



FERÐAMÁLASTOFA – ICELANDIC TOURIST BOARD
INTERNATIONAL VISITORS IN ICELAND
WINTER 2013/2014



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RESULTS

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RESULTS

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GOALS AND PROCEDURE

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

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

Interviewers from Maskina collected e-mail addresses from tourists at the International airport in Keflavik. They collected between 300-600 e-mail addresses per month. Following that an internet survey was sent to them via e-mail. Reminder was sent three times to those who did not respond.

Total of 4.502 e-mail addresses were collected, of them 2.336 people finished the survey - see in detail below.

Sample and responses

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

Please contact the Icelandic tourist board before public reporting.

Reykjavík, 11th of September 2014.

With best regards and our appreciation for this collaboration

Póra Ásgeirsdóttir

Þorlákur Karlsson

Ásmundur Pálsson

Helga Lára Haarde

SHORT DEFINITIONS OF STATISTICAL CONCEPTS IN THE REPORT

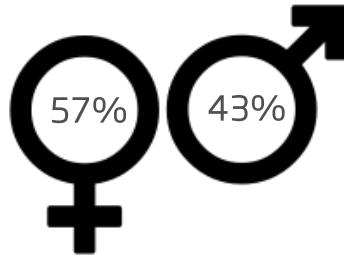
Mean is a measure of the central tendency of responses. A mean is calculated by adding the values of all responses and dividing by the number of answers.

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

Chi-square test is a significance test used to infer about the difference between means of variables that do not have a continuous scale. **ANOVA** is short for Analysis of Variance, a test of significance between the means of variables on a continuous scale.



Tourists in Iceland 2013-2014

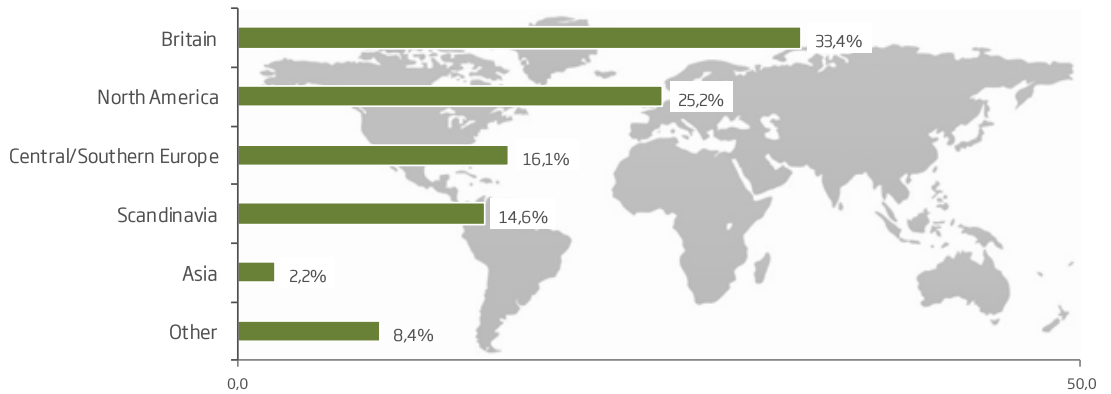


Average age: 41 years

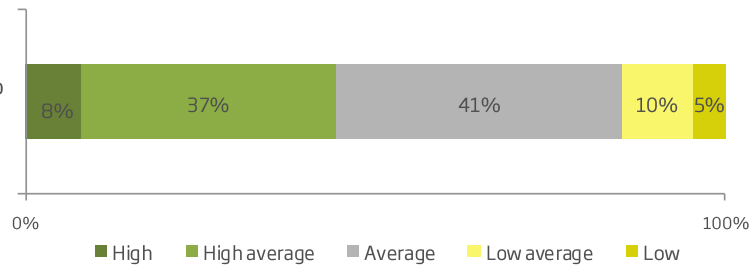
NATIONALITY



Market area



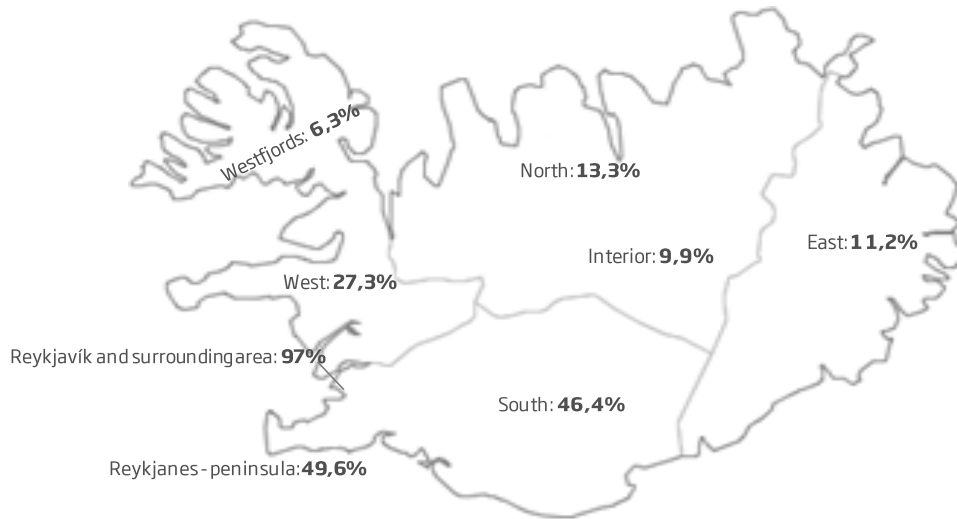
Level of total household income compared to general population in country



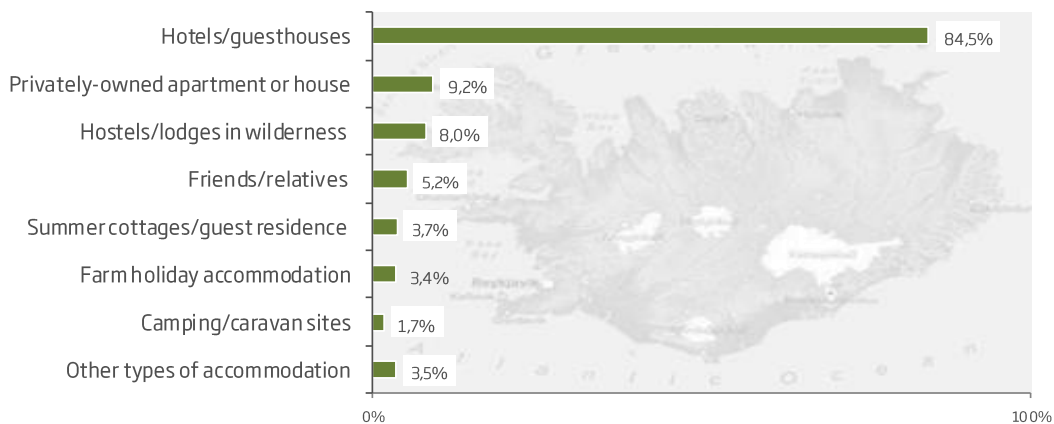


Tourists in Iceland 2013-2014

Regions in Iceland visited by tourists

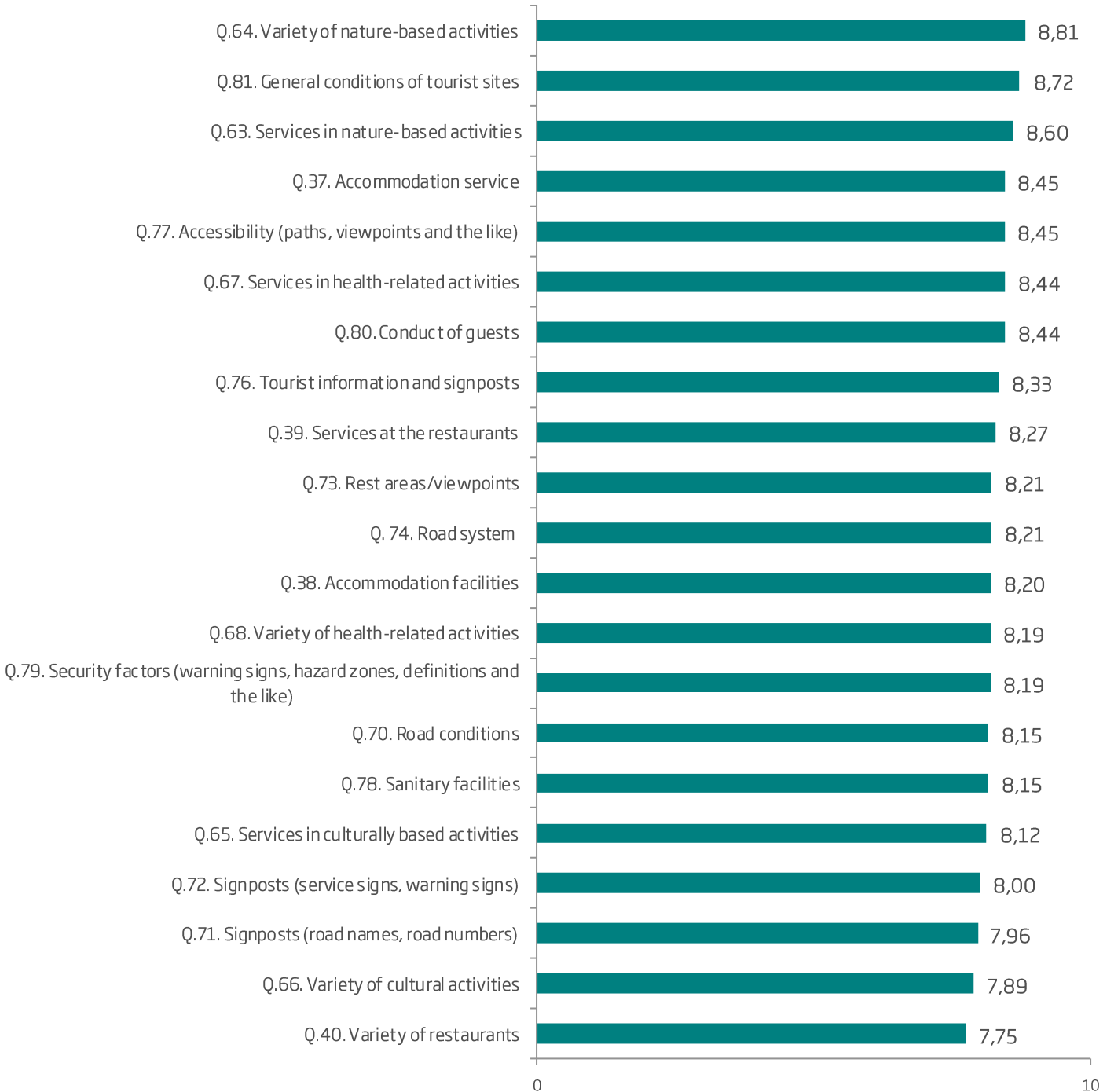


Accommodation during stay in Iceland

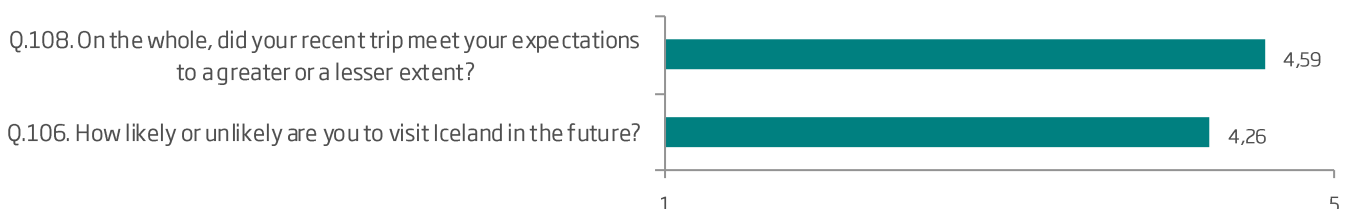




Questions on a scale of 0-10

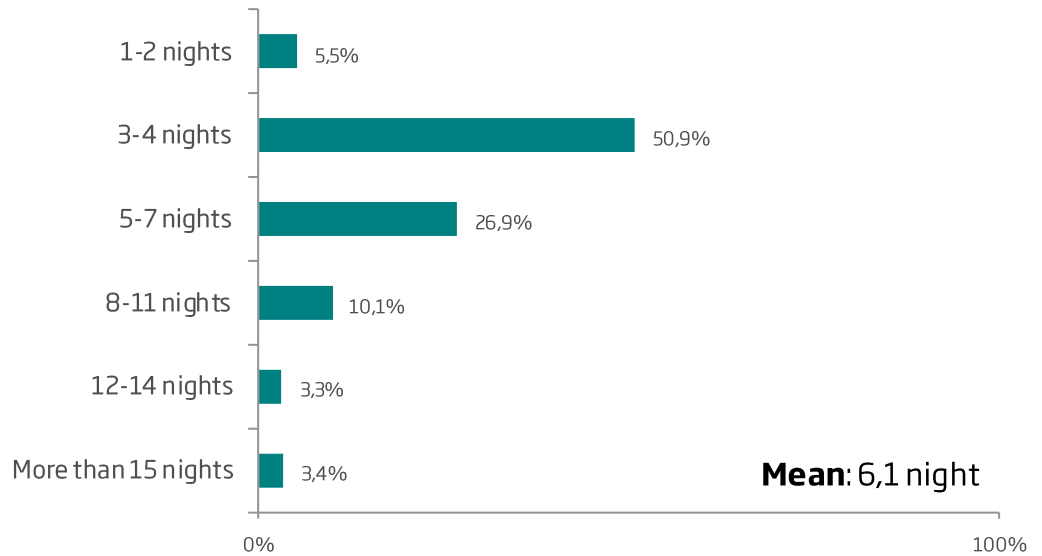


Questions on a the scale of 1-5

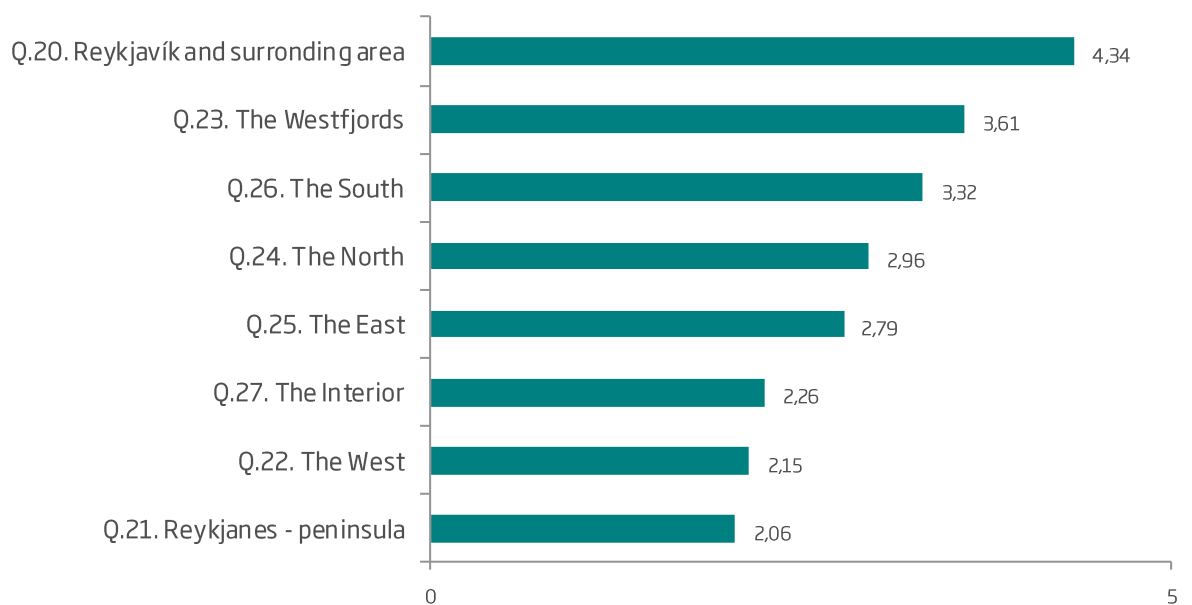




Total length of stay in Iceland



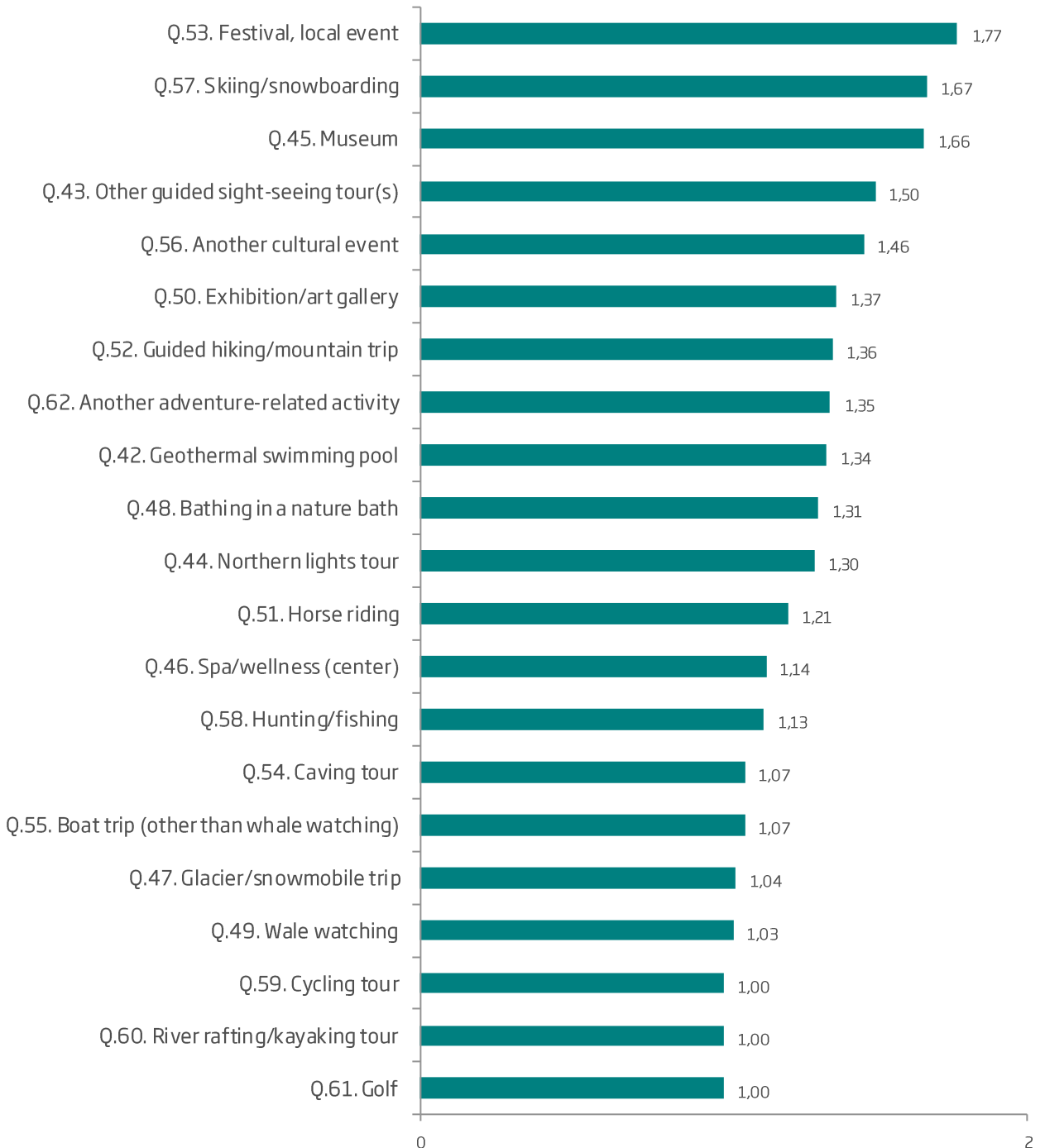
Total length of stay (nights) in various parts of Iceland*



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



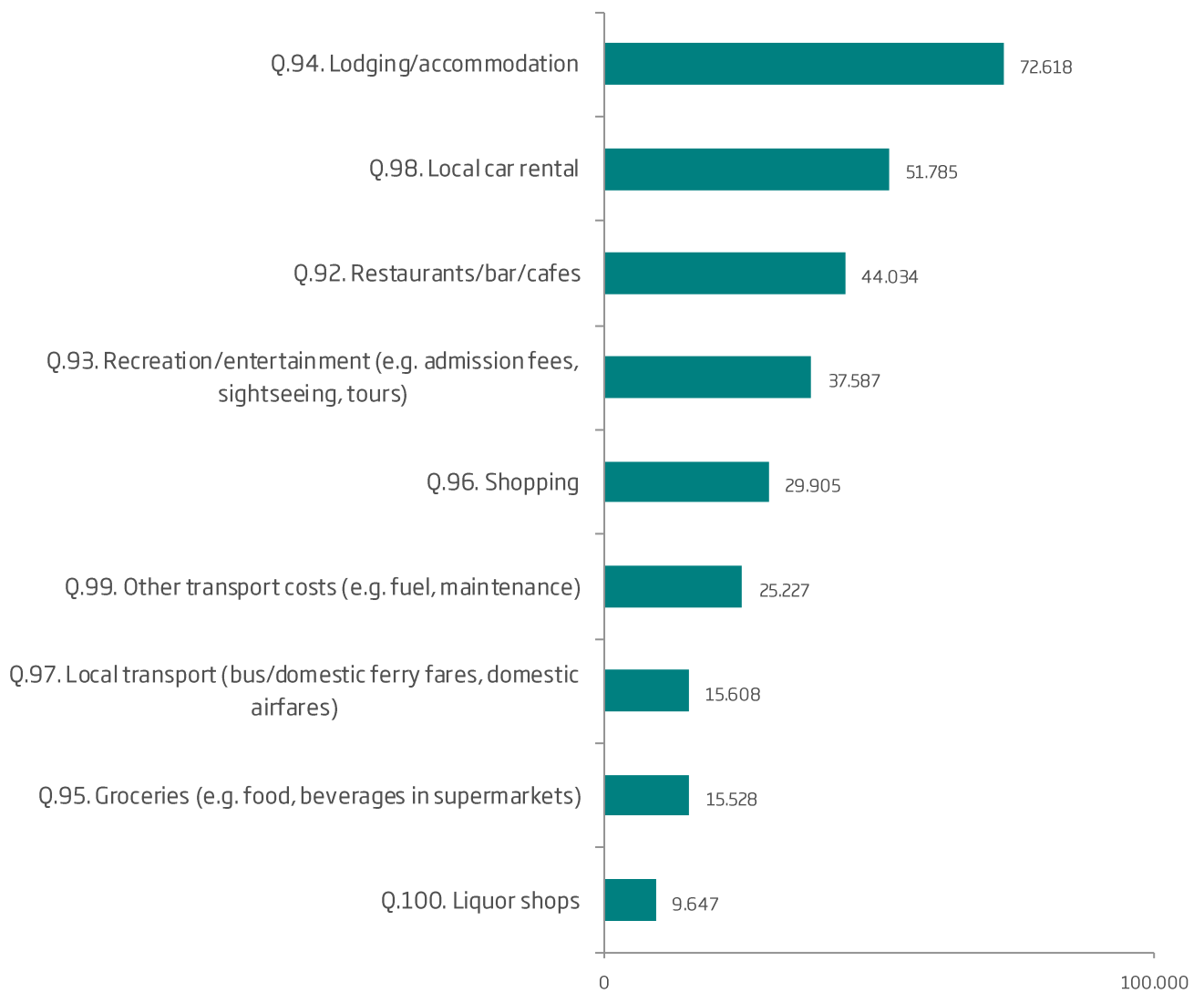
Number of times in the following paid activities*



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



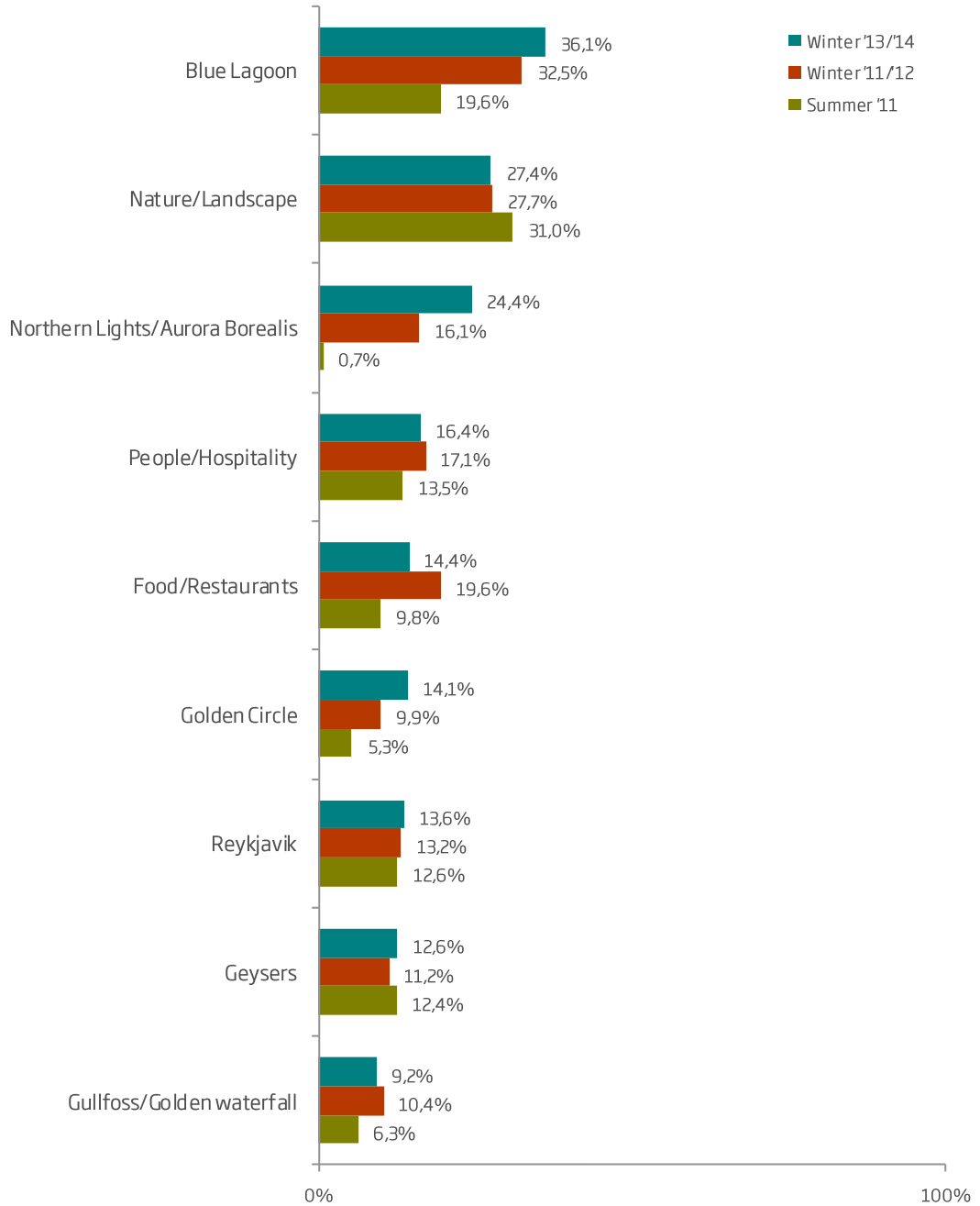
Average money spent on the following (ISK)*



*Only those who spent money on these things.

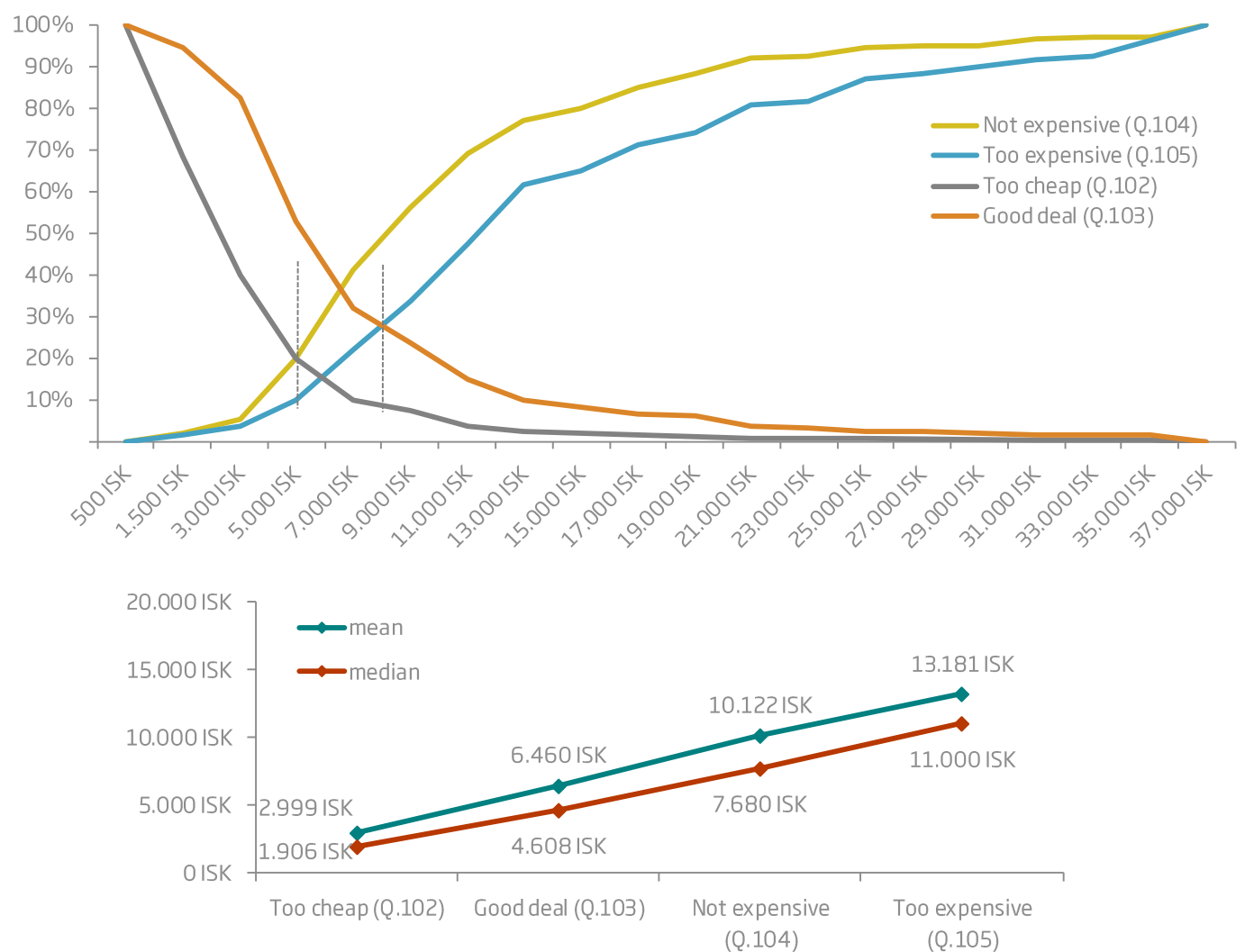


What were the three most memorable experiences of your visit to Iceland?





NATURE CONSERVATION CARD



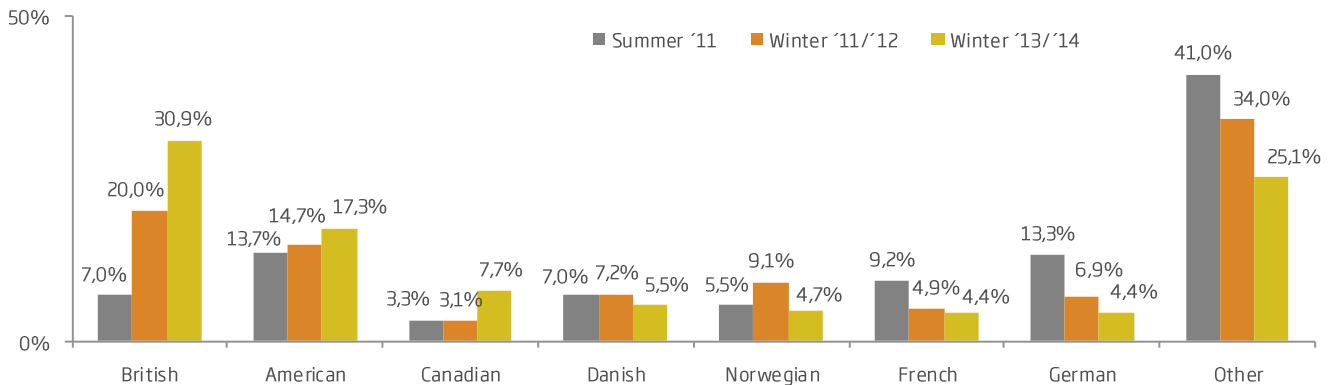
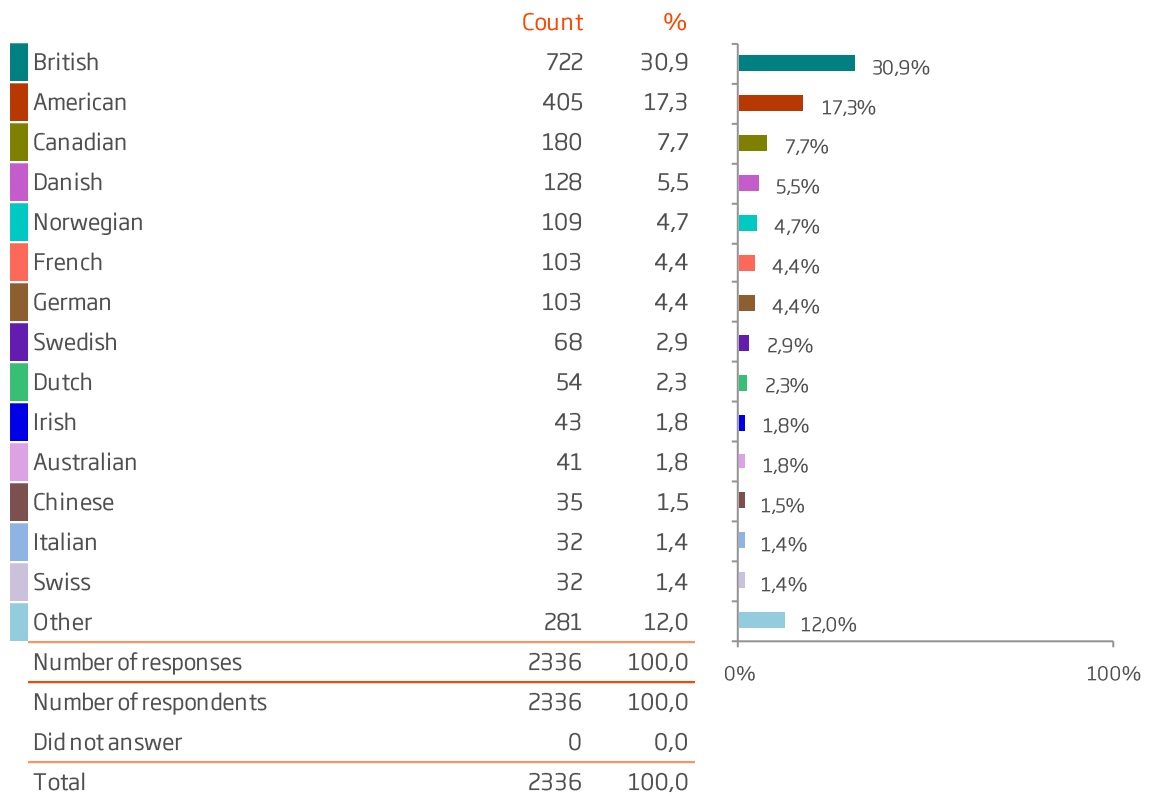
Four questions were asked regarding the amount of money people would pay for "Nature conservation card" (Q102-Q105). They asked what amount would be too cheap, would be a good deal, not expensive and too expensive. The cumulative frequency for each question is plotted in the upper graph above according to a method called *Price Sensitivity Meter* that was developed by the Dutch economist Peter Van Westendorp. The vertical dotted lines delimit the range of the recommended price of the Nature conservation card according to this method, or 5.000 ISK and 8.000 ISK.

At the lower limit the "not expensive" line crosses the "too cheap" line and is called *indifference price point* (IPP). At the higher limit the "too expensive" line crosses the "good deal" line and is called *point of marginal expensiveness* (PME). Although the midpoint between IPP and PME is 6.500 ISK, it is recommended to use the point at which the "too expensive" line crosses the "too cheap" line (*optimal price point*, OPP) as the price of the Nature conservation card, or 6.000 ISK. At that point there is the same proportion of people who say that the price exceeds either their upper or lower limits. Interestingly, it can be seen in the lower graph that the mean for "good deal" (6.460 ISK) is almost the same as the amount at the midpoint between IPP and PME (6.500 ISK).

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



Q.1. Nationality





Q.1. Nationality

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

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

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



Q.1. Nationality

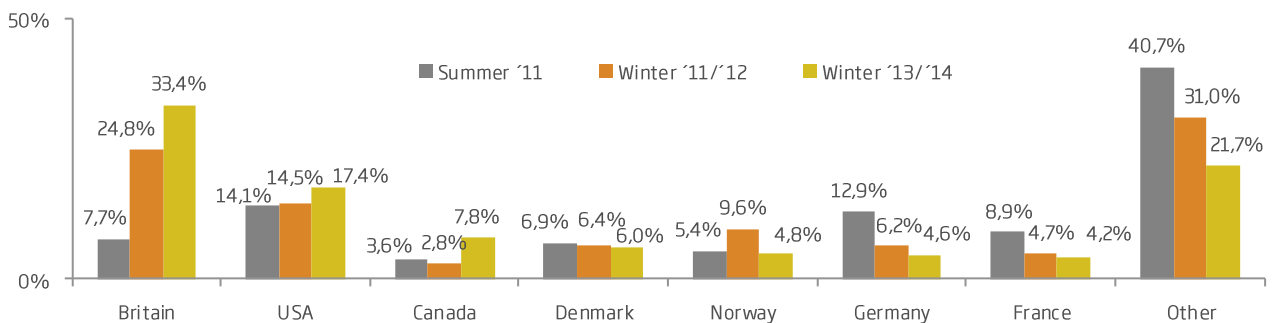
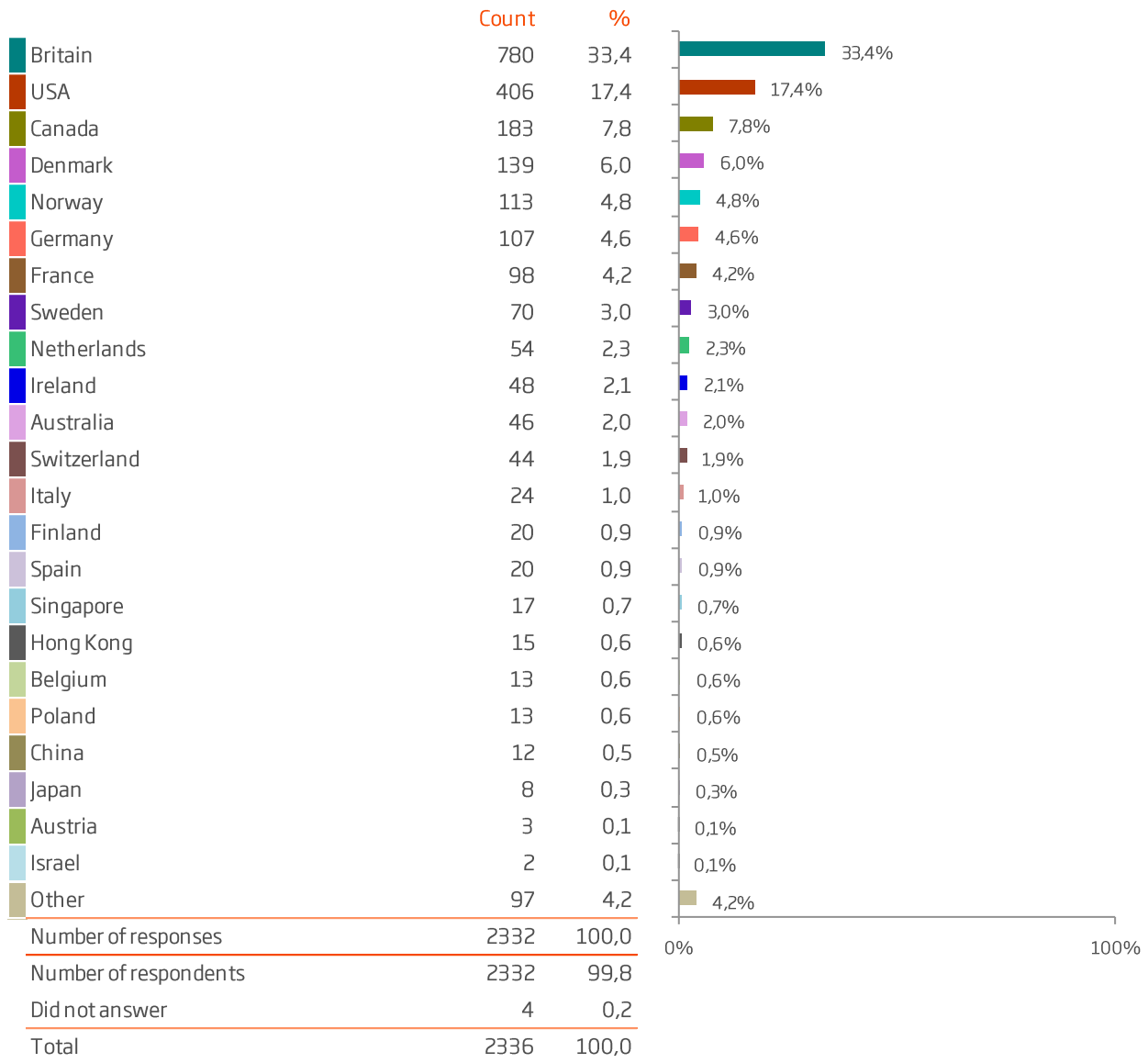
| | Number of answers | British | American | Canadian | Danish | Norwegian | French | German | Other |
|------------------------------------|-------------------|-------------|-------------|------------|------------|------------|------------|------------|-------------|
| | Count | % | % | % | % | % |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

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

COUNTRY OF RESIDENCE



Q.2. Country of residence





Q.2. Country of residence

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

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



Q.2. Country of residence

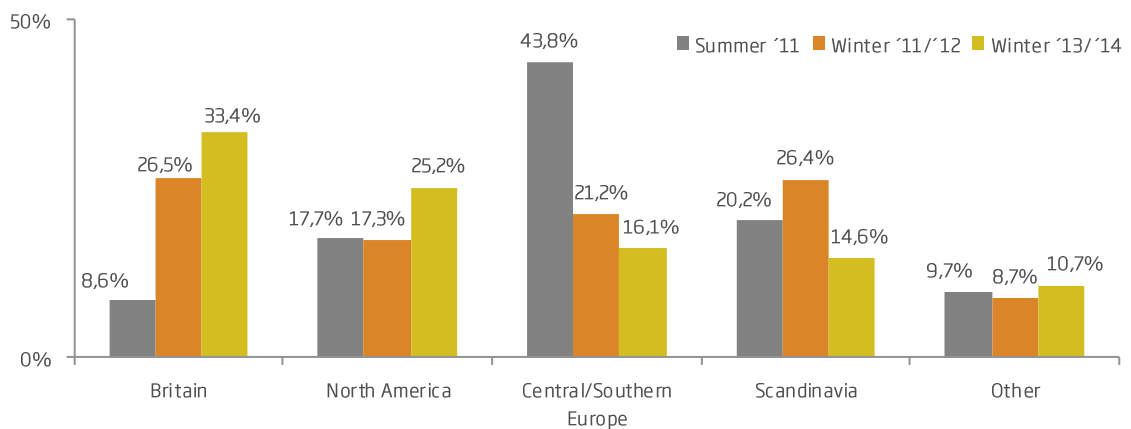
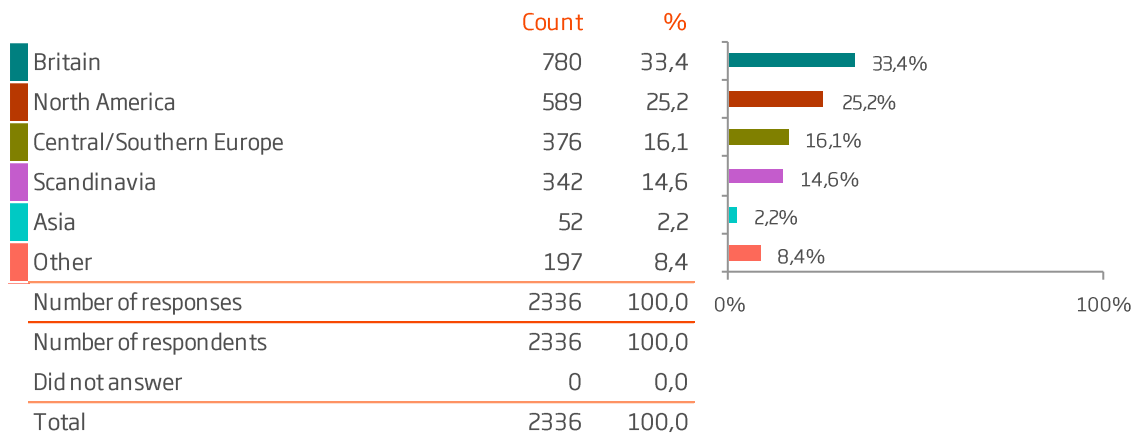
| | Number of answers | Britain | USA | Canada | Denmark | Norway | Germany | France | Other |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| | Count | % | % | % | % | % | %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

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

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



Q.3. Marketarea



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



Q.3. Marketarea

| | Number of answers | Britain | North America | Central/Southern Europe | Scandinavia | Asia | Other |
|--|-------------------|-------------|---------------|-------------------------|-------------|-------------|------------|
| | Count | % | % | % | % | % | % |
| Total | 2336 | 33,4 | 25,2 | 16,1 | 14,6 | 2,2 | 8,4 |
| Gender* | | | | | | | |
| Male | 992 | 33,4 | 24,0 | 17,8 | 16,3 | 1,1 | 7,4 |
| Female | 1330 | 33,8 | 25,7 | 14,7 | 13,5 | 3,1 | 9,2 |
| Age* | | | | | | | |
| 24 years and younger | 283 | 28,6 | 20,1 | 18,4 | 16,6 | 4,2 | 12,0 |
| 25-34 years | 725 | 30,6 | 25,8 | 18,5 | 13,0 | 2,9 | 9,2 |
| 35-44 years | 442 | 35,7 | 21,0 | 16,1 | 14,5 | 1,6 | 11,1 |
| 45-54 years | 373 | 40,8 | 18,8 | 16,9 | 17,4 | 1,6 | 4,6 |
| 55 years and older | 496 | 32,7 | 35,5 | 10,7 | 13,9 | 1,2 | 6,0 |
| What is your profession?* | | | | | | | |
| Managerial | 336 | 41,7 | 17,3 | 19,3 | 11,3 | 3,9 | 6,5 |
| Professionals (dr./lawyer/account. etc.) | 450 | 33,1 | 30,7 | 14,9 | 10,9 | 0,9 | 9,6 |
| Other professionals | 348 | 38,5 | 31,6 | 10,1 | 10,6 | 0,9 | 8,3 |
| Teacher/Medical care | 236 | 40,3 | 18,6 | 13,1 | 16,5 | 2,5 | 8,9 |
| Clerical/Service | 147 | 41,5 | 15,0 | 22,4 | 12,9 | 1,4 | 6,8 |
| Vocational/Technical | 76 | 27,6 | 17,1 | 15,8 | 32,9 | 1,3 | 5,3 |
| Unskilled | 18 | 27,8 | 5,6 | 16,7 | 27,8 | 11,1 | 11,1 |
| Student | 266 | 15,0 | 22,9 | 25,2 | 20,7 | 5,3 | 10,9 |
| Retired/Homemaker | 193 | 36,8 | 36,8 | 8,3 | 10,9 | 1,0 | 6,2 |
| Other | 231 | 25,1 | 27,3 | 16,9 | 21,2 | 1,3 | 8,2 |
| Household income* | | | | | | | |
| High | 995 | 34,5 | 30,2 | 12,6 | 13,6 | 1,9 | 7,3 |
| Average | 911 | 34,0 | 22,4 | 16,0 | 15,3 | 2,5 | 9,8 |
| Low | 326 | 27,3 | 19,6 | 24,8 | 19,6 | 1,2 | 7,4 |

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



Q.3. Marketarea

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

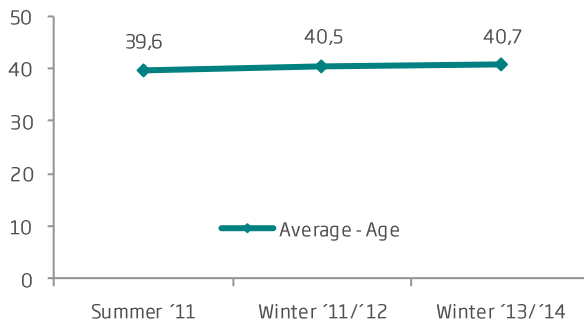
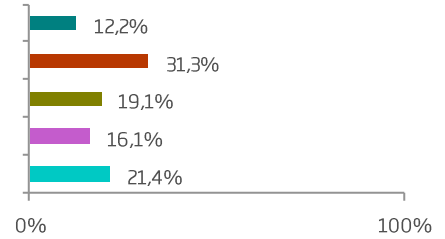
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

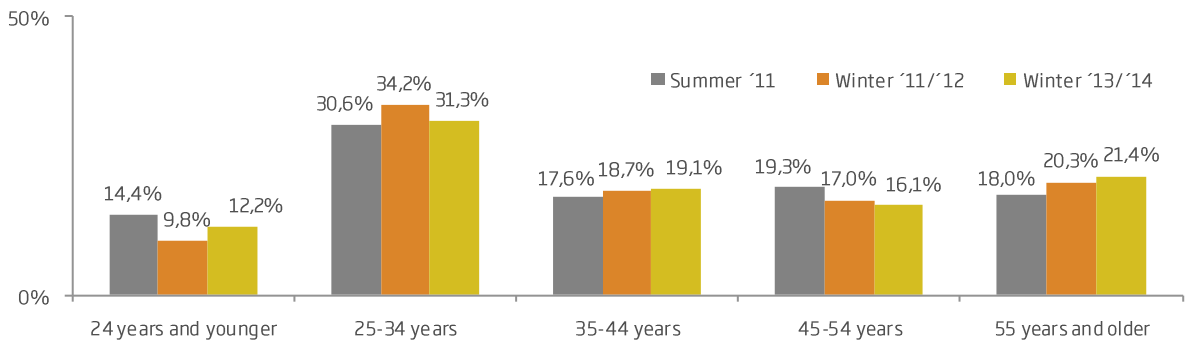


Q.4. Age

| | Count | % |
|-----------------------|-------|-------|
| 24 years and younger | 283 | 12,2 |
| 25-34 years | 725 | 31,3 |
| 35-44 years | 442 | 19,1 |
| 45-54 years | 373 | 16,1 |
| 55 years and older | 496 | 21,4 |
| Number of responses | 2319 | 100,0 |
| Number of respondents | 2319 | 99,3 |
| Did not answer | 17 | 0,7 |
| Total | 2336 | 100,0 |



Mean 40,67 years
Standard deviation 14,77 years





Q.4. Age

| | Number of answers | 24 years and younger | 25-34 years | 35-44 years | 45-54 years | 55 years and older | |
|--|-------------------|----------------------|-------------|-------------|-------------|--------------------|-------|
| | Count | % | % | % | % | % | |
| Total | 2319 | 12,2 | 31,3 | 19,1 | 16,1 | 21,4 | 40,67 |
| Gender | | | | | | | |
| Male | 981 | 11,6 | 28,8 | 20,9 | 17,1 | 21,5 | 41,09 |
| Female | 1324 | 12,8 | 33,2 | 17,9 | 15,3 | 20,8 | 40,17 |
| What is your profession?* | | | | | | | |
| Managerial | 333 | 0,9 | 30,9 | 26,7 | 24,9 | 16,5 | 42,39 |
| Professionals (dr./lawyer/account. etc.) | 445 | 5,6 | 37,8 | 22,7 | 18,7 | 15,3 | 40,11 |
| Other professionals | 345 | 5,8 | 30,4 | 25,5 | 17,4 | 20,9 | 41,76 |
| Teacher/Medical care | 235 | 7,7 | 32,8 | 21,3 | 14,9 | 23,4 | 41,00 |
| Clerical/Service | 147 | 9,5 | 38,1 | 17,7 | 23,1 | 11,6 | 38,78 |
| Vocational/Technical | 76 | 1,3 | 26,3 | 26,3 | 23,7 | 22,4 | 43,21 |
| Unskilled | 18 | 33,3 | 33,3 | 16,7 | 11,1 | 5,6 | 31,61 |
| Student | 266 | 59,4 | 33,5 | 6,0 | 1,1 | 0,0 | 24,61 |
| Retired/Homemaker | 192 | 0,5 | 2,6 | 1,0 | 4,7 | 91,1 | 63,71 |
| Other | 227 | 14,1 | 35,7 | 17,2 | 18,5 | 14,5 | 38,74 |
| Household income* | | | | | | | |
| High | 984 | 6,0 | 24,6 | 21,3 | 21,5 | 26,5 | 44,35 |
| Average | 906 | 10,8 | 36,0 | 19,4 | 13,2 | 20,5 | 39,92 |
| Low | 325 | 29,8 | 41,5 | 12,0 | 8,3 | 8,3 | 32,44 |
| Nationality* | | | | | | | |
| British | 716 | 9,5 | 28,1 | 19,7 | 20,3 | 22,5 | 41,93 |
| American | 400 | 9,8 | 33,3 | 16,8 | 10,8 | 29,5 | 42,50 |
| Canadian | 179 | 9,5 | 29,1 | 15,1 | 15,6 | 30,7 | 44,03 |
| Danish | 127 | 12,6 | 26,0 | 15,7 | 21,3 | 24,4 | 41,83 |
| Norwegian | 109 | 10,1 | 24,8 | 21,1 | 24,8 | 19,3 | 41,95 |
| French | 103 | 15,5 | 38,8 | 20,4 | 13,6 | 11,7 | 36,83 |
| German | 101 | 16,8 | 34,7 | 20,8 | 15,8 | 11,9 | 37,05 |
| Swedish | 67 | 11,9 | 32,8 | 19,4 | 16,4 | 19,4 | 40,01 |
| Dutch | 54 | 3,7 | 27,8 | 29,6 | 14,8 | 24,1 | 44,11 |
| Irish | 43 | 27,9 | 32,6 | 16,3 | 4,7 | 18,6 | 35,86 |
| Australian | 41 | 26,8 | 41,5 | 9,8 | 7,3 | 14,6 | 34,59 |
| Chinese | 35 | 34,3 | 48,6 | 2,9 | 11,4 | 2,9 | 29,83 |
| Italian | 32 | 6,3 | 21,9 | 25,0 | 25,0 | 21,9 | 42,63 |
| Swiss | 31 | 12,9 | 41,9 | 6,5 | 25,8 | 12,9 | 38,55 |
| Other | 281 | 17,1 | 35,2 | 25,3 | 10,3 | 12,1 | 36,91 |

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



Q.4. Age

| | Number of answers | 24 years and younger | 25-34 years | 35-44 years | 45-54 years | 55 years and older | |
|------------------------------------|-------------------|----------------------|-------------|-------------|-------------|--------------------|-------|
| | Count | % | % | % | % | % | |
| Total | 2319 | 12,2 | 31,3 | 19,1 | 16,1 | 21,4 | 40,67 |
| Market area* | | | | | | | |
| Britain | 775 | 10,5 | 28,6 | 20,4 | 19,6 | 20,9 | 41,24 |
| North America | 583 | 9,8 | 32,1 | 16,0 | 12,0 | 30,2 | 43,09 |
| Central/Southern Europe | 373 | 13,9 | 35,9 | 19,0 | 16,9 | 14,2 | 38,06 |
| Scandinavia | 339 | 13,9 | 27,7 | 18,9 | 19,2 | 20,4 | 40,52 |
| Asia | 52 | 23,1 | 40,4 | 13,5 | 11,5 | 11,5 | 35,42 |
| Other | 197 | 17,3 | 34,0 | 24,9 | 8,6 | 15,2 | 37,88 |
| Type of trip* | | | | | | | |
| Package tour | 561 | 10,2 | 23,9 | 19,6 | 16,9 | 29,4 | 43,88 |
| Individually-arranged tour | 1481 | 11,7 | 33,8 | 19,6 | 15,1 | 19,8 | 40,10 |
| Business-arranged tour | 94 | 10,6 | 14,9 | 22,3 | 36,2 | 16,0 | 42,73 |
| Purpose of visit* | | | | | | | |
| Vacation/holiday | 1929 | 11,2 | 32,1 | 19,0 | 15,3 | 22,4 | 40,96 |
| Conference/large meeting | 67 | 4,5 | 16,4 | 26,9 | 29,9 | 22,4 | 44,49 |
| Business/small meeting | 67 | 4,5 | 23,9 | 31,3 | 25,4 | 14,9 | 42,21 |
| Education and training | 84 | 35,7 | 17,9 | 16,7 | 11,9 | 17,9 | 35,62 |
| Visiting friends/relatives | 172 | 16,3 | 28,5 | 20,3 | 13,4 | 21,5 | 40,02 |
| Business incentives package | 15 | 0,0 | 33,3 | 6,7 | 53,3 | 6,7 | 44,13 |
| Temporary employment in Iceland | 22 | 36,4 | 40,9 | 18,2 | 4,5 | 0,0 | 28,86 |
| Event in Iceland (leisure related) | 136 | 16,9 | 34,6 | 26,5 | 13,2 | 8,8 | 36,15 |
| Health/medical treatment | 8 | 12,5 | 25,0 | 12,5 | 37,5 | 12,5 | 42,13 |
| Other | 133 | 12,0 | 20,3 | 16,5 | 24,8 | 26,3 | 44,04 |

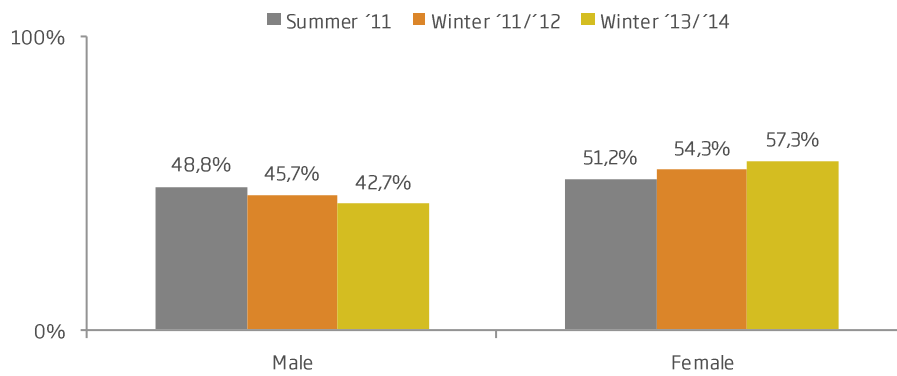
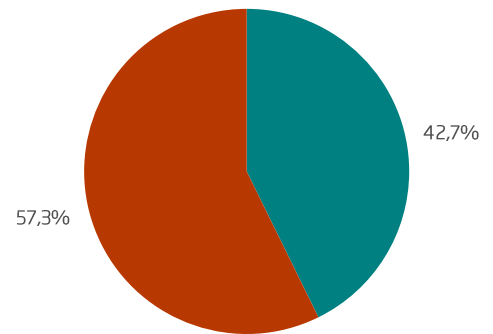
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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



Q.5. Gender

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





Q.5. Gender

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

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



Q.5. Gender

| | Number of answers | Male | Female | | |
|------------------------------------|-------------------|-------------|-------------|-----|-----|
| | Count | % | % | | |
| Total | 2322 | 42,7 | 57,3 | 43% | 57% |
| Nationality* | | | | | |
| British | 722 | 42,2 | 57,8 | 42% | 58% |
| American | 398 | 38,2 | 61,8 | 38% | 62% |
| Canadian | 178 | 44,9 | 55,1 | 45% | 55% |
| Danish | 128 | 48,4 | 51,6 | 48% | 52% |
| Norwegian | 109 | 46,8 | 53,2 | 47% | 53% |
| French | 103 | 41,7 | 58,3 | 42% | 58% |
| German | 103 | 49,5 | 50,5 | 50% | 50% |
| Swedish | 68 | 42,6 | 57,4 | 43% | 57% |
| Dutch | 51 | 47,1 | 52,9 | 47% | 53% |
| Irish | 43 | 27,9 | 72,1 | 28% | 72% |
| Australian | 41 | 39,0 | 61,0 | 39% | 61% |
| Chinese | 35 | 17,1 | 82,9 | 17% | 83% |
| Italian | 32 | 43,8 | 56,3 | 44% | 56% |
| Swiss | 31 | 58,1 | 41,9 | 58% | 42% |
| Other | 280 | 46,1 | 53,9 | 46% | 54% |
| Type of trip* | | | | | |
| Package tour | 564 | 35,8 | 64,2 | 36% | 64% |
| Individually-arranged tour | 1478 | 43,7 | 56,3 | 44% | 56% |
| Business-arranged tour | 94 | 55,3 | 44,7 | 55% | 45% |
| Purpose of visit* | | | | | |
| Vacation/holiday | 1933 | 41,0 | 59,0 | 41% | 59% |
| Conference/large meeting | 67 | 50,7 | 49,3 | 51% | 49% |
| Business/small meeting | 67 | 68,7 | 31,3 | 69% | 31% |
| Education and training | 84 | 41,7 | 58,3 | 42% | 58% |
| Visiting friends/relatives | 173 | 42,2 | 57,8 | 42% | 58% |
| Business incentives package | 15 | 73,3 | 26,7 | 73% | 27% |
| Temporary employment in Iceland | 22 | 45,5 | 54,5 | 45% | 55% |
| Event in Iceland (leisure related) | 137 | 55,5 | 44,5 | 55% | 45% |
| Health/medical treatment | 8 | 37,5 | 62,5 | 38% | 63% |

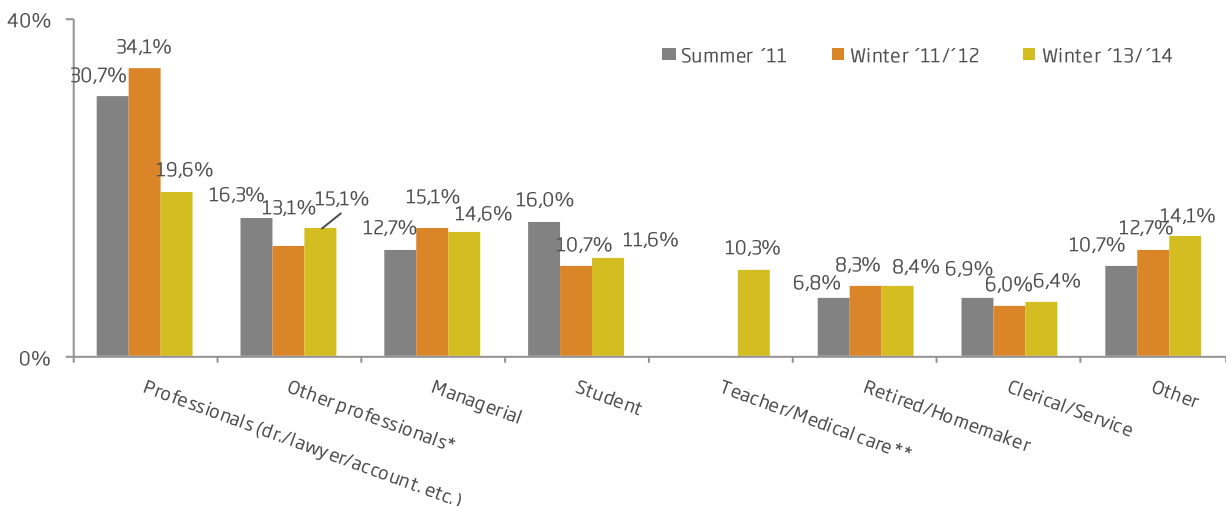
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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



Q.6. What is your profession?

| | Count | % |
|--|-------|-------|
| Professionals (dr./lawyer/account. etc.) | 450 | 19,6 |
| Other professionals | 348 | 15,1 |
| Managerial | 336 | 14,6 |
| Student | 266 | 11,6 |
| Teacher/Medical care | 236 | 10,3 |
| Retired/Homemaker | 193 | 8,4 |
| Clerical/Service | 147 | 6,4 |
| Vocational/Technical | 76 | 3,3 |
| Unskilled | 18 | 0,8 |
| Other | 231 | 10,0 |
| Number of responses | 2301 | 100,0 |
| Number of respondents | 2301 | 98,5 |
| Did not answer | 35 | 1,5 |
| Total | 2336 | 100,0 |



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

** This category is new



Q.6. What is your profession?

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

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



Q.6. What is your profession?

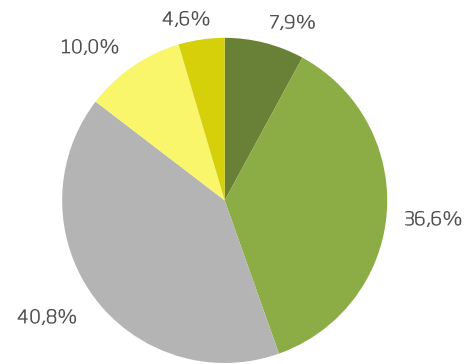
| | Number of answers | Professionals (dr./lawyer/a ccount. etc.) | Other professionals | Managerial | Student | Teacher/ Medical care | Retired/ Home- maker | Clerical/ Service | Other |
|------------------------------------|-------------------|--|------------------------|-------------|-------------|-----------------------------|----------------------------|---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

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

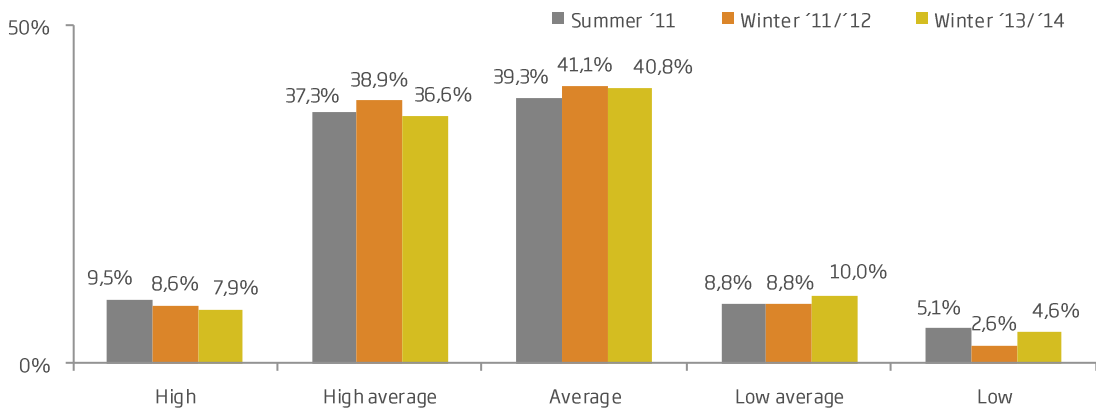


Q. 7. Compared to the general population in your country, how would you rate the level of your total household income?

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







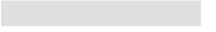




























Mean 3,33
Standard deviation 0,93



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










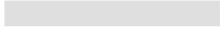


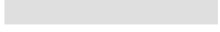

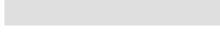
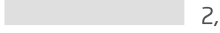
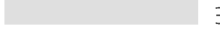
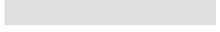
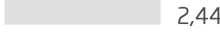
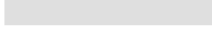
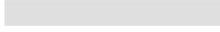
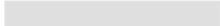
Q. 7. Compared to the general population in your country, how would you rate the level of your total household income?

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

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



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

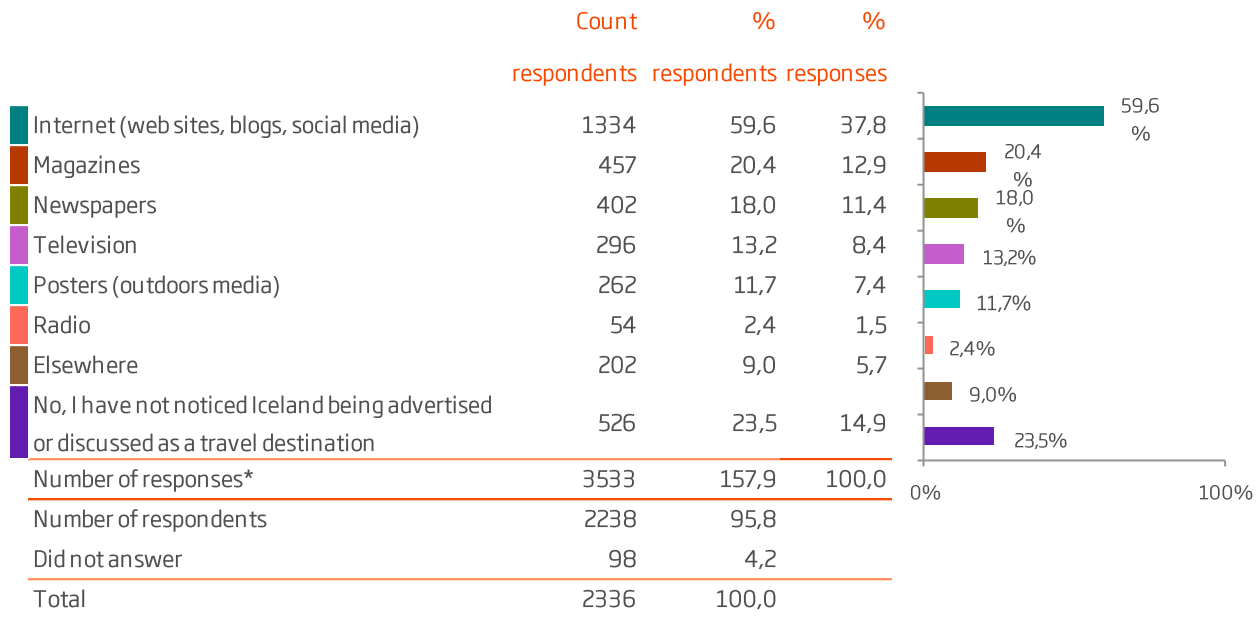
| | Number of answers | High | Average | Low | | |
|------------------------------------|-------------------|-------------|-------------|-------------|--|-------------|
| | Count | % | % | % | | |
| Total | 2232 | 44,6 | 40,8 | 14,6 |  | 3,33 |
| Market area* | | | | | | |
| Britain | 742 | 46,2 | 41,8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

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

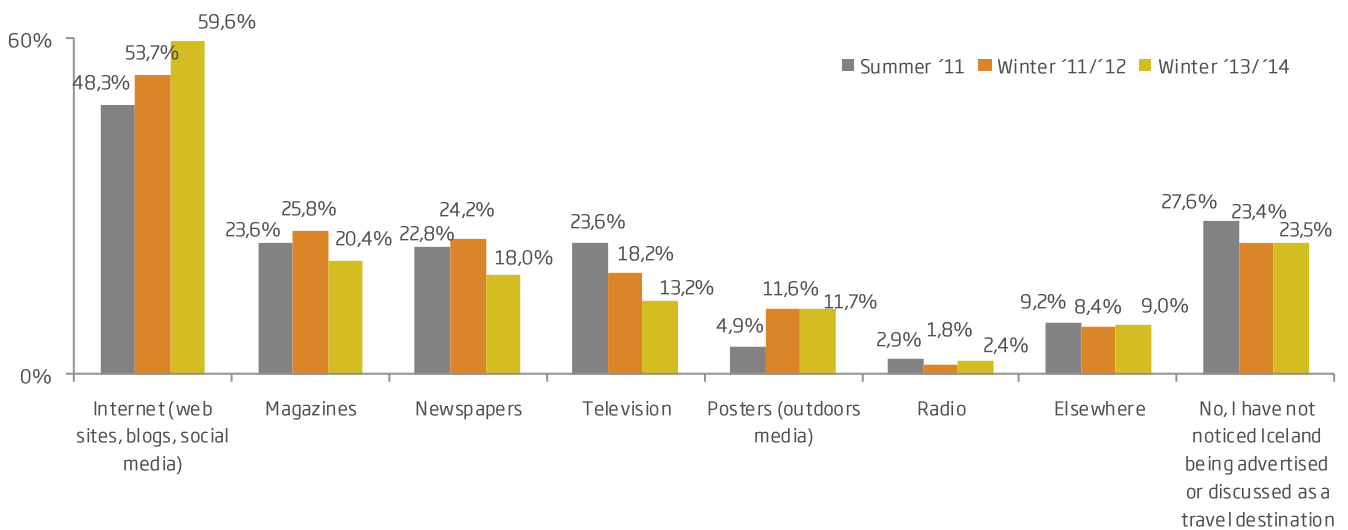
*Significant difference between groups according to ANOVA test ($p < 0,05$).



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



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





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

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

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

ICELAND AS A TRAVEL DESTINATION



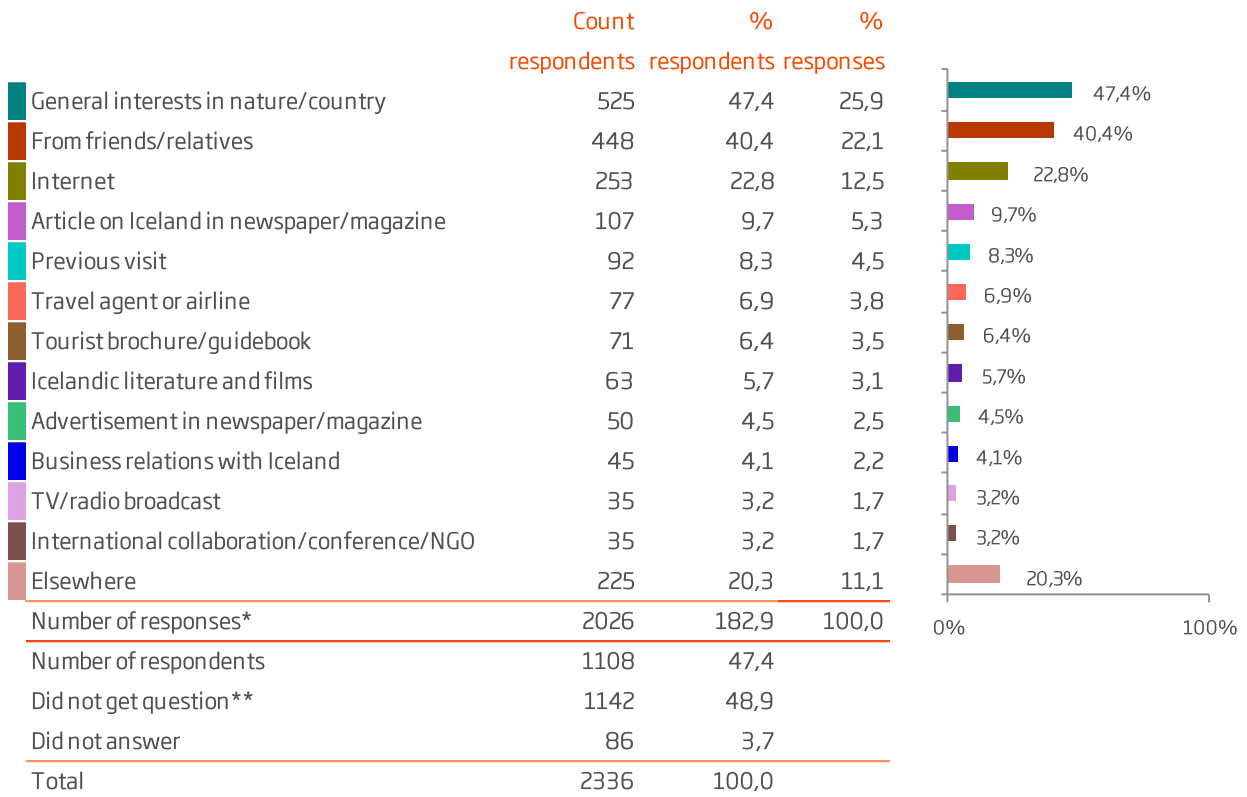
Q.8. Have you seen or heard about Iceland as a travel destination through advertising or media coverage during the last three months?

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

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

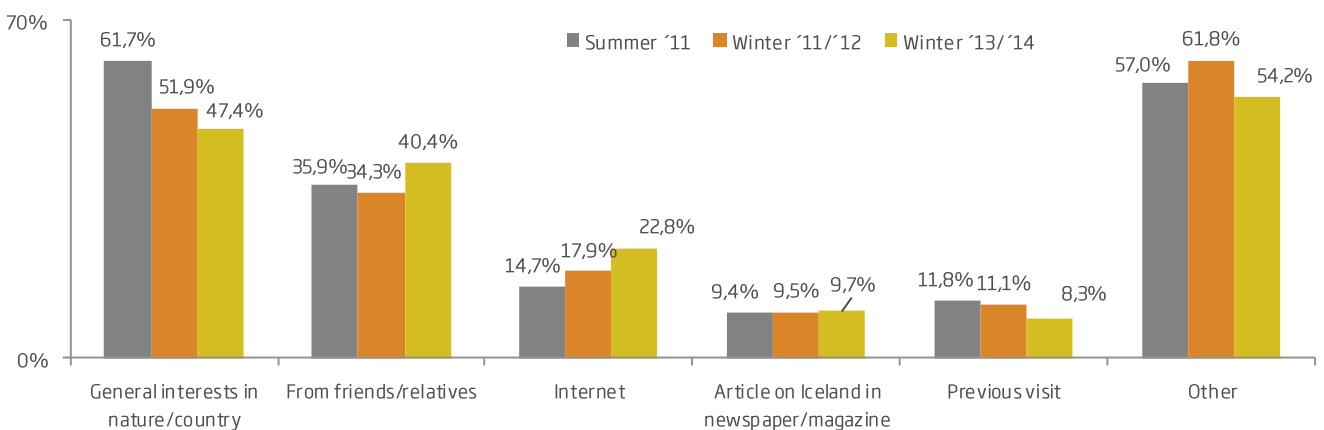


Q.9. Where did you get the idea of coming to Iceland?



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

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





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

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

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



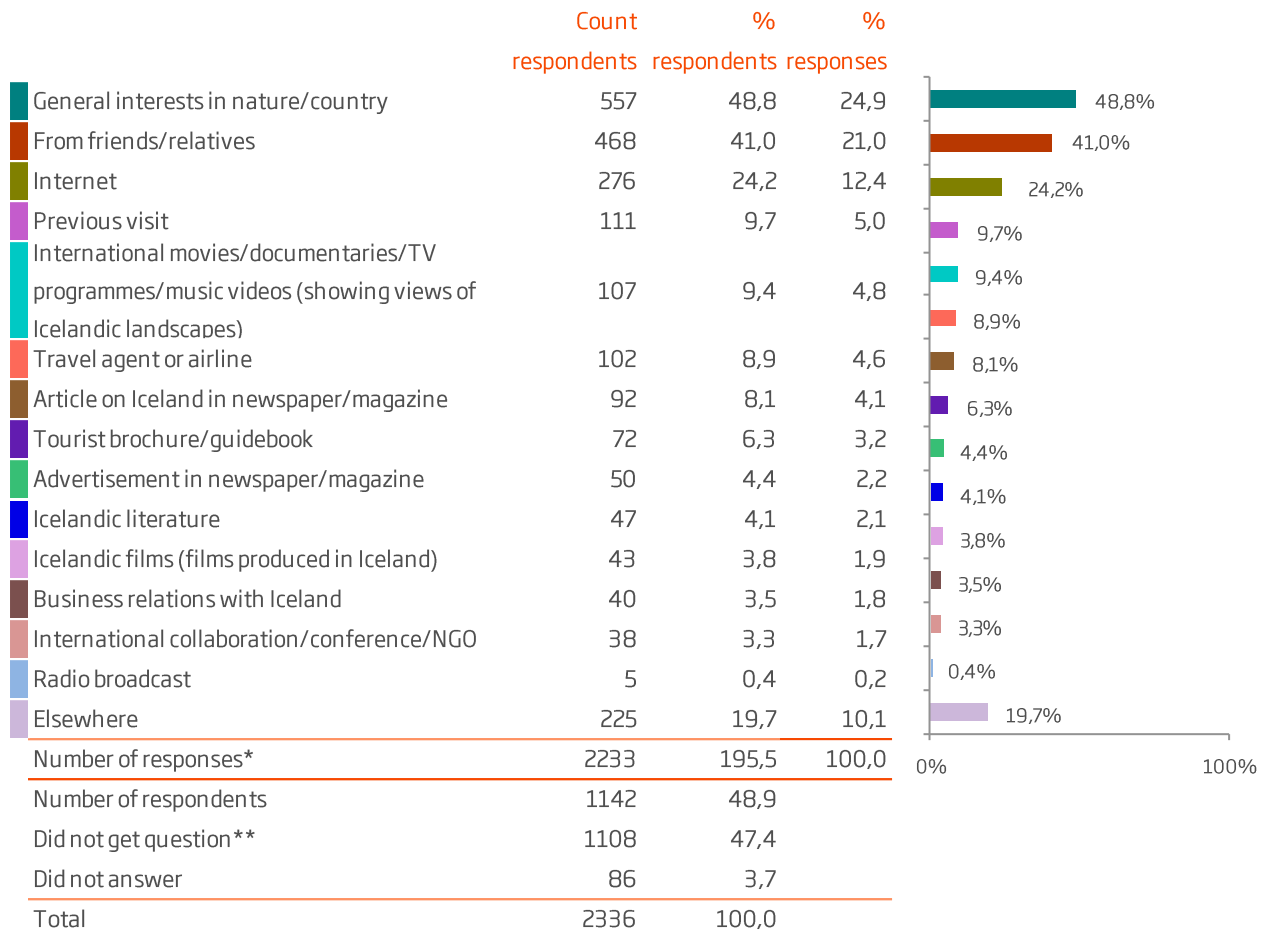
Q.9. Where did you get the idea of coming to Iceland?

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

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



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



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

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

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



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

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

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



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

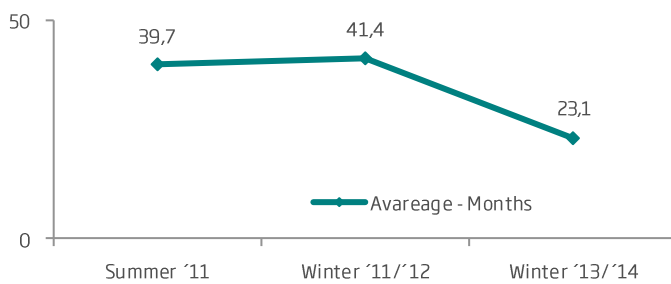
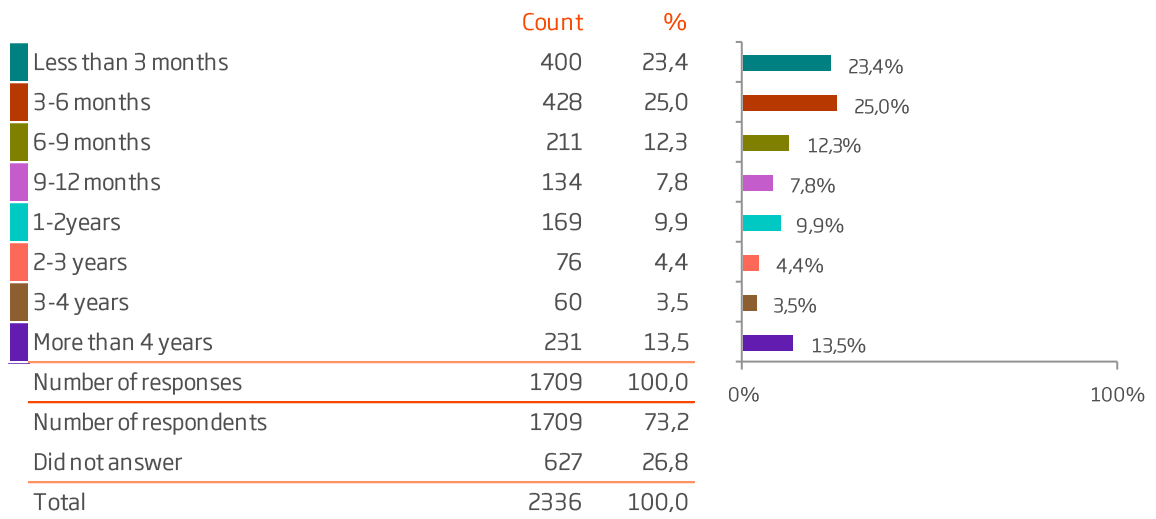
| | Count | General interests in nature/country % | From friends/relatives % | Internet % | Previous visit % | International movies etc. % | Elsewhere % |
|------------------------------------|-------------|---------------------------------------|--------------------------|-------------|------------------|-----------------------------|-------------|
| Total | 1142 | | | | | | |
| Nationality | | | | | | | |
| British | 349 | 50,7 | 34,1 | 23,8 | 8,0 | 7,4 | 42,1 |
| American | 206 | 47,6 | 50,5 | 28,6 | 4,4 | 10,2 | 51,0 |
| Canadian | 92 | 34,8 | 41,3 | 31,5 | 8,7 | 6,5 | 47,8 |
| Danish | 66 | 37,9 | 36,4 | 12,1 | 15,2 | 1,5 | 63,6 |
| Norwegian | 46 | 41,3 | 56,5 | 17,4 | 21,7 | 2,2 | 56,5 |
| French | 54 | 55,6 | 40,7 | 16,7 | 5,6 | 18,5 | 44,4 |
| German | 56 | 69,6 | 51,8 | 19,6 | 30,4 | 17,9 | 58,9 |
| Swedish | 30 | 33,3 | 46,7 | 10,0 | 16,7 | 6,7 | 50,0 |
| Dutch | 26 | 46,2 | 23,1 | 23,1 | 7,7 | 15,4 | 50,0 |
| Irish | 21 | 57,1 | 52,4 | 23,8 | 4,8 | 9,5 | 42,9 |
| Australian | 24 | 54,2 | 41,7 | 33,3 | 0,0 | 16,7 | 45,8 |
| Chinese | 17 | 47,1 | 41,2 | 29,4 | 0,0 | 17,6 | 17,6 |
| Italian | 13 | 69,2 | 30,8 | 0,0 | 0,0 | 0,0 | 46,2 |
| Swiss | 19 | 84,2 | 21,1 | 15,8 | 36,8 | 10,5 | 52,6 |
| Other | 123 | 46,3 | 40,7 | 31,7 | 8,9 | 12,2 | 47,2 |
| Type of trip | | | | | | | |
| Package tour | 272 | 52,2 | 33,8 | 32,4 | 5,1 | 7,0 | 52,6 |
| Individually-arranged tour | 780 | 49,9 | 45,0 | 23,8 | 12,1 | 10,5 | 44,5 |
| Business-arranged tour | 40 | 20,0 | 17,5 | 2,5 | 5,0 | 2,5 | 87,5 |
| Purpose of visit | | | | | | | |
| Vacation/holiday | 986 | 53,8 | 41,9 | 26,9 | 9,3 | 10,0 | 45,4 |
| Conference/large meeting | 36 | 19,4 | 16,7 | 8,3 | 16,7 | 2,8 | 91,7 |
| Business/small meeting | 30 | 20,0 | 23,3 | 3,3 | 6,7 | 3,3 | 80,0 |
| Education and training | 37 | 27,0 | 35,1 | 10,8 | 10,8 | 8,1 | 83,8 |
| Visiting friends/relatives | 98 | 34,7 | 76,5 | 11,2 | 33,7 | 5,1 | 50,0 |
| Business incentives package | 8 | 0,0 | 12,5 | 0,0 | 0,0 | 0,0 | 87,5 |
| Temporary employment in Iceland | 12 | 41,7 | 33,3 | 16,7 | 25,0 | 25,0 | 66,7 |
| Event in Iceland (leisure related) | 78 | 34,6 | 47,4 | 23,1 | 21,8 | 7,7 | 53,8 |
| Health/medical treatment | 5 | 60,0 | 80,0 | 40,0 | 40,0 | 40,0 | 80,0 |
| Other | 64 | 32,8 | 40,6 | 26,6 | 9,4 | 14,1 | 60,9 |

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

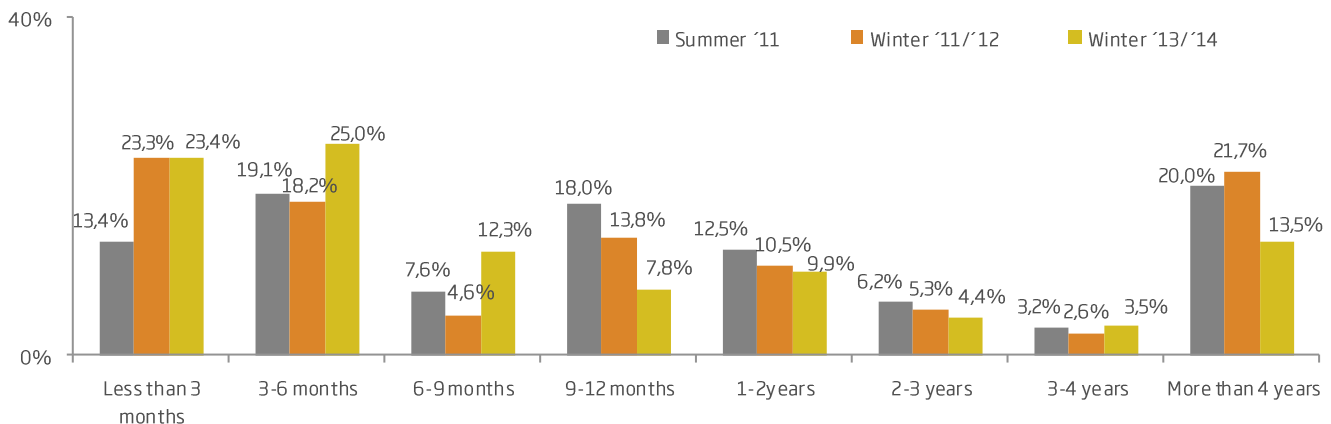
FIRST CONSIDERING OF COMING TO ICELAND



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



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



FIRST CONSIDERING OF COMING TO ICELAND



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

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

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

FIRST CONSIDERING OF COMING TO ICELAND



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

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

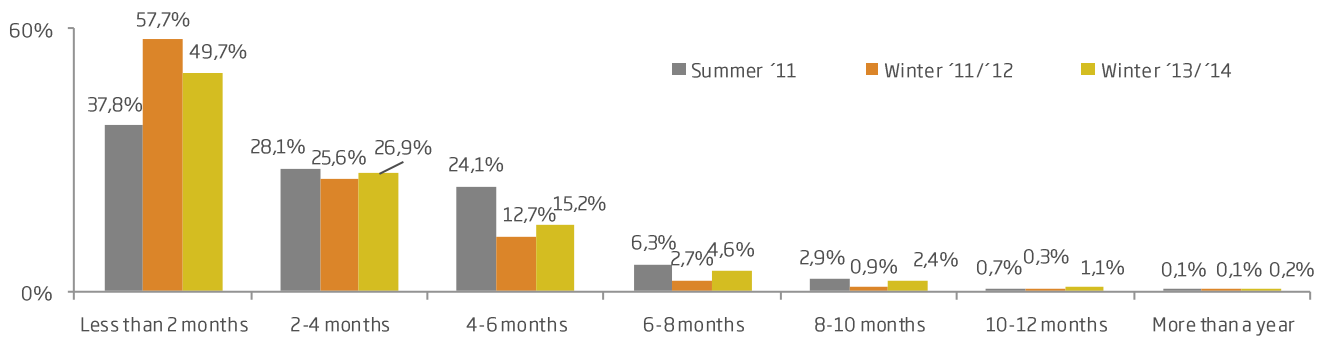
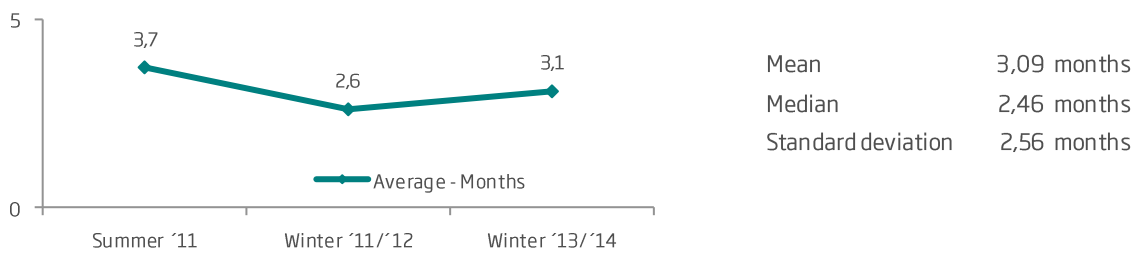
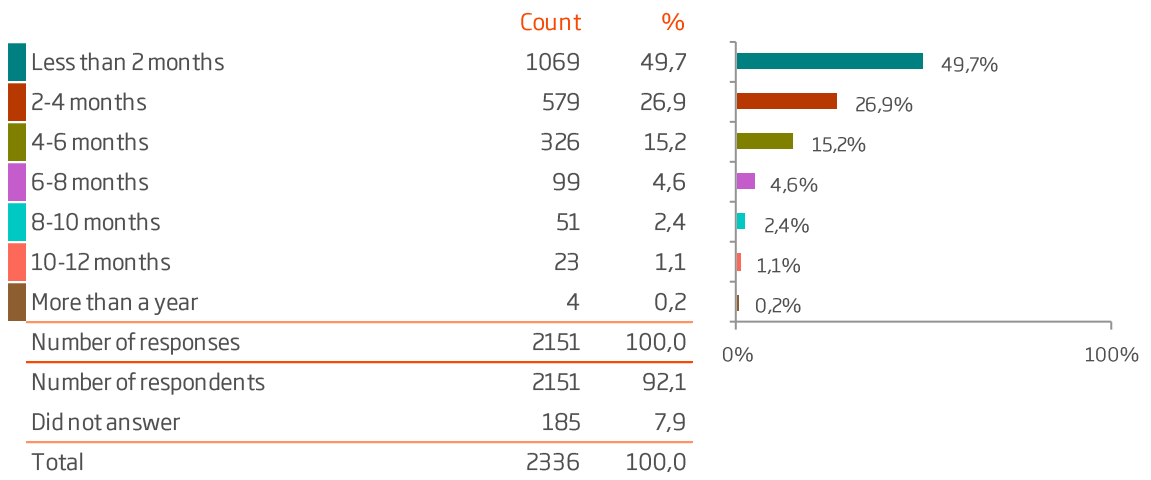
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

TIME BETWEEN BOOKING AND DEPARTURE



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



TIME BETWEEN BOOKING AND DEPARTURE



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

| | Number of answers | Less than 2 months | 2-4 months | 4-6 months | 6-8 months | More than 8 months | |
|--|-------------------|--------------------|-------------|-------------|------------|--------------------|------|
| | Count | % | % | % | % | % | |
| Total | 2151 | 49,7 | 26,9 | 15,2 | 4,6 | 3,6 | 3,09 |
| Gender* | | | | | | | |
| Male | 906 | 54,2 | 23,8 | 14,0 | 4,5 | 3,4 | 2,94 |
| Female | 1232 | 46,4 | 28,9 | 16,2 | 4,7 | 3,8 | 3,20 |
| Age | | | | | | | |
| 24 years and younger | 242 | 56,2 | 20,7 | 14,9 | 4,1 | 4,1 | 2,88 |
| 25-34 years | 672 | 50,3 | 26,8 | 13,4 | 5,8 | 3,7 | 3,12 |
| 35-44 years | 405 | 46,4 | 27,9 | 17,0 | 4,7 | 4,0 | 3,20 |
| 45-54 years | 343 | 49,9 | 29,2 | 14,3 | 3,2 | 3,5 | 2,94 |
| 55 years and older | 472 | 48,3 | 27,8 | 16,7 | 4,0 | 3,2 | 3,16 |
| What is your profession?* | | | | | | | |
| Managerial | 318 | 48,7 | 28,9 | 16,4 | 3,8 | 2,2 | 2,95 |
| Professionals (dr./lawyer/account. etc.) | 424 | 49,5 | 30,0 | 14,2 | 3,8 | 2,6 | 2,94 |
| Other professionals | 318 | 46,2 | 24,8 | 19,2 | 5,0 | 4,7 | 3,27 |
| Teacher/Medical care | 218 | 44,0 | 26,6 | 15,1 | 6,4 | 7,8 | 3,69 |
| Clerical/Service | 136 | 45,6 | 31,6 | 15,4 | 4,4 | 2,9 | 3,08 |
| Vocational/Technical | 68 | 51,5 | 27,9 | 11,8 | 7,4 | 1,5 | 2,81 |
| Unskilled | 13 | 53,8 | 23,1 | 23,1 | 0,0 | 0,0 | 2,73 |
| Student | 234 | 59,0 | 23,1 | 11,1 | 4,7 | 2,1 | 2,80 |
| Retired/Homemaker | 182 | 45,1 | 28,6 | 17,0 | 3,8 | 5,5 | 3,42 |
| Other | 216 | 56,0 | 23,1 | 13,0 | 4,6 | 3,2 | 2,86 |
| Household income | | | | | | | |
| High | 941 | 48,5 | 27,2 | 17,3 | 3,6 | 3,4 | 3,09 |
| Average | 823 | 48,0 | 28,4 | 14,3 | 5,3 | 3,9 | 3,18 |
| Low | 304 | 56,3 | 23,4 | 11,2 | 5,9 | 3,3 | 2,83 |
| Market area* | | | | | | | |
| Britain | 713 | 42,6 | 30,7 | 16,4 | 5,2 | 5,0 | 3,41 |
| North America | 554 | 41,3 | 30,1 | 20,2 | 5,1 | 3,2 | 3,37 |
| Central/Southern Europe | 348 | 56,3 | 23,0 | 12,9 | 4,9 | 2,9 | 2,75 |
| Scandinavia | 308 | 68,2 | 20,5 | 6,8 | 3,2 | 1,3 | 2,24 |
| Asia | 48 | 64,6 | 20,8 | 14,6 | 0,0 | 0,0 | 2,27 |
| Other | 180 | 55,0 | 22,2 | 13,3 | 3,9 | 5,6 | 3,25 |

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

TIME BETWEEN BOOKING AND DEPARTURE



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

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

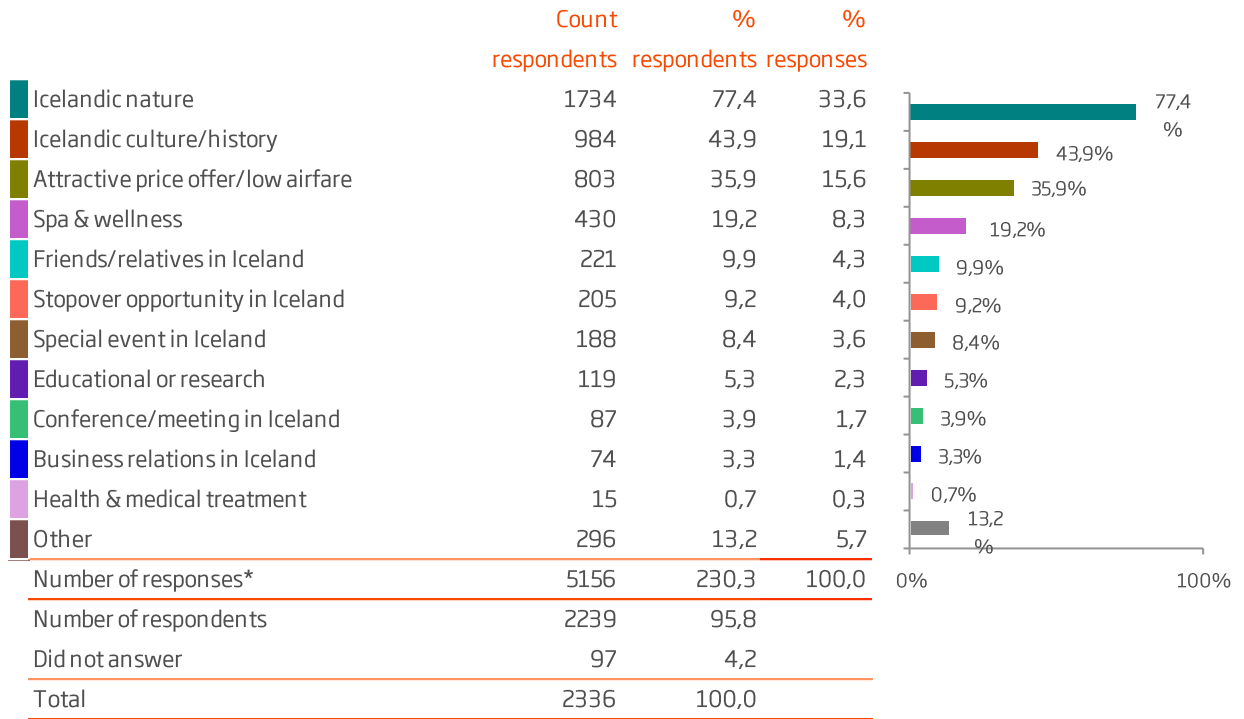
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

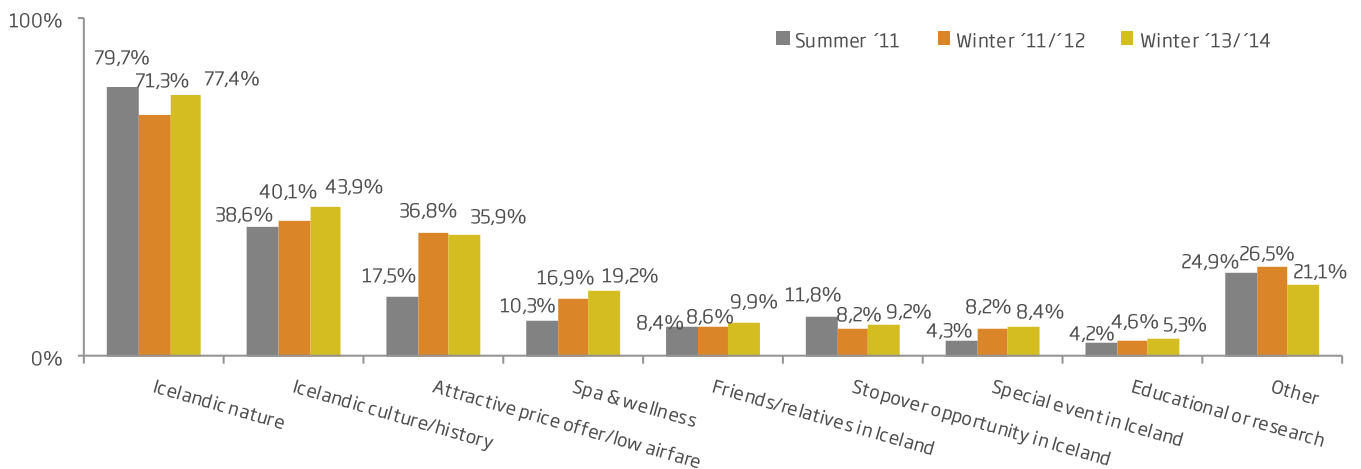
FACTORS CONCERNING DECISION TO VISIT ICELAND



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



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



FACTORS CONCERNING DECISION TO VISIT ICELAND



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

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

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

FACTORS CONCERNING DECISION TO VISIT ICELAND



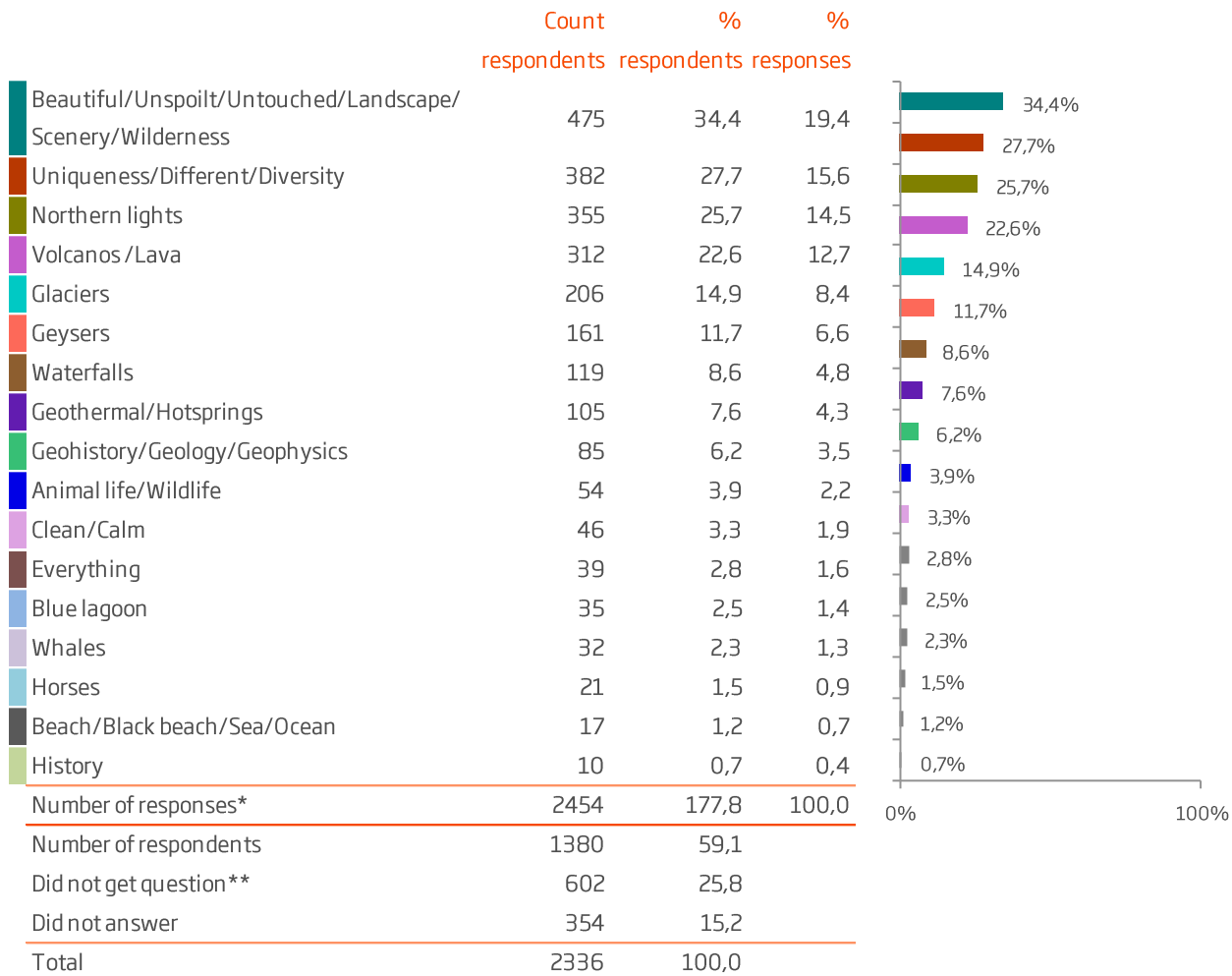
Q.13. Which of the following factors had a major impact on your decision to visit Iceland?

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

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



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



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

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



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

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

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



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

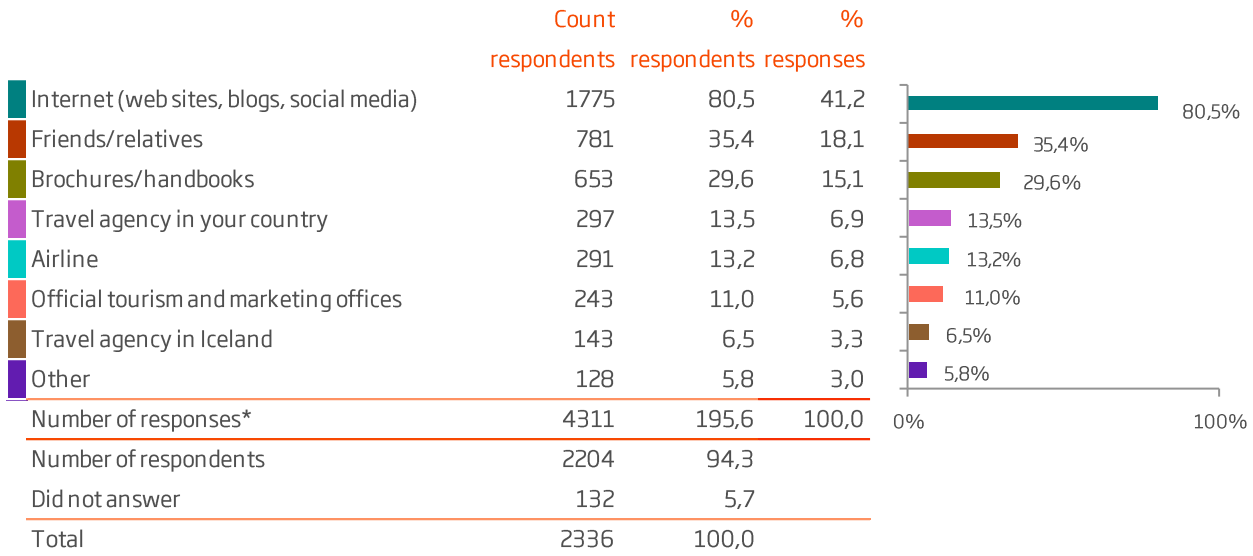
| | Count | Beautiful/ Unspoilt/ Untouched/ Landscape/ Scenery/ Viðátta | Uniqueness/ Different/ Diversity | Northern lights | Volcanos / Lava | Glaciers | Geysers | Waterfalls | Other |
|------------------------------------|-------------|--|--|--------------------|--------------------|-------------|-------------|-------------|-------------|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

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

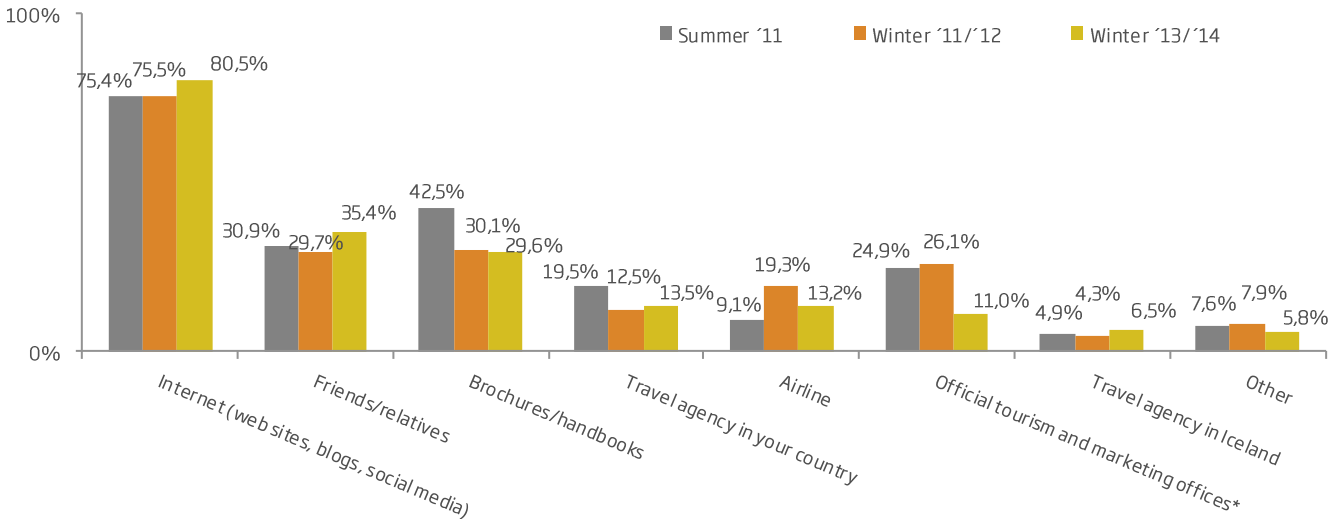
SOURCES OF INFORMATION ON ICELAND



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



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



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



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

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

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



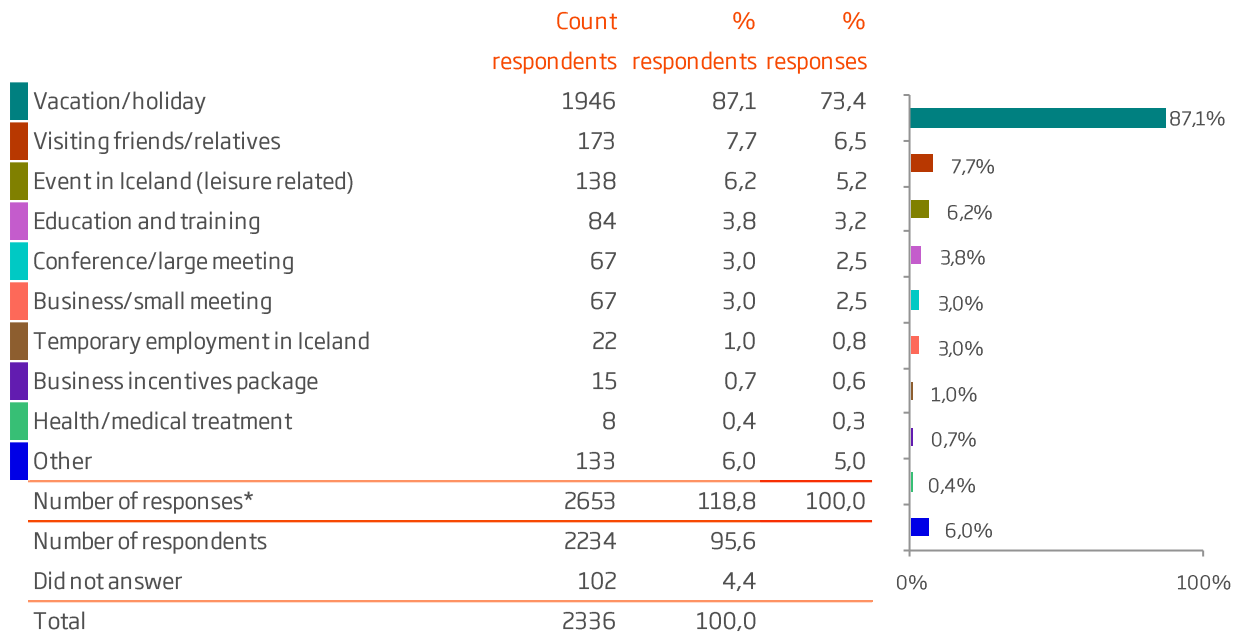
Q.15. From which of the following sources did you get information on Iceland when deciding on travelling to Iceland?

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

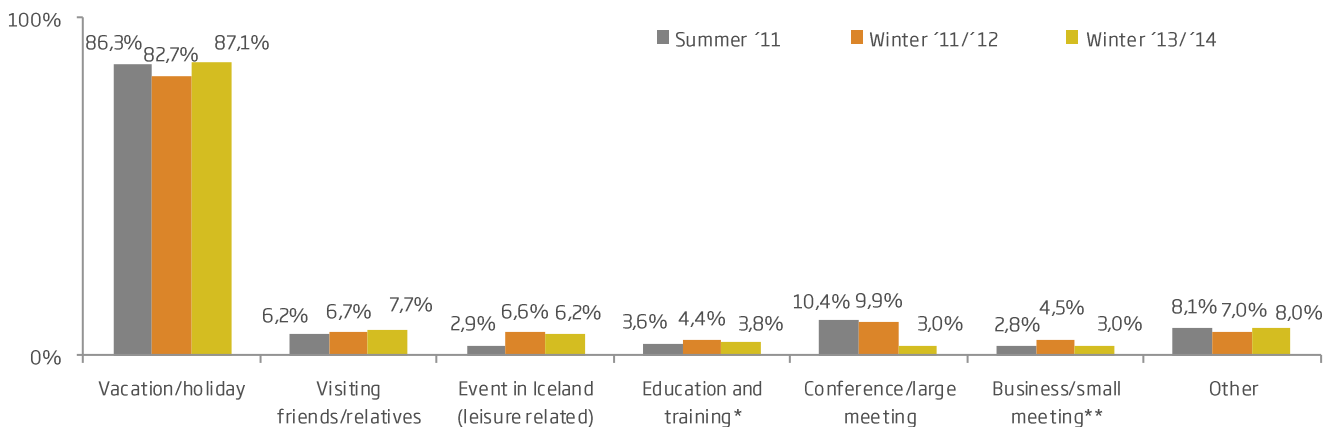
When respondents can choose more than one answer, significance between groups is not calculated.



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



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



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

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



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

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

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



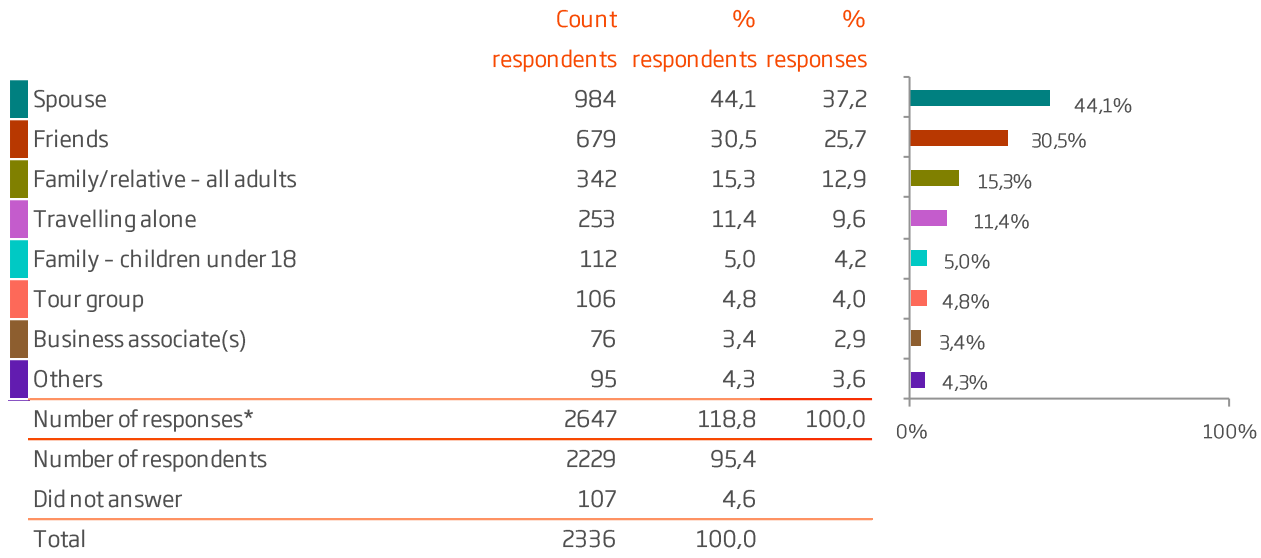
Q.16. What was the purpose of your visit?

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

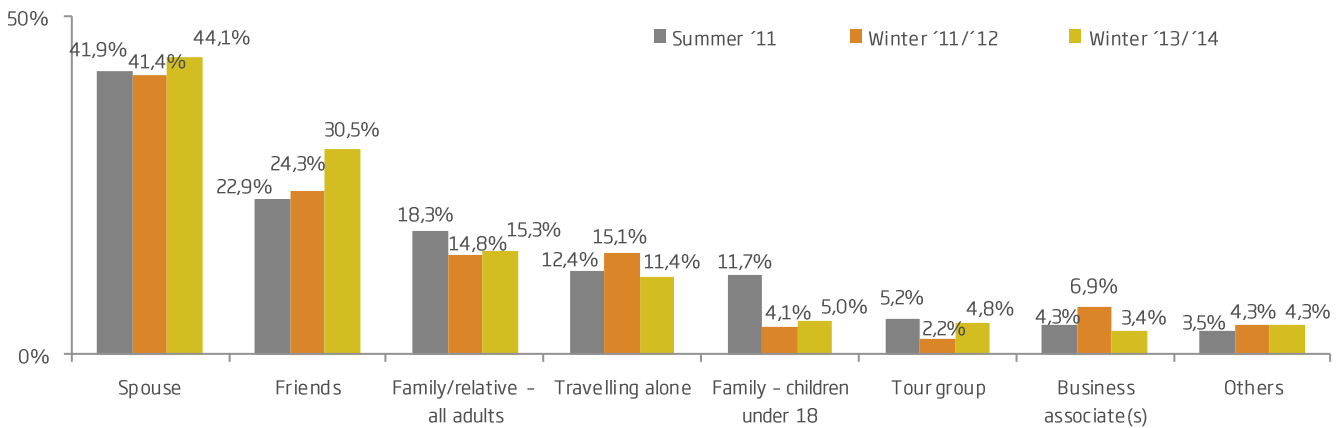
When respondents can choose more than one answer, significance between groups is not calculated.



Q.17. With whom were you travelling?



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





Q.17. With whom were you travelling?

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

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



Q.17. With whom were you travelling?

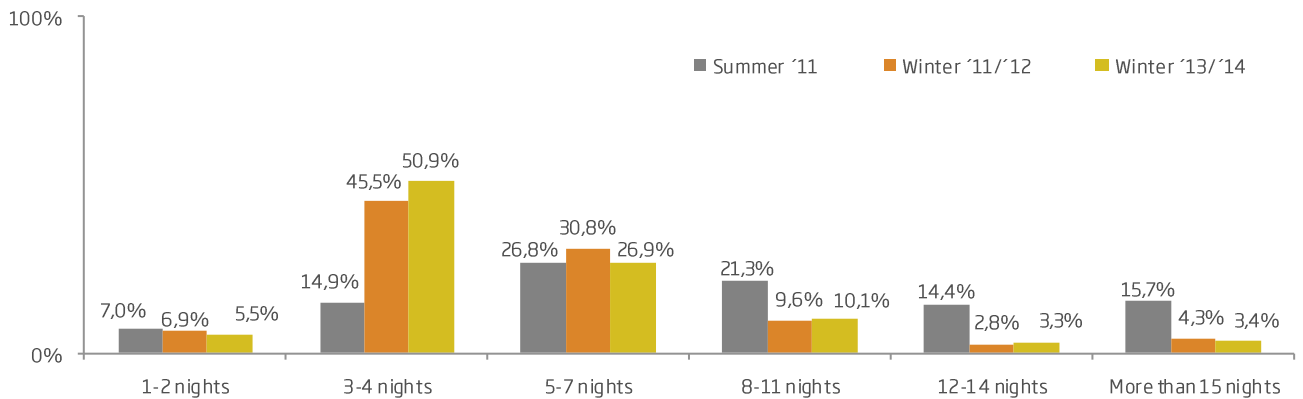
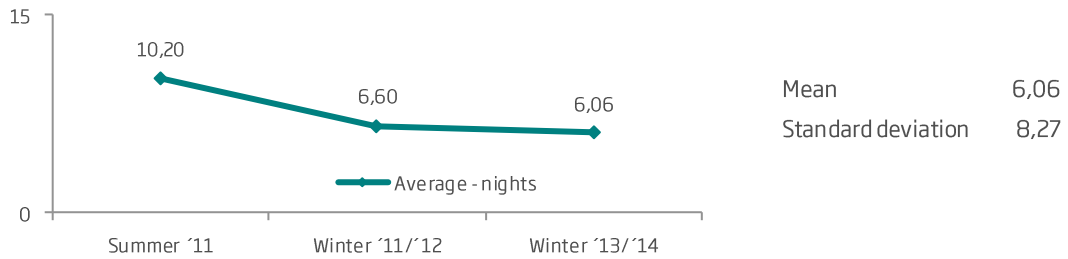
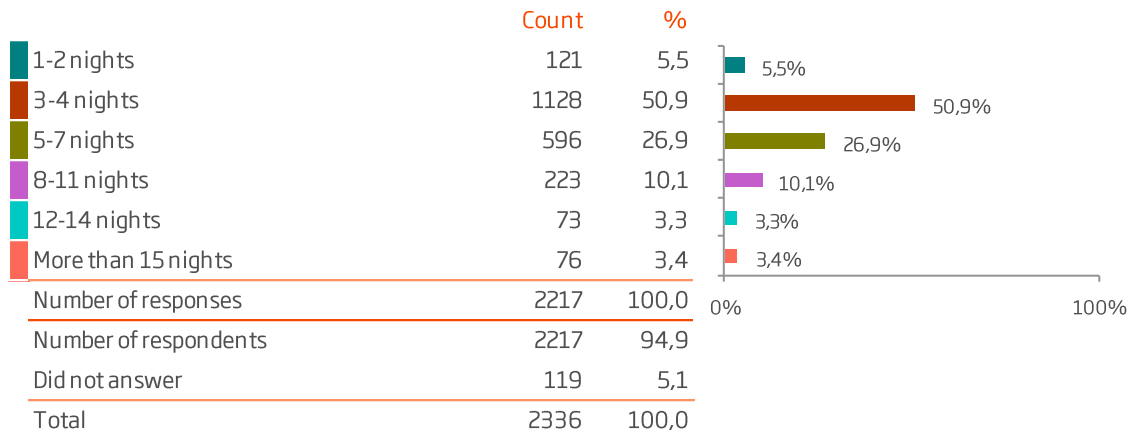
| | Count | Spouse % | Friends % | Family/ relative – all adults % | Travelling alone % | Family – children under 18 % | Tour group % | Others % |
|------------------------------------|-------------|-------------|--------------|--|--------------------------|---------------------------------------|-----------------|-------------|
| Total | 2229 | | | | | | | |
| Nationality | | | | | | | | |
| British | 685 | 54,9 | 27,0 | 15,6 | 4,1 | 5,3 | 4,7 | 5,0 |
| American | 385 | 40,8 | 34,8 | 18,4 | 13,2 | 3,9 | 2,6 | 5,7 |
| Canadian | 174 | 49,4 | 27,0 | 15,5 | 14,9 | 6,3 | 2,3 | 5,7 |
| Danish | 126 | 40,5 | 20,6 | 15,9 | 14,3 | 9,5 | 7,1 | 22,2 |
| Norwegian | 101 | 24,8 | 35,6 | 15,8 | 11,9 | 5,9 | 9,9 | 22,8 |
| French | 97 | 50,5 | 24,7 | 15,5 | 9,3 | 6,2 | 2,1 | 5,2 |
| German | 103 | 54,4 | 26,2 | 6,8 | 16,5 | 1,9 | 1,0 | 6,8 |
| Swedish | 61 | 27,9 | 27,9 | 18,0 | 9,8 | 14,8 | 9,8 | 11,5 |
| Dutch | 51 | 41,2 | 23,5 | 19,6 | 11,8 | 2,0 | 7,8 | 5,9 |
| Irish | 42 | 40,5 | 40,5 | 14,3 | 2,4 | 2,4 | 19,0 | 14,3 |
| Australian | 40 | 50,0 | 22,5 | 15,0 | 15,0 | 2,5 | 2,5 | 2,5 |
| Chinese | 33 | 15,2 | 57,6 | 15,2 | 18,2 | 0,0 | 3,0 | 0,0 |
| Italian | 32 | 25,0 | 40,6 | 6,3 | 15,6 | 6,3 | 15,6 | 15,6 |
| Swiss | 31 | 38,7 | 25,8 | 12,9 | 22,6 | 3,2 | 0,0 | 6,5 |
| Other | 268 | 31,3 | 39,2 | 13,1 | 20,5 | 3,4 | 4,9 | 6,3 |
| Type of trip | | | | | | | | |
| Package tour | 567 | 51,0 | 30,2 | 15,0 | 4,2 | 4,4 | 11,6 | 4,1 |
| Individually-arranged tour | 1488 | 44,6 | 31,3 | 16,2 | 12,6 | 5,8 | 1,8 | 6,3 |
| Business-arranged tour | 94 | 18,1 | 12,8 | 8,5 | 21,3 | 2,1 | 11,7 | 50,0 |
| Purpose of visit | | | | | | | | |
| Vacation/holiday | 1943 | 48,2 | 32,1 | 17,0 | 8,1 | 5,4 | 3,8 | 5,0 |
| Conference/large meeting | 67 | 20,9 | 9,0 | 4,5 | 32,8 | 4,5 | 1,5 | 40,3 |
| Business/small meeting | 67 | 19,4 | 6,0 | 1,5 | 34,3 | 0,0 | 3,0 | 43,3 |
| Education and training | 84 | 13,1 | 20,2 | 7,1 | 27,4 | 3,6 | 36,9 | 27,4 |
| Visiting friends/relatives | 172 | 34,3 | 32,0 | 16,3 | 25,0 | 7,6 | 1,7 | 7,0 |
| Business incentives package | 15 | 20,0 | 13,3 | 0,0 | 26,7 | 0,0 | 6,7 | 60,0 |
| Temporary employment in Iceland | 21 | 23,8 | 19,0 | 9,5 | 42,9 | 0,0 | 0,0 | 38,1 |
| Event in Iceland (leisure related) | 137 | 27,0 | 48,2 | 10,2 | 15,3 | 1,5 | 6,6 | 8,0 |
| Health/medical treatment | 8 | 37,5 | 25,0 | 37,5 | 12,5 | 0,0 | 0,0 | 0,0 |
| Other | 133 | 34,6 | 22,6 | 12,8 | 20,3 | 5,3 | 12,0 | 18,8 |

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

TOTAL LENGTH OF STAY IN ICELAND



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



TOTAL LENGTH OF STAY IN ICELAND



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

| | Number of answers | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | |
|--|-------------------|------------|-------------|-------------|-------------|--------------|---------------------|---------|
| | Count | % | % | % | % | % | % | |
| Total | 2217 | 5,5 | 50,9 | 26,9 | 10,1 | 3,3 | 3,4 | ■ 6,06 |
| Gender | | | | | | | | |
| Male | 934 | 6,9 | 48,3 | 27,1 | 10,4 | 3,9 | 3,5 | ■ 6,15 |
| Female | 1269 | 4,5 | 53,3 | 26,5 | 9,5 | 2,8 | 3,4 | ■ 5,97 |
| Age* | | | | | | | | |
| 24 years and younger | 256 | 4,3 | 46,5 | 29,3 | 8,2 | 5,1 | 6,6 | ■ 8,64 |
| 25-34 years | 682 | 4,8 | 50,4 | 25,7 | 11,0 | 4,0 | 4,1 | ■ 6,29 |
| 35-44 years | 427 | 5,2 | 53,6 | 23,7 | 11,7 | 2,6 | 3,3 | ■ 5,80 |
| 45-54 years | 357 | 6,7 | 54,1 | 26,9 | 7,3 | 3,1 | 2,0 | ■ 5,14 |
| 55 years and older | 478 | 6,3 | 49,4 | 29,5 | 10,5 | 2,3 | 2,1 | ■ 5,31 |
| What is your profession?* | | | | | | | | |
| Managerial | 329 | 6,4 | 54,7 | 25,8 | 8,5 | 3,0 | 1,5 | ■ 4,96 |
| Professionals (dr./lawyer/account. etc.) | 425 | 7,5 | 51,3 | 26,8 | 9,9 | 2,6 | 1,9 | ■ 5,24 |
| Other professionals | 324 | 5,9 | 51,5 | 26,5 | 10,5 | 2,8 | 2,8 | ■ 5,82 |
| Teacher/Medical care | 229 | 3,5 | 58,1 | 26,2 | 7,4 | 3,5 | 1,3 | ■ 5,46 |
| Clerical/Service | 141 | 5,7 | 55,3 | 24,8 | 8,5 | 2,1 | 3,5 | ■ 5,35 |
| Vocational/Technical | 72 | 5,6 | 51,4 | 26,4 | 6,9 | 5,6 | 4,2 | ■ 5,85 |
| Unskilled | 13 | 0,0 | 53,8 | 15,4 | 7,7 | 15,4 | 7,7 | ■ 10,92 |
| Student | 247 | 4,9 | 38,5 | 29,1 | 13,4 | 4,9 | 9,3 | ■ 9,47 |
| Retired/Homemaker | 186 | 5,4 | 51,6 | 29,0 | 9,7 | 1,6 | 2,7 | ■ 5,49 |
| Other | 224 | 2,2 | 46,9 | 29,0 | 12,1 | 4,5 | 5,4 | ■ 6,67 |
| Household income* | | | | | | | | |
| High | 959 | 6,0 | 52,8 | 27,0 | 9,6 | 2,7 | 1,9 | ■ 5,23 |
| Average | 862 | 5,1 | 52,4 | 26,3 | 9,7 | 3,1 | 3,2 | ■ 5,98 |
| Low | 308 | 3,9 | 42,2 | 28,6 | 11,7 | 4,9 | 8,8 | ■ 8,58 |
| Market area* | | | | | | | | |
| Britain | 743 | 3,4 | 72,9 | 19,1 | 3,9 | 0,4 | 0,3 | ■ 4,18 |
| North America | 562 | 8,4 | 35,6 | 35,8 | 13,7 | 3,4 | 3,2 | ■ 5,95 |
| Central/Southern Europe | 359 | 2,8 | 25,1 | 32,9 | 20,3 | 10,0 | 8,9 | ■ 10,03 |
| Scandinavia | 324 | 8,6 | 57,1 | 24,7 | 4,9 | 1,2 | 3,4 | ■ 5,74 |
| Asia | 48 | 6,3 | 45,8 | 20,8 | 16,7 | 8,3 | 2,1 | ■ 5,65 |
| Other | 181 | 4,4 | 49,2 | 24,9 | 11,0 | 3,9 | 6,6 | ■ 6,92 |

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

TOTAL LENGTH OF STAY IN ICELAND



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

| | Number of answers | 1-2 nights | 3-4 nights | 5-7 nights | 8-11nights | 12-14 nights | More than 15 nights | |
|------------------------------------|-------------------|------------|-------------|-------------|-------------|--------------|---------------------|-------|
| | Count | % | % | % | % | % | % | |
| Total | 2217 | 5,5 | 50,9 | 26,9 | 10,1 | 3,3 | 3,4 | 6,0 |
| Nationality* | | | | | | | | 6 |
| British | 683 | 3,2 | 73,6 | 18,2 | 4,0 | 0,4 | 0,6 | 4,21 |
| American | 384 | 9,1 | 36,5 | 35,2 | 12,8 | 3,1 | 3,4 | 5,94 |
| Canadian | 172 | 5,8 | 33,1 | 39,5 | 15,7 | 4,1 | 1,7 | 5,87 |
| Danish | 125 | 6,4 | 56,0 | 28,8 | 3,2 | 2,4 | 3,2 | 6,04 |
| Norwegian | 102 | 9,8 | 61,8 | 20,6 | 5,9 | 0,0 | 2,0 | 4,36 |
| French | 96 | 0,0 | 26,0 | 41,7 | 15,6 | 7,3 | 9,4 | 9,42 |
| German | 102 | 3,9 | 12,7 | 31,4 | 20,6 | 17,6 | 13,7 | 14,16 |
| Swedish | 61 | 9,8 | 57,4 | 23,0 | 8,2 | 1,6 | 0,0 | 4,57 |
| Dutch | 51 | 5,9 | 41,2 | 25,5 | 21,6 | 5,9 | 0,0 | 5,96 |
| Irish | 42 | 0,0 | 81,0 | 19,0 | 0,0 | 0,0 | 0,0 | 3,90 |
| Australian | 40 | 5,0 | 52,5 | 30,0 | 10,0 | 2,5 | 0,0 | 4,75 |
| Chinese | 33 | 12,1 | 66,7 | 12,1 | 3,0 | 6,1 | 0,0 | 4,39 |
| Italian | 32 | 0,0 | 65,6 | 12,5 | 15,6 | 0,0 | 6,3 | 5,75 |
| Swiss | 30 | 3,3 | 20,0 | 33,3 | 26,7 | 10,0 | 6,7 | 10,40 |
| Other | 264 | 6,1 | 36,7 | 28,4 | 15,2 | 4,9 | 8,7 | 8,10 |
| Type of trip* | | | | | | | | |
| Package tour | 567 | 1,6 | 69,5 | 21,5 | 5,3 | 1,8 | 0,4 | 4,46 |
| Individually-arranged tour | 1484 | 5,9 | 43,9 | 29,9 | 12,3 | 3,9 | 4,2 | 6,63 |
| Business-arranged tour | 93 | 15,1 | 57,0 | 17,2 | 4,3 | 3,2 | 3,2 | 5,56 |
| Purpose of visit* | | | | | | | | |
| Vacation/holiday | 1940 | 4,2 | 52,4 | 27,4 | 10,2 | 3,3 | 2,6 | 5,52 |
| Conference/large meeting | 66 | 10,6 | 45,5 | 24,2 | 12,1 | 4,5 | 3,0 | 7,20 |
| Business/small meeting | 67 | 23,9 | 44,8 | 16,4 | 6,0 | 3,0 | 6,0 | 5,67 |
| Education and training | 81 | 3,7 | 32,1 | 25,9 | 12,3 | 4,9 | 21,0 | 17,49 |
| Visiting friends/relatives | 171 | 2,9 | 30,4 | 33,9 | 15,8 | 9,4 | 7,6 | 8,63 |
| Business incentives package | 15 | 20,0 | 46,7 | 20,0 | 13,3 | 0,0 | 0,0 | 4,13 |
| Temporary employment in Iceland | 18 | 5,6 | 27,8 | 5,6 | 0,0 | 11,1 | 50,0 | 33,89 |
| Event in Iceland (leisure related) | 136 | 4,4 | 43,4 | 30,9 | 14,0 | 4,4 | 2,9 | 5,93 |
| Health/medical treatment | 8 | 12,5 | 25,0 | 25,0 | 25,0 | 12,5 | 0,0 | 6,75 |
| Other | 129 | 13,2 | 41,1 | 27,1 | 9,3 | 3,9 | 5,4 | 6,64 |

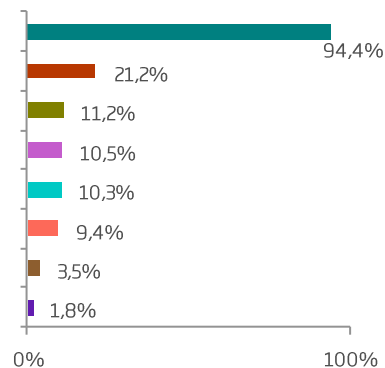
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

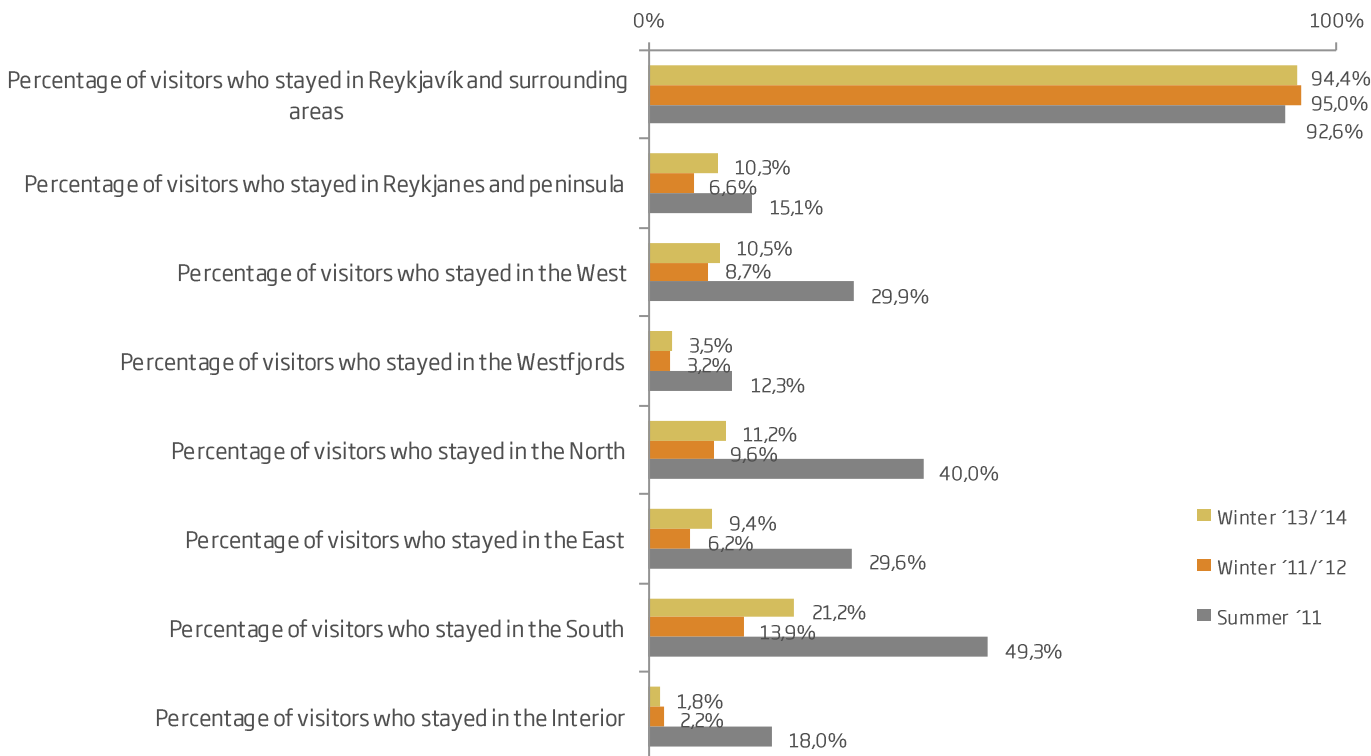


Q. 19. During your stay in Iceland, in which of these regions did you stay over night?

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



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





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

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

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



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

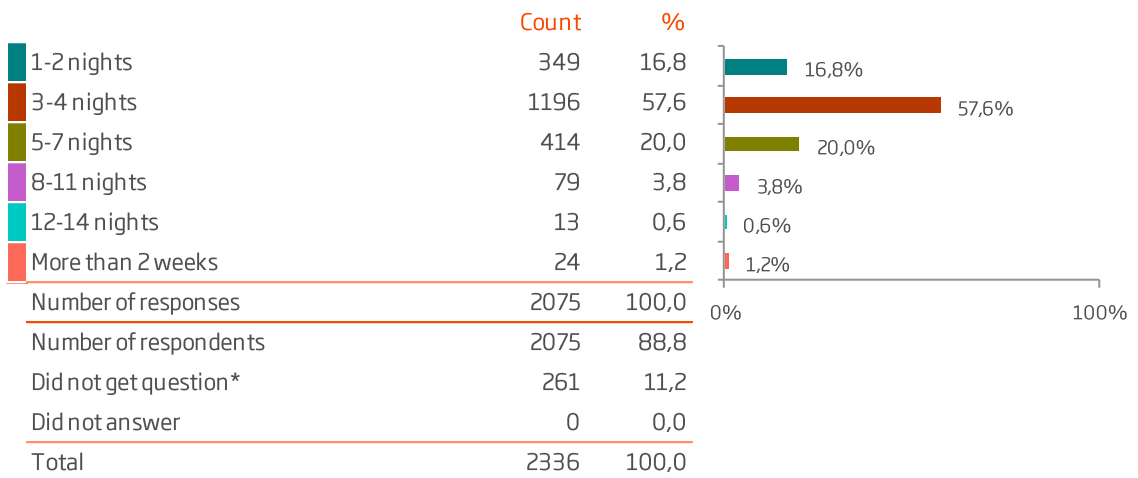
| | Count | Reykjavik and surrounding area % | South % | North % | West % | Reykjanes - peninsula % | East % | Westfjords % | Interior % |
|------------------------------------|-------------|----------------------------------|-------------|-------------|-------------|-------------------------|-------------|--------------|-------------|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

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

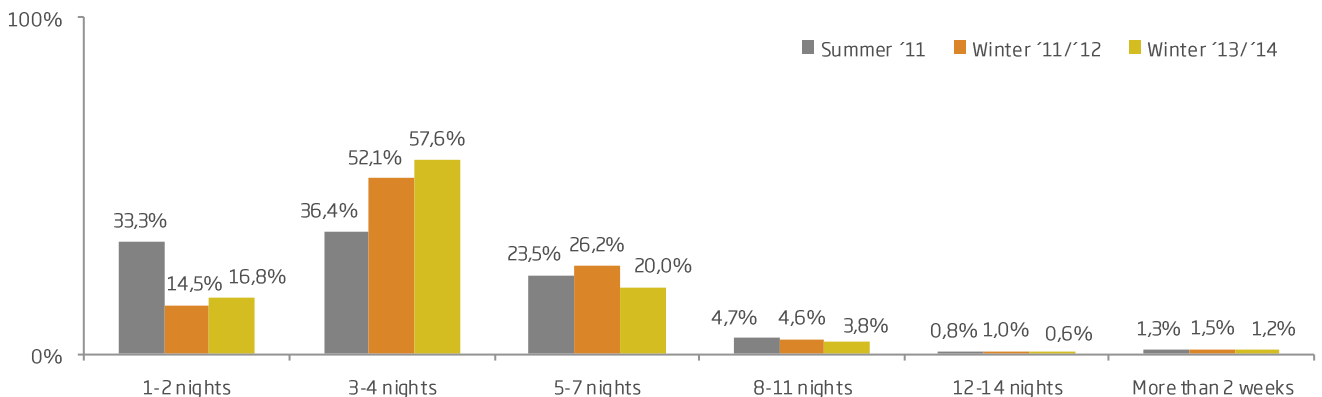
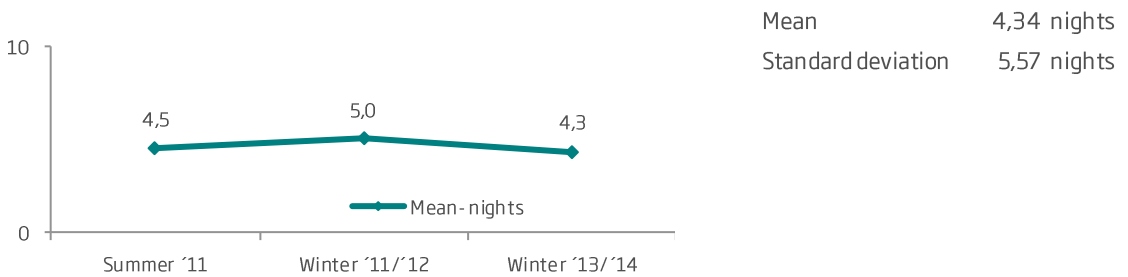
LENGTH OF STAY IN REYKJAVÍK AND SURROUNDING AREA



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



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



LENGTH OF STAY IN REYKJAVÍK AND SURROUNDING AREA



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

| | Number of answers | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 2 weeks | | |
|--|-------------------|-------------|-------------|-------------|-------------|--------------|-------------------|--|------|
| | Count | % | % | % | % | % | % | | |
| Total | 2075 | 16,8 | 57,6 | 20,0 | 3,8 | 0,6 | 1,2 | | 4,34 |
| Gender | | | | | | | | | |
| Male | 869 | 19,8 | 54,1 | 19,7 | 4,4 | 0,8 | 1,3 | | 4,33 |
| Female | 1193 | 14,6 | 60,6 | 19,9 | 3,4 | 0,5 | 1,1 | | 4,34 |
| Age* | | | | | | | | | |
| 24 years and younger | 240 | 12,5 | 51,7 | 25,8 | 5,0 | 2,1 | 2,9 | | 5,80 |
| 25-34 years | 640 | 15,9 | 58,9 | 18,4 | 4,4 | 0,5 | 1,9 | | 4,53 |
| 35-44 years | 406 | 15,8 | 58,6 | 20,0 | 4,9 | 0,2 | 0,5 | | 4,17 |
| 45-54 years | 336 | 19,6 | 60,4 | 19,0 | 0,3 | 0,0 | 0,6 | | 3,70 |
| 55 years and older | 439 | 19,1 | 56,7 | 19,1 | 3,9 | 0,9 | 0,2 | | 3,90 |
| What is your profession?* | | | | | | | | | |
| Managerial | 303 | 19,1 | 60,1 | 18,2 | 2,6 | 0,0 | 0,0 | | 3,67 |
| Professionals (dr./lawyer/account. etc.) | 403 | 18,4 | 58,3 | 19,6 | 2,5 | 0,2 | 1,0 | | 3,85 |
| Other professionals | 303 | 17,2 | 56,8 | 20,5 | 4,6 | 0,3 | 0,7 | | 4,05 |
| Teacher/Medical care | 212 | 14,6 | 63,2 | 18,4 | 3,3 | 0,0 | 0,5 | | 3,97 |
| Clerical/Service | 135 | 17,8 | 63,7 | 14,8 | 1,5 | 0,7 | 1,5 | | 4,08 |
| Vocational/Technical | 70 | 12,9 | 57,1 | 25,7 | 1,4 | 2,9 | 0,0 | | 4,20 |
| Unskilled | 12 | 0,0 | 58,3 | 41,7 | 0,0 | 0,0 | 0,0 | | 4,17 |
| Student | 235 | 18,3 | 45,5 | 24,3 | 6,0 | 1,7 | 4,3 | | 6,60 |
| Retired/Homemaker | 174 | 15,5 | 59,8 | 19,0 | 4,0 | 1,7 | 0,0 | | 4,03 |
| Other | 205 | 13,7 | 57,1 | 21,0 | 5,9 | 0,5 | 2,0 | | 4,84 |
| Household income* | | | | | | | | | |
| High | 896 | 18,4 | 58,3 | 19,1 | 3,3 | 0,2 | 0,7 | | 3,97 |
| Average | 803 | 14,2 | 60,0 | 20,5 | 3,5 | 0,6 | 1,1 | | 4,34 |
| Low | 291 | 19,2 | 50,5 | 21,0 | 5,2 | 1,0 | 3,1 | | 5,44 |
| Market area* | | | | | | | | | |
| Britain | 694 | 14,0 | 72,3 | 12,4 | 1,2 | 0,0 | 0,1 | | 3,56 |
| North America | 529 | 15,9 | 48,2 | 28,4 | 5,9 | 0,9 | 0,8 | | 4,44 |
| Central/Southern Europe | 338 | 26,0 | 41,4 | 21,6 | 6,2 | 2,1 | 2,7 | | 5,49 |
| Scandinavia | 301 | 15,0 | 58,1 | 21,3 | 3,7 | 0,0 | 2,0 | | 4,56 |
| Asia | 45 | 22,2 | 51,1 | 22,2 | 4,4 | 0,0 | 0,0 | | 3,80 |
| Other | 168 | 14,9 | 60,1 | 18,5 | 3,6 | 0,6 | 2,4 | | 4,63 |

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

LENGTH OF STAY IN REYKJAVÍK AND SURROUNDING AREA



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

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

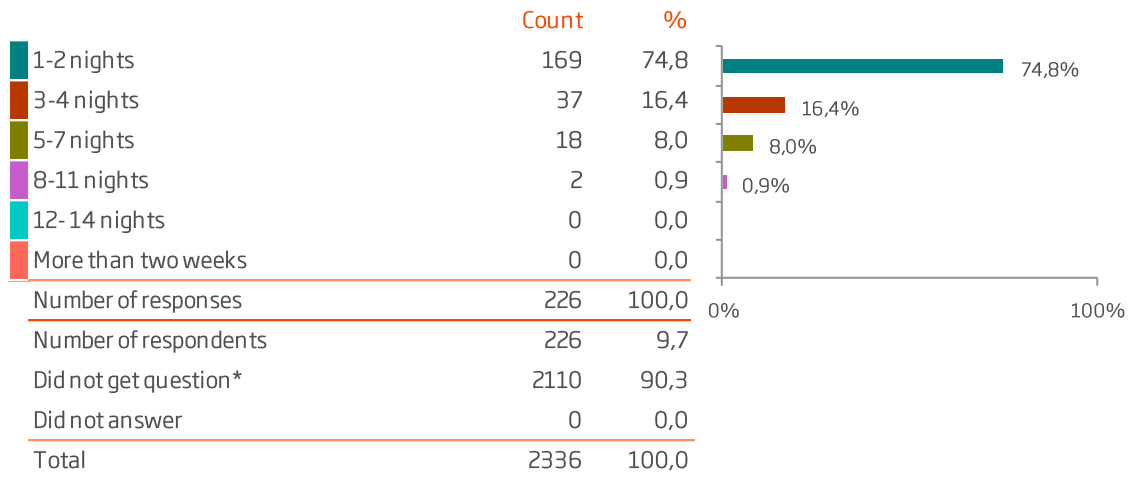
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

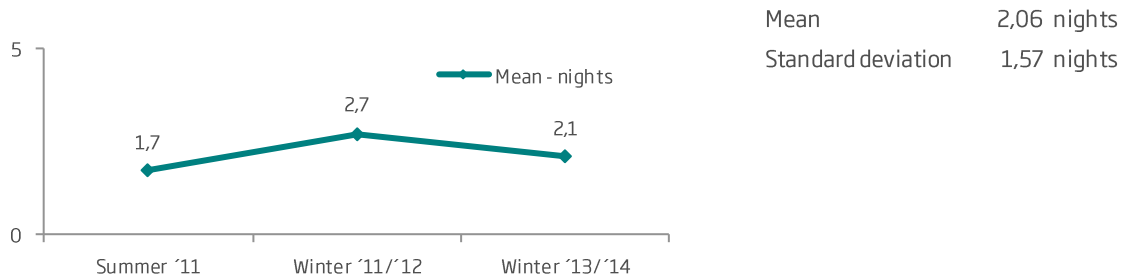
LENGTH OF STAY IN REYKJANES - PENINSULA



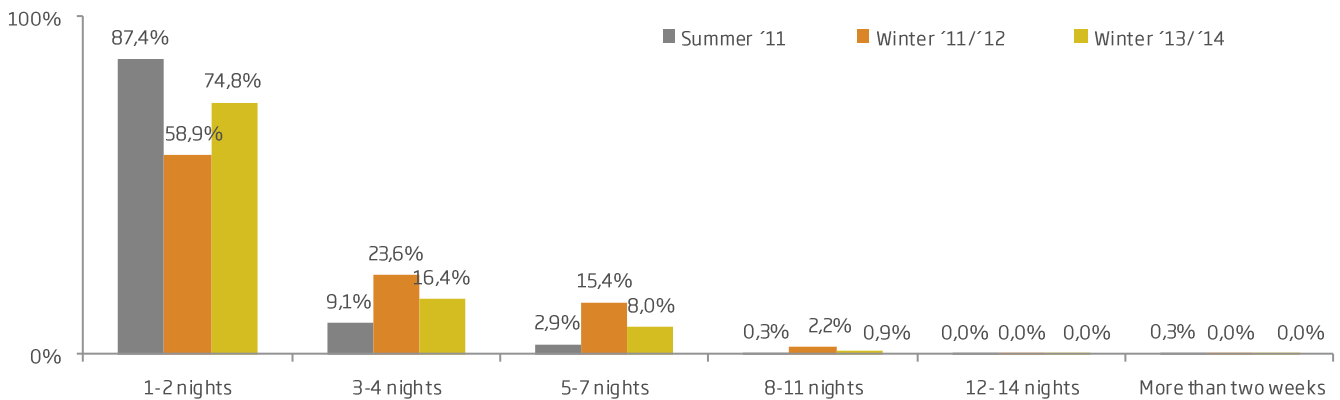
Q. 21. Total length of your stay in Reykjanes - peninsula?



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








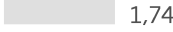

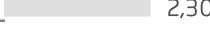










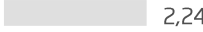
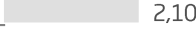
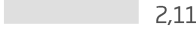
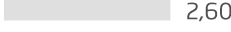




Mean 2,06 nights
Standard deviation 1,57 nights



LENGTH OF STAY IN REYKJANES - PENINSULA



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




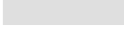



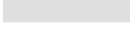


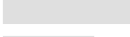
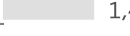


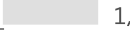



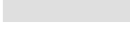

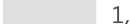
| | Number of answers | 1-2 night | 3-4 nights | More than 4 nights | |
|--|-------------------|-------------|-------------|--------------------|---|
| | Count | % | % | % | |
| Total | 226 | 74,8 | 16,4 | 8,8 |  2,06 |
| Gender | | | | | |
| Male | 110 | 80,0 | 13,6 | 6,4 |  1,87 |
| Female | 114 |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

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

LENGTH OF STAY IN REYKJANES - PENINSULA



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

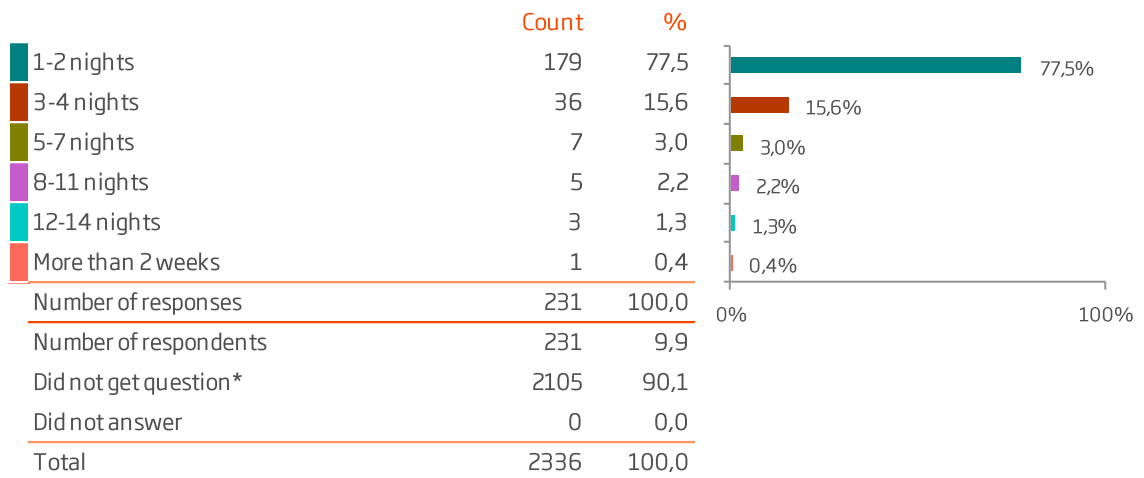
| | Number of answers | 1-2 night | 3-4 nights | More than 4 nights | |
|------------------------------------|-------------------|-------------|-------------|--------------------|---|
| | Count | % | % | % | |
| Total | 226 | 74,8 | 16,4 | 8,8 |  2,06 |
| Nationality | | | | | |
| British | 58 | 62,1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

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

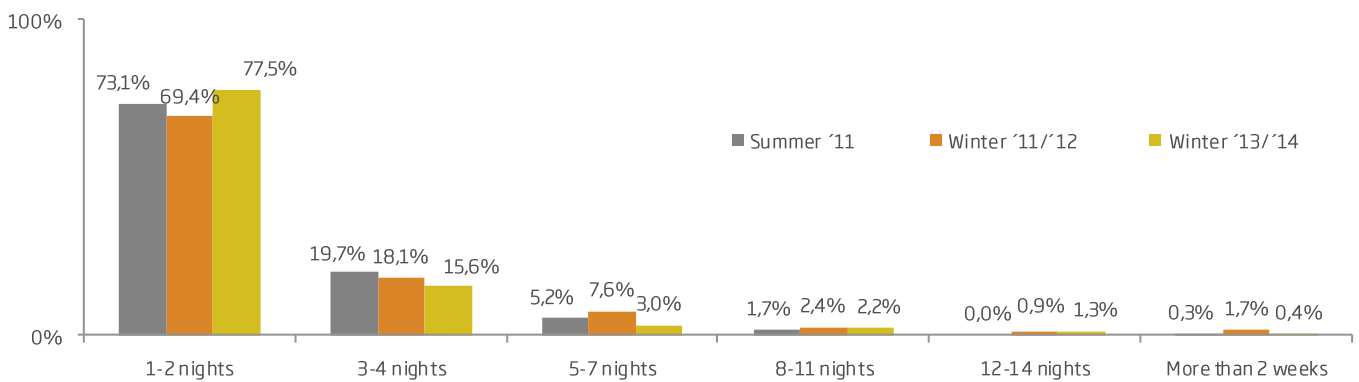
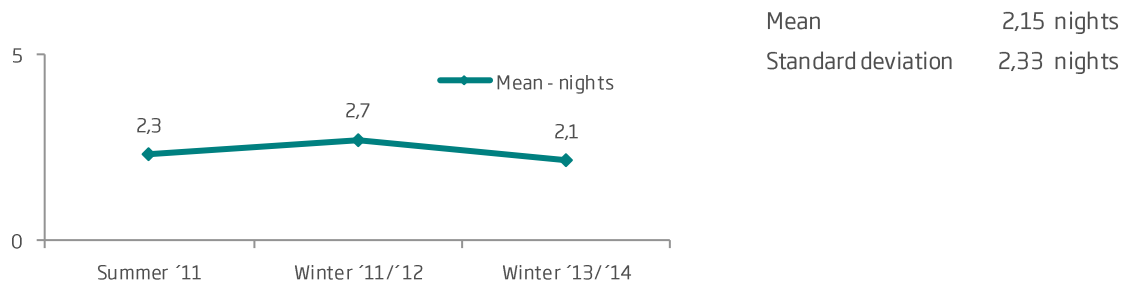
LENGTH OF STAY IN THE WEST



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



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





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

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

Difference between groups is not statistically significant.



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

| | Number of answers | 1-2 nights | 3-4 nights | More than 4 nights | Mean |
|------------------------------------|-------------------|-------------|-------------|--------------------|------|
| | Count | % | % | % | |
| Total | 231 | 77,5 | 15,6 | 6,9 | 2,15 |
| Nationality* | | | | | |
| British | 25 | 56,0 | 32,0 | 12,0 | 2,56 |
| American | 39 | 74,4 | 23,1 | 2,6 | 2,10 |
| Canadian | 23 | 95,7 | 4,3 | 0,0 | 1,30 |
| Danish | 9 | 55,6 | 22,2 | 22,2 | 2,78 |
| Norwegian | <5 | | | | |
| French | 25 | 88,0 | 8,0 | 4,0 | 2,28 |
| German | 28 | 64,3 | 14,3 | 21,4 | 3,29 |
| Swedish | <5 | | | | |
| Dutch | 10 | 80,0 | 20,0 | 0,0 | 1,60 |
| Irish | <5 | | | | |
| Australian | 8 | 87,5 | 12,5 | 0,0 | 1,75 |
| Chinese | <5 | | | | |
| Italian | 5 | 80,0 | 20,0 | 0,0 | 1,60 |
| Swiss | 9 | 88,9 | 0,0 | 11,1 | 1,89 |
| Other | 42 | 90,5 | 7,1 | 2,4 | 1,52 |
| Type of trip* | | | | | |
| Package tour | 45 | 71,1 | 26,7 | 2,2 | 1,84 |
| Individually-arranged tour | 175 | 78,9 | 13,1 | 8,0 | 2,20 |
| Business-arranged tour | <5 | | | | |
| Purpose of visit* | | | | | |
| Vacation/holiday | 209 | 78,9 | 15,8 | 5,3 | 2,02 |
| Conference/large meeting | <5 | | | | |
| Business/small meeting | <5 | | | | |
| Education and training | 16 | 62,5 | 6,3 | 31,3 | 3,63 |
| Visiting friends/relatives | 25 | 72,0 | 12,0 | 16,0 | 2,32 |
| Business incentives package | <5 | | | | |
| Temporary employment in Iceland | <5 | | | | |
| Event in Iceland (leisure related) | 8 | 50,0 | 25,0 | 25,0 | 3,63 |
| Health/medical treatment | <5 | | | | |
| Other | 12 | 58,3 | 25,0 | 16,7 | 2,92 |

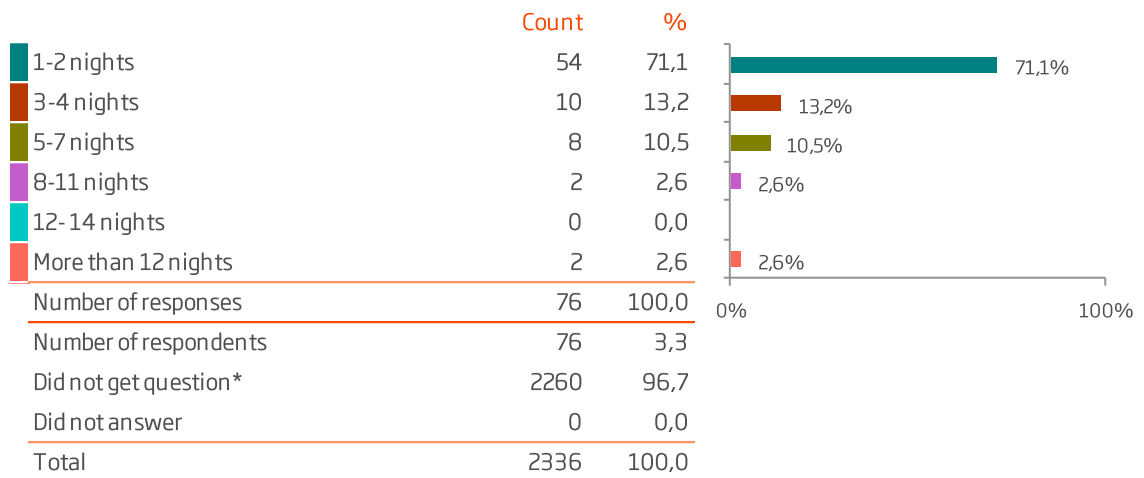
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

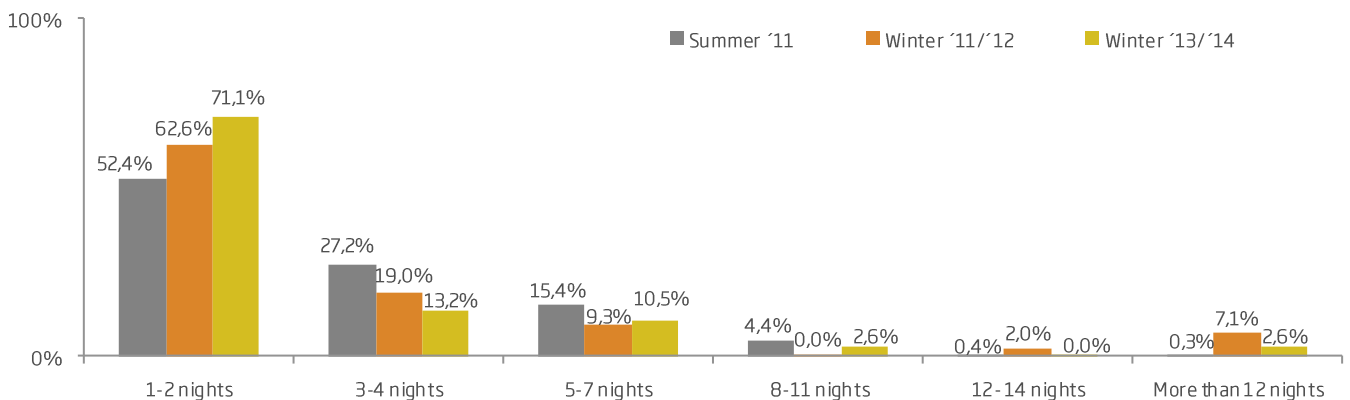
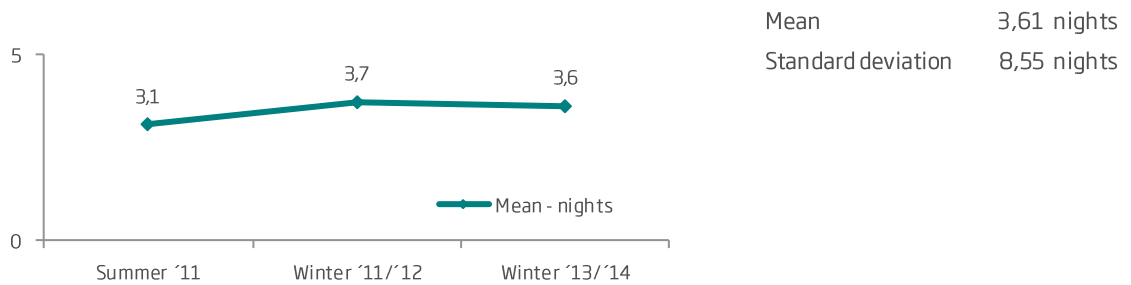
LENGTH OF STAY IN THE WESTFJORDS



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



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









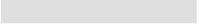





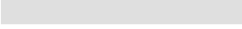
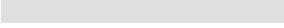
Q.23. Total length of your stay in the Westfjords?

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

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



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

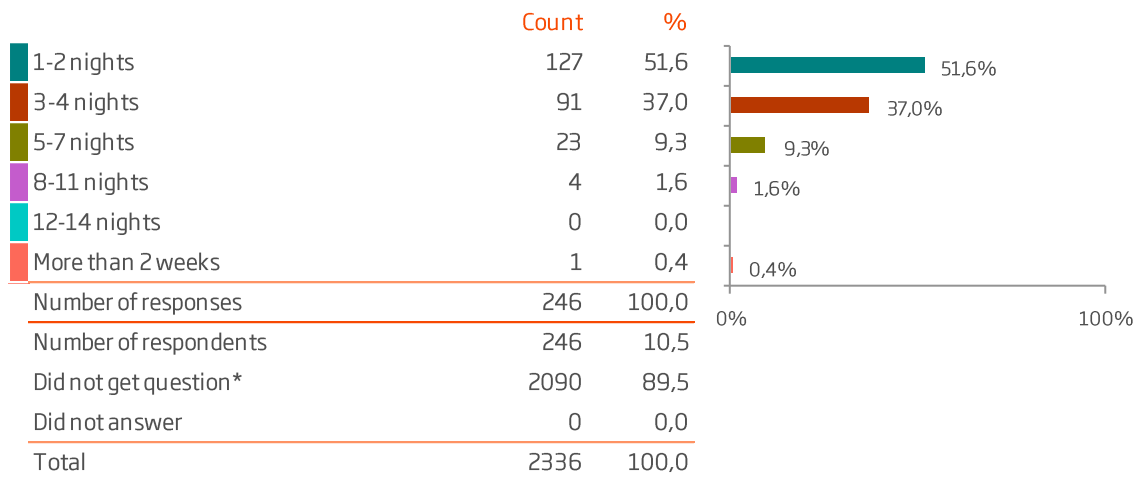
| | Number of answers | 1-2 nights | More than 2 nights | | |
|------------------------------------|-------------------|-------------|--------------------|--|-------|
| | Count | % | % | | |
| Total | 76 | 71,1 | 28,9 |  | 3,61 |
| Nationality | | | | | |
| British | 7 | 100,0 | 0,0 |  | 1,57 |
| American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

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

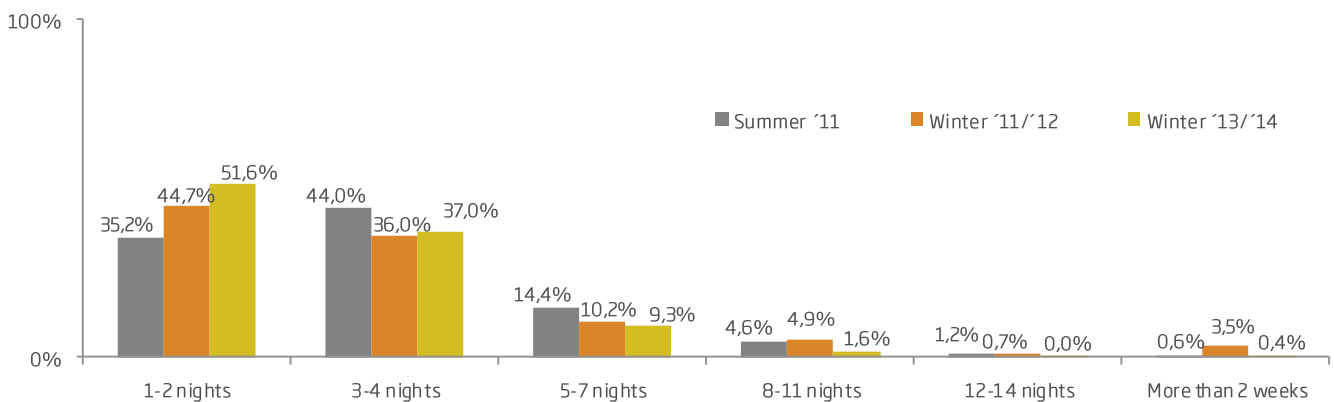
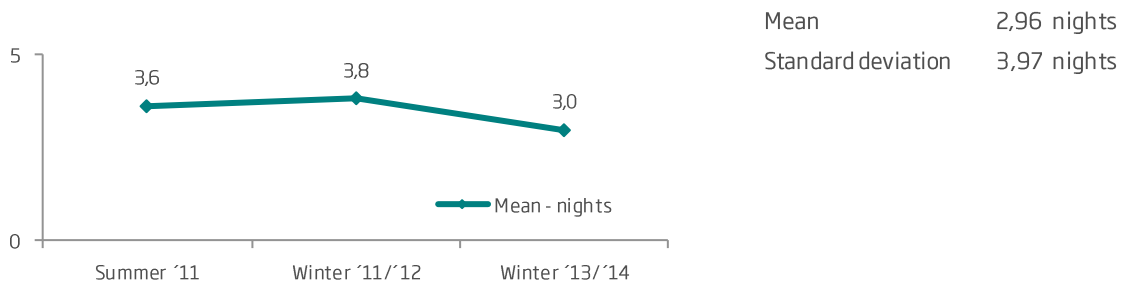
LENGTH OF STAY IN THE NORTH



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



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



LENGTH OF STAY IN THE NORTH







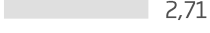


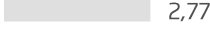
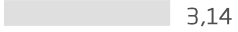
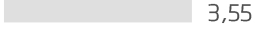

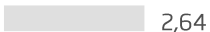

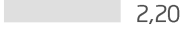

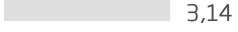
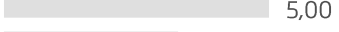




Q.24. Total length of your stay in the North?

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

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



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

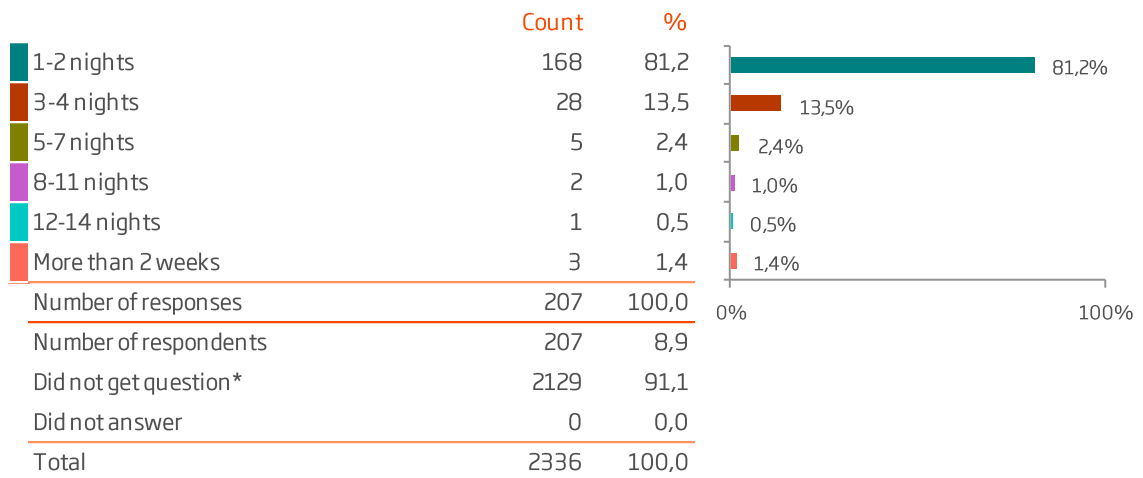
| | Number of answers | 1-2 nights | 3-4 nights | More than 4 nights | |
|------------------------------------|-------------------|-------------|-------------|--------------------|---|
| | Count | % | % | % | |
| Total | 246 | 51,6 | 37,0 | 11,4 |  2,96 |
| Nationality | | | | | |
| British | 26 | 46,2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

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

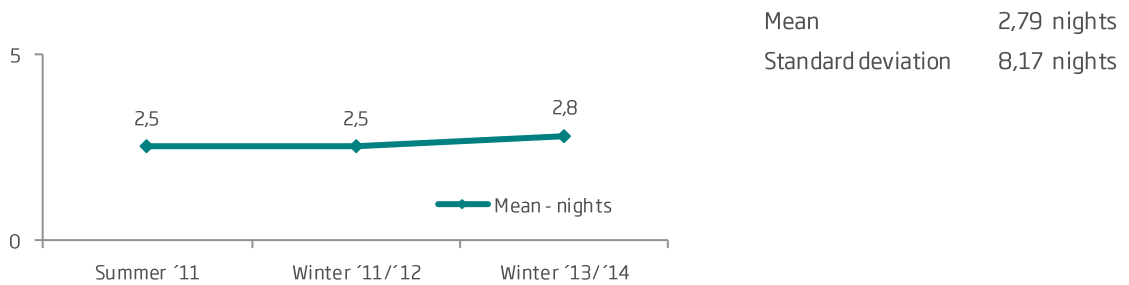
LENGTH OF STAY IN THE EAST



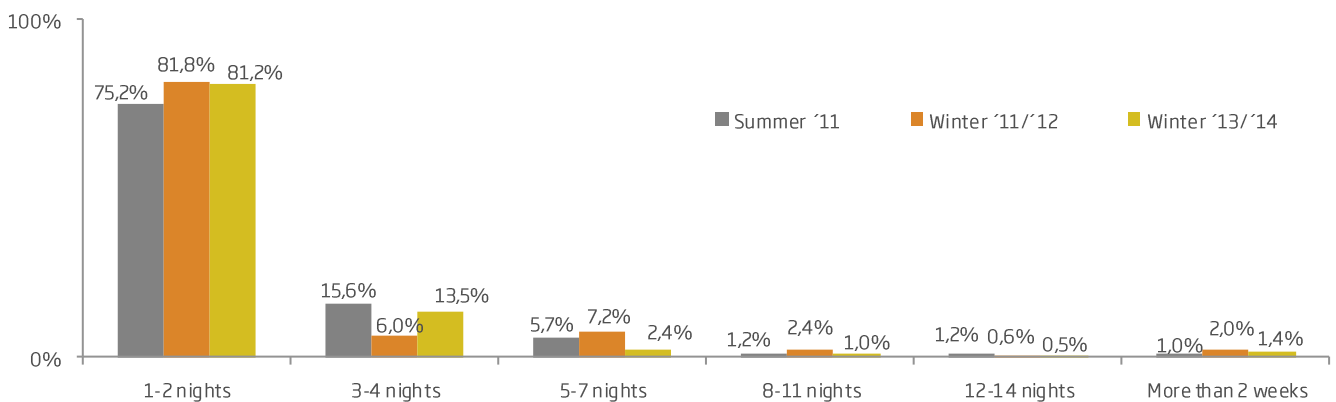
Q.25. Total length of your stay in the East?



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



Mean 2,79 nights
Standard deviation 8,17 nights





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

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

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



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

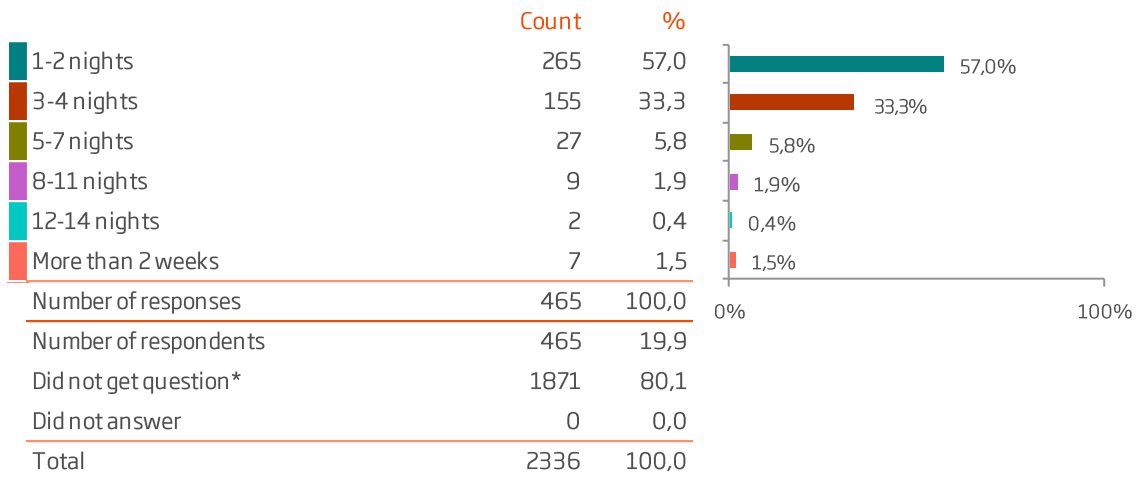
| | Number of answers | 1-2 nights | More than 2 nights | |
|------------------------------------|-------------------|-------------|--------------------|------|
| | Count | % | % | |
| Total | 207 | 81,2 | 18,8 | 2,79 |
| Nationality | | | | |
| British | 24 | 66,7 | 33,3 | 2,38 |
| American | 35 | 85,7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

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

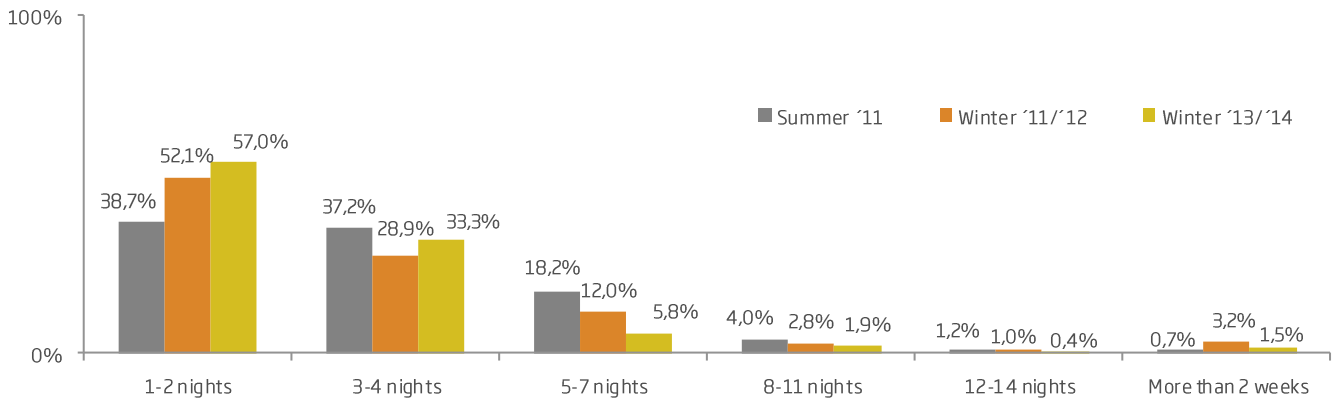
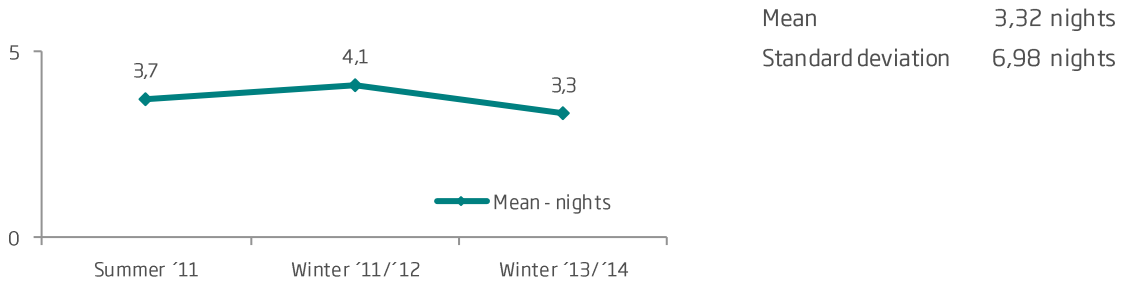
LENGTH OF STAY IN THE SOUTH



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



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





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

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

Difference between groups is not statistically significant.

LENGTH OF STAY IN THE SOUTH



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

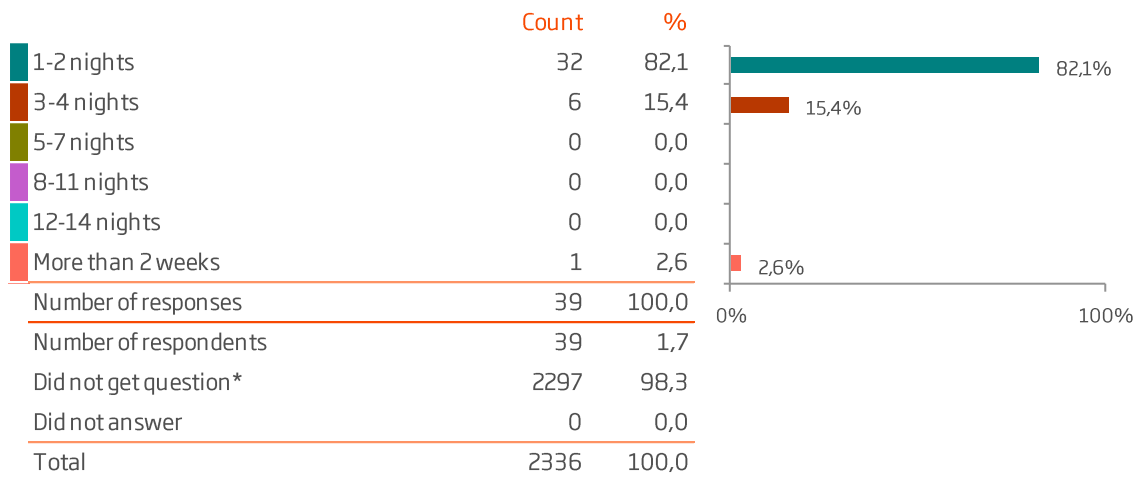
| | Number of answers | 1-2 nights | 3-4 nights | More than 4 nights | |
|------------------------------------|-------------------|-------------|-------------|--------------------|-------|
| | Count | % | % | % | |
| Total | 465 | 57,0 | 33,3 | 9,7 | 3,32 |
| Nationality | | | | | |
| British | 94 |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

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

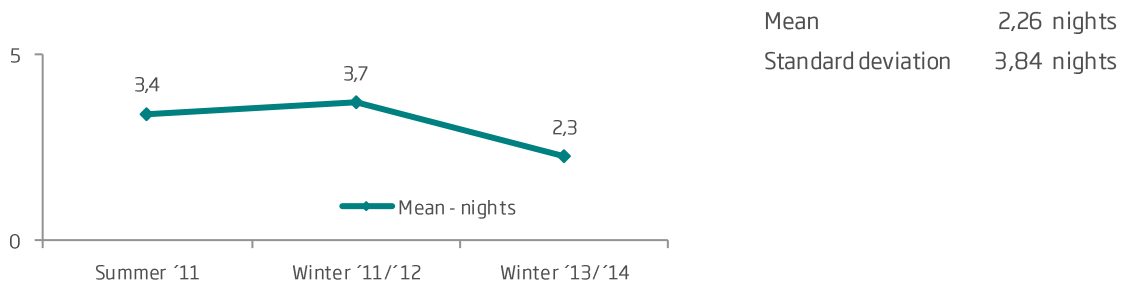
LENGTH OF STAY IN THE INTERIOR



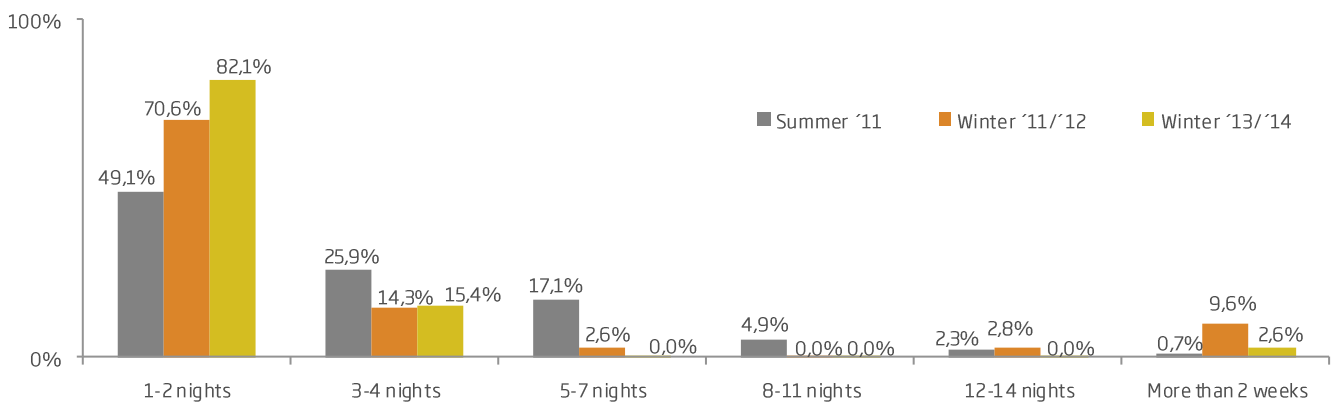
Q. 27. Total length of your stay in the Interior?



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



Mean 2,26 nights
Standard deviation 3,84 nights



LENGTH OF STAY IN THE INTERIOR









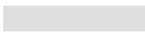
Q.27. Total length of your stay in the Interior?

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

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



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

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

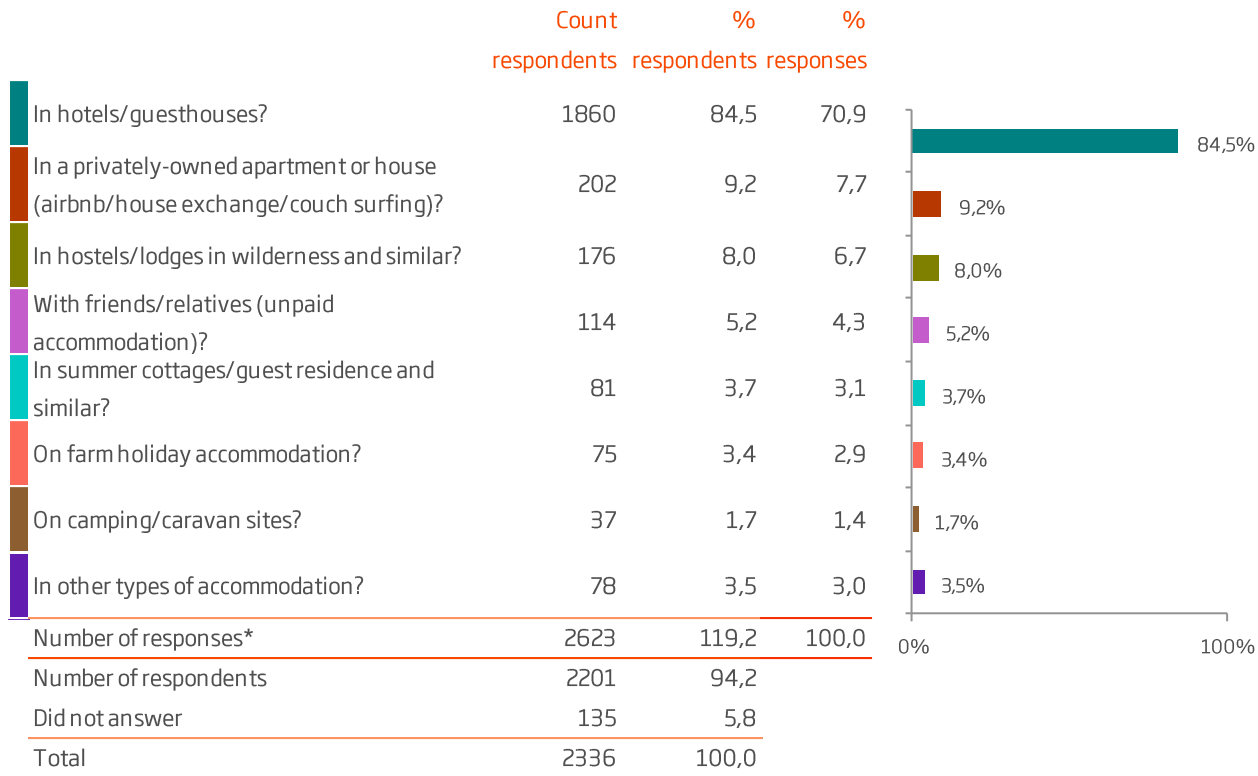
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

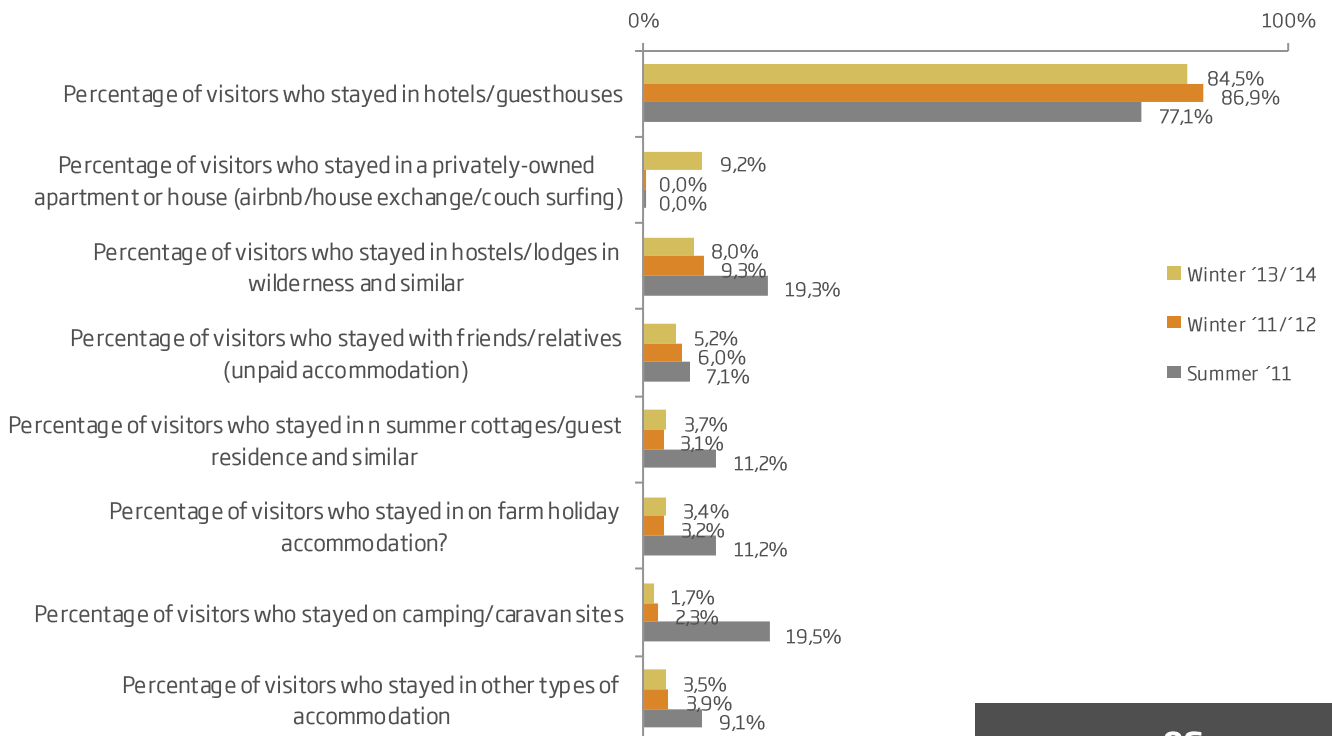
TYPES OF ACCOMODATION



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



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





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

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

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



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

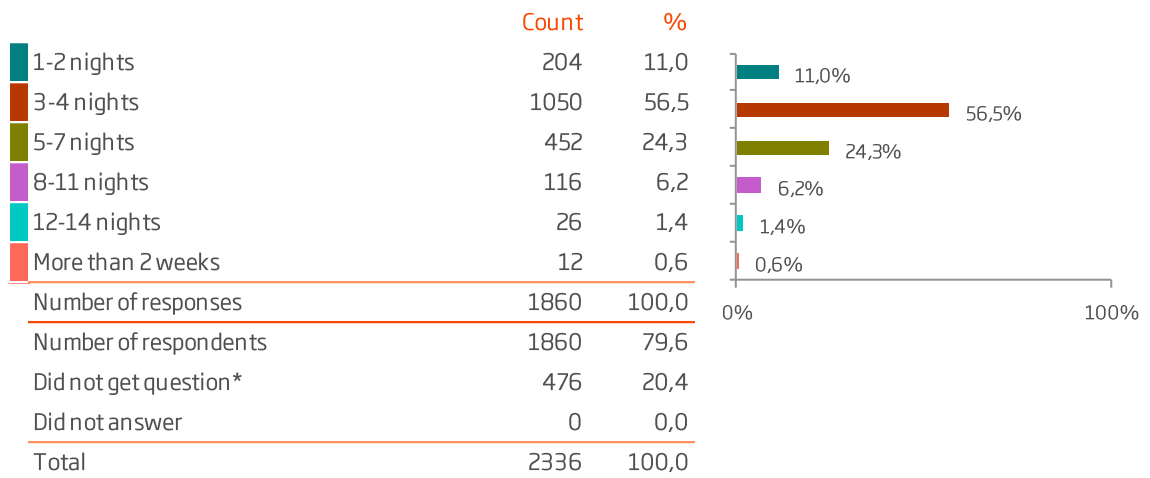
| | Count | Hotels/ guest- houses | Privately- owned apartment or house | Hostels/lod- ges in wilderness and similar | Friends/ relatives (unpaid accommod- ation) | Summer cottages/ guest residence and similar | Farm holiday accommod- ation | Camping/c aravan sites | Other types of accomm- odation |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

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

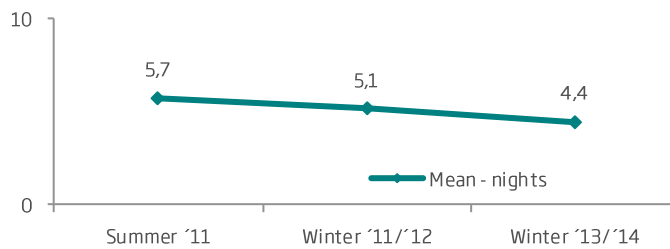
NUMBER OF NIGHTS IN HOTELS/GUESTHOUSE



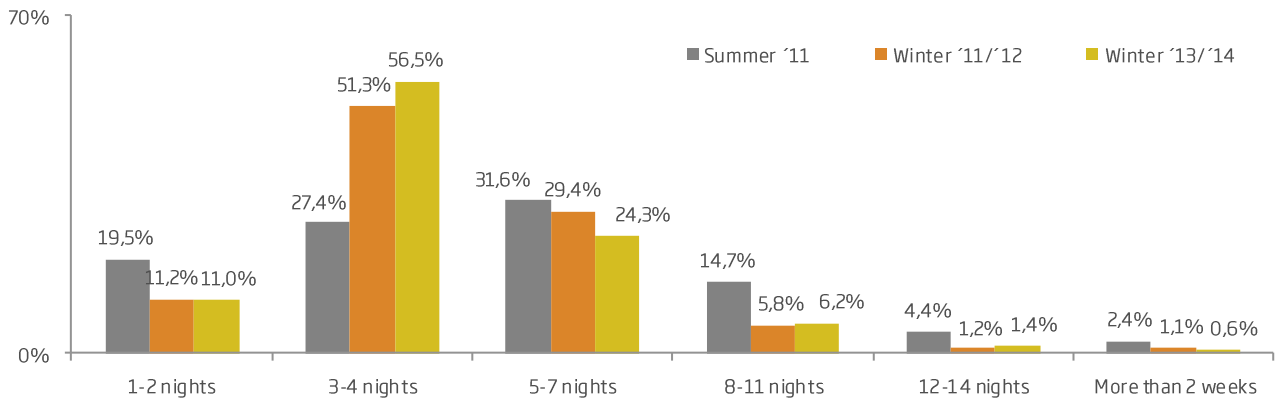
Q. 29. How many nights did you stay...in hotels/guesthouses?



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



Mean 4,43 nights
Standard deviation 2,40 nights



NUMBER OF NIGHTS IN HOTELS/GUESTHOUSE



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

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

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

NUMBER OF NIGHTS IN HOTELS/GUESTHOUSE



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

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

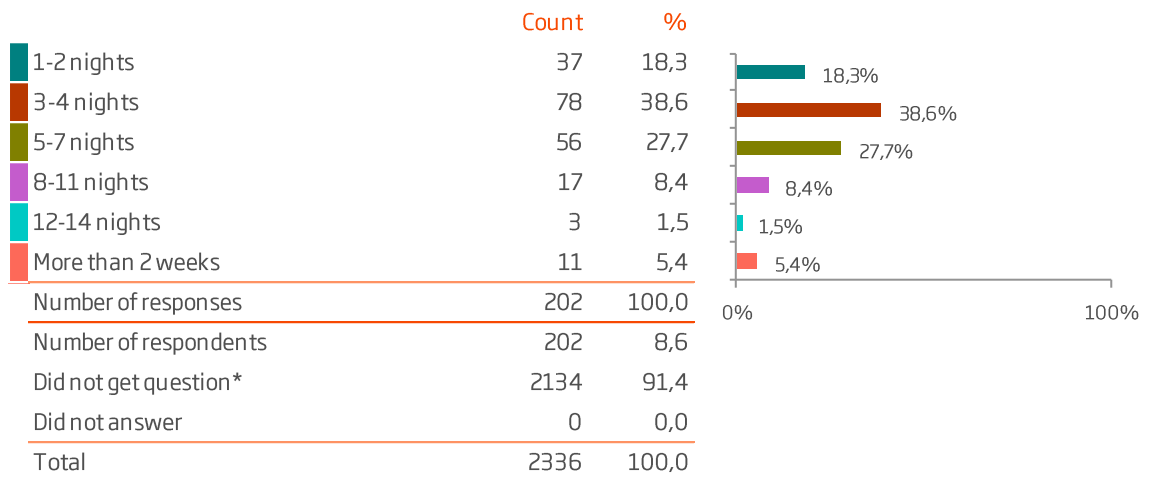
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT OR HOUSE



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







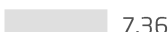



















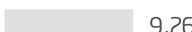
*Only those who said they stayed in a privately-owned apartment or house got this question

Mean 7,74 nights
Standard deviation 15,80 nights

NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT OR HOUSE



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

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

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

NUMBER OF NIGHTS IN A PRIVATELY-OWNED APARTMENT OR HOUSE



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

| | Number of answers | 1-2 nights | 3-4 nights | 5-7 nights | More than 7 nights | |
|------------------------------------|-------------------|-------------|-------------|-------------|--------------------|-------|
| | Count | % | % | % | % | |
| Total | 202 | 18,3 | 38,6 | 27,7 | 15,3 | 7,74 |
| Nationality* | | | | | | |
| British | 51 | 15,7 | 60,8 | 21,6 | 2,0 | 3,75 |
| American | 41 | 17,1 | 34,1 | 31,7 | 17,1 | 6,66 |
| Canadian | 10 | 10,0 | 40,0 | 40,0 | 10,0 | 5,10 |
| Danish | 7 | 0,0 | 14,3 | 57,1 | 28,6 | 20,86 |
| Norwegian | <5 | | | | | |
| French | 18 | 33,3 | 22,2 | 33,3 | 11,1 | 4,50 |
| German | 14 | 14,3 | 7,1 | 7,1 | 71,4 | 25,64 |
| Swedish | 6 | 0,0 | 100,0 | 0,0 | 0,0 | 3,83 |
| Dutch | <5 | | | | | |
| Irish | <5 | | | | | |
| Australian | <5 | | | | | |
| Chinese | <5 | | | | | |
| Italian | <5 | | | | | |
| Swiss | <5 | | | | | |
| Other | 33 | 24,2 | 24,2 | 36,4 | 15,2 | 10,39 |
| Type of trip* | | | | | | |
| Package tour | 8 | 25,0 | 25,0 | 50,0 | 0,0 | 3,88 |
| Individually-arranged tour | 182 | 17,0 | 39,0 | 28,0 | 15,9 | 7,95 |
| Business-arranged tour | <5 | | | | | |
| Purpose of visit* | | | | | | |
| Vacation/holiday | 178 | 19,1 | 40,4 | 29,2 | 11,2 | 5,09 |
| Conference/large meeting | <5 | | | | | |
| Business/small meeting | <5 | | | | | |
| Education and training | 15 | 26,7 | 0,0 | 6,7 | 66,7 | 46,93 |
| Visiting friends/relatives | 17 | 29,4 | 29,4 | 23,5 | 17,6 | 6,06 |
| Business incentives package | <5 | | | | | |
| Temporary employment in Iceland | <5 | | | | | |
| Event in Iceland (leisure related) | 18 | 5,6 | 27,8 | 38,9 | 27,8 | 6,83 |
| Health/medical treatment | <5 | | | | | |
| Other | 9 | 33,3 | 33,3 | 11,1 | 22,2 | 14,00 |

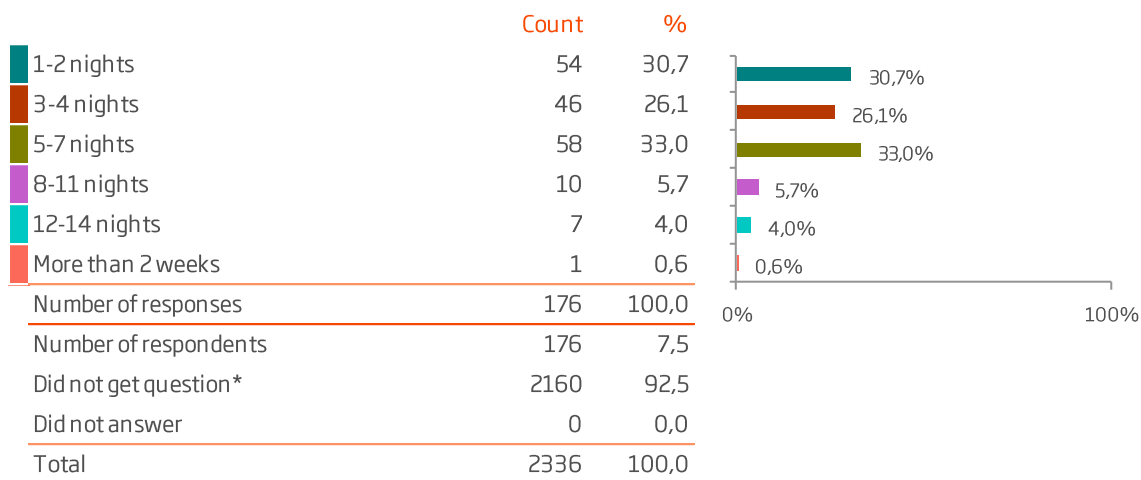
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

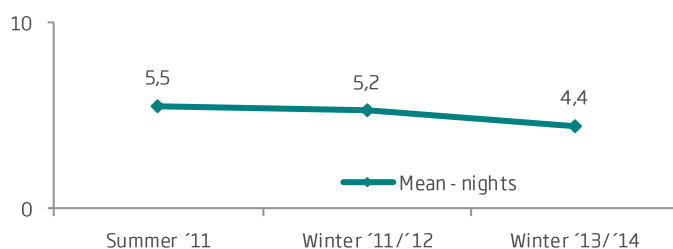
NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



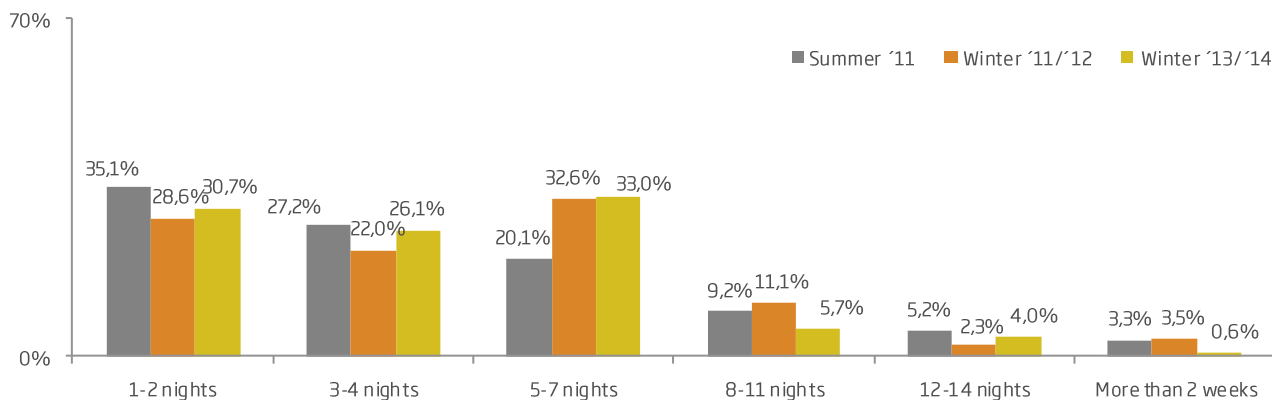
Q. 31. How many nights did you stay...in hostels/lodges in wilderness and similar?



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



Mean 4,41 nights
Standard deviation 2,97 nights



NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



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




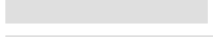








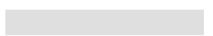

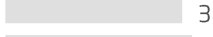



| | Number of answers | 1-2 nights | 3-4 nights | 5-7 nights | More than 7 nights | |
|--|-------------------|-------------|-------------|-------------|--------------------|------|
| | Count | % | % | % | % | |
| Total | 176 | 30,7 | 26,1 | 33,0 | 10,2 | 4,41 |
| Gender | | | | | | |
| Male | 67 | 29,9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

Difference between groups is not statistically significant.

NUMBER OF NIGHTS IN HOSTELS/LODGES IN WILDERNESS



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

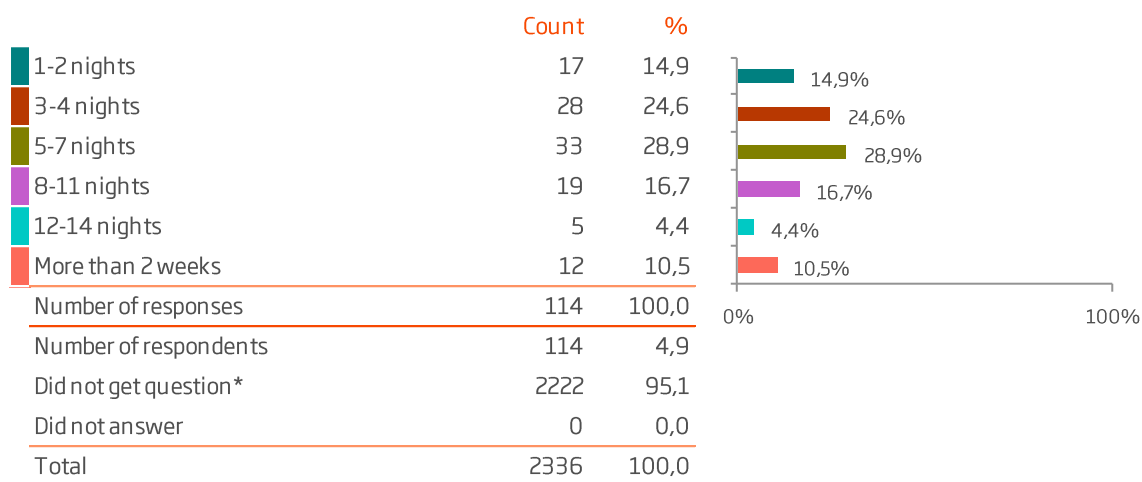
| | Number of answers | 1-2 nights | 3-4 nights | 5-7 nights | More than 7 nights | | |
|------------------------------------|-------------------|-------------|-------------|-------------|--------------------|--|-------------|
| | Count | % | % | % | % | | |
| Total | 176 | 30,7 | 26,1 | 33,0 | 10,2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

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

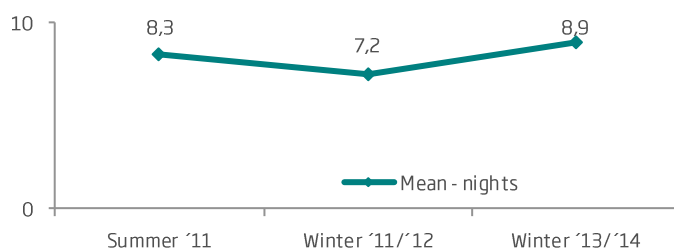
NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



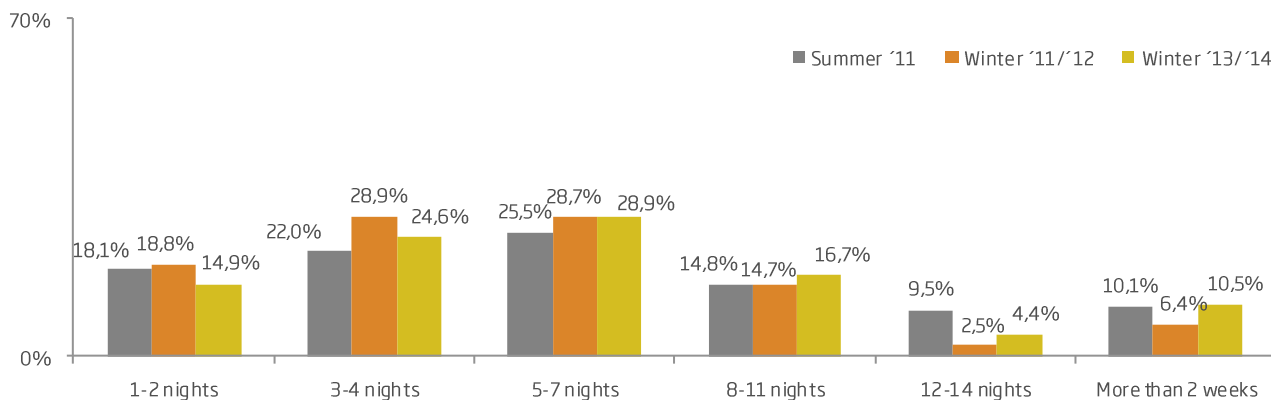
Q. 32. How many nights did you stay...with friends/relatives (unpaid accommodation)?



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



Mean 8,93 nights
Standard deviation 13,06 nights



NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



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









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

Difference between groups is not statistically significant.

NUMBER OF NIGHTS WITH FRIENDS/RELATIVES



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

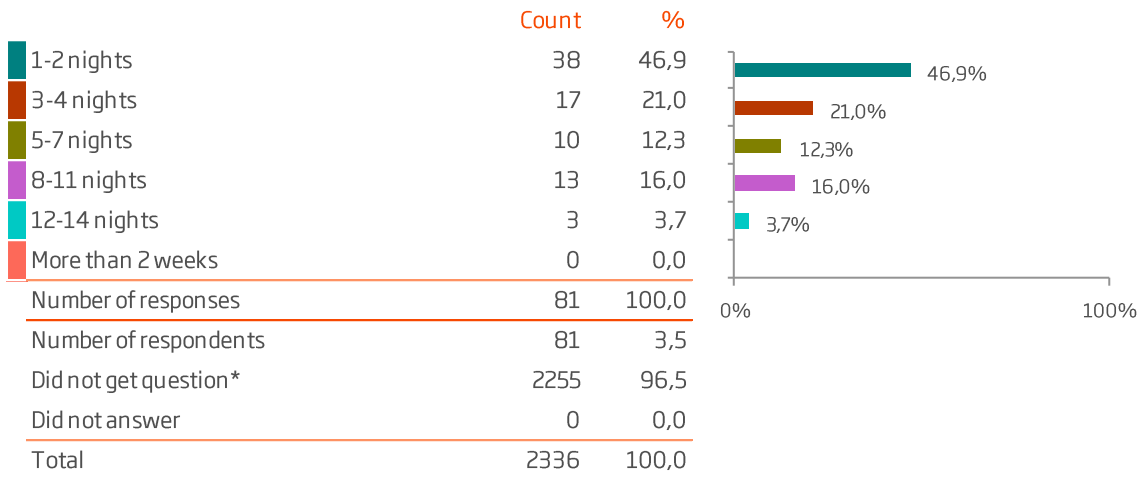
| | Number of answers | 1-2 nights | 3-4 nights | 5-7 nights | More than 7 nights | |
|------------------------------------|-------------------|-------------|-------------|-------------|--------------------|---|
| | Count | % | % | % | % | |
| Total | 114 | 14,9 | 24,6 | 28,9 | 31,6 |  8,93 |
| Nationality | | | | | | |
| British | 7 | 0,0 | 42,9 | 57,1 | 0,0 |  4,43 |
| American | 14 | 14,3 | 7,1 | 21,4 | 57,1 |  9,79 |
| Canadian | 7 | 28,6 | 14,3 | 42,9 | 14,3 |  4,86 |
| Danish | 15 | 26,7 | 40,0 | 20,0 | 13,3 |  6,80 |
| Norwegian | 11 | 0,0 | 45,5 | 18,2 | 36,4 |  7,64 |
| French | <5 | | | | | |
| German | 21 | 9,5 | 9,5 | 23,8 | 57,1 |  18,76 |
| Swedish | 7 | 14,3 | 28,6 | 42,9 | 14,3 |  5,71 |
| Dutch | <5 | | | | | |
| Irish | <5 | | | | | |
| Australian | <5 | | | | | |
| Swiss | <5 | | | | | |
| Other | 21 | 23,8 | 23,8 | 23,8 | 28,6 |  6,10 |
| Type of trip* | | | | | | |
| Package tour | <5 | | | | | |
| Individually-arranged tour | 104 | 14,4 | 25,0 | 28,8 | 31,7 |  9,06 |
| Business-arranged tour | <5 | | | | | |
| Purpose of visit* | | | | | | |
| Vacation/holiday | 72 | 16,7 | 29,2 | 29,2 | 25,0 |  6,88 |
| Conference/large meeting | <5 | | | | | |
| Business/small meeting | <5 | | | | | |
| Education and training | 10 | 40,0 | 0,0 | 10,0 | 50,0 |  7,10 |
| Visiting friends/relatives | 84 | 13,1 | 25,0 | 28,6 | 33,3 |  8,70 |
| Business incentives package | <5 | | | | | |
| Temporary employment in Iceland | <5 | | | | | |
| Event in Iceland (leisure related) | 11 | 18,2 | 27,3 | 27,3 | 27,3 |  5,18 |
| Health/medical treatment | <5 | | | | | |
| Other | <5 | | | | | |

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

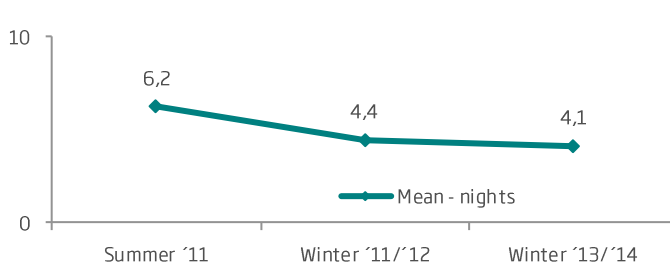
NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



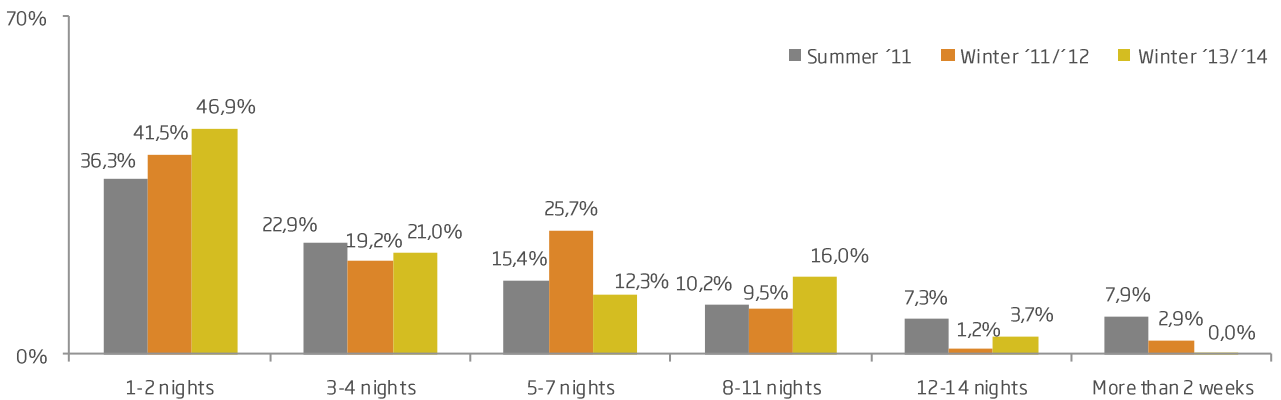
Q.33. How many nights did you stay...in summer cottages/guest residence and similar?



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



Mean 4,06 nights
Standard deviation 3,35 nights



NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



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

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

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

NUMBER OF NIGHTS IN SUMMER COTTAGES/GUEST RESIDENCE



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

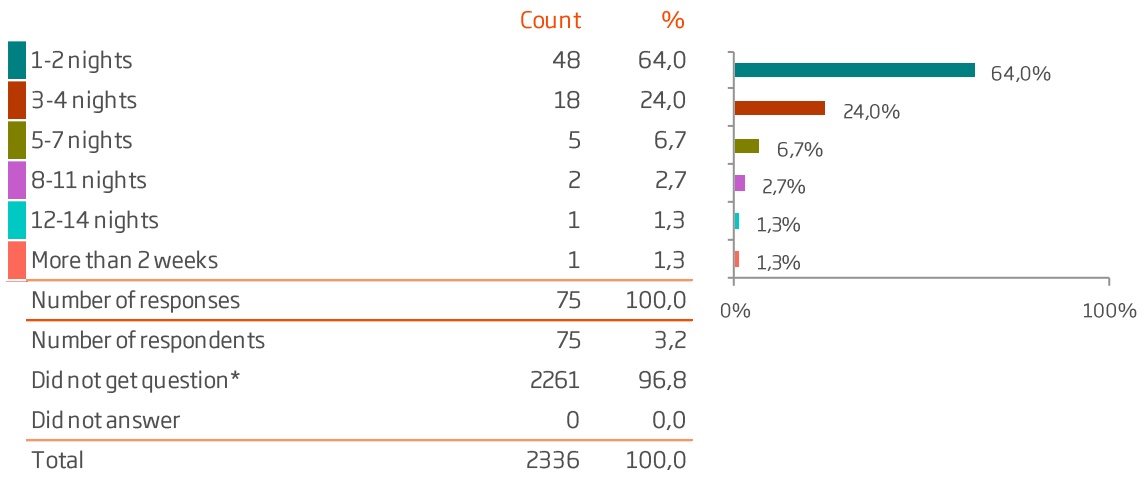
| | Number of answers | 1-2 nights | 3-4 nights | 5-7 nights | More than 7 nights | |
|------------------------------------|-------------------|-------------|-------------|-------------|--------------------|------|
| | Count | % | % | % | % | |
| Total | 81 | 46,9 | 21,0 | 12,3 | 19,8 | 4,06 |
| Nationality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

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

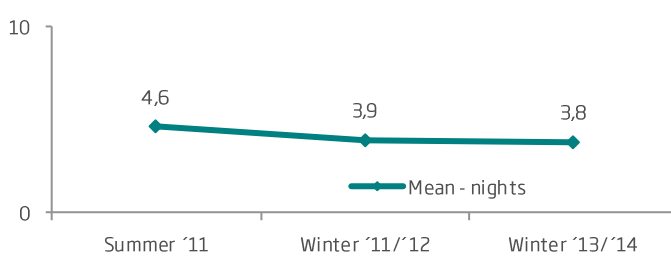
NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMODATION



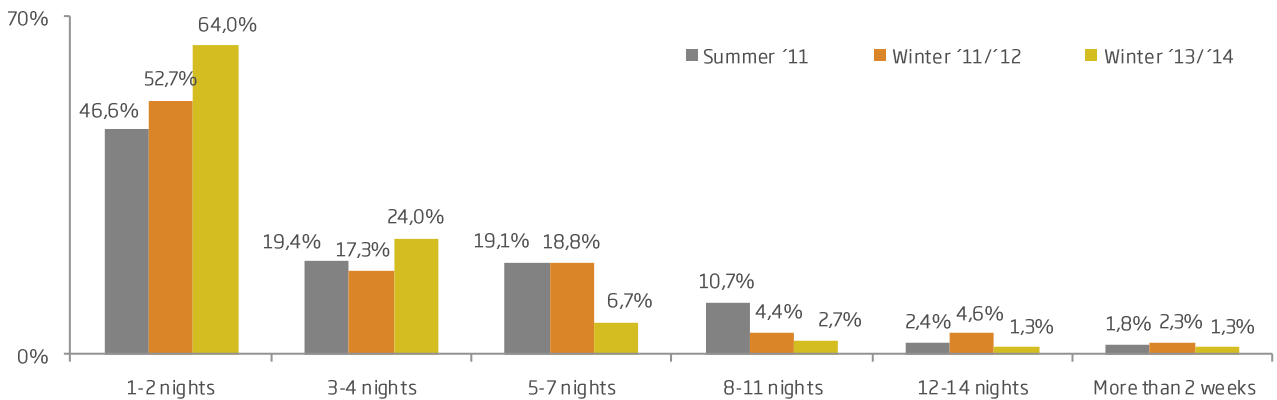
Q. 34. How many nights did you stay...on farm holiday accommodation?



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



Mean 3,80 nights
Standard deviation 10,89 nights



NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMODATION



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












| | Number of answers | | More than 2 nights | | |
|--|-------------------|-------------|--------------------|---|-------------|
| | Count | % | 1-2 nights | % | |
| Total | 75 | 64,0 | 36,0 | | 3,80 |
| Gender | | | | | |
| Male | 27 | 70,4 | 29,6 | | 2,19 |
| Female | 47 | 59,6 | 40,4 | | 4,79 |
| Age* | | | | | |
| 24 years and younger | 5 | 80,0 | 20,0 | | 20,00 |
| 25-34 years | 25 | 56,0 | 44,0 | | 2,52 |
| 35-44 years | 16 | 56,3 | 43,8 | | 3,56 |
| 45-54 years | 10 | 60,0 | 40,0 | | 3,20 |
| 55 years and older | 19 | 78,9 | 21,1 | | 1,74 |
| What is your profession? | | | | | |
| Managerial | 13 | 53,8 | 46,2 | | 3,08 |
| Professionals (dr./lawyer/account. etc.) | 12 | 91,7 | 8,3 | | 1,58 |
| Other professionals | 10 | 50,0 | 50,0 | | 11,60 |
| Teacher/Medical care | 8 | 37,5 | 62,5 | | 3,25 |
| Clerical/Service | 5 | 80,0 | 20,0 | | 2,40 |
| Vocational/Technical | <5 | | | | |
| Unskilled | <5 | | | | |
| Student | 7 | 85,7 | 14,3 | | 3,14 |
| Retired/Homemaker | 8 | 87,5 | 12,5 | | 1,50 |
| Other | 9 | 44,4 | 55,6 | | 2,56 |
| Household income | | | | | |
| High | 33 | 72,7 | 27,3 | | 2,27 |
| Average | 26 | 53,8 | 46,2 | | 6,38 |
| Low | 12 | 50,0 | 50,0 | | 3,25 |
| Market area | | | | | |
| Britain | 12 | 58,3 | 41,7 | | 2,83 |
| North America | 29 | 62,1 | 37,9 | | 2,76 |
| Central/Southern Europe | 15 | 73,3 | 26,7 | | 2,33 |
| Scandinavia | 5 | 40,0 | 60,0 | | 3,60 |
| Asia | <5 | | | | |
| Other | 13 | 76,9 | 23,1 | | 8,62 |

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

NUMBER OF NIGHTS ON FARM HOLIDAY ACCOMMODATION



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

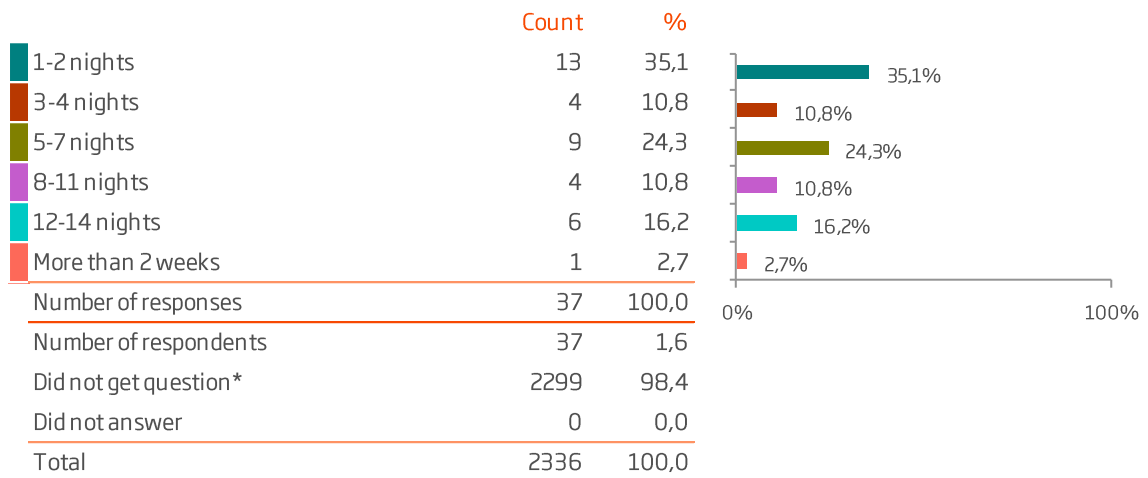
| | Number of answers | 1-2 nights | More than 2 nights | |
|------------------------------------|-------------------|-------------|--------------------|--|
| | Count | % | % | |
| Total | 75 | 64,0 | 36,0 |  3,80 |
| Nationality | | | | |
| British | 11 | 63,6 | 36,4 |  2,73 |
| American | 18 | 50,0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

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

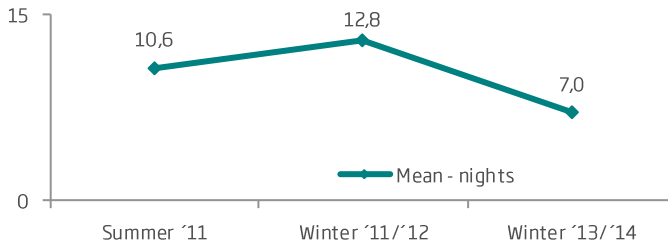
NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



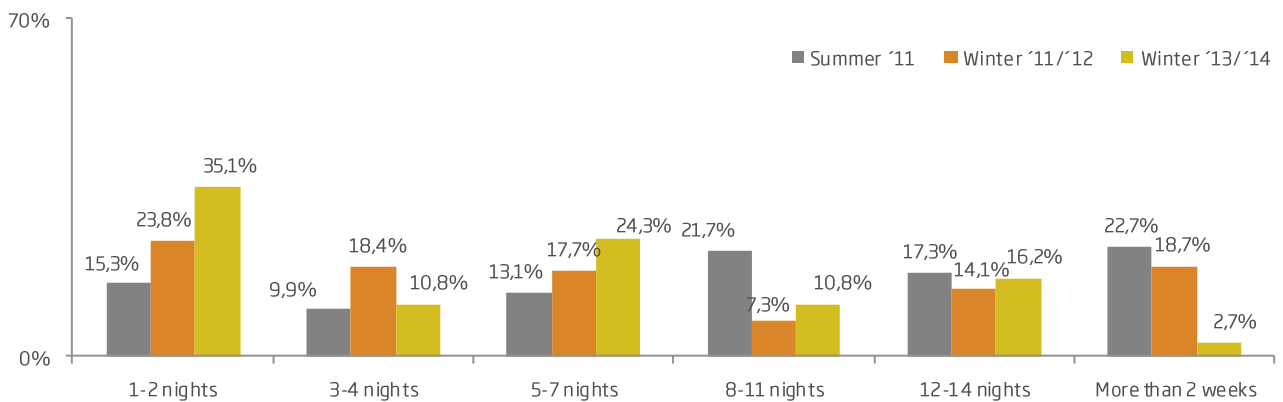
Q.35. How many nights did you stay...on camping/caravan sites?



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



Mean 7,00 nights
Standard deviation 9,86 nights



NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



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

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

Difference between groups is not statistically significant.

NUMBER OF NIGHTS ON CAMPING/CARAVAN SITES



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

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

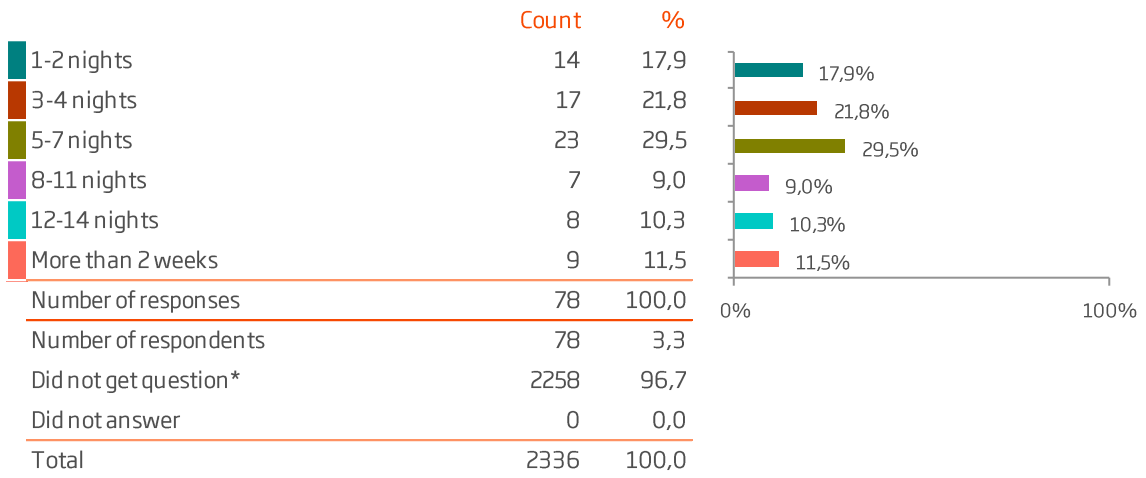
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

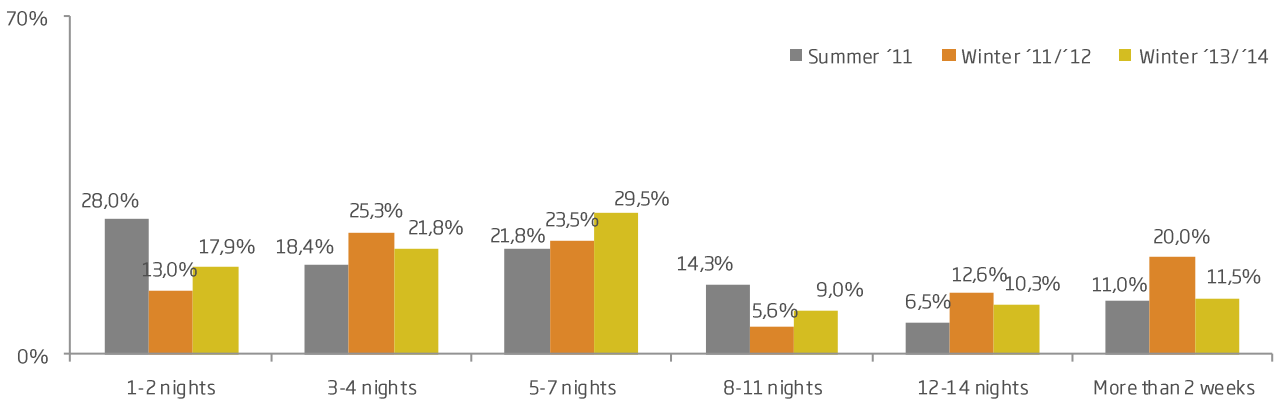
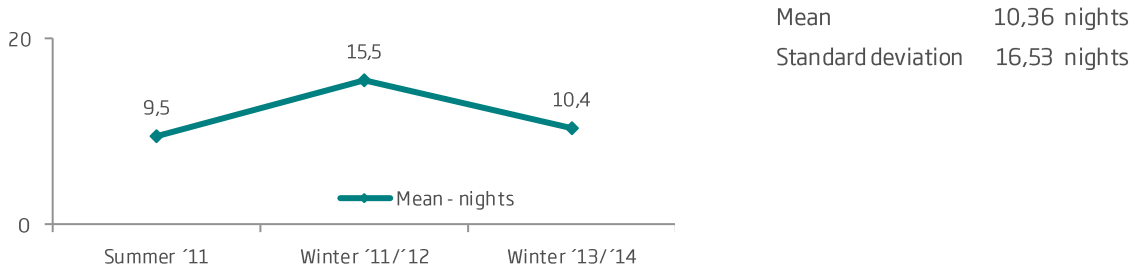
NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION



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



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



NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION



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

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

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

NUMBER OF NIGHTS IN OTHER TYPES OF ACCOMODATION



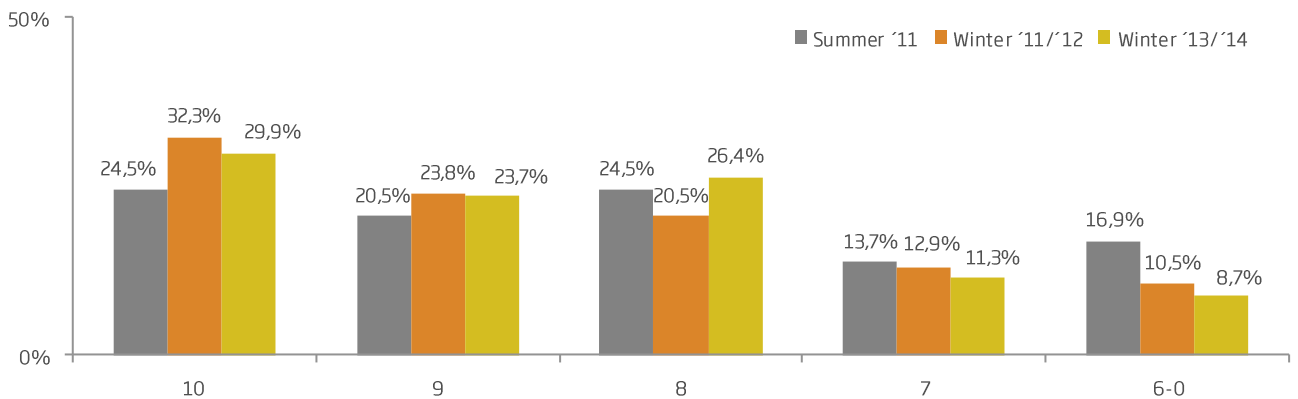
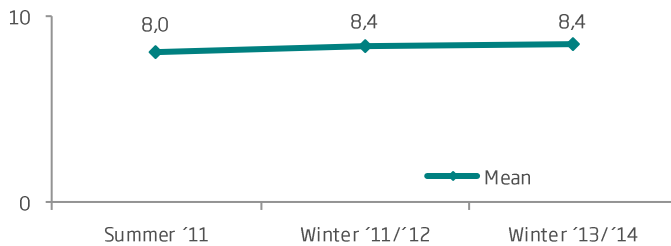
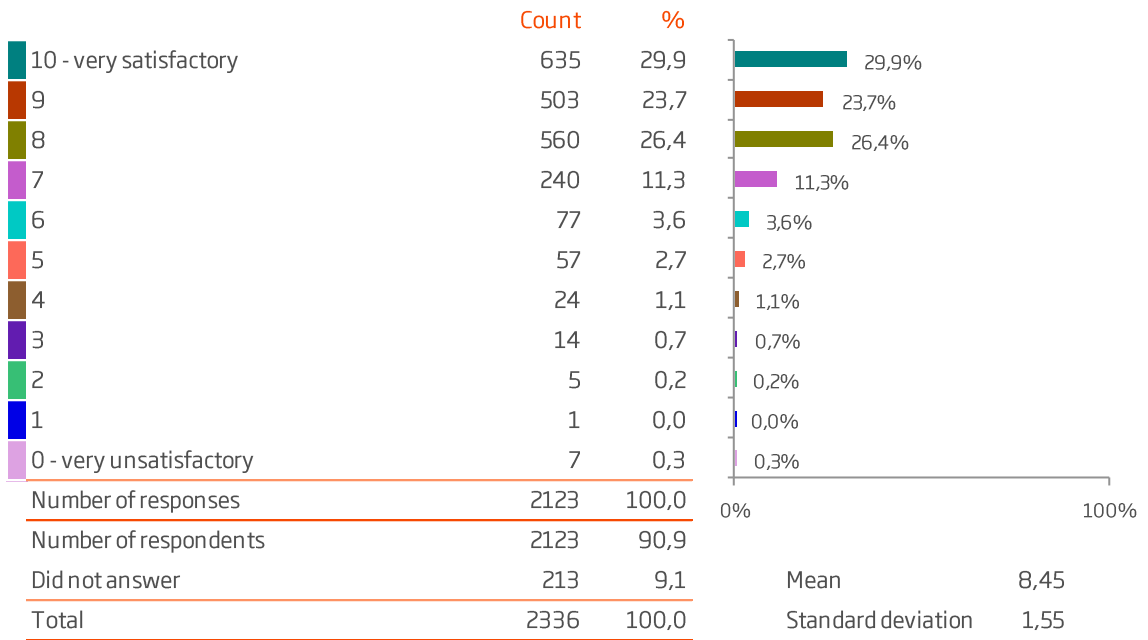
Q.36. How many nights did you stay...in other types of accommodation?

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

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



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






















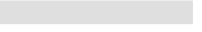

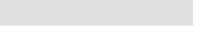

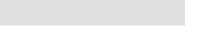
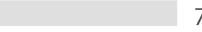
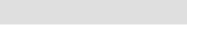

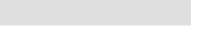
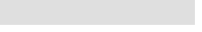
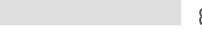
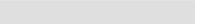
Q. 37. Please rate the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Accommodation service

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

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



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

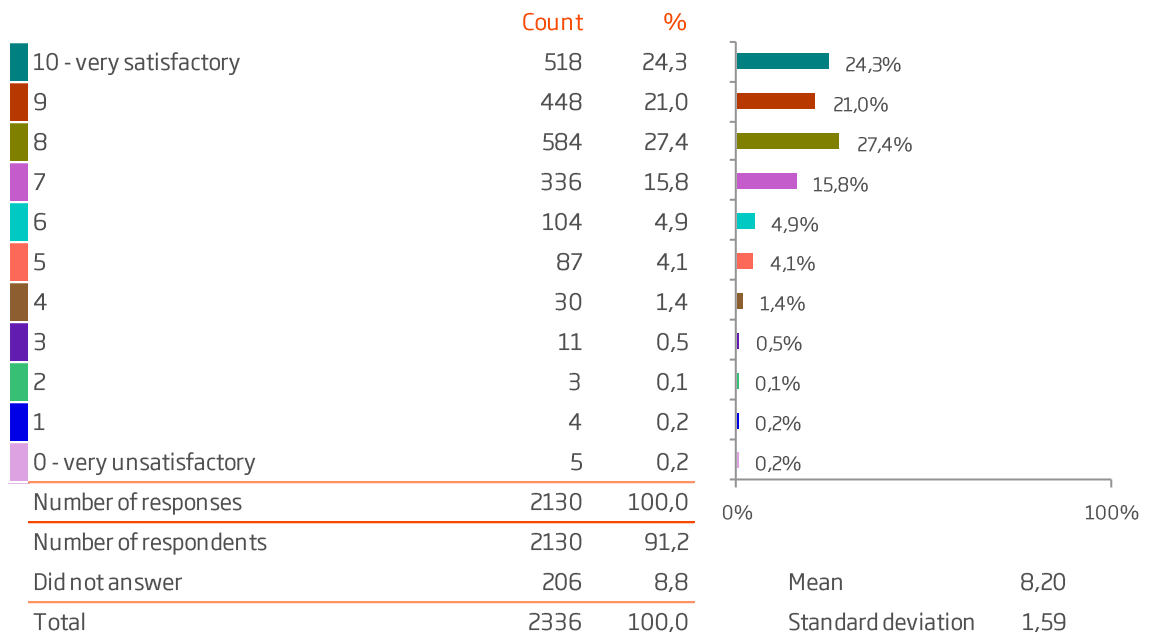
| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|------------|---|-------------|
| | Count | % | % | % | % | % | | |
| Total | 2123 | 29,9 | 23,7 | 26,4 | 11,3 | 8,7 |  | 8,45 |
| Nationality*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

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

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



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





















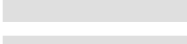


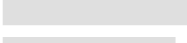









Q. 38. Please rate the paid accommodation in Iceland in which you stayed the longest using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Accommodation facilities

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

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



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

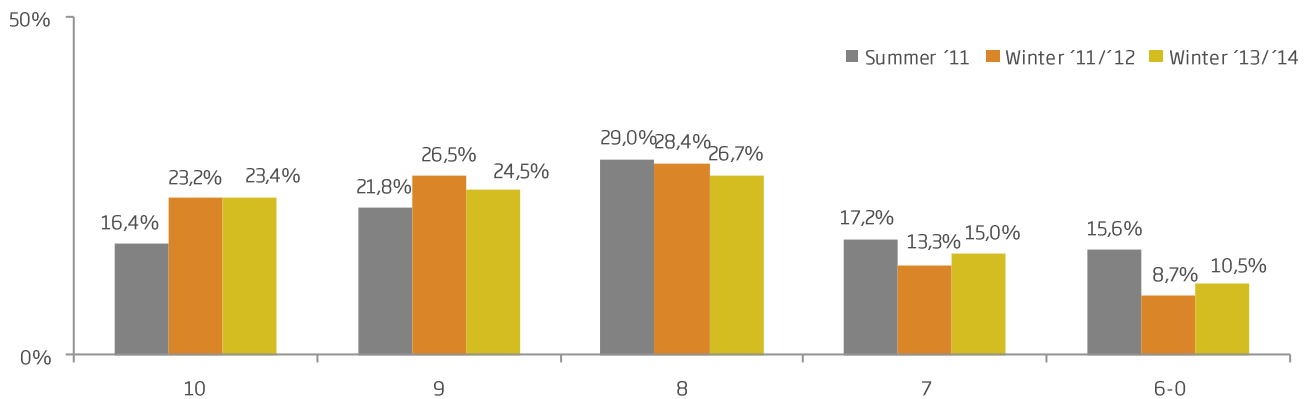
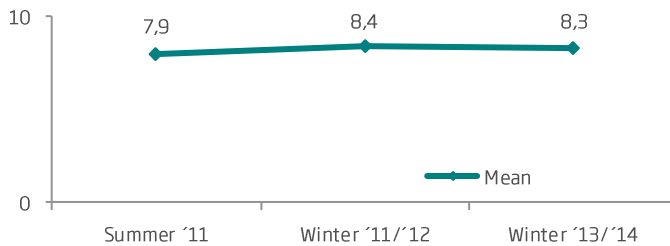
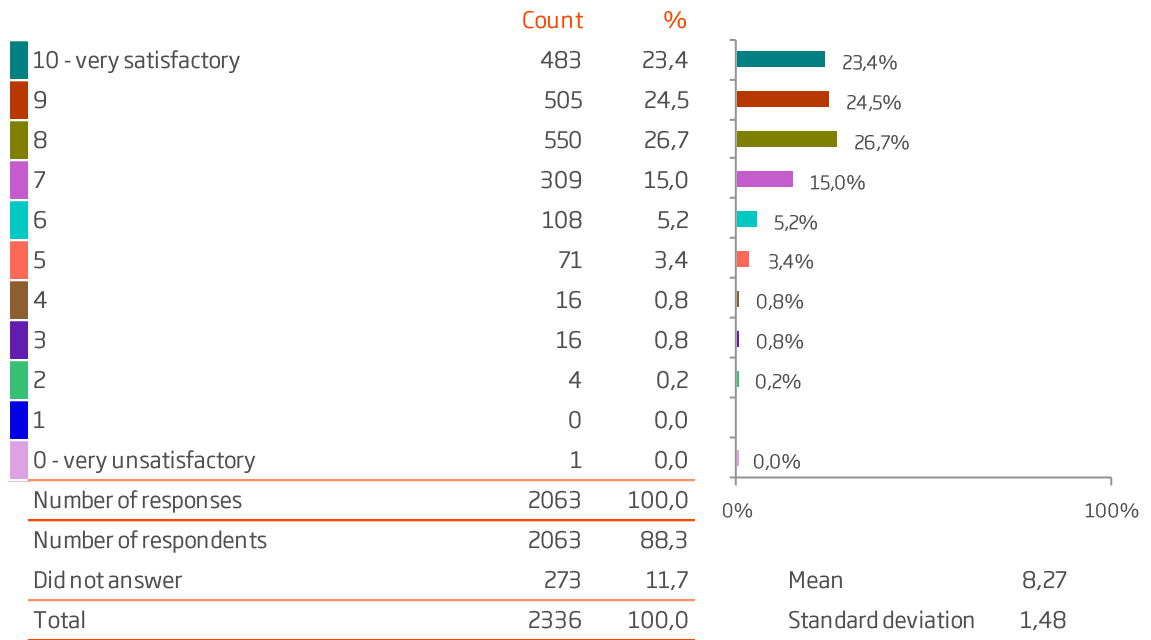
| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|-------------|---|-------------|
| | Count | % | % | % | % | % | | |
| Total | 2130 | 24,3 | 21,0 | 27,4 | 15,8 | 11,5 |  | 8,20 |
| Nationality*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

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

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



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





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

| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|--|-------------------|-------------|-------------|-------------|-------------|-------------|--|-------------|
| | Count | % | % | % | % | % | | |
| Total | 2063 | 23,4 | 24,5 | 26,7 | 15,0 | 10,5 | | 8,27 |
| Gender | | | | | | | | |
| Male | 867 | 19,6 | 26,8 | 28,0 | 15,8 | 9,8 | | 8,23 |
| Female | 1182 | 26,0 | 22,8 | 25,6 | 14,5 | 11,1 | | 8,29 |
| Age | | | | | | | | |
| 24 years and younger | 229 | 26,6 | 20,5 | 23,1 | 16,6 | 13,1 | | 8,16 |
| 25-34 years | 630 | 24,9 | 20,6 | 26,2 | 17,0 | 11,3 | | 8,24 |
| 35-44 years | 400 | 20,5 | 27,8 | 25,5 | 14,3 | 12,0 | | 8,21 |
| 45-54 years | 333 | 24,3 | 27,9 | 29,4 | 11,7 | 6,6 | | 8,44 |
| 55 years and older | 454 | 21,6 | 26,0 | 28,6 | 14,1 | 9,7 | | 8,29 |
| What is your profession? | | | | | | | | |
| Managerial | 317 | 22,1 | 22,1 | 31,2 | 15,8 | 8,8 | | 8,27 |
| Professionals (dr./lawyer/account. etc.) | 408 | 21,6 | 28,9 | 25,7 | 13,7 | 10,0 | | 8,30 |
| Other professionals | 310 | 22,3 | 27,4 | 28,1 | 11,6 | 10,6 | | 8,31 |
| Teacher/Medical care | 206 | 32,5 | 17,0 | 23,8 | 15,5 | 11,2 | | 8,38 |
| Clerical/Service | 130 | 21,5 | 28,5 | 19,2 | 15,4 | 15,4 | | 8,15 |
| Vocational/Technical | 64 | 23,4 | 26,6 | 29,7 | 9,4 | 10,9 | | 8,28 |
| Unskilled | 11 | 27,3 | 0,0 | 45,5 | 18,2 | 9,1 | | 8,18 |
| Student | 211 | 24,6 | 17,5 | 26,1 | 17,1 | 14,7 | | 8,04 |
| Retired/Homemaker | 173 | 18,5 | 27,2 | 28,3 | 16,2 | 9,8 | | 8,20 |
| Other | 207 | 24,6 | 27,1 | 25,6 | 17,4 | 5,3 | | 8,45 |
| Household income* | | | | | | | | |
| High | 921 | 21,6 | 26,9 | 27,9 | 13,6 | 10,0 | | 8,28 |
| Average | 796 | 25,3 | 23,4 | 25,8 | 15,7 | 9,9 | | 8,32 |
| Low | 270 | 23,3 | 18,9 | 25,6 | 17,4 | 14,8 | | 8,06 |
| Market area* | | | | | | | | |
| Britain | 690 | 25,5 | 27,1 | 26,8 | 11,3 | 9,3 | | 8,42 |
| North America | 541 | 28,5 | 25,5 | 22,9 | 13,1 | 10,0 | | 8,42 |
| Central/Southern Europe | 317 | 17,4 | 18,9 | 28,1 | 20,2 | 15,5 | | 7,91 |
| Scandinavia | 312 | 19,9 | 26,3 | 29,5 | 15,4 | 9,0 | | 8,23 |
| Asia | 42 | 4,8 | 21,4 | 50,0 | 11,9 | 11,9 | | 7,83 |
| Other | 161 | 21,1 | 18,0 | 24,2 | 26,7 | 9,9 | | 8,00 |

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



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

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

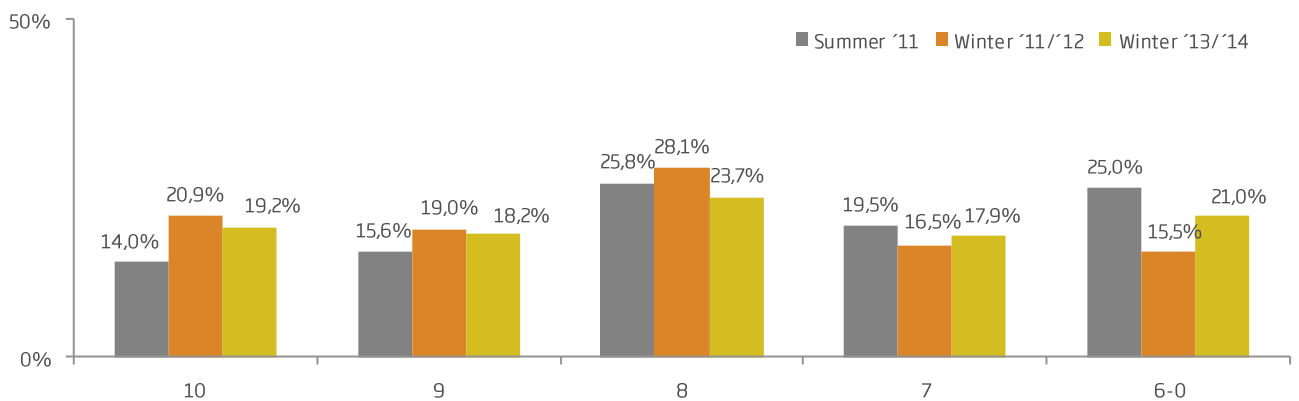
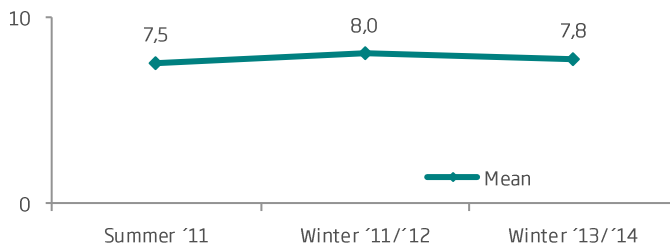
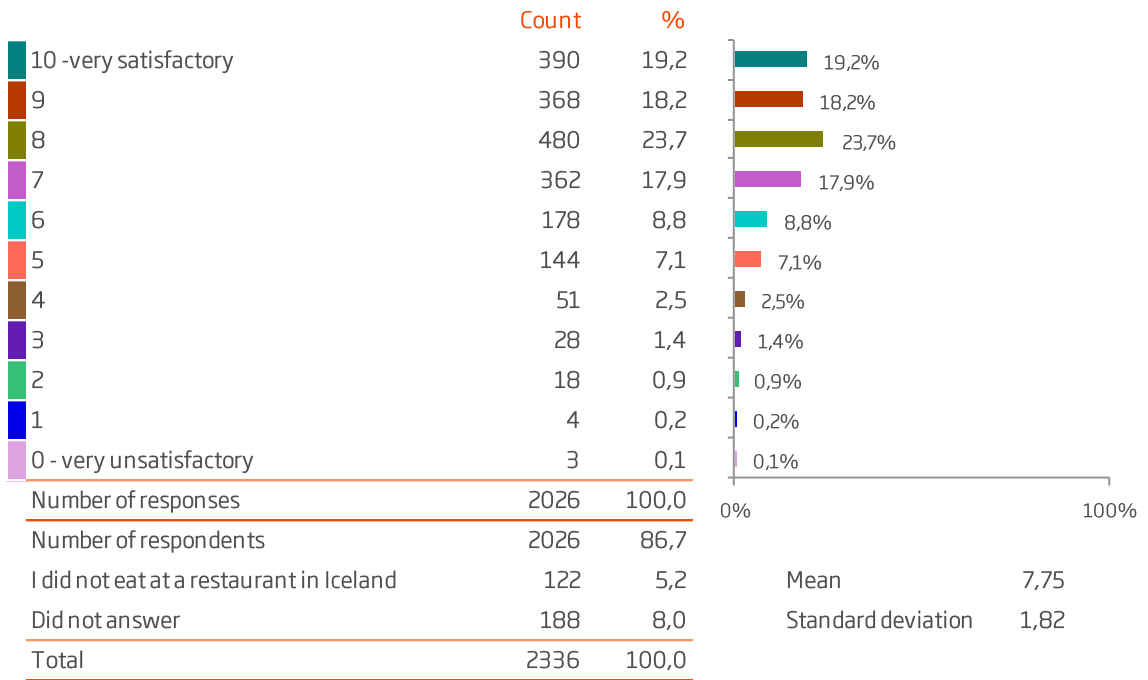
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

VARIETY OF RESTURANTS



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



VARIETY OF RESTURANTS



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

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

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

VARIETY OF RESTURANTS



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

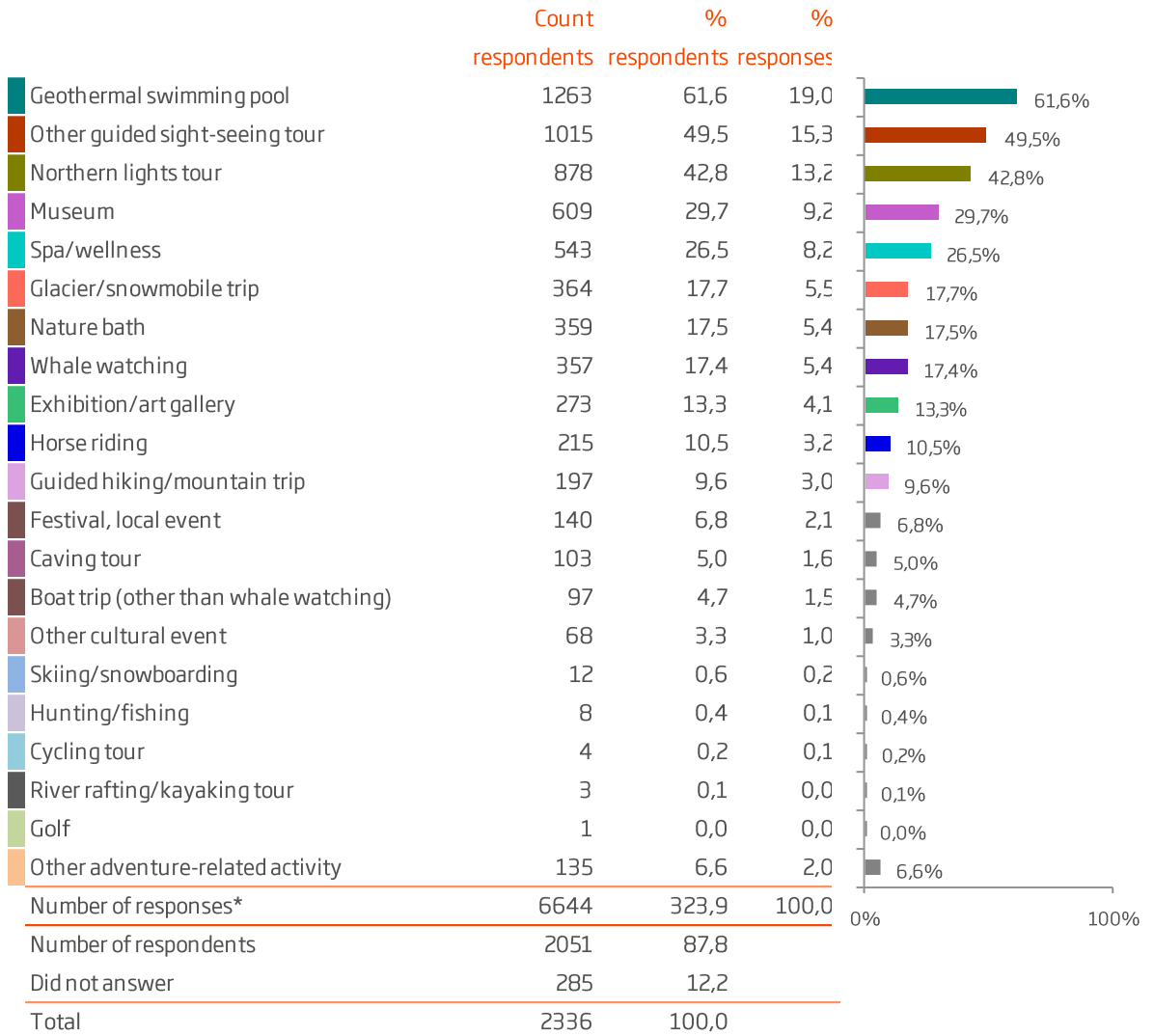
| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|-------------|--|-------------|
| | Count | % | % | % | % | % | | |
| Total | 2026 | 19,2 | 18,2 | 23,7 | 17,9 | 21,0 | | 7,75 |
| Nationality*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

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

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



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



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



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

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

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

PAID ACTIVITIES DURING TRIP



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

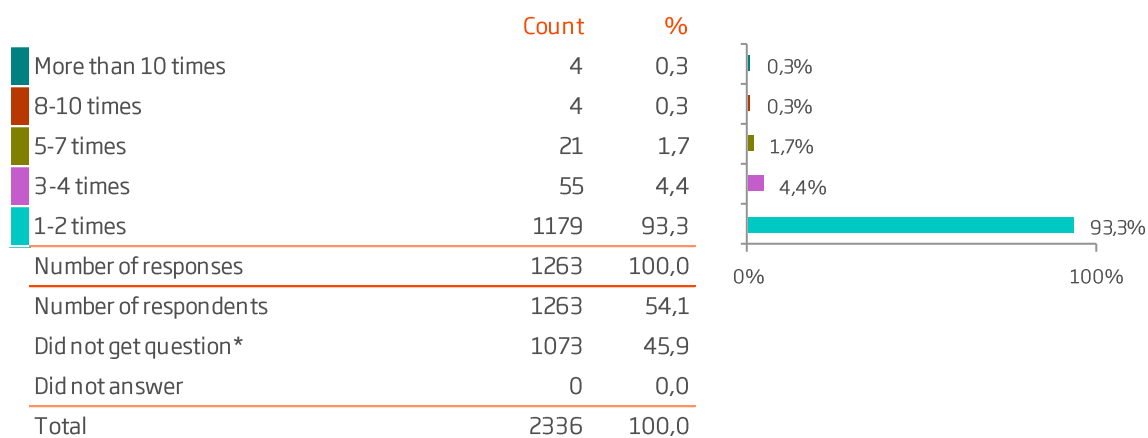
| | Number of answers | Geothermal swimming pool | Other guided sight-seeing tour | Northern lights tour | Museum | Spa/wellness | Other activity |
|------------------------------------|-------------------|--------------------------|--------------------------------|----------------------|-------------|--------------|----------------|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

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

NUMBER OF TIMES BATHING IN GEOTHERMAL POOL



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



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

Mean 1,34
Standard deviation 1,23

NUMBER OF TIMES BATHING IN GEOTHERMAL POOL



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

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

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

NUMBER OF TIMES BATHING IN GEOTHERMAL POOL



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

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

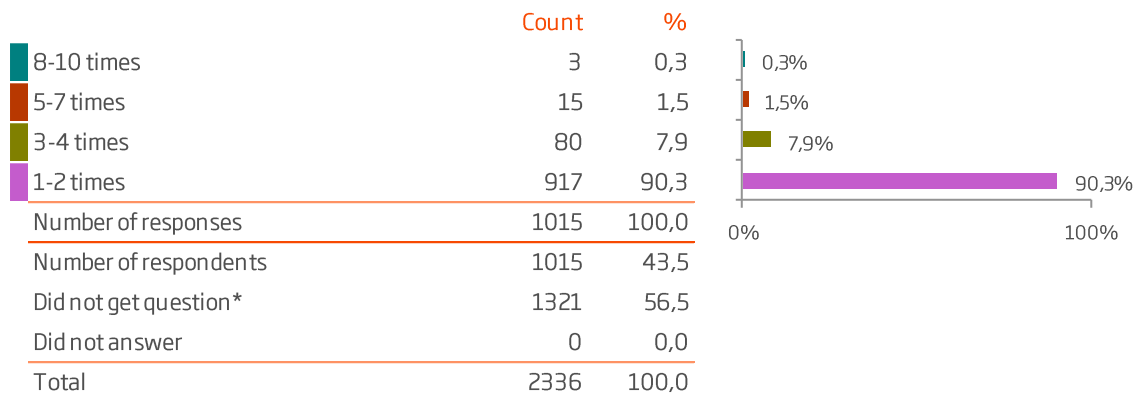
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES IN GUIDED SIGHT-SEEING TOURS



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



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

Mean 1,50
Standard deviation 0,96

NUMBER OF TIMES IN GUIDED SIGHT-SEEING TOURS



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

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

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

NUMBER OF TIMES IN GUIDED SIGHT-SEEING TOURS



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

| | Number of answers | More than 4 times | 3-4 times | 1-2 times | |
|------------------------------------|-------------------|-------------------|------------|-------------|------|
| | Count | % | % | % | |
| Total | 1015 | 1,8 | 7,9 | 90,3 | 1,50 |
| Nationality* | | | | | |
| British | 390 | 1,3 | 4,6 | 94,1 | 1,38 |
| American | 183 | 1,6 | 9,3 | 89,1 | 1,57 |
| Canadian | 90 | 2,2 | 13,3 | 84,4 | 1,61 |
| Danish | 39 | 0,0 | 5,1 | 94,9 | 1,36 |
| Norwegian | 36 | 0,0 | 0,0 | 100,0 | 1,14 |
| French | 21 | 0,0 | 14,3 | 85,7 | 1,57 |
| German | 11 | 0,0 | 9,1 | 90,9 | 1,27 |
| Swedish | 21 | 0,0 | 4,8 | 95,2 | 1,29 |
| Dutch | 20 | 5,0 | 10,0 | 85,0 | 1,75 |
| Irish | 27 | 0,0 | 11,1 | 88,9 | 1,33 |
| Australian | 22 | 0,0 | 9,1 | 90,9 | 1,36 |
| Chinese | 21 | 0,0 | 4,8 | 95,2 | 1,33 |
| Italian | 19 | 10,5 | 57,9 | 31,6 | 3,05 |
| Swiss | <5 | | | | |
| Other | 114 | 4,4 | 6,1 | 89,5 | 1,68 |
| Type of trip* | | | | | |
| Package tour | 374 | 3,5 | 10,4 | 86,1 | 1,64 |
| Individually-arranged tour | 608 | 0,7 | 7,6 | 91,8 | 1,44 |
| Business-arranged tour | 26 | 3,8 | 0,0 | 96,2 | 1,31 |
| Purpose of visit* | | | | | |
| Vacation/holiday | 958 | 1,5 | 8,1 | 90,4 | 1,49 |
| Conference/large meeting | 12 | 0,0 | 0,0 | 100,0 | 1,33 |
| Business/small meeting | 18 | 0,0 | 0,0 | 100,0 | 1,17 |
| Education and training | 24 | 0,0 | 20,8 | 79,2 | 1,71 |
| Visiting friends/relatives | 33 | 0,0 | 15,2 | 84,8 | 1,58 |
| Business incentives package | <5 | | | | |
| Temporary employment in Iceland | <5 | | | | |
| Event in Iceland (leisure related) | 48 | 4,2 | 6,3 | 89,6 | 1,63 |
| Health/medical treatment | <5 | | | | |
| Other | 44 | 4,5 | 6,8 | 88,6 | 1,57 |

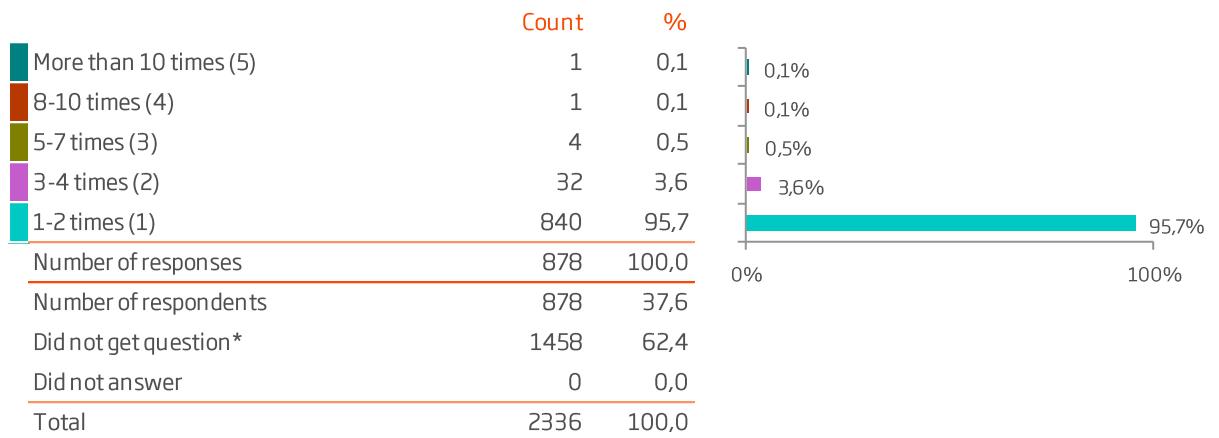
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES IN A NORTHERN LIGHTS TOUR



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



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

Mean 1,30
Standard deviation 0,71

NUMBER OF TIMES IN A NORTHERN LIGHTS TOUR



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

























| | Number of answers | More than 2 times | 1-2 times | | |
|--|-------------------|-------------------|-------------|--|------|
| | Count | % | % | | |
| Total | 878 | 4,3 | 95,7 | | 1,30 |
| Gender | | | | | |
| Male | 353 | 94,9 | 5,1 | | 1,31 |
| Female | 525 | 96,2 | 3,8 | | 1,28 |
| Age | | | | | |
| 24 years and younger | 111 | 92,8 | 7,2 | | 1,30 |
| 25-34 years | 273 | 95,6 | 4,4 | | 1,29 |
| 35-44 years | 176 | 97,7 | 2,3 | | 1,24 |
| 45-54 years | 137 | 95,6 | 4,4 | | 1,36 |
| 55 years and older | 176 | 95,5 | 4,5 | | 1,32 |
| What is your profession?* | | | | | |
| Managerial | 152 | 96,7 | 3,3 | | 1,28 |
| Professionals (dr./lawyer/account. etc.) | 163 | 98,8 | 1,2 | | 1,23 |
| Other professionals | 142 | 97,2 | 2,8 | | 1,29 |
| Teacher/Medical care | 90 | 97,8 | 2,2 | | 1,24 |
| Clerical/Service | 67 | 97,0 | 3,0 | | 1,25 |
| Vocational/Technical | 31 | 90,3 | 9,7 | | 1,65 |
| Unskilled | <5 | | | | |
| Student | 71 | 88,7 | 11,3 | | 1,39 |
| Retired/Homemaker | 74 | 94,6 | 5,4 | | 1,26 |
| Other | 74 | 94,6 | 5,4 | | 1,31 |
| Household income | | | | | |
| High | 369 | 95,7 | 4,3 | | 1,30 |
| Average | 376 | 96,3 | 3,7 | | 1,29 |
| Low | 94 | 95,7 | 4,3 | | 1,23 |
| Market area* | | | | | |
| Britain | 481 | 96,0 | 4,0 | | 1,29 |
| North America | 186 | 96,2 | 3,8 | | 1,26 |
| Central/Southern Europe | 52 | 90,4 | 9,6 | | 1,54 |
| Scandinavia | 56 | 94,6 | 5,4 | | 1,29 |
| Asia | 30 | 86,7 | 13,3 | | 1,53 |
| Other | 73 | 100,0 | 0,0 | | 1,16 |

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

NUMBER OF TIMES IN A NORTHERN LIGHTS TOUR



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

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

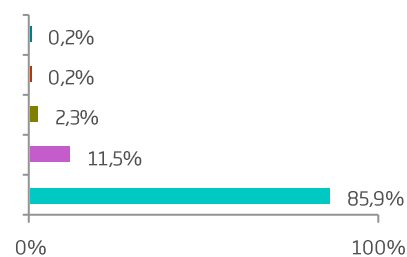
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated
Difference between groups is not statistically significant.

NUMBER OF TIMES VISITING A MUSEUM



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

| | Count | % |
|-----------------------|-------|-------|
| More than 10 times | 1 | 0,2 |
| 8-10 times | 1 | 0,2 |
| 5-7 times | 14 | 2,3 |
| 3-4 times | 70 | 11,5 |
| 1-2 times | 523 | 85,9 |
| <hr/> | | |
| Number of responses | 609 | 100,0 |
| <hr/> | | |
| Number of respondents | 609 | 26,1 |
| Did not get question* | 1727 | 73,9 |
| Did not answer | 0 | 0,0 |
| <hr/> | | |
| Total | 2336 | 100,0 |



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

Mean 1,66
Standard deviation 1,55

NUMBER OF TIMES VISITING A MUSEUM



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

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

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

NUMBER OF TIMES VISITING A MUSEUM



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

| | Number of answers | More than 4 times | 3-4 times | 1-2 times | |
|------------------------------------|-------------------|-------------------|-------------|-------------|------|
| | Count | % | % | % | |
| Total | 609 | 2,6 | 11,5 | 85,9 | 1,66 |
| Nationality* | | | | | |
| British | 154 | 1,3 | 8,4 | 90,3 | 1,45 |
| American | 128 | 3,1 | 14,1 | 82,8 | 1,71 |
| Canadian | 58 | 1,7 | 12,1 | 86,2 | 1,66 |
| Danish | 24 | 4,2 | 12,5 | 83,3 | 1,79 |
| Norwegian | 23 | 4,3 | 0,0 | 95,7 | 1,35 |
| French | 38 | 0,0 | 13,2 | 86,8 | 1,63 |
| Type of trip* | 44 | 9,1 | 22,7 | 68,2 | 2,66 |
| Swedish | 13 | 0,0 | 0,0 | 100,0 | 1,38 |
| Dutch | 12 | 0,0 | 25,0 | 75,0 | 1,75 |
| Irish | 11 | 0,0 | 0,0 | 100,0 | 1,27 |
| Australian | 9 | 0,0 | 0,0 | 100,0 | 1,44 |
| Chinese | <5 | | | | |
| Italian | 8 | 0,0 | 12,5 | 87,5 | 1,63 |
| Swiss | 11 | 9,1 | 36,4 | 54,5 | 2,45 |
| Other | 74 | 2,7 | 8,1 | 89,2 | 1,53 |
| Type of trip* | | | | | |
| Package tour | 151 | 0,7 | 8,6 | 90,7 | 1,46 |
| Individually-arranged tour | 436 | 3,4 | 11,9 | 84,6 | 1,74 |
| Business-arranged tour | 22 | 0,0 | 13,6 | 86,4 | 1,50 |
| Purpose of visit* | | | | | |
| Vacation/holiday | 546 | 2,7 | 11,2 | 86,1 | 1,67 |
| Type of trip* | 16 | 0,0 | 6,3 | 93,8 | 1,38 |
| Business/small meeting | 11 | 0,0 | 0,0 | 100,0 | 1,27 |
| Education and training | 33 | 0,0 | 24,2 | 75,8 | 1,88 |
| Visiting friends/relatives | 64 | 4,7 | 10,9 | 84,4 | 1,69 |
| Business incentives package | <5 | | | | |
| Temporary employment in Iceland | 6 | 0,0 | 50,0 | 50,0 | 2,17 |
| Event in Iceland (leisure related) | 30 | 6,7 | 13,3 | 80,0 | 1,80 |
| Health/medical treatment | <5 | | | | |
| Other | 37 | 2,7 | 16,2 | 81,1 | 1,73 |

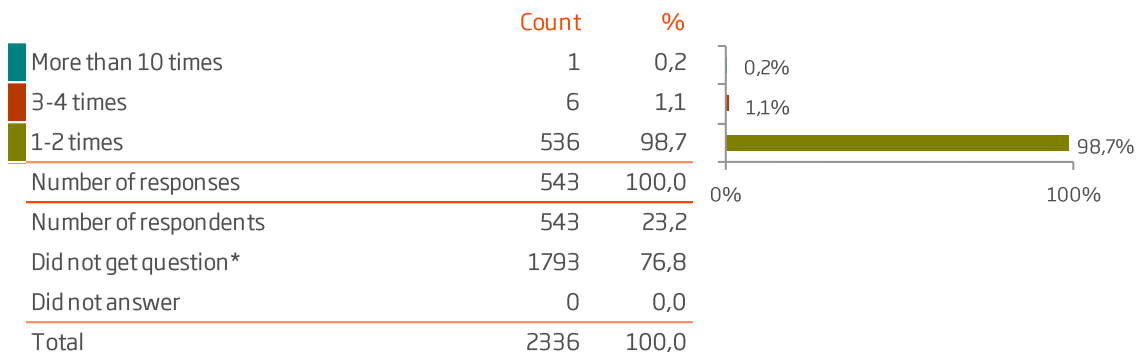
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES IN A SPA/WELLNESS CENTER



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



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

Mean 1,14
Standard deviation 0,89

NUMBER OF TIMES IN A SPA/WELLNESS CENTER



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



























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

Difference between groups is not statistically significant.

NUMBER OF TIMES IN A SPA/WELLNESS CENTER



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

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

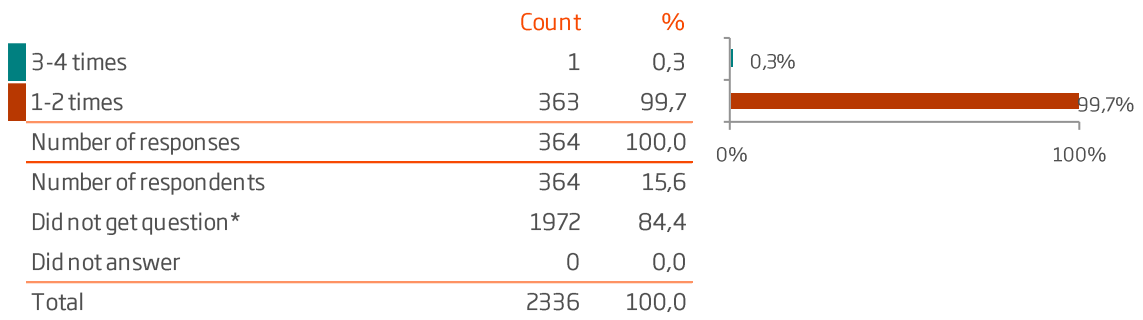
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES ON A GLACIER/SNOWMOBILE TRIP



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



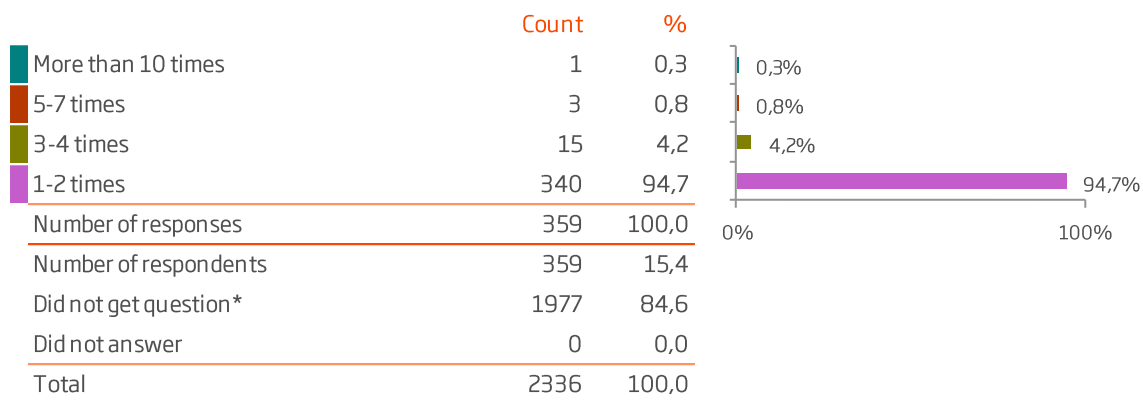
*Only those who said they had paid for a glacier/snowmobile trip (Q.41) got this question.

Mean 1,04
Standard deviation 0,20

NUMBER OF TIMES BATHING IN A NATURE BATH



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





























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

Mean 1,31
Standard deviation 1,18

NUMBER OF TIMES BATHING IN A NATURE BATH



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

| | Number of answers | More than 2 times | 1-2 times | | |
|--|-------------------|-------------------|-------------|---|------|
| | Count | % | % | | |
| Total | 359 | 5,3 | 94,7 |  | 1,31 |
| Gender | | | | | |
| Male | 146 | 91,1 | 8,9 |  | 1,35 |
| Female | 208 | 97,1 | 2,9 |  | 1,28 |
| Age* | | | | | |
| 24 years and younger | 56 | 83,9 | 16,1 |  | 1,88 |
| 25-34 years | 132 | 97,7 | 2,3 |  | 1,23 |
| 35-44 years | 64 | 95,3 | 4,7 |  | 1,23 |
| 45-54 years | 49 | 93,9 | 6,1 |  | 1,27 |
| 55 years and older | 56 | 98,2 | 1,8 |  | 1,07 |
| What is your profession? | | | | | |
| Managerial | 56 | 96,4 | 3,6 |  | 1,20 |
| Professionals (dr./lawyer/account. etc.) | 58 | 98,3 | 1,7 |  | 1,21 |
| Other professionals | 43 | 93,0 | 7,0 |  | 1,70 |
| Teacher/Medical care | 46 | 97,8 | 2,2 |  | 1,09 |
| Clerical/Service | 20 | 100,0 | 0,0 |  | 1,10 |
| Vocational/Technical | 12 | 100,0 | 0,0 |  | 1,17 |
| Unskilled | <5 | | | | |
| Student | 60 | 90,0 | 10,0 |  | 1,45 |
| Retired/Homemaker | 18 | 100,0 | 0,0 |  | 1,00 |
| Other | 38 | 86,8 | 13,2 |  | 1,58 |
| Household income | | | | | |
| High | 141 | 95,7 | 4,3 |  | 1,24 |
| Average | 144 | 95,8 | 4,2 |  | 1,22 |
| Low | 58 | 93,1 | 6,9 |  | 1,62 |
| Market area* | | | | | |
| Britain | 67 | 100,0 | 0,0 |  | 1,04 |
| North America | 91 | 96,7 | 3,3 |  | 1,23 |
| Central/Southern Europe | 99 | 87,9 | 12,1 |  | 1,67 |
| Scandinavia | 54 | 96,3 | 3,7 |  | 1,15 |
| Asia | 15 | 100,0 | 0,0 |  | 1,13 |
| Other | 33 | 93,9 | 6,1 |  | 1,36 |

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

NUMBER OF TIMES BATHING IN A NATURE BATH



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

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

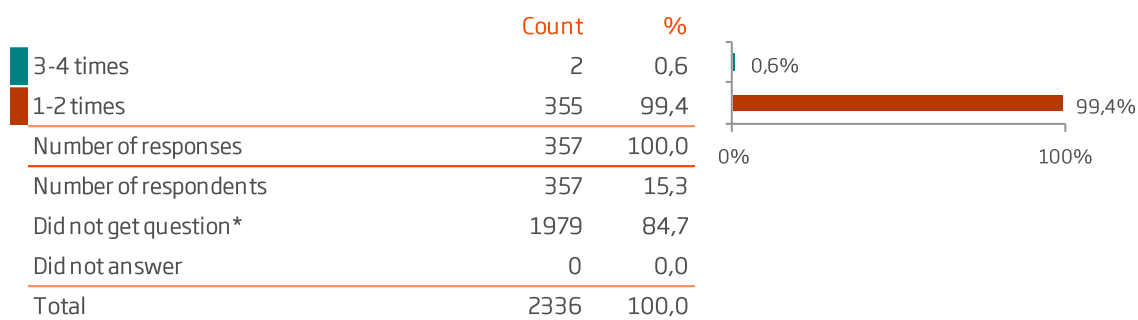
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES WHALE WATCHING



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



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

Mean 1,03
Standard deviation 0,20

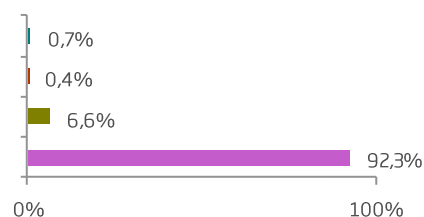
NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



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

| | Count | % |
|-----------------------|-------|-------|
| 8-10 times | 2 | 0,7 |
| 5-7 times | 1 | 0,4 |
| 3-4 times | 18 | 6,6 |
| 1-2 times | 252 | 92,3 |
| Number of responses | 273 | 100,0 |
| Number of respondents | 273 | 11,7 |
| Did not get question* | 2063 | 88,3 |
| Did not answer | 0 | 0,0 |
| Total | 2336 | 100,0 |

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



Mean 1,37
Standard deviation 0,98

NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



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




















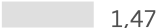
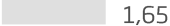
| | Number of answers | More than 2 times | 1-2 times | | |
|--|-------------------|-------------------|-------------|--|------|
| | Count | % | % | | |
| Total | 273 | 7,7 | 92,3 | | 1,37 |
| Gender | | | | | |
| Male | 112 | 93,8 | 6,3 | | 1,31 |
| Female | 160 | 91,3 | 8,8 | | 1,42 |
| Age | | | | | |
| 24 years and younger | 33 | 81,8 | 18,2 | | 1,58 |
| 25-34 years | 65 | 98,5 | 1,5 | | 1,14 |
| 35-44 years | 57 | 94,7 | 5,3 | | 1,35 |
| 45-54 years | 53 | 94,3 | 5,7 | | 1,38 |
| 55 years and older | 60 | 86,7 | 13,3 | | 1,53 |
| What is your profession? | | | | | |
| Managerial | 40 | 97,5 | 2,5 | | 1,28 |
| Professionals (dr./lawyer/account. etc.) | 53 | 96,2 | 3,8 | | 1,23 |
| Other professionals | 45 | 88,9 | 11,1 | | 1,53 |
| Teacher/Medical care | 27 | 100,0 | 0,0 | | 1,15 |
| Clerical/Service | 9 | 88,9 | 11,1 | | 1,22 |
| Vocational/Technical | 6 | 100,0 | 0,0 | | 1,00 |
| Student | 31 | 80,6 | 19,4 | | 1,84 |
| Retired/Homemaker | 24 | 83,3 | 16,7 | | 1,54 |
| Other | 35 | 94,3 | 5,7 | | 1,23 |
| Household income* | | | | | |
| High | 124 | 97,6 | 2,4 | | 1,21 |
| Average | 106 | 87,7 | 12,3 | | 1,54 |
| Low | 35 | 91,4 | 8,6 | | 1,34 |
| Market area | | | | | |
| Britain | 93 | 93,5 | 6,5 | | 1,25 |
| North America | 79 | 94,9 | 5,1 | | 1,39 |
| Central/Southern Europe | 40 | 87,5 | 12,5 | | 1,68 |
| Scandinavia | 36 | 88,9 | 11,1 | | 1,31 |
| Other | 25 | 92,0 | 8,0 | | 1,40 |

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

NUMBER OF TIMES VISITING AN EXHIBITION/ART GALLERY



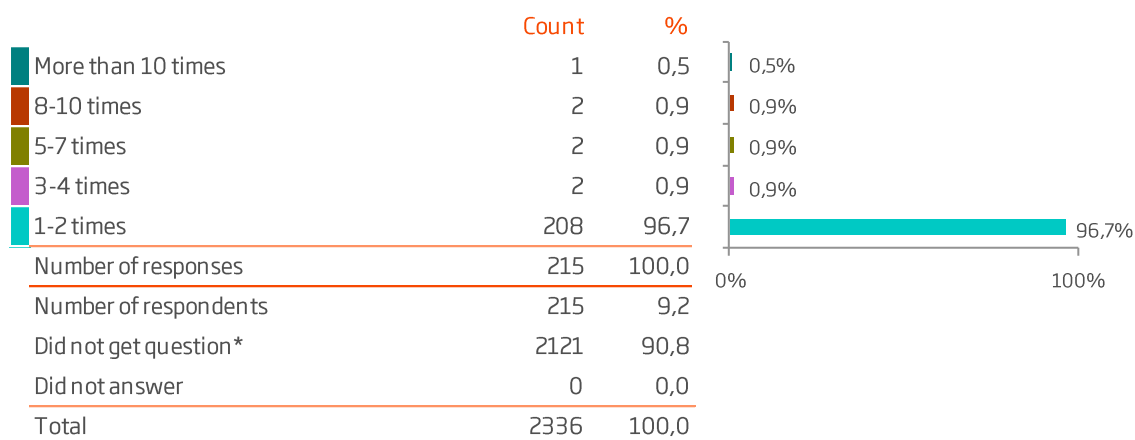
Q.50. How many times did you go to an exhibition/art gallery?

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

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



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



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

Mean 1,21
Standard deviation 1,08

NUMBER OF TIMES HORSE RIDING



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

| | Number of answers | More than 2 times | 1-2 times | |
|--|-------------------|-------------------|-------------|------|
| | Count | % | % | |
| Total | 215 | 3,3 | 96,7 | 1,21 |
| Gender | | | | |
| Male | 57 | 93,0 | 7,0 | 1,40 |
| Female | 154 | 98,1 | 1,9 | 1,14 |
| Age | | | | |
| 24 years and younger | 40 | 92,5 | 7,5 | 1,30 |
| 25-34 years | 75 | 98,7 | 1,3 | 1,17 |
| 35-44 years | 37 | 97,3 | 2,7 | 1,19 |
| 45-54 years | 31 | 93,5 | 6,5 | 1,39 |
| 55 years and older | 29 | 100,0 | 0,0 | 1,03 |
| What is your profession? | | | | |
| Managerial | 26 | 92,3 | 7,7 | 1,35 |
| Professionals (dr./lawyer/account. etc.) | 28 | 92,9 | 7,1 | 1,64 |
| Other professionals | 28 | 96,4 | 3,6 | 1,18 |
| Teacher/Medical care | 23 | 95,7 | 4,3 | 1,22 |
| Clerical/Service | 14 | 100,0 | 0,0 | 1,07 |
| Vocational/Technical | 11 | 100,0 | 0,0 | 1,09 |
| Student | 39 | 100,0 | 0,0 | 1,03 |
| Retired/Homemaker | 15 | 100,0 | 0,0 | 1,00 |
| Other | 26 | 100,0 | 0,0 | 1,08 |
| Household income | | | | |
| High | 79 | 96,2 | 3,8 | 1,23 |
| Average | 86 | 96,5 | 3,5 | 1,26 |
| Low | 40 | 97,5 | 2,5 | 1,10 |
| Market area | | | | |
| Britain | 50 | 98,0 | 2,0 | 1,16 |
| North America | 61 | 100,0 | 0,0 | 1,02 |
| Central/Southern Europe | 34 | 91,2 | 8,8 | 1,50 |
| Scandinavia | 47 | 93,6 | 6,4 | 1,40 |
| Asia | 6 | 100,0 | 0,0 | 1,00 |
| Other | 17 | 100,0 | 0,0 | 1,00 |

Difference between groups is not statistically significant.

NUMBER OF TIMES HORSE RIDING



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

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

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

NUMBER OF TIMES IN A GUIDED HIKING/MOUNTAIN TRIP



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

| | Count | % |
|-----------------------|-------|-------|
| 8-10 times | 1 | 0,5 |
| 5-7 times | 7 | 3,6 |
| 3-4 times | 5 | 2,5 |
| 1-2 times | 184 | 93,4 |
| Number of responses | 197 | 100,0 |
| Number of respondents | 197 | 8,4 |
| Did not get question* | 2139 | 91,6 |
| Did not answer | 0 | 0,0 |
| Total | 2336 | 100,0 |



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

Mean 1,36
Standard deviation 1,06

NUMBER OF TIMES IN A GUIDED HIKING/MOUNTAIN TRIP



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

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

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

NUMBER OF TIMES IN A GUIDED HIKING/MOUNTAIN TRIP



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

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

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

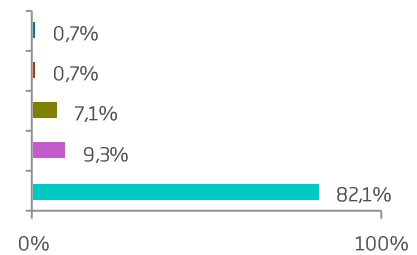
*Significant difference between groups according to ANOVA test ($p < 0,05$).

NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



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

| | Count | % |
|-----------------------|-------|-------|
| More than 10 times | 1 | 0,7 |
| 8-10 times | 1 | 0,7 |
| 5-7 times | 10 | 7,1 |
| 3-4 times | 13 | 9,3 |
| 1-2 times | 115 | 82,1 |
| Number of responses | 140 | 100,0 |
| Number of respondents | 140 | 6,0 |
| Did not get question* | 2196 | 94,0 |
| Did not answer | 0 | 0,0 |
| Total | 2336 | 100,0 |



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

Mean 1,77
Standard deviation 1,98

NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



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

| | Number of answers | More than 2 times | 1-2 times | |
|--|-------------------|-------------------|-------------|------|
| | Count | % | % | |
| Total | 140 | 17,9 | 82,1 | 1,77 |
| Gender | | | | |
| Male | 58 | 81,0 | 19,0 | 1,98 |
| Female | 82 | 82,9 | 17,1 | 1,62 |
| Age | | | | |
| 24 years and younger | 31 | 87,1 | 12,9 | 1,81 |
| 25-34 years | 56 | 73,2 | 26,8 | 1,96 |
| 35-44 years | 26 | 88,5 | 11,5 | 1,50 |
| 45-54 years | 13 | 76,9 | 23,1 | 2,15 |
| 55 years and older | 12 | 100,0 | 0,0 | 1,08 |
| What is your profession? | | | | |
| Managerial | 15 | 93,3 | 6,7 | 1,20 |
| Professionals (dr./lawyer/account. etc.) | 29 | 79,3 | 20,7 | 1,90 |
| Other professionals | 21 | 76,2 | 23,8 | 2,62 |
| Teacher/Medical care | 9 | 77,8 | 22,2 | 2,11 |
| Clerical/Service | <5 | | | |
| Vocational/Technical | 6 | 83,3 | 16,7 | 1,83 |
| Unskilled | <5 | | | |
| Student | 28 | 82,1 | 17,9 | 1,50 |
| Retired/Homemaker | 5 | 100,0 | 0,0 | 1,00 |
| Other | 21 | 81,0 | 19,0 | 1,67 |
| Household income | | | | |
| High | 50 | 84,0 | 16,0 | 1,66 |
| Average | 53 | 81,1 | 18,9 | 1,92 |
| Low | 29 | 86,2 | 13,8 | 1,59 |
| Market area | | | | |
| Britain | 26 | 92,3 | 7,7 | 1,38 |
| North America | 38 | 86,8 | 13,2 | 1,47 |
| Central/Southern Europe | 34 | 73,5 | 26,5 | 2,41 |
| Scandinavia | 27 | 70,4 | 29,6 | 2,00 |
| Asia | <5 | | | |
| Other | 13 | 100,0 | 0,0 | 1,15 |

Difference between groups is not statistically significant.

NUMBER OF TIMES ATTENDING A FESTIVAL/LOCAL EVENT



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

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

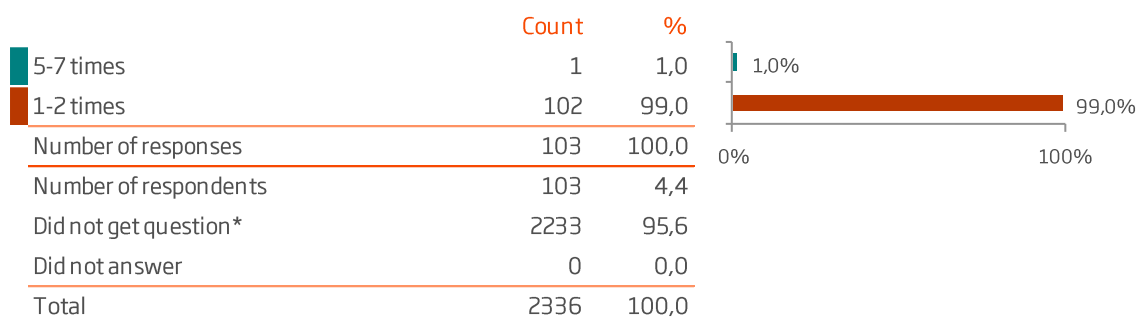
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES PARTICIPATING IN A CAVING TOUR



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

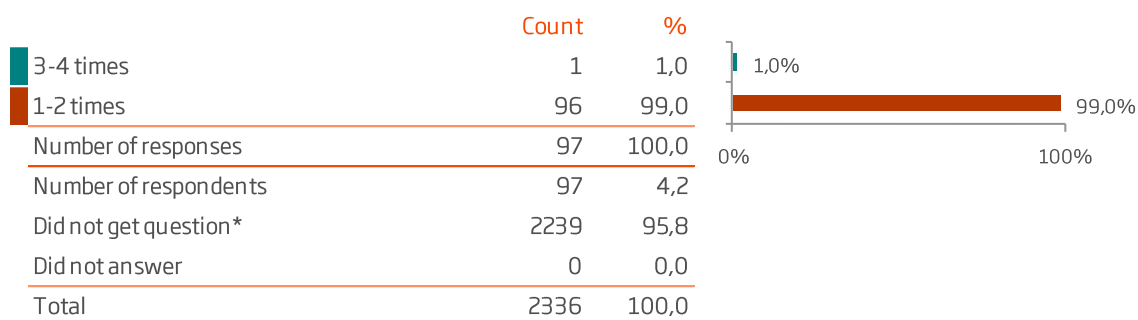


*Only those who said they had paid for a caving tour (Q.41) got this question.

Mean 1,07
Standard deviation 0,00



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



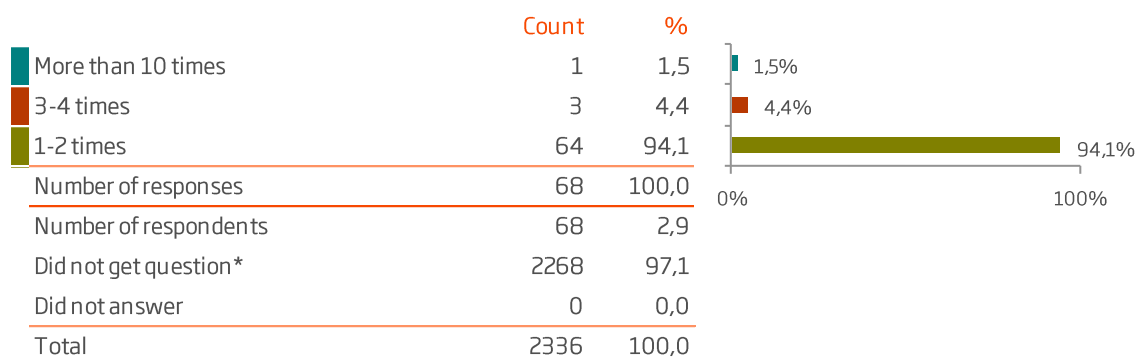
*Only those who said they had paid for a boat trip (other than whale watching) (Q.41) got this question.

Mean 1,07
Standard deviation 0,30

NUMBER OF TIMES ATTENDING ANOTHER CULTURAL EVENT



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



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

Mean 1,46
Standard deviation 1,65

NUMBER OF TIMES ATTENDING ANOTHER CULTURAL EVENT



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

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

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

NUMBER OF TIMES ATTENDING ANOTHER CULTURAL EVENT



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

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

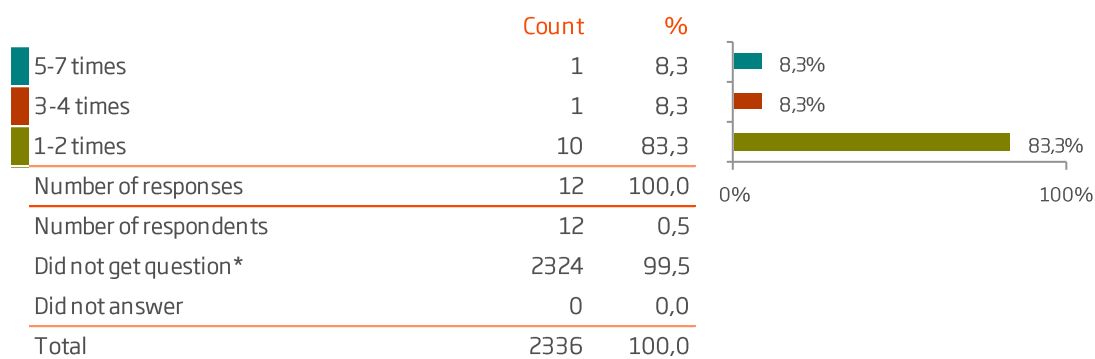
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF TIMES SKIING/SNOWBOARDING



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



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

Mean 1,67
Standard deviation 0,00



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

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



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

Mean 1,13
Standard deviation 0,35



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

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



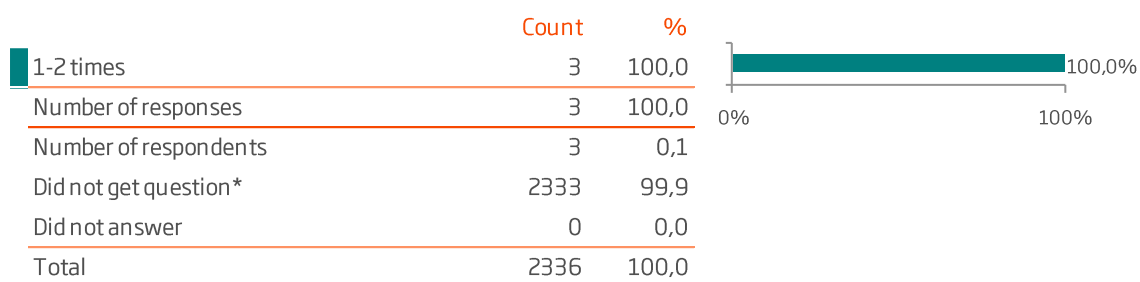
*Only those who said they had paid for a cycling tour (Q.41) got this question.

Mean 1,00
Standard deviation 0,00

NUMBER OF TIMES IN A RIVER RAFTING//KAYAKING TOUR



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

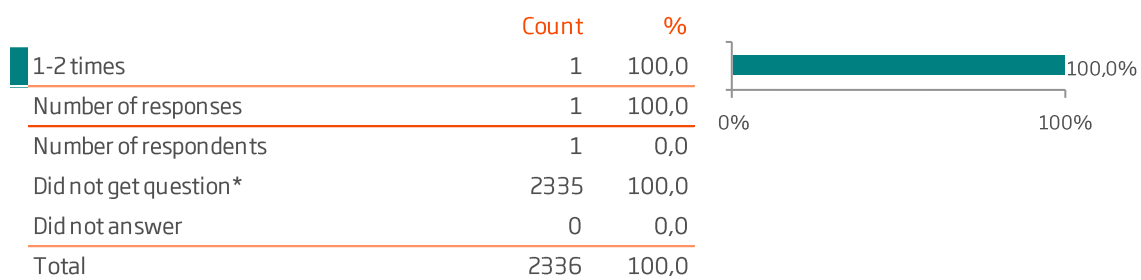


*Only those who said they had paid for a rafting/kayaking tour (Q.41) got this question.

Mean 1,00
Standard deviation 0,00



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

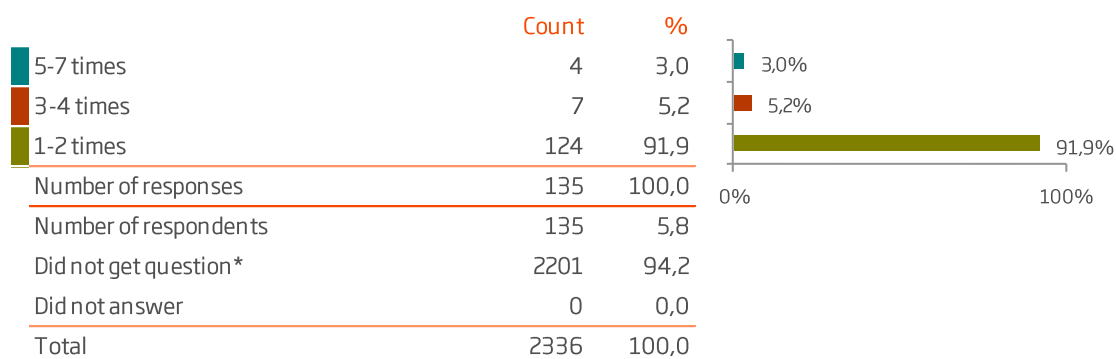


*Only those who said they had paid for playing golf (Q.41) got this question.

NUMBER OF TIMES PARTICIPATING IN ANOTHER ADVENTURE-RELATED ACTIVITY



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



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

Mean 1,35
Standard deviation 0,00

NUMBER OF TIMES PARTICIPATING IN ANOTHER ADVENTURE-RELATED ACTIVITY



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




















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

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

NUMBER OF TIMES PARTICIPATING IN ANOTHER ADVENTURE-RELATED ACTIVITY



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

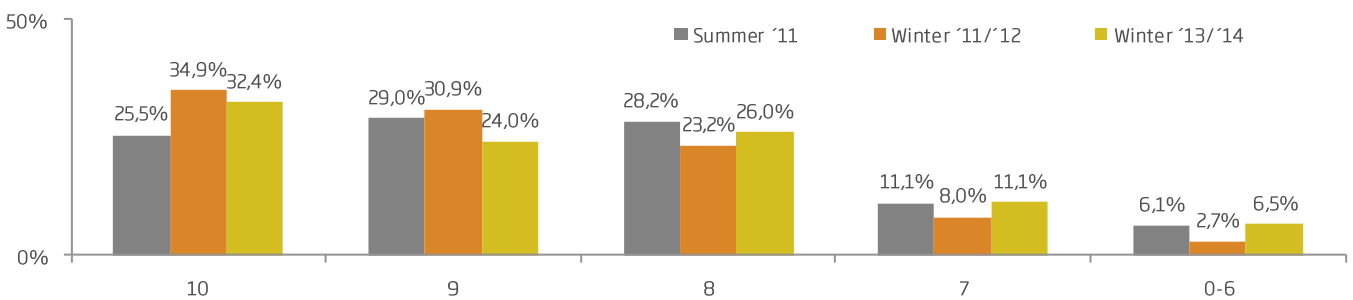
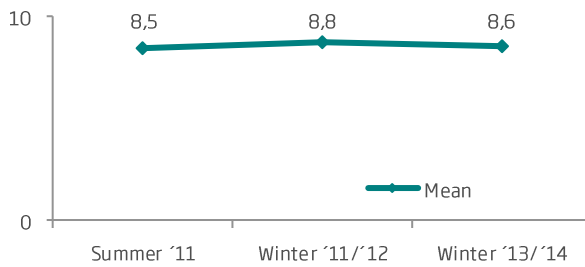
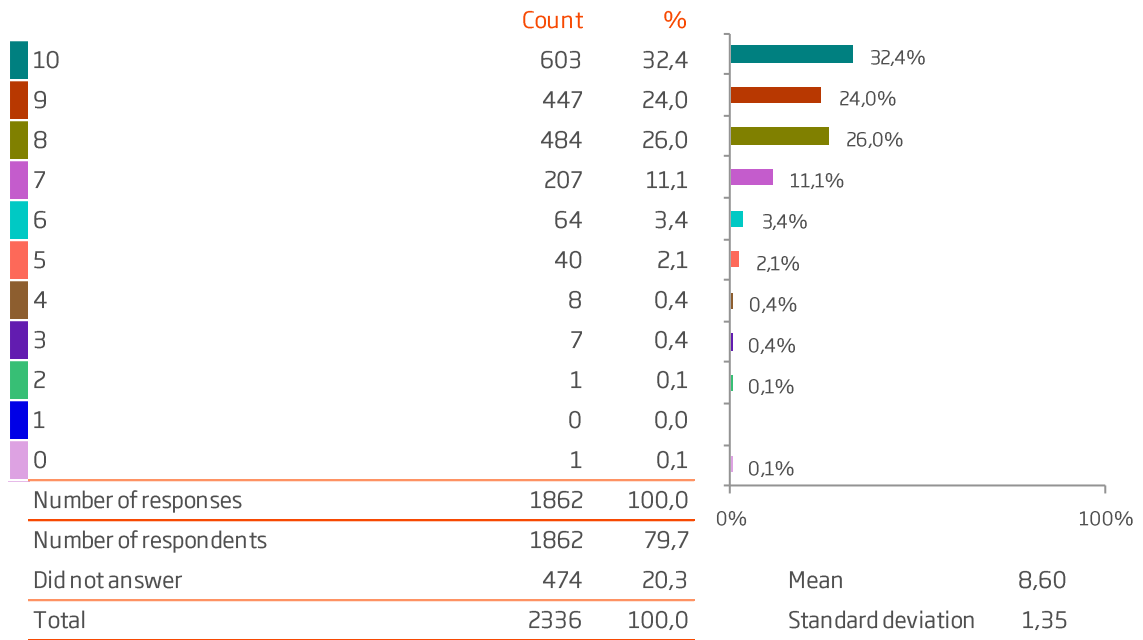
| | Number of answers | More than 2 times | 1-2 times | | |
|------------------------------------|-------------------|-------------------|-------------|---|------|
| | Count | % | % | | |
| Total | 135 | 8,1 | 91,9 |  | 1,35 |
| Nationality | | | | | |
| British | 28 | 0,0 | 100,0 |  | 1,00 |
| American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

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

SERVICE IN NATURE-BASED ACTIVITIES











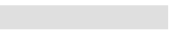




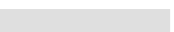

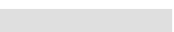











Q. 63. Please rate services in nature-based activities in Iceland on a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory





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

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

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

SERVICE IN NATURE-BASED ACTIVITIES



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

| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | Mean |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|------------|------|
| | Count | % | % | % | % | % | |
| Total | 1862 | 32,4 | 24,0 | 26,0 | 11,1 | 6,5 | 8,60 |
| Nationality* | | | | | | | |
| British | 605 | 31,9 | 23,8 | 26,9 | 10,9 | 6,4 | 8,59 |
| American | 321 | 48,0 | 20,9 | 19,0 | 8,4 | 3,7 | 9,00 |
| Canadian | 146 | 33,6 | 22,6 | 24,7 | 12,3 | 6,8 | 8,60 |
| Danish | 91 | 27,5 | 25,3 | 31,9 | 9,9 | 5,5 | 8,55 |
| Norwegian | 76 | 28,9 | 21,1 | 26,3 | 13,2 | 10,5 | 8,41 |
| French | 79 | 20,3 | 22,8 | 29,1 | 15,2 | 12,7 | 8,08 |
| Type of trip* | 75 | 40,0 | 26,7 | 18,7 | 10,7 | 4,0 | 8,81 |
| Swedish | 47 | 31,9 | 14,9 | 31,9 | 14,9 | 6,4 | 8,45 |
| Dutch | 41 | 19,5 | 14,6 | 48,8 | 17,1 | 0,0 | 8,37 |
| Irish | 38 | 36,8 | 31,6 | 28,9 | 2,6 | 0,0 | 9,03 |
| Australian | 35 | 25,7 | 34,3 | 31,4 | 2,9 | 5,7 | 8,71 |
| Chinese | 30 | 10,0 | 33,3 | 36,7 | 13,3 | 6,7 | 8,27 |
| Italian | 29 | 6,9 | 20,7 | 31,0 | 10,3 | 31,0 | 7,45 |
| Swiss | 24 | 20,8 | 33,3 | 33,3 | 8,3 | 4,2 | 8,54 |
| Other | 225 | 25,8 | 28,9 | 23,6 | 14,2 | 7,6 | 8,45 |
| Type of trip* | | | | | | | |
| Package tour | 521 | 31,7 | 23,0 | 28,0 | 11,3 | 6,0 | 8,60 |
| Individually-arranged tour | 1249 | 33,1 | 24,3 | 24,7 | 10,9 | 6,9 | 8,61 |
| Business-arranged tour | 68 | 29,4 | 25,0 | 23,5 | 14,7 | 7,4 | 8,51 |
| Purpose of visit* | | | | | | | |
| Vacation/holiday | 1675 | 32,3 | 24,2 | 26,0 | 11,0 | 6,4 | 8,61 |
| Type of trip* | 39 | 30,8 | 33,3 | 7,7 | 12,8 | 15,4 | 8,41 |
| Business/small meeting | 40 | 30,0 | 17,5 | 40,0 | 10,0 | 2,5 | 8,63 |
| Education and training | 67 | 40,3 | 16,4 | 19,4 | 11,9 | 11,9 | 8,45 |
| Visiting friends/relatives | 132 | 31,1 | 20,5 | 28,8 | 12,1 | 7,6 | 8,48 |
| Business incentives package | 10 | 10,0 | 30,0 | 30,0 | 10,0 | 20,0 | 8,00 |
| Temporary employment in Iceland | 15 | 66,7 | 20,0 | 6,7 | 6,7 | 0,0 | 9,47 |
| Event in Iceland (leisure related) | 116 | 34,5 | 25,0 | 30,2 | 5,2 | 5,2 | 8,72 |
| Health/medical treatment | 6 | 33,3 | 33,3 | 16,7 | 0,0 | 16,7 | 8,17 |
| Other | 97 | 33,0 | 28,9 | 23,7 | 10,3 | 4,1 | 8,74 |

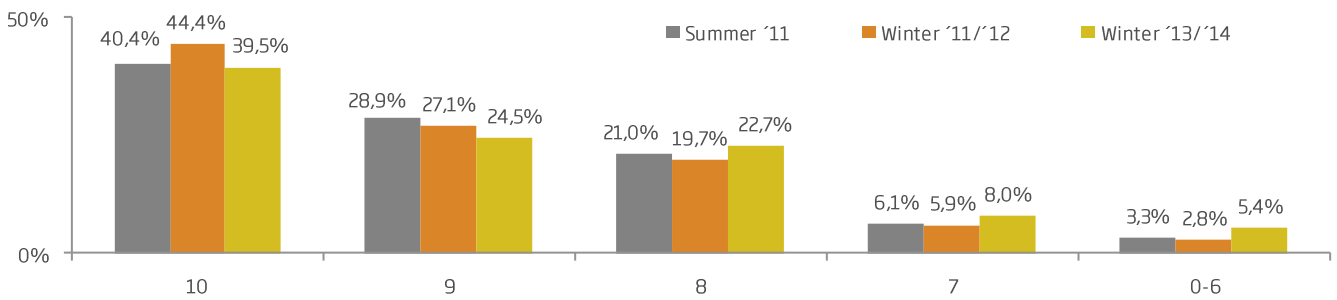
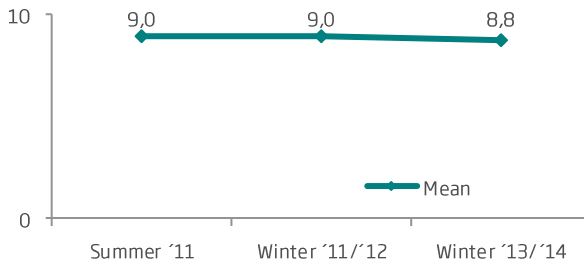
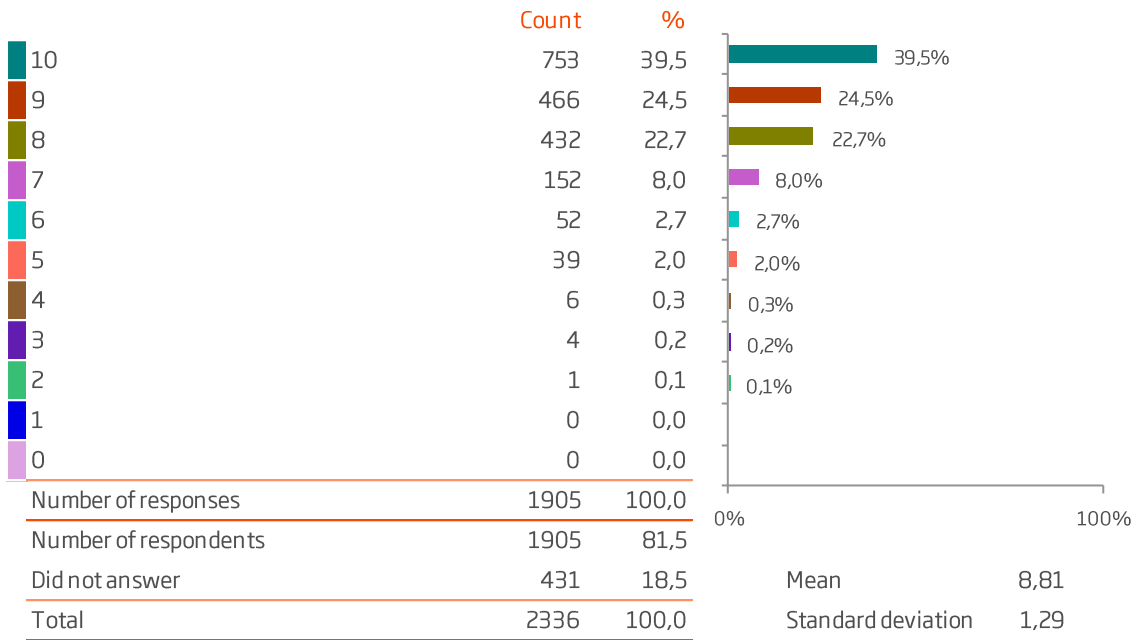
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

VARIETY OF NATURE BASED ACTIVITIES



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





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

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

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

VARIETY OF NATURE BASED ACTIVITIES



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

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

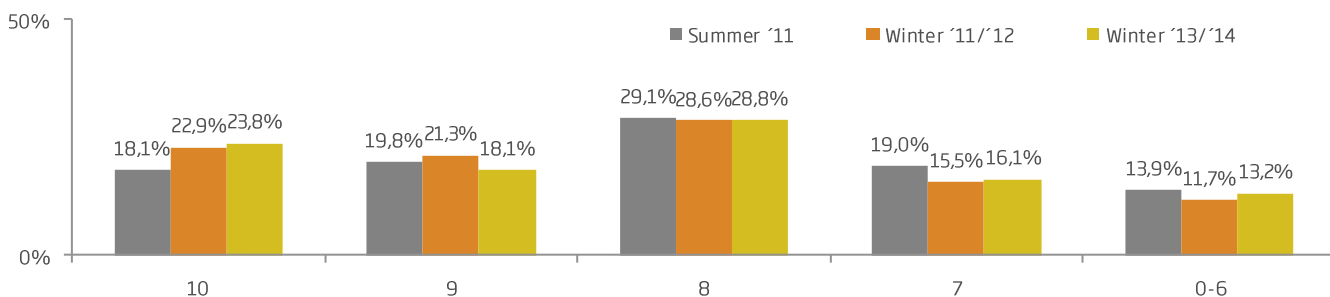
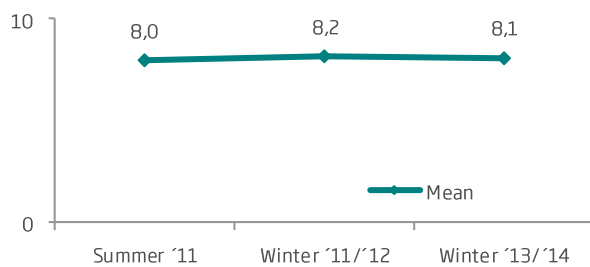
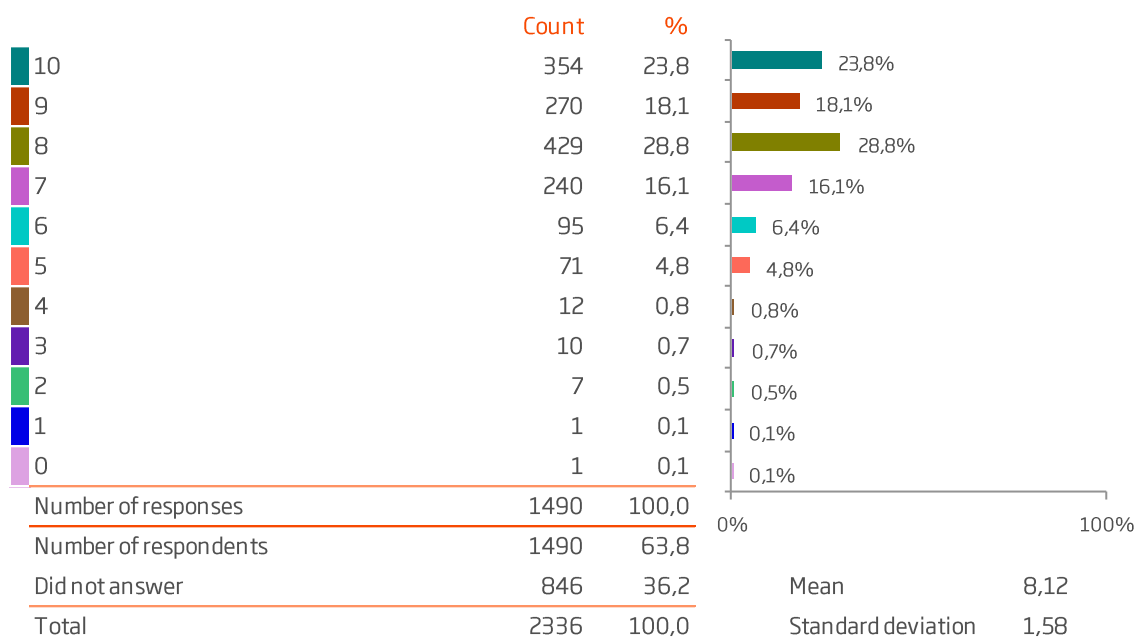
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SERVICE IN CULTURALLY BASED ACTIVITIES



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



SERVICE IN CULTURALLY BASED ACTIVITIES



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

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

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

SERVICE IN CULTURALLY BASED ACTIVITES



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

| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | Mean |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|-------------|------|
| | Count | % | % | % | % | % | |
| Total | 1490 | 23,8 | 18,1 | 28,8 | 16,1 | 13,2 | 8,12 |
| Nationality* | | | | | | | |
| British | 502 | 24,9 | 16,1 | 30,5 | 16,9 | 11,6 | 8,18 |
| American | 260 | 37,3 | 21,5 | 23,5 | 11,2 | 6,5 | 8,68 |
| Canadian | 124 | 21,8 | 17,7 | 33,9 | 16,9 | 9,7 | 8,10 |
| Danish | 65 | 9,2 | 15,4 | 35,4 | 13,8 | 26,2 | 7,54 |
| Norwegian | 61 | 18,0 | 24,6 | 29,5 | 9,8 | 18,0 | 8,07 |
| French | 65 | 12,3 | 21,5 | 26,2 | 12,3 | 27,7 | 7,54 |
| Type of trip* | 55 | 21,8 | 25,5 | 23,6 | 14,5 | 14,5 | 8,24 |
| Swedish | 33 | 21,2 | 15,2 | 30,3 | 24,2 | 9,1 | 8,00 |
| Dutch | 27 | 3,7 | 0,0 | 51,9 | 37,0 | 7,4 | 7,52 |
| Irish | 36 | 22,2 | 19,4 | 30,6 | 16,7 | 11,1 | 8,03 |
| Purpose of visit* | 30 | 16,7 | 13,3 | 33,3 | 16,7 | 20,0 | 7,80 |
| Chinese | 24 | 8,3 | 16,7 | 29,2 | 25,0 | 20,8 | 7,67 |
| Italian | 22 | 9,1 | 9,1 | 22,7 | 31,8 | 27,3 | 7,18 |
| Swiss | 20 | 10,0 | 25,0 | 20,0 | 25,0 | 20,0 | 7,50 |
| Other | 166 | 24,7 | 18,7 | 24,7 | 16,3 | 15,7 | 7,99 |
| Type of trip* | | | | | | | |
| Package tour | 409 | 25,9 | 18,6 | 27,9 | 15,6 | 12,0 | 8,23 |
| Type of trip* | 1010 | 23,7 | 18,0 | 29,0 | 16,2 | 13,1 | 8,12 |
| Business-arranged tour | 55 | 16,4 | 20,0 | 29,1 | 12,7 | 21,8 | 7,76 |
| Purpose of visit* | | | | | | | |
| Vacation/holiday | 1326 | 23,7 | 18,4 | 28,2 | 16,7 | 13,0 | 8,13 |
| Conference/large meeting | 36 | 13,9 | 22,2 | 22,2 | 16,7 | 25,0 | 7,58 |
| Business/small meeting | 33 | 33,3 | 9,1 | 30,3 | 18,2 | 9,1 | 8,27 |
| Education and training | 63 | 30,2 | 7,9 | 28,6 | 6,3 | 27,0 | 7,83 |
| Visiting friends/relatives | 111 | 24,3 | 16,2 | 31,5 | 14,4 | 13,5 | 8,14 |
| Business incentives package | 5 | 0,0 | 40,0 | 20,0 | 20,0 | 20,0 | 7,80 |
| Temporary employment in Iceland | 11 | 36,4 | 9,1 | 27,3 | 9,1 | 18,2 | 8,27 |
| Event in Iceland (leisure related) | 115 | 29,6 | 20,9 | 35,7 | 12,2 | 1,7 | 8,64 |
| Health/medical treatment | 7 | 14,3 | 57,1 | 14,3 | 0,0 | 14,3 | 8,00 |
| Other | 90 | 30,0 | 20,0 | 28,9 | 10,0 | 11,1 | 8,26 |

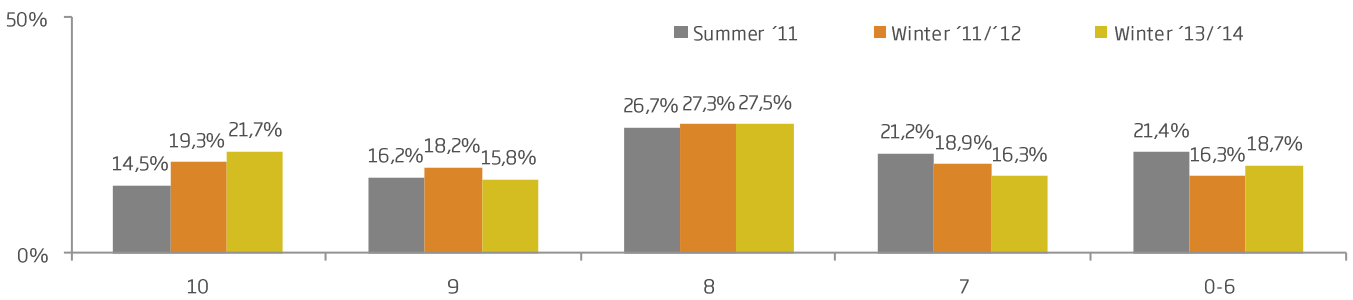
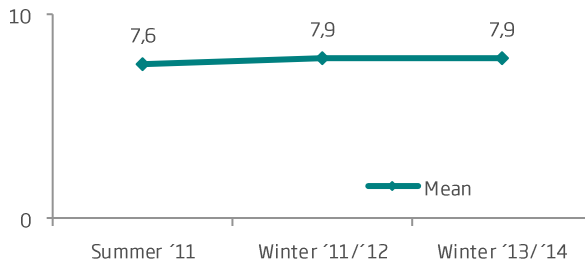
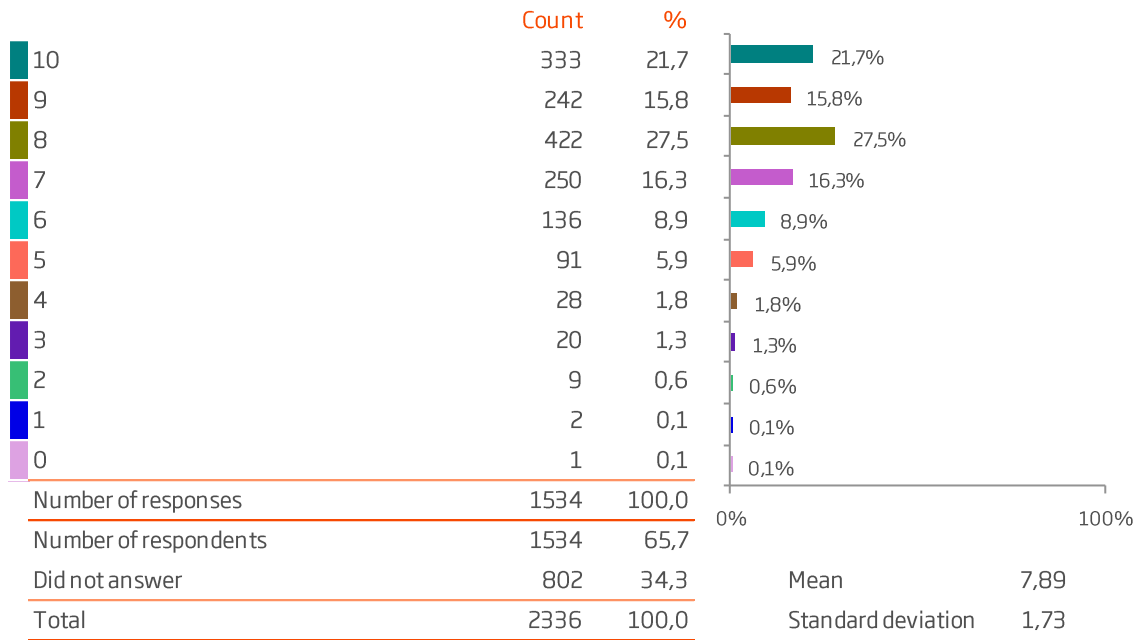
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

VARIETY OF CULTURAL ACTIVITIES



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



VARIETY OF CULTURAL ACTIVITIES



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

















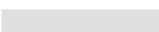
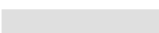
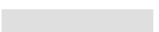
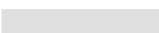
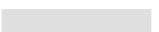






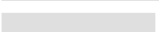

| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|--|-------------------|-------------|-------------|-------------|-------------|-------------|--|-------------|
| | Count | % | % | % | % | % | | |
| Total | 1534 | 21,7 | 15,8 | 27,5 | 16,3 | 18,7 | | 7,89 |
| Gender* | | | | | | | | |
| Male | 643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

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

VARIETY OF CULTURAL ACTIVITIES



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

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

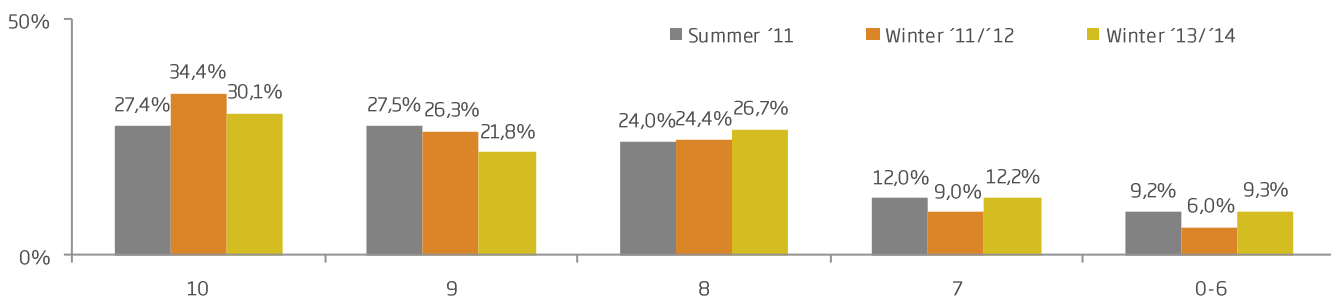
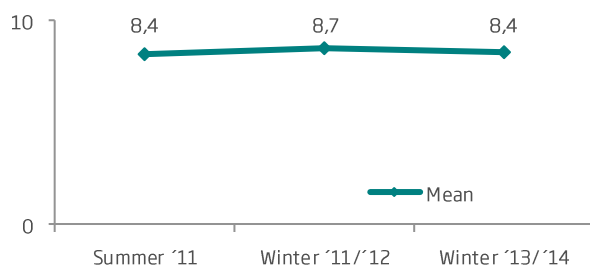
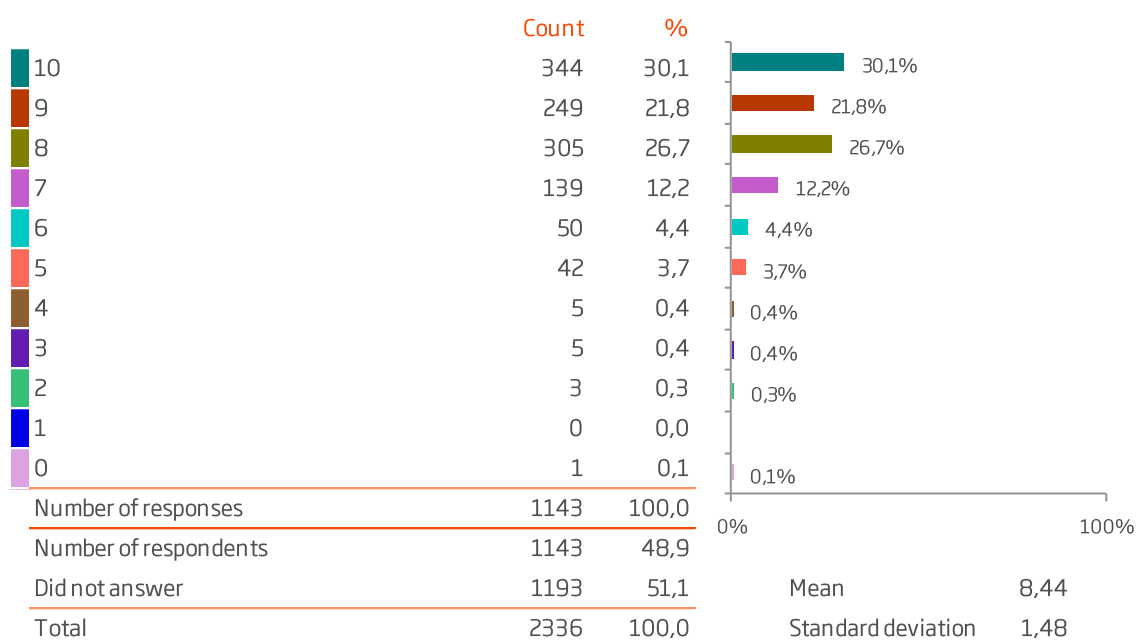
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SERVICE IN HEALTH-RELATED ACTIVITIES



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



SERVICE IN HEALTH-RELATED ACTIVITIES



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

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

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

SERVICE IN HEALTH-RELATED ACTIVITIES



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

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

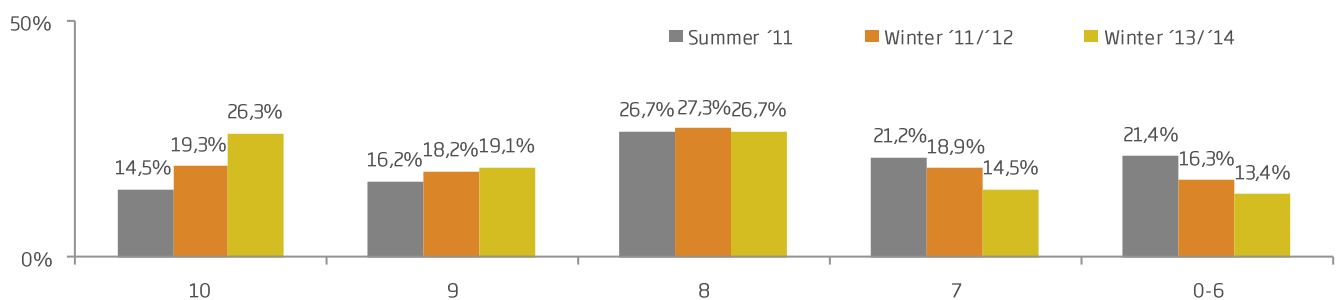
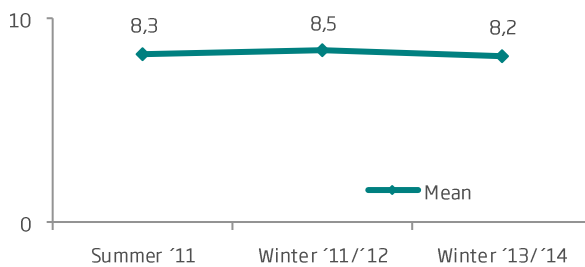
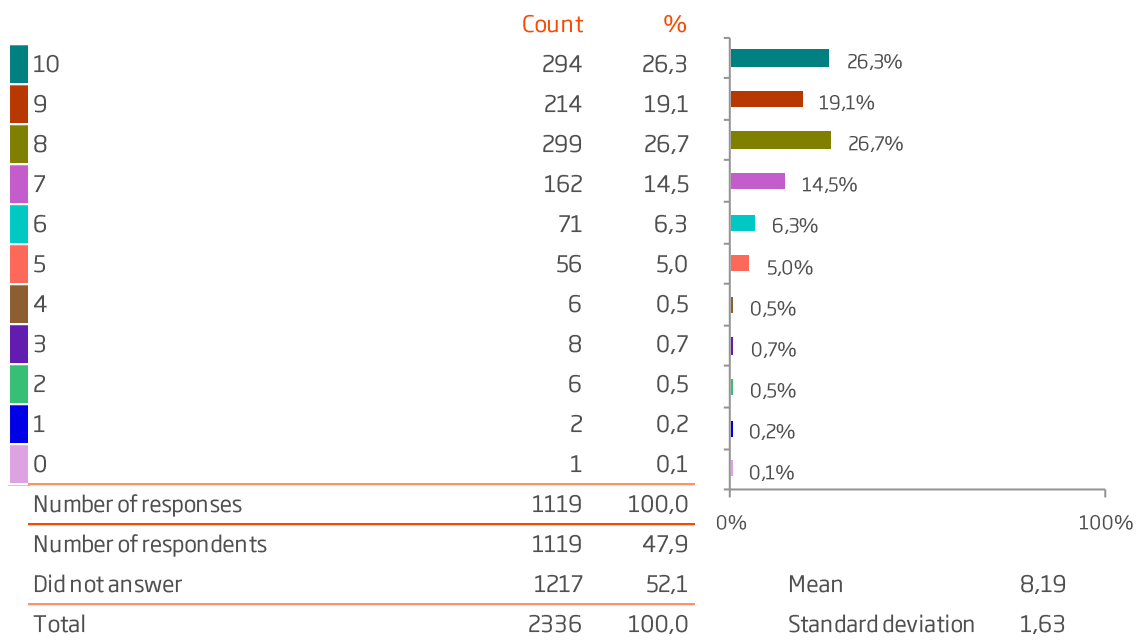
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

VARIETY OF HEALTH-RELATED ACTIVITES



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



VARIETY OF HEALTH-RELATED ACTIVITIES



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

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

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

VARIETY OF HEALTH-RELATED ACTIVITIES



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

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

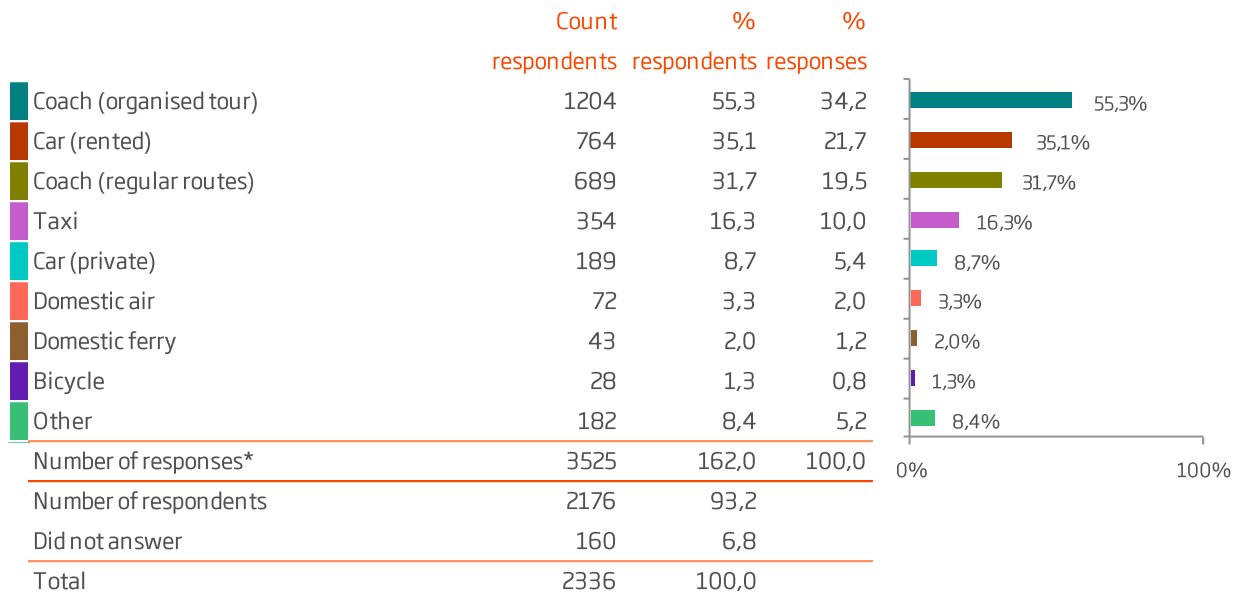
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

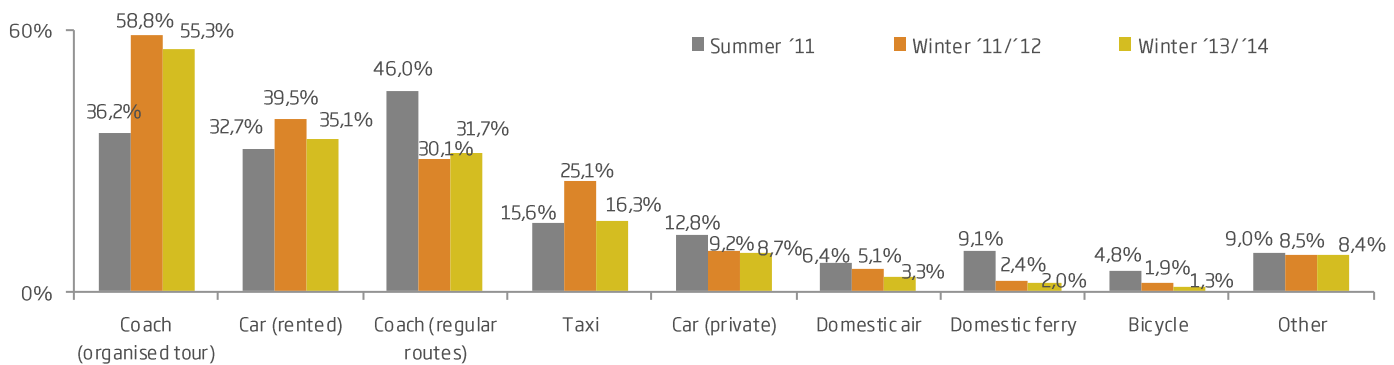
VARIETY OF HEALTH-RELATED ACTIVITES



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



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



VARIETY OF HEALTH-RELATED ACTIVITIES



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

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

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



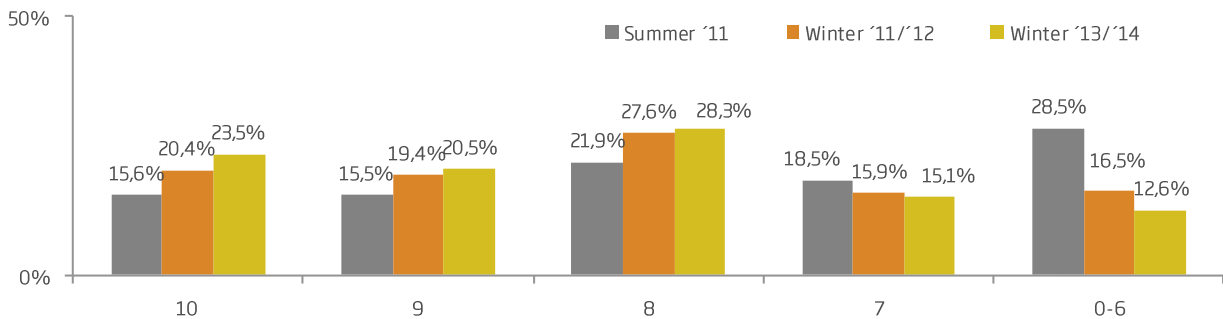
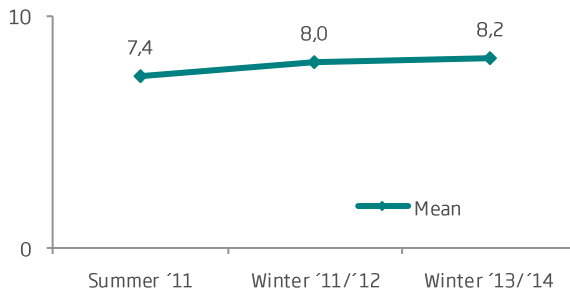
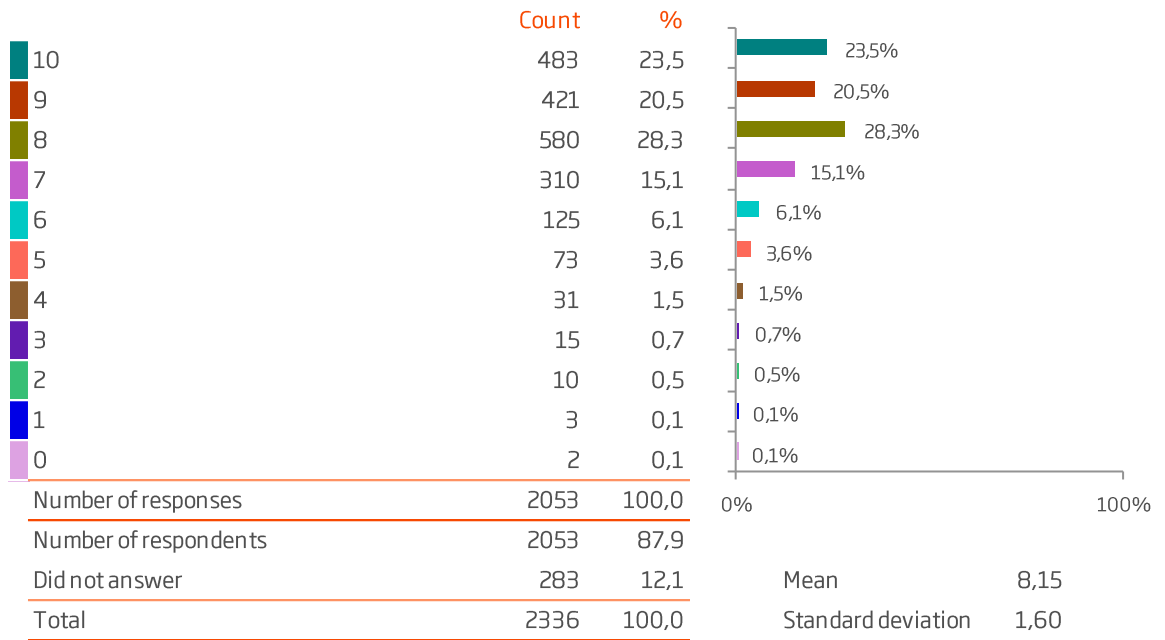
Q.69. What means of transport did you use during your stay in Iceland?

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

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



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





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

| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | | |
|--|-------------------|-------------|-------------|-------------|-------------|-------------|--|-------------|--|
| | Count | % | % | % | % | % | | | |
| Total | 2053 | 23,5 | 20,5 | 28,3 | 15,1 | 12,6 | | 8,15 | |
| Gender | | | | | | | | | |
| Male | 862 | 20,5 | 22,2 | 28,7 | 14,8 | 13,8 | | 8,09 | |
| Female | 1177 | 25,7 | 19,5 | 27,9 | 15,2 | 11,8 | | 8,20 | |
| Age* | | | | | | | | | |
| 24 years and younger | 240 | 19,6 | 15,0 | 29,2 | 18,3 | 17,9 | | 7,79 | |
| 25-34 years | 625 | 25,9 | 18,6 | 28,0 | 14,9 | 12,6 | | 8,17 | |
| 35-44 years | 393 | 22,4 | 21,1 | 28,0 | 14,8 | 13,7 | | 8,14 | |
| 45-54 years | 336 | 25,0 | 20,2 | 30,7 | 14,3 | 9,8 | | 8,26 | |
| 55 years and older | 445 | 21,8 | 26,3 | 27,0 | 14,4 | 10,6 | | 8,26 | |
| What is your profession?* | | | | | | | | | |
| Managerial | 307 | 22,1 | 17,9 | 32,6 | 15,0 | 12,4 | | 8,11 | |
| Professionals (dr./lawyer/account. etc.) | 391 | 18,9 | 22,5 | 27,1 | 16,1 | 15,3 | | 7,98 | |
| Other professionals | 295 | 23,1 | 21,7 | 26,8 | 17,3 | 11,2 | | 8,19 | |
| Teacher/Medical care | 216 | 34,7 | 18,5 | 24,5 | 11,6 | 10,6 | | 8,41 | |
| Clerical/Service | 133 | 28,6 | 24,1 | 27,1 | 8,3 | 12,0 | | 8,41 | |
| Vocational/Technical | 63 | 23,8 | 22,2 | 33,3 | 12,7 | 7,9 | | 8,35 | |
| Unskilled | 14 | 21,4 | 21,4 | 14,3 | 14,3 | 28,6 | | 7,86 | |
| Student | 233 | 22,3 | 15,5 | 27,0 | 16,3 | 18,9 | | 7,87 | |
| Retired/Homemaker | 173 | 20,2 | 28,3 | 29,5 | 15,0 | 6,9 | | 8,30 | |
| Other | 203 | 24,1 | 17,7 | 30,5 | 17,2 | 10,3 | | 8,20 | |
| Household income | | | | | | | | | |
| High | 888 | 22,2 | 22,3 | 28,6 | 14,3 | 12,6 | | 8,13 | |
| Average | 804 | 25,2 | 18,4 | 28,5 | 14,9 | 12,9 | | 8,19 | |
| Low | 283 | 21,9 | 19,8 | 28,3 | 18,0 | 12,0 | | 8,06 | |
| Market area* | | | | | | | | | |
| Britain | 689 | 26,3 | 20,2 | 29,5 | 15,4 | 8,7 | | 8,33 | |
| North America | 514 | 30,9 | 22,2 | 23,0 | 13,4 | 10,5 | | 8,37 | |
| Central/Southern Europe | 346 | 15,3 | 15,3 | 29,8 | 19,4 | 20,2 | | 7,67 | |
| Scandinavia | 285 | 15,4 | 21,8 | 31,9 | 13,7 | 17,2 | | 7,89 | |
| Asia | 47 | 14,9 | 19,1 | 44,7 | 8,5 | 12,8 | | 7,96 | |
| Other | 172 | 22,7 | 25,6 | 25,6 | 14,5 | 11,6 | | 8,22 | |
| Australian | 36 | 11,1 | 30,6 | 30,6 | 13,9 | 13,9 | | 8,00 | |
| Chinese | 32 | 21,9 | 18,8 | 25,0 | 15,6 | 18,8 | | 7,97 | |
| Italian | 32 | 15,6 | 12,5 | 31,3 | 21,9 | 18,8 | | 7,66 | |
| Swiss | 27 | 14,8 | 29,6 | 29,6 | 14,8 | 11,1 | | 8,19 | |
| Other | 249 | 20,1 | 21,3 | 30,9 | 13,7 | 14,1 | | 8,02 | |

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



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

| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|-------------|--|-------------|
| | Count | % | % | % | % | % | | |
| Total | 2053 | 23,5 | 20,5 | 28,3 | 15,1 | 12,6 | | 8,15 |
| Nationality* | | | | | | | | |
| British | 636 | 27,7 | 19,7 | 29,7 | 14,9 | 8,0 | | 8,38 |
| American | 350 | 31,7 | 20,9 | 22,0 | 14,3 | 11,1 | | 8,35 |
| Canadian | 158 | 29,7 | 26,6 | 23,4 | 10,1 | 10,1 | | 8,43 |
| Danish | 112 | 13,4 | 25,0 | 38,4 | 8,9 | 14,3 | | 8,02 |
| Norwegian | 88 | 17,0 | 18,2 | 33,0 | 18,2 | 13,6 | | 7,98 |
| French | 90 | 11,1 | 17,8 | 24,4 | 18,9 | 27,8 | | 7,34 |
| German | 101 | 17,8 | 12,9 | 27,7 | 17,8 | 23,8 | | 7,62 |
| Swedish | 53 | 15,1 | 22,6 | 18,9 | 20,8 | 22,6 | | 7,70 |
| Dutch | 50 | 10,0 | 12,0 | 42,0 | 28,0 | 8,0 | | 7,88 |
| Irish | 39 | 20,5 | 20,5 | 25,6 | 20,5 | 12,8 | | 8,05 |
| Australian | 36 | 11,1 | 30,6 | 30,6 | 13,9 | 13,9 | | 8,00 |
| Chinese | 32 | 21,9 | 18,8 | 25,0 | 15,6 | 18,8 | | 7,97 |
| Italian | 32 | 15,6 | 12,5 | 31,3 | 21,9 | 18,8 | | 7,66 |
| Swiss | 27 | 14,8 | 29,6 | 29,6 | 14,8 | 11,1 | | 8,19 |
| Other | 249 | 20,1 | 21,3 | 30,9 | 13,7 | 14,1 | | 8,02 |
| Type of trip* | | | | | | | | |
| Package tour | 537 | 28,7 | 19,7 | 27,4 | 14,5 | 9,7 | | 8,37 |
| Individually-arranged tour | 1404 | 22,4 | 20,9 | 28,3 | 15,2 | 13,3 | | 8,10 |
| Business-arranged tour | 89 | 9,0 | 19,1 | 34,8 | 18,0 | 19,1 | | 7,64 |
| Purpose of visit* | | | | | | | | |
| Vacation/holiday | 1805 | 24,2 | 20,1 | 28,3 | 15,1 | 12,3 | | 8,17 |
| Conference/large meeting | 60 | 11,7 | 28,3 | 25,0 | 18,3 | 16,7 | | 7,77 |
| Business/small meeting | 57 | 19,3 | 19,3 | 31,6 | 14,0 | 15,8 | | 8,02 |
| Education and training | 80 | 28,8 | 15,0 | 23,8 | 11,3 | 21,3 | | 8,08 |
| Visiting friends/relatives | 159 | 15,7 | 17,6 | 37,7 | 14,5 | 14,5 | | 7,91 |
| Business incentives package | 12 | 25,0 | 8,3 | 25,0 | 25,0 | 16,7 | | 7,92 |
| Temporary employment in Iceland | 19 | 10,5 | 15,8 | 21,1 | 31,6 | 21,1 | | 7,47 |
| Event in Iceland (leisure related) | 123 | 22,0 | 28,5 | 24,4 | 13,8 | 11,4 | | 8,24 |
| Health/medical treatment | 8 | 0,0 | 37,5 | 50,0 | 0,0 | 12,5 | | 7,63 |
| Other | 121 | 24,8 | 25,6 | 23,1 | 14,0 | 12,4 | | 8,26 |

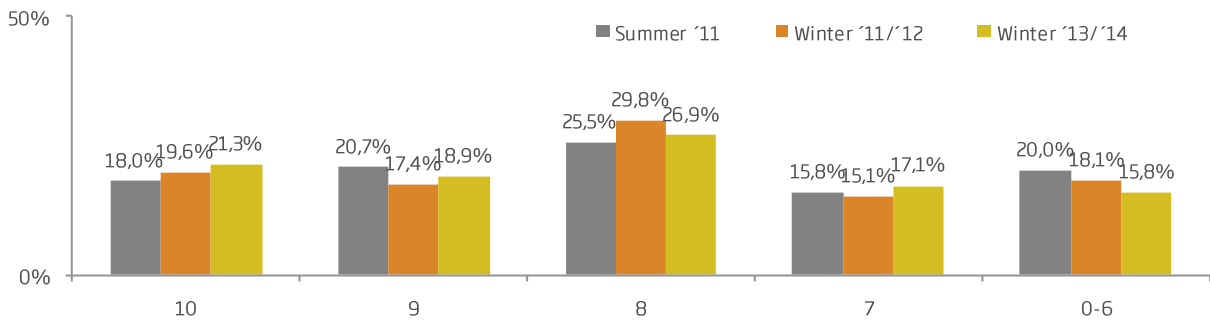
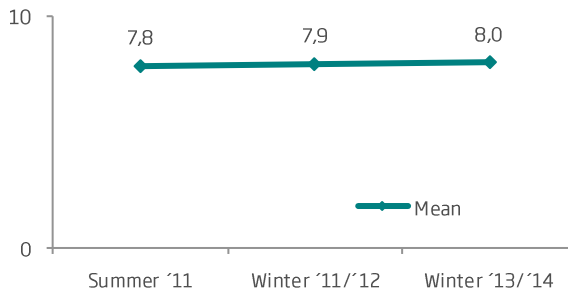
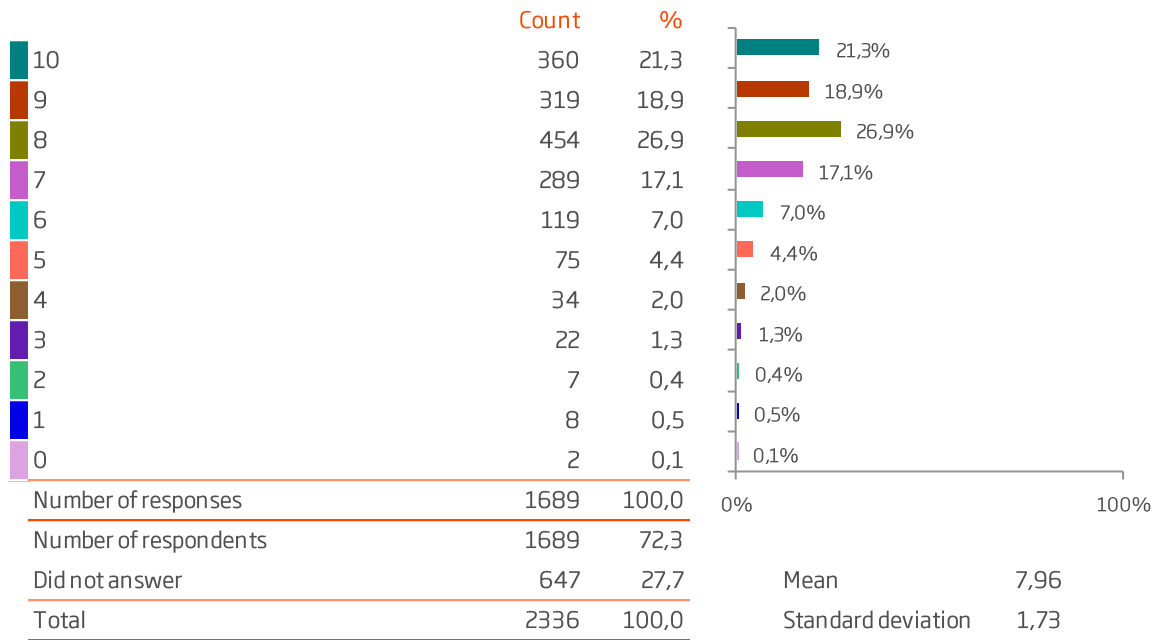
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



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



SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



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

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

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

SIGNPOSTS (ROAD NAMES, ROAD NUMBERS)



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

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

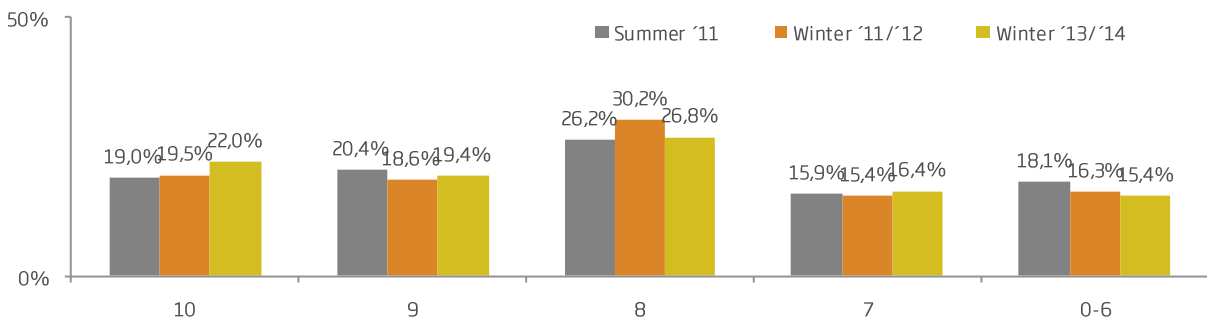
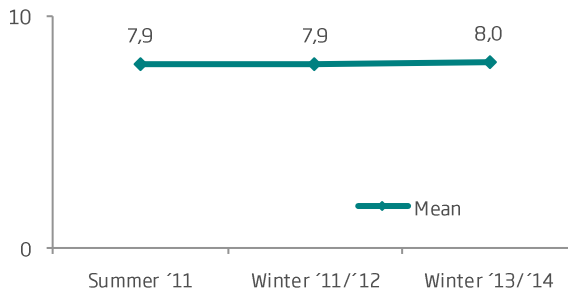
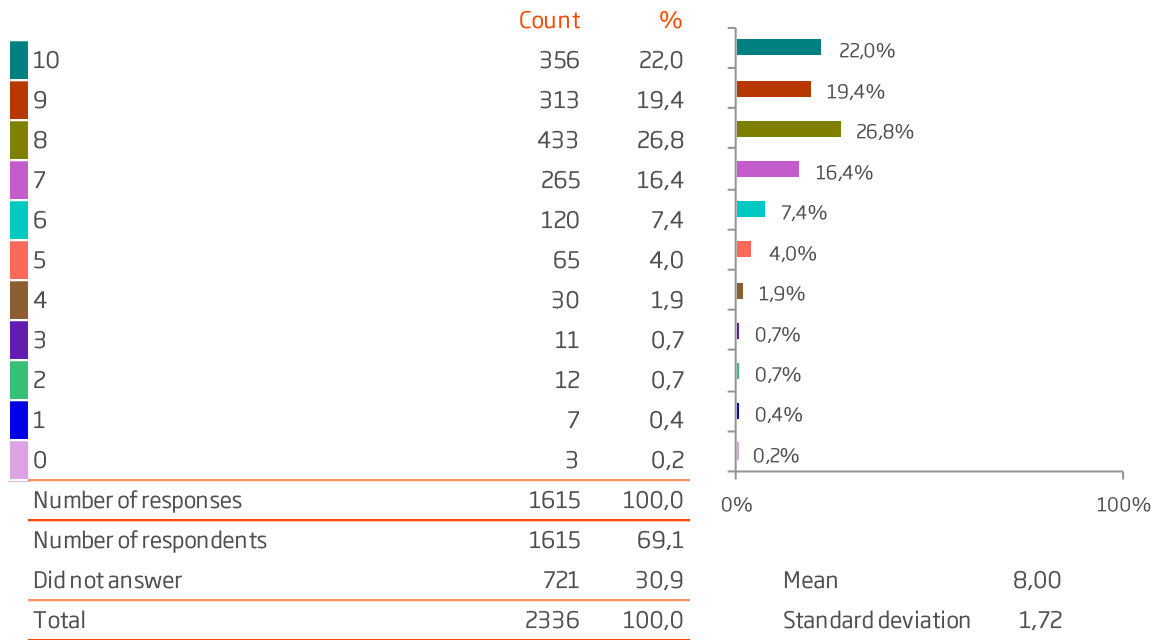
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SIGNPOSTS (SERVICE SIGNS, WARNING NOTICE)



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



SIGNPOSTS (SERVICE SIGNS, WARNING NOTICE)



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

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

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

SIGNPOSTS (SERVICE SIGNS, WARNING NOTICE)



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

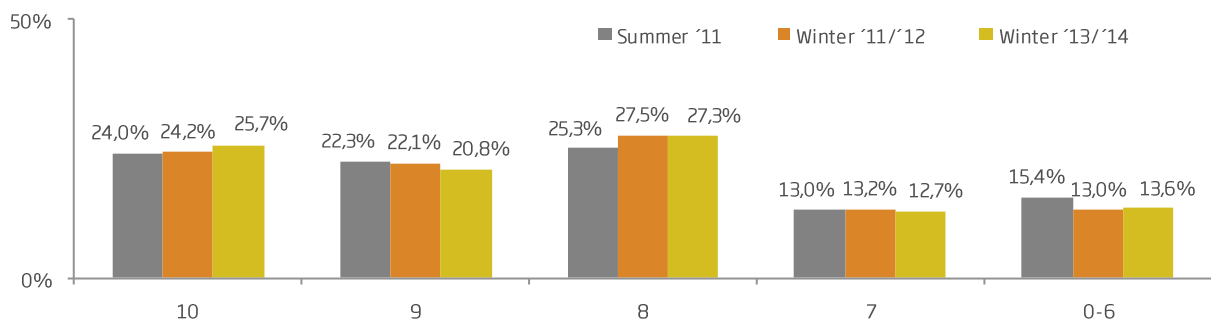
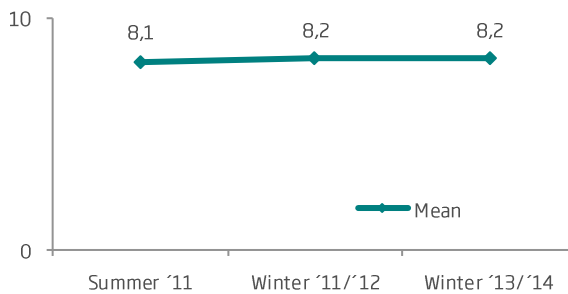
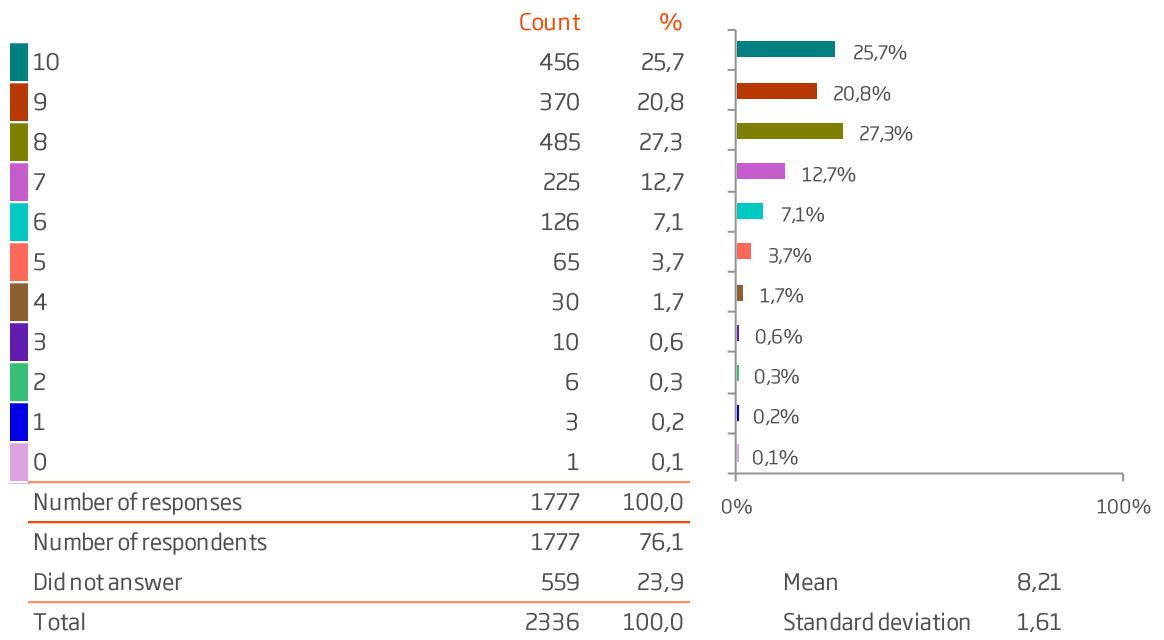
| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | Mean |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | Count | % | % | % | % | % | |
| Total | 1615 | 22,0 | 19,4 | 26,8 | 16,4 | 15,4 | 8,00 |
| Nationality* | | | | | | | |
| British | 455 | 25,1 | 18,2 | 28,6 | 16,5 | 11,6 | 8,20 |
| American | 283 | 30,0 | 18,7 | 21,9 | 13,1 | 16,3 | 8,09 |
| Canadian | 131 | 24,4 | 16,0 | 28,2 | 16,0 | 15,3 | 8,02 |
| Danish | 84 | 15,5 | 20,2 | 33,3 | 14,3 | 16,7 | 7,94 |
| Norwegian | 62 | 21,0 | 19,4 | 30,6 | 19,4 | 9,7 | 8,16 |
| French | 76 | 14,5 | 10,5 | 31,6 | 19,7 | 23,7 | 7,49 |
| Type of trip* | 94 | 20,2 | 22,3 | 27,7 | 21,3 | 8,5 | 8,15 |
| Swedish | 40 | 10,0 | 17,5 | 30,0 | 12,5 | 30,0 | 7,15 |
| Dutch | 43 | 9,3 | 14,0 | 41,9 | 30,2 | 4,7 | 7,88 |
| Irish | 29 | 13,8 | 27,6 | 24,1 | 17,2 | 17,2 | 7,90 |
| Purpose of visit* | 30 | 13,3 | 26,7 | 36,7 | 16,7 | 6,7 | 8,13 |
| Chinese | 28 | 14,3 | 21,4 | 17,9 | 25,0 | 21,4 | 7,79 |
| Italian | 26 | 11,5 | 19,2 | 11,5 | 15,4 | 42,3 | 7,08 |
| Swiss | 23 | 13,0 | 26,1 | 17,4 | 26,1 | 17,4 | 7,91 |
| Type of trip* | | | | | | | |
| Package tour | 386 | 24,1 | 20,5 | 23,8 | 14,5 | 17,1 | 8,09 |
| Individually-arranged tour | 1152 | 21,4 | 19,0 | 27,7 | 16,9 | 15,0 | 7,98 |
| Type of trip* | 61 | 16,4 | 16,4 | 29,5 | 19,7 | 18,0 | 7,66 |
| Purpose of visit* | | | | | | | |
| Vacation/holiday | 1417 | 22,3 | 19,4 | 26,5 | 16,0 | 15,8 | 8,00 |
| Conference/large meeting | 44 | 18,2 | 27,3 | 22,7 | 20,5 | 11,4 | 8,05 |
| Business/small meeting | 44 | 20,5 | 15,9 | 29,5 | 15,9 | 18,2 | 7,89 |
| Education and training | 65 | 32,3 | 10,8 | 23,1 | 12,3 | 21,5 | 8,05 |
| Visiting friends/relatives | 140 | 20,7 | 18,6 | 28,6 | 17,1 | 15,0 | 7,96 |
| Business incentives package | 7 | 28,6 | 28,6 | 0,0 | 42,9 | 0,0 | 8,43 |
| Temporary employment in Iceland | 17 | 17,6 | 17,6 | 17,6 | 23,5 | 23,5 | 7,59 |
| Event in Iceland (leisure related) | 93 | 16,1 | 26,9 | 26,9 | 20,4 | 9,7 | 8,17 |
| Health/medical treatment | 6 | 16,7 | 50,0 | 16,7 | 0,0 | 16,7 | 7,83 |
| Other | 99 | 26,3 | 17,2 | 26,3 | 19,2 | 11,1 | 8,12 |

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

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



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





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

| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|--|-------------------|-------------|-------------|-------------|-------------|-------------|--|-------------|
| | Count | % | % | % | % | % | | |
| Total | 1777 | 25,7 | 20,8 | 27,3 | 12,7 | 13,6 | | 8,21 |
| Gender* | | | | | | | | |
| Male | 755 | 23,2 | 20,7 | 27,8 | 14,0 | 14,3 | | 8,12 |
| Female | 1009 | 27,4 | 20,8 | 27,2 | 11,7 | 13,0 | | 8,28 |
| Age | | | | | | | | |
| 24 years and younger | 215 | 29,3 | 19,1 | 27,0 | 10,7 | 14,0 | | 8,33 |
| 25-34 years | 559 | 30,1 | 20,2 | 26,3 | 11,3 | 12,2 | | 8,33 |
| 35-44 years | 343 | 22,4 | 20,7 | 29,2 | 14,0 | 13,7 | | 8,15 |
| 45-54 years | 279 | 24,4 | 19,7 | 28,0 | 15,4 | 12,5 | | 8,17 |
| 55 years and older | 366 | 21,0 | 24,3 | 26,5 | 12,6 | 15,6 | | 8,08 |
| What is your profession? | | | | | | | | |
| Managerial | 258 | 20,9 | 22,9 | 32,9 | 11,2 | 12,0 | | 8,21 |
| Professionals (dr./lawyer/account. etc.) | 344 | 22,4 | 20,6 | 28,2 | 15,7 | 13,1 | | 8,11 |
| Other professionals | 258 | 23,3 | 20,9 | 26,7 | 16,3 | 12,8 | | 8,15 |
| Teacher/Medical care | 192 | 36,5 | 17,2 | 24,0 | 12,0 | 10,4 | | 8,48 |
| Clerical/Service | 112 | 28,6 | 18,8 | 23,2 | 15,2 | 14,3 | | 8,20 |
| Vocational/Technical | 54 | 31,5 | 18,5 | 29,6 | 11,1 | 9,3 | | 8,48 |
| Unskilled | 13 | 46,2 | 23,1 | 15,4 | 7,7 | 7,7 | | 8,92 |
| Student | 211 | 29,4 | 19,9 | 27,0 | 7,6 | 16,1 | | 8,27 |
| Retired/Homemaker | 144 | 18,8 | 22,9 | 26,4 | 13,9 | 18,1 | | 7,96 |
| Other | 169 | 26,0 | 21,9 | 26,6 | 9,5 | 16,0 | | 8,17 |
| Household income | | | | | | | | |
| High | 776 | 22,8 | 21,1 | 30,2 | 13,0 | 12,9 | | 8,17 |
| Average | 685 | 27,4 | 20,6 | 25,8 | 12,0 | 14,2 | | 8,25 |
| Low | 255 | 27,8 | 20,8 | 22,4 | 13,3 | 15,7 | | 8,18 |
| Market area* | | | | | | | | |
| Britain | 598 | 26,6 | 21,1 | 26,4 | 13,2 | 12,7 | | 8,28 |
| North America | 439 | 31,2 | 22,3 | 22,1 | 12,3 | 12,1 | | 8,35 |
| Central/Southern Europe | 314 | 24,5 | 17,2 | 30,6 | 14,0 | 13,7 | | 8,12 |
| Scandinavia | 222 | 18,0 | 21,2 | 30,6 | 11,3 | 18,9 | | 7,96 |
| Asia | 45 | 15,6 | 20,0 | 35,6 | 13,3 | 15,6 | | 8,02 |
| Other | 159 | 22,6 | 22,6 | 31,4 | 10,7 | 12,6 | | 8,17 |

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



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

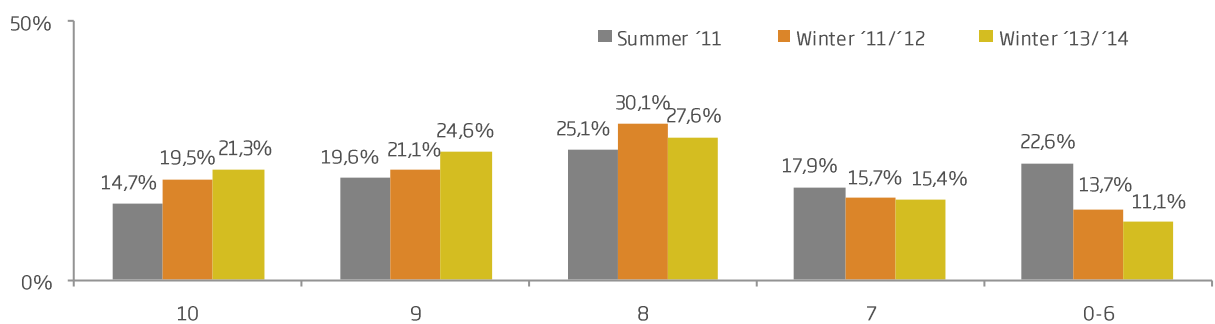
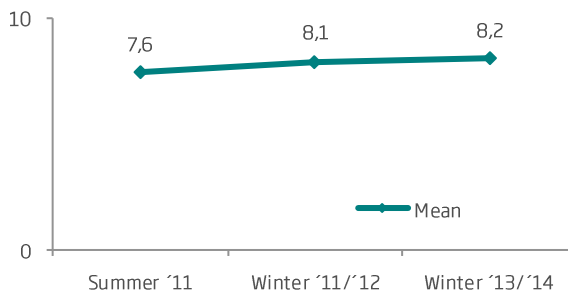
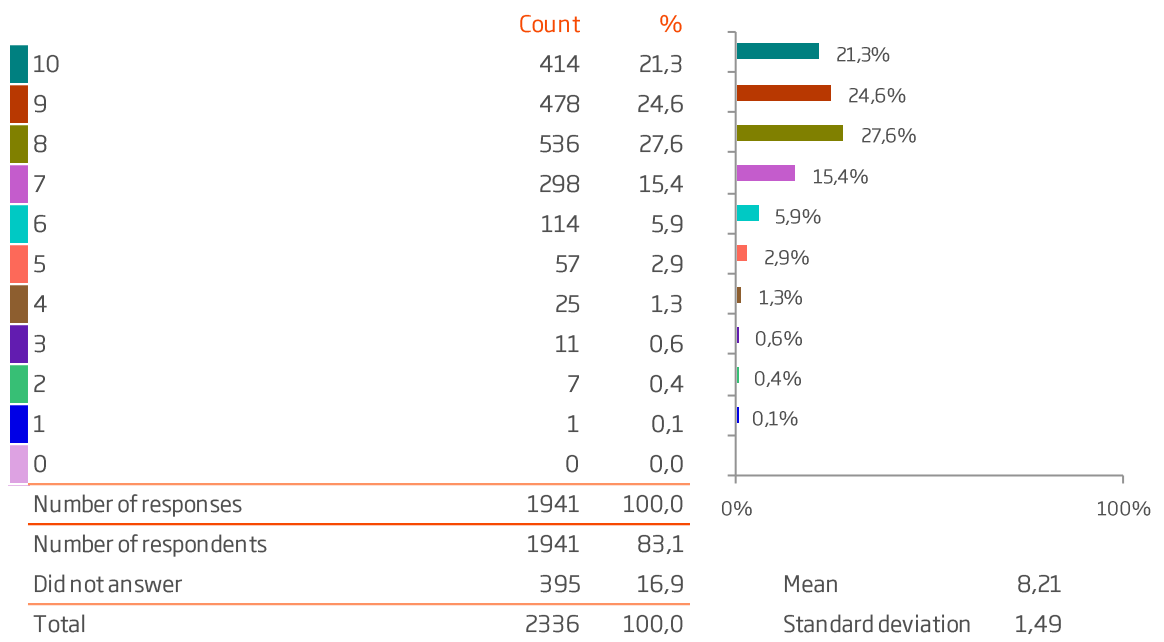
| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|-------------|--|-------------|
| | Count | % | % | % | % | % | | |
| Total | 1777 | 25,7 | 20,8 | 27,3 | 12,7 | 13,6 | | 8,21 |
| Nationality*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

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

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



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





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

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

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



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

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

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

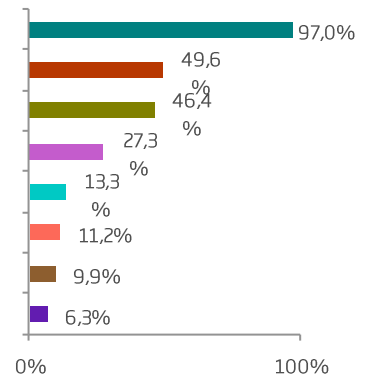
*Significant difference between groups according to ANOVA test ($p < 0,05$).

SITES/REGIONS VISITED

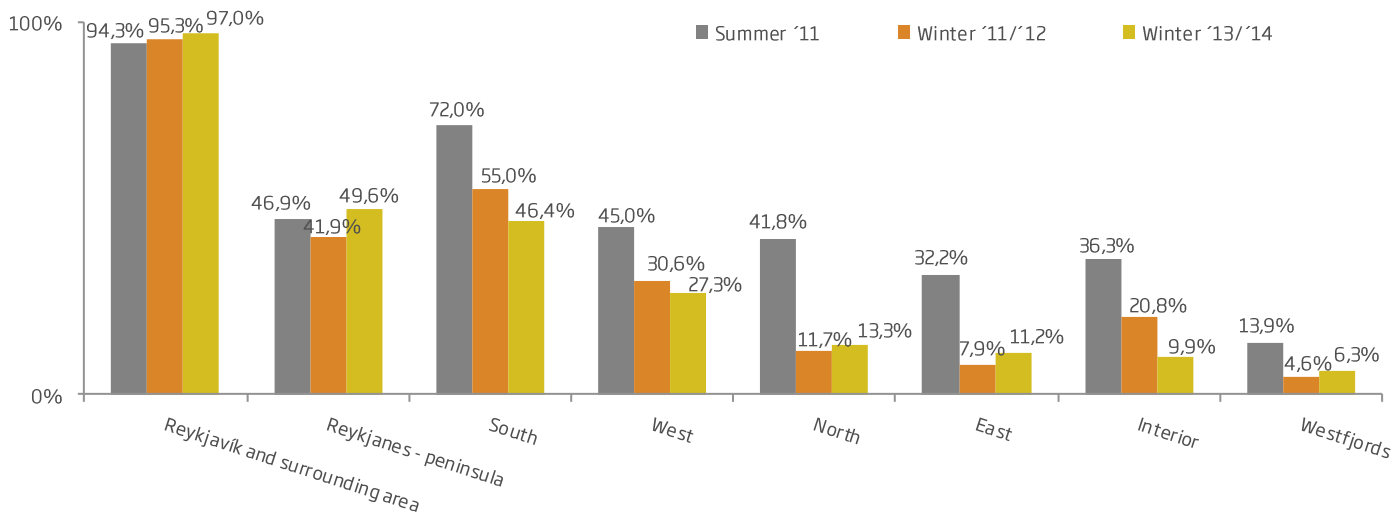


Q. 75. Did you visit any of the following sites/region

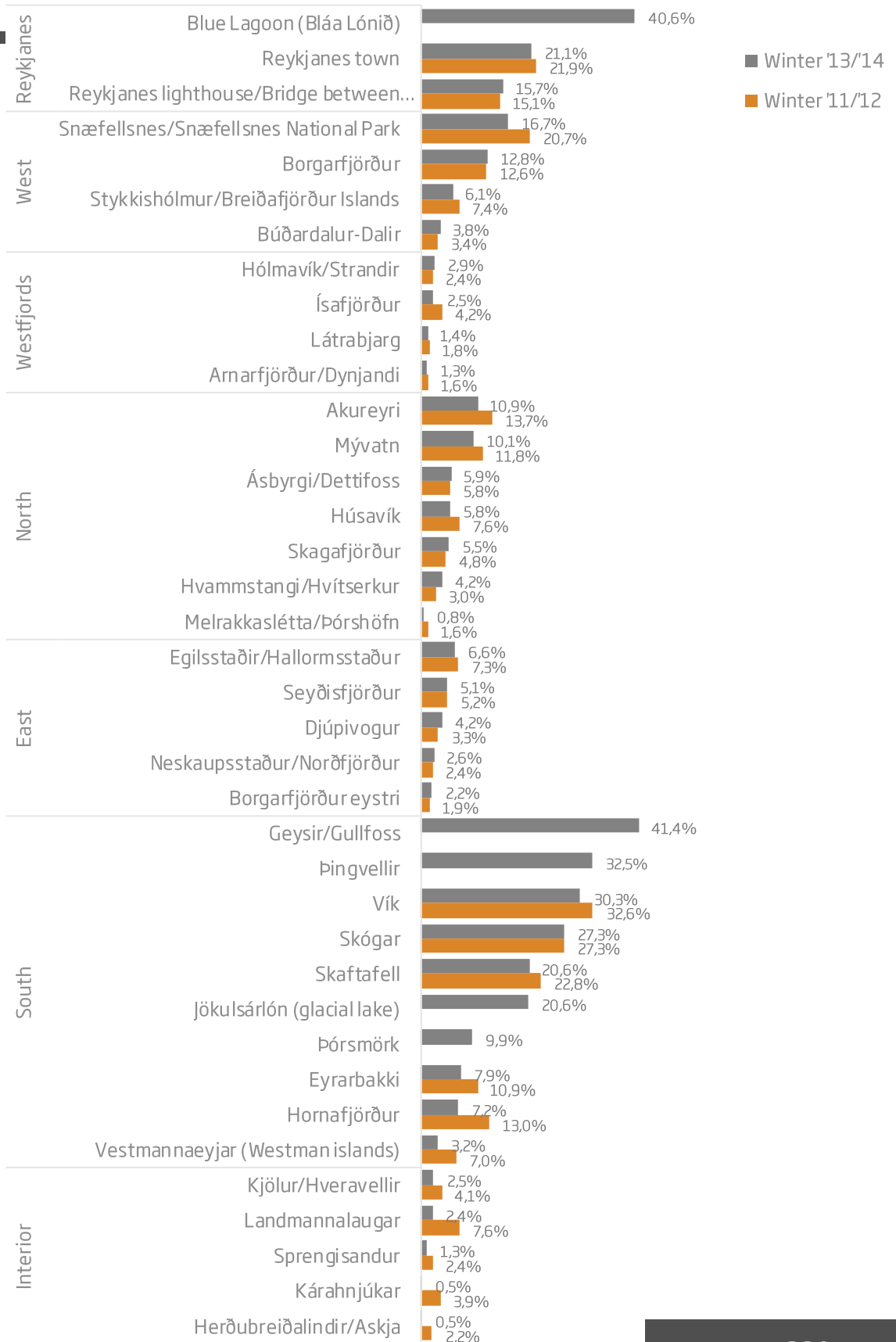
| | Count | % | % |
|--------------------------------|-------------|-------------|-----------|
| | respondents | respondents | responses |
| Reykjavík and surrounding area | 2068 | 97,0 | 37,2 |
| Reykjanes - peninsula | 1057 | 49,6 | 19,0 |
| South | 989 | 46,4 | 17,8 |
| West | 582 | 27,3 | 10,5 |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



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



SITES/REGIONS VISITED





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

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

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

SITES/REGIONS VISITED



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

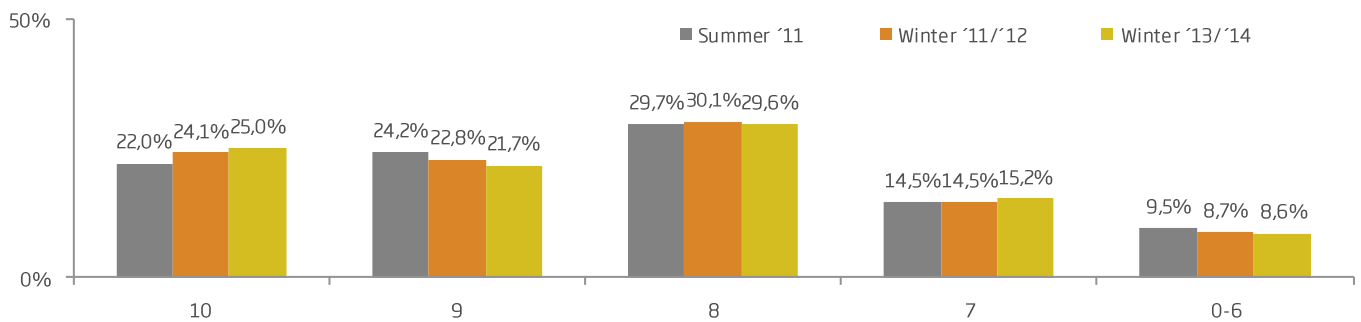
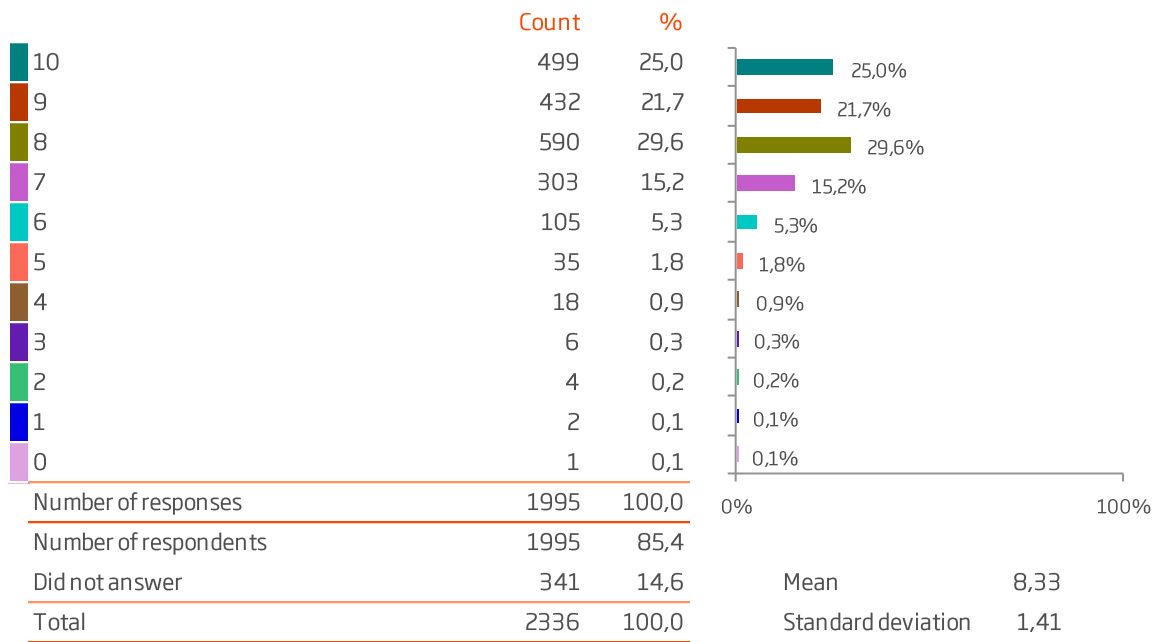
| | Number of answers | Reykjavík and surrounding area | Reykjanes - peninsula | South | West | North | East | Interior | Westfjords |
|------------------------------------|-------------------|--------------------------------|-----------------------|-------------|-------------|-------------|-------------|-------------|-------------|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

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

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







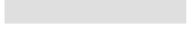
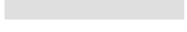










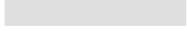

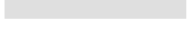








Q. 76. Please rate the following aspects in connection with tourist sites in Iceland in general, using a scale of 0-10, where 0 is very unsatisfactory and 10 is very satisfactory. -Tourist information and signposts





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

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

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



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

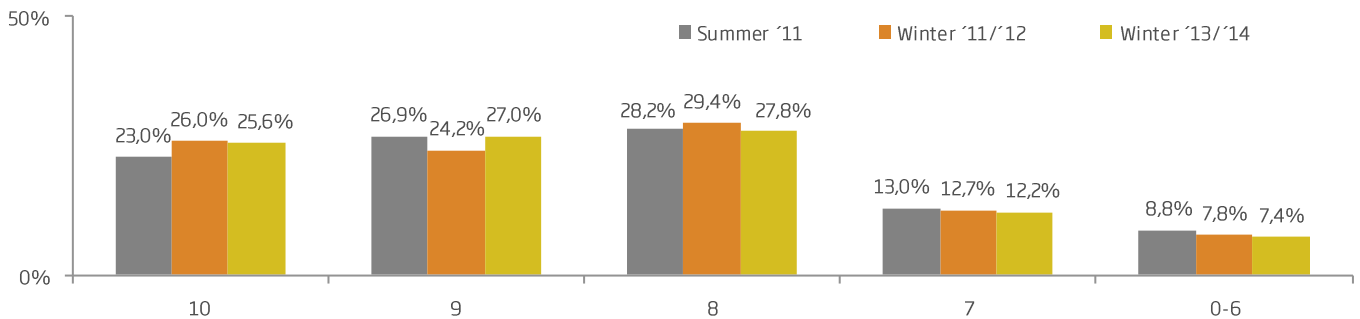
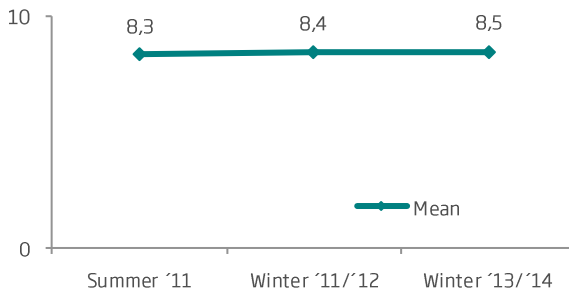
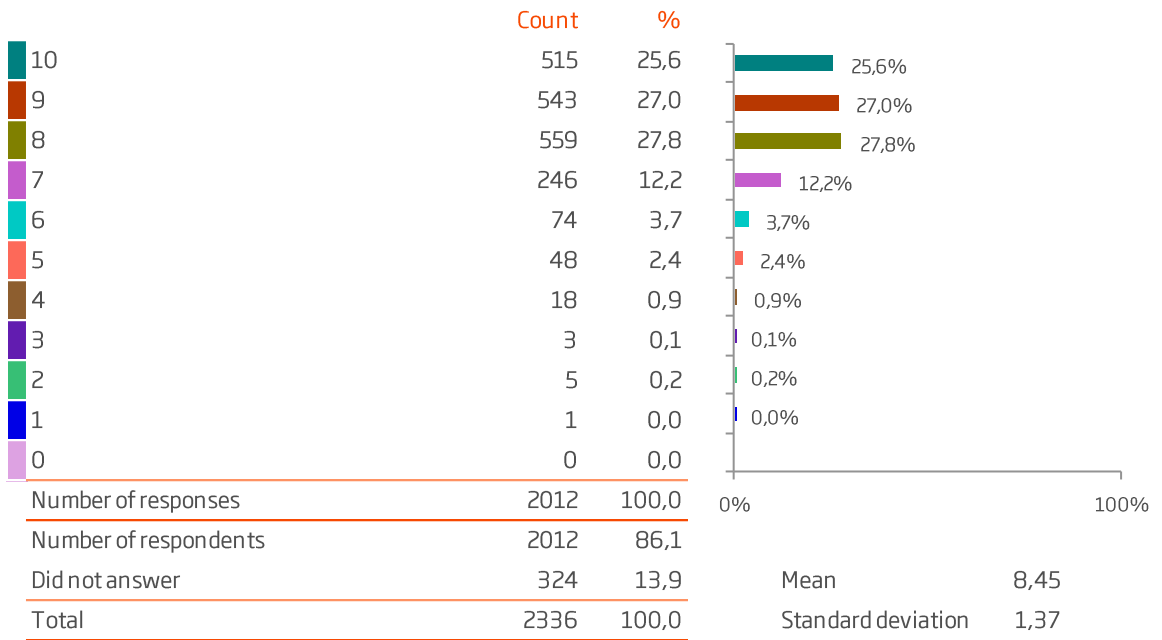
| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|------------|------|
| | Count | % | % | % | % | % | |
| Total | 1995 | 25,0 | 21,7 | 29,6 | 15,2 | 8,6 | 8,33 |
| Nationality* | | | | |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

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

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



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





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

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

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



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

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

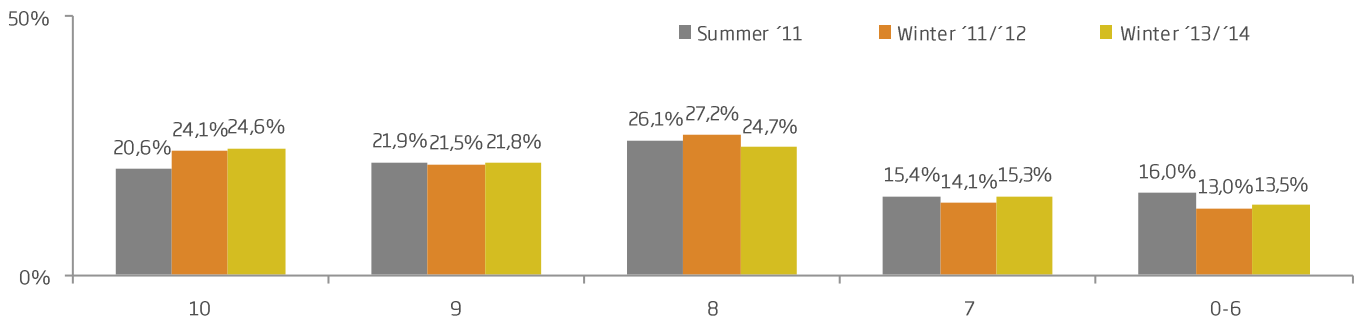
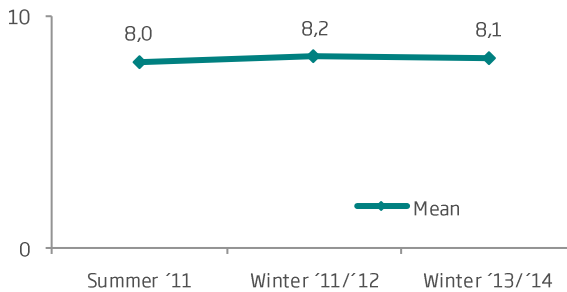
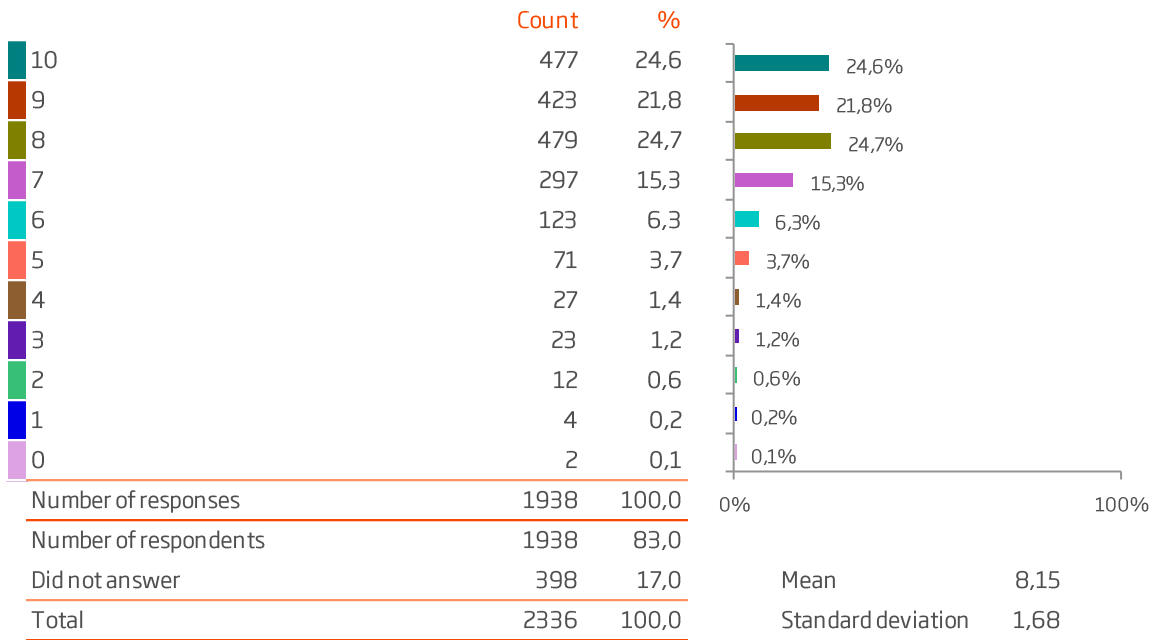
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

SANITARY FACILITIES



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



SANITARY FACILITIES



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

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

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

SANITARY FACILITIES



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

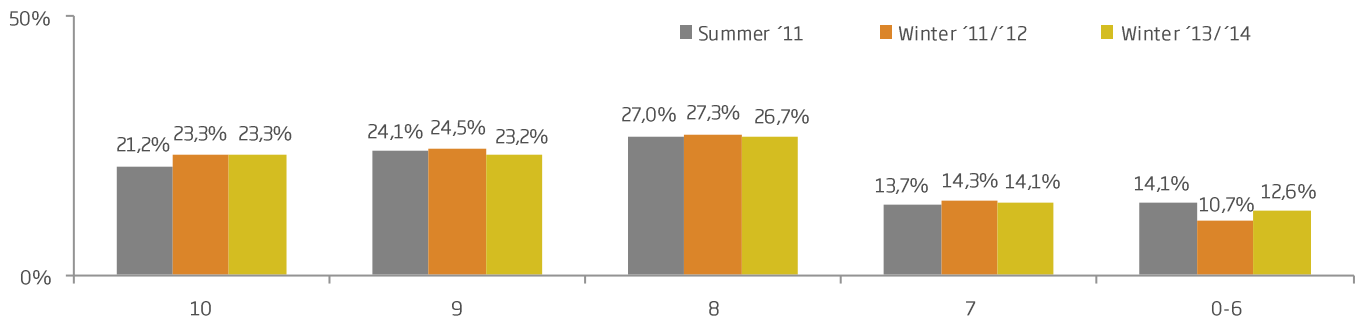
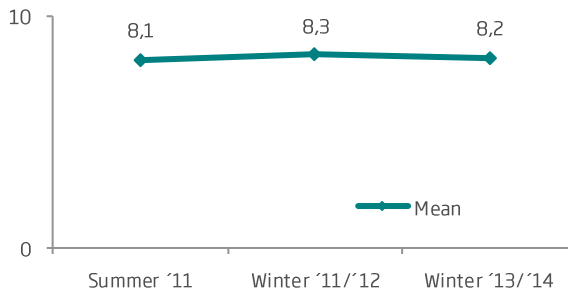
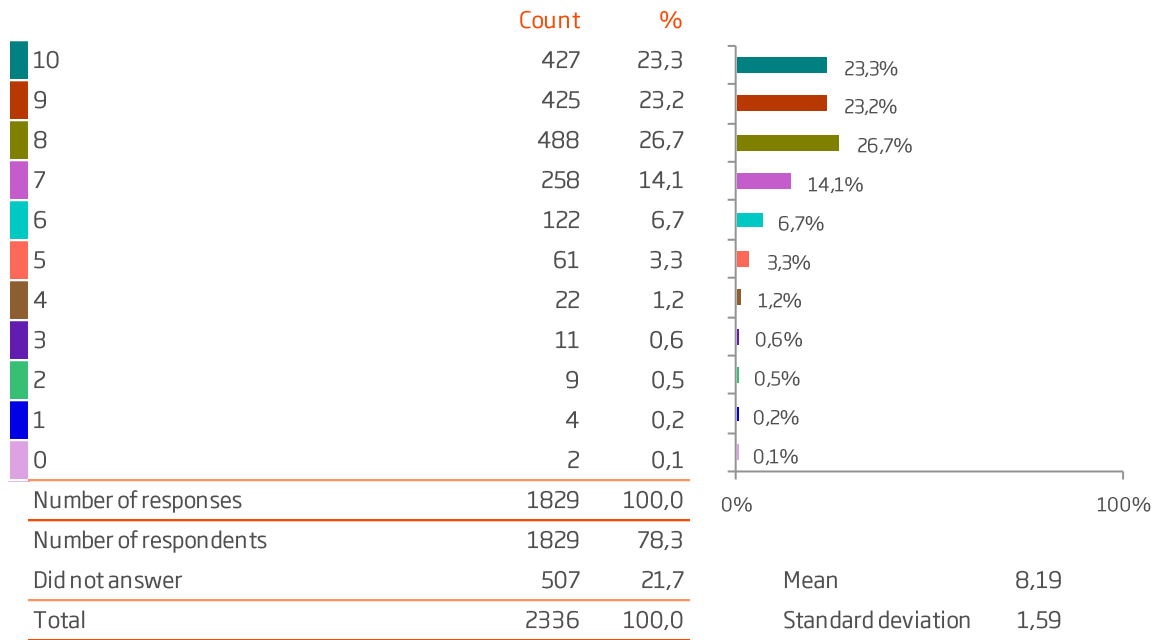
| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|-------------|--|------|
| | Count | % | % | % | % | % | | |
| Total | 1938 | 24,6 | 21,8 | 24,7 | 15,3 | 13,5 | | 8,15 |
| Nationality*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

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

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



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





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

| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|--|-------------------|-------------|-------------|-------------|-------------|-------------|--|-------------|
| | Count | % | % | % | % | % | | |
| Total | 1829 | 23,3 | 23,2 | 26,7 | 14,1 | 12,6 | | 8,19 |
| Gender | | | | | | | | |
| Male | 762 | 21,1 | 22,7 | 27,7 | 15,7 | 12,7 | | 8,14 |
| Female | 1054 | 24,9 | 23,6 | 26,1 | 12,7 | 12,7 | | 8,23 |
| Age | | | | | | | | |
| 24 years and younger | 223 | 24,2 | 20,2 | 26,0 | 16,6 | 13,0 | | 8,15 |
| 25-34 years | 591 | 26,1 | 22,7 | 28,4 | 11,7 | 11,2 | | 8,30 |
| 35-44 years | 345 | 20,9 | 25,2 | 26,1 | 16,2 | 11,6 | | 8,18 |
| 45-54 years | 285 | 22,5 | 22,8 | 25,3 | 14,7 | 14,7 | | 8,12 |
| 55 years and older | 371 | 21,3 | 24,5 | 27,0 | 13,7 | 13,5 | | 8,14 |
| What is your profession? | | | | | | | | |
| Managerial | 274 | 19,0 | 21,2 | 32,8 | 16,4 | 10,6 | | 8,15 |
| Professionals (dr./lawyer/account. etc.) | 353 | 20,4 | 24,4 | 25,8 | 15,3 | 14,2 | | 8,05 |
| Other professionals | 254 | 20,9 | 26,0 | 27,2 | 14,6 | 11,4 | | 8,22 |
| Teacher/Medical care | 191 | 30,9 | 22,0 | 24,1 | 13,1 | 9,9 | | 8,39 |
| Clerical/Service | 121 | 28,1 | 23,1 | 26,4 | 14,9 | 7,4 | | 8,45 |
| Vocational/Technical | 54 | 25,9 | 24,1 | 29,6 | 7,4 | 13,0 | | 8,41 |
| Unskilled | 13 | 30,8 | 38,5 | 23,1 | 0,0 | 7,7 | | 8,85 |
| Student | 219 | 26,5 | 19,2 | 24,2 | 13,7 | 16,4 | | 8,13 |
| Retired/Homemaker | 151 | 19,2 | 25,2 | 25,8 | 10,6 | 19,2 | | 7,99 |
| Other | 181 | 26,5 | 22,1 | 25,4 | 14,4 | 11,6 | | 8,24 |
| Household income | | | | | | | | |
| High | 775 | 21,0 | 23,5 | 28,8 | 13,4 | 13,3 | | 8,13 |
| Average | 717 | 25,1 | 22,0 | 25,8 | 14,5 | 12,6 | | 8,22 |
| Low | 261 | 23,0 | 26,1 | 23,8 | 16,9 | 10,3 | | 8,24 |
| Market area* | | | | | | | | |
| Britain | 616 | 23,4 | 21,8 | 28,9 | 14,4 | 11,5 | | 8,20 |
| North America | 454 | 31,3 | 25,6 | 20,5 | 11,7 | 11,0 | | 8,42 |
| Central/Southern Europe | 316 | 19,3 | 21,5 | 27,5 | 18,0 | 13,6 | | 8,09 |
| Scandinavia | 236 | 16,1 | 24,6 | 27,5 | 13,1 | 18,6 | | 7,91 |
| Asia | 44 | 13,6 | 15,9 | 38,6 | 18,2 | 13,6 | | 7,95 |
| Other | 163 | 22,1 | 25,8 | 29,4 | 12,3 | 10,4 | | 8,22 |

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



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

| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|-------------|--|-------------|
| | Count | % | % | % | % | % | | |
| Total | 1829 | 23,3 | 23,2 | 26,7 | 14,1 | 12,6 | | 8,19 |
| Nationality* | | | | | | | | |
| British | 564 | 23,8 | 21,1 | 28,9 | 15,1 | 11,2 | | 8,20 |
| American | 308 | 34,4 | 26,3 | 17,5 | 9,7 | 12,0 | | 8,46 |
| Canadian | 143 | 25,9 | 23,1 | 24,5 | 15,4 | 11,2 | | 8,27 |
| Danish | 95 | 12,6 | 29,5 | 25,3 | 12,6 | 20,0 | | 7,88 |
| Norwegian | 69 | 20,3 | 27,5 | 26,1 | 11,6 | 14,5 | | 8,20 |
| French | 86 | 15,1 | 24,4 | 31,4 | 17,4 | 11,6 | | 8,10 |
| Type of trip* | 89 | 24,7 | 20,2 | 25,8 | 13,5 | 15,7 | | 8,13 |
| Swedish | 45 | 17,8 | 8,9 | 33,3 | 22,2 | 17,8 | | 7,62 |
| Dutch | 41 | 7,3 | 12,2 | 43,9 | 24,4 | 12,2 | | 7,76 |
| Irish | 38 | 18,4 | 26,3 | 28,9 | 15,8 | 10,5 | | 8,03 |
| Purpose of visit* | 35 | 14,3 | 28,6 | 37,1 | 11,4 | 8,6 | | 8,26 |
| Chinese | 30 | 13,3 | 20,0 | 43,3 | 16,7 | 6,7 | | 8,17 |
| Italian | 30 | 23,3 | 23,3 | 13,3 | 20,0 | 20,0 | | 7,90 |
| Swiss | 26 | 23,1 | 26,9 | 23,1 | 23,1 | 3,8 | | 8,42 |
| Other | 230 | 21,3 | 24,8 | 27,8 | 11,7 | 14,3 | | 8,17 |
| Type of trip* | | | | | | | | |
| Package tour | 485 | 24,9 | 24,5 | 25,8 | 14,8 | 9,9 | | 8,30 |
| Type of trip* | 1278 | 23,6 | 22,7 | 26,4 | 13,8 | 13,5 | | 8,17 |
| Business-arranged tour | 66 | 13,6 | 15,2 | 34,8 | 18,2 | 18,2 | | 7,77 |
| Purpose of visit* | | | | | | | | |
| Vacation/holiday | 1636 | 23,6 | 23,6 | 26,5 | 13,9 | 12,3 | | 8,20 |
| Conference/large meeting | 41 | 19,5 | 14,6 | 34,1 | 12,2 | 19,5 | | 7,93 |
| Business/small meeting | 41 | 26,8 | 12,2 | 22,0 | 19,5 | 19,5 | | 8,02 |
| Education and training | 63 | 25,4 | 17,5 | 22,2 | 14,3 | 20,6 | | 7,98 |
| Visiting friends/relatives | 139 | 18,7 | 20,9 | 33,1 | 12,9 | 14,4 | | 8,04 |
| Business incentives package | 7 | 14,3 | 0,0 | 28,6 | 28,6 | 28,6 | | 7,43 |
| Temporary employment in Iceland | 15 | 26,7 | 33,3 | 6,7 | 20,0 | 13,3 | | 8,40 |
| Event in Iceland (leisure related) | 110 | 20,0 | 27,3 | 28,2 | 10,9 | 13,6 | | 8,19 |
| Health/medical treatment | 6 | 33,3 | 33,3 | 16,7 | 0,0 | 16,7 | | 7,83 |
| Other | 103 | 22,3 | 23,3 | 29,1 | 10,7 | 14,6 | | 8,13 |

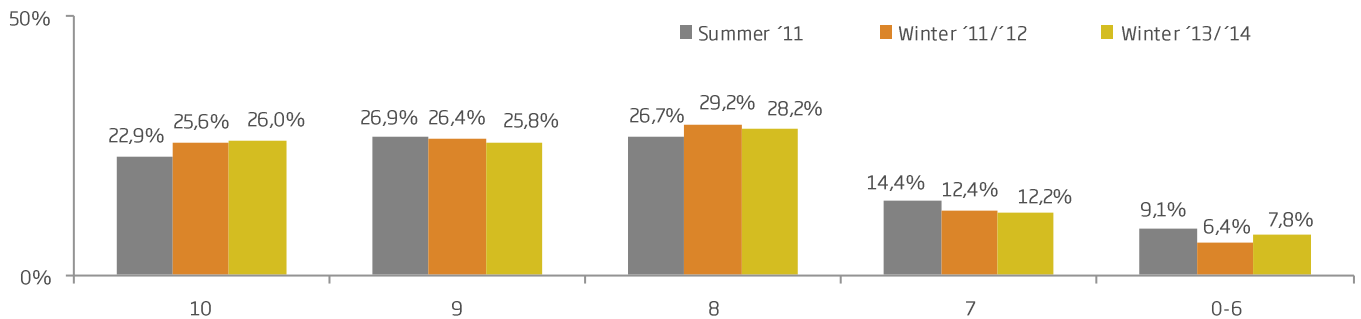
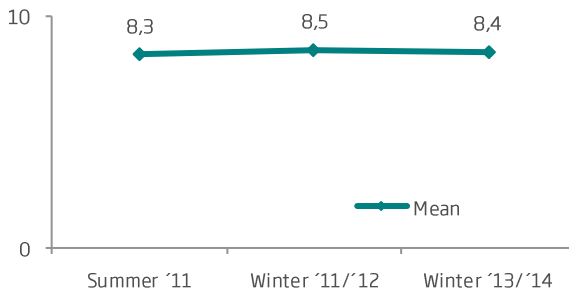
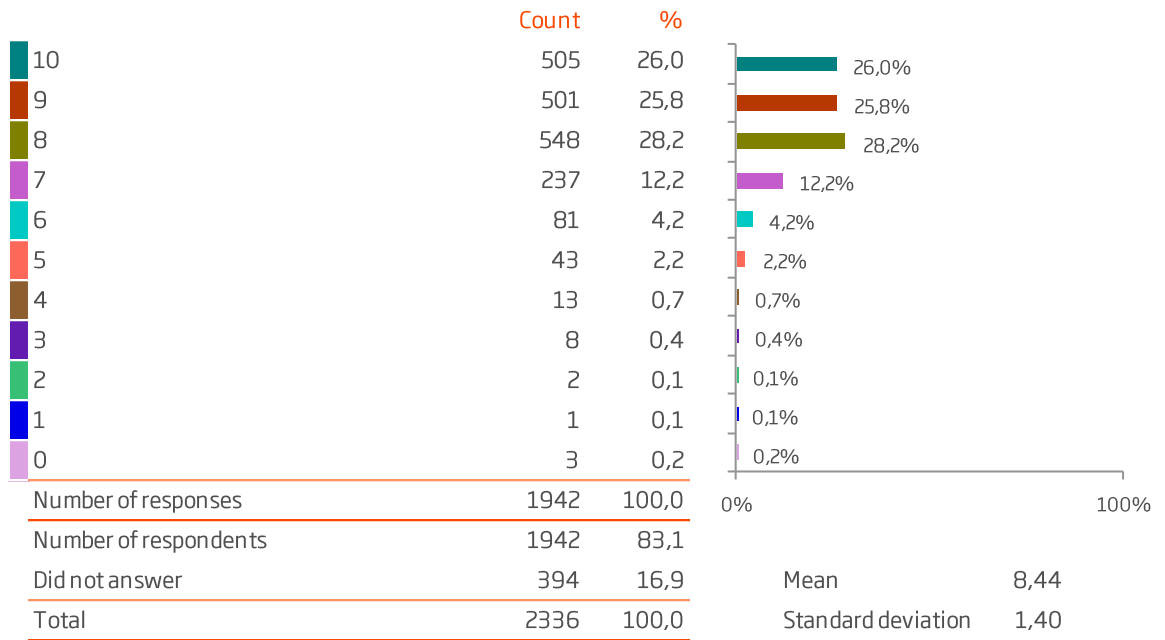
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

CONDUCT OF GUESTS



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





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

| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|--|-------------------|-------------|-------------|-------------|-------------|------------|--|-------------|
| | Count | % | % | % | % | % | | |
| Total | 1942 | 26,0 | 25,8 | 28,2 | 12,2 | 7,8 | | 8,44 |
| Gender* | | | | | | | | |
| Male | 819 | 21,0 | 26,7 | 30,3 | 13,9 | 8,1 | | 8,33 |
| Female | 1112 | 29,5 | 25,0 | 26,8 | 11,1 | 7,6 | | 8,51 |
| Age | | | | | | | | |
| 24 years and younger | 227 | 28,6 | 19,8 | 27,8 | 15,0 | 8,8 | | 8,39 |
| 25-34 years | 613 | 28,2 | 24,8 | 27,9 | 11,4 | 7,7 | | 8,48 |
| 35-44 years | 369 | 23,0 | 26,6 | 28,7 | 14,1 | 7,6 | | 8,35 |
| 45-54 years | 314 | 24,5 | 28,0 | 27,1 | 12,1 | 8,3 | | 8,40 |
| 55 years and older | 405 | 25,4 | 27,9 | 29,6 | 10,4 | 6,7 | | 8,51 |
| What is your profession?* | | | | | | | | |
| Managerial | 289 | 20,8 | 28,7 | 30,4 | 13,8 | 6,2 | | 8,39 |
| Professionals (dr./lawyer/account. etc.) | 377 | 21,5 | 27,6 | 27,9 | 12,2 | 10,9 | | 8,26 |
| Other professionals | 273 | 23,1 | 28,2 | 30,0 | 10,3 | 8,4 | | 8,42 |
| Teacher/Medical care | 208 | 36,5 | 23,6 | 21,6 | 14,4 | 3,8 | | 8,71 |
| Clerical/Service | 129 | 33,3 | 20,2 | 26,4 | 9,3 | 10,9 | | 8,52 |
| Vocational/Technical | 62 | 27,4 | 32,3 | 29,0 | 6,5 | 4,8 | | 8,66 |
| Unskilled | 14 | 28,6 | 21,4 | 42,9 | 7,1 | 0,0 | | 8,71 |
| Student | 214 | 28,0 | 22,9 | 25,2 | 13,1 | 10,7 | | 8,36 |
| Retired/Homemaker | 157 | 26,1 | 24,8 | 32,5 | 10,8 | 5,7 | | 8,51 |
| Other | 195 | 28,2 | 22,1 | 30,8 | 14,4 | 4,6 | | 8,51 |
| Household income | | | | | | | | |
| High | 842 | 24,5 | 26,2 | 30,6 | 11,5 | 7,1 | | 8,43 |
| Average | 764 | 26,8 | 24,7 | 27,6 | 13,0 | 7,9 | | 8,44 |
| Low | 266 | 27,8 | 26,3 | 23,7 | 12,0 | 10,2 | | 8,39 |
| Market area* | | | | | | | | |
| Britain | 678 | 26,4 | 26,0 | 29,6 | 11,4 | 6,6 | | 8,50 |
| North America | 500 | 32,8 | 26,6 | 26,0 | 9,2 | 5,4 | | 8,69 |
| Central/Southern Europe | 299 | 17,7 | 20,7 | 32,8 | 16,7 | 12,0 | | 8,01 |
| Scandinavia | 261 | 21,8 | 26,8 | 26,1 | 13,4 | 11,9 | | 8,25 |
| Asia | 46 | 10,9 | 30,4 | 37,0 | 17,4 | 4,3 | | 8,26 |
| Other | 158 | 29,7 | 29,1 | 21,5 | 13,3 | 6,3 | | 8,56 |

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

CONDUCT OF GUESTS



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

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

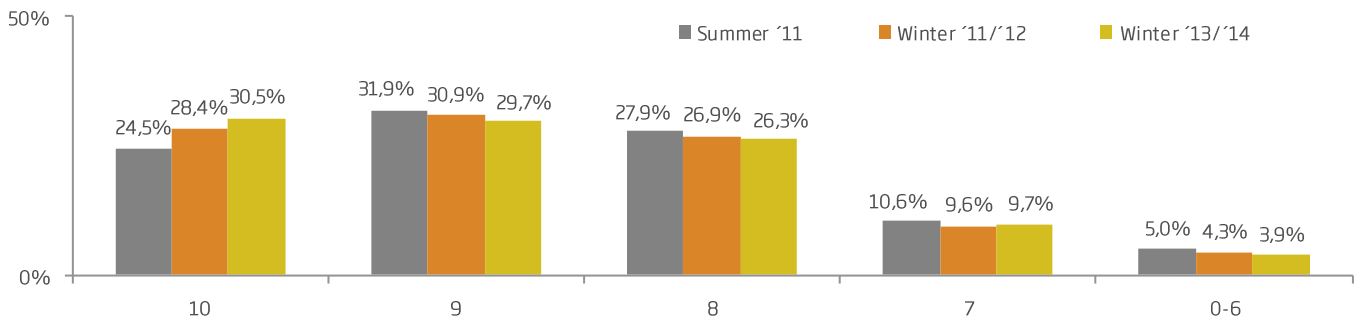
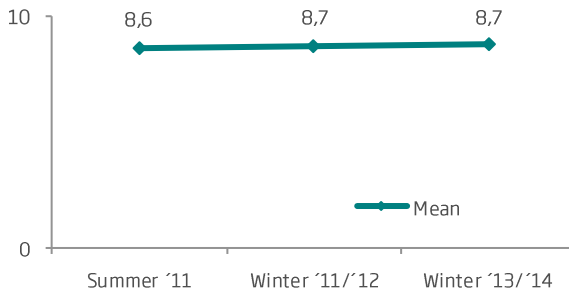
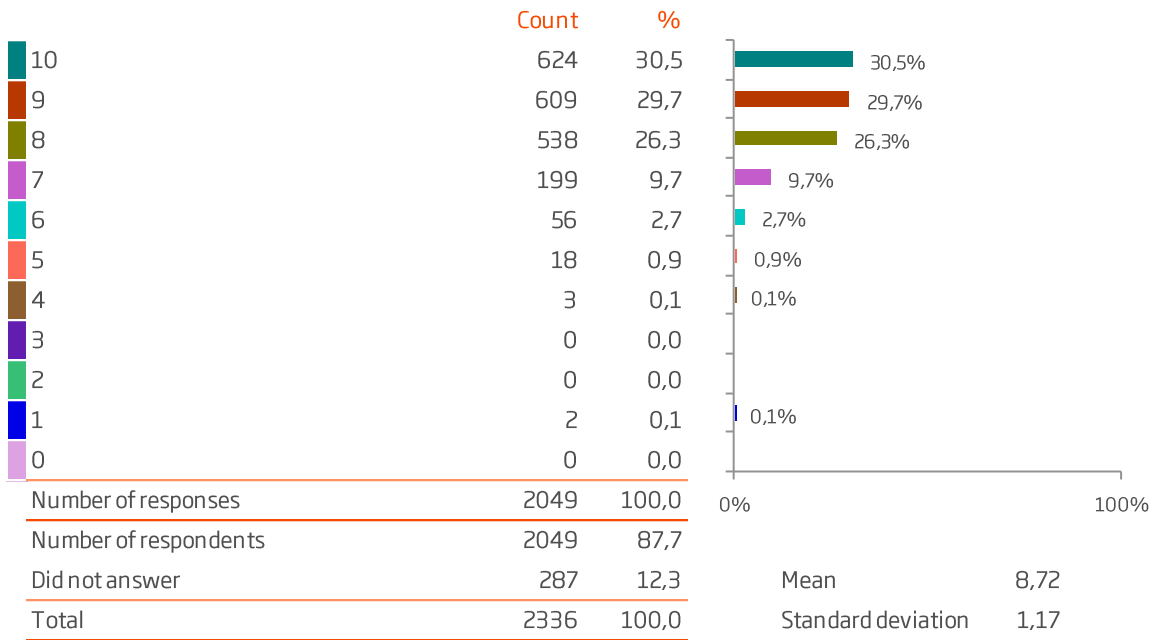
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

GENERAL CONDITIONS OF TOURIST SITES



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



GENERAL CONDITIONS OF TOURIST SITES



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

















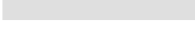



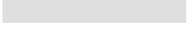
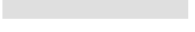


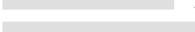




| | Number of answers | 10 | 9 | 8 | 7 | 0-6 | | |
|--|-------------------|-------------|-------------|-------------|------------|------------|--|-------------|
| | Count | % | % | % | % | % | | |
| Total | 2049 | 30,5 | 29,7 | 26,3 | 9,7 | 3,9 | | 8,72 |
| Gender* | | | | | | | | |
| Male | 862 | 25,5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

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

GENERAL CONDITIONS OF TOURIST SITES



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

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

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

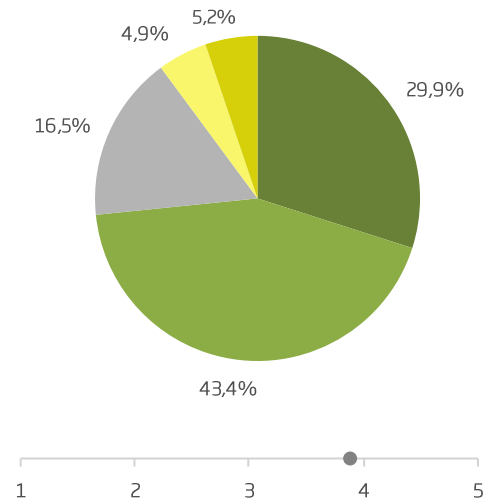
*Significant difference between groups according to ANOVA test ($p < 0,05$).

IMPORTANCE OF QUALITY CERTIFICATION

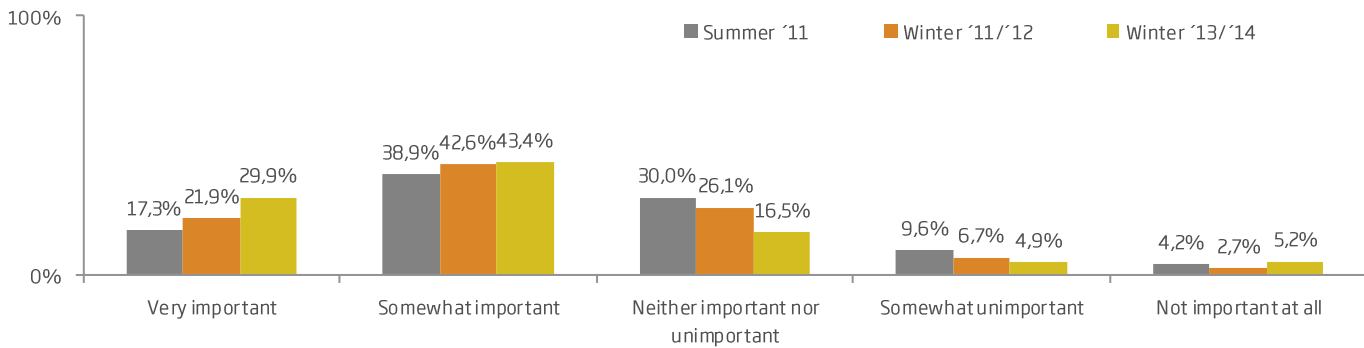


Q.82. How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

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



Mean 3,88
Standard deviation 1,06






























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

IMPORTANCE OF QUALITY CERTIFICATION



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

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

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

IMPORTANCE OF QUALITY CERTIFICATION



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

| | Number of answers | Important | Neither important nor unimportant | Not important | | |
|------------------------------------|-------------------|-------------|-----------------------------------|---------------|--|-------------|
| | Count | % | % | % | | |
| Total | 1984 | 73,4 | 16,5 | 10,1 | | 3,88 |
| Nationality* | | | | | | |
| British | 636 | 80,2 | 12,3 | 7,5 | | 4,02 |
| American | 335 | 79,1 | 13,1 | 7,8 | | 4,01 |
| Canadian | 163 | 79,1 | 12,3 | 8,6 | | 4,07 |
| Danish | 106 | 46,2 | 37,7 | 16,0 | | 3,32 |
| Norwegian | 90 | 46,7 | 32,2 | 21,1 | | 3,29 |
| French | 80 | 62,5 | 23,8 | 13,8 | | 3,59 |
| Type of trip* | 79 | 46,8 | 30,4 | 22,8 | | 3,25 |
| Swedish | 49 | 71,4 | 24,5 | 4,1 | | 3,84 |
| Dutch | 44 | 81,8 | 9,1 | 9,1 | | 3,91 |
| Irish | 41 | 90,2 | 7,3 | 2,4 | | 4,27 |
| Purpose of visit* | 38 | 84,2 | 13,2 | 2,6 | | 4,13 |
| Chinese | 31 | 83,9 | 9,7 | 6,5 | | 4,19 |
| Italian | 28 | 71,4 | 14,3 | 14,3 | | 3,64 |
| Swiss | 30 | 46,7 | 16,7 | 36,7 | | 3,10 |
| Other | 234 | 74,4 | 15,8 | 9,8 | | 3,95 |
| Type of trip* | | | | | | |
| Package tour | 543 | 84,2 | 10,9 | 5,0 | | 4,16 |
| Type of trip* | 1360 | 69,3 | 18,5 | 12,3 | | 3,78 |
| Business-arranged tour | 83 | 71,1 | 21,7 | 7,2 | | 3,82 |
| Purpose of visit* | | | | | | |
| Vacation/holiday | 1750 | 74,5 | 15,8 | 9,7 | | 3,91 |
| Conference/large meeting | 54 | 75,9 | 16,7 | 7,4 | | 3,87 |
| Business/small meeting | 51 | 60,8 | 19,6 | 19,6 | | 3,57 |
| Education and training | 71 | 69,0 | 22,5 | 8,5 | | 3,82 |
| Visiting friends/relatives | 141 | 58,2 | 24,8 | 17,0 | | 3,55 |
| Business incentives package | 13 | 38,5 | 53,8 | 7,7 | | 3,38 |
| Temporary employment in Iceland | 16 | 50,0 | 18,8 | 31,3 | | 3,19 |
| Event in Iceland (leisure related) | 125 | 66,4 | 19,2 | 14,4 | | 3,70 |
| Health/medical treatment | 7 | 71,4 | 0,0 | 28,6 | | 3,86 |
| Other | 115 | 67,8 | 20,0 | 12,2 | | 3,75 |

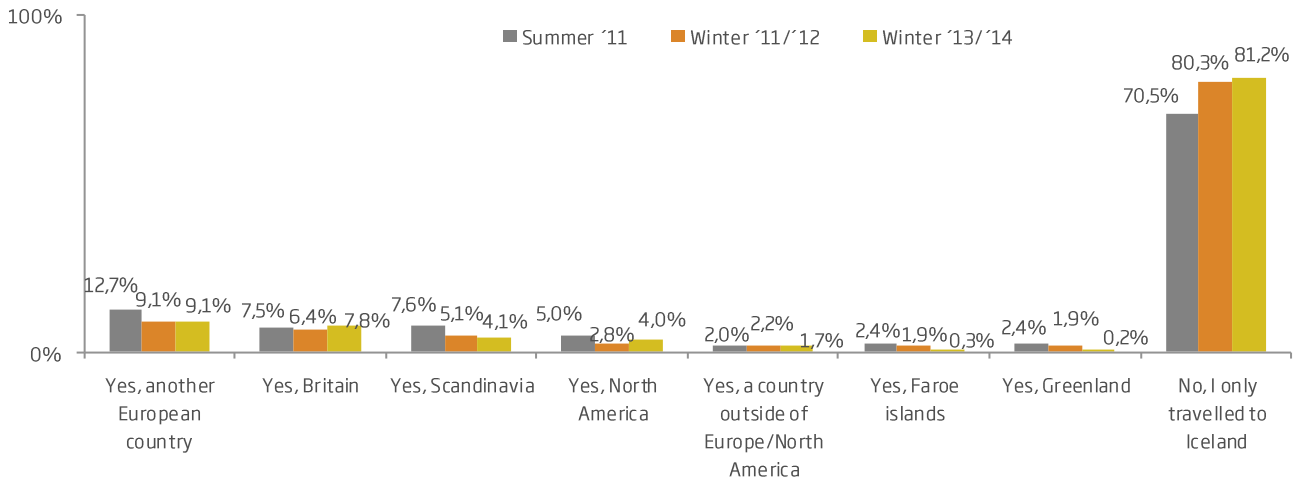
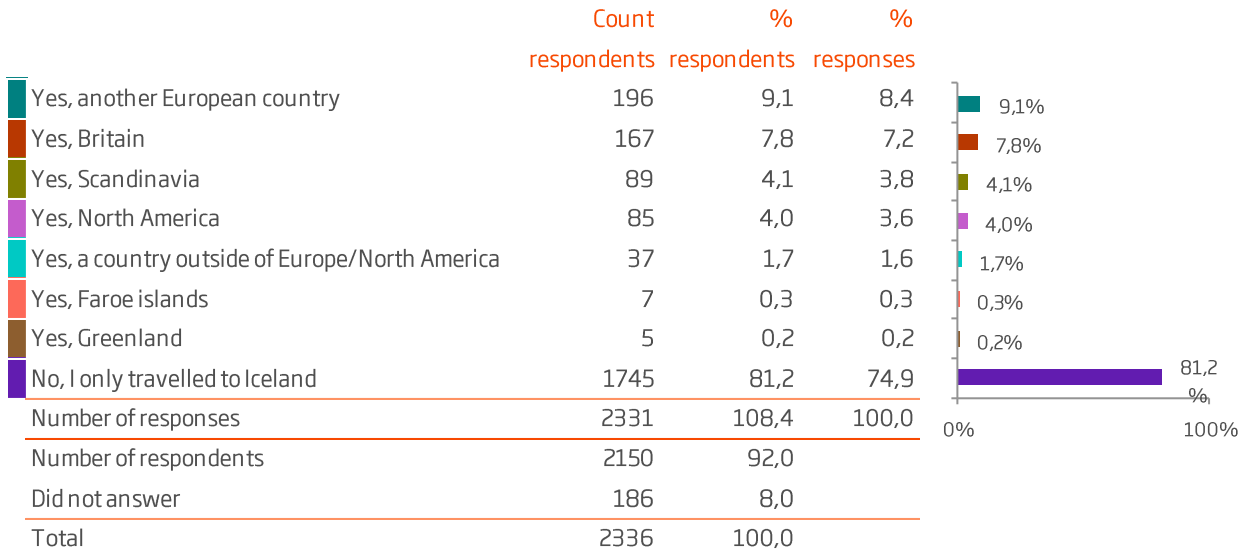
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

OTHER COUNTRIES VISITED



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





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

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

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

OTHER COUNTRIES VISITED



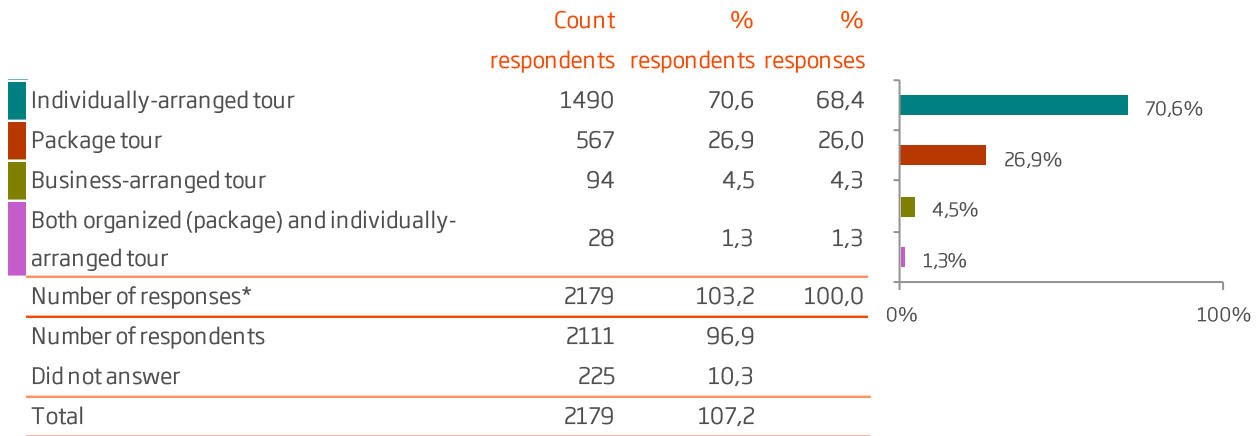
Q.83. Did you visit a country other than Iceland during your trip?

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

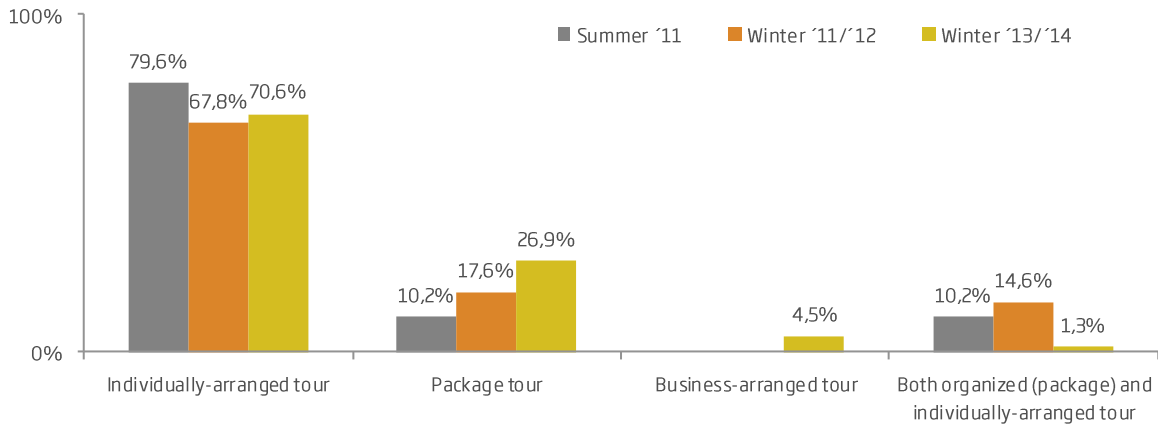
When respondents can choose more than one answer, significance between groups is not calculated.



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



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





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

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

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



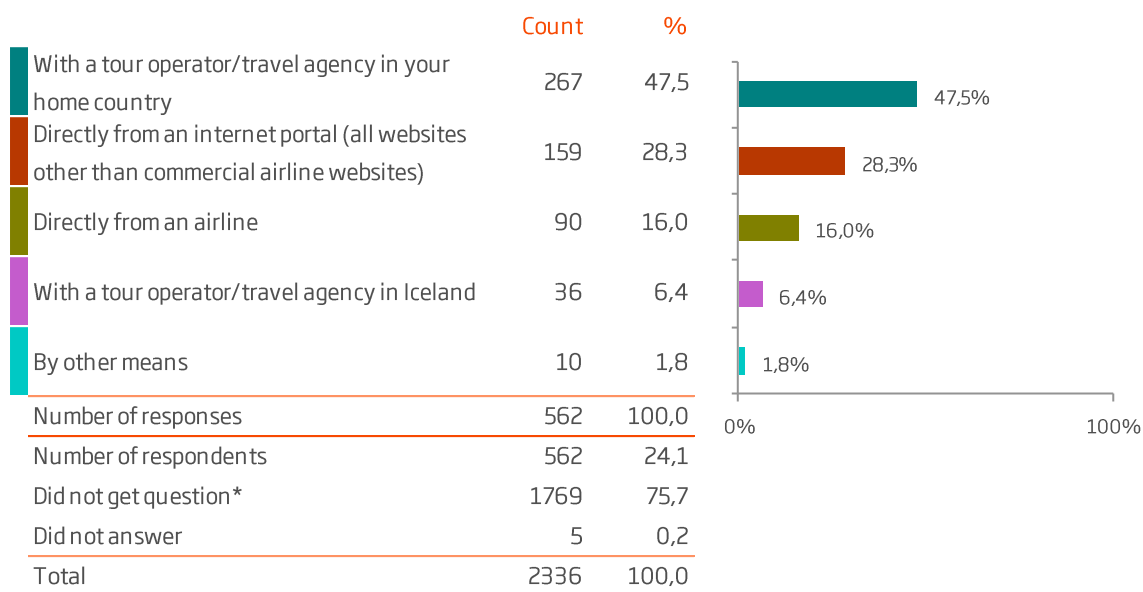
Q.84. Are you travelling on an organized (package) tour to Iceland or are you on an individually- or business-arranged tour?

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

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



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



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



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

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

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



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

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

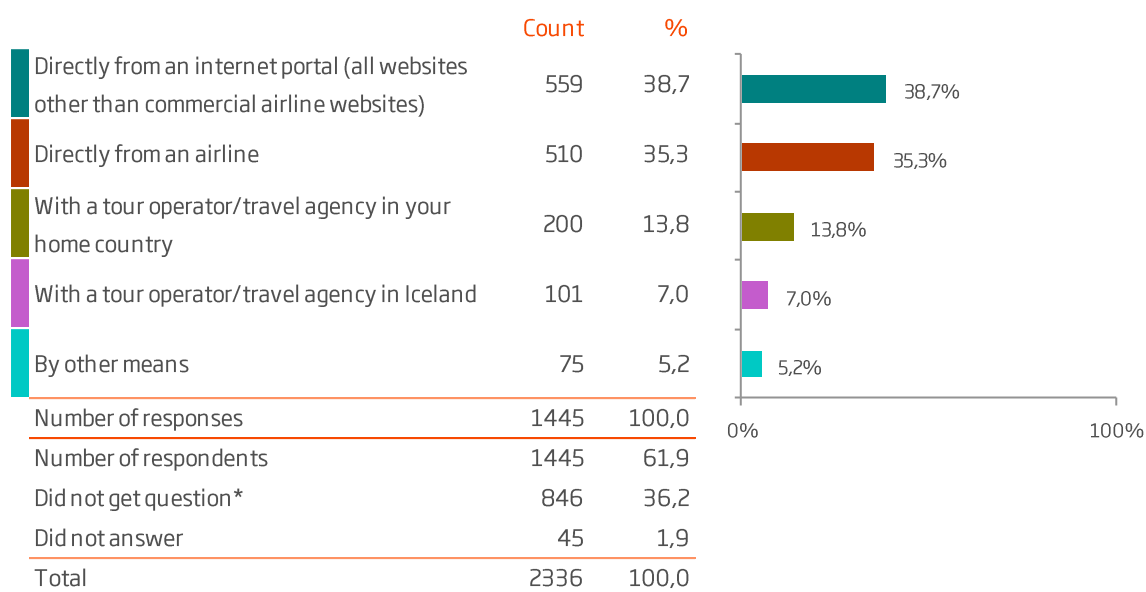
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



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



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

BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



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

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

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

BOOKING ORIGIN OF INDIVIDUALLY-ARRANGED TOUR



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

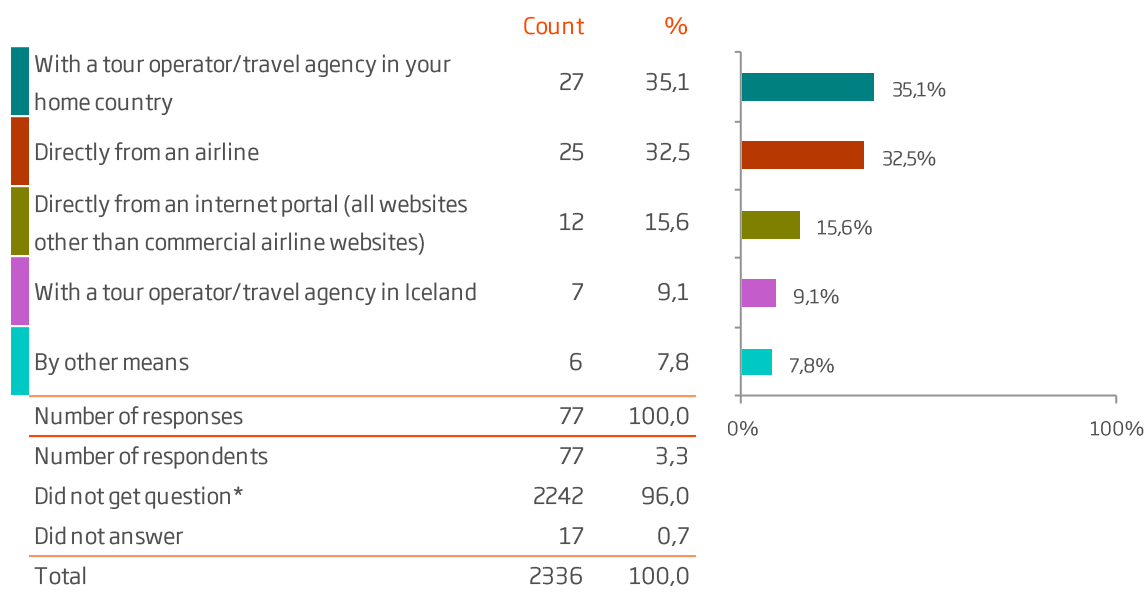
| | Number of answers | Directly from an internet portal | Directly from an airline | With a tour operator/ travel agency in your home country | With a tour operator/ travel agency in Iceland | By other means |
|------------------------------------|-------------------|----------------------------------|--------------------------|--|--|----------------|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

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

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



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



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

BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



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

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

Difference between groups is not statistically significant.

BOOKING ORIGIN OF BUSINESS-ARRANGED TOUR



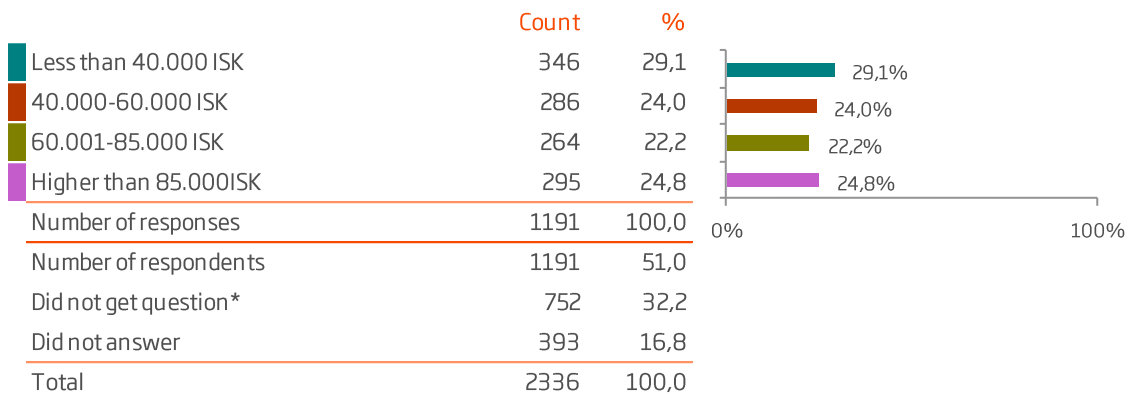
Q.87. Where did you book your business-arranged tour to Iceland?

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

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

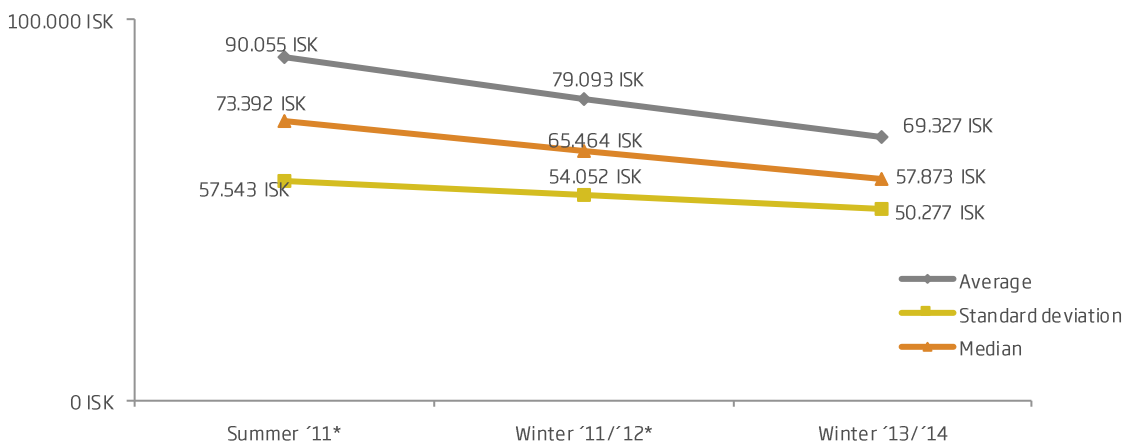


Q.88. What was the price of the air ticket (round trip) per person?



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

Mean 69.327 ISK
 Median 57.873 ISK
 Standard deviation 50.277 ISK



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



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

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

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



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

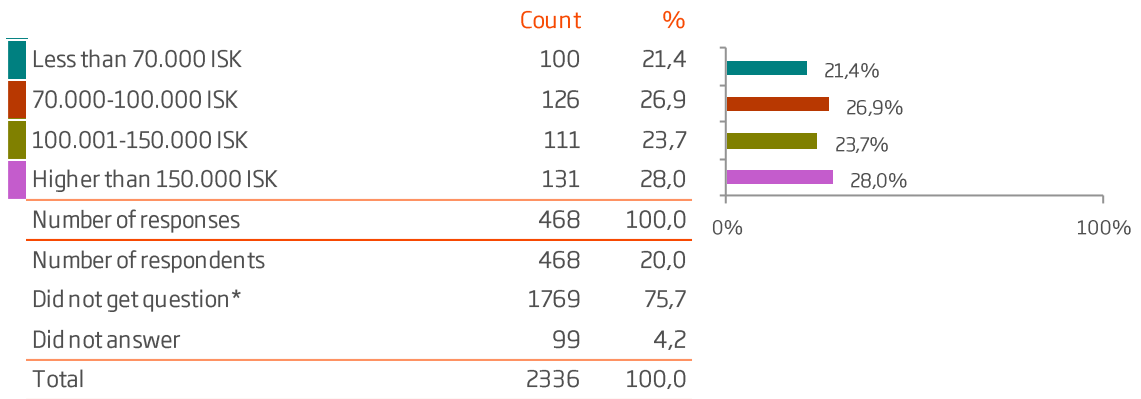
| | Number of answers | Less than 40.000 ISK | 40.000-60.000 ISK | 60.001-85.000 ISK | Higher than 85.000ISK | | |
|------------------------------------|-------------------|----------------------|-------------------|-------------------|-----------------------|--|-------------|
| | Count | % | % | % | % | | |
| Total | 1191 | 29,1 | 24,0 | 22,2 | 24,8 | | 69.327 ISK |
| Nationality* | | | | | | | |
| British | 257 | 47,1 | 29,6 | 12,5 | 10,9 | | 53.302 ISK |
| American | 218 | 2,8 | 8,3 | 39,9 | 49,1 | | 94.733 ISK |
| Canadian | 110 | 4,5 | 9,1 | 33,6 | 52,7 | | 102.049 ISK |
| Danish | 67 | 40,3 | 40,3 | 10,4 | 9,0 | | 47.456 ISK |
| Norwegian | 63 | 47,6 | 22,2 | 15,9 | 14,3 | | 53.977 ISK |
| French | 64 | 21,9 | 48,4 | 12,5 | 17,2 | | 59.699 ISK |
| Type of trip* | 79 | 35,4 | 32,9 | 25,3 | 6,3 | | 50.614 ISK |
| Swedish | 30 | 33,3 | 43,3 | 10,0 | 13,3 | | 51.120 ISK |
| Dutch | 25 | 16,0 | 40,0 | 12,0 | 32,0 | | 84.789 ISK |
| Irish | 14 | 50,0 | 35,7 | 14,3 | 0,0 | | 44.377 ISK |
| Purpose of visit* | 25 | 32,0 | 32,0 | 16,0 | 20,0 | | 87.562 ISK |
| Chinese | 22 | 45,5 | 13,6 | 31,8 | 9,1 | | 50.289 ISK |
| Italian | 16 | 37,5 | 6,3 | 43,8 | 12,5 | | 59.264 ISK |
| Package tour | 17 | 17,6 | 17,6 | 11,8 | 52,9 | | 90.471 ISK |
| Individually-arranged tour | 1155 | 29,4 | 24,2 | 22,1 | 24,3 | | 68.862 ISK |
| Business-arranged tour | 42 | 23,8 | 16,7 | 21,4 | 38,1 | | 81.168 ISK |
| Purpose of visit* | | | | | | | |
| Type of trip* | 1023 | 29,8 | 23,8 | 23,3 | 23,2 | | 68.812 ISK |
| Conference/large meeting | 44 | 20,5 | 20,5 | 11,4 | 47,7 | | 82.597 ISK |
| Business/small meeting | 44 | 13,6 | 29,5 | 20,5 | 36,4 | | 81.092 ISK |
| Education and training | 44 | 31,8 | 15,9 | 27,3 | 25,0 | | 68.425 ISK |
| Visiting friends/relatives | 132 | 35,6 | 24,2 | 23,5 | 16,7 | | 59.862 ISK |
| Business incentives package | 6 | 16,7 | 33,3 | 16,7 | 33,3 | | 66.197 ISK |
| Temporary employment in Iceland | 10 | 10,0 | 40,0 | 20,0 | 30,0 | | 63.537 ISK |
| Event in Iceland (leisure related) | 93 | 26,9 | 30,1 | 18,3 | 24,7 | | 65.066 ISK |
| Health/medical treatment | <5 | | | | | | |
| Other | 61 | 21,3 | 23,0 | 19,7 | 36,1 | | 77.536 ISK |

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

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

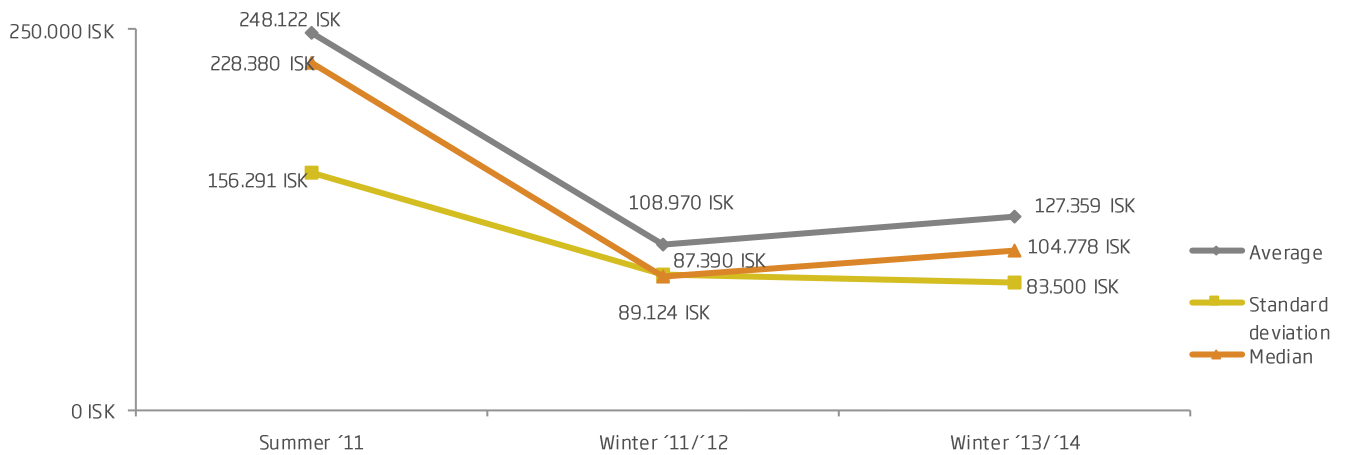


Q.89. What was the price of the tour package per person?




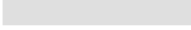

















*Only those who were travelling on a package tour got this question.

Mean 127.359 ISK
 Median 104.778 ISK
 Standard deviation 83.500 ISK





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

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

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

PRICE OF TOUR PACKAGE



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

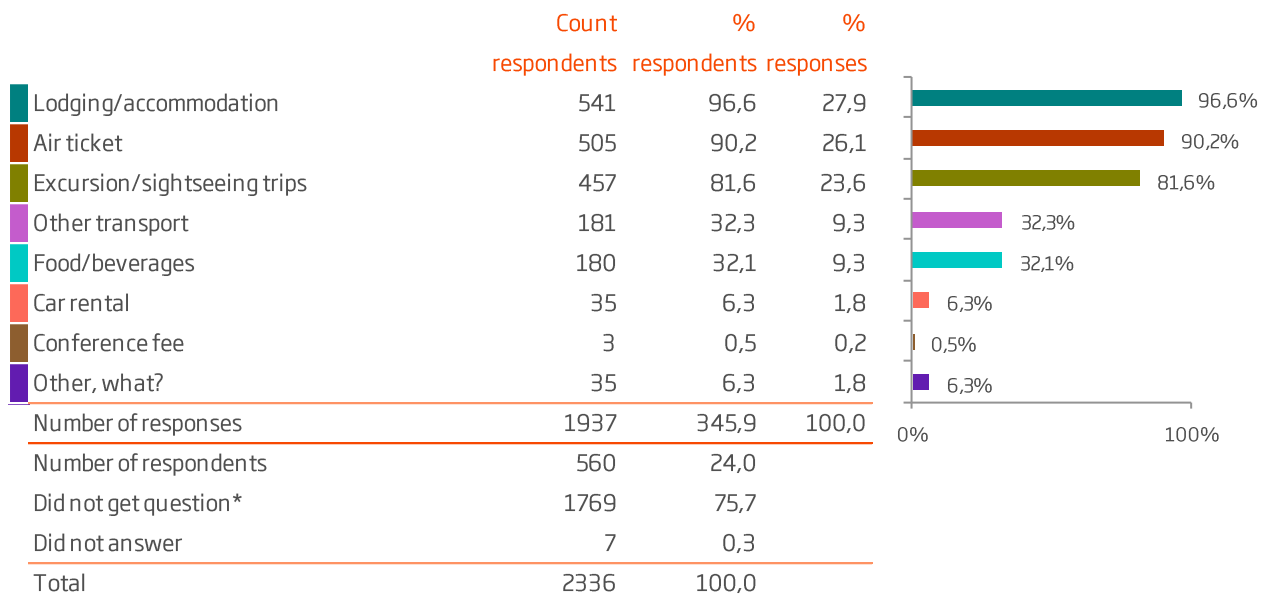
| | Number of answers | Less than 70.000 ISK | 70.000-100.000 ISK | 100.001-150.000 ISK | Higher than 150.000 ISK | | |
|------------------------------------|-------------------|----------------------|--------------------|---------------------|-------------------------|--|-------------|
| | Count | %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

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

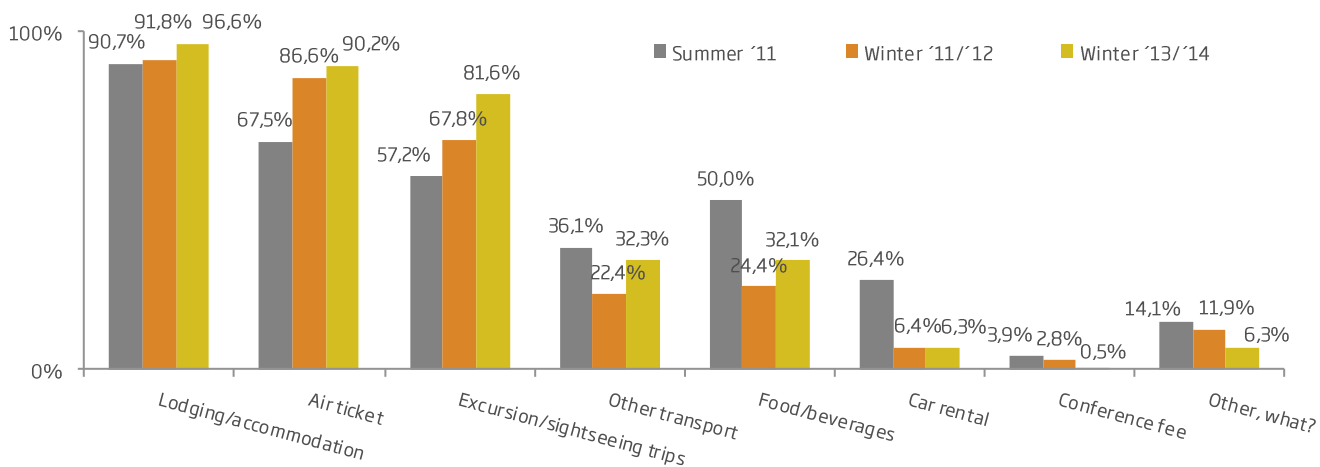
*Significant difference between groups according to ANOVA test ($p < 0,05$).



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



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





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

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

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



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

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

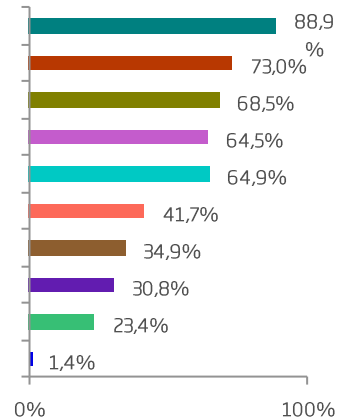
When respondents can choose more than one answer, significance between groups is not calculated.

PAID UTILILITES DURING TRIP

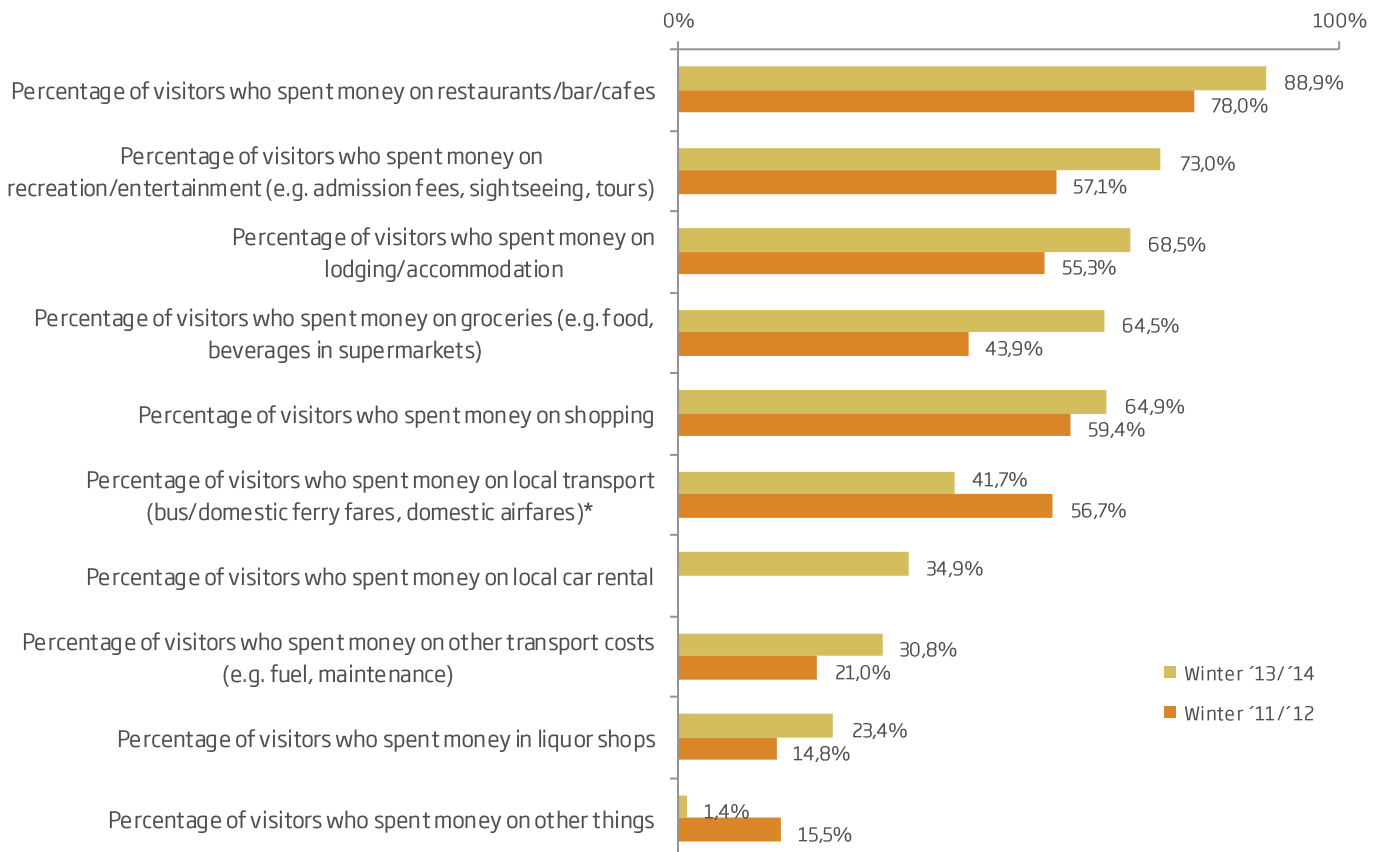


Q. 91. Did you (and your family) pay for any of the following during your stay in Iceland?

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



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



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



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

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

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



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

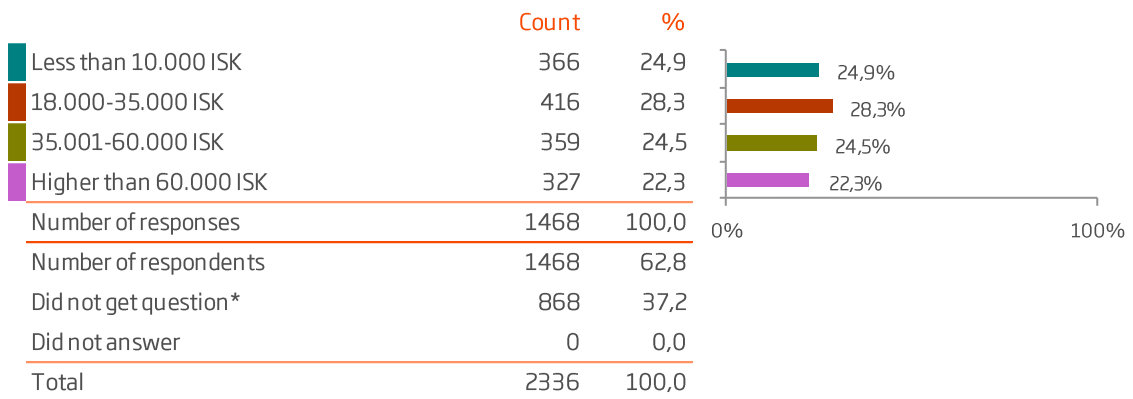
| | Count | Restaurants/ bar/ cafes % | Recreation/ entertainment % | Lodging/ accommodation % | Groceries (e.g. food, beverages in supermarkets) % | Shopping % | Other % |
|------------------------------------|-------------|------------------------------------|-----------------------------------|--------------------------------|--|---------------|--------------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

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

MONEY SPENT ON RESTURANTS/BAR/CAFES

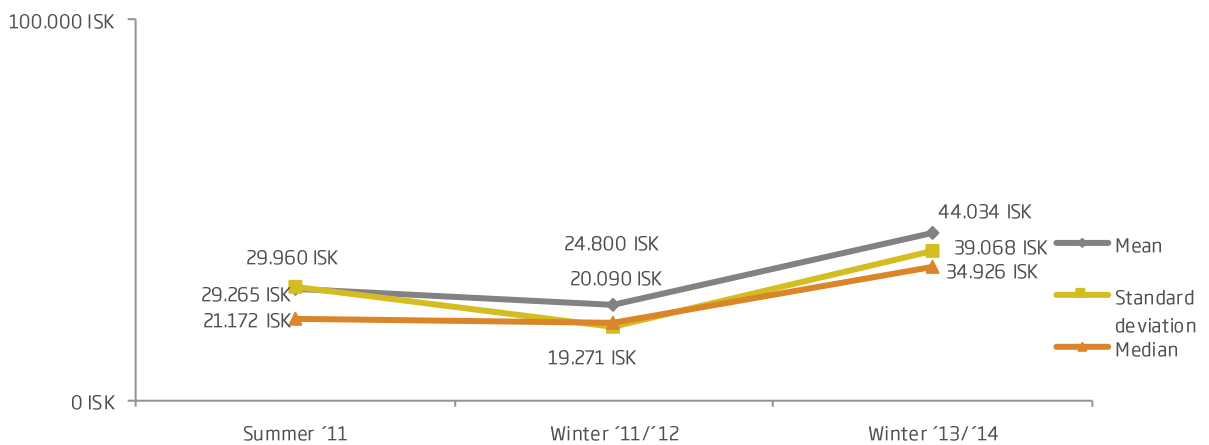


Q. 92. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Restaurants/bar/cafes



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

Mean 44.034 ISK
 Median 34.926 ISK
 Standard deviation 39.068 ISK



MONEY SPENT ON RESTURANTS/BAR/CAFES



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

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

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

MONEY SPENT ON RESTURANTS/BAR/CAFES



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

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

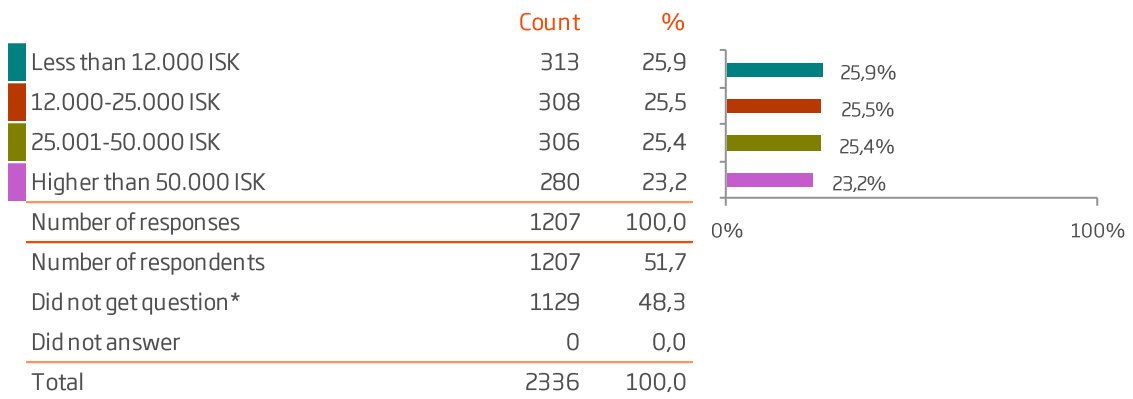
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

MONEY SPENT ON RECREATION/ENTERTAINMENT

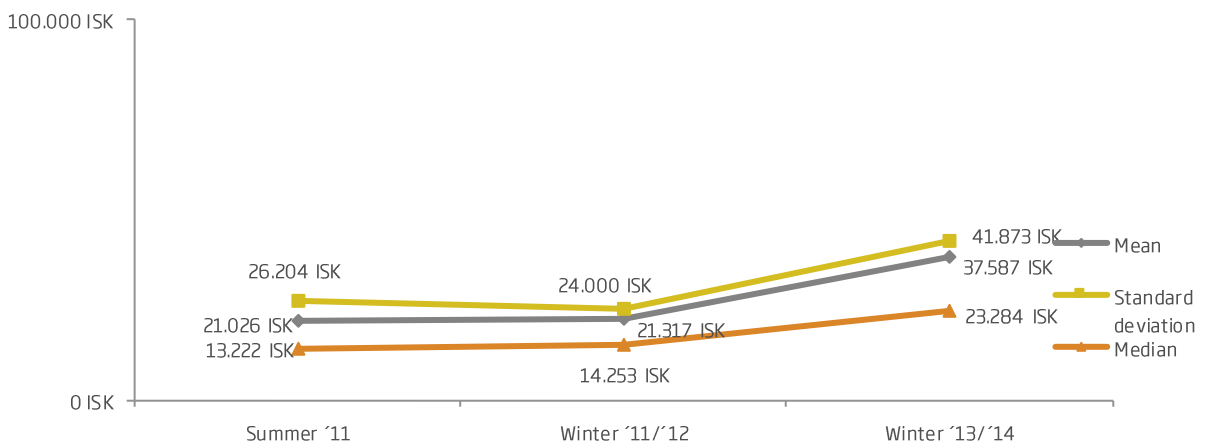


Q. 93. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Recreation/entertainment (e.g. admission fees, sightseeing, tours)



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

Mean 37.587 ISK
 Median 23.284 ISK
 Standard deviation 41.873 ISK



MONEY SPENT ON RECREATION/ENTERTAINMENT



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
















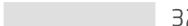











| | Number of answers | Less than 12.000 ISK | 12.000-25.000 ISK | 25.001-50.000 ISK | Higher than 50.000 ISK | |
|--|-------------------|----------------------|-------------------|-------------------|------------------------|------------|
| | Count | % | % | % | % | |
| Total | 1207 | 25,9 | 25,5 |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

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

MONEY SPENT ON RECREATION/ENTERTAINMENT



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

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

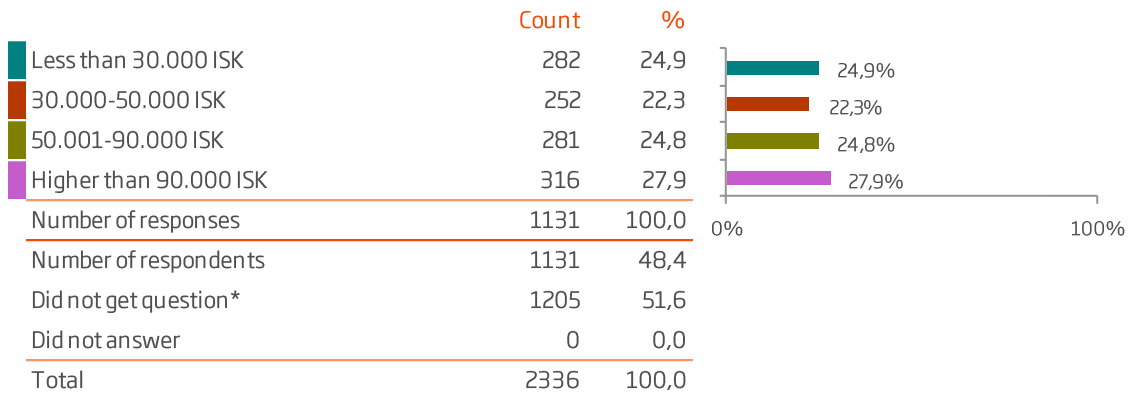
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

MONEY SPENT ON LODGING/ACCOMODATION

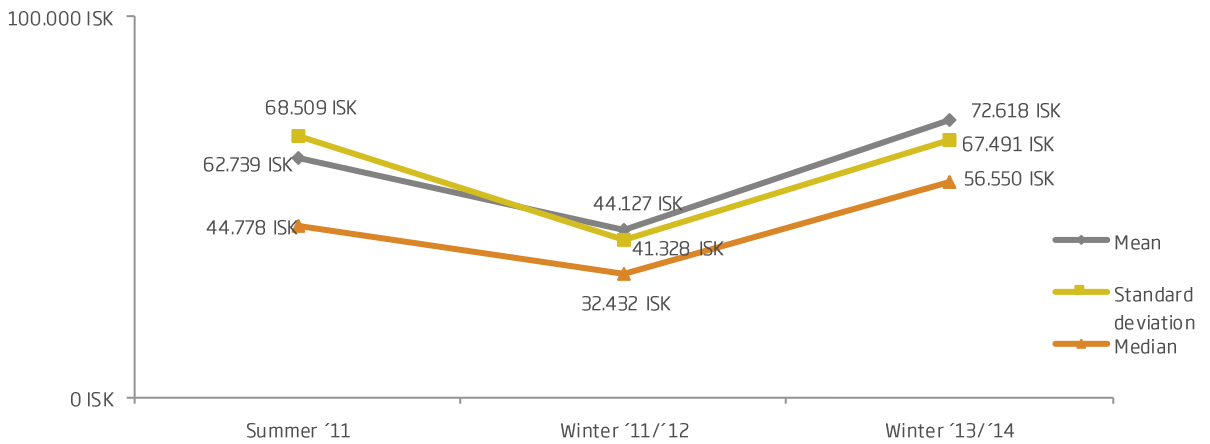


Q. 94. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Lodging/accommodation



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

Mean 72.618 ISK
 Median 56.550 ISK
 Standard deviation 67.491 ISK



MONEY SPENT ON LODGING/ACCOMODATION



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

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

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

MONEY SPENT ON LODGING/ACCOMODATION



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

| | Number of answers | Less than 30.000 ISK | 30.000-50.000 ISK | 50.001-90.000 ISK | Higher than 90.000 ISK | | |
|------------------------------------|-------------------|----------------------|-------------------|-------------------|------------------------|--|-------------|
| | Count | % | % | % | % | | |
| Total | 1131 | 24,9 | 22,3 | 24,8 | 27,9 | | 72.618 ISK |
| Nationality* | | | | | | | |
| British | 277 | 22,7 | 23,5 | 24,2 | 29,6 | | 75.821 ISK |
| American | 229 | 23,1 | 23,6 | 24,0 | 29,3 | | 76.724 ISK |
| Canadian | 94 | 19,1 | 18,1 | 26,6 | 36,2 | | 88.334 ISK |
| Danish | 55 | 25,5 | 21,8 | 29,1 | 23,6 | | 61.793 ISK |
| Norwegian | 55 | 23,6 | 12,7 | 34,5 | 29,1 | | 76.150 ISK |
| French | 57 | 12,3 | 24,6 | 33,3 | 29,8 | | 74.699 ISK |
| Type of trip* | | 24,6 | 21,7 | 26,1 | 27,5 | | 69.719 ISK |
| Swedish | 26 | 34,6 | 34,6 | 23,1 | 7,7 | | 45.449 ISK |
| Dutch | 24 | 4,2 | 25,0 | 41,7 | 29,2 | | 70.906 ISK |
| Irish | 12 | 41,7 | 16,7 | 16,7 | 25,0 | | 59.570 ISK |
| Purpose of visit* | 26 | 34,6 | 38,5 | 15,4 | 11,5 | | 49.639 ISK |
| Chinese | 20 | 60,0 | 15,0 | 15,0 | 10,0 | | 38.195 ISK |
| Italian | 11 | 45,5 | 9,1 | 18,2 | 27,3 | | 52.812 ISK |
| Swiss | 23 | 17,4 | 17,4 | 26,1 | 39,1 | | 107.900 ISK |
| Other | 153 | 34,0 | 21,6 | 19,0 | 25,5 | | 64.607 ISK |
| Type of trip* | | | | | | | |
| Package tour | 72 | 31,9 | 27,8 | 22,2 | 18,1 | | 56.555 ISK |
| Type of trip* | | 24,2 | 22,4 | 24,3 | 29,0 | | 73.384 ISK |
| Business-arranged tour | 39 | 20,5 | 20,5 | 38,5 | 20,5 | | 76.633 ISK |
| Purpose of visit* | | | | | | | |
| Vacation/holiday | 999 | 24,9 | 22,5 | 24,0 | 28,5 | | 73.011 ISK |
| Conference/large meeting | 38 | 15,8 | 15,8 | 39,5 | 28,9 | | 66.928 ISK |
| Business/small meeting | 38 | 21,1 | 18,4 | 28,9 | 31,6 | | 90.568 ISK |
| Education and training | 33 | 33,3 | 15,2 | 18,2 | 33,3 | | 84.367 ISK |
| Visiting friends/relatives | 76 | 27,6 | 18,4 | 26,3 | 27,6 | | 71.295 ISK |
| Business incentives package | 6 | 0,0 | 16,7 | 50,0 | 33,3 | | 74.191 ISK |
| Temporary employment in Iceland | 5 | 20,0 | 20,0 | 40,0 | 20,0 | | 54.445 ISK |
| Event in Iceland (leisure related) | 84 | 23,8 | 22,6 | 22,6 | 31,0 | | 64.674 ISK |
| Health/medical treatment | 6 | 16,7 | 16,7 | 16,7 | 50,0 | | 92.499 ISK |
| Other | 56 | 26,8 | 23,2 | 17,9 | 32,1 | | 81.772 ISK |

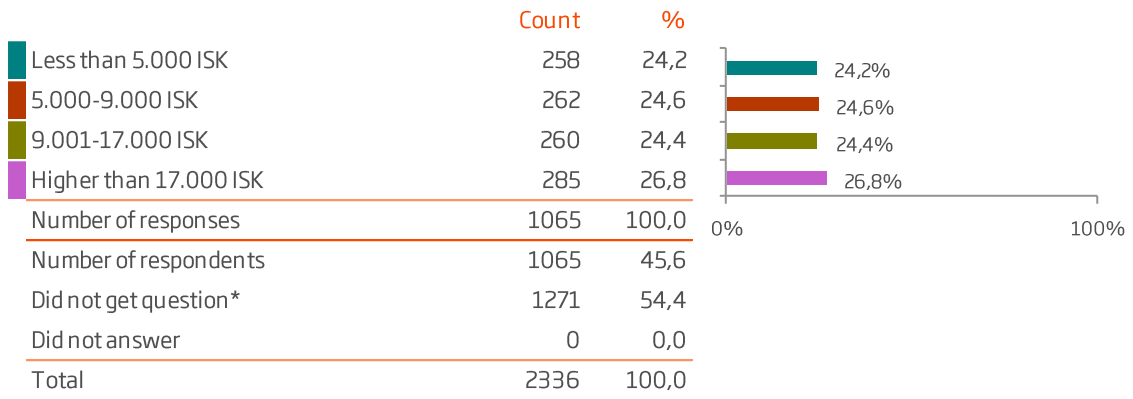
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

MONEY SPENT ON GROCERIES

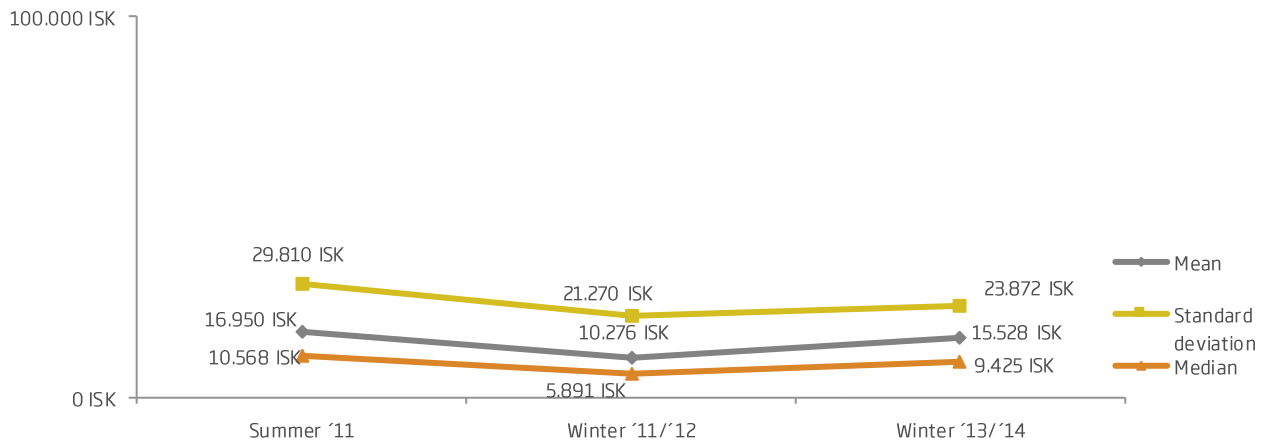


Q. 95. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Groceries (e.g. food, beverages in supermarkets)



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













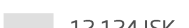



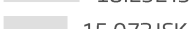


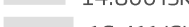
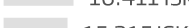

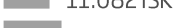


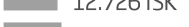
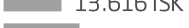
Mean 15.528 ISK
 Median 9.425 ISK
 Standard deviation 23.872 ISK



MONEY SPENT ON GROCERIES



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


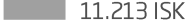




















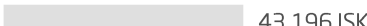






| | Number of answers | Less than 5.000 ISK | 5.000-9.000 ISK | 9.001-17.000 ISK | Higher than 17.000 ISK | |
|--|-------------------|---------------------|-----------------|------------------|------------------------|--|
| | Count | % | % | % | % | |
| Total | 1065 | 24,2 | 24,6 | 24,4 | 26,8 |  15.528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

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

MONEY SPENT ON GROCERIES



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

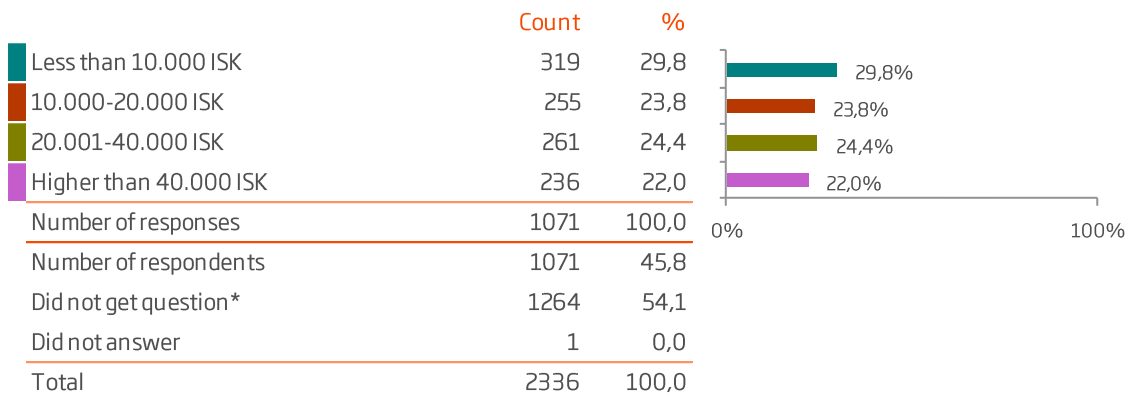
| | Number of answers | Less than 10.000 ISK | 18.000-35.000 ISK | 35.001-60.000 ISK | Higher than 60.000 ISK | |
|------------------------------------|-------------------|----------------------|-------------------|-------------------|------------------------|--|
| | Count | % | % | % | % | |
| Total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

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

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

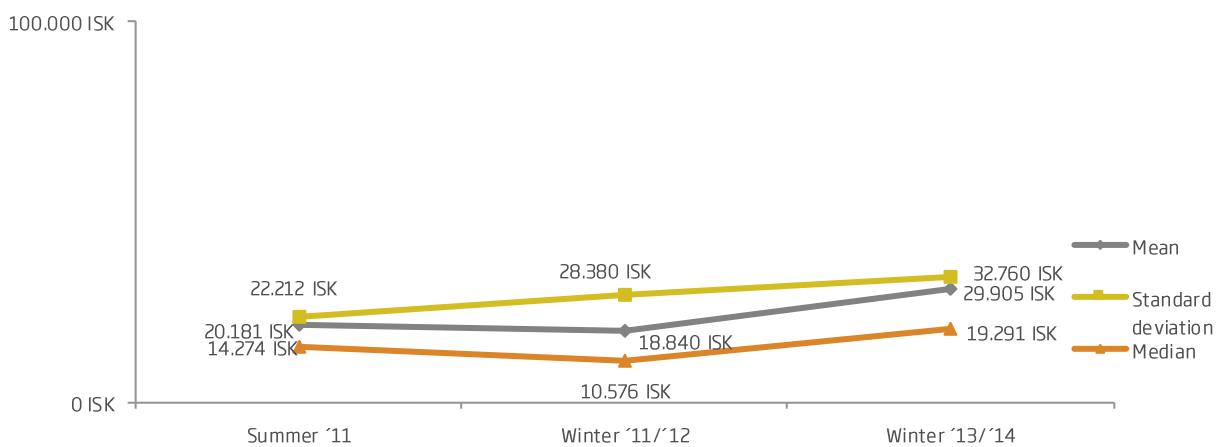


Q. 96. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Shopping



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















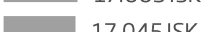












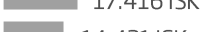




Mean 29.905 ISK
 Median 19.291 ISK
 Standard deviation 32.760 ISK



MONEY SPENT ON SHOPPING



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

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

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

MONEY SPENT ON SHOPPING



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

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

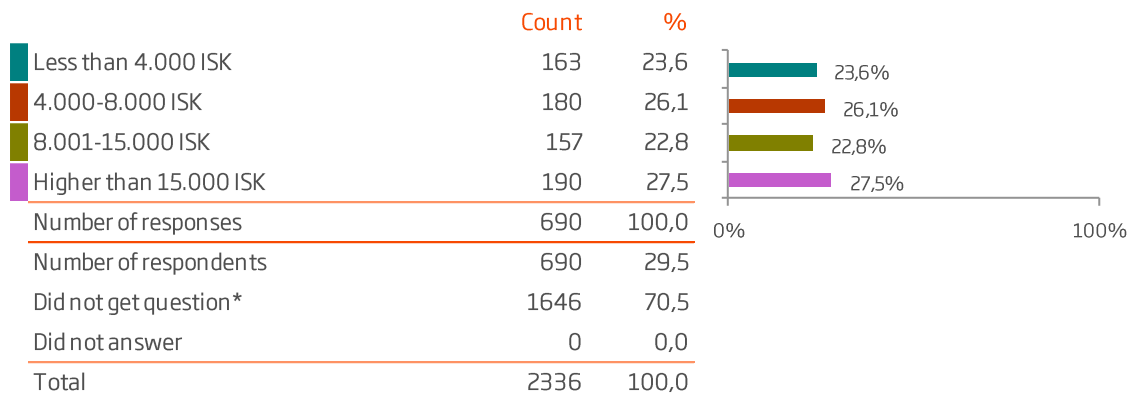
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

MONEY SPENT ON LOCAL TRANSPORT

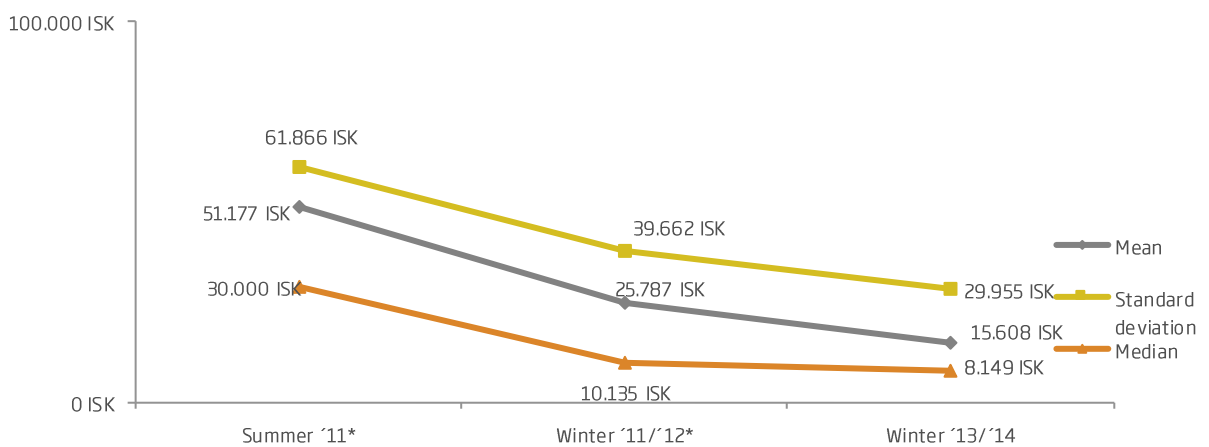


Q. 97. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Local transport (bus/domestic ferry fares, domestic airfares)



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

Mean 15.608 ISK
 Median 8.149 ISK
 Standard deviation 29.955 ISK



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

Type of trip and purpose of visit eru multi

MONEY SPENT ON LOCAL TRANSPORT



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

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

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

MONEY SPENT ON LOCAL TRANSPORT



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

| | Number of answers | Less than 30.000 ISK | 30.000-50.000 ISK | 50.000-90.000 ISK | Higher than 90.000 ISK | |
|------------------------------------|-------------------|----------------------|-------------------|-------------------|------------------------|------------|
| | Count | % | % | % | % | |
| Total | 690 | 23,6 | 26,1 | 22,8 | 27,5 | 15.608 ISK |
| Nationality* | | | | | | |
| British | 161 | 22,4 | 27,3 | 26,7 | 23,6 | 14.244 ISK |
| American | 137 | 24,8 | 26,3 | 22,6 | 26,3 | 14.769 ISK |
| Canadian | 63 | 14,3 | 30,2 | 27,0 | 28,6 | 28.537 ISK |
| Danish | 42 | 28,6 | 19,0 | 26,2 | 26,2 | 12.032 ISK |
| Norwegian | 41 | 31,7 | 22,0 | 19,5 | 26,8 | 11.729 ISK |
| French | 24 | 8,3 | 29,2 | 8,3 | 54,2 | 32.123 ISK |
| Type of trip* | 44 | 27,3 | 31,8 | 15,9 | 25,0 | 10.573 ISK |
| Swedish | 15 | 20,0 | 26,7 | 26,7 | 26,7 | 10.988 ISK |
| Dutch | 13 | 15,4 | 30,8 | 15,4 | 38,5 | 15.170 ISK |
| Irish | 9 | 33,3 | 33,3 | 11,1 | 22,2 | 8.287 ISK |
| Purpose of visit* | 14 | 28,6 | 14,3 | 35,7 | 21,4 | 21.297 ISK |
| Chinese | 13 | 23,1 | 7,7 | 30,8 | 38,5 | 21.971 ISK |
| Italian | 6 | 33,3 | 16,7 | 0,0 | 50,0 | 24.039 ISK |
| Swiss | 15 | 6,7 | 33,3 | 26,7 | 33,3 | 15.516 ISK |
| Other | 93 | 29,0 | 24,7 | 19,4 | 26,9 | 11.136 ISK |
| Type of trip* | | | | | | |
| Package tour | 101 | 29,7 | 28,7 | 18,8 | 22,8 | 15.379 ISK |
| Type of trip* | 557 | 21,4 | 26,0 | 24,1 | 28,5 | 15.753 ISK |
| Business-arranged tour | 29 | 41,4 | 17,2 | 13,8 | 27,6 | 8.493 ISK |
| Purpose of visit* | | | | | | |
| Vacation/holiday | 573 | 22,9 | 26,5 | 23,7 | 26,9 | 14.841 ISK |
| Conference/large meeting | 33 | 24,2 | 24,2 | 9,1 | 42,4 | 17.306 ISK |
| Business/small meeting | 32 | 18,8 | 28,1 | 18,8 | 34,4 | 14.974 ISK |
| Education and training | 31 | 35,5 | 22,6 | 16,1 | 25,8 | 13.337 ISK |
| Visiting friends/relatives | 66 | 24,2 | 30,3 | 15,2 | 30,3 | 17.353 ISK |
| Business incentives package | <5 | | | | | |
| Temporary employment in Iceland | 7 | 14,3 | 28,6 | 14,3 | 42,9 | 13.445 ISK |
| Event in Iceland (leisure related) | 53 | 17,0 | 22,6 | 32,1 | 28,3 | 15.980 ISK |
| Health/medical treatment | <5 | | | | | |
| Other | 32 | 21,9 | 28,1 | 21,9 | 28,1 | 34.905 ISK |

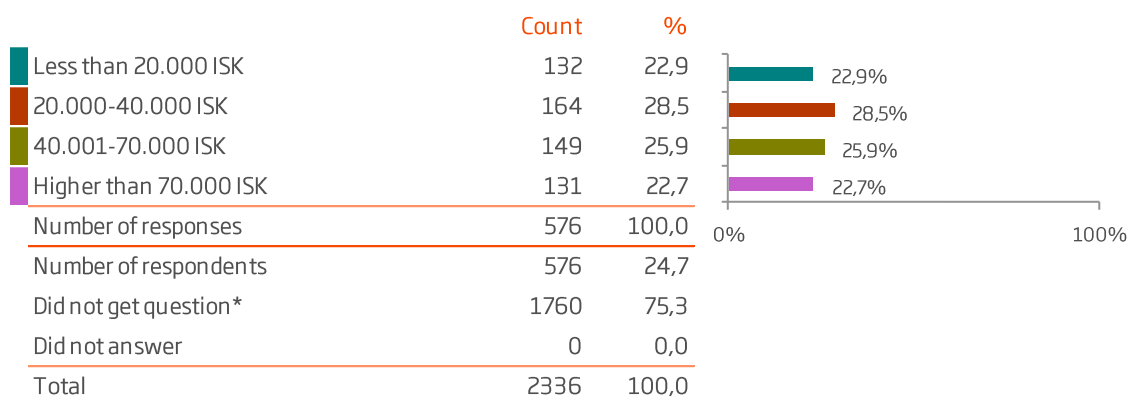
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

MONEY SPENT ON LOCAL CAR RENTAL



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



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

Mean 51.785 ISK
 Median 38.582 ISK
 Standard deviation 49.499 ISK

MONEY SPENT ON LOCAL CAR RENTAL



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

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

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

MONEY SPENT ON LOCAL CAR RENTAL



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

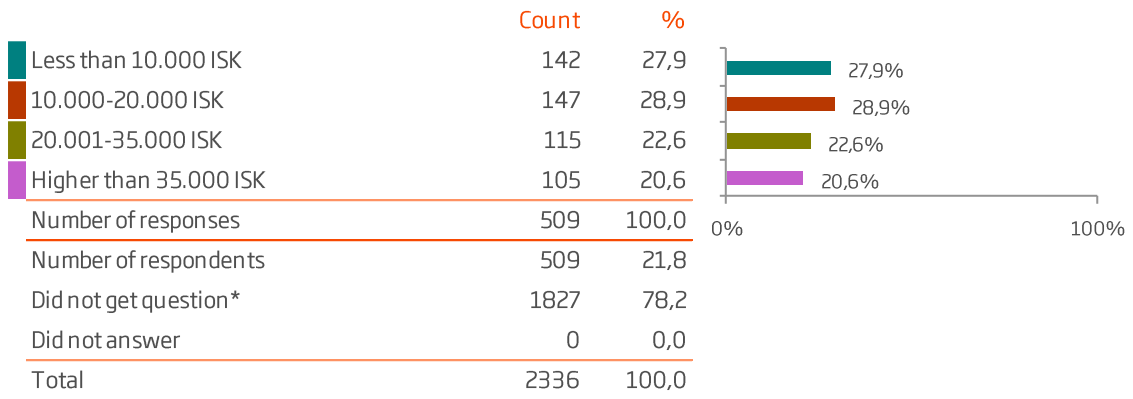
| | Number of answers | Less than 30.000 ISK | 30.000-50.000 ISK | 50.001-90.000 ISK | Higher than 90.000 ISK | | |
|------------------------------------|-------------------|----------------------|-------------------|-------------------|------------------------|--|------------|
| | Count | % | % | %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

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

MONEY SPENT ON OTHER TRANSPORT COSTS

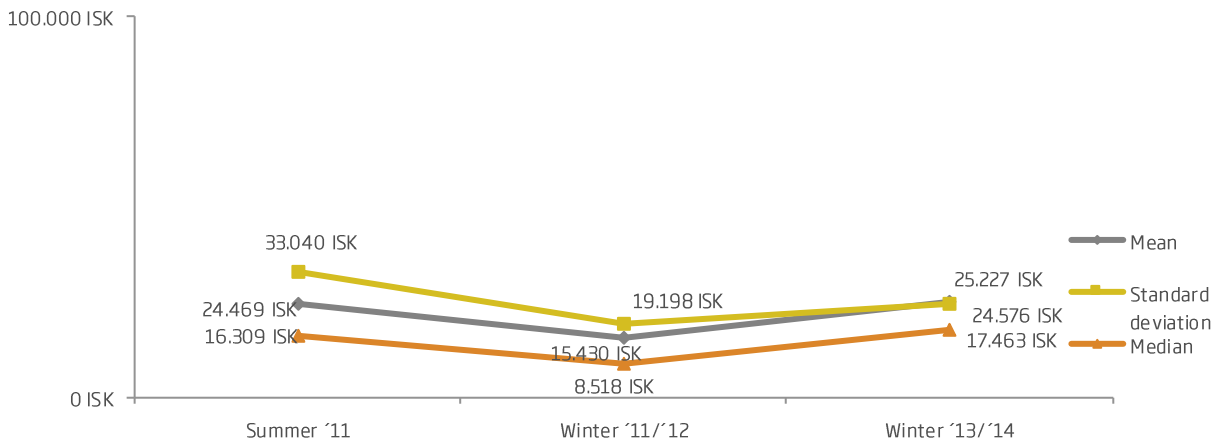


Q. 99. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Other transport costs (e.g. fuel, maintenance)



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

Mean 25.227 ISK
 Median 17.463 ISK
 Standard deviation 24.576 ISK



MONEY SPENT ON OTHER TRANSPORT COSTS



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

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

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

MONEY SPENT ON OTHER TRANSPORT COSTS



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

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

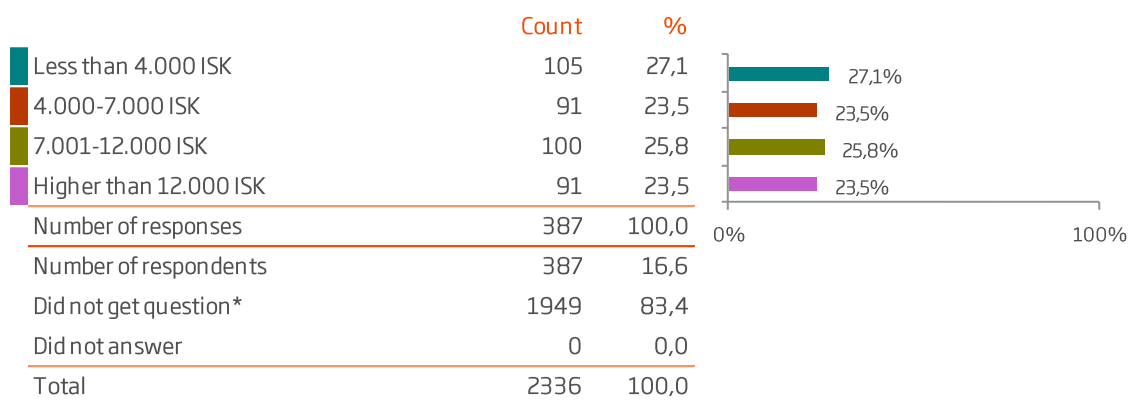
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

MONEY SPENT ON LIQUOR SHOPS

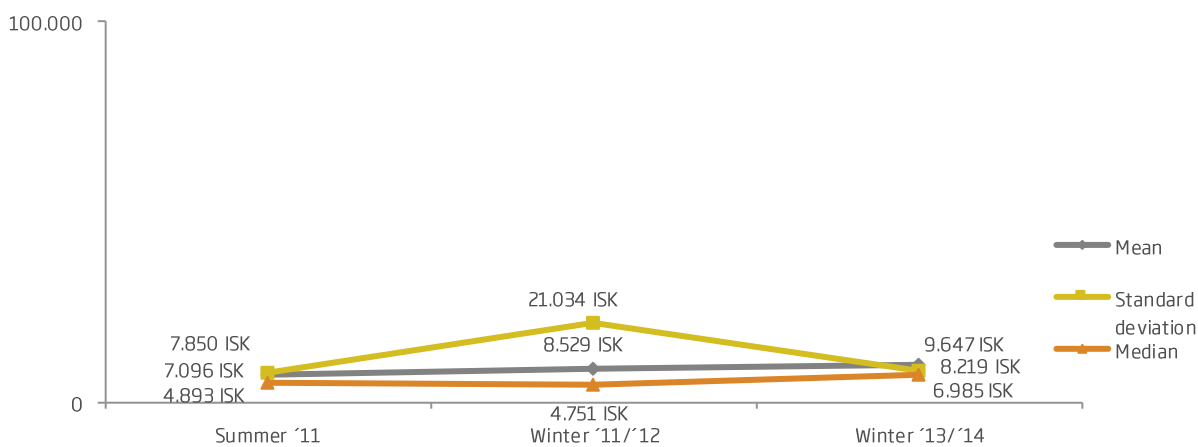


Q. 100. Please estimate how much you (and your family) spent on the following during your stay in Iceland (air fare and prepaid tour package excluded): Liquor shops



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

Mean 9.647 ISK
 Median 6.985 ISK
 Standard deviation 8.219 ISK



MONEY SPENT ON LIQUOR SHOPS



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

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

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

MONEY SPENT ON LIQUOR SHOPS



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

| | Number of answers | Less than 4.000 ISK | 4.000-7.000 ISK | 7.001-12.000 ISK | Higher than 12.000 ISK | |
|------------------------------------|-------------------|---------------------|-----------------|------------------|------------------------|------------|
| | Count | % | % | % | % | |
| Total | 387 | 27,1 | 23,5 | 25,8 | 23,5 | 9.647 ISK |
| Nationality* | | | | | | |
| British | 76 | 28,9 | 26,3 | 26,3 | 18,4 | 8.565 ISK |
| American | 74 | 28,4 | 28,4 | 29,7 | 13,5 | 8.347 ISK |
| Canadian | 49 | 16,3 | 32,7 | 20,4 | 30,6 | 12.269 ISK |
| Danish | 20 | 10,0 | 20,0 | 25,0 | 45,0 | 14.163 ISK |
| Norwegian | 17 | 17,6 | 0,0 | 41,2 | 41,2 | 9.342 ISK |
| French | 16 | 25,0 | 12,5 | 31,3 | 31,3 | 9.342 ISK |
| Type of trip* | 43 | 37,2 | 18,6 | 20,9 | 23,3 | 8.470 ISK |
| Swedish | 15 | 46,7 | 0,0 | 26,7 | 26,7 | 8.357 ISK |
| Dutch | 5 | 40,0 | 20,0 | 40,0 | 0,0 | 5.068 ISK |
| Irish | 5 | 0,0 | 20,0 | 40,0 | 40,0 | 12.860 ISK |
| Purpose of visit* | <5 | | | | | |
| Chinese | <5 | | | | | |
| Italian | <5 | | | | | |
| Swiss | 14 | 14,3 | 21,4 | 0,0 | 64,3 | 16.629 ISK |
| Other | 44 | 34,1 | 29,5 | 25,0 | 11,4 | 7.360 ISK |
| Type of trip* | | | | | | |
| Package tour | 64 | 20,3 | 28,1 | 29,7 | 21,9 | 9.761 ISK |
| Type of trip* | 306 | 28,1 | 22,9 | 24,5 | 24,5 | 9.685 ISK |
| Business-arranged tour | 11 | 36,4 | 9,1 | 45,5 | 9,1 | 7.639 ISK |
| Purpose of visit* | | | | | | |
| Vacation/holiday | 333 | 28,2 | 22,8 | 24,9 | 24,0 | 9.611 ISK |
| Conference/large meeting | 12 | 33,3 | 25,0 | 25,0 | 16,7 | 7.933 ISK |
| Business/small meeting | 8 | 12,5 | 12,5 | 62,5 | 12,5 | 10.519 ISK |
| Education and training | 21 | 19,0 | 9,5 | 38,1 | 33,3 | 12.385 ISK |
| Visiting friends/relatives | 60 | 21,7 | 18,3 | 26,7 | 33,3 | 11.607 ISK |
| Business incentives package | <5 | | | | | |
| Temporary employment in Iceland | 8 | 25,0 | 25,0 | 12,5 | 37,5 | 14.307 ISK |
| Event in Iceland (leisure related) | 41 | 31,7 | 17,1 | 26,8 | 24,4 | 8.675 ISK |
| Health/medical treatment | <5 | | | | | |
| Other | 25 | 28,0 | 16,0 | 28,0 | 28,0 | 10.898 ISK |

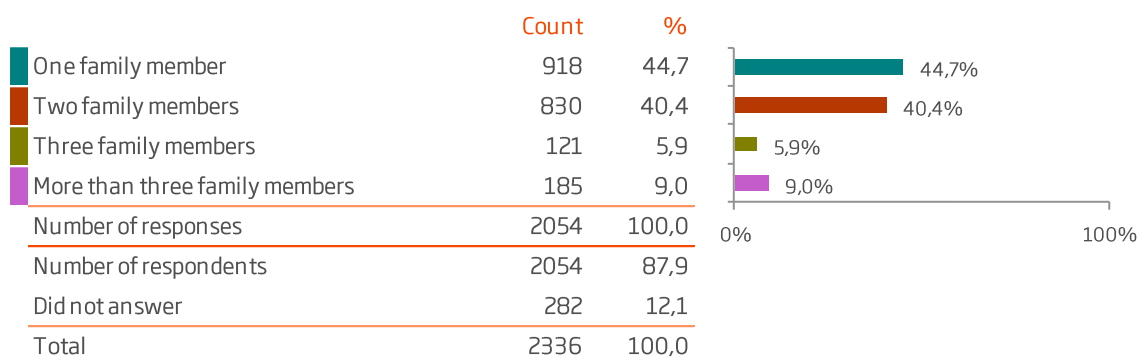
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NUMBER OF FAMILY MEMBERS ON THE TRIP



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



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

NUMBER OF FAMILY MEMBERS ON THE TRIP



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

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

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

NUMBER OF FAMILY MEMBERS ON THE TRIP



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

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

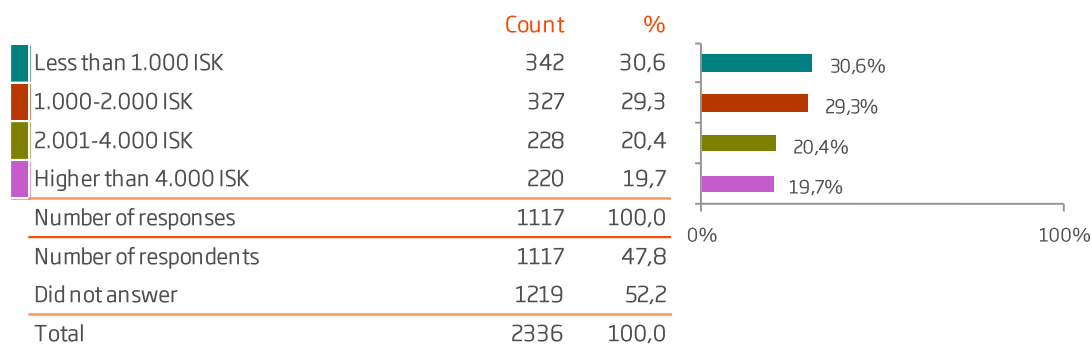
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NATURE CONSERVATION CARD - LOWEST PRICE



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



Mean 2.999 ISK
 Median 1.906 ISK
 Standard deviation 4.393 ISK

NATURE CONSERVATION CARD - LOWEST PRICE



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

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

Difference between groups is not statistically significant.

NATURE CONSERVATION CARD - LOWEST PRICE



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

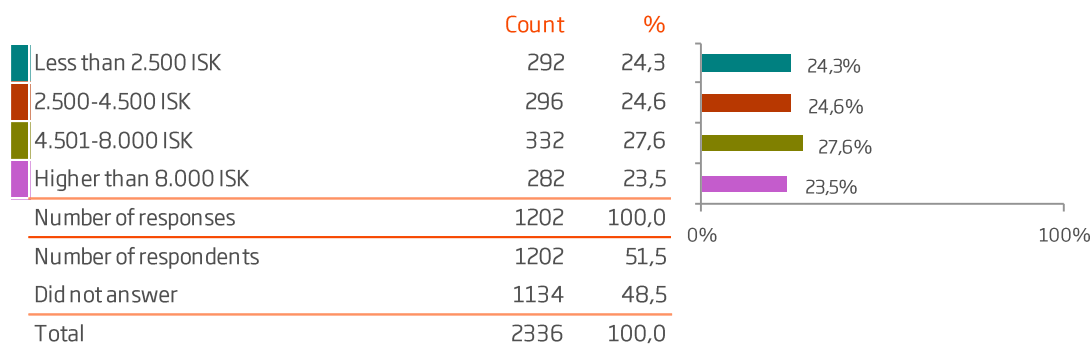
| | Number of answers | Less than 1.000 ISK | 1000-2.000 ISK | 2.001-4.000 ISK | Higher than 4.000 ISK | | |
|------------------------------------|-------------------|---------------------|----------------|-----------------|-----------------------|--|-----------|
| | Count | % | % | % | % | | |
| Total | 1117 | 30,6 | 29,3 | 20,4 | 19,7 | | 2.999 ISK |
| Nationality | | | | | | | |
| British | 339 | 30,4 | 31,6 | 20,1 | 18,0 | | 3.180 ISK |
| American | 214 | 23,4 | 29,4 | 26,2 | 21,0 | | 3.128 ISK |
| Canadian | 90 | 22,2 | 45,6 | 18,9 | 13,3 | | 2.800 ISK |
| Danish | 56 | 17,9 | 32,1 | 33,9 | 16,1 | | 1.953 ISK |
| Norwegian | 36 | 33,3 | 27,8 | 5,6 | 33,3 | | 3.598 ISK |
| French | 46 | 56,5 | 23,9 | 6,5 | 13,0 | | 1.649 ISK |
| German | 50 | 52,0 | 26,0 | 8,0 | 14,0 | | |
| Swedish | 25 | 16,0 | 28,0 | 12,0 | 44,0 | | 5.166 ISK |
| Dutch | 24 | 41,7 | 12,5 | 37,5 | 8,3 | | 2.176 ISK |
| Irish | 25 | 52,0 | 12,0 | 24,0 | 12,0 | | 2.019 ISK |
| Australian | 22 | 40,9 | 22,7 | 13,6 | 22,7 | | |
| Chinese | 19 | 31,6 | 26,3 | 21,1 | 21,1 | | 3.368 ISK |
| Italian | 14 | 35,7 | 42,9 | 0,0 | 21,4 | | 1.966 ISK |
| Swiss | 21 | 28,6 | 23,8 | 28,6 | 19,0 | | 2.653 ISK |
| Other | 136 | 30,9 | 22,1 | 20,6 | 26,5 | | 3.498 ISK |
| Type of trip* | | | | | | | |
| Package tour | 283 | 29,7 | 27,2 | 24,4 | 18,7 | | 3.205 ISK |
| Individually-arranged tour | 800 | 31,0 | 30,0 | 19,6 | 19,4 | | 2.881 ISK |
| Business-arranged tour | 37 | 27,0 | 29,7 | 13,5 | 29,7 | | 3.970 ISK |
| Purpose of visit* | | | | | | | |
| Vacation/holiday | 999 | 30,6 | 28,8 | 20,9 | 19,6 | | 2.977 ISK |
| Conference/large meeting | 26 | 30,8 | 11,5 | 19,2 | 38,5 | | 4.987 ISK |
| Business/small meeting | 27 | 22,2 | 33,3 | 18,5 | 25,9 | | 3.914 ISK |
| Education and training | 39 | 38,5 | 23,1 | 17,9 | 20,5 | | 2.679 ISK |
| Visiting friends/relatives | 91 | 30,8 | 26,4 | 20,9 | 22,0 | | 2.992 ISK |
| Business incentives package | <5 | | | | | | |
| Temporary employment in Iceland | 7 | 57,1 | 14,3 | 14,3 | 14,3 | | 1.532 ISK |
| Event in Iceland (leisure related) | 73 | 28,8 | 31,5 | 28,8 | 11,0 | | 2.352 ISK |
| Health/medical treatment | 5 | 0,0 | 20,0 | 20,0 | 60,0 | | 6.303 ISK |
| Other | 64 | 29,7 | 31,3 | 21,9 | 17,2 | | 3.387 ISK |

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

NATURE CONSERVATION CARD - GREAT DEAL FOR MONEY



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



Mean 6.460 ISK
 Median 4.608 ISK
 Standard deviation 7.317 ISK

NATURE CONSERVATION CARD - GREAT DEAL FOR MONEY



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









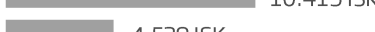







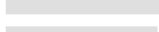

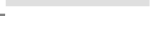
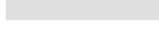




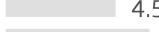
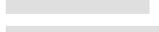


| | Number of answers | Less than 2.500 ISK | 2.500-4.500 ISK | 4.501-8.000 ISK | Higher than 8.000 ISK | | |
|--|-------------------|---------------------|-----------------|-----------------|-----------------------|--|-----------|
| | Count | % | % | % | % | | |
| Total | 1202 | 24,3 | 24,6 | 27,6 | 23,5 | | 6.460 ISK |
| Gender | | | | | | | |
| Male | 522 | 26,1 | 24,9 | 25,5 | 23,6 | | 6.133 ISK |
| Female | 673 | 23,2 | 24,4 | 29,3 | 23,2 | | 6.693 ISK |
| Age | | | | | | | |
| 24 years and younger | 169 | 31,4 | 20,1 | 24,3 | 24,3 | | 7.135 ISK |
| 25-34 years | 436 | 25,5 | 28,7 | 24,8 | 21,1 | | 6.064 ISK |
| 35-44 years | 224 | 26,3 | 23,7 | 28,6 | 21,4 | | 6.015 ISK |
| 45-54 years | 179 | 18,4 | 22,9 | 33,5 | 25,1 | | 6.842 ISK |
| 55 years and older | 184 | 17,9 | 22,8 | 29,9 | 29,3 | | 6.962 ISK |
| What is your profession? | | | | | | | |
| Managerial | 179 | 25,1 | 26,8 | 23,5 | 24,6 | | 7.080 ISK |
| Professionals (dr./lawyer/account. etc.) | 246 | 24,0 | 25,2 | 24,8 | 26,0 | | 6.332 ISK |
| Other professionals | 186 | 19,4 | 17,2 | 37,1 | 26,3 | | 7.040 ISK |
| Teacher/Medical care | 123 | 16,3 | 25,2 | 29,3 | 29,3 | | 7.774 ISK |
| Clerical/Service | 78 | 19,2 | 26,9 | 35,9 | 17,9 | | 5.629 ISK |
| Vocational/Technical | 35 | 22,9 | 28,6 | 20,0 | 28,6 | | 5.875 ISK |
| Unskilled | 7 | 28,6 | 28,6 | 14,3 | 28,6 | | 7.778 ISK |
| Student | 151 | 39,1 | 21,2 | 23,2 | 16,6 | | 5.344 ISK |
| Retired/Homemaker | 60 | 15,0 | 36,7 | 26,7 | 21,7 | | 5.838 ISK |
| Other | 129 | 28,7 | 26,4 | 26,4 | 18,6 | | 6.046 ISK |
| Household income | | | | | | | |
| High | 534 | 21,5 | 25,5 | 29,4 | 23,6 | | 6.356 ISK |
| Average | 442 | 22,6 | 23,8 | 27,6 | 26,0 | | 6.792 ISK |
| Low | 192 | 32,3 | 25,0 | 23,4 | 19,3 | | 6.403 ISK |
| Market area* | | | | | | | |
| Britain | 397 | 15,4 | 23,2 | 31,7 | 29,7 | | 7.930 ISK |
| North America | 335 | 24,8 | 25,4 | 25,7 | 24,2 | | 6.082 ISK |
| Central/Southern Europe | 198 | 34,3 | 28,3 | 26,8 | 10,6 | | 4.609 ISK |
| Scandinavia | 138 | 30,4 | 25,4 | 21,0 | 23,2 | | 6.209 ISK |
| Asia | 27 | 44,4 | 11,1 | 22,2 | 22,2 | | 6.913 ISK |
| Other | 107 | 24,3 | 23,4 | 29,9 | 22,4 | | 5.819 ISK |

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

NATURE CONSERVATION CARD - GREAT DEAL FOR MONEY



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

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

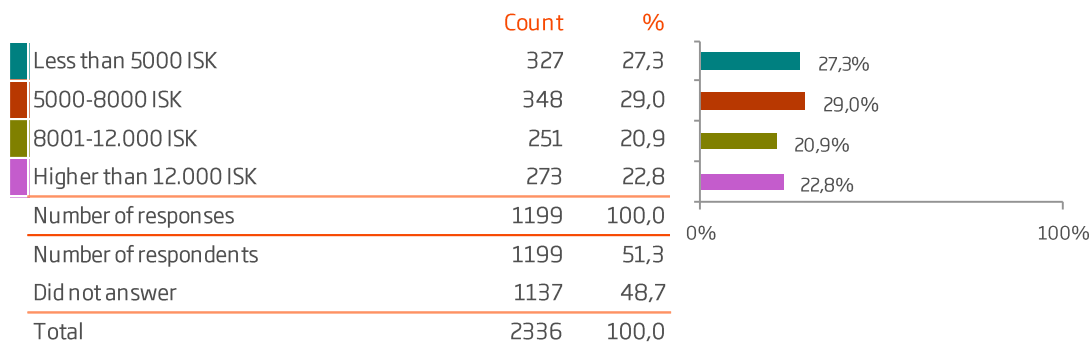
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



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



Mean 10.122 ISK
 Median 7.680 ISK
 Standard deviation 10.499 ISK

NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



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

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

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

NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



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

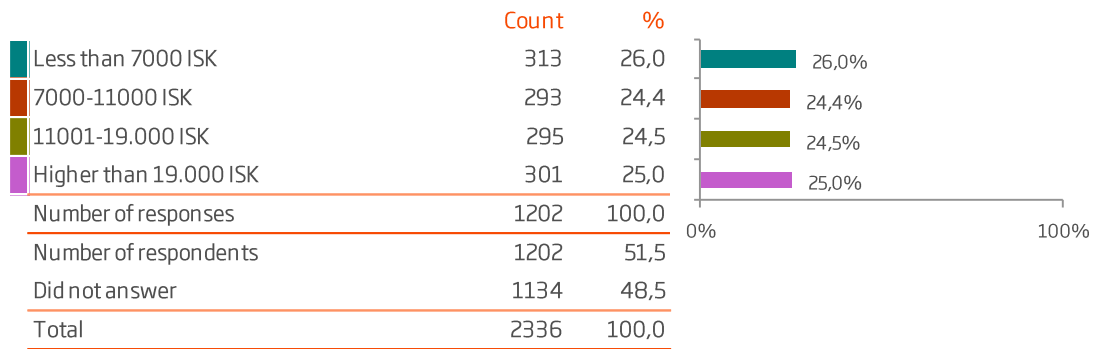
| | Number of answers | Less than 5000 ISK | 5000-8000 ISK | 8001-12.000 ISK | Higher than 12.000 ISK | | |
|------------------------------------|-------------------|--------------------|---------------|-----------------|------------------------|--|------------|
| | Count | % | % | % | % | | |
| Total | 1199 | 27,3 | 29,0 | 20,9 | 22,8 | | 10.122 ISK |
| Nationality | | | | | | | |
| British | 359 | 19,2 | 30,6 | 22,8 | 27,3 | | 11.166 ISK |
| American | 231 | 21,6 | 30,3 | 27,7 | 20,3 | | 10.279 ISK |
| Canadian | 101 | 34,7 | 24,8 | 22,8 | 17,8 | | 10.747 ISK |
| Danish | 60 | 33,3 | 28,3 | 26,7 | 11,7 | | 7.167 ISK |
| Norwegian | 37 | 24,3 | 24,3 | 27,0 | 24,3 | | 9.871 ISK |
| French | 55 | 47,3 | 23,6 | 14,5 | 14,5 | | 7.514 ISK |
| German | 57 | 38,6 | 36,8 | 14,0 | 10,5 | | 8.479 ISK |
| Swedish | 24 | 16,7 | 25,0 | 25,0 | 33,3 | | 13.908 ISK |
| Dutch | 24 | 37,5 | 33,3 | 20,8 | 8,3 | | 7.456 ISK |
| Irish | 25 | 36,0 | 20,0 | 20,0 | 24,0 | | 8.709 ISK |
| Australian | 26 | 34,6 | 23,1 | 19,2 | 23,1 | | |
| Chinese | 17 | 41,2 | 23,5 | 17,6 | 17,6 | | 10.102 ISK |
| Italian | 15 | 46,7 | 26,7 | 13,3 | 13,3 | | 7.830 ISK |
| Swiss | 21 | 14,3 | 52,4 | 9,5 | 23,8 | | 9.215 ISK |
| Other | 147 | 32,7 | 26,5 | 8,2 | 32,7 | | 10.364 ISK |
| Type of trip* | | | | | | | |
| Package tour | 299 | 23,7 | 26,4 | 25,4 | 24,4 | | 10.409 ISK |
| Individually-arranged tour | 862 | 28,1 | 30,3 | 19,5 | 22,2 | | 10.101 ISK |
| Business-arranged tour | 37 | 32,4 | 27,0 | 18,9 | 21,6 | | 9.743 ISK |
| Purpose of visit* | | | | | | | |
| Vacation/holiday | 1073 | 26,6 | 29,3 | 21,5 | 22,6 | | 10.058 ISK |
| Conference/large meeting | 29 | 27,6 | 20,7 | 13,8 | 37,9 | | 12.218 ISK |
| Business/small meeting | 27 | 29,6 | 33,3 | 14,8 | 22,2 | | 14.113 ISK |
| Education and training | 42 | 26,2 | 35,7 | 19,0 | 19,0 | | 8.634 ISK |
| Visiting friends/relatives | 93 | 36,6 | 26,9 | 19,4 | 17,2 | | 9.622 ISK |
| Business incentives package | <5 | | | | | | |
| Temporary employment in Iceland | 7 | 42,9 | 42,9 | 0,0 | 14,3 | | 8.077 ISK |
| Event in Iceland (leisure related) | 79 | 27,8 | 32,9 | 15,2 | 24,1 | | 9.612 ISK |
| Health/medical treatment | 5 | 0,0 | 0,0 | 40,0 | 60,0 | | 21.306 ISK |
| Other | 71 | 31,0 | 22,5 | 21,1 | 25,4 | | 11.568 ISK |

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

NATURE CONSERVATION CARD - STARTING TO GET EXPENSIVE



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



Mean 15.047 ISK
 Median 10.751 ISK
 Standard deviation 16.287 ISK

NATURE CONSERVATION CARD - TOO EXPENSIVE



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

| | Number of answers | Less than 7000 ISK | 7000-10000 ISK | 10001-19.000 ISK | Higher than 19.000 ISK | | |
|--|-------------------|--------------------|----------------|------------------|------------------------|--|------------|
| | Count | % | % | % | % | | |
| Total | 1202 | 26,0 | 24,4 | 24,5 | 25,0 | | 15.047 ISK |
| Gender | | | | | | | |
| Male | 523 | 27,2 | 25,2 | 22,6 | 25,0 | | 14.567 ISK |
| Female | 671 | 25,3 | 23,7 | 26,2 | 24,7 | | 15.403 ISK |
| Age | | | | | | | |
| 24 years and younger | 169 | 31,4 | 27,8 | 17,8 | 23,1 | | 16.224 ISK |
| 25-34 years | 440 | 27,3 | 23,4 | 26,4 | 23,0 | | 14.265 ISK |
| 35-44 years | 221 | 25,3 | 24,9 | 24,9 | 24,9 | | 14.547 ISK |
| 45-54 years | 182 | 22,0 | 27,5 | 22,0 | 28,6 | | 14.482 ISK |
| 55 years and older | 180 | 22,8 | 20,0 | 28,9 | 28,3 | | 17.209 ISK |
| What is your profession? | | | | | | | |
| Managerial | 180 | 27,2 | 26,7 | 24,4 | 21,7 | | 14.040 ISK |
| Professionals (dr./lawyer/account. etc.) | 245 | 27,8 | 18,0 | 22,9 | 31,4 | | 15.348 ISK |
| Other professionals | 185 | 21,6 | 18,9 | 28,1 | 31,4 | | 16.752 ISK |
| Teacher/Medical care | 123 | 20,3 | 23,6 | 30,9 | 25,2 | | 16.639 ISK |
| Clerical/Service | 80 | 27,5 | 30,0 | 21,3 | 21,3 | | 13.651 ISK |
| Vocational/Technical | 35 | 17,1 | 37,1 | 25,7 | 20,0 | | 11.739 ISK |
| Unskilled | 7 | 28,6 | 14,3 | 28,6 | 28,6 | | 16.444 ISK |
| Student | 152 | 32,2 | 28,3 | 21,7 | 17,8 | | 13.353 ISK |
| Retired/Homemaker | 61 | 27,9 | 26,2 | 27,9 | 18,0 | | 13.143 ISK |
| Other | 126 | 25,4 | 30,2 | 20,6 | 23,8 | | 16.793 ISK |
| Household income | | | | | | | |
| High | 531 | 24,3 | 22,4 | 29,4 | 23,9 | | 14.820 ISK |
| Average | 442 | 26,7 | 23,3 | 20,1 | 29,9 | | 16.226 ISK |
| Low | 194 | 26,3 | 32,0 | 22,7 | 19,1 | | 14.000 ISK |
| Market area* | | | | | | | |
| Britain | 396 | 20,2 | 26,8 | 19,4 | 33,6 | | 16.440 ISK |
| North America | 332 | 28,3 | 11,4 | 35,5 | 24,7 | | 16.312 ISK |
| Central/Southern Europe | 204 | 28,4 | 33,3 | 22,1 | 16,2 | | 12.029 ISK |
| Scandinavia | 138 | 31,2 | 31,9 | 19,6 | 17,4 | | 13.509 ISK |
| Asia | 26 | 46,2 | 23,1 | 15,4 | 15,4 | | 12.165 ISK |
| Other | 106 | 24,5 | 29,2 | 22,6 | 23,6 | | 14.400 ISK |

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

NATURE CONSERVATION CARD - TOO EXPENSIVE



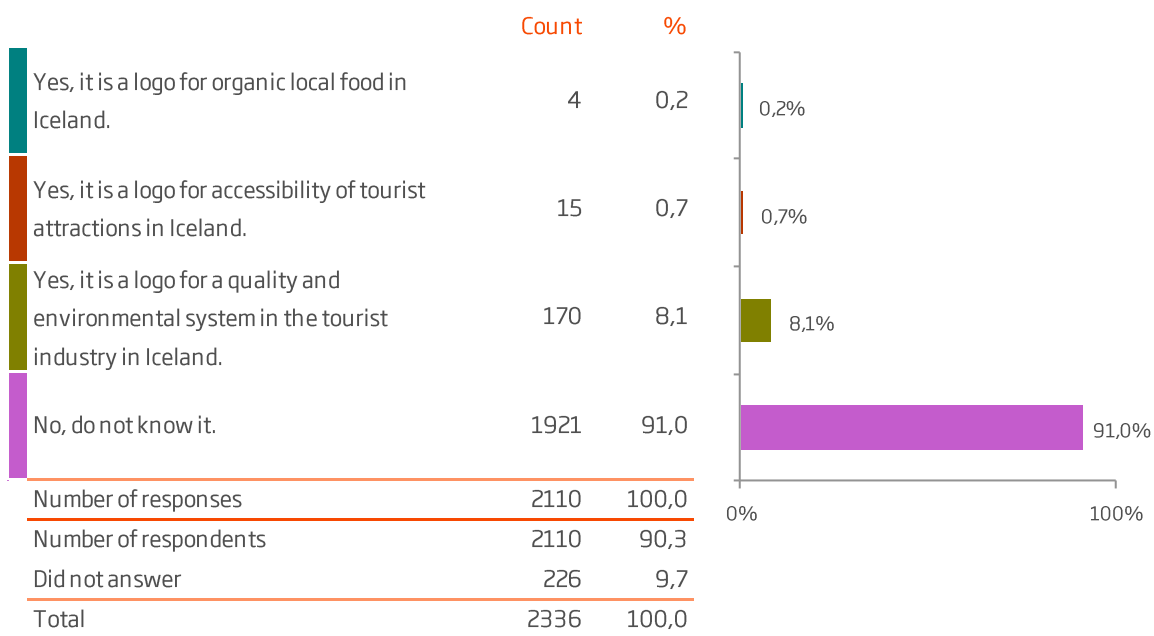
Q.105. At what amount would you consider the "Nature conservation card" to be so expensive that you would not consider buying it?

| | Number of answers | Less than 7000 ISK | 7000-10000 ISK | 11001-19.000 ISK | Higher than 19.000 ISK | | |
|------------------------------------|-------------------|--------------------|----------------|------------------|------------------------|--|------------|
| | Count | % | % | % | % | | |
| Total | 1202 | 26,0 | 24,4 | 24,5 | 25,0 | | 15.047 ISK |
| Nationality | | | | | | | |
| British | 362 | 20,2 | 28,2 | 20,4 | 31,2 | | 16.044 ISK |
| American | 231 | 24,2 | 12,6 | 36,4 | 26,8 | | 16.044 ISK |
| Canadian | 102 | 35,3 | 15,7 | 29,4 | 19,6 | | 16.711 ISK |
| Danish | 59 | 35,6 | 37,3 | 15,3 | 11,9 | | 10.270 ISK |
| Norwegian | 37 | 24,3 | 29,7 | 24,3 | 21,6 | | 14.878 ISK |
| French | 53 | 35,8 | 30,2 | 17,0 | 17,0 | | 11.445 ISK |
| German | 56 | 28,6 | 39,3 | 25,0 | 7,1 | | 11.117 ISK |
| Swedish | 25 | 28,0 | 24,0 | 20,0 | 28,0 | | 19.323 ISK |
| Dutch | 24 | 25,0 | 29,2 | 29,2 | 16,7 | | 11.551 ISK |
| Irish | 25 | 20,0 | 24,0 | 32,0 | 24,0 | | 14.406 ISK |
| Australian | 26 | 38,5 | 15,4 | 19,2 | 26,9 | | |
| Chinese | 18 | 33,3 | 22,2 | 22,2 | 22,2 | | 14.759 ISK |
| Italian | 16 | 25,0 | 37,5 | 18,8 | 18,8 | | 12.549 ISK |
| Swiss | 22 | 22,7 | 22,7 | 36,4 | 18,2 | | 12.584 ISK |
| Other | 146 | 27,4 | 25,3 | 17,8 | 29,5 | | 15.607 ISK |
| Type of trip* | | | | | | | |
| Package tour | 301 | 21,6 | 25,2 | 24,9 | 28,2 | | 15.364 ISK |
| Individually-arranged tour | 863 | 27,5 | 24,8 | 23,3 | 24,4 | | 15.071 ISK |
| Business-arranged tour | 34 | 29,4 | 23,5 | 29,4 | 17,6 | | 14.599 ISK |
| Purpose of visit* | | | | | | | |
| Vacation/holiday | 1072 | 25,5 | 24,3 | 24,4 | 25,7 | | 15.052 ISK |
| Conference/large meeting | 28 | 21,4 | 17,9 | 28,6 | 32,1 | | 17.584 ISK |
| Business/small meeting | 27 | 18,5 | 37,0 | 25,9 | 18,5 | | 21.978 ISK |
| Education and training | 43 | 32,6 | 30,2 | 23,3 | 14,0 | | 11.571 ISK |
| Visiting friends/relatives | 95 | 33,7 | 26,3 | 22,1 | 17,9 | | 12.832 ISK |
| Business incentives package | <5 | | | | | | |
| Temporary employment in Iceland | 7 | 42,9 | 28,6 | 0,0 | 28,6 | | 11.347 ISK |
| Event in Iceland (leisure related) | 79 | 26,6 | 29,1 | 22,8 | 21,5 | | 13.931 ISK |
| Health/medical treatment | 5 | 20,0 | 0,0 | 40,0 | 40,0 | | 29.895 ISK |
| Other | 72 | 27,8 | 16,7 | 27,8 | 27,8 | | 16.442 ISK |

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



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





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

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

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



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

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

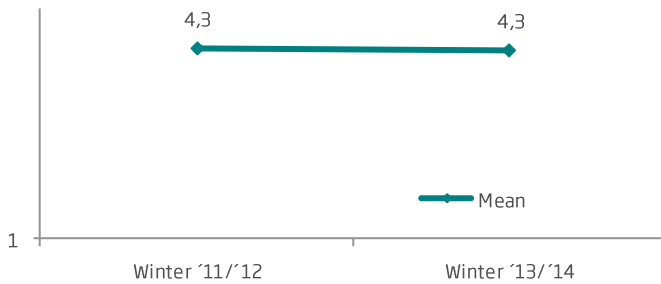
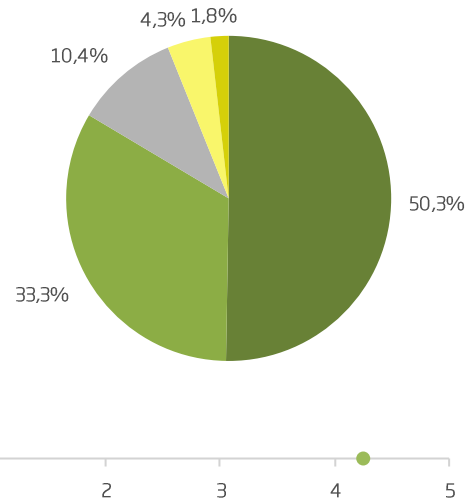
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated
Difference between groups is not statistically significant.

LIKELY TO VISIT ICELAND IN THE FUTURE

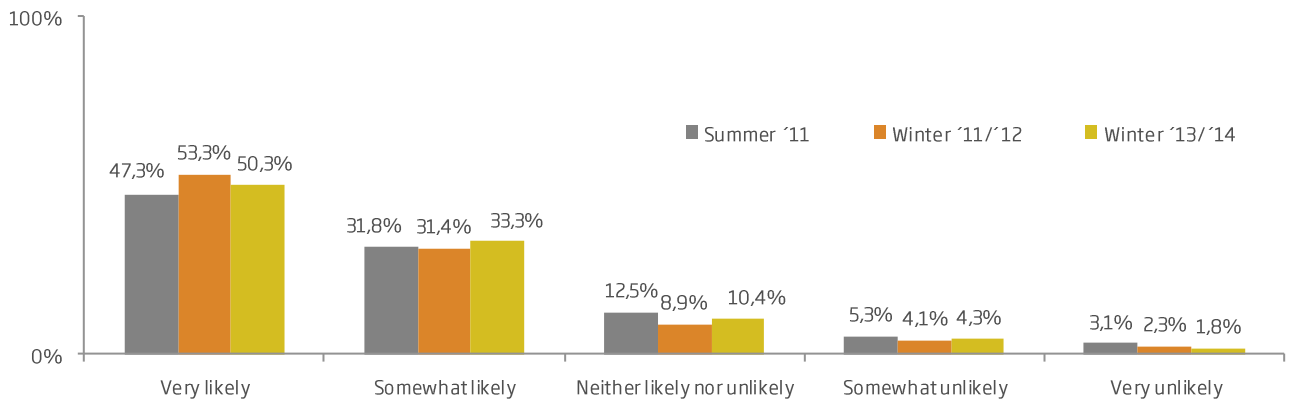


Q. 107. How likely or unlikely are you to visit Iceland in the future?

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



Mean 4,26
Standard deviation 0,93



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

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

LIKELY TO VISIT ICELAND IN THE FUTURE



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

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

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

LIKELY TO VISIT ICELAND IN THE FUTURE



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

| | Number of answers | Likely | Neither likely nor unlikely | Unlikely | | |
|------------------------------------|-------------------|-------------|-----------------------------|------------|--|------|
| | Count | % | % | % | | |
| Total | 2115 | 83,5 | 10,4 | 6,1 | | 4,26 |
| Nationality* | | | | | | |
| British | 649 | 81,2 | 11,7 | 7,1 | | 4,18 |
| American | 366 | 86,9 | 7,9 | 5,2 | | 4,32 |
| Canadian | 170 | 80,0 | 10,6 | 9,4 | | 4,10 |
| Danish | 118 | 88,1 | 9,3 | 2,5 | | 4,45 |
| Norwegian | 97 | 88,7 | 9,3 | 2,1 | | 4,44 |
| French | 88 | 83,0 | 12,5 | 4,5 | | 4,27 |
| Type of trip* | 98 | 89,8 | 7,1 | 3,1 | | 4,56 |
| Swedish | 56 | 87,5 | 8,9 | 3,6 | | 4,39 |
| Dutch | 50 | 88,0 | 10,0 | 2,0 | | 4,42 |
| Irish | 41 | 75,6 | 14,6 | 9,8 | | 4,07 |
| Australian | 39 | 79,5 | 15,4 | 5,1 | | 4,03 |
| Chinese | 29 | 79,3 | 6,9 | 13,8 | | 4,10 |
| Italian | 32 | 84,4 | 15,6 | 0,0 | | 4,16 |
| Swiss | 31 | 93,5 | 6,5 | 0,0 | | 4,68 |
| Other | 251 | 80,1 | 10,8 | 9,2 | | 4,19 |
| Type of trip* | | | | | | |
| Type of trip* | 560 | 80,4 | 12,0 | 7,7 | | 4,16 |
| Individually-arranged tour | 1459 | 85,1 | 9,4 | 5,6 | | 4,30 |
| Business-arranged tour | 91 | 85,7 | 13,2 | 1,1 | | 4,37 |
| Purpose of visit* | | | | | | |
| Vacation/holiday | 1857 | 83,1 | 10,4 | 6,5 | | 4,24 |
| Conference/large meeting | 61 | 82,0 | 16,4 | 1,6 | | 4,30 |
| Business/small meeting | 61 | 91,8 | 6,6 | 1,6 | | 4,57 |
| Education and training | 80 | 76,3 | 17,5 | 6,3 | | 4,20 |
| Visiting friends/relatives | 160 | 89,4 | 6,9 | 3,8 | | 4,54 |
| Business incentives package | 14 | 71,4 | 14,3 | 14,3 | | 4,21 |
| Temporary employment in Iceland | 17 | 94,1 | 0,0 | 5,9 | | 4,65 |
| Event in Iceland (leisure related) | 133 | 91,0 | 6,8 | 2,3 | | 4,53 |
| Health/medical treatment | 8 | 75,0 | 12,5 | 12,5 | | 4,13 |
| Other | 119 | 84,0 | 8,4 | 7,6 | | 4,30 |

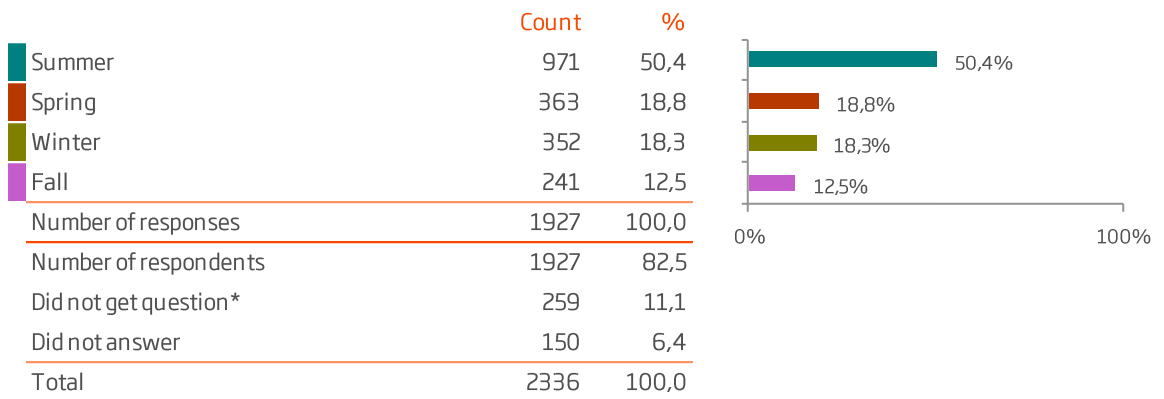
*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

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

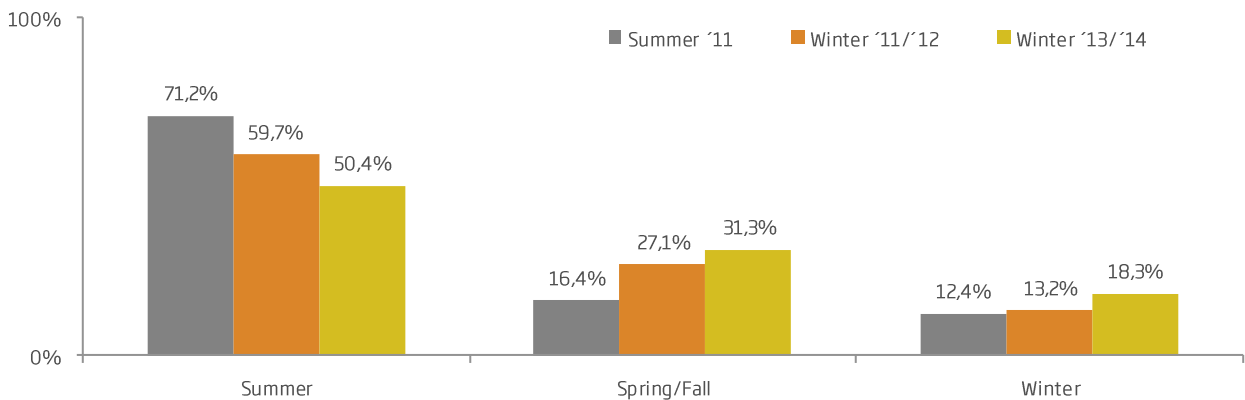
TIME OF YEAR MOST LIKELY TO VISIT ICELAND



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



*Only those who said it was very, somewhat likely, neither likely nor unlikely and somewhat unlikely in the previous question got this question.



TIME OF YEAR MOST LIKELY TO VISIT ICELAND



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

| | Number of answers | Summer | Spring | Winter | Fall |
|--|-------------------|-------------|-------------|-------------|-------------|
| | Count | % | % | % | % |
| Total | 1927 | 50,4 | 18,8 | 18,3 | 12,5 |
| Gender | | | | | |
| Male | 815 | 51,4 | 17,3 | 19,3 | 12,0 |
| Female | 1100 | 49,9 | 19,8 | 17,6 | 12,6 |
| Age* | | | | | |
| 24 years and younger | 220 | 52,3 | 17,3 | 21,8 | 8,6 |
| 25-34 years | 595 | 55,3 | 16,1 | 17,5 | 11,1 |
| 35-44 years | 380 | 51,3 | 18,9 | 17,9 | 11,8 |
| 45-54 years | 308 | 42,2 | 19,2 | 24,0 | 14,6 |
| 55 years and older | 412 | 47,6 | 23,1 | 13,8 | 15,5 |
| What is your profession?* | | | | | |
| Managerial | 278 | 48,6 | 18,3 | 21,9 | 11,2 |
| Professionals (dr./lawyer/account. etc.) | 364 | 48,1 | 19,5 | 18,7 | 13,7 |
| Other professionals | 283 | 53,7 | 16,3 | 16,3 | 13,8 |
| Teacher/Medical care | 209 | 55,5 | 16,3 | 14,8 | 13,4 |
| Clerical/Service | 124 | 42,7 | 17,7 | 27,4 | 12,1 |
| Vocational/Technical | 66 | 42,4 | 16,7 | 18,2 | 22,7 |
| Unskilled | 12 | 33,3 | 16,7 | 41,7 | 8,3 |
| Student | 216 | 62,0 | 18,5 | 14,8 | 4,6 |
| Retired/Homemaker | 153 | 48,4 | 22,9 | 14,4 | 14,4 |
| Other | 199 | 44,7 | 24,1 | 18,6 | 12,6 |
| Household income | | | | | |
| High | 820 | 50,5 | 19,5 | 17,2 | 12,8 |
| Average | 765 | 49,7 | 16,7 | 20,3 | 13,3 |
| Low | 266 | 51,5 | 22,6 | 16,5 | 9,4 |
| Market area* | | | | | |
| Britain | 635 | 47,4 | 16,2 | 24,7 | 11,7 |
| North America | 490 | 51,6 | 19,6 | 14,7 | 14,1 |
| Central/Southern Europe | 320 | 48,1 | 19,7 | 16,9 | 15,3 |
| Scandinavia | 280 | 58,2 | 22,9 | 9,6 | 9,3 |
| Asia | 48 | 54,2 | 12,5 | 20,8 | 12,5 |
| Other | 154 | 48,1 | 20,1 | 20,8 | 11,0 |

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

TIME OF YEAR MOST LIKELY TO VISIT ICELAND



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

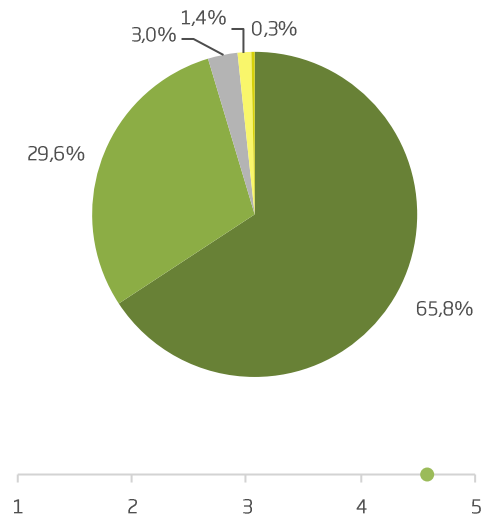
| | Number of answers | Summer | Spring | Winter | Fall |
|------------------------------------|-------------------|-------------|-------------|-------------|-------------|
| | Count | % | % | % | % |
| Total | 1927 | 50,4 | 18,8 | 18,3 | 12,5 |
| Nationality* | | | | | |
| British | 585 | 45,5 | 16,8 | 25,8 | 12,0 |
| American | 331 | 51,7 | 20,5 | 15,1 | 12,7 |
| Canadian | 155 | 52,9 | 16,8 | 14,2 | 16,1 |
| Danish | 105 | 56,2 | 21,9 | 10,5 | 11,4 |
| Norwegian | 86 | 62,8 | 19,8 | 7,0 | 10,5 |
| French | 86 | 46,5 | 20,9 | 19,8 | 12,8 |
| German | 90 | 51,1 | 21,1 | 7,8 | 20,0 |
| Swedish | 56 | 55,4 | 30,4 | 8,9 | 5,4 |
| Dutch | 46 | 54,3 | 23,9 | 8,7 | 13,0 |
| Irish | 41 | 22,0 | 17,1 | 34,1 | 26,8 |
| Australian | 31 | 61,3 | 16,1 | 16,1 | 6,5 |
| Chinese | 29 | 62,1 | 3,4 | 20,7 | 13,8 |
| Italian | 30 | 40,0 | 13,3 | 30,0 | 16,7 |
| Swiss | 26 | 46,2 | 23,1 | 15,4 | 15,4 |
| Other | 230 | 55,2 | 18,7 | 17,8 | 8,3 |
| Type of trip* | | | | | |
| Package tour | 507 | 44,6 | 17,9 | 23,5 | 14,0 |
| Individually-arranged tour | 1343 | 52,6 | 18,4 | 16,5 | 12,5 |
| Business-arranged tour | 80 | 47,5 | 25,0 | 20,0 | 7,5 |
| Purpose of visit* | | | | | |
| Vacation/holiday | 1702 | 50,1 | 19,0 | 18,3 | 12,6 |
| Conference/large meeting | 52 | 57,7 | 21,2 | 11,5 | 9,6 |
| Business/small meeting | 52 | 42,3 | 28,8 | 15,4 | 13,5 |
| Education and training | 73 | 49,3 | 21,9 | 17,8 | 11,0 |
| Visiting friends/relatives | 149 | 56,4 | 19,5 | 16,1 | 8,1 |
| Business incentives package | 11 | 27,3 | 54,5 | 9,1 | 9,1 |
| Temporary employment in Iceland | 14 | 71,4 | 7,1 | 14,3 | 7,1 |
| Event in Iceland (leisure related) | 119 | 41,2 | 11,8 | 22,7 | 24,4 |
| Health/medical treatment | 6 | 33,3 | 16,7 | 50,0 | 0,0 |
| Other | 110 | 44,5 | 20,9 | 22,7 | 11,8 |

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

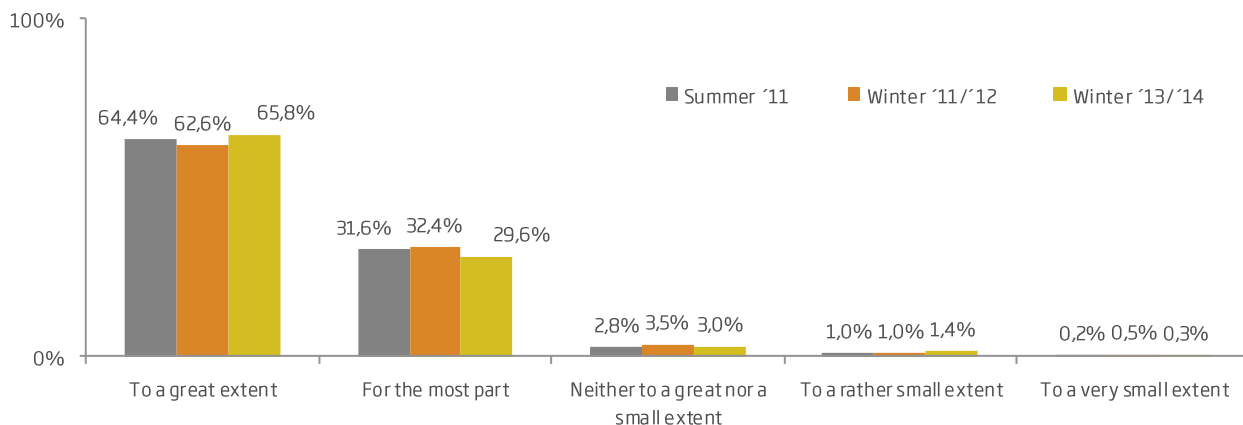


Q. 109. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

| | Count | % |
|---|-------|-------|
| To a great extent (5) | 1404 | 65,8 |
| For the most part (4) | 632 | 29,6 |
| Neither to a great nor a small extent (3) | 63 | 3,0 |
| To a rather small extent (2) | 29 | 1,4 |
| To a very small extent (1) | 7 | 0,3 |
| Number of responses | 2135 | 100,0 |
| Number of respondents | 2135 | 91,4 |
| Did not answer | 201 | 8,6 |
| Total | 2336 | 100,0 |



Mean 4,59
Standard deviation 0,65



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

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





















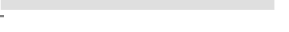
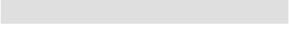
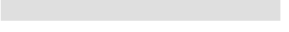
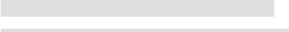

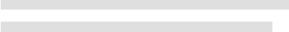
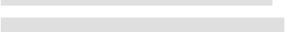
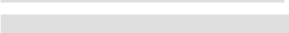



Q.109. On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

| | Number of answers | To a great extent | Neither to a great nor a small extent | To a small extent | | |
|--|-------------------|-------------------|---------------------------------------|-------------------|--|------|
| | Count | % | % | % | | |
| Total | 2135 | 95,4 | 3,0 | 1,7 | | 4,59 |
| Gender* | | | | | | |
| Male | 897 | 94,9 | 3,6 | 1,6 | | 4,56 |
| Female | 1224 | 95,8 | 2,5 | 1,8 | | 4,62 |
| Age | | | | | | |
| 24 years and younger | 243 | 94,2 | 3,3 | 2,5 | | 4,50 |
| 25-34 years | 652 | 96,8 | 2,5 | 0,8 | | 4,64 |
| 35-44 years | 414 | 94,9 | 3,1 | 1,9 | | 4,57 |
| 45-54 years | 348 | 94,8 | 3,2 | 2,0 | | 4,59 |
| 55 years and older | 463 | 94,6 | 3,2 | 2,2 | | 4,59 |
| What is your profession?* | | | | | | |
| Managerial | 314 | 94,3 | 3,8 | 1,9 | | 4,55 |
| Professionals (dr./lawyer/account. etc.) | 411 | 96,4 | 2,2 | 1,5 | | 4,60 |
| Other professionals | 311 | 96,8 | 2,6 | 0,6 | | 4,63 |
| Teacher/Medical care | 223 | 98,7 | 0,0 | 1,3 | | 4,71 |
| Clerical/Service | 135 | 92,6 | 5,2 | 2,2 | | 4,54 |
| Vocational/Technical | 69 | 92,8 | 7,2 | 0,0 | | 4,55 |
| Unskilled | 14 | 100,0 | 0,0 | 0,0 | | 4,71 |
| Student | 237 | 92,8 | 3,8 | 3,4 | | 4,49 |
| Retired/Homemaker | 180 | 92,2 | 4,4 | 3,3 | | 4,51 |
| Other | 215 | 97,7 | 1,4 | 0,9 | | 4,67 |
| Household income | | | | | | |
| High | 913 | 95,3 | 3,1 | 1,6 | | 4,59 |
| Average | 837 | 95,1 | 3,1 | 1,8 | | 4,58 |
| Low | 298 | 96,6 | 2,0 | 1,3 | | 4,64 |
| Market area* | | | | | | |
| Britain | 715 | 95,7 | 2,7 | 1,7 | | 4,62 |
| North America | 542 | 95,0 | 3,3 | 1,7 | | 4,63 |
| Central/Southern Europe | 351 | 96,9 | 1,7 | 1,4 | | 4,57 |
| Scandinavia | 305 | 95,4 | 3,6 | 1,0 | | 4,59 |
| Asia | 48 | 89,6 | 4,2 | 6,3 | | 4,15 |
| Other | 174 | 93,7 | 4,0 | 2,3 | | 4,55 |

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



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

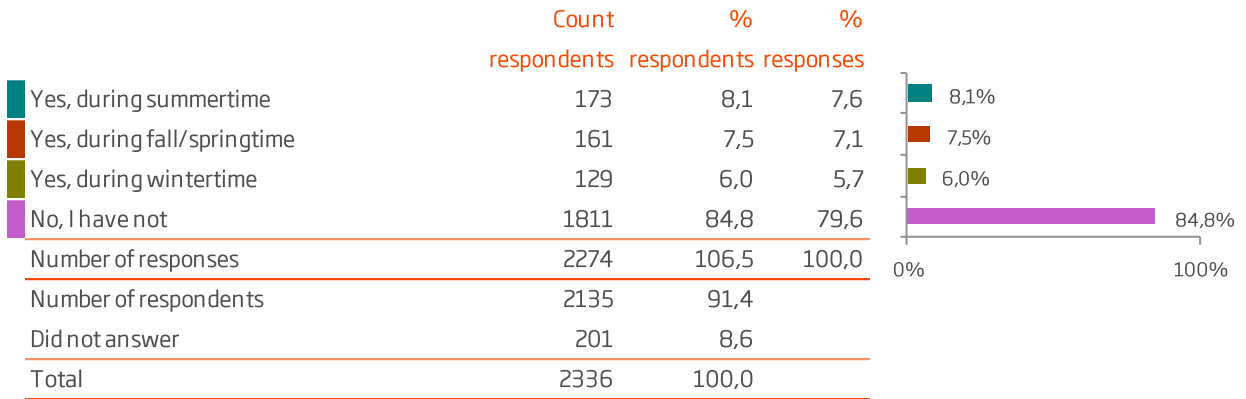
| | Number of answers | To a great extent | Neither to a great nor a small extent | To a small extent | | |
|------------------------------------|-------------------|-------------------|---------------------------------------|-------------------|--|-------------|
| | Count | % | % | % | | |
| Total | 2135 | 95,4 | 3,0 | 1,7 |  | 4,59 |
| Nationality* | | | | | | |
| British | 659 | 95,4 | 2,9 | 1,7 |  | 4,63 |
| American | 368 | 95,4 | 3,0 | 1,6 |  | 4,64 |
| Canadian | 171 | 95,3 | 3,5 | 1,2 |  | 4,64 |
| Danish | 119 | 97,5 | 1,7 | 0,8 |  | 4,57 |
| Norwegian | 95 | 93,7 | 5,3 | 1,1 |  | 4,61 |
| French | 92 | 97,8 | 0,0 | 2,2 |  | 4,59 |
| Type of trip* | 99 | 98,0 | 2,0 | 0,0 |  | 4,63 |
| Swedish | 56 | 94,6 | 3,6 | 1,8 |  | 4,63 |
| Dutch | 50 | 98,0 | 2,0 | 0,0 |  | 4,74 |
| Irish | 41 | 92,7 | 2,4 | 4,9 |  | 4,46 |
| Australian | 39 | 97,4 | 2,6 | 0,0 |  | 4,72 |
| Chinese | 30 | 83,3 | 3,3 | 13,3 |  | 4,13 |
| Italian | 32 | 96,9 | 0,0 | 3,1 |  | 4,38 |
| Swiss | 31 | 93,5 | 3,2 | 3,2 |  | 4,39 |
| Other | 253 | 94,1 | 4,3 | 1,6 |  | 4,45 |
| Type of trip* | | | | | | |
| Type of trip* | 564 | 95,0 | 2,5 | 2,5 |  | 4,59 |
| Individually-arranged tour | 1473 | 96,0 | 2,6 | 1,4 |  | 4,61 |
| Business-arranged tour | 92 | 88,0 | 10,9 | 1,1 |  | 4,39 |
| Purpose of visit* | | | | | | |
| Vacation/holiday | 1874 | 95,9 | 2,5 | 1,7 |  | 4,61 |
| Conference/large meeting | 61 | 91,8 | 8,2 | 0,0 |  | 4,49 |
| Business/small meeting | 61 | 90,2 | 8,2 | 1,6 |  | 4,38 |
| Education and training | 80 | 96,3 | 3,8 | 0,0 |  | 4,63 |
| Visiting friends/relatives | 163 | 96,3 | 3,1 | 0,6 |  | 4,64 |
| Business incentives package | 14 | 100,0 | 0,0 | 0,0 |  | 4,36 |
| Temporary employment in Iceland | 18 | 94,4 | 5,6 | 0,0 |  | 4,56 |
| Event in Iceland (leisure related) | 134 | 97,8 | 2,2 | 0,0 |  | 4,70 |
| Health/medical treatment | 8 | 87,5 | 0,0 | 12,5 |  | 4,38 |
| Other | 124 | 91,9 | 4,8 | 3,2 |  | 4,49 |

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

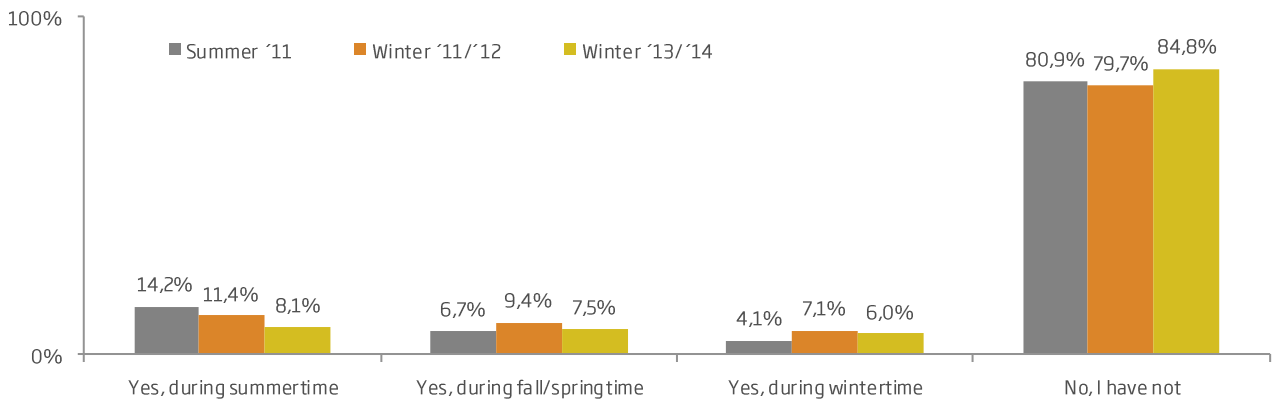
*Significant difference between groups according to ANOVA test ($p < 0,05$).



Q. 110. Had you been to Iceland before your last visit?



*There are more responses than respondents as it was possible to select more than one answer.





Q. 110. Had you been to Iceland before your last visit?

| | Number of answers | Yes, during summer-time | Yes, during fall/springtime | Yes, during wintertime | No, I have not |
|--|-------------------|-------------------------|-----------------------------|------------------------|----------------|
| | Count | % | % | % | % |
| Total | 2135 | 8,1 | 7,5 | 6,0 | 84,8 |
| Gender | | | | | |
| Male | 894 | 8,1 | 8,7 | 7,5 | 83,8 |
| Female | 1227 | 8,1 | 6,7 | 5,1 | 85,6 |
| Age | | | | | |
| 24 years and younger | 242 | 4,5 | 2,5 | 3,7 | 93,4 |
| 25-34 years | 652 | 7,5 | 5,4 | 5,4 | 87,0 |
| 35-44 years | 414 | 6,3 | 9,4 | 4,8 | 85,3 |
| 45-54 years | 348 | 12,6 | 12,6 | 10,3 | 77,3 |
| 55 years and older | 464 | 8,8 | 7,8 | 5,8 | 83,2 |
| What is your profession? | | | | | |
| Managerial | 315 | 6,0 | 9,2 | 8,3 | 82,9 |
| Professionals (dr./lawyer/account. etc.) | 410 | 9,5 | 9,5 | 6,8 | 83,2 |
| Other professionals | 312 | 6,7 | 6,1 | 5,1 | 86,5 |
| Teacher/Medical care | 223 | 12,6 | 8,5 | 5,4 | 81,6 |
| Clerical/Service | 135 | 5,9 | 5,9 | 3,0 | 88,9 |
| Vocational/Technical | 69 | 7,2 | 5,8 | 2,9 | 89,9 |
| Unskilled | 14 | 21,4 | 14,3 | 7,1 | 71,4 |
| Student | 235 | 4,3 | 3,0 | 4,7 | 91,9 |
| Retired/Homemaker | 181 | 6,6 | 7,2 | 5,5 | 86,2 |
| Other | 215 | 11,2 | 8,8 | 7,9 | 80,0 |
| Household income | | | | | |
| High | 915 | 8,9 | 9,4 | 7,9 | 81,7 |
| Average | 835 | 7,4 | 6,5 | 3,7 | 87,1 |
| Low | 298 | 6,4 | 5,0 | 6,7 | 88,3 |
| Market area | | | | | |
| Britain | 715 | 3,2 | 3,6 | 4,1 | 91,5 |
| North America | 542 | 5,0 | 5,7 | 4,6 | 88,7 |
| Central/Southern Europe | 350 | 14,9 | 10,0 | 6,9 | 78,0 |
| Scandinavia | 307 | 18,2 | 18,9 | 13,4 | 66,8 |
| Asia | 47 | 2,1 | 0,0 | 2,1 | 97,9 |

When respondents can choose more than one answer, significance between groups is not calculated.



Q. 110. Had you been to Iceland before your last visit?

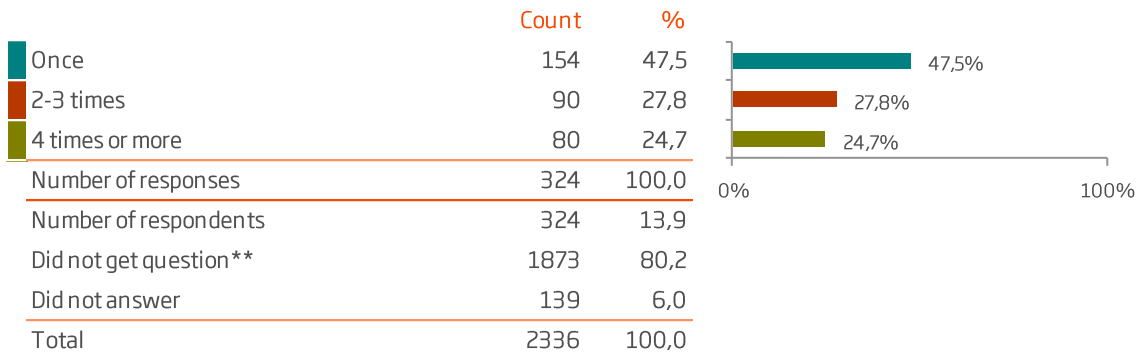
| | Number of answers | Yes, during summer-time | Yes, during fall/springtime | Yes, during wintertime | No, I have not |
|------------------------------------|-------------------|-------------------------|-----------------------------|------------------------|----------------|
| | Count | % | % | % | % |
| Total | 2135 | 8,1 | 7,5 | 6,0 | 84,8 |
| Nationality | | | | | |
| British | 659 | 3,6 | 3,9 | 4,7 | 90,6 |
| American | 368 | 5,4 | 5,7 | 4,9 | 87,8 |
| Canadian | 171 | 4,7 | 6,4 | 2,9 | 90,6 |
| Danish | 118 | 19,5 | 16,9 | 14,4 | 65,3 |
| Norwegian | 97 | 17,5 | 23,7 | 16,5 | 62,9 |
| French | 92 | 6,5 | 4,3 | 5,4 | 85,9 |
| German | 99 | 22,2 | 15,2 | 10,1 | 68,7 |
| Swedish | 57 | 17,5 | 19,3 | 12,3 | 70,2 |
| Dutch | 50 | 2,0 | 12,0 | 2,0 | 88,0 |
| Irish | 41 | 4,9 | 0,0 | 2,4 | 92,7 |
| Australian | 39 | 5,1 | 0,0 | 2,6 | 92,3 |
| Chinese | 30 | 0,0 | 0,0 | 0,0 | 100,0 |
| Italian | 32 | 6,3 | 0,0 | 0,0 | 93,8 |
| Swiss | 31 | 35,5 | 16,1 | 9,7 | 58,1 |
| Other | 251 | 10,0 | 7,6 | 5,6 | 85,7 |
| Type of trip | | | | | |
| Package tour | 564 | 3,2 | 2,3 | 2,1 | 93,1 |
| Individually-arranged tour | 1475 | 9,4 | 8,7 | 6,8 | 83,0 |
| Business-arranged tour | 91 | 16,5 | 24,2 | 17,6 | 61,5 |
| Purpose of visit | | | | | |
| Vacation/holiday | 1875 | 6,0 | 5,5 | 4,6 | 88,3 |
| Conference/large meeting | 62 | 25,8 | 19,4 | 14,5 | 62,9 |
| Business/small meeting | 61 | 23,0 | 31,1 | 23,0 | 45,9 |
| Education and training | 80 | 12,5 | 15,0 | 11,3 | 73,8 |
| Visiting friends/relatives | 163 | 32,5 | 28,2 | 22,1 | 53,4 |
| Business incentives package | 14 | 35,7 | 50,0 | 50,0 | 21,4 |
| Temporary employment in Iceland | 16 | 25,0 | 18,8 | 25,0 | 62,5 |
| Event in Iceland (leisure related) | 134 | 15,7 | 13,4 | 13,4 | 70,1 |
| Health/medical treatment | 8 | 25,0 | 25,0 | 25,0 | 62,5 |
| Other | 122 | 8,2 | 11,5 | 7,4 | 80,3 |

When respondents can choose more than one answer, significance between groups is not calculated.

HOW MANY TIMES VISITED ICELAND

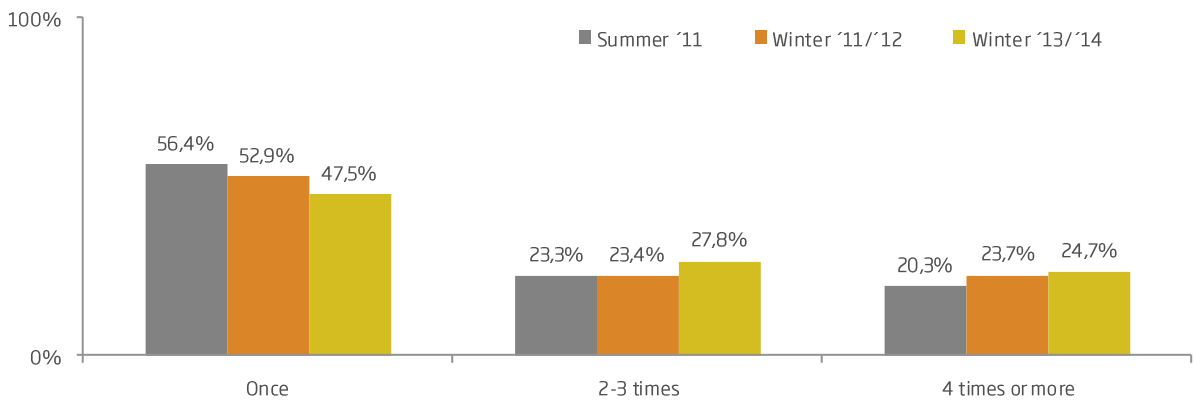


Q.111. How many times had you visited Iceland before your last visit?



**Only those who said in the previous question that they had been to Iceland before got this question

Mean 2,40 times
Standard deviation 1,62 times



HOW MANY TIMES VISITED ICELAND



Q. 111. How many times had you visited Iceland before your last visit?

| | Number of answers | Once | 2-3 times | 4 times or more | | |
|--|-------------------|-------------|-------------|-----------------|--|------|
| | Count | % | % | % | | |
| Total | 324 | 47,5 | 27,8 | 24,7 | | 2,40 |
| Gender | | | | | | |
| Male | 145 | 43,4 | 31,0 | 25,5 | | 2,49 |
| Female | 177 | 50,3 | 25,4 | 24,3 | | 2,35 |
| Age | | | | | | |
| 24 years and younger | 16 | 31,3 | 25,0 | 43,8 | | 3,13 |
| 25-34 years | 85 | 51,8 | 27,1 | 21,2 | | 2,25 |
| 35-44 years | 61 | 52,5 | 24,6 | 23,0 | | 2,29 |
| 45-54 years | 79 | 39,2 | 35,4 | 25,3 | | 2,54 |
| 55 years and older | 78 | 48,7 | 24,4 | 26,9 | | 2,44 |
| What is your profession? | | | | | | |
| Managerial | 54 | 55,6 | 20,4 | 24,1 | | 2,27 |
| Professionals (dr./lawyer/account. etc.) | 69 | 42,0 | 33,3 | 24,6 | | 2,49 |
| Other professionals | 42 | 50,0 | 23,8 | 26,2 | | 2,40 |
| Teacher/Medical care | 41 | 56,1 | 19,5 | 24,4 | | 2,27 |
| Clerical/Service | 15 | 46,7 | 33,3 | 20,0 | | 2,30 |
| Vocational/Technical | 7 | 14,3 | 57,1 | 28,6 | | 3,00 |
| Unskilled | <5 | | | | | |
| Student | 19 | 36,8 | 31,6 | 31,6 | | 2,74 |
| Retired/Homemaker | 25 | 44,0 | 32,0 | 24,0 | | 2,44 |
| Other | 43 | 44,2 | 32,6 | 23,3 | | 2,42 |
| Household income | | | | | | |
| High | 167 | 50,3 | 26,3 | 23,4 | | 2,33 |
| Average | 108 | 42,6 | 33,3 | 24,1 | | 2,46 |
| Low | 35 | 51,4 | 20,0 | 28,6 | | 2,44 |
| Market area* | | | | | | |
| Britain | 61 | 59,0 | 29,5 | 11,5 | | 1,90 |
| North America | 61 | 57,4 | 23,0 | 19,7 | | 2,13 |
| Central/Southern Europe | 77 | 45,5 | 36,4 | 18,2 | | 2,27 |
| Scandinavia | 102 | 38,2 | 25,5 | 36,3 | | 2,83 |
| Asia | <5 | | | | | |
| Other | 22 | 40,9 | 18,2 | 40,9 | | 2,91 |

*Significant difference between groups according to ANOVA test ($p < 0,05$).

HOW MANY TIMES VISITED ICELAND



Q.111. How many times had you visited Iceland before your last visit?

| | Number of answers | Once | 2-3 times | 4 times or more | |
|------------------------------------|-------------------|-------------|-------------|-----------------|------|
| | Count | % | % | % | |
| Total | 324 | 47,5 | 27,8 | 24,7 | 2,40 |
| Nationality* | | | | | |
| British | 62 | 58,1 | 29,0 | 12,9 | 1,95 |
| American | 45 | 60,0 | 28,9 | 11,1 | 1,88 |
| Canadian | 16 | 37,5 | 12,5 | 50,0 | 3,19 |
| Danish | 41 | 34,1 | 26,8 | 39,0 | 2,96 |
| Norwegian | 36 | 50,0 | 19,4 | 30,6 | 2,51 |
| French | 13 | 53,8 | 38,5 | 7,7 | 1,88 |
| Type of trip* | 31 | 48,4 | 38,7 | 12,9 | 2,10 |
| Swedish | 17 | 29,4 | 35,3 | 35,3 | 2,94 |
| Dutch | 6 | 83,3 | 0,0 | 16,7 | 1,67 |
| Irish | <5 | | | | |
| Australian | <5 | | | | |
| Italian | <5 | | | | |
| Swiss | 13 | 53,8 | 23,1 | 23,1 | 2,27 |
| Other | 36 | 22,2 | 33,3 | 44,4 | 3,28 |
| Type of trip* | | | | | |
| Package tour | 39 | 64,1 | 28,2 | 7,7 | 1,73 |
| Type of trip* | 251 | 45,0 | 29,1 | 25,9 | 2,47 |
| Business-arranged tour | 35 | 45,7 | 20,0 | 34,3 | 2,67 |
| Purpose of visit* | | | | | |
| Vacation/holiday | 219 | 54,8 | 25,1 | 20,1 | 2,18 |
| Conference/large meeting | 23 | 43,5 | 21,7 | 34,8 | 2,72 |
| Business/small meeting | 33 | 39,4 | 21,2 | 39,4 | 2,89 |
| Education and training | 21 | 42,9 | 28,6 | 28,6 | 2,57 |
| Visiting friends/relatives | 76 | 21,1 | 32,9 | 46,1 | 3,34 |
| Business incentives package | 11 | 18,2 | 36,4 | 45,5 | 3,36 |
| Temporary employment in Iceland | 6 | 16,7 | 33,3 | 50,0 | 3,50 |
| Event in Iceland (leisure related) | 40 | 40,0 | 27,5 | 32,5 | 2,71 |
| Health/medical treatment | <5 | | | | |
| Other | 24 | 45,8 | 29,2 | 25,0 | 2,44 |
| Other | 24 | 45,8 | 29,2 | 25,0 | 2,44 |

*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

*Significant difference between groups according to ANOVA test ($p < 0,05$).

THREE MOST MEMORABLE EXPERIENCES



Q.112. What were the three most memorable experiences of your visit to Iceland? - First mentioned

| | Count | % | | Count | % |
|--|-------|------|---|-------|-------|
| Blue Lagoon | 343 | 15,6 | Nightlife/Bars | 8 | 0,4 |
| Northern Lights/Aurora Borealis | 342 | 15,5 | Vik/Dyrholaey/Coast | 8 | 0,4 |
| Nature/Landscape | 295 | 13,4 | Clean air/Purity of the country | 7 | 0,3 |
| Golden Circle | 110 | 5,0 | Sunset/Sunrise/Daylight/Bright nights | 7 | 0,3 |
| People/Hospitality | 90 | 4,1 | Reykjanes peninsula | 7 | 0,3 |
| Glacier- and snowmobil tours | 85 | 3,9 | Skaftafell National Park | 7 | 0,3 |
| Glacier lagoons/Icebergs | 70 | 3,2 | Mountains | 5 | 0,2 |
| Geysers | 63 | 2,9 | North Iceland | 5 | 0,2 |
| Gullfoss/Golden waterfall | 58 | 2,6 | Black sands/Black beaches | 5 | 0,2 |
| Reykjavik | 47 | 2,1 | East Iceland/East-fjords | 5 | 0,2 |
| Food/Restaurants | 45 | 2,0 | The West fjords | 4 | 0,2 |
| Thingvellir | 45 | 2,0 | Relaxed/Stillness/Peace and quiet | 4 | 0,2 |
| Whales/Whalewatching | 41 | 1,9 | Skogar/Skogar-waterfall | 4 | 0,2 |
| Waterfalls | 40 | 1,8 | West Iceland | 4 | 0,2 |
| Weather/Climate | 32 | 1,5 | Airplane tours/Sightseeing flights | 4 | 0,2 |
| Special events (e.g. concerts, feasts) | 29 | 1,3 | Rurality/Solitude | 4 | 0,2 |
| Horses/Horseback-riding | 29 | 1,3 | Culture/History | 3 | 0,1 |
| Hot springs/Geothermal heat | 26 | 1,2 | Landmannalaugar/Thorsmork/Skogar - hike | 3 | 0,1 |
| Travel all over | 25 | 1,1 | Puffins | 3 | 0,1 |
| Natural geothermal pools/Spas | 24 | 1,1 | Fauna/Flora | 3 | 0,1 |
| Glaciers | 20 | 0,9 | Hveragerði | 3 | 0,1 |
| Entertainment/attractions | 19 | 0,9 | Akureyri | 3 | 0,1 |
| Personal/Work related | 17 | 0,8 | Christmas/New Years Eve | 2 | 0,1 |
| Volcanos/Volcanic landscape | 16 | 0,7 | Landmannalaugar | 2 | 0,1 |
| Hiking/Trekking | 16 | 0,7 | Thorsmork | 2 | 0,1 |
| Tours (by coach, car or 4x4) | 15 | 0,7 | Prices/Expenses | 2 | 0,1 |
| Tourist service/Airport | 15 | 0,7 | Birds/Birdlife | 2 | 0,1 |
| Friends/Family | 14 | 0,6 | National parks | 1 | 0,0 |
| Lava/Geology | 14 | 0,6 | Natural geothermal pools of lake Myvatn | 1 | 0,0 |
| South Iceland/South coast | 13 | 0,6 | Architecture | 1 | 0,0 |
| Swimming pools | 11 | 0,5 | Dettifoss/Asbyrgi/Jokulsargljufur | 1 | 0,0 |
| Harpa concert hall | 11 | 0,5 | Camping | 1 | 0,0 |
| Snaefells-glacier/Snaefellsnes-peninsula | 11 | 0,5 | Other | 7 | 0,3 |
| Lake Myvatn | 11 | 0,5 | Number of responses | 2200 | 100,0 |
| Churches | 11 | 0,5 | Number of respondents | 2200 | 94,2 |
| Accomodation/Lodging | 10 | 0,5 | Did not answer | 136 | 5,8 |
| Museums/Exhibitions | 9 | 0,4 | Total | 2336 | 100,0 |

THREE MOST MEMORABLE EXPERIENCES



Q. 112. What were the three most memorable experiences of your visit to Iceland? - First mentioned

| | Number of answers | Blue Lagoon | Northern Lights/ Aurora Borealis | Nature/ Landscape | Golden Circle | People/ Hospitality | Glacier- and snowmobil tours | Glacier lagoons/ Icebergs | Other |
|--|-------------------|-------------|-------------------------------------|----------------------|---------------|------------------------|------------------------------|------------------------------|-------------|
| | Count | % | % | % | % | % | % | % | % |
| Total | 2200 | 31,1 | 18,4 | 20,8 | 5,0 | 4,1 | 3,9 | 3,2 | 39,3 |
| Gender | | | | | | | | | |
| Male | 920 | 13,9 | 16,2 | 14,3 | 4,3 | 3,4 | 3,5 | 2,5 | 41,8 |
| Female | 1266 | 16,9 | 15,2 | 12,6 | 5,5 | 4,7 | 4,0 | 3,6 | 37,5 |
| Age* | | | | | | | | | |
| 24 years and younger | 257 | 17,5 | 17,9 | 8,9 | 5,4 | 3,1 | 2,7 | 4,7 | 39,7 |
| 25-34 years | 683 | 16,3 | 19,2 | 11,1 | 4,4 | 3,1 | 4,2 | 4,2 | 37,5 |
| 35-44 years | 418 | 14,8 | 13,4 | 12,9 | 4,3 | 3,3 | 4,5 | 3,6 | 43,1 |
| 45-54 years | 350 | 14,9 | 13,4 | 16,6 | 6,0 | 4,9 | 3,7 | 2,3 | 38,3 |
| 55 years and older | 475 | 15,2 | 12,4 | 16,2 | 5,5 | 6,3 | 3,6 | 1,3 | 39,6 |
| What is your profession? | | | | | | | | | |
| Managerial | 325 | 16,6 | 15,7 | 13,2 | 4,9 | 4,6 | 4,9 | 4,0 | 36,0 |
| Professionals (dr./lawyer/account. etc.) | 423 | 15,1 | 16,8 | 13,9 | 5,4 | 3,1 | 4,7 | 2,6 | 38,3 |
| Other professionals | 323 | 14,6 | 17,0 | 13,9 | 2,5 | 3,4 | 5,3 | 2,2 | 41,2 |
| Teacher/Medical care | 224 | 18,8 | 17,0 | 10,7 | 4,9 | 4,9 | 3,1 | 3,1 | 37,5 |
| Clerical/Service | 141 | 14,2 | 16,3 | 10,6 | 6,4 | 4,3 | 2,8 | 3,5 | 41,8 |
| Vocational/Technical | 73 | 13,7 | 12,3 | 12,3 | 1,4 | 4,1 | 9,6 | 2,7 | 43,8 |
| Unskilled | 16 | 18,8 | 0,0 | 12,5 | 6,3 | 6,3 | 6,3 | 0,0 | 50,0 |
| Student | 248 | 16,1 | 16,9 | 10,5 | 4,8 | 3,2 | 1,2 | 4,0 | 43,1 |
| Retired/Homemaker | 186 | 16,7 | 11,3 | 16,7 | 7,5 | 4,8 | 3,2 | 2,2 | 37,6 |
| Other | 217 | 12,4 | 13,4 | 17,1 | 6,9 | 6,0 | 1,8 | 4,6 | 37,8 |
| Household income | | | | | | | | | |
| High | 954 | 15,4 | 15,1 | 12,9 | 4,5 | 3,8 | 4,2 | 3,4 | 40,8 |
| Average | 849 | 16,5 | 14,1 | 15,5 | 5,8 | 4,9 | 3,4 | 2,8 | 36,9 |
| Low | 309 | 14,2 | 17,8 | 10,7 | 4,2 | 2,6 | 4,2 | 3,6 | 42,7 |
| Market area* | | | | | | | | | |
| Britain | 745 | 18,1 | 24,0 | 9,3 | 7,2 | 4,2 | 4,7 | 1,7 | 30,7 |
| North America | 559 | 11,8 | 12,7 | 11,1 | 5,0 | 4,8 | 5,2 | 3,9 | 45,4 |
| Central/Southern Europe | 351 | 8,3 | 10,3 | 22,8 | 2,8 | 2,6 | 1,4 | 7,1 | 44,7 |
| Scandinavia | 320 | 24,1 | 7,8 | 16,9 | 1,9 | 2,2 | 1,9 | 0,6 | 44,7 |
| Asia | 47 | 8,5 | 17,0 | 19,1 | 4,3 | 6,4 | 2,1 | 8,5 | 34,0 |
| Other | 178 | 18,0 | 12,9 | 11,8 | 5,6 | 7,3 | 5,1 | 2,2 | 37,1 |

*Significant difference between groups according to Chi-square test ($p < 0,05$).

THREE MOST MEMORABLE EXPERIENCES



Q. 112. What were the three most memorable experiences of your visit to Iceland? - First mentioned

| | Number of answers | Blue Lagoon | Northern Lights/ Aurora Borealis | Nature/ Landscape | Golden Circle | People/ Hospitality | Glacier- and snowmobiltours | Glacier lagoons/ icebergs | Other |
|------------------------------------|-------------------|-------------|----------------------------------|-------------------|---------------|---------------------|-----------------------------|---------------------------|-------------|
| | Count | % | % | % | % | % | % | % | % |
| Total | 2200 | 31,1 | 18,4 | 20,8 | 5,0 | 4,1 | 3,9 | 3,2 | 39,3 |
| Nationality* | | | | | | | | | |
| British | 687 | 17,9 | 23,7 | 10,5 | 6,7 | 4,1 | 4,2 | 1,7 | 31,1 |
| American | 384 | 12,2 | 14,3 | 8,9 | 6,0 | 5,5 | 6,3 | 2,6 | 44,3 |
| Canadian | 171 | 11,7 | 8,8 | 14,6 | 4,1 | 3,5 | 3,5 | 6,4 | 47,4 |
| Danish | 124 | 18,5 | 9,7 | 19,4 | 2,4 | 2,4 | 3,2 | 0,8 | 43,5 |
| Norwegian | 98 | 34,7 | 4,1 | 10,2 | 2,0 | 1,0 | 0,0 | 0,0 | 48,0 |
| French | 98 | 13,3 | 11,2 | 7,1 | 2,0 | 2,0 | 4,1 | 7,1 | 53,1 |
| German | 97 | 1,0 | 9,3 | 35,1 | 2,1 | 5,2 | 1,0 | 6,2 | 40,2 |
| Swedish | 61 | 24,6 | 8,2 | 24,6 | 1,6 | 1,6 | 3,3 | 0,0 | 36,1 |
| Dutch | 48 | 12,5 | 6,3 | 20,8 | 8,3 | 2,1 | 2,1 | 10,4 | 37,5 |
| Irish | 42 | 42,9 | 14,3 | 7,1 | 7,1 | 9,5 | 2,4 | 0,0 | 16,7 |
| Australian | 40 | 15,0 | 40,0 | 2,5 | 7,5 | 0,0 | 5,0 | 2,5 | 27,5 |
| Chinese | 31 | 12,9 | 35,5 | 9,7 | 6,5 | 3,2 | 3,2 | 3,2 | 25,8 |
| Italian | 31 | 19,4 | 0,0 | 12,9 | 0,0 | 3,2 | 3,2 | 9,7 | 51,6 |
| Swiss | 30 | 6,7 | 6,7 | 26,7 | 0,0 | 0,0 | 0,0 | 13,3 | 46,7 |
| Other | 258 | 9,7 | 11,6 | 17,4 | 4,7 | 6,2 | 3,5 | 3,5 | 43,4 |
| Type of trip* | | | | | | | | | |
| Package tour | 558 | 21,1 | 22,6 | 9,7 | 5,0 | 5,2 | 3,2 | 1,3 | 31,9 |
| Individually-arranged tour | 1453 | 13,4 | 13,3 | 14,4 | 4,8 | 3,8 | 4,3 | 4,1 | 42,1 |
| Business-arranged tour | 90 | 13,3 | 6,7 | 15,6 | 3,3 | 2,2 | 5,6 | 2,2 | 51,1 |
| Purpose of visit* | | | | | | | | | |
| Vacation/holiday | 1905 | 15,9 | 16,3 | 13,0 | 5,2 | 4,1 | 4,3 | 3,4 | 37,8 |
| Conference/large meeting | 62 | 11,3 | 9,7 | 11,3 | 4,8 | 3,2 | 4,8 | 0,0 | 54,8 |
| Business/small meeting | 65 | 13,8 | 9,2 | 12,3 | 4,6 | 1,5 | 1,5 | 1,5 | 55,4 |
| Education and training | 79 | 19,0 | 10,1 | 15,2 | 1,3 | 3,8 | 3,8 | 1,3 | 45,6 |
| Visiting friends/relatives | 168 | 8,3 | 12,5 | 17,9 | 3,6 | 4,2 | 1,8 | 2,4 | 49,4 |
| Business incentives package | 14 | 21,4 | 7,1 | 28,6 | 0,0 | 0,0 | 7,1 | 0,0 | 35,7 |
| Temporary employment in Iceland | 21 | 9,5 | 14,3 | 14,3 | 0,0 | 14,3 | 4,8 | 4,8 | 38,1 |
| Event in Iceland (leisure related) | 134 | 12,7 | 17,2 | 17,2 | 4,5 | 2,2 | 3,0 | 0,7 | 42,5 |
| Health/medical treatment | 6 | 16,7 | 0,0 | 0,0 | 16,7 | 16,7 | 0,0 | 0,0 | 50,0 |
| Other | 126 | 11,1 | 13,5 | 16,7 | 3,2 | 9,5 | 1,6 | 3,2 | 41,3 |

*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

*Significant difference between groups according to Chi-square test ($p < 0,05$).

THREE MOST MEMORABLE EXPERIENCES



Q. 112. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

| | Count | % | % | | Count | % | % |
|--|-------------|-------------|-----------|---|-------------|-------------|-----------|
| | respondents | respondents | responses | | respondents | respondents | responses |
| Blue Lagoon | 791 | 36,1 | 12,5 | Sunset/Sunrise/Daylight/ Bright nights | 35 | 1,6 | 0,6 |
| Nature/Landscape | 601 | 27,4 | 9,5 | Black sands/Black beaches | 31 | 1,4 | 0,5 |
| Northern Lights/Aurora Borealis | 534 | 24,4 | 8,4 | Stores/Merchandise/Fashic | 29 | 1,3 | 0,5 |
| People/Hospitality | 360 | 16,4 | 5,7 | Churches | 27 | 1,2 | 0,4 |
| Food/Restaurants | 316 | 14,4 | 5,0 | Culture/History | 25 | 1,1 | 0,4 |
| Golden Circle | 310 | 14,1 | 4,9 | Fauna/Flora | 24 | 1,1 | 0,4 |
| Reykjavik | 297 | 13,6 | 4,7 | Personal/Work related | 23 | 1,0 | 0,4 |
| Geysers | 275 | 12,6 | 4,3 | Lava/Geology | 23 | 1,0 | 0,4 |
| Gullfoss/Golden waterfall | 202 | 9,2 | 3,2 | Prices/Expenses | 21 | 1,0 | 0,3 |
| Glacier- and snowmobil tours | 176 | 8,0 | 2,8 | Relaxed/Stillness/Peace an | 20 | 0,9 | 0,3 |
| Waterfalls | 155 | 7,1 | 2,4 | The West fjords | 19 | 0,9 | 0,3 |
| Glacier lagoons/Icebergs | 149 | 6,8 | 2,4 | Rurality/Solitude | 19 | 0,9 | 0,3 |
| Thingvellir | 140 | 6,4 | 2,2 | Mountains | 18 | 0,8 | 0,3 |
| Horses/Horseback-riding | 115 | 5,2 | 1,8 | East Iceland/East fjords | 18 | 0,8 | 0,3 |
| Whales/Whalewatching | 104 | 4,7 | 1,6 | Skogar/Skogar-waterfall | 17 | 0,8 | 0,3 |
| Hot springs/Geothermal heat | 90 | 4,1 | 1,4 | Skaftafell National Park | 17 | 0,8 | 0,3 |
| Weather/Climate | 85 | 3,9 | 1,3 | Reykjanes peninsula | 17 | 0,8 | 0,3 |
| Travel all over | 77 | 3,5 | 1,2 | Puffins | 13 | 0,6 | 0,2 |
| South Iceland/South coast | 69 | 3,1 | 1,1 | Vatnajökull Glacier | 13 | 0,6 | 0,2 |
| Glaciers | 67 | 3,1 | 1,1 | Akureyri | 13 | 0,6 | 0,2 |
| Special events (e.g. concerts, feasts) | 65 | 3,0 | 1,0 | Hveragerði | 11 | 0,5 | 0,2 |
| Nightlife/Bars | 58 | 2,6 | 0,9 | Christmas/New Years Eve | 10 | 0,5 | 0,2 |
| Entertainment/Attractions | 56 | 2,6 | 0,9 | Atmosphere | 10 | 0,5 | 0,2 |
| Natural geothermal pools/Spas | 55 | 2,5 | 0,9 | North Iceland | 9 | 0,4 | 0,1 |
| Tours (by coach, car or 4x4) | 55 | 2,5 | 0,9 | National parks | 9 | 0,4 | 0,1 |
| Tourist service/Airport | 53 | 2,4 | 0,8 | Architecture | 8 | 0,4 | 0,1 |
| Volcanos/Volcanic landscape | 47 | 2,1 | 0,7 | West-man islands | 6 | 0,3 | 0,1 |
| Friends/Family | 45 | 2,1 | 0,7 | West Iceland | 6 | 0,3 | 0,1 |
| Swimming pools | 44 | 2,0 | 0,7 | Safety/Security | 6 | 0,3 | 0,1 |
| Accomodation/Lodging | 44 | 2,0 | 0,7 | Airplane tours/Sightseeing | 5 | 0,2 | 0,1 |
| Clean air/Purity of the country | 43 | 2,0 | 0,7 | Eyjafjallajökull-glacier/Fimi | 5 | 0,2 | 0,1 |
| Vik/Dyrholaey/The coast | 43 | 2,0 | 0,7 | Other | 110 | 5,0 | 1,7 |
| Lake Myvatn | 41 | 1,9 | 0,6 | Number of responses | 6337 | 289,2 | 100,0 |
| Snæfells-glacier/Snæfellsnes- peninsula | 41 | 1,9 | 0,6 | Number of respondents | 2191 | 93,8 | |
| Museums/Exhibitions | 40 | 1,8 | 0,6 | Did not answer | 145 | 6,2 | |
| Hiking/Trekking | 39 | 1,8 | 0,6 | Total | 2336 | 100 | |
| Harpa concert hall | 38 | 1,7 | 0,6 | | | | |

THREE MOST MEMORABLE EXPERIENCES



Q. 112. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

| | Count | Blue Lagoon % | Nature/Landscape % | Northern Lights/Aurora Borealis % | People/Hospitality % | Food/Restaurants % | Golden Circle % | Reykjavik % | Other % |
|--|-------------|---------------|--------------------|-----------------------------------|----------------------|--------------------|-----------------|-------------|-------------|
| Allir | 2191 | | | | | | | | |
| Gender | | | | | | | | | |
| Male | 915 | 33,4 | 28,3 | 24,2 | 16,1 | 15,5 | 11,5 | 14,6 | 83,0 |
| Female | 1262 | 38,3 | 26,7 | 24,8 | 16,7 | 13,5 | 16,0 | 12,8 | 82,6 |
| Age | | | | | | | | | |
| 24 years and younger | 258 | 37,2 | 21,3 | 29,8 | 12,8 | 12,4 | 17,1 | 13,6 | 84,5 |
| 25-34 years | 681 | 36,9 | 25,6 | 27,8 | 14,8 | 14,8 | 15,1 | 11,9 | 82,8 |
| 35-44 years | 414 | 35,0 | 29,0 | 23,7 | 16,2 | 17,1 | 13,8 | 13,3 | 80,2 |
| 45-54 years | 350 | 37,4 | 30,0 | 20,9 | 20,0 | 14,6 | 11,4 | 16,3 | 84,3 |
| 55 years and older | 471 | 34,8 | 29,5 | 19,7 | 17,8 | 13,0 | 13,6 | 14,2 | 82,6 |
| What is your profession? | | | | | | | | | |
| Managerial | 322 | 36,6 | 28,9 | 25,5 | 17,7 | 17,4 | 14,0 | 14,0 | 78,3 |
| Professionals (dr./lawyer/account. etc.) | 420 | 35,7 | 28,8 | 26,4 | 16,4 | 16,0 | 11,7 | 15,0 | 83,8 |
| Other professionals | 321 | 34,6 | 26,8 | 25,5 | 16,8 | 16,2 | 12,1 | 15,3 | 85,0 |
| Teacher/Medical care | 224 | 42,0 | 25,4 | 28,1 | 12,1 | 10,3 | 14,7 | 11,6 | 84,4 |
| Clerical/Service | 140 | 42,9 | 20,0 | 22,9 | 15,7 | 10,0 | 20,0 | 12,9 | 82,9 |
| Vocational/Technical | 72 | 26,4 | 19,4 | 19,4 | 13,9 | 13,9 | 13,9 | 19,4 | 88,9 |
| Unskilled | 16 | 31,3 | 43,8 | 12,5 | 25,0 | 12,5 | 6,3 | 6,3 | 87,5 |
| Student | 249 | 32,5 | 24,5 | 22,5 | 13,7 | 12,0 | 15,7 | 12,0 | 86,3 |
| Retired/Homemaker | 186 | 38,2 | 29,6 | 19,4 | 16,7 | 8,6 | 15,6 | 10,2 | 83,3 |
| Other | 217 | 33,2 | 32,3 | 22,6 | 21,7 | 20,3 | 15,2 | 13,8 | 77,4 |
| Household income | | | | | | | | | |
| High | 948 | 35,7 | 28,4 | 23,9 | 16,4 | 16,2 | 12,0 | 13,8 | 83,1 |
| Average | 846 | 38,7 | 28,0 | 23,5 | 15,5 | 13,5 | 16,5 | 13,8 | 81,9 |
| Low | 309 | 31,1 | 23,9 | 24,6 | 18,1 | 12,6 | 14,2 | 12,9 | 84,8 |
| Market area | | | | | | | | | |
| Britain | 739 | 45,5 | 24,4 | 39,0 | 17,3 | 14,9 | 18,7 | 11,8 | 76,6 |
| North America | 558 | 31,9 | 23,3 | 18,5 | 15,1 | 15,8 | 13,1 | 16,1 | 88,5 |
| Central/Southern Europe | 349 | 20,3 | 37,0 | 15,8 | 18,1 | 6,9 | 8,3 | 12,3 | 88,0 |
| Scandinavia | 320 | 42,8 | 31,9 | 9,7 | 14,4 | 20,6 | 11,6 | 17,2 | 78,8 |
| Asia | 47 | 36,2 | 38,3 | 31,9 | 17,0 | 10,6 | 12,8 | 6,4 | 83,0 |

When respondents can choose more than one answer, significance between groups is not calculated.

THREE MOST MEMORABLE EXPERIENCES



Q. 112. What were the three most memorable experiences of your visit to Iceland? - All mentioned that applied.

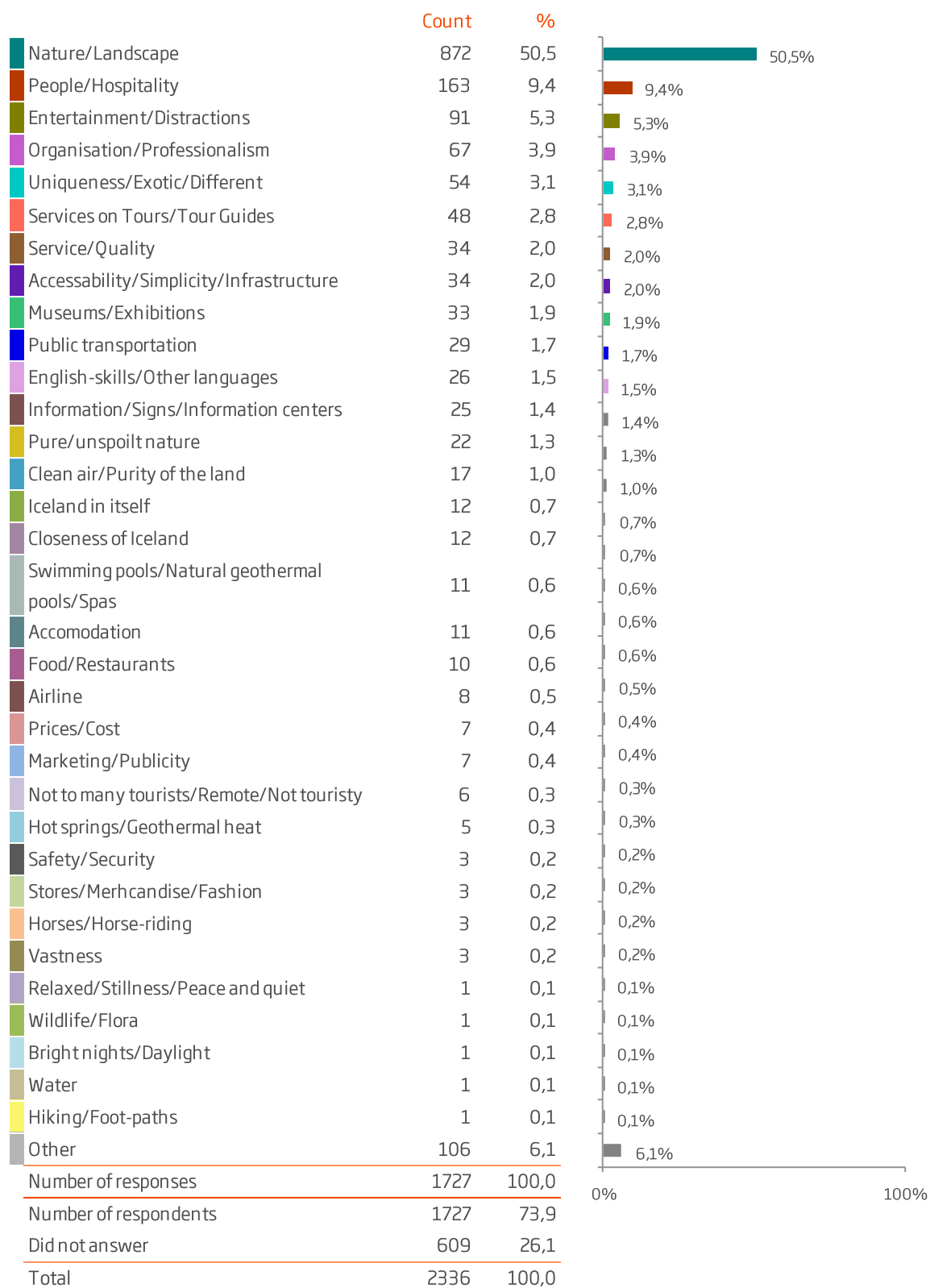
| | Count | Blue Lagoon % | Nature/ Landscape % | Northern Lights/ Aurora Borealis % | People/ Hospitality % | Food/ Restaurants % | Golden Circle % | Reykjavik % | Other % |
|------------------------------------|-------------|---------------|---------------------|------------------------------------|-----------------------|---------------------|-----------------|-------------|--------------|
| Allir | 2191 | | | | | | | | |
| Nationality | | | | | | | | | |
| British | 681 | 44,5 | 25,6 | 38,9 | 17,2 | 14,1 | 18,6 | 12,2 | 76,4 |
| American | 383 | 30,8 | 21,1 | 23,2 | 14,4 | 16,2 | 14,4 | 18,3 | 88,3 |
| Canadian | 171 | 35,7 | 26,3 | 8,2 | 17,0 | 17,5 | 12,3 | 13,5 | 89,5 |
| Danish | 124 | 34,7 | 35,5 | 14,5 | 16,9 | 19,4 | 9,7 | 13,7 | 83,9 |
| Norwegian | 98 | 56,1 | 19,4 | 3,1 | 10,2 | 20,4 | 14,3 | 24,5 | 77,6 |
| French | 97 | 26,8 | 22,7 | 14,4 | 8,2 | 6,2 | 9,3 | 9,3 | 92,8 |
| German | 97 | 7,2 | 46,4 | 19,6 | 24,7 | 8,2 | 6,2 | 14,4 | 90,7 |
| Swedish | 61 | 47,5 | 39,3 | 6,6 | 19,7 | 26,2 | 13,1 | 14,8 | 65,6 |
| Dutch | 48 | 22,9 | 33,3 | 6,3 | 18,8 | 10,4 | 18,8 | 22,9 | 79,2 |
| Irish | 42 | 64,3 | 14,3 | 35,7 | 21,4 | 11,9 | 23,8 | 11,9 | 71,4 |
| Australian | 40 | 35,0 | 15,0 | 55,0 | 2,5 | 17,5 | 17,5 | 12,5 | 85,0 |
| Chinese | 31 | 38,7 | 35,5 | 45,2 | 19,4 | 19,4 | 12,9 | 9,7 | 80,6 |
| Italian | 31 | 41,9 | 19,4 | 6,5 | 6,5 | 3,2 | 3,2 | 12,9 | 93,5 |
| Swiss | 29 | 13,8 | 51,7 | 13,8 | 20,7 | 6,9 | 0,0 | 10,3 | 89,7 |
| Other | 258 | 26,4 | 33,7 | 18,6 | 19,8 | 10,9 | 10,5 | 6,6 | 86,4 |
| Type of trip | | | | | | | | | |
| Package tour | 555 | 45,4 | 23,6 | 34,1 | 16,2 | 12,8 | 16,8 | 13,2 | 76,9 |
| Individually-arranged tour | 1448 | 32,5 | 28,7 | 21,2 | 16,4 | 13,7 | 13,3 | 14,1 | 85,4 |
| Business-arranged tour | 89 | 40,4 | 33,7 | 12,4 | 18,0 | 29,2 | 7,9 | 11,2 | 77,5 |
| Purpose of visit | | | | | | | | | |
| Vacation/holiday | 1897 | 37,2 | 26,8 | 26,0 | 15,9 | 13,3 | 15,2 | 13,4 | 83,0 |
| Conference/large meeting | 61 | 29,5 | 34,4 | 8,2 | 13,1 | 29,5 | 9,8 | 14,8 | 83,6 |
| Business/small meeting | 65 | 24,6 | 26,2 | 15,4 | 18,5 | 36,9 | 7,7 | 16,9 | 73,8 |
| Education and training | 80 | 36,3 | 31,3 | 13,8 | 20,0 | 13,8 | 5,0 | 16,3 | 82,5 |
| Visiting friends/relatives | 168 | 22,0 | 32,7 | 16,7 | 16,1 | 13,1 | 8,3 | 11,9 | 88,1 |
| Business incentives package | 14 | 42,9 | 42,9 | 0,0 | 35,7 | 28,6 | 0,0 | 21,4 | 71,4 |
| Temporary employment in Iceland | 21 | 19,0 | 47,6 | 23,8 | 23,8 | 19,0 | 0,0 | 14,3 | 76,2 |
| Event in Iceland (leisure related) | 134 | 29,1 | 37,3 | 18,7 | 20,1 | 15,7 | 9,0 | 10,4 | 91,0 |
| Health/medical treatment | 7 | 28,6 | 14,3 | 0,0 | 28,6 | 14,3 | 0,0 | 0,0 | 100,0 |
| Other | 126 | 29,4 | 34,1 | 19,8 | 23,0 | 19,8 | 10,3 | 12,7 | 81,7 |

When respondents can choose more than one answer, significance between groups is not calculated.

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q.113. Where do you think Iceland's strengths in the tourist industry are? - First mentioned



ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q.113. Where do you think Iceland's strengths in the tourist industry are? - First mentioned

| | Number of answers | Nature/ Landscape | People/ Hospitality | Entertainment/ Distractions | Organisation/ Professionalism | Uniqueness/ Exotic/ Different | Services on Tours/ Tour Guides | Service/ Quality | Other |
|--|-------------------|-------------------|---------------------|-----------------------------|-------------------------------|-------------------------------|--------------------------------|------------------|-------------|
| | Count | % | % | % | % | % | % | % | % |
| Total | 1727 | 50,5 | 9,4 | 5,3 | 3,9 | 3,1 | 2,8 | 2,0 | 23,0 |
| Gender | | | | | | | | | |
| Male | 721 | 53,3 | 7,9 | 4,4 | 4,0 | 3,9 | 1,9 | 1,7 | 22,9 |
| Female | 994 | 48,6 | 10,6 | 5,7 | 3,8 | 2,6 | 3,4 | 2,1 | 23,1 |
| Age | | | | | | | | | |
| 24 years and younger | 194 | 51,0 | 6,2 | 6,2 | 3,1 | 3,1 | 5,2 | 2,1 | 23,2 |
| 25-34 years | 535 | 46,9 | 9,2 | 5,4 | 3,7 | 3,9 | 3,0 | 2,6 | 25,2 |
| 35-44 years | 329 | 53,5 | 9,7 | 5,5 | 5,2 | 2,7 | 2,4 | 1,5 | 19,5 |
| 45-54 years | 281 | 50,5 | 8,2 | 4,3 | 5,3 | 2,1 | 2,5 | 2,5 | 24,6 |
| 55 years and older | 376 | 52,4 | 12,0 | 5,3 | 2,4 | 2,9 | 1,9 | 1,1 | 22,1 |
| What is your profession? | | | | | | | | | |
| Managerial | 246 | 52,4 | 9,3 | 6,1 | 4,1 | 1,6 | 2,0 | 0,4 | 24,0 |
| Professionals (dr./lawyer/account. etc.) | 337 | 51,9 | 11,3 | 4,7 | 4,2 | 2,7 | 2,4 | 1,8 | 21,1 |
| Other professionals | 256 | 48,4 | 9,0 | 5,9 | 4,3 | 3,9 | 3,9 | 1,6 | 23,0 |
| Teacher/Medical care | 194 | 47,4 | 9,8 | 4,1 | 4,1 | 4,1 | 3,6 | 3,6 | 23,2 |
| Clerical/Service | 112 | 48,2 | 10,7 | 6,3 | 3,6 | 1,8 | 1,8 | 3,6 | 24,1 |
| Vocational/Technical | 51 | 56,9 | 7,8 | 2,0 | 3,9 | 5,9 | 2,0 | 3,9 | 17,6 |
| Unskilled | 12 | 33,3 | 8,3 | 0,0 | 0,0 | 0,0 | 0,0 | 16,7 | 41,7 |
| Student | 183 | 53,0 | 5,5 | 4,9 | 3,3 | 2,7 | 4,9 | 1,1 | 24,6 |
| Retired/Homemaker | 150 | 53,3 | 8,0 | 5,3 | 2,0 | 4,7 | 0,7 | 1,3 | 24,7 |
| Other | 170 | 47,6 | 11,8 | 5,9 | 5,3 | 3,5 | 1,8 | 2,4 | 21,8 |
| Household income | | | | | | | | | |
| High | 753 | 53,1 | 9,0 | 4,6 | 4,1 | 3,3 | 2,3 | 1,9 | 21,6 |
| Average | 671 | 50,5 | 11,0 | 4,9 | 3,7 | 2,8 | 2,4 | 2,1 | 22,5 |
| Low | 246 | 43,5 | 6,9 | 7,3 | 2,8 | 3,3 | 5,3 | 2,0 | 28,9 |
| Market area* | | | | | | | | | |
| Britain | 583 | 46,1 | 12,5 | 6,9 | 4,8 | 5,7 | 3,1 | 2,1 | 18,9 |
| North America | 459 | 40,7 | 13,1 | 6,1 | 3,9 | 2,0 | 3,7 | 2,0 | 28,5 |
| Central/Southern Europe | 269 | 58,4 | 3,0 | 2,6 | 5,6 | 1,5 | 0,7 | 1,5 | 26,8 |
| Scandinavia | 229 | 65,5 | 3,5 | 3,1 | 0,9 | 1,7 | 2,6 | 2,6 | 20,1 |
| Asia | 38 | 71,1 | 5,3 | 2,6 | 0,0 | 0,0 | 2,6 | 0,0 | 18,4 |
| Other | 149 | 55,0 | 8,1 | 5,4 | 2,7 | 2,7 | 2,7 | 2,0 | 21,5 |

*Significant difference between groups according to Chi-square test (p<0,05).

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q.113. Where do you think Iceland's strengths in the tourist industry are? - First mentioned

| | Number of answers | Nature/ Landscape | People/ Hospitality | Entertainment/ Distractions | Organisation/ Professionalism | Uniqueness/ Exotic/ Different | Services on Tours/ Tour Guides | Service/ Quality | Other |
|------------------------------------|-------------------|-------------------|---------------------|-----------------------------|-------------------------------|-------------------------------|--------------------------------|------------------|-------------|
| | Count | % | % | % | % | % | % | % | % |
| Total | 1727 | 50,5 | 9,4 | 5,3 | 3,9 | 3,1 | 2,8 | 2,0 | 23,0 |
| Nationality* | | | | | | | | | |
| British | 539 | 44,3 | 12,2 | 6,9 | 5,0 | 6,5 | 3,0 | 1,7 | 20,4 |
| American | 311 | 40,8 | 13,8 | 6,1 | 2,9 | 1,6 | 3,9 | 2,6 | 28,3 |
| Canadian | 146 | 43,8 | 11,6 | 6,8 | 4,8 | 2,7 | 3,4 | 0,7 | 26,0 |
| Danish | 92 | 73,9 | 4,3 | 0,0 | 1,1 | 0,0 | 2,2 | 4,3 | 14,1 |
| Norwegian | 70 | 57,1 | 4,3 | 2,9 | 0,0 | 1,4 | 2,9 | 2,9 | 28,6 |
| French | 72 | 48,6 | 1,4 | 1,4 | 5,6 | 1,4 | 0,0 | 0,0 | 41,7 |
| German | 71 | 60,6 | 2,8 | 2,8 | 5,6 | 0,0 | 0,0 | 2,8 | 25,4 |
| Swedish | 41 | 61,0 | 0,0 | 9,8 | 2,4 | 2,4 | 2,4 | 0,0 | 22,0 |
| Dutch | 33 | 69,7 | 6,1 | 3,0 | 0,0 | 6,1 | 3,0 | 0,0 | 12,1 |
| Irish | 36 | 47,2 | 16,7 | 5,6 | 2,8 | 0,0 | 2,8 | 0,0 | 25,0 |
| Australian | 36 | 58,3 | 8,3 | 5,6 | 5,6 | 0,0 | 5,6 | 8,3 | 8,3 |
| Chinese | 22 | 72,7 | 0,0 | 0,0 | 0,0 | 0,0 | 4,5 | 0,0 | 22,7 |
| Italian | 28 | 57,1 | 0,0 | 3,6 | 3,6 | 0,0 | 3,6 | 3,6 | 28,6 |
| Swiss | 28 | 57,1 | 7,1 | 3,6 | 3,6 | 0,0 | 0,0 | 0,0 | 28,6 |
| Other | 202 | 60,4 | 6,9 | 4,5 | 4,5 | 2,5 | 2,0 | 2,0 | 17,3 |
| Type of trip* | | | | | | | | | |
| Package tour | 461 | 49,2 | 11,5 | 4,1 | 4,6 | 4,1 | 2,4 | 1,7 | 22,3 |
| Individually-arranged tour | 1215 | 50,9 | 8,8 | 5,7 | 3,8 | 2,7 | 3,0 | 2,0 | 23,0 |
| Business-arranged tour | 54 | 61,1 | 3,7 | 5,6 | 1,9 | 1,9 | 1,9 | 1,9 | 22,2 |
| Purpose of visit* | | | | | | | | | |
| Vacation/holiday | 1543 | 49,5 | 9,8 | 5,5 | 4,0 | 3,2 | 3,0 | 2,0 | 22,9 |
| Conference/large meeting | 46 | 71,7 | 2,2 | 0,0 | 4,3 | 0,0 | 0,0 | 2,2 | 19,6 |
| Business/small meeting | 35 | 60,0 | 5,7 | 2,9 | 0,0 | 5,7 | 0,0 | 0,0 | 25,7 |
| Education and training | 58 | 60,3 | 12,1 | 3,4 | 3,4 | 0,0 | 1,7 | 0,0 | 19,0 |
| Visiting friends/relatives | 138 | 59,4 | 5,8 | 1,4 | 2,2 | 2,9 | 0,7 | 2,9 | 24,6 |
| Business incentives package | 8 | 62,5 | 0,0 | 0,0 | 0,0 | 0,0 | 0,0 | 0,0 | 37,5 |
| Temporary employment in Iceland | 13 | 61,5 | 15,4 | 0,0 | 7,7 | 0,0 | 0,0 | 0,0 | 15,4 |
| Event in Iceland (leisure related) | 105 | 48,6 | 10,5 | 3,8 | 2,9 | 6,7 | 1,9 | 1,9 | 23,8 |
| Health/medical treatment | 7 | 42,9 | 0,0 | 14,3 | 0,0 | 0,0 | 0,0 | 0,0 | 42,9 |
| Other | 101 | 43,6 | 10,9 | 5,9 | 1,0 | 3,0 | 2,0 | 1,0 | 32,7 |

*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

*Significant difference between groups according to Chi-square test ($p < 0,05$).

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q. 113. Where do you think Iceland's strengths in the tourist industry are? - All mentioned that applied

| | Count | % | % | | Count | % | % |
|--|-------------|-------------|-----------|------------------------|-------------|-------------|-----------|
| | respondents | respondents | responses | | respondents | respondents | responses |
| Nature/Landscape | 1082 | 62,7 | 27,0 | Adventure | 9 | 0,5 | 0,2 |
| People/Hospitality | 538 | 31,2 | 13,4 | Vastness | 9 | 0,5 | 0,2 |
| Entertainment/Distractions | 305 | 17,7 | 7,6 | Nightlife | 5 | 0,3 | 0,1 |
| Museums/Exhibitions | 159 | 9,2 | 4,0 | Water | 5 | 0,3 | 0,1 |
| Food/Restaurants | 134 | 7,8 | 3,3 | Bright nights/Daylight | 4 | 0,2 | 0,1 |
| Service/Quality | 125 | 7,2 | 3,1 | Hiking/Foot-paths | 4 | 0,2 | 0,1 |
| Services on Tours/Tour Guides | 121 | 7,0 | 3,0 | Other | 384 | 22,2 | 9,6 |
| Uniqueness/Exotic/Different | 111 | 6,4 | 2,8 | Number of responses | 4005 | 182,8 | 100,0 |
| Organisation/Professionalism | 102 | 5,9 | 2,5 | Number of respondents | 1727 | 73,9 | |
| Accessibility/Simplicity/Infrastructure | 100 | 5,8 | 2,5 | Did not answer | 609 | 26,1 | |
| Swimming pools/Natural geothermal pools/Spas | 90 | 5,2 | 2,2 | Total | 2336 | 100 | |
| English-skills/Other languages | 88 | 5,1 | 2,2 | | | | |
| Public transportation | 81 | 4,7 | 2,0 | | | | |
| Information/Signs/Information centers | 68 | 3,9 | 1,7 | | | | |
| Clean air/Purity of the land | 59 | 3,4 | 1,5 | | | | |
| Closeness of Iceland | 53 | 3,1 | 1,3 | | | | |
| Prices/Cost | 46 | 2,7 | 1,1 | | | | |
| Accomodatioin | 44 | 2,5 | 1,1 | | | | |
| Pure/unspoilt nature | 37 | 2,1 | 0,9 | | | | |
| Reykjavik | 33 | 1,9 | 0,8 | | | | |
| Safety/Security | 32 | 1,9 | 0,8 | | | | |
| Not to many tourists/Remote/Not touristy | 27 | 1,6 | 0,7 | | | | |
| Relaxed/Stillness/Peace and quiet | 27 | 1,6 | 0,7 | | | | |
| Iceland in itself | 19 | 1,1 | 0,5 | | | | |
| Hot springs/Geothermal heat | 19 | 1,1 | 0,5 | | | | |
| Airline | 18 | 1,0 | 0,4 | | | | |
| Wildlife/Flora | 16 | 0,9 | 0,4 | | | | |
| Marketing/Publicity | 16 | 0,9 | 0,4 | | | | |
| Weather | 15 | 0,9 | 0,4 | | | | |
| Horses/Horse-riding | 11 | 0,6 | 0,3 | | | | |
| Stores/Merhcandise/Fashion | 9 | 0,5 | 0,2 | | | | |
| Adventure | 9 | 1 | 0 | | | | |

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



Q. 113. Where do you think Iceland's strengths in the tourist industry are? - All mentioned that applied

| | Count | Nature/ Landscape | People/ Hospitality | Entertainment/ Distractions | Museums/ Exhibitions | Food/ Restaurants | Service/ Quality | Services on Tours/ Tour Guides | Other |
|--|-------------|----------------------|------------------------|--------------------------------|-------------------------|----------------------|---------------------|--------------------------------------|-------------|
| | | % | % | % | % | % | % | % | % |
| Allir | 1727 | | | | | | | | |
| Gender | | | | | | | | | |
| Male | 721 | 64,9 | 31,8 | 14,8 | 11,0 | 7,8 | 7,1 | 5,4 | 63,1 |
| Female | 994 | 61,3 | 30,5 | 19,3 | 8,0 | 7,5 | 7,2 | 8,2 | 67,5 |
| Age | | | | | | | | | |
| 24 years and younger | 194 | 61,9 | 21,1 | 24,7 | 9,3 | 9,8 | 9,3 | 10,3 | 63,9 |
| 25-34 years | 535 | 61,1 | 29,0 | 18,7 | 9,5 | 7,9 | 8,2 | 8,0 | 69,3 |
| 35-44 years | 329 | 63,5 | 33,7 | 17,0 | 10,0 | 6,7 | 6,4 | 7,0 | 64,4 |
| 45-54 years | 281 | 64,4 | 31,7 | 15,3 | 8,5 | 6,8 | 8,2 | 5,3 | 61,9 |
| 55 years and older | 376 | 62,8 | 36,4 | 14,9 | 8,2 | 8,0 | 5,1 | 5,3 | 65,4 |
| What is your profession? | | | | | | | | | |
| Managerial | 246 | 61,8 | 35,8 | 17,1 | 8,9 | 10,2 | 6,1 | 6,5 | 68,3 |
| Professionals (dr./lawyer/account. etc.) | 337 | 64,7 | 35,6 | 14,8 | 8,3 | 8,6 | 7,4 | 4,7 | 64,1 |
| Other professionals | 256 | 62,1 | 33,6 | 20,7 | 10,5 | 6,3 | 7,4 | 7,4 | 69,1 |
| Teacher/Medical care | 194 | 59,3 | 28,9 | 17,5 | 8,2 | 7,7 | 8,2 | 9,8 | 65,5 |
| Clerical/Service | 112 | 60,7 | 24,1 | 24,1 | 5,4 | 5,4 | 8,9 | 9,8 | 64,3 |
| Vocational/Technical | 51 | 66,7 | 25,5 | 9,8 | 15,7 | 3,9 | 11,8 | 9,8 | 58,8 |
| Unskilled | 12 | 58,3 | 33,3 | 16,7 | 0,0 | 8,3 | 25,0 | 16,7 | 58,3 |
| Student | 183 | 65,0 | 16,9 | 17,5 | 11,5 | 8,2 | 6,0 | 7,7 | 66,7 |
| Retired/Homemaker | 150 | 65,3 | 31,3 | 18,0 | 8,7 | 7,3 | 4,7 | 4,0 | 67,3 |
| Other | 170 | 60,0 | 35,9 | 17,1 | 10,0 | 7,1 | 6,5 | 5,3 | 61,8 |
| Household income | | | | | | | | | |
| High | 753 | 65,1 | 32,1 | 16,7 | 9,3 | 8,5 | 7,6 | 5,0 | 64,9 |
| Average | 671 | 61,4 | 33,2 | 17,1 | 8,9 | 7,3 | 6,9 | 8,3 | 63,6 |
| Low | 246 | 60,2 | 24,4 | 21,5 | 11,4 | 6,5 | 7,7 | 8,9 | 71,5 |
| Market area | | | | | | | | | |
| Britain | 583 | 60,0 | 40,5 | 19,7 | 7,7 | 6,5 | 8,4 | 8,7 | 62,3 |
| North America | 459 | 54,0 | 35,3 | 18,7 | 9,4 | 7,8 | 7,4 | 7,8 | 71,7 |
| Central/Southern Europe | 269 | 66,2 | 21,2 | 14,5 | 5,2 | 4,5 | 5,9 | 4,8 | 69,5 |
| Scandinavia | 229 | 76,4 | 14,4 | 13,5 | 15,7 | 12,2 | 7,4 | 4,8 | 53,7 |
| Asia | 38 | 81,6 | 23,7 | 7,9 | 13,2 | 13,2 | 0,0 | 5,3 | 68,4 |

When respondents can choose more than one answer, significance between groups is not calculated.

ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY



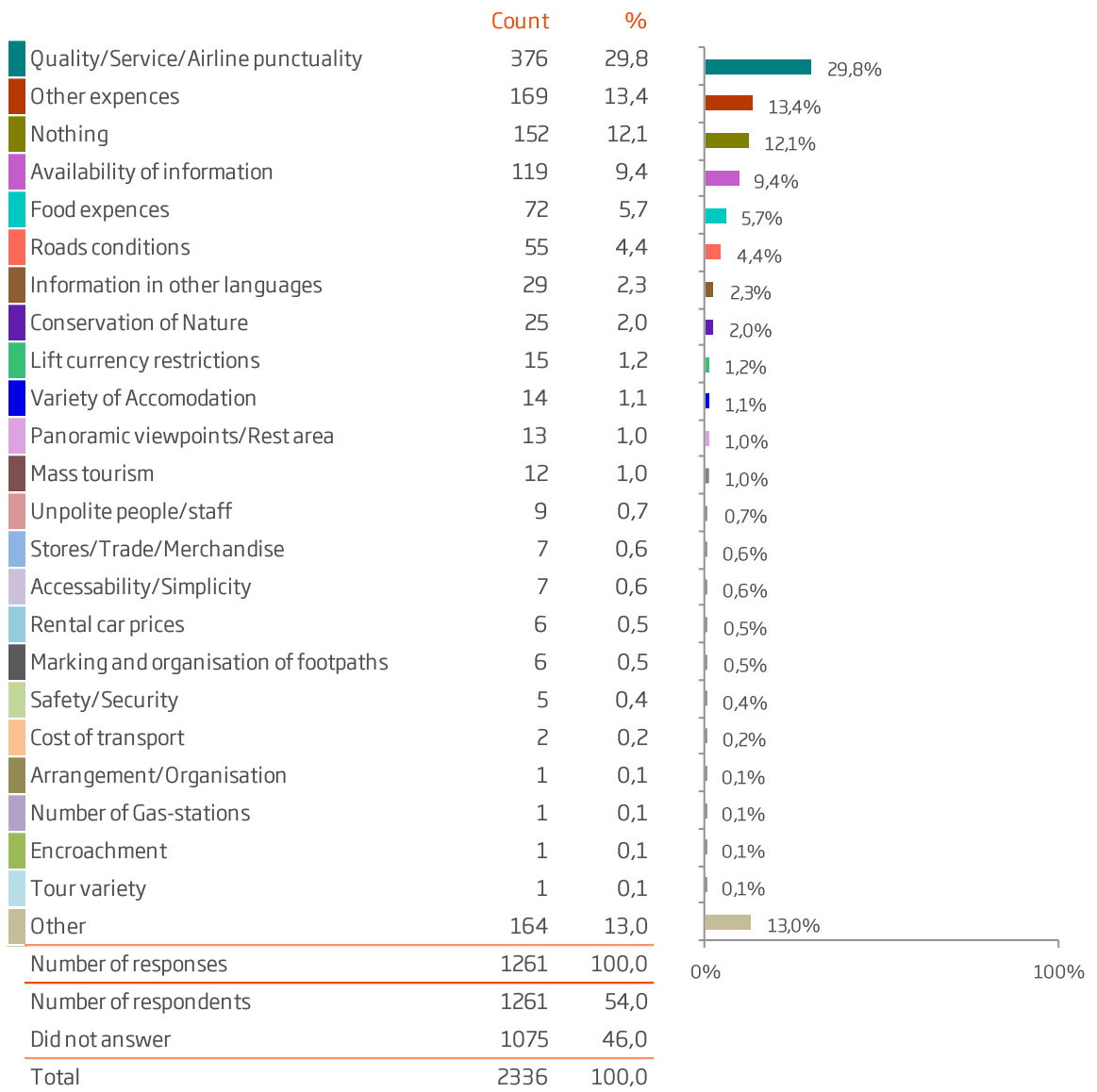
Q. 113. Where do you think Iceland's strengths in the tourist industry are? - All mentioned that applied

| | Count | Nature/ Landscape | People/ Hospitality | Entertainment/ Distractions | Museums/ Exhibitions | Food/ Restaurants | Service/ Quality | Services on Tours/ Tour Guides | Other |
|------------------------------------|-------------|----------------------|------------------------|--------------------------------|-------------------------|----------------------|---------------------|--------------------------------------|-------------|
| | | % | % | % | % | % | % | % | % |
| Allir | 1727 | | | | | | | | |
| Nationality | | | | | | | | | |
| British | 539 | 58,3 | 41,0 | 19,5 | 7,8 | 6,3 | 8,3 | 8,3 | 64,0 |
| American | 311 | 55,3 | 36,7 | 21,2 | 8,0 | 9,3 | 8,0 | 7,1 | 70,1 |
| Canadian | 146 | 54,1 | 33,6 | 15,8 | 12,3 | 6,8 | 6,8 | 9,6 | 70,5 |
| Danish | 92 | 83,7 | 18,5 | 8,7 | 10,9 | 9,8 | 8,7 | 4,3 | 47,8 |
| Norwegian | 70 | 68,6 | 11,4 | 14,3 | 15,7 | 11,4 | 10,0 | 5,7 | 62,9 |
| French | 72 | 62,5 | 16,7 | 12,5 | 6,9 | 4,2 | 5,6 | 5,6 | 77,8 |
| German | 71 | 67,6 | 22,5 | 14,1 | 7,0 | 1,4 | 5,6 | 2,8 | 64,8 |
| Swedish | 41 | 73,2 | 9,8 | 17,1 | 19,5 | 17,1 | 0,0 | 2,4 | 48,8 |
| Dutch | 33 | 75,8 | 39,4 | 21,2 | 3,0 | 3,0 | 3,0 | 9,1 | 39,4 |
| Irish | 36 | 69,4 | 38,9 | 25,0 | 13,9 | 8,3 | 0,0 | 5,6 | 83,3 |
| Australian | 36 | 69,4 | 33,3 | 25,0 | 8,3 | 11,1 | 11,1 | 13,9 | 52,8 |
| Chinese | 22 | 77,3 | 22,7 | 0,0 | 9,1 | 18,2 | 4,5 | 9,1 | 72,7 |
| Italian | 28 | 60,7 | 3,6 | 17,9 | 7,1 | 0,0 | 7,1 | 3,6 | 67,9 |
| Swiss | 28 | 60,7 | 28,6 | 17,9 | 7,1 | 7,1 | 3,6 | 0,0 | 78,6 |
| Other | 202 | 70,8 | 21,8 | 15,8 | 9,9 | 9,4 | 6,4 | 5,9 | 68,3 |
| Type of trip | | | | | | | | | |
| Package tour | 461 | 61,6 | 36,9 | 17,8 | 9,8 | 6,7 | 6,3 | 8,2 | 63,8 |
| Individually-arranged tour | 1215 | 62,8 | 29,5 | 17,8 | 8,6 | 7,9 | 7,6 | 6,7 | 66,5 |
| Business-arranged tour | 54 | 74,1 | 13,0 | 14,8 | 7,4 | 16,7 | 7,4 | 5,6 | 61,1 |
| Purpose of visit | | | | | | | | | |
| Vacation/holiday | 1543 | 61,2 | 32,2 | 18,5 | 8,8 | 7,6 | 7,2 | 7,4 | 65,5 |
| Conference/large meeting | 46 | 84,8 | 17,4 | 4,3 | 15,2 | 13,0 | 6,5 | 0,0 | 58,7 |
| Business/small meeting | 35 | 71,4 | 22,9 | 11,4 | 5,7 | 8,6 | 14,3 | 0,0 | 65,7 |
| Education and training | 58 | 75,9 | 22,4 | 6,9 | 22,4 | 5,2 | 3,4 | 8,6 | 69,0 |
| Visiting friends/relatives | 138 | 68,1 | 21,0 | 16,7 | 14,5 | 6,5 | 10,1 | 2,9 | 62,3 |
| Business incentives package | 8 | 87,5 | 12,5 | 12,5 | 25,0 | 0,0 | 0,0 | 0,0 | 50,0 |
| Temporary employment in Iceland | 13 | 76,9 | 38,5 | 7,7 | 0,0 | 0,0 | 0,0 | 0,0 | 46,2 |
| Event in Iceland (leisure related) | 105 | 65,7 | 36,2 | 15,2 | 21,0 | 13,3 | 7,6 | 7,6 | 63,8 |
| Health/medical treatment | 7 | 71,4 | 0,0 | 28,6 | 28,6 | 0,0 | 14,3 | 0,0 | 71,4 |
| Other | 101 | 62,4 | 31,7 | 19,8 | 9,9 | 9,9 | 6,9 | 7,9 | 64,4 |

When respondents can choose more than one answer, significance between groups is not calculated.



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - First mentioned





Q. 114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - First mentioned

| | Number of answers | Quality/ Service/ Airline punctuality | Other expences | Nothing | Availability of information | Food expences | Roads conditions | Information in other languages | Other |
|--|-------------------|---------------------------------------|----------------|-------------|-----------------------------|---------------|------------------|--------------------------------|-------------|
| | Count | % | % | % | % | % | % | % | % |
| Total | 1261 | 29,8 | 13,4 | 12,1 | 9,4 | 5,7 | 4,4 | 2,3 | 22,9 |
| Gender | | | | | | | | | |
| Male | 503 | 29,0 | 12,9 | 10,9 | 9,7 | 6,4 | 4,2 | 1,8 | 25,0 |
| Female | 747 | 30,4 | 13,7 | 13,0 | 9,1 | 5,4 | 4,6 | 2,5 | 21,4 |
| Age | | | | | | | | | |
| 24 years and younger | 142 | 30,3 | 14,8 | 12,7 | 6,3 | 4,2 | 6,3 | 1,4 | 23,9 |
| 25-34 years | 400 | 29,8 | 13,5 | 11,3 | 11,5 | 6,5 | 3,3 | 3,0 | 21,3 |
| 35-44 years | 224 | 30,4 | 15,6 | 12,1 | 7,6 | 4,9 | 3,1 | 2,2 | 24,1 |
| 45-54 years | 193 | 29,0 | 12,4 | 17,1 | 7,8 | 4,1 | 5,7 | 1,6 | 22,3 |
| 55 years and older | 289 | 29,8 | 11,4 | 9,3 | 11,1 | 7,3 | 5,2 | 2,4 | 23,5 |
| What is your profession? | | | | | | | | | |
| Managerial | 194 | 26,3 | 14,4 | 15,5 | 9,3 | 5,2 | 2,1 | 1,0 | 26,3 |
| Professionals (dr./lawyer/account. etc.) | 238 | 34,5 | 9,7 | 12,6 | 8,0 | 8,0 | 2,1 | 2,1 | 23,1 |
| Other professionals | 187 | 33,7 | 11,8 | 12,3 | 9,6 | 5,9 | 3,2 | 2,1 | 21,4 |
| Teacher/Medical care | 143 | 32,2 | 15,4 | 11,2 | 9,1 | 2,8 | 5,6 | 2,8 | 21,0 |
| Clerical/Service | 84 | 25,0 | 17,9 | 10,7 | 11,9 | 7,1 | 4,8 | 2,4 | 20,2 |
| Vocational/Technical | 31 | 22,6 | 25,8 | 9,7 | 12,9 | 12,9 | 3,2 | 0,0 | 12,9 |
| Unskilled | 7 | 42,9 | 14,3 | 0,0 | 0,0 | 0,0 | 14,3 | 0,0 | 28,6 |
| Student | 129 | 28,7 | 15,5 | 13,2 | 5,4 | 3,1 | 6,2 | 3,1 | 24,8 |
| Retired/Homemaker | 115 | 29,6 | 12,2 | 7,0 | 15,7 | 3,5 | 7,8 | 3,5 | 20,9 |
| Other | 123 | 26,0 | 12,2 | 12,2 | 8,9 | 7,3 | 6,5 | 3,3 | 23,6 |
| Household income | | | | | | | | | |
| High | 550 | 29,1 | 14,2 | 13,8 | 10,0 | 5,6 | 3,5 | 2,5 | 21,3 |
| Average | 492 | 28,9 | 12,6 | 11,0 | 10,2 | 6,5 | 5,5 | 1,6 | 23,8 |
| Low | 182 | 36,3 | 13,2 | 9,9 | 6,6 | 3,8 | 4,4 | 2,7 | 23,1 |
| Market area* | | | | | | | | | |
| Britain | 435 | 28,3 | 12,4 | 15,6 | 8,7 | 7,6 | 4,8 | 1,1 | 21,4 |
| North America | 355 | 29,3 | 12,7 | 12,7 | 11,0 | 4,5 | 2,5 | 4,5 | 22,8 |
| Central/Southern Europe | 203 | 29,1 | 15,3 | 5,4 | 7,9 | 4,9 | 6,4 | 1,5 | 29,6 |
| Scandinavia | 117 | 32,5 | 9,4 | 12,0 | 11,1 | 4,3 | 4,3 | 0,9 | 25,6 |
| Asia | 37 | 45,9 | 18,9 | 5,4 | 2,7 | 5,4 | 2,7 | 0,0 | 18,9 |
| Other | 114 | 30,7 | 18,4 | 10,5 | 10,5 | 5,3 | 5,3 | 3,5 | 15,8 |

*Significant difference between groups according to Chi-square test (p<0,05).



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - First mentioned

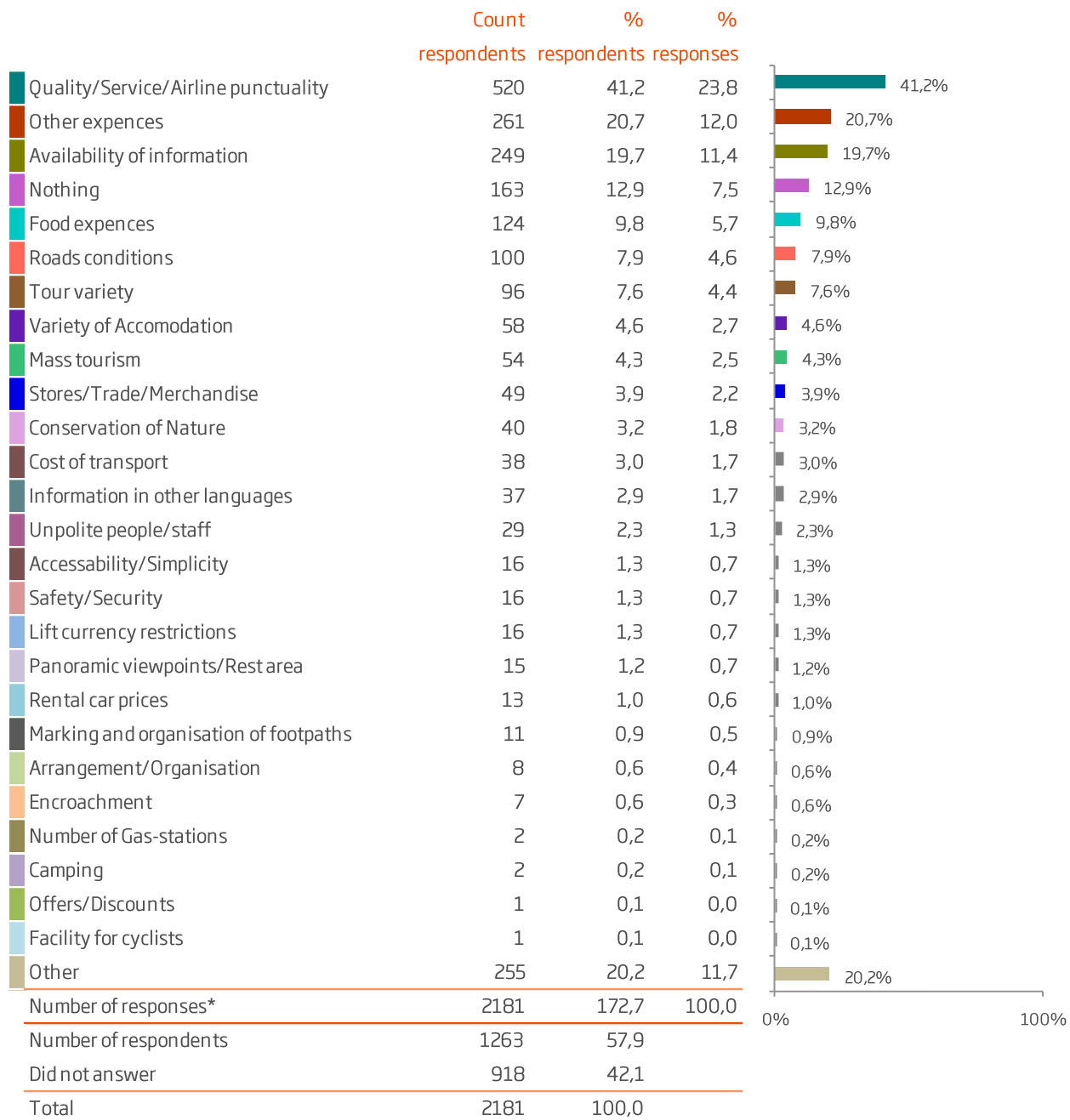
| | Number of answers | Quality/ Service/ Airline punctuality | Other expences | Nothing | Availability of information | Food expences | Roads conditions | Information in other languages | Other |
|------------------------------------|-------------------|---------------------------------------|----------------|-------------|-----------------------------|---------------|------------------|--------------------------------|-------------|
| | Count | % | % | % | % | % | % | % | % |
| Total | 1261 | 29,8 | 13,4 | 12,1 | 9,4 | 5,7 | 4,4 | 2,3 | 22,9 |
| Nationality* | | | | | | | | | |
| British | 405 | 28,9 | 12,8 | 15,6 | 8,9 | 8,1 | 4,7 | 1,0 | 20,0 |
| American | 240 | 30,4 | 12,9 | 15,0 | 10,0 | 3,8 | 2,5 | 5,4 | 20,0 |
| Canadian | 117 | 25,6 | 12,8 | 9,4 | 13,7 | 6,8 | 2,6 | 2,6 | 26,5 |
| Danish | 50 | 26,0 | 12,0 | 12,0 | 10,0 | 6,0 | 8,0 | 2,0 | 24,0 |
| Norwegian | 32 | 40,6 | 3,1 | 18,8 | 9,4 | 0,0 | 3,1 | 0,0 | 25,0 |
| French | 56 | 17,9 | 17,9 | 3,6 | 10,7 | 10,7 | 14,3 | 1,8 | 23,2 |
| German | 43 | 32,6 | 16,3 | 9,3 | 2,3 | 0,0 | 0,0 | 2,3 | 37,2 |
| Swedish | 15 | 33,3 | 20,0 | 0,0 | 13,3 | 0,0 | 0,0 | 6,7 | 26,7 |
| Dutch | 29 | 37,9 | 13,8 | 3,4 | 6,9 | 3,4 | 3,4 | 3,4 | 27,6 |
| Irish | 30 | 23,3 | 23,3 | 10,0 | 16,7 | 3,3 | 6,7 | 0,0 | 16,7 |
| Australian | 24 | 33,3 | 12,5 | 16,7 | 12,5 | 0,0 | 0,0 | 8,3 | 16,7 |
| Chinese | 22 | 45,5 | 22,7 | 0,0 | 4,5 | 9,1 | 0,0 | 0,0 | 18,2 |
| Italian | 21 | 14,3 | 23,8 | 9,5 | 9,5 | 4,8 | 4,8 | 0,0 | 33,3 |
| Swiss | 21 | 47,6 | 9,5 | 4,8 | 0,0 | 0,0 | 9,5 | 0,0 | 28,6 |
| Other | 156 | 33,3 | 11,5 | 8,3 | 8,3 | 5,1 | 5,1 | 1,3 | 26,9 |
| Type of trip* | | | | | | | | | |
| Package tour | 333 | 28,5 | 14,7 | 14,1 | 8,4 | 6,9 | 3,9 | 1,8 | 21,6 |
| Individually-arranged tour | 894 | 29,5 | 13,6 | 11,0 | 10,0 | 5,5 | 4,3 | 2,5 | 23,7 |
| Business-arranged tour | 34 | 44,1 | 5,9 | 8,8 | 2,9 | 0,0 | 11,8 | 2,9 | 23,5 |
| Purpose of visit* | | | | | | | | | |
| Vacation/holiday | 1133 | 28,8 | 13,4 | 12,3 | 9,9 | 5,7 | 4,3 | 2,4 | 23,2 |
| Conference/large meeting | 29 | 31,0 | 13,8 | 6,9 | 3,4 | 6,9 | 10,3 | 0,0 | 27,6 |
| Business/small meeting | 26 | 38,5 | 15,4 | 7,7 | 7,7 | 3,8 | 3,8 | 0,0 | 23,1 |
| Education and training | 46 | 23,9 | 13,0 | 19,6 | 0,0 | 6,5 | 8,7 | 2,2 | 26,1 |
| Visiting friends/relatives | 92 | 34,8 | 13,0 | 8,7 | 5,4 | 3,3 | 3,3 | 6,5 | 25,0 |
| Business incentives package | 5 | 40,0 | 0,0 | 20,0 | 0,0 | 0,0 | 20,0 | 0,0 | 20,0 |
| Temporary employment in Iceland | 9 | 33,3 | 0,0 | 0,0 | 33,3 | 11,1 | 0,0 | 0,0 | 22,2 |
| Event in Iceland (leisure related) | 72 | 36,1 | 16,7 | 9,7 | 6,9 | 8,3 | 2,8 | 2,8 | 16,7 |
| Health/medical treatment | <5 | | | | | | | | |
| Other | 79 | 22,8 | 13,9 | 15,2 | 13,9 | 7,6 | 1,3 | 3,8 | 21,5 |

*In this background variable respondents can choose more than one answer, therefore significance between groups is not calculated

*Significant difference between groups according to Chi-square test ($p < 0,05$).



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned that applied



*There are more responses than respondents as it was possible to select more than one answer.



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned that applied

| | Number of answers | Quality/Service/Airline punctuality | Other expences | Availability of information | Nothing | Food expences | Roads conditions | Tour variety | Other |
|--|-------------------|-------------------------------------|----------------|-----------------------------|-------------|---------------|------------------|--------------|-------------|
| | Count | % | % | % | % | % | % | % | % |
| Total | 1263 | | | | | | | | |
| Gender | | | | | | | | | |
| Male | 504 | 40,5 | 20,2 | 21,0 | 11,5 | 9,9 | 7,9 | 7,9 | 44,0 |
| Female | 748 | 41,6 | 20,9 | 18,6 | 14,0 | 9,9 | 8,0 | 7,4 | 44,0 |
| Age | | | | | | | | | |
| 24 years and younger | 142 | 45,1 | 19,7 | 15,5 | 12,7 | 11,3 | 10,6 | 7,7 | 45,1 |
| 25-34 years | 400 | 41,8 | 20,3 | 21,3 | 11,8 | 11,3 | 6,8 | 10,0 | 43,0 |
| 35-44 years | 224 | 39,7 | 22,8 | 21,4 | 13,8 | 8,9 | 5,4 | 5,8 | 42,4 |
| 45-54 years | 195 | 39,0 | 20,0 | 15,4 | 17,9 | 8,2 | 8,2 | 5,1 | 41,0 |
| 55 years and older | 289 | 41,5 | 20,1 | 21,8 | 10,4 | 9,3 | 10,0 | 7,3 | 47,8 |
| What is your profession? | | | | | | | | | |
| Managerial | 194 | 34,5 | 22,7 | 23,7 | 15,5 | 8,2 | 5,2 | 7,7 | 44,3 |
| Professionals (dr./lawyer/account. etc.) | 240 | 45,4 | 16,3 | 17,1 | 14,2 | 13,3 | 5,8 | 7,1 | 46,3 |
| Other professionals | 187 | 41,7 | 18,2 | 19,8 | 13,9 | 7,0 | 5,9 | 4,8 | 44,4 |
| Teacher/Medical care | 143 | 48,3 | 23,1 | 16,1 | 11,2 | 8,4 | 9,1 | 5,6 | 41,3 |
| Clerical/Service | 84 | 34,5 | 27,4 | 22,6 | 11,9 | 15,5 | 7,1 | 10,7 | 40,5 |
| Vocational/Technical | 31 | 35,5 | 29,0 | 22,6 | 12,9 | 19,4 | 6,5 | 6,5 | 22,6 |
| Unskilled | 7 | 71,4 | 14,3 | 0,0 | 0,0 | 0,0 | 14,3 | 0,0 | 71,4 |
| Student | 129 | 42,6 | 22,5 | 14,0 | 13,2 | 7,0 | 11,6 | 14,7 | 45,7 |
| Retired/Homemaker | 115 | 42,6 | 22,6 | 29,6 | 7,8 | 4,3 | 9,6 | 6,1 | 48,7 |
| Other | 123 | 35,8 | 17,9 | 18,7 | 13,0 | 13,0 | 12,2 | 8,1 | 42,3 |
| Household income | | | | | | | | | |
| High | 551 | 39,6 | 21,6 | 20,3 | 14,7 | 10,0 | 7,1 | 6,2 | 44,1 |
| Average | 493 | 41,0 | 21,1 | 20,3 | 12,2 | 11,0 | 8,5 | 7,5 | 42,4 |
| Low | 182 | 48,4 | 17,6 | 17,6 | 9,9 | 5,5 | 9,3 | 12,1 | 46,7 |
| Market area | | | | | | | | | |
| Britain | 435 | 39,5 | 20,0 | 18,4 | 16,6 | 10,8 | 7,6 | 3,9 | 39,1 |
| North America | 356 | 41,3 | 19,7 | 19,9 | 13,5 | 7,6 | 5,9 | 9,3 | 48,3 |
| Central/Southern Europe | 204 | 40,2 | 21,6 | 18,6 | 5,9 | 11,3 | 12,3 | 11,8 | 49,5 |
| Scandinavia | 117 | 41,0 | 18,8 | 23,9 | 12,8 | 9,4 | 8,5 | 10,3 | 42,7 |
| Asia | 37 | 51,4 | 29,7 | 18,9 | 5,4 | 8,1 | 5,4 | 5,4 | 48,6 |

When respondents can choose more than one answer, significance between groups is not calculated.



Q.114. In your opinion, what three factors should be improved by the Icelandic Tourist Industry? - All mentioned that applied

| | Number of answers | Quality/ Service/ Airline punctuality | Other expences | Availability of information | Nothing | Food expences | Roads conditions | Tour variety | Other |
|------------------------------------|-------------------|---------------------------------------|----------------|-----------------------------|-------------|---------------|------------------|--------------|-------------|
| | Count | % | % | % | % | % | % | % | % |
| Total | 1263 | | | | | | | | |
| Nationality | | | | | | | | | |
| British | 405 | 40,2 | 20,7 | 18,3 | 16,5 | 11,4 | 7,4 | 4,2 | 38,3 |
| American | 240 | 42,5 | 19,2 | 18,8 | 15,8 | 7,5 | 5,0 | 10,0 | 49,6 |
| Canadian | 118 | 38,1 | 20,3 | 22,9 | 10,2 | 9,3 | 6,8 | 5,9 | 45,8 |
| Danish | 50 | 42,0 | 22,0 | 20,0 | 12,0 | 16,0 | 12,0 | 10,0 | 44,0 |
| Norwegian | 32 | 40,6 | 3,1 | 21,9 | 21,9 | 3,1 | 6,3 | 15,6 | 34,4 |
| French | 56 | 28,6 | 25,0 | 19,6 | 3,6 | 17,9 | 21,4 | 8,9 | 37,5 |
| German | 43 | 37,2 | 23,3 | 9,3 | 9,3 | 14,0 | 2,3 | 11,6 | 58,1 |
| Swedish | 15 | 46,7 | 26,7 | 33,3 | 0,0 | 0,0 | 6,7 | 13,3 | 53,3 |
| Dutch | 29 | 44,8 | 20,7 | 24,1 | 6,9 | 10,3 | 3,4 | 6,9 | 55,2 |
| Irish | 30 | 30,0 | 30,0 | 26,7 | 13,3 | 10,0 | 10,0 | 10,0 | 40,0 |
| Australian | 24 | 50,0 | 12,5 | 29,2 | 16,7 | 4,2 | 0,0 | 4,2 | 37,5 |
| Chinese | 22 | 54,5 | 36,4 | 22,7 | 0,0 | 9,1 | 4,5 | 13,6 | 59,1 |
| Italian | 21 | 33,3 | 28,6 | 19,0 | 9,5 | 4,8 | 19,0 | 9,5 | 42,9 |
| Swiss | 22 | 59,1 | 18,2 | 18,2 | 4,5 | 0,0 | 13,6 | 22,7 | 59,1 |
| Other | 156 | 45,5 | 19,9 | 19,9 | 9,0 | 9,0 | 10,3 | 6,4 | 44,9 |
| Type of trip | | | | | | | | | |
| Package tour | 333 | 41,1 | 22,5 | 19,2 | 14,4 | 9,0 | 7,5 | 7,2 | 41,7 |
| Individually-arranged tour | 895 | 40,6 | 20,3 | 19,9 | 12,0 | 10,4 | 7,9 | 7,5 | 45,1 |
| Business-arranged tour | 35 | 54,3 | 14,3 | 17,1 | 11,4 | 2,9 | 17,1 | 8,6 | 42,9 |
| Purpose of visit | | | | | | | | | |
| Vacation/holiday | 1134 | 40,3 | 20,5 | 19,8 | 13,1 | 10,0 | 7,9 | 7,0 | 44,3 |
| Conference/large meeting | 29 | 44,8 | 20,7 | 24,1 | 13,8 | 6,9 | 13,8 | 17,2 | 44,8 |
| Business/small meeting | 27 | 51,9 | 25,9 | 22,2 | 7,4 | 7,4 | 3,7 | 7,4 | 40,7 |
| Education and training | 46 | 47,8 | 23,9 | 10,9 | 19,6 | 10,9 | 13,0 | 4,3 | 41,3 |
| Visiting friends/relatives | 92 | 45,7 | 17,4 | 17,4 | 8,7 | 10,9 | 8,7 | 15,2 | 51,1 |
| Business incentives package | 5 | 60,0 | 0,0 | 0,0 | 20,0 | 0,0 | 40,0 | 0,0 | 40,0 |
| Temporary employment in Iceland | 9 | 55,6 | 22,2 | 33,3 | 0,0 | 22,2 | 0,0 | 11,1 | 44,4 |
| Event in Iceland (leisure related) | 72 | 45,8 | 25,0 | 13,9 | 9,7 | 9,7 | 5,6 | 11,1 | 38,9 |
| Health/medical treatment | <5 | | | | | | | | |
| Other | 80 | 31,3 | 21,3 | 25,0 | 16,3 | 8,8 | 3,8 | 12,5 | 42,5 |

When respondents can choose more than one answer, significance between groups is not calculated.