



FERÐAMÁLASTOFA - ICELANDIC TOURIST BOARD
INTERNATIONAL VISITORS IN ICELAND
SUMMER 2014

TABLE OF CONTENTS



METHOD p. 6

MAIN CONCLUSIONS p. 7

RESULTS

	p.
Q.1: NATIONALITY	16
Q.2: COUNTRY OF RESIDENCE	19
Q.3: MARKET AREA	22
Q.4: AGE	25
Q.5: GENDER	28
Q.6: PROFESSION	31
Q.7: HOUSEHOLD INCOME	34
Q.8: ICELAND AS A TRAVEL DESTINATION	37
Q.9: THE IDEA OF COMING TO ICELAND	40
Q.10: THE IDEA OF COMING TO ICELAND	43
Q.11: FIRST CONSIDERING COMING TO ICELAND	46
Q.12: TIME BETWEEN BOOKING AND DEPARTURE	49
Q.13: FACTORS CONCERNING THE DECISION TO VISIT ICELAND	52
Q.14: ICELANDIC NATURE AS A MOTIVATOR	55
Q.15: SOURCES OF INFORMATION ON ICELAND	58
Q.16: PURPOSE OF VISIT	61
Q.17: TRAVEL COMPANIONS	64
Q.18: TOTAL LENGTH OF STAY IN ICELAND	67
Q.19: REGIONS - OVER NIGHT STAY	70
Q.20: LENGTH OF STAY IN REYKJAVÍK AND SURROUNDING AREA	73
Q.21: LENGTH OF STAY IN THE SOUTH	76
Q.22: LENGTH OF STAY IN THE NORTH	79
Q.23: LENGTH OF STAY IN THE EAST	82
Q.24: LENGTH OF STAY IN THE WEST	85
Q.25: LENGTH OF STAY IN REYKJANES-PENINSULA	88
Q.26: LENGTH OF STAY IN THE WESTFJORDS	91
Q.27: LENGTH OF STAY IN THE INTERIOR	94
Q.28: TYPES OF ACCOMODATION	97
Q.29: NUMBER OF NIGHTS IN HOTELS/GUESTHOUSES	100
Q.30: NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES	103
Q.31: NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT/HOUSE	106
Q.32: NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS	109

TABLE OF CONTENTS



RESULTS

	p.
Q.33: NUMBER OF NIGHTS WITH FRIENDS/RELATIVES	112
Q.34: NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMODATION	115
Q.35: NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE	118
Q.36: NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION	121
Q.37: ACCOMODATION SERVICE	124
Q.38: ACCOMODATION FACILITIES	127
Q.39: SERVICE AT RESTAURANTS	130
Q.40: VARIETY OF RESTURANTS	133
Q.41: PAID ACTIVITIES DURING TRIP	136
Q.42: NUMBER OF TIMES BATHING IN A GEOTHERMAL POOL	139
Q.43: NUMBER OF TIMES VISITING MUSEUMS	142
Q.44: NUMBER OF TIMES ON A GUIDED SIGHT-SEEING TOUR	145
Q.45: NUMBER OF TIMES WHALE WATCHING	148
Q.46: NUMBER OF TIMES BATHING IN A NATURE BATH	149
Q.47: NUMBER OF TIMES TO A SPA/WELLNESS (CENTER)	152
Q.48: NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY	155
Q.49: NUMBER OF TIMES ON A BOAT TRIP	158
Q.50: NUMBER OF TIMES ON A GUIDED HIKING/MOUNTAN TRIP	159
Q.51: NUMBER OF TIMES HORSE RIDING	162
Q.52: NUMBER OF TIMES ON A GLACIER/SNOWMOBILE TRIP	165
Q.53: NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT	166
Q.54: NUMBER OF TIMES IN ANOTHER ADVENTURE-RELATED ACTIVITY	169
Q.55: NUMBER OF TIMES ATTENDING ANOTHER CULTURAL EVENT	172
Q.56: NUMBER OF TIMES ON A CAVING TOUR	173
Q.57: NUMBER OF TIMES ON A CYCLING TOUR	174
Q.58: NUMBER OF TIMES ON RIVER RAFTING/KAYAKING TOUR	175
Q.59: NUMBER OF TIMES HUNTING/FISHING	176
Q.60: NUMBER OF TIMES IN A NORHTERN LIGHTS TOUR	177
Q.61: NUMBER OF TIMES PLAYING GOLF	178
Q.62: NUMBER OF TIMES SKIING/SNOWBOARDING	179
Q.63: SERVICE IN NATURE-BASED ACTIVITIES	180
Q.64: VARIETY OF NATURE BASED ACTIVITIES	183
Q.65: SERVICE IN CULTURALLY BASED ACTIVITES	186
Q.66: VARIETY OF CULTURAL ACTIVITIES	189
Q.67: SERVICE IN HEALTH-RELATED ACTIVITIES	192
Q.68: VARIETY OF HEALTH-RELATED ACTIVITES	195

TABLE OF CONTENTS



RESULTS

	p.
Q.69: MEANS OF TRANSPORT DURING STAY	198
Q.70: ROAD CONDITIONS	201
Q.71: SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)	204
Q.72: SIGNPOSTS (SERVICE SIGNS, WARNING NOTICE)	207
Q.73: REST AREAS/VIEWPOINTS	210
Q.74: ROAD SYSTEM IN GENERAL	213
Q.75: SITES/REGIONS VISITED	216
Q.76: TOURIST INFORMATION AND SIGNPOSTS	221
Q.77: ACCESSIBILITY	224
Q.78: SANITARY FACILITIES	227
Q.79: SECURITY FACTORS	230
Q.80: CONDUCT OF GUESTS	233
Q.81: GENERAL CONDITIONS OF TOURIST SITES	236
Q.82: IMPORTANCE OF QUALITY CERTIFICATION	239
Q.83: OTHER COUNTRIES VISITED	242
Q.84: TYPE OF TRIP	245
Q.85: BOOKING ORIGIN OF PACKAGE TOUR	248
Q.86: BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR	251
Q.87: BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR	254
Q.88: PRICE OF AIR TICKET	257
Q.89: PRICE OF TOUR PACKAGE	260
Q.90: INCLUDED IN TOUR PACKAGE	263
Q.91: PAID UTILITIES DURING TRIP	266
Q.92: MONEY SPENT IN RESTURANTS/BAR/CAFES	269
Q.93: MONEY SPENT ON LODGING/ACCOMODATION	272
Q.94: MONEY SPENT ON GROCERIES	275
Q.95: MONEY SPENT ON RECREATION/ENTERTAINMENT	278
Q.96: MONEY SPENT ON SHOPPING	281
Q.97: MONEY SPENT ON LOCAL TRANSPORT	284
Q.98: MONEY SPENT ON OTHER TRANSPORT COSTS	287
Q.99: MONEY SPENT ON LOCAL CAR RENTAL	290
Q.100: MONEY SPENT IN LIQUOR SHOPS	293
Q.101: NUMBER OF FAMILY MEMBERS ON THE TRIP	296
Q.102: NATURE CONSERVATION CARD - LOWEST PRICE	299
Q.103: NATURE CONSERVATION CARD - GREAT DEAL FOR MONEY	302
Q.104: NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE	305

TABLE OF CONTENTS



RESULTS

	p.
Q.105: NATURE CONSERVATION CARD - TOO EXPENSIVE	308
Q.107: LIKELY TO VISIT ICELAND IN THE FUTURE	311
Q.108: TIME OF YEAR MOST LIKELY TO VISIT ICELAND	314
Q.109: EXPECTATIONS MET	317
Q.110: VISITED ICELAND BEFORE	320
Q.111: HOW MANY TIMES VISITED ICELAND	323
Q.112: THREE MOST MEMORABLE EXPERIENCES	326
Q.113: ROOM FOR IMPROVEMENT	332
Q.114: ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY	338



GOALS AND PROCEDURE

This survey was conducted by Maskina for the Icelandic Tourist Board. The respondents are foreign tourists in Iceland in the months of June 2014 through August 2014 and the survey is about their experience in Iceland during the summer months.

The survey started July 14 and ended October 15.

Interviewers from Maskina collected e-mail addresses from tourists at the International airport in Keflavik and among M/S Norröna's passengers in Seyðisfjörður. They collected around 1600 e-mail addresses per month, 1500 in Keflavik and 100 in Seyðisfjörður. 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 4.728 e-mail addresses were collected, of them 2.629 people finished the survey - see in detail below.

Sample and responses

Original sample:	4728
Invalid e-mails:	142
Final sample:	4586
Did not respond:	1956
Number of respondents:	2629
Response rate:	57,3%



Please contact the Icelandic tourist board before public reporting.

Reykjavík, December 5, 2014.

With best regards and our appreciation for this collaboration

Þóra Ásgeirs dóttir

Þorlákur Karlsson

Ásmundur Pálsson

SHORT DEFINITIONS OF STATISTICAL CONCEPTS IN THE REPORT

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

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

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

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



Tourists in Iceland summer 2014

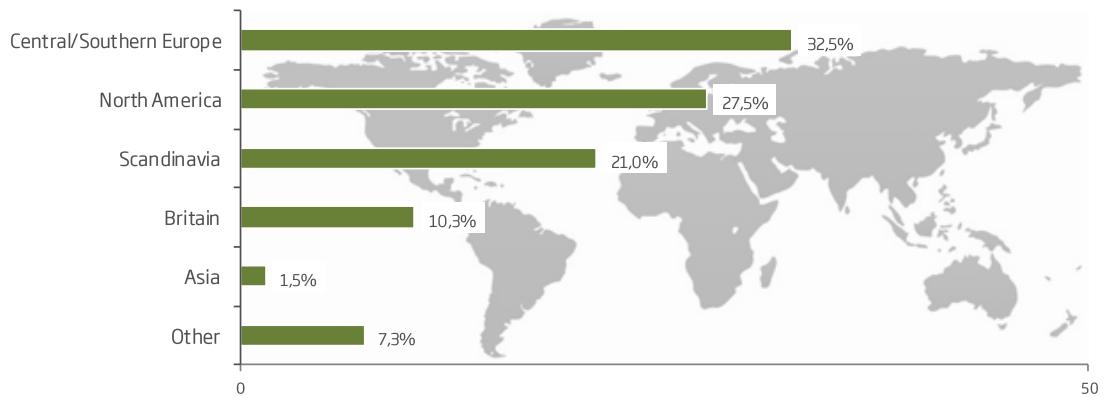


Average age: 39 years

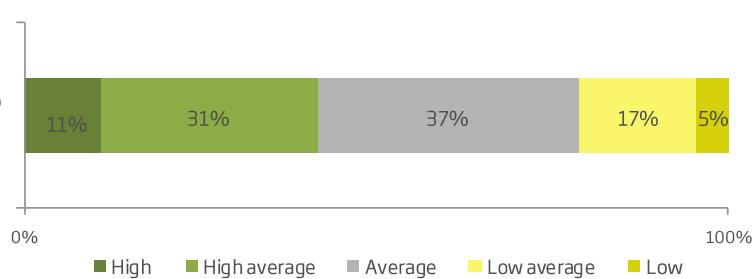
NATIONALITY



Market area



Level of total household income compared to general population in country

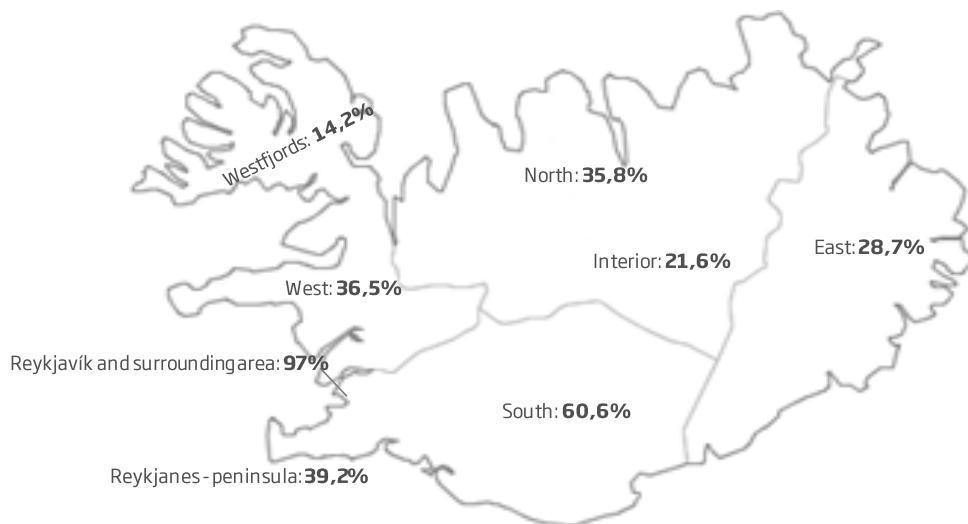


MAIN CONCLUSIONS

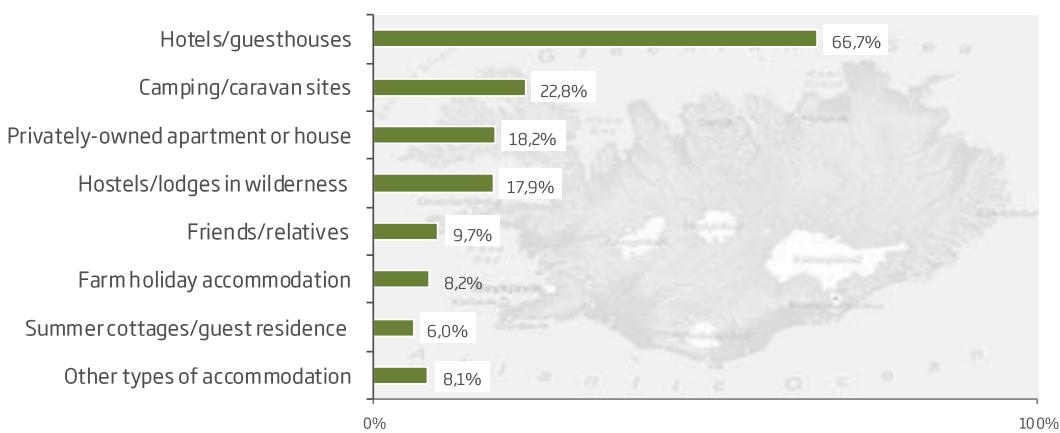


Tourists in Iceland summer 2014

Regions in Iceland visited by tourists



Accommodation during stay in Iceland



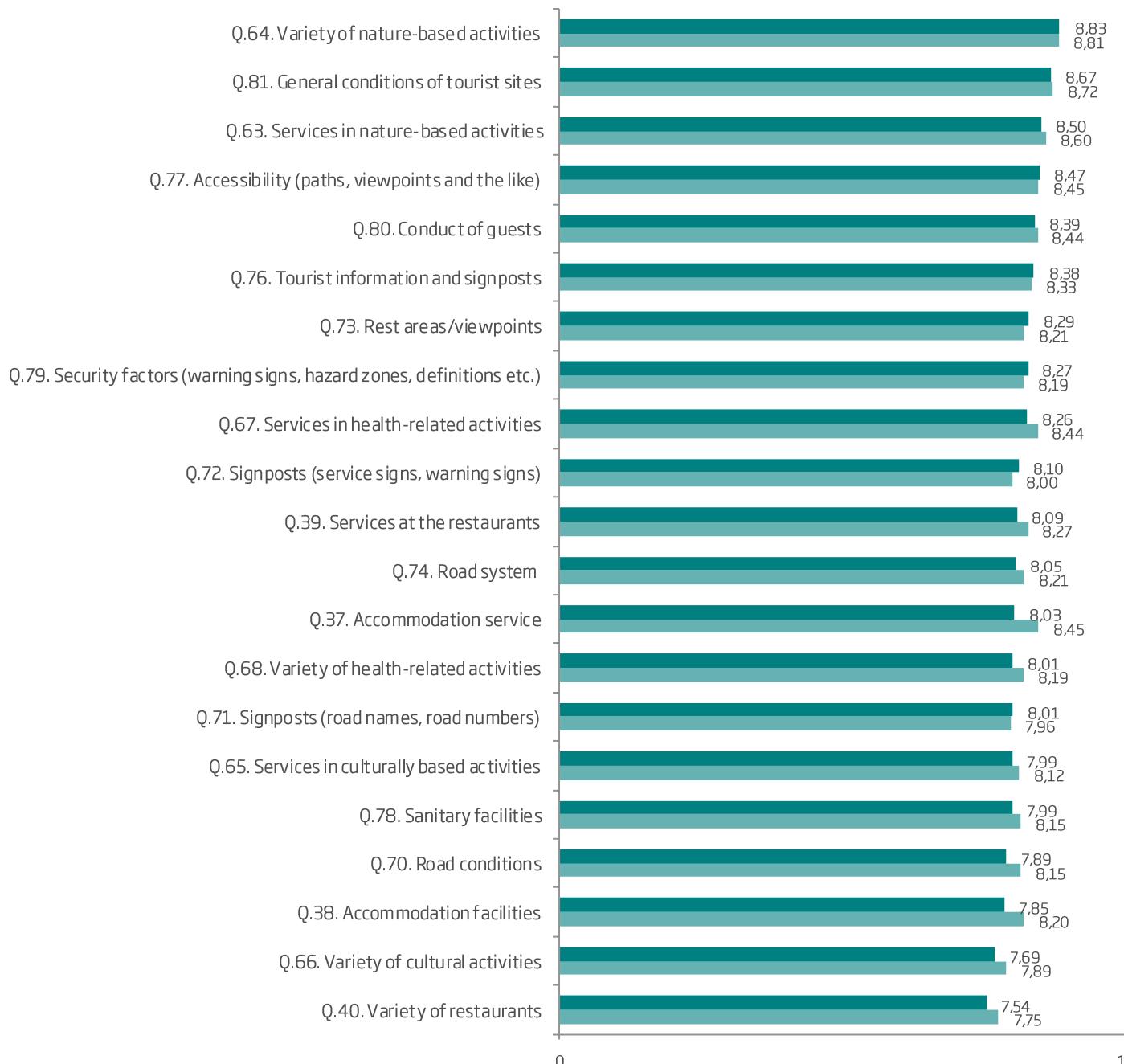
MAIN CONCLUSIONS



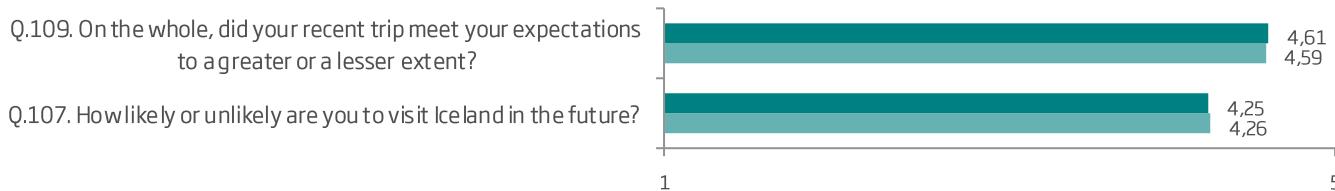
Questions on a scale of 0-10

■ Summer 2014

■ Winter 2013/2014



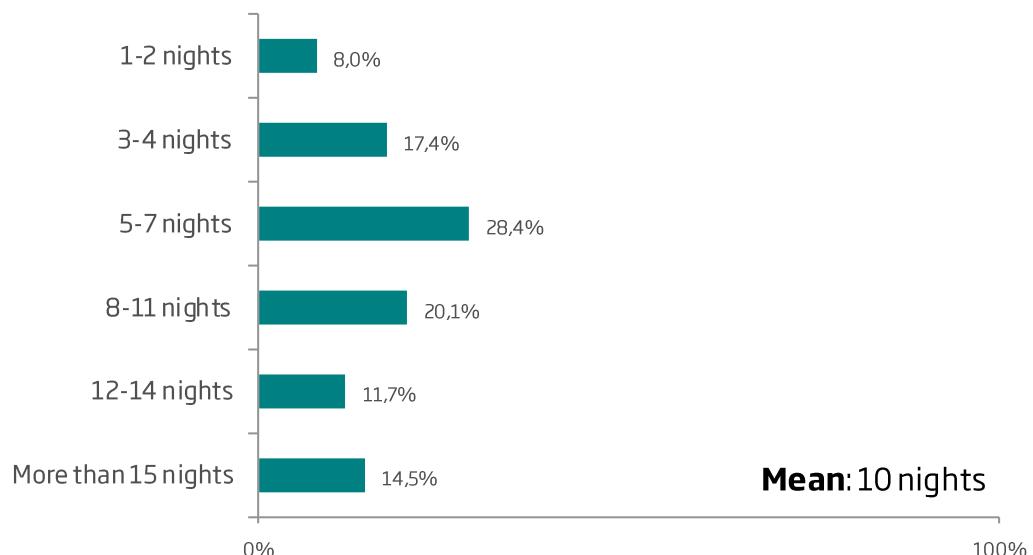
Questions on a the scale of 1-5



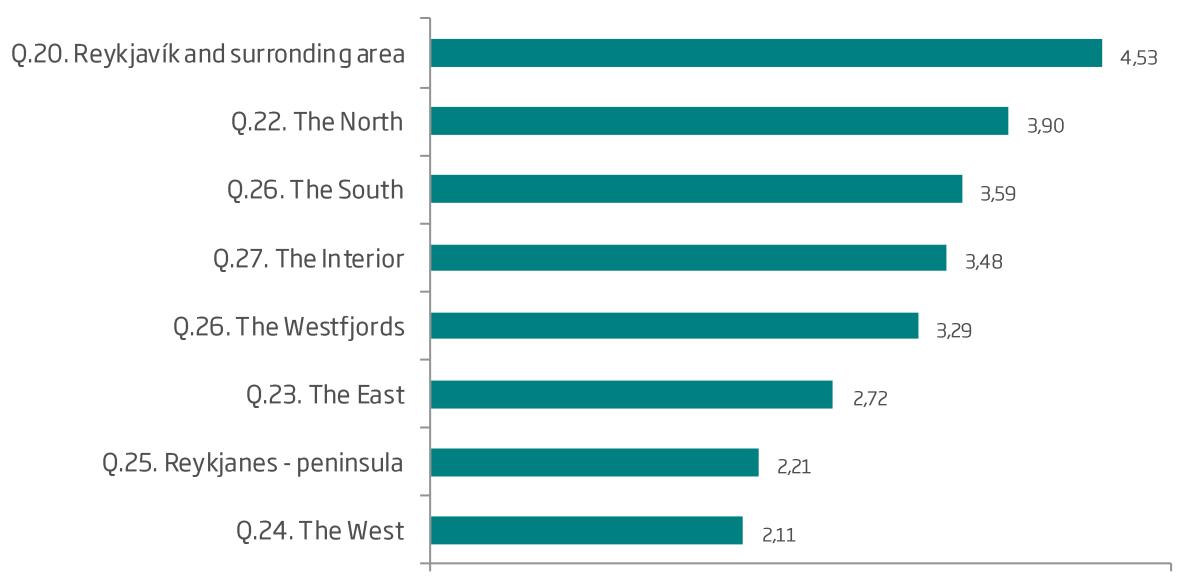
MAIN CONCLUSIONS



Total length of stay in Iceland



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

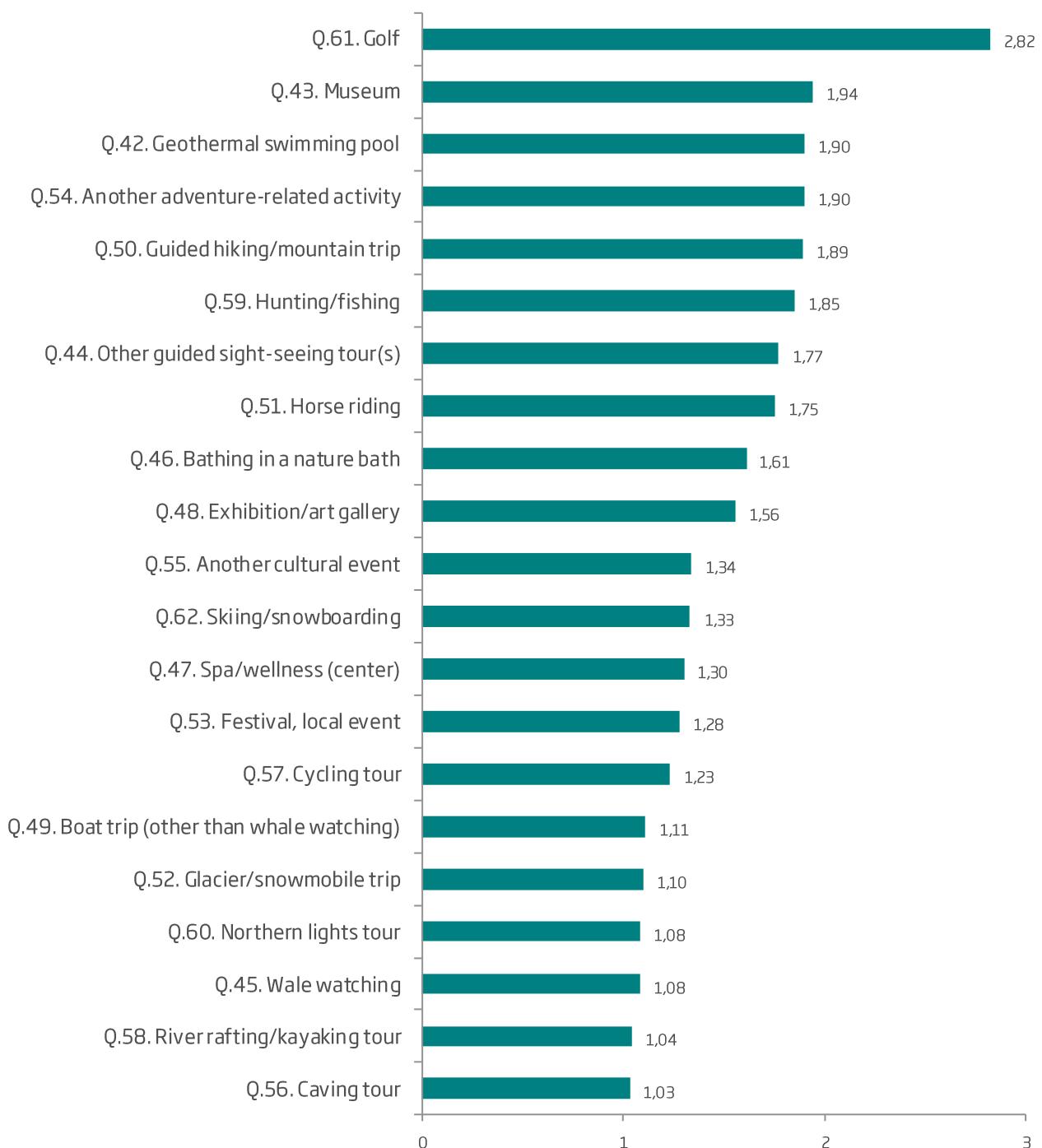


*Only those who stayed overnight in these parts of Iceland.

MAIN CONCLUSIONS



Number of times in the following paid activities*

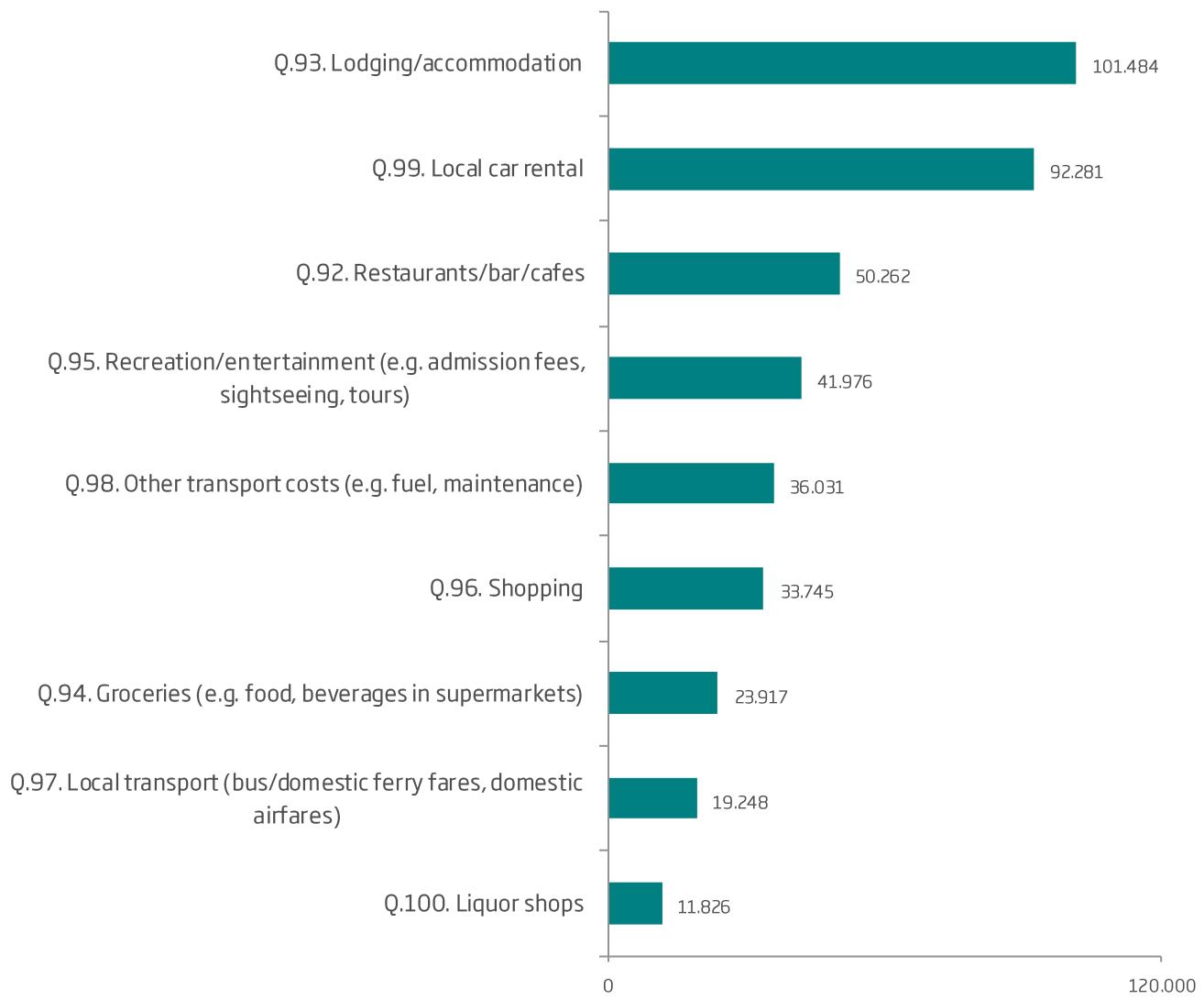


*Only those who took part in any of these activities.

MAIN CONCLUSIONS



Average money spent on the following (ISK)*

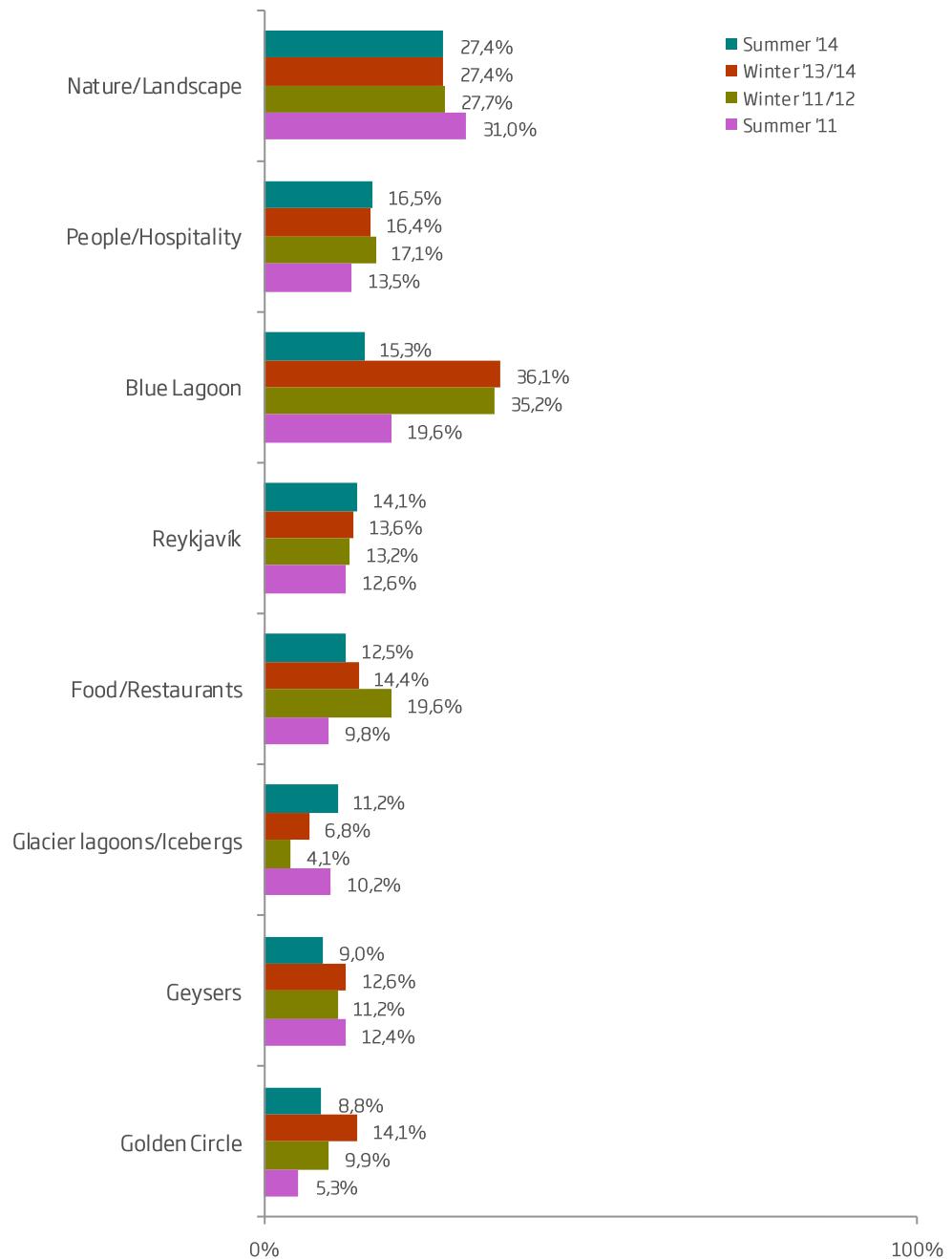


*Only those who spent money on these things.

MAIN CONCLUSIONS

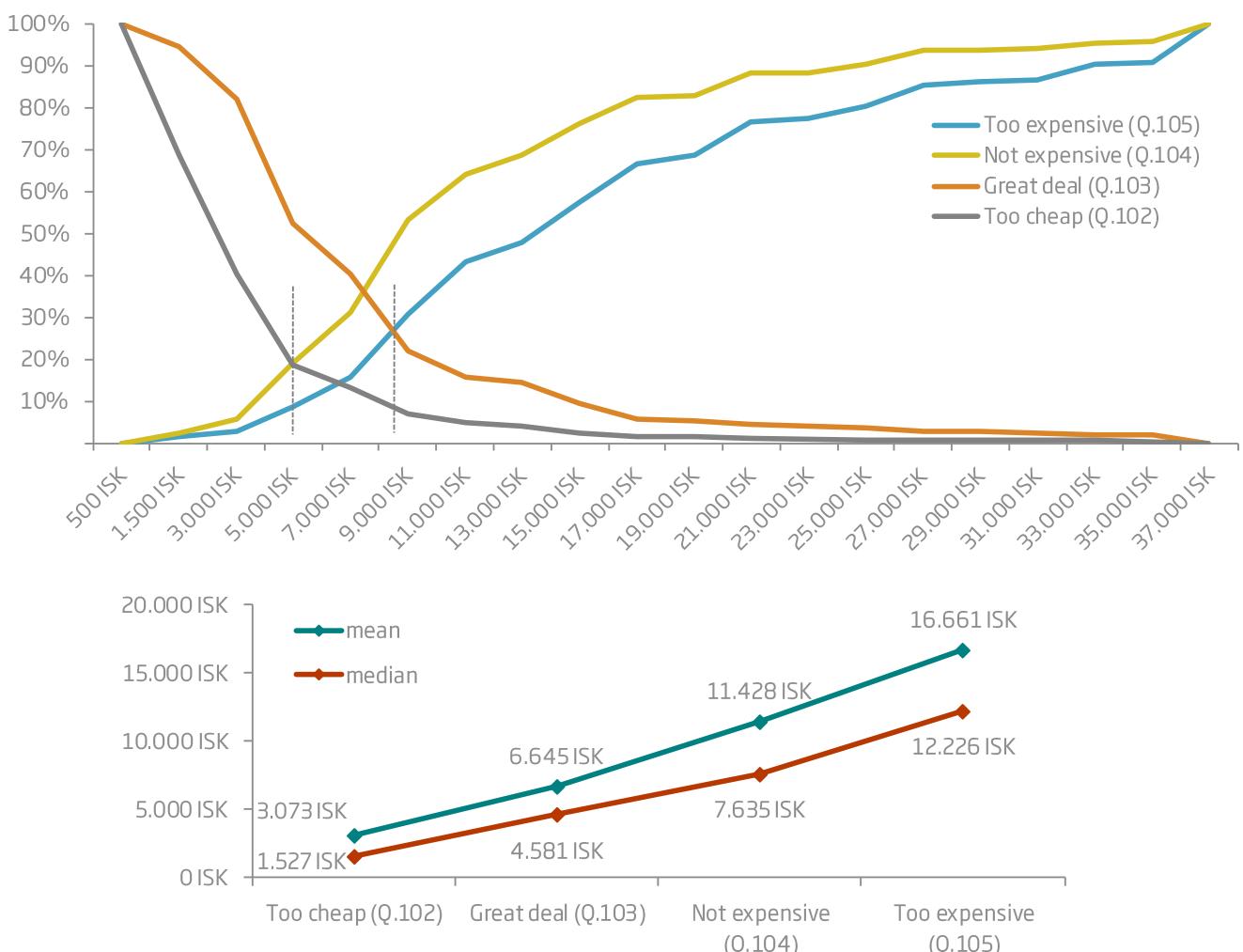


What were the three most memorable experiences of your visit to Iceland?





NATURE CONSERVATION CARD SUMMER



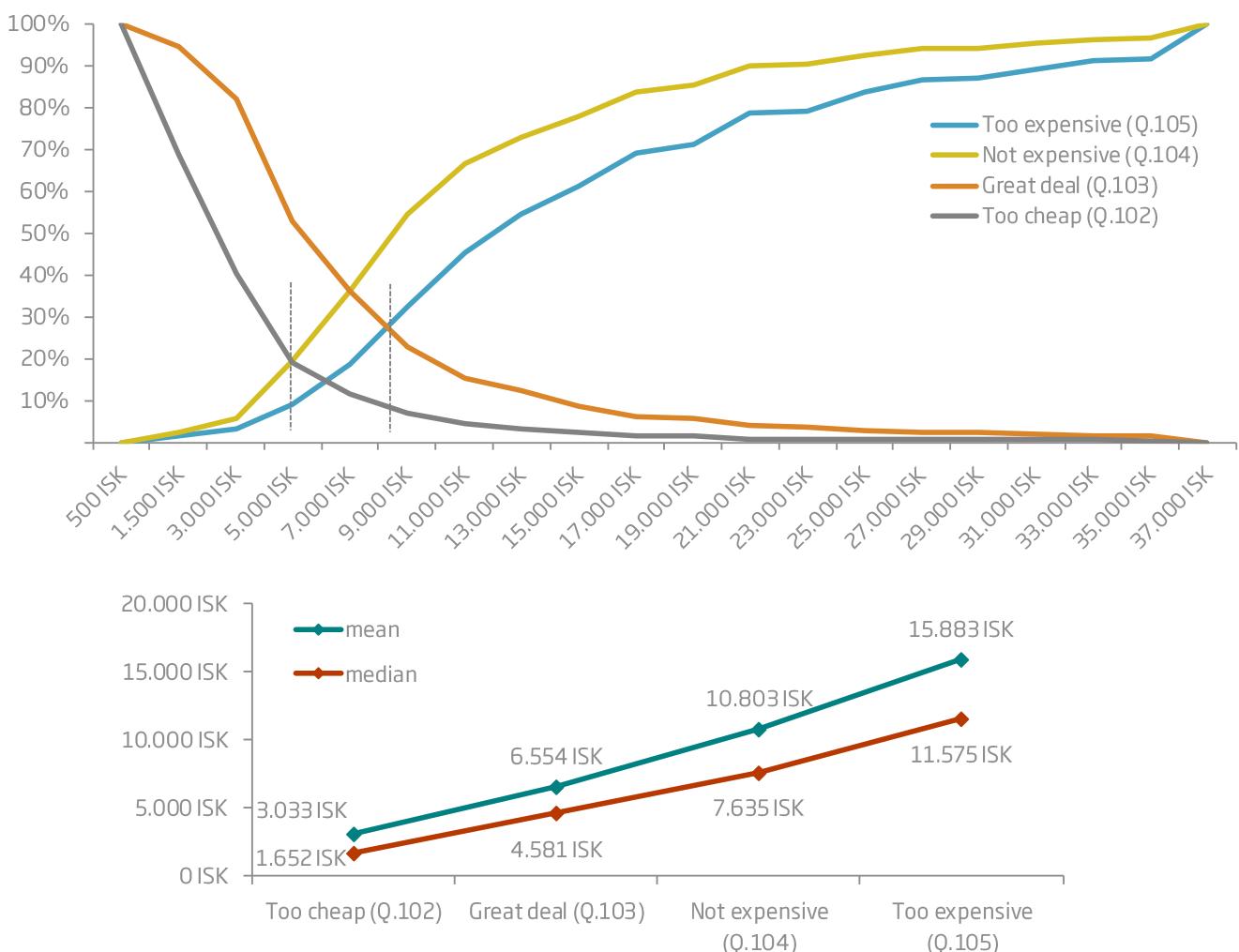
Four questions were asked regarding the amount of money people would pay for "Nature conservation card" (Q102-Q105). They asked what amount would be too cheap, would be a great deal, not expensive and too expensive. The cumulative frequency for each question is plotted in the upper graph above according 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 8,500 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 "great 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 7,000 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 "great deal" (6,460 ISK) is a little lower than the amount at the midpoint between IPP and PME (7,000 ISK).

Finally, we want to make two points of caution. One is that this survey is conducted in the summer and a better estimate can be made adding the results from the winter tourists 2013-2014 (previous winter report). The results from both seasons together is shown in another figure. 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.



NATURE CONSERVATION CARD SUMMER AND WINTER



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 great deal, not expensive and to 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 8.300 ISK. These results are from both winter (2013-2014) and summer (2014) surveys, and had similar results.

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 "great deal" line and is called *point of marginal expensiveness* (PME). Although the midpoint between IPP and PME is about 5.000 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 6.200 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 "great deal" (6.554 ISK) is close to the amount at the midpoint between IPP and PME (6.200 ISK).

Finally, we want to make two points of caution. 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.

The other point of caution is that this estimate on the optimal price point of 6.200 ISK is from interviews with foreign tourists. As it is expected that Icelandic tourists will also pay for the Nature conservation card we cannot be sure that this 6.200 ISK is the optimal price point for them. To determine that a survey among Icelanders needs to be conducted.



Q.1. Nationality.

	Count	%
American	542	20,6%
British	233	8,9%
Swedish	209	7,9%
German	202	7,7%
French	198	7,5%
Canadian	170	6,5%
Dutch	167	6,4%
Danish	152	5,8%
Norwegian	120	4,6%
Australian	81	3,1%
Italian	70	2,7%
Spanish	66	2,5%
Swiss	47	1,8%
Belgian	46	1,7%
Other	326	12,4%
Number of responses	2629	100,0
Number of respondents	2629	100,0
Did not answer	0	0,0
Total	2629	100,0

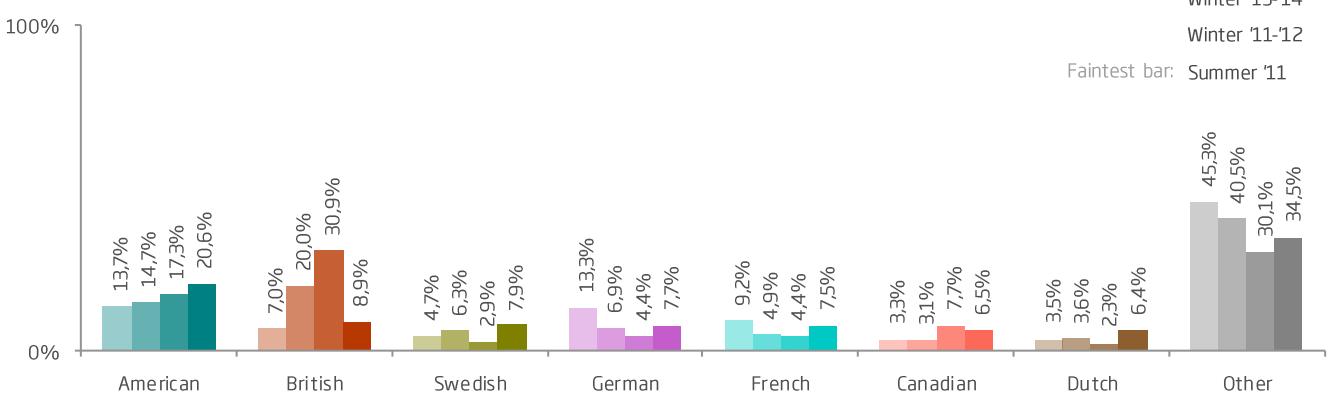
0% 100%

Darkest bar: Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11





Q.1. Nationality.

	Number of answers	American	British	Swedish	German	French	Canadian	Dutch	Other
	Count	%	%	%	%	%	%	%	%
Total	2629	20,6	8,9	7,9	7,7	7,5	6,5	6,4	34,5
Gender*									
Male	1275	19,1	9,4	6,9	8,8	8,2	5,7	7,0	35,0
Female	1321	22,3	8,3	8,6	6,7	7,0	7,1	5,9	34,2
Age*									
24 years and younger	382	21,5	9,4	6,0	7,3	9,7	7,3	7,9	30,9
25-34 years	822	19,1	7,8	6,7	7,5	10,3	6,3	3,9	38,3
35-44 years	460	21,7	7,6	7,8	6,3	7,4	5,7	5,4	38,0
45-54 years	395	20,8	12,2	6,1	11,6	5,3	4,6	9,1	30,4
55 years and older	503	21,9	9,5	12,1	6,4	4,0	8,3	8,2	29,6
What is your profession?*									
Managerial	309	16,8	9,7	5,2	5,8	23,3	2,6	3,9	32,7
Professionals (dr./lawyer/account. etc.)	574	25,4	7,7	8,9	10,5	3,0	5,6	5,2	33,8
Other professionals	342	19,3	10,8	9,9	5,8	5,6	9,9	9,1	29,5
Teacher/Medical care	325	23,7	8,0	7,1	6,8	6,5	4,6	5,8	37,5
Clerical/Service	153	13,1	8,5	9,2	3,9	7,8	6,5	5,9	45,1
Vocational/Technical	125	11,2	10,4	6,4	8,8	4,8	10,4	6,4	41,6
Unskilled	13	15,4	23,1	0,0	7,7	7,7	0,0	7,7	38,5
Student	412	20,1	6,6	8,3	10,0	8,7	6,6	5,8	34,0
Retired/Homemaker	203	23,2	12,3	8,9	5,4	3,0	9,9	8,4	29,1
Artist/Musician/Actor etc.	40	25,0	12,5	2,5	5,0	5,0	10,0	7,5	32,5
Other	102	14,7	7,8	4,9	6,9	5,9	5,9	9,8	44,1
Household income*									
High	1048	28,1	9,7	8,9	4,4	4,4	7,4	7,6	29,4
Average	930	18,7	10,1	7,6	7,1	7,2	5,9	5,5	37,8
Low	535	10,3	5,6	7,3	13,1	14,4	5,0	5,6	38,7
Transportation*									
Airline	2463	22,0	9,3	8,3	6,1	7,4	6,9	5,8	34,3
M/S Norröna	166	0,6	2,4	2,4	31,3	9,6	0,0	15,1	38,6

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



Q.1. Nationality.

	Number of answers	American	British	Swedish	German	French	Canadian	Dutch	Other
	Count	%	%	%	%	%	%	%	%
Total	2629	20,6	8,9	7,9	7,7	7,5	6,5	6,4	34,5
Type of trip*									
Package tour	320	18,8	5,6	9,7	7,8	5,3	4,7	10,3	37,8
Individually-arranged tour	1998	21,2	9,1	7,1	8,2	8,0	6,8	5,8	33,9
Business-arranged tour	99	9,1	12,1	18,2	3,0	3,0	0,0	4,0	50,5
Purpose of visit*									
Vacation/holiday	2195	21,7	8,5	7,0	8,2	7,9	6,8	6,9	32,9
Conference/large meeting	116	11,2	9,5	16,4	4,3	1,7	1,7	2,6	52,6
Business/small meeting	94	14,9	8,5	14,9	3,2	4,3	2,1	7,4	44,7
Education and training	112	19,6	10,7	10,7	5,4	2,7	6,3	4,5	40,2
Visiting friends/relatives	233	15,9	9,4	13,7	6,0	6,0	3,4	6,4	39,1
Business incentives package	15	13,3	13,3	13,3	0,0	13,3	0,0	0,0	46,7
Temporary employment in Iceland	21	14,3	19,0	14,3	9,5	14,3	0,0	9,5	19,0
Health/medical treatment	7	0,0	14,3	42,9	0,0	0,0	0,0	0,0	42,9
Event in Iceland (leisure related)	200	16,0	14,5	10,0	10,0	6,0	3,0	4,0	36,5

Difference between groups is not statistically significant.

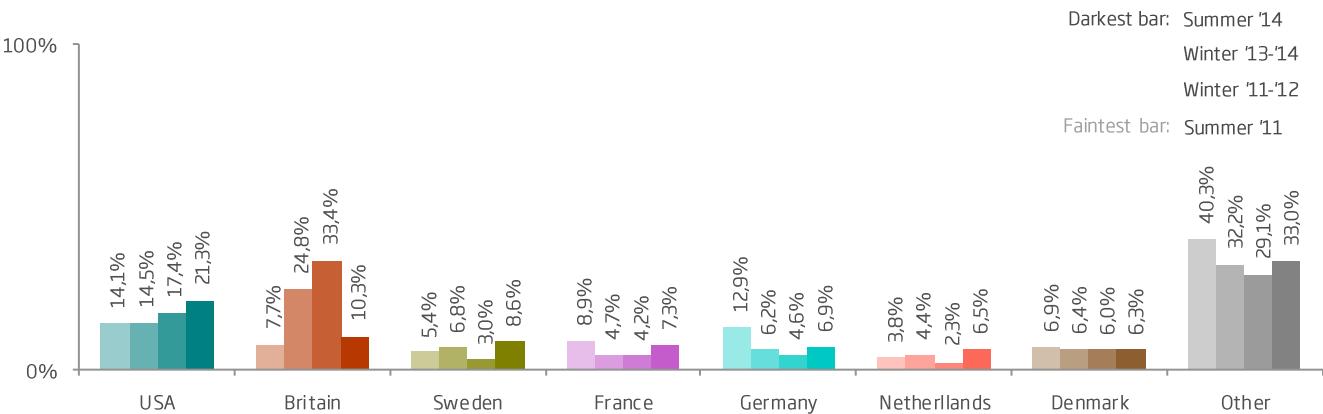
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

COUNTRY OF RESIDENCE



Q.2. Country of residence.

	Count	%
USA	559	21,3
Britain	270	10,3
Sweden	225	8,6
France	191	7,3
Germany	181	6,9
Netherlands	170	6,5
Denmark	165	6,3
Canada	164	6,2
Norway	136	5,2
Australia	75	2,9
Spain	61	2,3
Italy	58	2,2
Belgium	55	2,1
Switzerland	49	1,9
Other	270	10,3
Number of responses	2629	100,0
Number of respondents	2629	100,0
Did not answer	0	0,0
Total	2629	100,0



COUNTRY OF RESIDENCE



Q.2. Country of residence.

	Number of answers	USA	Britain	Sweden	France	Germany	Netherlands	Denmark	Other
	Count	%	%	%	%	%	%	%	%
Total	2629	21,3	10,3	8,6	7,3	6,9	6,5	6,3	33,0
Gender									
Male	1275	20,1	10,4	7,5	8,1	7,8	6,9	7,0	32,3
Female	1321	22,5	10,1	9,2	6,6	6,0	6,1	5,7	33,8
Age*									
24 years and younger	382	23,0	10,5	6,0	8,6	6,5	7,3	5,5	32,5
25-34 years	822	19,7	9,7	8,4	9,7	7,3	4,6	3,8	36,7
35-44 years	460	23,7	11,7	8,3	7,8	4,6	5,2	5,9	32,8
45-54 years	395	20,3	12,2	6,3	5,8	9,9	8,4	7,3	29,9
55 years and older	503	21,9	8,9	12,1	3,6	6,2	8,7	9,7	28,8
What is your profession?*									
Managerial	309	17,8	9,4	5,2	22,0	4,5	4,5	7,8	28,8
Professionals (dr./lawyer/account. etc.)	574	25,6	10,5	9,9	3,0	9,4	5,2	3,0	33,4
Other professionals	342	19,9	13,7	10,5	6,4	5,6	8,2	4,7	31,0
Teacher/Medical care	325	24,9	8,9	8,3	6,2	5,5	6,2	5,5	34,5
Clerical/Service	153	12,4	9,2	9,8	8,5	3,3	5,9	7,2	43,8
Vocational/Technical	125	12,8	11,2	6,4	4,8	8,8	8,0	11,2	36,8
Unskilled	13	15,4	23,1	0,0	7,7	15,4	7,7	0,0	30,8
Student	412	21,1	7,5	8,5	7,3	8,5	6,1	8,0	33,0
Retired/Homemaker	203	23,6	12,3	8,4	3,0	4,9	8,9	10,8	28,1
Artist/Musician/Actor etc.	40	25,0	12,5	7,5	2,5	5,0	7,5	12,5	27,5
Other	102	15,7	10,8	5,9	6,9	7,8	9,8	3,9	39,2
Household income*									
High	1048	29,1	10,8	9,4	3,7	4,1	7,5	3,2	32,1
Average	930	19,2	11,6	8,1	7,5	5,6	5,9	5,6	36,5
Low	535	10,7	7,9	7,9	13,8	12,0	5,6	13,8	28,4
Transportation*									
Airline	2463	22,7	10,8	9,0	7,1	5,4	5,9	5,6	33,5
M/S Norröna	166	0,6	2,4	2,4	9,0	29,5	15,1	15,7	25,3

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

COUNTRY OF RESIDENCE



Q.2. Country of residence.

	Number of answers	USA	Britain	Sweden	France	Germany	Netherlands	Denmark	Other
	Count	%	%	%	%	%	%	%	%
Total	2629	21,3	10,3	8,6	7,3	6,9	6,5	6,3	33,0
Nationality*									
American	542	95,4	1,3	0,2	0,4	0,4	0,4	0,6	1,5
British	233	3,0	89,3	0,9	0,9	0,0	2,1	0,4	3,4
Swedish	209	0,5	0,0	96,7	0,5	0,0	0,0	0,0	2,4
German	202	2,0	2,5	1,5	2,0	82,2	0,0	1,0	8,9
French	198	3,5	1,5	0,0	88,4	1,0	0,5	0,5	4,5
Canadian	170	2,9	2,4	1,2	0,0	0,0	0,0	0,0	93,5
Dutch	167	1,2	0,6	0,0	0,0	0,6	94,6	0,0	3,0
Danish	152	1,3	0,0	1,3	0,0	0,0	0,0	95,4	2,0
Norwegian	120	0,8	0,0	0,8	0,0	0,0	0,0	0,8	97,5
Australian	81	0,0	2,5	1,2	1,2	2,5	0,0	1,2	91,4
Italian	70	0,0	1,4	1,4	2,9	2,9	0,0	1,4	90,0
Spanish	66	1,5	9,1	1,5	1,5	1,5	0,0	0,0	84,8
Swiss	47	2,1	0,0	0,0	2,1	0,0	0,0	0,0	95,7
Belgian	46	0,0	100,0						
Other	326	3,4	10,1	2,8	0,6	1,5	1,2	3,1	77,3
Type of trip*									
Package tour	320	20,0	5,3	10,0	5,3	7,2	10,6	7,5	34,1
Individually-arranged tour	1998	21,6	10,6	7,8	7,7	7,1	6,0	5,6	33,6
Business-arranged tour	99	8,1	12,1	21,2	4,0	3,0	2,0	17,2	32,3
Purpose of visit*									
Vacation/holiday	2195	22,3	9,8	7,5	7,6	7,4	7,1	4,7	33,6
Conference/large meeting	116	12,9	12,1	19,0	2,6	3,4	2,6	11,2	36,2
Business/small meeting	94	13,8	12,8	14,9	4,3	3,2	5,3	11,7	34,0
Education and training	112	21,4	13,4	12,5	2,7	5,4	4,5	6,3	33,9
Visiting friends/relatives	233	14,6	11,6	14,2	5,6	3,0	7,7	13,3	30,0
Business incentives package	15	13,3	13,3	13,3	13,3	0,0	0,0	26,7	20,0
Temporary employment in Iceland	21	14,3	19,0	14,3	14,3	4,8	9,5	9,5	14,3
Health/medical treatment	7	0,0	14,3	42,9	0,0	0,0	0,0	0,0	42,9
Event in Iceland (leisure related)	200	16,0	15,0	12,0	5,5	7,5	4,5	12,5	27,0

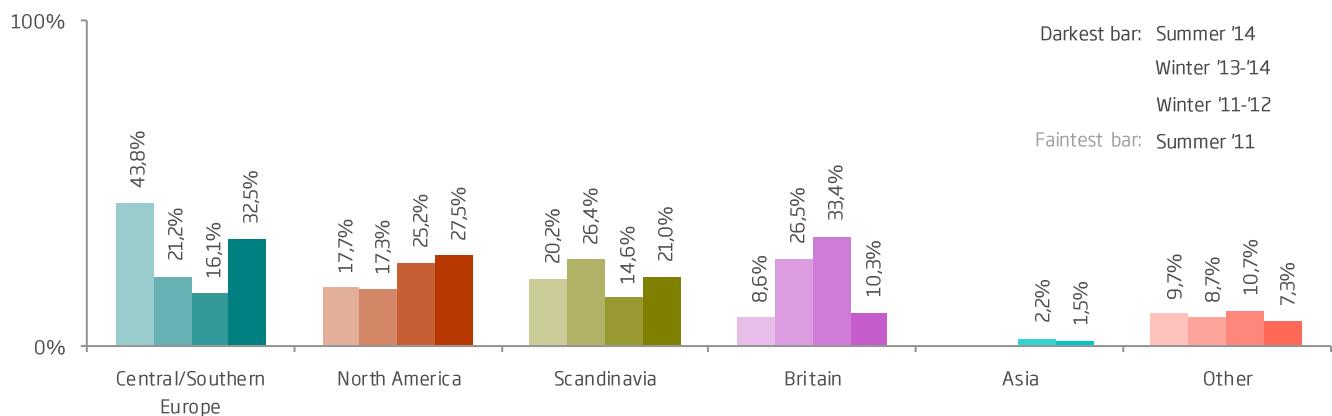
*Significant difference between groups according to Chi-square test ($p < 0,05$).

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



Q.3. Marketarea.

	Count	%
Central/Southern Europe	854	32,5
North America	723	27,5
Scandinavia	551	21,0
Britain	270	10,3
Asia	40	1,5
Other	191	7,3
Number of responses	2629	100,0
Number of respondents	2629	100,0
Did not answer	0	0,0
Total	2629	100,0



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



Q.3. Marketarea.

	Number of answers	Central/Southern Europe	North America	Scandinavia	Britain	Asia	Other
	Count	%	%	%	%	%	%
Total	2629	32,5	27,5	21,0	10,3	1,5	7,3
Gender*							
Male	1275	36,2	25,6	18,9	10,4	1,1	7,9
Female	1321	29,2	29,4	22,7	10,1	2,0	6,5
Age*							
24 years and younger	382	33,8	30,1	18,1	10,5	0,8	6,8
25-34 years	822	37,8	25,4	15,7	9,7	2,2	9,1
35-44 years	460	30,4	29,1	20,4	11,7	1,1	7,2
45-54 years	395	33,9	25,1	24,1	12,2	1,5	3,3
55 years and older	503	24,5	30,2	27,0	8,9	1,2	8,2
What is your profession?*							
Managerial	309	44,3	20,4	17,5	9,4	2,3	6,1
Professionals (dr./lawyer/account. etc.)	574	28,0	31,0	18,6	10,5	1,2	10,6
Other professionals	342	31,6	28,4	19,3	13,7	0,6	6,4
Teacher/Medical care	325	31,7	30,2	20,9	8,9	2,8	5,5
Clerical/Service	153	42,5	19,0	25,5	9,2	0,7	3,3
Vocational/Technical	125	33,6	21,6	24,8	11,2	0,0	8,8
Unskilled	13	46,2	15,4	7,7	23,1	0,0	7,7
Student	412	33,5	27,4	22,8	7,5	1,7	7,0
Retired/Homemaker	203	21,2	33,5	24,6	12,3	2,0	6,4
Artist/Musician/Actor etc.	40	25,0	35,0	22,5	12,5	0,0	5,0
Other	102	34,3	21,6	23,5	10,8	1,0	8,8
Household income*							
High	1048	24,7	35,8	18,0	10,8	2,0	8,7
Average	930	33,3	25,5	21,2	11,6	1,5	6,9
Low	535	43,4	15,3	27,7	7,9	0,6	5,2
Transportation*							
Airline	2463	29,8	29,3	21,0	10,8	1,6	7,4
M/S Norröna	166	71,7	0,6	20,5	2,4	0,0	4,8

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



Q. 3. Marketarea.

	Number of answers	Central/Southern Europe	North America	Scandinavia	Britain	Asia	Other
	Count	%	%	%	%	%	%
Total	2629	32,5	27,5	21,0	10,3	1,5	7,3
Nationality*							
American	542	1,3	95,6	0,7	1,3	0,0	1,1
British	233	3,9	3,4	1,7	89,3	0,4	1,3
Swedish	209	0,5	0,5	99,0	0,0	0,0	0,0
German	202	90,1	3,0	3,0	2,5	0,0	1,5
French	198	92,9	4,0	1,0	1,5	0,0	0,5
Canadian	170	0,0	94,7	1,8	2,4	0,0	1,2
Dutch	167	97,6	1,8	0,0	0,6	0,0	0,0
Danish	152	0,0	1,3	98,0	0,0	0,0	0,7
Norwegian	120	0,0	0,8	99,2	0,0	0,0	0,0
Australian	81	4,9	2,5	2,5	2,5	0,0	87,7
Italian	70	92,9	0,0	4,3	1,4	0,0	1,4
Spanish	66	86,4	1,5	1,5	9,1	0,0	1,5
Swiss	47	93,6	2,1	2,1	0,0	0,0	2,1
Belgian	46	100,0	0,0	0,0	0,0	0,0	0,0
Other	326	28,2	3,4	15,3	10,1	12,0	31,0
Type of trip*							
Package tour	320	39,1	24,4	25,0	5,3	1,3	5,0
Individually-arranged tour	1998	32,3	28,3	19,1	10,6	1,6	8,2
Business-arranged tour	99	24,2	9,1	52,5	12,1	1,0	1,0
Purpose of visit*							
Vacation/holiday	2195	34,4	29,0	17,6	9,8	1,6	7,6
Conference/large meeting	116	18,1	13,8	47,4	12,1	0,9	7,8
Business/small meeting	94	30,9	17,0	35,1	12,8	2,1	2,1
Education and training	112	28,6	25,9	23,2	13,4	0,9	8,0
Visiting friends/relatives	233	26,6	17,6	36,1	11,6	1,3	6,9
Business incentives package	15	20,0	13,3	46,7	13,3	0,0	6,7
Temporary employment in Iceland	21	42,9	14,3	23,8	19,0	0,0	0,0
Health/medical treatment	7	28,6	0,0	57,1	14,3	0,0	0,0
Event in Iceland (leisure related)	200	23,0	19,0	35,5	15,0	0,5	7,0

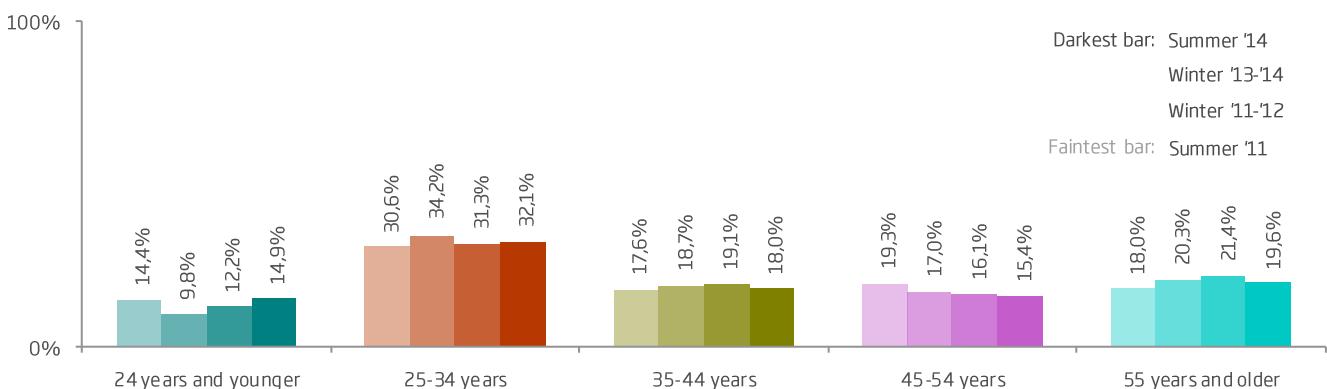
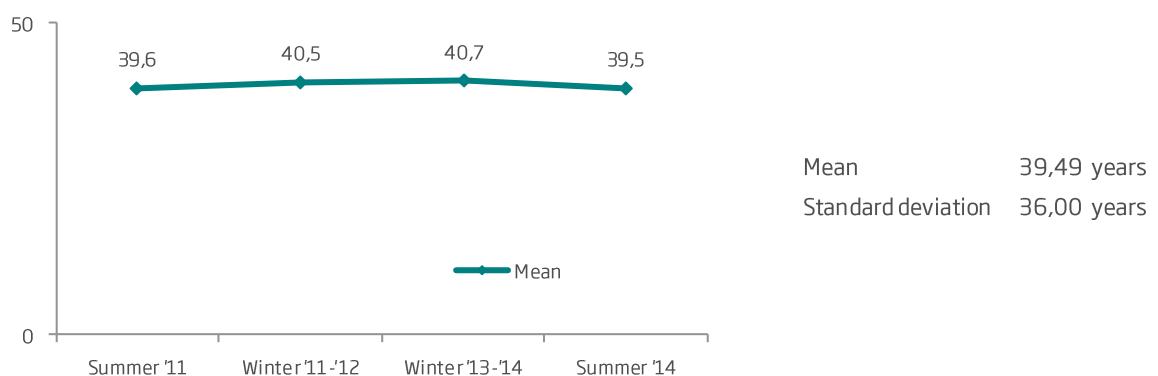
*Significant difference between groups according to Chi-square test ($p < 0,05$).

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



Q.4. Age.

	Count	%
24 years and younger	382	14,9
25-34 years	822	32,1
35-44 years	460	18,0
45-54 years	395	15,4
55 years and older	503	19,6
Number of responses	2562	100,0
Number of respondents	2562	97,5
Did not answer	67	2,5
Total	2629	100,0



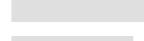
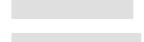
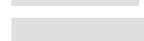
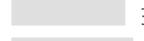


Q. 4. Age.

	Number of answers	24 years and younger	25-34 years	35-44 years	45-54 years	55 years and older	
	Count	%	%	%	%	%	
Total	2562	14,9	32,1	18,0	15,4	19,6	39,49
Gender*							
Male	1248	13,0	31,1	19,9	15,1	21,0	40,43
Female	1288	17,0	33,2	16,1	15,9	17,9	38,43
What is your profession?*							
Managerial	302	2,0	27,5	25,2	25,8	19,5	43,30
Professionals (dr./lawyer/account. etc.)	562	3,6	39,7	23,7	17,3	15,8	39,90
Other professionals	338	4,7	39,3	22,8	17,2	16,0	39,92
Teacher/Medical care	313	4,2	30,7	24,3	21,4	19,5	42,04
Clerical/Service	145	9,7	33,8	24,1	18,6	13,8	38,81
Vocational/Technical	125	8,0	38,4	17,6	19,2	16,8	39,57
Unskilled	13	15,4	61,5	7,7	7,7	7,7	33,08
Student	399	70,2	29,6	0,3	0,0	0,0	22,65
Retired/Homemaker	196	1,0	3,1	3,1	5,6	87,2	62,67
Artist/Musician/Actor etc.	40	10,0	37,5	25,0	15,0	12,5	38,10
Other	99	9,1	36,4	18,2	19,2	17,2	39,94
Household income*							
High	1027	13,5	25,9	20,2	17,2	23,2	41,45
Average	906	14,3	38,7	18,2	13,4	15,3	37,64
Low	517	15,7	35,4	15,3	15,1	18,6	38,70
Market area*							
Central/Southern Europe	837	15,4	37,2	16,7	16,0	14,7	37,80
North America	709	16,2	29,5	18,9	14,0	21,4	39,88
Scandinavia	523	13,2	24,7	18,0	18,2	26,0	42,39
Britain	267	15,0	30,0	20,2	18,0	16,9	39,25
Asia	38	7,9	47,4	13,2	15,8	15,8	38,26
Other	188	13,8	39,9	17,6	6,9	21,8	38,10
Transportation*							
Airline	2397	15,9	33,5	18,3	14,4	17,9	38,62
M/S Norröna	165	1,2	10,9	13,3	29,7	44,8	52,10

*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	2562	14,9	32,1	18,0	15,4	19,6	 39,49
Nationality*							
American	531	15,4	29,6	18,8	15,4	20,7	 39,96
British	231	15,6	27,7	15,2	20,8	20,8	 40,74
Swedish	199	11,6	27,6	18,1	12,1	30,7	 42,54
German	197	14,2	31,5	14,7	23,4	16,2	 39,62
French	197	18,8	43,1	17,3	10,7	10,2	 34,45
Canadian	166	16,9	31,3	15,7	10,8	25,3	 40,28
Dutch	164	18,3	19,5	15,2	22,0	25,0	 41,95
Danish	144	12,5	16,7	18,1	18,8	34,0	 45,51
Norwegian	116	19,8	15,5	19,8	25,9	19,0	 41,56
Australian	81	8,6	40,7	13,6	3,7	33,3	 41,69
Italian	66	7,6	45,5	22,7	10,6	13,6	 37,70
Spanish	65	6,2	43,1	30,8	16,9	3,1	 36,48
Swiss	46	28,3	34,8	15,2	8,7	13,0	 34,98
Belgian	46	15,2	32,6	21,7	17,4	13,0	 37,67
Other	313	13,1	48,2	20,1	9,6	8,9	 35,04
Type of trip*							
Package tour	305	15,1	14,4	19,0	21,3	30,2	 44,40
Individually-arranged tour	1955	14,2	34,7	17,8	15,0	18,3	 38,99
Business-arranged tour	96	4,2	34,4	27,1	16,7	17,7	 41,57
Purpose of visit*							
Vacation/holiday	2144	14,6	31,8	18,1	15,3	20,2	 39,72
Conference/large meeting	112	4,5	33,9	24,1	22,3	15,2	 40,78
Business/small meeting	94	3,2	28,7	29,8	16,0	22,3	 42,98
Education and training	111	38,7	34,2	14,4	7,2	5,4	 30,73
Visiting friends/relatives	224	20,5	33,0	16,1	12,5	17,9	 37,86
Business incentives package	14	14,3	42,9	35,7	0,0	7,1	 33,21
Temporary employment in Iceland	21	19,0	38,1	23,8	9,5	9,5	 34,81
Health/medical treatment	7	28,6	42,9	0,0	0,0	28,6	 36,14
Event in Iceland (leisure related)	194	15,5	32,0	16,0	19,6	17,0	 39,02

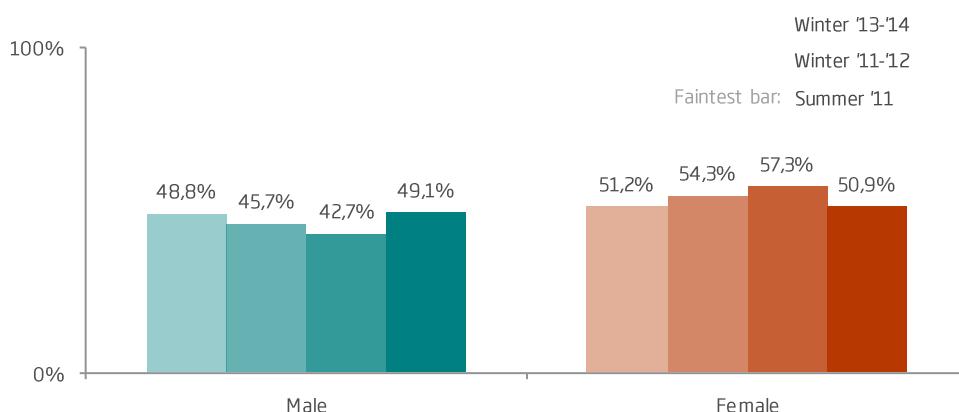
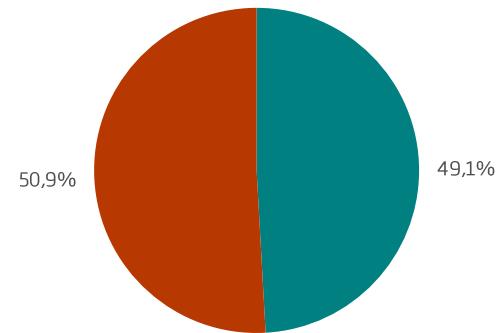
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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



Q.5. Gender.

	Count	%
Male	1275	49,1
Female	1321	50,9
Number of responses	2596	100,0
Number of respondents	2596	98,7
Did not answer	33	1,3
Total	2629	100,0





Q.5. Gender.

	Number of answers	Male	Female	
	Count	%	%	
Total	2596	49,1	50,9	49% 51%
Age*				
24 years and younger	381	42,5	57,5	43% 57%
25-34 years	815	47,6	52,4	48% 52%
35-44 years	455	54,5	45,5	55% 45%
45-54 years	393	47,8	52,2	48% 52%
55 years and older	492	53,3	46,7	53% 47%
What is your profession?*				
Managerial	303	63,0	37,0	63% 37%
Professionals (dr./lawyer/account. etc.)	571	52,9	47,1	53% 47%
Other professionals	337	48,1	51,9	48% 52%
Teacher/Medical care	321	34,9	65,1	35% 65%
Clerical/Service	153	38,6	61,4	39% 61%
Vocational/Technical	124	79,0	21,0	79% 21%
Unskilled	12	66,7	33,3	67% 33%
Student	409	41,8	58,2	42% 58%
Retired/Homemaker	197	45,7	54,3	46% 54%
Artist/Musician/Actor etc.	39	59,0	41,0	59% 41%
Other	100	42,0	58,0	42% 58%
Household income*				
High	1036	51,9	48,1	52% 48%
Average	920	43,5	56,5	43% 57%
Low	528	54,5	45,5	55% 45%
Market area*				
Central/Southern Europe	847	54,4	45,6	54% 46%
North America	715	45,6	54,4	46% 54%
Scandinavia	541	44,5	55,5	45% 55%
Britain	266	49,6	50,4	50% 50%
Asia	40	35,0	65,0	35% 65%
Other	187	54,0	46,0	54% 46%
Transportation*				
Airline	2430	47,3	52,7	47% 53%
M/S Norröna	166	75,3	24,7	75% 25%

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



Q.5. Gender.

	Number of answers	Male	Female	
	Count	%	%	
Total	2596	49,1	50,9	49% 51%
Nationality*				
American	537	45,3	54,7	45% 55%
British	229	52,4	47,6	52% 48%
Swedish	201	43,8	56,2	44% 56%
German	200	56,0	44,0	56% 44%
French	197	52,8	47,2	53% 47%
Canadian	167	43,7	56,3	44% 56%
Dutch	167	53,3	46,7	53% 47%
Danish	151	58,9	41,1	59% 41%
Norwegian	120	33,3	66,7	33% 67%
Australian	80	46,3	53,8	46% 54%
Italian	68	58,8	41,2	59% 41%
Spanish	66	48,5	51,5	48% 52%
Swiss	47	51,1	48,9	51% 49%
Belgian	45	68,9	31,1	69% 31%
Other	321	47,7	52,3	48% 52%
Type of trip*				
Package tour	315	42,5	57,5	43% 57%
Individually-arranged tour	1978	49,8	50,2	50% 50%
Business-arranged tour	96	50,0	50,0	50% 50%
Purpose of visit*				
Vacation/holiday	2174	49,0	51,0	49% 51%
Conference/large meeting	113	50,4	49,6	50% 50%
Business/small meeting	91	65,9	34,1	66% 34%
Education and training	109	33,9	66,1	34% 66%
Visiting friends/relatives	229	41,9	58,1	42% 58%
Business incentives package	14	71,4	28,6	71% 29%
Temporary employment in Iceland	21	61,9	38,1	62% 38%
Health/medical treatment	7	14,3	85,7	14% 86%
Event in Iceland (leisure related)	198	43,9	56,1	44% 56%

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

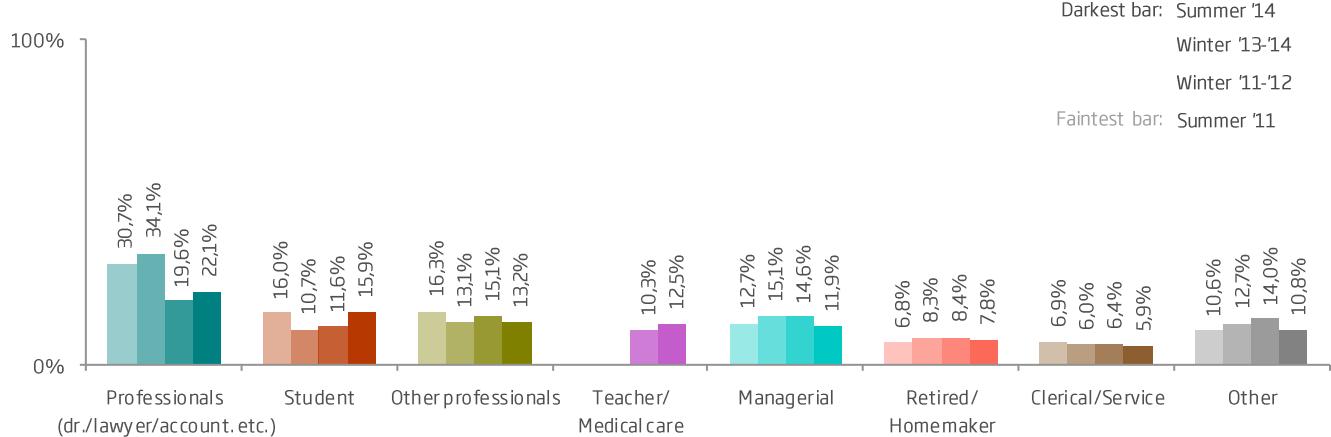
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

PROFESSION



Q.6. What is your profession?

	Count	%
Professionals (dr./lawyer/account. etc.)	574	22,1
Student	412	15,9
Other professionals	342	13,2
Teacher/Medical care	325	12,5
Managerial	309	11,9
Retired/Homemaker	203	7,8
Clerical/Service	153	5,9
Vocational/Technical	125	4,8
Artist/Musician/Actor etc.	40	1,5
Unskilled	13	0,5
Other	102	3,9
Number of responses	2598	100,0
Number of respondents	2598	98,8
Did not answer	31	1,2
Total	2629	100,0





Q. 6. What is your profession?

	Number of answers	Professionals (dr./lawyer/ account. etc.)	Student	Other professionals	Teacher/ Medical care	Managerial	Retired/ Homemaker	Clerical/ Service	Other
	Count	%	%	%	%	%	%	%	%
Total	2598	22,1	15,9	13,2	12,5	11,9	7,8	5,9	10,8
Gender*									
Male	1258	24,0	13,6	12,9	8,9	15,2	7,2	4,7	13,6
Female	1308	20,6	18,2	13,4	16,0	8,6	8,2	7,2	8,0
Age*									
24 years and younger	376	5,3	74,5	4,3	3,5	1,6	0,5	3,7	6,6
25-34 years	815	27,4	14,5	16,3	11,8	10,2	0,7	6,0	13,1
35-44 years	455	29,2	0,2	16,9	16,7	16,7	1,3	7,7	11,2
45-54 years	388	25,0	0,0	14,9	17,3	20,1	2,8	7,0	12,9
55 years and older	498	17,9	0,0	10,8	12,2	11,8	34,3	4,0	8,8
Household income*									
High	1040	29,3	14,7	13,8	9,6	13,2	8,5	2,9	8,0
Average	923	18,2	13,5	13,7	18,2	7,5	6,6	9,2	13,1
Low	531	15,8	18,8	11,9	9,6	18,1	7,0	6,2	12,6
Market area*									
Central/Southern Europe	848	19,0	16,3	12,7	12,1	16,2	5,1	7,7	11,0
North America	711	25,0	15,9	13,6	13,8	8,9	9,6	4,1	9,1
Scandinavia	543	19,7	17,3	12,2	12,5	9,9	9,2	7,2	12,0
Britain	268	22,4	11,6	17,5	10,8	10,8	9,3	5,2	12,3
Asia	38	18,4	18,4	5,3	23,7	18,4	10,5	2,6	2,6
Other	190	32,1	15,3	11,6	9,5	10,0	6,8	2,6	12,1
Transportation*									
Airline	2435	22,5	16,8	13,3	12,4	11,7	6,7	6,1	10,5
M/S Norröna	163	16,6	1,8	10,4	14,1	15,3	23,9	3,1	14,7

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



Q. 6. What is your profession?

	Number of answers	Professionals (dr./lawyer/ account. etc.)	Student	Other professionals	Teacher/ Medical care	Managerial	Retired/ Homemaker	Clerical/ Service	Other
	Count	%	%	%	%	%	%	%	%
Total	2598	22,1	15,9	13,2	12,5	11,9	7,8	5,9	10,8
Nationality*									
American	532	27,4	15,6	12,4	14,5	9,8	8,8	3,8	7,7
British	231	19,0	11,7	16,0	11,3	13,0	10,8	5,6	12,6
Swedish	204	25,0	16,7	16,7	11,3	7,8	8,8	6,9	6,9
German	199	30,2	20,6	10,1	11,1	9,0	5,5	3,0	10,6
French	198	8,6	18,2	9,6	10,6	36,4	3,0	6,1	7,6
Canadian	169	18,9	16,0	20,1	8,9	4,7	11,8	5,9	13,6
Dutch	164	18,3	14,6	18,9	11,6	7,3	10,4	5,5	13,4
Danish	151	9,3	17,9	8,6	11,9	15,9	14,6	8,6	13,2
Norwegian	118	22,0	17,8	7,6	15,3	5,1	7,6	8,5	16,1
Australian	79	34,2	8,9	13,9	12,7	5,1	16,5	1,3	7,6
Italian	70	11,4	15,7	10,0	8,6	10,0	5,7	22,9	15,7
Spanish	66	16,7	9,1	10,6	28,8	7,6	1,5	13,6	12,1
Swiss	47	17,0	21,3	14,9	12,8	6,4	4,3	10,6	12,8
Belgian	46	19,6	13,0	13,0	17,4	19,6	2,2	10,9	4,3
Other	324	28,1	16,0	12,7	11,4	13,3	2,2	3,1	13,3
Type of trip*									
Package tour	318	20,1	13,2	11,3	11,0	11,0	14,5	10,1	8,8
Individually-arranged tour	1979	22,9	15,7	13,2	13,4	11,7	7,0	5,0	11,0
Business-arranged tour	99	26,3	9,1	19,2	6,1	19,2	1,0	10,1	9,1
Purpose of visit*									
Vacation/holiday	2174	22,9	14,5	12,8	13,2	12,1	8,6	5,9	9,9
Conference/large meeting	116	28,4	12,9	17,2	15,5	6,9	1,7	4,3	12,9
Business/small meeting	94	25,5	6,4	18,1	5,3	17,0	2,1	6,4	19,1
Education and training	110	10,0	51,8	13,6	11,8	1,8	0,9	3,6	6,4
Visiting friends/relatives	232	17,7	22,4	14,2	12,1	6,0	7,3	3,9	16,4
Business incentives package	15	33,3	13,3	0,0	0,0	20,0	0,0	13,3	20,0
Temporary employment in Iceland	21	19,0	19,0	14,3	9,5	0,0	4,8	4,8	28,6
Health/medical treatment	6	0,0	16,7	16,7	33,3	0,0	0,0	33,3	0,0
Event in Iceland (leisure related)	197	21,8	17,3	14,2	8,6	12,7	5,6	5,1	14,7

*Significant difference between groups according to Chi-square test ($p < 0.05$).

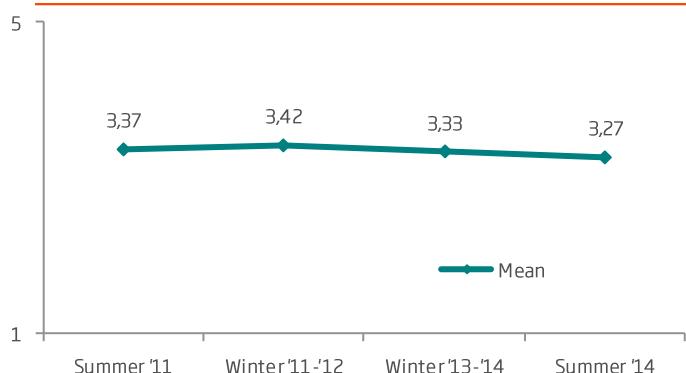
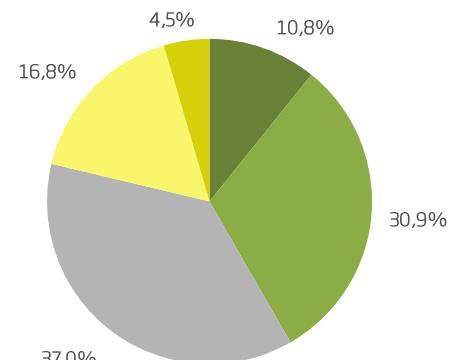
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

HOUSEHOLD INCOME



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

	Count	%
High (5)	271	10,8
High average (4)	777	30,9
Average (3)	930	37,0
Low average (2)	421	16,8
Low (1)	114	4,5
Number of responses	2513	100,0
Number of respondents	2513	95,6
Did not answer	116	4,4
Total	2629	100,0



Mean 3,27
Standard deviation 1,01

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

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

HOUSEHOLD INCOME



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

	Number of answers	High	Average	Low	
	Count	%	%	%	
Total	2513	41,7	37,0	21,3	
Gender					
Male	1226	43,9	32,6	23,5	
Female	1258	39,6	41,3	19,1	
Age					
24 years and younger	350	39,7	37,1	23,1	
25-34 years	800	33,3	43,9	22,9	
35-44 years	451	45,9	36,6	17,5	
45-54 years	376	47,1	32,2	20,7	
55 years and older	473	50,3	29,4	20,3	
What is your profession?*					
Managerial	302	45,4	22,8	31,8	
Professionals (dr./lawyer/account. etc.)	557	54,8	30,2	15,1	
Other professionals	333	43,2	37,8	18,9	
Teacher/Medical care	319	31,3	52,7	16,0	
Clerical/Service	148	20,3	57,4	22,3	
Vocational/Technical	124	27,4	48,4	24,2	
Unskilled	11	27,3	54,5	18,2	
Student	378	40,5	33,1	26,5	
Retired/Homemaker	186	47,3	32,8	19,9	
Artist/Musician/Actor etc.	37	24,3	45,9	29,7	
Other	99	37,4	38,4	24,2	
Market area*					
Central/Southern Europe	801	32,3	38,7	29,0	
North America	694	54,0	34,1	11,8	
Scandinavia	534	35,4	36,9	27,7	
Britain	263	43,0	41,1	16,0	
Asia	38	55,3	36,8	7,9	
Other	183	49,7	35,0	15,3	
Transportation*					
Airline	2362	43,1	36,9	20,0	
M/S Norröna	151	19,2	39,1	41,7	

*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	2513	41,7	37,0	21,3	
Nationality*					
American	524	56,3	33,2	10,5	
British	226	45,1	41,6	13,3	
Swedish	203	45,8	35,0	19,2	
German	182	25,3	36,3	38,5	
French	190	24,2	35,3	40,5	
Canadian	160	48,8	34,4	16,9	
Dutch	161	49,7	31,7	18,6	
Danish	147	23,1	31,3	45,6	
Norwegian	117	33,3	46,2	20,5	
Australian	76	52,6	30,3	17,1	
Italian	61	23,0	47,5	29,5	
Spanish	65	16,9	67,7	15,4	
Swiss	44	34,1	38,6	27,3	
Belgian	41	46,3	36,6	17,1	
Other	316	43,0	39,2	17,7	
Type of trip*					
Package tour	296	40,2	37,5	22,3	
Individually-arranged tour	1932	41,9	37,0	21,2	
Business-arranged tour	99	49,5	31,3	19,2	
Purpose of visit*					
Vacation/holiday	2111	42,0	37,0	21,0	
Conference/large meeting	113	54,0	26,5	19,5	
Business/small meeting	92	51,1	27,2	21,7	
Education and training	106	30,2	37,7	32,1	
Visiting friends/relatives	226	35,8	42,9	21,2	
Business incentives package	14	35,7	28,6	35,7	
Temporary employment in Iceland	20	25,0	45,0	30,0	
Health/medical treatment	7	0,0	71,4	28,6	
Event in Iceland (leisure related)	192	43,8	37,5	18,8	

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

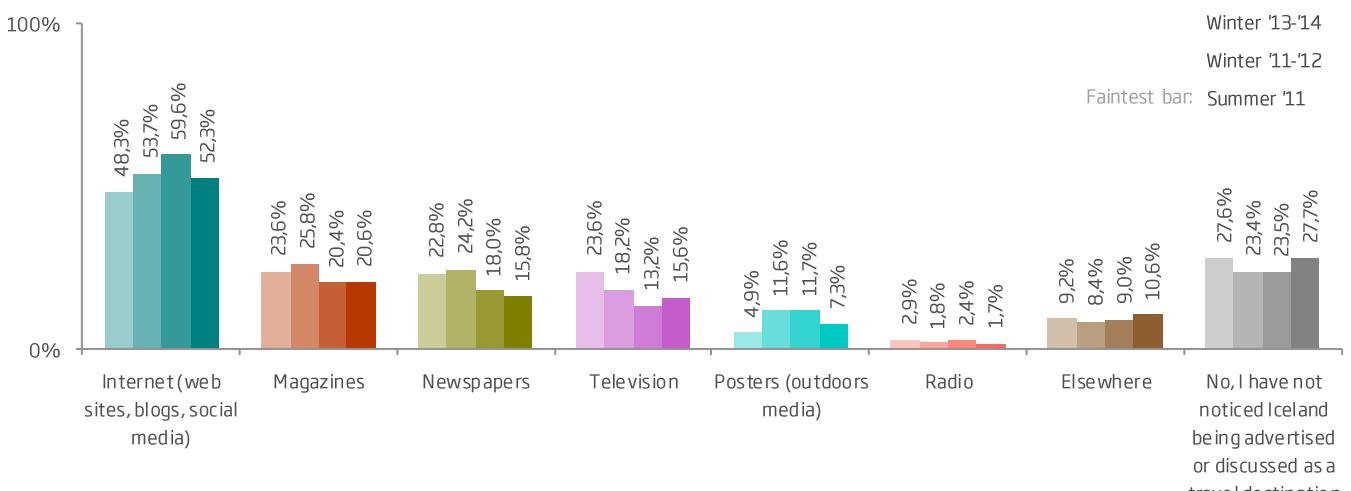
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

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)	1311	52,3	34,5
Magazines	516	20,6	13,6
Newspapers	397	15,8	10,5
Television	391	15,6	10,3
Posters (outdoors media)	182	7,3	4,8
Radio	42	1,7	1,1
Elsewhere	266	10,6	7,0
No, I have not noticed Iceland being advertised or discussed as a travel destination	694	27,7	18,3
Number of responses	3799	151,4	100,0
Number of respondents	2509	95,4	
Did not answer	120	4,6	
Total	2629	100,0	



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?

	Number of answers	Internet (web sites, blogs, social media)	Magazines	Newspapers	Television	Posters (outdoors media)	Radio	Elsewhere	No, I have not noticed Iceland being advertised or discussed as a travel destination
	Count	%	%	%	%	%	%	%	%
Total	2509	52,3	20,6	15,8	15,6	7,3	1,7	10,6	27,7
Gender									
Male	1207	53,4	20,5	16,2	17,4	7,4	1,7	9,8	28,3
Female	1271	51,4	20,8	15,6	13,9	7,2	1,6	11,5	27,2
Age									
24 years and younger	364	55,2	17,9	10,7	12,6	10,2	1,6	9,1	31,0
25-34 years	782	57,7	19,7	12,9	13,8	10,5	2,2	7,7	27,7
35-44 years	444	52,7	19,6	13,7	14,9	6,3	1,6	9,9	28,4
45-54 years	375	49,1	21,9	17,1	16,0	3,7	1,1	11,5	29,3
55 years and older	484	43,6	23,6	24,8	20,2	3,9	1,4	15,7	23,8
What is your profession?									
Managerial	294	49,3	19,4	15,3	13,3	7,1	0,3	10,5	30,3
Professionals (dr./lawyer/account. etc.)	555	52,3	20,9	17,3	13,5	7,4	2,0	9,9	29,7
Other professionals	325	56,0	18,2	16,9	13,2	8,0	1,5	9,8	25,5
Teacher/Medical care	317	53,3	23,3	16,1	20,2	5,7	2,2	11,0	23,3
Clerical/Service	147	53,1	18,4	12,2	17,7	5,4	0,7	11,6	24,5
Vocational/Technical	118	54,2	19,5	11,0	17,8	6,8	0,8	11,0	23,7
Unskilled	13	38,5	23,1	15,4	23,1	7,7	0,0	0,0	38,5
Student	388	55,4	17,5	11,1	14,7	9,8	2,1	8,8	31,4
Retired/Homemaker	195	39,5	27,7	20,5	17,9	3,1	0,5	16,4	26,7
Artist/Musician/Actor etc.	39	46,2	15,4	15,4	12,8	7,7	5,1	17,9	28,2
Household income									
High	1016	51,0	22,5	16,2	12,9	6,6	1,4	11,2	28,7
Average	891	52,6	20,3	14,9	15,8	8,1	1,5	10,7	26,3
Low	505	55,2	16,6	16,6	18,2	7,1	2,6	8,7	27,9
Market area									
Central/Southern Europe	806	50,9	24,8	13,3	23,4	5,7	2,1	9,8	27,0
North America	701	53,2	17,8	12,0	11,0	11,0	1,3	12,7	28,1
Scandinavia	520	52,9	18,5	25,8	12,1	3,8	1,3	10,4	26,9
Britain	262	52,7	19,1	19,1	9,5	12,2	3,1	6,1	26,7
Asia	36	75,0	38,9	5,6	8,3	5,6	0,0	2,8	19,4
Transportation									
Airline	2350	51,9	19,9	15,3	14,2	7,6	1,6	10,3	28,4
M/S Norröna	159	57,2	30,2	23,9	35,8	2,5	2,5	15,1	16,4

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?

	Number of answers	Internet (web sites, blogs, social media)	Magazines	Newspapers	Television	Posters (outdoors media)	Radio	Elsewhere	No, I have not noticed Iceland being advertised or discussed as a travel destination
	Count	%	%	%	%	%	%	%	%
Total	2509	52,3	20,6	15,8	15,6	7,3	1,7	10,6	27,7
Nationality									
American	528	51,1	17,6	8,3	8,9	10,4	0,9	12,7	30,9
British	226	49,6	19,0	19,9	10,6	10,6	3,5	6,2	28,8
Swedish	193	50,3	19,7	23,8	13,0	1,0	2,6	9,3	33,2
German	190	53,7	26,3	24,2	42,1	5,3	4,7	7,9	16,8
French	187	48,7	19,3	11,2	23,0	10,2	1,1	10,7	28,3
Canadian	163	57,1	20,2	22,7	17,8	9,8	1,8	14,1	20,2
Dutch	158	49,4	29,1	10,1	17,7	7,0	0,6	10,1	27,8
Danish	142	56,3	13,4	28,9	12,7	7,7	0,7	14,8	21,1
Norwegian	117	47,9	20,5	24,8	7,7	3,4	0,0	5,1	29,9
Australian	79	40,5	21,5	15,2	21,5	6,3	0,0	20,3	34,2
Italian	66	59,1	30,3	4,5	13,6	3,0	1,5	12,1	22,7
Spanish	64	56,3	29,7	7,8	10,9	6,3	1,6	6,3	31,3
Swiss	41	48,8	26,8	19,5	14,6	7,3	2,4	9,8	29,3
Belgian	44	36,4	25,0	18,2	18,2	2,3	0,0	15,9	31,8
Other	311	60,8	18,0	11,6	13,2	4,8	1,6	8,7	28,0
Type of trip*									
Package tour	318	56,3	24,8	17,6	18,6	3,1	1,9	10,1	24,2
Individually-arranged tour	1957	52,0	20,6	15,5	15,3	8,0	1,8	10,7	27,7
Business-arranged tour	97	51,5	18,6	20,6	12,4	6,2	3,1	5,2	27,8
Purpose of visit*									
Vacation/holiday	2155	52,4	20,8	15,1	16,1	6,8	1,7	10,7	27,6
Conference/large meeting	114	51,8	15,8	21,1	13,2	7,9	0,0	7,9	26,3
Business/small meeting	92	55,4	23,9	18,5	16,3	6,5	5,4	5,4	31,5
Education and training	111	59,5	18,9	17,1	19,8	13,5	2,7	10,8	26,1
Visiting friends/relatives	227	58,1	22,9	22,0	18,9	8,4	4,8	12,8	22,5
Business incentives package	15	73,3	20,0	20,0	20,0	6,7	0,0	13,3	20,0
Temporary employment in Iceland	20	65,0	25,0	20,0	25,0	10,0	0,0	10,0	25,0
Health/medical treatment	6	100,0	33,3	33,3	50,0	16,7	0,0	0,0	0,0
Event in Iceland (leisure related)	197	64,0	29,4	23,9	21,8	14,7	3,6	11,2	17,3

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

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

THE IDEA OF COMING TO ICELAND



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

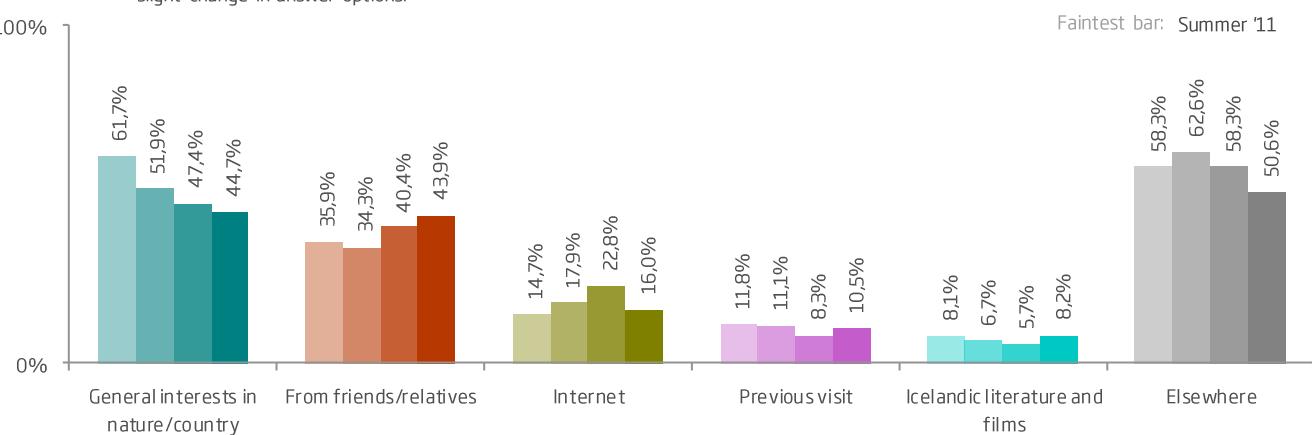
	Count respondents	% respondents	% responses
General interests in nature/country	597	44,7	25,7
From friends/relatives	586	43,9	25,2
Internet	213	16,0	9,2
Previous visit	140	10,5	6,0
Icelandic literature and films	110	8,2	4,7
Article on Iceland in newspaper/magazine	104	7,8	4,5
Travel agent or airline	92	6,9	4,0
International collaboration/conference/NGO	75	5,6	3,2
Tourist brochure/guidebook	67	5,0	2,9
Business relations with Iceland	50	3,7	2,2
TV/radio broadcast	45	3,4	1,9
Layover (Airlines)	36	2,7	1,6
Advertisement in newspapers/Magazines	28	2,1	1,2
Music	26	1,9	1,1
Horseriding/related activities	4	0,3	0,2
Elsewhere	149	11,2	6,4
Number of responses*	2322	173,9	100,0
Number of respondents	1335	50,8	
Did not get question**	1249	47,5	
Did not answer	45	1,7	
Total	2629	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, with a slight change in answer options.

Darkest bar: Summer '14
Winter '13-'14
Winter '11-'12

Faintest bar: Summer '11



THE IDEA OF COMING TO ICELAND



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

	Number of answers	General interests in nature/country	From friends/relatives	Internet	Previous visit	Icelandic literature and films	Elsewhere
	Count	%	%	%	%	%	%
Total	1335						
Gender							
Male	636	45,9	42,5	15,1	9,4	8,8	44,2
Female	683	43,6	45,8	17,0	11,7	7,6	41,6
Age							
24 years and younger	181	47,0	46,4	23,8	7,7	3,9	45,9
25-34 years	417	46,8	47,5	18,7	7,0	9,6	36,5
35-44 years	248	46,0	42,7	13,7	10,5	8,1	41,5
45-54 years	208	40,4	39,9	12,5	16,8	8,2	43,3
55 years and older	241	44,0	40,7	11,2	13,7	9,5	51,5
What is your profession?							
Managerial	145	45,5	43,4	13,1	9,7	6,9	40,0
Professionals (dr./lawyer/account. etc.)	292	41,4	45,2	14,0	9,2	7,9	39,0
Other professionals	177	55,4	40,7	20,3	10,2	13,0	46,9
Teacher/Medical care	188	45,7	42,0	14,9	11,2	7,4	42,6
Clerical/Service	70	34,3	57,1	7,1	11,4	10,0	47,1
Vocational/Technical	65	49,2	44,6	23,1	15,4	9,2	40,0
Unskilled	10	70,0	40,0	20,0	10,0	10,0	20,0
Student	203	41,9	46,3	20,7	7,9	3,9	48,3
Retired/Homemaker	96	45,8	38,5	14,6	14,6	7,3	42,7
Artist/Musician/Actor etc.	20	35,0	50,0	10,0	15,0	30,0	45,0
Household income							
High	540	41,3	43,9	15,7	8,0	8,0	45,7
Average	465	46,2	46,5	18,9	11,2	9,5	41,9
Low	281	49,5	43,8	12,8	14,9	7,8	38,1
Market area							
Central/Southern Europe	430	55,3	44,7	14,7	11,4	10,7	37,0
North America	370	38,4	43,8	16,2	6,8	7,3	48,6
Scandinavia	288	38,2	46,2	11,8	16,7	3,8	44,8
Britain	136	40,4	39,0	16,9	11,0	10,3	42,6
Asia	22	50,0	45,5	45,5	4,5	9,1	31,8
Transportation							
Airline	1253	43,7	44,4	15,7	9,4	8,2	43,4
M/S Norröna	82	61,0	36,6	19,5	26,8	8,5	34,1

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?

	Number of answers	General interests in nature/country	From friends/relatives	Internet	Previous visit	Icelandic literature and films	Elsewhere
	Count	%	%	%	%	%	%
Total	1335						
Nationality							
American	279	35,1	48,0	15,1	6,8	7,5	45,9
British	116	41,4	33,6	18,1	10,3	10,3	42,2
Swedish	103	40,8	40,8	10,7	17,5	4,9	44,7
German	94	60,6	46,8	12,8	21,3	16,0	33,0
French	98	63,3	46,9	13,3	8,2	11,2	31,6
Canadian	82	47,6	31,7	23,2	4,9	7,3	58,5
Dutch	86	43,0	38,4	18,6	10,5	7,0	46,5
Danish	79	35,4	46,8	10,1	24,1	0,0	46,8
Norwegian	69	37,7	52,2	11,6	5,8	5,8	43,5
Australian	40	47,5	47,5	20,0	2,5	15,0	45,0
Italian	32	31,3	46,9	15,6	9,4	9,4	43,8
Spanish	40	62,5	47,5	10,0	2,5	0,0	32,5
Swiss	19	57,9	47,4	10,5	31,6	15,8	31,6
Belgian	22	63,6	50,0	9,1	0,0	0,0	18,2
Other	176	46,0	43,2	23,9	9,1	10,2	43,8
Type of trip*							
Package tour	168	53,0	36,9	18,5	11,3	6,5	52,4
Individually-arranged tour	1047	46,2	46,7	16,1	11,0	8,7	38,8
Business-arranged tour	52	11,5	7,7	7,7	11,5	3,8	84,6
Purpose of visit*							
Vacation/holiday	1140	49,9	46,8	17,6	10,4	9,1	38,4
Conference/large meeting	72	18,1	16,7	9,7	8,3	9,7	83,3
Business/small meeting	50	18,0	16,0	8,0	16,0	12,0	82,0
Education and training	51	29,4	29,4	7,8	17,6	3,9	74,5
Visiting friends/relatives	126	31,0	76,2	7,9	28,6	8,7	30,2
Business incentives package	<5						
Temporary employment in Iceland	11	45,5	18,2	0,0	36,4	9,1	45,5
Health/medical treatment	6	66,7	50,0	0,0	16,7	0,0	66,7
Event in Iceland (leisure related)	106	31,1	51,9	17,9	14,2	7,5	58,5

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

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

THE IDEA OF COMING TO ICELAND



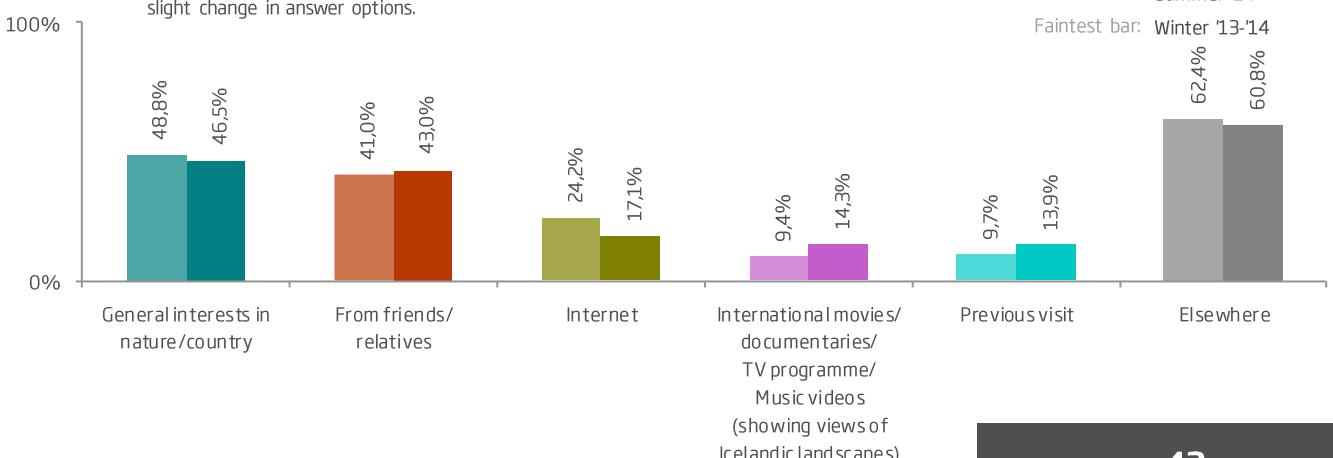
Q.10. Where did you get the idea of coming to Iceland?

	Count respondents	% respondents	% responses
General interests in nature/country	565	46,5	23,8
From friends/relatives	523	43,0	22,0
Internet	208	17,1	8,7
International movies/documentaries/TV programme/Music videos (showing views of Icelandic landscapes)	174	14,3	7,3
Previous visit	169	13,9	7,1
Article on Iceland in newspaper/magazine	111	9,1	4,7
Travel agent or airline	88	7,2	3,7
Tourist brochure/guidebook	78	6,4	3,3
Icelandic literature	72	5,9	3,0
Icelandic films (films produced in Iceland)	71	5,8	3,0
International collaboration/conference/NGO	57	4,7	2,4
Business relations with Iceland	37	3,0	1,6
Layover (Airlines)	29	2,4	1,2
Advertisement in newspapers/Magazines	27	2,2	1,1
Music	22	1,8	0,9
Horseriding/related activities	17	1,4	0,7
Radio broadcast	3	0,2	0,1
Elsewhere	127	10,4	5,3
Number of responses*	2378	195,6	100,0
Number of respondents	1216	46,3	
Did not get question**	1380	52,5	
Did not answer	33	1,3	
Total	2629	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 9, with a slight change in answer options.

Darkest bar: Summer '14
Faintest bar: Winter '13-'14



THE IDEA OF COMING TO ICELAND



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

	Number of answers	General interests in nature/country	From friends/relatives	Internet	International movies/documents/TV programme/Music videos (showing views of Icelandic landscapes)	Previous visit	Elsewhere
	Count	%	%	%	%	%	%
Total	1216						
Gender							
Male	593	47,9	40,5	17,0	14,5	13,7	46,9
Female	608	44,9	45,9	17,6	14,1	14,0	46,5
Age							
24 years and younger	189	50,3	50,8	23,3	16,9	4,2	42,9
25-34 years	382	49,2	45,5	21,5	16,5	9,7	41,1
35-44 years	202	43,6	42,1	15,3	12,4	15,8	42,6
45-54 years	172	41,3	30,2	11,0	12,8	19,2	57,6
55 years and older	249	45,0	43,0	10,8	11,2	22,5	53,4
What is your profession?							
Managerial	157	52,2	37,6	15,9	9,6	14,6	40,1
Professionals (dr./lawyer/account. etc.)	271	48,0	45,8	19,9	16,6	15,1	45,0
Other professionals	152	44,7	43,4	12,5	13,8	15,8	52,0
Teacher/Medical care	133	45,1	38,3	20,3	12,8	22,6	48,1
Clerical/Service	77	46,8	37,7	15,6	19,5	6,5	41,6
Vocational/Technical	55	41,8	43,6	20,0	10,9	7,3	47,3
Unskilled	<5						
Student	194	50,0	45,4	19,6	20,1	8,2	41,8
Retired/Homemaker	104	42,3	45,2	10,6	10,6	16,3	54,8
Artist/Musician/Actor etc.	19	36,8	47,4	5,3	10,5	21,1	63,2
Household income							
High	483	45,3	44,1	19,0	12,6	13,7	48,0
Average	443	43,6	40,6	17,2	13,3	11,5	44,2
Low	240	50,4	44,2	13,8	17,5	20,0	48,3
Market area							
Central/Southern Europe	407	60,9	41,0	13,3	14,7	17,4	44,2
North America	332	37,7	43,1	22,9	13,9	7,8	52,4
Scandinavia	241	37,8	45,2	12,4	8,3	21,2	48,5
Britain	124	37,9	44,4	14,5	13,7	11,3	35,5
Asia	15	53,3	53,3	46,7	13,3	0,0	40,0
Transportation							
Airline	1133	44,7	43,2	17,1	13,9	12,6	46,4
M/S Norröna	83	71,1	39,8	16,9	19,3	31,3	48,2

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?

	Number of answers	General interests in nature/country	From friends/relatives	Internet	International movies/documents/TV programme/Music videos (showing views of Icelandic landscapes)	Previous visit	Elsewhere
	Count	%	%	%	%	%	%
Total	1216						
Nationality							
American	250	38,8	45,2	22,0	13,2	7,2	48,4
British	109	34,9	46,8	12,8	14,7	11,9	33,0
Swedish	93	34,4	45,2	14,0	8,6	23,7	37,6
German	106	65,1	44,3	10,4	13,2	24,5	44,3
French	94	74,5	36,2	16,0	9,6	17,0	39,4
Canadian	80	35,0	42,5	25,0	12,5	10,0	58,8
Dutch	78	44,9	46,2	16,7	16,7	17,9	48,7
Danish	67	37,3	47,8	6,0	9,0	23,9	59,7
Norwegian	50	50,0	54,0	22,0	8,0	16,0	50,0
Australian	39	41,0	41,0	23,1	30,8	2,6	51,3
Italian	35	40,0	37,1	8,6	20,0	14,3	42,9
Spanish	24	75,0	37,5	12,5	20,8	4,2	33,3
Swiss	28	60,7	42,9	10,7	10,7	21,4	57,1
Belgian	22	54,5	31,8	18,2	18,2	18,2	50,0
Other	141	48,9	35,5	21,3	21,3	7,8	49,6
Type of trip*							
Package tour	152	50,0	43,4	20,4	17,1	11,8	50,0
Individually-arranged tour	948	48,3	43,6	16,8	13,8	15,1	44,5
Business-arranged tour	47	17,0	23,4	6,4	8,5	17,0	72,3
Purpose of visit*							
Vacation/holiday	1053	50,1	45,0	18,6	15,3	13,7	43,4
Conference/large meeting	44	18,2	18,2	2,3	4,5	13,6	86,4
Business/small meeting	44	22,7	18,2	2,3	4,5	25,0	77,3
Education and training	60	41,7	28,3	15,0	15,0	13,3	68,3
Visiting friends/relatives	107	31,8	75,7	11,2	9,3	35,5	30,8
Business incentives package	12	16,7	25,0	8,3	16,7	16,7	58,3
Temporary employment in Iceland	10	40,0	30,0	30,0	20,0	30,0	50,0
Health/medical treatment	<5						
Event in Iceland (leisure related)	93	38,7	48,4	25,8	11,8	23,7	55,9

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

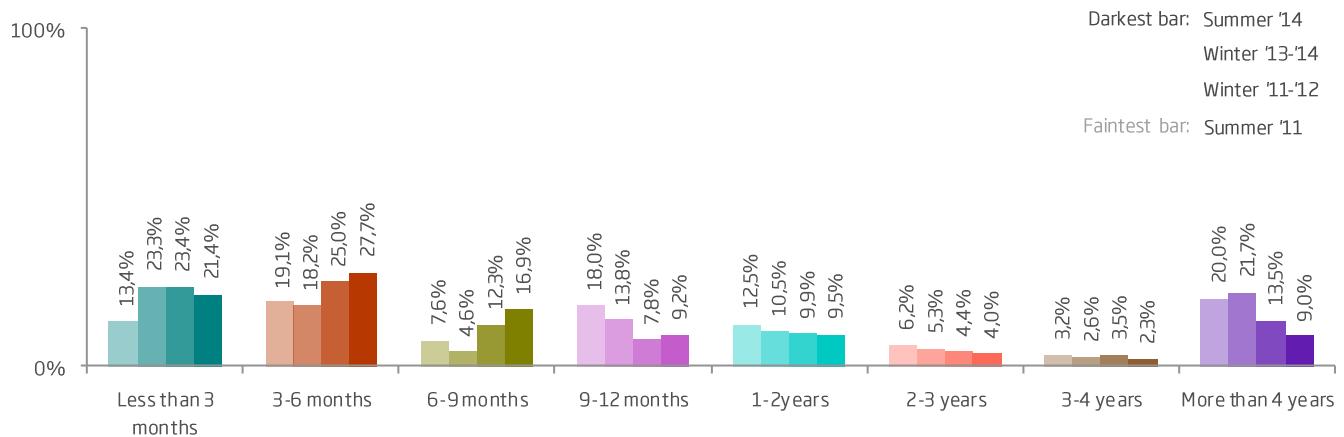
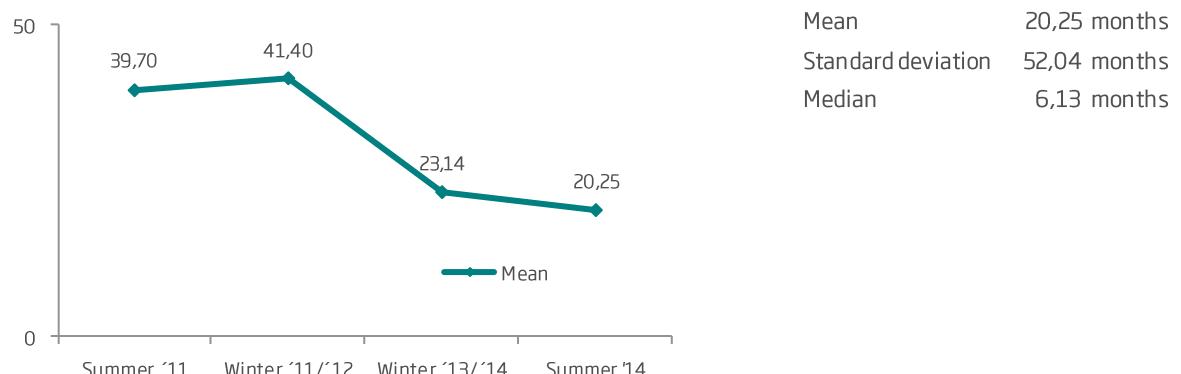
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

FIRST CONSIDERING COMING TO ICELAND



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

	Count	%
Less than 3 months	403	21,4
3-6 months	521	27,7
6-9 months	319	16,9
9-12 months	173	9,2
1-2 years	178	9,5
2-3 years	76	4,0
3-4 years	43	2,3
More than 4 years	170	9,0
Number of responses	1883	100,0
Number of respondents	1883	71,6
Did not answer	746	28,4
Total	2629	100,0



FIRST CONSIDERING 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	1883	21,4	27,7	26,1	9,5	6,3	9,0	20,25
Gender								
Male	914	22,1	27,4	26,5	9,2	5,5	9,4	21,05
Female	947	20,8	28,2	25,4	9,8	7,3	8,4	18,84
Age*								
24 years and younger	281	24,2	28,1	26,7	8,9	8,2	3,9	12,03
25-34 years	599	21,2	25,5	25,4	10,7	8,3	8,8	18,14
35-44 years	338	23,1	27,5	24,0	11,8	3,6	10,1	19,83
45-54 years	266	18,8	30,1	28,9	8,3	3,8	10,2	24,29
55 years and older	362	19,3	30,4	27,3	6,1	5,0	11,9	28,11
What is your profession?								
Managerial	224	23,2	27,2	26,8	8,5	5,8	8,5	18,48
Professionals (dr./lawyer/account. etc.)	419	21,0	32,7	20,5	9,3	5,7	10,7	23,32
Other professionals	248	20,2	25,0	29,0	10,1	4,4	11,3	24,40
Teacher/Medical care	242	23,6	25,6	22,7	9,9	6,6	11,6	20,54
Clerical/Service	108	16,7	29,6	26,9	10,2	8,3	8,3	17,30
Vocational/Technical	85	18,8	24,7	27,1	11,8	5,9	11,8	20,27
Unskilled	9	44,4	44,4	11,1	0,0	0,0	0,0	3,71
Student	296	26,0	23,3	28,0	9,8	9,5	3,4	12,98
Retired/Homemaker	150	11,3	27,3	40,7	8,0	5,3	7,3	25,73
Artist/Musician/Actor etc.	23	26,1	13,0	26,1	8,7	8,7	17,4	27,64
Other	66	22,7	37,9	19,7	10,6	4,5	4,5	10,43
Household income								
High	769	22,9	28,6	24,6	9,0	5,9	9,1	19,80
Average	660	20,8	27,1	27,1	10,3	5,6	9,1	19,35
Low	393	20,1	26,7	26,5	8,9	8,4	9,4	22,98
Market area								
Central/Southern Europe	617	19,6	24,8	29,5	9,2	7,3	9,6	21,06
North America	510	17,8	29,4	28,8	10,4	4,9	8,6	19,14
Scandinavia	377	23,9	27,9	23,3	9,3	7,2	8,5	19,80
Britain	205	23,4	30,2	20,5	10,2	6,3	9,3	23,33
Asia	22	59,1	31,8	0,0	4,5	0,0	4,5	8,42
Other	152	26,3	28,9	21,7	7,2	5,9	9,9	19,37
Transportation*								
Airline	1761	22,7	28,7	24,9	9,5	6,1	8,2	18,97
M/S Norröna	122	3,3	13,1	44,3	9,0	9,0	21,3	38,79

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

FIRST CONSIDERING 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	1883	21,4	27,7	26,1	9,5	6,3	9,0	20,25
Nationality*								
American	389	18,5	28,8	26,2	10,8	5,7	10,0	22,28
British	169	21,9	30,2	22,5	10,1	5,3	10,1	27,12
Swedish	145	26,2	25,5	21,4	9,7	5,5	11,7	26,56
German	143	12,6	20,3	34,3	12,6	7,7	12,6	28,76
French	138	21,7	26,8	34,8	7,2	4,3	5,1	11,18
Canadian	121	19,0	31,4	31,4	9,9	2,5	5,8	11,21
Dutch	115	13,0	28,7	33,0	8,7	7,0	9,6	21,80
Danish	106	23,6	21,7	25,5	9,4	7,5	12,3	21,86
Norwegian	85	15,3	40,0	27,1	8,2	9,4	0,0	9,12
Australian	67	22,4	32,8	25,4	9,0	4,5	6,0	21,40
Italian	52	26,9	17,3	25,0	11,5	11,5	7,7	16,51
Spanish	50	50,0	20,0	14,0	4,0	6,0	6,0	13,01
Swiss	33	15,2	21,2	24,2	3,0	18,2	18,2	29,98
Belgian	34	11,8	23,5	26,5	17,6	5,9	14,7	25,74
Other	236	29,2	30,1	18,6	7,2	6,8	8,1	15,30
Type of trip*								
Package tour	233	18,5	27,0	32,6	9,0	4,7	8,2	18,69
Individually-arranged tour	1505	20,8	27,7	25,4	9,4	6,6	10,1	20,93
Business-arranged tour	63	49,2	19,0	19,0	4,8	3,2	4,8	15,29
Purpose of visit*								
Vacation/holiday	1656	19,9	28,1	26,3	9,8	6,3	9,5	21,14
Conference/large meeting	76	23,7	28,9	26,3	6,6	5,3	9,2	20,35
Business/small meeting	63	39,7	27,0	17,5	3,2	1,6	11,1	23,64
Education and training	82	20,7	26,8	26,8	8,5	6,1	11,0	19,99
Visiting friends/relatives	174	23,6	21,8	26,4	8,0	9,2	10,9	26,37
Business incentives package	9	66,7	0,0	33,3	0,0	0,0	0,0	4,35
Temporary employment in Iceland	9	33,3	11,1	33,3	11,1	0,0	11,1	59,57
Health/medical treatment	5	20,0	20,0	40,0	0,0	0,0	20,0	47,21
Event in Iceland (leisure related)	150	18,7	23,3	29,3	10,0	8,7	10,0	23,38

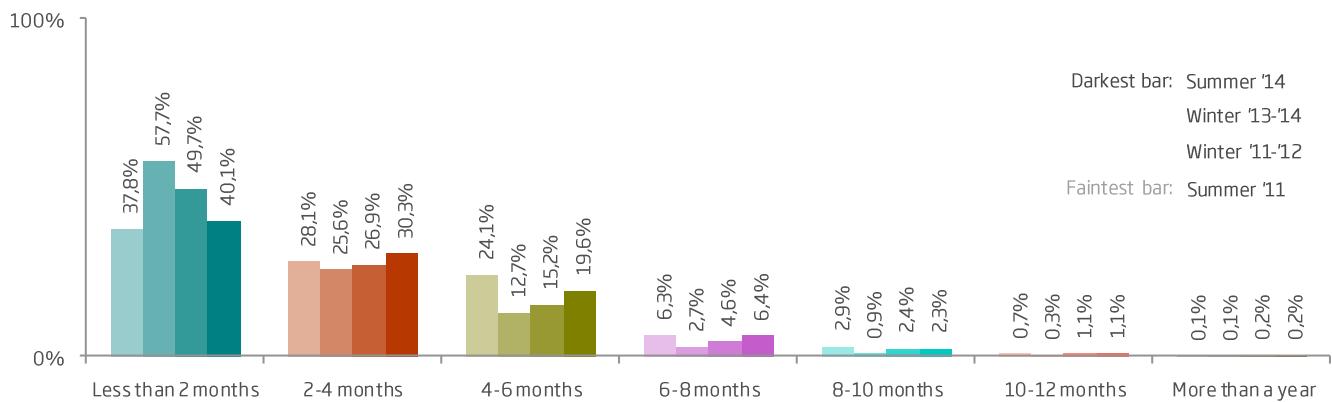
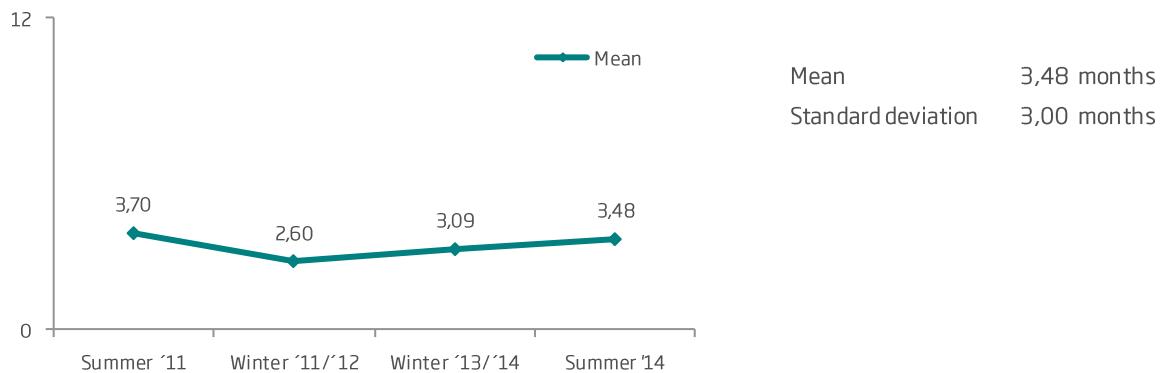
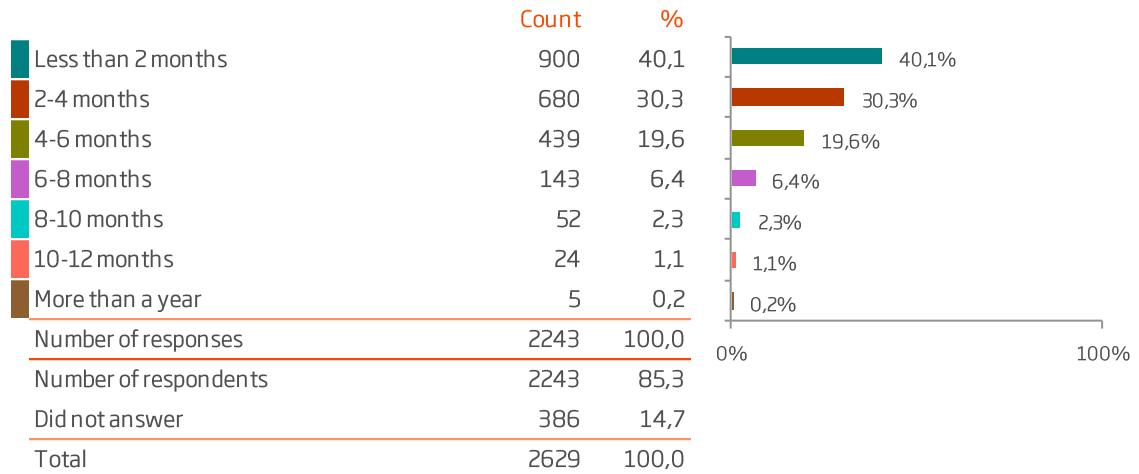
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

TIME BETWEEN BOOKING AND DEPARTURE



Q.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	2243	40,1	30,3	19,6	6,4	3,6	
Gender							
Male	1090	40,5	30,3	19,7	5,2	4,3	
Female	1127	39,9	30,2	19,6	7,3	3,0	
Age*							
24 years and younger	304	46,7	30,9	16,4	3,6	2,3	
25-34 years	708	43,5	29,9	19,1	5,2	2,3	
35-44 years	413	39,2	31,7	19,4	5,8	3,9	
45-54 years	325	34,2	31,1	20,9	8,0	5,8	
55 years and older	440	35,7	28,4	21,8	9,1	5,0	
What is your profession?*							
Managerial	271	38,0	31,0	22,5	3,7	4,8	
Professionals (dr./lawyer/account. etc.)	504	42,9	29,6	18,8	6,2	2,6	
Other professionals	295	41,4	29,8	18,0	7,5	3,4	
Teacher/Medical care	289	38,4	29,4	18,7	9,0	4,5	
Clerical/Service	129	28,7	31,0	27,1	8,5	4,7	
Vocational/Technical	102	36,3	30,4	22,5	6,9	3,9	
Unskilled	12	58,3	16,7	16,7	8,3	0,0	
Student	325	48,9	29,8	15,7	3,7	1,8	
Retired/Homemaker	178	24,7	34,3	22,5	10,7	7,9	
Artist/Musician/Actor etc.	35	57,1	25,7	11,4	5,7	0,0	
Other	86	44,2	32,6	19,8	1,2	2,3	
Household income							
High	945	42,5	30,9	18,0	5,2	3,4	
Average	791	37,5	30,3	21,4	7,0	3,8	
Low	433	39,3	30,3	19,9	6,9	3,7	
Market area*							
Central/Southern Europe	659	34,3	29,7	23,4	9,0	3,6	
North America	647	37,7	31,5	21,0	5,7	4,0	
Scandinavia	480	44,6	32,1	16,0	5,0	2,3	
Britain	244	45,5	27,5	17,6	5,3	4,1	
Asia	35	68,6	25,7	2,9	2,9	0,0	
Other	178	45,5	28,1	15,7	5,1	5,6	
Transportation*							
Airline	2116	41,8	30,9	18,7	5,8	2,8	
M/S Norröna	127	11,8	21,3	33,9	16,5	16,5	

*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 months	6-8 months	More than 8 months	
	Count	%	%	%	%	%	
Total	2243	40,1	30,3	19,6	6,4	3,6	3,48
Nationality*							
American	488	38,5	31,1	20,9	5,3	4,1	3,56
British	214	41,1	29,9	16,8	7,5	4,7	3,48
Swedish	188	52,1	28,7	12,8	4,3	2,1	2,89
German	92	26,1	22,8	29,3	12,0	9,8	4,65
French	175	31,4	28,0	32,0	6,9	1,7	3,79
Canadian	148	38,5	32,4	20,3	5,4	3,4	3,43
Dutch	146	27,4	37,7	21,9	10,3	2,7	3,85
Danish	131	36,6	37,4	17,6	4,6	3,8	3,41
Norwegian	107	36,4	29,9	24,3	7,5	1,9	3,61
Australian	77	42,9	28,6	18,2	6,5	3,9	3,44
Italian	63	50,8	25,4	14,3	9,5	0,0	2,94
Spanish	61	57,4	24,6	14,8	1,6	1,6	2,69
Swiss	23	30,4	26,1	34,8	0,0	8,7	5,21
Belgian	43	25,6	25,6	23,3	18,6	7,0	4,66
Other	287	50,5	30,0	11,5	4,5	3,5	2,95
Type of trip*							
Package tour	279	28,7	29,4	24,7	12,5	4,7	4,23
Individually-arranged tour	1782	40,5	30,9	19,0	5,9	3,6	3,45
Business-arranged tour	80	62,5	23,8	8,8	3,8	1,3	2,12
Purpose of visit*							
Vacation/holiday	1944	37,9	30,6	20,9	6,8	3,8	3,60
Conference/large meeting	106	51,9	30,2	14,2	2,8	0,9	2,74
Business/small meeting	85	62,4	25,9	9,4	1,2	1,2	2,15
Education and training	98	52,0	32,7	11,2	3,1	1,0	2,71
Visiting friends/relatives	208	49,5	26,9	18,3	3,4	1,9	2,93
Business incentives package	13	46,2	38,5	15,4	0,0	0,0	2,48
Temporary employment in Iceland	18	55,6	22,2	16,7	5,6	0,0	2,66
Health/medical treatment	7	28,6	42,9	14,3	14,3	0,0	3,28
Event in Iceland (leisure related)	173	37,0	26,6	24,9	8,1	3,5	3,62

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

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

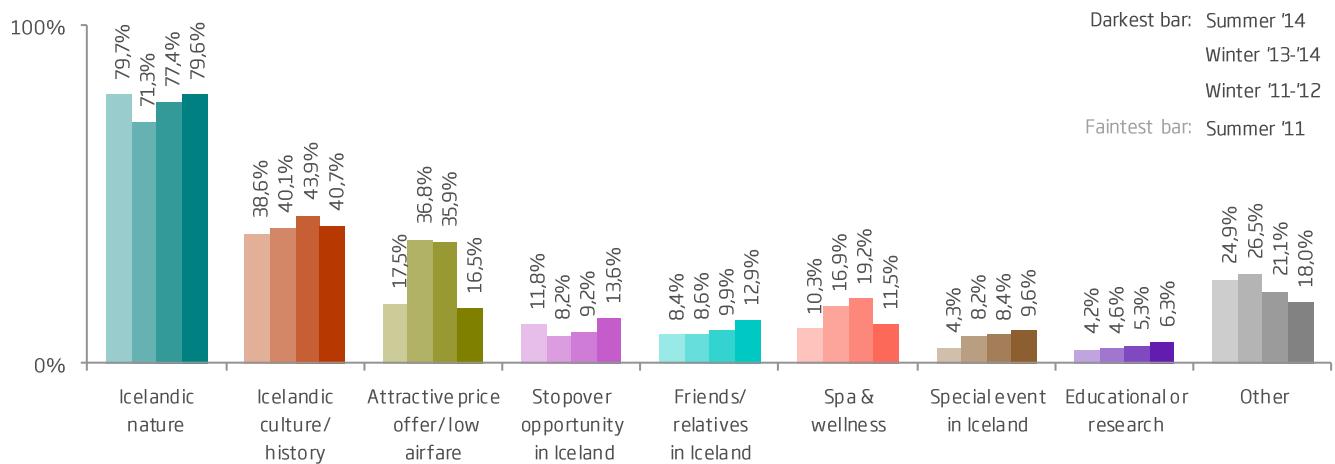
FACTORS CONCERNING THE DECISION TO VISIT ICELAND



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

	Count respondents	% respondents	% responses
Icelandic nature	2016	79,6	38,2
Icelandic culture/history	1031	40,7	19,5
Attractive price offer / low airfare	417	16,5	7,9
Stopover opportunity in Iceland	344	13,6	6,5
Friends/relatives in Iceland	327	12,9	6,2
Spa & wellness	291	11,5	5,5
Special event in Iceland	243	9,6	4,6
Educational or research	159	6,3	3,0
Conference/meeting in Iceland	124	4,9	2,3
Business relations in Iceland	73	2,9	1,4
Horseriding/related activities	20	0,8	0,4
Health & medical treatment	8	0,3	0,2
Other	231	9,1	4,4
Number of responses*	5284	208,5	100,0
Number of respondents	2534	96,4	
Did not answer	95	3,6	
Total	2629	100,0	

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



FACTORS CONCERNING THE DECISION TO VISIT ICELAND



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

	Number of answers	Icelandic nature	Icelandic culture/history	Attractive price offer / low airfare	Stopover opportunity in Iceland	Friends/relatives in Iceland	Other
	Count	%	%	%	%	%	%
Total	2534						
Gender							
Male	1222	80,4	40,3	16,4	13,0	11,7	35,0
Female	1282	78,8	41,0	16,5	14,1	14,2	39,8
Age							
24 years and younger	363	79,9	47,9	19,6	16,0	14,6	41,0
25-34 years	794	83,8	41,3	19,4	11,2	14,1	36,5
35-44 years	449	75,9	35,9	13,4	14,3	12,0	38,8
45-54 years	379	78,1	34,3	14,5	11,6	11,1	41,7
55 years and older	487	77,2	44,1	14,6	16,4	11,1	32,0
What is your profession?							
Managerial	298	82,2	34,6	12,4	11,4	8,1	38,9
Professionals (dr./lawyer/account. etc.)	561	80,6	40,5	15,7	12,5	11,6	36,5
Other professionals	329	76,9	38,6	18,5	16,4	12,2	37,7
Teacher/Medical care	321	82,2	40,8	17,1	14,3	12,1	32,4
Clerical/Service	147	80,3	44,2	17,0	8,2	12,2	37,4
Vocational/Technical	120	75,8	37,5	19,2	10,0	15,8	29,2
Unskilled	13	84,6	38,5	15,4	0,0	23,1	46,2
Student	389	78,4	44,7	18,8	14,4	16,7	44,5
Retired/Homemaker	197	80,7	43,7	16,8	21,3	12,2	23,9
Artist/Musician/Actor etc.	39	71,8	48,7	15,4	10,3	20,5	59,0
Household income							
High	1015	79,6	42,0	17,5	15,4	11,5	38,7
Average	903	77,9	40,3	16,6	13,8	14,4	36,2
Low	517	82,8	37,3	15,5	10,1	13,3	36,8
Market area							
Central/Southern Europe	830	88,6	34,0	9,6	4,7	12,0	32,4
North America	700	72,0	47,0	27,6	33,9	10,1	31,7
Scandinavia	523	73,6	35,2	14,5	5,5	19,5	48,8
Britain	259	77,6	47,5	19,7	7,7	12,7	49,4
Asia	36	88,9	33,3	8,3	2,8	11,1	22,2
Transportation							
Airline	2372	78,3	40,5	17,2	14,5	13,2	38,4
M/S Norröna	162	97,5	43,8	6,2	0,6	8,6	25,3

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

FACTORS CONCERNING THE DECISION TO VISIT ICELAND



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

	Number of answers	Icelandic nature	Icelandic culture/history	Attractive price offer / low airfare	Stopover opportunity in Iceland	Friends/relatives in Iceland	Other
	Count	%	%	%	%	%	%
Total	2534						
Nationality							
American	528	73,9	47,2	24,2	29,4	11,4	32,6
British	225	74,2	44,0	19,1	9,3	12,0	50,2
Swedish	196	79,6	42,3	13,3	2,6	16,8	49,0
German	200	87,0	33,0	9,0	6,0	14,5	34,5
French	189	91,5	37,6	12,2	5,8	11,1	33,3
Canadian	161	64,6	45,3	39,1	46,6	6,8	29,8
Dutch	163	89,0	37,4	5,5	8,6	12,9	29,4
Danish	143	68,5	22,4	24,5	7,7	23,8	44,8
Norwegian	118	73,7	47,5	9,3	5,1	18,6	50,0
Australian	79	89,9	59,5	6,3	10,1	10,1	22,8
Italian	67	83,6	31,3	1,5	3,0	19,4	38,8
Spanish	64	93,8	29,7	9,4	4,7	6,3	21,9
Swiss	46	97,8	37,0	13,0	2,2	6,5	39,1
Belgian	44	90,9	27,3	11,4	0,0	13,6	22,7
Other	311	80,4	40,2	12,2	6,4	11,3	42,8
Type of trip*							
Package tour	320	88,4	42,8	10,0	6,3	4,1	33,1
Individually-arranged tour	1992	80,8	41,4	18,0	14,9	14,4	35,8
Business-arranged tour	99	39,4	19,2	1,0	7,1	8,1	93,9
Purpose of visit*							
Vacation/holiday	2190	84,8	43,3	18,4	15,0	11,6	30,5
Conference/large meeting	116	49,1	25,9	2,6	4,3	7,8	94,8
Business/small meeting	94	56,4	17,0	6,4	6,4	13,8	90,4
Education and training	112	75,0	49,1	8,0	2,7	9,8	86,6
Visiting friends/relatives	233	72,1	40,3	13,3	4,3	84,1	46,4
Business incentives package	14	78,6	21,4	7,1	21,4	7,1	78,6
Temporary employment in Iceland	21	71,4	33,3	14,3	4,8	47,6	76,2
Health/medical treatment	7	100,0	57,1	0,0	14,3	14,3	71,4
Event in Iceland (leisure related)	198	65,2	42,4	14,1	3,5	33,8	87,4

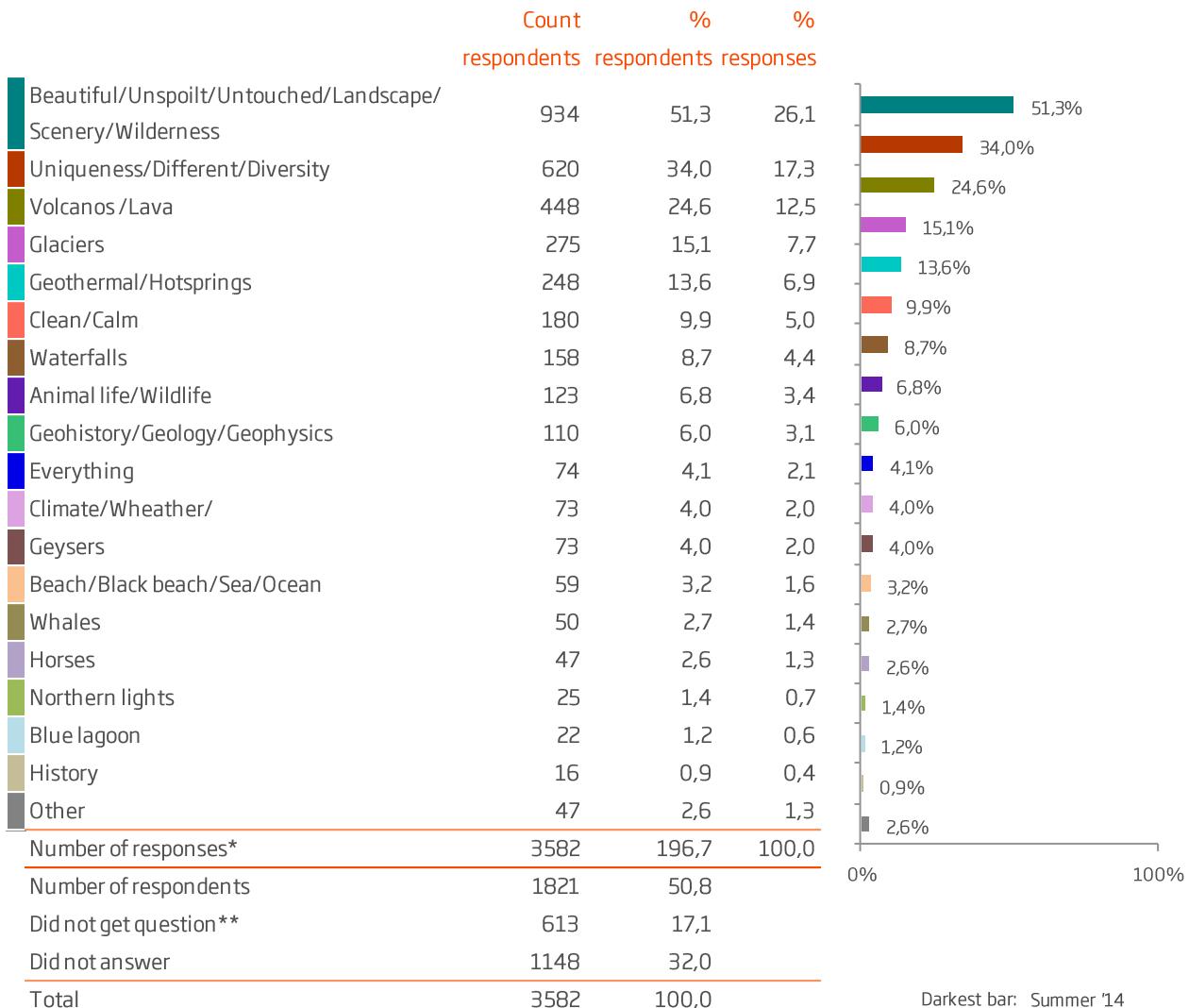
When respondents can choose more than one answer, significance between groups is not calculated.

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

ICELANDIC NATURE AS A MOTIVATOR

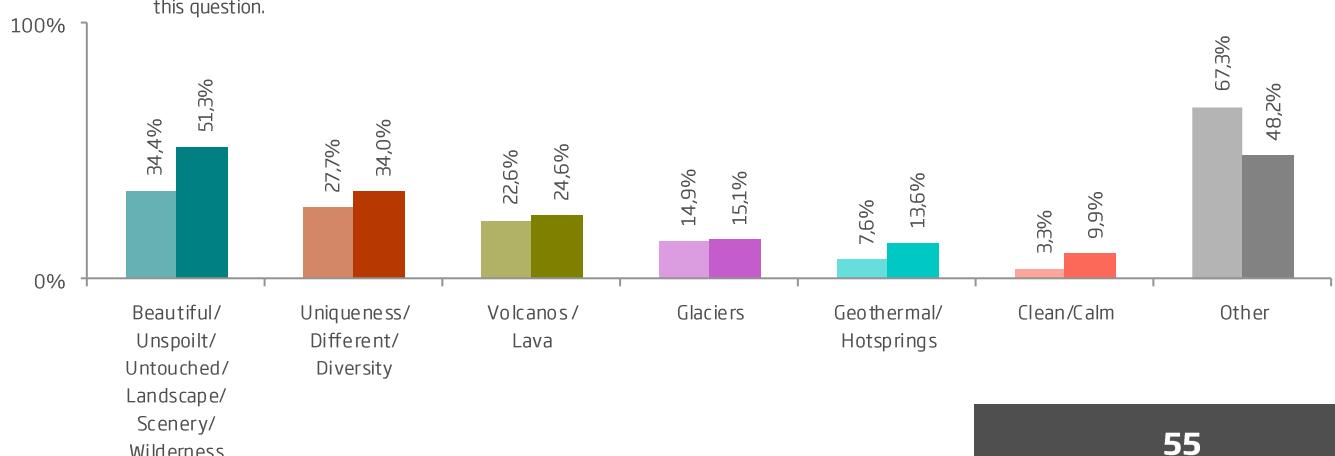


Q.14. What was it about Icelandic nature that motivated your decision to visit Iceland?



*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?

	Number of answers	Beautiful/ Unspoilt/ Untouched/ Landscape/ Scenery/ Wilderness	Uniqueness/ Different/ Diversity	Volcanos / Lava	Glaciers	Geothermal/ Hotsprings	Other
	Count	%	%	%	%	%	%
Total	1821						
Gender							
Male	877	53,1	30,3	25,0	15,3	12,7	42,3
Female	922	49,6	37,4	24,5	14,8	14,6	44,1
Age							
24 years and younger	252	55,6	46,4	22,2	10,3	10,7	35,3
25-34 years	602	50,8	37,2	23,6	14,3	12,1	41,4
35-44 years	316	53,5	31,6	23,1	13,0	12,7	39,2
45-54 years	262	47,7	31,3	28,2	21,0	14,9	48,9
55 years and older	346	51,4	24,3	27,5	17,1	17,3	50,3
What is your profession?							
Managerial	222	52,3	31,1	26,1	18,5	13,1	37,8
Professionals (dr./lawyer/account. etc.)	403	52,6	33,3	23,3	17,6	10,4	40,9
Other professionals	237	52,7	34,2	25,3	16,9	13,5	45,1
Teacher/Medical care	234	55,6	30,3	29,9	16,2	17,9	47,4
Clerical/Service	103	39,8	35,0	23,3	9,7	16,5	51,5
Vocational/Technical	83	48,2	34,9	12,0	7,2	10,8	49,4
Unskilled	10	20,0	70,0	30,0	10,0	10,0	30,0
Student	271	56,1	41,7	24,4	11,4	12,9	37,3
Retired/Homemaker	147	44,2	24,5	27,9	15,0	18,4	49,0
Artist/Musician/Actor etc.	28	42,9	42,9	7,1	0,0	3,6	42,9
Household income							
High	748	53,1	34,9	25,8	15,1	12,7	42,8
Average	641	51,2	30,4	23,4	13,4	15,9	44,6
Low	370	48,9	37,8	25,1	17,3	12,4	41,9
Market area							
Central/Southern Europe	622	46,9	33,8	30,4	18,5	13,5	46,1
North America	482	57,3	36,9	18,3	13,9	11,4	38,0
Scandinavia	354	48,0	34,5	23,2	8,8	18,6	45,2
Britain	186	50,5	30,1	22,6	13,4	10,8	42,5
Asia	30	56,7	20,0	30,0	20,0	13,3	43,3
Transportation							
Airline	1690	51,2	35,2	23,5	14,4	13,4	42,2
M/S Norröna	131	52,7	19,1	38,9	23,7	16,8	57,3

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?

	Number of answers	Beautiful/ Unspoilt/ Untouched/ Landscape/ Scenery/ Wilderness	Uniqueness/ Different/ Diversity	Volcanos / Lava	Glaciers	Geothermal/ Hotsprings	Other
	Count	%	%	%	%	%	%
Total		1821					
Nationality							
American	377	57,6	38,2	16,4	13,5	10,9	40,1
British	153	51,6	30,1	21,6	12,4	10,5	45,1
Swedish	140	55,0	31,4	21,4	8,6	18,6	45,7
German	102	52,9	21,6	32,4	25,5	15,7	54,9
French	162	46,3	35,2	38,3	19,1	11,1	39,5
Canadian	98	51,0	37,8	23,5	13,3	11,2	32,7
Dutch	139	55,4	35,3	21,6	8,6	8,6	43,9
Danish	96	50,0	31,3	20,8	10,4	13,5	41,7
Norwegian	77	39,0	40,3	24,7	3,9	23,4	42,9
Australian	70	58,6	42,9	20,0	15,7	10,0	41,4
Italian	52	23,1	50,0	25,0	17,3	13,5	50,0
Spanish	59	35,6	32,2	33,9	30,5	18,6	40,7
Swiss	29	51,7	31,0	24,1	13,8	17,2	55,2
Belgian	37	32,4	40,5	29,7	16,2	10,8	54,1
Other	230	54,8	26,5	30,9	21,7	18,7	44,8
Type of trip*							
Package tour	259	49,4	31,7	23,9	18,1	15,1	47,1
Individually-arranged tour	1463	52,0	34,5	24,7	14,0	13,3	43,1
Business-arranged tour	35	45,7	34,3	17,1	11,4	8,6	22,9
Purpose of visit*							
Vacation/holiday	1683	51,8	33,8	25,5	15,2	14,0	43,4
Conference/large meeting	48	54,2	37,5	22,9	18,8	12,5	31,3
Business/small meeting	47	63,8	34,0	10,6	10,6	10,6	40,4
Education and training	78	44,9	34,6	23,1	23,1	14,1	47,4
Visiting friends/relatives	152	54,6	34,2	13,8	9,2	12,5	45,4
Business incentives package	10	30,0	30,0	30,0	20,0	0,0	30,0
Temporary employment in Iceland	13	30,8	23,1	15,4	7,7	15,4	46,2
Health/medical treatment	7	14,3	28,6	0,0	0,0	14,3	71,4
Event in Iceland (leisure related)	117	61,5	29,9	19,7	12,0	13,7	47,9

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

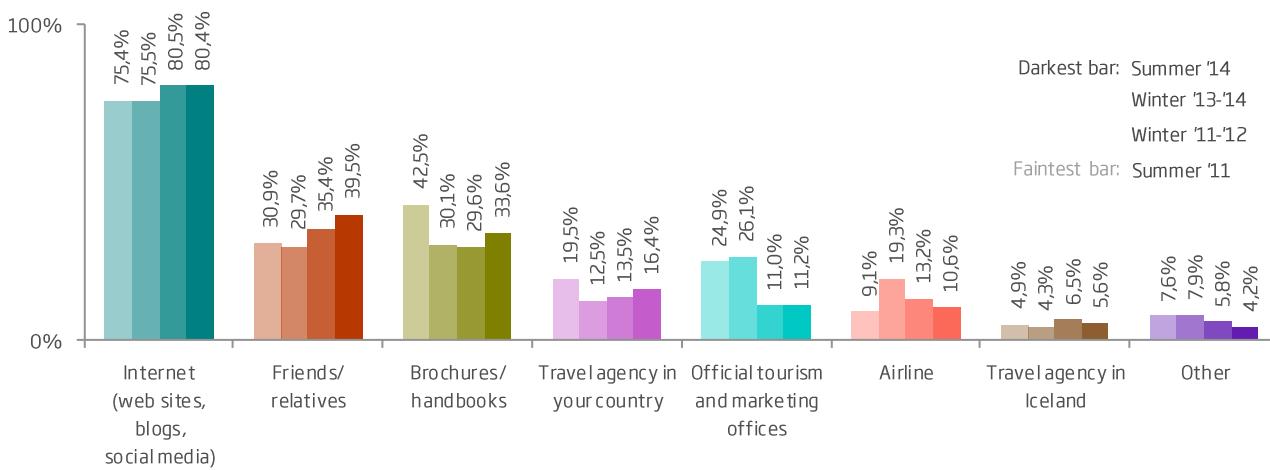
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

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)	2012	80,4	39,9
Friends/relatives	990	39,5	19,6
Brochures/handbooks	841	33,6	16,7
Travel agency in your country	411	16,4	8,1
Official tourism and marketing offices	281	11,2	5,6
Airline	265	10,6	5,3
Travel agency in Iceland	141	5,6	2,8
Other	105	4,2	2,1
Number of responses	5046	201,5	100,0
Number of respondents	2504	95,2	
Did not answer	125	4,8	
Total	2629	100,0	



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?

	Number of answers	Internet (web sites, blogs, social media)	Friends/ relatives	Brochures/ handbooks	Travel agency in your country	Official tourism and marketing offices	Airline	Other
	Count	%	%	%	%	%	%	%
Total	2504	80,4	39,5	33,6	16,4	11,2	10,6	9,6
Gender								
Male	1209	79,8	36,7	32,9	17,7	10,8	9,6	8,6
Female	1265	81,5	42,4	34,2	15,3	11,7	11,6	10,6
Age								
24 years and younger	359	81,3	47,6	34,0	11,7	12,3	12,8	10,3
25-34 years	786	84,9	43,5	34,1	10,9	10,9	9,3	7,3
35-44 years	444	81,8	35,6	33,1	12,8	9,7	12,4	8,1
45-54 years	371	81,4	35,0	31,5	21,6	11,3	10,8	13,2
55 years and older	482	72,4	35,1	35,9	27,6	11,4	9,1	12,0
What is your profession?								
Managerial	296	82,8	32,8	35,5	15,2	9,5	9,5	9,5
Professionals (dr./lawyer/account. etc.)	555	85,0	37,3	31,7	15,7	12,4	11,2	8,6
Other professionals	326	83,7	42,3	36,5	13,8	10,1	9,2	8,9
Teacher/Medical care	317	80,1	40,7	38,8	14,2	13,2	13,9	10,7
Clerical/Service	146	76,0	32,2	32,9	22,6	11,0	6,8	11,0
Vocational/Technical	117	73,5	38,5	29,1	23,9	16,2	11,1	4,3
Unskilled	13	76,9	23,1	15,4	7,7	15,4	0,0	15,4
Student	383	79,9	49,1	32,1	11,0	11,2	11,0	11,2
Retired/Homemaker	196	70,4	33,2	39,8	32,7	8,7	12,2	10,7
Artist/Musician/Actor etc.	37	78,4	54,1	24,3	8,1	5,4	8,1	5,4
Household income								
High	1004	83,1	38,0	33,0	13,8	10,9	11,5	10,8
Average	892	80,2	40,0	34,0	15,8	12,6	11,2	9,1
Low	512	77,1	42,0	34,2	19,7	10,4	8,8	9,0
Market area								
Central/Southern Europe	822	80,4	36,6	39,9	29,9	9,4	4,9	8,9
North America	698	82,8	39,3	32,2	8,2	14,9	20,3	10,9
Scandinavia	508	71,1	47,8	27,2	12,2	8,5	8,7	10,4
Britain	255	85,1	38,8	36,1	7,8	11,0	11,0	4,7
Asia	36	80,6	33,3	5,6	13,9	11,1	25,0	
Transportation								
Airline	2343	80,4	40,0	33,2	14,4	11,4	11,3	9,9
M/S Norröna	161	80,1	32,9	38,5	45,3	8,1	0,0	6,2

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?

	Number of answers	Internet (web sites, blogs, social media)	Friends/ relatives	Brochures/ handbooks	Travel agency in your country	Official tourism and marketing offices	Airline	Other
	Count	%	%	%	%	%	%	%
Total	2504	80,4	39,5	33,6	16,4	11,2	10,6	9,6
Nationality								
American	526	84,6	41,3	32,9	6,8	14,6	18,6	10,5
British	221	84,2	33,0	38,5	9,5	12,7	10,4	7,7
Swedish	193	71,0	44,0	29,5	13,0	10,4	7,8	8,3
German	197	81,2	44,7	13,2	51,8	9,1	5,1	7,1
French	187	79,7	26,2	62,6	11,2	9,1	4,8	8,6
Canadian	161	80,7	36,0	28,0	13,0	14,9	21,7	9,3
Dutch	161	77,6	35,4	53,4	34,2	8,1	7,5	9,3
Danish	137	59,9	55,5	28,5	20,4	7,3	13,1	11,7
Norwegian	115	78,3	51,3	26,1	4,3	7,0	5,2	8,7
Australian	79	91,1	34,2	29,1	20,3	12,7	1,3	6,3
Italian	67	68,7	37,3	29,9	20,9	7,5	6,0	6,0
Spanish	64	93,8	40,6	34,4	18,8	14,1	6,3	10,9
Swiss	46	78,3	43,5	32,6	37,0	13,0	4,3	10,9
Belgian	42	71,4	35,7	64,3	31,0	2,4	4,8	4,8
Other	308	85,7	37,3	24,7	8,1	11,4	8,4	14,9
Type of trip*								
Package tour	318	74,5	31,8	34,0	43,4	12,6	6,0	12,3
Individually-arranged tour	1979	82,6	41,0	34,6	13,0	11,0	11,0	9,1
Business-arranged tour	94	63,8	28,7	9,6	9,6	13,8	12,8	17,0
Purpose of visit*								
Vacation/holiday	2186	82,3	38,6	36,0	17,9	11,8	10,7	9,2
Conference/large meeting	111	77,5	39,6	13,5	6,3	18,9	8,1	13,5
Business/small meeting	88	71,6	44,3	15,9	10,2	8,0	5,7	18,2
Education and training	109	77,1	44,0	28,4	6,4	10,1	11,0	22,0
Visiting friends/relatives	231	65,8	81,8	27,3	4,8	7,4	11,3	6,9
Business incentives package	14	57,1	42,9	0,0	7,1	7,1	14,3	14,3
Temporary employment in Iceland	20	85,0	40,0	35,0	5,0	5,0	10,0	15,0
Health/medical treatment	7	85,7	42,9	14,3	28,6	14,3	0,0	14,3
Event in Iceland (leisure related)	197	79,7	53,3	33,5	11,2	11,2	16,8	7,6

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

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

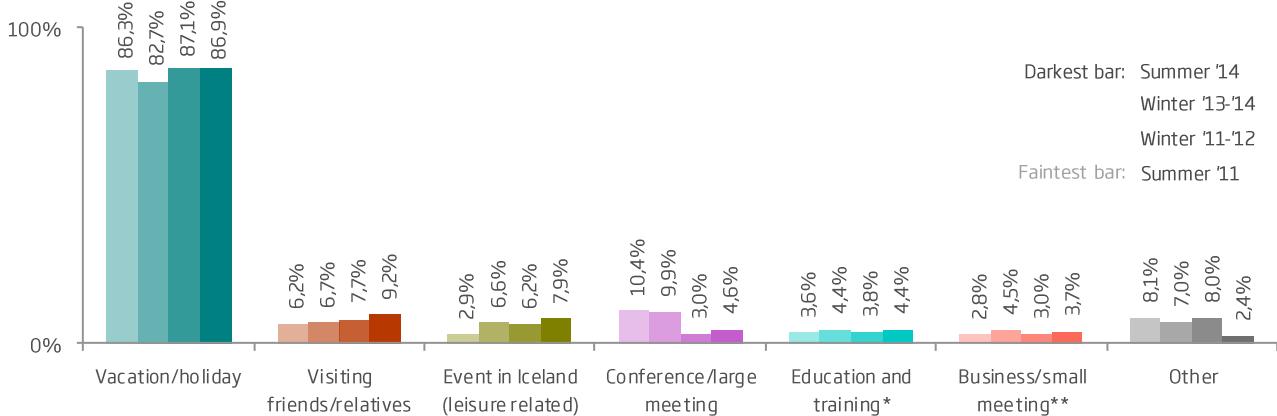
PURPOSE OF VISIT



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

	Count	%	%
	respondents	respondents	responses
Vacation/holiday	2195	86,9	72,9
Visiting friends/relatives	233	9,2	7,7
Event in Iceland (leisure related)	200	7,9	6,6
Conference/large meeting	116	4,6	3,9
Education and training	112	4,4	3,7
Business/small meeting	94	3,7	3,1
Temporary employment in Iceland	21	0,8	0,7
Business incentives package	15	0,6	0,5
Health/medical treatment	7	0,3	0,2
Other	16	0,6	0,5
Number of responses*	3009	119,1	100,0
Number of respondents	2527	96,1	
Did not answer	102	3,9	
Total	2629	100,0	

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



PURPOSE OF VISIT



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

	Number of answers	Vacation/holiday	Visiting friends/relatives	Event in Iceland (leisure related)	Conference/large meeting	Education and training	Other
	Count	%	%	%	%	%	%
Total	2527						
Gender							
Male	1219	87,4	7,9	7,1	4,7	3,0	7,4
Female	1277	86,8	10,4	8,7	4,4	5,6	4,1
Age							
24 years and younger	362	86,2	12,7	8,3	1,4	11,9	3,6
25-34 years	792	86,0	9,3	7,8	4,8	4,8	5,4
35-44 years	448	86,6	8,0	6,9	6,0	3,6	8,9
45-54 years	379	86,8	7,4	10,0	6,6	2,1	4,7
55 years and older	484	89,7	8,3	6,8	3,5	1,2	6,4
What is your profession?							
Managerial	297	88,9	4,7	8,4	2,7	0,7	6,4
Professionals (dr./lawyer/account. etc.)	560	88,8	7,3	7,7	5,9	2,0	5,7
Other professionals	327	85,3	10,1	8,6	6,1	4,6	7,0
Teacher/Medical care	320	90,0	8,8	5,3	5,6	4,1	3,1
Clerical/Service	147	87,8	6,1	6,8	3,4	2,7	7,5
Vocational/Technical	119	87,4	10,1	11,8	1,7	0,0	5,9
Unskilled	13	61,5	30,8	0,0	0,0	15,4	15,4
Student	389	81,0	13,4	8,7	3,9	14,7	3,9
Retired/Homemaker	196	94,9	8,7	5,6	1,0	0,5	3,6
Artist/Musician/Actor etc.	39	69,2	15,4	17,9	5,1	5,1	15,4
Household income							
High	1015	87,4	8,0	8,3	6,0	3,2	5,7
Average	898	87,0	10,8	8,0	3,3	4,5	5,1
Low	515	86,0	9,3	7,0	4,3	6,6	7,2
Market area							
Central/Southern Europe	826	91,5	7,5	5,6	2,5	3,9	5,8
North America	699	91,0	5,9	5,4	2,3	4,1	3,4
Scandinavia	522	73,9	16,1	13,6	10,5	5,0	9,8
Britain	259	83,0	10,4	11,6	5,4	5,8	6,9
Asia	36	97,2	8,3	2,8	2,8	2,8	5,6
Transportation							
Airline	2366	86,1	9,4	8,2	4,9	4,7	5,9
M/S Norröna	161	97,5	6,2	3,1	0,6	0,6	3,7

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?

	Number of answers	Vacation/holiday	Visiting friends/relatives	Event in Iceland (leisure related)	Conference/large meeting	Education and training	Other
	Count	%	%	%	%	%	%
Total	2527						
Nationality							
American	527	90,5	7,0	6,1	2,5	4,2	4,0
British	224	83,5	9,8	12,9	4,9	5,4	6,3
Swedish	194	79,4	16,5	10,3	9,8	6,2	11,9
German	197	91,4	7,1	10,2	2,5	3,0	3,6
French	188	92,6	7,4	6,4	1,1	1,6	5,9
Canadian	162	92,0	4,9	3,7	1,2	4,3	1,9
Dutch	162	93,2	9,3	4,9	1,9	3,1	5,6
Danish	144	66,0	20,8	16,0	8,3	4,9	11,1
Norwegian	117	79,5	9,4	12,8	10,3	2,6	6,8
Australian	79	97,5	6,3	6,3	3,8	0,0	1,3
Italian	67	86,6	9,0	7,5	3,0	4,5	4,5
Spanish	64	89,1	4,7	4,7	6,3	9,4	4,7
Swiss	46	95,7	6,5	0,0	2,2	2,2	6,5
Belgian	44	97,7	11,4	0,0	2,3	0,0	6,8
Other	312	82,1	9,0	7,1	8,3	8,0	6,7
Type of trip*							
Package tour	320	91,3	3,4	9,4	1,6	5,0	2,5
Individually-arranged tour	1995	89,7	10,3	7,7	3,9	3,6	4,6
Business-arranged tour	99	26,3	6,1	9,1	34,3	14,1	43,4

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

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

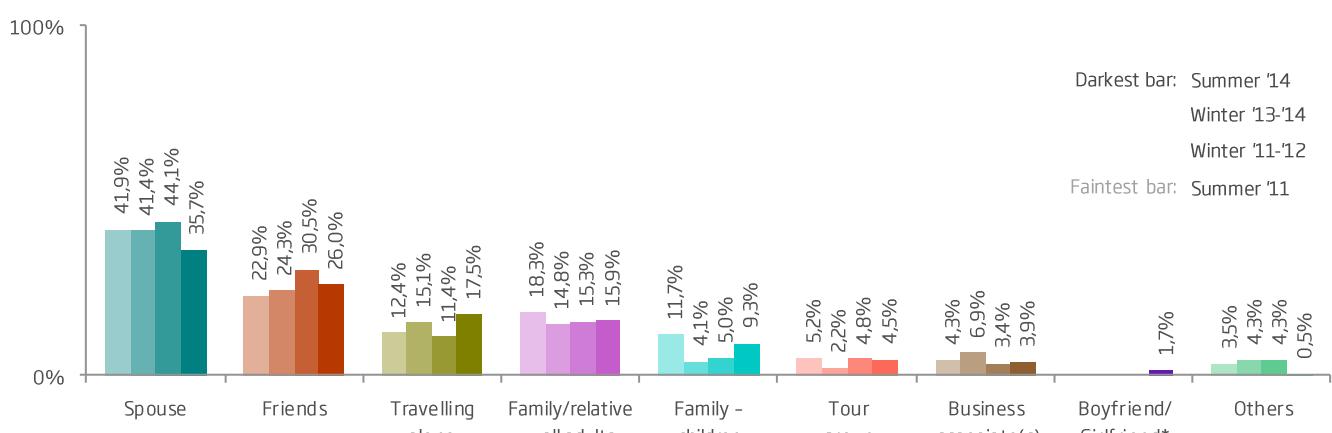
TRAVEL COMPANIONS



Q.17. With whom were you travelling?

	Count	%	%
	respondents	respondents	responses
Spouse	903	35,7	31,1
Friends	657	26,0	22,6
Travelling alone	443	17,5	15,2
Family/relative - all adults	403	15,9	13,9
Family - children under 18	234	9,3	8,0
Tour group	115	4,5	4,0
Business associate(s)	98	3,9	3,4
Boyfriend/Girlfriend	42	1,7	1,4
Others	12	0,5	0,4
Number of responses*	2907	115,0	100,0
Number of respondents	2528	96,2	
Did not answer	101	3,8	
Total	2629	100,0	

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



*This option was formed from answers that participants wrote in the „Others, whom?” option.



Q.17. With whom were you travelling?

	Number of answers	Spouse	Friends	Travelling alone	Family/relative – all adults	Family – children under 18	Others
	Count	%	%	%	%	%	%
Total	2528						
Gender							
Male	1220	40,3	23,4	17,3	15,0	9,4	9,3
Female	1277	31,4	28,6	17,6	17,1	9,1	11,0
Age							
24 years and younger	364	11,3	36,8	24,5	20,6	7,7	10,7
25-34 years	791	36,9	29,8	16,8	12,8	2,1	10,9
35-44 years	448	33,5	25,4	20,8	9,8	15,8	11,4
45-54 years	378	37,3	19,6	13,5	16,9	23,0	10,1
55 years and older	485	53,6	17,9	14,2	22,1	3,9	8,0
What is your profession?							
Managerial	298	42,6	25,5	12,8	14,1	11,4	11,4
Professionals (dr./lawyer/account. etc.)	560	40,2	22,1	16,6	14,6	9,8	8,6
Other professionals	326	35,6	21,5	21,8	13,5	11,3	9,8
Teacher/Medical care	319	37,0	26,0	14,4	14,4	8,8	11,0
Clerical/Service	147	32,7	31,3	15,6	15,0	5,4	15,0
Vocational/Technical	119	34,5	30,3	17,6	16,0	5,9	8,4
Unskilled	13	7,7	30,8	53,8	7,7	0,0	7,7
Student	390	11,8	35,4	25,1	19,5	9,0	12,3
Retired/Homemaker	196	61,2	22,4	7,7	23,5	9,2	6,1
Artist/Musician/Actor etc.	39	38,5	15,4	23,1	17,9	12,8	20,5
Household income							
High	1016	36,9	23,0	16,8	17,7	10,2	9,5
Average	898	34,2	28,1	16,9	15,0	9,0	9,9
Low	515	36,1	27,8	20,2	13,2	7,6	11,8
Market area							
Central/Southern Europe	825	39,2	28,2	14,8	13,1	7,4	10,7
North America	702	38,9	23,2	17,9	17,8	12,3	8,0
Scandinavia	521	27,8	25,0	17,3	20,2	10,6	15,7
Britain	259	32,8	29,3	19,3	12,4	8,5	8,9
Asia	36	27,8	27,8	25,0	22,2	5,6	5,6
Transportation							
Airline	2368	33,8	26,5	18,2	16,0	8,9	10,8
M/S Norröna	160	63,8	18,8	6,9	15,0	14,4	2,5

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



Q.17. With whom were you travelling?

	Number of answers	Spouse	Friends	Travelling alone	Family/relative – all adults	Family – children under 18	Others
	Count	%	%	%	%	%	%
Total	2528						
Nationality							
American	528	37,9	25,2	16,1	18,4	12,1	8,9
British	225	32,9	27,6	17,8	15,6	10,7	7,6
Swedish	192	21,9	22,9	19,3	26,0	10,9	10,9
German	196	52,0	26,0	13,3	9,7	6,6	9,2
French	188	45,2	31,9	18,1	6,9	9,0	4,8
Canadian	163	41,1	18,4	23,9	14,7	11,7	4,9
Dutch	162	30,2	23,5	11,7	26,5	9,3	10,5
Danish	145	38,6	22,8	17,9	14,5	8,3	19,3
Norwegian	117	26,5	34,2	8,5	23,9	13,7	14,5
Australian	79	41,8	17,7	26,6	15,2	3,8	1,3
Italian	67	35,8	22,4	25,4	7,5	3,0	17,9
Spanish	64	28,1	28,1	14,1	14,1	14,1	12,5
Swiss	46	28,3	41,3	6,5	13,0	10,9	13,0
Belgian	44	36,4	34,1	15,9	11,4	2,3	4,5
Other	312	29,8	27,2	22,4	11,5	4,2	15,7
Type of trip*							
Package tour	320	32,5	23,8	10,9	22,2	8,4	25,0
Individually-arranged tour	1996	37,4	27,1	17,4	16,1	9,7	6,1
Business-arranged tour	99	8,1	9,1	35,4	2,0	1,0	57,6
Purpose of visit*							
Vacation/holiday	2193	38,5	27,1	15,0	17,3	10,1	7,1
Conference/large meeting	116	20,7	10,3	41,4	5,2	5,2	28,4
Business/small meeting	94	21,3	6,4	37,2	1,1	5,3	36,2
Education and training	112	8,9	25,0	33,9	7,1	0,9	38,4
Visiting friends/relatives	233	30,0	31,8	29,6	18,0	10,3	5,2
Business incentives package	15	20,0	20,0	13,3	6,7	13,3	46,7
Temporary employment in Iceland	20	30,0	25,0	35,0	5,0	15,0	20,0
Health/medical treatment	7	28,6	28,6	14,3	42,9	14,3	28,6
Event in Iceland (leisure related)	200	31,5	36,5	15,5	18,0	9,5	16,0

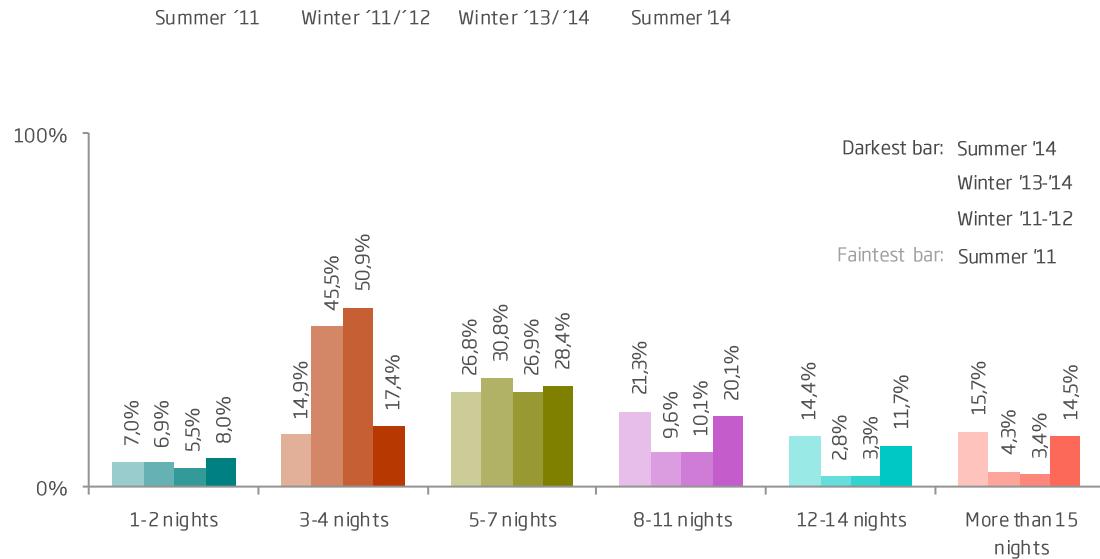
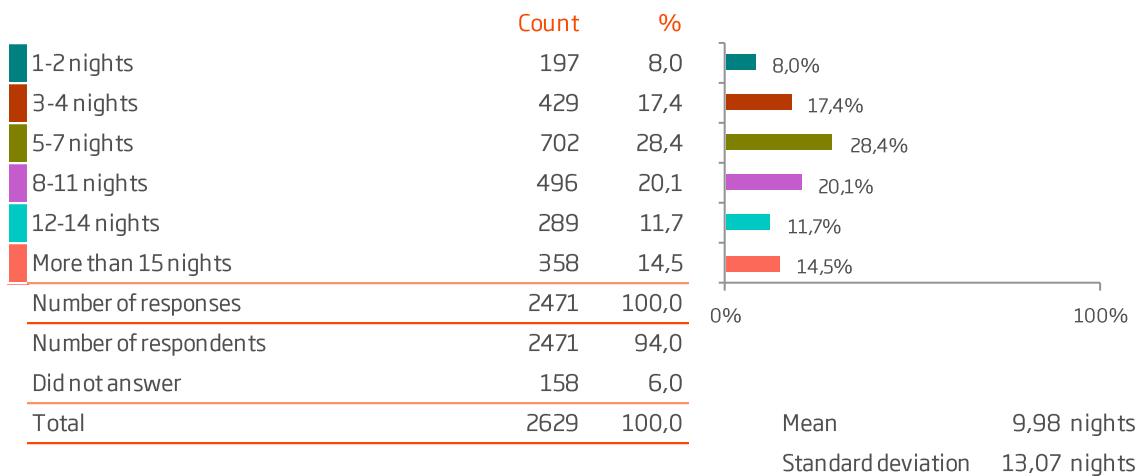
When respondents can choose more than one answer, significance between groups is not calculated.

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

TOTAL LENGTH OF STAY IN ICELAND



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



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	2471	8,0	17,4	28,4	20,1	11,7	14,5
Gender*							
Male	1197	8,3	16,0	27,3	18,4	13,1	16,9
Female	1244	7,7	18,2	29,9	21,3	10,5	12,4
Age*							
24 years and younger	345	7,2	15,7	22,9	20,6	11,3	22,3
25-34 years	775	6,5	15,0	30,5	21,4	12,0	14,7
35-44 years	442	11,3	17,6	28,3	19,5	12,7	10,6
45-54 years	370	6,5	20,3	29,5	19,2	10,8	13,8
55 years and older	480	9,2	20,6	27,5	18,1	11,0	13,5
What is your profession?*							
Managerial	291	9,3	20,6	26,5	23,0	10,7	10,0
Professionals (dr./lawyer/account. etc.)	553	7,1	19,9	31,1	18,3	11,4	12,3
Other professionals	324	9,3	18,2	30,2	18,8	10,2	13,3
Teacher/Medical care	310	8,4	13,2	27,1	22,9	15,5	12,9
Clerical/Service	144	7,6	15,3	35,4	28,5	6,9	6,3
Vocational/Technical	117	14,5	15,4	23,1	17,1	14,5	15,4
Unskilled	13	0,0	15,4	15,4	15,4	7,7	46,2
Student	371	5,9	14,6	24,3	20,2	11,3	23,7
Retired/Homemaker	194	8,8	18,0	25,8	19,1	11,9	16,5
Artist/Musician/Actor etc.	37	5,4	13,5	37,8	10,8	10,8	21,6
Other	97	4,1	17,5	34,0	13,4	16,5	14,4
Household income*							
High	996	7,5	21,3	29,0	20,6	10,8	10,7
Average	877	9,5	16,0	29,0	19,8	11,2	14,6
Low	504	6,5	12,7	27,2	19,2	13,5	20,8
Market area*							
Central/Southern Europe	812	2,7	5,8	21,6	23,4	18,1	28,4
North America	677	16,1	20,4	25,6	21,9	9,2	6,9
Scandinavia	508	8,1	27,0	37,8	14,4	6,9	5,9
Britain	256	7,4	29,3	31,6	14,8	8,6	8,2
Asia	34	0,0	14,7	47,1	29,4	5,9	2,9
Other	184	3,3	14,7	35,3	20,1	11,4	15,2
Transportation*							
Airline	2311	8,5	18,5	29,3	21,2	10,6	11,8
M/S Norröna	160	0,0	0,6	15,6	3,8	26,9	53,1

*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	2471	8,0	17,4	28,4	20,1	11,7	14,5
Nationality*							
American	507	14,6	19,7	26,8	24,5	8,3	6,1
British	224	8,9	29,5	32,1	13,4	9,4	6,7
Swedish	192	5,7	28,6	36,5	15,1	8,9	5,2
German	194	3,6	3,1	19,6	22,2	18,0	33,5
French	182	3,8	6,6	20,3	22,5	14,3	32,4
Canadian	155	18,7	25,2	21,9	14,2	11,6	8,4
Dutch	162	2,5	8,0	23,5	14,8	21,0	30,2
Danish	140	10,7	19,3	36,4	16,4	8,6	8,6
Norwegian	115	4,3	40,0	43,5	6,1	3,5	2,6
Australian	79	0,0	15,2	40,5	27,8	10,1	6,3
Italian	66	4,5	6,1	21,2	47,0	10,6	10,6
Spanish	62	1,6	1,6	27,4	33,9	17,7	17,7
Swiss	45	2,2	0,0	13,3	15,6	20,0	48,9
Belgian	44	2,3	2,3	9,1	29,5	18,2	38,6
Other	304	6,3	15,5	33,9	19,4	12,2	12,8
Type of trip*							
Package tour	319	4,4	8,5	28,5	36,7	14,4	7,5
Individually-arranged tour	1951	7,4	18,1	28,5	18,3	11,7	15,9
Business-arranged tour	97	20,6	40,2	25,8	7,2	3,1	3,1
Purpose of visit*							
Vacation/holiday	2148	7,3	16,4	28,0	21,4	12,5	14,3
Conference/large meeting	116	7,8	31,0	37,9	10,3	6,9	6,0
Business/small meeting	92	20,7	26,1	31,5	7,6	2,2	12,0
Education and training	107	1,9	11,2	15,0	10,3	17,8	43,9
Visiting friends/relatives	231	1,3	11,7	33,3	18,2	14,3	21,2
Business incentives package	14	21,4	28,6	28,6	14,3	0,0	7,1
Temporary employment in Iceland	18	0,0	5,6	33,3	5,6	5,6	50,0
Health/medical treatment	7	0,0	28,6	14,3	28,6	0,0	28,6
Event in Iceland (leisure related)	199	6,5	16,6	43,2	15,1	7,0	11,6

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

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

REGIONS - OVER NIGHT STAY

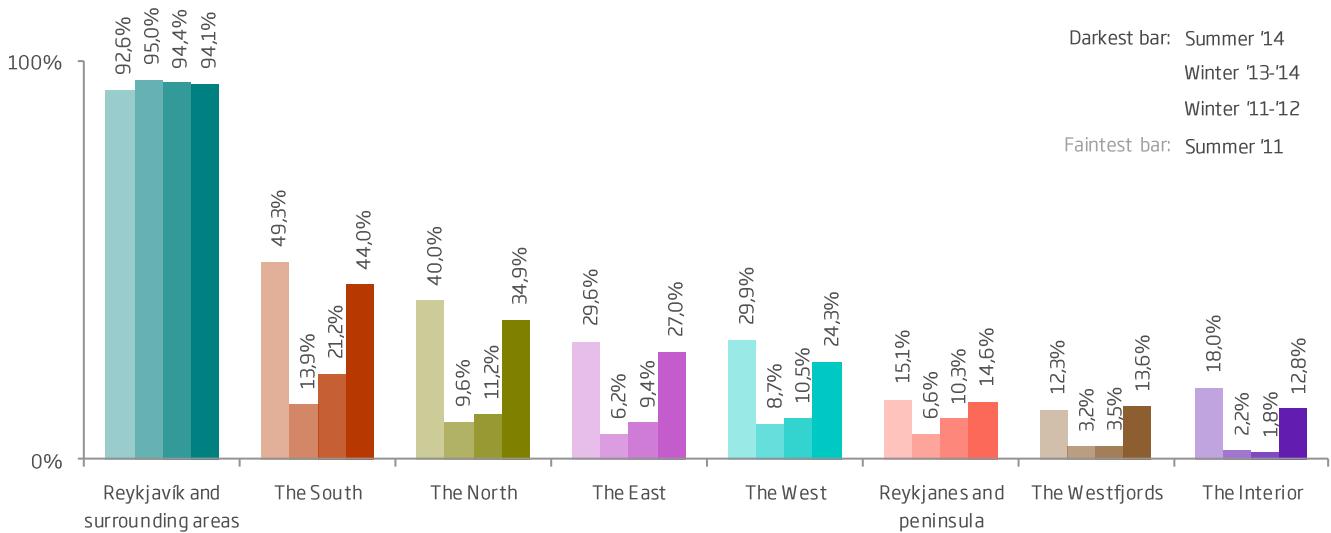


Q.19. During your stay in Iceland, in which of these regions did you stay overnight?

	Count	%	%
	respondents	respondents	responses
Reykjavík and surrounding area	2199	94,1	35,5
South	1029	44,0	16,6
North	815	34,9	13,1
East	632	27,0	10,2
West	568	24,3	9,2
Reykjanes - peninsula	342	14,6	5,5
Westfjords	318	13,6	5,1
Interior	300	12,8	4,8
Number of responses*	6203	265,3	100,0
Number of respondents	2338	88,9	
Did not answer	291	11,1	
Total	2629	100,0	

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

Percentage of visitors who stayed in...



REGIONS - OVER NIGHT STAY



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

		Reykjavík and surrounding area					Reykjanes - peninsula			Westfjords		Interior
	Number of answers	Count	%	%	%	%	West	%	%	Westfjords	%	%
Total		2338										
Gender												
Male	1139	93,4	48,5	37,6	31,0	27,5	14,8	15,9	15,0			
Female	1171	94,6	40,1	32,3	23,1	21,3	14,6	11,4	10,8			
Age												
24 years and younger	326	95,4	44,8	30,4	22,1	19,0	14,4	12,0	12,3			
25-34 years	741	95,5	48,6	36,3	28,2	27,4	15,2	16,2	13,6			
35-44 years	429	96,3	39,4	30,8	24,5	20,5	12,4	8,2	11,4			
45-54 years	354	88,7	42,9	36,4	26,8	21,5	17,2	12,4	13,6			
55 years and older	433	92,8	41,6	39,5	31,6	28,6	14,8	16,6	13,4			
What is your profession?												
Managerial	276	93,8	50,0	35,5	28,3	22,5	13,8	14,5	18,1			
Professionals (dr./lawyer/account. etc.)	534	96,1	43,4	32,4	26,2	22,1	12,7	12,0	9,9			
Other professionals	314	93,3	41,1	33,4	25,8	23,2	15,9	11,8	13,7			
Teacher/Medical care	292	91,1	43,5	37,7	29,5	26,0	17,8	16,1	9,2			
Clerical/Service	131	95,4	41,2	35,1	26,0	21,4	9,2	10,7	13,0			
Vocational/Technical	109	89,9	49,5	37,6	28,4	22,0	15,6	15,6	22,9			
Unskilled	12	100,0	41,7	41,7	33,3	33,3	0,0	41,7	8,3			
Student	352	94,3	44,3	33,0	22,7	23,3	14,5	11,9	12,8			
Retired/Homemaker	174	92,5	46,0	42,0	36,2	35,1	15,5	18,4	13,8			
Artist/Musician/Actor etc.	35	97,1	28,6	17,1	20,0	28,6	14,3	14,3	14,3			
Household income												
High	945	94,9	41,4	30,8	24,0	20,8	14,1	11,9	9,9			
Average	824	93,7	41,4	34,3	26,3	23,9	14,2	13,7	12,5			
Low	484	93,6	52,5	41,7	31,4	29,8	15,7	17,1	18,2			
Market area												
Central/Southern Europe	767	94,0	65,7	57,0	46,4	38,6	20,7	21,8	25,8			
North America	635	97,5	35,7	22,5	17,5	17,8	9,6	11,3	5,8			
Scandinavia	485	88,5	25,8	21,4	13,6	14,2	13,4	6,2	4,5			
Britain	245	94,7	31,8	21,6	13,1	14,7	10,6	6,1	7,3			
Asia	32	90,6	37,5	31,3	25,0	15,6	18,8	15,6	9,4			
Transportation												
Airline	2184	95,1	40,5	30,4	22,2	21,1	13,6	11,2	10,6			
M/S Norröna	154	79,2	93,5	97,4	96,1	70,1	29,9	48,1	44,2			

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 overnight?

		Number of answers	Reykjavík and surrounding area	South	North	East	West	Reykjanes - peninsula	Westfjords	Interior
		Count	%	%	%	%	%	%	%	%
Total		2338								
Nationality										
American		476	96,8	36,3	22,3	18,5	19,1	8,8	11,8	7,1
British		214	95,8	31,3	18,2	14,0	14,5	8,4	7,0	7,0
Swedish		183	87,4	21,3	24,0	9,8	12,6	16,9	5,5	3,8
German		187	90,4	62,0	59,9	44,9	39,0	20,9	23,5	26,7
French		170	95,9	71,2	50,6	38,8	37,6	18,2	22,9	27,6
Canadian		146	99,3	32,2	22,6	15,1	13,7	10,3	8,9	2,1
Dutch		154	91,6	57,1	55,8	48,1	31,2	25,3	15,6	17,5
Danish		132	88,6	42,4	26,5	23,5	18,9	8,3	9,1	7,6
Norwegian		112	89,3	13,4	16,1	5,4	9,8	12,5	1,8	2,7
Australian		76	98,7	47,4	36,8	31,6	25,0	5,3	15,8	11,8
Italian		60	96,7	63,3	56,7	56,7	46,7	16,7	26,7	33,3
Spanish		58	94,8	72,4	60,3	51,7	44,8	19,0	25,9	22,4
Swiss		43	88,4	69,8	69,8	60,5	48,8	23,3	23,3	30,2
Belgian		43	95,3	83,7	67,4	51,2	48,8	34,9	27,9	27,9
Other		284	95,4	44,0	35,2	27,1	23,6	18,3	13,4	13,0
Type of trip*										
Package tour		300	96,0	59,7	50,3	41,0	33,3	11,3	15,7	18,0
Individually-arranged tour		1875	93,9	43,3	33,9	25,8	23,7	15,6	14,0	12,5
Business-arranged tour		92	91,3	15,2	8,7	10,9	12,0	7,6	3,3	4,3
Purpose of visit*										
Vacation/holiday		2041	94,4	47,2	37,4	29,2	26,0	15,6	14,6	13,8
Conference/large meeting		114	93,0	16,7	14,9	11,4	14,0	11,4	5,3	3,5
Business/small meeting		84	94,0	16,7	16,7	10,7	7,1	10,7	7,1	6,0
Education and training		100	97,0	45,0	32,0	24,0	17,0	13,0	8,0	16,0
Visiting friends/relatives		218	91,7	33,0	28,9	16,5	19,3	11,5	14,2	7,3
Business incentives package		12	100,0	16,7	16,7	8,3	33,3	8,3	8,3	8,3
Temporary employment in Iceland		17	88,2	41,2	29,4	23,5	17,6	11,8	17,6	5,9
Health/medical treatment		<5								
Event in Iceland (leisure related)		187	94,1	34,2	18,2	13,9	16,6	8,6	9,6	8,6

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

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

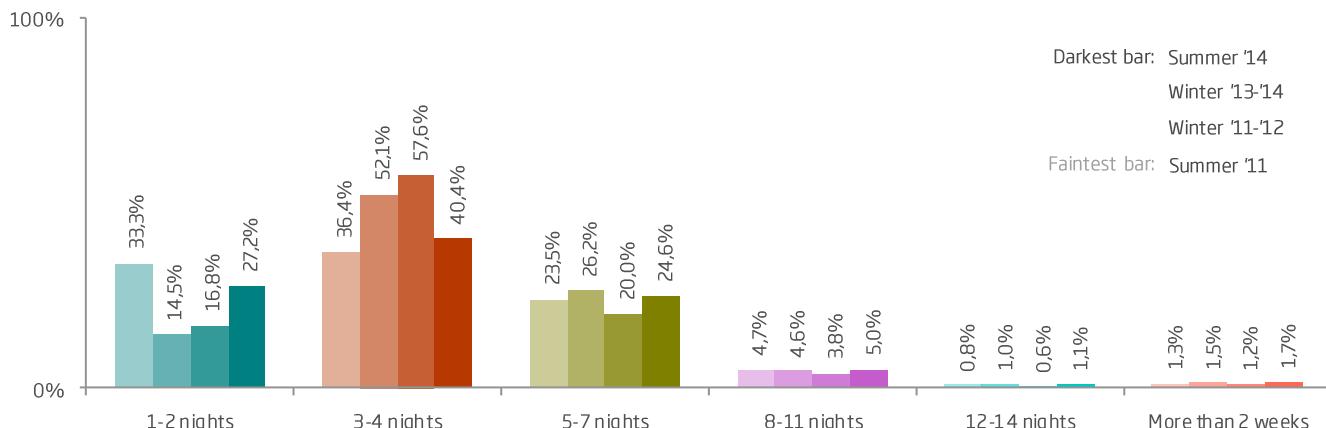
LENGTH OF STAY IN REYKJAVÍK AND SURROUNDING AREA



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

	Count	%
1-2 nights	599	27,2
3-4 nights	888	40,4
5-7 nights	542	24,6
8-11 nights	109	5,0
12-14 nights	24	1,1
More than 2 weeks	37	1,7
Number of responses	2199	100,0
Number of respondents	2199	83,6
Did not get question*	430	16,4
Did not answer	0	0,0
Total	2629	100,0

Mean 4,53 nights
Standard deviation 7,24 nights



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	2199	27,2	40,4	24,6	5,0	1,1	1,7
Gender							
Male	1064	28,0	41,4	23,6	4,0	1,2	1,7
Female	1108	26,4	39,2	26,0	5,8	1,0	1,7
Age*							
24 years and younger	311	22,2	37,3	28,3	6,8	1,6	3,9
25-34 years	708	23,7	43,9	23,4	6,1	0,7	2,1
35-44 years	413	30,0	38,3	25,7	2,9	1,7	1,5
45-54 years	314	28,7	43,0	22,6	4,5	0,6	0,6
55 years and older	402	32,6	38,6	23,9	3,7	1,0	0,2
What is your profession?*							
Managerial	259	36,7	42,5	16,2	3,1	0,8	0,8
Professionals (dr./lawyer/account. etc.)	513	23,4	44,4	25,7	4,5	1,0	1,0
Other professionals	293	25,6	44,0	24,6	5,1	0,7	0,0
Teacher/Medical care	266	28,9	37,2	27,1	5,3	0,8	0,8
Clerical/Service	125	32,0	34,4	28,8	4,8	0,0	0,0
Vocational/Technical	98	37,8	37,8	22,4	0,0	1,0	1,0
Unskilled	12	8,3	41,7	16,7	25,0	0,0	8,3
Student	332	20,5	35,8	28,6	7,8	1,5	5,7
Retired/Homemaker	161	32,3	37,9	23,0	5,0	1,2	0,6
Artist/Musician/Actor etc.	34	17,6	29,4	32,4	5,9	8,8	5,9
Other	87	26,4	47,1	18,4	3,4	1,1	3,4
Household income							
High	897	25,1	44,0	25,4	3,6	0,8	1,1
Average	772	26,8	38,9	25,5	6,0	1,6	1,3
Low	453	31,6	36,9	22,5	6,0	0,9	2,2
Market area*							
Central/Southern Europe	721	33,6	36,8	21,9	4,2	1,1	2,5
North America	619	25,0	41,4	25,2	6,8	1,1	0,5
Scandinavia	429	27,0	40,3	25,6	4,0	0,9	2,1
Britain	232	23,3	46,6	24,1	3,0	1,7	1,3
Asia	29	3,4	48,3	37,9	10,3	0,0	0,0
Other	169	18,3	42,6	30,2	5,9	0,6	2,4
Transportation*							
Airline	2077	25,4	41,1	25,5	5,2	1,2	1,7
M/S Norröna	122	59,0	27,9	10,7	1,6	0,0	0,8

*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	2199	27,2	40,4	24,6	5,0	1,1	1,7	 4,53
Nationality								
American	461	26,2	40,8	24,5	6,7	1,1	0,7	 4,15
British	205	23,4	45,4	26,3	2,9	2,0	0,0	 3,98
Swedish	160	22,5	41,9	26,9	5,6	0,6	2,5	 5,20
German	169	31,4	36,7	21,3	5,3	2,4	3,0	 5,31
French	163	31,9	36,8	23,3	3,1	0,0	4,9	 4,67
Canadian	145	20,0	42,8	28,3	6,9	1,4	0,7	 4,28
Dutch	141	31,2	36,2	27,0	5,0	0,7	0,0	 3,89
Danish	117	39,3	33,3	20,5	3,4	2,6	0,9	 3,76
Norwegian	100	16,0	50,0	31,0	2,0	0,0	1,0	 4,34
Australian	75	12,0	46,7	33,3	6,7	0,0	1,3	 4,53
Italian	58	51,7	25,9	12,1	5,2	0,0	5,2	 4,53
Spanish	55	43,6	34,5	14,5	3,6	0,0	3,6	 5,27
Swiss	38	13,2	47,4	34,2	2,6	0,0	2,6	 4,82
Belgian	41	48,8	34,1	14,6	0,0	2,4	0,0	 3,15
Other	271	24,4	42,4	24,0	5,5	1,1	2,6	 5,51
Type of trip*								
Package tour	288	41,7	35,4	19,4	2,1	0,0	1,4	 4,13
Individually-arranged tour	1760	24,0	42,0	25,5	5,5	1,3	1,8	 4,72
Business-arranged tour	84	33,3	44,0	20,2	2,4	0,0	0,0	 3,61
Purpose of visit*								
Vacation/holiday	1926	27,9	40,7	24,2	4,9	1,2	1,1	 4,16
Conference/large meeting	106	14,2	42,5	34,9	5,7	2,8	0,0	 4,68
Business/small meeting	79	24,1	39,2	25,3	2,5	1,3	7,6	 5,52
Education and training	97	14,4	32,0	25,8	5,2	5,2	17,5	 14,22
Visiting friends/relatives	200	15,0	28,5	34,5	12,0	4,5	5,5	 6,50
Business incentives package	12	25,0	41,7	25,0	8,3	0,0	0,0	 4,00
Temporary employment in Iceland	15	13,3	20,0	40,0	6,7	6,7	13,3	 10,07
Health/medical treatment	<5							
Event in Iceland (leisure related)	176	17,6	38,1	35,2	3,4	2,8	2,8	 5,13

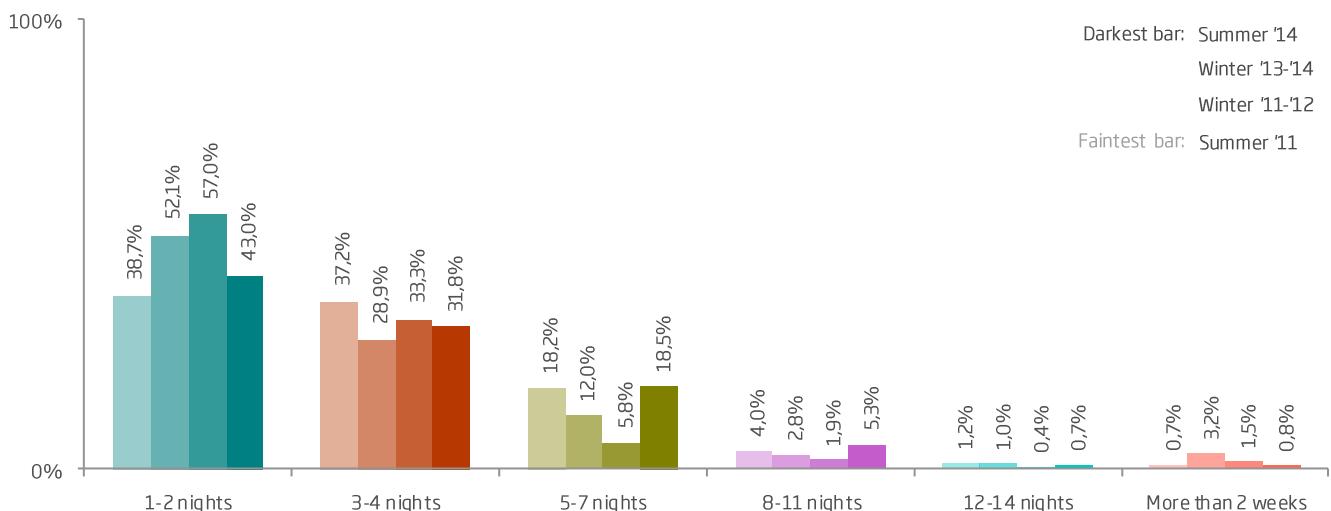
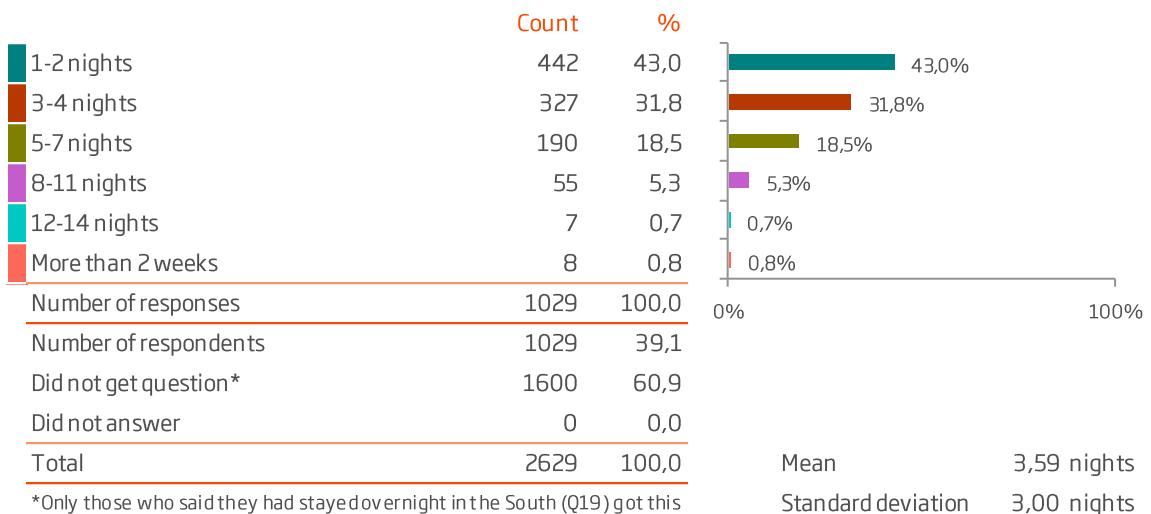
Difference between groups is not statistically significant.

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

LENGTH OF STAY IN THE SOUTH



Q.21. Total length of your stay in the South?



LENGTH OF STAY IN THE SOUTH



Q.21. Total length of your stay in the South?

	Number of answers	1-2 night	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	1029	43,0	31,8	25,3	3,59
Gender					
Male	552	42,4	32,4	25,2	3,50
Female	470	43,4	31,1	25,5	3,70
Age*					
24 years and younger	146	37,0	23,3	39,7	4,40
25-34 years	360	45,6	34,7	19,7	3,34
35-44 years	169	39,1	36,7	24,3	3,51
45-54 years	152	42,1	32,2	25,7	3,55
55 years and older	180	46,7	27,8	25,6	3,58
What is your profession?					
Managerial	138	42,0	35,5	22,5	3,25
Professionals (dr./lawyer/account. etc.)	232	44,0	33,6	22,4	3,32
Other professionals	129	47,3	31,8	20,9	3,37
Teacher/Medical care	127	38,6	36,2	25,2	3,76
Clerical/Service	54	46,3	35,2	18,5	3,15
Vocational/Technical	54	42,6	31,5	25,9	3,83
Unskilled	5	20,0	60,0	20,0	4,40
Student	156	42,3	21,8	35,9	4,39
Retired/Homemaker	80	46,3	26,3	27,5	3,49
Artist/Musician/Actor etc.	10	10,0	50,0	40,0	4,10
Other	39	46,2	33,3	20,5	3,51
Household income					
High	391	46,5	31,7	21,7	3,41
Average	341	40,8	33,7	25,5	3,64
Low	254	39,4	29,1	31,5	3,89
Market area*					
Central/Southern Europe	504	36,5	35,5	28,0	3,72
North America	227	51,1	30,4	18,5	3,17
Scandinavia	125	49,6	20,8	29,6	4,01
Britain	78	37,2	28,2	34,6	4,31
Asia	12	66,7	33,3	0,0	2,00
Other	83	51,8	32,5	15,7	2,90
Transportation*					
Airline	885	43,8	31,3	24,9	3,51
M/S Norröna	144	37,5	34,7	27,8	4,13

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

LENGTH OF STAY IN THE SOUTH



Q.21. Total length of your stay in the South?

	Number of answers	1-2 night	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	1029	43,0	31,8	25,3	3,59
Nationality*					
American	173	53,8	26,6	19,7	3,21
British	67	43,3	23,9	32,8	4,21
Swedish	39	56,4	12,8	30,8	4,59
German	116	36,2	33,6	30,2	3,89
French	121	31,4	32,2	36,4	3,97
Canadian	47	44,7	38,3	17,0	3,04
Dutch	88	26,1	46,6	27,3	4,02
Danish	56	44,6	21,4	33,9	4,07
Norwegian	15	53,3	26,7	20,0	3,27
Australian	36	58,3	30,6	11,1	2,61
Italian	38	57,9	34,2	7,9	2,58
Spanish	42	50,0	35,7	14,3	2,98
Swiss	30	16,7	23,3	60,0	5,17
Belgian	36	27,8	44,4	27,8	4,14
Other	125	49,6	36,0	14,4	2,83
Type of trip*					
Package tour	179	49,2	30,2	20,7	3,21
Individually-arranged tour	811	41,1	32,7	26,3	3,69
Business-arranged tour	14	42,9	35,7	21,4	3,50
Purpose of visit*					
Vacation/holiday	963	43,6	32,0	24,4	3,51
Conference/large meeting	19	36,8	42,1	21,1	3,37
Business/small meeting	14	42,9	50,0	7,1	2,71
Education and training	45	40,0	11,1	48,9	5,73
Visiting friends/relatives	72	47,2	23,6	29,2	4,86
Business incentives package	<5				
Temporary employment in Iceland	7	0,0	42,9	57,1	8,43
Health/medical treatment	<5				
Event in Iceland (leisure related)	64	43,8	29,7	26,6	3,91

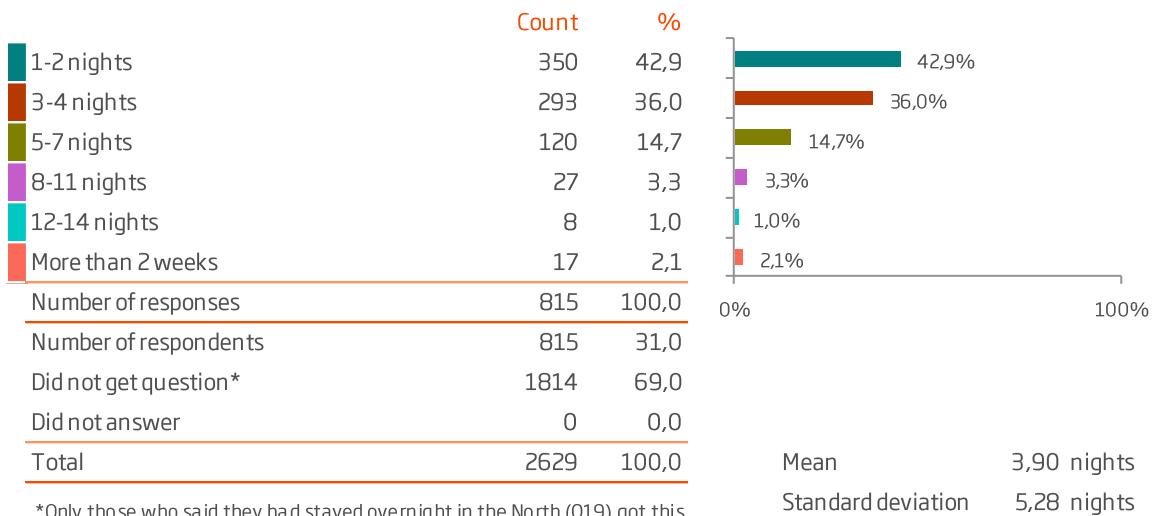
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

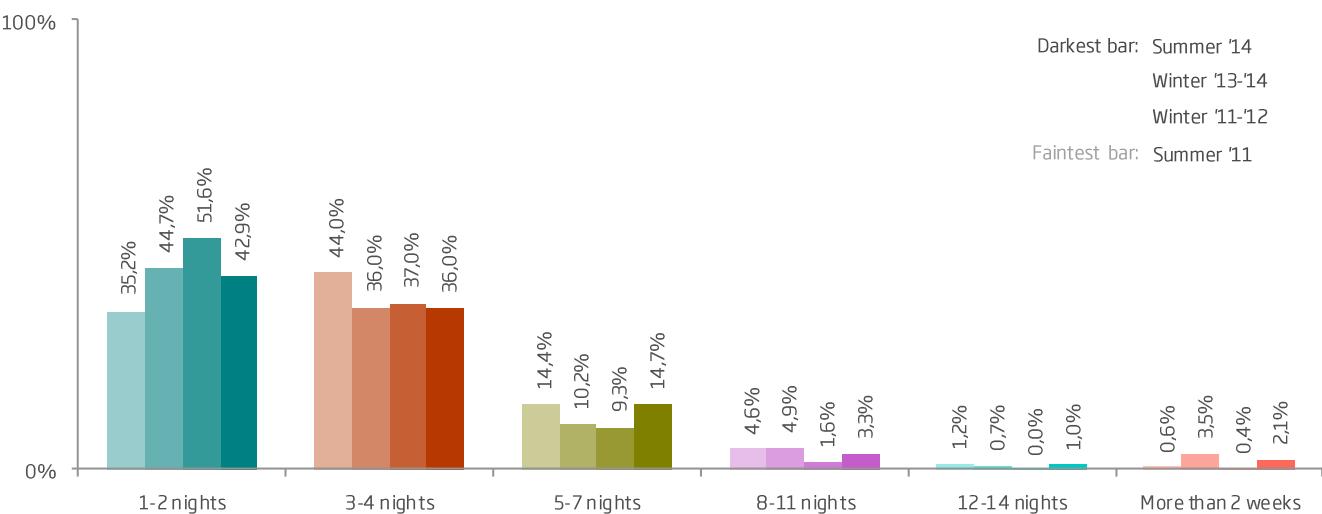
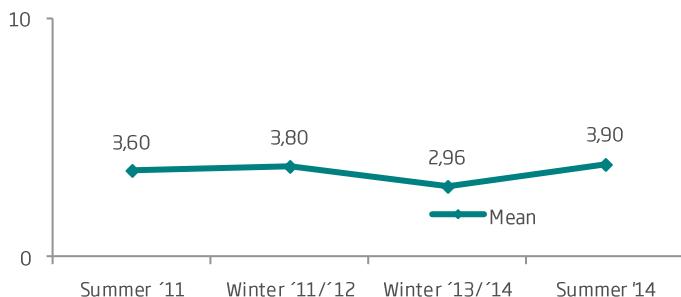
LENGTH OF STAY IN THE NORTH



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



*Only those who said they had stayed overnight in the North (Q19) got this question.



LENGTH OF STAY IN THE NORTH



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

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	815	42,9	36,0	21,1	 3,90
Gender					
Male	428	40,2	40,0	19,9	 3,86
Female	378	45,2	31,7	23,0	 4,00
Age					
24 years and younger	99	46,5	28,3	25,3	 5,30
25-34 years	269	51,3	34,9	13,8	 3,50
35-44 years	132	39,4	39,4	21,2	 3,61
45-54 years	129	28,7	44,2	27,1	 3,87
55 years and older	171	39,8	33,3	26,9	 4,11
What is your profession?*					
Managerial	98	48,0	34,7	17,3	 3,11
Professionals (dr./lawyer/account. etc.)	173	38,2	42,2	19,7	 3,79
Other professionals	105	45,7	35,2	19,0	 3,26
Teacher/Medical care	110	42,7	38,2	19,1	 3,94
Clerical/Service	46	50,0	28,3	21,7	 3,20
Vocational/Technical	41	26,8	46,3	26,8	 4,15
Unskilled	5	0,0	40,0	60,0	 20,40
Student	116	48,3	26,7	25,0	 4,89
Retired/Homemaker	73	41,1	37,0	21,9	 3,55
Artist/Musician/Actor etc.	6	33,3	16,7	50,0	 8,00
Other	38	47,4	34,2	18,4	 3,63
Household income					
High	291	43,3	37,8	18,9	 3,82
Average	283	44,5	34,6	20,8	 3,87
Low	202	38,1	36,1	25,7	 4,26
Market area*					
Central/Southern Europe	437	34,8	39,8	25,4	 4,34
North America	143	60,1	29,4	10,5	 2,85
Scandinavia	104	38,5	28,8	32,7	 4,76
Britain	53	50,9	37,7	11,3	 3,53
Asia	10	40,0	50,0	10,0	 3,00
Other	68	60,3	32,4	7,4	 2,41
Transportation*					
Airline	665	47,1	34,3	18,6	 3,68
M/S Norröna	150	24,7	43,3	32,0	 4,88

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

LENGTH OF STAY IN THE NORTH



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

	Number of answers	1-2 night	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	815	42,9	36,0	21,1	 3,90
Nationality*					
American	106	60,4	34,0	5,7	 2,71
British	39	43,6	35,9	20,5	 4,13
Swedish	44	27,3	29,5	43,2	 5,77
German	112	28,6	36,6	34,8	 4,71
French	86	43,0	40,7	16,3	 3,42
Canadian	33	57,6	27,3	15,2	 2,55
Dutch	86	17,4	50,0	32,6	 4,81
Danish	35	51,4	22,9	25,7	 4,06
Norwegian	18	44,4	27,8	27,8	 3,39
Australian	28	78,6	17,9	3,6	 1,96
Italian	34	61,8	35,3	2,9	 2,41
Spanish	35	51,4	34,3	14,3	 4,20
Swiss	30	10,0	46,7	43,3	 6,13
Belgian	29	31,0	44,8	24,1	 5,45
Other	100	55,0	33,0	12,0	 3,31
Type of trip*					
Package tour	151	55,0	28,5	16,6	 3,00
Individually-arranged tour	635	40,3	37,3	22,4	 4,04
Business-arranged tour	8	37,5	37,5	25,0	 3,88
Purpose of visit*					
Vacation/holiday	764	43,5	36,4	20,2	 3,65
Conference/large meeting	17	41,2	41,2	17,6	 6,76
Business/small meeting	14	21,4	57,1	21,4	 4,64
Education and training	32	34,4	28,1	37,5	 8,53
Visiting friends/relatives	63	30,2	23,8	46,0	 5,57
Business incentives package	<5				
Temporary employment in Iceland	5	0,0	0,0	100,0	 34,60
Health/medical treatment	<5				
Event in Iceland (leisure related)	34	50,0	35,3	14,7	 3,03

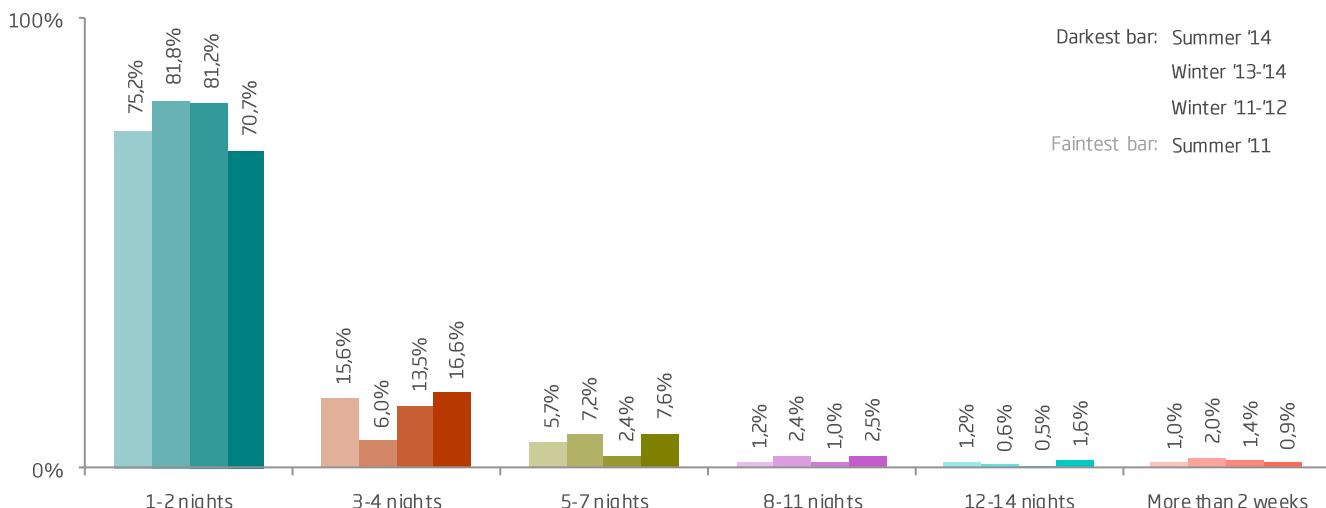
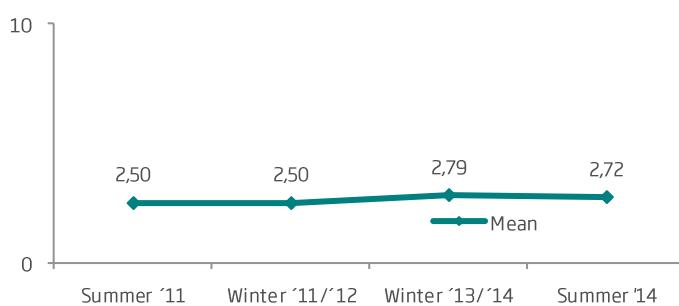
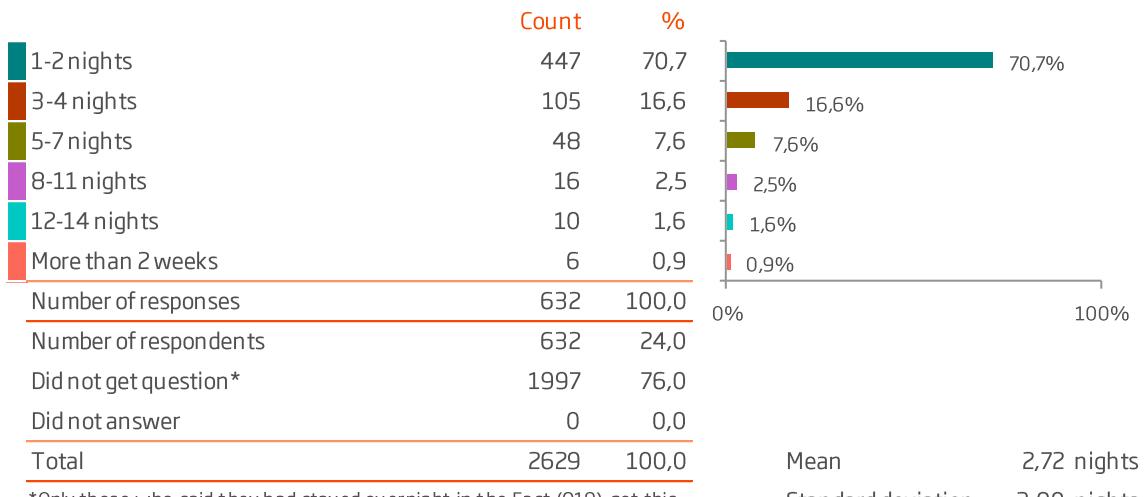
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

LENGTH OF STAY IN THE EAST



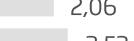
Q.23. Total length of your stay in the East?



LENGTH OF STAY IN THE EAST



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

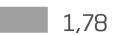
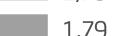
	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	632	70,7	29,3	
Gender				
Male	353	68,6	31,4	
Female	270	73,3	26,7	
Age*				
24 years and younger	72	75,0	25,0	
25-34 years	209	76,1	23,9	
35-44 years	105	68,6	31,4	
45-54 years	95	65,3	34,7	
55 years and older	137	64,2	35,8	
What is your profession?				
Managerial	78	79,5	20,5	
Professionals (dr./lawyer/account. etc.)	140	70,7	29,3	
Other professionals	81	74,1	25,9	
Teacher/Medical care	86	69,8	30,2	
Clerical/Service	34	85,3	14,7	
Vocational/Technical	31	54,8	45,2	
Unskilled	<5			
Student	80	76,3	23,8	
Retired/Homemaker	63	58,7	41,3	
Artist/Musician/Actor etc.	7	14,3	85,7	
Other	25	68,0	32,0	
Household income*				
High	227	78,4	21,6	
Average	217	70,5	29,5	
Low	152	61,2	38,8	
Marketarea				
Central/Southern Europe	356	63,5	36,5	
North America	111	83,8	16,2	
Scandinavia	66	69,7	30,3	
Britain	32	71,9	28,1	
Asia	8	87,5	12,5	
Other	59	88,1	11,9	
Transportation*				
Airline	484	77,1	22,9	
M/S Norröna	148	50,0	50,0	

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

LENGTH OF STAY IN THE EAST



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

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	632	70,7	29,3	 2,72
Nationality*				
American	88	86,4	13,6	 1,78
British	30	66,7	33,3	 3,70
Swedish	18	83,3	16,7	 1,78
German	84	53,6	46,4	 4,75
French	66	59,1	40,9	 2,97
Canadian	22	81,8	18,2	 2,32
Dutch	74	60,8	39,2	 2,81
Danish	31	64,5	35,5	 2,65
Norwegian	6	50,0	50,0	 3,00
Australian	24	87,5	12,5	 1,79
Italian	34	85,3	14,7	 1,79
Spanish	30	70,0	30,0	 2,40
Swiss	26	46,2	53,8	 3,19
Belgian	22	68,2	31,8	 2,32
Other	77	88,3	11,7	 2,00
Type of trip*				
Package tour	123	86,2	13,8	 2,06
Individually-arranged tour	484	67,4	32,6	 2,86
Business-arranged tour	10	70,0	30,0	 3,10
Purpose of visit*				
Vacation/holiday	596	71,8	28,2	 2,47
Conference/large meeting	13	69,2	30,8	 8,38
Business/small meeting	9	55,6	44,4	 2,44
Education and training	24	54,2	45,8	 5,46
Visiting friends/relatives	36	44,4	55,6	 6,75
Business incentives package	<5			
Temporary employment in Iceland	<5			
Health/medical treatment	<5			
Event in Iceland (leisure related)	26	69,2	30,8	 3,00

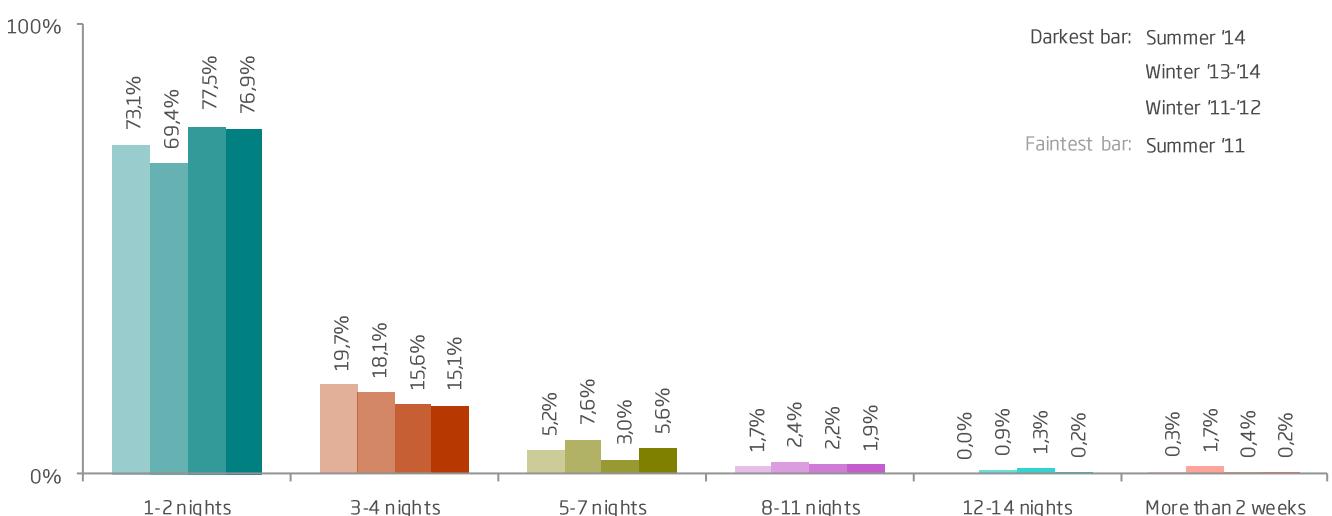
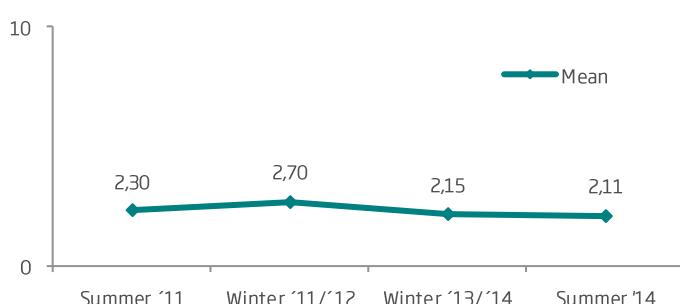
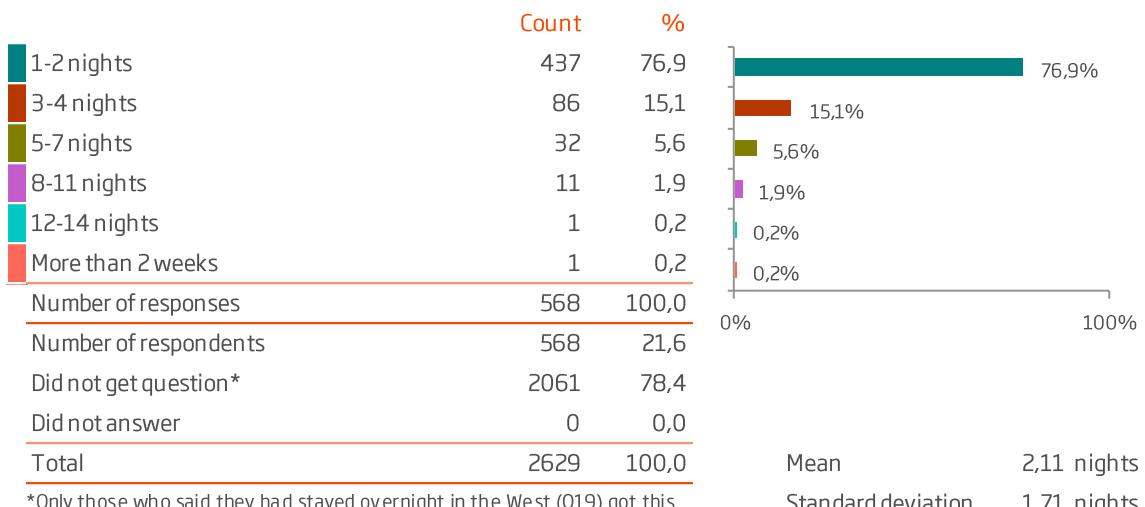
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

LENGTH OF STAY IN THE WEST



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



LENGTH OF STAY IN THE WEST



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

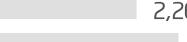
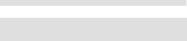
	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	568	76,9	15,1	7,9	 2,11
Gender					
Male	313	77,0	13,7	9,3	 2,19
Female	249	76,3	17,3	6,4	 2,03
Age					
24 years and younger	62	77,4	14,5	8,1	 2,13
25-34 years	203	82,3	10,8	6,9	 2,02
35-44 years	88	77,3	18,2	4,5	 1,86
45-54 years	76	76,3	17,1	6,6	 2,07
55 years and older	124	66,9	20,2	12,9	 2,49
What is your profession?*					
Managerial	62	91,9	6,5	1,6	 1,53
Professionals (dr./lawyer/account. etc.)	118	79,7	16,1	4,2	 1,92
Other professionals	73	72,6	19,2	8,2	 2,32
Teacher/Medical care	76	71,1	18,4	10,5	 2,33
Clerical/Service	28	89,3	7,1	3,6	 1,46
Vocational/Technical	24	66,7	12,5	20,8	 2,83
Unskilled	<5				
Student	82	79,3	14,6	6,1	 2,00
Retired/Homemaker	61	67,2	19,7	13,1	 2,43
Artist/Musician/Actor etc.	10	50,0	20,0	30,0	 3,40
Other	26	88,5	7,7	3,8	 1,73
Household income*					
High	197	80,7	14,2	5,1	 1,88
Average	197	76,6	16,8	6,6	 2,14
Low	144	72,9	14,6	12,5	 2,33
Market area*					
Central/Southern Europe	296	77,0	16,6	6,4	 2,10
North America	113	82,3	11,5	6,2	 1,85
Scandinavia	69	69,6	14,5	15,9	 2,43
Britain	36	63,9	16,7	19,4	 2,94
Asia	5	80,0	20,0	0,0	 1,80
Other	49	83,7	14,3	2,0	1,78
Transportation*					
Airline	460	79,6	13,7	6,7	2,00
M/S Norröna	108	65,7	21,3	13,0	2,59

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

LENGTH OF STAY IN THE WEST



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

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	568	76,9	15,1	7,9	 2,11
Nationality*					
American	91	83,5	11,0	5,5	 1,77
British	31	64,5	16,1	19,4	 3,10
Swedish	23	78,3	17,4	4,3	 1,83
German	73	61,6	26,0	12,3	 2,71
French	64	85,9	10,9	3,1	 1,77
Canadian	20	80,0	10,0	10,0	 2,05
Dutch	48	72,9	20,8	6,3	 2,19
Danish	25	76,0	12,0	12,0	 2,24
Norwegian	11	54,5	18,2	27,3	 3,00
Australian	19	84,2	10,5	5,3	 1,89
Italian	28	89,3	3,6	7,1	 1,75
Spanish	26	88,5	7,7	3,8	 1,73
Swiss	21	71,4	19,0	9,5	 2,52
Belgian	21	71,4	23,8	4,8	 2,14
Other	67	79,1	14,9	6,0	 1,90
Type of trip*					
Package tour	100	87,0	9,0	4,0	 1,68
Individually-arranged tour	444	73,6	16,9	9,5	 2,26
Business-arranged tour	11	63,6	9,1	27,3	 2,91
Purpose of visit*					
Vacation/holiday	531	78,3	15,1	6,6	 2,02
Conference/large meeting	16	68,8	6,3	25,0	 3,06
Business/small meeting	6	50,0	33,3	16,7	 3,17
Education and training	17	64,7	5,9	29,4	 3,18
Visiting friends/relatives	42	61,9	26,2	11,9	 2,57
Business incentives package	<5				
Temporary employment in Iceland	<5				
Health/medical treatment	<5				
Event in Iceland (leisure related)	31	67,7	25,8	6,5	 2,29

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

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

LENGTH OF STAY IN REYKJANES-PENINSULA

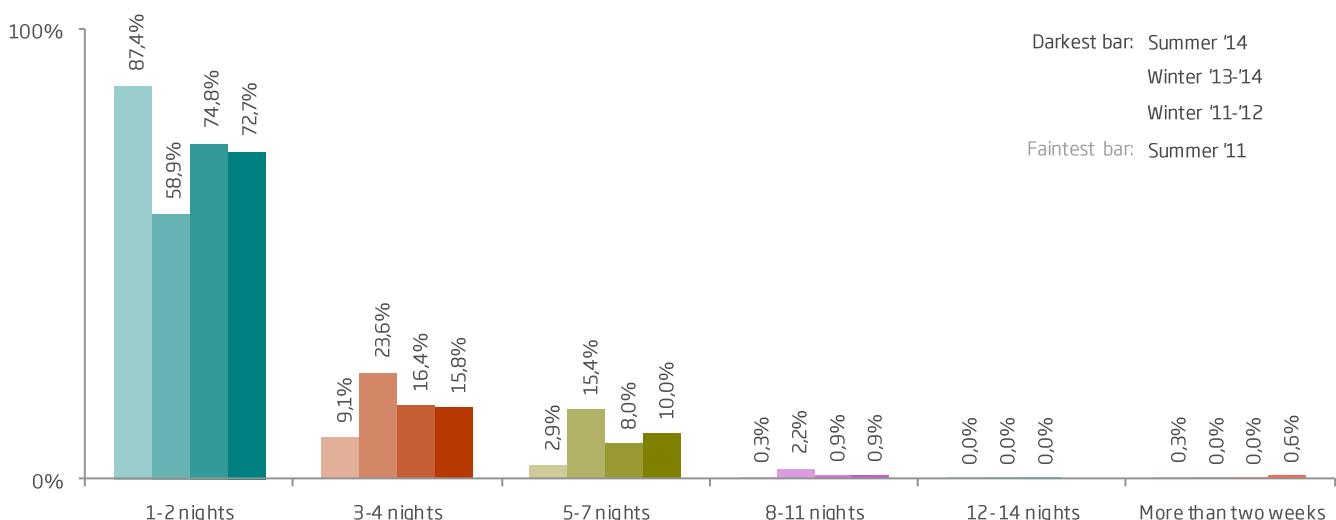
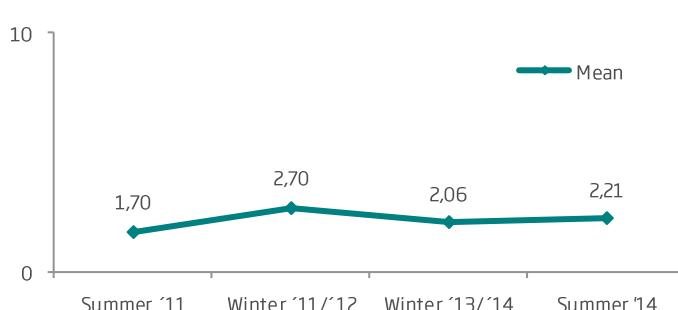


Q.25. Total length of your stay in Rekjanes - peninsula?

	Count	%
1-2 nights	248	72,7
3-4 nights	54	15,8
5-7 nights	34	10,0
8-11 nights	3	0,9
12-14 nights	0	0,0
More than 2 weeks	2	0,6
Number of responses	341	100,0
Number of respondents	341	13,0
Did not get question*	2287	87,0
Did not answer	1	0,0
Total	2629	100,0

Mean 2,21 nights
Standard deviation 2,09 nights

*Only those who said they had stayed overnight in the Reykjanes - peninsula (Q19) got this question.



LENGTH OF STAY IN REYKJANES-PENINSULA



Q.25. Total length of your stay in Rekjanes - peninsula?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	341	72,7	27,3	2,21
Gender				
Male	168	76,8	23,2	2,19
Female	171	69,0	31,0	2,21
Age				
24 years and younger	47	72,3	27,7	2,34
25-34 years	113	78,8	21,2	2,02
35-44 years	53	83,0	17,0	1,74
45-54 years	61	63,9	36,1	2,62
55 years and older	63	65,1	34,9	2,34
What is your profession?				
Managerial	38	73,7	26,3	2,37
Professionals (dr./lawyer/account. etc.)	68	77,9	22,1	1,93
Other professionals	50	76,0	24,0	1,92
Teacher/Medical care	52	69,2	30,8	2,00
Clerical/Service	12	83,3	16,7	1,83
Vocational/Technical	17	76,5	23,5	2,35
Student	51	72,5	27,5	2,45
Retired/Homemaker	26	53,8	46,2	2,69
Artist/Musician/Actor etc.	5	60,0	40,0	1,80
Other	17	76,5	23,5	2,41
Household income				
High	133	72,9	27,1	2,19
Average	116	73,3	26,7	2,02
Low	76	73,7	26,3	2,13
Market area*				
Central/Southern Europe	159	83,6	16,4	1,86
North America	60	75,0	25,0	1,89
Scandinavia	65	40,0	60,0	3,51
Britain	26	61,5	38,5	2,69
Asia	6	83,3	16,7	2,33
Other	25	92,0	8,0	1,36
Transportation				
Airline	295	72,2	27,8	2,17
M/S Norröna	46	76,1	23,9	2,46

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

LENGTH OF STAY IN REYKJANES-PENINSULA



Q.25. Total length of your stay in Rekjanes - peninsula?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	341	72,7	27,3	2,21
Nationality*				
American	42	64,3	35,7	2,21
British	18	61,1	38,9	2,78
Swedish	31	35,5	64,5	3,58
German	39	69,2	30,8	2,59
French	31	90,3	9,7	1,94
Canadian	14	100,0	0,0	1,10
Dutch	39	82,1	17,9	1,82
Danish	11	63,6	36,4	2,73
Norwegian	14	28,6	71,4	3,71
Australian	<5			
Italian	10	90,0	10,0	1,30
Spanish	11	72,7	27,3	1,82
Swiss	10	90,0	10,0	1,50
Belgian	15	86,7	13,3	1,40
Other	52	84,6	15,4	1,90
Type of trip*				
Package tour	34	76,5	23,5	2,26
Individually-arranged tour	292	72,6	27,4	2,20
Business-arranged tour	7	28,6	71,4	3,86
Purpose of visit*				
Vacation/holiday	318	74,5	25,5	2,15
Conference/large meeting	13	61,5	38,5	2,69
Business/small meeting	9	100,0	0,0	1,22
Education and training	13	76,9	23,1	2,85
Visiting friends/relatives	25	64,0	36,0	2,96
Business incentives package	<5			
Temporary employment in Iceland	<5			
Health/medical treatment	<5			
Event in Iceland (leisure related)	16	43,8	56,3	3,94

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

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

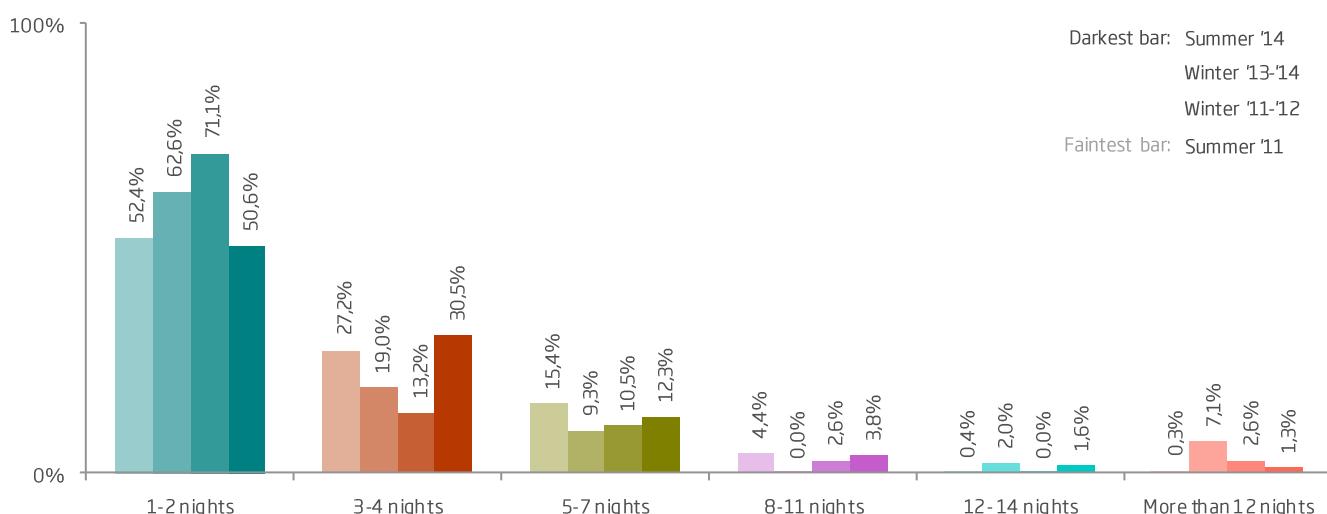
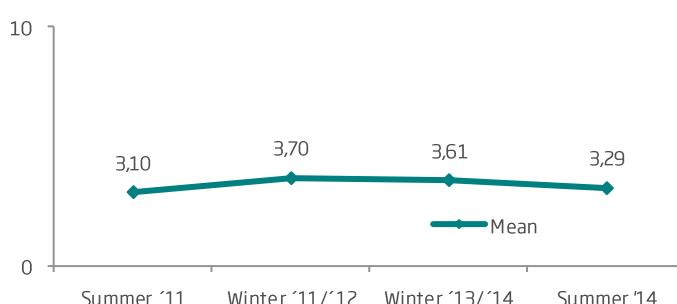
LENGTH OF STAY IN THE WESTFJORDS



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

	Count	%
1-2 nights	161	50,6%
3-4 nights	97	30,5%
5-7 nights	39	12,3%
8-11 nights	12	3,8%
12-14 nights	5	1,6%
More than 2 weeks	4	1,3%
Number of responses	318	100,0
Number of respondents	318	12,1
Did not get question*	2311	87,9
Did not answer	0	0,0
Total	2629	100,0
Mean		3,29 nights
Standard deviation		2,96 nights

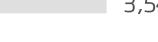
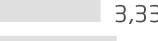
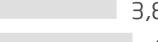
*Only those who said they had stayed overnight in the Westfjords (Q19) got this question.



LENGTH OF STAY IN THE WESTFJORDS



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

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	318	50,6	30,5	18,9	 3,29
Gender					
Male	181	48,1	29,8	22,1	 3,43
Female	133	54,1	31,6	14,3	 3,11
Age					
24 years and younger	39	53,8	23,1	23,1	 3,62
25-34 years	120	52,5	29,2	18,3	 3,13
35-44 years	35	57,1	22,9	20,0	 3,77
45-54 years	44	45,5	40,9	13,6	 3,00
55 years and older	72	40,3	37,5	22,2	 3,54
What is your profession?					
Managerial	40	55,0	32,5	12,5	 2,73
Professionals (dr./lawyer/account. etc.)	64	51,6	25,0	23,4	 3,36
Other professionals	37	51,4	37,8	10,8	 3,05
Teacher/Medical care	47	48,9	34,0	17,0	 3,89
Clerical/Service	14	71,4	28,6	0,0	 1,86
Vocational/Technical	17	47,1	23,5	29,4	 3,24
Unskilled	5	60,0	20,0	20,0	 3,20
Student	42	52,4	28,6	19,0	 3,33
Retired/Homemaker	32	37,5	34,4	28,1	 3,84
Artist/Musician/Actor etc.	5	20,0	40,0	40,0	 4,40
Other	14	57,1	21,4	21,4	 2,86
Household income					
High	112	52,7	35,7	11,6	 2,90
Average	113	56,6	23,0	20,4	 3,26
Low	83	39,8	33,7	26,5	 3,88
Marketarea					
Central/Southern Europe	167	46,7	36,5	16,8	 3,34
North America	72	55,6	23,6	20,8	 3,33
Scandinavia	30	36,7	30,0	33,3	 3,67
Britain	15	46,7	33,3	20,0	 3,67
Asia	5	60,0	20,0	20,0	 2,80
Other	29	75,9	13,8	10,3	 2,34
Transportation					
Airline	244	54,9	27,0	18,0	 3,23
M/S Norröna	74	36,5	41,9	21,6	 3,47

Difference between groups is not statistically significant.

LENGTH OF STAY IN THE WESTFJORDS



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

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	318	50,6	30,5	18,9	 3,29
Nationality*					
American	56	57,1	25,0	17,9	 3,20
British	15	46,7	26,7	26,7	 3,73
Swedish	10	30,0	20,0	50,0	 3,80
German	44	38,6	31,8	29,5	 3,93
French	39	48,7	38,5	12,8	 2,95
Canadian	13	46,2	23,1	30,8	 4,00
Dutch	24	29,2	62,5	8,3	 3,04
Danish	12	41,7	41,7	16,7	 3,08
Norwegian	<5				
Australian	12	75,0	16,7	8,3	 2,08
Italian	16	75,0	18,8	6,3	 2,38
Spanish	15	73,3	26,7	0,0	 1,80
Swiss	10	50,0	20,0	30,0	 3,30
Belgian	12	25,0	50,0	25,0	 7,08
Other	38	60,5	21,1	18,4	 2,89
Type of trip*					
Package tour	47	76,6	14,9	8,5	 2,21
Individually-arranged tour	262	45,4	32,8	21,8	 3,53
Business-arranged tour	<5				
Purpose of visit*					
Vacation/holiday	299	49,8	30,8	19,4	 3,33
Conference/large meeting	6	50,0	33,3	16,7	 2,50
Business/small meeting	6	83,3	16,7	0,0	 2,00
Education and training	8	37,5	25,0	37,5	 5,75
Visiting friends/relatives	31	35,5	41,9	22,6	 4,23
Business incentives package	<5				
Temporary employment in Iceland	<5				
Health/medical treatment					
Event in Iceland (leisure related)	18	38,9	33,3	27,8	 3,78

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

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

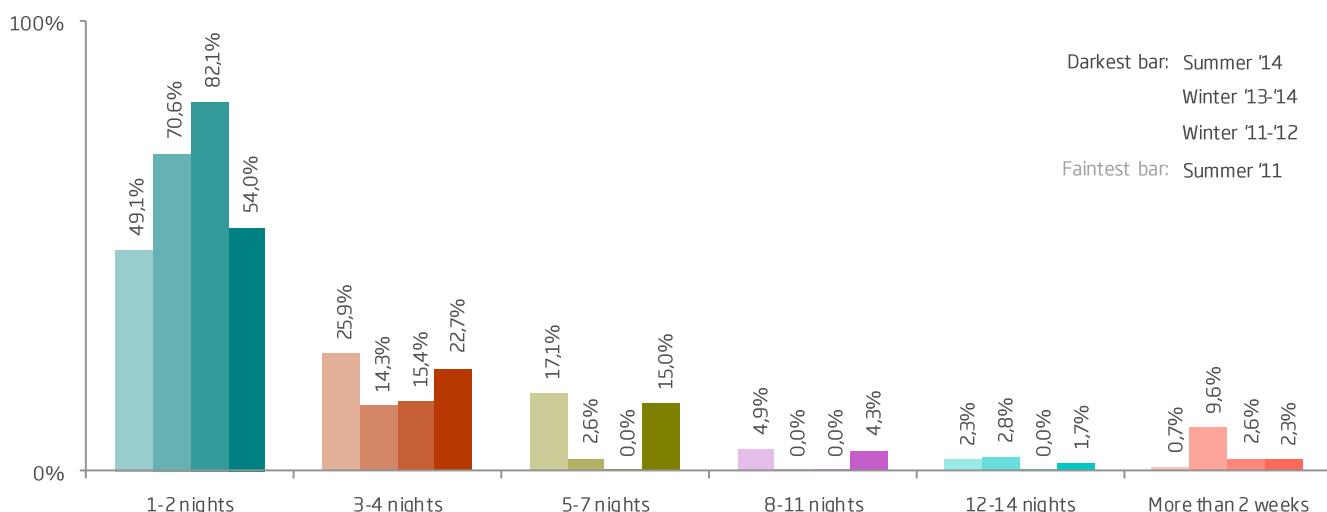
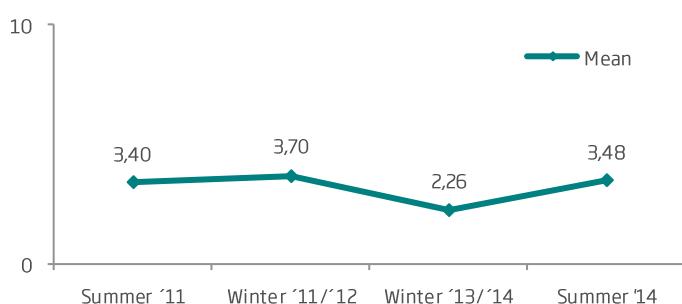
LENGTH OF STAY IN THE INTERIOR



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

	Count	%
1-2 nights	162	54,0
3-4 nights	68	22,7
5-7 nights	45	15,0
8-11 nights	13	4,3
12-14 nights	5	1,7
More than 2 weeks	7	2,3
Number of responses	300	100,0
Number of respondents	300	11,4
Did not get question*	2329	88,6
Did not answer	0	0,0
Total	2629	100,0

Mean 3,48 nights
Standard deviation 3,49 nights



LENGTH OF STAY IN THE INTERIOR



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

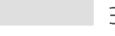
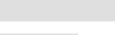
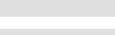
	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
Total	300	54,0	46,0	3,48
Gender				
Male	171	50,9	49,1	3,58
Female	126	58,7	41,3	3,32
Age				
24 years and younger	40	65,0	35,0	2,88
25-34 years	101	52,5	47,5	3,52
35-44 years	49	46,9	53,1	3,51
45-54 years	48	60,4	39,6	3,58
55 years and older	58	50,0	50,0	3,78
What is your profession?*				
Managerial	50	52,0	48,0	3,14
Professionals (dr./lawyer/account. etc.)	53	50,9	49,1	4,04
Other professionals	43	48,8	51,2	4,00
Teacher/Medical care	27	51,9	48,1	2,67
Clerical/Service	17	76,5	23,5	2,00
Vocational/Technical	25	44,0	56,0	3,12
Unskilled	<5			
Student	45	60,0	40,0	3,42
Retired/Homemaker	24	58,3	41,7	4,08
Artist/Musician/Actor etc.	5	20,0	80,0	5,00
Other	10	80,0	20,0	2,00
Household income				
High	94	53,2	46,8	3,00
Average	103	58,3	41,7	3,35
Low	88	50,0	50,0	4,23
Marketarea				
Central/Southern Europe	198	51,5	48,5	3,34
North America	37	54,1	45,9	4,32
Scandinavia	22	54,5	45,5	3,23
Britain	18	61,1	38,9	4,67
Asia	<5			
Other	22	63,6	36,4	2,95
Transportation				
Airline	232	57,3	42,7	3,27
M/S Norröna	68	42,6	57,4	4,19

*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	300	54,0	46,0	 3,48
Nationality				
American	34	52,9	47,1	 4,47
British	15	73,3	26,7	 4,27
Swedish	7	42,9	57,1	 3,71
German	50	40,0	60,0	 4,52
French	47	46,8	53,2	 3,23
Canadian	<5			
Dutch	27	51,9	48,1	 3,67
Danish	10	50,0	50,0	 2,90
Norwegian	<5			
Australian	9	88,9	11,1	 2,00
Italian	20	80,0	20,0	 2,40
Spanish	13	61,5	38,5	 2,69
Swiss	13	46,2	53,8	 2,92
Belgian	12	58,3	41,7	 2,67
Other	37	56,8	43,2	 2,97
Type of trip*				
Package tour	54	72,2	27,8	 2,22
Individually-arranged tour	234	50,4	49,6	 3,76
Business-arranged tour	<5			
Purpose of visit*				
Vacation/holiday	281	54,8	45,2	 3,31
Conference/large meeting	<5			
Business/small meeting	5	0,0	100,0	 7,00
Education and training	16	62,5	37,5	 5,88
Visiting friends/relatives	16	31,3	68,8	 4,00
Business incentives package	<5			
Temporary employment in Iceland	<5			
Health/medical treatment				
Event in Iceland (leisure related)	16	50,0	50,0	 3,44

Difference between groups is not statistically significant.

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

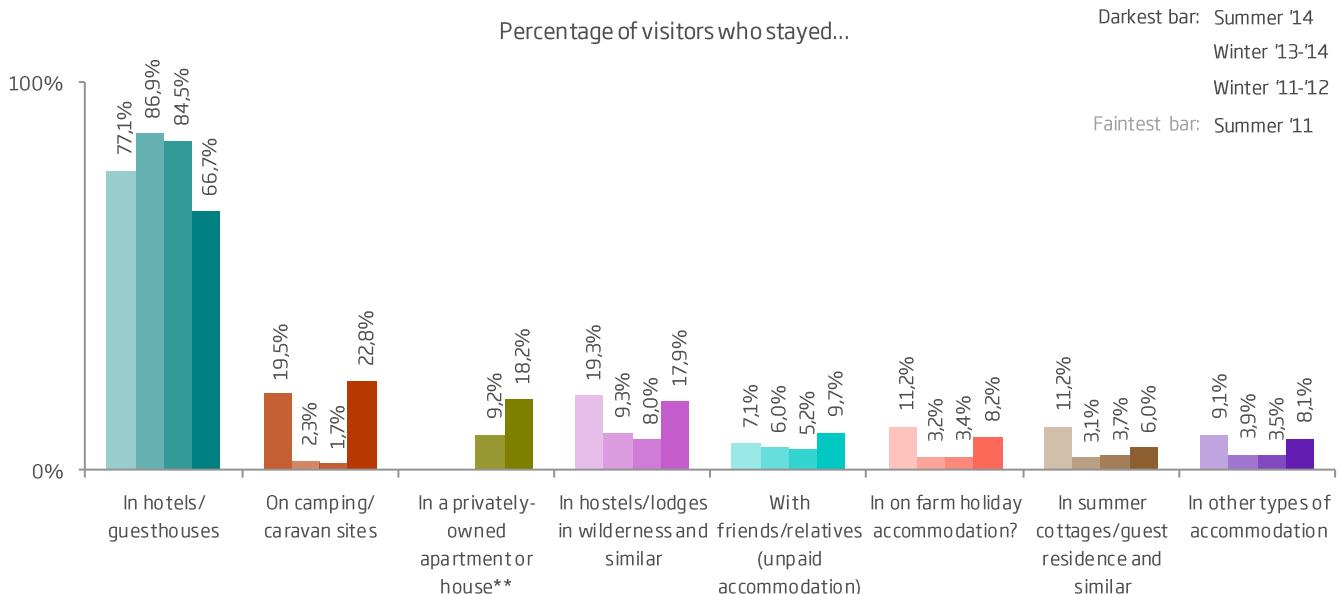
TYPES OF ACCOMODATION



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

	Count respondents	% respondents	% responses
In hotels/guesthouses?	1545	66,7	42,3
On camping/caravan sites?	528	22,8	14,4
In a privately-owned apartment or house (airbnb/house exchange/couch surfing)?	422	18,2	11,5
In hostels/lodges in wilderness and similar?	416	17,9	11,4
With friends/relatives (unpaid accommodation)?	225	9,7	6,2
On farm holiday accommodation?	191	8,2	5,2
In summer cottages/guest residence and similar?	140	6,0	3,8
In other types of accommodation?	188	8,1	5,1
Number of responses*	3655	157,7	100,0
Number of respondents	2318	88,2	
Did not answer	311	11,8	
Total	2629	100,0	

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



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

TYPES OF ACCOMODATION



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

	Number of answers	In hotels/guest-houses?	On camping/caravan sites?	In a privately-owned apartment or house?	In hostels/lodges in wilderness and similar?	With friends/relatives (unpaid accommodation)?	In other types of accommodation
	Count	%	%	%	%	%	%
Total	2318						
Gender							
Male	1127	67,5	25,9	17,9	17,7	7,8	20,5
Female	1162	65,5	20,0	18,7	18,5	11,7	20,4
Age							
24 years and younger	324	53,4	30,9	15,4	24,7	15,1	21,3
25-34 years	737	57,7	29,7	26,7	22,9	11,7	21,2
35-44 years	422	69,2	19,2	20,6	12,8	8,3	20,4
45-54 years	353	78,2	17,3	11,6	15,3	5,1	21,8
55 years and older	427	80,3	14,3	10,5	11,9	6,6	16,6
What is your profession?							
Managerial	274	75,5	21,9	16,8	19,0	6,2	20,1
Professionals (dr./lawyer/account. etc.)	528	68,9	22,7	22,0	16,5	5,9	17,0
Other professionals	312	69,9	19,6	23,1	15,1	9,9	21,5
Teacher/Medical care	288	63,9	24,0	14,9	18,1	10,4	23,6
Clerical/Service	131	71,8	19,1	13,7	22,9	9,2	15,3
Vocational/Technical	109	64,2	26,6	13,8	22,0	5,5	27,5
Unskilled	12	58,3	25,0	16,7	41,7	25,0	33,3
Student	351	51,6	30,2	16,0	23,6	17,1	24,2
Retired/Homemaker	171	78,4	16,4	12,3	9,4	7,0	17,0
Artist/Musician/Actor etc.	34	52,9	20,6	26,5	17,6	17,6	23,5
Household income							
High	939	72,7	17,5	18,8	16,0	8,0	17,9
Average	816	62,6	25,4	18,6	15,9	11,2	20,7
Low	480	62,5	28,3	16,5	24,6	11,5	24,0
Market area							
Central/Southern Europe	769	62,3	39,4	13,9	24,6	10,8	31,2
North America	622	69,5	13,2	26,2	14,6	5,1	14,0
Scandinavia	484	71,1	12,4	11,0	9,7	15,3	16,3
Britain	240	60,0	14,6	23,8	16,3	10,0	13,8
Asia	32	78,1	6,3	12,5	31,3	3,1	12,5
Transportation							
Airline	2165	67,5	19,9	19,1	17,9	10,1	19,2
M/S Norröna	153	54,9	64,1	5,2	18,3	4,6	36,6

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 accomodation did you stay over night?

	Number of answers	In hotels/guest-houses?	On camping/caravan sites?	In a privately-owned apartment or house?	In hostels/lodges in wilderness and similar?	With friends/relatives (unpaid accommodation)?	In other types of accommodation
	Count	%	%	%	%	%	%
Total	2318						
Nationality							
American	469	67,6	14,3	27,7	14,1	5,3	14,1
British	210	60,0	13,3	20,5	17,1	10,5	15,2
Swedish	186	76,3	11,3	11,3	10,8	14,0	14,0
German	186	56,5	41,9	15,1	19,9	8,1	35,5
French	167	61,7	40,1	16,8	29,3	13,2	32,3
Canadian	142	73,2	12,0	23,9	14,8	3,5	14,8
Dutch	156	73,1	31,4	10,9	26,9	10,3	28,8
Danish	131	62,6	15,3	9,9	10,7	22,1	18,3
Norwegian	111	85,6	9,0	7,2	5,4	7,2	12,6
Australian	74	66,2	16,2	25,7	28,4	4,1	12,2
Italian	60	65,0	23,3	13,3	31,7	13,3	23,3
Spanish	57	63,2	36,8	17,5	21,1	10,5	36,8
Swiss	43	58,1	58,1	14,0	18,6	7,0	23,3
Belgian	43	62,8	55,8	11,6	20,9	11,6	41,9
Other	283	64,0	26,5	18,4	19,8	11,3	18,4
Type of trip*							
Package tour	298	91,9	8,4	5,4	22,1	1,7	21,1
Individually-arranged tour	1863	62,3	25,4	20,3	17,6	11,1	20,3
Business-arranged tour	93	83,9	5,4	7,5	7,5	9,7	9,7
Purpose of visit*							
Vacation/holiday	2021	67,2	24,4	19,0	19,0	8,3	20,5
Conference/large meeting	113	77,9	8,0	17,7	6,2	6,2	13,3
Business/small meeting	85	70,6	9,4	14,1	3,5	12,9	17,6
Education and training	101	47,5	27,7	16,8	23,8	15,8	35,6
Visiting friends/relatives	220	40,0	15,9	15,5	12,3	62,7	24,1
Business incentives package	12	75,0	8,3	8,3	8,3	8,3	16,7
Temporary employment in Iceland	17	58,8	17,6	5,9	11,8	58,8	35,3
Health/medical treatment	<5						
Event in Iceland (leisure related)	186	60,2	12,4	19,9	17,2	22,0	24,2

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

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

NUMBER OF NIGHTS IN HOTELS/GUESTHOUSES

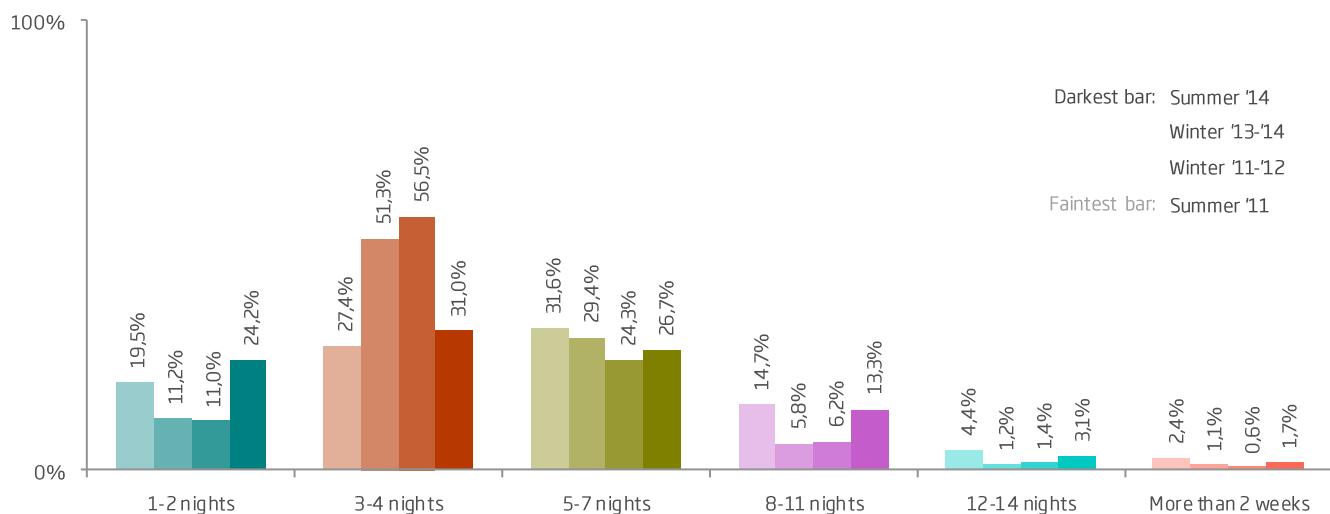
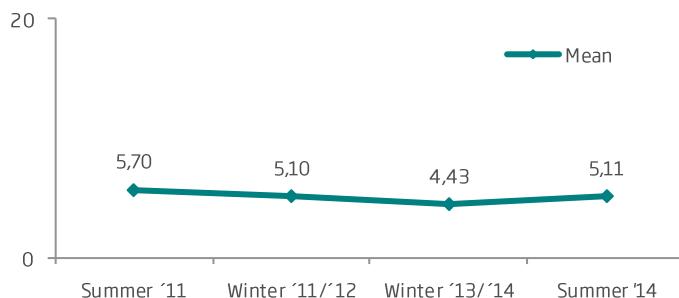


Q.29. How many nights did you stay...in hotels/guesthouses?

	Count	%
1-2 nights	374	24,2%
3-4 nights	478	31,0%
5-7 nights	412	26,7%
8-11 nights	205	13,3%
12-14 nights	48	3,1%
More than 2 weeks	27	1,7%
Number of responses	1544	100,0
Number of respondents	1544	58,7
Did not get question*	1084	41,2
Did not answer	1	0,0
Total	2629	100,0

Mean 5,11 nights
Standard deviation 5,99 nights

*Only those who said they stayed in hotels/guesthouses (Q28) got this question.



NUMBER OF NIGHTS IN HOTELS/GUESTHOUSES



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	1544	24,2	31,0	26,7	13,3	4,9	 5,11
Gender							
Male	760	24,5	30,5	27,1	12,0	5,9	 5,04
Female	761	24,2	31,3	26,5	14,1	3,9	 5,19
Age*							
24 years and younger	173	30,1	32,4	19,1	13,3	5,2	 5,65
25-34 years	425	29,6	31,1	27,3	8,9	3,1	 4,55
35-44 years	292	26,0	33,9	24,0	11,6	4,5	 4,78
45-54 years	276	21,7	28,3	30,1	15,9	4,0	 5,11
55 years and older	342	15,5	31,0	28,1	17,0	8,5	 5,79
What is your profession?							
Managerial	207	26,6	34,3	25,1	11,1	2,9	 4,56
Professionals (dr./lawyer/account. etc.)	364	22,5	32,1	26,1	14,6	4,7	 5,09
Other professionals	218	28,4	29,4	26,6	10,1	5,5	 4,72
Teacher/Medical care	184	20,1	29,3	32,1	14,7	3,8	 5,05
Clerical/Service	94	26,6	31,9	24,5	13,8	3,2	 4,77
Vocational/Technical	70	27,1	35,7	30,0	2,9	4,3	 4,37
Unskilled	7	28,6	14,3	14,3	14,3	28,6	 8,43
Student	181	29,3	28,2	21,5	14,9	6,1	 6,15
Retired/Homemaker	133	14,3	27,8	28,6	21,1	8,3	 6,09
Artist/Musician/Actor etc.	18	22,2	27,8	38,9	11,1	0,0	 4,33
Other	59	22,0	35,6	28,8	8,5	5,1	 4,86
Household income*							
High	683	22,5	31,8	28,8	12,9	4,0	 4,89
Average	510	26,5	32,5	25,3	11,4	4,3	 4,68
Low	300	25,3	26,3	26,0	15,3	7,0	 5,52
Market area*							
Central/Southern Europe	479	27,1	23,4	23,0	17,3	9,2	 6,05
North America	431	25,3	29,9	24,8	16,5	3,5	 4,84
Scandinavia	344	20,9	40,1	32,0	4,9	2,0	4,45
Britain	144	22,2	40,3	27,1	8,3	2,1	4,44
Asia	25	12,0	24,0	44,0	16,0	4,0	5,68
Other	121	23,1	28,9	28,9	14,9	4,1	4,98
Transportation*							
Airline	1460	24,3	31,8	26,7	13,1	4,1	5,02
M/S Norröna	84	22,6	16,7	26,2	16,7	17,9	6,80

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

NUMBER OF NIGHTS IN HOTELS/GUESTHOUSES



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	1544	24,2	31,0	26,7	13,3	4,9	 5,11
Nationality*							
American	317	22,4	30,3	25,9	18,6	2,8	 4,97
British	126	21,4	40,5	27,8	7,1	3,2	 4,52
Swedish	142	19,0	40,8	33,1	5,6	1,4	 4,45
German	105	40,0	14,3	21,9	16,2	7,6	 6,58
French	103	35,0	28,2	22,3	8,7	5,8	 4,87
Canadian	103	31,1	31,1	21,4	11,7	4,9	 4,40
Dutch	114	21,9	22,8	24,6	16,7	14,0	 6,09
Danish	82	24,4	36,6	30,5	4,9	3,7	 4,40
Norwegian	95	15,8	48,4	32,6	1,1	2,1	 4,51
Australian	49	12,2	30,6	34,7	20,4	2,0	 5,45
Italian	39	23,1	7,7	15,4	43,6	10,3	 8,23
Spanish	36	25,0	25,0	30,6	19,4	0,0	 4,86
Swiss	25	20,0	36,0	12,0	16,0	16,0	 6,36
Belgian	27	22,2	14,8	25,9	29,6	7,4	 6,22
Other	181	24,3	30,4	28,7	11,6	5,0	 4,98
Type of trip*							
Package tour	274	17,5	18,6	25,9	29,6	8,4	 7,17
Individually-arranged tour	1160	24,4	32,9	27,1	10,9	4,7	 4,98
Business-arranged tour	78	28,2	47,4	19,2	3,8	1,3	 3,83
Purpose of visit*							
Vacation/holiday	1358	23,8	30,3	26,7	14,3	4,9	 5,06
Conference/large meeting	88	11,4	44,3	34,1	6,8	3,4	 5,00
Business/small meeting	60	35,0	38,3	21,7	5,0	0,0	 3,80
Education and training	48	20,8	22,9	20,8	16,7	18,8	 11,25
Visiting friends/relatives	88	31,8	31,8	18,2	12,5	5,7	 4,56
Business incentives package	9	33,3	33,3	33,3	0,0	0,0	 3,67
Temporary employment in Iceland	10	20,0	20,0	30,0	0,0	30,0	 7,80
Health/medical treatment	<5						
Event in Iceland (leisure related)	112	24,1	27,7	35,7	10,7	1,8	 4,69

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

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

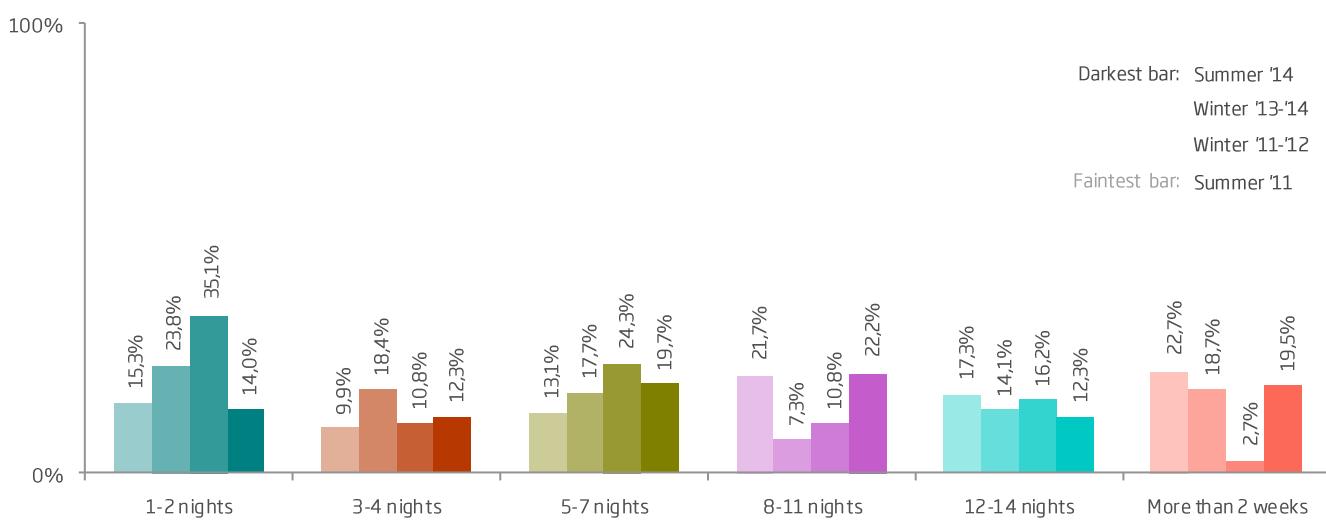
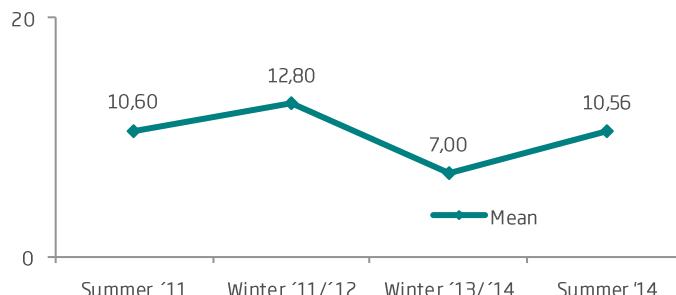
NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



Q. 30. How many nights did you stay...on camping/caravan sites?

	Count	%
1-2 nights	74	14,0%
3-4 nights	65	12,3%
5-7 nights	104	19,7%
8-11 nights	117	22,2%
12-14 nights	65	12,3%
More than 2 weeks	103	19,5%
Number of responses	528	100,0
Number of respondents	528	20,1
Did not get question*	2101	79,9
Did not answer	0	0,0
Total	2629	100,0
Mean		10,56 nights
Standard deviation		12,76 nights

*Only those who said they stayed on camping/caravan sites (Q28) got this question.



NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



Q. 30. How many nights did you stay...on camping/caravan sites?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 2 weeks
	Count	%	%	%	%	%	%
Total	528						10,56
Gender*							
Male	292	13,0	13,7	14,7	19,9	14,7	24,0
Female	232	15,1	10,8	26,3	24,1	9,5	14,2
Age*							
24 years and younger	100	13,0	10,0	29,0	22,0	14,0	12,0
25-34 years	219	15,5	12,8	19,2	26,9	10,5	15,1
35-44 years	81	16,0	13,6	19,8	17,3	18,5	14,8
45-54 years	61	13,1	14,8	14,8	11,5	11,5	34,4
55 years and older	61	8,2	11,5	11,5	19,7	9,8	39,3
What is your profession?*							
Managerial	60	11,7	15,0	21,7	25,0	10,0	16,7
Professionals (dr./lawyer/account. etc.)	120	14,2	19,2	16,7	19,2	12,5	18,3
Other professionals	61	9,8	8,2	27,9	24,6	11,5	18,0
Teacher/Medical care	69	14,5	7,2	14,5	30,4	15,9	17,4
Clerical/Service	25	24,0	16,0	16,0	28,0	0,0	16,0
Vocational/Technical	29	17,2	10,3	17,2	6,9	20,7	27,6
Unskilled	<5						
Student	106	13,2	14,2	25,5	21,7	13,2	12,3
Retired/Homemaker	28	14,3	3,6	14,3	7,1	10,7	50,0
Artist/Musician/Actor etc.	7	28,6	0,0	14,3	14,3	0,0	42,9
Other	17	17,6	0,0	17,6	35,3	11,8	17,6
Household income*							
High	164	12,8	14,6	26,8	20,7	11,0	14,0
Average	207	16,9	10,6	16,9	23,2	15,5	16,9
Low	136	12,5	13,2	15,4	19,9	9,6	29,4
Marketarea							
Central/Southern Europe	303	12,2	11,6	16,8	20,1	14,5	24,8
North America	82	14,6	13,4	24,4	30,5	4,9	12,2
Scandinavia	60	20,0	13,3	23,3	23,3	6,7	13,3
Britain	35	17,1	14,3	8,6	17,1	25,7	17,1
Asia	<5						
Other	46	13,0	10,9	34,8	23,9	8,7	8,7
Transportation*							
Airline	430	15,6	13,5	22,6	24,9	10,2	13,3
M/S Norröna	98	7,1	7,1	7,1	10,2	21,4	46,9

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

NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



Q. 30. How many nights did you stay...on camping/caravan sites?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	12-14 nights	More than 2 weeks
	Count	%	%	%	%	%	%
Total	528						
Nationality*							
American	67	13,4	14,9	29,9	26,9	6,0	9,0
British	28	14,3	21,4	10,7	10,7	28,6	14,3
Swedish	21	14,3	19,0	9,5	38,1	9,5	9,5
German	78	6,4	11,5	15,4	17,9	11,5	37,2
French	67	9,0	14,9	16,4	28,4	6,0	25,4
Canadian	17	29,4	5,9	11,8	29,4	0,0	23,5
Dutch	49	14,3	16,3	10,2	16,3	16,3	26,5
Danish	20	10,0	10,0	35,0	20,0	0,0	25,0
Norwegian	10	60,0	20,0	0,0	10,0	0,0	10,0
Australian	12	8,3	0,0	41,7	33,3	8,3	8,3
Italian	14	35,7	0,0	21,4	21,4	14,3	7,1
Spanish	21	23,8	9,5	19,0	28,6	14,3	4,8
Swiss	25	4,0	0,0	24,0	24,0	20,0	28,0
Belgian	24	12,5	0,0	16,7	16,7	25,0	29,2
Other	75	16,0	14,7	26,7	18,7	17,3	6,7
Type of trip*							
Package tour	25	20,0	12,0	16,0	20,0	24,0	8,0
Individually-arranged tour	474	13,7	12,0	19,6	22,8	11,8	20,0
Business-arranged tour	5	0,0	40,0	0,0	20,0	0,0	40,0
Purpose of visit*							
Vacation/holiday	493	13,8	11,6	19,7	23,1	12,2	19,7
Conference/large meeting	9	0,0	33,3	11,1	33,3	0,0	22,2
Business/small meeting	8	12,5	0,0	37,5	12,5	25,0	12,5
Education and training	28	14,3	10,7	21,4	14,3	21,4	17,9
Visiting friends/relatives	35	28,6	14,3	20,0	28,6	5,7	2,9
Business incentives package	<5						
Temporary employment in Iceland	<5						
Health/medical treatment	<5						
Event in Iceland (leisure related)	23	21,7	30,4	21,7	17,4	8,7	0,0

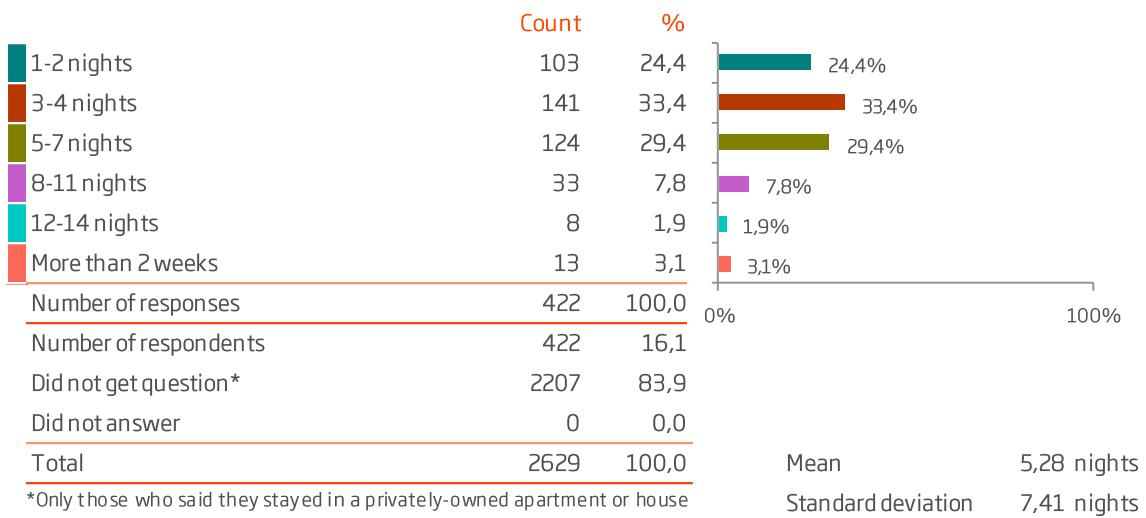
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

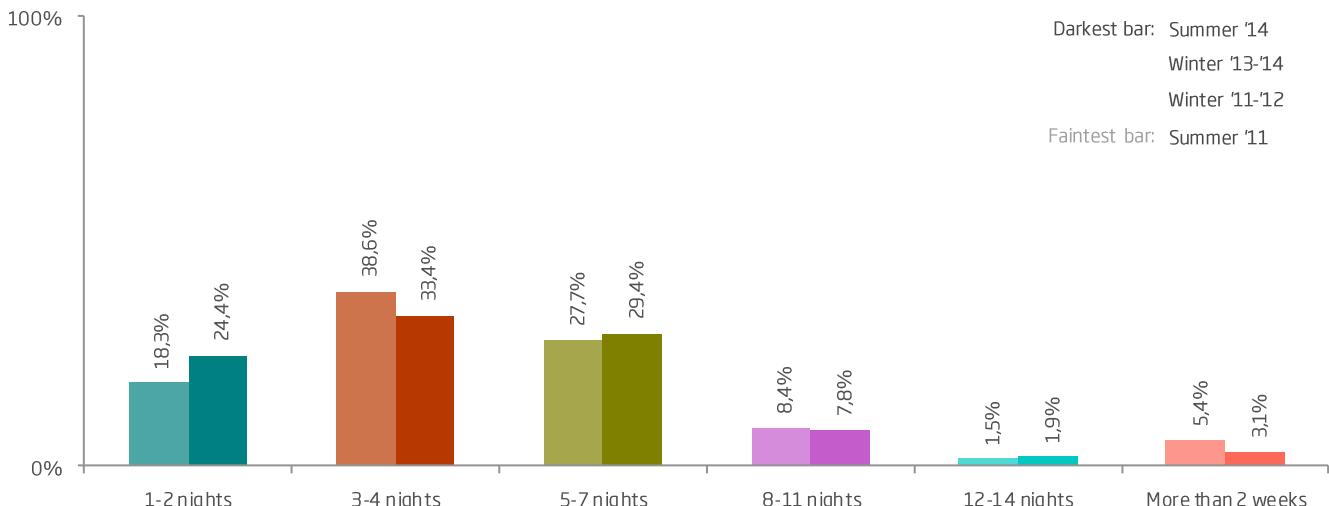
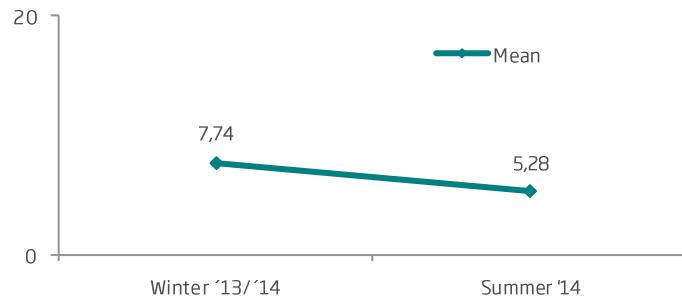
NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT/HOUSE



Sp. 31. 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 (Q28) got this question.



NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT/HOUSE



Sp.31. 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	422	24,4	33,4	29,4	12,8	
Gender						
Male	202	24,8	30,7	29,7	14,9	
Female	217	24,0	35,5	29,5	11,1	
Age						
24 years and younger	50	22,0	28,0	38,0	12,0	
25-34 years	197	27,9	32,0	26,4	13,7	
35-44 years	87	18,4	35,6	34,5	11,5	
45-54 years	41	29,3	34,1	29,3	7,3	
55 years and older	45	20,0	40,0	22,2	17,8	
What is your profession?*						
Managerial	46	21,7	41,3	26,1	10,9	
Professionals (dr./lawyer/account. etc.)	116	23,3	37,1	32,8	6,9	
Other professionals	72	26,4	36,1	26,4	11,1	
Teacher/Medical care	43	20,9	25,6	25,6	27,9	
Clerical/Service	18	22,2	22,2	44,4	11,1	
Vocational/Technical	15	33,3	26,7	26,7	13,3	
Unskilled	<5					
Student	56	25,0	26,8	28,6	19,6	
Retired/Homemaker	21	33,3	23,8	33,3	9,5	
Artist/Musician/Actor etc.	9	22,2	33,3	33,3	11,1	
Other	19	21,1	42,1	26,3	10,5	
Household income*						
High	177	21,5	36,7	31,6	10,2	
Average	152	27,0	32,2	27,0	13,8	
Low	79	26,6	27,8	27,8	17,7	
Marketarea						
Central/Southern Europe	107	37,4	23,4	27,1	12,1	
North America	163	19,0	37,4	28,2	15,3	
Scandinavia	53	20,8	41,5	30,2	7,5	
Britain	57	14,0	36,8	33,3	15,8	
Asia	<5					
Other	38	31,6	28,9	31,6	7,9	
Transportation						
Airline	414	24,2	33,1	29,7	13,0	
M/S Norröna	8	37,5	50,0	12,5	0,0	

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

NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT/HOUSE



Sp.31. 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	422	24,4	33,4	29,4	12,8	5,28
Nationality						
American	130	19,2	36,2	30,8	13,8	5,12
British	43	14,0	30,2	41,9	14,0	5,12
Swedish	21	23,8	28,6	33,3	14,3	9,76
German	28	21,4	25,0	21,4	32,1	8,96
French	28	42,9	28,6	21,4	7,1	3,54
Canadian	34	14,7	50,0	17,6	17,6	4,74
Dutch	17	29,4	29,4	35,3	5,9	4,53
Danish	13	15,4	46,2	23,1	15,4	5,38
Norwegian	8	12,5	25,0	62,5	0,0	4,75
Australian	19	26,3	26,3	36,8	10,5	5,16
Italian	8	37,5	50,0	12,5	0,0	2,63
Spanish	10	50,0	20,0	20,0	10,0	3,70
Swiss	6	50,0	0,0	50,0	0,0	4,33
Belgian	5	80,0	0,0	20,0	0,0	2,60
Other	52	30,8	36,5	25,0	7,7	4,75
Type of trip*						
Package tour	16	43,8	25,0	25,0	6,3	3,88
Individually-arranged tour	379	23,0	34,6	29,8	12,7	5,30
Business-arranged tour	7	28,6	42,9	28,6	0,0	3,71
Purpose of visit*						
Vacation/holiday	385	26,5	33,0	28,6	11,9	4,98
Conference/large meeting	20	5,0	45,0	40,0	10,0	8,60
Business/small meeting	12	8,3	16,7	41,7	33,3	9,83
Education and training	17	11,8	23,5	17,6	47,1	15,76
Visiting friends/relatives	34	14,7	17,6	44,1	23,5	8,94
Business incentives package	<5					
Temporary employment in Iceland	<5					
Health/medical treatment	<5					
Event in Iceland (leisure related)	37	18,9	37,8	32,4	10,8	5,08

Difference between groups is not statistically significant.

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

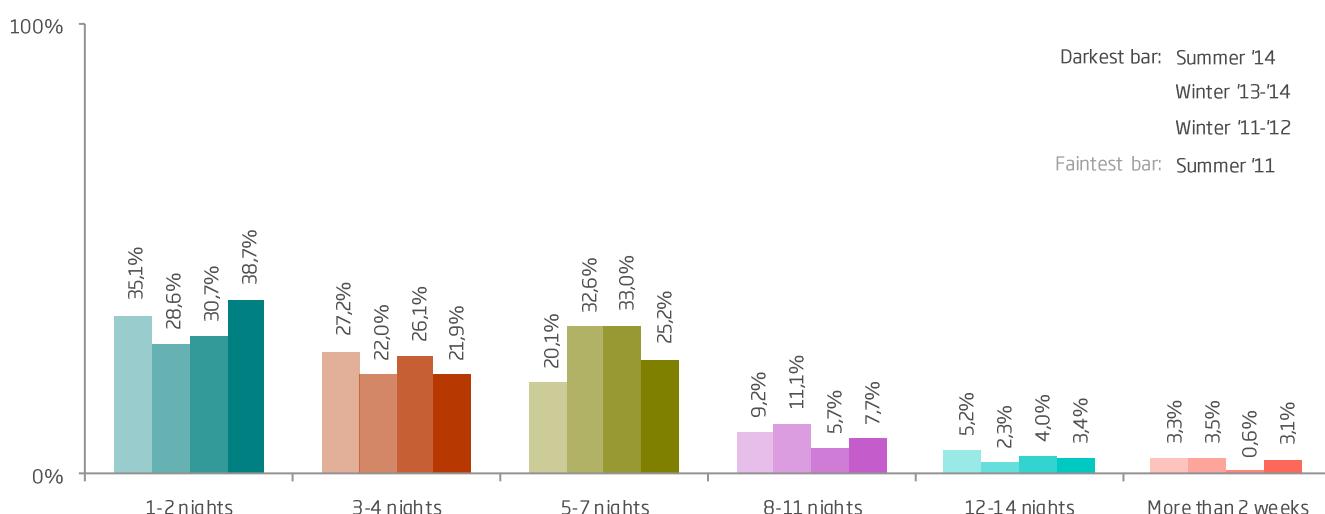
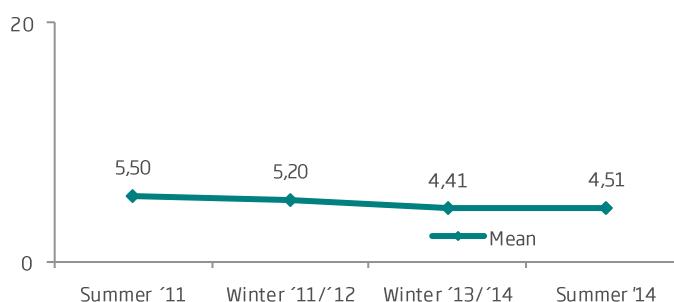
NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



Q.32. How many nights did you stay...in hostels/lodges in wilderness and similar?

	Count	%	
1-2 nights	161	38,7	38,7%
3-4 nights	91	21,9	21,9%
5-7 nights	105	25,2	25,2%
8-11 nights	32	7,7	7,7%
12-14 nights	14	3,4	3,4%
More than 2 weeks	13	3,1	3,1%
Number of responses	416	100,0	0%
Number of respondents	416	15,8	100%
Did not get question*	2213	84,2	
Did not answer	0	0,0	
Total	2629	100,0	
		Mean	4,51 nights
		Standard deviation	4,06 nights

*Only those who said they stayed in hotels/lodges in wilderness and similar (Q28) got this question.



NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



Q.32. 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	416	38,7	21,9	25,2	14,2	4,51
Gender						
Male	199	42,2	19,6	24,1	14,1	4,31
Female	215	35,8	23,7	26,0	14,4	4,71
Age						
24 years and younger	80	33,8	22,5	28,8	15,0	4,94
25-34 years	169	39,1	23,1	23,1	14,8	4,60
35-44 years	54	42,6	16,7	29,6	11,1	4,02
45-54 years	54	42,6	22,2	22,2	13,0	4,20
55 years and older	51	37,3	23,5	23,5	15,7	4,49
What is your profession?*						
Managerial	52	38,5	19,2	38,5	3,8	3,58
Professionals (dr./lawyer/account. etc.)	87	29,9	27,6	27,6	14,9	4,68
Other professionals	47	48,9	23,4	21,3	6,4	3,68
Teacher/Medical care	52	46,2	25,0	17,3	11,5	4,08
Clerical/Service	30	56,7	6,7	23,3	13,3	3,87
Vocational/Technical	24	41,7	25,0	25,0	8,3	4,04
Unskilled	5	20,0	20,0	40,0	20,0	9,60
Student	83	32,5	22,9	24,1	20,5	5,39
Retired/Homemaker	16	37,5	18,8	12,5	31,3	5,00
Artist/Musician/Actor etc.	6	50,0	16,7	0,0	33,3	4,83
Other	11	36,4	9,1	36,4	18,2	4,73
Household income						
High	150	38,0	21,3	23,3	17,3	4,75
Average	130	37,7	23,1	27,7	11,5	4,46
Low	118	38,1	22,0	28,0	11,9	4,37
Marketarea						
Central/Southern Europe	189	39,2	20,1	24,9	15,9	4,73
North America	91	48,4	20,9	18,7	12,1	3,80
Scandinavia	47	42,6	23,4	19,1	14,9	4,32
Britain	39	30,8	23,1	33,3	12,8	5,15
Asia	10	10,0	20,0	40,0	30,0	6,20
Other	40	25,0	30,0	37,5	7,5	4,30
Transportation						
Airline	388	36,9	23,2	26,0	13,9	4,56
M/S Norröna	28	64,3	3,6	14,3	17,9	3,93

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

NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



Q.32. 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	416	38,7	21,9	25,2	14,2	 4,51
Nationality*						
American	66	56,1	19,7	16,7	7,6	 3,11
British	36	33,3	22,2	30,6	13,9	 5,19
Swedish	20	30,0	40,0	30,0	0,0	 3,70
German	37	40,5	21,6	21,6	16,2	 4,49
French	49	34,7	18,4	32,7	14,3	 4,86
Canadian	21	28,6	19,0	28,6	23,8	 5,67
Dutch	42	33,3	23,8	19,0	23,8	 5,62
Danish	14	57,1	14,3	7,1	21,4	 4,43
Norwegian	6	50,0	33,3	16,7	0,0	 3,00
Australian	21	19,0	42,9	28,6	9,5	 4,52
Italian	19	47,4	15,8	26,3	10,5	 3,58
Spanish	12	58,3	0,0	16,7	25,0	 5,33
Swiss	8	12,5	12,5	37,5	37,5	 7,63
Belgian	9	77,8	22,2	0,0	0,0	 1,78
Other	56	26,8	21,4	37,5	14,3	 4,80
Type of trip*						
Package tour	66	39,4	10,6	34,8	15,2	 4,62
Individually-arranged tour	327	37,6	23,5	25,7	13,1	 4,52
Business-arranged tour	7	28,6	57,1	0,0	14,3	 4,43
Purpose of visit*						
Vacation/holiday	383	38,4	21,4	26,4	13,8	 4,45
Conference/large meeting	7	14,3	57,1	0,0	28,6	 5,14
Business/small meeting	<5					
Education and training	24	20,8	29,2	25,0	25,0	 6,21
Visiting friends/relatives	27	48,1	29,6	3,7	18,5	 4,00
Business incentives package	<5					
Temporary employment in Iceland	<5					
Health/medical treatment	<5					
Event in Iceland (leisure related)	32	62,5	15,6	15,6	6,3	 3,38

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

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

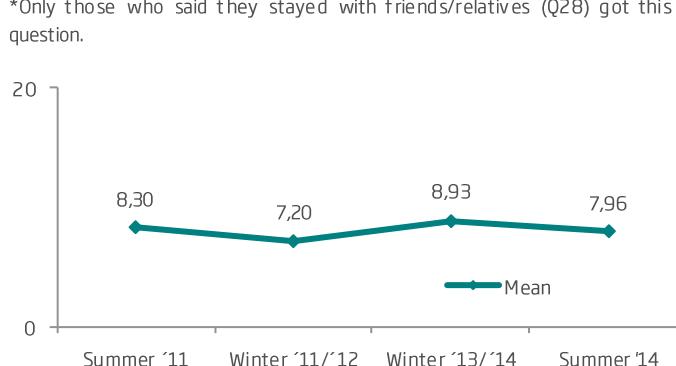
NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



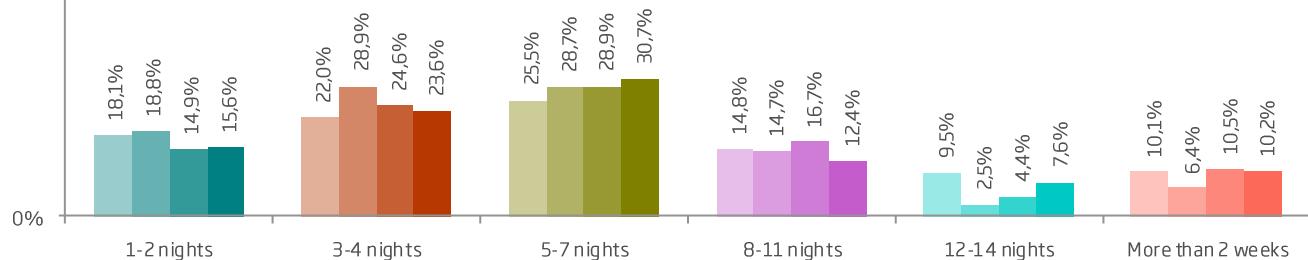
Q.33. How many nights did you stay...with friends/relatives (unpaid accommodation)?

	Count	%
1-2 nights	35	15,6%
3-4 nights	53	23,6%
5-7 nights	69	30,7%
8-11 nights	28	12,4%
12-14 nights	17	7,6%
More than 2 weeks	23	10,2%
Number of responses	225	100,0
Number of respondents	225	8,6
Did not get question*	2404	91,4
Did not answer	0	0,0
Total	2629	100,0

Mean 7,96 nights
Standard deviation 9,14 nights



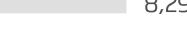
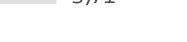
Darkest bar: Summer '14
Winter '13-'14
Winter '11-'12
Faintest bar: Summer '11



NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



Q. 33. 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	225	15,6	23,6	30,7	30,2	 7,96
Gender						
Male	88	12,5	23,9	35,2	28,4	 8,77
Female	136	17,6	22,8	27,9	31,6	 7,46
Age						
24 years and younger	49	22,4	20,4	16,3	40,8	 9,80
25-34 years	86	16,3	27,9	30,2	25,6	 6,86
35-44 years	35	8,6	22,9	40,0	28,6	 9,20
45-54 years	18	11,1	38,9	44,4	5,6	 4,94
55 years and older	28	17,9	7,1	35,7	39,3	 8,29
What is your profession?						
Managerial	17	23,5	29,4	41,2	5,9	 4,47
Professionals (dr./lawyer/account. etc.)	31	6,5	19,4	45,2	29,0	 8,87
Other professionals	31	16,1	29,0	29,0	25,8	 6,06
Teacher/Medical care	30	16,7	23,3	20,0	40,0	 7,33
Clerical/Service	12	8,3	16,7	58,3	16,7	 6,08
Vocational/Technical	6	16,7	33,3	16,7	33,3	 15,50
Unskilled	<5					
Student	60	16,7	20,0	26,7	36,7	 9,33
Retired/Homemaker	12	33,3	25,0	25,0	16,7	 4,08
Artist/Musician/Actor etc.	6	16,7	0,0	0,0	83,3	 13,50
Other	15	13,3	26,7	33,3	26,7	 8,67
Household income						
High	75	18,7	20,0	30,7	30,7	 8,88
Average	91	13,2	25,3	27,5	34,1	 7,22
Low	55	16,4	27,3	34,5	21,8	 6,75
Marketarea						
Central/Southern Europe	83	18,1	21,7	25,3	34,9	 9,20
North America	32	18,8	18,8	34,4	28,1	 6,06
Scandinavia	74	9,5	29,7	31,1	29,7	 7,59
Britain	24	25,0	20,8	37,5	16,7	 5,46
Asia	<5					
Other	11	9,1	18,2	45,5	27,3	 12,00
Transportation						
Airline	218	14,2	23,9	31,2	30,7	 8,10
M/S Norröna	7	57,1	14,3	14,3	14,3	 3,71

Difference between groups is not statistically significant.

NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



Q. 33. 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	225	15,6	23,6	30,7	30,2	
Nationality						
American	25	20,0	16,0	32,0	32,0	
British	22	22,7	9,1	45,5	22,7	
Swedish	26	7,7	19,2	34,6	38,5	
German	15	6,7	40,0	26,7	26,7	
French	22	9,1	31,8	22,7	36,4	
Canadian	5	0,0	20,0	60,0	20,0	
Dutch	16	25,0	12,5	25,0	37,5	
Danish	29	10,3	31,0	31,0	27,6	
Norwegian	8	0,0	62,5	25,0	12,5	
Australian	<5					
Italian	8	12,5	12,5	37,5	37,5	
Spanish	6	0,0	50,0	16,7	33,3	
Swiss	<5					
Belgian	5	60,0	20,0	0,0	20,0	
Other	32	25,0	21,9	28,1	25,0	
Type of trip*						
Package tour	5	20,0	20,0	20,0	40,0	
Individually-arranged tour	207	14,5	23,2	30,4	31,9	
Business-arranged tour	9	22,2	33,3	33,3	11,1	
Purpose of visit*						
Vacation/holiday	167	16,2	23,4	30,5	29,9	
Conference/large meeting	7	14,3	42,9	28,6	14,3	
Business/small meeting	11	0,0	18,2	54,5	27,3	
Education and training	16	25,0	18,8	25,0	31,3	
Visiting friends/relatives	138	8,7	21,0	37,0	33,3	
Business incentives package	<5					
Temporary employment in Iceland	10	0,0	30,0	10,0	60,0	
Health/medical treatment	<5					
Event in Iceland (leisure related)	41	12,2	22,0	29,3	36,6	

Difference between groups is not statistically significant.

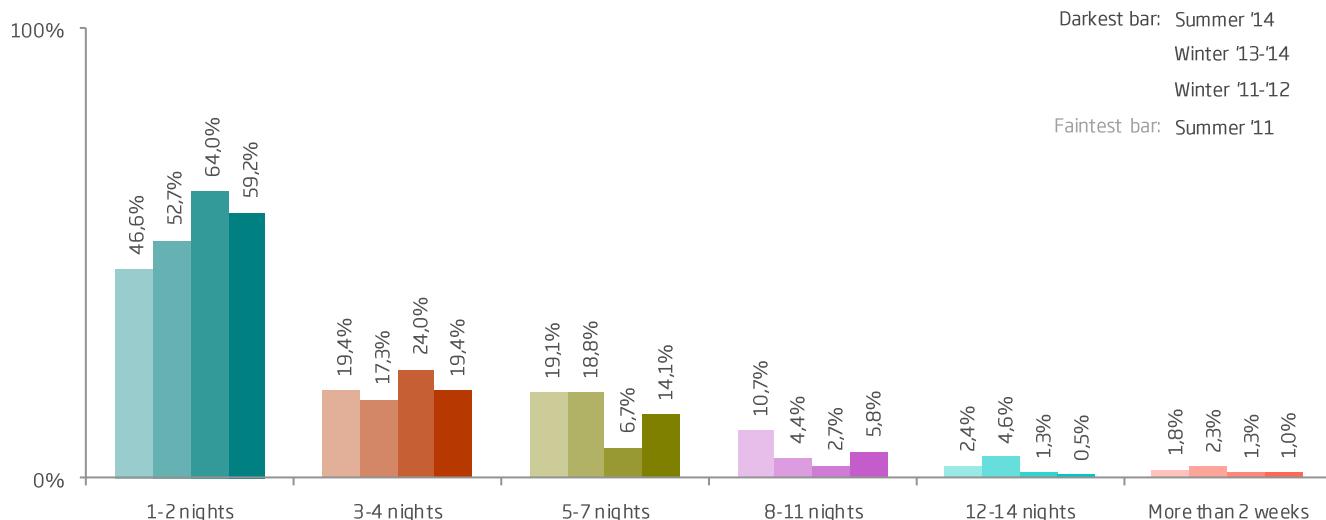
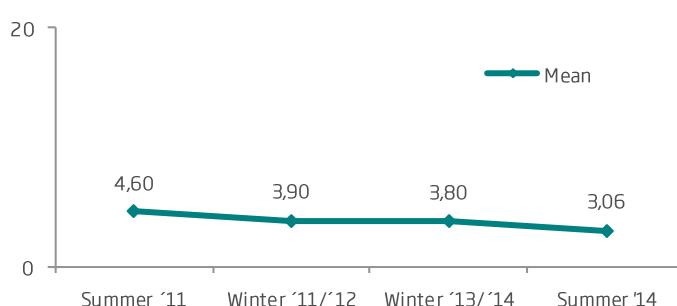
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMMODATION



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

	Count	%	
1-2 nights	113	59,2	59,2%
3-4 nights	37	19,4	19,4%
5-7 nights	27	14,1	14,1%
8-11 nights	11	5,8	5,8%
12-14 nights	1	0,5	0,5%
More than 2 weeks	2	1,0	1,0%
Number of responses	191	100,0	100%
Number of respondents	191	7,3	
Did not get question*	2438	92,7	
Did not answer	0	0,0	
Total	2629	100,0	Mean 3,06 nights
*Only those who said they stayed on farm holiday accommodation (Q28) got this question.			Standard deviation 2,73 nights



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	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	191	59,2	19,4	21,5	 3,06
Gender					
Male	97	61,9	18,6	19,6	 2,92
Female	93	57,0	20,4	22,6	 3,17
Age					
24 years and younger	15	60,0	20,0	20,0	 3,00
25-34 years	65	66,2	15,4	18,5	 2,68
35-44 years	32	53,1	25,0	21,9	 2,91
45-54 years	37	48,6	24,3	27,0	 3,81
55 years and older	39	61,5	15,4	23,1	 3,21
What is your profession?					
Managerial	28	64,3	21,4	14,3	 2,64
Professionals (dr./lawyer/account. etc.)	36	63,9	22,2	13,9	 2,61
Other professionals	29	72,4	6,9	20,7	 2,97
Teacher/Medical care	33	39,4	27,3	33,3	 4,03
Clerical/Service	9	55,6	11,1	33,3	 3,44
Vocational/Technical	11	45,5	18,2	36,4	 3,36
Unskilled	<5				
Student	20	60,0	25,0	15,0	 2,75
Retired/Homemaker	14	57,1	14,3	28,6	 3,43
Artist/Musician/Actor etc.	<5				
Other	7	100,0	0,0	0,0	 1,43
Household income					
High	75	65,3	16,0	18,7	 2,99
Average	59	57,6	20,3	22,0	 2,90
Low	49	51,0	20,4	28,6	 3,49
Marketarea					
Central/Southern Europe	91	57,1	18,7	24,2	 3,22
North America	47	57,4	23,4	19,1	 2,87
Scandinavia	24	62,5	16,7	20,8	 3,21
Britain	9	44,4	22,2	33,3	 3,67
Asia	<5				
Other	18	77,8	11,1	11,1	 2,33
Transportation					
Airline	166	57,2	20,5	22,3	 3,09
M/S Norröna	25	72,0	12,0	16,0	 2,84

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?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	191	59,2	19,4	21,5	 3,06
Nationality					
American	37	56,8	27,0	16,2	 2,92
British	10	40,0	30,0	30,0	 3,70
Swedish	5	40,0	0,0	60,0	 5,80
German	19	47,4	10,5	42,1	 3,89
French	21	57,1	28,6	14,3	 3,29
Canadian	11	63,6	18,2	18,2	 2,45
Dutch	16	62,5	25,0	12,5	 2,56
Danish	10	60,0	20,0	20,0	 3,00
Norwegian	7	71,4	28,6	0,0	 2,14
Australian	7	71,4	14,3	14,3	 2,29
Italian	<5				
Spanish	12	50,0	16,7	33,3	 3,67
Swiss	<5				
Belgian	8	50,0	0,0	50,0	 4,13
Other	20	75,0	15,0	10,0	 2,25
Type of trip*					
Package tour	40	62,5	15,0	22,5	 3,33
Individually-arranged tour	143	55,9	21,0	23,1	 3,15
Business-arranged tour	<5				
Purpose of visit*					
Vacation/holiday	179	59,8	20,1	20,1	 2,99
Conference/large meeting	<5				
Business/small meeting	<5				
Education and training	7	57,1	28,6	14,3	 2,43
Visiting friends/relatives	17	41,2	29,4	29,4	 3,82
Business incentives package	<5				
Temporary employment in Iceland	<5				
Health/medical treatment	<5				
Event in Iceland (leisure related)	11	36,4	27,3	36,4	 5,00

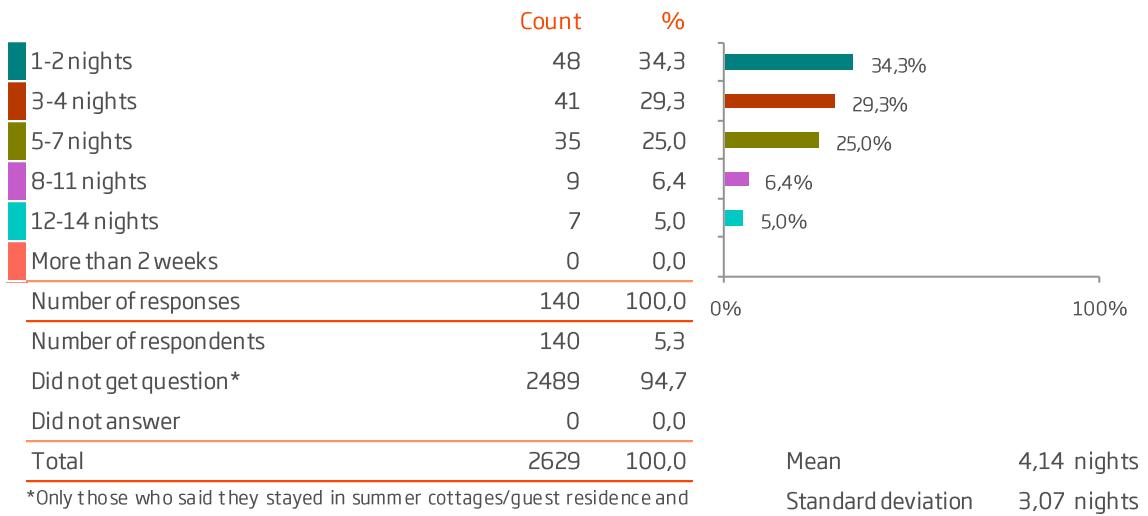
Difference between groups is not statistically significant.

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

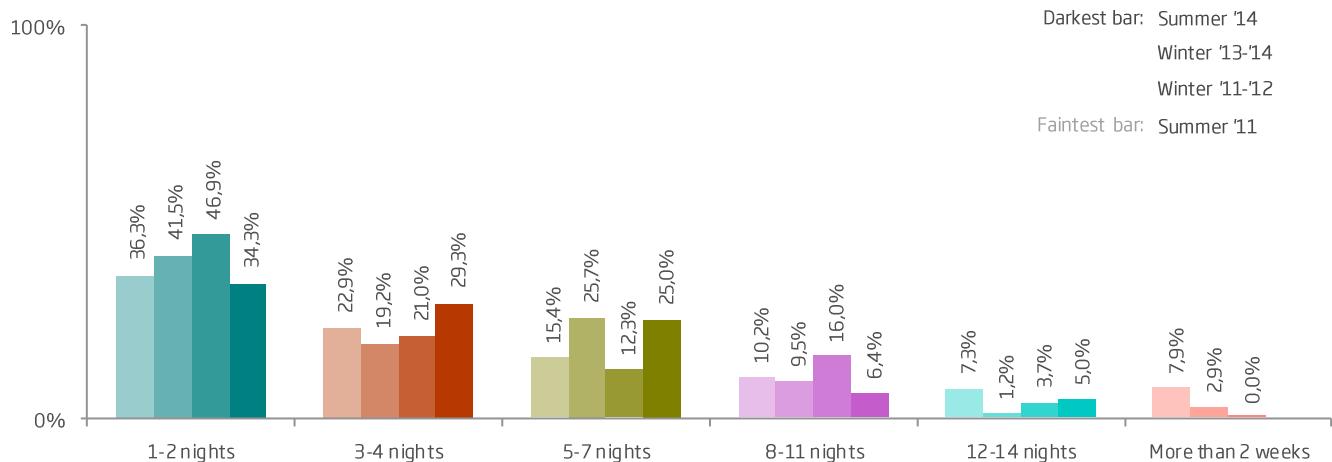
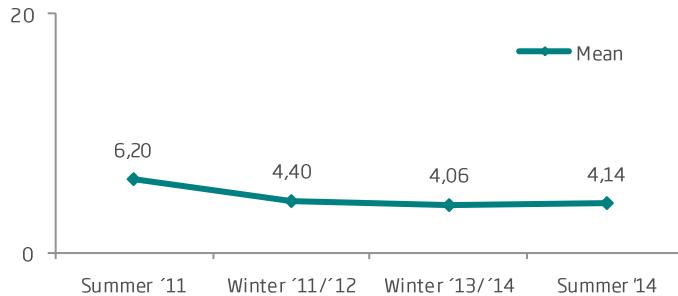
NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



Q.35. How many nights did you stay...in summer cottages/guest residence and similar?



*Only those who said they stayed in summer cottages/guest residence and similar (Q28) got this question.



NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



Q. 35. How many nights did you stay...in summer cottages/guest residence and similar?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	140	34,3	29,3	36,4	 4,14
Gender					
Male	65	41,5	27,7	30,8	 3,89
Female	74	28,4	31,1	40,5	 4,22
Age					
24 years and younger	19	15,8	36,8	47,4	 5,26
25-34 years	43	41,9	39,5	18,6	 3,23
35-44 years	28	39,3	10,7	50,0	 4,14
45-54 years	19	31,6	26,3	42,1	 4,58
55 years and older	24	33,3	20,8	45,8	 4,83
What is your profession?					
Managerial	13	46,2	23,1	30,8	 3,46
Professionals (dr./lawyer/account. etc.)	34	44,1	26,5	29,4	 3,88
Other professionals	22	22,7	31,8	45,5	 4,55
Teacher/Medical care	20	20,0	40,0	40,0	 4,70
Clerical/Service	8	37,5	25,0	37,5	 3,50
Vocational/Technical	5	80,0	0,0	20,0	 3,00
Unskilled	<5				
Student	21	19,0	33,3	47,6	 4,86
Retired/Homemaker	10	30,0	40,0	30,0	 3,50
Other	5	60,0	20,0	20,0	 2,60
Household income					
High	41	36,6	34,1	29,3	 3,88
Average	54	29,6	27,8	42,6	 4,61
Low	41	41,5	24,4	34,1	 3,49
Market area					
Central/Southern Europe	83	31,3	25,3	43,4	 4,64
North America	12	41,7	25,0	33,3	 3,92
Scandinavia	26	34,6	38,5	26,9	 3,31
Britain	12	50,0	16,7	33,3	 3,42
Asia	<5				
Other	6	33,3	66,7	0,0	 2,83
Transportation					
Airline	120	35,0	29,2	35,8	 3,99
M/S Norröna	20	30,0	30,0	40,0	 5,00

Difference between groups is not statistically significant.

NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



Q. 35. How many nights did you stay...in summer cottages/guest residence and similar?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
Total	140	34,3	29,3	36,4	 4,14
Nationality					
American	9	44,4	22,2	33,3	 4,11
British	7	42,9	14,3	42,9	 3,86
Swedish	11	27,3	36,4	36,4	 4,09
German	35	28,6	25,7	45,7	 4,80
French	11	27,3	18,2	54,5	 4,18
Canadian	<5				
Dutch	20	25,0	30,0	45,0	 5,20
Danish	7	57,1	42,9	0,0	 1,86
Norwegian	6	33,3	16,7	50,0	 3,67
Australian	<5				
Italian	5	60,0	0,0	40,0	 3,40
Spanish	<5				
Swiss	<5				
Belgian	5	60,0	40,0	0,0	 2,00
Other	15	40,0	53,3	6,7	 2,73
Type of trip*					
Package tour	20	35,0	15,0	50,0	 4,35
Individually-arranged tour	118	34,7	32,2	33,1	 4,01
Business-arranged tour	<5				
Purpose of visit*					
Vacation/holiday	130	36,9	29,2	33,8	 3,87
Conference/large meeting	5	40,0	20,0	40,0	 3,80
Business/small meeting	<5				
Education and training	8	25,0	0,0	75,0	 7,25
Visiting friends/relatives	22	22,7	36,4	40,9	 4,68
Business incentives package	<5				
Temporary employment in Iceland	<5				
Health/medical treatment	<5				
Event in Iceland (leisure related)	12	25,0	41,7	33,3	 3,58

Difference between groups is not statistically significant.

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

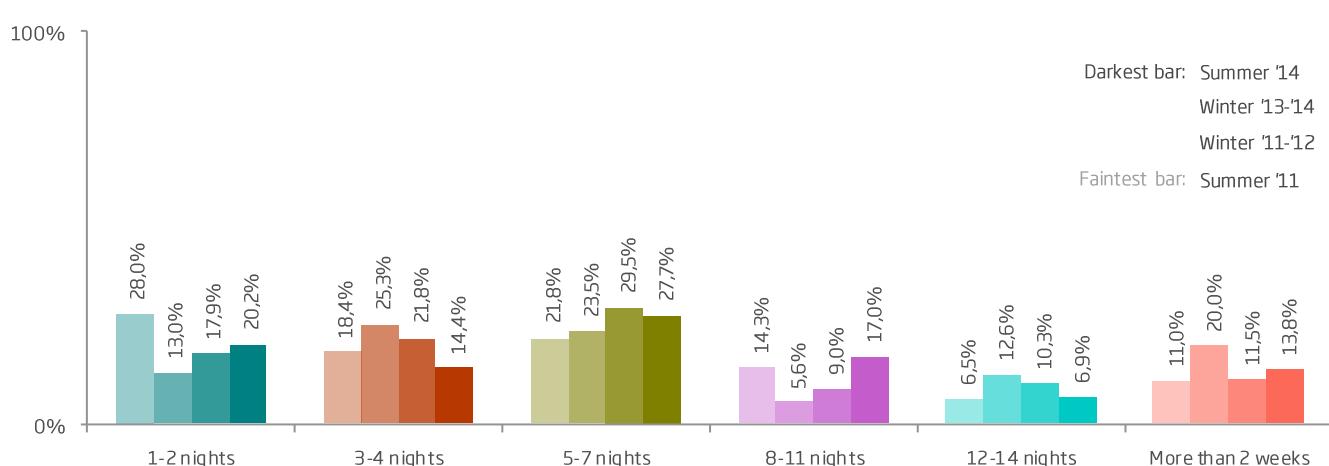
NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMMODATION



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

	Count	%
1-2 nights	38	20,2
3-4 nights	27	14,4
5-7 nights	52	27,7
8-11 nights	32	17,0
12-14 nights	13	6,9
More than 2 weeks	26	13,8
Number of responses	188	100,0
Number of respondents	188	7,2
Did not get question*	2441	92,8
Did not answer	0	0,0
Total	2629	100,0
Mean		9,72 nights
Standard deviation		13,80 nights

*Only those who said they stayed in other types of accomodation (Q28) 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	8-11 nights	More than 11 nights	
	Count	%	%	%	%	%	
Total	188	20,2	14,4	27,7	17,0	20,7	
Gender							
Male	94	21,3	13,8	26,6	19,1	19,1	
Female	92	19,6	15,2	29,3	14,1	21,7	
Age							
24 years and younger	39	17,9	5,1	25,6	15,4	35,9	
25-34 years	62	24,2	12,9	25,8	21,0	16,1	
35-44 years	35	25,7	22,9	25,7	8,6	17,1	
45-54 years	29	10,3	13,8	44,8	17,2	13,8	
55 years and older	19	21,1	26,3	15,8	15,8	21,1	
What is your profession?*							
Managerial	22	22,7	22,7	40,9	9,1	4,5	
Professionals (dr./lawyer/account. etc.)	27	11,1	7,4	37,0	11,1	33,3	
Other professionals	24	20,8	29,2	16,7	16,7	16,7	
Teacher/Medical care	24	29,2	12,5	33,3	16,7	8,3	
Clerical/Service	<5						
Vocational/Technical	18	16,7	11,1	22,2	44,4	5,6	
Unskilled	<5						
Student	47	17,0	8,5	27,7	8,5	38,3	
Retired/Homemaker	10	30,0	10,0	10,0	40,0	10,0	
Artist/Musician/Actor etc.	6	0,0	50,0	16,7	16,7	16,7	
Other	<5						
Household income							
High	63	17,5	14,3	31,7	14,3	22,2	
Average	76	26,3	13,2	23,7	21,1	15,8	
Low	41	17,1	17,1	26,8	17,1	22,0	
Market area*							
Central/Southern Europe	96	20,8	10,4	20,8	24,0	24,0	
North America	33	27,3	12,1	30,3	12,1	18,2	
Scandinavia	37	13,5	24,3	40,5	5,4	16,2	
Britain	14	21,4	28,6	21,4	14,3	14,3	
Asia	<5						
Other	7	14,3	0,0	42,9	14,3	28,6	
Transportation*							
Airline	168	22,6	14,3	29,8	14,9	18,5	
M/S Norröna	20	0,0	15,0	10,0	35,0	40,0	

*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?

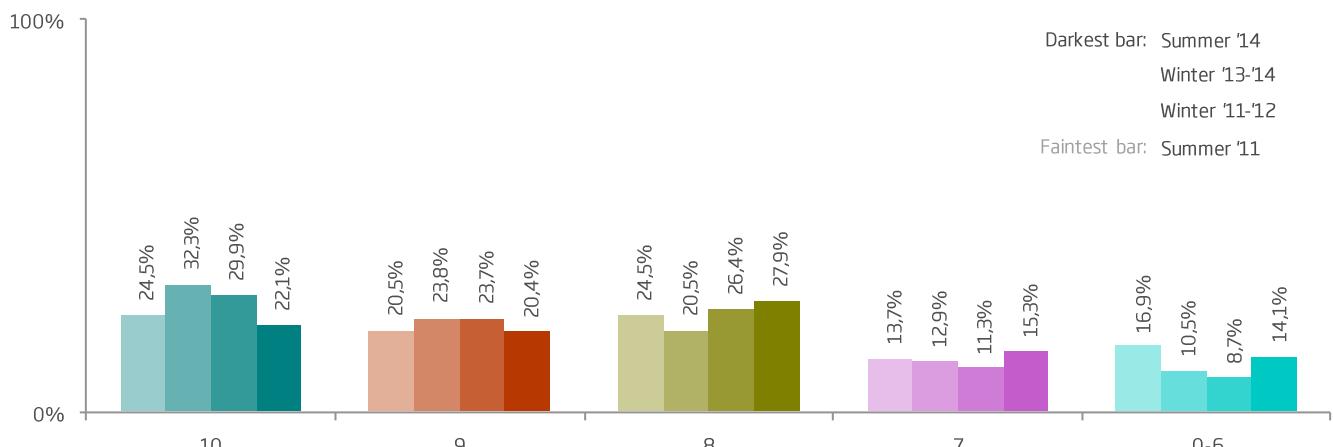
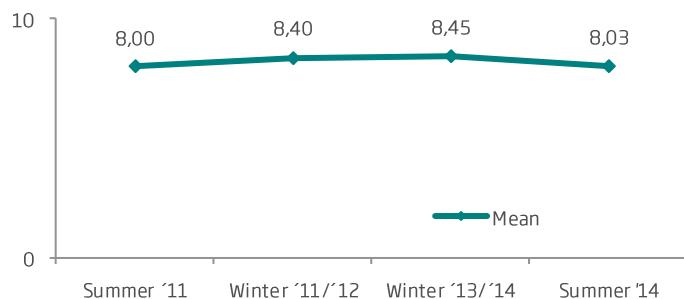
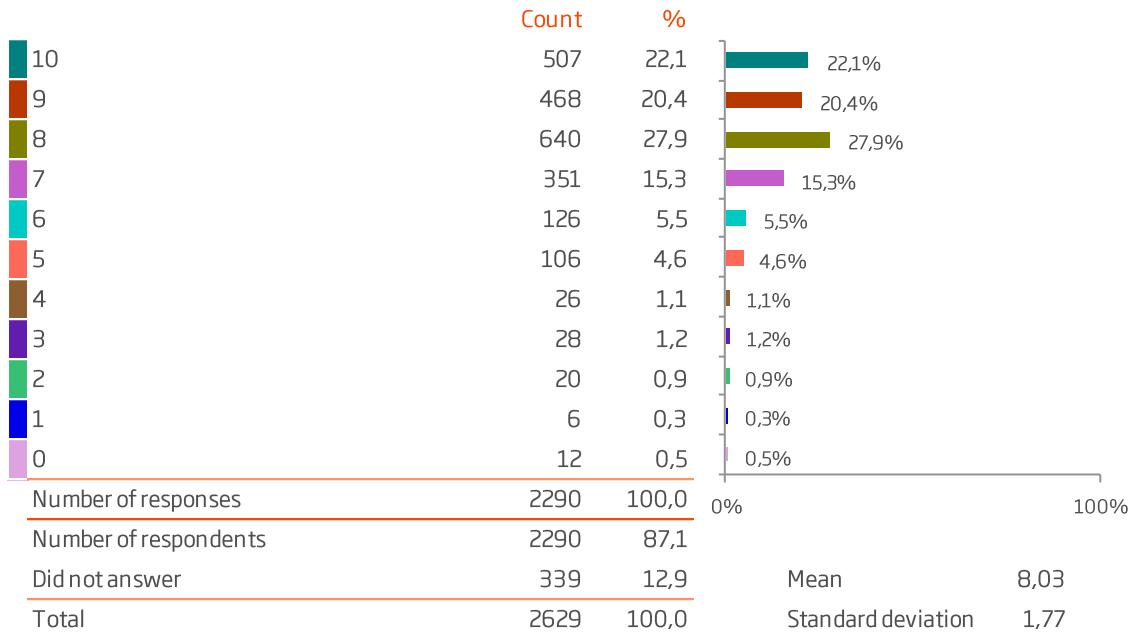
	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11 nights	More than 11 nights	
	Count	%	%	%	%	%	
Total	188	20,2	14,4	27,7	17,0	20,7	 9,72
Nationality							
American	23	30,4	8,7	26,1	17,4	17,4	 7,83
British	17	17,6	35,3	23,5	5,9	17,6	 5,82
Swedish	12	25,0	16,7	16,7	8,3	33,3	 9,33
German	21	23,8	4,8	19,0	14,3	38,1	 14,33
French	29	17,2	17,2	24,1	31,0	10,3	 6,52
Canadian	9	22,2	11,1	44,4	11,1	11,1	 5,67
Dutch	14	21,4	14,3	21,4	14,3	28,6	 8,21
Danish	11	18,2	45,5	36,4	0,0	0,0	 4,00
Norwegian	<5						
Australian	<5						
Italian	5	40,0	0,0	20,0	20,0	20,0	 12,00
Spanish	9	11,1	11,1	22,2	33,3	22,2	 19,44
Swiss	6	16,7	0,0	16,7	16,7	50,0	 13,67
Belgian	7	28,6	0,0	28,6	14,3	28,6	 14,29
Other	21	9,5	4,8	42,9	23,8	19,0	 14,24
Type of trip*							
Package tour	11	27,3	0,0	27,3	18,2	27,3	 8,73
Individually-arranged tour	155	18,7	14,2	27,1	18,7	21,3	 10,14
Business-arranged tour	7	0,0	57,1	14,3	0,0	28,6	 6,86
Purpose of visit*							
Vacation/holiday	151	23,8	11,9	29,1	19,2	15,9	 8,07
Conference/large meeting	7	14,3	14,3	28,6	0,0	42,9	 8,29
Business/small meeting	9	0,0	44,4	22,2	0,0	33,3	 10,33
Education and training	23	4,3	0,0	8,7	8,7	78,3	 26,17
Visiting friends/relatives	19	31,6	10,5	26,3	5,3	26,3	 8,58
Business incentives package	<5						
Temporary employment in Iceland	5	0,0	40,0	0,0	0,0	60,0	 20,80
Health/medical treatment	<5						
Event in Iceland (leisure related)	27	11,1	25,9	40,7	14,8	7,4	 5,63

Difference between groups is not statistically significant.

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



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





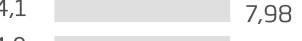
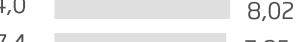
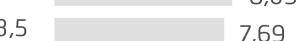
Q.37. Please rate the accomodation service for paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2290	22,1	20,4	27,9	15,3	14,1	8,03
Gender*							
Male	1116	18,8	20,3	29,3	16,6	15,0	7,91
Female	1146	25,2	20,8	26,6	14,1	13,3	8,14
Age							
24 years and younger	322	28,6	20,8	24,2	14,9	11,5	8,23
25-34 years	711	21,5	20,7	28,7	16,5	12,7	8,04
35-44 years	419	21,0	19,6	25,3	16,2	17,9	7,84
45-54 years	341	20,5	19,1	31,7	15,0	13,8	8,07
55 years and older	442	21,3	22,6	28,5	13,1	14,5	8,05
What is your profession?							
Managerial	275	14,2	20,4	32,4	17,8	15,3	7,80
Professionals (dr./lawyer/account. etc.)	522	24,1	18,6	27,4	17,8	12,1	8,01
Other professionals	291	18,2	24,1	26,8	17,2	13,7	8,04
Teacher/Medical care	286	22,4	17,1	32,2	11,5	16,8	7,98
Clerical/Service	132	23,5	24,2	25,0	14,4	12,9	8,11
Vocational/Technical	115	24,3	13,0	33,0	13,0	16,5	8,03
Unskilled	13	30,8	15,4	15,4	15,4	23,1	8,08
Student	343	25,9	20,7	26,2	13,7	13,4	8,10
Retired/Homemaker	183	23,0	23,0	26,2	12,0	15,8	8,09
Artist/Musician/Actor etc.	34	41,2	20,6	5,9	8,8	23,5	8,21
Other	82	19,5	29,3	19,5	22,0	9,8	8,23
Household income							
High	942	21,4	21,7	28,2	16,2	12,4	8,08
Average	808	23,4	18,4	28,3	15,0	14,9	8,01
Low	459	20,9	21,1	25,9	15,5	16,6	7,92
Market area*							
Central/Southern Europe	743	12,7	18,0	32,2	20,9	16,3	7,71
North America	640	32,0	24,7	23,8	10,0	9,5	8,46
Scandinavia	459	20,0	19,4	26,6	14,4	19,6	7,80
Britain	239	29,3	20,1	24,7	13,8	12,1	8,25
Asia	35	11,4	17,1	31,4	28,6	11,4	7,77
Other	174	24,1	19,0	32,8	13,2	10,9	8,11
Transportation*							
Airline	2145	22,8	20,9	27,3	15,2	13,8	8,05
M/S Norröna	145	12,4	13,1	37,2	17,9	19,3	7,61

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



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2290	22,1	20,4	27,9	15,3	14,1	 8,03
Nationality*							
American	487	34,9	24,2	22,6	9,4	8,8	 8,57
British	209	28,2	21,1	27,3	12,0	11,5	 8,31
Swedish	181	21,0	14,4	29,8	14,4	20,4	 7,78
German	169	18,3	19,5	32,0	13,6	16,6	 7,83
French	167	8,4	15,6	27,5	21,6	26,9	 7,23
Canadian	141	27,0	24,1	27,7	12,8	8,5	 8,34
Dutch	157	6,4	19,1	45,2	22,3	7,0	 7,89
Danish	114	21,9	21,1	24,6	10,5	21,9	 7,81
Norwegian	108	18,5	19,4	27,8	18,5	15,7	 7,87
Australian	75	16,0	20,0	37,3	18,7	8,0	 8,07
Italian	61	18,0	9,8	29,5	27,9	14,8	 7,70
Spanish	54	11,1	20,4	24,1	25,9	18,5	 7,54
Swiss	45	6,7	26,7	28,9	17,8	20,0	 7,60
Belgian	40	0,0	25,0	37,5	25,0	12,5	 7,70
Other	282	24,8	20,6	22,7	16,7	15,2	 7,96
Type of trip*							
Package tour	313	18,5	19,8	31,0	16,6	14,1	 7,98
Individually-arranged tour	1816	22,3	20,4	27,9	15,4	14,0	 8,02
Business-arranged tour	92	17,4	22,8	21,7	20,7	17,4	 7,85
Purpose of visit*							
Vacation/holiday	2005	22,0	20,1	29,1	15,4	13,3	 8,05
Conference/large meeting	109	22,9	22,9	23,9	15,6	14,7	 8,09
Business/small meeting	85	20,0	21,2	21,2	14,1	23,5	 7,69
Education and training	100	28,0	25,0	22,0	15,0	10,0	 8,31
Visiting friends/relatives	173	30,1	13,3	30,1	11,6	15,0	 8,06
Business incentives package	12	41,7	0,0	25,0	8,3	25,0	 7,67
Temporary employment in Iceland	16	31,3	25,0	18,8	18,8	6,3	 8,56
Health/medical treatment	<5						
Event in Iceland (leisure related)	166	26,5	17,5	30,7	13,9	11,4	 8,19

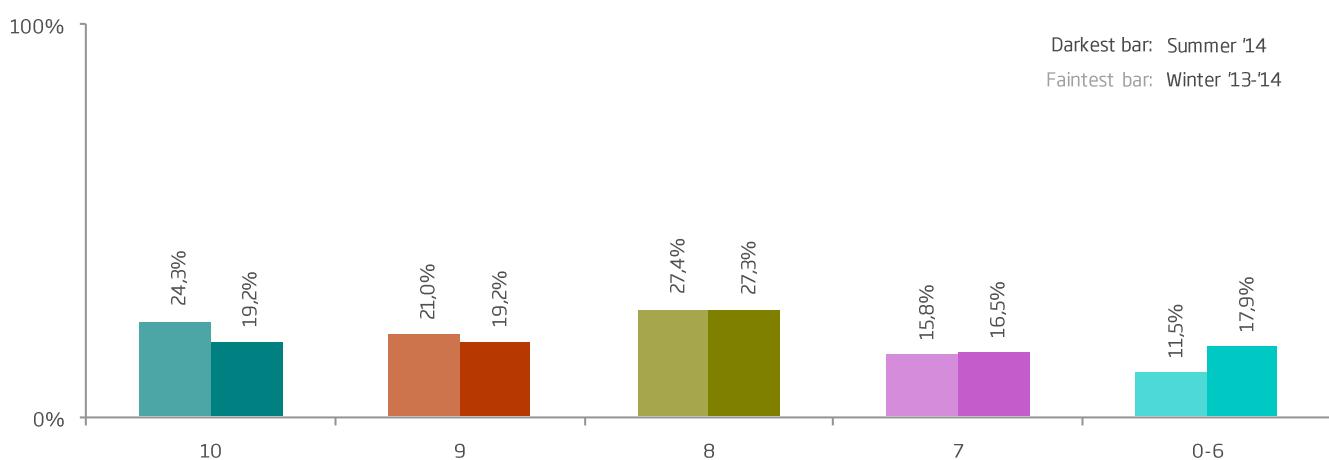
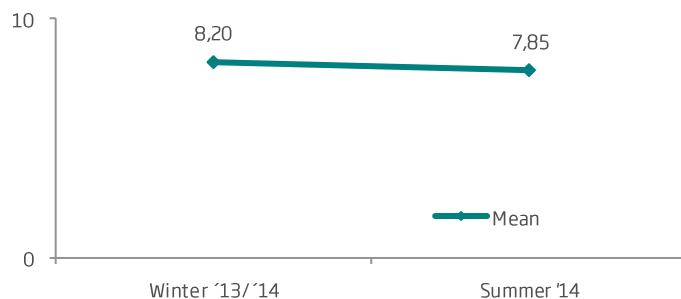
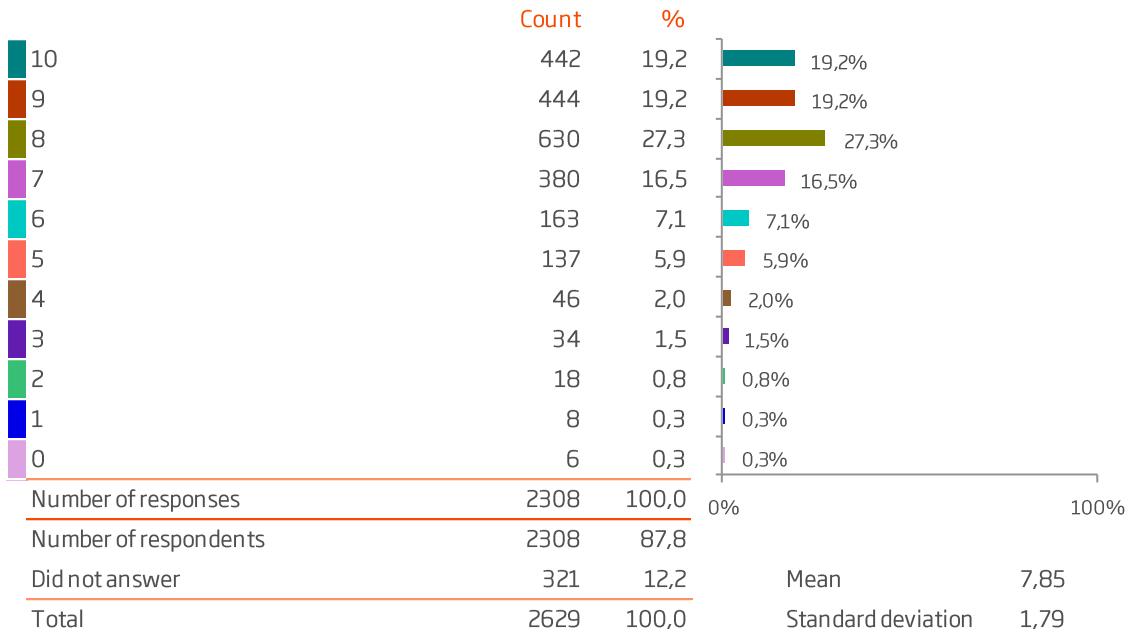
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

ACCOMODATION FACILITIES



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



ACCOMODATION FACILITIES



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

	Number of answers	10	9	8	7	0-6	Count	%	%	%	%	
		Count	%	%	%	%						
Total	2308	19,2	19,2	27,3	16,5	17,9						7,85
Gender*												
Male	1128	16,7	18,4	29,8	16,9	18,2						7,75
Female	1152	21,4	20,3	25,1	16,1	17,1						7,95
Age												
24 years and younger	321	24,0	19,3	27,4	15,9	13,4						8,07
25-34 years	716	20,3	19,4	25,0	18,6	16,8						7,92
35-44 years	423	18,7	18,7	27,0	15,4	20,3						7,75
45-54 years	346	18,2	18,5	27,7	16,5	19,1						7,81
55 years and older	447	15,4	20,4	30,9	14,8	18,6						7,75
What is your profession?												
Managerial	277	13,0	18,4	31,8	16,2	20,6						7,65
Professionals (dr./lawyer/account. etc.)	525	19,8	17,1	28,6	18,3	16,2						7,80
Other professionals	293	16,7	19,5	28,0	15,7	20,1						7,79
Teacher/Medical care	291	19,9	18,6	25,1	16,2	20,3						7,80
Clerical/Service	134	24,6	22,4	19,4	14,2	19,4						8,03
Vocational/Technical	114	22,8	11,4	34,2	12,3	19,3						7,88
Unskilled	13	30,8	7,7	23,1	0,0	38,5						7,54
Student	342	21,6	21,6	25,4	17,3	14,0						8,03
Retired/Homemaker	186	15,6	22,0	28,0	16,1	18,3						7,74
Artist/Musician/Actor etc.	34	38,2	14,7	17,6	14,7	14,7						8,29
Other	82	17,1	29,3	22,0	19,5	12,2						8,12
Household income												
High	945	17,9	20,7	27,8	16,6	16,9						7,87
Average	814	21,1	18,8	25,8	16,6	17,7						7,88
Low	466	17,8	15,5	29,6	16,7	20,4						7,70
Market area*												
Central/Southern Europe	750	12,5	15,1	31,7	20,3	20,4						7,58
North America	647	26,4	23,8	25,7	13,0	11,1						8,26
Scandinavia	461	17,8	19,1	23,9	15,0	24,3						7,62
Britain	240	23,3	22,1	24,6	13,8	16,3						8,01
Asia	35	11,4	8,6	28,6	22,9	28,6						7,26
Other	175	20,0	18,9	26,9	19,4	14,9						7,93
Transportation*												
Airline	2160	19,9	19,9	26,3	16,5	17,4						7,88
M/S Norröna	148	8,8	10,1	41,2	15,5	24,3						7,28

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

ACCOMODATION FACILITIES



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2308	19,2	19,2	27,3	16,5	17,9	7,85
Nationality*							
American	492	28,7	24,4	25,4	11,8	9,8	8,38
British	210	21,9	21,9	28,1	13,3	14,8	8,05
Swedish	182	21,4	15,9	24,2	16,5	22,0	7,71
German	173	15,6	17,9	24,9	19,1	22,5	7,54
French	167	10,2	11,4	35,9	19,8	22,8	7,43
Canadian	143	21,7	21,7	28,0	16,1	12,6	8,06
Dutch	158	5,7	12,7	41,1	31,0	9,5	7,62
Danish	114	15,8	15,8	26,3	13,2	28,9	7,41
Norwegian	108	16,7	17,6	24,1	16,7	25,0	7,58
Australian	76	14,5	25,0	26,3	19,7	14,5	7,93
Italian	61	21,3	9,8	27,9	18,0	23,0	7,64
Spanish	55	10,9	18,2	21,8	25,5	23,6	7,47
Swiss	45	8,9	24,4	26,7	8,9	31,1	7,44
Belgian	40	0,0	25,0	25,0	22,5	27,5	7,28
Other	284	21,8	19,4	23,6	14,1	21,1	7,81
Type of trip*							
Package tour	316	15,8	17,7	26,3	19,9	20,3	7,67
Individually-arranged tour	1830	19,5	19,3	27,3	16,4	17,6	7,86
Business-arranged tour	92	14,1	19,6	29,3	16,3	20,7	7,73
Purpose of visit*							
Vacation/holiday	2023	18,9	19,0	28,1	16,9	17,1	7,86
Conference/large meeting	110	20,9	20,0	23,6	16,4	19,1	7,93
Business/small meeting	84	16,7	25,0	27,4	8,3	22,6	7,76
Education and training	100	24,0	24,0	21,0	15,0	16,0	8,07
Visiting friends/relatives	174	27,6	15,5	27,6	13,2	16,1	8,06
Business incentives package	12	33,3	0,0	25,0	8,3	33,3	7,83
Temporary employment in Iceland	16	31,3	31,3	12,5	12,5	12,5	8,50
Health/medical treatment	<5						
Event in Iceland (leisure related)	167	26,3	17,4	25,1	14,4	16,8	8,04

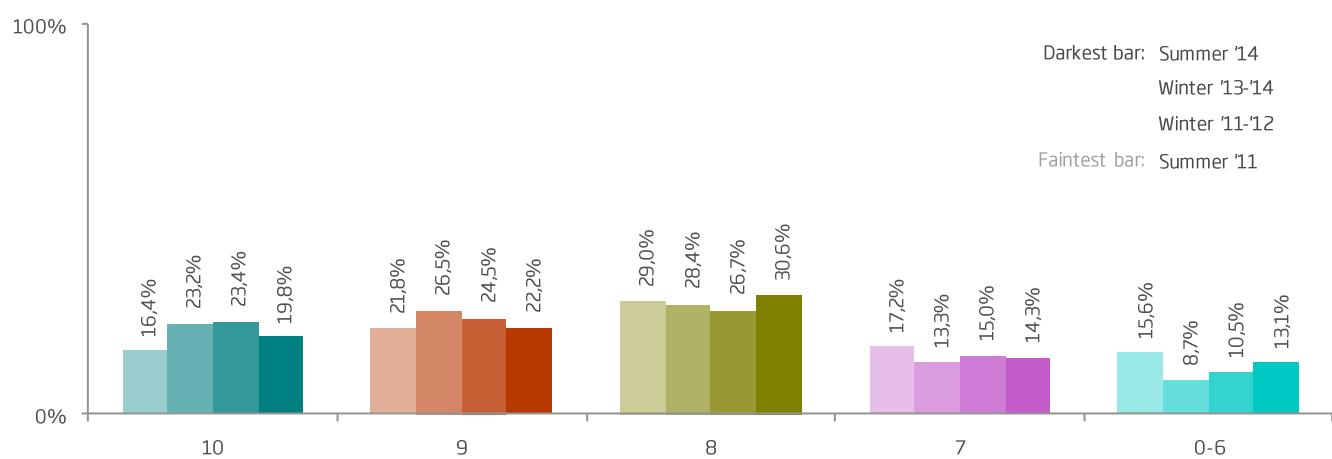
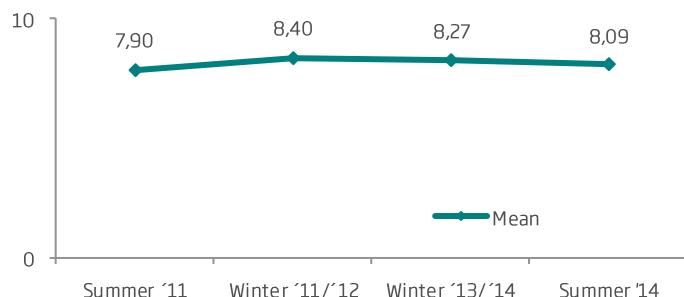
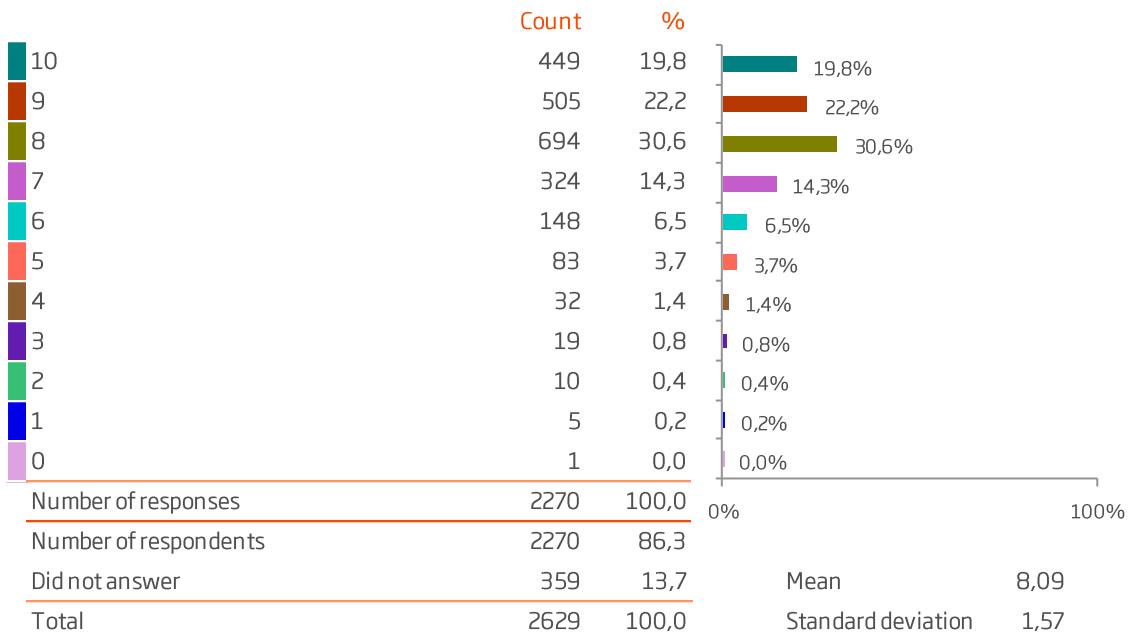
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

SERVICE AT RESTAURANTS



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



SERVICE AT RESTAURANTS



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2270	19,8	22,2	30,6	14,3	13,1	8,09
Gender*							
Male	1106	15,6	23,8	32,5	14,9	13,2	8,02
Female	1135	23,7	21,0	28,7	13,6	13,0	8,16
Age							
24 years and younger	314	25,2	20,7	25,8	15,3	13,1	8,16
25-34 years	714	19,3	20,3	31,0	13,7	15,7	7,98
35-44 years	409	18,3	23,0	29,3	15,6	13,7	8,05
45-54 years	339	18,0	24,8	32,4	13,6	11,2	8,17
55 years and older	436	19,7	24,3	32,1	14,2	9,6	8,22
What is your profession?							
Managerial	276	14,9	22,1	31,9	17,4	13,8	7,97
Professionals (dr./lawyer/account. etc.)	521	18,4	22,3	33,6	14,4	11,3	8,13
Other professionals	298	16,1	25,5	30,5	15,8	12,1	8,07
Teacher/Medical care	276	24,3	21,4	27,9	10,1	16,3	8,13
Clerical/Service	131	21,4	20,6	32,8	16,8	8,4	8,23
Vocational/Technical	106	21,7	18,9	34,0	6,6	18,9	7,95
Unskilled	12	33,3	16,7	25,0	16,7	8,3	8,50
Student	330	23,0	21,5	26,4	13,6	15,5	8,08
Retired/Homemaker	175	19,4	26,3	29,1	13,1	12,0	8,14
Artist/Musician/Actor etc.	36	27,8	22,2	16,7	22,2	11,1	8,22
Other	89	15,7	16,9	36,0	19,1	12,4	7,93
Household income							
High	927	17,3	24,5	31,7	14,8	11,8	8,09
Average	801	22,0	21,1	30,2	12,6	14,1	8,10
Low	453	19,2	19,4	29,4	16,6	15,5	7,98
Market area*							
Central/Southern Europe	705	11,5	19,6	33,5	21,1	14,3	7,81
North America	654	26,0	24,5	26,3	11,0	12,2	8,27
Scandinavia	478	22,8	23,4	27,4	11,7	14,6	8,15
Britain	230	23,9	20,0	36,5	9,1	10,4	8,31
Asia	34	5,9	20,6	50,0	14,7	8,8	8,00
Other	169	18,9	24,9	32,0	12,4	11,8	8,14
Transportation*							
Airline	2142	20,3	22,1	30,4	14,2	12,9	8,11
M/S Norröna	128	10,9	24,2	33,6	14,8	16,4	7,79

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

SERVICE AT RESTAURANTS



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2270	19,8	22,2	30,6	14,3	13,1	8,09
Nationality*							
American	490	28,8	25,5	25,1	10,0	10,6	8,42
British	198	20,7	21,7	39,4	8,6	9,6	8,27
Swedish	180	23,9	22,8	21,7	15,0	16,7	8,07
German	165	15,2	21,8	27,9	17,0	18,2	7,81
French	165	7,9	17,6	33,9	22,4	18,2	7,57
Canadian	152	21,7	22,4	28,9	13,2	13,8	8,10
Dutch	144	5,6	13,9	46,5	27,8	6,3	7,81
Danish	131	17,6	21,4	38,2	6,9	16,0	7,98
Norwegian	112	26,8	28,6	24,1	12,5	8,0	8,52
Australian	73	16,4	24,7	31,5	17,8	9,6	8,14
Italian	64	9,4	21,9	37,5	18,8	12,5	7,83
Spanish	53	7,5	13,2	24,5	30,2	24,5	7,32
Swiss	41	4,9	39,0	24,4	14,6	17,1	7,85
Belgian	35	5,7	25,7	37,1	20,0	11,4	7,91
Other	267	24,7	19,9	30,3	10,9	14,2	8,15
Type of trip*							
Package tour	305	16,7	22,3	33,8	16,4	10,8	8,11
Individually-arranged tour	1812	19,3	22,6	30,4	14,2	13,5	8,07
Business-arranged tour	92	21,7	25,0	29,3	9,8	14,1	8,11
Purpose of visit*							
Vacation/holiday	1975	19,4	22,3	31,2	14,4	12,7	8,10
Conference/large meeting	105	26,7	23,8	24,8	10,5	14,3	8,22
Business/small meeting	85	16,5	29,4	29,4	14,1	10,6	8,22
Education and training	90	31,1	16,7	28,9	14,4	8,9	8,37
Visiting friends/relatives	201	23,9	18,4	29,4	16,4	11,9	8,14
Business incentives package	13	46,2	0,0	15,4	15,4	23,1	8,15
Temporary employment in Iceland	18	16,7	22,2	22,2	11,1	27,8	7,56
Health/medical treatment	5	20,0	20,0	60,0	0,0	0,0	8,60
Event in Iceland (leisure related)	182	17,6	20,9	33,5	12,6	15,4	7,96

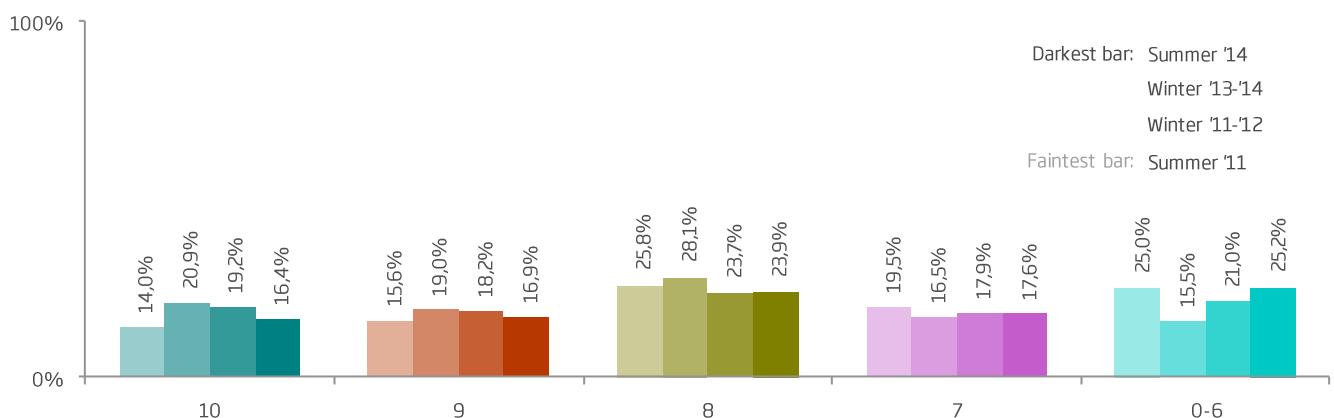
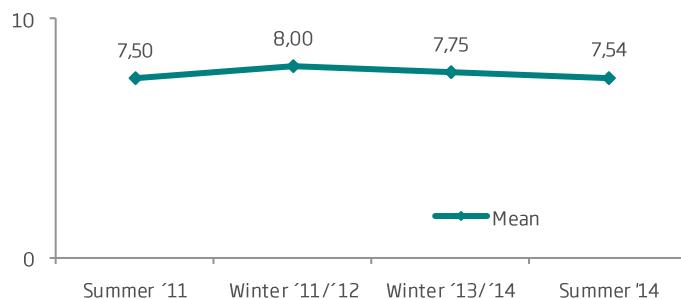
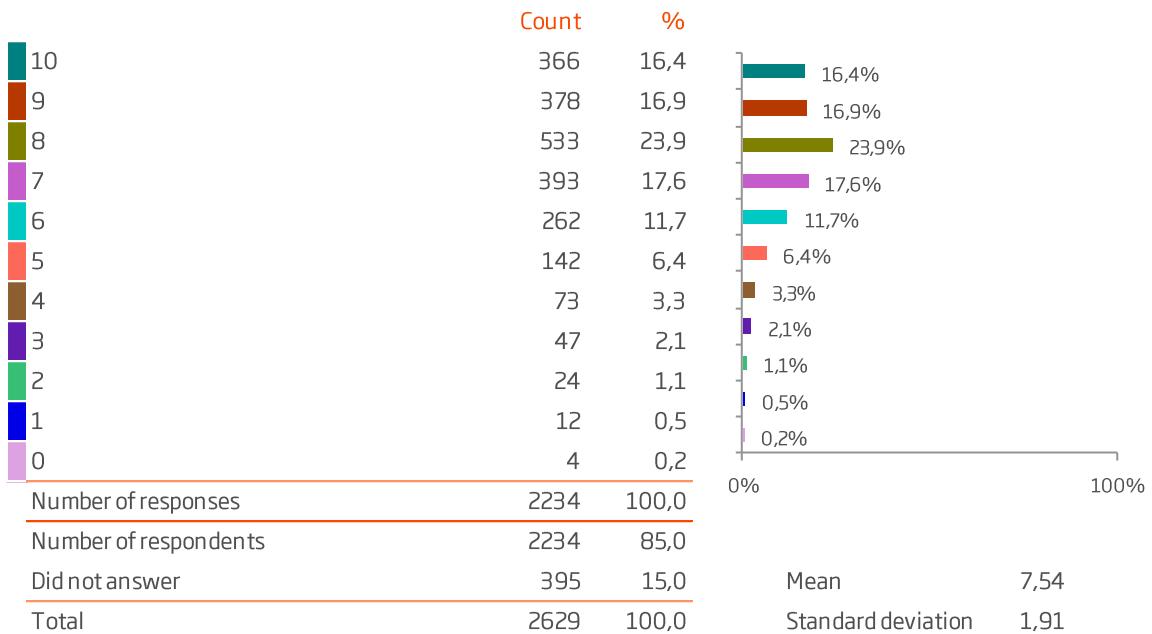
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

VARIETY OF RESTURANTS



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



VARIETY OF RESTURANTS



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2234	16,4	16,9	23,9	17,6	25,2	 7,54
Gender*							
Male	1098	12,7	16,8	23,8	18,8	28,1	 7,38
Female	1107	20,0	17,2	24,2	16,4	22,3	 7,71
Age*							
24 years and younger	312	19,9	14,4	21,5	17,6	26,6	 7,53
25-34 years	707	15,3	14,9	19,7	21,2	29,0	 7,31
35-44 years	403	14,6	15,6	31,0	12,2	26,6	 7,52
45-54 years	334	15,9	20,7	24,6	17,4	21,6	 7,71
55 years and older	421	18,3	20,0	25,7	16,2	20,0	 7,83
What is your profession?							
Managerial	270	14,4	14,8	24,4	16,7	29,6	 7,41
Professionals (dr./lawyer/account. etc.)	514	14,4	16,5	24,9	19,1	25,1	 7,54
Other professionals	292	13,7	18,8	26,0	20,9	20,5	 7,63
Teacher/Medical care	272	16,5	18,4	25,4	15,8	23,9	 7,58
Clerical/Service	130	18,5	20,0	18,5	18,5	24,6	 7,62
Vocational/Technical	106	19,8	17,0	23,6	15,1	24,5	 7,65
Unskilled	12	25,0	8,3	16,7	16,7	33,3	 7,67
Student	330	19,1	12,4	22,4	16,7	29,4	 7,37
Retired/Homemaker	167	19,2	21,6	22,8	15,0	21,6	 7,81
Artist/Musician/Actor etc.	36	25,0	13,9	13,9	16,7	30,6	 7,36
Other	86	15,1	20,9	25,6	14,0	24,4	 7,57
Household income							
High	909	13,8	19,3	25,0	17,8	24,2	 7,56
Average	794	18,5	14,9	25,3	16,6	24,7	 7,57
Low	443	16,9	15,8	18,7	20,1	28,4	 7,43
Market area*							
Central/Southern Europe	690	8,8	11,7	26,7	21,6	31,2	 7,12
North America	651	19,5	19,4	22,6	16,7	21,8	 7,71
Scandinavia	465	23,7	21,9	21,7	12,5	20,2	 8,01
Britain	228	19,3	17,1	21,5	16,7	25,4	 7,60
Asia	33	6,1	9,1	18,2	27,3	39,4	 6,88
Other	167	13,2	16,2	27,5	18,0	25,1	7,41
Transportation*							
Airline	2113	17,0	17,4	24,1	17,5	24,0	7,60
M/S Norröna	121	5,0	9,1	19,8	19,8	46,3	6,55

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

VARIETY OF RESTURANTS



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2234	16,4	16,9	23,9	17,6	25,2	
Nationality*							
American	489	21,5	18,6	21,9	16,6	21,5	
British	197	17,3	18,8	23,4	16,2	24,4	
Swedish	173	26,0	18,5	17,3	15,6	22,5	
German	161	10,6	14,9	24,2	16,1	34,2	
French	161	6,8	9,9	26,1	23,6	33,5	
Canadian	150	18,7	22,7	22,0	18,0	18,7	
Dutch	141	3,5	10,6	41,1	26,2	18,4	
Danish	127	18,1	18,1	29,9	11,0	22,8	
Norwegian	112	28,6	28,6	19,6	11,6	11,6	
Australian	72	11,1	20,8	23,6	22,2	22,2	
Italian	63	9,5	6,3	17,5	22,2	44,4	
Spanish	51	5,9	7,8	25,5	15,7	45,1	
Swiss	42	9,5	21,4	16,7	19,0	33,3	
Belgian	34	2,9	20,6	23,5	23,5	29,4	
Other	261	16,9	13,4	23,8	16,9	29,1	
Type of trip*							
Package tour	300	16,7	16,7	25,3	16,7	24,7	
Individually-arranged tour	1785	16,0	17,1	23,7	17,5	25,7	
Business-arranged tour	86	20,9	19,8	29,1	12,8	17,4	
Purpose of visit*							
Vacation/holiday	1948	16,0	16,7	23,4	18,2	25,7	
Conference/large meeting	99	18,2	18,2	25,3	18,2	20,2	
Business/small meeting	82	12,2	26,8	29,3	15,9	15,9	
Education and training	91	20,9	16,5	27,5	16,5	18,7	
Visiting friends/relatives	200	23,5	16,0	28,0	17,0	15,5	
Business incentives package	12	25,0	16,7	16,7	8,3	33,3	
Temporary employment in Iceland	17	5,9	23,5	23,5	29,4	17,6	
Health/medical treatment	<5						
Event in Iceland (leisure related)	181	17,1	19,3	26,5	15,5	21,5	

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

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

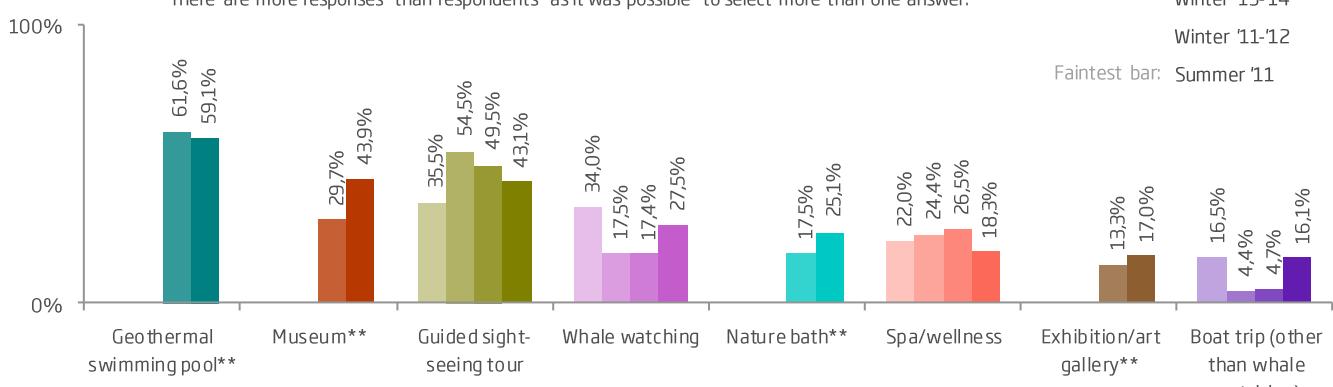
PAID ACTIVITIES DURING TRIP



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

	Count	% respondents	% responses	
Geothermal swimming pool	1379	59,1	17,3	59,1%
Museum	1024	43,9	12,9	43,9%
Guided sight-seeing tour	1006	43,1	12,6	43,1%
Whale watching	641	27,5	8,1	27,5%
Nature bath	586	25,1	7,4	25,1%
Spa/wellness	427	18,3	5,4	18,3%
Exhibition/art gallery	397	17,0	5,0	17,0%
Boat trip (other than whale watching)	376	16,1	4,7	16,1%
Guided hiking/mountain trip	357	15,3	4,5	15,3%
Horse riding	330	14,2	4,1	14,2%
Glacier/snowmobile trip	319	13,7	4,0	13,7%
Festival, local event	295	12,7	3,7	12,7%
Other related-adventure activity	162	6,9	2,0	6,9%
Other cultural event	137	5,9	1,7	5,9%
Caving tour	115	4,9	1,4	4,9%
Cycling tour	56	2,4	0,7	2,4%
River rafting / kayaking tour	53	2,3	0,7	2,3%
Hunting/fishing	33	1,4	0,4	1,4%
Northern lights tour	12	0,5	0,2	0,5%
Golf	11	0,5	0,1	0,5%
Skiing/snowboarding	3	0,1	0,0	0,1%
Other activity	241	10,3	3,0	10,3%
Number of responses*	7960	341,3	100,0	
Number of respondents	2332	29,3		
Did not answer	297	3,7		
Total	7963	33,0		

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



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

PAID ACTIVITIES DURING TRIP



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

	Number of answers	Geothermal swimming pool	Museum	Guided sightseeing tour	Whale watching	Nature bath	Other activity
	Count	%	%	%	%	%	%
Total	2332						
Gender							
Male	1121	60,8	45,0	40,5	27,6	26,4	72,3
Female	1184	57,8	42,6	45,7	27,5	24,1	77,1
Age							
24 years and younger	326	53,4	40,5	39,6	22,1	26,1	83,7
25-34 years	734	67,2	43,1	37,2	31,2	29,3	74,8
35-44 years	420	60,5	39,5	45,0	25,5	25,0	71,2
45-54 years	351	59,0	45,3	42,5	31,3	24,5	76,4
55 years and older	450	49,3	52,4	54,4	23,8	17,8	69,3
What is your profession?							
Managerial	273	59,7	42,5	42,5	33,7	31,5	72,5
Professionals (dr./lawyer/account. etc.)	533	64,0	45,2	45,2	28,9	25,5	74,9
Other professionals	309	54,7	45,6	42,7	28,2	20,1	74,4
Teacher/Medical care	291	63,9	45,4	40,2	26,1	29,6	67,4
Clerical/Service	134	50,7	29,9	47,8	29,1	23,1	82,1
Vocational/Technical	112	63,4	36,6	42,0	29,5	21,4	72,3
Unskilled	11	54,5	54,5	36,4	27,3	9,1	72,7
Student	345	55,9	44,3	38,8	23,8	27,2	82,9
Retired/Homemaker	184	50,5	54,3	52,2	22,8	19,6	67,4
Artist/Musician/Actor etc.	34	79,4	52,9	29,4	8,8	14,7	76,5
Household income							
High	953	59,0	45,9	49,5	24,8	22,8	76,2
Average	825	60,6	38,5	43,2	28,0	26,2	73,2
Low	469	58,8	48,8	31,1	29,6	29,6	74,4
Market area							
Central/Southern Europe	754	61,8	44,4	30,4	40,2	35,8	76,4
North America	663	56,4	48,3	51,7	12,8	16,4	73,6
Scandinavia	467	53,5	36,6	43,7	25,3	25,5	71,9
Britain	240	64,6	39,6	46,7	31,7	16,3	73,8
Asia	34	35,3	32,4	73,5	20,6	29,4	82,4
Transportation							
Airline	2183	59,3	42,8	45,0	26,1	23,9	75,1
M/S Norröna	149	57,0	59,7	16,1	47,7	43,6	66,4

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	Museum	Guided sightseeing tour	Whale watching	Nature bath	Other activity
	Count	%	%	%	%	%	%
Total	2332						
Nationality							
American	503	58,1	49,7	49,9	13,7	17,3	73,6
British	207	63,8	39,6	50,2	30,4	14,5	73,9
Swedish	184	53,8	40,8	46,7	34,2	23,4	77,7
German	185	64,3	44,3	15,7	34,1	32,4	80,0
French	168	64,9	57,1	29,2	42,3	47,6	76,2
Canadian	156	51,9	42,3	57,7	9,6	17,3	70,5
Dutch	154	51,9	52,6	41,6	43,5	29,2	79,2
Danish	125	52,0	36,0	32,8	19,2	24,0	60,0
Norwegian	108	50,9	31,5	52,8	15,7	28,7	72,2
Australian	76	69,7	56,6	59,2	22,4	14,5	85,5
Italian	53	69,8	30,2	39,6	43,4	22,6	56,6
Spanish	60	70,0	26,7	35,0	36,7	31,7	78,3
Swiss	45	71,1	42,2	17,8	48,9	53,3	88,9
Belgian	33	63,6	24,2	33,3	54,5	30,3	81,8
Other	275	58,9	40,4	46,9	31,6	28,0	73,8
Type of trip*							
Package tour	305	56,1	44,6	43,9	34,4	28,5	81,3
Individually-arranged tour	1885	60,6	45,1	43,7	27,1	25,4	74,5
Business-arranged tour	73	53,4	24,7	52,1	19,2	19,2	60,3
Purpose of visit*							
Vacation/holiday	2055	59,4	46,2	43,9	29,4	26,1	74,8
Conference/large meeting	100	48,0	39,0	43,0	25,0	20,0	66,0
Business/small meeting	78	64,1	32,1	39,7	16,7	16,7	67,9
Education and training	103	59,2	39,8	35,9	16,5	27,2	83,5
Visiting friends/relatives	210	66,7	48,1	25,2	15,7	23,8	79,0
Business incentives package	11	81,8	18,2	72,7	9,1	36,4	72,7
Temporary employment in Iceland	18	66,7	38,9	11,1	22,2	22,2	61,1
Health/medical treatment	<5						
Event in Iceland (leisure related)	177	65,0	31,6	38,4	23,2	26,0	88,7

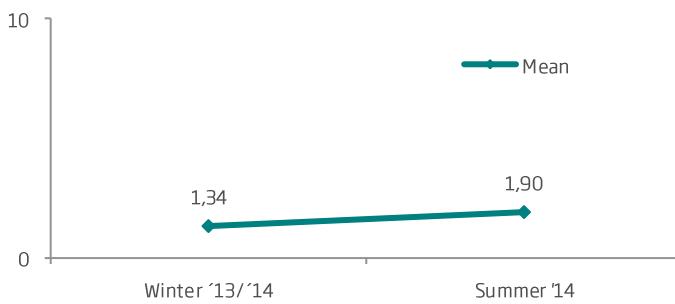
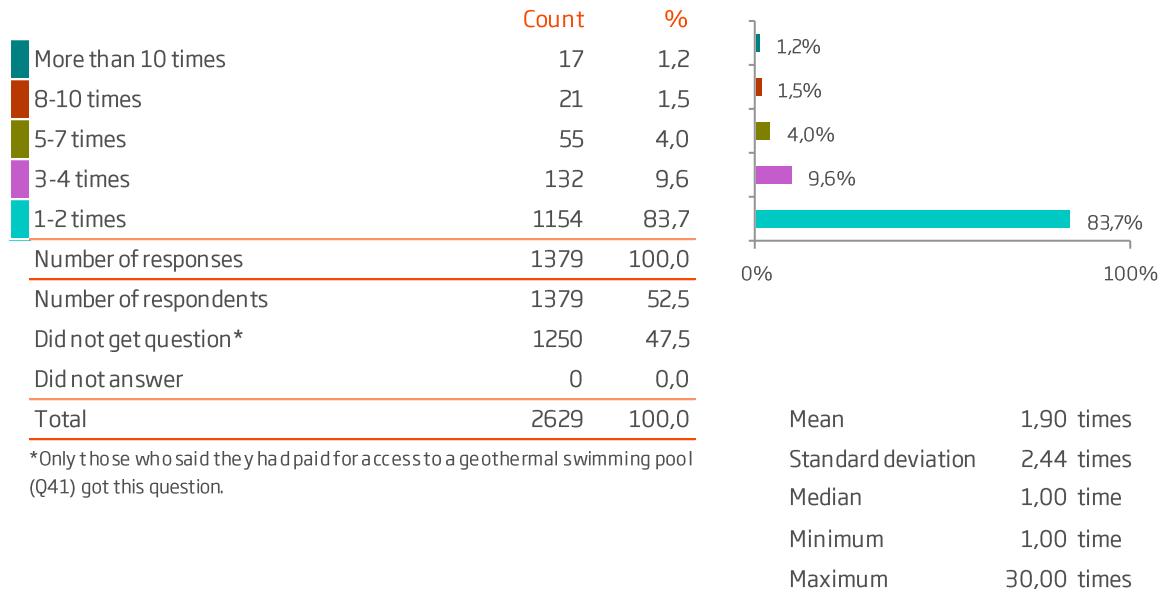
When respondents can choose more than one answer, significance between groups is not calculated.

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

NUMBER OF TIMES BATHING IN A GEOTHERMAL POOL



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



NUMBER OF TIMES BATHING IN A GEOTHERMAL POOL



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

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	1379	83,7	16,3	1,90
Gender				
Male	682	83,6	16,4	1,92
Female	684	83,8	16,2	1,87
Age				
24 years and younger	174	82,8	17,2	1,89
25-34 years	493	83,2	16,8	1,91
35-44 years	254	83,5	16,5	1,83
45-54 years	207	83,6	16,4	1,91
55 years and older	222	85,6	14,4	1,92
What is your profession?				
Managerial	163	87,1	12,9	1,73
Professionals (dr./lawyer/account. etc.)	341	86,8	13,2	1,76
Other professionals	169	82,8	17,2	1,73
Teacher/Medical care	186	79,6	20,4	2,25
Clerical/Service	68	86,8	13,2	1,46
Vocational/Technical	71	85,9	14,1	2,08
Unskilled	6	66,7	33,3	2,00
Student	193	79,8	20,2	2,23
Retired/Homemaker	93	88,2	11,8	1,58
Artist/Musician/Actor etc.	27	70,4	29,6	2,30
Other	54	77,8	22,2	2,07
Household income				
High	562	86,7	13,3	1,79
Average	500	84,0	16,0	1,86
Low	276	77,2	22,8	2,20
Market area*				
Central/Southern Europe	466	74,5	25,5	2,43
North America	374	92,0	8,0	1,48
Scandinavia	250	86,4	13,6	1,72
Britain	155	84,5	15,5	1,78
Asia	12	100,0	0,0	1,25
Other	122	85,2	14,8	1,73
Transportation*				
Airline	1294	85,1	14,9	1,79
M/S Norröna	85	62,4	37,6	3,48

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

NUMBER OF TIMES BATHING IN A GEOTHERMAL POOL



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

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	1379	83,7	16,3	 1,90
Nationality*				
American	292	91,4	8,6	 1,45
British	132	88,6	11,4	 1,55
Swedish	99	85,9	14,1	 1,88
German	119	67,2	32,8	 2,99
French	109	73,4	26,6	 2,35
Canadian	81	92,6	7,4	 1,60
Dutch	80	82,5	17,5	 2,13
Danish	65	83,1	16,9	 1,82
Norwegian	55	92,7	7,3	 1,25
Australian	53	90,6	9,4	 1,38
Italian	37	83,8	16,2	 1,65
Spanish	42	78,6	21,4	 2,55
Swiss	32	65,6	34,4	 2,66
Belgian	21	81,0	19,0	 2,19
Other	162	79,6	20,4	 2,04
Type of trip*				
Package tour	171	90,1	9,9	 1,43
Individually-arranged tour	1142	82,4	17,6	 1,98
Business-arranged tour	39	82,1	17,9	 1,95
Purpose of visit*				
Vacation/holiday	1221	84,3	15,7	 1,81
Conference/large meeting	48	83,3	16,7	 2,06
Business/small meeting	50	80,0	20,0	 2,02
Education and training	61	70,5	29,5	 2,93
Visiting friends/relatives	140	72,9	27,1	 2,96
Business incentives package	9	77,8	22,2	 1,56
Temporary employment in Iceland	12	50,0	50,0	 3,92
Health/medical treatment	<5			
Event in Iceland (leisure related)	115	73,9	26,1	 2,07

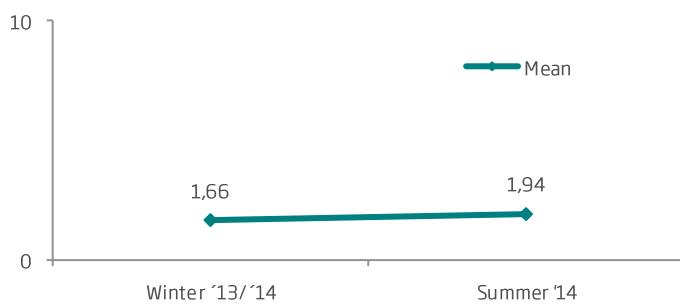
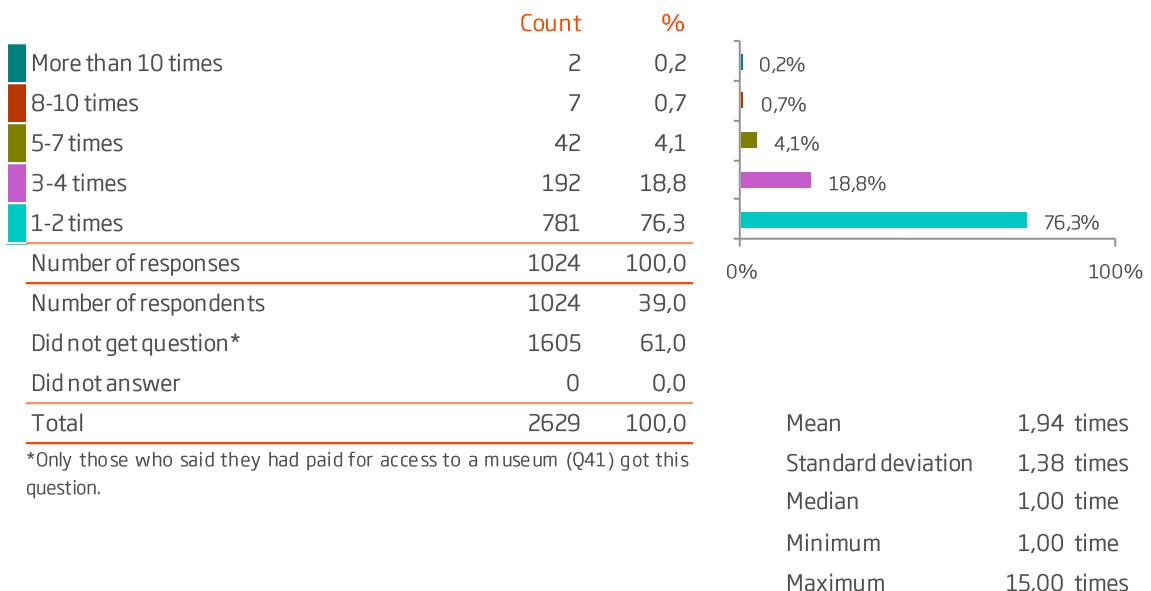
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

NUMBER OF TIMES VISITING MUSEUMS



Q. 43. How many times did you visit a museum?



NUMBER OF TIMES VISITING MUSEUMS



Q. 43. How many times did you visit a museum?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	1024	76,3	23,7	 1,94
Gender				
Male	505	72,7	27,3	 2,01
Female	504	79,8	20,2	 1,86
Age*				
24 years and younger	132	79,5	20,5	 1,94
25-34 years	316	80,7	19,3	 1,78
35-44 years	166	80,7	19,3	 1,80
45-54 years	159	74,8	25,2	 1,94
55 years and older	236	66,1	33,9	 2,24
What is your profession?				
Managerial	116	79,3	20,7	 1,78
Professionals (dr./lawyer/account. etc.)	241	78,4	21,6	 1,86
Other professionals	141	72,3	27,7	 1,98
Teacher/Medical care	132	79,5	20,5	 1,83
Clerical/Service	40	82,5	17,5	 1,75
Vocational/Technical	41	70,7	29,3	 2,07
Unskilled	6	66,7	33,3	 2,50
Student	153	80,4	19,6	 1,85
Retired/Homemaker	100	66,0	34,0	 2,30
Artist/Musician/Actor etc.	18	55,6	44,4	 2,67
Other	26	80,8	19,2	 1,85
Household income				
High	437	78,7	21,3	 1,88
Average	318	76,1	23,9	 1,92
Low	229	74,7	25,3	 2,00
Market area*				
Central/Southern Europe	335	74,6	25,4	 2,11
North America	320	73,4	26,6	 1,98
Scandinavia	171	78,9	21,1	 1,74
Britain	95	83,2	16,8	 1,72
Asia	11	100,0	0,0	 1,27
Other	92	77,2	22,8	 1,80
Transportation*				
Airline	935	78,0	22,0	 1,87
M/S Norröna	89	58,4	41,6	 2,62

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

NUMBER OF TIMES VISITING MUSEUMS



Q. 43. How many times did you visit a museum?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	1024	76,3	23,7	1,94
Nationality*				
American	250	71,6	28,4	2,07
British	82	84,1	15,9	1,70
Swedish	75	80,0	20,0	1,69
German	82	68,3	31,7	2,40
French	96	72,9	27,1	2,01
Canadian	66	83,3	16,7	1,67
Dutch	81	79,0	21,0	2,06
Danish	45	68,9	31,1	2,09
Norwegian	34	85,3	14,7	1,56
Australian	43	76,7	23,3	1,77
Italian	16	87,5	12,5	1,56
Spanish	16	100,0	0,0	1,38
Swiss	19	78,9	21,1	1,89
Belgian	8	87,5	12,5	1,38
Other	111	74,8	25,2	1,93
Type of trip*				
Package tour	136	71,3	28,7	1,94
Individually-arranged tour	851	76,9	23,1	1,94
Business-arranged tour	18	77,8	22,2	1,67
Purpose of visit*				
Vacation/holiday	949	76,0	24,0	1,95
Conference/large meeting	39	84,6	15,4	1,69
Business/small meeting	25	76,0	24,0	1,96
Education and training	41	78,0	22,0	1,90
Visiting friends/relatives	101	80,2	19,8	1,81
Business incentives package	<5			
Temporary employment in Iceland	7	42,9	57,1	2,57
Health/medical treatment	<5			
Event in Iceland (leisure related)	56	80,4	19,6	1,70

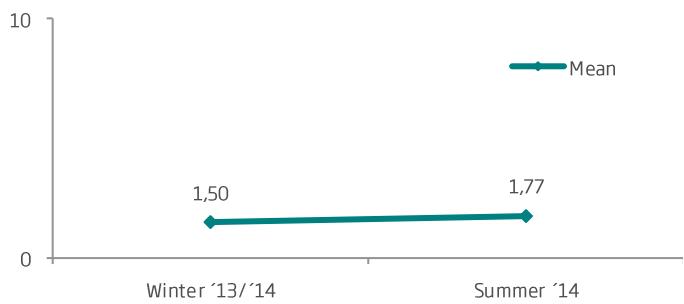
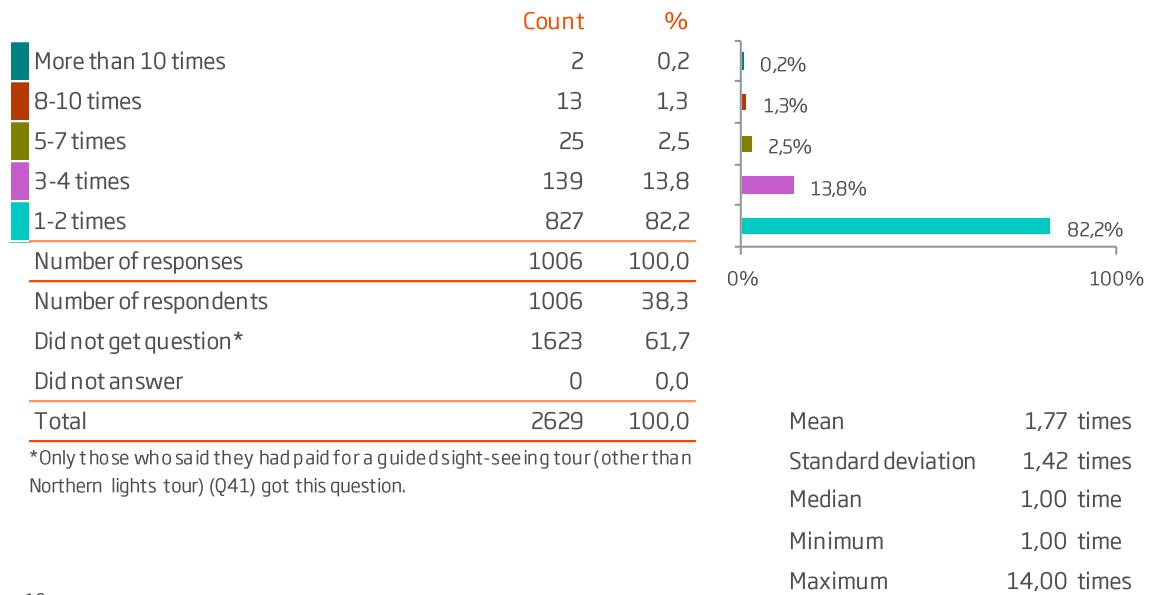
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

NUMBER OF TIMES ON A GUIDED SIGHT-SEEING TOUR



Q. 44. How many times did you participate in a guided sight-seeing tour(s) (other than Northern lights tour)?



NUMBER OF TIMES ON A GUIDED SIGHT-SEEING TOUR



Q. 44. How many times did you participate in a guided sight-seeing tour(s) (other than Northern lights tour)?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	1006	82,2	17,8	 1,77
Gender				
Male	454	83,5	16,5	 1,73
Female	541	81,7	18,3	 1,79
Age				
24 years and younger	129	89,1	10,9	 1,57
25-34 years	273	83,2	16,8	 1,69
35-44 years	189	85,7	14,3	 1,66
45-54 years	149	79,2	20,8	 1,94
55 years and older	245	77,6	22,4	 1,91
What is your profession?*				
Managerial	116	77,6	22,4	 1,81
Professionals (dr./lawyer/account. etc.)	241	84,2	15,8	 1,70
Other professionals	132	83,3	16,7	 1,73
Teacher/Medical care	117	82,9	17,1	 1,77
Clerical/Service	64	79,7	20,3	 1,91
Vocational/Technical	47	83,0	17,0	 1,79
Unskilled	<5			
Student	134	86,6	13,4	 1,64
Retired/Homemaker	96	75,0	25,0	 2,06
Artist/Musician/Actor etc.	10	100,0	0,0	 1,30
Other	38	81,6	18,4	 1,63
Household income				
High	472	82,0	18,0	 1,71
Average	356	84,6	15,4	 1,77
Low	146	80,1	19,9	 1,85
Market area*				
Central/Southern Europe	229	79,0	21,0	 1,98
North America	343	84,0	16,0	 1,69
Scandinavia	204	83,8	16,2	 1,63
Britain	112	88,4	11,6	 1,68
Asia	25	68,0	32,0	 2,28
Other	93	76,3	23,7	 1,88
Transportation				
Airline	982	82,5	17,5	 1,76
M/S Norröna	24	70,8	29,2	 2,29

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

NUMBER OF TIMES ON A GUIDED SIGHT-SEEING TOUR



Q. 44. How many times did you participate in a guided sight-seeing tour(s) (other than Northern lights tour)?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	1006	82,2	17,8	 1,77
Nationality*				
American	251	82,1	17,9	 1,71
British	104	89,4	10,6	 1,65
Swedish	86	79,1	20,9	 1,76
German	29	86,2	13,8	 1,52
French	49	77,6	22,4	 1,96
Canadian	90	88,9	11,1	 1,63
Dutch	64	82,8	17,2	 1,94
Danish	41	92,7	7,3	 1,32
Norwegian	57	86,0	14,0	 1,54
Australian	45	82,2	17,8	 1,78
Italian	21	76,2	23,8	 2,62
Spanish	21	71,4	28,6	 2,14
Swiss	8	62,5	37,5	 1,75
Belgian	11	63,6	36,4	 3,18
Other	129	75,2	24,8	 1,94
Type of trip*				
Package tour	134	69,4	30,6	 2,60
Individually-arranged tour	823	83,7	16,3	 1,70
Business-arranged tour	38	84,2	15,8	 1,66
Purpose of visit*				
Vacation/holiday	902	81,4	18,6	 1,80
Conference/large meeting	43	90,7	9,3	 1,44
Business/small meeting	31	87,1	12,9	 1,68
Education and training	37	83,8	16,2	 1,68
Visiting friends/relatives	53	88,7	11,3	 1,42
Business incentives package	8	100,0	0,0	 1,50
Temporary employment in Iceland	<5			
Health/medical treatment	<5			
Event in Iceland (leisure related)	68	86,8	13,2	 1,56

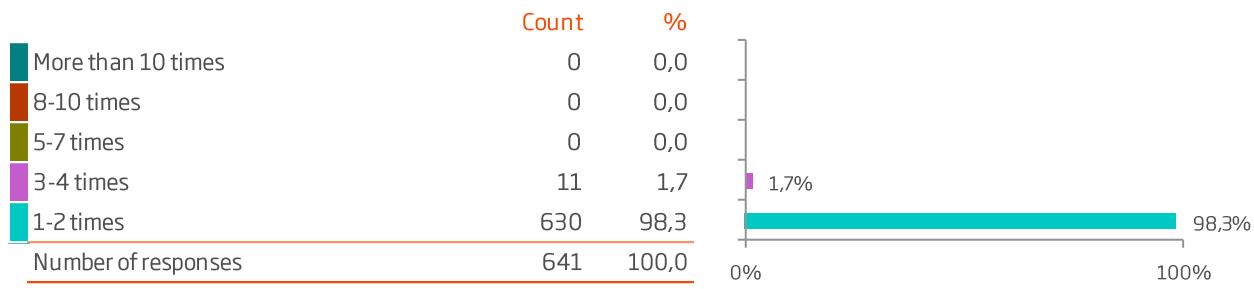
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

NUMBER OF TIMES WHALE WATCHING



Q. 45. How many times did you go whale watching?



Number of respondents

Did not get question*

Did not answer

Total

*Only those who said they had paid for whale watching (Q41) got this question.

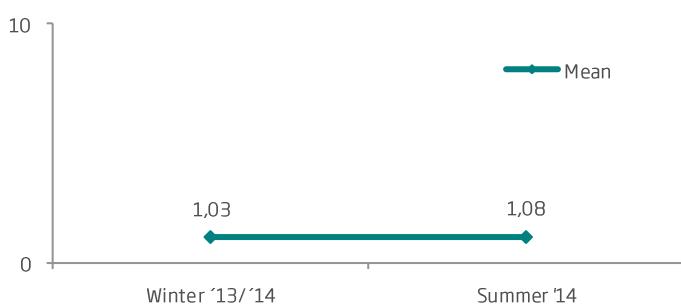
Mean 1,08 times

Standard deviation 0,36 times

Median 1,00 time

Minimum 1,00 time

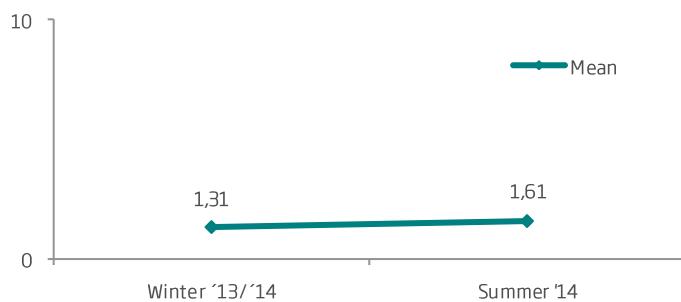
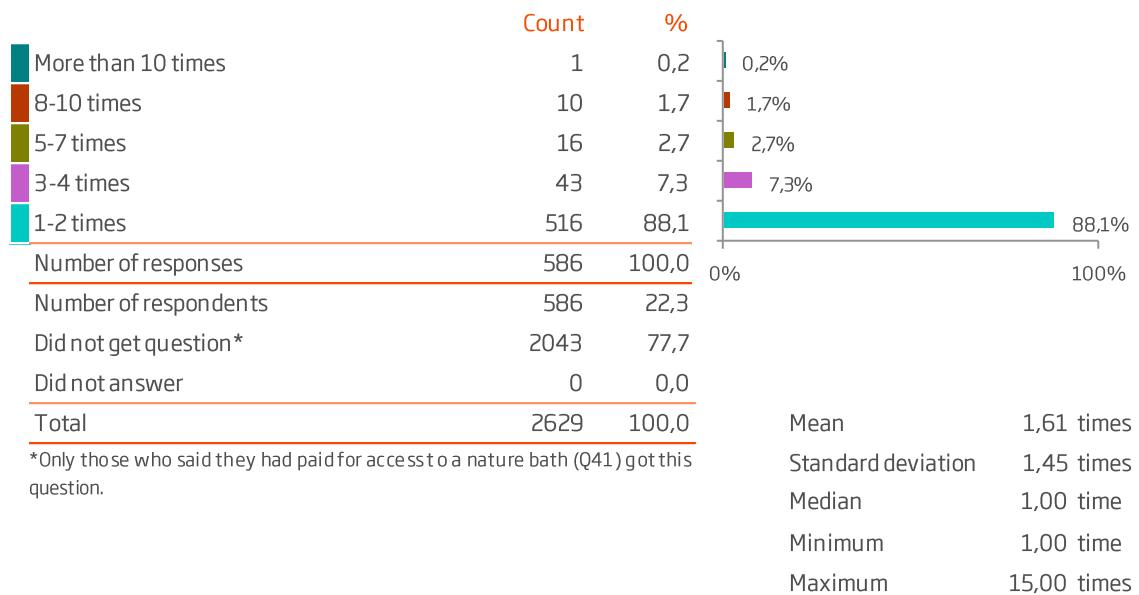
Maximum 4,00 times



NUMBER OF TIMES BATHING IN A NATURE BATH



Q. 46. How many times did you bathe in a nature bath?



NUMBER OF TIMES BATHING IN A NATURE BATH



Q. 46. How many times did you bathe in a nature bath?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	586	88,1	11,9	1,61
Gender*				
Male	296	85,5	14,5	1,78
Female	285	90,5	9,5	1,45
Age				
24 years and younger	85	85,9	14,1	1,60
25-34 years	215	90,7	9,3	1,50
35-44 years	105	85,7	14,3	1,67
45-54 years	86	84,9	15,1	1,78
55 years and older	80	88,8	11,3	1,73
What is your profession?				
Managerial	86	87,2	12,8	1,67
Professionals (dr./lawyer/account. etc.)	136	90,4	9,6	1,50
Other professionals	62	95,2	4,8	1,44
Teacher/Medical care	86	83,7	16,3	1,67
Clerical/Service	31	100,0	0,0	1,23
Vocational/Technical	24	70,8	29,2	2,58
Unskilled	<5			
Student	94	87,2	12,8	1,55
Retired/Homemaker	36	86,1	13,9	1,75
Artist/Musician/Actor etc.	5	80,0	20,0	2,00
Other	22	81,8	18,2	1,77
Household income*				
High	217	95,4	4,6	1,32
Average	216	84,7	15,3	1,74
Low	139	81,3	18,7	1,91
Market area*				
Central/Southern Europe	270	82,6	17,4	1,93
North America	109	93,6	6,4	1,36
Scandinavia	119	95,8	4,2	1,20
Britain	39	89,7	10,3	1,44
Asia	10	100,0	0,0	1,20
Other	39	82,1	17,9	1,69
Transportation*				
Airline	521	89,8	10,2	1,50
M/S Norröna	65	73,8	26,2	2,49

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

NUMBER OF TIMES BATHING IN A NATURE BATH



Q. 46. How many times did you bathe in a nature bath?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	586	88,1	11,9	 1,61
Nationality*				
American	87	96,6	3,4	 1,26
British	30	90,0	10,0	 1,30
Swedish	43	97,7	2,3	 1,16
German	60	78,3	21,7	 2,07
French	80	76,3	23,8	 2,28
Canadian	27	88,9	11,1	 1,37
Dutch	45	88,9	11,1	 1,58
Danish	30	96,7	3,3	 1,13
Norwegian	31	90,3	9,7	 1,35
Australian	11	81,8	18,2	 1,82
Italian	12	91,7	8,3	 1,50
Spanish	19	89,5	10,5	 1,58
Swiss	24	79,2	20,8	 2,29
Belgian	10	100,0	0,0	 1,20
Other	77	88,3	11,7	 1,57
Type of trip*				
Package tour	87	95,4	4,6	 1,26
Individually-arranged tour	478	86,4	13,6	 1,69
Business-arranged tour	14	100,0	0,0	 1,00
Purpose of visit*				
Vacation/holiday	537	87,9	12,1	 1,63
Conference/large meeting	20	95,0	5,0	 1,35
Business/small meeting	13	92,3	7,7	 1,46
Education and training	28	78,6	21,4	 1,75
Visiting friends/relatives	50	78,0	22,0	 1,90
Business incentives package	<5			
Temporary employment in Iceland	<5			
Health/medical treatment	<5			
Event in Iceland (leisure related)	46	87,0	13,0	 1,54

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

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

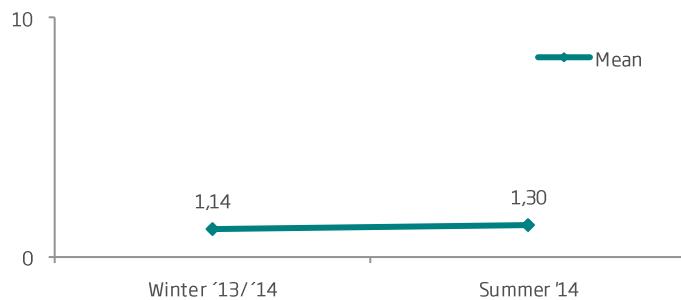
NUMBER OF TIMES TO A SPA/WELLNESS (CENTER)



Q. 47. How many times did you go to a spa/wellness (center)?

	Count	%	
More than 10 times	2	0,5	0,5%
8-10 times	1	0,2	0,2%
5-7 times	7	1,6	1,6%
3-4 times	6	1,4	1,4%
1-2 times	411	96,3	96,3%
Number of responses	427	100,0	100%
Number of respondents	427	16,2	
Did not get question*	2202	83,8	
Did not answer	0	0,0	
Total	2629	100,0	
		Mean	1,30 times
		Standard deviation	1,14 times
		Median	1,00 time
		Minimum	1,00 time
		Maximum	13,00 times

*Only those who said they had paid for access to a spa/wellness (center) (Q41) got this question.



NUMBER OF TIMES TO A SPA/WELLNESS (CENTER)



Q. 47. How many times did you go to a spa/wellness (center)?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	427	96,3	3,7	 1,30
Gender				
Male	197	95,9	4,1	 1,30
Female	228	96,5	3,5	 1,30
Age				
24 years and younger	72	98,6	1,4	 1,21
25-34 years	167	95,8	4,2	 1,30
35-44 years	79	94,9	5,1	 1,34
45-54 years	65	98,5	1,5	 1,17
55 years and older	36	97,2	2,8	 1,44
What is your profession?				
Managerial	53	98,1	1,9	 1,21
Professionals (dr./lawyer/account. etc.)	110	96,4	3,6	 1,25
Other professionals	51	94,1	5,9	 1,51
Teacher/Medical care	46	89,1	10,9	 1,70
Clerical/Service	30	100,0	0,0	 1,13
Vocational/Technical	22	95,5	4,5	 1,14
Unskilled	<5			
Student	74	98,6	1,4	 1,22
Retired/Homemaker	13	100,0	0,0	 1,08
Artist/Musician/Actor etc.	5	100,0	0,0	 1,00
Other	15	100,0	0,0	 1,07
Household income				
High	182	96,7	3,3	 1,28
Average	151	96,7	3,3	 1,32
Low	80	93,8	6,3	 1,31
Marketarea				
Central/Southern Europe	128	95,3	4,7	 1,40
North America	125	100,0	0,0	 1,10
Scandinavia	77	93,5	6,5	 1,45
Britain	58	91,4	8,6	 1,41
Asia	5	100,0	0,0	 1,00
Other	34	100,0	0,0	 1,12
Transportation				
Airline	417	96,2	3,8	 1,30
M/S Norröna	10	100,0	0,0	 1,20

Difference between groups is not statistically significant.

NUMBER OF TIMES TO A SPA/WELLNESS (CENTER)



Q. 47. How many times did you go to a spa/wellness (center)?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	427	96,3	3,7	 1,30
Nationality*				
American	98	100,0	0,0	 1,10
British	46	95,7	4,3	 1,24
Swedish	25	100,0	0,0	 1,24
German	26	96,2	3,8	 1,42
French	37	100,0	0,0	 1,11
Canadian	24	100,0	0,0	 1,08
Dutch	24	91,7	8,3	 1,54
Danish	13	92,3	7,7	 1,92
Norwegian	28	92,9	7,1	 1,18
Australian	12	100,0	0,0	 1,17
Italian	10	100,0	0,0	 1,00
Spanish	13	76,9	23,1	 2,69
Swiss	8	87,5	12,5	 1,63
Belgian	6	100,0	0,0	 1,17
Other	57	93,0	7,0	 1,40
Type of trip*				
Package tour	44	97,7	2,3	 1,36
Individually-arranged tour	359	96,4	3,6	 1,28
Business-arranged tour	14	85,7	14,3	 1,50
Purpose of visit*				
Vacation/holiday	391	96,4	3,6	 1,29
Conference/large meeting	16	87,5	12,5	 1,88
Business/small meeting	11	81,8	18,2	 2,27
Education and training	15	80,0	20,0	 2,40
Visiting friends/relatives	40	87,5	12,5	 1,93
Business incentives package	<5			
Temporary employment in Iceland	<5			
Health/medical treatment	<5			
Event in Iceland (leisure related)	41	92,7	7,3	 1,61

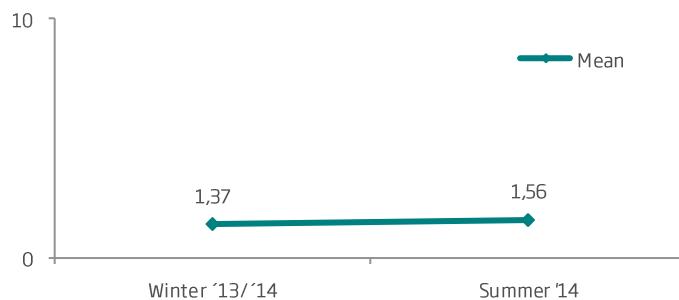
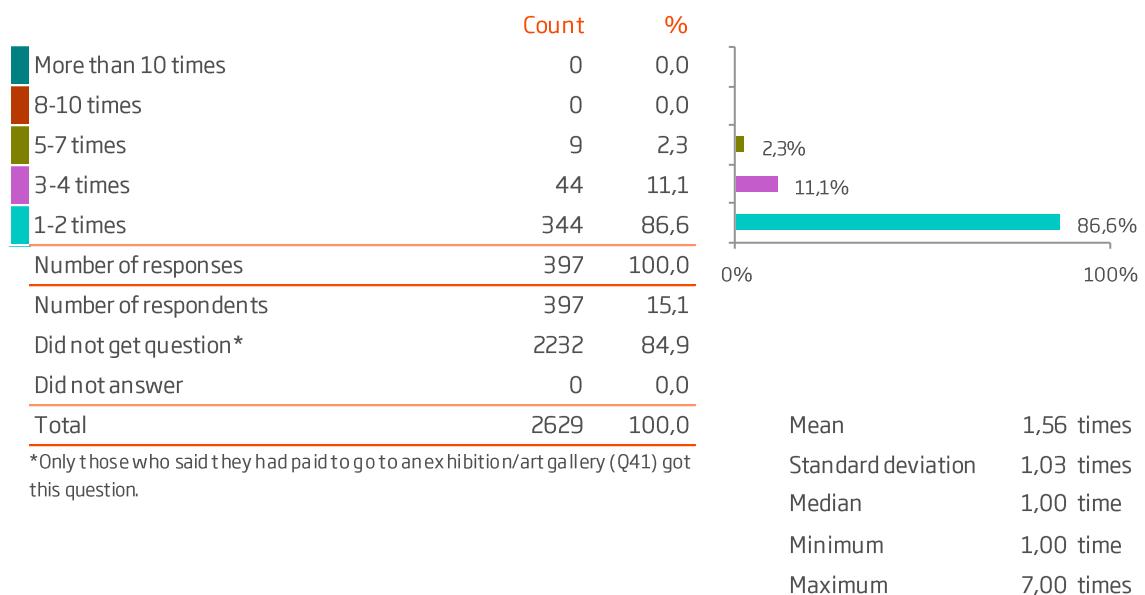
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



Q.48. How many times did you go to an exhibition/art gallery?



NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



Q. 48. How many times did you go to an exhibition/art gallery?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	397	86,6	13,4	1,56
Gender				
Male	200	87,0	13,0	1,54
Female	192	85,9	14,1	1,60
Age				
24 years and younger	53	86,8	13,2	1,51
25-34 years	129	89,1	10,9	1,55
35-44 years	54	88,9	11,1	1,39
45-54 years	62	87,1	12,9	1,53
55 years and older	90	81,1	18,9	1,77
What is your profession?*				
Managerial	36	88,9	11,1	1,39
Professionals (dr./lawyer/account. etc.)	89	91,0	9,0	1,43
Other professionals	60	85,0	15,0	1,63
Teacher/Medical care	57	86,0	14,0	1,53
Clerical/Service	13	100,0	0,0	1,31
Vocational/Technical	19	84,2	15,8	1,74
Unskilled	<5			
Student	59	88,1	11,9	1,49
Retired/Homemaker	35	85,7	14,3	1,63
Artist/Musician/Actor etc.	11	63,6	36,4	2,27
Other	11	81,8	18,2	1,55
Household income				
High	167	89,2	10,8	1,49
Average	131	82,4	17,6	1,66
Low	85	88,2	11,8	1,51
Marketarea				
Central/Southern Europe	108	88,0	12,0	1,49
North America	137	86,9	13,1	1,57
Scandinavia	62	90,3	9,7	1,44
Britain	52	82,7	17,3	1,60
Asia	5	60,0	40,0	2,80
Other	33	84,8	15,2	1,76
Transportation				
Airline	374	86,9	13,1	1,56
M/S Norröna	23	82,6	17,4	1,65

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

NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



Q. 48. How many times did you go to an exhibition/art gallery?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	397	86,6	13,4	 1,56
Nationality				
American	96	87,5	12,5	 1,60
British	45	80,0	20,0	 1,67
Swedish	27	100,0	0,0	 1,07
German	31	90,3	9,7	 1,35
French	26	84,6	15,4	 1,58
Canadian	39	84,6	15,4	 1,51
Dutch	25	92,0	8,0	 1,48
Danish	18	77,8	22,2	 2,00
Norwegian	10	90,0	10,0	 1,30
Australian	20	75,0	25,0	 1,95
Italian	<5			
Spanish	5	80,0	20,0	 1,60
Swiss	5	100,0	0,0	 1,60
Belgian	<5			
Other	47	87,2	12,8	 1,62
Type of trip*				
Package tour	41	87,8	12,2	 1,61
Individually-arranged tour	335	86,3	13,7	 1,58
Business-arranged tour	7	85,7	14,3	 1,57
Purpose of visit*				
Vacation/holiday	365	87,1	12,9	 1,55
Conference/large meeting	16	87,5	12,5	 1,69
Business/small meeting	16	81,3	18,8	 1,69
Education and training	25	88,0	12,0	 1,60
Visiting friends/relatives	34	73,5	26,5	 1,91
Business incentives package	<5			
Temporary employment in Iceland	5	60,0	40,0	 2,60
Health/medical treatment	<5			
Event in Iceland (leisure related)	31	80,6	19,4	 1,77

Difference between groups is not statistically significant.

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

NUMBER OF TIMES ON A BOAT TRIP



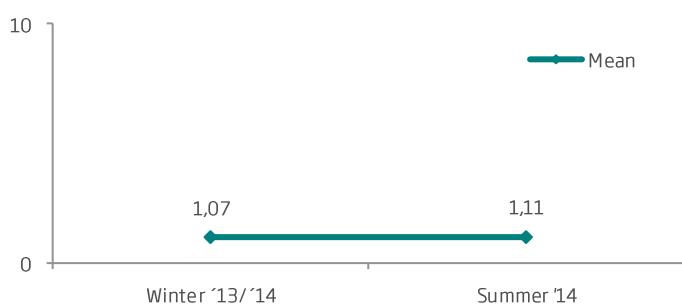
Q. 49. How many times did you go on a boat trip (other than whale watching)?

	Count	%
More than 10 times	0	0,0
8-10 times	0	0,0
5-7 times	0	0,0
3-4 times	4	1,1
1-2 times	372	98,9
Number of responses	376	100,0
Number of respondents	376	14,3
Did not get question*	2253	85,7
Did not answer	0	0,0
Total	2629	100,0

*Only those who said they had paid for a boat trip (other than whale watching) (Q41) got this question.



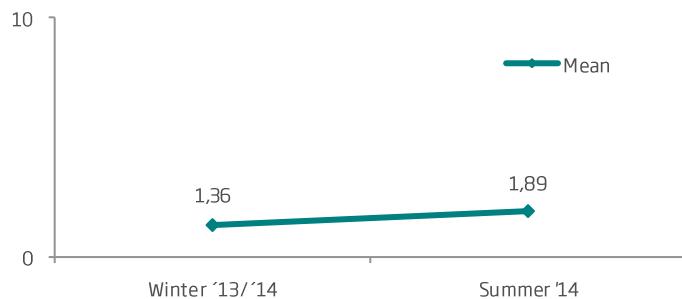
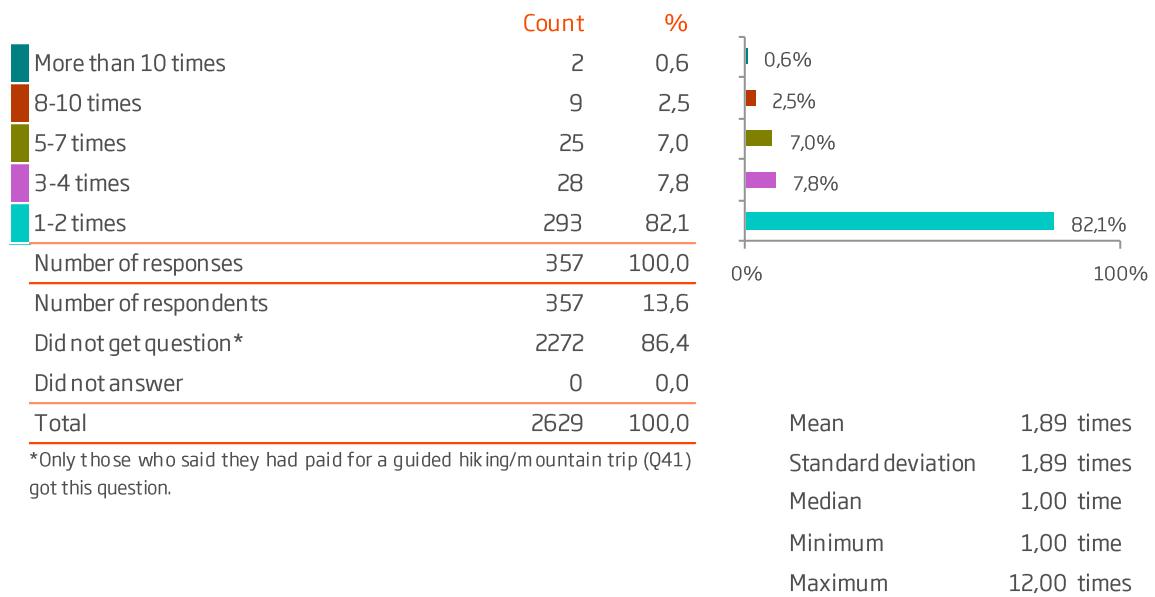
Mean 1,11 times
 Standard deviation 0,36 times
 Median 1,00 time
 Minimum 1,00 time
 Maximum 4,00 times



NUMBER OF TIMES ON A GUIDED HIKING/MOUNTAIN TRIP



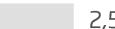
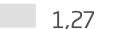
Q.50. How many times did you participate in a guided hiking/mountain trip



NUMBER OF TIMES ON A GUIDED HIKING/MOUNTAIN TRIP



Q.50. How many times did you participate in a guided hiking/mountain trip

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	357	82,1	17,9	 1,89
Gender				
Male	187	81,3	18,7	 2,05
Female	167	82,6	17,4	 1,73
Age				
24 years and younger	65	86,2	13,8	 1,71
25-34 years	115	84,3	15,7	 1,88
35-44 years	60	88,3	11,7	 1,57
45-54 years	56	67,9	32,1	 2,50
55 years and older	54	83,3	16,7	 1,80
What is your profession?				
Managerial	58	75,9	24,1	 2,14
Professionals (dr./lawyer/account. etc.)	92	88,0	12,0	 1,50
Other professionals	38	81,6	18,4	 2,08
Teacher/Medical care	40	80,0	20,0	 2,03
Clerical/Service	18	77,8	22,2	 1,78
Vocational/Technical	14	85,7	14,3	 2,00
Unskilled	<5			
Student	66	83,3	16,7	 1,92
Retired/Homemaker	16	68,8	31,3	 2,94
Artist/Musician/Actor etc.	<5			
Other	11	90,9	9,1	 1,27
Household income				
High	155	87,7	12,3	 1,68
Average	109	79,8	20,2	 1,95
Low	78	76,9	23,1	 2,10
Market area*				
Central/Southern Europe	126	69,8	30,2	 2,37
North America	119	85,7	14,3	 1,75
Scandinavia	43	95,3	4,7	 1,33
Britain	24	79,2	20,8	 2,00
Asia	9	100,0	0,0	 1,00
Other	36	94,4	5,6	 1,53
Transportation				
Airline	344	82,6	17,4	 1,86
M/S Norröna	13	69,2	30,8	 2,69

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

NUMBER OF TIMES ON A GUIDED HIKING/MOUNTAIN TRIP



Q.50. How many times did you participate in a guided hiking/mountain trip

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	357	82,1	17,9	 1,89
Nationality*				
American	88	83,0	17,0	 1,85
British	20	85,0	15,0	 1,85
Swedish	18	100,0	0,0	 1,06
German	35	68,6	31,4	 2,34
French	46	58,7	41,3	 2,85
Canadian	25	92,0	8,0	 1,60
Dutch	13	92,3	7,7	 1,46
Danish	9	77,8	22,2	 2,22
Norwegian	8	100,0	0,0	 1,25
Australian	14	100,0	0,0	 1,07
Italian	<5			
Spanish	13	76,9	23,1	 1,77
Swiss	12	83,3	16,7	 1,75
Belgian	5	80,0	20,0	 2,20
Other	47	89,4	10,6	 1,72
Type of trip*				
Package tour	70	62,9	37,1	 2,86
Individually-arranged tour	278	86,7	13,3	 1,68
Business-arranged tour	8	87,5	12,5	 1,38
Purpose of visit*				
Vacation/holiday	329	83,0	17,0	 1,85
Conference/large meeting	11	90,9	9,1	 1,36
Business/small meeting	6	83,3	16,7	 1,67
Education and training	23	69,6	30,4	 2,52
Visiting friends/relatives	18	72,2	27,8	 2,28
Business incentives package	<5			
Temporary employment in Iceland	<5			
Health/medical treatment	<5			
Event in Iceland (leisure related)	27	70,4	29,6	 2,56

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

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

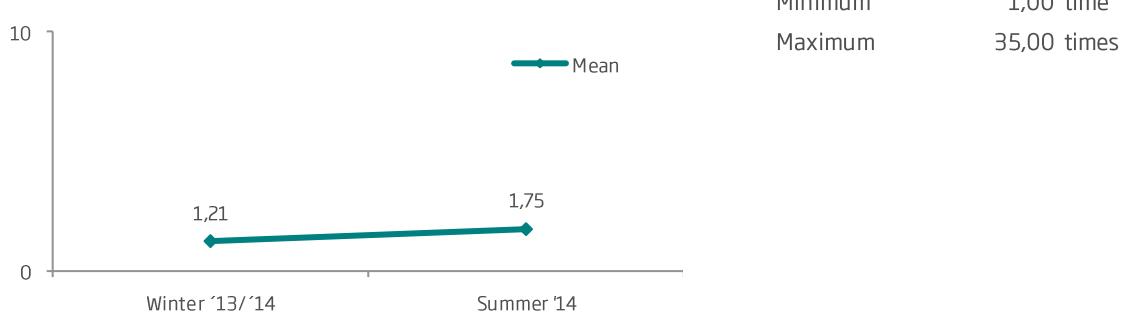
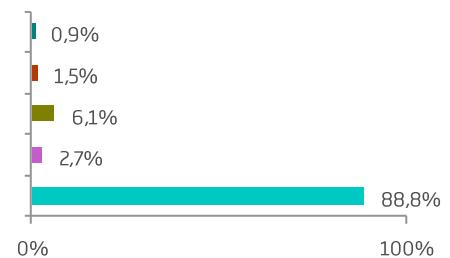
NUMBER OF TIMES HORSE RIDING



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

	Count	%
More than 10 times	3	0,9
8-10 times	5	1,5
5-7 times	20	6,1
3-4 times	9	2,7
1-2 times	293	88,8
Number of responses	330	100,0
Number of respondents	330	12,6
Did not get question*	2299	87,4
Did not answer	0	0,0
Total	2629	100,0

*Only those who said they had paid for horse riding (Q41) got this question.

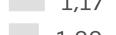


Mean 1,75 times
 Standard deviation 2,76 times
 Median 1,00 time
 Minimum 1,00 time
 Maximum 35,00 times

NUMBER OF TIMES HORSE RIDING



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

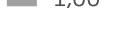
	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	330	88,8	11,2	 1,75
Gender*				
Male	115	96,5	3,5	 1,31
Female	213	84,5	15,5	 1,99
Age				
24 years and younger	62	88,7	11,3	 1,84
25-34 years	94	94,7	5,3	 1,24
35-44 years	59	86,4	13,6	 2,14
45-54 years	59	84,7	15,3	 1,80
55 years and older	49	85,7	14,3	 2,02
What is your profession?				
Managerial	33	93,9	6,1	 1,27
Professionals (dr./lawyer/account. etc.)	68	91,2	8,8	 1,53
Other professionals	41	87,8	12,2	 1,66
Teacher/Medical care	46	91,3	8,7	 1,48
Clerical/Service	34	79,4	20,6	 1,91
Vocational/Technical	13	76,9	23,1	 2,31
Unskilled	<5			
Student	58	89,7	10,3	 1,71
Retired/Homemaker	14	85,7	14,3	 2,64
Artist/Musician/Actor etc.	<5			
Other	16	93,8	6,3	 3,19
Household income				
High	132	91,7	8,3	 1,46
Average	113	84,1	15,9	 2,00
Low	74	90,5	9,5	 1,96
Marketarea				
Central/Southern Europe	96	81,3	18,8	 2,29
North America	86	97,7	2,3	 1,10
Scandinavia	114	86,0	14,0	 1,96
Britain	18	94,4	5,6	 1,17
Asia	5	100,0	0,0	 1,00
Other	11	100,0	0,0	 1,09
Transportation				
Airline	314	88,5	11,5	 1,77
M/S Norröna	16	93,8	6,3	 1,31

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

NUMBER OF TIMES HORSE RIDING



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

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	330	88,8	11,2	
Nationality*				
American	66	97,0	3,0	
British	19	94,7	5,3	
Swedish	59	83,1	16,9	
German	24	66,7	33,3	
French	29	93,1	6,9	
Canadian	16	100,0	0,0	
Dutch	17	76,5	23,5	
Danish	15	93,3	6,7	
Norwegian	33	84,8	15,2	
Australian	5	100,0	0,0	
Italian	<5			
Spanish	<5			
Swiss	16	81,3	18,8	
Belgian	5	100,0	0,0	
Other	23	100,0	0,0	
Type of trip*				
Package tour	70	74,3	25,7	
Individually-arranged tour	258	91,9	8,1	
Business-arranged tour	<5			
Purpose of visit*				
Vacation/holiday	305	89,2	10,8	
Conference/large meeting	8	100,0	0,0	
Business/small meeting	<5			
Education and training	15	93,3	6,7	
Visiting friends/relatives	32	75,0	25,0	
Business incentives package	<5			
Temporary employment in Iceland	<5			
Health/medical treatment				
Event in Iceland (leisure related)	31	71,0	29,0	

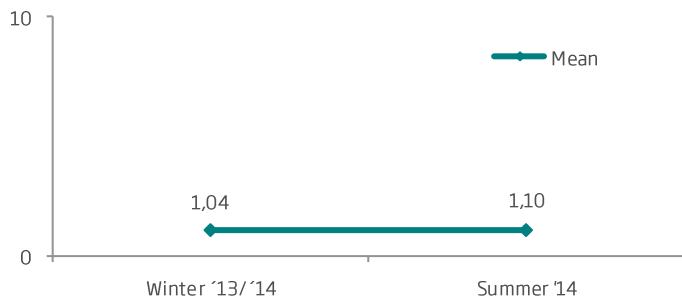
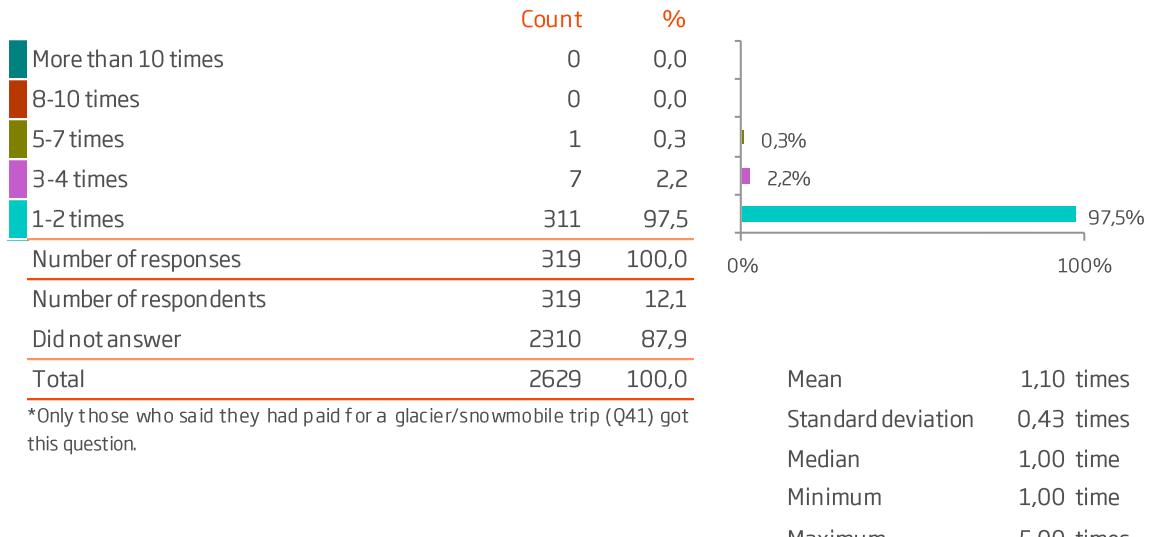
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

NUMBER OF TIMES ON A GLACIER/SNOWMOBILE TRIP



Q.52. How many times did you go on a glacier/snowmobile trip?



NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT

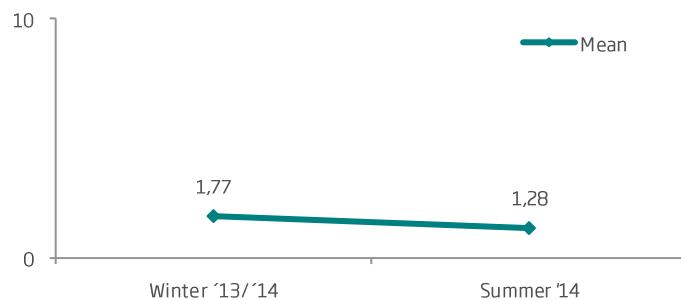


Q.53. How many times did you attend a festival/local event?

	Count	%
More than 10 times	0	0,0
8-10 times	0	0,0
5-7 times	5	1,7
3-4 times	15	5,1
1-2 times	275	93,2
Number of responses	295	100,0
Number of respondents	295	11,2
Did not get question*	2334	88,8
Did not answer	0	0,0
Total	2629	100,0

*Only those who said they had attended a festival or local event (Q41) got this question.

Mean 1,28 times
 Standard deviation 0,86 times
 Median 1,00 time
 Minimum 1,00 time
 Maximum 7,00 times



NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



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

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	295	93,2	6,8	1,28
Gender				
Male	143	92,3	7,7	1,27
Female	150	94,0	6,0	1,29
Age				
24 years and younger	55	90,9	9,1	1,38
25-34 years	111	93,7	6,3	1,29
35-44 years	44	97,7	2,3	1,07
45-54 years	45	91,1	8,9	1,29
55 years and older	36	94,4	5,6	1,19
What is your profession?*				
Managerial	28	96,4	3,6	1,11
Professionals (dr./lawyer/account. etc.)	67	97,0	3,0	1,16
Other professionals	38	89,5	10,5	1,34
Teacher/Medical care	30	93,3	6,7	1,17
Clerical/Service	12	100,0	0,0	1,08
Vocational/Technical	16	93,8	6,3	1,19
Unskilled	<5			
Student	63	92,1	7,9	1,44
Retired/Homemaker	18	94,4	5,6	1,22
Artist/Musician/Actor etc.	6	50,0	50,0	2,67
Other	12	100,0	0,0	1,17
Household income				
High	115	94,8	5,2	1,20
Average	113	92,9	7,1	1,29
Low	56	91,1	8,9	1,43
Marketarea				
Central/Southern Europe	97	95,9	4,1	1,26
North America	87	92,0	8,0	1,28
Scandinavia	47	95,7	4,3	1,19
Britain	38	86,8	13,2	1,37
Asia	<5			
Other	25	92,0	8,0	1,40
Transportation				
Airline	286	93,0	7,0	1,28
M/S Norröna	9	100,0	0,0	1,33

*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?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	295	93,2	6,8	 1,28
Nationality				
American	71	90,1	9,9	 1,32
British	33	84,8	15,2	 1,39
Swedish	17	100,0	0,0	 1,06
German	26	96,2	3,8	 1,42
French	22	95,5	4,5	 1,18
Canadian	20	100,0	0,0	 1,10
Dutch	21	100,0	0,0	 1,10
Danish	13	92,3	7,7	 1,15
Norwegian	9	100,0	0,0	 1,00
Australian	13	100,0	0,0	 1,08
Italian	5	80,0	20,0	 1,40
Spanish	7	100,0	0,0	 1,29
Swiss	5	80,0	20,0	 1,40
Belgian	<5			
Other	29	89,7	10,3	 1,52
Type of trip*				
Package tour	27	88,9	11,1	 1,37
Individually-arranged tour	255	92,9	7,1	 1,28
Business-arranged tour	8	75,0	25,0	 2,00
Purpose of visit*				
Vacation/holiday	235	93,2	6,8	 1,29
Conference/large meeting	11	90,9	9,1	 1,64
Business/small meeting	11	100,0	0,0	 1,09
Education and training	25	100,0	0,0	 1,04
Visiting friends/relatives	46	87,0	13,0	 1,46
Business incentives package	<5			
Temporary employment in Iceland	8	62,5	37,5	 1,88
Health/medical treatment	<5			
Event in Iceland (leisure related)	76	88,2	11,8	 1,42

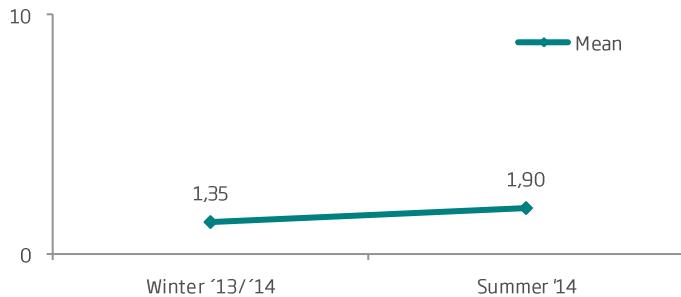
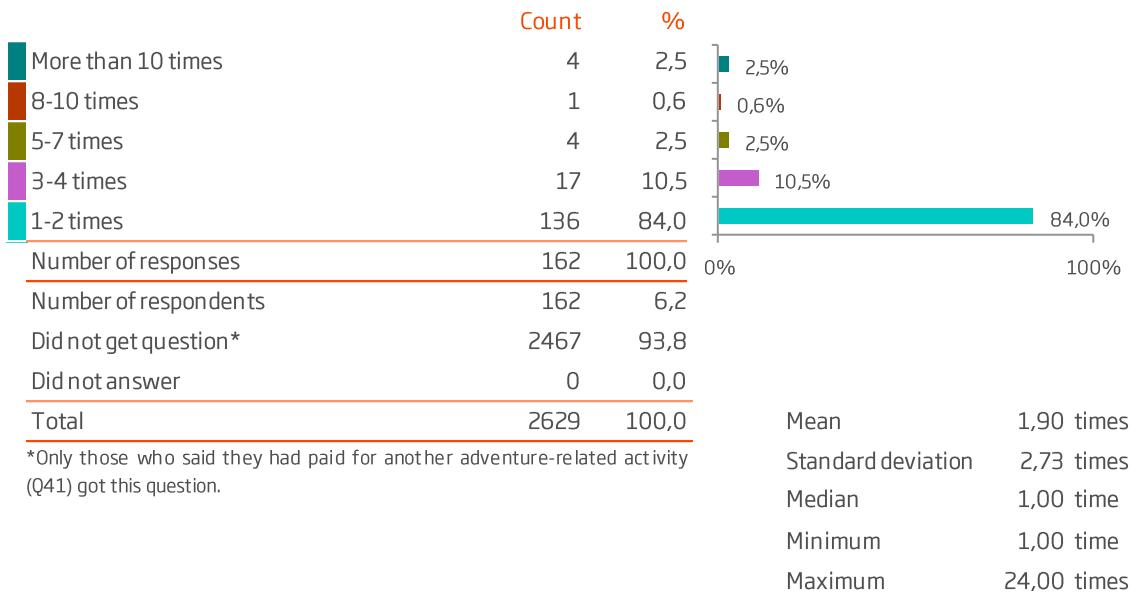
Difference between groups is not statistically significant.

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

NUMBER OF TIMES IN ANOTHER ADVENTURE-RELATED ACTIVITY



Q.54. How many times did you participate in another adventure-related activity?



NUMBER OF TIMES IN ANOTHER ADVENTURE-RELATED ACTIVITY



Q.54. How many times did you participate in another adventure-related activity?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	162	84,0	16,0	 1,90
Gender*				
Male	82	79,3	20,7	 2,43
Female	78	88,5	11,5	 1,36
Age				
24 years and younger	26	84,6	15,4	 1,73
25-34 years	64	89,1	10,9	 1,73
35-44 years	21	76,2	23,8	 2,38
45-54 years	26	76,9	23,1	 2,42
55 years and older	19	84,2	15,8	 1,53
What is your profession?				
Managerial	16	75,0	25,0	 2,00
Professionals (dr./lawyer/account. etc.)	38	89,5	10,5	 1,47
Other professionals	24	87,5	12,5	 2,17
Teacher/Medical care	16	81,3	18,8	 1,63
Clerical/Service	7	85,7	14,3	 1,29
Vocational/Technical	12	83,3	16,7	 3,92
Unskilled	<5			
Student	28	78,6	21,4	 1,82
Retired/Homemaker	9	77,8	22,2	 1,78
Artist/Musician/Actor etc.	<5			
Other	6	83,3	16,7	 1,83
Household income				
High	71	85,9	14,1	 1,59
Average	50	86,0	14,0	 1,74
Low	34	82,4	17,6	 2,76
Market area*				
Central/Southern Europe	49	73,5	26,5	 3,06
North America	51	84,3	15,7	 1,53
Scandinavia	27	92,6	7,4	 1,30
Britain	16	87,5	12,5	 1,38
Asia	<5			
Other	16	93,8	6,3	 1,19
Transportation*				
Airline	151	84,8	15,2	 1,75
M/S Norröna	11	72,7	27,3	 3,91

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

NUMBER OF TIMES IN ANOTHER ADVENTURE-RELATED ACTIVITY



Q.54. How many times did you participate in another adventure-related activity?

	Number of answers	1-2 times	More than 2 times	
	Count	%	%	
Total	162	84,0	16,0	 1,90
Nationality*				
American	36	83,3	16,7	 1,64
British	15	86,7	13,3	 1,40
Swedish	12	91,7	8,3	 1,33
German	17	82,4	17,6	 1,71
French	5	80,0	20,0	 1,60
Canadian	12	83,3	16,7	 1,33
Dutch	12	50,0	50,0	 5,92
Danish	8	100,0	0,0	 1,00
Norwegian	5	80,0	20,0	 1,60
Australian	7	100,0	0,0	 1,00
Italian	<5			
Spanish	<5			
Swiss	5	100,0	0,0	 1,60
Belgian	<5			
Other	22	90,9	9,1	 1,27
Type of trip*				
Package tour	14	85,7	14,3	 1,71
Individually-arranged tour	131	83,2	16,8	 1,83
Business-arranged tour	7	100,0	0,0	 1,00
Purpose of visit*				
Vacation/holiday	142	82,4	17,6	 1,99
Conference/large meeting	5	80,0	20,0	 1,40
Business/small meeting	6	83,3	16,7	 1,33
Education and training	<5			
Visiting friends/relatives	12	83,3	16,7	 1,50
Business incentives package	<5			
Temporary employment in Iceland				
Health/medical treatment				
Event in Iceland (leisure related)	14	85,7	14,3	 1,79

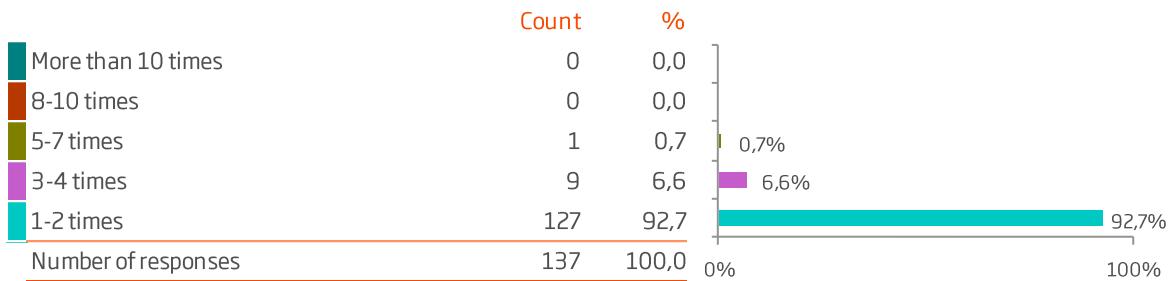
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

NUMBER OF TIMES ATTENDING ANOTHER CULTURAL EVENT



Q.55. How many times did you attend another cultural event?



Number of respondents 137 5,2

Did not get question* 2492 94,8

Did not answer 0 0,0

Total 2629 100,0

*Only those who said they had attended another cultural event (Q41) got this question.

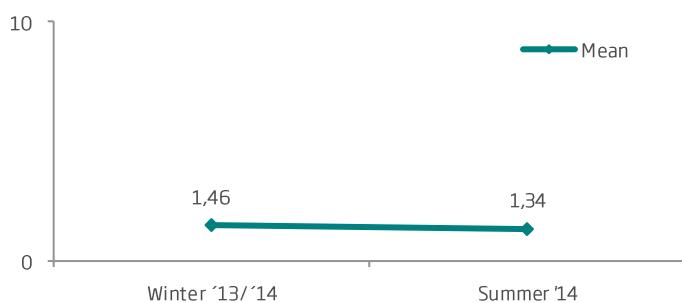
Mean 1,34 times

Standard deviation 0,79 times

Median 1,00 time

Minimum 1,00 time

Maximum 7,00 times



NUMBER OF TIMES ON A CAVING TOUR

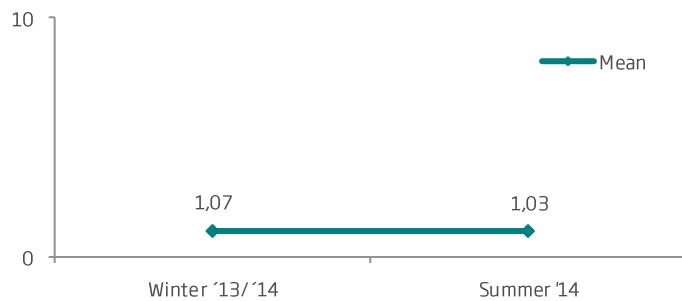


Q.56. How many times did you participate in a caving tour?

	Count	%
More than 10 times	0	0,0
8-10 times	0	0,0
5-7 times	0	0,0
3-4 times	0	0,0
1-2 times	115	100,0
Number of responses	115	100,0
Number of respondents	115	4,4
Did not get question*	2514	95,6
Did not answer	0	0,0
Total	2629	100,0

*Only those who said they had paid for a caving tour (Q41) got this question.

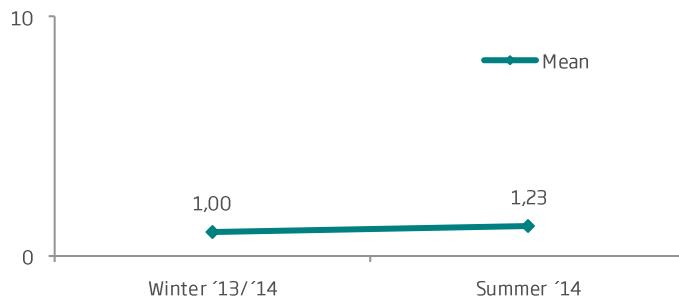
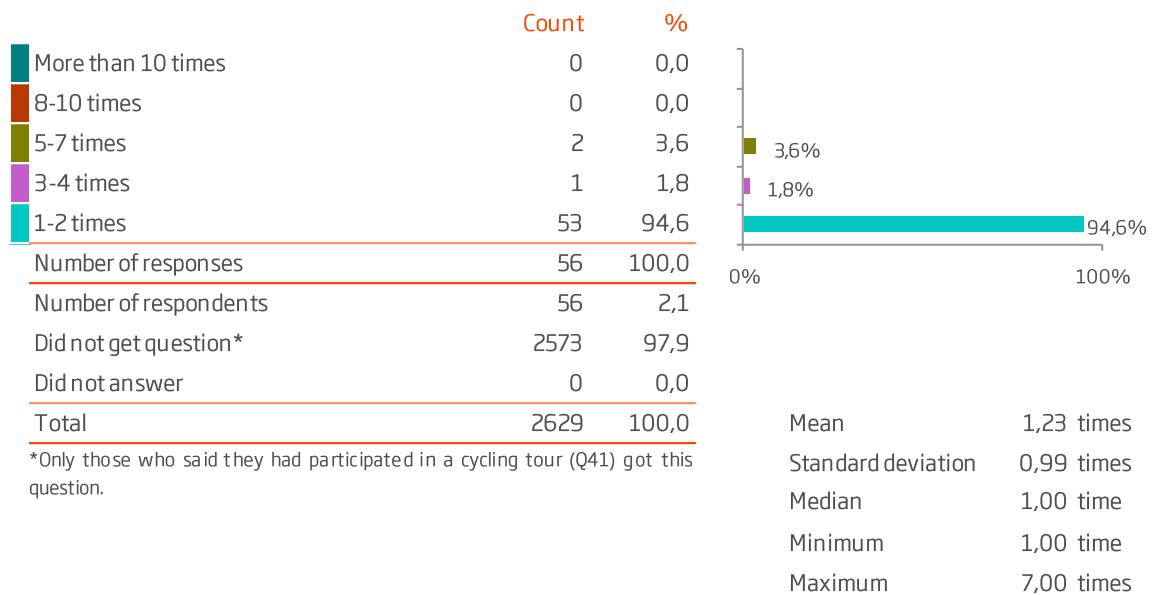
Mean 1,03 times
 Standard deviation 0,18 times
 Median 1,00 time
 Minimum 1,00 time
 Maximum 2,00 times



NUMBER OF TIMES ON A CYCLING TOUR



Q.57. How many times did you participate in a cycling tour?



NUMBER OF TIMES ON RIVER RAFTING/KAYAKING TOUR

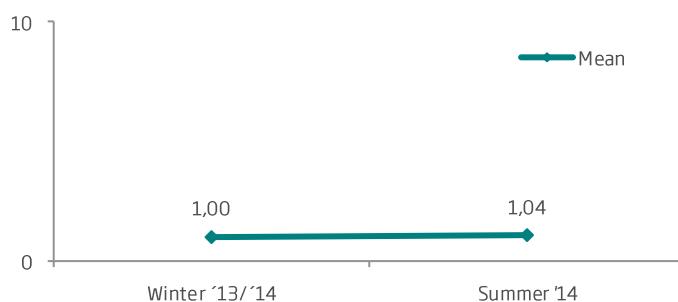


Q.58. How many times did you go river rafting/kayaking tour?

	Count	%
More than 10 times	0	0,0
8-10 times	0	0,0
5-7 times	0	0,0
3-4 times	0	0,0
1-2 times	53	100,0
Number of responses	53	100,0
Number of respondents	53	2,0
Did not get question*	2576	98,0
Did not answer	0	0,0
Total	2629	100,0

*Only those who said they had paid for river rafting/kayaking tour (Q41) got this question.

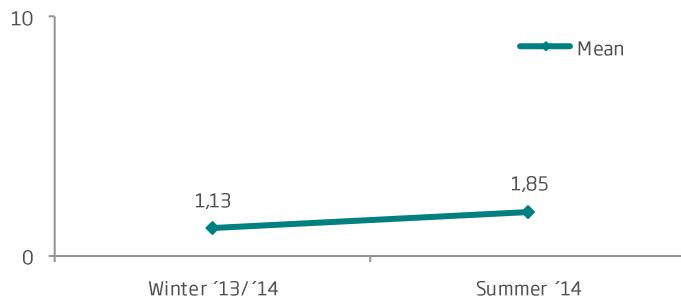
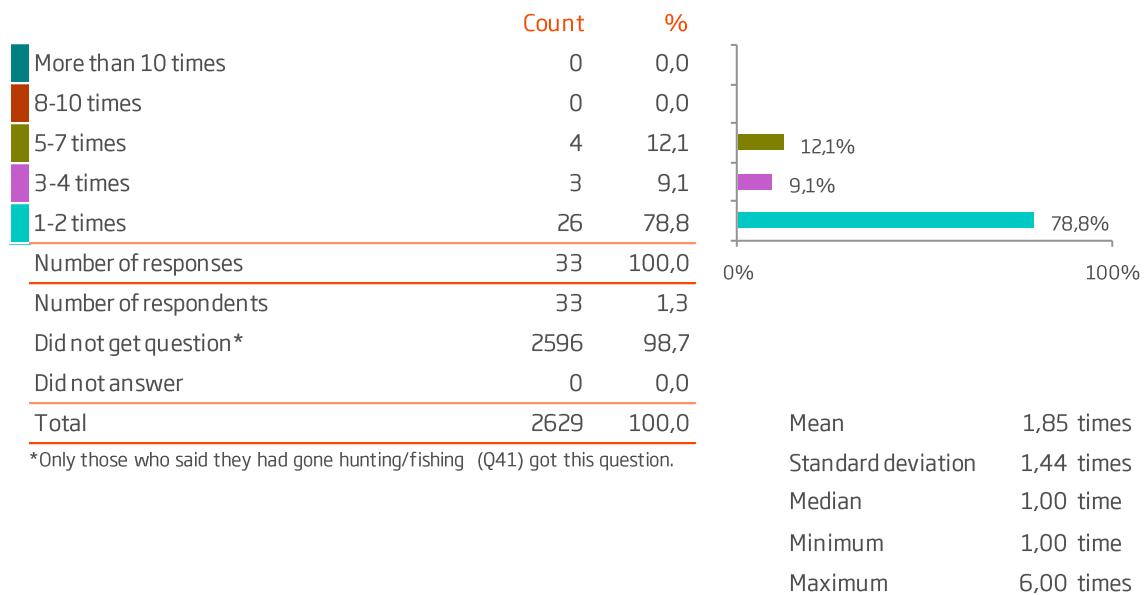
Mean 1,04 times
 Standard deviation 0,19 times
 Median 1,00 time
 Minimum 1,00 time
 Maximum 2,00 times



NUMBER OF TIMES HUNTING/FISHING



Q.59. How many times did you go hunting/fishing?

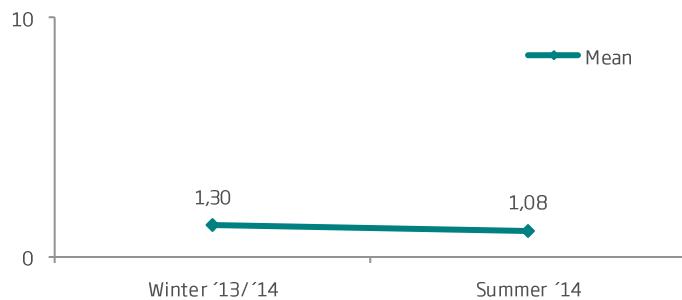


NUMBER OF TIMES IN A NORHTERN LIGHTS TOUR



Q.60. How many times did you participate in a Northern lights tour?

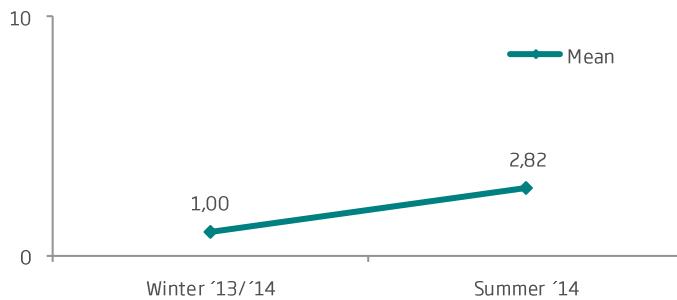
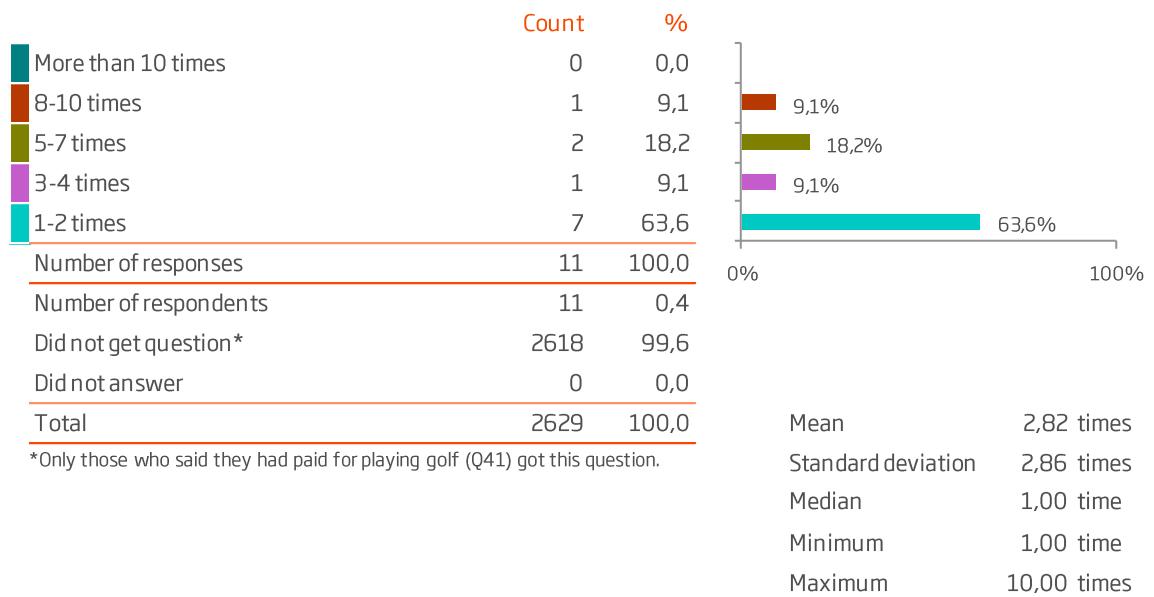
	Count	%	
More than 10 times	0	0,0	
8-10 times	0	0,0	
5-7 times	0	0,0	
3-4 times	0	0,0	
1-2 times	12	100,0	
Number of responses	12	100,0	0%
Number of respondents	12	0,5	100%
Did not get question*	2617	99,5	
Did not answer	0	0,0	
Total	2629	100,0	Mean 1,08 times
*Only those who said they had paid for a Northern lights tour (Q41) got this question.			Standard deviation 0,29 times
			Median 1,00 time
			Minimum 1,00 time
			Maximum 2,00 times



NUMBER OF TIMES PLAYING GOLF



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



NUMBER OF TIMES SKIING/SNOWBOARDING



Q.62. How many times did you go skiing/snowboarding?

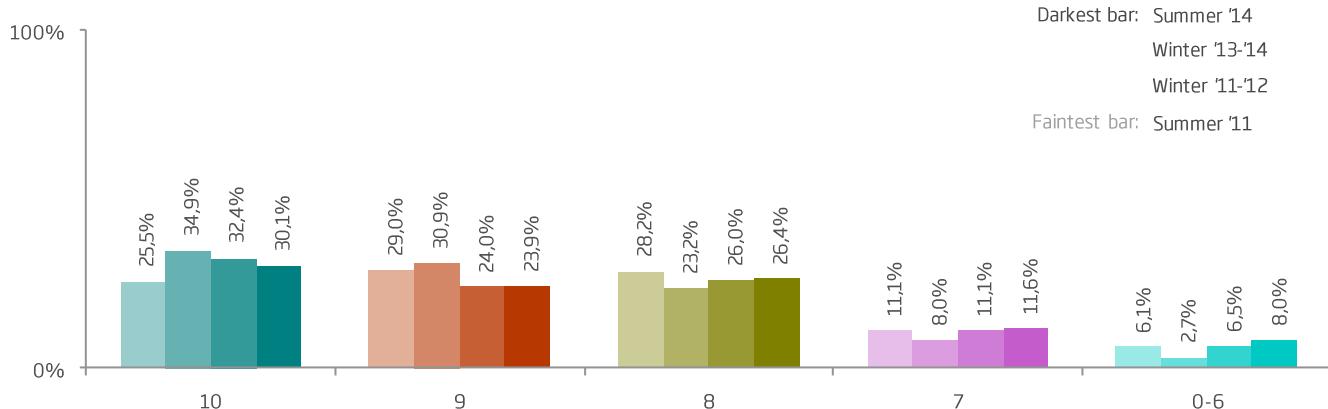
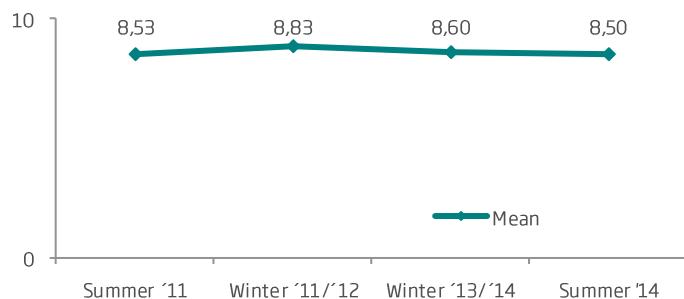
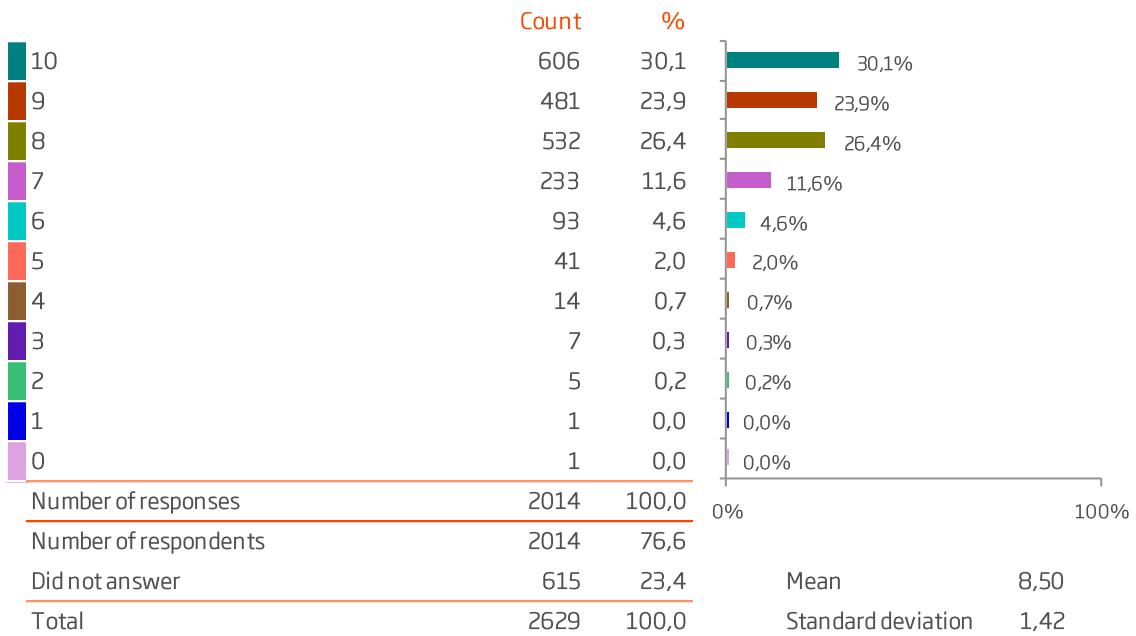
	Count	%	
More than 10 times	0	0,0	
8-10 times	0	0,0	
5-7 times	0	0,0	
3-4 times	0	0,0	
1-2 times	3	100,0	
Number of responses	3	100,0	
Number of respondents	3	0,1	
Did not get question*	2626	99,9	
Did not answer	0	0,0	
Total	2629	100,0	
		Mean 1,33 times	
		Standard deviation 0,58 times	
		Median 1,00 time	
		Minimum 1,00 time	
		Maximum 2,00 times	



SERVICE IN NATURE-BASED ACTIVITIES



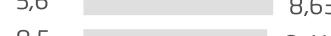
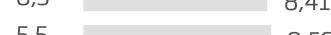
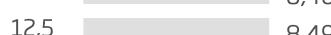
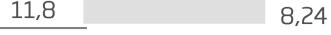
Q.63. Please rate services in nature-based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



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.

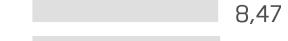
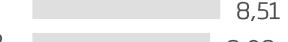
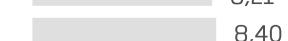
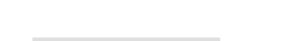
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2014	30,1	23,9	26,4	11,6	8,0	 8,50
Gender*							
Male	975	24,7	25,4	27,5	13,4	8,9	 8,39
Female	1018	35,3	22,5	25,5	9,3	7,4	 8,62
Age*							
24 years and younger	293	39,9	21,2	23,5	7,5	7,8	 8,70
25-34 years	664	30,6	24,5	25,0	12,5	7,4	 8,53
35-44 years	362	27,3	22,4	29,6	11,0	9,7	 8,37
45-54 years	298	30,2	23,2	28,5	11,4	6,7	 8,56
55 years and older	349	24,1	26,4	26,4	14,0	9,2	 8,37
What is your profession?							
Managerial	250	24,8	19,6	32,0	14,8	8,8	 8,33
Professionals (dr./lawyer/account. etc.)	461	33,2	24,1	24,9	12,1	5,6	 8,63
Other professionals	258	22,1	29,8	28,7	10,9	8,5	 8,41
Teacher/Medical care	255	29,4	26,3	26,3	12,5	5,5	 8,56
Clerical/Service	119	31,9	19,3	31,1	9,2	8,4	 8,46
Vocational/Technical	96	31,3	25,0	21,9	9,4	12,5	 8,49
Unskilled	11	36,4	9,1	54,5	0,0	0,0	 8,82
Student	314	39,5	21,0	20,7	8,9	9,9	 8,62
Retired/Homemaker	136	25,0	24,3	28,7	13,2	8,8	 8,38
Artist/Musician/Actor etc.	27	22,2	40,7	22,2	3,7	11,1	 8,52
Other	76	27,6	21,1	25,0	14,5	11,8	 8,24
Household income							
High	839	30,0	23,5	27,1	12,5	6,9	 8,53
Average	708	30,8	24,4	26,3	10,3	8,2	 8,52
Low	396	29,5	22,0	25,3	12,9	10,4	 8,39
Market area*							
Central/Southern Europe	643	20,1	25,2	30,6	14,8	9,3	 8,24
North America	566	41,3	25,8	19,6	8,3	4,9	 8,86
Scandinavia	399	31,1	20,8	24,6	11,3	12,3	 8,40
Britain	210	33,3	16,2	31,9	12,9	5,7	 8,53
Asia	35	5,7	31,4	25,7	17,1	20,0	 7,74
Other	161	29,2	28,0	31,1	8,1	3,7	 8,69
Transportation*							
Airline	1902	30,6	24,0	26,4	11,1	7,8	 8,52
M/S Norröna	112	21,4	21,4	25,9	19,6	11,6	 8,15

*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	2014	30,1	23,9	26,4	11,6	8,0	 8,50
Nationality*							
American	432	45,1	22,2	19,2	8,8	4,6	 8,91
British	183	30,1	19,7	30,1	13,1	7,1	 8,47
Swedish	156	30,1	20,5	25,0	9,0	15,4	 8,34
German	140	28,6	25,0	25,0	12,1	9,3	 8,42
French	136	17,6	19,9	36,8	15,4	10,3	 8,15
Canadian	125	32,8	36,8	18,4	4,8	7,2	 8,79
Dutch	146	8,2	26,7	42,5	18,5	4,1	 8,14
Danish	100	33,0	17,0	27,0	10,0	13,0	 8,37
Norwegian	94	35,1	21,3	23,4	12,8	7,4	 8,55
Australian	71	23,9	31,0	31,0	12,7	1,4	 8,63
Italian	58	13,8	27,6	29,3	15,5	13,8	 7,98
Spanish	48	10,4	20,8	33,3	22,9	12,5	 7,73
Swiss	40	22,5	17,5	30,0	10,0	20,0	 7,88
Belgian	31	9,7	32,3	32,3	16,1	9,7	 8,10
Other	254	33,1	26,8	23,2	10,2	6,7	 8,66
Type of trip*							
Package tour	276	27,2	24,6	28,3	13,8	6,2	 8,47
Individually-arranged tour	1629	30,3	24,4	26,0	11,1	8,2	 8,51
Business-arranged tour	63	22,2	17,5	31,7	14,3	14,3	 8,08
Purpose of visit*							
Vacation/holiday	1776	29,8	24,4	26,6	11,5	7,7	 8,51
Conference/large meeting	80	23,8	23,8	22,5	18,8	11,3	 8,21
Business/small meeting	67	25,4	22,4	35,8	7,5	9,0	 8,40
Education and training	93	40,9	21,5	22,6	7,5	7,5	 8,75
Visiting friends/relatives	179	30,2	15,6	35,2	9,5	9,5	 8,42
Business incentives package	10	40,0	10,0	20,0	20,0	10,0	 8,50
Temporary employment in Iceland	15	26,7	13,3	40,0	13,3	6,7	 8,40
Health/medical treatment	<5						
Event in Iceland (leisure related)	161	29,2	21,1	30,4	11,8	7,5	 8,50

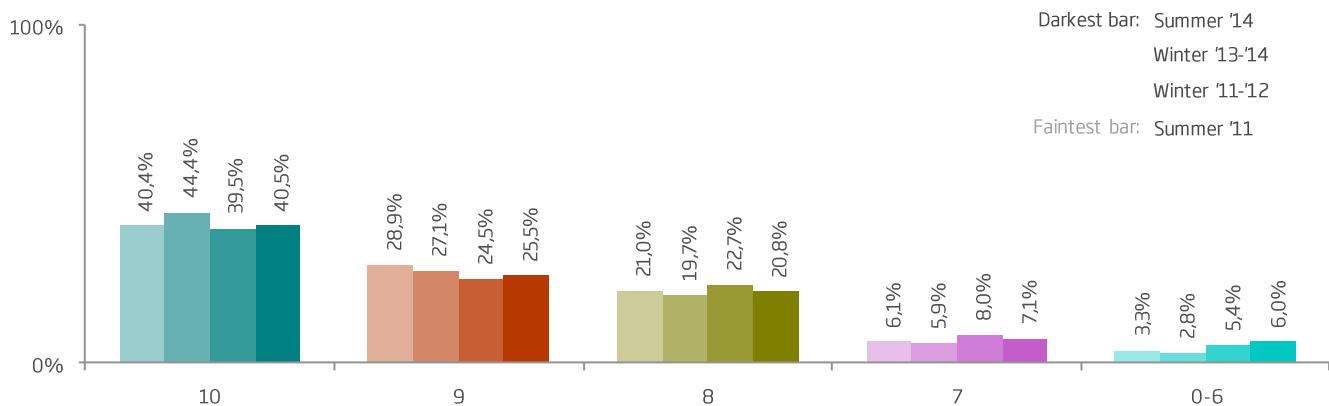
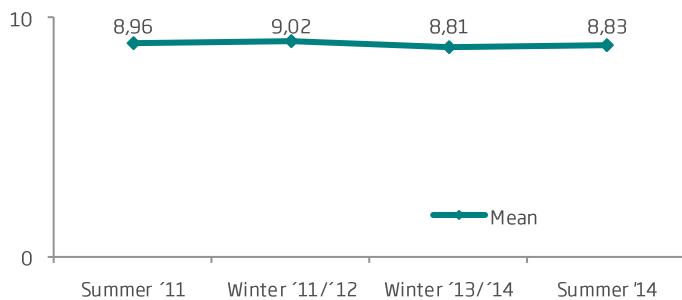
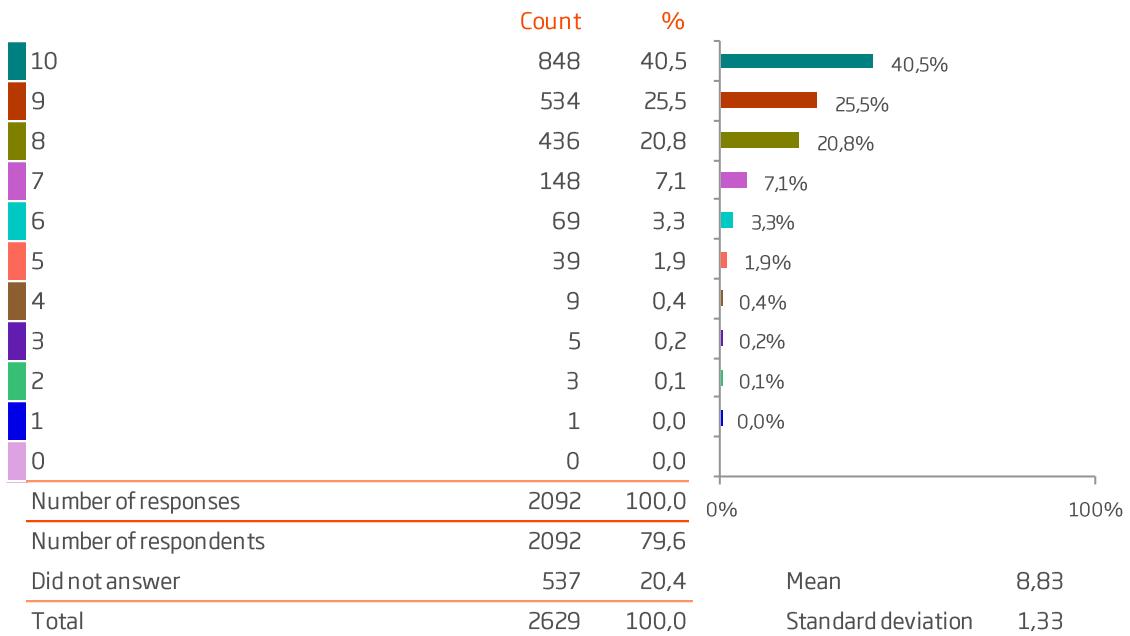
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

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	2092	40,5	25,5	20,8	7,1	6,0	 8,83
Gender*							
Male	1018	34,2	26,4	23,5	8,5	7,4	 8,66
Female	1053	47,1	24,3	18,0	5,7	4,8	 9,00
Age*							
24 years and younger	307	48,5	22,1	20,2	4,6	4,6	 9,02
25-34 years	698	43,8	24,5	18,2	7,7	5,7	 8,90
35-44 years	377	37,9	25,7	22,5	7,4	6,4	 8,76
45-54 years	305	37,7	28,2	19,7	6,6	7,9	 8,76
55 years and older	357	33,3	26,9	25,5	8,4	5,9	 8,69
What is your profession?*							
Managerial	251	32,7	26,3	23,5	7,6	10,0	 8,59
Professionals (dr./lawyer/account. etc.)	477	46,3	22,9	19,9	5,7	5,2	 8,96
Other professionals	273	36,6	28,6	24,2	5,9	4,8	 8,82
Teacher/Medical care	263	40,3	27,4	19,0	8,7	4,6	 8,86
Clerical/Service	119	34,5	23,5	25,2	10,1	6,7	 8,64
Vocational/Technical	100	41,0	26,0	19,0	6,0	8,0	 8,84
Unskilled	11	36,4	18,2	36,4	9,1	0,0	 8,82
Student	331	47,7	24,2	16,3	6,3	5,4	 8,99
Retired/Homemaker	145	35,2	27,6	24,1	5,5	7,6	 8,69
Artist/Musician/Actor etc.	29	31,0	37,9	13,8	10,3	6,9	 8,72
Other	80	38,8	21,3	21,3	15,0	3,8	 8,73
Household income							
High	856	41,2	26,9	19,4	7,1	5,4	 8,88
Average	733	39,4	24,3	23,6	7,2	5,5	 8,80
Low	427	40,5	23,0	21,3	7,5	7,7	 8,76
Market area*							
Central/Southern Europe	692	30,1	26,6	25,7	9,2	8,4	 8,54
North America	584	52,2	25,9	14,4	3,6	3,9	 9,15
Scandinavia	406	41,4	24,6	21,9	6,2	5,9	 8,86
Britain	214	40,7	23,8	21,5	9,8	4,2	 8,84
Asia	35	20,0	42,9	11,4	2,9	22,9	 8,26
Other	161	45,3	20,5	21,7	9,9	2,5	 8,96
Transportation*							
Airline	1964	41,0	25,8	20,6	6,9	5,8	 8,85
M/S Norröna	128	33,6	21,9	25,0	10,2	9,4	 8,52

*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	2092	40,5	25,5	20,8	7,1	6,0	
Nationality*							
American	446	54,3	24,0	13,7	4,5	3,6	
British	185	37,3	25,9	22,2	10,3	4,3	
Swedish	158	39,9	25,9	22,8	5,7	5,7	
German	168	46,4	24,4	17,3	4,8	7,1	
French	149	28,9	18,8	29,5	12,1	10,7	
Canadian	129	47,3	27,9	17,1	1,6	6,2	
Dutch	143	14,7	35,7	38,5	8,4	2,8	
Danish	109	47,7	22,9	18,3	6,4	4,6	
Norwegian	90	41,1	17,8	26,7	5,6	8,9	
Australian	72	34,7	29,2	22,2	13,9	0,0	
Italian	57	14,0	29,8	22,8	17,5	15,8	
Spanish	47	21,3	29,8	17,0	21,3	10,6	
Swiss	43	30,2	25,6	32,6	4,7	7,0	
Belgian	32	12,5	40,6	28,1	12,5	6,3	
Other	264	46,2	24,6	16,7	4,5	8,0	
Type of trip*							
Package tour	278	33,5	28,8	23,4	8,6	5,8	
Individually-arranged tour	1708	41,7	25,3	20,4	6,7	6,0	
Business-arranged tour	63	36,5	25,4	20,6	7,9	9,5	
Purpose of visit*							
Vacation/holiday	1849	40,3	25,6	20,9	7,2	5,9	
Conference/large meeting	82	36,6	32,9	17,1	7,3	6,1	
Business/small meeting	66	37,9	25,8	19,7	6,1	10,6	
Education and training	96	52,1	20,8	17,7	6,3	3,1	
Visiting friends/relatives	192	41,1	24,5	26,0	4,2	4,2	
Business incentives package	11	45,5	9,1	9,1	9,1	27,3	
Temporary employment in Iceland	15	33,3	20,0	33,3	6,7	6,7	
Health/medical treatment	<5						
Event in Iceland (leisure related)	171	42,1	21,1	25,1	7,0	4,7	

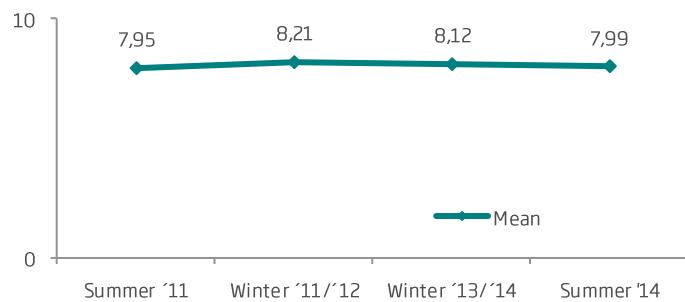
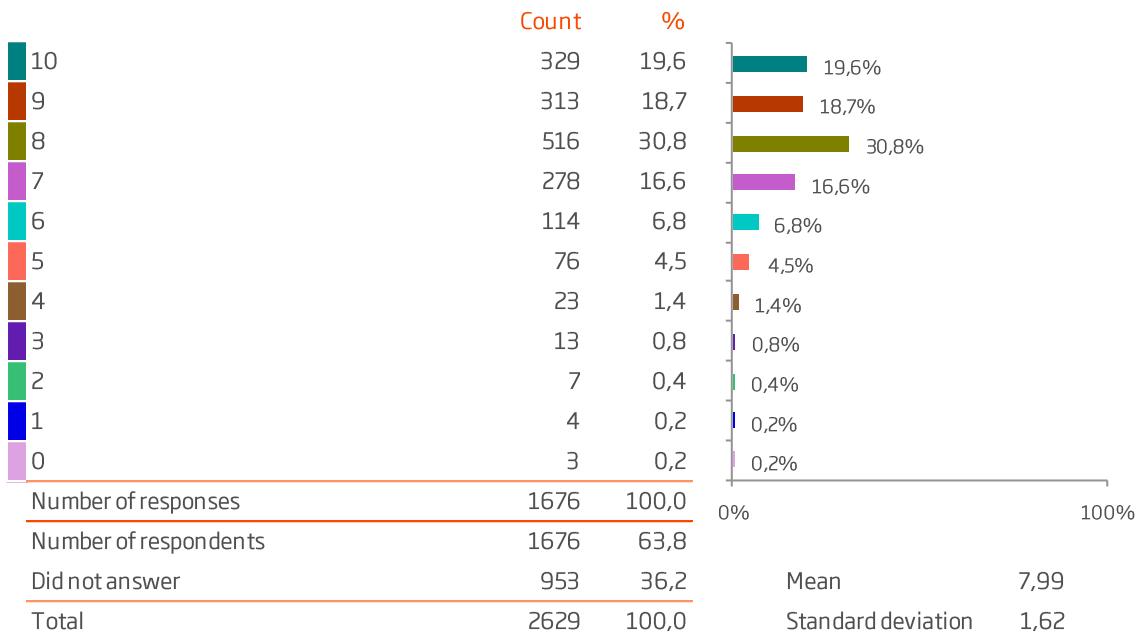
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

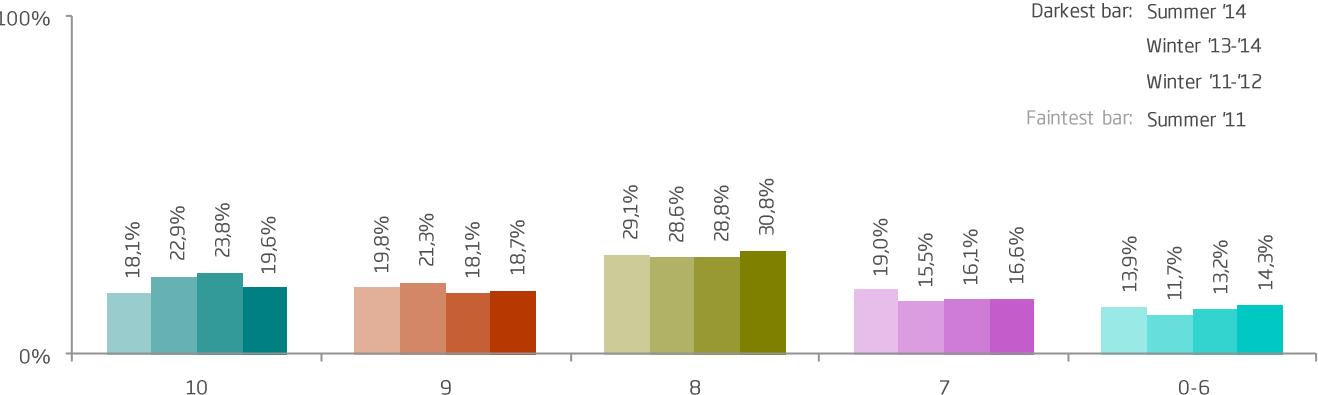
SERVICE IN CULTURALLY BASED ACTIVITIES



Q.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.



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



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.

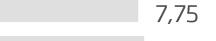
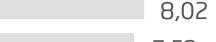
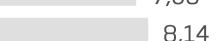
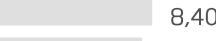
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1676	19,6	18,7	30,8	16,6	14,3	7,99
Gender*							
Male	822	16,2	17,0	31,6	19,8	15,3	7,86
Female	838	23,2	20,2	30,2	13,4	13,1	8,13
Age							
24 years and younger	269	19,3	20,4	33,8	13,0	13,4	8,07
25-34 years	556	22,7	15,5	27,5	20,0	14,4	7,98
35-44 years	294	20,4	18,0	29,6	16,0	16,0	7,94
45-54 years	221	14,9	22,2	32,1	15,8	14,9	7,93
55 years and older	297	17,5	20,9	33,3	14,8	13,5	8,02
What is your profession?							
Managerial	185	14,1	17,3	34,1	21,6	13,0	7,90
Professionals (dr./lawyer/account. etc.)	378	21,2	18,5	29,4	19,0	11,9	8,05
Other professionals	220	17,3	15,0	36,4	13,6	17,7	7,81
Teacher/Medical care	214	20,1	23,4	26,6	13,6	16,4	8,01
Clerical/Service	89	24,7	16,9	31,5	12,4	14,6	8,13
Vocational/Technical	72	20,8	20,8	23,6	20,8	13,9	8,07
Unskilled	9	55,6	0,0	22,2	0,0	22,2	8,67
Student	276	20,7	18,1	32,6	15,9	12,7	8,07
Retired/Homemaker	122	14,8	23,0	27,9	16,4	18,0	7,79
Artist/Musician/Actor etc.	29	31,0	13,8	17,2	13,8	24,1	7,93
Other	67	20,9	19,4	34,3	14,9	10,4	8,18
Household income							
High	689	18,1	18,6	33,1	16,3	13,9	7,99
Average	594	21,4	18,9	27,9	16,5	15,3	7,97
Low	328	20,1	17,7	30,2	18,3	13,7	8,00
Market area*							
Central/Southern Europe	508	12,2	15,4	33,7	19,1	19,7	7,63
North America	508	26,8	23,0	26,0	14,8	9,4	8,34
Scandinavia	314	17,5	16,6	34,1	16,2	15,6	7,90
Britain	187	24,6	21,4	28,3	15,5	10,2	8,25
Asia	25	4,0	16,0	44,0	16,0	20,0	7,60
Other	134	21,6	16,4	31,3	16,4	14,2	7,99
Transportation							
Airline	1591	20,1	18,9	30,3	16,7	14,1	8,01
M/S Norröna	85	11,8	15,3	40,0	14,1	18,8	7,73

*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	1676	19,6	18,7	30,8	16,6	14,3	
Nationality*							
American	385	28,1	25,2	24,7	14,3	7,8	
British	164	20,7	23,8	29,3	14,6	11,6	
Swedish	123	17,9	9,8	32,5	18,7	21,1	
German	116	24,1	15,5	31,9	12,1	16,4	
French	124	8,1	14,5	29,0	20,2	28,2	
Canadian	120	25,8	19,2	30,8	14,2	10,0	
Dutch	115	3,5	11,3	51,3	27,8	6,1	
Danish	82	19,5	24,4	28,0	13,4	14,6	
Norwegian	73	15,1	16,4	41,1	16,4	11,0	
Australian	64	15,6	20,3	35,9	18,8	9,4	
Italian	42	7,1	26,2	16,7	21,4	28,6	
Spanish	32	12,5	6,3	21,9	28,1	31,3	
Swiss	26	3,8	15,4	38,5	15,4	26,9	
Belgian	20	5,0	0,0	50,0	20,0	25,0	
Other	190	24,2	16,3	28,4	14,2	16,8	
Type of trip*							
Package tour	216	13,0	21,8	28,7	19,0	17,6	
Individually-arranged tour	1380	20,5	18,0	31,1	16,4	14,0	
Business-arranged tour	48	18,8	10,4	33,3	14,6	22,9	
Purpose of visit*							
Vacation/holiday	1481	19,0	19,1	31,0	16,9	14,0	
Conference/large meeting	68	14,7	16,2	38,2	7,4	23,5	
Business/small meeting	50	24,0	22,0	24,0	16,0	14,0	
Education and training	87	27,6	17,2	32,2	12,6	10,3	
Visiting friends/relatives	177	22,6	16,9	35,6	9,0	15,8	
Business incentives package	8	12,5	12,5	50,0	25,0	0,0	
Temporary employment in Iceland	16	18,8	0,0	50,0	12,5	18,8	
Health/medical treatment	5	20,0	0,0	80,0	0,0	0,0	
Event in Iceland (leisure related)	147	19,7	14,3	32,7	16,3	17,0	

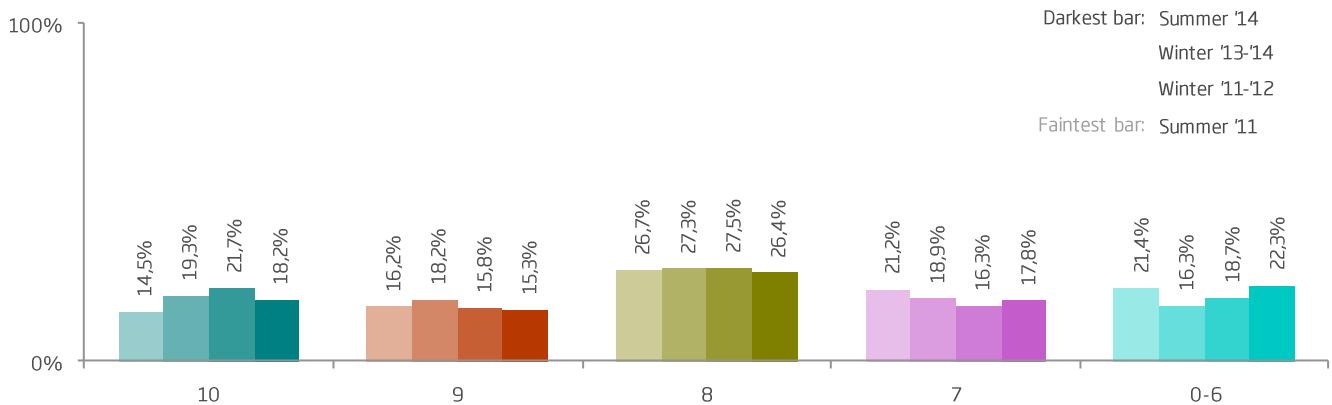
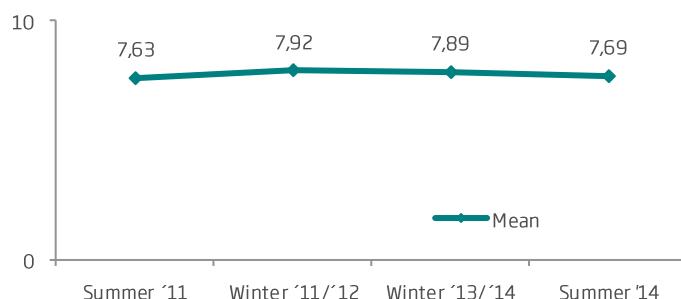
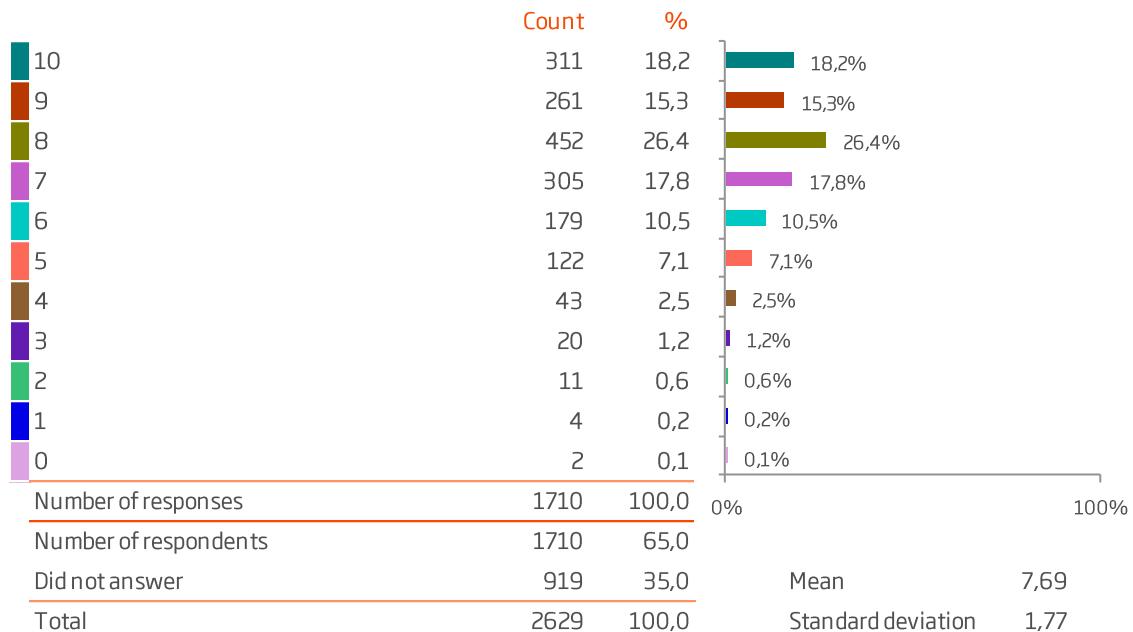
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

VARIETY OF CULTURAL ACTIVITIES



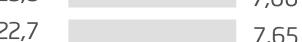
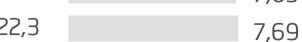
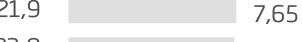
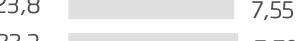
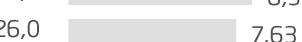
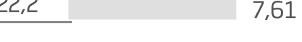
Q.66. Please rate the variety of cultural activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



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.

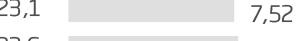
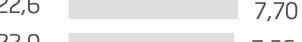
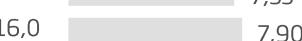
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1710	18,2	15,3	26,4	17,8	22,3	 7,69
Gender*							
Male	850	15,1	13,9	27,3	18,5	25,3	 7,54
Female	842	21,5	16,7	25,7	17,1	19,0	 7,86
Age							
24 years and younger	273	16,8	15,8	27,8	14,3	25,3	 7,66
25-34 years	577	19,8	12,7	24,8	20,1	22,7	 7,65
35-44 years	309	20,1	13,6	27,8	16,2	22,3	 7,69
45-54 years	218	15,1	18,3	25,2	17,4	23,9	 7,63
55 years and older	291	17,2	19,9	26,1	19,2	17,5	 7,85
What is your profession?							
Managerial	187	10,2	16,0	33,2	17,6	23,0	 7,57
Professionals (dr./lawyer/account. etc.)	392	17,9	14,5	24,7	20,9	21,9	 7,65
Other professionals	223	17,0	13,0	29,6	16,6	23,8	 7,55
Teacher/Medical care	220	18,6	18,6	20,9	19,5	22,3	 7,70
Clerical/Service	88	26,1	15,9	26,1	9,1	22,7	 7,93
Vocational/Technical	75	17,3	18,7	30,7	13,3	20,0	 7,83
Unskilled	9	55,6	0,0	11,1	11,1	22,2	 8,33
Student	285	18,9	12,6	26,7	15,8	26,0	 7,63
Retired/Homemaker	119	16,8	22,7	21,0	17,6	21,8	 7,77
Artist/Musician/Actor etc.	30	36,7	10,0	23,3	13,3	16,7	 8,07
Other	67	22,4	13,4	32,8	22,4	9,0	 8,12
Household income							
High	701	15,5	16,1	27,0	18,0	23,4	 7,65
Average	598	21,7	14,2	24,9	17,9	21,2	 7,76
Low	347	17,6	13,5	28,2	18,4	22,2	 7,61
Market area*							
Central/Southern Europe	534	11,4	12,9	26,0	19,3	30,3	 7,27
North America	508	23,4	20,5	24,4	13,8	17,9	 8,01
Scandinavia	316	18,7	13,0	30,4	18,7	19,3	 7,76
Britain	194	23,7	14,4	24,2	21,6	16,0	 7,99
Asia	25	4,0	12,0	20,0	24,0	40,0	 6,92
Other	133	18,8	12,0	30,8	18,8	19,5	 7,72
Transportation*							
Airline	1622	18,6	15,4	26,3	17,7	22,0	 7,71
M/S Norröna	88	10,2	12,5	29,5	20,5	27,3	 7,31

*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	1710	18,2	15,3	26,4	17,8	22,3	 7,69
Nationality*							
American	383	23,2	20,4	22,7	15,4	18,3	 7,99
British	171	20,5	15,2	25,1	21,6	17,5	 7,89
Swedish	123	22,0	8,1	22,8	22,0	25,2	 7,56
German	130	23,1	13,1	23,8	19,2	20,8	 7,79
French	128	6,3	14,1	23,4	21,1	35,2	 7,06
Canadian	122	27,9	18,0	32,0	9,0	13,1	 8,25
Dutch	115	1,7	9,6	37,4	28,7	22,6	 7,23
Danish	86	17,4	15,1	36,0	16,3	15,1	 7,87
Norwegian	68	17,6	16,2	30,9	16,2	19,1	 7,85
Australian	62	16,1	16,1	27,4	25,8	14,5	 7,85
Italian	43	7,0	14,0	18,6	16,3	44,2	 6,79
Spanish	34	17,6	2,9	17,6	17,6	44,1	 6,74
Swiss	29	6,9	13,8	17,2	20,7	41,4	 6,69
Belgian	21	0,0	4,8	61,9	0,0	33,3	 6,86
Other	195	19,5	16,9	25,6	13,3	24,6	 7,70
Type of trip*							
Package tour	216	10,2	19,9	28,2	18,5	23,1	 7,52
Individually-arranged tour	1410	19,1	14,5	26,0	17,8	22,6	 7,70
Business-arranged tour	48	16,7	14,6	33,3	12,5	22,9	 7,56
Purpose of visit*							
Vacation/holiday	1514	17,1	15,6	26,3	18,4	22,6	 7,66
Conference/large meeting	67	13,4	14,9	29,9	19,4	22,4	 7,55
Business/small meeting	50	22,0	16,0	28,0	18,0	16,0	 7,90
Education and training	90	28,9	17,8	23,3	17,8	12,2	 8,24
Visiting friends/relatives	180	24,4	10,6	33,9	12,2	18,9	 7,96
Business incentives package	8	12,5	25,0	37,5	25,0	0,0	 8,25
Temporary employment in Iceland	16	18,8	12,5	43,8	6,3	18,8	 7,88
Health/medical treatment	5	20,0	0,0	60,0	20,0	0,0	 8,20
Event in Iceland (leisure related)	155	20,6	11,0	30,3	16,8	21,3	 7,75

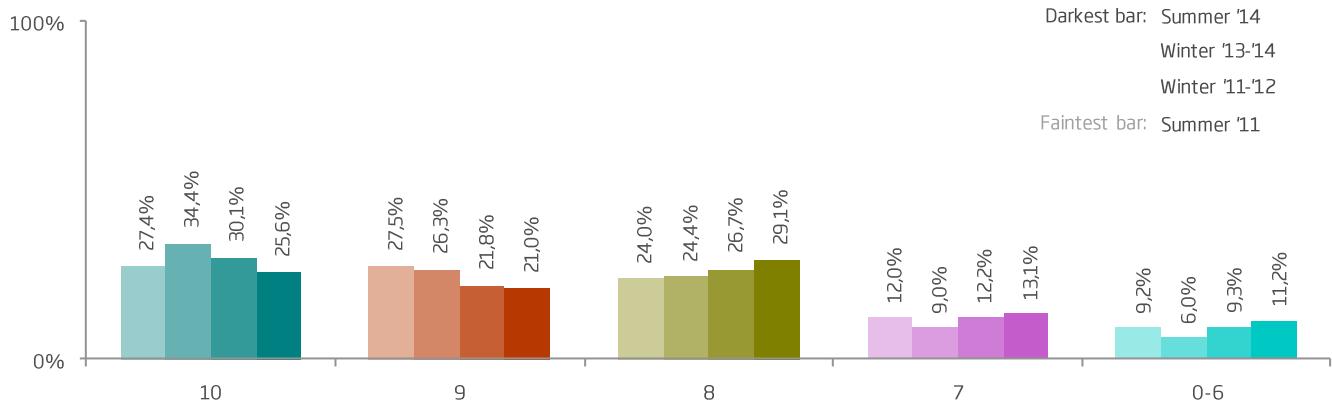
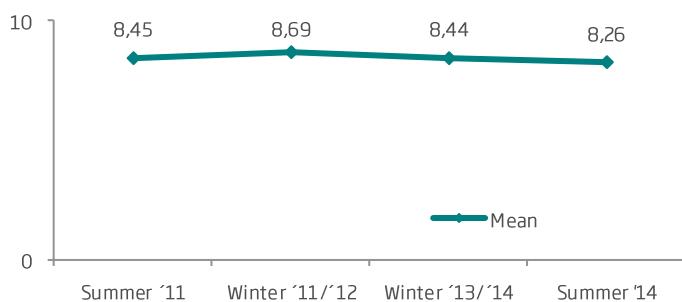
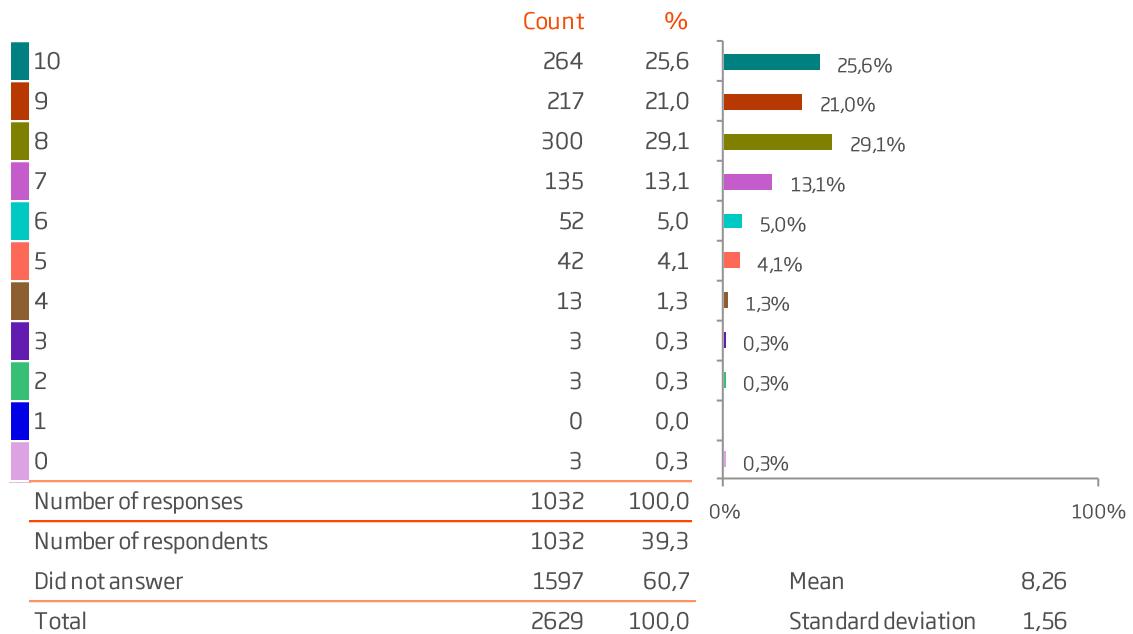
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

SERVICE IN HEALTH-RELATED ACTIVITIES



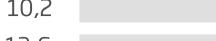
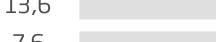
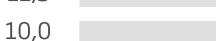
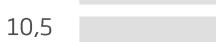
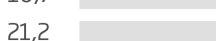
Q. 67. Please rate services in health-related activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



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	1032	25,6	21,0	29,1	13,1	11,2	 8,26
Gender*							
Male	478	21,3	20,9	31,0	15,3	11,5	 8,16
Female	543	29,5	20,8	27,8	11,2	10,7	 8,36
Age							
24 years and younger	161	27,3	15,5	29,8	16,8	10,6	 8,21
25-34 years	360	26,4	19,4	28,1	13,3	12,8	 8,19
35-44 years	196	26,5	19,4	29,1	14,8	10,2	 8,29
45-54 years	140	21,4	26,4	29,3	9,3	13,6	 8,22
55 years and older	145	24,8	26,2	30,3	11,0	7,6	 8,46
What is your profession?							
Managerial	102	21,6	25,5	32,4	7,8	12,7	 8,29
Professionals (dr./lawyer/account. etc.)	234	28,6	18,4	27,8	13,7	11,5	 8,28
Other professionals	126	22,2	20,6	33,3	13,5	10,3	 8,24
Teacher/Medical care	131	25,2	29,0	22,9	6,9	16,0	 8,20
Clerical/Service	65	30,8	20,0	27,7	15,4	6,2	 8,51
Vocational/Technical	57	22,8	22,8	29,8	15,8	8,8	 8,18
Unskilled	8	50,0	12,5	12,5	12,5	12,5	 8,50
Student	180	25,6	18,9	28,3	17,2	10,0	 8,25
Retired/Homemaker	61	21,3	21,3	31,1	16,4	9,8	 8,23
Artist/Musician/Actor etc.	14	35,7	21,4	28,6	7,1	7,1	 8,71
Other	50	24,0	14,0	36,0	14,0	12,0	 8,10
Household income							
High	416	24,5	22,4	29,6	14,7	8,9	 8,31
Average	399	24,6	20,3	29,6	11,8	13,8	 8,17
Low	181	28,7	21,0	27,1	12,7	10,5	 8,38
Market area*							
Central/Southern Europe	302	18,9	19,2	32,8	16,9	12,3	 8,03
North America	276	33,3	22,1	22,8	13,0	8,7	 8,52
Scandinavia	222	23,4	22,1	32,0	8,6	14,0	 8,21
Britain	127	29,9	25,2	26,0	11,8	7,1	 8,47
Asia	18	11,1	0,0	44,4	16,7	27,8	 7,44
Other	87	26,4	19,5	29,9	12,6	11,5	 8,24
Transportation							
Airline	980	25,9	21,3	28,7	13,4	10,7	 8,28
M/S Norröna	52	19,2	15,4	36,5	7,7	21,2	 7,92

*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	%	%	%	%	
		Count	%	%	%	%						
Total	1032	25,6	21,0	29,1	13,1	11,2						8,26
Nationality*												
American	212	36,3	24,1	19,8	11,3	8,5						8,61
British	111	27,9	25,2	28,8	9,9	8,1						8,40
Swedish	90	23,3	21,1	24,4	8,9	22,2						8,03
German	76	23,7	26,3	18,4	13,2	18,4						8,00
French	44	11,4	15,9	36,4	20,5	15,9						7,75
Canadian	69	23,2	18,8	31,9	20,3	5,8						8,30
Dutch	61	3,3	16,4	57,4	21,3	1,6						7,98
Danish	55	14,5	25,5	40,0	7,3	12,7						8,09
Norwegian	47	31,9	21,3	40,4	4,3	2,1						8,74
Australian	32	28,1	18,8	28,1	18,8	6,3						8,44
Italian	47	31,9	21,3	21,3	14,9	10,6						8,34
Spanish	25	12,0	16,0	20,0	32,0	20,0						7,28
Swiss	22	22,7	4,5	31,8	18,2	22,7						7,77
Belgian	13	15,4	15,4	53,8	7,7	7,7						8,23
Other	128	28,9	17,2	29,7	10,9	13,3						8,27
Type of trip*												
Package tour	136	23,5	18,4	33,1	15,4	9,6						8,25
Individually-arranged tour	835	25,3	21,4	28,7	12,8	11,7						8,24
Business-arranged tour	41	26,8	22,0	29,3	9,8	12,2						8,34
Purpose of visit*												
Vacation/holiday	885	26,2	20,5	29,5	13,6	10,3						8,29
Conference/large meeting	37	21,6	13,5	35,1	10,8	18,9						7,89
Business/small meeting	37	18,9	29,7	35,1	2,7	13,5						8,32
Education and training	64	39,1	18,8	23,4	7,8	10,9						8,63
Visiting friends/relatives	116	27,6	19,0	30,2	13,8	9,5						8,35
Business incentives package	8	25,0	25,0	25,0	12,5	12,5						8,38
Temporary employment in Iceland	8	25,0	12,5	37,5	12,5	12,5						8,13
Health/medical treatment	<5											
Event in Iceland (leisure related)	108	25,9	16,7	25,9	15,7	15,7						8,03

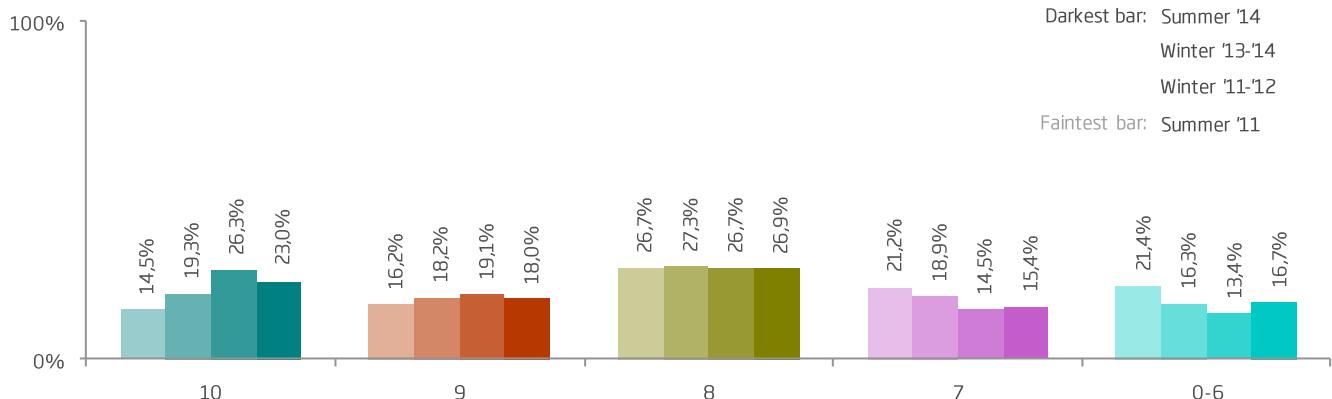
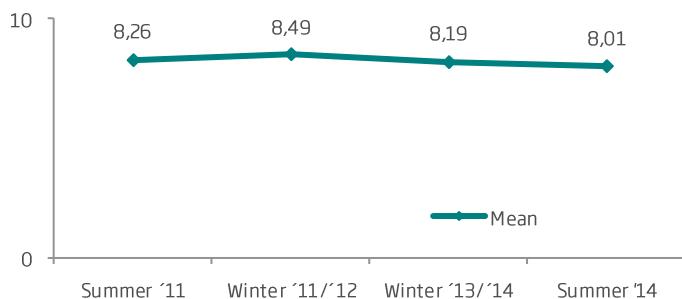
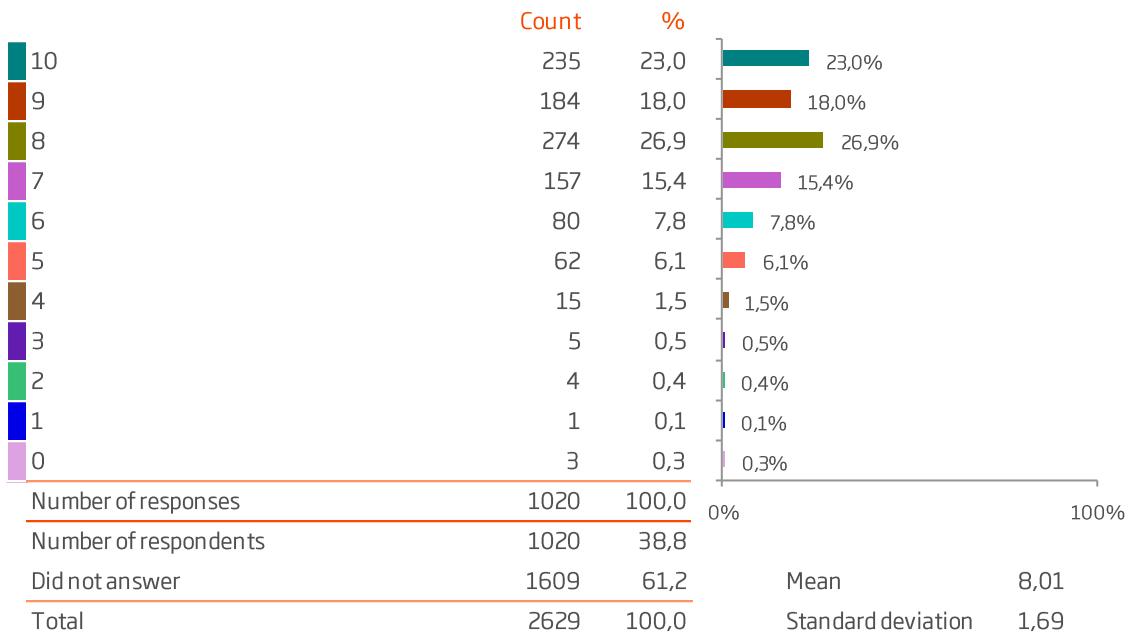
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

VARIETY OF HEALTH-RELATED ACTIVITIES



Q. 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.

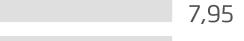
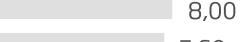
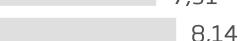
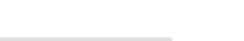
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	1020	23,0	18,0	26,9	15,4	16,7	
Gender*							8,01
Male	486	18,9	17,1	27,6	19,1	17,3	
Female	522	27,0	19,0	26,6	11,7	15,7	
Age							
24 years and younger	161	25,5	13,7	28,0	19,3	13,7	
25-34 years	368	26,1	17,4	24,7	12,5	19,3	
35-44 years	192	21,9	17,7	27,1	17,7	15,6	
45-54 years	133	19,5	23,3	26,3	12,0	18,8	
55 years and older	133	17,3	21,8	31,6	16,5	12,8	
What is your profession?							
Managerial	97	19,6	23,7	24,7	14,4	17,5	
Professionals (dr./lawyer/account. etc.)	230	24,8	17,0	27,0	14,3	17,0	
Other professionals	129	15,5	18,6	32,6	17,1	16,3	
Teacher/Medical care	128	26,6	21,9	22,7	6,3	22,7	
Clerical/Service	64	26,6	15,6	29,7	14,1	14,1	
Vocational/Technical	57	19,3	22,8	36,8	8,8	12,3	
Unskilled	8	37,5	12,5	50,0	0,0	0,0	
Student	184	23,9	15,2	24,5	21,2	15,2	
Retired/Homemaker	56	17,9	12,5	25,0	26,8	17,9	
Artist/Musician/Actor etc.	13	53,8	23,1	15,4	7,7	0,0	
Other	49	24,5	14,3	20,4	22,4	18,4	
Household income							
High	402	21,1	16,9	29,1	17,2	15,7	
Average	396	23,0	17,9	26,8	14,4	17,9	
Low	188	26,6	19,1	22,9	14,9	16,5	
Market area*							
Central/Southern Europe	304	18,1	14,5	27,0	19,4	21,1	
North America	268	29,5	20,9	23,1	13,8	12,7	
Scandinavia	220	20,5	20,0	31,4	10,5	17,7	
Britain	125	27,2	19,2	25,6	17,6	10,4	
Asia	18	11,1	5,6	27,8	27,8	27,8	
Other	85	23,5	17,6	28,2	12,9	17,6	
Transportation							
Airline	967	23,4	18,5	26,2	15,5	16,4	
M/S Norröna	53	17,0	9,4	39,6	13,2	20,8	

*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	1020	23,0	18,0	26,9	15,4	16,7	 8,01
Nationality*							
American	206	32,5	21,8	18,9	12,6	14,1	 8,34
British	110	24,5	18,2	29,1	15,5	12,7	 8,11
Swedish	88	21,6	21,6	26,1	6,8	23,9	 7,93
German	78	26,9	20,5	19,2	12,8	20,5	 7,96
French	46	17,4	15,2	19,6	19,6	28,3	 7,52
Canadian	67	20,9	19,4	35,8	17,9	6,0	 8,28
Dutch	61	3,3	11,5	44,3	27,9	13,1	 7,64
Danish	58	15,5	20,7	34,5	15,5	13,8	 8,00
Norwegian	44	20,5	20,5	36,4	9,1	13,6	 8,14
Australian	31	19,4	16,1	22,6	16,1	25,8	 7,74
Italian	48	16,7	14,6	22,9	20,8	25,0	 7,48
Spanish	25	20,0	8,0	24,0	28,0	20,0	 7,48
Swiss	21	19,0	9,5	23,8	23,8	23,8	 7,67
Belgian	12	16,7	8,3	33,3	16,7	25,0	 7,75
Other	125	27,2	15,2	28,8	14,4	14,4	 8,10
Type of trip*							
Package tour	131	19,1	14,5	32,1	19,8	14,5	 7,95
Individually-arranged tour	834	23,0	18,3	26,4	15,0	17,3	 8,00
Business-arranged tour	35	20,0	17,1	20,0	17,1	25,7	 7,60
Purpose of visit*							
Vacation/holiday	880	23,3	16,7	27,3	16,5	16,3	 8,01
Conference/large meeting	36	16,7	13,9	16,7	19,4	33,3	 7,31
Business/small meeting	35	17,1	28,6	28,6	11,4	14,3	 8,14
Education and training	61	37,7	18,0	21,3	13,1	9,8	 8,54
Visiting friends/relatives	119	27,7	16,0	30,3	10,9	15,1	 8,21
Business incentives package	7	14,3	14,3	42,9	14,3	14,3	 8,00
Temporary employment in Iceland	8	25,0	12,5	37,5	12,5	12,5	 8,13
Health/medical treatment	<5						
Event in Iceland (leisure related)	108	25,0	15,7	26,9	13,9	18,5	 8,00

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

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

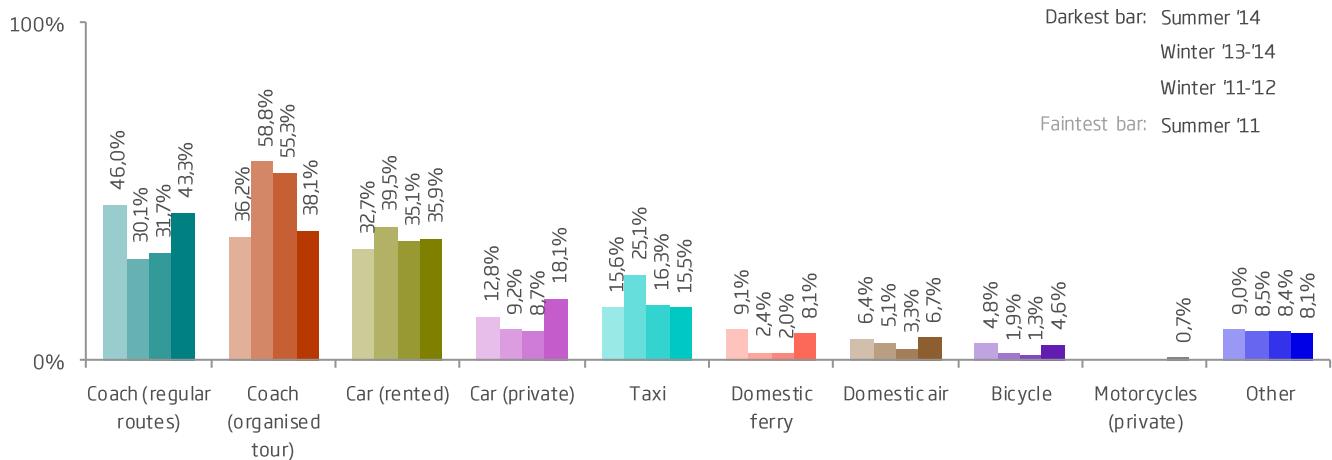
MEANS OF TRANSPORT DURING STAY



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

	Count	% respondents	% responses
Coach (regular routes)	1072	43,3	24,2
Coach (organised tour)	944	38,1	21,3
Car (rented)	889	35,9	20,0
Car (private)	449	18,1	10,1
Taxi	384	15,5	8,7
Domestic ferry	200	8,1	4,5
Domestic air	166	6,7	3,7
Bicycle	115	4,6	2,6
Motorcycles (private)	17	0,7	0,4
Other	201	8,1	4,5
Number of responses*	4437	179,3	100,0
Number of respondents	2475	94,1	
Did not answer	154	5,9	
Total	2629	100,0	

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



MEANS OF TRANSPORT DURING STAY



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

	Number of answers	Coach (regular routes)	Coach (organised tour)	Car (rented)	Car (private)	Taxi	Other
	Count	%	%	%	%	%	%
Total	2475						
Gender							
Male	1197	42,4	33,7	39,2	19,8	14,3	22,0
Female	1248	44,2	42,2	33,0	16,7	16,7	27,2
Age							
24 years and younger	356	53,7	38,5	30,3	16,3	13,8	27,8
25-34 years	773	44,5	31,0	47,9	13,8	14,4	22,6
35-44 years	443	43,6	37,5	35,0	17,6	17,6	21,7
45-54 years	373	39,7	37,8	34,0	21,2	17,4	25,5
55 years and older	469	37,1	51,0	24,3	24,1	14,9	27,5
What is your profession?							
Managerial	290	40,3	37,9	35,5	15,9	18,6	20,3
Professionals (dr./lawyer/account. etc.)	553	43,0	38,2	41,2	15,9	14,6	22,2
Other professionals	323	43,7	41,5	37,8	17,3	15,2	23,5
Teacher/Medical care	309	41,1	35,0	36,9	18,4	10,0	26,2
Clerical/Service	143	35,7	43,4	30,8	12,6	16,8	23,1
Vocational/Technical	117	51,3	35,0	26,5	24,8	12,8	24,8
Unskilled	13	30,8	30,8	30,8	38,5	30,8	76,9
Student	381	52,8	34,9	33,6	18,4	16,0	28,3
Retired/Homemaker	191	34,0	50,8	24,6	24,6	18,3	26,7
Artist/Musician/Actor etc.	38	52,6	23,7	44,7	28,9	23,7	36,8
Household income							
High	998	44,4	43,3	38,5	13,8	17,2	22,4
Average	880	41,8	36,6	33,6	19,1	15,0	26,4
Low	500	44,4	31,0	36,2	23,8	13,2	26,4
Market area							
Central/Southern Europe	808	39,0	28,2	40,8	23,1	9,3	28,1
North America	689	45,9	41,9	37,3	10,3	18,1	23,5
Scandinavia	510	43,1	41,8	27,6	24,3	20,6	20,8
Britain	252	56,7	45,2	27,4	17,5	15,5	21,0
Asia	36	38,9	61,1	30,6	11,1	30,6	19,4
Transportation							
Airline	2316	45,6	40,5	38,3	13,3	16,5	24,0
M/S Norröna	159	10,1	3,8	1,3	88,7	1,9	32,7

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 (regular routes)	Coach (organised tour)	Car (rented)	Car (private)	Taxi	Other
	Count	%	%	%	%	%	%
Total	2475						
Nationality							
American	520	47,1	40,4	38,5	11,2	17,3	23,3
British	219	51,6	50,2	24,7	16,0	13,7	21,5
Swedish	191	39,8	44,0	36,6	20,9	24,6	19,4
German	196	49,5	31,1	31,1	34,7	10,2	32,1
French	182	41,2	27,5	48,9	15,9	9,3	34,1
Canadian	160	46,3	45,6	33,8	9,4	18,8	21,9
Dutch	160	35,0	28,8	35,6	28,8	10,0	20,6
Danish	140	50,0	25,7	20,7	40,0	13,6	24,3
Norwegian	114	33,3	59,6	26,3	13,2	21,9	14,0
Australian	75	33,3	45,3	46,7	9,3	12,0	26,7
Italian	66	34,8	31,8	31,8	7,6	13,6	24,2
Spanish	61	31,1	16,4	62,3	23,0	4,9	19,7
Swiss	46	34,8	26,1	39,1	21,7	17,4	26,1
Belgian	41	39,0	17,1	43,9	24,4	7,3	31,7
Other	304	42,4	40,1	37,8	13,5	19,1	28,3
Type of trip*							
Package tour	319	27,0	61,4	22,3	11,6	12,5	24,5
Individually-arranged tour	1993	45,2	35,2	38,5	19,2	15,3	25,6
Business-arranged tour	99	46,5	50,5	14,1	17,2	31,3	15,2
Purpose of visit*							
Vacation/holiday	2154	41,7	38,6	37,7	16,8	13,9	24,5
Conference/large meeting	115	41,7	41,7	32,2	11,3	23,5	26,1
Business/small meeting	93	52,7	30,1	30,1	26,9	39,8	16,1
Education and training	109	54,1	40,4	41,3	13,8	23,9	33,9
Visiting friends/relatives	229	52,4	17,5	31,9	57,6	21,4	34,9
Business incentives package	13	38,5	69,2	23,1	23,1	38,5	7,7
Temporary employment in Iceland	20	55,0	15,0	25,0	65,0	15,0	25,0
Health/medical treatment	5	60,0	20,0	0,0	20,0	0,0	20,0
Event in Iceland (leisure related)	196	52,0	40,8	30,6	27,0	26,5	29,6

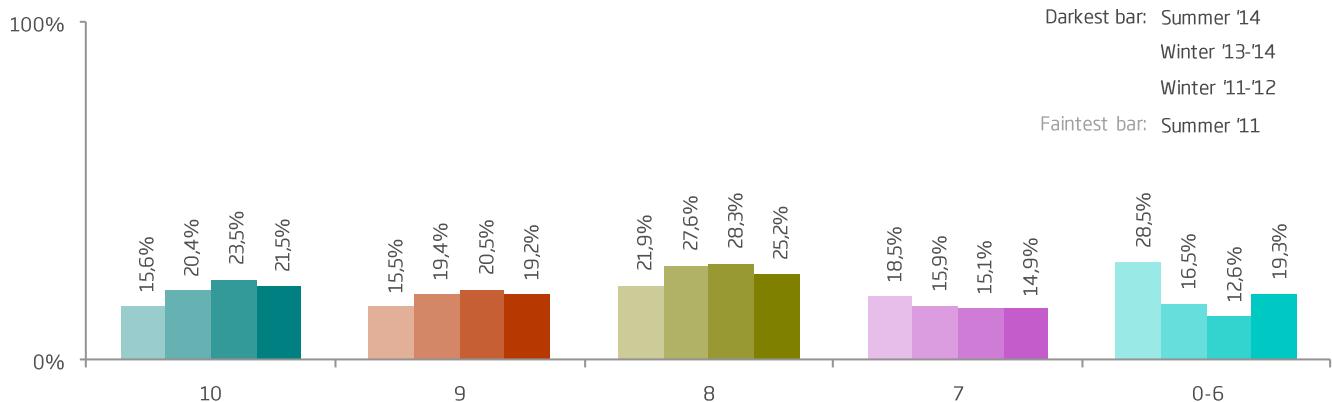
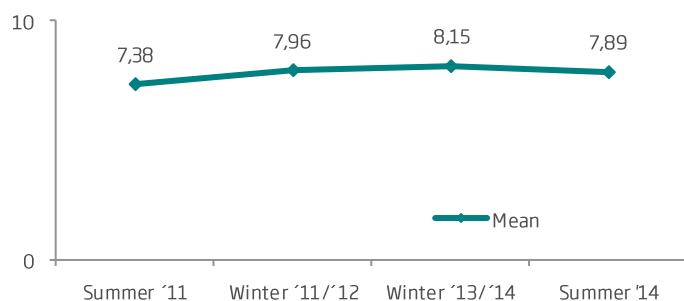
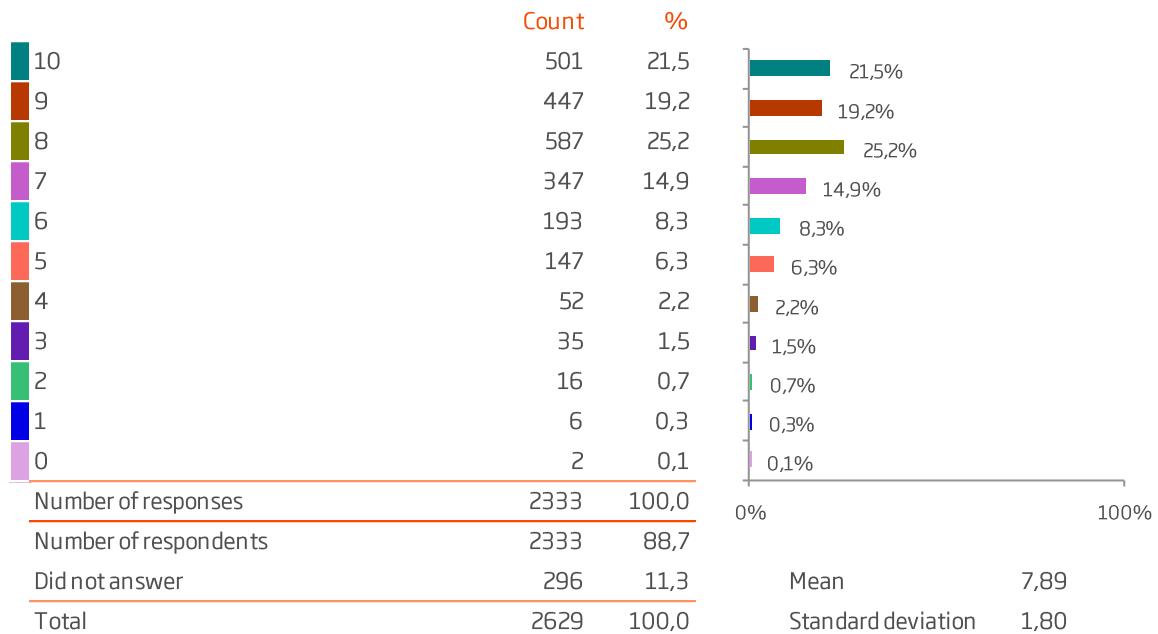
When respondents can choose more than one answer, significance between groups is not calculated.

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

ROAD CONDITIONS



Q. 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



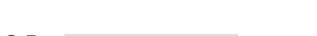
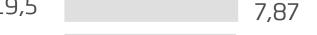
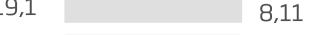
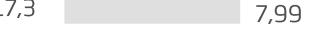
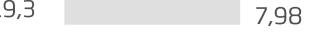
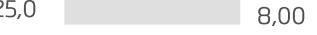
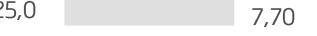
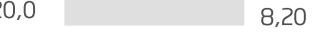
Q. 70. Please rate road conditions in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2333	21,5	19,2	25,2	14,9	19,3	
Gender*							
Male	1148	17,8	18,9	27,8	14,6	20,9	
Female	1157	25,5	19,1	22,4	15,3	17,7	
Age*							
24 years and younger	334	25,7	15,0	23,4	15,0	21,0	
25-34 years	734	20,4	16,6	23,6	15,9	23,4	
35-44 years	416	24,8	23,6	22,8	14,7	14,2	
45-54 years	351	19,1	22,5	26,2	16,0	16,2	
55 years and older	442	19,2	19,0	30,3	12,4	19,0	
What is your profession?*							
Managerial	275	15,3	22,9	27,6	15,3	18,9	
Professionals (dr./lawyer/account. etc.)	529	22,3	21,4	27,4	12,9	16,1	
Other professionals	299	20,1	20,4	25,4	18,7	15,4	
Teacher/Medical care	291	20,3	17,2	23,4	14,4	24,7	
Clerical/Service	135	23,7	16,3	25,9	17,0	17,0	
Vocational/Technical	113	24,8	21,2	21,2	9,7	23,0	
Unskilled	13	30,8	23,1	30,8	7,7	7,7	
Student	360	25,6	13,6	22,5	14,7	23,6	
Retired/Homemaker	180	21,1	18,9	25,0	14,4	20,6	
Artist/Musician/Actor etc.	31	32,3	22,6	16,1	16,1	12,9	
Other	90	17,8	18,9	23,3	20,0	20,0	
Household income*							
High	947	21,9	22,6	26,1	14,4	15,1	
Average	824	22,8	17,5	24,4	14,7	20,6	
Low	477	18,2	15,5	24,3	16,4	25,6	
Market area*							
Central/Southern Europe	768	10,7	14,3	27,3	20,7	27,0	
North America	648	33,8	25,6	21,1	10,5	9,0	
Scandinavia	477	16,4	17,6	27,3	14,5	24,3	
Britain	231	28,6	17,7	26,4	11,3	16,0	
Asia	35	17,1	17,1	28,6	20,0	17,1	
Other	174	28,7	23,0	22,4	10,3	15,5	
Transportation*							
Airline	2175	22,3	19,6	25,0	14,7	18,4	
M/S Norröna	158	10,8	12,7	27,2	17,7	31,6	

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



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	2333	21,5	19,2	25,2	14,9	19,3	 7,89
Nationality*							
American	491	35,6	25,3	19,6	10,2	9,4	 8,59
British	198	27,3	20,2	26,8	9,6	16,2	 8,15
Swedish	180	13,9	15,0	26,7	17,2	27,2	 7,47
German	184	15,2	13,6	21,7	16,3	33,2	 7,21
French	173	10,4	8,1	24,3	26,0	31,2	 7,09
Canadian	147	29,9	27,9	25,2	10,9	6,1	 8,56
Dutch	155	5,2	13,5	37,4	25,2	18,7	 7,49
Danish	131	16,0	16,0	25,2	17,6	25,2	 7,49
Norwegian	107	19,6	19,6	31,8	7,5	21,5	 7,91
Australian	73	15,1	20,5	34,2	16,4	13,7	 8,00
Italian	63	9,5	15,9	39,7	11,1	23,8	 7,49
Spanish	58	5,2	15,5	13,8	27,6	37,9	 6,78
Swiss	42	4,8	23,8	19,0	23,8	28,6	 7,24
Belgian	40	2,5	22,5	30,0	17,5	27,5	 7,33
Other	291	28,9	20,6	23,4	11,7	15,5	 8,17
Type of trip*							
Package tour	306	18,6	17,0	30,7	15,7	18,0	 7,85
Individually-arranged tour	1889	21,7	19,2	24,6	15,2	19,3	 7,89
Business-arranged tour	86	17,4	23,3	32,6	8,1	18,6	 7,91
Purpose of visit*							
Vacation/holiday	2034	21,1	18,9	25,2	15,3	19,5	 7,87
Conference/large meeting	107	14,0	26,2	25,2	13,1	21,5	 7,79
Business/small meeting	89	24,7	22,5	23,6	10,1	19,1	 8,11
Education and training	104	26,0	18,3	25,0	13,5	17,3	 7,99
Visiting friends/relatives	218	25,2	16,5	25,7	13,3	19,3	 7,98
Business incentives package	12	33,3	8,3	25,0	8,3	25,0	 8,00
Temporary employment in Iceland	20	25,0	20,0	10,0	20,0	25,0	 7,70
Health/medical treatment	5	40,0	0,0	20,0	20,0	20,0	 8,20
Event in Iceland (leisure related)	185	20,5	16,8	30,8	15,1	16,8	 7,92

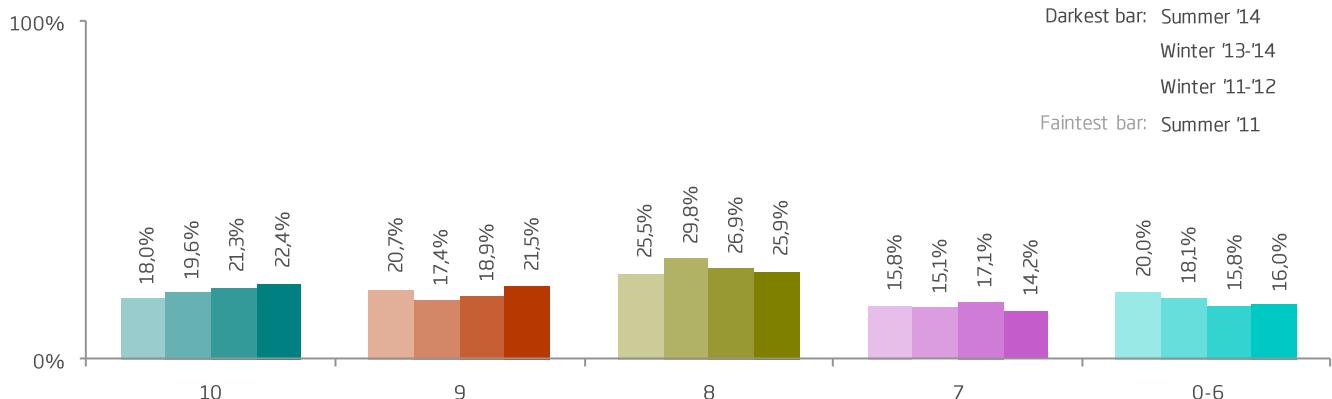
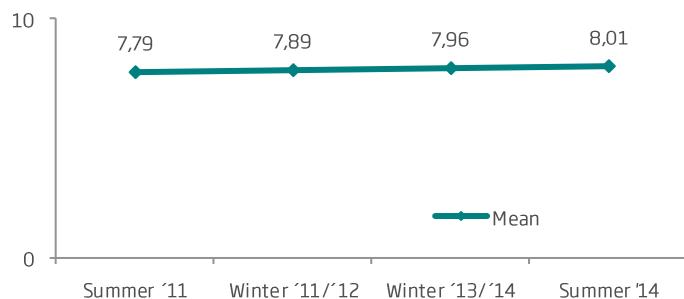
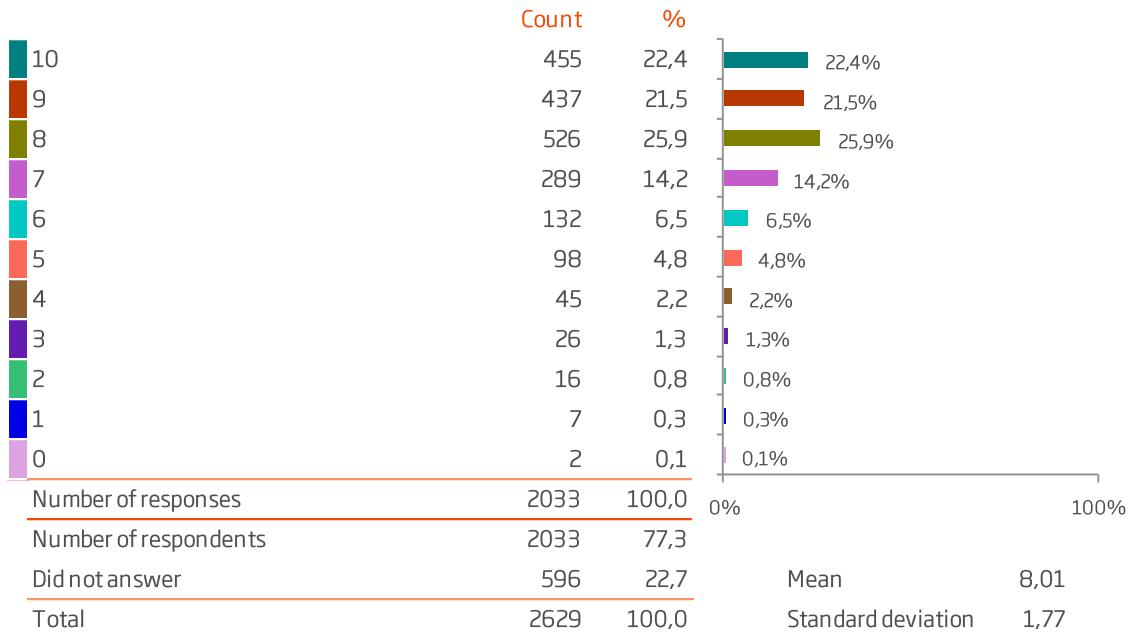
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



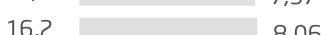
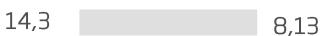
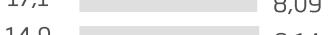
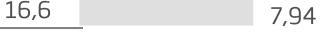
Q. 71. Please rate signposts (road names, road numbers) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory



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

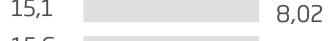
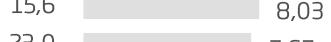
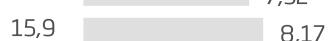
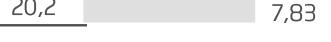
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2033	22,4	21,5	25,9	14,2	16,0	 8,01
Gender							
Male	1025	19,9	21,5	28,0	14,6	16,0	 7,97
Female	986	25,3	21,3	23,6	13,6	16,2	 8,06
Age							
24 years and younger	293	24,6	16,0	24,9	14,3	20,1	 7,92
25-34 years	662	22,4	21,9	23,3	15,9	16,6	 7,97
35-44 years	357	24,4	22,7	22,1	16,5	14,3	 8,13
45-54 years	313	23,6	21,7	28,4	10,9	15,3	 8,07
55 years and older	357	17,6	23,0	33,1	10,9	15,4	 7,96
What is your profession?							
Managerial	228	18,4	24,6	28,1	14,0	14,9	 7,99
Professionals (dr./lawyer/account. etc.)	457	24,1	21,7	25,8	13,6	14,9	 8,11
Other professionals	255	20,8	21,6	27,5	17,3	12,9	 8,08
Teacher/Medical care	261	21,8	21,8	26,4	13,8	16,1	 7,98
Clerical/Service	111	24,3	19,8	26,1	12,6	17,1	 8,09
Vocational/Technical	101	22,8	23,8	20,8	17,8	14,9	 8,14
Unskilled	12	41,7	16,7	25,0	0,0	16,7	 8,58
Student	328	26,2	17,4	22,0	16,2	18,3	 7,96
Retired/Homemaker	157	17,2	24,2	31,2	10,2	17,2	 7,86
Artist/Musician/Actor etc.	30	26,7	16,7	16,7	16,7	23,3	 7,80
Other	80	18,8	23,8	27,5	11,3	18,8	 7,79
Household income							
High	795	20,4	21,8	28,7	14,2	15,0	 8,03
Average	738	25,3	21,1	24,3	13,4	15,9	 8,07
Low	427	19,7	22,5	25,5	15,7	16,6	 7,94
Market area*							
Central/Southern Europe	691	17,2	20,8	27,9	15,6	18,4	 7,83
North America	566	27,9	24,7	23,9	12,4	11,1	 8,32
Scandinavia	399	18,0	20,3	26,8	14,5	20,3	 7,78
Britain	189	26,5	16,9	24,9	16,4	15,3	 8,05
Asia	32	15,6	18,8	28,1	15,6	21,9	 7,81
Other	156	32,7	21,8	22,4	10,9	12,2	 8,33
Transportation							
Airline	1875	22,5	21,4	25,4	14,6	16,2	 8,01
M/S Norröna	158	21,5	22,8	31,0	10,1	14,6	 8,01

*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	2033	22,4	21,5	25,9	14,2	16,0	 8,01
Nationality*							
American	427	29,0	25,5	23,2	11,9	10,3	 8,37
British	159	23,9	18,2	25,8	14,5	17,6	 7,94
Swedish	140	22,1	20,0	21,4	17,9	18,6	 7,82
German	171	18,7	22,2	24,6	16,4	18,1	 7,84
French	158	15,2	17,7	27,8	16,5	22,8	 7,64
Canadian	128	27,3	23,4	26,6	10,9	11,7	 8,31
Dutch	136	5,9	20,6	39,7	20,6	13,2	 7,79
Danish	111	15,3	18,0	33,3	13,5	19,8	 7,75
Norwegian	88	15,9	20,5	28,4	13,6	21,6	 7,76
Australian	66	18,2	24,2	31,8	10,6	15,2	 8,03
Italian	59	25,4	15,3	25,4	15,3	18,6	 7,97
Spanish	55	10,9	14,5	20,0	25,5	29,1	 7,16
Swiss	37	29,7	16,2	24,3	10,8	18,9	 7,97
Belgian	35	5,7	34,3	28,6	11,4	20,0	 7,77
Other	263	32,7	22,1	20,5	11,0	13,7	 8,31
Type of trip*							
Package tour	252	21,0	17,5	31,7	14,7	15,1	 8,02
Individually-arranged tour	1674	22,7	22,0	25,5	14,2	15,6	 8,03
Business-arranged tour	61	18,0	18,0	32,8	8,2	23,0	 7,67
Purpose of visit*							
Vacation/holiday	1782	22,2	21,5	26,2	14,6	15,5	 8,02
Conference/large meeting	87	12,6	23,0	27,6	11,5	25,3	 7,52
Business/small meeting	69	30,4	21,7	15,9	15,9	15,9	 8,17
Education and training	96	25,0	20,8	30,2	11,5	12,5	 8,20
Visiting friends/relatives	204	20,1	21,1	25,0	15,7	18,1	 7,86
Business incentives package	10	30,0	20,0	30,0	10,0	10,0	 8,50
Temporary employment in Iceland	18	16,7	22,2	5,6	33,3	22,2	 7,50
Health/medical treatment	5	20,0	20,0	20,0	20,0	20,0	 7,00
Event in Iceland (leisure related)	163	17,8	20,2	26,4	15,3	20,2	 7,83

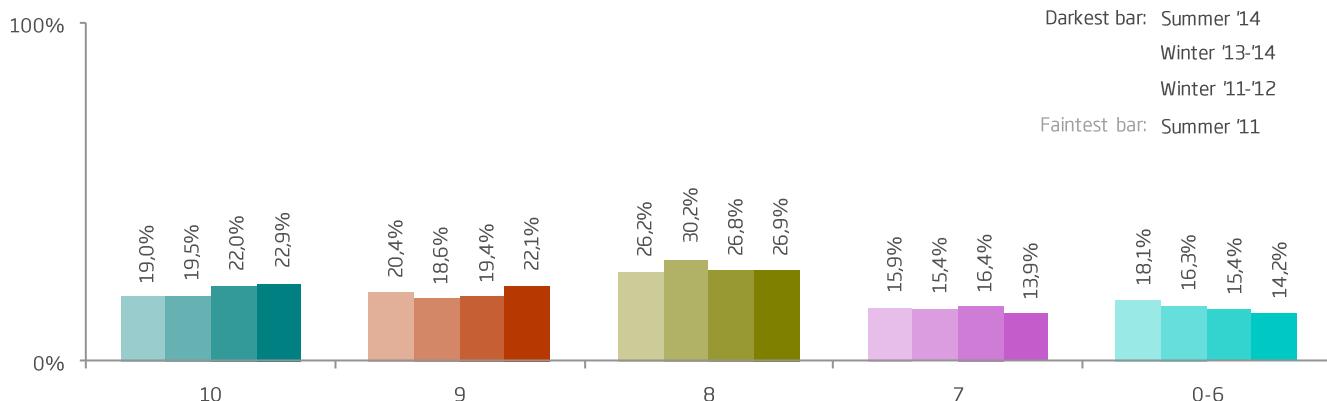
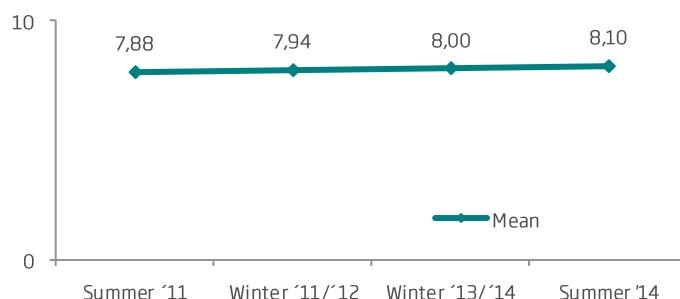
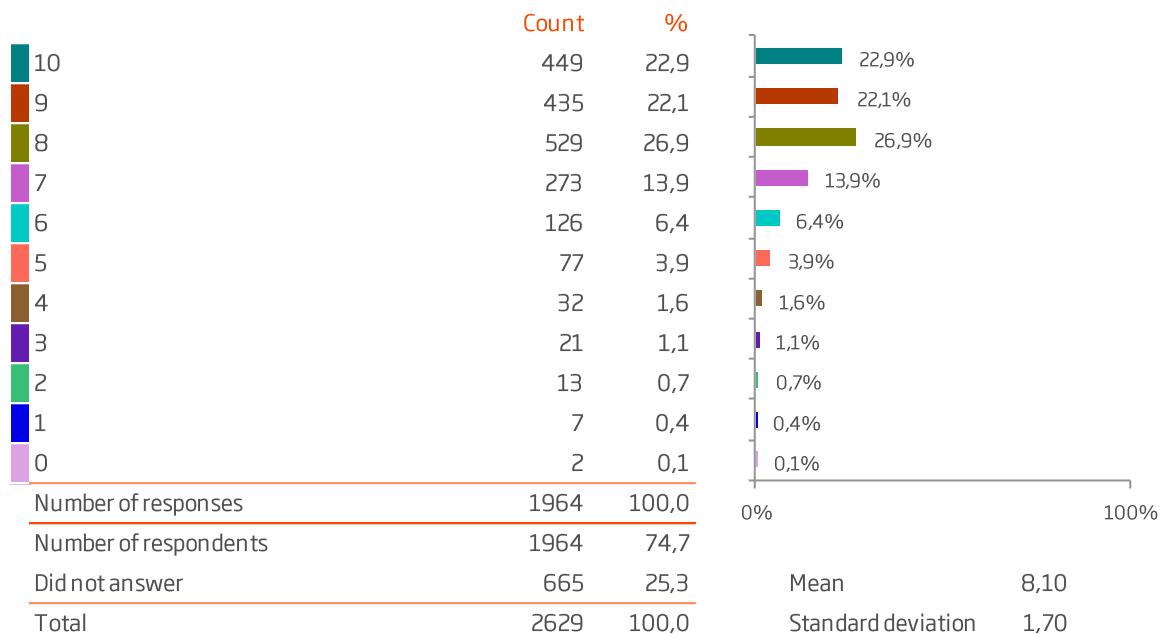
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

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	1964	22,9	22,1	26,9	13,9	14,2	
Gender							
Male	1005	20,2	22,9	29,0	14,3	13,6	
Female	939	26,1	21,1	24,9	13,3	14,6	
Age							
24 years and younger	280	24,6	18,2	30,7	13,9	12,5	
25-34 years	644	23,4	21,0	25,9	14,4	15,2	
35-44 years	351	23,9	24,8	21,9	16,5	12,8	
45-54 years	297	22,2	22,9	25,9	12,8	16,2	
55 years and older	340	20,3	23,5	32,1	10,9	13,2	
What is your profession?							
Managerial	224	17,0	21,4	35,3	13,8	12,5	
Professionals (dr./lawyer/account. etc.)	438	23,5	22,8	25,6	13,2	14,8	
Other professionals	251	20,7	23,5	26,7	16,3	12,7	
Teacher/Medical care	250	23,2	24,8	23,2	15,2	13,6	
Clerical/Service	108	25,9	20,4	22,2	14,8	16,7	
Vocational/Technical	100	24,0	23,0	25,0	14,0	14,0	
Unskilled	12	33,3	16,7	33,3	8,3	8,3	
Student	313	26,8	18,8	27,2	13,4	13,7	
Retired/Homemaker	149	19,5	22,1	30,9	12,1	15,4	
Artist/Musician/Actor etc.	29	27,6	24,1	13,8	13,8	20,7	
Other	78	23,1	23,1	26,9	11,5	15,4	
Household income							
High	765	20,9	22,6	29,3	13,9	13,3	
Average	713	24,4	22,4	24,5	14,4	14,2	
Low	415	22,7	21,7	27,7	13,7	14,2	
Market area*							
Central/Southern Europe	685	18,1	21,3	30,2	15,3	15,0	
North America	533	28,3	26,5	22,7	11,1	11,4	
Scandinavia	381	18,6	20,2	27,6	16,0	17,6	
Britain	183	26,2	18,0	26,8	14,2	14,8	
Asia	29	20,7	20,7	27,6	17,2	13,8	
Other	153	32,0	20,9	25,5	11,1	10,5	
Transportation							
Airline	1806	23,1	22,0	26,6	14,1	14,2	
M/S Norröna	158	20,3	23,4	30,4	12,0	13,9	

*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	1964	22,9	22,1	26,9	13,9	14,2	
Nationality*							
American	406	30,3	27,1	20,9	11,3	10,3	
British	150	24,7	18,7	28,0	12,7	16,0	
Swedish	130	21,5	21,5	22,3	16,9	17,7	
German	171	20,5	24,6	28,1	11,7	15,2	
French	156	11,5	17,9	35,3	15,4	19,9	
Canadian	119	24,4	25,2	26,1	11,8	12,6	
Dutch	131	7,6	18,3	40,5	23,7	9,9	
Danish	107	18,7	17,8	29,0	17,8	16,8	
Norwegian	85	16,5	17,6	34,1	11,8	20,0	
Australian	63	23,8	20,6	27,0	15,9	12,7	
Italian	58	27,6	20,7	24,1	12,1	15,5	
Spanish	56	10,7	14,3	23,2	30,4	21,4	
Swiss	38	28,9	26,3	26,3	7,9	10,5	
Belgian	33	6,1	33,3	24,2	18,2	18,2	
Other	261	32,6	21,8	24,5	9,6	11,5	
Type of trip*							
Package tour	244	23,8	20,1	27,9	16,0	12,3	
Individually-arranged tour	1616	22,8	22,5	26,8	13,8	14,0	
Business-arranged tour	53	22,6	13,2	28,3	13,2	22,6	
Purpose of visit*							
Vacation/holiday	1720	22,8	22,5	26,9	14,0	13,8	
Conference/large meeting	76	13,2	28,9	21,1	17,1	19,7	
Business/small meeting	66	27,3	21,2	22,7	12,1	16,7	
Education and training	97	22,7	22,7	32,0	12,4	10,3	
Visiting friends/relatives	197	20,8	18,3	30,5	14,7	15,7	
Business incentives package	10	40,0	10,0	30,0	10,0	10,0	
Temporary employment in Iceland	18	16,7	16,7	16,7	22,2	27,8	
Health/medical treatment	<5						
Event in Iceland (leisure related)	159	20,8	18,2	27,7	17,0	16,4	

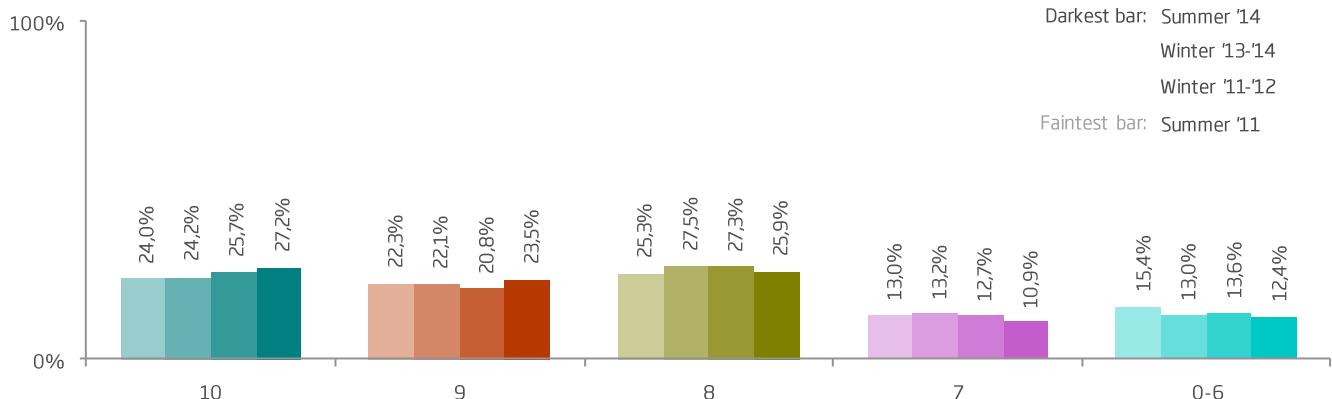
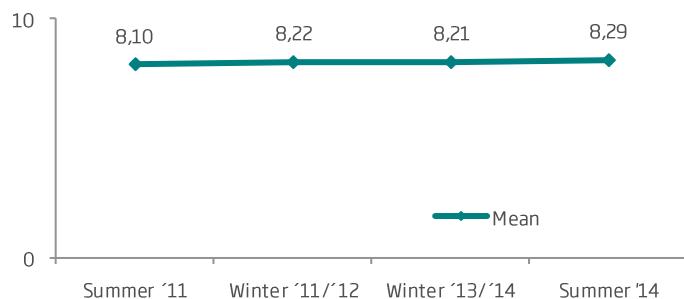
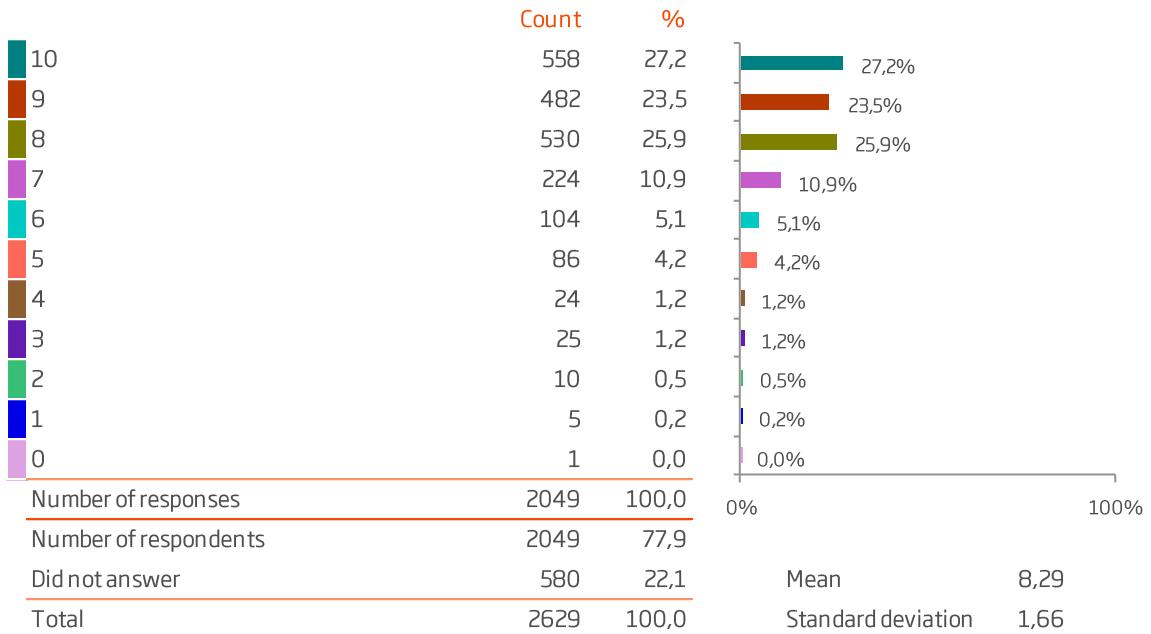
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

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	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2049	27,2	23,5	25,9	10,9	12,4	
Gender							
Male	1037	25,7	23,2	26,3	12,0	12,8	
Female	991	29,3	23,8	24,9	10,0	12,0	
Age*							
24 years and younger	295	30,5	22,7	26,8	8,5	11,5	
25-34 years	671	29,1	25,5	23,5	10,4	11,5	
35-44 years	364	28,8	26,4	23,4	9,1	12,4	
45-54 years	296	23,0	20,9	28,7	11,8	15,5	
55 years and older	376	23,1	20,2	29,3	14,6	12,8	
What is your profession?							
Managerial	236	21,2	21,2	34,7	10,2	12,7	
Professionals (dr./lawyer/account. etc.)	461	26,7	25,2	24,3	11,1	12,8	
Other professionals	257	24,1	26,8	27,6	10,1	11,3	
Teacher/Medical care	257	28,0	26,8	21,0	12,1	12,1	
Clerical/Service	112	31,3	16,1	24,1	14,3	14,3	
Vocational/Technical	101	28,7	25,7	21,8	11,9	11,9	
Unskilled	13	30,8	23,1	38,5	7,7	0,0	
Student	326	32,8	21,8	23,9	9,5	12,0	
Retired/Homemaker	157	20,4	18,5	30,6	14,0	16,6	
Artist/Musician/Actor etc.	31	51,6	19,4	16,1	6,5	6,5	
Other	84	28,6	27,4	23,8	9,5	10,7	
Household income							
High	822	25,2	25,4	26,4	11,3	11,7	
Average	733	28,8	22,5	25,6	10,2	12,8	
Low	422	27,5	22,3	25,6	10,7	14,0	
Market area*							
Central/Southern Europe	716	21,4	24,3	29,7	12,2	12,4	
North America	551	35,8	26,3	20,7	7,6	9,6	
Scandinavia	379	22,4	19,5	26,9	13,2	17,9	
Britain	202	31,2	22,8	24,3	11,9	9,9	
Asia	33	12,1	18,2	36,4	21,2	12,1	
Other	168	33,3	22,0	23,8	8,3	12,5	
Transportation*							
Airline	1891	27,6	23,6	25,9	10,7	12,2	
M/S Norröna	158	23,4	22,2	25,3	13,9	15,2	

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



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	2049	27,2	23,5	25,9	10,9	12,4	
Nationality*							
American	412	37,1	25,5	19,9	6,8	10,7	
British	171	29,2	24,6	23,4	11,1	11,7	
Swedish	146	24,0	19,2	26,0	13,0	17,8	
German	171	28,1	28,1	24,0	8,2	11,7	
French	159	16,4	21,4	26,4	12,6	23,3	
Canadian	131	32,1	29,8	22,9	10,7	4,6	
Dutch	140	5,7	21,4	50,7	15,0	7,1	
Danish	107	21,5	18,7	30,8	12,1	16,8	
Norwegian	77	27,3	16,9	23,4	10,4	22,1	
Australian	72	23,6	22,2	29,2	15,3	9,7	
Italian	61	24,6	19,7	26,2	14,8	14,8	
Spanish	57	12,3	19,3	35,1	21,1	12,3	
Swiss	40	27,5	27,5	20,0	22,5	2,5	
Belgian	37	8,1	43,2	24,3	10,8	13,5	
Other	268	36,9	21,3	22,8	8,6	10,4	
Type of trip*							
Package tour	269	24,5	22,3	29,7	14,1	9,3	
Individually-arranged tour	1672	27,5	23,9	25,4	10,6	12,7	
Business-arranged tour	64	23,4	14,1	29,7	12,5	20,3	
Purpose of visit*							
Vacation/holiday	1805	27,0	24,0	26,0	10,9	12,0	
Conference/large meeting	80	20,0	25,0	28,8	7,5	18,8	
Business/small meeting	71	26,8	22,5	28,2	11,3	11,3	
Education and training	97	33,0	22,7	27,8	11,3	5,2	
Visiting friends/relatives	197	24,9	21,8	27,9	7,6	17,8	
Business incentives package	11	45,5	18,2	18,2	18,2	0,0	
Temporary employment in Iceland	18	16,7	27,8	16,7	11,1	27,8	
Health/medical treatment	5	40,0	20,0	20,0	20,0	0,0	
Event in Iceland (leisure related)	160	21,9	20,6	31,3	11,3	15,0	

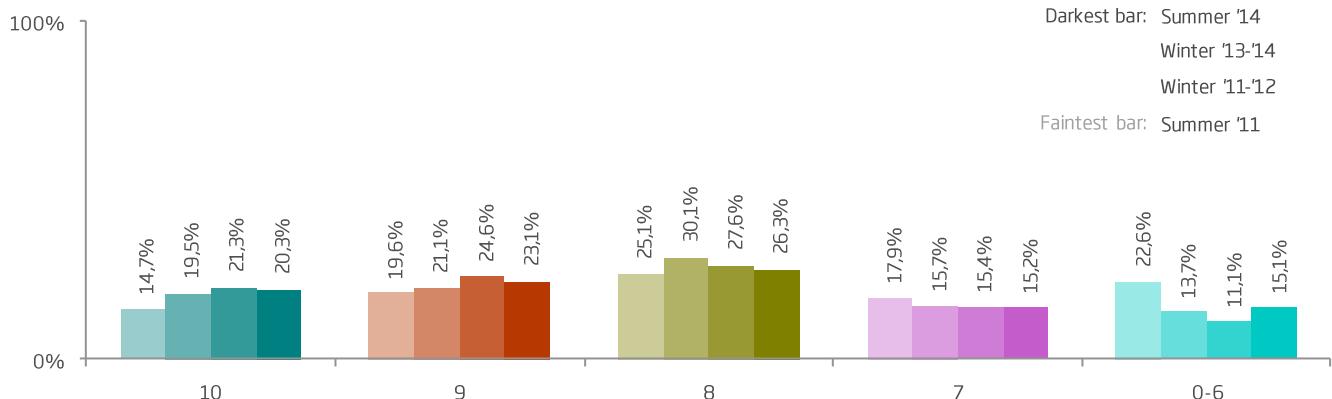
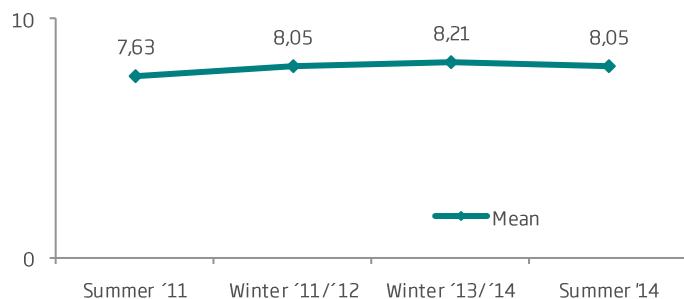
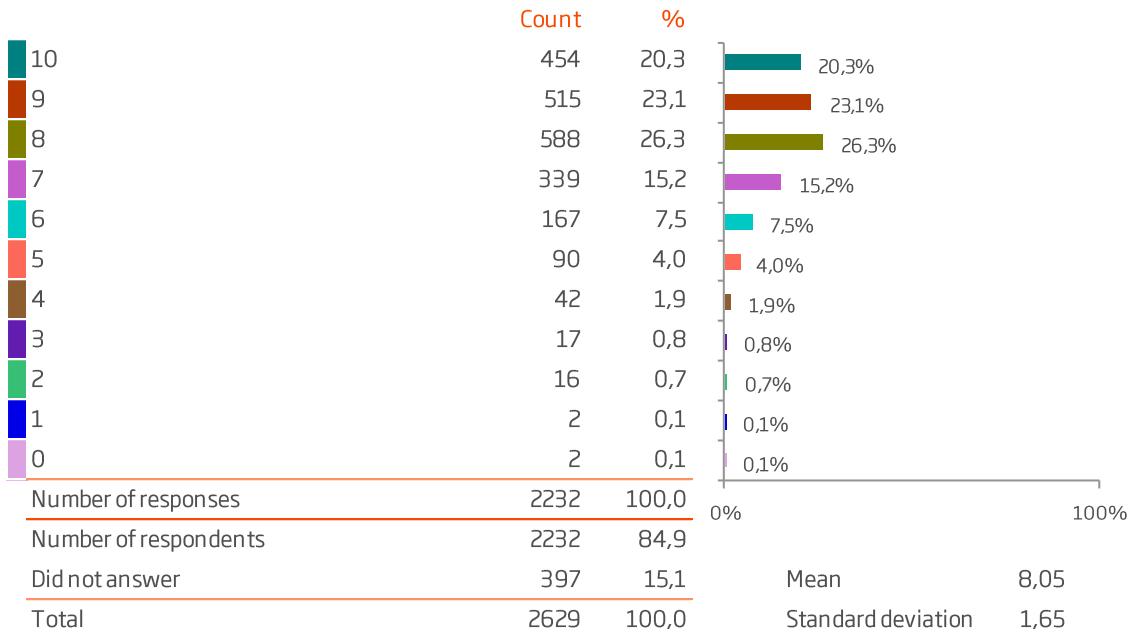
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

ROAD SYSTEM IN GENERAL



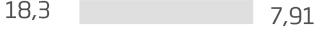
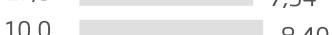
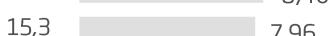
Q. 74. Please rate the road system in Iceland in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



ROAD SYSTEM IN GENERAL



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2232	20,3	23,1	26,3	15,2	15,1	
Gender							8,05
Male	1106	17,5	23,2	27,8	16,6	14,9	
Female	1099	23,5	22,7	24,7	14,0	15,1	
Age*							
24 years and younger	320	24,4	17,2	27,5	15,6	15,3	
25-34 years	716	19,1	22,6	25,0	17,7	15,5	
35-44 years	400	23,0	28,0	25,0	13,5	10,5	
45-54 years	336	17,6	23,2	27,7	14,3	17,3	
55 years and older	405	19,3	22,7	27,9	13,8	16,3	
What is your profession?							
Managerial	261	12,3	27,6	31,0	15,3	13,8	
Professionals (dr./lawyer/account. etc.)	507	22,7	22,5	27,8	14,2	12,8	
Other professionals	287	16,4	25,4	29,3	16,7	12,2	
Teacher/Medical care	278	19,1	25,2	21,2	16,2	18,3	
Clerical/Service	128	23,4	18,8	26,6	14,1	17,2	
Vocational/Technical	109	20,2	28,4	21,1	11,0	19,3	
Unskilled	13	38,5	23,1	23,1	7,7	7,7	
Student	351	24,5	18,8	24,2	16,2	16,2	
Retired/Homemaker	168	22,0	21,4	25,0	13,7	17,9	
Artist/Musician/Actor etc.	30	30,0	16,7	26,7	16,7	10,0	
Other	85	18,8	22,4	28,2	15,3	15,3	
Household income*							
High	902	20,0	25,2	27,2	15,2	12,5	
Average	785	21,8	22,7	24,1	15,0	16,4	
Low	461	18,4	18,9	29,1	16,9	16,7	
Market area*							
Central/Southern Europe	753	12,4	18,3	30,3	19,4	19,7	
North America	619	30,4	29,1	23,4	9,7	7,4	
Scandinavia	429	15,6	20,0	26,3	16,6	21,4	
Britain	227	25,6	22,5	26,4	12,8	12,8	
Asia	35	11,4	28,6	25,7	22,9	11,4	
Other	169	26,0	29,6	19,5	14,8	10,1	
Transportation*							
Airline	2074	20,8	23,0	26,5	15,4	14,3	
M/S Norröna	158	13,9	24,1	24,7	12,7	24,7	

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

ROAD SYSTEM IN GENERAL



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2232	20,3	23,1	26,3	15,2	15,1	 8,05
Nationality*							
American	468	31,8	29,9	21,4	9,8	7,1	 8,64
British	193	24,4	22,8	29,0	9,8	14,0	 8,18
Swedish	160	13,8	18,1	25,6	19,4	23,1	 7,62
German	185	14,6	20,0	27,6	15,1	22,7	 7,62
French	165	9,7	12,1	29,1	21,8	27,3	 7,34
Canadian	144	28,5	26,4	29,9	9,0	6,3	 8,57
Dutch	146	5,5	17,1	43,8	21,2	12,3	 7,75
Danish	120	16,7	20,8	25,8	14,2	22,5	 7,70
Norwegian	90	18,9	22,2	24,4	14,4	20,0	 7,84
Australian	71	19,7	25,4	26,8	18,3	9,9	 8,27
Italian	63	15,9	17,5	30,2	17,5	19,0	 7,78
Spanish	57	5,3	12,3	17,5	28,1	36,8	 6,86
Swiss	44	9,1	31,8	29,5	15,9	13,6	 7,98
Belgian	40	0,0	32,5	32,5	17,5	17,5	 7,68
Other	286	26,6	25,9	20,3	17,8	9,4	 8,30
Type of trip*							
Package tour	290	19,7	18,3	30,7	16,9	14,5	 8,01
Individually-arranged tour	1818	20,4	23,6	25,6	15,3	15,1	 8,04
Business-arranged tour	75	18,7	20,0	32,0	10,7	18,7	 7,88
Purpose of visit*							
Vacation/holiday	1952	20,1	23,0	26,6	15,4	14,9	 8,05
Conference/large meeting	97	10,3	30,9	25,8	15,5	17,5	 7,78
Business/small meeting	82	26,8	22,0	26,8	11,0	13,4	 8,27
Education and training	101	25,7	19,8	26,7	13,9	13,9	 8,05
Visiting friends/relatives	210	21,4	20,5	26,7	18,1	13,3	 8,06
Business incentives package	11	36,4	9,1	18,2	9,1	27,3	 8,09
Temporary employment in Iceland	18	22,2	16,7	16,7	11,1	33,3	 7,50
Health/medical treatment	5	20,0	0,0	40,0	40,0	0,0	 8,00
Event in Iceland (leisure related)	176	17,0	23,9	25,0	20,5	13,6	 8,02

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

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

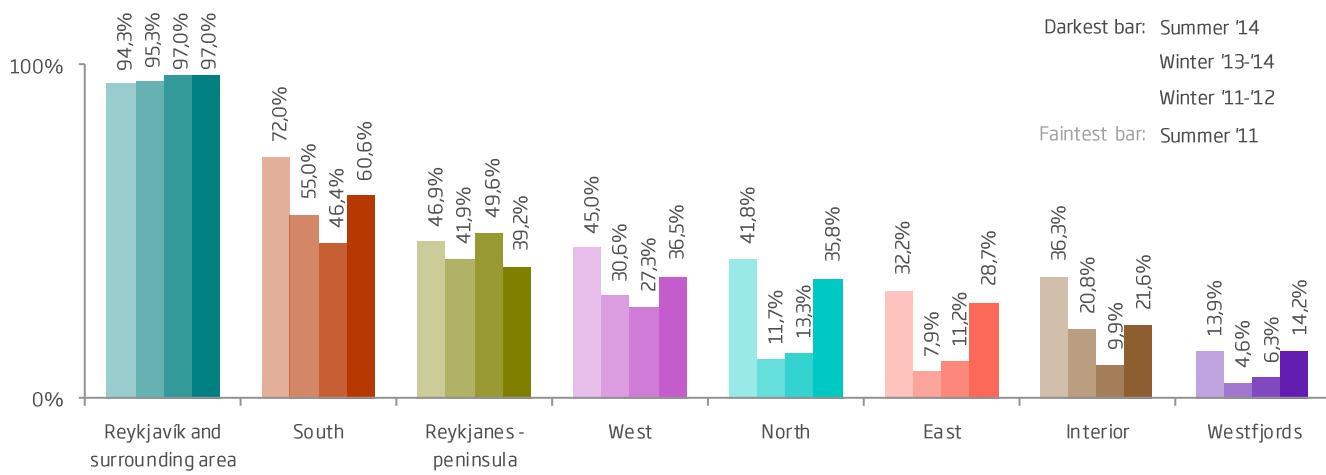
SITES/REGIONS VISITED



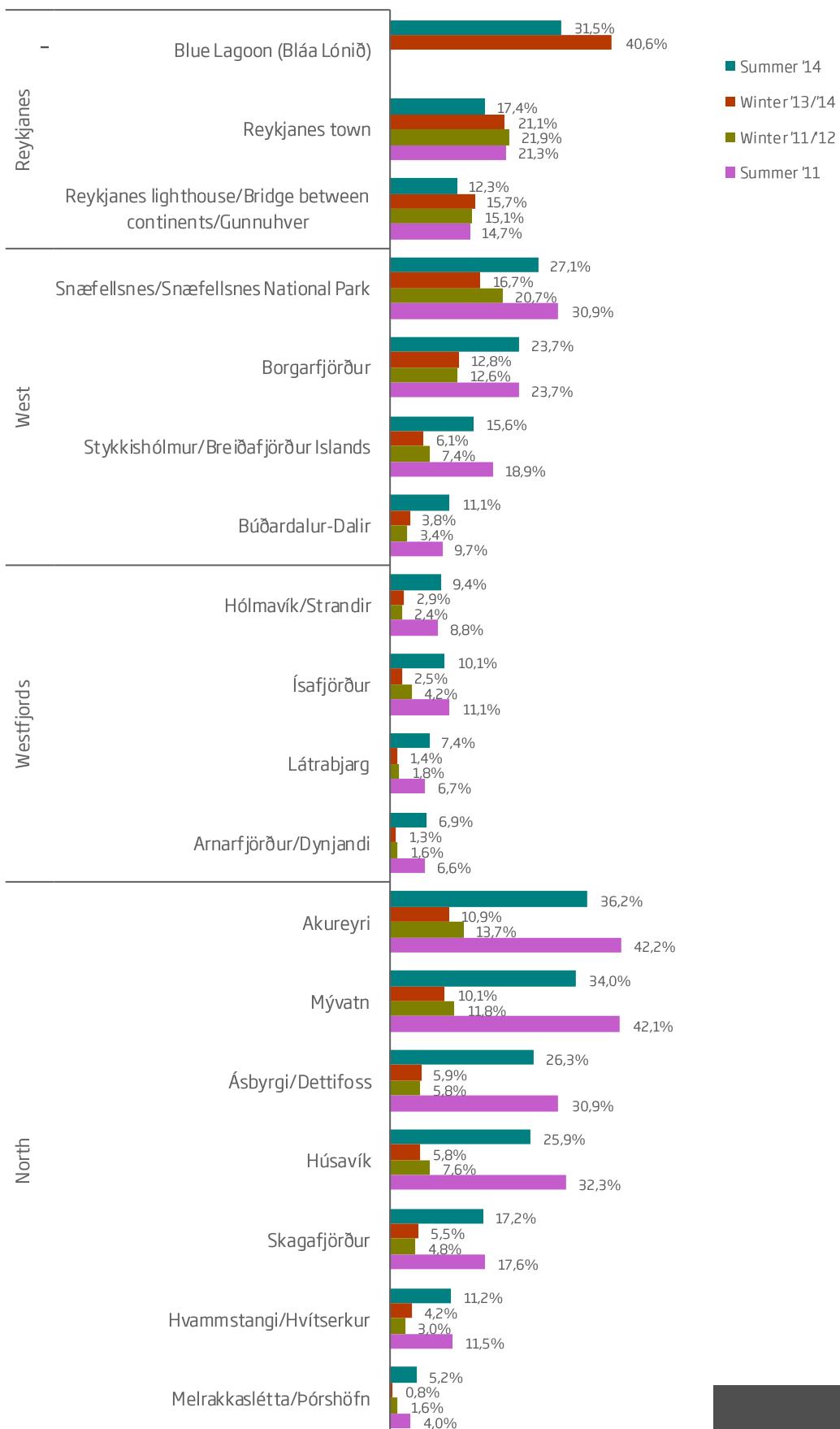
Q. 75. Did you visit any of the following sites/regions?

	Count	%	%
	respondents	respondents	responses
Reykjavík and surrounding area	2371	97,0	29,1
South	1481	60,6	18,2
Reykjanes - peninsula	958	39,2	11,7
West	893	36,5	11,0
North	876	35,8	10,7
East	701	28,7	8,6
Interior	529	21,6	6,5
Westfjords	346	14,2	4,2
Number of responses*	8155	333,7	100,0
Number of respondents	2444	93,0	
Did not answer	185	7,0	
Total	2629	100,0	

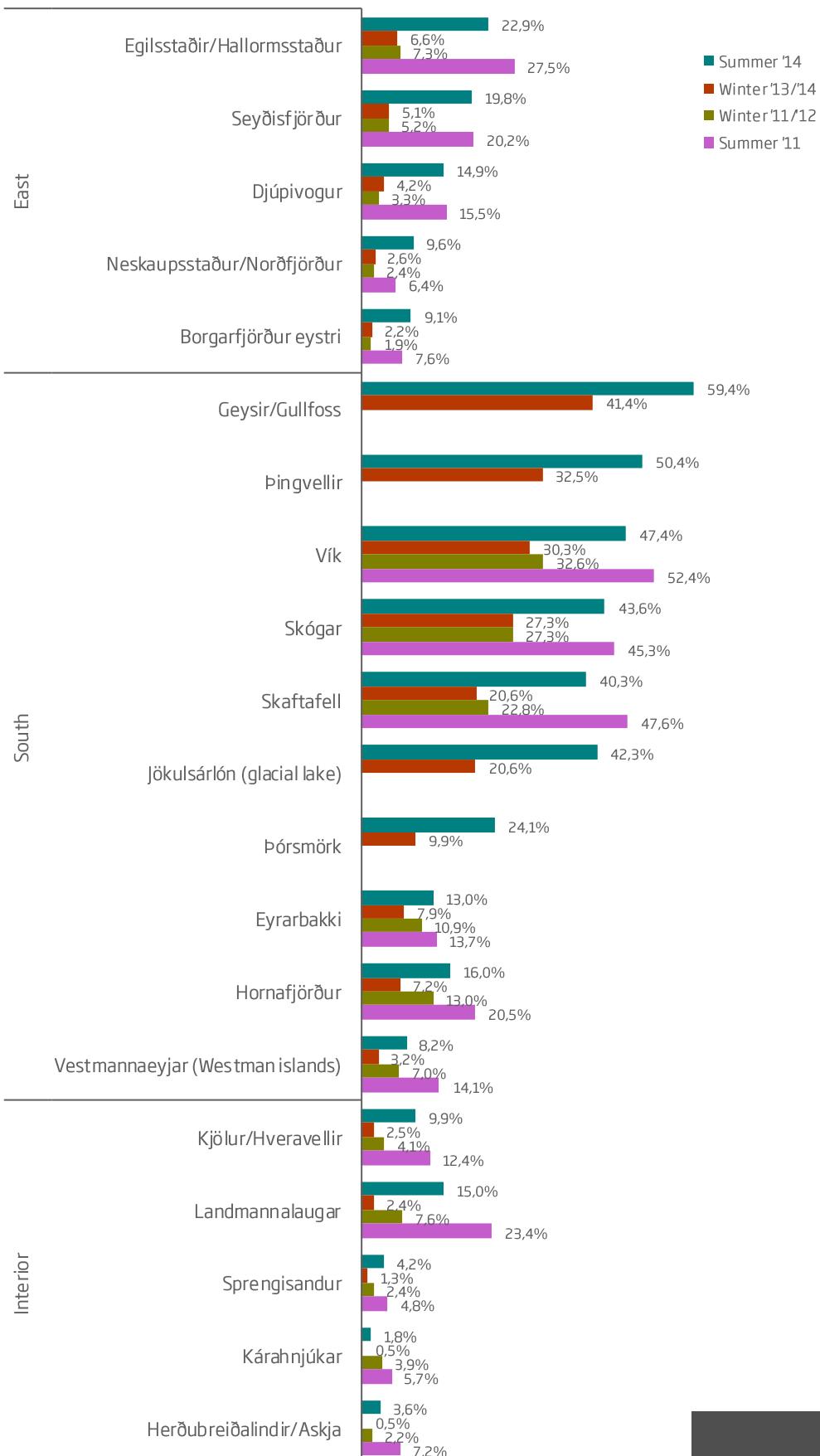
*There are more responses than respondents as it was possible to select more than one answer.



SITES/REGIONS VISITED



SITES/REGIONS VISITED



SITES/REGIONS VISITED



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

		Reykjavík and surrounding area		Reykjanes - peninsula		West		North		East		Interior	West- fjords
		Number of answers	Count	%	%	%	%	%	%	%	%	%	%
Total		2444											
Gender													
Male		1189	96,1	63,6	42,2	39,6	38,4	32,5	24,0	16,4			
Female		1226	97,9	58,0	36,1	33,6	33,4	24,9	19,3	11,8			
Age													
24 years and younger		350	98,0	59,4	36,3	34,6	29,7	23,4	22,0	12,3			
25-34 years		766	98,2	65,7	40,5	40,1	37,6	30,3	20,6	16,6			
35-44 years		434	97,5	55,1	38,7	30,4	32,5	26,3	22,1	10,4			
45-54 years		369	93,5	58,8	40,4	34,4	38,2	28,5	19,8	13,3			
55 years and older		466	96,8	59,9	39,7	39,7	39,7	32,2	24,2	15,9			
What is your profession?													
Managerial		287	96,2	65,9	39,0	34,1	35,5	29,3	24,0	14,3			
Professionals (dr./lawyer/account. etc.)		545	97,4	61,3	40,2	34,5	34,3	26,8	18,3	11,7			
Other professionals		319	96,9	58,9	45,5	33,5	34,2	27,0	25,1	14,4			
Teacher/Medical care		309	94,8	57,6	35,3	35,6	38,5	33,7	19,1	16,2			
Clerical/Service		138	97,8	61,6	33,3	32,6	37,7	29,0	22,5	11,6			
Vocational/Technical		118	95,8	61,9	33,1	33,9	38,1	29,7	28,8	15,3			
Unskilled		13	100,0	61,5	38,5	53,8	30,8	38,5	15,4	30,8			
Student		374	97,9	59,9	36,9	37,4	32,9	24,1	21,4	12,0			
Retired/Homemaker		188	98,9	61,7	41,0	48,4	44,7	38,3	23,4	19,1			
Artist/Musician/Actor etc.		38	89,5	52,6	36,8	36,8	15,8	18,4	13,2	21,1			
Other		94	100,0	58,5	48,9	47,9	42,6	29,8	22,3	18,1			
Household income													
High		989	97,8	58,4	41,0	32,2	31,1	25,8	18,2	13,4			
Average		864	97,7	59,0	35,9	37,5	35,8	28,2	21,5	13,9			
Low		498	95,0	67,3	41,2	42,8	43,2	33,3	27,7	16,5			
Market area													
Central/Southern Europe		795	96,1	78,1	42,9	49,3	57,7	48,3	36,0	20,9			
North America		682	98,2	53,1	36,8	32,3	22,9	18,9	14,8	13,2			
Scandinavia		501	96,6	45,1	36,9	29,1	24,4	16,2	11,8	7,0			
Britain		250	96,4	48,0	34,8	22,0	22,4	14,4	14,4	8,4			
Asia		36	100,0	77,8	38,9	19,4	36,1	25,0	19,4	8,3			
Transportation													
Airline		2285	97,9	58,1	38,5	33,5	31,5	23,9	19,3	11,9			
M/S Norröna		159	84,9	96,9	49,7	79,9	98,1	97,5	56,0	46,5			

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/regions?

		Reykjavík and surrounding area		Reykjanes - peninsula		West		North		East		Interior	West- fjords
	Number of answers	Count	%	South	%	West	%	North	%	East	%	Interior	West- fjords
Total		2444											
Nationality													
American	515	98,1	54,0	35,9	33,4	22,3	19,6	15,0	12,6				
British	216	96,8	45,8	32,9	19,0	18,5	15,3	15,3	9,7				
Swedish	186	98,4	50,0	42,5	33,3	25,8	11,8	14,0	7,0				
German	194	94,3	72,7	46,4	46,4	60,3	46,9	39,2	22,7				
French	177	96,0	85,9	41,8	46,3	51,4	40,7	30,5	23,2				
Canadian	159	98,1	51,6	39,0	31,4	22,6	15,7	13,2	12,6				
Dutch	160	96,3	75,0	43,8	47,5	58,1	48,1	30,6	16,9				
Danish	139	94,2	51,8	33,8	31,7	31,7	28,1	12,2	7,2				
Norwegian	111	96,4	30,6	28,8	20,7	18,0	5,4	9,9	4,5				
Australian	76	100,0	65,8	46,1	36,8	35,5	32,9	27,6	15,8				
Italian	65	96,9	76,9	49,2	55,4	58,5	58,5	43,1	21,5				
Spanish	60	100,0	81,7	41,7	63,3	63,3	56,7	28,3	20,0				
Swiss	46	93,5	78,3	41,3	54,3	71,7	63,0	39,1	26,1				
Belgian	39	92,3	84,6	35,9	48,7	64,1	43,6	38,5	28,2				
Other	301	98,0	63,8	40,9	35,5	36,9	30,6	21,9	13,0				
Type of trip*													
Package tour	317	98,1	33,1	71,6	45,7	52,4	42,0	25,6	14,2				
Individually-arranged tour	1978	96,7	40,5	60,8	36,3	34,7	27,8	21,4	15,0				
Business-arranged tour	96	96,9	36,5	34,4	18,8	12,5	14,6	10,4	3,1				
Purpose of visit*													
Vacation/holiday	2130	97,2	39,7	63,1	38,3	38,0	30,5	22,9	14,9				
Conference/large meeting	110	95,5	37,3	33,6	24,5	21,8	13,6	10,0	8,2				
Business/small meeting	92	95,7	45,7	39,1	20,7	17,4	15,2	14,1	9,8				
Education and training	108	99,1	49,1	69,4	32,4	33,3	26,9	23,1	5,6				
Visiting friends/relatives	228	97,8	37,7	53,1	38,2	32,9	22,8	15,8	16,7				
Business incentives package	11	90,9	36,4	27,3	36,4	9,1	9,1	27,3	9,1				
Temporary employment in Iceland	20	100,0	55,0	60,0	25,0	30,0	20,0	20,0	20,0				
Health/medical treatment	5	100,0	20,0	40,0	40,0	40,0	0,0	0,0	20,0				
Event in Iceland (leisure related)	194	96,4	41,8	53,6	29,9	22,7	15,5	17,5	11,9				

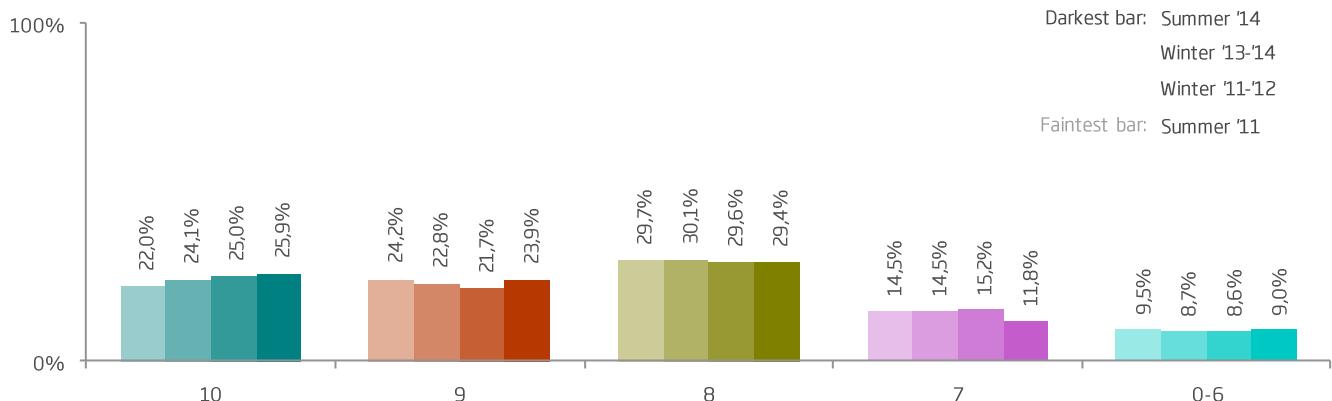
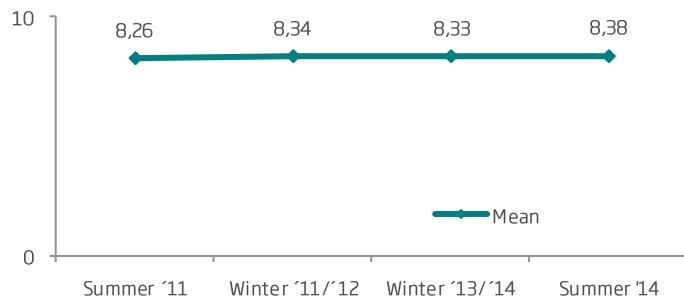
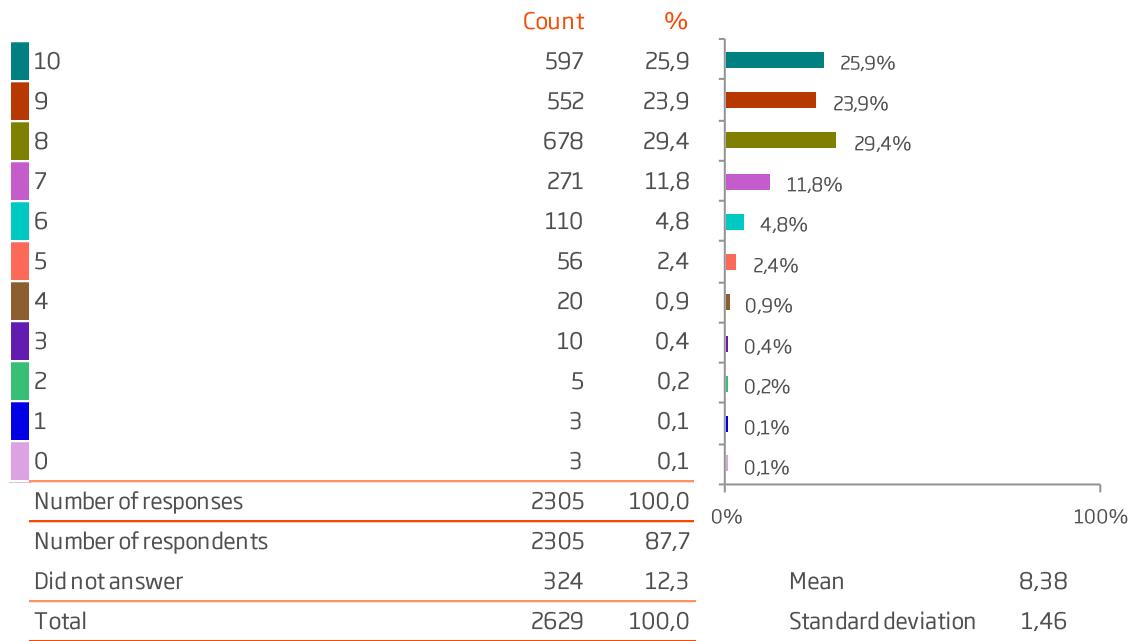
When respondents can choose more than one answer, significance between groups is not calculated.

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

TOURIST INFORMATION AND SIGNPOSTS



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





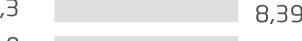
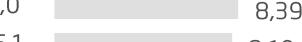
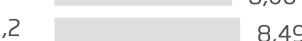
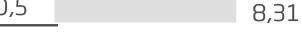
Q. 76. Please rate the tourist information and signposts in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2305	25,9	23,9	29,4	11,8	9,0	
Gender*							8,38
Male	1124	22,7	22,9	32,4	13,0	9,1	
Female	1153	29,3	25,1	26,6	10,3	8,7	
Age							
24 years and younger	335	29,6	20,0	31,0	10,1	9,3	
25-34 years	734	27,9	24,1	26,7	12,4	8,9	
35-44 years	402	26,6	23,9	29,1	11,9	8,5	
45-54 years	340	22,6	27,6	28,5	11,8	9,4	
55 years and older	438	21,2	24,0	34,2	11,0	9,6	
What is your profession?							
Managerial	260	18,5	25,8	35,4	14,2	6,2	
Professionals (dr./lawyer/account. etc.)	528	28,0	25,0	30,3	9,1	7,6	
Other professionals	299	23,7	23,7	30,1	12,7	9,7	
Teacher/Medical care	296	25,7	24,3	29,7	10,1	10,1	
Clerical/Service	128	28,9	20,3	27,3	14,8	8,6	
Vocational/Technical	108	25,9	25,0	29,6	9,3	10,2	
Unskilled	12	25,0	41,7	25,0	8,3	0,0	
Student	353	30,6	20,7	24,6	13,0	11,0	
Retired/Homemaker	177	20,9	27,1	29,9	12,4	9,6	
Artist/Musician/Actor etc.	36	36,1	19,4	22,2	19,4	2,8	
Other	89	24,7	21,3	30,3	12,4	11,2	
Household income							
High	930	24,8	24,7	30,5	12,3	7,6	
Average	818	27,5	23,5	28,9	9,8	10,4	
Low	468	24,6	23,5	28,6	14,5	8,8	
Market area*							
Central/Southern Europe	765	19,0	22,7	34,2	15,0	9,0	
North America	645	36,6	26,0	24,0	7,1	6,2	
Scandinavia	457	21,7	22,5	30,6	13,3	11,8	
Britain	227	28,6	22,5	27,8	11,0	10,1	
Asia	35	20,0	22,9	31,4	14,3	11,4	
Other	176	25,6	27,3	26,7	10,8	9,7	
Transportation*							
Airline	2148	26,4	24,1	28,9	11,7	8,8	
M/S Norröna	157	18,5	21,7	36,3	12,7	10,8	

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



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

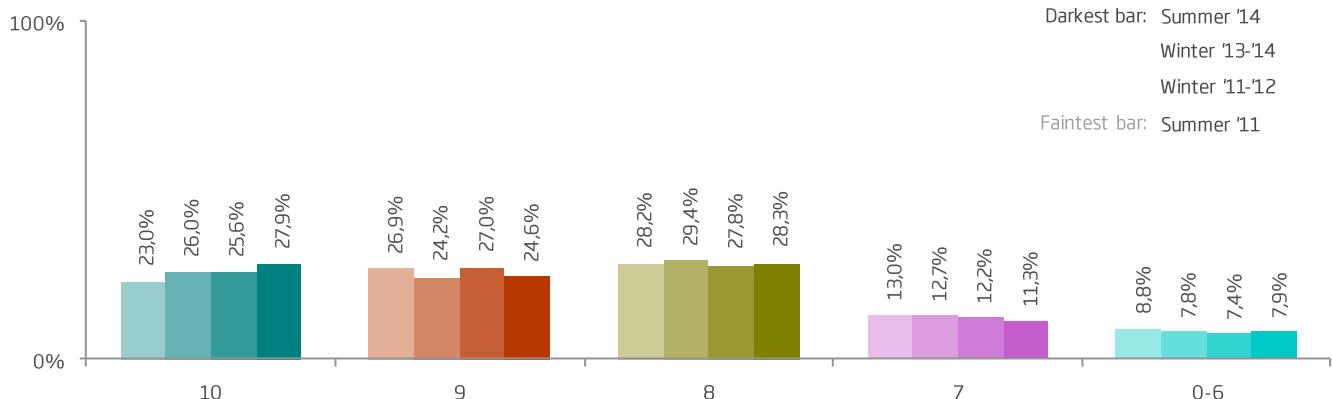
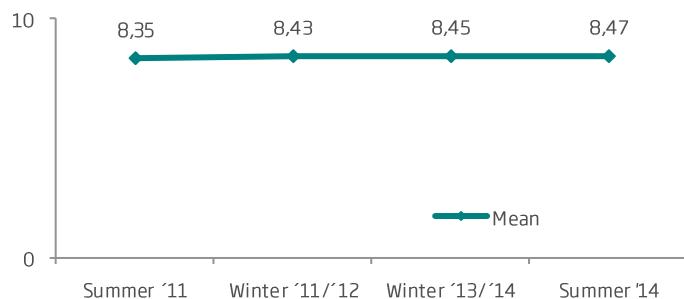
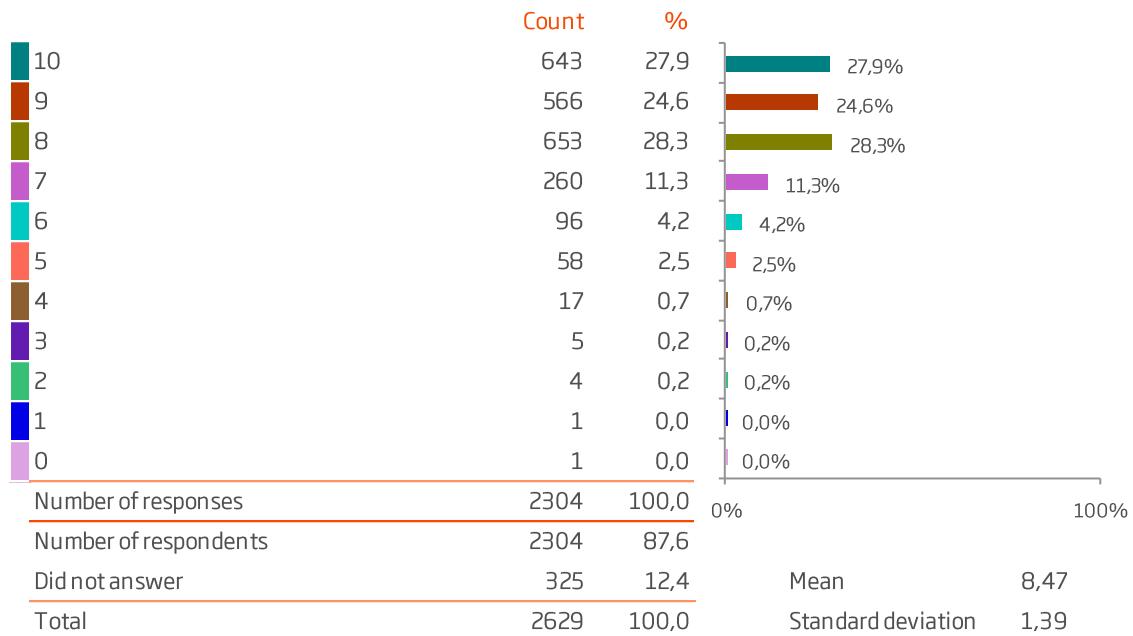
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2305	25,9	23,9	29,4	11,8	9,0	 8,38
Nationality*							
American	488	40,2	24,8	21,7	7,2	6,1	 8,81
British	194	24,7	23,7	29,4	12,4	9,8	 8,34
Swedish	173	25,4	19,1	27,7	15,6	12,1	 8,17
German	183	24,6	23,5	31,7	10,9	9,3	 8,32
French	172	15,7	19,8	29,7	20,9	14,0	 7,90
Canadian	152	28,9	29,6	30,3	5,3	5,9	 8,66
Dutch	150	7,3	23,3	45,3	18,7	5,3	 8,09
Danish	123	20,3	22,0	35,0	13,0	9,8	 8,20
Norwegian	100	18,0	26,0	31,0	11,0	14,0	 8,18
Australian	75	14,7	28,0	33,3	12,0	12,0	 8,11
Italian	64	26,6	20,3	29,7	14,1	9,4	 8,22
Spanish	58	12,1	20,7	31,0	19,0	17,2	 7,76
Swiss	45	24,4	22,2	33,3	8,9	11,1	 8,36
Belgian	39	0,0	30,8	46,2	12,8	10,3	 7,95
Other	289	32,2	25,6	26,0	9,7	6,6	 8,60
Type of trip*							
Package tour	303	24,1	21,8	33,7	13,2	7,3	 8,39
Individually-arranged tour	1894	25,9	24,3	29,3	11,5	9,0	 8,39
Business-arranged tour	73	23,3	19,2	28,8	13,7	15,1	 8,10
Purpose of visit*							
Vacation/holiday	2029	25,8	24,6	30,2	11,1	8,3	 8,41
Conference/large meeting	99	12,1	36,4	22,2	16,2	13,1	 8,06
Business/small meeting	76	26,3	25,0	34,2	5,3	9,2	 8,49
Education and training	102	32,4	21,6	21,6	13,7	10,8	 8,44
Visiting friends/relatives	211	28,9	20,4	29,4	12,3	9,0	 8,42
Business incentives package	13	23,1	23,1	38,5	0,0	15,4	 8,23
Temporary employment in Iceland	18	22,2	5,6	33,3	22,2	16,7	 7,89
Health/medical treatment	5	20,0	20,0	40,0	0,0	20,0	 7,20
Event in Iceland (leisure related)	181	26,5	21,5	26,5	14,9	10,5	 8,31

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

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

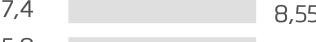
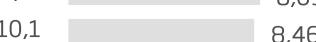
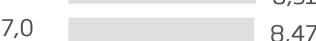
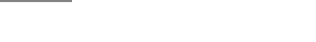


Q.77. Please rate the accessibility (paths, viewpoints and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.





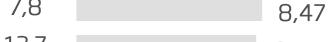
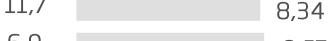
Q.77. Please rate the accessibility (paths, viewpoints and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2304	27,9	24,6	28,3	11,3	7,9	 8,47
Gender*							
Male	1123	23,9	25,9	30,6	12,3	7,3	 8,41
Female	1153	32,1	23,2	26,4	10,1	8,3	 8,55
Age*							
24 years and younger	332	31,0	21,1	28,6	10,5	8,7	 8,48
25-34 years	735	29,0	25,0	27,8	11,0	7,2	 8,55
35-44 years	407	31,7	24,6	24,8	12,5	6,4	 8,56
45-54 years	337	28,5	23,1	31,8	7,7	8,9	 8,49
55 years and older	436	21,1	26,4	30,5	13,1	8,9	 8,28
What is your profession?							
Managerial	261	22,2	27,2	32,2	13,0	5,4	 8,42
Professionals (dr./lawyer/account. etc.)	529	28,5	27,2	27,2	9,6	7,4	 8,55
Other professionals	293	28,7	22,2	31,1	12,3	5,8	 8,52
Teacher/Medical care	298	30,2	22,5	27,2	11,7	8,4	 8,48
Clerical/Service	126	31,0	21,4	30,2	11,1	6,3	 8,56
Vocational/Technical	109	27,5	25,7	30,3	8,3	8,3	 8,50
Unskilled	13	30,8	38,5	23,1	0,0	7,7	 8,69
Student	357	31,7	20,7	25,5	12,0	10,1	 8,46
Retired/Homemaker	180	21,7	26,7	27,2	12,8	11,7	 8,22
Artist/Musician/Actor etc.	34	32,4	23,5	29,4	8,8	5,9	 8,68
Other	85	22,4	29,4	28,2	11,8	8,2	 8,40
Household income							
High	931	27,3	27,0	27,2	10,8	7,7	 8,51
Average	815	28,1	22,9	30,6	11,4	7,0	 8,47
Low	466	28,3	22,3	27,9	12,9	8,6	 8,42
Market area*							
Central/Southern Europe	774	19,9	22,5	33,6	14,1	9,9	 8,20
North America	640	38,8	28,9	20,9	6,6	4,8	 8,86
Scandinavia	448	23,2	23,4	29,0	15,2	9,2	 8,32
Britain	229	33,2	19,7	31,0	8,3	7,9	 8,55
Asia	36	13,9	36,1	25,0	19,4	5,6	 8,25
Other	177	31,6	24,9	27,7	8,5	7,3	 8,62
Transportation*							
Airline	2149	28,3	24,9	27,9	11,4	7,5	 8,50
M/S Norröna	155	21,9	20,0	34,8	10,3	12,9	 8,10

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



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2304	27,9	24,6	28,3	11,3	7,9	
Nationality*							
American	486	42,4	28,6	18,1	5,8	5,1	
British	197	33,0	19,3	31,5	9,1	7,1	
Swedish	171	24,6	18,1	26,9	21,1	9,4	
German	186	25,8	25,3	27,4	8,1	13,4	
French	174	19,5	16,1	36,2	17,2	10,9	
Canadian	148	31,8	28,4	30,4	5,4	4,1	
Dutch	149	7,4	18,8	47,7	21,5	4,7	
Danish	124	23,4	25,8	31,5	12,9	6,5	
Norwegian	100	23,0	28,0	28,0	11,0	10,0	
Australian	75	22,7	25,3	36,0	12,0	4,0	
Italian	65	24,6	27,7	23,1	10,8	13,8	
Spanish	58	13,8	13,8	29,3	24,1	19,0	
Swiss	45	15,6	20,0	33,3	20,0	11,1	
Belgian	39	0,0	35,9	51,3	5,1	7,7	
Other	287	31,4	29,6	23,0	8,7	7,3	
Type of trip*							
Package tour	310	26,5	24,5	32,3	9,7	7,1	
Individually-arranged tour	1890	27,8	24,7	28,1	11,5	7,8	
Business-arranged tour	71	19,7	22,5	31,0	14,1	12,7	
Purpose of visit*							
Vacation/holiday	2032	28,4	24,9	28,5	10,9	7,4	
Conference/large meeting	92	10,9	31,5	33,7	12,0	12,0	
Business/small meeting	77	26,0	23,4	29,9	9,1	11,7	
Education and training	102	30,4	25,5	26,5	10,8	6,9	
Visiting friends/relatives	212	29,7	22,2	25,9	12,3	9,9	
Business incentives package	13	23,1	23,1	15,4	23,1	15,4	
Temporary employment in Iceland	18	22,2	16,7	33,3	16,7	11,1	
Health/medical treatment	5	20,0	0,0	60,0	0,0	20,0	
Event in Iceland (leisure related)	181	26,5	21,5	29,3	12,7	9,9	

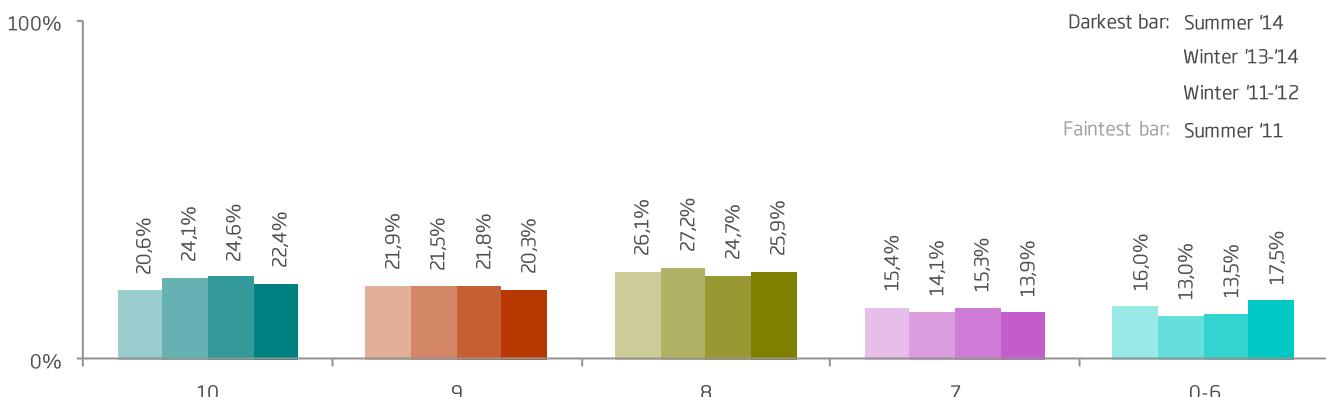
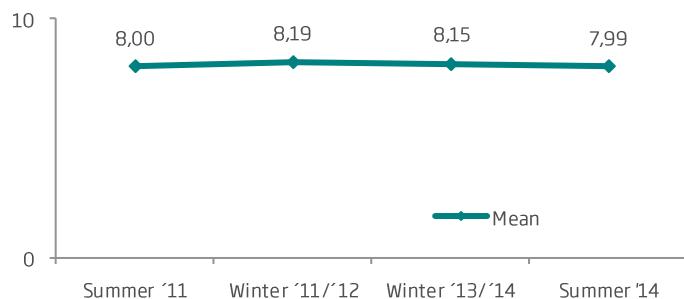
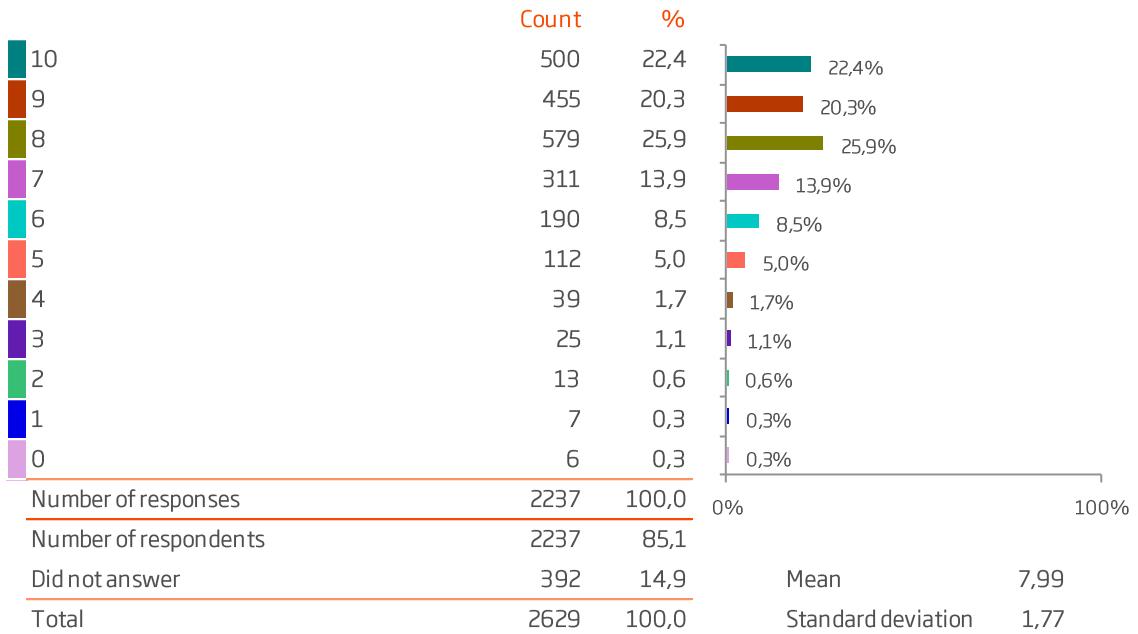
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

SANITARY FACILITIES



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



SANITARY FACILITIES



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2237	22,4	20,3	25,9	13,9	17,5	
Gender*							
Male	1090	18,8	19,7	27,1	16,0	18,4	
Female	1119	26,0	20,5	24,8	12,1	16,6	
Age*							
24 years and younger	318	23,3	15,1	24,8	16,7	20,1	
25-34 years	715	24,9	20,4	26,4	12,6	15,7	
35-44 years	398	25,1	20,6	25,9	14,3	14,1	
45-54 years	327	20,2	20,2	26,9	12,2	20,5	
55 years and older	424	16,7	22,6	25,5	15,1	20,0	
What is your profession?*							
Managerial	255	21,6	18,8	29,4	12,2	18,0	
Professionals (dr./lawyer/account. etc.)	507	24,3	23,7	25,0	12,2	14,8	
Other professionals	290	20,0	21,0	29,3	14,5	15,2	
Teacher/Medical care	287	20,2	22,0	26,5	14,6	16,7	
Clerical/Service	125	26,4	12,8	28,8	16,8	15,2	
Vocational/Technical	104	23,1	17,3	28,8	12,5	18,3	
Unskilled	13	38,5	7,7	30,8	7,7	15,4	
Student	347	25,4	17,3	19,3	16,1	21,9	
Retired/Homemaker	173	15,6	23,1	24,3	12,7	24,3	
Artist/Musician/Actor etc.	34	29,4	17,6	26,5	14,7	11,8	
Other	85	18,8	18,8	28,2	16,5	17,6	
Household income							
High	911	20,1	22,2	26,8	13,9	17,0	
Average	797	24,1	19,9	26,1	13,4	16,4	
Low	441	23,1	17,0	25,6	13,6	20,6	
Market area*							
Central/Southern Europe	749	17,2	17,8	28,6	17,0	19,5	
North America	633	31,4	23,9	22,0	10,3	12,5	
Scandinavia	427	19,0	16,2	29,0	13,8	22,0	
Britain	222	20,7	21,2	26,1	15,8	16,2	
Asia	35	14,3	25,7	17,1	14,3	28,6	
Other	171	23,4	26,9	22,2	11,7	15,8	
Transportation*							
Airline	2086	23,1	20,5	26,0	13,8	16,6	
M/S Norröna	151	12,6	17,9	24,5	15,2	29,8	

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

SANITARY FACILITIES



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2237	22,4	20,3	25,9	13,9	17,5	
Nationality*							
American	480	35,2	24,0	20,2	9,4	11,3	
British	195	19,0	24,6	25,6	15,4	15,4	
Swedish	163	19,6	17,2	27,0	15,3	20,9	
German	180	20,0	17,2	22,2	15,6	25,0	
French	166	19,9	10,8	28,3	19,9	21,1	
Canadian	147	23,8	21,1	29,9	10,2	15,0	
Dutch	143	4,9	13,3	42,0	23,1	16,8	
Danish	114	17,5	11,4	29,8	17,5	23,7	
Norwegian	98	23,5	21,4	24,5	10,2	20,4	
Australian	71	11,3	31,0	26,8	12,7	18,3	
Italian	63	19,0	19,0	20,6	15,9	25,4	
Spanish	55	20,0	16,4	29,1	23,6	10,9	
Swiss	45	11,1	15,6	42,2	4,4	26,7	
Belgian	39	2,6	33,3	30,8	12,8	20,5	
Other	278	25,5	24,5	21,6	11,9	16,5	
Type of trip*							
Package tour	304	18,4	20,4	26,0	17,4	17,8	
Individually-arranged tour	1832	22,7	20,1	25,5	14,1	17,6	
Business-arranged tour	71	15,5	21,1	35,2	7,0	21,1	
Purpose of visit*							
Vacation/holiday	1971	22,1	20,8	25,9	14,2	17,0	
Conference/large meeting	90	11,1	22,2	25,6	18,9	22,2	
Business/small meeting	75	25,3	13,3	36,0	12,0	13,3	
Education and training	104	27,9	23,1	17,3	12,5	19,2	
Visiting friends/relatives	204	27,5	14,2	28,9	11,8	17,6	
Business incentives package	13	23,1	15,4	46,2	7,7	7,7	
Temporary employment in Iceland	16	12,5	18,8	18,8	25,0	25,0	
Health/medical treatment	5	20,0	0,0	20,0	40,0	20,0	
Event in Iceland (leisure related)	177	24,3	15,3	26,6	14,7	19,2	

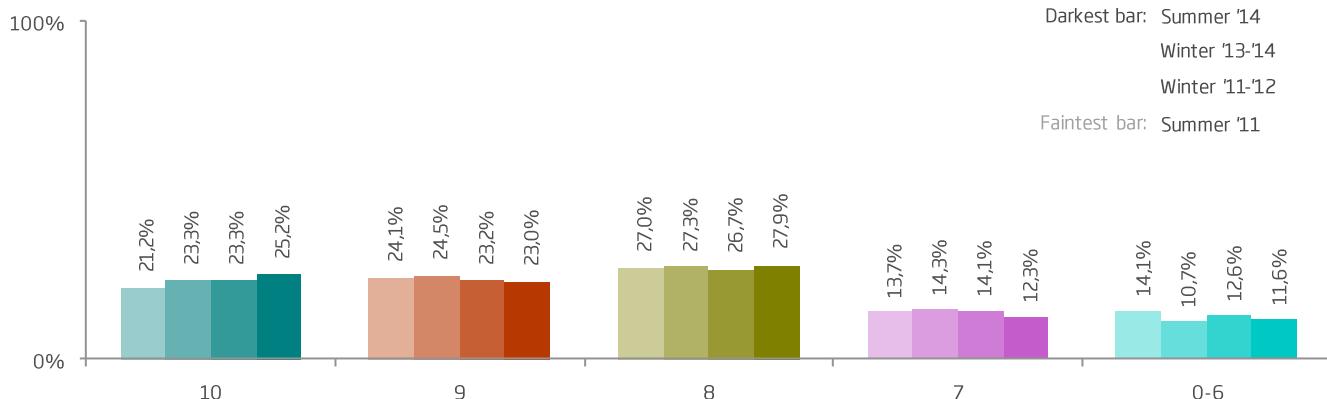
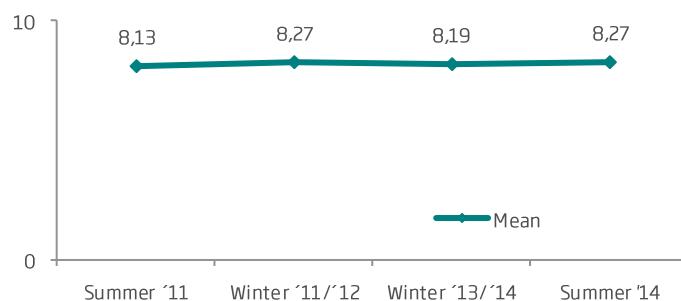
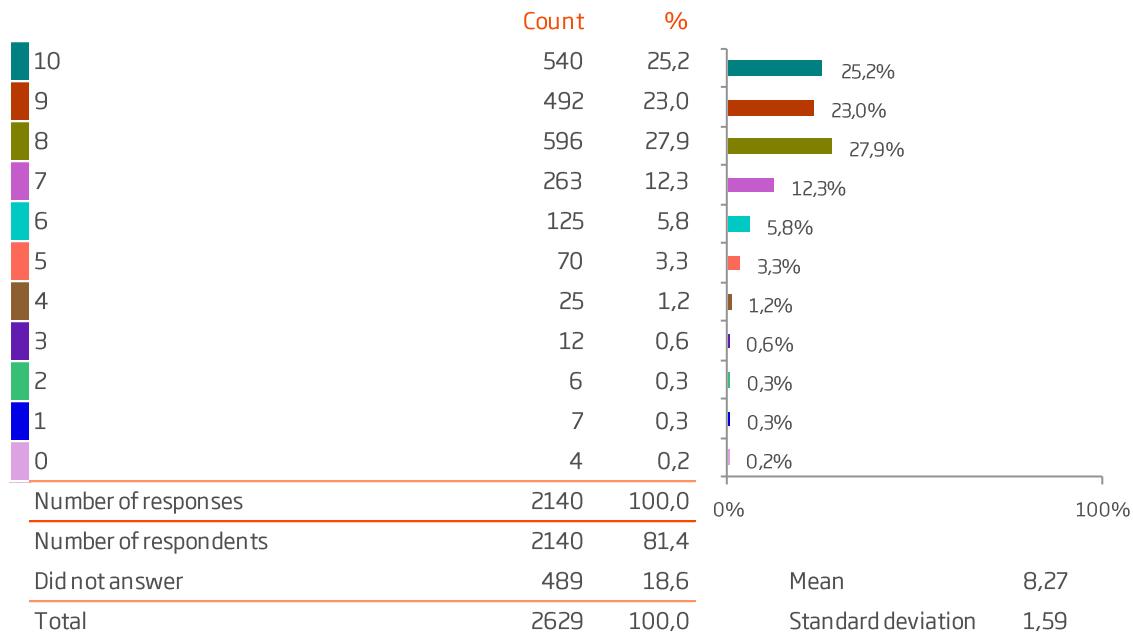
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

SECURITY FACTORS



Q.79. Please rate the security factors (warning signs, hazard zones, definitions and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



SECURITY FACTORS



Q. 79. Please rate the security factors (warning signs, hazard zones, definitions and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2140	25,2	23,0	27,9	12,3	11,6	8,27
Gender							
Male	1067	22,0	22,6	31,4	13,2	10,8	8,22
Female	1049	28,8	23,3	24,5	11,2	12,3	8,33
Age							
24 years and younger	306	28,4	20,9	26,1	10,5	14,1	8,24
25-34 years	704	25,1	24,7	25,9	14,9	9,4	8,34
35-44 years	372	27,4	22,8	28,2	11,6	9,9	8,39
45-54 years	314	26,1	21,0	28,3	10,5	14,0	8,19
55 years and older	389	20,3	23,1	31,9	11,1	13,6	8,11
What is your profession?							
Managerial	239	21,8	23,8	29,3	14,2	10,9	8,21
Professionals (dr./lawyer/account. etc.)	496	25,6	24,8	27,2	11,9	10,5	8,34
Other professionals	275	23,3	23,3	28,4	14,2	10,9	8,29
Teacher/Medical care	276	24,6	22,1	31,2	10,9	11,2	8,24
Clerical/Service	114	28,9	17,5	27,2	14,0	12,3	8,26
Vocational/Technical	105	22,9	26,7	28,6	10,5	11,4	8,31
Unskilled	13	30,8	30,8	30,8	0,0	7,7	8,69
Student	338	29,0	22,2	21,9	12,7	14,2	8,24
Retired/Homemaker	154	20,8	24,7	28,6	10,4	15,6	8,08
Artist/Musician/Actor etc.	34	32,4	11,8	41,2	8,8	5,9	8,53
Other	80	28,8	20,0	31,3	11,3	8,8	8,39
Household income							
High	859	22,9	23,4	28,8	12,3	12,6	8,21
Average	765	26,3	23,3	27,5	11,5	11,5	8,30
Low	432	27,3	21,1	28,5	13,4	9,7	8,32
Market area*							
Central/Southern Europe	735	21,6	20,8	31,3	15,6	10,6	8,18
North America	592	31,8	25,8	24,0	8,4	10,0	8,51
Scandinavia	412	21,1	23,1	27,4	12,1	16,3	8,02
Britain	203	25,1	18,7	31,0	11,8	13,3	8,15
Asia	33	18,2	21,2	21,2	24,2	15,2	7,85
Other	165	29,7	27,9	24,8	9,7	7,9	8,60
Transportation							
Airline	1986	25,4	23,2	27,5	12,2	11,7	8,28
M/S Norröna	154	23,4	20,8	31,8	13,6	10,4	8,15

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

SECURITY FACTORS



Q. 79. Please rate the security factors (warning signs, hazard zones, definitions and the like) in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2140	25,2	23,0	27,9	12,3	11,6	 8,27
Nationality*							
American	449	34,1	26,1	21,6	8,2	10,0	 8,56
British	175	24,0	20,0	31,4	11,4	13,1	 8,15
Swedish	153	22,2	22,2	27,5	12,4	15,7	 8,02
German	173	26,0	24,3	27,2	10,4	12,1	 8,32
French	167	17,4	18,6	31,7	19,2	13,2	 7,96
Canadian	133	26,3	23,3	28,6	12,0	9,8	 8,34
Dutch	136	6,6	17,6	46,3	22,8	6,6	 7,91
Danish	115	22,6	18,3	32,2	9,6	17,4	 7,98
Norwegian	95	18,9	29,5	25,3	12,6	13,7	 8,14
Australian	70	18,6	25,7	31,4	11,4	12,9	 8,20
Italian	65	24,6	15,4	24,6	20,0	15,4	 7,97
Spanish	58	19,0	19,0	29,3	19,0	13,8	 7,97
Swiss	44	29,5	25,0	27,3	11,4	6,8	 8,55
Belgian	36	2,8	30,6	44,4	5,6	16,7	 7,89
Other	271	35,1	25,1	21,0	10,3	8,5	 8,61
Type of trip*							
Package tour	279	22,2	23,3	30,1	11,1	13,3	 8,13
Individually-arranged tour	1771	25,2	22,9	28,1	12,2	11,6	 8,28
Business-arranged tour	61	26,2	18,0	23,0	14,8	18,0	 8,00
Purpose of visit*							
Vacation/holiday	1893	24,9	23,6	28,1	12,3	11,1	 8,29
Conference/large meeting	80	16,3	25,0	27,5	16,3	15,0	 8,01
Business/small meeting	68	32,4	14,7	20,6	19,1	13,2	 8,19
Education and training	99	30,3	29,3	19,2	9,1	12,1	 8,32
Visiting friends/relatives	197	30,5	14,7	30,5	9,1	15,2	 8,22
Business incentives package	11	27,3	18,2	27,3	27,3	0,0	 8,45
Temporary employment in Iceland	17	23,5	0,0	29,4	35,3	11,8	 7,71
Health/medical treatment	5	20,0	0,0	60,0	0,0	20,0	 6,80
Event in Iceland (leisure related)	165	26,1	18,8	27,3	14,5	13,3	 8,18

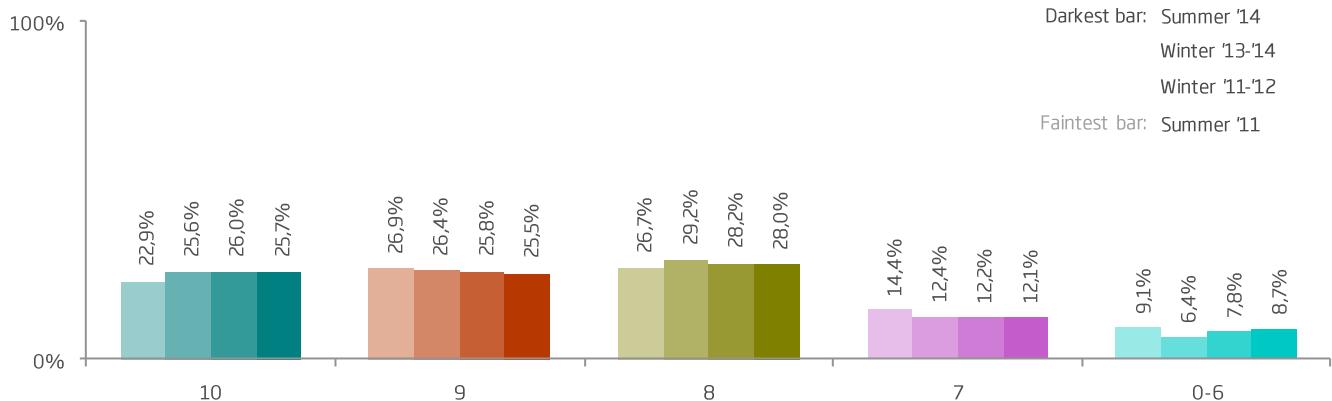
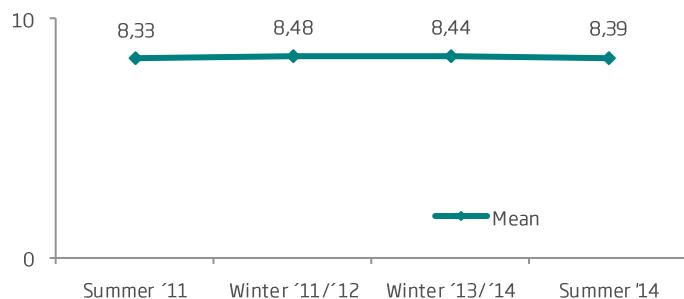
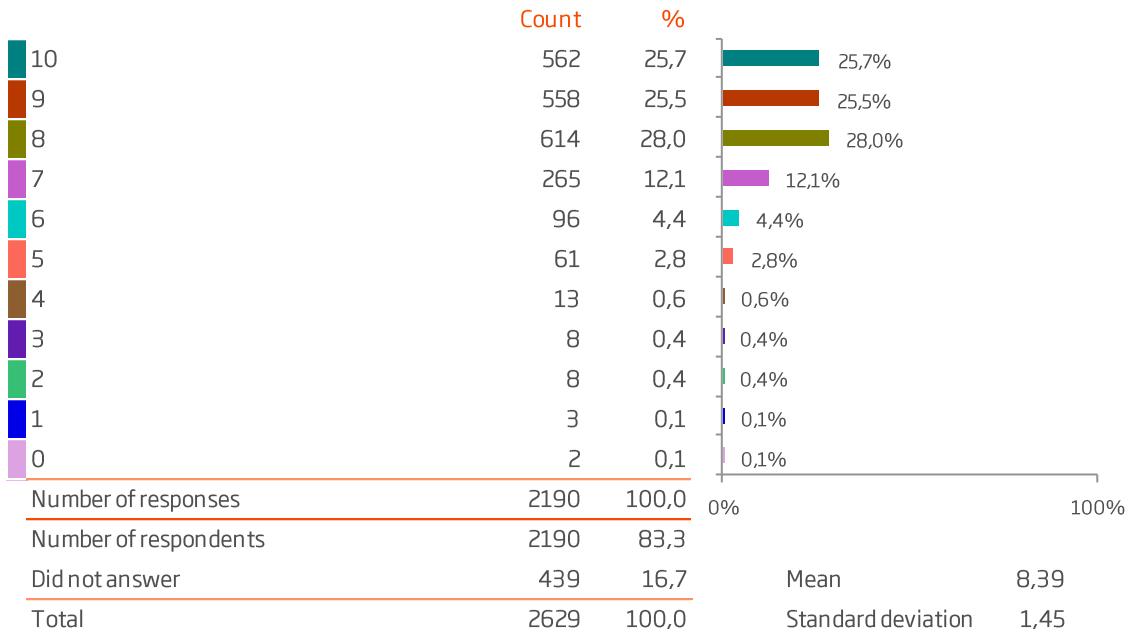
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

CONDUCT OF GUESTS



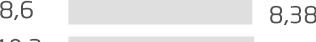
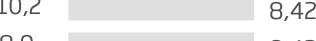
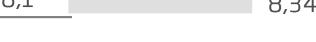
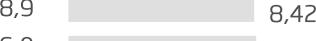
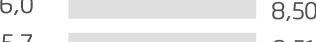
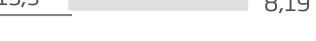
Q.80. Please rate the conduct of guests in connection with tourist sites in general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



CONDUCT OF GUESTS



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2190	25,7	25,5	28,0	12,1	8,7	 8,39
Gender*							
Male	1072	21,9	24,6	30,5	13,3	9,6	 8,27
Female	1090	29,6	26,3	25,5	10,7	7,8	 8,53
Age							
24 years and younger	320	26,9	22,2	32,2	10,3	8,4	 8,41
25-34 years	706	26,3	24,4	26,1	14,6	8,6	 8,38
35-44 years	394	25,4	27,7	27,7	9,1	10,2	 8,42
45-54 years	313	27,2	24,3	30,7	8,9	8,9	 8,42
55 years and older	406	22,9	27,8	27,1	14,0	8,1	 8,34
What is your profession?							
Managerial	255	19,6	28,2	33,3	12,2	6,7	 8,35
Professionals (dr./lawyer/account. etc.)	497	26,4	28,2	26,8	11,5	7,2	 8,52
Other professionals	278	25,9	21,2	26,6	13,7	12,6	 8,18
Teacher/Medical care	280	28,2	26,1	27,1	10,0	8,6	 8,46
Clerical/Service	128	26,6	23,4	27,3	16,4	6,3	 8,42
Vocational/Technical	99	20,2	28,3	26,3	11,1	14,1	 8,18
Unskilled	13	23,1	38,5	23,1	0,0	15,4	 8,00
Student	337	27,6	21,4	31,2	11,0	8,9	 8,42
Retired/Homemaker	167	27,5	26,9	24,6	15,0	6,0	 8,50
Artist/Musician/Actor etc.	35	28,6	22,9	34,3	8,6	5,7	 8,51
Other	85	24,7	25,9	21,2	12,9	15,3	 8,19
Household income							
High	896	24,2	26,7	28,3	13,2	7,6	 8,42
Average	779	27,3	25,2	26,4	12,1	9,0	 8,40
Low	433	25,6	22,9	30,3	10,2	11,1	 8,31
Market area*							
Central/Southern Europe	704	17,0	23,3	29,4	18,5	11,8	 8,03
North America	643	36,1	25,2	26,0	6,8	5,9	 8,73
Scandinavia	419	24,3	25,1	27,2	12,2	11,2	 8,33
Britain	220	28,2	27,3	30,9	8,6	5,0	 8,59
Asia	35	14,3	28,6	37,1	14,3	5,7	 8,26
Other	169	24,3	33,7	26,6	9,5	5,9	 8,59
Transportation*							
Airline	2057	26,2	25,7	27,7	11,9	8,6	 8,42
M/S Norröna	133	18,0	22,6	33,8	15,0	10,5	 8,02

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

CONDUCT OF GUESTS



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2190	25,7	25,5	28,0	12,1	8,7	8,39
Nationality*							
American	488	39,3	24,6	24,4	6,1	5,5	8,81
British	188	28,7	28,7	29,8	8,0	4,8	8,61
Swedish	148	23,6	21,6	25,7	16,9	12,2	8,18
German	156	22,4	28,8	28,2	12,2	8,3	8,38
French	168	12,5	18,5	28,0	23,2	17,9	7,65
Canadian	150	28,7	27,3	30,0	8,0	6,0	8,64
Dutch	133	6,0	12,8	47,4	24,1	9,8	7,72
Danish	122	28,7	25,4	31,1	5,7	9,0	8,54
Norwegian	95	23,2	32,6	18,9	11,6	13,7	8,35
Australian	73	15,1	34,2	30,1	12,3	8,2	8,36
Italian	64	18,8	32,8	20,3	18,8	9,4	8,11
Spanish	56	21,4	21,4	21,4	21,4	14,3	7,98
Swiss	42	11,9	28,6	33,3	16,7	9,5	8,14
Belgian	36	5,6	25,0	27,8	22,2	19,4	7,44
Other	271	27,7	28,4	27,7	10,0	6,3	8,56
Type of trip*							
Package tour	295	24,4	27,8	29,2	11,2	7,5	8,46
Individually-arranged tour	1797	25,5	25,2	28,3	12,2	8,7	8,38
Business-arranged tour	68	19,1	27,9	29,4	8,8	14,7	8,15
Purpose of visit*							
Vacation/holiday	1931	25,5	25,9	28,1	12,0	8,4	8,41
Conference/large meeting	90	17,8	31,1	25,6	15,6	10,0	8,24
Business/small meeting	73	26,0	19,2	27,4	15,1	12,3	8,25
Education and training	97	22,7	25,8	28,9	13,4	9,3	8,32
Visiting friends/relatives	203	29,1	21,2	28,1	10,3	11,3	8,38
Business incentives package	12	25,0	25,0	16,7	16,7	16,7	8,17
Temporary employment in Iceland	16	18,8	6,3	18,8	37,5	18,8	7,25
Health/medical treatment	<5						
Event in Iceland (leisure related)	175	27,4	24,6	25,1	12,0	10,9	8,39

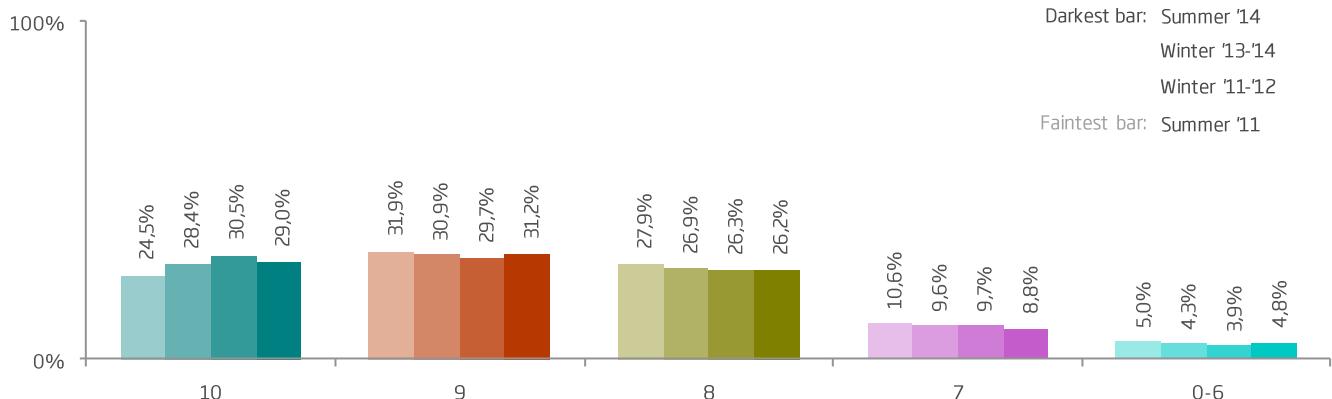
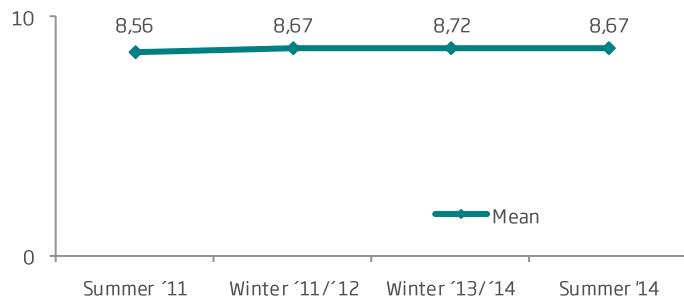
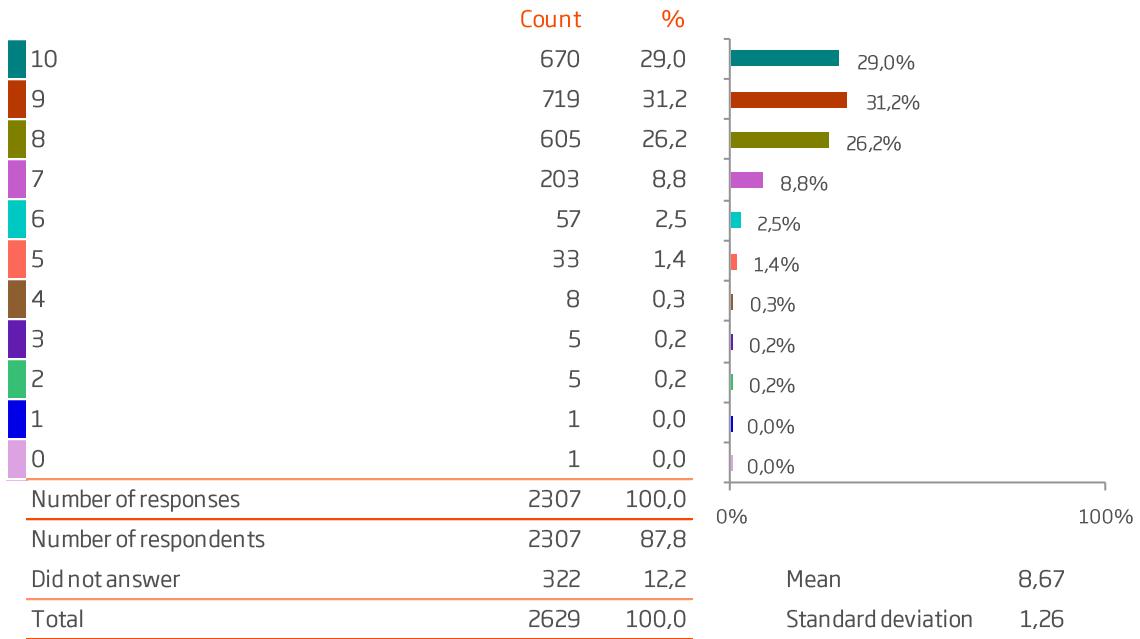
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

GENERAL CONDITIONS OF TOURIST SITES



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



GENERAL CONDITIONS OF TOURIST SITES



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

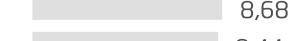
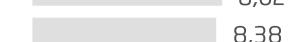
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2307	29,0	31,2	26,2	8,8	4,8	
Gender*							8,67
Male	1126	25,2	31,7	28,7	9,8	4,6	
Female	1153	33,1	30,4	24,0	7,6	4,8	
Age*							
24 years and younger	334	34,1	25,7	27,5	8,4	4,2	
25-34 years	731	30,8	33,0	23,4	9,0	3,8	
35-44 years	416	28,8	31,7	27,2	7,7	4,6	
45-54 years	336	27,7	30,7	28,6	7,4	5,7	
55 years and older	436	23,4	31,2	28,4	10,6	6,4	
What is your profession?							
Managerial	266	27,1	32,7	30,5	6,8	3,0	
Professionals (dr./lawyer/account. etc.)	525	29,9	33,9	23,4	9,0	3,8	
Other professionals	299	27,4	29,4	27,4	11,7	4,0	
Teacher/Medical care	295	26,8	30,5	28,1	7,5	7,1	
Clerical/Service	130	27,7	32,3	28,5	9,2	2,3	
Vocational/Technical	107	25,2	30,8	29,0	6,5	8,4	
Unskilled	12	33,3	33,3	16,7	8,3	8,3	
Student	355	36,9	25,6	24,2	8,7	4,5	
Retired/Homemaker	178	25,3	34,3	24,2	11,2	5,1	
Artist/Musician/Actor etc.	35	31,4	34,3	20,0	8,6	5,7	
Other	88	25,0	31,8	29,5	4,5	9,1	
Household income							
High	939	27,9	32,2	27,3	8,8	3,8	
Average	819	28,9	31,1	25,6	9,3	5,0	
Low	463	31,5	28,5	25,7	7,8	6,5	
Market area*							
Central/Southern Europe	755	20,8	29,7	32,6	12,1	4,9	
North America	658	41,3	31,8	19,9	4,4	2,6	
Scandinavia	450	25,8	28,7	26,0	11,1	8,4	
Britain	234	28,2	35,9	23,9	8,1	3,8	
Asia	36	13,9	36,1	27,8	13,9	8,3	
Other	174	31,0	34,5	25,9	5,2	3,4	
Transportation*							
Airline	2159	29,6	31,6	25,8	8,4	4,6	
M/S Norröna	148	20,3	24,3	33,1	14,9	7,4	

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

GENERAL CONDITIONS OF TOURIST SITES



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
Total	2307	29,0	31,2	26,2	8,8	4,8	
Nationality*							
American	499	45,1	31,5	16,6	4,6	2,2	
British	201	27,9	34,3	25,9	9,5	2,5	
Swedish	170	26,5	26,5	25,3	14,1	7,6	
German	167	24,0	25,7	33,5	10,2	6,6	
French	176	22,7	27,8	33,0	11,4	5,1	
Canadian	153	32,0	32,0	30,1	3,3	2,6	
Dutch	148	5,4	25,7	47,3	17,6	4,1	
Danish	124	28,2	27,4	29,0	7,3	8,1	
Norwegian	101	22,8	36,6	17,8	12,9	9,9	
Australian	74	17,6	37,8	33,8	5,4	5,4	
Italian	65	21,5	36,9	27,7	7,7	6,2	
Spanish	57	21,1	28,1	22,8	19,3	8,8	
Swiss	46	17,4	41,3	26,1	13,0	2,2	
Belgian	39	10,3	30,8	41,0	10,3	7,7	
Other	287	34,1	34,5	20,6	5,9	4,9	
Type of trip*							
Package tour	307	25,4	33,6	29,6	8,1	3,3	
Individually-arranged tour	1894	29,5	30,9	25,8	8,9	5,0	
Business-arranged tour	73	19,2	31,5	28,8	12,3	8,2	
Purpose of visit*							
Vacation/holiday	2035	28,9	31,6	26,1	8,8	4,6	
Conference/large meeting	95	14,7	43,2	23,2	12,6	6,3	
Business/small meeting	79	26,6	32,9	25,3	7,6	7,6	
Education and training	101	33,7	32,7	26,7	5,0	2,0	
Visiting friends/relatives	214	32,2	29,0	22,4	8,9	7,5	
Business incentives package	13	30,8	15,4	30,8	15,4	7,7	
Temporary employment in Iceland	18	22,2	5,6	33,3	33,3	5,6	
Health/medical treatment	5	20,0	20,0	40,0	0,0	20,0	
Event in Iceland (leisure related)	178	30,3	32,0	21,3	9,6	6,7	

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

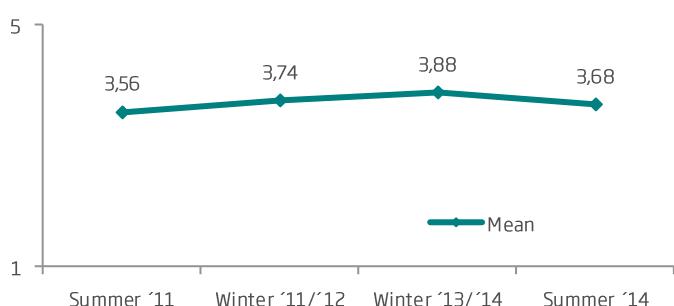
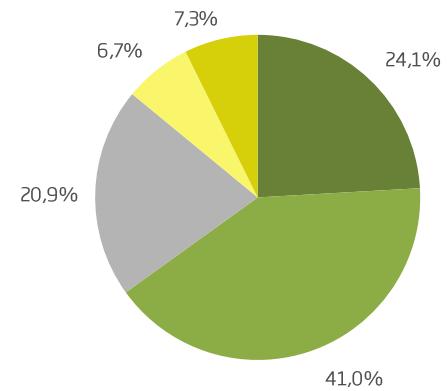
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

IMPORTANCE OF QUALITY CERTIFICATION

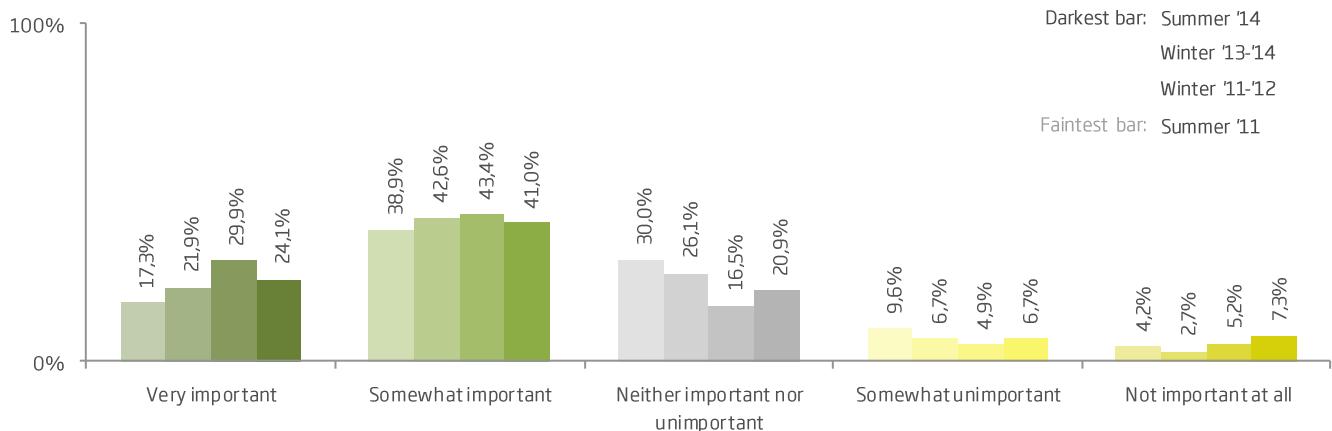


Q.82. How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

	Count	%
Very important (5)	527	24,1
Somewhat important (4)	896	41,0
Neither important or unimportant (3)	457	20,9
Somewhat unimportant (2)	147	6,7
Not important at all (1)	160	7,3
Number of responses	2187	100,0
Number of respondents	2187	83,2
Did not answer	442	16,8
Total	2629	100,0



Mean 3,68
Standard deviation 1,13



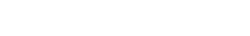
When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

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

IMPORTANCE OF QUALITY CERTIFICATION



Q.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	Important	Neither important nor unimportant	Not important	
	Count	%	%	%	
Total	2187	65,1	20,9	14,0	 3,68
Gender*					
Male	1064	61,1	22,1	16,8	 3,56
Female	1100	69,0	19,5	11,5	 3,79
Age*					
24 years and younger	311	61,4	21,5	17,0	 3,57
25-34 years	681	58,1	26,7	15,1	 3,53
35-44 years	397	65,7	17,9	16,4	 3,64
45-54 years	328	66,8	20,7	12,5	 3,72
55 years and older	418	77,0	13,4	9,6	 3,99
What is your profession?*					
Managerial	257	65,4	21,0	13,6	 3,68
Professionals (dr./lawyer/account. etc.)	501	67,9	18,8	13,4	 3,70
Other professionals	279	64,9	20,8	14,3	 3,63
Teacher/Medical care	272	64,3	22,8	12,9	 3,72
Clerical/Service	129	69,0	20,9	10,1	 3,82
Vocational/Technical	109	55,0	25,7	19,3	 3,43
Unskilled	13	53,8	46,2	0,0	 3,85
Student	328	59,5	22,3	18,3	 3,54
Retired/Homemaker	169	77,5	14,8	7,7	 4,04
Artist/Musician/Actor etc.	33	45,5	33,3	21,2	 3,27
Other	82	59,8	23,2	17,1	 3,48
Household income*					
High	895	69,3	18,4	12,3	 3,76
Average	780	67,2	19,2	13,6	 3,73
Low	435	52,2	29,0	18,9	 3,39
Market area*					
Central/Southern Europe	677	56,4	26,9	16,7	 3,47
North America	630	72,2	14,8	13,0	 3,84
Scandinavia	450	58,0	26,7	15,3	 3,53
Britain	230	71,3	18,3	10,4	 3,86
Asia	36	91,7	5,6	2,8	 4.33
Other	164	78,0	11,0	11,0	 3,93
Transportation*					
Airline	2056	66,1	20,4	13,5	 3,70
M/S Norröna	131	48,1	29,0	22,9	 3,27

*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	Important	Neither important nor unimportant	Not important	
	Count	%	%	%	
Total	2187	65,1	20,9	14,0	
Nationality*					
American	468	70,9	15,6	13,5	
British	194	74,7	17,0	8,2	
Swedish	168	63,7	22,0	14,3	
German	147	39,5	36,7	23,8	
French	155	55,5	29,7	14,8	
Canadian	153	75,8	14,4	9,8	
Dutch	151	67,5	17,9	14,6	
Danish	122	43,4	36,9	19,7	
Norwegian	102	61,8	21,6	16,7	
Australian	71	80,3	8,5	11,3	
Italian	55	58,2	21,8	20,0	
Spanish	56	71,4	17,9	10,7	
Swiss	38	52,6	34,2	13,2	
Belgian	32	62,5	25,0	12,5	
Other	275	69,8	17,8	12,4	
Type of trip*					
Package tour	301	70,4	18,3	11,3	
Individually-arranged tour	1773	64,8	21,2	14,0	
Business-arranged tour	85	57,6	27,1	15,3	
Purpose of visit*					
Vacation/holiday	1905	65,8	20,6	13,6	
Conference/large meeting	100	66,0	18,0	16,0	
Business/small meeting	79	59,5	21,5	19,0	
Education and training	94	66,0	23,4	10,6	
Visiting friends/relatives	193	62,7	23,8	13,5	
Business incentives package	11	9,1	54,5	36,4	
Temporary employment in Iceland	16	56,3	18,8	25,0	
Health/medical treatment	<5				
Event in Iceland (leisure related)	176	64,2	21,0	14,8	

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

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

OTHER COUNTRIES VISITED



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

	Count	%	%
	respondents	respondents	responses
Yes, another European country	404	16,5	14,4
Yes, Scandinavia	216	8,8	7,7
Yes, Britain	213	8,7	7,6
Yes, North America	95	3,9	3,4
Yes, Faroe islands	93	3,8	3,3
Yes, a country outside of Europe/North America	62	2,5	2,2
Yes, Greenland	58	2,4	2,1
No, I only travelled to Iceland	1655	67,5	59,2
Number of responses*	2796	114,0	100,0
Number of respondents	2453	87,7	
Did not answer	343	12,3	
Total	2796	100,0	

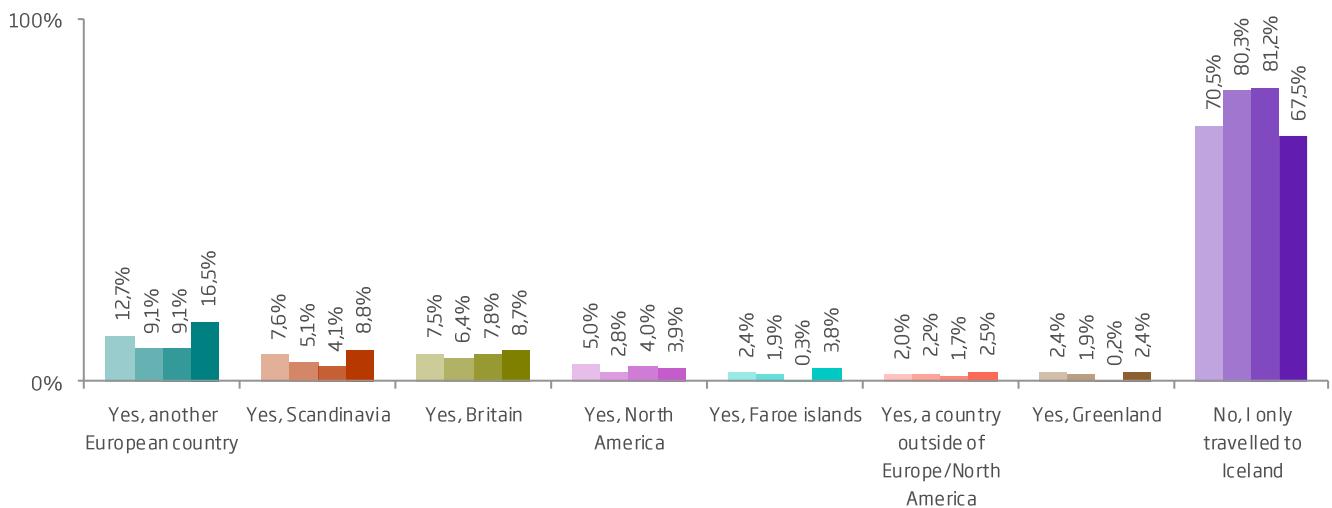
*There are more responses than respondents as it was possible to select more than one answer.

Darkest bar: Summer '14

Winter '13-'14

Winter '11-'12

Faintest bar: Summer '11



OTHER COUNTRIES VISITED



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

	Number of answers	Yes, another European country	Yes, Scandinavia	Yes, Britain	Yes, North America	Yes, Faroe islands	Other countries	No, I only travelled to Iceland
	Count	%	%	%	%	%	%	%
Total	2453							
Gender								
Male	1191	16,7	9,2	8,1	4,3	5,5	4,9	65,9
Female	1233	16,3	8,1	9,1	3,2	2,3	4,6	69,0
Age								
24 years and younger	351	19,4	7,4	8,0	3,7	0,3	3,4	68,7
25-34 years	767	15,5	8,7	8,6	3,7	2,0	4,0	69,6
35-44 years	438	18,5	5,7	9,8	3,2	2,5	7,5	66,2
45-54 years	371	13,7	8,4	6,5	3,8	4,9	4,3	72,8
55 years and older	466	16,3	13,3	10,7	4,9	10,3	4,3	59,2
What is your profession?								
Managerial	286	15,4	7,7	6,6	5,2	4,2	4,5	67,1
Professionals (dr./lawyer/account. etc.)	552	16,5	10,1	10,1	3,3	2,9	5,3	66,8
Other professionals	319	17,2	8,5	6,9	5,3	2,2	6,9	69,3
Teacher/Medical care	308	18,8	9,1	10,1	1,9	4,5	5,5	62,3
Clerical/Service	141	8,5	4,3	4,3	0,7	2,8	0,7	84,4
Vocational/Technical	115	11,3	10,4	8,7	3,5	5,2	1,7	69,6
Unskilled	13	15,4	15,4	15,4	7,7	0,0	7,7	76,9
Student	376	18,9	5,6	7,7	3,7	1,1	4,0	69,1
Retired/Homemaker	190	22,1	15,8	10,5	7,9	15,3	6,8	51,6
Artist/Musician/Actor etc.	38	2,6	7,9	15,8	2,6	0,0	5,3	76,3
Other	94	12,8	7,4	8,5	2,1	1,1	2,1	75,5
Household income								
High	991	18,9	10,7	10,6	3,7	2,3	5,2	65,4
Average	871	16,4	9,3	8,5	3,8	3,6	5,2	66,5
Low	496	11,7	5,0	5,6	4,6	6,3	3,6	73,0
Market area								
Central/Southern Europe	797	8,7	5,5	2,8	3,1	7,2	3,0	77,3
North America	685	29,9	13,6	14,5	2,0	0,6	4,1	53,1
Scandinavia	506	3,4	2,4	0,8	4,2	4,2	4,2	83,2
Britain	250	3,2	2,4	1,6	6,0	1,6	3,2	86,4
Asia	36	38,9	38,9	27,8	5,6	0,0	22,2	8,3
Transportation								
Airline	2294	15,9	8,3	9,2	4,1	0,6	5,0	69,8
M/S Norröna	159	25,2	15,7	1,3	0,6	50,3	1,9	34,0

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, Scandinavia	Yes, Britain	Yes, North America	Yes, Faroe islands	Other countries	No, I only travelled to Iceland
	Count	%	%	%	%	%	%	%
Total	2453							
Nationality								
American	517	28,0	12,4	12,8	2,5	0,8	4,3	56,7
British	216	4,6	3,2	4,6	6,0	1,9	2,8	83,3
Swedish	188	5,9	2,1	0,0	2,1	0,5	1,1	88,8
German	192	9,9	4,2	1,6	3,6	12,0	4,7	71,9
French	179	6,7	1,7	0,0	3,4	2,8	1,1	86,0
Canadian	160	35,6	20,6	20,6	5,6	0,6	2,5	40,0
Dutch	160	6,3	3,1	0,6	5,6	8,8	2,5	80,0
Danish	139	0,7	1,4	0,7	4,3	10,8	6,5	77,0
Norwegian	113	0,9	0,9	0,0	6,2	2,7	0,9	90,3
Australian	76	64,5	30,3	51,3	9,2	3,9	31,6	11,8
Italian	65	7,7	10,8	3,1	3,1	1,5	6,2	83,1
Spanish	60	11,7	6,7	10,0	0,0	0,0	6,7	73,3
Swiss	46	8,7	10,9	2,2	0,0	17,4	0,0	73,9
Belgian	40	12,5	2,5	2,5	0,0	7,5	0,0	77,5
Other	302	22,5	16,2	16,6	4,0	2,6	8,6	49,7
Type of trip*								
Package tour	319	9,1	5,0	5,0	2,8	3,4	5,0	79,9
Individually-arranged tour	1994	17,8	9,7	9,5	4,2	4,0	5,0	64,8
Business-arranged tour	99	5,1	4,0	3,0	1,0	2,0	7,1	82,8
Purpose of visit*								
Vacation/holiday	2133	17,7	9,5	9,1	4,1	4,2	5,1	65,0
Conference/large meeting	115	9,6	7,8	3,5	2,6	0,9	1,7	81,7
Business/small meeting	93	8,6	6,5	6,5	1,1	1,1	4,3	80,6
Education and training	109	8,3	4,6	6,4	2,8	0,9	0,0	83,5
Visiting friends/relatives	227	10,1	7,5	5,3	3,1	2,2	2,2	79,3
Business incentives package	13	0,0	0,0	7,7	23,1	0,0	7,7	76,9
Temporary employment in Iceland	20	15,0	20,0	5,0	5,0	20,0	5,0	70,0
Health/medical treatment	5	20,0	20,0	0,0	0,0	0,0	0,0	60,0
Event in Iceland (leisure related)	191	8,4	5,2	7,3	3,1	1,6	1,6	80,1

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

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

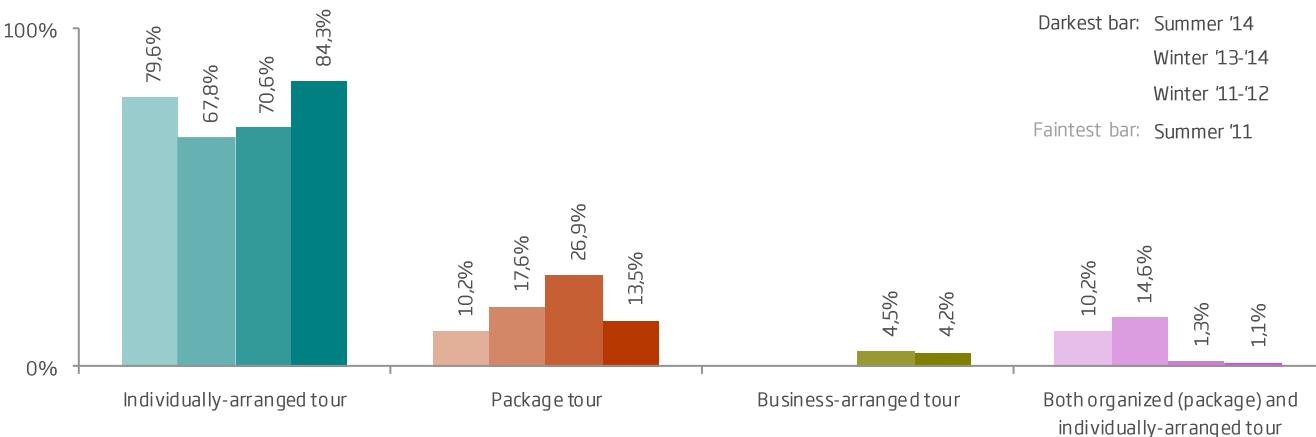
TYPE OF TRIP



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

	Count	% respondents	% responses
Individually-arranged tour	1998	84,3	81,8
Package tour	320	13,5	13,1
Business-arranged tour	99	4,2	4,1
Both organized (package) and individually-arranged tour	27	1,1	1,1
Number of responses*	2444	103,1	100,0
Number of respondents	2370	90,1	
Did not answer	259	9,9	
Total	2629	100,0	

*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 org. and indiv.-arranged tour
	Count	%	%	%	%
Total	2370				
Gender					
Male	1152	85,6	11,6	4,2	1,0
Female	1192	83,2	15,2	4,0	1,3
Age					
24 years and younger	321	86,6	14,3	1,2	1,9
25-34 years	744	91,1	5,9	4,4	0,4
35-44 years	422	82,5	13,7	6,2	1,4
45-54 years	366	80,1	17,8	4,4	1,4
55 years and older	459	78,0	20,0	3,7	1,1
What is your profession?					
Managerial	280	82,5	12,5	6,8	1,1
Professionals (dr./lawyer/account. etc.)	539	84,0	11,9	4,8	0,4
Other professionals	309	84,8	11,7	6,1	1,3
Teacher/Medical care	296	89,9	11,8	2,0	2,0
Clerical/Service	137	72,3	23,4	7,3	1,5
Vocational/Technical	110	84,5	14,5	0,9	0,0
Unskilled	12	100,0	16,7	0,0	16,7
Student	354	87,9	11,9	2,5	1,4
Retired/Homemaker	185	75,1	24,9	0,5	0,5
Artist/Musician/Actor etc.	35	94,3	2,9	2,9	0,0
Household income					
High	963	84,0	12,4	5,1	0,6
Average	842	84,8	13,2	3,7	1,2
Low	477	85,7	13,8	4,0	1,9
Market area					
Central/Southern Europe	780	82,7	16,0	3,1	1,5
North America	648	87,3	12,0	1,4	0,5
Scandinavia	496	76,8	16,1	10,5	1,0
Britain	235	89,8	7,2	5,1	1,3
Asia	35	88,6	11,4	2,9	0,0
Transportation					
Airline	2212	84,2	13,4	4,4	1,2
M/S Norröna	158	85,4	14,6	0,6	0,6

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 org. and indiv.-arranged tour
	Count	%	%	%	%
Total	2370				
Nationality					
American	489	86,7	12,3	1,8	0,4
British	208	87,5	8,7	5,8	1,0
Swedish	184	76,6	16,8	9,8	1,1
German	189	86,2	13,2	1,6	1,1
French	178	89,3	9,6	1,7	0,6
Canadian	150	90,7	10,0	0,0	0,7
Dutch	153	75,8	21,6	2,6	0,0
Danish	135	75,6	17,8	9,6	0,7
Norwegian	111	79,3	13,5	9,0	0,9
Australian	76	90,8	9,2	0,0	0,0
Italian	65	64,6	40,0	6,2	9,2
Spanish	59	86,4	15,3	1,7	3,4
Swiss	45	88,9	13,3	2,2	4,4
Belgian	37	78,4	18,9	2,7	0,0
Other	291	88,0	9,3	6,9	1,7
Purpose of visit*					
Vacation/holiday	2072	86,3	14,1	1,3	1,1
Conference/large meeting	108	71,3	4,6	31,5	0,9
Business/small meeting	89	65,2	0,0	40,4	0,0
Education and training	98	73,5	16,3	14,3	1,0
Visiting friends/relatives	216	95,4	5,1	2,8	1,9
Business incentives package	11	63,6	0,0	36,4	0,0
Temporary employment in Iceland	19	84,2	10,5	21,1	10,5
Health/medical treatment	5	80,0	20,0	0,0	0,0
Event in Iceland (leisure related)	185	82,7	16,2	4,9	2,7

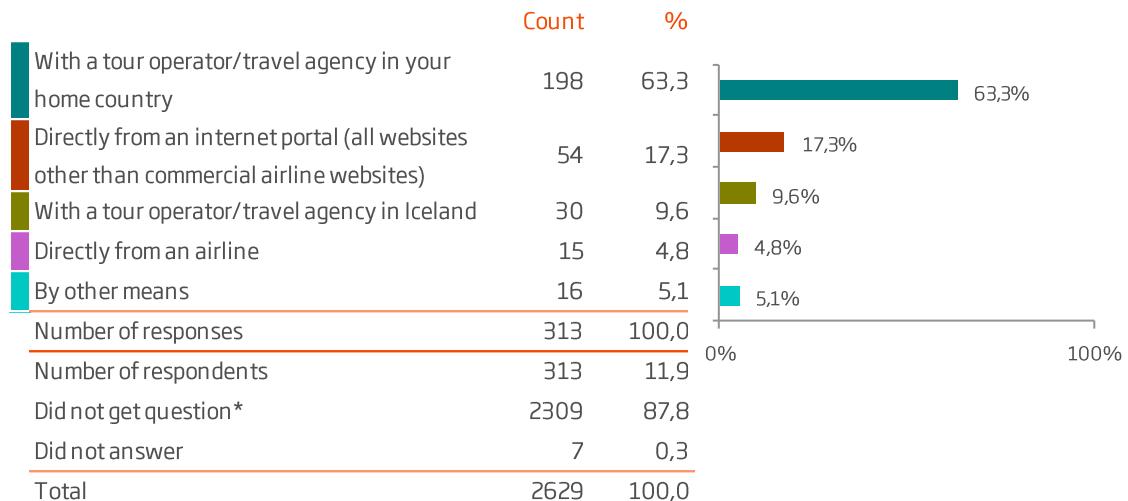
When respondents can choose more than one answer, significance between groups is not calculated.

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

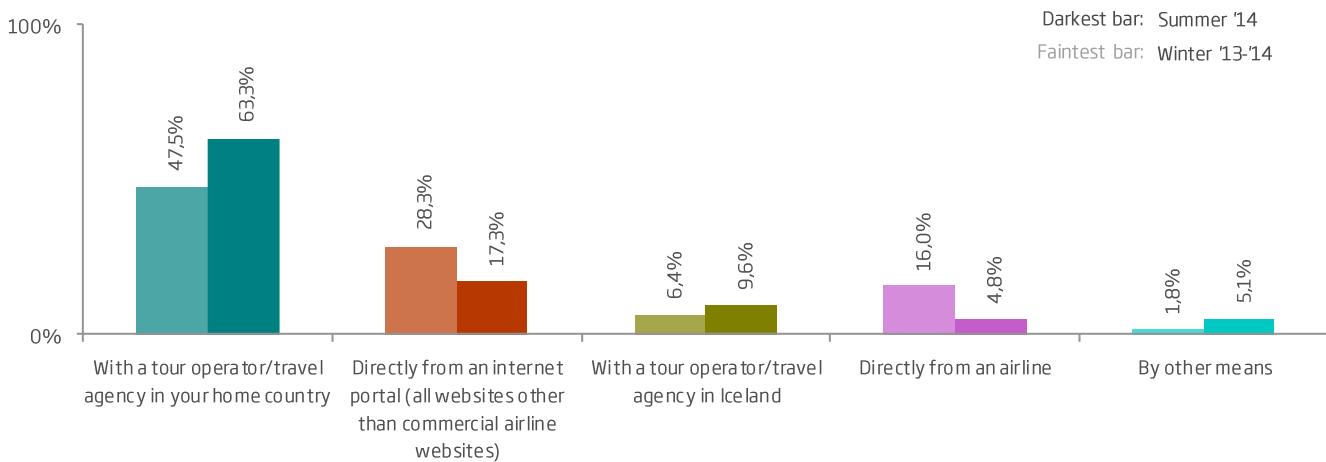
BOOKING ORIGIN OF PACKAGE TOUR



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



*Only those who travelled on a organized (package) tour (Q84) 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 home country	Directly from an internet portal	Tour operator/ travel agency in Iceland	Directly from an airline	By other means
	Count	%	%	%	%	%
Total	313	63,3	17,3	9,6	4,8	5,1
Gender						
Male	131	67,9	18,3	5,3	4,6	3,8
Female	177	59,3	16,4	13,0	5,1	6,2
Age						
24 years and younger	44	45,5	25,0	13,6	2,3	13,6
25-34 years	42	59,5	16,7	14,3	2,4	7,1
35-44 years	57	70,2	19,3	8,8	0,0	1,8
45-54 years	65	58,5	21,5	9,2	6,2	4,6
55 years and older	91	71,4	11,0	7,7	6,6	3,3
What is your profession?*						
Managerial	35	85,7	5,7	2,9	2,9	2,9
Professionals (dr./lawyer/account. etc.)	64	48,4	23,4	14,1	7,8	6,3
Other professionals	35	60,0	20,0	14,3	5,7	0,0
Teacher/Medical care	34	52,9	23,5	17,6	2,9	2,9
Clerical/Service	32	78,1	18,8	0,0	0,0	3,1
Vocational/Technical	16	75,0	6,3	6,3	0,0	12,5
Unskilled	<5					
Student	39	46,2	20,5	12,8	5,1	15,4
Retired/Homemaker	46	78,3	8,7	4,3	6,5	2,2
Other	9	66,7	11,1	11,1	11,1	0,0
Household income						
High	119	63,0	13,4	13,4	5,9	4,2
Average	107	55,1	23,4	10,3	5,6	5,6
Low	66	75,8	13,6	4,5	3,0	3,0
Market area*						
Central/Southern Europe	122	82,8	10,7	2,5	0,0	4,1
North America	76	42,1	21,1	21,1	9,2	6,6
Scandinavia	78	57,7	21,8	7,7	7,7	5,1
Britain	17	64,7	17,6	0,0	11,8	5,9
Asia	<5					
Other	16	50,0	31,3	12,5	0,0	6,3
Transportation						
Airline	290	61,0	17,9	10,3	5,2	5,5
M/S Norröna	23	91,3	8,7	0,0	0,0	0,0

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



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

	Number of answers	Tour operator/ travel agency in home country	Directly from an internet portal	Tour operator/ travel agency in Iceland	Directly from an airline	By other means
	Count	%	%	%	%	%
Total	313	63,3	17,3	9,6	4,8	5,1
Nationality*						
American	59	39,0	23,7	22,0	10,2	5,1
British	18	66,7	16,7	0,0	11,1	5,6
Swedish	30	60,0	33,3	3,3	0,0	3,3
German	24	66,7	16,7	4,2	0,0	12,5
French	16	87,5	6,3	0,0	0,0	6,3
Canadian	14	50,0	14,3	14,3	7,1	14,3
Dutch	33	90,9	3,0	6,1	0,0	0,0
Danish	24	75,0	12,5	0,0	8,3	4,2
Norwegian	15	40,0	26,7	26,7	6,7	0,0
Australian	7	71,4	14,3	14,3	0,0	0,0
Italian	24	91,7	8,3	0,0	0,0	0,0
Spanish	9	77,8	11,1	0,0	0,0	11,1
Swiss	6	66,7	33,3	0,0	0,0	0,0
Belgian	7	71,4	28,6	0,0	0,0	0,0
Other	27	40,7	14,8	22,2	11,1	11,1
Type of trip*						
Package tour	313	63,3	17,3	9,6	4,8	5,1
Individually-arranged tour	26	65,4	15,4	7,7	7,7	3,8
Business-arranged tour	<5					
Purpose of visit*						
Vacation/holiday	288	66,0	17,4	10,1	4,5	2,1
Conference/large meeting	<5					
Business/small meeting						
Education and training	15	33,3	20,0	6,7	0,0	40,0
Visiting friends/relatives	9	22,2	22,2	22,2	33,3	0,0
Business incentives package						
Temporary employment in Iceland	<5					
Health/medical treatment	<5					
Event in Iceland (leisure related)	29	58,6	13,8	3,4	10,3	13,8

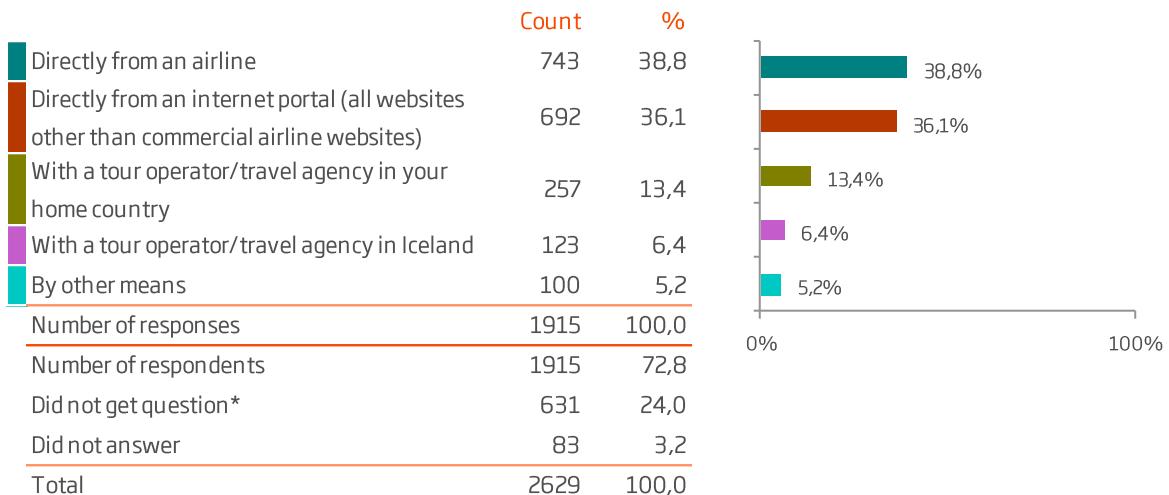
*Significant difference between groups according to Chi-square test ($p < 0,05$).

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

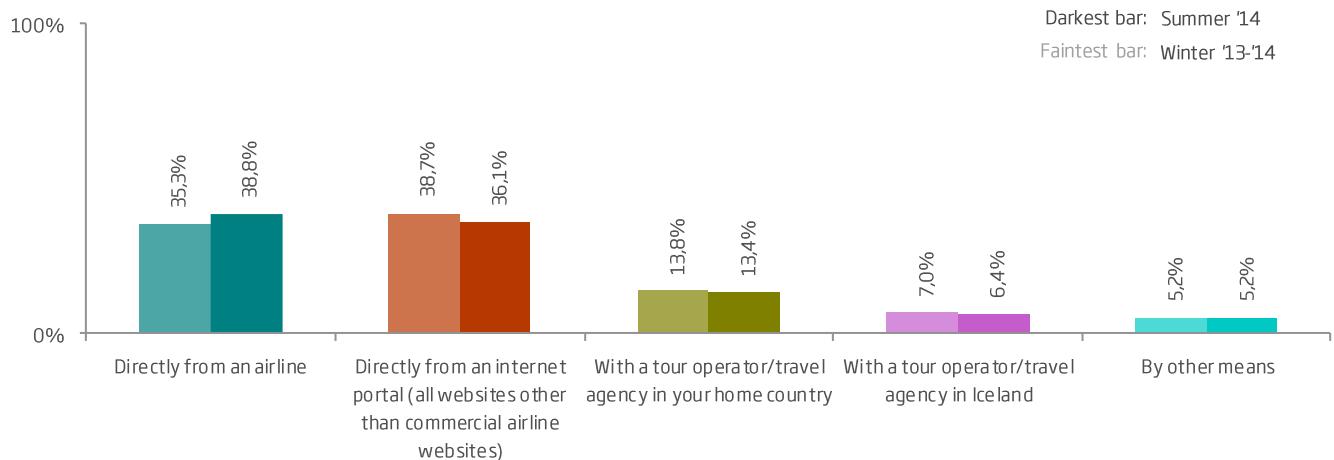
BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



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



*Only those who travelled on an individually-arranged tour (Q84) 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 airline	Directly from an internet portal	Tour operator/travel agency in home country	Tour operator/travel agency in Iceland	By other means
	Count	%	%	%	%	%
Total	1915	38,8	36,1	13,4	6,4	5,2
Gender						
Male	943	38,5	35,1	15,1	6,9	4,5
Female	953	39,2	37,1	11,8	5,9	6,0
Age*						
24 years and younger	258	48,8	30,6	7,8	5,8	7,0
25-34 years	643	42,1	37,9	8,7	6,4	4,8
35-44 years	339	38,3	39,5	10,0	7,4	4,7
45-54 years	285	31,6	41,4	16,1	6,0	4,9
55 years and older	350	30,3	29,7	27,7	6,6	5,7
What is your profession?*						
Managerial	217	37,3	34,1	13,8	7,4	7,4
Professionals (dr./lawyer/account. etc.)	440	37,5	39,1	10,7	9,1	3,6
Other professionals	257	38,1	36,2	14,8	7,0	3,9
Teacher/Medical care	254	37,4	39,4	15,0	5,1	3,1
Clerical/Service	94	41,5	33,0	12,8	4,3	8,5
Vocational/Technical	89	39,3	40,4	15,7	0,0	4,5
Unskilled	11	27,3	45,5	9,1	0,0	18,2
Student	289	49,1	29,4	6,9	6,9	7,6
Retired/Homemaker	136	30,1	31,6	27,2	5,1	5,9
Artist/Musician/Actor etc.	33	39,4	30,3	18,2	0,0	12,1
Other	76	30,3	46,1	15,8	5,3	2,6
Household income*						
High	782	36,1	38,5	12,7	8,4	4,3
Average	680	39,0	36,3	13,7	6,2	4,9
Low	392	44,9	31,6	13,8	2,6	7,1
Market area*						
Central/Southern Europe	609	37,4	35,5	17,4	3,8	5,9
North America	544	34,9	37,3	12,1	10,5	5,1
Scandinavia	368	52,4	27,7	12,5	2,2	5,2
Britain	202	42,1	37,1	8,4	5,4	6,9
Asia	30	33,3	36,7	3,3	26,7	0,0
Other	162	22,8	52,5	13,0	9,9	1,9
Transportation*						
Airline	1781	39,5	36,1	12,5	6,8	5,1
M/S Norröna	134	29,1	36,6	26,1	1,5	6,7

*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 airline	Directly from an internet portal	Tour operator/travel agency in home country	Tour operator/travel agency in Iceland	By other means
	Count	%	%	%	%	%
Total	1915	38,8	36,1	13,4	6,4	5,2
Nationality*						
American	404	37,4	37,6	9,4	10,9	4,7
British	171	36,8	39,8	11,7	5,3	6,4
Swedish	135	47,4	31,9	14,8	2,2	3,7
German	159	44,7	35,2	11,9	1,9	6,3
French	134	43,3	37,3	8,2	2,2	9,0
Canadian	133	28,6	38,3	21,1	6,8	5,3
Dutch	113	26,5	29,2	31,9	6,2	6,2
Danish	100	58,0	24,0	9,0	2,0	7,0
Norwegian	86	59,3	26,7	10,5	0,0	3,5
Australian	69	15,9	52,2	14,5	13,0	4,3
Italian	42	35,7	45,2	14,3	2,4	2,4
Spanish	48	39,6	31,3	22,9	4,2	2,1
Swiss	39	23,1	53,8	15,4	5,1	2,6
Belgian	29	37,9	31,0	24,1	3,4	3,4
Other	253	37,2	36,4	10,7	11,1	4,7
Type of trip*						
Package tour	25	0,0	44,0	36,0	8,0	12,0
Individually-arranged tour	1915	38,8	36,1	13,4	6,4	5,2
Business-arranged tour	17	41,2	11,8	17,6	23,5	5,9
Purpose of visit*						
Vacation/holiday	1716	37,6	37,4	13,4	6,4	5,2
Conference/large meeting	76	31,6	36,8	18,4	11,8	1,3
Business/small meeting	53	47,2	24,5	13,2	7,5	7,5
Education and training	69	43,5	27,5	11,6	5,8	11,6
Visiting friends/relatives	192	56,3	27,1	5,7	3,1	7,8
Business incentives package	7	42,9	14,3	0,0	28,6	14,3
Temporary employment in Iceland	12	66,7	16,7	16,7	0,0	0,0
Health/medical treatment	<5					
Event in Iceland (leisure related)	147	52,4	34,7	6,1	5,4	1,4

*Significant difference between groups according to Chi-square test ($p < 0.05$).

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

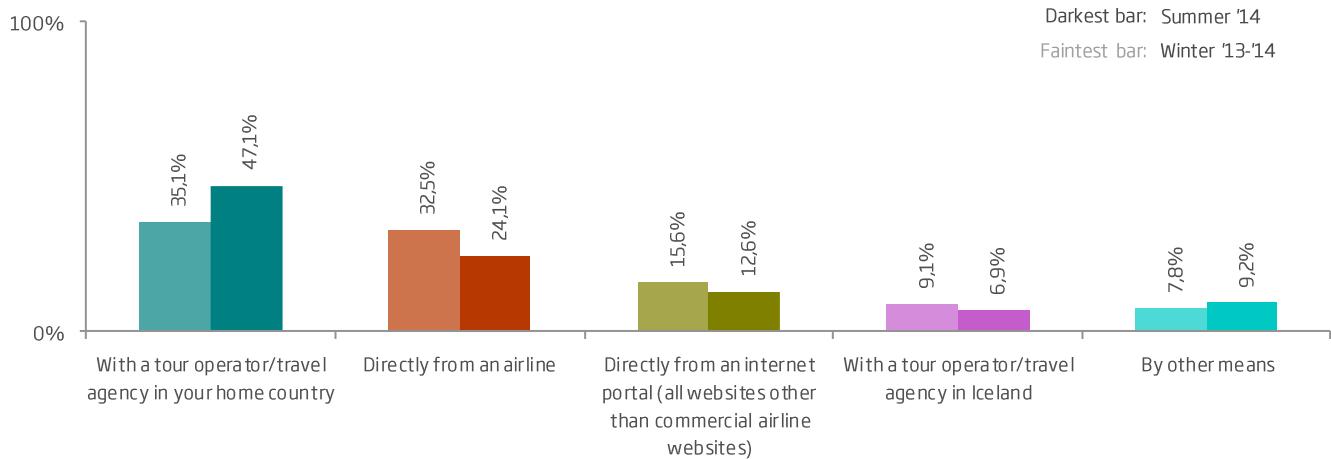
BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



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

	Count	%
With a tour operator/travel agency in your home country	41	47,1
Directly from an airline	21	24,1
Directly from an internet portal (all websites other than commercial airline websites)	11	12,6
With a tour operator/travel agency in Iceland	6	6,9
By other means	8	9,2
Number of responses	87	100,0
Number of respondents	87	3,3
Did not get question*	2530	96,2
Did not answer	12	0,5
Total	2629	100,0

*Only those who travelled on a business-arranged tour (Q84) got this question.



Darkest bar: Summer '14
Faintest bar: Winter '13-'14

BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



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

		With a tour operator/travel agency			
	Number of answers	in your home country	Directly from an airline	By other means	
	Count	%	%	%	
Total	87	47,1	24,1	28,7	47% 24% 29%
Gender					
Male	41	46,3	24,4	29,3	46% 24% 29%
Female	45	46,7	24,4	28,9	47% 24% 29%
Age					
24 years and younger	<5				
25-34 years	26	46,2	23,1	30,8	46% 23% 31%
35-44 years	25	60,0	16,0	24,0	60% 16% 24%
45-54 years	13	30,8	30,8	38,5	31% 31% 38%
55 years and older	17	47,1	35,3	17,6	47% 35% 18%
What is your profession?					
Managerial	19	52,6	21,1	26,3	53% 21% 26%
Professionals (dr./lawyer/account. etc.)	22	59,1	13,6	27,3	59% 14% 27%
Other professionals	17	35,3	47,1	17,6	35% 47% 18%
Teacher/Medical care	5	40,0	0,0	60,0	40% 60%
Clerical/Service	8	62,5	12,5	25,0	63% 13% 25%
Vocational/Technical	<5				
Student	6	50,0	16,7	33,3	50% 17% 33%
Retired/Homemaker	<5				
Artist/Musician/Actor etc.	<5				
Other	7	28,6	28,6	42,9	29% 29% 43%
Household income					
High	44	43,2	22,7	34,1	43% 23% 34%
Average	26	42,3	23,1	34,6	42% 23% 35%
Low	17	64,7	29,4	5,9	65% 29% 6%
Market area					
Central/Southern Europe	23	56,5	30,4	13,0	57% 30% 13%
North America	8	50,0	12,5	37,5	50% 13% 38%
Scandinavia	45	51,1	22,2	26,7	51% 22% 27%
Britain	10	10,0	30,0	60,0	10% 30% 60%
Asia	<5				
Transportation					
Airline	86	46,5	24,4	29,1	47% 24% 29%
M/S Norröna	<5				

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?

		With a tour operator/travel agency in your home country	Directly from an airline	By other means	
	Number of answers	Count	%	%	%
Total	87	47,1	24,1	28,7	47% 24% 29%
Nationality*					
American	8	50,0	12,5	37,5	50% 13% 38%
British	10	0,0	40,0	60,0	40% 60%
Swedish	16	56,3	25,0	18,8	56% 25% 19%
German	<5				
French	<5				
Dutch	<5				
Danish	11	72,7	27,3	0,0	73% 27%
Norwegian	8	12,5	25,0	62,5	13% 25% 63%
Italian	<5				
Spanish	<5				
Swiss	<5				
Belgian	<5				
Other	18	61,1	0,0	38,9	61% 39%
Type of trip*					
Package tour	<5				
Individually-arranged tour	14	35,7	35,7	28,6	36% 36% 29%
Business-arranged tour	87	47,1	24,1	28,7	47% 24% 29%
Purpose of visit*					
Vacation/holiday	21	42,9	33,3	23,8	43% 33% 24%
Conference/large meeting	31	35,5	22,6	41,9	35% 23% 42%
Business/small meeting	34	55,9	23,5	20,6	56% 24% 21%
Education and training	11	63,6	9,1	27,3	64% 9% 27%
Visiting friends/relatives	<5				
Business incentives package	<5				
Temporary employment in Iceland	<5				
Health/medical treatment					
Event in Iceland (leisure related)	7	28,6	57,1	14,3	29% 57% 14%

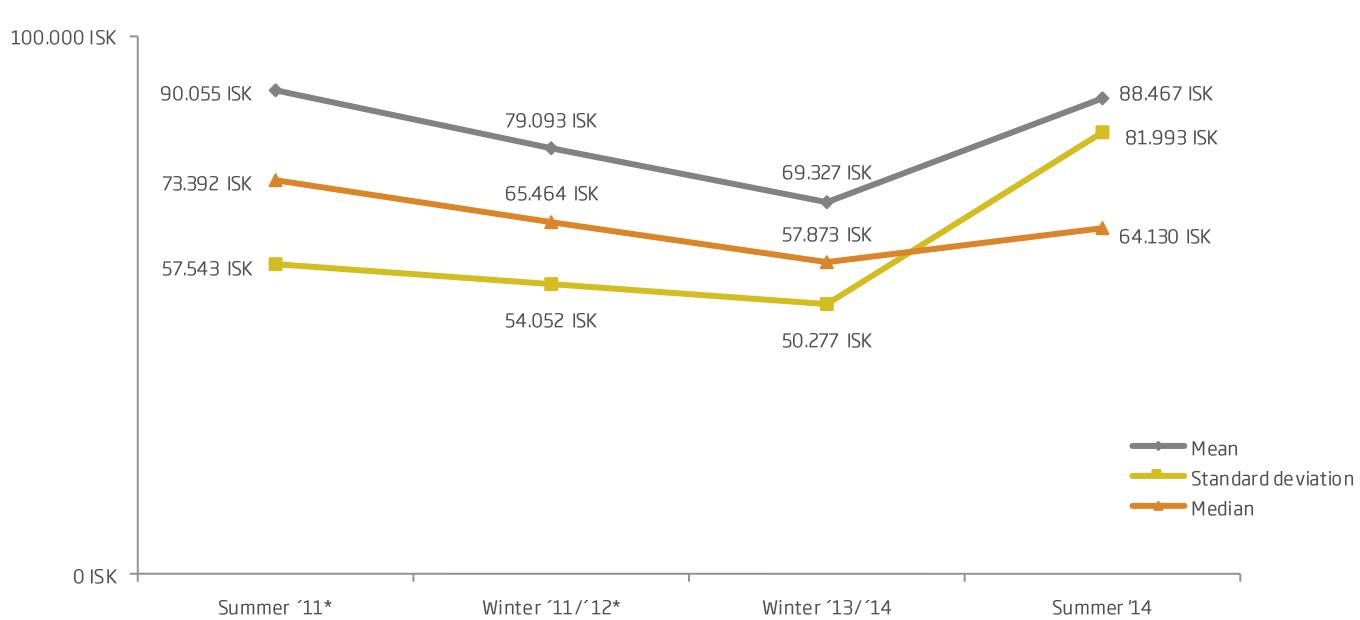
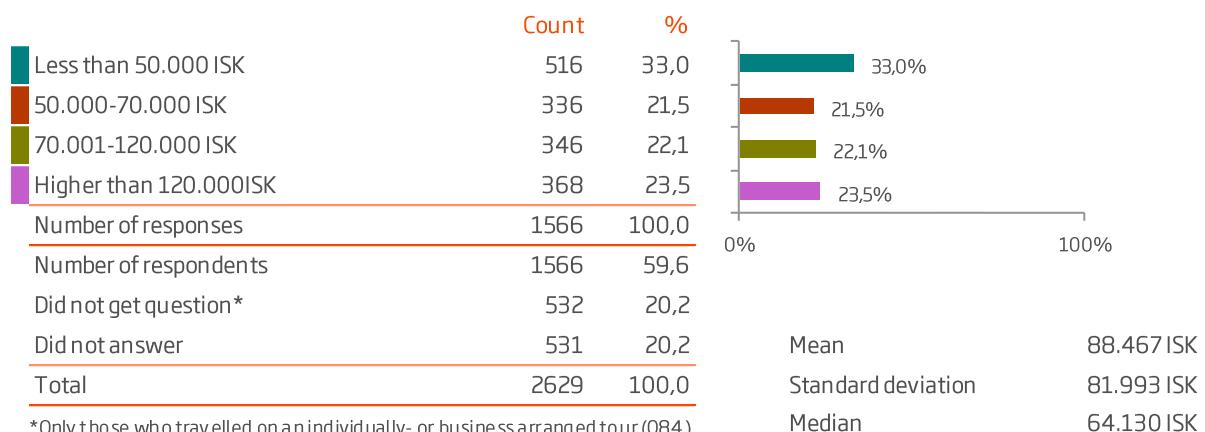
*Significant difference between groups according to Chi-square test ($p < 0,05$).

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

PRICE OF AIR TICKET



Q.88. What was the price of the air 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 50.000 ISK	50.000-70.000 ISK	70.001-120.000 ISK	Higher than 120.000 ISK	
	Count	%	%	%	%	
Total	1566	33,0	21,5	22,1	23,5	88.467 ISK
Gender						
Male	774	32,0	22,4	22,0	23,6	88455,16
Female	778	33,8	20,7	22,5	23,0	88030,41
Age*						
24 years and younger	216	40,3	25,0	21,3	13,4	71.143 ISK
25-34 years	596	34,2	21,8	22,7	21,3	84.495 ISK
35-44 years	298	32,2	18,5	21,8	27,5	92.327 ISK
45-54 years	198	30,8	21,7	25,3	22,2	85.831 ISK
55 years and older	227	25,6	20,7	18,5	35,2	113.384 ISK
What is your profession?*						
Managerial	197	29,9	21,8	21,3	26,9	87.076 ISK
Professionals (dr./lawyer/account. etc.)	372	33,3	19,4	21,2	26,1	92.610 ISK
Other professionals	211	34,6	18,5	24,6	22,3	91.943 ISK
Teacher/Medical care	202	26,2	19,8	25,2	28,7	98.890 ISK
Clerical/Service	80	32,5	26,3	25,0	16,3	73.540 ISK
Vocational/Technical	65	32,3	24,6	26,2	16,9	80.177 ISK
Unskilled	8	50,0	25,0	12,5	12,5	58.683 ISK
Student	250	42,8	24,8	18,8	13,6	67.634 ISK
Retired/Homemaker	75	20,0	17,3	24,0	38,7	115.718 ISK
Artist/Musician/Actor etc.	29	24,1	34,5	17,2	24,1	104.958 ISK
Other	64	37,5	23,4	18,8	20,3	96.089 ISK
Household income*						
High	683	30,3	17,7	21,7	30,3	99.060 ISK
Average	534	34,1	23,6	23,2	19,1	84.692 ISK
Low	313	36,7	25,6	22,0	15,7	72.995 ISK
Market area*						
Central/Southern Europe	486	34,0	37,2	21,6	7,2	68.046 ISK
North America	433	5,1	3,2	30,9	60,7	134.033 ISK
Scandinavia	322	46,9	25,8	20,8	6,5	60.771 ISK
Britain	178	68,5	18,5	10,7	2,2	49.967 ISK
Asia	22	36,4	4,5	13,6	45,5	150.734 ISK
Other	125	38,4	19,2	14,4	28,0	125.235 ISK
Transportation*						
Airline	1553	33,1	21,6	22,0	23,4	87.755 ISK
M/S Norröna	13	15,4	7,7	38,5	38,5	173.515 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 85.000 ISK	
	Count	%	%	%	%	
Total	1566	33,0	21,5	22,1	23,5	88.467 ISK
Nationality*						
American	331	6,6	3,3	28,7	61,3	133.002 ISK
British	143	69,9	16,1	9,8	4,2	51.991 ISK
Swedish	128	41,4	30,5	21,1	7,0	65.390 ISK
German	109	46,8	35,8	11,9	5,5	59.638 ISK
French	137	32,1	42,3	18,2	7,3	63.289 ISK
Canadian	101	5,0	5,0	37,6	52,5	129.525 ISK
Dutch	71	33,8	36,6	12,7	16,9	84.686 ISK
Danish	77	50,6	15,6	23,4	10,4	62.181 ISK
Norwegian	74	54,1	31,1	9,5	5,4	53.899 ISK
Australian	58	36,2	17,2	15,5	31,0	157.851 ISK
Italian	36	11,1	47,2	33,3	8,3	75.643 ISK
Spanish	47	27,7	27,7	40,4	4,3	75.757 ISK
Swiss	22	9,1	27,3	50,0	13,6	80.463 ISK
Belgian	21	28,6	52,4	14,3	4,8	62.479 ISK
Other	211	43,6	20,4	21,8	14,2	81.267 ISK
Type of trip*						
Package tour	17	23,5	17,6	47,1	11,8	83.209 ISK
Individually-arranged tour	1515	33,1	21,4	21,9	23,6	88.127 ISK
Business-arranged tour	65	27,7	20,0	33,8	18,5	100.535 ISK
Purpose of visit*						
Vacation/holiday	1356	32,5	21,3	21,7	24,5	89.158 ISK
Conference/large meeting	88	28,4	18,2	30,7	22,7	90.957 ISK
Business/small meeting	67	35,8	28,4	19,4	16,4	79.655 ISK
Education and training	67	35,8	23,9	22,4	17,9	86.182 ISK
Visiting friends/relatives	176	42,6	29,0	14,8	13,6	71.155 ISK
Business incentives package	9	55,6	0,0	22,2	22,2	68.807 ISK
Temporary employment in Iceland	15	26,7	40,0	26,7	6,7	67.698 ISK
Health/medical treatment	<5					
Event in Iceland (leisure related)	125	46,4	18,4	22,4	12,8	69.429 ISK

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

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

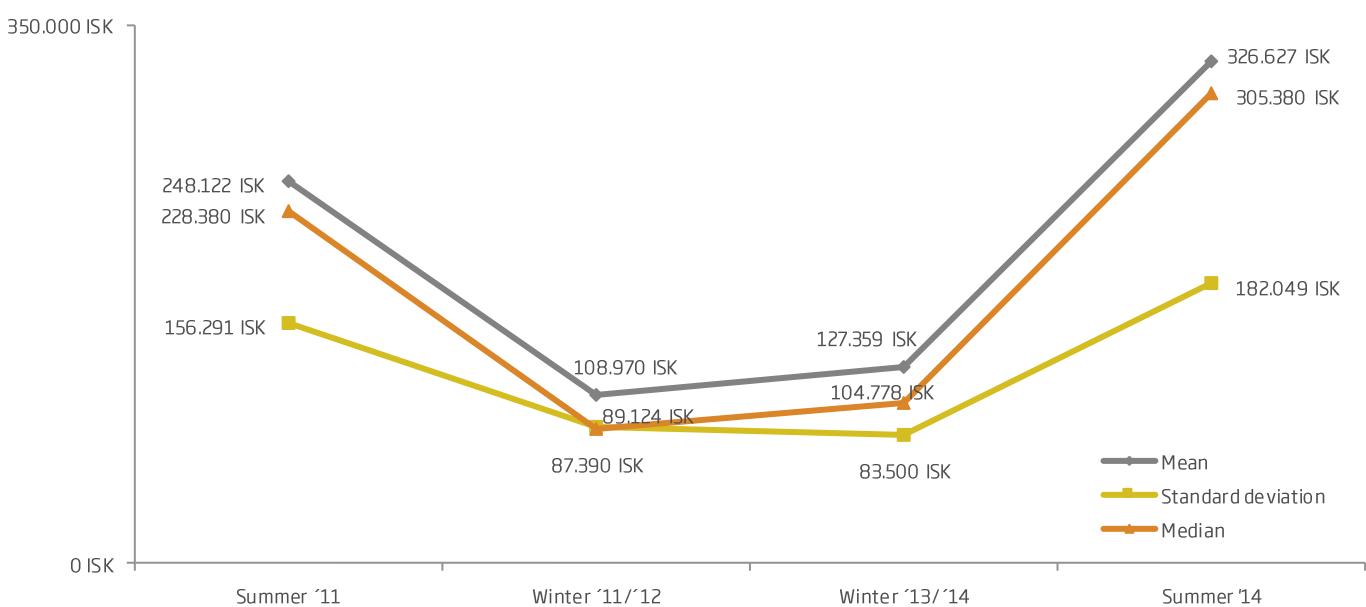
PRICE OF TOUR PACKAGE



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

	Count	%	
Less than 200.000 ISK	59	23,5	23,5%
200.000-300.000 ISK	59	23,5	23,5%
300.001-400.000 ISK	75	29,9	29,9%
Higher than 400.000 ISK	58	23,1	23,1%
Number of responses	251	100,0	
Number of respondents	251	9,5	
Did not get question*	2309	87,8	
Did not answer	69	2,6	
Total	2629	100,0	
Mean		326.627 ISK	
Standard deviation		182.049 ISK	
Median		305.380 ISK	

*Only those who travelled on an organized (package) tour (Q84) got this question.



PRICE OF TOUR PACKAGE



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

	Number of answers	Less than 200.000 ISK	200.000-300.000 ISK	300.001-400.000 ISK	Higher than 400.000 ISK	
	Count	%	%	%	%	
Total	251	23,5	23,5	29,9	23,1	326.627 ISK
Gender*						
Male	109	22,0	19,3	27,5	31,2	352.205 ISK
Female	139	24,5	26,6	32,4	16,5	306.822 ISK
Age*						
24 years and younger	30	33,3	16,7	23,3	26,7	288.703 ISK
25-34 years	39	33,3	30,8	30,8	5,1	251.792 ISK
35-44 years	48	25,0	22,9	22,9	29,2	333.694 ISK
45-54 years	51	25,5	23,5	35,3	15,7	315.252 ISK
55 years and older	72	12,5	25,0	33,3	29,2	378.057 ISK
What is your profession?*						
Managerial	30	6,7	20,0	36,7	36,7	403.373 ISK
Professionals (dr./lawyer/account. etc.)	49	16,3	24,5	26,5	32,7	368.576 ISK
Other professionals	30	30,0	16,7	43,3	10,0	291.224 ISK
Teacher/Medical care	33	36,4	27,3	27,3	9,1	281.033 ISK
Clerical/Service	24	4,2	33,3	37,5	25,0	361.669 ISK
Vocational/Technical	14	28,6	21,4	35,7	14,3	263.935 ISK
Student	24	37,5	12,5	16,7	33,3	291.664 ISK
Retired/Homemaker	37	21,6	27,0	27,0	24,3	341.732 ISK
Artist/Musician/Actor etc.	<5					
Other	7	57,1	28,6	14,3	0,0	191.639 ISK
Household income						
High	94	17,0	21,3	38,3	23,4	354.730 ISK
Average	90	31,1	23,3	25,6	20,0	296.220 ISK
Low	55	14,5	32,7	25,5	27,3	329.740 ISK
Market area*						
Central/Southern Europe	100	12,0	22,0	42,0	24,0	348.824 ISK
North America	55	18,2	10,9	27,3	43,6	414.268 ISK
Scandinavia	66	36,4	40,9	21,2	1,5	221.391 ISK
Britain	14	57,1	7,1	14,3	21,4	235.251 ISK
Asia	<5					
Other	13	23,1	23,1	15,4	38,5	442.606 ISK
Transportation						
Airline	230	24,3	22,2	30,0	23,5	328.663 ISK
M/S Norröna	21	14,3	38,1	28,6	19,0	304.333 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 200.000 ISK	200.000-300.000 ISK	300.001-400.000 ISK	Higher than 400.000 ISK	
	Count	%	%	%	%	
Total	251	23,5	23,5	29,9	23,1	326.627 ISK
Nationality*						
American	44	18,2	11,4	25,0	45,5	415.859 ISK
British	15	53,3	6,7	20,0	20,0	238.915 ISK
Swedish	27	33,3	44,4	22,2	0,0	228.869 ISK
German	22	18,2	22,7	36,4	22,7	306.985 ISK
French	13	7,7	23,1	61,5	7,7	338.267 ISK
Canadian	8	25,0	12,5	37,5	25,0	395.817 ISK
Dutch	28	7,1	39,3	42,9	10,7	313.983 ISK
Danish	20	30,0	45,0	20,0	5,0	230.328 ISK
Norwegian	13	30,8	38,5	30,8	0,0	244.036 ISK
Australian	6	16,7	33,3	16,7	33,3	493.605 ISK
Italian	16	12,5	0,0	25,0	62,5	464.941 ISK
Spanish	8	37,5	37,5	12,5	12,5	255.756 ISK
Swiss	6	0,0	0,0	66,7	33,3	426.135 ISK
Belgian	5	20,0	0,0	80,0	0,0	329.810 ISK
Other	20	40,0	10,0	10,0	40,0	319.083 ISK
Type of trip*						
Package tour	251	23,5	23,5	29,9	23,1	326.627 ISK
Individually-arranged tour	16	31,3	0,0	37,5	31,3	336.056 ISK
Business-arranged tour	<5					
Purpose of visit*						
Vacation/holiday	228	20,6	25,0	31,6	22,8	332.941 ISK
Conference/large meeting	<5					
Business/small meeting						
Education and training	13	38,5	7,7	7,7	46,2	342.456 ISK
Visiting friends/relatives	5	20,0	40,0	20,0	20,0	292.549 ISK
Business incentives package						
Temporary employment in Iceland	<5					
Health/medical treatment	<5					
Event in Iceland (leisure related)	26	34,6	15,4	19,2	30,8	354.132 ISK

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

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

INCLUDED IN TOUR PACKAGE

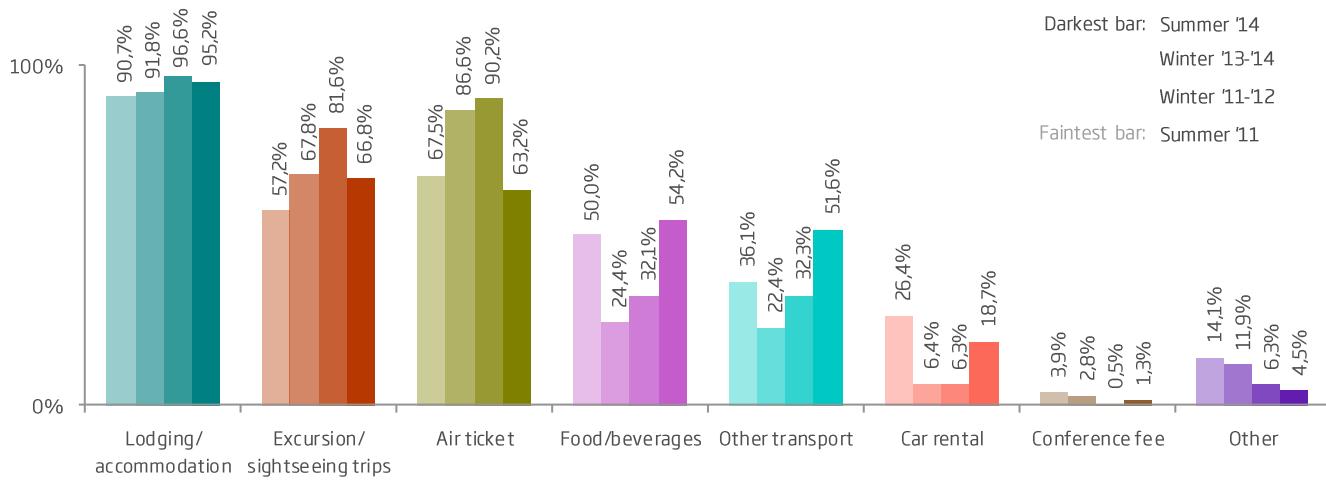


Q. 90. What was included in the tour package?

	Count	% respondents	% responses
Lodging/accommodation	295	95,2	26,8
Excursions/sightseeing trips	207	66,8	18,8
Air ticket	196	63,2	17,8
Food/beverages	168	54,2	15,2
Other transport	160	51,6	14,5
Car rental	58	18,7	5,3
Conference fee	4	1,3	0,4
Other	14	4,5	1,3
Number of responses*	1102	355,5	100,0
Number of respondents	310	11,8	
Did not get question**	2309	87,8	
Did not answer	10	0,4	
Total	2629	100,0	

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

**Only those who travelled on an organized (package) tour (Q84) got this question.



INCLUDED IN TOUR PACKAGE



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

	Number of answers	Lodging/accommodation	Excursions/sightseeing trips	Air ticket	Food/beverages	Other transport	Other
	Count	%	%	%	%	%	%
Total	310						
Gender							
Male	133	97,0	61,7	60,2	43,6	50,4	31,6
Female	172	94,2	70,9	64,5	62,8	53,5	18,6
Age							
24 years and younger	43	90,7	72,1	58,1	51,2	55,8	27,9
25-34 years	44	97,7	65,9	59,1	56,8	61,4	38,6
35-44 years	57	94,7	57,9	71,9	52,6	43,9	28,1
45-54 years	62	96,8	79,0	71,0	54,8	51,6	17,7
55 years and older	90	96,7	64,4	56,7	54,4	52,2	17,8
What is your profession?							
Managerial	35	94,3	74,3	71,4	48,6	45,7	20,0
Professionals (dr./lawyer/account. etc.)	62	96,8	69,4	64,5	61,3	54,8	25,8
Other professionals	36	91,7	63,9	63,9	50,0	41,7	36,1
Teacher/Medical care	34	100,0	52,9	61,8	67,6	52,9	26,5
Clerical/Service	32	100,0	68,8	68,8	59,4	53,1	18,8
Vocational/Technical	16	100,0	81,3	75,0	43,8	62,5	6,3
Student	39	87,2	71,8	61,5	48,7	48,7	25,6
Retired/Homemaker	45	95,6	57,8	51,1	48,9	53,3	17,8
Artist/Musician/Actor etc.	<5						
Other	8	87,5	87,5	50,0	37,5	62,5	37,5
Household income							
High	115	95,7	69,6	59,1	53,0	54,8	31,3
Average	108	93,5	63,9	60,2	55,6	42,6	18,5
Low	65	98,5	64,6	73,8	56,9	61,5	18,5
Market area							
Central/Southern Europe	122	96,7	64,8	78,7	53,3	55,7	32,0
North America	75	96,0	74,7	38,7	62,7	54,7	32,0
Scandinavia	77	96,1	59,7	64,9	42,9	48,1	3,9
Britain	16	93,8	68,8	75,0	43,8	37,5	6,3
Asia	<5						
Transportation							
Airline	288	94,8	70,5	68,1	56,3	52,8	25,7
M/S Norröna	22	100,0	18,2	0,0	27,3	36,4	0,0

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



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

	Number of answers	Lodging/accommodation	Excursions/sightseeing trips	Air ticket	Food/beverages	Other transport	Other
	Count	%	%	%	%	%	%
Total	310						
Nationality							
American	57	96,5	71,9	35,1	61,4	59,6	38,6
British	17	94,1	70,6	76,5	41,2	41,2	5,9
Swedish	31	100,0	74,2	74,2	48,4	48,4	6,5
German	25	100,0	80,0	80,0	76,0	84,0	12,0
French	15	100,0	86,7	93,3	46,7	33,3	40,0
Canadian	15	93,3	80,0	46,7	60,0	40,0	6,7
Dutch	33	97,0	54,5	75,8	36,4	57,6	30,3
Danish	24	100,0	29,2	41,7	33,3	41,7	0,0
Norwegian	15	93,3	66,7	80,0	40,0	60,0	0,0
Australian	7	100,0	57,1	14,3	85,7	14,3	42,9
Italian	25	100,0	52,0	84,0	52,0	32,0	48,0
Spanish	9	100,0	66,7	77,8	55,6	77,8	44,4
Swiss	6	100,0	33,3	66,7	83,3	50,0	16,7
Belgian	7	71,4	71,4	71,4	57,1	42,9	42,9
Other	24	70,8	87,5	58,3	70,8	50,0	25,0
Type of trip*							
Package tour	310	95,2	66,8	63,2	54,2	51,6	23,9
Individually-arranged tour	24	91,7	66,7	58,3	58,3	41,7	25,0
Business-arranged tour	<5						
Purpose of visit*							
Vacation/holiday	284	95,4	65,1	65,1	52,1	49,3	24,3
Conference/large meeting	<5						
Business/small meeting							
Education and training	16	93,8	68,8	50,0	75,0	68,8	25,0
Visiting friends/relatives	7	100,0	42,9	71,4	85,7	57,1	14,3
Business incentives package							
Temporary employment in Iceland	<5						
Health/medical treatment	<5						
Event in Iceland (leisure related)	30	93,3	73,3	60,0	66,7	56,7	23,3

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

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

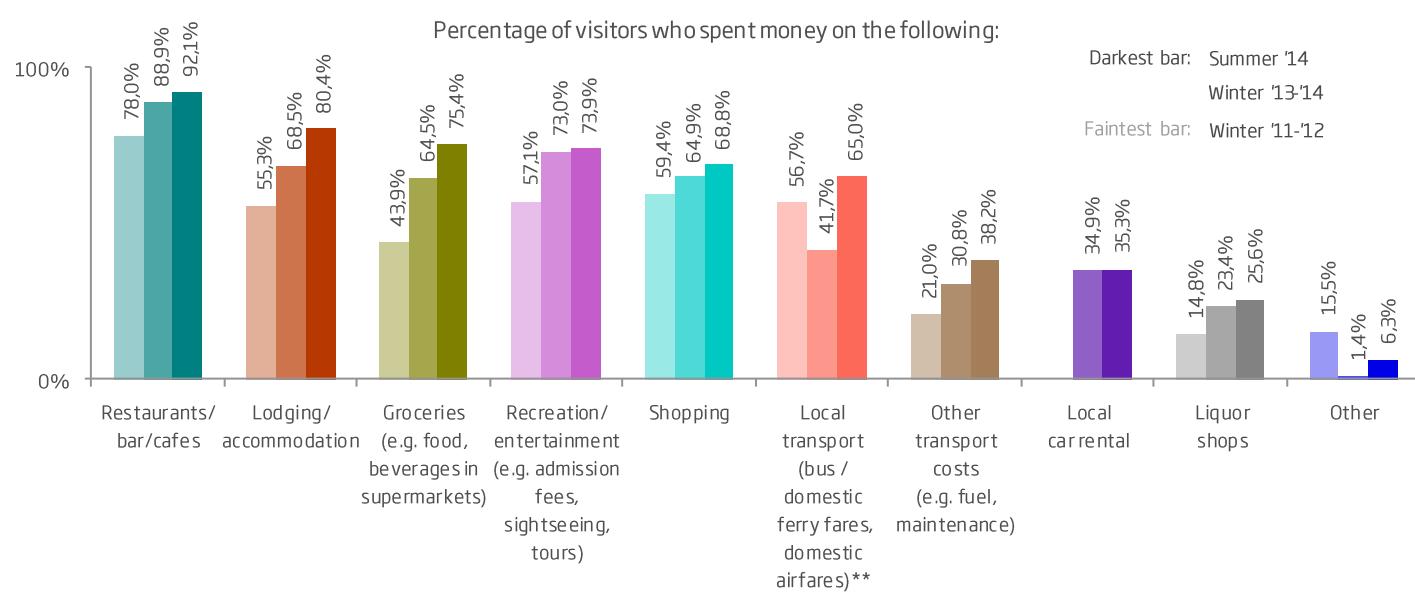
PAID UTILITIES DURING TRIP



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

	Count respondents	% respondents	% responses
Restaurants/bars/cafes	1745	92,1	16,4
Lodging/accommodation	1523	80,4	14,3
Groceries (e.g. food, beverages in supermarkets)	1428	75,4	13,4
Recreation/entertainment (e.g. admission fees, sightseeing, tours)	1400	73,9	13,2
Shopping	1303	68,8	12,3
Local transport (bus / domestic ferry fares, domestic airfares)	1231	65,0	11,6
Other transport costs (e.g. fuel, maintenance)	724	38,2	6,8
Local car rental	668	35,3	6,3
Liquor shops	485	25,6	4,6
Other	119	6,3	1,1
Number of responses*	10626	560,7	100,0
Number of respondents	1895	72,1	
Did not answer	734	27,9	
Total	2629	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.

PAID UTILITIES DURING TRIP



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

	Number of answers	Restaurants/bars/cafes	Lodging/accommodation	Groceries	Recreation/entertainment	Shopping	Local transport	Other
	Count	%	%	%	%	%	%	%
Total	1895	92,1	80,4	75,4	73,9	68,8	65,0	58,7
Gender								
Male	940	93,0	81,3	75,9	73,3	65,3	62,4	63,4
Female	940	91,2	79,5	75,3	74,5	72,4	67,4	54,0
Age								
24 years and younger	253	89,3	81,8	81,8	73,9	65,6	71,9	51,8
25-34 years	629	92,5	84,6	81,4	75,4	67,7	70,4	66,5
35-44 years	347	91,4	83,9	73,5	72,0	69,5	67,1	55,9
45-54 years	277	92,1	74,7	72,9	72,2	69,3	57,4	59,2
55 years and older	351	94,0	73,2	63,8	74,6	70,9	53,8	52,4
What is your profession?								
Managerial	231	93,5	81,4	70,6	75,8	66,7	58,4	59,7
Professionals (dr./lawyer/account. etc.)	446	93,9	84,1	72,6	74,7	69,7	65,5	59,4
Other professionals	252	91,7	80,2	77,8	70,6	73,0	65,9	58,7
Teacher/Medical care	244	91,4	82,4	75,8	77,5	71,7	67,6	62,3
Clerical/Service	103	90,3	67,0	77,7	65,0	73,8	55,3	48,5
Vocational/Technical	86	91,9	72,1	79,1	67,4	72,1	69,8	60,5
Unskilled	8	100,0	100,0	87,5	87,5	75,0	62,5	62,5
Student	275	89,1	82,5	83,6	73,8	65,1	75,3	55,3
Retired/Homemaker	142	92,3	71,8	64,8	73,9	62,0	47,9	53,5
Artist/Musician/Actor etc.	26	96,2	88,5	76,9	69,2	53,8	73,1	76,9
Other	66	93,9	81,8	80,3	80,3	69,7	68,2	69,7
Household income								
High	802	92,5	82,5	72,1	74,9	69,0	65,1	55,4
Average	645	91,8	78,9	77,5	71,9	69,3	64,7	59,5
Low	399	92,5	79,9	79,7	74,7	68,9	66,4	63,2
Market area								
Central/Southern Europe	600	90,5	80,7	84,0	75,5	67,5	63,2	70,3
North America	550	93,3	84,5	66,0	75,8	70,2	70,0	50,5
Scandinavia	377	94,7	68,2	72,7	63,9	72,1	64,2	58,1
Britain	204	89,7	84,8	75,5	76,0	62,7	65,7	45,6
Asia	24	91,7	91,7	79,2	87,5	75,0	58,3	41,7
Transportation								
Airline	1777	92,3	80,9	74,3	73,4	68,7	67,4	56,5
M/S Norröna	118	89,0	72,0	90,7	80,5	70,3	28,0	89,8

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?

	Number of answers	Restaurants/bars/cafes	Lodging/accommodation	Groceries	Recreation/entertainment	Shopping	Local transport	Other
	Count	%	%	%	%	%	%	%
Total	1895	92,1	80,4	75,4	73,9	68,8	65,0	58,7
Nationality								
American	419	92,8	84,2	65,9	76,1	70,4	71,8	50,1
British	170	90,0	80,6	70,0	80,6	60,6	61,2	42,9
Swedish	150	96,7	72,7	70,7	66,0	75,3	62,7	61,3
German	162	85,2	79,0	88,9	73,5	59,9	63,0	77,2
French	141	92,9	85,8	82,3	78,7	71,6	65,2	66,0
Canadian	129	96,1	86,8	69,0	78,3	76,7	67,4	55,8
Dutch	106	91,5	69,8	80,2	76,4	61,3	63,2	62,3
Danish	100	97,0	56,0	76,0	62,0	66,0	65,0	59,0
Norwegian	84	91,7	73,8	70,2	66,7	77,4	61,9	54,8
Australian	60	90,0	83,3	78,3	81,7	68,3	48,3	53,3
Italian	32	100,0	81,3	84,4	75,0	71,9	65,6	62,5
Spanish	48	91,7	83,3	87,5	60,4	85,4	60,4	83,3
Swiss	37	91,9	89,2	83,8	81,1	59,5	51,4	70,3
Belgian	28	92,9	71,4	82,1	75,0	71,4	50,0	60,7
Other	229	89,1	88,2	82,1	70,7	66,4	67,7	60,7
Type of trip*								
Package tour	201	95,0	31,8	66,7	58,2	76,6	40,3	44,8
Individually-arranged tour	1583	92,0	86,1	77,8	77,7	68,6	67,5	60,9
Business-arranged tour	65	87,7	81,5	46,2	43,1	61,5	69,2	36,9
Purpose of visit*								
Vacation/holiday	1665	92,3	81,0	76,7	76,6	68,9	63,0	59,7
Conference/large meeting	94	88,3	89,4	61,7	60,6	64,9	67,0	44,7
Business/small meeting	69	89,9	81,2	58,0	53,6	58,0	75,4	55,1
Education and training	74	94,6	89,2	89,2	70,3	75,7	81,1	71,6
Visiting friends/relatives	183	94,0	61,7	83,1	74,3	71,6	75,4	73,8
Business incentives package	8	87,5	62,5	75,0	50,0	75,0	75,0	62,5
Temporary employment in Iceland	11	90,9	72,7	81,8	45,5	72,7	100,0	63,6
Health/medical treatment	<5							
Event in Iceland (leisure related)	149	94,6	72,5	78,5	67,8	72,5	81,2	61,7

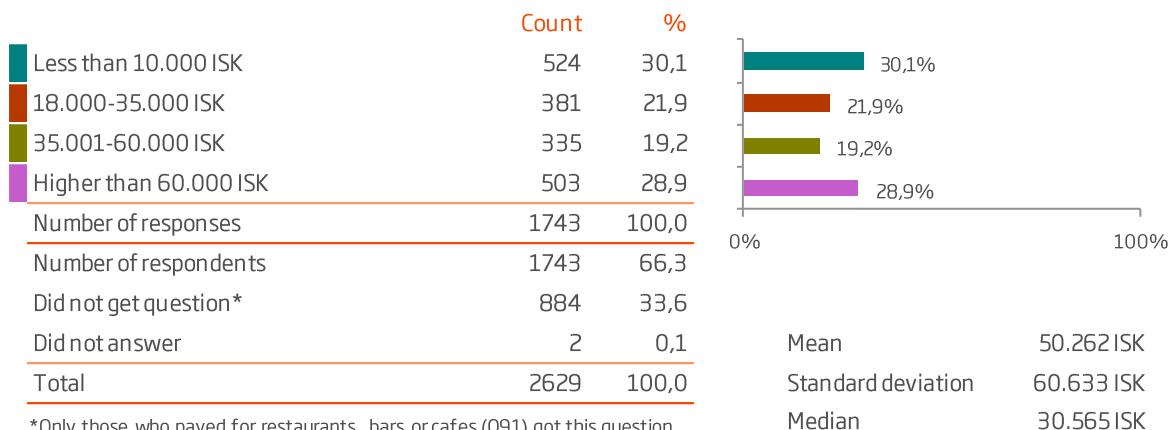
When respondents can choose more than one answer, significance between groups is not calculated.

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

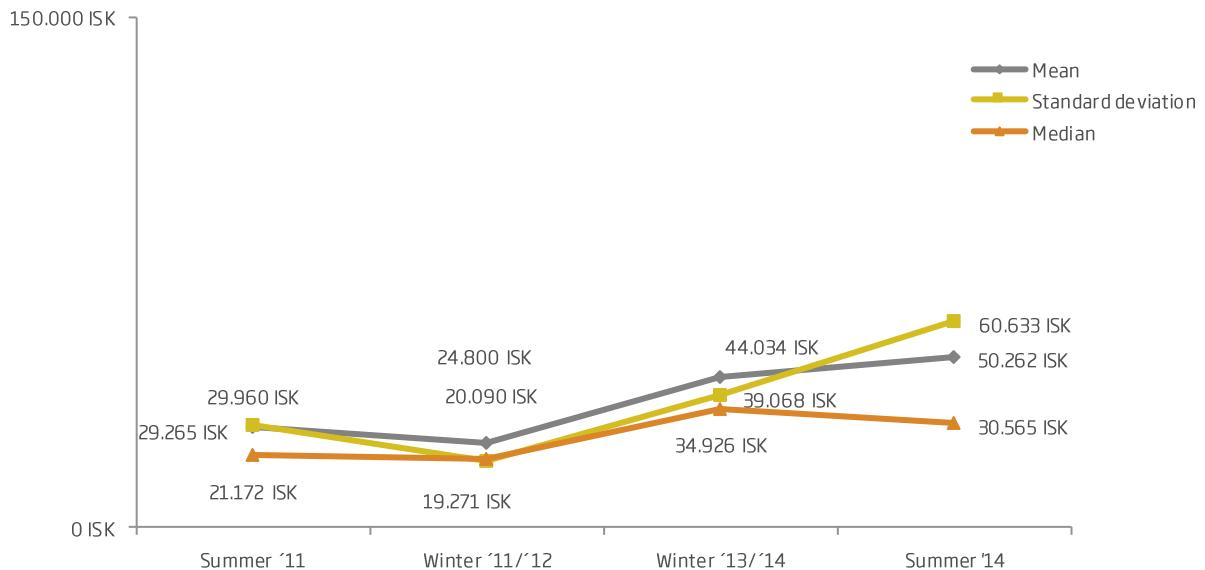
MONEY SPENT IN RESTURANTS/BAR/CAFES



Q. 92. Please estimate how much you (and your family) spent in restaurants/bars/cafes during your stay in Iceland.



*Only those who payed for restaurants, bars or cafes (Q91) got this question.



MONEY SPENT IN RESTURANTS/BAR/CAFES



Q. 92. Please estimate how much you (and your family) spent in restaurants/bars/cafes during your stay in Iceland.

	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	1743	30,1	21,9	19,2	28,9	 50.262 ISK
Gender*						
Male	873	25,2	21,5	18,8	34,5	 55.748 ISK
Female	856	35,3	22,3	19,5	22,9	 43.911 ISK
Age*						
24 years and younger	226	48,7	19,9	12,8	18,6	 33.900 ISK
25-34 years	581	33,7	24,3	20,3	21,7	 40.203 ISK
35-44 years	316	25,6	24,1	21,2	29,1	 51.362 ISK
45-54 years	255	23,9	16,9	21,2	38,0	 64.377 ISK
55 years and older	330	21,5	20,6	17,9	40,0	 66.570 ISK
What is your profession?*						
Managerial	216	23,6	24,1	18,1	34,3	 61.474 ISK
Professionals (dr./lawyer/account. etc.)	418	26,1	22,2	18,9	32,8	 53.865 ISK
Other professionals	231	28,6	19,9	22,1	29,4	 52.301 ISK
Teacher/Medical care	222	29,7	20,3	23,0	27,0	 46.400 ISK
Clerical/Service	93	29,0	26,9	15,1	29,0	 53.403 ISK
Vocational/Technical	79	31,6	27,8	16,5	24,1	 44.714 ISK
Unskilled	8	50,0	37,5	12,5	0,0	 16.157 ISK
Student	245	48,6	19,6	15,9	15,9	 31.643 ISK
Retired/Homemaker	131	21,4	19,1	19,1	40,5	 68.584 ISK
Artist/Musician/Actor etc.	25	24,0	28,0	28,0	20,0	 35.336 ISK
Other	62	29,0	19,4	22,6	29,0	 43.231 ISK
Household income*						
High	742	24,3	19,7	20,5	35,6	 58.211 ISK
Average	590	31,9	23,9	21,0	23,2	 43.757 ISK
Low	369	37,9	22,5	15,4	24,1	 45.654 ISK
Market area*						
Central/Southern Europe	543	44,6	17,1	12,2	26,2	 42.956 ISK
North America	513	25,3	23,0	18,9	32,7	 51.416 ISK
Scandinavia	357	22,1	24,4	21,0	32,5	 60.715 ISK
Britain	183	19,7	29,0	34,4	16,9	 43.832 ISK
Asia	22	36,4	13,6	18,2	31,8	 58.357 ISK
Other	125	23,2	21,6	24,0	31,2	 55.398 ISK
Transportation*						
Airline	1638	30,4	22,5	19,4	27,7	 49.179 ISK
M/S Norröna	105	24,8	11,4	17,1	46,7	 67.158 ISK

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

MONEY SPENT IN RESTURANTS/BAR/CAFES



Q. 92. Please estimate how much you (and your family) spent in restaurants/bars/cafes during your stay in Iceland.

	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	1743	30,1	21,9	19,2	28,9	 50.262 ISK
Nationality*						
American	389	23,1	22,9	20,8	33,2	 52.897 ISK
British	153	22,2	28,8	30,1	19,0	 43.907 ISK
Swedish	145	26,9	16,6	26,9	29,7	 56.063 ISK
German	138	60,1	13,0	9,4	17,4	 30.304 ISK
French	131	41,2	19,1	14,5	25,2	 45.157 ISK
Canadian	124	28,2	27,4	13,7	30,6	 46.876 ISK
Dutch	97	30,9	16,5	12,4	40,2	 54.168 ISK
Danish	97	19,6	37,1	13,4	29,9	 48.680 ISK
Norwegian	77	9,1	23,4	24,7	42,9	 88.661 ISK
Australian	54	13,0	29,6	24,1	33,3	 62.063 ISK
Italian	32	31,3	21,9	15,6	31,3	 43.224 ISK
Spanish	44	36,4	34,1	11,4	18,2	 46.069 ISK
Swiss	34	38,2	11,8	20,6	29,4	 37.350 ISK
Belgian	26	38,5	3,8	7,7	50,0	 80.148 ISK
Other	202	38,1	16,8	21,8	23,3	 46.309 ISK
Type of trip*						
Package tour	190	28,9	20,5	14,7	35,8	 52.151 ISK
Individually-arranged tour	1456	28,8	22,0	20,3	28,8	 50.995 ISK
Business-arranged tour	57	45,6	22,8	14,0	17,5	 39.998 ISK
Purpose of visit*						
Vacation/holiday	1535	28,9	20,8	19,4	30,9	 52.690 ISK
Conference/large meeting	83	32,5	27,7	22,9	16,9	 40.600 ISK
Business/small meeting	62	30,6	29,0	19,4	21,0	 45.240 ISK
Education and training	69	53,6	18,8	17,4	10,1	 28.458 ISK
Visiting friends/relatives	172	35,5	22,7	25,0	16,9	 37.604 ISK
Business incentives package	7	42,9	42,9	14,3	0,0	 23.673 ISK
Temporary employment in Iceland	10	40,0	40,0	10,0	10,0	 25.187 ISK
Health/medical treatment	<5					
Event in Iceland (leisure related)	141	29,8	35,5	17,7	17,0	 45.086 ISK

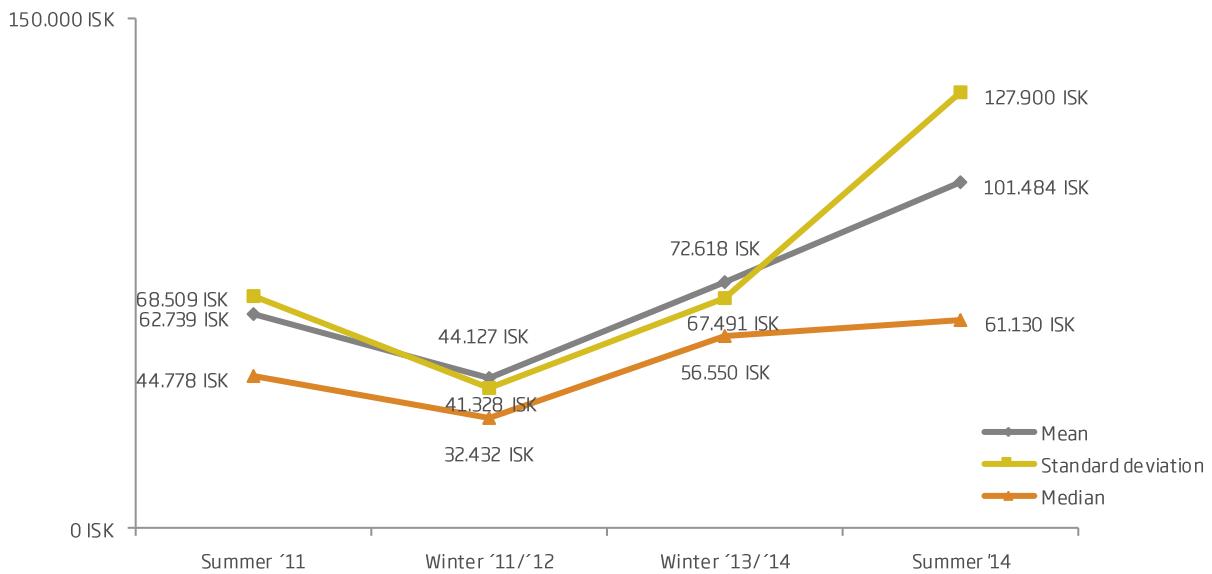
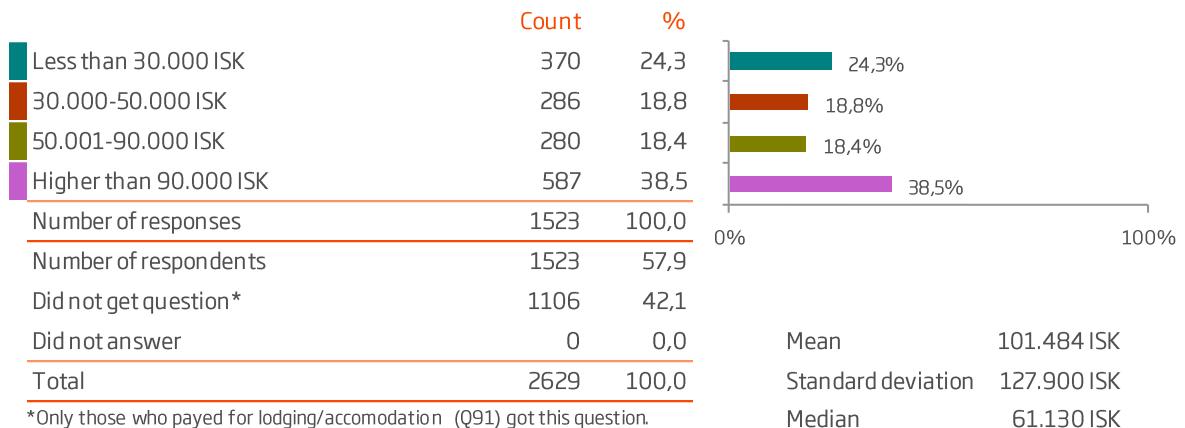
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

MONEY SPENT ON LODGING/ACCOMODATION



Q.93. Please estimate how much you (and your family) spent on lodging/accommodation during your stay in Iceland.



MONEY SPENT ON LODGING/ACCOMODATION



Q. 93. Please estimate how much you (and your family) spent on lodging/accommodation during your stay in Iceland.

	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	1523	24,3	18,8	18,4	38,5	
Gender						
Male	764	23,0	18,5	17,9	40,6	
Female	747	25,7	18,9	18,9	36,5	
Age*						
24 years and younger	207	45,9	19,8	14,0	20,3	
25-34 years	532	28,4	22,6	17,7	31,4	
35-44 years	291	18,2	20,3	20,3	41,2	
45-54 years	207	16,9	10,1	19,3	53,6	
55 years and older	257	11,3	17,1	21,4	50,2	
What is your profession?*						
Managerial	188	15,4	19,7	20,2	44,7	
Professionals (dr./lawyer/account. etc.)	375	22,7	16,8	19,2	41,3	
Other professionals	202	20,8	14,9	19,3	45,0	
Teacher/Medical care	201	22,9	19,4	17,4	40,3	
Clerical/Service	69	23,2	24,6	18,8	33,3	
Vocational/Technical	62	22,6	24,2	21,0	32,3	
Unskilled	8	62,5	37,5	0,0	0,0	
Student	227	42,7	20,7	14,5	22,0	
Retired/Homemaker	102	13,7	20,6	18,6	47,1	
Artist/Musician/Actor etc.	23	30,4	21,7	13,0	34,8	
Other	54	22,2	13,0	18,5	46,3	
Household income?*						
High	662	17,5	18,0	19,9	44,6	
Average	509	28,3	21,2	17,3	33,2	
Low	319	30,1	17,2	17,6	35,1	
Market area						
Central/Southern Europe	484	35,7	16,5	16,1	31,6	
North America	465	18,7	20,4	20,0	40,9	
Scandinavia	257	17,9	17,1	18,3	46,7	
Britain	173	17,9	27,7	20,2	34,1	
Asia	22	13,6	4,5	27,3	54,5	
Other	122	24,6	14,8	17,2	43,4	
Transportation?*						
Airline	1438	24,1	18,9	18,4	38,6	
M/S Norröna	85	28,2	16,5	17,6	37,6	

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

MONEY SPENT ON LODGING/ACCOMODATION



Q. 93. Please estimate how much you (and your family) spent on lodging/accommodation during your stay in Iceland.

	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	1523	24,3	18,8	18,4	38,5	 101.484 ISK
Nationality*						
American	353	19,5	20,7	19,3	40,5	 103.914 ISK
British	137	19,0	21,9	21,9	37,2	 100.600 ISK
Swedish	109	21,1	17,4	17,4	44,0	 110.248 ISK
German	128	53,1	11,7	8,6	26,6	 76.653 ISK
French	121	32,2	17,4	15,7	34,7	 87.422 ISK
Canadian	112	18,8	19,6	20,5	41,1	 122.813 ISK
Dutch	74	17,6	17,6	20,3	44,6	 99.950 ISK
Danish	56	10,7	28,6	25,0	35,7	 92.551 ISK
Norwegian	62	14,5	1,6	12,9	71,0	 162.013 ISK
Australian	50	20,0	18,0	18,0	44,0	 104.662 ISK
Italian	26	26,9	26,9	7,7	38,5	 130.997 ISK
Spanish	40	37,5	20,0	12,5	30,0	 125.299 ISK
Swiss	33	42,4	3,0	24,2	30,3	 75.703 ISK
Belgian	20	20,0	20,0	15,0	45,0	 119.866 ISK
Other	202	22,8	23,3	22,8	31,2	 82.993 ISK
Type of trip*						
Package tour	64	37,5	18,8	14,1	29,7	 98.538 ISK
Individually-arranged tour	1363	23,5	18,4	18,6	39,5	 103.271 ISK
Business-arranged tour	53	13,2	22,6	26,4	37,7	 106.329 ISK
Purpose of visit*						
Vacation/holiday	1349	24,4	18,3	17,9	39,4	 102.669 ISK
Conference/large meeting	84	11,9	23,8	15,5	48,8	 97.529 ISK
Business/small meeting	56	8,9	25,0	30,4	35,7	 102.184 ISK
Education and training	66	34,8	19,7	12,1	33,3	 91.140 ISK
Visiting friends/relatives	113	37,2	20,4	10,6	31,9	 98.972 ISK
Business incentives package	5	60,0	20,0	0,0	20,0	 40.741 ISK
Temporary employment in Iceland	8	50,0	12,5	25,0	12,5	 65.241 ISK
Health/medical treatment	<5					
Event in Iceland (leisure related)	108	22,2	22,2	19,4	36,1	 101.898 ISK

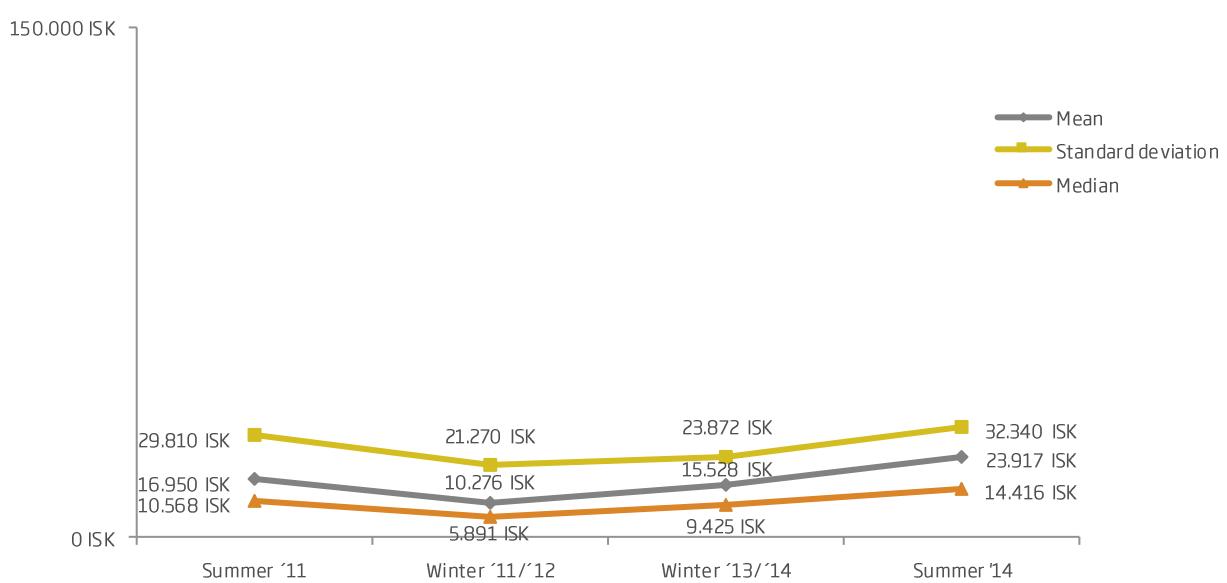
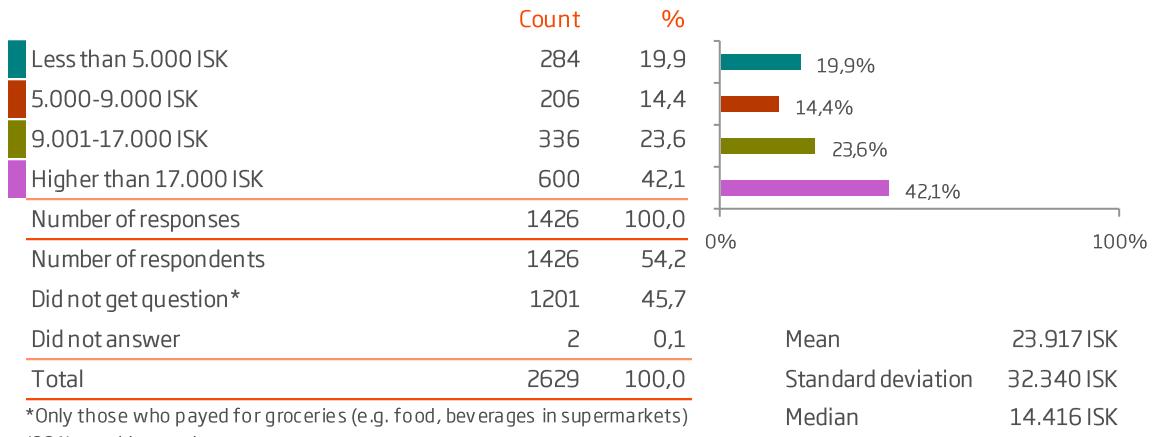
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

MONEY SPENT ON GROCERIES



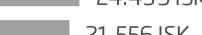
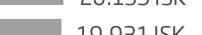
Q. 94. Please estimate how much you (and your family) spent on groceries (e.g. food, beverages in supermarkets) during your stay in Iceland.



MONEY SPENT ON GROCERIES



Q. 94. Please estimate how much you (and your family) spent on groceries (e.g. food, beverages in supermarkets) during your stay in Iceland.

	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	1426	19,9	14,4	23,6	42,1	 23.917 ISK
Gender*						
Male	712	16,4	14,5	24,2	44,9	 27.066 ISK
Female	707	23,6	14,0	23,2	39,2	 20.825 ISK
Age*						
24 years and younger	207	26,1	15,0	27,1	31,9	 19.537 ISK
25-34 years	511	20,2	14,5	21,9	43,4	 20.729 ISK
35-44 years	254	16,5	15,7	25,2	42,5	 25.255 ISK
45-54 years	202	18,3	13,9	20,8	47,0	 30.131 ISK
55 years and older	224	19,6	12,1	24,6	43,8	 28.670 ISK
What is your profession?*						
Managerial	163	17,8	11,0	27,6	43,6	 26.479 ISK
Professionals (dr./lawyer/account. etc.)	323	20,1	15,2	23,8	40,9	 24.439 ISK
Other professionals	196	19,9	15,8	21,9	42,3	 21.556 ISK
Teacher/Medical care	184	14,7	12,0	25,5	47,8	 26.182 ISK
Clerical/Service	80	22,5	16,3	25,0	36,3	 16.933 ISK
Vocational/Technical	68	11,8	17,6	22,1	48,5	 25.135 ISK
Unskilled	7	14,3	14,3	14,3	57,1	 20.159 ISK
Student	230	28,7	15,2	22,2	33,9	 19.931 ISK
Retired/Homemaker	92	16,3	13,0	25,0	45,7	 34.178 ISK
Artist/Musician/Actor etc.	20	15,0	15,0	25,0	45,0	 21.180 ISK
Other	53	18,9	17,0	13,2	50,9	 23.818 ISK
Household income						
High	578	18,5	15,6	24,9	41,0	 22.635 ISK
Average	498	18,9	15,5	22,9	42,8	 23.552 ISK
Low	318	22,0	11,6	22,6	43,7	 26.957 ISK
Market area*						
Central/Southern Europe	504	22,4	10,1	19,4	48,0	 30.968 ISK
North America	363	19,6	16,5	25,3	38,6	 18.334 ISK
Scandinavia	274	21,5	16,4	23,0	39,1	 21.636 ISK
Britain	154	18,2	16,2	28,6	37,0	 18.954 ISK
Asia	19	26,3	15,8	31,6	26,3	 11.833 ISK
Other	112	7,1	19,6	29,5	43,8	 24.738 ISK
Transportation*						
Airline	1319	20,5	15,5	24,6	39,4	 20.539 ISK
M/S Norröna	107	13,1	1,9	10,3	74,8	 65.553 ISK

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

MONEY SPENT ON GROCERIES



Q. 94. Please estimate how much you (and your family) spent on groceries (e.g. food, beverages in supermarkets) during your stay in Iceland.

	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	1426	19,9	14,4	23,6	42,1	23.917 ISK
Nationality*						
American	276	21,0	15,9	24,3	38,8	17.601 ISK
British	119	16,8	20,2	26,9	36,1	18.833 ISK
Swedish	106	26,4	18,9	21,7	33,0	20.061 ISK
German	144	47,2	6,3	7,6	38,9	29.522 ISK
French	116	12,1	10,3	27,6	50,0	29.895 ISK
Canadian	89	20,2	15,7	25,8	38,2	19.090 ISK
Dutch	85	14,1	11,8	18,8	55,3	33.862 ISK
Danish	76	14,5	14,5	25,0	46,1	26.360 ISK
Norwegian	59	22,0	15,3	20,3	42,4	20.324 ISK
Australian	47	8,5	14,9	27,7	48,9	23.258 ISK
Italian	27	18,5	25,9	18,5	37,0	19.771 ISK
Spanish	42	0,0	9,5	35,7	54,8	29.757 ISK
Swiss	31	35,5	0,0	12,9	51,6	53.294 ISK
Belgian	23	4,3	8,7	26,1	60,9	30.677 ISK
Other	186	11,3	17,7	31,2	39,8	22.297 ISK
Type of trip*						
Package tour	133	26,3	19,5	27,1	27,1	14.447 ISK
Individually-arranged tour	1231	18,5	14,1	23,4	44,0	25.222 ISK
Business-arranged tour	30	46,7	23,3	16,7	13,3	10.168 ISK
Purpose of visit*						
Vacation/holiday	1276	18,8	13,8	24,0	43,4	24.758 ISK
Conference/large meeting	58	34,5	22,4	15,5	27,6	14.812 ISK
Business/small meeting	40	25,0	22,5	20,0	32,5	28.880 ISK
Education and training	65	18,5	12,3	26,2	43,1	22.557 ISK
Visiting friends/relatives	152	17,8	15,1	21,7	45,4	21.363 ISK
Business incentives package	6	16,7	16,7	33,3	33,3	18.734 ISK
Temporary employment in Iceland	9	33,3	22,2	22,2	22,2	20.140 ISK
Health/medical treatment	<5					
Event in Iceland (leisure related)	117	23,1	19,7	26,5	30,8	17.025 ISK

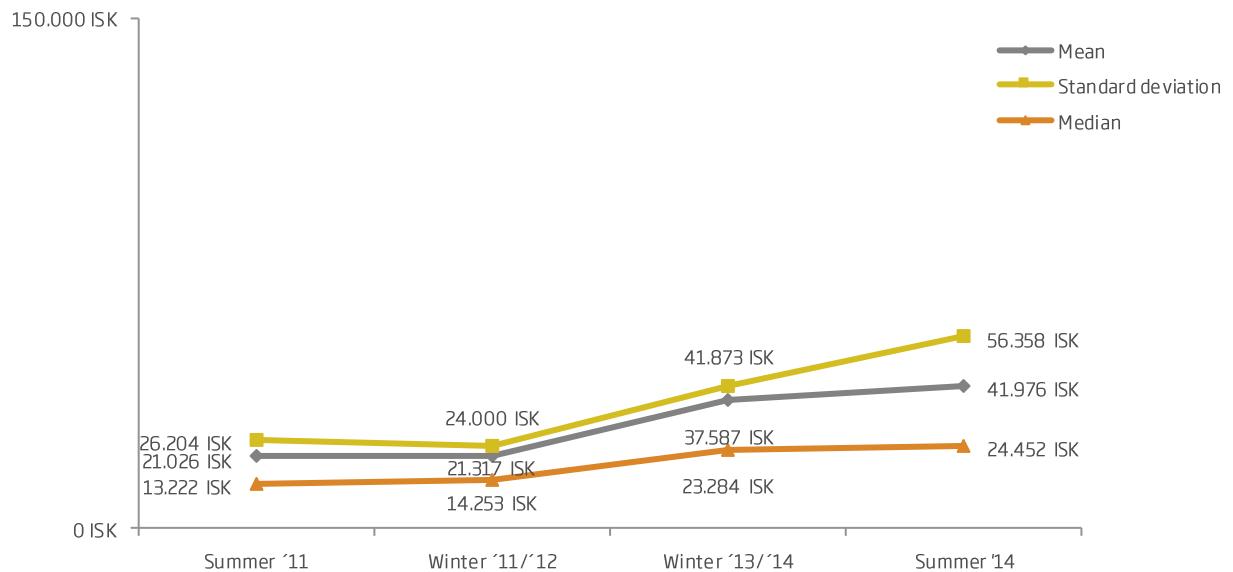
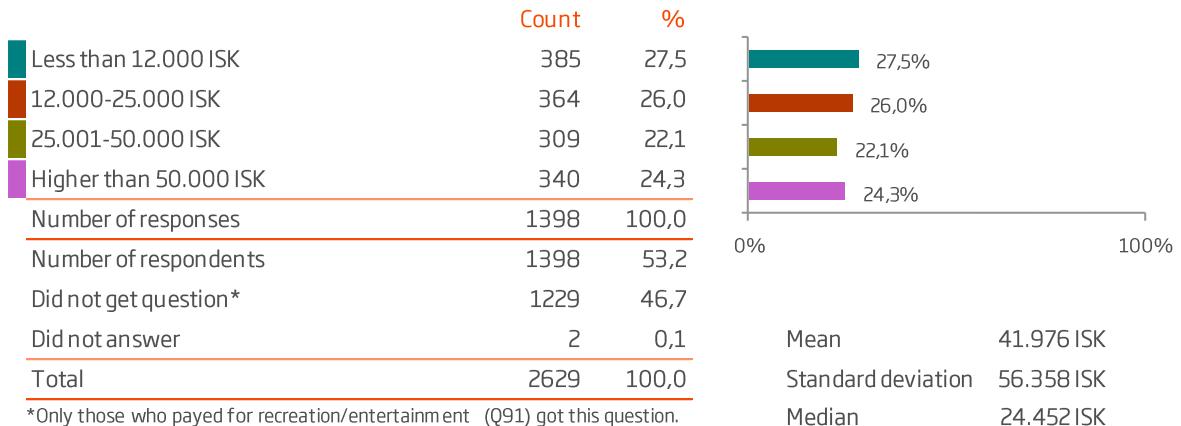
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

MONEY SPENT ON RECREATION/ENTERTAINMENT



Q. 95. Please estimate how much you (and your family) spent on recreation/entertainment (e.g. admission fees, sightseeing, tours) during your stay in Iceland.



MONEY SPENT ON RECREATION/ENTERTAINMENT



Q. 95. Please estimate how much you (and your family) spent on recreation/entertainment (e.g. admission fees, sightseeing, tours) during your stay in Iceland.

	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	1398	27,5	26,0	22,1	24,3	41.976 ISK
Gender						
Male	688	26,3	26,9	22,7	24,1	41.049 ISK
Female	699	28,9	25,2	21,2	24,7	43.120 ISK
Age						
24 years and younger	187	33,7	20,9	20,9	24,6	39.427 ISK
25-34 years	473	27,1	30,4	20,5	22,0	36.905 ISK
35-44 years	250	25,6	22,8	25,2	26,4	47.628 ISK
45-54 years	200	25,5	24,5	21,0	29,0	47.485 ISK
55 years and older	261	27,6	26,4	22,6	23,4	44.379 ISK
What is your profession?						
Managerial	174	22,4	26,4	25,3	25,9	51.324 ISK
Professionals (dr./lawyer/account. etc.)	333	24,3	24,9	21,9	28,8	46.124 ISK
Other professionals	178	27,0	23,0	24,2	25,8	44.576 ISK
Teacher/Medical care	189	30,7	30,2	18,5	20,6	36.844 ISK
Clerical/Service	67	25,4	25,4	28,4	20,9	40.569 ISK
Vocational/Technical	58	27,6	31,0	20,7	20,7	32.322 ISK
Unskilled	7	28,6	28,6	14,3	28,6	28.534 ISK
Student	203	34,5	25,1	20,7	19,7	36.304 ISK
Retired/Homemaker	104	26,0	24,0	24,0	26,0	42.291 ISK
Artist/Musician/Actor etc.	18	38,9	38,9	11,1	11,1	23.900 ISK
Other	53	32,1	20,8	20,8	26,4	38.643 ISK
Household income*						
High	600	23,3	25,5	21,5	29,7	49.423 ISK
Average	463	27,9	28,3	23,8	20,1	37.261 ISK
Low	298	33,6	24,5	21,1	20,8	36.175 ISK
Market area*						
Central/Southern Europe	452	33,8	24,6	21,5	20,1	34.529 ISK
North America	417	21,3	31,9	19,9	26,9	45.393 ISK
Scandinavia	241	31,5	22,0	24,9	21,6	38.951 ISK
Britain	154	25,3	27,9	25,3	21,4	38.153 ISK
Asia	21	23,8	14,3	19,0	42,9	78.872 ISK
Other	113	20,4	18,6	23,0	38,1	63.955 ISK
Transportation						
Airline	1303	27,2	26,2	22,3	24,3	42.039 ISK
M/S Norröna	95	31,6	23,2	20,0	25,3	41.108 ISK

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

MONEY SPENT ON RECREATION/ENTERTAINMENT



Q. 95. Please estimate how much you (and your family) spent on recreation/entertainment (e.g. admission fees, sightseeing, tours) during your stay in Iceland.

	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	1398	27,5	26,0	22,1	24,3	41.976 ISK
Nationality*						
American	319	21,6	30,1	20,1	28,2	47.679 ISK
British	136	25,7	27,2	24,3	22,8	39.287 ISK
Swedish	99	29,3	21,2	28,3	21,2	37.744 ISK
German	119	57,1	21,0	13,4	8,4	18.322 ISK
French	110	20,9	30,0	27,3	21,8	40.640 ISK
Canadian	101	23,8	32,7	20,8	22,8	39.934 ISK
Dutch	81	22,2	24,7	22,2	30,9	47.790 ISK
Danish	62	41,9	21,0	16,1	21,0	37.073 ISK
Norwegian	56	26,8	17,9	33,9	21,4	42.360 ISK
Australian	49	14,3	26,5	16,3	42,9	72.476 ISK
Italian	24	25,0	41,7	20,8	12,5	25.659 ISK
Spanish	29	20,7	27,6	31,0	20,7	33.119 ISK
Swiss	30	43,3	16,7	13,3	26,7	44.000 ISK
Belgian	21	19,0	23,8	28,6	28,6	44.415 ISK
Other	162	25,9	21,6	23,5	29,0	48.067 ISK
Type of trip*						
Package tour	117	37,6	32,5	21,4	8,5	23.037 ISK
Individually-arranged tour	1228	26,2	24,9	22,5	26,4	43.910 ISK
Business-arranged tour	28	50,0	25,0	17,9	7,1	31.798 ISK
Purpose of visit*						
Vacation/holiday	1274	26,1	26,3	22,0	25,7	43.754 ISK
Conference/large meeting	57	42,1	17,5	19,3	21,1	33.227 ISK
Business/small meeting	37	40,5	21,6	21,6	16,2	39.154 ISK
Education and training	52	40,4	34,6	13,5	11,5	24.226 ISK
Visiting friends/relatives	136	41,2	26,5	17,6	14,7	27.030 ISK
Business incentives package	<5					
Temporary employment in Iceland	5	100,0	0,0	0,0	0,0	5.586 ISK
Health/medical treatment	<5					
Event in Iceland (leisure related)	101	36,6	23,8	26,7	12,9	35.351 ISK

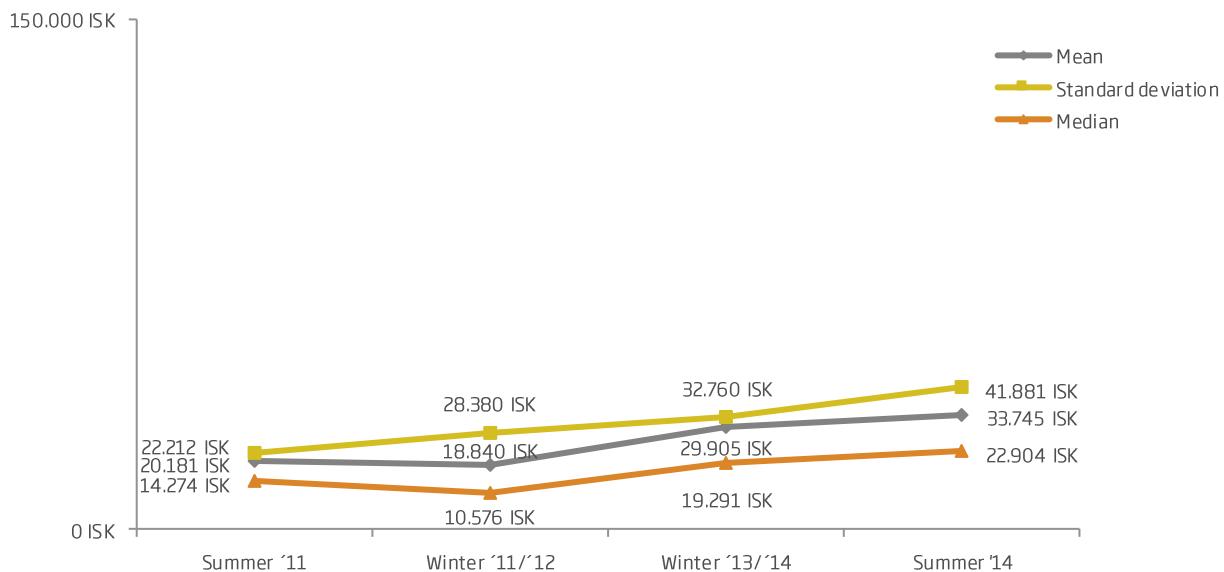
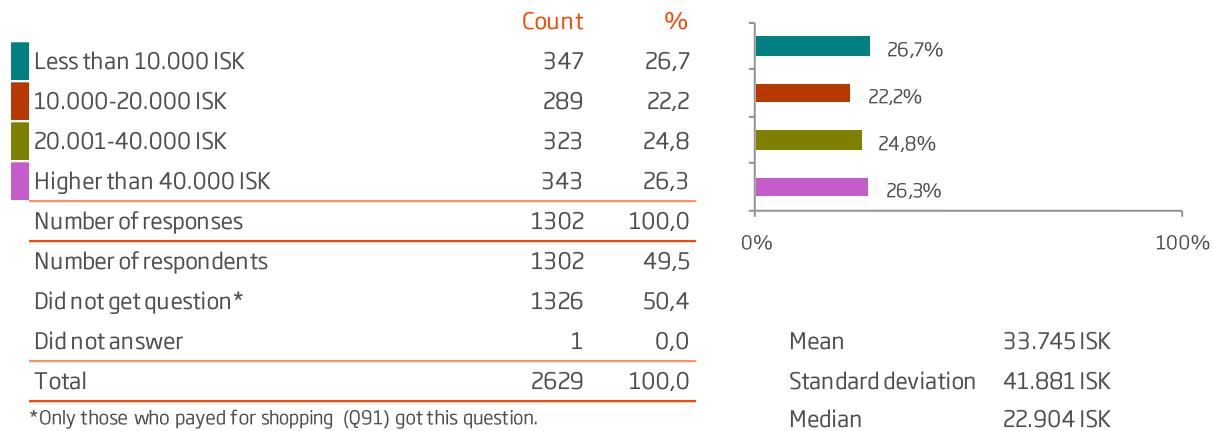
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

MONEY SPENT ON SHOPPING



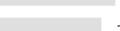
Q. 96. Please estimate how much you (and your family) spent on shopping during your stay in Iceland.



MONEY SPENT ON SHOPPING



Q. 96. Please estimate how much you (and your family) spent on shopping during your stay in Iceland.

	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	1302	26,7	22,2	24,8	26,3	 33.745 ISK
Gender						
Male	614	25,2	21,8	24,8	28,2	 35.874 ISK
Female	680	28,1	22,4	25,0	24,6	 31.874 ISK
Age*						
24 years and younger	166	37,3	21,7	23,5	17,5	 24.302 ISK
25-34 years	425	33,2	24,0	22,1	20,7	 27.983 ISK
35-44 years	241	21,2	25,7	25,3	27,8	 33.689 ISK
45-54 years	192	15,1	20,8	31,8	32,3	 42.597 ISK
55 years and older	249	23,3	16,9	24,9	34,9	 43.261 ISK
What is your profession?*						
Managerial	154	20,1	20,1	22,7	37,0	 41.047 ISK
Professionals (dr./lawyer/account. etc.)	310	25,8	23,5	25,5	25,2	 36.250 ISK
Other professionals	184	27,7	23,4	22,3	26,6	 33.625 ISK
Teacher/Medical care	175	26,9	21,7	22,9	28,6	 33.640 ISK
Clerical/Service	76	21,1	19,7	32,9	26,3	 33.914 ISK
Vocational/Technical	62	24,2	21,0	25,8	29,0	 32.821 ISK
Unskilled	6	50,0	0,0	50,0	0,0	 16.604 ISK
Student	179	40,2	21,8	21,2	16,8	 23.361 ISK
Retired/Homemaker	88	19,3	25,0	23,9	31,8	 41.170 ISK
Artist/Musician/Actor etc.	14	21,4	21,4	28,6	28,6	 26.603 ISK
Other	46	21,7	21,7	37,0	19,6	 27.011 ISK
Household income						
High	553	24,1	22,6	25,9	27,5	 36.843 ISK
Average	446	28,3	20,2	26,0	25,6	 30.524 ISK
Low	275	28,0	24,0	21,8	26,2	 33.368 ISK
Market area*						
Central/Southern Europe	405	36,8	19,3	20,2	23,7	 29.085 ISK
North America	386	20,5	22,0	31,3	26,2	 35.781 ISK
Scandinavia	272	19,1	20,6	24,3	36,0	 40.325 ISK
Britain	128	38,3	34,4	17,2	10,2	 22.789 ISK
Asia	18	22,2	27,8	16,7	33,3	 33.623 ISK
Other	93	15,1	22,6	31,2	31,2	 41.451 ISK
Transportation*						
Airline	1219	27,1	22,7	25,3	24,9	 32.415 ISK
M/S Norröna	83	20,5	14,5	18,1	47,0	 53.277 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 shopping during your stay in Iceland.

	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	1302	26,7	22,2	24,8	26,3	33.745 ISK
Nationality*						
American	295	20,3	21,4	33,2	25,1	34.144 ISK
British	103	36,9	35,0	20,4	7,8	22.616 ISK
Swedish	113	22,1	20,4	23,9	33,6	38.190 ISK
German	97	48,5	16,5	11,3	23,7	28.352 ISK
French	101	23,8	19,8	28,7	27,7	32.566 ISK
Canadian	99	23,2	27,3	23,2	26,3	38.271 ISK
Dutch	65	40,0	20,0	20,0	20,0	28.100 ISK
Danish	66	10,6	24,2	30,3	34,8	31.143 ISK
Norwegian	65	15,4	16,9	23,1	44,6	55.730 ISK
Australian	41	17,1	22,0	24,4	36,6	42.076 ISK
Italian	23	30,4	30,4	21,7	17,4	21.716 ISK
Spanish	41	41,5	19,5	14,6	24,4	25.676 ISK
Swiss	22	45,5	9,1	9,1	36,4	29.836 ISK
Belgian	20	20,0	15,0	35,0	30,0	46.144 ISK
Other	151	27,8	23,2	23,8	25,2	33.310 ISK
Type of trip*						
Package tour	153	30,1	17,0	23,5	29,4	33.154 ISK
Individually-arranged tour	1086	25,6	22,6	25,4	26,4	34.448 ISK
Business-arranged tour	40	42,5	17,5	27,5	12,5	23.446 ISK
Purpose of visit*						
Vacation/holiday	1147	25,3	22,3	24,6	27,8	35.126 ISK
Conference/large meeting	61	34,4	27,9	18,0	19,7	23.688 ISK
Business/small meeting	40	27,5	20,0	25,0	27,5	30.000 ISK
Education and training	55	40,0	16,4	21,8	21,8	24.973 ISK
Visiting friends/relatives	131	22,1	26,0	27,5	24,4	34.991 ISK
Business incentives package	6	50,0	50,0	0,0	0,0	10.489 ISK
Temporary employment in Iceland	8	50,0	12,5	25,0	12,5	26.836 ISK
Health/medical treatment	<5					
Event in Iceland (leisure related)	108	32,4	23,1	20,4	24,1	32.648 ISK

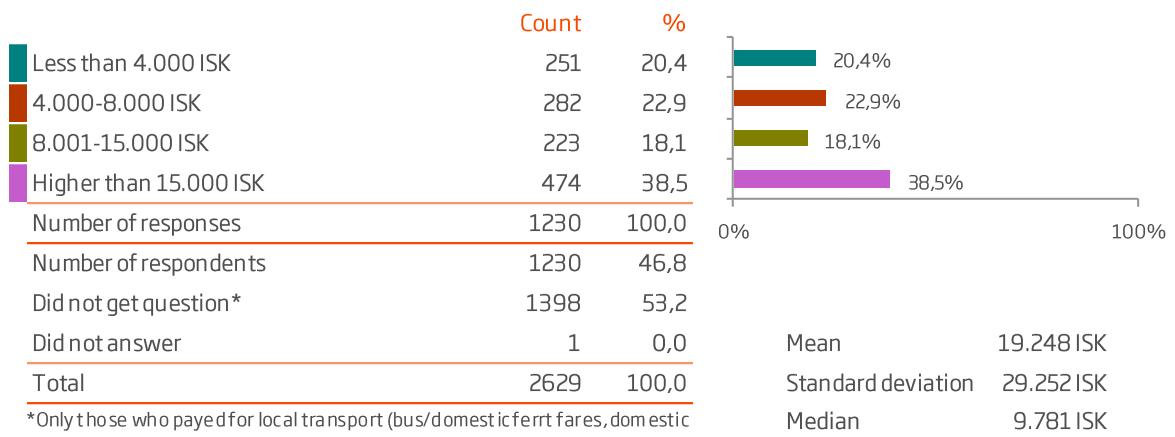
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

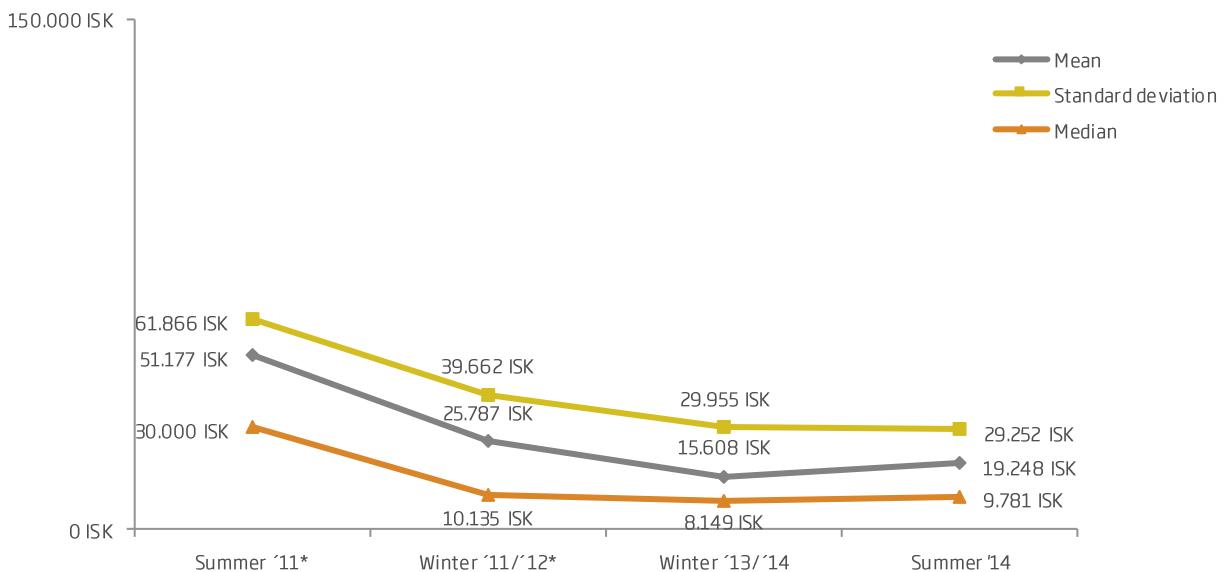
MONEY SPENT ON LOCAL TRANSPORT



Q. 97. Please estimate how much you (and your family) spent on local transport (bus/domestic ferry fares, domestic airfares) during your stay in Iceland.



*Only those who payed for local transport (bus/domestic ferry fares, domestic airfares) (Q91) got this question.



*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 local transport (bus/domestic ferry fares, domestic airfares) during your stay in Iceland.

	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	1230	20,4	22,9	18,1	38,5	19.248 ISK
Gender						
Male	586	19,1	25,6	17,1	38,2	19.711 ISK
Female	634	21,5	20,7	19,1	38,8	18.296 ISK
Age						
24 years and younger	182	23,6	22,5	19,8	34,1	15.123 ISK
25-34 years	443	22,6	22,6	15,8	39,1	20.072 ISK
35-44 years	233	18,0	24,9	20,2	36,9	19.076 ISK
45-54 years	159	14,5	21,4	20,8	43,4	21.080 ISK
55 years and older	188	20,7	23,9	17,0	38,3	18.879 ISK
What is your profession?						
Managerial	135	14,8	22,2	22,2	40,7	25.071 ISK
Professionals (dr./lawyer/account. etc.)	292	24,0	19,5	18,5	38,0	18.348 ISK
Other professionals	166	18,7	22,3	21,7	37,3	21.666 ISK
Teacher/Medical care	165	16,4	22,4	16,4	44,8	20.344 ISK
Clerical/Service	57	10,5	24,6	19,3	45,6	17.524 ISK
Vocational/Technical	60	21,7	18,3	15,0	45,0	22.343 ISK
Unskilled	5	0,0	60,0	20,0	20,0	8.978 ISK
Student	207	25,6	25,6	15,9	32,9	16.108 ISK
Retired/Homemaker	67	20,9	19,4	16,4	43,3	18.608 ISK
Artist/Musician/Actor etc.	19	21,1	26,3	15,8	36,8	13.235 ISK
Other	45	24,4	35,6	17,8	22,2	13.983 ISK
Household income						
High	521	17,5	24,6	17,7	40,3	19.266 ISK
Average	417	18,2	21,3	19,4	41,0	20.501 ISK
Low	265	28,7	22,6	15,8	32,8	17.790 ISK
Market area*						
Central/Southern Europe	378	24,9	19,3	8,5	47,4	21.755 ISK
North America	385	16,4	27,0	22,6	34,0	19.051 ISK
Scandinavia	242	19,8	25,2	22,3	32,6	15.850 ISK
Britain	134	22,4	20,1	22,4	35,1	16.000 ISK
Asia	14	14,3	14,3	28,6	42,9	34.690 ISK
Other	77	18,2	19,5	20,8	41,6	21.452 ISK
Transportation						
Airline	1198	20,7	23,1	18,1	38,1	19.049 ISK
M/S Norröna	32	9,4	15,6	18,8	56,3	26.710 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 local transport (bus/domestic ferry fares, domestic airfares) during your stay in Iceland.

	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	1230	20,4	22,9	18,1	38,5	 19.248 ISK
Nationality						
American	301	17,9	27,6	21,6	32,9	 18.416 ISK
British	104	16,3	25,0	25,0	33,7	 16.022 ISK
Swedish	94	17,0	18,1	23,4	41,5	 20.622 ISK
German	102	44,1	16,7	4,9	34,3	 16.508 ISK
French	92	15,2	9,8	14,1	60,9	 27.357 ISK
Canadian	87	11,5	26,4	27,6	34,5	 19.819 ISK
Dutch	66	18,2	24,2	13,6	43,9	 22.230 ISK
Danish	65	20,0	33,8	16,9	29,2	 13.763 ISK
Norwegian	52	17,3	19,2	32,7	30,8	 13.363 ISK
Australian	29	17,2	20,7	17,2	44,8	 15.652 ISK
Italian	21	28,6	19,0	9,5	42,9	 31.205 ISK
Spanish	29	10,3	34,5	3,4	51,7	 22.208 ISK
Swiss	19	57,9	10,5	0,0	31,6	 15.223 ISK
Belgian	14	7,1	21,4	0,0	71,4	 26.761 ISK
Other	155	22,6	21,9	14,8	40,6	 20.185 ISK
Type of trip*						
Package tour	81	37,0	24,7	16,0	22,2	 25.434 ISK
Individually-arranged tour	1068	18,9	22,1	19,1	39,9	 19.066 ISK
Business-arranged tour	45	28,9	33,3	11,1	26,7	 16.846 ISK
Purpose of visit*						
Vacation/holiday	1048	19,8	20,8	18,7	40,6	 20.087 ISK
Conference/large meeting	63	22,2	42,9	12,7	22,2	 12.648 ISK
Business/small meeting	52	23,1	26,9	15,4	34,6	 20.189 ISK
Education and training	60	28,3	26,7	15,0	30,0	 14.259 ISK
Visiting friends/relatives	138	26,1	24,6	17,4	31,9	 18.996 ISK
Business incentives package	6	33,3	16,7	16,7	33,3	 13.322 ISK
Temporary employment in Iceland	11	18,2	45,5	27,3	9,1	 7.094 ISK
Health/medical treatment	<5					
Event in Iceland (leisure related)	121	27,3	24,0	20,7	28,1	 15.060 ISK

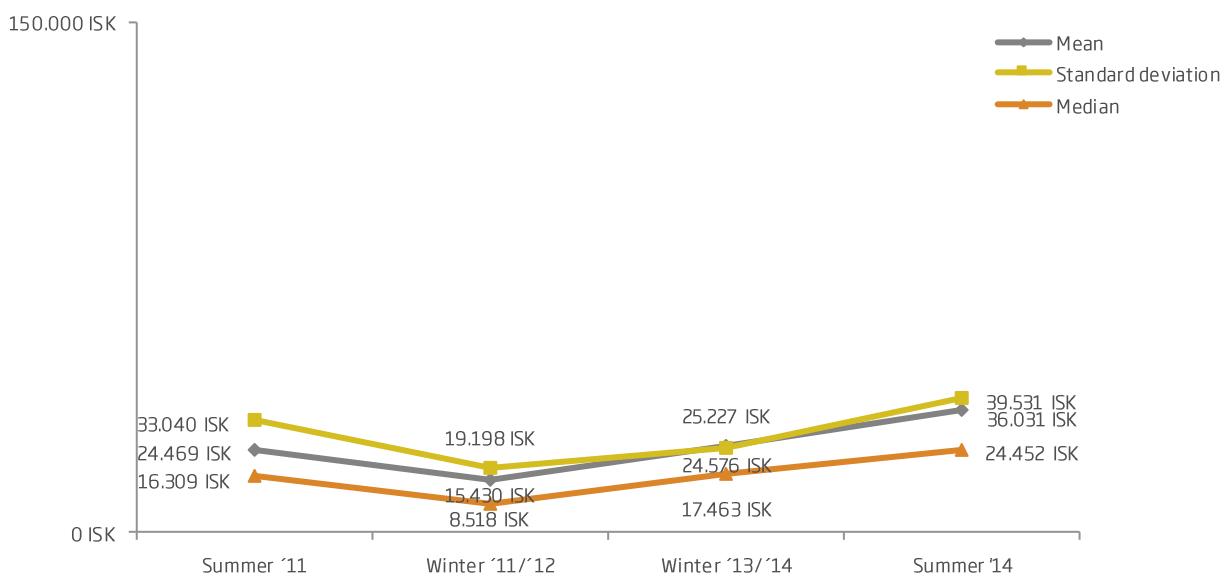
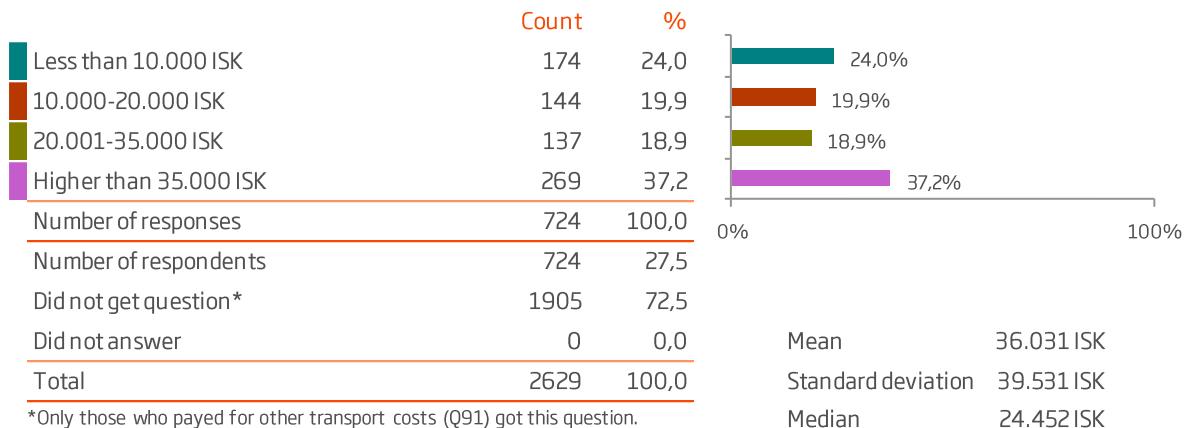
Difference between groups is not statistically significant.

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

MONEY SPENT ON OTHER TRANSPORT COSTS



Q. 98. Please estimate how much you (and your family) spent on other transport costs (e.g. fuel, maintenance) during your stay in Iceland.



MONEY SPENT ON OTHER TRANSPORT COSTS



Q. 98. Please estimate how much you (and your family) spent on other transport costs (e.g. fuel, maintenance) during your stay in Iceland.

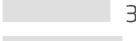
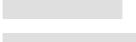
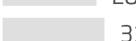
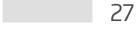
	Number of answers	Less than 10.000 ISK	10.000-20.000 ISK	20.001-35.000 ISK	Higher than 35.000 ISK	
	Count	%	%	%	%	
Total	724	24,0	19,9	18,9	37,2	36.031 ISK
Gender*						
Male	399	19,5	20,1	19,8	40,6	39.365 ISK
Female	322	29,5	19,9	18,0	32,6	31.079 ISK
Age*						
24 years and younger	83	33,7	24,1	13,3	28,9	24.021 ISK
25-34 years	287	23,3	22,6	18,5	35,5	32.380 ISK
35-44 years	126	17,5	20,6	21,4	40,5	37.646 ISK
45-54 years	106	26,4	13,2	19,8	40,6	42.602 ISK
55 years and older	112	23,2	16,1	18,8	42,0	47.527 ISK
What is your profession?*						
Managerial	89	20,2	11,2	23,6	44,9	39.038 ISK
Professionals (dr./lawyer/account. etc.)	176	19,9	24,4	17,6	38,1	36.834 ISK
Other professionals	102	24,5	19,6	16,7	39,2	35.598 ISK
Teacher/Medical care	100	25,0	14,0	21,0	40,0	37.093 ISK
Clerical/Service	23	26,1	39,1	17,4	17,4	21.702 ISK
Vocational/Technical	41	19,5	17,1	26,8	36,6	42.136 ISK
Unskilled	<5					
Student	97	37,1	25,8	13,4	23,7	23.644 ISK
Retired/Homemaker	50	18,0	12,0	20,0	50,0	55.371 ISK
Artist/Musician/Actor etc.	12	50,0	8,3	16,7	25,0	22.154 ISK
Other	30	20,0	23,3	23,3	33,3	33.730 ISK
Household income						
High	270	22,2	20,7	20,4	36,7	33.757 ISK
Average	251	25,5	18,3	19,5	36,7	35.978 ISK
Low	183	21,9	21,3	18,0	38,8	40.747 ISK
Market area*						
Central/Southern Europe	311	22,8	14,8	19,9	42,4	41.652 ISK
North America	171	20,5	25,1	19,3	35,1	30.168 ISK
Scandinavia	121	36,4	25,6	15,7	22,3	27.713 ISK
Britain	59	22,0	25,4	20,3	32,2	34.189 ISK
Asia	6	16,7	33,3	0,0	50,0	35.955 ISK
Other	56	17,9	12,5	19,6	50,0	42.635 ISK
Transportation*						
Airline	628	25,8	22,3	20,2	31,7	29.677 ISK
M/S Norröna	96	12,5	4,2	10,4	72,9	77.594 ISK

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

MONEY SPENT ON OTHER TRANSPORT COSTS



Q. 98. Please estimate how much you (and your family) spent on other transport costs (e.g. fuel, maintenance) during your stay in Iceland.

	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	724	24,0	19,9	18,9	37,2	 36.031 ISK
Nationality*						
American	127	20,5	23,6	24,4	31,5	 29.289 ISK
British	39	28,2	23,1	15,4	33,3	 35.894 ISK
Swedish	51	51,0	23,5	5,9	19,6	 26.303 ISK
German	83	44,6	7,2	10,8	37,3	 40.777 ISK
French	80	12,5	16,3	27,5	43,8	 41.180 ISK
Canadian	46	21,7	17,4	17,4	43,5	 34.994 ISK
Dutch	47	10,6	21,3	19,1	48,9	 44.300 ISK
Danish	36	8,3	27,8	33,3	30,6	 36.684 ISK
Norwegian	23	60,9	30,4	0,0	8,7	 16.300 ISK
Australian	26	19,2	11,5	23,1	46,2	 37.425 ISK
Italian	15	26,7	20,0	13,3	40,0	 32.645 ISK
Spanish	34	11,8	20,6	29,4	38,2	 49.861 ISK
Swiss	19	31,6	10,5	5,3	52,6	 49.508 ISK
Belgian	14	14,3	0,0	14,3	71,4	 39.972 ISK
Other	84	13,1	28,6	19,0	39,3	 34.531 ISK
Type of trip*						
Package tour	41	19,5	17,1	26,8	36,6	 32.712 ISK
Individually-arranged tour	649	24,7	19,7	18,6	37,0	 36.590 ISK
Business-arranged tour	8	25,0	50,0	12,5	12,5	 41.032 ISK
Purpose of visit*						
Vacation/holiday	662	22,7	19,3	19,2	38,8	 37.021 ISK
Conference/large meeting	22	36,4	9,1	27,3	27,3	 28.486 ISK
Business/small meeting	27	33,3	18,5	18,5	29,6	 31.266 ISK
Education and training	29	37,9	27,6	10,3	24,1	 27.219 ISK
Visiting friends/relatives	82	28,0	20,7	25,6	25,6	 27.639 ISK
Business incentives package	<5					
Temporary employment in Iceland	<5					
Health/medical treatment						
Event in Iceland (leisure related)	43	27,9	30,2	18,6	23,3	 27.624 ISK

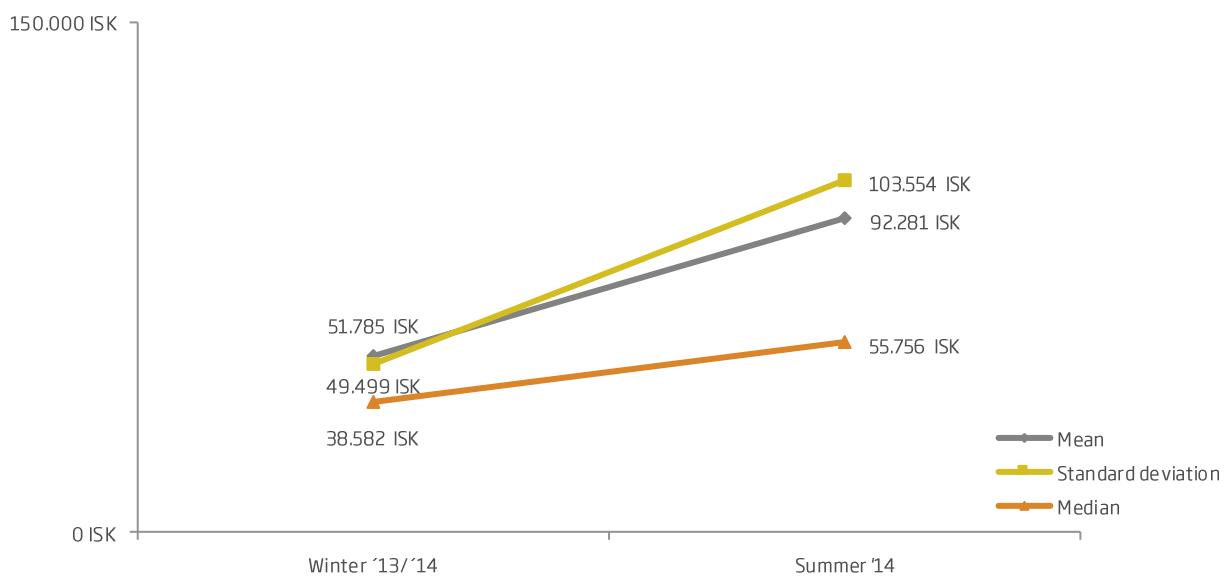
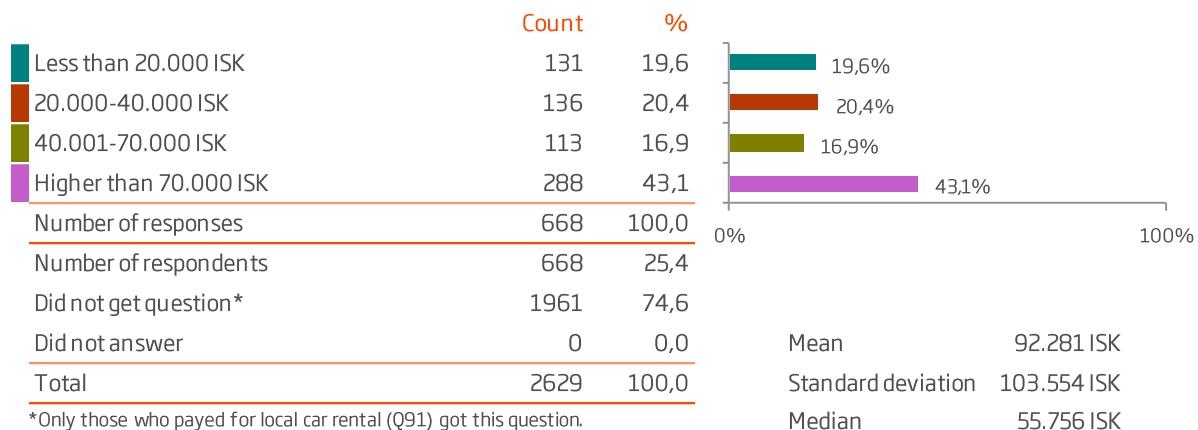
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

MONEY SPENT ON LOCAL CAR RENTAL



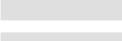
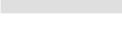
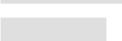
Q. 99. Please estimate how much you (and your family) spent on local car rental during your stay in Iceland.



MONEY SPENT ON LOCAL CAR RENTAL



Q. 99. Please estimate how much you (and your family) spent on local car rental during your stay in Iceland.

	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	668	19,6	20,4	16,9	43,1	 92.281 ISK
Gender						
Male	350	16,9	20,0	19,4	43,7	 95.322 ISK
Female	313	22,7	20,8	14,4	42,2	 88.063 ISK
Age						
24 years and younger	78	28,2	26,9	10,3	34,6	 67.363 ISK
25-34 years	297	19,5	19,5	17,2	43,8	 89.291 ISK
35-44 years	115	20,0	20,9	11,3	47,8	 97.752 ISK
45-54 years	83	16,9	19,3	22,9	41,0	 101.086 ISK
55 years and older	84	15,5	19,0	22,6	42,9	 107.227 ISK
What is your profession?*						
Managerial	83	12,0	19,3	20,5	48,2	 115.516 ISK
Professionals (dr./lawyer/account. etc.)	177	19,2	15,8	18,1	46,9	 105.700 ISK
Other professionals	83	13,3	24,1	16,9	45,8	 98.442 ISK
Teacher/Medical care	96	18,8	18,8	17,7	44,8	 85.750 ISK
Clerical/Service	28	25,0	21,4	7,1	46,4	 79.666 ISK
Vocational/Technical	27	22,2	18,5	11,1	48,1	 92.731 ISK
Unskilled	<5					
Student	92	26,1	30,4	16,3	27,2	 62.044 ISK
Retired/Homemaker	33	24,2	12,1	21,2	42,4	 85.949 ISK
Artist/Musician/Actor etc.	11	45,5	18,2	27,3	9,1	 41.304 ISK
Other	33	18,2	24,2	6,1	51,5	 91.310 ISK
Household income						
High	283	16,3	20,5	16,6	46,6	 101.964 ISK
Average	222	21,2	18,9	18,0	41,9	 83.064 ISK
Low	148	21,6	21,6	16,2	40,5	 91.676 ISK
Market area*						
Central/Southern Europe	240	20,8	16,3	13,8	49,2	 103.508 ISK
North America	188	17,6	22,9	20,2	39,4	 89.596 ISK
Scandinavia	114	23,7	23,7	21,9	30,7	 68.363 ISK
Britain	58	15,5	27,6	13,8	43,1	 82.569 ISK
Asia	7	0,0	28,6	14,3	57,1	 93.322 ISK
Other	61	19,7	14,8	13,1	52,5	 110.199 ISK
Transportation						
Airline	666	19,7	20,4	16,8	43,1	 92.260 ISK
M/S Norröna	<5					

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

MONEY SPENT ON LOCAL CAR RENTAL



Q. 99. Please estimate how much you (and your family) spent on local car rental during your stay in Iceland.

	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	668	19,6	20,4	16,9	43,1	 92.281 ISK
Nationality*						
American	135	15,6	25,9	23,0	35,6	 89.486 ISK
British	41	19,5	29,3	12,2	39,0	 82.444 ISK
Swedish	56	26,8	21,4	17,9	33,9	 62.243 ISK
German	52	50,0	13,5	9,6	26,9	 61.145 ISK
French	71	8,5	15,5	23,9	52,1	 119.442 ISK
Canadian	53	24,5	13,2	15,1	47,2	 88.188 ISK
Dutch	33	9,1	18,2	9,1	63,6	 121.699 ISK
Danish	25	16,0	8,0	32,0	44,0	 92.304 ISK
Norwegian	24	29,2	37,5	16,7	16,7	 44.402 ISK
Australian	26	19,2	3,8	19,2	57,7	 126.589 ISK
Italian	15	13,3	26,7	6,7	53,3	 86.626 ISK
Spanish	29	3,4	20,7	6,9	69,0	 153.868 ISK
Swiss	13	46,2	0,0	0,0	53,8	 71.765 ISK
Belgian	10	10,0	0,0	0,0	90,0	 220.179 ISK
Other	85	15,3	28,2	16,5	40,0	 79.842 ISK
Type of trip*						
Package tour	15	46,7	20,0	13,3	20,0	 33.812 ISK
Individually-arranged tour	617	18,8	20,3	17,3	43,6	 93.546 ISK
Business-arranged tour	7	57,1	14,3	14,3	14,3	 70.963 ISK
Purpose of visit*						
Vacation/holiday	615	18,4	20,5	16,6	44,6	 94.748 ISK
Conference/large meeting	32	28,1	18,8	21,9	31,3	 79.935 ISK
Business/small meeting	22	27,3	22,7	13,6	36,4	 83.674 ISK
Education and training	27	33,3	14,8	14,8	37,0	 70.251 ISK
Visiting friends/relatives	53	26,4	18,9	17,0	37,7	 59.131 ISK
Business incentives package	<5					
Temporary employment in Iceland	<5					
Health/medical treatment						
Event in Iceland (leisure related)	51	37,3	27,5	23,5	11,8	 40.723 ISK

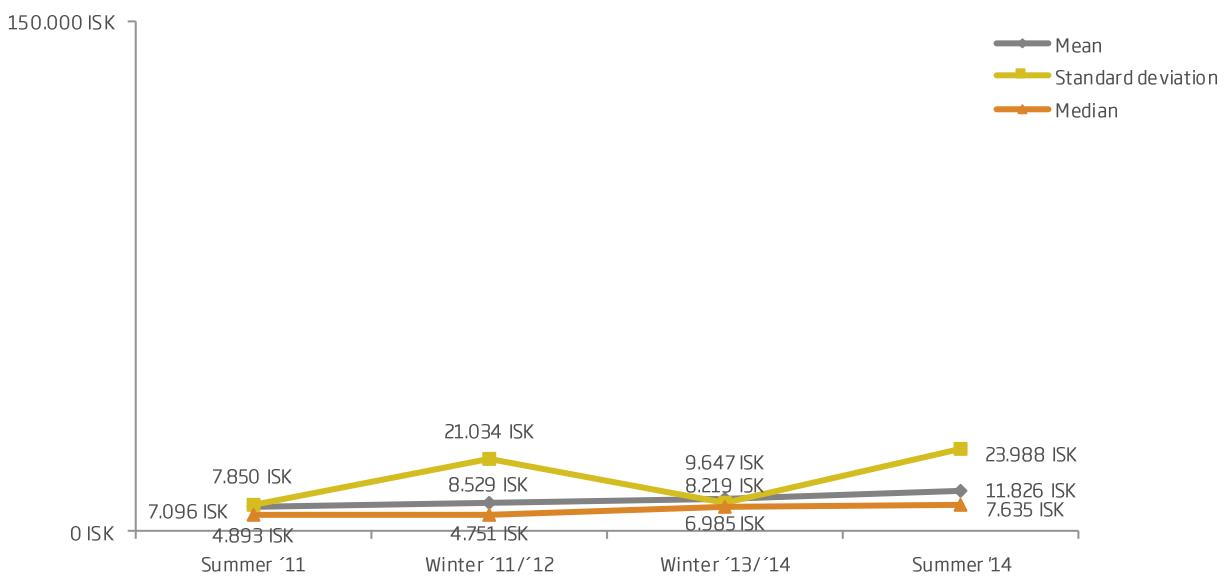
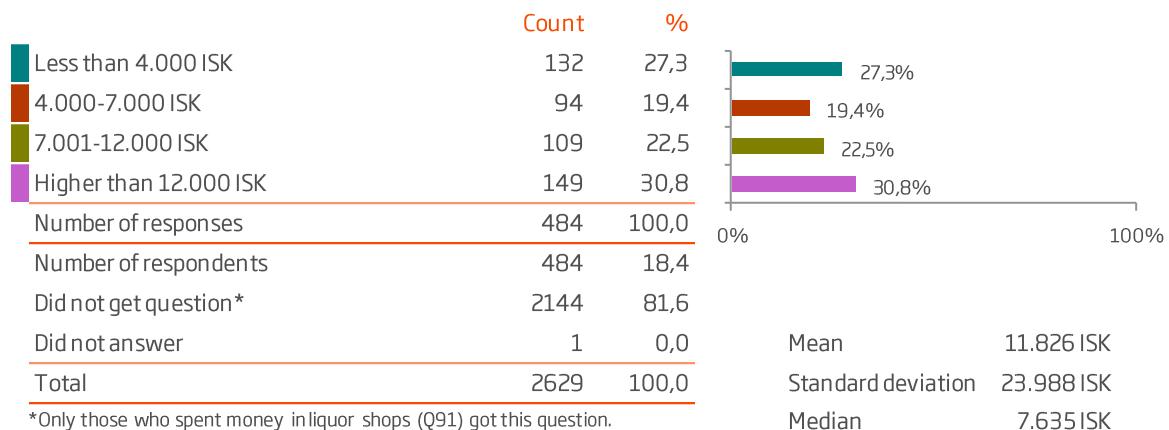
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

MONEY SPENT IN LIQUOR SHOPS



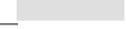
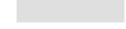
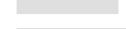
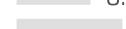
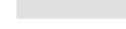
Q.100. Please estimate how much you (and your family) spent in liquor shops during your stay in Iceland.



MONEY SPENT IN LIQUOR SHOPS



Q.100. Please estimate how much you (and your family) spent in liquor shops during your stay in Iceland.

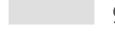
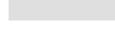
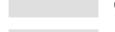
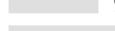
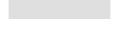
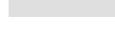
	Number of answers	Less than 4.000 ISK	4.000-7.000 ISK	7.001-12.000 ISK	Higher than 12.000 ISK	
	Count	%	%	%	%	
Total	484	27,3	19,4	22,5	30,8	 11.826 ISK
Gender						
Male	251	21,5	20,7	24,7	33,1	 11.901 ISK
Female	232	33,6	18,1	20,3	28,0	 11.691 ISK
Age						
24 years and younger	68	29,4	26,5	19,1	25,0	 8.835 ISK
25-34 years	189	32,3	20,6	23,8	23,3	 11.543 ISK
35-44 years	83	28,9	19,3	16,9	34,9	 12.517 ISK
45-54 years	58	22,4	13,8	22,4	41,4	 12.227 ISK
55 years and older	79	16,5	16,5	29,1	38,0	 13.522 ISK
What is your profession?						
Managerial	46	28,3	17,4	21,7	32,6	 11.523 ISK
Professionals (dr./lawyer/account. etc.)	116	32,8	18,1	21,6	27,6	 14.811 ISK
Other professionals	65	20,0	29,2	16,9	33,8	 11.421 ISK
Teacher/Medical care	63	34,9	12,7	23,8	28,6	 9.735 ISK
Clerical/Service	20	25,0	0,0	30,0	45,0	 11.076 ISK
Vocational/Technical	23	13,0	26,1	26,1	34,8	 12.568 ISK
Unskilled	<5					
Student	82	36,6	24,4	15,9	23,2	 9.338 ISK
Retired/Homemaker	32	12,5	9,4	34,4	43,8	 14.794 ISK
Artist/Musician/Actor etc.	12	16,7	33,3	16,7	33,3	 8.056 ISK
Other	18	5,6	22,2	38,9	33,3	 11.484 ISK
Household income						
High	190	25,3	19,5	21,1	34,2	 11.948 ISK
Average	172	23,8	19,2	25,0	32,0	 13.106 ISK
Low	109	33,0	19,3	23,9	23,9	 10.394 ISK
Market area*						
Central/Southern Europe	183	40,4	14,8	25,1	19,7	 8.164 ISK
North America	125	19,2	25,6	9,6	45,6	 11.955 ISK
Scandinavia	103	11,7	27,2	29,1	32,0	 13.030 ISK
Britain	39	33,3	10,3	33,3	23,1	 11.512 ISK
Asia	5	0,0	0,0	40,0	60,0	 12.705 ISK
Other	29	31,0	10,3	20,7	37,9	 29.755 ISK
Transportation						
Airline	443	28,0	20,5	22,3	29,1	 11.202 ISK
M/S Norröna	41	19,5	7,3	24,4	48,8	 18.584 ISK

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

MONEY SPENT IN LIQUOR SHOPS



Q.100. Please estimate how much you (and your family) spent in liquor shops during your stay in Iceland.

	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	484	27,3	19,4	22,5	30,8	 11.826 ISK
Nationality						
American	86	22,1	27,9	11,6	38,4	 11.583 ISK
British	28	32,1	7,1	39,3	21,4	 10.797 ISK
Swedish	43	16,3	25,6	27,9	30,2	 11.057 ISK
German	71	59,2	7,0	14,1	19,7	 6.298 ISK
French	25	24,0	24,0	32,0	20,0	 9.571 ISK
Canadian	42	19,0	16,7	9,5	54,8	 11.774 ISK
Dutch	26	19,2	19,2	30,8	30,8	 9.911 ISK
Danish	27	11,1	51,9	7,4	29,6	 9.831 ISK
Norwegian	19	0,0	10,5	42,1	47,4	 21.635 ISK
Australian	11	27,3	9,1	27,3	36,4	 12.944 ISK
Italian	6	33,3	16,7	0,0	50,0	 11.402 ISK
Spanish	14	21,4	21,4	57,1	0,0	 6.019 ISK
Swiss	13	38,5	7,7	15,4	38,5	 20.181 ISK
Belgian	9	33,3	11,1	44,4	11,1	 6.464 ISK
Other	64	26,6	17,2	29,7	26,6	 18.938 ISK
Type of trip*						
Package tour	50	40,0	12,0	16,0	32,0	 18.765 ISK
Individually-arranged tour	409	25,4	19,8	23,2	31,5	 11.248 ISK
Business-arranged tour	14	35,7	21,4	21,4	21,4	 12.270 ISK
Purpose of visit*						
Vacation/holiday	411	26,5	18,7	22,9	31,9	 10.971 ISK
Conference/large meeting	15	40,0	26,7	20,0	13,3	 6.096 ISK
Business/small meeting	15	26,7	33,3	20,0	20,0	 8.541 ISK
Education and training	39	28,2	23,1	25,6	23,1	 21.746 ISK
Visiting friends/relatives	84	17,9	23,8	25,0	33,3	 11.920 ISK
Business incentives package	<5					
Temporary employment in Iceland	5	40,0	0,0	20,0	40,0	 12.024 ISK
Health/medical treatment	<5					
Event in Iceland (leisure related)	47	23,4	25,5	10,6	40,4	 12.890 ISK

Difference between groups is not statistically significant.

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

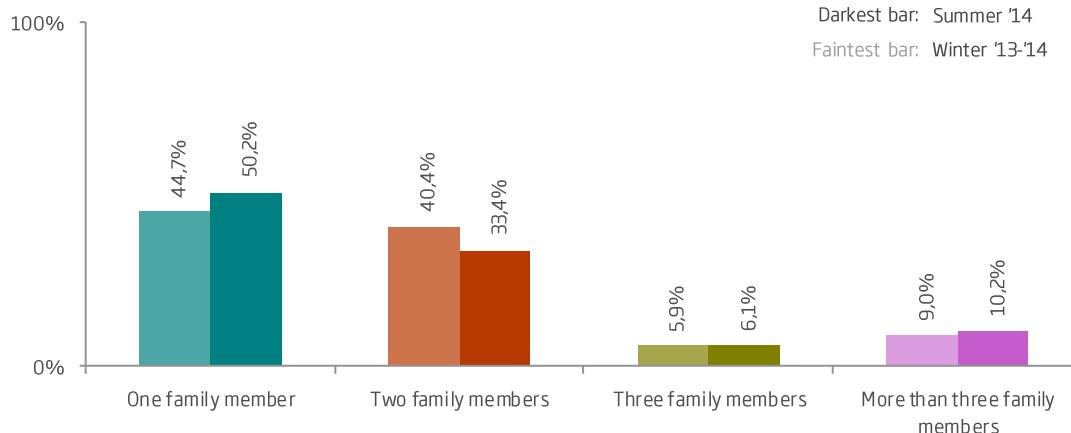
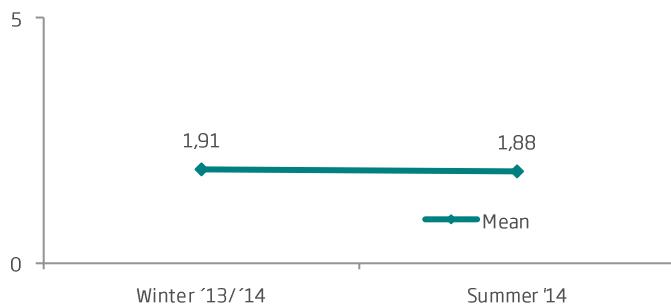
NUMBER OF FAMILY MEMBERS ON THE TRIP



Q.101. How many family members were with you on the trip, and were included in the cost amounts in the last question (Q91)?

	Count	%	
One family member	1160	50,2	50,2%
Two family members	771	33,4	33,4%
Three family members	142	6,1	6,1%
More than three family members	236	10,2	10,2%
Number of responses	2309	100,0	0%
Number of respondents	2309	87,8	100%
Did not answer	320	12,2	
Total	2629	100,0	

Mean 1,88 family members
Standard deviation 1,48 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 (Q91)?

	Number of answers	One family member	Two family members	Three family members	More than three family members	
	Count	%	%	%	%	
Total	2309	50,2	33,4	6,1	10,2	 1,88
Gender						
Male	1119	49,8	33,3	6,5	10,4	 1,87
Female	1164	50,8	33,4	5,8	10,1	 1,88
Age*						
24 years and younger	323	58,2	23,2	5,6	13,0	 2,01
25-34 years	709	55,9	34,8	3,2	6,1	 1,65
35-44 years	413	51,1	28,6	8,0	12,3	 1,94
45-54 years	365	44,4	30,4	8,8	16,4	 2,11
55 years and older	441	41,7	45,4	6,1	6,8	 1,87
What is your profession?						
Managerial	269	47,6	33,5	8,2	10,8	 1,95
Professionals (dr./lawyer/account. etc.)	517	47,6	35,0	6,2	11,2	 1,88
Other professionals	305	49,2	33,8	7,5	9,5	 1,81
Teacher/Medical care	297	51,5	34,3	5,4	8,8	 1,85
Clerical/Service	129	51,9	34,1	5,4	8,5	 1,81
Vocational/Technical	111	58,6	29,7	1,8	9,9	 1,70
Unskilled	11	81,8	9,1	9,1	0,0	 1,27
Student	349	60,5	20,9	4,9	13,8	 2,01
Retired/Homemaker	179	30,7	54,2	6,1	8,9	 2,06
Artist/Musician/Actor etc.	34	55,9	29,4	11,8	2,9	 1,62
Other	89	56,2	32,6	5,6	5,6	 1,63
Household income*						
High	955	46,9	35,4	6,8	10,9	 1,92
Average	814	51,2	32,6	5,7	10,6	 1,92
Low	461	55,3	30,8	5,6	8,2	 1,73
Market area*						
Central/Southern Europe	726	55,2	32,1	6,3	6,3	 1,64
North America	661	46,1	36,6	5,0	12,3	 2,03
Scandinavia	486	45,7	32,7	7,4	14,2	 2,15
Britain	239	51,9	32,6	6,7	8,8	 1,79
Asia	31	51,6	32,3	9,7	6,5	 1,81
Other	166	55,4	29,5	4,8	10,2	 1,75
Transportation						
Airline	2161	51,1	32,6	6,1	10,2	 1,88
M/S Norröna	148	37,2	45,3	7,4	10,1	1,91

*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 (Q91)?

	Number of answers	One family member	Two family members	Three family members	More than three family members	
	Count	%	%	%	%	
Total	2309	50,2	33,4	6,1	10,2	 1,88
Nationality*						
American	502	45,6	36,7	4,6	13,1	 2,05
British	206	49,0	34,0	6,3	10,7	 1,83
Swedish	180	43,3	35,6	8,3	12,8	 2,13
German	162	61,1	28,4	5,6	4,9	 1,47
French	164	58,5	27,4	8,5	5,5	 1,63
Canadian	152	46,7	38,2	5,3	9,9	 1,97
Dutch	152	39,5	44,1	6,6	9,9	 1,94
Danish	132	46,2	35,6	6,1	12,1	 1,95
Norwegian	111	39,6	27,9	9,9	22,5	 2,68
Australian	72	54,2	25,0	5,6	15,3	 1,93
Italian	62	59,7	35,5	4,8	0,0	 1,45
Spanish	55	58,2	18,2	12,7	10,9	 1,84
Swiss	40	57,5	20,0	10,0	12,5	 1,69
Belgian	39	61,5	28,2	2,6	7,7	 1,56
Other	280	59,3	32,1	4,3	4,3	 1,59
Type of trip*						
Package tour	299	45,5	41,1	3,7	9,7	 1,91
Individually-arranged tour	1883	49,8	33,0	6,7	10,5	 1,90
Business-arranged tour	92	81,5	12,0	2,2	4,3	 1,51
Purpose of visit*						
Vacation/holiday	2009	46,6	35,6	6,6	11,2	 1,94
Conference/large meeting	111	76,6	16,2	3,6	3,6	 1,41
Business/small meeting	84	70,2	19,0	4,8	6,0	 1,64
Education and training	98	81,6	10,2	2,0	6,1	 1,55
Visiting friends/relatives	214	56,1	26,2	4,7	13,1	 1,96
Business incentives package	10	40,0	30,0	10,0	20,0	 2,40
Temporary employment in Iceland	18	77,8	5,6	5,6	11,1	 1,61
Health/medical treatment	<5					
Event in Iceland (leisure related)	177	54,8	32,8	5,6	6,8	 1,85

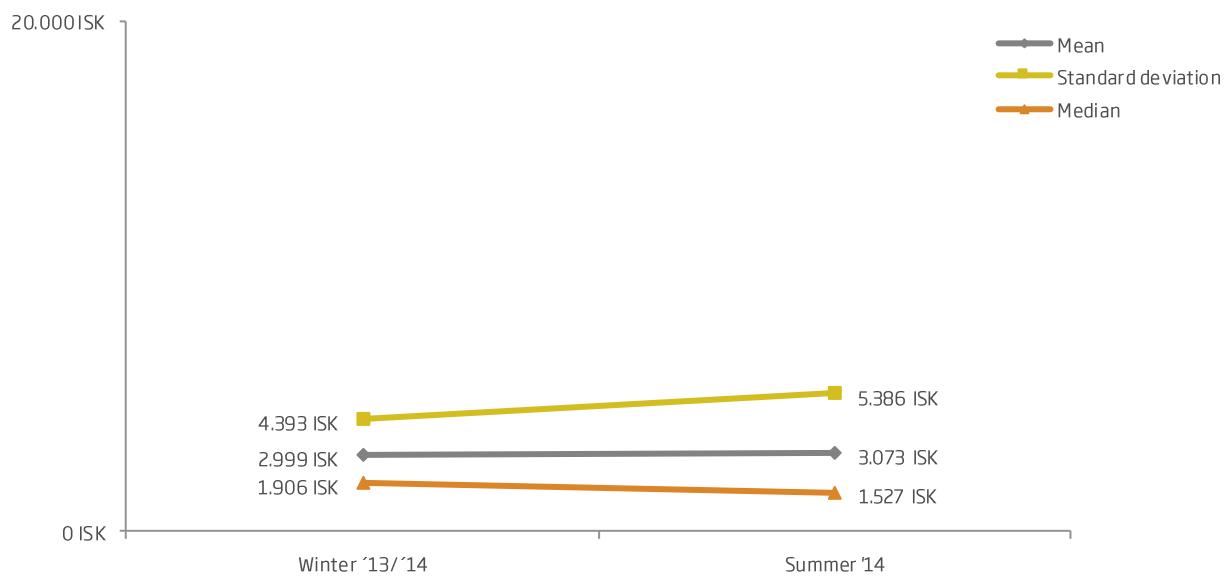
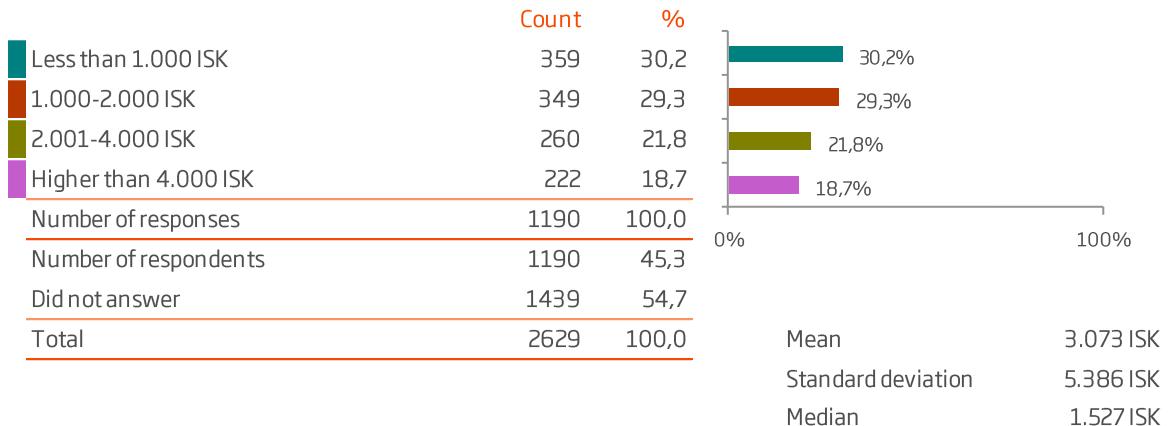
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

NATURE CONSERVATION CARD - LOWEST PRICE



Sp.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?



NATURE CONSERVATION CARD - LOWEST PRICE



Sp.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	1190	30,2	29,3	21,8	18,7	3.073 ISK
Gender						
Male	597	30,3	30,3	20,6	18,8	3.138 ISK
Female	587	29,8	28,4	23,0	18,7	3.024 ISK
Age*						
24 years and younger	195	39,0	25,6	20,0	15,4	2.552 ISK
25-34 years	415	33,5	26,5	19,8	20,2	3.005 ISK
35-44 years	220	27,3	34,5	25,0	13,2	2.487 ISK
45-54 years	173	26,6	30,6	20,8	22,0	3.594 ISK
55 years and older	166	20,5	31,9	24,7	22,9	4.112 ISK
What is your profession?						
Managerial	155	32,9	31,6	20,6	14,8	2.717 ISK
Professionals (dr./lawyer/account. etc.)	283	29,0	29,3	24,7	17,0	2.882 ISK
Other professionals	155	23,9	31,0	23,2	21,9	3.891 ISK
Teacher/Medical care	144	31,3	27,8	20,8	20,1	3.332 ISK
Clerical/Service	61	26,2	29,5	21,3	23,0	2.998 ISK
Vocational/Technical	53	24,5	26,4	26,4	22,6	3.272 ISK
Unskilled	7	14,3	28,6	14,3	42,9	9.001 ISK
Student	203	37,4	26,6	18,7	17,2	2.684 ISK
Retired/Homemaker	66	22,7	34,8	19,7	22,7	3.363 ISK
Artist/Musician/Actor etc.	11	54,5	9,1	9,1	27,3	3.244 ISK
Other	41	31,7	31,7	22,0	14,6	2.399 ISK
Household income*						
High	503	25,4	32,0	22,5	20,1	3.485 ISK
Average	383	35,5	26,4	21,7	16,4	2.567 ISK
Low	278	30,6	29,5	21,2	18,7	2.960 ISK
Marketarea						
Central/Southern Europe	380	33,4	30,5	20,0	16,1	2.935 ISK
North America	368	29,3	29,6	23,9	17,1	2.728 ISK
Scandinavia	212	27,4	27,8	20,8	24,1	3.549 ISK
Britain	122	32,8	28,7	20,5	18,0	3.386 ISK
Asia	15	26,7	33,3	20,0	20,0	3.056 ISK
Other	93	23,7	26,9	25,8	23,7	3.507 ISK
Transportation						
Airline	1127	30,5	29,1	21,8	18,5	3.043 ISK
M/S Norröna	63	23,8	33,3	22,2	20,6	3.611 ISK

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

NATURE CONSERVATION CARD - LOWEST PRICE



Sp.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	1190	30,2	29,3	21,8	18,7	 3.073 ISK
Nationality*						
American	276	27,9	27,9	27,2	17,0	 2.884 ISK
British	100	28,0	30,0	24,0	18,0	 3.585 ISK
Swedish	79	29,1	31,6	16,5	22,8	 4.104 ISK
German	81	40,7	30,9	13,6	14,8	 2.661 ISK
French	96	37,5	28,1	20,8	13,5	 2.365 ISK
Canadian	84	33,3	33,3	16,7	16,7	 2.339 ISK
Dutch	75	21,3	33,3	24,0	21,3	 3.723 ISK
Danish	58	19,0	27,6	27,6	25,9	 3.268 ISK
Norwegian	47	38,3	29,8	19,1	12,8	 2.817 ISK
Australian	44	22,7	20,5	27,3	29,5	 4.752 ISK
Italian	29	34,5	37,9	13,8	13,8	 1.969 ISK
Spanish	24	62,5	12,5	25,0	0,0	 1.353 ISK
Swiss	21	14,3	38,1	23,8	23,8	 6.092 ISK
Belgian	19	36,8	21,1	21,1	21,1	 2.949 ISK
Other	157	28,0	29,9	18,5	23,6	 2.900 ISK
Type of trip*						
Package tour	139	21,6	33,1	25,9	19,4	 2.757 ISK
Individually-arranged tour	993	31,1	28,6	21,5	18,8	 3.138 ISK
Business-arranged tour	33	39,4	27,3	18,2	15,2	 2.716 ISK
Purpose of visit*						
Vacation/holiday	1047	29,8	30,3	22,1	17,9	 3.016 ISK
Conference/large meeting	52	28,8	30,8	17,3	23,1	 5.259 ISK
Business/small meeting	39	33,3	33,3	12,8	20,5	 2.576 ISK
Education and training	57	21,1	22,8	22,8	33,3	 4.194 ISK
Visiting friends/relatives	110	36,4	30,0	18,2	15,5	 2.510 ISK
Business incentives package	<5					
Temporary employment in Iceland	7	28,6	28,6	14,3	28,6	 2.506 ISK
Health/medical treatment						
Event in Iceland (leisure related)	96	21,9	22,9	30,2	25,0	 3.396 ISK

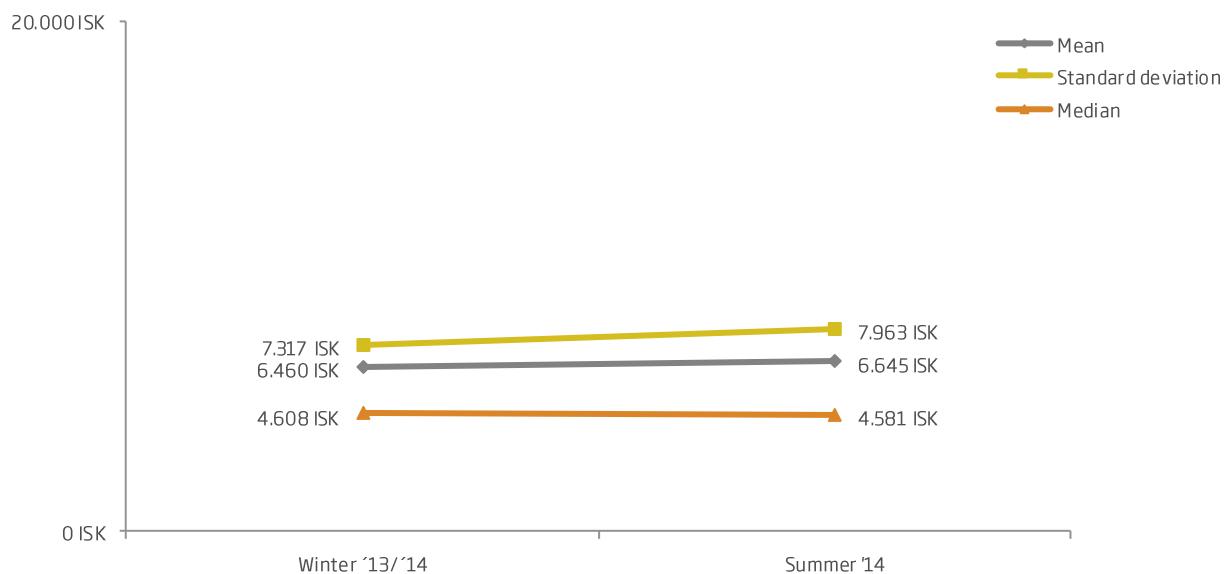
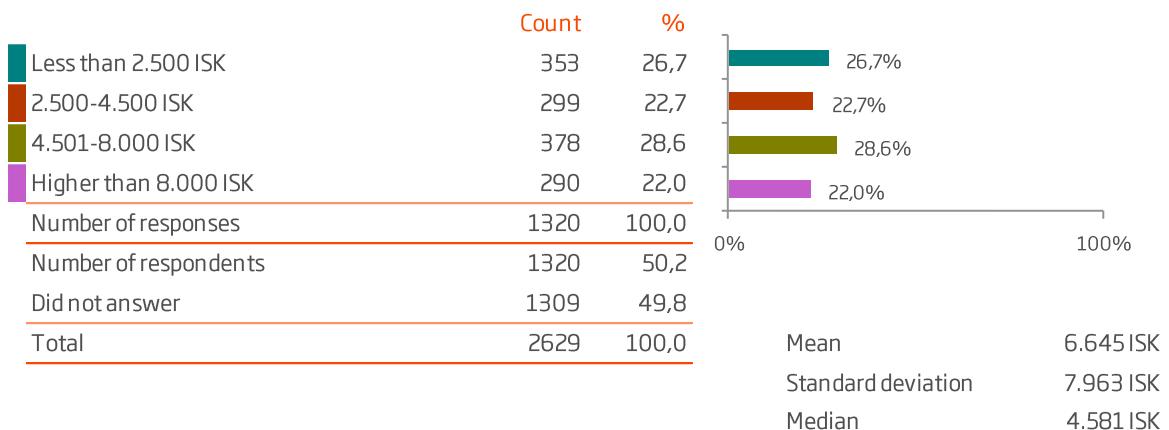
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

NATURE CONSERVATION CARD - GREAT DEAL FOR THE MONEY



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



NATURE CONSERVATION CARD - GREAT DEAL FOR MONEY



Sp.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	1320	26,7	22,7	28,6	22,0	 6.645 ISK
Gender						
Male	665	27,4	23,8	28,0	20,9	 6.419 ISK
Female	649	25,9	21,7	29,3	23,1	 6.894 ISK
Age						
24 years and younger	210	34,3	20,5	27,6	17,6	 5.971 ISK
25-34 years	468	28,0	22,0	29,1	20,9	 6.720 ISK
35-44 years	246	23,6	27,6	30,9	17,9	 5.818 ISK
45-54 years	191	24,6	23,0	24,1	28,3	 7.193 ISK
55 years and older	179	21,8	19,0	31,3	27,9	 7.783 ISK
What is your profession?*						
Managerial	168	20,2	23,2	37,5	19,0	 6.881 ISK
Professionals (dr./lawyer/account. etc.)	324	23,1	26,2	28,1	22,5	 7.065 ISK
Other professionals	167	22,2	19,8	30,5	27,5	 7.157 ISK
Teacher/Medical care	155	26,5	21,3	29,7	22,6	 6.692 ISK
Clerical/Service	71	25,4	26,8	26,8	21,1	 5.738 ISK
Vocational/Technical	59	33,9	15,3	22,0	28,8	 6.535 ISK
Unskilled	6	0,0	16,7	33,3	50,0	 18.675 ISK
Student	231	34,6	19,5	26,4	19,5	 6.150 ISK
Retired/Homemaker	73	28,8	23,3	26,0	21,9	 6.342 ISK
Artist/Musician/Actor etc.	15	60,0	13,3	13,3	13,3	 3.829 ISK
Other	41	39,0	29,3	19,5	12,2	 4.937 ISK
Household income?*						
High	547	22,9	24,9	26,9	25,4	 7.315 ISK
Average	441	31,3	20,6	29,3	18,8	 6.013 ISK
Low	302	27,8	21,2	31,1	19,9	 6.317 ISK
Marketarea						
Central/Southern Europe	450	22,7	26,4	35,1	15,8	 6.226 ISK
North America	407	28,0	23,3	26,0	22,6	 6.928 ISK
Scandinavia	219	37,9	17,4	18,3	26,5	 5.865 ISK
Britain	133	21,1	22,6	30,8	25,6	 6.994 ISK
Asia	17	35,3	5,9	35,3	23,5	 7.725 ISK
Other	94	21,3	17,0	28,7	33,0	 8.541 ISK
Transportation						
Airline	1242	27,2	22,3	28,3	22,2	 6.660 ISK
M/S Norröna	78	19,2	28,2	34,6	17,9	 6.408 ISK

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

NATURE CONSERVATION CARD - GREAT DEAL FOR MONEY



Sp.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	1320	26,7	22,7	28,6	22,0	6.645 ISK
Nationality*						
American	315	25,7	22,5	26,7	25,1	7.245 ISK
British	110	20,9	20,9	32,7	25,5	7.403 ISK
Swedish	80	31,3	13,8	13,8	41,3	7.513 ISK
German	100	24,0	26,0	35,0	15,0	5.836 ISK
French	113	24,8	17,7	41,6	15,9	6.658 ISK
Canadian	83	37,3	21,7	24,1	16,9	6.221 ISK
Dutch	89	23,6	33,7	27,0	15,7	7.000 ISK
Danish	61	57,4	19,7	9,8	13,1	4.299 ISK
Norwegian	49	30,6	18,4	32,7	18,4	5.013 ISK
Australian	43	9,3	25,6	30,2	34,9	9.879 ISK
Italian	34	29,4	38,2	26,5	5,9	4.368 ISK
Spanish	31	29,0	25,8	38,7	6,5	4.113 ISK
Swiss	24	8,3	29,2	29,2	33,3	6.746 ISK
Belgian	22	22,7	31,8	13,6	31,8	6.705 ISK
Other	166	24,1	19,9	33,1	22,9	6.506 ISK
Type of trip*						
Package tour	150	22,7	25,3	25,3	26,7	6.234 ISK
Individually-arranged tour	1106	26,9	22,0	29,4	21,8	6.809 ISK
Business-arranged tour	37	35,1	18,9	24,3	21,6	5.198 ISK
Purpose of visit*						
Vacation/holiday	1172	25,4	22,4	29,7	22,4	6.815 ISK
Conference/large meeting	55	29,1	29,1	16,4	25,5	6.283 ISK
Business/small meeting	42	33,3	21,4	26,2	19,0	5.503 ISK
Education and training	55	18,2	27,3	23,6	30,9	8.024 ISK
Visiting friends/relatives	117	38,5	29,9	17,1	14,5	4.936 ISK
Business incentives package	<5					
Temporary employment in Iceland	7	28,6	28,6	0,0	42,9	6.116 ISK
Health/medical treatment						
Event in Iceland (leisure related)	103	27,2	22,3	28,2	22,3	7.160 ISK

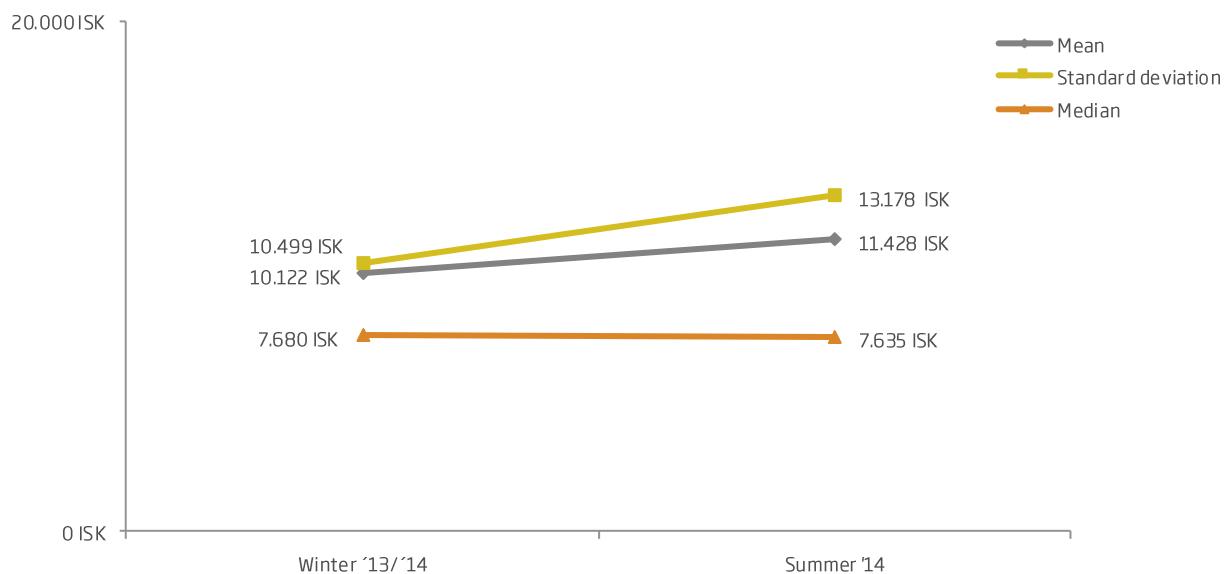
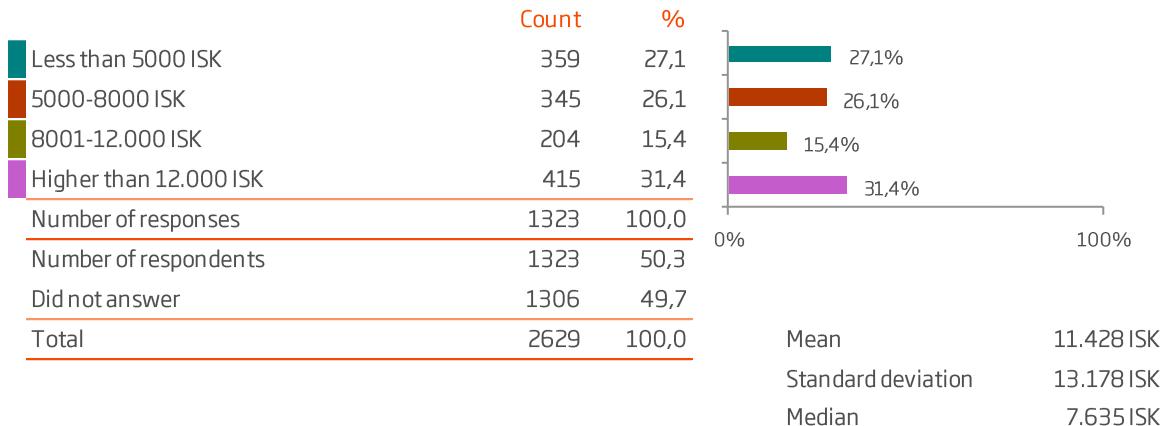
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



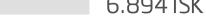
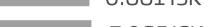
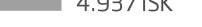
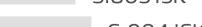
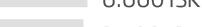
Sp.104. At what amount would you consider the "Nature conservation card" to be starting to get expensive?



NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



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

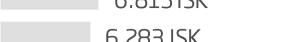
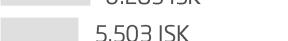
	Number of answers	Less than 5000 ISK	5000-8000 ISK	8001-12.000 ISK	Higher than 12.000 ISK	
	Count	%	%	%	%	
Total	1323	27,1	26,1	15,4	31,4	
Gender						
Male	665	27,4	23,8	28,0	20,9	
Female	649	25,9	21,7	29,3	23,1	
Age						
24 years and younger	210	34,3	20,5	27,6	17,6	
25-34 years	468	28,0	22,0	29,1	20,9	
35-44 years	246	23,6	27,6	30,9	17,9	
45-54 years	191	24,6	23,0	24,1	28,3	
55 years and older	179	21,8	19,0	31,3	27,9	
What is your profession?*						
Managerial	168	20,2	23,2	37,5	19,0	
Professionals (dr./lawyer/account. etc.)	324	23,1	26,2	28,1	22,5	
Other professionals	167	22,2	19,8	30,5	27,5	
Teacher/Medical care	155	26,5	21,3	29,7	22,6	
Clerical/Service	71	25,4	26,8	26,8	21,1	
Vocational/Technical	59	33,9	15,3	22,0	28,8	
Unskilled	6	0,0	16,7	33,3	50,0	
Student	231	34,6	19,5	26,4	19,5	
Retired/Homemaker	73	28,8	23,3	26,0	21,9	
Artist/Musician/Actor etc.	15	60,0	13,3	13,3	13,3	
Other	41	39,0	29,3	19,5	12,2	
Household income*						
High	547	22,9	24,9	26,9	25,4	
Average	441	31,3	20,6	29,3	18,8	
Low	302	27,8	21,2	31,1	19,9	
Marketarea						
Central/Southern Europe	450	22,7	26,4	35,1	15,8	
North America	407	28,0	23,3	26,0	22,6	
Scandinavia	219	37,9	17,4	18,3	26,5	
Britain	133	21,1	22,6	30,8	25,6	
Asia	17	35,3	5,9	35,3	23,5	
Other	94	21,3	17,0	28,7	33,0	
Transportation						
Airline	1242	27,2	22,3	28,3	22,2	
M/S Norröna	78	19,2	28,2	34,6	17,9	

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

NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



Sp.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	1323	27,1	26,1	15,4	31,4	
Nationality*						
American	315	25,7	22,5	26,7	25,1	
British	110	20,9	20,9	32,7	25,5	
Swedish	80	31,3	13,8	13,8	41,3	
German	100	24,0	26,0	35,0	15,0	
French	113	24,8	17,7	41,6	15,9	
Canadian	83	37,3	21,7	24,1	16,9	
Dutch	89	23,6	33,7	27,0	15,7	
Danish	61	57,4	19,7	9,8	13,1	
Norwegian	49	30,6	18,4	32,7	18,4	
Australian	43	9,3	25,6	30,2	34,9	
Italian	34	29,4	38,2	26,5	5,9	
Spanish	31	29,0	25,8	38,7	6,5	
Swiss	24	8,3	29,2	29,2	33,3	
Belgian	22	22,7	31,8	13,6	31,8	
Other	166	24,1	19,9	33,1	22,9	
Type of trip*						
Package tour	150	22,7	25,3	25,3	26,7	
Individually-arranged tour	1106	26,9	22,0	29,4	21,8	
Business-arranged tour	37	35,1	18,9	24,3	21,6	
Purpose of visit*						
Vacation/holiday	1172	25,4	22,4	29,7	22,4	
Conference/large meeting	55	29,1	29,1	16,4	25,5	
Business/small meeting	42	33,3	21,4	26,2	19,0	
Education and training	55	18,2	27,3	23,6	30,9	
Visiting friends/relatives	117	38,5	29,9	17,1	14,5	
Business incentives package	<5					
Temporary employment in Iceland	7	28,6	28,6	0,0	42,9	
Health/medical treatment						
Event in Iceland (leisure related)	103	27,2	22,3	28,2	22,3	

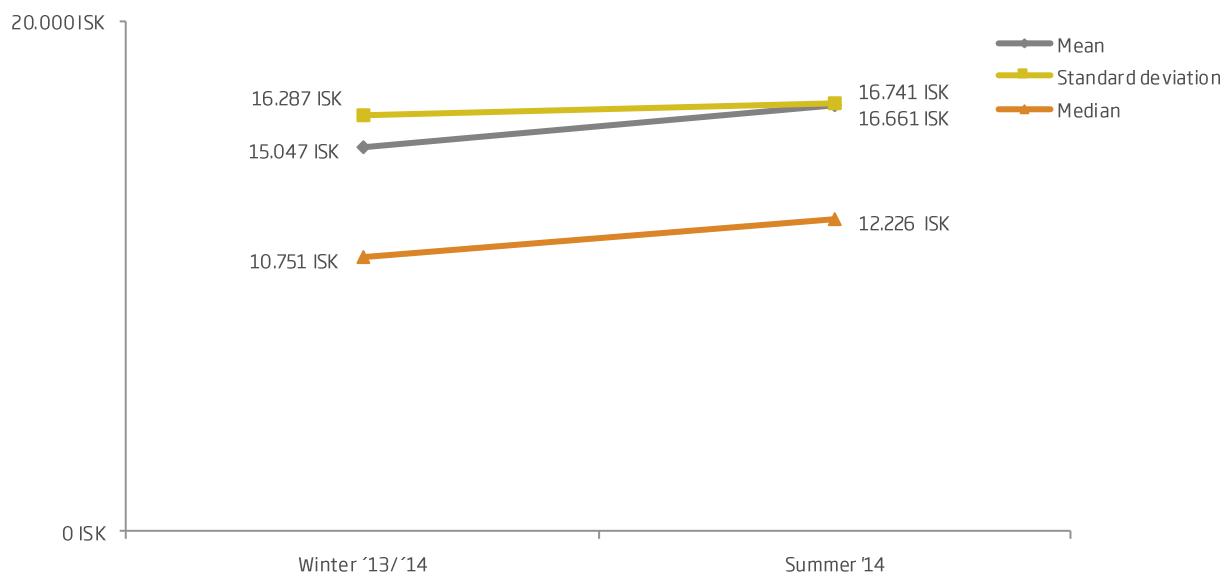
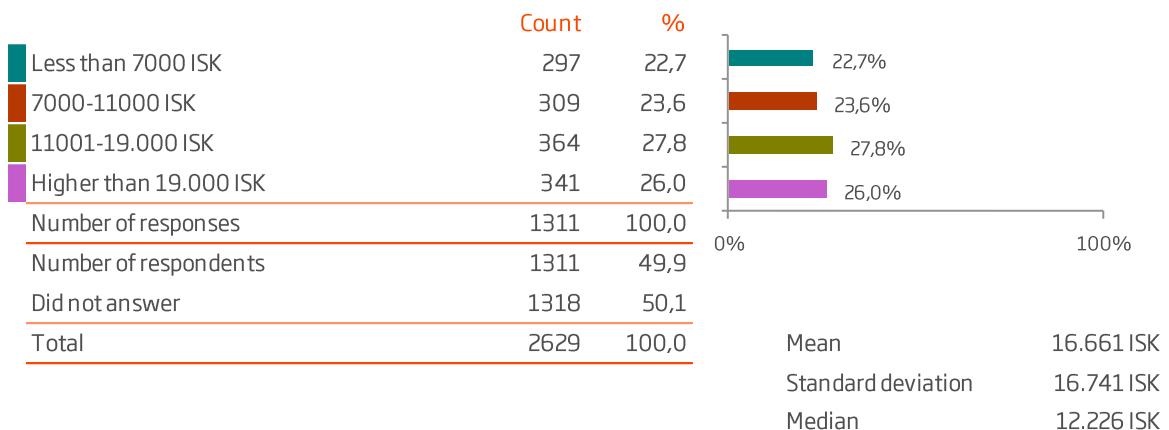
*Significant difference between groups according to ANOVA test ($p < 0,05$).

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

NATURE CONSERVATION CARD - TOO EXPENSIVE



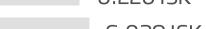
Sp.105. At what amount would you consider the "Nature conservation card" to be so expensive that you would not consider buying it?



NATURE CONSERVATION CARD - TOO EXPENSIVE



Sp.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	1311	22,7	23,6	27,8	26,0	 16.661 ISK
Gender						
Male	664	23,2	22,0	28,3	26,5	 6.419 ISK
Female	641	22,2	25,1	27,0	25,7	 6.894 ISK
Age						
24 years and younger	219	26,5	23,3	24,7	25,6	 5.971 ISK
25-34 years	462	21,0	24,7	28,4	26,0	 6.720 ISK
35-44 years	242	19,4	28,5	28,5	23,6	 5.818 ISK
45-54 years	183	25,7	20,2	28,4	25,7	 7.193 ISK
55 years and older	182	23,6	18,7	27,5	30,2	 7.783 ISK
What is your profession?*						
Managerial	167	19,2	26,3	31,1	23,4	 6.881 ISK
Professionals (dr./lawyer/account. etc.)	319	19,4	23,5	30,1	27,0	 7.065 ISK
Other professionals	168	19,6	22,0	24,4	33,9	 7.157 ISK
Teacher/Medical care	151	26,5	21,2	29,1	23,2	 6.692 ISK
Clerical/Service	68	27,9	14,7	32,4	25,0	 5.738 ISK
Vocational/Technical	58	24,1	20,7	24,1	31,0	 6.535 ISK
Unskilled	7	0,0	14,3	28,6	57,1	 18.675 ISK
Student	234	23,5	26,9	25,6	23,9	 6.150 ISK
Retired/Homemaker	71	28,2	21,1	25,4	25,4	 6.342 ISK
Artist/Musician/Actor etc.	16	50,0	12,5	18,8	18,8	 3.829 ISK
Other	42	31,0	38,1	14,3	16,7	 4.937 ISK
Household income?*						
High	552	20,1	20,8	29,2	29,9	 7.315 ISK
Average	428	26,2	25,9	25,5	22,4	 6.013 ISK
Low	298	22,5	25,5	28,9	23,2	 6.317 ISK
Market area						
Central/Southern Europe	440	22,0	24,8	29,5	23,6	 6.226 ISK
North America	403	22,6	19,1	32,5	25,8	 6.928 ISK
Scandinavia	226	25,7	27,4	24,3	22,6	 5.865 ISK
Britain	128	20,3	30,5	14,8	34,4	 6.994 ISK
Asia	16	37,5	6,3	25,0	31,3	 7.725 ISK
Other	98	19,4	21,4	25,5	33,7	 8.541 ISK
Transportation						
Airline	1231	22,3	23,6	27,8	26,2	 6.660 ISK
M/S Norröna	80	27,5	22,5	27,5	22,5	 6.408 ISK

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

NATURE CONSERVATION CARD - TOO EXPENSIVE



Sp.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	1311	22,7	23,6	27,8	26,0	16.661 ISK
Nationality*						
American	307	21,2	18,6	31,6	28,7	19.101 ISK
British	105	20,0	30,5	15,2	34,3	16.883 ISK
Swedish	83	16,9	22,9	31,3	28,9	17.927 ISK
German	98	24,5	20,4	32,7	22,4	14.178 ISK
French	112	25,9	27,7	25,9	20,5	14.318 ISK
Canadian	87	25,3	20,7	36,8	17,2	14.910 ISK
Dutch	85	20,0	29,4	27,1	23,5	18.195 ISK
Danish	61	41,0	27,9	11,5	19,7	11.888 ISK
Norwegian	52	25,0	36,5	25,0	13,5	13.970 ISK
Australian	43	18,6	16,3	25,6	39,5	20.365 ISK
Italian	33	18,2	30,3	42,4	9,1	12.257 ISK
Spanish	29	34,5	31,0	20,7	13,8	10.429 ISK
Swiss	23	8,7	8,7	39,1	43,5	20.016 ISK
Belgian	21	14,3	19,0	33,3	33,3	17.923 ISK
Other	172	22,1	22,7	24,4	30,8	17.503 ISK
Type of trip*						
Package tour	154	24,7	15,6	29,2	30,5	15.716 ISK
Individually-arranged tour	1090	22,0	24,8	27,7	25,5	16.956 ISK
Business-arranged tour	40	32,5	25,0	27,5	15,0	12.251 ISK
Purpose of visit*						
Vacation/holiday	1155	21,2	23,5	28,4	26,8	17.087 ISK
Conference/large meeting	59	27,1	25,4	25,4	22,0	16.399 ISK
Business/small meeting	44	27,3	31,8	22,7	18,2	12.652 ISK
Education and training	58	19,0	17,2	24,1	39,7	20.309 ISK
Visiting friends/relatives	122	32,0	27,0	23,0	18,0	12.980 ISK
Business incentives package	<5					
Temporary employment in Iceland	7	42,9	0,0	28,6	28,6	17.645 ISK
Health/medical treatment						
Event in Iceland (leisure related)	103	26,2	28,2	25,2	20,4	15.489 ISK

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

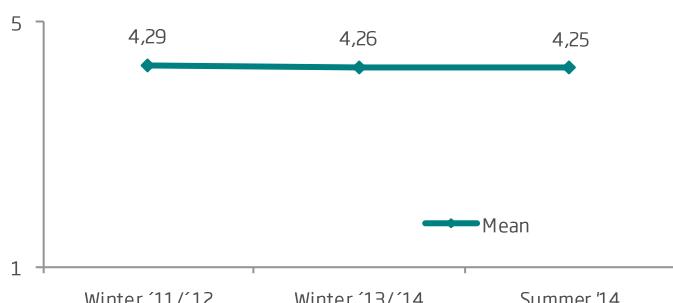
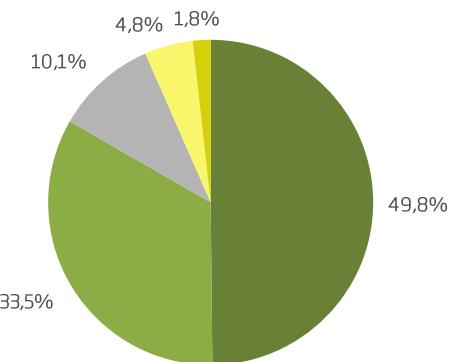
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

LIKELY TO VISIT ICELAND IN THE FUTURE

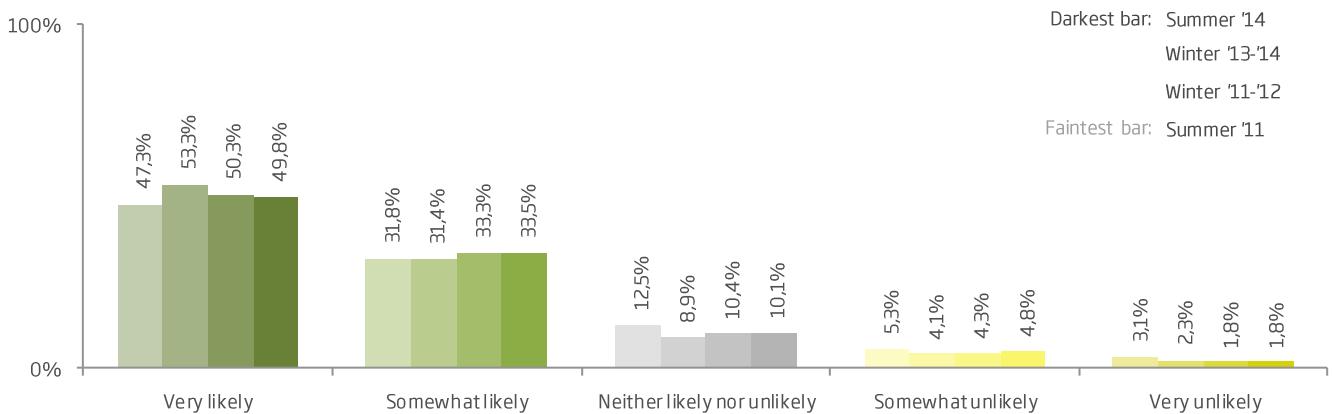


Q.107. How likely or unlikely are you to visit Iceland in the future?

	Count	%
Very likely (5)	1188	49,8
Somewhat likely (4)	798	33,5
Neither likely nor unlikely (3)	241	10,1
Somewhat unlikely (2)	115	4,8
Very unlikely (1)	42	1,8
Number of responses	2384	100,0
Number of respondents	2384	90,7
Did not answer	245	9,3
Total	2629	100,0



Mean 4,25
Standard deviation 0,94



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?

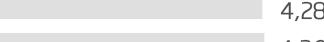
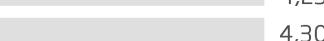
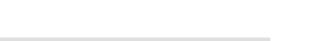
	Number of answers	Likely	Neither likely nor unlikely	Unlikely	
	Count	%	%	%	
Total	2384	83,3	10,1	6,6	
Gender*					
Male	1167	81,7	11,1	7,1	
Female	1190	84,9	9,1	6,1	
Age*					
24 years and younger	340	89,4	5,9	4,7	
25-34 years	742	85,3	9,3	5,4	
35-44 years	432	84,5	9,5	6,0	
45-54 years	365	82,2	11,8	6,0	
55 years and older	447	75,4	13,6	11,0	
What is your profession?*					
Managerial	279	86,7	9,7	3,6	
Professionals (dr./lawyer/account. etc.)	541	85,2	8,9	5,9	
Other professionals	314	82,2	8,9	8,9	
Teacher/Medical care	300	82,3	10,3	7,3	
Clerical/Service	133	77,4	15,0	7,5	
Vocational/Technical	113	76,1	20,4	3,5	
Unskilled	13	92,3	7,7	0,0	
Student	363	89,8	6,3	3,9	
Retired/Homemaker	182	72,0	13,7	14,3	
Artist/Musician/Actor etc.	36	86,1	8,3	5,6	
Other	90	78,9	11,1	10,0	
Household income					
High	970	84,6	8,4	7,0	
Average	839	83,2	11,3	5,5	
Low	487	81,7	10,7	7,6	
Market area*					
Central/Southern Europe	771	79,8	12,5	7,8	
North America	671	83,2	9,8	7,0	
Scandinavia	495	85,9	10,9	3,2	
Britain	243	90,9	3,7	5,3	
Asia	34	91,2	5,9	2,9	
Other	170	80,0	8,2	11,8	
Transportation*					
Airline	2228	83,9	9,7	6,4	
M/S Norröna	156	75,0	15,4	9,6	

*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	2384	83,3	10,1	6,6	 4,25
Nationality*					
American	505	84,4	8,7	6,9	 4,22
British	210	91,0	4,8	4,3	 4,39
Swedish	184	87,0	7,6	5,4	 4,38
German	192	82,3	8,3	9,4	 4,21
French	171	83,0	10,5	6,4	 4,22
Canadian	157	79,6	12,7	7,6	 4,15
Dutch	152	84,2	10,5	5,3	 4,29
Danish	135	84,4	12,6	3,0	 4,34
Norwegian	111	82,9	16,2	0,9	 4,34
Australian	73	71,2	13,7	15,1	 3,90
Italian	58	63,8	22,4	13,8	 3,83
Spanish	60	70,0	18,3	11,7	 3,95
Swiss	44	75,0	18,2	6,8	 4,14
Belgian	39	76,9	17,9	5,1	 4,18
Other	293	87,4	6,5	6,1	 4,36
Type of trip*					
Package tour	308	73,1	18,5	8,4	 4,01
Individually-arranged tour	1941	84,6	8,8	6,5	 4,28
Business-arranged tour	97	84,5	11,3	4,1	 4,30
Purpose of visit*					
Vacation/holiday	2077	83,1	10,2	6,8	 4,23
Conference/large meeting	114	84,2	9,6	6,1	 4,29
Business/small meeting	87	86,2	10,3	3,4	 4,30
Education and training	103	91,3	5,8	2,9	 4,58
Visiting friends/relatives	219	93,2	4,1	2,7	 4,63
Business incentives package	12	91,7	8,3	0,0	 4,25
Temporary employment in Iceland	20	100,0	0,0	0,0	 4,70
Health/medical treatment	<5				
Event in Iceland (leisure related)	182	85,2	9,3	5,5	 4,39

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

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

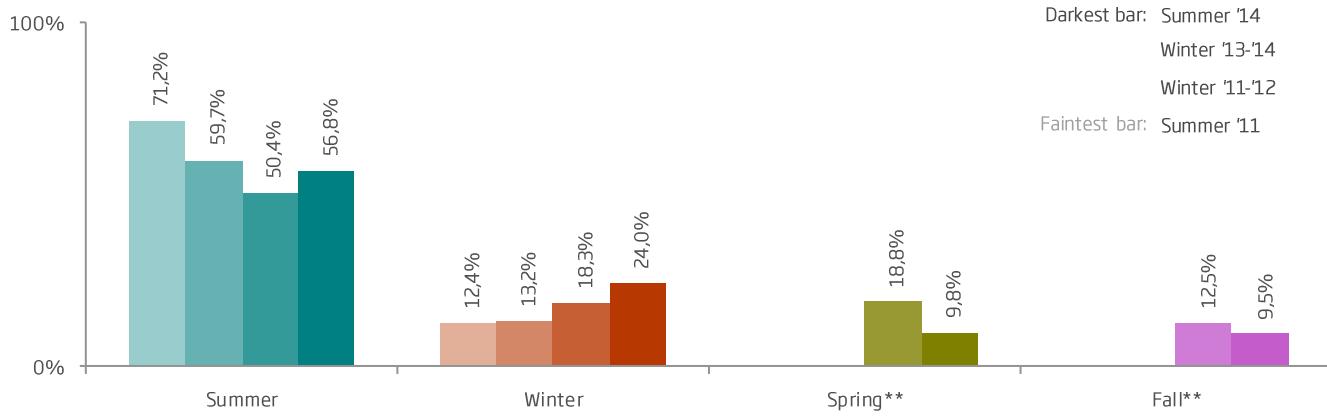
TIME OF YEAR MOST LIKELY TO VISIT ICELAND



Q.108. At what time of year is it likely that you will visit Iceland in the future?

	Count	%
Summer	1246	56,8
Winter	526	24,0
Spring	215	9,8
Fall	208	9,5
Number of responses	2195	100,0
Number of respondents	2195	83,5
Did not get question*	287	10,9
Did not answer	147	5,6
Total	2629	100,0

*Only those who said it was very or somewhat likely, neither likely nor unlikely and somewhat unlikely to visit Iceland in the future (Q107) got this question.



**There are no figures for spring and fall in summer 2011 and winter '11-'12 because the options for this question used to be three; Summer, Winter and Spring/Fall.

TIME OF YEAR MOST LIKELY TO VISIT ICELAND



Q.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	2195	56,8	24,0	9,8	9,5
Gender					
Male	1085	57,3	9,2	24,9	8,6
Female	1086	56,2	10,3	23,3	10,2
Age*					
24 years and younger	304	50,0	11,8	28,0	10,2
25-34 years	689	52,0	7,8	30,9	9,3
35-44 years	402	60,9	8,2	21,4	9,5
45-54 years	338	57,7	12,1	21,6	8,6
55 years and older	406	65,3	10,6	14,0	10,1
What is your profession?*					
Managerial	269	51,7	11,9	29,0	7,4
Professionals (dr./lawyer/account. etc.)	500	58,0	9,2	22,0	10,8
Other professionals	286	59,4	7,7	23,8	9,1
Teacher/Medical care	286	61,9	9,8	22,7	5,6
Clerical/Service	122	58,2	9,0	24,6	8,2
Vocational/Technical	100	55,0	7,0	25,0	13,0
Unskilled	11	63,6	18,2	18,2	0,0
Student	328	51,8	9,1	29,3	9,8
Retired/Homemaker	159	63,5	12,6	13,8	10,1
Artist/Musician/Actor etc.	31	51,6	16,1	22,6	9,7
Other	86	47,7	14,0	20,9	17,4
Household income					
High	887	55,9	9,9	24,1	10,0
Average	781	56,0	10,4	23,9	9,7
Low	449	59,2	8,7	23,4	8,7
Market area*					
Central/Southern Europe	714	57,8	9,4	25,9	6,9
North America	604	58,3	8,9	19,9	12,9
Scandinavia	462	67,1	10,4	14,9	7,6
Britain	218	41,3	11,5	35,8	11,5
Asia	34	26,5	5,9	52,9	14,7
Other	163	44,2	11,7	34,4	9,8
Transportation*					
Airline	2046	55,8	10,0	24,6	9,6
M/S Norröna	149	69,8	6,7	15,4	8,1

*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	2195	56,8	24,0	9,8	9,5
Nationality*					
American	455	57,1	8,4	22,0	12,5
British	189	42,9	12,7	34,4	10,1
Swedish	171	70,8	8,8	12,3	8,2
German	177	68,4	5,1	14,7	11,9
French	162	39,5	11,1	43,8	5,6
Canadian	139	60,4	8,6	18,0	12,9
Dutch	137	54,7	12,4	26,3	6,6
Danish	127	70,9	9,4	14,2	5,5
Norwegian	103	64,1	17,5	10,7	7,8
Australian	68	32,4	17,6	39,7	10,3
Italian	54	59,3	5,6	27,8	7,4
Spanish	55	52,7	16,4	27,3	3,6
Swiss	40	75,0	2,5	12,5	10,0
Belgian	37	62,2	8,1	24,3	5,4
Other	281	52,7	8,5	29,2	9,6
Type of trip*					
Package tour	288	59,7	8,7	21,9	9,7
Individually-arranged tour	1785	55,5	9,7	25,4	9,4
Business-arranged tour	92	70,7	8,7	9,8	10,9
Purpose of visit*					
Vacation/holiday	1919	55,8	9,7	24,9	9,6
Conference/large meeting	103	67,0	8,7	11,7	12,6
Business/small meeting	77	61,0	13,0	18,2	7,8
Education and training	97	46,4	14,4	25,8	13,4
Visiting friends/relatives	200	53,0	12,5	25,5	9,0
Business incentives package	12	50,0	16,7	25,0	8,3
Temporary employment in Iceland	20	55,0	10,0	25,0	10,0
Health/medical treatment	<5				
Event in Iceland (leisure related)	170	62,9	9,4	20,0	7,6

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

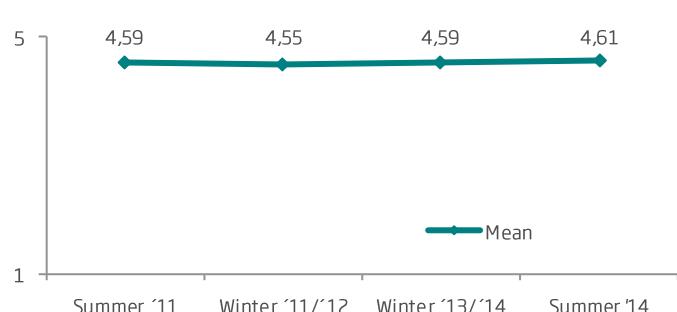
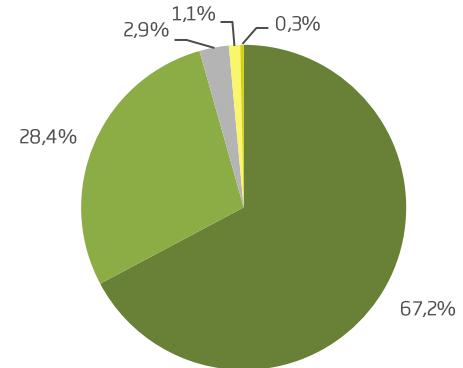
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

EXPECTATIONS MET

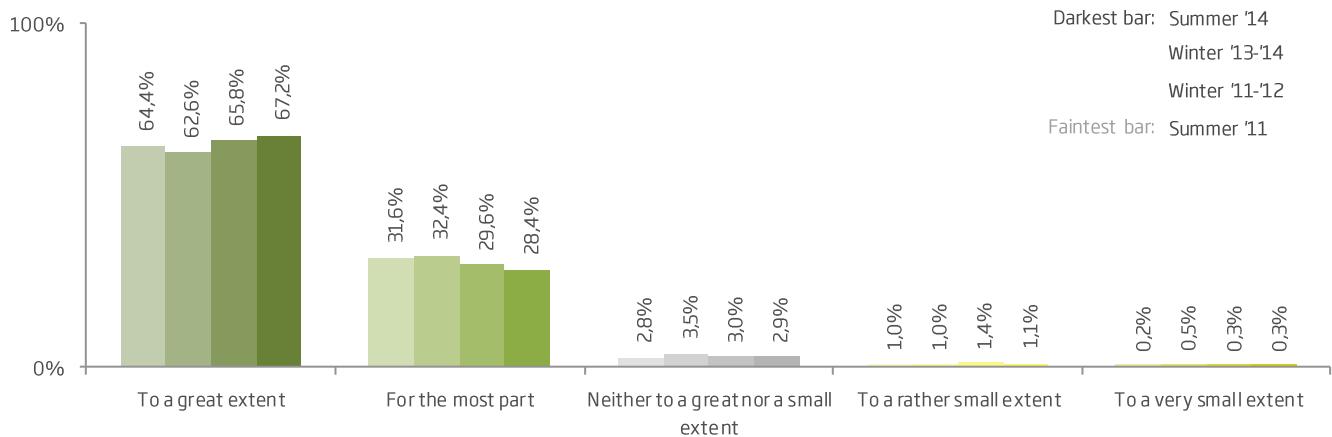


Q.109. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

	Count	%
To a great extent (5)	1610	67,2
For the most part (4)	680	28,4
Neither to a great nor a small extent (3)	70	2,9
To a rather small extent (2)	27	1,1
To a very small extent (1)	8	0,3
Number of responses	2395	100,0
Number of respondents	2395	91,1
Did not answer	234	8,9
Total	2629	100,0

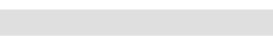
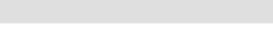
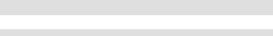
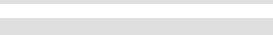
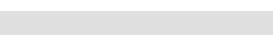
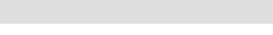
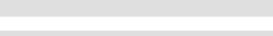
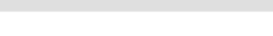


Mean 4,61
Standard deviation 0,64





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	2395	95,6	2,9	1,5	 4,61
Gender					
Male	1169	96,5	2,7	0,9	 4,60
Female	1199	95,0	3,1	1,9	 4,63
Age					
24 years and younger	340	94,4	3,8	1,8	 4,60
25-34 years	746	96,5	1,7	1,7	 4,62
35-44 years	432	95,1	4,2	0,7	 4,62
45-54 years	365	95,6	3,3	1,1	 4,62
55 years and older	454	95,8	2,4	1,8	 4,59
What is your profession?					
Managerial	282	98,2	1,1	0,7	 4,67
Professionals (dr./lawyer/account. etc.)	540	96,7	1,9	1,5	 4,64
Other professionals	312	93,6	5,1	1,3	 4,56
Teacher/Medical care	303	95,7	3,0	1,3	 4,60
Clerical/Service	137	96,4	3,6	0,0	 4,69
Vocational/Technical	112	98,2	0,9	0,9	 4,63
Unskilled	13	100,0	0,0	0,0	 4,46
Student	361	94,2	4,2	1,7	 4,61
Retired/Homemaker	186	93,0	3,8	3,2	 4,54
Artist/Musician/Actor etc.	36	97,2	0,0	2,8	 4,61
Other	92	93,5	3,3	3,3	 4,48
Household income					
High	970	95,7	2,8	1,5	 4,65
Average	844	95,9	2,7	1,4	 4,59
Low	492	94,9	3,9	1,2	 4,58
Market area*					
Central/Southern Europe	781	95,5	3,2	1,3	 4,59
North America	671	95,4	2,2	2,4	 4,61
Scandinavia	495	94,5	4,6	0,8	 4,59
Britain	242	98,8	0,8	0,4	 4,70
Asia	34	94,1	2,9	2,9	 4,32
Other	172	95,9	2,3	1,7	 4,69
Transportation					
Airline	2238	95,5	2,9	1,6	 4,61
M/S Norröna	157	96,8	3,2	0,0	 4,62

*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	2395	95,6	2,9	1,5	4,61
Nationality*					
American	505	96,0	2,0	2,0	4,65
British	210	99,5	0,5	0,0	4,73
Swedish	185	95,1	4,3	0,5	4,68
German	192	96,9	2,1	1,0	4,57
French	176	94,3	4,0	1,7	4,57
Canadian	157	93,0	3,2	3,8	4,52
Dutch	155	94,8	3,2	1,9	4,64
Danish	134	95,5	3,7	0,7	4,49
Norwegian	112	92,9	6,3	0,9	4,60
Australian	73	95,9	2,7	1,4	4,74
Italian	61	95,1	4,9	0,0	4,49
Spanish	59	96,6	1,7	1,7	4,56
Swiss	44	93,2	6,8	0,0	4,45
Belgian	40	97,5	2,5	0,0	4,60
Other	292	95,2	2,7	2,1	4,59
Type of trip*					
Package tour	310	96,1	3,2	0,6	4,67
Individually-arranged tour	1950	95,7	2,8	1,5	4,61
Business-arranged tour	97	93,8	6,2	0,0	4,51
Purpose of visit*					
Vacation/holiday	2089	95,9	2,6	1,5	4,62
Conference/large meeting	115	93,0	5,2	1,7	4,53
Business/small meeting	85	97,6	2,4	0,0	4,59
Education and training	103	97,1	1,9	1,0	4,63
Visiting friends/relatives	220	95,9	2,3	1,8	4,65
Business incentives package	12	91,7	8,3	0,0	4,67
Temporary employment in Iceland	20	90,0	10,0	0,0	4,50
Health/medical treatment	<5				
Event in Iceland (leisure related)	185	95,1	3,8	1,1	4,62

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

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

VISITED ICELAND BEFORE

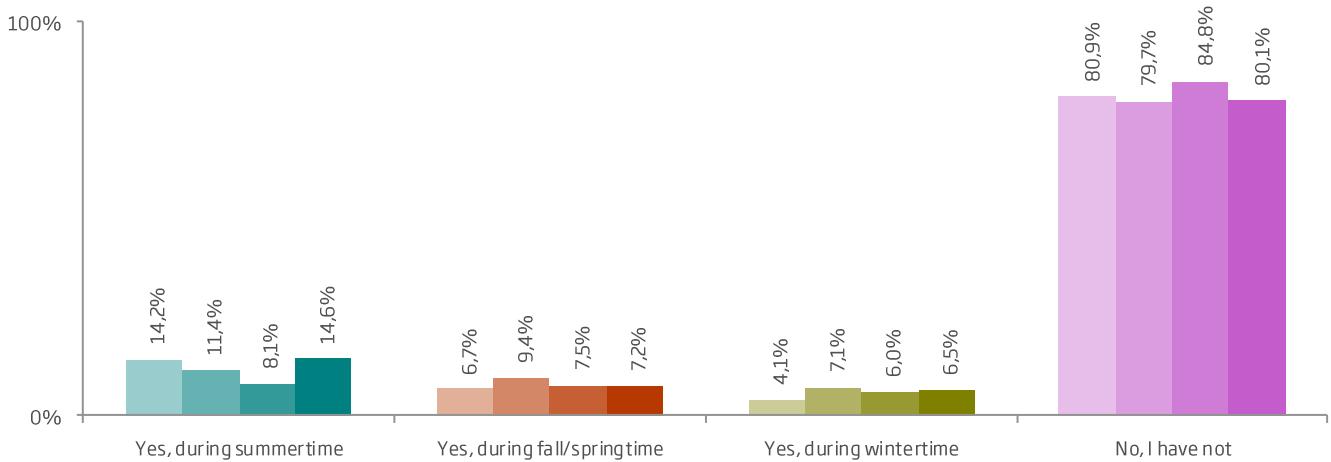


Q.110. Had you been to Iceland before your last visit?

	Count	%	%
	respondents	respondents	responses
Yes, during summertime	350	14,6	13,5
Yes, during fall/springtime	173	7,2	6,7
Yes, during wintertime	157	6,5	6,0
No, I have not	1921	80,1	73,9
Number of responses	2601	108,5	100,0
Number of respondents	2397	91,2	
Did not answer	232	8,8	
Total	2629	100,0	

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

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





Q.110. Had you been to Iceland before your last visit?

	Number of answers	Yes, during summertime	Yes, during fall/ springtime	Yes, during wintertime	No, I have not
	Count	%	%	%	%
Total	2397				
Gender					
Male	1167	14,6	6,3	6,6	80,5
Female	1203	14,5	8,1	6,6	79,8
Age					
24 years and younger	337	9,5	3,9	3,3	87,5
25-34 years	746	10,2	4,6	5,9	85,3
35-44 years	433	16,2	8,3	7,9	78,3
45-54 years	366	20,5	9,8	7,9	73,5
55 years and older	455	18,7	10,8	8,1	73,8
What is your profession?					
Managerial	283	13,8	7,1	7,1	78,8
Professionals (dr./lawyer/account. etc.)	540	14,3	7,0	8,0	80,7
Other professionals	314	16,2	6,4	6,7	79,9
Teacher/Medical care	303	18,2	8,9	5,6	75,6
Clerical/Service	137	12,4	1,5	3,6	84,7
Vocational/Technical	113	11,5	9,7	4,4	81,4
Unskilled	13	23,1	7,7	7,7	76,9
Student	359	11,4	6,1	5,6	85,2
Retired/Homemaker	187	15,0	8,6	6,4	78,6
Artist/Musician/Actor etc.	36	22,2	13,9	13,9	66,7
Other	92	14,1	12,0	7,6	78,3
Household income					
High	972	12,1	8,0	6,5	82,0
Average	848	15,6	6,4	6,4	79,7
Low	489	18,8	8,0	7,0	76,3
Marketarea					
Central/Southern Europe	782	16,0	6,3	5,1	79,8
North America	672	8,0	3,9	4,5	87,9
Scandinavia	496	25,6	15,7	13,7	65,7
Britain	243	13,6	5,3	6,6	79,4
Asia	34	5,9	5,9	2,9	85,3
Transportation					
Airline	2239	13,7	7,0	6,5	81,0
M/S Norröna	158	27,8	10,8	7,0	67,7

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



Q.110. Had you been to Iceland before your last visit?

	Number of answers	Yes, during summertime	Yes, during fall/ springtime	Yes, during wintertime	No, I have not
	Count	%	%	%	%
Total	2397				
Nationality					
American	506	8,3	4,3	4,3	87,5
British	210	12,9	6,7	6,7	78,6
Swedish	185	28,1	11,9	13,5	68,1
German	191	22,0	8,4	8,9	71,2
French	176	11,9	3,4	5,1	84,1
Canadian	158	7,6	3,8	4,4	89,2
Dutch	155	18,1	5,2	7,1	78,7
Danish	135	33,3	20,0	17,8	57,0
Norwegian	111	12,6	12,6	4,5	78,4
Australian	72	1,4	2,8	2,8	95,8
Italian	61	11,5	3,3	6,6	85,2
Spanish	59	3,4	3,4	3,4	94,9
Swiss	44	22,7	6,8	2,3	72,7
Belgian	40	5,0	15,0	0,0	85,0
Other	294	15,3	7,8	4,8	79,3
Type of trip*					
Package tour	313	10,2	3,5	3,8	86,9
Individually-arranged tour	1949	15,2	7,5	6,8	79,3
Business-arranged tour	98	26,5	17,3	15,3	63,3
Purpose of visit*					
Vacation/holiday	2092	12,5	5,7	5,6	82,9
Conference/large meeting	114	20,2	14,0	10,5	69,3
Business/small meeting	86	27,9	24,4	20,9	55,8
Education and training	103	21,4	11,7	10,7	70,9
Visiting friends/relatives	220	38,6	26,8	25,5	50,0
Business incentives package	12	8,3	0,0	25,0	66,7
Temporary employment in Iceland	20	50,0	20,0	25,0	35,0
Health/medical treatment	<5				
Event in Iceland (leisure related)	183	26,8	17,5	14,8	67,8

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

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

HOW MANY TIMES VISITED ICELAND

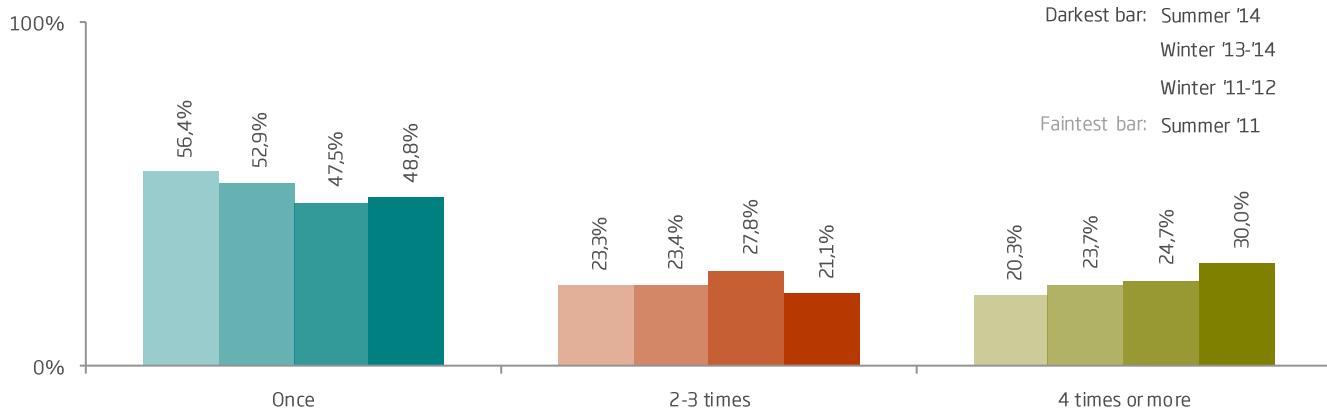
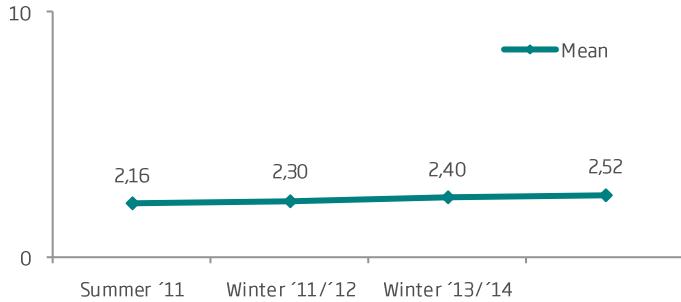


Q.111. How many times had you visited Iceland before your last visit?

	Count	%
Once	231	48,8
2-3 times	100	21,1
4 times or more	142	30,0
Number of responses	473	100,0
Number of respondents	473	18,0
Did not get question*	2153	81,9
Did not answer	3	0,1
Total	2629	100,0

Mean 2,52 times
Standard deviation 1,73 times

*Only those who said they had been to Iceland before their last visit (Q110) got this question.



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	473	48,8	21,1	30,0	
Gender					
Male	225	50,2	22,7	27,1	
Female	242	47,5	19,8	32,6	
Age*					
24 years and younger	42	64,3	11,9	23,8	
25-34 years	108	59,3	17,6	23,1	
35-44 years	94	45,7	21,3	33,0	
45-54 years	96	37,5	26,0	36,5	
55 years and older	119	45,4	23,5	31,1	
What is your profession?					
Managerial	60	53,3	26,7	20,0	
Professionals (dr./lawyer/account. etc.)	103	45,6	25,2	29,1	
Other professionals	62	37,1	22,6	40,3	
Teacher/Medical care	73	54,8	19,2	26,0	
Clerical/Service	21	57,1	28,6	14,3	
Vocational/Technical	21	52,4	19,0	28,6	
Unskilled	<5				
Student	53	56,6	9,4	34,0	
Retired/Homemaker	40	50,0	12,5	37,5	
Artist/Musician/Actor etc.	12	50,0	25,0	25,0	
Other	20	30,0	30,0	40,0	
Household income					
High	175	46,3	20,6	33,1	
Average	169	52,1	21,9	26,0	
Low	116	46,6	22,4	31,0	
Market area*					
Central/Southern Europe	157	51,6	22,3	26,1	
North America	81	63,0	14,8	22,2	
Scandinavia	169	35,5	22,5	42,0	
Britain	50	54,0	26,0	20,0	
Asia	<5				
Other	12	66,7	16,7	16,7	
Transportation					
Airline	422	48,8	21,1	30,1	
M/S Norröna	51	49,0	21,6	29,4	

*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	473	48,8	21,1	30,0	2,52
Nationality*					
American	63	65,1	15,9	19,0	2,00
British	44	56,8	20,5	22,7	2,22
Swedish	59	33,9	30,5	35,6	2,88
German	54	46,3	22,2	31,5	2,59
French	28	60,7	10,7	28,6	2,30
Canadian	17	52,9	17,6	29,4	2,44
Dutch	33	36,4	27,3	36,4	2,86
Danish	58	27,6	22,4	50,0	3,34
Norwegian	24	50,0	20,8	29,2	2,48
Australian	<5				
Italian	9	66,7	22,2	11,1	1,78
Spanish	<5				
Swiss	12	66,7	25,0	8,3	1,71
Belgian	6	16,7	33,3	50,0	3,50
Other	60	60,0	16,7	23,3	2,18
Type of trip*					
Package tour	41	53,7	22,0	24,4	2,30
Individually-arranged tour	401	49,4	20,0	30,7	2,53
Business-arranged tour	36	33,3	38,9	27,8	2,69
Purpose of visit*					
Vacation/holiday	355	53,0	20,0	27,0	2,38
Conference/large meeting	35	42,9	22,9	34,3	2,71
Business/small meeting	38	26,3	31,6	42,1	3,16
Education and training	30	40,0	30,0	30,0	2,65
Visiting friends/relatives	110	20,9	25,5	53,6	3,53
Business incentives package	<5				
Temporary employment in Iceland	13	38,5	15,4	46,2	3,08
Health/medical treatment	<5				
Event in Iceland (leisure related)	59	18,6	23,7	57,6	3,66

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

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

THREE MOST MEMORABLE EXPERIENCES



Q.112. What were the three most memorable experiences of your visit to Iceland? - First mentioned

	Count	%		Count	%
Nature/Landscape	372	14,9	East Iceland/East-fjords	16	0,6
Blue Lagoon	143	5,7	Lake Myvatn	15	0,6
Glacier lagoons/Icebergs	132	5,3	South Iceland/South coast	14	0,6
People/Hospitality	108	4,3	North Iceland	14	0,6
Golden Circle	95	3,8	Northern Lights/Aurora Borealis	14	0,6
Reykjavík	83	3,3	Nightlife/Bars	13	0,5
Landmannalaugar/Thorsmork/Skogar - hike	77	3,1	Mountains	12	0,5
Horses/Horseback-riding	75	3,0	Clean air/Purity of the country	12	0,5
Geysers	71	2,8	Cycling/Bicycle-rides	12	0,5
Waterfalls	69	2,8	Churches	12	0,5
Landmannalaugar	60	2,4	Rurality/Solitude	12	0,5
Whales/Whalewatching	59	2,4	Entertainment/Attractions	11	0,4
Glacier- and snowmobil tours	56	2,2	Reykjavík culture night/Gay pride	11	0,4
The West fjords	52	2,1	Vik/Dyrholaey/Coast	11	0,4
Gullfoss/Golden waterfall	51	2,0	Harpan	10	0,4
Hiking/Trekking	50	2,0	Museums/Exhibitions	10	0,4
Volcanos/Volcanic landscape	46	1,8	Laki/Laki-craters	10	0,4
Thingvellir	40	1,6	Eyjafjallajökull/Fimmvorduhals-hike	9	0,4
Hot springs/Geothermal heat	38	1,5	Airplane tours/Sightseeing flights	9	0,4
Tours (by coach, car or 4x4)	37	1,5	Relaxed/Stillness/Peace and quiet	8	0,3
Natural geothermal pools/Spas	35	1,4	Thorsmork	8	0,3
Food/Restaurants	34	1,4	Accomodation/Lodging	8	0,3
Snaefells-glacier/Snaefellsnes-peninsula	32	1,3	Tourist service/Airport	8	0,3
Weather/Climate	30	1,2	Boat tours	8	0,3
Sunset/Sunrise/Daylight/Bright nights	29	1,2	Black sands/Black beaches	8	0,3
Travel all over	25	1,0	Skaftafell	7	0,3
Caving tour	24	1,0	Askja/Víti	7	0,3
Glaciers	23	0,9	Skogar/Skogar-waterfall	7	0,3
Special events (e.g. concerts, feasts)	23	0,9	Roads	7	0,3
Highlands/Kjöllur road	21	0,8	Vatnajökull Glacier	7	0,3
Vestmannaeyjar	20	0,8	Camping	7	0,3
Snorkeling/Diving tour	20	0,8	Kerlingafjoll-mountains	7	0,3
Dettifoss/Asbyrgi/Jokulsargljufur	19	0,8	Other	34	1,4
Birds/Birdlife	19	0,8	Number of responses	2502	100,0
Swimming pools	18	0,7	Number of respondents	2502	95,2
Marathon	17	0,7	Did not answer	127	4,8
Personal/Work related	16	0,6	Total	2629	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	Nature/ Landscape	Blue Lagoon	Glacier lagoons/ Icebergs	People/ Hospitality	Golden Circle	Other
	Count	%	%	%	%	%	%
Total	2502	14,9	5,7	5,3	4,3	3,8	66,0
Gender							
Male	1199	14,6	4,6	4,8	4,6	3,7	67,7
Female	1272	15,3	6,8	5,7	3,9	3,9	64,5
Age*							
24 years and younger	355	10,1	4,5	3,7	4,8	4,5	72,4
25-34 years	784	11,9	4,7	7,3	3,4	3,8	68,9
35-44 years	443	15,6	8,6	5,0	4,5	3,6	62,8
45-54 years	377	19,6	5,6	5,0	5,0	1,9	62,9
55 years and older	480	18,3	5,8	3,8	4,4	4,6	63,1
What is your profession?							
Managerial	296	16,6	7,1	5,7	5,7	2,4	62,5
Professionals (dr./lawyer/account. etc.)	556	16,4	5,9	5,0	2,7	3,6	66,4
Other professionals	321	16,2	4,7	7,2	3,7	4,7	63,6
Teacher/Medical care	320	15,3	5,0	5,3	3,8	4,4	66,3
Clerical/Service	144	13,9	4,2	9,0	3,5	3,5	66,0
Vocational/Technical	117	13,7	6,8	2,6	6,0	2,6	68,4
Unskilled	13	15,4	7,7	0,0	7,7	7,7	61,5
Student	383	11,0	4,7	3,4	5,7	5,2	70,0
Retired/Homemaker	194	15,5	8,8	5,2	3,6	4,6	62,4
Artist/Musician/Actor etc.	37	2,7	2,7	5,4	13,5	0,0	75,7
Other	99	18,2	6,1	5,1	3,0	1,0	66,7
Household income							
High	1008	14,0	5,9	5,9	4,2	4,5	65,7
Average	887	14,8	6,8	5,0	4,5	3,6	65,4
Low	511	16,2	3,1	4,9	3,7	2,7	69,3
Market area*							
Central/Southern Europe	809	17,8	2,2	7,8	3,5	2,0	66,7
North America	693	10,5	6,2	4,6	5,3	5,3	68,0
Scandinavia	523	19,5	8,0	1,3	4,0	4,0	63,1
Britain	258	11,2	10,9	3,1	4,3	6,2	64,3
Asia	37	16,2	2,7	2,7	8,1	2,7	67,6
Other	182	9,9	6,0	11,5	4,4	2,2	65,9
Transportation*							
Airline	2343	14,3	6,1	5,2	4,3	4,1	66,0
M/S Norröna	159	23,3	0,0	5,7	4,4	0,0	66,7

*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	Nature/ Landscape	Blue Lagoon	Glacier lagoons/ Icebergs	People/ Hospitality	Golden Circle	Other
	Count	%	%	%	%	%	%
Total	2502	14,9	5,7	5,3	4,3	3,8	66,0
Nationality*							
American	522	10,7	5,7	5,0	5,9	5,4	67,2
British	223	12,6	10,3	3,6	4,5	6,3	62,8
Swedish	197	21,3	8,1	2,0	1,0	4,1	63,5
German	194	27,8	1,0	3,1	2,1	2,1	63,9
French	184	10,3	2,2	12,5	2,2	1,6	71,2
Canadian	160	7,5	8,1	3,1	6,3	6,9	68,1
Dutch	162	14,8	2,5	6,8	3,7	2,5	69,8
Danish	142	23,9	2,8	0,7	7,0	2,1	63,4
Norwegian	116	13,8	14,7	0,0	3,4	5,2	62,9
Australian	79	6,3	5,1	11,4	5,1	1,3	70,9
Italian	64	6,3	0,0	21,9	3,1	0,0	68,8
Spanish	62	25,8	1,6	1,6	8,1	1,6	61,3
Swiss	45	22,2	2,2	4,4	2,2	2,2	66,7
Belgian	43	18,6	0,0	9,3	4,7	0,0	67,4
Other	309	14,2	7,8	5,8	4,2	3,6	64,4
Type of trip*							
Package tour	316	18,4	5,7	7,6	2,8	3,2	62,3
Individually-arranged tour	1960	13,9	5,6	5,2	4,1	3,9	67,3
Business-arranged tour	94	19,1	10,6	1,1	7,4	4,3	57,4
Purpose of visit*							
Vacation/holiday	2156	13,7	5,8	5,8	4,1	3,8	66,8
Conference/large meeting	111	13,5	6,3	2,7	5,4	1,8	70,3
Business/small meeting	91	18,7	6,6	1,1	7,7	3,3	62,6
Education and training	108	13,0	1,9	1,9	9,3	5,6	68,5
Visiting friends/relatives	228	14,5	4,8	0,9	6,1	0,9	72,8
Business incentives package	15	13,3	20,0	13,3	20,0	0,0	33,3
Temporary employment in Iceland	20	25,0	0,0	5,0	5,0	0,0	65,0
Health/medical treatment	7	42,9	0,0	0,0	14,3	0,0	42,9
Event in Iceland (leisure related)	195	20,0	6,7	2,1	6,2	4,1	61,0

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

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

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
Nature/Landscape	685	27,4	9,5	Museums/Exhibitions	51	2,0	0,7
People/Hospitality	414	16,5	5,7	Entertainment/Attractions	50	2,0	0,7
Blue Lagoon	383	15,3	5,3	Accomodation/Lodging	50	2,0	0,7
Reykjavík	353	14,1	4,9	Vestmannaeyjar	49	2,0	0,7
Food/Restaurants	313	12,5	4,3	East Iceland/East-fjords	47	1,9	0,7
Glacier lagoons/Icebergs	281	11,2	3,9	South Iceland/South coast	45	1,8	0,6
Geysers	225	9,0	3,1	Personal/Work related	42	1,7	0,6
Golden Circle	219	8,8	3,0	Dettifoss/Asbyrgi/Jokulsarç	42	1,7	0,6
Waterfalls	194	7,8	2,7	Relaxed/Stillness/Peace an	42	1,7	0,6
Horses/Horseback-riding	178	7,1	2,5	Churches	42	1,7	0,6
Whales/Whalewatching	158	6,3	2,2	Highlands/Kjöller road	38	1,5	0,5
Travel all over	148	5,9	2,1	Husavik	38	1,5	0,5
Gullfoss/Golden waterfall	141	5,6	2,0	Culture/History	36	1,4	0,5
Hiking/Trekking	140	5,6	1,9	Boat tours	35	1,4	0,5
Natural geothermal pools/Spas	133	5,3	1,8	North Iceland	34	1,4	0,5
Volcanos/Volcanic landscape	124	5,0	1,7	Snorkeling/Diving tour	34	1,4	0,5
Hot springs/Geothermal heat	118	4,7	1,6	Akureyri	33	1,3	0,5
Glacier- and snowmobil tours	116	4,6	1,6	Skaftafell	32	1,3	0,4
Landmannalaugar	113	4,5	1,6	Prices/Expenses	32	1,3	0,4
Thingvellir	107	4,3	1,5	Tourist service/Airport	31	1,2	0,4
The West fjords	103	4,1	1,4	Black sands/Black beaches	30	1,2	0,4
Landmannalaugar/Thorsmork/Skogar-hike	103	4,1	1,4	Northern Lights/Aurora Bor	29	1,2	0,4
Lake Myvatn	97	3,9	1,3	Reykjavík culture night/Ga	28	1,1	0,4
Weather/Climate	97	3,9	1,3	Stores/Merhcandise/Fashio	27	1,1	0,4
Glaciers	92	3,7	1,3	Fauna/Flora	26	1,0	0,4
Sunset/Sunrise/Daylight/Bright nights	90	3,6	1,2	Mountains	26	1,0	0,4
Nightlife/Bars	77	3,1	1,1	Vatnajökull Glacier	26	1,0	0,4
Snaefells-glacier/Snaefellsnes-peninsula	75	3,0	1,0	Skogar/Skogar-waterfall	25	1,0	0,3
Tours (by coach, car or 4x4)	73	2,9	1,0	Eyjafjallajökull-glacier/Fim	25	1,0	0,3
Swimming pools	72	2,9	1,0	Marathon	23	0,9	0,3
Caving tour	71	2,8	1,0	Camping	23	0,9	0,3
Clean air/Purity of the country	61	2,4	0,8	Other	298	11,9	4,1
Harpan	57	2,3	0,8	Number of responses	7214	288,3	100,0
Birds/Birdlife	54	2,2	0,7	Number of respondents	2502	95,2	
Rurality/Solitude	54	2,2	0,7	Did not answer	127	4,8	
Vik/Dyrholaey/Coast	53	2,1	0,7	Total	2629	100	
Special events (e.g. concerts, feasts)	53	2,1	0,7				

THREE MOST MEMORABLE EXPERIENCES



Q.112. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

		Nature/ Landscape	People/ Hospitality	Blue Lagoon	Reykjavík	Food/ Restaurants	Other
	Count	%	%	%	%	%	%
Allir	2502	27,4	16,5	15,3	14,1	12,5	94,4
Gender							
Male	1199	27,1	16,9	12,8	14,5	12,3	94,3
Female	1272	27,6	16,3	17,8	13,8	12,8	94,4
Age							
24 years and younger	355	22,5	13,5	14,1	15,2	14,1	95,2
25-34 years	784	21,4	14,2	13,8	12,2	12,2	95,4
35-44 years	443	29,8	15,3	18,7	16,0	14,9	93,7
45-54 years	377	34,0	20,4	17,0	14,6	11,1	92,3
55 years and older	480	33,1	20,4	13,8	14,6	11,0	94,4
What is your profession?							
Managerial	296	30,4	18,9	15,9	10,5	16,6	92,6
Professionals (dr./lawyer/account. etc.)	556	27,0	13,7	16,5	12,8	11,5	95,5
Other professionals	321	25,9	15,6	15,0	17,1	15,9	93,5
Teacher/Medical care	320	28,8	16,6	13,1	15,9	10,6	94,1
Clerical/Service	144	31,3	15,3	11,1	14,6	6,9	93,8
Vocational/Technical	117	30,8	19,7	14,5	13,7	14,5	95,7
Unskilled	13	38,5	15,4	7,7	15,4	0,0	92,3
Student	383	23,0	15,9	15,1	14,4	10,7	95,3
Retired/Homemaker	194	28,4	16,0	18,0	14,4	12,9	94,8
Artist/Musician/Actor etc.	37	8,1	29,7	18,9	5,4	16,2	97,3
Household income							
High	1008	25,9	16,3	16,9	15,4	12,8	94,1
Average	887	27,5	17,1	16,7	13,6	13,6	95,3
Low	511	28,4	15,7	9,4	11,7	10,6	94,3
Market area							
Central/Southern Europe	809	29,2	15,0	7,4	6,6	5,3	96,4
North America	693	22,8	16,2	17,9	21,1	15,6	92,8
Scandinavia	523	35,0	16,6	18,4	16,8	17,0	92,7
Britain	258	23,6	19,8	25,6	17,1	19,0	93,0
Asia	37	21,6	24,3	21,6	10,8	8,1	97,3
Transportation							
Airline	2343	26,8	16,1	16,3	14,9	13,2	94,2
M/S Norröna	159	35,8	22,6	0,6	1,9	2,5	97,5

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.

		Nature/ Landscape	People/ Hospitality	Blue Lagoon	Reykjavík	Food/ Restaurants	Other
	Count	%	%	%	%	%	%
Allir	2502	27,4	16,5	15,3	14,1	12,5	94,4
Nationality							
American	522	22,6	16,9	17,0	20,5	15,3	92,9
British	223	27,4	22,0	24,2	16,1	16,1	94,6
Swedish	197	35,0	16,2	14,7	16,2	16,2	93,9
German	194	39,2	22,2	4,6	6,2	5,7	92,8
French	184	19,6	6,5	8,7	8,7	8,2	98,9
Canadian	160	19,4	15,0	19,4	26,3	18,8	91,9
Dutch	162	28,4	14,2	9,3	5,6	4,9	97,5
Danish	142	44,4	23,2	9,2	11,3	14,8	92,3
Norwegian	116	26,7	9,5	37,9	19,8	25,0	90,5
Australian	79	17,7	16,5	21,5	12,7	12,7	98,7
Italian	64	14,1	3,1	9,4	4,7	4,7	100,0
Spanish	62	40,3	21,0	1,6	9,7	3,2	91,9
Swiss	45	37,8	15,6	4,4	8,9	4,4	100,0
Belgian	43	27,9	14,0	2,3	0,0	7,0	97,7
Other	309	24,9	18,8	18,1	12,0	10,0	94,2
Type of trip*							
Package tour	316	31,3	13,6	14,2	8,9	6,6	95,9
Individually-arranged tour	1960	26,3	16,7	15,0	14,5	12,1	95,0
Business-arranged tour	94	33,0	21,3	23,4	23,4	28,7	88,3
Purpose of visit*							
Vacation/holiday	2156	26,0	15,5	15,4	13,9	11,2	95,2
Conference/large meeting	111	31,5	21,6	17,1	20,7	26,1	91,9
Business/small meeting	91	29,7	22,0	16,5	12,1	16,5	94,5
Education and training	108	21,3	22,2	7,4	13,0	10,2	95,4
Visiting friends/relatives	228	26,8	21,1	10,1	14,0	11,8	96,5
Business incentives package	15	33,3	33,3	33,3	0,0	33,3	66,7
Temporary employment in Iceland	20	35,0	25,0	5,0	10,0	5,0	95,0
Health/medical treatment	7	57,1	14,3	0,0	28,6	14,3	85,7
Event in Iceland (leisure related)	195	32,8	23,6	18,5	9,2	16,4	92,3

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

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



Sp.113. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - First mentioned

	Count	%		Count	%
Road conditions	67	5,2	Opening hours	5	0,4
Public restrooms	58	4,5	Information on accommodation and reastau	5	0,4
Services and variety of food/restaurants	53	4,1	Facilities for cyclists	4	0,3
Road signs	49	3,8	Other information	3	0,2
Prices of accommodation	46	3,6	Service and amenity of accommodation staff	3	0,2
Availability of information	43	3,3	Number of Gas-stations	2	0,2
Bus transport	43	3,3	Other expences	156	12,0
Food expences	38	2,9	Other	168	13,0
Conservation of Nature	38	2,9	Number of responses	1295	100,0
Advertising	37	2,9	Number of respondents	1295	49,3
Mass tourism	37	2,9	Did not answer	1334	50,7
Public transportation	36	2,8	Total	2629	100,0
Entertainment/Museums/Exhibitions	33	2,5			
Airport transportation	30	2,3			
Variety of Accomodation	28	2,2			
Cost of entertainment/tours	27	2,1			
Camping	26	2,0			
Quality of accommodation	25	1,9			
Airport	20	1,5			
Rental car prices	20	1,5			
Information in other languages	20	1,5			
Information on entertainment/events	19	1,5			
Accessibility/Simplicity	18	1,4			
Marking and organisation of footpaths	17	1,3			
Quality/Service/Airline punctuality	15	1,2			
Weather/Climate/Weather information	15	1,2			
Ticket-prices for flights/ferries	14	1,1			
Cost of transport	13	1,0			
Quality of food/restaurants	9	0,7			
Centralized/internet information services	9	0,7			
Unpolite people/staff	9	0,7			
Stores/Trade/Merchandise	8	0,6			
Panoramic viewpoints/Rest area	7	0,5			
Arrangement/Organisation	6	0,5			
Safety/Security	6	0,5			
Tourism services	5	0,4			
Maps	5	0,4			



Sp.113. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? -
First mentioned

		Number of answers	Other expenses	Road conditions	Public restrooms	Services and variety of food/ restaurants	Road signs	Other
		Count	%	%	%	%	%	%
Total		1295	5,2	4,5	4,1	3,8	3,6	78,9
Gender								
Male		716	11,6	5,7	3,2	3,8	3,1	72,6
Female		752	9,4	3,5	4,7	3,3	3,6	75,5
Age*								
24 years and younger		181	13,8	3,3	2,8	5,0	1,7	73,5
25-34 years		478	11,9	7,5	2,7	4,8	2,9	70,1
35-44 years		271	8,9	3,0	4,1	3,3	3,7	77,1
45-54 years		228	10,5	2,6	5,7	2,2	3,1	75,9
55 years and older		288	8,3	3,5	5,2	2,1	5,2	75,7
What is your profession?								
Managerial		186	12,9	3,8	4,3	5,4	4,3	69,4
Professionals (dr./lawyer/account. etc.)		352	9,4	4,3	2,6	2,6	4,3	77,0
Other professionals		193	12,4	4,1	5,7	2,6	1,0	74,1
Teacher/Medical care		192	6,3	5,2	6,8	3,1	3,6	75,0
Clerical/Service		84	7,1	3,6	0,0	6,0	3,6	79,8
Vocational/Technical		66	16,7	6,1	0,0	1,5	0,0	75,8
Unskilled		6	0,0	16,7	0,0	0,0	16,7	66,7
Student		210	13,8	5,2	3,3	5,2	0,5	71,9
Retired/Homemaker		105	8,6	4,8	4,8	2,9	5,7	73,3
Artist/Musician/Actor etc.		23	13,0	0,0	8,7	4,3	4,3	69,6
Other		53	7,5	5,7	5,7	3,8	7,5	69,8
Household income								
High		606	12,9	3,8	4,8	2,6	3,5	72,4
Average		508	8,9	5,5	3,9	5,3	3,5	72,8
Low		317	9,1	4,7	2,5	2,5	2,8	78,2
Market area								
Central/Southern Europe		505	9,9	5,9	3,4	4,0	1,6	75,2
North America		419	11,9	3,1	5,0	3,1	2,9	74,0
Scandinavia		236	8,1	4,2	3,4	4,2	5,1	75,0
Britain		162	11,7	4,3	2,5	3,1	3,7	74,7
Asia		25	0,0	0,0	8,0	4,0	0,0	88,0
Other		134	13,4	5,2	4,5	3,0	8,2	65,7
Transportation								
Airline		1371	10,9	4,3	4,0	3,6	3,1	74,2
M/S Norröna		110	6,4	7,3	2,7	3,6	6,4	73,6

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



Sp.113. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? -
First mentioned

		Number of answers	Other expenses	Road conditions	Public restrooms	Services and variety of food/ restaurants	Road signs	Other
		Count	%	%	%	%	%	%
Total		1295	5,2	4,5	4,1	3,8	3,6	78,9
Nationality*								
American		311	10,9	2,6	5,8	3,5	3,2	74,0
British		137	10,2	4,4	3,6	3,6	3,6	74,5
Swedish		86	8,1	4,7	5,8	3,5	4,7	73,3
German		107	2,8	4,7	1,9	0,0	0,0	90,7
French		131	12,2	6,9	0,8	4,6	3,8	71,8
Canadian		106	14,2	5,7	3,8	1,9	1,9	72,6
Dutch		104	9,6	6,7	5,8	1,9	1,0	75,0
Danish		70	10,0	2,9	1,4	2,9	5,7	77,1
Norwegian		42	2,4	2,4	2,4	7,1	4,8	81,0
Australian		59	8,5	6,8	6,8	0,0	10,2	67,8
Italian		41	17,1	2,4	4,9	14,6	0,0	61,0
Spanish		41	14,6	12,2	0,0	4,9	2,4	65,9
Swiss		30	6,7	3,3	6,7	3,3	0,0	80,0
Belgian		24	12,5	8,3	0,0	12,5	0,0	66,7
Other		192	13,5	3,1	3,6	3,6	4,7	71,4
Type of trip*								
Package tour		187	9,6	2,7	6,4	2,1	3,2	75,9
Individually-arranged tour		1238	10,7	4,8	3,6	4,0	3,4	73,5
Business-arranged tour		48	8,3	6,3	2,1	2,1	4,2	77,1
Purpose of visit*								
Vacation/holiday		1324	10,6	4,7	3,7	3,6	3,3	74,1
Conference/large meeting		61	16,4	6,6	4,9	9,8	3,3	59,0
Business/small meeting		42	2,4	4,8	2,4	0,0	2,4	88,1
Education and training		55	14,5	3,6	3,6	3,6	0,0	74,5
Visiting friends/relatives		126	8,7	2,4	3,2	4,8	7,9	73,0
Business incentives package		7	0,0	0,0	0,0	14,3	0,0	85,7
Temporary employment in Iceland		13	0,0	0,0	23,1	0,0	15,4	61,5
Health/medical treatment		<5						
Event in Iceland (leisure related)		107	10,3	0,9	2,8	3,7	3,7	78,5

*Significant difference between groups according to Chi-square test ($p < 0.05$).

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



Q.113. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned

	Count respondents	% respondents	% responses		Count respondents	% respondents	% responses
Services and variety of food/restaurants	131	10,0	5,1	Opening hours	20	1,5	0,8
Road conditions	121	9,3	4,7	Ticket-prices for flights/ferries	20	1,5	0,8
Entertainment/Museums/Exhibitions	96	7,3	3,7	Centralized/internet information services	17	1,3	0,7
Availability of information	91	7,0	3,5	Maps	16	1,2	0,6
Bus transport	90	6,9	3,5	Information on accommodation and restaurants	15	1,1	0,6
Road signs	87	6,7	3,4	Facilities for cyclists	14	1,1	0,5
Public restrooms	84	6,4	3,3	Quality of food/restaurants	13	1,0	0,5
Food expences	81	6,2	3,1	Safety/Security	13	1,0	0,5
Prices of accommodation	80	6,1	3,1	Tourism services	12	0,9	0,5
Public transportation	69	5,3	2,7	Other information	11	0,8	0,4
Mass tourism	66	5,0	2,6	Arrangement/Organisation	11	0,8	0,4
Advertising	62	4,7	2,4	Variety of flights	10	0,8	0,4
Variety of Accomodation	58	4,4	2,2	Service and amenity of accommodation staff	7	0,5	0,3
Quality of accommodation	56	4,3	2,2	Number of Gas-stations	5	0,4	0,2
Conservation of Nature	54	4,1	2,1	Offers/Discounts	3	0,2	0,1
Cost of entertainment/tours	51	3,9	2,0	Other expences	230	17,6	8,9
Camping	50	3,8	1,9	Other	398	30,4	15,4
Airport transportation	46	3,5	1,8	Number of responses	2578	197,1	100,0
Rental car prices	46	3,5	1,8	Number of respondents	1308	49,8	
Stores/Trade/Merchandise	40	3,1	1,6	Did not answer	1321	50,2	
Information in other languages	38	2,9	1,5	Total	2629	100	
Marking and organisation of footpaths	38	2,9	1,5				
Airport	36	2,8	1,4				
Information on entertainment/events	34	2,6	1,3				
Accessability/Simplicity	32	2,4	1,2				
Cost of transport	29	2,2	1,1				
Weather/Climate/Weather information	27	2,1	1,0				
Unpolite people/staff	25	1,9	1,0				
Quality/Service/Airline punctuality	23	1,8	0,9				
Panoramic viewpoints/Rest area	22	1,7	0,9				

ROOM FOR IMPROVEMENT



Q. 113. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned

		Other expenses	Services and variety of food/ restaurants	Road conditions	Entertainment/ Museums/ Exhibitions	Availability of information	Annað
	Count	%	%	%	%	%	%
Allir	1308						
Gender							
Male	639	18,5	9,5	10,6	6,7	7,7	87,2
Female	656	16,6	10,4	8,1	7,8	6,4	89,3
Age							
24 years and younger	160	18,8	10,6	8,1	9,4	4,4	89,4
25-34 years	425	20,9	12,2	13,6	7,5	9,6	84,5
35-44 years	240	15,0	11,3	6,3	7,5	5,4	90,4
45-54 years	190	16,8	6,3	8,4	6,3	6,8	89,5
55 years and older	260	15,4	8,5	6,5	5,0	5,4	90,4
What is your profession?							
Managerial	173	18,5	13,9	8,1	6,9	4,0	82,1
Professionals (dr./lawyer/account. etc.)	309	17,2	8,7	6,8	7,4	8,7	90,6
Other professionals	173	20,2	10,4	11,0	5,2	10,4	91,3
Teacher/Medical care	159	13,2	8,2	11,9	10,1	5,0	88,1
Clerical/Service	75	14,7	16,0	6,7	5,3	8,0	92,0
Vocational/Technical	54	24,1	3,7	11,1	7,4	3,7	87,0
Unskilled	6	0,0	0,0	16,7	0,0	66,7	83,3
Student	186	20,4	10,2	11,8	8,6	5,4	85,5
Retired/Homemaker	93	16,1	6,5	8,6	7,5	2,2	91,4
Artist/Musician/Actor etc.	22	18,2	22,7	0,0	13,6	9,1	90,9
Household income							
High	550	20,0	8,5	7,8	8,0	7,5	88,0
Average	455	15,8	12,7	9,9	7,3	7,3	88,6
Low	264	15,9	8,3	10,2	6,4	5,7	88,6
Market area							
Central/Southern Europe	412	16,5	10,7	13,3	3,6	4,4	88,3
North America	387	19,1	9,3	5,7	7,0	7,8	90,2
Scandinavia	213	12,7	11,7	7,5	10,8	8,0	85,0
Britain	150	19,3	8,7	8,7	11,3	8,7	88,0
Asia	25	12,0	12,0	4,0	20,0	20,0	100,0
Transportation							
Airline	1219	18,1	10,3	8,7	7,7	7,1	88,4
M/S Norröna	89	10,1	6,7	16,9	2,2	4,5	86,5

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

ROOM FOR IMPROVEMENT



Q.113. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned

		Other expenses	Services and variety of food/ restaurants	Road conditions	Entertainment/ Museums/ Exhibitions	Availability of information	Annað
	Count	%	%	%	%	%	%
Allir	1308						
Nationality							
American	281	17,8	8,9	5,0	5,7	9,3	89,3
British	126	18,3	11,1	8,7	12,7	10,3	88,9
Swedish	78	16,7	12,8	7,7	11,5	9,0	89,7
German	54	11,1	3,7	16,7	0,0	3,7	90,7
French	126	20,6	11,9	13,5	3,2	5,6	84,9
Canadian	101	21,8	6,9	8,9	11,9	4,0	92,1
Dutch	88	12,5	5,7	12,5	3,4	4,5	90,9
Danish	65	12,3	6,2	6,2	7,7	6,2	81,5
Norwegian	37	2,7	16,2	5,4	16,2	13,5	83,8
Australian	56	16,1	7,1	16,1	8,9	5,4	87,5
Italian	39	20,5	25,6	10,3	12,8	2,6	82,1
Spanish	39	20,5	10,3	20,5	0,0	7,7	89,7
Swiss	16	12,5	12,5	12,5	0,0	0,0	100,0
Belgian	23	13,0	13,0	8,7	0,0	0,0	87,0
Other	179	22,3	11,2	7,3	8,4	6,7	87,7
Type of trip*							
Package tour	161	14,9	7,5	6,8	6,2	9,9	89,4
Individually-arranged tour	1103	18,0	10,6	9,4	7,7	6,4	88,2
Business-arranged tour	39	12,8	5,1	7,7	7,7	12,8	79,5
Purpose of visit*							
Vacation/holiday	1168	17,6	10,1	9,7	7,7	6,7	88,5
Conference/large meeting	59	16,9	15,3	8,5	5,1	3,4	78,0
Business/small meeting	36	11,1	5,6	5,6	8,3	11,1	91,7
Education and training	49	22,4	10,2	8,2	2,0	6,1	89,8
Visiting friends/relatives	113	15,0	11,5	4,4	9,7	6,2	92,0
Business incentives package	7	0,0	28,6	0,0	14,3	0,0	85,7
Temporary employment in Iceland	12	0,0	8,3	0,0	16,7	16,7	100,0
Health/medical treatment	<5						
Event in Iceland (leisure related)	94	17,0	10,6	3,2	14,9	7,4	85,1

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

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

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q.114. Where do you think Iceland's strengths in the tourist industry are? - First mentioned

	Count	%		Count	%
Nature/Landscape	970	49,9	Weather	1	0,1
People/Hospitality	146	7,5	Bright nights/Daylight	1	0,1
Entertainment/Distractions	103	5,3	Other	194	10,0
Pure/unspoilt nature	59	3,0	Number of responses	1942	100,0
Information/Signs/Information centers	50	2,6	Number of respondents	1942	73,9
Service/Quality	46	2,4	Did not answer	687	26,1
Uniqueness/Exotic/Different	44	2,3	Total	2629	100,0
Services on Tours/Tour Guides	43	2,2			
Accessibility/Simplicity/Infrastructure	38	2,0			
English-skills/Other languages	36	1,9			
Organisation/Professionalism	31	1,6			
Public transportation	26	1,3			
Not too many tourists/Remote/Not touristy	21	1,1			
Marketing/Publicity	16	0,8			
Swimming pools/Natural geothermal pools/Spas	16	0,8			
Clean air/Purity of the land	14	0,7			
Hot springs/Geothermal heat	13	0,7			
Closeness of Iceland	13	0,7			
Museums/Exhibitions	11	0,6			
Iceland in itself	8	0,4			
Food/Restaurants	7	0,4			
Airline	6	0,3			
Prices/Cost	5	0,3			
Accommodation	4	0,2			
Relaxed/Stillness/Peace and quiet	4	0,2			
Horses/Horse-riding	4	0,2			
Wildlife/Flora	3	0,2			
Safety/Security	2	0,1			
Reykjavik	2	0,1			
Nightlife	2	0,1			
Vastness	1	0,1			
Stores/Merchandise/Fashion	1	0,1			
Hiking/Foot-paths	1	0,05			

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q.114. Where do you think Iceland's strengths in the tourist industry are? - First mentioned

	Number of answers	Nature/ Landscape	People/ Hospitality	Entertainment/ Distractions	Pure/unspoilt nature	Information/ Signs/ Information centers	Other
	Count	%	%	%	%	%	%
Total	1942	49,9	7,5	5,3	3,0	2,6	31,6
Gender*							
Male	940	53,6	6,4	4,6	3,4	1,9	30,1
Female	989	46,1	8,5	6,0	2,7	3,1	33,6
Age*							
24 years and younger	255	45,5	5,1	9,8	2,0	3,5	34,1
25-34 years	613	48,1	8,0	6,0	3,1	2,8	32,0
35-44 years	364	53,8	4,7	4,4	3,8	0,8	32,4
45-54 years	298	53,4	9,7	2,7	3,7	1,7	28,9
55 years and older	371	48,8	8,9	3,8	2,7	3,5	32,3
What is your profession?*							
Managerial	241	51,9	5,8	2,5	3,3	2,1	34,4
Professionals (dr./lawyer/account. etc.)	459	52,7	8,3	5,4	3,3	1,7	28,5
Other professionals	256	47,3	6,6	5,5	4,3	1,2	35,2
Teacher/Medical care	251	48,6	12,4	5,2	1,6	3,6	28,7
Clerical/Service	102	51,0	2,0	6,9	2,0	2,0	36,3
Vocational/Technical	83	55,4	3,6	3,6	1,2	1,2	34,9
Unskilled	9	66,7	0,0	11,1	0,0	0,0	22,2
Student	280	44,6	6,4	8,6	2,5	4,3	33,6
Retired/Homemaker	148	52,7	7,4	2,7	4,1	3,4	29,7
Artist/Musician/Actor etc.	30	40,0	6,7	0,0	0,0	13,3	40,0
Other	76	47,4	10,5	6,6	6,6	1,3	27,6
Household income*							
High	812	53,8	7,4	5,4	2,3	2,0	29,1
Average	669	45,6	8,2	6,6	3,0	2,8	33,8
Low	399	48,1	6,3	3,3	4,3	3,3	34,8
Market area*							
Central/Southern Europe	630	53,0	5,1	3,3	4,6	1,9	32,1
North America	570	40,7	11,4	8,1	0,9	3,2	35,8
Scandinavia	371	63,9	4,0	3,2	1,9	1,9	25,1
Britain	202	39,6	10,4	6,4	5,4	3,5	34,7
Asia	29	48,3	17,2	0,0	6,9	6,9	20,7
Other	148	49,3	5,4	7,4	3,4	2,7	31,8
Transportation							
Airline	1825	49,4	7,8	5,4	3,0	2,5	31,9
M/S Norröna	125	55,2	3,2	3,2	4,0	3,2	31,2

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

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q.114. Where do you think Iceland's strengths in the tourist industry are? - First mentioned

	Number of answers	Nature/ Landscape	People/ Hospitality	Entertainment/ Distractions	Pure/unspoilt nature	Information/ Signs/ Information centers	Other
	Count	%	%	%	%	%	%
Total	1942	49,9	7,5	5,3	3,0	2,6	31,6
Nationality*							
American	433	37,6	10,9	8,3	0,9	3,0	39,3
British	172	36,0	12,2	7,0	5,2	4,1	35,5
Swedish	142	64,8	2,1	0,7	3,5	1,4	27,5
German	157	57,3	5,7	3,2	6,4	1,9	25,5
French	147	34,0	8,8	2,0	5,4	3,4	46,3
Canadian	133	41,4	15,0	11,3	1,5	3,8	27,1
Dutch	131	52,7	4,6	6,9	5,3	0,8	29,8
Danish	98	65,3	3,1	4,1	1,0	4,1	22,4
Norwegian	79	64,6	6,3	2,5	1,3	0,0	25,3
Australian	67	49,3	7,5	4,5	1,5	3,0	34,3
Italian	45	57,8	0,0	0,0	0,0	2,2	40,0
Spanish	42	73,8	0,0	0,0	4,8	0,0	21,4
Swiss	37	67,6	0,0	5,4	5,4	0,0	21,6
Belgian	30	53,3	0,0	0,0	3,3	0,0	43,3
Other	237	60,3	5,9	4,6	2,5	3,0	23,6
Type of trip*							
Package tour	253	51,8	5,9	2,8	3,6	3,2	32,8
Individually-arranged tour	1601	49,6	7,8	5,7	3,0	2,4	31,5
Business-arranged tour	68	67,6	2,9	1,5	1,5	0,0	26,5
Purpose of visit*							
Vacation/holiday	1721	48,2	7,8	5,6	3,1	2,8	32,5
Conference/large meeting	90	56,7	6,7	1,1	3,3	0,0	32,2
Business/small meeting	64	59,4	3,1	3,1	3,1	3,1	28,1
Education and training	77	53,2	3,9	2,6	2,6	2,6	35,1
Visiting friends/relatives	166	44,0	5,4	6,0	4,8	1,8	38,0
Business incentives package	8	62,5	0,0	0,0	0,0	0,0	37,5
Temporary employment in Iceland	13	46,2	0,0	0,0	7,7	0,0	46,2
Health/medical treatment	<5						
Event in Iceland (leisure related)	143	51,7	9,8	2,8	2,1	0,7	32,9

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

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

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q.114. Where do you think Iceland's strengths in the tourist industry are? - All mentioned

	Count respondents	% respondents	% responses		Count respondents	% respondents	% responses
Nature/Landscape	1218	62,7	26,9	Bright nights/Daylight	12	0,6	0,3
People/Hospitality	514	26,5	11,4	Vastness	7	0,4	0,2
Entertainment/Distractions	287	14,8	6,3	Other	493	25,4	10,9
Museums/Exhibitions	173	8,9	3,8	Number of responses	4524	233,0	100,0
Service/Quality	150	7,7	3,3	Number of respondents	1942	73,9	
English-skills/Other languages	149	7,7	3,3	Did not answer	687	26,1	
Accessibility/Simplicity/Infrastructure	137	7,1	3,0	Total	2629	100	
Information/Signs/Information centers	136	7,0	3,0				
Food/Restaurants	115	5,9	2,5				
Services on Tours/Tour Guides	108	5,6	2,4				
Public transportation	91	4,7	2,0				
Uniqueness/Exotic/Different	84	4,3	1,9				
Not to many tourists/Remote/Not touristy	82	4,2	1,8				
Pure/unspoilt nature	77	4,0	1,7				
Organisation/Professionalism	75	3,9	1,7				
Clean air/Purity of the land	72	3,7	1,6				
Swimming pools/Natural geothermal pools/Spas	70	3,6	1,5				
Closeness of Iceland	63	3,2	1,4				
Hot springs/Geothermal heat	52	2,7	1,1				
Accommodation	45	2,3	1,0				
Reykjavik	37	1,9	0,8				
Safety/Security	36	1,9	0,8				
Relaxed/Stillness/Peace and quiet	35	1,8	0,8				
Wildlife/Flora	35	1,8	0,8				
Horses/Horse-riding	31	1,6	0,7				
Marketing/Publicity	22	1,1	0,5				
Prices/Cost	21	1,1	0,5				
Airline	19	1,0	0,4				
Hiking/Foot-paths	19	1,0	0,4				
Stores/Merchandise/Fashion	16	0,8	0,4				
Iceland in itself	15	0,8	0,3				
Weather	15	0,8	0,3				
Nightlife	13	0,7	0,3				

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q. 114. Where do you think Iceland's strengths in the tourist industry are? - All mentioned

		Nature/ Landscape	People/ Hospitality	Entertainment/ Distractions	Museums/ Exhibitions	Service/ Quality	Other
	Count	%	%	%	%	%	%
Allir	1942						
Gender							
Male	934	67,6	26,3	12,2	9,3	8,5	74,6
Female	987	58,3	26,6	17,1	8,5	7,0	77,0
Age							
24 years and younger	253	58,1	19,0	23,3	9,5	11,1	77,9
25-34 years	611	61,5	27,3	15,2	9,0	9,2	76,8
35-44 years	362	64,4	24,0	14,6	8,0	6,6	74,9
45-54 years	298	66,1	33,2	12,8	8,1	5,7	75,8
55 years and older	369	63,1	26,8	10,3	10,0	6,0	73,4
What is your profession?							
Managerial	241	65,6	30,7	10,0	5,4	10,4	81,7
Professionals (dr./lawyer/account. etc.)	458	65,7	28,4	13,5	8,1	7,0	74,5
Other professionals	255	60,8	26,7	15,3	10,2	8,2	80,8
Teacher/Medical care	251	64,1	28,7	15,1	9,6	6,4	70,5
Clerical/Service	102	61,8	26,5	15,7	8,8	4,9	76,5
Vocational/Technical	82	68,3	15,9	12,2	11,0	7,3	70,7
Unskilled	9	88,9	0,0	44,4	22,2	11,1	44,4
Student	277	56,0	22,7	20,9	9,4	10,1	76,2
Retired/Homemaker	147	61,9	26,5	12,2	8,8	4,8	69,4
Artist/Musician/Actor etc.	30	46,7	23,3	10,0	20,0	13,3	86,7
Household income							
High	808	66,7	28,2	15,5	9,0	7,5	74,8
Average	667	59,5	24,9	15,4	8,8	6,6	76,0
Low	398	60,6	25,4	12,1	8,8	9,8	76,9
Market area							
Central/Southern Europe	627	64,4	22,2	11,6	4,9	7,8	74,2
North America	569	55,9	33,4	20,4	8,8	8,1	80,7
Scandinavia	368	72,8	20,9	10,3	14,9	5,4	65,5
Britain	202	55,9	29,7	17,3	8,4	10,4	81,7
Asia	29	72,4	27,6	10,3	10,3	10,3	75,9
Transportation							
Airline	1817	62,1	27,0	15,0	9,1	8,0	75,7
M/S Norröna	125	71,2	19,2	11,2	6,4	3,2	76,8

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

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q. 114. Where do you think Iceland's strengths in the tourist industry are? - All mentioned

		Nature/ Landscape	People/ Hospitality	Entertainment/ Distractions	Museums/ Exhibitions	Service/ Quality	Other
	Count	%	%	%	%	%	%
Allir	1942						
Nationality							
American	432	52,8	32,6	19,9	9,0	9,3	83,1
British	172	52,9	34,3	18,6	7,6	8,7	77,9
Swedish	141	73,8	16,3	8,5	14,2	4,3	67,4
German	155	69,0	21,3	12,9	5,2	3,9	72,9
French	147	48,3	25,9	8,8	2,0	12,2	80,3
Canadian	133	56,4	33,8	25,6	10,5	5,3	75,2
Dutch	131	64,9	21,4	14,5	1,5	7,6	71,0
Danish	98	75,5	27,6	8,2	12,2	3,1	62,2
Norwegian	79	72,2	21,5	8,9	20,3	7,6	67,1
Australian	66	65,2	30,3	15,2	21,2	7,6	80,3
Italian	43	62,8	18,6	2,3	4,7	7,0	67,4
Spanish	42	73,8	11,9	9,5	4,8	0,0	81,0
Swiss	37	83,8	29,7	18,9	16,2	2,7	67,6
Belgian	30	70,0	20,0	3,3	3,3	16,7	70,0
Other	236	73,3	22,5	14,0	8,9	10,6	77,5
Type of trip*							
Package tour	253	64,4	22,5	11,1	9,1	5,9	70,4
Individually-arranged tour	1594	62,4	27,3	15,6	8,8	7,8	76,5
Business-arranged tour	68	85,3	23,5	5,9	16,2	7,4	67,6
Purpose of visit*							
Vacation/holiday	1713	61,5	26,2	15,5	8,7	8,0	76,0
Conference/large meeting	89	75,3	32,6	5,6	9,0	4,5	70,8
Business/small meeting	63	68,3	19,0	14,3	14,3	11,1	71,4
Education and training	77	61,0	26,0	18,2	10,4	9,1	75,3
Visiting friends/relatives	166	58,4	23,5	13,3	13,3	7,8	76,5
Business incentives package	8	62,5	25,0	0,0	0,0	12,5	87,5
Temporary employment in Iceland	13	61,5	15,4	0,0	15,4	7,7	84,6
Health/medical treatment	<5						
Event in Iceland (leisure related)	143	62,9	27,3	7,0	9,1	4,9	83,2

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

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