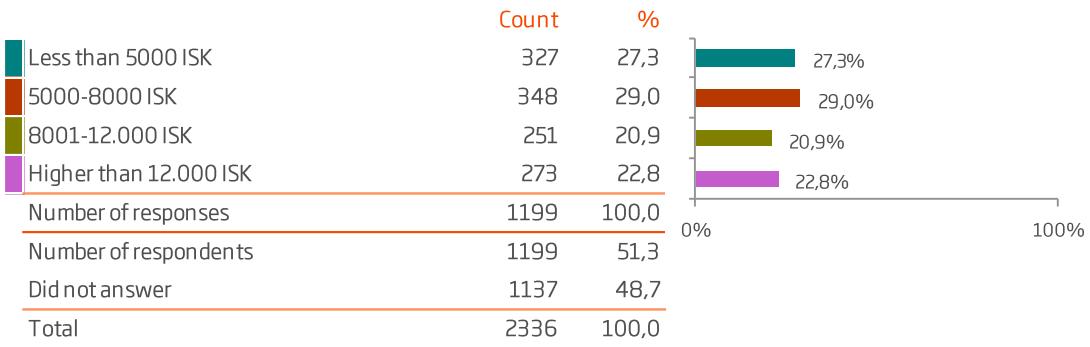
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



Q.104. At what amount would you consider the "Nature conservation card" to be starting to get expensive?



NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



Q.104. At what amount would you consider the "Nature conservation card" to be starting to get expensive?

	Number of answers	Less than 5000 ISK	5000-8000 ISK	8001-12.000 ISK	Higher than 12.000 ISK	
	Count	%	%	%	%	
Total	1199	27,3	29,0	20,9	22,8	10.122 ISK
Gender						
Male	520	29,8	29,2	18,1	22,9	9.667 ISK
Female	671	25,6	28,9	23,1	22,4	10.444 ISK
Age						
24 years and younger	168	32,7	25,0	18,5	23,8	10.824 ISK
25-34 years	438	27,6	32,9	18,5	21,0	9.546 ISK
35-44 years	221	29,4	30,3	19,0	21,3	9.418 ISK
45-54 years	184	23,9	26,6	23,4	26,1	10.511 ISK
55 years and older	178	21,9	24,2	29,8	24,2	11.390 ISK
What is your profession?						
Managerial	180	31,7	32,2	16,7	19,4	9.451 ISK
Professionals (dr./lawyer/account. etc.)	244	25,4	27,5	20,1	27,0	10.608 ISK
Other professionals	186	24,2	20,4	26,9	28,5	11.726 ISK
Teacher/Medical care	122	20,5	27,0	26,2	26,2	10.705 ISK
Clerical/Service	80	20,0	40,0	21,3	18,8	9.080 ISK
Vocational/Technical	35	14,3	51,4	17,1	17,1	8.038 ISK
Unskilled	7	28,6	14,3	28,6	28,6	9.841 ISK
Student	151	35,8	27,8	18,5	17,9	8.916 ISK
Retired/Homemaker	60	31,7	28,3	23,3	16,7	8.979 ISK
Other	126	31,0	31,7	16,7	20,6	10.632 ISK
Household income						
High	531	25,0	30,1	22,8	22,0	10.045 ISK
Average	442	27,6	27,1	19,2	26,0	10.608 ISK
Low	193	29,5	31,1	20,2	19,2	9.835 ISK
Market area*						
Britain	392	20,2	27,8	23,5	28,6	11.445 ISK
North America	331	25,4	28,1	26,3	20,2	10.492 ISK
Central/Southern Europe	203	38,4	34,5	11,3	15,8	8.114 ISK
Scandinavia	140	29,3	26,4	23,6	20,7	9.175 ISK
Asia	27	44,4	29,6	11,1	14,8	9.232 ISK
Other	106	31,1	29,2	12,3	27,4	9.402 ISK
Australian	26	34,6	23,1	19,2	23,1	9.219 ISK
Chinese	17	41,2	23,5	17,6	17,6	10.102 ISK
Italian	15	46,7	26,7	13,3	13,3	7.830 ISK
Swiss	21	14,3	52,4	9,5	23,8	9.215 ISK
Other	147	32,7	26,5	8,2	32,7	10.364 ISK

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

NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



Q.104. At what amount would you consider the "Nature conservation card" to be starting to get expensive?

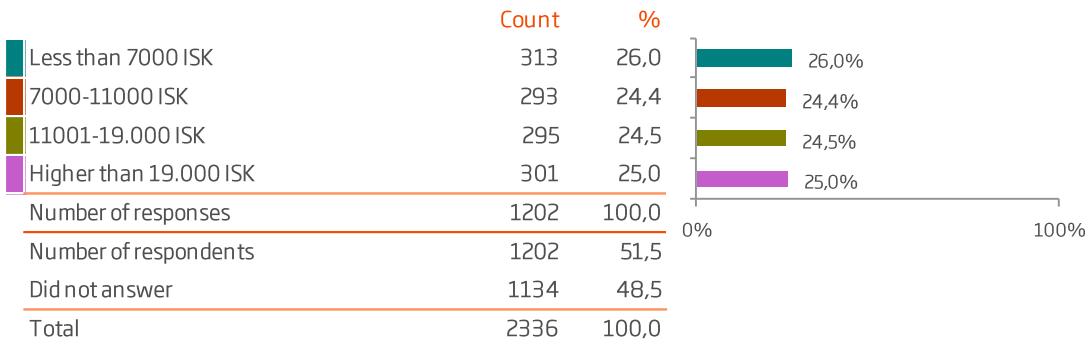
	Number of answers	Less than 5000 ISK	5000-8000 ISK	8001-12.000 ISK	Higher than 12.000 ISK	
	Count	%	%	%	%	
Total	1199	27,3	29,0	20,9	22,8	10.122 ISK
Nationality						
British	359	19,2	30,6	22,8	27,3	11.166 ISK
American	231	21,6	30,3	27,7	20,3	10.279 ISK
Canadian	101	34,7	24,8	22,8	17,8	10.747 ISK
Danish	60	33,3	28,3	26,7	11,7	7.167 ISK
Norwegian	37	24,3	24,3	27,0	24,3	9.871 ISK
French	55	47,3	23,6	14,5	14,5	7.514 ISK
German	57	38,6	36,8	14,0	10,5	8.479 ISK
Swedish	24	16,7	25,0	25,0	33,3	13.908 ISK
Dutch	24	37,5	33,3	20,8	8,3	7.456 ISK
Irish	25	36,0	20,0	20,0	24,0	8.709 ISK
Australian	26	34,6	23,1	19,2	23,1	
Chinese	17	41,2	23,5	17,6	17,6	10.102 ISK
Italian	15	46,7	26,7	13,3	13,3	7.830 ISK
Swiss	21	14,3	52,4	9,5	23,8	9.215 ISK
Other	147	32,7	26,5	8,2	32,7	10.364 ISK
Type of trip*						
Package tour	299	23,7	26,4	25,4	24,4	10.409 ISK
Individually-arranged tour	862	28,1	30,3	19,5	22,2	10.101 ISK
Business-arranged tour	37	32,4	27,0	18,9	21,6	9.743 ISK
Purpose of visit*						
Vacation/holiday	1073	26,6	29,3	21,5	22,6	10.058 ISK
Conference/large meeting	29	27,6	20,7	13,8	37,9	12.218 ISK
Business/small meeting	27	29,6	33,3	14,8	22,2	14.113 ISK
Education and training	42	26,2	35,7	19,0	19,0	8.634 ISK
Visiting friends/relatives	93	36,6	26,9	19,4	17,2	9.622 ISK
Business incentives package	<5					
Temporary employment in Iceland	7	42,9	42,9	0,0	14,3	8.077 ISK
Event in Iceland (leisure related)	79	27,8	32,9	15,2	24,1	9.612 ISK
Health/medical treatment	5	0,0	0,0	40,0	60,0	
Other	71	31,0	22,5	21,1	25,4	11.568 ISK

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

NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



Q.105. At what amount would you consider the "Nature conservation card" to be so expensive that you would not consider buying it?

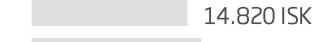


Mean	15.047 ISK
Median	10.751 ISK
Standard deviation	16.287 ISK

NATURE CONSERVATION CARD - TOO EXPENSIVE



Q.105. At what amount would you consider the "Nature conservation card" to be so expensive that you would not consider buying it?

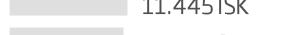
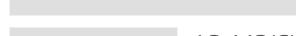
	Number of answers	Less than 7000 ISK	7000-11000 ISK	11001-19.000 ISK	Higher than 19.000 ISK	
	Count	%	%	%	%	
Total	1202	26,0	24,4	24,5	25,0	 15.047 ISK
Gender						
Male	523	27,2	25,2	22,6	25,0	 14.567 ISK
Female	671	25,3	23,7	26,2	24,7	 15.403 ISK
Age						
24 years and younger	169	31,4	27,8	17,8	23,1	 16.224 ISK
25-34 years	440	27,3	23,4	26,4	23,0	 14.265 ISK
35-44 years	221	25,3	24,9	24,9	24,9	 14.547 ISK
45-54 years	182	22,0	27,5	22,0	28,6	 14.482 ISK
55 years and older	180	22,8	20,0	28,9	28,3	 17.209 ISK
What is your profession?						
Managerial	180	27,2	26,7	24,4	21,7	 14.040 ISK
Professionals (dr./lawyer/account. etc.)	245	27,8	18,0	22,9	31,4	 15.348 ISK
Other professionals	185	21,6	18,9	28,1	31,4	 16.752 ISK
Teacher/Medical care	123	20,3	23,6	30,9	25,2	 16.639 ISK
Clerical/Service	80	27,5	30,0	21,3	21,3	 13.651 ISK
Vocational/Technical	35	17,1	37,1	25,7	20,0	 11.739 ISK
Unskilled	7	28,6	14,3	28,6	28,6	 16.444 ISK
Student	152	32,2	28,3	21,7	17,8	 13.353 ISK
Retired/Homemaker	61	27,9	26,2	27,9	18,0	 13.143 ISK
Other	126	25,4	30,2	20,6	23,8	 16.793 ISK
Household income						
High	531	24,3	22,4	29,4	23,9	 14.820 ISK
Average	442	26,7	23,3	20,1	29,9	 16.226 ISK
Low	194	26,3	32,0	22,7	19,1	 14.000 ISK
Market area*						
Britain	396	20,2	26,8	19,4	33,6	 16.440 ISK
North America	332	28,3	11,4	35,5	24,7	 16.312 ISK
Central/Southern Europe	204	28,4	33,3	22,1	16,2	 12.029 ISK
Scandinavia	138	31,2	31,9	19,6	17,4	 13.509 ISK
Asia	26	46,2	23,1	15,4	15,4	 12.165 ISK
Other	106	24,5	29,2	22,6	23,6	 14.400 ISK

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

NATURE CONSERVATION CARD - TOO EXPENSIVE



Q.105. At what amount would you consider the "Nature conservation card" to be so expensive that you would not consider buying it?

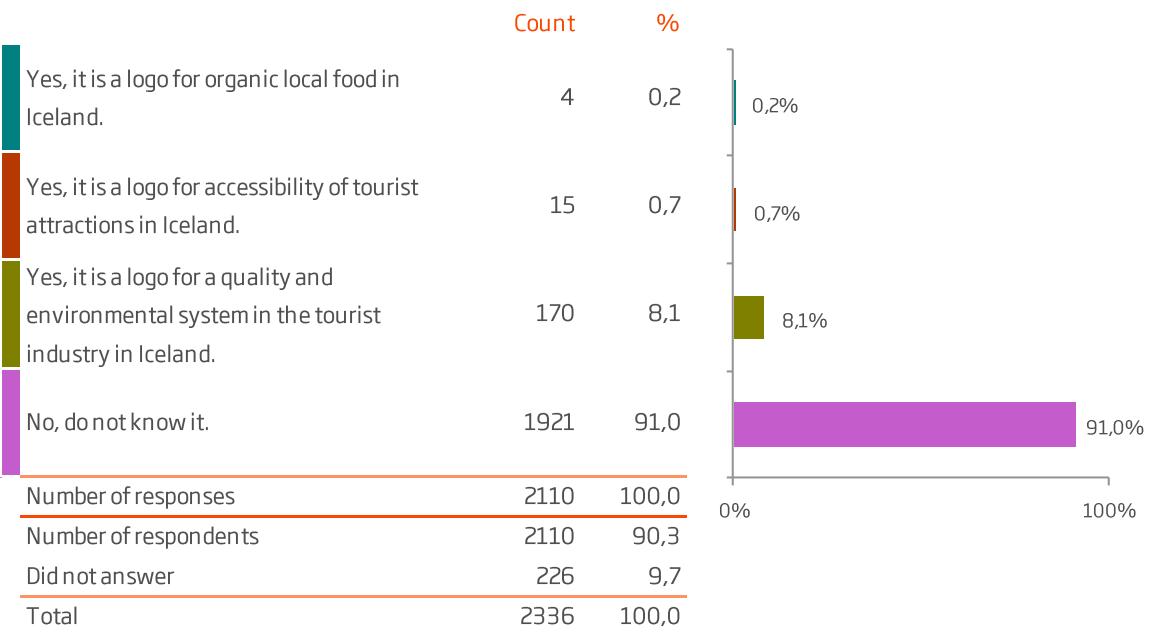
	Number of answers	Less than 7000 ISK	7000-11000 ISK	11001-19.000 ISK	Higher than 19.000 ISK	
	Count	%	%	%	%	
Total	1202	26,0	24,4	24,5	25,0	 15.047 ISK
Nationality						
British	362	20,2	28,2	20,4	31,2	 16.044 ISK
American	231	24,2	12,6	36,4	26,8	 16.044 ISK
Canadian	102	35,3	15,7	29,4	19,6	 16.711 ISK
Danish	59	35,6	37,3	15,3	11,9	 10.270 ISK
Norwegian	37	24,3	29,7	24,3	21,6	 14.878 ISK
French	53	35,8	30,2	17,0	17,0	 11.445 ISK
German	56	28,6	39,3	25,0	7,1	 11.117 ISK
Swedish	25	28,0	24,0	20,0	28,0	 19.323 ISK
Dutch	24	25,0	29,2	29,2	16,7	 11.551 ISK
Irish	25	20,0	24,0	32,0	24,0	 14.406 ISK
Australian	26	38,5	15,4	19,2	26,9	 11.551 ISK
Chinese	18	33,3	22,2	22,2	22,2	 14.759 ISK
Italian	16	25,0	37,5	18,8	18,8	 12.549 ISK
Swiss	22	22,7	22,7	36,4	18,2	 12.584 ISK
Other	146	27,4	25,3	17,8	29,5	 15.607 ISK
Type of trip*						
Package tour	301	21,6	25,2	24,9	28,2	 15.364 ISK
Individually-arranged tour	863	27,5	24,8	23,3	24,4	 15.071 ISK
Business-arranged tour	34	29,4	23,5	29,4	17,6	 14.599 ISK
Purpose of visit*						
Vacation/holiday	1072	25,5	24,3	24,4	25,7	 15.052 ISK
Conference/large meeting	28	21,4	17,9	28,6	32,1	 17.584 ISK
Business/small meeting	27	18,5	37,0	25,9	18,5	 21.978 ISK
Education and training	43	32,6	30,2	23,3	14,0	 11.571 ISK
Visiting friends/relatives	95	33,7	26,3	22,1	17,9	 12.832 ISK
Business incentives package	<5					
Temporary employment in Iceland	7	42,9	28,6	0,0	28,6	 11.347 ISK
Event in Iceland (leisure related)	79	26,6	29,1	22,8	21,5	 13.931 ISK
Health/medical treatment	5	20,0	0,0	40,0	40,0	 29.895 ISK
Other	72	27,8	16,7	27,8	27,8	 16.442 ISK

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

KNOWLEDGE OF LOGO



Q.106. Do you know what this logo stands for?



KNOWLEDGE OF LOGO



Q.106. 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	No, do not know it.
	Count	%	%	%	%
Total	2110	0,2	0,7	8,1	91,0
Gender					
Male	888	0,2	0,5	8,2	91,1
Female	1208	0,2	0,9	7,9	91,1
Age					
24 years and younger	239	0,4	0,8	9,2	89,5
25-34 years	646	0,2	0,3	5,7	93,8
35-44 years	409	0,2	0,0	7,8	91,9
45-54 years	343	0,3	1,7	8,5	89,5
55 years and older	458	0,0	1,1	10,3	88,6
What is your profession?					
Managerial	313	0,0	0,3	9,3	90,4
Professionals (dr./lawyer/account. etc.)	409	0,2	0,5	7,1	92,2
Other professionals	309	0,0	1,0	7,8	91,3
Teacher/Medical care	219	0,0	1,8	3,7	94,5
Clerical/Service	133	0,8	0,8	9,0	89,5
Vocational/Technical	65	0,0	1,5	9,2	89,2
Unskilled	14	0,0	0,0	7,1	92,9
Student	236	0,4	0,8	8,1	90,7
Retired/Homemaker	179	0,0	0,0	11,7	88,3
Other	209	0,0	0,5	10,0	89,5
Household income					
High	906	0,1	0,8	6,6	92,5
Average	825	0,1	0,7	8,4	90,8
Low	294	0,3	0,3	11,2	88,1
Market area*					
Britain	709	0,0	0,3	8,2	91,5
North America	536	0,2	1,3	6,3	92,2
Central/Southern Europe	343	0,3	0,3	11,7	87,8
Scandinavia	302	0,3	1,3	5,3	93,0
Asia	47	2,1	0,0	8,5	89,4
Other	173	0,0	0,6	10,4	89,0

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

KNOWLEDGE OF LOGO



Q.106. 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	No, do not know it.
	Count	%	%	%	%
Total	2110	0,2	0,7	8,1	91,0
Nationality					
British	654	0,0	0,3	8,0	91,7
American	362	0,0	1,1	6,6	92,3
Canadian	171	0,6	1,8	5,8	91,8
Danish	118	0,0	1,7	4,2	94,1
Norwegian	94	0,0	2,1	5,3	92,6
French	91	1,1	0,0	7,7	91,2
Type of trip ⁺	97	0,0	0,0	15,5	84,5
Swedish	56	0,0	0,0	8,9	91,1
Dutch	48	0,0	2,1	8,3	89,6
Irish	40	0,0	0,0	7,5	92,5
Australian	38	0,0	0,0	5,3	94,7
Chinese	29	0,0	0,0	3,4	96,6
Italian	30	0,0	0,0	16,7	83,3
Swiss	31	0,0	0,0	6,5	93,5
Other	251	0,8	0,4	12,0	86,9
Type of trip⁺					
Type of trip ⁺	557	0,0	1,3	8,3	90,5
Individually-arranged tour	1457	0,2	0,4	8,3	91,1
Business-arranged tour	89	0,0	3,4	5,6	91,0
Purpose of visit⁺					
Vacation/holiday	1853	0,2	0,7	8,1	91,0
Conference/large meeting	60	1,7	1,7	6,7	90,0
Business/small meeting	59	0,0	0,0	5,1	94,9
Education and training	80	0,0	3,8	7,5	88,8
Visiting friends/relatives	163	0,0	0,0	10,4	89,6
Business incentives package	13	0,0	0,0	0,0	100,0
Temporary employment in Iceland	16	6,3	0,0	12,5	81,3
Event in Iceland (leisure related)	131	0,0	0,0	7,6	92,4
Health/medical treatment	8	0,0	12,5	12,5	75,0
Other	121	0,0	0,8	13,2	86,0

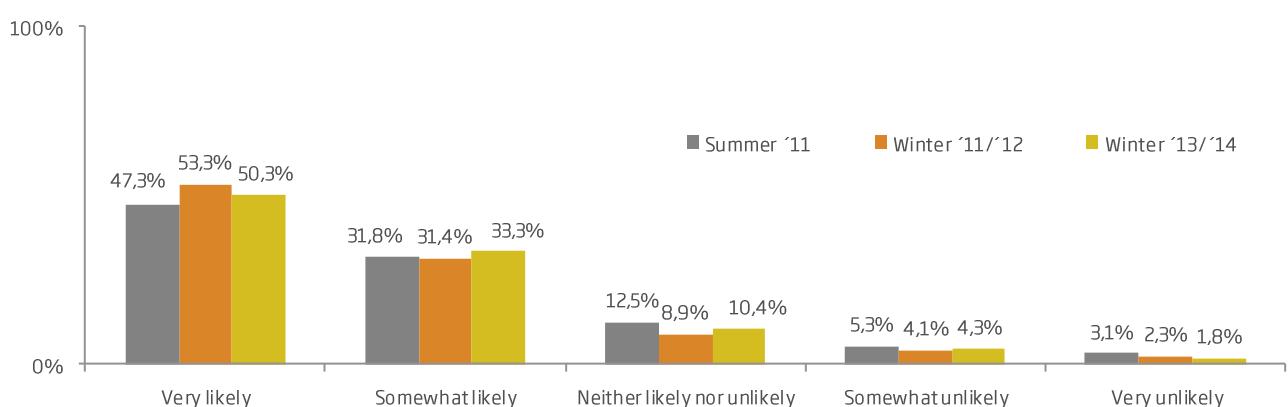
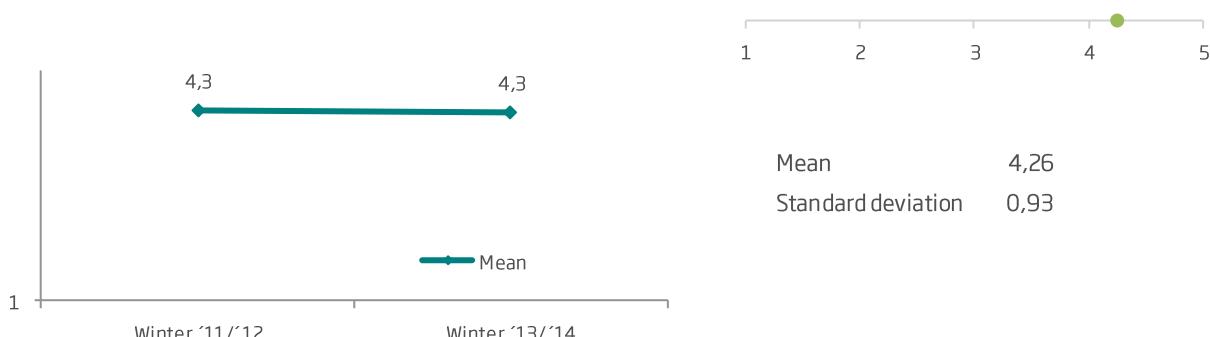
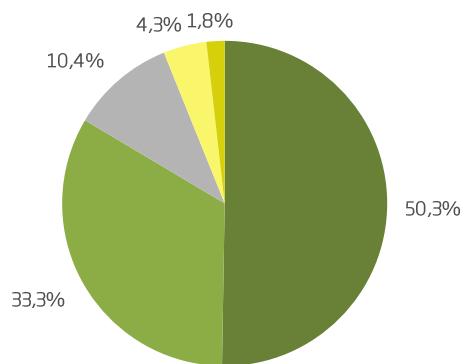
^{*}In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated
Difference between groups is not statistically significant.

LIKELY TO VISIT ICELAND IN THE FUTURE



Q.107. How likely or unlikely are you to visit Iceland in the future?

	Count	%
Very likely (5)	1063	50,3
Somewhat likely (4)	704	33,3
Neither likely nor unlikely (3)	219	10,4
Somewhat unlikely (2)	91	4,3
Very unlikely (1)	38	1,8
Number of responses	2115	100,0
Number of respondents	2115	90,5
Did not answer	221	9,5
Total	2336	100,0



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

	Number of answers	Likely	Neither likely nor unlikely	Unlikely	
	Count	%	%	%	
Total	2115	83,5	10,4	6,1	 4,26
Gender					
Male	887	83,9	10,4	5,7	 4,29
Female	1214	83,4	10,4	6,3	 4,24
Age*					
24 years and younger	241	83,0	12,0	5,0	 4,27
25-34 years	646	85,8	10,2	4,0	 4,34
35-44 years	411	86,9	8,5	4,6	 4,36
45-54 years	341	84,2	9,7	6,2	 4,30
55 years and older	461	77,2	11,7	11,1	 4,02
What is your profession?*					
Managerial	314	82,5	13,1	4,5	 4,24
Professionals (dr./lawyer/account. etc.)	406	82,8	10,8	6,4	 4,26
Other professionals	306	88,2	8,5	3,3	 4,34
Teacher/Medical care	220	83,6	10,9	5,5	 4,27
Clerical/Service	135	79,3	14,1	6,7	 4,18
Vocational/Technical	68	85,3	8,8	5,9	 4,22
Unskilled	14	85,7	7,1	7,1	 4,36
Student	236	84,7	9,3	5,9	 4,32
Retired/Homemaker	178	73,0	8,4	18,5	 3,82
Other	212	89,2	8,5	2,4	 4,52
Household income*					
High	908	82,5	10,2	7,3	 4,20
Average	822	83,7	10,9	5,4	 4,27
Low	297	86,9	8,8	4,4	 4,40
Market area*					
Britain	704	80,1	12,4	7,5	 4,14
North America	539	84,4	8,5	7,1	 4,24
Central/Southern Europe	346	88,2	9,5	2,3	 4,45
Scandinavia	305	87,5	9,2	3,3	 4,43
Asia	48	77,1	12,5	10,4	 4,04
Other	173	80,3	11,0	8,7	 4,16

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

LIKELY TO VISIT ICELAND IN THE FUTURE



Q.107. How likely or unlikely are you to visit Iceland in the future?

	Number of answers	Likely	Neither likely nor unlikely	Unlikely	
	Count	%	%	%	
Total	2115	83,5	10,4	6,1	4,26
Nationality*					
British	649	81,2	11,7	7,1	4,18
American	366	86,9	7,9	5,2	4,32
Canadian	170	80,0	10,6	9,4	4,10
Danish	118	88,1	9,3	2,5	4,45
Norwegian	97	88,7	9,3	2,1	4,44
French	88	83,0	12,5	4,5	4,27
Type of trip ⁺	98	89,8	7,1	3,1	4,56
Swedish	56	87,5	8,9	3,6	4,39
Dutch	50	88,0	10,0	2,0	4,42
Irish	41	75,6	14,6	9,8	4,07
Australian	39	79,5	15,4	5,1	4,03
Chinese	29	79,3	6,9	13,8	4,10
Italian	32	84,4	15,6	0,0	4,16
Swiss	31	93,5	6,5	0,0	4,68
Other	251	80,1	10,8	9,2	4,19
Type of trip⁺					
Type of trip ⁺	560	80,4	12,0	7,7	4,16
Individually-arranged tour	1459	85,1	9,4	5,6	4,30
Business-arranged tour	91	85,7	13,2	1,1	4,37
Purpose of visit⁺					
Vacation/holiday	1857	83,1	10,4	6,5	4,24
Conference/large meeting	61	82,0	16,4	1,6	4,30
Business/small meeting	61	91,8	6,6	1,6	4,57
Education and training	80	76,3	17,5	6,3	4,20
Visiting friends/relatives	160	89,4	6,9	3,8	4,54
Business incentives package	14	71,4	14,3	14,3	4,21
Temporary employment in Iceland	17	94,1	0,0	5,9	4,65
Event in Iceland (leisure related)	133	91,0	6,8	2,3	4,53
Health/medical treatment	8	75,0	12,5	12,5	4,13
Other	119	84,0	8,4	7,6	4,30

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

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

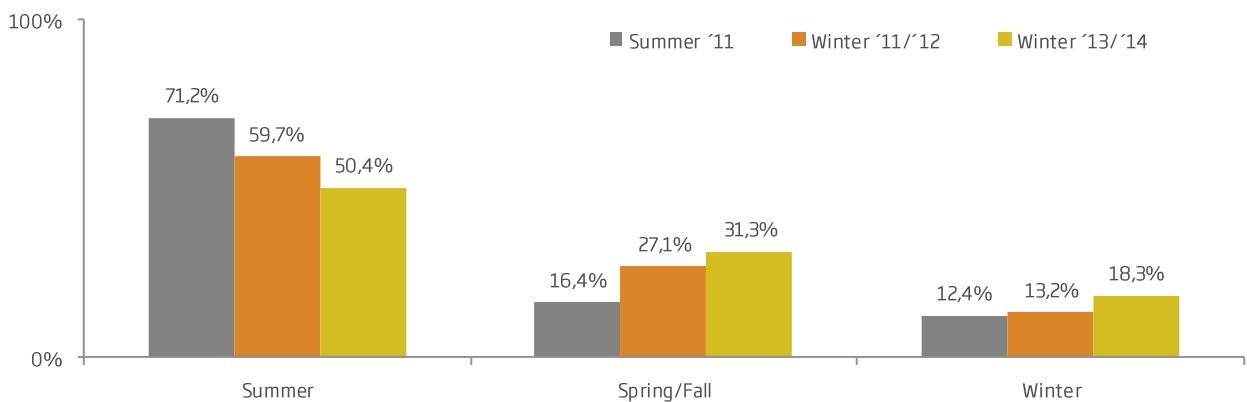
TIME OF YEAR MOST LIKELY TO VISIT ICELAND



Q.108. At what time of year is it likely that you will visit Iceland in the future?

	Count	%
Summer	971	50,4
Spring	363	18,8
Winter	352	18,3
Fall	241	12,5
Number of responses	1927	100,0
Number of respondents	1927	82,5
Did not get question*	259	11,1
Did not answer	150	6,4
Total	2336	100,0

*Only those who said it was very, somewhat likely, neither likely nor unlikely and somewhat unlikely in the previous question got this question.



TIME OF YEAR MOST LIKELY TO VISIT ICELAND



Q.108. At what time of year is it likely that you will visit Iceland in the future?

	Number of answers	Summer	Spring	Winter	Fall
	Count	%	%	%	%
Total	1927	50,4	18,8	18,3	12,5
Gender					
Male	815	51,4	17,3	19,3	12,0
Female	1100	49,9	19,8	17,6	12,6
Age*					
24 years and younger	220	52,3	17,3	21,8	8,6
25-34 years	595	55,3	16,1	17,5	11,1
35-44 years	380	51,3	18,9	17,9	11,8
45-54 years	308	42,2	19,2	24,0	14,6
55 years and older	412	47,6	23,1	13,8	15,5
What is your profession?*					
Managerial	278	48,6	18,3	21,9	11,2
Professionals (dr./lawyer/account. etc.)	364	48,1	19,5	18,7	13,7
Other professionals	283	53,7	16,3	16,3	13,8
Teacher/Medical care	209	55,5	16,3	14,8	13,4
Clerical/Service	124	42,7	17,7	27,4	12,1
Vocational/Technical	66	42,4	16,7	18,2	22,7
Unskilled	12	33,3	16,7	41,7	8,3
Student	216	62,0	18,5	14,8	4,6
Retired/Homemaker	153	48,4	22,9	14,4	14,4
Other	199	44,7	24,1	18,6	12,6
Household income					
High	820	50,5	19,5	17,2	12,8
Average	765	49,7	16,7	20,3	13,3
Low	266	51,5	22,6	16,5	9,4
Market area*					
Britain	635	47,4	16,2	24,7	11,7
North America	490	51,6	19,6	14,7	14,1
Central/Southern Europe	320	48,1	19,7	16,9	15,3
Scandinavia	280	58,2	22,9	9,6	9,3
Asia	48	54,2	12,5	20,8	12,5
Other	154	48,1	20,1	20,8	11,0

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

TIME OF YEAR MOST LIKELY TO VISIT ICELAND



Q.108. At what time of year is it likely that you will visit Iceland in the future?

	Number of answers	Summer	Spring	Winter	Fall
	Count	%	%	%	%
Total	1927	50,4	18,8	18,3	12,5
Nationality*					
British	585	45,5	16,8	25,8	12,0
American	331	51,7	20,5	15,1	12,7
Canadian	155	52,9	16,8	14,2	16,1
Danish	105	56,2	21,9	10,5	11,4
Norwegian	86	62,8	19,8	7,0	10,5
French	86	46,5	20,9	19,8	12,8
German	90	51,1	21,1	7,8	20,0
Swedish	56	55,4	30,4	8,9	5,4
Dutch	46	54,3	23,9	8,7	13,0
Irish	41	22,0	17,1	34,1	26,8
Australian	31	61,3	16,1	16,1	6,5
Chinese	29	62,1	3,4	20,7	13,8
Italian	30	40,0	13,3	30,0	16,7
Swiss	26	46,2	23,1	15,4	15,4
Other	230	55,2	18,7	17,8	8,3
Type of trip*					
Package tour	507	44,6	17,9	23,5	14,0
Individually-arranged tour	1343	52,6	18,4	16,5	12,5
Business-arranged tour	80	47,5	25,0	20,0	7,5
Purpose of visit*					
Vacation/holiday	1702	50,1	19,0	18,3	12,6
Conference/large meeting	52	57,7	21,2	11,5	9,6
Business/small meeting	52	42,3	28,8	15,4	13,5
Education and training	73	49,3	21,9	17,8	11,0
Visiting friends/relatives	149	56,4	19,5	16,1	8,1
Business incentives package	11	27,3	54,5	9,1	9,1
Temporary employment in Iceland	14	71,4	7,1	14,3	7,1
Event in Iceland (leisure related)	119	41,2	11,8	22,7	24,4
Health/medical treatment	6	33,3	16,7	50,0	0,0
Other	110	44,5	20,9	22,7	11,8

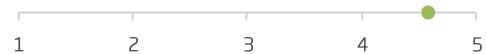
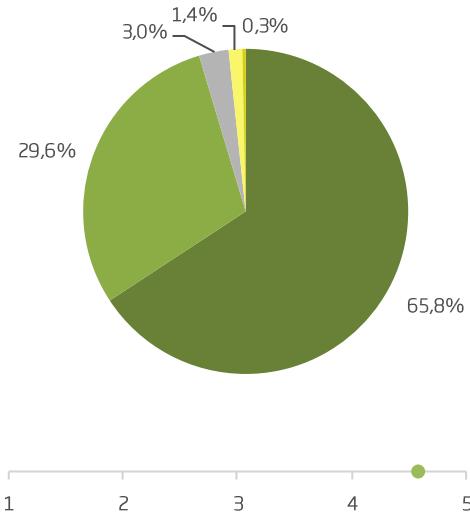
*Significant difference between groups according to Chi-square test ($p < 0,05$).

EXPECTATIONS MET

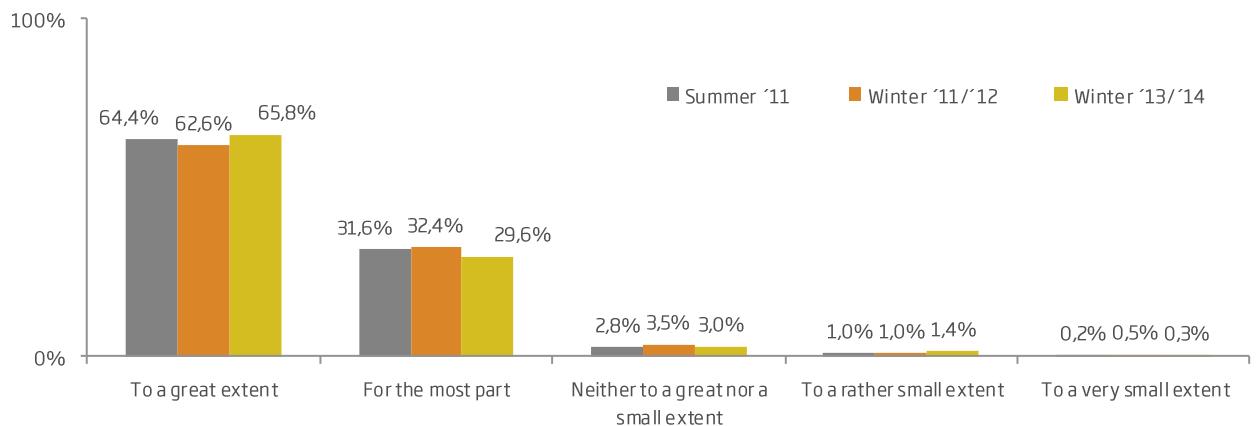


Q.109. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

	Count	%
To a great extent (5)	1404	65,8
For the most part (4)	632	29,6
Neither to a great nor a small extent (3)	63	3,0
To a rather small extent (2)	29	1,4
To a very small extent (1)	7	0,3
Number of responses	2135	100,0
Number of respondents	2135	91,4
Did not answer	201	8,6
Total	2336	100,0



Mean 4,59
Standard deviation 0,65



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 above one can see the values of each option, so the higher the average (closer to 5) the better results are.

EXPECTATIONS MET



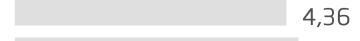
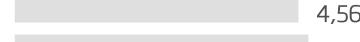
Q.109. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

	Number of answers	To a great extent	Neither to a great nor a small extent	To a small extent	
	Count	%	%	%	
Total	2135	95,4	3,0	1,7	4,59
Gender*					
Male	897	94,9	3,6	1,6	4,56
Female	1224	95,8	2,5	1,8	4,62
Age					
24 years and younger	243	94,2	3,3	2,5	4,50
25-34 years	652	96,8	2,5	0,8	4,64
35-44 years	414	94,9	3,1	1,9	4,57
45-54 years	348	94,8	3,2	2,0	4,59
55 years and older	463	94,6	3,2	2,2	4,59
What is your profession?*					
Managerial	314	94,3	3,8	1,9	4,55
Professionals (dr./lawyer/account. etc.)	411	96,4	2,2	1,5	4,60
Other professionals	311	96,8	2,6	0,6	4,63
Teacher/Medical care	223	98,7	0,0	1,3	4,71
Clerical/Service	135	92,6	5,2	2,2	4,54
Vocational/Technical	69	92,8	7,2	0,0	4,55
Unskilled	14	100,0	0,0	0,0	4,71
Student	237	92,8	3,8	3,4	4,49
Retired/Homemaker	180	92,2	4,4	3,3	4,51
Other	215	97,7	1,4	0,9	4,67
Household income					
High	913	95,3	3,1	1,6	4,59
Average	837	95,1	3,1	1,8	4,58
Low	298	96,6	2,0	1,3	4,64
Market area*					
Britain	715	95,7	2,7	1,7	4,62
North America	542	95,0	3,3	1,7	4,63
Central/Southern Europe	351	96,9	1,7	1,4	4,57
Scandinavia	305	95,4	3,6	1,0	4,59
Asia	48	89,6	4,2	6,3	4,15
Other	174	93,7	4,0	2,3	4,55

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



Q.109. 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	%	%	%	
Total	2135	95,4	3,0	1,7	 4,59
Nationality*					
British	659	95,4	2,9	1,7	 4,63
American	368	95,4	3,0	1,6	 4,64
Canadian	171	95,3	3,5	1,2	 4,64
Danish	119	97,5	1,7	0,8	 4,57
Norwegian	95	93,7	5,3	1,1	 4,61
French	92	97,8	0,0	2,2	 4,59
Type of trip ⁺	99	98,0	2,0	0,0	 4,63
Swedish	56	94,6	3,6	1,8	 4,63
Dutch	50	98,0	2,0	0,0	 4,74
Irish	41	92,7	2,4	4,9	 4,46
Australian	39	97,4	2,6	0,0	 4,72
Chinese	30	83,3	3,3	13,3	 4,13
Italian	32	96,9	0,0	3,1	 4,38
Swiss	31	93,5	3,2	3,2	 4,39
Other	253	94,1	4,3	1,6	 4,45
Type of trip⁺					
Type of trip ⁺	564	95,0	2,5	2,5	 4,59
Individually-arranged tour	1473	96,0	2,6	1,4	 4,61
Business-arranged tour	92	88,0	10,9	1,1	 4,39
Purpose of visit⁺					
Vacation/holiday	1874	95,9	2,5	1,7	 4,61
Conference/large meeting	61	91,8	8,2	0,0	 4,49
Business/small meeting	61	90,2	8,2	1,6	 4,38
Education and training	80	96,3	3,8	0,0	 4,63
Visiting friends/relatives	163	96,3	3,1	0,6	 4,64
Business incentives package	14	100,0	0,0	0,0	 4,36
Temporary employment in Iceland	18	94,4	5,6	0,0	 4,56
Event in Iceland (leisure related)	134	97,8	2,2	0,0	 4,70
Health/medical treatment	8	87,5	0,0	12,5	 4,38
Other	124	91,9	4,8	3,2	 4,49

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

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

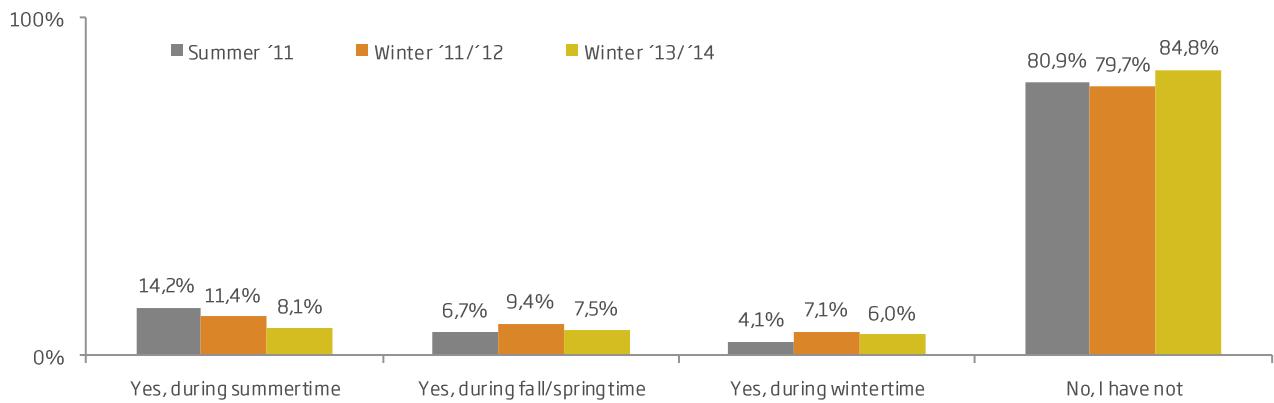
VISITED ICELAND BEFORE



Q.110. Had you been to Iceland before your last visit?

	Count respondents	% respondents	% responses
Yes, during summertime	173	8,1	7,6
Yes, during fall/springtime	161	7,5	7,1
Yes, during wintertime	129	6,0	5,7
No, I have not	1811	84,8	79,6
Number of responses	2274	106,5	100,0
Number of respondents	2135	91,4	
Did not answer	201	8,6	
Total	2336	100,0	

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





Q.110. Had you been to Iceland before your last visit?

	Number of answers	Yes, during summer-time	Yes, during fall/springtime	Yes, during wintertime	No, I have not
	Count	%	%	%	%
Total	2135	8,1	7,5	6,0	84,8
Gender					
Male	894	8,1	8,7	7,5	83,8
Female	1227	8,1	6,7	5,1	85,6
Age					
24 years and younger	242	4,5	2,5	3,7	93,4
25-34 years	652	7,5	5,4	5,4	87,0
35-44 years	414	6,3	9,4	4,8	85,3
45-54 years	348	12,6	12,6	10,3	77,3
55 years and older	464	8,8	7,8	5,8	83,2
What is your profession?					
Managerial	315	6,0	9,2	8,3	82,9
Professionals (dr./lawyer/account. etc.)	410	9,5	9,5	6,8	83,2
Other professionals	312	6,7	6,1	5,1	86,5
Teacher/Medical care	223	12,6	8,5	5,4	81,6
Clerical/Service	135	5,9	5,9	3,0	88,9
Vocational/Technical	69	7,2	5,8	2,9	89,9
Unskilled	14	21,4	14,3	7,1	71,4
Student	235	4,3	3,0	4,7	91,9
Retired/Homemaker	181	6,6	7,2	5,5	86,2
Other	215	11,2	8,8	7,9	80,0
Household income					
High	915	8,9	9,4	7,9	81,7
Average	835	7,4	6,5	3,7	87,1
Low	298	6,4	5,0	6,7	88,3
Market area					
Britain	715	3,2	3,6	4,1	91,5
North America	542	5,0	5,7	4,6	88,7
Central/Southern Europe	350	14,9	10,0	6,9	78,0
Scandinavia	307	18,2	18,9	13,4	66,8
Asia	47	2,1	0,0	2,1	97,9

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

VISITED ICELAND BEFORE



Q.110. Had you been to Iceland before your last visit?

	Number of answers	Yes, during summer-time	Yes, during fall/springtime	Yes, during wintertime	No, I have not
	Count	%	%	%	%
Total	2135	8,1	7,5	6,0	84,8
Nationality					
British	659	3,6	3,9	4,7	90,6
American	368	5,4	5,7	4,9	87,8
Canadian	171	4,7	6,4	2,9	90,6
Danish	118	19,5	16,9	14,4	65,3
Norwegian	97	17,5	23,7	16,5	62,9
French	92	6,5	4,3	5,4	85,9
German	99	22,2	15,2	10,1	68,7
Swedish	57	17,5	19,3	12,3	70,2
Dutch	50	2,0	12,0	2,0	88,0
Irish	41	4,9	0,0	2,4	92,7
Australian	39	5,1	0,0	2,6	92,3
Chinese	30	0,0	0,0	0,0	100,0
Italian	32	6,3	0,0	0,0	93,8
Swiss	31	35,5	16,1	9,7	58,1
Other	251	10,0	7,6	5,6	85,7
Type of trip					
Package tour	564	3,2	2,3	2,1	93,1
Individually-arranged tour	1475	9,4	8,7	6,8	83,0
Business-arranged tour	91	16,5	24,2	17,6	61,5
Purpose of visit					
Vacation/holiday	1875	6,0	5,5	4,6	88,3
Conference/large meeting	62	25,8	19,4	14,5	62,9
Business/small meeting	61	23,0	31,1	23,0	45,9
Education and training	80	12,5	15,0	11,3	73,8
Visiting friends/relatives	163	32,5	28,2	22,1	53,4
Business incentives package	14	35,7	50,0	50,0	21,4
Temporary employment in Iceland	16	25,0	18,8	25,0	62,5
Event in Iceland (leisure related)	134	15,7	13,4	13,4	70,1
Health/medical treatment	8	25,0	25,0	25,0	62,5
Other	122	8,2	11,5	7,4	80,3

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

HOW MANY TIMES VISITED ICELAND

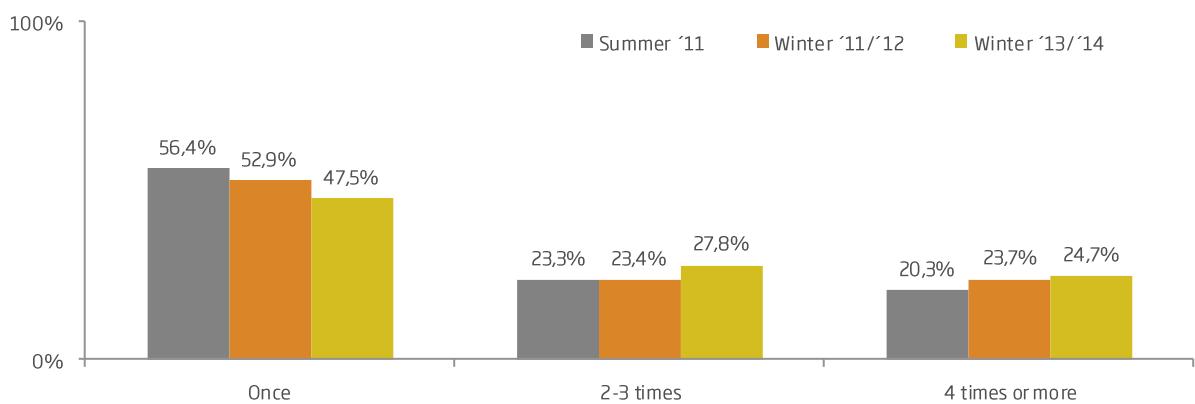


Q.111. How many times had you visited Iceland before your last visit?

	Count	%
Once	154	47,5
2-3 times	90	27,8
4 times or more	80	24,7
Number of responses	324	100,0
Number of respondents	324	13,9
Did not get question**	1873	80,2
Did not answer	139	6,0
Total	2336	100,0

**Only those who said in the previous question that they had been to Iceland before got this question

Mean 2,40 times
Standard deviation 1,62 times



HOW MANY TIMES VISITED ICELAND



Q.111. How many times had you visited Iceland before your last visit?

	Number of answers	Once	2-3 times	4 times or more	
	Count	%	%	%	
Total	324	47,5	27,8	24,7	2,40
Gender					
Male	145	43,4	31,0	25,5	2,49
Female	177	50,3	25,4	24,3	2,35
Age					
24 years and younger	16	31,3	25,0	43,8	3,13
25-34 years	85	51,8	27,1	21,2	2,25
35-44 years	61	52,5	24,6	23,0	2,29
45-54 years	79	39,2	35,4	25,3	2,54
55 years and older	78	48,7	24,4	26,9	2,44
What is your profession?					
Managerial	54	55,6	20,4	24,1	2,27
Professionals (dr./lawyer/account. etc.)	69	42,0	33,3	24,6	2,49
Other professionals	42	50,0	23,8	26,2	2,40
Teacher/Medical care	41	56,1	19,5	24,4	2,27
Clerical/Service	15	46,7	33,3	20,0	2,30
Vocational/Technical	7	14,3	57,1	28,6	3,00
Unskilled	<5				
Student	19	36,8	31,6	31,6	2,74
Retired/Homemaker	25	44,0	32,0	24,0	2,44
Other	43	44,2	32,6	23,3	2,42
Household income					
High	167	50,3	26,3	23,4	2,33
Average	108	42,6	33,3	24,1	2,46
Low	35	51,4	20,0	28,6	2,44
Market area*					
Britain	61	59,0	29,5	11,5	1,90
North America	61	57,4	23,0	19,7	2,13
Central/Southern Europe	77	45,5	36,4	18,2	2,27
Scandinavia	102	38,2	25,5	36,3	2,83
Asia	<5				
Other	22	40,9	18,2	40,9	2,91

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

HOW MANY TIMES VISITED ICELAND



Q.111. How many times had you visited Iceland before your last visit?

	Number of answers	Once	2-3 times	4 times or more	
	Count	%	%	%	
Total	324	47,5	27,8	24,7	2,40
Nationality*					
British	62	58,1	29,0	12,9	1,95
American	45	60,0	28,9	11,1	1,88
Canadian	16	37,5	12,5	50,0	3,19
Danish	41	34,1	26,8	39,0	2,96
Norwegian	36	50,0	19,4	30,6	2,51
French	13	53,8	38,5	7,7	1,88
Type of trip [*]	31	48,4	38,7	12,9	2,10
Swedish	17	29,4	35,3	35,3	2,94
Dutch	6	83,3	0,0	16,7	1,67
Irish	<5				
Australian	<5				
Italian	<5				
Swiss	13	53,8	23,1	23,1	2,27
Other	36	22,2	33,3	44,4	3,28
Type of trip[*]					
Package tour	39	64,1	28,2	7,7	1,73
Type of trip [*]	251	45,0	29,1	25,9	2,47
Business-arranged tour	35	45,7	20,0	34,3	2,67
Purpose of visit[*]					
Vacation/holiday	219	54,8	25,1	20,1	2,18
Conference/large meeting	23	43,5	21,7	34,8	2,72
Business/small meeting	33	39,4	21,2	39,4	2,89
Education and training	21	42,9	28,6	28,6	2,57
Visiting friends/relatives	76	21,1	32,9	46,1	3,34
Business incentives package	11	18,2	36,4	45,5	3,36
Temporary employment in Iceland	6	16,7	33,3	50,0	3,50
Event in Iceland (leisure related)	40	40,0	27,5	32,5	2,71
Health/medical treatment	<5				
Other	24	45,8	29,2	25,0	2,44
Other	24	45,8	29,2	25,0	2,44

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

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

THREE MOST MEMORABLE EXPERIENCES



Q.112. What were the three most memorable experiences of your visit to Iceland? - First mentioned

	Count	%		Count	%
Blue Lagoon	343	15,6	Nightlife/Bars	8	0,4
Northern Lights/Aurora Borealis	342	15,5	Vik/Dyrholaey/Coast	8	0,4
Nature/Landscape	295	13,4	Clean air/Purity of the country	7	0,3
Golden Circle	110	5,0	Sunset/Sunrise/Daylight/Bright nights	7	0,3
People/Hospitality	90	4,1	Reykjanes peninsula	7	0,3
Glacier- and snowmobil tours	85	3,9	Skaftafell National Park	7	0,3
Glacier lagoons/Icebergs	70	3,2	Mountains	5	0,2
Geysers	63	2,9	North Iceland	5	0,2
Gullfoss/Golden waterfall	58	2,6	Black sands/Black beaches	5	0,2
Reykjavik	47	2,1	East Iceland/East-fjords	5	0,2
Food/Restaurants	45	2,0	The West fjords	4	0,2
Thingvellir	45	2,0	Relaxed/Stillness/Peace and quiet	4	0,2
Whales/Whalewatching	41	1,9	Skogar/Skogar-waterfall	4	0,2
Waterfalls	40	1,8	West Iceland	4	0,2
Weather/Climate	32	1,5	Airplane tours/Sightseeing flights	4	0,2
Special events (e.g. concerts, feasts)	29	1,3	Rurality/Solitude	4	0,2
Horses/Horseback-riding	29	1,3	Culture/History	3	0,1
Hot springs/Geothermal heat	26	1,2	Landmannalaugar/Thorsmork/Skogar - hike	3	0,1
Travel all over	25	1,1	Puffins	3	0,1
Natural geothermal pools/Spas	24	1,1	Fauna/Flora	3	0,1
Glaciers	20	0,9	Hveragerði	3	0,1
Entertainment/attractions	19	0,9	Akureyri	3	0,1
Personal/Work related	17	0,8	Christmas/New Years Eve	2	0,1
Volcanos/Volcanic landscape	16	0,7	Landmannalaugar	2	0,1
Hiking/Trekking	16	0,7	Thorsmork	2	0,1
Tours (by coach, car or 4x4)	15	0,7	Prices/Expenses	2	0,1
Tourist service/Airport	15	0,7	Birds/Birdlife	2	0,1
Friends/Family	14	0,6	National parks	1	0,0
Lava/Geology	14	0,6	Natural geothermal pools of lake Myvatn	1	0,0
South Iceland/South coast	13	0,6	Architecture	1	0,0
Swimming pools	11	0,5	Dettifoss/Asbyrgi/Jokulsargljufur	1	0,0
Harpa concert hall	11	0,5	Camping	1	0,0
Snaefells-glacier/Snaefellsnes-peninsula	11	0,5	Other	7	0,3
Lake Myvatn	11	0,5	Number of responses	2200	100,0
Churches	11	0,5	Number of respondents	2200	94,2
Accomodation/Lodging	10	0,5	Did not answer	136	5,8
Museums/Exhibitions	9	0,4	Total	2336	100,0

THREE MOST MEMORABLE EXPERIENCES



Q.112. What were the three most memorable experiences of your visit to Iceland? - First mentioned

	Number of answers	Blue Lagoon	Northern Lights/Aurora Borealis	Nature/Landscape	Golden Circle	People/Hospitality	Glacier- and snowmobil tours	Glacier lagoons/Icebergs	Other
	Count	%	%	%	%	%	%	%	%
Total	2200	31,1	18,4	20,8	5,0	4,1	3,9	3,2	39,3
Gender									
Male	920	13,9	16,2	14,3	4,3	3,4	3,5	2,5	41,8
Female	1266	16,9	15,2	12,6	5,5	4,7	4,0	3,6	37,5
Age*									
24 years and younger	257	17,5	17,9	8,9	5,4	3,1	2,7	4,7	39,7
25-34 years	683	16,3	19,2	11,1	4,4	3,1	4,2	4,2	37,5
35-44 years	418	14,8	13,4	12,9	4,3	3,3	4,5	3,6	43,1
45-54 years	350	14,9	13,4	16,6	6,0	4,9	3,7	2,3	38,3
55 years and older	475	15,2	12,4	16,2	5,5	6,3	3,6	1,3	39,6
What is your profession?									
Managerial	325	16,6	15,7	13,2	4,9	4,6	4,9	4,0	36,0
Professionals (dr./lawyer/account. etc.)	423	15,1	16,8	13,9	5,4	3,1	4,7	2,6	38,3
Other professionals	323	14,6	17,0	13,9	2,5	3,4	5,3	2,2	41,2
Teacher/Medical care	224	18,8	17,0	10,7	4,9	4,9	3,1	3,1	37,5
Clerical/Service	141	14,2	16,3	10,6	6,4	4,3	2,8	3,5	41,8
Vocational/Technical	73	13,7	12,3	12,3	1,4	4,1	9,6	2,7	43,8
Unskilled	16	18,8	0,0	12,5	6,3	6,3	6,3	0,0	50,0
Student	248	16,1	16,9	10,5	4,8	3,2	1,2	4,0	43,1
Retired/Homemaker	186	16,7	11,3	16,7	7,5	4,8	3,2	2,2	37,6
Other	217	12,4	13,4	17,1	6,9	6,0	1,8	4,6	37,8
Household income									
High	954	15,4	15,1	12,9	4,5	3,8	4,2	3,4	40,8
Average	849	16,5	14,1	15,5	5,8	4,9	3,4	2,8	36,9
Low	309	14,2	17,8	10,7	4,2	2,6	4,2	3,6	42,7
Market area*									
Britain	745	18,1	24,0	9,3	7,2	4,2	4,7	1,7	30,7
North America	559	11,8	12,7	11,1	5,0	4,8	5,2	3,9	45,4
Central/Southern Europe	351	8,3	10,3	22,8	2,8	2,6	1,4	7,1	44,7
Scandinavia	320	24,1	7,8	16,9	1,9	2,2	1,9	0,6	44,7
Asia	47	8,5	17,0	19,1	4,3	6,4	2,1	8,5	34,0
Other	178	18,0	12,9	11,8	5,6	7,3	5,1	2,2	37,1

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

THREE MOST MEMORABLE EXPERIENCES



Q.112. What were the three most memorable experiences of your visit to Iceland? - First mentioned

	Number of answers	Blue Lagoon	Northern Lights/ Aurora Borealis	Nature/ Landscape	Golden Circle	People/ Hospitality	Glacier- and snowmobil tours	Glacier lagoons/ Icebergs	Other
	Count	%	%	%	%	%	%	%	%
Total	2200	31,1	18,4	20,8	5,0	4,1	3,9	3,2	39,3
Nationality*									
British	687	17,9	23,7	10,5	6,7	4,1	4,2	1,7	31,1
American	384	12,2	14,3	8,9	6,0	5,5	6,3	2,6	44,3
Canadian	171	11,7	8,8	14,6	4,1	3,5	3,5	6,4	47,4
Danish	124	18,5	9,7	19,4	2,4	2,4	3,2	0,8	43,5
Norwegian	98	34,7	4,1	10,2	2,0	1,0	0,0	0,0	48,0
French	98	13,3	11,2	7,1	2,0	2,0	4,1	7,1	53,1
German	97	1,0	9,3	35,1	2,1	5,2	1,0	6,2	40,2
Swedish	61	24,6	8,2	24,6	1,6	1,6	3,3	0,0	36,1
Dutch	48	12,5	6,3	20,8	8,3	2,1	2,1	10,4	37,5
Irish	42	42,9	14,3	7,1	7,1	9,5	2,4	0,0	16,7
Australian	40	15,0	40,0	2,5	7,5	0,0	5,0	2,5	27,5
Chinese	31	12,9	35,5	9,7	6,5	3,2	3,2	3,2	25,8
Italian	31	19,4	0,0	12,9	0,0	3,2	3,2	9,7	51,6
Swiss	30	6,7	6,7	26,7	0,0	0,0	0,0	13,3	46,7
Other	258	9,7	11,6	17,4	4,7	6,2	3,5	3,5	43,4
Type of trip*									
Package tour	558	21,1	22,6	9,7	5,0	5,2	3,2	1,3	31,9
Individually-arranged tour	1453	13,4	13,3	14,4	4,8	3,8	4,3	4,1	42,1
Business-arranged tour	90	13,3	6,7	15,6	3,3	2,2	5,6	2,2	51,1
Purpose of visit*									
Vacation/holiday	1905	15,9	16,3	13,0	5,2	4,1	4,3	3,4	37,8
Conference/large meeting	62	11,3	9,7	11,3	4,8	3,2	4,8	0,0	54,8
Business/small meeting	65	13,8	9,2	12,3	4,6	1,5	1,5	1,5	55,4
Education and training	79	19,0	10,1	15,2	1,3	3,8	3,8	1,3	45,6
Visiting friends/relatives	168	8,3	12,5	17,9	3,6	4,2	1,8	2,4	49,4
Business incentives package	14	21,4	7,1	28,6	0,0	0,0	7,1	0,0	35,7
Temporary employment in Iceland	21	9,5	14,3	14,3	0,0	14,3	4,8	4,8	38,1
Event in Iceland (leisure related)	134	12,7	17,2	17,2	4,5	2,2	3,0	0,7	42,5
Health/medical treatment	6	16,7	0,0	0,0	16,7	16,7	0,0	0,0	50,0
Other	126	11,1	13,5	16,7	3,2	9,5	1,6	3,2	41,3

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

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

THREE MOST MEMORABLE EXPERIENCES



Q. 112. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

	Count respondents	% respondents	% responses		Count respondents	% respondents	% responses
Blue Lagoon	791	36,1	12,5	Sunset/Sunrise/Daylight/ Bright nights	35	1,6	0,6
Nature/Landscape	601	27,4	9,5	Black sands/Black beaches	31	1,4	0,5
Northern Lights/Aurora Borealis	534	24,4	8,4	Stores/Merchandise/Fashic	29	1,3	0,5
People/Hospitality	360	16,4	5,7	Churches	27	1,2	0,4
Food/Restaurants	316	14,4	5,0	Culture/History	25	1,1	0,4
Golden Circle	310	14,1	4,9	Fauna/Flora	24	1,1	0,4
Reykjavik	297	13,6	4,7	Personal/Work related	23	1,0	0,4
Geysers	275	12,6	4,3	Lava/Geology	23	1,0	0,4
Gullfoss/Golden waterfall	202	9,2	3,2	Prices/Expenses	21	1,0	0,3
Glacier- and snowmobil tours	176	8,0	2,8	Relaxed/Stillness/Peace an	20	0,9	0,3
Waterfalls	155	7,1	2,4	The West fjords	19	0,9	0,3
Glacier lagoons/Icebergs	149	6,8	2,4	Rurality/Solitude	19	0,9	0,3
Thingvellir	140	6,4	2,2	Mountains	18	0,8	0,3
Horses/Horseback-riding	115	5,2	1,8	East Iceland/East fjords	18	0,8	0,3
Whales/Whalewatching	104	4,7	1,6	Skogar/Skogar-waterfall	17	0,8	0,3
Hot springs/Geothermal heat	90	4,1	1,4	Skaftafell National Park	17	0,8	0,3
Weather/Climate	85	3,9	1,3	Reykjanes peninsula	17	0,8	0,3
Travel all over	77	3,5	1,2	Puffins	13	0,6	0,2
South Iceland/South coast	69	3,1	1,1	Vatnajökull Glacier	13	0,6	0,2
Glaciers	67	3,1	1,1	Akureyri	13	0,6	0,2
Special events (e.g. concerts, feasts)	65	3,0	1,0	Hveragerði	11	0,5	0,2
Nightlife/Bars	58	2,6	0,9	Christmas/New Years Eve	10	0,5	0,2
Entertainment/Attractions	56	2,6	0,9	Atmosphere	10	0,5	0,2
Natural geothermal pools/Spas	55	2,5	0,9	North Iceland	9	0,4	0,1
Tours (by coach, car or 4x4)	55	2,5	0,9	National parks	9	0,4	0,1
Tourist service/Airport	53	2,4	0,8	Architecture	8	0,4	0,1
Volcanos/Volcanic landscape	47	2,1	0,7	West-man islands	6	0,3	0,1
Friends/Family	45	2,1	0,7	West Iceland	6	0,3	0,1
Swimming pools	44	2,0	0,7	Safety/Security	6	0,3	0,1
Accomodation/Lodging	44	2,0	0,7	Airplane tours/Sightseeing	5	0,2	0,1
Clean air/Purity of the country	43	2,0	0,7	Eyjafjallajökull-glacier/Fimi	5	0,2	0,1
Vik/Dyrholaey/The coast	43	2,0	0,7	Other	110	5,0	1,7
Lake Myvatn Mývatn	41	1,9	0,6	Number of responses	6337	289,2	100,0
Museums/Exhibitions	41	1,9	0,6	Number of respondents	2191	93,8	
Hiking/Trekking	40	1,8	0,6	Did not answer	145	6,2	
Harpa concert hall	39	1,8	0,6	Total	2336	100	

THREE MOST MEMORABLE EXPERIENCES



Q. 112. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

		Blue Lagoon	Nature/ Landscape	Northern Lights/ Aurora Borealis	People/ Hospitality	Food/ Restaurants	Golden Circle	Reykjavik	Other
	Count	%	%	%	%	%	%	%	%
Allir	2191								
Gender									
Male	915	33,4	28,3	24,2	16,1	15,5	11,5	14,6	83,0
Female	1262	38,3	26,7	24,8	16,7	13,5	16,0	12,8	82,6
Age									
24 years and younger	258	37,2	21,3	29,8	12,8	12,4	17,1	13,6	84,5
25-34 years	681	36,9	25,6	27,8	14,8	14,8	15,1	11,9	82,8
35-44 years	414	35,0	29,0	23,7	16,2	17,1	13,8	13,3	80,2
45-54 years	350	37,4	30,0	20,9	20,0	14,6	11,4	16,3	84,3
55 years and older	471	34,8	29,5	19,7	17,8	13,0	13,6	14,2	82,6
What is your profession?									
Managerial	322	36,6	28,9	25,5	17,7	17,4	14,0	14,0	78,3
Professionals (dr./lawyer/account. etc.)	420	35,7	28,8	26,4	16,4	16,0	11,7	15,0	83,8
Other professionals	321	34,6	26,8	25,5	16,8	16,2	12,1	15,3	85,0
Teacher/Medical care	224	42,0	25,4	28,1	12,1	10,3	14,7	11,6	84,4
Clerical/Service	140	42,9	20,0	22,9	15,7	10,0	20,0	12,9	82,9
Vocational/Technical	72	26,4	19,4	19,4	13,9	13,9	13,9	19,4	88,9
Unskilled	16	31,3	43,8	12,5	25,0	12,5	6,3	6,3	87,5
Student	249	32,5	24,5	22,5	13,7	12,0	15,7	12,0	86,3
Retired/Homemaker	186	38,2	29,6	19,4	16,7	8,6	15,6	10,2	83,3
Other	217	33,2	32,3	22,6	21,7	20,3	15,2	13,8	77,4
Household income									
High	948	35,7	28,4	23,9	16,4	16,2	12,0	13,8	83,1
Average	846	38,7	28,0	23,5	15,5	13,5	16,5	13,8	81,9
Low	309	31,1	23,9	24,6	18,1	12,6	14,2	12,9	84,8
Market area									
Britain	739	45,5	24,4	39,0	17,3	14,9	18,7	11,8	76,6
North America	558	31,9	23,3	18,5	15,1	15,8	13,1	16,1	88,5
Central/Southern Europe	349	20,3	37,0	15,8	18,1	6,9	8,3	12,3	88,0
Scandinavia	320	42,8	31,9	9,7	14,4	20,6	11,6	17,2	78,8
Asia	47	36,2	38,3	31,9	17,0	10,6	12,8	6,4	83,0

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

THREE MOST MEMORABLE EXPERIENCES



Q. 112. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

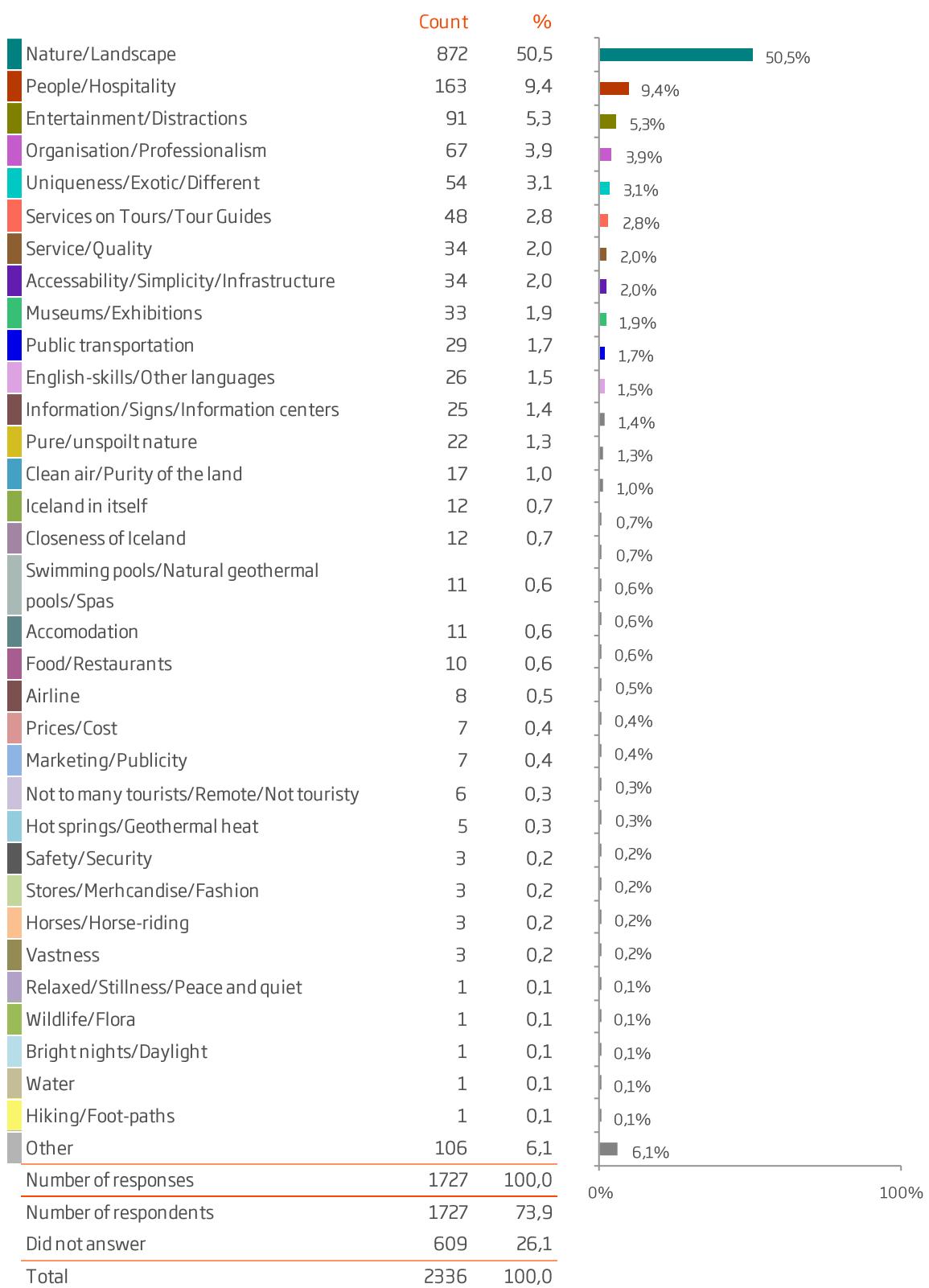
		Blue Lagoon	Nature/ Landscape	Northern Lights/ Aurora Borealis	People/ Hospitality	Food/ Restaurants	Golden Circle	Reykjavik	Other
	Count	%	%	%	%	%	%	%	%
Allir	2191								
Nationality									
British	681	44,5	25,6	38,9	17,2	14,1	18,6	12,2	76,4
American	383	30,8	21,1	23,2	14,4	16,2	14,4	18,3	88,3
Canadian	171	35,7	26,3	8,2	17,0	17,5	12,3	13,5	89,5
Danish	124	34,7	35,5	14,5	16,9	19,4	9,7	13,7	83,9
Norwegian	98	56,1	19,4	3,1	10,2	20,4	14,3	24,5	77,6
French	97	26,8	22,7	14,4	8,2	6,2	9,3	9,3	92,8
German	97	7,2	46,4	19,6	24,7	8,2	6,2	14,4	90,7
Swedish	61	47,5	39,3	6,6	19,7	26,2	13,1	14,8	65,6
Dutch	48	22,9	33,3	6,3	18,8	10,4	18,8	22,9	79,2
Irish	42	64,3	14,3	35,7	21,4	11,9	23,8	11,9	71,4
Australian	40	35,0	15,0	55,0	2,5	17,5	17,5	12,5	85,0
Chinese	31	38,7	35,5	45,2	19,4	19,4	12,9	9,7	80,6
Italian	31	41,9	19,4	6,5	6,5	3,2	3,2	12,9	93,5
Swiss	29	13,8	51,7	13,8	20,7	6,9	0,0	10,3	89,7
Other	258	26,4	33,7	18,6	19,8	10,9	10,5	6,6	86,4
Type of trip									
Package tour	555	45,4	23,6	34,1	16,2	12,8	16,8	13,2	76,9
Individually-arranged tour	1448	32,5	28,7	21,2	16,4	13,7	13,3	14,1	85,4
Business-arranged tour	89	40,4	33,7	12,4	18,0	29,2	7,9	11,2	77,5
Purpose of visit									
Vacation/holiday	1897	37,2	26,8	26,0	15,9	13,3	15,2	13,4	83,0
Conference/large meeting	61	29,5	34,4	8,2	13,1	29,5	9,8	14,8	83,6
Business/small meeting	65	24,6	26,2	15,4	18,5	36,9	7,7	16,9	73,8
Education and training	80	36,3	31,3	13,8	20,0	13,8	5,0	16,3	82,5
Visiting friends/relatives	168	22,0	32,7	16,7	16,1	13,1	8,3	11,9	88,1
Business incentives package	14	42,9	42,9	0,0	35,7	28,6	0,0	21,4	71,4
Temporary employment in Iceland	21	19,0	47,6	23,8	23,8	19,0	0,0	14,3	76,2
Event in Iceland (leisure related)	134	29,1	37,3	18,7	20,1	15,7	9,0	10,4	91,0
Health/medical treatment	7	28,6	14,3	0,0	28,6	14,3	0,0	0,0	100,0
Other	126	29,4	34,1	19,8	23,0	19,8	10,3	12,7	81,7

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

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q.113. Where do you think Iceland's strengths in the tourist industry are? - First mentioned



ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q.113. Where do you think Iceland's strengths in the tourist industry are? - First mentioned

	Number of answers	Nature/ Landscape	People/ Hospitality	Entertainment/ Distractions	Organisation/ Professionalism	Uniqueness/ Exotic/ Different	Services on Tours/ Tour Guides	Service/ Quality	Other
	Count	%	%	%	%	%	%	%	%
Total	1727	50,5	9,4	5,3	3,9	3,1	2,8	2,0	23,0
Gender									
Male	721	53,3	7,9	4,4	4,0	3,9	1,9	1,7	22,9
Female	994	48,6	10,6	5,7	3,8	2,6	3,4	2,1	23,1
Age									
24 years and younger	194	51,0	6,2	6,2	3,1	3,1	5,2	2,1	23,2
25-34 years	535	46,9	9,2	5,4	3,7	3,9	3,0	2,6	25,2
35-44 years	329	53,5	9,7	5,5	5,2	2,7	2,4	1,5	19,5
45-54 years	281	50,5	8,2	4,3	5,3	2,1	2,5	2,5	24,6
55 years and older	376	52,4	12,0	5,3	2,4	2,9	1,9	1,1	22,1
What is your profession?									
Managerial	246	52,4	9,3	6,1	4,1	1,6	2,0	0,4	24,0
Professionals (dr./lawyer/account. etc.)	337	51,9	11,3	4,7	4,2	2,7	2,4	1,8	21,1
Other professionals	256	48,4	9,0	5,9	4,3	3,9	3,9	1,6	23,0
Teacher/Medical care	194	47,4	9,8	4,1	4,1	4,1	3,6	3,6	23,2
Clerical/Service	112	48,2	10,7	6,3	3,6	1,8	1,8	3,6	24,1
Vocational/Technical	51	56,9	7,8	2,0	3,9	5,9	2,0	3,9	17,6
Unskilled	12	33,3	8,3	0,0	0,0	0,0	0,0	16,7	41,7
Student	183	53,0	5,5	4,9	3,3	2,7	4,9	1,1	24,6
Retired/Homemaker	150	53,3	8,0	5,3	2,0	4,7	0,7	1,3	24,7
Other	170	47,6	11,8	5,9	5,3	3,5	1,8	2,4	21,8
Household income									
High	753	53,1	9,0	4,6	4,1	3,3	2,3	1,9	21,6
Average	671	50,5	11,0	4,9	3,7	2,8	2,4	2,1	22,5
Low	246	43,5	6,9	7,3	2,8	3,3	5,3	2,0	28,9
Market area*									
Britain	583	46,1	12,5	6,9	4,8	5,7	3,1	2,1	18,9
North America	459	40,7	13,1	6,1	3,9	2,0	3,7	2,0	28,5
Central/Southern Europe	269	58,4	3,0	2,6	5,6	1,5	0,7	1,5	26,8
Scandinavia	229	65,5	3,5	3,1	0,9	1,7	2,6	2,6	20,1
Asia	38	71,1	5,3	2,6	0,0	0,0	2,6	0,0	18,4
Other	149	55,0	8,1	5,4	2,7	2,7	2,7	2,0	21,5

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

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q.113. Where do you think Iceland's strengths in the tourist industry are? - First mentioned

	Number of answers	Nature/ Landscape	People/ Hospitality	Entertainment/ Distractions	Organisation/ Professionalism	Uniqueness/ Exotic/ Different	Services on Tours/ Tour Guides	Service/ Quality	Other
	Count	%	%	%	%	%	%	%	%
Total	1727	50,5	9,4	5,3	3,9	3,1	2,8	2,0	23,0
Nationality*									
British	539	44,3	12,2	6,9	5,0	6,5	3,0	1,7	20,4
American	311	40,8	13,8	6,1	2,9	1,6	3,9	2,6	28,3
Canadian	146	43,8	11,6	6,8	4,8	2,7	3,4	0,7	26,0
Danish	92	73,9	4,3	0,0	1,1	0,0	2,2	4,3	14,1
Norwegian	70	57,1	4,3	2,9	0,0	1,4	2,9	2,9	28,6
French	72	48,6	1,4	1,4	5,6	1,4	0,0	0,0	41,7
German	71	60,6	2,8	2,8	5,6	0,0	0,0	2,8	25,4
Swedish	41	61,0	0,0	9,8	2,4	2,4	2,4	0,0	22,0
Dutch	33	69,7	6,1	3,0	0,0	6,1	3,0	0,0	12,1
Irish	36	47,2	16,7	5,6	2,8	0,0	2,8	0,0	25,0
Australian	36	58,3	8,3	5,6	5,6	0,0	5,6	8,3	8,3
Chinese	22	72,7	0,0	0,0	0,0	0,0	4,5	0,0	22,7
Italian	28	57,1	0,0	3,6	3,6	0,0	3,6	3,6	28,6
Swiss	28	57,1	7,1	3,6	3,6	0,0	0,0	0,0	28,6
Other	202	60,4	6,9	4,5	4,5	2,5	2,0	2,0	17,3
Type of trip*									
Package tour	461	49,2	11,5	4,1	4,6	4,1	2,4	1,7	22,3
Individually-arranged tour	1215	50,9	8,8	5,7	3,8	2,7	3,0	2,0	23,0
Business-arranged tour	54	61,1	3,7	5,6	1,9	1,9	1,9	1,9	22,2
Purpose of visit*									
Vacation/holiday	1543	49,5	9,8	5,5	4,0	3,2	3,0	2,0	22,9
Conference/large meeting	46	71,7	2,2	0,0	4,3	0,0	0,0	2,2	19,6
Business/small meeting	35	60,0	5,7	2,9	0,0	5,7	0,0	0,0	25,7
Education and training	58	60,3	12,1	3,4	3,4	0,0	1,7	0,0	19,0
Visiting friends/relatives	138	59,4	5,8	1,4	2,2	2,9	0,7	2,9	24,6
Business incentives package	8	62,5	0,0	0,0	0,0	0,0	0,0	0,0	37,5
Temporary employment in Iceland	13	61,5	15,4	0,0	7,7	0,0	0,0	0,0	15,4
Event in Iceland (leisure related)	105	48,6	10,5	3,8	2,9	6,7	1,9	1,9	23,8
Health/medical treatment	7	42,9	0,0	14,3	0,0	0,0	0,0	0,0	42,9
Other	101	43,6	10,9	5,9	1,0	3,0	2,0	1,0	32,7

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

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

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q. 113. Where do you think Iceland's strengths in the tourist industry are? - All mentioned that applied

	Count respondents	% respondents	% responses		Count respondents	% respondents	% responses
Nature/Landscape	1082	62,7	27,0	Adventure	9	0,5	0,2
People/Hospitality	538	31,2	13,4	Vastness	9	0,5	0,2
Entertainment/Distractions	305	17,7	7,6	Nightlife	5	0,3	0,1
Museums/Exhibitions	159	9,2	4,0	Water	5	0,3	0,1
Food/Restaurants	134	7,8	3,3	Bright nights/Daylight	4	0,2	0,1
Service/Quality	125	7,2	3,1	Hiking/Foot-paths	4	0,2	0,1
Services on Tours/Tour Guides	121	7,0	3,0	Other	384	22,2	9,6
Uniqueness/Exotic/Different	111	6,4	2,8	Number of responses	4005	182,8	100,0
Organisation/Professionalism	102	5,9	2,5	Number of respondents	1727	73,9	
Accessibility/Simplicity/Infrastructure	100	5,8	2,5	Did not answer	609	26,1	
Swimming pools/Natural geothermal pools/Spas	90	5,2	2,2	Total	2336	100	
English-skills/Other languages	88	5,1	2,2				
Public transportation	81	4,7	2,0				
Information/Signs/Information centers	68	3,9	1,7				
Clean air/Purity of the land	59	3,4	1,5				
Closeness of Iceland	53	3,1	1,3				
Prices/Cost	46	2,7	1,1				
Accomodatioin	44	2,5	1,1				
Pure/unspoilt nature	37	2,1	0,9				
Reykjavik	33	1,9	0,8				
Safety/Security	32	1,9	0,8				
Not to many tourists/Remote/Not touristy	27	1,6	0,7				
Relaxed/Stillness/Peace and quiet	27	1,6	0,7				
Iceland in itself	19	1,1	0,5				
Hot springs/Geothermal heat	19	1,1	0,5				
Airline	18	1,0	0,4				
Wildlife/Flora	16	0,9	0,4				
Marketing/Publicity	16	0,9	0,4				
Weather	15	0,9	0,4				
Horses/Horse-riding	11	0,6	0,3				
Stores/Merhcandise/Fashion	9	0,5	0,2				
Adventure	9	1	0				

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q. 113. Where do you think Iceland's strengths in the tourist industry are? - All mentioned that applied

		Nature/ Landscape	People/ Hospitality	Entertainment/ Distractions	Museums/ Exhibitions	Food/ Restaurants	Service/ Quality	Services on Tours/ Tour Guides	Other
	Count	%	%	%	%	%	%	%	%
Allir	1727								
Gender									
Male	721	64,9	31,8	14,8	11,0	7,8	7,1	5,4	63,1
Female	994	61,3	30,5	19,3	8,0	7,5	7,2	8,2	67,5
Age									
24 years and younger	194	61,9	21,1	24,7	9,3	9,8	9,3	10,3	63,9
25-34 years	535	61,1	29,0	18,7	9,5	7,9	8,2	8,0	69,3
35-44 years	329	63,5	33,7	17,0	10,0	6,7	6,4	7,0	64,4
45-54 years	281	64,4	31,7	15,3	8,5	6,8	8,2	5,3	61,9
55 years and older	376	62,8	36,4	14,9	8,2	8,0	5,1	5,3	65,4
What is your profession?									
Managerial	246	61,8	35,8	17,1	8,9	10,2	6,1	6,5	68,3
Professionals (dr./lawyer/account. etc.)	337	64,7	35,6	14,8	8,3	8,6	7,4	4,7	64,1
Other professionals	256	62,1	33,6	20,7	10,5	6,3	7,4	7,4	69,1
Teacher/Medical care	194	59,3	28,9	17,5	8,2	7,7	8,2	9,8	65,5
Clerical/Service	112	60,7	24,1	24,1	5,4	5,4	8,9	9,8	64,3
Vocational/Technical	51	66,7	25,5	9,8	15,7	3,9	11,8	9,8	58,8
Unskilled	12	58,3	33,3	16,7	0,0	8,3	25,0	16,7	58,3
Student	183	65,0	16,9	17,5	11,5	8,2	6,0	7,7	66,7
Retired/Homemaker	150	65,3	31,3	18,0	8,7	7,3	4,7	4,0	67,3
Other	170	60,0	35,9	17,1	10,0	7,1	6,5	5,3	61,8
Household income									
High	753	65,1	32,1	16,7	9,3	8,5	7,6	5,0	64,9
Average	671	61,4	33,2	17,1	8,9	7,3	6,9	8,3	63,6
Low	246	60,2	24,4	21,5	11,4	6,5	7,7	8,9	71,5
Market area									
Britain	583	60,0	40,5	19,7	7,7	6,5	8,4	8,7	62,3
North America	459	54,0	35,3	18,7	9,4	7,8	7,4	7,8	71,7
Central/Southern Europe	269	66,2	21,2	14,5	5,2	4,5	5,9	4,8	69,5
Scandinavia	229	76,4	14,4	13,5	15,7	12,2	7,4	4,8	53,7
Asia	38	81,6	23,7	7,9	13,2	13,2	0,0	5,3	68,4

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

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q. 113. Where do you think Iceland's strengths in the tourist industry are? - All mentioned that applied

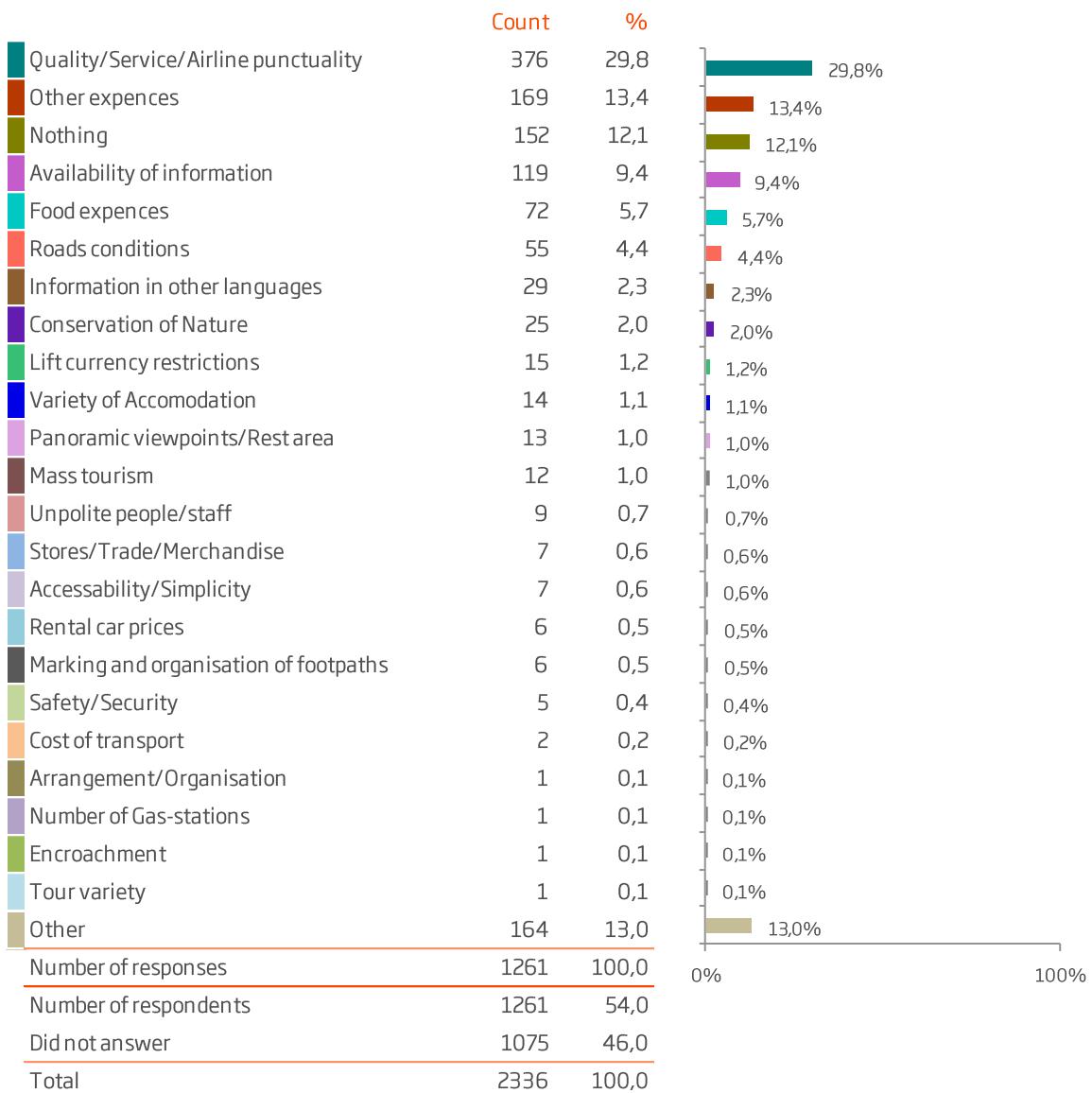
		Nature/ Landscape	People/ Hospitality	Entertainment/ Distractions	Museums/ Exhibitions	Food/ Restaurants	Service/ Quality	Services on Tours/ Tour Guides	Other
	Count	%	%	%	%	%	%	%	%
Allir	1727								
Nationality									
British	539	58,3	41,0	19,5	7,8	6,3	8,3	8,3	64,0
American	311	55,3	36,7	21,2	8,0	9,3	8,0	7,1	70,1
Canadian	146	54,1	33,6	15,8	12,3	6,8	6,8	9,6	70,5
Danish	92	83,7	18,5	8,7	10,9	9,8	8,7	4,3	47,8
Norwegian	70	68,6	11,4	14,3	15,7	11,4	10,0	5,7	62,9
French	72	62,5	16,7	12,5	6,9	4,2	5,6	5,6	77,8
German	71	67,6	22,5	14,1	7,0	1,4	5,6	2,8	64,8
Swedish	41	73,2	9,8	17,1	19,5	17,1	0,0	2,4	48,8
Dutch	33	75,8	39,4	21,2	3,0	3,0	3,0	9,1	39,4
Irish	36	69,4	38,9	25,0	13,9	8,3	0,0	5,6	83,3
Australian	36	69,4	33,3	25,0	8,3	11,1	11,1	13,9	52,8
Chinese	22	77,3	22,7	0,0	9,1	18,2	4,5	9,1	72,7
Italian	28	60,7	3,6	17,9	7,1	0,0	7,1	3,6	67,9
Swiss	28	60,7	28,6	17,9	7,1	7,1	3,6	0,0	78,6
Other	202	70,8	21,8	15,8	9,9	9,4	6,4	5,9	68,3
Type of trip									
Package tour	461	61,6	36,9	17,8	9,8	6,7	6,3	8,2	63,8
Individually-arranged tour	1215	62,8	29,5	17,8	8,6	7,9	7,6	6,7	66,5
Business-arranged tour	54	74,1	13,0	14,8	7,4	16,7	7,4	5,6	61,1
Purpose of visit									
Vacation/holiday	1543	61,2	32,2	18,5	8,8	7,6	7,2	7,4	65,5
Conference/large meeting	46	84,8	17,4	4,3	15,2	13,0	6,5	0,0	58,7
Business/small meeting	35	71,4	22,9	11,4	5,7	8,6	14,3	0,0	65,7
Education and training	58	75,9	22,4	6,9	22,4	5,2	3,4	8,6	69,0
Visiting friends/relatives	138	68,1	21,0	16,7	14,5	6,5	10,1	2,9	62,3
Business incentives package	8	87,5	12,5	12,5	25,0	0,0	0,0	0,0	50,0
Temporary employment in Iceland	13	76,9	38,5	7,7	0,0	0,0	0,0	0,0	46,2
Event in Iceland (leisure related)	105	65,7	36,2	15,2	21,0	13,3	7,6	7,6	63,8
Health/medical treatment	7	71,4	0,0	28,6	28,6	0,0	14,3	0,0	71,4
Other	101	62,4	31,7	19,8	9,9	9,9	6,9	7,9	64,4

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

ROOM FOR IMPROVEMENT



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? -
First mentioned



ROOM FOR IMPROVEMENT



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - First mentioned

	Number of answers	Quality/ Service/ Airline punctuality	Other expenses	Nothing	Availability of information	Food expenses	Roads conditions	Information in other languages	Other
	Count	%	%	%	%	%	%	%	%
Total	1261	29,8	13,4	12,1	9,4	5,7	4,4	2,3	22,9
Gender									
Male	503	29,0	12,9	10,9	9,7	6,4	4,2	1,8	25,0
Female	747	30,4	13,7	13,0	9,1	5,4	4,6	2,5	21,4
Age									
24 years and younger	142	30,3	14,8	12,7	6,3	4,2	6,3	1,4	23,9
25-34 years	400	29,8	13,5	11,3	11,5	6,5	3,3	3,0	21,3
35-44 years	224	30,4	15,6	12,1	7,6	4,9	3,1	2,2	24,1
45-54 years	193	29,0	12,4	17,1	7,8	4,1	5,7	1,6	22,3
55 years and older	289	29,8	11,4	9,3	11,1	7,3	5,2	2,4	23,5
What is your profession?									
Managerial	194	26,3	14,4	15,5	9,3	5,2	2,1	1,0	26,3
Professionals (dr./lawyer/account. etc.)	238	34,5	9,7	12,6	8,0	8,0	2,1	2,1	23,1
Other professionals	187	33,7	11,8	12,3	9,6	5,9	3,2	2,1	21,4
Teacher/Medical care	143	32,2	15,4	11,2	9,1	2,8	5,6	2,8	21,0
Clerical/Service	84	25,0	17,9	10,7	11,9	7,1	4,8	2,4	20,2
Vocational/Technical	31	22,6	25,8	9,7	12,9	12,9	3,2	0,0	12,9
Unskilled	7	42,9	14,3	0,0	0,0	0,0	14,3	0,0	28,6
Student	129	28,7	15,5	13,2	5,4	3,1	6,2	3,1	24,8
Retired/Homemaker	115	29,6	12,2	7,0	15,7	3,5	7,8	3,5	20,9
Other	123	26,0	12,2	12,2	8,9	7,3	6,5	3,3	23,6
Household income									
High	550	29,1	14,2	13,8	10,0	5,6	3,5	2,5	21,3
Average	492	28,9	12,6	11,0	10,2	6,5	5,5	1,6	23,8
Low	182	36,3	13,2	9,9	6,6	3,8	4,4	2,7	23,1
Market area*									
Britain	435	28,3	12,4	15,6	8,7	7,6	4,8	1,1	21,4
North America	355	29,3	12,7	12,7	11,0	4,5	2,5	4,5	22,8
Central/Southern Europe	203	29,1	15,3	5,4	7,9	4,9	6,4	1,5	29,6
Scandinavia	117	32,5	9,4	12,0	11,1	4,3	4,3	0,9	25,6
Asia	37	45,9	18,9	5,4	2,7	5,4	2,7	0,0	18,9
Other	114	30,7	18,4	10,5	10,5	5,3	5,3	3,5	15,8

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

ROOM FOR IMPROVEMENT



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? -
First mentioned

	Number of answers	Quality/ Service/ Airline punctuality	Other expences	Nothing	Availability of information	Food expenses	Roads conditions	Information in other languages	Other
	Count	%	%	%	%	%	%	%	%
Total	1261	29,8	13,4	12,1	9,4	5,7	4,4	2,3	22,9
Nationality*									
British	405	28,9	12,8	15,6	8,9	8,1	4,7	1,0	20,0
American	240	30,4	12,9	15,0	10,0	3,8	2,5	5,4	20,0
Canadian	117	25,6	12,8	9,4	13,7	6,8	2,6	2,6	26,5
Danish	50	26,0	12,0	12,0	10,0	6,0	8,0	2,0	24,0
Norwegian	32	40,6	3,1	18,8	9,4	0,0	3,1	0,0	25,0
French	56	17,9	17,9	3,6	10,7	10,7	14,3	1,8	23,2
German	43	32,6	16,3	9,3	2,3	0,0	0,0	2,3	37,2
Swedish	15	33,3	20,0	0,0	13,3	0,0	0,0	6,7	26,7
Dutch	29	37,9	13,8	3,4	6,9	3,4	3,4	3,4	27,6
Irish	30	23,3	23,3	10,0	16,7	3,3	6,7	0,0	16,7
Australian	24	33,3	12,5	16,7	12,5	0,0	0,0	8,3	16,7
Chinese	22	45,5	22,7	0,0	4,5	9,1	0,0	0,0	18,2
Italian	21	14,3	23,8	9,5	9,5	4,8	4,8	0,0	33,3
Swiss	21	47,6	9,5	4,8	0,0	0,0	9,5	0,0	28,6
Other	156	33,3	11,5	8,3	8,3	5,1	5,1	1,3	26,9
Type of trip*									
Package tour	333	28,5	14,7	14,1	8,4	6,9	3,9	1,8	21,6
Individually-arranged tour	894	29,5	13,6	11,0	10,0	5,5	4,3	2,5	23,7
Business-arranged tour	34	44,1	5,9	8,8	2,9	0,0	11,8	2,9	23,5
Purpose of visit*									
Vacation/holiday	1133	28,8	13,4	12,3	9,9	5,7	4,3	2,4	23,2
Conference/large meeting	29	31,0	13,8	6,9	3,4	6,9	10,3	0,0	27,6
Business/small meeting	26	38,5	15,4	7,7	7,7	3,8	3,8	0,0	23,1
Education and training	46	23,9	13,0	19,6	0,0	6,5	8,7	2,2	26,1
Visiting friends/relatives	92	34,8	13,0	8,7	5,4	3,3	3,3	6,5	25,0
Business incentives package	5	40,0	0,0	20,0	0,0	0,0	20,0	0,0	20,0
Temporary employment in Iceland	9	33,3	0,0	0,0	33,3	11,1	0,0	0,0	22,2
Event in Iceland (leisure related)	72	36,1	16,7	9,7	6,9	8,3	2,8	2,8	16,7
Health/medical treatment	<5								
Other	79	22,8	13,9	15,2	13,9	7,6	1,3	3,8	21,5

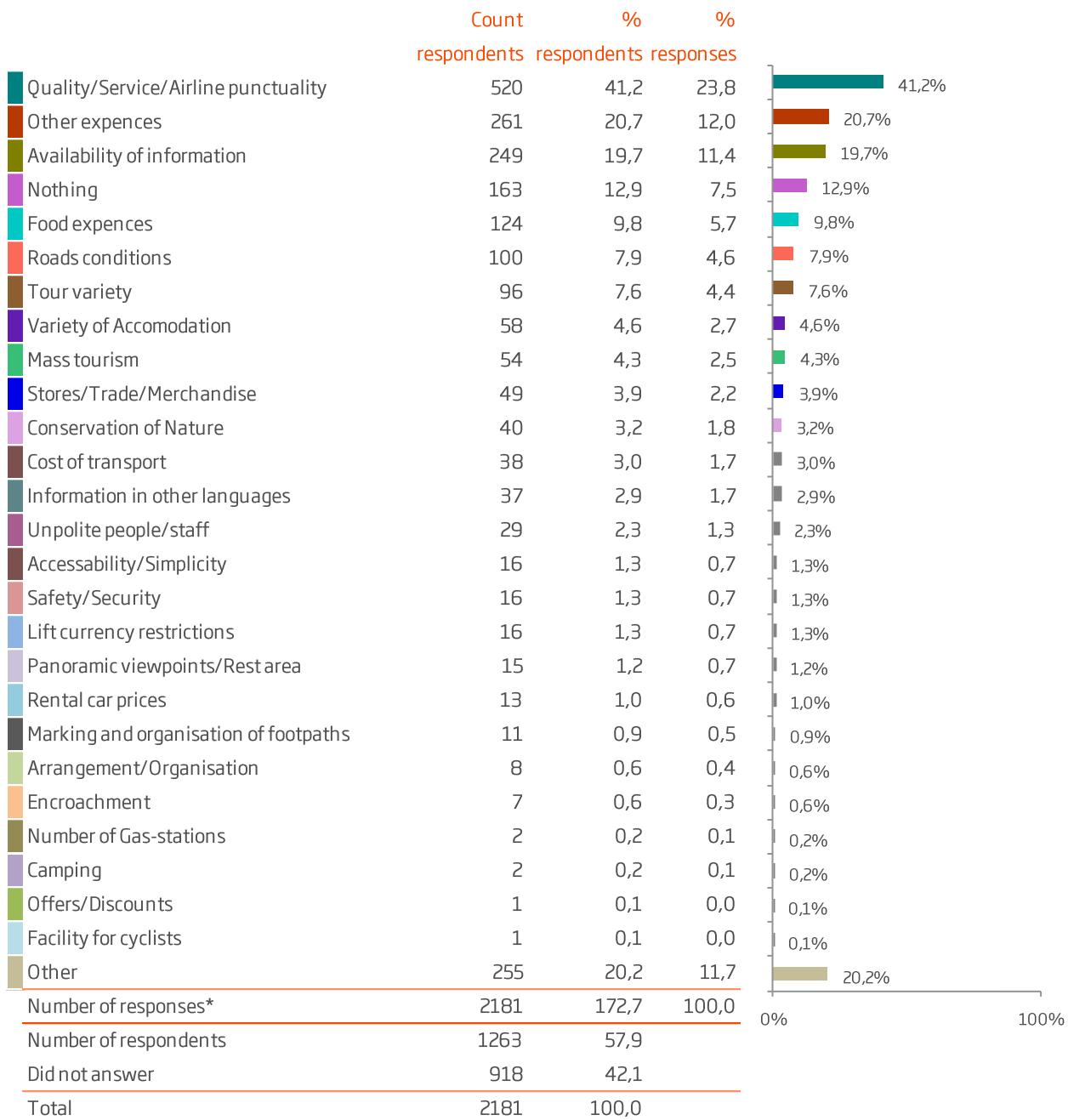
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

ROOM FOR IMPROVEMENT



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? -
All mentioned that applied



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

ROOM FOR IMPROVEMENT



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? -
All mentioned that applied

	Number of answers	Quality/ Service/ Airline punctuality	Other expenses	Availability of information	Nothing	Food expenses	Roads conditions	Tour variety	Other
	Count	%	%	%	%	%	%	%	%
Total	1263								
Gender									
Male	504	40,5	20,2	21,0	11,5	9,9	7,9	7,9	44,0
Female	748	41,6	20,9	18,6	14,0	9,9	8,0	7,4	44,0
Age									
24 years and younger	142	45,1	19,7	15,5	12,7	11,3	10,6	7,7	45,1
25-34 years	400	41,8	20,3	21,3	11,8	11,3	6,8	10,0	43,0
35-44 years	224	39,7	22,8	21,4	13,8	8,9	5,4	5,8	42,4
45-54 years	195	39,0	20,0	15,4	17,9	8,2	8,2	5,1	41,0
55 years and older	289	41,5	20,1	21,8	10,4	9,3	10,0	7,3	47,8
What is your profession?									
Managerial	194	34,5	22,7	23,7	15,5	8,2	5,2	7,7	44,3
Professionals (dr./lawyer/account. etc.)	240	45,4	16,3	17,1	14,2	13,3	5,8	7,1	46,3
Other professionals	187	41,7	18,2	19,8	13,9	7,0	5,9	4,8	44,4
Teacher/Medical care	143	48,3	23,1	16,1	11,2	8,4	9,1	5,6	41,3
Clerical/Service	84	34,5	27,4	22,6	11,9	15,5	7,1	10,7	40,5
Vocational/Technical	31	35,5	29,0	22,6	12,9	19,4	6,5	6,5	22,6
Unskilled	7	71,4	14,3	0,0	0,0	0,0	14,3	0,0	71,4
Student	129	42,6	22,5	14,0	13,2	7,0	11,6	14,7	45,7
Retired/Homemaker	115	42,6	22,6	29,6	7,8	4,3	9,6	6,1	48,7
Other	123	35,8	17,9	18,7	13,0	13,0	12,2	8,1	42,3
Household income									
High	551	39,6	21,6	20,3	14,7	10,0	7,1	6,2	44,1
Average	493	41,0	21,1	20,3	12,2	11,0	8,5	7,5	42,4
Low	182	48,4	17,6	17,6	9,9	5,5	9,3	12,1	46,7
Market area									
Britain	435	39,5	20,0	18,4	16,6	10,8	7,6	3,9	39,1
North America	356	41,3	19,7	19,9	13,5	7,6	5,9	9,3	48,3
Central/Southern Europe	204	40,2	21,6	18,6	5,9	11,3	12,3	11,8	49,5
Scandinavia	117	41,0	18,8	23,9	12,8	9,4	8,5	10,3	42,7
Asia	37	51,4	29,7	18,9	5,4	8,1	5,4	5,4	48,6

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

ROOM FOR IMPROVEMENT



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? -
All mentioned that applied

	Number of answers	Quality/ Service/ Airline punctuality	Other expences	Availability of information	Nothing	Food expenses	Roads conditions	Tour variety	Other
	Count	%	%	%	%	%	%	%	%
Total	1263								
Nationality									
British	405	40,2	20,7	18,3	16,5	11,4	7,4	4,2	38,3
American	240	42,5	19,2	18,8	15,8	7,5	5,0	10,0	49,6
Canadian	118	38,1	20,3	22,9	10,2	9,3	6,8	5,9	45,8
Danish	50	42,0	22,0	20,0	12,0	16,0	12,0	10,0	44,0
Norwegian	32	40,6	3,1	21,9	21,9	3,1	6,3	15,6	34,4
French	56	28,6	25,0	19,6	3,6	17,9	21,4	8,9	37,5
German	43	37,2	23,3	9,3	9,3	14,0	2,3	11,6	58,1
Swedish	15	46,7	26,7	33,3	0,0	0,0	6,7	13,3	53,3
Dutch	29	44,8	20,7	24,1	6,9	10,3	3,4	6,9	55,2
Irish	30	30,0	30,0	26,7	13,3	10,0	10,0	10,0	40,0
Australian	24	50,0	12,5	29,2	16,7	4,2	0,0	4,2	37,5
Chinese	22	54,5	36,4	22,7	0,0	9,1	4,5	13,6	59,1
Italian	21	33,3	28,6	19,0	9,5	4,8	19,0	9,5	42,9
Swiss	22	59,1	18,2	18,2	4,5	0,0	13,6	22,7	59,1
Other	156	45,5	19,9	19,9	9,0	9,0	10,3	6,4	44,9
Type of trip									
Package tour	333	41,1	22,5	19,2	14,4	9,0	7,5	7,2	41,7
Individually-arranged tour	895	40,6	20,3	19,9	12,0	10,4	7,9	7,5	45,1
Business-arranged tour	35	54,3	14,3	17,1	11,4	2,9	17,1	8,6	42,9
Purpose of visit									
Vacation/holiday	1134	40,3	20,5	19,8	13,1	10,0	7,9	7,0	44,3
Conference/large meeting	29	44,8	20,7	24,1	13,8	6,9	13,8	17,2	44,8
Business/small meeting	27	51,9	25,9	22,2	7,4	7,4	3,7	7,4	40,7
Education and training	46	47,8	23,9	10,9	19,6	10,9	13,0	4,3	41,3
Visiting friends/relatives	92	45,7	17,4	17,4	8,7	10,9	8,7	15,2	51,1
Business incentives package	5	60,0	0,0	0,0	20,0	0,0	40,0	0,0	40,0
Temporary employment in Iceland	9	55,6	22,2	33,3	0,0	22,2	0,0	11,1	44,4
Event in Iceland (leisure related)	72	45,8	25,0	13,9	9,7	9,7	5,6	11,1	38,9
Health/medical treatment	<5								
Other	80	31,3	21,3	25,0	16,3	8,8	3,8	12,5	42,5

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