



FERÐAMÁLASTOFA – ICELANDIC TOURIST BOARD  
INTERNATIONAL VISITORS IN ICELAND  
SUMMER 2016



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## RESULTS

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## RESULTS

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## RESULTS

### EXPECTATIONS AND EXPERIENCES

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## GOALS AND PROCEDURE

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

The survey started June 10th and ended September 22nd.

Interviewers from Maskina collected e-mail addresses from tourists in Reykjavik, Keflavik and Seyðisfjörður. They collected around 1500 e-mail addresses per month. Following that an internet survey was sent to them via e-mail. Reminder was sent three times to those who did not respond.

Total of 4.765 e-mail addresses were collected, of them 2.250 people finished the survey – see in detail below.

### Sample and responses

Original sample:	4765
Invalid e-mails:	280
Final sample:	4485
Did not respond:	2234
<b>Number of respondents:</b>	<b>2250</b>
<b>Response rate:</b>	<b>50,2%</b>



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

Reykjavík, December 14th, 2016.

With best regards and our appreciation for this collaboration

Þóra Ásgeirsdóttir

Þorlákur Karlsson

## 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.

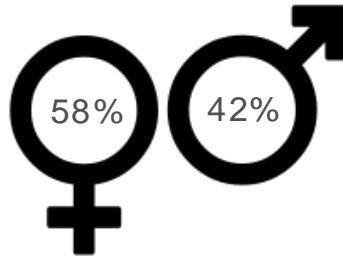
**Standard deviation** is the distribution of answers around the mean for a variable that is measured on a continuous scale. A low standard deviation implies that the mean is a good measure of the center of the distribution as answers are closely distributed. A higher standard deviation describes a distribution 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 2016

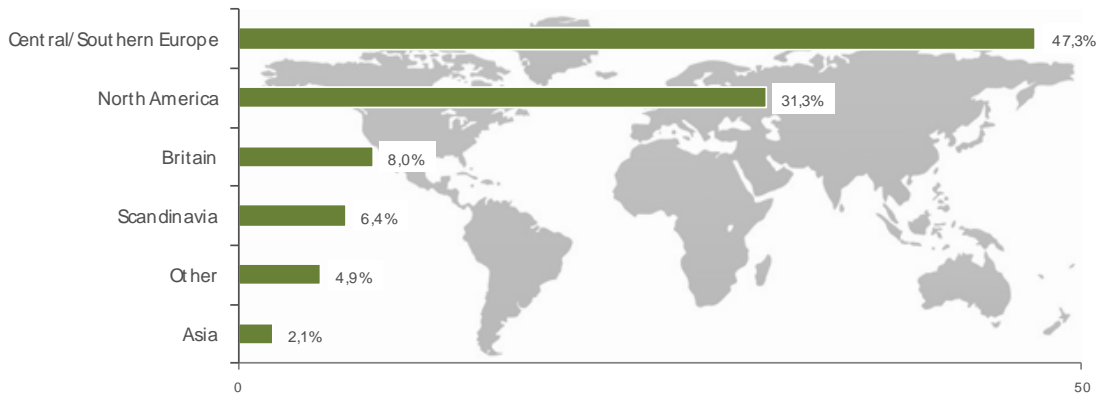


Average age: 38 years

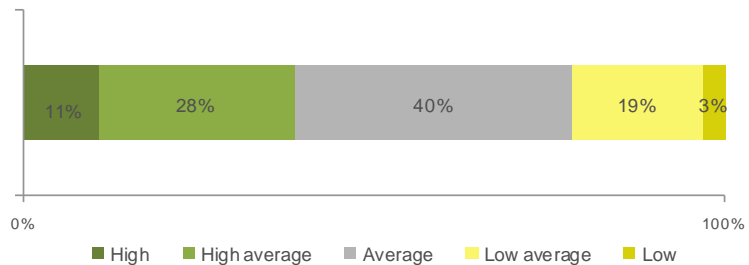
Q.1. Nationality



Q.3. Market area



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

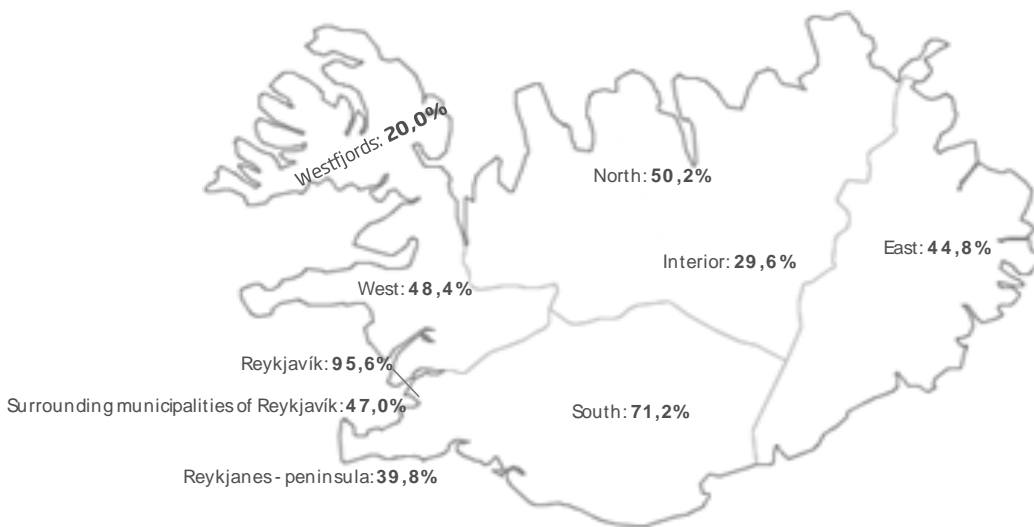




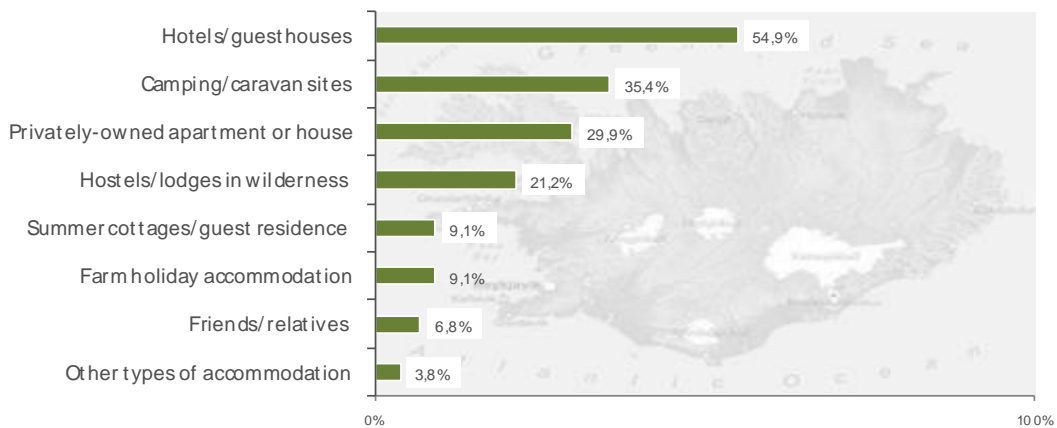


## Tourists in Iceland summer 2016

Q.87. Regions in Iceland visited by tourists



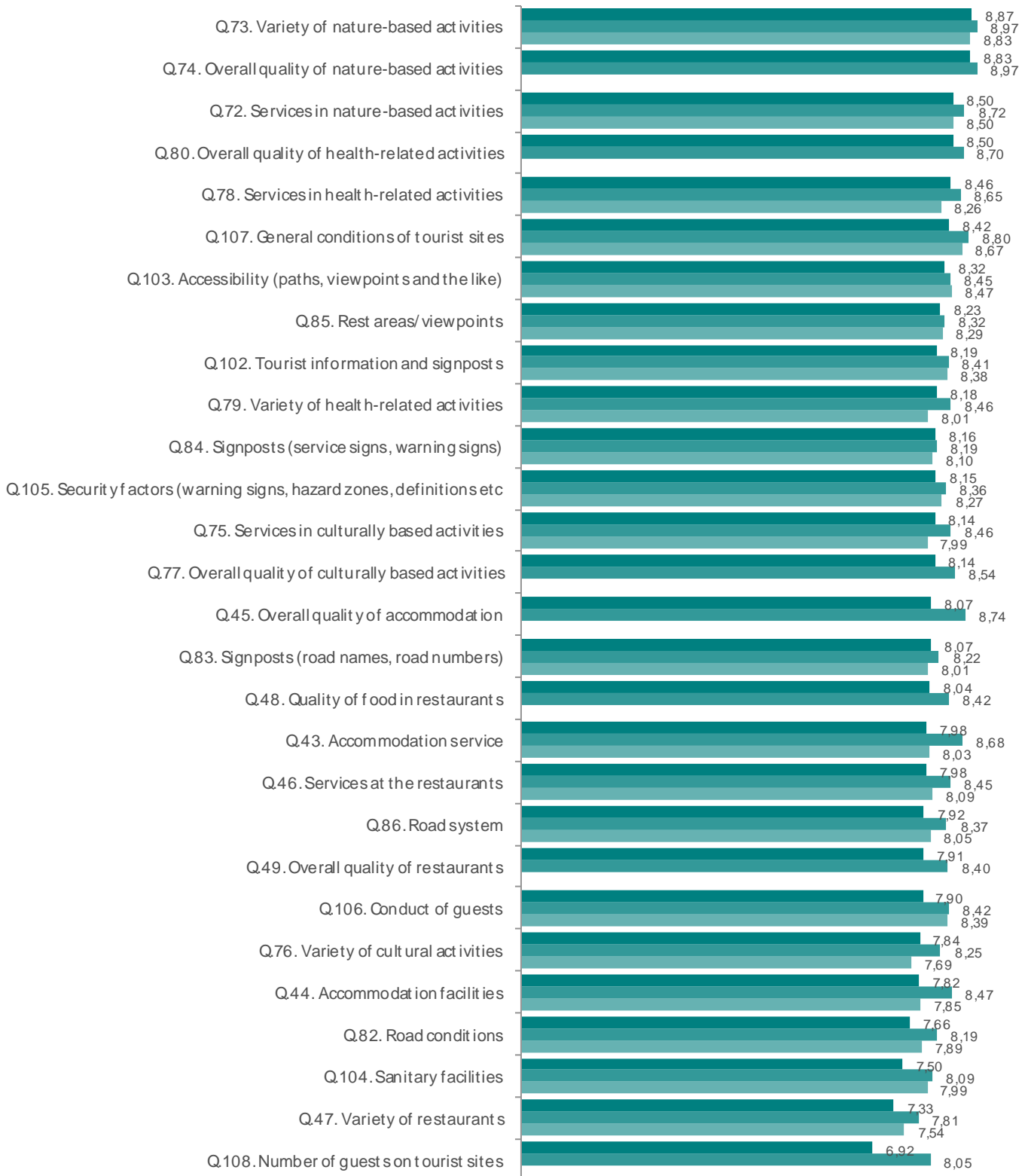
Q.34. Accommodation during stay in Iceland





## Questions on a scale of 0-10

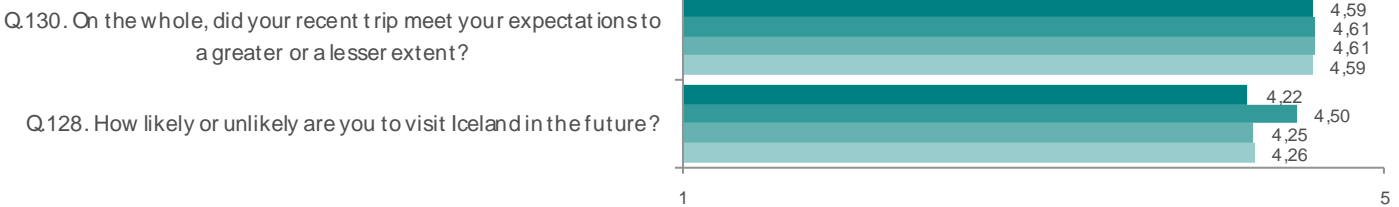
■ Summer 2016  
■ Winter 2015/2016  
■ Summer 2014



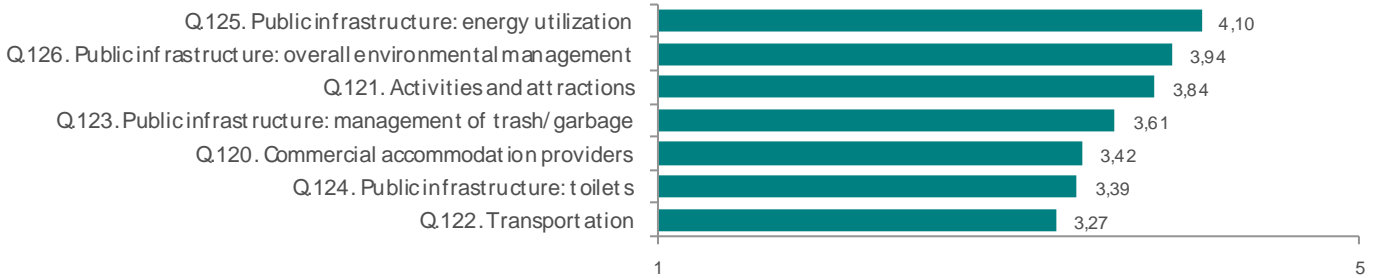


## Questions on a scale of 1-5

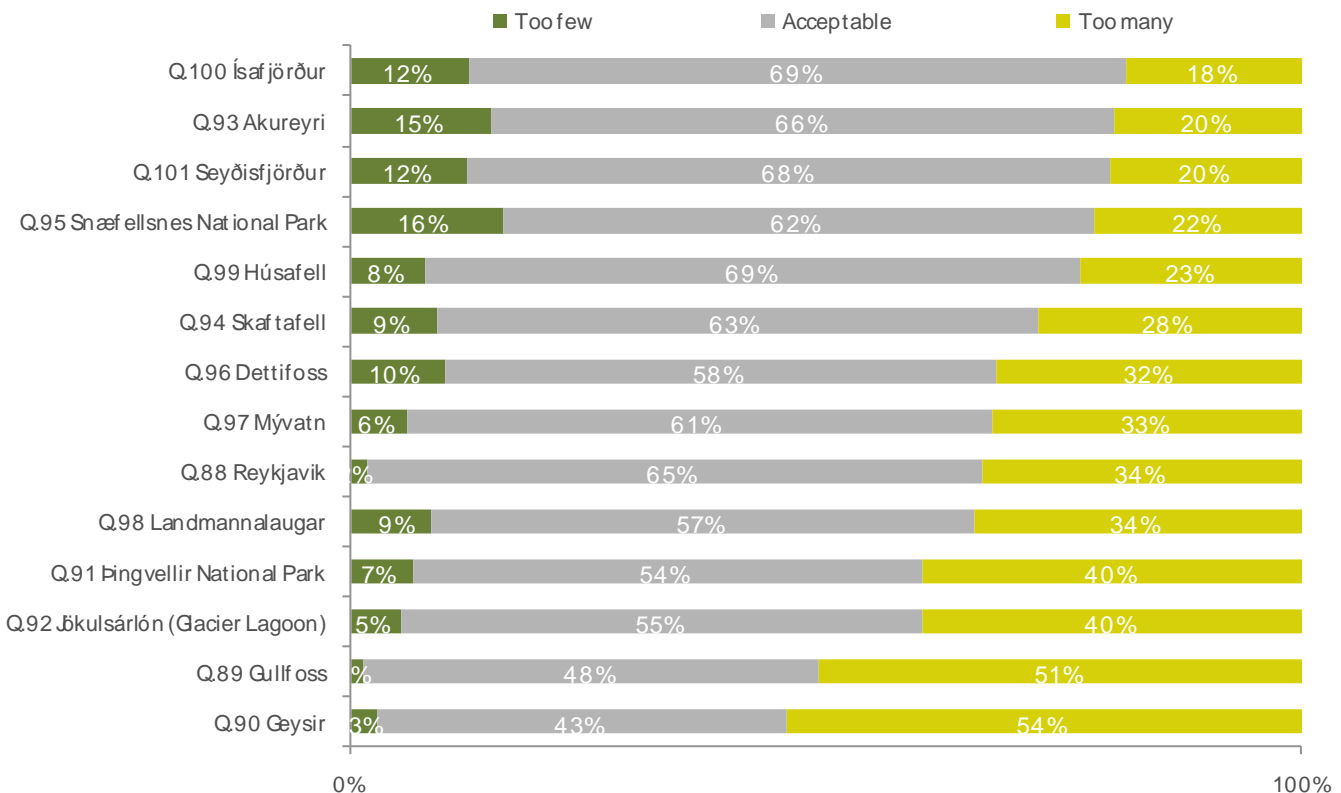
- Summer 2016
- Winter 2015/2016
- Summer 2014
- Winter 2013/2014



## How would you rate the environmental practices of:

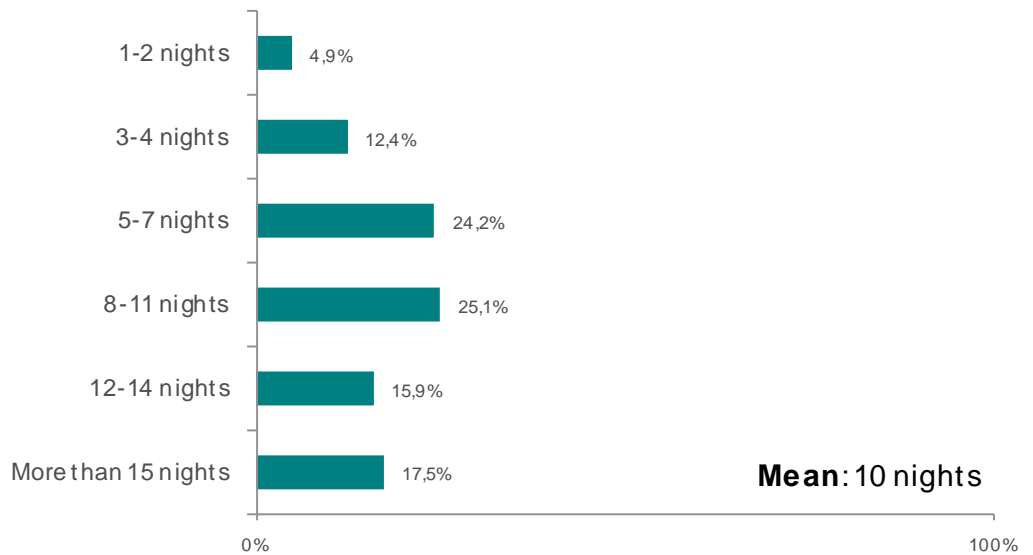


## Did you find the number of visitors too many or too few, in:

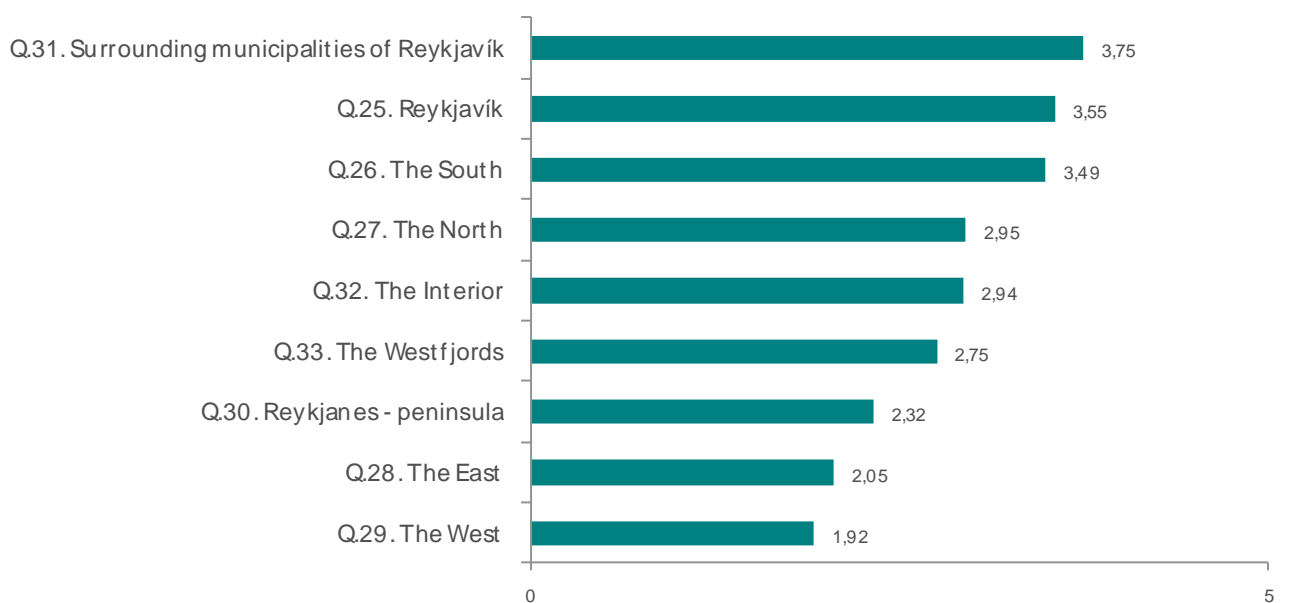




## Q.23. Total length of stay in Iceland



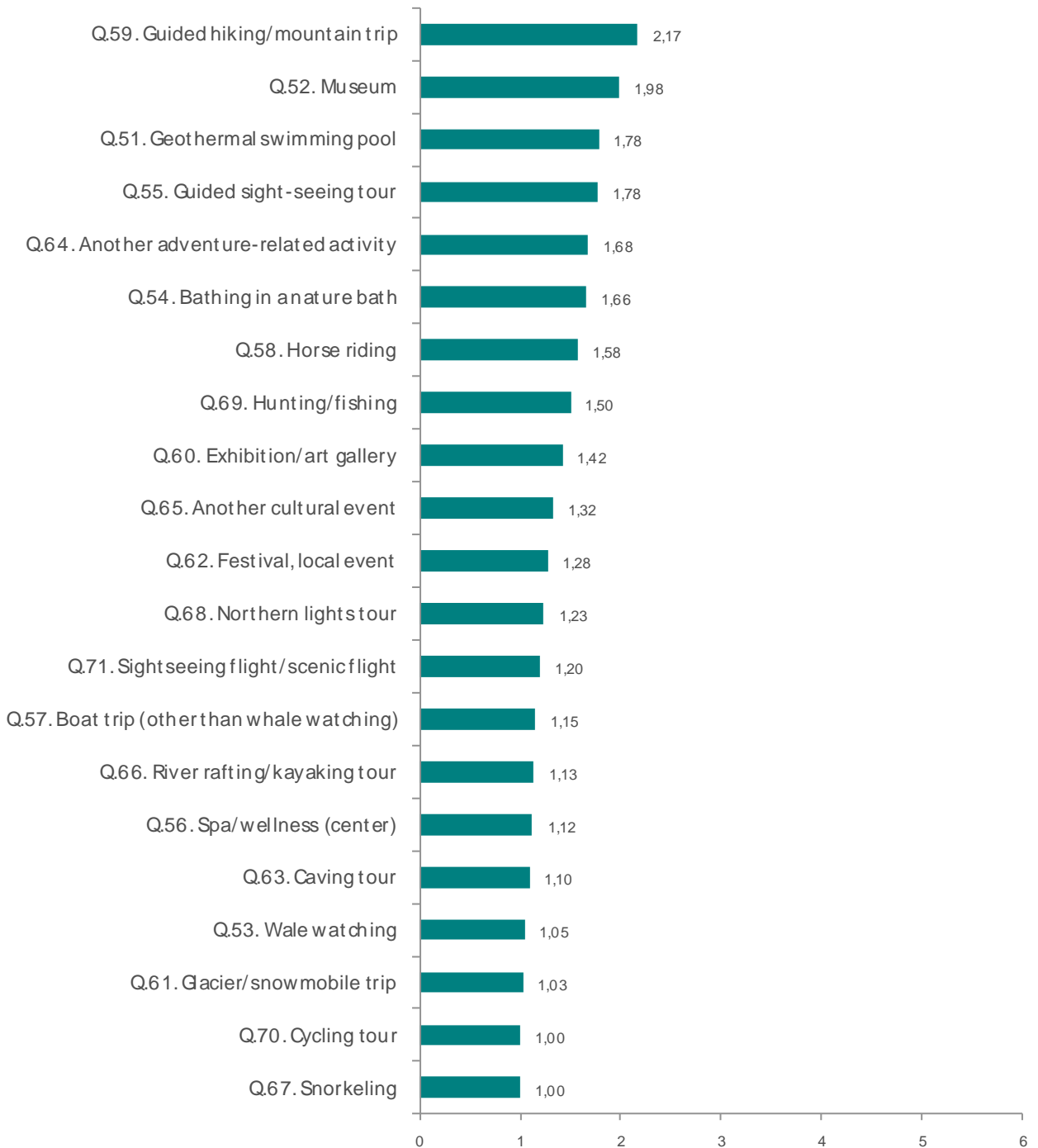
## Total length of stay (nights) in various parts of Iceland\*



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



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

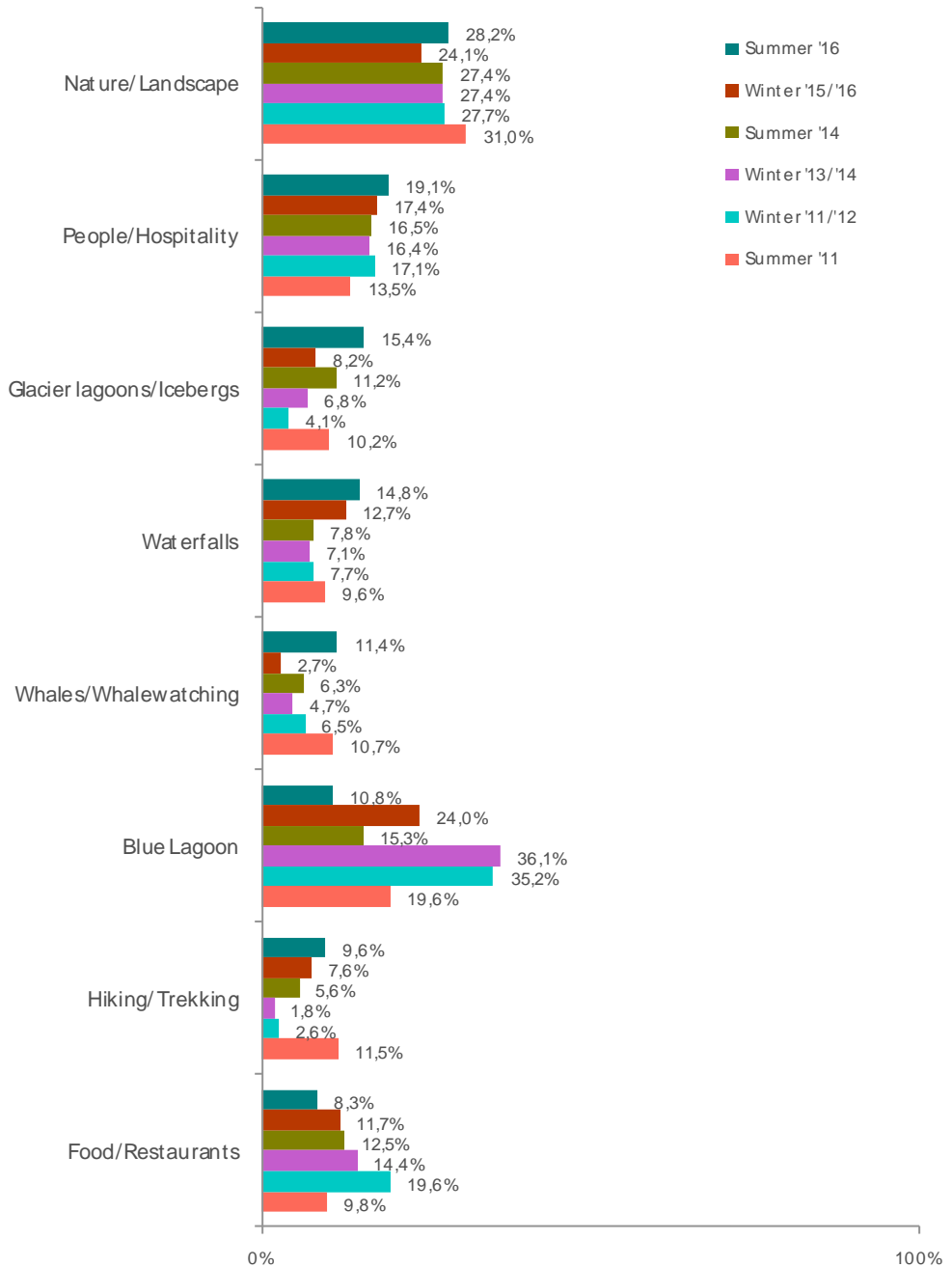


\*Only those who took part in any of these activities.

# MAIN CONCLUSIONS



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

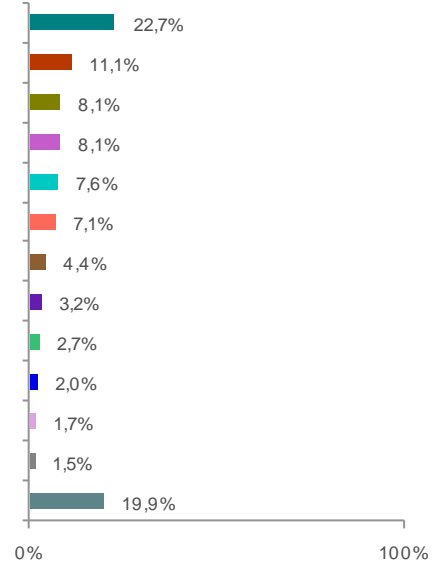


# NATIONALITY

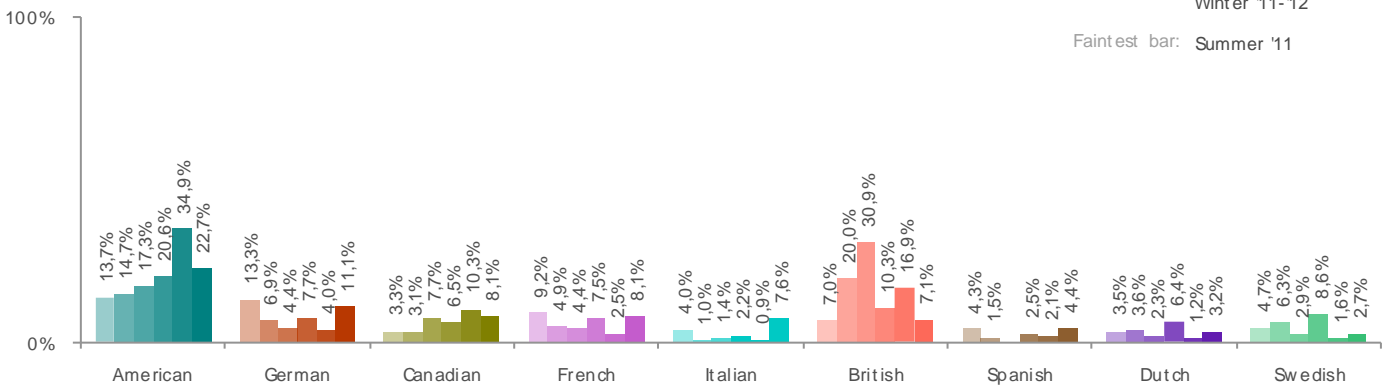


## Q.1. Nationality

	Count	%
American	510	22,7
German	249	11,1
Canadian	183	8,1
French	183	8,1
Italian	171	7,6
British	159	7,1
Spanish	99	4,4
Dutch	72	3,2
Swedish	60	2,7
Switzerland	45	2,0
Norwegian	39	1,7
Austrian	33	1,5
Other	447	19,9
Number of responses	2250	100,0
Number of respondents	2250	100,0
Did not answer	0	0,0
Total	2250	100,0



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





## Q.1. Nationality

	Number of answers	American	German	Canadian	French	Italian	British	Spanish	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	<b>2250</b>	<b>22,7</b>	<b>11,1</b>	<b>8,1</b>	<b>8,1</b>	<b>7,6</b>	<b>7,1</b>	<b>4,4</b>	<b>30,9</b>
<b>Gender*</b>									
Male	933	21,9	10,9	6,8	10,3	9,6	7,4	5,1	28,0
Female	1314	23,3	11,2	9,1	6,6	6,2	6,8	3,9	32,9
<b>Age*</b>									
24 years and younger	393	25,2	<b>18,1</b>	9,4	8,7	6,9	4,8	2,5	<b>24,4</b>
25-34 years	761	<b>18,8</b>	9,2	6,4	11,2	9,5	4,7	3,4	<b>36,8</b>
35-44 years	372	20,7	8,6	7,8	7,3	11,6	6,5	7,3	30,4
45-54 years	350	21,1	11,1	8,6	4,0	5,7	10,3	7,7	31,4
55 years and older	356	<b>31,2</b>	<b>7,9</b>	10,7	6,5	2,5	12,4	2,5	26,4
<b>What is your profession?*</b>									
Professionals (dr./ lawyer/ account. etc.)	426	29,6	10,6	6,3	<b>2,8</b>	4,2	7,7	4,2	34,5
Student	411	21,2	<b>22,6</b>	8,0	6,6	8,8	3,6	2,9	26,3
Other professionals	246	15,9	9,8	7,3	3,7	7,3	6,1	3,7	<b>46,3</b>
Managerial	207	21,7	7,2	<b>4,3</b>	<b>23,2</b>	7,2	8,7	1,4	26,1
Teacher/ Medical care	207	21,7	2,9	10,1	8,7	5,8	10,1	5,8	34,8
Clerical/ Service	162	<b>7,4</b>	5,6	5,6	13,0	<b>27,8</b>	<b>1,9</b>	<b>16,7</b>	22,2
Retired/ Homemaker	135	40,0	4,4	11,1	4,4	4,4	15,6	<b>0,0</b>	20,0
Vocational/ Technical	75	16,0	12,0	12,0	8,0	8,0	4,0	8,0	32,0
Artist/ Musician/ Actor etc.	18	<b>50,0</b>	<b>0,0</b>	<b>16,7</b>	16,7	<b>0,0</b>	<b>16,7</b>	<b>0,0</b>	<b>0,0</b>
Other	177	20,3	8,5	10,2	8,5	6,8	3,4	3,4	39,0
<b>Household income*</b>									
High	741	<b>27,9</b>	7,7	9,7	<b>4,9</b>	5,3	10,9	1,2	32,4
Average	759	23,3	8,3	7,1	5,5	7,1	4,7	7,1	<b>36,8</b>
Low	414	<b>16,7</b>	13,0	5,1	<b>18,1</b>	10,1	4,3	5,8	<b>26,8</b>
<b>Educational level*</b>									
Finished high school or less	276	<b>7,6</b>	<b>38,0</b>	4,3	2,2	13,0	3,3	4,3	27,2
Bachelor's degree or equivalent	1035	<b>26,7</b>	<b>6,4</b>	9,6	6,7	8,1	6,7	5,8	30,1
Master's/ Ph.D. or equivalent	747	23,7	6,4	6,8	12,0	6,4	6,4	2,8	35,3

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





## Q.1. Nationality

	Number of answers	American	German	Canadian	French	Italian	British	Spanish	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	<b>2250</b>	<b>22,7</b>	<b>11,1</b>	<b>8,1</b>	<b>8,1</b>	<b>7,6</b>	<b>7,1</b>	<b>4,4</b>	<b>30,9</b>
<b>Transportation*</b>									
Airline	2199	<b>23,1</b>	10,9	8,3	8,0	7,5	7,2	4,5	<b>30,4</b>
M/ SNorröna	51	<b>5,9</b>	17,6	0,0	11,8	11,8	0,0	0,0	<b>52,9</b>
<b>Type of trip*</b>									
Package tour	201	22,4	16,4	3,0	7,5	16,4	6,0	3,0	25,4
Individually-arranged tour	1608	21,1	11,8	7,8	8,6	7,8	6,0	5,4	31,5
Business-arranged tour	24	37,5	0,0	0,0	0,0	0,0	25,0	0,0	37,5
<b>Purpose of visit*</b>									
Vacation/ holiday	1836	21,6	11,8	8,3	7,5	8,8	6,4	5,1	30,6
Event in Iceland (leisure related)	120	17,5	15,0	7,5	5,0	0,0	20,0	0,0	35,0
Visiting friends/ relatives	102	20,6	8,8	5,9	5,9	0,0	20,6	0,0	38,2
Education and training	42	42,9	7,1	14,3	14,3	0,0	0,0	0,0	21,4
Conference/ large meeting	27	33,3	0,0	0,0	11,1	0,0	11,1	0,0	44,4
Business/ small meeting	24	50,0	0,0	0,0	0,0	0,0	0,0	0,0	50,0
Other	15	20,0	20,0	20,0	0,0	0,0	0,0	0,0	40,0

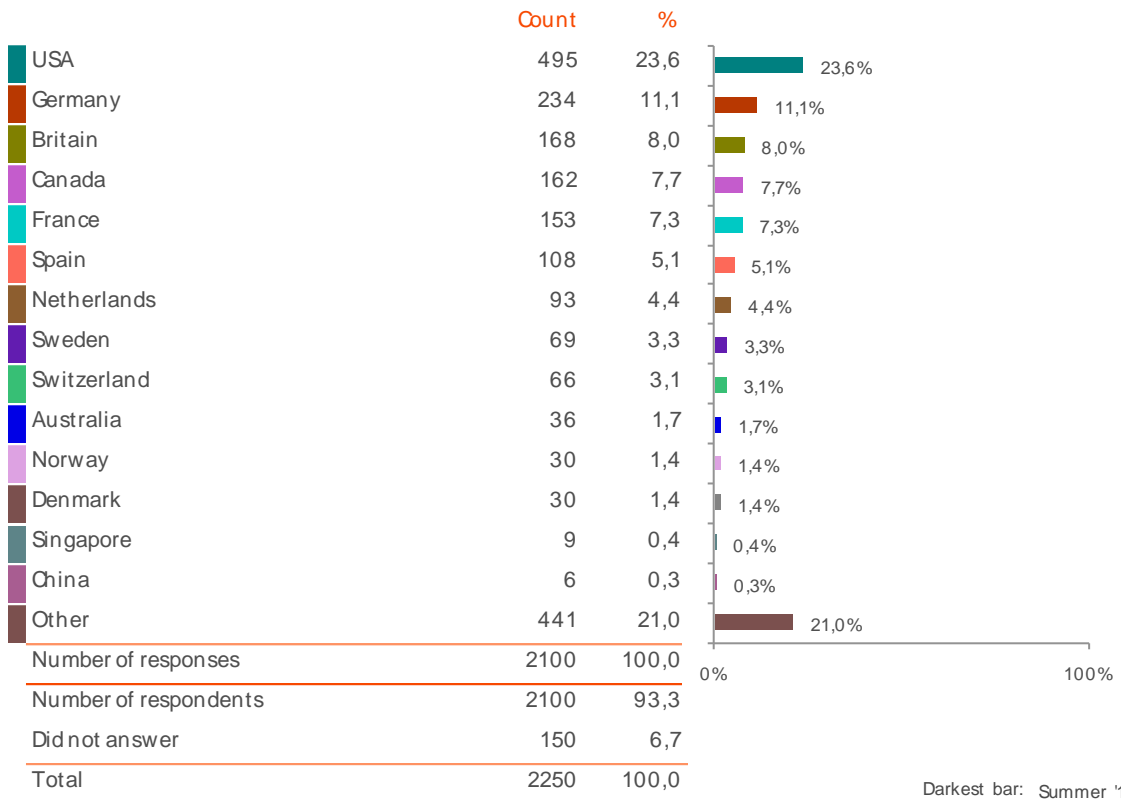
\* Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

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

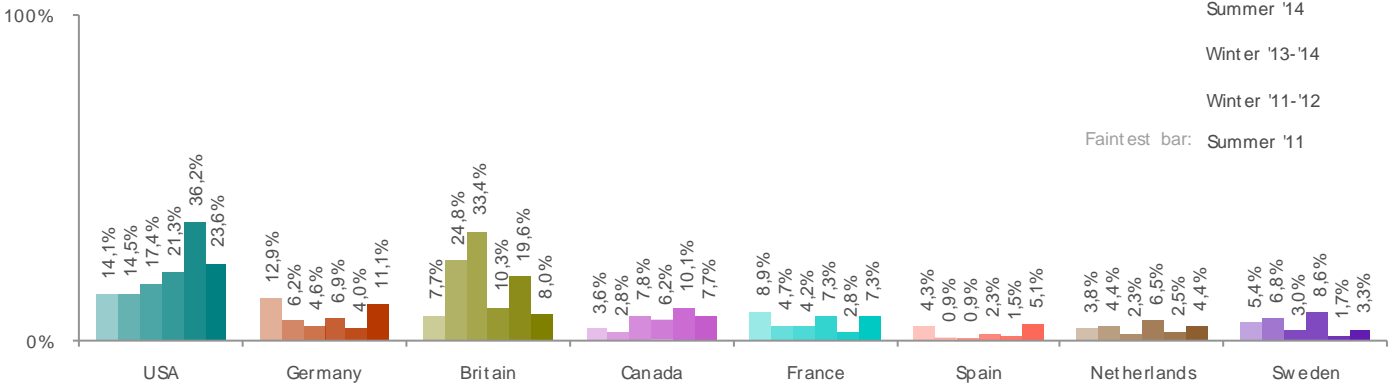
# COUNTRY OF RESIDENCE



## Q.2. Country of residence



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





## Q.2. Country of residence

	Number of answers	USA	Germany	Britain	Canada	France	Spain	Netherlands	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	<b>2100</b>	<b>23,6</b>	<b>11,1</b>	<b>8,0</b>	<b>7,7</b>	<b>7,3</b>	<b>5,1</b>	<b>4,4</b>	<b>32,7</b>
<b>Gender*</b>									
Male	861	21,6	12,2	8,7	7,0	10,1	5,6	4,9	30,0
Female	1236	25,0	10,4	7,5	8,3	5,3	4,9	4,1	34,5
<b>Age*</b>									
24 years and younger	368	26,4	<b>18,8</b>	5,7	6,3	6,5	2,7	5,2	28,5
25-34 years	701	<b>19,1</b>	8,4	5,3	7,7	10,0	4,0	3,6	<b>41,9</b>
35-44 years	350	23,4	<b>7,7</b>	7,4	7,4	7,1	9,7	4,6	32,6
45-54 years	327	20,8	11,0	12,5	8,3	4,3	8,3	7,3	27,5
55 years and older	336	<b>32,1</b>	10,1	12,8	9,5	6,0	2,7	2,7	<b>24,1</b>
<b>What is your profession?*</b>									
Professionals (dr./lawyer/account. etc.)	423	30,5	12,1	7,8	7,1	<b>2,1</b>	3,5	2,8	34,0
Student	411	21,9	<b>21,2</b>	5,8	7,3	6,6	2,9	5,1	29,2
Other professionals	246	17,1	9,8	7,3	4,9	3,7	4,9	7,3	45,1
Managerial	207	24,6	5,8	13,0	<b>4,3</b>	<b>20,3</b>	2,9	7,2	21,7
Teacher/ Medical care	207	18,8	2,9	10,1	11,6	8,7	7,2	4,3	36,2
Clerical/ Service	162	<b>11,1</b>	3,7	1,9	5,6	9,3	<b>20,4</b>	1,9	<b>46,3</b>
Retired/ Homemaker	135	42,2	4,4	<b>17,8</b>	11,1	4,4	<b>0,0</b>	0,0	20,0
Vocational/ Technical	75	20,0	12,0	4,0	8,0	8,0	8,0	4,0	36,0
Artist/ Musician/ Actor etc.	15	<b>60,0</b>	<b>0,0</b>	<b>0,0</b>	<b>20,0</b>	20,0	<b>0,0</b>	0,0	<b>0,0</b>
Other	177	20,3	10,2	8,5	11,9	10,2	3,4	5,1	30,5
<b>Household income*</b>									
High	741	<b>30,0</b>	7,3	12,6	9,3	<b>4,5</b>	1,6	5,3	29,6
Average	756	24,2	8,3	5,6	7,1	6,0	8,3	5,2	35,3
Low	414	<b>15,9</b>	14,5	6,5	5,1	<b>15,9</b>	5,8	3,6	32,6
<b>Educational level*</b>									
Finished high school or less	276	<b>7,6</b>	<b>37,0</b>	3,3	3,3	3,3	3,3	4,3	38,0
Bachelor's degree or equivalent	1032	<b>27,3</b>	<b>6,4</b>	8,4	9,3	6,4	6,7	4,9	30,5
Master's/ Ph.D. or equivalent	744	25,4	6,9	8,1	7,3	10,5	3,6	4,0	34,3
<b>Transportation*</b>									
Airline	2058	<b>23,9</b>	11,1	8,2	7,9	7,1	5,2	4,5	<b>32,1</b>
M/ SNorröna	42	<b>7,1</b>	14,3	0,0	0,0	14,3	0,0	0,0	<b>64,3</b>

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



## Q.2. Country of residence

	Number of answers	USA	Germany	Britain	Canada	France	Spain	Nether-lands	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	<b>2100</b>	<b>23,6</b>	<b>11,1</b>	<b>8,0</b>	<b>7,7</b>	<b>7,3</b>	<b>5,1</b>	<b>4,4</b>	<b>32,7</b>
<b>Nationality*</b>									
American	477	<b>96,2</b>	0,6	1,3	0,6	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	1,3
German	234	<b>0,0</b>	<b>93,6</b>	2,6	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	3,8
Canadian	168	3,6	<b>0,0</b>	1,8	<b>89,3</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	5,4
French	165	10,9	<b>0,0</b>	<b>0,0</b>	1,8	<b>83,6</b>	<b>0,0</b>	<b>0,0</b>	3,6
Italian	168	<b>0,0</b>	<b>0,0</b>	1,8	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	1,8	96,4
British	135	<b>0,0</b>	<b>0,0</b>	<b>91,1</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	4,4	4,4
Spanish	96	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>93,8</b>	<b>0,0</b>	6,3
Dutch	72	<b>0,0</b>	4,2	4,2	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>91,7</b>	<b>0,0</b>
Swedish	54	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	5,6	<b>0,0</b>	<b>0,0</b>	94,4
Swiss	36	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>100,0</b>
Norwegian	39	<b>0,0</b>	15,4	7,7	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	76,9
Austrian	30	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>100,0</b>
Other	426	2,8	0,7	4,9	1,4	2,8	4,2	4,2	78,9
<b>Type of trip+</b>									
Package tour	201	22,4	16,4	6,0	3,0	7,5	4,5	6,0	34,3
Individually-arranged tour	1602	22,1	11,6	7,1	7,9	8,1	6,0	3,9	33,3
Business-arranged tour	24	25,0	0,0	37,5	0,0	0,0	0,0	0,0	37,5
<b>Purpose of visit+</b>									
Vacation/ holiday	1827	22,5	11,3	7,6	8,0	6,9	5,7	4,6	33,3
Event in Iceland (leisure related)	120	17,5	15,0	20,0	7,5	7,5	0,0	2,5	30,0
Visiting friends/ relatives	99	21,2	12,1	21,2	9,1	9,1	0,0	6,1	21,2
Education and training	42	57,1	7,1	0,0	7,1	7,1	0,0	7,1	14,3
Conference/ large meeting	27	33,3	0,0	11,1	0,0	11,1	0,0	0,0	44,4
Business/ small meeting	24	37,5	0,0	12,5	0,0	0,0	0,0	12,5	37,5
Other	15	20,0	20,0	0,0	20,0	0,0	0,0	20,0	20,0

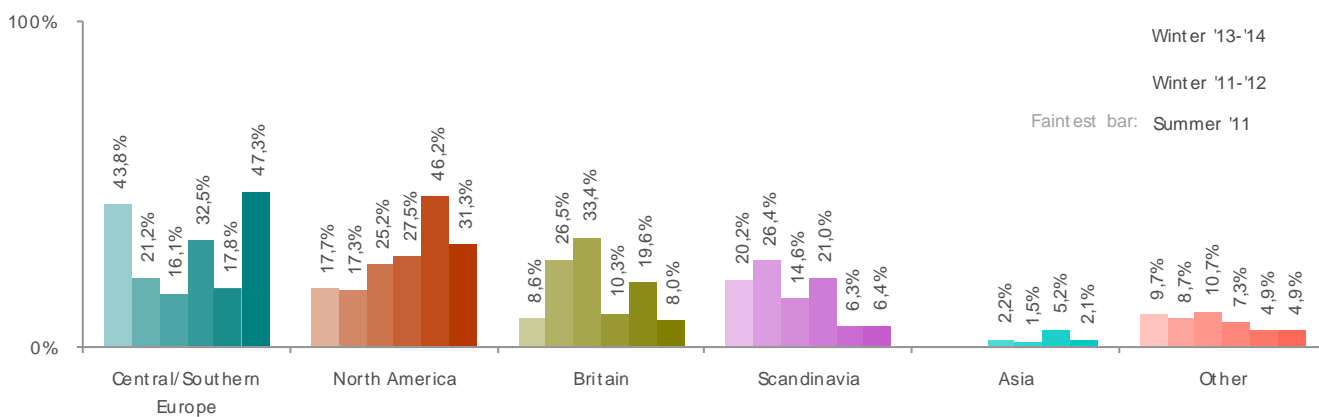
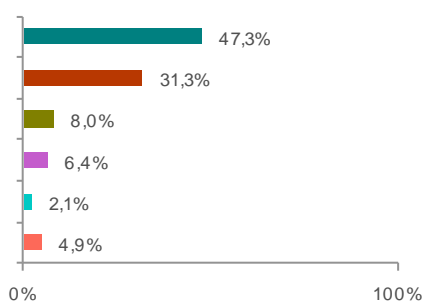
\* Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

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



## Q.3. Market area

	Count	%
Central/ Southern Europe	993	47,3
North America	657	31,3
Britain	168	8,0
Scandinavia	135	6,4
Asia	45	2,1
Other	102	4,9
Number of responses	2100	100,0
Number of respondents	2100	93,3
Did not answer	150	6,7
Total	2250	100,0



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



## Q.3. Market area

	Number of answers	Central/ Southern Europe	North America	Britain	Scandi- navia	Asia	Other
	Count	%	%	%	%	%	%
<b>Total</b>	<b>2100</b>	<b>47,3</b>	<b>31,3</b>	<b>8,0</b>	<b>6,4</b>	<b>2,1</b>	<b>4,9</b>
<b>Gender*</b>							
Male	861	53,0	28,6	8,7	5,2	1,4	3,1
Female	1236	43,4	33,3	7,5	7,3	2,4	6,1
<b>Age*</b>							
24 years and younger	368	48,4	32,6	5,7	4,6	3,8	4,9
25-34 years	701	<b>55,6</b>	<b>26,8</b>	5,3	5,6	1,9	4,9
35-44 years	350	50,9	30,9	7,4	6,9	1,7	2,3
45-54 years	327	43,4	29,1	12,5	5,8	2,8	6,4
55 years and older	336	<b>28,6</b>	<b>41,7</b>	12,8	9,8	0,9	6,3
<b>What is your profession?*</b>							
Professionals (dr./ lawyer/ account. etc.)	423	39,7	37,6	7,8	7,8	2,8	4,3
Student	411	51,1	29,2	5,8	5,8	3,6	4,4
Other professionals	246	52,4	22,0	7,3	7,3	1,2	9,8
Managerial	207	50,7	29,0	13,0	4,3	0,0	2,9
Teacher/ Medical care	207	40,6	30,4	10,1	<b>11,6</b>	0,0	7,2
Clerical/ Service	162	<b>72,2</b>	<b>16,7</b>	1,9	5,6	0,0	3,7
Retired/ Homemaker	135	<b>15,6</b>	53,3	<b>17,8</b>	6,7	2,2	4,4
Vocational/ Technical	75	60,0	28,0	4,0	4,0	0,0	4,0
Artist/ Musician/ Actor etc.	15	20,0	<b>80,0</b>	<b>0,0</b>	<b>0,0</b>	0,0	0,0
Other	177	49,2	32,2	8,5	1,7	6,8	1,7
<b>Household income*</b>							
High	741	<b>33,6</b>	<b>39,3</b>	12,6	6,1	2,8	5,7
Average	756	48,8	31,3	5,6	6,3	3,2	4,8
Low	414	<b>61,6</b>	<b>21,0</b>	6,5	7,2	0,0	3,6
<b>Educational level*</b>							
Finished high school or less	276	<b>72,8</b>	<b>10,9</b>	3,3	6,5	0,0	6,5
Bachelor's degree or equivalent	1032	<b>41,3</b>	<b>36,6</b>	8,4	6,1	3,2	4,4
Master's/ Ph.D. or equivalent	744	46,0	32,7	8,1	6,5	1,6	5,2
<b>Transportation*</b>							
Airline	2058	<b>46,6</b>	<b>31,8</b>	8,2	6,3	2,2	5,0
M/ SNorröna	42	<b>78,6</b>	<b>7,1</b>	0,0	14,3	0,0	0,0

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



## Q.3. Market area

	Number of answers	Central/ Southern Europe	North America	Britain	Scandi- navia	Asia	Other
	Count	%	%	%	%	%	%
<b>Total</b>	<b>2100</b>	<b>47,3</b>	<b>31,3</b>	<b>8,0</b>	<b>6,4</b>	<b>2,1</b>	<b>4,9</b>
<b>Nationality*</b>							
American	477	1,3	<b>96,9</b>	1,3	<b>0,0</b>	<b>0,0</b>	0,6
German	234	93,6	<b>0,0</b>	2,6	<b>0,0</b>	<b>0,0</b>	3,8
Canadian	168	<b>0,0</b>	92,9	1,8	5,4	<b>0,0</b>	<b>0,0</b>
French	165	85,5	12,7	<b>0,0</b>	1,8	<b>0,0</b>	<b>0,0</b>
Italian	168	96,4	<b>0,0</b>	1,8	<b>0,0</b>	<b>0,0</b>	1,8
British	135	6,7	<b>0,0</b>	<b>91,1</b>	<b>0,0</b>	<b>0,0</b>	2,2
Spanish	96	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Dutch	72	95,8	<b>0,0</b>	4,2	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Swedish	54	5,6	<b>0,0</b>	<b>0,0</b>	<b>94,4</b>	<b>0,0</b>	<b>0,0</b>
Swiss	36	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Norwegian	39	23,1	<b>0,0</b>	7,7	69,2	<b>0,0</b>	<b>0,0</b>
Austrian	30	90,0	<b>0,0</b>	<b>0,0</b>	10,0	<b>0,0</b>	<b>0,0</b>
Other	426	50,7	4,2	4,9	9,9	<b>10,6</b>	<b>19,7</b>
<b>Type of trip+</b>							
Package tour	201	56,7	25,4	6,0	7,5	3,0	1,5
Individually-arranged tour	1602	49,4	30,0	7,1	5,8	2,2	5,4
Business-arranged tour	24	0,0	25,0	37,5	37,5	0,0	0,0
<b>Purpose of visit+</b>							
Vacation/ holiday	1827	48,6	30,5	7,6	5,9	2,1	5,3
Event in Iceland (leisure related)	120	35,0	25,0	20,0	17,5	2,5	0,0
Visiting friends/ relatives	99	36,4	30,3	21,2	12,1	0,0	0,0
Education and training	42	28,6	64,3	0,0	0,0	0,0	7,1
Conference/ large meeting	27	11,1	33,3	11,1	44,4	0,0	0,0
Business/ small meeting	24	37,5	37,5	12,5	12,5	0,0	0,0
Other	15	60,0	40,0	0,0	0,0	0,0	0,0

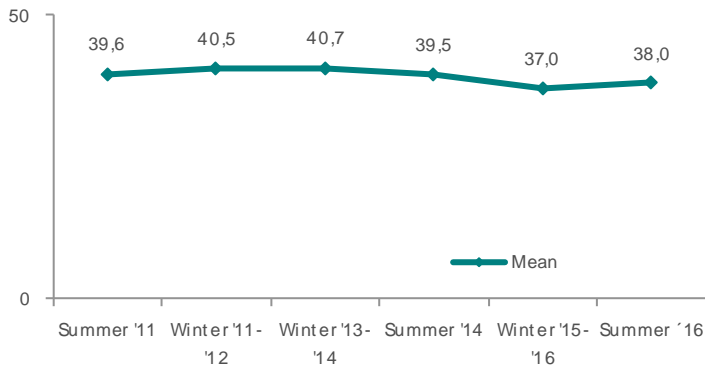
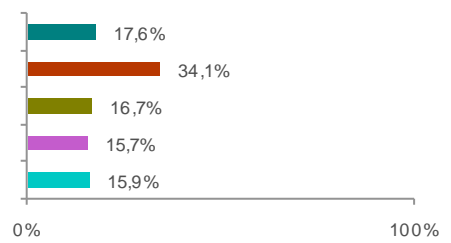
\* Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

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



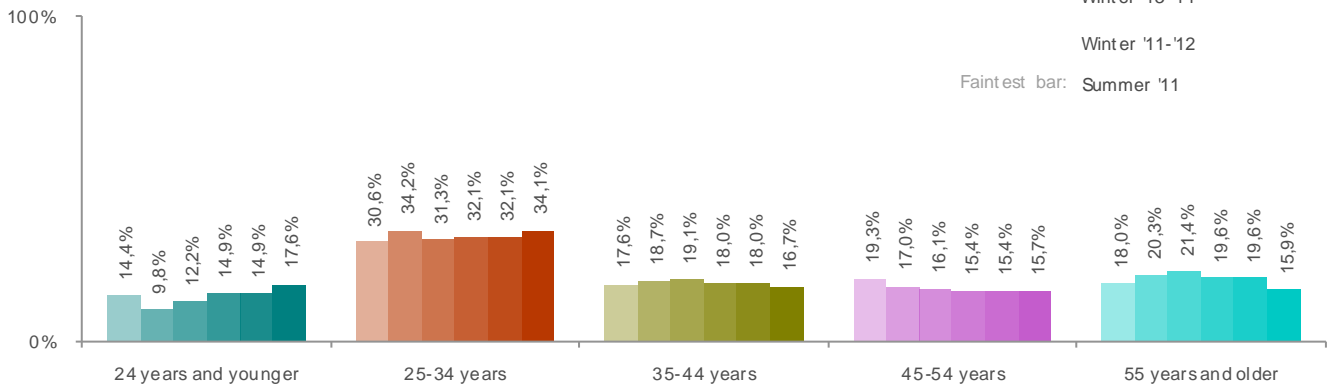
## Q.4. Age

	Count	%
24 years and younger	393	17,6
25-34 years	761	34,1
35-44 years	372	16,7
45-54 years	350	15,7
55 years and older	356	15,9
Number of responses	2232	100,0
Number of respondents	2232	99,2
Did not answer	18	0,8
Total	2250	100,0



Mean 38,0 years  
Standard deviation 34,0 years

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







## Q. 4. Age

	Number of answers	24 years and younger	25-34 years	35-44 years	45-54 years	55 years and older	
	Count	%	%	%	%	%	
<b>Total</b>	<b>2232</b>	<b>17,6</b>	<b>34,1</b>	<b>16,7</b>	<b>15,7</b>	<b>15,9</b>	38,0
<b>Gender</b>							
Male	927	15,3	37,4	19,2	13,7	14,3	37,6
Female	1302	19,3	31,8	14,7	17,1	17,1	38,3
<b>What is your profession?*</b>							
Professionals (dr./lawyer/ account. etc.)	423	3,8	41,8	22,5	13,7	18,2	40,2
Student	405	70,1	27,2	2,0	0,7	0,0	23,4
Other professionals	246	2,0	45,9	19,9	19,9	12,2	39,1
Managerial	204	1,5	25,5	21,6	31,4	20,1	44,5
Teacher/ Medical care	207	3,9	27,1	23,7	27,1	18,4	42,2
Clerical/ Service	162	0,6	37,7	34,6	21,6	5,6	39,2
Retired/ Homemaker	135	2,2	4,4	7,4	8,1	77,8	59,5
Vocational/ Technical	75	17,3	42,7	21,3	10,7	8,0	34,7
Artist/ Musician/ Actor etc.	18	16,7	50,0	0,0	16,7	16,7	37,7
Other	171	10,5	43,9	13,5	21,6	10,5	38,2
<b>Household income</b>							
High	735	18,5	27,2	16,2	18,4	19,7	39,7
Average	753	11,3	41,3	18,2	14,5	14,7	38,1
Low	411	14,4	36,0	19,0	14,8	15,8	38,2
<b>Market area*</b>							
Central/ Southern Europe	984	18,1	39,6	18,1	14,4	9,8	35,7
North America	651	18,4	28,9	16,6	14,6	21,5	39,8
Britain	168	12,5	22,0	15,5	24,4	25,6	43,6
Scandinavia	132	12,9	29,5	18,2	14,4	25,0	41,3
Asia	45	31,1	28,9	13,3	20,0	6,7	34,6
Other	102	17,6	33,3	7,8	20,6	20,6	39,5
<b>Educational level*</b>							
Finished high school or less	270	47,4	17,8	10,7	10,7	13,3	33,0
Bachelor's degree or equivalent	1029	20,1	32,4	16,7	16,3	14,5	37,3
Master's/ Ph.D. or equivalent	744	2,6	42,1	19,6	16,7	19,1	41,1
<b>Transportation*</b>							
Airline	2181	18,0	34,3	16,6	15,5	15,6	37,8
M/ SNorröna	51	2,0	25,5	19,6	23,5	29,4	45,5

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



## Q. 4. Age

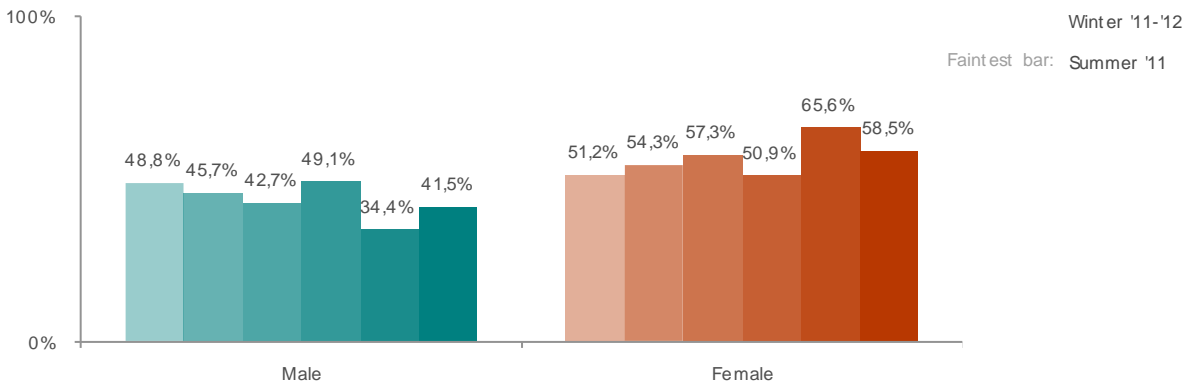
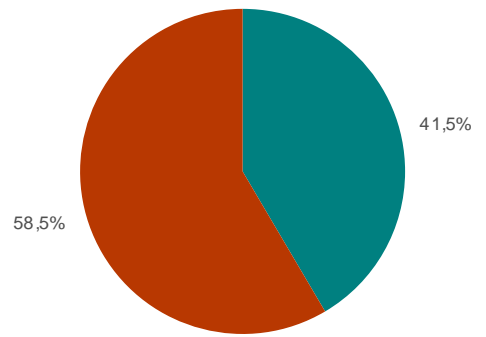
	Number of answers	24 years and younger	25-34 years	35-44 years	45-54 years	55 years and older	
	Count	%	%	%	%	%	
<b>Total</b>	<b>2232</b>	<b>17,6</b>	<b>34,1</b>	<b>16,7</b>	<b>15,7</b>	<b>15,9</b>	38,0
<b>Gender</b>							
Male	927	15,3	37,4	19,2	13,7	14,3	37,6
Female	1302	19,3	31,8	14,7	17,1	17,1	38,3
<b>What is your profession?*</b>							
Professionals (dr./lawyer/ account. etc.)	423	3,8	41,8	22,5	13,7	18,2	40,2
Student	405	70,1	27,2	2,0	0,7	0,0	23,4
Other professionals	246	2,0	45,9	19,9	19,9	12,2	39,1
Managerial	204	1,5	25,5	21,6	31,4	20,1	44,5
Teacher/ Medical care	207	3,9	27,1	23,7	27,1	18,4	42,2
Clerical/ Service	162	0,6	37,7	34,6	21,6	5,6	39,2
Retired/ Homemaker	135	2,2	4,4	7,4	8,1	77,8	59,5
Vocational/ Technical	75	17,3	42,7	21,3	10,7	8,0	34,7
Artist/ Musician/ Actor etc.	18	16,7	50,0	0,0	16,7	16,7	37,7
Other	171	10,5	43,9	13,5	21,6	10,5	38,2
<b>Household income</b>							
High	735	18,5	27,2	16,2	18,4	19,7	39,7
Average	753	11,3	41,3	18,2	14,5	14,7	38,1
Low	411	14,4	36,0	19,0	14,8	15,8	38,2
<b>Market area*</b>							
Central/ Southern Europe	984	18,1	39,6	18,1	14,4	9,8	35,7
North America	651	18,4	28,9	16,6	14,6	21,5	39,8
Britain	168	12,5	22,0	15,5	24,4	25,6	43,6
Scandinavia	132	12,9	29,5	18,2	14,4	25,0	41,3
Asia	45	31,1	28,9	13,3	20,0	6,7	34,6
Other	102	17,6	33,3	7,8	20,6	20,6	39,5
<b>Educational level*</b>							
Finished high school or less	270	47,4	17,8	10,7	10,7	13,3	33,0
Bachelor's degree or equivalent	1029	20,1	32,4	16,7	16,3	14,5	37,3
Master's/ Ph.D. or equivalent	744	2,6	42,1	19,6	16,7	19,1	41,1
<b>Transportation*</b>							
Airline	2181	18,0	34,3	16,6	15,5	15,6	37,8
M/ SNorröna	51	2,0	25,5	19,6	23,5	29,4	45,5

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



## Q.5. Gender

	Count	%
Male	933	41,5
Female	1314	58,5
Number of responses	2247	100,0
Number of respondents	2247	99,9
Did not answer	3	0,1
Total	2250	100,0





## Q.5. Gender

	Number of answers	Male	Female		
	Count	%	%		
<b>Total</b>	<b>2247</b>	<b>41,5</b>	<b>58,5</b>	42%	58%
<b>Age*</b>					
24 years and younger	393	<b>36,1</b>	<b>63,9</b>	36%	64%
25-34 years	761	45,6	54,4	46%	54%
35-44 years	369	<b>48,2</b>	<b>51,8</b>	48%	52%
45-54 years	350	36,3	63,7	36%	64%
55 years and older	356	37,4	62,6	37%	63%
<b>What is your profession?*</b>					
Professionals (dr./lawyer/account. etc.)	426	46,5	53,5	46%	54%
Student	411	39,4	60,6	39%	61%
Other professionals	246	43,9	56,1	44%	56%
Managerial	207	43,5	56,5	43%	57%
Teacher/ Medical care	207	<b>23,2</b>	<b>76,8</b>	23%	77%
Clerical/ Service	162	35,2	64,8	35%	65%
Retired/ Homemaker	135	35,6	64,4	36%	64%
Vocational/ Technical	75	72,0	28,0	72%	28%
Artist/ Musician/ Actor etc.	18	<b>83,3</b>	<b>16,7</b>	83%	17%
Other	174	41,4	58,6	41%	59%
<b>Household income*</b>					
High	738	42,3	57,7	42%	58%
Average	759	<b>34,8</b>	<b>65,2</b>	35%	65%
Low	414	<b>52,2</b>	<b>47,8</b>	52%	48%
<b>Market area*</b>					
Central/ Southern Europe	993	<b>45,9</b>	<b>54,1</b>	46%	54%
North America	657	37,4	62,6	37%	63%
Britain	168	44,6	55,4	45%	55%
Scandinavia	135	33,3	66,7	33%	67%
Asia	42	28,6	71,4	29%	71%
Other	102	<b>26,5</b>	<b>73,5</b>	26%	74%
<b>Educational level*</b>					
Finished high school or less	276	48,9	51,1	49%	51%
Bachelor's degree or equivalent	1035	40,3	59,7	40%	60%
Master's/ Ph.D. or equivalent	744	40,3	59,7	40%	60%
<b>Transportation</b>					
Airline	2196	41,4	58,6	41%	59%
M/ SNorröna	51	47,1	52,9	47%	53%

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



## Q.5. Gender

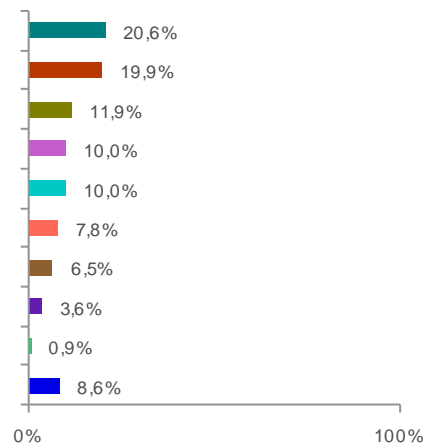
	Number of answers	Male	Female		
	Count	%	%		
<b>Total</b>	<b>2247</b>	<b>41,5</b>	<b>58,5</b>	42%	58%
<b>Nationality*</b>					
American	510	40,0	60,0	40%	60%
German	249	41,0	59,0	41%	59%
Canadian	183	34,4	65,6	34%	66%
French	183	52,5	47,5	52%	48%
Italian	171	<b>52,6</b>	<b>47,4</b>	53%	47%
British	159	43,4	56,6	43%	57%
Spanish	99	48,5	51,5	48%	52%
Dutch	72	37,5	62,5	38%	63%
Swedish	60	<b>30,0</b>	<b>70,0</b>	30%	70%
Swiss	45	33,3	66,7	33%	67%
Norwegian	39	38,5	61,5	38%	62%
Austrian	33	36,4	63,6	36%	64%
Other	444	39,2	60,8	39%	61%
<b>Type of trip+</b>					
Package tour	201	40,3	59,7	40%	60%
Individually-arranged tour	1605	40,6	59,4	41%	59%
Business-arranged tour	24	50,0	50,0	50%	50%
<b>Purpose of visit+</b>					
Vacation/ holiday	1833	39,4	60,6	39%	61%
Event in Iceland (leisure related)	120	55,0	45,0	55%	45%
Visiting friends/ relatives	102	35,3	64,7	35%	65%
Education and training	42	57,1	42,9	57%	43%
Conference/ large meeting	27	44,4	55,6	44%	56%
Business/ small meeting	24	75,0	25,0	75%	25%
Other	15	40,0	60,0	40%	60%

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

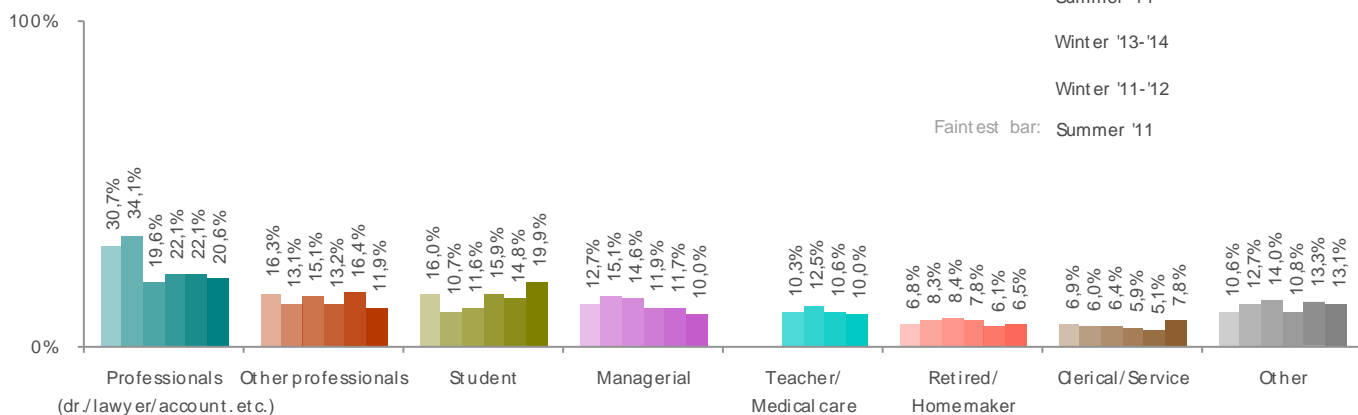


## Q.6. What is your profession?

	Count	%
Professionals (dr./lawyer/account. etc.)	426	20,6
Student	411	19,9
Other professionals	246	11,9
Managerial	207	10,0
Teacher/ Medical care	207	10,0
Clerical/ Service	162	7,8
Retired/ Homemaker	135	6,5
Vocational/ Technical	75	3,6
Artist/ Musician/ Actor etc.	18	0,9
Other	177	8,6
<b>Number of responses</b>	<b>2064</b>	<b>100,0</b>
Number of respondents	2064	91,7
Don't know/ Do not wish to answer	39	1,7
Did not answer	147	6,5
<b>Total</b>	<b>2250</b>	<b>100,0</b>



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





## Q.6. What is your profession?

	Number of answers	Professionals (dr./lawyer/account. etc.)	Student	Other professionals	Managerial	Teacher/Medical care	Clerical/Service	Retired/Homemaker	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	<b>2064</b>	<b>20,6</b>	<b>19,9</b>	<b>11,9</b>	<b>10,0</b>	<b>10,0</b>	<b>7,8</b>	<b>6,5</b>	<b>13,1</b>
<b>Gender*</b>									
Male	783	25,3	20,7	13,8	11,5	6,1	7,3	6,1	9,2
Female	1185	19,2	21,0	11,6	9,9	13,4	8,9	7,3	8,6
<b>Age*</b>									
24 years and younger	338	<b>4,7</b>	<b>84,0</b>	<b>1,5</b>	<b>0,9</b>	<b>2,4</b>	<b>0,3</b>	<b>0,9</b>	5,3
25-34 years	650	27,2	16,9	<b>17,4</b>	8,0	8,6	9,4	0,9	11,5
35-44 years	334	<b>28,4</b>	2,4	14,7	13,2	14,7	<b>16,8</b>	3,0	6,9
45-54 years	313	18,5	1,0	15,7	<b>20,4</b>	<b>17,9</b>	11,2	3,5	11,8
55 years and older	318	24,2	<b>0,0</b>	9,4	12,9	11,9	2,8	<b>33,0</b>	5,7
<b>Household income*</b>									
High	702	27,8	22,6	10,3	12,4	7,7	<b>2,1</b>	8,5	8,5
Average	723	20,3	14,5	16,6	<b>6,2</b>	12,9	11,6	7,5	10,4
Low	381	18,9	14,2	10,2	<b>16,5</b>	15,0	<b>12,6</b>	3,9	8,7
<b>Market area*</b>									
Central/ Southern Europe	921	18,2	22,8	14,0	11,4	9,1	<b>12,7</b>	<b>2,3</b>	9,4
North America	612	26,0	19,6	8,8	9,8	10,3	4,4	11,8	9,3
Britain	165	20,0	<b>14,5</b>	10,9	<b>16,4</b>	12,7	1,8	<b>14,5</b>	9,1
Scandinavia	129	25,6	18,6	14,0	7,0	<b>18,6</b>	7,0	7,0	<b>2,3</b>
Asia	45	26,7	<b>33,3</b>	<b>6,7</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	6,7	<b>26,7</b>
Other	96	18,8	18,8	<b>25,0</b>	6,3	15,6	6,3	6,3	3,1
<b>Educational level</b>									
Finished high school or less	246	4,9	48,8	11,0	3,7	1,2	8,5	8,5	13,4
Bachelor's degree or equivalent	963	17,1	24,3	10,6	7,5	11,8	10,9	7,2	10,6
Master's/ Ph.D. or equivalent	738	33,3	7,3	15,0	16,3	11,8	4,9	5,7	5,7
<b>Transportation*</b>									
Airline	1932	21,6	<b>21,1</b>	12,6	10,6	10,4	8,4	<b>6,4</b>	9,0
M/ SNorröna	39	23,1	<b>7,7</b>	7,7	7,7	15,4	0,0	<b>30,8</b>	7,7

\* 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	Managerial	Teacher/ Medical care	Clerical/ Service	Retired/ Home- maker	Other
	Count	%	%	%	%	%	%	%	%
<b>Total</b>	<b>2064</b>	<b>20,6</b>	<b>19,9</b>	<b>11,9</b>	<b>10,0</b>	<b>10,0</b>	<b>7,8</b>	<b>6,5</b>	<b>13,1</b>
<b>Nationality*</b>									
American	444	28,4	19,6	8,8	10,1	10,1	2,7	12,2	8,1
German	213	21,1	<b>43,7</b>	11,3	7,0	<b>2,8</b>	4,2	2,8	7,0
Canadian	150	18,0	22,0	12,0	6,0	14,0	6,0	10,0	12,0
French	156	<b>7,7</b>	17,3	5,8	<b>30,8</b>	11,5	13,5	3,8	9,6
Italian	162	11,1	22,2	11,1	9,3	7,4	27,8	3,7	7,4
British	132	25,0	11,4	11,4	13,6	15,9	2,3	15,9	<b>4,5</b>
Spanish	87	20,7	13,8	10,3	3,4	13,8	<b>31,0</b>	<b>0,0</b>	6,9
Dutch	66	9,1	22,7	18,2	22,7	13,6	4,5	4,5	<b>4,5</b>
Swedish	54	27,8	11,1	<b>22,2</b>	16,7	11,1	<b>0,0</b>	<b>0,0</b>	11,1
Swiss	33	<b>36,4</b>	<b>9,1</b>	18,2	9,1	18,2	<b>0,0</b>	<b>0,0</b>	9,1
Norwegian	36	25,0	16,7	<b>0,0</b>	<b>0,0</b>	<b>25,0</b>	8,3	<b>16,7</b>	8,3
Austrian	30	30,0	30,0	10,0	<b>0,0</b>	10,0	<b>0,0</b>	<b>0,0</b>	<b>20,0</b>
Other	408	23,5	16,9	19,9	6,6	9,6	7,4	4,4	11,8
<b>Type of trip*</b>									
Package tour	192	20,3	15,6	12,5	14,1	4,7	9,4	17,2	6,3
Individually-arranged tour	1509	22,7	19,7	12,1	9,5	11,1	9,1	6,2	9,5
Business-arranged tour	24	25,0	12,5	0,0	12,5	25,0	0,0	12,5	12,5
<b>Purpose of visit*</b>									
Vacation/ holiday	1719	21,5	20,4	12,0	10,1	10,8	8,9	7,0	9,2
Event in Iceland (leisure related)	117	30,8	25,6	10,3	7,7	10,3	0,0	10,3	5,1
Visiting friends/ relatives	93	29,0	9,7	9,7	12,9	9,7	9,7	9,7	9,7
Education and training	42	14,3	28,6	21,4	0,0	21,4	0,0	7,1	7,1
Conference/ large meeting	27	44,4	0,0	22,2	11,1	22,2	0,0	0,0	0,0
Business/ small meeting	24	0,0	12,5	12,5	25,0	12,5	0,0	0,0	37,5
Other	15	40,0	40,0	0,0	0,0	0,0	0,0	20,0	0,0

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

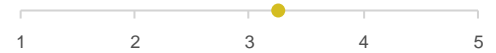
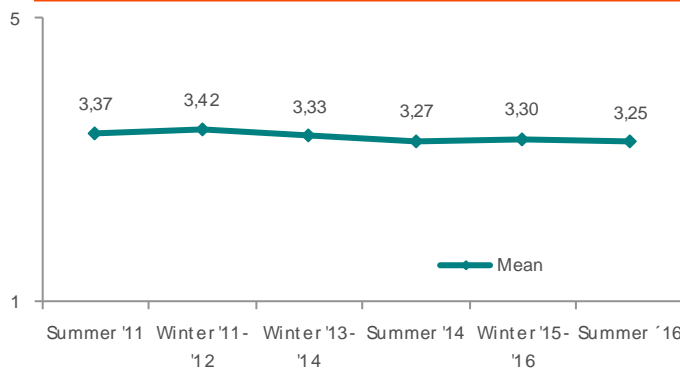
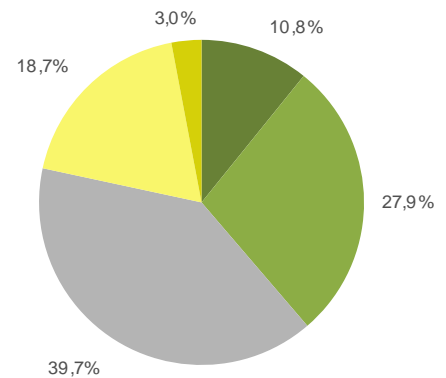
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.





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

	Count	%
High (5)	207	10,8
High average (4)	534	27,9
Average (3)	759	39,7
Low average (2)	357	18,7
Low (1)	57	3,0
Number of responses	1914	100,0
Number of respondents	1914	85,1
Did not answer	336	14,9
Total	2250	100,0
































Mean 3,25  
Standard deviation 0,98

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.

















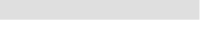
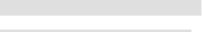
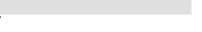

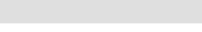
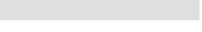




## Q.7. Compared to the general population in your country, how would you rate the level of your total household income?

	Number of answers	High	Average	Low		
	Count	%	%	%		
<b>Total</b>	<b>1914</b>	<b>38,7</b>	<b>39,7</b>	<b>21,6</b>		3,25
<b>Gender*</b>						
Male	792	39,4	33,3	27,3		3,17
Female	1119	38,1	44,2	17,7		3,30
<b>Age*</b>						
24 years and younger	280	48,6	30,4	21,1		3,39
25-34 years	659	30,3	47,2	22,5		3,12
35-44 years	334	35,6	41,0	23,4		3,17
45-54 years	305	44,3	35,7	20,0		3,37
55 years and older	321	45,2	34,6	20,2		3,36
<b>What is your profession?*</b>						
Professionals (dr./lawyer/account. etc.)	414	47,1	35,5	17,4		3,39
Student	318	50,0	33,0	17,0		3,50
Other professionals	231	31,2	51,9	16,9		3,21
Managerial	195	44,6	23,1	32,3		3,20
Teacher/ Medical care	204	26,5	45,6	27,9		2,99
Clerical/ Service	147	10,2	57,1	32,7		2,76
Retired/ Homemaker	129	46,5	41,9	11,6		3,49
Vocational/ Technical	75	40,0	32,0	28,0		3,20
Artist/ Musician/ Actor etc.	18	33,3	33,3	33,3		2,83
Other	168	35,7	44,6	19,6		3,23
<b>Market area*</b>						
Central/ Southern Europe	873	28,5	42,3	29,2		3,05
North America	615	47,3	38,5	14,1		3,42
Britain	162	57,4	25,9	16,7		3,54
Scandinavia	123	36,6	39,0	24,4		3,15
Asia	45	46,7	53,3	0,0		3,67
Other	93	45,2	38,7	16,1		3,39
<b>Educational level*</b>						
Finished high school or less	219	38,4	45,2	16,4		3,41
Bachelor's degree or equivalent	960	34,4	43,8	21,9		3,16
Master's/ Ph.D. or equivalent	714	44,1	32,8	23,1		3,31
<b>Transportation</b>						
Airline	1878	39,0	39,8	21,2		3,25
M/ SNorröna	36	25,0	33,3	41,7		3,00

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



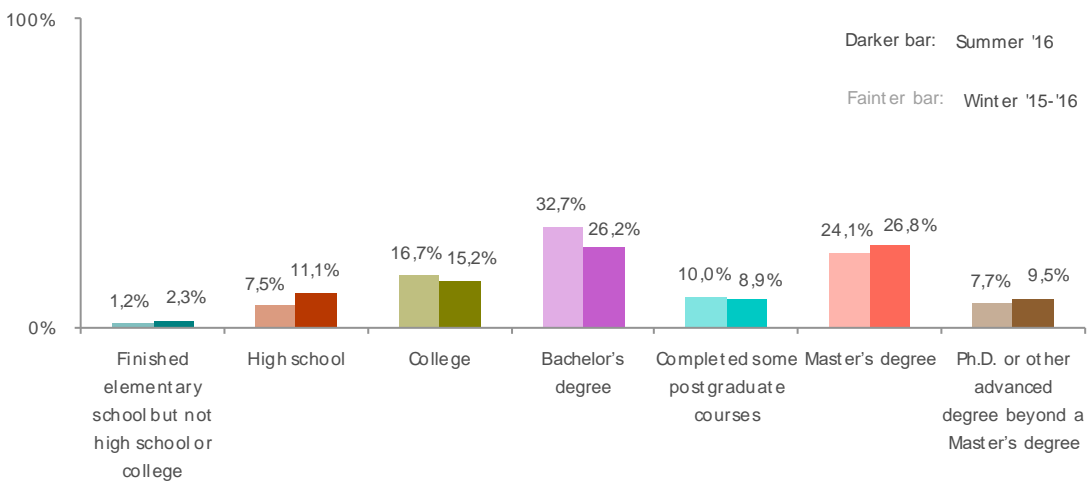
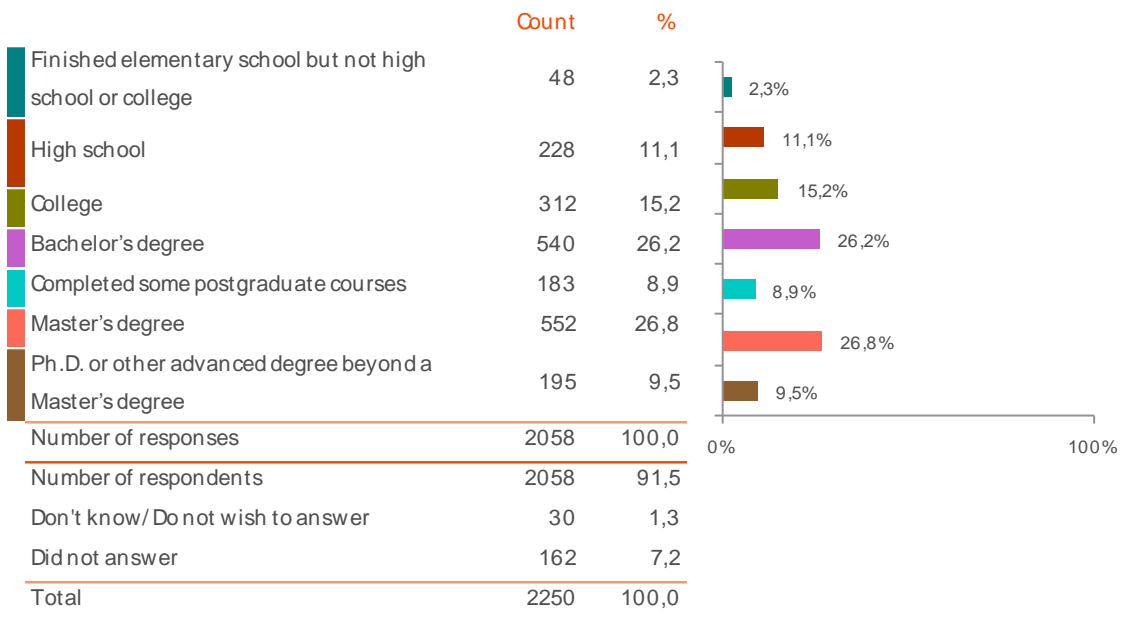
## Q.7. Compared to the general population in your country, how would you rate the level of your total household income?

	Number of answers	High	Average	Low		
	Count	%	%	%		
<b>Total</b>	<b>1914</b>	<b>38,7</b>	<b>39,7</b>	<b>21,6</b>		3,25
<b>Nationality*</b>						
American	453	45,7	39,1	15,2		3,38
German	174	32,8	36,2	31,0		3,24
Canadian	147	49,0	36,7	14,3		3,47
French	153	23,5	27,5	49,0		2,80
Italian	135	28,9	40,0	31,1		3,07
British	135	60,0	26,7	13,3		3,62
Spanish	87	10,3	62,1	27,6		2,83
Dutch	72	41,7	37,5	20,8		3,25
Swedish	48	50,0	43,8	6,3		3,44
Swiss	33	27,3	36,4	36,4		3,09
Norwegian	39	23,1	38,5	38,5		2,85
Austrian	27	33,3	44,4	22,2		3,22
Other	411	38,7	46,7	14,6		3,26
<b>Type of trip*</b>						
Package tour	168	39,3	39,3	21,4		3,25
Individually-arranged tour	1476	40,0	39,0	20,9		3,28
Business-arranged tour	21	42,9	28,6	28,6		3,14
<b>Purpose of visit*</b>						
Vacation/ holiday	1674	38,2	40,7	21,1		3,26
Event in Iceland (leisure related)	117	41,0	38,5	20,5		3,36
Visiting friends/ relatives	102	44,1	35,3	20,6		3,26
Education and training	39	30,8	53,8	15,4		3,15
Conference/ large meeting	27	55,6	22,2	22,2		3,44
Business/ small meeting	21	42,9	28,6	28,6		3,00
Other	15	60,0	20,0	20,0		3,20

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



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





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

	Number of answers	Finished high school or less	Bachelor's degree or equivalent	Master's/ Ph.D. or equivalent	
	Count	%	%	%	
<b>Total</b>	<b>2058</b>	<b>13,4</b>	<b>50,3</b>	<b>36,3</b>	
<b>Gender*</b>					
Male	852	15,8	48,9	35,2	
Female	1203	11,7	51,4	36,9	
<b>Age*</b>					
24 years and younger	354	<b>36,2</b>	<b>58,5</b>	<b>5,4</b>	
25-34 years	694	<b>6,9</b>	48,0	<b>45,1</b>	
35-44 years	347	8,4	49,6	42,1	
45-54 years	321	9,0	52,3	38,6	
55 years and older	327	11,0	<b>45,6</b>	43,4	
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	423	2,8	39,0	58,2	
Student	408	29,4	57,4	13,2	
Other professionals	240	11,3	42,5	46,3	
Managerial	201	4,5	<b>35,8</b>	<b>59,7</b>	
Teacher/ Medical care	204	1,5	55,9	42,6	
Clerical/ Service	162	13,0	64,8	22,2	
Retired/ Homemaker	132	15,9	52,3	31,8	
Vocational/ Technical	72	<b>41,7</b>	54,2	<b>4,2</b>	
Artist/ Musician/ Actor etc.	18	<b>0,0</b>	<b>83,3</b>	16,7	
Other	177	18,6	57,6	23,7	
<b>Household income*</b>					
High	729	11,5	<b>45,3</b>	<b>43,2</b>	
Average	753	13,1	<b>55,8</b>	<b>31,1</b>	
Low	411	8,8	51,1	40,1	
<b>Market area*</b>					
Central/ Southern Europe	969	<b>20,7</b>	<b>44,0</b>	35,3	
North America	651	4,6	58,1	37,3	
Britain	156	5,8	55,8	<b>38,5</b>	
Scandinavia	129	14,0	48,8	37,2	
Asia	45	<b>0,0</b>	<b>73,3</b>	<b>26,7</b>	
Other	102	17,6	44,1	38,2	

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



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

	Number of answers	Finished high school or less	Bachelor's degree or equivalent	Master's/ Ph.D. or equivalent	
	Count	%	%	%	
<b>Total</b>	<b>2058</b>	<b>13,4</b>	<b>50,3</b>	<b>36,3</b>	
<b>Nationality*</b>					
American	474	4,4	58,2	37,3	
German	219	<b>47,9</b>	30,1	<b>21,9</b>	
Canadian	162	7,4	61,1	31,5	
French	165	<b>3,6</b>	41,8	<b>54,5</b>	
Italian	168	21,4	50,0	28,6	
British	126	7,1	54,8	38,1	
Spanish	93	12,9	64,5	22,6	
Dutch	72	12,5	45,8	41,7	
Swedish	54	5,6	<b>66,7</b>	27,8	
Swiss	33	9,1	45,5	45,5	
Norwegian	36	33,3	<b>25,0</b>	41,7	
Austrian	30	20,0	40,0	40,0	
Other	426	9,9	48,6	41,5	
<b>Transportation*</b>					
Airline	2016	<b>13,1</b>	<b>50,9</b>	<b>36,0</b>	
M/ SNorröna	42	<b>28,6</b>	<b>21,4</b>	<b>50,0</b>	
<b>Type of trip+</b>					
Package tour	198	12,1	47,0	40,9	
Individually-arranged tour	1584	13,1	50,2	36,7	
Business-arranged tour	24	12,5	25,0	62,5	
<b>Purpose of visit+</b>					
Vacation/ holiday	1806	14,0	50,0	36,0	
Event in Iceland (leisure related)	117	10,3	51,3	38,5	
Visiting friends/ relatives	99	3,0	60,6	36,4	
Education and training	42	0,0	42,9	57,1	
Conference/ large meeting	27	11,1	33,3	55,6	
Business/ small meeting	24	0,0	50,0	50,0	
Other	15	0,0	80,0	20,0	

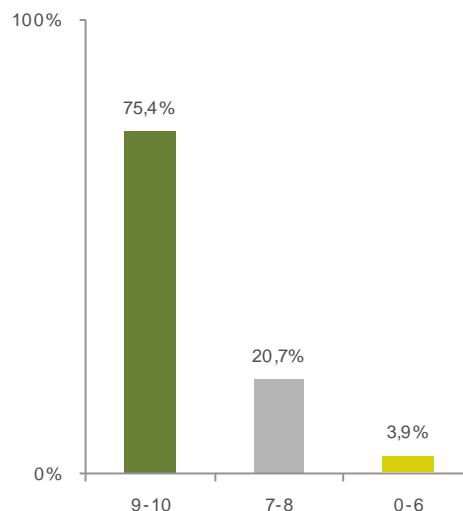
\* Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

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



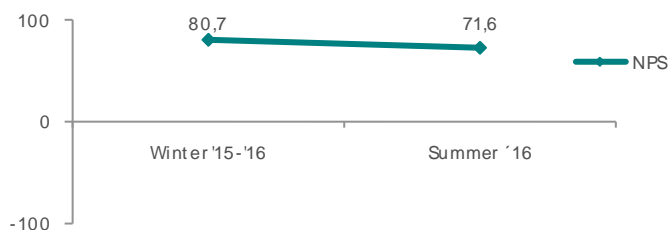
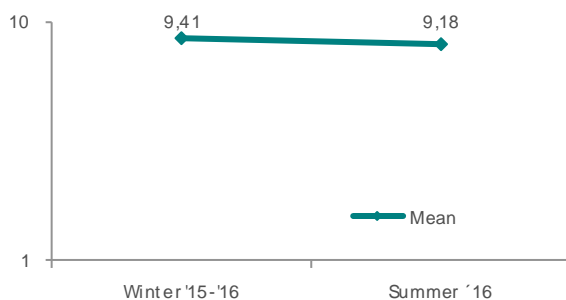
## Q.9. On a scale from 0-10, how likely or unlikely are you to recommend Iceland as a travel destination to a friend, family member or colleague?

	Count	%
10	1227	60,1
9	312	15,3
8	303	14,9
7	120	5,9
6	42	2,1
5	18	0,9
4	3	0,1
3	6	0,3
2	6	0,3
1	3	0,1
0	1	0,0
<hr/>		
Number of responses	2041	100,0
<hr/>		
Number of respondents	2040	90,7
<hr/>		
Did not answer	210	9,3
<hr/>		
Total	2250	100,0



Mean 9,18  
 Standard deviation 1,29  
 NPS® 71,6

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





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

















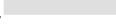
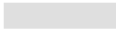
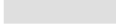
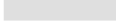
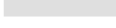


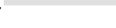
	Number of answers	9-10	7-8	0-6	
	Count	%	%	%	
<b>Total</b>	<b>2040</b>	<b>75,4</b>	<b>20,7</b>	<b>3,9</b>	71,6
<b>Gender*</b>					
Male	837	70,6	26,2	3,2	67,4
Female	1200	78,8	17,0	4,3	74,5
<b>Age*</b>					
24 years and younger	345	73,6	22,0	4,3	69,3
25-34 years	685	75,5	21,2	3,4	72,1
35-44 years	335	77,6	21,2	1,2	76,4
45-54 years	324	74,7	20,7	4,6	70,1
55 years and older	336	76,5	18,2	5,4	71,1
<b>What is your profession?*</b>					
Professionals (dr./lawyer/account. etc.)	423	72,3	22,7	5,0	67,4
Student	393	72,5	23,7	3,8	68,7
Other professionals	240	68,8	28,8	2,5	66,3
Managerial	195	78,5	20,0	1,5	76,9
Teacher/ Medical care	198	83,3	16,7	0,0	83,3
Clerical/ Service	159	79,2	18,9	1,9	77,4
Retired/ Homemaker	132	77,3	13,6	9,1	68,2
Vocational/ Technical	69	78,3	13,0	8,7	69,6
Artist/ Musician/ Actor etc.	18	83,3	16,7	0,0	83,3
Other	177	79,7	15,3	5,1	74,6
<b>Market area*</b>					
Central/ Southern Europe	969	75,9	21,7	2,5	73,4
North America	636	76,9	18,9	4,2	72,6
Britain	159	62,3	30,2	7,5	54,7
Scandinavia	126	90,5	7,1	2,4	88,1
Asia	42	64,3	35,7	0,0	64,3
Other	99	72,7	18,2	9,1	63,6
<b>Educational level</b>					
Finished high school or less	276	76,1	18,5	5,4	70,7
Bachelor's degree or equivalent	996	75,6	22,0	2,4	73,2
Master's/ Ph.D. or equivalent	738	75,2	19,9	4,9	70,3
<b>Transportation</b>					
Airline	1998	75,4	20,9	3,8	71,6
M/ SNorröna	42	78,6	14,3	7,1	71,4

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





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

	Number of answers	9-10	7-8	0-6	
	Count	%	%	%	
<b>Total</b>	<b>2040</b>	<b>75,4</b>	<b>20,7</b>	<b>3,9</b>	 71,6
<b>Nationality*</b>					
American	456	75,7	19,7	4,6	 71,1
German	231	67,5	27,3	5,2	 62,3
Canadian	162	83,3	14,8	1,9	 81,5
French	162	79,6	20,4	0,0	 79,6
Italian	162	83,3	16,7	0,0	 83,3
British	129	65,1	30,2	4,7	 60,5
Spanish	93	83,9	16,1	0,0	 83,9
Dutch	72	58,3	33,3	8,3	 50,0
Swedish	51	88,2	11,8	0,0	 88,2
Swiss	33	90,9	9,1	0,0	 90,9
Norwegian	36	91,7	8,3	0,0	 91,7
Austrian	30	80,0	10,0	10,0	 70,0
Other	423	71,6	22,0	6,4	 65,2
<b>Type of trip*</b>					
Package tour	201	74,6	20,9	4,5	 70,1
Individually-arranged tour	1602	77,7	19,5	2,8	 74,9
Business-arranged tour	24	87,5	12,5	0,0	 87,5
<b>Purpose of visit*</b>					
Vacation/ holiday	1830	77,2	19,7	3,1	 74,1
Event in Iceland (leisure related)	120	82,5	15,0	2,5	 80,0
Visiting friends/ relatives	102	76,5	20,6	2,9	 73,5
Education and training	42	85,7	14,3	0,0	 85,7
Conference/ large meeting	27	66,7	33,3	0,0	 66,7
Business/ small meeting	24	87,5	0,0	12,5	 75,0
Other	15	80,0	20,0	0,0	 80,0

\* 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.



## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- 1.nicht überlaufen 2.wunderschöne Landschaft.
- A unique travel destination were the nature still rules.
- A unique unspoilt destination offering spectacular scenery.
- Absolutely beautiful place; very easy to travel to and get around.
- Abwechslungsreich und einzigartig.
- Accessible largely untouched natural beauty, friendly residents, geothermal water.
- Active vacation around the most beautiful and extraordinary island in the world (my opinion so far).
- Amazing countryside, beautiful views. Feel like it was the most incredible trip I've taken.
- Amazing hiking through natural landscape of unparalleled beauty.
- Amazing landscapes, highly stress-relief. Just everything about nature and living in these amazing places.
- Amazing scenery, nice people, nice food.
- Amazing still wild nature.
- Amazing views and friendly people.
- An entirely unique place, with friendly and helpful people (and having good language skills).
- At ride islandske heste på Island er helt specielt.
- Awesome landscape, friendly people, fresh air, pools.
- Beautiful destination with a lot of interesting attractions. Nature.
- Beaucoup de choses à voir. Pays volcan que toujours en activité.
- Beautiful sceneries, lot of adventures, kind people and excellent food.
- Beautiful country and amazing attractions.
- Beautiful country and people.
- Beautiful country especially nature, a lot to do, excellent service.
- Beautiful country in general.
- Beautiful country with little population.
- Beautiful country with stunning nature, friendly people and extremely clean.
- Beautiful country, great people.
- Beautiful destination, lots to see and do.
- Beautiful diverse adventurous country and experience.
- Beautiful landscape and different from all countries.
- Beautiful landscape with very interesting polar and volcanic side.
- Beautiful landscapes.
- Beautiful landscapes, fascinating history, great way to get out of each day routine and challenge yourself.
- Beautiful nature.
- Beautiful nature, good food, nice people.
- Beautiful nature, kind people, Aurora Borealis.
- Beautiful nature, unique nature, special climate, good people.
- Beautiful place with so much to see.
- Beautiful place, everyone is friendly. Very interesting.
- Beautiful scenery of all different sorts, the country is otherworldly.
- Beautiful, clean, friendly, and easy to navigate around.
- Beautiful, completely unique nature.
- Beautiful, easy to get around, and something for everyone.
- Beautiful, easy to navigate, friendly people, lots of outdoor activities.
- Beautiful, interesting, mythical historic....
- Beautiful, laid back place.
- Beautiful, natural, fresh air, clean water, the landscape, geothermal hot springs.
- Beautiful, peaceful, interesting, wonderful nature and wildlife, easy to find your way around.



## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- Because everybody must experience your beautiful country!
- Because I loved it.
- Because i loved it.
- Because Iceland is beautiful country with first-class services.
- Because in Iceland nature and people are unique, beautiful, powerful, real.
- Because it is a beautiful country, nature is amazing...
- Because it is a wonderful country, it seems to have gone back at the beginning of planet earth or to be landed on the surface of a different planet. Furthermore people are always very kind and it's easy to trip around.
- Because it is beautiful.
- Because it is calm, friendly, not crowded, has a spectacular nature, while the infrastructure is well structured.
- Because it is something special and very different from any trip I made.. It is a place for discovery for saturating curiosity for breathing pure nature. And I felt so safe all around.. Wild camping seemed something natural there compared to Europe ( of course keeping in mind not to leave any trace behind or to affect nature in any way). I got to see in Iceland what I wasn't able to see anywhere else in the world.. Deserts of lava fields, warm water sitting right next to cold water, geysirs, huge blocks of ice and mostly happy people enjoying their lives.
- Because it is the most beautiful country in the world!
- Because it's just amazing they should go to understand.
- Because it's so damned beautiful.
- Because of beautiful nature, landscape and nice people.
- Because of ease of travel, combination of urban versus rugged. Beauty.
- Because of Iceland's beautiful nature that is very uncommon, sometimes even alien looking. Many times i've felt like on another planet.
- Because of its incredible nature/ landscapes.
- Because of its profound natural beauty and overall safety in terms of crime. The only reason I hesitate is because you are so over-run by tourists. I am concerned about this huge surge of incoming people, potentially seriously harming your island's amazing natural beauty.
- Because of the beautiful and completely different countryside.
- Because of the beauty of the natural landscapes.
- Because of the diverse scenery in a relatively small country!!!
- Because of the horses and the nature.
- Because of the landscapes, they change so much and so fast, there are moments in which you feel as if you were in another world.
- Because of the nature and original approach to things. Hopefully nature gets better protected so that it can maintain its untouched sense even with these high tourist levels. Transportation methods might be an issue related to that as well (?).
- Because of the Scenery.
- Because the nature is outstanding and I'm hoping the tourists appreciate and respect that nature comes first in Iceland and how the people there nurse their country is beautiful.
- Beeindruckende Naturspektakel und Landschaften. Vollkommen anders als in Deutschland.
- Beeindruckende, einmalige Natur.
- Best trip our family has ever been on. Flight is direct for us. Weather was mostly perfect. Rode ponies, saw waterfalls and geysers and so much more. We barely scratched the surface and all want to return.
- Car c'est un très beau pays.
- Car il y a beaucoup de choses différentes à voir, regroupés au même endroit sur un petit espace et que l'on voit rarement ailleurs.
- Cause the nature is amazing.



## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- Cest un pays que l'on doit visiter au moins une fois dans sa vie.
- Cest un pays sublime est unique où la nature est encore un peu vierge.
- Cest un pays superbe avec des habitants accueillants.
- Clean , plenty of space for all, beautiful scenery ,friendly helpful people , beautiful waterfalls breathtaking ocean.
- Close to NYC and many outdoor activities.
- Compact country great scenery.
- Completely different to any place I have visited. Beautiful!
- Quz it's cool and unusual.
- Da ich nicht viele Orte in der Welt kenne, deren Natur so beeindruckend ist.
- Des paysages magnifiques, rien ne peut être comparé à tous les types de vues différentes, on passe du blanc des glaciers au sable noir, au blanc/bleu des icebergs, au vert des plaines, au jaune/ blanc des geysers.
- Despite the growing number of tourists and long queues at the toilets it still is a beautiful place to visit, with beautiful nature etc.
- Destination fabuleuse. Une immersion dans une nature pleine de surprises et d'histoire.
- Det var noget af det flotteste natur jeg har oplevet.
- Dépaysement garanti.
- Die gesamte Reise war interessant, erlebnisreich, einfach unvergleichlich. Für mich als Fotograf bot Island die unglaublichsten, schönsten Motive, die ich je gesehen habe. In Ihrem Land kann man wunderbar reisen, perfekte Infrastruktur, gute Hotels, tolle Essen, freundliche Menschen, abwechslungsreiche Landschaften und auch super Entspannungsmöglichkeiten, wie Baden, Reiten oder einfach nur die Landschaft genießen.
- Die Landschaft ist atemberaubend schön und die Inselbewohner sind ein freundliches kleines Völkchen.
- Die Natur ist beeindruckend und sehr anders, als alles was ich bisher gesehen habe. Man taucht in eine eigene, andere Welt ab.
- Dimensions grandioses d'une terre brute et sauvage, glaciers volcancs.
- Èmeravigliosa, ottima destinazione per conoscere meglio la natura e il nostro pianeta.
- È un paese bellissimo, dove regna il rispetto per la natura.
- È un Paese che offre diversi panorami ...esperienza indimenticabile.
- È un paese molto selvaggio e i paesaggi sono completamente diversi da quelli a cui siamo abituati.
- È un paradiso naturale unico, non ancora compromesso dalla civiltà.
- Easy to travel to and through. Majority of the population speaks English well. Safety. Laid back attitude. Pristine nature. No litter. Good price-quality ratio of accommodation, food and drinks. A cosy small capital that offers what a capital should offer.
- Einfach ein tolles Land, das seine Ursprünglichkeit noch besitzt.
- Einzigartige Farben, Landschaften, Menschen, Konzerte, Abenteuer, Sprache, nordlichter.
- Einzigartige Natur, nicht touristisch überlaufen.
- En país donde puedes ver la naturaleza en pura esencia.
- Es ist ein so schönes Land.
- Es ist ein wunderschönes Land mit imposanter Landschaft, tolle Wandermöglichkeiten und Bildern, die man sonst nirgends auf der Welt sieht!
- Es ist wunderschön. Man kann richtig abschalten, die Natur genießen und mal ganz zu sich finden.
- Es pura naturaleza y un espectáculo para la vista. De los países mas bonitos que he visto en mi vida.
- Es un país impresionante para visitar para Los amantes de la naturaleza y la aventura.
- Es war für mich ein einzigartiges Erlebnis durch die besondere Schönheit der Natur, aber auch durch die Freundlichkeit der Menschen. Ich würde aber empfehlen, nicht in der Hauptsaison zu fahren.
- Ett besök på Island er så stimulerende og givende på alle plan.



## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- First of all for its incredible beauty - its harsh landscapes that are unlike any other, undomesticated by man, their variety (moss, basalt fields, glaciers, rock fields, ocean, etc). Unforgettable backdrop for hikes. For its peacefulness - the island isn't crammed with people. You can find places where you can be alone and not hear a sound from human civilisation. For the charm of its capital city, especially the city center - human-sized, colourful with everything you need (museums, excellent restaurants, etc). For the Icelanders who are a very lovely and kind people. For the hot springs and swimming pools!
- For people who love nature it is an incredible country where you can go to many beautiful places without too many tourists.
- For the natural beauty of the country!
- For those who like hiking as I do - this is paradise on earth.
- Friendliness of the people, stunning scenery, great wildlife, the peacefulness.
- Friendly people, clean and accessible country, interesting geology.
- Gentillesse des habitants, beauté des paysages, le plus beau pays que j'ai eu l'occasion de visiter. On s'y sent bien.
- Geological wonderland. Desolate but beautiful landscapes. The land of the Sagas. The informal lifestyle. Welcoming, friendly people. Stunning horses.
- Good infrastructure. Amazing nature. Easy communication in English.
- Good mix of city night life and outdoor activities.
- Good overall experience.
- Grandiose Landschaft für Outdoorfans.
- Great country, people, fun, nature, unique experience.
- Great experience and very different in a good way.
- Great hiking and natural sights.
- Great, active adventures. Beautiful landscapes that are very unlike any I have seen elsewhere.
- Great, safe place to visit. Easy to drive around and has beautiful landscapes.
- Great, safe, and beautiful country to visit. I will be back to see more.
- Hat mir sehr gut gefallen, nur meine Zeit war zu kurz.
- Havde en rigtig god tur.
- Horses, scenery, friendly, safe.
- I had a great time, I want to return and see more of Iceland.
- I had an amazing time there, definitely want to come back.
- I have done so already. The country is spectacular - amazing scenery. The people are so friendly and helpful. It is easy to drive around compared with mainland European countries.
- I liked it a lot!
- I love the outdoors, the cleanliness and friendliness of the towns and people, and the food was delicious. I had an amazing time.
- I love visiting - this was my 8th time.
- I love, love, Iceland. I tell friends, students, you must go to Iceland. Not too far by plane. So much to see and do. It is a terrific place to see something different ... from the landscape to the therapeutic baths. Oops. for the food (especially Skyr). Not the shark, of course. That does not appeal to me at all. Splurging on a hand made Icelandic sweater that I might wear once or twice a winter (which means it will last a long time.) I also say there are puffins to see ... okay. I have yet to see one .. but I want to go back to Iceland and to the Westman Island to see PUFFINS.
- I really enjoyed everything about the Country, beauty of the nature, integrity of the people.
- I think everyone would enjoy it!
- I would recommend Iceland because it is unlike anywhere else. The landscape is totally foreign to someone visiting from the States and that alone is enough to make the visit to see.



## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- Iceland is conveniently located (in terms of distance), traveling was affordable, and there seemed to be a wide variety of activities to do, which would appeal to more people.
- Iceland is not so exploited and feels very genuine. It is also a beautiful country with a fascinating landscape.
- Iceland is one of the most beautiful places I have ever visited. I was on a 2 month backpacking trip and I visited 12 countries and 27 cities and Iceland was one of my favourite places! I love nature and hiking so this place was perfect for me.
- Iceland is paradise on earth !
- Iceland is unique ! No other countries can beat its landscape beauty.
- Iceland offers many different things to do that range from relaxation to hiking and sightseeing. To me, that encompasses everything that I want from a vacation without the dreaded heat.
- Iceland provided a most beautiful destination for enjoying the outdoors, with very different things to see than other places I have visited. The amazing contrast in scenery I experienced there was amazing.
- Iceland was the most amazing, magical place I've ever been. It's easy to travel around the country and there are endless beautiful, cool things to see and do.
- Ich werde Island als Reiseziel weiterempfehlen, da ein jeder einmal dieses wunderbare und schöne Land mit all seinen Facetten gesehen haben sollte.
- Ideaal place to spent your hollyday.
- Il est très facile de voyager en Islande, les directions sont très bien indiquées et il y a beaucoup de campings. Le pays est sûr. on peut faire de nombreuses haltes sur la route. Les paysages sont sublimes.
- In der tollen Natur, den tollen Menschen und den unvergleichlichen Isländer Ponies.
- In my opinion it's been the best country I have ever visited.
- Incredible scenery and experiences.
- Incredible scenery, friendly citizens.
- Insgesamt.
- Interesting, different from other places, beautiful scenery.
- Island bietet viele faszinierende Naturschauspiele, die nur dort zu finden sind.
- Islands historien, hvordan den den pedagogisk vises og dramatiske naturoplevelser.
- It feels so different to anywhere I've been before. Even with cultural/language differences I felt very welcome and it wasn't challenging to battle these differences. A very beautiful country!
- It goes back to the 3 comment areas that have been mentioned. It is a beautiful scenic country with very friendly, hospitable people. We were treated ever so good.
- It has all of nature's wonders under one roof.
- It immediately feels like home, and somewhere where my wife and I feel welcomed. The scenery is stunning, the pace of life is perfect, the sense of humour is delightful. This was my second visit, and I am already planning my third and fourth. It is a place which fills me with life, even in the everyday tasks of going shopping, preparing work and heading to a hot tub.
- It interests me. It might interest my friends.
- It IS a amazing country - wonderful people ...and horses... only reason not to recommend it would be all the tourists. Iceland has to be careful that it does not get "overflooded" in the future ;) - I would actually recommend to maybe go in low season...
- It is a beautiful country with friendly residents and a great deal of familiarity with English.
- It is a beautiful country with great people and tonnes to see and do.
- It is a beautiful country with so much to see. There are so many magical moments that cannot be experienced through pictures or stories, they can only be had through experience.
- It is a gorgeous country and absolutely worth seeing with your own eyes.
- It is a great place for people who love outdoors. beautiful landscape, safe to travel to and within. it is a spectacular country.



### Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- It is a very special place where nature and humanity combine to create warmth and beauty.
- It is a very unique country to visit and not usually a place that people think about to travel to. That makes the experience of being in Iceland exciting and memorable. The landscape is incredible and the city of Reykjavik is fun to explore.
- It is an amazing country full of surprises and breathtaking beauty.
- It is an amazing place to visit.
- It is beautiful and the people are friendly and helpful. The food is fantastic.
- It is beautiful, has a lot to offer and takes you back to nature with many unspoiled areas.
- It is beautiful, there is an opportunity to learn so much more about the world, it's truly an enjoyable experience.
- It is completely different than anything else. I have seen things on Iceland that I have never seen before. When you think you have seen it all, something else just turns up. It is not possible to get tired of Iceland.
- It is completely different to most of the travel destinations in the world. Stunning scenery and fantastic friendly people as well.
- It is small, friendly, great to be by a working harbour, has lovely fresh air, water and good food. Is unusual to visit and culturally interesting.
- It is so beautiful! The people are friendly.
- It is still pure and unspoiled, which makes it refreshing. Also, the people are very friendly and helpful.
- It is such a beautiful area! Difficult to explain to people it was so amazing to be there in person!
- It is such a beautiful place with a variety of things to do and see.
- It is such a unique and stunningly beautiful country.
- It is the most beautiful and unique country I have ever travelled to.
- It is unique and absolutely gorgeous.
- It's a beautiful, pure and ecological country. Most of the time, people are very friendly.
- It was a good place to visit. Nice nature and easy to get around.
- It was a wonderful place to relax and there are a lot of things to do that don't compare to America. The people are so welcoming and friendly. Everything is clean, you want to be there.
- It was an interesting destination and there was a lot to do.
- It was fairly close to the US/Canada and it was an interesting country to explore. There is so much to see and do and we cannot wait to return ourselves! And we found a great deal on Icelandair! Perfecto.
- It was gorgeous unlike any other country, natural, undeveloped, calm and the people were extremely kind.
- It was like no place I have seen. The beauty is never ending and very unique from other parts of the world. Iceland is so unique in its geographic scenario, its self-sufficiency, nature, and ways of life. It is an experience I would do all over again in a heartbeat.
- It was so enjoyable and beautiful.
- It was something different and felt safe and friendly.
- It was the most breathtakingly beautiful country I have ever seen. Although expensive, it is well worth the money.
- It was unique and amazing.
- It's a beautiful country and driving the ring road is really enjoyable.
- It's a beautiful place with good friendly people, lovely scenery and wildlife, amazing culture and also the history and geography of the place is intriguing.
- It's a beautiful place, with scenery and landscapes different from anything else I've seen. The Icelanders I spoke to were very friendly - and spoke excellent English. It was just a lovely experience.
- It's a beautiful, natural country.
- It's a fantastic vacation destination. Prices are a little high in terms of food, but well worth it given the beauty of the country.
- It's a most unique place.



## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- It's like no other country we've been to. Where else can you see evidence of volcanoes (if not erupting volcanoes), and glaciers, and BIGwaterfalls, and beautiful mountains and other scenery, and birds, and the ocean all in one country? The only downside are the weather and the expense.
- It's magnificent nature and unique adventure travel opportunities.
- It's my second home.
- It's pure beauty.
- It's simply breath taking.
- It's stunning, it's different, it's travel friendly.
- It's stunningly beautiful. It's clean. It's English speaking. It's easy to navigate. Geothermal!
- It's the most stunning place I have ever been. The people were so kind and helpful and the landscape was breathtaking.
- It's the only place I've ever been that's so untouched by humans that you can actually see how the world was formed. Spectacular!
- It's unique scenery and ease of getting around.
- It's unlike any place I've been.
- It's wonderful, one of the best places in the world. Amazing nature and amazing people.
- Its wonderfull.
- Jadore l'Islande. Cette année était mon 4eme voyage ( le premier en 1984 ).
- J'ai adoré mon propre voyage !
- J'ai adoré mon voyage, les plus beaux paysages que j'ai vus de ma vie. Les activités de plein air y sont très intéressantes. La capitale est très sympathique.
- Jeg har været i Island 9 gange og det som jeg vil anbefal er folks venlighed og imødekommenhed, den vilde natur og farverne.
- La nature et les paysages.
- La naturaleza es distinta e increíble.
- Land of glaciers, spouting geysers , volcanoes, raging rivers and magnificent waterfalls , a land so untouched ,pristine with the friendliest people of the world .
- Landscape, and the nice people.
- Landscapes and nature, safe country , good infrastructure.
- Landscapes, nature, easy travelling, freedom, you can easily change your plans and visit another place. There is no expensive fees for anything, you don't feel stupid at paying tickets for everything.
- Landschaft.
- Landschaft wie noch nie gesehen, gut mit Flugzeug erreichbar, nette Menschen.
- Landschaft, die Leute und die Pferde.
- Landschaft, Natur.
- Landschaftlich sehr toll, schöne Wanderwege. Kinderfreundlich.
- Le dépaysement total ; une découverte de paysages magnifiques et totalement nouveaux pour la plupart des belges. La nature islandaise paraît encore pure, intouchée. Il est encore possible de vivre une rencontre avec cette nature tout en restant isolé d'un tourisme de masse, pour autant qu'on s'éloigne de la région plus prisée. Une terre d'aventures : randonnées, baignade dans des sources chaudes sauvages, road-trip fabuleux sur les routes de montagne, ...
- Les paysages remarquable et les occasions de randonnée.
- Les paysages sont magnifiques et très variés.
- Les paysages sont magnifiques!!!!
- Les paysages sont spectaculaires et beaucoup d'islandais parlent anglais.
- L'Islande est une terre magnifique qui nous fait pleinement conscience que la nature est vivante, et qu'il faut la préserver. C'est une terre variée qu'il faut découvrir je pense à différentes saisons. C'est une terre mystérieuse dont on ne se lasse jamais d'essayer d'en percevoir le secret.
- Los contrastes de paisajes y la variedad de naturaleza.





## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- Me encantó el país y la amabilidad de su gente. Estuvo a la altura de las expectativas y las superó; nunca había estado en un sitio donde se pudiera ver la exuberancia y el poder de la naturaleza en formas tan variadas en tan poco territorio.
- Me gustó muchísimo.
- Most beautiful island in the world.
- Most beautiful place I've seen.
- Most beautiful place on earth.
- Mucha naturaleza con paisajes increíbles y poco turista. Gente sociable y muy respetuosa.
- My city, Tokyo, is crowded and crazy. But Iceland is very peaceful and relaxing country.
- My favourite place to visit. Interesting people to meet. The sense of being able to talk about the country with locals, amazing shops for fish, great bakeries and the handknitters of Iceland shop who are so helpful. Countryside so dangerous they don't bother to rope off most hazards but allow you to look unhindered at the breathtaking scenery or experience the heat pulsing through the crust. And always the light skies and colours in the northern summer. Did I mention the chocolate which I am slightly addicted to?
- Natur.
- Natura incredibile, varietà di paesaggio, avventura.
- Natural beauty.
- Natural beauty.
- Natural beauty, delicious food, short flight, ability to customize travel and avoid big tourist destinations.
- Natural beauty.
- Nature.
- Nature - volcanos, waterfalls, geysers, glaciers, whales, northern lights on one place.
- Nature and landscapes.
- Nature is NOT comparable with any other country in Europe.
- Nature, that you can't see in any other country.
- Nature, volcanisme, sources chaudes, randonnée.
- Nice people, beautiful nature!
- Not a long flight from Massachusetts and Iceland has a great vibe.
- Ogni angolo è una nuova scoperta.
- Ogni uno di noi ha bisogno di credere ancora nella bellezza della terra, L'Islanda è il paese migliore per sentirsi proprietari del pianeta ma allo stesso tempo dei semplici ospiti. È un paese che ti permette di iniziare a lavorare sull'idea di diventare degli ospiti graditi per il pianeta.
- One of my favorite places on Earth...dramatic and stunning scenery, pristine nature, fantastic cuisine and friendly Icelanders. Photos don't do Iceland justice...it must be seen in person. Iceland also has an amazing history and society. And skyr...lot of skyr!
- Outdoor views, geology, relaxing.
- På grund af de forskellige naturopleveler man kan få på relativ kort tid i forhold til kørt km. Vi har kun mødt positive og hjælpsomme mennesker på øen. Natur - natur - natur.
- Paesaggi fantastici, natura incontaminata.
- Paesaggi stupendi.
- Paesaggi stupendi ed incontaminati, pace e tranquillità, ospitalità, cibo.
- Paesaggi, ospitalità.
- Paesaggio meraviglioso, natura incontaminata, ospitalità delle persone locali.
- Paesaggio, natura, cordialità della popolazione.
- País espectacular con muchas cosas por ver.
- Parce que ce pays offre des paysages que nous n'avons pas en France. Parce que les paysages sont sauvages.



## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- Peaceful beautiful wonderful country.
- People, attractions close to each other, different than the rest.
- Per il paesaggio unico.
- Per la bellezza è la particolarità del paesaggio.
- Per la completezza del paesaggio e la sua enorme varietà a dispetto della ridotta estensione dell'isola.
- Per la varietà e i paesaggi insoliti.
- Per le bellezze naturalistiche e per la solitudine del posto.
- Per le sue meraviglie di tipo naturalistico e la tranquillità.
- Per l'unicità dei luoghi visitati.
- Perché è paesaggisticamente meravigliosa.
- Perché è una terra capace di riconciliarti con la natura mettendoti a diretto confronto con l'enormità e sconfinatazza di essa. È una terra costituita da casualità uniche al mondo.
- Perché è uno dei pochi posti in Europa in cui si possono trovare ancora scenari totalmente selvaggi e senza la presenza umana, perché la gente è molto gentile e la criminalità è assente, perché le persone sono contente di aiutare il prossimo.
- PERCHÈ IN ISLANDA CI SONO POSTI PAZZESCHI CHE NON TROVI IN ALTRI PAESI. E PER ME È STATO UN VIAGGIO MERAVIGLIOSO.
- Perché la natura è come è stata creata dalla madre terra.
- Perché possiede una varietà e diversità naturale da lasciare a bocca aperta.
- Perché regala emozioni fantastiche e la possibilità di vedere posti unici e completamente differenti da quelli che siamo abituati a vedere.
- Perché è l'esempio più vicino, a USA e Europa, di Wilderness.
- Perché è stato il viaggio più bello che io abbia mai fatto, i paesaggi sono mozzafiato e irripetibili.
- Perché è un'esperienza indimenticabile.
- Perché è un paese ancora selvaggio che da sensazioni forti, per questo motivo sono poco propenso a raccomandarlo a tutti che non diventi come il resto d'Europa.
- Perché è una meta in cui si possono visitare luoghi unici al mondo.
- Perché ha una natura possente e meravigliosa. Raccomanderei il viaggio agli amanti della natura.
- Perché in Islanda puoi incontrare la natura e vedere come la sua forza si manifesta sulla terra continuamente e incessantemente. Perché lì puoi ancora fare autostop, nei campeggi trovi gli onestà box e puoi bere l'acqua più buona e pura del mondo.
- Perché, nonostante il clima molto ostile (soprattutto per un italiano o un abitante dell'Europa meridionale) ha delle bellezze naturali uniche.
- Perfect vacation for both outdoor and city activities.
- Por el paisaje.
- Por la belleza de su naturaleza.
- Por la belleza del país y el contraste de unas zonas a otras.
- Por la belleza del país y por la, de momento, poca masificación.
- Por qué me encanto el país. El paisaje es increíble y cambia constantemente. La gente es amable. Es fácil de recorrer y cada rincón es una maravilla de la naturaleza. Esta además muy cuidado.
- Por su increíble naturaleza.
- Por su maravillosa naturaleza y porque no está tan lejos.
- Por su naturaleza y contraste de paisajes.
- Por su riqueza paisajística.
- Por sus bonitos paisajes y patrimonio natural.
- Por sus paisajes, tranquilidad, naturaleza.
- Porque además de tener unos paisajes espectaculares, la gente en general es muy amable y atenta y la experiencia de



## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- Pour l'accueil de ses habitants et la beauté du paysage.
- Pour le bol de plein air et le dépaysement et déconnexion total que provoque ce voyage.
- Pour les paysages, l'ambiance et les Skir !
- Pour sa beauté.
- Rent a car and drive the country.
- Reykjavik is a lovely city with great hotels and fascinating & modern new architect. The country side has geological areas that are amazing to visit including glaciers, craters, waterfalls, hot springs, and the Blue Lagoon.
- Rugged.
- Safe for travelling, Horsebackriding-Tours, Nature, great Infrastructur, Colder in the Summer than in Germany and most of Europe, niceo people,.
- Safe, clean, beautiful, interesting culture.
- Safe, Cleanliness, Kindness of hospitality industry.
- Sceneries.
- Scenery is unlike any other country Ive visited.
- Schöne Landschaft (Lavafelder, Wasserfälle, Fjorde), abgelegene Orte.
- Schöne Landschaft, sehr guter Service, nette Menschen .
- Se trata de un país con muchos contrastes. Un paraíso geológico. Donde puede verse hervir la tierra o navegar entre icebergs.
- Sicherheit, Schöne Natur, freundliche Menschen, gutes Essen .
- Since I had one of my best and most beautiful travel experiences of my life when on Iceland (especially hiking from Skógar to Thorsmörk).
- Smuk natur, flinke mennesker.
- So many interesting things to see and do.
- So many unique places to see, adventurous things to do - i feel like other countries youd be in the city so much but people come to Iceland for the nature and adventure.
- Soleil de minuit, nature et randonnées, bains, routes sinueuses, paysages splendides.
- Something different.
- Such a vast variety of terrain.
- Terra dai paesaggi sconfinati e dove predomina la natura.
- Terra unica nel suo genere anche se non semplice.
- That was the best what i had in my life.
- The amazing scenery, its upcoming tourism boom, and the hot springs!
- The beautiful nature, hospitable locals, opportunities for solitude, etc.
- The beauty of the country and the kindness of the people.
- The country is amazing; go see it before masses of tourists destroy it.
- The country is very interesting, with amazing nature, which has to be seen at least once. Reykjavik is also very nice small city, which offers everything for any kind of tourism. All the people, which I met, were very friendly, hostile and helpful.
- The country offers the opportunity to see nature at it's best.
- The entire island has breath-taking scenery, whether it's in the city, or out on the F-roads. My photographer friend never put his camera down.
- The hospitality of the Iceland in locals is warming. There is nothing too troublesome. They are friendly and obliging human beings. I love the country and would return several times within the year if work would allow me the time to visit. The most recent visit was to the 101 Reykjavik district, the town is crammed with culture and is a must for everyone. Easy to navigate streets and walks, most of it's historical heritage can take several hours but are all within easy walking distance of each other. We particularly liked walking around the town and onto the Old Graveyard and back to Nordic house. So



## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- The most beautiful and liberating place I have ever been. I feel like we saw so much in the 10 days we did the ring road, but I feel a yearning to return and see the same things again and many of things we did not. I have already begun a list of places would like to go on a second trip.
- The natural beauty.
- The natural beauty is unique and amazing.
- The natural beauty of the country, as well as the relatively few amount of tourists was refreshing. People were friendly and the service at all locations was wonderful. Roads were easy to drive and everything was in good condition.
- The natural beauty was incredible.
- The natural beauty, the easiness to travel, the clean and good accommodation and for single travellers the safety.
- The natural landscape.
- The nature and riding horses and walking round....
- The nature and the atmosphere/ culture/ people.
- The nature is extremely beautiful. There is so much to see what we don't have in the Netherlands. And it's amazing to see all the animals, the birds, whales, seals etc. in their own environment. I think it's the most beautiful country I've ever been to. Ad the way we travelled, like sleeping in the car and driving to another place every day was one big adventure with new surprises every day.
- The nature is really extraordinary. If you want adventure you can have it, but you can also do adventure lite if you want to.
- The people are super friendly, the food was excellent (albeit, high-priced) and the country was beautiful.
- The people are very friendly, I felt very safe, and there is so much to see and experience.
- The people were so nice and the landscape is like nothing I had ever seen before. It feels like you're on another planet at times. The history is also very interesting and there are some nice museums :).
- The people were so nice; the country looks spectacular from the plane.
- The people, the waterfalls, landscape, we had a great time!
- The scenery is amazing, the number of tourists is low when escaping the south coast, the food is good.
- The scenery there is unusual and the people are friendly.
- The unique culture the beauty the people.
- The unique travel experience.
- The very special nature.
- The views the activities that are available and the culture.
- The whole family loved it. Beautiful and unusual landscape, great activities, good food, fabulous swimming pools with lovely clean changing rooms, lovely people, easy driving, good accommodation. out of this world.
- There are lots of amazing landscapes. I was very welcome. It is a safe country.
- To once experience this incredible landscape.
- Toll landschaft super freundliche menschen total faszinierend...viel natur.
- Tolle natur.
- Traumhafte überwiegend unberührte Natur/Landschaften.
- Traveling there is easy & safe. The landscape, especially the highlands, is like no other. Very beautiful country.
- Überwältigende Naturerlebnisse, freundliche Isländer.
- Unforgettable views - volcano landscapes, waterfalls, beautiful mountains.
- Unglaublich schöne Landschaft und Natur.
- Unicità del territorio, natura, cultura, cibo.
- Unique and beautiful, peaceful and very welcoming people.
- Unique experiences: the majestic nature (both sea and inland) are so easily available and so spectacular. The "mood" of Iceland, - easy going, laid back, friendly, welcoming.
- Unique experience, fascinating history and geology, friendly people, gorgeous landscapes, loved the farm stays.



## Sp. 10. Hvers vegna ert þú líkleg/ur til þessa að mæla með Íslandi sem áfangastað?

- Variété des paysages, ambiance d'un autre monde, gens gentils.
- Very beautiful country with lots of nature to see.
- Very beautiful and friendly country! lots to see and do.
- Very different landscape from home, lots of fun things to see and do.
- Very unique scenery and experiences.
- Vielseitig, tolle natur, nette menschen.
- W.
- We really enjoyed our time here and would like to come back. There is so much to do and see which is very different from what we can find at home.
- We travel a lot; yet find it to be rather unique as a destination.
- Wegen der beeindruckenden Naturwunder.
- Wegen der faszinierenden Landschaft.
- Wegen der schönen und sehr abwechslungsreichen Landschaft. Wegen der Ruhe.
- Wegen der tollen Natur.
- Weil das Land wunderschön und wild ist, und weil die Isländer sehr offene und freundliche Personen sind.
- Weil die Landschaft unfassbar beeindruckend und einzigartig ist.
- Weil die Natur unglaublich beeindruckend ist und die Isländer so ein nettes Volk sind.
- Weil es anders ist als Europa.
- Weil es dort für jeden etwas gibt. Von langen Wanderungen über MTB-Tour bis hin zu eher erholsamen Urlaub mit dem Auto.
- Weil es ein tolles Land ist.
- Weil es einfach eine unvergleichliche Erfahrung ist!
- Weil es interessant ist.
- Weil es landschaftlich sehr abwechslungsreich und beeindruckend ist. Die Einsamkeit war für mich auch wunderbar.
- Weil es mich sehr glücklich gemacht hat. Ich war im vergangenen Jahr auch schon in Iceland und mir war es ein Bedürfnis wiederzukommen. Dies war auch nicht mein letzter Besuch.
- Weil es sehr eindrücklich ist, wunderbare Naturlandschaften, sehr erholsam, traumhaft.
- Weil es traumhaft schön dort ist.
- Weil ich meine Freunde dazu ermutigen möchte, dass sie auch ähnliche Erlebnisse machen können wie ich! Das Land ist einfach empfehlenswert! Aber: Ich würde es nie Leuten empfehlen, die nur darauf aussich in Hotelanlagen zu sitzen etc... diese könnte die Qualität Islands nicht verstehen!
- Weil ich mich sehr wohl gefühlt habe und das Land noch mehr verspricht.
- Weil ich noch nie solch eine Landschaften erlebt habe.
- Weil ich sehr beeindruckt war und selbst mehr von Island sehen möchte.
- Weil Island eine wunderschöne Natur hat und man sich hier gut von dem Alltagsstress erholen kann.
- Weil Island vielseitig und landschaftlich beeindruckend ist und sehr gute Wellen zum Surfen bietet.
- When I am in Iceland I almost feel like I am on another planet. The combination of always changing dramatic landscapes, volatile weather conditions, the midnight sun and the long nights, and a small population makes Iceland truly a place like no other.
- Why wouldn't anyone want to spend 2 weeks driving through what looks like the set of Lord of the Rings and Game of Thrones?
- Wunder schöne Natur.
- Wunderschöne Natur.
- Wunderschöne Natur, Entspannung, nette Menschen.
- Wunderschönes Land, tolle Natur.



## Sp. 11. Hvað þyrfti að gera til þessað þú yrðir líklegri til þessað mæla með Íslandi sem áfangastað?

- 1) Siamo cicloturisti. Sulla N1 è abbastanza complicato viaggiare, perciò abbiamo scelto starde secondarie. Ci sono \*troppi\* turisti, che il paese non riesce a gestire. Si muovono con prepotenza (per esempio passando ad alta velocità accanto ai ciclisti, incuranti dello spossamento d'aria e della polvere provocati). 2) i campeggi. Alcuni fantastici anche se spartani (e quindi con doccia calda e cucina). altri con solo il w.c. alcuni non sarebbe nemmeno corretto chiamarli campeggi. c'era solo il w.c, sporco, neppure acqua calda. A Vík abbiamo pagato "doccia inclusa" ma l'acqua era fredda (e un cartello avvertiva che quella calda non sarebbe bastata per tutti).
- A less expensive cost of living and eating in Iceland.
- Accommodations and restaurants more affordable.
- Alloggi più economici.
- Allow people to sleep in airport, and (if possible) some slightly cheaper options for accommodation.
- Améliorer la qualité de literie et propreté des guest house.
- Aucun.
- Besseres Preis - Leistungsverhältnis (keine 60€ für ein Bett im Sechszimmer mit Mini-Bad und viel zu kleiner Küche, in das man erst um 15:30 Uhr einchecken kann).
- Better airline service (Icelandair).
- Better equipment of camping grounds, Removal of waste in the Landscape (old machinery, dead vehicles e.c.t.).
- Better exchange rate!
- Better exchange rates!!!
- Better infrastructure to both protect the environment and make it safer to pull off the road and park.
- Better roads, lower prices and as I didn't feel safe in Reykjavik, there were so many homelesses, I would recommend to find some place for them to live (social house) to make capital city cleaner and safer.
- Change in exchange rates.
- Change said people's travel preferences (no resorts in Iceland, and I'm not complaining).
- Cheaper.
- Cheaper.
- Cheaper food and drink.
- Cheaper food and drinks in comparison to the UK.
- Cheaper food and prices for accommodation.
- Cheaper places to eat.
- Costi, e' molto cara.
- Das Preisniveau müsste sinken.
- Destination facile, la beauté des paysages, les campings accessibles.
- Didn't like my tour guide, so you cannot improve anything. In general, some attractions seem to be a bit overpriced such as whale watching, gorse riding and glacier hiking (75-100€)...
- Die Preise müssten niedriger liegen.
- Einige Sehenswürdigkeiten sind überlaufen z.B. Gullfoss - Golden Circle. Tourismusstrom mehr lenken. Die Preise reduzieren.
- Es gibt mehrere Gebiete zu sehen!
- Everything was very expensive.
- Golden Circle. Northern light.
- Günstiger.
- Günstigere Preise.
- I found the prices downtown at times outrageous. I went to a nice seafood restaurant only to find that a small bowl of soup cost \$25 USD. That amount in the United States would easily buy a three course meal at a steakhouse or seafood restaurant. That may not be much to Icelanders at home, but for an American, it's beyond reasonable for all but upper middle class or upper class socioeconomically.
- I think Iceland is quite expensive as a travel destination. Which is an economical result (importing goods are expensive).



## Sp. 11. Hvað þyrfti að gera til þessa að þú yrðir líklegri til þessa að mæla með Íslandi sem áfangastað?

- Iceland was very expensive, even living in an expensive city in America it was difficult to afford much in Iceland, which made it impossible to do any of the activities that were not free.
- In Reykjavík gibt es noch zu wenig zu sehen.
- Increase hotel availability and quality. channel/ control flows of tourists at main sites, like golden circle. Especially during high season.
- It is expensive for eating out, accomodation etc; would be better if cheaper.
- It was very crowded at many of the attractions. Note sure how to fix this... maybe charge a small parking fee? Not lots of food options in many places.
- It would be nice to have more information on how to live like the locals while we're there. We found that there were a lot of touristy places that we wandered to, and it took a lot of research on our end to figure out what Icelanders like to do as part of their normal life routine.
- It's a little bit to expensive.
- It's rather pricey.
- It's so expensive!
- Je ne sais pas.
- Kein Massentourismus mehr !!!!
- Kosten sind sehr hoch, sehr viele Touristen.
- Les tarifs qui devraient être plus attractifs, l'offre de restauration et d'hôtellerie qui est un peu juste pour le moment.
- Less tourists.
- Less tourists, but that's impossible.
- Less trying to bleed all money out of tourist.
- Limit number of tourist, maintain a sense of exploration and survival and not be overly tourist friendly.
- Los precios son altos en relación con el poder adquisitivo de la gente de España.
- Los precios son caros, especialmente la relación calidad precio de los alojamientos.
- Los precios, sobre todo alimentación y alojamiento, son elevados para un salario medio en España.
- Lower cost of most items.
- Lower prices.
- Lower prices.
- Lower prices for beer & wine.
- Lower prices. Meals are insanely expensive in Iceland compared to prices in the US.
- Lower your prices.
- Make everything less obviously heated to tourists!
- Make Iceland less expensive, including flights.
- Make it more clear that it is an expensive country so you have an idea of how much money to take and not left struggling with you money.
- Managing numbers of people in key tourist sites for example Golden circle.
- Mieux protéger/ encadrer vos points d'attrait, mettre plus d'emphase sur la faune et la flore, proposer plus de bains chauds extérieurs (propres) !! :).
- Migliorare le strutture ricettive come ad esempio i campeggi, ampliandone le aree comune dove si fa pranzo/ cena.
- Moins cher!
- More affordable accommodation outside Reykjavik, more people regulating tourists who climb fences and trample the flora and vegetation.
- More asphalt roads and better parking for big cars.
- More basic food choices especially for longer trips because costs accumulate.
- More facilities for indoor activities during winter time are very much useful.
- More reasonable food prices.
- Much more efficient transport to and from the airport. The buss-service is unnecessarily slow and inefficient. Too much



## Sp. 11. Hvað þyrfti að gera til þessa að þú yrðir líklegri til þessa að mæla með Íslandi sem áfangastað?

- Not so long of layovers especially on a long overseas flight.
- Nothing. Iceland is a very nice vacation spot.
- Nothing. It's great.
- Precios más asequibles.
- Prices are a bit high; but also, my friends prefer warmer places and cities, architecture, monuments - I was looking for nature experience and would recommend Iceland to likely minded people; infrastructure in hostels could be improved to accomodate largegroups (more showers!).
- Prices are extremely high, this makes it not a travel destination for everyone.
- Reduce the costs for living. Food and accomendations prices are though.
- Reduce the number of tourists.
- Reduction of living costs.
- Regulation of prices.
- Rifugi e campeggi più attrezzati e riparati.
- Services on Icelandair have really declined in the past few years.
- Some of my friends might have trouble affording the food and drink costs.
- Stop killing whales.
- Temps plus chaud / prix moins élevés.
- The airport was just too chaotic and busy. It didn't seem organized at all. The influx of tourism seems to be a problem that Iceland has not caught up to.
- The cost of living is prohibitive for young students.
- The duration off the travel - we came with the boat.
- The people at the accommodations (AirBnB, campsites) could be more welcoming. They didn't come over as very friendly. They are probably just shy and that's just their character but as well-travelled tourists (Europe & North America) we are used to more frendliness and chit-chat, e.g. how was your journey? how do like Iceland? anything I can help you with? need suggestions of what to do in the area? etc.
- The price of everything is soo expensive if the flight was cancelled I would have had to rob a bank. Even in the airport the cost of food was crazy!
- The prices are too high for me to be able to recommend this to people on average income. Some of this can not be controlled (due to exchange rates) but some things (like bar prices) could be.
- Too expensive.
- Too expensive to recommend to everyone.
- Tourism is out of control. Seven tour buses at one waterfall is insane and this was off season. I felt like a piece of meat churning from a grinder when walking to and from the plane crash.
- Une baisse générale du cout de la vie.
- Unfortunately for my immediate circle traveling to Iceland is considerably expensive. Other than that, a lot of people show interest in going there someday for a nature tour.
- Unterkünfte günstiger werden.
- Very expensive accommodation, restaurants etc.
- Viele Preise waren sehr überteuert, vor allem beim Bier und anderen, grundlegenden Lebensmitteln, der Campingplatz in Reykjavik war sehr schmutzig.
- Weniger hohe Touristenzahlen.
- Wetter im Sommer wärmer.
- You need to change the weather :P. Also it is very expensive.
- 交通要更方便，導賞團希望有中文。





## Sp. 12. Hvers vegna ertu ekki líkleg/ur til þessað mæla með Íslandi sem áfangastað?

- Always cloudy weather.
- Because it seems to be a similar place like Dubai. Purely composed for the sake of tourism. Everyone doing the same things, going the same places. It's not that I would not recommend it, I would recommend it with caution. As it has to suit you or you'll have to be prepared to take a different path.
- Blue Lagoon was inaccessible.
- Cost.
- Customer service was quite bad/ lacking everywhere we went.
- Für Familien mit Kindern ist es einfach viel zu teuer!
- I am likely to recommend it, but a lot of my friends are not interested in all the fun nature activities offered in Iceland.
- I felt the tour was poorly organized and included too many people of varying abilities. Some struggled with getting on and off the bus and some were unable to enjoy a more active involvement with the landscape. The tour did not respond to specific queries as to reimburse it as we arranged to depart earlier. He was not available to the consumers.
- I will always recommend Iceland to people. Usually, I need trees to like a landscape, but Iceland is special.
- In my eyes Iceland is too touristy, extremely expensive; car is an absolute necessity because "so called" public transport is incredibly expensive and infrequent for ordinary travelling; weather is rather cold and harsh.
- It was beautiful, but the cost/ value to experience ratio was lacking. The rental car, food, etc. seems to be too expensive.
- It's so very expensive.
- Les coûts de la vie sont trop élevés. Les personnes sans voitures y trouvent difficilement leur compte. Le bus public (55) ne passe pas au bonne heure, n'est pas très fonctionnel. La nourriture est trop chère comparativement à ailleurs.
- Long way to go and expensive.
- My friends don't have that kind of money.
- Not very much to do inside as well as outside Reykjavik.
- Quite expensive.
- There is very little culture to see, the city of Reykjavik had nothing of interest, the expenses were through the roof, the food was terrible, the sights of nature can be seen in other places for much less money.
- Too cold and very challenging.
- Too crowded in summer.
- Too expensive, service is poor, locals are surly.
- Very expensive. Some tourist experiences not great. People not overly friendly.
- Zu viele Touristen.

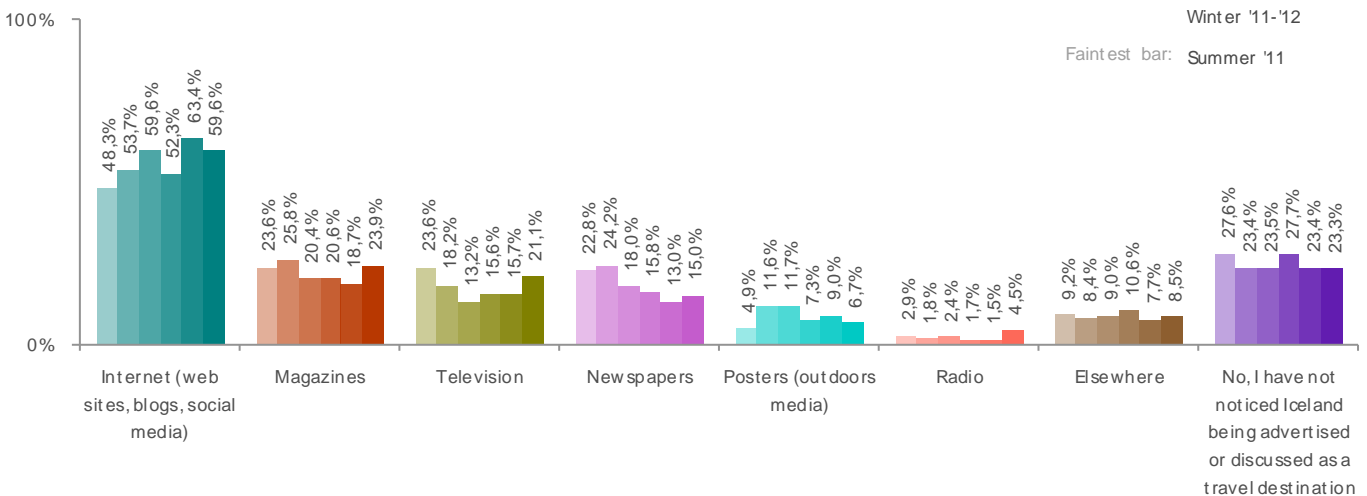
# ICELAND AS A TRAVEL DESTINATION



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

	Count respondents	% respondents	% responses
Internet (web sites, blogs, social media)	1203	59,6	36,7
Magazines	483	23,9	14,7
Television	426	21,1	13,0
Newspapers	303	15,0	9,2
Posters (outdoors media)	135	6,7	4,1
Radio	90	4,5	2,7
Elsewhere	171	8,5	5,2
No, I have not noticed Iceland being advertised or discussed as a travel destination	471	23,3	14,4
<b>Number of responses</b>	<b>3282</b>	<b>162,6</b>	<b>100,0</b>
<b>Number of respondents</b>	<b>2019</b>	<b>89,7</b>	
<b>Did not answer</b>	<b>231</b>	<b>10,3</b>	
<b>Total</b>	<b>2250</b>	<b>100,0</b>	

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





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

	Number of answers	Internet	Magazines	Television	Newspapers	Posters	Radio	Elsewhere	I have not noticed Iceland being advertised
	Count	%	%	%	%	%	%	%	%
<b>Gender</b>									
Male	834	55,8	21,9	22,7	18,0	7,9	4,0	8,3	27,0
Female	1182	62,4	25,4	20,1	12,9	5,8	4,8	8,4	20,8
<b>Age</b>									
24 years and younger	334	<b>67,7</b>	<b>15,0</b>	22,5	12,0	5,7	4,5	6,3	23,1
25-34 years	681	66,4	23,5	18,4	11,9	10,3	6,8	7,8	19,2
35-44 years	338	56,5	22,5	21,0	<b>11,8</b>	6,2	2,4	4,4	<b>30,2</b>
45-54 years	321	53,0	23,4	19,6	<b>24,0</b>	1,2	4,7	12,1	28,3
55 years and older	333	<b>48,3</b>	<b>35,7</b>	25,8	19,5	5,4	1,8	12,9	<b>19,2</b>
<b>What is your profession?</b>									
Professionals (dr./lawyer/ account. etc.)	417	56,1	21,6	15,8	<b>10,1</b>	7,2	3,6	6,5	25,9
Student	384	69,5	24,2	21,9	14,1	8,6	4,7	8,6	20,3
Other professionals	240	56,3	18,8	<b>15,0</b>	12,5	5,0	2,5	8,8	28,8
Managerial	195	49,2	27,7	27,7	20,0	10,8	3,1	3,1	27,7
Teacher/ Medical care	198	57,6	22,7	18,2	21,2	6,1	<b>12,1</b>	4,5	19,7
Clerical/ Service	162	51,9	20,4	22,2	16,7	<b>0,0</b>	5,6	9,3	31,5
Retired/ Homemaker	129	69,8	<b>37,2</b>	20,9	11,6	2,3	<b>0,0</b>	16,3	<b>14,0</b>
Vocational/ Technical	69	<b>73,9</b>	13,0	34,8	<b>21,7</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	21,7
Artist/ Musician/ Actor etc.	15	<b>20,0</b>	<b>0,0</b>	<b>40,0</b>	20,0	<b>20,0</b>	<b>0,0</b>	<b>0,0</b>	<b>40,0</b>
Other	174	60,3	36,2	25,9	19,0	8,6	5,2	<b>19,0</b>	15,5
<b>Household income</b>									
High	717	58,6	24,3	<b>16,3</b>	13,8	5,9	2,9	10,9	23,4
Average	726	56,6	21,5	21,5	13,6	7,4	5,4	8,3	<b>26,9</b>
Low	399	65,4	23,3	<b>27,1</b>	21,1	6,8	6,8	6,0	<b>16,5</b>
<b>Market area</b>									
Central/ Southern Europe	966	61,8	<b>30,4</b>	<b>31,1</b>	17,7	5,9	7,5	8,4	21,7
North America	630	61,0	18,1	11,9	<b>9,0</b>	9,0	1,9	9,0	24,8
Britain	156	50,0	<b>15,4</b>	19,2	<b>25,0</b>	7,7	1,9	<b>1,9</b>	21,2
Scandinavia	120	50,0	20,0	7,5	15,0	2,5	2,5	12,5	<b>35,0</b>
Asia	39	<b>76,9</b>	<b>15,4</b>	7,7	15,4	0,0	0,0	<b>15,4</b>	<b>7,7</b>
Other	99	<b>48,5</b>	21,2	<b>6,1</b>	12,1	3,0	0,0	6,1	27,3
<b>Educational level</b>									
Finished high school or less	273	<b>69,2</b>	30,8	<b>28,6</b>	9,9	4,4	1,1	6,6	20,9
Bachelor's degree or equivalent	993	59,2	22,4	21,8	15,7	6,3	5,7	9,1	23,3
Master's/ Ph.D. or equivalent	726	<b>57,0</b>	24,0	<b>16,5</b>	15,7	7,9	4,1	7,9	24,4

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

# ICELAND AS A TRAVEL DESTINATION



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

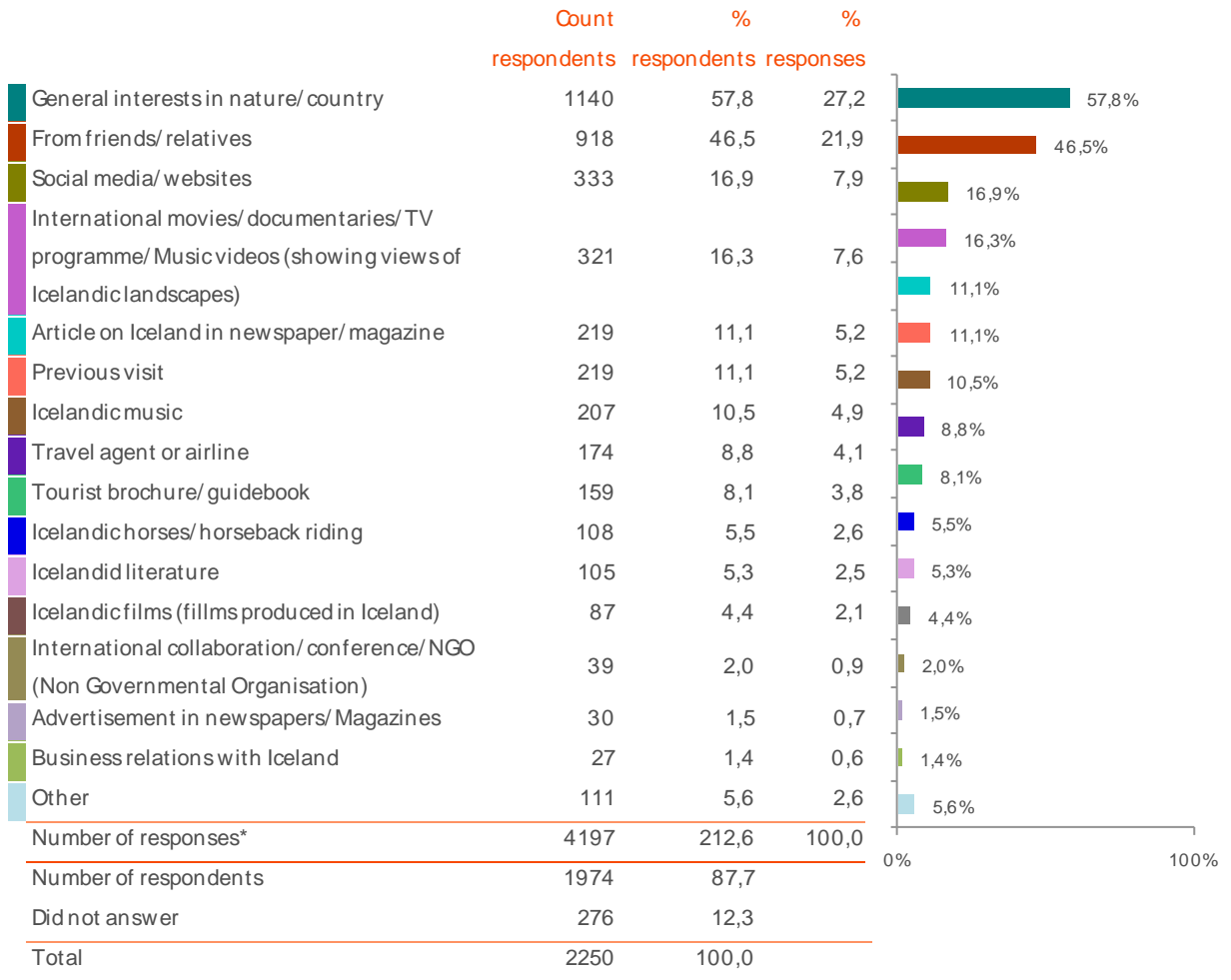
	Number of answers	Internet	Magazines	Television	Newspapers	Posters	Radio	Elsewhere	I have not noticed Iceland being advertised
	Count	%	%	%	%	%	%	%	%
<b>Nationality</b>									
American	456	53,9	18,4	9,9	6,6	9,2	2,0	9,9	29,6
German	231	59,7	27,3	46,8	20,8	5,2	6,5	7,8	20,8
Canadian	159	<b>84,9</b>	18,9	15,1	18,9	9,4	1,9	5,7	<b>9,4</b>
French	162	48,1	29,6	40,7	20,4	<b>14,8</b>	18,5	11,1	18,5
Italian	165	65,5	32,7	16,4	20,0	1,8	3,6	5,5	27,3
British	129	58,1	20,9	20,9	30,2	7,0	<b>0,0</b>	2,3	11,6
Spanish	93	54,8	25,8	22,6	9,7	3,2	6,5	6,5	32,3
Dutch	69	65,2	34,8	13,0	17,4	4,3	<b>0,0</b>	<b>13,0</b>	26,1
Swedish	51	<b>35,3</b>	<b>17,6</b>	<b>0,0</b>	<b>5,9</b>	<b>0,0</b>	<b>0,0</b>	11,8	<b>47,1</b>
Swiss	33	63,6	<b>45,5</b>	36,4	<b>36,4</b>	<b>0,0</b>	9,1	<b>0,0</b>	18,2
Norwegian	30	70,0	20,0	30,0	20,0	10,0	10,0	<b>0,0</b>	20,0
Austrian	27	55,6	44,4	<b>55,6</b>	11,1	<b>0,0</b>	<b>22,2</b>	11,1	33,3
Other	414	60,9	21,0	15,2	10,9	5,1	2,2	10,9	21,7
<b>Transportation</b>									
Airline	1977	<b>59,2</b>	<b>23,1</b>	<b>20,6</b>	14,9	6,8	4,6	8,3	<b>23,7</b>
M/ SNorröna	42	<b>78,6</b>	<b>64,3</b>	<b>42,9</b>	21,4	0,0	0,0	14,3	<b>7,1</b>
<b>Type of trip+</b>									
Package tour	198	53,0	27,3	19,7	<b>13,6</b>	4,5	3,0	6,1	<b>34,8</b>
Individually-arranged tour	1587	<b>60,3</b>	<b>22,5</b>	<b>22,5</b>	15,9	7,0	4,0	8,5	<b>22,3</b>
Business-arranged tour	24	<b>50,0</b>	<b>37,5</b>	<b>12,5</b>	<b>25,0</b>	0,0	0,0	12,5	25,0
<b>Purpose of visit+</b>									
Vacation/ holiday	1815	60,3	24,1	21,0	14,9	<b>6,1</b>	4,0	7,6	23,3
Event in Iceland (leisure related)	120	62,5	25,0	22,5	27,5	10,0	10,0	7,5	22,5
Visiting friends/ relatives	99	63,6	21,2	27,3	21,2	12,1	3,0	12,1	15,2
Education and training	39	53,8	<b>15,4</b>	23,1	23,1	15,4	<b>15,4</b>	7,7	<b>38,5</b>
Conference/ large meeting	27	55,6	33,3	<b>11,1</b>	33,3	<b>22,2</b>	11,1	<b>0,0</b>	22,2
Business/ small meeting	21	<b>42,9</b>	28,6	28,6	<b>14,3</b>	14,3	14,3	14,3	<b>14,3</b>
Other	15	<b>80,0</b>	<b>60,0</b>	<b>60,0</b>	<b>40,0</b>	20,0	<b>0,0</b>	<b>20,0</b>	20,0

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

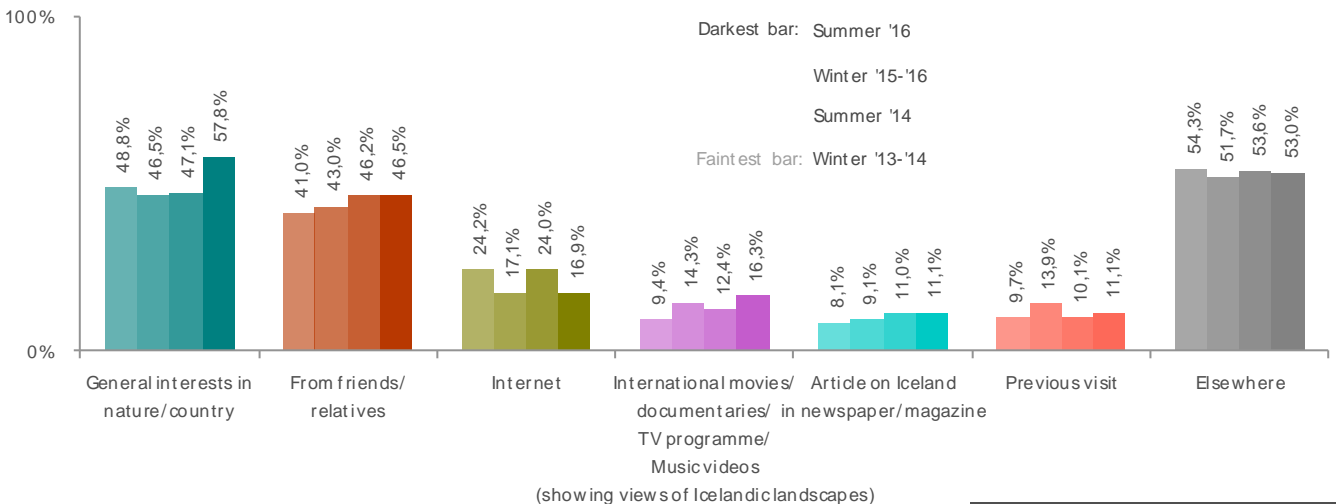
# THE IDEA OF COMING TO ICELAND



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



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





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

	Number of answers	General interests in nature/ country	From friends/ relatives	Social media/ websites	International movies/ documentaries/ TV programme/ Music videos	Article on Iceland in newspaper/ magazine	Elsewhere
	Count	%	%	%	%	%	%
<b>Gender</b>							
Male	804	61,6	44,8	15,3	18,7	12,3	45,5
Female	1167	55,3	47,8	18,0	14,7	10,3	48,6
<b>Age</b>							
24 years and younger	327	<b>64,2</b>	<b>41,9</b>	20,8	19,9	7,6	46,5
25-34 years	664	63,9	<b>53,8</b>	<b>23,6</b>	18,4	10,7	<b>41,9</b>
35-44 years	325	59,7	43,4	12,3	12,9	8,0	51,7
45-54 years	310	48,1	41,9	12,9	12,6	14,2	47,7
55 years and older	333	<b>47,1</b>	44,1	<b>8,4</b>	15,0	15,9	<b>54,4</b>
<b>What is your profession?</b>							
Professionals (dr./lawyer/ account. etc.)	405	48,1	<b>50,4</b>	17,8	11,9	11,1	54,8
Student	375	71,2	48,8	21,6	<b>24,0</b>	12,0	48,0
Other professionals	228	59,2	48,7	9,2	17,1	7,9	40,8
Managerial	192	46,9	<b>37,5</b>	14,1	<b>4,7</b>	7,8	42,2
Teacher/ Medical care	198	56,1	48,5	13,6	19,7	10,6	45,5
Clerical/ Service	156	<b>73,1</b>	48,1	<b>25,0</b>	17,3	5,8	38,5
Retired/ Homemaker	132	38,6	43,2	<b>6,8</b>	13,6	<b>22,7</b>	47,7
Vocational/ Technical	63	66,7	38,1	19,0	14,3	14,3	<b>57,1</b>
Artist/ Musician/ Actor etc.	18	<b>16,7</b>	50,0	16,7	16,7	<b>0,0</b>	<b>33,3</b>
Other	171	63,2	42,1	22,8	21,1	12,3	52,6
<b>Household income</b>							
High	693	<b>50,6</b>	43,7	13,9	16,9	10,8	49,8
Average	714	55,0	49,6	18,9	16,8	10,1	43,7
Low	393	<b>67,2</b>	43,5	19,8	15,3	11,5	51,9
<b>Market area</b>							
Central/ Southern Europe	948	67,7	44,6	13,9	19,9	12,0	45,9
North America	603	49,3	49,3	21,4	<b>10,9</b>	11,4	43,3
Britain	153	<b>37,3</b>	49,0	<b>11,8</b>	11,8	<b>3,9</b>	56,9
Scandinavia	120	45,0	<b>57,5</b>	12,5	15,0	7,5	<b>70,0</b>
Asia	42	42,9	<b>21,4</b>	<b>35,7</b>	<b>21,4</b>	<b>35,7</b>	<b>42,9</b>
Other	99	<b>69,7</b>	36,4	24,2	21,2	6,1	48,5
<b>Educational level</b>							
Finished high school or less	267	<b>73,0</b>	46,1	18,0	21,3	13,5	44,9
Bachelor's degree or equivalent	957	57,1	46,4	20,1	16,0	11,9	47,0
Master's/ Ph.D. or equivalent	720	<b>53,3</b>	47,5	12,5	15,4	8,8	49,2

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



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

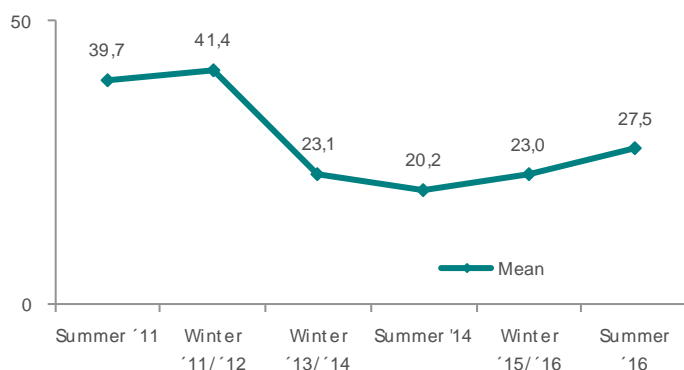
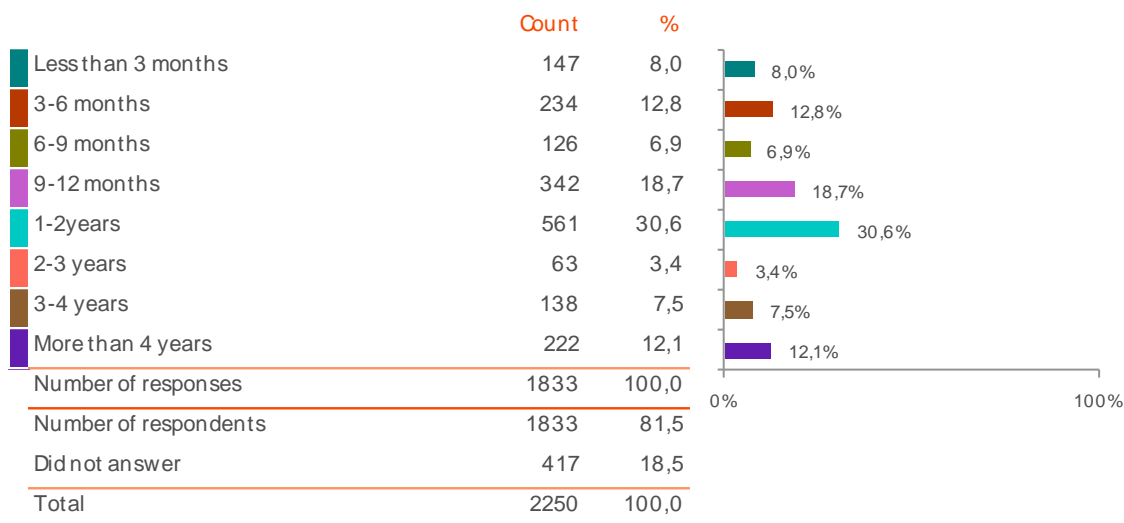
	Number of answers	General interests in nature/ country	From friends/ relatives	Social media/ websites	International movies/ documentaries/ TV programme/ Music videos	Article on Iceland in newspaper/ magazine	Elsewhere
	Count	%	%	%	%	%	%
<b>Nationality</b>							
American	426	44,4	51,4	17,6	9,9	12,0	44,4
German	225	<b>80,0</b>	42,7	9,3	22,7	14,7	48,0
Canadian	162	53,7	44,4	<b>31,5</b>	16,7	13,0	44,4
French	159	67,9	45,3	5,7	15,1	3,8	45,3
Italian	165	76,4	52,7	18,2	14,5	14,5	45,5
British	126	35,7	50,0	14,3	11,9	7,1	61,9
Spanish	93	77,4	41,9	16,1	16,1	16,1	<b>19,4</b>
Dutch	69	56,5	<b>21,7</b>	13,0	8,7	8,7	60,9
Swedish	48	<b>31,3</b>	<b>62,5</b>	18,8	<b>6,3</b>	<b>0,0</b>	62,5
Swiss	33	54,5	36,4	<b>0,0</b>	9,1	9,1	<b>81,8</b>
Norwegian	33	72,7	36,4	18,2	18,2	<b>27,3</b>	72,7
Austrian	30	70,0	50,0	20,0	<b>50,0</b>	10,0	70,0
Other	405	53,3	45,9	20,7	22,2	9,6	44,4
<b>Transportation</b>							
Airline	1932	57,6	46,4	17,1	16,1	<b>11,3</b>	47,5
M/ SNorröna	42	64,3	50,0	7,1	21,4	<b>0,0</b>	42,9
<b>Type of trip+</b>							
Package tour	198	56,1	36,4	12,1	9,1	<b>12,1</b>	54,5
Individually-arranged tour	1554	<b>60,2</b>	<b>48,3</b>	<b>16,8</b>	18,0	11,2	<b>46,1</b>
Business-arranged tour	24	<b>12,5</b>	<b>25,0</b>	<b>0,0</b>	12,5	<b>0,0</b>	<b>62,5</b>
<b>Purpose of visit+</b>							
Vacation/ holiday	1788	60,2	48,2	17,8	16,8	<b>11,7</b>	45,5
Event in Iceland (leisure related)	120	50,0	<b>60,0</b>	25,0	15,0	5,0	62,5
Visiting friends/ relatives	102	23,5	58,8	11,8	5,9	2,9	64,7
Education and training	39	61,5	38,5	15,4	<b>0,0</b>	<b>0,0</b>	69,2
Conference/ large meeting	27	55,6	33,3	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	77,8
Business/ small meeting	24	<b>12,5</b>	<b>12,5</b>	<b>0,0</b>	25,0	<b>0,0</b>	<b>87,5</b>
Other	15	<b>80,0</b>	20,0	<b>40,0</b>	<b>40,0</b>	<b>0,0</b>	<b>40,0</b>

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

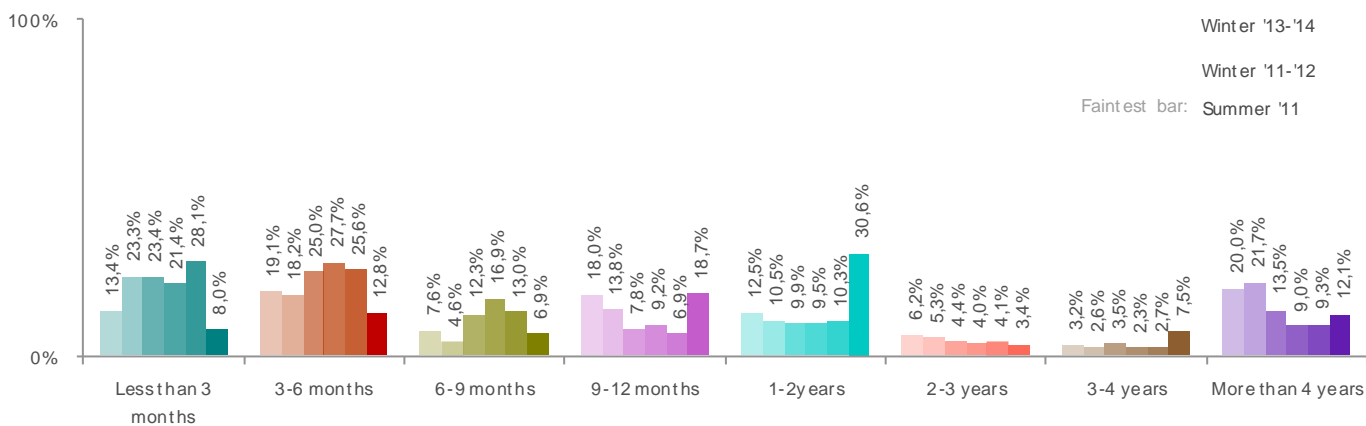
# FIRST CONSIDERING COMING TO ICELAND



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



Mean 27,5 months  
 Standard deviation 42,3 months  
 Median 16,0 months







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

	Number of answers	Less than 3 months	3-6 months	6-12 months	1-2years	2-4 years	More than 4 years	
	Count	%	%	%	%	%	%	
<b>Total</b>	<b>1833</b>	<b>8,0</b>	<b>12,8</b>	<b>25,5</b>	<b>30,6</b>	<b>11,0</b>	<b>12,1</b>	27,5
<b>Gender</b>								
Male	741	8,5	13,0	26,3	29,1	11,3	11,7	26,7
Female	1089	7,7	12,7	24,8	31,7	10,7	12,4	28,1
<b>Age*</b>								
24 years and younger	310	7,4	18,7	30,0	32,6	7,4	3,9	16,7
25-34 years	634	6,2	11,2	25,6	30,4	14,2	12,5	29,8
35-44 years	299	7,0	15,1	19,4	31,1	9,4	18,1	31,1
45-54 years	290	10,7	13,4	27,9	24,8	8,6	14,5	29,6
55 years and older	285	11,6	7,4	26,0	33,7	11,2	10,2	27,0
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	381	4,7	11,8	27,6	31,5	11,0	13,4	27,0
Student	354	8,5	12,7	27,1	39,0	8,5	4,2	17,7
Other professionals	219	11,0	15,1	19,2	31,5	12,3	11,0	30,8
Managerial	171	15,8	14,0	24,6	22,8	8,8	14,0	27,1
Teacher/ Medical care	174	1,7	13,8	34,5	25,9	19,0	5,2	23,1
Clerical/ Service	144	16,7	10,4	20,8	18,8	20,8	12,5	36,7
Retired/ Homemaker	111	8,1	8,1	27,0	35,1	2,7	18,9	36,0
Vocational/ Technical	66	4,5	13,6	31,8	27,3	9,1	13,6	24,0
Artist/ Musician/ Actor etc.	18	0,0	33,3	0,0	50,0	16,7	0,0	17,3
Other	156	5,8	11,5	21,2	34,6	5,8	21,2	34,5
<b>Household income</b>								
High	663	8,1	14,5	23,1	31,2	10,4	12,7	27,7
Average	657	10,0	8,7	27,4	31,5	11,0	11,4	28,2
Low	369	4,9	18,7	23,6	26,0	13,8	13,0	28,3
<b>Market area*</b>								
Central/ Southern Europe	894	9,1	10,4	25,5	28,2	13,1	13,8	31,7
North America	561	5,9	15,0	24,6	34,2	8,6	11,8	25,3
Britain	141	8,5	19,1	31,9	27,7	4,3	8,5	18,3
Scandinavia	102	5,9	17,6	11,8	35,3	17,6	11,8	26,3
Asia	39	23,1	15,4	30,8	30,8	0,0	0,0	10,3
Other	87	6,9	6,9	34,5	27,6	13,8	10,3	24,5
<b>Educational level*</b>								
Finished high school or less	249	8,4	10,8	26,5	33,7	13,3	7,2	25,5
Bachelor's degree or equivalent	885	7,1	14,6	27,8	32,2	6,8	11,5	23,8
Master's/ Ph.D. or equivalent	675	9,3	10,7	22,7	28,0	15,6	13,8	32,8

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



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

	Number of answers	Less than 3 months	3-6 months	6-12 months	1-2years	2-4 years	More than 4 years	
	Count	%	%	%	%	%	%	
<b>Total</b>	<b>1833</b>	<b>8,0</b>	<b>12,8</b>	<b>25,5</b>	<b>30,6</b>	<b>11,0</b>	<b>12,1</b>	27,5
<b>Nationality*</b>								
American	405	3,7	15,6	25,2	34,8	7,4	13,3	25,8
German	195	7,7	9,2	12,3	40,0	16,9	13,8	31,5
Canadian	144	10,4	18,8	22,9	29,2	12,5	6,3	23,3
French	153	7,8	19,6	35,3	17,6	9,8	9,8	31,5
Italian	162	14,8	7,4	25,9	29,6	13,0	9,3	23,2
British	117	10,3	20,5	25,6	30,8	2,6	10,3	19,0
Spanish	90	3,3	13,3	43,3	10,0	10,0	20,0	28,5
Dutch	63	9,5	0,0	23,8	38,1	14,3	14,3	28,9
Swedish	39	0,0	23,1	7,7	30,8	15,4	23,1	47,6
Swiss	27	22,2	0,0	22,2	22,2	22,2	11,1	40,2
Norwegian	30	20,0	20,0	10,0	40,0	0,0	10,0	19,0
Austrian	30	0,0	10,0	10,0	50,0	30,0	0,0	24,6
Other	378	8,7	7,9	30,2	29,4	11,1	12,7	29,4
<b>Transportation</b>								
Airline	1794	8,2	12,9	25,4	30,8	11,0	11,7	27,4
M/ SNorröna	39	0,0	7,7	30,8	23,1	7,7	30,8	34,4
<b>Type of trip*</b>								
Package tour	168	12,5	14,3	21,4	26,8	10,7	14,3	37,6
Individually-arranged tour	1473	7,5	12,0	27,1	30,8	10,6	12,0	26,9
Business-arranged tour	18	0,0	16,7	33,3	50,0	0,0	0,0	13,2
<b>Purpose of visit*</b>								
Vacation/ holiday	1653	7,3	12,7	25,4	30,7	10,9	13,1	28,7
Event in Iceland (leisure related)	102	5,9	8,8	11,8	38,2	14,7	20,6	36,2
Visiting friends/ relatives	93	12,9	3,2	25,8	41,9	6,5	9,7	24,1
Education and training	42	0,0	7,1	14,3	64,3	7,1	7,1	47,1
Conference/ large meeting	27	22,2	22,2	33,3	22,2	0,0	0,0	9,4
Business/ small meeting	18	16,7	0,0	16,7	33,3	0,0	33,3	
Other	15	0,0	0,0	40,0	40,0	0,0	20,0	26,8

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

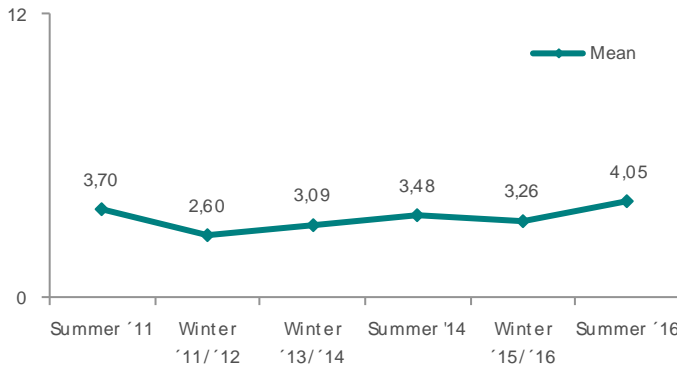
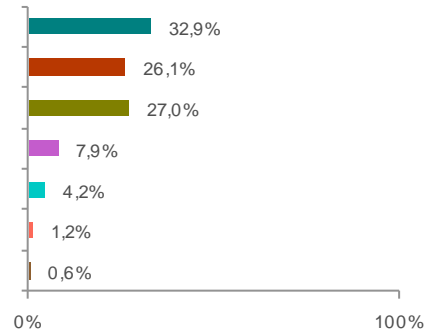
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# TIME BETWEEN BOOKING AND DEPARTURE



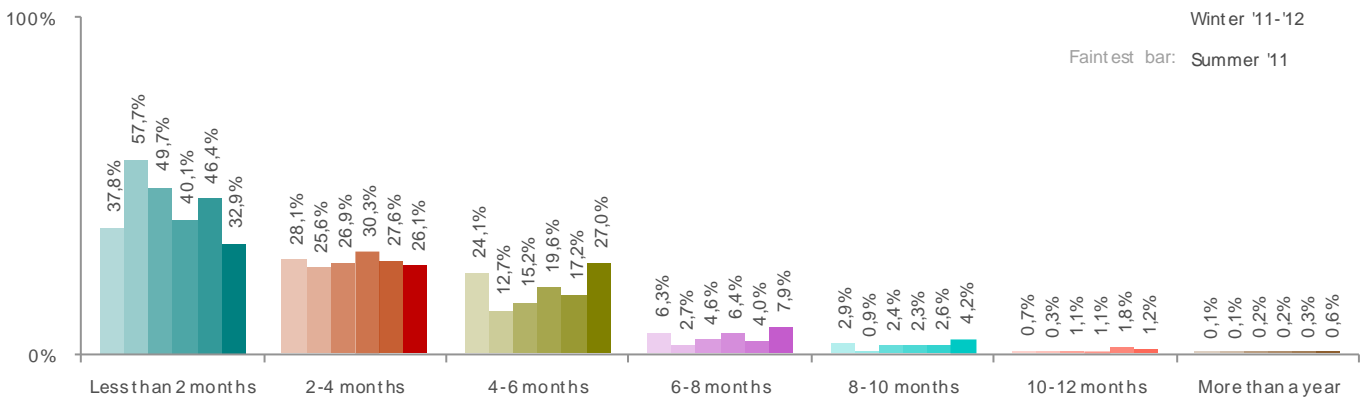
## Q. 16. How long before departure did you book the flight or buy the tour package?

	Count	%
Less than 2 months	639	32,9
2-4 months	507	26,1
4-6 months	525	27,0
6-8 months	153	7,9
8-10 months	81	4,2
10-12 months	24	1,2
More than a year	12	0,6
Number of responses	1941	100,0
Number of respondents	1941	86,3
Did not answer	309	13,7
Total	2250	100,0



Mean 4,05 months  
Standard deviation 4,00 months



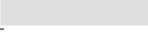















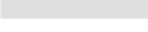











Darkest bar: Summer '16  
Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11



# TIME BETWEEN BOOKING AND DEPARTURE



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

	Number of answers	Less than 2 months	2-4 months	4-6 months	6-8 months	More than 8 months		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1941</b>	<b>32,9</b>	<b>26,1</b>	<b>27,0</b>	<b>7,9</b>	<b>6,0</b>		4,05
<b>Gender</b>								
Male	801	33,3	27,0	25,5	8,6	5,6		3,94
Female	1137	32,7	25,6	28,0	7,4	6,3		4,12
<b>Age*</b>								
24 years and younger	306	48,7	18,6	20,6	6,9	5,2		3,54
25-34 years	657	34,4	30,6	25,9	4,7	4,4		3,66
35-44 years	333	31,2	27,6	27,6	7,5	6,0		4,10
45-54 years	313	26,2	20,8	33,9	14,1	5,1		4,52
55 years and older	317	24,6	28,1	26,8	9,1	11,4		4,74
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	414	32,6	30,4	25,4	5,8	5,8		3,97
Student	348	45,7	23,3	20,7	6,0	4,3		3,46
Other professionals	231	37,7	20,8	29,9	7,8	3,9		3,78
Managerial	186	35,5	27,4	24,2	6,5	6,5		3,88
Teacher/ Medical care	195	26,2	33,8	26,2	7,7	6,2		4,33
Clerical/ Service	150	30,0	28,0	32,0	4,0	6,0		4,04
Retired/ Homemaker	129	20,9	23,3	37,2	14,0	4,7		4,63
Vocational/ Technical	69	21,7	26,1	21,7	8,7	21,7		5,13
Artist/ Musician/ Actor etc.	18	50,0	16,7	16,7	16,7	0,0		3,32
Other	165	25,5	21,8	34,5	12,7	5,5		4,46
<b>Household income</b>								
High	702	36,8	17,9	30,8	9,0	5,6		4,07
Average	705	31,1	29,4	26,4	6,4	6,8		4,06
Low	381	29,9	33,9	22,8	7,1	6,3		4,00
<b>Market area*</b>								
Central/ Southern Europe	927	31,1	24,3	28,8	8,7	7,1		4,20
North America	600	33,0	28,5	26,5	6,5	5,5		3,98
Britain	150	36,0	28,0	22,0	8,0	6,0		3,98
Scandinavia	117	28,2	43,6	20,5	2,6	5,1		3,75
Asia	39	61,5	15,4	15,4	7,7	0,0		2,99
Other	99	39,4	12,1	33,3	12,1	3,0		3,84
<b>Educational level*</b>								
Finished high school or less	255	36,5	16,5	29,4	9,4	8,2		4,16
Bachelor's degree or equivalent	948	34,8	29,7	24,7	6,6	4,1		3,78
Master's/ Ph.D. or equivalent	711	30,0	24,5	29,5	8,9	7,2		4,28

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

# TIME BETWEEN BOOKING AND DEPARTURE



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

	Number of answers	Less than 2 months	2-4 months	4-6 months	6-8 months	More than 8 months	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1941</b>	<b>32,9</b>	<b>26,1</b>	<b>27,0</b>	<b>7,9</b>	<b>6,0</b>	4,05
<b>Nationality*</b>							
American	444	33,1	27,7	27,7	7,4	4,1	3,96
German	213	33,8	15,5	23,9	14,1	12,7	4,78
Canadian	147	34,7	32,7	24,5	2,0	6,1	3,76
French	147	26,5	28,6	30,6	4,1	10,2	4,48
Italian	159	43,4	18,9	30,2	1,9	5,7	3,41
British	126	42,9	23,8	16,7	9,5	7,1	3,88
Spanish	90	16,7	33,3	40,0	6,7	3,3	4,28
Dutch	66	18,2	9,1	36,4	27,3	9,1	5,44
Swedish	48	25,0	37,5	25,0	6,3	6,3	4,09
Swiss	33	0,0	45,5	36,4	18,2	0,0	4,96
Norwegian	30	40,0	20,0	30,0	0,0	10,0	4,14
Austrian	30	10,0	10,0	60,0	20,0	0,0	5,30
Other	408	37,5	30,1	22,1	6,6	3,7	3,55
<b>Transportation*</b>							
Airline	1905	33,5	26,0	26,8	7,7	6,0	4,02
M/ SNorröna	36	0,0	33,3	41,7	16,7	8,3	5,58
<b>Type of trip*</b>							
Package tour	192	37,5	17,2	25,0	9,4	10,9	4,42
Individually-arranged tour	1551	30,9	26,5	29,2	8,3	5,0	4,10
Business-arranged tour	21	28,6	57,1	14,3	0,0	0,0	2,99
<b>Purpose of visit*</b>							
Vacation/ holiday	1758	32,1	26,1	27,8	8,0	6,0	4,10
Event in Iceland (leisure related)	120	30,0	22,5	32,5	10,0	5,0	4,32
Visiting friends/ relatives	96	37,5	40,6	9,4	6,3	6,3	3,28
Education and training	42	28,6	35,7	14,3	7,1	14,3	4,27
Conference/ large meeting	27	44,4	44,4	11,1	0,0	0,0	2,50
Business/ small meeting	18	50,0	33,3	0,0	0,0	16,7	2,94
Other	15	60,0	40,0	0,0	0,0	0,0	2,49

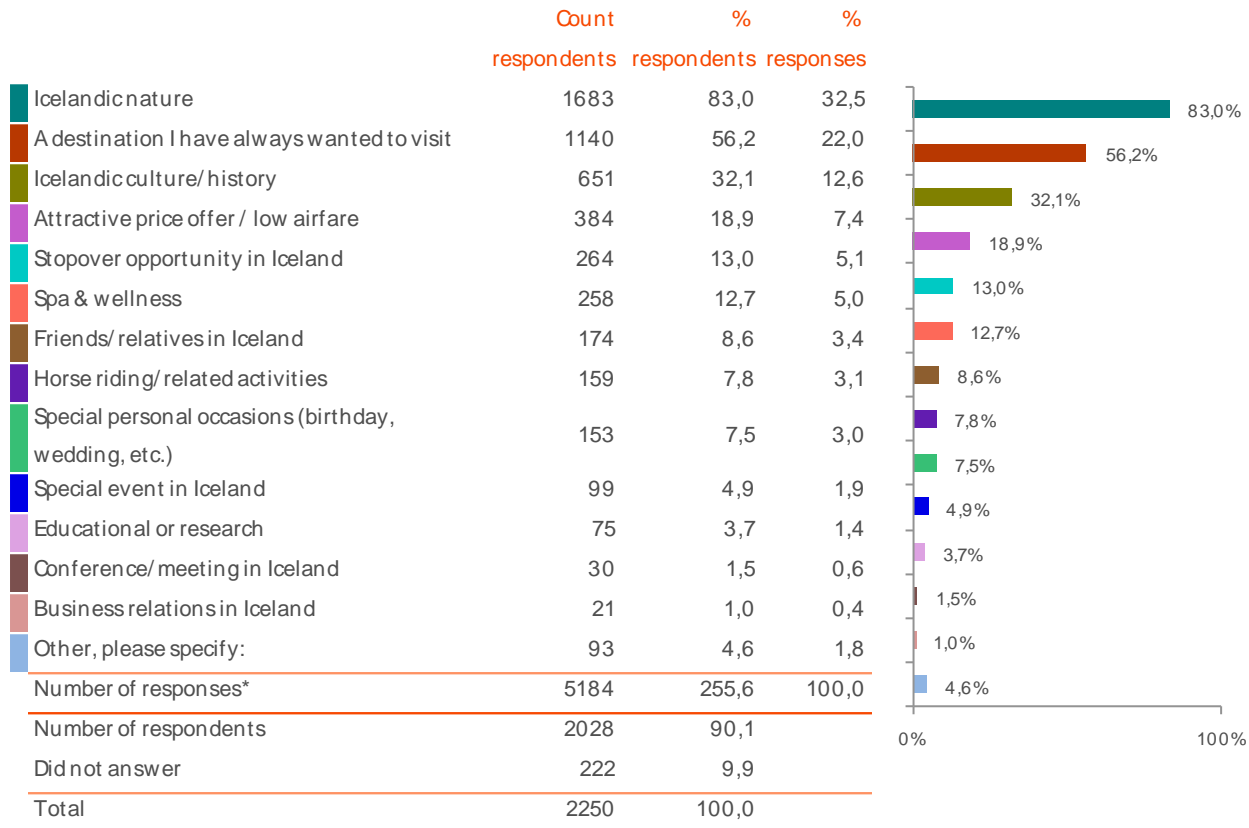
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

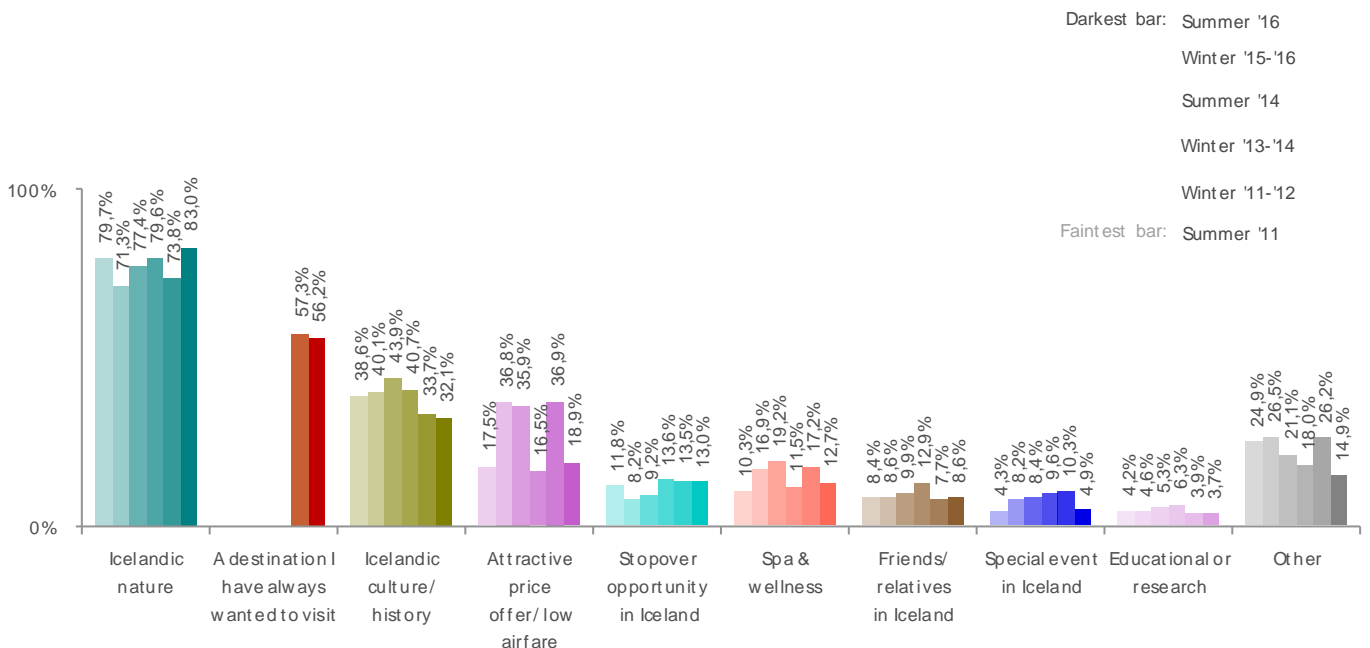
# FACTORS CONCERNING THE DECISION TO VISIT ICELAND



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



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



# FACTORS CONCERNING THE DECISION TO VISIT ICELAND



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

	Number of answers	Icelandic nature	A destination I have always wanted to visit	Icelandic culture/ history	Attractive price offer / low airfare	Stopover opportunity in Iceland	Other
	Count	%	%	%	%	%	%
<b>Gender</b>							
Male	828	84,1	56,9	33,3	20,3	15,2	39,5
Female	1197	82,2	55,9	31,3	18,0	11,5	38,8
<b>Age</b>							
24 years and younger	336	85,1	58,0	31,8	<b>25,9</b>	14,6	<b>33,9</b>
25-34 years	682	84,8	<b>60,1</b>	29,6	18,8	11,6	37,1
35-44 years	341	84,2	59,2	32,3	19,4	13,8	40,5
45-54 years	321	82,2	<b>46,7</b>	33,6	20,9	14,6	37,4
55 years and older	333	76,9	53,2	35,4	<b>10,8</b>	12,6	<b>49,2</b>
<b>What is your profession?</b>							
Professionals (dr./lawyer/ account. etc.)	420	81,4	53,6	36,4	22,9	10,7	47,9
Student	384	87,5	<b>62,5</b>	30,5	25,8	17,2	38,3
Other professionals	240	81,3	53,8	25,0	18,8	13,8	40,0
Managerial	192	81,3	50,0	39,1	<b>7,8</b>	7,8	37,5
Teacher/ Medical care	201	<b>88,1</b>	61,2	31,3	14,9	11,9	32,8
Clerical/ Service	159	86,8	62,3	<b>9,4</b>	15,1	<b>7,5</b>	30,2
Retired/ Homemaker	135	73,3	44,4	40,0	17,8	20,0	46,7
Vocational/ Technical	66	72,7	59,1	40,9	27,3	9,1	<b>27,3</b>
Artist/ Musician/ Actor etc.	18	<b>66,7</b>	<b>33,3</b>	16,7	<b>33,3</b>	<b>33,3</b>	<b>50,0</b>
Other	174	86,2	62,1	<b>41,4</b>	10,3	10,3	36,2
<b>Household income</b>							
High	720	79,2	56,7	32,9	22,9	16,3	42,9
Average	732	84,0	52,5	32,0	17,6	12,7	36,1
Low	399	85,0	60,9	30,8	14,3	9,8	41,4
<b>Market area</b>							
Central/ Southern Europe	960	<b>89,1</b>	59,4	<b>27,5</b>	9,4	5,0	36,3
North America	636	76,9	53,3	34,0	<b>35,4</b>	<b>27,8</b>	40,6
Britain	159	<b>64,2</b>	<b>45,3</b>	<b>41,5</b>	17,0	13,2	<b>56,6</b>
Scandinavia	123	85,4	56,1	41,5	24,4	4,9	56,1
Asia	42	85,7	57,1	35,7	<b>7,1</b>	<b>0,0</b>	28,6
Other	99	87,9	<b>60,6</b>	36,4	9,1	12,1	<b>15,2</b>
<b>Educational level</b>							
Finished high school or less	264	87,5	63,6	34,1	14,8	6,8	<b>29,5</b>
Bachelor's degree or equivalent	999	83,8	55,6	32,7	21,9	16,2	39,3
Master's/ Ph.D. or equivalent	735	80,0	54,3	30,6	15,9	11,4	<b>42,9</b>

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

# FACTORS CONCERNING THE DECISION TO VISIT ICELAND



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

	Number of answers	Icelandic nature	A destination I have always wanted to visit	Icelandic culture/ history	Attractive price offer / low airfare	Stopover opportunity in Iceland	Other
	Count	%	%	%	%	%	%
<b>Nationality</b>							
American	462	74,0	52,6	35,1	34,4	<b>31,8</b>	39,6
German	225	88,0	65,3	28,0	8,0	2,7	41,3
Canadian	159	81,1	52,8	35,8	<b>43,4</b>	22,6	43,4
French	159	94,3	52,8	24,5	7,5	5,7	35,8
Italian	165	90,9	<b>70,9</b>	32,7	7,3	<b>0,0</b>	34,5
British	129	<b>67,4</b>	51,2	53,5	16,3	11,6	<b>67,4</b>
Spanish	93	<b>96,8</b>	<b>41,9</b>	16,1	6,5	<b>0,0</b>	<b>16,1</b>
Dutch	69	87,0	52,2	<b>8,7</b>	17,4	26,1	21,7
Swedish	51	82,4	64,7	41,2	17,6	<b>0,0</b>	52,9
Swiss	33	81,8	45,5	27,3	<b>0,0</b>	9,1	36,4
Norwegian	33	90,9	54,5	<b>63,6</b>	<b>0,0</b>	<b>0,0</b>	63,6
Austrian	30	90,0	60,0	40,0	20,0	<b>0,0</b>	50,0
Other	420	83,6	57,1	29,3	14,3	7,1	34,3
<b>Transportation</b>							
Airline	1986	82,9	<b>56,9</b>	32,0	<b>19,3</b>	<b>13,3</b>	39,1
M/ SNorröna	42	85,7	<b>21,4</b>	35,7	<b>0,0</b>	<b>0,0</b>	42,9
<b>Type of trip+</b>							
Package tour	201	<b>89,6</b>	<b>59,7</b>	<b>38,8</b>	14,9	9,0	<b>34,3</b>
Individually-arranged tour	1605	85,0	57,2	32,9	<b>18,5</b>	12,3	39,3
Business-arranged tour	24	<b>37,5</b>	<b>12,5</b>	<b>25,0</b>	<b>0,0</b>	12,5	<b>100,0</b>
<b>Purpose of visit+</b>							
Vacation/ holiday	1836	84,6	58,3	32,8	18,6	<b>12,7</b>	<b>36,1</b>
Event in Iceland (leisure related)	120	82,5	<b>60,0</b>	<b>45,0</b>	17,5	12,5	75,0
Visiting friends/ relatives	102	70,6	44,1	38,2	14,7	8,8	79,4
Education and training	42	85,7	<b>28,6</b>	42,9	21,4	<b>0,0</b>	71,4
Conference/ large meeting	27	66,7	44,4	33,3	<b>22,2</b>	11,1	<b>100,0</b>
Business/ small meeting	24	<b>50,0</b>	37,5	37,5	12,5	12,5	87,5
Other	15	<b>100,0</b>	<b>60,0</b>	<b>20,0</b>	<b>0,0</b>	<b>0,0</b>	80,0

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

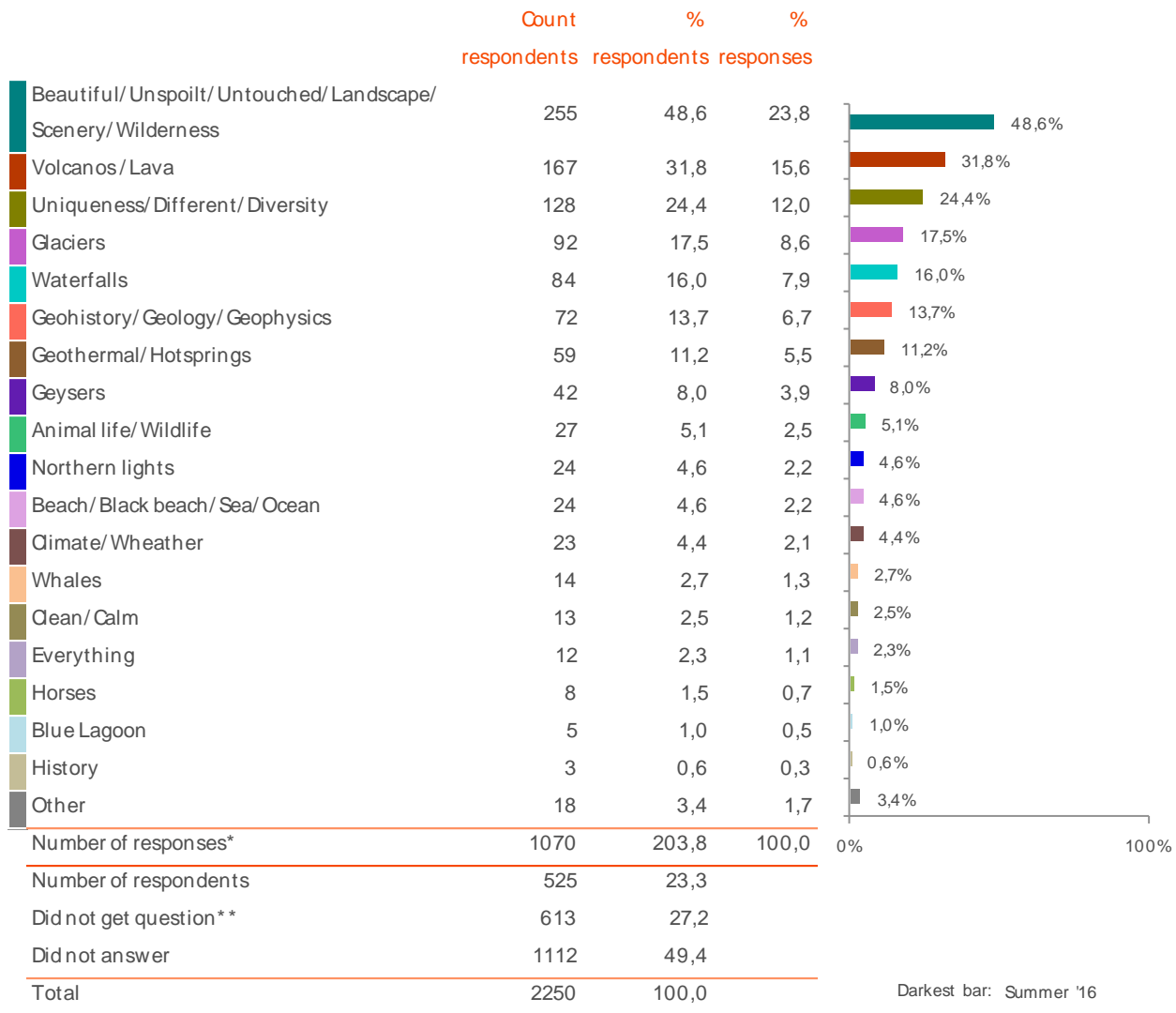
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



# ICELANDIC NATURE AS A MOTIVATOR



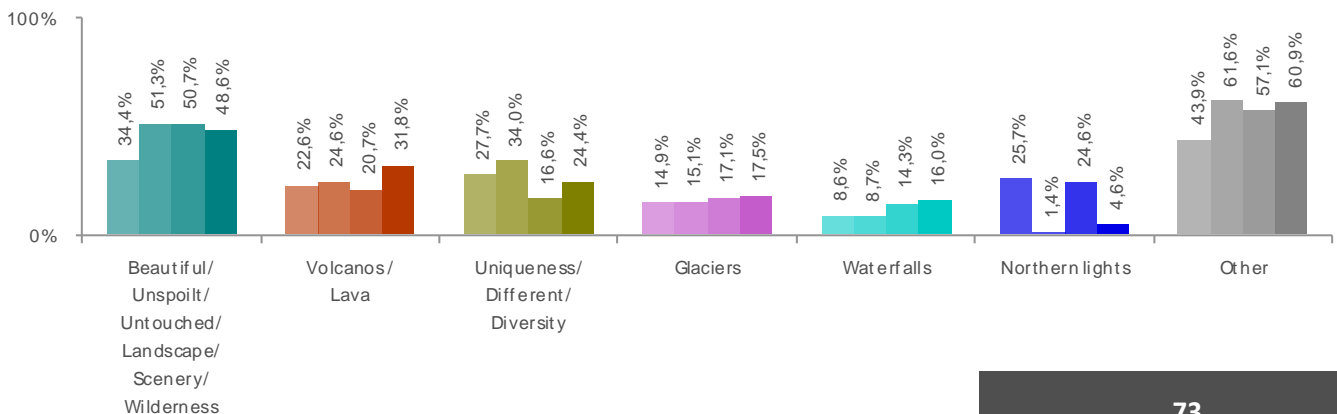
## Q. 18. What was it about Icelandic nature that motivated your decision to visit Iceland?



\* 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.

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





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

	Number of answers	Beautiful/ Unspoilt/ Landscape/ Wilderness	Volcanos/ Lava	Uniqueness/ Different/ Diversity	Glaciers	Waterfalls	Other
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	213	52,1	30,5	20,2	15,5	15,5	42,3
Female	311	46,0	32,5	27,3	18,6	16,4	46,0
<b>Age</b>							
24 years and younger	104	48,1	28,8	26,9	<b>9,6</b>	20,2	<b>51,9</b>
25-34 years	168	50,0	32,7	25,0	18,5	14,9	44,0
35-44 years	89	53,9	28,1	<b>16,9</b>	22,5	15,7	<b>40,4</b>
45-54 years	81	45,7	34,6	<b>27,2</b>	<b>24,7</b>	14,8	43,2
55 years and older	79	45,6	34,2	24,1	13,9	15,2	41,8
<b>What is your profession?</b>							
Professionals (dr./lawyer/ account. etc.)	106	42,5	33,0	26,4	17,9	17,9	46,2
Student	105	49,5	<b>25,7</b>	24,8	<b>7,6</b>	16,2	47,6
Other professionals	62	<b>41,9</b>	<b>38,7</b>	<b>27,4</b>	14,5	17,7	45,2
Managerial	46	50,0	32,6	19,6	15,2	10,9	<b>28,3</b>
Teacher/ Medical care	58	50,0	27,6	25,9	22,4	<b>22,4</b>	44,8
Clerical/ Service	43	53,5	32,6	16,3	<b>30,2</b>	11,6	<b>53,5</b>
Retired/ Homemaker	32	50,0	31,3	25,0	18,8	<b>9,4</b>	46,9
Vocational/ Technical	14	<b>64,3</b>	35,7	<b>14,3</b>	21,4	21,4	35,7
Artist/ Musician/ Actor etc.	<5						
Other	46	58,7	34,8	23,9	23,9	10,9	37,0
<b>Household income</b>							
High	183	48,6	30,1	27,3	16,4	14,8	42,6
Average	190	47,9	31,1	23,2	18,4	15,3	44,2
Low	102	46,1	36,3	25,5	18,6	20,6	43,1
<b>Market area</b>							
Central/ Southern Europe	267	48,3	<b>37,5</b>	21,3	<b>20,6</b>	<b>17,2</b>	44,2
North America	157	50,3	26,1	27,4	16,6	17,2	42,0
Britain	28	46,4	32,1	<b>10,7</b>	14,3	10,7	<b>67,9</b>
Scandinavia	31	45,2	22,6	35,5	<b>6,5</b>	12,9	41,9
Asia	11	<b>63,6</b>	<b>9,1</b>	18,2	9,1	9,1	<b>36,4</b>
Other	28	<b>42,9</b>	25,0	<b>42,9</b>	14,3	<b>7,1</b>	39,3
<b>Educational level</b>							
Finished high school or less	72	45,8	33,3	20,8	22,2	20,8	50,0
Bachelor's degree or equivalent	264	50,8	28,4	26,5	12,9	11,7	41,7
Master's/ Ph.D. or equivalent	181	48,1	34,8	22,1	21,5	19,3	45,3

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



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

	Number of answers	Beautiful/ Unspoilt/ Landscape/ Wilderness	Volcanos/ Lava	Uniqueness/ Different/ Diversity	Glaciers	Waterfalls	Other
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	110	49,1	20,9	29,1	14,5	18,2	41,8
German	62	35,5	53,2	22,6	16,1	24,2	61,3
Canadian	41	48,8	39,0	24,4	17,1	12,2	43,9
French	48	54,2	41,7	16,7	20,8	12,5	41,7
Italian	47	<b>68,1</b>	21,3	21,3	19,1	10,6	36,2
British	27	48,1	37,0	11,1	11,1	<b>7,4</b>	63,0
Spanish	29	34,5	37,9	<b>3,4</b>	<b>41,4</b>	31,0	44,8
Dutch	18	66,7	<b>11,1</b>	<b>55,6</b>	<b>5,6</b>	11,1	<b>33,3</b>
Swedish	13	38,5	23,1	46,2	7,7	7,7	38,5
Swiss	9	<b>22,2</b>	44,4	22,2	33,3	<b>33,3</b>	<b>66,7</b>
Norwegian	9	<b>22,2</b>	44,4	22,2	11,1	11,1	55,6
Austrian	8	37,5	<b>75,0</b>	12,5	37,5	25,0	62,5
Other	104	51,9	24,0	27,9	15,4	12,5	36,5
<b>Transportation</b>							
Airline	513	<b>48,1</b>	31,8	24,6	<b>17,2</b>	16,0	44,6
M/ SNorröna	12	<b>66,7</b>	33,3	16,7	<b>33,3</b>	16,7	41,7
<b>Type of trip+</b>							
Package tour	58	46,6	36,2	22,4	12,1	17,2	44,8
Individually-arranged tour	428	49,1	33,4	24,3	18,9	16,8	45,1
Business-arranged tour	<5						
<b>Purpose of visit+</b>							
Vacation/ holiday	488	48,8	32,8	24,4	<b>18,6</b>	<b>16,8</b>	44,7
Event in Iceland (leisure related)	31	35,5	38,7	12,9	12,9	16,1	58,1
Visiting friends/ relatives	18	<b>33,3</b>	<b>50,0</b>	11,1	<b>0,0</b>	11,1	61,1
Education and training	12	58,3	<b>16,7</b>	<b>41,7</b>	8,3	8,3	<b>41,7</b>
Conference/ large meeting	6	<b>66,7</b>	33,3	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>66,7</b>
Business/ small meeting	<5						
Other	<5						

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

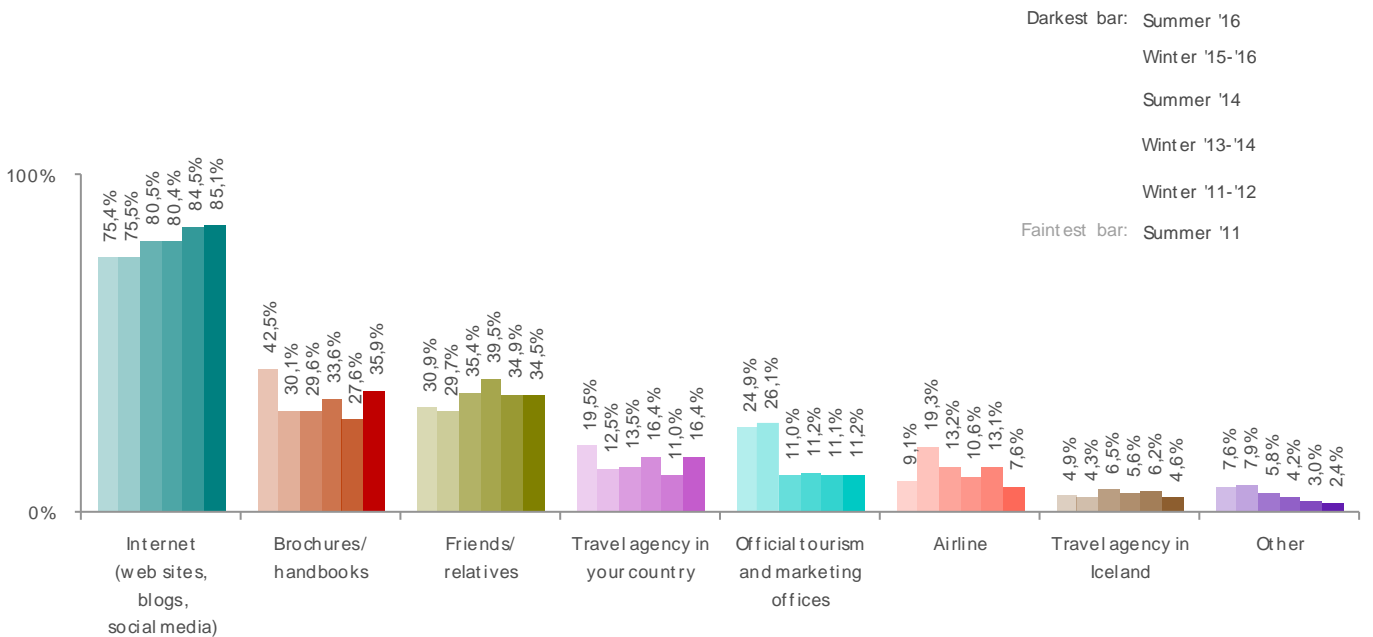
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# SOURCES OF INFORMATION ON ICELAND



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

	Count	%	%
	respondents	respondents	responses
Internet (web sites, blogs, social media)	1716	85,1	43,1
Brochures/ handbooks	723	35,9	18,1
Friends/ relatives	696	34,5	17,5
Travel agency in your country	330	16,4	8,3
Official tourism and marketing offices	225	11,2	5,6
Airline	153	7,6	3,8
Travel agency in Iceland	93	4,6	2,3
Other	48	2,4	1,2
<hr/>			
Number of responses	3984	197,6	100,0
<hr/>			
Number of respondents	2016	89,6	
<hr/>			
Did not answer	234	10,4	
<hr/>			
Total	2250	100,0	



# SOURCES OF INFORMATION ON ICELAND



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

	Number of answers	Internet (web sites, blogs, social media)	Brochures/ handbooks	Friends/ relatives	Travel agency in your country	Official tourism and marketing offices	Other
	Count	%	%	%	%	%	%
<b>Gender</b>							
Male	822	84,3	35,0	34,7	14,6	9,9	10,6
Female	1191	85,6	36,3	34,5	17,6	12,1	16,1
<b>Age</b>							
24 years and younger	333	86,2	<b>29,7</b>	33,6	20,4	9,3	19,2
25-34 years	679	87,5	38,6	34,8	12,8	9,3	9,9
35-44 years	337	82,8	<b>40,7</b>	32,3	18,4	8,9	<b>6,8</b>
45-54 years	319	<b>89,0</b>	30,4	36,7	14,7	12,2	15,7
55 years and older	333	<b>78,1</b>	37,5	35,7	18,0	17,7	<b>21,6</b>
<b>What is your profession?</b>							
Professionals (dr./lawyer/ account. etc.)	417	88,5	33,1	31,7	15,1	<b>17,3</b>	9,4
Student	381	88,2	33,9	37,8	22,0	<b>6,3</b>	15,7
Other professionals	240	86,3	28,8	37,5	8,8	10,0	12,5
Managerial	192	79,7	43,8	31,3	17,2	7,8	12,5
Teacher/ Medical care	195	84,6	41,5	<b>47,7</b>	9,2	16,9	18,5
Clerical/ Service	159	<b>88,7</b>	34,0	35,8	13,2	7,5	7,5
Retired/ Homemaker	135	<b>68,9</b>	<b>44,4</b>	37,8	11,1	6,7	<b>28,9</b>
Vocational/ Technical	66	81,8	36,4	<b>22,7</b>	22,7	13,6	13,6
Artist/ Musician/ Actor etc.	18	83,3	<b>16,7</b>	33,3	<b>0,0</b>	16,7	<b>0,0</b>
Other	174	86,2	41,4	24,1	<b>25,9</b>	10,3	15,5
<b>Household income</b>							
High	717	86,6	<b>32,2</b>	29,7	15,1	13,4	17,6
Average	726	85,1	37,2	36,8	12,8	8,7	12,8
Low	396	84,1	<b>42,4</b>	38,6	17,4	14,4	12,9
<b>Market area</b>							
Central/ Southern Europe	957	85,0	<b>40,4</b>	<b>36,7</b>	<b>27,0</b>	10,3	9,4
North America	630	85,2	35,7	33,3	<b>5,2</b>	10,0	18,6
Britain	156	<b>88,5</b>	26,9	28,8	5,8	17,3	17,3
Scandinavia	123	82,9	26,8	36,6	12,2	<b>9,8</b>	17,1
Asia	42	<b>71,4</b>	35,7	<b>21,4</b>	14,3	<b>21,4</b>	14,3
Other	99	87,9	<b>18,2</b>	33,3	9,1	15,2	18,2
<b>Educational level</b>							
Finished high school or less	267	85,4	<b>25,8</b>	34,8	<b>37,1</b>	10,1	11,2
Bachelor's degree or equivalent	990	85,8	34,2	34,5	14,2	13,6	16,1
Master's/ Ph.D. or equivalent	729	84,0	<b>42,0</b>	35,8	<b>11,5</b>	8,6	11,9

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

# SOURCES OF INFORMATION ON ICELAND



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

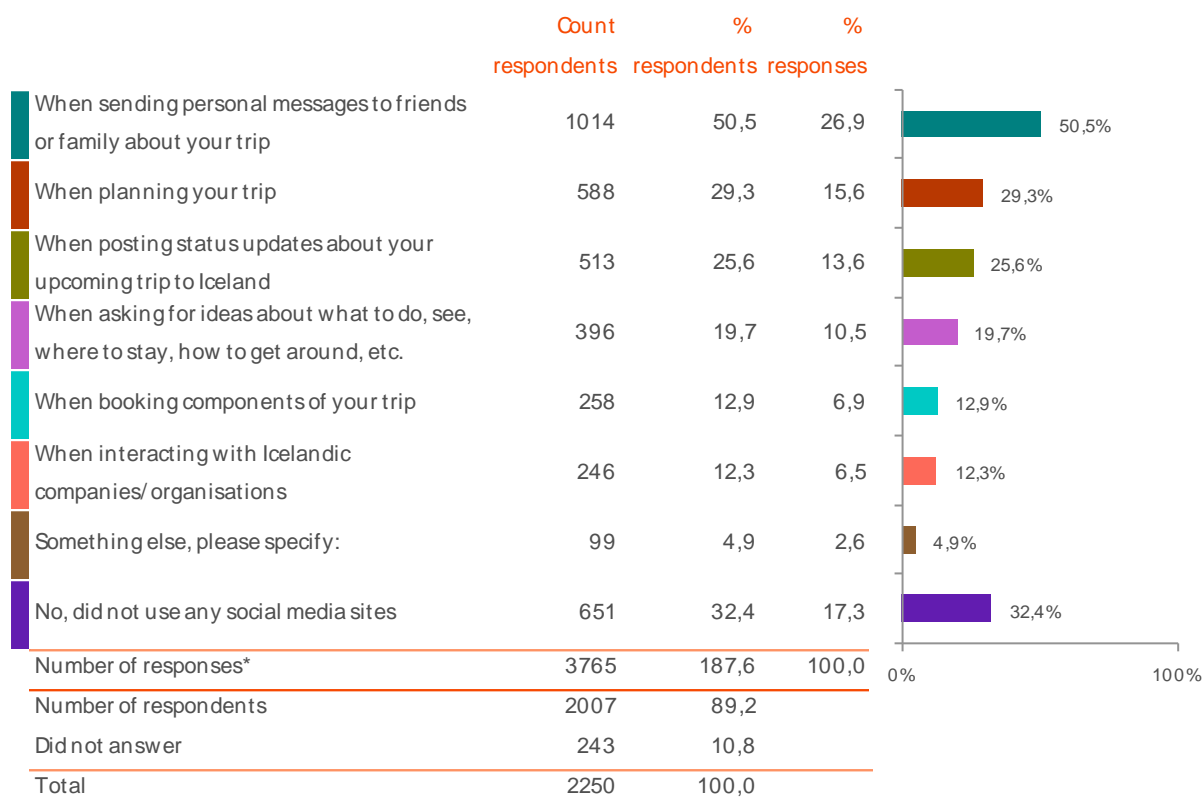
	Number of answers	Internet (web sites, blogs, social media)	Brochures/ handbooks	Friends/ relatives	Travel agency in your country	Official tourism and marketing offices	Other
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	456	83,6	32,2	36,2	<b>4,6</b>	11,2	18,4
German	222	87,8	14,9	33,8	55,4	13,5	6,8
Canadian	159	88,7	37,7	28,3	5,7	7,5	18,9
French	159	83,0	<b>62,3</b>	<b>22,6</b>	9,4	<b>0,0</b>	9,4
Italian	162	75,9	59,3	44,4	18,5	7,4	<b>1,9</b>
British	129	90,7	25,6	34,9	7,0	23,3	20,9
Spanish	93	<b>96,8</b>	45,2	45,2	12,9	6,5	6,5
Dutch	69	82,6	60,9	39,1	26,1	21,7	<b>30,4</b>
Swedish	51	82,4	23,5	41,2	23,5	11,8	17,6
Swiss	33	<b>72,7</b>	18,2	<b>63,6</b>	<b>72,7</b>	<b>36,4</b>	9,1
Norwegian	33	81,8	<b>9,1</b>	36,4	18,2	9,1	18,2
Austrian	30	80,0	20,0	50,0	50,0	20,0	30,0
Other	420	86,4	34,3	28,6	8,6	10,0	12,1
<b>Transportation</b>							
Airline	1974	85,1	35,9	<b>34,2</b>	<b>16,1</b>	<b>11,4</b>	14,0
M/ SNorröna	42	85,7	35,7	<b>50,0</b>	<b>28,6</b>	<b>0,0</b>	7,1
<b>Type of trip+</b>							
Package tour	201	<b>70,1</b>	43,3	<b>22,4</b>	<b>52,2</b>	13,4	19,4
Individually-arranged tour	1605	88,4	36,1	36,3	13,8	<b>11,8</b>	13,6
Business-arranged tour	24	<b>100,0</b>	37,5	<b>62,5</b>	<b>0,0</b>	<b>25,0</b>	12,5
<b>Purpose of visit+</b>							
Vacation/ holiday	1830	86,4	37,4	34,8	17,4	11,5	12,6
Event in Iceland (leisure related)	120	85,0	22,5	57,5	15,0	5,0	<b>10,0</b>
Visiting friends/ relatives	102	<b>67,6</b>	20,6	<b>58,8</b>	5,9	5,9	17,6
Education and training	39	84,6	<b>53,8</b>	38,5	<b>0,0</b>	7,7	23,1
Conference/ large meeting	27	77,8	<b>11,1</b>	55,6	<b>0,0</b>	11,1	22,2
Business/ small meeting	24	75,0	12,5	25,0	12,5	<b>0,0</b>	12,5
Other	15	<b>100,0</b>	20,0	<b>20,0</b>	<b>20,0</b>	<b>40,0</b>	<b>60,0</b>

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

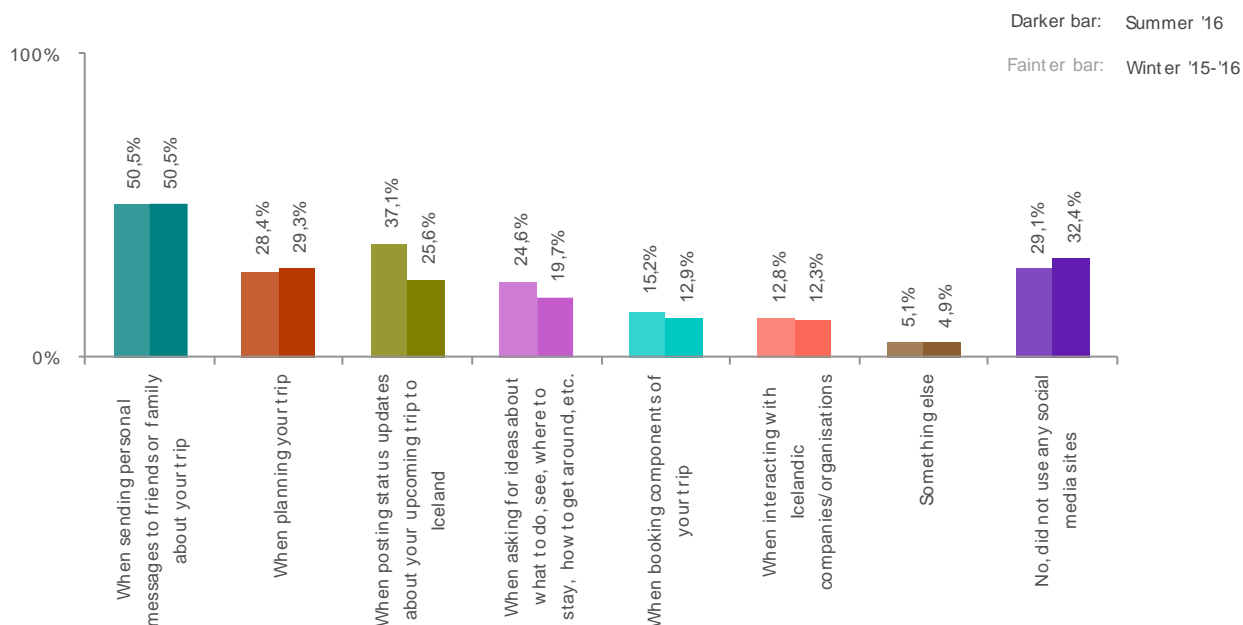
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



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



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





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

	Number of answers	When sending personal messages	When posting status updates	When planning your trip	When asking for ideas about what to do etc.	When booking components of your trip	When interacting with Icelandic companies	Something else	No, did not use any social media sites
	Count	%	%	%	%	%	%	%	%
<b>Gender</b>									
Male	825	<b>44,0</b>	21,5	27,3	18,9	10,9	11,3	3,3	<b>38,9</b>
Female	1179	<b>55,2</b>	28,2	30,8	20,4	14,2	13,0	6,1	<b>28,0</b>
<b>Age</b>									
24 years and younger	335	<b>59,4</b>	28,7	<b>36,4</b>	<b>23,3</b>	17,9	13,4	6,6	23,9
25-34 years	662	55,6	26,7	30,8	21,9	13,1	15,7	6,0	<b>22,8</b>
35-44 years	341	48,7	<b>35,8</b>	31,7	22,6	14,1	<b>16,1</b>	2,9	30,8
45-54 years	321	46,4	20,6	24,6	16,2	10,3	7,2	1,9	42,1
55 years and older	333	<b>38,7</b>	<b>15,6</b>	<b>22,5</b>	<b>13,2</b>	9,0	<b>5,7</b>	6,3	<b>50,5</b>
<b>What is your profession?</b>									
Professionals (dr./lawyer/ account. etc.)	411	48,9	23,4	24,8	22,6	8,0	<b>17,5</b>	3,6	32,8
Student	384	55,5	25,0	<b>39,8</b>	21,1	16,4	10,2	5,5	24,2
Other professionals	237	53,2	24,1	30,4	24,1	<b>20,3</b>	15,2	3,8	31,6
Managerial	192	40,6	31,3	21,9	9,4	9,4	9,4	1,6	46,9
Teacher/ Medical care	195	<b>61,5</b>	<b>40,0</b>	33,8	20,0	18,5	13,8	6,2	<b>21,5</b>
Clerical/ Service	159	45,3	<b>13,2</b>	34,0	<b>26,4</b>	13,2	5,7	3,8	34,0
Retired/ Homemaker	135	42,2	17,8	24,4	13,3	11,1	8,9	6,7	44,4
Vocational/ Technical	69	47,8	30,4	21,7	<b>4,3</b>	8,7	8,7	4,3	34,8
Artist/ Musician/ Actor etc.	18	<b>33,3</b>	16,7	<b>16,7</b>	16,7	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>50,0</b>
Other	171	54,4	28,1	22,8	19,3	8,8	12,3	<b>10,5</b>	29,8
<b>Household income</b>									
High	708	51,7	26,7	27,1	<b>14,8</b>	11,0	14,4	8,1	32,2
Average	732	50,4	27,0	28,3	20,9	13,1	12,7	3,7	30,3
Low	393	54,2	29,0	33,6	<b>26,7</b>	14,5	9,9	2,3	31,3
<b>Market area</b>									
Central/ Southern Europe	948	46,8	<b>16,8</b>	28,8	21,5	13,6	10,1	4,1	35,1
North America	630	56,7	33,8	29,5	19,0	12,4	15,2	7,6	28,6
Britain	159	43,4	<b>35,8</b>	<b>20,8</b>	13,2	<b>7,5</b>	13,2	1,9	<b>39,6</b>
Scandinavia	120	50,0	32,5	35,0	20,0	12,5	12,5	2,5	35,0
Asia	42	<b>42,9</b>	28,6	28,6	21,4	14,3	14,3	7,1	28,6
Other	99	<b>63,6</b>	33,3	<b>42,4</b>	18,2	<b>18,2</b>	12,1	3,0	<b>15,2</b>
<b>Educational level</b>									
Finished high school or less	267	46,1	24,7	33,7	16,9	14,6	7,9	6,7	32,6
Bachelor's degree or equivalent	993	53,5	26,6	31,7	21,5	14,2	16,0	6,0	30,8
Master's/ Ph.D. or equivalent	717	48,5	24,7	24,3	18,0	10,5	8,8	2,9	33,5

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





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

	Number of answers	When sending personal messages	When posting status updates	When planning your trip	When asking for ideas about what to do etc.	When booking components of your trip	When interacting with Icelandic companies	Something else	No, did not use any social media sites
	Count	%	%	%	%	%	%	%	%
<b>Nationality</b>									
American	459	53,6	34,6	28,1	19,0	12,4	17,6	8,5	28,8
German	225	48,0	16,0	21,3	18,7	6,7	8,0	1,3	49,3
Canadian	159	60,4	34,0	35,8	24,5	15,1	11,3	3,8	26,4
French	159	49,1	13,2	13,2	11,3	5,7	7,5	3,8	41,5
Italian	162	<b>33,3</b>	<b>5,6</b>	<b>59,3</b>	<b>33,3</b>	<b>38,9</b>	<b>3,7</b>	7,4	<b>13,0</b>
British	129	44,2	30,2	18,6	14,0	9,3	14,0	2,3	41,9
Spanish	93	54,8	19,4	29,0	29,0	9,7	12,9	3,2	29,0
Dutch	69	39,1	21,7	17,4	17,4	4,3	17,4	8,7	<b>52,2</b>
Swedish	48	56,3	43,8	37,5	25,0	18,8	12,5	6,3	31,3
Swiss	30	40,0	10,0	<b>10,0</b>	<b>10,0</b>	<b>0,0</b>	10,0	<b>0,0</b>	40,0
Norwegian	33	45,5	<b>45,5</b>	45,5	27,3	18,2	<b>27,3</b>	<b>0,0</b>	36,4
Austrian	30	<b>70,0</b>	10,0	20,0	<b>10,0</b>	<b>0,0</b>	10,0	<b>10,0</b>	30,0
Other	411	54,0	29,2	32,1	17,5	12,4	11,7	3,6	27,7
<b>Transportation</b>									
Airline	1965	<b>50,2</b>	25,5	<b>28,9</b>	<b>19,4</b>	13,0	12,1	5,0	32,5
M/ SNorröna	42	<b>64,3</b>	28,6	<b>50,0</b>	<b>35,7</b>	7,1	21,4	0,0	28,6
<b>Type of trip+</b>									
Package tour	201	37,3	<b>14,9</b>	<b>16,4</b>	<b>11,9</b>	11,9	9,0	<b>10,4</b>	<b>47,8</b>
Individually-arranged tour	1599	<b>52,5</b>	25,7	<b>31,3</b>	20,8	13,3	12,6	4,7	30,8
Business-arranged tour	21	<b>28,6</b>	<b>57,1</b>	28,6	<b>42,9</b>	14,3	14,3	<b>0,0</b>	<b>14,3</b>
<b>Purpose of visit+</b>									
Vacation/ holiday	1824	50,7	25,2	29,9	<b>19,6</b>	12,7	<b>11,8</b>	4,9	31,7
Event in Iceland (leisure related)	120	60,0	35,0	35,0	27,5	22,5	25,0	5,0	25,0
Visiting friends/ relatives	102	61,8	41,2	26,5	23,5	11,8	23,5	8,8	35,3
Education and training	42	35,7	28,6	<b>21,4</b>	28,6	28,6	21,4	7,1	42,9
Conference/ large meeting	24	<b>62,5</b>	<b>50,0</b>	50,0	50,0	<b>0,0</b>	<b>50,0</b>	<b>12,5</b>	25,0
Business/ small meeting	24	<b>25,0</b>	<b>25,0</b>	25,0	25,0	25,0	25,0	<b>0,0</b>	<b>50,0</b>
Other	15	60,0	40,0	<b>80,0</b>	<b>80,0</b>	<b>40,0</b>	40,0	<b>0,0</b>	<b>20,0</b>

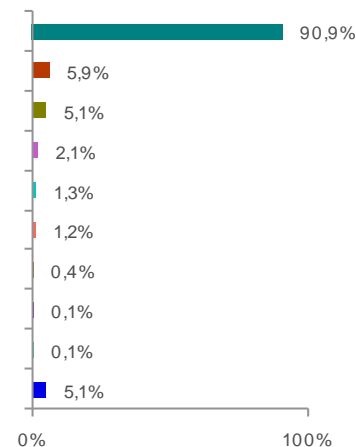
When respondents can choose more than one answer, significance between groups is not calculated.

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

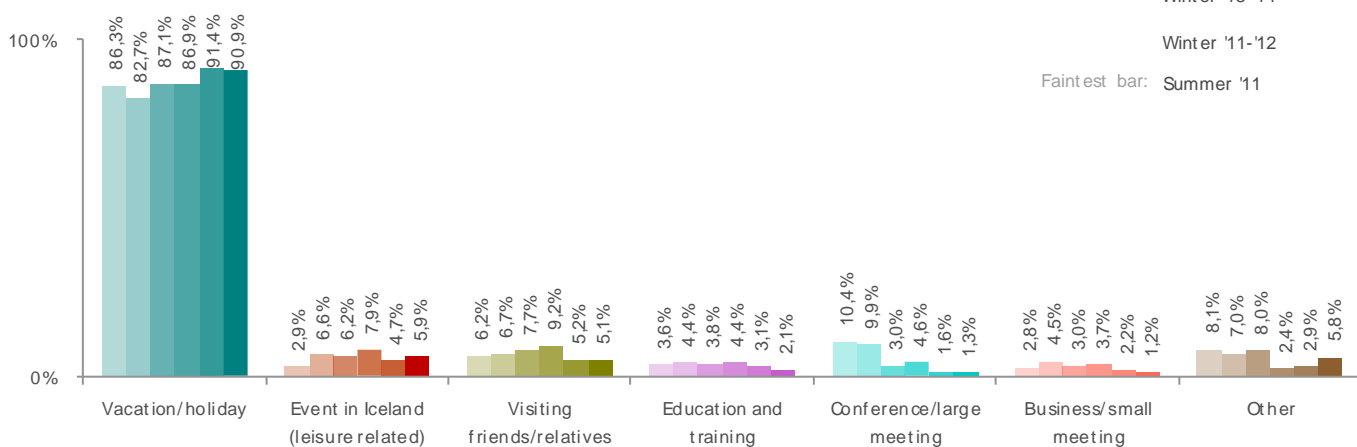


## Q.21. What was the purpose of your visit?

	Count	%	%
	respondents	respondents	responses
Vacation/holiday	1836	90,9	81,0
Event in Iceland (leisure related)	120	5,9	5,3
Visiting friends/relatives	102	5,1	4,5
Education and training	42	2,1	1,9
Conference/ large meeting	27	1,3	1,2
Business/ small meeting	24	1,2	1,1
Temporary employment in Iceland	9	0,4	0,4
Business incentives package	3	0,1	0,1
Health/ medical treatment	3	0,1	0,1
Other, please specify:	102	5,1	4,5
Number of responses*	2268	112,3	100,0
Number of respondents	2019	89,7	
Did not answer	231	10,3	
Total	2250	100,0	



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





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

	Number of answers	Vacation/holiday	Event in Iceland (leisure related)	Visiting friends/relatives	Education and training	Other
	Count	%	%	%	%	%
<b>Gender</b>						
Male	822	88,0	8,0	4,4	2,9	10,6
Female	1194	93,0	4,5	5,5	1,5	6,8
<b>Age</b>						
24 years and younger	336	88,4	5,1	2,1	1,8	8,3
25-34 years	676	92,6	6,5	5,6	1,2	5,6
35-44 years	341	90,9	8,5	5,3	2,9	9,4
45-54 years	321	92,2	0,9	2,5	3,1	6,9
55 years and older	330	89,4	8,2	9,4	1,5	13,6
<b>What is your profession?</b>						
Professionals (dr./lawyer/account. etc.)	414	89,1	8,7	6,5	1,4	8,0
Student	384	91,4	7,8	2,3	3,1	7,8
Other professionals	240	86,3	5,0	3,8	3,8	<b>16,3</b>
Managerial	192	90,6	4,7	6,3	0,0	7,8
Teacher/ Medical care	198	93,9	6,1	4,5	4,5	6,1
Clerical/ Service	159	96,2	0,0	5,7	0,0	5,7
Retired/ Homemaker	135	88,9	8,9	6,7	2,2	6,7
Vocational/ Technical	66	<b>100,0</b>	4,5	<b>0,0</b>	0,0	<b>0,0</b>
Artist/ Musician/ Actor etc.	18	<b>83,3</b>	0,0	<b>33,3</b>	0,0	<b>0,0</b>
Other	174	91,4	3,4	5,2	1,7	8,6
<b>Household income</b>						
High	717	89,1	6,7	6,3	1,7	9,2
Average	732	93,0	6,1	4,9	2,9	6,6
Low	393	90,1	6,1	5,3	1,5	10,7
<b>Market area</b>						
Central/ Southern Europe	951	93,4	4,4	3,8	1,3	6,9
North America	636	87,7	4,7	4,7	4,2	9,4
Britain	159	<b>86,8</b>	15,1	<b>13,2</b>	0,0	11,3
Scandinavia	123	87,8	<b>17,1</b>	9,8	0,0	<b>17,1</b>
Asia	42	92,9	7,1	<b>0,0</b>	0,0	7,1
Other	99	<b>97,0</b>	<b>0,0</b>	<b>0,0</b>	3,0	<b>0,0</b>
<b>Educational level</b>						
Finished high school or less	264	95,5	4,5	1,1	0,0	5,7
Bachelor's degree or equivalent	993	90,9	6,0	6,0	1,8	7,6
Master's/ Ph.D. or equivalent	732	88,9	6,1	4,9	3,3	10,7

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



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

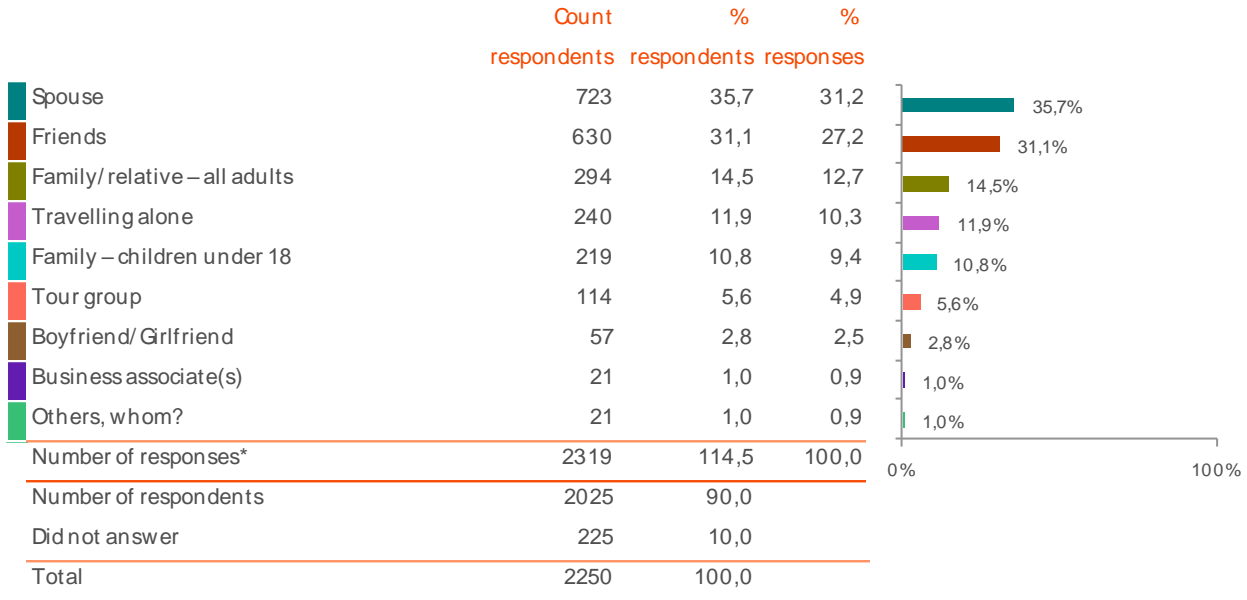
	Number of answers	Vacation/holiday	Event in Iceland (leisure related)	Visiting friends/relatives	Education and training	Other
	Count	%	%	%	%	%
<b>Total</b>						
<b>Nationality</b>						
American	462	85,7	4,5	4,5	3,9	11,0
German	219	98,6	8,2	4,1	1,4	4,1
Canadian	159	96,2	5,7	3,8	3,8	7,5
French	159	86,8	3,8	3,8	3,8	7,5
Italian	162	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	0,0	<b>0,0</b>
British	129	90,7	<b>18,6</b>	<b>16,3</b>	0,0	9,3
Spanish	93	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	0,0	<b>0,0</b>
Dutch	69	91,3	<b>0,0</b>	8,7	0,0	13,0
Swedish	51	88,2	17,6	<b>0,0</b>	0,0	11,8
Swiss	33	<b>100,0</b>	9,1	<b>0,0</b>	0,0	<b>0,0</b>
Norwegian	33	<b>72,7</b>	18,2	9,1	0,0	<b>36,4</b>
Austrian	30	<b>100,0</b>	10,0	<b>0,0</b>	0,0	<b>0,0</b>
Other	420	87,1	5,0	7,1	2,1	10,7
<b>Transportation</b>						
Airline	1977	90,7	5,9	5,2	2,1	8,5
M/ SNorröna	42	100,0	7,1	0,0	0,0	0,0
<b>Type of trip+</b>						
Package tour	201	88,1	6,0	3,0	3,0	14,9
Individually-arranged tour	1602	<b>92,5</b>	6,7	5,1	2,1	<b>6,2</b>
Business-arranged tour	24	<b>25,0</b>	0,0	0,0	0,0	<b>75,0</b>

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

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

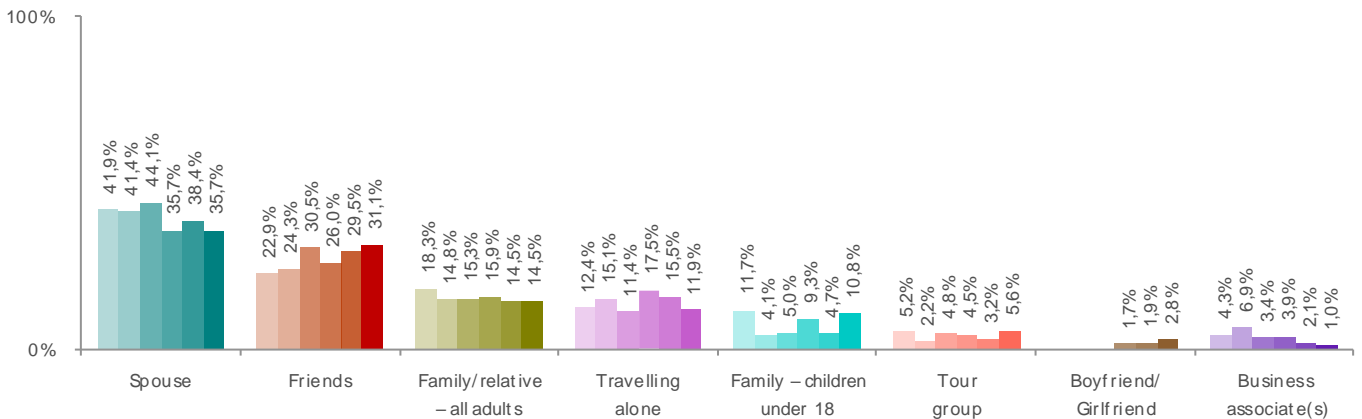


## Q.22. With whom were you travelling?



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

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





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

	Number of answers	Spouse	Friends	Family/relative – all adults	Travelling alone	Family – children under 18	Others
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	828	37,3	28,6	14,1	14,5	6,9	11,6
Female	1194	34,7	32,9	14,8	10,1	13,6	9,5
<b>Age</b>							
24 years and younger	336	<b>14,0</b>	<b>39,9</b>	19,9	<b>18,2</b>	7,4	10,4
25-34 years	679	42,3	34,3	10,3	10,8	<b>2,2</b>	10,6
35-44 years	341	37,8	33,7	<b>10,3</b>	12,0	12,6	7,3
45-54 years	321	32,7	<b>22,1</b>	15,3	<b>5,3</b>	<b>36,4</b>	9,3
55 years and older	333	<b>43,8</b>	22,2	<b>21,0</b>	14,4	5,7	14,4
<b>What is your profession?</b>							
Professionals (dr./lawyer/ account. etc.)	417	40,3	32,4	15,8	9,4	7,9	7,9
Student	384	<b>18,8</b>	<b>38,3</b>	18,8	18,8	4,7	10,9
Other professionals	240	40,0	26,3	13,8	8,8	10,0	<b>16,3</b>
Managerial	192	39,1	<b>20,3</b>	17,2	7,8	<b>26,6</b>	10,9
Teacher/ Medical care	198	33,3	31,8	12,1	9,1	19,7	7,6
Clerical/ Service	159	39,6	37,7	11,3	7,5	9,4	3,8
Retired/ Homemaker	135	48,9	26,7	13,3	<b>20,0</b>	13,3	13,3
Vocational/ Technical	69	34,8	34,8	13,0	13,0	8,7	8,7
Artist/ Musician/ Actor etc.	18	<b>50,0</b>	33,3	16,7	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Other	174	41,4	25,9	10,3	12,1	6,9	15,5
<b>Household income</b>							
High	720	38,8	26,3	18,8	10,0	15,4	9,2
Average	732	35,2	32,4	11,9	14,3	7,8	10,2
Low	396	37,9	34,1	10,6	10,6	8,3	12,1
<b>Market area</b>							
Central/ Southern Europe	957	35,1	33,2	10,7	<b>9,1</b>	10,7	12,9
North America	636	37,3	29,7	19,8	13,2	10,8	9,0
Britain	159	37,7	<b>22,6</b>	<b>20,8</b>	15,1	<b>13,2</b>	<b>3,8</b>
Scandinavia	123	31,7	31,7	14,6	14,6	12,2	7,3
Asia	42	<b>28,6</b>	<b>50,0</b>	<b>7,1</b>	14,3	<b>0,0</b>	7,1
Other	99	<b>39,4</b>	24,2	9,1	<b>21,2</b>	9,1	<b>15,2</b>
<b>Educational level</b>							
Finished high school or less	267	31,5	<b>38,2</b>	16,9	11,2	11,2	9,0
Bachelor's degree or equivalent	996	33,4	33,1	14,5	13,0	9,0	10,5
Master's/ Ph.D. or equivalent	732	41,0	<b>25,8</b>	13,9	10,7	12,7	11,1

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



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

	Number of answers	Spouse	Friends	Family/relative – all adults	Travelling alone	Family – children under 18	Others
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	462	33,1	30,5	24,0	13,0	13,0	10,4
German	225	42,7	30,7	13,3	10,7	10,7	10,7
Canadian	159	39,6	34,0	9,4	13,2	7,5	5,7
French	159	37,7	32,1	11,3	9,4	11,3	7,5
Italian	162	38,9	33,3	7,4	5,6	9,3	18,5
British	129	37,2	25,6	18,6	18,6	11,6	4,7
Spanish	93	35,5	<b>41,9</b>	<b>3,2</b>	<b>0,0</b>	9,7	19,4
Dutch	69	<b>26,1</b>	<b>13,0</b>	21,7	4,3	<b>34,8</b>	<b>4,3</b>
Swedish	51	41,2	35,3	11,8	<b>0,0</b>	17,6	11,8
Swiss	33	<b>54,5</b>	18,2	9,1	9,1	<b>0,0</b>	9,1
Norwegian	33	27,3	27,3	<b>27,3</b>	18,2	9,1	9,1
Austrian	30	40,0	30,0	10,0	<b>20,0</b>	<b>0,0</b>	<b>20,0</b>
Other	420	30,7	32,9	10,7	16,4	7,1	10,7
<b>Transportation</b>							
Airline	1983	35,6	31,0	<b>14,2</b>	<b>12,1</b>	<b>10,4</b>	<b>10,7</b>
M/ SNorröna	42	42,9	35,7	<b>28,6</b>	<b>0,0</b>	<b>28,6</b>	<b>0,0</b>
<b>Type of trip+</b>							
Package tour	201	25,4	<b>25,4</b>	14,9	<b>1,5</b>	7,5	<b>50,7</b>
Individually-arranged tour	1608	<b>38,4</b>	32,1	14,2	12,1	11,2	<b>6,5</b>
Business-arranged tour	24	<b>12,5</b>	<b>50,0</b>	12,5	<b>12,5</b>	12,5	37,5
<b>Purpose of visit+</b>							
Vacation/ holiday	1836	<b>37,4</b>	31,4	15,2	<b>10,3</b>	<b>11,6</b>	8,7
Event in Iceland (leisure related)	120	20,0	<b>45,0</b>	<b>20,0</b>	25,0	<b>0,0</b>	10,0
Visiting friends/ relatives	102	32,4	38,2	14,7	29,4	<b>0,0</b>	<b>5,9</b>
Education and training	42	14,3	<b>0,0</b>	14,3	28,6	<b>0,0</b>	50,0
Conference/ large meeting	27	33,3	33,3	<b>0,0</b>	11,1	<b>0,0</b>	<b>55,6</b>
Business/ small meeting	24	<b>0,0</b>	12,5	12,5	<b>37,5</b>	<b>0,0</b>	50,0
Other	168	19,6	28,6	7,1	28,6	7,1	28,6

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

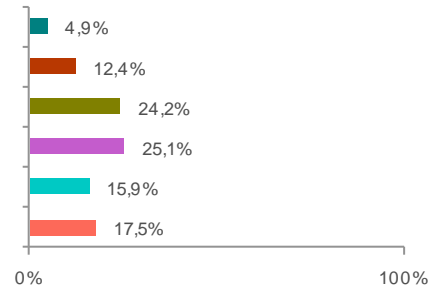
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# TOTAL LENGTH OF STAY IN ICELAND

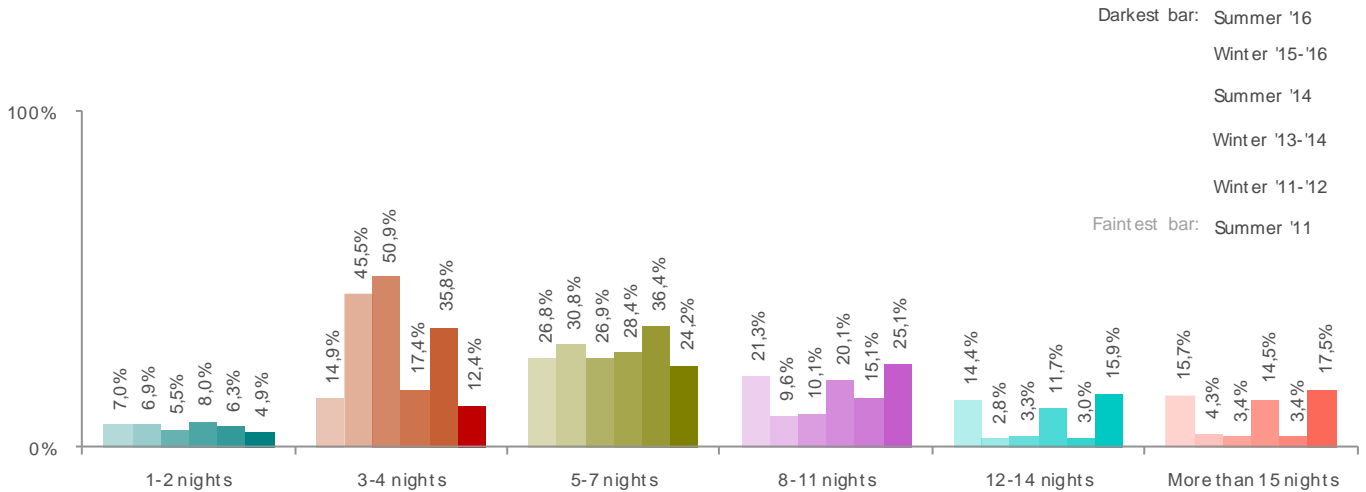
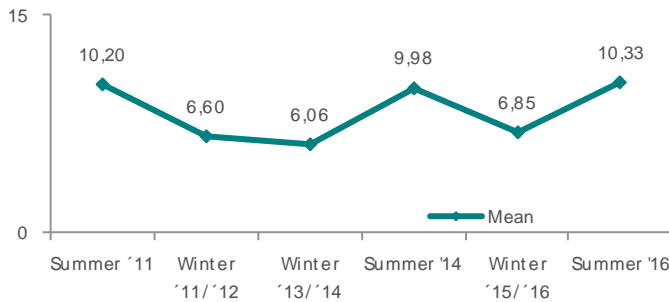


## Q.23. What was the total length of your stay in Iceland?

	Count	%
1-2 nights	87	4,9
3-4 nights	219	12,4
5-7 nights	429	24,2
8-11 nights	444	25,1
12-14 nights	282	15,9
More than 15 nights	309	17,5
<hr/>		
Number of responses	1770	100,0
Number of respondents	1770	78,7
Did not answer	480	21,3
<hr/>		
Total	2250	100,0



Mean 10,33 nights  
Standard deviation 8,44 nights





# TOTAL LENGTH OF STAY IN ICELAND



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11nights	12-14 nights	More than 15 nights	
	Count	%	%	%	%	%	%	
<b>Total</b>	<b>1770</b>	<b>4,9</b>	<b>12,4</b>	<b>24,2</b>	<b>25,1</b>	<b>15,9</b>	<b>17,5</b>	10,33
<b>Gender</b>								
Male	753	4,8	13,1	25,1	24,7	14,7	17,5	10,31
Female	1014	5,0	11,8	23,7	25,4	16,6	17,5	10,35
<b>Age*</b>								
24 years and younger	289	6,9	9,3	23,5	16,3	19,4	24,6	13,02
25-34 years	613	3,1	11,4	22,0	32,1	12,7	18,6	10,37
35-44 years	313	5,8	9,3	28,1	23,6	16,6	16,6	9,97
45-54 years	279	7,5	20,1	25,4	19,4	14,0	13,6	8,41
55 years and older	261	3,4	14,2	24,5	26,4	19,5	11,9	9,65
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	390	5,4	14,6	28,5	30,0	12,3	9,2	8,52
Student	348	6,9	9,5	25,9	15,5	16,4	25,9	12,99
Other professionals	204	4,4	14,7	20,6	25,0	22,1	13,2	9,72
Managerial	174	1,7	10,3	29,3	22,4	15,5	20,7	10,26
Teacher/ Medical care	171	3,5	19,3	24,6	21,1	12,3	19,3	10,11
Clerical/ Service	144	2,1	4,2	12,5	37,5	22,9	20,8	11,52
Retired/ Homemaker	99	6,1	15,2	30,3	24,2	15,2	9,1	8,55
Vocational/ Technical	51	5,9	0,0	17,6	23,5	29,4	23,5	11,65
Artist/ Musician/ Actor etc.	18	0,0	33,3	16,7	33,3	0,0	16,7	8,17
Other	141	4,3	14,9	19,1	31,9	10,6	19,1	9,98
<b>Household income*</b>								
High	630	5,2	16,7	27,1	22,9	11,0	17,1	9,72
Average	654	4,1	12,4	23,4	28,9	15,1	16,1	9,80
Low	336	4,5	7,1	20,5	26,8	23,2	17,9	11,96
<b>Market area*</b>								
Central/ Southern Europe	858	2,1	3,5	17,5	26,2	23,1	27,6	12,82
North America	537	11,2	18,4	25,1	26,3	10,1	8,9	8,15
Britain	144	2,1	31,3	47,9	14,6	2,1	2,1	6,19
Scandinavia	108	2,8	19,4	36,1	33,3	2,8	5,6	8,72
Asia	36	8,3	16,7	41,7	25,0	8,3	0,0	6,50
Other	78	0,0	23,1	23,1	15,4	26,9	11,5	9,35
<b>Educational level*</b>								
Finished high school or less	234	2,6	7,7	17,9	16,7	25,6	29,5	12,29
Bachelor's degree or equivalent	873	5,8	14,1	25,4	25,1	15,5	14,1	9,76
Master's/ Ph.D. or equivalent	639	4,2	11,7	24,9	28,6	13,1	17,4	10,41

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

# TOTAL LENGTH OF STAY IN ICELAND



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11nights	12-14 nights	More than 15 nights	Total %
	Count	%	%	%	%	%	%	
<b>Total</b>	<b>1770</b>	<b>4,9</b>	<b>12,4</b>	<b>24,2</b>	<b>25,1</b>	<b>15,9</b>	<b>17,5</b>	10,33
<b>Nationality*</b>								
American	390	12,3	24,6	23,8	25,4	9,2	4,6	7,20
German	198	6,1	4,5	16,7	7,6	31,8	33,3	12,86
Canadian	123	9,8	2,4	31,7	26,8	9,8	19,5	9,83
French	144	0,0	0,0	16,7	31,3	12,5	39,6	16,15
Italian	150	0,0	0,0	24,0	38,0	26,0	12,0	10,96
British	117	0,0	30,8	51,3	12,8	2,6	2,6	6,23
Spanish	93	0,0	0,0	3,2	29,0	35,5	32,3	13,81
Dutch	60	0,0	10,0	30,0	10,0	30,0	20,0	11,40
Swedish	48	0,0	25,0	37,5	25,0	12,5	0,0	7,06
Swiss	24	0,0	12,5	12,5	0,0	12,5	62,5	13,88
Norwegian	30	0,0	40,0	20,0	20,0	0,0	20,0	10,70
Austrian	30	10,0	0,0	0,0	20,0	40,0	30,0	13,60
Other	363	3,3	11,6	26,4	33,9	10,7	14,0	10,08
<b>Transportation*</b>								
Airline	1743	5,0	12,6	24,1	25,3	15,8	17,2	10,28
M/ SNorröna	27	0,0	0,0	33,3	11,1	22,2	33,3	13,67
<b>Type of trip*</b>								
Package tour	180	5,0	10,0	23,3	18,3	30,0	13,3	10,12
Individually-arranged tour	1434	3,6	12,1	24,7	26,4	14,6	18,6	10,53
Business-arranged tour	21	14,3	28,6	28,6	28,6	0,0	0,0	5,71
<b>Purpose of visit*</b>								
Vacation/ holiday	1626	3,9	12,2	23,4	26,0	17,2	17,3	10,11
Event in Iceland (leisure related)	105	2,9	17,1	34,3	20,0	8,6	17,1	10,31
Visiting friends/ relatives	96	3,1	12,5	34,4	31,3	9,4	9,4	10,13
Education and training	33	0,0	0,0	36,4	36,4	0,0	27,3	23,27
Conference/ large meeting	27	0,0	33,3	44,4	22,2	0,0	0,0	5,89
Business/ small meeting	15	40,0	20,0	20,0	20,0	0,0	0,0	4,60
Other	132	20,5	13,6	27,3	15,9	6,8	15,9	10,41

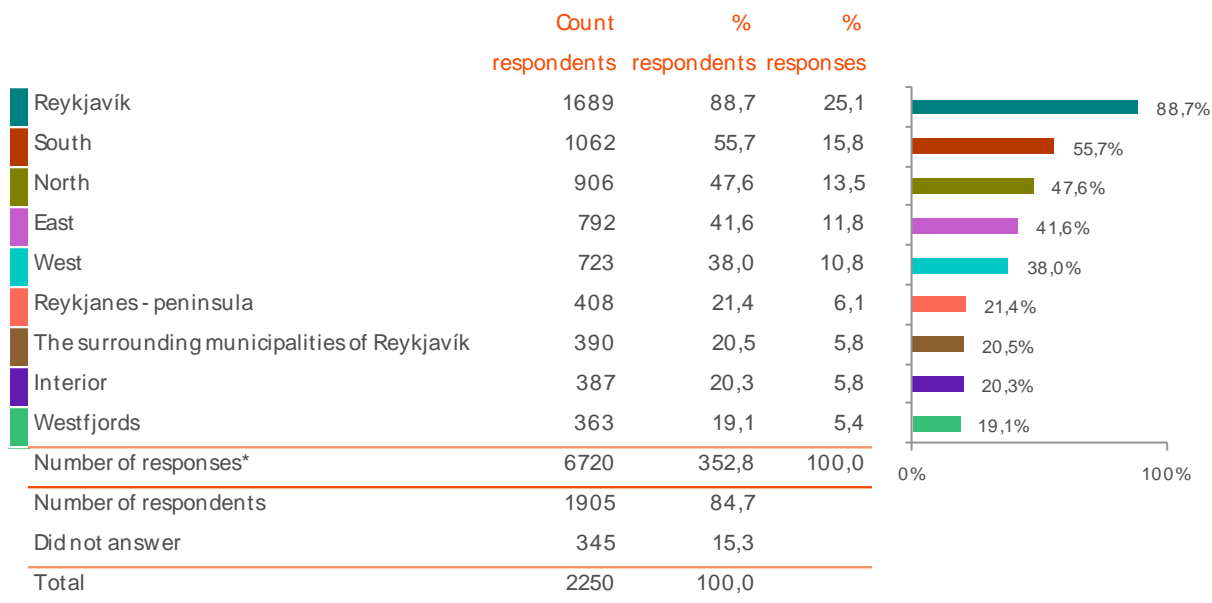
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

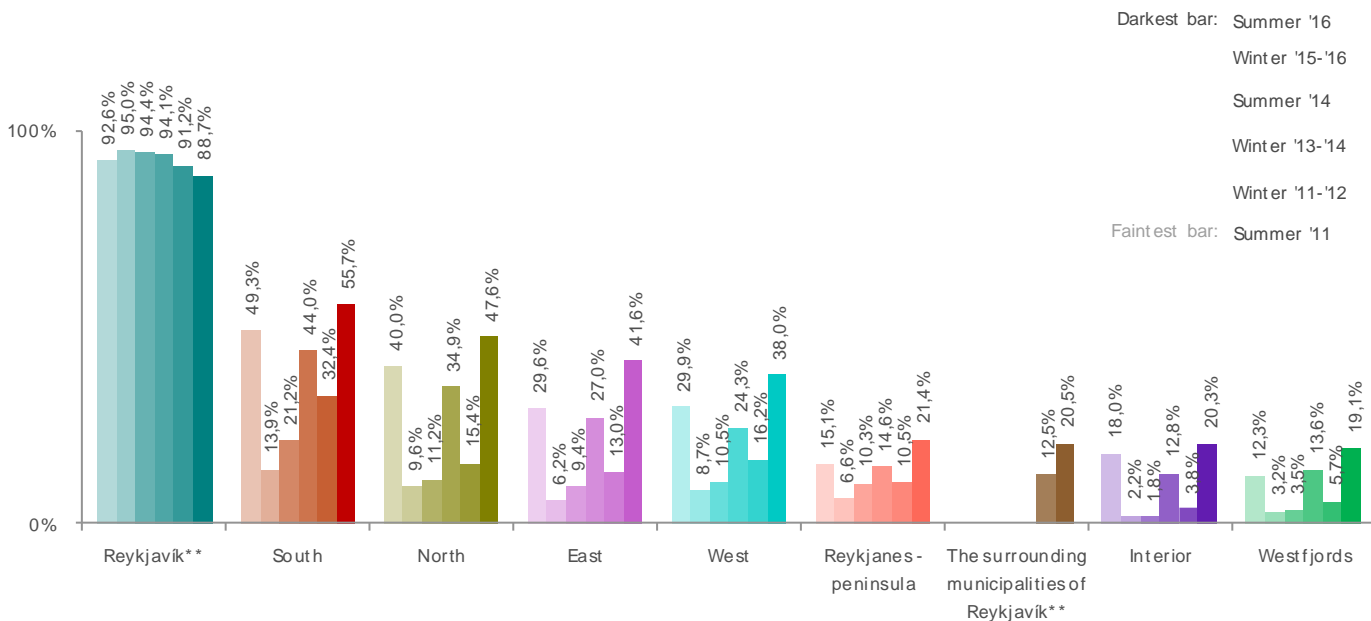
# REGIONS - OVER NIGHT STAY



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



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



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



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

	Number of answers	Reykjavik	South	North	East	West	Reykjanes - peninsula	The surrounding municipalities of Reykjavik	Other regions
	Count	%	%	%	%	%	%	%	%
<b>Total</b>									
<b>Gender</b>									
Male	783	90,8	58,6	49,8	44,8	36,8	24,5	19,2	37,9
Female	1119	87,1	53,6	45,8	39,1	38,6	19,3	21,4	31,1
<b>Age</b>									
24 years and younger	302	88,7	62,9	47,0	42,7	33,8	26,2	20,5	24,5
25-34 years	641	90,3	<b>63,7</b>	<b>51,6</b>	45,2	<b>41,7</b>	17,8	<b>25,6</b>	<b>40,4</b>
35-44 years	329	86,9	52,3	44,1	38,6	41,3	<b>26,4</b>	24,3	35,3
45-54 years	306	86,9	<b>45,4</b>	<b>40,2</b>	36,9	<b>26,8</b>	<b>14,4</b>	<b>13,1</b>	<b>22,9</b>
55 years and older	312	88,1	46,2	48,1	38,8	40,7	26,0	14,1	36,5
<b>What is your profession?</b>									
Professionals (dr./lawyer/ account. etc.)	408	92,6	50,0	41,2	33,1	36,8	<b>16,2</b>	<b>13,2</b>	30,9
Student	357	86,6	59,7	49,6	43,7	32,8	22,7	18,5	28,6
Other professionals	222	89,2	54,1	48,6	43,2	40,5	21,6	21,6	39,2
Managerial	189	82,5	46,0	46,0	38,1	33,3	22,2	19,0	36,5
Teacher/ Medical care	180	91,7	53,3	<b>35,0</b>	<b>30,0</b>	38,3	21,7	23,3	28,3
Clerical/ Service	153	88,2	<b>80,4</b>	<b>76,5</b>	<b>66,7</b>	<b>54,9</b>	<b>39,2</b>	<b>37,3</b>	39,2
Retired/ Homemaker	117	89,7	43,6	43,6	38,5	25,6	23,1	23,1	<b>25,6</b>
Vocational/ Technical	63	<b>95,2</b>	52,4	66,7	57,1	42,9	19,0	33,3	47,6
Artist/ Musician/ Actor etc.	15	<b>80,0</b>	<b>40,0</b>	40,0	40,0	<b>20,0</b>	20,0	20,0	<b>60,0</b>
Other	168	87,5	66,1	42,9	42,9	42,9	17,9	19,6	42,9
<b>Household income</b>									
High	684	88,2	<b>46,9</b>	<b>40,8</b>	<b>32,5</b>	33,8	17,1	16,2	29,8
Average	690	89,1	57,0	47,8	43,0	40,9	24,8	24,3	35,2
Low	375	91,2	<b>64,0</b>	<b>58,4</b>	<b>51,2</b>	40,8	21,6	22,4	37,6
<b>Market area</b>									
Central/ Southern Europe	903	88,7	<b>73,8</b>	<b>65,8</b>	<b>59,8</b>	51,2	<b>27,6</b>	<b>25,2</b>	<b>46,8</b>
North America	591	88,8	44,2	33,5	26,4	27,9	19,3	18,3	23,9
Britain	156	86,5	<b>23,1</b>	<b>17,3</b>	<b>11,5</b>	<b>9,6</b>	11,5	<b>7,7</b>	17,3
Scandinavia	120	90,0	32,5	27,5	27,5	17,5	<b>2,5</b>	12,5	20,0
Asia	42	92,9	28,6	28,6	28,6	21,4	14,3	14,3	<b>14,3</b>
Other	84	89,3	50,0	42,9	32,1	<b>53,6</b>	17,9	21,4	28,6
<b>Educational level</b>									
Finished high school or less	249	88,0	62,7	<b>56,6</b>	<b>57,8</b>	42,2	27,7	26,5	<b>42,2</b>
Bachelor's degree or equivalent	924	90,3	54,5	<b>46,4</b>	<b>39,0</b>	34,4	21,8	21,1	<b>31,8</b>
Master's/ Ph.D. or equivalent	708	87,3	55,1	46,6	39,4	41,1	19,5	18,2	33,9

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



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

	Number of answers	Reykjavik	South	North	East	West	Reykjanes - peninsula	The surrounding municipalities of Reykjavik	Other regions
	Count	%	%	%	%	%	%	%	%
<b>Total</b>									
<b>Nationality</b>									
American	432	86,8	41,7	29,9	23,6	25,7	21,5	16,7	19,4
German	210	<b>75,7</b>	64,3	55,7	47,1	41,4	17,1	20,0	50,0
Canadian	138	95,7	41,3	37,0	30,4	28,3	10,9	10,9	30,4
French	153	86,3	80,4	62,7	54,9	45,1	21,6	29,4	49,0
Italian	162	98,1	85,2	83,3	81,5	55,6	35,2	29,6	51,9
British	126	90,5	19,0	14,3	<b>9,5</b>	14,3	9,5	<b>9,5</b>	16,7
Spanish	93	90,3	<b>96,8</b>	<b>93,5</b>	<b>93,5</b>	<b>83,9</b>	<b>48,4</b>	<b>38,7</b>	48,4
Dutch	63	85,7	57,1	61,9	52,4	52,4	42,9	<b>9,5</b>	38,1
Swedish	48	87,5	25,0	<b>12,5</b>	12,5	<b>12,5</b>	<b>6,3</b>	12,5	<b>12,5</b>
Swiss	27	<b>100,0</b>	66,7	66,7	55,6	55,6	44,4	33,3	<b>77,8</b>
Norwegian	33	81,8	<b>18,2</b>	36,4	27,3	27,3	9,1	27,3	18,2
Austrian	27	<b>100,0</b>	66,7	66,7	44,4	66,7	11,1	11,1	<b>77,8</b>
Other	393	90,8	57,3	45,8	40,5	38,2	17,6	22,1	28,2
<b>Transportation</b>									
Airline	1866	<b>88,9</b>	55,6	<b>47,1</b>	<b>40,5</b>	<b>37,6</b>	21,2	<b>20,3</b>	<b>33,3</b>
M/ SNorröna	39	<b>76,9</b>	61,5	<b>69,2</b>	<b>92,3</b>	<b>53,8</b>	30,8	<b>30,8</b>	<b>61,5</b>
<b>Type of trip+</b>									
Package tour	201	91,0	<b>58,2</b>	49,3	40,3	26,9	16,4	14,9	<b>37,3</b>
Individually-arranged tour	1527	<b>88,0</b>	58,2	<b>49,9</b>	<b>43,6</b>	<b>40,9</b>	22,4	<b>21,2</b>	34,8
Business-arranged tour	21	<b>100,0</b>	<b>0,0</b>	<b>28,6</b>	<b>0,0</b>	<b>0,0</b>	14,3	<b>0,0</b>	<b>0,0</b>
<b>Purpose of visit+</b>									
Vacation/ holiday	1743	<b>90,5</b>	<b>59,0</b>	<b>49,9</b>	<b>44,4</b>	<b>40,1</b>	21,9	20,3	35,1
Event in Iceland (leisure related)	120	82,5	30,0	40,0	22,5	20,0	15,0	<b>12,5</b>	25,0
Visiting friends/ relatives	93	77,4	25,8	29,0	25,8	22,6	6,5	16,1	<b>48,4</b>
Education and training	39	76,9	38,5	23,1	7,7	15,4	7,7	<b>30,8</b>	15,4
Conference/ large meeting	27	77,8	<b>11,1</b>	<b>11,1</b>	<b>0,0</b>	11,1	<b>0,0</b>	22,2	11,1
Business/ small meeting	21	<b>71,4</b>	14,3	28,6	14,3	<b>0,0</b>	<b>28,6</b>	28,6	<b>0,0</b>
Other	153	72,5	21,6	31,4	19,6	15,7	13,7	23,5	21,6

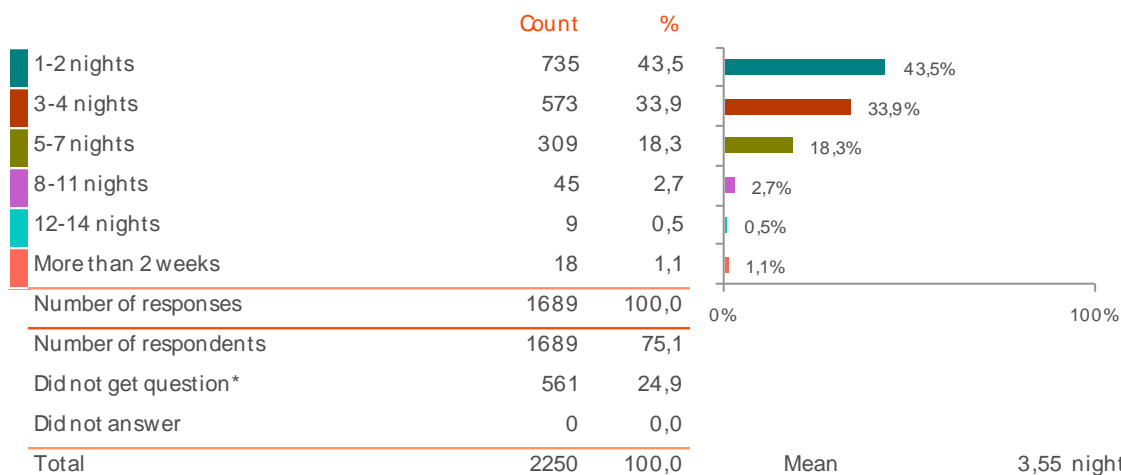
When respondents can choose more than one answer, significance between groups is not calculated.

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

# LENGTH OF STAY IN REYKJAVÍK

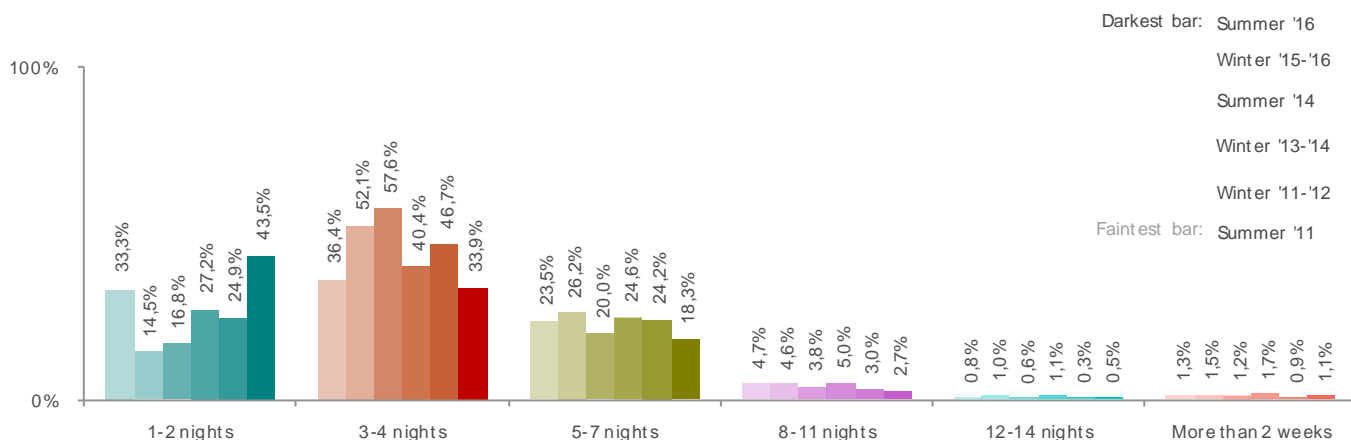
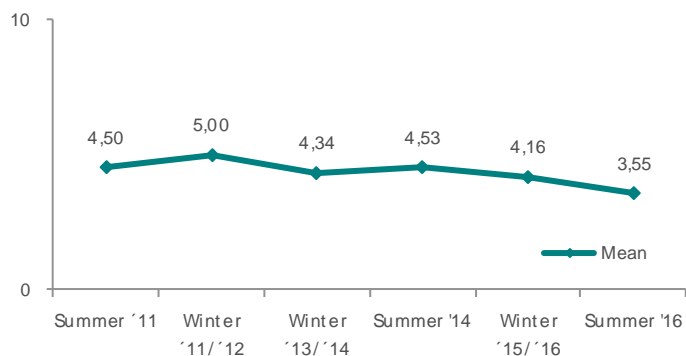


## Q.25. Total length of your stay in Reykjavík?



Mean 3,55 nights  
Standard deviation 3,94 nights

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





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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11nights	More than 11nights	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1689</b>	<b>43,5</b>	<b>33,9</b>	<b>18,3</b>	<b>2,7</b>	<b>1,6</b>	3,55
<b>Gender*</b>							
Male	711	48,5	29,5	19,8	1,7	0,4	3,27
Female	975	39,7	37,2	17,2	3,4	2,5	3,76
<b>Age*</b>							
24 years and younger	268	36,9	38,4	19,8	0,0	4,9	4,29
25-34 years	579	46,8	30,6	18,1	3,1	1,4	3,41
35-44 years	286	48,6	26,2	21,0	4,2	0,0	3,31
45-54 years	266	35,7	43,6	17,3	2,6	0,8	3,65
55 years and older	275	44,4	36,0	15,3	2,9	1,5	3,35
<b>What is your profession?*</b>							
Professionals (dr./ lawyer/ account. etc.)	378	45,2	32,5	16,7	5,6	0,0	3,31
Student	309	37,9	35,0	19,4	1,9	5,8	4,64
Other professionals	198	48,5	36,4	13,6	1,5	0,0	2,88
Managerial	156	36,5	34,6	26,9	1,9	0,0	3,60
Teacher/ Medical care	165	38,2	32,7	21,8	3,6	3,6	4,29
Clerical/ Service	135	66,7	20,0	13,3	0,0	0,0	2,60
Retired/ Homemaker	105	42,9	34,3	20,0	0,0	2,9	3,31
Vocational/ Technical	60	30,0	45,0	20,0	5,0	0,0	3,75
Artist/ Musician/ Actor etc.	12	50,0	25,0	25,0	0,0	0,0	2,75
Other	147	44,9	38,8	14,3	2,0	0,0	2,98
<b>Household income*</b>							
High	603	34,3	40,8	17,9	4,5	2,5	3,98
Average	615	48,8	31,2	17,1	2,4	0,5	3,24
Low	342	44,7	28,9	23,7	0,9	1,8	3,57
<b>Market area*</b>							
Central/ Southern Europe	801	53,6	31,1	10,9	2,2	2,2	3,17
North America	525	39,4	33,1	21,1	5,1	1,1	3,85
Britain	135	13,3	51,1	35,6	0,0	0,0	4,07
Scandinavia	108	30,6	33,3	33,3	0,0	2,8	4,67
Asia	39	53,8	15,4	30,8	0,0	0,0	3,38
Other	75	32,0	52,0	16,0	0,0	0,0	3,16
<b>Educational level*</b>							
Finished high school or less	219	46,6	42,5	8,2	1,4	1,4	3,07
Bachelor's degree or equivalent	834	43,5	31,7	19,8	2,5	2,5	3,82
Master's/ Ph.D. or equivalent	618	43,2	33,5	19,4	3,4	0,5	3,35

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

# LENGTH OF STAY IN REYKJAVÍK



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11nights	More than 11nights	Average
	Count	%	%	%	%	%	
<b>Total</b>	<b>1689</b>	<b>43,5</b>	<b>33,9</b>	<b>18,3</b>	<b>2,7</b>	<b>1,6</b>	3,55
<b>Nationality*</b>							
American	375	41,6	36,0	18,4	3,2	0,8	3,78
German	159	32,1	49,1	13,2	0,0	5,7	4,09
Canadian	132	31,8	20,5	34,1	11,4	2,3	4,34
French	132	47,7	31,8	13,6	4,5	2,3	3,27
Italian	159	71,7	20,8	7,5	0,0	0,0	2,36
British	114	13,2	44,7	42,1	0,0	0,0	4,24
Spanish	84	75,0	14,3	3,6	0,0	7,1	3,04
Dutch	54	38,9	50,0	11,1	0,0	0,0	3,06
Swedish	42	28,6	28,6	42,9	0,0	0,0	3,86
Swiss	27	44,4	44,4	11,1	0,0	0,0	3,00
Norwegian	27	11,1	66,7	22,2	0,0	0,0	3,78
Austrian	27	66,7	22,2	11,1	0,0	0,0	2,56
Other	357	46,2	33,6	16,0	3,4	0,8	3,45
<b>Transportation*</b>							
Airline	1659	42,9	34,2	18,6	2,7	1,6	3,58
M/ SNorröna	30	80,0	20,0	0,0	0,0	0,0	1,80
<b>Type of trip*</b>							
Package tour	183	50,8	34,4	14,8	0,0	0,0	3,00
Individually-arranged tour	1344	41,5	33,9	19,9	2,9	1,8	3,62
Business-arranged tour	21	14,3	42,9	42,9	0,0	0,0	4,29
<b>Purpose of visit*</b>							
Vacation/ holiday	1578	43,9	34,4	17,5	2,7	1,5	3,42
Event in Iceland (leisure related)	99	12,1	39,4	42,4	3,0	3,0	5,58
Visiting friends/ relatives	72	37,5	33,3	25,0	4,2	0,0	3,71
Education and training	30	40,0	0,0	20,0	30,0	10,0	7,60
Conference/ large meeting	21	14,3	28,6	57,1	0,0	0,0	4,57
Business/ small meeting	15	60,0	20,0	20,0	0,0	0,0	2,80
Other	111	32,4	37,8	21,6	2,7	5,4	5,46

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

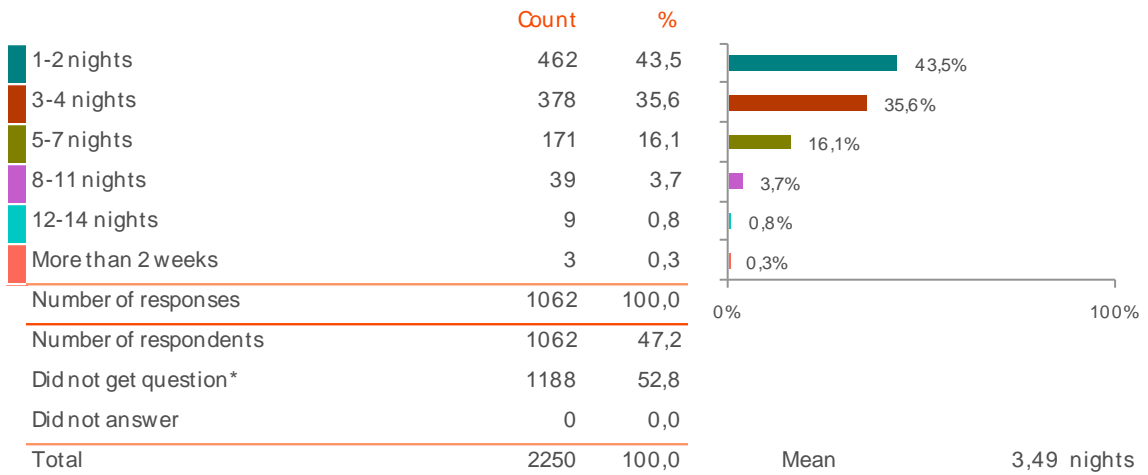
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



# LENGTH OF STAY IN THE SOUTH

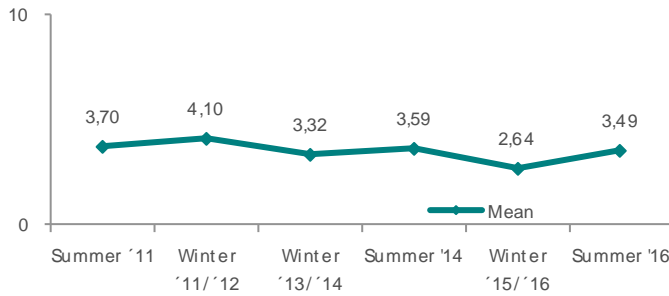


## Q.26. Total length of your stay in the South?

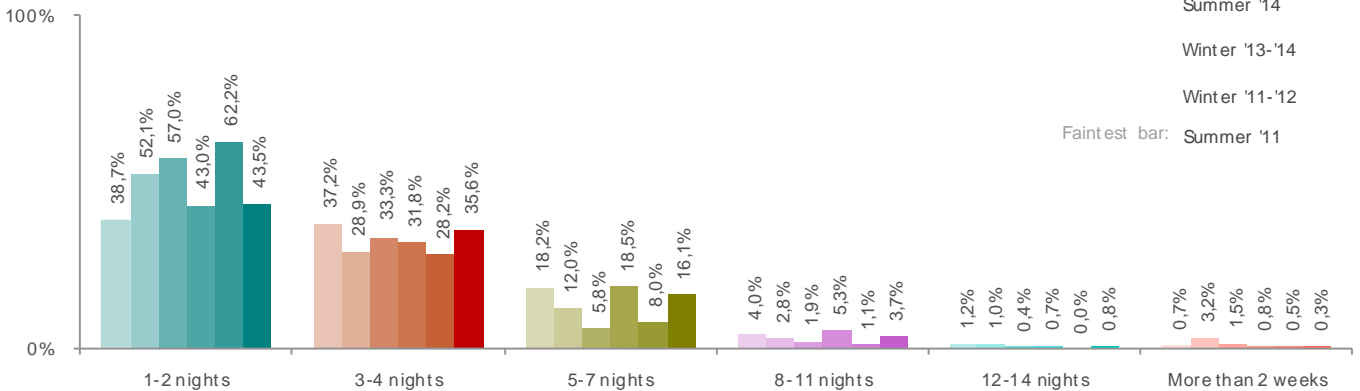


Mean 3,49 nights  
Standard deviation 4,69 nights

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



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





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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>1062</b>	<b>43,5</b>	<b>35,6</b>	<b>16,1</b>	<b>4,8</b>	3,49
<b>Gender</b>						
Male	459	41,8	37,9	15,7	4,6	3,27
Female	600	45,0	33,5	16,5	5,0	3,67
<b>Age*</b>						
24 years and younger	190	38,9	34,7	15,8	10,5	4,44
25-34 years	408	40,0	34,3	19,9	5,9	3,68
35-44 years	172	40,1	34,9	22,7	2,3	3,38
45-54 years	139	54,7	38,8	4,3	2,2	2,65
55 years and older	144	49,3	40,3	10,4	0,0	2,82
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	204	51,5	29,4	13,2	5,9	3,13
Student	213	35,2	33,8	22,5	8,5	3,79
Other professionals	120	37,5	45,0	12,5	5,0	3,43
Managerial	87	31,0	44,8	24,1	0,0	3,34
Teacher/ Medical care	96	46,9	31,3	21,9	0,0	3,03
Clerical/ Service	123	46,3	39,0	12,2	2,4	2,98
Retired/ Homemaker	51	52,9	35,3	11,8	0,0	2,88
Vocational/ Technical	33	45,5	54,5	0,0	0,0	2,73
Artist/ Musician/ Actor etc.	6	50,0	50,0	0,0	0,0	2,50
Other	111	48,6	29,7	16,2	5,4	5,16
<b>Household income</b>						
High	321	44,9	42,1	8,4	4,7	3,08
Average	393	45,8	34,4	16,0	3,8	3,77
Low	240	45,0	33,8	18,8	2,5	3,18
<b>Market area</b>						
Central/ Southern Europe	666	40,5	35,6	18,5	5,4	3,77
North America	261	47,1	39,1	11,5	2,3	2,92
Britain	36	50,0	41,7	8,3	0,0	2,42
Scandinavia	39	53,8	15,4	23,1	7,7	3,77
Asia	12	75,0	25,0	0,0	0,0	2,25
Other	42	50,0	28,6	14,3	7,1	3,29
<b>Educational level</b>						
Finished high school or less	156	48,1	28,8	13,5	9,6	3,54
Bachelor's degree or equivalent	504	45,8	35,1	14,9	4,2	3,60
Master's/ Ph.D. or equivalent	390	39,2	39,2	19,2	2,3	3,27

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

# LENGTH OF STAY IN THE SOUTH



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	Average
	Count	%	%	%	%	
<b>Total</b>	<b>1062</b>	<b>43,5</b>	<b>35,6</b>	<b>16,1</b>	<b>4,8</b>	3,49
<b>Nationality*</b>						
American	180	51,7	38,3	10,0	0,0	2,63
German	135	35,6	28,9	24,4	11,1	5,71
Canadian	57	36,8	31,6	21,1	10,5	3,89
French	123	19,5	43,9	31,7	4,9	4,05
Italian	138	65,2	23,9	8,7	2,2	2,50
British	24	75,0	12,5	12,5	0,0	1,88
Spanish	90	30,0	46,7	23,3	0,0	3,47
Dutch	36	41,7	41,7	8,3	8,3	3,08
Swedish	12	50,0	25,0	25,0	0,0	3,25
Swiss	18	16,7	66,7	16,7	0,0	3,50
Norwegian	6	0,0	0,0	100,0	0,0	6,00
Austrian	18	33,3	50,0	0,0	16,7	4,33
Other	225	49,3	36,0	8,0	6,7	3,19
<b>Transportation</b>						
Airline	1038	43,6	35,8	15,6	4,9	3,49
M/ SNorröna	24	37,5	25,0	37,5	0,0	3,50
<b>Type of trip*</b>						
Package tour	117	35,9	25,6	33,3	5,1	3,79
Individually-arranged tour	888	43,2	37,5	14,9	4,4	3,47
Business-arranged tour	<5					
<b>Purpose of visit*</b>						
Vacation/ holiday	1029	44,6	35,3	16,0	4,1	3,22
Event in Iceland (leisure related)	36	50,0	33,3	16,7	0,0	2,92
Visiting friends/ relatives	24	87,5	0,0	12,5	0,0	2,00
Education and training	15	20,0	40,0	0,0	40,0	6,00
Conference/ large meeting	<5					
Business/ small meeting	<5					
Other	33	27,3	27,3	27,3	18,2	11,09

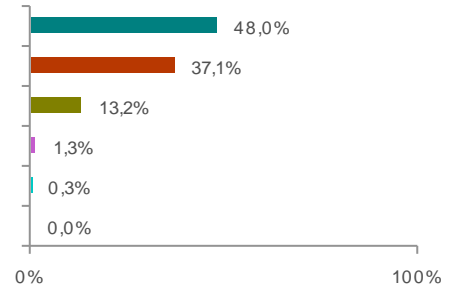
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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



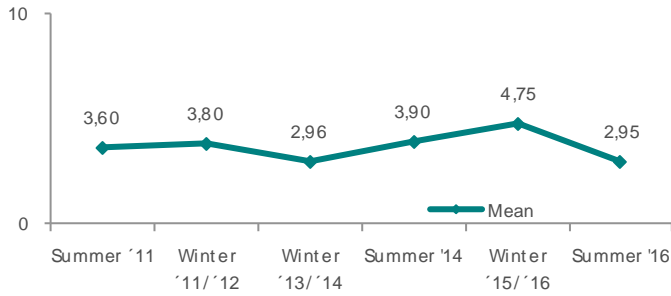
## Q.27. Total length of your stay in the North?

	Count	%
1-2 nights	435	48,0
3-4 nights	336	37,1
5-7 nights	120	13,2
8-11 nights	12	1,3
12-14 nights	3	0,3
More than 2 weeks	0	0,0
<hr/>		
Number of responses	906	100,0
<hr/>		
Number of respondents	906	40,3
Did not get question*	1344	59,7
Did not answer	0	0,0
<hr/>		
Total	2250	100,0

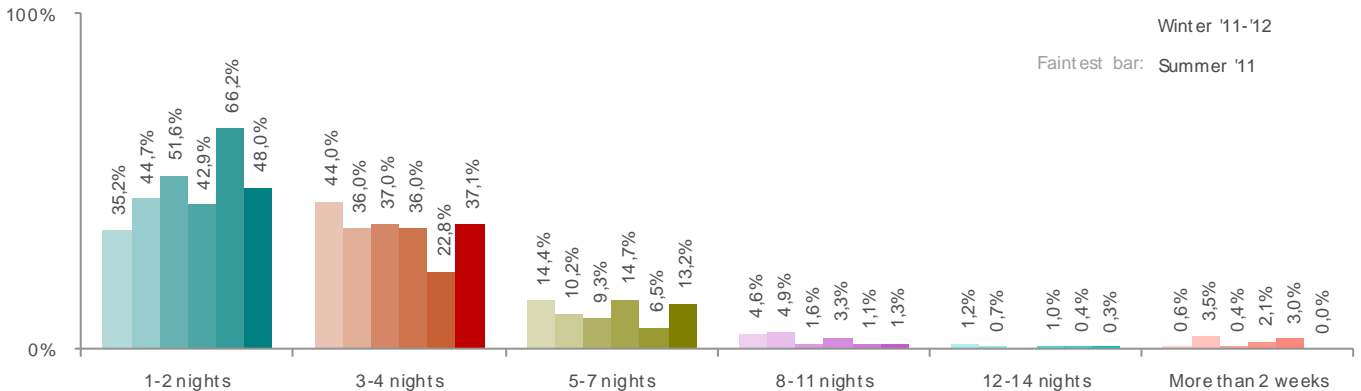


Mean 2,95 nights  
Standard deviation 1,71 nights

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



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





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

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>906</b>	<b>48,0</b>	<b>37,1</b>	<b>14,9</b>	2,95
<b>Gender</b>					
Male	390	46,2	40,0	13,8	2,92
Female	513	49,1	35,1	15,8	2,97
<b>Age*</b>					
24 years and younger	142	52,1	33,8	14,1	2,94
25-34 years	331	52,6	33,8	13,6	2,78
35-44 years	145	49,7	43,4	6,9	2,73
45-54 years	123	39,0	44,7	16,3	2,99
55 years and older	150	40,7	36,7	22,7	3,47
<b>What is your profession?</b>					
Professionals (dr./ lawyer/ account. etc.)	168	55,4	26,8	17,9	2,75
Student	177	50,8	32,2	16,9	3,07
Other professionals	108	55,6	33,3	11,1	2,67
Managerial	87	27,6	62,1	10,3	3,28
Teacher/ Medical care	63	38,1	52,4	9,5	3,14
Clerical/ Service	117	51,3	38,5	10,3	2,64
Retired/ Homemaker	51	52,9	29,4	17,6	3,00
Vocational/ Technical	42	35,7	42,9	21,4	3,21
Artist/ Musician/ Actor etc.	6	50,0	50,0	0,0	2,50
Other	72	50,0	33,3	16,7	3,08
<b>Household income</b>					
High	279	50,5	32,3	17,2	2,95
Average	330	49,1	38,2	12,7	2,85
Low	219	42,5	45,2	12,3	3,00
<b>Market area*</b>					
Central/ Southern Europe	594	43,4	39,4	17,2	3,10
North America	198	57,6	37,9	4,5	2,42
Britain	27	33,3	44,4	22,2	3,22
Scandinavia	33	63,6	9,1	27,3	3,55
Asia	12	75,0	25,0	0,0	2,25
Other	36	66,7	25,0	8,3	2,50
<b>Educational level*</b>					
Finished high school or less	141	53,2	25,5	21,3	3,17
Bachelor's degree or equivalent	429	51,7	38,5	9,8	2,73
Master's/ Ph.D. or equivalent	330	41,8	40,9	17,3	3,08

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



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

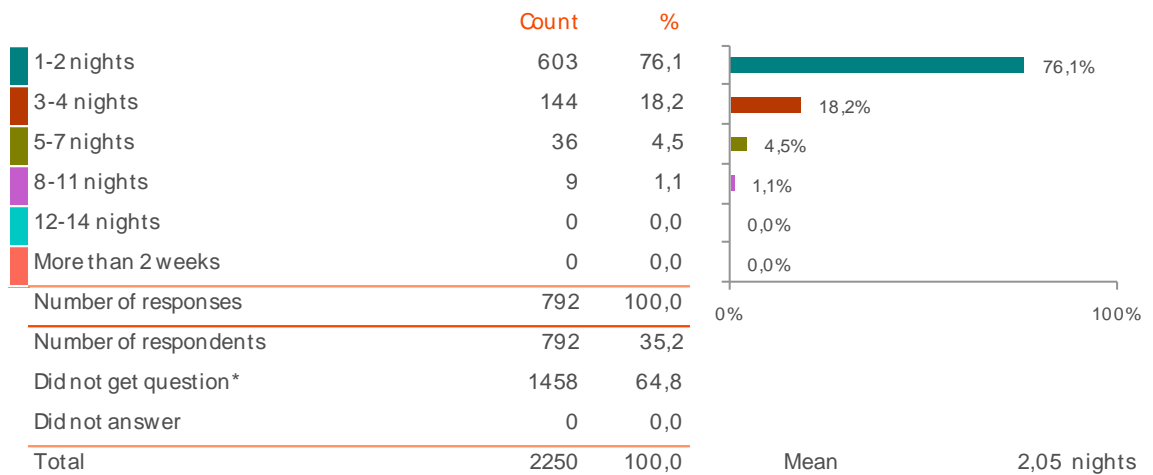
	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>906</b>	<b>48,0</b>	<b>37,1</b>	<b>14,9</b>	2,95
<b>Nationality*</b>					
American	129	65,1	34,9	0,0	2,14
German	117	30,8	25,6	43,6	4,03
Canadian	51	52,9	35,3	11,8	2,94
French	96	25,0	56,3	18,8	3,41
Italian	135	62,2	33,3	4,4	2,38
British	18	50,0	16,7	33,3	3,33
Spanish	87	41,4	51,7	6,9	2,76
Dutch	39	38,5	53,8	7,7	3,08
Swedish	6	0,0	50,0	50,0	5,00
Swiss	18	33,3	50,0	16,7	3,33
Norwegian	12	50,0	0,0	50,0	5,00
Austrian	18	33,3	33,3	33,3	3,33
Other	180	56,7	31,7	11,7	2,75
<b>Transportation*</b>					
Airline	879	48,5	37,2	14,3	2,92
M/ SNorröna	27	33,3	33,3	33,3	3,67
<b>Type of trip*</b>					
Package tour	99	42,4	51,5	6,1	2,88
Individually-arranged tour	762	48,0	37,4	14,6	2,89
Business-arranged tour	6	0,0	50,0	50,0	4,50
<b>Purpose of visit*</b>					
Vacation/ holiday	870	48,6	36,6	14,8	2,93
Event in Iceland (leisure related)	48	37,5	31,3	31,3	4,19
Visiting friends/ relatives	27	55,6	22,2	22,2	2,89
Education and training	9	33,3	33,3	33,3	3,33
Conference/ large meeting	<5				
Business/ small meeting	6	50,0	50,0	0,0	2,50
Other	48	37,5	43,8	18,8	3,50

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

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

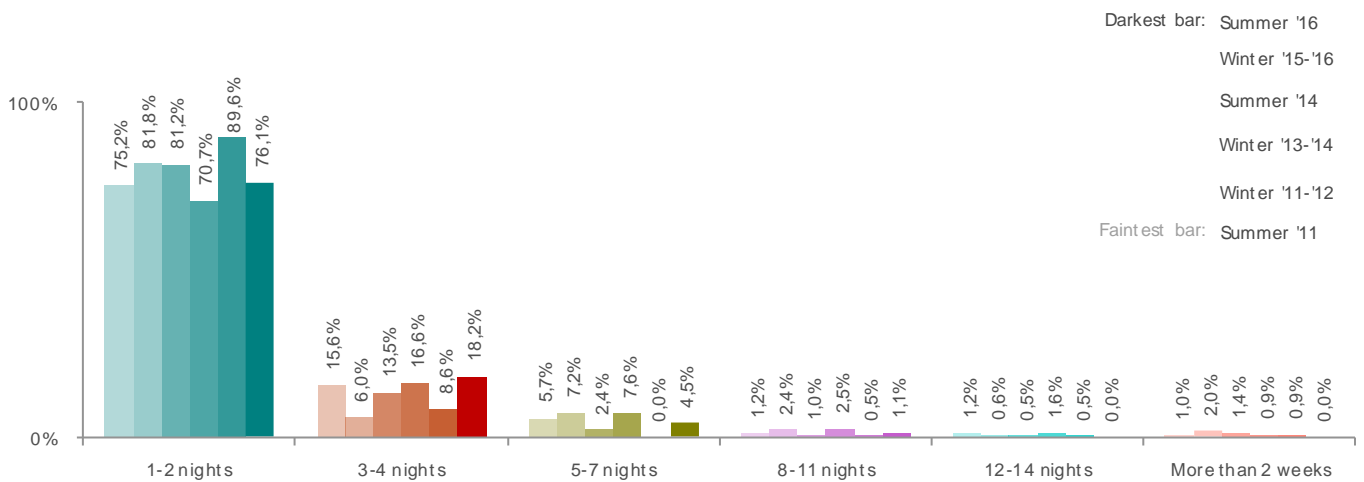
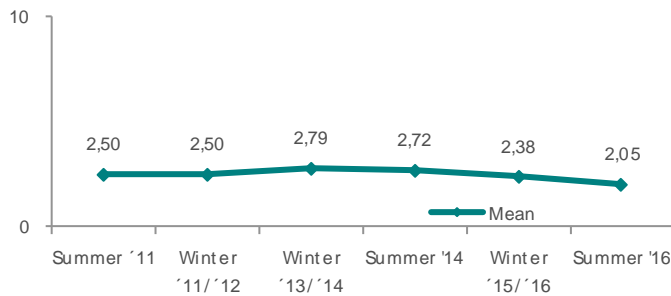


## Q.28. Total length of your stay in the East?




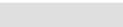
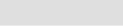
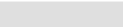
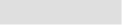
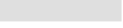
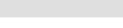
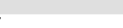










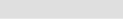
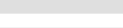
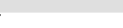









Mean 2,05 nights  
Standard deviation 1,28 nights

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





## Q.28. Total length of your stay in the East?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>792</b>	<b>76,1</b>	<b>18,2</b>	<b>5,7</b>	 2,05
<b>Gender</b>					
Male	351	77,8	15,4	6,8	 2,08
Female	438	75,3	19,9	4,8	 2,03
<b>Age</b>					
24 years and younger	129	69,8	20,9	9,3	 2,21
25-34 years	290	79,0	15,9	5,2	 2,00
35-44 years	127	74,0	23,6	2,4	 1,99
45-54 years	113	77,9	16,8	5,3	 2,06
55 years and older	121	76,9	18,2	5,0	 2,06
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	135	77,8	13,3	8,9	 2,20
Student	156	69,2	21,2	9,6	 2,21
Other professionals	96	87,5	9,4	3,1	 1,69
Managerial	72	79,2	20,8	0,0	 1,88
Teacher/ Medical care	54	77,8	16,7	5,6	 1,89
Clerical/ Service	102	76,5	20,6	2,9	 2,03
Retired/ Homemaker	45	66,7	33,3	0,0	 2,13
Vocational/ Technical	36	75,0	8,3	16,7	 2,67
Artist/ Musician/ Actor etc.	6	50,0	50,0	0,0	 3,00
Other	72	75,0	20,8	4,2	 1,83
<b>Household income</b>					
High	222	73,0	21,6	5,4	 2,03
Average	297	77,8	17,2	5,1	 2,02
Low	192	78,1	15,6	6,3	 2,17
<b>Market area*</b>					
Central/ Southern Europe	540	73,3	19,4	7,2	 2,13
North America	156	82,7	17,3	0,0	 1,73
Britain	18	66,7	16,7	16,7	 3,17
Scandinavia	33	90,9	0,0	9,1	 2,27
Asia	12	75,0	25,0	0,0	 1,50
Other	27	77,8	22,2	0,0	 1,56
<b>Educational level*</b>					
Finished high school or less	144	72,9	12,5	14,6	 2,38
Bachelor's degree or equivalent	360	77,5	20,8	1,7	 1,98
Master's/ Ph.D. or equivalent	279	76,3	17,2	6,5	 1,98

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





## Q.28. Total length of your stay in the East?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>792</b>	<b>76,1</b>	<b>18,2</b>	<b>5,7</b>	2,05
<b>Nationality*</b>					
American	102	76,5	23,5	0,0	1,82
German	99	66,7	15,2	18,2	2,52
Canadian	42	92,9	7,1	0,0	1,43
French	84	75,0	17,9	7,1	2,21
Italian	132	77,3	18,2	4,5	1,98
British	12	50,0	25,0	25,0	3,75
Spanish	87	93,1	6,9	0,0	1,66
Dutch	33	81,8	9,1	9,1	1,82
Swedish	6	100,0	0,0	0,0	1,50
Swiss	15	60,0	40,0	0,0	2,40
Norwegian	9	33,3	33,3	33,3	4,00
Austrian	12	50,0	25,0	25,0	2,75
Other	159	73,6	24,5	1,9	2,02
<b>Transportation*</b>					
Airline	756	77,0	18,3	4,8	2,02
M/ SNorröna	36	58,3	16,7	25,0	2,67
<b>Type of trip*</b>					
Package tour	81	74,1	18,5	7,4	2,07
Individually-arranged tour	666	76,1	18,5	5,4	2,03
<b>Purpose of visit*</b>					
Vacation/ holiday	774	76,4	18,2	5,4	
Event in Iceland (leisure related)	27	55,6	33,3	11,1	2,05
Visiting friends/ relatives	24	75,0	25,0	0,0	2,56
Education and training	<5				1,88
Conference/ large meeting	<5				
Business/ small meeting	<5				
Other	30	60,0	20,0	20,0	

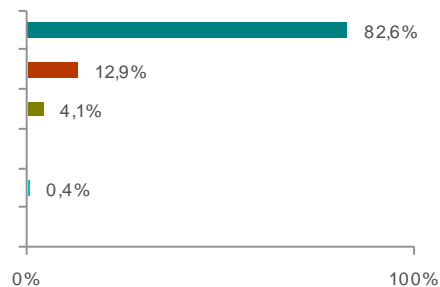
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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



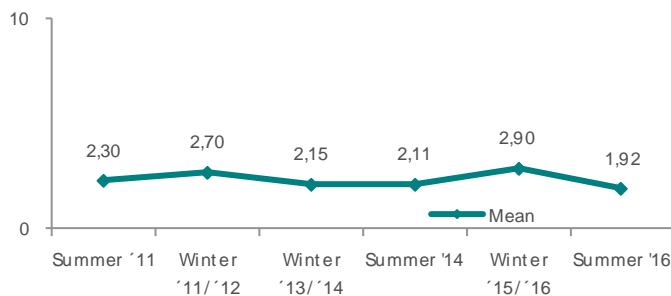
## Q.29. Total length of your stay in the West?

	Count	%
1-2 nights	597	82,6
3-4 nights	93	12,9
5-7 nights	30	4,1
8-11 nights	0	0,0
12-14 nights	3	0,4
More than 2 weeks	0	0,0
<hr/>		
Number of responses	723	100,0
Number of respondents	723	32,1
Did not get question*	1527	67,9
Did not answer	0	0,0
<hr/>		
Total	2250	100,0

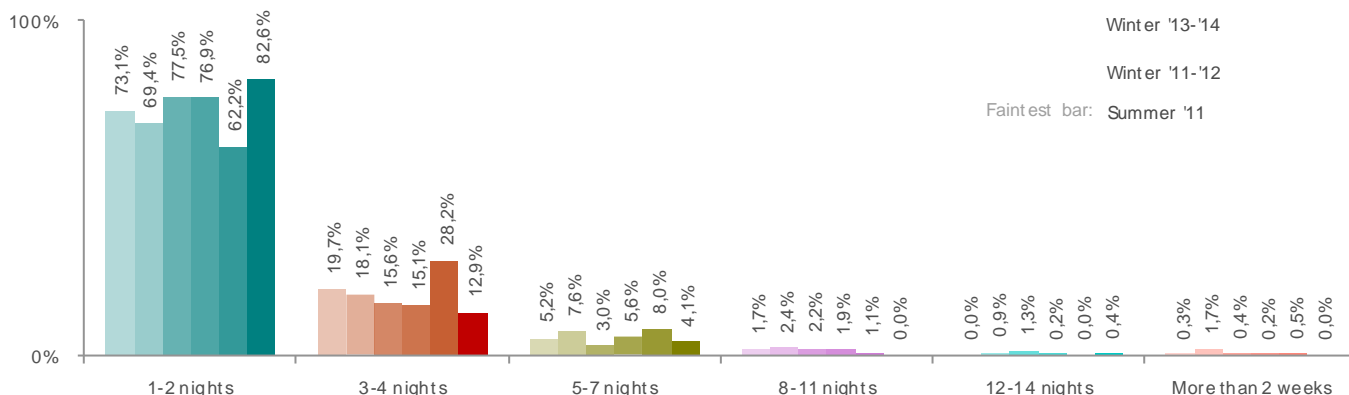


Mean 1,92 nights  
Standard deviation 1,39 nights

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











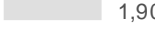




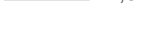



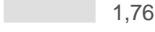








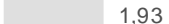


Darkest bar: Summer '16  
Winter '15-'16  
Summer '14  
Winter '13-'14  
Winter '11-'12  
Faintest bar: Summer '11





## Q.29. Total length of your stay in the West?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>723</b>	<b>82,6</b>	<b>12,9</b>	<b>4,6</b>	 1,92
<b>Gender*</b>					
Male	288	88,5	7,3	4,2	 1,78
Female	432	78,5	16,7	4,9	 2,02
<b>Age*</b>					
24 years and younger	102	88,2	5,9	5,9	 1,99
25-34 years	267	79,4	19,5	1,1	 1,83
35-44 years	136	85,3	10,3	4,4	 1,71
45-54 years	82	82,9	9,8	7,3	 2,13
55 years and older	127	80,3	10,2	9,4	 2,21
<b>What is your profession?</b>					
Professionals (dr./ lawyer/ account. etc.)	150	86,0	12,0	2,0	 1,78
Student	117	79,5	12,8	7,7	 2,18
Other professionals	90	83,3	10,0	6,7	 1,90
Managerial	63	81,0	19,0	0,0	 1,81
Teacher/ Medical care	69	78,3	17,4	4,3	 2,00
Clerical/ Service	84	85,7	10,7	3,6	 1,75
Retired/ Homemaker	30	90,0	10,0	0,0	 1,80
Vocational/ Technical	27	88,9	11,1	0,0	 1,67
Artist/ Musician/ Actor etc.	<5				
Other	72	79,2	8,3	12,5	 2,13
<b>Household income</b>					
High	231	83,1	11,7	5,2	 1,91
Average	282	79,8	16,0	4,3	 1,96
Low	153	86,3	9,8	3,9	 1,76
<b>Market area*</b>					
Central/ Southern Europe	462	83,1	12,3	4,5	 1,89
North America	165	85,5	12,7	1,8	 1,89
Britain	15	60,0	40,0	0,0	 2,00
Scandinavia	21	28,6	28,6	42,9	 4,14
Asia	9	100,0	0,0	0,0	 1,00
Other	45	93,3	6,7	0,0	 1,47
<b>Educational level</b>					
Finished high school or less	105	82,9	8,6	8,6	 2,03
Bachelor's degree or equivalent	318	84,0	13,2	2,8	 1,86
Master's/ Ph.D. or equivalent	291	81,4	13,4	5,2	 1,93

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



## Q.29. Total length of your stay in the West?

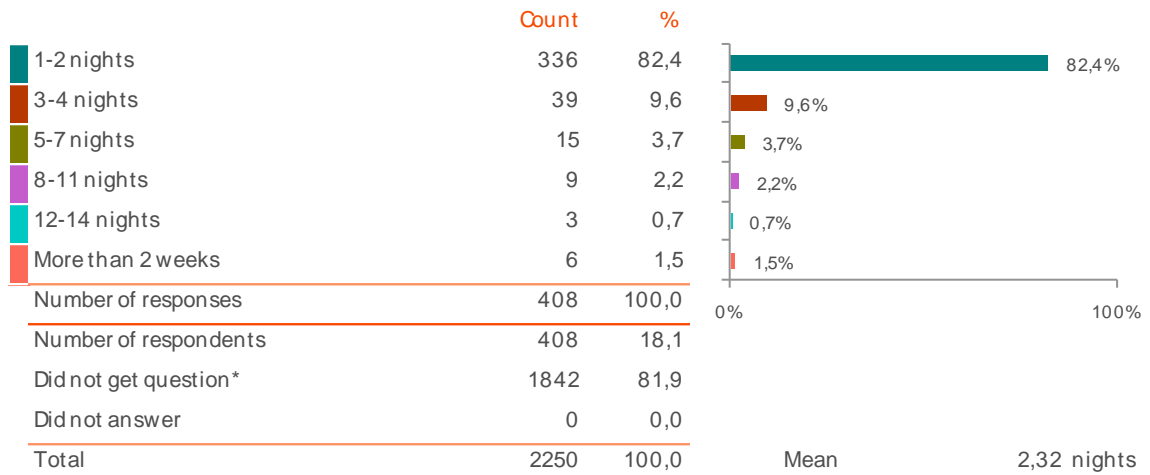
	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>723</b>	<b>82,6</b>	<b>12,9</b>	<b>4,6</b>	1,92
<b>Nationality*</b>					
American	111	89,2	10,8	0,0	1,76
German	87	62,1	27,6	10,3	2,62
Canadian	39	76,9	23,1	0,0	1,69
French	69	91,3	4,3	4,3	2,04
Italian	90	90,0	10,0	0,0	1,47
British	18	66,7	33,3	0,0	1,83
Spanish	78	96,2	3,8	0,0	1,62
Dutch	33	81,8	18,2	0,0	1,64
Swedish	6	0,0	0,0	100,0	7,00
Swiss	15	60,0	40,0	0,0	2,20
Norwegian	9	0,0	33,3	66,7	5,00
Austrian	18	66,7	0,0	33,3	3,00
Other	150	90,0	8,0	2,0	1,60
<b>Transportation</b>					
Airline	702	82,5	12,8	4,7	1,93
M/ SNorröna	21	85,7	14,3	0,0	1,57
<b>Type of trip*</b>					
Package tour	54	83,3	11,1	5,6	2,06
Individually-arranged tour	624	82,2	13,0	4,8	1,91
Business-arranged tour	<5				
<b>Purpose of visit*</b>					
Vacation/ holiday	699	82,4	13,3	4,3	1,89
Event in Iceland (leisure related)	24	62,5	25,0	12,5	2,63
Visiting friends/ relatives	21	100,0	0,0	0,0	1,57
Education and training	6	50,0	0,0	50,0	7,00
Conference/ large meeting	<5				
Business/ small meeting	<5				
Other	24	62,5	25,0	12,5	2,25

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

# LENGTH OF STAY IN REYKJANES-PENINSULA

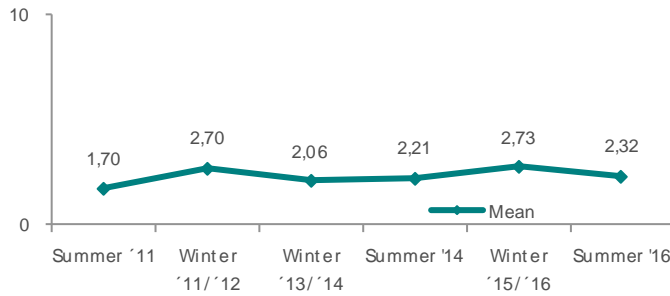


## Q.30. Total length of your stay in Reykjanes- peninsula?

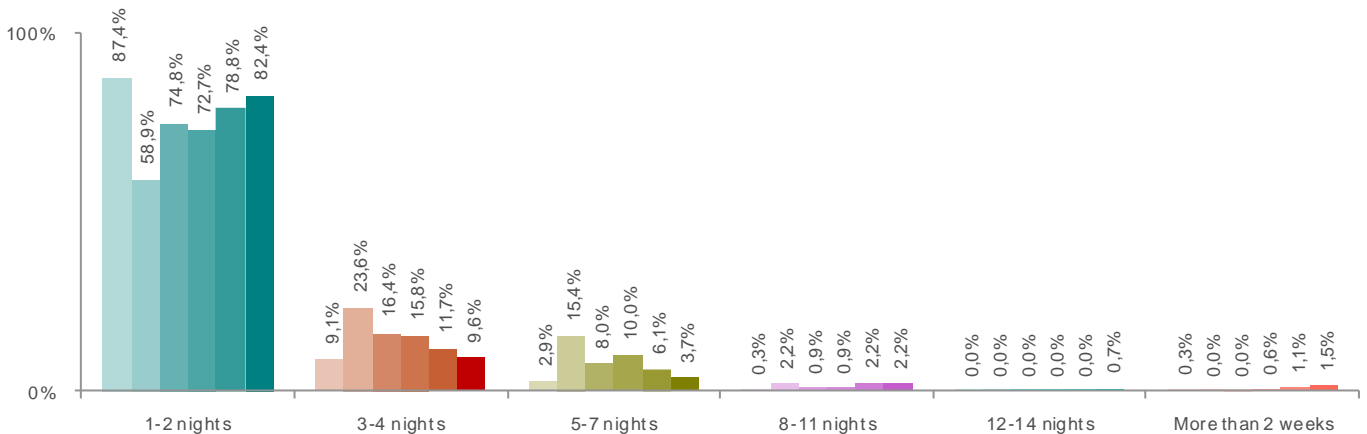


Mean 2,32 nights  
Standard deviation 5,31 nights

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



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





## Q. 30. Total length of your stay in Reykjanes- peninsula?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>408</b>	<b>82,4</b>	<b>17,6</b>	■ 2,32
<b>Gender*</b>				
Male	192	81,3	18,8	■ 1,75
Female	216	83,3	16,7	■ 2,83
<b>Age*</b>				
24 years and younger	79	81,0	19,0	■ 4,49
25-34 years	114	89,5	10,5	■ 1,55
35-44 years	87	89,7	10,3	■ 1,80
45-54 years	44	86,4	13,6	■ 1,86
55 years and older	81	66,7	33,3	■ 2,04
<b>What is your profession?*</b>				
Professionals (dr./ lawyer/ account. etc.)	66	81,8	18,2	■ 1,77
Student	81	77,8	22,2	■ 4,56
Other professionals	48	93,8	6,3	■ 1,31
Managerial	42	71,4	28,6	■ 2,21
Teacher/ Medical care	39	92,3	7,7	■ 1,46
Clerical/ Service	60	95,0	5,0	■ 1,60
Retired/ Homemaker	27	66,7	33,3	■ 2,11
Vocational/ Technical	12	100,0	0,0	■ 1,25
Artist/ Musician/ Actor etc.	<5			
Other	30	60,0	40,0	■ 2,60
<b>Household income*</b>				
High	117	74,4	25,6	■ 3,44
Average	171	89,5	10,5	■ 1,54
Low	81	88,9	11,1	■ 1,37
<b>Market area</b>				
Central/ Southern Europe	249	86,7	13,3	■ 2,30
North America	114	78,9	21,1	■ 2,21
Britain	18	83,3	16,7	■ 2,17
Scandinavia	<5			
Asia	6	50,0	50,0	■ 4,50
Other	15	60,0	40,0	■ 3,00
<b>Educational level</b>				
Finished high school or less	69	73,9	26,1	■ 2,22
Bachelor's degree or equivalent	201	82,1	17,9	■ 2,87
Master's/ Ph.D. or equivalent	138	87,0	13,0	■ 1,59

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



## Q. 30. Total length of your stay in Reykjanes- peninsula?

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>408</b>	<b>82,4</b>	<b>17,6</b>	■ 2,32
<b>Nationality</b>				
American	93	80,6	19,4	■ 1,90
German	36	75,0	25,0	■ 2,50
Canadian	15	80,0	20,0	■ 2,00
French	33	90,9	9,1	■ 2,55
Italian	57	94,7	5,3	■ 1,26
British	12	75,0	25,0	■ 2,50
Spanish	45	100,0	0,0	■ 1,27
Dutch	27	88,9	11,1	■ 1,56
Swedish	<5			
Swiss	12	75,0	25,0	■ 1,50
Norwegian	<5			
Austrian	<5			
Other	69	69,6	30,4	■ 4,74
<b>Transportation</b>				
Airline	396	81,8	18,2	■ 2,34
M/ SNorröna	12	100,0	0,0	■ 1,75
<b>Type of trip*</b>				
Package tour	33	72,7	27,3	■ 1,82
Individually-arranged tour	342	81,6	18,4	■ 2,48
Business-arranged tour	<5			
<b>Purpose of visit*</b>				
Vacation/ holiday	381	86,6	13,4	■ 1,65
Event in Iceland (leisure related)	18	66,7	33,3	■ 1,67
Visiting friends/ relatives	6	0,0	100,0	■ 33,00
Education and training	<5			
Conference/ large meeting				
Business/ small meeting	6	0,0	100,0	■ 4,00
Other	21	28,6	71,4	■ 12,00

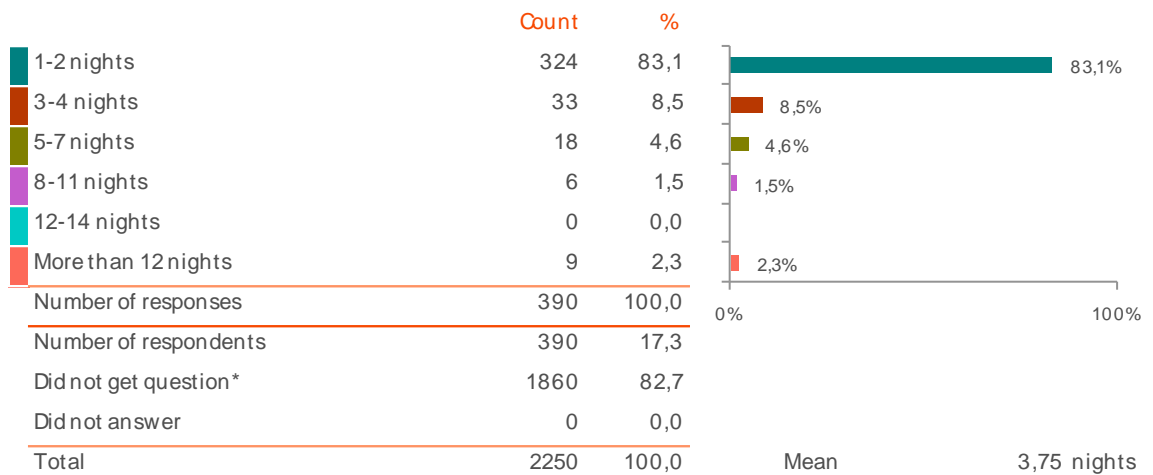
Difference between groups is not statistically significant.

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

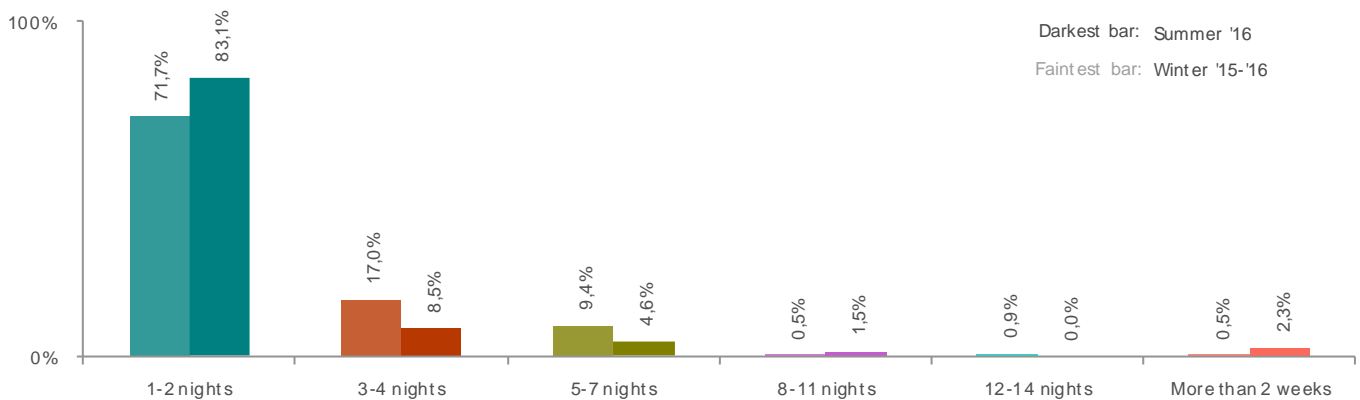
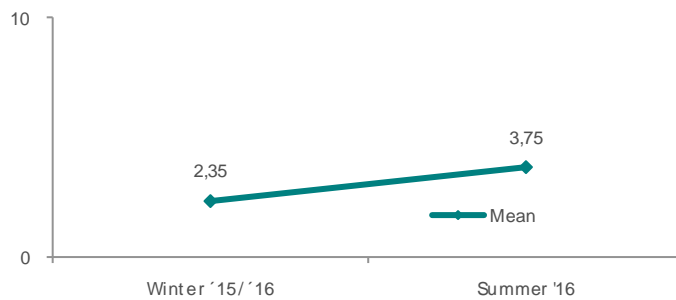
# LENGTH OF STAY IN SURROUNDING MUNICIPALITIES OF REYKJAVÍK



**Q.31. Total length of your stay in the surrounding municipalities of Reykjavík, including Seltjarnarnes, Mosfellsbær, Kópavogur, Hafnarfjörður and Garðabær?**



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





# LENGTH OF STAY IN SURROUNDING MUNICIPALITIES OF REYKJAVÍK



**Q.31. Total length of your stay in the surrounding municipalities of Reykjavík, including Seltjarnarnes, Mosfellsbær, Kópavogur, Hafnarfjörður and Garðabær?**

	Number of answers	1-2 nights	More than 2 nights	Bar chart value
	Count	%	%	
<b>Total</b>	<b>390</b>	<b>83,1</b>	<b>16,9</b>	3,75
<b>Gender</b>				
Male	150	86,0	14,0	4,64
Female	240	81,3	18,8	3,19
<b>Age</b>				
24 years and younger	62	83,9	16,1	6,97
25-34 years	164	85,4	14,6	3,46
35-44 years	80	86,3	13,8	3,44
45-54 years	40	70,0	30,0	2,15
55 years and older	44	79,5	20,5	2,27
<b>What is your profession?</b>				
Professionals (dr./ lawyer/ account. etc.)	54	100,0	0,0	1,22
Student	66	72,7	27,3	7,09
Other professionals	48	81,3	18,8	7,94
Managerial	36	75,0	25,0	2,33
Teacher/ Medical care	42	85,7	14,3	1,50
Clerical/ Service	57	78,9	21,1	1,79
Retired/ Homemaker	27	88,9	11,1	1,78
Vocational/ Technical	21	85,7	14,3	2,14
Artist/ Musician/ Actor etc.	<5			
Other	33	90,9	9,1	5,73
<b>Household income*</b>				
High	111	81,1	18,9	1,92
Average	168	87,5	12,5	2,63
Low	84	78,6	21,4	5,64
<b>Market area</b>				
Central/ Southern Europe	228	85,5	14,5	4,92
North America	108	88,9	11,1	1,72
Britain	12	50,0	50,0	2,50
Scandinavia	15	40,0	60,0	3,40
Asia	6	100,0	0,0	1,50
Other	18	66,7	33,3	3,33
<b>Educational level</b>				
Finished high school or less	66	81,8	18,2	6,23
Bachelor's degree or equivalent	195	83,1	16,9	2,55
Master's/ Ph.D. or equivalent	129	83,7	16,3	4,28

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

# LENGTH OF STAY IN SURROUNDING MUNICIPALITIES OF REYKJAVÍK



**Q.31. Total length of your stay in the surrounding municipalities of Reykjavík, including Seltjarnarnes, Mosfellsbær, Kópavogur, Hafnarfjörður and Garðabær?**

	Number of answers		More than 2 nights		
	Count	%	Count	%	
<b>Total</b>	<b>390</b>	<b>83,1</b>	<b>16,9</b>		<b>3,75</b>
<b>Nationality</b>					
American	72	87,5	12,5		1,88
German	42	71,4	28,6		2,21
Canadian	15	100,0	0,0		1,20
French	45	80,0	20,0		9,00
Italian	48	100,0	0,0		1,06
British	12	75,0	25,0		1,75
Spanish	36	91,7	8,3		1,42
Dutch	6	0,0	100,0		5,50
Swedish	6	50,0	50,0		4,00
Swiss	9	100,0	0,0		1,00
Norwegian	9	33,3	66,7		3,00
Austrian	<5				
Other	87	86,2	13,8		6,69
<b>Transportation</b>					
Airline	378	82,5	17,5		3,83
M/ SNorröna	12	100,0	0,0		1,25
<b>Type of trip+</b>					
Package tour	30	70,0	30,0		2,70
Individually-arranged tour	324	84,3	15,7		4,05
<b>Purpose of visit+</b>					
Vacation/ holiday	354	87,3	12,7		1,68
Event in Iceland (leisure related)	15	60,0	40,0		11,80
Visiting friends/ relatives	15	20,0	80,0		13,40
Education and training	12	50,0	50,0		40,75
Conference/ large meeting	6	0,0	100,0		4,50
Business/ small meeting	6	50,0	50,0		25,50
Other	36	41,7	58,3		15,00

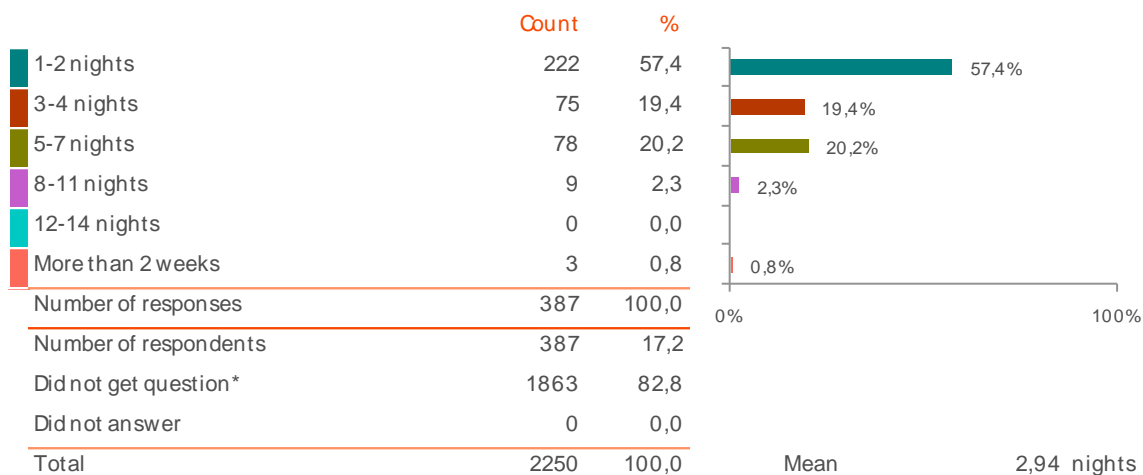
Difference between groups is not statistically significant.

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

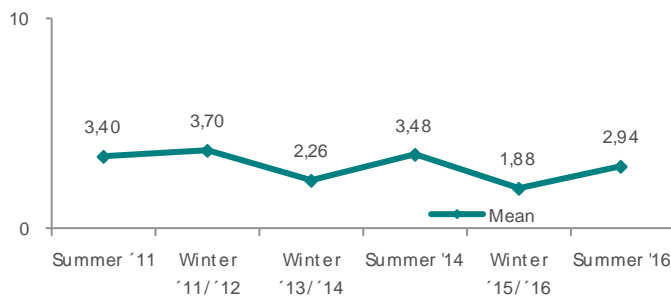
# LENGTH OF STAY IN THE INTERIOR



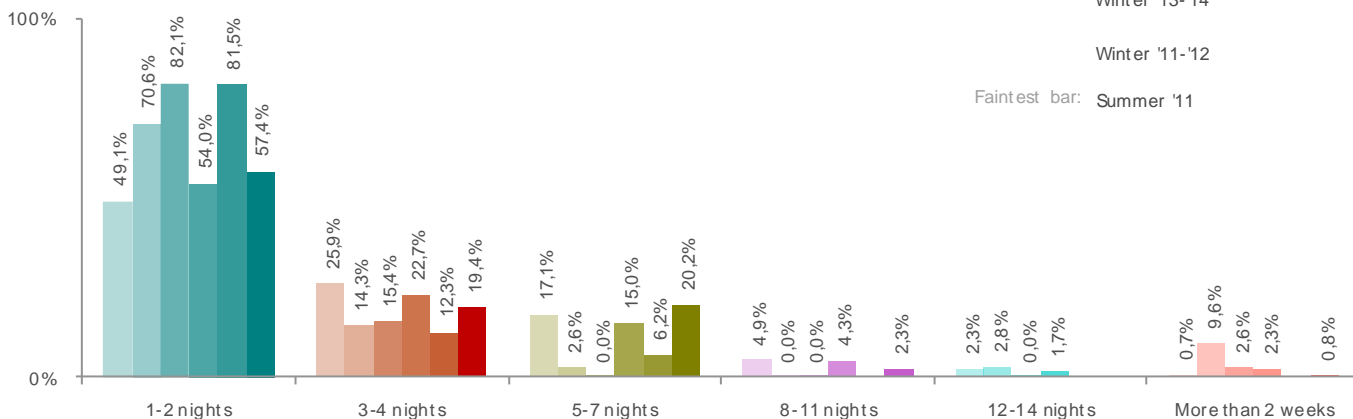
## Q.32. Total length of your stay in the Interior?



Mean 2,94 nights  
Standard deviation 2,61 nights



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



# LENGTH OF STAY IN THE INTERIOR



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

	Number of answers	1-2 nights	More than 2 nights		
	Count	%	%		
<b>Total</b>	<b>387</b>	<b>57,4</b>	<b>42,6</b>		2,94
<b>Gender</b>					
Male	162	53,7	46,3		3,19
Female	225	60,0	40,0		2,76
<b>Age*</b>					
24 years and younger	45	57,8	42,2		2,64
25-34 years	168	63,1	36,9		2,61
35-44 years	67	55,2	44,8		3,52
45-54 years	46	28,3	71,7		4,24
55 years and older	49	57,1	42,9		2,80
<b>What is your profession?</b>					
Professionals (dr./ lawyer/ account. etc.)	63	66,7	33,3		2,52
Student	75	60,0	40,0		2,60
Other professionals	66	59,1	40,9		3,59
Managerial	42	42,9	57,1		3,36
Teacher/ Medical care	33	54,5	45,5		2,64
Clerical/ Service	39	53,8	46,2		3,23
Retired/ Homemaker	15	80,0	20,0		2,40
Vocational/ Technical	9	33,3	66,7		3,67
Artist/ Musician/ Actor etc.	6	50,0	50,0		2,00
Other	30	60,0	40,0		2,60
<b>Household income</b>					
High	105	54,3	45,7		3,20
Average	156	61,5	38,5		2,88
Low	90	50,0	50,0		2,77
<b>Market area*</b>					
Central/ Southern Europe	270	54,4	45,6		2,86
North America	66	50,0	50,0		3,95
Britain	15	80,0	20,0		2,40
Scandinavia	18	83,3	16,7		2,33
Other	18	83,3	16,7		1,50
<b>Educational level*</b>					
Finished high school or less	57	63,2	36,8		2,53
Bachelor's degree or equivalent	183	57,4	42,6		2,70
Master's/ Ph.D. or equivalent	141	55,3	44,7		3,34

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



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

	Number of answers	1-2 nights	More than 2 nights		
	Count	%	%		
<b>Total</b>	<b>387</b>	<b>57,4</b>	<b>42,6</b>		2,94
<b>Nationality*</b>					
American	39	61,5	38,5		2,92
German	69	60,9	39,1		2,65
Canadian	21	28,6	71,4		6,43
French	57	68,4	31,6		2,53
Italian	51	58,8	41,2		2,53
British	9	66,7	33,3		3,00
Spanish	18	33,3	66,7		2,83
Dutch	15	40,0	60,0		3,20
Swedish	6	50,0	50,0		3,50
Swiss	9	0,0	100,0		3,67
Norwegian	<5				
Austrian	15	60,0	40,0		3,40
Other	75	64,0	36,0		2,60
<b>Transportation</b>					
Airline	369	58,5	41,5		2,89
M/ SNorröna	18	33,3	66,7		3,83
<b>Type of trip*</b>					
Package tour	48	43,8	56,3		3,25
Individually-arranged tour	312	56,7	43,3		2,82
<b>Purpose of visit*</b>					
Vacation/ holiday	354	57,6	42,4		2,75
Event in Iceland (leisure related)	18	50,0	50,0		2,67
Visiting friends/ relatives	30	70,0	30,0		2,90
Education and training	6	0,0	100,0		14,00
Conference/ large meeting	<5				
Other	24	62,5	37,5		4,38

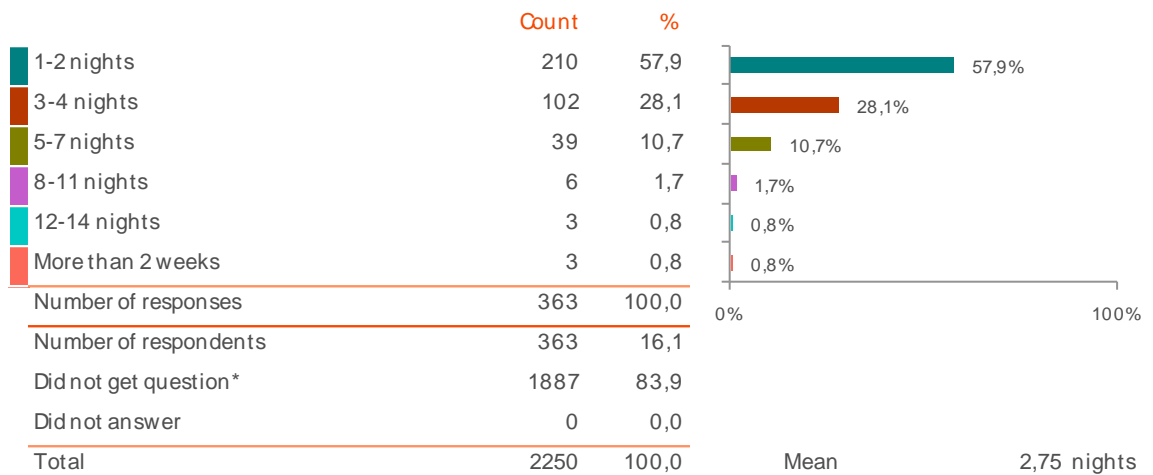
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# LENGTH OF STAY IN THE WESTFJORDS

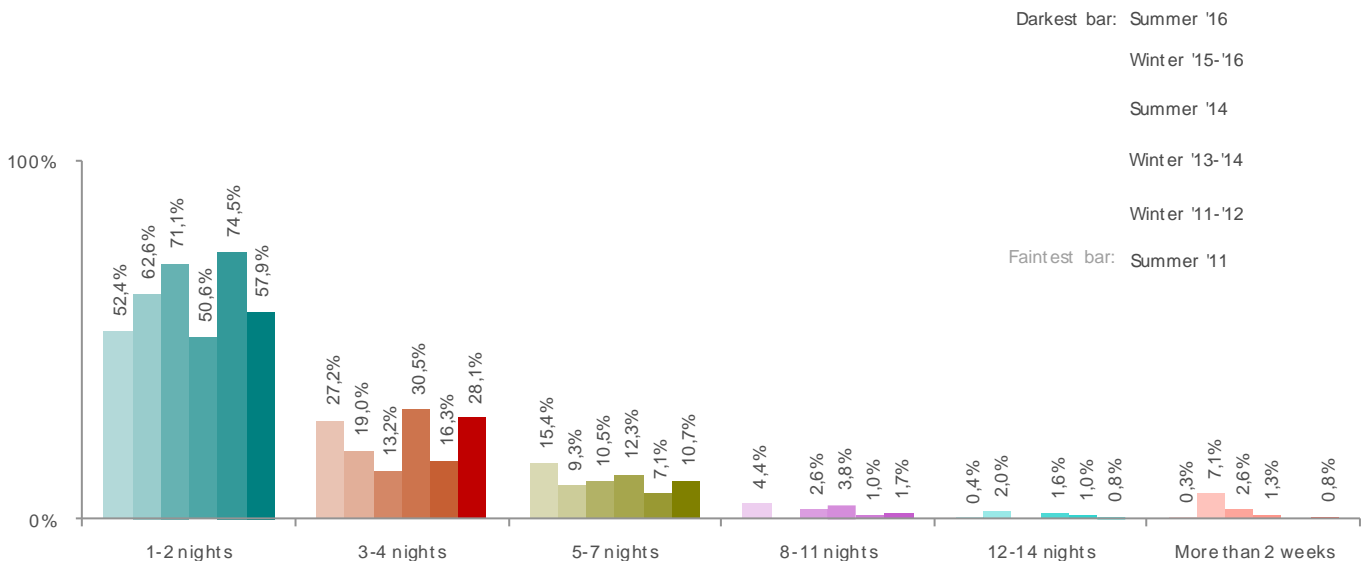
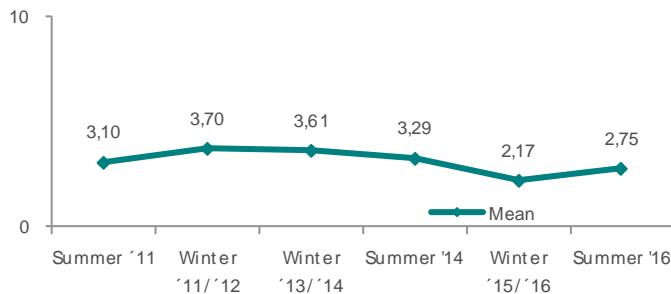


## Q.33. Total length of your stay in the Westfjords?



Mean 2,75 nights  
Standard deviation 2,15 nights

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





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

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>363</b>	<b>57,9</b>	<b>42,1</b>	2,75
<b>Gender</b>				
Male	171	57,9	42,1	2,60
Female	192	57,8	42,2	2,89
<b>Age*</b>				
24 years and younger	37	40,5	59,5	4,54
25-34 years	127	56,7	43,3	2,39
35-44 years	74	58,1	41,9	2,68
45-54 years	35	60,0	40,0	3,03
55 years and older	84	70,2	29,8	2,40
<b>What is your profession?*</b>				
Professionals (dr./ lawyer/ account. etc.)	75	60,0	40,0	2,28
Student	39	38,5	61,5	4,31
Other professionals	48	62,5	37,5	2,25
Managerial	39	46,2	53,8	3,77
Teacher/ Medical care	39	46,2	53,8	2,85
Clerical/ Service	30	80,0	20,0	1,80
Retired/ Homemaker	18	83,3	16,7	2,50
Vocational/ Technical	21	85,7	14,3	2,00
Artist/ Musician/ Actor etc.	6	100,0	0,0	1,50
Other	45	40,0	60,0	3,07
<b>Household income</b>				
High	132	61,4	38,6	2,75
Average	120	50,0	50,0	2,70
Low	81	63,0	37,0	2,26
<b>Market area*</b>				
Central/ Southern Europe	234	48,7	51,3	2,97
North America	84	85,7	14,3	1,79
Britain	15	40,0	60,0	4,20
Scandinavia	9	33,3	66,7	2,33
Asia	6	100,0	0,0	1,00
Other	15	60,0	40,0	4,20
<b>Educational level*</b>				
Finished high school or less	60	40,0	60,0	3,85
Bachelor's degree or equivalent	159	66,0	34,0	2,45
Master's/ Ph.D. or equivalent	144	56,3	43,8	2,63

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

# LENGTH OF STAY IN THE WESTFJORDS



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

	Number of answers	1-2 nights	More than 2 nights	
	Count	%	%	
<b>Total</b>	<b>363</b>	<b>57,9</b>	<b>42,1</b>	2,75
<b>Nationality*</b>				
American	48	93,8	6,3	1,56
German	54	5,6	94,4	4,56
Canadian	24	75,0	25,0	2,13
French	36	33,3	66,7	4,00
Italian	48	81,3	18,8	2,00
British	15	40,0	60,0	4,20
Spanish	30	90,0	10,0	1,50
Dutch	18	33,3	66,7	3,17
Swedish	<5			
Swiss	18	83,3	16,7	2,17
Norwegian	<5			
Austrian	12	0,0	100,0	4,00
Other	54	72,2	27,8	2,00
<b>Transportation</b>				
Airline	348	57,8	42,2	2,76
M/ SNorröna	15	60,0	40,0	2,60
<b>Type of trip*</b>				
Package tour	33	54,5	45,5	2,73
Individually-arranged tour	318	57,5	42,5	2,77
<b>Purpose of visit*</b>				
Vacation/ holiday	351	58,1	41,9	2,67
Event in Iceland (leisure related)	21	57,1	42,9	2,57
Visiting friends/ relatives	21	28,6	71,4	4,57
Other	18	50,0	50,0	2,67

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

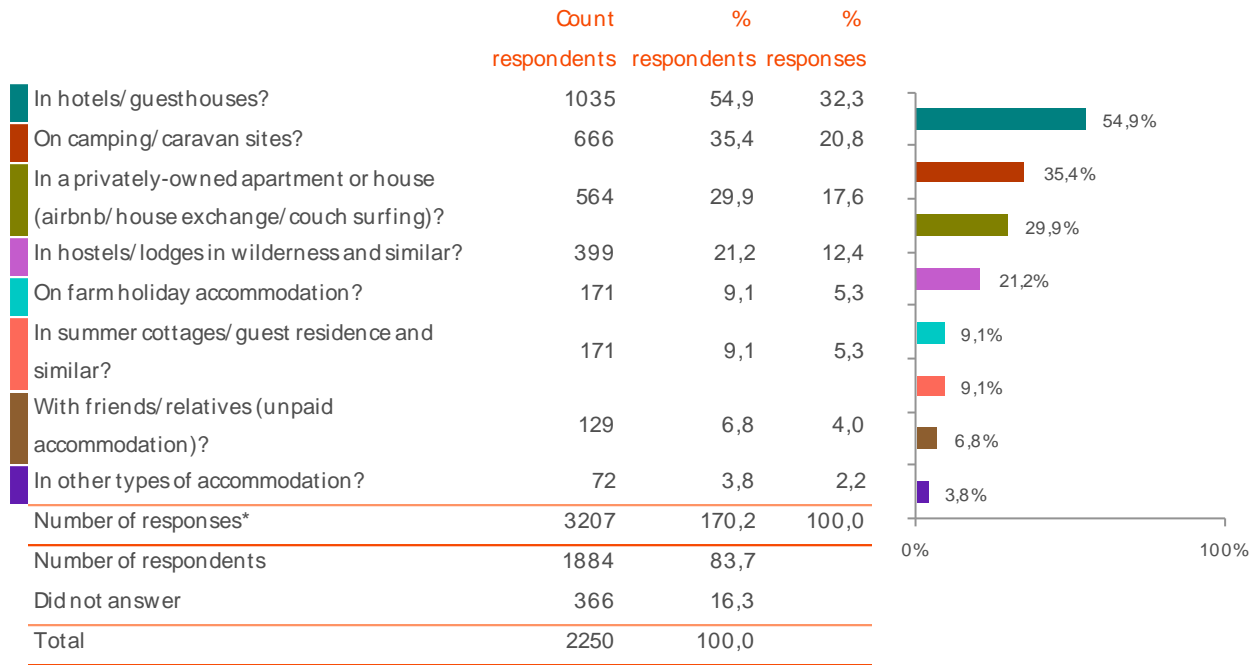
+In th is background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



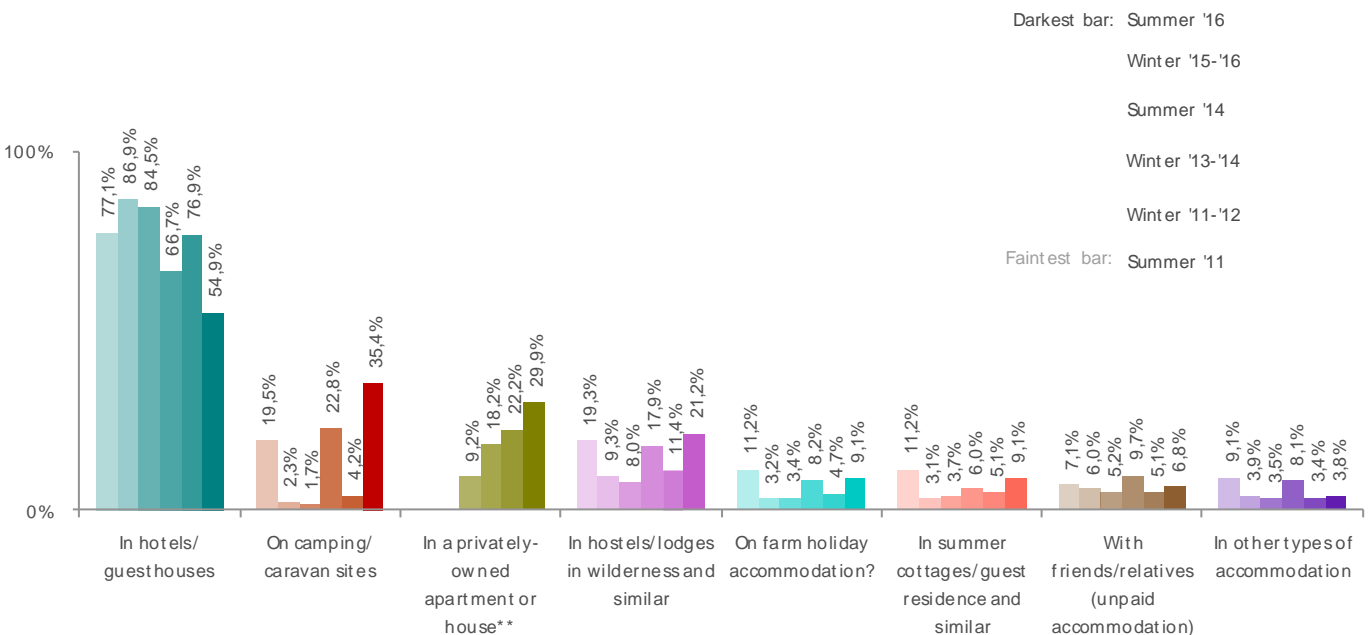
# TYPES OF ACCOMODATION



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



\*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.



## Q.34. 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?	On farm holiday accommo- dation?	Other types of accommo- dation
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	777	52,9	39,4	27,8	21,2	7,3	19,7
Female	1104	56,5	32,6	31,3	21,2	10,1	18,8
<b>Age</b>							
24 years and younger	309	<b>39,8</b>	<b>51,1</b>	24,3	24,9	5,2	22,0
25-34 years	640	48,9	45,9	28,4	<b>25,5</b>	<b>5,2</b>	18,3
35-44 years	326	58,0	33,4	38,0	18,7	11,7	22,7
45-54 years	297	56,6	21,9	<b>39,4</b>	19,5	11,4	18,2
55 years and older	297	<b>78,5</b>	<b>9,4</b>	<b>21,2</b>	<b>12,5</b>	<b>16,8</b>	14,8
<b>What is your profession?</b>							
Professionals (dr./lawyer/ account. etc.)	402	61,2	23,1	29,9	19,4	9,7	16,4
Student	369	<b>39,8</b>	<b>56,9</b>	<b>22,8</b>	23,6	4,1	<b>22,0</b>
Other professionals	216	62,5	36,1	27,8	22,2	13,9	18,1
Managerial	183	63,9	26,2	37,7	14,8	9,8	21,3
Teacher/ Medical care	177	47,5	37,3	30,5	22,0	6,8	20,3
Qerical/ Service	153	56,9	43,1	35,3	33,3	5,9	17,6
Retired/ Homemaker	114	<b>76,3</b>	<b>5,3</b>	28,9	<b>13,2</b>	15,8	13,2
Vocational/ Technical	60	50,0	40,0	35,0	20,0	<b>25,0</b>	20,0
Artist/ Musician/ Actor etc.	15	40,0	20,0	<b>40,0</b>	<b>40,0</b>	<b>0,0</b>	<b>0,0</b>
Other	168	53,6	37,5	33,9	14,3	8,9	19,6
<b>Household income</b>							
High	666	53,6	<b>27,0</b>	34,2	<b>14,0</b>	7,7	<b>14,4</b>
Average	699	54,9	36,9	28,3	24,5	10,7	16,3
Low	366	58,2	<b>42,6</b>	28,7	<b>25,4</b>	6,6	<b>28,7</b>
<b>Market area</b>							
Central/ Southern Europe	894	50,7	<b>50,0</b>	20,1	25,5	8,7	<b>25,5</b>
North America	582	57,2	23,7	42,8	19,1	8,8	12,4
Britain	156	51,9	17,3	40,4	13,5	<b>1,9</b>	13,5
Scandinavia	114	<b>84,2</b>	23,7	<b>10,5</b>	10,5	<b>15,8</b>	18,4
Asia	42	57,1	<b>7,1</b>	<b>64,3</b>	<b>7,1</b>	14,3	<b>0,0</b>
Other	87	<b>48,3</b>	24,1	34,5	<b>27,6</b>	13,8	17,2
<b>Educational level</b>							
Finished high school or less	252	<b>44,0</b>	<b>53,6</b>	25,0	20,2	10,7	22,6
Bachelor's degree or equivalent	915	52,5	32,8	29,5	23,9	7,9	19,3
Master's/ Ph.D. or equivalent	693	<b>62,3</b>	<b>32,5</b>	32,9	17,7	10,4	16,9

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



## Q.34. 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?	On farm holiday accommo- dation?	Other types of accommo- dation
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	432	60,4	18,1	42,4	16,7	8,3	<b>11,1</b>
German	210	<b>40,0</b>	51,4	14,3	21,4	10,0	<b>34,3</b>
Canadian	132	50,0	36,4	<b>43,2</b>	22,7	11,4	13,6
French	144	56,3	<b>60,4</b>	27,1	25,0	6,3	25,0
Italian	162	55,6	50,0	29,6	35,2	3,7	20,4
British	126	57,1	<b>11,9</b>	33,3	14,3	2,4	14,3
Spanish	93	51,6	45,2	32,3	29,0	22,6	32,3
Dutch	60	45,0	35,0	30,0	15,0	10,0	20,0
Swedish	48	<b>87,5</b>	18,8	<b>0,0</b>	<b>6,3</b>	<b>25,0</b>	12,5
Swiss	27	66,7	44,4	11,1	44,4	11,1	33,3
Norwegian	30	60,0	20,0	30,0	10,0	<b>0,0</b>	20,0
Austrian	27	66,7	44,4	<b>0,0</b>	<b>55,6</b>	22,2	33,3
Other	393	53,4	37,4	26,7	18,3	8,4	16,0
<b>Transportation</b>							
Airline	1845	55,1	<b>34,8</b>	30,1	21,1	8,9	19,0
M/ SNorröna	39	46,2	<b>61,5</b>	23,1	23,1	15,4	23,1
<b>Type of trip+</b>							
Package tour	192	70,3	26,6	<b>6,3</b>	<b>28,1</b>	7,8	12,5
Individually-arranged tour	1530	<b>53,3</b>	<b>36,3</b>	<b>32,7</b>	19,8	8,8	<b>20,6</b>
Business-arranged tour	21	<b>100,0</b>	<b>0,0</b>	14,3	<b>14,3</b>	14,3	<b>0,0</b>
<b>Purpose of visit+</b>							
Vacation/ holiday	1731	54,8	36,7	30,7	21,7	9,4	18,5
Event in Iceland (leisure related)	117	51,3	20,5	30,8	20,5	<b>10,3</b>	30,8
Visiting friends/ relatives	90	<b>43,3</b>	16,7	36,7	20,0	3,3	<b>50,0</b>
Education and training	39	53,8	<b>46,2</b>	<b>46,2</b>	<b>30,8</b>	<b>0,0</b>	15,4
Conference/ large meeting	27	66,7	<b>11,1</b>	22,2	<b>11,1</b>	<b>0,0</b>	22,2
Business/ small meeting	21	<b>85,7</b>	14,3	<b>14,3</b>	14,3	<b>0,0</b>	<b>14,3</b>
Other	138	69,6	17,4	21,7	13,0	2,2	23,9

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.

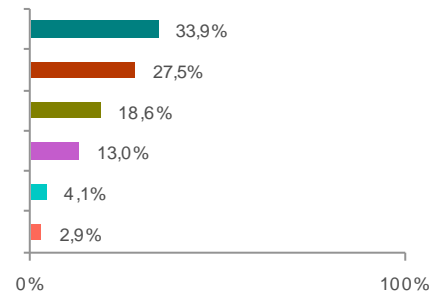
# NUMBER OF NIGHTS IN HOTELS/GUESTHOUSES



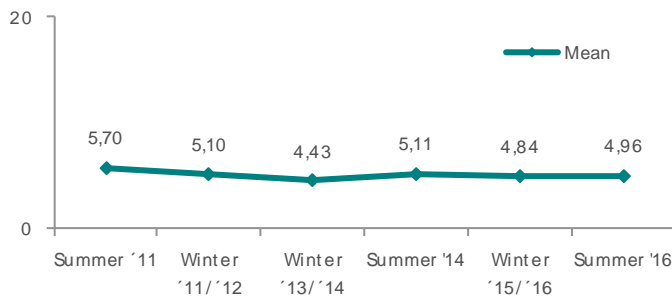
## Q.35. How many nights did you stay..in hotels/guesthouses?

	Count	%
1-2 nights	351	33,9
3-4 nights	285	27,5
5-7 nights	192	18,6
8-11 nights	135	13,0
12-14 nights	42	4,1
More than 2 weeks	30	2,9
<hr/>		
Number of responses	1035	100,0
<hr/>		
Number of respondents	1035	46,0
Did not get question*	1215	54,0
Did not answer	0	0,0
<hr/>		
Total	2250	100,0

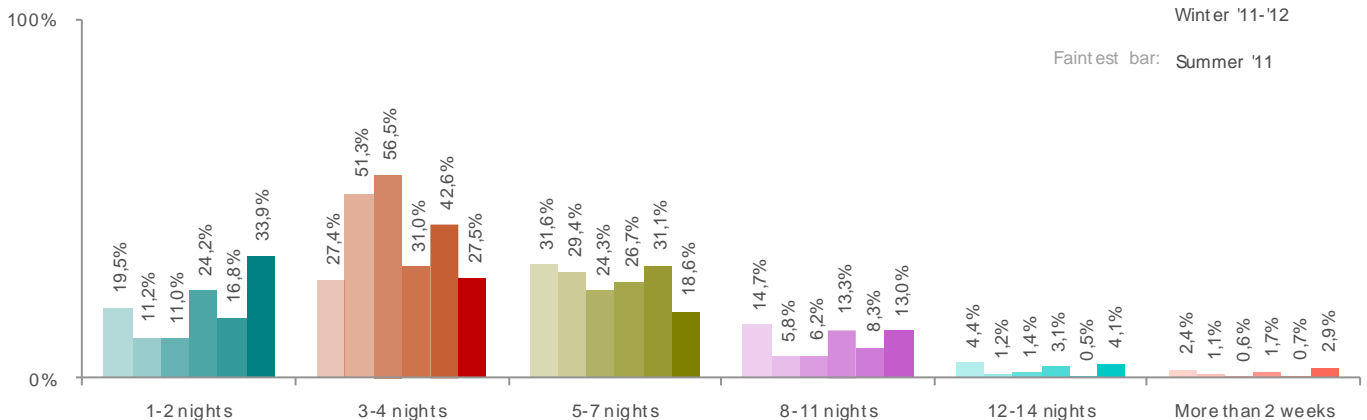
\*Only those who said they stayed in hotels/guesthouses (Q34) got this question.



Mean 4,96 nights  
Standard deviation 5,52 nights



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



# NUMBER OF NIGHTS IN HOTELS/GUESTHOUSES



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11nights	More than 11nights	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1035</b>	<b>33,9</b>	<b>27,5</b>	<b>18,6</b>	<b>13,0</b>	<b>7,0</b>	4,96
<b>Gender</b>							
Male	411	32,8	27,7	20,4	10,9	8,0	5,30
Female	624	34,6	27,4	17,3	14,4	6,3	4,74
<b>Age*</b>							
24 years and younger	123	36,6	26,8	22,0	8,9	5,7	5,94
25-34 years	313	39,9	26,2	15,0	14,4	4,5	4,42
35-44 years	189	40,2	20,6	25,4	13,2	0,5	4,02
45-54 years	168	31,0	43,5	14,9	6,5	4,2	4,05
55 years and older	233	20,2	24,9	18,0	18,5	18,5	6,65
<b>What is your profession?</b>							
Professionals (dr./ lawyer/ account. etc.)	246	30,5	28,0	24,4	9,8	7,3	4,89
Student	147	44,9	22,4	18,4	8,2	6,1	5,39
Other professionals	135	33,3	26,7	8,9	22,2	8,9	5,16
Managerial	117	38,5	28,2	15,4	10,3	7,7	4,54
Teacher/ Medical care	84	35,7	32,1	17,9	7,1	7,1	4,39
Clerical/ Service	87	31,0	27,6	20,7	20,7	0,0	4,66
Retired/ Homemaker	87	17,2	31,0	13,8	24,1	13,8	6,34
Vocational/ Technical	30	40,0	20,0	30,0	10,0	0,0	3,90
Artist/ Musician/ Actor etc.	6	0,0	50,0	50,0	0,0	0,0	4,50
Other	90	36,7	30,0	20,0	10,0	3,3	4,43
<b>Household income*</b>							
High	357	25,2	35,3	21,0	14,3	4,2	4,81
Average	384	42,2	23,4	18,0	10,2	6,3	4,27
Low	213	33,8	22,5	15,5	18,3	9,9	6,41
<b>Market area*</b>							
Central/ Southern Europe	453	37,1	21,9	14,6	14,6	11,9	5,69
North America	333	34,2	26,1	19,8	16,2	3,6	4,57
Britain	81	22,2	51,9	22,2	3,7	0,0	3,96
Scandinavia	96	28,1	34,4	31,3	6,3	0,0	4,09
Asia	24	50,0	37,5	12,5	0,0	0,0	3,00
Other	42	28,6	28,6	14,3	14,3	14,3	5,43
<b>Educational level</b>							
Finished high school or less	111	35,1	27,0	16,2	13,5	8,1	4,76
Bachelor's degree or equivalent	480	31,9	26,3	22,5	13,8	5,6	4,78
Master's/ Ph.D. or equivalent	432	36,1	29,2	14,6	12,5	7,6	5,19

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

# NUMBER OF NIGHTS IN HOTELS/GUESTHOUSES



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11nights	More than 11nights		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1035</b>	<b>33,9</b>	<b>27,5</b>	<b>18,6</b>	<b>13,0</b>	<b>7,0</b>		4,96
<b>Nationality*</b>								
American	261	37,9	26,4	18,4	13,8	3,4		4,37
German	84	35,7	17,9	7,1	17,9	21,4		6,07
Canadian	66	27,3	18,2	22,7	27,3	4,5		5,41
French	81	37,0	37,0	3,7	7,4	14,8		7,26
Italian	90	33,3	20,0	20,0	20,0	6,7		5,13
British	72	16,7	45,8	33,3	4,2	0,0		4,33
Spanish	48	50,0	25,0	6,3	12,5	6,3		4,00
Dutch	27	55,6	11,1	22,2	0,0	11,1		4,33
Swedish	42	35,7	28,6	35,7	0,0	0,0		3,64
Swiss	18	33,3	16,7	16,7	0,0	33,3		7,17
Norwegian	18	0,0	83,3	0,0	16,7	0,0		4,50
Austrian	18	50,0	0,0	16,7	16,7	16,7		7,33
Other	210	30,0	30,0	22,9	12,9	4,3		4,59
<b>Transportation</b>								
Airline	1017	33,9	27,7	18,6	13,3	6,5		4,92
M/ SNorröna	18	33,3	16,7	16,7	0,0	33,3		7,33
<b>Type of trip*</b>								
Package tour	135	26,7	20,0	22,2	22,2	8,9		5,93
Individually-arranged tour	816	33,5	28,7	18,8	12,5	6,6		4,95
Business-arranged tour	21	28,6	42,9	14,3	14,3	0,0		4,14
<b>Purpose of visit*</b>								
Vacation/ holiday	948	34,5	27,2	18,7	12,7	7,0		4,74
Event in Iceland (leisure related)	60	20,0	45,0	15,0	20,0	0,0		4,60
Visiting friends/ relatives	39	38,5	23,1	30,8	7,7	0,0		4,00
Education and training	21	57,1	0,0	0,0	28,6	14,3		14,43
Conference/ large meeting	18	0,0	50,0	33,3	16,7	0,0		5,17
Business/ small meeting	18	66,7	16,7	0,0	16,7	0,0		3,00
Other	96	31,3	34,4	12,5	12,5	9,4		4,88

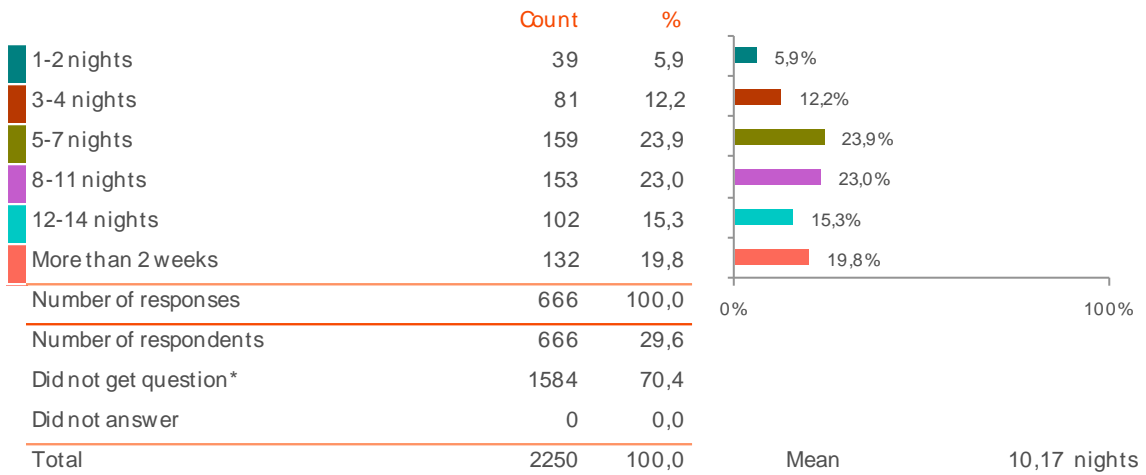
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

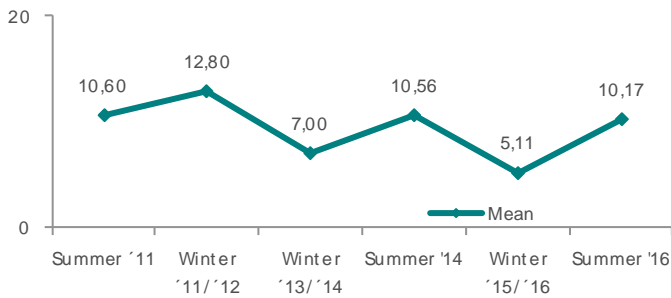
# NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



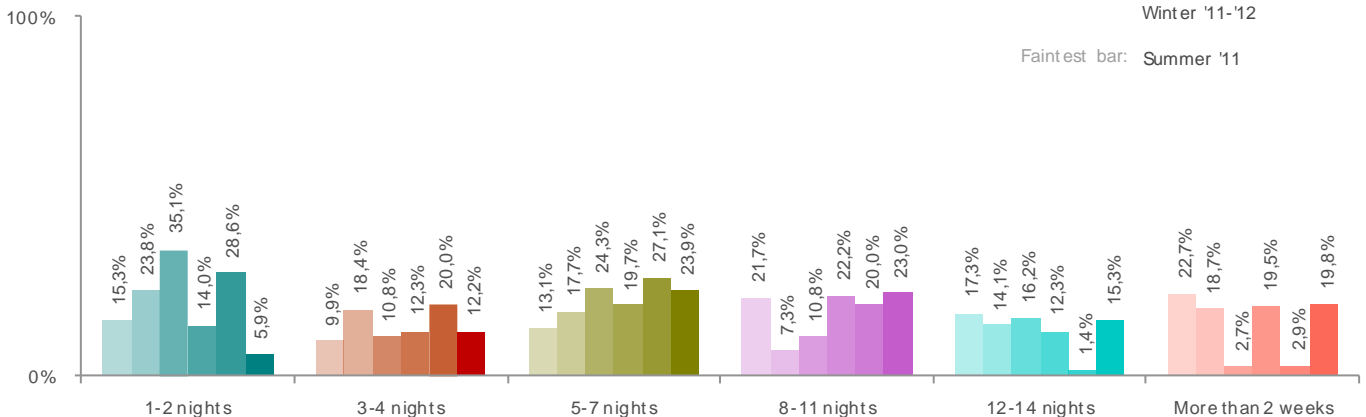
## Q.36. How many nights did you stay...on camping/caravan sites?



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



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



# NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11nights	12-14 nights	More than 2 weeks		
	Count	%	%	%	%	%	%		
<b>Total</b>	<b>666</b>	<b>5,9</b>	<b>12,2</b>	<b>23,9</b>	<b>23,0</b>	<b>15,3</b>	<b>19,8</b>		10,17
<b>Gender</b>									
Male	306	2,9	14,7	25,5	21,6	14,7	20,6		10,04
Female	360	8,3	10,0	22,5	24,2	15,8	19,2		10,28
<b>Age*</b>									
24 years and younger	158	7,6	13,9	30,4	14,6	12,7	20,9		10,10
25-34 years	294	4,1	7,5	21,8	27,9	16,7	22,1		10,56
35-44 years	109	7,3	11,9	28,4	22,9	11,9	17,4		9,65
45-54 years	65	10,8	21,5	15,4	21,5	26,2	4,6		8,20
55 years and older	28	0,0	14,3	21,4	32,1	0,0	32,1		13,25
<b>What is your profession?</b>									
Professionals (dr./ lawyer/ account. etc.)	93	9,7	6,5	19,4	25,8	22,6	16,1		9,87
Student	210	7,1	15,7	27,1	15,7	14,3	20,0		9,94
Other professionals	78	11,5	11,5	23,1	23,1	19,2	11,5		9,04
Managerial	48	12,5	12,5	25,0	25,0	0,0	25,0		9,38
Teacher/ Medical care	66	0,0	22,7	18,2	22,7	9,1	27,3		10,73
Clerical/ Service	66	0,0	0,0	18,2	36,4	22,7	22,7		12,05
Retired/ Homemaker	6	0,0	0,0	50,0	0,0	0,0	50,0		13,50
Vocational/ Technical	24	0,0	25,0	12,5	37,5	0,0	25,0		9,38
Artist/ Musician/ Actor etc.	<5								
Other	63	0,0	9,5	28,6	23,8	23,8	14,3		10,71
<b>Household income*</b>									
High	180	6,7	11,7	15,0	21,7	20,0	25,0		11,15
Average	258	3,5	11,6	24,4	26,7	16,3	17,4		10,05
Low	156	5,8	17,3	28,8	21,2	9,6	17,3		9,23
<b>Market area*</b>									
Central/ Southern Europe	447	5,4	8,1	20,8	22,8	18,1	24,8		11,39
North America	138	4,3	23,9	30,4	23,9	6,5	10,9		7,72
Britain	27	11,1	11,1	44,4	11,1	11,1	11,1		7,33
Scandinavia	27	0,0	22,2	33,3	22,2	22,2	0,0		7,44
Asia	<5								
Other	21	14,3	14,3	14,3	42,9	14,3	0,0		7,14
<b>Educational level</b>									
Finished high school or less	135	6,7	13,3	26,7	8,9	15,6	28,9		11,22
Bachelor's degree or equivalent	300	7,0	12,0	24,0	26,0	16,0	15,0		9,60
Master's/ Ph.D. or equivalent	225	4,0	12,0	22,7	26,7	14,7	20,0		10,15

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



# NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	8-11nights	12-14 nights	More than 2 weeks	
	Count	%	%	%	%	%	%	
<b>Total</b>	<b>666</b>	<b>5,9</b>	<b>12,2</b>	<b>23,9</b>	<b>23,0</b>	<b>15,3</b>	<b>19,8</b>	10,17
<b>Nationality*</b>								
American	78	7,7	42,3	23,1	23,1	3,8	0,0	5,65
German	108	11,1	13,9	19,4	11,1	8,3	36,1	11,25
Canadian	48	0,0	0,0	43,8	12,5	12,5	31,3	10,88
French	87	3,4	10,3	24,1	31,0	13,8	17,2	10,14
Italian	81	11,1	3,7	11,1	40,7	22,2	11,1	10,04
British	15	20,0	0,0	40,0	0,0	20,0	20,0	8,40
Spanish	42	0,0	0,0	35,7	14,3	28,6	21,4	12,93
Dutch	21	0,0	14,3	0,0	42,9	14,3	28,6	13,43
Swedish	9	0,0	33,3	0,0	0,0	66,7	0,0	9,00
Swiss	12	25,0	0,0	0,0	0,0	25,0	50,0	12,00
Norwegian	6	0,0	0,0	50,0	0,0	0,0	50,0	23,00
Austrian	12	0,0	0,0	25,0	25,0	25,0	25,0	11,50
Other	147	2,0	10,2	28,6	26,5	16,3	16,3	9,84
<b>Transportation</b>								
Airline	642	5,6	12,1	23,8	22,4	15,9	20,1	10,23
M/ SNorröna	24	12,5	12,5	25,0	37,5	0,0	12,5	8,38
<b>Type of trip*</b>								
Package tour	51	0,0	17,6	17,6	23,5	23,5	17,6	10,29
Individually-arranged tour	555	5,9	10,3	24,9	24,3	14,1	20,5	10,33
<b>Purpose of visit*</b>								
Vacation/ holiday	636	6,1	11,3	24,1	22,2	16,0	20,3	10,27
Event in Iceland (leisure related)	24	0,0	12,5	62,5	0,0	12,5	12,5	8,13
Visiting friends/ relatives	15	0,0	0,0	60,0	40,0	0,0	0,0	7,40
Education and training	18	0,0	50,0	16,7	16,7	0,0	16,7	8,17
Conference/ large meeting	<5							
Business/ small meeting	<5							
Other	24	25,0	25,0	0,0	25,0	0,0	25,0	9,13

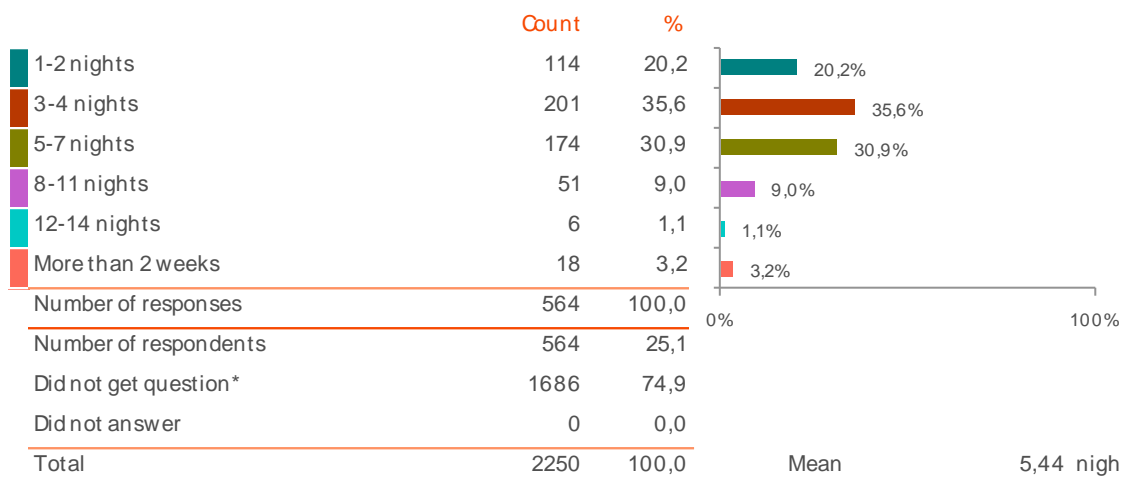
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

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

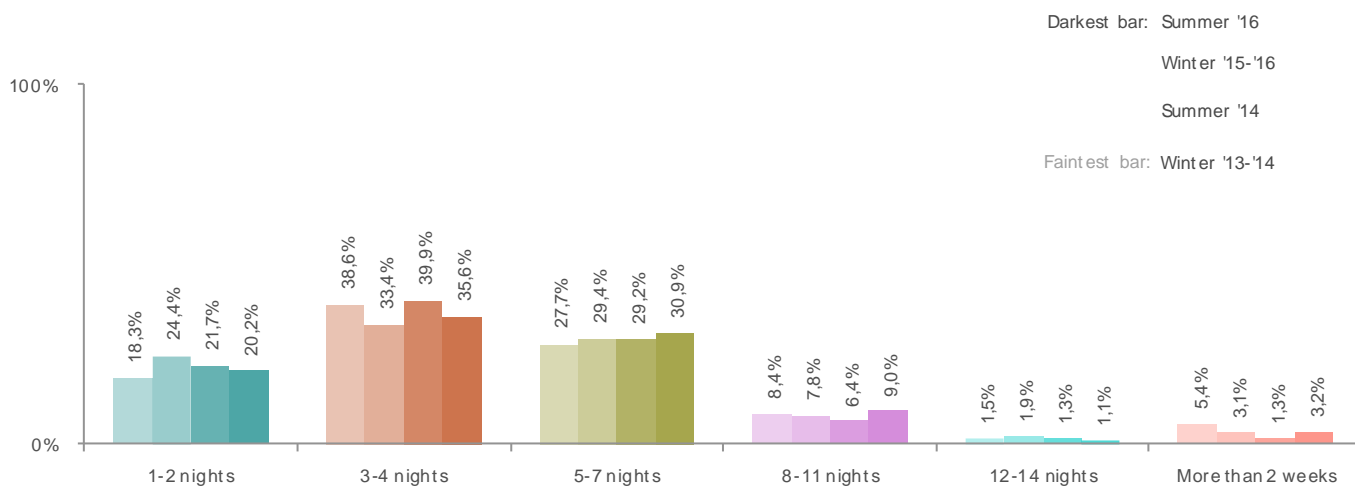
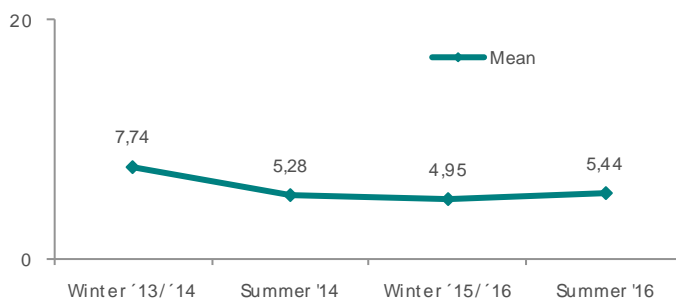


Q.37. How many nights did you stay...in a privately-owned apartment or house (airbnb/house exchange/couch surfing)?



Mean 5,44 nights  
Standard deviation 6,84 nights

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



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



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>564</b>	<b>20,2</b>	<b>35,6</b>	<b>30,9</b>	<b>13,3</b>	5,44
<b>Gender</b>						
Male	216	23,6	33,3	33,3	9,7	4,75
Female	345	18,3	37,4	29,6	14,8	5,85
<b>Age*</b>						
24 years and younger	75	0,0	40,0	28,0	32,0	11,44
25-34 years	182	26,4	38,5	29,7	5,5	4,01
35-44 years	124	28,2	27,4	28,2	16,1	4,60
45-54 years	117	12,8	35,0	40,2	12,0	5,11
55 years and older	63	25,4	36,5	27,0	11,1	4,78
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	120	17,5	30,0	32,5	20,0	4,93
Student	84	3,6	46,4	21,4	28,6	10,39
Other professionals	60	25,0	20,0	50,0	5,0	4,55
Managerial	69	21,7	34,8	34,8	8,7	4,48
Teacher/ Medical care	54	22,2	38,9	27,8	11,1	5,44
Clerical/ Service	54	22,2	44,4	27,8	5,6	4,06
Retired/ Homemaker	33	36,4	45,5	18,2	0,0	3,55
Vocational/ Technical	21	14,3	14,3	42,9	28,6	6,29
Artist/ Musician/ Actor etc.	6	0,0	100,0	0,0	0,0	3,50
Other	57	31,6	36,8	26,3	5,3	3,84
<b>Household income*</b>						
High	228	13,2	39,5	27,6	19,7	6,53
Average	198	22,7	30,3	39,4	7,6	4,64
Low	105	25,7	42,9	22,9	8,6	4,74
<b>Market area</b>						
Central/ Southern Europe	180	33,3	25,0	23,3	18,3	6,12
North America	249	14,5	45,8	26,5	13,3	5,28
Britain	63	9,5	47,6	42,9	0,0	4,24
Scandinavia	12	25,0	25,0	50,0	0,0	4,25
Asia	27	11,1	22,2	44,4	22,2	5,67
Other	30	20,0	10,0	70,0	0,0	5,10
<b>Educational level</b>						
Finished high school or less	63	19,0	42,9	23,8	14,3	5,19
Bachelor's degree or equivalent	270	21,1	36,7	30,0	12,2	5,86
Master's/ Ph.D. or equivalent	228	19,7	32,9	32,9	14,5	5,01

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

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



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights		
	Count	%	%	%	%		
<b>Total</b>	<b>564</b>	<b>20,2</b>	<b>35,6</b>	<b>30,9</b>	<b>13,3</b>		5,44
<b>Nationality</b>							
American	183	13,1	47,5	26,2	13,1		5,61
German	30	10,0	30,0	20,0	40,0		9,30
Canadian	57	15,8	36,8	31,6	15,8		4,63
French	39	46,2	38,5	0,0	15,4		4,69
Italian	48	31,3	18,8	37,5	12,5		4,81
British	42	7,1	42,9	50,0	0,0		4,50
Spanish	30	50,0	20,0	20,0	10,0		3,80
Dutch	18	0,0	50,0	50,0	0,0		4,50
Swiss	<5						
Norwegian	9	33,3	33,3	33,3	0,0		4,00
Other	105	22,9	20,0	42,9	14,3		6,26
<b>Transportation</b>							
Airline	555	19,5	36,2	30,8	13,5		5,48
M/ SNorröna	9	66,7	0,0	33,3	0,0		3,33
<b>Type of trip+</b>							
Package tour	12	50,0	25,0	25,0	0,0		3,25
Individually-arranged tour	501	18,6	36,5	30,5	14,4		5,60
Business-arranged tour	<5						
<b>Purpose of visit +</b>							
Vacation/ holiday	531	21,5	36,2	29,9	12,4		4,69
Event in Iceland (leisure related)	36	0,0	33,3	66,7	0,0		5,08
Visiting friends/ relatives	33	36,4	27,3	18,2	18,2		8,27
Education and training	18	0,0	16,7	16,7	66,7		14,33
Conference/ large meeting	6	50,0	0,0	50,0	0,0		4,00
Business/ small meeting	<5						
Other	30	10,0	40,0	30,0	20,0		15,70

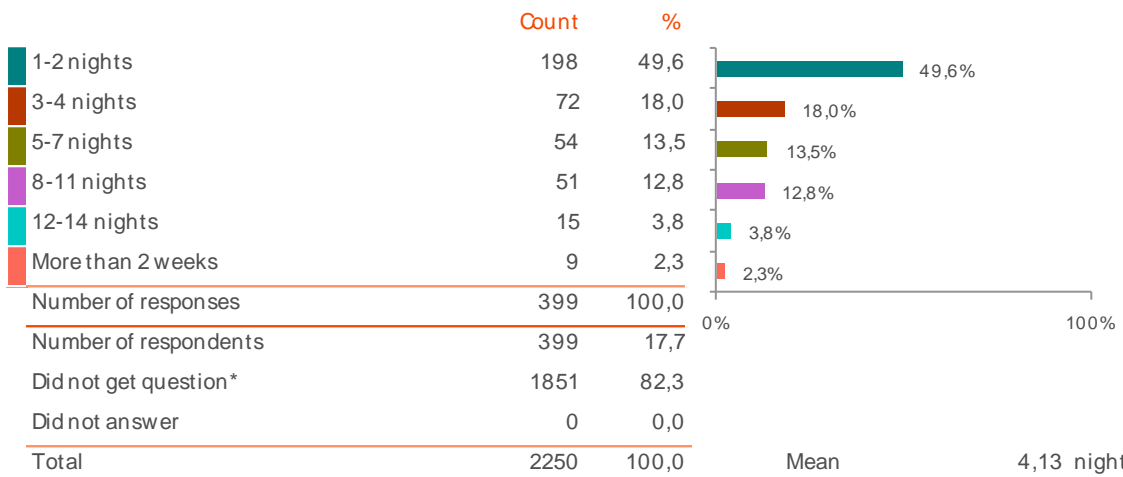
Difference between groups is not statistically significant.

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

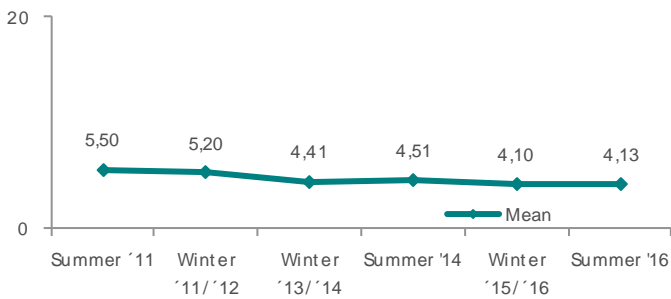
# NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



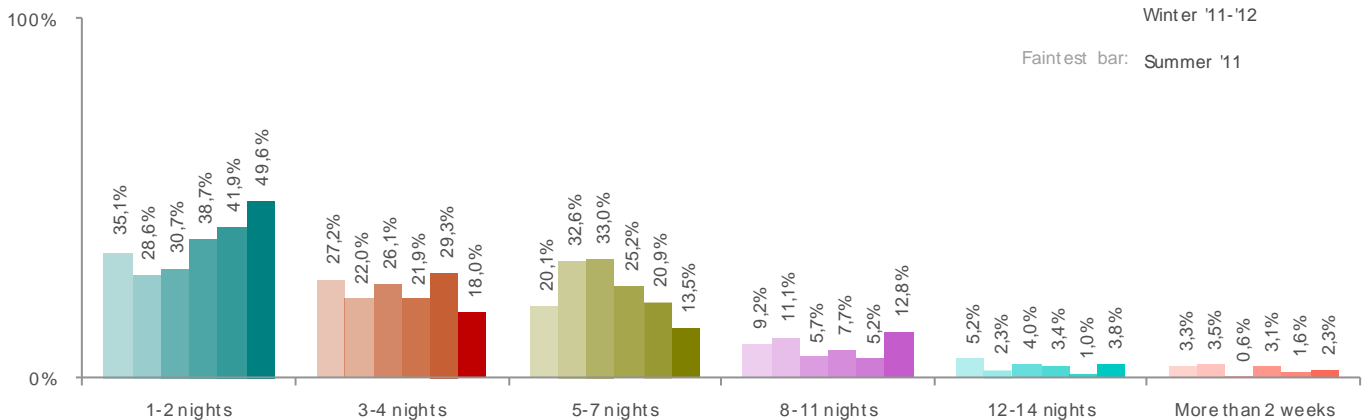
## Q.38. How many nights did you stay...in hostels/lodges in wilderness and similar?



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



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



# NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>399</b>	<b>49,6</b>	<b>18,0</b>	<b>13,5</b>	<b>18,8</b>	4,13
<b>Gender</b>						
Male	165	54,5	16,4	14,5	14,5	3,71
Female	234	46,2	19,2	12,8	21,8	4,42
<b>Age</b>						
24 years and younger	77	48,1	20,8	9,1	22,1	4,52
25-34 years	163	52,1	16,0	11,0	20,9	3,88
35-44 years	61	47,5	14,8	27,9	9,8	3,90
45-54 years	58	58,6	12,1	10,3	19,0	4,40
55 years and older	37	35,1	37,8	16,2	10,8	3,95
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	78	57,7	30,8	0,0	11,5	3,00
Student	87	48,3	10,3	13,8	27,6	4,90
Other professionals	48	68,8	6,3	6,3	18,8	3,56
Managerial	27	22,2	22,2	33,3	22,2	5,44
Teacher/ Medical care	39	53,8	7,7	23,1	15,4	3,77
Clerical/ Service	51	52,9	11,8	17,6	17,6	4,24
Retired/ Homemaker	15	60,0	40,0	0,0	0,0	2,80
Vocational/ Technical	12	25,0	25,0	25,0	25,0	4,75
Artist/ Musician/ Actor etc.	6	50,0	0,0	0,0	50,0	9,00
Other	24	25,0	50,0	0,0	25,0	4,38
<b>Household income*</b>						
High	93	38,7	29,0	9,7	22,6	4,61
Average	171	49,1	14,0	14,0	22,8	4,51
Low	93	61,3	22,6	6,5	9,7	2,97
<b>Market area*</b>						
Central/ Southern Europe	228	42,1	18,4	13,2	26,3	4,79
North America	111	62,2	21,6	13,5	2,7	2,73
Britain	21	57,1	0,0	28,6	14,3	3,86
Scandinavia	12	50,0	25,0	0,0	25,0	3,75
Asia	<5					
Other	24	50,0	12,5	12,5	25,0	5,13
<b>Educational level*</b>						
Finished high school or less	51	23,5	35,3	5,9	35,3	5,65
Bachelor's degree or equivalent	219	52,1	13,7	16,4	17,8	4,18
Master's/ Ph.D. or equivalent	123	56,1	19,5	9,8	14,6	3,46

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

# NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



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

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>399</b>	<b>49,6</b>	<b>18,0</b>	<b>13,5</b>	<b>18,8</b>	4,13
<b>Nationality*</b>						
American	72	66,7	20,8	8,3	4,2	2,63
German	45	40,0	20,0	13,3	26,7	4,53
Canadian	30	60,0	20,0	20,0	0,0	2,80
French	36	33,3	8,3	33,3	25,0	6,00
Italian	57	63,2	15,8	10,5	10,5	3,21
British	18	50,0	0,0	33,3	16,7	4,17
Spanish	27	33,3	22,2	0,0	44,4	6,00
Dutch	9	0,0	66,7	33,3	0,0	4,00
Swedish	<5					
Swiss	12	50,0	25,0	0,0	25,0	4,25
Norwegian	<5					
Austrian	15	60,0	20,0	0,0	20,0	3,80
Other	72	41,7	16,7	12,5	29,2	4,79
<b>Transportation*</b>						
Airline	390	48,5	18,5	13,8	19,2	4,18
M/ SNorröna	9	100,0	0,0	0,0	0,0	1,67
<b>Type of trip*</b>						
Package tour	54	33,3	27,8	16,7	22,2	4,67
Individually-arranged tour	303	48,5	17,8	14,9	18,8	4,22
Business-arranged tour	<5					
<b>Purpose of visit*</b>						
Vacation/ holiday	375	49,6	18,4	13,6	18,4	4,06
Event in Iceland (leisure related)	24	25,0	37,5	12,5	25,0	4,75
Visiting friends/ relatives	18	33,3	33,3	0,0	33,3	5,67
Education and training	12	75,0	0,0	25,0	0,0	3,00
Conference/ large meeting	<5					
Business/ small meeting	<5					
Other	18	33,3	16,7	50,0	0,0	4,00

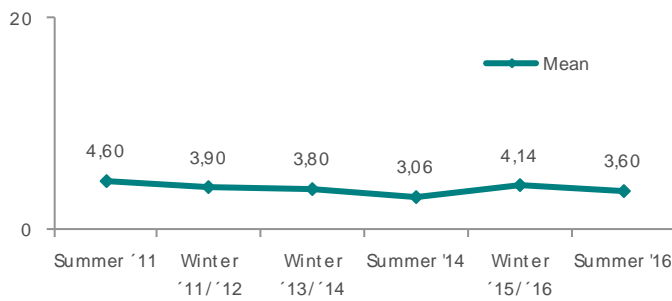
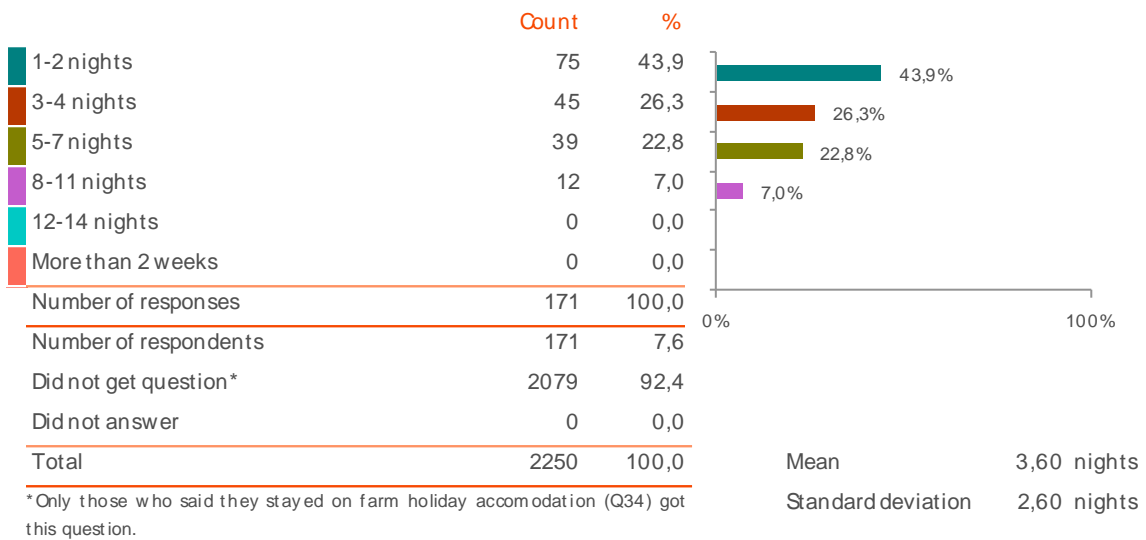
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

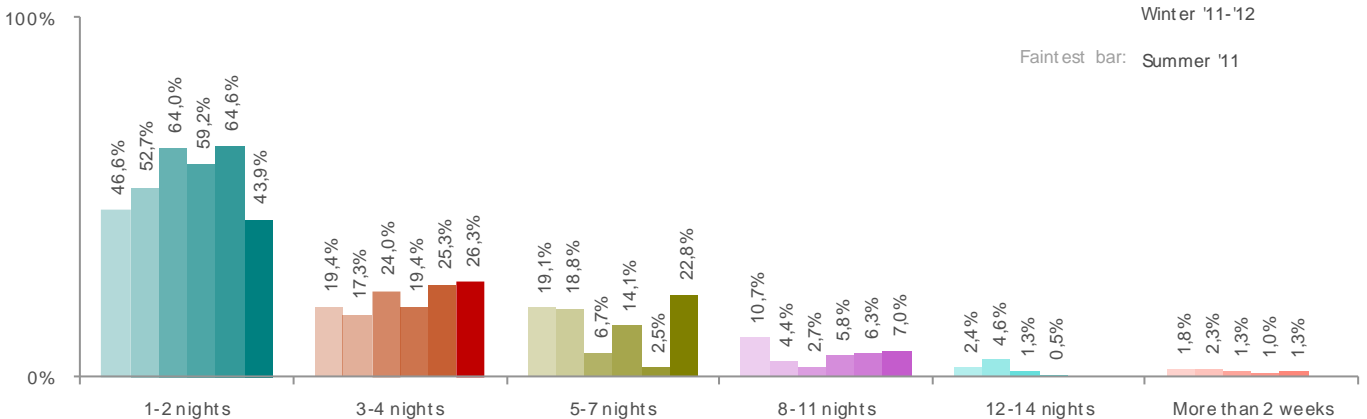
# NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMODATION



## Q.39. How many nights did you stay...on farm holiday accomodation?



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





# NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMMODATION



## Q. 39. How many nights did you stay...on farm holiday accommodation?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>171</b>	<b>43,9</b>	<b>26,3</b>	<b>29,8</b>	3,60
<b>Gender</b>					
Male	57	52,6	21,1	26,3	3,79
Female	111	40,5	27,0	32,4	3,49
<b>Age</b>					
24 years and younger	16	50,0	43,8	6,3	2,50
25-34 years	33	33,3	36,4	30,3	3,73
35-44 years	38	57,9	23,7	18,4	2,95
45-54 years	34	35,3	29,4	35,3	3,94
55 years and older	50	44,0	14,0	42,0	4,12
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	39	38,5	30,8	30,8	3,62
Student	15	40,0	40,0	20,0	3,20
Other professionals	30	30,0	30,0	40,0	4,30
Managerial	18	50,0	33,3	16,7	3,67
Teacher/ Medical care	12	100,0	0,0	0,0	1,00
Clerical/ Service	9	33,3	0,0	66,7	4,33
Retired/ Homemaker	18	50,0	0,0	50,0	3,67
Vocational/ Technical	15	40,0	60,0	0,0	3,00
Other	15	40,0	20,0	40,0	4,60
<b>Household income</b>					
High	51	52,9	17,6	29,4	3,29
Average	75	28,0	40,0	32,0	3,96
Low	24	62,5	12,5	25,0	3,50
<b>Market area*</b>					
Central/ Southern Europe	78	38,5	26,9	34,6	4,19
North America	51	52,9	29,4	17,6	2,47
Britain	<5				
Scandinavia	18	50,0	0,0	50,0	4,33
Asia	6	0,0	100,0	0,0	3,50
Other	12	50,0	0,0	50,0	4,25
<b>Educational level</b>					
Finished high school or less	27	44,4	22,2	33,3	3,78
Bachelor's degree or equivalent	72	29,2	33,3	37,5	3,96
Master's/ Ph.D. or equivalent	72	58,3	20,8	20,8	3,17

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

# NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMODATION



## Q. 39. How many nights did you stay..on farm holiday accommodation?

	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>171</b>	<b>43,9</b>	<b>26,3</b>	<b>29,8</b>	3,60
<b>Nationality*</b>					
American	36	50,0	25,0	25,0	2,67
German	21	28,6	14,3	57,1	5,14
Canadian	15	60,0	40,0	0,0	2,00
French	9	66,7	33,3	0,0	2,00
Italian	6	50,0	50,0	0,0	3,00
British	<5				
Spanish	21	14,3	28,6	57,1	5,71
Dutch	6	50,0	50,0	0,0	3,00
Swedish	12	25,0	0,0	75,0	5,75
Swiss	<5				
Austrian	6	50,0	0,0	50,0	3,50
Other	33	54,5	27,3	18,2	3,18
<b>Transportation*</b>					
Airline	165	41,8	27,3	30,9	3,67
M/ SNorröna	6	100,0	0,0	0,0	1,50
<b>Type of trip+</b>					
Package tour	15	40,0	0,0	60,0	5,20
Individually-arranged tour	135	46,7	26,7	26,7	3,31
Business-arranged tour	<5				
<b>Purpose of visit+</b>					
Vacation/ holiday	162	44,4	27,8	27,8	3,54
Event in Iceland (leisure related)	12	50,0	0,0	50,0	3,50
Visiting friends/ relatives	<5				
Other	<5				

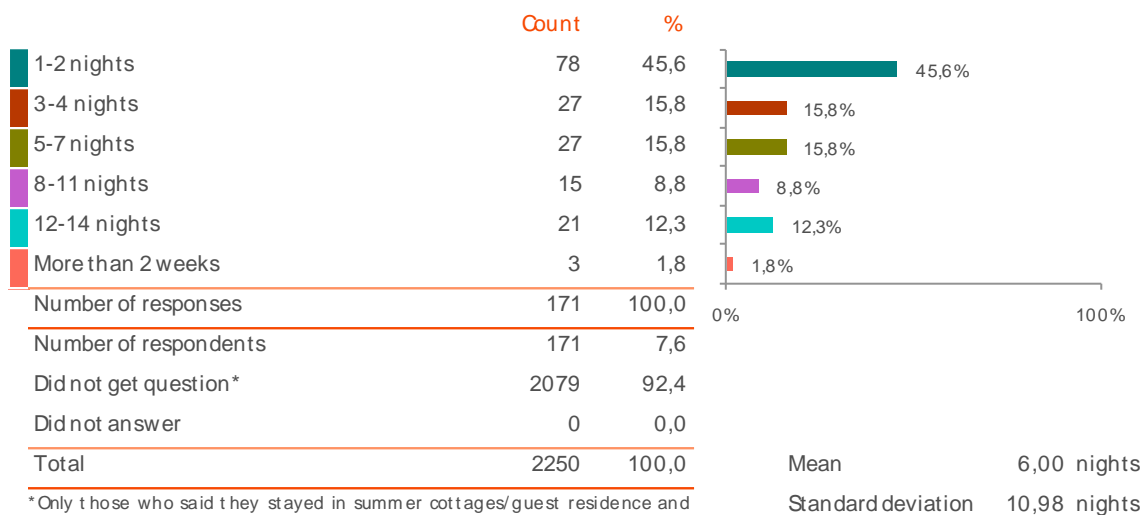
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

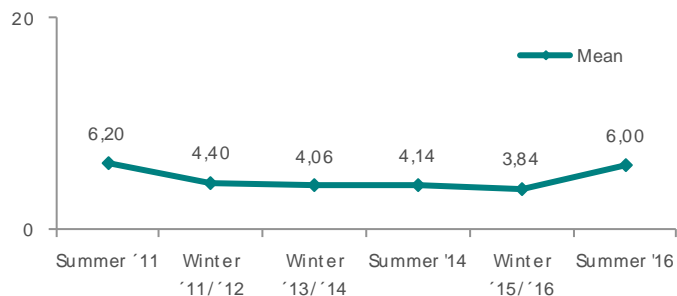
# NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



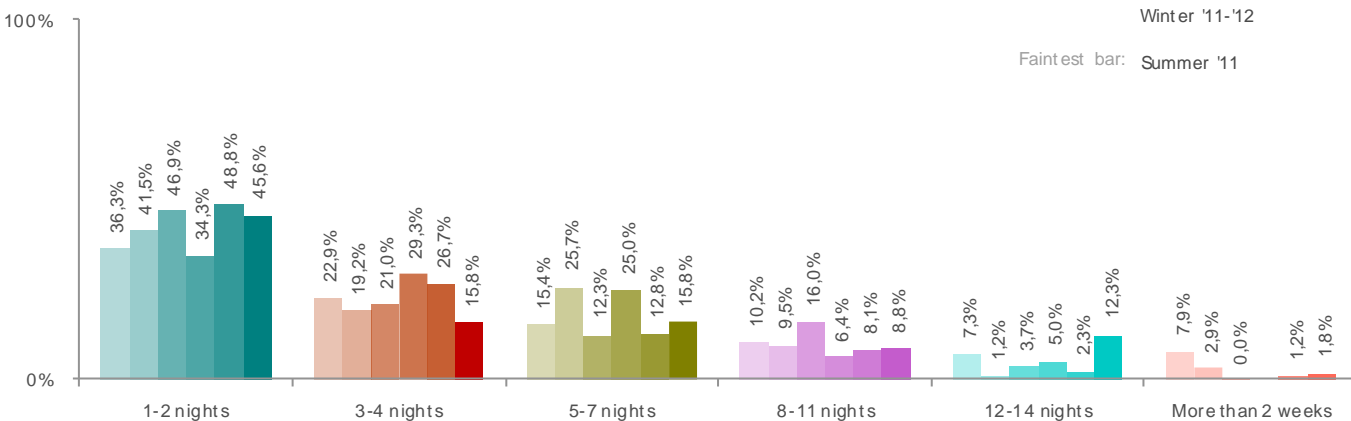
## Q. 40. How many nights did you stay...in summer cottages/guest residence and similar?



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



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



# NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



## Q. 40. How many nights did you stay...in summer cottages/guest residence and similar?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>171</b>	<b>45,6</b>	<b>15,8</b>	<b>15,8</b>	<b>22,8</b>	6,00
<b>Gender</b>						
Male	72	45,8	16,7	12,5	25,0	4,75
Female	99	45,5	15,2	18,2	21,2	6,91
<b>Age</b>						
24 years and younger	20	25,0	25,0	30,0	20,0	12,00
25-34 years	50	66,0	2,0	6,0	26,0	5,78
35-44 years	42	38,1	9,5	21,4	31,0	5,83
45-54 years	40	25,0	32,5	20,0	22,5	5,28
55 years and older	19	73,7	21,1	5,3	0,0	2,16
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	39	53,8	15,4	15,4	15,4	3,54
Student	18	50,0	16,7	33,3	0,0	3,33
Other professionals	24	75,0	25,0	0,0	0,0	1,75
Managerial	18	33,3	16,7	0,0	50,0	7,00
Teacher/ Medical care	15	40,0	20,0	20,0	20,0	4,00
Clerical/ Service	18	50,0	33,3	0,0	16,7	4,17
Retired/ Homemaker	6	100,0	0,0	0,0	0,0	2,00
Vocational/ Technical	9	0,0	0,0	33,3	66,7	9,00
Other	18	16,7	0,0	33,3	50,0	20,67
<b>Household income</b>						
High	27	33,3	22,2	33,3	11,1	4,78
Average	66	50,0	9,1	18,2	22,7	7,64
Low	54	38,9	27,8	5,6	27,8	5,00
<b>Market area</b>						
Central/ Southern Europe	120	37,5	15,0	15,0	32,5	7,50
North America	27	66,7	11,1	22,2	0,0	2,44
Britain	9	66,7	33,3	0,0	0,0	2,33
Scandinavia	9	66,7	0,0	33,3	0,0	3,00
Other	<5					
<b>Educational level</b>						
Finished high school or less	36	25,0	50,0	16,7	8,3	4,08
Bachelor's degree or equivalent	84	53,6	0,0	17,9	28,6	7,75
Master's/ Ph.D. or equivalent	48	50,0	18,8	6,3	25,0	4,38

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

# NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



## Q. 40. How many nights did you stay...in summer cottages/guest residence and similar?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>171</b>	<b>45,6</b>	<b>15,8</b>	<b>15,8</b>	<b>22,8</b>	6,00
<b>Nationality*</b>						
American	21	57,1	14,3	28,6	0,0	2,86
German	36	0,0	16,7	25,0	58,3	15,33
Canadian	6	100,0	0,0	0,0	0,0	1,00
French	6	50,0	0,0	50,0	0,0	3,50
Italian	27	77,8	22,2	0,0	0,0	1,67
British	9	66,7	33,3	0,0	0,0	2,33
Spanish	27	33,3	22,2	11,1	33,3	5,00
Dutch	6	0,0	0,0	0,0	100,0	14,00
Swedish	<5					
Swiss	<5					
Norwegian	<5					
Austrian	6	0,0	0,0	50,0	50,0	7,00
Other	18	83,3	16,7	0,0	0,0	2,00
<b>Transportation</b>						
Airline	165	43,6	16,4	16,4	23,6	6,15
M/ SNorröna	6	100,0	0,0	0,0	0,0	2,00
<b>Type of trip*</b>						
Package tour	15	0,0	0,0	60,0	40,0	9,20
Individually-arranged tour	153	47,1	17,6	13,7	21,6	5,84
<b>Purpose of visit*</b>						
Vacation/ holiday	162	48,1	14,8	14,8	22,2	4,65
Event in Iceland (leisure related)	9	33,3	33,3	33,3	0,0	3,33
Visiting friends/ relatives	6	100,0	0,0	0,0	0,0	1,50
Other	9	0,0	33,3	33,3	33,3	30,00

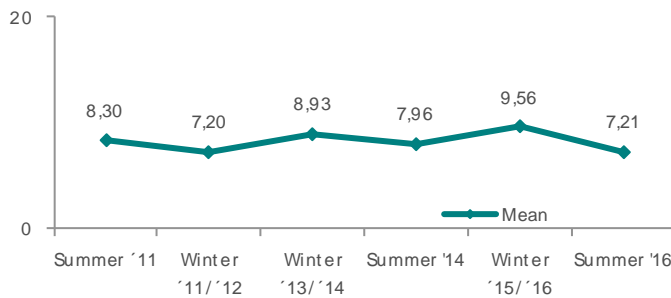
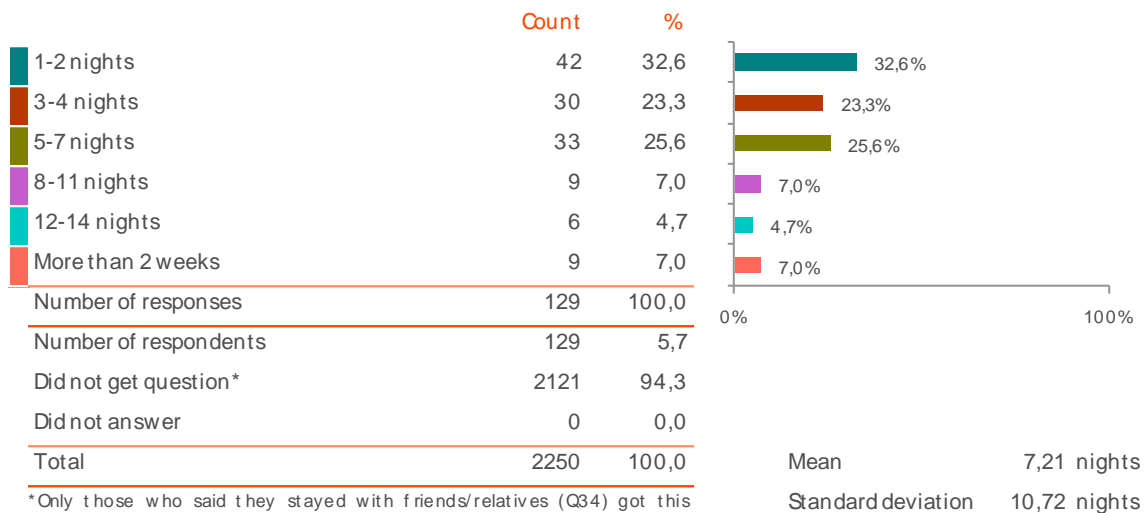
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

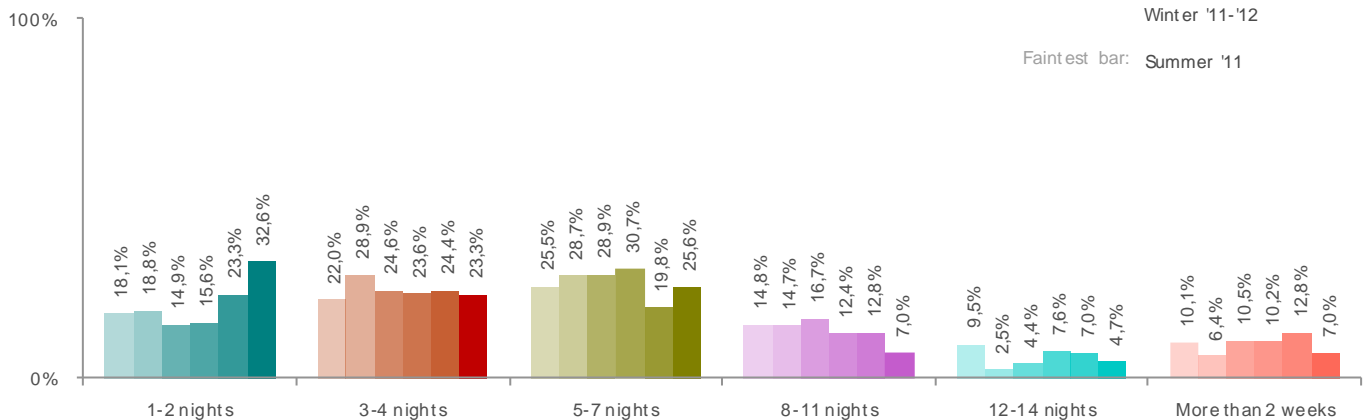
# NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



## Q.41. How many nights did you stay...with friends/relatives (unpaid accommodation)?



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



# NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



## Q.41. How many nights did you stay...with friends/relatives (unpaid accommodation)?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>129</b>	<b>32,6</b>	<b>23,3</b>	<b>25,6</b>	<b>18,6</b>	7,21
<b>Gender*</b>						
Male	39	23,1	15,4	23,1	38,5	11,62
Female	90	36,7	26,7	26,7	10,0	5,30
<b>Age</b>						
24 years and younger	26	57,7	0,0	7,7	34,6	8,77
25-34 years	52	23,1	17,3	42,3	17,3	7,17
35-44 years	18	16,7	66,7	0,0	16,7	10,78
45-54 years	14	42,9	14,3	21,4	21,4	4,29
55 years and older	16	18,8	43,8	37,5	0,0	4,50
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	24	25,0	50,0	12,5	12,5	3,88
Student	42	42,9	0,0	35,7	21,4	9,64
Other professionals	9	33,3	33,3	33,3	0,0	3,00
Managerial	15	20,0	60,0	20,0	0,0	3,40
Teacher/ Medical care	15	0,0	20,0	40,0	40,0	8,20
Clerical/ Service	<5					
Retired/ Homemaker	6	50,0	0,0	50,0	0,0	4,50
Vocational/ Technical	<5					
Other	9	33,3	33,3	0,0	33,3	18,33
<b>Household income</b>						
High	54	33,3	22,2	38,9	5,6	4,17
Average	45	26,7	26,7	26,7	20,0	7,53
Low	21	42,9	28,6	0,0	28,6	9,43
<b>Market area*</b>						
Central/ Southern Europe	72	37,5	20,8	29,2	12,5	5,79
North America	24	37,5	25,0	25,0	12,5	8,50
Britain	15	0,0	60,0	40,0	0,0	4,80
Scandinavia	6	0,0	0,0	0,0	100,0	25,50
Other	12	50,0	0,0	0,0	50,0	7,00
<b>Educational level</b>						
Finished high school or less	15	60,0	0,0	0,0	40,0	5,20
Bachelor's degree or equivalent	66	31,8	18,2	31,8	18,2	9,36
Master's/ Ph.D. or equivalent	45	26,7	40,0	20,0	13,3	4,73

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

# NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



## Q.41. How many nights did you stay...with friends/relatives (unpaid accommodation)?

	Number of answers	1-2 nights	3-4 nights	5-7 nights	More than 7 nights	
	Count	%	%	%	%	
<b>Total</b>	<b>129</b>	<b>32,6</b>	<b>23,3</b>	<b>25,6</b>	<b>18,6</b>	7,21
<b>Nationality</b>						
American	9	66,7	0,0	33,3	0,0	3,00
German	27	44,4	22,2	22,2	11,1	4,11
Canadian	9	0,0	66,7	33,3	0,0	4,67
French	15	20,0	20,0	20,0	40,0	12,60
Italian	6	0,0	50,0	0,0	50,0	6,50
British	12	0,0	50,0	50,0	0,0	5,25
Spanish	<5					
Dutch	6	50,0	0,0	50,0	0,0	3,50
Swiss	<5					
Austrian	<5					
Other	36	50,0	8,3	8,3	33,3	10,92
<b>Transportation</b>						
Airline	126	33,3	21,4	26,2	19,0	7,29
M/ SNorröna	<5					
<b>Purpose of visit*</b>						
Vacation/ holiday	111	35,1	24,3	24,3	16,2	5,49
Event in Iceland (leisure related)	27	0,0	11,1	55,6	33,3	15,00
Visiting friends/ relatives	45	13,3	33,3	40,0	13,3	7,80
Education and training	6	0,0	0,0	0,0	100,0	46,00
Conference/ large meeting	<5					
Business/ small meeting	<5					
Other	9	33,3	0,0	33,3	33,3	18,67

Difference between groups is not statistically significant.

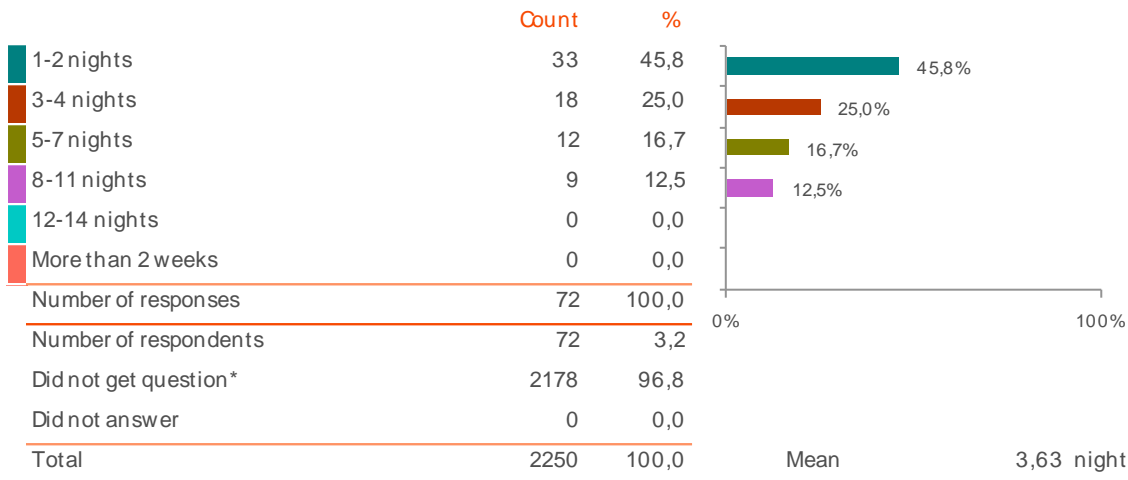
\*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



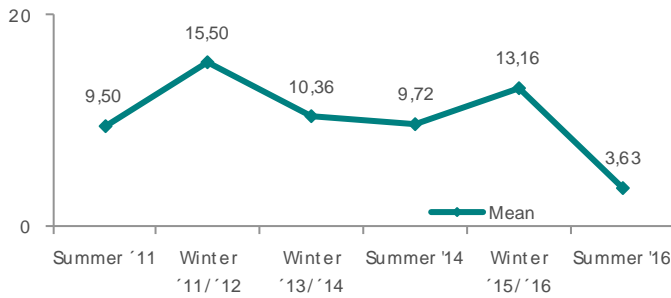
# NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION



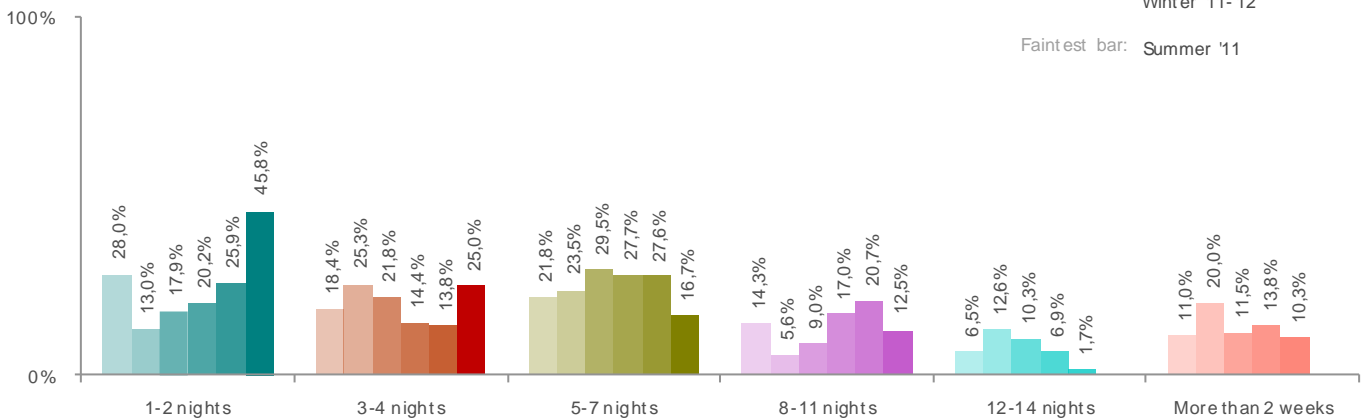
## Q. 42. How many nights did you stay...In other types of accomodation?



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



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



# NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION



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










	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>72</b>	<b>45,8</b>	<b>25,0</b>	<b>29,2</b>	3,63
<b>Gender</b>					
Male	45	40,0	33,3	26,7	3,73
Female	27	55,6	11,1	33,3	3,44
<b>Age</b>					
24 years and younger	23	47,8	26,1	26,1	3,48
25-34 years	17	52,9	35,3	11,8	2,71
35-44 years	14	50,0	21,4	28,6	3,64
45-54 years	<5				
55 years and older	15	40,0	20,0	40,0	4,60
<b>What is your profession?</b>					
Professionals (dr./ lawyer/ account. etc.)	6	0,0	50,0	50,0	5,00
Student	24	50,0	25,0	25,0	3,38
Other professionals	6	50,0	50,0	0,0	2,50
Managerial	9	66,7	0,0	33,3	4,00
Teacher/ Medical care	6	50,0	0,0	50,0	4,00
Clerical/ Service	6	50,0	50,0	0,0	2,50
Retired/ Homemaker	<5				
Vocational/ Technical	<5				
Other	6	0,0	50,0	50,0	6,00
<b>Household income</b>					
High	21	42,9	28,6	28,6	3,71
Average	9	33,3	33,3	33,3	3,33
Low	30	50,0	20,0	30,0	3,40
<b>Market area</b>					
Central/ Southern Europe	42	42,9	28,6	28,6	3,71
North America	21	71,4	14,3	14,3	2,86
Britain	<5				
Scandinavia	6	0,0	0,0	100,0	6,00
<b>Educational level*</b>					
Finished high school or less	9	0,0	33,3	66,7	6,33
Bachelor's degree or equivalent	33	54,5	27,3	18,2	2,82
Master's/ Ph.D. or equivalent	27	44,4	22,2	33,3	3,89

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

# NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION



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

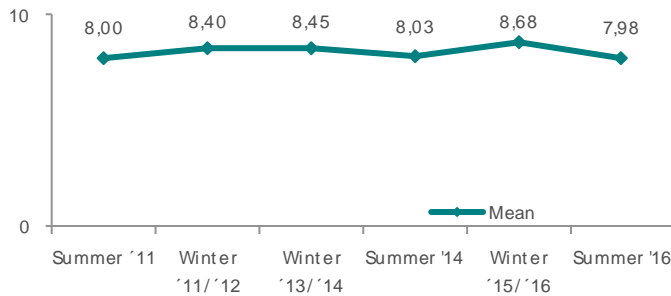
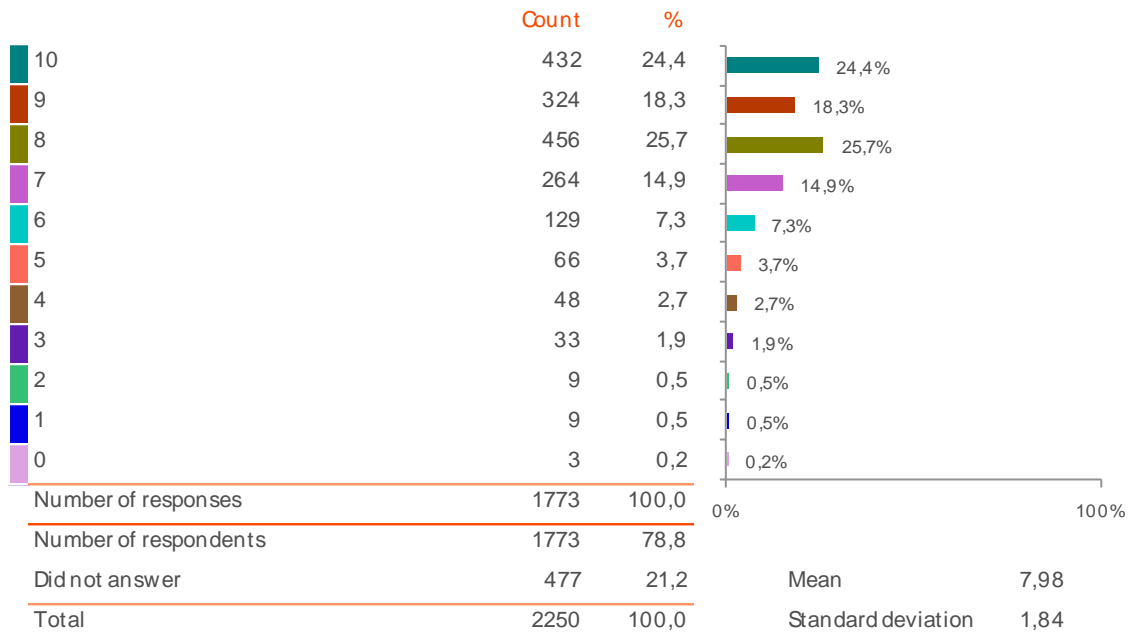
	Number of answers	1-2 nights	3-4 nights	More than 4 nights	
	Count	%	%	%	
<b>Total</b>	<b>72</b>	<b>45,8</b>	<b>25,0</b>	<b>29,2</b>	 3,63
<b>Nationality*</b>					
American	18	66,7	16,7	16,7	 3,17
German	12	50,0	25,0	25,0	 2,75
Canadian	<5				
French	15	60,0	40,0	0,0	 2,40
British	<5				
Swedish	<5				
Swiss	<5				
Norwegian	<5				
Other	12	25,0	25,0	50,0	 5,50
<b>Type of trip+</b>					
Package tour	9	33,3	33,3	33,3	 4,67
Individually-arranged tour	54	44,4	22,2	33,3	 3,72
<b>Purpose of visit+</b>					
Vacation/ holiday	60	40,0	25,0	35,0	 4,00
Conference/ large meeting	<5				
Other	15	60,0	20,0	20,0	 2,60

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

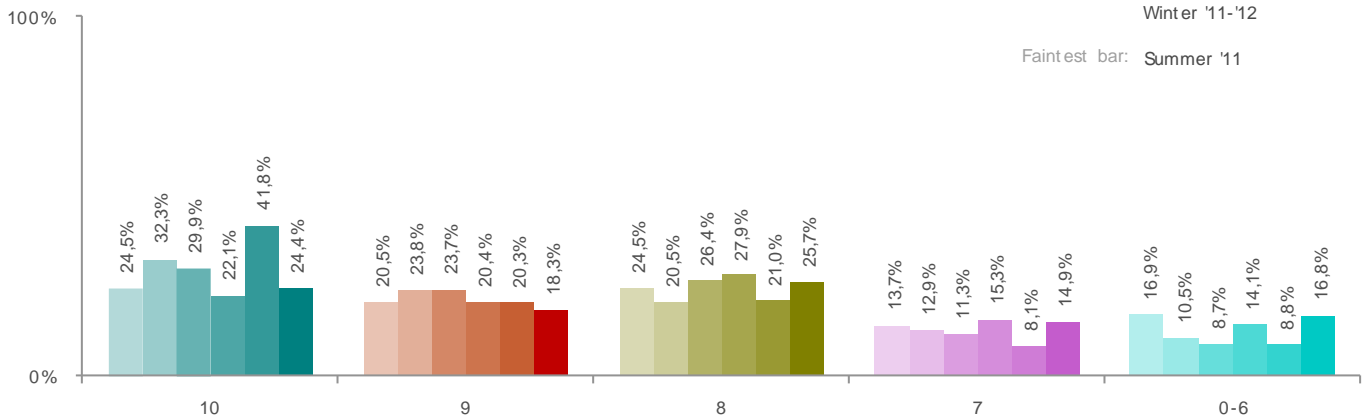
+In th is background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



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



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





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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1773</b>	<b>24,4</b>	<b>18,3</b>	<b>25,7</b>	<b>14,9</b>	<b>16,8</b>		7,98
<b>Gender</b>								
Male	708	19,9	19,9	27,5	15,3	17,4		7,90
Female	1062	27,4	16,9	24,6	14,7	16,4		8,03
<b>Age*</b>								
24 years and younger	285	25,3	9,5	22,1	19,3	23,9		7,62
25-34 years	579	21,2	16,9	27,1	21,9	12,8		7,97
35-44 years	307	22,5	20,2	27,0	11,4	18,9		7,99
45-54 years	301	22,6	25,9	22,6	6,6	22,3		7,91
55 years and older	286	33,9	20,6	27,6	8,4	9,4		8,48
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	384	28,1	12,5	31,3	13,3	14,8		8,09
Student	330	26,4	8,2	24,5	18,2	22,7		7,65
Other professionals	201	22,4	20,9	25,4	19,4	11,9		8,04
Managerial	177	13,6	25,4	28,8	15,3	16,9		7,83
Teacher/ Medical care	171	24,6	21,1	21,1	17,5	15,8		8,11
Clerical/ Service	147	18,4	18,4	22,4	14,3	26,5		7,51
Retired/ Homemaker	111	37,8	21,6	21,6	8,1	10,8		8,49
Vocational/ Technical	57	10,5	36,8	10,5	26,3	15,8		7,95
Artist/ Musician/ Actor etc.	15	0,0	40,0	40,0	0,0	20,0		7,60
Other	156	30,8	23,1	26,9	5,8	13,5		8,42
<b>Household income*</b>								
High	639	25,8	20,2	26,3	14,6	13,1		8,15
Average	636	24,1	20,8	27,4	11,3	16,5		8,07
Low	348	24,1	13,8	22,4	20,7	19,0		7,78
<b>Market area*</b>								
Central/ Southern Europe	822	15,0	14,2	27,0	19,7	24,1		7,45
North America	558	38,2	19,9	22,0	12,4	7,5		8,67
Britain	144	22,9	18,8	37,5	8,3	12,5		8,13
Scandinavia	111	18,9	27,0	21,6	10,8	21,6		7,92
Asia	42	7,1	35,7	42,9	7,1	7,1		8,14
Other	90	43,3	23,3	13,3	6,7	13,3		8,40
<b>Educational level*</b>								
Finished high school or less	234	17,9	14,1	26,9	17,9	23,1		7,62
Bachelor's degree or equivalent	864	26,7	20,8	27,1	12,5	12,8		8,20
Master's/ Ph.D. or equivalent	657	23,7	16,0	23,3	17,4	19,6		7,82

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



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1773</b>	<b>24,4</b>	<b>18,3</b>	<b>25,7</b>	<b>14,9</b>	<b>16,8</b>	7,98
<b>Nationality*</b>							
American	405	42,2	17,8	20,7	13,3	5,9	8,75
German	177	22,0	11,9	28,8	11,9	25,4	7,47
Canadian	141	34,0	25,5	21,3	8,5	10,6	8,62
French	138	4,3	13,0	26,1	19,6	37,0	6,87
Italian	153	17,6	9,8	31,4	11,8	29,4	7,33
British	111	21,6	24,3	37,8	5,4	10,8	8,24
Spanish	93	6,5	29,0	22,6	9,7	32,3	7,39
Dutch	57	5,3	10,5	26,3	36,8	21,1	6,84
Swedish	51	11,8	29,4	35,3	11,8	11,8	8,18
Swiss	33	18,2	9,1	18,2	54,5	0,0	7,91
Norwegian	30	20,0	30,0	10,0	0,0	40,0	7,60
Austrian	21	28,6	14,3	14,3	28,6	14,3	7,86
Other	363	23,1	19,8	27,3	18,2	11,6	8,10
<b>Transportation</b>							
Airline	1731	24,4	18,5	25,5	14,9	16,6	7,99
M/ SNorröna	42	21,4	7,1	35,7	14,3	21,4	7,79
<b>Type of trip*</b>							
Package tour	195	13,8	18,5	26,2	15,4	26,2	7,32
Individually-arranged tour	1449	25,1	19,0	25,5	15,1	15,3	8,06
Business-arranged tour	24	12,5	37,5	12,5	0,0	37,5	7,50
<b>Purpose of visit*</b>							
Vacation/ holiday	1635	24,6	18,7	25,7	15,0	16,0	8,02
Event in Iceland (leisure related)	102	23,5	23,5	17,6	8,8	26,5	7,68
Visiting friends/ relatives	72	20,8	8,3	50,0	4,2	16,7	7,92
Education and training	42	28,6	21,4	7,1	21,4	21,4	7,93
Conference/ large meeting	24	50,0	25,0	0,0	0,0	25,0	8,63
Business/ small meeting	24	0,0	37,5	0,0	12,5	50,0	6,75
Other	123	24,4	22,0	22,0	9,8	22,0	7,95

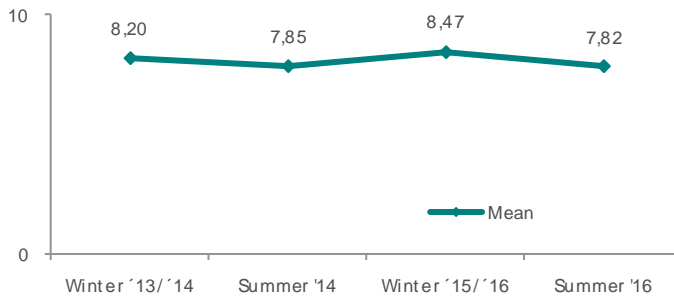
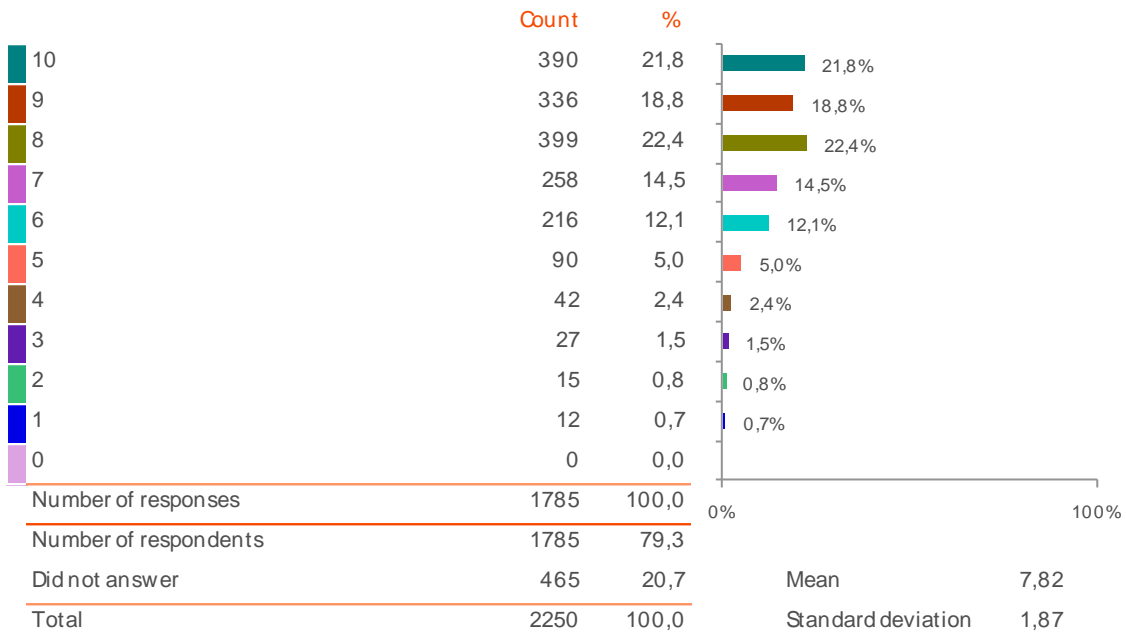
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

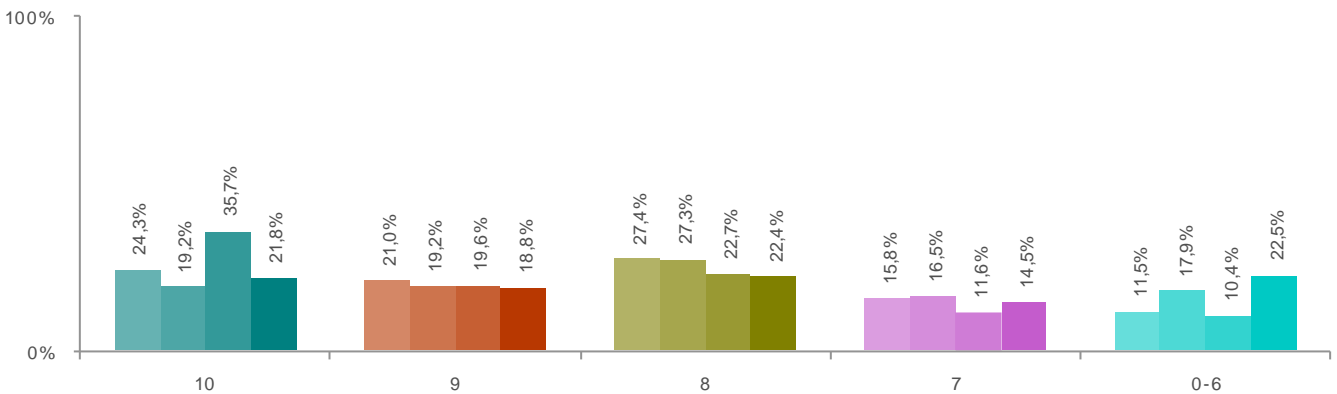
# ACCOMMODATION FACILITIES



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



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



# ACCOMMODATION FACILITIES



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1785</b>	<b>21,8</b>	<b>18,8</b>	<b>22,4</b>	<b>14,5</b>	<b>22,5</b>		7,82
<b>Gender</b>								
Male	717	18,8	18,4	22,2	16,7	23,8		7,73
Female	1065	23,9	18,9	22,5	13,0	21,7		7,88
<b>Age*</b>								
24 years and younger	283	17,0	20,8	16,3	19,8	26,1		7,63
25-34 years	590	18,6	17,6	23,4	16,8	23,6		7,68
35-44 years	310	24,2	16,8	19,4	12,9	26,8		7,79
45-54 years	296	23,3	17,6	26,4	8,4	24,3		7,77
55 years and older	291	30,2	23,7	24,4	12,0	9,6		8,43
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	384	25,0	15,6	24,2	14,1	21,1		7,87
Student	327	19,3	15,6	18,3	21,1	25,7		7,60
Other professionals	204	20,6	13,2	27,9	17,6	20,6		7,66
Managerial	180	15,0	26,7	21,7	15,0	21,7		7,82
Teacher/ Medical care	171	24,6	15,8	22,8	12,3	24,6		7,86
Clerical/ Service	147	18,4	14,3	26,5	6,1	34,7		7,35
Retired/ Homemaker	111	32,4	29,7	13,5	16,2	8,1		8,54
Vocational/ Technical	57	10,5	15,8	21,1	15,8	36,8		7,32
Artist/ Musician/ Actor etc.	15	20,0	20,0	20,0	0,0	40,0		7,80
Other	165	27,3	27,3	21,8	7,3	16,4		8,31
<b>Household income*</b>								
High	639	23,0	20,7	19,2	17,8	19,2		7,93
Average	645	22,3	19,1	23,7	12,6	22,3		7,90
Low	354	21,2	16,1	25,4	9,3	28,0		7,60
<b>Market area*</b>								
Central/ Southern Europe	831	14,1	13,0	24,5	17,0	31,4		7,30
North America	564	32,4	26,1	18,1	12,8	10,6		8,53
Britain	144	18,8	25,0	25,0	12,5	18,8		7,94
Scandinavia	111	16,2	13,5	21,6	13,5	35,1		7,38
Asia	39	15,4	30,8	30,8	15,4	7,7		8,31
Other	90	40,0	16,7	23,3	6,7	13,3		8,20
<b>Educational level*</b>								
Finished high school or less	234	12,8	14,1	25,6	17,9	29,5		7,41
Bachelor's degree or equivalent	870	23,8	20,3	24,1	14,1	17,6		8,06
Master's/ Ph.D. or equivalent	663	22,6	18,1	18,6	14,0	26,7		7,65

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



# ACCOMMODATION FACILITIES



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1785</b>	<b>21,8</b>	<b>18,8</b>	<b>22,4</b>	<b>14,5</b>	<b>22,5</b>	7,82
<b>Nationality*</b>							
American	411	38,0	25,5	14,6	13,1	8,8	8,66
German	183	18,0	14,8	19,7	11,5	36,1	7,10
Canadian	141	21,3	25,5	25,5	10,6	17,0	8,21
French	135	6,7	15,6	26,7	13,3	37,8	7,16
Italian	150	14,0	8,0	32,0	12,0	34,0	7,12
British	111	24,3	21,6	27,0	10,8	16,2	8,14
Spanish	93	9,7	22,6	25,8	19,4	22,6	7,58
Dutch	60	5,0	5,0	30,0	40,0	20,0	6,95
Swedish	51	5,9	11,8	23,5	17,6	41,2	7,00
Swiss	33	9,1	18,2	27,3	9,1	36,4	7,55
Norwegian	30	20,0	10,0	20,0	10,0	40,0	7,30
Austrian	24	37,5	37,5	12,5	0,0	12,5	8,38
Other	363	22,3	17,4	22,3	17,4	20,7	7,88
<b>Transportation</b>							
Airline	1743	22,0	19,3	22,2	14,3	22,2	7,83
M/ SNorröna	42	14,3	0,0	28,6	21,4	35,7	7,29
<b>Type of trip*</b>							
Package tour	195	10,8	20,0	18,5	12,3	38,5	7,05
Individually-arranged tour	1458	23,3	19,1	23,0	14,0	20,6	7,92
Business-arranged tour	24	25,0	25,0	12,5	12,5	25,0	8,00
<b>Purpose of visit*</b>							
Vacation/ holiday	1650	21,6	18,9	23,3	14,0	22,2	7,83
Event in Iceland (leisure related)	102	23,5	20,6	17,6	11,8	26,5	7,76
Visiting friends/ relatives	69	21,7	17,4	21,7	8,7	30,4	7,65
Education and training	42	28,6	7,1	0,0	28,6	35,7	7,29
Conference/ large meeting	24	37,5	25,0	0,0	12,5	25,0	8,13
Business/ small meeting	24	0,0	12,5	12,5	37,5	37,5	6,38
Other	123	29,3	17,1	9,8	19,5	24,4	7,83

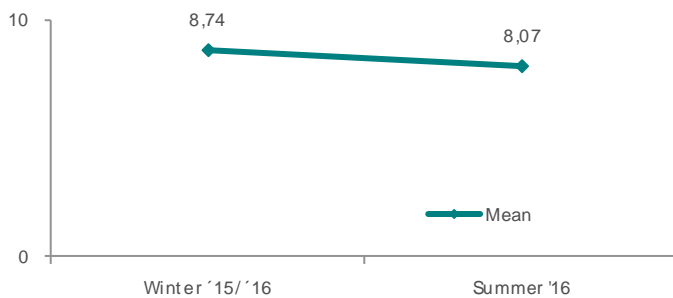
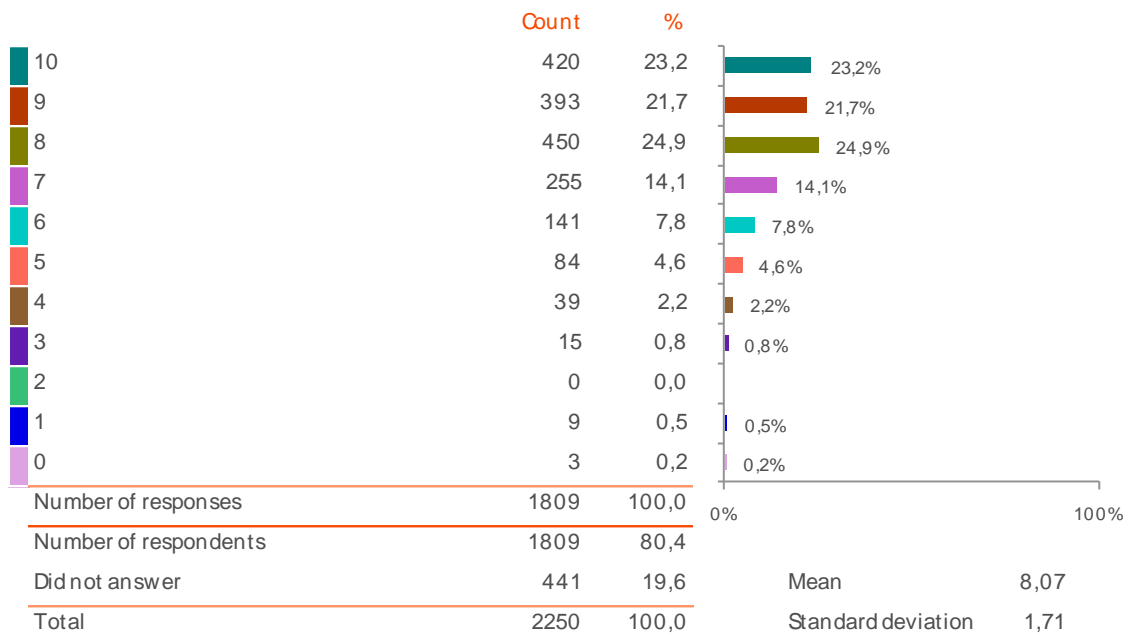
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# OVERALL QUALITY OF ACCOMMODATION

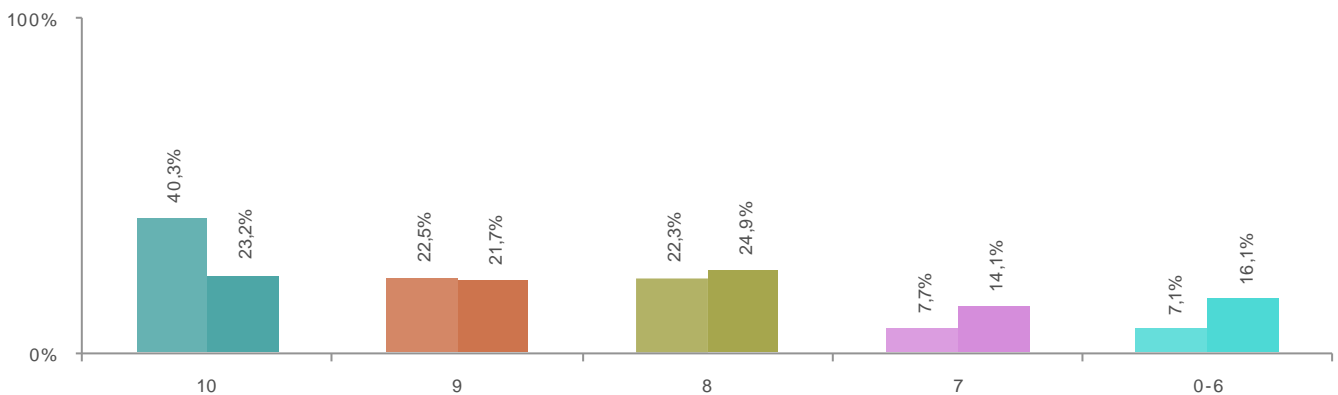


Q. 45. Please rate the overall quality of your experience for the paid accommodation in Iceland in which you stayed the longest using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory.



Darkest bar: Summer '16

Faintest bar: Winter '15-'16



# OVERALL QUALITY OF ACCOMMODATION



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1809</b>	<b>23,2</b>	<b>21,7</b>	<b>24,9</b>	<b>14,1</b>	<b>16,1</b>		8,07
<b>Gender</b>								
Male	726	18,6	24,8	23,6	16,5	16,5		7,99
Female	1080	26,4	19,4	25,8	12,5	15,8		8,12
<b>Age*</b>								
24 years and younger	292	19,5	19,5	25,3	15,8	19,9		7,91
25-34 years	593	18,4	22,4	27,3	17,0	14,8		8,00
35-44 years	316	26,9	21,5	15,5	19,0	17,1		8,06
45-54 years	298	24,2	20,8	27,9	7,7	19,5		7,97
55 years and older	295	32,9	24,7	25,8	7,5	9,2		8,53
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	384	28,1	18,0	21,9	18,8	13,3		8,17
Student	330	20,0	15,5	30,0	16,4	18,2		7,93
Other professionals	204	22,1	13,2	33,8	17,6	13,2		7,97
Managerial	186	19,4	29,0	27,4	6,5	17,7		8,06
Teacher/ Medical care	177	23,7	25,4	16,9	15,3	18,6		8,07
Clerical/ Service	150	18,0	22,0	16,0	16,0	28,0		7,54
Retired/ Homemaker	114	34,2	28,9	18,4	5,3	13,2		8,47
Vocational/ Technical	60	10,0	40,0	20,0	15,0	15,0		8,05
Artist/ Musician/ Actor etc.	15	0,0	40,0	40,0	0,0	20,0		7,80
Other	165	29,1	23,6	29,1	7,3	10,9		8,40
<b>Household income*</b>								
High	648	25,0	25,5	24,1	14,4	11,1		8,28
Average	651	22,1	21,7	27,6	14,7	13,8		8,12
Low	360	23,3	19,2	19,2	15,0	23,3		7,83
<b>Market area*</b>								
Central/ Southern Europe	846	15,6	16,3	29,1	18,1	20,9		7,68
North America	570	34,7	29,5	15,8	12,6	7,4		8,68
Britain	147	22,4	24,5	32,7	6,1	14,3		8,18
Scandinavia	111	16,2	16,2	21,6	10,8	35,1		7,41
Asia	39	15,4	23,1	46,2	7,7	7,7		8,31
Other	90	36,7	20,0	26,7	6,7	10,0		8,33
<b>Educational level*</b>								
Finished high school or less	237	16,5	27,8	26,6	10,1	19,0		7,96
Bachelor's degree or equivalent	885	25,1	21,0	27,1	14,9	11,9		8,21
Master's/ Ph.D. or equivalent	669	23,3	20,2	21,1	14,8	20,6		7,91

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

# OVERALL QUALITY OF ACCOMMODATION



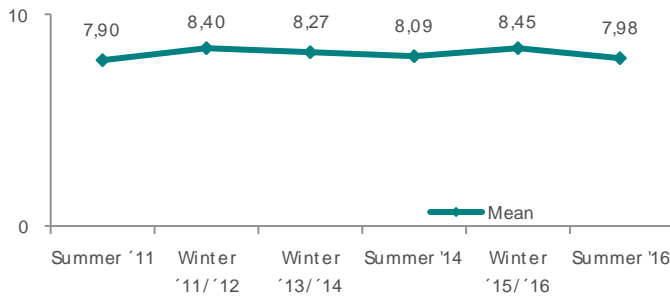
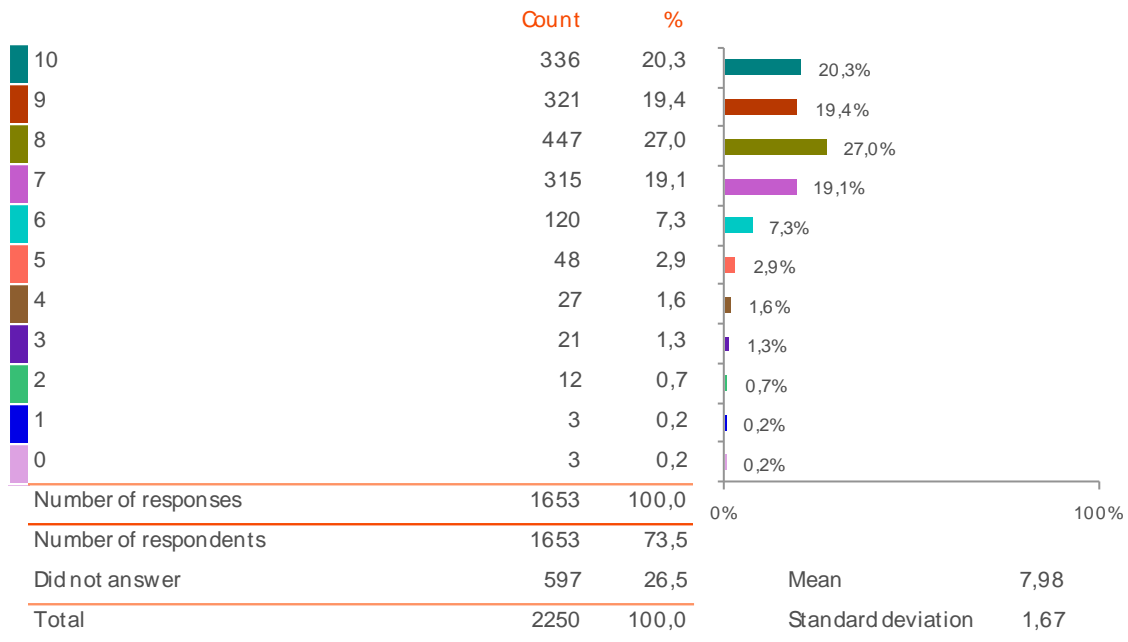
**Q. 45. Please rate the overall quality of your experience for the paid accommodation in Iceland in which you stayed the longest using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory.**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1809</b>	<b>23,2</b>	<b>21,7</b>	<b>24,9</b>	<b>14,1</b>	<b>16,1</b>		8,07
<b>Nationality*</b>								
American	414	39,9	27,5	13,0	12,3	7,2		8,75
German	183	19,7	16,4	34,4	9,8	19,7		7,82
Canadian	144	25,0	29,2	27,1	10,4	8,3		8,50
French	141	8,5	17,0	25,5	12,8	36,2		7,21
Italian	156	17,3	19,2	26,9	7,7	28,8		7,56
British	114	26,3	26,3	26,3	10,5	10,5		8,34
Spanish	93	12,9	25,8	22,6	19,4	19,4		7,65
Dutch	60	5,0	5,0	45,0	35,0	10,0		7,35
Swedish	51	5,9	5,9	41,2	17,6	29,4		7,29
Swiss	33	18,2	18,2	18,2	36,4	9,1		8,00
Norwegian	30	20,0	20,0	10,0	0,0	50,0		7,10
Austrian	27	33,3	22,2	22,2	0,0	22,2		8,44
Other	363	20,7	20,7	28,1	19,0	11,6		8,11
<b>Transportation</b>								
Airline	1767	23,4	21,7	24,8	13,9	16,1		8,07
M/ SNorröna	42	14,3	21,4	28,6	21,4	14,3		7,93
<b>Type of trip*</b>								
Package tour	195	15,4	16,9	26,2	9,2	32,3		7,45
Individually-arranged tour	1482	24,1	22,5	25,1	14,2	14,2		8,15
Business-arranged tour	24	25,0	37,5	0,0	0,0	37,5		7,63
<b>Purpose of visit*</b>								
Vacation/ holiday	1668	23,0	22,3	25,7	13,8	15,1		8,11
Event in Iceland (leisure related)	105	25,7	14,3	20,0	20,0	20,0		7,86
Visiting friends/ relatives	75	24,0	24,0	24,0	8,0	20,0		7,88
Education and training	42	28,6	7,1	14,3	28,6	21,4		7,71
Conference/ large meeting	24	37,5	25,0	12,5	0,0	25,0		8,38
Business/ small meeting	24	0,0	25,0	12,5	12,5	50,0		6,25
Other	126	28,6	23,8	9,5	14,3	23,8		7,88

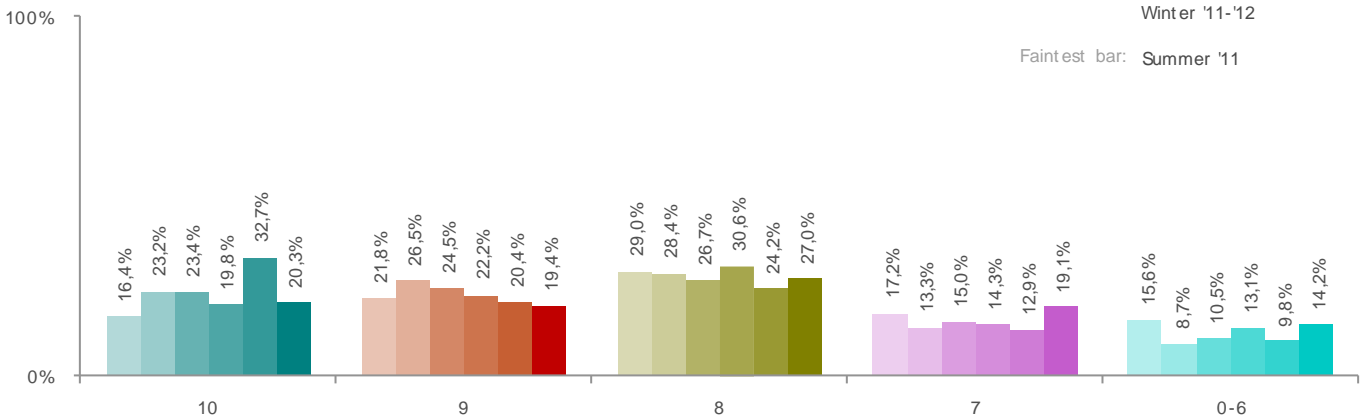
# SERVICE AT RESTAURANTS



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



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



# SERVICE AT RESTAURANTS



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1653</b>	<b>20,3</b>	<b>19,4</b>	<b>27,0</b>	<b>19,1</b>	<b>14,2</b>		7,98
<b>Gender*</b>								
Male	684	15,4	17,5	32,5	19,7	14,9		7,79
Female	966	23,9	20,8	23,3	18,3	13,7		8,12
<b>Age*</b>								
24 years and younger	235	20,0	19,1	25,5	15,7	19,6		7,87
25-34 years	554	25,1	18,6	26,7	18,1	11,6		8,16
35-44 years	285	16,1	13,3	26,7	24,2	19,6		7,66
45-54 years	271	14,8	22,1	31,4	22,1	9,6		7,89
55 years and older	296	20,6	25,3	24,3	15,5	14,2		8,10
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	366	17,2	15,6	28,7	24,6	13,9		7,75
Student	282	26,6	14,9	22,3	16,0	20,2		7,97
Other professionals	204	26,5	17,6	29,4	11,8	14,7		8,18
Managerial	165	12,7	20,0	29,1	29,1	9,1		7,96
Teacher/ Medical care	159	15,1	20,8	30,2	17,0	17,0		7,81
Clerical/ Service	123	24,4	29,3	22,0	17,1	7,3		8,37
Retired/ Homemaker	117	20,5	17,9	30,8	12,8	17,9		7,95
Vocational/ Technical	60	5,0	25,0	40,0	15,0	15,0		7,80
Artist/ Musician/ Actor etc.	15	0,0	60,0	0,0	20,0	20,0		7,80
Other	150	28,0	24,0	22,0	18,0	8,0		8,28
<b>Household income</b>								
High	606	19,8	18,3	29,7	18,8	13,4		8,00
Average	603	23,9	22,9	19,9	18,9	14,4		8,07
Low	333	18,0	18,0	33,3	18,0	12,6		7,94
<b>Market area*</b>								
Central/ Southern Europe	732	15,2	20,1	26,2	21,7	16,8		7,83
North America	567	25,4	21,2	23,8	16,9	12,7		8,11
Britain	144	16,7	14,6	37,5	16,7	14,6		7,79
Scandinavia	102	29,4	14,7	32,4	11,8	11,8		8,24
Asia	27	11,1	22,2	11,1	33,3	22,2		7,67
Other	75	32,0	12,0	40,0	16,0	0,0		8,60
<b>Educational level*</b>								
Finished high school or less	201	22,4	14,9	29,9	11,9	20,9		7,87
Bachelor's degree or equivalent	822	22,3	21,5	27,0	16,1	13,1		8,11
Master's/ Ph.D. or equivalent	615	17,1	18,5	25,9	25,4	13,2		7,85

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

# SERVICE AT RESTAURANTS



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1653</b>	<b>20,3</b>	<b>19,4</b>	<b>27,0</b>	<b>19,1</b>	<b>14,2</b>		<b>7,98</b>
<b>Nationality*</b>								
American	411	24,1	24,1	19,7	18,2	13,9		8,07
German	159	28,3	17,0	28,3	13,2	13,2		8,21
Canadian	144	29,2	10,4	37,5	12,5	10,4		8,15
French	129	9,3	4,7	23,3	32,6	30,2		7,00
Italian	132	13,6	11,4	45,5	15,9	13,6		7,86
British	117	12,8	23,1	38,5	7,7	17,9		7,74
Spanish	81	0,0	40,7	22,2	25,9	11,1		7,81
Dutch	51	0,0	23,5	35,3	29,4	11,8		7,59
Swedish	42	7,1	14,3	50,0	14,3	14,3		7,86
Swiss	30	10,0	20,0	20,0	20,0	30,0		7,50
Norwegian	24	12,5	50,0	12,5	25,0	0,0		8,50
Austrian	30	40,0	20,0	0,0	20,0	20,0		8,20
Other	303	27,7	18,8	21,8	22,8	8,9		8,32
<b>Transportation</b>								
Airline	1620	20,6	19,6	26,5	19,4	13,9		7,99
M/ SNorröna	33	9,1	9,1	54,5	0,0	27,3		7,64
<b>Type of trip*</b>								
Package tour	165	5,5	29,1	25,5	27,3	12,7		7,73
Individually-arranged tour	1365	20,9	18,5	27,9	18,7	14,1		8,00
Business-arranged tour	18	16,7	33,3	33,3	16,7	0,0		8,50
<b>Purpose of visit*</b>								
Vacation/ holiday	1500	20,2	20,6	27,2	18,6	13,4		8,03
Event in Iceland (leisure related)	105	17,1	11,4	25,7	14,3	31,4		7,37
Visiting friends/ relatives	75	32,0	16,0	32,0	8,0	12,0		8,24
Education and training	39	30,8	15,4	7,7	15,4	30,8		7,46
Conference/ large meeting	21	28,6	28,6	28,6	14,3	0,0		8,71
Business/ small meeting	21	0,0	28,6	28,6	42,9	0,0		7,86
Other	132	27,3	15,9	25,0	22,7	9,1		8,18

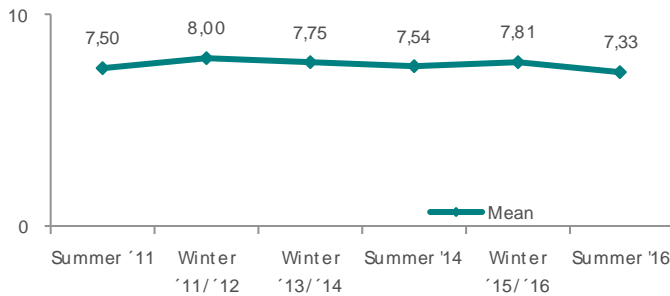
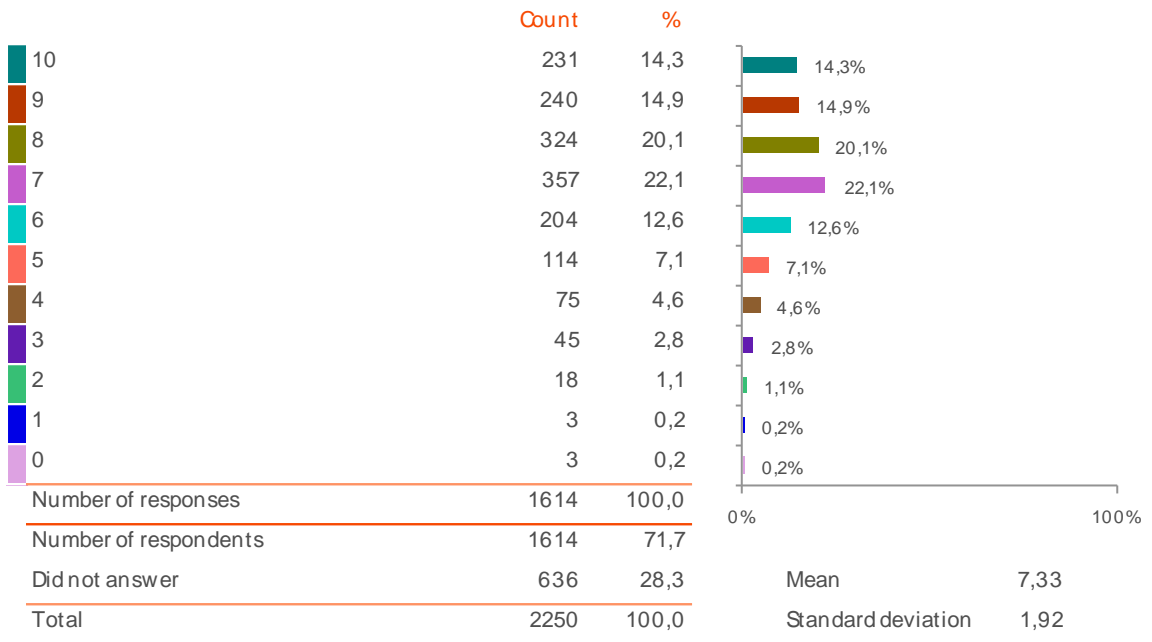
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

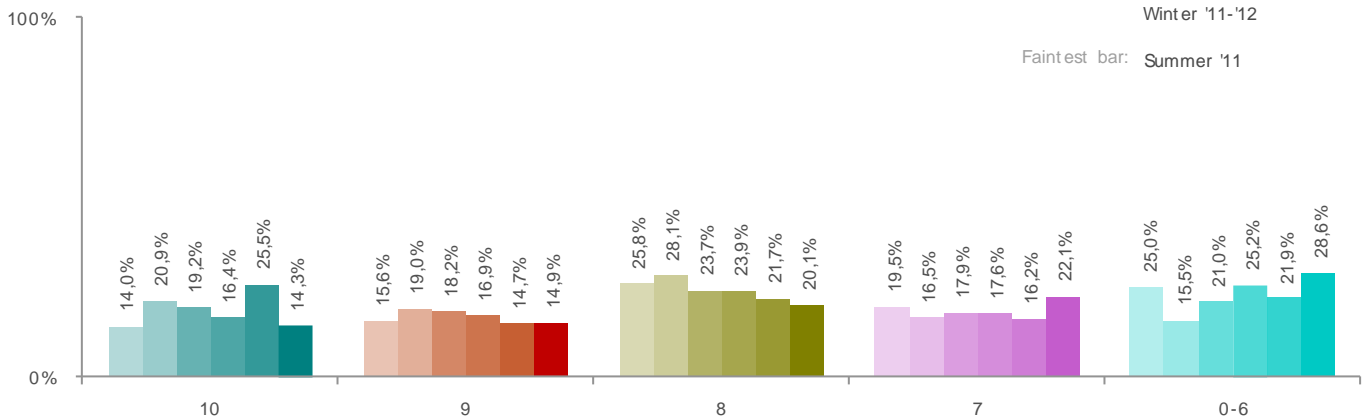
# VARIETY OF RESTURANTS



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



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





# VARIETY OF RESTURANTS



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1614</b>	<b>14,3</b>	<b>14,9</b>	<b>20,1</b>	<b>22,1</b>	<b>28,6</b>		7,33
<b>Gender*</b>								
Male	666	7,2	15,3	23,0	25,7	28,8		7,18
Female	945	19,4	14,6	18,1	19,7	28,3		7,45
<b>Age*</b>								
24 years and younger	233	13,7	11,6	22,3	22,3	30,0		7,21
25-34 years	547	16,1	16,1	17,9	21,8	28,2		7,43
35-44 years	279	14,0	12,9	16,5	23,7	33,0		7,04
45-54 years	260	10,8	13,1	25,0	27,7	23,5		7,24
55 years and older	283	14,5	19,4	20,1	15,9	30,0		7,55
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	360	14,2	13,3	15,8	21,7	35,0		7,08
Student	282	16,0	12,8	23,4	21,3	26,6		7,39
Other professionals	201	17,9	11,9	22,4	20,9	26,9		7,48
Managerial	162	13,0	14,8	11,1	24,1	37,0		7,04
Teacher/ Medical care	150	16,0	14,0	20,0	26,0	24,0		7,50
Clerical/ Service	120	7,5	17,5	25,0	25,0	25,0		7,33
Retired/ Homemaker	114	15,8	18,4	18,4	21,1	26,3		7,61
Vocational/ Technical	57	10,5	21,1	31,6	26,3	10,5		7,79
Artist/ Musician/ Actor etc.	15	0,0	40,0	40,0	0,0	20,0		7,80
Other	141	14,9	17,0	21,3	17,0	29,8		7,30
<b>Household income</b>								
High	603	13,4	15,4	19,9	22,4	28,9		7,28
Average	576	17,2	15,6	18,8	21,4	27,1		7,45
Low	324	13,0	13,9	20,4	22,2	30,6		7,26
<b>Market area*</b>								
Central/ Southern Europe	708	9,7	13,6	20,3	21,2	35,2		7,07
North America	558	19,9	18,8	15,1	25,3	21,0		7,63
Britain	141	14,9	6,4	25,5	23,4	29,8		7,28
Scandinavia	99	15,2	15,2	33,3	18,2	18,2		7,58
Asia	27	0,0	11,1	22,2	11,1	55,6		6,22
Other	75	20,0	16,0	24,0	16,0	24,0		7,84
<b>Educational level*</b>								
Finished high school or less	195	13,8	7,7	21,5	24,6	32,3		7,11
Bachelor's degree or equivalent	810	15,2	17,8	22,6	21,9	22,6		7,57
Master's/ Ph.D. or equivalent	594	13,1	13,6	16,2	21,7	35,4		7,09

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



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1614</b>	<b>14,3</b>	<b>14,9</b>	<b>20,1</b>	<b>22,1</b>	<b>28,6</b>	7,33
<b>Nationality*</b>							
American	408	17,6	20,6	15,4	25,7	20,6	7,65
German	156	17,3	11,5	23,1	26,9	21,2	7,46
Canadian	141	23,4	17,0	19,1	25,5	14,9	7,83
French	129	7,0	9,3	9,3	20,9	53,5	6,30
Italian	120	10,0	5,0	17,5	30,0	37,5	6,85
British	117	15,4	7,7	28,2	15,4	33,3	7,31
Spanish	75	0,0	12,0	36,0	20,0	32,0	7,16
Dutch	48	0,0	12,5	25,0	18,8	43,8	6,81
Swedish	42	0,0	7,1	35,7	35,7	21,4	6,93
Swiss	30	10,0	20,0	20,0	0,0	50,0	7,10
Norwegian	24	12,5	50,0	25,0	0,0	12,5	8,25
Austrian	27	33,3	0,0	33,3	11,1	22,2	7,89
Other	297	15,2	17,2	19,2	17,2	31,3	7,31
<b>Transportation</b>							
Airline	1584	14,6	14,8	20,1	22,3	28,2	7,34
M/ SNorröna	30	0,0	20,0	20,0	10,0	50,0	6,70
<b>Type of trip*</b>							
Package tour	159	0,0	15,1	30,2	26,4	28,3	7,06
Individually-arranged tour	1341	15,0	15,2	20,1	21,3	28,4	7,37
Business-arranged tour	15	20,0	20,0	20,0	40,0	0,0	8,20
<b>Purpose of visit*</b>							
Vacation/ holiday	1470	14,3	14,5	19,8	22,4	29,0	7,32
Event in Iceland (leisure related)	105	11,4	8,6	22,9	20,0	37,1	6,89
Visiting friends/ relatives	75	24,0	8,0	16,0	24,0	28,0	7,32
Education and training	36	25,0	8,3	16,7	25,0	25,0	7,58
Conference/ large meeting	21	28,6	42,9	0,0	28,6	0,0	8,71
Business/ small meeting	18	0,0	16,7	66,7	0,0	16,7	7,50
Other	126	19,0	26,2	26,2	11,9	16,7	8,07

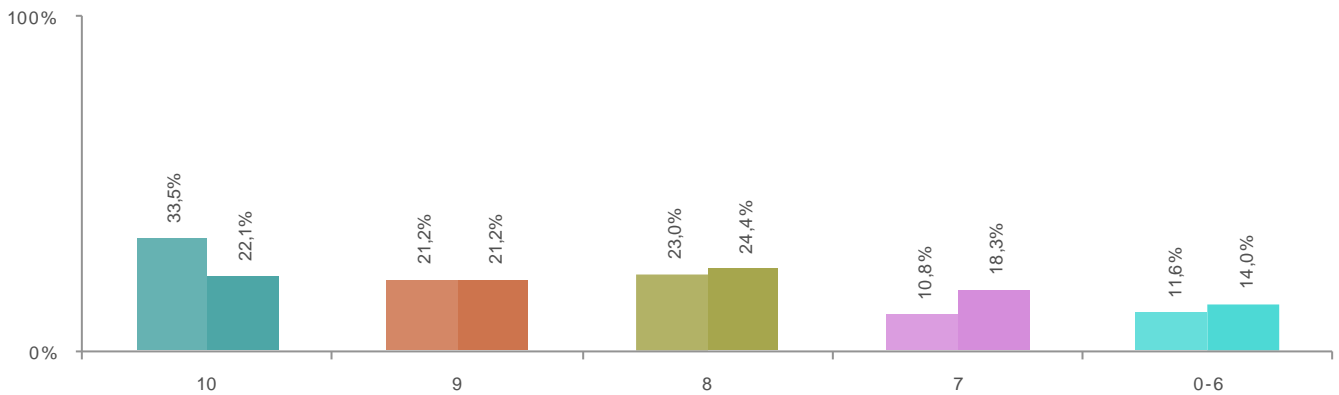
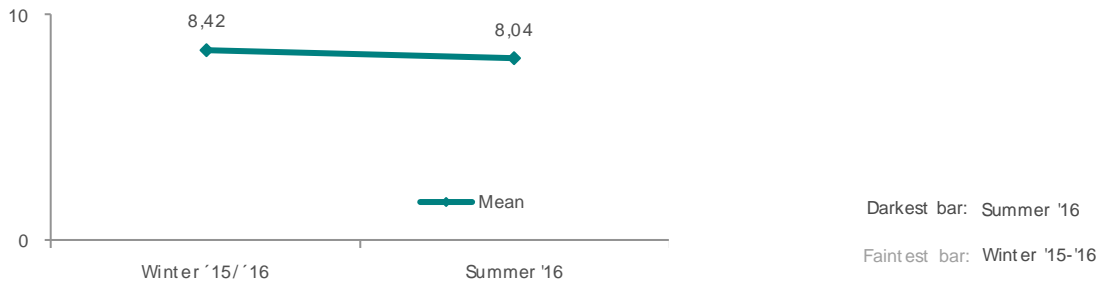
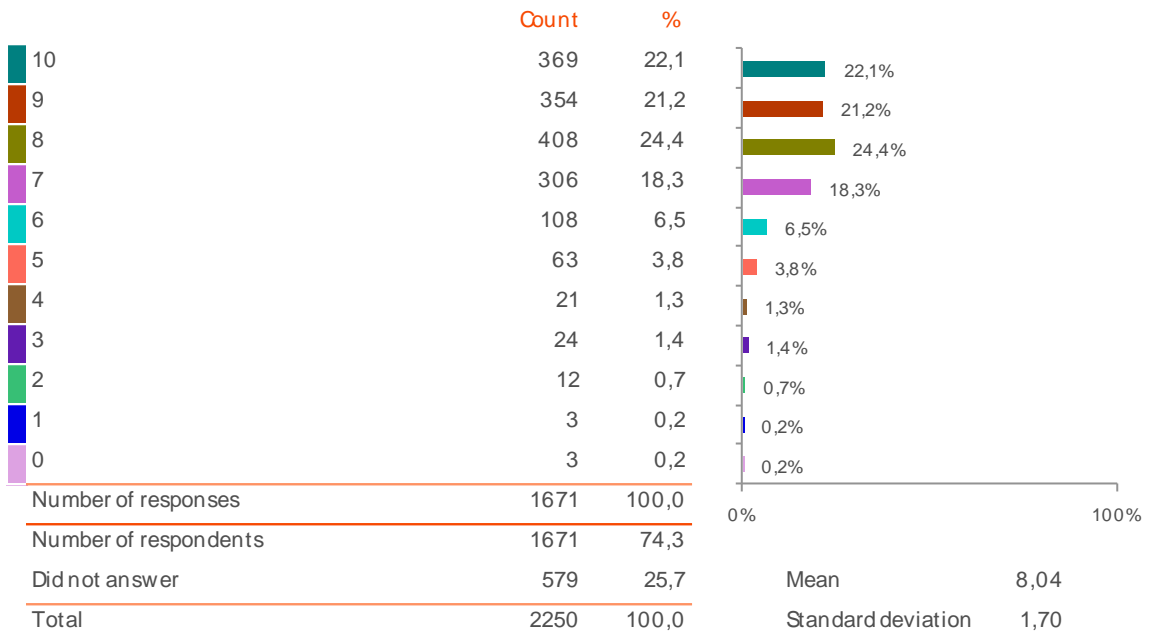
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# QUALITY OF FOOD AT RESTAURANTS



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



# QUALITY OF FOOD AT RESTAURANTS



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1671</b>	<b>22,1</b>	<b>21,2</b>	<b>24,4</b>	<b>18,3</b>	<b>14,0</b>		8,04
<b>Gender*</b>								
Male	693	14,7	23,8	28,1	20,3	13,0		7,94
Female	975	27,4	19,4	21,8	16,9	14,5		8,11
<b>Age*</b>								
24 years and younger	241	28,2	17,4	24,5	9,5	20,3		8,11
25-34 years	560	23,6	23,4	23,8	19,1	10,2		8,15
35-44 years	289	16,6	20,8	24,9	22,5	15,2		7,83
45-54 years	276	17,8	18,5	25,4	25,7	12,7		7,81
55 years and older	293	23,5	23,9	23,2	12,6	16,7		8,16
<b>What is your profession?</b>								
Professionals (dr./ lawyer/ account. etc.)	366	21,3	18,9	28,7	14,8	16,4		7,89
Student	288	26,0	15,6	27,1	11,5	19,8		8,05
Other professionals	204	29,4	22,1	14,7	20,6	13,2		8,13
Managerial	171	19,3	17,5	26,3	26,3	10,5		8,05
Teacher/ Medical care	162	14,8	13,0	35,2	22,2	14,8		7,74
Clerical/ Service	126	26,2	26,2	19,0	21,4	7,1		8,31
Retired/ Homemaker	114	18,4	28,9	21,1	13,2	18,4		8,08
Vocational/ Technical	60	10,0	50,0	15,0	20,0	5,0		8,25
Artist/ Musician/ Actor etc.	15	0,0	80,0	0,0	0,0	20,0		8,20
Other	153	25,5	21,6	19,6	25,5	7,8		8,16
<b>Household income</b>								
High	609	21,7	17,7	27,6	20,7	12,3		8,02
Average	612	22,5	29,9	19,1	15,7	12,7		8,14
Low	333	23,4	16,2	25,2	18,9	16,2		7,98
<b>Market area*</b>								
Central/ Southern Europe	747	16,1	20,9	24,9	22,5	15,7		7,82
North America	567	30,7	21,7	21,7	13,8	12,2		8,30
Britain	144	18,8	16,7	29,2	20,8	14,6		7,92
Scandinavia	102	23,5	23,5	32,4	11,8	8,8		8,35
Asia	27	0,0	33,3	11,1	22,2	33,3		7,00
Other	78	30,8	19,2	26,9	15,4	7,7		8,46
<b>Educational level</b>								
Finished high school or less	204	23,5	23,5	20,6	17,6	14,7		8,10
Bachelor's degree or equivalent	828	23,6	22,8	22,8	16,3	14,5		8,10
Master's/ Ph.D. or equivalent	624	19,7	18,8	27,4	21,6	12,5		7,95

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

# QUALITY OF FOOD AT RESTAURANTS



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1671</b>	<b>22,1</b>	<b>21,2</b>	<b>24,4</b>	<b>18,3</b>	<b>14,0</b>		8,04
<b>Nationality*</b>								
American	414	32,6	21,7	18,8	13,8	13,0		8,34
German	162	35,2	20,4	20,4	11,1	13,0		8,37
Canadian	141	25,5	25,5	27,7	12,8	8,5		8,28
French	129	9,3	14,0	16,3	34,9	25,6		7,28
Italian	135	13,3	11,1	33,3	26,7	15,6		7,60
British	117	15,4	23,1	35,9	10,3	15,4		7,97
Spanish	81	3,7	33,3	25,9	29,6	7,4		7,93
Dutch	54	0,0	22,2	27,8	33,3	16,7		7,44
Swedish	42	0,0	42,9	28,6	21,4	7,1		8,07
Swiss	30	20,0	10,0	30,0	10,0	30,0		7,40
Norwegian	24	25,0	25,0	37,5	0,0	12,5		8,50
Austrian	30	40,0	20,0	20,0	10,0	10,0		8,50
Other	312	21,2	20,2	25,0	20,2	13,5		7,98
<b>Transportation</b>								
Airline	1638	22,2	21,4	24,5	17,9	13,9		8,05
M/ SNorröna	33	18,2	9,1	18,2	36,4	18,2		7,55
<b>Type of trip*</b>								
Package tour	168	8,9	30,4	30,4	16,1	14,3		7,96
Individually-arranged tour	1380	22,2	20,0	25,2	18,7	13,9		8,03
Business-arranged tour	18	16,7	66,7	0,0	16,7	0,0		8,83
<b>Purpose of visit*</b>								
Vacation/ holiday	1518	21,5	21,9	24,3	18,2	14,0		8,04
Event in Iceland (leisure related)	105	11,4	11,4	31,4	17,1	28,6		7,26
Visiting friends/ relatives	75	32,0	12,0	28,0	12,0	16,0		8,32
Education and training	39	30,8	7,7	30,8	23,1	7,7		8,23
Conference/ large meeting	21	57,1	28,6	14,3	0,0	0,0		9,43
Business/ small meeting	21	0,0	42,9	28,6	28,6	0,0		8,14
Other	132	36,4	18,2	22,7	18,2	4,5		8,57

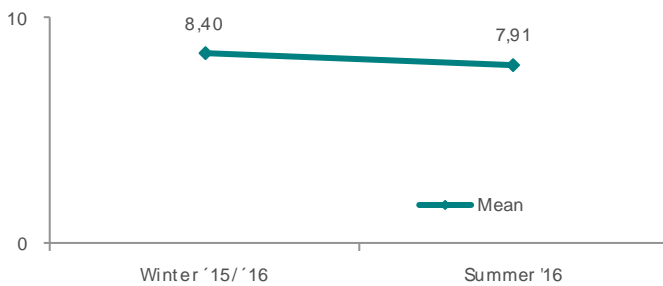
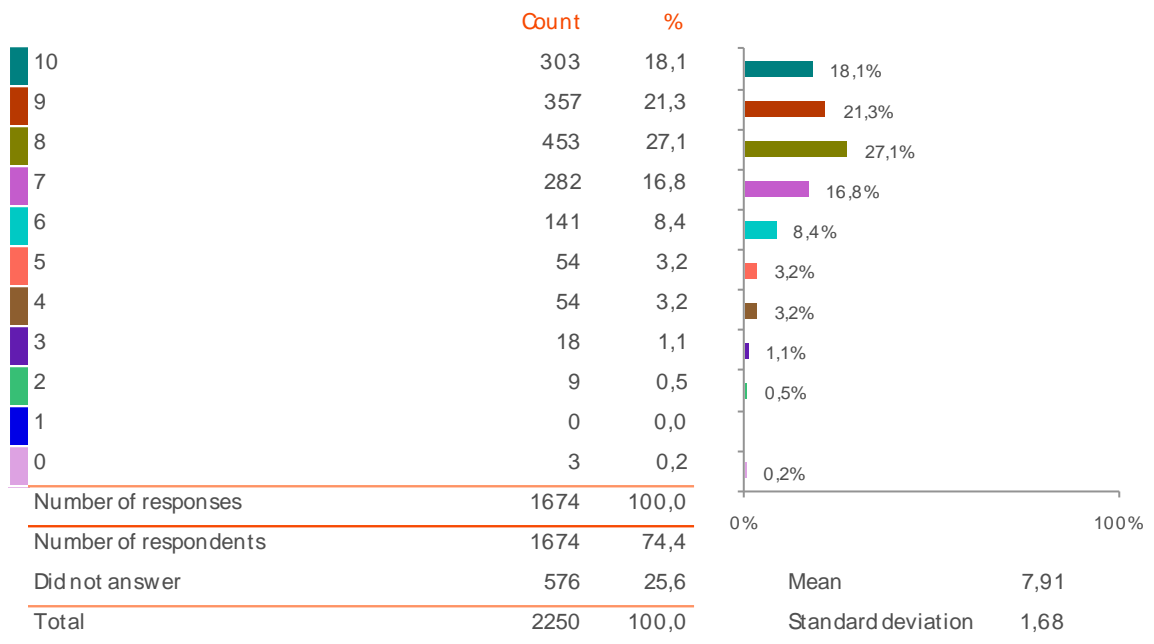
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

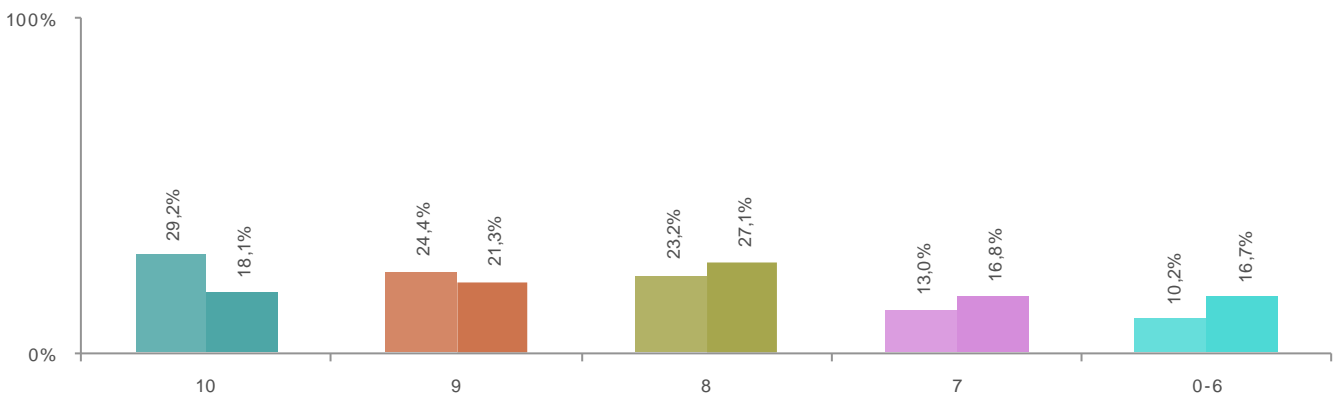
# OVERALL QUALITY OF RESTAURANTS



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



Darkest bar: Summer '16  
Faintest bar: Winter '15-16



# OVERALL QUALITY OF RESTAURANTS



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1674</b>	<b>18,1</b>	<b>21,3</b>	<b>27,1</b>	<b>16,8</b>	<b>16,7</b>		7,91
<b>Gender*</b>								
Male	699	11,2	22,7	33,5	15,0	17,6		7,79
Female	972	23,1	20,4	22,5	18,2	15,7		8,01
<b>Age*</b>								
24 years and younger	244	18,4	20,5	27,5	14,3	19,3		7,91
25-34 years	561	18,4	23,5	28,0	17,3	12,8		8,04
35-44 years	288	17,7	18,8	26,0	18,1	19,4		7,72
45-54 years	274	10,9	22,3	26,3	24,1	16,4		7,64
55 years and older	295	24,1	20,3	25,8	9,8	20,0		8,10
<b>What is your profession?</b>								
Professionals (dr./ lawyer/ account. etc.)	366	19,7	14,8	31,1	15,6	18,9		7,84
Student	288	18,8	17,7	30,2	13,5	19,8		7,89
Other professionals	204	20,6	23,5	22,1	17,6	16,2		7,96
Managerial	168	14,3	25,0	23,2	23,2	14,3		7,89
Teacher/ Medical care	162	14,8	22,2	18,5	27,8	16,7		7,69
Clerical/ Service	126	19,0	28,6	19,0	19,0	14,3		8,02
Retired/ Homemaker	117	20,5	25,6	25,6	12,8	15,4		8,15
Vocational/ Technical	60	10,0	15,0	50,0	10,0	15,0		7,70
Artist/ Musician/ Actor etc.	15	0,0	80,0	0,0	0,0	20,0		8,20
Other	153	21,6	23,5	29,4	13,7	11,8		8,14
<b>Household income</b>								
High	606	17,3	21,3	29,7	18,3	13,4		7,99
Average	612	20,6	23,5	24,0	14,7	17,2		7,97
Low	339	18,6	19,5	24,8	17,7	19,5		7,76
<b>Market area*</b>								
Central/ Southern Europe	750	12,0	21,2	27,2	19,2	20,4		7,70
North America	570	25,3	24,7	22,1	16,8	11,1		8,19
Britain	144	14,6	18,8	33,3	14,6	18,8		7,79
Scandinavia	102	26,5	14,7	38,2	5,9	14,7		8,18
Asia	27	0,0	0,0	55,6	11,1	33,3		6,89
Other	75	28,0	16,0	28,0	16,0	12,0		8,24
<b>Educational level*</b>								
Finished high school or less	204	20,6	13,2	32,4	13,2	20,6		7,88
Bachelor's degree or equivalent	834	18,3	24,5	28,4	14,7	14,0		8,02
Master's/ Ph.D. or equivalent	621	16,9	20,3	23,2	21,3	18,4		7,80

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

# OVERALL QUALITY OF RESTAURANTS



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1674</b>	<b>18,1</b>	<b>21,3</b>	<b>27,1</b>	<b>16,8</b>	<b>16,7</b>		7,91
<b>Nationality*</b>								
American	417	25,2	27,3	18,7	15,1	13,7		8,19
German	162	24,1	22,2	25,9	9,3	18,5		8,09
Canadian	144	25,0	22,9	31,3	14,6	6,3		8,29
French	129	4,7	16,3	14,0	23,3	41,9		6,79
Italian	135	13,3	8,9	31,1	28,9	17,8		7,60
British	117	12,8	17,9	43,6	10,3	15,4		7,82
Spanish	78	0,0	23,1	42,3	15,4	19,2		7,54
Dutch	54	0,0	11,1	38,9	44,4	5,6		7,44
Swedish	42	7,1	21,4	50,0	14,3	7,1		8,07
Swiss	30	10,0	30,0	20,0	10,0	30,0		7,70
Norwegian	24	25,0	25,0	37,5	12,5	0,0		8,63
Austrian	30	30,0	40,0	0,0	10,0	20,0		8,30
Other	312	20,2	19,2	27,9	16,3	16,3		7,99
<b>Transportation</b>								
Airline	1641	18,3	21,4	26,9	17,0	16,5		7,92
M/ SNorröna	33	9,1	18,2	36,4	9,1	27,3		7,64
<b>Type of trip*</b>								
Package tour	165	5,5	30,9	29,1	20,0	14,5		7,87
Individually-arranged tour	1383	18,7	19,7	28,0	17,1	16,5		7,92
Business-arranged tour	18	16,7	83,3	0,0	0,0	0,0		9,17
<b>Purpose of visit*</b>								
Vacation/ holiday	1518	18,0	21,3	27,5	17,2	16,0		7,93
Event in Iceland (leisure related)	105	11,4	14,3	37,1	17,1	20,0		7,49
Visiting friends/ relatives	75	32,0	8,0	32,0	12,0	16,0		8,16
Education and training	39	23,1	7,7	23,1	7,7	38,5		7,31
Conference/ large meeting	21	42,9	42,9	14,3	0,0	0,0		9,29
Business/ small meeting	21	0,0	57,1	42,9	0,0	0,0		8,57
Other	135	28,9	28,9	22,2	11,1	8,9		8,51

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

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

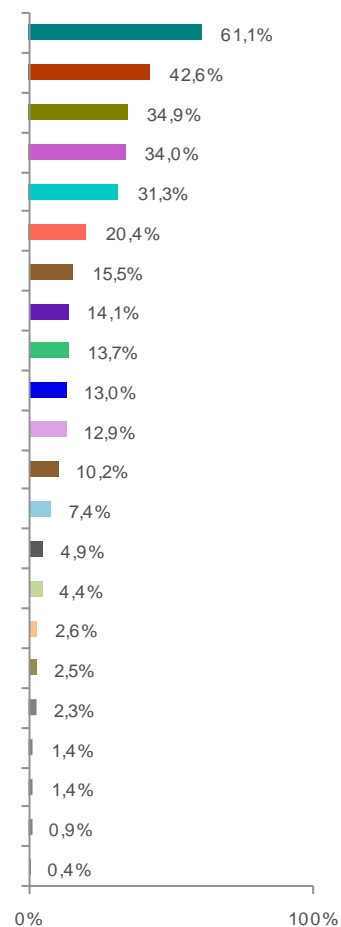


# PAID ACTIVITIES DURING TRIP



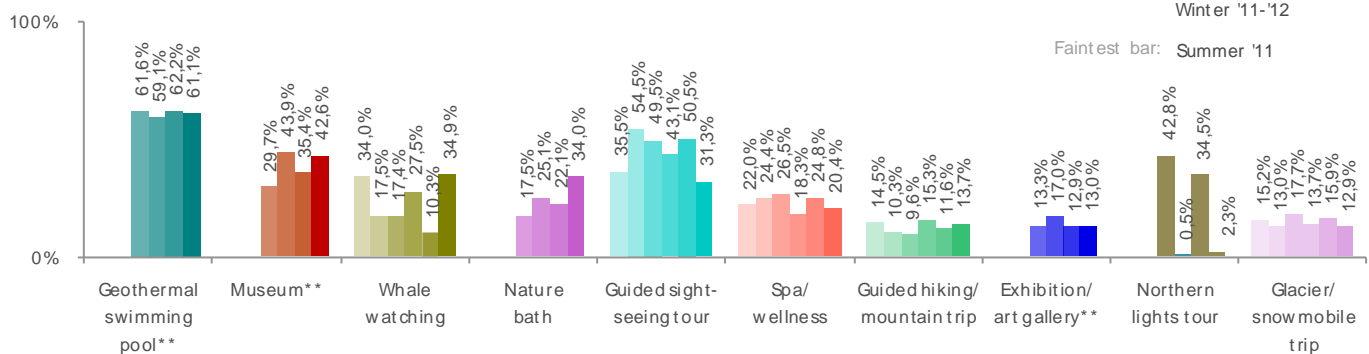
## Q.50. What activities did you pay for during your trip to Iceland?

	Count	%	%
	respondents	respondents	responses
Geothermal swimming pool	1041	61,1	18,4
Museum	726	42,6	12,8
Whale watching	594	34,9	10,5
Nature bath	579	34,0	10,2
Guided sight-seeing tour	534	31,3	9,4
Spa/ wellness	348	20,4	6,2
Boat trip (other than whale watching)	264	15,5	4,7
Horse riding	240	14,1	4,2
Guided hiking/ mountain trip	234	13,7	4,1
Exhibition/ art gallery	222	13,0	3,9
Glacier/ snowmobile trip	219	12,9	3,9
Festival, local event	174	10,2	3,1
Caving tour	126	7,4	2,2
Other related-adventure activity	84	4,9	1,5
Other cultural event	75	4,4	1,3
River rafting/ kayaking tour	45	2,6	0,8
Snorkeling	42	2,5	0,7
Northern lights tour	39	2,3	0,7
Hunting/ fishing	24	1,4	0,4
Cycling tour	24	1,4	0,4
Sightseeing flight/ scenic flight	15	0,9	0,3
Other, what?	6	0,4	0,1
<b>Number of responses*</b>	<b>5655</b>	<b>331,9</b>	<b>100,0</b>
<b>Number of respondents</b>	<b>1704</b>	<b>75,7</b>	
<b>Did not answer</b>	<b>546</b>	<b>24,3</b>	
<b>Total</b>	<b>2250</b>	<b>100,0</b>	



0% 100%

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



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



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

	Number of answers	Geothermal swimming pool	Museum	Whale watching	Nature bath	Guided sight-seeing tour	Other activity
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	681	63,9	44,1	34,4	34,8	32,6	69,6
Female	1011	59,9	42,1	35,3	33,8	30,9	67,1
<b>Age</b>							
24 years and younger	265	61,9	37,7	33,2	39,6	32,5	<b>61,1</b>
25-34 years	565	64,1	42,5	34,5	<b>40,9</b>	29,9	67,8
35-44 years	285	64,9	43,5	41,4	<b>23,2</b>	<b>28,1</b>	64,9
45-54 years	279	<b>65,9</b>	<b>37,6</b>	34,4	28,0	30,1	69,9
55 years and older	286	<b>47,9</b>	<b>50,7</b>	33,9	33,6	<b>39,2</b>	<b>79,4</b>
<b>What is your profession?</b>							
Professionals (dr./lawyer/ account. etc.)	357	63,0	41,2	32,8	32,8	36,1	73,1
Student	315	65,7	41,9	35,2	41,9	31,4	53,3
Other professionals	213	66,2	43,7	26,8	31,0	29,6	60,6
Managerial	159	62,3	<b>52,8</b>	49,1	34,0	30,2	71,7
Teacher/ Medical care	171	66,7	43,9	<b>24,6</b>	35,1	<b>38,6</b>	71,9
Clerical/ Service	141	63,8	29,8	<b>57,4</b>	36,2	<b>14,9</b>	70,2
Retired/ Homemaker	99	<b>36,4</b>	51,5	42,4	27,3	36,4	<b>84,8</b>
Vocational/ Technical	57	63,2	47,4	36,8	<b>21,1</b>	15,8	73,7
Artist/ Musician/ Actor etc.	12	<b>75,0</b>	<b>0,0</b>	25,0	<b>50,0</b>	25,0	<b>50,0</b>
Other	141	46,8	46,8	25,5	31,9	36,2	78,7
<b>Household income</b>							
High	618	<b>56,8</b>	44,2	32,5	<b>26,2</b>	<b>36,9</b>	67,5
Average	597	60,8	38,2	38,7	36,7	33,7	68,8
Low	333	<b>70,3</b>	46,8	35,1	<b>40,5</b>	<b>21,6</b>	73,0
<b>Market area</b>							
Central/ Southern Europe	810	64,4	41,1	<b>47,8</b>	<b>42,6</b>	<b>20,7</b>	64,4
North America	519	62,4	42,8	20,2	30,1	40,5	<b>74,0</b>
Britain	135	46,7	48,9	35,6	20,0	46,7	73,3
Scandinavia	99	60,6	45,5	24,2	24,2	30,3	66,7
Asia	36	<b>16,7</b>	<b>25,0</b>	41,7	33,3	<b>75,0</b>	<b>58,3</b>
Other	90	<b>66,7</b>	<b>53,3</b>	<b>13,3</b>	<b>13,3</b>	36,7	70,0
<b>Educational level</b>							
Finished high school or less	216	58,3	41,7	38,9	30,6	<b>18,1</b>	61,1
Bachelor's degree or equivalent	813	64,6	40,6	35,1	34,3	<b>34,3</b>	70,1
Master's/ Ph.D. or equivalent	645	58,6	47,4	34,4	35,3	32,1	68,4

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



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

	Number of answers	Geothermal swimming pool	Museum	Whale watching	Nature bath	Guided sight-seeing tour	Other activity
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	372	66,1	44,4	21,0	21,8	44,4	71,0
German	183	59,0	44,3	34,4	42,6	13,1	60,7
Canadian	132	52,3	45,5	<b>13,6</b>	50,0	36,4	81,8
French	144	58,3	47,9	45,8	<b>60,4</b>	16,7	70,8
Italian	135	64,4	35,6	<b>68,9</b>	31,1	20,0	64,4
British	111	54,1	45,9	29,7	27,0	54,1	73,0
Spanish	90	83,3	<b>23,3</b>	63,3	36,7	23,3	70,0
Dutch	60	<b>45,0</b>	40,0	50,0	35,0	20,0	<b>50,0</b>
Swedish	48	<b>87,5</b>	37,5	25,0	18,8	<b>56,3</b>	56,3
Swiss	33	63,6	54,5	45,5	36,4	<b>0,0</b>	<b>90,9</b>
Norwegian	24	50,0	50,0	50,0	25,0	25,0	75,0
Austrian	18	66,7	<b>100,0</b>	33,3	<b>16,7</b>	<b>0,0</b>	83,3
Other	345	57,4	40,9	32,2	32,2	34,8	63,5
<b>Transportation</b>							
Airline	1662	61,4	<b>42,4</b>	35,0	<b>33,4</b>	<b>31,9</b>	<b>67,9</b>
M/ SNorröna	33	63,6	<b>63,6</b>	36,4	<b>72,7</b>	<b>9,1</b>	<b>81,8</b>
<b>Type of trip+</b>							
Package tour	183	<b>62,3</b>	45,9	39,3	32,8	<b>42,6</b>	<b>70,5</b>
Individually-arranged tour	1431	61,6	42,8	<b>35,8</b>	<b>34,6</b>	<b>31,4</b>	69,2
Business-arranged tour	18	<b>50,0</b>	50,0	<b>50,0</b>	<b>0,0</b>	33,3	<b>16,7</b>
<b>Purpose of visit+</b>							
Vacation/ holiday	1572	62,0	<b>43,5</b>	36,5	34,0	30,7	68,1
Event in Iceland (leisure related)	93	67,7	41,9	<b>12,9</b>	29,0	58,1	77,4
Visiting friends/ relatives	75	52,0	36,0	16,0	20,0	<b>20,0</b>	72,0
Education and training	39	46,2	30,8	15,4	<b>46,2</b>	38,5	<b>84,6</b>
Conference/ large meeting	21	<b>71,4</b>	<b>14,3</b>	<b>42,9</b>	<b>0,0</b>	42,9	<b>57,1</b>
Business/ small meeting	15	<b>40,0</b>	20,0	20,0	20,0	<b>80,0</b>	80,0
Other	114	52,6	42,1	28,9	31,6	42,1	68,4

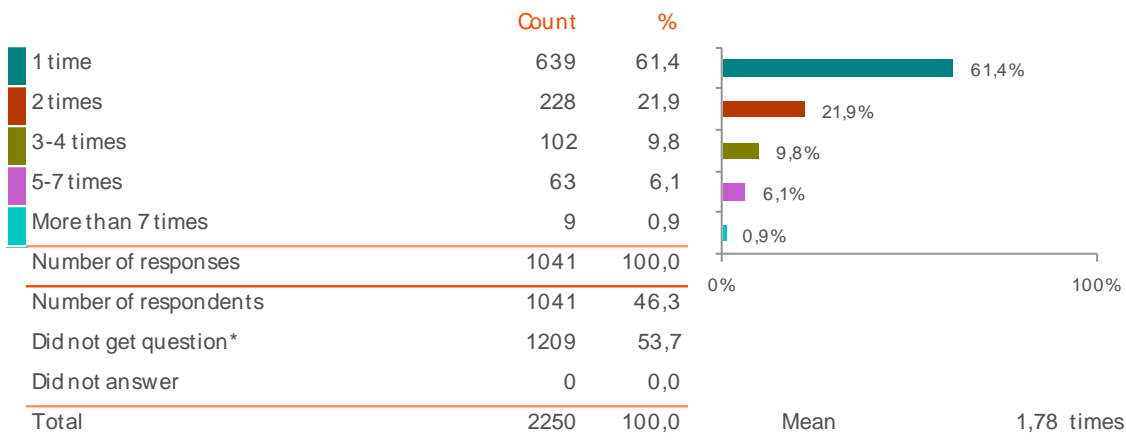
When respondents can choose more than one answer, significance between groups is not calculated.

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

# NUMBER OF TIMES BATHING IN A GEOTHERMAL POOL

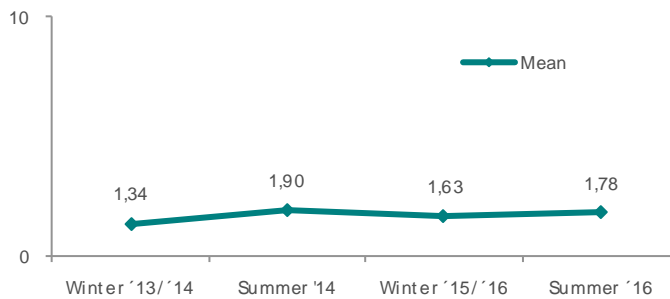


## Q.51. How many times did you bathe in a geothermal swimming pool?



\*Only those who said they had paid for access to a geothermal swimming pool (Q50) got this question.

Mean	1,78 times
Standard deviation	1,40 times
Median	1,00 time
Minimum	1,00 time
Maximum	10,00 times



# NUMBER OF TIMES BATHING IN A GEOTHERMAL POOL



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

	Number of answers	1time	2 times	More than 2 times	
	Count	%	%	%	
<b>Total</b>	<b>1041</b>	<b>61,4</b>	<b>21,9</b>	<b>16,7</b>	1,78
<b>Gender</b>					
Male	435	60,7	26,2	13,1	1,72
Female	606	61,9	18,8	19,3	1,83
<b>Age</b>					
24 years and younger	164	65,2	23,8	11,0	1,61
25-34 years	362	60,2	22,9	16,9	1,71
35-44 years	185	60,0	21,1	18,9	1,89
45-54 years	184	63,6	15,8	20,7	1,94
55 years and older	137	60,6	23,4	16,1	1,84
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	225	61,3	22,7	16,0	1,80
Student	207	63,8	20,3	15,9	1,74
Other professionals	141	59,6	27,7	12,8	1,79
Managerial	99	42,4	45,5	12,1	1,85
Teacher/ Medical care	114	71,1	5,3	23,7	1,66
Clerical/ Service	90	70,0	10,0	20,0	1,77
Retired/ Homemaker	36	50,0	16,7	33,3	2,58
Vocational/ Technical	36	66,7	8,3	25,0	1,83
Artist/ Musician/ Actor etc.	9	0,0	100,0	0,0	2,00
Other	66	77,3	18,2	4,5	1,27
<b>Household income*</b>					
High	351	59,8	25,6	14,5	1,77
Average	363	72,7	11,6	15,7	1,59
Low	234	50,0	28,2	21,8	2,03
<b>Market area*</b>					
Central/ Southern Europe	522	56,9	23,0	20,1	1,93
North America	324	62,0	24,1	13,9	1,71
Britain	63	61,9	19,0	19,0	1,67
Scandinavia	60	80,0	5,0	15,0	1,55
Asia	6	100,0	0,0	0,0	1,00
Other	60	75,0	20,0	5,0	1,40
<b>Educational level*</b>					
Finished high school or less	126	66,7	23,8	9,5	1,55
Bachelor's degree or equivalent	525	65,7	19,4	14,9	1,66
Master's/ Ph.D. or equivalent	378	54,0	24,6	21,4	2,02

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

# NUMBER OF TIMES BATHING IN A GEOTHERMAL POOL



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

	Number of answers	1time	2 times	More than 2 times	
	Count	%	%	%	
<b>Total</b>	<b>1041</b>	<b>61,4</b>	<b>21,9</b>	<b>16,7</b>	1,78
<b>Nationality*</b>					
American	246	64,6	25,6	9,8	1,54
German	108	58,3	13,9	27,8	2,17
Canadian	69	56,5	17,4	26,1	2,26
French	84	53,6	25,0	21,4	1,86
Italian	87	58,6	27,6	13,8	1,69
British	60	60,0	20,0	20,0	1,70
Spanish	75	60,0	16,0	24,0	2,08
Dutch	27	44,4	44,4	11,1	2,11
Swedish	42	78,6	14,3	7,1	1,57
Swiss	21	28,6	42,9	28,6	3,00
Norwegian	12	50,0	0,0	50,0	2,00
Austrian	12	100,0	0,0	0,0	1,00
Other	198	66,7	21,2	12,1	1,55
<b>Transportation*</b>					
Airline	1020	62,1	22,1	15,9	1,75
M/ SNorröna	21	28,6	14,3	57,1	3,43
<b>Type of trip+</b>					
Package tour	114	71,1	13,2	15,8	1,68
Individually-arranged tour	882	59,5	23,5	17,0	1,82
Business-arranged tour	9	100,0	0,0	0,0	1,00
<b>Purpose of visit+</b>					
Vacation/ holiday	975	61,5	22,5	16,0	1,76
Event in Iceland (leisure related)	63	57,1	14,3	28,6	2,10
Visiting friends/ relatives	39	69,2	15,4	15,4	1,54
Education and training	18	66,7	0,0	33,3	2,00
Conference/ large meeting	15	80,0	0,0	20,0	1,40
Business/ small meeting	6	100,0	0,0	0,0	1,00
Other	60	60,0	5,0	35,0	2,10

\* 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.

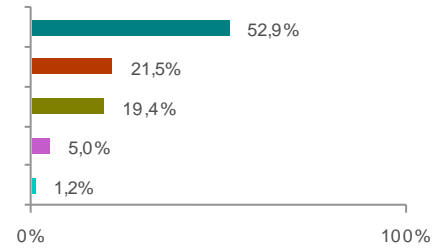
# NUMBER OF TIMES VISITING MUSEUMS



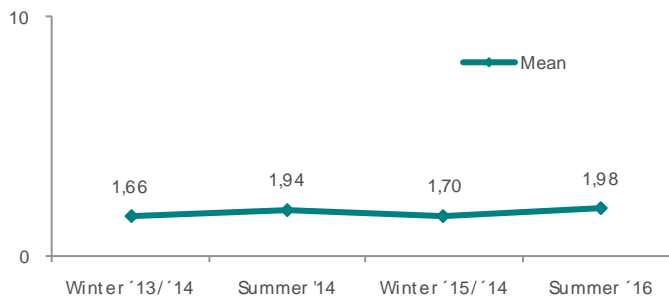
## Q. 52. How many times did you visit a Museum?

	Count	%
1 time	384	52,9
2 times	156	21,5
3-4 times	141	19,4
5-7 times	36	5,0
More than 7 times	9	1,2
Number of responses	726	100,0
Number of respondents	726	32,3
Did not get question*	1524	67,7
Did not answer	0	0,0
Total	2250	100,0

\* Only those who said they had paid for access to a museum (Q50) got this question.



Mean	1,98 times
Standard deviation	1,42 times
Median	1,00 time
Minimum	1,00 time
Maximum	8,00 times



# NUMBER OF TIMES VISITING MUSEUMS



## Q. 52. How many times did you visit a Museum?

	Number of answers	1time	2 times	More than 2 times	
	Count	%	%	%	
<b>Total</b>	<b>726</b>	<b>52,9</b>	<b>21,5</b>	<b>25,6</b>	1,98
<b>Gender</b>					
Male	300	54,0	23,0	23,0	1,88
Female	426	52,1	20,4	27,5	2,06
<b>Age*</b>					
24 years and younger	100	63,0	13,0	24,0	2,01
25-34 years	240	54,6	21,3	24,2	1,90
35-44 years	124	51,6	27,4	21,0	1,81
45-54 years	105	58,1	25,7	16,2	1,68
55 years and older	145	38,6	21,4	40,0	2,50
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	147	55,1	18,4	26,5	2,00
Student	132	65,9	11,4	22,7	1,86
Other professionals	93	58,1	22,6	19,4	1,68
Managerial	84	50,0	21,4	28,6	1,96
Teacher/ Medical care	75	52,0	8,0	40,0	2,40
Clerical/ Service	42	57,1	35,7	7,1	1,50
Retired/ Homemaker	51	23,5	35,3	41,2	2,59
Vocational/ Technical	27	55,6	44,4	0,0	1,44
Other	66	40,9	31,8	27,3	2,23
<b>Household income</b>					
High	273	58,2	15,4	26,4	1,97
Average	228	47,4	30,3	22,4	2,11
Low	156	44,2	26,9	28,8	1,94
<b>Market area*</b>					
Central/ Southern Europe	333	50,5	24,3	25,2	1,99
North America	222	51,4	23,0	25,7	1,99
Britain	66	68,2	18,2	13,6	1,55
Scandinavia	45	66,7	13,3	20,0	1,87
Asia	9	33,3	0,0	66,7	3,00
Other	48	43,8	12,5	43,8	2,50
<b>Educational level</b>					
Finished high school or less	90	63,3	13,3	23,3	1,93
Bachelor's degree or equivalent	330	50,9	23,6	25,5	2,02
Master's/ Ph.D. or equivalent	306	52,0	21,6	26,5	1,96

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



# NUMBER OF TIMES VISITING MUSEUMS



## Q. 52. How many times did you visit a Museum?

	Number of answers	1time	2 times	More than 2 times	
	Count	%	%	%	
<b>Total</b>	<b>726</b>	<b>52,9</b>	<b>21,5</b>	<b>25,6</b>	1,98
<b>Nationality*</b>					
American	165	50,9	27,3	21,8	1,78
German	81	51,9	7,4	40,7	2,44
Canadian	60	45,0	10,0	45,0	2,80
French	69	52,2	17,4	30,4	1,87
Italian	48	75,0	18,8	6,3	1,31
British	51	52,9	29,4	17,6	1,76
Spanish	21	57,1	28,6	14,3	1,57
Dutch	24	62,5	37,5	0,0	1,38
Swedish	18	83,3	16,7	0,0	1,17
Swiss	18	33,3	33,3	33,3	2,33
Norwegian	12	25,0	25,0	50,0	3,75
Austrian	18	50,0	33,3	16,7	2,33
Other	141	51,1	21,3	27,7	2,00
<b>Transportation</b>					
Airline	705	53,2	21,7	25,1	1,97
M/ SNorröna	21	42,9	14,3	42,9	2,43
<b>Type of trip+</b>					
Package tour	84	46,4	25,0	28,6	2,11
Individually-arranged tour	612	52,5	22,1	25,5	2,01
Business-arranged tour	9	33,3	33,3	33,3	2,33
<b>Purpose of visit+</b>					
Vacation/ holiday	684	53,9	21,1	25,0	1,98
Event in Iceland (leisure related)	39	46,2	30,8	23,1	1,92
Visiting friends/ relatives	27	44,4	22,2	33,3	2,11
Education and training	12	0,0	25,0	75,0	4,00
Conference/ large meeting	<5				
Business/ small meeting	<5				
Other	48	37,5	25,0	37,5	2,19

\* 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.

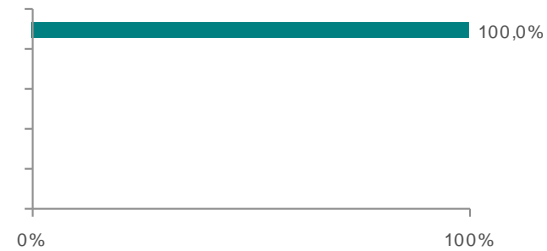
# NUMBER OF TIMES WHALE WATCHING



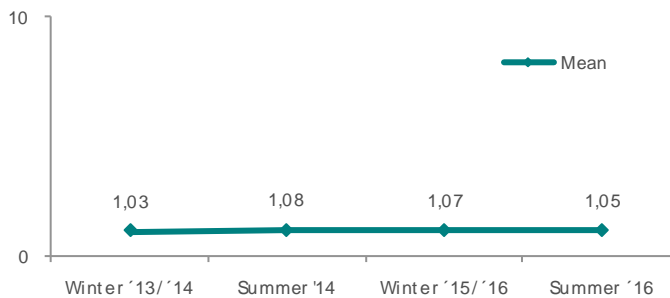
## Q. 53. How many times did you go whale watching?

	Count	%
1-2 times	594	100,0
3-4 times	0	0,0
5-7 times	0	0,0
8-10 times	0	0,0
More than 10 times	0	0,0
Number of responses	594	100,0
Number of respondents	594	26,4
Did not get question*	1656	73,6
Did not answer	0	0,0
Total	2250	100,0

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



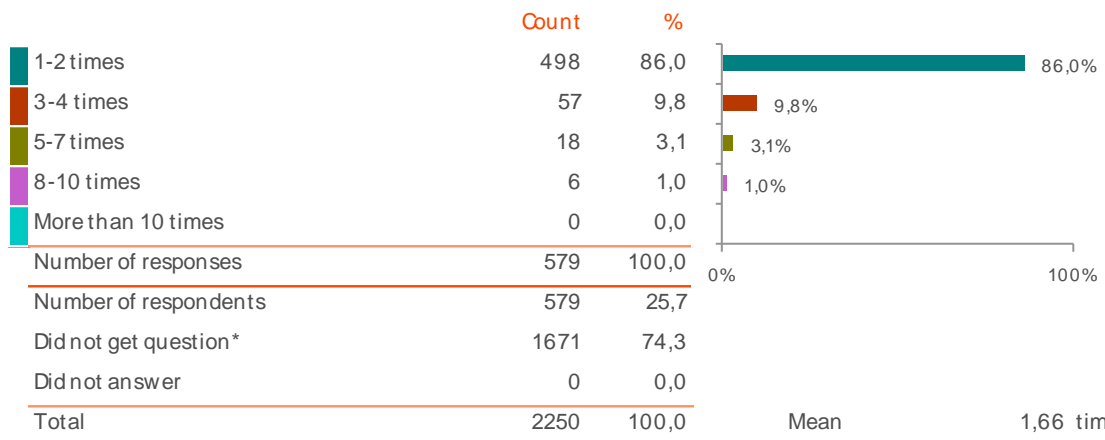
Mean	1,05 times
Standard deviation	0,21 times
Median	1,00 time
Minimum	1,00 time
Maximum	2,00 times



# NUMBER OF TIMES BATHING IN A NATURE BATH

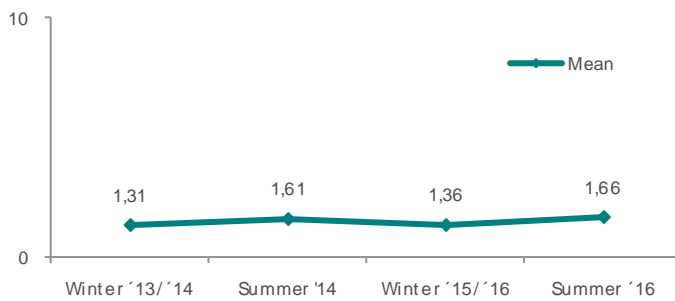


## Q.54. How many times did you bathe in a nature bath?



\*Only those who said they had paid for access to a nature bath (Q50) got this question.































Mean	1,66 times
Standard deviation	1,18 times
Median	1,00 time
Minimum	1,00 time
Maximum	8,00 times



# NUMBER OF TIMES BATHING IN A NATURE BATH



## Q. 54. How many times did you bathe in a nature bath?

	Number of answers	1-2 times	More than 2 times		
	Count	%	%		
<b>Total</b>	<b>579</b>	<b>86,0</b>	<b>14,0</b>		1,66
<b>Gender</b>					
Male	237	87,3	12,7		1,72
Female	342	85,1	14,9		1,61
<b>Age</b>					
24 years and younger	105	78,1	21,9		1,86
25-34 years	231	87,4	12,6		1,57
35-44 years	66	87,9	12,1		1,62
45-54 years	78	87,2	12,8		1,60
55 years and older	96	88,5	11,5		1,71
<b>What is your profession?</b>					
Professionals (dr./ lawyer/ account. etc.)	117	92,3	7,7		1,41
Student	132	81,8	18,2		1,77
Other professionals	66	81,8	18,2		1,64
Managerial	54	88,9	11,1		1,83
Teacher/ Medical care	60	80,0	20,0		1,90
Clerical/ Service	51	82,4	17,6		1,59
Retired/ Homemaker	27	88,9	11,1		1,67
Vocational/ Technical	12	100,0	0,0		1,25
Artist/ Musician/ Actor etc.	6	100,0	0,0		2,00
Other	45	86,7	13,3		1,67
<b>Household income</b>					
High	162	88,9	11,1		1,61
Average	219	87,7	12,3		1,56
Low	135	84,4	15,6		1,76
<b>Market area*</b>					
Central/ Southern Europe	345	83,5	16,5		1,75
North America	156	88,5	11,5		1,60
Britain	27	100,0	0,0		1,00
Scandinavia	24	75,0	25,0		2,00
Asia	12	100,0	0,0		1,00
Other	12	100,0	0,0		1,50
<b>Educational level*</b>					
Finished high school or less	66	72,7	27,3		2,14
Bachelor's degree or equivalent	279	89,2	10,8		1,54
Master's/ Ph.D. or equivalent	228	85,5	14,5		1,68

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

# NUMBER OF TIMES BATHING IN A NATURE BATH



## Q. 54. How many times did you bathe in a nature bath?

	Number of answers	1-2 times	More than 2 times		
	Count	%	%		
<b>Total</b>	<b>579</b>	<b>86,0</b>	<b>14,0</b>		1,66
<b>Nationality*</b>					
American	81	85,2	14,8		1,59
German	78	80,8	19,2		1,69
Canadian	66	90,9	9,1		1,59
French	87	65,5	34,5		2,45
Italian	42	100,0	0,0		1,29
British	30	100,0	0,0		1,00
Spanish	33	72,7	27,3		1,73
Dutch	21	100,0	0,0		1,14
Swedish	9	66,7	33,3		2,67
Swiss	12	100,0	0,0		1,75
Norwegian	6	50,0	50,0		3,00
Austrian	<5				
Other	111	97,3	2,7		1,35
<b>Transportation*</b>					
Airline	555	86,5	13,5		1,63
M/ SNorröna	24	75,0	25,0		2,38
<b>Type of trip+</b>					
Package tour	60	95,0	5,0		1,30
Individually-arranged tour	495	84,2	15,8		1,72
Business-arranged tour					
<b>Purpose of visit+</b>					
Vacation/ holiday	534	86,5	13,5		1,62
Event in Iceland (leisure related)	27	77,8	22,2		2,33
Visiting friends/ relatives	15	80,0	20,0		2,40
Education and training	18	83,3	16,7		1,67
Conference/ large meeting					
Business/ small meeting	<5				
Other	36	91,7	8,3		1,58

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

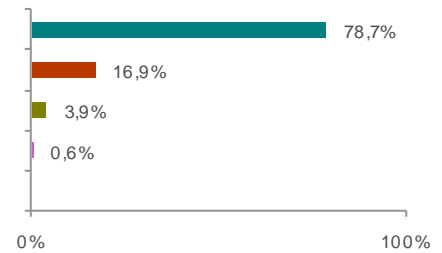
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF TIMES ON A GUIDED SIGHT-SEEING TOUR



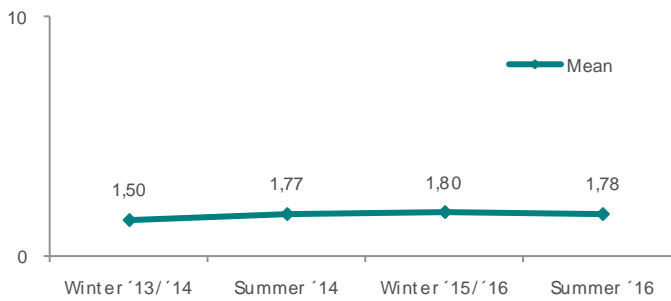
Q.55. How many times did you participate in a guided sight-seeing tour(s) (other than Northern lights tour)?

	Count	%
1-2 times	420	78,7
3-4 times	90	16,9
5-7 times	21	3,9
8-10 times	3	0,6
More than 10 times	0	0,0
Number of responses	534	100,0
Number of respondents	534	23,7
Did not get question*	1716	76,3
Did not answer	0	0,0
Total	2250	100,0



Mean	1,78 times
Standard deviation	1,28 times
Median	1,00 time
Minimum	1,00 time
Maximum	8,00 times






























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



# NUMBER OF TIMES ON A GUIDED SIGHT-SEEING TOUR



Q.55. How many times did you participate in a guided sight-seeing tour(s) (other than Northern lights tour)?























	Number of answers	±2 times	More than 2 times		
	Count	%	%		
<b>Total</b>	<b>534</b>	<b>78,7</b>	<b>21,3</b>		1,78
<b>Gender</b>					
Male	222	81,1	18,9		1,68
Female	312	76,9	23,1		1,85
<b>Age*</b>					
24 years and younger	86	75,6	24,4		1,83
25-34 years	169	84,0	16,0		1,47
35-44 years	80	83,8	16,3		1,71
45-54 years	84	77,4	22,6		1,75
55 years and older	112	69,6	30,4		2,25
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	129	65,1	34,9		2,09
Student	99	87,9	12,1		1,52
Other professionals	63	85,7	14,3		1,43
Managerial	48	75,0	25,0		2,06
Teacher/ Medical care	66	86,4	13,6		1,64
Clerical/ Service	21	71,4	28,6		2,00
Retired/ Homemaker	36	91,7	8,3		1,50
Vocational/ Technical	9	100,0	0,0		1,00
Artist/ Musician/ Actor etc.	<5				
Other	51	70,6	29,4		2,12
<b>Household income</b>					
High	228	77,6	22,4		1,83
Average	201	79,1	20,9		1,66
Low	72	79,2	20,8		2,00
<b>Market area*</b>					
Central/ Southern Europe	168	78,6	21,4		1,71
North America	210	75,7	24,3		1,91
Britain	63	95,2	4,8		1,48
Scandinavia	30	80,0	20,0		1,40
Asia	27	66,7	33,3		2,11
Other	33	72,7	27,3		1,91
<b>Educational level*</b>					
Finished high school or less	39	92,3	7,7		1,31
Bachelor's degree or equivalent	279	82,8	17,2		1,65
Master's/ Ph.D. or equivalent	207	71,0	29,0		2,03

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

# NUMBER OF TIMES ON A GUIDED SIGHT-SEEING TOUR



Q.55. How many times did you participate in a guided sight-seeing tour(s) (other than Northern lights tour)?

	Number of answers	±2 times	More than 2 times		
	Count	%	%		
<b>Total</b>	<b>534</b>	<b>78,7</b>	<b>21,3</b>		1,78
<b>Nationality*</b>					
American	165	76,4	23,6		1,95
German	24	100,0	0,0		1,00
Canadian	48	75,0	25,0		1,75
French	24	87,5	12,5		2,00
Italian	27	66,7	33,3		1,78
British	60	95,0	5,0		1,50
Spanish	21	85,7	14,3		1,29
Dutch	12	100,0	0,0		1,25
Swedish	27	77,8	22,2		1,44
Norwegian	6	100,0	0,0		1,00
Other	120	67,5	32,5		2,05
<b>Type of trip+</b>					
Package tour	78	73,1	26,9		2,31
Individually-arranged tour	450	80,0	20,0		1,67
Business-arranged tour	6	100,0	0,0		1,00
<b>Purpose of visit+</b>					
Vacation/ holiday	483	78,3	21,7		1,76
Event in Iceland (leisure related)	54	88,9	11,1		1,44
Visiting friends/ relatives	15	100,0	0,0		1,20
Education and training	15	100,0	0,0		1,40
Conference/ large meeting	9	100,0	0,0		1,00
Business/ small meeting	12	75,0	25,0		2,00
Other	48	81,3	18,8		2,00

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

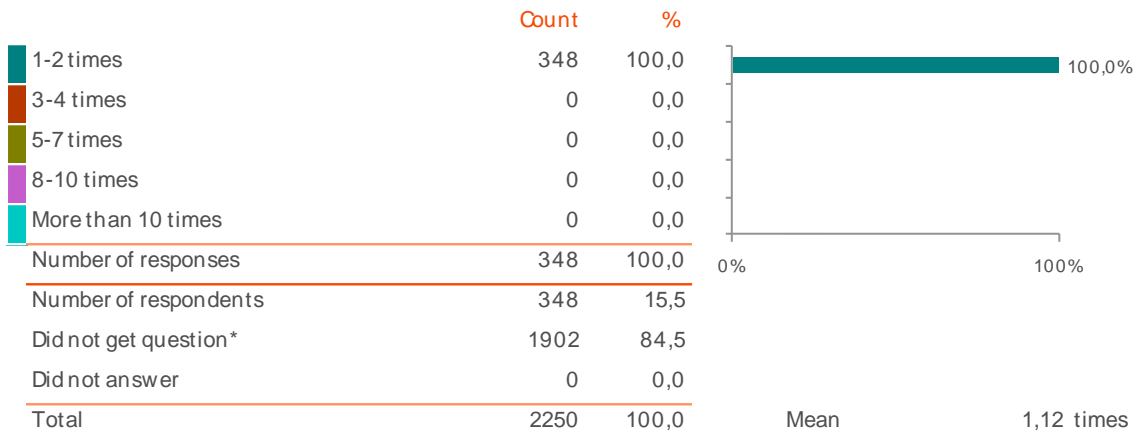
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



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

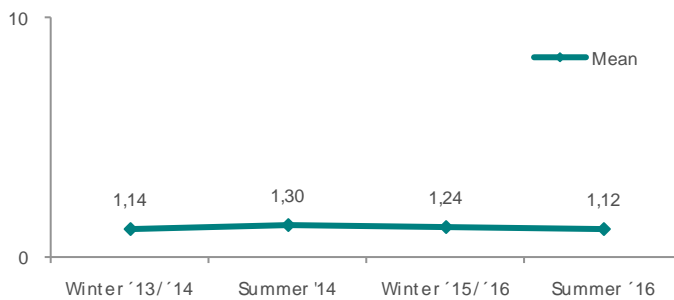


Q.56. How many times did you go to a spa/wellness (center)?



\*Only those who said they had paid for access to a spa/wellness (center) (Q50) got this question.

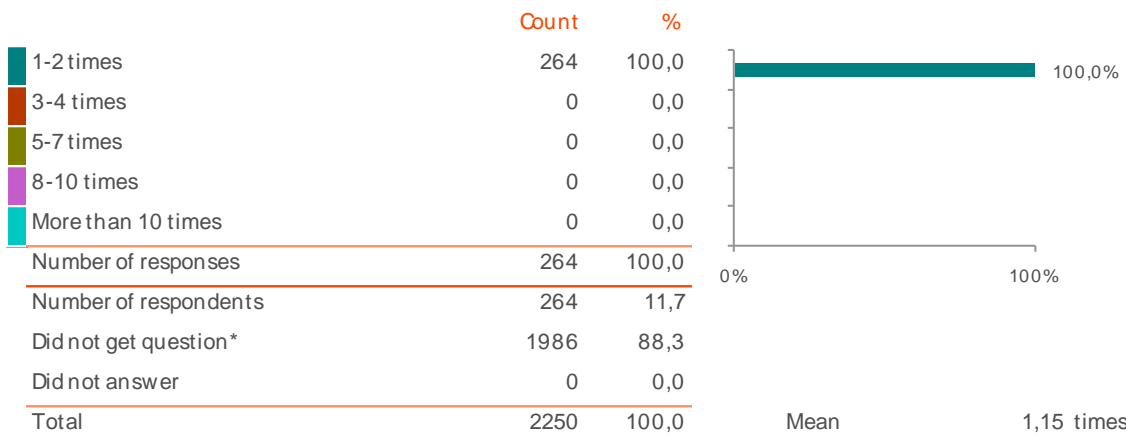
Mean	1,12 times
Standard deviation	0,33 times
Median	1,00 time
Minimum	1,00 time
Maximum	2,00 times



# NUMBER OF TIMES ON A BOAT TRIP

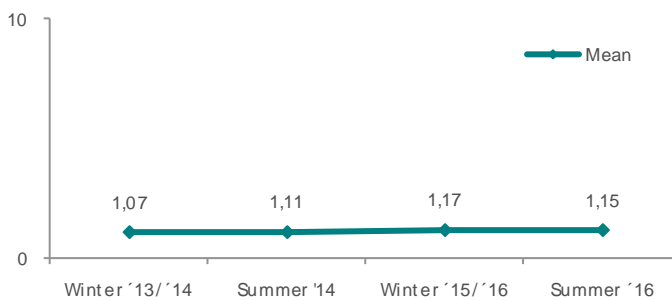


## Q.57. How many times did you go on a boat trip (other than whale watching)?



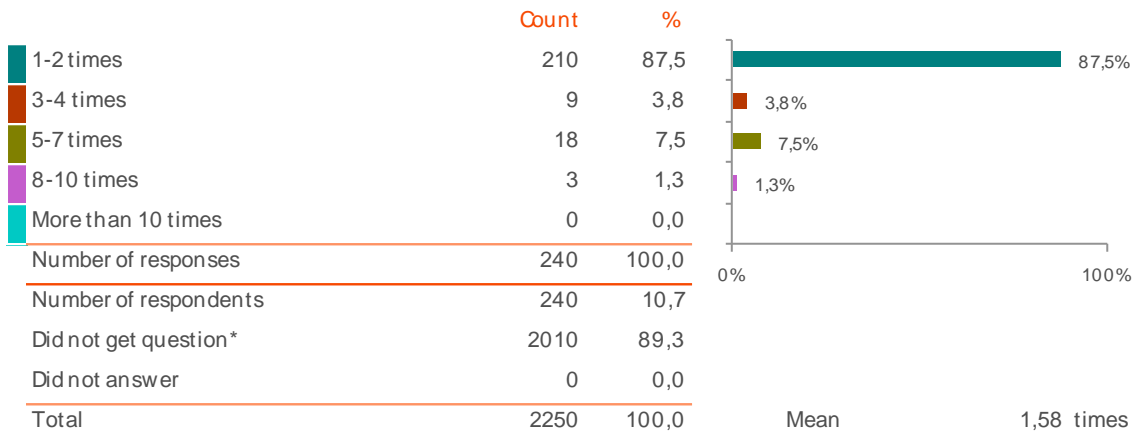
\*Only those who said they had paid for a boat trip (other than whale watching) (Q50) got this question.

Mean	1,15 times
Standard deviation	0,36 times
Median	1,00 time
Minimum	1,00 time
Maximum	2,00 times



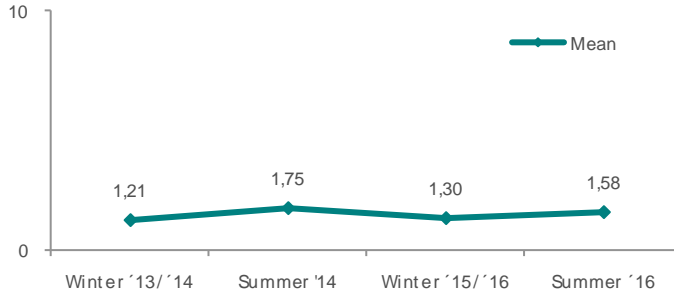


## Q.58. How many times did you horse riding?



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

Mean 1,58 times  
 Standard deviation 1,53 times  
 Median 1,00 time  
 Minimum 1,00 time  
 Maximum 8,00 times



# NUMBER OF TIMES HORSE RIDING



## Q. 58. How many times did you horse riding?


















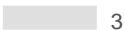

	Number of answers	±2 times	More than 2 times	Average
	Count	%	%	
<b>Total</b>	<b>240</b>	<b>87,5</b>	<b>12,5</b>	1,58
<b>Gender</b>				
Male	72	91,7	8,3	1,42
Female	165	85,5	14,5	1,65
<b>Age*</b>				
24 years and younger	39	100,0	0,0	1,08
25-34 years	51	92,2	7,8	1,27
35-44 years	55	85,5	14,5	1,56
45-54 years	43	86,0	14,0	1,56
55 years and older	52	76,9	23,1	2,27
<b>What is your profession?*</b>				
Professionals (dr./ lawyer/ account. etc.)	75	80,0	20,0	1,96
Student	36	100,0	0,0	1,08
Other professionals	27	66,7	33,3	2,44
Managerial	30	100,0	0,0	1,00
Teacher/ Medical care	15	100,0	0,0	1,00
Clerical/ Service	6	100,0	0,0	1,00
Retired/ Homemaker	24	100,0	0,0	1,00
Vocational/ Technical	6	50,0	50,0	2,50
Other	21	85,7	14,3	1,71
<b>Household income</b>				
High	81	88,9	11,1	1,67
Average	96	84,4	15,6	1,56
Low	48	87,5	12,5	1,63
<b>Market area*</b>				
Central/ Southern Europe	111	81,1	18,9	1,76
North America	75	100,0	0,0	1,00
Britain	9	100,0	0,0	1,00
Scandinavia	33	72,7	27,3	2,64
Asia	<5			
Other	9	100,0	0,0	1,00
<b>Educational level</b>				
Finished high school or less	45	93,3	6,7	1,27
Bachelor's degree or equivalent	93	87,1	12,9	1,52
Master's/ Ph.D. or equivalent	102	85,3	14,7	1,76

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

# NUMBER OF TIMES HORSE RIDING



## Q.58. How many times did you horse riding?

	Number of answers	±2 times	More than 2 times		
	Count	%	%		
<b>Total</b>	<b>240</b>	<b>87,5</b>	<b>12,5</b>		1,58
<b>Nationality*</b>					
American	57	100,0	0,0		1,00
German	54	83,3	16,7		1,56
Canadian	21	100,0	0,0		1,00
French	9	100,0	0,0		1,00
Italian	9	100,0	0,0		1,00
British	<5				
Dutch	6	0,0	100,0		4,00
Swedish	18	50,0	50,0		4,00
Swiss	6	50,0	50,0		3,50
Norwegian	<5				
Austrian	12	75,0	25,0		2,25
Other	42	100,0	0,0		1,14
<b>Transportation</b>					
Airline	228	86,8	13,2		1,61
M/ SNorröna	12	100,0	0,0		1,00
<b>Type of trip+</b>					
Package tour	24	75,0	25,0		2,13
Individually-arranged tour	213	87,3	12,7		1,58
Business-arranged tour	<5				
<b>Purpose of visit+</b>					
Vacation/ holiday	213	88,7	11,3		1,52
Event in Iceland (leisure related)	21	71,4	28,6		2,43
Visiting friends/ relatives	12	50,0	50,0		3,00
Education and training	<5				
Conference/ large meeting	<5				
Business/ small meeting	<5				
Other	15	80,0	20,0		2,00

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

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

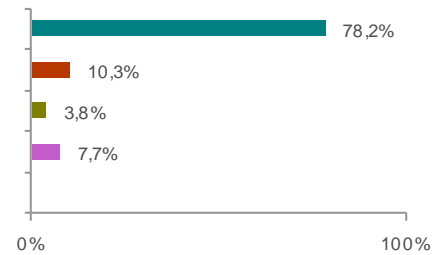
# NUMBER OF TIMES ON A GUIDED HIKING/MOUNTAIN TRIP



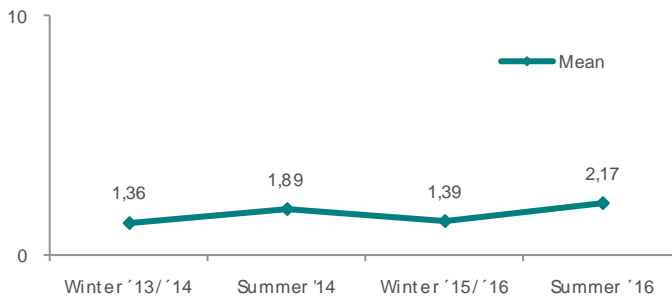
## Q.59. How many times did you participate in a guided hiking/mountain trip

	Count	%
1-2 times	183	78,2
3-4 times	24	10,3
5-7 times	9	3,8
8-10 times	18	7,7
More than 10 times	0	0,0
<hr/>		
Number of responses	234	100,0
<hr/>		
Number of respondents	234	10,4
Did not get question*	2016	89,6
Did not answer	0	0,0
<hr/>		
Total	2250	100,0

\*Only those who said they had paid for a guided hiking/mountain trip (Q50) got this question.



Mean	2,17 times
Standard deviation	2,41 times
Median	1,00 time
Minimum	1,00 time
Maximum	10,00 times



# NUMBER OF TIMES ON A GUIDED HIKING/MOUNTAIN TRIP



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

	Number of answers		More than 2 times		
	Count	%	Count	%	
<b>Total</b>	<b>234</b>	<b>78,2</b>	<b>21,8</b>		2,17
<b>Gender</b>					
Male	123	73,2	26,8		2,44
Female	111	83,8	16,2		1,86
<b>Age*</b>					
24 years and younger	45	73,3	26,7		2,82
25-34 years	84	79,8	20,2		1,79
35-44 years	32	87,5	12,5		1,44
45-54 years	30	73,3	26,7		3,40
55 years and older	40	75,0	25,0		1,98
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	36	100,0	0,0		1,17
Student	45	60,0	40,0		3,00
Other professionals	27	88,9	11,1		2,00
Managerial	33	90,9	9,1		2,00
Teacher/ Medical care	18	66,7	33,3		2,17
Clerical/ Service	12	50,0	50,0		3,50
Retired/ Homemaker	21	71,4	28,6		1,71
Vocational/ Technical	12	75,0	25,0		2,25
Other	24	87,5	12,5		1,38
<b>Household income*</b>					
High	63	85,7	14,3		1,81
Average	99	81,8	18,2		1,61
Low	54	72,2	27,8		3,17
<b>Market area</b>					
Central/ Southern Europe	114	76,3	23,7		2,53
North America	87	75,9	24,1		2,03
Britain	24	87,5	12,5		1,38
Scandinavia	6	100,0	0,0		1,00
Other	<5				
<b>Educational level</b>					
Finished high school or less	21	100,0	0,0		1,14
Bachelor's degree or equivalent	114	81,6	18,4		2,16
Master's/ Ph.D. or equivalent	93	71,0	29,0		2,19

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

# NUMBER OF TIMES ON A GUIDED HIKING/MOUNTAIN TRIP



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

	Number of answers	±2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>234</b>	<b>78,2</b>	<b>21,8</b>	2,17
<b>Nationality*</b>				
American	54	94,4	5,6	1,44
German	24	75,0	25,0	3,25
Canadian	27	44,4	55,6	3,11
French	42	42,9	57,1	3,93
Italian	18	100,0	0,0	1,17
British	15	80,0	20,0	1,60
Spanish	9	100,0	0,0	1,00
Swiss	12	100,0	0,0	1,25
Norwegian	<5			
Austrian	<5			
Other	27	100,0	0,0	1,00
<b>Transportation</b>				
Airline	228	77,6	22,4	2,20
M/ SNorröna	6	100,0	0,0	1,00
<b>Type of trip+</b>				
Package tour	42	57,1	42,9	3,14
Individually-arranged tour	192	81,3	18,8	2,09
Business-arranged tour				
<b>Purpose of visit +</b>				
Vacation/ holiday	216	77,8	22,2	2,11
Event in Iceland (leisure related)	18	83,3	16,7	1,50
Visiting friends/ relatives	<5			
Education and training	9	66,7	33,3	4,00
Conference/ large meeting	<5			
Business/ small meeting	<5			
Other	12	100,0	0,0	1,25

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

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



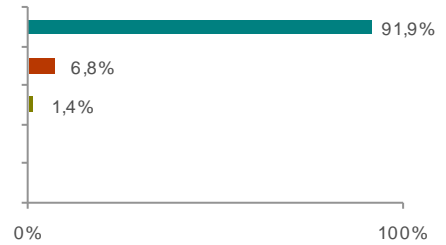
# NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



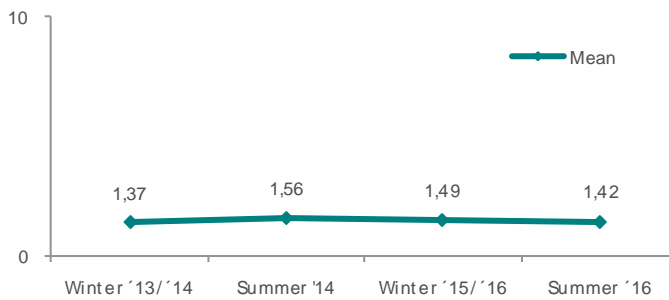
## Q. 60. How many times did you go to an exhibition/art gallery?

	Count	%
1-2 times	204	91,9
3-4 times	15	6,8
5-7 times	3	1,4
8-10 times	0	0,0
More than 10 times	0	0,0
Number of responses	222	100,0
Number of respondents	222	9,9
Did not get question*	2028	90,1
Did not answer	0	0,0
Total	2250	100,0

\*Only those who said they had paid to go to an exhibition/art gallery (Q50) got this question.



Mean	1,42 times
Standard deviation	0,77 times
Median	1,00 time
Minimum	1,00 time
Maximum	5,00 times



# NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



## Q. 60. How many times did you go to an exhibition/art gallery?

	Number of answers		More than 2 times		
	Count	%	Count	%	
<b>Total</b>	<b>222</b>				1,42
<b>Gender*</b>					
Male	87	96,6	3,4		1,21
Female	132	88,6	11,4		1,57
<b>Age*</b>					
24 years and younger	37	83,8	16,2		1,65
25-34 years	52	100,0	0,0		1,17
35-44 years	33	100,0	0,0		1,09
45-54 years	34	91,2	8,8		1,32
55 years and older	66	86,4	13,6		1,70
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	42	100,0	0,0		1,14
Student	36	83,3	16,7		1,58
Other professionals	15	80,0	20,0		1,60
Managerial	33	90,9	9,1		1,18
Teacher/ Medical care	30	100,0	0,0		1,30
Clerical/ Service	15	100,0	0,0		1,40
Retired/ Homemaker	24	75,0	25,0		2,00
Vocational/ Technical	9	100,0	0,0		1,00
Artist/ Musician/ Actor etc.	<5				
Other	12	100,0	0,0		1,50
<b>Household income</b>					
High	90	93,3	6,7		1,33
Average	78	92,3	7,7		1,38
Low	39	100,0	0,0		1,23
<b>Market area*</b>					
Central/ Southern Europe	60	100,0	0,0		1,30
North America	87	89,7	10,3		1,38
Britain	45	86,7	13,3		1,40
Scandinavia	12	100,0	0,0		1,50
Asia	6	100,0	0,0		1,50
Other	12	75,0	25,0		2,25
<b>Educational level*</b>					
Finished high school or less	24	100,0	0,0		1,25
Bachelor's degree or equivalent	123	87,8	12,2		1,56
Master's/ Ph.D. or equivalent	69	95,7	4,3		1,26

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

# NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



## Q. 60. How many times did you go to an exhibition/art gallery?

	Number of answers	1time	More than 1 time	
	Count	%	%	
<b>Total</b>	<b>222</b>			1,42
<b>Nationality*</b>				
American	63	100,0	0,0	1,10
German	9	100,0	0,0	1,67
Canadian	24	62,5	37,5	2,13
French	18	100,0	0,0	1,17
Italian	12	100,0	0,0	1,25
British	33	81,8	18,2	1,55
Spanish	6	100,0	0,0	1,00
Dutch	<5			
Swedish	<5			
Swiss	<5			
Norwegian	9	100,0	0,0	1,67
Other	39	92,3	7,7	1,54
<b>Type of trip*</b>				
Package tour	18	83,3	16,7	1,50
Individually-arranged tour	192	93,8	6,3	1,39
Business-arranged tour				
<b>Purpose of visit*</b>				
Vacation/ holiday	204	91,2	8,8	1,44
Event in Iceland (leisure related)	18	100,0	0,0	1,17
Visiting friends/ relatives	18	83,3	16,7	1,50
Education and training	6	100,0	0,0	2,00
Conference/ large meeting	<5			
Business/ small meeting				
Other	12	100,0	0,0	1,50

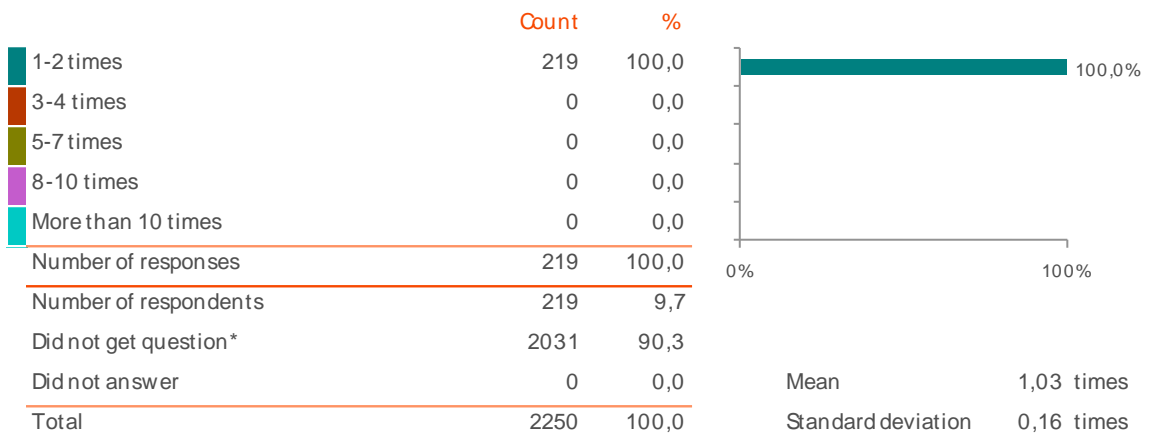
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# NUMBER OF TIMES ON A GLACIER/SNOWMOBILE TRIP

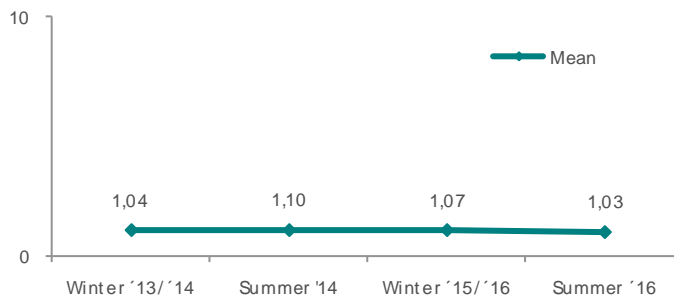


## Q.61. How many times did you go on a glacier/snowmobile trip?



Mean	1,03 times
Standard deviation	0,16 times
Median	1,00 time
Minimum	1,00 time
Maximum	2,00 times

\*Only those who said they had paid for a glacier/snowmobile trip (Q50) got this question.



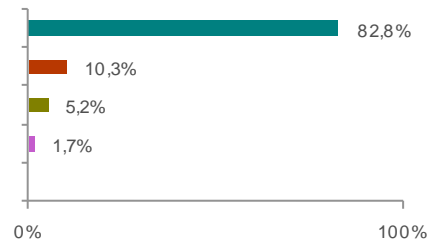
# NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



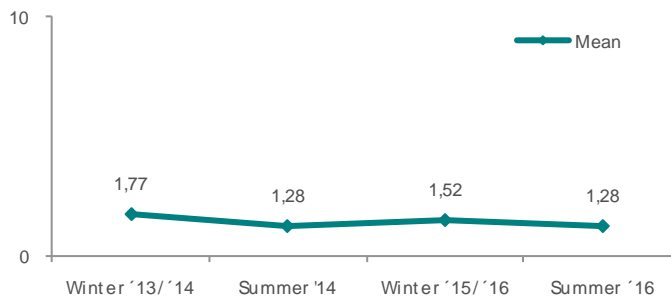
## Q. 62. How many times did you attend a festival, local event?

	Count	%
1 time	144	82,8
2 times	18	10,3
3-4 times	9	5,2
5-7 times	3	1,7
More than 7 times	0	0,0
Number of responses	174	100,0
Number of respondents	174	7,7
Did not get question*	2076	92,3
Did not answer	0	0,0
Total	2250	100,0

\* Only those who said they had attended a festival or local event (Q50) got this question.






























Mean	1,28 times
Standard deviation	0,72 times
Median	1,00 time
Minimum	1,00 time
Maximum	5,00 times



# NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



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

	Number of answers	1time	More than 1 time		
	Count	%	%		
<b>Total</b>	<b>174</b>	<b>82,8</b>	<b>17,2</b>		1,28
<b>Gender</b>					
Male	78	84,6	15,4		1,27
Female	96	81,3	18,8		1,28
<b>Age*</b>					
24 years and younger	23	52,2	47,8		1,70
25-34 years	46	84,8	15,2		1,24
35-44 years	30	70,0	30,0		1,60
45-54 years	43	100,0	0,0		1,00
55 years and older	32	90,6	9,4		1,09
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	42	92,9	7,1		1,07
Student	27	55,6	44,4		1,67
Other professionals	24	87,5	12,5		1,25
Managerial	9	100,0	0,0		1,00
Teacher/ Medical care	24	87,5	12,5		1,13
Clerical/ Service	6	100,0	0,0		1,00
Retired/ Homemaker	9	66,7	33,3		1,33
Vocational/ Technical	6	100,0	0,0		1,00
Other	21	71,4	28,6		1,71
<b>Household income</b>					
High	72	87,5	12,5		1,21
Average	51	94,1	5,9		1,24
Low	33	63,6	36,4		1,36
<b>Market area</b>					
Central/ Southern Europe	75	76,0	24,0		1,44
North America	66	81,8	18,2		1,23
Britain	21	100,0	0,0		1,00
Scandinavia	<5				
Asia	<5				
Other	6	100,0	0,0		1,00
<b>Educational level*</b>					
Finished high school or less	9	66,7	33,3		1,67
Bachelor's degree or equivalent	99	78,8	21,2		1,36
Master's/ Ph.D. or equivalent	66	90,9	9,1		1,09

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

# NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



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

	Number of answers	1time	More than 1 time	
	Count	%	%	
<b>Total</b>	<b>174</b>	<b>82,8</b>	<b>17,2</b>	1,28
<b>Nationality*</b>				
American	45	73,3	26,7	1,33
German	15	100,0	0,0	1,00
Canadian	24	87,5	12,5	1,13
French	9	33,3	66,7	1,67
Italian	9	100,0	0,0	1,00
British	12	100,0	0,0	1,00
Spanish	9	66,7	33,3	1,67
Dutch	6	100,0	0,0	1,00
Swedish	<5			
Swiss	6	100,0	0,0	1,00
Austrian	<5			
Other	33	81,8	18,2	1,55
<b>Transportation</b>				
Airline	168	82,1	17,9	1,29
M/ SNorröna	6	100,0	0,0	1,00
<b>Type of trip+</b>				
Package tour	9	100,0	0,0	1,00
Individually-arranged tour	168	83,9	16,1	1,27
Business-arranged tour	<5			
<b>Purpose of visit+</b>				
Vacation/ holiday	150	90,0	10,0	1,12
Visiting friends/ relatives	33	81,8	18,2	1,45
Event in Iceland (leisure related)	18	83,3	16,7	1,67
Education and training	6	0,0	100,0	3,50
Business/ small meeting	<5			
Conference/ large meeting	<5			
Other	18	33,3	66,7	2,50

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

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

# NUMBER OF TIMES ON A CAVING TOUR



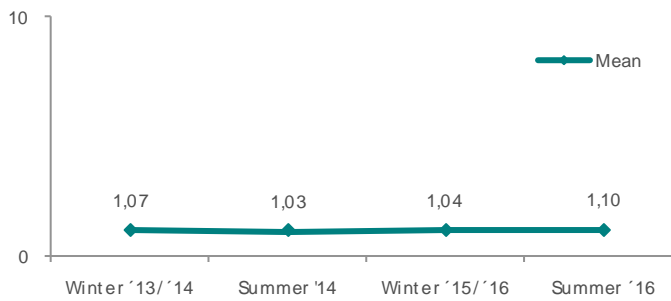
## Q.63. How many times did you participate in a caving tour?

	Count	%
1-2 times	126	100,0
3-4 times	0	0,0
5-7 times	0	0,0
8-10 times	0	0,0
More than 10 times	0	0,0
Number of responses	126	100,0
Number of respondents	126	5,6
Did not get question*	2124	94,4
Did not answer	0	0,0
Total	2250	100,0

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



Mean	1,10 times
Standard deviation	0,29 times
Median	1,00 time
Minimum	1,00 time
Maximum	2,00 times

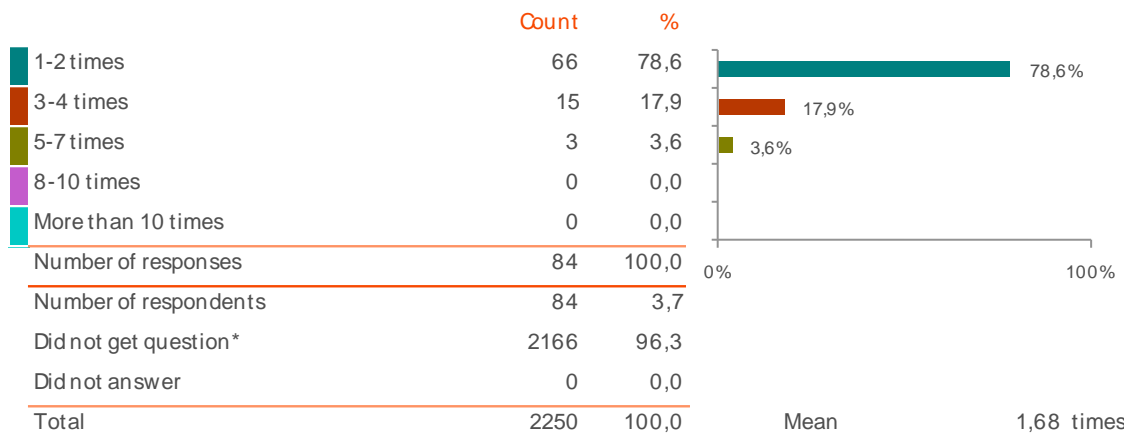




# NUMBER OF TIMES IN ANOTHER ADVENTURE-RELATED ACTIVITY

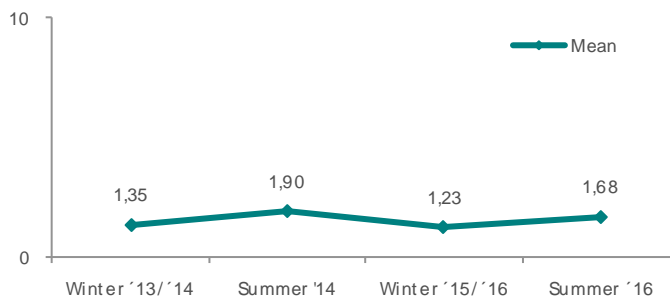


## Q. 64. How many times did you participate in another adventure-related activity?



\* Only those who said they had paid for another adventure-related activity (Q50) got this question.

Mean	1,68 times
Standard deviation	1,20 times
Median	1,00 time
Minimum	1,00 time
Maximum	5,00 times



# NUMBER OF TIMES IN ANOTHER ADVENTURE-RELATED ACTIVITY



## Q. 64. How many times did you participate in another adventure-related activity?

	Number of answers	±2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>84</b>	<b>78,6</b>	<b>21,4</b>	1,68
<b>Gender*</b>				
Male	33	63,6	36,4	2,00
Female	51	88,2	11,8	1,47
<b>Age</b>				
24 years and younger	12	58,3	41,7	2,42
25-34 years	35	80,0	20,0	1,54
35-44 years	10	70,0	30,0	1,90
45-54 years	8	100,0	0,0	1,00
55 years and older	16	81,3	18,8	1,75
<b>What is your profession?</b>				
Professionals (dr./ lawyer/ account. etc.)	15	80,0	20,0	1,60
Student	9	66,7	33,3	2,00
Other professionals	9	66,7	33,3	1,67
Managerial	<5			
Teacher/ Medical care	12	75,0	25,0	1,75
Clerical/ Service	9	100,0	0,0	1,00
Retired/ Homemaker	9	100,0	0,0	1,33
Other	15	60,0	40,0	2,40
<b>Household income*</b>				
High	12	75,0	25,0	1,50
Average	33	90,9	9,1	1,36
Low	27	66,7	33,3	2,11
<b>Market area*</b>				
Central/ Southern Europe	36	83,3	16,7	1,50
North America	36	66,7	33,3	2,08
Britain	<5			
Other	9	100,0	0,0	1,00
<b>Educational level</b>				
Finished high school or less	12	100,0	0,0	1,25
Bachelor's degree or equivalent	57	78,9	21,1	1,68
Master's/ Ph.D. or equivalent	15	60,0	40,0	2,00

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

# NUMBER OF TIMES IN ANOTHER ADVENTURE-RELATED ACTIVITY



Q. 64. How many times did you participate in another adventure-related activity?

	Number of answers	±2 times	More than 2 times	
	Count	%	%	
<b>Total</b>	<b>84</b>	<b>78,6</b>	<b>21,4</b>	1,68
<b>Nationality*</b>				
American	24	62,5	37,5	2,38
German	15	80,0	20,0	1,40
Canadian	15	60,0	40,0	2,00
French	<5			
Italian	<5			
British	6	100,0	0,0	1,00
Other	18	100,0	0,0	1,00
<b>Type of trip*</b>				
Package tour	9	66,7	33,3	2,33
Individually-arranged tour	75	84,0	16,0	1,48
Business-arranged tour				
<b>Purpose of visit*</b>				
Vacation/ holiday	72	79,2	20,8	1,63
Event in Iceland (leisure related)	<5			
Visiting friends/ relatives	<5			
Education and training	6	50,0	50,0	2,50
Conference/ large meeting	<5			
Business/ small meeting	<5			
Other	6	100,0	0,0	1,00

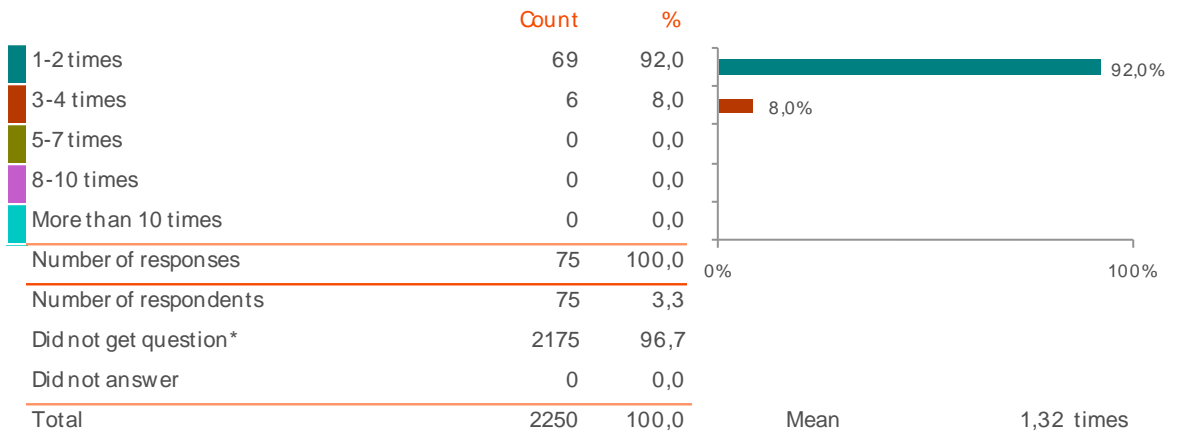
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# NUMBER OF TIMES ATTENDING ANOTHER CULTURAL EVENT

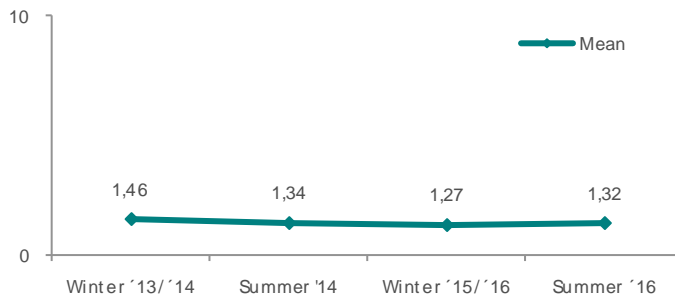


## Q.65. How many times did you attend another cultural event (other than museums)?



\* Only those who said they had attended another cultural event (Q50) got this question.

Mean	1,32 times
Standard deviation	0,62 times
Median	1,00 time
Minimum	1,00 time
Maximum	3,00 times



# NUMBER OF TIMES ON RIVER RAFTING/KAYAKING TOUR



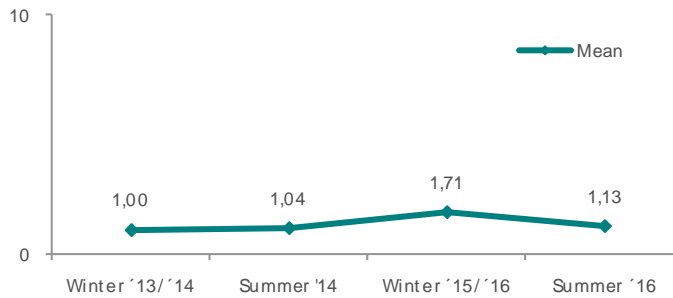
## Q.66. How many times did you go river rafting/kayaking tour?

	Count	%
1-2 times	45	100,0
3-4 times	0	0,0
5-7 times	0	0,0
8-10 times	0	0,0
More than 10 times	0	0,0
Number of responses	45	100,0
Number of respondents	45	2,0
Did not get question*	2205	98,0
Did not answer	0	0,0
Total	2250	100,0

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



Mean	1,13 times
Standard deviation	0,34 times
Median	1,00 time
Minimum	1,00 time
Maximum	2,00 times

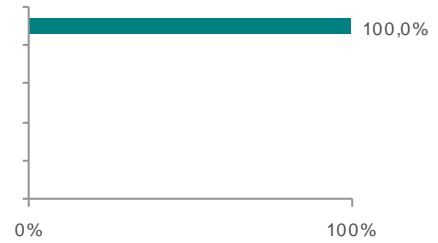




## Q.67. How many times did you participate in snorkeling?

	Count	%
1-2 times	42	100,0
3-4 times	0	0,0
5-7 times	0	0,0
8-10 times	0	0,0
More than 10 times	0	0,0
Number of responses	42	100,0
Number of respondents	42	1,9
Did not get question*	2208	98,1
Did not answer	0	0,0
Total	2250	100,0

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

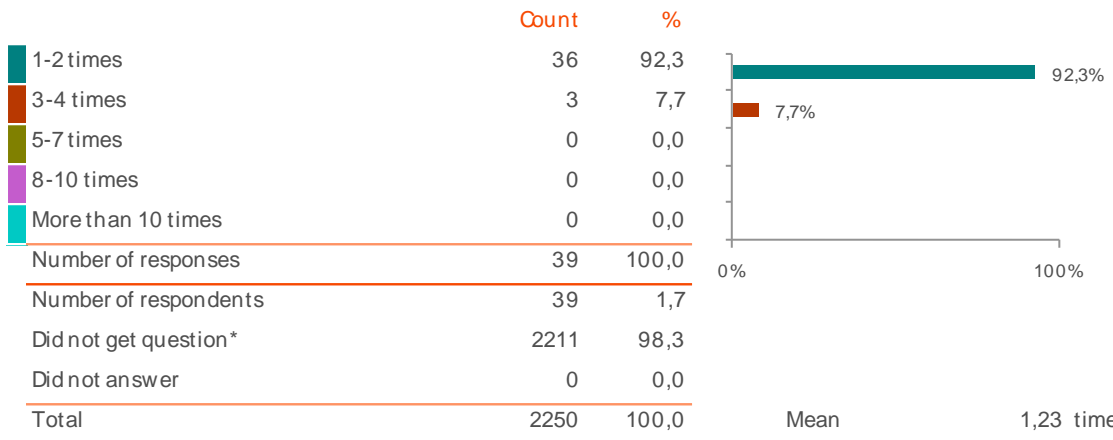


Mean	1,00 time
Standard deviation	0,00 times
Median	1,00 time
Minimum	1,00 time
Maximum	1,00 time

# NUMBER OF TIMES IN A NORHTERN LIGHTS TOUR

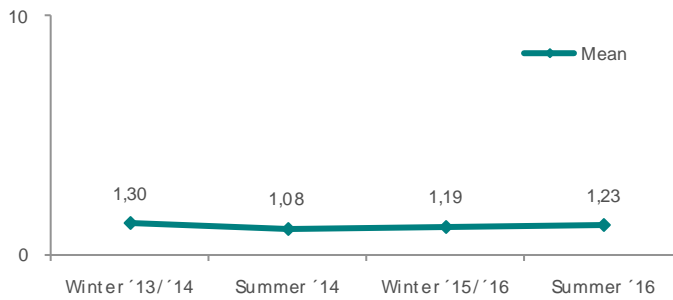


Q. 68. How many times did you participate in a Northern lights tour?



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

Mean	1,23 times
Standard deviation	0,58 times
Median	1,00 time
Minimum	1,00 time
Maximum	3,00 times



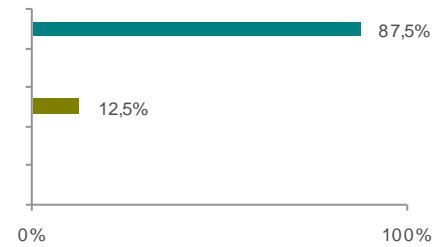
# NUMBER OF TIMES HUNTING/FISHING



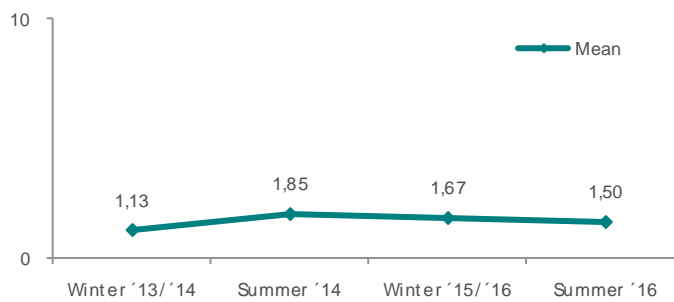
## Q. 69. How many times did you go hunting/fishing?

	Count	%
1-2 times	21	87,5
3-4 times	0	0,0
5-7 times	3	12,5
8-10 times	0	0,0
More than 10 times	0	0,0
Number of responses	24	100,0
Number of respondents	24	1,1
Did not get question*	1916	85,2
Did not answer	310	13,8
Total	2250	100,0

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



Mean	1,50 times
Standard deviation	1,35 times
Median	1,00 time
Minimum	1,00 time
Maximum	5,00 times





# NUMBER OF TIMES ON A CYCLING TOUR



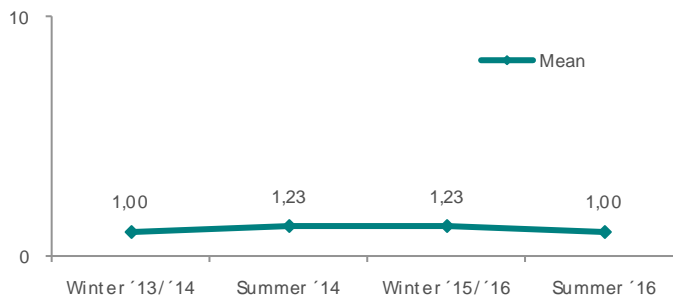
## Q. 70. How many times did you participate in a cycling tour?

	Count	%
1-2 times	24	100,0
3-4 times	0	0,0
5-7 times	0	0,0
8-10 times	0	0,0
More than 10 times	0	0,0
Number of responses	24	100,0
Number of respondents	24	1,1
Did not get question*	1916	85,2
Did not answer	310	13,8
Total	2250	100,0

\*Only those who said they had participated in a cycling tour (Q50) got this question.



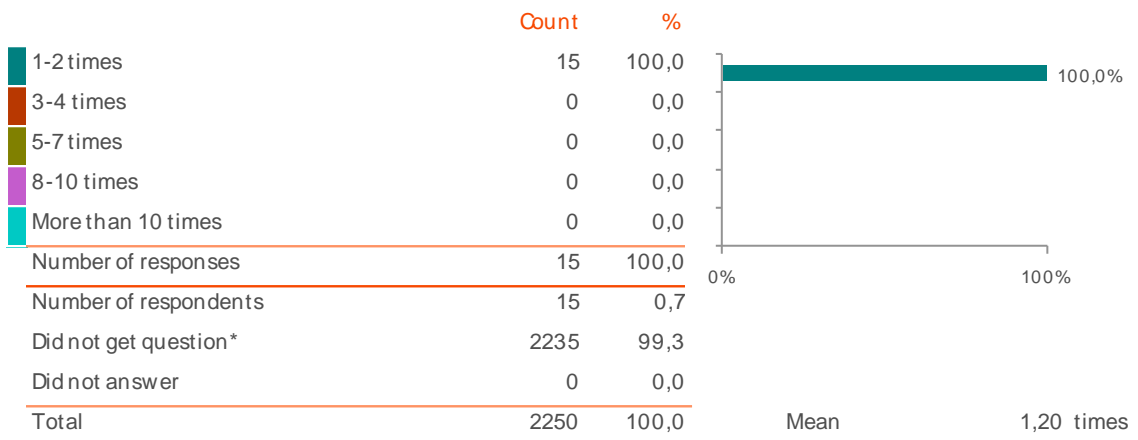
Mean	1,00 time
Standard deviation	0,00 times
Median	1,00 time
Minimum	1,00 time
Maximum	1,00 time



# NUMBER OF TIMES ON A SIGHTSEEING FLIGHT

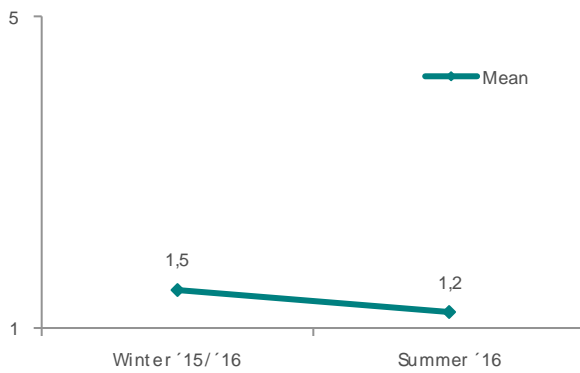


## Q.71. How many times did you go on a sightseeing flight/scenic flight?



Mean	1,20 times
Standard deviation	0,41 times
Median	1,00 time
Minimum	1,00 time
Maximum	2,00 times

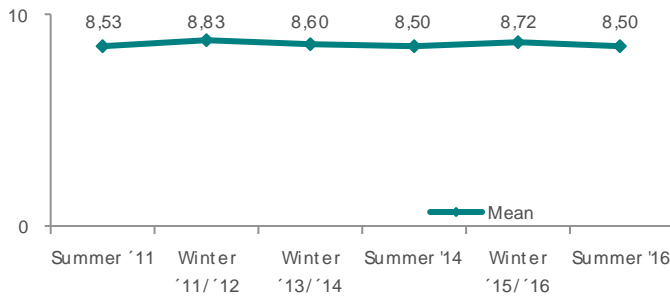
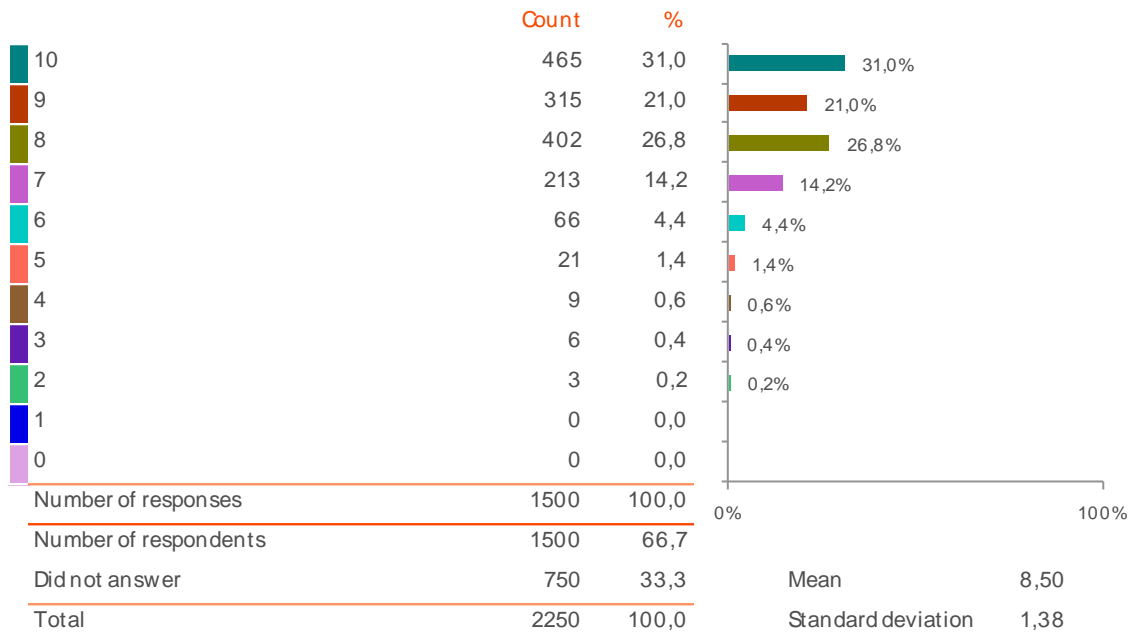
\*Only those who said they had gone on a sightseeing flight/scenic flight (Q50) got this question.



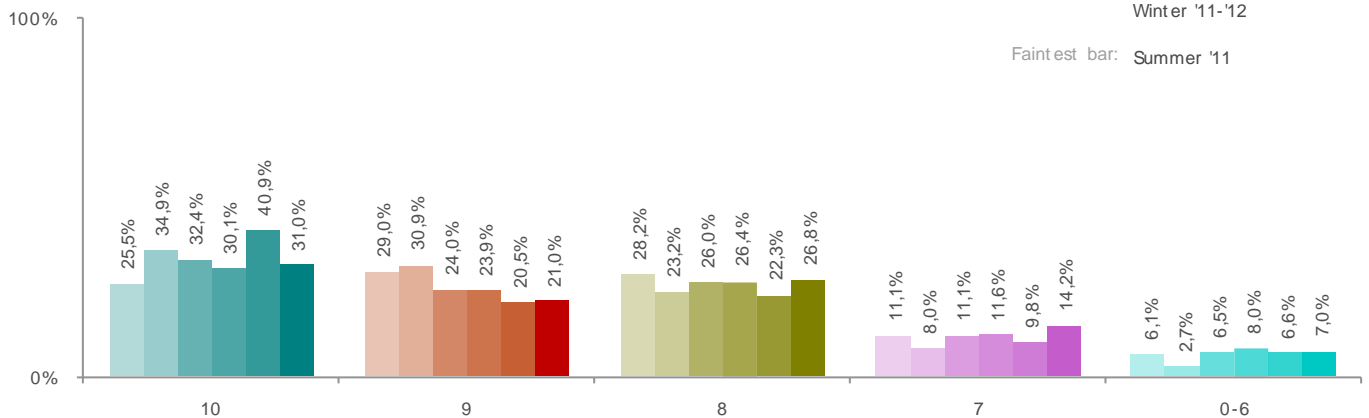
# SERVICE IN NATURE BASED ACTIVITIES



Q.72. Please rate services in nature-based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



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



# SERVICE IN NATURE BASED ACTIVITIES



Q. 72. Please rate services in nature-based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.















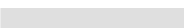


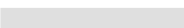

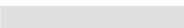
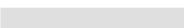
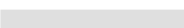




	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1500</b>	<b>31,0</b>	<b>21,0</b>	<b>26,8</b>	<b>14,2</b>	<b>7,0</b>		8,50
<b>Gender*</b>								
Male	615	23,9	23,9	30,7	14,1	7,3		8,38
Female	882	36,1	18,7	24,1	14,3	6,8		8,59
<b>Age</b>								
24 years and younger	249	28,9	18,9	29,3	18,5	4,4		8,41
25-34 years	507	34,3	20,1	24,1	14,2	7,3		8,55
35-44 years	253	32,8	20,2	23,7	13,4	9,9		8,51
45-54 years	237	30,8	20,3	26,2	16,9	5,9		8,51
55 years and older	242	24,8	25,2	33,9	8,7	7,4		8,45
<b>What is your profession?</b>								
Professionals (dr./ lawyer/ account. etc.)	318	32,1	20,8	26,4	14,2	6,6		8,54
Student	294	35,7	18,4	26,5	16,3	3,1		8,61
Other professionals	180	36,7	18,3	18,3	13,3	13,3		8,42
Managerial	144	22,9	20,8	35,4	12,5	8,3		8,38
Teacher/ Medical care	144	27,1	20,8	31,3	12,5	8,3		8,46
Clerical/ Service	105	28,6	31,4	25,7	8,6	5,7		8,69
Retired/ Homemaker	99	30,3	21,2	24,2	15,2	9,1		8,36
Vocational/ Technical	51	17,6	23,5	29,4	23,5	5,9		8,24
Artist/ Musician/ Actor etc.	12	25,0	0,0	50,0	25,0	0,0		8,25
Other	135	28,9	26,7	24,4	15,6	4,4		8,58
<b>Household income</b>								
High	552	33,7	21,7	23,9	14,1	6,5		8,55
Average	558	29,6	24,2	23,1	16,1	7,0		8,51
Low	282	30,9	17,0	36,2	8,5	7,4		8,50
<b>Market area*</b>								
Central/ Southern Europe	681	26,4	18,5	29,5	18,5	7,0		8,35
North America	486	39,5	22,8	22,8	9,3	5,6		8,77
Britain	123	24,4	26,8	26,8	17,1	4,9		8,49
Scandinavia	87	34,5	13,8	24,1	10,3	17,2		8,21
Asia	39	7,7	30,8	38,5	23,1	0,0		8,23
Other	78	38,5	26,9	23,1	0,0	11,5		8,73
<b>Educational level*</b>								
Finished high school or less	180	25,0	18,3	31,7	20,0	5,0		8,32
Bachelor's degree or equivalent	750	32,0	24,4	25,6	12,4	5,6		8,60
Master's/ Ph.D. or equivalent	564	30,9	17,6	27,1	14,9	9,6		8,41

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

# SERVICE IN NATURE BASED ACTIVITIES



**Q.72. Please rate services in nature-based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.**

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1500</b>	<b>31,0</b>	<b>21,0</b>	<b>26,8</b>	<b>14,2</b>	<b>7,0</b>	 8,50
<b>Nationality*</b>							
American	360	41,7	22,5	21,7	7,5	6,7	 8,82
German	138	41,3	15,2	23,9	17,4	2,2	 8,76
Canadian	114	39,5	21,1	26,3	7,9	5,3	 8,63
French	114	13,2	15,8	36,8	18,4	15,8	 7,84
Italian	117	23,1	23,1	30,8	12,8	10,3	 8,28
British	102	26,5	23,5	26,5	23,5	0,0	 8,53
Spanish	69	17,4	26,1	21,7	26,1	8,7	 8,17
Dutch	57	0,0	15,8	42,1	36,8	5,3	 7,68
Swedish	45	26,7	13,3	26,7	20,0	13,3	 8,20
Swiss	27	11,1	11,1	66,7	11,1	0,0	 8,22
Norwegian	18	50,0	33,3	16,7	0,0	0,0	 9,33
Austrian	12	50,0	0,0	25,0	0,0	25,0	 8,25
Other	327	31,2	23,9	24,8	12,8	7,3	 8,54
<b>Transportation</b>							
Airline	1473	30,8	21,2	26,5	14,5	7,1	 8,49
M/ SNorröna	27	44,4	11,1	44,4	0,0	0,0	 9,00
<b>Type of trip*</b>							
Package tour	177	18,6	20,3	35,6	13,6	11,9	 8,12
Individually-arranged tour	1254	33,3	20,8	26,1	13,4	6,5	 8,57
Business-arranged tour	15	40,0	20,0	20,0	0,0	20,0	 8,60
<b>Purpose of visit*</b>							
Vacation/ holiday	1386	30,7	20,8	27,7	14,1	6,7	 8,50
Event in Iceland (leisure related)	96	34,4	21,9	25,0	12,5	6,3	 8,66
Visiting friends/ relatives	60	40,0	20,0	15,0	15,0	10,0	 8,60
Education and training	39	23,1	23,1	23,1	23,1	7,7	 8,31
Conference/ large meeting	15	40,0	0,0	60,0	0,0	0,0	 8,80
Business/ small meeting	15	0,0	20,0	20,0	20,0	40,0	 7,00
Other	105	34,3	17,1	25,7	8,6	14,3	 8,40

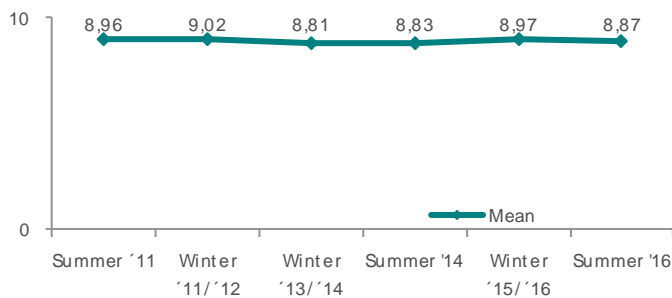
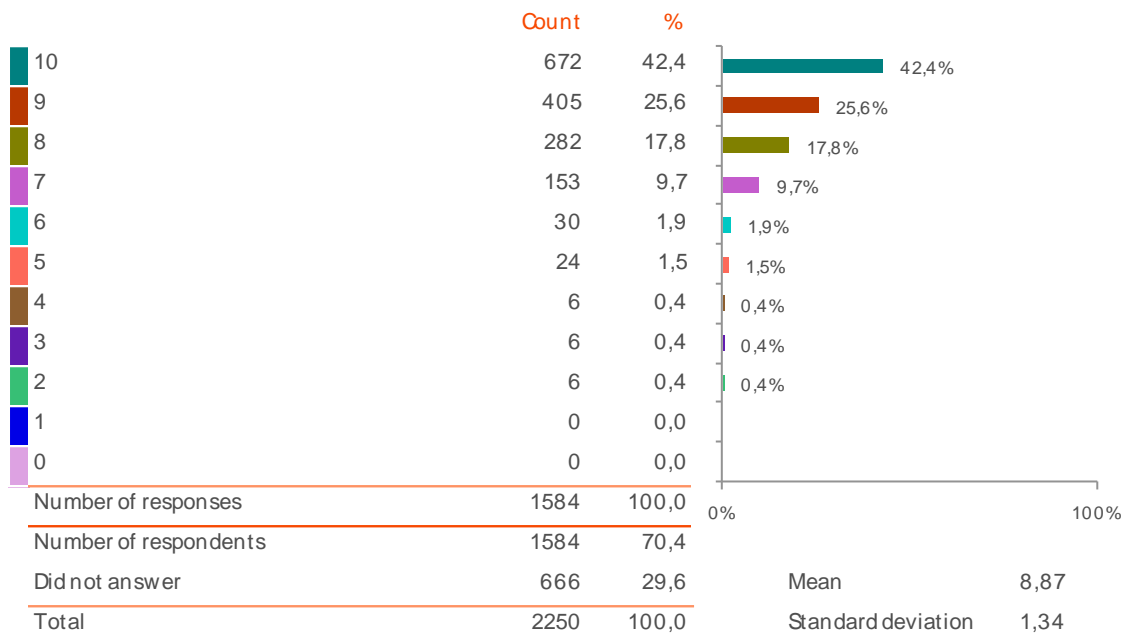
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

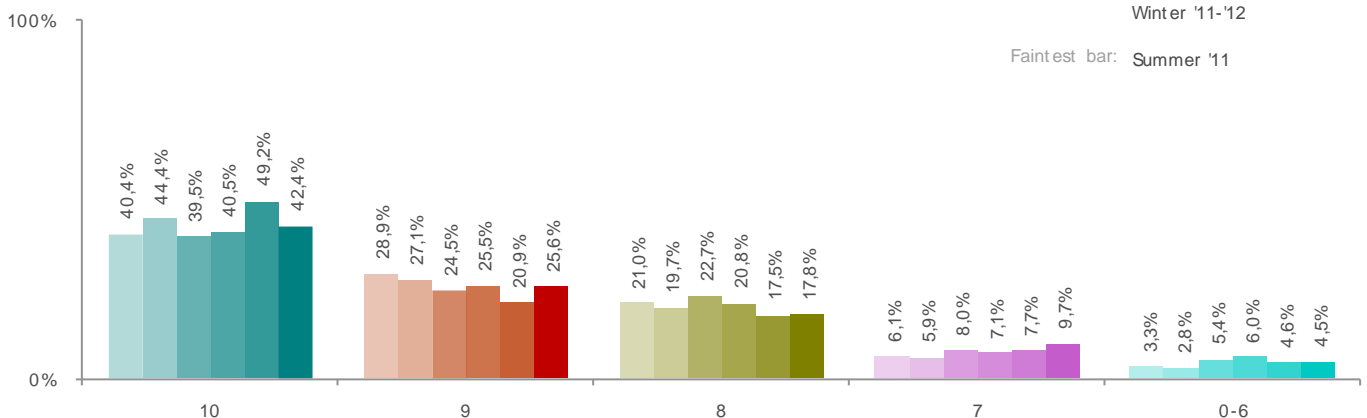
# VARIETY OF NATURE BASED ACTIVITIES



Q.73. 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.



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



# VARIETY OF NATURE BASED ACTIVITIES



**Q.73. Please rate the variety of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1584</b>	<b>42,4</b>	<b>25,6</b>	<b>17,8</b>	<b>9,7</b>	<b>4,5</b>		<b>8,87</b>
<b>Gender*</b>								
Male	648	34,7	28,7	18,1	13,0	5,6		8,70
Female	933	47,6	23,5	17,7	7,4	3,9		8,98
<b>Age</b>								
24 years and younger	261	47,9	17,2	17,2	14,2	3,4		8,89
25-34 years	530	41,7	25,5	19,2	9,4	4,2		8,87
35-44 years	269	43,5	23,4	19,7	8,6	4,8		8,89
45-54 years	266	41,4	32,3	10,5	10,9	4,9		8,86
55 years and older	246	37,8	28,5	22,0	5,7	6,1		8,79
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	327	35,8	25,7	20,2	11,9	6,4		8,69
Student	306	51,0	16,7	18,6	9,8	3,9		8,97
Other professionals	195	56,9	21,5	9,2	7,7	4,6		9,12
Managerial	159	37,7	28,3	18,9	11,3	3,8		8,77
Teacher/ Medical care	150	34,0	26,0	26,0	8,0	6,0		8,72
Clerical/ Service	114	44,7	23,7	23,7	7,9	0,0		9,05
Retired/ Homemaker	102	41,2	32,4	17,6	5,9	2,9		8,94
Vocational/ Technical	51	11,8	47,1	23,5	17,6	0,0		8,53
Artist/ Musician/ Actor etc.	12	75,0	25,0	0,0	0,0	0,0		9,75
Other	150	40,0	36,0	8,0	8,0	8,0		8,80
<b>Household income</b>								
High	564	46,8	24,5	12,8	9,6	6,4		8,86
Average	603	40,3	27,4	20,4	9,0	3,0		8,90
Low	297	37,4	28,3	21,2	9,1	4,0		8,85
<b>Market area*</b>								
Central/ Southern Europe	735	35,5	23,3	21,2	14,7	5,3		8,64
North America	498	56,0	25,3	9,6	6,0	3,0		9,20
Britain	132	34,1	31,8	22,7	6,8	4,5		8,82
Scandinavia	96	40,6	25,0	25,0	3,1	6,3		8,88
Asia	39	23,1	23,1	38,5	7,7	7,7		8,23
Other	78	46,2	38,5	11,5	0,0	3,8		9,23
<b>Educational level</b>								
Finished high school or less	195	35,4	26,2	18,5	18,5	1,5		8,75
Bachelor's degree or equivalent	789	43,0	25,5	19,0	8,0	4,6		8,88
Master's/ Ph.D. or equivalent	591	43,7	25,9	15,7	9,1	5,6		8,88

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

# VARIETY OF NATURE BASED ACTIVITIES



**Q.73. Please rate the variety of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1584</b>	<b>42,4</b>	<b>25,6</b>	<b>17,8</b>	<b>9,7</b>	<b>4,5</b>		<b>8,87</b>
<b>Nationality*</b>								
American	366	56,6	26,2	9,0	4,1	4,1		9,22
German	162	50,0	16,7	16,7	9,3	7,4		8,91
Canadian	123	56,1	24,4	9,8	7,3	2,4		9,17
French	120	15,0	27,5	32,5	15,0	10,0		8,10
Italian	114	34,2	23,7	21,1	18,4	2,6		8,66
British	108	33,3	33,3	22,2	8,3	2,8		8,83
Spanish	75	20,0	44,0	8,0	28,0	0,0		8,56
Dutch	63	14,3	28,6	38,1	19,0	0,0		8,38
Swedish	45	40,0	20,0	26,7	0,0	13,3		8,67
Swiss	30	30,0	20,0	40,0	0,0	10,0		8,60
Norwegian	21	28,6	71,4	0,0	0,0	0,0		9,29
Austrian	24	50,0	12,5	12,5	12,5	12,5		8,25
Other	333	45,9	21,6	19,8	9,0	3,6		8,94
<b>Transportation*</b>								
Airline	1557	42,2	25,4	17,9	9,8	4,6		8,86
M/ SNorröna	27	55,6	33,3	11,1	0,0	0,0		9,44
<b>Type of trip*</b>								
Package tour	180	30,0	26,7	30,0	6,7	6,7		8,63
Individually-arranged tour	1326	43,4	25,3	17,4	9,3	4,5		8,88
Business-arranged tour	18	50,0	33,3	0,0	0,0	16,7		9,00
<b>Purpose of visit*</b>								
Vacation/ holiday	1464	42,6	25,0	18,2	9,8	4,3		8,87
Event in Iceland (leisure related)	102	38,2	17,6	29,4	5,9	8,8		8,71
Visiting friends/ relatives	66	40,9	31,8	13,6	4,5	9,1		8,86
Education and training	36	50,0	25,0	8,3	16,7	0,0		9,08
Conference/ large meeting	15	40,0	40,0	20,0	0,0	0,0		9,20
Business/ small meeting	18	16,7	33,3	0,0	16,7	33,3		7,50
Other	114	42,1	28,9	13,2	7,9	7,9		8,82

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

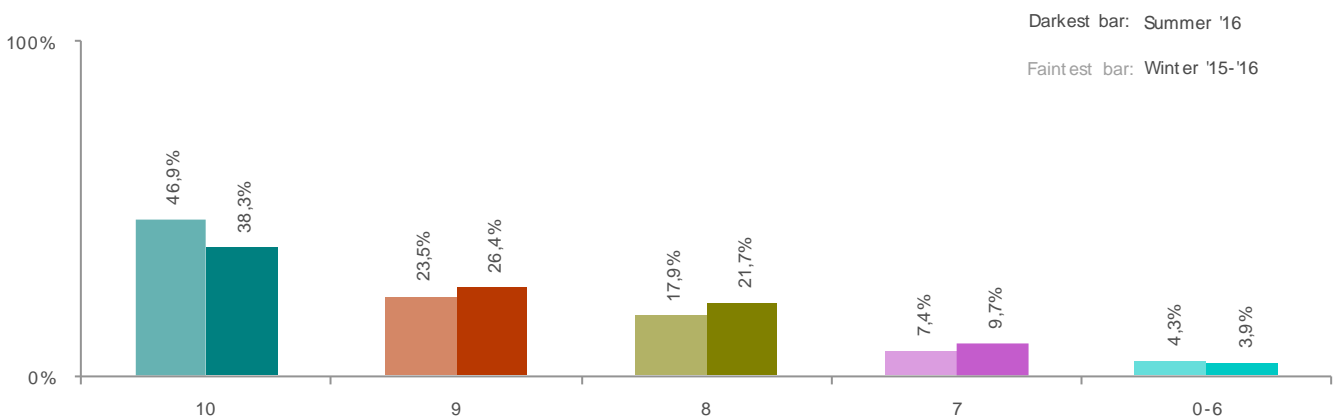
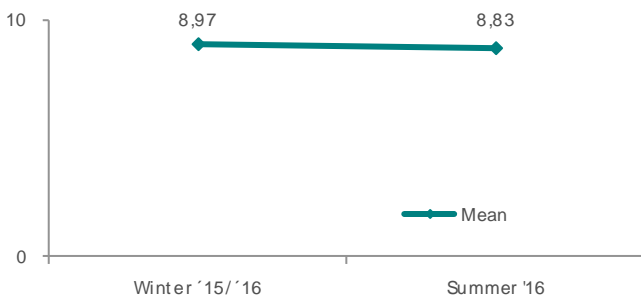
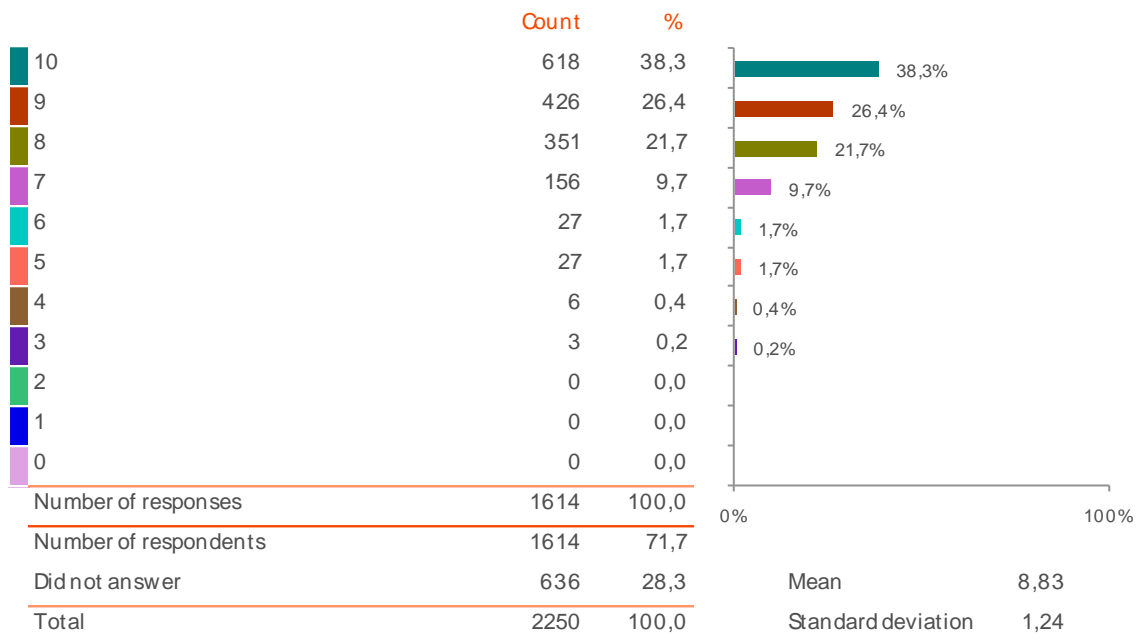
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



# OVERALL QUALITY OF NATURE BASED ACTIVITIES



**Q. 74.** Please rate the overall quality of your experience of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.



# OVERALL QUALITY OF NATURE BASED ACTIVITIES



**Q. 74. Please rate the overall quality of your experience of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1614</b>	<b>38,3</b>	<b>26,4</b>	<b>21,7</b>	<b>9,7</b>	<b>3,9</b>		8,83
<b>Gender*</b>								
Male	660	32,3	28,2	24,5	11,8	3,2		8,72
Female	951	42,6	24,9	19,9	8,2	4,4		8,90
<b>Age</b>								
24 years and younger	268	42,2	16,8	26,5	8,6	6,0		8,77
25-34 years	538	37,9	27,7	22,7	9,5	2,2		8,88
35-44 years	278	43,2	22,7	17,6	12,9	3,6		8,86
45-54 years	261	36,4	29,5	16,5	13,4	4,2		8,78
55 years and older	257	32,3	33,5	24,5	4,3	5,4		8,77
<b>What is your profession?</b>								
Professionals (dr./ lawyer/ account. etc.)	336	38,4	22,3	21,4	15,2	2,7		8,77
Student	315	45,7	19,0	23,8	5,7	5,7		8,90
Other professionals	198	47,0	22,7	15,2	7,6	7,6		8,85
Managerial	156	30,8	26,9	28,8	9,6	3,8		8,71
Teacher/ Medical care	153	29,4	31,4	27,5	5,9	5,9		8,69
Clerical/ Service	120	35,0	35,0	17,5	12,5	0,0		8,93
Retired/ Homemaker	108	41,7	30,6	19,4	5,6	2,8		8,94
Vocational/ Technical	51	29,4	29,4	29,4	11,8	0,0		8,76
Artist/ Musician/ Actor etc.	15	60,0	40,0	0,0	0,0	0,0		9,60
Other	141	27,7	38,3	17,0	14,9	2,1		8,74
<b>Household income</b>								
High	582	41,2	26,3	19,1	8,8	4,6		8,86
Average	609	36,0	28,1	19,7	12,3	3,9		8,77
Low	297	37,4	27,3	26,3	7,1	2,0		8,90
<b>Market area*</b>								
Central/ Southern Europe	735	31,0	24,9	26,9	13,5	3,7		8,64
North America	522	50,6	28,2	13,2	4,6	3,4		9,14
Britain	129	23,3	37,2	27,9	9,3	2,3		8,67
Scandinavia	99	45,5	18,2	18,2	12,1	6,1		8,79
Asia	39	15,4	38,5	23,1	15,4	7,7		8,31
Other	84	50,0	14,3	25,0	3,6	7,1		8,93
<b>Educational level*</b>								
Finished high school or less	198	33,3	19,7	28,8	16,7	1,5		8,67
Bachelor's degree or equivalent	807	41,3	27,1	20,8	6,3	4,5		8,90
Master's/ Ph.D. or equivalent	600	35,5	27,5	21,0	12,0	4,0		8,76

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

# OVERALL QUALITY OF NATURE BASED ACTIVITIES



**Q. 74. Please rate the overall quality of your experience of nature based activities in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory.**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1614</b>	<b>38,3</b>	<b>26,4</b>	<b>21,7</b>	<b>9,7</b>	<b>3,9</b>		<b>8,83</b>
<b>Nationality*</b>								
American	387	52,7	28,7	13,2	2,3	3,1		9,23
German	156	44,2	19,2	26,9	5,8	3,8		8,92
Canadian	126	50,0	23,8	14,3	4,8	7,1		8,98
French	123	14,6	24,4	39,0	12,2	9,8		8,17
Italian	120	32,5	30,0	17,5	20,0	0,0		8,75
British	105	25,7	34,3	31,4	8,6	0,0		8,77
Spanish	72	12,5	45,8	16,7	25,0	0,0		8,46
Dutch	60	5,0	25,0	50,0	20,0	0,0		8,15
Swedish	48	31,3	18,8	18,8	25,0	6,3		8,31
Swiss	30	20,0	40,0	40,0	0,0	0,0		8,80
Norwegian	24	50,0	37,5	0,0	12,5	0,0		9,25
Austrian	18	66,7	0,0	33,3	0,0	0,0		9,33
Other	345	40,9	21,7	20,0	11,3	6,1		8,76
<b>Transportation*</b>								
Airline	1584	38,1	25,9	22,2	9,8	4,0		8,81
M/ SNorröna	30	50,0	50,0	0,0	0,0	0,0		9,50
<b>Type of trip*</b>								
Package tour	186	25,8	27,4	33,9	8,1	4,8		8,60
Individually-arranged tour	1347	39,9	26,1	20,3	9,8	4,0		8,85
Business-arranged tour	21	42,9	28,6	28,6	0,0	0,0		9,14
<b>Purpose of visit*</b>								
Vacation/ holiday	1485	37,8	26,7	22,2	9,5	3,8		8,82
Event in Iceland (leisure related)	99	39,4	18,2	30,3	6,1	6,1		8,79
Visiting friends/ relatives	72	45,8	25,0	8,3	16,7	4,2		8,92
Education and training	39	30,8	23,1	30,8	15,4	0,0		8,69
Conference/ large meeting	18	50,0	33,3	16,7	0,0	0,0		9,33
Business/ small meeting	18	0,0	33,3	33,3	16,7	16,7		7,83
Other	120	40,0	30,0	15,0	10,0	5,0		8,88

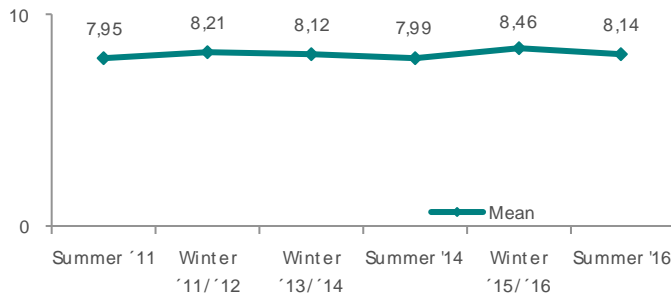
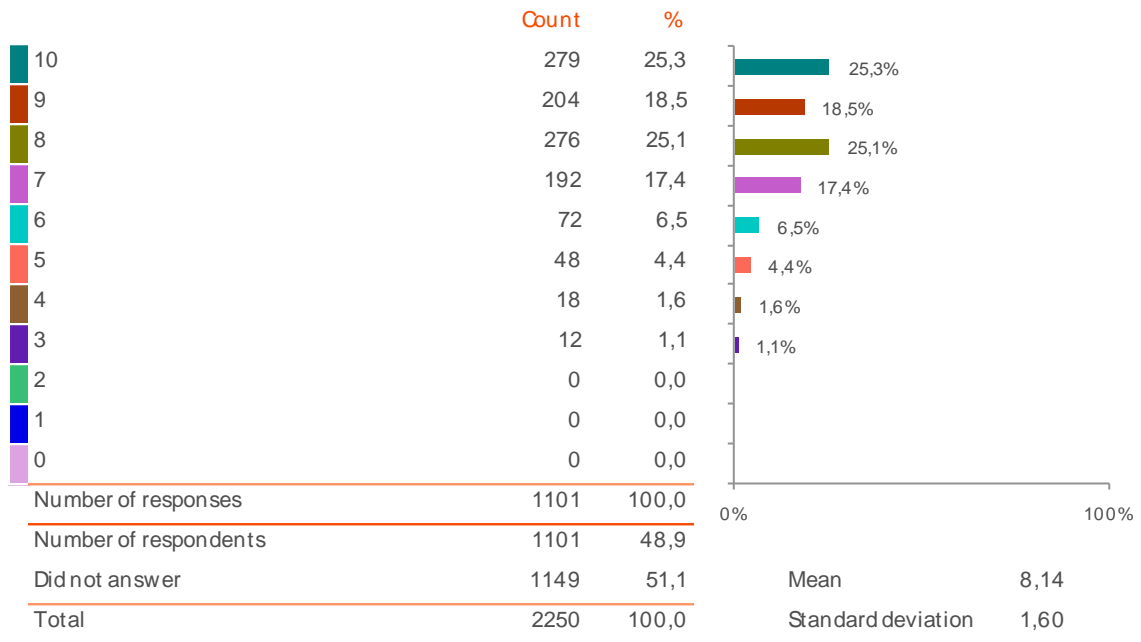
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

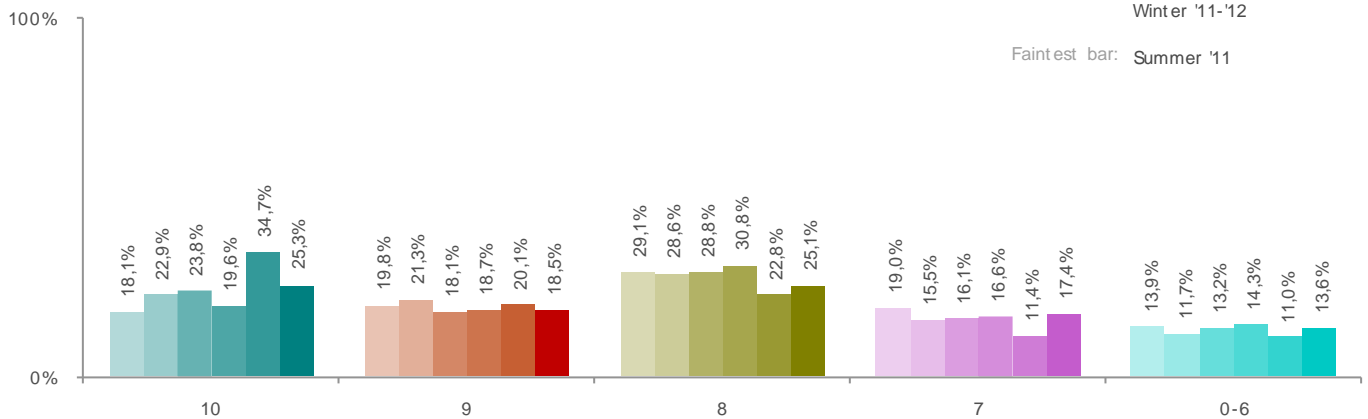
# SERVICE IN CULTURALLY BASED ACTIVITIES



Q.75. 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 '16  
 Winter '15-'16  
 Summer '14  
 Winter '13-'14  
 Winter '11-'12  
 Faintest bar: Summer '11



# SERVICE IN CULTURALLY BASED ACTIVITIES



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1101</b>	<b>25,3</b>	<b>18,5</b>	<b>25,1</b>	<b>17,4</b>	<b>13,6</b>		8,14
<b>Gender*</b>								
Male	432	18,1	18,1	28,5	19,4	16,0		7,91
Female	669	30,0	18,8	22,9	16,1	12,1		8,28
<b>Age</b>								
24 years and younger	207	30,0	13,5	22,2	19,8	14,5		8,16
25-34 years	369	20,6	20,6	25,7	17,3	15,7		8,01
35-44 years	163	22,7	14,7	29,4	19,6	13,5		8,01
45-54 years	167	24,6	19,2	26,3	18,6	11,4		8,19
55 years and older	189	31,7	23,3	21,2	12,7	11,1		8,39
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	234	25,6	11,5	24,4	21,8	16,7		8,03
Student	246	32,9	15,9	17,1	20,7	13,4		8,27
Other professionals	123	9,8	9,8	43,9	17,1	19,5		7,56
Managerial	102	14,7	23,5	35,3	20,6	5,9		8,15
Teacher/ Medical care	114	34,2	23,7	23,7	13,2	5,3		8,68
Clerical/ Service	66	13,6	18,2	22,7	22,7	22,7		7,41
Retired/ Homemaker	69	34,8	26,1	17,4	8,7	13,0		8,43
Vocational/ Technical	24	0,0	37,5	25,0	12,5	25,0		7,50
Artist/ Musician/ Actor etc.	9	0,0	66,7	33,3	0,0	0,0		8,67
Other	102	29,4	26,5	23,5	8,8	11,8		8,32
<b>Household income</b>								
High	423	27,0	19,1	20,6	22,0	11,3		8,16
Average	360	24,2	20,0	26,7	14,2	15,0		8,16
Low	222	24,3	18,9	33,8	14,9	8,1		8,28
<b>Market area*</b>								
Central/ Southern Europe	495	15,8	16,4	30,3	20,0	17,6		7,78
North America	372	39,5	19,4	17,7	13,7	9,7		8,57
Britain	102	20,6	23,5	29,4	20,6	5,9		8,29
Scandinavia	60	25,0	20,0	20,0	20,0	15,0		8,10
Asia	21	0,0	0,0	42,9	28,6	28,6		7,14
Other	51	35,3	29,4	17,6	5,9	11,8		8,53
<b>Educational level*</b>								
Finished high school or less	138	19,6	13,0	28,3	21,7	17,4		7,83
Bachelor's degree or equivalent	552	28,3	20,7	25,5	13,6	12,0		8,32
Master's/ Ph.D. or equivalent	405	22,2	17,8	23,7	21,5	14,8		7,96

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

# SERVICE IN CULTURALLY BASED ACTIVITIES



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1101</b>	<b>25,3</b>	<b>18,5</b>	<b>25,1</b>	<b>17,4</b>	<b>13,6</b>		8,14
<b>Nationality*</b>								
American	279	43,0	19,4	17,2	12,9	7,5		8,72
German	96	34,4	9,4	28,1	15,6	12,5		8,31
Canadian	90	33,3	13,3	23,3	16,7	13,3		8,20
French	93	3,2	22,6	25,8	19,4	29,0		7,23
Italian	87	10,3	6,9	20,7	31,0	31,0		6,93
British	81	22,2	29,6	14,8	25,9	7,4		8,30
Spanish	42	7,1	14,3	35,7	7,1	35,7		7,36
Dutch	45	0,0	20,0	46,7	33,3	0,0		7,87
Swedish	18	0,0	33,3	33,3	16,7	16,7		7,67
Swiss	15	0,0	0,0	100,0	0,0	0,0		8,00
Norwegian	21	42,9	28,6	0,0	28,6	0,0		8,86
Austrian	18	50,0	16,7	16,7	0,0	16,7		8,83
Other	216	20,8	22,2	30,6	15,3	11,1		8,22
<b>Transportation</b>								
Airline	1074	25,4	18,7	24,6	17,6	13,7		8,14
M/ SNorröna	27	22,2	11,1	44,4	11,1	11,1		8,11
<b>Type of trip*</b>								
Package tour	111	13,5	13,5	37,8	10,8	24,3		7,59
Individually-arranged tour	930	26,5	18,1	24,2	18,1	13,2		8,16
Business-arranged tour	18	33,3	16,7	16,7	33,3	0,0		8,50
<b>Purpose of visit*</b>								
Vacation/ holiday	999	26,1	18,3	26,4	15,9	13,2		8,18
Event in Iceland (leisure related)	72	12,5	25,0	25,0	20,8	16,7		7,88
Visiting friends/ relatives	51	35,3	5,9	29,4	23,5	5,9		8,41
Education and training	27	33,3	11,1	22,2	33,3	0,0		8,44
Conference/ large meeting	18	66,7	0,0	0,0	33,3	0,0		9,00
Business/ small meeting	18	0,0	33,3	16,7	33,3	16,7		7,33
Other	99	33,3	18,2	9,1	27,3	12,1		8,18

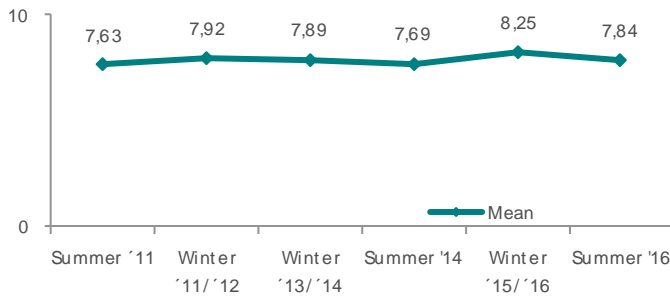
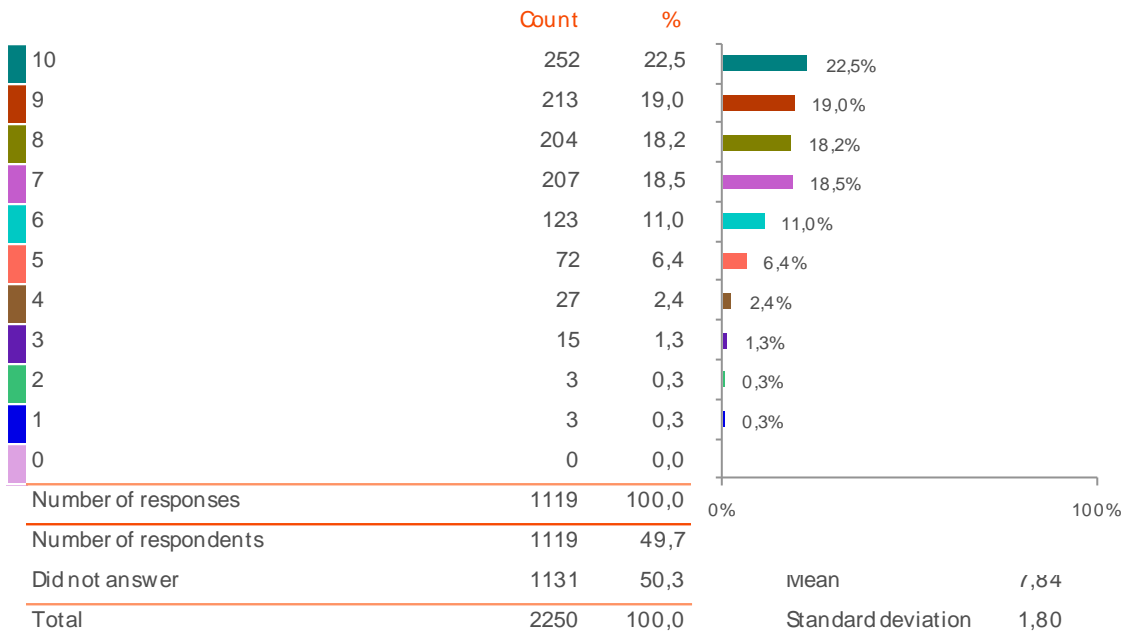
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

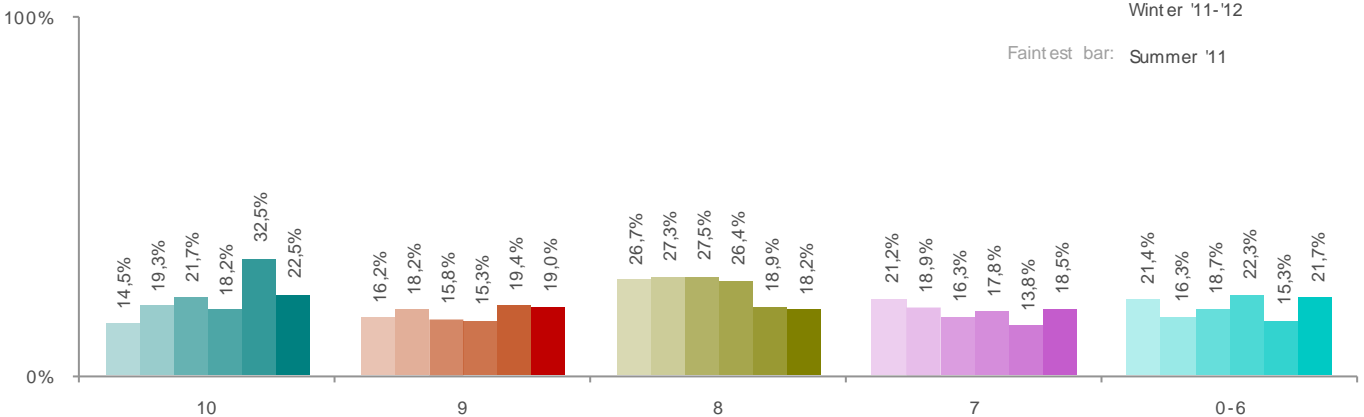
# VARIETY OF CULTURAL ACTIVITIES



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



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



# VARIETY OF CULTURAL ACTIVITIES



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1119</b>	<b>22,5</b>	<b>19,0</b>	<b>18,2</b>	<b>18,5</b>	<b>21,7</b>		7,84
<b>Gender*</b>								
Male	444	12,8	17,6	21,6	26,4	21,6		7,56
Female	675	28,9	20,0	16,0	13,3	21,8		8,03
<b>Age*</b>								
24 years and younger	209	25,8	20,1	17,7	14,4	22,0		7,97
25-34 years	378	16,4	18,8	21,4	23,3	20,1		7,70
35-44 years	165	24,2	21,2	15,2	19,4	20,0		7,92
45-54 years	177	20,3	16,9	14,7	17,5	30,5		7,62
55 years and older	181	31,5	19,3	17,7	14,4	17,1		8,19
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	240	20,0	15,0	20,0	22,5	22,5		7,74
Student	258	27,9	17,4	17,4	18,6	18,6		7,98
Other professionals	126	14,3	21,4	16,7	23,8	23,8		7,55
Managerial	96	18,8	9,4	21,9	18,8	31,3		7,53
Teacher/ Medical care	111	29,7	27,0	10,8	13,5	18,9		8,27
Clerical/ Service	63	14,3	19,0	4,8	28,6	33,3		7,14
Retired/ Homemaker	75	36,0	20,0	20,0	8,0	16,0		8,36
Vocational/ Technical	24	0,0	25,0	12,5	25,0	37,5		7,00
Artist/ Musician/ Actor etc.	9	0,0	33,3	66,7	0,0	0,0		8,33
Other	108	22,2	25,0	27,8	11,1	13,9		8,14
<b>Household income</b>								
High	438	24,7	15,8	18,5	19,2	21,9		7,83
Average	369	22,8	21,1	22,0	16,3	17,9		8,02
Low	222	20,3	23,0	12,2	20,3	24,3		7,80
<b>Market area*</b>								
Central/ Southern Europe	495	11,5	22,4	13,3	25,5	27,3		7,40
North America	393	34,4	14,5	22,1	13,7	15,3		8,28
Britain	105	20,0	20,0	28,6	11,4	20,0		8,03
Scandinavia	57	21,1	15,8	21,1	10,5	31,6		7,58
Asia	21	0,0	42,9	14,3	28,6	14,3		7,86
Other	48	56,3	12,5	12,5	6,3	12,5		8,75
<b>Educational level*</b>								
Finished high school or less	138	10,9	23,9	21,7	21,7	21,7		7,59
Bachelor's degree or equivalent	573	26,2	20,4	18,3	15,7	19,4		8,05
Master's/ Ph.D. or equivalent	405	20,7	15,6	17,0	21,5	25,2		7,63

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



# VARIETY OF CULTURAL ACTIVITIES



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1119</b>	<b>22,5</b>	<b>19,0</b>	<b>18,2</b>	<b>18,5</b>	<b>21,7</b>	7,84
<b>Nationality*</b>							
American	297	37,4	12,1	23,2	13,1	14,1	8,35
German	93	16,1	29,0	9,7	19,4	25,8	7,61
Canadian	93	29,0	12,9	19,4	16,1	22,6	7,97
French	93	3,2	29,0	6,5	19,4	41,9	6,97
Italian	84	14,3	7,1	10,7	32,1	35,7	6,89
British	84	17,9	25,0	25,0	14,3	17,9	8,07
Spanish	45	13,3	26,7	6,7	13,3	40,0	7,53
Dutch	42	0,0	14,3	14,3	64,3	7,1	7,21
Swedish	21	0,0	14,3	14,3	28,6	42,9	6,71
Swiss	15	0,0	40,0	60,0	0,0	0,0	8,40
Norwegian	18	33,3	33,3	16,7	16,7	0,0	8,83
Austrian	21	42,9	28,6	14,3	0,0	14,3	8,86
Other	213	22,5	21,1	21,1	16,9	18,3	7,93
<b>Transportation*</b>							
Airline	1095	22,7	18,9	18,4	18,9	21,1	7,86
M/ SNorröna	24	12,5	25,0	12,5	0,0	50,0	7,13
<b>Type of trip*</b>							
Package tour	117	15,4	12,8	25,6	20,5	25,6	7,38
Individually-arranged tour	939	23,3	19,8	17,3	17,6	22,0	7,89
Business-arranged tour	18	33,3	33,3	16,7	16,7	0,0	8,83
<b>Purpose of visit*</b>							
Vacation/ holiday	1014	23,1	18,3	18,9	17,8	21,9	7,86
Event in Iceland (leisure related)	72	16,7	20,8	20,8	25,0	16,7	7,83
Visiting friends/ relatives	48	25,0	18,8	18,8	18,8	18,8	7,94
Education and training	33	18,2	27,3	18,2	18,2	18,2	7,64
Conference/ large meeting	15	60,0	0,0	20,0	0,0	20,0	8,80
Business/ small meeting	21	0,0	28,6	14,3	28,6	28,6	6,86
Other	102	26,5	23,5	8,8	26,5	14,7	8,03

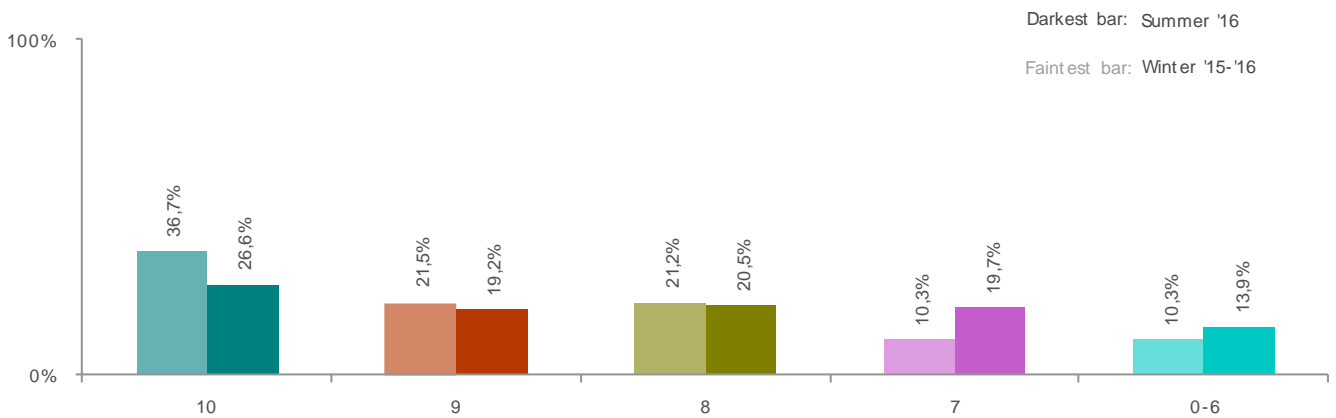
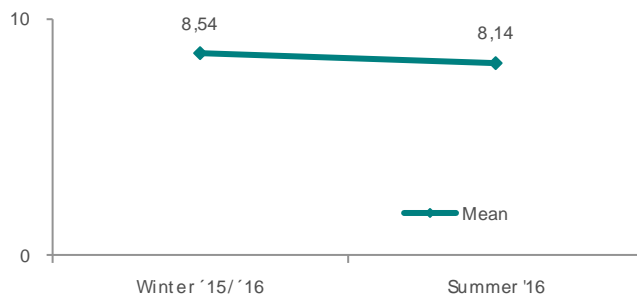
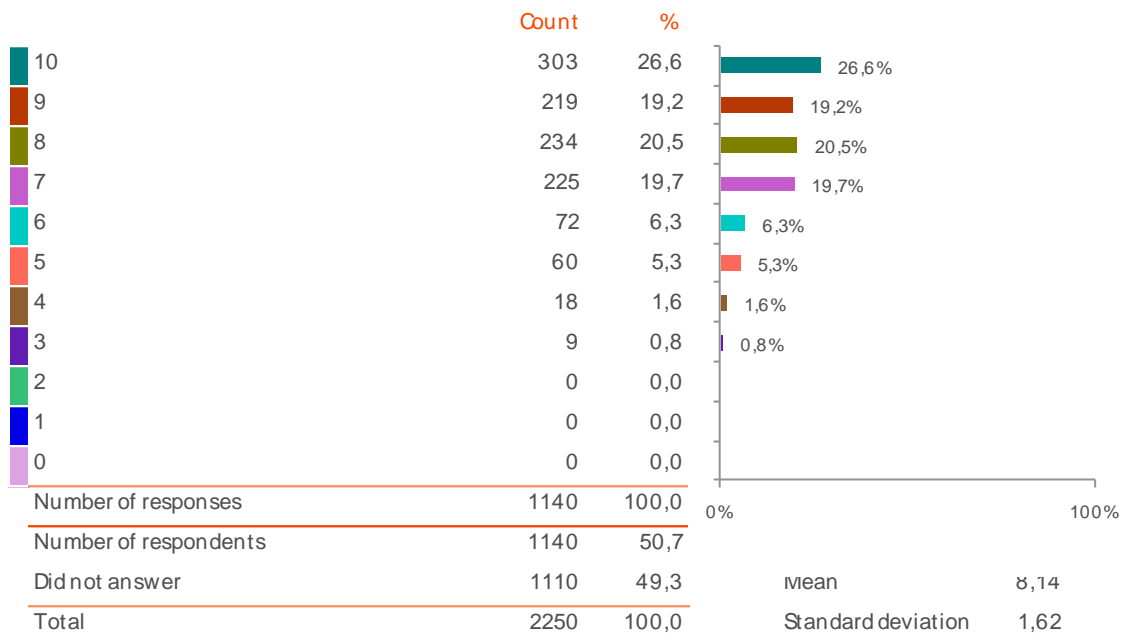
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# OVERALL QUALITY OF CULTURAL ACTIVITIES



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



# OVERALL QUALITY OF CULTURAL ACTIVITIES



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1140</b>	<b>26,6</b>	<b>19,2</b>	<b>20,5</b>	<b>19,7</b>	<b>13,9</b>		8,14
<b>Gender*</b>								
Male	450	18,0	18,7	22,7	26,0	14,7		7,89
Female	690	32,2	19,6	19,1	15,7	13,5		8,30
<b>Age*</b>								
24 years and younger	211	29,9	19,0	19,4	16,1	15,6		8,23
25-34 years	377	19,1	21,2	22,0	21,5	16,2		7,93
35-44 years	171	30,4	16,4	20,5	19,9	12,9		8,19
45-54 years	182	24,2	19,8	18,7	25,8	11,5		8,09
55 years and older	190	36,3	18,4	20,0	15,3	10,0		8,45
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	240	27,5	12,5	18,8	28,8	12,5		8,04
Student	261	32,2	17,2	18,4	17,2	14,9		8,29
Other professionals	129	9,3	18,6	27,9	23,3	20,9		7,56
Managerial	96	21,9	21,9	21,9	28,1	6,3		8,22
Teacher/ Medical care	114	31,6	26,3	18,4	10,5	13,2		8,47
Clerical/ Service	69	17,4	17,4	8,7	34,8	21,7		7,48
Retired/ Homemaker	75	40,0	12,0	28,0	8,0	12,0		8,44
Vocational/ Technical	21	0,0	28,6	28,6	14,3	28,6		7,29
Artist/ Musician/ Actor etc.	12	25,0	50,0	25,0	0,0	0,0		9,00
Other	111	29,7	29,7	21,6	8,1	10,8		8,43
<b>Household income</b>								
High	444	28,4	18,9	16,2	23,6	12,8		8,12
Average	366	26,2	17,2	24,6	18,0	13,9		8,16
Low	228	25,0	25,0	21,1	18,4	10,5		8,28
<b>Market area*</b>								
Central/ Southern Europe	507	15,4	20,7	20,7	24,3	18,9		7,75
North America	393	39,7	16,8	17,6	15,3	10,7		8,50
Britain	108	25,0	25,0	27,8	16,7	5,6		8,44
Scandinavia	60	30,0	15,0	20,0	15,0	20,0		8,05
Asia	21	0,0	14,3	42,9	42,9	0,0		7,71
Other	51	47,1	17,6	17,6	11,8	5,9		8,82
<b>Educational level*</b>								
Finished high school or less	144	16,7	18,8	22,9	20,8	20,8		7,83
Bachelor's degree or equivalent	576	31,8	19,3	19,8	18,8	10,4		8,33
Master's/ Ph.D. or equivalent	414	21,7	19,6	21,0	21,0	16,7		7,95

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

# OVERALL QUALITY OF CULTURAL ACTIVITIES



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1140</b>	<b>26,6</b>	<b>19,2</b>	<b>20,5</b>	<b>19,7</b>	<b>13,9</b>		8,14
<b>Nationality*</b>								
American	300	43,0	18,0	17,0	13,0	9,0		8,66
German	102	29,4	17,6	14,7	23,5	14,7		8,12
Canadian	90	33,3	6,7	23,3	20,0	16,7		8,07
French	93	3,2	25,8	19,4	16,1	35,5		7,19
Italian	87	17,2	3,4	17,2	34,5	27,6		7,17
British	87	24,1	24,1	31,0	13,8	6,9		8,41
Spanish	45	13,3	26,7	20,0	20,0	20,0		7,87
Dutch	45	0,0	20,0	26,7	46,7	6,7		7,60
Swedish	18	0,0	33,3	16,7	33,3	16,7		7,50
Swiss	15	0,0	60,0	40,0	0,0	0,0		8,60
Norwegian	21	42,9	28,6	0,0	28,6	0,0		8,86
Austrian	21	42,9	42,9	0,0	0,0	14,3		9,00
Other	216	23,6	19,4	26,4	20,8	9,7		8,18
<b>Transportation</b>								
Airline	1113	26,7	19,1	20,5	19,9	13,7		8,15
M/ SNorröna	27	22,2	22,2	22,2	11,1	22,2		7,89
<b>Type of trip*</b>								
Package tour	117	23,1	10,3	28,2	15,4	23,1		7,77
Individually-arranged tour	960	26,3	20,3	19,4	20,3	13,8		8,14
Business-arranged tour	18	50,0	16,7	16,7	16,7	0,0		9,00
<b>Purpose of visit*</b>								
Vacation/ holiday	1029	26,8	19,0	21,9	19,0	13,4		8,16
Event in Iceland (leisure related)	75	24,0	16,0	24,0	20,0	16,0		8,08
Visiting friends/ relatives	54	38,9	11,1	22,2	22,2	5,6		8,50
Education and training	33	27,3	9,1	27,3	18,2	18,2		7,91
Conference/ large meeting	18	66,7	0,0	0,0	33,3	0,0		9,00
Business/ small meeting	21	0,0	28,6	14,3	28,6	28,6		7,29
Other	108	36,1	22,2	2,8	25,0	13,9		8,36

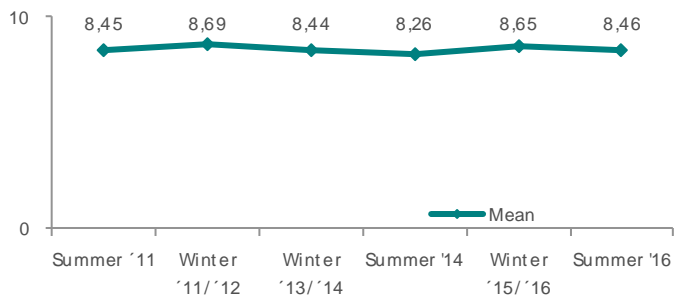
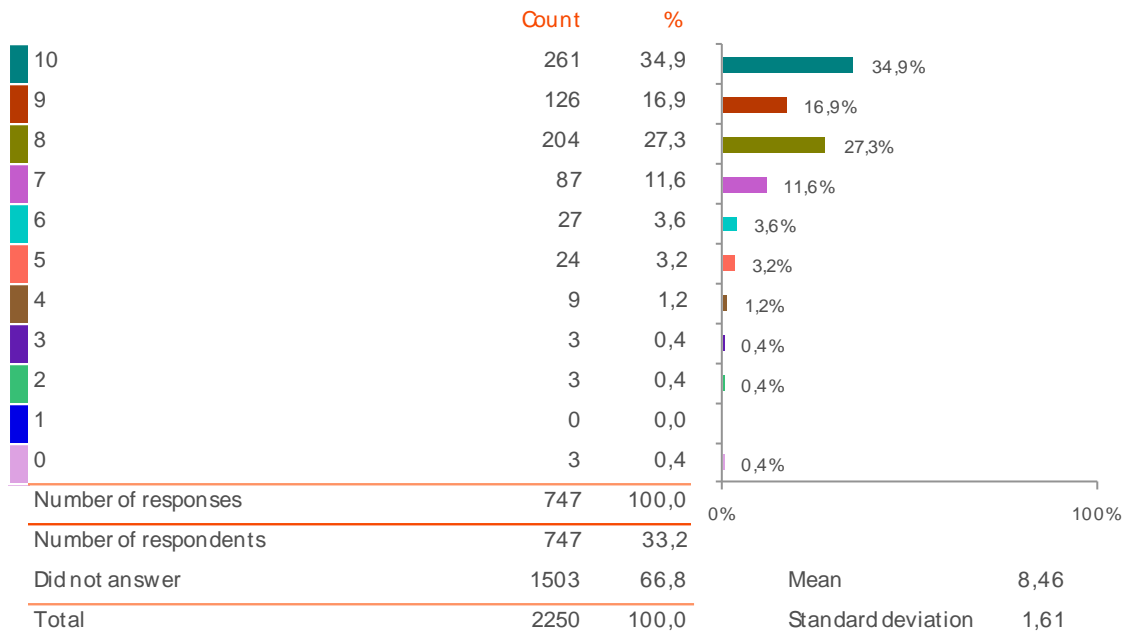
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

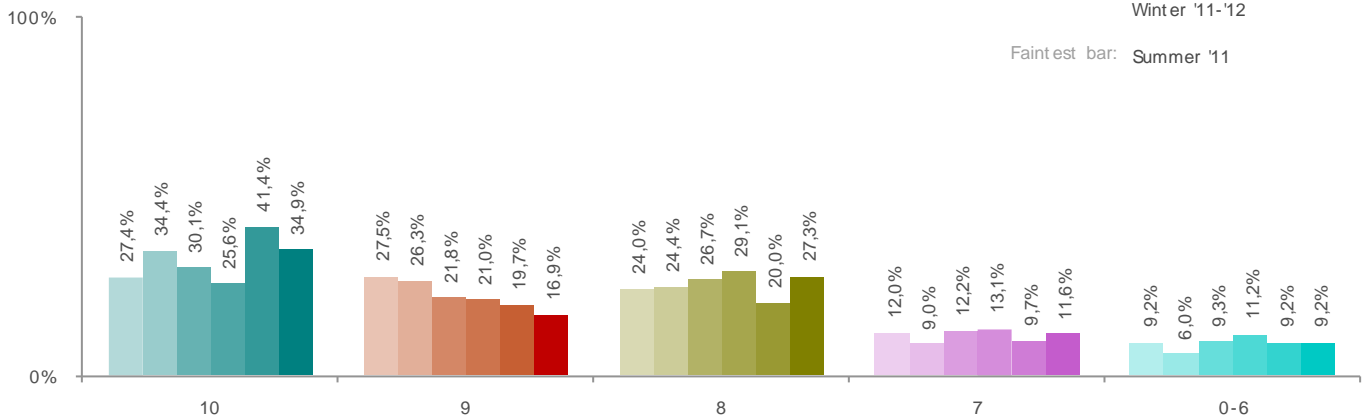
# SERVICE IN HEALTH-RELATED ACTIVITIES



Q.78. 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.



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



# SERVICE IN HEALTH-RELATED ACTIVITIES



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>747</b>	<b>34,9</b>	<b>16,9</b>	<b>27,3</b>	<b>11,6</b>	<b>9,2</b>		8,46
<b>Gender*</b>								
Male	330	25,5	20,0	30,9	11,8	11,8		8,20
Female	417	42,4	14,4	24,5	11,5	7,2		8,66
<b>Age*</b>								
24 years and younger	140	30,7	5,7	37,9	14,3	11,4		8,11
25-34 years	299	35,8	19,1	30,1	10,4	4,7		8,69
35-44 years	112	42,9	11,6	23,2	11,6	10,7		8,59
45-54 years	102	26,5	23,5	15,7	19,6	14,7		8,13
55 years and older	94	38,3	25,5	20,2	3,2	12,8		8,45
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	147	36,7	12,2	32,7	10,2	8,2		8,57
Student	159	32,1	5,7	34,0	17,0	11,3		8,09
Other professionals	114	28,9	15,8	26,3	13,2	15,8		8,08
Managerial	72	29,2	20,8	20,8	16,7	12,5		8,38
Teacher/ Medical care	66	45,5	13,6	22,7	9,1	9,1		8,73
Clerical/ Service	66	31,8	31,8	27,3	9,1	0,0		8,86
Retired/ Homemaker	33	54,5	18,2	9,1	9,1	9,1		8,45
Vocational/ Technical	12	0,0	25,0	50,0	0,0	25,0		7,75
Artist/ Musician/ Actor etc.	6	50,0	50,0	0,0	0,0	0,0		9,50
Other	66	40,9	31,8	22,7	4,5	0,0		9,09
<b>Household income</b>								
High	252	40,5	13,1	28,6	11,9	6,0		8,56
Average	285	37,9	18,9	18,9	10,5	13,7		8,47
Low	147	24,5	22,4	38,8	8,2	6,1		8,45
<b>Market area*</b>								
Central/ Southern Europe	378	22,2	19,8	31,0	16,7	10,3		8,18
North America	234	53,8	12,8	21,8	2,6	9,0		8,86
Britain	57	31,6	21,1	36,8	5,3	5,3		8,63
Scandinavia	39	30,8	7,7	30,8	15,4	15,4		7,92
Asia	21	28,6	28,6	14,3	28,6	0,0		8,57
Other	18	83,3	0,0	0,0	16,7	0,0		9,50
<b>Educational level*</b>								
Finished high school or less	96	6,3	18,8	43,8	15,6	15,6		7,56
Bachelor's degree or equivalent	369	39,8	17,9	22,0	11,4	8,9		8,63
Master's/ Ph.D. or equivalent	279	37,6	15,1	29,0	10,8	7,5		8,53

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

# SERVICE IN HEALTH-RELATED ACTIVITIES



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>747</b>	<b>34,9</b>	<b>16,9</b>	<b>27,3</b>	<b>11,6</b>	<b>9,2</b>	8,46
<b>Nationality*</b>							
American	177	62,7	10,2	15,3	0,0	11,9	8,93
German	60	20,0	15,0	25,0	30,0	10,0	7,85
Canadian	60	35,0	20,0	30,0	10,0	5,0	8,50
French	39	0,0	7,7	69,2	7,7	15,4	7,38
Italian	114	21,1	31,6	26,3	13,2	7,9	8,42
British	51	41,2	11,8	35,3	5,9	5,9	8,71
Spanish	30	10,0	20,0	20,0	20,0	30,0	7,60
Dutch	27	0,0	22,2	33,3	33,3	11,1	7,67
Swedish	21	28,6	28,6	28,6	0,0	14,3	8,57
Swiss	15	20,0	20,0	40,0	0,0	20,0	8,00
Norwegian	6	50,0	0,0	0,0	50,0	0,0	8,50
Austrian	9	33,3	0,0	33,3	0,0	33,3	7,67
Other	138	39,1	15,2	28,3	17,4	0,0	8,76
<b>Transportation</b>							
Airline	741	35,2	16,6	27,1	11,7	9,3	8,46
M/ SNorröna	6	0,0	50,0	50,0	0,0	0,0	8,50
<b>Type of trip*</b>							
Package tour	99	27,3	21,2	27,3	6,1	18,2	8,03
Individually-arranged tour	606	36,1	17,3	26,7	11,9	7,9	8,54
Business-arranged tour	6	50,0	0,0	50,0	0,0	0,0	9,00
<b>Purpose of visit*</b>							
Vacation/ holiday	687	34,5	17,9	27,9	10,9	8,7	8,48
Event in Iceland (leisure related)	48	37,5	18,8	18,8	6,3	18,8	8,31
Visiting friends/ relatives	27	33,3	22,2	33,3	11,1	0,0	8,78
Education and training	15	40,0	20,0	0,0	40,0	0,0	8,60
Conference/ large meeting	6	50,0	0,0	0,0	50,0	0,0	8,50
Business/ small meeting	12	0,0	50,0	25,0	25,0	0,0	8,25
Other	60	45,0	15,0	10,0	25,0	5,0	8,60

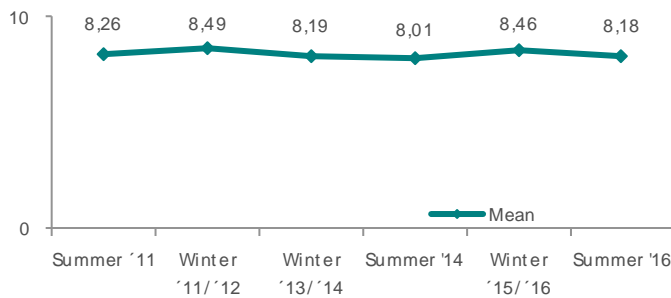
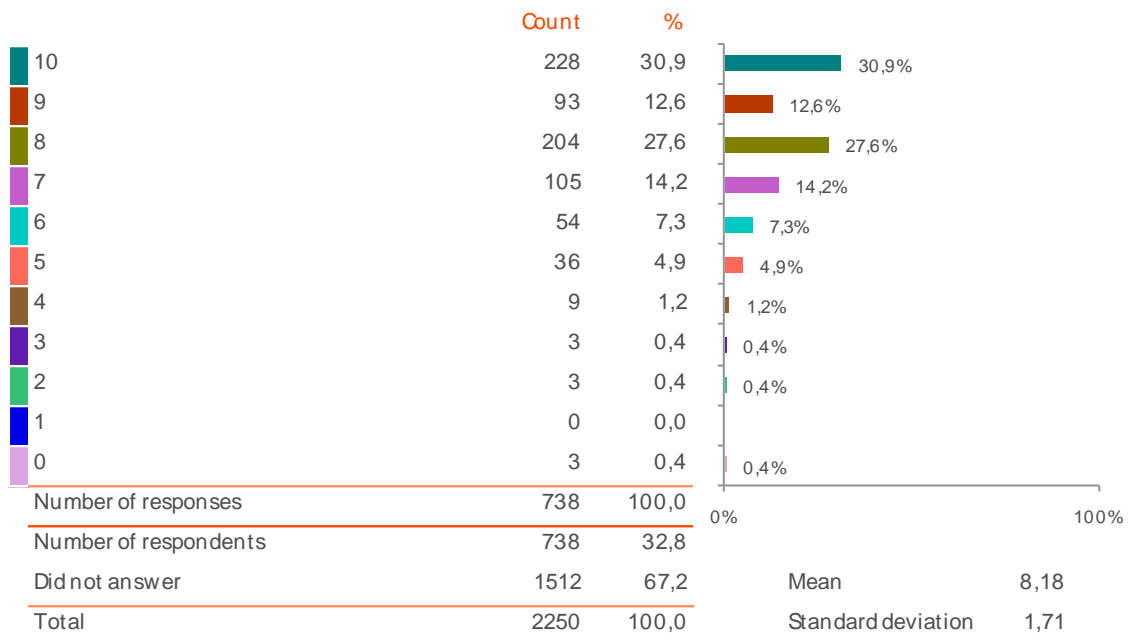
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

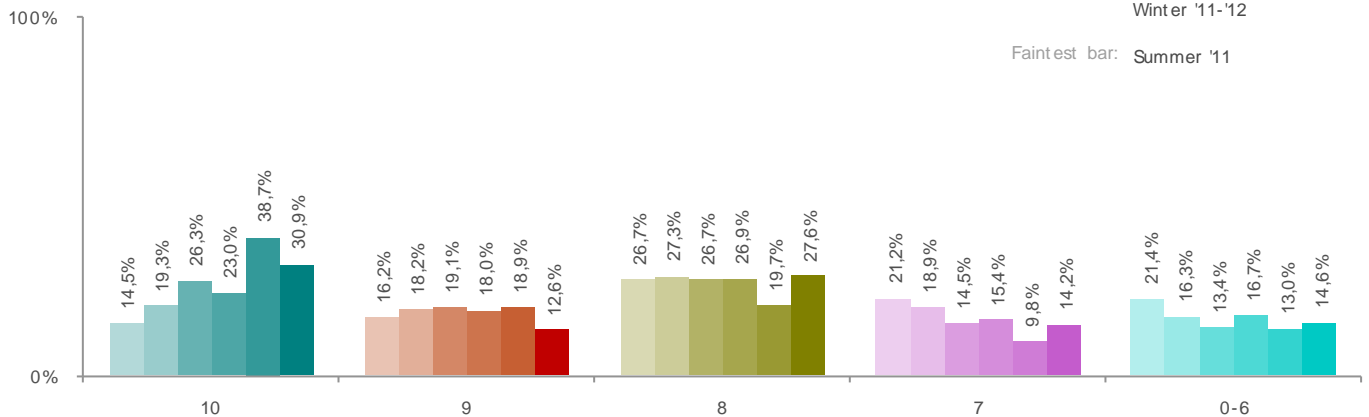
# VARIETY OF HEALTH-RELATED ACTIVITES



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



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





# VARIETY OF HEALTH-RELATED ACTIVITIES



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>738</b>	<b>30,9</b>	<b>12,6</b>	<b>27,6</b>	<b>14,2</b>	<b>14,6</b>		8,18
<b>Gender*</b>								
Male	327	22,0	15,6	32,1	12,8	17,4		7,94
Female	411	38,0	10,2	24,1	15,3	12,4		8,37
<b>Age</b>								
24 years and younger	139	28,8	4,3	40,3	9,4	17,3		7,99
25-34 years	297	32,7	11,4	24,9	18,9	12,1		8,27
35-44 years	112	36,6	13,4	18,8	17,0	14,3		8,33
45-54 years	93	21,5	15,1	26,9	15,1	21,5		7,87
55 years and older	94	31,9	22,3	29,8	3,2	12,8		8,29
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	147	34,7	12,2	28,6	12,2	12,2		8,41
Student	162	27,8	7,4	31,5	14,8	18,5		7,89
Other professionals	114	28,9	5,3	26,3	18,4	21,1		7,79
Managerial	66	18,2	9,1	27,3	22,7	22,7		7,77
Teacher/ Medical care	63	42,9	19,0	19,0	14,3	4,8		8,76
Clerical/ Service	63	23,8	23,8	28,6	14,3	9,5		8,38
Retired/ Homemaker	30	40,0	30,0	10,0	10,0	10,0		8,20
Vocational/ Technical	15	0,0	0,0	40,0	20,0	40,0		7,00
Artist/ Musician/ Actor etc.	6	50,0	0,0	50,0	0,0	0,0		9,00
Other	63	38,1	19,0	33,3	4,8	4,8		8,76
<b>Household income</b>								
High	252	33,3	8,3	29,8	11,9	16,7		8,13
Average	282	34,0	16,0	20,2	17,0	12,8		8,32
Low	147	24,5	16,3	34,7	12,2	12,2		8,20
<b>Market area*</b>								
Central/ Southern Europe	378	21,4	11,9	29,4	21,4	15,9		7,93
North America	234	46,2	11,5	25,6	5,1	11,5		8,60
Britain	57	31,6	15,8	36,8	0,0	15,8		8,37
Scandinavia	33	18,2	9,1	36,4	18,2	18,2		7,45
Asia	21	28,6	28,6	0,0	28,6	14,3		8,29
Other	15	60,0	20,0	0,0	0,0	20,0		8,80
<b>Educational level*</b>								
Finished high school or less	90	3,3	13,3	46,7	6,7	30,0		7,20
Bachelor's degree or equivalent	372	37,1	12,9	26,6	13,7	9,7		8,47
Master's/ Ph.D. or equivalent	270	30,0	12,2	23,3	17,8	16,7		8,08

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

# VARIETY OF HEALTH-RELATED ACTIVITIES



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>738</b>	<b>30,9</b>	<b>12,6</b>	<b>27,6</b>	<b>14,2</b>	<b>14,6</b>		<b>8,18</b>
<b>Nationality*</b>								
American	174	53,4	8,6	20,7	3,4	13,8		8,64
German	60	20,0	5,0	35,0	20,0	20,0		7,70
Canadian	63	28,6	14,3	38,1	9,5	9,5		8,24
French	39	0,0	0,0	46,2	30,8	23,1		6,92
Italian	108	16,7	25,0	25,0	22,2	11,1		8,11
British	51	41,2	11,8	35,3	0,0	11,8		8,65
Spanish	33	18,2	9,1	27,3	18,2	27,3		7,64
Dutch	27	0,0	11,1	33,3	44,4	11,1		7,44
Swedish	18	16,7	16,7	33,3	0,0	33,3		7,50
Swiss	15	20,0	20,0	40,0	0,0	20,0		8,20
Norwegian	<5							
Austrian	9	33,3	0,0	33,3	0,0	33,3		7,67
Other	138	34,8	15,2	19,6	19,6	10,9		8,39
<b>Transportation</b>								
Airline	732	31,1	12,3	27,9	13,9	14,8		8,18
M/ SNorröna	6	0,0	50,0	0,0	50,0	0,0		8,00
<b>Type of trip*</b>								
Package tour	96	18,8	15,6	34,4	18,8	12,5		7,81
Individually-arranged tour	600	33,0	12,5	27,0	13,0	14,5		8,26
Business-arranged tour	6	50,0	0,0	50,0	0,0	0,0		9,00
<b>Purpose of visit*</b>								
Vacation/ holiday	675	30,7	12,4	28,9	14,2	13,8		8,20
Event in Iceland (leisure related)	48	37,5	18,8	12,5	12,5	18,8		8,25
Visiting friends/ relatives	27	33,3	0,0	44,4	11,1	11,1		8,33
Education and training	18	16,7	33,3	16,7	33,3	0,0		8,33
Conference/ large meeting	<5							
Business/ small meeting	15	0,0	40,0	40,0	20,0	0,0		8,20
Other	60	40,0	20,0	10,0	15,0	15,0		8,35

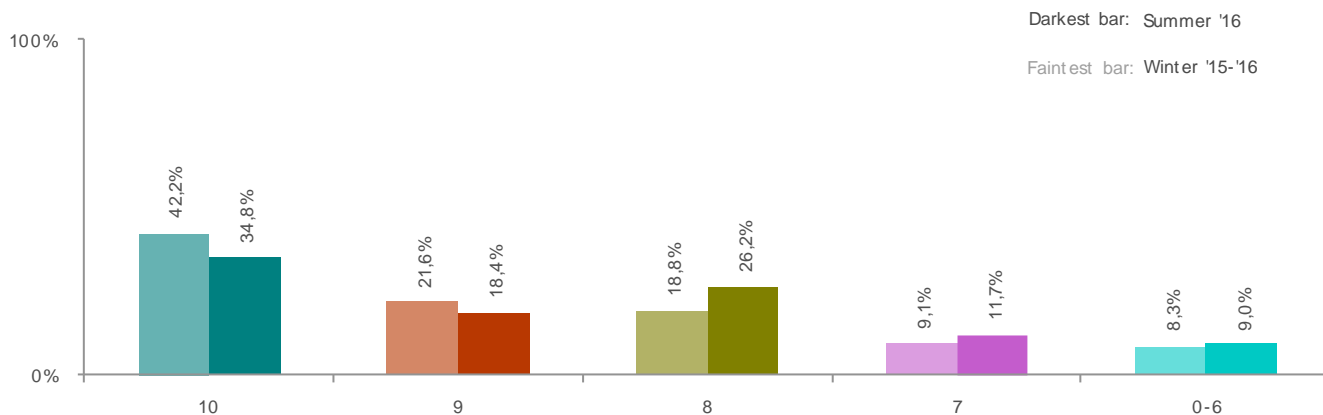
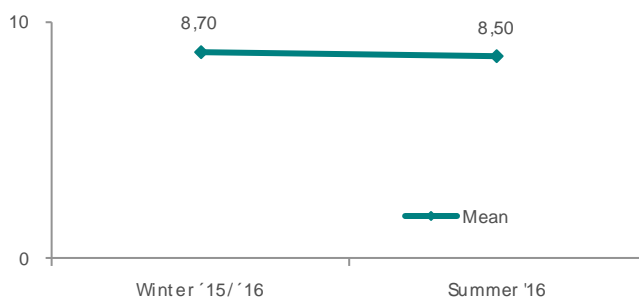
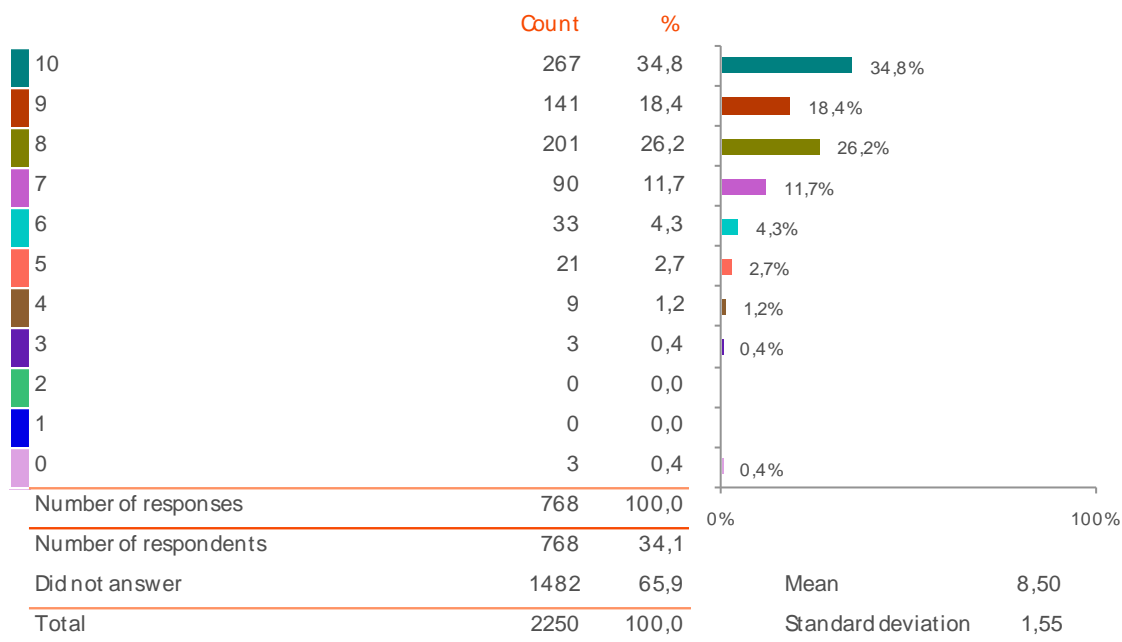
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# OVERALL QUALITY OF HEALTH-RELATED ACTIVITIES



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



# OVERALL QUALITY OF HEALTH-RELATED ACTIVITIES



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

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>768</b>	<b>34,8</b>	<b>18,4</b>	<b>26,2</b>	<b>11,7</b>	<b>9,0</b>		<b>8,50</b>
<b>Gender*</b>								
Male	333	26,1	20,7	29,7	9,9	13,5		8,23
Female	435	41,4	16,6	23,4	13,1	5,5		8,70
<b>Age*</b>								
24 years and younger	145	31,7	14,5	31,0	11,0	11,7		8,32
25-34 years	303	37,0	17,5	27,4	11,9	6,3		8,65
35-44 years	118	37,3	19,5	22,0	16,1	5,1		8,65
45-54 years	102	22,5	20,6	26,5	12,7	17,6		8,03
55 years and older	100	42,0	23,0	20,0	6,0	9,0		8,56
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	147	38,8	10,2	32,7	10,2	8,2		8,59
Student	168	32,1	14,3	25,0	14,3	14,3		8,23
Other professionals	114	26,3	13,2	34,2	13,2	13,2		8,08
Managerial	69	30,4	17,4	30,4	13,0	8,7		8,48
Teacher/ Medical care	66	36,4	27,3	9,1	13,6	13,6		8,55
Clerical/ Service	72	33,3	29,2	25,0	12,5	0,0		8,83
Retired/ Homemaker	36	50,0	33,3	8,3	0,0	8,3		8,67
Vocational/ Technical	15	0,0	20,0	40,0	40,0	0,0		7,80
Artist/ Musician/ Actor etc.	6	100,0	0,0	0,0	0,0	0,0		10,00
Other	66	40,9	27,3	27,3	4,5	0,0		9,05
<b>Household income</b>								
High	258	37,2	16,3	27,9	9,3	9,3		8,51
Average	294	34,7	20,4	23,5	13,3	8,2		8,53
Low	147	30,6	20,4	28,6	12,2	8,2		8,47
<b>Market area*</b>								
Central/ Southern Europe	390	23,1	20,8	32,3	14,6	9,2		8,28
North America	240	53,8	12,5	21,3	3,8	8,8		8,85
Britain	57	31,6	26,3	31,6	5,3	5,3		8,68
Scandinavia	39	15,4	23,1	15,4	23,1	23,1		7,69
Asia	21	28,6	28,6	0,0	42,9	0,0		8,43
Other	21	85,7	0,0	0,0	14,3	0,0		9,57
<b>Educational level*</b>								
Finished high school or less	102	5,9	20,6	50,0	8,8	14,7		7,76
Bachelor's degree or equivalent	384	42,2	19,5	15,6	14,1	8,6		8,67
Master's/ Ph.D. or equivalent	276	33,7	16,3	32,6	9,8	7,6		8,49

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

# OVERALL QUALITY OF HEALTH-RELATED ACTIVITIES



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

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>768</b>	<b>34,8</b>	<b>18,4</b>	<b>26,2</b>	<b>11,7</b>	<b>9,0</b>	8,50
<b>Nationality*</b>							
American	180	61,7	11,7	15,0	0,0	11,7	8,93
German	63	23,8	14,3	42,9	9,5	9,5	8,19
Canadian	63	33,3	19,0	28,6	14,3	4,8	8,52
French	39	7,7	0,0	61,5	15,4	15,4	7,46
Italian	117	23,1	38,5	15,4	17,9	5,1	8,56
British	51	41,2	17,6	35,3	0,0	5,9	8,82
Spanish	30	20,0	10,0	30,0	20,0	20,0	7,90
Dutch	27	0,0	11,1	55,6	22,2	11,1	7,67
Swedish	21	14,3	14,3	28,6	14,3	28,6	7,71
Swiss	15	20,0	40,0	20,0	0,0	20,0	8,20
Norwegian	9	33,3	0,0	0,0	66,7	0,0	8,00
Austrian	9	0,0	33,3	33,3	0,0	33,3	7,33
Other	144	37,5	18,8	22,9	18,8	2,1	8,71
<b>Transportation</b>							
Airline	759	35,2	17,8	26,5	11,5	9,1	8,50
M/ SNorröna	9	0,0	66,7	0,0	33,3	0,0	8,33
<b>Type of trip*</b>							
Package tour	99	39,4	18,2	27,3	6,1	9,1	8,45
Individually-arranged tour	627	34,4	18,7	25,8	12,4	8,6	8,52
Business-arranged tour	6	50,0	0,0	50,0	0,0	0,0	9,00
<b>Purpose of visit*</b>							
Vacation/ holiday	705	34,0	19,6	26,8	11,1	8,5	8,51
Event in Iceland (leisure related)	48	37,5	25,0	6,3	12,5	18,8	8,38
Visiting friends/ relatives	27	33,3	11,1	33,3	11,1	11,1	8,44
Education and training	15	40,0	0,0	20,0	40,0	0,0	8,40
Conference/ large meeting	6	50,0	0,0	0,0	50,0	0,0	8,50
Business/ small meeting	12	0,0	25,0	50,0	25,0	0,0	8,00
Other	63	47,6	9,5	14,3	23,8	4,8	8,62

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

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

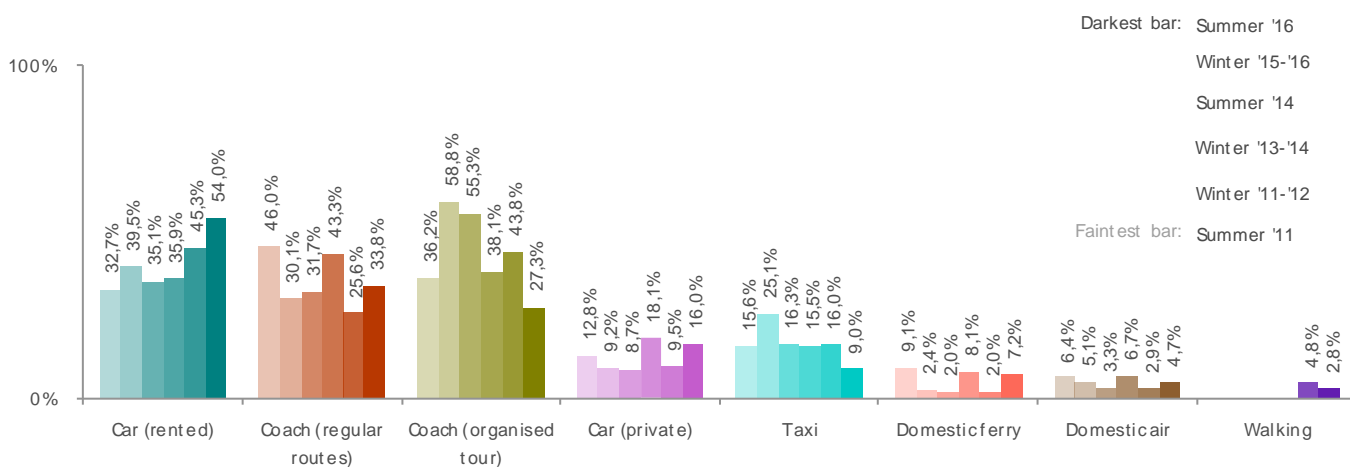
# MEANS OF TRANSPORT DURING STAY



## Q. 81. What means of transport did you use during your stay in Iceland?

	Count	%	%
	respondents	respondents	responses
Car (rented)	1041	54,0	33,8
Coach (regular routes)	651	33,8	21,2
Coach (organised tour)	525	27,3	17,1
Car (private)	309	16,0	10,0
Taxi	174	9,0	5,7
Domestic ferry	138	7,2	4,5
Domestic air	90	4,7	2,9
Walking	54	2,8	1,8
Bicycle	45	2,3	1,5
Camper van	33	1,7	1,1
By other means	18	0,9	0,6
Number of responses*	3078	159,8	100,0
Number of respondents	1926	85,6	
Did not answer	324	14,4	
Total	2250	100,0	

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





## Q. 8 1. What means of transport did you use during your stay in Iceland?

	Number of answers	Car (rented)	Coach (regular routes)	Coach (organised tour)	Car (private)	Taxi	By other means
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	792	56,4	32,6	25,0	13,3	11,0	17,4
Female	1131	52,3	34,7	28,9	18,0	7,7	17,2
<b>Age</b>							
24 years and younger	317	51,1	<b>42,0</b>	26,2	16,7	7,9	16,1
25-34 years	643	59,9	34,8	27,1	15,9	7,6	13,8
35-44 years	325	<b>60,3</b>	36,0	<b>22,8</b>	<b>6,8</b>	13,2	<b>25,2</b>
45-54 years	310	49,0	31,0	27,7	17,7	5,5	<b>11,6</b>
55 years and older	316	<b>45,3</b>	<b>25,6</b>	<b>33,2</b>	<b>21,5</b>	11,7	21,8
<b>What is your profession?</b>							
Professionals (dr./lawyer/account. etc.)	396	51,5	32,6	<b>34,1</b>	15,2	<b>12,9</b>	15,2
Student	372	50,0	42,7	24,2	20,2	7,3	14,5
Other professionals	225	57,3	34,7	32,0	12,0	6,7	16,0
Managerial	177	59,3	27,1	28,8	16,9	11,9	22,0
Teacher/ Medical care	189	57,1	33,3	22,2	12,7	7,9	19,0
Clerical/ Service	159	<b>66,0</b>	<b>18,9</b>	17,0	<b>11,3</b>	3,8	15,1
Retired/ Homemaker	123	<b>46,3</b>	34,1	26,8	<b>24,4</b>	9,8	<b>12,2</b>
Vocational/ Technical	63	52,4	<b>42,9</b>	23,8	19,0	9,5	23,8
Artist/ Musician/ Actor etc.	18	50,0	33,3	<b>0,0</b>	16,7	<b>0,0</b>	16,7
Other	171	50,9	35,1	26,3	15,8	12,3	<b>24,6</b>
<b>Household income</b>							
High	681	<b>50,2</b>	33,5	28,6	20,3	12,3	18,1
Average	693	52,8	36,4	28,1	14,7	9,1	14,3
Low	381	<b>62,2</b>	30,7	22,8	13,4	5,5	21,3
<b>Market area</b>							
Central/ Southern Europe	927	<b>58,3</b>	32,0	<b>21,7</b>	20,4	2,9	16,2
North America	588	57,1	35,2	25,0	9,7	<b>19,9</b>	<b>19,9</b>
Britain	147	38,8	<b>51,0</b>	40,8	12,2	12,2	14,3
Scandinavia	120	<b>25,0</b>	30,0	50,0	<b>25,0</b>	7,5	17,5
Asia	42	42,9	<b>7,1</b>	<b>57,1</b>	<b>7,1</b>	<b>0,0</b>	<b>7,1</b>
Other	93	54,8	29,0	35,5	12,9	3,2	19,4
<b>Educational level</b>							
Finished high school or less	258	50,0	39,5	23,3	22,1	4,7	14,0
Bachelor's degree or equivalent	945	53,7	34,0	27,3	15,6	9,5	20,0
Master's/ Ph.D. or equivalent	696	56,5	30,6	28,0	14,7	10,3	14,7

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

# MEANS OF TRANSPORT DURING STAY



## Q. 8 1. What means of transport did you use during your stay in Iceland?

	Number of answers	Car (rented)	Coach (regular routes)	Coach (organised tour)	Car (private)	Taxi	By other means
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	426	54,9	31,7	26,8	10,6	19,7	15,5
German	219	46,6	35,6	31,5	26,0	<b>0,0</b>	11,0
Canadian	150	56,0	44,0	22,0	12,0	<b>20,0</b>	32,0
French	156	55,8	32,7	25,0	11,5	1,9	19,2
Italian	159	<b>81,1</b>	17,0	9,4	<b>7,5</b>	<b>0,0</b>	11,3
British	117	30,8	56,4	51,3	10,3	15,4	15,4
Spanish	93	74,2	<b>16,1</b>	9,7	16,1	3,2	<b>9,7</b>
Dutch	63	71,4	19,0	19,0	23,8	<b>0,0</b>	14,3
Swedish	51	<b>17,6</b>	23,5	<b>64,7</b>	17,6	5,9	11,8
Swiss	33	72,7	36,4	<b>9,1</b>	9,1	<b>0,0</b>	<b>36,4</b>
Norwegian	30	30,0	50,0	20,0	20,0	10,0	10,0
Austrian	30	30,0	<b>80,0</b>	20,0	<b>30,0</b>	<b>0,0</b>	30,0
Other	399	51,1	34,6	31,6	22,6	7,5	20,3
<b>Transportation</b>							
Airline	1887	54,7	34,3	27,7	<b>14,8</b>	9,2	17,2
M/ SNorröna	39	23,1	<b>7,7</b>	<b>7,7</b>	<b>76,9</b>	<b>0,0</b>	<b>23,1</b>
<b>Type of trip+</b>							
Package tour	201	29,9	26,9	<b>58,2</b>	<b>11,9</b>	<b>7,5</b>	20,9
Individually-arranged tour	1602	<b>56,7</b>	34,1	24,7	16,5	9,2	17,8
Business-arranged tour	24	<b>12,5</b>	<b>37,5</b>	<b>62,5</b>	37,5	<b>37,5</b>	<b>12,5</b>
<b>Purpose of visit+</b>							
Vacation/ holiday	1755	56,6	32,8	26,3	15,4	8,0	16,6
Event in Iceland (leisure related)	117	51,3	35,9	43,6	20,5	17,9	20,5
Visiting friends/ relatives	93	41,9	38,7	<b>22,6</b>	41,9	19,4	<b>12,9</b>
Education and training	39	46,2	46,2	30,8	23,1	23,1	38,5
Conference/ large meeting	24	<b>12,5</b>	<b>50,0</b>	50,0	25,0	37,5	37,5
Business/ small meeting	24	<b>12,5</b>	<b>12,5</b>	50,0	50,0	<b>50,0</b>	25,0
Other	15	<b>60,0</b>	20,0	40,0	<b>60,0</b>	40,0	<b>60,0</b>

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

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

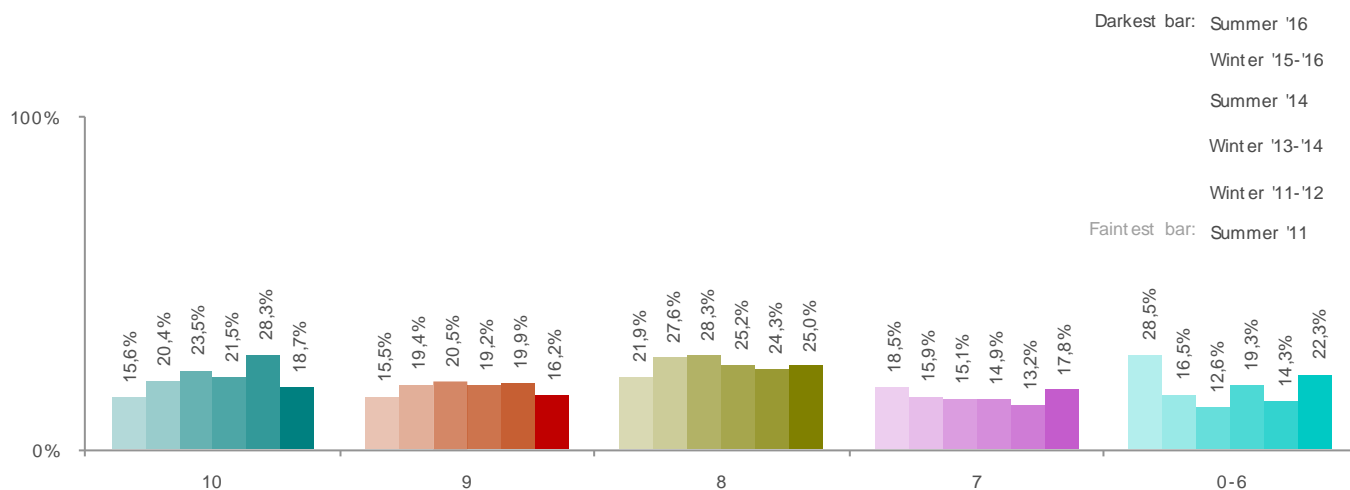
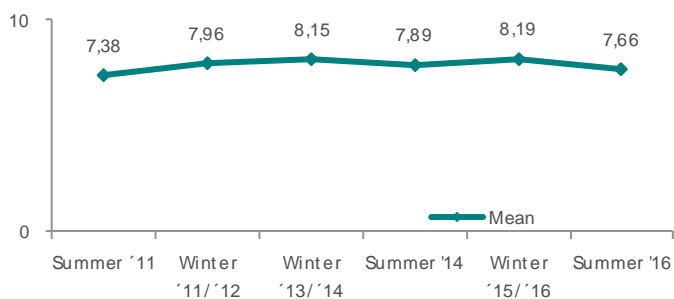
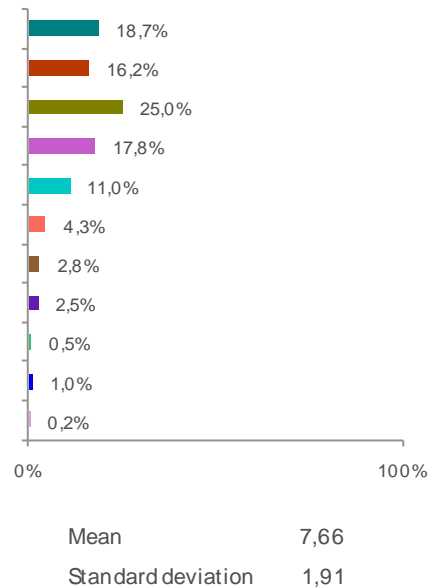


# ROAD CONDITIONS



Q.82. Please rate road conditions in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory

	Count	%
10	336	18,7
9	291	16,2
8	450	25,0
7	321	17,8
6	198	11,0
5	78	4,3
4	51	2,8
3	45	2,5
2	9	0,5
1	18	1,0
0	3	0,2
<hr/>		
Number of responses	1800	100,0
<hr/>		
Number of respondents	1800	80,0
<hr/>		
Did not answer	450	20,0
<hr/>		
Total	2250	100,0



# ROAD CONDITIONS



**Q.82. Please rate road conditions in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1800</b>	<b>18,7</b>	<b>16,2</b>	<b>25,0</b>	<b>17,8</b>	<b>22,3</b>		7,66
<b>Gender</b>								
Male	741	17,8	17,8	25,1	19,0	20,2		7,70
Female	1056	19,0	15,1	25,0	17,0	23,9		7,61
<b>Age*</b>								
24 years and younger	297	13,5	11,4	22,9	23,2	29,0		7,15
25-34 years	603	19,2	13,9	26,2	18,4	22,2		7,64
35-44 years	302	20,5	18,5	27,8	16,9	16,2		7,92
45-54 years	281	23,8	18,1	23,8	10,7	23,5		7,83
55 years and older	302	14,9	21,9	22,2	18,9	22,2		7,71
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	375	20,8	16,0	27,2	20,0	16,0		7,91
Student	345	15,7	12,2	22,6	22,6	27,0		7,35
Other professionals	204	30,9	10,3	19,1	14,7	25,0		7,87
Managerial	168	14,3	21,4	26,8	17,9	19,6		7,54
Teacher/ Medical care	168	10,7	23,2	32,1	10,7	23,2		7,57
Clerical/ Service	153	13,7	13,7	35,3	13,7	23,5		7,57
Retired/ Homemaker	120	15,0	15,0	30,0	20,0	20,0		7,70
Vocational/ Technical	63	14,3	23,8	19,0	19,0	23,8		7,52
Artist/ Musician/ Actor etc.	18	0,0	50,0	0,0	0,0	50,0		6,83
Other	162	27,8	14,8	16,7	20,4	20,4		7,81
<b>Household income*</b>								
High	633	20,4	15,6	29,9	16,6	17,5		7,83
Average	654	20,2	17,4	21,6	18,8	22,0		7,70
Low	363	16,5	14,0	23,1	16,5	29,8		7,38
<b>Market area*</b>								
Central/ Southern Europe	885	8,1	13,9	26,8	22,0	29,2		7,11
North America	558	31,7	18,8	23,1	12,9	13,4		8,30
Britain	132	27,3	11,4	29,5	13,6	18,2		7,98
Scandinavia	99	18,2	21,2	30,3	21,2	9,1		8,15
Asia	36	41,7	16,7	25,0	16,7	0,0		8,83
Other	81	22,2	22,2	7,4	11,1	37,0		7,63
<b>Educational level*</b>								
Finished high school or less	249	13,3	10,8	22,9	25,3	27,7		7,20
Bachelor's degree or equivalent	873	20,3	17,2	24,1	16,2	22,3		7,71
Master's/ Ph.D. or equivalent	657	18,3	16,4	27,4	17,8	20,1		7,74

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



**Q.82. Please rate road conditions in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory**

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1800</b>	<b>18,7</b>	<b>16,2</b>	<b>25,0</b>	<b>17,8</b>	<b>22,3</b>	7,66
<b>Nationality*</b>							
American	405	34,8	17,8	22,2	9,6	15,6	8,30
German	204	8,8	5,9	27,9	22,1	35,3	6,96
Canadian	141	34,0	21,3	19,1	19,1	6,4	8,55
French	150	4,0	10,0	24,0	28,0	34,0	6,62
Italian	159	5,7	17,0	30,2	22,6	24,5	7,32
British	102	26,5	14,7	29,4	14,7	14,7	8,12
Spanish	93	0,0	12,9	16,1	25,8	45,2	6,26
Dutch	63	0,0	23,8	38,1	23,8	14,3	7,62
Swedish	36	16,7	25,0	25,0	8,3	25,0	7,92
Swiss	30	0,0	20,0	50,0	10,0	20,0	7,40
Norwegian	27	22,2	11,1	44,4	22,2	0,0	8,33
Austrian	24	0,0	37,5	12,5	25,0	25,0	7,63
Other	366	20,5	18,0	23,0	16,4	22,1	7,73
<b>Transportation</b>							
Airline	1761	18,7	16,2	25,4	17,7	22,0	7,67
M/ SNorröna	39	15,4	15,4	7,7	23,1	38,5	7,15
<b>Type of trip*</b>							
Package tour	183	8,2	14,8	36,1	31,1	9,8	7,67
Individually-arranged tour	1503	19,6	16,4	23,8	16,2	24,2	7,65
Business-arranged tour	24	12,5	12,5	37,5	12,5	25,0	7,38
<b>Purpose of visit*</b>							
Vacation/ holiday	1638	18,5	16,1	25,3	18,1	22,0	7,69
Event in Iceland (leisure related)	105	31,4	14,3	25,7	11,4	17,1	8,17
Visiting friends/ relatives	81	14,8	18,5	22,2	7,4	37,0	7,00
Education and training	39	15,4	23,1	23,1	23,1	15,4	7,85
Conference/ large meeting	21	14,3	0,0	57,1	28,6	0,0	8,00
Business/ small meeting	21	0,0	28,6	14,3	28,6	28,6	7,00
Other	15	20,0	20,0	20,0	20,0	20,0	8,00

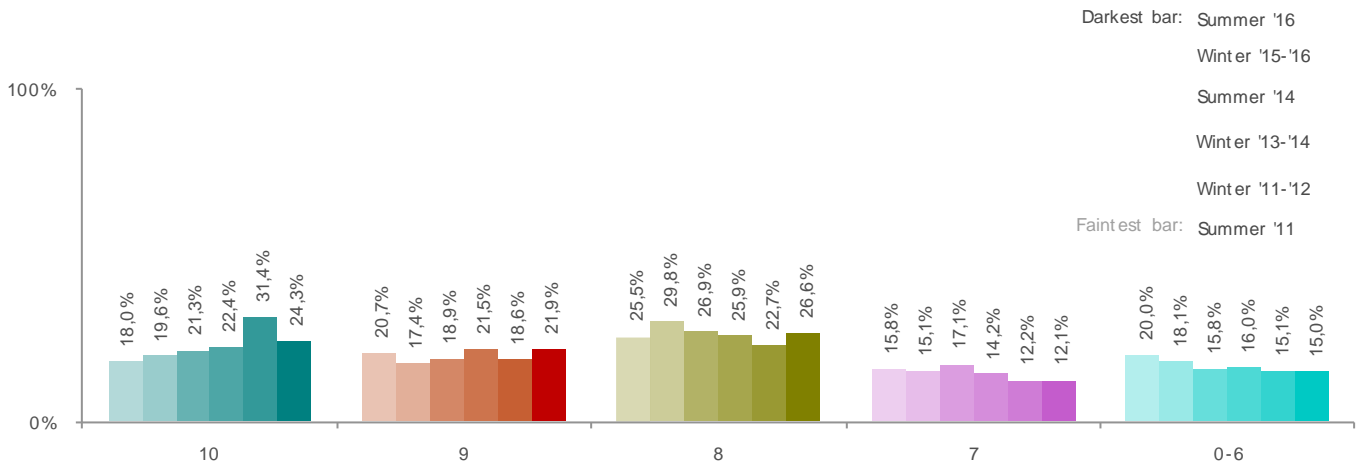
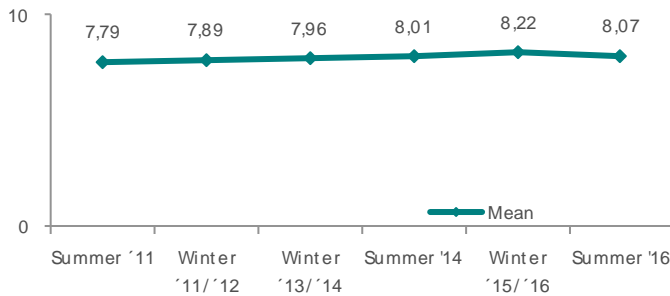
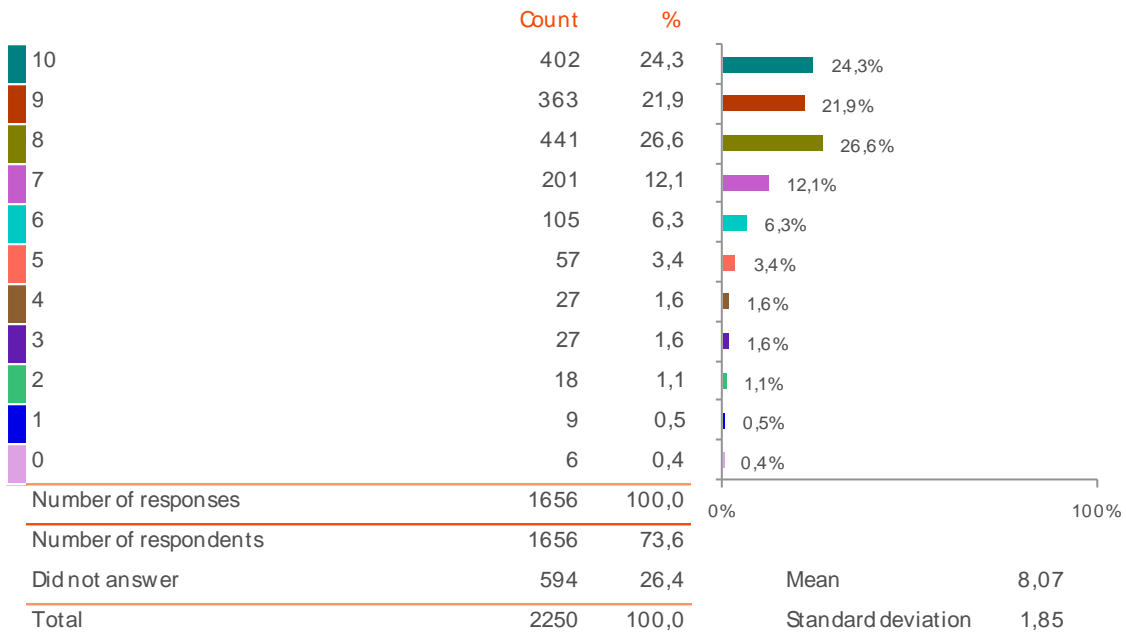
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



Q.83. 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.83. Please rate signposts (road names, road numbers) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1656</b>	<b>24,3</b>	<b>21,9</b>	<b>26,6</b>	<b>12,1</b>	<b>15,0</b>		8,07
<b>Gender*</b>								
Male	702	24,8	25,2	24,8	13,7	11,5		8,22
Female	951	24,0	19,2	28,1	11,0	17,7		7,97
<b>Age</b>								
24 years and younger	281	25,3	21,4	24,9	10,7	17,8		7,89
25-34 years	572	26,9	21,0	25,2	14,7	12,2		8,16
35-44 years	273	18,7	24,2	28,6	16,8	11,7		8,06
45-54 years	254	29,9	20,1	29,9	6,7	13,4		8,29
55 years and older	261	18,0	25,3	25,7	9,2	21,8		7,95
<b>What is your profession?</b>								
Professionals (dr./lawyer/account. etc.)	327	17,4	22,0	36,7	11,9	11,9		8,06
Student	330	25,5	20,0	25,5	13,6	15,5		7,97
Other professionals	189	31,7	22,2	17,5	15,9	12,7		8,32
Managerial	162	16,7	27,8	31,5	11,1	13,0		7,94
Teacher/ Medical care	153	23,5	13,7	33,3	9,8	19,6		7,76
Clerical/ Service	147	28,6	22,4	20,4	12,2	16,3		8,22
Retired/ Homemaker	99	15,2	21,2	30,3	9,1	24,2		7,85
Vocational/ Technical	60	30,0	30,0	10,0	5,0	25,0		8,05
Artist/ Musician/ Actor etc.	15	40,0	0,0	20,0	20,0	20,0		8,20
Other	150	32,0	22,0	20,0	14,0	12,0		8,30
<b>Household income</b>								
High	582	24,7	20,6	31,4	12,9	10,3		8,20
Average	576	23,4	24,5	22,9	12,0	17,2		8,04
Low	354	24,6	18,6	24,6	14,4	17,8		7,95
<b>Market area*</b>								
Central/ Southern Europe	858	19,6	23,1	24,8	14,3	18,2		7,83
North America	507	27,2	17,8	29,6	11,8	13,6		8,20
Britain	108	27,8	25,0	27,8	5,6	13,9		8,31
Scandinavia	75	20,0	36,0	28,0	8,0	8,0		8,48
Asia	33	27,3	36,4	27,3	0,0	9,1		8,55
Other	69	52,2	13,0	26,1	8,7	0,0		9,09
<b>Educational level*</b>								
Finished high school or less	240	17,5	22,5	22,5	18,8	18,8		7,64
Bachelor's degree or equivalent	798	28,9	20,7	26,3	10,5	13,5		8,21
Master's/ Ph.D. or equivalent	597	20,1	23,1	29,1	12,1	15,6		8,04

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

# SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



**Q.83. Please rate signposts (road names, road numbers) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1656</b>	<b>24,3</b>	<b>21,9</b>	<b>26,6</b>	<b>12,1</b>	<b>15,0</b>		8,07
<b>Nationality*</b>								
American	360	30,0	18,3	26,7	10,8	14,2		8,25
German	195	21,5	21,5	27,7	15,4	13,8		7,94
Canadian	132	27,3	15,9	31,8	18,2	6,8		8,30
French	147	22,4	12,2	26,5	14,3	24,5		7,65
Italian	153	19,6	29,4	21,6	9,8	19,6		7,98
British	78	23,1	26,9	30,8	3,8	15,4		8,27
Spanish	93	6,5	25,8	16,1	19,4	32,3		6,97
Dutch	63	0,0	23,8	61,9	4,8	9,5		7,95
Swedish	27	11,1	33,3	55,6	0,0	0,0		8,56
Swiss	30	10,0	20,0	40,0	10,0	20,0		7,50
Norwegian	18	33,3	16,7	16,7	0,0	33,3		7,67
Austrian	24	25,0	37,5	12,5	12,5	12,5		8,13
Other	336	33,0	25,0	19,6	12,5	9,8		8,42
<b>Transportation</b>								
Airline	1617	24,5	21,9	26,2	12,4	15,0		8,07
M/ SNorröna	39	15,4	23,1	46,2	0,0	15,4		8,15
<b>Type of trip*</b>								
Package tour	150	14,0	26,0	40,0	10,0	10,0		8,08
Individually-arranged tour	1404	25,0	22,2	25,6	12,0	15,2		8,09
Business-arranged tour	18	16,7	33,3	16,7	0,0	33,3		7,33
<b>Purpose of visit*</b>								
Vacation/ holiday	1515	24,0	22,2	27,1	11,9	14,9		8,09
Event in Iceland (leisure related)	93	22,6	25,8	29,0	9,7	12,9		8,35
Visiting friends/ relatives	69	34,8	8,7	21,7	13,0	21,7		8,00
Education and training	39	23,1	23,1	23,1	15,4	15,4		8,23
Conference/ large meeting	15	20,0	40,0	20,0	20,0	0,0		8,60
Business/ small meeting	15	0,0	40,0	20,0	20,0	20,0		7,20
Other	15	40,0	0,0	40,0	0,0	20,0		8,20

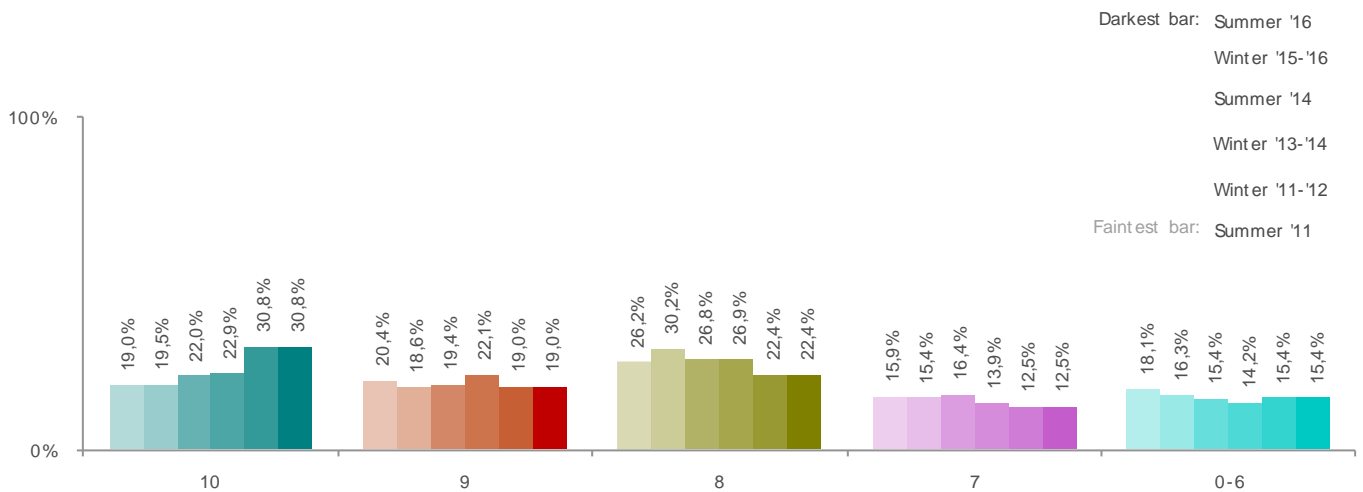
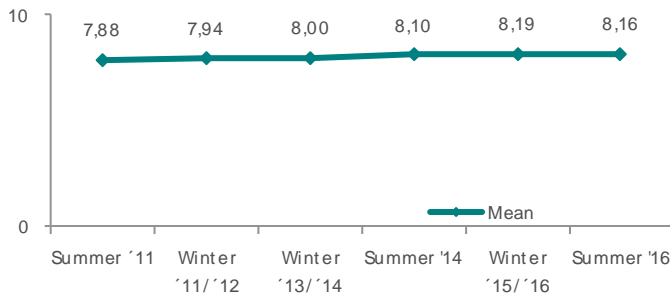
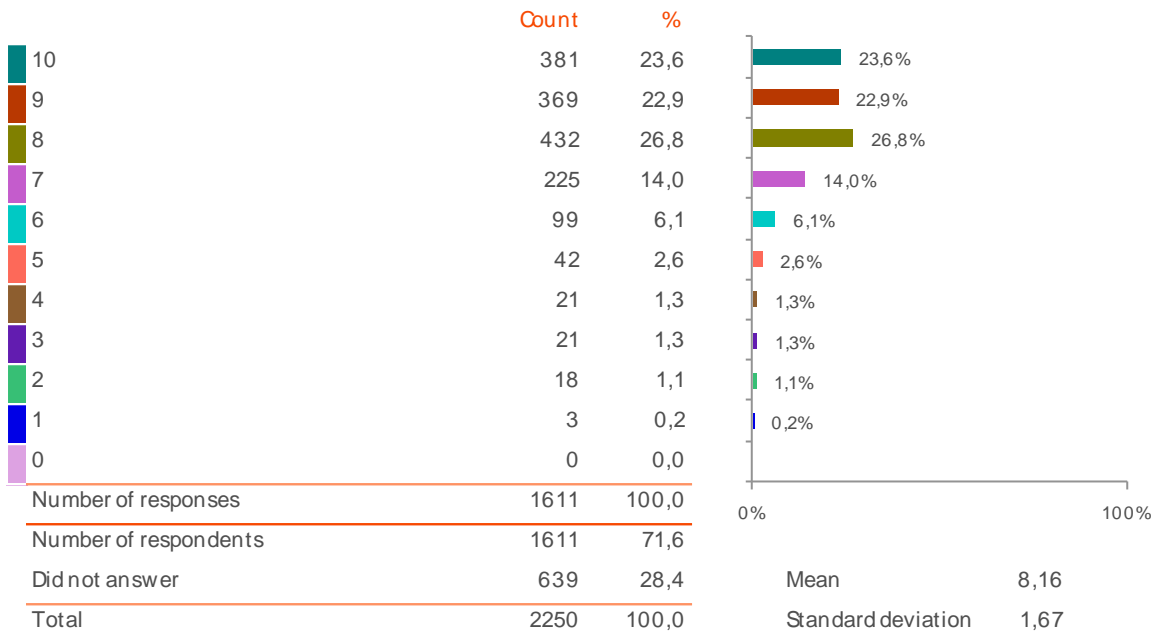
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# SIGNPOSTS (SERVICE SIGNS, WARNING NOTICES)



Q.84. 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 NOTICES)



Q.84. Please rate signposts (service signs, warning notices) in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1611</b>	<b>23,6</b>	<b>22,9</b>	<b>26,8</b>	<b>14,0</b>	<b>12,7</b>		8,16
<b>Gender*</b>								
Male	681	24,7	25,1	27,8	13,7	8,8		8,30
Female	927	23,0	21,4	25,9	14,2	15,5		8,06
<b>Age</b>								
24 years and younger	272	23,9	20,2	27,2	15,1	13,6		8,04
25-34 years	557	24,8	21,7	28,5	15,4	9,5		8,25
35-44 years	268	23,1	25,0	27,6	12,3	11,9		8,21
45-54 years	248	27,0	24,6	23,4	13,7	11,3		8,29
55 years and older	251	18,3	25,9	24,3	11,2	20,3		7,99
<b>What is your profession?</b>								
Professionals (dr./ lawyer/ account. etc.)	306	18,6	20,6	31,4	17,6	11,8		7,97
Student	318	24,5	22,6	25,5	17,0	10,4		8,21
Other professionals	189	31,7	27,0	14,3	15,9	11,1		8,40
Managerial	159	17,0	26,4	34,0	11,3	11,3		8,11
Teacher/ Medical care	153	23,5	21,6	33,3	5,9	15,7		8,10
Clerical/ Service	144	25,0	25,0	31,3	6,3	12,5		8,42
Retired/ Homemaker	99	15,2	24,2	21,2	15,2	24,2		7,85
Vocational/ Technical	60	25,0	20,0	25,0	15,0	15,0		7,95
Artist/ Musician/ Actor etc.	15	40,0	0,0	20,0	20,0	20,0		8,20
Other	144	31,3	16,7	25,0	16,7	10,4		8,27
<b>Household income</b>								
High	558	24,7	20,4	33,3	11,3	10,2		8,25
Average	570	24,7	26,3	20,0	14,2	14,7		8,18
Low	345	24,3	18,3	27,0	17,4	13,0		8,05
<b>Market area*</b>								
Central/ Southern Europe	837	17,9	25,4	25,1	16,8	14,7		7,95
North America	492	28,0	18,9	28,0	14,6	10,4		8,30
Britain	105	31,4	25,7	25,7	2,9	14,3		8,43
Scandinavia	72	16,7	29,2	37,5	4,2	12,5		8,29
Asia	30	40,0	20,0	40,0	0,0	0,0		9,00
Other	69	47,8	13,0	26,1	8,7	4,3		8,91
<b>Educational level*</b>								
Finished high school or less	231	20,8	15,6	28,6	18,2	16,9		7,81
Bachelor's degree or equivalent	780	26,2	24,2	24,2	14,2	11,2		8,26
Master's/ Ph.D. or equivalent	579	21,2	23,8	30,1	12,4	12,4		8,18















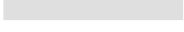

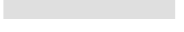
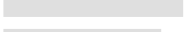



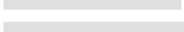
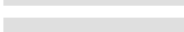



\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).



# SIGNPOSTS (SERVICE SIGNS, WARNING NOTICES)



Q.84. 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	Average
	Count	%	%	%	%	%	
<b>Total</b>	<b>1611</b>	<b>23,6</b>	<b>22,9</b>	<b>26,8</b>	<b>14,0</b>	<b>12,7</b>	 8,16
<b>Nationality*</b>							
American	345	30,4	19,1	25,2	13,0	12,2	 8,31
German	198	21,2	21,2	27,3	12,1	18,2	 7,80
Canadian	132	27,3	15,9	34,1	18,2	4,5	 8,43
French	141	19,1	17,0	36,2	14,9	12,8	 8,06
Italian	147	18,4	24,5	24,5	14,3	18,4	 7,98
British	72	25,0	29,2	25,0	0,0	20,8	 8,21
Spanish	93	12,9	25,8	19,4	22,6	19,4	 7,52
Dutch	60	0,0	25,0	45,0	25,0	5,0	 7,90
Swedish	24	0,0	37,5	50,0	12,5	0,0	 8,25
Swiss	30	10,0	20,0	40,0	10,0	20,0	 7,70
Norwegian	18	33,3	16,7	16,7	16,7	16,7	 8,33
Austrian	24	12,5	62,5	0,0	12,5	12,5	 8,13
Other	327	31,2	26,6	21,1	12,8	8,3	 8,50
<b>Transportation</b>							
Airline	1572	24,0	22,3	26,9	14,1	12,6	 8,16
M/ SNorröna	39	7,7	46,2	23,1	7,7	15,4	 8,15
<b>Type of trip*</b>							
Package tour	138	10,9	19,6	41,3	13,0	15,2	 7,85
Individually-arranged tour	1380	24,1	23,5	26,1	13,9	12,4	 8,18
Business-arranged tour	15	20,0	40,0	0,0	0,0	40,0	 7,20
<b>Purpose of visit*</b>							
Vacation/ holiday	1479	23,5	22,7	27,4	13,6	12,8	 8,16
Event in Iceland (leisure related)	93	22,6	25,8	25,8	9,7	16,1	 8,10
Visiting friends/ relatives	66	31,8	13,6	18,2	18,2	18,2	 8,05
Education and training	39	23,1	23,1	38,5	15,4	0,0	 8,54
Conference/ large meeting	12	25,0	25,0	25,0	25,0	0,0	 8,50
Business/ small meeting	15	0,0	40,0	20,0	20,0	20,0	 7,20
Other	15	20,0	40,0	0,0	0,0	40,0	 7,60

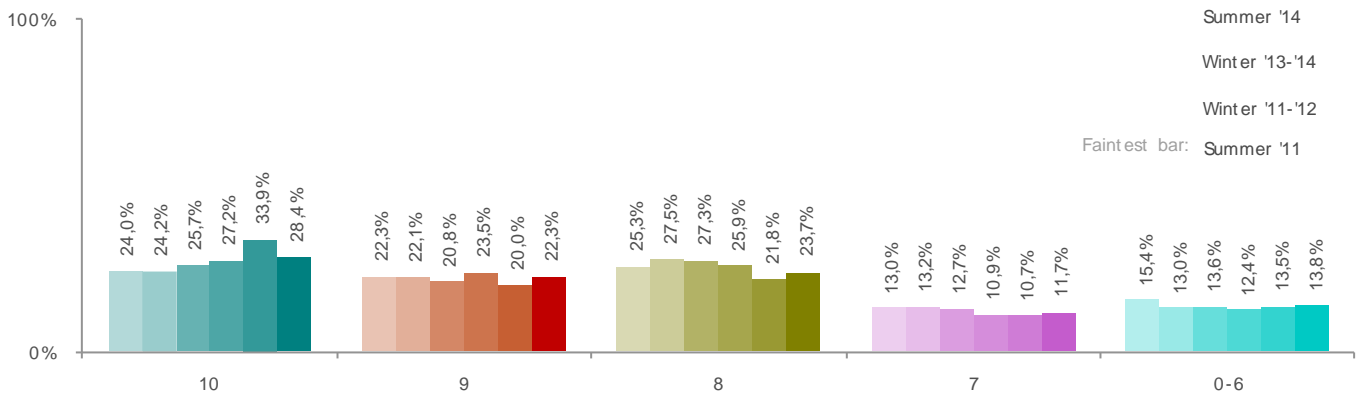
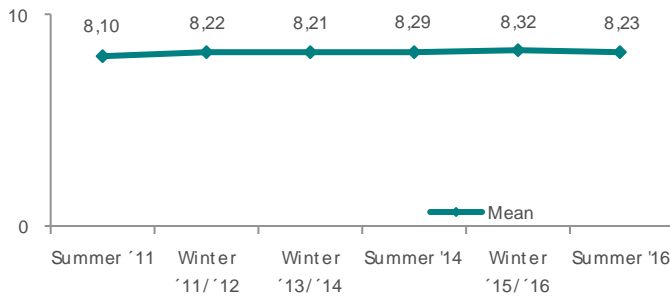
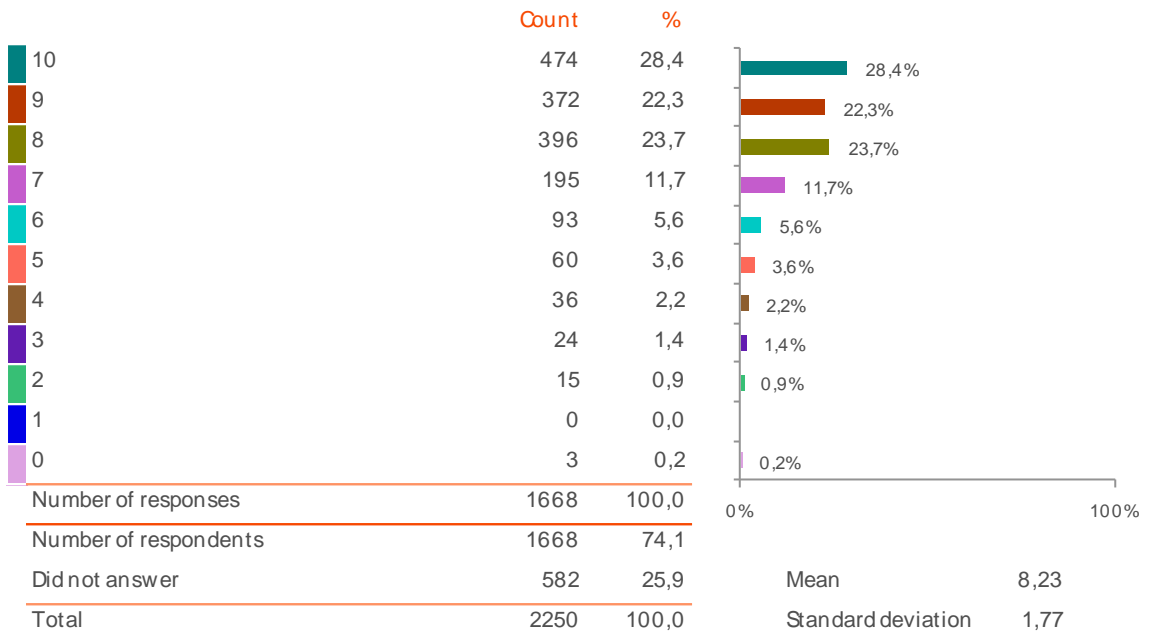
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# REST AREAS/VIEWPOINTS



Q.85. Please rate rest areas/viewpoints in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory



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

# REST AREAS/VIEWPOINTS



Q.85. Please rate rest areas/viewpoints in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1668</b>	<b>28,4</b>	<b>22,3</b>	<b>23,7</b>	<b>11,7</b>	<b>13,8</b>		8,23
<b>Gender</b>								
Male	693	26,8	27,3	22,9	11,3	11,7		8,32
Female	972	29,6	18,8	24,4	12,0	15,1		8,17
<b>Age*</b>								
24 years and younger	282	31,2	19,1	28,7	13,1	7,8		8,40
25-34 years	559	30,1	21,6	23,6	12,5	12,2		8,30
35-44 years	276	28,3	27,5	20,3	13,8	10,1		8,45
45-54 years	267	25,5	24,7	24,3	9,7	15,7		8,10
55 years and older	269	25,7	19,3	20,8	8,9	25,3		7,82
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	321	24,3	18,7	29,9	11,2	15,9		8,10
Student	333	32,4	21,6	28,8	9,9	7,2		8,55
Other professionals	195	40,0	20,0	12,3	13,8	13,8		8,43
Managerial	162	18,5	27,8	31,5	14,8	7,4		8,17
Teacher/ Medical care	156	23,1	28,8	23,1	9,6	15,4		8,15
Clerical/ Service	135	35,6	20,0	17,8	11,1	15,6		8,31
Retired/ Homemaker	105	17,1	22,9	17,1	14,3	28,6		7,46
Vocational/ Technical	60	25,0	15,0	25,0	20,0	15,0		7,80
Artist/ Musician/ Actor etc.	18	33,3	50,0	0,0	0,0	16,7		8,83
Other	156	30,8	23,1	19,2	11,5	15,4		8,27
<b>Household income</b>								
High	582	29,9	22,7	27,8	7,7	11,9		8,36
Average	606	29,7	24,8	15,3	14,4	15,8		8,20
Low	345	27,0	16,5	30,4	13,0	13,0		8,17
<b>Market area*</b>								
Central/ Southern Europe	855	23,5	22,5	24,6	13,7	15,8		8,04
North America	492	32,9	23,8	20,7	9,8	12,8		8,41
Britain	120	35,0	15,0	32,5	7,5	10,0		8,50
Scandinavia	84	28,6	25,0	35,7	3,6	7,1		8,61
Asia	36	33,3	16,7	8,3	33,3	8,3		8,33
Other	72	45,8	16,7	12,5	8,3	16,7		8,25
<b>Educational level</b>								
Finished high school or less	234	28,2	23,1	19,2	11,5	17,9		8,10
Bachelor's degree or equivalent	819	30,8	21,2	24,2	12,1	11,7		8,28
Master's/ Ph.D. or equivalent	594	25,3	23,2	24,7	11,6	15,2		8,20

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

# REST AREAS/VIEWPOINTS



**Q.85. Please rate rest areas/viewpoints in Iceland using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory**

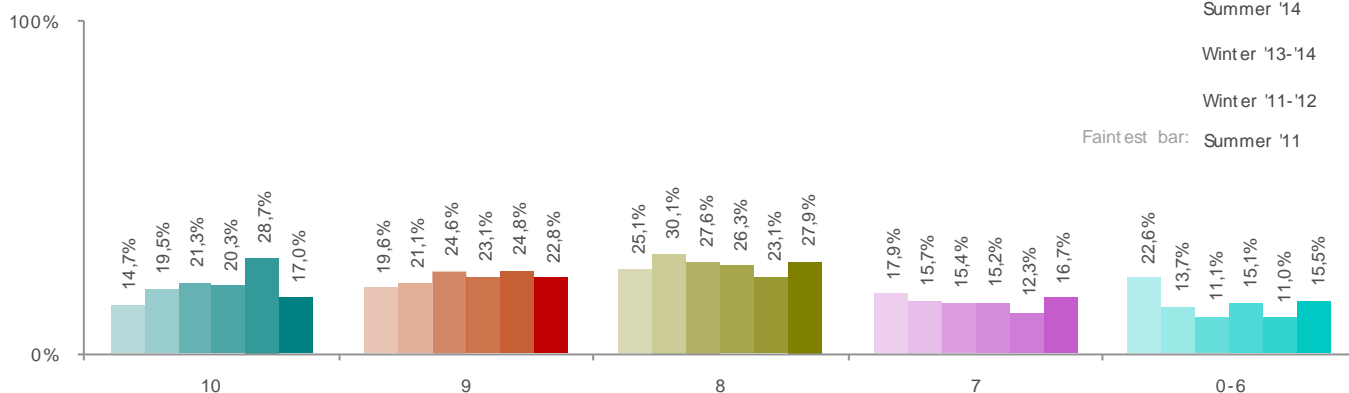
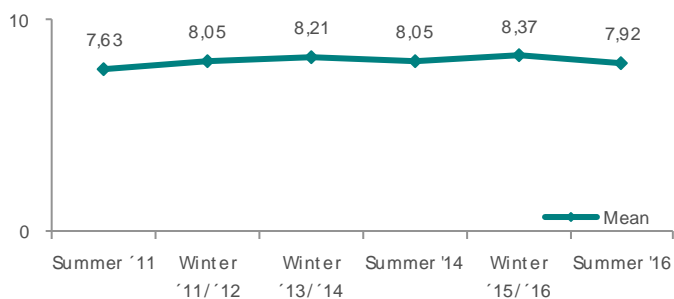
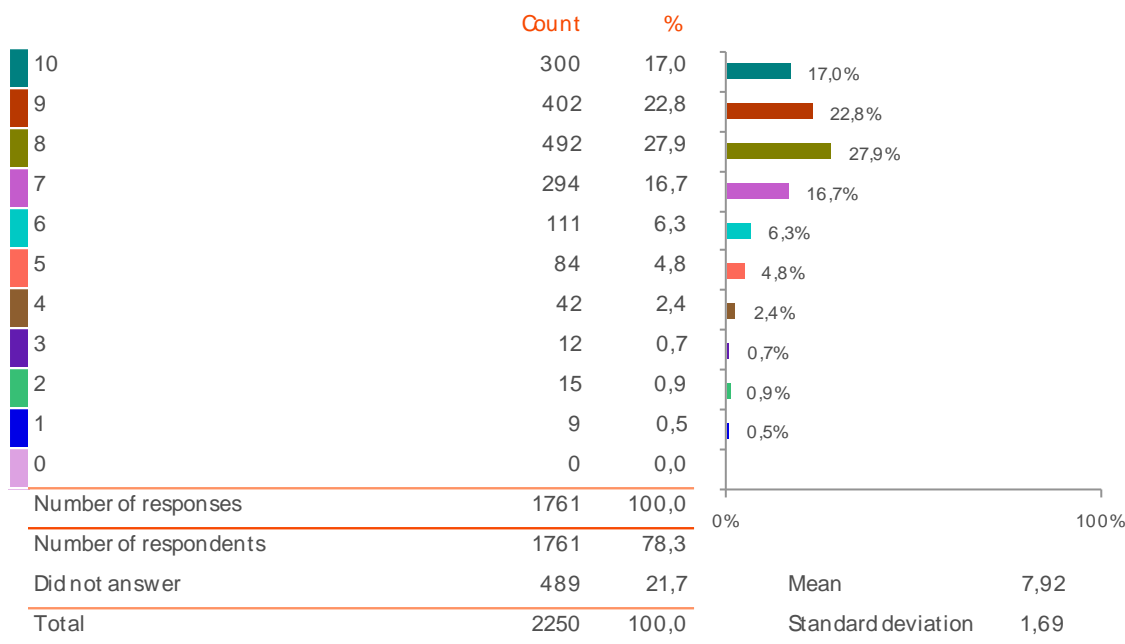
	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1668</b>	<b>28,4</b>	<b>22,3</b>	<b>23,7</b>	<b>11,7</b>	<b>13,8</b>		8,23
<b>Nationality*</b>								
American	345	34,8	24,3	18,3	7,8	14,8		8,41
German	345	14,8	17,4	7,0	3,5	14,8		7,88
Canadian	345	13,9	7,0	9,6	6,1	2,6		8,53
French	345	7,0	5,2	13,0	7,8	6,1		7,78
Italian	345	10,4	10,4	13,0	7,0	5,2		8,09
British	345	7,8	5,2	7,8	1,7	2,6		8,48
Spanish	345	7,0	6,1	5,2	5,2	3,5		8,23
Dutch	345	0,9	2,6	9,6	1,7	3,5		7,67
Swedish	345	1,7	1,7	5,2	0,0	0,0		8,60
Swiss	345	1,7	1,7	0,0	1,7	2,6		7,44
Norwegian	345	0,9	1,7	1,7	0,9	0,0		8,50
Austrian	345	3,5	1,7	1,7	0,9	0,0		9,00
Other	345	33,0	22,6	22,6	12,2	11,3		8,36
<b>Transportation</b>								
Airline	345	135,7	103,5	113,0	53,0	67,0		8,22
M/ SNorröna	345	1,7	4,3	1,7	3,5	0,0		8,38
<b>Type of trip*</b>								
Package tour	345	7,8	12,2	9,6	7,0	7,8		8,02
Individually-arranged tour	345	117,4	93,0	98,3	46,1	55,7		8,24
Business-arranged tour	345	1,7	1,7	0,0	0,0	1,7		8,00
<b>Purpose of visit*</b>								
Vacation/ holiday	345	125,2	102,6	104,3	49,6	61,7		8,26
Event in Iceland (leisure related)	345	6,1	8,7	9,6	4,3	0,9		8,50
Visiting friends/ relatives	345	9,6	3,5	3,5	4,3	1,7		8,38
Education and training	345	2,6	2,6	4,3	1,7	0,0		8,54
Conference/ large meeting	345	1,7	0,0	0,9	0,9	0,0		8,75
Business/ small meeting	345	0,0	1,7	1,7	1,7	0,9		7,57
Other	345	0,9	0,0	1,7	0,9	0,9		7,40

\* 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.86. Please rate the road system in Iceland general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory



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



**Q.86. Please rate the road system in Iceland general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1761</b>	<b>17,0</b>	<b>22,8</b>	<b>27,9</b>	<b>16,7</b>	<b>15,5</b>		7,92
<b>Gender</b>								
Male	738	16,7	23,2	30,5	15,0	14,6		7,96
Female	1020	17,1	22,6	26,2	17,9	16,2		7,88
<b>Age*</b>								
24 years and younger	297	14,5	17,2	32,3	12,5	23,6		7,65
25-34 years	589	18,5	21,9	27,7	19,5	12,4		7,96
35-44 years	292	16,1	27,1	27,4	20,5	8,9		8,10
45-54 years	278	23,7	20,5	23,4	13,7	18,7		7,95
55 years and older	290	11,0	28,6	28,3	15,2	16,9		7,87
<b>What is your profession?</b>								
Professionals (dr./ lawyer/ account. etc.)	351	14,5	21,4	34,2	16,2	13,7		7,93
Student	348	18,1	15,5	35,3	13,8	17,2		7,88
Other professionals	204	25,0	20,6	20,6	23,5	10,3		8,10
Managerial	168	14,3	21,4	26,8	19,6	17,9		7,64
Teacher/ Medical care	162	11,1	27,8	31,5	14,8	14,8		7,78
Clerical/ Service	147	16,3	32,7	16,3	14,3	20,4		7,94
Retired/ Homemaker	120	10,0	27,5	27,5	20,0	15,0		7,88
Vocational/ Technical	63	14,3	23,8	23,8	9,5	28,6		7,62
Artist/ Musician/ Actor etc.	18	0,0	66,7	0,0	16,7	16,7		8,17
Other	156	26,9	23,1	21,2	15,4	13,5		8,17
<b>Household income</b>								
High	624	17,8	22,6	31,7	16,3	11,5		8,04
Average	627	17,2	24,9	24,9	14,8	18,2		7,89
Low	360	16,7	20,0	25,8	20,0	17,5		7,79
<b>Market area*</b>								
Central/ Southern Europe	876	9,2	22,3	26,0	22,3	20,2		7,51
North America	540	23,9	24,4	30,6	10,0	11,1		8,32
Britain	132	27,3	18,2	34,1	6,8	13,6		8,25
Scandinavia	90	16,7	23,3	43,3	6,7	10,0		8,27
Asia	36	41,7	25,0	16,7	16,7	0,0		8,92
Other	78	30,8	23,1	11,5	26,9	7,7		8,35
<b>Educational level*</b>								
Finished high school or less	249	10,8	22,9	26,5	16,9	22,9		7,59
Bachelor's degree or equivalent	861	20,9	22,3	26,1	15,0	15,7		7,97
Master's/ Ph.D. or equivalent	630	14,3	23,3	31,0	19,0	12,4		7,97

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



**Q.86. Please rate the road system in Iceland general using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory**

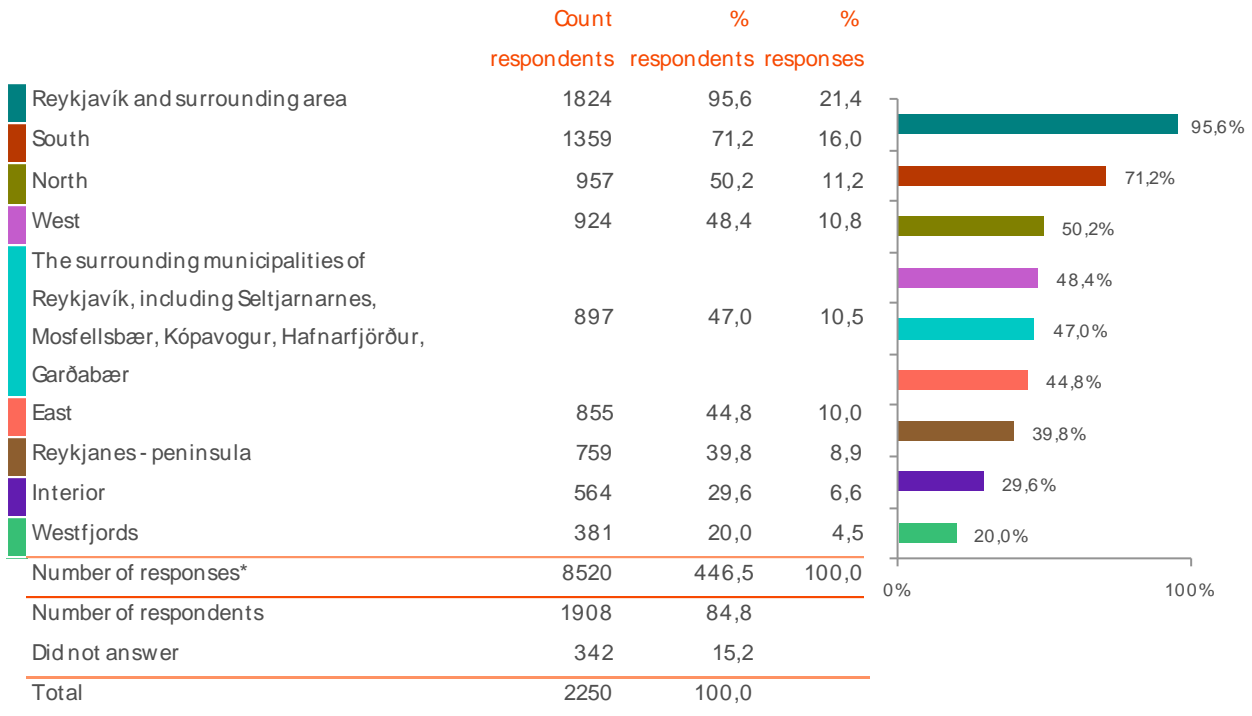
	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1761</b>	<b>17,0</b>	<b>22,8</b>	<b>27,9</b>	<b>16,7</b>	<b>15,5</b>		<b>7,92</b>
<b>Nationality*</b>								
American	387	25,6	24,8	26,4	10,1	13,2		8,29
German	207	8,7	21,7	29,0	23,2	17,4		7,65
Canadian	141	29,8	19,1	42,6	6,4	2,1		8,68
French	147	6,1	14,3	26,5	26,5	26,5		7,24
Italian	156	9,6	19,2	21,2	25,0	25,0		7,37
British	102	20,6	26,5	35,3	5,9	11,8		8,29
Spanish	93	0,0	19,4	19,4	19,4	41,9		6,39
Dutch	63	0,0	19,0	57,1	14,3	9,5		7,71
Swedish	30	10,0	20,0	40,0	20,0	10,0		8,00
Swiss	30	0,0	30,0	40,0	20,0	10,0		7,60
Norwegian	24	25,0	25,0	25,0	12,5	12,5		8,38
Austrian	27	0,0	44,4	33,3	22,2	0,0		8,22
Other	354	24,6	26,3	19,5	18,6	11,0		8,18
<b>Transportation</b>								
Airline	1722	17,1	23,0	28,0	16,2	15,7		7,92
M/ SNorröna	39	15,4	15,4	23,1	38,5	7,7		7,92
<b>Type of trip*</b>								
Package tour	177	6,8	18,6	39,0	25,4	10,2		7,75
Individually-arranged tour	1476	17,1	24,4	26,2	16,3	16,1		7,92
Business-arranged tour	18	0,0	16,7	33,3	0,0	50,0		6,67
<b>Purpose of visit*</b>								
Vacation/ holiday	1611	16,8	22,5	29,2	16,4	15,1		7,94
Event in Iceland (leisure related)	108	13,9	25,0	36,1	19,4	5,6		8,14
Visiting friends/ relatives	81	14,8	29,6	22,2	18,5	14,8		7,78
Education and training	39	15,4	30,8	23,1	15,4	15,4		8,15
Conference/ large meeting	18	0,0	33,3	16,7	33,3	16,7		7,67
Business/ small meeting	18	0,0	16,7	50,0	16,7	16,7		7,33
Other	15	20,0	20,0	20,0	20,0	20,0		7,80

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

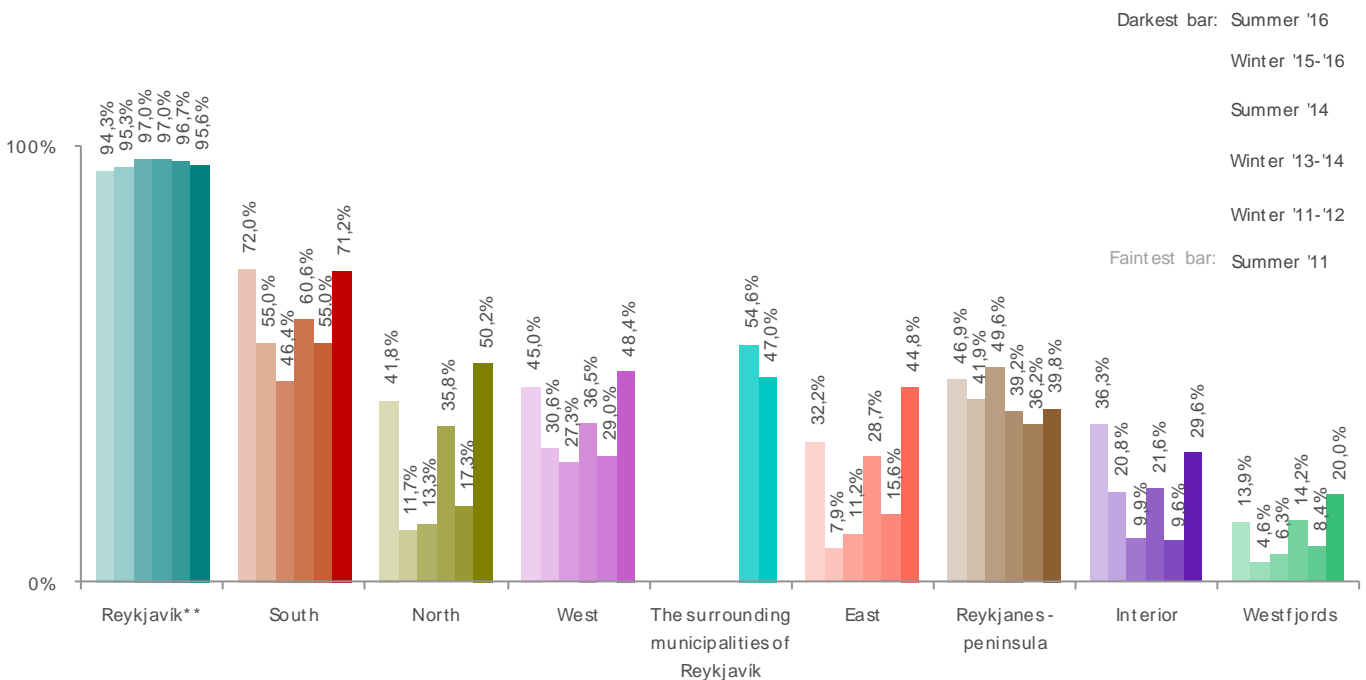
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



## Q.87. Did you visit any of the following sites/regions?



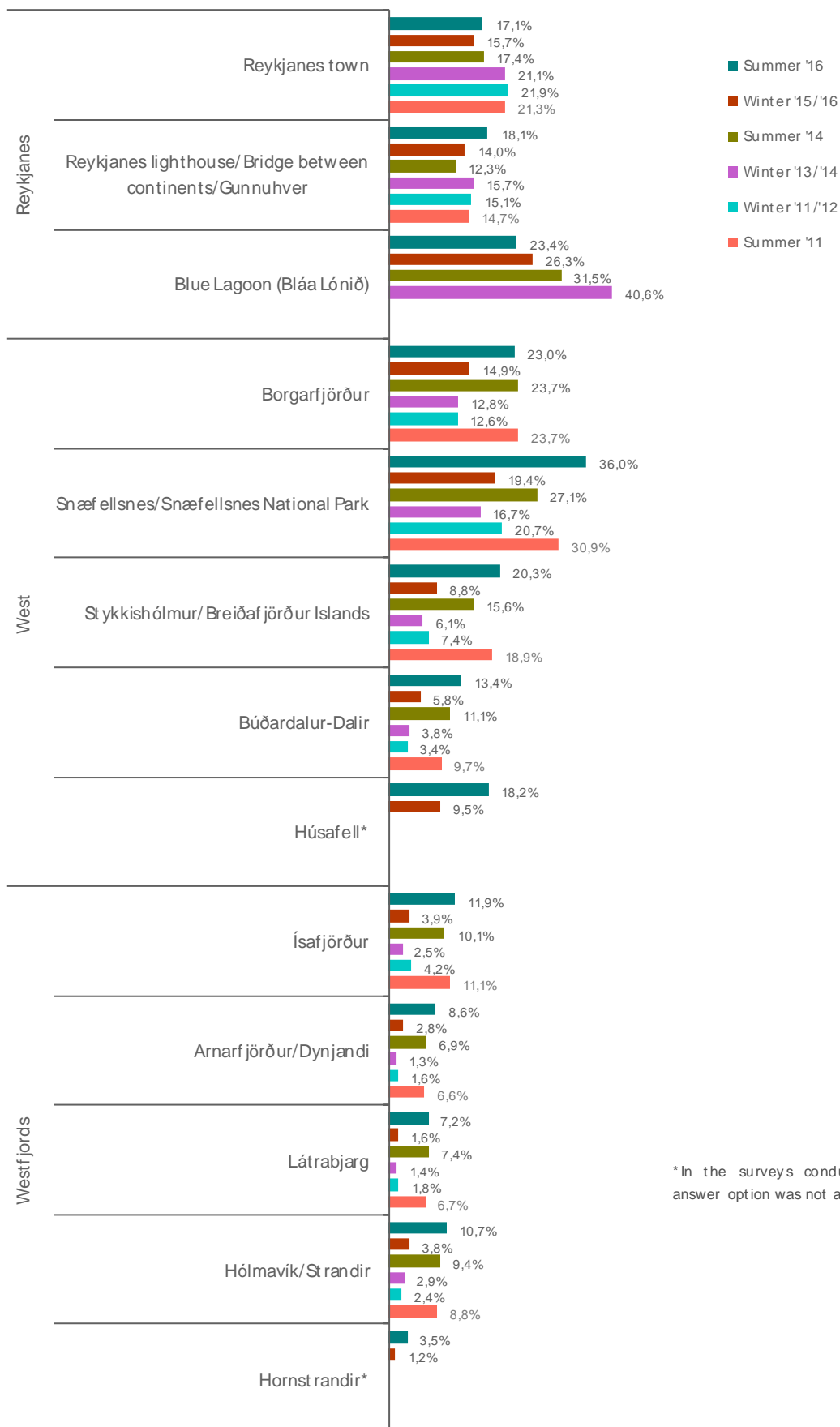
\* There are more responses than respondents as it was possible to select more than one answer.



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

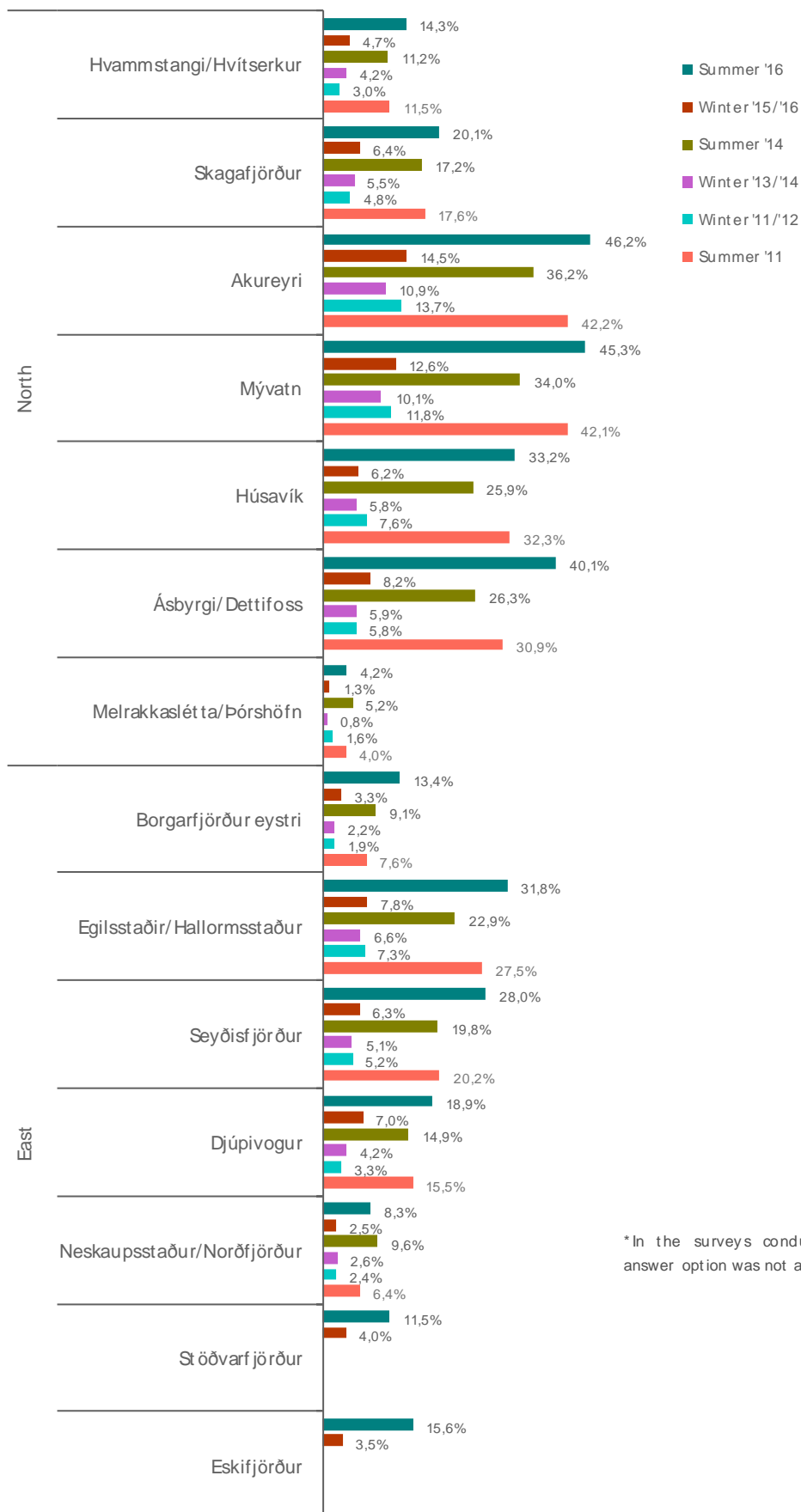


# SITES/REGIONS VISITED



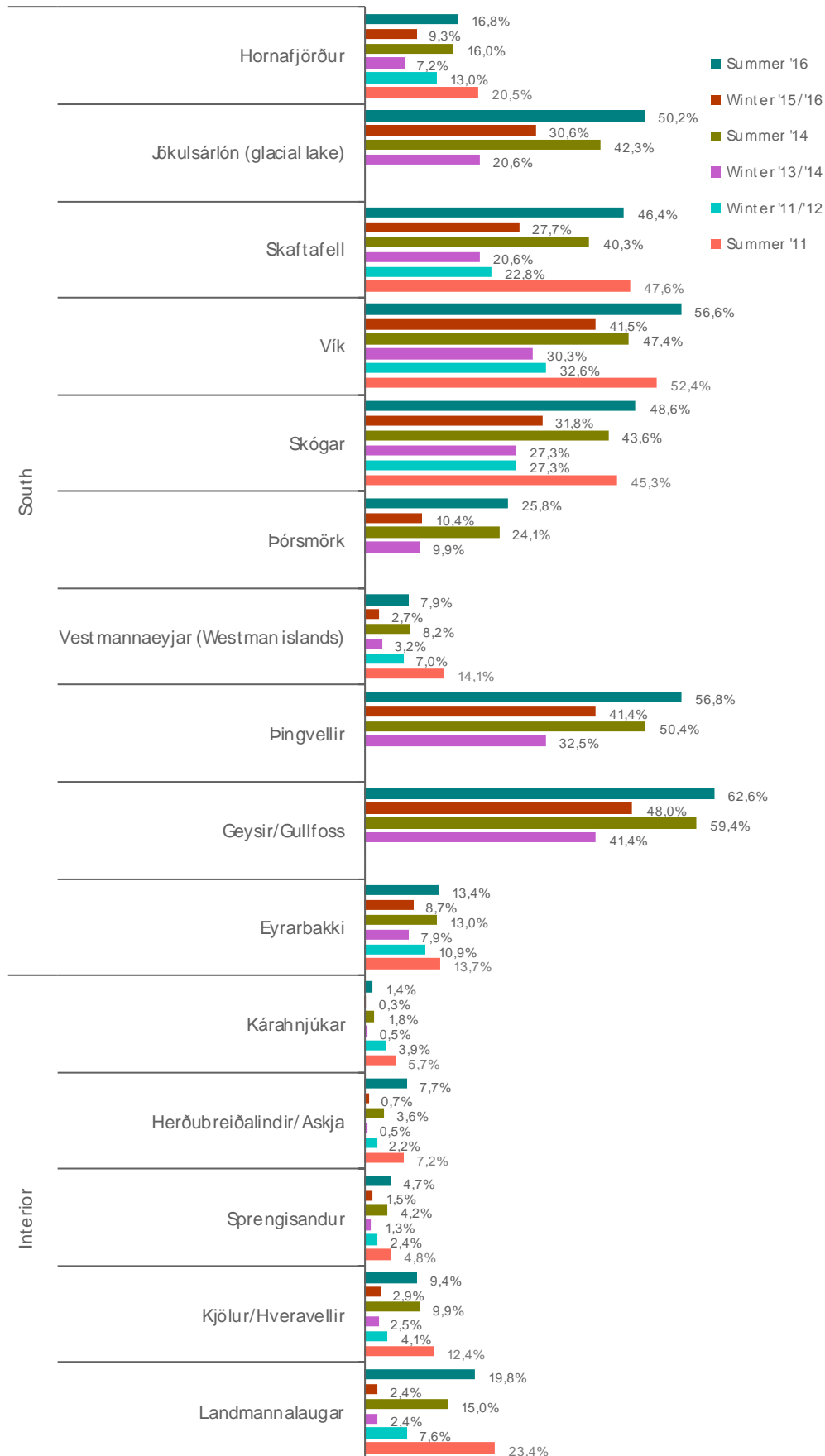
\*In the surveys conducted from 2011-2014 this answer option was not available.

# SITES/REGIONS VISITED



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

# SITES/REGIONS VISITED





## Q.87. Did you visit any of the following sites/regions?

	Number of answers	Reykjavik	South	North	West	The surrounding municipalities of Reykjavik	East	Reykjanes - peninsula	Other sites/ regions
	Count	%	%	%	%	%	%	%	%
<b>Total</b>									
<b>Gender</b>									
Male	774	96,5	74,0	52,3	48,4	47,7	48,4	43,4	47,7
Female	1131	95,0	69,2	48,5	48,3	46,4	42,2	37,4	37,9
<b>Age</b>									
24 years and younger	318	96,2	74,8	48,1	45,3	45,6	44,7	<b>34,0</b>	39,3
25-34 years	633	96,8	<b>79,6</b>	<b>53,2</b>	<b>52,3</b>	48,2	<b>50,1</b>	38,4	45,3
35-44 years	320	94,7	72,8	50,3	50,9	49,7	41,3	44,1	40,9
45-54 years	306	94,8	61,4	<b>41,8</b>	<b>40,5</b>	44,8	<b>37,6</b>	34,3	<b>32,7</b>
55 years and older	316	94,0	<b>59,2</b>	51,6	47,5	45,9	43,4	<b>50,3</b>	<b>46,2</b>
<b>What is your profession?</b>									
Professionals (dr./lawyer/ account. etc.)	393	96,2	67,9	43,5	46,6	47,3	36,6	38,2	38,9
Student	366	96,7	73,0	51,6	48,4	45,9	47,5	35,2	41,0
Other professionals	219	93,2	67,1	53,4	46,6	43,8	43,8	38,4	43,8
Managerial	171	91,2	71,9	49,1	43,9	50,9	43,9	49,1	47,4
Teacher/ Medical care	186	98,4	67,7	<b>38,7</b>	50,0	53,2	<b>33,9</b>	<b>53,2</b>	<b>35,5</b>
Clerical/ Service	159	96,2	<b>86,8</b>	<b>75,5</b>	56,6	52,8	<b>66,0</b>	41,5	37,7
Retired/ Homemaker	126	100,0	59,5	50,0	40,5	40,5	42,9	45,2	45,2
Vocational/ Technical	63	95,2	66,7	66,7	57,1	<b>38,1</b>	52,4	38,1	52,4
Artist/ Musician/ Actor etc.	15	100,0	<b>40,0</b>	40,0	<b>20,0</b>	<b>80,0</b>	40,0	<b>0,0</b>	<b>60,0</b>
Other	171	94,7	80,7	45,6	<b>57,9</b>	42,1	49,1	35,1	45,6
<b>Household income</b>									
High	681	94,7	<b>63,9</b>	<b>44,1</b>	45,4	48,9	<b>35,7</b>	40,1	41,0
Average	678	98,2	75,2	51,3	50,4	46,5	46,0	39,8	42,5
Low	378	93,7	<b>75,4</b>	<b>58,7</b>	53,2	48,4	<b>53,2</b>	45,2	42,1
<b>Market area</b>									
Central/ Southern Europe	918	96,1	<b>83,7</b>	<b>67,3</b>	<b>60,8</b>	44,8	<b>63,1</b>	42,8	<b>52,6</b>
North America	585	94,4	65,1	37,4	38,5	52,8	28,2	<b>43,1</b>	34,4
Britain	147	95,9	<b>44,9</b>	<b>18,4</b>	<b>18,4</b>	51,0	<b>18,4</b>	34,7	26,5
Scandinavia	117	92,3	46,2	28,2	33,3	38,5	25,6	20,5	<b>20,5</b>
Asia	42	100,0	50,0	28,6	42,9	<b>57,1</b>	42,9	<b>14,3</b>	28,6
Other	90	100,0	70,0	46,7	53,3	<b>33,3</b>	33,3	36,7	33,3
<b>Educational level</b>									
Finished high school or less	255	97,6	<b>81,2</b>	<b>61,2</b>	54,1	<b>37,6</b>	<b>61,2</b>	<b>31,8</b>	<b>49,4</b>
Bachelor's degree or equivalent	936	96,5	<b>69,2</b>	<b>48,4</b>	47,1	47,8	42,3	40,4	<b>39,1</b>
Master's/ Ph.D. or equivalent	690	93,9	70,4	49,6	48,7	<b>49,1</b>	<b>42,2</b>	<b>41,7</b>	42,6

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



## Q.87. Did you visit any of the following sites/regions?

	Number of answers	Reykjavik	South	The surrounding municipalities of Reykjavik	Reykjanes - peninsula	West	North	East	Other sites/ regions
	Count	%	%	%	%	%	%	%	%
<b>Total</b>									
<b>Nationality</b>									
American	426	93,0	60,6	31,7	35,2	49,3	23,9	38,7	28,9
German	219	93,2	71,2	57,5	53,4	28,8	49,3	27,4	58,9
Canadian	150	96,0	66,0	44,0	40,0	58,0	38,0	46,0	40,0
French	153	94,1	92,2	64,7	47,1	41,2	58,8	37,3	56,9
Italian	159	98,1	96,2	84,9	62,3	49,1	84,9	45,3	58,5
British	114	97,4	44,7	<b>15,8</b>	<b>21,1</b>	52,6	<b>15,8</b>	42,1	28,9
Spanish	93	<b>100,0</b>	<b>96,8</b>	<b>96,8</b>	<b>87,1</b>	51,6	<b>100,0</b>	54,8	48,4
Dutch	63	95,2	71,4	61,9	71,4	<b>61,9</b>	52,4	42,9	47,6
Swedish	51	88,2	41,2	17,6	29,4	35,3	17,6	<b>11,8</b>	<b>23,5</b>
Swiss	33	90,9	72,7	72,7	63,6	54,5	63,6	<b>72,7</b>	<b>72,7</b>
Norwegian	30	<b>100,0</b>	<b>30,0</b>	50,0	40,0	40,0	30,0	30,0	30,0
Austrian	30	<b>80,0</b>	70,0	60,0	60,0	<b>20,0</b>	40,0	30,0	60,0
Other	387	<b>100,0</b>	75,2	47,3	54,3	50,4	43,4	41,9	34,9
<b>Transportation</b>									
Airline	1869	<b>95,8</b>	<b>70,9</b>	<b>49,8</b>	<b>48,0</b>	47,2	<b>43,7</b>	<b>39,3</b>	<b>41,1</b>
M/ SNorröna	39	<b>84,6</b>	<b>84,6</b>	<b>69,2</b>	<b>69,2</b>	38,5	<b>100,0</b>	<b>61,5</b>	<b>76,9</b>
<b>Type of trip+</b>									
Package tour	198	97,0	66,7	<b>53,0</b>	36,4	30,3	<b>47,0</b>	<b>21,2</b>	<b>50,0</b>
Individually-arranged tour	1590	95,8	<b>73,0</b>	51,5	<b>50,2</b>	<b>49,2</b>	45,8	<b>42,8</b>	42,1
Business-arranged tour	24	87,5	<b>12,5</b>	<b>25,0</b>	<b>12,5</b>	<b>25,0</b>	<b>12,5</b>	25,0	<b>12,5</b>
<b>Purpose of visit+</b>									
Vacation/ holiday	1737	95,9	74,6	53,0	51,3	<b>45,8</b>	47,8	40,8	43,4
Event in Iceland (leisure related)	111	<b>100,0</b>	45,9	37,8	40,5	51,4	21,6	43,2	32,4
Visiting friends/ relatives	87	96,6	41,4	31,0	37,9	51,7	31,0	34,5	51,7
Education and training	42	<b>100,0</b>	57,1	28,6	35,7	64,3	7,1	28,6	42,9
Conference/ large meeting	24	<b>100,0</b>	<b>0,0</b>	<b>25,0</b>	<b>12,5</b>	50,0	<b>0,0</b>	<b>25,0</b>	<b>0,0</b>
Business/ small meeting	21	<b>85,7</b>	28,6	28,6	42,9	85,7	28,6	28,6	<b>0,0</b>
Other	15	<b>100,0</b>	<b>80,0</b>	<b>60,0</b>	<b>80,0</b>	<b>100,0</b>	<b>60,0</b>	<b>80,0</b>	<b>100,0</b>

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

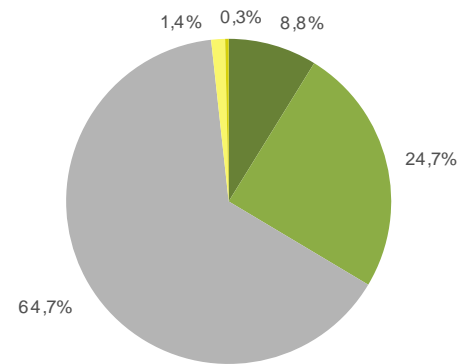
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN REYKJAVÍK

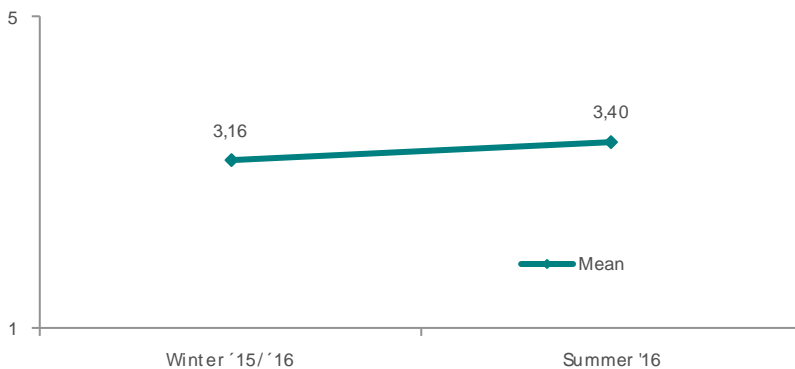


Q.88. Did you find the number of visitors in Reykjavik acceptable, too many or too few?

	Count	%
Too many (5)	153	8,8
Rather many (4)	429	24,7
Acceptable (3)	1122	64,7
Rather few (2)	24	1,4
Too few (1)	6	0,3
Number of responses	1734	100,0
Number of respondents	1734	77,1
Did not answer	516	22,9
Total	2250	100,0



Mean 3,40  
Standard deviation 0,68



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

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

# NUMBER OF VISITORS IN REYKJAVÍK



## Q.88. Did you find the number of visitors in Reykjavik acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>1734</b>	<b>33,6</b>	<b>64,7</b>	<b>1,7</b>	3,40
<b>Gender</b>					
Male	696	33,2	64,2	2,6	3,38
Female	1035	33,9	64,9	1,2	3,42
<b>Age*</b>					
24 years and younger	288	38,9	58,7	2,4	3,45
25-34 years	580	37,2	60,9	1,9	3,46
35-44 years	287	28,9	71,1	0,0	3,38
45-54 years	284	25,4	72,5	2,1	3,28
55 years and older	283	31,8	66,1	2,1	3,35
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	360	30,8	67,5	1,7	3,38
Student	339	42,5	54,0	3,5	3,49
Other professionals	198	30,3	68,2	1,5	3,35
Managerial	150	26,0	72,0	2,0	3,34
Teacher/ Medical care	171	29,8	70,2	0,0	3,35
Clerical/ Service	147	28,6	69,4	2,0	3,39
Retired/ Homemaker	120	35,0	65,0	0,0	3,38
Vocational/ Technical	51	52,9	47,1	0,0	3,65
Artist/ Musician/ Actor etc.	18	16,7	83,3	0,0	3,17
Other	153	35,3	62,7	2,0	3,43
<b>Household income*</b>					
High	633	24,6	71,6	3,8	3,29
Average	630	36,2	63,8	0,0	3,47
Low	327	43,1	56,9	0,0	3,50
<b>Market area*</b>					
Central/ Southern Europe	801	45,3	52,4	2,2	3,55
North America	555	23,8	74,6	1,6	3,26
Britain	138	15,2	84,8	0,0	3,17
Scandinavia	102	32,4	64,7	2,9	3,41
Asia	39	15,4	84,6	0,0	3,15
Other	90	30,0	70,0	0,0	3,43
<b>Educational level</b>					
Finished high school or less	213	42,3	54,9	2,8	3,46
Bachelor's degree or equivalent	882	32,3	66,0	1,7	3,39
Master's/ Ph.D. or equivalent	618	33,0	65,5	1,5	3,40

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

# NUMBER OF VISITORS IN REYKJAVÍK



## Q.88. Did you find the number of visitors in Reykjavik acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>1734</b>	<b>33,6</b>	<b>64,7</b>	<b>1,7</b>	3,40
<b>Nationality*</b>					
American	399	22,6	76,7	0,8	3,26
German	159	62,3	34,0	3,8	3,74
Canadian	141	23,4	72,3	4,3	3,19
French	141	76,6	23,4	0,0	3,87
Italian	144	25,0	70,8	4,2	3,31
British	114	15,8	84,2	0,0	3,18
Spanish	93	32,3	67,7	0,0	3,39
Dutch	57	36,8	57,9	5,3	3,47
Swedish	45	20,0	80,0	0,0	3,33
Swiss	15	40,0	40,0	20,0	3,20
Norwegian	30	50,0	50,0	0,0	3,50
Austrian	24	50,0	50,0	0,0	3,50
Other	372	28,2	71,0	0,8	3,41
<b>Transportation</b>					
Airline	1704	33,6	64,8	1,6	3,41
M/ SNorröna	30	30,0	60,0	10,0	3,20
<b>Type of trip*</b>					
Package tour	192	40,6	59,4	0,0	3,56
Individually-arranged tour	1449	33,7	64,2	2,1	3,40
Business-arranged tour	21	0,0	100,0	0,0	3,00
<b>Purpose of visit*</b>					
Vacation/ holiday	1584	33,7	64,4	1,9	3,40
Event in Iceland (leisure related)	102	38,2	58,8	2,9	3,41
Visiting friends/ relatives	84	50,0	46,4	3,6	3,71
Education and training	39	38,5	61,5	0,0	3,46
Conference/ large meeting	24	25,0	75,0	0,0	3,25
Business/ small meeting	18	33,3	66,7	0,0	3,50
Other	15	60,0	40,0	0,0	3,60

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

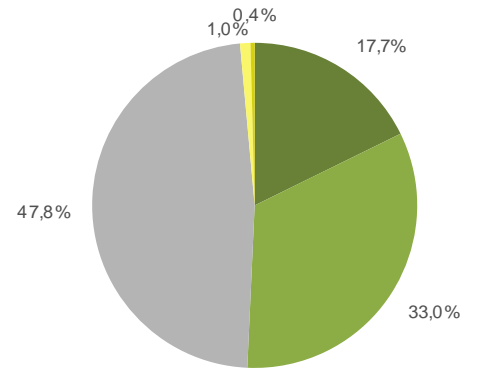
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



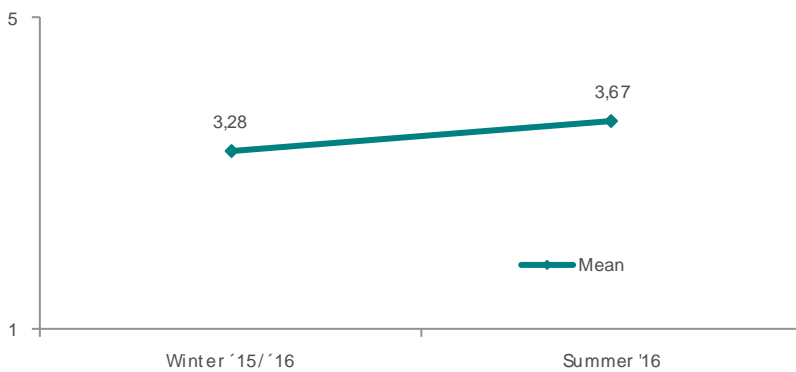


## Q.89. Did you find the number of visitors at Gullfoss acceptable, too many or too few?

	Count	%
Too many (5)	258	17,7
Rather many (4)	480	33,0
Acceptable (3)	696	47,8
Rather few (2)	15	1,0
Too few (1)	6	0,4
Number of responses	1455	100,0
Number of respondents	1455	64,7
Did not answer	795	35,3
Total	2250	100,0



Mean 3,67  
Standard deviation 0,79



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

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

# NUMBER OF VISITORS AT GULLFOSS



## Q.89. Did you find the number of visitors at Gullfoss acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>1455</b>	<b>50,7</b>	<b>47,8</b>	<b>1,4</b>		3,67
<b>Gender*</b>						
Male	582	54,1	45,4	0,5		3,72
Female	870	48,3	49,7	2,1		3,62
<b>Age*</b>						
24 years and younger	234	51,3	45,3	3,4		3,69
25-34 years	513	52,6	47,2	0,2		3,73
35-44 years	232	57,3	41,4	1,3		3,77
45-54 years	238	51,3	47,5	1,3		3,64
55 years and older	229	39,3	58,1	2,6		3,41
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	276	43,5	55,4	1,1		3,53
Student	276	54,3	43,5	2,2		3,77
Other professionals	171	50,9	47,4	1,8		3,72
Managerial	132	54,5	45,5	0,0		3,70
Teacher/ Medical care	165	50,9	47,3	1,8		3,62
Clerical/ Service	129	53,5	44,2	2,3		3,70
Retired/ Homemaker	90	36,7	63,3	0,0		3,47
Vocational/ Technical	45	60,0	40,0	0,0		3,87
Artist/ Musician/ Actor etc.	15	60,0	40,0	0,0		3,80
Other	129	58,1	39,5	2,3		3,72
<b>Household income*</b>						
High	525	41,7	54,9	3,4		3,51
Average	519	48,6	50,9	0,6		3,64
Low	297	65,7	34,3	0,0		3,92
<b>Market area*</b>						
Central/ Southern Europe	720	64,2	35,4	0,4		3,87
North America	432	36,1	61,1	2,8		3,44
Britain	96	43,8	56,3	0,0		3,56
Scandinavia	78	34,6	61,5	3,8		3,38
Asia	36	58,3	33,3	8,3		3,58
Other	84	35,7	64,3	0,0		3,57
<b>Educational level</b>						
Finished high school or less	174	56,9	41,4	1,7		3,69
Bachelor's degree or equivalent	735	50,6	47,8	1,6		3,66
Master's/ Ph.D. or equivalent	528	48,9	50,0	1,1		3,66

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

# NUMBER OF VISITORS AT GULLFOSS



## Q.89. Did you find the number of visitors at Gullfoss acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>1455</b>	<b>50,7</b>	<b>47,8</b>	<b>1,4</b>	3,67
<b>Nationality*</b>					
American	294	33,7	64,3	2,0	3,42
German	132	75,0	25,0	0,0	4,05
Canadian	117	41,0	53,8	5,1	3,44
French	120	80,0	17,5	2,5	4,05
Italian	144	50,0	50,0	0,0	3,71
British	78	38,5	61,5	0,0	3,54
Spanish	93	61,3	38,7	0,0	3,71
Dutch	60	55,0	45,0	0,0	3,70
Swedish	42	28,6	71,4	0,0	3,36
Swiss	12	75,0	25,0	0,0	3,75
Norwegian	24	37,5	62,5	0,0	3,50
Austrian	15	80,0	20,0	0,0	4,20
Other	324	50,0	48,1	1,9	3,69
<b>Transportation*</b>					
Airline	1425	50,7	47,8	1,5	3,67
M/ SNorröna	30	50,0	50,0	0,0	3,70
<b>Type of trip*</b>					
Package tour	153	54,9	45,1	0,0	3,78
Individually-arranged tour	1239	51,6	46,7	1,7	3,66
Business-arranged tour	12	0,0	100,0	0,0	3,00
<b>Purpose of visit*</b>					
Vacation/ holiday	1365	51,2	47,3	1,5	3,67
Event in Iceland (leisure related)	78	38,5	61,5	0,0	3,58
Visiting friends/ relatives	57	63,2	36,8	0,0	3,84
Education and training	24	62,5	37,5	0,0	3,75
Conference/ large meeting	18	16,7	83,3	0,0	3,17
Business/ small meeting	12	50,0	50,0	0,0	3,75
Other	15	80,0	20,0	0,0	4,20

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

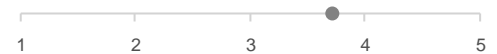
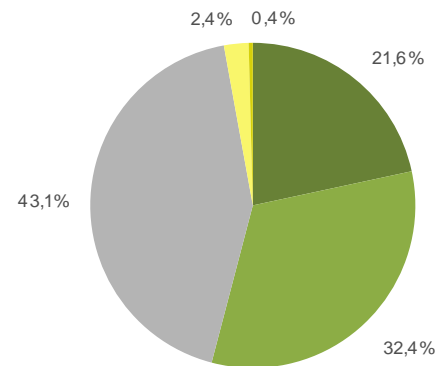
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS AT GEYSIR

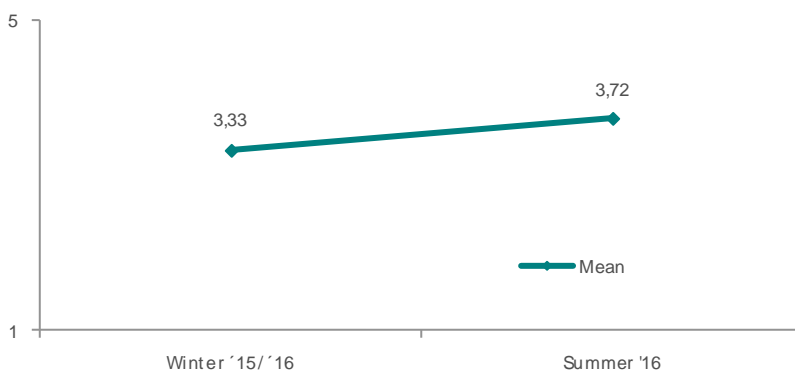


Q.90. Did you find the number of visitors at Geysir acceptable, too many or too few?

	Count	%
Too many (5)	318	21,6
Rather many (4)	477	32,4
Acceptable (3)	633	43,1
Rather few (2)	36	2,4
Too few (1)	6	0,4
Number of responses	1470	100,0
Number of respondents	1470	65,3
Did not answer	780	34,7
Total	2250	100,0



Mean 3,72  
Standard deviation 0,84



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

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

# NUMBER OF VISITORS AT GEYSIR



Q. 90. Did you find the number of visitors at Geysir acceptable, too many or too few?















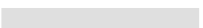


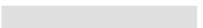

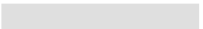
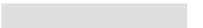
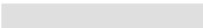




	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>1470</b>	<b>54,1</b>	<b>43,1</b>	<b>2,9</b>		3,72
<b>Gender</b>						
Male	585	54,4	43,1	2,6		3,72
Female	882	53,7	43,2	3,1		3,72
<b>Age*</b>						
24 years and younger	249	55,8	38,2	6,0		3,75
25-34 years	510	58,6	39,8	1,6		3,81
35-44 years	236	57,6	40,7	1,7		3,79
45-54 years	238	47,1	50,0	2,9		3,62
55 years and older	228	45,2	51,3	3,5		3,53
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	285	51,6	45,3	3,2		3,57
Student	282	59,6	36,2	4,3		3,81
Other professionals	171	61,4	38,6	0,0		3,95
Managerial	135	46,7	46,7	6,7		3,62
Teacher/ Medical care	159	54,7	43,4	1,9		3,77
Clerical/ Service	129	51,2	46,5	2,3		3,72
Retired/ Homemaker	93	48,4	51,6	0,0		3,61
Vocational/ Technical	42	71,4	21,4	7,1		4,00
Artist/ Musician/ Actor etc.	18	50,0	50,0	0,0		3,67
Other	126	47,6	52,4	0,0		3,67
<b>Household income*</b>						
High	525	45,1	51,4	3,4		3,58
Average	522	51,7	47,1	1,1		3,70
Low	294	68,4	27,6	4,1		3,97
<b>Market area*</b>						
Central/ Southern Europe	732	64,8	32,8	2,5		3,90
North America	435	42,8	55,2	2,1		3,54
Britain	105	48,6	51,4	0,0		3,60
Scandinavia	75	44,0	48,0	8,0		3,52
Asia	36	50,0	33,3	16,7		3,50
Other	78	38,5	57,7	3,8		3,62
<b>Educational level</b>						
Finished high school or less	180	56,7	38,3	5,0		3,73
Bachelor's degree or equivalent	747	53,4	43,4	3,2		3,70
Master's/ Ph.D. or equivalent	525	53,7	44,6	1,7		3,74

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

# NUMBER OF VISITORS AT GEYSIR



Q. 90. Did you find the number of visitors at Geysir acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>1470</b>	<b>54,1</b>	<b>43,1</b>	<b>2,9</b>		3,72
<b>Nationality*</b>						
American	300	39,0	59,0	2,0		3,51
German	132	70,5	25,0	4,5		4,05
Canadian	117	48,7	43,6	7,7		3,49
French	123	78,0	17,1	4,9		4,00
Italian	147	57,1	42,9	0,0		3,88
British	81	37,0	63,0	0,0		3,44
Spanish	93	54,8	45,2	0,0		3,68
Dutch	60	50,0	45,0	5,0		3,60
Swedish	39	46,2	53,8	0,0		3,62
Swiss	15	60,0	40,0	0,0		3,60
Norwegian	24	37,5	62,5	0,0		3,50
Austrian	18	66,7	33,3	0,0		4,17
Other	321	58,9	37,4	3,7		3,82
<b>Transportation</b>						
Airline	1437	54,1	43,0	2,9		3,72
M/ SNorröna	33	54,5	45,5	0,0		3,73
<b>Type of trip*</b>						
Package tour	153	52,9	43,1	3,9		3,80
Individually-arranged tour	1248	55,0	42,1	2,9		3,72
Business-arranged tour	12	25,0	75,0	0,0		3,25
<b>Purpose of visit*</b>						
Vacation/ holiday	1377	53,4	44,0	2,6		3,73
Event in Iceland (leisure related)	78	38,5	57,7	3,8		3,50
Visiting friends/ relatives	57	63,2	31,6	5,3		3,84
Education and training	18	66,7	33,3	0,0		4,17
Conference/ large meeting	18	33,3	66,7	0,0		3,33
Business/ small meeting	12	50,0	50,0	0,0		4,00
Other	15	80,0	20,0	0,0		4,20

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

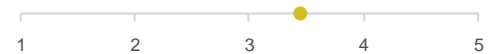
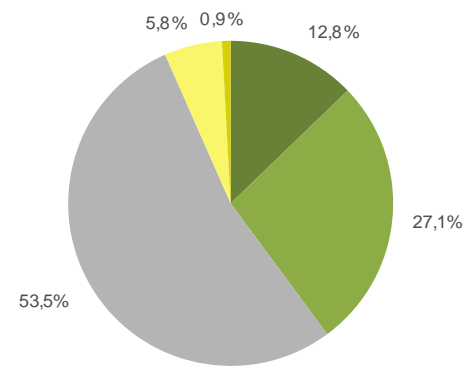
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS AT ÞINGVELLIR NATIONAL PARK

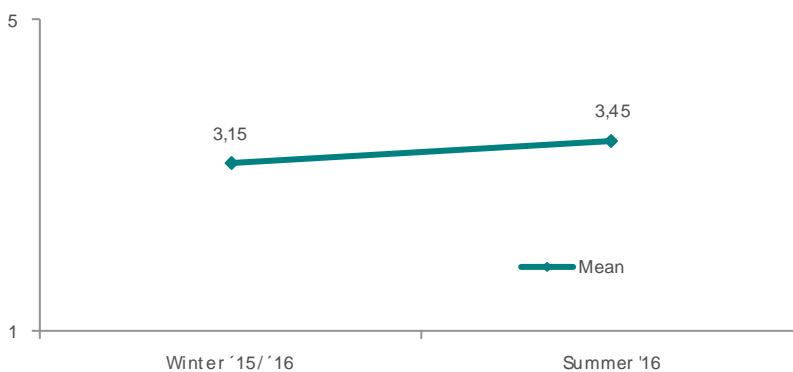


**Q.91. Did you find the number of visitors at Þingvellir National Park acceptable, too many or too few?**

	Count	%
Too many (5)	180	12,8
Rather many (4)	381	27,1
Acceptable (3)	753	53,5
Rather few (2)	81	5,8
Too few (1)	12	0,9
Number of responses	1407	100,0
Number of respondents	1407	62,5
Did not answer	843	37,5
Total	2250	100,0



Mean 3,45  
Standard deviation 0,82



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

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

# NUMBER OF VISITORS AT ÞINGVELLIR NATIONAL PARK



**Q.91. Did you find the number of visitors at Þingvellir National Park acceptable, too many or too few?**

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>1407</b>	<b>39,9</b>	<b>53,5</b>	<b>6,6</b>		3,45
<b>Gender</b>						
Male	561	39,0	53,5	7,5		3,40
Female	843	40,6	53,4	6,0		3,49
<b>Age*</b>						
24 years and younger	238	46,2	45,4	8,4		3,52
25-34 years	492	43,5	50,4	6,1		3,53
35-44 years	224	35,7	56,7	7,6		3,38
45-54 years	224	29,9	61,2	8,9		3,29
55 years and older	220	39,5	57,7	2,7		3,43
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	276	29,3	64,1	6,5		3,30
Student	279	48,4	43,0	8,6		3,53
Other professionals	165	47,3	49,1	3,6		3,64
Managerial	123	41,5	48,8	9,8		3,37
Teacher/ Medical care	153	33,3	62,7	3,9		3,39
Clerical/ Service	120	35,0	47,5	17,5		3,30
Retired/ Homemaker	90	40,0	60,0	0,0		3,50
Vocational/ Technical	33	63,6	36,4	0,0		3,91
Artist/ Musician/ Actor etc.	15	40,0	40,0	20,0		3,40
Other	126	38,1	61,9	0,0		3,50
<b>Household income*</b>						
High	516	32,0	59,9	8,1		3,31
Average	495	37,6	57,0	5,5		3,45
Low	276	55,4	40,2	4,3		3,66
<b>Market area*</b>						
Central/ Southern Europe	693	49,8	42,4	7,8		3,56
North America	420	28,6	65,7	5,7		3,33
Britain	102	23,5	76,5	0,0		3,29
Scandinavia	72	33,3	58,3	8,3		3,29
Asia	36	33,3	58,3	8,3		3,33
Other	78	42,3	53,8	3,8		3,58
<b>Educational level</b>						
Finished high school or less	165	47,3	47,3	5,5		3,51
Bachelor's degree or equivalent	705	38,3	52,8	8,9		3,41
Master's/ Ph.D. or equivalent	519	38,7	57,8	3,5		3,48

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



# NUMBER OF VISITORS AT ÞINGVELLIR NATIONAL PARK



**Q.91. Did you find the number of visitors at Þingvellir National Park acceptable, too many or too few?**

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>1407</b>	<b>39,9</b>	<b>53,5</b>	<b>6,6</b>		3,45
<b>Nationality*</b>						
American	282	25,5	68,1	6,4		3,28
German	129	67,4	30,2	2,3		3,84
Canadian	123	31,7	61,0	7,3		3,34
French	102	76,5	20,6	2,9		3,97
Italian	141	42,6	48,9	8,5		3,43
British	78	11,5	84,6	3,8		3,08
Spanish	90	40,0	40,0	20,0		3,33
Dutch	60	40,0	50,0	10,0		3,40
Swedish	39	30,8	69,2	0,0		3,31
Swiss	15	100,0	0,0	0,0		4,20
Norwegian	21	42,9	57,1	0,0		3,43
Austrian	15	60,0	40,0	0,0		3,80
Other	312	35,6	57,7	6,7		3,44
<b>Transportation*</b>						
Airline	1377	39,7	53,6	6,8		3,44
M/ SNorröna	30	50,0	50,0	0,0		3,80
<b>Type of trip*</b>						
Package tour	150	40,0	56,0	4,0		3,46
Individually-arranged tour	1185	40,3	52,9	6,8		3,45
Business-arranged tour	15	40,0	60,0	0,0		3,60
<b>Purpose of visit*</b>						
Vacation/ holiday	1326	40,0	53,4	6,6		3,45
Event in Iceland (leisure related)	75	24,0	68,0	8,0		3,20
Visiting friends/ relatives	57	42,1	47,4	10,5		3,53
Education and training	24	37,5	62,5	0,0		3,50
Conference/ large meeting	15	20,0	80,0	0,0		3,20
Business/ small meeting	12	50,0	50,0	0,0		4,00
Other	15	60,0	40,0	0,0		3,80

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

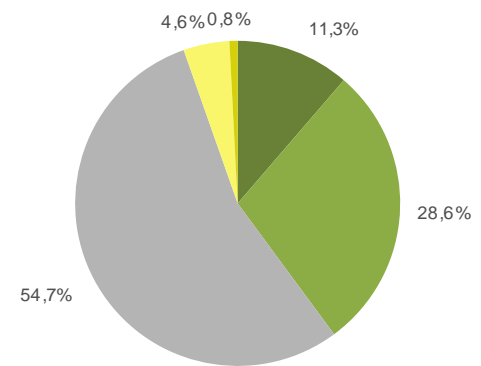
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS AT JÖKULSÁRLÓN

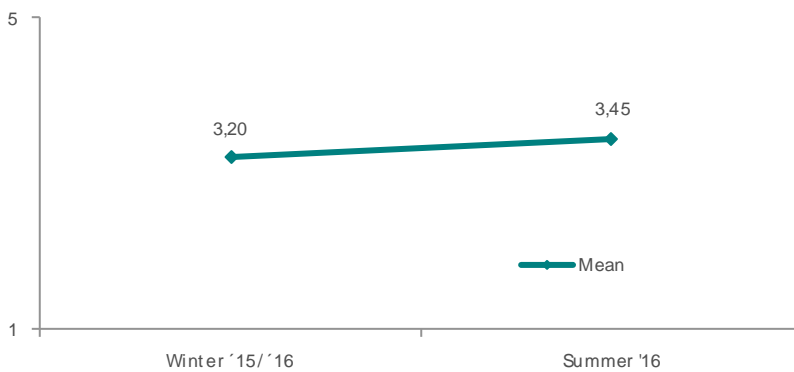


**Q.92. Did you find the number of visitors at Jökulsárlón (Glacier Lagoon) acceptable, too many or too few?**

	Count	%
Too many (5)	126	11,3
Rather many (4)	318	28,6
Acceptable (3)	609	54,7
Rather few (2)	51	4,6
Too few (1)	9	0,8
Number of responses	1113	100,0
Number of respondents	1113	49,5
Did not answer	1137	50,5
Total	2250	100,0



Mean 3,45  
Standard deviation 0,78






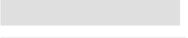
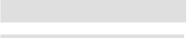


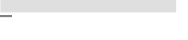



















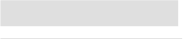
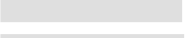

When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

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

# NUMBER OF VISITORS AT JÖKULSÁRLÓN



**Q.92. Did you find the number of visitors at Jökulsárlón (Glacier Lagoon) acceptable, too many or too few?**

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>1113</b>	<b>39,9</b>	<b>54,7</b>	<b>5,4</b>		<b>3,45</b>
<b>Gender</b>						
Male	462	41,6	51,9	6,5		3,45
Female	648	38,9	56,5	4,6		3,45
<b>Age</b>						
24 years and younger	181	40,3	51,4	8,3		3,40
25-34 years	418	42,6	51,7	5,7		3,52
35-44 years	181	42,0	53,6	4,4		3,48
45-54 years	158	36,7	60,8	2,5		3,41
55 years and older	169	33,1	61,5	5,3		3,33
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	210	28,6	64,3	7,1		3,26
Student	213	45,1	49,3	5,6		3,49
Other professionals	126	50,0	47,6	2,4		3,64
Managerial	102	41,2	58,8	0,0		3,59
Teacher/ Medical care	90	36,7	60,0	3,3		3,50
Clerical/ Service	126	40,5	50,0	9,5		3,40
Retired/ Homemaker	69	30,4	65,2	4,3		3,30
Vocational/ Technical	30	30,0	70,0	0,0		3,40
Artist/ Musician/ Actor etc.	9	66,7	33,3	0,0		4,00
Other	108	50,0	44,4	5,6		3,53
<b>Household income*</b>						
High	345	33,9	60,0	6,1		3,34
Average	411	35,0	62,8	2,2		3,40
Low	249	51,8	41,0	7,2		3,67
<b>Market area*</b>						
Central/ Southern Europe	645	47,9	47,0	5,1		3,56
North America	309	27,2	65,0	7,8		3,26
Britain	39	15,4	84,6	0,0		3,23
Scandinavia	36	16,7	75,0	8,3		3,00
Asia	24	75,0	25,0	0,0		3,88
Other	54	33,3	66,7	0,0		3,50
<b>Educational level</b>						
Finished high school or less	153	41,2	51,0	7,8		3,37
Bachelor's degree or equivalent	555	39,5	54,1	6,5		3,44
Master's/ Ph.D. or equivalent	390	39,2	57,7	3,1		3,48

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

# NUMBER OF VISITORS AT JÖKULSÁRLÓN



**Q.92. Did you find the number of visitors at Jökulsárlón (Glacier Lagoon) acceptable, too many or too few?**

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>1113</b>	<b>39,9</b>	<b>54,7</b>	<b>5,4</b>	3,45
<b>Nationality*</b>					
American	201	23,9	71,6	4,5	3,24
German	108	58,3	33,3	8,3	3,67
Canadian	93	32,3	54,8	12,9	3,26
French	105	80,0	17,1	2,9	4,14
Italian	138	47,8	50,0	2,2	3,50
British	33	0,0	100,0	0,0	3,00
Spanish	93	29,0	71,0	0,0	3,32
Dutch	51	23,5	70,6	5,9	3,29
Swedish	9	0,0	100,0	0,0	3,00
Swiss	12	50,0	25,0	25,0	3,25
Norwegian	9	33,3	66,7	0,0	3,33
Austrian	18	66,7	33,3	0,0	3,83
Other	243	38,3	54,3	7,4	3,42
<b>Transportation*</b>					
Airline	1077	40,4	54,6	5,0	3,46
M/ SNorröna	36	25,0	58,3	16,7	3,17
<b>Type of trip*</b>					
Package tour	123	39,0	58,5	2,4	3,46
Individually-arranged tour	936	40,4	54,2	5,4	3,46
Business-arranged tour	9	33,3	66,7	0,0	3,33
<b>Purpose of visit*</b>					
Vacation/ holiday	1068	39,9	55,1	5,1	3,45
Event in Iceland (leisure related)	30	30,0	70,0	0,0	3,40
Visiting friends/ relatives	36	41,7	41,7	16,7	3,42
Education and training	12	50,0	50,0	0,0	3,50
Conference/ large meeting	<5				
Business/ small meeting	12	50,0	50,0	0,0	3,50
Other	9	66,7	33,3	0,0	4,00

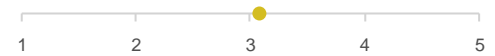
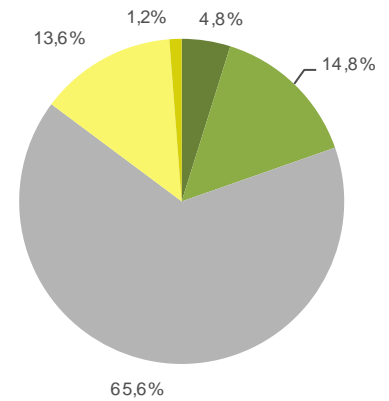
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

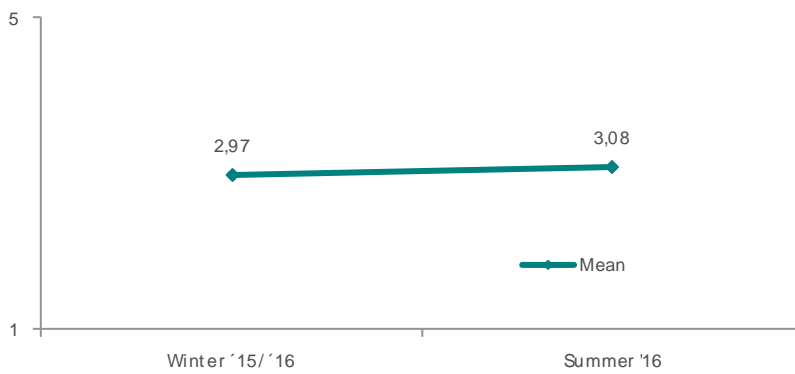


## Q. 93. Did you find the number of visitors in Akureyri acceptable, too many or too few?

	Count	%
Too many (5)	48	4,8
Rather many (4)	147	14,8
Acceptable (3)	651	65,6
Rather few (2)	135	13,6
Too few (1)	12	1,2
Number of responses	993	100,0
Number of respondents	993	44,1
Did not answer	1257	55,9
Total	2250	100,0



Mean 3,08  
Standard deviation 0,72



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

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

# NUMBER OF VISITORS IN AKUREYRI



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

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>993</b>	<b>19,6</b>	<b>65,6</b>	<b>14,8</b>	3,08
<b>Gender</b>					
Male	432	22,9	61,1	16,0	3,11
Female	558	17,2	68,8	14,0	3,06
<b>Age</b>					
24 years and younger	177	23,7	62,7	13,6	3,18
25-34 years	368	18,5	65,5	16,0	3,07
35-44 years	160	20,6	64,4	15,0	3,06
45-54 years	135	14,1	67,4	18,5	2,95
55 years and older	144	20,8	68,8	10,4	3,13
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	171	8,8	70,2	21,1	2,88
Student	204	20,6	66,2	13,2	3,15
Other professionals	126	21,4	69,0	9,5	3,10
Managerial	102	32,4	64,7	2,9	3,41
Teacher/ Medical care	72	25,0	58,3	16,7	3,13
Clerical/ Service	120	12,5	60,0	27,5	2,88
Retired/ Homemaker	48	12,5	75,0	12,5	3,06
Vocational/ Technical	36	33,3	41,7	25,0	3,17
Artist/ Musician/ Actor etc.	9	66,7	33,3	0,0	3,67
Other	81	22,2	74,1	3,7	3,19
<b>Household income*</b>					
High	321	15,0	67,3	17,8	3,01
Average	363	13,2	75,2	11,6	3,04
Low	225	33,3	53,3	13,3	3,25
<b>Market area*</b>					
Central/ Southern Europe	597	24,1	58,8	17,1	3,12
North America	255	11,8	75,3	12,9	3,00
Britain	27	22,2	77,8	0,0	3,33
Scandinavia	36	0,0	83,3	16,7	2,75
Asia	18	16,7	50,0	33,3	3,00
Other	54	22,2	77,8	0,0	3,28
<b>Educational level</b>					
Finished high school or less	141	25,5	55,3	19,1	3,09
Bachelor's degree or equivalent	504	17,9	65,5	16,7	3,06
Master's/ Ph.D. or equivalent	342	19,3	70,2	10,5	3,11

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

# NUMBER OF VISITORS IN AKUREYRI



## Q. 93. Did you find the number of visitors in Akureyri acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>993</b>	<b>19,6</b>	<b>65,6</b>	<b>14,8</b>	3,08
<b>Nationality*</b>					
American	159	7,5	79,2	13,2	2,92
German	90	26,7	63,3	10,0	3,23
Canadian	81	18,5	63,0	18,5	3,00
French	105	65,7	34,3	0,0	3,86
Italian	132	9,1	68,2	22,7	2,86
British	18	16,7	83,3	0,0	3,33
Spanish	87	3,4	72,4	24,1	2,76
Dutch	42	14,3	71,4	14,3	3,07
Swedish	9	0,0	100,0	0,0	3,00
Swiss	9	33,3	66,7	0,0	3,33
Norwegian	15	20,0	80,0	0,0	3,20
Austrian	15	60,0	20,0	20,0	3,60
Other	231	15,6	66,2	18,2	3,00
<b>Transportation</b>					
Airline	969	20,1	65,0	14,9	3,09
M/ SNorröna	24	0,0	87,5	12,5	2,88
<b>Type of trip*</b>					
Package tour	111	27,0	64,9	8,1	3,24
Individually-arranged tour	849	18,4	66,4	15,2	3,06
Business-arranged tour	6	50,0	50,0	0,0	3,50
<b>Purpose of visit*</b>					
Vacation/ holiday	942	19,1	65,9	15,0	3,08
Event in Iceland (leisure related)	39	23,1	76,9	0,0	3,23
Visiting friends/ relatives	36	25,0	50,0	25,0	2,92
Education and training	15	20,0	60,0	20,0	3,00
Conference/ large meeting	6	0,0	100,0	0,0	3,00
Business/ small meeting	9	33,3	33,3	33,3	3,00
Other	9	0,0	100,0	0,0	3,00

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

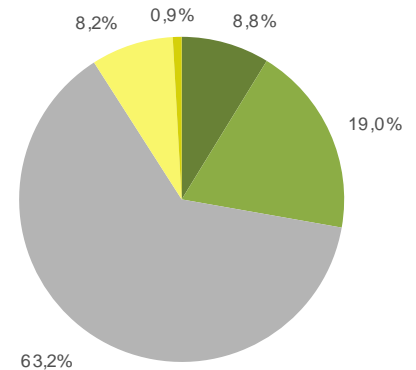
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN SKAFTAFELL

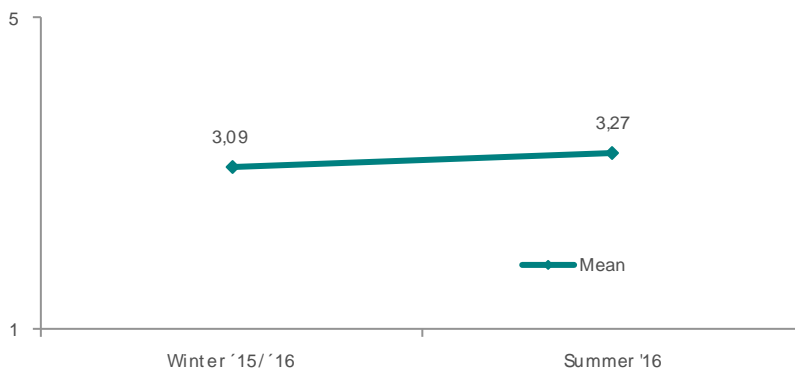


Q.94. Did you find the number of visitors in Skaftafell acceptable, too many or too few?

	Count	%
Too many (5)	90	8,8
Rather many (4)	195	19,0
Acceptable (3)	648	63,2
Rather few (2)	84	8,2
Too few (1)	9	0,9
Number of responses	1026	100,0
Number of respondents	1026	45,6
Did not answer	1224	54,4
Total	2250	100,0



Mean 3,27  
Standard deviation 0,77



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

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



# NUMBER OF VISITORS IN SKAFTAFELL



Q. 94. Did you find the number of visitors in Skaftafell acceptable, too many or too few?




















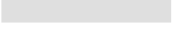
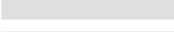
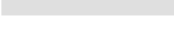

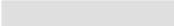
	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>1026</b>	<b>27,8</b>	<b>63,2</b>	<b>9,1</b>		3,27
<b>Gender</b>						
Male	441	29,3	60,5	10,2		3,27
Female	582	26,8	64,9	8,2		3,27
<b>Age*</b>						
24 years and younger	176	29,5	63,1	7,4		3,27
25-34 years	405	31,6	60,5	7,9		3,36
35-44 years	170	21,8	65,9	12,4		3,16
45-54 years	138	26,8	62,3	10,9		3,19
55 years and older	134	20,9	70,1	9,0		3,14
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	192	17,2	70,3	12,5		3,11
Student	198	30,3	62,1	7,6		3,30
Other professionals	111	40,5	56,8	2,7		3,54
Managerial	99	36,4	57,6	6,1		3,39
Teacher/ Medical care	93	38,7	48,4	12,9		3,35
Clerical/ Service	123	19,5	63,4	17,1		3,07
Retired/ Homemaker	51	11,8	88,2	0,0		3,18
Vocational/ Technical	27	22,2	77,8	0,0		3,33
Artist/ Musician/ Actor etc.	6	50,0	50,0	0,0		3,50
Other	99	30,3	60,6	9,1		3,27
<b>Household income*</b>						
High	318	20,8	69,8	9,4		3,15
Average	384	22,7	70,3	7,0		3,23
Low	222	44,6	47,3	8,1		3,54
<b>Market area*</b>						
Central/ Southern Europe	621	32,9	58,5	8,7		3,35
North America	264	19,3	70,5	10,2		3,10
Britain	39	30,8	69,2	0,0		3,38
Scandinavia	27	22,2	55,6	22,2		3,11
Asia	18	0,0	66,7	33,3		2,67
Other	51	23,5	76,5	0,0		3,35
<b>Educational level*</b>						
Finished high school or less	144	25,0	60,4	14,6		3,13
Bachelor's degree or equivalent	519	27,2	62,4	10,4		3,24
Master's/ Ph.D. or equivalent	354	28,8	66,1	5,1		3,35

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

# NUMBER OF VISITORS IN SKAFTAFELL



Q. 94. Did you find the number of visitors in Skaftafell acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>1026</b>	<b>27,8</b>	<b>63,2</b>	<b>9,1</b>		<b>3,27</b>
<b>Nationality*</b>						
American	162	13,0	79,6	7,4		3,06
German	99	30,3	57,6	12,1		3,27
Canadian	90	26,7	56,7	16,7		3,10
French	102	82,4	17,6	0,0		4,12
Italian	135	15,6	68,9	15,6		3,07
British	30	20,0	80,0	0,0		3,30
Spanish	84	14,3	82,1	3,6		3,11
Dutch	48	25,0	75,0	0,0		3,44
Swedish	6	0,0	100,0	0,0		3,00
Swiss	9	66,7	0,0	33,3		3,33
Norwegian	6	50,0	50,0	0,0		3,50
Austrian	15	60,0	40,0	0,0		3,60
Other	240	23,8	65,0	11,3		3,21
<b>Transportation</b>						
Airline	1002	28,1	62,9	9,0		3,27
M/ SNorröna	24	12,5	75,0	12,5		3,00
<b>Type of trip*</b>						
Package tour	126	35,7	59,5	4,8		3,40
Individually-arranged tour	855	27,4	62,5	10,2		3,25
Business-arranged tour	<5					
<b>Purpose of visit*</b>						
Vacation/ holiday	990	27,3	63,3	9,4		3,26
Event in Iceland (leisure related)	27	22,2	66,7	11,1		3,22
Visiting friends/ relatives	30	30,0	50,0	20,0		3,30
Education and training	9	66,7	33,3	0,0		3,67
Conference/ large meeting	<5					
Business/ small meeting	6	100,0	0,0	0,0		4,00
Other	12	25,0	75,0	0,0		3,50

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

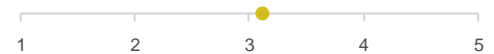
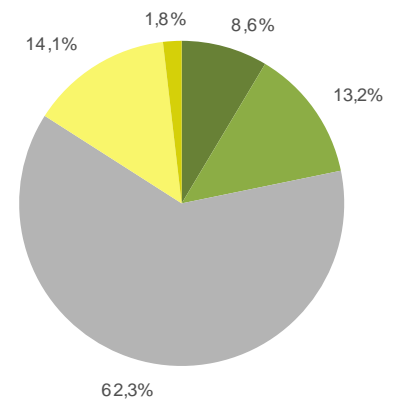
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN SNÆFELLSNES NATIONAL PARK

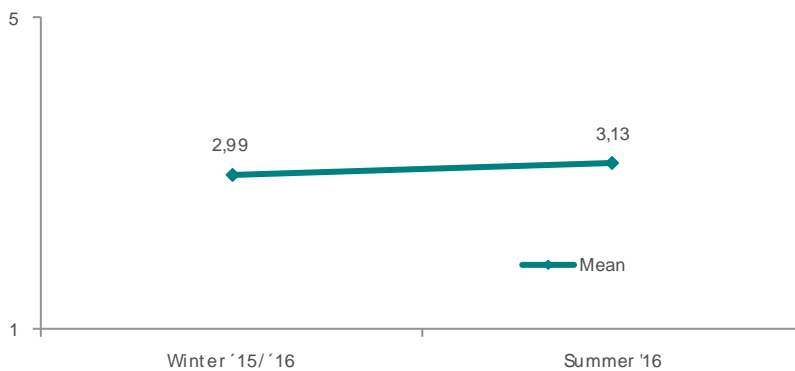


**Q.95. Did you find the number of visitors in Snæfellsnes National Park acceptable, too many or too few?**

	Count	%
Too many (5)	84	8,6
Rather many (4)	129	13,2
Acceptable (3)	609	62,3
Rather few (2)	138	14,1
Too few (1)	18	1,8
Number of responses	978	100,0
Number of respondents	978	43,5
Did not answer	1272	56,5
Total	2250	100,0



Mean 3,13  
Standard deviation 0,82



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

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

# NUMBER OF VISITORS IN SNÆFELLSNES NATIONAL PARK



Q.95. Did you find the number of visitors in Snæfellsnes National Park acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>978</b>	<b>21,8</b>	<b>62,3</b>	<b>16,0</b>		3,13
<b>Gender</b>						
Male	411	27,0	55,5	17,5		3,17
Female	564	18,1	67,0	14,9		3,10
<b>Age</b>						
24 years and younger	174	23,6	62,1	14,4		3,17
25-34 years	370	19,2	62,4	18,4		3,08
35-44 years	156	19,9	58,3	21,8		3,08
45-54 years	124	21,0	65,3	13,7		3,10
55 years and older	151	27,2	64,9	7,9		3,21
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	180	10,0	70,0	20,0		2,92
Student	186	24,2	59,7	16,1		3,16
Other professionals	117	28,2	56,4	15,4		3,21
Managerial	90	30,0	63,3	6,7		3,37
Teacher/ Medical care	93	19,4	71,0	9,7		3,13
Clerical/ Service	99	21,2	51,5	27,3		3,00
Retired/ Homemaker	51	23,5	70,6	5,9		3,29
Vocational/ Technical	30	30,0	50,0	20,0		3,30
Artist/ Musician/ Actor etc.	12	50,0	25,0	25,0		3,50
Other	93	22,6	67,7	9,7		3,16
<b>Household income</b>						
High	327	16,5	69,7	13,8		3,07
Average	369	20,3	65,0	14,6		3,11
Low	198	31,8	47,0	21,2		3,24
<b>Market area*</b>						
Central/ Southern Europe	561	27,3	54,5	18,2		3,20
North America	264	13,6	71,6	14,8		2,98
Britain	42	21,4	78,6	0,0		3,21
Scandinavia	18	16,7	66,7	16,7		3,00
Asia	24	0,0	100,0	0,0		3,00
Other	60	20,0	65,0	15,0		3,15
<b>Educational level*</b>						
Finished high school or less	117	28,2	61,5	10,3		3,26
Bachelor's degree or equivalent	507	20,1	59,8	20,1		3,07
Master's/ Ph.D. or equivalent	342	21,9	65,8	12,3		3,17

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

# NUMBER OF VISITORS IN SNÆFELLSNES NATIONAL PARK



**Q.95. Did you find the number of visitors in Snæfellsnes National Park acceptable, too many or too few?**

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>978</b>	<b>21,8</b>	<b>62,3</b>	<b>16,0</b>		3,13
<b>Nationality*</b>						
American	162	5,6	79,6	14,8		2,89
German	87	37,9	34,5	27,6		3,28
Canadian	96	25,0	53,1	21,9		2,97
French	96	78,1	18,8	3,1		4,09
Italian	105	8,6	80,0	11,4		3,06
British	45	13,3	80,0	6,7		3,07
Spanish	84	7,1	75,0	17,9		2,89
Dutch	45	20,0	46,7	33,3		3,00
Swedish	<5					
Swiss	9	100,0	0,0	0,0		4,00
Norwegian	6	50,0	50,0	0,0		3,50
Austrian	15	20,0	60,0	20,0		3,00
Other	225	12,0	72,0	16,0		3,01
<b>Transportation</b>						
Airline	957	21,6	62,1	16,3		3,12
M/ SNorröna	21	28,6	71,4	0,0		3,43
<b>Type of trip*</b>						
Package tour	108	22,2	72,2	5,6		3,33
Individually-arranged tour	822	21,2	61,7	17,2		3,10
Business-arranged tour	<5					
<b>Purpose of visit*</b>						
Vacation/ holiday	936	21,5	62,2	16,3		3,12
Event in Iceland (leisure related)	36	8,3	75,0	16,7		2,92
Visiting friends/ relatives	36	25,0	33,3	41,7		2,83
Education and training	6	50,0	50,0	0,0		3,50
Conference/ large meeting	<5					
Business/ small meeting	<5					
Other	12	50,0	50,0	0,0		3,50

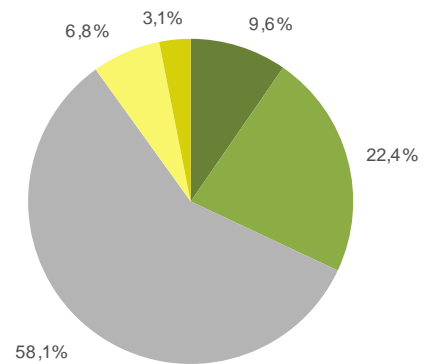
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

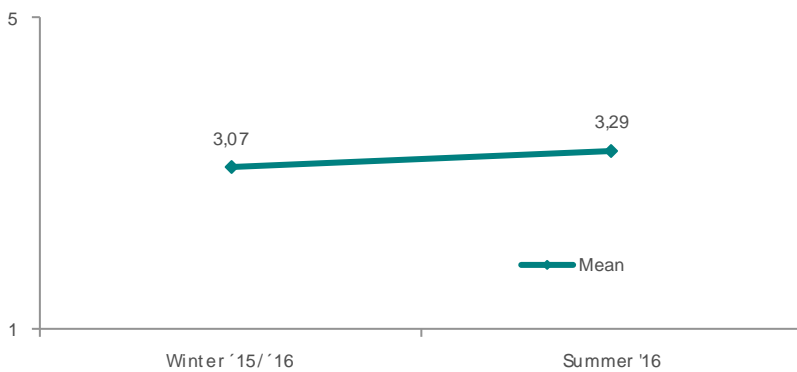


## Q.96. Did you find the number of visitors at Dettifoss acceptable, too many or too few?

	Count	%
Too many (5)	93	9,6
Rather many (4)	216	22,4
Acceptable (3)	561	58,1
Rather few (2)	66	6,8
Too few (1)	30	3,1
Number of responses	966	100,0
Number of respondents	966	42,9
Did not answer	1284	57,1
Total	2250	100,0



Mean 3,29  
Standard deviation 0,85



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

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

# NUMBER OF VISITORS AT DETTIFOSS



Q. 96. Did you find the number of visitors at Dettifoss acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>966</b>	<b>32,0</b>	<b>58,1</b>	<b>9,9</b>		3,29
<b>Gender</b>						
Male	417	35,3	55,4	9,4		3,29
Female	546	29,1	60,4	10,4		3,28
<b>Age*</b>						
24 years and younger	185	29,2	53,5	17,3		3,10
25-34 years	354	35,6	56,2	8,2		3,41
35-44 years	150	31,3	60,0	8,7		3,32
45-54 years	133	27,8	63,2	9,0		3,20
55 years and older	135	28,9	63,7	7,4		3,21
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	162	20,4	72,2	7,4		3,20
Student	207	31,9	53,6	14,5		3,19
Other professionals	105	37,1	54,3	8,6		3,43
Managerial	87	31,0	58,6	10,3		3,31
Teacher/ Medical care	78	34,6	61,5	3,8		3,35
Clerical/ Service	114	23,7	57,9	18,4		3,13
Retired/ Homemaker	54	33,3	66,7	0,0		3,33
Vocational/ Technical	33	45,5	54,5	0,0		3,64
Artist/ Musician/ Actor etc.	9	66,7	33,3	0,0		3,67
Other	93	48,4	45,2	6,5		3,52
<b>Household income*</b>						
High	303	26,7	64,4	8,9		3,23
Average	354	30,5	61,0	8,5		3,31
Low	216	41,7	50,0	8,3		3,42
<b>Market area*</b>						
Central/ Southern Europe	585	38,5	50,3	11,3		3,37
North America	243	22,2	69,1	8,6		3,14
Britain	33	18,2	81,8	0,0		3,18
Scandinavia	27	22,2	55,6	22,2		2,89
Asia	21	42,9	42,9	14,3		3,43
Other	51	11,8	88,2	0,0		3,24
<b>Educational level*</b>						
Finished high school or less	135	33,3	53,3	13,3		3,22
Bachelor's degree or equivalent	492	29,3	59,1	11,6		3,22
Master's/ Ph.D. or equivalent	327	34,9	58,7	6,4		3,40

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

# NUMBER OF VISITORS AT DETTIFOSS



Q.96. Did you find the number of visitors at Dettifoss acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>966</b>	<b>32,0</b>	<b>58,1</b>	<b>9,9</b>	3,29
<b>Nationality*</b>					
American	156	17,3	73,1	9,6	3,00
German	84	42,9	50,0	7,1	3,50
Canadian	72	33,3	54,2	12,5	3,21
French	102	76,5	17,6	5,9	3,97
Italian	129	27,9	58,1	14,0	3,21
British	27	11,1	88,9	0,0	3,11
Spanish	87	27,6	65,5	6,9	3,24
Dutch	48	31,3	56,3	12,5	3,31
Swedish	9	66,7	33,3	0,0	3,67
Swiss	6	50,0	0,0	50,0	3,00
Norwegian	9	33,3	66,7	0,0	3,33
Austrian	15	20,0	20,0	60,0	2,60
Other	222	23,0	68,9	8,1	3,23
<b>Transportation*</b>					
Airline	939	32,3	57,5	10,2	3,29
M/ SNorröna	27	22,2	77,8	0,0	3,22
<b>Type of trip*</b>					
Package tour	108	27,8	63,9	8,3	3,28
Individually-arranged tour	825	32,0	57,8	10,2	3,29
Business-arranged tour	<5				
<b>Purpose of visit*</b>					
Vacation/ holiday	918	31,7	58,5	9,8	3,29
Event in Iceland (leisure related)	36	25,0	58,3	16,7	3,08
Visiting friends/ relatives	33	45,5	27,3	27,3	3,18
Education and training	15	20,0	80,0	0,0	3,20
Conference/ large meeting					
Business/ small meeting	9	33,3	66,7	0,0	3,33
Other	9	33,3	66,7	0,0	3,67

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

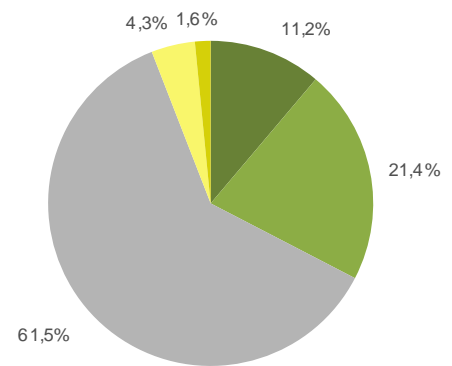
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



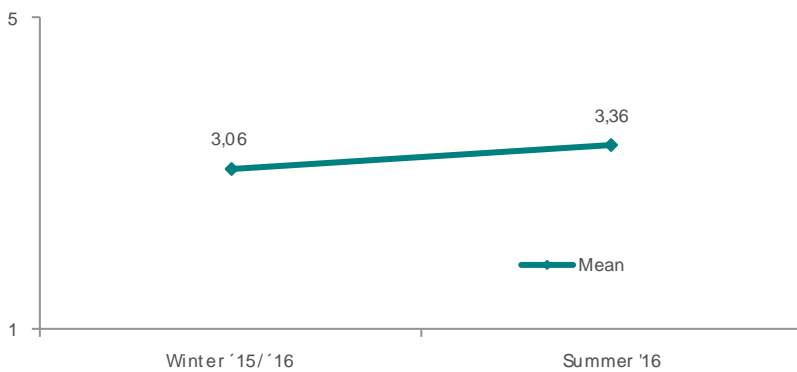


## Q.97. Did you find the number of visitors in Mývatn acceptable, too many or too few?

	Count	%
Too many (5)	108	11,2
Rather many (4)	207	21,4
Acceptable (3)	594	61,5
Rather few (2)	42	4,3
Too few (1)	15	1,6
Number of responses	966	100,0
Number of respondents	966	42,9
Did not answer	1284	57,1
Total	2250	100,0



Mean 3,36  
Standard deviation 0,80



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

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

# NUMBER OF VISITORS IN MÝVATN



Q.97. Did you find the number of visitors in Mývatn acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>966</b>	<b>32,6</b>	<b>61,5</b>	<b>5,9</b>		3,36
<b>Gender</b>						
Male	432	34,7	59,0	6,3		3,36
Female	531	30,5	63,8	5,6		3,36
<b>Age</b>						
24 years and younger	181	35,9	58,6	5,5		3,40
25-34 years	363	35,3	57,6	7,2		3,40
35-44 years	145	31,0	66,2	2,8		3,37
45-54 years	131	22,9	71,0	6,1		3,21
55 years and older	137	29,9	63,5	6,6		3,30
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	159	17,0	73,6	9,4		3,11
Student	207	34,8	59,4	5,8		3,41
Other professionals	111	29,7	67,6	2,7		3,30
Managerial	93	38,7	54,8	6,5		3,48
Teacher/ Medical care	75	40,0	56,0	4,0		3,40
Clerical/ Service	114	31,6	57,9	10,5		3,32
Retired/ Homemaker	51	23,5	76,5	0,0		3,41
Vocational/ Technical	30	30,0	60,0	10,0		3,50
Artist/ Musician/ Actor etc.	9	66,7	33,3	0,0		4,00
Other	90	53,3	46,7	0,0		3,63
<b>Household income*</b>						
High	297	26,3	63,6	10,1		3,23
Average	357	28,6	67,2	4,2		3,32
Low	219	46,6	49,3	4,1		3,60
<b>Market area*</b>						
Central/ Southern Europe	600	38,5	55,5	6,0		3,45
North America	237	20,3	74,7	5,1		3,19
Britain	30	30,0	60,0	10,0		3,40
Scandinavia	27	33,3	55,6	11,1		3,22
Asia	18	33,3	50,0	16,7		3,33
Other	48	25,0	75,0	0,0		3,31
<b>Educational level</b>						
Finished high school or less	132	34,1	59,1	6,8		3,36
Bachelor's degree or equivalent	492	31,7	62,2	6,1		3,35
Master's/ Ph.D. or equivalent	333	32,4	62,2	5,4		3,37

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

# NUMBER OF VISITORS IN MÝVATN



## Q.97. Did you find the number of visitors in Mývatn acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>966</b>	<b>32,6</b>	<b>61,5</b>	<b>5,9</b>	3,36
<b>Nationality*</b>					
American	150	14,0	80,0	6,0	3,08
German	90	60,0	36,7	3,3	3,83
Canadian	72	25,0	66,7	8,3	3,17
French	99	81,8	18,2	0,0	4,21
Italian	132	25,0	65,9	9,1	3,23
British	21	14,3	71,4	14,3	3,14
Spanish	93	16,1	80,6	3,2	3,16
Dutch	45	20,0	66,7	13,3	3,13
Swedish	9	66,7	33,3	0,0	3,67
Swiss	9	100,0	0,0	0,0	4,00
Norwegian	9	66,7	33,3	0,0	4,00
Austrian	15	20,0	60,0	20,0	3,00
Other	222	25,7	68,9	5,4	3,24
<b>Transportation</b>					
Airline	939	32,6	61,7	5,8	3,36
M/ SNorröna	27	33,3	55,6	11,1	3,56
<b>Type of trip*</b>					
Package tour	111	29,7	67,6	2,7	3,41
Individually-arranged tour	825	33,8	60,0	6,2	3,36
Business-arranged tour	6	50,0	50,0	0,0	4,00
<b>Purpose of visit*</b>					
Vacation/ holiday	912	32,6	61,2	6,3	3,36
Event in Iceland (leisure related)	36	16,7	75,0	8,3	3,08
Visiting friends/ relatives	30	30,0	30,0	40,0	2,80
Education and training	15	40,0	60,0	0,0	3,40
Conference/ large meeting	<5				
Business/ small meeting	9	33,3	66,7	0,0	3,67
Other	9	66,7	33,3	0,0	4,00

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

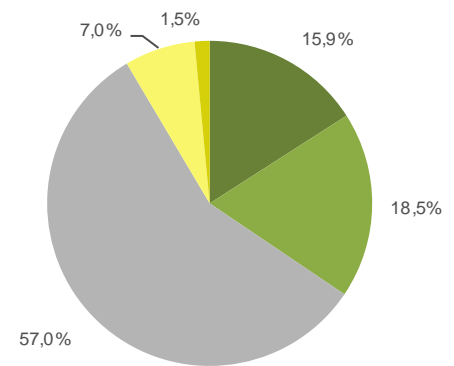
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# NUMBER OF VISITORS IN LANDMANNALAUGAR

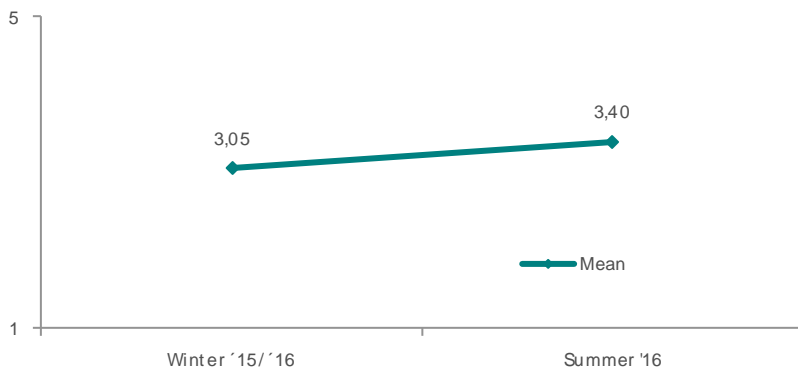


Q.98. Did you find the number of visitors in Landmannalaugar acceptable, too many or too few?

	Count	%
Too many (5)	129	15,9
Rather many (4)	150	18,5
Acceptable (3)	462	57,0
Rather few (2)	57	7,0
Too few (1)	12	1,5
Number of responses	810	100,0
Number of respondents	810	36,0
Did not answer	1440	64,0
Total	2250	100,0



Mean 3,40  
Standard deviation 0,89



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

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

# NUMBER OF VISITORS IN LANDMANNALAUGAR



Q. 98. Did you find the number of visitors in Landmannalaugar acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>810</b>	<b>34,4</b>	<b>57,0</b>	<b>8,5</b>	3,40
<b>Gender</b>					
Male	390	36,2	57,7	6,2	3,45
Female	420	32,9	56,4	10,7	3,36
<b>Age*</b>					
24 years and younger	151	32,5	48,3	19,2	3,28
25-34 years	337	37,4	56,1	6,5	3,48
35-44 years	126	42,1	57,9	0,0	3,56
45-54 years	99	16,2	75,8	8,1	3,14
55 years and older	91	35,2	53,8	11,0	3,34
<b>What is your profession?</b>					
Professionals (dr./ lawyer/ account. etc.)	147	28,6	63,3	8,2	3,35
Student	186	35,5	48,4	16,1	3,35
Other professionals	87	41,4	55,2	3,4	3,48
Managerial	84	35,7	57,1	7,1	3,50
Teacher/ Medical care	57	42,1	57,9	0,0	3,63
Clerical/ Service	87	27,6	58,6	13,8	3,28
Retired/ Homemaker	33	27,3	72,7	0,0	3,36
Vocational/ Technical	24	37,5	62,5	0,0	3,50
Artist/ Musician/ Actor etc.	6	50,0	50,0	0,0	3,50
Other	81	33,3	63,0	3,7	3,37
<b>Household income*</b>					
High	240	27,5	61,3	11,3	3,31
Average	312	35,6	60,6	3,8	3,42
Low	159	41,5	50,9	7,5	3,60
<b>Market area*</b>					
Central/ Southern Europe	537	39,7	52,0	8,4	3,50
North America	168	23,2	67,9	8,9	3,21
Britain	18	33,3	66,7	0,0	3,50
Scandinavia	27	44,4	44,4	11,1	3,33
Asia	15	20,0	60,0	20,0	3,00
Other	39	7,7	92,3	0,0	3,15
<b>Educational level*</b>					
Finished high school or less	114	47,4	39,5	13,2	3,55
Bachelor's degree or equivalent	405	25,9	63,7	10,4	3,25
Master's/ Ph.D. or equivalent	279	39,8	55,9	4,3	3,54

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

# NUMBER OF VISITORS IN LANDMANNALAUGAR



Q.98. Did you find the number of visitors in Landmannalaugar acceptable, too many or too few?

	Number of answers	Rather/ too many	Acceptable	Rather/ too few	
	Count	%	%	%	
<b>Total</b>	<b>810</b>	<b>34,4</b>	<b>57,0</b>	<b>8,5</b>	3,40
<b>Nationality*</b>					
American	96	15,6	75,0	9,4	3,03
German	87	62,1	27,6	10,3	3,86
Canadian	66	31,8	54,5	13,6	3,27
French	96	68,8	18,8	12,5	3,94
Italian	99	21,2	66,7	12,1	3,15
British	27	11,1	88,9	0,0	3,22
Spanish	84	21,4	78,6	0,0	3,29
Dutch	36	16,7	75,0	8,3	3,25
Swedish	12	50,0	50,0	0,0	3,50
Swiss	<5				
Norwegian	<5				
Austrian	18	66,7	33,3	0,0	3,83
Other	183	29,5	63,9	6,6	3,36
<b>Transportation</b>					
Airline	789	34,6	56,7	8,7	3,41
M/ SNorröna	21	28,6	71,4	0,0	3,29
<b>Type of trip*</b>					
Package tour	96	46,9	46,9	6,3	3,63
Individually-arranged tour	678	32,7	58,8	8,4	3,38
Business-arranged tour	<5				
<b>Purpose of visit*</b>					
Vacation/ holiday	765	34,5	57,6	7,8	3,42
Event in Iceland (leisure related)	24	37,5	62,5	0,0	3,63
Visiting friends/ relatives	27	22,2	44,4	33,3	2,67
Education and training	18	33,3	66,7	0,0	3,33
Conference/ large meeting	<5				
Business/ small meeting	<5				
Other	6	100,0	0,0	0,0	5,00

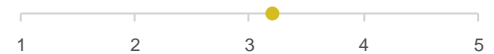
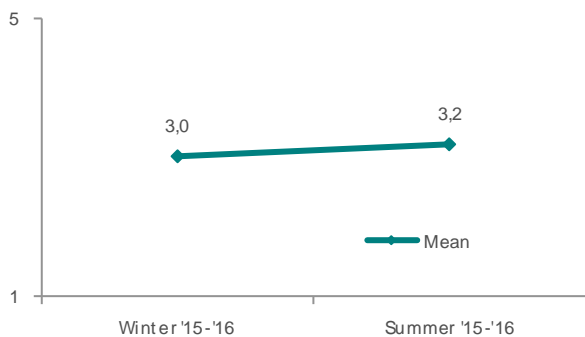
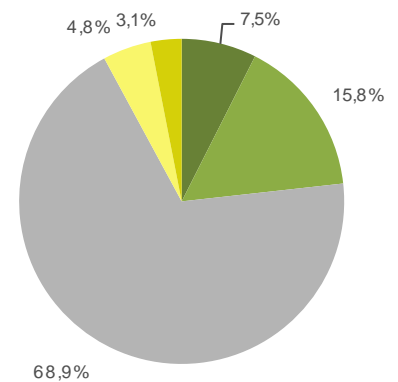
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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



## Q.99. Did you find the number of visitors in Húsafell acceptable, too many or too few?

	Count	%
Too many (5)	51	7,5
Rather many (4)	108	15,8
Acceptable (3)	471	68,9
Rather few (2)	33	4,8
Too few (1)	21	3,1
Number of responses	684	100,0
Number of respondents	684	30,4
Did not answer	1566	69,6
Total	2250	100,0



Mean 3,20  
Standard deviation 0,77

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

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

# NUMBER OF VISITORS IN HÚSAFELL



Q. 99. Did you find the number of visitors in Húsafell acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>684</b>	<b>23,2</b>	<b>68,9</b>	<b>7,9</b>		3,20
<b>Gender</b>						
Male	321	27,1	67,3	5,6		3,24
Female	363	19,8	70,2	9,9		3,16
<b>Age</b>						
24 years and younger	127	25,2	65,4	9,4		3,22
25-34 years	269	19,7	71,0	9,3		3,14
35-44 years	104	24,0	74,0	1,9		3,29
45-54 years	85	25,9	67,1	7,1		3,20
55 years and older	96	25,0	65,6	9,4		3,16
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	132	11,4	81,8	6,8		3,09
Student	144	22,9	62,5	14,6		3,13
Other professionals	69	34,8	65,2	0,0		3,48
Managerial	66	27,3	68,2	4,5		3,23
Teacher/ Medical care	54	16,7	77,8	5,6		3,06
Clerical/ Service	75	20,0	64,0	16,0		3,08
Retired/ Homemaker	30	10,0	90,0	0,0		3,10
Vocational/ Technical	18	33,3	50,0	16,7		3,17
Artist/ Musician/ Actor etc.	9	33,3	66,7	0,0		3,33
Other	69	39,1	60,9	0,0		3,48
<b>Household income</b>						
High	204	17,6	72,1	10,3		3,12
Average	276	21,7	75,0	3,3		3,24
Low	147	32,7	57,1	10,2		3,27
<b>Market area*</b>						
Central/ Southern Europe	447	28,9	63,8	7,4		3,28
North America	150	12,0	80,0	8,0		3,00
Britain	21	28,6	57,1	14,3		3,29
Scandinavia	12	25,0	50,0	25,0		3,00
Asia	15	0,0	80,0	20,0		2,80
Other	39	7,7	92,3	0,0		3,15
<b>Educational level</b>						
Finished high school or less	90	26,7	70,0	3,3		3,30
Bachelor's degree or equivalent	354	21,2	67,8	11,0		3,15
Master's/ Ph.D. or equivalent	234	24,4	70,5	5,1		3,22

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





## Q. 99. Did you find the number of visitors in Húsafell acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>684</b>	<b>23,2</b>	<b>68,9</b>	<b>7,9</b>	3,20
<b>Nationality*</b>					
American	96	6,3	87,5	6,3	3,00
German	60	50,0	45,0	5,0	3,60
Canadian	54	27,8	55,6	16,7	3,06
French	57	73,7	26,3	0,0	3,95
Italian	93	3,2	83,9	12,9	2,87
British	24	12,5	75,0	12,5	3,00
Spanish	90	26,7	70,0	3,3	3,30
Dutch	36	16,7	75,0	8,3	3,17
Swedish	<5				
Swiss	9	33,3	33,3	33,3	2,67
Norwegian	<5				
Austrian	6	50,0	50,0	0,0	3,50
Other	153	13,7	78,4	7,8	3,12
<b>Transportation*</b>					
Airline	669	23,8	68,6	7,6	3,21
M/ SNorröna	15	0,0	80,0	20,0	2,60
<b>Type of trip*</b>					
Package tour	75	20,0	80,0	0,0	3,28
Individually-arranged tour	585	22,6	68,7	8,7	3,17
Business-arranged tour	<5				
<b>Purpose of visit*</b>					
Vacation/ holiday	651	22,6	69,6	7,8	3,18
Event in Iceland (leisure related)	21	0,0	85,7	14,3	2,86
Visiting friends/ relatives	27	22,2	66,7	11,1	3,00
Education and training	9	33,3	66,7	0,0	3,33
Conference/ large meeting	<5				
Business/ small meeting	<5				
Other	9	33,3	66,7	0,0	3,67

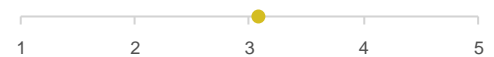
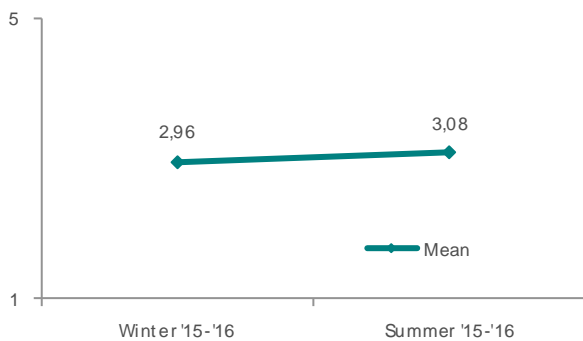
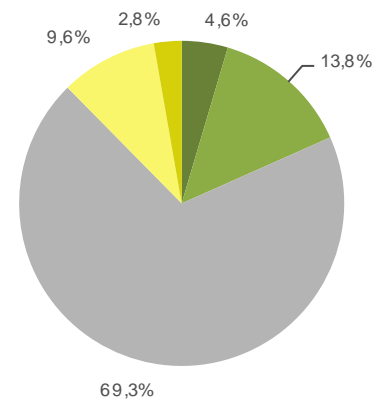
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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



## Q. 100. Did you find the number of visitors in Ísafjörður acceptable, too many or too few?

	Count	%
Too many (5)	30	4,6
Rather many (4)	90	13,8
Acceptable (3)	453	69,3
Rather few (2)	63	9,6
Too few (1)	18	2,8
Number of responses	654	100,0
Number of respondents	654	29,1
Did not answer	1596	70,9
Total	2250	100,0



Mean 3,08  
Standard deviation 0,72

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

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

# NUMBER OF VISITORS IN ÍSAFJÖRÐUR



Q.100. Did you find the number of visitors in Ísafjörður acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>654</b>	<b>18,3</b>	<b>69,3</b>	<b>12,4</b>	3,08
<b>Gender</b>					
Male	327	22,9	65,1	11,9	3,11
Female	327	13,8	73,4	12,8	3,05
<b>Age*</b>					
24 years and younger	118	17,8	65,3	16,9	2,93
25-34 years	271	17,3	72,7	10,0	3,13
35-44 years	106	12,3	69,8	17,9	2,95
45-54 years	66	18,2	72,7	9,1	3,12
55 years and older	87	27,6	65,5	6,9	3,22
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	117	7,7	82,1	10,3	2,97
Student	141	19,1	66,0	14,9	3,02
Other professionals	66	18,2	72,7	9,1	3,14
Managerial	66	27,3	63,6	9,1	3,32
Teacher/ Medical care	54	22,2	61,1	16,7	3,00
Clerical/ Service	66	18,2	59,1	22,7	2,95
Retired/ Homemaker	33	18,2	81,8	0,0	3,27
Vocational/ Technical	21	14,3	85,7	0,0	3,29
Artist/ Musician/ Actor etc.	9	33,3	66,7	0,0	3,33
Other	69	26,1	60,9	13,0	3,17
<b>Household income*</b>					
High	216	13,9	72,2	13,9	3,01
Average	237	16,5	79,7	3,8	3,18
Low	141	25,5	55,3	19,1	3,06
<b>Market area*</b>					
Central/ Southern Europe	414	21,7	65,2	13,0	3,14
North America	168	12,5	76,8	10,7	2,98
Britain	15	40,0	60,0	0,0	3,40
Scandinavia	15	20,0	40,0	40,0	2,60
Asia	15	0,0	80,0	20,0	2,80
Other	27	0,0	100,0	0,0	3,00
<b>Educational level</b>					
Finished high school or less	99	24,2	66,7	9,1	3,15
Bachelor's degree or equivalent	330	16,4	68,2	15,5	3,03
Master's/ Ph.D. or equivalent	225	18,7	72,0	9,3	3,12

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

# NUMBER OF VISITORS IN ÍSAFJÖRÐUR



Q.100. Did you find the number of visitors in Ísafjörður acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>654</b>	<b>18,3</b>	<b>69,3</b>	<b>12,4</b>	3,08
<b>Nationality*</b>					
American	102	2,9	85,3	11,8	2,82
German	60	40,0	55,0	5,0	3,45
Canadian	57	26,3	57,9	15,8	3,00
French	66	72,7	22,7	4,5	3,95
Italian	96	6,3	71,9	21,9	2,81
British	18	16,7	83,3	0,0	3,17
Spanish	51	5,9	88,2	5,9	3,00
Dutch	39	7,7	69,2	23,1	2,92
Swedish	6	0,0	50,0	50,0	2,50
Swiss	6	0,0	100,0	0,0	3,00
Norwegian	<5				
Austrian	6	50,0	50,0	0,0	3,50
Other	144	6,3	81,3	12,5	2,96
<b>Transportation</b>					
Airline	636	18,4	68,9	12,7	3,08
M/ SNorröna	18	16,7	83,3	0,0	3,17
<b>Type of trip*</b>					
Package tour	69	17,4	78,3	4,3	3,22
Individually-arranged tour	567	18,5	68,8	12,7	3,08
Business-arranged tour	<5				
<b>Purpose of visit*</b>					
Vacation/ holiday	624	17,3	70,2	12,5	3,07
Event in Iceland (leisure related)	24	25,0	75,0	0,0	3,25
Visiting friends/ relatives	30	40,0	40,0	20,0	3,20
Education and training	6	50,0	50,0	0,0	3,50
Conference/ large meeting	<5				
Business/ small meeting	<5				
Other	6	50,0	50,0	0,0	3,50

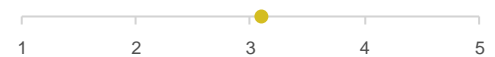
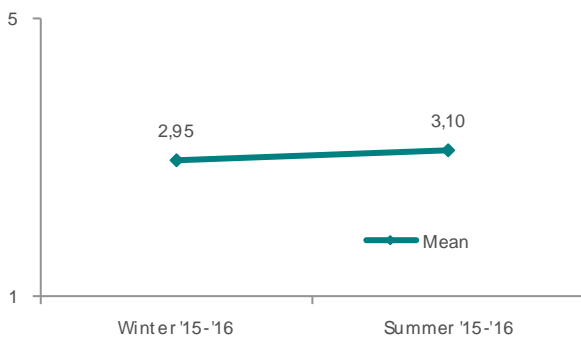
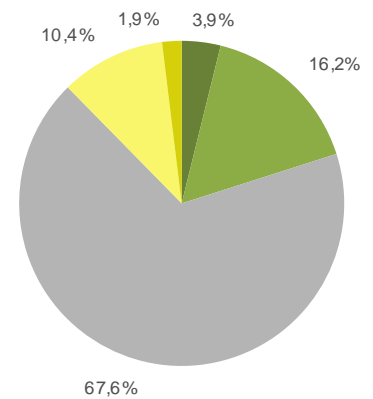
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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



## Q.101. Did you find the number of visitors in Seyðisfjörður acceptable, too many or too few?

	Count	%
Too many (5)	30	3,9
Rather many (4)	126	16,2
Acceptable (3)	525	67,6
Rather few (2)	81	10,4
Too few (1)	15	1,9
Number of responses	777	100,0
Number of respondents	777	34,5
Did not answer	1473	65,5
Total	2250	100,0



Mean 3,10  
Standard deviation 0,70

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

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



## Q.101. Did you find the number of visitors in Seyðisfjörður acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few		
	Count	%	%	%		
<b>Total</b>	<b>777</b>	<b>20,1</b>	<b>67,6</b>	<b>12,4</b>		3,10
<b>Gender</b>						
Male	354	25,4	61,0	13,6		3,13
Female	420	15,7	72,9	11,4		3,07
<b>Age</b>						
24 years and younger	139	16,5	66,9	16,5		3,00
25-34 years	301	17,3	70,1	12,6		3,08
35-44 years	120	20,0	67,5	12,5		3,12
45-54 years	102	22,5	66,7	10,8		3,13
55 years and older	109	25,7	66,1	8,3		3,15
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	135	8,9	82,2	8,9		2,98
Student	165	18,2	61,8	20,0		3,00
Other professionals	75	20,0	68,0	12,0		3,16
Managerial	69	30,4	60,9	8,7		3,30
Teacher/ Medical care	66	36,4	54,5	9,1		3,27
Clerical/ Service	78	7,7	76,9	15,4		2,88
Retired/ Homemaker	42	28,6	64,3	7,1		3,29
Vocational/ Technical	30	10,0	80,0	10,0		3,10
Artist/ Musician/ Actor etc.	6	50,0	50,0	0,0		3,50
Other	84	28,6	60,7	10,7		3,18
<b>Household income*</b>						
High	240	16,3	68,8	15,0		3,01
Average	267	18,0	80,9	1,1		3,20
Low	180	30,0	53,3	16,7		3,17
<b>Market area*</b>						
Central/ Southern Europe	489	23,3	63,2	13,5		3,14
North America	183	11,5	77,0	11,5		2,95
Britain	18	33,3	66,7	0,0		3,33
Scandinavia	33	36,4	54,5	9,1		3,36
Asia	18	16,7	66,7	16,7		3,00
Other	33	0,0	90,9	9,1		2,91
<b>Educational level</b>						
Finished high school or less	120	22,5	65,0	12,5		3,10
Bachelor's degree or equivalent	375	19,2	67,2	13,6		3,09
Master's/ Ph.D. or equivalent	267	19,1	70,8	10,1		3,10

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



## Q.101. Did you find the number of visitors in Seyðisfjörður acceptable, too many or too few?

	Number of answers	Rather/too many	Acceptable	Rather/too few	
	Count	%	%	%	
<b>Total</b>	<b>777</b>	<b>20,1</b>	<b>67,6</b>	<b>12,4</b>	3,10
<b>Nationality*</b>					
American	117	5,1	84,6	10,3	2,87
German	84	46,4	42,9	10,7	3,43
Canadian	54	27,8	55,6	16,7	3,06
French	75	72,0	24,0	4,0	3,80
Italian	114	0,0	71,1	28,9	2,68
British	21	14,3	85,7	0,0	3,14
Spanish	66	4,5	86,4	9,1	2,95
Dutch	36	8,3	75,0	16,7	3,00
Swedish	9	33,3	66,7	0,0	3,33
Swiss	9	33,3	66,7	0,0	3,33
Norwegian	9	66,7	33,3	0,0	4,00
Austrian	6	0,0	50,0	50,0	2,50
Other	177	11,9	79,7	8,5	3,08
<b>Transportation*</b>					
Airline	741	19,4	68,0	12,6	3,09
M/ SNorröna	36	33,3	58,3	8,3	3,33
<b>Type of trip*</b>					
Package tour	84	14,3	75,0	10,7	3,11
Individually-arranged tour	672	20,5	66,5	12,9	3,09
Business-arranged tour	<5				
<b>Purpose of visit*</b>					
Vacation/ holiday	747	19,3	67,9	12,9	3,08
Event in Iceland (leisure related)	27	11,1	77,8	11,1	3,00
Visiting friends/ relatives	33	27,3	54,5	18,2	3,00
Education and training	9	33,3	66,7	0,0	3,33
Conference/ large meeting	<5				
Business/ small meeting	6	50,0	50,0	0,0	3,50
Other	6	50,0	50,0	0,0	3,50

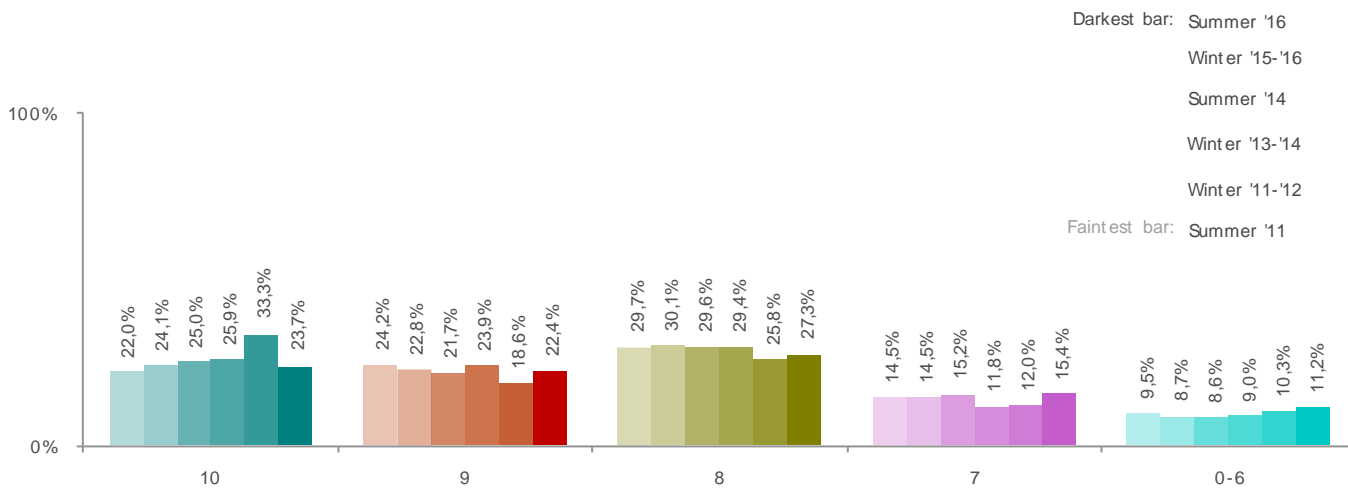
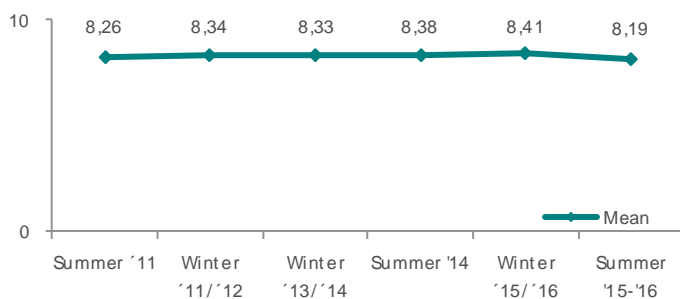
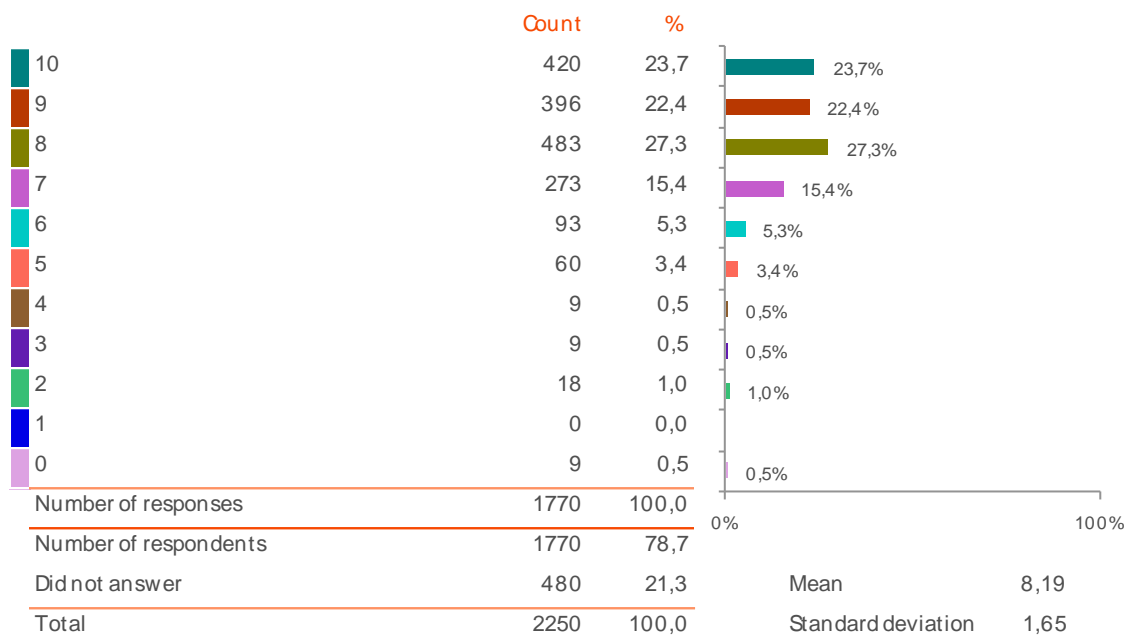
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# TOURIST INFORMATION AND SIGNPOSTS ON TOURIST SITES



Q. 102. 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





# TOURIST INFORMATION AND SIGNPOSTS ON TOURIST SITES



**Q. 102. Please rate the tourist information and signposts in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1770</b>	<b>23,7</b>	<b>22,4</b>	<b>27,3</b>	<b>15,4</b>	<b>11,2</b>		8,19
<b>Gender</b>								
Male	717	20,9	24,3	30,5	15,9	8,4		8,27
Female	1050	25,7	21,1	25,1	15,1	12,9		8,14
<b>Age</b>								
24 years and younger	288	28,1	18,8	22,2	17,7	13,2		8,09
25-34 years	593	26,6	17,4	28,5	16,9	10,6		8,23
35-44 years	301	25,2	22,9	26,2	13,3	12,3		8,30
45-54 years	284	20,8	32,0	26,1	8,8	12,3		8,26
55 years and older	289	15,9	27,3	31,5	18,7	6,6		8,15
<b>What is your profession?</b>								
Professionals (dr./ lawyer/ account. etc.)	366	22,1	22,1	27,9	18,9	9,0		8,17
Student	333	30,6	18,9	24,3	12,6	13,5		8,15
Other professionals	204	27,9	20,6	23,5	14,7	13,2		8,21
Managerial	165	18,2	23,6	29,1	14,5	14,5		8,04
Teacher/ Medical care	174	24,1	25,9	27,6	8,6	13,8		8,21
Clerical/ Service	147	24,5	12,2	34,7	14,3	14,3		8,10
Retired/ Homemaker	120	5,0	37,5	30,0	22,5	5,0		8,15
Vocational/ Technical	60	15,0	20,0	30,0	30,0	5,0		8,10
Artist/ Musician/ Actor etc.	15	0,0	20,0	40,0	20,0	20,0		7,60
Other	156	25,0	26,9	25,0	15,4	7,7		8,40
<b>Household income</b>								
High	627	22,0	22,5	31,6	15,3	8,6		8,22
Average	642	25,2	25,2	24,8	13,6	11,2		8,28
Low	345	24,3	14,8	29,6	18,3	13,0		8,03
<b>Market area*</b>								
Central/ Southern Europe	867	21,1	16,3	30,8	15,9	15,9		7,95
North America	534	28,1	29,8	20,2	14,6	7,3		8,42
Britain	135	17,8	24,4	28,9	20,0	8,9		8,18
Scandinavia	96	21,9	28,1	34,4	15,6	0,0		8,56
Asia	42	14,3	35,7	21,4	7,1	21,4		7,93
Other	87	37,9	20,7	27,6	13,8	0,0		8,83
<b>Educational level*</b>								
Finished high school or less	225	17,3	22,7	26,7	22,7	10,7		7,91
Bachelor's degree or equivalent	885	27,8	21,4	27,1	12,5	11,2		8,31
Master's/ Ph.D. or equivalent	636	18,9	24,5	28,3	16,5	11,8		8,09

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

# TOURIST INFORMATION AND SIGNPOSTS ON TOURIST SITES



**Q. 102. Please rate the tourist information and signposts in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory**

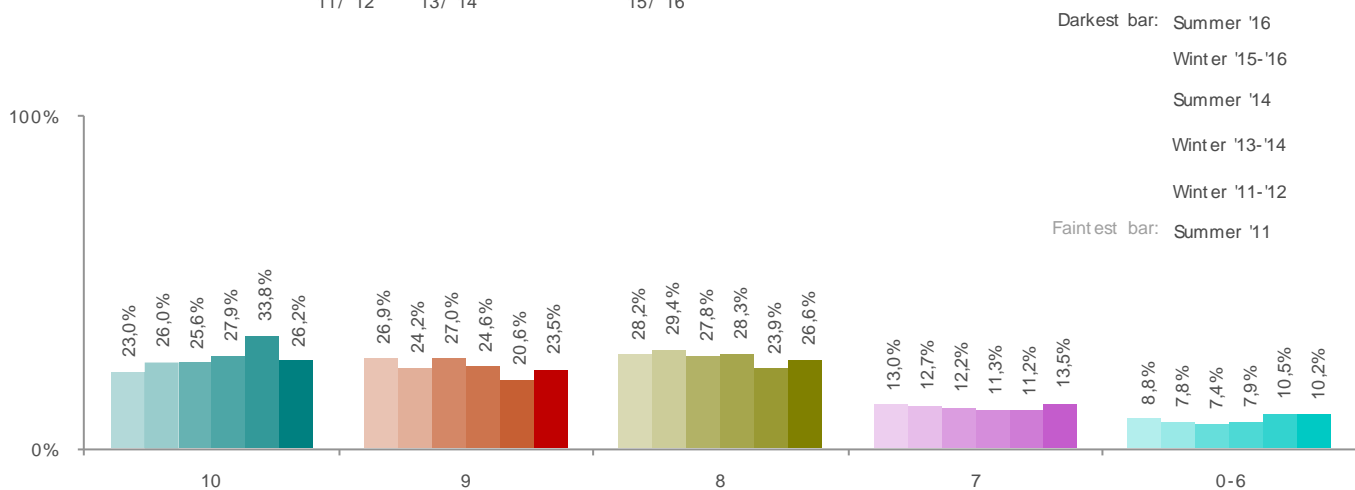
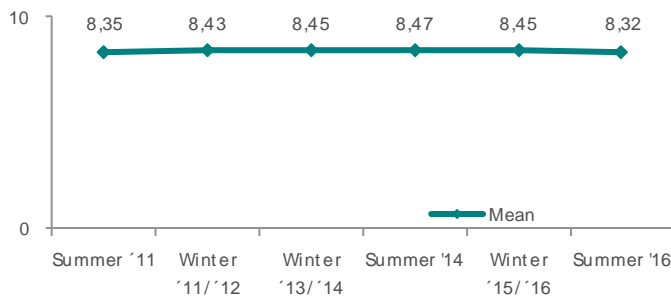
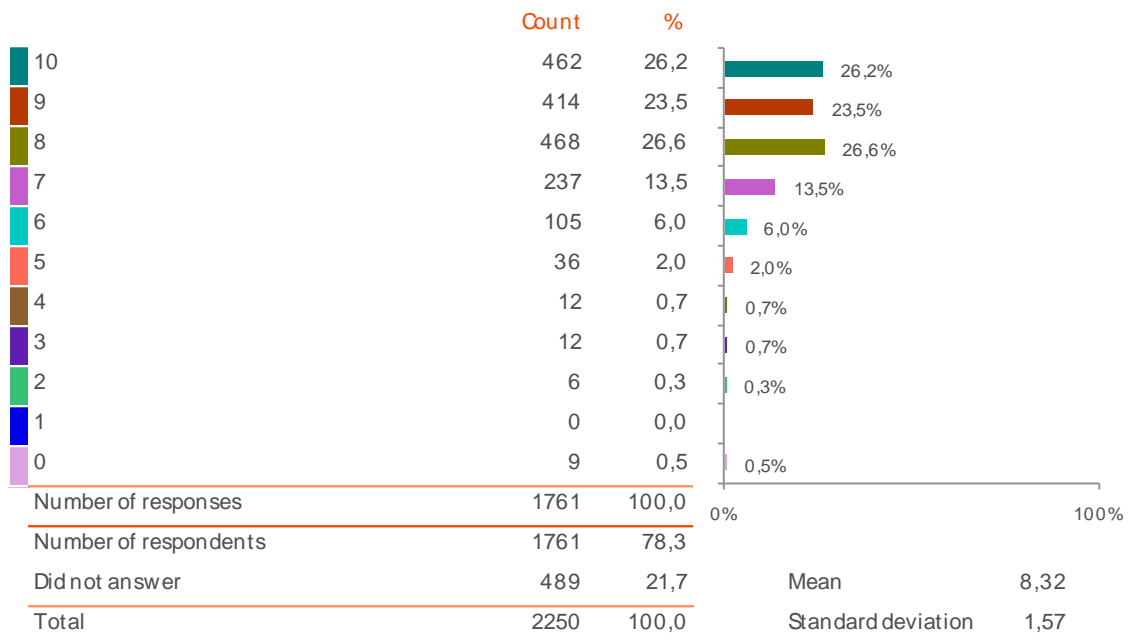
	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1770</b>	<b>23,7</b>	<b>22,4</b>	<b>27,3</b>	<b>15,4</b>	<b>11,2</b>		<b>8,19</b>
<b>Nationality*</b>								
American	390	30,8	30,0	22,3	10,0	6,9		8,54
German	195	21,5	21,5	29,2	7,7	20,0		7,80
Canadian	129	25,6	30,2	14,0	25,6	4,7		8,37
French	153	15,7	15,7	33,3	17,6	17,6		7,78
Italian	153	21,6	9,8	39,2	7,8	21,6		7,90
British	105	17,1	17,1	34,3	20,0	11,4		8,03
Spanish	90	16,7	20,0	23,3	23,3	16,7		7,83
Dutch	57	0,0	31,6	42,1	21,1	5,3		8,00
Swedish	48	12,5	31,3	43,8	12,5	0,0		8,44
Swiss	30	0,0	30,0	30,0	30,0	10,0		7,80
Norwegian	27	22,2	33,3	33,3	11,1	0,0		8,67
Austrian	27	33,3	33,3	11,1	22,2	0,0		8,78
Other	366	31,1	17,2	23,8	18,9	9,0		8,34
<b>Transportation</b>								
Airline	1731	23,9	22,0	27,2	15,4	11,4		8,18
M/ SNorröna	39	15,4	38,5	30,8	15,4	0,0		8,54
<b>Type of trip*</b>								
Package tour	192	10,9	25,0	39,1	10,9	14,1		8,02
Individually-arranged tour	1500	24,6	21,0	26,6	16,4	11,4		8,17
Business-arranged tour	18	0,0	66,7	16,7	16,7	0,0		8,50
<b>Purpose of visit*</b>								
Vacation/ holiday	1623	23,8	22,0	27,5	15,7	10,9		8,19
Event in Iceland (leisure related)	102	20,6	20,6	32,4	8,8	17,6		8,09
Visiting friends/ relatives	75	24,0	16,0	28,0	16,0	16,0		8,04
Education and training	36	25,0	33,3	16,7	16,7	8,3		8,50
Conference/ large meeting	24	0,0	50,0	12,5	25,0	12,5		8,00
Business/ small meeting	18	0,0	33,3	33,3	16,7	16,7		7,83
Other	15	20,0	60,0	0,0	0,0	20,0		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.



**Q. 103.** 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. 103. Please rate the accessibility (paths, viewpoints and the like) in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1761</b>	<b>26,2</b>	<b>23,5</b>	<b>26,6</b>	<b>13,5</b>	<b>10,2</b>		<b>8,32</b>
<b>Gender</b>								
Male	705	24,3	26,4	26,0	15,7	7,7		8,40
Female	1053	27,6	21,7	27,1	11,7	12,0		8,27
<b>Age*</b>								
24 years and younger	286	28,7	21,0	20,6	16,1	13,6		8,14
25-34 years	589	26,7	19,9	29,2	11,4	12,9		8,29
35-44 years	297	29,3	19,2	27,9	15,5	8,1		8,38
45-54 years	288	22,2	30,9	24,7	11,5	10,8		8,36
55 years and older	286	24,1	31,8	26,9	14,7	2,4		8,56
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	357	26,1	22,7	26,9	15,1	9,2		8,32
Student	330	29,1	16,4	26,4	12,7	15,5		8,07
Other professionals	204	27,9	26,5	26,5	13,2	5,9		8,47
Managerial	162	22,2	24,1	27,8	13,0	13,0		8,19
Teacher/ Medical care	180	21,7	28,3	35,0	5,0	10,0		8,40
Clerical/ Service	150	22,0	24,0	26,0	12,0	16,0		8,22
Retired/ Homemaker	117	23,1	35,9	23,1	17,9	0,0		8,64
Vocational/ Technical	57	21,1	26,3	15,8	26,3	10,5		8,11
Artist/ Musician/ Actor etc.	15	0,0	40,0	20,0	40,0	0,0		8,00
Other	159	32,1	20,8	24,5	15,1	7,5		8,53
<b>Household income</b>								
High	627	24,9	25,4	27,8	14,8	7,2		8,35
Average	645	27,9	24,2	23,3	13,0	11,6		8,31
Low	339	29,2	15,9	31,0	10,6	13,3		8,31
<b>Market area*</b>								
Central/ Southern Europe	864	18,8	19,8	30,9	14,6	16,0		7,98
North America	534	36,5	26,4	18,5	13,5	5,1		8,66
Britain	129	30,2	25,6	25,6	14,0	4,7		8,63
Scandinavia	99	27,3	33,3	27,3	9,1	3,0		8,73
Asia	39	23,1	15,4	30,8	23,1	7,7		8,08
Other	87	31,0	27,6	34,5	3,4	3,4		8,72
<b>Educational level*</b>								
Finished high school or less	225	16,0	22,7	30,7	17,3	13,3		7,89
Bachelor's degree or equivalent	882	31,0	19,7	26,5	11,9	10,9		8,38
Master's/ Ph.D. or equivalent	630	21,9	29,5	25,7	14,3	8,6		8,36

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



**Q. 103. Please rate the accessibility (paths, viewpoints and the like) in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory**

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1761</b>	<b>26,2</b>	<b>23,5</b>	<b>26,6</b>	<b>13,5</b>	<b>10,2</b>		<b>8,32</b>
<b>Nationality*</b>								
American	393	38,2	27,5	19,1	11,5	3,8		8,76
German	195	20,0	18,5	38,5	6,2	16,9		7,88
Canadian	129	37,2	23,3	16,3	18,6	4,7		8,67
French	153	15,7	19,6	31,4	17,6	15,7		7,90
Italian	153	17,6	19,6	29,4	17,6	15,7		8,04
British	99	30,3	21,2	33,3	9,1	6,1		8,61
Spanish	87	3,4	27,6	20,7	20,7	27,6		7,45
Dutch	63	0,0	19,0	52,4	28,6	0,0		7,90
Swedish	48	25,0	31,3	37,5	0,0	6,3		8,69
Swiss	30	20,0	30,0	30,0	10,0	10,0		8,40
Norwegian	24	25,0	37,5	0,0	25,0	12,5		8,38
Austrian	27	33,3	33,3	22,2	11,1	0,0		8,89
Other	360	30,0	22,5	24,2	12,5	10,8		8,37
<b>Transportation</b>								
Airline	1722	26,5	23,0	26,7	13,4	10,5		8,32
M/ SNorröna	39	15,4	46,2	23,1	15,4	0,0		8,62
<b>Type of trip*</b>								
Package tour	189	15,9	22,2	41,3	12,7	7,9		8,17
Individually-arranged tour	1497	26,3	22,8	25,9	14,0	11,0		8,29
Business-arranged tour	18	0,0	66,7	16,7	16,7	0,0		8,50
<b>Purpose of visit*</b>								
Vacation/ holiday	1620	26,5	23,1	27,2	12,8	10,4		8,32
Event in Iceland (leisure related)	99	24,2	24,2	21,2	9,1	21,2		8,00
Visiting friends/ relatives	75	24,0	20,0	28,0	12,0	16,0		8,04
Education and training	36	16,7	41,7	16,7	16,7	8,3		8,42
Conference/ large meeting	24	0,0	37,5	12,5	50,0	0,0		7,88
Business/ small meeting	21	0,0	42,9	28,6	14,3	14,3		8,00
Other	15	40,0	20,0	0,0	20,0	20,0		7,80

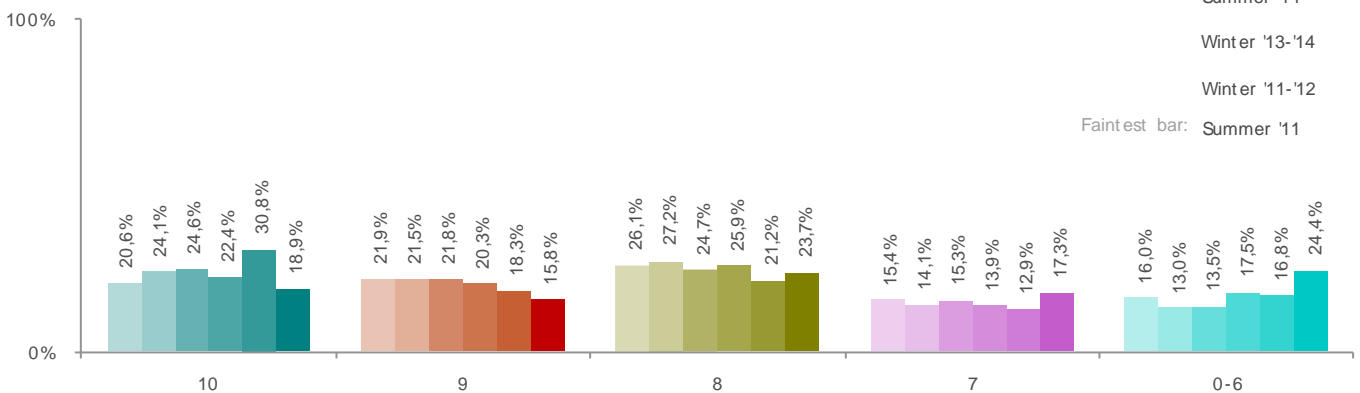
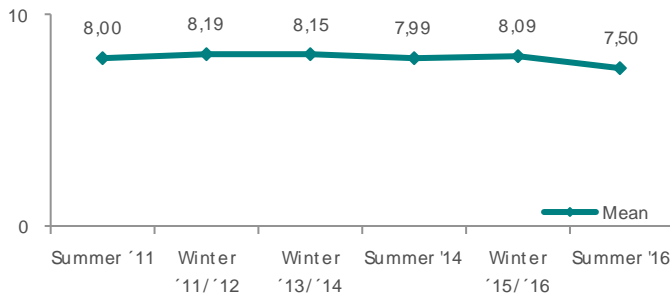
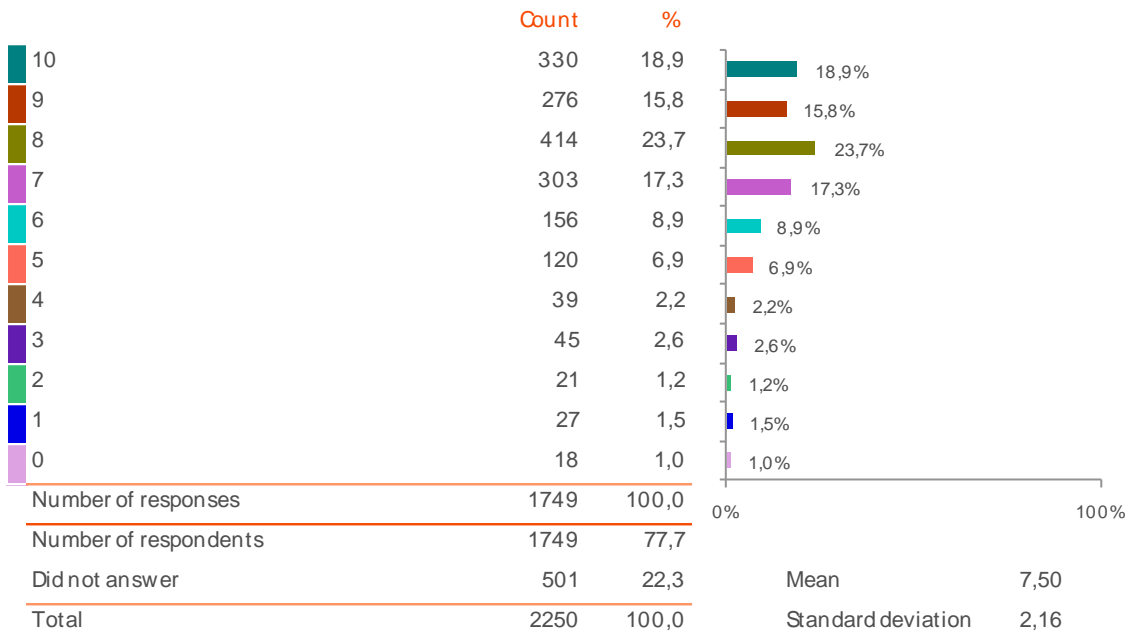
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# SANITARY FACILITIES ON TOURIST SITES



Q. 104. 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 ON TOURIST SITES



Q. 104. Please rate the sanitary facilities in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1749</b>	<b>18,9</b>	<b>15,8</b>	<b>23,7</b>	<b>17,3</b>	<b>24,4</b>		7,50
<b>Gender*</b>								
Male	705	14,5	14,9	24,7	20,0	26,0		7,33
Female	1041	21,9	16,4	23,1	15,6	23,1		7,62
<b>Age</b>								
24 years and younger	284	18,7	16,5	18,7	16,2	29,9		7,31
25-34 years	572	18,4	14,5	25,2	18,0	24,0		7,55
35-44 years	301	20,3	15,3	23,6	20,9	19,9		7,77
45-54 years	290	16,6	19,0	24,8	17,2	22,4		7,47
55 years and older	287	22,0	15,7	25,8	14,3	22,3		7,59
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	357	16,0	16,8	26,9	16,8	23,5		7,44
Student	321	17,8	14,0	20,6	14,0	33,6		7,16
Other professionals	204	29,4	13,2	23,5	19,1	14,7		7,94
Managerial	156	13,5	15,4	28,8	15,4	26,9		7,21
Teacher/ Medical care	174	19,0	15,5	22,4	17,2	25,9		7,64
Clerical/ Service	150	18,0	14,0	28,0	22,0	18,0		7,68
Retired/ Homemaker	120	10,0	25,0	22,5	15,0	27,5		7,33
Vocational/ Technical	60	10,0	15,0	20,0	30,0	25,0		7,25
Artist/ Musician/ Actor etc.	18	33,3	0,0	0,0	50,0	16,7		7,67
Other	162	24,1	18,5	20,4	14,8	22,2		7,76
<b>Household income</b>								
High	615	18,0	15,1	28,3	15,6	22,9		7,53
Average	636	18,4	17,0	21,7	19,3	23,6		7,48
Low	348	20,7	14,7	20,7	18,1	25,9		7,48
<b>Market area*</b>								
Central/ Southern Europe	840	14,3	12,9	23,6	19,6	29,6		7,16
North America	540	27,8	19,4	21,1	11,7	20,0		7,91
Britain	135	8,9	20,0	24,4	31,1	15,6		7,58
Scandinavia	99	18,2	21,2	30,3	12,1	18,2		7,79
Asia	42	14,3	14,3	28,6	21,4	21,4		7,71
Other	84	25,0	7,1	32,1	10,7	25,0		7,50
<b>Educational level*</b>								
Finished high school or less	225	13,3	13,3	24,0	14,7	34,7		6,87
Bachelor's degree or equivalent	879	19,5	15,7	24,9	19,5	20,5		7,65
Master's/ Ph.D. or equivalent	621	18,8	16,9	22,2	15,5	26,6		7,46

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

# SANITARY FACILITIES ON TOURIST SITES



**Q. 104. Please rate the sanitary facilities in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory**

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1749</b>	<b>18,9</b>	<b>15,8</b>	<b>23,7</b>	<b>17,3</b>	<b>24,4</b>	7,50
<b>Nationality*</b>							
American	399	27,8	21,1	21,1	10,5	19,5	7,92
German	192	14,1	7,8	23,4	7,8	46,9	6,45
Canadian	129	27,9	16,3	23,3	14,0	18,6	8,02
French	144	14,6	14,6	16,7	22,9	31,3	7,04
Italian	153	11,8	13,7	21,6	23,5	29,4	7,24
British	105	11,4	11,4	25,7	34,3	17,1	7,46
Spanish	84	10,7	10,7	35,7	28,6	14,3	7,54
Dutch	63	0,0	4,8	42,9	42,9	9,5	7,14
Swedish	45	6,7	33,3	26,7	6,7	26,7	7,60
Swiss	30	10,0	10,0	40,0	10,0	30,0	7,10
Norwegian	27	22,2	11,1	44,4	11,1	11,1	8,11
Austrian	27	33,3	33,3	0,0	22,2	11,1	8,56
Other	351	21,4	17,1	22,2	16,2	23,1	7,66
<b>Transportation</b>							
Airline	1710	18,8	15,6	23,3	17,7	24,6	7,49
M/ SNorröna	39	23,1	23,1	38,5	0,0	15,4	8,00
<b>Type of trip*</b>							
Package tour	189	4,8	22,2	20,6	17,5	34,9	6,86
Individually-arranged tour	1488	20,0	14,1	24,4	17,9	23,6	7,52
Business-arranged tour	18	0,0	66,7	16,7	0,0	16,7	8,17
<b>Purpose of visit*</b>							
Vacation/ holiday	1599	18,9	14,8	24,4	17,4	24,4	7,48
Event in Iceland (leisure related)	99	21,2	15,2	27,3	9,1	27,3	7,70
Visiting friends/ relatives	75	16,0	8,0	16,0	28,0	32,0	7,04
Education and training	36	8,3	25,0	16,7	16,7	33,3	7,17
Conference/ large meeting	21	14,3	28,6	0,0	28,6	28,6	7,43
Business/ small meeting	21	0,0	28,6	14,3	28,6	28,6	6,86
Other	15	20,0	40,0	0,0	20,0	20,0	7,40

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

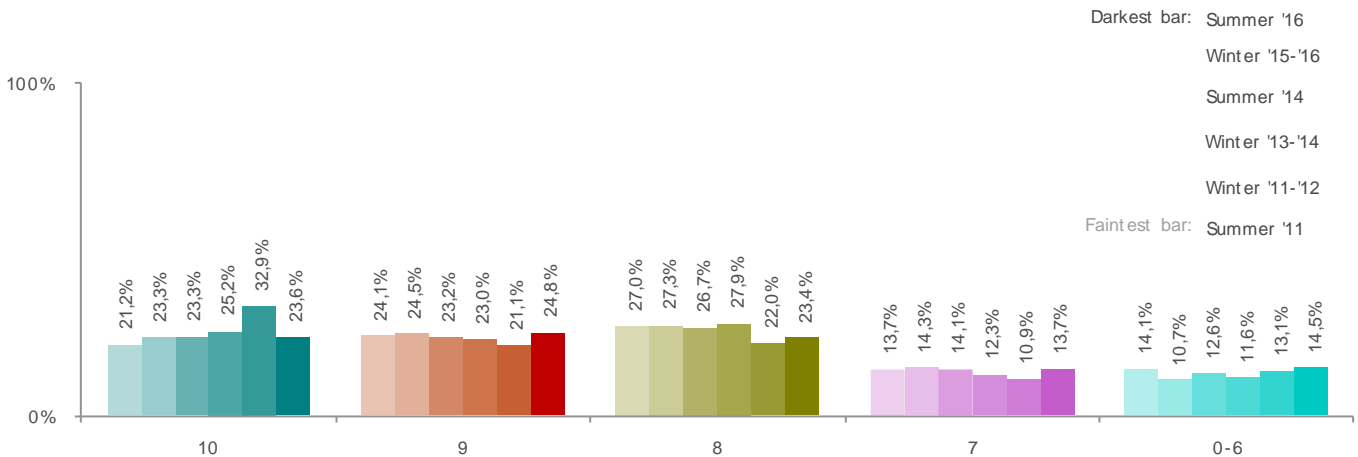
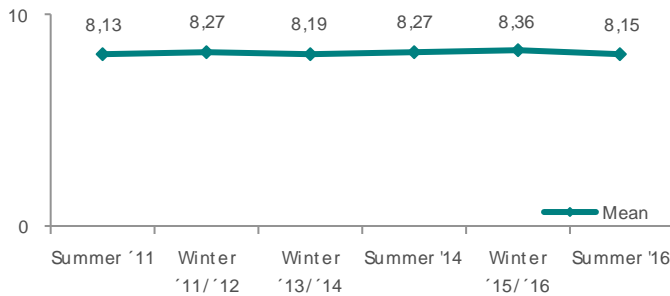
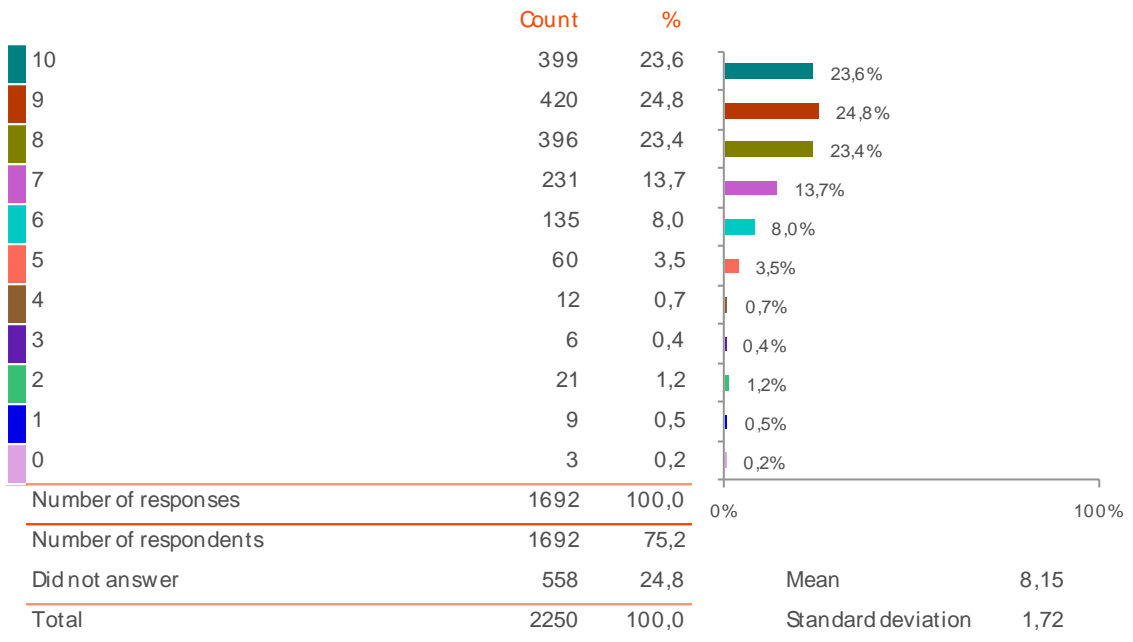
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



# SECURITY FACTORS ON TOURIST SITES



Q. 105. 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 ON TOURIST SITES



Q. 105. Please rate the security factors (warning signs, hazard zones, definitions and the like) in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1692</b>	<b>23,6</b>	<b>24,8</b>	<b>23,4</b>	<b>13,7</b>	<b>14,5</b>		8,15
<b>Gender</b>								
Male	690	20,4	27,0	23,5	13,9	15,2		8,07
Female	999	25,8	23,4	23,4	13,5	13,8		8,20
<b>Age</b>								
24 years and younger	287	27,9	15,7	22,0	11,1	23,3		7,94
25-34 years	573	22,3	25,5	26,9	16,2	9,1		8,23
35-44 years	288	28,8	22,2	20,8	12,8	15,3		8,28
45-54 years	268	21,3	31,3	23,5	10,1	13,8		8,27
55 years and older	264	19,3	29,5	21,2	15,9	14,0		8,11
<b>What is your profession?</b>								
Professionals (dr./ lawyer/ account. etc.)	333	18,0	29,7	27,9	11,7	12,6		8,15
Student	324	28,7	13,9	24,1	11,1	22,2		7,89
Other professionals	204	29,4	25,0	17,6	17,6	10,3		8,34
Managerial	156	21,2	26,9	21,2	17,3	13,5		8,23
Teacher/ Medical care	168	21,4	26,8	25,0	8,9	17,9		8,16
Clerical/ Service	144	18,8	29,2	25,0	18,8	8,3		8,21
Retired/ Homemaker	111	16,2	29,7	18,9	18,9	16,2		7,97
Vocational/ Technical	60	25,0	30,0	20,0	15,0	10,0		8,05
Artist/ Musician/ Actor etc.	15	20,0	0,0	60,0	0,0	20,0		8,00
Other	147	24,5	30,6	18,4	14,3	12,2		8,35
<b>Household income</b>								
High	585	28,2	21,0	22,6	12,3	15,9		8,19
Average	618	21,4	27,7	21,4	15,0	14,6		8,06
Low	342	20,2	28,9	25,4	13,2	12,3		8,24
<b>Market area*</b>								
Central/ Southern Europe	849	17,3	22,6	25,8	17,7	16,6		7,88
North America	504	34,5	25,6	16,7	8,9	14,3		8,45
Britain	120	22,5	27,5	22,5	15,0	12,5		8,10
Scandinavia	90	16,7	43,3	23,3	6,7	10,0		8,47
Asia	39	15,4	38,5	23,1	7,7	15,4		8,31
Other	81	29,6	14,8	40,7	11,1	3,7		8,52
<b>Educational level*</b>								
Finished high school or less	216	18,1	15,3	30,6	15,3	20,8		7,69
Bachelor's degree or equivalent	849	27,2	25,4	20,5	13,8	13,1		8,28
Master's/ Ph.D. or equivalent	603	18,9	28,4	24,9	13,4	14,4		8,11

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

# SECURITY FACTORS ON TOURIST SITES



Q. 105. Please rate the security factors (warning signs, hazard zones, definitions and the like) in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1692</b>	<b>23,6</b>	<b>24,8</b>	<b>23,4</b>	<b>13,7</b>	<b>14,5</b>		8,15
<b>Nationality*</b>								
American	360	35,0	25,0	18,3	9,2	12,5		8,47
German	189	19,0	17,5	27,0	11,1	25,4		7,54
Canadian	132	34,1	31,8	9,1	6,8	18,2		8,55
French	150	16,0	26,0	16,0	24,0	18,0		7,70
Italian	153	17,6	11,8	43,1	13,7	13,7		8,04
British	93	19,4	25,8	29,0	9,7	16,1		7,94
Spanish	90	6,7	33,3	20,0	30,0	10,0		7,90
Dutch	54	5,6	11,1	55,6	16,7	11,1		7,83
Swedish	39	15,4	30,8	30,8	7,7	15,4		8,15
Swiss	30	10,0	40,0	20,0	20,0	10,0		8,10
Norwegian	24	12,5	50,0	12,5	12,5	12,5		8,38
Austrian	24	25,0	62,5	0,0	12,5	0,0		9,00
Other	354	27,1	24,6	22,9	14,4	11,0		8,32
<b>Transportation</b>								
Airline	1653	23,6	24,7	23,0	14,0	14,7		8,13
M/ SNorröna	39	23,1	30,8	38,5	0,0	7,7		8,62
<b>Type of trip*</b>								
Package tour	177	13,6	33,9	28,8	8,5	15,3		8,05
Individually-arranged tour	1446	23,4	23,2	23,4	14,3	15,6		8,09
Business-arranged tour	15	0,0	40,0	40,0	20,0	0,0		8,20
<b>Purpose of visit*</b>								
Vacation/ holiday	1560	23,5	25,0	23,8	13,3	14,4		8,15
Event in Iceland (leisure related)	99	24,2	15,2	27,3	0,0	33,3		7,58
Visiting friends/ relatives	69	26,1	26,1	17,4	13,0	17,4		7,96
Education and training	36	0,0	58,3	8,3	16,7	16,7		7,67
Conference/ large meeting	18	0,0	33,3	33,3	33,3	0,0		8,00
Business/ small meeting	21	0,0	42,9	14,3	14,3	28,6		7,00
Other	15	40,0	20,0	0,0	20,0	20,0		8,00

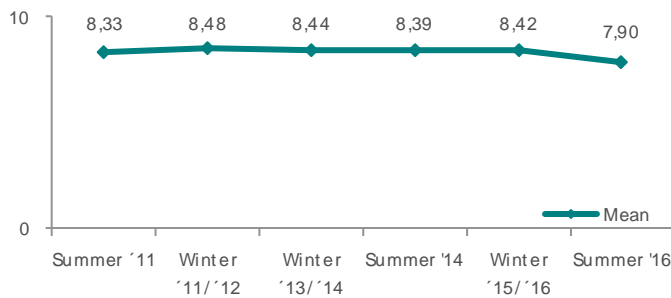
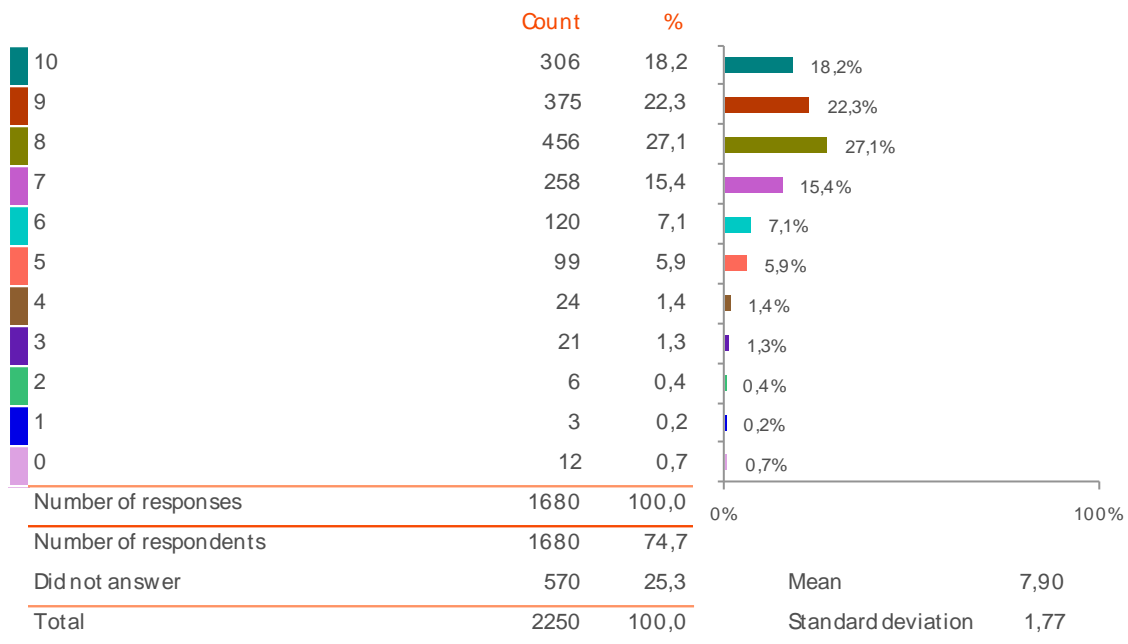
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

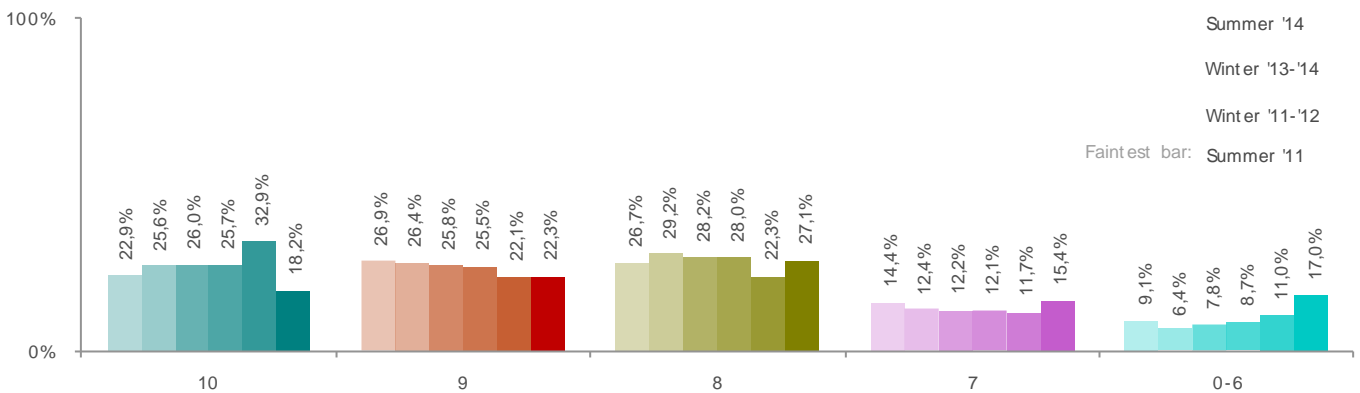
# CONDUCT OF GUESTS ON TOURIST SITES



Q. 106. Please rate the conduct of guests in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory



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



# CONDUCT OF GUESTS ON TOURIST SITES



Q. 106. Please rate the conduct of guests in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1680</b>	<b>18,2</b>	<b>22,3</b>	<b>27,1</b>	<b>15,4</b>	<b>17,0</b>		7,90
<b>Gender</b>								
Male	672	14,7	25,4	27,7	14,3	17,9		7,92
Female	1005	20,6	20,3	26,6	16,1	16,4		7,90
<b>Age*</b>								
24 years and younger	267	21,0	19,9	23,6	17,6	18,0		7,86
25-34 years	554	15,0	20,0	29,2	18,1	17,7		7,78
35-44 years	292	16,1	13,4	28,4	21,9	20,2		7,62
45-54 years	275	18,2	28,4	26,9	10,9	15,6		8,08
55 years and older	283	24,7	32,2	26,1	6,0	11,0		8,42
<b>What is your profession?*</b>								
Professionals (dr./ lawyer/ account. etc.)	348	16,4	25,0	30,2	13,8	14,7		8,01
Student	300	20,0	18,0	28,0	15,0	19,0		7,74
Other professionals	192	21,9	17,2	23,4	17,2	20,3		7,91
Managerial	159	15,1	17,0	32,1	18,9	17,0		7,68
Teacher/ Medical care	171	17,5	26,3	26,3	10,5	19,3		7,98
Clerical/ Service	144	10,4	14,6	27,1	27,1	20,8		7,40
Retired/ Homemaker	120	22,5	40,0	25,0	7,5	5,0		8,63
Vocational/ Technical	54	5,6	33,3	22,2	16,7	22,2		7,72
Artist/ Musician/ Actor etc.	15	0,0	20,0	60,0	20,0	0,0		8,00
Other	156	23,1	23,1	21,2	15,4	17,3		7,94
<b>Household income</b>								
High	600	19,5	22,5	29,5	15,0	13,5		8,05
Average	615	16,1	24,9	26,8	16,1	16,1		7,88
Low	336	20,5	15,2	27,7	12,5	24,1		7,77
<b>Market area*</b>								
Central/ Southern Europe	798	10,5	18,8	27,4	19,2	24,1		7,42
North America	528	28,4	25,0	23,9	12,5	10,2		8,36
Britain	135	22,2	24,4	33,3	6,7	13,3		8,33
Scandinavia	87	13,8	37,9	17,2	17,2	13,8		8,10
Asia	42	7,1	21,4	42,9	21,4	7,1		8,00
Other	84	28,6	21,4	35,7	7,1	7,1		8,57
<b>Educational level*</b>								
Finished high school or less	204	13,2	19,1	26,5	20,6	20,6		7,54
Bachelor's degree or equivalent	852	20,1	21,8	28,2	13,4	16,5		7,98
Master's/ Ph.D. or equivalent	606	15,8	24,3	26,2	16,8	16,8		7,87

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

# CONDUCT OF GUESTS ON TOURIST SITES



Q. 106. Please rate the conduct of guests in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory

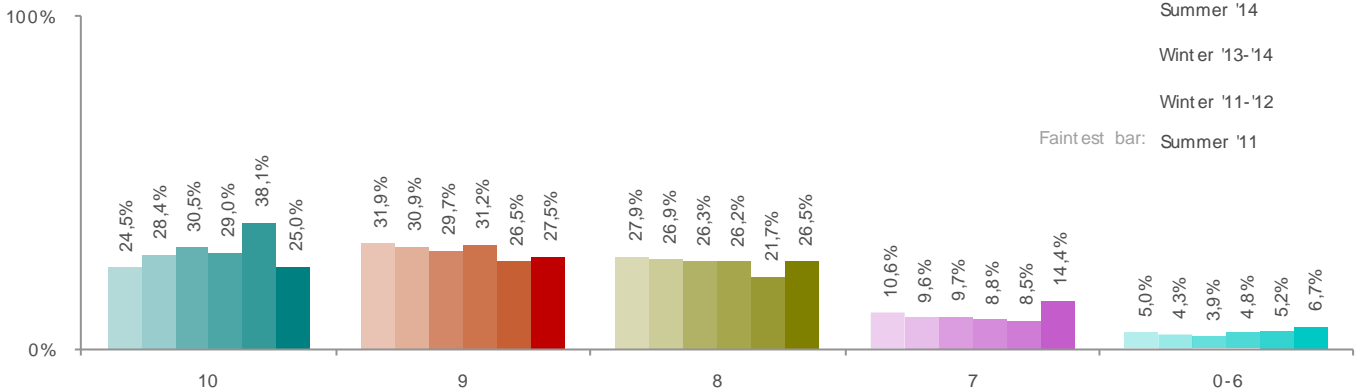
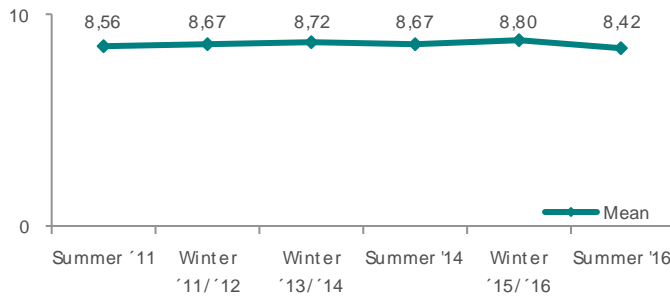
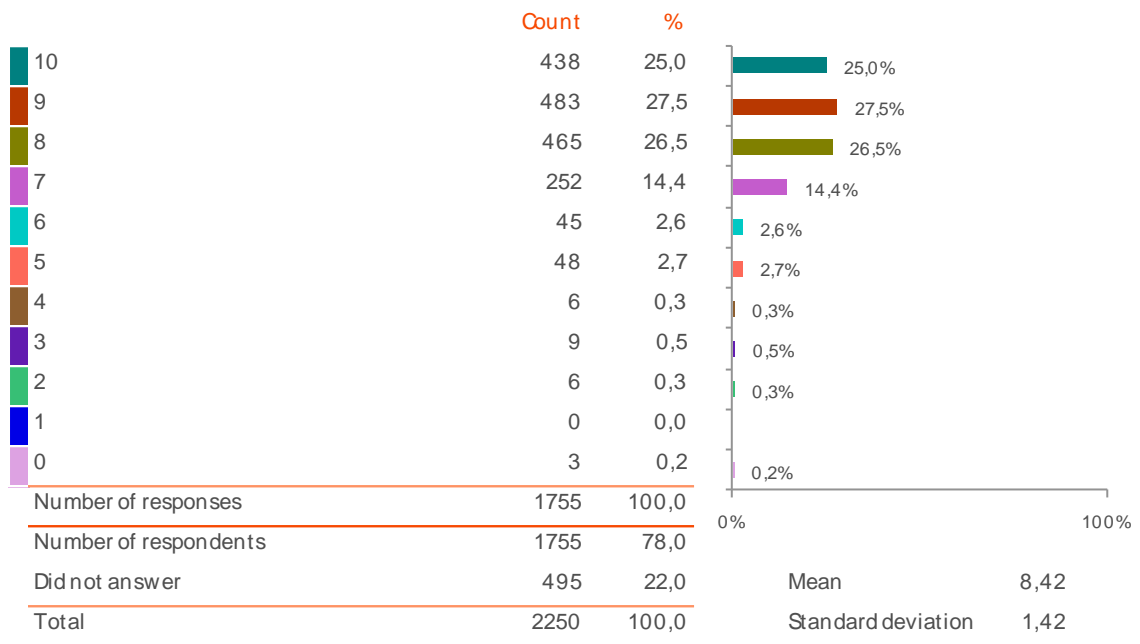
	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1680</b>	<b>18,2</b>	<b>22,3</b>	<b>27,1</b>	<b>15,4</b>	<b>17,0</b>	7,90
<b>Nationality*</b>							
American	384	32,8	25,0	25,0	10,2	7,0	8,55
German	159	13,2	20,8	28,3	13,2	24,5	7,36
Canadian	132	18,2	25,0	22,7	15,9	18,2	7,95
French	153	9,8	13,7	17,6	27,5	31,4	7,00
Italian	150	8,0	16,0	36,0	12,0	28,0	7,36
British	105	14,3	25,7	42,9	8,6	8,6	8,26
Spanish	90	6,7	16,7	30,0	26,7	20,0	7,60
Dutch	51	0,0	11,8	47,1	29,4	11,8	7,35
Swedish	39	0,0	38,5	23,1	15,4	23,1	7,62
Swiss	27	0,0	22,2	33,3	22,2	22,2	7,44
Norwegian	24	12,5	50,0	12,5	25,0	0,0	8,50
Austrian	27	33,3	22,2	22,2	11,1	11,1	8,56
Other	339	22,1	23,9	23,9	14,2	15,9	8,08
<b>Transportation</b>							
Airline	1644	18,4	22,3	26,6	15,7	17,0	7,90
M/ SNorröna	36	8,3	25,0	50,0	0,0	16,7	8,00
<b>Type of trip*</b>							
Package tour	165	7,3	21,8	32,7	18,2	20,0	7,53
Individually-arranged tour	1437	17,7	22,1	27,8	15,0	17,3	7,89
Business-arranged tour	18	33,3	66,7	0,0	0,0	0,0	9,33
<b>Purpose of visit*</b>							
Vacation/ holiday	1548	18,4	20,7	28,7	15,5	16,7	7,91
Event in Iceland (leisure related)	99	9,1	39,4	24,2	9,1	18,2	7,94
Visiting friends/ relatives	72	12,5	16,7	41,7	8,3	20,8	7,58
Education and training	30	0,0	70,0	0,0	10,0	20,0	7,90
Conference/ large meeting	18	16,7	33,3	16,7	33,3	0,0	8,33
Business/ small meeting	15	20,0	60,0	0,0	0,0	20,0	8,60
Other	15	20,0	40,0	20,0	0,0	20,0	7,80

\* 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.107. 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





Q.107. Please rate the general conditions of tourist sites in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1755</b>	<b>25,0</b>	<b>27,5</b>	<b>26,5</b>	<b>14,4</b>	<b>6,7</b>		8,42
<b>Gender</b>								
Male	714	20,2	33,6	23,5	15,1	7,6		8,37
Female	1038	28,3	23,4	28,3	13,9	6,1		8,47
<b>Age</b>								
24 years and younger	281	28,1	24,6	21,0	18,5	7,8		8,42
25-34 years	594	26,1	21,9	31,8	14,1	6,1		8,42
35-44 years	301	22,9	27,6	27,2	16,6	5,6		8,42
45-54 years	277	19,1	38,3	23,1	13,0	6,5		8,44
55 years and older	290	28,3	31,7	23,4	9,3	7,2		8,54
<b>What is your profession?</b>								
Professionals (dr./lawyer/account. etc.)	363	23,1	28,9	24,8	15,7	7,4		8,34
Student	327	27,5	22,0	25,7	19,3	5,5		8,39
Other professionals	201	28,4	22,4	26,9	13,4	9,0		8,37
Managerial	159	18,9	30,2	32,1	11,3	7,5		8,38
Teacher/ Medical care	180	23,3	25,0	30,0	13,3	8,3		8,28
Clerical/ Service	147	24,5	28,6	32,7	10,2	4,1		8,59
Retired/ Homemaker	120	27,5	35,0	22,5	10,0	5,0		8,65
Vocational/ Technical	57	15,8	31,6	21,1	21,1	10,5		8,21
Artist/ Musician/ Actor etc.	15	20,0	20,0	60,0	0,0	0,0		8,60
Other	159	22,6	39,6	20,8	11,3	5,7		8,58
<b>Household income</b>								
High	630	25,7	30,0	24,8	14,3	5,2		8,51
Average	645	25,1	25,1	29,3	12,1	8,4		8,36
Low	336	23,2	25,9	26,8	17,0	7,1		8,35
<b>Market area*</b>								
Central/ Southern Europe	840	18,2	24,3	32,1	16,4	8,9		8,16
North America	543	34,8	31,5	18,8	11,0	3,9		8,78
Britain	135	24,4	31,1	24,4	13,3	6,7		8,51
Scandinavia	102	17,6	41,2	23,5	11,8	5,9		8,47
Asia	42	21,4	21,4	28,6	21,4	7,1		8,29
Other	84	39,3	14,3	25,0	17,9	3,6		8,57
<b>Educational level*</b>								
Finished high school or less	216	12,5	31,9	30,6	16,7	8,3		8,10
Bachelor's degree or equivalent	882	27,6	26,2	27,2	11,2	7,8		8,47
Master's/ Ph.D. or equivalent	636	24,1	28,3	24,5	18,4	4,7		8,44
Master's/ Ph.D. or equivalent	519	37,2	26,2	24,5	8,1	4,0		8,83

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





**Q.107. Please rate the general conditions of tourist sites in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory**

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1755</b>	<b>25,0</b>	<b>27,5</b>	<b>26,5</b>	<b>14,4</b>	<b>6,7</b>	8,42
<b>Nationality*</b>							
American	399	36,8	31,6	18,0	9,8	3,8	8,83
German	171	14,0	22,8	31,6	19,3	12,3	7,82
Canadian	132	34,1	36,4	20,5	6,8	2,3	8,91
French	153	19,6	19,6	29,4	19,6	11,8	8,12
Italian	150	16,0	30,0	34,0	12,0	8,0	8,24
British	105	22,9	28,6	34,3	5,7	8,6	8,49
Spanish	90	13,3	33,3	23,3	20,0	10,0	8,20
Dutch	60	0,0	15,0	70,0	15,0	0,0	8,00
Swedish	48	6,3	37,5	37,5	12,5	6,3	8,19
Swiss	30	0,0	10,0	40,0	40,0	10,0	7,40
Norwegian	27	11,1	55,6	22,2	11,1	0,0	8,67
Austrian	27	44,4	22,2	22,2	11,1	0,0	9,00
Other	363	31,4	23,1	20,7	18,2	6,6	8,45
<b>Transportation</b>							
Airline	1716	25,2	27,4	26,0	14,5	6,8	8,42
M/ SNorröna	39	15,4	30,8	46,2	7,7	0,0	8,54
<b>Type of trip*</b>							
Package tour	186	16,1	30,6	30,6	14,5	8,1	8,24
Individually-arranged tour	1488	24,8	26,6	26,6	15,1	6,9	8,40
Business-arranged tour	21	42,9	57,1	0,0	0,0	0,0	9,43
<b>Purpose of visit*</b>							
Vacation/ holiday	1608	25,0	27,2	27,4	14,4	6,0	8,43
Event in Iceland (leisure related)	102	23,5	32,4	26,5	5,9	11,8	8,47
Visiting friends/ relatives	75	32,0	12,0	40,0	4,0	12,0	8,40
Education and training	36	16,7	41,7	0,0	25,0	16,7	8,17
Conference/ large meeting	24	12,5	50,0	25,0	12,5	0,0	8,63
Business/ small meeting	21	14,3	57,1	0,0	14,3	14,3	8,43
Other	15	40,0	20,0	20,0	0,0	20,0	7,80

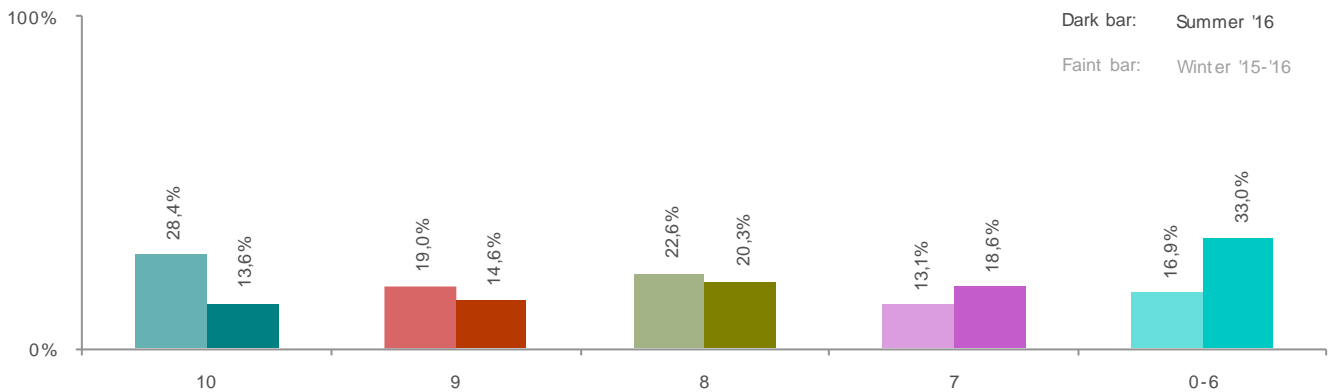
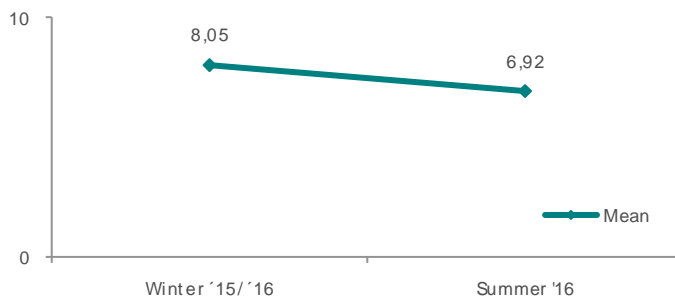
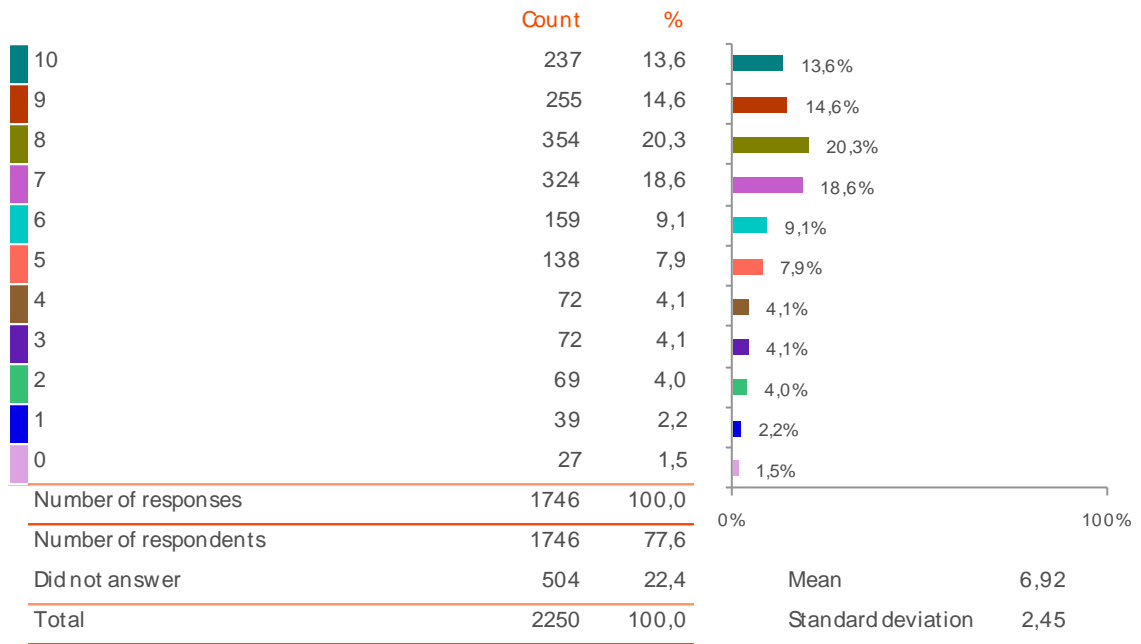
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

# NUMBER OF TOURISTS ON TOURIST SITES



Q. 108. Please rate the number of guests/tourists/visitors in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory



# NUMBER OF TOURISTS ON TOURIST SITES



Q. 108. Please rate the number of guests/tourists/visitors in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory

	Number of answers	10	9	8	7	0-6		
	Count	%	%	%	%	%		
<b>Total</b>	<b>1746</b>	<b>13,6</b>	<b>14,6</b>	<b>20,3</b>	<b>18,6</b>	<b>33,0</b>		6,92
<b>Gender</b>								
Male	705	11,9	19,1	17,4	17,9	33,6		7,02
Female	1038	14,7	11,6	22,3	19,1	32,4		6,86
<b>Age*</b>								
24 years and younger	284	13,0	14,8	13,7	23,9	34,5		6,58
25-34 years	588	11,2	10,7	23,3	18,4	36,4		6,74
35-44 years	290	13,1	9,7	22,1	16,9	38,3		6,89
45-54 years	285	14,4	21,1	18,2	19,3	27,0		7,20
55 years and older	284	18,3	21,8	20,8	15,5	23,6		7,55
<b>What is your profession?*</b>								
Professionals (dr./lawyer/account. etc.)	354	16,1	16,1	15,3	18,6	33,9		6,97
Student	327	13,8	11,9	17,4	21,1	35,8		6,50
Other professionals	201	13,4	13,4	20,9	19,4	32,8		6,72
Managerial	162	11,1	13,0	27,8	18,5	29,6		6,91
Teacher/ Medical care	180	13,3	13,3	26,7	20,0	26,7		7,27
Clerical/ Service	144	4,2	16,7	27,1	14,6	37,5		6,92
Retired/ Homemaker	120	20,0	30,0	12,5	12,5	25,0		7,73
Vocational/ Technical	57	10,5	10,5	21,1	21,1	36,8		6,95
Artist/ Musician/ Actor etc.	15	0,0	40,0	20,0	20,0	20,0		7,80
Other	159	15,1	9,4	22,6	17,0	35,8		7,02
<b>Household income</b>								
High	639	16,4	15,0	20,2	17,4	31,0		7,00
Average	633	11,8	13,7	25,6	18,5	30,3		6,99
Low	330	12,7	15,5	12,7	15,5	43,6		6,63
<b>Market area*</b>								
Central/ Southern Europe	834	6,1	11,2	19,1	22,3	41,4		6,31
North America	546	21,4	17,6	19,2	17,0	24,7		7,48
Britain	138	21,7	19,6	30,4	8,7	19,6		7,80
Scandinavia	96	3,1	21,9	21,9	18,8	34,4		6,75
Asia	42	14,3	21,4	21,4	21,4	21,4		7,86
Other	81	33,3	11,1	18,5	7,4	29,6		7,70
<b>Educational level*</b>								
Finished high school or less	210	10,0	17,1	14,3	24,3	34,3		6,60
Bachelor's degree or equivalent	873	14,8	13,4	22,3	17,9	31,6		7,08
Master's/ Ph.D. or equivalent	642	12,1	15,9	20,1	18,2	33,6		6,84

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

# NUMBER OF TOURISTS ON TOURIST SITES



Q. 108. Please rate the number of guests/tourists/visitors in connection with tourist sites in general using a scale of 0–10, where 0 is very unsatisfactory and 10 is very satisfactory

	Number of answers	10	9	8	7	0-6	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1746</b>	<b>13,6</b>	<b>14,6</b>	<b>20,3</b>	<b>18,6</b>	<b>33,0</b>	6,92
<b>Nationality*</b>							
American	402	23,1	19,4	19,4	11,9	26,1	7,51
German	174	10,3	10,3	15,5	12,1	51,7	5,60
Canadian	132	18,2	15,9	18,2	29,5	18,2	7,55
French	150	4,0	6,0	20,0	24,0	46,0	6,12
Italian	147	10,2	12,2	16,3	24,5	36,7	6,84
British	108	13,9	19,4	38,9	11,1	16,7	7,81
Spanish	90	0,0	13,3	26,7	36,7	23,3	7,20
Dutch	63	0,0	4,8	23,8	28,6	42,9	5,86
Swedish	45	0,0	13,3	26,7	13,3	46,7	6,40
Swiss	30	0,0	10,0	0,0	20,0	70,0	5,30
Norwegian	27	11,1	44,4	0,0	22,2	22,2	7,67
Austrian	24	0,0	0,0	50,0	0,0	50,0	5,00
Other	354	17,8	15,3	18,6	17,8	30,5	7,19
<b>Transportation</b>							
Airline	1707	13,9	14,8	20,2	18,5	32,7	6,93
M/ SNorröna	39	0,0	7,7	23,1	23,1	46,2	6,46
<b>Type of trip*</b>							
Package tour	183	6,6	23,0	23,0	11,5	36,1	6,72
Individually-arranged tour	1485	13,1	13,5	19,6	19,8	33,9	6,87
Business-arranged tour	21	28,6	42,9	0,0	14,3	14,3	8,57
<b>Purpose of visit*</b>							
Vacation/ holiday	1599	12,9	14,1	21,8	18,9	32,3	6,92
Event in Iceland (leisure related)	99	12,1	18,2	21,2	12,1	36,4	7,09
Visiting friends/ relatives	78	11,5	7,7	19,2	11,5	50,0	6,19
Education and training	36	16,7	25,0	8,3	25,0	25,0	7,17
Conference/ large meeting	24	12,5	25,0	0,0	37,5	25,0	7,63
Business/ small meeting	21	28,6	28,6	0,0	14,3	28,6	7,71
Other	15	20,0	0,0	0,0	20,0	60,0	4,40

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

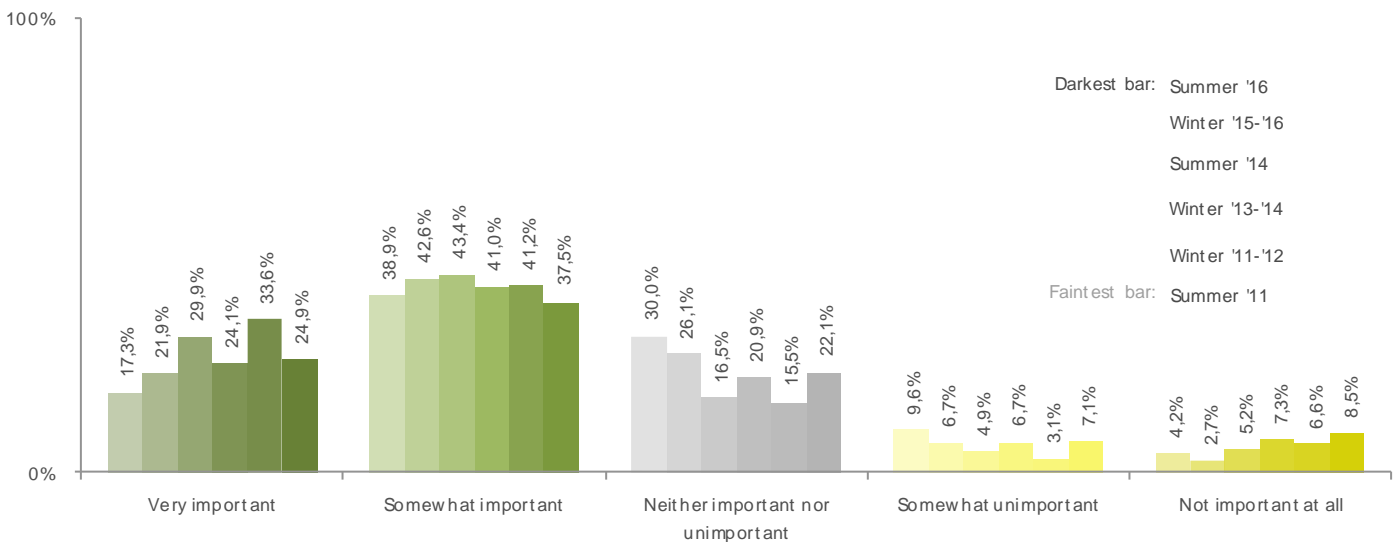
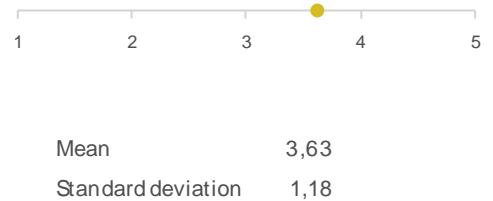
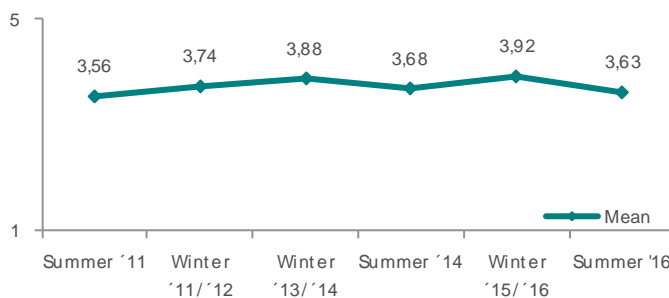
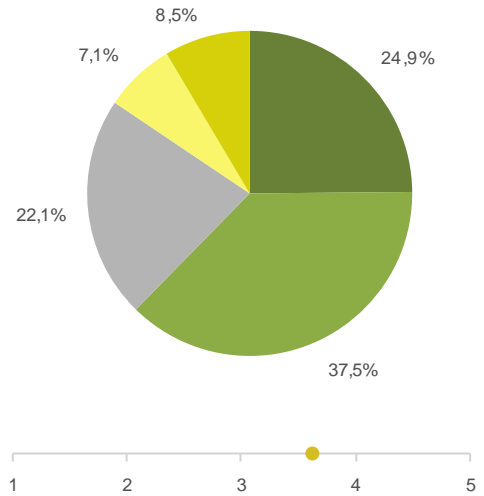
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# IMPORTANCE OF QUALITY CERTIFICATION



**Q. 109. 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)	402	24,9
Somewhat important (4)	606	37,5
Neither important or unimportant (3)	357	22,1
Somewhat unimportant (2)	114	7,1
Not important at all (1)	138	8,5
Number of responses	1617	100,0
Number of respondents	1617	71,9
Did not answer	633	28,1
Total	2250	100,0



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

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



**Q. 109. How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?**

	Number of answers	Important	Neither important nor unimportant	Not important		
	Count	%	%	%		
<b>Total</b>	<b>1617</b>	<b>62,3</b>	<b>22,1</b>	<b>15,6</b>		<b>3,63</b>
<b>Gender*</b>						
Male	654	60,6	21,1	18,3		3,56
Female	963	63,6	22,7	13,7		3,68
<b>Age*</b>						
24 years and younger	255	62,7	18,0	19,2		3,58
25-34 years	531	60,5	24,9	14,7		3,58
35-44 years	270	53,0	27,0	20,0		3,41
45-54 years	270	65,9	22,2	11,9		3,78
55 years and older	282	70,9	15,2	13,8		3,84
<b>What is your profession?*</b>						
Professionals (dr./lawyer/account. etc.)	345	67,8	20,0	12,2		3,74
Student	285	62,1	21,1	16,8		3,57
Other professionals	195	63,1	18,5	18,5		3,62
Managerial	147	63,3	18,4	18,4		3,57
Teacher/ Medical care	153	66,7	21,6	11,8		3,71
Clerical/ Service	141	51,1	25,5	23,4		3,40
Retired/ Homemaker	120	72,5	20,0	7,5		4,00
Vocational/ Technical	45	26,7	46,7	26,7		3,13
Artist/ Musician/ Actor etc.	15	0,0	80,0	20,0		2,80
Other	138	63,0	23,9	13,0		3,67
<b>Household income*</b>						
High	564	63,8	19,1	17,0		3,61
Average	582	66,5	21,1	12,4		3,75
Low	333	52,3	30,6	17,1		3,50
<b>Market area*</b>						
Central/ Southern Europe	759	56,9	24,5	18,6		3,48
North America	504	68,5	20,8	10,7		3,78
Britain	126	71,4	11,9	16,7		3,83
Scandinavia	105	51,4	25,7	22,9		3,37
Asia	39	84,6	0,0	15,4		4,08
Other	78	65,4	26,9	7,7		3,96
<b>Educational level</b>						
Finished high school or less	195	49,2	32,3	18,5		3,45
Bachelor's degree or equivalent	828	63,4	21,4	15,2		3,65
Master's/ Ph.D. or equivalent	576	64,6	20,3	15,1		3,66

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



## Q. 109. How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

	Number of answers	Important	Neither important nor unimportant	Not important	
	Count	%	%	%	
<b>Total</b>	<b>1617</b>	<b>62,3</b>	<b>22,1</b>	<b>15,6</b>	3,63
<b>Nationality*</b>					
American	372	72,6	16,1	11,3	3,83
German	162	44,4	29,6	25,9	3,17
Canadian	126	59,5	33,3	7,1	3,74
French	138	60,9	19,6	19,6	3,50
Italian	123	53,7	29,3	17,1	3,56
British	105	71,4	14,3	14,3	3,83
Spanish	72	83,3	12,5	4,2	4,13
Dutch	57	63,2	21,1	15,8	3,42
Swedish	48	43,8	37,5	18,8	3,13
Swiss	24	50,0	37,5	12,5	3,63
Norwegian	24	87,5	12,5	0,0	4,38
Austrian	30	50,0	30,0	20,0	3,30
Other	336	59,8	20,5	19,6	3,59
<b>Transportation*</b>					
Airline	1581	62,8	21,8	15,4	3,64
M/ SNorröna	36	41,7	33,3	25,0	3,08
<b>Type of trip*</b>					
Package tour	180	76,7	13,3	10,0	3,92
Individually-arranged tour	1353	60,5	23,5	16,0	3,60
Business-arranged tour	24	37,5	25,0	37,5	2,88
<b>Purpose of visit*</b>					
Vacation/ holiday	1455	62,5	22,3	15,3	3,64
Event in Iceland (leisure related)	105	62,9	28,6	8,6	3,74
Visiting friends/ relatives	69	47,8	26,1	26,1	3,22
Education and training	39	69,2	15,4	15,4	3,69
Conference/ large meeting	18	66,7	33,3	0,0	4,00
Business/ small meeting	21	57,1	0,0	42,9	3,29
Other	15	60,0	0,0	40,0	3,20

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

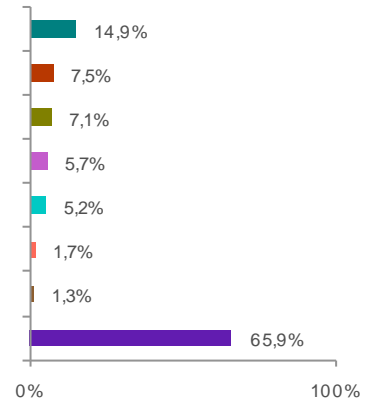
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# OTHER COUNTRIES VISITED



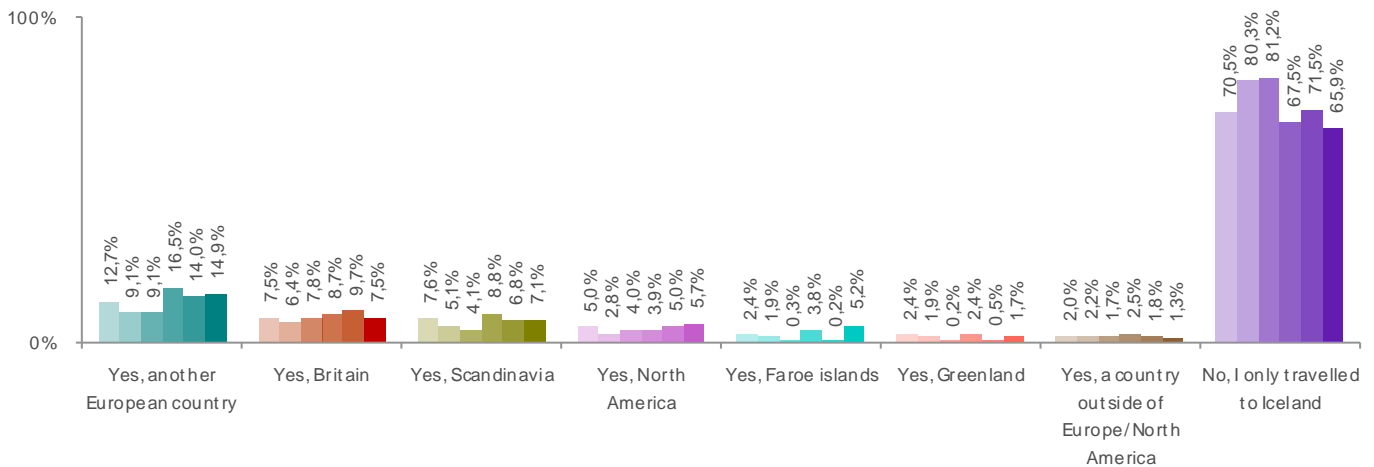
## Q.110. Did you visit a country other than Iceland during your trip?

	Count	%	%
	respondents	respondents	responses
Yes, another European country	285	14,9	13,6
Yes, Britain	144	7,5	6,9
Yes, Scandinavia	135	7,1	6,5
Yes, North America	108	5,7	5,2
Yes, Faroe Islands	99	5,2	4,7
Yes, Greenland	33	1,7	1,6
Yes, a country outside of Europe/ North America	24	1,3	1,1
No, I only travelled to Iceland	1260	65,9	60,3
Number of responses*	2088	109,3	100,0
Number of respondents	1911	84,9	
Did not answer	339	15,1	
Total	2250	100,0	



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

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





# OTHER COUNTRIES VISITED



## Q. 110. Did you visit a country other than Iceland during your trip?

	Number of answers	Yes, another European country	Yes, Britain	Yes, Scandinavia	Yes, North America	Yes, Faroe Islands	Other countries	No, I only travelled to Iceland
	Count	%	%	%	%	%	%	%
<b>Total</b>								
<b>Gender</b>								
Male	771	14,8	7,4	7,0	4,7	4,3	2,7	69,6
Female	1137	15,0	7,7	7,1	6,3	5,8	3,2	63,3
<b>Age</b>								
24 years and younger	323	<b>19,8</b>	5,3	6,5	6,8	1,9	4,6	64,1
25-34 years	625	15,7	8,6	4,8	4,8	2,9	0,5	70,1
35-44 years	320	<b>9,1</b>	5,9	9,1	3,4	2,8	3,4	<b>72,2</b>
45-54 years	309	13,9	10,7	11,0	7,8	8,4	5,2	<b>54,4</b>
55 years and older	319	15,0	6,6	5,6	6,6	9,7	3,8	65,8
<b>What is your profession?</b>								
Professionals (dr./lawyer/ account. etc.)	393	18,3	9,2	6,1	3,1	6,1	2,3	64,1
Student	366	<b>21,3</b>	9,8	8,2	5,7	1,6	3,3	63,1
Other professionals	222	12,2	10,8	5,4	9,5	1,4	<b>0,0</b>	66,2
Managerial	171	<b>3,5</b>	5,3	7,0	3,5	7,0	1,8	75,4
Teacher/ Medical care	186	14,5	3,2	11,3	9,7	3,2	1,6	67,7
Clerical/ Service	159	9,4	1,9	3,8	1,9	5,7	1,9	<b>77,4</b>
Retired/ Homemaker	126	19,0	7,1	7,1	7,1	<b>11,9</b>	7,1	59,5
Vocational/ Technical	66	9,1	<b>0,0</b>	<b>0,0</b>	9,1	4,5	4,5	72,7
Artist/ Musician/ Actor etc.	18	16,7	<b>16,7</b>	<b>16,7</b>	0,0	<b>0,0</b>	<b>16,7</b>	<b>33,3</b>
Other	165	10,9	5,5	9,1	5,5	7,3	3,6	65,5
<b>Household income</b>								
High	675	17,3	11,1	7,6	6,7	3,6	3,6	61,8
Average	687	14,4	7,9	7,9	4,4	4,8	1,7	67,7
Low	378	12,7	2,4	4,8	5,6	6,3	4,0	69,8
<b>Market area</b>								
Central/ Southern Europe	912	9,2	2,3	<b>1,3</b>	6,3	8,2	2,6	76,3
North America	594	23,7	14,6	12,6	<b>1,0</b>	0,5	2,0	54,5
Britain	144	2,1	<b>0,0</b>	4,2	14,6	<b>0,0</b>	6,3	77,1
Scandinavia	117	<b>0,0</b>	<b>0,0</b>	5,1	5,1	<b>15,4</b>	<b>0,0</b>	<b>79,5</b>
Asia	42	28,6	<b>28,6</b>	<b>28,6</b>	7,1	<b>0,0</b>	<b>21,4</b>	<b>21,4</b>
Other	93	<b>45,2</b>	25,8	22,6	<b>16,1</b>	3,2	3,2	25,8
<b>Educational level</b>								
Finished high school or less	249	16,9	2,4	2,4	6,0	12,0	1,2	69,9
Bachelor's degree or equivalent	954	15,4	7,2	7,2	6,0	2,2	3,8	65,1
Master's/ Ph.D. or equivalent	681	14,1	10,1	8,8	5,3	6,2	2,2	65,2

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

# OTHER COUNTRIES VISITED



## Q. 110. Did you visit a country other than Iceland during your trip?

	Number of answers	Yes, another European country	Yes, Britain	Yes, Scandinavia	Yes, North America	Yes, Faroe Islands	Other countries	No, I only travelled to Iceland
	Count	%	%	%	%	%	%	%
<b>Total</b>								
<b>Nationality</b>								
American	441	25,9	17,0	12,9	1,4	0,7	2,7	49,0
German	216	8,3	2,8	0,0	5,6	13,9	5,6	72,2
Canadian	147	14,3	8,2	10,2	4,1	0,0	2,0	69,4
French	156	3,8	0,0	1,9	5,8	5,8	1,9	82,7
Italian	156	13,5	1,9	1,9	1,9	5,8	0,0	82,7
British	117	2,6	5,1	5,1	12,8	0,0	5,1	74,4
Spanish	93	12,9	0,0	0,0	3,2	0,0	0,0	83,9
Dutch	63	0,0	0,0	4,8	28,6	9,5	4,8	57,1
Swedish	51	5,9	0,0	11,8	0,0	11,8	0,0	82,4
Swiss	33	9,1	0,0	0,0	9,1	27,3	0,0	63,6
Norwegian	30	0,0	0,0	10,0	0,0	20,0	0,0	80,0
Austrian	30	10,0	0,0	0,0	10,0	10,0	0,0	80,0
Other	378	21,4	11,1	10,3	7,9	4,8	4,8	57,1
<b>Transportation</b>								
Airline	1872	14,6	7,7	6,9	5,8	3,8	3,0	66,7
M/ SNorröna	39	30,8	0,0	15,4	0,0	69,2	0,0	30,8
<b>Type of trip+</b>								
Package tour	201	10,4	3,0	3,0	4,5	6,0	10,4	76,1
Individually-arranged tour	1605	15,0	8,2	6,7	5,4	5,4	2,1	66,2
Business-arranged tour	24	12,5	0,0	12,5	0,0	0,0	0,0	87,5
<b>Purpose of visit+</b>								
Vacation/ holiday	1734	15,2	7,6	7,1	5,4	5,4	2,6	66,1
Event in Iceland (leisure related)	111	8,1	8,1	2,7	5,4	2,7	13,5	73,0
Visiting friends/ relatives	90	16,7	6,7	3,3	3,3	10,0	6,7	60,0
Education and training	39	7,7	15,4	15,4	0,0	0,0	0,0	76,9
Conference/ large meeting	24	0,0	0,0	0,0	12,5	0,0	0,0	87,5
Business/ small meeting	21	14,3	0,0	0,0	0,0	0,0	0,0	85,7
Other	15	20,0	0,0	0,0	0,0	20,0	0,0	60,0

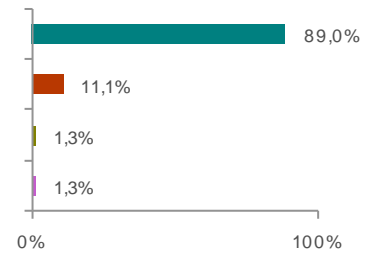
When respondents can choose more than one answer, significance between groups is not calculated.

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

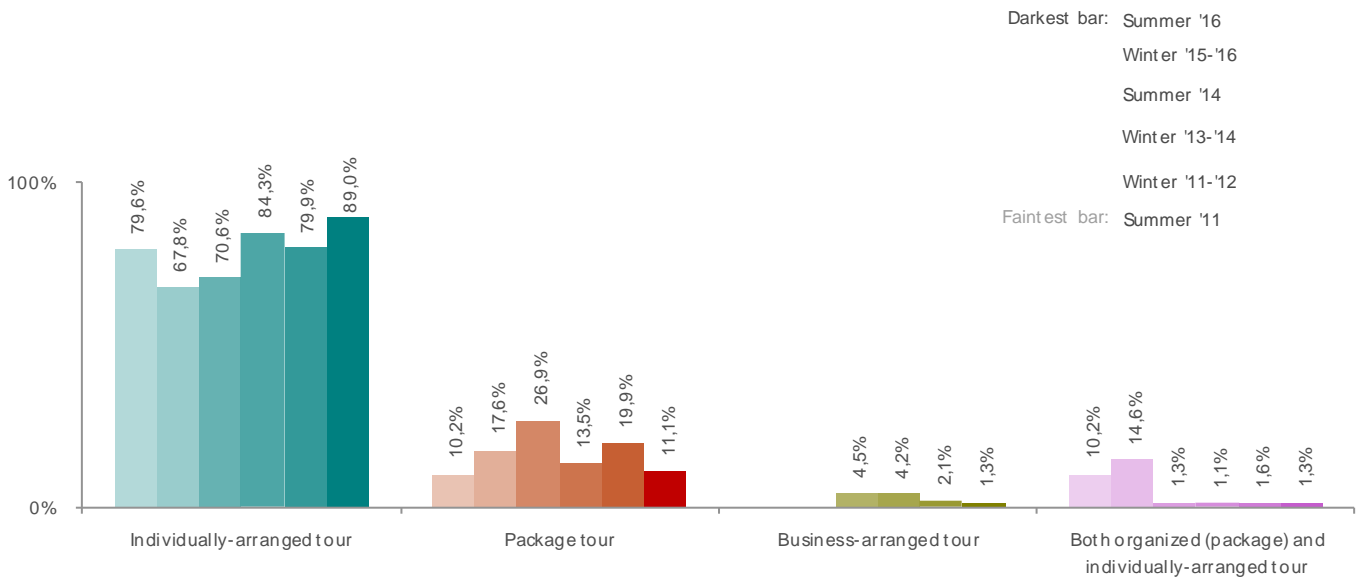


## Q.111. Are you travelling on an organized (package) tour to Iceland or are you on an individually- or business-arranged tour?

	Count	%	%
	respondents	respondents	responses
Individually-arranged tour	1608	89,0	86,6
Package tour	201	11,1	10,8
Business-arranged tour	24	1,3	1,3
Both organized (package) and individually-arranged tour	24	1,3	1,3
Number of responses*	1857	102,8	100,0
Number of respondents	1806	80,3	
Did not answer	444	19,7	
Total	2250	100,0	



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





## Q.111. Are you travelling on an organized (package) tour to Iceland or are you on an individually- or business-arranged tour?

	Number of answers	Individually-arranged tour	Package tour	Business-arranged tour	Both organized (package) and individually-arranged tour
	Count	%	%	%	%
<b>Total</b>					
<b>Gender</b>					
Male	735	88,6	11,0	1,6	0,8
Female	1068	89,3	11,2	1,1	1,7
<b>Age</b>					
24 years and younger	279	90,0	10,0	1,8	1,8
25-34 years	581	<b>92,1</b>	<b>7,9</b>	0,7	0,7
35-44 years	316	89,6	10,4	0,9	0,9
45-54 years	302	92,1	8,9	2,0	2,0
55 years and older	313	<b>79,6</b>	<b>20,4</b>	1,9	1,9
<b>What is your profession?</b>					
Professionals (dr./lawyer/ account. etc.)	381	89,8	10,2	1,6	1,6
Student	324	91,7	9,3	0,9	1,9
Other professionals	207	88,4	11,6	0,0	0,0
Managerial	168	85,7	16,1	1,8	1,8
Teacher/ Medical care	183	91,8	4,9	3,3	0,0
Clerical/ Service	156	88,5	11,5	0,0	0,0
Retired/ Homemaker	123	<b>75,6</b>	<b>26,8</b>	2,4	4,9
Vocational/ Technical	60	95,0	5,0	0,0	0,0
Artist/ Musician/ Actor etc.	15	<b>100,0</b>	<b>0,0</b>	0,0	0,0
Other	159	90,6	7,5	1,9	0,0
<b>Household income</b>					
High	660	89,5	10,0	1,4	0,9
Average	633	91,0	10,4	0,9	1,9
Low	351	88,0	10,3	1,7	0,0
<b>Market area</b>					
Central/ Southern Europe	894	88,6	12,8	0,0	1,3
North America	522	92,0	9,8	1,1	2,3
Britain	135	84,4	8,9	6,7	0,0
Scandinavia	117	<b>79,5</b>	12,8	7,7	0,0
Asia	42	85,7	<b>14,3</b>	0,0	0,0
Other	90	<b>96,7</b>	<b>3,3</b>	0,0	0,0
<b>Educational level</b>					
Finished high school or less	231	89,6	10,4	1,3	1,3
Bachelor's degree or equivalent	879	90,4	10,6	0,7	1,4
Master's/ Ph.D. or equivalent	672	86,6	12,1	2,2	0,9

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



## Q.111. Are you travelling on an organized (package) tour to Iceland or are you on an individually- or business-arranged tour?

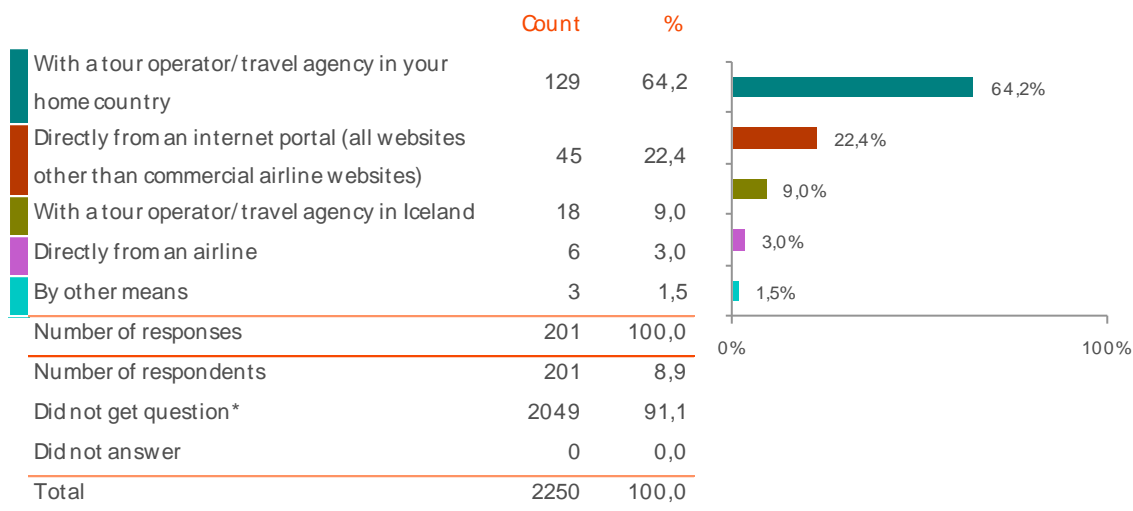
	Number of answers	Individually-arranged tour	Package tour	Business-arranged tour	Both organized (package) and individually-arranged tour
	Count	%	%	%	%
<b>Total</b>					
<b>Nationality</b>					
American	381	89,0	11,8	2,4	2,4
German	213	88,7	15,5	0,0	4,2
Canadian	129	97,7	4,7	0,0	2,3
French	153	90,2	9,8	0,0	0,0
Italian	156	80,8	21,2	0,0	1,9
British	114	84,2	10,5	5,3	0,0
Spanish	93	93,5	6,5	0,0	0,0
Dutch	60	85,0	15,0	0,0	0,0
Swedish	51	<b>70,6</b>	<b>23,5</b>	5,9	0,0
Swiss	33	<b>100,0</b>	<b>0,0</b>	0,0	0,0
Norwegian	30	<b>100,0</b>	<b>0,0</b>	0,0	0,0
Austrian	27	88,9	11,1	0,0	0,0
Other	366	91,0	7,4	1,6	0,0
<b>Transportation</b>					
Airline	1767	88,8	11,4	1,4	1,4
M/ SNorröna	39	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
<b>Purpose of visit +</b>					
Vacation/ holiday	1644	90,1	10,8	0,4	1,3
Event in Iceland (leisure related)	111	97,3	10,8	<b>0,0</b>	8,1
Visiting friends/ relatives	84	96,4	7,1	<b>0,0</b>	3,6
Education and training	39	84,6	15,4	<b>0,0</b>	<b>0,0</b>
Conference/ large meeting	24	75,0	12,5	<b>37,5</b>	<b>12,5</b>
Business/ small meeting	21	<b>28,6</b>	<b>42,9</b>	28,6	<b>0,0</b>
Other	15	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>

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

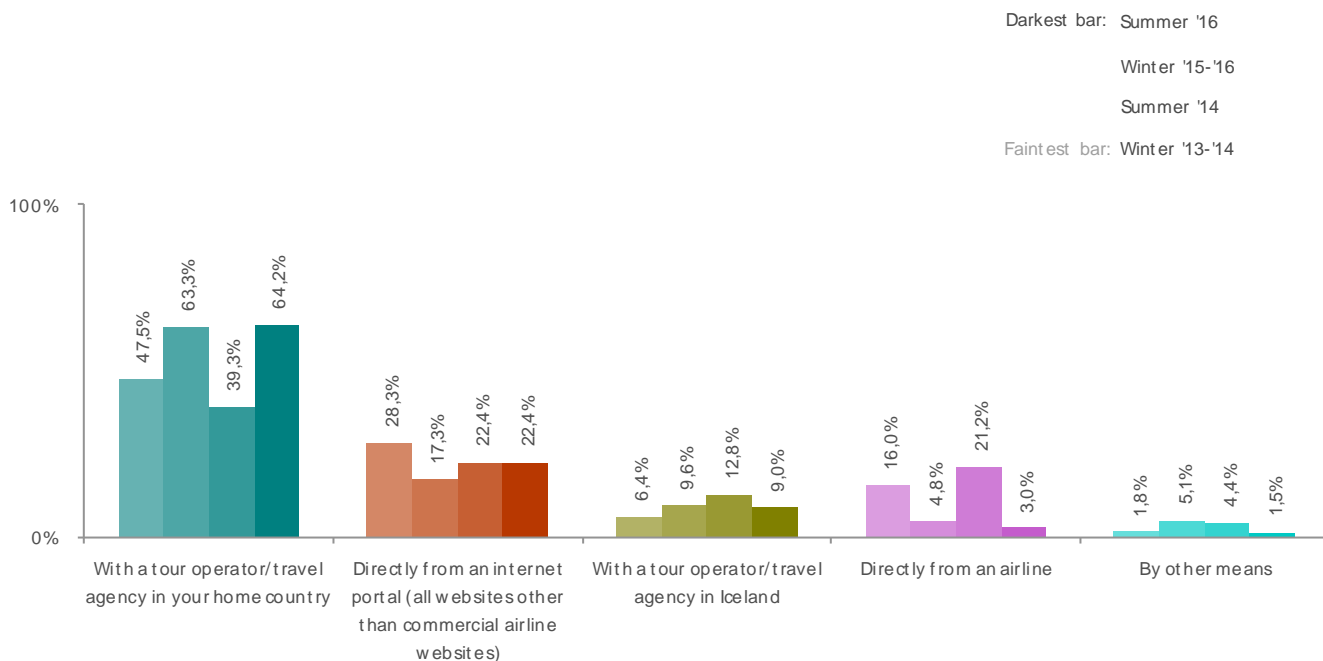
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



## Q.112. Where did you book your organized package tour to Iceland?



\*Only those who travelled on a organized (package) tour (Q111) got this question.





## Q.112. Where did you book your organized package tour to Iceland?

	Number of answers	With a tour operator/ travel agency in your home country	Directly from an internet portal (all websites other than commercial airline websites)	With a tour operator/ travel agency in Iceland	Directly from an airline	By other means
	Count	%	%	%	%	%
<b>Total</b>	<b>201</b>	<b>64,2</b>	<b>22,4</b>	<b>9,0</b>	<b>3,0</b>	<b>1,5</b>
<b>Gender*</b>						
Male	81	<b>51,9</b>	25,9	14,8	3,7	3,7
Female	120	<b>72,5</b>	20,0	5,0	2,5	0,0
<b>Age*</b>						
24 years and younger	28	57,1	21,4	<b>0,0</b>	21,4	0,0
25-34 years	46	69,6	<b>30,4</b>	<b>0,0</b>	0,0	0,0
35-44 years	33	60,6	30,3	<b>0,0</b>	0,0	9,1
45-54 years	27	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	0,0	0,0
55 years and older	64	<b>53,1</b>	23,4	<b>23,4</b>	0,0	0,0
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	39	53,8	38,5	7,7	0,0	0,0
Student	30	60,0	10,0	10,0	20,0	0,0
Other professionals	24	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	0,0	0,0
Managerial	27	77,8	11,1	11,1	0,0	0,0
Teacher/ Medical care	9	66,7	33,3	<b>0,0</b>	0,0	0,0
Clerical/ Service	18	66,7	16,7	<b>0,0</b>	0,0	16,7
Retired/ Homemaker	33	<b>27,3</b>	<b>45,5</b>	<b>27,3</b>	0,0	0,0
Vocational/ Technical	<5					
Other	12	75,0	25,0	<b>0,0</b>	0,0	0,0
<b>Household income*</b>						
High	66	59,1	27,3	13,6	0,0	0,0
Average	66	<b>77,3</b>	<b>18,2</b>	<b>4,5</b>	0,0	0,0
Low	36	<b>50,0</b>	<b>33,3</b>	<b>16,7</b>	0,0	0,0
<b>Market area*</b>						
Central/ Southern Europe	114	73,7	15,8	2,6	5,3	2,6
North America	51	<b>41,2</b>	<b>35,3</b>	23,5	0,0	0,0
Britain	12	50,0	25,0	<b>25,0</b>	0,0	0,0
Scandinavia	15	80,0	20,0	<b>0,0</b>	0,0	0,0
Asia	6	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	0,0	0,0
Other	<5					
<b>Educational level*</b>						
Finished high school or less	24	62,5	<b>12,5</b>	<b>0,0</b>	25,0	0,0
Bachelor's degree or equivalent	93	61,3	<b>25,8</b>	9,7	0,0	3,2
Master's/ Ph.D. or equivalent	81	66,7	22,2	<b>11,1</b>	0,0	0,0

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



## Q.112. Where did you book your organized package tour to Iceland?

	Number of answers	With a tour operator/ travel agency in your home country	Directly from an internet portal (all websites other than commercial airline websites)	With a tour operator/ travel agency in Iceland	Directly from an airline	By other means
	Count	%	%	%	%	%
<b>Total</b>	<b>201</b>	<b>64,2</b>	<b>22,4</b>	<b>9,0</b>	<b>3,0</b>	<b>1,5</b>
<b>Nationality*</b>						
American	45	46,7	26,7	<b>26,7</b>	<b>0,0</b>	0,0
German	33	54,5	36,4	<b>0,0</b>	9,1	0,0
Canadian	6	<b>0,0</b>	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	0,0
French	15	60,0	20,0	<b>0,0</b>	<b>20,0</b>	0,0
Italian	33	81,8	9,1	<b>0,0</b>	<b>0,0</b>	9,1
British	12	50,0	25,0	25,0	<b>0,0</b>	0,0
Spanish	6	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	0,0
Dutch	9	<b>100,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	0,0
Swedish	12	75,0	25,0	<b>0,0</b>	<b>0,0</b>	0,0
Austrian	<5					
Other	27	77,8	11,1	11,1	<b>0,0</b>	0,0
<b>Type of trip+</b>						
Package tour	201	64,2	22,4	9,0	3,0	1,5
Individually-arranged tour	24	37,5	37,5	12,5	12,5	0,0
Business-arranged tour	<5					
<b>Purpose of visit+</b>						
Vacation/ holiday	177	66,1	23,7	6,8	1,7	1,7
Event in Iceland (leisure related)	12	0,0	75,0	0,0	25,0	0,0
Visiting friends/ relatives	6	0,0	100,0	0,0	0,0	0,0
Education and training	6	50,0	0,0	50,0	0,0	0,0
Conference/ large meeting	<5					
Business/ small meeting	9	66,7	0,0	33,3	0,0	0,0

\* 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.

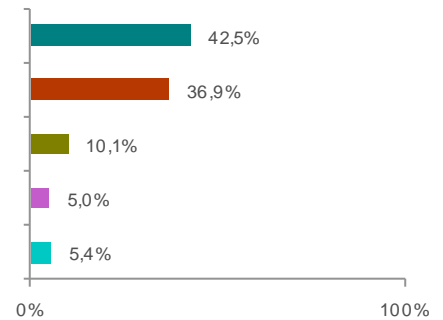


# BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



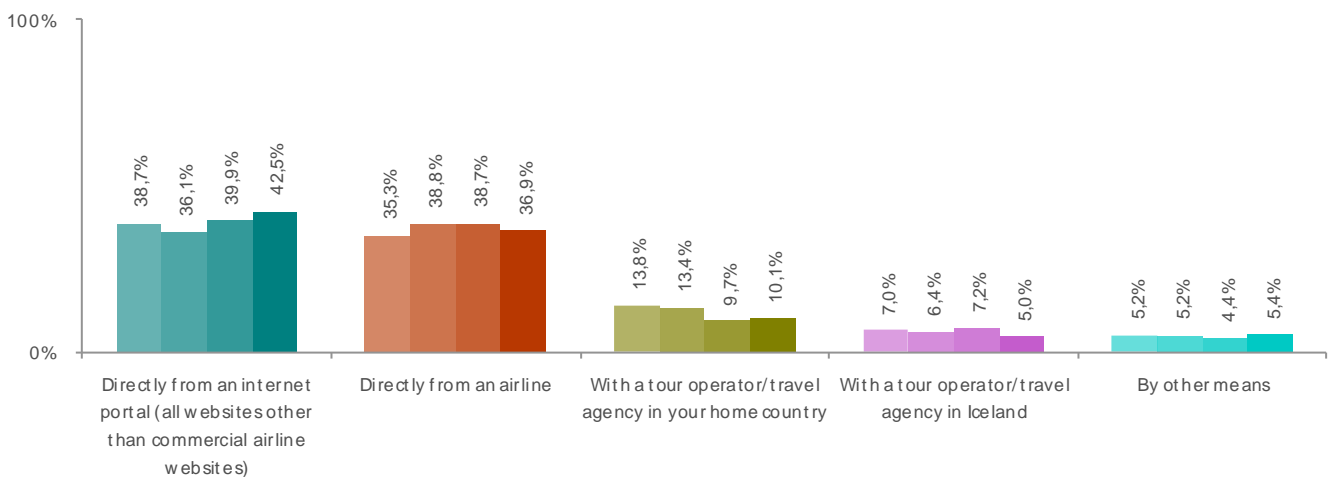
## Q.113. Where did you book your individually-arranged tour to Iceland?

	Count	%
Directly from an internet portal (all websites other than commercial airline websites)	657	42,5
Directly from an airline	570	36,9
With a tour operator/travel agency in your home country	156	10,1
With a tour operator/travel agency in Iceland	78	5,0
By other means	84	5,4
Number of responses	1545	100,0
Number of respondents	1545	68,7
Did not get question*	642	28,5
Did not answer	63	2,8
Total	2250	100,0



\*Only those who travelled on an individually-arranged tour (Q111) got this question.

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



# BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



## Q. 113. Where did you book your individually-arranged tour to Iceland?

	Number of answers	Directly from an internet portal (all websites other than commercial airline websites)	Directly from an airline	With a tour operator/ travel agency in your home country	With a tour operator/ travel agency in Iceland	By other means
	Count	%	%	%	%	%
<b>Total</b>	<b>1545</b>	<b>42,5</b>	<b>36,9</b>	<b>10,1</b>	<b>5,0</b>	<b>5,4</b>
<b>Gender</b>						
Male	627	39,7	38,3	11,0	5,3	5,7
Female	915	44,3	36,1	9,5	4,9	5,2
<b>Age*</b>						
24 years and younger	236	<b>31,4</b>	41,5	11,4	8,5	7,2
25-34 years	509	40,5	<b>46,0</b>	<b>7,1</b>	2,6	3,9
35-44 years	277	48,0	36,1	8,7	3,2	4,0
45-54 years	268	<b>51,9</b>	29,9	9,3	4,5	4,5
55 years and older	243	42,0	<b>22,6</b>	<b>18,1</b>	8,6	8,6
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	333	46,8	36,0	7,2	5,4	4,5
Student	273	34,1	46,2	8,8	5,5	5,5
Other professionals	180	46,7	30,0	8,3	8,3	6,7
Managerial	138	43,5	39,1	10,9	2,2	4,3
Teacher/ Medical care	159	47,2	34,0	11,3	1,9	5,7
Clerical/ Service	132	<b>52,3</b>	36,4	6,8	<b>0,0</b>	4,5
Retired/ Homemaker	90	50,0	<b>26,7</b>	3,3	<b>10,0</b>	10,0
Vocational/ Technical	57	26,3	31,6	<b>26,3</b>	5,3	<b>10,5</b>
Artist/ Musician/ Actor etc.	15	<b>20,0</b>	<b>80,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>
Other	141	31,9	38,3	17,0	8,5	4,3
<b>Household income*</b>						
High	567	41,8	36,5	9,5	4,8	7,4
Average	564	<b>47,9</b>	35,6	7,4	6,9	2,1
Low	291	<b>37,1</b>	38,1	13,4	2,1	9,3
<b>Market area*</b>						
Central/ Southern Europe	771	41,2	36,6	12,8	<b>3,1</b>	6,2
North America	450	46,7	36,0	5,3	6,0	6,0
Britain	111	<b>32,4</b>	<b>54,1</b>	<b>2,7</b>	5,4	5,4
Scandinavia	84	42,9	39,3	10,7	3,6	3,6
Asia	36	41,7	<b>16,7</b>	8,3	<b>33,3</b>	0,0
Other	87	<b>48,3</b>	24,1	<b>20,7</b>	6,9	0,0
<b>Educational level*</b>						
Finished high school or less	198	<b>33,3</b>	39,4	13,6	7,6	6,1
Bachelor's degree or equivalent	771	42,0	36,2	11,7	5,1	5,1
Master's/ Ph.D. or equivalent	552	<b>46,2</b>	37,0	6,5	4,3	6,0

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

# BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



## Q.113. Where did you book your individually-arranged tour to Iceland?

	Number of answers	Directly from an internet portal (all websites other than commercial airline websites)	Directly from an airline	With a tour operator/ travel agency in your home country	With a tour operator/ travel agency in Iceland	By other means
	Count	%	%	%	%	%
<b>Total</b>	<b>1545</b>	<b>42,5</b>	<b>36,9</b>	<b>10,1</b>	<b>5,0</b>	<b>5,4</b>
<b>Nationality*</b>						
American	318	47,2	36,8	2,8	6,6	6,6
German	189	36,5	34,9	17,5	3,2	7,9
Canadian	117	46,2	38,5	10,3	2,6	2,6
French	129	30,2	46,5	9,3	<b>0,0</b>	<b>14,0</b>
Italian	126	45,2	40,5	11,9	<b>0,0</b>	2,4
British	96	34,4	50,0	6,3	6,3	3,1
Spanish	87	48,3	27,6	17,2	<b>0,0</b>	6,9
Dutch	48	<b>25,0</b>	50,0	18,8	<b>0,0</b>	6,3
Swedish	33	<b>63,6</b>	<b>18,2</b>	9,1	9,1	<b>0,0</b>
Swiss	33	36,4	36,4	<b>27,3</b>	<b>0,0</b>	<b>0,0</b>
Norwegian	27	33,3	44,4	22,2	<b>0,0</b>	<b>0,0</b>
Austrian	24	<b>25,0</b>	<b>62,5</b>	<b>0,0</b>	<b>12,5</b>	<b>0,0</b>
Other	318	48,1	28,3	8,5	11,3	3,8
<b>Transportation*</b>						
Airline	1509	<b>41,9</b>	<b>37,6</b>	9,9	5,0	5,6
M/ SNorröna	36	<b>66,7</b>	<b>8,3</b>	16,7	8,3	0,0
<b>Type of trip+</b>						
Package tour	24	62,5	25,0	0,0	12,5	0,0
Individually-arranged tour	1545	42,5	36,9	10,1	5,0	5,4
Business-arranged tour	<5					
<b>Purpose of visit+</b>						
Vacation/ holiday	1431	42,6	37,9	10,1	4,8	4,6
Event in Iceland (leisure related)	105	40,0	34,3	8,6	5,7	11,4
Visiting friends/ relatives	75	36,0	44,0	0,0	8,0	12,0
Education and training	30	60,0	20,0	10,0	0,0	10,0
Conference/ large meeting	18	16,7	33,3	33,3	0,0	16,7
Business/ small meeting	6	50,0	0,0	0,0	0,0	50,0
Other	15	20,0	0,0	20,0	20,0	40,0

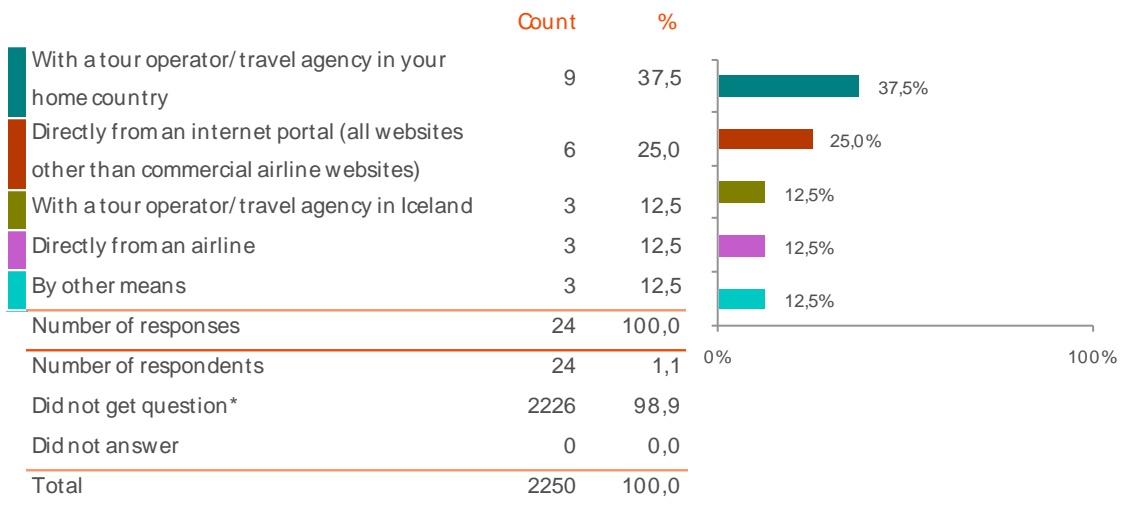
\* Significant difference between groups according to Chi-square test ( $p < 0,05$ ).

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

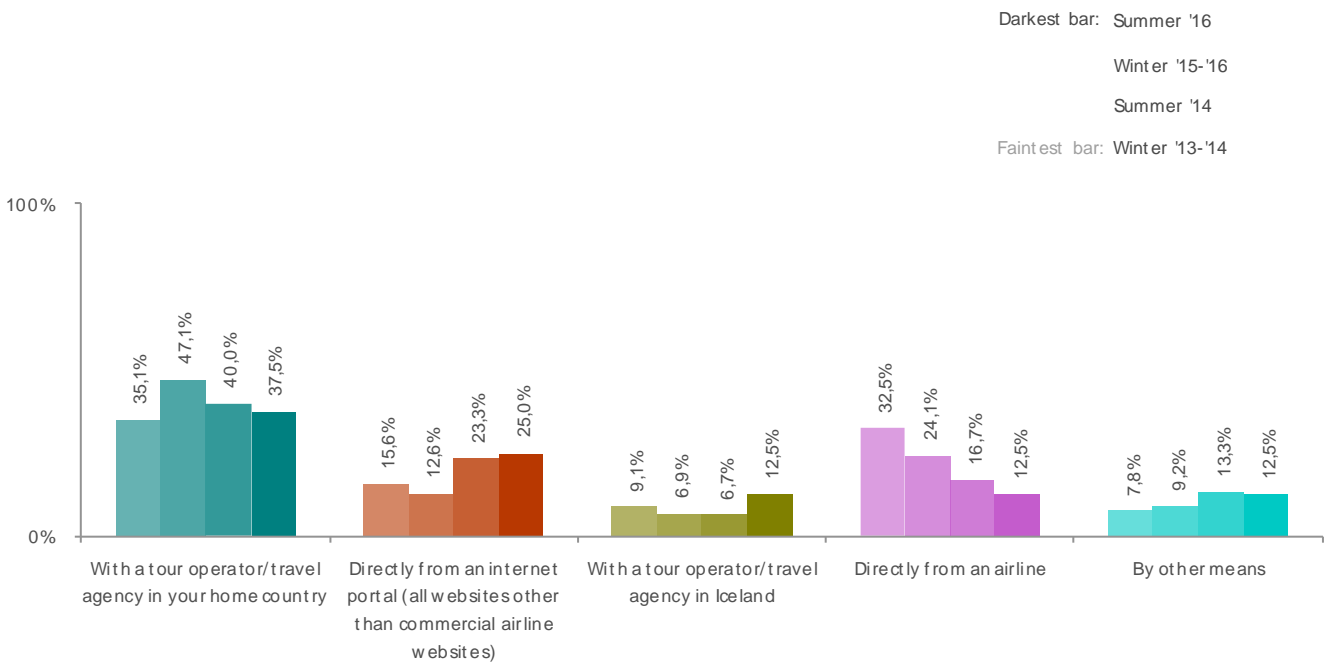
# BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



## Q.114. Where did you book your business-arranged tour to Iceland?



\*Only those who travelled on an business-arranged tour (Q111) got this question.



# BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



## Q.114. Where did you book your business-arranged tour to Iceland?

	Number of answers	With a tour operator/travel agency in your home country	By other means	
	Count	%	%	
<b>Total</b>	<b>24</b>	<b>37,5</b>	<b>62,5</b>	
<b>Gender</b>				
Male	12	50,0	50,0	
Female	12	25,0	75,0	
<b>Age*</b>				
24 years and younger	5	<b>60,0</b>	<b>40,0</b>	
25-34 years	<5			
35-44 years	<5			
45-54 years	6	50,0	50,0	
55 years and older	6	<b>0,0</b>	<b>100,0</b>	
<b>What is your profession?*</b>				
Professionals (dr./ lawyer/ account. etc.)	6	<b>50,0</b>	<b>50,0</b>	
Student	<5			
Managerial	<5			
Teacher/ Medical care	6	<b>0,0</b>	<b>100,0</b>	
Retired/ Homemaker	<5			
Other	<5			
<b>Household income*</b>				
High	9	33,3	66,7	
Average	6	<b>100,0</b>	<b>0,0</b>	
Low	6	<b>0,0</b>	<b>100,0</b>	
<b>Market area*</b>				
North America	6	<b>100,0</b>	<b>0,0</b>	
Britain	9	33,3	66,7	
Scandinavia	9	<b>0,0</b>	<b>100,0</b>	
<b>Educational level</b>				
Finished high school or less	<5			
Bachelor's degree or equivalent	6	50,0	50,0	
Master's/ Ph.D. or equivalent	15	40,0	60,0	

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

# BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



## Q.114. Where did you book your business-arranged tour to Iceland?

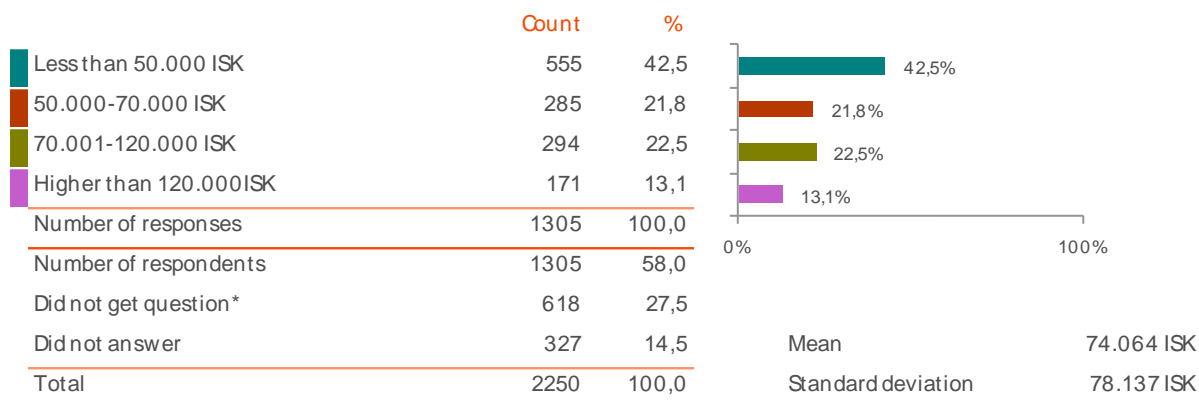
	Number of answers	With a tour operator/travel agency in your home country	By other means	
	Count	%	%	
<b>Total</b>	<b>24</b>	<b>37,5</b>	<b>62,5</b>	
<b>Nationality*</b>				
American	9	<b>66,7</b>	<b>33,3</b>	
British	6	50,0	50,0	
Swedish	<5			
Other	6	<b>0,0</b>	<b>100,0</b>	
<b>Purpose of visit+</b>				
Vacation/ holiday	6	50,0	50,0	
Conference/ large meeting	9	33,3	66,7	
Business/ small meeting	6	0,0	100,0	

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

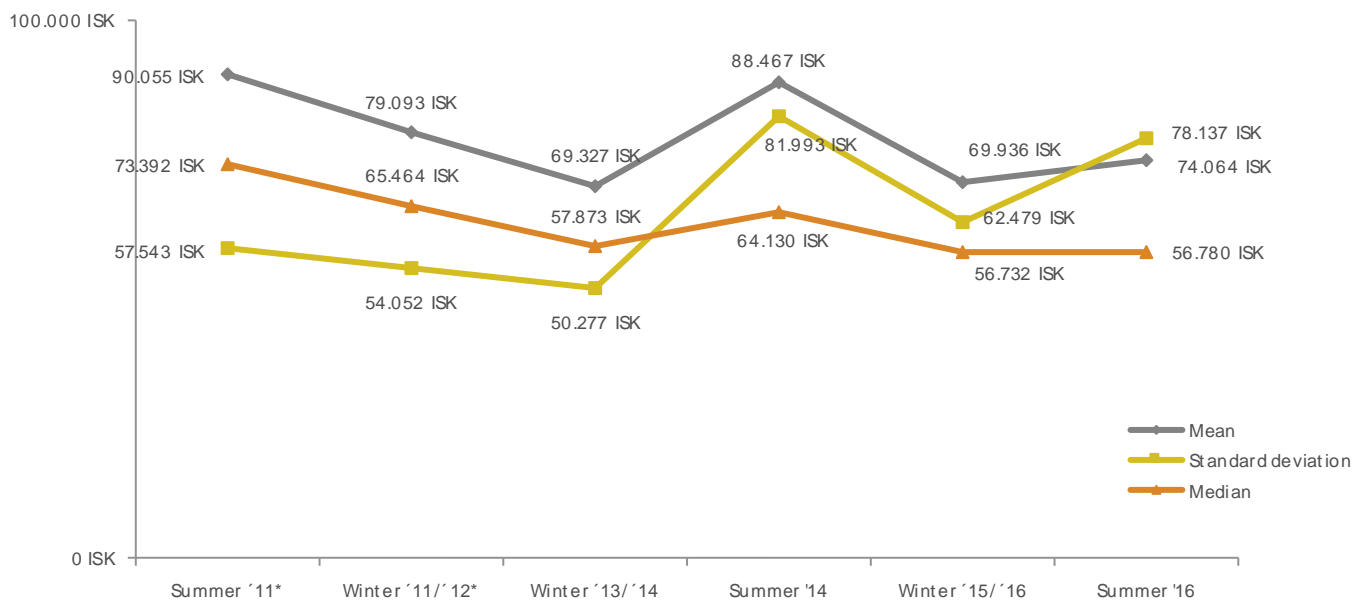
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



## Q.115. What was the price of the air ticket (round trip) per person?



\*Only those who travelled on an individually- or business arranged tour (Q111) got this question.





## Q.115. What was the price of the air ticket (round trip) per person?

	Number of answers	Less than 50.000 ISK	50.000-70.000 ISK	70.001-120.000 ISK	Higher than 120.000 ISK		
	Count	%	%	%	%		
<b>Total</b>	<b>1305</b>	<b>42,5</b>	<b>21,8</b>	<b>22,5</b>	<b>13,1</b>		74.064 ISK
<b>Gender*</b>							
Male	525	46,3	20,6	20,6	12,6		66.253 ISK
Female	777	40,2	22,8	23,9	13,1		79.021 ISK
<b>Age*</b>							
24 years and younger	204	52,9	28,4	8,3	10,3		67.301 ISK
25-34 years	437	46,7	25,2	22,0	6,2		62.061 ISK
35-44 years	252	38,5	23,8	23,8	13,9		68.763 ISK
45-54 years	223	38,6	15,7	22,9	22,9		90.215 ISK
55 years and older	186	30,6	11,8	37,6	19,9		98.217 ISK
<b>What is your profession?*</b>							
Professionals (dr./ lawyer/ account. etc.)	288	41,7	24,0	22,9	11,5		71.036 ISK
Student	246	54,9	25,6	8,5	11,0		59.389 ISK
Other professionals	165	47,3	14,5	21,8	16,4		77.793 ISK
Managerial	120	40,0	17,5	25,0	17,5		82.924 ISK
Teacher/ Medical care	138	43,5	10,9	28,3	17,4		72.493 ISK
Clerical/ Service	120	37,5	32,5	22,5	7,5		62.294 ISK
Retired/ Homemaker	63	19,0	14,3	52,4	14,3		84.678 ISK
Vocational/ Technical	36	33,3	33,3	25,0	8,3		69.544 ISK
Artist/ Musician/ Actor etc.	9	66,7	0,0	33,3	0,0		39.683 ISK
Other	117	33,3	28,2	23,1	15,4		110.065 ISK
<b>Household income*</b>							
High	492	42,1	17,1	20,7	20,1		83.647 ISK
Average	474	41,1	25,9	22,2	10,8		69.510 ISK
Low	261	43,7	23,0	26,4	6,9		69.001 ISK
<b>Market area*</b>							
Central/ Southern Europe	645	48,8	33,5	14,0	3,7		59.353 ISK
North America	393	15,3	10,7	44,3	29,8		102.080 ISK
Britain	102	82,4	8,8	5,9	2,9		40.333 ISK
Scandinavia	63	76,2	4,8	9,5	9,5		49.361 ISK
Asia	30	50,0	0,0	10,0	40,0		92.447 ISK
Other	66	45,5	22,7	18,2	13,6		121.106 ISK
<b>Educational level*</b>							
Finished high school or less	153	56,9	31,4	9,8	2,0		52.031 ISK
Bachelor's degree or equivalent	663	40,7	20,4	24,0	14,9		80.778 ISK
Master's/ Ph.D. or equivalent	483	39,8	21,1	24,8	14,3		72.252 ISK

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





## Q.115. What was the price of the air ticket (round trip) per person?

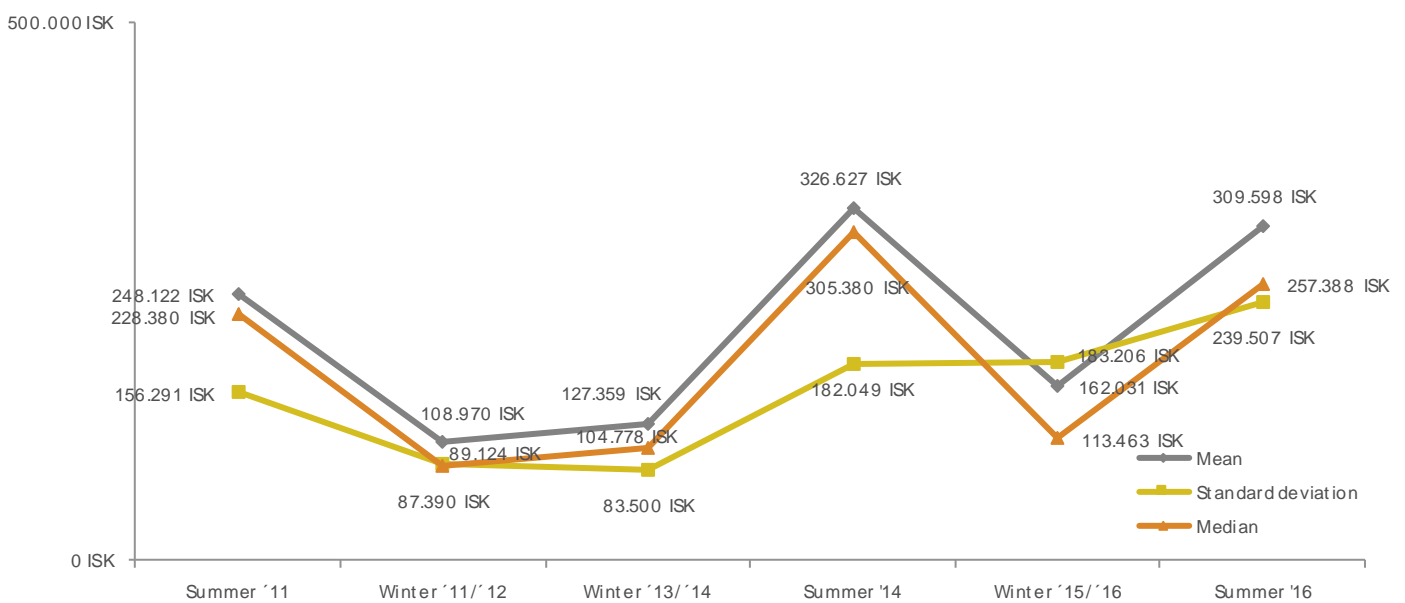
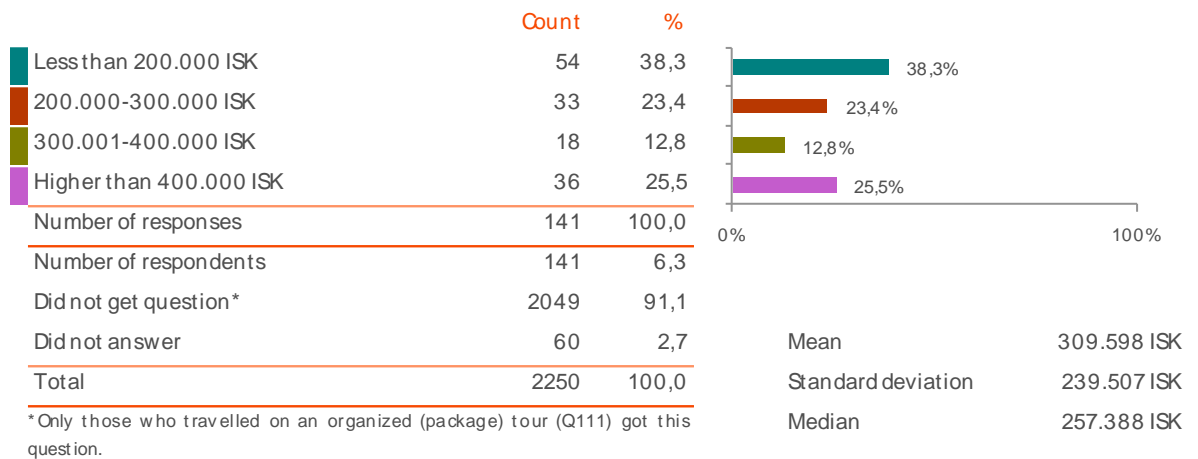
	Number of answers	Less than 50.000 ISK	50.000-70.000 ISK	70.001-120.000 ISK	Higher than 120.000 ISK	
	Count	%	%	%	%	
<b>Total</b>	<b>1305</b>	<b>42,5</b>	<b>21,8</b>	<b>22,5</b>	<b>13,1</b>	74.064 ISK
<b>Nationality*</b>						
American	267	14,6	7,9	46,1	31,5	99.049 ISK
German	132	54,5	31,8	11,4	2,3	59.895 ISK
Canadian	111	13,5	18,9	43,2	24,3	91.889 ISK
French	126	50,0	31,0	11,9	7,1	75.230 ISK
Italian	102	47,1	35,3	14,7	2,9	55.079 ISK
British	84	82,1	10,7	7,1	0,0	36.361 ISK
Spanish	81	33,3	44,4	18,5	3,7	64.110 ISK
Dutch	42	35,7	21,4	21,4	21,4	102.581 ISK
Swedish	30	80,0	0,0	0,0	20,0	52.193 ISK
Swiss	21	14,3	28,6	57,1	0,0	79.930 ISK
Norwegian	18	50,0	16,7	33,3	0,0	52.431 ISK
Austrian	21	42,9	28,6	14,3	14,3	66.594 ISK
Other	270	60,0	21,1	10,0	8,9	69.862 ISK
<b>Transportation</b>						
Airline	1299	42,7	21,9	22,4	12,9	73.921 ISK
M/ SNorröna	6	0,0	0,0	50,0	50,0	105.087 ISK
<b>Type of trip*</b>						
Package tour	18	16,7	16,7	33,3	33,3	95.119 ISK
Individually-arranged tour	1296	42,4	21,8	22,7	13,2	74.239 ISK
Business-arranged tour	12	50,0	25,0	0,0	25,0	76.044 ISK
<b>Purpose of visit*</b>						
Vacation/ holiday	1188	42,7	22,2	23,5	11,6	72.849 ISK
Event in Iceland (leisure related)	96	56,3	9,4	25,0	9,4	59.496 ISK
Visiting friends/ relatives	57	68,4	15,8	5,3	10,5	55.480 ISK
Education and training	30	30,0	20,0	10,0	40,0	86.324 ISK
Conference/ large meeting	24	50,0	25,0	12,5	12,5	66.273 ISK
Business/ small meeting	6	50,0	0,0	50,0	0,0	48.668 ISK
Other	12	25,0	0,0	50,0	25,0	76.794 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.



## Q.116. What was the price of the tour package per person?



















## Q. 116. What was the price of the tour package per person?

	Number of answers	Less than 200.000 ISK	200.000-300.000 ISK	300.001-400.000 ISK	Higher than 400.000 ISK		
	Count	%	%	%	%		
<b>Total</b>	<b>141</b>	<b>38,3</b>	<b>23,4</b>	<b>12,8</b>	<b>25,5</b>		309.598 ISK
<b>Gender</b>							
Male	57	47,4	15,8	5,3	31,6		324.003 ISK
Female	84	32,1	28,6	17,9	21,4		299.823 ISK
<b>Age*</b>							
24 years and younger	11	54,5	18,2	27,3	0,0		185.216 ISK
25-34 years	33	33,3	30,3	18,2	18,2		262.721 ISK
35-44 years	25	52,0	36,0	12,0	0,0		204.662 ISK
45-54 years	20	55,0	0,0	0,0	45,0		227.987 ISK
55 years and older	52	25,0	23,1	11,5	40,4		447.496 ISK
<b>What is your profession?*</b>							
Professionals (dr./ lawyer/ account. etc.)	39	46,2	30,8	7,7	15,4		264.555 ISK
Student	9	100,0	0,0	0,0	0,0		136.046 ISK
Other professionals	24	37,5	12,5	25,0	25,0		259.063 ISK
Managerial	21	28,6	28,6	0,0	42,9		451.634 ISK
Teacher/ Medical care	<5						
Clerical/ Service	6	50,0	0,0	0,0	50,0		302.720 ISK
Retired/ Homemaker	27	22,2	22,2	11,1	44,4		396.358 ISK
Other	9	0,0	33,3	66,7	0,0		294.724 ISK
<b>Household income*</b>							
High	54	27,8	16,7	16,7	38,9		395.724 ISK
Average	51	29,4	29,4	17,6	23,5		285.316 ISK
Low	33	63,6	27,3	0,0	9,1		232.122 ISK
<b>Market area*</b>							
Central/ Southern Europe	72	45,8	25,0	12,5	16,7		260.304 ISK
North America	39	23,1	23,1	7,7	46,2		435.177 ISK
Britain	9	66,7	0,0	0,0	33,3		244.391 ISK
Scandinavia	12	50,0	25,0	25,0	0,0		231.727 ISK
Asia	6	0,0	0,0	50,0	50,0		372.199 ISK
Other	<5						
<b>Educational level</b>							
Finished high school or less	12	75,0	0,0	25,0	0,0		172.918 ISK
Bachelor's degree or equivalent	66	36,4	27,3	9,1	27,3		302.919 ISK
Master's/ Ph.D. or equivalent	63	33,3	23,8	14,3	28,6		342.628 ISK

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



## Q.116. What was the price of the tour package per person?

	Number of answers	Less than 200.000 ISK	200.000-300.000 ISK	300.001-400.000 ISK	Higher than 400.000 ISK	
	Count	%	%	%	%	
<b>Total</b>	<b>141</b>	<b>38,3</b>	<b>23,4</b>	<b>12,8</b>	<b>25,5</b>	 309.598 ISK
<b>Nationality*</b>						
American	36	25,0	25,0	0,0	50,0	 446.093 ISK
German	27	66,7	22,2	0,0	11,1	 243.961 ISK
Canadian	<5					
French	9	66,7	0,0	33,3	0,0	 202.785 ISK
Italian	12	25,0	50,0	0,0	25,0	 288.969 ISK
British	9	66,7	0,0	0,0	33,3	 244.391 ISK
Spanish	<5					
Dutch	6	0,0	50,0	0,0	50,0	 344.735 ISK
Swedish	9	33,3	33,3	33,3	0,0	 242.346 ISK
Austrian	<5					
Other	24	37,5	25,0	25,0	12,5	 255.086 ISK
<b>Type of trip+</b>						
Package tour	138	37,0	23,9	13,0	26,1	 313.171 ISK
Individually-arranged tour	18	50,0	16,7	0,0	33,3	 239.608 ISK
Business-arranged tour	<5					
<b>Purpose of visit+</b>						
Vacation/holiday	123	39,0	26,8	12,2	22,0	 297.193 ISK
Event in Iceland (leisure related)	12	50,0	25,0	0,0	25,0	 341.261 ISK
Visiting friends/ relatives	6	100,0	0,0	0,0	0,0	 127.880 ISK
Education and training	6	100,0	0,0	0,0	0,0	 160.480 ISK
Conference/ large meeting	<5					
Business/ small meeting	<5					

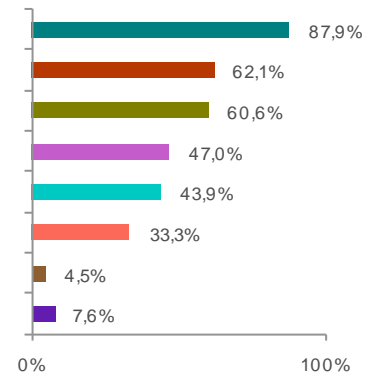
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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



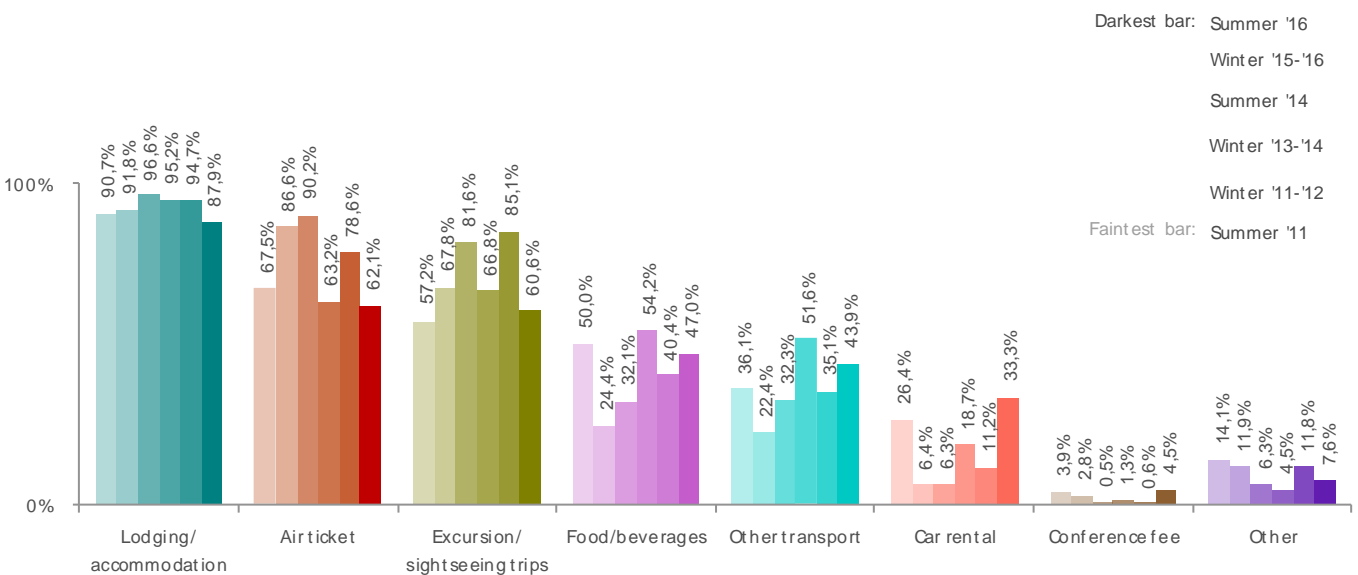
## Q.117. What was included in the tour package?

	Count	%	%
	respondents	respondents	responses
Lodging/ accommodation	174	87,9	25,3
Air ticket	123	62,1	17,9
Excursions/ sightseeing trips	120	60,6	17,5
Food/ beverages	93	47,0	13,5
Other transport	87	43,9	12,7
Car rental	66	33,3	9,6
Conference fee	9	4,5	1,3
Other, what?	15	7,6	2,2
Number of responses*	687	347,0	100,0
Number of respondents	198	8,8	
Did not get question**	2049	91,1	
Did not answer	3	0,1	
Total	2250	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 (Q111) got this question.





## Q. 117. What was included in the tour package?

	Number of answers	Lodging/ accommodation	Air ticket	Excursions/ sightseeing trips	Food/ beverages	Other transport	Other
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Gender</b>							
Male	78	<b>80,8</b>	<b>69,2</b>	57,7	42,3	42,3	46,2
Female	120	<b>92,5</b>	<b>57,5</b>	62,5	50,0	45,0	42,5
<b>Age</b>							
24 years and younger	25	80,0	76,0	<b>44,0</b>	<b>32,0</b>	<b>12,0</b>	<b>68,0</b>
25-34 years	46	<b>78,3</b>	<b>82,6</b>	47,8	41,3	39,1	47,8
35-44 years	33	81,8	78,8	51,5	<b>69,7</b>	42,4	36,4
45-54 years	27	<b>100,0</b>	55,6	70,4	37,0	<b>55,6</b>	<b>29,6</b>
55 years and older	64	95,3	<b>34,4</b>	<b>75,0</b>	51,6	53,1	39,1
<b>What is your profession?</b>							
Professionals (dr./lawyer/ account. etc.)	39	92,3	53,8	53,8	53,8	38,5	46,2
Student	27	77,8	<b>88,9</b>	44,4	<b>33,3</b>	33,3	66,7
Other professionals	24	87,5	87,5	37,5	50,0	37,5	50,0
Managerial	27	88,9	<b>44,4</b>	88,9	55,6	<b>77,8</b>	<b>0,0</b>
Teacher/ Medical care	9	<b>100,0</b>	66,7	66,7	<b>33,3</b>	66,7	33,3
Clerical/ Service	18	<b>50,0</b>	83,3	<b>33,3</b>	<b>33,3</b>	33,3	50,0
Retired/ Homemaker	33	<b>100,0</b>	45,5	<b>90,9</b>	<b>63,6</b>	45,5	36,4
Vocational/ Technical	<5						
Other	12	<b>100,0</b>	50,0	75,0	50,0	<b>25,0</b>	<b>75,0</b>
<b>Household income</b>							
High	66	90,9	<b>50,0</b>	63,6	<b>31,8</b>	40,9	45,5
Average	66	86,4	59,1	54,5	59,1	50,0	<b>54,5</b>
Low	36	91,7	<b>83,3</b>	58,3	<b>75,0</b>	50,0	<b>25,0</b>
<b>Market area</b>							
Central/ Southern Europe	111	<b>81,1</b>	81,1	<b>43,2</b>	45,9	43,2	51,4
North America	51	94,1	<b>23,5</b>	88,2	<b>35,3</b>	<b>52,9</b>	35,3
Britain	12	<b>100,0</b>	50,0	75,0	50,0	50,0	25,0
Scandinavia	15	<b>100,0</b>	60,0	60,0	60,0	20,0	<b>20,0</b>
Asia	6	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>100,0</b>	<b>0,0</b>	<b>100,0</b>
Other	<5						
<b>Educational level</b>							
Finished high school or less	21	<b>100,0</b>	<b>57,1</b>	57,1	<b>14,3</b>	<b>28,6</b>	<b>57,1</b>
Bachelor's degree or equivalent	93	87,1	<b>67,7</b>	<b>51,6</b>	<b>61,3</b>	<b>45,2</b>	<b>41,9</b>
Master's/ Ph.D. or equivalent	81	<b>85,2</b>	59,3	<b>70,4</b>	40,7	44,4	44,4

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



## Q. 117. What was included in the tour package?

	Number of answers	Lodging/ accommodation	Air ticket	Excursions/ sightseeing trips	Food/ beverages	Other transport	Other
	Count	%	%	%	%	%	%
<b>Total</b>							
<b>Nationality</b>							
American	45	93,3	26,7	<b>93,3</b>	40,0	53,3	33,3
German	33	90,9	63,6	27,3	72,7	54,5	<b>18,2</b>
Canadian	6	<b>100,0</b>	<b>0,0</b>	50,0	<b>0,0</b>	50,0	50,0
French	12	<b>100,0</b>	<b>100,0</b>	50,0	<b>100,0</b>	50,0	50,0
Italian	33	<b>45,5</b>	<b>100,0</b>	63,6	18,2	9,1	81,8
British	12	<b>100,0</b>	50,0	75,0	50,0	50,0	25,0
Spanish	6	<b>100,0</b>	<b>100,0</b>	50,0	50,0	<b>100,0</b>	<b>100,0</b>
Dutch	9	<b>100,0</b>	66,7	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>100,0</b>
Swedish	12	<b>100,0</b>	75,0	75,0	75,0	<b>0,0</b>	25,0
Austrian	<5						
Other	27	<b>100,0</b>	55,6	55,6	55,6	66,7	33,3
<b>Type of trip<sup>+</sup></b>							
Package tour	198	87,9	<b>62,1</b>	60,6	<b>47,0</b>	<b>43,9</b>	43,9
Individually-arranged tour	24	87,5	<b>12,5</b>	62,5	<b>62,5</b>	<b>62,5</b>	37,5
Business-arranged tour	<5						
<b>Purpose of visit<sup>+</sup></b>							
Vacation/ holiday	177	<b>86,4</b>	<b>62,7</b>	57,6	44,1	<b>42,4</b>	<b>42,4</b>
Event in Iceland (leisure related)	12	<b>100,0</b>	25,0	<b>50,0</b>	<b>100,0</b>	75,0	50,0
Visiting friends/ relatives	6	<b>100,0</b>	<b>0,0</b>	<b>50,0</b>	<b>100,0</b>	<b>100,0</b>	50,0
Education and training	6	<b>100,0</b>	50,0	<b>50,0</b>	<b>0,0</b>	<b>100,0</b>	50,0
Conference/ large meeting	<5						
Business/ small meeting	9	<b>100,0</b>	33,3	<b>66,7</b>	<b>0,0</b>	66,7	<b>66,7</b>

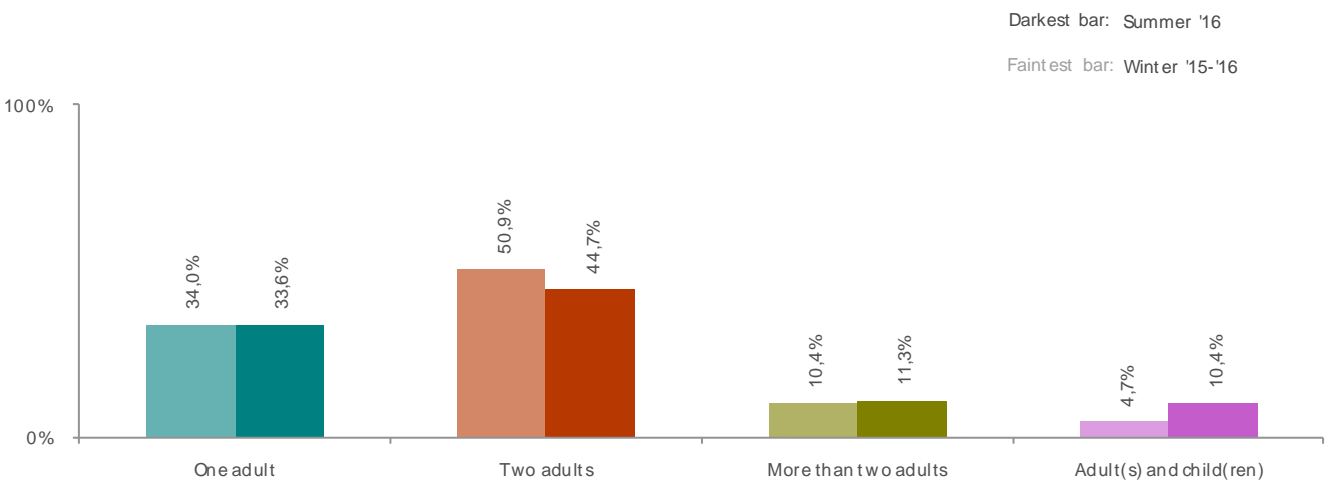
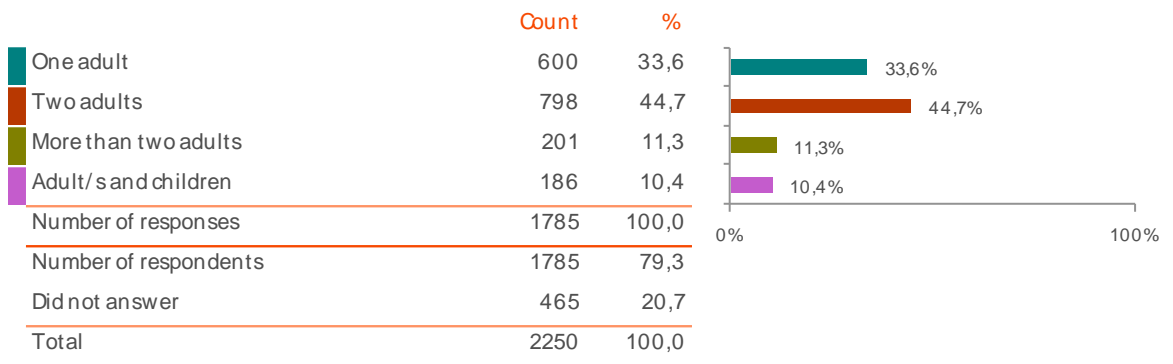
When respondents can choose more than one answer, significance between groups is not calculated.

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

# NUMBER OF PEOPLE COVERED BY EXPENDITURE



## Q. 118. Number of people covered by total expenditure?





# NUMBER OF PEOPLE COVERED BY EXPENDITURE



## Q.118. Number of people covered by total expenditure?

	Number of answers	One adult	Two adults	More than two adults	Adult/s and children	
	Count	%	%	%	%	
<b>Total</b>	<b>1785</b>	<b>33,6</b>	<b>44,7</b>	<b>11,3</b>	<b>10,4</b>	
<b>Gender*</b>						
Male	726	33,9	48,3	12,0	5,8	
Female	1056	33,5	42,0	10,8	13,6	
<b>Age*</b>						
24 years and younger	286	<b>45,5</b>	<b>32,5</b>	15,4	6,6	
25-34 years	583	35,3	<b>53,2</b>	9,3	<b>2,2</b>	
35-44 years	306	37,9	41,5	7,8	12,7	
45-54 years	295	<b>20,0</b>	35,6	9,5	<b>34,9</b>	
55 years and older	303	29,4	49,8	16,8	4,0	
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	384	34,4	45,3	12,5	7,8	
Student	318	<b>44,3</b>	<b>34,9</b>	<b>17,0</b>	3,8	
Other professionals	210	28,6	48,6	14,3	8,6	
Managerial	168	25,0	37,5	10,7	<b>26,8</b>	
Teacher/ Medical care	186	29,0	45,2	8,1	17,7	
Clerical/ Service	138	37,0	43,5	8,7	10,9	
Retired/ Homemaker	123	36,6	43,9	7,3	12,2	
Vocational/ Technical	60	35,0	50,0	<b>5,0</b>	10,0	
Artist/ Musician/ Actor etc.	18	33,3	50,0	16,7	<b>0,0</b>	
Other	150	<b>22,0</b>	<b>66,0</b>	6,0	6,0	
<b>Household income*</b>						
High	648	<b>27,3</b>	42,6	15,3	14,8	
Average	648	<b>39,4</b>	45,8	7,4	7,4	
Low	354	29,7	50,8	11,9	7,6	
<b>Market area*</b>						
Central/ Southern Europe	846	34,8	45,7	10,3	9,2	
North America	558	32,8	44,1	12,9	10,2	
Britain	135	31,1	44,4	<b>6,7</b>	<b>17,8</b>	
Scandinavia	111	29,7	<b>48,6</b>	8,1	13,5	
Asia	33	36,4	<b>27,3</b>	<b>36,4</b>	<b>0,0</b>	
Other	93	35,5	45,2	9,7	9,7	
<b>Educational level*</b>						
Finished high school or less	231	<b>42,9</b>	<b>36,4</b>	13,0	7,8	
Bachelor's degree or equivalent	888	34,5	45,6	11,1	8,8	
Master's/ Ph.D. or equivalent	645	<b>28,8</b>	<b>47,0</b>	11,2	13,0	

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

# NUMBER OF PEOPLE COVERED BY EXPENDITURE



## Q.118. Number of people covered by total expenditure?

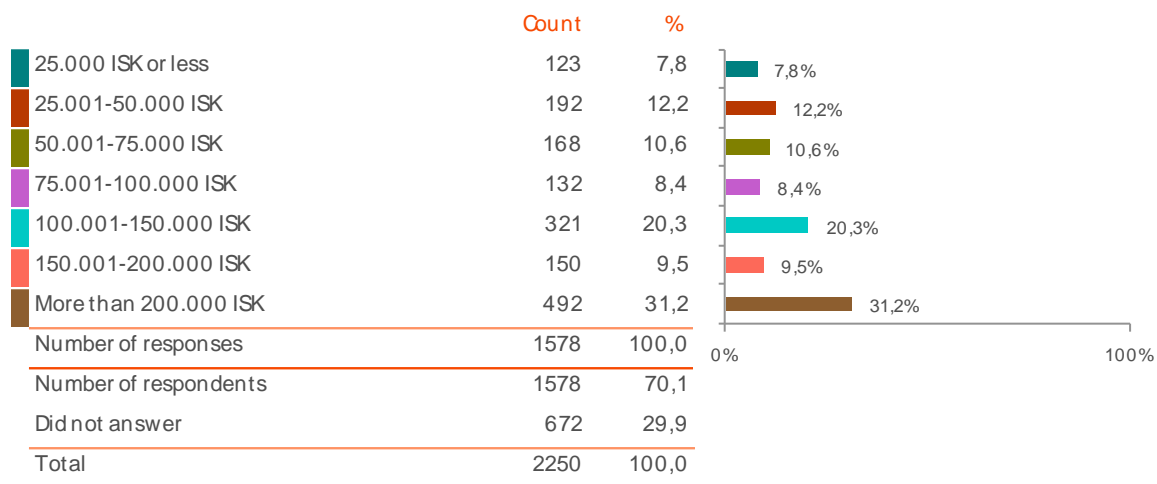
	Number of answers	One adult	Two adults	More than two adults	Adult/s and children				
	Count	%	%	%	%				
<b>Total</b>	<b>1785</b>	<b>33,6</b>	<b>44,7</b>	<b>11,3</b>	<b>10,4</b>	34%	45%	11%	10%
<b>Nationality*</b>									
American	417	35,3	38,8	13,7	12,2	35%	39%	14%	12%
German	207	44,9	36,2	10,1	8,7	45%	36%	10%	9%
Canadian	135	31,1	51,1	11,1	6,7	31%	51%	11%	7%
French	141	23,4	53,2	12,8	10,6	23%	53%	13%	11%
Italian	129	39,5	44,2	7,0	9,3	40%	44%	7%	9%
British	114	31,6	42,1	10,5	15,8	32%	42%	11%	16%
Spanish	87	31,0	55,2	3,4	10,3	31%	55%	3%	10%
Dutch	63	<b>4,8</b>	52,4	14,3	<b>28,6</b>	5%	52%	14%	29%
Swedish	51	11,8	70,6	<b>0,0</b>	17,6	12%	71%		18%
Swiss	30	10,0	<b>80,0</b>	10,0	<b>0,0</b>	10%	80%		10%
Norwegian	27	22,2	66,7	<b>0,0</b>	11,1	22%	67%		11%
Austrian	30	<b>60,0</b>	<b>30,0</b>	10,0	<b>0,0</b>	60%	30%		10%
Other	354	38,1	40,7	<b>14,4</b>	6,8	38%	41%	14%	7%
<b>Transportation*</b>									
Airline	1746	<b>34,2</b>	<b>44,3</b>	11,3	<b>10,1</b>	34%	44%	11%	10%
M/ SNorröna	39	<b>7,7</b>	<b>61,5</b>	7,7	<b>23,1</b>	8%	62%	8%	23%
<b>Type of trip*</b>									
Package tour	186	46,8	43,5	4,8	4,8	47%	44%		5%
Individually-arranged tour	1500	31,4	45,4	12,4	10,8	31%	45%	12%	11%
Business-arranged tour	21	57,1	14,3	14,3	14,3	57%	14%	14%	14%
<b>Purpose of visit*</b>									
Vacation/ holiday	1629	32,2	45,5	11,2	11,0	32%	45%	11%	11%
Event in Iceland (leisure related)	108	47,2	41,7	11,1	0,0	47%	42%		11%
Visiting friends/ relatives	78	50,0	34,6	15,4	0,0	50%	35%		15%
Education and training	30	30,0	40,0	30,0	0,0	30%	40%		30%
Conference/ large meeting	21	57,1	42,9	0,0	0,0	57%	43%		
Business/ small meeting	15	60,0	40,0	0,0	0,0	60%	40%		
Other	15	40,0	40,0	20,0	0,0	40%	40%		20%

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

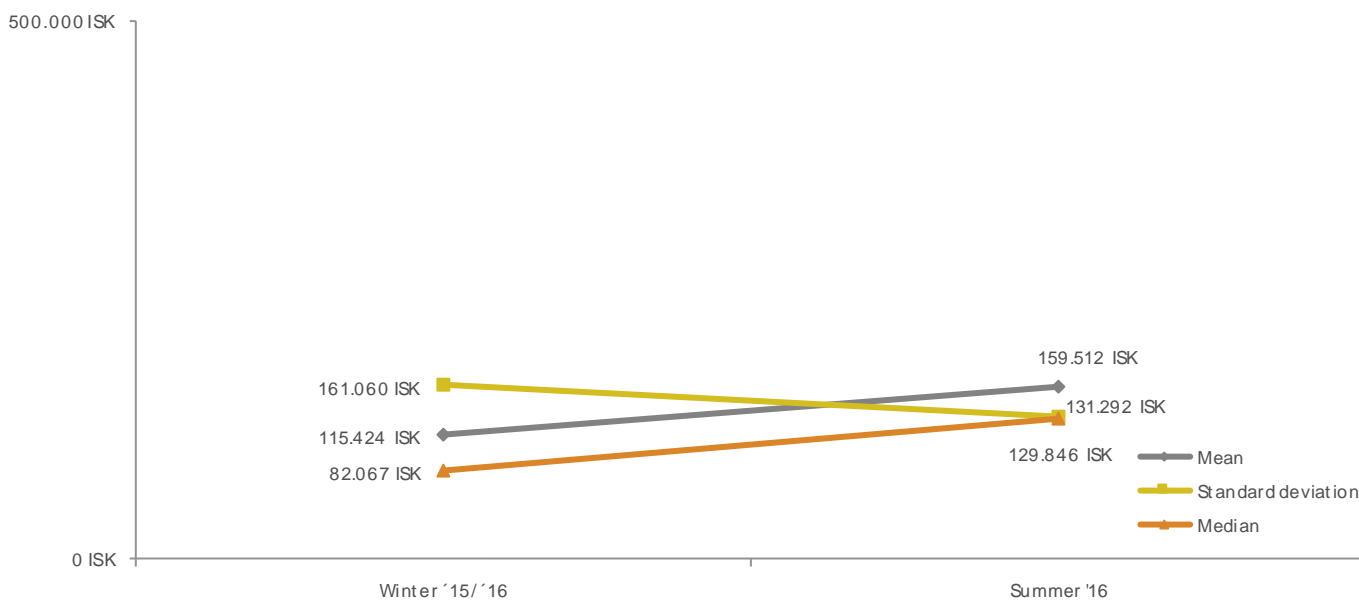
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



Sp. 119. How much, approximately, do you think you (and your family travelling with you) spent during your stay in Iceland (airfare and prepaid tour package excluded)?





















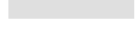








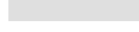
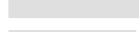
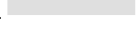
Mean 159.512 ISK  
 Standard deviation 131.292 ISK  
 Median 129.846 ISK



# TOTAL SPENDING ON TRIP



Sp. 119. How much, approximately, do you think you (and your family travelling with you) spent during your stay in Iceland (airfare and prepaid tour package excluded)?

	Number of answers	50.000 ISK or less	50.001-100.000 ISK	100.001-150.000 ISK	150.001-200.000 ISK	More than 200.000 ISK	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1578</b>	<b>20,0</b>	<b>19,0</b>	<b>20,3</b>	<b>9,5</b>	<b>31,2</b>	 159.512
<b>Gender</b>							
Male	657	19,6	18,7	20,1	8,7	32,9	 162.136
Female	918	20,3	19,3	20,6	10,1	29,7	 156.871
<b>Age*</b>							
24 years and younger	248	25,0	25,4	20,6	10,5	18,5	 132.013
25-34 years	529	17,4	20,4	20,2	11,3	30,6	 153.188
35-44 years	261	16,5	15,7	22,6	10,7	34,5	 162.649
45-54 years	264	25,0	17,0	21,6	3,4	33,0	 153.202
55 years and older	267	19,5	16,1	16,5	10,1	37,8	 199.543
<b>What is your profession?*</b>							
Professionals (dr./ lawyer/ account. etc.)	357	16,0	17,6	18,5	12,6	35,3	 166.201
Student	288	24,0	24,0	21,9	11,5	18,8	 128.197
Other professionals	186	24,2	14,5	22,6	6,5	32,3	 170.109
Managerial	144	10,4	14,6	33,3	6,3	35,4	 166.489
Teacher/ Medical care	162	20,4	25,9	24,1	3,7	25,9	 144.013
Clerical/ Service	126	14,3	19,0	21,4	14,3	31,0	 167.593
Retired/ Homemaker	102	20,6	20,6	11,8	11,8	35,3	 190.527
Vocational/ Technical	42	7,1	7,1	28,6	7,1	50,0	 237.482
Artist/ Musician/ Actor etc.	18	16,7	50,0	0,0	0,0	33,3	 150.688
Other	132	31,8	13,6	6,8	6,8	40,9	 159.395
<b>Household income</b>							
High	588	20,4	20,9	19,9	11,2	27,6	 154.968
Average	573	22,0	16,8	22,5	7,3	31,4	 160.484
Low	321	18,7	16,8	18,7	9,3	36,4	 160.981
<b>Market area*</b>							
Central/ Southern Europe	759	15,0	17,8	21,3	5,5	40,3	 172.593
North America	495	23,6	15,8	20,6	16,4	23,6	 153.712
Britain	120	27,5	30,0	22,5	10,0	10,0	 127.642
Scandinavia	90	33,3	23,3	20,0	3,3	20,0	 116.439
Asia	33	27,3	18,2	9,1	9,1	36,4	 160.193
Other	72	16,7	25,0	12,5	12,5	33,3	 172.665
<b>Educational level</b>							
Finished high school or less	183	14,8	19,7	24,6	6,6	34,4	 161.472
Bachelor's degree or equivalent	801	22,8	18,7	15,7	11,2	31,5	 161.608
Master's/ Ph.D. or equivalent	585	16,9	19,0	25,6	8,2	30,3	 157.785

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

# TOTAL SPENDING ON TRIP



Sp. 119. How much, approximately, do you think you (and your family travelling with you) spent during your stay in Iceland (airfare and prepaid tour package excluded)?

	Number of answers	50.000 ISK or less	50.001-100.000 ISK	100.001-150.000 ISK	150.001-200.000 ISK	More than 200.000 ISK	
	Count	%	%	%	%	%	
<b>Total</b>	<b>1578</b>	<b>20,0</b>	<b>19,0</b>	<b>20,3</b>	<b>9,5</b>	<b>31,2</b>	159.512
<b>Nationality*</b>							
American	366	27,0	18,0	22,1	15,6	17,2	131.158
German	183	16,4	13,1	16,4	4,9	49,2	188.738
Canadian	123	19,5	12,2	17,1	12,2	39,0	203.129
French	120	5,0	17,5	27,5	12,5	37,5	176.008
Italian	108	5,6	19,4	33,3	2,8	38,9	163.632
British	96	28,1	31,3	21,9	9,4	9,4	132.911
Spanish	87	13,8	6,9	3,4	3,4	72,4	229.574
Dutch	57	21,1	26,3	31,6	0,0	21,1	131.462
Swedish	42	57,1	7,1	14,3	7,1	14,3	97.868
Swiss	27	0,0	11,1	11,1	22,2	55,6	262.806
Norwegian	24	0,0	50,0	12,5	0,0	37,5	167.627
Austrian	24	12,5	37,5	12,5	0,0	37,5	192.173
Other	321	22,4	23,4	19,6	9,3	25,2	141.191
<b>Transportation*</b>							
Airline	1548	20,2	19,4	20,3	9,5	30,6	157.240
M/ SNorröna	30	10,0	0,0	20,0	10,0	60,0	276.756
<b>Number of people covered by total expenditure?*</b>							
One adult	534	15,7	19,7	19,7	10,1	34,8	173.983
Two adults	699	19,3	18,0	20,2	10,7	31,8	162.957
More than two adults	186	27,4	19,4	25,8	6,5	21,0	130.179
Adult/ sand children	153	29,4	19,6	17,6	5,9	27,5	128.602
<b>Type of trip+</b>							
Package tour	156	32,7	25,0	15,4	1,9	25,0	134.567
Individually-arranged tour	1344	16,7	18,3	21,7	9,6	33,7	167.073
Business-arranged tour	15	40,0	0,0	20,0	20,0	20,0	110.315
<b>Purpose of visit+</b>							
Vacation/ holiday	1443	19,1	19,1	20,8	9,4	31,6	159.862
Event in Iceland (leisure related)	105	14,3	20,0	37,1	5,7	22,9	152.134
Visiting friends/ relatives	72	16,7	33,3	20,8	8,3	20,8	129.326
Education and training	27	33,3	22,2	22,2	0,0	22,2	136.472
Conference/ large meeting	18	0,0	33,3	0,0	33,3	33,3	163.955
Business/ small meeting	15	60,0	0,0	0,0	0,0	40,0	109.118
Other	15	40,0	0,0	20,0	0,0	40,0	252.166

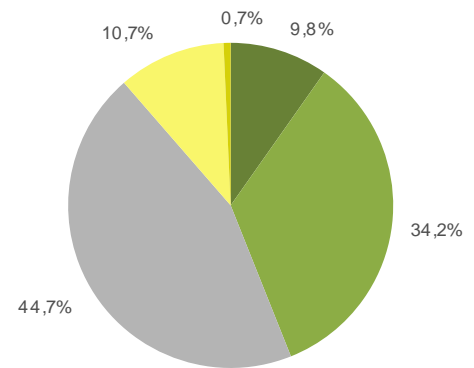
\* Significant difference between groups according to ANOVA test (p<0,05).

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

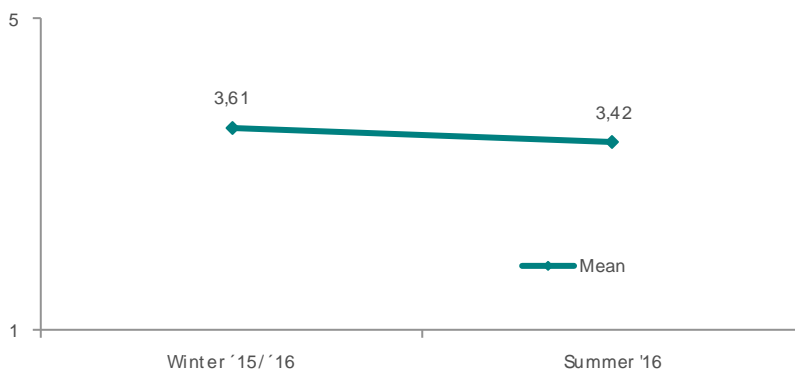


**Q. 120. Based on your experiences in Iceland, how would you rate the commercial accommodation providers on their environmental practices?**

	Count	%
Amongst the best in the world (5)	126	9,8
Ahead of most other places (4)	441	34,2
About average (3)	576	44,7
Behind most other places (2)	138	10,7
Amongst the worst in the world (1)	9	0,7
Number of responses	1290	100,0
Number of respondents	1290	57,3
Did not answer	960	42,7
Total	2250	100,0



Mean 3,42  
Standard deviation 0,83



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

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

# ENVIRONMENTAL PRACTICES - ACCOMMODATION PROVIDERS



**Q. 120. Based on your experiences in Iceland, how would you rate the commercial accommodation providers on their environmental practices?**

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1290</b>	<b>44,0</b>	<b>44,7</b>	<b>11,4</b>		<b>3,42</b>
<b>Gender*</b>						
Male	543	50,8	36,5	12,7		3,48
Female	744	38,7	50,8	10,5		3,37
<b>Age</b>						
24 years and younger	230	45,2	37,8	17,0		3,35
25-34 years	408	42,6	49,3	8,1		3,43
35-44 years	216	48,1	41,7	10,2		3,49
45-54 years	213	39,4	43,2	17,4		3,33
55 years and older	217	45,2	48,8	6,0		3,49
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	258	43,0	48,8	8,1		3,44
Student	261	44,8	36,8	18,4		3,31
Other professionals	144	45,8	43,8	10,4		3,48
Managerial	117	35,9	56,4	7,7		3,36
Teacher/ Medical care	120	35,0	50,0	15,0		3,28
Clerical/ Service	120	42,5	42,5	15,0		3,38
Retired/ Homemaker	93	48,4	51,6	0,0		3,55
Vocational/ Technical	36	50,0	50,0	0,0		3,58
Artist/ Musician/ Actor etc.	15	60,0	40,0	0,0		3,60
Other	108	55,6	30,6	13,9		3,61
<b>Household income*</b>						
High	438	47,9	43,2	8,9		3,51
Average	459	43,8	44,4	11,8		3,38
Low	273	41,8	42,9	15,4		3,36
<b>Market area*</b>						
Central/ Southern Europe	636	34,4	51,4	14,2		3,27
North America	399	57,9	34,6	7,5		3,65
Britain	75	56,0	36,0	8,0		3,60
Scandinavia	60	30,0	55,0	15,0		3,15
Asia	36	50,0	33,3	16,7		3,42
Other	75	40,0	52,0	8,0		3,40
<b>Educational level*</b>						
Finished high school or less	162	44,4	40,7	14,8		3,39
Bachelor's degree or equivalent	663	49,3	41,6	9,0		3,52
Master's/ Ph.D. or equivalent	453	35,1	51,0	13,9		3,26

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

# ENVIRONMENTAL PRACTICES - ACCOMMODATION PROVIDERS



**Q. 120. Based on your experiences in Iceland, how would you rate the commercial accommodation providers on their environmental practices?**

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1290</b>	<b>44,0</b>	<b>44,7</b>	<b>11,4</b>		<b>3,42</b>
<b>Nationality*</b>						
American	288	61,5	32,3	6,3		3,70
German	114	34,2	57,9	7,9		3,29
Canadian	102	55,9	35,3	8,8		3,65
French	111	16,2	45,9	37,8		2,81
Italian	123	41,5	51,2	7,3		3,41
British	63	61,9	33,3	4,8		3,71
Spanish	84	42,9	32,1	25,0		3,21
Dutch	33	27,3	54,5	18,2		3,09
Swedish	27	33,3	66,7	0,0		3,33
Swiss	24	37,5	50,0	12,5		3,25
Norwegian	24	37,5	50,0	12,5		3,38
Austrian	27	33,3	66,7	0,0		3,56
Other	270	38,9	52,2	8,9		3,38
<b>Transportation</b>						
Airline	1260	44,5	43,8	11,7		3,42
M/ SNorröna	30	20,0	80,0	0,0		3,30
<b>Type of trip*</b>						
Package tour	144	29,2	62,5	8,3		3,29
Individually-arranged tour	1101	45,5	42,8	11,7		3,43
Business-arranged tour	9	66,7	33,3	0,0		3,67
<b>Purpose of visit*</b>						
Vacation/ holiday	1179	44,0	44,3	11,7		3,41
Event in Iceland (leisure related)	78	38,5	57,7	3,8		3,42
Visiting friends/ relatives	30	60,0	40,0	0,0		3,60
Education and training	27	44,4	33,3	22,2		3,22
Conference/ large meeting	15	60,0	20,0	20,0		3,40
Business/ small meeting	12	75,0	25,0	0,0		4,00
Other	12	75,0	25,0	0,0		3,75

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

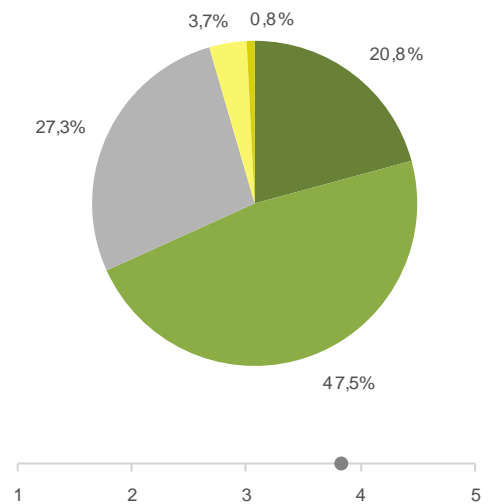
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



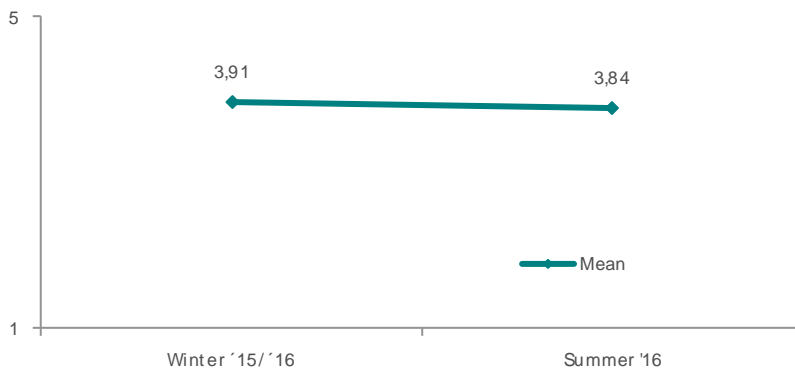


**Q.121. Based on your experiences in Iceland, how would you rate the activities and attractions on their environmental practices?**

	Count	%
Amongst the best in the world (5)	318	20,8
Ahead of most other places (4)	726	47,5
About average (3)	417	27,3
Behind most other places (2)	57	3,7
Amongst the worst in the world (1)	12	0,8
Number of responses	1530	100,0
Number of respondents	1530	68,0
Did not answer	720	32,0
Total	2250	100,0



Mean 3,84  
Standard deviation 0,82



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

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

# ENVIRONMENTAL PRACTICES - ACTIVITIES AND ATTRACTIONS



**Q.121. Based on your experiences in Iceland, how would you rate the activities and attractions on their environmental practices?**


















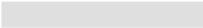
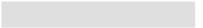
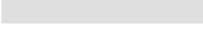
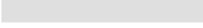
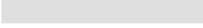
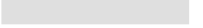
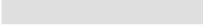
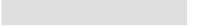
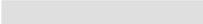
	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1530</b>	<b>68,2</b>	<b>27,3</b>	<b>4,5</b>		<b>3,84</b>
<b>Gender</b>						
Male	642	70,6	25,2	4,2		3,88
Female	885	66,4	28,8	4,7		3,80
<b>Age*</b>						
24 years and younger	262	72,5	20,6	6,9		3,96
25-34 years	509	68,8	27,3	3,9		3,85
35-44 years	250	70,0	27,2	2,8		3,88
45-54 years	246	61,8	32,1	6,1		3,66
55 years and older	257	67,7	30,0	2,3		3,85
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	303	71,3	27,7	1,0		3,91
Student	300	68,0	24,0	8,0		3,86
Other professionals	177	62,7	32,2	5,1		3,76
Managerial	144	54,2	37,5	8,3		3,52
Teacher/ Medical care	150	60,0	32,0	8,0		3,64
Clerical/ Service	135	68,9	28,9	2,2		3,91
Retired/ Homemaker	111	78,4	21,6	0,0		3,89
Vocational/ Technical	45	86,7	13,3	0,0		4,00
Artist/ Musician/ Actor etc.	18	66,7	33,3	0,0		4,00
Other	126	76,2	19,0	4,8		4,00
<b>Household income*</b>						
High	531	71,2	24,3	4,5		3,88
Average	552	67,4	28,3	4,3		3,76
Low	312	64,4	30,8	4,8		3,88
<b>Market area</b>						
Central/ Southern Europe	720	65,0	30,4	4,6		3,80
North America	498	73,5	21,7	4,8		3,89
Britain	108	63,9	33,3	2,8		3,72
Scandinavia	69	69,6	26,1	4,3		3,87
Asia	36	83,3	16,7	0,0		4,08
Other	90	63,3	30,0	6,7		3,83
<b>Educational level*</b>						
Finished high school or less	192	73,4	18,8	7,8		3,92
Bachelor's degree or equivalent	777	72,6	24,7	2,7		3,91
Master's/ Ph.D. or equivalent	549	60,1	33,9	6,0		3,70

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

# ENVIRONMENTAL PRACTICES - ACTIVITIES AND ATTRACTIONS



**Q. 121. Based on your experiences in Iceland, how would you rate the activities and attractions on their environmental practices?**

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1530</b>	<b>68,2</b>	<b>27,3</b>	<b>4,5</b>		<b>3,84</b>
<b>Nationality*</b>						
American	363	79,3	15,7	5,0		3,96
German	153	72,5	21,6	5,9		3,80
Canadian	123	65,9	31,7	2,4		3,85
French	129	34,9	51,2	14,0		3,40
Italian	135	68,9	26,7	4,4		3,82
British	87	72,4	27,6	0,0		3,86
Spanish	84	60,7	35,7	3,6		3,79
Dutch	42	57,1	42,9	0,0		3,64
Swedish	36	75,0	25,0	0,0		3,92
Swiss	24	100,0	0,0	0,0		4,13
Norwegian	30	70,0	20,0	10,0		4,00
Austrian	21	71,4	28,6	0,0		4,14
Other	303	66,3	30,7	3,0		3,86
<b>Transportation</b>						
Airline	1497	68,3	27,1	4,6		3,84
M/ SNorröna	33	63,6	36,4	0,0		3,82
<b>Type of trip*</b>						
Package tour	168	71,4	25,0	3,6		3,84
Individually-arranged tour	1317	67,2	28,2	4,6		3,83
Business-arranged tour	9	66,7	0,0	33,3		3,67
<b>Purpose of visit*</b>						
Vacation/ holiday	1395	68,2	27,5	4,3		3,83
Event in Iceland (leisure related)	90	80,0	16,7	3,3		3,93
Visiting friends/ relatives	57	73,7	21,1	5,3		3,84
Education and training	33	63,6	27,3	9,1		3,55
Conference/ large meeting	15	80,0	0,0	20,0		4,00
Business/ small meeting	12	75,0	0,0	25,0		3,50
Other	15	80,0	20,0	0,0		4,20

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

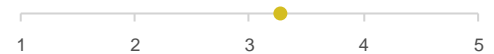
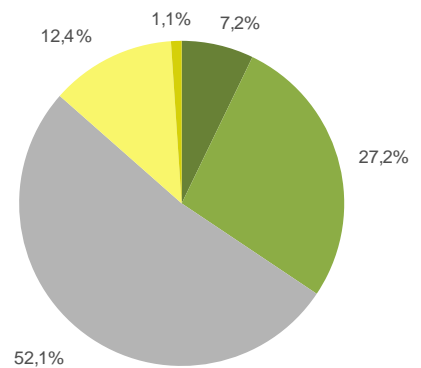
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ENVIRONMENTAL PRACTICES - TRANSPORTATION

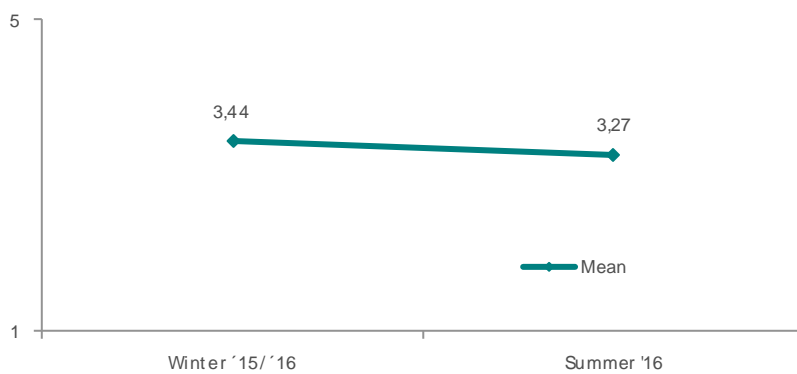


**Q. 122. Based on your experiences in Iceland, how would you rate the transportation on their environmental practices?**

	Count	%
Amongst the best in the world (5)	102	7,2
Ahead of most other places (4)	387	27,2
About average (3)	741	52,1
Behind most other places (2)	177	12,4
Amongst the worst in the world (1)	15	1,1
Number of responses	1422	100,0
Number of respondents	1422	63,2
Did not answer	828	36,8
Total	2250	100,0



Mean 3,27  
Standard deviation 0,81



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

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

# ENVIRONMENTAL PRACTICES - TRANSPORTATION



**Q. 122. Based on your experiences in Iceland, how would you rate the transportation on their environmental practices?**















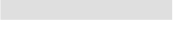
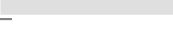


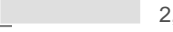



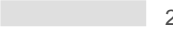
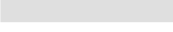
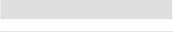

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1422</b>	<b>34,4</b>	<b>52,1</b>	<b>13,5</b>		<b>3,27</b>
<b>Gender</b>						
Male	618	35,4	49,0	15,5		3,27
Female	801	33,7	54,3	12,0		3,27
<b>Age*</b>						
24 years and younger	258	33,3	45,7	20,9		3,16
25-34 years	491	29,9	55,4	14,7		3,21
35-44 years	232	35,3	53,0	11,6		3,27
45-54 years	220	35,5	50,5	14,1		3,31
55 years and older	215	43,3	53,0	3,7		3,50
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	288	39,6	56,3	4,2		3,47
Student	291	34,0	44,3	21,6		3,13
Other professionals	159	43,4	43,4	13,2		3,38
Managerial	123	26,8	56,1	17,1		3,12
Teacher/ Medical care	135	20,0	64,4	15,6		3,07
Clerical/ Service	129	30,2	51,2	18,6		3,14
Retired/ Homemaker	87	31,0	65,5	3,4		3,31
Vocational/ Technical	48	43,8	50,0	6,3		3,44
Artist/ Musician/ Actor etc.	15	0,0	80,0	20,0		2,80
Other	129	41,9	44,2	14,0		3,49
<b>Household income*</b>						
High	495	38,2	52,1	9,7		3,37
Average	516	30,2	57,0	12,8		3,22
Low	294	34,7	46,9	18,4		3,23
<b>Market area*</b>						
Central/ Southern Europe	675	29,8	52,0	18,2		3,16
North America	453	43,0	47,7	9,3		3,42
Britain	111	29,7	62,2	8,1		3,27
Scandinavia	69	34,8	60,9	4,3		3,30
Asia	33	18,2	63,6	18,2		3,18
Other	72	41,7	54,2	4,2		3,54
<b>Educational level</b>						
Finished high school or less	177	40,7	44,1	15,3		3,32
Bachelor's degree or equivalent	738	35,0	51,2	13,8		3,29
Master's/ Ph.D. or equivalent	495	30,9	57,0	12,1		3,23

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

# ENVIRONMENTAL PRACTICES - TRANSPORTATION



**Q. 122. Based on your experiences in Iceland, how would you rate the transportation on their environmental practices?**

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1422</b>	<b>34,4</b>	<b>52,1</b>	<b>13,5</b>		<b>3,27</b>
<b>Nationality*</b>						
American	333	47,7	44,1	8,1		3,49
German	141	36,2	53,2	10,6		3,26
Canadian	114	36,8	52,6	10,5		3,32
French	126	11,9	52,4	35,7		2,79
Italian	117	28,2	59,0	12,8		3,23
British	93	32,3	64,5	3,2		3,35
Spanish	78	15,4	50,0	34,6		2,81
Dutch	42	14,3	64,3	21,4		2,93
Swedish	33	27,3	63,6	9,1		3,18
Swiss	24	62,5	37,5	0,0		3,63
Norwegian	30	50,0	40,0	10,0		3,70
Austrian	21	14,3	71,4	14,3		3,00
Other	270	36,7	52,2	11,1		3,34
<b>Transportation</b>						
Airline	1401	34,3	52,2	13,5		3,27
M/ SNorröna	21	42,9	42,9	14,3		3,29
<b>Type of trip*</b>						
Package tour	156	25,0	65,4	9,6		3,19
Individually-arranged tour	1212	35,4	51,2	13,4		3,29
Business-arranged tour	9	33,3	0,0	66,7		2,67
<b>Purpose of visit*</b>						
Vacation/ holiday	1293	34,3	52,4	13,2		3,27
Event in Iceland (leisure related)	84	35,7	57,1	7,1		3,32
Visiting friends/ relatives	51	23,5	64,7	11,8		3,12
Education and training	27	22,2	44,4	33,3		2,78
Conference/ large meeting	18	50,0	33,3	16,7		3,33
Business/ small meeting	12	50,0	25,0	25,0		3,25
Other	12	50,0	50,0	0,0		3,75

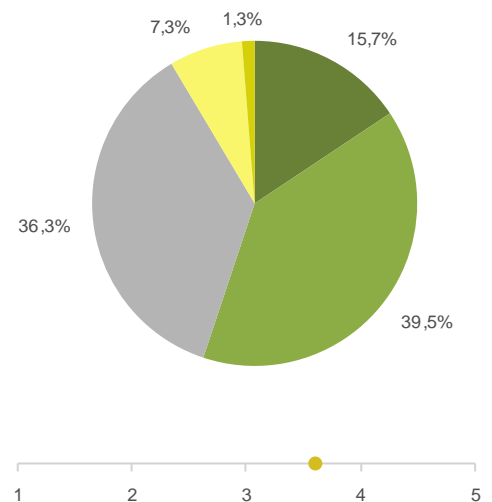
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

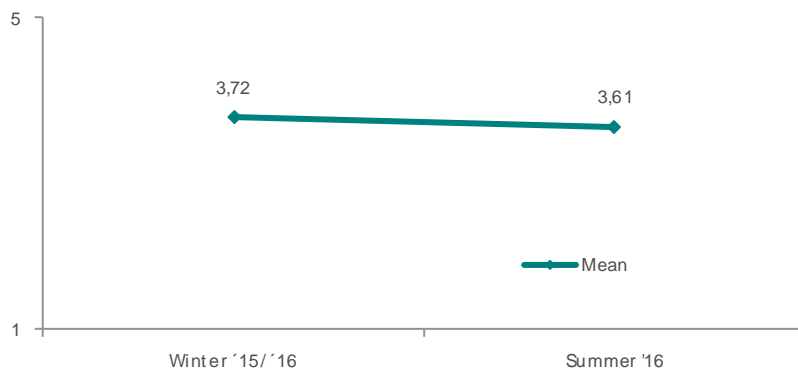


**Q. 123. Based on your experiences in Iceland, how would you rate the public infrastructure: management of trash/garbage on their environmental practices?**

	Count	%
Amongst the best in the world (5)	225	15,7
Ahead of most other places (4)	567	39,5
About average (3)	522	36,3
Behind most other places (2)	105	7,3
Amongst the worst in the world (1)	18	1,3
Number of responses	1437	100,0
Number of respondents	1437	63,9
Did not answer	813	36,1
Total	2250	100,0



Mean 3,61  
Standard deviation 0,88








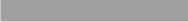
























When the response options of a question is on a ordinal scale of 1-5, like is the case in this question, an average is calculated.

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

# ENVIRONMENTAL PRACTICES - MANAGEMENT OF GARBAGE



**Q. 123. Based on your experiences in Iceland, how would you rate the public infrastructure: management of trash/garbage on their environmental practices?**

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1437</b>	<b>55,1</b>	<b>36,3</b>	<b>8,6</b>		3,61
<b>Gender*</b>						
Male	624	57,2	34,6	8,2		3,68
Female	810	53,3	37,8	8,9		3,55
<b>Age*</b>						
24 years and younger	258	57,8	32,9	9,3		3,66
25-34 years	488	57,4	32,2	10,5		3,61
35-44 years	241	53,9	37,8	8,3		3,61
45-54 years	225	44,4	47,1	8,4		3,44
55 years and older	216	58,8	37,0	4,2		3,72
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	282	53,2	43,6	3,2		3,67
Student	291	58,8	28,9	12,4		3,59
Other professionals	159	58,5	37,7	3,8		3,74
Managerial	126	40,5	45,2	14,3		3,31
Teacher/ Medical care	138	52,2	34,8	13,0		3,41
Clerical/ Service	135	51,1	35,6	13,3		3,47
Retired/ Homemaker	90	60,0	40,0	0,0		3,73
Vocational/ Technical	45	73,3	13,3	13,3		3,73
Artist/ Musician/ Actor etc.	18	50,0	50,0	0,0		3,83
Other	135	57,8	33,3	8,9		3,80
<b>Household income*</b>						
High	501	59,9	32,9	7,2		3,69
Average	504	48,8	41,7	9,5		3,48
Low	309	54,4	35,0	10,7		3,60
<b>Market area*</b>						
Central/ Southern Europe	732	49,6	38,5	11,9		3,49
North America	447	60,4	34,9	4,7		3,74
Britain	96	68,8	25,0	6,3		3,75
Scandinavia	51	35,3	58,8	5,9		3,35
Asia	33	63,6	36,4	0,0		3,91
Other	69	65,2	26,1	8,7		3,74
<b>Educational level*</b>						
Finished high school or less	180	50,0	38,3	11,7		3,58
Bachelor's degree or equivalent	738	59,8	34,1	6,1		3,70
Master's/ Ph.D. or equivalent	504	48,8	39,9	11,3		3,46















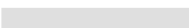




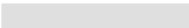
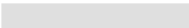
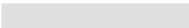




\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).



# ENVIRONMENTAL PRACTICES - MANAGEMENT OF GARBAGE



**Q. 123. Based on your experiences in Iceland, how would you rate the public infrastructure: management of trash/garbage on their environmental practices?**

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1437</b>	<b>55,1</b>	<b>36,3</b>	<b>8,6</b>		3,61
<b>Nationality*</b>						
American	324	64,8	32,4	2,8		3,83
German	144	54,2	37,5	8,3		3,52
Canadian	114	55,3	31,6	13,2		3,55
French	138	32,6	43,5	23,9		3,11
Italian	132	50,0	43,2	6,8		3,59
British	75	84,0	12,0	4,0		4,00
Spanish	87	31,0	58,6	10,3		3,24
Dutch	48	56,3	25,0	18,8		3,38
Swedish	27	44,4	55,6	0,0		3,56
Swiss	21	28,6	57,1	14,3		3,14
Norwegian	18	66,7	33,3	0,0		4,17
Austrian	24	62,5	12,5	25,0		3,50
Other	285	58,9	35,8	5,3		3,74
<b>Transportation</b>						
Airline	1404	55,1	36,3	8,5		3,61
M/ SNorröna	33	54,5	36,4	9,1		3,73
<b>Type of trip*</b>						
Package tour	141	59,6	27,7	12,8		3,66
Individually-arranged tour	1236	54,4	37,6	8,0		3,59
Business-arranged tour	9	66,7	0,0	33,3		3,33
<b>Purpose of visit*</b>						
Vacation/ holiday	1314	54,3	37,0	8,7		3,59
Event in Iceland (leisure related)	81	63,0	25,9	11,1		3,70
Visiting friends/ relatives	51	64,7	29,4	5,9		3,76
Education and training	30	40,0	50,0	10,0		3,20
Conference/ large meeting	12	75,0	25,0	0,0		4,25
Business/ small meeting	12	50,0	25,0	25,0		3,25
Other	15	60,0	40,0	0,0		3,80

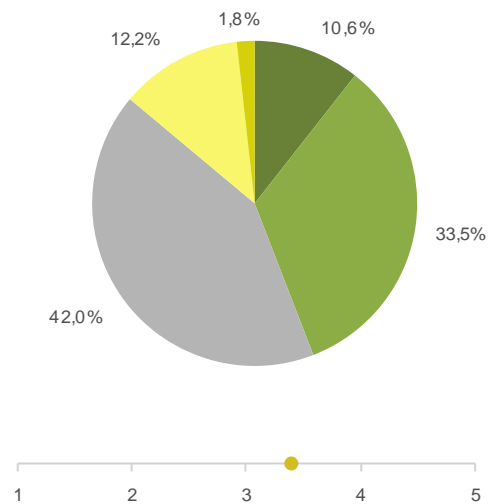
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

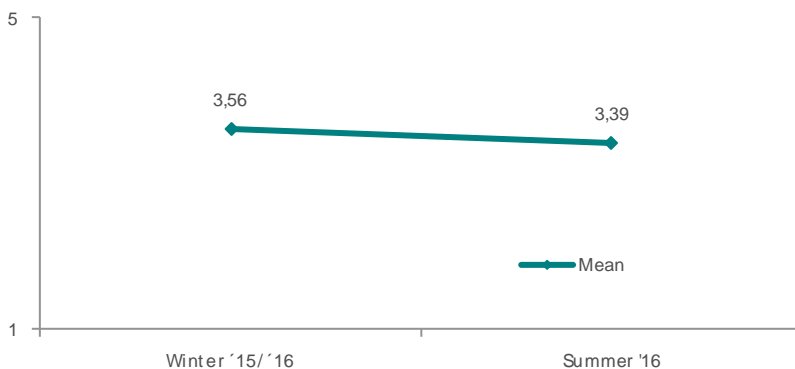


**Q. 124. Based on your experiences in Iceland, how would you rate the public infrastructure: toilets on their environmental practices?**

	Count	%
Amongst the best in the world (5)	162	10,6
Ahead of most other places (4)	513	33,5
About average (3)	642	42,0
Behind most other places (2)	186	12,2
Amongst the worst in the world (1)	27	1,8
Number of responses	1530	100,0
Number of respondents	1530	68,0
Did not answer	720	32,0
Total	2250	100,0



Mean 3,39  
Standard deviation 0,89



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

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

# ENVIRONMENTAL PRACTICES - TOILETS

















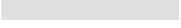


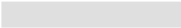
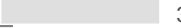


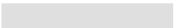
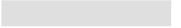
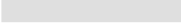
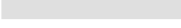
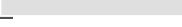
**Q. 124. Based on your experiences in Iceland, how would you rate the public infrastructure: toilets on their environmental practices?**

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1530</b>	<b>44,1</b>	<b>42,0</b>	<b>13,9</b>		<b>3,39</b>
<b>Gender</b>						
Male	654	45,4	42,2	12,4		3,42
Female	873	43,3	41,9	14,8		3,37
<b>Age*</b>						
24 years and younger	248	41,1	37,9	21,0		3,25
25-34 years	504	45,2	41,9	12,9		3,41
35-44 years	256	46,9	37,9	15,2		3,42
45-54 years	259	43,2	46,3	10,4		3,38
55 years and older	254	43,3	46,1	10,6		3,48
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	303	49,5	38,6	11,9		3,46
Student	279	43,0	37,6	19,4		3,27
Other professionals	177	44,1	50,8	5,1		3,49
Managerial	132	36,4	40,9	22,7		3,23
Teacher/ Medical care	159	39,6	45,3	15,1		3,32
Clerical/ Service	141	51,1	36,2	12,8		3,51
Retired/ Homemaker	105	31,4	60,0	8,6		3,29
Vocational/ Technical	51	47,1	29,4	23,5		3,41
Artist/ Musician/ Actor etc.	18	16,7	83,3	0,0		3,17
Other	141	48,9	38,3	12,8		3,53
<b>Household income</b>						
High	522	43,7	43,7	12,6		3,40
Average	558	41,4	44,6	14,0		3,33
Low	324	47,2	38,0	14,8		3,44
<b>Market area*</b>						
Central/ Southern Europe	759	43,1	39,5	17,4		3,33
North America	474	48,7	43,0	8,2		3,51
Britain	114	34,2	52,6	13,2		3,26
Scandinavia	63	42,9	47,6	9,5		3,38
Asia	30	40,0	40,0	20,0		3,30
Other	81	40,7	40,7	18,5		3,41
<b>Educational level*</b>						
Finished high school or less	186	40,3	40,3	19,4		3,29
Bachelor's degree or equivalent	786	47,3	39,3	13,4		3,44
Master's/ Ph.D. or equivalent	540	40,0	46,7	13,3		3,34

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



**Q. 124. Based on your experiences in Iceland, how would you rate the public infrastructure: toilets on their environmental practices?**

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1530</b>	<b>44,1</b>	<b>42,0</b>	<b>13,9</b>		<b>3,39</b>
<b>Nationality*</b>						
American	351	53,0	38,5	8,5		3,56
German	162	38,9	37,0	24,1		3,15
Canadian	111	40,5	54,1	5,4		3,46
French	138	30,4	39,1	30,4		3,09
Italian	138	41,3	43,5	15,2		3,33
British	96	34,4	56,3	9,4		3,31
Spanish	90	56,7	30,0	13,3		3,47
Dutch	51	35,3	58,8	5,9		3,35
Swedish	33	45,5	54,5	0,0		3,45
Swiss	21	57,1	42,9	0,0		3,57
Norwegian	24	37,5	50,0	12,5		3,63
Austrian	24	62,5	0,0	37,5		3,50
Other	291	44,3	42,3	13,4		3,43
<b>Transportation</b>						
Airline	1494	43,8	42,2	14,1		3,38
M/ SNorröna	36	58,3	33,3	8,3		3,67
<b>Type of trip*</b>						
Package tour	165	40,0	40,0	20,0		3,20
Individually-arranged tour	1311	43,9	42,6	13,5		3,40
Business-arranged tour	12	25,0	50,0	25,0		3,00
<b>Purpose of visit*</b>						
Vacation/ holiday	1395	43,9	41,7	14,4		3,38
Event in Iceland (leisure related)	84	50,0	39,3	10,7		3,54
Visiting friends/ relatives	57	26,3	63,2	10,5		3,26
Education and training	30	30,0	60,0	10,0		3,20
Conference/ large meeting	18	50,0	16,7	33,3		3,50
Business/ small meeting	15	60,0	20,0	20,0		3,40
Other	12	50,0	25,0	25,0		3,50

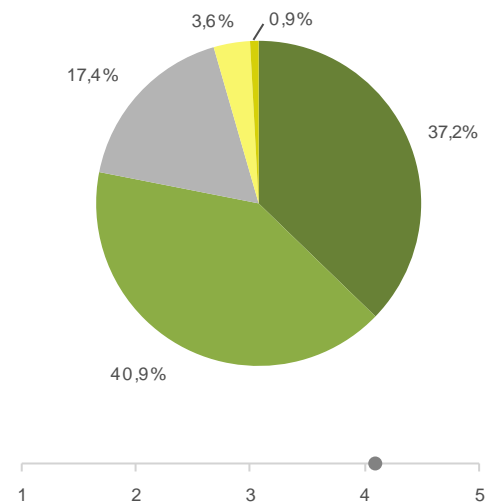
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+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

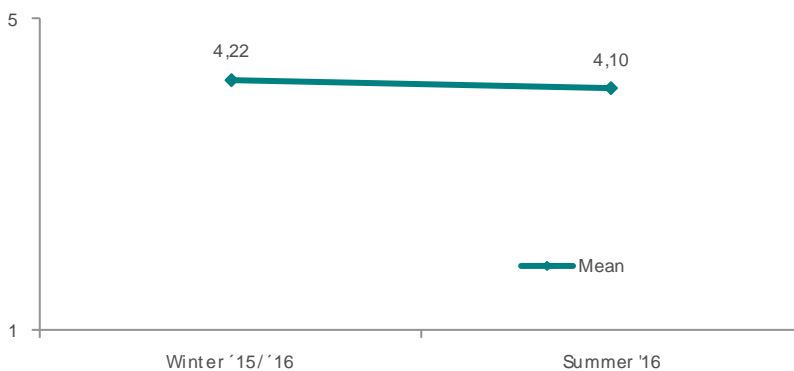


**Q. 125. Based on your experiences in Iceland, how would you rate the public infrastructure: energy utilization on their environmental practices?**

	Count	%
Amongst the best in the world (5)	525	37,2
Ahead of most other places (4)	576	40,9
About average (3)	246	17,4
Behind most other places (2)	51	3,6
Amongst the worst in the world (1)	12	0,9
Number of responses	1410	100,0
Number of respondents	1410	62,7
Did not answer	840	37,3
Total	2250	100,0



Mean 4,10  
Standard deviation 0,87



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

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

# ENVIRONMENTAL PRACTICES - ENERGY UTILIZATION



Q. 125. Based on your experiences in Iceland, how would you rate the public infrastructure: energy utilization on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1410</b>	<b>78,1</b>	<b>17,4</b>	<b>4,5</b>		4,10
<b>Gender*</b>						
Male	624	82,2	13,0	4,8		4,19
Female	783	74,7	21,1	4,2		4,02
<b>Age</b>						
24 years and younger	244	78,3	14,8	7,0		4,09
25-34 years	464	73,9	20,9	5,2		4,05
35-44 years	242	80,2	14,5	5,4		4,07
45-54 years	222	81,1	17,6	1,4		4,10
55 years and older	232	80,6	16,8	2,6		4,24
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	282	76,6	21,3	2,1		4,06
Student	273	75,8	16,5	7,7		4,01
Other professionals	168	76,8	21,4	1,8		4,09
Managerial	132	61,4	25,0	13,6		3,73
Teacher/ Medical care	129	86,0	14,0	0,0		4,21
Clerical/ Service	129	81,4	14,0	4,7		4,16
Retired/ Homemaker	93	77,4	22,6	0,0		4,23
Vocational/ Technical	51	82,4	11,8	5,9		4,18
Artist/ Musician/ Actor etc.	15	100,0	0,0	0,0		4,60
Other	120	87,5	7,5	5,0		4,35
<b>Household income*</b>						
High	489	79,1	16,6	4,3		4,15
Average	492	74,4	21,3	4,3		4,02
Low	303	83,2	11,9	5,0		4,16
<b>Market area*</b>						
Central/ Southern Europe	693	74,0	18,2	7,8		3,96
North America	444	83,1	16,2	0,7		4,28
Britain	99	84,8	9,1	6,1		4,27
Scandinavia	57	63,2	36,8	0,0		3,84
Asia	30	90,0	10,0	0,0		4,30
Other	78	84,6	15,4	0,0		4,19
<b>Educational level*</b>						
Finished high school or less	186	77,4	17,7	4,8		4,10
Bachelor's degree or equivalent	714	80,3	15,5	4,2		4,16
Master's/ Ph.D. or equivalent	498	74,7	20,5	4,8		4,00

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

# ENVIRONMENTAL PRACTICES - ENERGY UTILIZATION



Q. 125. Based on your experiences in Iceland, how would you rate the public infrastructure: energy utilization on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1410</b>	<b>78,1</b>	<b>17,4</b>	<b>4,5</b>		4,10
<b>Nationality*</b>						
American	318	84,0	14,2	1,9		4,34
German	153	62,7	23,5	13,7		3,67
Canadian	117	79,5	20,5	0,0		4,13
French	132	70,5	20,5	9,1		3,91
Italian	138	91,3	6,5	2,2		4,35
British	84	89,3	7,1	3,6		4,36
Spanish	75	76,0	16,0	8,0		4,08
Dutch	45	60,0	26,7	13,3		3,60
Swedish	27	66,7	33,3	0,0		3,78
Swiss	18	100,0	0,0	0,0		4,00
Norwegian	21	85,7	14,3	0,0		4,43
Austrian	18	83,3	16,7	0,0		4,50
Other	264	75,0	22,7	2,3		4,01
<b>Transportation</b>						
Airline	1374	77,7	17,7	4,6		4,10
M/ SNorröna	36	91,7	8,3	0,0		4,25
<b>Type of trip*</b>						
Package tour	153	72,5	17,6	9,8		4,02
Individually-arranged tour	1212	78,5	17,8	3,7		4,10
Business-arranged tour	9	66,7	0,0	33,3		3,33
<b>Purpose of visit*</b>						
Vacation/ holiday	1284	77,6	18,2	4,2		4,10
Event in Iceland (leisure related)	84	67,9	28,6	3,6		4,00
Visiting friends/ relatives	57	78,9	10,5	10,5		4,26
Education and training	33	81,8	9,1	9,1		3,82
Conference/ large meeting	15	100,0	0,0	0,0		4,40
Business/ small meeting	12	75,0	0,0	25,0		3,50
Other	12	100,0	0,0	0,0		4,75

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

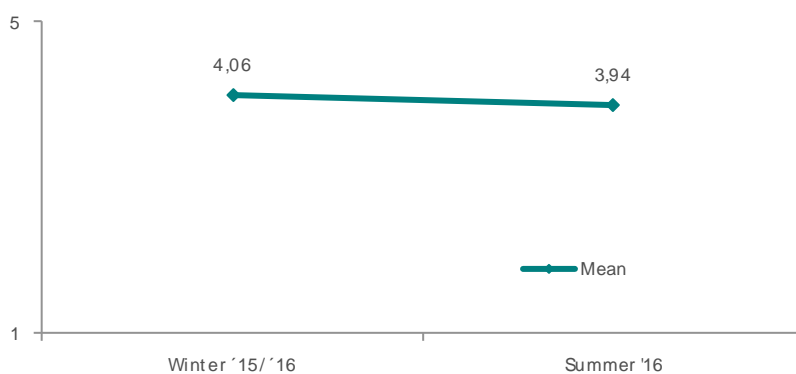
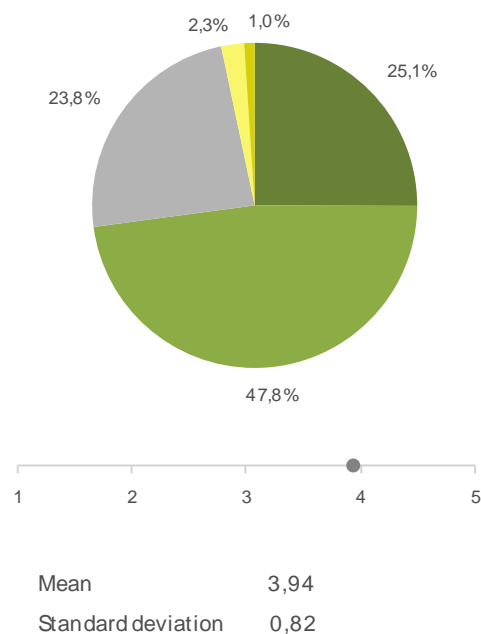
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# ENVIRONMENTAL PRACTICES - OVERALL ENVIRONMENTAL MANAGEMENT



**Q. 126. Based on your experiences in Iceland, how would you rate the public infrastructure: overall environmental management on their environmental practices?**

	Count	%
Amongst the best in the world (5)	363	25,1
Ahead of most other places (4)	693	47,8
About average (3)	345	23,8
Behind most other places (2)	33	2,3
Amongst the worst in the world (1)	15	1,0
Number of responses	1449	100,0
Number of respondents	1449	64,4
Did not answer	801	35,6
Total	2250	100,0



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


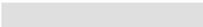
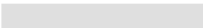



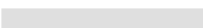
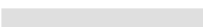











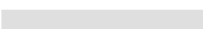










In the table at the top of the page one can see the values of each option, so the higher the average (closer to 5) the better results are.



# ENVIRONMENTAL PRACTICES - OVERALL ENVIRONMENTAL MANAGEMENT



Q. 126. Based on your experiences in Iceland, how would you rate the public infrastructure: overall environmental management on their environmental practices?

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst		
	Count	%	%	%		
<b>Total</b>	<b>1449</b>	<b>72,9</b>	<b>23,8</b>	<b>3,3</b>		3,94
<b>Gender</b>						
Male	651	74,2	23,0	2,8		3,96
Female	795	71,7	24,5	3,8		3,91
<b>Age</b>						
24 years and younger	260	68,5	25,0	6,5		3,90
25-34 years	486	74,7	22,4	2,9		3,98
35-44 years	239	75,3	21,3	3,3		3,95
45-54 years	223	71,7	26,9	1,3		3,89
55 years and older	232	74,1	24,6	1,3		3,95
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	300	76,0	23,0	1,0		3,96
Student	294	69,4	22,4	8,2		3,84
Other professionals	171	70,2	26,3	3,5		3,93
Managerial	120	50,0	45,0	5,0		3,55
Teacher/ Medical care	135	80,0	17,8	2,2		3,98
Clerical/ Service	126	78,6	19,0	2,4		4,07
Retired/ Homemaker	102	73,5	26,5	0,0		3,85
Vocational/ Technical	51	88,2	11,8	0,0		4,29
Artist/ Musician/ Actor etc.	15	80,0	20,0	0,0		4,20
Other	120	77,5	20,0	2,5		4,15
<b>Household income</b>						
High	495	72,1	24,8	3,0		3,93
Average	516	72,1	23,8	4,1		3,91
Low	312	74,0	23,1	2,9		3,94
<b>Market area*</b>						
Central/ Southern Europe	720	68,8	26,7	4,6		3,86
North America	453	81,5	17,2	1,3		4,10
Britain	102	70,6	23,5	5,9		3,82
Scandinavia	54	50,0	50,0	0,0		3,67
Asia	36	83,3	16,7	0,0		4,17
Other	75	72,0	24,0	4,0		3,84
<b>Educational level*</b>						
Finished high school or less	186	72,6	22,6	4,8		3,97
Bachelor's degree or equivalent	753	74,1	22,7	3,2		3,98
Master's/ Ph.D. or equivalent	498	70,5	26,5	3,0		3,84

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

# ENVIRONMENTAL PRACTICES - OVERALL ENVIRONMENTAL MANAGEMENT



**Q. 126. Based on your experiences in Iceland, how would you rate the public infrastructure: overall environmental management on their environmental practices?**

	Number of answers	Ahead of most places/ Among the best	About average	Behind most places/ Among the worst	
	Count	%	%	%	
<b>Total</b>	<b>1449</b>	<b>72,9</b>	<b>23,8</b>	<b>3,3</b>	3,94
<b>Nationality*</b>					
American	330	85,5	11,8	2,7	4,17
German	156	59,6	32,7	7,7	3,60
Canadian	114	73,7	26,3	0,0	3,97
French	135	51,1	42,2	6,7	3,56
Italian	144	81,3	18,8	0,0	4,08
British	84	75,0	21,4	3,6	3,93
Spanish	72	79,2	12,5	8,3	4,13
Dutch	45	66,7	33,3	0,0	3,67
Swedish	30	40,0	60,0	0,0	3,50
Swiss	24	75,0	25,0	0,0	3,88
Norwegian	18	66,7	33,3	0,0	4,17
Austrian	18	83,3	16,7	0,0	4,50
Other	279	73,1	23,7	3,2	3,94
<b>Transportation</b>					
Airline	1413	72,8	23,8	3,4	3,93
M/ SNorröna	36	75,0	25,0	0,0	4,00
<b>Type of trip*</b>					
Package tour	165	76,4	20,0	3,6	3,96
Individually-arranged tour	1233	71,8	25,3	2,9	3,92
Business-arranged tour	9	33,3	33,3	33,3	3,00
<b>Purpose of visit*</b>					
Vacation/ holiday	1320	73,2	23,4	3,4	3,94
Event in Iceland (leisure related)	84	67,9	32,1	0,0	3,86
Visiting friends/ relatives	48	87,5	12,5	0,0	4,13
Education and training	33	63,6	27,3	9,1	3,45
Conference/ large meeting	15	80,0	20,0	0,0	4,20
Business/ small meeting	12	75,0	0,0	25,0	3,50
Other	12	75,0	25,0	0,0	3,75

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

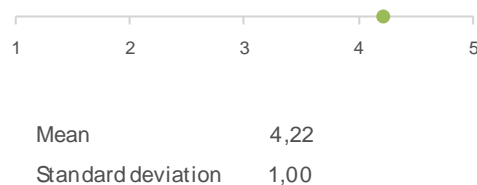
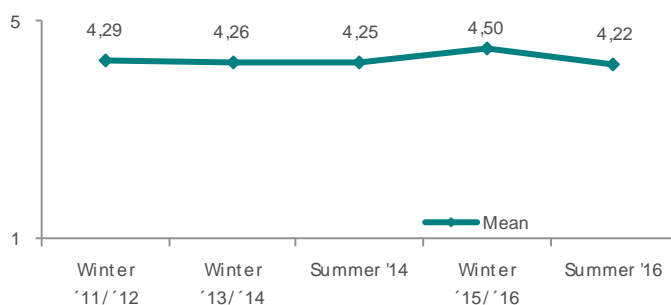
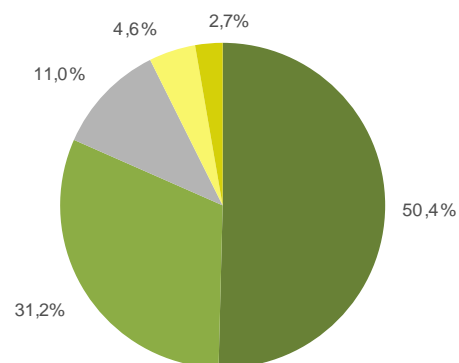
+ In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.

# LIKELY TO VISIT ICELAND IN THE FUTURE

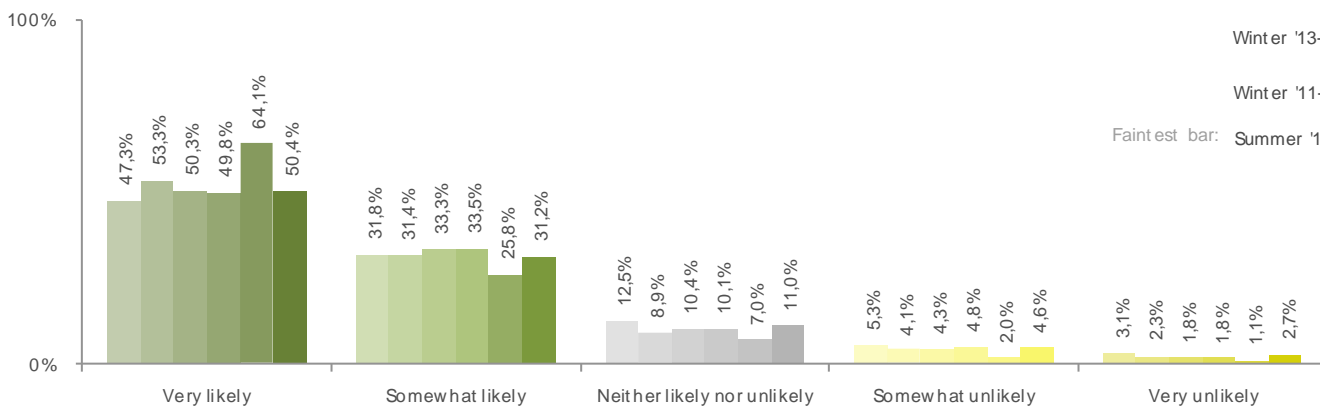


## Q. 128. How likely or unlikely are you to visit Iceland in the future?

	Count	%
Very likely (5)	945	50,4
Somewhat likely (4)	585	31,2
Neither likely nor unlikely (3)	207	11,0
Somewhat unlikely (2)	87	4,6
Very unlikely (1)	51	2,7
Number of responses	1875	100,0
Number of respondents	1875	83,3
Did not answer	375	16,7
Total	2250	100,0



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



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

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

# LIKELY TO VISIT ICELAND IN THE FUTURE



## Q. 128. How likely or unlikely are you to visit Iceland in the future?

	Number of answers	Likely	Neither likely nor unlikely	Unlikely		
	Count	%	%	%		
<b>Total</b>	<b>1875</b>	<b>81,6</b>	<b>11,0</b>	<b>7,4</b>		4,22
<b>Gender</b>						
Male	765	80,4	11,8	7,8		4,18
Female	1107	82,7	10,3	7,0		4,25
<b>Age</b>						
24 years and younger	316	82,9	9,2	7,9		4,18
25-34 years	615	82,1	12,7	5,2		4,25
35-44 years	304	84,2	8,9	6,9		4,30
45-54 years	309	81,6	9,7	8,7		4,19
55 years and older	316	78,8	13,6	7,6		4,22
<b>What is your profession?</b>						
Professionals (dr./ lawyer/ account. etc.)	387	82,2	12,4	5,4		4,23
Student	360	82,5	9,2	8,3		4,23
Other professionals	216	77,8	16,7	5,6		4,22
Managerial	171	82,5	12,3	5,3		4,32
Teacher/ Medical care	183	77,0	11,5	11,5		4,08
Clerical/ Service	150	82,0	8,0	10,0		4,04
Retired/ Homemaker	126	81,0	11,9	7,1		4,24
Vocational/ Technical	60	90,0	5,0	5,0		4,40
Artist/ Musician/ Actor etc.	18	83,3	16,7	0,0		4,33
Other	168	82,1	8,9	8,9		4,25
<b>Household income</b>						
High	669	80,7	10,8	8,5		4,22
Average	672	79,5	13,4	7,1		4,20
Low	372	83,1	10,5	6,5		4,22
<b>Market area*</b>						
Central/ Southern Europe	882	77,6	13,3	9,2		4,11
North America	585	86,2	7,2	6,7		4,29
Britain	144	81,3	12,5	6,3		4,29
Scandinavia	120	90,0	7,5	2,5		4,58
Asia	42	85,7	14,3	0,0		4,29
Other	93	80,6	16,1	3,2		4,29
<b>Educational level</b>						
Finished high school or less	237	82,3	6,3	11,4		4,14
Bachelor's degree or equivalent	939	82,1	11,2	6,7		4,25
Master's/ Ph.D. or equivalent	675	80,9	12,4	6,7		4,20

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

# LIKELY TO VISIT ICELAND IN THE FUTURE



## Q. 128. How likely or unlikely are you to visit Iceland in the future?

	Number of answers	Likely	Neither likely nor unlikely	Unlikely		
	Count	%	%	%		
<b>Total</b>	<b>1875</b>	<b>81,6</b>	<b>11,0</b>	<b>7,4</b>		4,22
<b>Nationality*</b>						
American	435	84,8	7,6	7,6		4,26
German	210	77,1	11,4	11,4		4,16
Canadian	144	87,5	4,2	8,3		4,33
French	153	78,4	15,7	5,9		4,22
Italian	144	79,2	14,6	6,3		4,17
British	117	79,5	15,4	5,1		4,33
Spanish	90	66,7	13,3	20,0		3,60
Dutch	63	76,2	9,5	14,3		3,95
Swedish	51	82,4	17,6	0,0		4,35
Swiss	27	77,8	11,1	11,1		4,22
Norwegian	30	90,0	10,0	0,0		4,70
Austrian	30	80,0	10,0	10,0		4,30
Other	381	85,0	11,8	3,1		4,28
<b>Transportation</b>						
Airline	1842	81,4	11,1	7,5		4,21
M/ SNorröna	33	90,9	9,1	0,0		4,55
<b>Type of trip*</b>						
Package tour	201	76,1	13,4	10,4		3,97
Individually-arranged tour	1566	82,4	10,9	6,7		4,25
Business-arranged tour	24	75,0	12,5	12,5		4,00
<b>Purpose of visit*</b>						
Vacation/ holiday	1701	81,3	11,3	7,4		4,21
Event in Iceland (leisure related)	111	89,2	10,8	0,0		4,59
Visiting friends/ relatives	87	93,1	6,9	0,0		4,66
Education and training	39	84,6	7,7	7,7		4,38
Conference/ large meeting	24	100,0	0,0	0,0		4,75
Business/ small meeting	21	71,4	0,0	28,6		3,71
Other	15	100,0	0,0	0,0		4,80

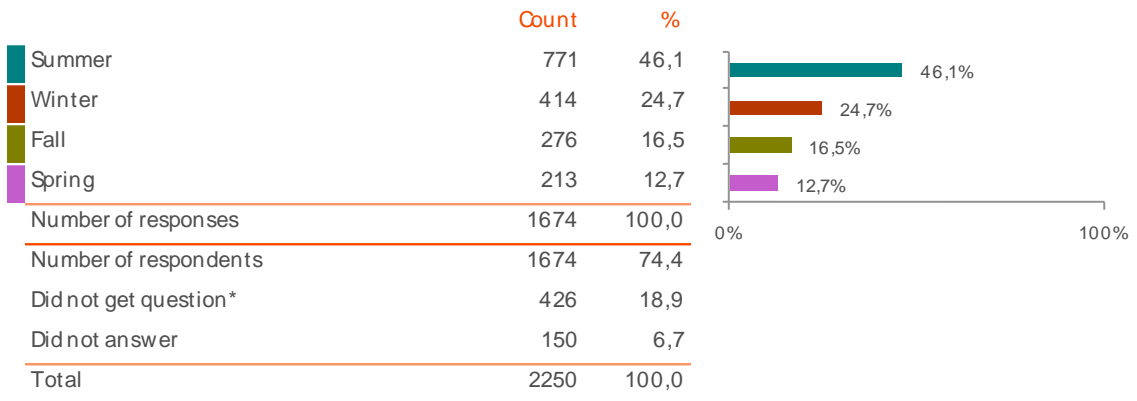
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

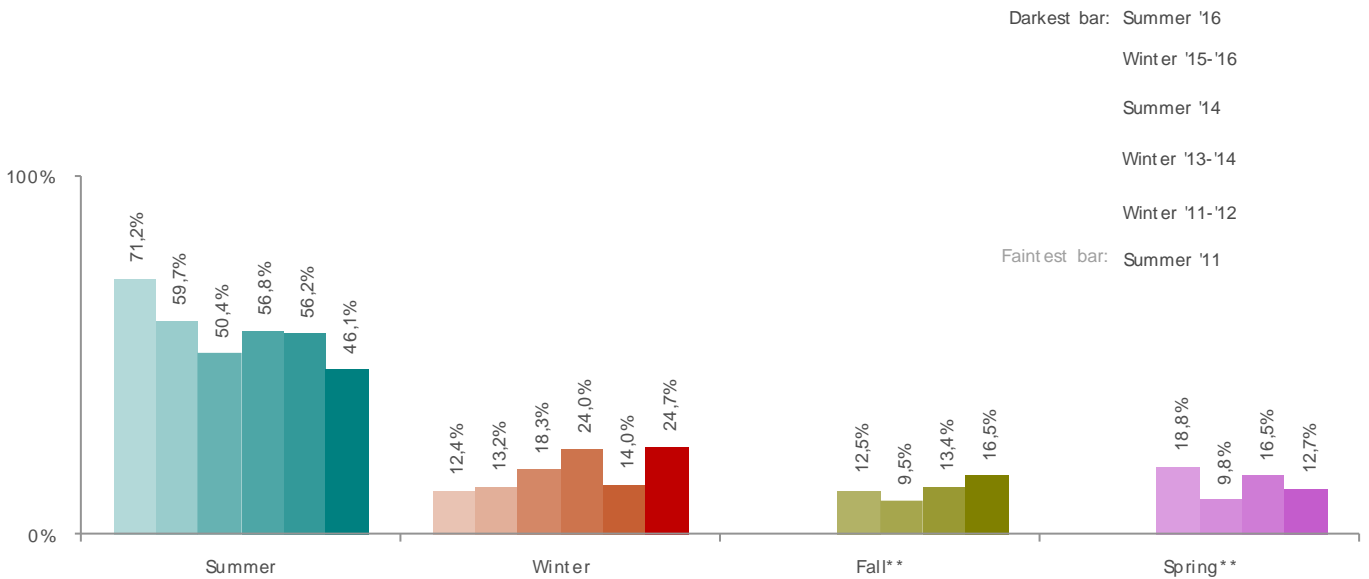
# TIME OF YEAR MOST LIKELY TO VISIT ICELAND



## Q. 129. At what time of year is it likely that you will visit Iceland in the future?



\*Only those who said it was very or somewhat likely, neither likely nor unlikely and somewhat unlikely to visit Iceland in the future (Q128) 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. 129. At what time of year is it likely that you will visit Iceland in the future?

	Number of answers	Summer	Winter	Fall	Spring
	Count	%	%	%	%
<b>Total</b>	<b>1674</b>	<b>46,1</b>	<b>24,7</b>	<b>16,5</b>	<b>12,7</b>
<b>Gender</b>					
Male	684	47,8	25,0	15,8	11,4
Female	987	45,0	24,6	16,7	13,7
<b>Age*</b>					
24 years and younger	277	<b>40,4</b>	27,8	17,7	14,1
25-34 years	567	40,7	<b>31,0</b>	14,8	13,4
35-44 years	271	45,4	26,2	18,5	10,0
45-54 years	263	<b>54,8</b>	17,5	19,8	8,0
55 years and older	284	54,6	<b>14,4</b>	13,4	17,6
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	336	<b>55,4</b>	17,0	14,3	13,4
Student	330	40,9	28,2	16,4	14,5
Other professionals	201	44,8	19,4	20,9	14,9
Managerial	159	45,3	24,5	17,0	13,2
Teacher/ Medical care	156	40,4	34,6	19,2	5,8
Clerical/ Service	132	52,3	31,8	9,1	6,8
Retired/ Homemaker	114	52,6	<b>15,8</b>	15,8	15,8
Vocational/ Technical	54	50,0	16,7	<b>27,8</b>	<b>5,6</b>
Artist/ Musician/ Actor etc.	15	40,0	<b>40,0</b>	<b>0,0</b>	<b>20,0</b>
Other	144	<b>33,3</b>	33,3	18,8	14,6
<b>Household income</b>					
High	591	43,1	24,4	17,3	15,2
Average	597	44,7	26,1	17,6	11,6
Low	339	52,2	21,2	14,2	12,4
<b>Market area*</b>					
Central/ Southern Europe	813	46,5	24,7	<b>12,5</b>	16,2
North America	495	43,0	25,5	22,4	9,1
Britain	120	47,5	<b>32,5</b>	15,0	<b>5,0</b>
Scandinavia	111	<b>64,9</b>	<b>10,8</b>	16,2	8,1
Asia	42	<b>28,6</b>	21,4	<b>28,6</b>	<b>21,4</b>
Other	90	43,3	26,7	16,7	13,3
<b>Educational level*</b>					
Finished high school or less	207	<b>62,3</b>	<b>15,9</b>	14,5	7,2
Bachelor's degree or equivalent	879	<b>42,0</b>	<b>28,3</b>	16,7	13,0
Master's/ Ph.D. or equivalent	570	46,3	22,1	17,4	14,2

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

# TIME OF YEAR MOST LIKELY TO VISIT ICELAND



Q. 129. At what time of year is it likely that you will visit Iceland in the future?

	Number of answers	Summer	Winter	Fall	Spring
	Count	%	%	%	%
<b>Total</b>	<b>1674</b>	<b>46,1</b>	<b>24,7</b>	<b>16,5</b>	<b>12,7</b>
<b>Nationality*</b>					
American	360	45,8	24,2	23,3	6,7
German	195	61,5	10,8	13,8	13,8
Canadian	126	33,3	28,6	23,8	14,3
French	138	<b>32,6</b>	32,6	8,7	26,1
Italian	138	41,3	32,6	13,0	13,0
British	96	40,6	43,8	9,4	6,3
Spanish	78	61,5	11,5	<b>26,9</b>	<b>0,0</b>
Dutch	54	44,4	22,2	<b>0,0</b>	<b>33,3</b>
Swedish	51	<b>70,6</b>	<b>5,9</b>	17,6	5,9
Swiss	27	44,4	33,3	22,2	<b>0,0</b>
Norwegian	27	66,7	11,1	11,1	11,1
Austrian	27	33,3	<b>44,4</b>	<b>0,0</b>	22,2
Other	357	43,7	25,2	16,0	15,1
<b>Transportation</b>					
Airline	1638	46,2	24,5	16,7	12,6
M/ SNorröna	36	41,7	33,3	8,3	16,7
<b>Type of trip*</b>					
Package tour	180	50,0	30,0	10,0	10,0
Individually-arranged tour	1401	45,0	23,8	17,8	13,5
Business-arranged tour	21	57,1	28,6	14,3	0,0
<b>Purpose of visit*</b>					
Vacation/ holiday	1515	45,3	25,0	16,8	12,9
Event in Iceland (leisure related)	96	53,1	15,6	25,0	6,3
Visiting friends/ relatives	81	51,9	29,6	7,4	11,1
Education and training	36	50,0	8,3	25,0	16,7
Conference/ large meeting	24	62,5	12,5	12,5	12,5
Business/ small meeting	18	50,0	16,7	33,3	0,0
Other	15	20,0	20,0	0,0	60,0

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

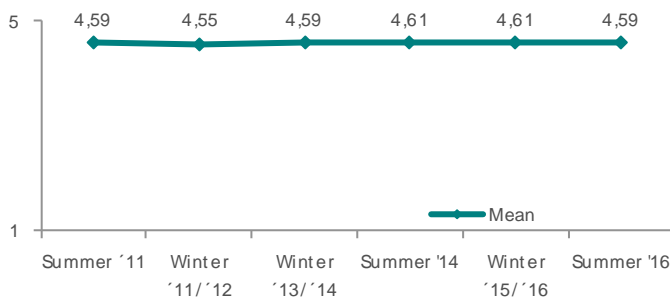
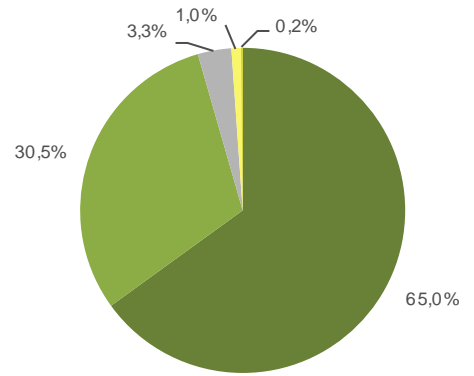
+In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated.



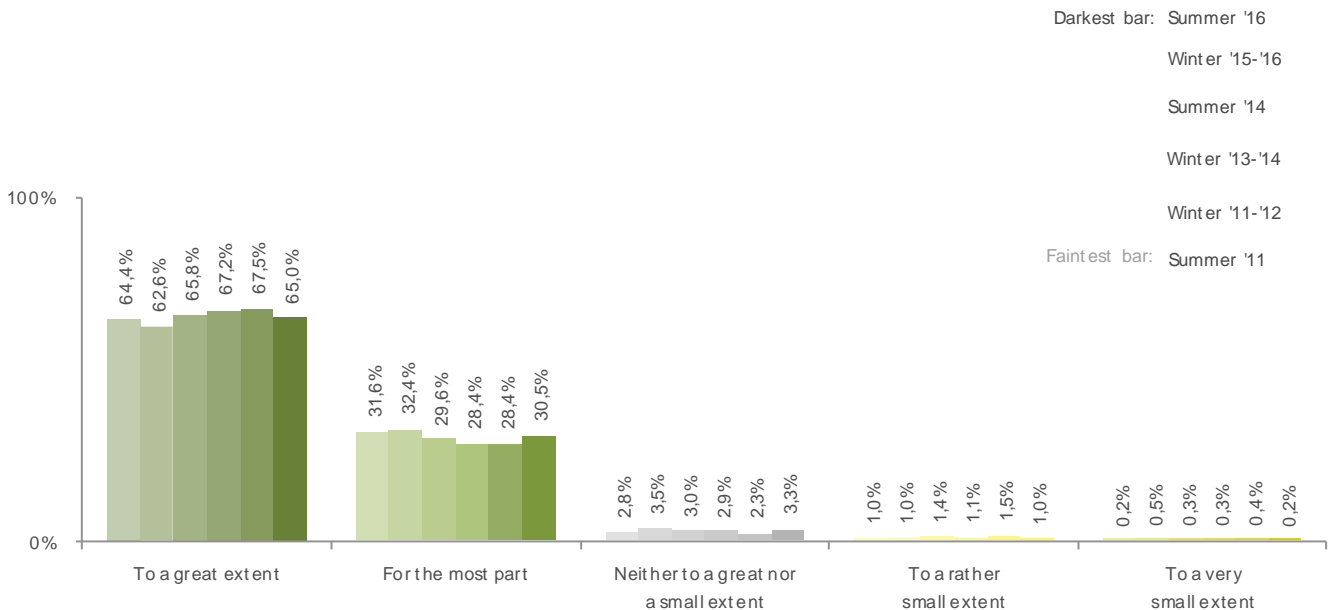


## Q. 130. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

	Count	%
To a great extent (5)	1227	65,0
For the most part (4)	576	30,5
Neither to a great nor a small extent (3)	63	3,3
To a rather small extent (2)	18	1,0
To a very small extent (1)	3	0,2
Number of responses	1887	100,0
Number of respondents	1887	83,9
Did not answer	363	16,1
Total	2250	100,0



Mean 4,59  
Standard deviation 0,62



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



## Q. 130. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

	Number of answers	To a great extent	Neither to a great nor a small extent	To a small extent		
	Count	%	%	%		
<b>Total</b>	<b>1887</b>	<b>95,5</b>	<b>3,3</b>	<b>1,1</b>		4,59
<b>Gender</b>						
Male	768	95,7	3,5	0,8		4,57
Female	1116	95,4	3,2	1,3		4,61
<b>Age*</b>						
24 years and younger	313	93,6	4,8	1,6		4,48
25-34 years	626	94,1	5,8	0,2		4,58
35-44 years	308	99,0	1,0	0,0		4,63
45-54 years	309	98,1	1,0	1,0		4,64
55 years and older	316	95,3	1,9	2,8		4,67
<b>What is your profession?*</b>						
Professionals (dr./ lawyer/ account. etc.)	387	94,6	3,1	2,3		4,55
Student	363	95,0	3,3	1,7		4,49
Other professionals	213	97,2	2,8	0,0		4,61
Managerial	171	100,0	0,0	0,0		4,75
Teacher/ Medical care	189	96,8	1,6	1,6		4,62
Clerical/ Service	159	94,3	5,7	0,0		4,64
Retired/ Homemaker	126	95,2	4,8	0,0		4,64
Vocational/ Technical	63	95,2	4,8	0,0		4,52
Artist/ Musician/ Actor etc.	18	100,0	0,0	0,0		5,00
Other	165	94,5	3,6	1,8		4,62
<b>Household income</b>						
High	669	96,4	2,2	1,3		4,60
Average	678	96,0	3,1	0,9		4,60
Low	375	95,2	4,0	0,8		4,62
<b>Market area*</b>						
Central/ Southern Europe	897	97,0	2,7	0,3		4,62
North America	585	95,4	3,1	1,5		4,59
Britain	141	89,4	6,4	4,3		4,40
Scandinavia	120	95,0	2,5	2,5		4,70
Asia	42	92,9	7,1	0,0		4,43
Other	93	96,8	3,2	0,0		4,65
<b>Educational level</b>						
Finished high school or less	243	95,1	3,7	1,2		4,57
Bachelor's degree or equivalent	945	95,6	2,9	1,6		4,59
Master's/ Ph.D. or equivalent	675	96,0	3,6	0,4		4,60

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



## Q. 130. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

	Number of answers	To a great extent	Neither to a great nor a small extent	To a small extent		
	Count	%	%	%		
<b>Total</b>	<b>1887</b>	<b>95,5</b>	<b>3,3</b>	<b>1,1</b>		4,59
<b>Nationality</b>						
American	432	93,1	4,2	2,8		4,55
German	213	94,4	4,2	1,4		4,55
Canadian	144	97,9	2,1	0,0		4,60
French	156	100,0	0,0	0,0		4,65
Italian	156	100,0	0,0	0,0		4,63
British	114	89,5	7,9	2,6		4,50
Spanish	93	100,0	0,0	0,0		4,74
Dutch	60	95,0	5,0	0,0		4,60
Swedish	51	94,1	0,0	5,9		4,65
Swiss	27	100,0	0,0	0,0		4,78
Norwegian	30	100,0	0,0	0,0		4,70
Austrian	30	100,0	0,0	0,0		4,70
Other	381	94,5	5,5	0,0		4,57
<b>Transportation*</b>						
Airline	1851	95,5	3,4	1,1		4,59
M/ SNorröna	36	100,0	0,0	0,0		4,83
<b>Type of trip+</b>						
Package tour	201	95,5	4,5	0,0		4,61
Individually-arranged tour	1587	96,4	2,6	0,9		4,61
Business-arranged tour	21	85,7	0,0	14,3		4,43
<b>Purpose of visit+</b>						
Vacation/ holiday	1722	96,2	3,0	0,9		4,60
Event in Iceland (leisure related)	108	97,2	0,0	2,8		4,67
Visiting friends/ relatives	84	100,0	0,0	0,0		4,75
Education and training	36	100,0	0,0	0,0		4,67
Conference/ large meeting	24	100,0	0,0	0,0		4,75
Business/ small meeting	18	66,7	16,7	16,7		4,00
Other	15	100,0	0,0	0,0		4,80

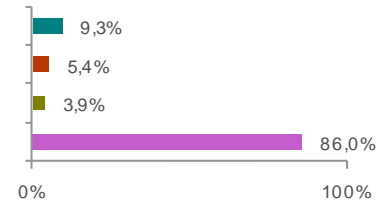
\* Significant difference between groups according to ANOVA test ( $p < 0,05$ ).

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

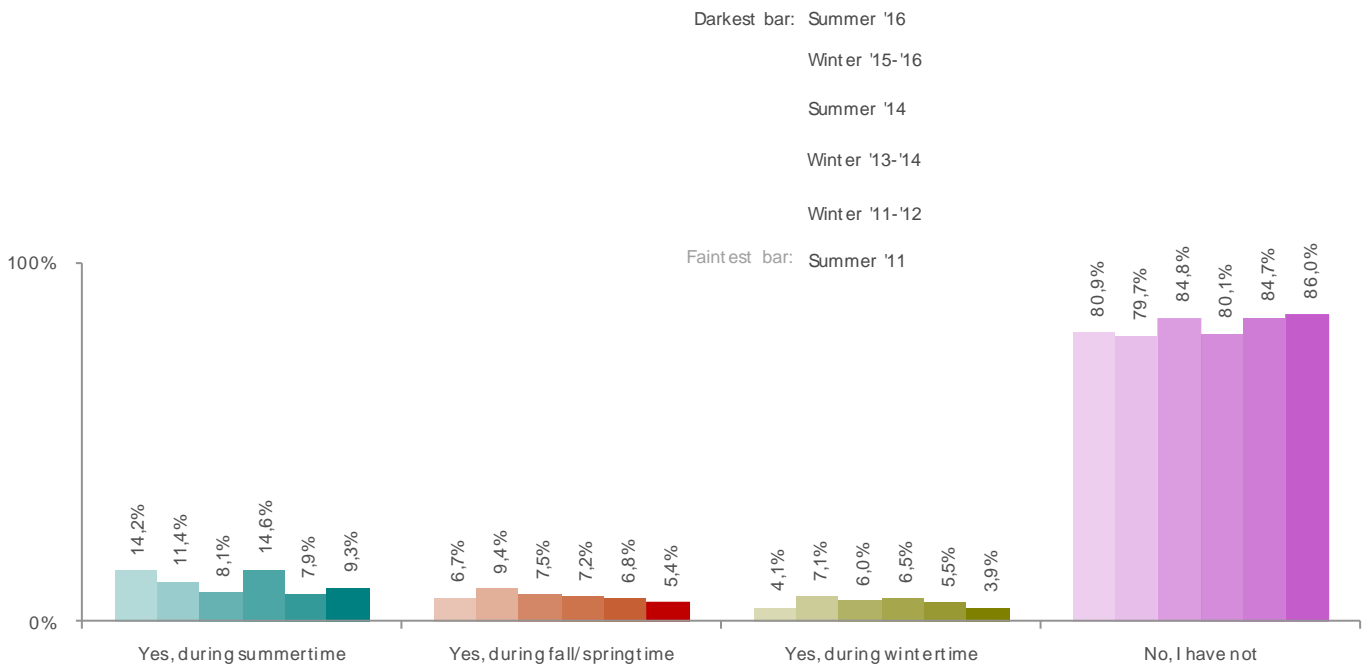


## Q.131. Had you been to Iceland before your last visit?

	Count	%	%
	respondents	respondents	responses
Yes, during summertime	177	9,3	8,9
Yes, during fall/ springtime	102	5,4	5,1
Yes, during wintertime	75	3,9	3,8
No, I have not	1635	86,0	82,2
Number of responses	1989	104,6	100,0
Number of respondents	1902	84,5	
Did not answer	348	15,5	
Total	2250	100,0	



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





## Q. 131. Had you been to Iceland before your last visit?

	Number of answers	Yes, during summertime	Yes, during fall/springtime	Yes, during wintertime	No, I have not
	Count	%	%	%	%
<b>Total</b>					
<b>Gender</b>					
Male	774	8,1	5,4	3,5	88,4
Female	1125	10,1	5,3	4,3	84,3
<b>Age</b>					
24 years and younger	319	<b>4,7</b>	<b>1,3</b>	2,8	<b>93,1</b>
25-34 years	626	6,2	1,9	3,4	90,4
35-44 years	314	10,5	8,3	2,9	86,3
45-54 years	309	12,3	7,8	3,6	80,9
55 years and older	319	<b>16,3</b>	<b>11,3</b>	7,8	<b>74,0</b>
<b>What is your profession?</b>					
Professionals (dr./lawyer/account. etc.)	390	9,2	6,2	4,6	84,6
Student	363	4,1	4,1	2,5	92,6
Other professionals	216	11,1	4,2	2,8	86,1
Managerial	171	<b>19,3</b>	<b>10,5</b>	8,8	<b>73,7</b>
Teacher/ Medical care	189	3,2	6,3	1,6	90,5
Clerical/ Service	159	9,4	3,8	3,8	90,6
Retired/ Homemaker	126	14,3	4,8	7,1	76,2
Vocational/ Technical	63	4,8	<b>0,0</b>	0,0	95,2
Artist/ Musician/ Actor etc.	18	<b>0,0</b>	<b>0,0</b>	0,0	<b>100,0</b>
Other	168	8,9	7,1	5,4	83,9
<b>Household income</b>					
High	672	8,5	6,7	4,5	84,8
Average	684	7,5	4,8	4,4	88,6
Low	378	9,5	4,0	2,4	86,5
<b>Market area</b>					
Central/ Southern Europe	906	12,3	4,0	3,3	84,4
North America	588	3,6	4,1	2,6	91,8
Britain	144	14,6	6,3	8,3	75,0
Scandinavia	120	<b>17,5</b>	<b>22,5</b>	<b>10,0</b>	<b>72,5</b>
Asia	42	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>100,0</b>
Other	93	3,2	6,5	6,5	90,3
<b>Educational level</b>					
Finished high school or less	243	7,4	2,5	2,5	92,6
Bachelor's degree or equivalent	954	7,5	5,0	3,5	86,8
Master's/ Ph.D. or equivalent	678	11,5	7,1	4,9	83,6

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



## Q. 131. Had you been to Iceland before your last visit?

	Number of answers	Yes, during summertime	Yes, during fall/springtime	Yes, during wintertime	No, I have not
	Count	%	%	%	%
<b>Total</b>					
<b>Nationality</b>					
American	435	4,8	2,1	3,4	91,0
German	213	18,3	4,2	4,2	81,7
Canadian	147	6,1	12,2	<b>0,0</b>	87,8
French	156	11,5	3,8	5,8	82,7
Italian	156	7,7	<b>0,0</b>	<b>0,0</b>	92,3
British	117	12,8	7,7	10,3	74,4
Spanish	93	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>100,0</b>
Dutch	63	19,0	9,5	<b>0,0</b>	71,4
Swedish	51	5,9	5,9	<b>0,0</b>	88,2
Swiss	27	<b>22,2</b>	33,3	<b>11,1</b>	<b>55,6</b>
Norwegian	30	10,0	<b>40,0</b>	10,0	60,0
Austrian	30	20,0	<b>0,0</b>	<b>0,0</b>	80,0
Other	384	8,6	5,5	6,3	87,5
<b>Transportation</b>					
Airline	1866	9,2	<b>5,1</b>	3,9	<b>86,2</b>
M/ SNorröna	36	16,7	<b>16,7</b>	8,3	<b>75,0</b>
<b>Type of trip+</b>					
Package tour	201	16,4	4,5	3,0	76,1
Individually-arranged tour	1593	<b>9,2</b>	5,6	4,3	<b>86,3</b>
Business-arranged tour	24	<b>25,0</b>	0,0	0,0	<b>75,0</b>
<b>Purpose of visit+</b>					
Vacation/ holiday	1725	8,9	<b>5,0</b>	<b>3,1</b>	<b>87,0</b>
Event in Iceland (leisure related)	111	21,6	13,5	16,2	67,6
Visiting friends/ relatives	87	41,4	17,2	<b>31,0</b>	48,3
Education and training	39	15,4	7,7	7,7	84,6
Conference/ large meeting	24	<b>0,0</b>	25,0	12,5	62,5
Business/ small meeting	21	<b>57,1</b>	<b>28,6</b>	28,6	<b>42,9</b>
Other	15	20,0	20,0	20,0	80,0

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.

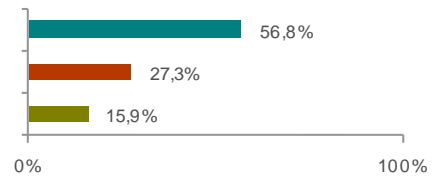
# HOW MANY TIMES VISITED ICELAND



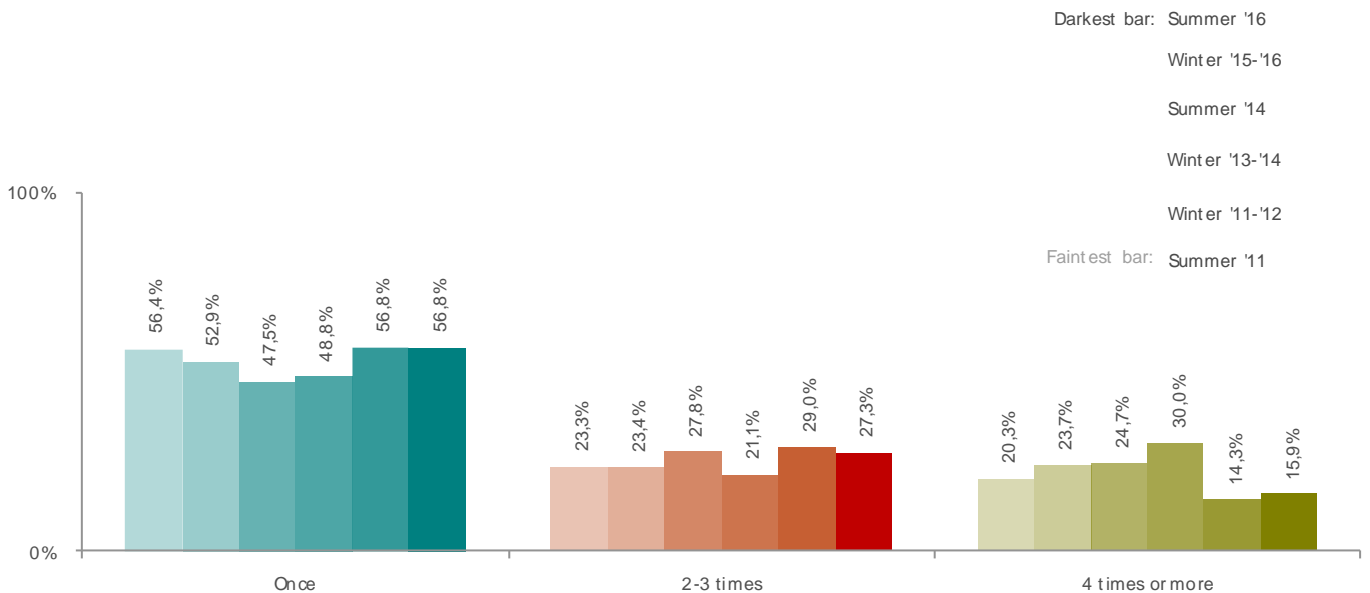
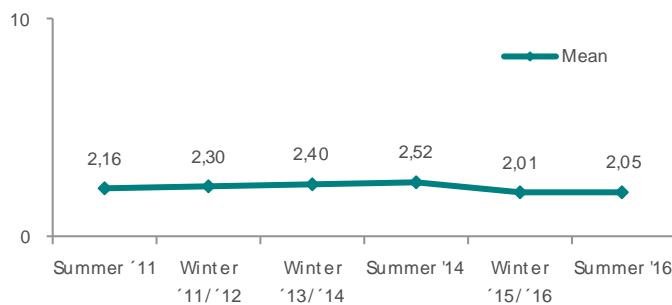
## Q. 132. How many times had you visited Iceland before your last visit?

	Count	%
Once	150	56,8
2-3 times	72	27,3
4 times or more	42	15,9
Number of responses	264	100,0
Number of respondents	264	11,7
Did not get question*	1896	84,3
Did not answer	90	4,0
Total	2250	100,0

\*Only those who said they had been to Iceland before their last visit (Q131) got this question.



Mean 2,05 times  
Standard deviation 1,44 times



# HOW MANY TIMES VISITED ICELAND



## Q. 132. How many times had you visited Iceland before your last visit?

	Number of answers	Once	2-3 times	4 times or more	
	Count	%	%	%	
<b>Total</b>	<b>264</b>	<b>56,8</b>	<b>27,3</b>	<b>15,9</b>	2,05
<b>Gender*</b>					
Male	87	51,7	24,1	24,1	2,33
Female	177	59,3	28,8	11,9	1,91
<b>Age</b>					
24 years and younger	20	75,0	10,0	15,0	1,75
25-34 years	59	67,8	22,0	10,2	1,74
35-44 years	43	48,8	30,2	20,9	2,29
45-54 years	59	57,6	27,1	15,3	2,02
55 years and older	83	48,2	33,7	18,1	2,23
<b>What is your profession?*</b>					
Professionals (dr./ lawyer/ account. etc.)	60	65,0	20,0	15,0	1,90
Student	27	66,7	11,1	22,2	2,06
Other professionals	30	50,0	40,0	10,0	2,00
Managerial	45	40,0	26,7	33,3	2,73
Teacher/ Medical care	18	83,3	16,7	0,0	1,25
Clerical/ Service	15	60,0	0,0	40,0	2,60
Retired/ Homemaker	30	60,0	40,0	0,0	1,60
Vocational/ Technical	<5				
Other	24	37,5	50,0	12,5	2,25
<b>Household income</b>					
High	102	64,7	17,6	17,6	1,97
Average	78	46,2	34,6	19,2	2,29
Low	51	58,8	35,3	5,9	1,76
<b>Market area*</b>					
Central/ Southern Europe	141	55,3	29,8	14,9	2,04
North America	48	56,3	43,8	0,0	1,66
Britain	33	72,7	9,1	18,2	1,86
Scandinavia	33	45,5	18,2	36,4	2,73
Other	9	66,7	0,0	33,3	2,33
<b>Educational level*</b>					
Finished high school or less	18	16,7	50,0	33,3	3,08
Bachelor's degree or equivalent	123	63,4	24,4	12,2	1,85
Master's/ Ph.D. or equivalent	111	54,1	27,0	18,9	2,16

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



# HOW MANY TIMES VISITED ICELAND



## Q.132. How many times had you visited Iceland before your last visit?

	Number of answers	Once	2-3 times	4 times or more	
	Count	%	%	%	
<b>Total</b>	<b>264</b>	<b>56,8</b>	<b>27,3</b>	<b>15,9</b>	2,05
<b>Nationality*</b>					
American	36	50,0	50,0	0,0	1,75
German	39	38,5	38,5	23,1	2,50
Canadian	18	50,0	50,0	0,0	1,75
French	27	77,8	11,1	11,1	1,61
Italian	12	100,0	0,0	0,0	1,00
British	30	70,0	10,0	20,0	1,95
Dutch	18	66,7	16,7	16,7	1,92
Swedish	6	100,0	0,0	0,0	1,00
Swiss	12	75,0	0,0	25,0	2,00
Norwegian	12	75,0	0,0	25,0	2,00
Austrian	6	50,0	50,0	0,0	1,75
Other	48	31,3	37,5	31,3	2,81
<b>Transportation</b>					
Airline	255	57,6	27,1	15,3	2,02
M/ SNorröna	9	33,3	33,3	33,3	2,83
<b>Type of trip+</b>					
Package tour	48	56,3	43,8	0,0	1,66
Individually-arranged tour	219	57,5	23,3	19,2	2,12
Business-arranged tour	<5				
<b>Purpose of visit+</b>					
Vacation/ holiday	225	58,7	26,7	14,7	1,99
Event in Iceland (leisure related)	36	41,7	33,3	25,0	2,50
Visiting friends/ relatives	45	20,0	33,3	46,7	3,37
Education and training	6	0,0	50,0	50,0	3,75
Conference/ large meeting	9	100,0	0,0	0,0	1,00
Business/ small meeting	9	0,0	33,3	66,7	4,17
Other	<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.

# THREE MOST MEMORABLE EXPERIENCES



## Q. 133. What were the three most memorable experiences of your visit to Iceland? - First mentioned

	Count	%		Count	%
Nature/ Landscape	82	12,3	Marathon	4	0,6
Glacier lagoons/ Icebergs	42	6,3	Snorkeling/ Diving tour	4	0,6
People/ Hospitality	33	4,9	Fjords	4	0,6
Waterfalls	29	4,3	Glacier- and snowmobil tours	3	0,4
Blue Lagoon	28	4,2	Dettifoss/ Asbyrgi/ Jökulsárgljúfur	3	0,4
Whales/ Whalewatching	26	3,9	Harpan	3	0,4
Landmannalaugar/ Thorsmork/ Skogar - hike	24	3,6	Thorsmork	3	0,4
Hiking/ Trekking	22	3,3	Fauna/ Flora	3	0,4
Glaciers	20	3,0	Clean air/ Purity of the country	3	0,4
Northern Lights/ Aurora Borealis	19	2,8	Boat tours	3	0,4
Geysers	16	2,4	Akureyri	3	0,4
Hot springs/ Geothermal heat	16	2,4	Tours (by coach, car or 4x4)	2	0,3
Golden Circle	16	2,4	Swimming pools	2	0,3
The West fjords	16	2,4	Travel all over	2	0,3
Gullfoss/ Golden waterfall	15	2,2	Museums/ Exhibitions	2	0,3
Landmannalaugar	14	2,1	Sunset/ Sunrise/ Daylight/ Bright nights	2	0,3
Horses/ Horseback-riding	13	1,9	Special events (e.g. concerts, feasts)	2	0,3
Prices/ Expenses	13	1,9	Accommodation/ Lodging/ Hotel	2	0,3
Askja/ Viti	10	1,5	Birds/ Birdlife	2	0,3
Weather/ Climate	9	1,3	Skogar/ Skogar-waterfall	2	0,3
Lake Myvatn	8	1,2	Eyjafjallajökull-glacier/ Fimmvorduhals-hike	2	0,3
Thingvellir	8	1,2	North Iceland	2	0,3
Snaefells-glacier/ Snaefellsnes-peninsula	8	1,2	West Iceland	2	0,3
Tourist service/ Airport	8	1,2	Black sands/ Black beaches	2	0,3
Food/ Restaurants	7	1,0	Mass tourism	2	0,3
Volcanos/ Volcanic landscape	7	1,0	Accessibility	2	0,3
South Iceland/ South coast	7	1,0	New year´s eve/ Fireworks	2	0,3
Roads	7	1,0	Entertainment/ Attractions	1	0,1
Vestmannaeyjar	6	0,9	Skaftafell	1	0,1
East Iceland/ East-fjords	6	0,9	Personal/ Work related	1	0,1
Reykjavík	5	0,7	Nightlife/ Bars	1	0,1
Natural geothermal pools/ Spas	5	0,7	Husavik	1	0,1
Highlands/ Kjölur road	5	0,7	Other	27	4,0
Natural geothermal pools of lake Myvatn	5	0,7			
Puffins	4	0,6	Number of responses	667	100,0
Vik/ Dyrhólaey/ Coast	4	0,6	Number of respondents	667	29,6
Mountains	4	0,6	Did not answer	1583	70,4
			Total	2250	100,0

# THREE MOST MEMORABLE EXPERIENCES



## Q. 133. What were the three most memorable experiences of your visit to Iceland? - First mentioned

	Number of answers	Nature/ Landscape	Glacier lagoons/ Icebergs	People/ Hospitality	Waterfalls	Blue Lagoon	Other
	Count	%	%	%	%	%	%
<b>Total</b>	<b>667</b>	<b>12,3</b>	<b>6,3</b>	<b>4,9</b>	<b>4,3</b>	<b>4,2</b>	<b>67,9</b>
<b>Gender</b>							
Male	274	10,2	5,8	5,5	4,7	2,9	70,8
Female	392	13,8	6,6	4,6	4,1	5,1	65,8
<b>Age*</b>							
24 years and younger	132	9,8	6,1	6,8	4,5	3,0	69,7
25-34 years	214	<b>7,0</b>	7,0	4,2	2,3	5,6	<b>73,8</b>
35-44 years	108	11,1	8,3	3,7	5,6	5,6	65,7
45-54 years	105	<b>23,8</b>	1,0	1,9	4,8	4,8	63,8
55 years and older	103	14,6	8,7	8,7	6,8	1,0	<b>60,2</b>
<b>What is your profession?</b>							
Professionals (dr./ lawyer/ account. etc.)	140	15,7	7,1	7,1	5,0	4,3	60,7
Student	128	9,4	7,0	5,5	6,3	5,5	66,4
Other professionals	77	10,4	3,9	3,9	2,6	6,5	72,7
Managerial	62	8,1	4,8	<b>1,6</b>	0,0	6,5	<b>79,0</b>
Teacher/ Medical care	66	16,7	3,0	3,0	3,0	4,5	69,7
Clerical/ Service	53	17,0	3,8	1,9	7,5	1,9	67,9
Retired/ Homemaker	44	<b>6,8</b>	<b>13,6</b>	9,1	4,5	0,0	65,9
Vocational/ Technical	21	9,5	9,5	4,8	4,8	0,0	71,4
Artist/ Musician/ Actor etc.	5	<b>20,0</b>	<b>0,0</b>	<b>20,0</b>	0,0	0,0	<b>60,0</b>
Other	59	10,2	6,8	5,1	5,1	3,4	69,5
<b>Household income</b>							
High	239	12,1	4,6	7,5	6,7	5,0	64,0
Average	242	13,2	5,8	2,9	2,9	5,4	69,8
Low	129	12,4	8,5	3,9	3,1	2,3	69,8
<b>Market area*</b>							
Central/ Southern Europe	317	14,8	8,2	3,5	3,2	0,9	69,4
North America	209	7,7	4,3	6,2	7,2	9,1	65,6
Britain	51	7,8	<b>2,0</b>	7,8	2,0	5,9	<b>74,5</b>
Scandinavia	40	<b>20,0</b>	2,5	<b>2,5</b>	7,5	5,0	62,5
Asia	14	<b>7,1</b>	<b>14,3</b>	<b>21,4</b>	0,0	7,1	<b>50,0</b>
Other	33	18,2	9,1	3,0	0,0	0,0	69,7
<b>Educational level</b>							
Finished high school or less	88	18,2	3,4	1,1	4,5	2,3	70,5
Bachelor's degree or equivalent	328	12,8	7,3	6,1	3,4	4,9	65,5
Master's/ Ph.D. or equivalent	242	9,1	6,2	4,5	5,8	4,1	70,2

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

# THREE MOST MEMORABLE EXPERIENCES



## Q.133. What were the three most memorable experiences of your visit to Iceland? - First mentioned

	Number of answers	Nature/ Landscape	Glacier lagoons/ Icebergs	People/ Hospitality	Waterfalls	Blue Lagoon	Other
	Count	%	%	%	%	%	%
<b>Total</b>	<b>667</b>	<b>12,3</b>	<b>6,3</b>	<b>4,9</b>	<b>4,3</b>	<b>4,2</b>	<b>67,9</b>
<b>Nationality*</b>							
American	151	6,6	4,0	5,3	9,3	<b>11,9</b>	62,9
German	76	25,0	3,9	2,6	1,3	<b>0,0</b>	67,1
Canadian	53	15,1	3,8	7,5	1,9	1,9	69,8
French	51	5,9	5,9	5,9	<b>0,0</b>	3,9	78,4
Italian	54	<b>5,6</b>	<b>18,5</b>	<b>0,0</b>	3,7	<b>0,0</b>	72,2
British	42	9,5	<b>0,0</b>	9,5	<b>0,0</b>	9,5	71,4
Spanish	30	26,7	10,0	3,3	<b>13,3</b>	<b>0,0</b>	<b>46,7</b>
Dutch	24	16,7	4,2	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	79,2
Swedish	17	5,9	<b>0,0</b>	<b>0,0</b>	5,9	11,8	76,5
Swiss	11	9,1	<b>0,0</b>	9,1	<b>0,0</b>	<b>0,0</b>	<b>81,8</b>
Norwegian	10	<b>40,0</b>	10,0	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	50,0
Austrian	10	20,0	10,0	<b>20,0</b>	<b>0,0</b>	<b>0,0</b>	50,0
Other	138	10,9	8,7	5,8	4,3	0,7	69,6
<b>Transportation</b>							
Airline	653	<b>12,6</b>	6,1	4,9	<b>4,1</b>	4,3	68,0
M/ SNorröna	14	<b>0,0</b>	14,3	7,1	<b>14,3</b>	0,0	64,3
<b>Type of trip+</b>							
Package tour	66	12,1	3,0	4,5	6,1	4,5	69,7
Individually-arranged tour	527	12,1	7,0	4,7	4,6	4,2	<b>67,4</b>
Business-arranged tour	8	12,5	0,0	0,0	0,0	0,0	<b>87,5</b>
<b>Purpose of visit+</b>							
Vacation/ holiday	600	12,0	7,0	<b>4,3</b>	4,7	4,7	67,3
Event in Iceland (leisure related)	38	5,3	2,6	<b>21,1</b>	<b>0,0</b>	0,0	71,1
Visiting friends/ relatives	32	6,3	9,4	12,5	3,1	3,1	65,6
Education and training	14	7,1	0,0	7,1	<b>0,0</b>	7,1	<b>78,6</b>
Conference/ large meeting	9	<b>22,2</b>	0,0	11,1	<b>0,0</b>	0,0	66,7
Business/ small meeting	7	14,3	0,0	14,3	<b>0,0</b>	0,0	71,4
Other	5	<b>0,0</b>	0,0	20,0	<b>20,0</b>	0,0	<b>60,0</b>

\* 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.133. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

	Count	%	%		Count	%	%
	respondents	respondents	responses		respondents	respondents	responses
Nature/ Landscape	190	28,2	9,8	Puffins	17	2,5	0,9
People/ Hospitality	129	19,1	6,6	Vik/ Dyrholaey/ Coast	16	2,4	0,8
Glacier lagoons/ Icebergs	104	15,4	5,4	Clean air/ Purity of the country	16	2,4	0,8
Waterfalls	100	14,8	5,1	North Iceland	16	2,4	0,8
Whales/ Whalewatching	77	11,4	4,0	South Iceland/ South coast	14	2,1	0,7
Blue Lagoon	73	10,8	3,8	Tourist service/ Airport	14	2,1	0,7
Hiking/ Trekking	65	9,6	3,3	Natural geothermal pools of lake Myvatn	14	2,1	0,7
Food/ Restaurants	56	8,3	2,9	Fauna/ Flora	13	1,9	0,7
Reykjavik	55	8,2	2,8	Mountains	13	1,9	0,7
Geysers	55	8,2	2,8	Glacier- and snowmobil tours	12	1,8	0,6
Hot springs/ Geothermal heat	55	8,2	2,8	Entertainment/ Attractions	12	1,8	0,6
Glaciers	55	8,2	2,8	Skogar/ Skogar-waterfall	12	1,8	0,6
Prices/ Expenses	46	6,8	2,4	Hveragerði	12	1,8	0,6
Golden Circle	44	6,5	2,3	Highlands/ Kjölur road	11	1,6	0,6
Gullfoss/ Golden waterfall	43	6,4	2,2	Tours (by coach, car or 4x4)	11	1,6	0,6
Volcanos/ Volcanic landscape	39	5,8	2,0	Dettifoss/ Asbyrgi/ Jökulsar gljufur	11	1,6	0,6
Landmannalaugar	38	5,6	2,0	Vestmannaeyjar	11	1,6	0,6
Landmannalaugar/ Thorsmork/ Skogar - hike	38	5,6	2,0	Relaxed/ Stillness/ Peace an	11	1,6	0,6
Snaefells-glacier/ Snaefellsnes-peninsula	37	5,5	1,9	Museums/ Exhibitions	11	1,6	0,6
Horses/ Horseback-riding	36	5,3	1,9	Boat tours	11	1,6	0,6
Natural geothermal pools/ Spas	31	4,6	1,6	Snorkeling/ Diving tour	10	1,5	0,5
The West fjords	28	4,2	1,4	Nightlife/ Bars	9	1,3	0,5
Askja/ Víti	26	3,9	1,3	Krafla/ Leirhnjúkur/ Namafj	9	1,3	0,5
Roads	25	3,7	1,3	Other	40	5,9	2,1
Northern Lights/ Aurora Borealis	25	3,7	1,3	Number of responses	1943	288,3	100,0
Thingvellir	24	3,6	1,2	Number of respondents	674	30,0	
Lake Myvatn	23	3,4	1,2	Did not answer	1576	70,0	
Husavik	22	3,3	1,1	Total	2250	100	
East Iceland/ East-fjords	21	3,1	1,1				
Weather/ Climate	20	3,0	1,0				
Sunset/ Sunrise/ Daylight/ Bright nights	20	3,0	1,0				
Swimming pools	17	2,5	0,9				

# THREE MOST MEMORABLE EXPERIENCES



Q. 133. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

	Count	Nature/ Landscape %	People/ Hospitality %	Glacier lagoons/ Icebergs %	Waterfalls %	Whales/ Whale- watching %	Blue Lagoon %	Other %
<b>Allir</b>								
<b>Gender</b>								
Male	275	25,8	17,5	12,7	14,5	10,9	9,5	93,8
Female	396	30,1	20,5	17,4	15,2	11,6	11,9	91,4
<b>Age</b>								
24 years and younger	131	24,4	17,6	13,7	15,3	7,6	10,7	92,4
25-34 years	218	<b>21,1</b>	<b>17,0</b>	18,8	12,8	11,5	11,9	94,5
35-44 years	110	24,5	17,3	16,4	17,3	14,5	11,8	95,5
45-54 years	107	<b>43,0</b>	18,7	<b>6,5</b>	15,0	15,0	12,1	89,7
55 years and older	101	35,6	<b>29,7</b>	<b>19,8</b>	15,8	9,9	6,9	88,1
<b>What is your profession?</b>								
Professionals (dr./lawyer/account. etc.)	139	30,9	<b>28,8</b>	14,4	18,7	10,1	10,1	91,4
Student	130	21,5	14,6	15,4	16,2	8,5	10,8	94,6
Other professionals	79	24,1	13,9	13,9	12,7	10,1	13,9	96,2
Managerial	61	23,0	18,0	13,1	8,2	19,7	13,1	95,1
Teacher/ Medical care	66	31,8	19,7	13,6	10,6	6,1	15,2	92,4
Clerical/ Service	53	30,2	<b>7,5</b>	17,0	17,0	<b>20,8</b>	11,3	86,8
Retired/ Homemaker	44	34,1	27,3	<b>31,8</b>	15,9	9,1	2,3	90,9
Vocational/ Technical	21	<b>19,0</b>	19,0	9,5	<b>23,8</b>	9,5	<b>0,0</b>	<b>100,0</b>
Artist/ Musician/ Actor etc.	5	<b>40,0</b>	20,0	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>20,0</b>	<b>80,0</b>
Other	60	36,7	21,7	16,7	15,0	16,7	13,3	86,7
<b>Household income</b>								
High	243	27,6	23,0	<b>9,9</b>	16,5	11,9	10,3	90,5
Average	243	28,0	16,0	14,0	16,0	10,7	12,8	93,0
Low	130	28,5	21,5	<b>25,4</b>	10,8	12,3	11,5	93,1
<b>Market area</b>								
Central/ Southern Europe	319	29,8	17,2	19,7	14,7	<b>15,7</b>	5,6	94,4
North America	211	<b>23,2</b>	21,3	11,8	<b>18,5</b>	5,7	15,6	90,5
Britain	52	26,9	21,2	<b>3,8</b>	11,5	15,4	23,1	94,2
Scandinavia	40	<b>37,5</b>	<b>15,0</b>	12,5	7,5	10,0	12,5	85,0
Asia	14	35,7	<b>35,7</b>	14,3	<b>7,1</b>	7,1	<b>28,6</b>	<b>78,6</b>
Other	33	36,4	21,2	<b>21,2</b>	12,1	<b>3,0</b>	<b>3,0</b>	<b>97,0</b>
<b>Educational level</b>								
Finished high school or less	88	<b>39,8</b>	18,2	13,6	18,2	12,5	5,7	92,0
Bachelor's degree or equivalent	332	30,1	18,7	16,6	13,3	11,7	13,0	92,2
Master's/ Ph.D. or equivalent	243	<b>21,4</b>	20,2	15,2	16,0	11,1	9,9	93,0

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

# THREE MOST MEMORABLE EXPERIENCES



Q. 133. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

	Count	Nature/ Landscape %	People/ Hospitality %	Glacier lagoons/ Icebergs %	Waterfalls %	Whales/ Whale- watching %	Blue Lagoon %	Other %
<b>Allir</b>								
<b>Nationality</b>								
American	152	23,0	24,3	10,5	20,4	5,9	18,4	92,1
German	75	46,7	24,0	13,3	10,7	4,0	1,3	94,7
Canadian	53	24,5	17,0	11,3	5,7	<b>1,9</b>	9,4	90,6
French	51	15,7	17,6	21,6	7,8	9,8	15,7	94,1
Italian	54	<b>14,8</b>	<b>5,6</b>	<b>40,7</b>	18,5	<b>31,5</b>	3,7	92,6
British	44	25,0	25,0	2,3	11,4	13,6	<b>29,5</b>	93,2
Spanish	30	<b>60,0</b>	13,3	26,7	26,7	16,7	3,3	86,7
Dutch	24	25,0	12,5	12,5	12,5	29,2	8,3	91,7
Swedish	17	23,5	5,9	11,8	5,9	17,6	17,6	94,1
Swiss	11	36,4	18,2	<b>0,0</b>	<b>27,3</b>	18,2	9,1	<b>100,0</b>
Norwegian	10	50,0	10,0	20,0	<b>0,0</b>	10,0	<b>0,0</b>	<b>60,0</b>
Austrian	12	25,0	<b>33,3</b>	8,3	<b>0,0</b>	8,3	<b>0,0</b>	<b>100,0</b>
Other	139	28,8	19,4	15,8	17,3	12,2	6,5	93,5
<b>Transportation</b>								
Airline	658	28,3	<b>19,5</b>	<b>15,2</b>	14,7	11,6	10,9	92,2
M/ SNorröna	14	28,6	<b>7,1</b>	<b>28,6</b>	21,4	7,1	7,1	100,0
<b>Type of trip+</b>								
Package tour	65	33,8	21,5	12,3	13,8	18,5	10,8	<b>89,2</b>
Individually-arranged tour	534	27,5	<b>18,4</b>	<b>17,4</b>	15,5	<b>11,6</b>	<b>11,4</b>	92,3
Business-arranged tour	7	28,6	<b>28,6</b>	<b>0,0</b>	14,3	<b>42,9</b>	<b>0,0</b>	<b>100,0</b>
<b>Purpose of visit+</b>								
Vacation/ holiday	605	28,1	17,5	<b>17,0</b>	15,4	11,9	11,9	92,9
Event in Iceland (leisure related)	42	23,8	28,6	4,8	<b>0,0</b>	4,8	<b>14,3</b>	90,5
Visiting friends/ relatives	34	23,5	29,4	8,8	<b>17,6</b>	11,8	5,9	91,2
Education and training	16	25,0	18,8	<b>0,0</b>	6,3	<b>0,0</b>	6,3	<b>100,0</b>
Conference/ large meeting	9	22,2	<b>11,1</b>	<b>0,0</b>	<b>0,0</b>	<b>22,2</b>	<b>0,0</b>	<b>77,8</b>
Business/ small meeting	8	25,0	<b>37,5</b>	<b>0,0</b>	<b>0,0</b>	12,5	<b>0,0</b>	<b>100,0</b>
Other	<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.



## Q.134. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? -

### First mentioned

	Count	%		Count	%
Road conditions	44	10,6	Hiking	2	0,5
Mass tourism	39	9,4	Quality of food/ restaurants	1	0,2
Public restrooms	31	7,4	Quality/ Service/ Airline punctuality	1	0,2
Prices very high (in general)	26	6,2	Entertainment/ Museums/ Exhibitions	1	0,2
Camping	25	6,0	Access to Wi-Fi	1	0,2
Food expenses	23	5,5	Blue Lagoon	1	0,2
Road signs	16	3,8	Stop selling whale meat	1	0,2
Variety of Accomodation	14	3,4	Other	40	9,6
Conservation of Nature	13	3,1	Number of responses	417	100,0
Tourism services	10	2,4	Number of respondents	417	18,5
Everything is alright	10	2,4	Did not answer	1833	81,5
Prices of accommodation	9	2,2	Total	2250	100,0
Maps	9	2,2			
Quality of accommodation	8	1,9			
Airport	8	1,9			
Public transportation	8	1,9			
Garbage disposal	7	1,7			
Services and variety of food/ restaurants	6	1,4			
Offers/ Discounts	6	1,4			
Advertising	5	1,2			
Airport transportation	5	1,2			
Service and amenity of accommodation staff	5	1,2			
Rental car prices	4	1,0			
Cost of transport	4	1,0			
Availability of information	3	0,7			
Other information	3	0,7			
Cost of entertainment/ tours	3	0,7			
Information in other languages	3	0,7			
Panoramic viewpoints/ Rest area	3	0,7			
Safety/ Security	3	0,7			
Weather/ Climate/ Weather information	3	0,7			
Accessability/ Simplicity	3	0,7			
Other expenses	2	0,5			
Bus transport	2	0,5			
Unpolite people/ staff	2	0,5			
Marking and organisation of footpaths	2	0,5			
Enviroment/ Green energy	2	0,5			





## Q. 134. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - First mentioned

	Number of answers	Road conditions	Mass tourism	Public restrooms	Prices very high (in general)	Camping	Other
	Count	%	%	%	%	%	%
<b>Total</b>	<b>417</b>	<b>10,6</b>	<b>9,4</b>	<b>7,4</b>	<b>6,2</b>	<b>6,0</b>	<b>60,4</b>
<b>Gender</b>							
Male	165	9,7	10,3	9,7	6,7	6,1	57,6
Female	252	11,1	8,7	6,0	6,0	6,0	62,3
<b>Age</b>							
24 years and younger	71	15,5	5,6	<b>2,8</b>	11,3	7,0	57,7
25-34 years	128	10,2	11,7	5,5	3,9	8,6	60,2
35-44 years	75	6,7	10,7	6,7	9,3	4,0	62,7
45-54 years	75	12,0	8,0	9,3	6,7	4,0	60,0
55 years and older	65	9,2	7,7	<b>13,8</b>	1,5	4,6	63,1
<b>What is your profession?</b>							
Professionals (dr./ lawyer/ account. etc.)	87	5,7	8,0	6,9	2,3	3,4	73,6
Student	70	15,7	10,0	2,9	11,4	7,1	52,9
Other professionals	52	<b>17,3</b>	11,5	5,8	9,6	<b>0,0</b>	55,8
Managerial	40	10,0	10,0	15,0	2,5	5,0	57,5
Teacher/ Medical care	44	13,6	11,4	9,1	2,3	6,8	56,8
Clerical/ Service	39	15,4	10,3	<b>0,0</b>	7,7	12,8	53,8
Retired/ Homemaker	28	10,7	7,1	10,7	3,6	3,6	64,3
Vocational/ Technical	12	<b>0,0</b>	<b>16,7</b>	<b>16,7</b>	<b>16,7</b>	8,3	<b>41,7</b>
Artist/ Musician/ Actor etc.	5	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>100,0</b>
Other	35	<b>0,0</b>	2,9	11,4	8,6	<b>14,3</b>	62,9
<b>Household income</b>							
High	154	8,4	8,4	9,1	4,5	4,5	<b>64,9</b>
Average	147	15,0	<b>6,1</b>	6,1	6,1	7,5	59,2
Low	86	8,1	<b>17,4</b>	7,0	8,1	5,8	<b>53,5</b>
<b>Market area*</b>							
Central/ Southern Europe	215	<b>13,5</b>	9,3	8,8	7,9	<b>10,2</b>	50,2
North America	130	8,5	7,7	6,2	3,1	0,8	73,8
Britain	25	8,0	8,0	4,0	<b>12,0</b>	<b>0,0</b>	68,0
Scandinavia	15	<b>0,0</b>	<b>20,0</b>	<b>0,0</b>	<b>0,0</b>	6,7	73,3
Asia	9	<b>0,0</b>	<b>0,0</b>	<b>11,1</b>	<b>0,0</b>	<b>0,0</b>	<b>88,9</b>
Other	21	9,5	19,0	9,5	9,5	4,8	<b>47,6</b>
<b>Educational level*</b>							
Finished high school or less	50	8,0	10,0	6,0	<b>16,0</b>	10,0	<b>50,0</b>
Bachelor's degree or equivalent	211	11,8	10,0	4,7	5,7	5,2	<b>62,6</b>
Master's/ Ph.D. or equivalent	155	9,0	8,4	11,6	<b>3,9</b>	5,8	61,3

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



## Q. 134. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - First mentioned

	Number of answers	Road conditions	Mass tourism	Public restrooms	Prices very high (in general)	Camping	Other
	Count	%	%	%	%	%	%
<b>Total</b>	<b>417</b>	<b>10,6</b>	<b>9,4</b>	<b>7,4</b>	<b>6,2</b>	<b>6,0</b>	<b>60,4</b>
<b>Nationality*</b>							
American	97	9,3	8,2	7,2	2,1	<b>0,0</b>	73,2
German	45	4,4	<b>17,8</b>	11,1	8,9	8,9	48,9
Canadian	33	6,1	6,1	3,0	9,1	<b>0,0</b>	75,8
French	36	8,3	8,3	2,8	8,3	13,9	58,3
Italian	37	21,6	2,7	<b>13,5</b>	2,7	13,5	45,9
British	24	12,5	4,2	4,2	4,2	<b>0,0</b>	75,0
Spanish	24	<b>33,3</b>	<b>0,0</b>	4,2	12,5	12,5	<b>37,5</b>
Dutch	17	11,8	11,8	11,8	5,9	5,9	52,9
Swedish	6	<b>0,0</b>	16,7	<b>0,0</b>	<b>0,0</b>	16,7	66,7
Swiss	5	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>20,0</b>	<b>80,0</b>
Norwegian	6	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>16,7</b>	16,7	66,7
Austrian	8	12,5	12,5	<b>0,0</b>	12,5	<b>0,0</b>	62,5
Other	79	7,6	15,2	10,1	7,6	5,1	54,4
<b>Transportation*</b>							
Airline	408	<b>10,8</b>	<b>9,1</b>	<b>7,1</b>	6,4	<b>5,6</b>	<b>61,0</b>
M/ SNorröna	9	<b>0,0</b>	<b>22,2</b>	<b>22,2</b>	0,0	<b>22,2</b>	<b>33,3</b>
<b>Type of trip*</b>							
Package tour	42	2,4	14,3	14,3	4,8	11,9	52,4
Individually-arranged tour	355	11,5	9,0	7,3	6,5	5,6	60,0
Business-arranged tour	<5						
<b>Purpose of visit*</b>							
Vacation/ holiday	376	10,9	9,6	7,7	6,1	6,6	59,0
Event in Iceland (leisure related)	22	9,1	<b>22,7</b>	<b>0,0</b>	9,1	0,0	59,1
Visiting friends/ relatives	18	16,7	16,7	5,6	<b>0,0</b>	0,0	61,1
Education and training	9	<b>22,2</b>	11,1	11,1	<b>11,1</b>	0,0	<b>44,4</b>
Conference/ large meeting	5	<b>0,0</b>	<b>0,0</b>	<b>20,0</b>	<b>0,0</b>	0,0	<b>80,0</b>
Business/ small meeting	5	<b>0,0</b>	20,0	<b>20,0</b>	<b>0,0</b>	0,0	60,0
Other	<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. 134. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned

	Count	%	%		Count	%	%
	respondents	respondents	responses		respondents	respondents	responses
Road conditions	78	18,6	7,6	Offers/ Discounts	16	3,8	1,6
Mass tourism	71	16,9	6,9	Quality of accommodation	14	3,3	1,4
Public restrooms	67	16,0	6,5	Bus transport	12	2,9	1,2
Food expenses	56	13,4	5,5	Information in other languages	12	2,9	1,2
Conservation of Nature	49	11,7	4,8	Arrangement/ Organisation	11	2,6	1,1
Prices very high (in general)	47	11,2	4,6	Safety/ Security	11	2,6	1,1
Camping	44	10,5	4,3	Hiking	11	2,6	1,1
Road signs	38	9,1	3,7	Availability of information	9	2,1	0,9
Tourism services	32	7,6	3,1	Cost of transport	9	2,1	0,9
Prices of accommodation	28	6,7	2,7	Service and amenity of accommodation staff	9	2,1	0,9
Variety of Accomodation	28	6,7	2,7	Other information	8	1,9	0,8
Maps	27	6,4	2,6	Airport transportation	8	1,9	0,8
Public transportation	25	6,0	2,4	Rental car prices	8	1,9	0,8
Everything is alright	23	5,5	2,2	Weather/ Qimate/ Weather information	8	1,9	0,8
Garbage disposal	21	5,0	2,0	Car rental problems	8	1,9	0,8
Panoramic viewpoints/ Rest area	19	4,5	1,9	Advertising	6	1,4	0,6
Marking and organisation of footpaths	19	4,5	1,9	Unpolite people/ staff	6	1,4	0,6
Airport	18	4,3	1,8	Other	153	36,5	14,9
Services and variety of food/ restaurants	16	3,8	1,6				
Offers/ Discounts	16	3,8	1,6	Number of responses	1025	244,9	100,0
Quality of accommodation	14	3,3	1,4	Number of respondents	419	18,6	
Bus transport	12	2,9	1,2	Did not answer	1831	81,4	
Information in other languages	12	2,9	1,2	Total	2250	100	
Arrangement/ Organisation	11	2,6	1,1				
Safety/ Security	11	2,6	1,1				
Hiking	11	2,6	1,1				
Availability of information	9	2,1	0,9				
Cost of transport	9	2,1	0,9				
Service and amenity of accommodation staff	9	2,1	0,9				
Other information	8	1,9	0,8				
Airport transportation	8	1,9	0,8				
Rental car prices	8	1,9	0,8				
Weather/ Qimate/ Weather information	8	1,9	0,8				
Car rental problems	8	1,9	0,8				



## Q. 134. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned

	Count	Road conditions %	Mass tourism %	Public restrooms %	Food expenses %	Conservation of Nature %	Other %
<b>Allir</b>							
<b>Gender</b>							
Male	162	17,9	17,3	15,4	11,7	9,9	84,6
Female	241	20,3	17,8	17,4	15,4	13,7	85,1
<b>Age</b>							
24 years and younger	70	20,0	11,4	17,1	17,1	7,1	<b>91,4</b>
25-34 years	123	22,0	19,5	15,4	<b>6,5</b>	13,0	83,7
35-44 years	71	16,9	19,7	14,1	19,7	12,7	<b>80,3</b>
45-54 years	73	19,2	13,7	16,4	12,3	<b>19,2</b>	84,9
55 years and older	63	17,5	19,0	20,6	<b>20,6</b>	<b>4,8</b>	85,7
<b>What is your profession?</b>							
Professionals (dr./lawyer/account. etc.)	83	13,3	20,5	13,3	13,3	<b>16,9</b>	86,7
Student	70	18,6	15,7	15,7	15,7	8,6	87,1
Other professionals	47	27,7	17,0	14,9	12,8	14,9	<b>72,3</b>
Managerial	39	23,1	<b>20,5</b>	20,5	<b>7,7</b>	15,4	74,4
Teacher/ Medical care	43	<b>34,9</b>	18,6	<b>20,9</b>	25,6	16,3	93,0
Clerical/ Service	38	26,3	18,4	15,8	7,9	10,5	89,5
Retired/ Homemaker	27	18,5	<b>7,4</b>	18,5	14,8	<b>0,0</b>	88,9
Vocational/ Technical	12	<b>0,0</b>	16,7	16,7	8,3	8,3	75,0
Artist/ Musician/ Actor etc.	5	20,0	20,0	<b>0,0</b>	<b>40,0</b>	<b>0,0</b>	<b>100,0</b>
Other	35	2,9	17,1	20,0	8,6	11,4	88,6
<b>Household income</b>							
High	150	16,7	14,7	14,7	13,3	10,0	83,3
Average	140	22,1	<b>14,3</b>	18,6	<b>17,1</b>	14,3	85,7
Low	84	22,6	<b>31,0</b>	14,3	<b>7,1</b>	14,3	83,3
<b>Market area</b>							
Central/ Southern Europe	209	<b>22,5</b>	20,1	20,6	<b>10,5</b>	12,4	85,2
North America	126	19,8	14,3	14,3	17,5	13,5	84,9
Britain	25	8,0	12,0	8,0	16,0	8,0	88,0
Scandinavia	12	<b>0,0</b>	<b>25,0</b>	<b>0,0</b>	<b>25,0</b>	8,3	<b>75,0</b>
Asia	9	11,1	<b>0,0</b>	<b>22,2</b>	11,1	11,1	<b>88,9</b>
Other	20	15,0	<b>25,0</b>	10,0	15,0	10,0	80,0
<b>Educational level</b>							
Finished high school or less	48	<b>10,4</b>	12,5	18,8	10,4	10,4	89,6
Bachelor's degree or equivalent	204	<b>21,1</b>	20,1	14,2	15,7	14,2	82,8
Master's/ Ph.D. or equivalent	150	19,3	16,0	19,3	12,7	10,0	86,7

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



## Q. 134. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned

	Count	Road conditions %	Mass tourism %	Public restrooms %	Food expenses %	Conservation of Nature %	Other %
<b>Allir</b>							
<b>Nationality</b>							
American	94	19,1	13,8	16,0	21,3	11,7	83,0
German	44	6,8	<b>34,1</b>	20,5	6,8	20,5	77,3
Canadian	32	21,9	12,5	9,4	9,4	15,6	90,6
French	34	14,7	20,6	8,8	11,8	17,6	91,2
Italian	37	43,2	10,8	27,0	18,9	8,1	81,1
British	24	16,7	8,3	8,3	8,3	8,3	91,7
Spanish	23	<b>43,5</b>	13,0	21,7	17,4	13,0	82,6
Dutch	16	18,8	31,3	12,5	12,5	12,5	81,3
Swedish	5	<b>0,0</b>	20,0	<b>0,0</b>	<b>40,0</b>	20,0	<b>60,0</b>
Swiss	5	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>40,0</b>	<b>100,0</b>
Norwegian	5	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>0,0</b>	<b>100,0</b>
Austrian	7	14,3	28,6	<b>28,6</b>	<b>0,0</b>	14,3	<b>100,0</b>
Other	77	14,3	19,5	20,8	11,7	5,2	85,7
<b>Transportation</b>							
Airline	395	19,2	17,5	16,2	13,9	12,4	84,8
M/ SNorröna	8	25,0	25,0	<b>37,5</b>	12,5	<b>0,0</b>	<b>87,5</b>
<b>Type of trip+</b>							
Package tour	37	16,2	21,6	32,4	8,1	8,1	<b>70,3</b>
Individually-arranged tour	347	20,7	17,6	<b>16,1</b>	13,3	<b>13,0</b>	86,5
Business-arranged tour	<5						
<b>Purpose of visit+</b>							
Vacation/ holiday	363	20,4	<b>17,1</b>	17,4	13,5	12,7	84,3
Event in Iceland (leisure related)	22	<b>18,2</b>	22,7	<b>4,5</b>	9,1	<b>13,6</b>	<b>86,4</b>
Visiting friends/ relatives	16	18,8	43,8	18,8	18,8	6,3	75,0
Education and training	9	<b>33,3</b>	22,2	<b>22,2</b>	<b>33,3</b>	<b>0,0</b>	77,8
Conference/ large meeting	<5						
Business/ small meeting	5	20,0	<b>60,0</b>	20,0	<b>0,0</b>	<b>0,0</b>	<b>60,0</b>
Other	<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.