



International Visitors in Iceland

Visitor Survey Summer 2011

January 2012



Reproduction or dissemination of any information contained herein is granted only by contract or prior written permission from Market and Media Research Ltd (Markaðs- og miðlarannsóknir ehf).
Copyright ©2006 Markaðs- og miðlarannsóknir ehf.

| Page | Content |
|------|--|
| A4 | Field work |
| A5 | [BA02] Nationality |
| A6 | [BA03] Country of residence |
| A7 | [BA04] Age |
| A8 | Market area |
| A9 | [BA05] Gender |
| A10 | [BA06] Profession |
| A11 | [BA07] Level of total household income |
| A12 | [DE01] Have you seen or heard about Iceland as a travel destination through advertising or media coverage during the last three months? |
| A13 | [DE02] Where did you get the idea of coming to Iceland? |
| A14 | [DE03] How long was it since you first considered coming to Iceland |
| A15 | [DE04] How long before departure did you book |
| A16 | [DE05] Which of the following factors had a major impact on your decision to visit Iceland? |
| A17 | [DE06] From which of the following sources did you get information on Iceland when taking a decision on travelling to Iceland? |
| A18 | [DE07] Purpose of visit? |
| A19 | Transport type |
| B1 | [BE01] With whom are you travelling? |
| B2 | [BE02] Total length of your stay in Iceland |
| B3 | [BE03_1] Total length of your stay in Reykjavik and surrounding area? |
| B4 | [BE03_2] Total length of your stay in Reykjanes? |
| B5 | [BE03_3] Total length of your stay in the West? |
| B6 | [BE03_4] Total length of your stay in the Westfjords? |
| B7 | [BE03_5] Total length of your stay in the North? |
| B8 | [BE03_6] Total length of your stay in the East? |
| B9 | [BE03_7] Total length of your stay in the South? |
| B10 | [BE03_8] Total length of your stay in the Interior? |
| B11 | [BE04_1] How many nights did you stay... - in hotels/guesthouses? |
| B12 | [BE04_2] How many nights did you stay... - on farm holiday accommodation? |
| B13 | [BE04_3] How many nights did you stay... - in hostels/lodges in wilderness and similar? |
| B14 | [BE04_4] How many nights did you stay... - in summer cottages/guest residence and similar |
| B15 | [BE04_5] How many nights did you stay... - on camping/caravan sites? |
| B16 | [BE04_6] How many nights did you stay... - with friends/relatives (unpaid accommodation) |
| B17 | [BE04_7] How many nights did you stay... - in other types of accommodation |
| B18 | [BE05_r1] Rate the paid accommodation in Iceland - Accommodation cleanliness |
| B19 | [BE05_r2] Rate the paid accommodation in Iceland - Accommodation service |
| B20 | [BE05_r3] Rate the paid accommodation in Iceland - Accommodation overall |
| B21 | [BE06] How often did you eat at a restaurant (excluding fast food outlets)? |
| B22 | [BE07_r1] Rate restaurants in Iceland - The choice of restaurants |
| B23 | [BE07_r2] Rate restaurants in Iceland - The service at the restaurants |
| B24 | [BE07_r3] Rate restaurants in Iceland - Restaurants in general |
| B25 | [BE08] How often did you eat at a fast food outlet during your trip to Iceland? |
| B26 | [BE09_r1] Rate fast food outlets in Iceland - Choice of fast food outlets |
| B27 | [BE09_r2] Rate fast food outlets in Iceland - Service at the fast food outlets |
| B28 | [BE09_r3] Rate fast food outlets in Iceland - Fast food outlets in general |
| B29 | [BE10] What activities did you pay for during your trip to Iceland? |
| B30 | [BE11] How often did you undertake recreational activities connected with nature in Iceland? |
| B31 | [BE12_r1] Rate recreational activities connected with nature in Iceland - The variety of nature-based activities |
| B32 | [BE12_r2] Rate recreational activities connected with nature in Iceland - The service of the companies with nature-based activities |
| B33 | [BE12_r3] Rate recreational activities connected with nature in Iceland - Safety equipment and safety instructions of the company with nature-based activities |
| B34 | [BE12_r4] Rate recreational activities connected with nature in Iceland - Activities connected with nature in general |
| B35 | [BE13] How often did you undertake cultural activities in Iceland, e.g. museum, gallery, concert, theatre and other cultural activities, etc.? |
| B36 | [BE14_r1] Rate cultural activities in Iceland - The variety of cultural activities |
| B37 | [BE14_r2] Rate cultural activities in Iceland - The service of companies with culturally based activities |
| B38 | [BE14_r3] Rate cultural activities in Iceland - Cultural activities in general |
| B39 | [BE15] How often did you undertake health-related activities in Iceland, e.g. swimming, natural baths, spas / health treatment, etc.? |
| B40 | [BE16_r1] Rate health-related activities in Iceland - Variety of health-related activities |

| Page | Content |
|------|---|
| B41 | [BE16_r2] Rate health-related activities in Iceland - Service of companies with health-related activities |
| B42 | [BE16_r3] Rate health-related activities in Iceland - Health-related activities in general |
| B43 | [BE17] How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification? |
| B44 | [BE018] What means of transport did you use during your stay in Iceland? |
| B45 | [BE19_r1] Rate the road system in Iceland - Road conditions |
| B46 | [BE19_r2] Rate the road system in Iceland - Signposts – road names, road no. |
| B47 | [BE19_r3] Rate the road system in Iceland - Signposts – service signs, warning notices |
| B48 | [BE19_r4] Rate the road system in Iceland - Rest areas / viewpoints |
| B49 | [BE19_r5] Rate the road system in Iceland - The road system in general |
| B50 | [BE20] Did you visit any of the following sites/regions? |
| B51 | [BE20] Overview - Did you visit any of the following sites/regions? |
| B52 | [BE20d] Top 12 - Did you visit any of the following sites/regions? |
| B53 | [BE21_r1] Rate tourist sites in Iceland in general - Tourist information and signposts |
| B54 | [BE21_r2] Rate tourist sites in Iceland in general - Accessibility (paths, viewpoints and the like) |
| B55 | [BE21_r3] Rate tourist sites in Iceland in general - Sanitary facilities |
| B56 | [BE21_r4] Rate tourist sites in Iceland in general - Security factors (warning signs, hazard zones, definitions and the like) |
| B57 | [BE21_r5] Rate tourist sites in Iceland in general - Conduct of guests |
| B58 | [BE21_r6] Rate tourist sites in Iceland in general - General conditions of tourist sites |
| B59 | [BE22_r1] Rate provision of information on tourist services in Iceland - General tourist information (e.g. signposting and maps) |
| B60 | [BE22_r2] Rate provision of information on tourist services in Iceland - Provision of information at information centres |
| B61 | [BE22_r3] Rate provision of information on tourist services in Iceland - Printed material (travel brochures, guidebooks, maps, etc.) |
| B62 | [BE22_r4] Rate provision of information on tourist services in Iceland - The Internet |
| B63 | [BE22_r5] Rate provision of information on tourist services in Iceland - Information provided by tourist service companies |
| C1 | [EX01] Did you visit a country other than Iceland during your trip? |
| C2 | [EX02] Are you travelling on an organized (package) tour to Iceland or are you on an individually arranged trip? |
| C3 | [EX04] What was the cost of the air ticket / ferry ticket (round trip) per person? |
| C4 | [EX05] What was the price of the tour package per person? |
| C5 | [EX06] What was included in the tour package? |
| C6 | [EX07] How much, approximately, do you think you (and your family travelling with you) spent pr. person during your stay in Iceland? |
| C7 | [EX08_1] How much you (and your family) spent pr. person on the following - Lodging/accommodation |
| C8 | [EX08_2] How much you (and your family) spent pr. person on the following - Transport (bus / domestic ferry fares, domestic airfares, rental car, etc.) |
| C9 | [EX08_3] How much you (and your family) spent pr. person on the following - Other transport costs (e.g. fuel, maintenance) |
| C10 | [EX08_4] How much you (and your family) spent pr. person on the following - Restaurants/bar/cafes |
| C11 | [EX08_5] How much you (and your family) spent pr. person on the following - Groceries (e.g. food, beverages in supermarkets) |
| C12 | [EX08_6] How much you (and your family) spent pr. person on the following - Liquor shops |
| C13 | [EX08_7] How much you (and your family) spent pr. person on the following - Recreation/entertainment (e.g. admission fees, sightseeing, tours) |
| C14 | [EX08_8] How much you (and your family) spent pr. person on the following - Shopping (e.g. clothing, goods, souvenirs) |
| C15 | [EX08_9] How much you (and your family) spent pr. person on the following - Other |
| C16 | [EP01] How likely or unlikely are you to visit Iceland in the future? |
| C17 | [EP02] At what time of year is it likely that you will visit Iceland in the future? |
| C18 | [EP03] On the whole, did your recent trip meet your expectations to a greater or a lesser extent? |
| C19 | [EP04] Had you been to Iceland before your last visit? |
| C20 | [EP05] How many times had you visited Iceland before your last visit? |
| C21 | [EP06] What were the three most memorable experiences of your visit to Iceland? (open question) - First mentioned - top 10 |
| C22 | [EP06] What were the three most memorable experiences of your visit to Iceland? (open question) - All mentioned - top 10 |
| C23 | [EP06] What were the three most memorable experiences of your visit to Iceland? (open question) - Further analysis of responses |
| C24 | [EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question) - First mentioned - top 10 |
| C25 | [EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question) - All mentioned - top 10 |
| C26 | [EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question) - Further analysis of responses |
| C27 | [EP08] Where do you think Iceland's strengths in the tourist industry are? (open question) - First mentioned - top 10 |
| C28 | [EP08] Where do you think Iceland's strengths in the tourist industry are? (open question) - All mentioned - top 10 |

Description

| | |
|-------------------|---|
| Client | Ferðamálastofa - Icelandic Tourist Board |
| Field work period | 5th of July to 31st August 2011 |
| Methodology | Web survey (<i>e-mails and basic variables collected at Keflavik airport and Seyðisfjörður harbour</i>) |
| Sample | 5.020 foreign tourist |

Sample size and response

| | |
|-----------------------|-------|
| Original sample | 5.020 |
| Invalid e-mails | 475 |
| Final sample | 4.545 |
| Did not respond | 2.186 |
| Number of respondents | 2.359 |
| Response rate | 51,9% |

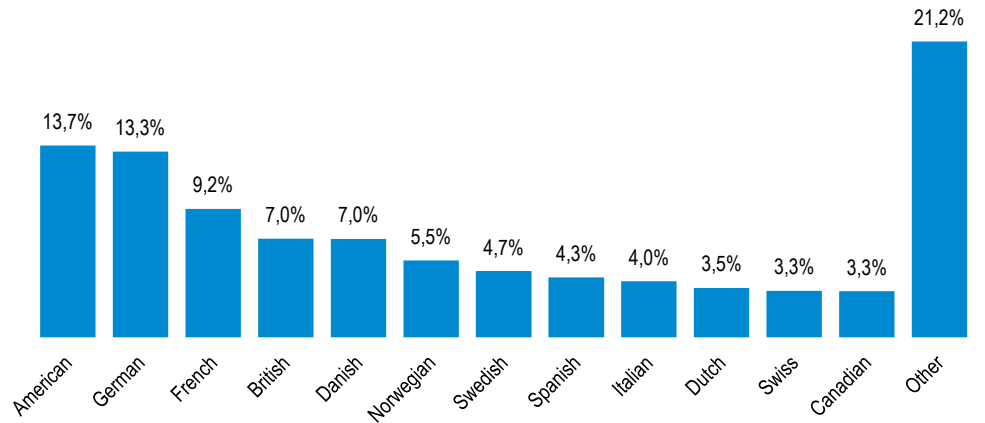
Cross variables

Gender
 Age
 Profession
 Household income
 Nationality
 Market area
 Type of trip
 Purpose of visit
 Transport type

Reykjavik 13th of January 2012
 MMR/Market and Media Research Ltd.
 Laugavegi 174
 105 Reykjavik
 Iceland
<http://www.mmr.is/>

[BA02] Nationality

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| American | 323 | 13,7% | 1,4% |
| German | 313 | 13,3% | 1,4% |
| French | 217 | 9,2% | 1,2% |
| British | 166 | 7,0% | 1,0% |
| Danish | 166 | 7,0% | 1,0% |
| Norwegian | 129 | 5,5% | 0,9% |
| Swedish | 111 | 4,7% | 0,9% |
| Spanish | 101 | 4,3% | 0,8% |
| Italian | 94 | 4,0% | 0,8% |
| Dutch | 83 | 3,5% | 0,7% |
| Swiss | 78 | 3,3% | 0,7% |
| Canadian | 78 | 3,3% | 0,7% |
| Other | 500 | 21,2% | 1,6% |
| Number of answers | 2359 | | |
| Responded | 2359 | 100,0% | |
| Did not respond** | 0 | 0,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

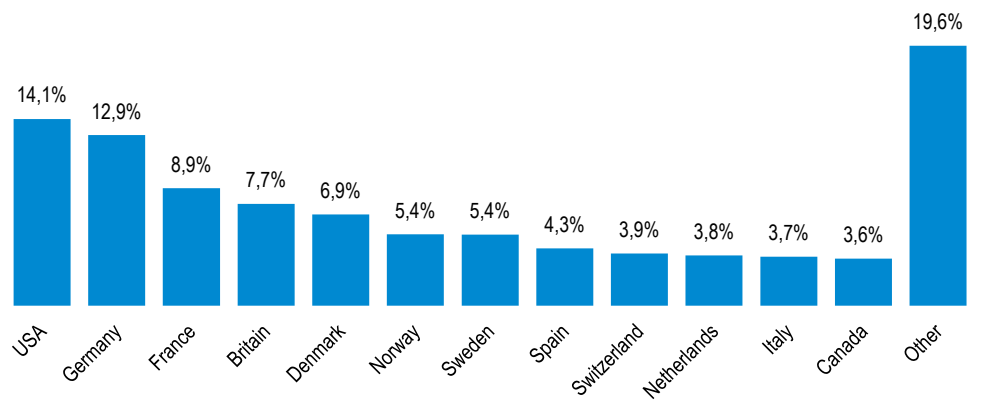


| | | American | German | French | British | Danish | Norwegian | Swedish | Spanish | Italian | Dutch | Swiss | Canadian | Other | Number of answers |
|------------------|----------------------------|----------|--------|--------|---------|--------|-----------|---------|---------|---------|-------|-------|----------|-------|-------------------|
| Total | Total | 13,7% | 13,3% | 9,2% | 7,0% | 7,0% | 5,5% | 4,7% | 4,3% | 4,0% | 3,5% | 3,3% | 3,3% | 21,2% | 2359 |
| Gender | Male | 14,3% | 12,7% | 9,5% | 6,9% | 6,2% | 6,3% | 4,3% | 4,3% | 4,3% | 3,9% | 3,8% | 2,8% | 20,9% | 1151 |
| | Female | 13,2% | 13,9% | 8,9% | 7,2% | 7,8% | 4,7% | 5,1% | 4,2% | 3,6% | 3,2% | 2,8% | 3,8% | 21,5% | 1207 |
| Age | 24 years and younger | 13,7% | 14,0% | 12,1% | 7,0% | 7,0% | 4,2% | 4,9% | 1,1% | 2,0% | 3,2% | 4,8% | 4,0% | 22,2% | 341 |
| | 25-34 years | 12,4% | 16,7% | 10,5% | 3,8% | 2,9% | 4,3% | 3,9% | 6,4% | 5,1% | 2,0% | 3,8% | 2,4% | 25,8% | 722 |
| | 35-44 years | 11,2% | 13,2% | 7,6% | 5,5% | 3,9% | 5,6% | 4,4% | 8,4% | 8,3% | 4,0% | 4,3% | 3,8% | 19,7% | 415 |
| | 45-54 years | 12,6% | 11,8% | 12,1% | 7,8% | 12,3% | 6,2% | 5,2% | 1,9% | 1,7% | 5,2% | 1,8% | 2,5% | 18,7% | 455 |
| | 55 years and older | 19,6% | 8,6% | 3,0% | 13,2% | 11,5% | 7,6% | 5,8% | 1,8% | 1,8% | 4,2% | 1,9% | 4,6% | 16,5% | 425 |
| Profession | Managerial | 9,2% | 11,0% | 24,1% | 6,7% | 8,5% | 4,8% | 3,0% | 0,4% | 2,6% | 3,2% | 1,9% | 1,1% | 23,6% | 295 |
| | Professional | 17,3% | 17,5% | 4,2% | 6,9% | 3,7% | 5,4% | 5,1% | 3,3% | 3,1% | 3,6% | 2,5% | 3,7% | 23,7% | 714 |
| | Specialized staff | 12,3% | 8,3% | 10,4% | 7,9% | 11,7% | 7,5% | 4,6% | 7,2% | 1,8% | 4,3% | 5,4% | 4,3% | 14,2% | 379 |
| | Clerical/Service | 4,0% | 6,3% | 8,8% | 4,9% | 10,1% | 8,0% | 1,5% | 22,3% | 16,1% | 1,2% | 1,7% | 0,3% | 14,8% | 162 |
| | Student | 14,5% | 15,2% | 10,2% | 5,7% | 5,5% | 3,5% | 5,5% | 1,7% | 2,9% | 3,3% | 3,7% | 3,5% | 24,8% | 374 |
| | Retired/Homemaker | 22,0% | 8,4% | 3,0% | 17,1% | 10,3% | 4,9% | 3,5% | | 2,7% | 4,1% | 3,5% | 4,0% | 16,5% | 157 |
| | Other | 11,7% | 15,5% | 7,0% | 2,5% | 5,9% | 5,2% | 7,0% | 2,5% | 6,4% | 4,1% | 5,0% | 4,2% | 22,8% | 249 |
| Household income | Low | 8,7% | 29,1% | 11,3% | 5,7% | 9,3% | 2,3% | 5,0% | | 5,3% | 1,8% | 7,4% | 2,3% | 11,8% | 111,5 |
| | Low average | 12,8% | 13,1% | 9,8% | 5,3% | 9,2% | 3,3% | 7,0% | 2,6% | 8,7% | 2,0% | 5,0% | 2,7% | 18,6% | 194 |
| | Average | 10,8% | 14,1% | 8,8% | 4,9% | 5,3% | 6,4% | 4,1% | 8,5% | 5,3% | 3,6% | 3,3% | 2,8% | 22,1% | 865 |
| | High average | 14,8% | 9,8% | 9,8% | 8,8% | 8,7% | 6,1% | 5,1% | 2,4% | 1,8% | 3,4% | 3,2% | 3,6% | 22,4% | 820 |
| | High | 25,8% | 4,4% | 6,0% | 12,8% | 7,1% | 5,6% | 4,9% | 0,6% | 1,2% | 6,6% | | 5,5% | 19,5% | 209 |
| Nationality | American | 100% | | | | | | | | | | | | | 323 |
| | German | | 100% | | | | | | | | | | | | 313 |
| | French | | | 100% | | | | | | | | | | | 217 |
| | Danish | | | | 100% | | | | | | | | | | 166 |
| | British | | | | | 100% | | | | | | | | | 166 |
| | Norwegian | | | | | | 100% | | | | | | | | 129 |
| | Swedish | | | | | | | 100% | | | | | | | 111 |
| | Spanish | | | | | | | | 100% | | | | | | 101 |
| | Italian | | | | | | | | | 100% | | | | | 94 |
| | Dutch | | | | | | | | | | 100% | | | | 83 |
| | Other | | | | | | | | | | | | 12,0% | 11,9% | 76,1% |
| Market area | Scandinavia | 0,9% | 0,6% | 0,3% | 0,2% | 34,0% | 26,1% | 23,0% | 0,3% | 0,2% | 0,3% | 0,3% | | 13,8% | 475 |
| | Britain | 4,3% | 1,0% | | 75,0% | | 0,6% | | | 1,7% | | | 0,8% | 16,7% | 203 |
| | Central/South-Europe | 0,8% | 29,4% | 19,9% | 0,5% | 0,3% | | 0,1% | 9,4% | 8,7% | 7,9% | 7,4% | 0,1% | 15,4% | 1033 |
| | North America | 71,4% | 0,5% | 1,9% | 1,1% | 0,4% | 0,9% | | 0,6% | | | | 18,0% | 5,2% | 417 |
| | Other | 1,9% | 0,9% | 0,7% | 1,0% | | | 0,3% | | | | | | | 95,2% |
| Type of trip | Package tour | 18,3% | 12,0% | 4,7% | 10,3% | 8,1% | 4,9% | 6,4% | 5,2% | 1,4% | 4,8% | 1,2% | 1,5% | 21,2% | 237 |
| | Individually arranged | 13,6% | 13,8% | 9,1% | 6,5% | 6,4% | 5,7% | 4,5% | 4,3% | 4,3% | 3,3% | 3,8% | 3,1% | 21,8% | 1857 |
| | Mix of both | 9,5% | 11,5% | 14,6% | 7,0% | 11,1% | 3,8% | 5,3% | 3,1% | 4,6% | 4,1% | 2,3% | 6,4% | 16,8% | 239 |
| Purpose of visit | Vacation/holiday | 15,1% | 13,9% | 9,7% | 7,0% | 5,6% | 5,2% | 4,5% | 4,5% | 4,2% | 3,7% | 3,6% | 3,4% | 19,6% | 2033 |
| | Conference/meeting | 4,0% | 14,9% | 5,2% | 4,8% | 9,7% | 9,5% | 8,4% | 2,5% | 3,1% | 3,8% | 2,2% | 1,7% | 30,2% | 245 |
| | Study/research | 9,1% | 13,3% | 1,9% | 13,2% | 14,2% | 4,6% | 3,8% | 4,5% | 4,0% | 1,2% | 3,3% | 2,5% | 24,5% | 84 |
| | Visiting friends/relatives | 16,2% | 7,6% | 3,2% | 7,5% | 18,1% | 10,6% | 8,1% | 2,5% | 1,7% | 1,0% | 3,7% | 2,1% | 17,5% | 147 |
| | Business/Employment | 11,6% | 4,7% | 9,7% | 7,3% | 11,4% | 2,0% | 4,9% | 1,9% | | 1,5% | 2,1% | 3,2% | 39,6% | 65 |
| | Event in Iceland | 23,6% | 16,2% | | 8,1% | 8,6% | 7,5% | 5,8% | | 1,2% | 1,4% | 2,0% | 9,9% | 15,7% | 69 |
| | Other | 9,0% | 9,0% | 17,3% | 5,8% | 9,3% | 4,1% | 5,0% | 3,9% | 1,8% | 1,5% | 1,4% | 4,7% | 27,2% | 191 |
| Transport type | Flight | 14,5% | 12,7% | 9,1% | 7,2% | 6,9% | 5,8% | 4,9% | 4,5% | 3,7% | 3,3% | 2,8% | 3,5% | 21,1% | 2216 |
| | Smyril Line | 0,8% | 22,7% | 11,0% | 3,9% | 9,3% | 0,9% | 1,7% | 0,9% | 8,8% | 6,9% | 11,5% | | 21,7% | 143 |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BA03] Country of residence

| Answers | Count | Pct.% | Conf.lim +/- |
|------------------------|-------|--------|--------------|
| USA | 332 | 14,1% | 1,4% |
| Germany | 303 | 12,9% | 1,4% |
| France | 209 | 8,9% | 1,1% |
| Britain | 181 | 7,7% | 1,1% |
| Denmark | 163 | 6,9% | 1,0% |
| Norway | 127 | 5,4% | 0,9% |
| Sweden | 127 | 5,4% | 0,9% |
| Spain | 102 | 4,3% | 0,8% |
| Switzerland | 93 | 3,9% | 0,8% |
| Netherlands | 89 | 3,8% | 0,8% |
| Italy | 87 | 3,7% | 0,8% |
| Canada | 84 | 3,6% | 0,7% |
| Other | 462 | 19,6% | 1,6% |
| Number of answers | 2359 | 100,0% | |
| Responded | 2359 | 100,0% | |
| Did not respond** | 0 | 0,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

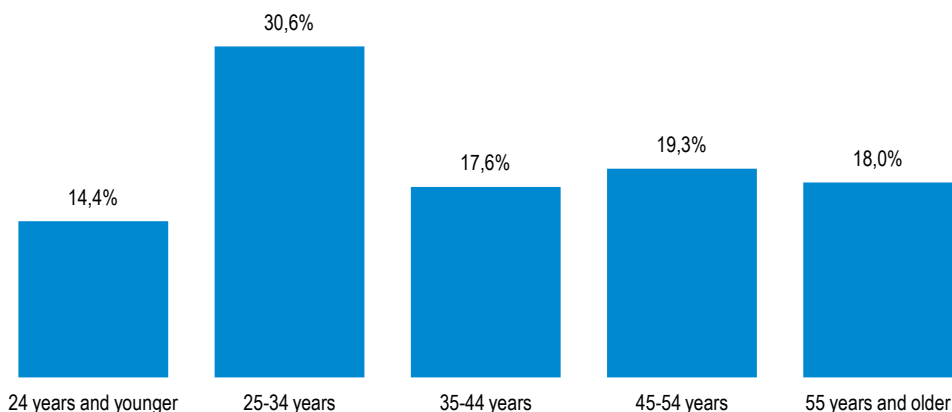


| | | USA | Germany | France | Britain | Denmark | Norway | Sweden | Spain | Switzerland | Netherlands | Italy | Canada | Other | Number of answers | |
|------------------|----------------------------|-------|---------|--------|---------|---------|--------|--------|-------|-------------|-------------|-------|--------|-------|-------------------|-----|
| Total | Total | 14,1% | 12,9% | 8,9% | 7,7% | 6,9% | 5,4% | 5,4% | 4,3% | 3,9% | 3,8% | 3,7% | 3,6% | 19,6% | 2359 | |
| Gender | Male | 14,2% | 11,9% | 9,2% | 7,4% | 6,0% | 6,4% | 4,9% | 5,0% | 4,1% | 4,1% | 4,0% | 3,0% | 19,9% | 1151 | |
| | Female | 14,0% | 13,8% | 8,5% | 8,0% | 7,8% | 4,5% | 5,8% | 3,7% | 3,8% | 3,5% | 3,4% | 4,1% | 19,2% | 1207 | |
| Age | 24 years and younger | 14,7% | 15,3% | 11,9% | 7,9% | 7,0% | 3,8% | 5,5% | 0,7% | 5,1% | 3,4% | 1,7% | 5,2% | 17,9% | 341 | |
| | 25-34 years | 12,1% | 16,4% | 10,1% | 5,1% | 2,7% | 4,6% | 5,0% | 5,8% | 5,2% | 2,4% | 4,7% | 2,7% | 23,2% | 722 | |
| | 35-44 years | 11,5% | 11,3% | 7,6% | 7,1% | 4,1% | 5,3% | 4,8% | 9,2% | 4,6% | 4,1% | 7,8% | 3,5% | 19,1% | 415 | |
| | 45-54 years | 13,9% | 10,7% | 11,0% | 8,1% | 11,7% | 5,4% | 5,9% | 2,6% | 2,3% | 5,2% | 1,7% | 2,8% | 18,8% | 455 | |
| | 55 years and older | 19,7% | 8,8% | 3,2% | 12,0% | 11,7% | 8,1% | 5,9% | 1,8% | 1,9% | 4,7% | 1,8% | 4,4% | 16,1% | 425 | |
| Profession | Managerial | 9,5% | 10,0% | 22,0% | 7,5% | 8,9% | 5,1% | 3,4% | 1,0% | 2,7% | 3,5% | 2,3% | 0,9% | 23,2% | 295 | |
| | Professional | 16,9% | 16,3% | 4,1% | 7,8% | 3,6% | 5,4% | 6,0% | 3,4% | 4,0% | 3,7% | 3,0% | 3,9% | 21,9% | 714 | |
| | Specialized staff | 13,7% | 7,8% | 10,2% | 7,4% | 11,3% | 7,2% | 5,0% | 7,8% | 5,6% | 4,1% | 1,3% | 4,4% | 14,2% | 379 | |
| | Clerical/Service | 5,8% | 6,3% | 6,8% | 4,4% | 10,9% | 7,2% | 2,2% | 22,3% | 1,7% | 1,2% | 16,1% | 0,3% | 14,7% | 162 | |
| | Student | 15,3% | 16,1% | 10,7% | 7,8% | 5,4% | 3,1% | 5,9% | 0,9% | 4,1% | 4,1% | 2,8% | 4,3% | 19,3% | 374 | |
| | Retired/Homemaker | 19,4% | 9,8% | 3,5% | 17,7% | 10,3% | 4,8% | 3,5% | | 3,5% | 4,4% | 2,7% | 4,0% | 16,4% | 157 | |
| | Other | 12,4% | 13,9% | 7,4% | 3,0% | 5,4% | 5,7% | 8,6% | 2,1% | 4,7% | 4,8% | 5,1% | 5,1% | 21,8% | 249 | |
| Household income | Low | 9,7% | 30,3% | 11,1% | 5,7% | 9,3% | 2,3% | 4,3% | 1,0% | 4,9% | 1,8% | 5,3% | 4,8% | 9,6% | 111,5 | |
| | Low average | 11,8% | 12,7% | 9,8% | 8,0% | 9,2% | 3,3% | 8,9% | 2,5% | 6,0% | 2,7% | 8,2% | 2,5% | 14,5% | 194 | |
| | Average | 11,6% | 13,2% | 8,9% | 5,5% | 5,4% | 6,5% | 5,2% | 8,4% | 4,7% | 3,7% | 4,6% | 3,0% | 19,3% | 865 | |
| | High average | 14,6% | 9,9% | 8,8% | 9,0% | 8,2% | 5,8% | 5,6% | 2,6% | 3,5% | 3,7% | 1,8% | 3,9% | 22,5% | 820 | |
| | High | 27,1% | 3,3% | 5,3% | 13,2% | 7,0% | 4,8% | 5,4% | 0,6% | | 7,5% | 1,3% | 5,5% | 18,9% | 209 | |
| Nationality | American | 92,0% | 1,7% | 0,7% | 2,7% | | 0,7% | 0,7% | 0,3% | | | | | 1,3% | 323 | |
| | German | 0,6% | 90,3% | 0,3% | 0,6% | 0,3% | | 0,6% | 0,3% | 2,9% | 1,0% | | | 2,9% | 313 | |
| | French | 2,2% | 0,7% | 90,5% | | | | | 0,7% | 0,7% | 0,7% | | | 1,5% | 217 | |
| | Danish | 0,9% | | | | 95,5% | | | | | 0,9% | | | 2,7% | 166 | |
| | British | 1,4% | 0,5% | 1,0% | 89,5% | 0,5% | | | | | 0,5% | | | 1,0% | 166 | |
| | Norwegian | 2,0% | | | 1,0% | 1,0% | 93,0% | 2,0% | | | | | | 1,0% | 129 | |
| | Swedish | | | | | | | 97,9% | | | | | | | 2,1% | 111 |
| | Spanish | 2,5% | | 1,2% | | | 1,2% | | 90,1% | 2,5% | | | | 2,5% | 101 | |
| | Italian | | 0,9% | | 1,8% | | | | | 1,8% | 0,9% | 90,2% | | 4,5% | 94 | |
| | Dutch | | 0,6% | | | | | | 0,6% | 0,6% | | 96,4% | | 1,8% | 83 | |
| | Other | 2,9% | 1,7% | 1,1% | 2,5% | 0,2% | 0,5% | 1,3% | 0,9% | 12,0% | 0,5% | 0,3% | 12,0% | 64,0% | 651 | |
| Market area | Scandinavia | | | | | 34,2% | 26,7% | 26,6% | | | | | | 12,4% | 475 | |
| | Britain | | | | 89,4% | | | | | | | | | 10,6% | 203 | |
| | Central/South-Europe | | | 29,4% | 20,2% | | | | 9,9% | 9,0% | 8,7% | 8,4% | | 14,4% | 1033 | |
| | North America | 79,7% | | | | | | | | | | | 20,1% | 0,2% | 417 | |
| | Other | | | | | | | | | | | | | 100% | 229 | |
| Type of trip | Package tour | 17,3% | 11,6% | 5,6% | 10,3% | 8,1% | 4,9% | 6,8% | 4,7% | 1,6% | 4,8% | 1,4% | 1,9% | 21,0% | 237 | |
| | Individually arranged | 14,2% | 13,5% | 8,7% | 7,2% | 6,2% | 5,6% | 5,1% | 4,5% | 4,5% | 3,7% | 3,9% | 3,4% | 19,8% | 1857 | |
| | Mix of both | 9,3% | 10,2% | 13,9% | 8,1% | 11,1% | 3,8% | 5,8% | 2,6% | 2,7% | 4,1% | 4,6% | 6,6% | 17,3% | 239 | |
| Purpose of visit | Vacation/holiday | 15,3% | 13,6% | 9,2% | 7,3% | 5,5% | 4,9% | 5,3% | 4,7% | 4,2% | 3,9% | 3,9% | 3,7% | 18,5% | 2033 | |
| | Conference/meeting | 4,4% | 10,1% | 7,0% | 9,4% | 9,5% | 9,0% | 9,1% | 2,6% | 3,7% | 5,0% | 1,8% | 2,2% | 26,3% | 245 | |
| | Study/research | 11,3% | 12,1% | 1,9% | 15,9% | 15,5% | 6,1% | 5,1% | 3,0% | 4,5% | 1,2% | 2,0% | 2,5% | 18,9% | 84 | |
| | Visiting friends/relatives | 15,0% | 9,7% | 3,2% | 8,7% | 17,1% | 9,7% | 10,7% | 3,3% | 3,5% | 1,0% | 1,7% | 2,1% | 14,2% | 147 | |
| | Business/Employment | 13,3% | 4,7% | 7,3% | 7,3% | 11,4% | 3,7% | 6,6% | 1,9% | 3,8% | 1,5% | | 5,7% | 32,9% | 65 | |
| | Event in Iceland | 17,3% | 17,6% | | 11,3% | 8,6% | 10,7% | 5,8% | | 3,5% | 1,4% | | 9,9% | 14,0% | 69 | |
| | Other | 9,4% | 12,0% | 17,1% | 6,4% | 9,3% | 3,4% | 4,7% | 4,1% | 0,7% | 1,5% | 1,8% | 4,8% | 24,8% | 191 | |
| Transport type | Flight | 14,9% | 12,3% | 8,7% | 8,0% | 6,7% | 5,7% | 5,6% | 4,6% | 3,4% | 3,5% | 3,4% | 3,8% | 19,5% | 2216 | |
| | Smyril Line | 0,8% | 22,0% | 11,9% | 2,2% | 9,3% | 0,9% | 2,4% | | 12,2% | 7,8% | 8,8% | | 21,6% | 143 | |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BA04] Age

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 24 years and younger | 341 | 14,4% | 1,4% |
| 25-34 years | 722 | 30,6% | 1,9% |
| 35-44 years | 415 | 17,6% | 1,5% |
| 45-54 years | 455 | 19,3% | 1,6% |
| 55 years and older | 425 | 18,0% | 1,6% |
| Number of answers | 2358 | 100,0% | |
| Responded | 2358 | 100,0% | |
| Did not respond** | 1 | 0,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



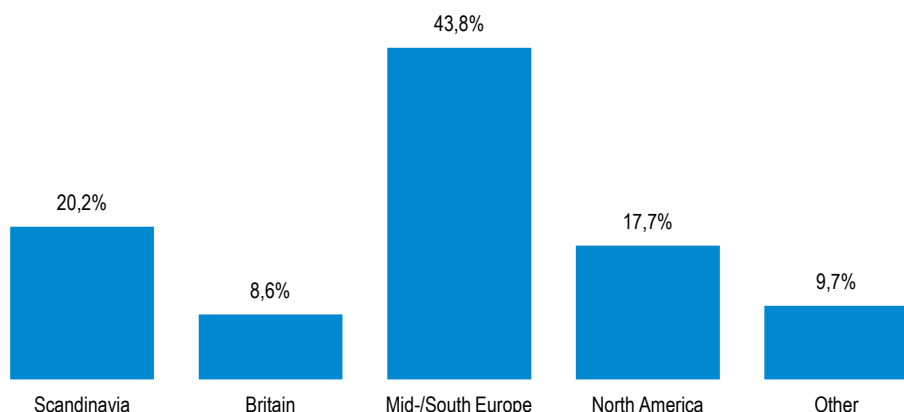
| | | 24 years and younger | 25-34 years | 35-44 years | 45-54 years | 55 years and older | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|----------------------|-------------|-------------|-------------|--------------------|-------------------|---------|---------------|
| Total | Total | 14,4% | 30,6% | 17,6% | 19,3% | 18,0% | 2358 | 39,6 | 0,6 |
| Gender | Male | 12,5% | 30,8% | 17,7% | 20,7% | 18,3% | 1151 | 40,3 | 0,8 |
| | Female | 16,3% | 30,5% | 17,5% | 18,0% | 17,8% | 1207 | 39,0 | 0,8 |
| Age | 24 years and younger | 100,0% | | | | | 341 | 20,9 | 0,3 |
| | 25-34 years | | 100,0% | | | | 722 | 29,1 | 0,2 |
| | 35-44 years | | | 100,0% | | | 415 | 39,5 | 0,3 |
| | 45-54 years | | | | 100,0% | | 455 | 49,6 | 0,3 |
| | 55 years and older | | | | | 100,0% | 425 | 62,1 | 0,5 |
| Profession | Managerial | 2,2% | 30,1% | 23,9% | 29,7% | 14,2% | 295 | 42,3 | 1,3 |
| | Professional | 2,0% | 37,2% | 23,7% | 21,1% | 16,1% | 714 | 41,0 | 0,9 |
| | Specialized staff | 3,9% | 29,7% | 18,8% | 25,5% | 22,1% | 379 | 43,2 | 1,3 |
| | Clerical/Service | 4,1% | 31,0% | 26,5% | 28,3% | 10,0% | 162 | 40,4 | 1,6 |
| | Student | 68,5% | 29,3% | 1,7% | 0,5% | | 374 | 23,0 | 0,5 |
| | Retired/Homemaker | | 2,0% | 2,9% | 8,4% | 86,7% | 157 | 62,5 | 1,4 |
| | Other | 15,3% | 33,1% | 18,9% | 20,3% | 12,3% | 248 | 37,5 | 1,6 |
| Household income | Low | 52,2% | 34,5% | 7,5% | 3,7% | 2,0% | 112 | 26,6 | 1,6 |
| | Low average | 28,2% | 43,8% | 12,1% | 9,8% | 6,1% | 194 | 32,0 | 1,7 |
| | Average | 10,7% | 38,6% | 19,9% | 14,9% | 15,9% | 864 | 38,7 | 0,9 |
| | High average | 6,7% | 25,1% | 19,8% | 24,5% | 23,8% | 820 | 43,6 | 0,9 |
| | High | 6,9% | 12,9% | 16,3% | 36,9% | 27,1% | 209 | 46,5 | 1,8 |
| Nationality | American | 14,4% | 27,8% | 14,4% | 17,7% | 25,8% | 323 | 42,1 | 1,8 |
| | German | 15,2% | 38,5% | 17,5% | 17,2% | 11,7% | 313 | 37,1 | 1,5 |
| | French | 19,0% | 35,0% | 14,6% | 25,5% | 5,8% | 217 | 35,8 | 1,6 |
| | Danish | 14,3% | 12,5% | 9,8% | 33,9% | 29,5% | 166 | 45,8 | 2,4 |
| | British | 14,3% | 16,7% | 13,8% | 21,4% | 33,8% | 166 | 44,3 | 2,4 |
| | Norwegian | 11,0% | 24,0% | 18,0% | 22,0% | 25,0% | 129 | 43,2 | 2,6 |
| | Swedish | 15,0% | 25,0% | 16,4% | 21,4% | 22,1% | 111 | 40,9 | 2,8 |
| | Spanish | 3,7% | 45,7% | 34,6% | 8,6% | 7,4% | 101 | 36,4 | 1,8 |
| | Italian | 7,2% | 39,6% | 36,9% | 8,1% | 8,1% | 93 | 36,7 | 2,1 |
| | Dutch | 13,0% | 17,2% | 20,1% | 28,4% | 21,3% | 83 | 43,1 | 3,1 |
| | Other | 16,2% | 34,8% | 17,7% | 16,1% | 15,0% | 651 | 37,8 | 1,0 |
| Market area | Scandinavia | 13,4% | 22,6% | 14,7% | 25,1% | 24,3% | 475 | 42,7 | 1,4 |
| | Britain | 13,2% | 20,7% | 18,1% | 19,4% | 28,6% | 203 | 42,8 | 2,1 |
| | Central/South-Europe | 14,5% | 35,6% | 20,9% | 18,0% | 10,9% | 1032 | 37,3 | 0,8 |
| | North America | 16,3% | 25,7% | 15,0% | 18,5% | 24,6% | 417 | 41,7 | 1,6 |
| | Other | 14,4% | 42,0% | 12,8% | 14,7% | 16,1% | 229 | 37,4 | 1,8 |
| Type of trip | Package tour | 12,1% | 17,7% | 13,8% | 24,2% | 32,2% | 237 | 45,7 | 2,1 |
| | Individually arranged | 14,3% | 33,4% | 18,5% | 18,3% | 15,5% | 1857 | 38,7 | 0,6 |
| | Mix of both | 15,3% | 21,8% | 14,3% | 23,7% | 24,9% | 239 | 42,3 | 2,0 |
| Purpose of visit | Vacation/holiday | 14,2% | 30,7% | 17,7% | 19,5% | 17,9% | 2033 | 39,7 | 0,6 |
| | Conference/meeting | 3,4% | 33,2% | 26,1% | 21,8% | 15,5% | 244 | 40,9 | 1,5 |
| | Study/research | 32,5% | 26,4% | 17,8% | 14,7% | 8,6% | 83 | 34,6 | 3,0 |
| | Visiting friends/relatives | 16,0% | 29,1% | 14,7% | 17,1% | 23,0% | 147 | 40,2 | 2,4 |
| | Business/Employment | 12,6% | 32,4% | 19,0% | 20,3% | 15,7% | 65 | 39,6 | 3,3 |
| | Event in Iceland | 16,5% | 24,8% | 21,7% | 16,1% | 21,0% | 69 | 39,9 | 3,7 |
| | Other | 21,0% | 28,0% | 14,4% | 17,4% | 19,3% | 191 | 38,8 | 2,2 |
| Transport type | Flight | 14,9% | 30,8% | 17,6% | 19,1% | 17,6% | 2215 | 39,4 | 0,6 |
| | Smyril Line | 7,8% | 27,6% | 17,1% | 22,4% | 25,2% | 143 | 42,8 | 2,3 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Market area

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Scandinavia | 475 | 20,2% | 1,6% |
| Britain | 203 | 8,6% | 1,1% |
| Mid-/South Europe | 1033 | 43,8% | 2,0% |
| North America | 417 | 17,7% | 1,5% |
| Other | 229 | 9,7% | 1,2% |
| Number of answers | 2356 | 100,0% | |
| Responded | 2356 | 99,9% | |
| Did not respond** | 3 | 0,1% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



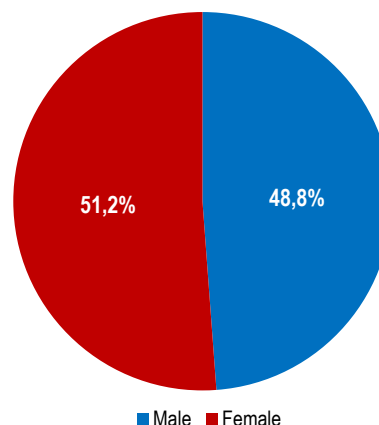
| | | Scandinavia | Britain | Mid-/South Europe | North America | Other | Number of answers |
|------------------|----------------------------|-------------|---------|-------------------|---------------|--------|-------------------|
| Total | Total | 20,2% | 8,6% | 43,8% | 17,7% | 9,7% | 2356 |
| Gender | Male | 19,4% | 8,3% | 45,8% | 17,2% | 9,3% | 1149 |
| | Female | 20,9% | 8,9% | 41,9% | 18,2% | 10,1% | 1206 |
| Age | 24 years and younger | 18,6% | 7,9% | 43,9% | 19,9% | 9,7% | 341 |
| | 25-34 years | 14,9% | 5,8% | 51,0% | 14,9% | 13,4% | 720 |
| | 35-44 years | 16,8% | 8,9% | 52,2% | 15,1% | 7,1% | 414 |
| | 45-54 years | 26,2% | 8,6% | 40,9% | 16,9% | 7,4% | 455 |
| | 55 years and older | 27,1% | 13,6% | 26,5% | 24,1% | 8,7% | 425 |
| Profession | Managerial | 19,8% | 9,0% | 49,8% | 10,4% | 11,0% | 294 |
| | Professional | 19,6% | 8,9% | 40,2% | 20,9% | 10,4% | 714 |
| | Specialized staff | 24,8% | 9,0% | 41,8% | 18,3% | 6,0% | 378 |
| | Clerical/Service | 20,2% | 4,4% | 66,7% | 6,1% | 2,5% | 162 |
| | Student | 17,0% | 7,8% | 42,8% | 19,6% | 12,7% | 374 |
| | Retired/Homemaker | 19,1% | 18,9% | 29,8% | 23,4% | 8,9% | 157 |
| | Other | 21,5% | 3,5% | 45,5% | 17,6% | 12,0% | 248 |
| Household income | Low | 18,9% | 5,7% | 55,8% | 14,6% | 5,0% | 111 |
| | Low average | 24,1% | 9,0% | 43,1% | 14,3% | 9,7% | 194 |
| | Average | 20,0% | 6,5% | 50,3% | 14,7% | 8,5% | 865 |
| | High average | 22,2% | 10,1% | 37,3% | 18,5% | 11,9% | 819 |
| | High | 19,2% | 14,3% | 24,8% | 32,6% | 9,2% | 209 |
| Nationality | American | 1,3% | 2,7% | 2,7% | 92,0% | 1,3% | 323 |
| | German | 1,0% | 0,6% | 97,1% | 0,6% | 0,6% | 313 |
| | French | 0,7% | | 94,9% | 3,6% | 0,7% | 217 |
| | Danish | 97,3% | | 1,8% | 0,9% | | 166 |
| | British | 0,5% | 91,9% | 3,3% | 2,9% | 1,4% | 165 |
| | Norwegian | 96,0% | 1,0% | | 3,0% | | 129 |
| | Swedish | 98,6% | | 0,7% | | 0,7% | 111 |
| | Spanish | 1,2% | | 96,3% | 2,5% | | 101 |
| | Italian | 0,9% | 3,6% | 95,5% | | | 94 |
| | Dutch | 1,8% | | 98,2% | | | 83 |
| | Other | 10,3% | 5,1% | 36,2% | 14,9% | 33,5% | 651 |
| Market area | Scandinavia | 100,0% | | | | | 475 |
| | Britain | | 100,0% | | | | 203 |
| | Central/South-Europe | | | 100,0% | | | 1033 |
| | North America | | | | 100,0% | | 417 |
| | Other | | | | | 100,0% | 229 |
| Type of trip | Package tour | 20,1% | 11,1% | 36,2% | 19,6% | 13,0% | 237 |
| | Individually arranged | 19,9% | 8,3% | 45,0% | 17,6% | 9,3% | 1855 |
| | Mix of both | 21,8% | 8,1% | 45,1% | 15,9% | 9,1% | 239 |
| Purpose of visit | Vacation/holiday | 17,8% | 8,2% | 46,0% | 19,0% | 9,1% | 2031 |
| | Conference/meeting | 32,7% | 10,2% | 38,9% | 6,5% | 11,7% | 245 |
| | Study/research | 31,4% | 15,9% | 25,7% | 13,8% | 13,2% | 84 |
| | Visiting friends/relatives | 45,2% | 9,4% | 23,2% | 17,2% | 5,0% | 147 |
| | Business/Employment | 25,7% | 12,4% | 26,0% | 19,0% | 17,0% | 65 |
| | Event in Iceland | 27,9% | 11,3% | 24,1% | 27,2% | 9,6% | 69 |
| | Other | 18,7% | 8,6% | 44,9% | 14,7% | 13,1% | 191 |
| Transport type | Flight | 20,5% | 9,0% | 42,2% | 18,8% | 9,6% | 2214 |
| | Smyril Line | 14,8% | 2,2% | 69,8% | 0,8% | 12,4% | 142 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BA05] Gender

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Male | 1151 | 48,8% | 2,0% |
| Female | 1207 | 51,2% | 2,0% |
| Number of answers | 2358 | 100,0% | |
| Responded | 2358 | 100,0% | |
| Did not respond** | 1 | 0,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



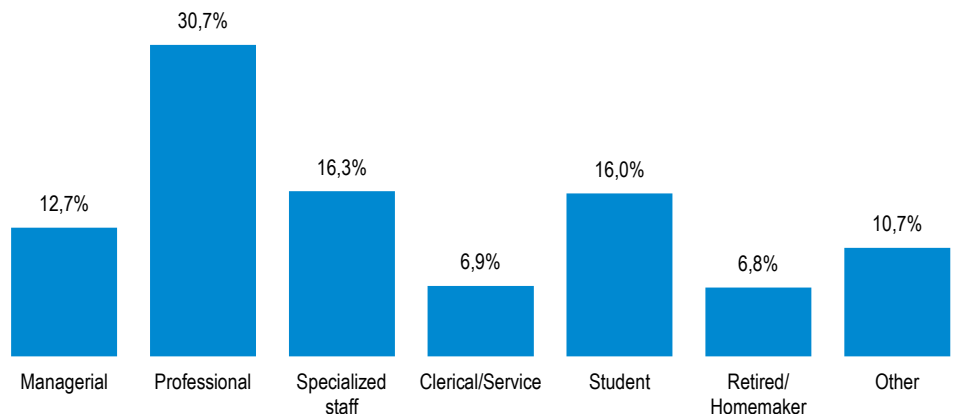
| | | Male | Female | Number of answers |
|------------------|----------------------------|--------|--------|-------------------|
| Total | Total | 48,8% | 51,2% | 2358 |
| Gender | Male | 100,0% | | 1151 |
| | Female | | 100,0% | 1207 |
| Age | 24 years and younger | 42,2% | 57,8% | 341 |
| | 25-34 years | 49,1% | 50,9% | 722 |
| | 35-44 years | 49,2% | 50,8% | 415 |
| | 45-54 years | 52,3% | 47,7% | 455 |
| | 55 years and older | 49,6% | 50,4% | 425 |
| Profession | Managerial | 68,8% | 31,2% | 295 |
| | Professional | 52,3% | 47,7% | 714 |
| | Specialized staff | 40,3% | 59,7% | 379 |
| | Clerical/Service | 39,6% | 60,4% | 162 |
| | Student | 44,6% | 55,4% | 374 |
| | Retired/Homemaker | 43,9% | 56,1% | 157 |
| | Other | 44,0% | 56,0% | 248 |
| Household income | Low | 34,4% | 65,6% | 112 |
| | Low average | 44,8% | 55,2% | 194 |
| | Average | 43,8% | 56,2% | 864 |
| | High average | 53,7% | 46,3% | 820 |
| | High | 65,6% | 34,4% | 209 |
| Nationality | American | 50,8% | 49,2% | 323 |
| | German | 46,6% | 53,4% | 313 |
| | French | 50,4% | 49,6% | 217 |
| | Danish | 42,9% | 57,1% | 166 |
| | British | 47,6% | 52,4% | 166 |
| | Norwegian | 56,0% | 44,0% | 129 |
| | Swedish | 44,3% | 55,7% | 111 |
| | Spanish | 49,4% | 50,6% | 101 |
| | Italian | 53,2% | 46,8% | 93 |
| | Dutch | 53,8% | 46,2% | 83 |
| Other | 48,2% | 51,8% | 651 | |
| Market area | Scandinavia | 46,9% | 53,1% | 475 |
| | Britain | 47,0% | 53,0% | 203 |
| | Central/South-Europe | 51,0% | 49,0% | 1032 |
| | North America | 47,4% | 52,6% | 417 |
| | Other | 46,9% | 53,1% | 229 |
| Type of trip | Package tour | 46,8% | 53,2% | 237 |
| | Individually arranged | 50,4% | 49,6% | 1857 |
| | Mix of both | 38,7% | 61,3% | 239 |
| Purpose of visit | Vacation/holiday | 49,3% | 50,7% | 2033 |
| | Conference/meeting | 43,6% | 56,4% | 244 |
| | Study/research | 49,1% | 50,9% | 83 |
| | Visiting friends/relatives | 52,3% | 47,7% | 147 |
| | Business/Employment | 71,3% | 28,7% | 65 |
| | Event in Iceland | 49,9% | 50,1% | 69 |
| | Other | 43,6% | 56,4% | 191 |
| Transport type | Flight | 49,0% | 51,0% | 2215 |
| | Smyril Line | 45,8% | 54,2% | 143 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BA06] Profession

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Managerial | 295 | 12,7% | 1,4% |
| Professional | 714 | 30,7% | 1,9% |
| Specialized staff | 379 | 16,3% | 1,5% |
| Clerical/Service | 162 | 6,9% | 1,0% |
| Student | 374 | 16,0% | 1,5% |
| Retired/Homemaker | 157 | 6,8% | 1,0% |
| Other | 249 | 10,7% | 1,3% |
| Number of answers | 2329 | 100,0% | |
| Responded | 2329 | 98,7% | |
| Did not respond** | 30 | 1,3% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

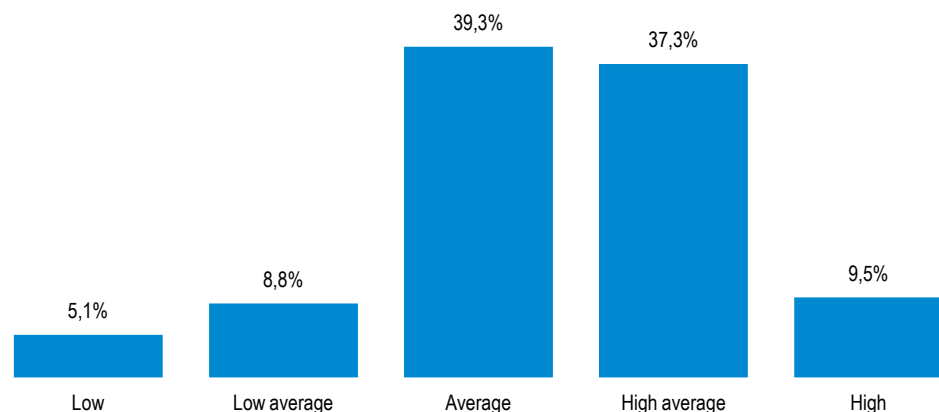
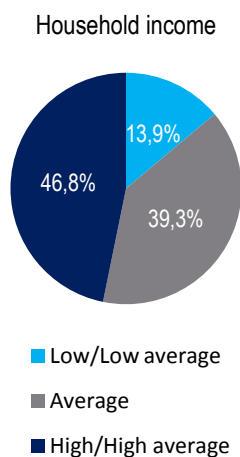


| | Managerial | Professional | Specialized staff | Clerical/Service | Student | Retired/Homemaker | Other | Number of answers |
|----------------------------|------------|--------------|-------------------|------------------|---------|-------------------|--------|-------------------|
| Total | 12,7% | 30,7% | 16,3% | 6,9% | 16,0% | 6,8% | 10,7% | 2329 |
| Gender | | | | | | | | |
| Male | 17,8% | 32,8% | 13,4% | 5,6% | 14,6% | 6,1% | 9,6% | 1138 |
| Female | 7,7% | 28,6% | 19,0% | 8,2% | 17,4% | 7,4% | 11,7% | 1191 |
| Age | | | | | | | | |
| 24 years and younger | 1,9% | 4,3% | 4,3% | 2,0% | 76,1% | | 11,3% | 336 |
| 25-34 years | 12,5% | 37,3% | 15,8% | 7,0% | 15,4% | 0,4% | 11,5% | 712 |
| 35-44 years | 17,1% | 41,1% | 17,3% | 10,4% | 1,6% | 1,1% | 11,4% | 412 |
| 45-54 years | 19,6% | 33,7% | 21,7% | 10,3% | 0,4% | 3,0% | 11,3% | 446 |
| 55 years and older | 9,9% | 27,1% | 19,7% | 3,8% | | 32,2% | 7,2% | 424 |
| Profession | | | | | | | | |
| Managerial | 100,0% | | | | | | | 295 |
| Professional | | 100,0% | | | | | | 714 |
| Specialized staff | | | 100,0% | | | | | 379 |
| Clerical/Service | | | | 100,0% | | | | 162 |
| Student | | | | | 100,0% | | | 374 |
| Retired/Homemaker | | | | | | 100,0% | | 157 |
| Other | | | | | | | 100,0% | 249 |
| Household income | | | | | | | | |
| Low | 1,3% | 5,5% | 7,3% | 3,3% | 68,4% | 1,3% | 12,7% | 110 |
| Low average | 2,1% | 13,7% | 13,1% | 8,5% | 42,1% | 5,4% | 15,0% | 191 |
| Average | 8,4% | 28,5% | 23,9% | 9,8% | 10,6% | 6,0% | 12,7% | 856 |
| High average | 19,4% | 38,2% | 13,3% | 5,8% | 6,4% | 8,6% | 8,3% | 817 |
| High | 23,9% | 47,1% | 9,5% | 2,4% | 7,3% | 5,7% | 4,1% | 209 |
| Nationality | | | | | | | | |
| American | 8,4% | 38,4% | 14,5% | 2,0% | 16,8% | 10,8% | 9,1% | 321 |
| German | 10,6% | 40,6% | 10,2% | 3,3% | 18,5% | 4,3% | 12,5% | 307 |
| French | 33,1% | 14,0% | 18,4% | 6,6% | 17,6% | 2,2% | 8,1% | 215 |
| Danish | 15,3% | 16,2% | 27,0% | 9,9% | 12,6% | 9,9% | 9,0% | 164 |
| British | 12,3% | 30,4% | 18,6% | 4,9% | 13,2% | 16,7% | 3,9% | 161 |
| Norwegian | 11,1% | 30,3% | 22,2% | 10,1% | 10,1% | 6,1% | 10,1% | 128 |
| Swedish | 8,0% | 33,6% | 16,1% | 2,2% | 19,0% | 5,1% | 16,1% | 109 |
| Spanish | 1,2% | 23,5% | 27,2% | 35,8% | 6,2% | | 6,2% | 101 |
| Italian | 8,1% | 23,4% | 7,2% | 27,9% | 11,7% | 4,5% | 17,1% | 93 |
| Dutch | 11,3% | 31,5% | 19,6% | 2,4% | 14,9% | 7,7% | 12,5% | 82 |
| Other | 12,0% | 33,3% | 13,9% | 4,2% | 18,3% | 5,9% | 12,4% | 642 |
| Market area | | | | | | | | |
| Scandinavia | 12,3% | 29,7% | 19,9% | 6,9% | 13,5% | 6,4% | 11,3% | 471 |
| Britain | 13,3% | 32,0% | 17,1% | 3,6% | 14,7% | 14,9% | 4,3% | 199 |
| Central/South-Europe | 14,3% | 28,2% | 15,5% | 10,6% | 15,7% | 4,6% | 11,1% | 1019 |
| North America | 7,4% | 36,1% | 16,8% | 2,4% | 17,8% | 8,9% | 10,6% | 412 |
| Other | 14,4% | 33,1% | 10,1% | 1,8% | 21,1% | 6,2% | 13,2% | 225 |
| Type of trip | | | | | | | | |
| Package tour | 11,8% | 26,7% | 18,8% | 5,5% | 12,5% | 14,1% | 10,7% | 235 |
| Individually arranged | 12,7% | 32,0% | 16,1% | 7,0% | 16,6% | 5,4% | 10,2% | 1836 |
| Mix of both | 13,6% | 24,7% | 15,3% | 8,3% | 13,2% | 10,9% | 14,1% | 235 |
| Purpose of visit | | | | | | | | |
| Vacation/holiday | 12,8% | 30,1% | 16,2% | 7,9% | 15,6% | 7,2% | 10,2% | 2005 |
| Conference/meeting | 9,1% | 47,5% | 18,6% | 1,7% | 11,0% | 0,4% | 11,9% | 245 |
| Study/research | 8,2% | 14,6% | 19,4% | 1,0% | 42,4% | 2,9% | 11,5% | 82 |
| Visiting friends/relatives | 11,0% | 24,7% | 12,7% | 6,3% | 23,7% | 9,7% | 11,9% | 147 |
| Business/Employment | 26,4% | 33,5% | 5,3% | | 11,0% | | 23,8% | 64 |
| Event in Iceland | 9,5% | 32,5% | 16,1% | 1,9% | 12,8% | 8,5% | 18,7% | 69 |
| Other | 18,5% | 18,5% | 15,0% | 5,1% | 19,7% | 8,5% | 14,7% | 191 |
| Transport type | | | | | | | | |
| Flight | 13,0% | 31,2% | 15,8% | 6,9% | 16,2% | 6,4% | 10,5% | 2192 |
| Smyril Line | 8,1% | 21,7% | 24,3% | 7,2% | 12,8% | 12,5% | 13,3% | 137 |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BA07] Level of total household income

| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------|-------|--------|---------------|
| Low | 112 | 5,1% | 0,9% |
| Low average | 194 | 8,8% | 1,2% |
| Average | 865 | 39,3% | 2,0% |
| High average | 820 | 37,3% | 2,0% |
| High | 209 | 9,5% | 1,2% |
| Number of answers | | | |
| Number of answers | 2201 | 100,0% | |
| Responded | | | |
| Responded | 2201 | 93,3% | |
| Did not respond** | 158 | 6,7% | |
| Number of respondents | | | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | | | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | | | |
| Number of participants | 2359 | 100,0% | |



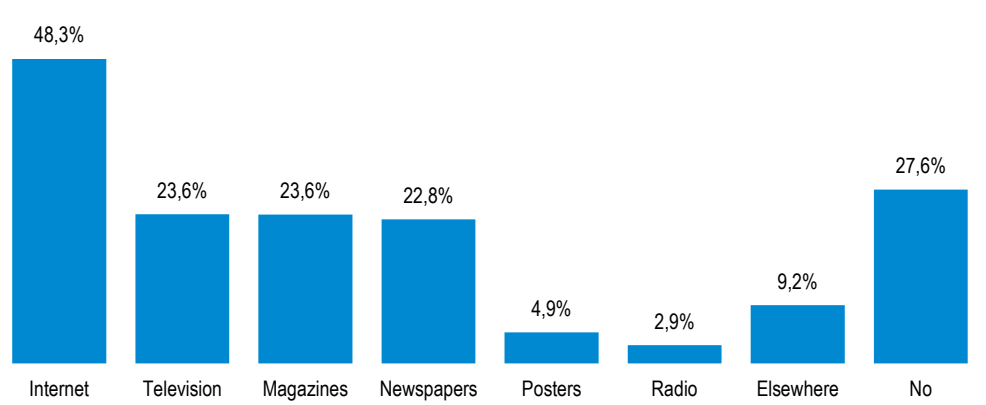
| | | Low | Low average | Average | High average | High | Number of answers |
|------------------|----------------------------|-------|-------------|---------|--------------|--------|-------------------|
| Total | Total | 5,1% | 8,8% | 39,3% | 37,3% | 9,5% | 2201 |
| Gender | Male | 3,6% | 8,0% | 35,0% | 40,7% | 12,7% | 1082 |
| | Female | 6,5% | 9,6% | 43,5% | 34,0% | 6,4% | 1118 |
| Age | 24 years and younger | 21,2% | 19,9% | 33,8% | 20,0% | 5,2% | 275 |
| | 25-34 years | 5,6% | 12,3% | 48,3% | 29,9% | 3,9% | 690 |
| | 35-44 years | 2,1% | 5,8% | 43,0% | 40,6% | 8,5% | 401 |
| | 45-54 years | 1,0% | 4,4% | 29,9% | 46,8% | 17,9% | 431 |
| | 55 years and older | 0,6% | 2,9% | 34,0% | 48,4% | 14,0% | 404 |
| Profession | Managerial | 0,5% | 1,4% | 25,1% | 55,5% | 17,5% | 286 |
| | Professional | 0,9% | 3,8% | 35,5% | 45,5% | 14,3% | 686 |
| | Specialized staff | 2,2% | 6,9% | 55,9% | 29,6% | 5,4% | 366 |
| | Clerical/Service | 2,4% | 10,4% | 53,6% | 30,3% | 3,3% | 156 |
| | Student | 23,9% | 25,7% | 29,0% | 16,6% | 4,8% | 314 |
| | Retired/Homemaker | 1,0% | 7,2% | 35,6% | 48,1% | 8,2% | 145 |
| | Other | 6,1% | 12,6% | 47,7% | 29,8% | 3,7% | 228 |
| | Household income | Low | 100,0% | | | | |
| | Low average | | 100,0% | | | | 194 |
| | Average | | | 100,0% | | | 865 |
| | High average | | | | 100,0% | | 820 |
| | High | | | | | 100,0% | 209 |
| Nationality | American | 3,2% | 8,2% | 30,7% | 40,0% | 17,9% | 303 |
| | German | 12,1% | 9,4% | 45,3% | 29,8% | 3,4% | 269 |
| | French | 6,3% | 9,4% | 37,8% | 40,2% | 6,3% | 201 |
| | Danish | 6,5% | 11,1% | 28,7% | 44,4% | 9,3% | 160 |
| | British | 4,0% | 6,5% | 27,0% | 45,5% | 17,0% | 158 |
| | Norwegian | 2,0% | 5,1% | 43,9% | 39,8% | 9,2% | 127 |
| | Swedish | 5,2% | 12,6% | 33,3% | 39,3% | 9,6% | 107 |
| | Spanish | | 5,0% | 73,7% | 20,0% | 1,3% | 99 |
| | Italian | 6,9% | 19,6% | 52,9% | 17,6% | 2,9% | 86 |
| | Dutch | 2,5% | 5,0% | 39,8% | 35,4% | 17,4% | 79 |
| | Other | 4,0% | 8,2% | 39,9% | 39,3% | 8,6% | 607 |
| Market area | Scandinavia | 4,5% | 10,1% | 37,3% | 39,4% | 8,7% | 463 |
| | Britain | 3,3% | 9,0% | 29,3% | 42,8% | 15,5% | 192 |
| | Central/South-Europe | 6,6% | 8,9% | 46,4% | 32,6% | 5,5% | 938 |
| | North America | 4,1% | 7,1% | 32,5% | 38,8% | 17,5% | 390 |
| | Other | 2,6% | 8,8% | 34,1% | 45,5% | 9,0% | 214 |
| Type of trip | Package tour | 3,7% | 6,1% | 41,7% | 39,7% | 8,7% | 214 |
| | Individually arranged | 5,4% | 9,2% | 38,8% | 36,7% | 9,9% | 1752 |
| | Mix of both | 3,5% | 7,2% | 40,9% | 41,1% | 7,3% | 216 |
| Purpose of visit | Vacation/holiday | 5,4% | 8,8% | 39,7% | 37,0% | 9,1% | 1898 |
| | Conference/meeting | 0,8% | 8,2% | 31,7% | 44,9% | 14,4% | 241 |
| | Study/research | 16,3% | 16,6% | 38,0% | 21,2% | 7,9% | 77 |
| | Visiting friends/relatives | 4,8% | 16,9% | 39,6% | 29,6% | 9,1% | 142 |
| | Business/Employment | 3,6% | 12,3% | 29,0% | 42,2% | 12,8% | 61 |
| | Event in Iceland | 11,5% | 4,2% | 40,5% | 29,3% | 14,4% | 63 |
| | Other | 5,5% | 9,1% | 43,3% | 32,6% | 9,5% | 176 |
| Transport type | Flight | 5,0% | 8,5% | 38,9% | 37,7% | 9,9% | 2066 |
| | Smyril Line | 5,4% | 13,3% | 45,3% | 31,6% | 4,4% | 135 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[DE01] Have you seen or heard about Iceland as a travel destination through advertising or media coverage during the last three months?

| Answers | Count | Pct.% | Conf.lim +/- |
|--|-------------|---------------|--------------|
| Internet (web sites, blogs, social media) | 1128 | 48,3% | 2,0% |
| Television | 552 | 23,6% | 1,7% |
| Magazines | 552 | 23,6% | 1,7% |
| Newspapers | 534 | 22,8% | 1,7% |
| Posters (outdoor media) | 115 | 4,9% | 0,9% |
| Radio | 67 | 2,9% | 0,7% |
| Elsewhere | 216 | 9,2% | 1,2% |
| No, I have not noticed Iceland being advertised or discussed as a travel destination | 644 | 27,6% | 1,8% |
| Number of answers | 2336 | | |
| Responded | 2336 | 99,0% | |
| Did not respond** | 23 | 1,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



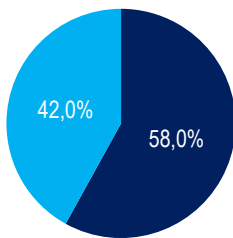
| | | Internet | Television | Magazines | Newspaper | Posters | Radio | Elsewhere | No | Number of answers |
|-------------------------|-----------------------------------|----------|------------|-----------|-----------|---------|-------|-----------|-------|-------------------|
| Total | Total | 48,3% | 23,6% | 23,6% | 22,8% | 4,9% | 2,9% | 9,2% | 27,6% | 2336 |
| Gender | Male | 52,1% | 25,0% | 24,6% | 23,6% | 5,1% | 3,0% | 8,9% | 26,8% | 1141 |
| | Female | 44,6% | 22,4% | 22,6% | 22,1% | 4,7% | 2,8% | 9,6% | 28,3% | 1194 |
| Age | 24 years and younger | 49,3% | 21,2% | 17,3% | 15,6% | 7,2% | 3,5% | 9,2% | 33,5% | 337 |
| | 25-34 years | 47,8% | 22,3% | 20,0% | 14,1% | 6,8% | 3,4% | 7,6% | 31,4% | 715 |
| | 35-44 years | 49,3% | 23,0% | 23,5% | 23,3% | 6,2% | 1,7% | 7,2% | 25,9% | 411 |
| | 45-54 years | 50,2% | 24,6% | 30,0% | 29,5% | 2,3% | 3,9% | 8,7% | 23,4% | 451 |
| | 55 years and older | 44,9% | 27,5% | 27,9% | 35,7% | 1,4% | 1,6% | 14,6% | 22,5% | 422 |
| Profession | Managerial | 53,3% | 26,6% | 24,8% | 24,8% | 6,4% | 2,1% | 10,2% | 22,4% | 293 |
| | Professional | 45,7% | 21,7% | 21,1% | 23,6% | 3,8% | 2,3% | 7,6% | 28,5% | 708 |
| | Specialized staff | 48,8% | 27,8% | 27,0% | 24,9% | 3,6% | 4,4% | 12,0% | 24,2% | 372 |
| | Clerical/Service | 55,6% | 23,1% | 30,1% | 25,6% | 4,1% | 5,4% | 6,1% | 23,4% | 161 |
| | Student | 49,9% | 21,6% | 20,2% | 16,3% | 8,4% | 3,4% | 8,1% | 31,9% | 369 |
| | Retired/Homemaker | 38,8% | 28,3% | 28,0% | 23,8% | 1,4% | 0,5% | 15,2% | 28,7% | 157 |
| | Other | 49,1% | 19,9% | 22,1% | 22,3% | 6,3% | 1,9% | 8,4% | 31,0% | 248 |
| Household income | Low | 49,1% | 29,5% | 23,6% | 14,2% | 8,0% | 5,1% | 9,1% | 28,5% | 109 |
| | Low average | 47,2% | 22,0% | 18,0% | 19,5% | 7,6% | 3,2% | 10,2% | 35,9% | 192 |
| | Average | 50,1% | 25,3% | 24,4% | 21,0% | 5,5% | 3,8% | 9,6% | 25,9% | 857 |
| | High average | 48,2% | 23,0% | 25,5% | 25,7% | 4,0% | 2,1% | 9,1% | 26,3% | 813 |
| | High | 43,6% | 16,6% | 20,2% | 32,8% | 3,3% | 1,4% | 9,7% | 27,4% | 209 |
| Nationality | American | 50,3% | 10,4% | 20,8% | 16,8% | 9,4% | 2,3% | 12,4% | 28,5% | 322 |
| | German | 46,8% | 50,6% | 30,5% | 21,8% | 3,6% | 2,9% | 6,8% | 17,5% | 312 |
| | French | 41,5% | 21,5% | 17,0% | 11,9% | 10,4% | 3,7% | 9,6% | 34,1% | 213 |
| | Danish | 49,5% | 11,2% | 30,8% | 43,0% | 3,7% | 1,9% | 13,1% | 17,8% | 158 |
| | British | 38,9% | 30,3% | 16,8% | 22,6% | 4,8% | 2,9% | 6,2% | 34,6% | 165 |
| | Norwegian | 54,5% | 27,3% | 29,3% | 48,5% | | 5,1% | 4,0% | 21,2% | 128 |
| | Swedish | 47,8% | 18,1% | 26,1% | 42,8% | 1,4% | 2,9% | 11,6% | 21,7% | 110 |
| | Spanish | 50,6% | 28,4% | 22,2% | 17,3% | 7,4% | 3,7% | 6,2% | 34,6% | 101 |
| | Italian | 50,9% | 16,4% | 20,0% | 9,1% | 1,8% | 0,9% | 8,2% | 40,0% | 93 |
| | Dutch | 48,5% | 18,2% | 25,5% | 15,2% | 5,5% | 1,2% | 8,5% | 33,9% | 81 |
| | Other | 50,3% | 20,5% | 22,7% | 20,7% | 3,4% | 3,1% | 9,9% | 28,8% | 649 |
| Market area | Scandinavia | 51,5% | 18,3% | 28,0% | 42,3% | 2,1% | 3,1% | 8,7% | 20,7% | 464 |
| | Britain | 42,5% | 28,0% | 16,2% | 21,4% | 4,9% | 3,1% | 7,1% | 33,7% | 201 |
| | Central/South-Europe | 47,3% | 31,9% | 27,9% | 18,2% | 5,0% | 3,0% | 8,5% | 27,4% | 1025 |
| | North America | 46,8% | 10,0% | 18,9% | 18,0% | 9,0% | 2,4% | 12,6% | 31,5% | 416 |
| | Other | 54,1% | 18,8% | 10,9% | 14,7% | 2,9% | 2,9% | 9,5% | 29,3% | 228 |
| Type of trip | Package tour | 47,1% | 28,3% | 25,3% | 20,5% | 1,3% | 2,2% | 12,4% | 26,9% | 232 |
| | Individually arranged | 48,9% | 23,0% | 23,1% | 23,1% | 5,4% | 3,2% | 8,7% | 27,5% | 1843 |
| | Mix of both | 46,1% | 24,1% | 27,5% | 24,2% | 4,5% | 1,3% | 10,5% | 27,6% | 237 |
| Purpose of visit | Vacation/holiday | 50,1% | 25,0% | 24,1% | 22,5% | 5,1% | 3,2% | 9,5% | 26,1% | 2016 |
| | Conference/meeting | 42,4% | 19,3% | 23,0% | 32,4% | 7,2% | 2,3% | 7,8% | 30,5% | 242 |
| | Study/research | 49,2% | 22,5% | 21,8% | 29,8% | 2,8% | 4,1% | 10,4% | 30,3% | 82 |
| | Visiting friends/relatives | 47,2% | 25,9% | 24,0% | 26,1% | 7,4% | 3,3% | 11,3% | 23,2% | 146 |
| | Business/Employment | 53,3% | 23,7% | 27,2% | 14,6% | 1,8% | 2,5% | 7,3% | 32,3% | 65 |
| | Event in Iceland | 61,1% | 21,9% | 33,6% | 24,9% | 5,8% | 3,2% | 11,4% | 21,5% | 69 |
| | Other | 43,0% | 22,7% | 26,4% | 17,8% | 5,9% | 3,5% | 13,1% | 31,5% | 190 |
| Transport type | Flight | 48,0% | 23,1% | 22,9% | 23,1% | 5,0% | 2,9% | 9,0% | 28,1% | 2194 |
| | Smyril Line | 52,9% | 32,6% | 34,8% | 19,6% | 3,3% | 3,1% | 12,3% | 19,7% | 143 |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

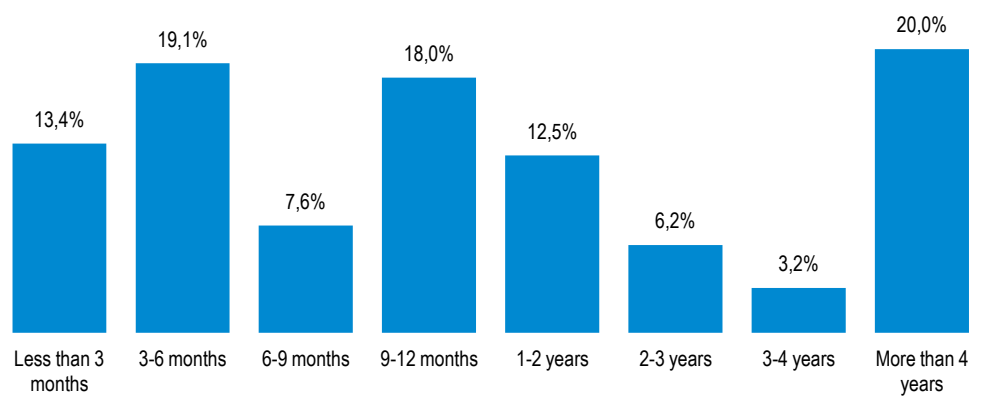
[DE03] How long was it since you first considered coming to Iceland

| Answers | Count | Pct.% | Conf.lim +/- |
|------------------------|-------|--------|--------------|
| Less than 3 months | 308 | 13,4% | 1,4% |
| 3-6 months | 438 | 19,1% | 1,6% |
| 6-9 months | 174 | 7,6% | 1,1% |
| 9-12 months | 415 | 18,0% | 1,6% |
| 1-2 years | 289 | 12,5% | 1,4% |
| 2-3 years | 143 | 6,2% | 1,0% |
| 3-4 years | 73 | 3,2% | 0,7% |
| More than 4 years | 461 | 20,0% | 1,6% |
| Number of answers | 2301 | 100,0% | |
| Responded | 2301 | 97,5% | |
| Did not respond** | 58 | 2,5% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

How long considering



■ Year or less ■ More than a year



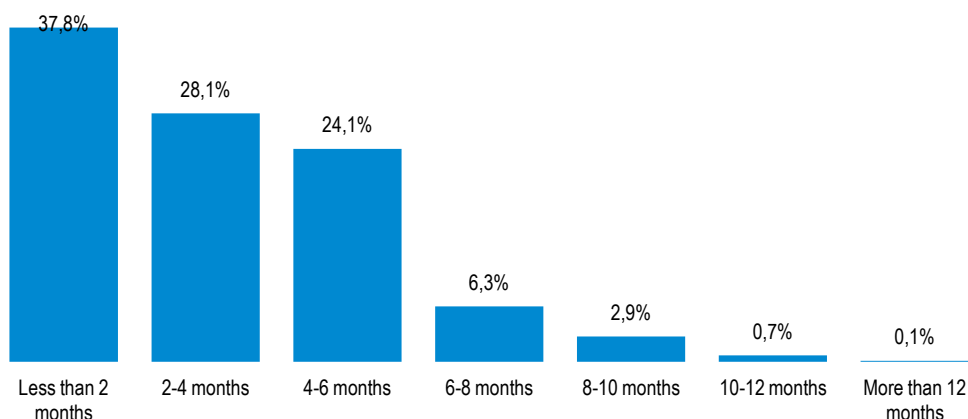
| | | Less than 3 months | 3-6 months | 6-9 months | 9-12 months | 1-2 years | 2-3 years | 3-4 years | More than 4 years | Number of answers | Average | Conf.lim +/- |
|------------------|----------------------------|--------------------|------------|------------|-------------|-----------|-----------|-----------|-------------------|-------------------|---------|--------------|
| Total | Total | 13,4% | 19,1% | 7,6% | 18,0% | 12,5% | 6,2% | 3,2% | 20,0% | 2301 | 39,7 | 3,0 |
| Gender | Male | 12,9% | 18,5% | 8,0% | 17,4% | 11,3% | 6,6% | 3,6% | 21,7% | 1122 | 41,8 | 4,5 |
| | Female | 13,8% | 19,6% | 7,2% | 18,6% | 13,7% | 5,8% | 2,8% | 18,5% | 1178 | 37,7 | 3,9 |
| Age | 24 years and younger | 12,7% | 21,1% | 11,4% | 20,4% | 13,2% | 6,3% | 3,2% | 11,7% | 332 | 22,9 | 3,8 |
| | 25-34 years | 14,3% | 20,0% | 6,9% | 17,2% | 12,0% | 6,9% | 3,6% | 19,2% | 699 | 32,7 | 3,9 |
| | 35-44 years | 15,5% | 15,6% | 6,0% | 19,4% | 13,1% | 5,0% | 3,8% | 21,5% | 408 | 41,4 | 6,5 |
| | 45-54 years | 13,3% | 20,0% | 6,2% | 17,8% | 11,0% | 7,1% | 2,2% | 22,5% | 443 | 44,6 | 7,5 |
| | 55 years and older | 10,4% | 18,2% | 8,8% | 16,3% | 14,1% | 5,2% | 2,8% | 24,2% | 418 | 58,2 | 10,7 |
| Profession | Managerial | 13,5% | 19,4% | 5,7% | 16,9% | 12,4% | 6,5% | 2,1% | 23,5% | 289 | 46,4 | 10,0 |
| | Professional | 15,0% | 20,2% | 7,0% | 17,1% | 11,8% | 6,2% | 2,2% | 20,6% | 703 | 40,6 | 5,8 |
| | Specialized staff | 13,0% | 17,8% | 8,0% | 16,7% | 14,3% | 4,3% | 4,0% | 21,9% | 369 | 42,9 | 7,5 |
| | Clerical/Service | 16,0% | 17,7% | 6,5% | 19,1% | 14,0% | 7,0% | 3,1% | 16,7% | 155 | 31,3 | 9,3 |
| | Student | 13,4% | 21,6% | 11,0% | 19,9% | 10,1% | 7,3% | 2,9% | 13,8% | 359 | 25,2 | 4,2 |
| | Retired/Homemaker | 11,5% | 12,7% | 7,7% | 23,6% | 11,5% | 7,1% | 4,6% | 21,3% | 150 | 55,3 | 16,7 |
| | Other | 7,7% | 18,6% | 6,9% | 17,5% | 16,0% | 6,3% | 5,2% | 21,8% | 246 | 41,0 | 7,8 |
| Household income | Low | 9,2% | 21,9% | 8,8% | 10,1% | 13,8% | 7,9% | 6,7% | 21,6% | 110 | 41,3 | 12,5 |
| | Low average | 15,0% | 19,0% | 4,8% | 19,7% | 10,3% | 8,5% | 2,2% | 20,5% | 184 | 37,7 | 9,5 |
| | Average | 12,7% | 16,3% | 7,5% | 19,6% | 12,2% | 6,4% | 3,5% | 21,9% | 845 | 41,5 | 4,9 |
| | High average | 13,9% | 20,5% | 6,7% | 18,2% | 13,9% | 5,1% | 2,8% | 18,9% | 808 | 39,6 | 5,1 |
| | High | 18,8% | 21,0% | 9,0% | 12,2% | 11,7% | 5,9% | 1,4% | 20,0% | 202 | 40,0 | 11,7 |
| Nationality | American | 12,9% | 15,6% | 8,1% | 21,0% | 14,2% | 7,5% | 1,4% | 19,3% | 319 | 37,4 | 7,8 |
| | German | 7,8% | 17,3% | 7,8% | 19,3% | 13,1% | 6,5% | 4,6% | 23,5% | 310 | 46,8 | 8,1 |
| | French | 15,2% | 23,5% | 12,9% | 12,9% | 15,9% | 8,3% | 1,5% | 9,8% | 209 | 20,3 | 4,7 |
| | Danish | 15,7% | 23,1% | 3,7% | 12,0% | 13,0% | 3,7% | 3,7% | 25,0% | 160 | 51,7 | 14,4 |
| | British | 12,4% | 17,4% | 8,0% | 14,9% | 14,4% | 5,0% | 3,5% | 24,4% | 159 | 45,7 | 12,5 |
| | Norwegian | 14,3% | 22,4% | 6,1% | 21,4% | 10,2% | 5,1% | 2,0% | 18,4% | 127 | 34,9 | 10,1 |
| | Swedish | 14,8% | 15,6% | 3,7% | 20,0% | 8,1% | 4,4% | 2,2% | 31,1% | 107 | 53,1 | 14,8 |
| | Spanish | 20,5% | 23,1% | 5,1% | 23,1% | 12,8% | 2,6% | 3,8% | 9,0% | 97 | 18,0 | 5,9 |
| | Italian | 14,0% | 13,1% | 1,9% | 15,0% | 11,2% | 14,0% | 10,3% | 20,6% | 90 | 41,9 | 14,2 |
| | Dutch | 11,6% | 20,1% | 9,8% | 15,9% | 11,6% | 6,7% | 2,4% | 22,0% | 80 | 40,6 | 17,0 |
| | Other | 13,9% | 19,5% | 8,0% | 18,9% | 11,1% | 5,6% | 3,1% | 19,7% | 638 | 41,1 | 6,4 |
| Market area | Scandinavia | 14,3% | 20,5% | 4,6% | 17,4% | 10,1% | 3,8% | 3,0% | 26,1% | 460 | 47,9 | 7,2 |
| | Britain | 11,7% | 19,3% | 7,3% | 14,5% | 14,0% | 5,9% | 3,4% | 24,0% | 194 | 48,4 | 12,7 |
| | Central/South-Europe | 12,5% | 18,3% | 8,6% | 18,2% | 13,1% | 6,9% | 3,8% | 18,6% | 1011 | 36,6 | 4,1 |
| | North America | 13,1% | 19,1% | 7,6% | 20,4% | 13,1% | 6,9% | 1,6% | 18,1% | 411 | 36,7 | 7,0 |
| | Other | 16,9% | 19,4% | 9,4% | 17,4% | 12,4% | 6,7% | 3,5% | 14,3% | 222 | 34,5 | 10,3 |
| Type of trip | Package tour | 9,4% | 13,2% | 5,8% | 22,2% | 16,8% | 6,4% | 1,5% | 24,6% | 234 | 51,6 | 11,1 |
| | Individually arranged | 13,5% | 20,6% | 7,6% | 16,9% | 12,1% | 6,0% | 3,4% | 19,9% | 1812 | 38,6 | 3,3 |
| | Mix of both | 15,4% | 13,3% | 8,0% | 23,9% | 12,2% | 6,6% | 2,8% | 17,9% | 233 | 38,2 | 9,6 |
| Purpose of visit | Vacation/holiday | 12,0% | 17,9% | 7,8% | 17,8% | 13,4% | 6,6% | 3,4% | 21,0% | 1990 | 41,6 | 3,3 |
| | Conference/meeting | 12,4% | 29,3% | 9,4% | 21,4% | 7,5% | 2,7% | 2,4% | 15,0% | 242 | 30,1 | 7,6 |
| | Study/research | 11,0% | 18,3% | 8,6% | 24,8% | 9,3% | 4,9% | 3,2% | 20,0% | 81 | 40,1 | 15,8 |
| | Visiting friends/relatives | 18,1% | 20,5% | 8,2% | 12,7% | 11,1% | 3,5% | 2,2% | 23,6% | 140 | 42,5 | 12,2 |
| | Business/Employment | 39,2% | 10,8% | 2,2% | 12,2% | 3,5% | | 3,7% | 28,3% | 60 | 57,7 | 30,8 |
| | Event in Iceland | 6,6% | 21,3% | 14,5% | 19,2% | 9,9% | 9,0% | | 19,6% | 67 | 46,0 | 19,8 |
| | Other | 22,2% | 15,9% | 9,2% | 13,7% | 9,4% | 8,6% | 0,8% | 20,2% | 184 | 43,5 | 12,2 |
| Transport type | Flight | 13,6% | 19,4% | 7,8% | 18,1% | 12,2% | 6,0% | 2,8% | 20,1% | 2160 | 39,2 | 3,1 |
| | Smyril Line | 9,4% | 13,4% | 4,0% | 17,4% | 18,0% | 9,4% | 8,8% | 19,6% | 141 | 47,2 | 11,7 |

*Individuals asked: Everyone

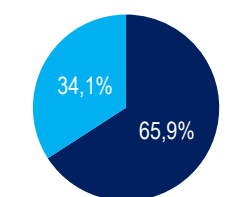
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[DE04] How long before departure did you book

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Less than 2 months | 891 | 37,8% | 2,0% |
| 2-4 months | 662 | 28,1% | 1,8% |
| 4-6 months | 568 | 24,1% | 1,7% |
| 6-8 months | 148 | 6,3% | 1,0% |
| 8-10 months | 68 | 2,9% | 0,7% |
| 10-12 months | 17 | 0,7% | 0,3% |
| More than 12 months | 3 | 0,1% | 0,1% |
| Number of answers | 2357 | 100,0% | |
| Responded | 2357 | 99,9% | |
| Did not respond** | 2 | 0,1% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



How long before departure did you book



■ 4 months or less
■ More than 4 months

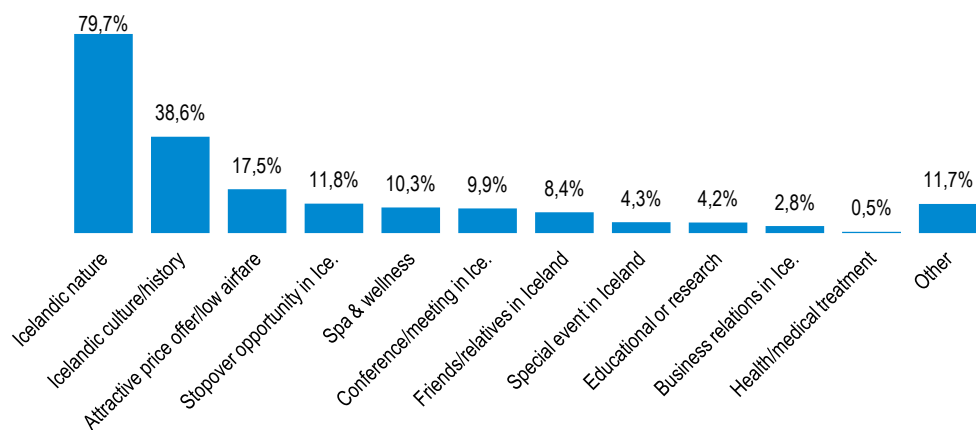
| | | Less than 2 months | 2-4 months | 4-6 months | 6-8 months | 8-10 months | 10-12 months | More than 12 months | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|--------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|---------------|
| Total | Total | 37,8% | 28,1% | 24,1% | 6,3% | 2,9% | 0,7% | 0,1% | 2357 | 3,7 | 0,1 |
| Gender | Male | 37,8% | 28,7% | 24,2% | 5,7% | 2,8% | 0,6% | 0,1% | 1149 | 3,6 | 0,1 |
| | Female | 37,7% | 27,5% | 24,0% | 6,8% | 3,0% | 0,9% | 0,1% | 1207 | 3,7 | 0,1 |
| Age | 24 years and younger | 40,3% | 29,6% | 19,7% | 5,5% | 3,2% | 1,2% | 0,6% | 339 | 3,6 | 0,3 |
| | 25-34 years | 45,4% | 26,3% | 22,4% | 3,8% | 1,7% | 0,2% | 0,1% | 721 | 3,2 | 0,2 |
| | 35-44 years | 37,6% | 27,3% | 24,6% | 7,9% | 2,3% | 0,3% | | 415 | 3,6 | 0,2 |
| | 45-54 years | 31,0% | 30,0% | 27,4% | 7,5% | 2,6% | 1,6% | | 455 | 4,0 | 0,2 |
| | 55 years and older | 30,2% | 28,8% | 26,5% | 8,3% | 5,5% | 0,8% | | 425 | 4,1 | 0,2 |
| Profession | Managerial | 34,6% | 30,9% | 27,4% | 4,1% | 2,7% | 0,4% | | 295 | 3,7 | 0,3 |
| | Professional | 36,8% | 29,1% | 24,1% | 6,7% | 2,9% | 0,4% | | 714 | 3,6 | 0,2 |
| | Specialized staff | 32,2% | 28,7% | 28,8% | 7,5% | 2,0% | 0,8% | | 379 | 3,9 | 0,2 |
| | Clerical/Service | 42,3% | 21,9% | 26,9% | 5,6% | 2,6% | 0,6% | | 162 | 3,5 | 0,4 |
| | Student | 45,2% | 28,0% | 17,3% | 5,6% | 2,9% | 0,6% | 0,6% | 372 | 3,4 | 0,3 |
| | Retired/Homemaker | 32,6% | 25,8% | 21,8% | 11,5% | 6,4% | 1,8% | | 157 | 4,2 | 0,4 |
| | Other | 40,4% | 27,1% | 23,3% | 4,9% | 2,7% | 1,3% | 0,3% | 249 | 3,6 | 0,3 |
| Household income | Low | 46,5% | 29,7% | 16,3% | 1,7% | 4,4% | | 1,5% | 112 | 3,3 | 0,5 |
| | Low average | 47,6% | 24,8% | 18,6% | 5,8% | 2,7% | 0,5% | | 194 | 3,2 | 0,3 |
| | Average | 36,6% | 27,8% | 25,0% | 7,1% | 2,5% | 0,9% | 0,1% | 864 | 3,7 | 0,2 |
| | High average | 36,5% | 28,5% | 25,6% | 5,8% | 3,2% | 0,3% | 0,1% | 820 | 3,7 | 0,2 |
| | High | 35,1% | 32,2% | 22,2% | 6,1% | 2,7% | 1,7% | | 209 | 3,6 | 0,3 |
| Nationality | American | 35,2% | 23,8% | 28,9% | 7,0% | 4,4% | 0,7% | | 322 | 3,9 | 0,3 |
| | German | 29,8% | 26,9% | 28,8% | 9,1% | 4,5% | 1,0% | | 313 | 4,2 | 0,3 |
| | French | 34,3% | 29,2% | 27,7% | 5,8% | 2,2% | 0,7% | | 217 | 3,8 | 0,3 |
| | Danish | 39,3% | 33,0% | 24,1% | 1,8% | 0,9% | 0,9% | | 166 | 3,3 | 0,3 |
| | British | 34,8% | 30,0% | 18,1% | 7,1% | 7,1% | 1,9% | 1,0% | 166 | 4,1 | 0,5 |
| | Norwegian | 49,0% | 33,0% | 14,0% | 2,0% | 1,0% | 1,0% | | 129 | 2,9 | 0,4 |
| | Swedish | 41,7% | 34,5% | 14,4% | 6,5% | 2,2% | 0,7% | | 111 | 3,2 | 0,4 |
| | Spanish | 54,3% | 24,7% | 14,8% | 3,7% | 2,5% | | | 101 | 2,9 | 0,4 |
| | Italian | 48,2% | 28,6% | 18,8% | 2,7% | 0,9% | | 0,9% | 94 | 3,1 | 0,5 |
| | Dutch | 25,4% | 27,8% | 33,1% | 11,2% | 2,4% | | | 83 | 4,2 | 0,5 |
| | Other | 39,1% | 26,8% | 24,7% | 6,8% | 1,9% | 0,6% | 0,1% | 651 | 3,6 | 0,2 |
| Market area | Scandinavia | 44,1% | 33,9% | 16,9% | 3,1% | 1,3% | 0,8% | | 474 | 3,1 | 0,2 |
| | Britain | 39,7% | 29,3% | 17,6% | 5,9% | 5,6% | 1,2% | 0,8% | 203 | 3,8 | 0,4 |
| | Central/South-Europe | 34,4% | 27,0% | 26,8% | 8,5% | 2,8% | 0,4% | 0,1% | 1033 | 3,9 | 0,1 |
| | North America | 33,3% | 25,4% | 29,4% | 6,2% | 4,2% | 1,3% | 0,1% | 416 | 4,0 | 0,3 |
| | Other | 46,8% | 24,5% | 23,4% | 3,4% | 1,4% | 0,5% | | 229 | 3,1 | 0,3 |
| Type of trip | Package tour | 29,5% | 21,5% | 30,6% | 9,4% | 7,7% | 1,4% | | 237 | 4,4 | 0,3 |
| | Individually arranged | 39,0% | 28,8% | 23,6% | 5,8% | 2,3% | 0,4% | 0,2% | 1856 | 3,5 | 0,1 |
| | Mix of both | 35,1% | 29,6% | 23,5% | 7,5% | 3,0% | 1,4% | | 239 | 3,8 | 0,3 |
| Purpose of visit | Vacation/holiday | 35,6% | 28,0% | 25,4% | 7,0% | 3,2% | 0,7% | 0,1% | 2032 | 3,8 | 0,1 |
| | Conference/meeting | 38,2% | 36,9% | 20,5% | 3,7% | 0,3% | 0,3% | | 245 | 3,3 | 0,2 |
| | Study/research | 53,5% | 30,0% | 8,9% | 2,6% | 2,5% | 1,9% | 0,6% | 83 | 3,0 | 0,7 |
| | Visiting friends/relatives | 47,2% | 29,2% | 16,6% | 4,4% | 1,6% | 0,9% | | 147 | 3,1 | 0,4 |
| | Business/Employment | 69,9% | 17,2% | 11,2% | | 1,7% | | | 65 | 2,0 | 0,5 |
| | Event in Iceland | 30,5% | 24,8% | 30,4% | 10,1% | 2,2% | 1,9% | | 69 | 4,1 | 0,6 |
| | Other | 43,6% | 20,5% | 24,4% | 7,0% | 2,7% | 1,5% | 0,4% | 191 | 3,6 | 0,4 |
| Transport type | Flight | 38,5% | 28,3% | 23,6% | 5,9% | 2,8% | 0,7% | 0,1% | 2214 | 3,6 | 0,1 |
| | Smyril Line | 26,9% | 24,8% | 31,8% | 11,6% | 3,8% | 1,0% | | 143 | 4,3 | 0,4 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[DE05] Which of the following factors had a major impact on your decision to visit Iceland?

| Answers | Count | Pct.% | Conf.lim +/- |
|--------------------------------------|-------------|---------------|--------------|
| Icelandic nature | 1875 | 79,7% | 1,6% |
| Icelandic culture/history | 907 | 38,6% | 2,0% |
| Attractive price offer / low airfare | 412 | 17,5% | 1,5% |
| Stopover opportunity in Iceland | 277 | 11,8% | 1,3% |
| Spa & wellness | 243 | 10,3% | 1,2% |
| Conference/meeting in Iceland | 232 | 9,9% | 1,2% |
| Friends/relatives in Iceland | 197 | 8,4% | 1,1% |
| Special event in Iceland | 102 | 4,3% | 0,8% |
| Educational or research | 100 | 4,2% | 0,8% |
| Business relations in | 66 | 2,8% | 0,7% |
| Health & medical treatment | 13 | 0,5% | 0,3% |
| Other | 275 | 11,7% | 1,3% |
| Number of answers | 2352 | | |
| Responded | 2352 | 99,7% | |
| Did not respond** | 7 | 0,3% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



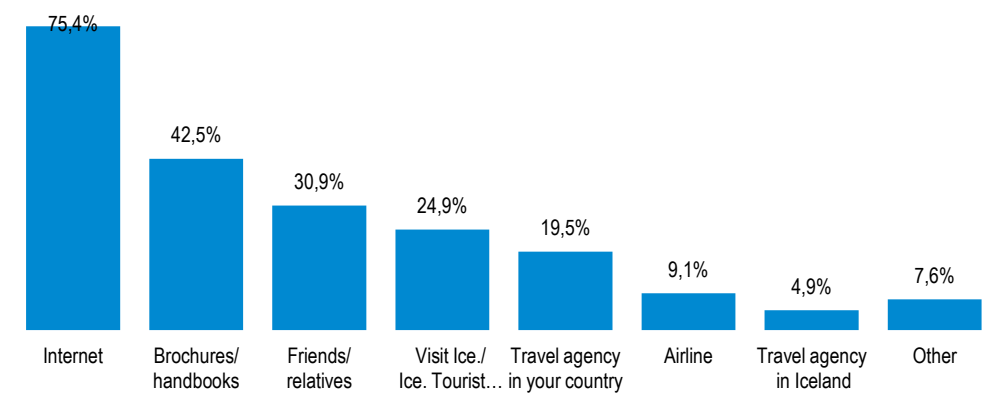
| | | Icelandic nature | Icelandic culture/history | Attractive price offer/low | Stopover opportunity in | Spa & wellness | Conference/m | eting in Ice. | Friends/relativ | es in Iceland | Special event | Educational or | research | Business | relations in Ice. | Health/medical | treatment | Other | Number of |
|------------------|----------------------------|------------------|---------------------------|----------------------------|-------------------------|----------------|--------------|---------------|-----------------|---------------|---------------|----------------|----------|----------|-------------------|----------------|-----------|-------|-----------|
| Total | Total | 79,7% | 38,6% | 17,5% | 11,8% | 10,3% | 9,9% | 8,4% | 4,3% | 4,2% | 2,8% | 0,5% | 11,7% | 2352 | | | | | |
| Gender | Male | 79,4% | 40,4% | 18,2% | 11,1% | 9,6% | 9,0% | 7,9% | 4,1% | 3,6% | 4,3% | 0,6% | 10,7% | 1147 | | | | | |
| | Female | 80,0% | 36,8% | 16,9% | 12,4% | 11,0% | 10,6% | 8,8% | 4,5% | 4,8% | 1,4% | 0,5% | 12,6% | 1204 | | | | | |
| Age | 24 years and younger | 86,4% | 43,1% | 20,7% | 14,6% | 11,9% | 2,5% | 10,4% | 6,4% | 7,1% | 2,4% | 0,2% | 13,9% | 338 | | | | | |
| | 25-34 years | 81,6% | 36,8% | 19,7% | 10,0% | 12,0% | 10,9% | 8,2% | 3,7% | 3,8% | 2,4% | 0,7% | 9,0% | 719 | | | | | |
| | 35-44 years | 78,0% | 34,4% | 14,5% | 12,3% | 13,3% | 14,7% | 6,4% | 3,3% | 4,6% | 3,1% | 0,7% | 9,8% | 414 | | | | | |
| | 45-54 years | 78,6% | 33,7% | 15,8% | 11,8% | 7,4% | 11,2% | 7,8% | 3,4% | 3,5% | 4,1% | 0,7% | 12,8% | 455 | | | | | |
| | 55 years and older | 73,9% | 47,0% | 16,1% | 12,3% | 6,4% | 7,7% | 9,5% | 5,7% | 3,1% | 2,2% | 0,2% | 15,2% | 424 | | | | | |
| Profession | Managerial | 82,4% | 37,5% | 14,0% | 9,1% | 11,1% | 7,9% | 7,9% | 4,0% | 2,0% | 5,5% | 1,0% | 10,3% | 294 | | | | | |
| | Professional | 73,8% | 35,1% | 18,2% | 11,8% | 7,9% | 15,6% | 6,2% | 4,4% | 2,6% | 3,0% | 0,3% | 12,2% | 714 | | | | | |
| | Specialized staff | 80,1% | 37,9% | 19,7% | 12,4% | 12,2% | 10,3% | 6,8% | 5,7% | 6,4% | 2,8% | 0,6% | 9,6% | 377 | | | | | |
| | Clerical/Service | 90,2% | 34,8% | 16,6% | 7,3% | 13,4% | 2,4% | 7,8% | 1,4% | | 1,8% | 0,7% | 7,8% | 162 | | | | | |
| | Student | 82,6% | 43,5% | 19,8% | 15,8% | 9,5% | 7,0% | 13,9% | 4,3% | 9,3% | 1,4% | 0,4% | 11,9% | 370 | | | | | |
| | Retired/Homemaker | 79,2% | 47,1% | 12,7% | 12,1% | 8,0% | 0,6% | 10,3% | 3,1% | 2,0% | | | | 15,0% | 157 | | | | |
| | Other | 79,9% | 40,9% | 15,7% | 10,4% | 13,7% | 11,2% | 8,8% | 5,1% | 4,7% | 3,5% | 1,2% | 15,4% | 249 | | | | | |
| Household income | Low | 86,5% | 46,4% | 16,4% | 10,1% | 13,2% | 1,7% | 8,9% | 5,2% | 7,2% | 1,0% | 0,7% | 15,4% | 111,5 | | | | | |
| | Low average | 82,9% | 40,7% | 21,9% | 12,7% | 8,0% | 10,3% | 17,4% | 3,7% | 4,9% | 2,8% | | 13,5% | 192 | | | | | |
| | Average | 82,2% | 39,4% | 16,2% | 10,7% | 11,3% | 8,7% | 8,9% | 4,6% | 4,3% | 1,7% | 0,5% | 10,6% | 865 | | | | | |
| | High average | 76,8% | 38,1% | 17,7% | 11,3% | 9,5% | 12,0% | 6,4% | 4,0% | 3,9% | 3,8% | 0,7% | 10,7% | 820 | | | | | |
| | High | 70,8% | 32,6% | 22,2% | 19,3% | 10,5% | 14,8% | 6,7% | 4,7% | 2,5% | 5,0% | 0,9% | 13,1% | 208 | | | | | |
| Nationality | American | 67,9% | 46,2% | 40,8% | 40,8% | 13,7% | 3,0% | 8,7% | 5,0% | 4,0% | 2,0% | 0,7% | 9,7% | 323 | | | | | |
| | German | 86,7% | 36,9% | 10,7% | 3,6% | 7,1% | 10,7% | 6,8% | 4,2% | 3,9% | 1,3% | 0,6% | 16,5% | 313 | | | | | |
| | French | 89,8% | 28,5% | 5,1% | 3,6% | 12,4% | 5,1% | 4,4% | 1,5% | 2,9% | | | 10,2% | 217 | | | | | |
| | Danish | 68,5% | 23,4% | 20,7% | 9,0% | 9,0% | 15,3% | 13,5% | 6,3% | 4,5% | 7,2% | 0,9% | 14,4% | 164 | | | | | |
| | British | 77,9% | 51,0% | 16,3% | 9,1% | 11,5% | 7,2% | 8,2% | 6,2% | 9,1% | 2,9% | 0,5% | 15,9% | 165 | | | | | |
| | Norwegian | 79,0% | 57,0% | 28,0% | 10,0% | 11,0% | 16,0% | 12,0% | 5,0% | 5,0% | 1,0% | | 14,0% | 129 | | | | | |
| | Swedish | 72,3% | 46,0% | 17,5% | 3,6% | 10,2% | 16,1% | 16,8% | 9,5% | 3,6% | 7,3% | 1,5% | 16,1% | 109 | | | | | |
| | Spanish | 88,9% | 25,9% | 9,9% | 7,4% | 7,4% | 4,9% | 8,6% | | 3,7% | 2,5% | | | 1,2% | 101 | | | | |
| | Italian | 88,4% | 26,8% | 5,4% | 1,8% | 14,3% | 5,4% | 8,0% | 1,8% | 3,6% | | | | 6,3% | 94 | | | | |
| | Dutch | 85,2% | 24,9% | 6,5% | 10,7% | 8,3% | 11,2% | 2,4% | 2,4% | 1,2% | 0,6% | | | 10,1% | 83 | | | | |
| | Other | 80,1% | 40,2% | 15,2% | 9,5% | 9,6% | 12,4% | 7,7% | 4,4% | 4,0% | 4,1% | 0,7% | 10,6% | 650 | | | | | |
| Market area | Scandinavia | 73,8% | 40,9% | 20,8% | 7,2% | 10,6% | 16,7% | 15,0% | 6,4% | 5,1% | 5,9% | 0,8% | 13,2% | 471 | | | | | |
| | Britain | 76,4% | 50,8% | 15,8% | 8,1% | 11,0% | 11,1% | 8,2% | 6,6% | 9,8% | 2,9% | 0,4% | 15,1% | 201 | | | | | |
| | Central/South-Europe | 87,5% | 31,7% | 8,9% | 3,7% | 9,3% | 8,8% | 6,3% | 2,5% | 2,7% | 1,2% | 0,3% | 11,3% | 1033 | | | | | |
| | North America | 68,1% | 44,5% | 39,6% | 42,0% | 14,4% | 3,8% | 8,4% | 4,6% | 3,8% | 2,1% | 0,6% | 10,5% | 417 | | | | | |
| | Other | 80,6% | 43,0% | 10,5% | 5,8% | 5,8% | 10,6% | 4,2% | 5,8% | 5,3% | 4,8% | 1,0% | 9,4% | 228 | | | | | |
| Type of trip | Package tour | 83,3% | 41,6% | 10,9% | 4,6% | 6,5% | 6,2% | 1,7% | 5,4% | 4,0% | 2,7% | 0,8% | 15,9% | 236 | | | | | |
| | Individually arranged | 79,1% | 38,3% | 19,1% | 13,5% | 11,2% | 10,4% | 9,8% | 3,9% | 4,1% | 3,1% | 0,5% | 10,5% | 1855 | | | | | |
| | Mix of both | 83,6% | 37,8% | 11,2% | 4,7% | 7,3% | 8,7% | 4,4% | 6,7% | 3,9% | 1,2% | 1,0% | 15,2% | 239 | | | | | |
| Purpose of visit | Vacation/holiday | 86,9% | 42,2% | 19,6% | 12,7% | 11,2% | 4,6% | 8,3% | 3,7% | 2,3% | 1,4% | 0,5% | 11,3% | 2031 | | | | | |
| | Conference/meeting | 43,0% | 21,9% | 2,6% | 2,6% | 4,9% | 85,9% | 4,6% | 5,6% | 15,6% | 7,6% | 1,3% | 4,2% | 244 | | | | | |
| | Study/research | 72,1% | 50,5% | 5,2% | 6,2% | 4,6% | 26,5% | 14,2% | 3,9% | 65,6% | 12,3% | | 11,0% | 82 | | | | | |
| | Visiting friends/relatives | 65,7% | 41,0% | 18,5% | 11,4% | 12,1% | 7,5% | 87,7% | 7,4% | 7,0% | 6,1% | 0,7% | 9,9% | 147 | | | | | |
| | Business/Employment | 47,3% | 23,2% | 7,2% | 12,3% | 8,1% | 26,2% | 8,4% | 4,6% | 10,9% | 56,6% | 1,7% | 12,0% | 65 | | | | | |
| | Event in Iceland | 66,6% | 33,9% | 20,9% | 5,4% | 15,6% | 10,1% | 18,9% | 64,8% | 5,8% | 5,5% | | 23,2% | 69 | | | | | |
| | Other | 71,7% | 39,9% | 12,3% | 9,7% | 9,4% | 4,0% | 7,7% | 14,9% | 4,8% | 2,0% | 2,5% | 36,2% | 191 | | | | | |
| Transport type | Flight | 78,9% | 38,2% | 18,2% | 12,5% | 10,2% | 10,3% | 8,6% | 4,4% | 4,4% | 2,9% | 0,5% | 11,8% | 2209 | | | | | |
| | Smyril Line | 91,9% | 44,3% | 7,2% | 1,3% | 12,1% | 3,4% | 5,3% | 3,3% | 1,3% | 1,2% | 0,7% | 9,4% | 143 | | | | | |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[DE06] From which of the following sources did you get information on Iceland when taking a decision on travelling to Iceland?

| Answers | Count | Pct. % | Conf. lim +/- |
|---|-------------|---------------|---------------|
| Internet (web sites, blogs, social media) | 1762 | 75,4% | 1,7% |
| Brochures/handbooks | 993 | 42,5% | 2,0% |
| Friends/relatives | 723 | 30,9% | 1,9% |
| Visit Iceland / Icelandic Tourist Board | 583 | 24,9% | 1,8% |
| Travel agency in your country | 455 | 19,5% | 1,6% |
| Airline | 212 | 9,1% | 1,2% |
| Travel agency in Iceland | 114 | 4,9% | 0,9% |
| Other | 177 | 7,6% | 1,1% |
| Number of answers | 2337 | | |
| Responded | 2337 | 99,0% | |
| Did not respond** | 22 | 1,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

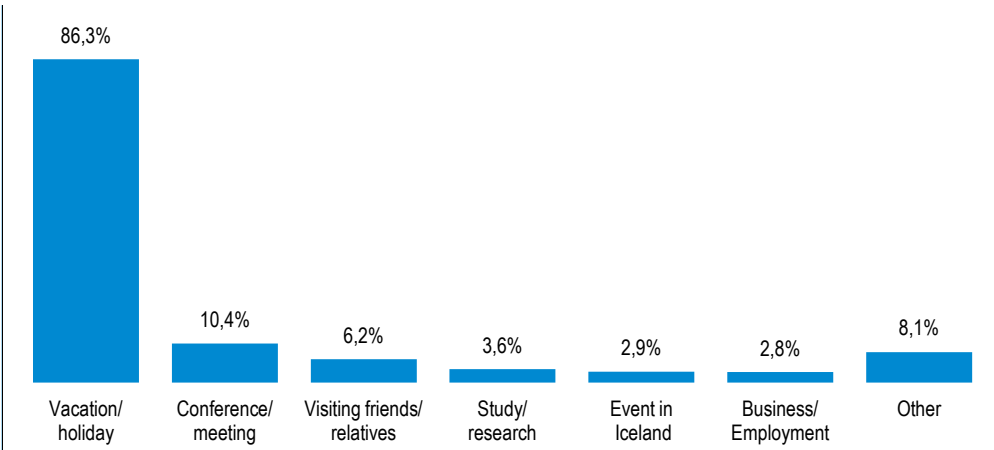


| | | Internet | Brochures/handbooks | Friends/relatives | Visit Ice./Ice. Tourist Board | Travel agency in your country | Airline | Travel agency in Iceland | Other | Number of answers |
|------------------|----------------------------|----------|---------------------|-------------------|-------------------------------|-------------------------------|---------|--------------------------|-------|-------------------|
| Total | Total | 75,4% | 42,5% | 30,9% | 24,9% | 19,5% | 9,1% | 4,9% | 7,6% | 2337 |
| Gender | Male | 77,4% | 40,4% | 29,6% | 23,6% | 19,6% | 9,1% | 4,4% | 6,8% | 1141 |
| | Female | 73,5% | 44,5% | 32,3% | 26,1% | 19,3% | 9,1% | 5,3% | 8,4% | 1195 |
| Age | 24 years and younger | 74,3% | 42,9% | 33,5% | 20,4% | 15,8% | 10,3% | 4,2% | 6,2% | 337 |
| | 25-34 years | 82,3% | 44,6% | 32,1% | 29,7% | 12,6% | 5,9% | 4,3% | 5,6% | 712 |
| | 35-44 years | 77,7% | 42,5% | 29,0% | 26,9% | 14,6% | 9,1% | 5,1% | 6,6% | 413 |
| | 45-54 years | 73,2% | 44,3% | 27,9% | 21,7% | 26,8% | 11,4% | 5,6% | 6,4% | 452 |
| | 55 years and older | 64,8% | 36,7% | 32,1% | 22,0% | 31,0% | 11,0% | 5,4% | 14,3% | 421 |
| Profession | Managerial | 78,2% | 38,6% | 28,8% | 24,9% | 20,3% | 6,0% | 6,9% | 6,7% | 292 |
| | Professional | 75,6% | 40,9% | 31,6% | 24,4% | 17,6% | 10,5% | 4,8% | 7,1% | 710 |
| | Specialized staff | 78,1% | 43,5% | 30,2% | 28,8% | 20,8% | 10,2% | 5,6% | 8,3% | 374 |
| | Clerical/Service | 79,7% | 54,7% | 27,6% | 36,5% | 23,9% | 4,1% | 1,6% | 7,1% | 162 |
| | Student | 76,1% | 42,8% | 33,4% | 20,5% | 13,7% | 9,1% | 3,5% | 4,7% | 368 |
| | Retired/Homemaker | 58,8% | 36,3% | 34,3% | 17,2% | 35,5% | 8,4% | 5,7% | 11,2% | 157 |
| | Other | 75,8% | 47,6% | 30,6% | 25,4% | 16,9% | 10,1% | 4,4% | 10,2% | 244 |
| Household income | Low | 75,1% | 58,5% | 32,3% | 25,0% | 13,5% | 3,5% | 2,9% | 6,2% | 107 |
| | Low average | 76,2% | 44,7% | 39,5% | 18,9% | 17,4% | 6,2% | 3,6% | 6,9% | 193 |
| | Average | 77,8% | 45,3% | 29,1% | 28,1% | 18,5% | 9,3% | 4,9% | 6,8% | 855 |
| | High average | 73,8% | 39,7% | 31,4% | 25,7% | 20,6% | 9,9% | 5,4% | 8,2% | 818 |
| Nationality | High | 73,0% | 29,0% | 29,0% | 20,3% | 18,6% | 14,4% | 4,8% | 9,5% | 209 |
| | American | 77,9% | 31,9% | 32,6% | 28,2% | 16,8% | 21,8% | 6,0% | 6,4% | 322 |
| | German | 75,4% | 60,7% | 28,2% | 25,9% | 20,7% | 2,0% | 4,3% | 5,9% | 309 |
| | French | 74,8% | 64,4% | 14,8% | 22,2% | 21,5% | 6,7% | 3,7% | 4,4% | 213 |
| | Danish | 55,9% | 30,6% | 45,0% | 20,7% | 19,8% | 7,2% | 3,6% | 15,3% | 164 |
| | British | 75,0% | 41,8% | 30,8% | 27,9% | 21,6% | 12,0% | 5,8% | 9,1% | 165 |
| | Norwegian | 68,4% | 32,7% | 36,7% | 13,3% | 9,2% | 13,3% | 1,0% | 7,1% | 127 |
| | Swedish | 68,8% | 23,2% | 40,6% | 19,6% | 15,2% | 6,5% | 4,3% | 8,7% | 110 |
| | Spanish | 85,2% | 39,5% | 33,3% | 43,2% | 11,1% | 3,7% | 2,5% | 6,2% | 101 |
| | Italian | 79,5% | 50,0% | 20,5% | 35,7% | 26,8% | 1,8% | 2,7% | 7,1% | 94 |
| Market area | Dutch | 73,8% | 50,0% | 33,9% | 16,7% | 43,5% | 10,1% | 1,8% | 1,8% | 82 |
| | Other | 80,1% | 38,8% | 31,0% | 23,9% | 19,0% | 8,1% | 7,0% | 8,7% | 645 |
| | Scandinavia | 66,2% | 30,7% | 41,0% | 19,8% | 14,2% | 9,4% | 4,1% | 11,5% | 469 |
| | Britain | 76,3% | 41,7% | 30,7% | 28,9% | 18,9% | 13,1% | 7,7% | 8,4% | 200 |
| | Central/South-Europe | 78,0% | 55,8% | 27,1% | 27,1% | 24,0% | 3,7% | 4,1% | 5,3% | 1024 |
| Type of trip | North America | 77,2% | 29,3% | 31,5% | 27,5% | 14,9% | 21,9% | 5,8% | 7,6% | 415 |
| | Other | 78,6% | 31,6% | 25,8% | 17,8% | 19,1% | 5,8% | 5,8% | 9,2% | 227 |
| | Package tour | 60,8% | 38,9% | 27,0% | 18,9% | 50,2% | 5,3% | 8,3% | 6,1% | 236 |
| Purpose of visit | Individually arranged | 78,2% | 42,9% | 32,3% | 25,7% | 13,6% | 9,9% | 4,1% | 7,0% | 1841 |
| | Mix of both | 70,0% | 43,4% | 24,5% | 26,0% | 35,6% | 6,6% | 7,8% | 12,4% | 237 |
| | Vacation/holiday | 77,4% | 45,5% | 31,7% | 26,2% | 20,9% | 9,1% | 4,8% | 7,0% | 2024 |
| Transport type | Conference/meeting | 75,0% | 34,8% | 23,7% | 23,5% | 9,3% | 9,2% | 6,9% | 10,1% | 239 |
| | Study/research | 78,8% | 39,6% | 31,5% | 20,0% | 7,6% | 5,5% | 3,1% | 14,3% | 81 |
| | Visiting friends/relatives | 61,2% | 28,0% | 76,2% | 15,7% | 7,2% | 12,3% | 2,5% | 8,5% | 145 |
| | Business/Employment | 70,5% | 23,2% | 29,2% | 24,0% | 19,5% | 10,2% | 4,0% | 7,7% | 63 |
| | Event in Iceland | 81,1% | 25,8% | 37,8% | 21,2% | 16,6% | 13,1% | 9,7% | 15,1% | 68 |
| | Other | 72,5% | 39,8% | 24,8% | 23,9% | 13,6% | 10,1% | 7,8% | 14,4% | 188 |
| | Flight | 75,3% | 41,7% | 31,1% | 24,7% | 19,2% | 9,6% | 4,8% | 7,1% | 2195 |
| Smyril Line | 77,8% | 54,8% | 27,9% | 28,3% | 23,5% | 1,7% | 5,9% | 14,6% | 142 | |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[DE07] Purpose of visit?

| Answers | Count | Pct.% | Conf.lim +/- |
|----------------------------|-------|--------|--------------|
| Vacation/holiday | 2033 | 86,3% | 1,4% |
| Conference/meeting | 245 | 10,4% | 1,2% |
| Visiting friends/relatives | 147 | 6,2% | 1,0% |
| Study/research | 84 | 3,6% | 0,7% |
| Event in Iceland | 69 | 2,9% | 0,7% |
| Business/Employment | 65 | 2,8% | 0,7% |
| Other | 191 | 8,1% | 1,1% |
| Number of answers | 2355 | | |
| Responded | 2355 | 99,8% | |
| Did not respond** | 4 | 0,2% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

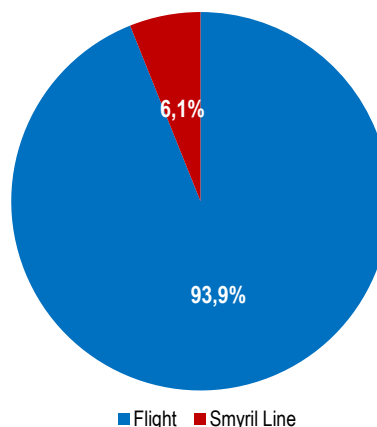


| | | Vacation/holiday | Conference/meeting | Visiting friends/relatives | Study/research | Event in Iceland | Business/Employment | Other | Number of answers |
|------------------|----------------------------|------------------|--------------------|----------------------------|----------------|------------------|---------------------|--------|-------------------|
| Total | Total | 86,3% | 10,4% | 6,2% | 3,6% | 2,9% | 2,8% | 8,1% | 2355 |
| Gender | Male | 87,1% | 9,3% | 6,7% | 3,5% | 3,0% | 4,0% | 7,3% | 1150 |
| | Female | 85,6% | 11,4% | 5,8% | 3,5% | 2,9% | 1,6% | 9,0% | 1204 |
| Age | 24 years and younger | 85,0% | 2,4% | 6,9% | 7,9% | 3,3% | 2,4% | 11,8% | 341 |
| | 25-34 years | 86,6% | 11,3% | 5,9% | 3,0% | 2,4% | 2,9% | 7,4% | 720 |
| | 35-44 years | 86,5% | 15,3% | 5,2% | 3,5% | 3,6% | 3,0% | 6,6% | 415 |
| | 45-54 years | 87,2% | 11,7% | 5,5% | 2,7% | 2,4% | 2,9% | 7,3% | 455 |
| | 55 years and older | 86,0% | 9,0% | 8,0% | 1,7% | 3,4% | 2,4% | 8,7% | 423 |
| Profession | Managerial | 87,2% | 7,5% | 5,5% | 2,3% | 2,2% | 5,7% | 12,0% | 294 |
| | Professional | 84,7% | 16,3% | 5,1% | 1,7% | 3,1% | 3,0% | 5,0% | 713 |
| | Specialized staff | 86,0% | 12,1% | 4,9% | 4,2% | 2,9% | 0,9% | 7,6% | 377 |
| | Clerical/Service | 98,5% | 2,5% | 5,7% | 0,5% | 0,8% | | 6,0% | 162 |
| | Student | 83,9% | 7,2% | 9,3% | 9,3% | 2,4% | 1,9% | 10,1% | 373 |
| | Retired/Homemaker | 91,9% | 0,6% | 9,1% | 1,5% | 3,7% | | 10,3% | 157 |
| | Other | 81,8% | 11,7% | 7,0% | 3,8% | 5,2% | 6,1% | 11,3% | 249 |
| Household income | Low | 91,5% | 1,7% | 6,1% | 11,2% | 6,5% | 2,0% | 8,8% | 112 |
| | Low average | 85,9% | 10,2% | 12,4% | 6,5% | 1,4% | 3,9% | 8,3% | 194 |
| | Average | 87,3% | 8,8% | 6,5% | 3,4% | 3,0% | 2,0% | 8,9% | 863 |
| | High average | 85,6% | 13,2% | 5,1% | 2,0% | 2,3% | 3,1% | 7,0% | 820 |
| | High | 82,7% | 16,5% | 6,2% | 2,9% | 4,4% | 3,7% | 8,0% | 209 |
| Nationality | American | 95,0% | 3,0% | 7,4% | 2,3% | 5,0% | 2,3% | 5,4% | 323 |
| | German | 90,0% | 11,7% | 3,6% | 3,6% | 3,6% | 1,0% | 5,5% | 313 |
| | French | 91,2% | 5,8% | 2,2% | 0,7% | | 2,9% | 15,3% | 217 |
| | Danish | 68,7% | 14,3% | 16,1% | 7,1% | 3,6% | 4,5% | 10,7% | 166 |
| | British | 86,6% | 7,2% | 6,7% | 6,7% | 3,3% | 2,9% | 6,7% | 165 |
| | Norwegian | 81,8% | 18,2% | 12,1% | 3,0% | 4,0% | 1,0% | 6,1% | 128 |
| | Swedish | 83,5% | 18,7% | 10,8% | 2,9% | 3,6% | 2,9% | 8,6% | 111 |
| | Spanish | 90,1% | 6,2% | 3,7% | 3,7% | | 1,2% | 7,4% | 101 |
| | Italian | 90,2% | 8,0% | 2,7% | 3,6% | 0,9% | | 3,6% | 94 |
| | Dutch | 89,9% | 11,2% | 1,8% | 1,2% | 1,2% | 1,2% | 3,6% | 83 |
| | Other | 82,9% | 12,5% | 5,3% | 3,9% | 2,9% | 4,5% | 9,8% | 650 |
| Market area | Scandinavia | 76,4% | 17,0% | 14,0% | 5,6% | 4,1% | 3,5% | 7,5% | 473 |
| | Britain | 82,5% | 12,4% | 6,9% | 6,6% | 3,8% | 4,0% | 8,1% | 202 |
| | Central/South-Europe | 90,4% | 9,2% | 3,3% | 2,1% | 1,6% | 1,6% | 8,3% | 1033 |
| | North America | 92,5% | 3,8% | 6,0% | 2,8% | 4,5% | 3,0% | 6,7% | 417 |
| | Other | 80,8% | 12,5% | 3,2% | 4,8% | 2,9% | 4,8% | 11,0% | 228 |
| Type of trip | Package tour | 84,1% | 6,4% | 0,8% | 4,2% | 2,9% | 3,3% | 12,3% | 237 |
| | Individually arranged | 86,9% | 10,9% | 7,4% | 3,3% | 2,7% | 2,8% | 7,2% | 1855 |
| | Mix of both | 87,6% | 10,6% | 3,2% | 2,8% | 4,6% | 0,7% | 9,8% | 239 |
| Purpose of visit | Vacation/holiday | 100,0% | 4,5% | 5,9% | 1,6% | 2,6% | 1,2% | 5,5% | 2033 |
| | Conference/meeting | 37,5% | 100,0% | 4,3% | 8,9% | 2,7% | 5,0% | 3,0% | 245 |
| | Study/research | 38,7% | 26,2% | 12,4% | 100,0% | 2,5% | 4,8% | 5,0% | 84 |
| | Visiting friends/relatives | 82,2% | 7,2% | 100,0% | 7,1% | 8,6% | 2,9% | 7,0% | 147 |
| | Business/Employment | 37,3% | 18,7% | 6,5% | 6,1% | 5,8% | 100,0% | 11,9% | 65 |
| | Event in Iceland | 76,2% | 9,7% | 18,5% | 3,0% | 100,0% | 5,5% | 19,2% | 69 |
| | Other | 59,0% | 3,8% | 5,4% | 2,2% | 6,9% | 4,1% | 100,0% | 191 |
| Transport type | Flight | 85,8% | 10,9% | 6,5% | 3,7% | 3,0% | 2,9% | 8,1% | 2212 |
| | Smyril Line | 94,6% | 2,5% | 2,0% | 0,7% | 2,2% | 1,1% | 8,3% | 143 |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Transport type

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Flight | 2216 | 93,9% | 1,0% |
| Smyril Line | 143 | 6,1% | 1,0% |
| Number of answers | 2359 | 100,0% | |
| Responded | 2359 | 100,0% | |
| Did not respond** | 0 | 0,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



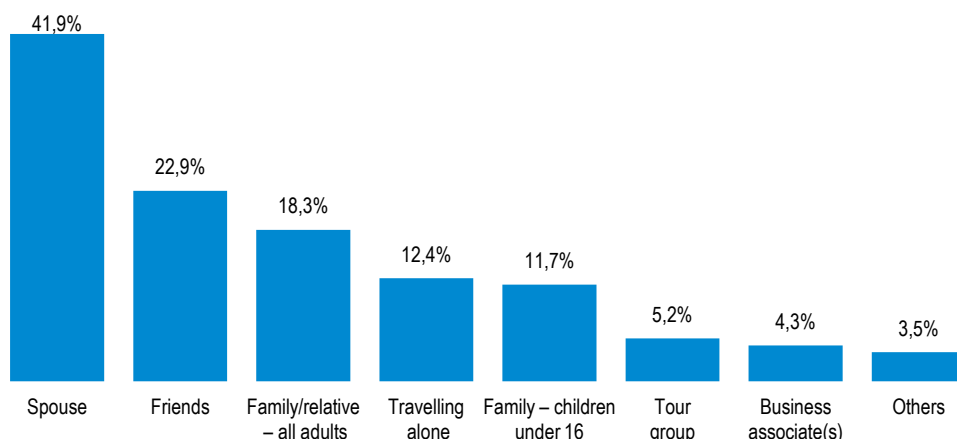
| | | Flight | Smyril Line | Number of answers |
|------------------|----------------------------|--------|-------------|-------------------|
| Total | Total | 93,9% | 6,1% | 2359 |
| Gender | Male | 94,3% | 5,7% | 1151 |
| | Female | 93,6% | 6,4% | 1207 |
| Age | 24 years and younger | 96,7% | 3,3% | 341 |
| | 25-34 years | 94,5% | 5,5% | 722 |
| | 35-44 years | 94,1% | 5,9% | 415 |
| | 45-54 years | 93,0% | 7,0% | 455 |
| | 55 years and older | 91,5% | 8,5% | 425 |
| Profession | Managerial | 96,2% | 3,8% | 295 |
| | Professional | 95,8% | 4,2% | 714 |
| | Specialized staff | 91,2% | 8,8% | 379 |
| | Clerical/Service | 93,9% | 6,1% | 162 |
| | Student | 95,3% | 4,7% | 374 |
| | Retired/Homemaker | 89,1% | 10,9% | 157 |
| | Other | 92,6% | 7,4% | 249 |
| Household income | Low | 93,5% | 6,5% | 112 |
| | Low average | 90,7% | 9,3% | 194 |
| | Average | 92,9% | 7,1% | 865 |
| | High average | 94,8% | 5,2% | 820 |
| | High | 97,2% | 2,8% | 209 |
| Nationality | American | 99,7% | 0,3% | 323 |
| | German | 89,6% | 10,4% | 313 |
| | French | 92,7% | 7,3% | 217 |
| | Danish | 92,0% | 8,0% | 166 |
| | British | 96,7% | 3,3% | 166 |
| | Norwegian | 99,0% | 1,0% | 129 |
| | Swedish | 97,9% | 2,1% | 111 |
| | Spanish | 98,8% | 1,2% | 101 |
| | Italian | 86,6% | 13,4% | 94 |
| | Dutch | 88,2% | 11,8% | 83 |
| Market area | Other | 92,7% | 7,3% | 651 |
| | Scandinavia | 95,6% | 4,4% | 475 |
| | Britain | 98,4% | 1,6% | 203 |
| | Central/South-Europe | 90,4% | 9,6% | 1033 |
| | North America | 99,7% | 0,3% | 417 |
| Type of trip | Other | 92,3% | 7,7% | 229 |
| | Package tour | 94,1% | 5,9% | 237 |
| | Individually arranged | 93,9% | 6,1% | 1857 |
| Purpose of visit | Mix of both | 93,5% | 6,5% | 239 |
| | Vacation/holiday | 93,3% | 6,7% | 2033 |
| | Conference/meeting | 98,5% | 1,5% | 245 |
| | Study/research | 98,8% | 1,2% | 84 |
| | Visiting friends/relatives | 98,0% | 2,0% | 147 |
| | Business/Employment | 97,5% | 2,5% | 65 |
| | Event in Iceland | 95,5% | 4,5% | 69 |
| Transport type | Other | 93,8% | 6,2% | 191 |
| | Flight | 100,0% | | 2216 |
| | Smyril Line | | 100,0% | 143 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE01] With whom are you travelling? (please tick all that apply)

| Answers | Count | Pct.% | Conf.lim +/- |
|-------------------------------|-------------|---------------|--------------|
| Spouse | 985 | 41,9% | 2,0% |
| Friends | 540 | 22,9% | 1,7% |
| Family/relative – all adults | 430 | 18,3% | 1,6% |
| Travelling alone | 292 | 12,4% | 1,3% |
| Family – children under 16 | 275 | 11,7% | 1,3% |
| Tour group | 121 | 5,2% | 0,9% |
| Business associate(s) | 102 | 4,3% | 0,8% |
| Others | 83 | 3,5% | 0,7% |
| Number of answers | 2353 | | |
| Responded | 2353 | 99,7% | |
| Did not respond** | 6 | 0,3% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

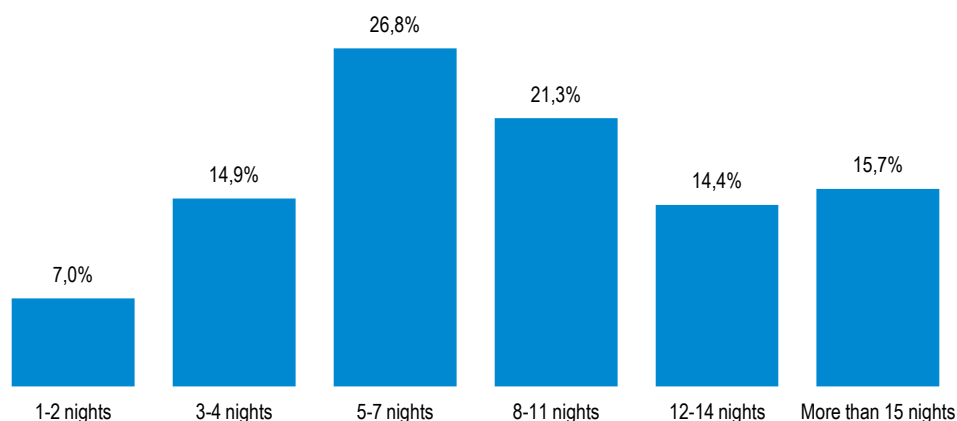


| | | Spouse | Friends | Family/relative – all adults | Travelling alone | Family – children under 16 | Tour group | Business associate(s) | Others | Number of answers |
|------------------|----------------------------|--------------|--------------|------------------------------|------------------|----------------------------|-------------|-----------------------|-------------|-------------------|
| Total | Total | 41,9% | 22,9% | 18,3% | 12,4% | 11,7% | 5,2% | 4,3% | 3,5% | 2353 |
| Gender | Male | 43,6% | 22,8% | 16,1% | 14,7% | 11,6% | 5,1% | 3,7% | 2,9% | 1148 |
| | Female | 40,3% | 23,2% | 20,4% | 10,2% | 11,7% | 5,3% | 5,0% | 4,1% | 1204 |
| Age | 24 years and younger | 15,0% | 31,6% | 30,2% | 14,8% | 8,4% | 5,4% | 1,1% | 5,5% | 341 |
| | 25-34 years | 45,1% | 26,3% | 9,1% | 14,8% | 2,9% | 1,6% | 5,2% | 4,3% | 718 |
| | 35-44 years | 42,2% | 19,1% | 11,1% | 14,7% | 18,5% | 4,2% | 7,1% | 2,5% | 414 |
| | 45-54 years | 43,4% | 14,2% | 27,4% | 8,8% | 27,9% | 7,2% | 3,6% | 1,9% | 455 |
| | 55 years and older | 56,2% | 23,5% | 21,6% | 8,0% | 5,2% | 9,8% | 3,5% | 3,3% | 424 |
| Profession | Managerial | 47,2% | 19,7% | 18,0% | 10,3% | 16,8% | 4,1% | 5,0% | 2,3% | 293 |
| | Professional | 45,3% | 20,5% | 16,0% | 12,6% | 12,5% | 4,1% | 6,3% | 3,5% | 714 |
| | Specialized staff | 46,8% | 22,4% | 17,6% | 10,8% | 11,1% | 4,1% | 5,3% | 2,4% | 377 |
| | Clerical/Service | 54,4% | 20,2% | 18,2% | 9,3% | 12,7% | 5,4% | 0,5% | 2,3% | 162 |
| | Student | 19,4% | 29,2% | 22,6% | 19,8% | 5,8% | 3,9% | 1,9% | 5,5% | 372 |
| | Retired/Homemaker | 58,7% | 21,1% | 21,6% | 4,8% | 8,4% | 11,6% | | 2,5% | 157 |
| | Other | 34,1% | 27,7% | 17,4% | 12,5% | 14,1% | 9,3% | 5,9% | 5,3% | 249 |
| Household income | Low | 27,8% | 26,9% | 13,2% | 20,5% | 9,1% | 5,2% | | 6,2% | 110 |
| | Low average | 25,0% | 32,4% | 15,8% | 16,0% | 5,2% | 6,1% | 3,5% | 8,7% | 194 |
| | Average | 43,9% | 24,1% | 15,5% | 12,8% | 8,6% | 4,6% | 3,8% | 3,1% | 864 |
| | High average | 46,2% | 20,5% | 19,3% | 11,0% | 14,5% | 5,6% | 5,5% | 2,4% | 819 |
| | High | 48,3% | 16,8% | 23,6% | 9,6% | 21,8% | 4,1% | 6,3% | 1,0% | 209 |
| Nationality | American | 51,4% | 24,3% | 19,9% | 12,5% | 13,9% | 5,7% | 0,3% | 3,0% | 320 |
| | German | 47,6% | 23,9% | 12,9% | 13,3% | 9,4% | 5,5% | 4,5% | 0,6% | 313 |
| | French | 55,5% | 18,2% | 13,1% | 7,3% | 19,7% | 2,2% | 0,7% | 0,7% | 217 |
| | Danish | 37,5% | 17,0% | 13,4% | 16,1% | 15,2% | 11,6% | 10,7% | 6,2% | 166 |
| | British | 50,7% | 18,7% | 25,8% | 9,6% | 11,0% | 2,4% | 2,4% | 3,8% | 165 |
| | Norwegian | 27,0% | 23,0% | 29,0% | 11,0% | 21,0% | 4,0% | 8,0% | 2,0% | 129 |
| | Swedish | 34,5% | 28,1% | 23,0% | 10,8% | 5,8% | 5,0% | 7,9% | 3,6% | 111 |
| | Spanish | 40,7% | 34,6% | 4,9% | 13,6% | 7,4% | 1,2% | 4,9% | 7,4% | 101 |
| | Italian | 48,2% | 28,6% | 8,0% | 8,9% | 6,3% | 1,8% | 2,7% | 8,0% | 94 |
| | Dutch | 32,0% | 15,4% | 37,3% | 8,9% | 10,7% | 5,3% | 3,6% | 0,6% | 83 |
| Other | 33,8% | 23,1% | 19,4% | 14,9% | 8,9% | 6,1% | 5,0% | 4,7% | 649 | |
| Market area | Scandinavia | 32,6% | 21,7% | 19,9% | 15,1% | 12,4% | 6,6% | 9,0% | 4,4% | 474 |
| | Britain | 47,6% | 21,4% | 26,2% | 10,6% | 8,8% | 2,6% | 3,5% | 3,7% | 202 |
| | Central/South-Europe | 45,4% | 23,2% | 15,3% | 10,5% | 11,4% | 3,8% | 3,7% | 2,7% | 1032 |
| | North America | 47,1% | 22,4% | 20,0% | 13,2% | 15,5% | 5,5% | 0,7% | 2,7% | 413 |
| | Other | 30,9% | 26,6% | 18,3% | 15,4% | 7,2% | 10,1% | 4,8% | 6,7% | 229 |
| Type of trip | Package tour | 44,9% | 21,5% | 17,6% | 2,8% | 9,8% | 26,6% | 7,3% | 2,8% | 237 |
| | Individually arranged | 41,8% | 22,8% | 17,9% | 13,5% | 12,2% | 1,3% | 4,1% | 3,2% | 1854 |
| | Mix of both | 42,8% | 26,9% | 21,2% | 12,6% | 10,6% | 13,4% | 3,0% | 4,3% | 239 |
| Purpose of visit | Vacation/holiday | 45,9% | 24,4% | 20,5% | 8,8% | 12,9% | 5,1% | 1,3% | 3,0% | 2028 |
| | Conference/meeting | 27,6% | 10,8% | 1,8% | 31,9% | 5,3% | 4,3% | 29,7% | 4,5% | 245 |
| | Study/research | 7,8% | 15,9% | 4,6% | 36,5% | 4,3% | 10,6% | 19,6% | 13,8% | 84 |
| | Visiting friends/relatives | 32,8% | 25,5% | 14,2% | 27,5% | 17,4% | 4,3% | | 5,4% | 146 |
| | Business/Employment | 19,1% | 10,4% | 3,4% | 42,0% | 3,4% | 7,1% | 24,6% | 3,3% | 65 |
| | Event in Iceland | 30,1% | 33,5% | 25,1% | 21,6% | 8,5% | 5,5% | 4,6% | 4,3% | 69 |
| | Other | 35,9% | 28,4% | 12,8% | 18,5% | 11,8% | 6,9% | 4,3% | 5,6% | 191 |
| Transport type | Flight | 40,8% | 23,0% | 18,6% | 12,7% | 11,6% | 4,9% | 4,5% | 3,6% | 2209 |
| | Smyril Line | 58,2% | 21,4% | 13,6% | 8,1% | 12,6% | 9,3% | 1,7% | 2,8% | 143 |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE02] Total length of your stay in Iceland

| Answers | Count | Pct.% | Conf.lim +/- |
|------------------------|-------|--------|--------------|
| 1-2 nights | 164 | 7,0% | 1,0% |
| 3-4 nights | 351 | 14,9% | 1,4% |
| 5-7 nights | 631 | 26,8% | 1,8% |
| 8-11 nights | 501 | 21,3% | 1,7% |
| 12-14 nights | 339 | 14,4% | 1,4% |
| More than 15 nights | 369 | 15,7% | 1,5% |
| Number of answers | 2356 | 100,0% | |
| Responded | 2356 | 99,9% | |
| Did not respond** | 3 | 0,1% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



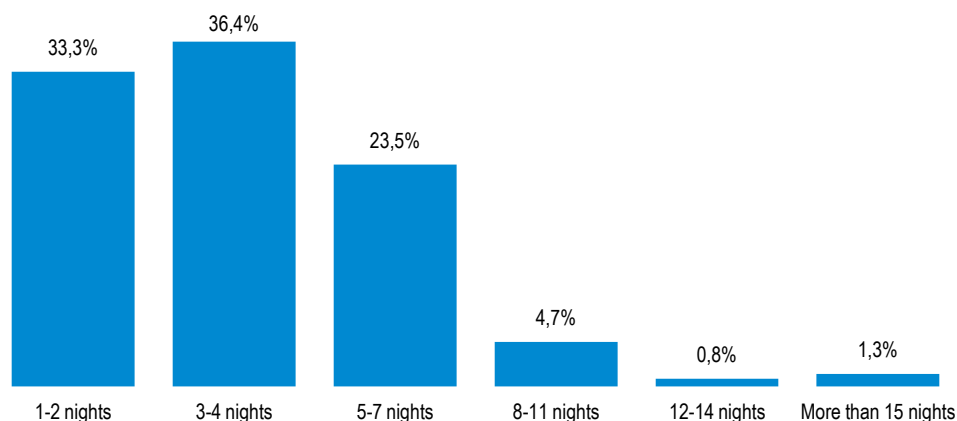
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf.lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|--------------|
| Total | Total | 7,0% | 14,9% | 26,8% | 21,3% | 14,4% | 15,7% | 2356 | 10,2 | 0,5 |
| Gender | Male | 7,3% | 14,1% | 26,9% | 20,3% | 15,3% | 16,0% | 1149 | 10,0 | 0,6 |
| | Female | 6,6% | 15,6% | 26,7% | 22,2% | 13,5% | 15,3% | 1206 | 10,3 | 0,8 |
| Age | 24 years and younger | 7,6% | 14,0% | 25,4% | 17,1% | 13,7% | 22,2% | 341 | 13,5 | 2,5 |
| | 25-34 years | 5,3% | 12,0% | 25,9% | 24,8% | 15,9% | 16,0% | 719 | 10,5 | 0,8 |
| | 35-44 years | 7,8% | 14,8% | 29,3% | 19,1% | 13,9% | 15,2% | 415 | 9,5 | 0,9 |
| | 45-54 years | 6,6% | 18,0% | 28,9% | 17,7% | 15,3% | 13,5% | 455 | 8,8 | 0,5 |
| | 55 years and older | 8,9% | 17,2% | 24,6% | 24,7% | 12,0% | 12,7% | 425 | 9,1 | 0,7 |
| Profession | Managerial | 7,5% | 15,6% | 24,2% | 25,5% | 14,1% | 13,0% | 295 | 9,5 | 1,1 |
| | Professional | 8,3% | 15,2% | 28,8% | 22,3% | 13,8% | 11,6% | 714 | 9,0 | 0,7 |
| | Specialized staff | 6,7% | 15,2% | 26,7% | 20,1% | 13,8% | 17,4% | 377 | 9,8 | 0,7 |
| | Clerical/Service | 3,0% | 7,3% | 25,7% | 22,9% | 25,5% | 15,7% | 162 | 10,3 | 0,7 |
| | Student | 7,4% | 14,0% | 25,6% | 16,1% | 12,5% | 24,4% | 373 | 13,7 | 2,3 |
| | Retired/Homemaker | 6,1% | 18,9% | 21,6% | 23,2% | 13,0% | 17,3% | 157 | 10,2 | 1,3 |
| | Other | 5,5% | 16,4% | 29,7% | 21,8% | 13,5% | 13,1% | 248 | 9,4 | 1,5 |
| Household income | Low | 7,5% | 9,9% | 23,4% | 18,5% | 14,4% | 26,3% | 112 | 14,5 | 3,8 |
| | Low average | 4,0% | 14,7% | 26,7% | 21,2% | 16,2% | 17,3% | 194 | 10,5 | 1,6 |
| | Average | 6,0% | 13,0% | 25,6% | 23,3% | 16,4% | 15,6% | 864 | 10,4 | 0,7 |
| | High average | 7,4% | 16,3% | 29,4% | 20,6% | 12,7% | 13,7% | 819 | 9,3 | 0,6 |
| | High | 12,5% | 21,4% | 26,2% | 20,4% | 10,2% | 9,3% | 209 | 7,5 | 0,7 |
| Nationality | American | 21,4% | 25,4% | 22,7% | 21,1% | 5,0% | 4,3% | 323 | 6,6 | 1,0 |
| | German | 1,3% | 6,1% | 21,4% | 23,3% | 22,0% | 25,9% | 313 | 12,9 | 1,1 |
| | French | 2,9% | 7,3% | 19,7% | 21,9% | 14,6% | 33,6% | 217 | 14,2 | 3,0 |
| | Danish | 8,0% | 19,6% | 32,1% | 21,4% | 8,9% | 9,8% | 166 | 8,1 | 0,9 |
| | British | 6,2% | 25,2% | 24,3% | 25,7% | 11,0% | 7,6% | 166 | 8,4 | 1,4 |
| | Norwegian | 9,0% | 32,0% | 46,0% | 10,0% | 3,0% | | 129 | 5,4 | 0,5 |
| | Swedish | 2,2% | 26,6% | 46,0% | 15,8% | 5,8% | 3,6% | 111 | 8,4 | 3,1 |
| | Spanish | 2,5% | 4,9% | 22,2% | 33,3% | 23,5% | 13,6% | 101 | 10,3 | 0,8 |
| | Italian | | 1,8% | 21,4% | 35,7% | 32,1% | 8,9% | 94 | 10,9 | 0,8 |
| | Dutch | 4,1% | 8,9% | 21,9% | 18,3% | 20,7% | 26,0% | 83 | 11,2 | 1,4 |
| | Other | 6,3% | 11,5% | 28,1% | 18,4% | 16,5% | 19,2% | 649 | 11,3 | 1,0 |
| Market area | Scandinavia | 6,6% | 24,4% | 40,8% | 16,7% | 6,4% | 5,0% | 474 | 7,4 | 0,8 |
| | Britain | 5,1% | 26,3% | 27,7% | 25,0% | 10,4% | 5,5% | 203 | 7,9 | 1,2 |
| | Central/South-Europe | 2,1% | 5,7% | 21,5% | 23,2% | 22,0% | 25,6% | 1033 | 12,7 | 0,8 |
| | North America | 21,9% | 24,4% | 23,6% | 19,7% | 5,9% | 4,5% | 417 | 6,6 | 0,9 |
| | Other | 4,2% | 9,2% | 26,9% | 21,8% | 15,4% | 22,4% | 227 | 13,0 | 2,3 |
| Type of trip | Package tour | 5,1% | 13,0% | 31,0% | 29,9% | 13,5% | 7,4% | 237 | 8,5 | 0,5 |
| | Individually arranged | 7,1% | 15,7% | 26,6% | 18,9% | 14,7% | 17,0% | 1855 | 10,3 | 0,5 |
| | Mix of both | 6,0% | 10,1% | 24,6% | 31,8% | 13,9% | 13,6% | 239 | 9,3 | 0,7 |
| Purpose of visit | Vacation/holiday | 6,4% | 12,7% | 25,8% | 23,0% | 15,6% | 16,4% | 2033 | 10,1 | 0,4 |
| | Conference/meeting | 3,0% | 25,1% | 49,1% | 15,0% | 3,8% | 4,0% | 245 | 6,5 | 0,4 |
| | Study/research | 0,6% | 17,2% | 26,4% | 9,7% | 15,5% | 30,6% | 84 | 26,1 | 10,0 |
| | Visiting friends/relatives | 3,0% | 14,0% | 36,7% | 18,6% | 12,5% | 15,2% | 147 | 10,1 | 1,4 |
| | Business/Employment | 18,4% | 28,7% | 28,8% | 4,3% | 7,1% | 12,6% | 63 | 12,5 | 7,1 |
| | Event in Iceland | 3,9% | 17,3% | 27,9% | 18,5% | 14,0% | 18,5% | 69 | 10,1 | 2,0 |
| | Other | 12,8% | 11,0% | 18,2% | 16,4% | 16,1% | 25,6% | 191 | 12,0 | 1,9 |
| Transport type | Flight | 7,4% | 15,6% | 27,9% | 22,1% | 13,1% | 13,9% | 2213 | 9,7 | 0,5 |
| | Smyril Line | | 3,4% | 10,4% | 8,5% | 35,1% | 42,6% | 143 | 17,7 | 1,9 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_1] Total length of your stay in Reykjavik and surrounding area?

| Answers | Count | Pct. % | Conf. lim +/- |
|---------------------------|-------|--------|---------------|
| 1-2 nights | 726 | 33,3% | 2,0% |
| 3-4 nights | 796 | 36,4% | 2,0% |
| 5-7 nights | 513 | 23,5% | 1,8% |
| 8-11 nights | 103 | 4,7% | 0,9% |
| 12-14 nights | 18 | 0,8% | 0,4% |
| More than 15 nights | 29 | 1,3% | 0,5% |
| Number of answers | 2184 | 100,0% | |
| Stayed in Reykjavik | 2184 | 92,7% | |
| Did not stay in Reykjavik | 169 | 7,2% | |
| Did not respond** | 3 | 0,1% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



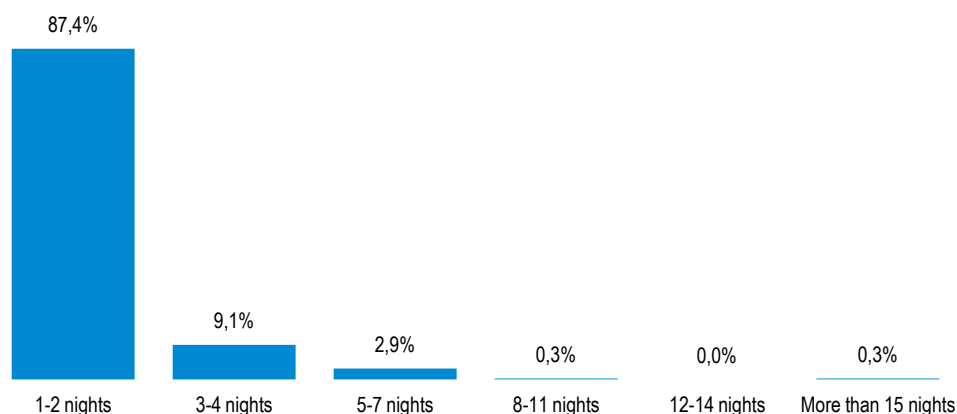
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|---------------|
| Total | Total | 33,3% | 36,4% | 23,5% | 4,7% | 0,8% | 1,3% | 2184 | 4,5 | 0,4 |
| Gender | Male | 34,2% | 36,4% | 23,0% | 4,3% | 0,7% | 1,3% | 1061 | 4,5 | 0,5 |
| | Female | 32,3% | 36,5% | 23,9% | 5,1% | 0,9% | 1,3% | 1122 | 4,6 | 0,7 |
| Age | 24 years and younger | 24,7% | 35,3% | 27,7% | 6,2% | 2,3% | 3,8% | 307 | 7,0 | 2,4 |
| | 25-34 years | 29,4% | 36,8% | 25,8% | 5,6% | 1,0% | 1,4% | 691 | 4,8 | 0,7 |
| | 35-44 years | 37,3% | 35,6% | 21,6% | 4,6% | 0,4% | 0,5% | 388 | 4,1 | 0,7 |
| | 45-54 years | 39,2% | 37,0% | 20,6% | 2,4% | 0,3% | 0,7% | 413 | 3,5 | 0,3 |
| | 55 years and older | 36,6% | 37,0% | 20,7% | 4,5% | 0,3% | 0,8% | 386 | 3,8 | 0,3 |
| Profession | Managerial | 39,3% | 36,8% | 18,9% | 3,7% | 0,9% | 0,4% | 276 | 3,9 | 0,9 |
| | Professional | 32,3% | 37,6% | 23,3% | 5,2% | 0,6% | 1,0% | 668 | 4,3 | 0,6 |
| | Specialized staff | 36,0% | 36,5% | 22,0% | 4,5% | 0,3% | 0,8% | 348 | 3,7 | 0,3 |
| | Clerical/Service | 41,7% | 32,8% | 20,4% | 5,2% | | | 149 | 3,6 | 0,4 |
| | Student | 25,9% | 35,6% | 26,5% | 5,1% | 2,6% | 4,3% | 342 | 7,3 | 2,3 |
| | Retired/Homemaker | 34,5% | 40,9% | 19,2% | 4,6% | | 0,8% | 142 | 3,8 | 0,5 |
| | Other | 27,8% | 34,0% | 32,2% | 4,1% | 0,7% | 1,2% | 235 | 4,5 | 0,7 |
| Household income | Low | 28,8% | 27,1% | 30,7% | 6,2% | 3,7% | 3,6% | 104 | 7,7 | 3,8 |
| | Low average | 27,1% | 40,1% | 25,4% | 4,5% | 1,3% | 1,6% | 176 | 5,1 | 1,5 |
| | Average | 34,6% | 35,0% | 23,0% | 5,5% | 0,8% | 1,1% | 808 | 4,3 | 0,5 |
| | High average | 33,6% | 38,4% | 23,0% | 3,7% | 0,4% | 0,8% | 763 | 4,0 | 0,4 |
| | High | 34,8% | 36,8% | 22,8% | 3,9% | 0,3% | 1,5% | 197 | 3,9 | 0,5 |
| Nationality | American | 32,8% | 49,1% | 13,9% | 3,1% | 0,3% | 0,7% | 310 | 3,9 | 0,8 |
| | German | 34,2% | 29,9% | 28,4% | 5,0% | 0,7% | 1,8% | 282 | 4,5 | 0,9 |
| | French | 39,8% | 31,7% | 22,0% | 4,1% | 0,8% | 1,6% | 194 | 6,2 | 3,3 |
| | Danish | 32,0% | 36,9% | 24,3% | 5,8% | 1,0% | | 152 | 3,8 | 0,4 |
| | British | 25,9% | 42,3% | 24,3% | 5,3% | 1,1% | 1,1% | 150 | 4,1 | 0,4 |
| | Norwegian | 16,8% | 54,7% | 26,3% | 1,1% | 1,1% | | 123 | 3,9 | 0,3 |
| | Swedish | 17,9% | 38,2% | 41,5% | 0,8% | 0,8% | 0,8% | 98 | 5,1 | 1,6 |
| | Spanish | 53,2% | 29,1% | 6,3% | 11,4% | | | 98 | 3,3 | 0,5 |
| | Italian | 45,4% | 34,3% | 16,7% | 1,9% | | 1,9% | 91 | 3,4 | 0,6 |
| | Dutch | 41,9% | 33,1% | 20,3% | 4,1% | | 0,7% | 73 | 3,6 | 0,5 |
| | Other | 32,8% | 31,1% | 26,5% | 5,9% | 1,3% | 2,3% | 610 | 5,2 | 0,9 |
| Market area | Scandinavia | 21,7% | 42,5% | 31,4% | 3,6% | 0,6% | 0,1% | 437 | 4,1 | 0,2 |
| | Britain | 23,9% | 42,2% | 26,8% | 4,8% | 1,5% | 0,9% | 184 | 4,2 | 0,4 |
| | Central/South-Europe | 41,0% | 31,1% | 21,9% | 4,3% | 0,5% | 1,2% | 947 | 4,3 | 0,7 |
| | North America | 33,6% | 42,8% | 16,0% | 6,1% | 0,7% | 0,8% | 398 | 4,1 | 0,7 |
| | Other | 29,8% | 30,9% | 25,4% | 6,2% | 2,6% | 5,1% | 215 | 7,3 | 2,4 |
| Type of trip | Package tour | 52,8% | 31,6% | 14,3% | 1,3% | | | 212 | 3,0 | 0,2 |
| | Individually arranged | 30,6% | 37,4% | 24,8% | 4,9% | 0,9% | 1,5% | 1722 | 4,5 | 0,4 |
| | Mix of both | 35,2% | 34,3% | 22,3% | 7,0% | 1,2% | | 229 | 3,9 | 0,3 |
| Purpose of visit | Vacation/holiday | 35,1% | 36,9% | 22,2% | 4,5% | 0,6% | 0,8% | 1891 | 4,0 | 0,3 |
| | Conference/meeting | 9,1% | 34,1% | 48,5% | 6,6% | 1,2% | 0,4% | 236 | 5,0 | 0,3 |
| | Study/research | 26,4% | 23,7% | 21,5% | 9,0% | 5,1% | 14,4% | 78 | 20,3 | 10,5 |
| | Visiting friends/relatives | 19,3% | 33,9% | 26,4% | 11,3% | 3,7% | 5,5% | 133 | 6,4 | 1,3 |
| | Business/Employment | 37,8% | 31,7% | 21,7% | 2,3% | | 6,6% | 58 | 7,0 | 4,3 |
| | Event in Iceland | 9,9% | 27,4% | 32,4% | 17,1% | 6,8% | 6,3% | 64 | 6,8 | 1,2 |
| | Other | 37,7% | 29,9% | 19,3% | 6,0% | 3,1% | 4,0% | 172 | 5,5 | 1,5 |
| Transport type | Flight | 32,0% | 36,7% | 24,1% | 4,9% | 0,9% | 1,4% | 2068 | 4,7 | 0,4 |
| | Smyril Line | 55,5% | 31,1% | 13,0% | 0,4% | | | 116 | 2,7 | 0,3 |

*Individuals asked: Everyone that did answer for how long their total stay in Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_2] Total length of your stay in Reykjanes?

| Answers | Count | Pct.% | Conf.lim +/- |
|---------------------------|-------|--------|--------------|
| 1-2 nights | 311 | 87,4% | 3,4% |
| 3-4 nights | 33 | 9,1% | 3,0% |
| 5-7 nights | 10 | 2,9% | 1,7% |
| 8-11 nights | 1 | 0,3% | 0,6% |
| 12-14 nights | 0 | 0,0% | 0,0% |
| More than 15 nights | 1 | 0,3% | 0,6% |
| Number of answers | 356 | 100,0% | |
| Stayed in Reykjanes | 356 | 15,1% | |
| Did not stay in Reykjanes | 1998 | 84,8% | |
| Did not respond** | 2 | 0,1% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



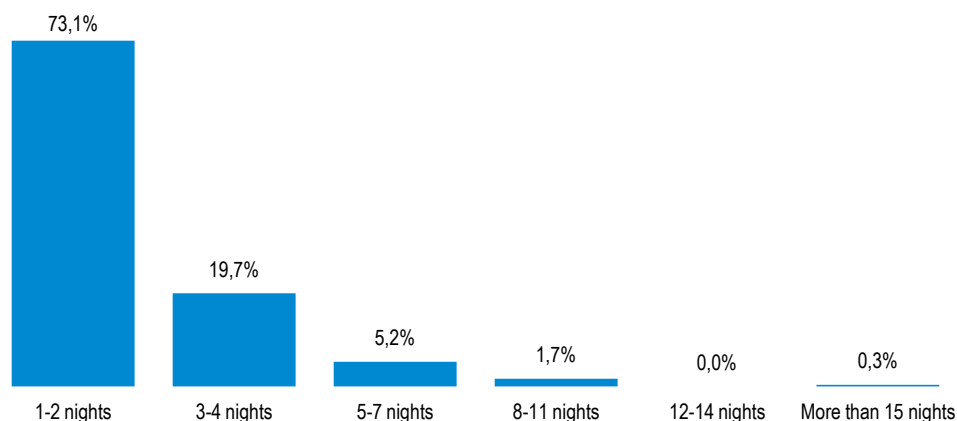
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf.lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|--------------|
| Total | Total | 87,4% | 9,1% | 2,9% | 0,3% | | 0,3% | 356 | 1,7 | 0,3 |
| Gender | Male | 86,6% | 10,0% | 3,5% | | | | 186 | 1,6 | 0,1 |
| | Female | 88,3% | 8,2% | 2,3% | 0,6% | | 0,6% | 170 | 1,8 | 0,5 |
| Age | 24 years and younger | 88,4% | 7,9% | 1,6% | | | 2,1% | 48 | 2,4 | 1,8 |
| | 25-34 years | 87,7% | 10,5% | 1,8% | | | | 110 | 1,5 | 0,2 |
| | 35-44 years | 92,5% | 3,1% | 4,5% | | | | 60 | 1,5 | 0,3 |
| | 45-54 years | 81,7% | 12,7% | 3,9% | 1,6% | | | 63 | 1,8 | 0,4 |
| | 55 years and older | 86,9% | 9,9% | 3,2% | | | | 74 | 1,6 | 0,3 |
| Profession | Managerial | 75,4% | 22,2% | 2,4% | | | | 43 | 1,8 | 0,3 |
| | Professional | 87,6% | 7,7% | 3,6% | 1,0% | | | 100 | 1,6 | 0,3 |
| | Specialized staff | 90,4% | 5,2% | 4,4% | | | | 66 | 1,4 | 0,3 |
| | Clerical/Service | 95,7% | 4,3% | | | | | 30 | 1,4 | 0,3 |
| | Student | 85,4% | 11,5% | 1,4% | | | 1,8% | 57 | 2,3 | 1,5 |
| | Retired/Homemaker | 85,4% | 7,3% | 7,2% | | | | 28 | 1,7 | 0,6 |
| | Other | 92,7% | 7,3% | | | | | 29 | 1,3 | 0,3 |
| Household income | Low | 84,3% | 15,7% | | | | | 18 | 1,5 | 0,4 |
| | Low average | 77,0% | 14,0% | 5,3% | | | 3,6% | 28 | 3,3 | 3,1 |
| | Average | 90,9% | 4,5% | 4,5% | | | | 144 | 1,5 | 0,2 |
| | High average | 89,1% | 10,0% | 0,9% | | | | 115 | 1,4 | 0,1 |
| | High | 77,5% | 20,0% | 2,5% | | | | 21 | 1,8 | 0,5 |
| Nationality | American | 80,8% | 19,2% | | | | | 28 | 1,7 | 0,4 |
| | German | 76,1% | 14,9% | 6,0% | 1,5% | | 1,5% | 68 | 2,5 | 1,3 |
| | French | 89,5% | 10,5% | | | | | 30 | 1,4 | 0,3 |
| | Danish | 75,0% | 16,7% | 8,3% | | | | 18 | 1,9 | 0,9 |
| | British | 81,0% | 9,5% | 9,5% | | | | 17 | 2,1 | 1,0 |
| | Norwegian | 88,9% | 11,1% | | | | | 12 | 1,4 | 0,7 |
| | Swedish | 75,0% | 25,0% | | | | | 6 | 1,9 | 1,2 |
| | Spanish | 100,0% | | | | | | 25 | 1,1 | 0,1 |
| | Italian | 96,7% | 3,3% | | | | | 25 | 1,3 | 0,2 |
| | Dutch | 91,7% | 5,6% | 2,8% | | | | 18 | 1,5 | 0,4 |
| Other | 93,3% | 4,2% | 2,5% | | | | 109 | 1,4 | 0,2 | |
| Market area | Scandinavia | 83,5% | 13,2% | 3,3% | | | | 44 | 1,7 | 0,4 |
| | Britain | 78,4% | 8,0% | 13,6% | | | | 20 | 2,1 | 0,9 |
| | Central/South-Europe | 89,0% | 7,5% | 2,6% | 0,5% | | 0,5% | 220 | 1,7 | 0,4 |
| | North America | 76,7% | 21,8% | 1,5% | | | | 34 | 1,7 | 0,4 |
| | Other | 97,0% | 3,0% | | | | | 37 | 1,4 | 0,2 |
| Type of trip | Package tour | 96,6% | | 3,4% | | | | 30 | 1,2 | 0,3 |
| | Individually arranged | 87,8% | 9,2% | 2,3% | 0,3% | | 0,3% | 299 | 1,7 | 0,3 |
| | Mix of both | 72,5% | 17,4% | 10,1% | | | | 23 | 2,0 | 0,7 |
| Purpose of visit | Vacation/holiday | 87,9% | 9,4% | 2,7% | | | | 329 | 1,5 | 0,1 |
| | Conference/meeting | 62,1% | 24,9% | 6,5% | 6,5% | | | 16 | 2,5 | 1,3 |
| | Study/research | 92,9% | | | | | 7,1% | 14 | 4,1 | 6,4 |
| | Visiting friends/relatives | 66,1% | 22,1% | 11,8% | | | | 13 | 2,5 | 1,2 |
| | Business/Employment | 100,0% | | | | | | 5 | 1,6 | 0,7 |
| | Event in Iceland | 88,2% | 11,8% | | | | | 7 | 1,4 | 1,0 |
| | Other | 90,4% | 4,8% | 4,8% | | | | 21 | 1,5 | 0,4 |
| Transport type | Flight | 87,0% | 9,1% | 3,3% | 0,3% | | 0,3% | 318 | 1,7 | 0,3 |
| | Smyril Line | 90,7% | 9,3% | | | | | 38 | 1,4 | 0,2 |

*Individuals asked: Everyone that did answer for how long their total stay in Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_3] Total length of your stay in the West?

| Answers | Count | Pct.% | Conf.lim +/- |
|------------------------------|-------|--------|--------------|
| 1-2 nights | 515 | 73,1% | 3,3% |
| 3-4 nights | 139 | 19,7% | 2,9% |
| 5-7 nights | 37 | 5,2% | 1,6% |
| 8-11 nights | 12 | 1,7% | 0,9% |
| 12-14 nights | 0 | 0,0% | 0,0% |
| More than 15 nights | 2 | 0,3% | 0,4% |
| Number of answers | 704 | 100,0% | |
| Stayed in the the West | 704 | 29,9% | |
| Did not stay in the the West | 1649 | 70,0% | |
| Did not respond** | 3 | 0,1% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



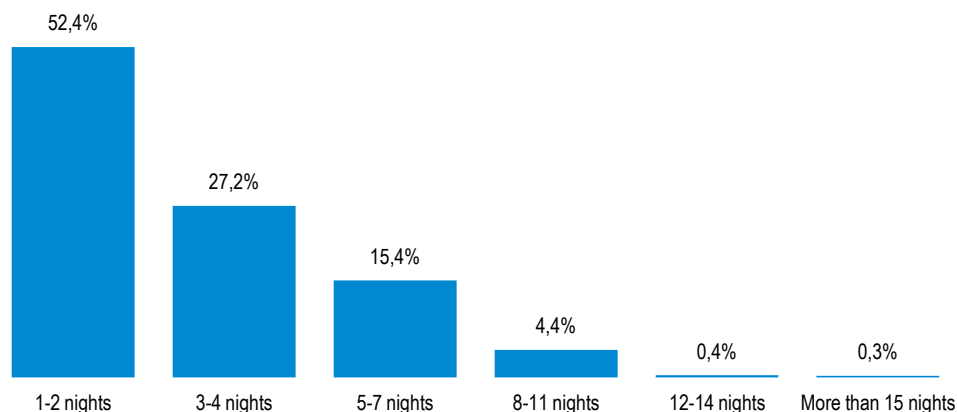
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf.lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|--------------|
| Total | Total | 73,1% | 19,7% | 5,2% | 1,7% | | 0,3% | 704 | 2,3 | 0,2 |
| Gender | Male | 78,1% | 18,2% | 3,2% | 0,5% | | | 355 | 2,0 | 0,1 |
| | Female | 68,1% | 21,2% | 7,2% | 2,8% | | 0,6% | 349 | 2,6 | 0,4 |
| Age | 24 years and younger | 62,3% | 21,8% | 12,1% | 2,4% | | 1,4% | 84 | 3,4 | 1,7 |
| | 25-34 years | 78,5% | 16,3% | 2,6% | 2,2% | | 0,4% | 225 | 2,0 | 0,2 |
| | 35-44 years | 72,5% | 21,8% | 5,7% | | | | 136 | 2,1 | 0,2 |
| | 45-54 years | 71,1% | 21,7% | 7,2% | | | | 129 | 2,2 | 0,2 |
| | 55 years and older | 73,6% | 20,0% | 2,8% | 3,6% | | | 130 | 2,2 | 0,3 |
| Profession | Managerial | 79,9% | 17,2% | 2,9% | | | | 87 | 1,8 | 0,2 |
| | Professional | 74,8% | 20,4% | 4,3% | 0,5% | | | 208 | 2,0 | 0,2 |
| | Specialized staff | 69,9% | 21,8% | 7,7% | 0,6% | | | 124 | 2,3 | 0,3 |
| | Clerical/Service | 80,2% | 15,2% | 1,5% | 3,0% | | | 67 | 2,0 | 0,4 |
| | Student | 64,0% | 19,8% | 11,8% | 2,1% | | 2,3% | 95 | 3,4 | 1,6 |
| | Retired/Homemaker | 66,3% | 27,1% | 1,4% | 5,2% | | | 56 | 2,5 | 0,5 |
| | Other | 74,4% | 16,4% | 4,6% | 4,7% | | | 62 | 2,5 | 0,5 |
| Household income | Low | 55,2% | 25,9% | 6,9% | 6,3% | | 5,7% | 29 | 5,4 | 5,0 |
| | Low average | 79,0% | 13,2% | 7,7% | | | | 56 | 2,0 | 0,4 |
| | Average | 75,3% | 18,4% | 4,0% | 2,4% | | | 295 | 2,1 | 0,2 |
| | High average | 72,9% | 21,6% | 5,1% | 0,3% | | | 230 | 2,1 | 0,2 |
| | High | 67,2% | 27,3% | 5,5% | | | | 40 | 2,2 | 0,4 |
| Nationality | American | 82,4% | 15,7% | 2,0% | | | | 55 | 1,9 | 0,2 |
| | German | 55,1% | 29,9% | 7,9% | 6,3% | | 0,8% | 129 | 3,0 | 0,5 |
| | French | 72,3% | 25,5% | 2,1% | | | | 74 | 2,0 | 0,3 |
| | Danish | 76,2% | 4,8% | 19,0% | | | | 31 | 2,5 | 0,6 |
| | British | 66,7% | 16,7% | 16,7% | | | | 28 | 2,6 | 0,7 |
| | Norwegian | 66,7% | 13,3% | 20,0% | | | | 19 | 2,3 | 0,8 |
| | Swedish | 42,1% | 36,8% | 10,5% | 10,5% | | | 15 | 3,3 | 1,3 |
| | Spanish | 93,0% | 7,0% | | | | | 53 | 1,5 | 0,2 |
| | Italian | 95,2% | 3,2% | | 1,6% | | | 52 | 1,5 | 0,3 |
| | Dutch | 66,2% | 31,2% | 2,6% | | | | 38 | 2,2 | 0,3 |
| | Other | 75,9% | 19,7% | 3,3% | 0,5% | | 0,6% | 208 | 2,3 | 0,7 |
| Market area | Scandinavia | 63,3% | 15,6% | 18,0% | 2,1% | | 0,9% | 74 | 3,4 | 1,9 |
| | Britain | 69,7% | 14,7% | 15,7% | | | | 32 | 2,5 | 0,6 |
| | Central/South-Europe | 71,7% | 22,2% | 3,7% | 2,2% | | 0,2% | 465 | 2,2 | 0,2 |
| | North America | 84,6% | 12,8% | 1,7% | | | 0,8% | 63 | 1,9 | 0,4 |
| | Other | 84,3% | 15,7% | | | | | 70 | 1,7 | 0,2 |
| Type of trip | Package tour | 77,3% | 12,2% | 8,5% | 2,0% | | | 81 | 2,2 | 0,4 |
| | Individually arranged | 71,8% | 22,0% | 4,6% | 1,3% | | 0,3% | 547 | 2,3 | 0,3 |
| | Mix of both | 78,4% | 11,3% | 6,7% | 2,8% | | 0,7% | 72 | 2,2 | 0,5 |
| Purpose of visit | Vacation/holiday | 73,9% | 20,3% | 4,1% | 1,5% | | 0,2% | 665 | 2,2 | 0,1 |
| | Conference/meeting | 65,3% | 14,1% | 20,6% | | | | 29 | 2,4 | 0,6 |
| | Study/research | 33,1% | 28,9% | 29,0% | 5,5% | | 3,5% | 18 | 6,6 | 7,9 |
| | Visiting friends/relatives | 54,3% | 36,0% | 6,7% | | | 3,0% | 34 | 3,0 | 1,2 |
| | Business/Employment | 86,0% | | 14,0% | | | | 6 | 2,0 | 2,6 |
| | Event in Iceland | 61,6% | 23,8% | 14,6% | | | | 13 | 2,3 | 0,9 |
| | Other | 58,9% | 26,8% | 8,9% | 5,4% | | | 49 | 2,8 | 0,6 |
| Transport type | Flight | 74,8% | 18,0% | 5,1% | 1,7% | | 0,4% | 623 | 2,3 | 0,3 |
| | Smyril Line | 60,3% | 32,5% | 6,0% | 1,3% | | | 81 | 2,4 | 0,3 |

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_4] Total length of your stay in the Westfjords?

| Answers | Count | Pct. % | Conf. lim +/- |
|--------------------------|-------|--------|---------------|
| 1-2 nights | 151 | 52,4% | 5,8% |
| 3-4 nights | 79 | 27,2% | 5,1% |
| 5-7 nights | 45 | 15,4% | 4,2% |
| 8-11 nights | 13 | 4,4% | 2,4% |
| 12-14 nights | 1 | 0,4% | 0,7% |
| More than 15 nights | 1 | 0,3% | 0,6% |
| Number of answers | 289 | 100,0% | |
| Stayed in the Westfjords | 289 | 12,3% | |
| Did not stay in the | 2064 | 87,6% | |
| Did not respond** | 3 | 0,1% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



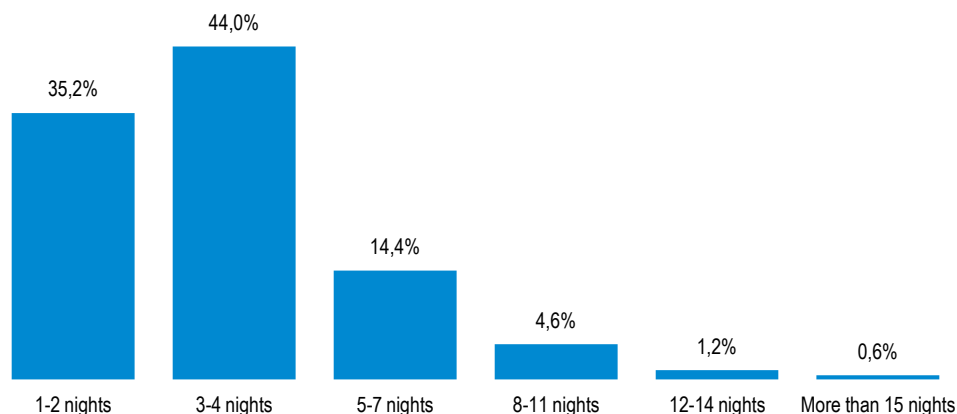
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|---------------|
| Total | Total | 52,4% | 27,2% | 15,4% | 4,4% | 0,4% | 0,3% | 289 | 3,1 | 0,3 |
| Gender | Male | 50,4% | 27,3% | 17,4% | 4,4% | 0,6% | | 159 | 3,2 | 0,4 |
| | Female | 54,9% | 27,1% | 13,0% | 4,4% | | 0,6% | 130 | 3,0 | 0,5 |
| Age | 24 years and younger | 42,1% | 27,4% | 14,5% | 9,6% | 3,6% | 2,8% | 28 | 4,4 | 1,8 |
| | 25-34 years | 61,3% | 25,5% | 11,9% | 1,2% | | | 111 | 2,6 | 0,3 |
| | 35-44 years | 46,8% | 36,2% | 10,2% | 6,9% | | | 50 | 3,1 | 0,6 |
| | 45-54 years | 45,3% | 23,8% | 25,0% | 5,9% | | | 36 | 3,5 | 0,8 |
| | 55 years and older | 49,9% | 24,9% | 20,5% | 4,8% | | | 64 | 3,3 | 0,6 |
| Profession | Managerial | 37,1% | 40,6% | 14,5% | 7,8% | | | 33 | 3,5 | 0,8 |
| | Professional | 63,5% | 20,4% | 13,7% | 2,5% | | | 83 | 2,7 | 0,4 |
| | Specialized staff | 48,0% | 23,9% | 18,6% | 9,5% | | | 46 | 3,5 | 0,7 |
| | Clerical/Service | 60,1% | 31,6% | 8,3% | | | | 28 | 2,4 | 0,5 |
| | Student | 51,7% | 19,9% | 15,4% | 7,8% | 2,9% | 2,3% | 35 | 3,9 | 1,5 |
| | Retired/Homemaker | 43,3% | 24,7% | 28,5% | 3,5% | | | 29 | 3,5 | 0,9 |
| | Other | 49,2% | 38,4% | 12,4% | | | | 32 | 2,9 | 0,6 |
| Household income | Low | 61,4% | 22,1% | 16,5% | | | | 9 | 2,7 | 1,4 |
| | Low average | 42,9% | 36,7% | 14,0% | 6,3% | | | 29 | 3,4 | 0,8 |
| | Average | 53,8% | 29,2% | 13,6% | 2,8% | | 0,6% | 126 | 3,0 | 0,4 |
| | High average | 52,4% | 23,7% | 17,4% | 6,5% | | | 89 | 3,3 | 0,5 |
| | High | 49,4% | 27,9% | 22,8% | | | | 13 | 2,8 | 1,0 |
| Nationality | American | 63,6% | 22,7% | 13,6% | | | | 24 | 2,6 | 0,7 |
| | German | 44,7% | 25,5% | 19,1% | 8,5% | 2,1% | | 48 | 3,7 | 0,8 |
| | French | 37,5% | 43,8% | 6,3% | 12,5% | | | 25 | 3,5 | 0,8 |
| | Danish | 28,6% | 14,3% | 57,1% | | | | 10 | 4,0 | 1,6 |
| | British | 37,5% | 25,0% | 25,0% | | | 12,5% | 6 | 6,0 | 8,2 |
| | Norwegian | 75,0% | | 25,0% | | | | 5 | 2,3 | 2,2 |
| | Swedish | 66,7% | 33,3% | | | | | 2 | 2,0 | 15,3 |
| | Spanish | 71,4% | 14,3% | 14,3% | | | | 17 | 2,2 | 0,7 |
| | Italian | 78,0% | 22,0% | | | | | 34 | 2,0 | 0,3 |
| | Dutch | 52,9% | 17,6% | 23,5% | 5,9% | | | 8 | 3,3 | 2,2 |
| | Other | 47,3% | 32,1% | 16,1% | 4,6% | | | 108 | 3,2 | 0,4 |
| Market area | Scandinavia | 54,0% | 12,5% | 33,5% | | | | 23 | 3,0 | 0,9 |
| | Britain | 42,2% | 14,8% | 35,6% | | | 7,4% | 11 | 5,3 | 4,4 |
| | Central/South-Europe | 51,0% | 29,3% | 13,2% | 6,0% | 0,5% | | 192 | 3,2 | 0,3 |
| | North America | 53,7% | 29,2% | 17,2% | | | | 31 | 2,7 | 0,6 |
| | Other | 61,7% | 27,9% | 7,0% | 3,5% | | | 32 | 2,6 | 0,7 |
| Type of trip | Package tour | 76,6% | 15,2% | 8,1% | | | | 29 | 2,1 | 0,5 |
| | Individually arranged | 50,1% | 29,0% | 15,4% | 4,8% | 0,4% | 0,3% | 238 | 3,2 | 0,3 |
| | Mix of both | 43,9% | 20,4% | 29,8% | 5,9% | | | 19 | 3,4 | 1,1 |
| Purpose of visit | Vacation/holiday | 52,8% | 27,4% | 15,2% | 4,2% | | 0,3% | 272 | 3,1 | 0,3 |
| | Conference/meeting | 75,2% | 24,8% | | | | | 9 | 1,9 | 0,7 |
| | Study/research | 18,2% | 34,0% | 41,3% | 6,5% | | | 8 | 4,2 | 1,8 |
| | Visiting friends/relatives | 38,0% | 32,1% | 29,9% | | | | 13 | 3,1 | 1,1 |
| | Business/Employment | 14,1% | 41,8% | 44,1% | | | | 8 | 4,3 | 1,9 |
| | Event in Iceland | 22,5% | 50,3% | | 27,2% | | | 4 | 4,7 | 8,9 |
| | Other | 30,3% | 39,9% | 15,7% | 9,5% | 4,5% | | 22 | 4,1 | 1,4 |
| Transport type | Flight | 56,2% | 25,6% | 14,0% | 3,4% | 0,4% | 0,3% | 248 | 3,0 | 0,3 |
| | Smyril Line | 29,7% | 36,7% | 23,5% | 10,0% | | | 41 | 4,1 | 0,8 |

*Individuals asked: Everyone that did answer for how long their total stay in Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_5] Total length of your stay in the North?

| Answers | Count | Pct. % | Conf. lim +/- |
|---------------------------|-------|--------|---------------|
| 1-2 nights | 332 | 35,2% | 3,0% |
| 3-4 nights | 415 | 44,0% | 3,2% |
| 5-7 nights | 136 | 14,4% | 2,2% |
| 8-11 nights | 44 | 4,6% | 1,3% |
| 12-14 nights | 12 | 1,2% | 0,7% |
| More than 15 nights | 5 | 0,6% | 0,5% |
| Number of answers | 944 | 100,0% | |
| Stayed in the North | 944 | 40,1% | |
| Did not stay in the North | 1409 | 59,8% | |
| Did not respond** | 3 | 0,1% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



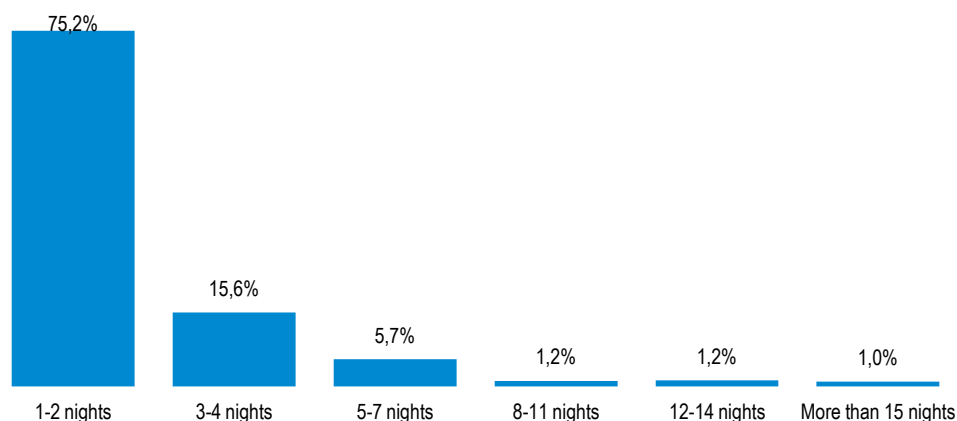
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|---------------|
| Total | Total | 35,2% | 44,0% | 14,4% | 4,6% | 1,2% | 0,6% | 944 | 3,6 | 0,2 |
| Gender | Male | 35,5% | 45,3% | 13,7% | 4,2% | 0,8% | 0,4% | 487 | 3,4 | 0,2 |
| | Female | 34,9% | 42,6% | 15,2% | 5,1% | 1,6% | 0,7% | 457 | 3,8 | 0,4 |
| Age | 24 years and younger | 32,6% | 44,0% | 11,3% | 5,6% | 5,6% | 1,0% | 113 | 4,5 | 1,2 |
| | 25-34 years | 35,4% | 45,6% | 14,0% | 4,1% | 0,6% | 0,4% | 285 | 3,4 | 0,3 |
| | 35-44 years | 42,9% | 37,0% | 15,4% | 4,3% | 0,5% | | 170 | 3,3 | 0,3 |
| | 45-54 years | 23,8% | 52,0% | 15,4% | 8,8% | | | 193 | 3,8 | 0,3 |
| | 55 years and older | 41,3% | 39,6% | 15,0% | 0,9% | 1,5% | 1,7% | 183 | 3,5 | 0,5 |
| Profession | Managerial | 33,8% | 47,5% | 17,9% | | | 0,8% | 127 | 3,4 | 0,4 |
| | Professional | 39,0% | 43,2% | 12,0% | 4,6% | 0,9% | 0,4% | 259 | 3,4 | 0,3 |
| | Specialized staff | 26,4% | 44,7% | 19,9% | 7,3% | 0,5% | 1,3% | 168 | 4,1 | 0,6 |
| | Clerical/Service | 38,9% | 46,6% | 8,0% | 6,5% | | | 94 | 3,2 | 0,4 |
| | Student | 37,7% | 36,2% | 12,7% | 7,3% | 5,2% | 0,9% | 122 | 4,5 | 1,2 |
| | Retired/Homemaker | 40,7% | 43,4% | 12,6% | 1,8% | 1,5% | | 75 | 3,2 | 0,4 |
| | Other | 33,7% | 46,6% | 14,4% | 4,0% | 1,3% | | 85 | 3,4 | 0,5 |
| Household income | Low | 32,9% | 31,5% | 14,9% | 9,5% | 11,3% | | 42 | 4,9 | 1,2 |
| | Low average | 40,5% | 33,3% | 16,8% | 7,9% | 1,5% | | 71 | 3,5 | 0,6 |
| | Average | 36,7% | 43,5% | 12,9% | 5,8% | 0,5% | 0,6% | 384 | 3,5 | 0,3 |
| | High average | 32,8% | 46,8% | 16,2% | 3,0% | 0,2% | 1,0% | 315 | 3,7 | 0,5 |
| | High | 32,7% | 52,6% | 12,3% | | 2,4% | | 60 | 3,3 | 0,5 |
| Nationality | American | 59,3% | 31,5% | 5,6% | 1,9% | 1,9% | | 58 | 2,8 | 0,5 |
| | German | 27,0% | 48,7% | 19,7% | 2,6% | | 2,0% | 154 | 4,0 | 0,7 |
| | French | 18,6% | 47,1% | 20,0% | 14,3% | | | 111 | 4,2 | 0,4 |
| | Danish | 35,3% | 23,5% | 20,6% | 17,6% | 2,9% | | 50 | 4,7 | 1,0 |
| | British | 38,7% | 37,1% | 16,1% | 3,2% | 4,8% | | 49 | 3,8 | 0,8 |
| | Norwegian | 47,8% | 39,1% | 13,0% | | | | 30 | 2,6 | 0,6 |
| | Swedish | 23,8% | 38,1% | 28,6% | 4,8% | 4,8% | | 17 | 4,2 | 1,5 |
| | Spanish | 52,5% | 42,4% | 5,1% | | | | 73 | 2,5 | 0,3 |
| | Italian | 38,3% | 54,3% | 4,9% | 2,5% | | | 68 | 2,9 | 0,3 |
| | Dutch | 21,1% | 54,7% | 18,9% | 4,2% | 1,1% | | 47 | 3,8 | 0,6 |
| | Other | 36,9% | 44,5% | 13,1% | 2,8% | 1,9% | 0,8% | 285 | 3,6 | 0,5 |
| Market area | Scandinavia | 37,6% | 32,9% | 18,4% | 8,3% | 1,8% | 0,9% | 117 | 4,3 | 1,2 |
| | Britain | 45,0% | 36,1% | 13,1% | 2,9% | 2,9% | | 54 | 3,4 | 0,7 |
| | Central/South-Europe | 30,2% | 48,2% | 15,6% | 4,5% | 0,9% | 0,5% | 599 | 3,7 | 0,2 |
| | North America | 54,5% | 37,0% | 7,0% | | 1,6% | | 69 | 2,7 | 0,4 |
| | Other | 43,7% | 40,4% | 8,5% | 5,3% | 1,1% | 1,1% | 104 | 3,4 | 0,6 |
| Type of trip | Package tour | 45,3% | 42,3% | 8,5% | 3,0% | 0,9% | | 117 | 3,0 | 0,3 |
| | Individually arranged | 33,2% | 43,9% | 15,3% | 5,5% | 1,3% | 0,7% | 729 | 3,8 | 0,3 |
| | Mix of both | 36,8% | 47,4% | 15,9% | | | | 92 | 3,1 | 0,3 |
| Purpose of visit | Vacation/holiday | 34,7% | 45,1% | 14,0% | 4,7% | 1,0% | 0,5% | 901 | 3,5 | 0,2 |
| | Conference/meeting | 30,7% | 52,5% | 16,8% | | | | 27 | 3,1 | 0,5 |
| | Study/research | 34,3% | 32,7% | 14,9% | 5,8% | 12,4% | | 18 | 4,6 | 2,0 |
| | Visiting friends/relatives | 36,1% | 30,3% | 23,2% | 2,8% | 4,4% | 3,1% | 36 | 4,6 | 1,6 |
| | Business/Employment | 50,1% | 32,1% | 13,2% | | 4,6% | | 14 | 3,1 | 1,4 |
| | Event in Iceland | 56,8% | 7,2% | 10,7% | 10,5% | 7,7% | 7,2% | 14 | 5,7 | 4,1 |
| | Other | 35,0% | 19,6% | 27,4% | 8,3% | 6,4% | 3,3% | 64 | 5,9 | 2,2 |
| Transport type | Flight | 36,5% | 44,5% | 14,1% | 3,5% | 1,1% | 0,3% | 818 | 3,4 | 0,2 |
| | Smyril Line | 26,6% | 40,8% | 16,1% | 12,3% | 1,7% | 2,5% | 126 | 5,1 | 1,2 |

*Individuals asked: Everyone that did answer for how long their total stay in Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_6] Total length of your stay in the East?

| Answers | Count | Pct.% | Conf.lim +/- |
|--------------------------|-------|--------|--------------|
| 1-2 nights | 525 | 75,2% | 3,2% |
| 3-4 nights | 109 | 15,6% | 2,7% |
| 5-7 nights | 40 | 5,7% | 1,7% |
| 8-11 nights | 8 | 1,2% | 0,8% |
| 12-14 nights | 9 | 1,2% | 0,8% |
| More than 15 nights | 7 | 1,0% | 0,8% |
| Number of answers | 699 | 100,0% | |
| Stayed in the East | 699 | 29,6% | |
| Did not stay in the East | 1655 | 70,2% | |
| Did not respond** | 2 | 0,1% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



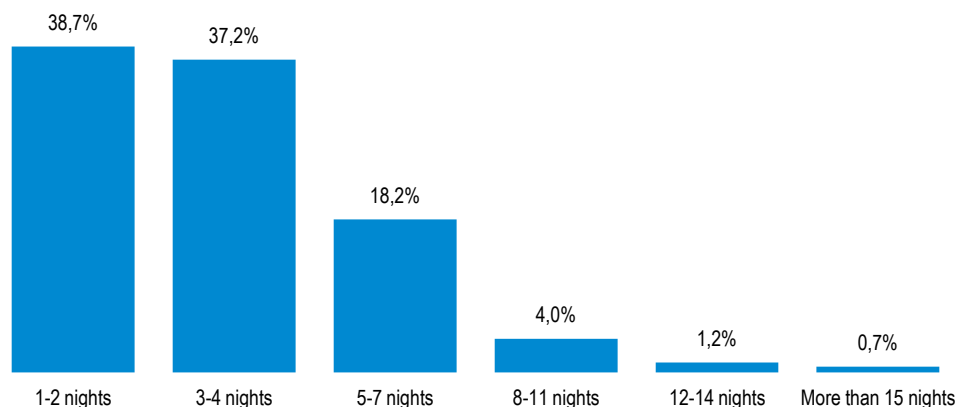
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf.lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|--------------|
| Total | Total | 75,2% | 15,6% | 5,7% | 1,2% | 1,2% | 1,0% | 699 | 2,5 | 0,3 |
| Gender | Male | 76,5% | 17,0% | 4,2% | 0,9% | 0,8% | 0,6% | 351 | 2,4 | 0,5 |
| | Female | 73,9% | 14,2% | 7,2% | 1,5% | 1,7% | 1,5% | 347 | 2,6 | 0,3 |
| Age | 24 years and younger | 68,1% | 16,0% | 7,7% | | 3,9% | 4,3% | 81 | 4,2 | 2,2 |
| | 25-34 years | 79,1% | 15,7% | 3,3% | 0,5% | 1,0% | 0,5% | 221 | 2,1 | 0,3 |
| | 35-44 years | 82,1% | 10,3% | 6,3% | | 1,3% | | 125 | 2,1 | 0,3 |
| | 45-54 years | 72,1% | 21,3% | 4,9% | 1,2% | 0,6% | | 134 | 2,2 | 0,3 |
| | 55 years and older | 69,9% | 14,6% | 8,8% | 4,0% | 0,7% | 2,0% | 138 | 2,7 | 0,4 |
| Profession | Managerial | 86,2% | 9,9% | 2,9% | 1,0% | | | 98 | 1,8 | 0,3 |
| | Professional | 77,0% | 15,7% | 4,8% | 0,4% | 2,0% | | 186 | 2,2 | 0,3 |
| | Specialized staff | 78,6% | 13,7% | 5,1% | 2,6% | | | 121 | 2,1 | 0,3 |
| | Clerical/Service | 85,3% | 11,4% | 3,3% | | | | 68 | 1,8 | 0,2 |
| | Student | 67,3% | 15,0% | 9,4% | | 4,6% | 3,8% | 92 | 4,2 | 1,9 |
| | Retired/Homemaker | 56,3% | 23,8% | 10,9% | 3,9% | | 5,0% | 54 | 3,3 | 0,9 |
| | Other | 69,7% | 24,2% | 4,5% | 1,6% | | | 68 | 2,2 | 0,4 |
| Household income | Low | 62,3% | 11,6% | 19,6% | | 3,1% | 3,3% | 33 | 3,7 | 1,7 |
| | Low average | 76,8% | 17,3% | 3,8% | | 2,1% | | 53 | 2,2 | 0,6 |
| | Average | 77,2% | 14,1% | 4,5% | 2,1% | 1,5% | 0,6% | 303 | 2,6 | 0,6 |
| | High average | 75,8% | 16,1% | 5,8% | 0,5% | 0,5% | 1,4% | 216 | 2,3 | 0,3 |
| | High | 83,3% | 12,2% | 2,6% | 1,9% | | | 43 | 2,0 | 0,4 |
| Nationality | American | 81,1% | 13,5% | 2,7% | | | 2,7% | 40 | 3,8 | 4,0 |
| | German | 60,5% | 25,4% | 9,6% | 1,8% | 2,6% | | 116 | 2,8 | 0,5 |
| | French | 79,2% | 13,2% | | 3,8% | 1,9% | 1,9% | 84 | 2,5 | 0,7 |
| | Danish | 60,0% | 8,0% | 32,0% | | | | 37 | 3,0 | 0,7 |
| | British | 70,6% | 8,8% | 11,8% | 2,9% | 2,9% | 2,9% | 27 | 3,4 | 2,0 |
| | Norwegian | 100,0% | | | | | | 5 | 1,0 | 0,0 |
| | Swedish | 84,6% | 15,4% | | | | | 10 | 1,6 | 0,7 |
| | Spanish | 94,2% | 5,8% | | | | | 65 | 1,7 | 0,2 |
| | Italian | 91,7% | 8,3% | | | | | 61 | 1,5 | 0,2 |
| | Dutch | 83,6% | 11,9% | 4,5% | | | | 33 | 2,0 | 0,4 |
| | Other | 71,2% | 19,4% | 5,2% | 1,0% | 1,5% | 1,8% | 219 | 2,5 | 0,4 |
| Market area | Scandinavia | 72,5% | 8,4% | 19,1% | | | | 62 | 2,4 | 0,5 |
| | Britain | 65,9% | 7,0% | 22,4% | 2,3% | | 2,3% | 34 | 3,3 | 1,6 |
| | Central/South-Europe | 76,5% | 15,7% | 3,9% | 1,6% | 1,4% | 0,9% | 471 | 2,3 | 0,2 |
| | North America | 80,4% | 14,7% | 2,5% | | | 2,5% | 44 | 3,7 | 3,6 |
| | Other | 71,8% | 23,0% | 1,3% | | 2,6% | 1,3% | 86 | 2,4 | 0,7 |
| Type of trip | Package tour | 83,0% | 11,1% | 5,9% | | | | 90 | 1,9 | 0,3 |
| | Individually arranged | 74,4% | 16,9% | 4,8% | 1,0% | 1,4% | 1,4% | 528 | 2,6 | 0,4 |
| | Mix of both | 70,8% | 12,6% | 11,8% | 3,5% | 1,4% | | 78 | 2,7 | 0,5 |
| Purpose of visit | Vacation/holiday | 76,2% | 15,8% | 5,0% | 1,2% | 1,0% | 0,8% | 677 | 2,4 | 0,3 |
| | Conference/meeting | 56,5% | 26,3% | 9,0% | | 8,3% | | 12 | 3,2 | 2,1 |
| | Study/research | 38,5% | 13,8% | 19,0% | | 9,1% | 19,6% | 11 | 13,2 | 15,6 |
| | Visiting friends/relatives | 66,3% | 14,5% | 19,2% | | | | 13 | 2,5 | 1,3 |
| | Business/Employment | 55,1% | 22,4% | | | | 22,4% | 5 | 6,8 | 14,9 |
| | Event in Iceland | 69,5% | 9,2% | 12,6% | 8,6% | | | 12 | 2,9 | 1,6 |
| | Other | 61,9% | 10,0% | 14,9% | 4,1% | 6,2% | 3,0% | 52 | 3,8 | 1,2 |
| Transport type | Flight | 79,1% | 13,7% | 5,4% | 0,3% | 0,7% | 0,8% | 579 | 2,3 | 0,3 |
| | Smyril Line | 55,9% | 25,1% | 7,6% | 5,3% | 3,8% | 2,3% | 119 | 3,4 | 0,6 |

*Individuals asked: Everyone that did answer for how long their total stay in Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_7] Total length of your stay in the South?

| Answers | Count | Pct. % | Conf. lim +/- |
|---------------------------|-------|--------|---------------|
| 1-2 nights | 451 | 38,7% | 2,8% |
| 3-4 nights | 433 | 37,2% | 2,8% |
| 5-7 nights | 212 | 18,2% | 2,2% |
| 8-11 nights | 46 | 4,0% | 1,1% |
| 12-14 nights | 14 | 1,2% | 0,6% |
| More than 15 nights | 8 | 0,7% | 0,5% |
| Number of answers | 1163 | 100,0% | |
| Stayed in the South | 1163 | 49,4% | |
| Did not stay in the South | 1191 | 50,6% | |
| Did not respond** | 2 | 0,1% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



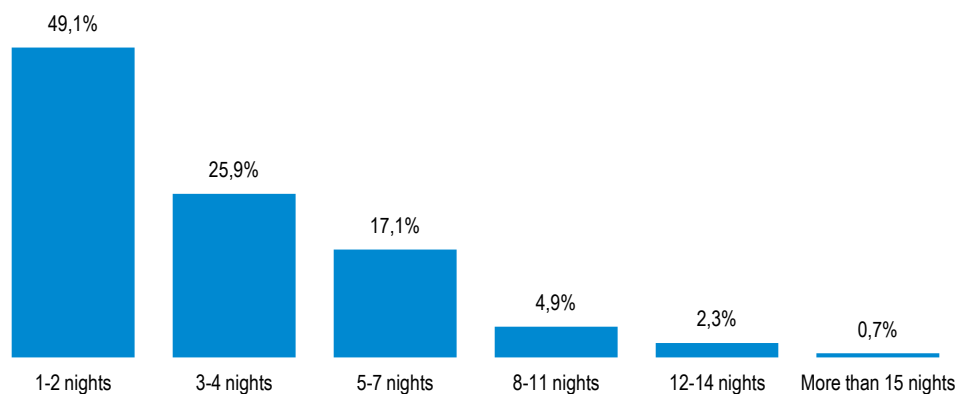
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|---------------|
| Total | Total | 38,7% | 37,2% | 18,2% | 4,0% | 1,2% | 0,7% | 1163 | 3,7 | 0,3 |
| Gender | Male | 39,2% | 37,2% | 18,1% | 4,1% | 1,4% | | 581 | 3,5 | 0,2 |
| | Female | 38,3% | 37,2% | 18,3% | 3,9% | 1,0% | 1,3% | 581 | 4,0 | 0,6 |
| Age | 24 years and younger | 36,0% | 30,8% | 18,9% | 9,8% | 3,4% | 1,1% | 159 | 5,2 | 2,0 |
| | 25-34 years | 37,0% | 40,2% | 17,1% | 3,4% | 1,5% | 0,9% | 377 | 3,7 | 0,3 |
| | 35-44 years | 43,1% | 36,6% | 17,3% | 2,5% | 0,5% | | 213 | 3,2 | 0,3 |
| | 45-54 years | 33,0% | 39,6% | 24,3% | 3,1% | | | 221 | 3,5 | 0,2 |
| | 55 years and older | 46,2% | 34,5% | 13,9% | 2,9% | 1,0% | 1,4% | 193 | 3,3 | 0,4 |
| Profession | Managerial | 36,3% | 42,6% | 17,4% | 2,8% | 1,0% | | 166 | 3,5 | 0,3 |
| | Professional | 41,1% | 37,0% | 17,5% | 3,2% | 0,8% | 0,3% | 318 | 3,4 | 0,3 |
| | Specialized staff | 34,8% | 40,7% | 20,3% | 3,6% | | 0,7% | 199 | 3,6 | 0,3 |
| | Clerical/Service | 37,4% | 40,9% | 19,7% | 1,5% | 0,5% | | 106 | 3,3 | 0,3 |
| | Student | 35,6% | 29,1% | 20,6% | 10,6% | 3,0% | 1,0% | 176 | 4,4 | 0,6 |
| | Retired/Homemaker | 41,2% | 37,0% | 12,3% | 3,2% | 2,7% | 3,6% | 76 | 3,9 | 0,8 |
| | Other | 44,7% | 36,3% | 16,1% | 0,5% | 1,7% | 0,7% | 108 | 4,5 | 2,9 |
| Household income | Low | 34,4% | 40,4% | 16,2% | 9,0% | | | 50 | 3,6 | 0,6 |
| | Low average | 43,8% | 31,0% | 14,0% | 11,2% | | | 99 | 3,5 | 0,5 |
| | Average | 40,8% | 38,3% | 16,1% | 2,9% | 1,2% | 0,7% | 448 | 3,7 | 0,7 |
| | High average | 36,6% | 38,3% | 20,7% | 2,3% | 1,6% | 0,6% | 386 | 3,7 | 0,3 |
| | High | 32,3% | 46,6% | 17,0% | 2,9% | 1,2% | | 89 | 3,4 | 0,4 |
| Nationality | American | 37,0% | 44,4% | 15,7% | 1,9% | 0,9% | | 117 | 3,3 | 0,4 |
| | German | 33,3% | 36,1% | 23,3% | 6,7% | | 0,6% | 182 | 3,9 | 0,4 |
| | French | 30,0% | 38,0% | 22,0% | 8,0% | 2,0% | | 158 | 4,1 | 0,4 |
| | Danish | 28,9% | 44,7% | 18,4% | 5,3% | 2,6% | | 56 | 3,8 | 0,6 |
| | British | 33,8% | 35,0% | 22,5% | 5,0% | 2,5% | 1,3% | 63 | 4,4 | 1,1 |
| | Norwegian | 58,8% | 29,4% | 11,8% | | | | 22 | 2,5 | 0,8 |
| | Swedish | 44,7% | 28,9% | 15,8% | 2,6% | 5,3% | 2,6% | 30 | 8,2 | 10,7 |
| | Spanish | 54,5% | 34,8% | 9,1% | | 1,5% | | 82 | 2,7 | 0,4 |
| | Italian | 56,2% | 40,4% | 3,4% | | | | 75 | 2,6 | 0,3 |
| | Dutch | 28,2% | 40,0% | 27,3% | 4,5% | | | 54 | 3,8 | 0,5 |
| | Other | 41,3% | 34,3% | 18,6% | 3,1% | 1,2% | 1,6% | 319 | 3,6 | 0,3 |
| Market area | Scandinavia | 40,6% | 37,7% | 15,7% | 3,0% | 2,5% | 0,6% | 125 | 4,5 | 2,5 |
| | Britain | 36,5% | 36,5% | 16,9% | 6,4% | 2,4% | 1,2% | 65 | 4,3 | 1,1 |
| | Central/South-Europe | 38,0% | 37,8% | 18,4% | 4,2% | 0,8% | 0,9% | 716 | 3,7 | 0,2 |
| | North America | 36,0% | 43,8% | 17,0% | 2,0% | 1,2% | | 133 | 3,3 | 0,3 |
| | Other | 46,0% | 26,2% | 21,6% | 4,5% | 1,8% | | 123 | 3,3 | 0,4 |
| Type of trip | Package tour | 42,3% | 39,2% | 14,6% | 3,6% | 0,4% | | 144 | 3,2 | 0,3 |
| | Individually arranged | 37,5% | 36,9% | 19,3% | 4,3% | 1,3% | 0,7% | 904 | 3,8 | 0,4 |
| | Mix of both | 43,3% | 37,4% | 14,4% | 2,0% | 1,6% | 1,3% | 109 | 3,4 | 0,5 |
| Purpose of visit | Vacation/holiday | 39,0% | 37,4% | 18,6% | 3,7% | 0,8% | 0,5% | 1118 | 3,5 | 0,1 |
| | Conference/meeting | 38,9% | 42,1% | 17,0% | | 2,0% | | 39 | 3,2 | 0,7 |
| | Study/research | 27,6% | 35,2% | 25,3% | 5,9% | 5,9% | | 27 | 4,5 | 1,3 |
| | Visiting friends/relatives | 51,4% | 15,0% | 24,3% | 2,0% | 5,4% | 2,0% | 52 | 4,2 | 1,3 |
| | Business/Employment | 45,5% | 31,2% | | 10,8% | | 12,5% | 13 | 16,2 | 27,6 |
| | Event in Iceland | 55,3% | 21,2% | 6,4% | 6,0% | 11,2% | | 17 | 4,0 | 1,9 |
| | Other | 31,2% | 30,1% | 21,9% | 6,1% | 10,7% | | 86 | 4,8 | 0,8 |
| Transport type | Flight | 39,5% | 37,3% | 17,8% | 3,7% | 1,3% | 0,4% | 1043 | 3,7 | 0,3 |
| | Smyril Line | 32,5% | 36,1% | 22,1% | 6,1% | | 3,2% | 120 | 4,2 | 0,6 |

*Individuals asked: Everyone that did answer for how long their total stay in Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE03_8] Total length of your stay in the Interior?

| Answers | Count | Pct.% | Conf.lim +/- |
|------------------------------|-------|--------|--------------|
| 1-2 nights | 209 | 49,1% | 4,7% |
| 3-4 nights | 110 | 25,9% | 4,2% |
| 5-7 nights | 73 | 17,1% | 3,6% |
| 8-11 nights | 21 | 4,9% | 2,0% |
| 12-14 nights | 10 | 2,3% | 1,4% |
| More than 15 nights | 3 | 0,7% | 0,8% |
| Number of answers | 426 | 100,0% | |
| Stayed in the Interior | 426 | 18,1% | |
| Did not stay in the Interior | 1928 | 81,8% | |
| Did not respond** | 2 | 0,1% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



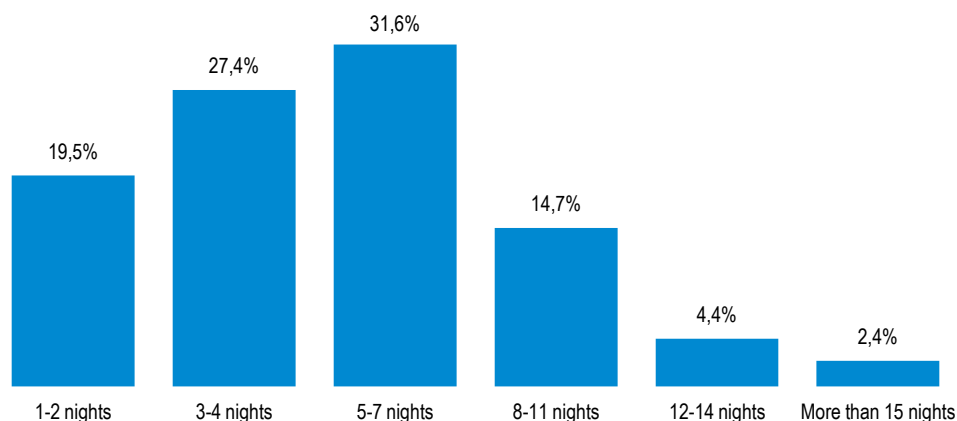
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf.lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|--------------|
| Total | Total | 49,1% | 25,9% | 17,1% | 4,9% | 2,3% | 0,7% | 426 | 3,4 | 0,3 |
| Gender | Male | 50,9% | 23,6% | 14,9% | 6,9% | 2,7% | 0,9% | 226 | 3,5 | 0,4 |
| | Female | 47,2% | 28,5% | 19,5% | 2,6% | 1,8% | 0,4% | 200 | 3,4 | 0,4 |
| Age | 24 years and younger | 43,3% | 29,1% | 20,9% | 5,3% | | 1,4% | 72 | 3,6 | 0,7 |
| | 25-34 years | 55,3% | 22,6% | 12,9% | 5,2% | 3,4% | 0,5% | 164 | 3,3 | 0,5 |
| | 35-44 years | 39,9% | 33,2% | 16,3% | 6,0% | 4,6% | | 78 | 3,7 | 0,6 |
| | 45-54 years | 40,7% | 28,0% | 23,5% | 6,8% | 0,9% | | 57 | 3,7 | 0,7 |
| | 55 years and older | 60,5% | 18,8% | 18,8% | | | 1,9% | 54 | 3,0 | 0,9 |
| Profession | Managerial | 57,4% | 25,7% | 5,7% | 5,8% | 5,4% | | 60 | 3,1 | 0,8 |
| | Professional | 51,7% | 21,7% | 19,3% | 4,9% | 2,5% | | 124 | 3,3 | 0,5 |
| | Specialized staff | 48,9% | 22,7% | 19,2% | 3,4% | 4,1% | 1,7% | 60 | 3,7 | 1,0 |
| | Clerical/Service | 58,9% | 25,5% | 11,7% | 4,0% | | | 40 | 2,8 | 0,7 |
| | Student | 42,4% | 27,8% | 22,0% | 5,8% | | 2,2% | 83 | 3,9 | 0,9 |
| | Retired/Homemaker | 44,6% | 32,5% | 22,9% | | | | 23 | 3,1 | 0,8 |
| | Other | 43,6% | 43,2% | 9,5% | 3,7% | | | 27 | 3,0 | 0,7 |
| Household income | Low | 43,6% | 23,8% | 23,5% | 4,8% | | 4,4% | 23 | 4,1 | 1,9 |
| | Low average | 39,4% | 37,2% | 19,4% | 2,7% | 1,3% | | 37 | 3,5 | 0,7 |
| | Average | 51,4% | 26,4% | 13,7% | 5,8% | 2,7% | | 172 | 3,2 | 0,4 |
| | High average | 51,1% | 22,8% | 17,3% | 4,1% | 3,3% | 1,3% | 138 | 3,6 | 0,7 |
| | High | 50,7% | 38,8% | 8,3% | 2,2% | | | 22 | 2,7 | 0,9 |
| Nationality | American | 20,0% | 80,0% | | | | | 11 | 3,0 | 0,6 |
| | German | 44,3% | 18,2% | 22,7% | 10,2% | 2,3% | 2,3% | 89 | 4,3 | 0,8 |
| | French | 52,2% | 23,9% | 13,0% | 6,5% | 4,3% | | 73 | 3,5 | 0,7 |
| | Danish | 54,5% | 27,3% | 18,2% | | | | 16 | 2,7 | 1,0 |
| | British | 34,8% | 39,1% | 17,4% | 4,3% | | 4,3% | 18 | 4,7 | 3,4 |
| | Norwegian | 50,0% | 50,0% | | | | | 3 | 3,0 | 10,1 |
| | Swedish | 41,7% | 25,0% | 33,3% | | | | 10 | 3,6 | 1,7 |
| | Spanish | 58,8% | 35,3% | 5,9% | | | | 21 | 2,5 | 0,6 |
| | Italian | 54,5% | 36,4% | 9,1% | | | | 19 | 2,4 | 0,7 |
| | Dutch | 51,9% | 28,8% | 11,5% | 5,8% | 1,9% | | 26 | 3,2 | 1,1 |
| | Other | 51,6% | 22,3% | 19,8% | 3,3% | 2,9% | | 140 | 3,1 | 0,4 |
| Market area | Scandinavia | 58,1% | 23,6% | 18,3% | | | | 34 | 2,8 | 0,7 |
| | Britain | 44,2% | 39,4% | 12,3% | | 4,1% | | 19 | 4,1 | 3,2 |
| | Central/South-Europe | 49,6% | 24,1% | 16,6% | 6,1% | 3,0% | 0,7% | 307 | 3,5 | 0,3 |
| | North America | 32,5% | 56,0% | 8,7% | | 2,9% | | 18 | 3,3 | 1,1 |
| | Other | 48,4% | 22,4% | 24,7% | 4,6% | | | 48 | 3,1 | 0,6 |
| Type of trip | Package tour | 40,9% | 44,4% | 12,0% | 2,6% | | | 39 | 2,9 | 0,5 |
| | Individually arranged | 52,2% | 24,3% | 15,7% | 5,3% | 1,6% | 0,8% | 341 | 3,3 | 0,3 |
| | Mix of both | 34,3% | 21,4% | 32,4% | 3,6% | 8,3% | | 44 | 4,6 | 1,0 |
| Purpose of visit | Vacation/holiday | 49,1% | 25,2% | 17,6% | 5,0% | 2,4% | 0,7% | 412 | 3,5 | 0,3 |
| | Conference/meeting | 40,9% | 59,1% | | | | | 12 | 2,5 | 0,8 |
| | Study/research | 44,3% | 47,8% | 7,9% | | | | 10 | 3,0 | 1,1 |
| | Visiting friends/relatives | 71,4% | 16,1% | 12,5% | | | | 19 | 2,3 | 0,9 |
| | Business/Employment | 49,8% | 16,7% | 21,2% | | | 12,2% | 6 | 6,8 | 11,7 |
| | Event in Iceland | 41,2% | 35,8% | 11,9% | 11,2% | | | 4 | 4,0 | 5,2 |
| | Other | 50,5% | 32,5% | 5,1% | 6,7% | 1,8% | 3,4% | 30 | 3,7 | 1,5 |
| Transport type | Flight | 50,7% | 26,2% | 15,7% | 4,4% | 2,2% | 0,8% | 361 | 3,4 | 0,3 |
| | Smyril Line | 40,6% | 24,1% | 24,7% | 7,7% | 2,9% | | 64 | 3,8 | 0,7 |

*Individuals asked: Everyone that did answer for how long their total stay in Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_1] How many nights did you stay... - in hotels/guesthouses?

| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------------|-------|--------|---------------|
| 1-2 nights | 355 | 19,5% | 1,8% |
| 3-4 nights | 498 | 27,4% | 2,1% |
| 5-7 nights | 575 | 31,6% | 2,1% |
| 8-11 nights | 267 | 14,7% | 1,6% |
| 12-14 nights | 80 | 4,4% | 0,9% |
| More than 15 nights | 43 | 2,4% | 0,7% |
| <hr/> | | | |
| Number of answers | 1818 | 100,0% | |
| <hr/> | | | |
| Stayed in hotels/guesthouses? | 1818 | 77,2% | |
| Did not stay in hotels/guesthouses? | 531 | 22,5% | |
| Did not respond** | 7 | 0,3% | |
| <hr/> | | | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| <hr/> | | | |
| Number of participants | 2359 | 100,0% | |



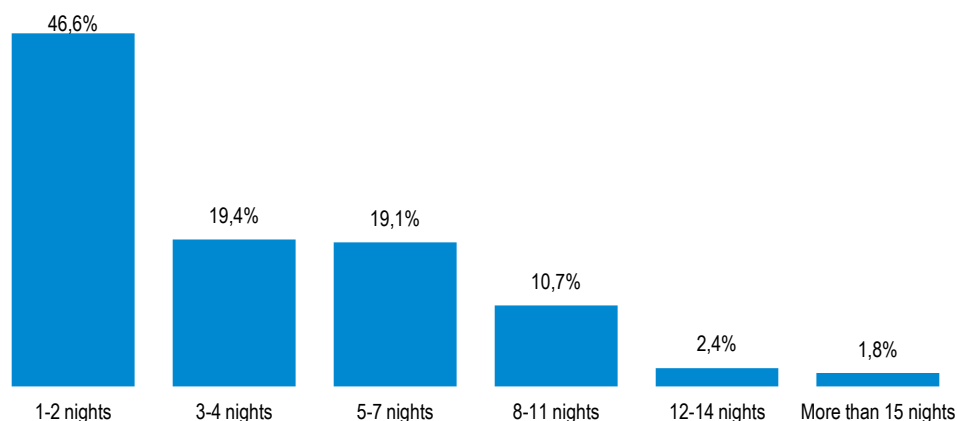
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|---------------|
| Total | Total | 19,5% | 27,4% | 31,6% | 14,7% | 4,4% | 2,4% | 1818 | 5,7 | 0,2 |
| Gender | Male | 20,1% | 26,2% | 30,4% | 15,2% | 5,3% | 2,8% | 899 | 5,9 | 0,4 |
| | Female | 18,9% | 28,6% | 32,8% | 14,2% | 3,5% | 2,0% | 918 | 5,5 | 0,2 |
| Age | 24 years and younger | 18,5% | 30,3% | 36,2% | 8,8% | 4,0% | 2,1% | 218 | 6,0 | 1,3 |
| | 25-34 years | 22,6% | 26,9% | 31,0% | 15,1% | 2,9% | 1,5% | 529 | 5,4 | 0,5 |
| | 35-44 years | 21,1% | 29,5% | 29,4% | 14,8% | 3,5% | 1,7% | 331 | 5,3 | 0,4 |
| | 45-54 years | 19,7% | 26,3% | 34,3% | 11,2% | 6,6% | 1,8% | 375 | 5,5 | 0,4 |
| | 55 years and older | 14,1% | 25,8% | 28,9% | 21,0% | 5,3% | 5,0% | 364 | 6,4 | 0,4 |
| Profession | Managerial | 24,0% | 28,9% | 27,4% | 13,2% | 4,5% | 2,1% | 240 | 5,2 | 0,5 |
| | Professional | 19,6% | 25,9% | 33,2% | 16,0% | 4,0% | 1,3% | 599 | 5,6 | 0,4 |
| | Specialized staff | 19,9% | 29,7% | 29,8% | 13,1% | 4,6% | 3,0% | 293 | 5,5 | 0,4 |
| | Clerical/Service | 21,3% | 17,8% | 35,1% | 17,2% | 6,9% | 1,8% | 125 | 6,0 | 0,6 |
| | Student | 19,3% | 30,8% | 36,2% | 8,9% | 2,3% | 2,4% | 228 | 5,7 | 1,2 |
| | Retired/Homemaker | 11,3% | 27,5% | 23,8% | 21,6% | 6,4% | 9,3% | 124 | 7,2 | 0,9 |
| | Other | 16,1% | 30,3% | 32,0% | 15,4% | 4,8% | 1,4% | 189 | 5,5 | 0,5 |
| Household income | Low | 32,1% | 23,0% | 35,1% | 5,7% | 3,3% | 0,7% | 66 | 4,5 | 0,7 |
| | Low average | 16,6% | 33,9% | 36,3% | 9,3% | 3,5% | 0,4% | 116 | 5,1 | 0,5 |
| | Average | 19,8% | 27,6% | 31,0% | 15,0% | 4,3% | 2,3% | 652 | 5,7 | 0,5 |
| | High average | 18,4% | 26,9% | 33,8% | 14,5% | 4,3% | 2,1% | 689 | 5,7 | 0,4 |
| | High | 20,2% | 27,4% | 25,5% | 17,5% | 5,6% | 3,9% | 186 | 5,9 | 0,6 |
| Nationality | American | 23,6% | 34,6% | 21,1% | 17,1% | 2,4% | 1,2% | 266 | 5,0 | 0,4 |
| | German | 28,6% | 21,4% | 30,2% | 9,9% | 7,8% | 2,1% | 195 | 5,4 | 0,5 |
| | French | 22,2% | 27,3% | 29,3% | 16,2% | 4,0% | 1,0% | 156 | 5,3 | 0,5 |
| | Danish | 27,8% | 32,9% | 25,3% | 12,7% | | 1,3% | 117 | 4,5 | 0,6 |
| | British | 11,9% | 33,9% | 33,9% | 13,7% | 5,4% | 1,2% | 133 | 5,6 | 0,6 |
| | Norwegian | 9,9% | 39,6% | 42,9% | 6,6% | 1,1% | | 118 | 4,8 | 0,4 |
| | Swedish | 8,3% | 32,2% | 51,2% | 5,8% | 1,7% | 0,8% | 96 | 5,3 | 0,6 |
| | Spanish | 25,8% | 18,2% | 25,8% | 19,7% | 4,5% | 6,1% | 82 | 6,1 | 1,0 |
| | Italian | 8,8% | 14,3% | 30,8% | 31,9% | 12,1% | 2,2% | 77 | 7,6 | 0,9 |
| | Dutch | 14,5% | 21,0% | 26,8% | 21,7% | 8,0% | 8,0% | 68 | 7,1 | 1,1 |
| | Other | 18,9% | 23,8% | 34,1% | 14,8% | 4,7% | 3,6% | 507 | 6,3 | 0,7 |
| Market area | Scandinavia | 16,1% | 33,0% | 41,0% | 8,6% | 0,9% | 0,4% | 386 | 4,9 | 0,3 |
| | Britain | 9,7% | 39,2% | 35,0% | 11,3% | 3,8% | 1,0% | 166 | 5,2 | 0,4 |
| | Central/South-Europe | 21,8% | 21,3% | 30,1% | 16,4% | 6,7% | 3,8% | 753 | 6,0 | 0,3 |
| | North America | 25,3% | 32,8% | 21,3% | 16,6% | 3,0% | 1,1% | 341 | 5,0 | 0,5 |
| | Other | 15,5% | 19,4% | 34,2% | 20,5% | 5,9% | 4,6% | 169 | 7,7 | 1,9 |
| Type of trip | Package tour | 14,3% | 20,5% | 31,9% | 25,6% | 4,7% | 3,0% | 209 | 6,5 | 0,5 |
| | Individually arranged | 20,7% | 28,4% | 31,8% | 12,4% | 4,2% | 2,5% | 1389 | 5,5 | 0,3 |
| | Mix of both | 15,3% | 26,4% | 31,0% | 19,9% | 6,2% | 1,2% | 203 | 6,0 | 0,5 |
| Purpose of visit | Vacation/holiday | 20,2% | 25,7% | 30,7% | 16,1% | 4,8% | 2,6% | 1565 | 5,8 | 0,2 |
| | Conference/meeting | 7,0% | 33,4% | 49,1% | 9,1% | 1,4% | | 229 | 5,2 | 0,3 |
| | Study/research | 19,6% | 32,3% | 28,3% | 7,2% | 6,9% | 5,7% | 62 | 9,3 | 5,4 |
| | Visiting friends/relatives | 24,8% | 42,0% | 22,5% | 6,9% | 1,8% | 2,0% | 70 | 4,3 | 0,7 |
| | Business/Employment | 23,2% | 42,4% | 28,2% | 2,0% | 2,2% | 2,0% | 55 | 4,6 | 1,4 |
| | Event in Iceland | 15,4% | 28,1% | 33,5% | 17,4% | 5,5% | | 48 | 5,6 | 0,9 |
| | Other | 30,0% | 26,8% | 17,9% | 18,1% | 5,2% | 2,0% | 130 | 5,2 | 0,7 |
| Transport type | Flight | 19,3% | 27,7% | 31,7% | 14,6% | 4,5% | 2,2% | 1752 | 5,7 | 0,2 |
| | Smyril Line | 25,0% | 20,7% | 28,4% | 16,8% | 1,3% | 7,9% | 66 | 6,2 | 1,2 |

*Individuals asked: Everyone that did answer for how long their total stay in Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_2] How many nights did you stay... - on farm holiday accommodation?

| Answers | Count | Pct. % | Conf. lim +/- |
|--|-------|--------|---------------|
| 1-2 nights | 123 | 46,6% | 6,0% |
| 3-4 nights | 51 | 19,4% | 4,8% |
| 5-7 nights | 50 | 19,1% | 4,7% |
| 8-11 nights | 28 | 10,7% | 3,7% |
| 12-14 nights | 6 | 2,4% | 1,9% |
| More than 15 nights | 5 | 1,8% | 1,6% |
| Number of answers | 264 | 100,0% | |
| Stayed on farm holiday accommodation | 264 | 11,2% | |
| Did not stay on farm holiday accommodation | 2084 | 88,5% | |
| Did not respond** | 8 | 0,3% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



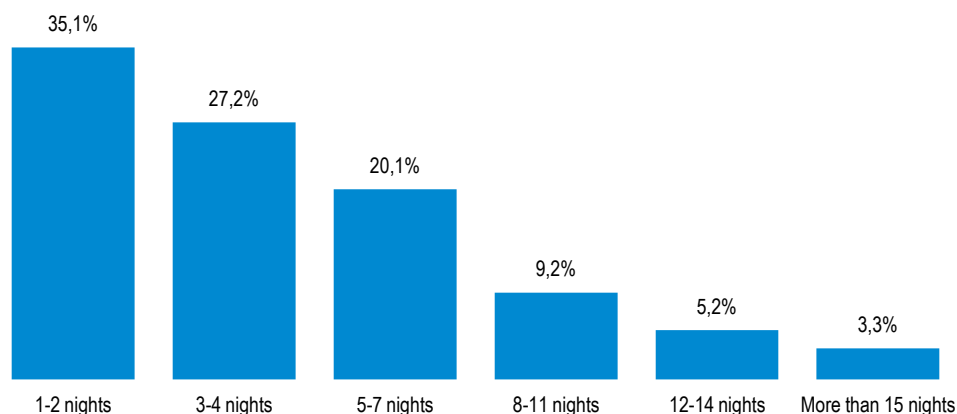
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|---------------|
| Total | Total | 46,6% | 19,4% | 19,1% | 10,7% | 2,4% | 1,8% | 264 | 4,6 | 1,2 |
| Gender | Male | 48,1% | 20,3% | 15,7% | 12,8% | 1,9% | 1,1% | 123 | 4,0 | 0,6 |
| | Female | 45,4% | 18,6% | 21,9% | 8,9% | 2,9% | 2,3% | 141 | 5,1 | 2,3 |
| Age | 24 years and younger | 45,6% | 4,6% | 24,7% | 11,9% | 9,6% | 3,6% | 22 | 11,3 | 14,9 |
| | 25-34 years | 45,8% | 21,4% | 16,7% | 14,8% | | 1,4% | 81 | 4,1 | 0,8 |
| | 35-44 years | 47,5% | 19,0% | 18,2% | 8,7% | 3,9% | 2,7% | 51 | 4,1 | 1,1 |
| | 45-54 years | 42,6% | 19,4% | 22,4% | 11,5% | 2,2% | 2,0% | 69 | 4,3 | 0,8 |
| | 55 years and older | 54,6% | 23,9% | 16,2% | 3,3% | 2,0% | | 42 | 3,1 | 0,8 |
| Profession | Managerial | 31,8% | 34,2% | 17,9% | 16,2% | | | 37 | 4,4 | 1,0 |
| | Professional | 51,8% | 17,9% | 19,1% | 6,5% | 1,8% | 3,0% | 84 | 3,8 | 0,8 |
| | Specialized staff | 47,3% | 20,2% | 16,0% | 13,4% | | 3,1% | 44 | 4,0 | 1,2 |
| | Clerical/Service | 47,2% | 9,6% | 18,3% | 21,7% | 3,1% | | 27 | 4,5 | 1,5 |
| | Student | 57,5% | 4,7% | 20,5% | 7,4% | 9,9% | | 21 | 4,4 | 1,9 |
| | Retired/Homemaker | 36,7% | 41,4% | 10,1% | 7,3% | 4,5% | | 19 | 3,7 | 1,4 |
| | Other | 40,1% | 12,7% | 32,0% | 8,0% | 4,2% | 3,0% | 26 | 9,7 | 12,3 |
| Household income | Low | 58,9% | | 41,1% | | | | 9 | 3,3 | 2,2 |
| | Low average | 64,8% | 13,1% | 13,4% | 5,4% | 3,3% | | 26 | 3,1 | 1,2 |
| | Average | 47,8% | 15,0% | 16,1% | 15,7% | 3,4% | 1,9% | 100 | 5,8 | 3,2 |
| | High average | 43,5% | 24,9% | 18,8% | 9,8% | | 3,0% | 93 | 3,9 | 0,7 |
| | High | 38,1% | 39,3% | 15,5% | 2,2% | 5,0% | | 22 | 3,8 | 1,3 |
| Nationality | American | 66,7% | 5,6% | 22,2% | 5,6% | | | 19 | 3,0 | 1,2 |
| | German | 34,1% | 24,4% | 22,0% | 14,6% | 4,9% | | 42 | 4,6 | 1,1 |
| | French | 44,4% | 22,2% | 27,8% | 5,6% | | | 28 | 3,4 | 1,0 |
| | Danish | 50,0% | 40,0% | 10,0% | | | | 15 | 2,4 | 0,9 |
| | British | 58,3% | 8,3% | 25,0% | 8,3% | | | 9 | 3,3 | 2,2 |
| | Norwegian | 50,0% | 50,0% | | | | | 3 | 2,5 | 5,0 |
| | Swedish | 58,8% | 5,9% | 29,4% | | 5,9% | | 14 | 13,3 | 25,5 |
| | Spanish | 40,0% | 20,0% | 15,0% | 25,0% | | | 25 | 4,7 | 1,3 |
| | Italian | 54,2% | 8,3% | 16,7% | 12,5% | 8,3% | | 20 | 4,3 | 1,9 |
| | Dutch | 57,1% | 3,6% | 25,0% | 10,7% | 3,6% | | 14 | 4,1 | 2,0 |
| | Other | 43,0% | 23,6% | 14,1% | 11,3% | 2,9% | 5,1% | 76 | 4,7 | 1,0 |
| Market area | Scandinavia | 57,5% | 25,3% | 14,7% | | 2,5% | | 32 | 6,9 | 10,2 |
| | Britain | 65,9% | 6,8% | 20,4% | 6,8% | | | 12 | 3,0 | 1,8 |
| | Central/South-Europe | 42,5% | 17,5% | 20,2% | 14,4% | 3,2% | 2,3% | 168 | 4,6 | 0,6 |
| | North America | 54,5% | 13,5% | 27,3% | 4,6% | | | 24 | 3,3 | 1,0 |
| | Other | 44,7% | 33,8% | 10,2% | 7,5% | 3,8% | | 29 | 3,7 | 1,1 |
| Type of trip | Package tour | 40,7% | 24,1% | 20,7% | 9,4% | 5,1% | | 36 | 4,3 | 1,1 |
| | Individually arranged | 48,5% | 19,4% | 17,2% | 9,8% | 2,5% | 2,5% | 183 | 4,8 | 1,8 |
| | Mix of both | 45,9% | 16,4% | 21,4% | 16,3% | | | 42 | 3,9 | 0,9 |
| Purpose of visit | Vacation/holiday | 47,4% | 19,6% | 19,6% | 9,8% | 2,1% | 1,5% | 253 | 4,0 | 0,4 |
| | Conference/meeting | 59,2% | 14,3% | 10,3% | 16,1% | | | 8 | 2,9 | 2,4 |
| | Study/research | 69,6% | 30,4% | | | | | 3 | 1,9 | 2,3 |
| | Visiting friends/relatives | 65,9% | 24,0% | 10,1% | | | | 16 | 2,5 | 0,9 |
| | Business/Employment | 27,1% | 53,0% | | | | 19,9% | 4 | 38,1 | 174,8 |
| | Event in Iceland | 26,6% | | | 36,3% | 37,1% | | 3 | 8,4 | 46,3 |
| | Other | 36,2% | 18,0% | 26,1% | 12,3% | 7,4% | | 29 | 4,7 | 1,5 |
| Transport type | Flight | 47,1% | 19,9% | 19,1% | 11,2% | 2,3% | 0,3% | 239 | 4,4 | 1,3 |
| | Smyril Line | 42,6% | 14,8% | 18,2% | 5,5% | 3,4% | 15,5% | 25 | 5,9 | 2,5 |

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_3] How many nights did you stay... - in hostels/lodges in wilderness and similar?

| Answers | Count | Pct. % | Conf. lim +/- |
|--|-------|--------|---------------|
| 1-2 nights | 160 | 35,1% | 4,4% |
| 3-4 nights | 124 | 27,2% | 4,1% |
| 5-7 nights | 92 | 20,1% | 3,7% |
| 8-11 nights | 42 | 9,2% | 2,6% |
| 12-14 nights | 24 | 5,2% | 2,0% |
| More than 15 nights | 15 | 3,3% | 1,6% |
| Number of answers | 456 | 100,0% | |
| Stayed in hostels/lodges in wilderness and similar | 456 | 19,4% | |
| Did not stay in hostels/lodges in wilderness and similar | 1893 | 80,3% | |
| Did not respond** | 7 | 0,3% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



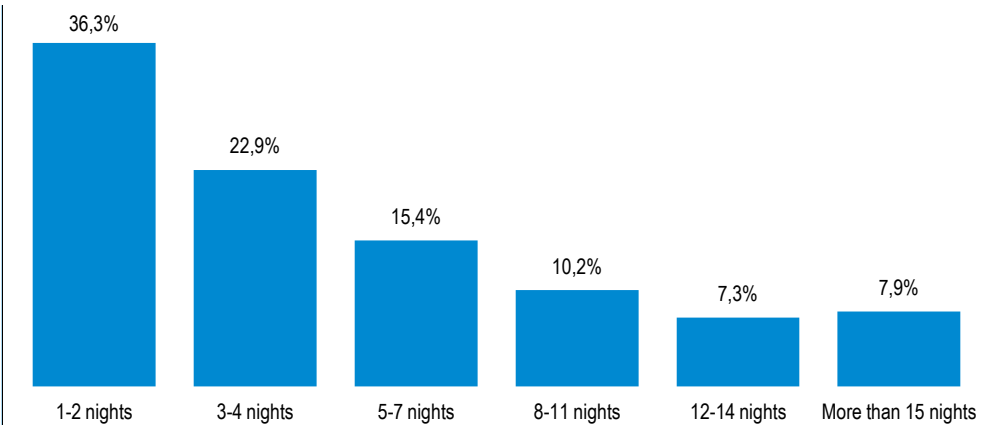
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|---------------|
| Total | Total | 35,1% | 27,2% | 20,1% | 9,2% | 5,2% | 3,3% | 456 | 5,5 | 1,4 |
| Gender | Male | 40,3% | 26,0% | 16,4% | 9,7% | 4,9% | 2,6% | 202 | 4,5 | 0,5 |
| | Female | 31,0% | 28,1% | 23,0% | 8,7% | 5,4% | 3,8% | 254 | 6,3 | 2,4 |
| Age | 24 years and younger | 35,6% | 25,6% | 18,2% | 8,1% | 4,8% | 7,6% | 90 | 9,3 | 6,8 |
| | 25-34 years | 31,3% | 31,1% | 19,9% | 9,2% | 5,7% | 3,0% | 184 | 4,7 | 0,6 |
| | 35-44 years | 43,0% | 24,0% | 20,8% | 8,4% | 3,8% | | 83 | 4,1 | 0,7 |
| | 45-54 years | 38,2% | 23,1% | 21,4% | 12,4% | 2,9% | 1,9% | 53 | 4,5 | 1,0 |
| | 55 years and older | 31,7% | 24,8% | 22,0% | 8,9% | 9,2% | 3,5% | 46 | 5,1 | 1,1 |
| Profession | Managerial | 23,7% | 26,3% | 25,3% | 13,1% | 11,6% | | 53 | 5,3 | 1,0 |
| | Professional | 35,1% | 25,1% | 22,3% | 9,4% | 6,5% | 1,7% | 122 | 4,7 | 0,6 |
| | Specialized staff | 35,1% | 32,7% | 15,9% | 10,1% | 3,1% | 3,0% | 87 | 4,5 | 0,8 |
| | Clerical/Service | 51,8% | 23,8% | 22,8% | | 1,5% | | 35 | 3,2 | 0,8 |
| | Student | 38,7% | 21,1% | 17,6% | 6,9% | 6,7% | 9,1% | 96 | 9,2 | 6,4 |
| | Retired/Homemaker | 26,0% | 40,6% | 5,5% | 28,0% | | | 15 | 4,2 | 1,5 |
| | Other | 33,5% | 36,2% | 20,2% | 6,3% | | 3,7% | 43 | 4,2 | 1,0 |
| Household income | Low | 39,5% | 14,0% | 20,0% | 14,0% | 4,6% | 7,9% | 38 | 5,7 | 1,9 |
| | Low average | 35,4% | 32,8% | 15,6% | 8,2% | 4,7% | 3,4% | 50 | 4,3 | 1,1 |
| | Average | 35,0% | 28,4% | 22,0% | 9,5% | 3,2% | 2,0% | 181 | 4,5 | 0,5 |
| | High average | 33,2% | 27,6% | 19,9% | 10,8% | 6,5% | 2,1% | 141 | 4,8 | 0,6 |
| | High | 30,6% | 35,3% | 19,8% | | 14,4% | | 18 | 4,5 | 1,8 |
| Nationality | American | 28,1% | 40,6% | 25,0% | | 6,3% | | 35 | 4,1 | 0,9 |
| | German | 29,1% | 26,6% | 26,6% | 6,3% | 3,8% | 7,6% | 80 | 5,3 | 1,1 |
| | French | 33,3% | 27,3% | 12,1% | 15,2% | 9,1% | 3,0% | 52 | 12,3 | 11,7 |
| | Danish | 40,0% | 35,0% | 5,0% | 5,0% | 15,0% | | 30 | 4,2 | 1,4 |
| | British | 24,3% | 40,5% | 16,2% | 16,2% | | 2,7% | 29 | 4,7 | 1,2 |
| | Norwegian | 62,5% | 12,5% | 25,0% | | | | 10 | 2,9 | 1,1 |
| | Swedish | 37,5% | 25,0% | 25,0% | 12,5% | | | 13 | 3,9 | 1,6 |
| | Spanish | 30,4% | 26,1% | 30,4% | 4,3% | 4,3% | 4,3% | 29 | 4,9 | 1,4 |
| | Italian | 46,4% | 17,9% | 14,3% | 10,7% | 10,7% | | 24 | 4,8 | 1,8 |
| | Dutch | 51,7% | 20,7% | 17,2% | 6,9% | | 3,4% | 14 | 3,8 | 1,9 |
| | Other | 37,0% | 23,0% | 20,8% | 11,8% | 4,0% | 3,4% | 139 | 4,7 | 0,7 |
| Market area | Scandinavia | 44,0% | 23,4% | 15,2% | 8,0% | 8,4% | 1,1% | 61 | 4,2 | 0,9 |
| | Britain | 28,8% | 33,0% | 23,2% | 13,3% | | 1,8% | 44 | 4,4 | 0,9 |
| | Central/South-Europe | 34,9% | 26,1% | 19,8% | 9,2% | 5,4% | 4,6% | 255 | 6,4 | 2,4 |
| | North America | 20,9% | 37,5% | 30,3% | 2,3% | 8,0% | 1,1% | 47 | 4,8 | 1,0 |
| | Other | 45,4% | 20,5% | 15,9% | 13,7% | 2,3% | 2,3% | 49 | 4,1 | 1,0 |
| Type of trip | Package tour | 24,5% | 28,9% | 17,9% | 20,7% | 1,5% | 6,5% | 34 | 5,3 | 1,4 |
| | Individually arranged | 38,1% | 26,8% | 18,9% | 8,8% | 4,8% | 2,8% | 354 | 4,5 | 0,4 |
| | Mix of both | 26,6% | 25,7% | 29,1% | 6,1% | 10,3% | 2,2% | 61 | 5,4 | 1,1 |
| Purpose of visit | Vacation/holiday | 35,5% | 27,6% | 19,8% | 9,4% | 5,4% | 2,4% | 427 | 4,6 | 0,4 |
| | Conference/meeting | 27,9% | 29,6% | 30,6% | 11,9% | | | 23 | 4,2 | 1,1 |
| | Study/research | 39,8% | 13,3% | 22,5% | 11,0% | 2,7% | 10,8% | 20 | 24,0 | 32,4 |
| | Visiting friends/relatives | 48,4% | 29,0% | 20,1% | | | 2,6% | 25 | 3,4 | 1,1 |
| | Business/Employment | 50,8% | 17,3% | 13,7% | | | 18,2% | 8 | 5,1 | 4,7 |
| | Event in Iceland | 38,6% | 19,3% | 27,9% | 14,2% | | | 10 | 4,2 | 1,7 |
| | Other | 45,2% | 19,2% | 21,4% | 1,1% | 4,5% | 8,7% | 48 | 5,1 | 1,7 |
| Transport type | Flight | 34,1% | 26,7% | 20,9% | 9,5% | 5,5% | 3,2% | 430 | 5,6 | 1,4 |
| | Smyril Line | 51,3% | 34,5% | 6,2% | 4,2% | | 3,8% | 26 | 3,2 | 1,3 |

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_4] How many nights did you stay... - in summer cottages/guest residence and similar

| Answers | Count | Pct. % | Conf. lim +/- |
|---|-------|--------|---------------|
| 1-2 nights | 96 | 36,3% | 5,8% |
| 3-4 nights | 61 | 22,9% | 5,1% |
| 5-7 nights | 41 | 15,4% | 4,3% |
| 8-11 nights | 27 | 10,2% | 3,6% |
| 12-14 nights | 19 | 7,3% | 3,1% |
| More than 15 nights | 21 | 7,9% | 3,3% |
| Number of answers | 265 | 100,0% | |
| Stayed in summer cottages/ guest residence and similar | 265 | 11,3% | |
| Did not stay in summer cottages/guest residence and similar | 2083 | 88,4% | |
| Did not respond** | 8 | 0,3% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



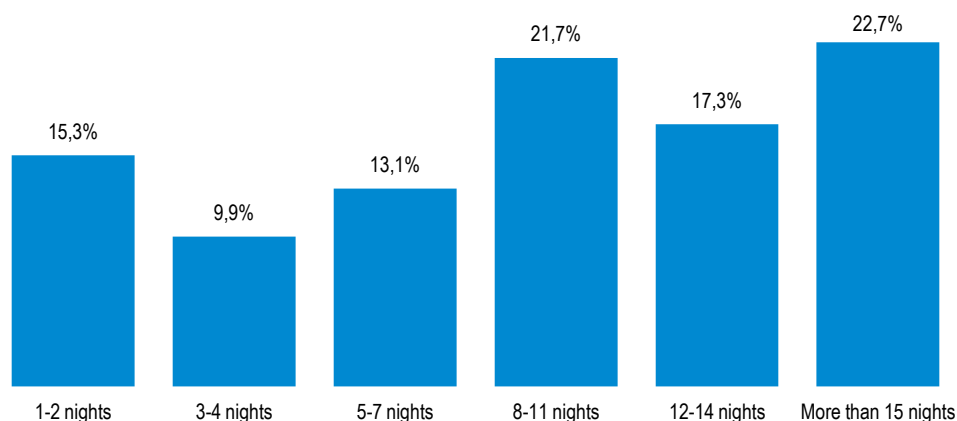
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|---------------------|----------------------------|---------------|---------------|---------------|----------------|-----------------|---------------------------|----------------------|---------|---------------|
| Total | Total | 36,3% | 22,9% | 15,4% | 10,2% | 7,3% | 7,9% | 265 | 6,2 | 1,3 |
| Gender | Male | 40,2% | 22,9% | 13,0% | 10,3% | 7,5% | 6,1% | 119 | 5,1 | 0,9 |
| | Female | 33,1% | 22,8% | 17,4% | 10,1% | 7,1% | 9,5% | 146 | 7,1 | 2,2 |
| Age | 24 years and younger | 33,8% | 14,4% | 22,8% | 11,9% | 10,1% | 7,1% | 37 | 6,7 | 2,5 |
| | 25-34 years | 45,5% | 21,3% | 14,1% | 3,7% | 8,9% | 6,5% | 83 | 6,6 | 3,7 |
| | 35-44 years | 46,3% | 26,8% | 11,8% | 11,8% | | 3,4% | 60 | 4,1 | 1,0 |
| | 45-54 years | 20,1% | 26,1% | 16,8% | 15,5% | 12,2% | 9,4% | 55 | 6,8 | 1,4 |
| | 55 years and older | 24,0% | 23,9% | 14,9% | 12,9% | 5,0% | 19,4% | 30 | 7,7 | 2,5 |
| Profession | Managerial | 43,3% | 27,6% | 7,4% | 15,1% | 4,0% | 2,7% | 38 | 4,6 | 1,5 |
| | Professional | 30,8% | 31,9% | 16,3% | 10,5% | 5,0% | 5,5% | 81 | 6,9 | 3,8 |
| | Specialized staff | 31,7% | 20,6% | 23,1% | 9,6% | 7,1% | 7,8% | 43 | 5,6 | 1,4 |
| | Clerical/Service | 45,0% | 12,7% | 9,7% | 3,9% | 12,5% | 16,2% | 26 | 6,3 | 2,4 |
| | Student | 39,2% | 13,4% | 16,6% | 11,4% | 12,6% | 6,8% | 38 | 6,5 | 2,5 |
| | Retired/Homemaker | 17,7% | 20,1% | 12,7% | 11,4% | 9,0% | 29,1% | 17 | 9,9 | 3,9 |
| | Other | 55,3% | 17,1% | 13,7% | 6,3% | 5,2% | 2,3% | 21 | 4,0 | 2,0 |
| Household income | Low | 28,7% | 8,1% | 21,9% | 16,2% | 16,2% | 8,8% | 13 | 18,5 | 26,1 |
| | Low average | 40,9% | 11,3% | 5,4% | 14,2% | 5,9% | 22,3% | 19 | 8,2 | 4,9 |
| | Average | 40,1% | 22,5% | 17,3% | 9,8% | 5,1% | 5,3% | 105 | 5,0 | 0,9 |
| | High average | 36,0% | 26,0% | 12,4% | 8,1% | 10,8% | 6,7% | 86 | 5,6 | 1,1 |
| | High | 28,8% | 37,8% | 5,5% | 22,4% | | 5,5% | 18 | 5,1 | 2,0 |
| Nationality | American | 42,1% | 52,6% | | | 5,3% | | 21 | 3,3 | 1,3 |
| | German | 25,0% | 13,9% | 22,2% | 15,3% | 12,5% | 11,1% | 73 | 7,6 | 1,6 |
| | French | 31,3% | 37,5% | | 6,3% | 6,3% | 18,8% | 25 | 6,2 | 2,2 |
| | Danish | 35,7% | 14,3% | 42,9% | 7,1% | | | 21 | 4,4 | 1,3 |
| | British | 14,3% | 50,0% | 21,4% | 14,3% | | | 11 | 4,5 | 1,7 |
| | Norwegian | 50,0% | | | 50,0% | | | 3 | 5,0 | 40,3 |
| | Swedish | 50,0% | 25,0% | | 25,0% | | | 3 | 3,3 | 8,3 |
| | Spanish | 72,7% | 18,2% | 9,1% | | | | 14 | 2,0 | 1,0 |
| | Italian | 84,6% | | | 15,4% | | | 11 | 2,7 | 1,7 |
| | Dutch | 21,1% | 21,1% | 10,5% | 21,1% | 21,1% | 5,3% | 9 | 7,6 | 4,4 |
| | Other | 37,1% | 22,3% | 15,2% | 7,4% | 7,5% | 10,4% | 74 | 7,7 | 4,2 |
| Market area | Scandinavia | 36,2% | 14,8% | 29,8% | 19,1% | | | 30 | 4,6 | 1,2 |
| | Britain | 13,0% | 45,5% | 28,6% | 13,0% | | | 12 | 4,6 | 1,6 |
| | Central/South-Europe | 33,0% | 20,2% | 15,7% | 10,4% | 9,5% | 11,1% | 179 | 6,5 | 0,9 |
| | North America | 43,6% | 50,0% | 2,1% | 4,3% | | | 25 | 2,9 | 0,7 |
| | Other | 70,6% | 11,8% | | | 11,8% | 5,9% | 19 | 11,5 | 17,1 |
| Type of trip | Package tour | 39,0% | 20,8% | 13,1% | 8,9% | 4,3% | 13,9% | 11 | 6,5 | 4,7 |
| | Individually arranged | 38,3% | 20,9% | 15,1% | 11,2% | 7,6% | 6,9% | 232 | 5,6 | 0,7 |
| | Mix of both | 14,7% | 49,8% | 17,5% | | 5,7% | 12,3% | 19 | 5,6 | 2,2 |
| Purpose of visit | Vacation/holiday | 37,7% | 22,7% | 15,5% | 8,9% | 7,7% | 7,5% | 251 | 5,5 | 0,6 |
| | Conference/meeting | 14,3% | 40,9% | 15,1% | 23,6% | 6,1% | | 17 | 5,7 | 1,8 |
| | Study/research | 24,4% | | 12,8% | 24,2% | 18,9% | 19,7% | 11 | 25,0 | 31,0 |
| | Visiting friends/relatives | 69,0% | 18,4% | | 12,6% | | | 19 | 2,8 | 1,3 |
| | Business/Employment | 100,0% | | | | | | 4 | 1,7 | 1,2 |
| | Event in Iceland | 74,0% | | 17,2% | 8,9% | | | 6 | 2,7 | 3,1 |
| | Other | 60,4% | | 12,0% | 9,5% | 12,4% | 5,7% | 18 | 5,0 | 2,6 |
| Transport type | Flight | 38,2% | 24,0% | 13,7% | 10,4% | 6,6% | 7,1% | 245 | 5,9 | 1,4 |
| | Smyril Line | 13,9% | 9,2% | 36,1% | 7,4% | 14,9% | 18,5% | 20 | 9,4 | 3,0 |

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_5] How many nights did you stay... - on camping/caravan sites?

| Answers | Count | Pct. % | Conf. lim +/- |
|---|-------|--------|---------------|
| 1-2 nights | 70 | 15,3% | 3,3% |
| 3-4 nights | 45 | 9,9% | 2,7% |
| 5-7 nights | 60 | 13,1% | 3,1% |
| 8-11 nights | 100 | 21,7% | 3,8% |
| 12-14 nights | 79 | 17,3% | 3,5% |
| More than 15 nights | 104 | 22,7% | 3,8% |
| Number of answers | 459 | 100,0% | |
| Stayed on camping/ caravan sites | 459 | 19,5% | |
| Did not stay on camping/ caravan sites | 1890 | 80,2% | |
| Did not respond** | 7 | 0,3% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



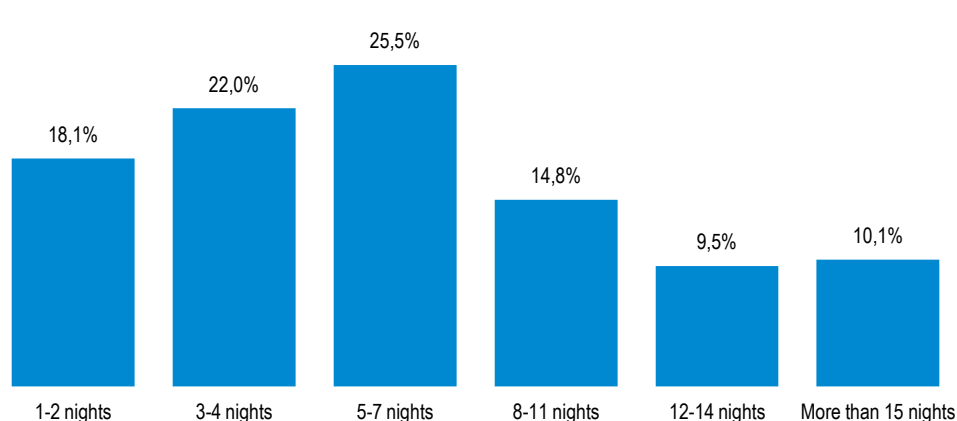
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|---------------------|----------------------------|---------------|---------------|---------------|----------------|-----------------|------------------------|----------------------|---------|---------------|
| Total | Total | 15,3% | 9,9% | 13,1% | 21,7% | 17,3% | 22,7% | 459 | 10,6 | 0,8 |
| Gender | Male | 16,5% | 8,2% | 14,0% | 21,6% | 18,4% | 21,2% | 255 | 10,2 | 0,9 |
| | Female | 13,7% | 12,0% | 11,9% | 21,8% | 15,9% | 24,6% | 204 | 11,0 | 1,3 |
| Age | 24 years and younger | 16,8% | 9,7% | 18,3% | 17,8% | 14,1% | 23,3% | 91 | 10,7 | 2,0 |
| | 25-34 years | 17,6% | 8,3% | 12,1% | 30,5% | 11,3% | 20,2% | 189 | 9,7 | 1,1 |
| | 35-44 years | 17,6% | 15,6% | 9,3% | 16,6% | 16,1% | 24,8% | 78 | 9,8 | 1,5 |
| | 45-54 years | 6,3% | 7,4% | 14,1% | 17,9% | 30,6% | 23,6% | 64 | 11,8 | 1,7 |
| | 55 years and older | 10,1% | 10,7% | 11,6% | 4,2% | 35,2% | 28,3% | 38 | 14,2 | 4,2 |
| Profession | Managerial | 21,7% | 7,7% | 13,4% | 28,2% | 15,9% | 13,0% | 58 | 9,4 | 2,3 |
| | Professional | 13,9% | 15,1% | 15,5% | 20,5% | 14,5% | 20,5% | 114 | 9,6 | 1,4 |
| | Specialized staff | 13,7% | 8,2% | 11,2% | 20,3% | 16,6% | 30,0% | 74 | 11,3 | 1,7 |
| | Clerical/Service | 19,4% | 6,0% | 10,7% | 29,5% | 18,7% | 15,7% | 45 | 8,9 | 1,8 |
| | Student | 17,2% | 12,2% | 12,7% | 18,9% | 12,0% | 27,0% | 105 | 11,3 | 2,1 |
| | Retired/Homemaker | | 8,1% | 11,5% | | 49,2% | 31,1% | 13 | 16,0 | 5,6 |
| | Other | 11,1% | 2,4% | 12,0% | 22,0% | 31,1% | 21,4% | 42 | 11,3 | 1,9 |
| Household income | Low | 7,2% | 12,9% | 25,3% | 15,4% | 7,9% | 31,4% | 32 | 11,1 | 3,0 |
| | Low average | 19,6% | 3,4% | 7,9% | 23,2% | 27,4% | 18,5% | 56 | 9,9 | 1,6 |
| | Average | 16,2% | 11,1% | 7,9% | 21,8% | 18,1% | 25,0% | 190 | 10,9 | 1,2 |
| | High average | 14,4% | 9,1% | 18,5% | 24,5% | 14,2% | 19,2% | 125 | 10,3 | 1,7 |
| | High | 23,7% | 6,8% | 14,9% | 19,3% | 19,3% | 15,8% | 16 | 8,7 | 3,1 |
| Nationality | American | 27,3% | 9,1% | 9,1% | 27,3% | 18,2% | 9,1% | 12 | 8,2 | 3,5 |
| | German | 5,1% | 8,1% | 9,1% | 25,3% | 23,2% | 29,3% | 100 | 12,9 | 1,8 |
| | French | 12,2% | 8,2% | 16,3% | 22,4% | 10,2% | 30,6% | 77 | 11,1 | 1,7 |
| | Danish | 5,6% | 11,1% | 27,8% | 11,1% | 27,8% | 16,7% | 27 | 10,8 | 2,9 |
| | British | 19,2% | 26,9% | 23,1% | 3,8% | 7,7% | 19,2% | 21 | 12,2 | 8,5 |
| | Norwegian | 80,0% | | | 20,0% | | | 6 | 2,6 | 3,0 |
| | Swedish | | | | 50,0% | | 50,0% | 2 | 12,5 | 64,7 |
| | Spanish | 31,3% | 12,5% | 6,3% | 31,3% | 12,5% | 6,3% | 20 | 6,8 | 2,3 |
| | Italian | 36,0% | 4,0% | 8,0% | 20,0% | 24,0% | 8,0% | 21 | 7,2 | 2,6 |
| | Dutch | 7,9% | 2,6% | 18,4% | 18,4% | 31,6% | 21,1% | 19 | 11,3 | 2,8 |
| | Other | 16,6% | 11,5% | 12,3% | 21,6% | 15,6% | 22,4% | 152 | 9,9 | 1,1 |
| Market area | Scandinavia | 18,8% | 9,9% | 21,5% | 17,3% | 19,6% | 12,9% | 46 | 8,7 | 2,0 |
| | Britain | 27,3% | 34,3% | 21,0% | | 3,5% | 14,0% | 23 | 9,6 | 7,6 |
| | Central/South-Europe | 13,8% | 7,1% | 11,2% | 24,9% | 18,2% | 24,8% | 318 | 11,1 | 0,9 |
| | North America | 31,7% | 8,4% | 17,0% | 20,0% | 5,8% | 17,0% | 19 | 8,2 | 3,8 |
| | Other | 10,3% | 16,5% | 12,4% | 15,9% | 20,1% | 24,8% | 53 | 10,4 | 1,8 |
| Type of trip | Package tour | 15,1% | 19,3% | 12,0% | 21,6% | 28,3% | 3,8% | 22 | 7,8 | 2,2 |
| | Individually arranged | 16,2% | 9,2% | 11,0% | 22,7% | 16,4% | 24,6% | 402 | 10,8 | 0,9 |
| | Mix of both | 4,9% | 8,2% | 39,2% | 10,3% | 22,8% | 14,5% | 32 | 9,2 | 1,8 |
| Purpose of visit | Vacation/holiday | 15,1% | 8,9% | 13,0% | 22,4% | 17,2% | 23,4% | 440 | 10,7 | 0,8 |
| | Conference/meeting | 41,3% | 31,6% | 11,3% | | 15,8% | | 7 | 4,6 | 4,6 |
| | Study/research | 11,2% | 13,7% | 15,7% | 33,2% | 17,3% | 8,8% | 12 | 9,1 | 4,3 |
| | Visiting friends/relatives | 40,9% | 36,5% | 8,8% | 4,2% | 4,2% | 5,4% | 19 | 4,8 | 2,8 |
| | Business/Employment | 27,1% | 18,4% | | | 18,4% | 36,1% | 6 | 17,2 | 29,1 |
| | Event in Iceland | | 21,8% | 34,2% | | 29,7% | 14,4% | 7 | 14,7 | 17,6 |
| | Other | 19,4% | 11,1% | 10,8% | 14,2% | 27,0% | 17,5% | 38 | 11,4 | 3,7 |
| Transport type | Flight | 18,9% | 11,4% | 12,6% | 23,8% | 12,0% | 21,2% | 368 | 9,4 | 0,8 |
| | Smyril Line | 0,5% | 3,7% | 15,1% | 13,2% | 38,6% | 28,8% | 91 | 15,1 | 2,0 |

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_6] How many nights did you stay... - with friends/relatives (unpaid accommodation)

| Answers | Count | Pct. % | Conf. lim +/- |
|--|-------|--------|---------------|
| 1-2 nights | 30 | 18,1% | 5,8% |
| 3-4 nights | 37 | 22,0% | 6,3% |
| 5-7 nights | 43 | 25,5% | 6,6% |
| 8-11 nights | 25 | 14,8% | 5,4% |
| 12-14 nights | 16 | 9,5% | 4,4% |
| More than 15 nights | 17 | 10,1% | 4,5% |
| Number of answers | 168 | 100,0% | |
| Stayed in with friends/relatives (unpaid accommodation) | 168 | 7,1% | |
| Did not stay with friends/relatives (unpaid accommodation) | 2181 | 92,6% | |
| Did not respond** | 7 | 0,3% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



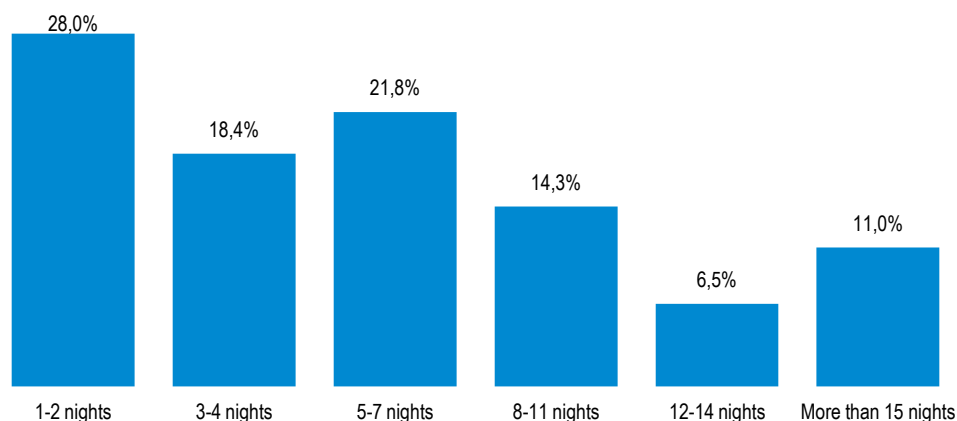
| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|---------------|
| Total | Total | 18,1% | 22,0% | 25,5% | 14,8% | 9,5% | 10,1% | 168 | 8,3 | 1,5 |
| Gender | Male | 16,2% | 26,7% | 20,9% | 16,1% | 10,0% | 10,1% | 81 | 8,4 | 2,2 |
| | Female | 19,8% | 17,7% | 29,7% | 13,6% | 9,1% | 10,1% | 87 | 8,3 | 2,0 |
| Age | 24 years and younger | 22,7% | 29,7% | 17,6% | 7,7% | 10,8% | 11,5% | 32 | 8,7 | 4,5 |
| | 25-34 years | 15,0% | 23,0% | 23,6% | 21,6% | 6,0% | 10,7% | 70 | 8,9 | 2,6 |
| | 35-44 years | 25,0% | 18,8% | 25,3% | 11,0% | 13,6% | 6,4% | 23 | 6,4 | 2,1 |
| | 45-54 years | 26,6% | 16,7% | 41,8% | 4,3% | 8,5% | 2,1% | 25 | 5,3 | 1,4 |
| | 55 years and older | | 16,1% | 24,2% | 20,9% | 17,5% | 21,4% | 18 | 12,5 | 5,1 |
| Profession | Managerial | 20,6% | 23,1% | 23,2% | 16,0% | 8,8% | 8,2% | 18 | 6,9 | 2,6 |
| | Professional | 26,1% | 21,3% | 25,3% | 13,1% | 7,8% | 6,5% | 34 | 6,5 | 2,3 |
| | Specialized staff | 19,6% | 5,5% | 41,0% | 7,0% | 10,6% | 16,3% | 22 | 10,3 | 4,8 |
| | Clerical/Service | 18,7% | 34,3% | | 31,3% | 15,7% | | 8 | 6,4 | 3,6 |
| | Student | 15,6% | 27,3% | 21,0% | 17,3% | 6,0% | 12,8% | 53 | 9,8 | 3,8 |
| | Retired/Homemaker | | 8,1% | 38,5% | 21,5% | 15,2% | 16,7% | 10 | 10,5 | 5,5 |
| | Other | 16,5% | 29,6% | 27,6% | 9,9% | 16,5% | | 21 | 5,7 | 1,6 |
| Household income | Low | 18,8% | | 10,0% | 23,1% | 7,3% | 40,7% | 11 | 12,7 | 5,9 |
| | Low average | 9,2% | 30,1% | 37,4% | 16,2% | 2,9% | 4,1% | 27 | 7,8 | 4,8 |
| | Average | 18,6% | 25,4% | 21,6% | 13,2% | 11,8% | 9,3% | 71 | 8,1 | 2,0 |
| | High average | 16,7% | 24,2% | 23,0% | 15,8% | 11,8% | 8,4% | 44 | 8,6 | 3,3 |
| | High | 25,8% | | 62,9% | | 11,3% | | 7 | 5,4 | 3,7 |
| Nationality | American | 5,9% | 23,5% | 29,4% | 29,4% | 11,8% | | 18 | 6,7 | 1,8 |
| | German | 30,0% | 15,0% | 10,0% | 20,0% | | 25,0% | 20 | 11,4 | 6,1 |
| | French | 14,3% | 14,3% | 28,6% | 14,3% | 28,6% | | 11 | 7,1 | 2,7 |
| | Danish | 17,4% | 30,4% | 30,4% | 13,0% | 4,3% | 4,3% | 34 | 5,7 | 1,4 |
| | British | 8,3% | 25,0% | 16,7% | 8,3% | 25,0% | 16,7% | 9 | 10,2 | 5,7 |
| | Norwegian | | 33,3% | 33,3% | 16,7% | 16,7% | | 8 | 6,8 | 3,2 |
| | Swedish | 7,7% | 23,1% | 38,5% | 15,4% | 15,4% | | 10 | 6,3 | 2,6 |
| | Spanish | | 50,0% | | 33,3% | 16,7% | | 7 | 7,2 | 3,3 |
| | Italian | | 66,7% | 33,3% | | | | 3 | 4,0 | 14,6 |
| | Dutch | 20,0% | 20,0% | 40,0% | 20,0% | | | 2 | 5,0 | 25,8 |
| Other | 30,8% | 10,1% | 26,9% | 6,2% | 6,2% | 19,8% | 44 | 10,9 | 4,6 | |
| Market area | Scandinavia | 13,6% | 27,2% | 34,8% | 12,5% | 7,4% | 4,4% | 59 | 7,0 | 2,3 |
| | Britain | 12,1% | 22,3% | 38,4% | 6,9% | 10,1% | 10,1% | 16 | 7,9 | 3,5 |
| | Central/South-Europe | 21,8% | 26,4% | 14,9% | 16,7% | 9,2% | 11,0% | 56 | 8,2 | 2,4 |
| | North America | 12,1% | 12,3% | 31,4% | 27,2% | 12,3% | 4,8% | 22 | 7,2 | 1,8 |
| | Other | 35,7% | | 7,1% | 7,1% | 14,3% | 35,7% | 15 | 16,1 | 9,9 |
| Type of trip | Package tour | 32,6% | 67,4% | | | | | 2 | 3,0 | 20,1 |
| | Individually arranged | 17,3% | 20,8% | 26,1% | 15,0% | 10,1% | 10,7% | 158 | 8,6 | 1,6 |
| | Mix of both | 38,2% | 22,8% | 22,3% | 16,7% | | | 6 | 4,6 | 3,3 |
| Purpose of visit | Vacation/holiday | 20,2% | 22,9% | 26,1% | 14,5% | 7,7% | 8,6% | 134 | 7,6 | 1,5 |
| | Conference/meeting | 25,0% | 27,5% | 31,5% | 9,3% | 6,8% | | 12 | 5,3 | 2,2 |
| | Study/research | 24,7% | 21,6% | 27,8% | 10,9% | 4,1% | 10,9% | 19 | 8,0 | 4,8 |
| | Visiting friends/relatives | 7,9% | 26,1% | 25,8% | 17,2% | 11,4% | 11,7% | 91 | 9,2 | 2,0 |
| | Business/Employment | | 57,3% | 14,6% | | | 28,0% | 8 | 12,5 | 13,2 |
| | Event in Iceland | | 10,5% | 10,5% | 23,2% | 20,2% | 35,7% | 10 | 13,8 | 5,4 |
| | Other | 5,7% | 23,5% | 11,7% | 5,7% | 28,5% | 24,9% | 18 | 14,6 | 8,0 |
| Transport type | Flight | 15,9% | 23,5% | 25,0% | 14,8% | 10,5% | 10,3% | 153 | 8,3 | 1,4 |
| | Smyril Line | 40,1% | 7,3% | 30,2% | 15,1% | | 7,3% | 15 | 8,7 | 9,0 |

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE04_7] How many nights did you stay... - in other types of accommodation

| Answers | Count | Pct. % | Conf. lim +/- |
|--|-------|--------|---------------|
| 1-2 nights | 60 | 28,0% | 6,0% |
| 3-4 nights | 40 | 18,4% | 5,2% |
| 5-7 nights | 47 | 21,8% | 5,5% |
| 8-11 nights | 31 | 14,3% | 4,7% |
| 12-14 nights | 14 | 6,5% | 3,3% |
| More than 15 nights | 24 | 11,0% | 4,2% |
| Number of answers | 214 | 100,0% | |
| Stayed in other types of accommodation | 214 | 9,1% | |
| Did not stay in other types of accommodation | 2134 | 90,6% | |
| Did not respond** | 8 | 0,3% | |
| Number of respondents | 2356 | 100,0% | |
| Asked* | 2356 | 99,9% | |
| Not asked | 3 | 0,1% | |
| Number of participants | 2359 | 100,0% | |



| | | 1-2 nights | 3-4 nights | 5-7 nights | 8-11 nights | 12-14 nights | More than 15 nights | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|------------|------------|------------|-------------|--------------|---------------------|-------------------|---------|---------------|
| Total | Total | 28,0% | 18,4% | 21,8% | 14,3% | 6,5% | 11,0% | 214 | 9,5 | 2,4 |
| Gender | Male | 34,0% | 18,8% | 17,9% | 16,2% | 2,4% | 10,6% | 96 | 9,8 | 4,3 |
| | Female | 23,0% | 18,1% | 24,9% | 12,7% | 9,9% | 11,4% | 118 | 9,3 | 2,8 |
| Age | 24 years and younger | 27,9% | 12,5% | 16,7% | 9,0% | 12,4% | 21,6% | 46 | 15,7 | 8,1 |
| | 25-34 years | 30,1% | 21,2% | 15,5% | 13,8% | 7,0% | 12,5% | 66 | 8,0 | 3,5 |
| | 35-44 years | 22,2% | 17,8% | 32,1% | 18,4% | 3,0% | 6,4% | 44 | 10,1 | 6,4 |
| | 45-54 years | 36,6% | 31,7% | 24,8% | 1,6% | 5,2% | | 30 | 4,1 | 1,1 |
| | 55 years and older | 22,7% | 8,1% | 25,4% | 31,5% | 2,9% | 9,5% | 27 | 7,5 | 2,4 |
| Profession | Managerial | 42,0% | 21,3% | 25,3% | 3,9% | 4,5% | 3,1% | 35 | 7,5 | 7,0 |
| | Professional | 23,7% | 20,6% | 24,9% | 12,2% | 10,2% | 8,5% | 49 | 6,4 | 1,4 |
| | Specialized staff | 24,0% | 21,7% | 10,7% | 26,7% | | 16,8% | 27 | 7,3 | 2,4 |
| | Clerical/Service | 30,3% | 22,8% | 24,5% | 22,3% | | | 16 | 5,1 | 2,0 |
| | Student | 25,9% | 16,3% | 13,0% | 11,7% | 14,2% | 18,9% | 53 | 16,6 | 8,0 |
| | Retired/Homemaker | 8,9% | 13,0% | 35,8% | 34,0% | | 8,3% | 12 | 8,3 | 4,6 |
| | Other | 38,0% | 4,1% | 37,6% | 11,4% | | 8,9% | 20 | 8,7 | 8,0 |
| Household income | Low | 10,3% | 24,5% | 17,6% | 29,1% | | 18,5% | 19 | 18,6 | 15,6 |
| | Low average | 40,8% | 4,4% | 25,1% | 4,1% | 17,3% | 8,2% | 19 | 12,2 | 13,3 |
| | Average | 21,0% | 21,7% | 19,6% | 23,6% | 3,7% | 10,4% | 76 | 9,3 | 3,7 |
| | High average | 33,4% | 17,3% | 30,0% | 5,9% | 4,3% | 9,1% | 68 | 7,5 | 3,7 |
| | High | 46,3% | 30,7% | 10,5% | 12,4% | | | 10 | 3,5 | 2,1 |
| Nationality | American | 34,8% | 21,7% | 26,1% | 8,7% | | 8,7% | 25 | 12,4 | 11,8 |
| | German | 20,0% | 12,0% | 24,0% | 12,0% | 8,0% | 24,0% | 25 | 12,4 | 8,8 |
| | French | 34,8% | 13,0% | 17,4% | 8,7% | 8,7% | 17,4% | 36 | 11,3 | 6,9 |
| | Danish | 10,0% | 30,0% | 40,0% | 20,0% | | | 15 | 5,5 | 1,5 |
| | British | 21,1% | 26,3% | 21,1% | 15,8% | 15,8% | | 15 | 6,0 | 2,3 |
| | Norwegian | 66,7% | 33,3% | | | | | 8 | 2,2 | 1,0 |
| | Swedish | 16,7% | 16,7% | 33,3% | 16,7% | | 16,7% | 5 | 19,7 | 51,8 |
| | Spanish | | 33,3% | | 50,0% | 16,7% | | 7 | 8,2 | 3,6 |
| | Italian | 30,0% | 30,0% | 10,0% | 10,0% | 10,0% | 10,0% | 8 | 6,4 | 5,0 |
| | Dutch | 20,0% | | 40,0% | 20,0% | | 20,0% | 5 | 8,7 | 11,2 |
| | Other | 30,1% | 14,8% | 22,1% | 16,3% | 6,7% | 10,0% | 65 | 8,6 | 4,1 |
| Market area | Scandinavia | 28,0% | 27,2% | 29,8% | 13,1% | | 1,9% | 34 | 6,2 | 4,2 |
| | Britain | 26,2% | 21,4% | 16,5% | 21,4% | 14,6% | | 16 | 6,0 | 2,3 |
| | Central/South-Europe | 27,3% | 14,7% | 21,3% | 15,5% | 6,8% | 14,5% | 108 | 9,5 | 3,1 |
| | North America | 37,9% | 20,5% | 27,0% | 4,9% | 3,2% | 6,6% | 33 | 10,2 | 8,9 |
| | Other | 19,0% | 19,0% | 9,5% | 19,0% | 14,3% | 19,0% | 23 | 13,0 | 9,9 |
| Type of trip | Package tour | 35,9% | 13,9% | 26,4% | 19,2% | 4,6% | | 11 | 4,6 | 2,5 |
| | Individually arranged | 27,8% | 18,0% | 22,9% | 13,3% | 5,3% | 12,6% | 184 | 10,1 | 2,8 |
| | Mix of both | 25,6% | 24,7% | 9,9% | 20,5% | 19,3% | | 15 | 6,0 | 2,4 |
| Purpose of visit | Vacation/holiday | 28,9% | 18,2% | 23,2% | 15,9% | 4,8% | 9,0% | 179 | 7,8 | 2,1 |
| | Conference/meeting | 25,3% | 10,8% | 40,2% | 9,0% | 7,4% | 7,4% | 14 | 6,2 | 2,6 |
| | Study/research | 4,2% | 12,0% | 21,8% | 8,0% | 16,8% | 37,3% | 15 | 38,7 | 25,2 |
| | Visiting friends/relatives | 34,1% | 6,1% | 55,1% | 4,7% | | | 14 | 4,8 | 1,7 |
| | Business/Employment | 63,3% | 18,5% | | | | 18,2% | 6 | 23,2 | 56,9 |
| | Event in Iceland | 10,1% | | 25,1% | 47,6% | 7,8% | 9,4% | 11 | 8,9 | 2,6 |
| | Other | 25,5% | 16,2% | 10,8% | 15,7% | 19,0% | 12,7% | 35 | 13,8 | 8,1 |
| Transport type | Flight | 28,5% | 18,8% | 23,4% | 13,3% | 7,2% | 8,8% | 194 | 9,4 | 2,7 |
| | Smyril Line | 22,5% | 15,2% | 5,5% | 23,9% | | 32,8% | 20 | 9,8 | 4,0 |

*Individuals asked: Everyone that did answer for how long there total stay Iceland was [BE02]

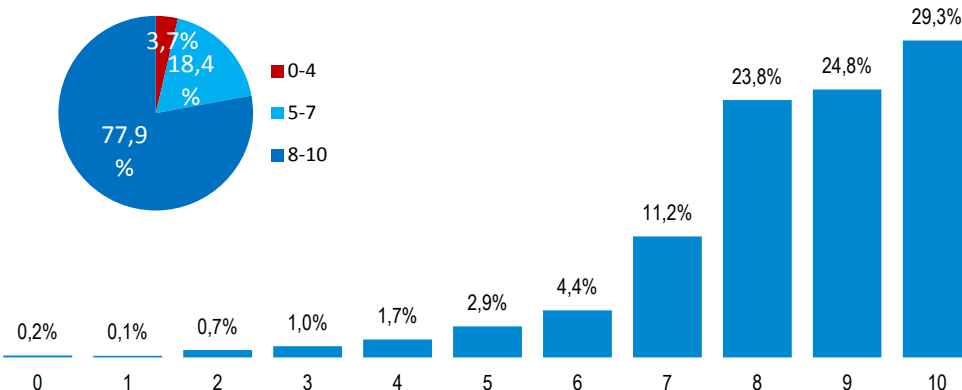
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE05_r1] Rate the paid accommodation in Iceland

- Accommodation cleanliness



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 4 | 0,2% | 0,2% |
| 1 | 3 | 0,1% | 0,2% |
| 2 | 15 | 0,7% | 0,3% |
| 3 | 24 | 1,0% | 0,4% |
| 4 | 38 | 1,7% | 0,5% |
| 5 | 66 | 2,9% | 0,7% |
| 6 | 100 | 4,4% | 0,8% |
| 7 | 257 | 11,2% | 1,3% |
| 8 | 547 | 23,8% | 1,7% |
| 9 | 570 | 24,8% | 1,8% |
| 10 | 673 | 29,3% | 1,9% |
| Number of answers | 2297 | 100,0% | |
| Responded | 2297 | 97,4% | |
| Did not respond** | 62 | 2,6% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

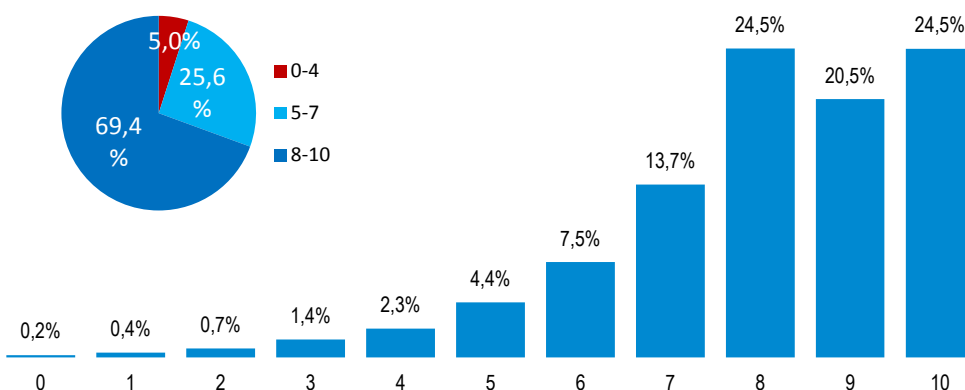


| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- |
|----------------------|----------------------------|-------------|------|------|------|------|------|-------|-------|-------|-------|-------|-------------------|---------|---------------|
| Total | Total | 0,2% | 0,1% | 0,7% | 1,0% | 1,7% | 2,9% | 4,4% | 11,2% | 23,8% | 24,8% | 29,3% | 2297 | 8,4 | 0,1 |
| Gender | Male | | 0,2% | 0,5% | 0,9% | 1,8% | 2,6% | 4,3% | 11,8% | 25,9% | 25,8% | 26,0% | 1128 | 8,3 | 0,1 |
| | Female | 0,4% | 0,1% | 0,8% | 1,1% | 1,5% | 3,1% | 4,4% | 10,6% | 21,7% | 23,8% | 32,4% | 1168 | 8,4 | 0,1 |
| Age | 24 years and younger | 0,3% | | 0,4% | 1,8% | 1,4% | 3,1% | 4,7% | 12,4% | 24,2% | 19,6% | 32,0% | 328 | 8,3 | 0,2 |
| | 25-34 years | 0,2% | | 0,7% | 1,0% | 2,2% | 3,2% | 4,6% | 14,3% | 23,5% | 26,6% | 23,7% | 698 | 8,2 | 0,1 |
| | 35-44 years | 0,2% | 0,3% | 1,0% | 0,6% | 1,3% | 3,5% | 4,3% | 11,1% | 25,9% | 24,5% | 27,3% | 406 | 8,3 | 0,2 |
| | 45-54 years | | 0,5% | 0,5% | 1,7% | 2,0% | 3,0% | 4,7% | 8,4% | 23,5% | 24,6% | 31,1% | 447 | 8,4 | 0,2 |
| | 55 years and older | 0,1% | | 0,7% | 0,2% | 0,9% | 1,4% | 3,3% | 8,2% | 22,2% | 26,4% | 36,5% | 417 | 8,7 | 0,1 |
| Profession | Managerial | | | 0,3% | 1,2% | 0,5% | 2,7% | 4,6% | 11,9% | 26,6% | 30,6% | 21,7% | 293 | 8,4 | 0,2 |
| | Professional | 0,2% | 0,3% | 0,4% | 0,8% | 2,8% | 2,5% | 4,0% | 11,1% | 25,7% | 24,4% | 27,7% | 697 | 8,3 | 0,1 |
| | Specialized staff | 0,3% | | 0,6% | 0,7% | 1,5% | 2,9% | 4,6% | 12,6% | 19,0% | 25,5% | 32,4% | 372 | 8,4 | 0,2 |
| | Clerical/Service | 0,5% | | 1,7% | 0,6% | 2,1% | 5,8% | 4,9% | 10,9% | 27,5% | 20,7% | 25,1% | 158 | 8,1 | 0,3 |
| | Student | 0,3% | | 0,4% | 2,2% | 2,0% | 3,1% | 5,0% | 13,8% | 21,8% | 20,3% | 31,2% | 356 | 8,3 | 0,2 |
| | Retired/Homemaker | | | 1,4% | | | 2,8% | 1,5% | 5,7% | 25,1% | 23,1% | 40,4% | 154 | 8,8 | 0,2 |
| | Other | | 0,5% | 1,5% | 1,3% | 0,6% | 1,6% | 5,7% | 8,8% | 22,4% | 27,7% | 29,9% | 239 | 8,4 | 0,2 |
| Household income | Low | 1,0% | 1,0% | | 1,0% | 4,3% | 3,8% | 3,0% | 13,2% | 20,2% | 21,4% | 31,0% | 107 | 8,2 | 0,4 |
| | Low average | | | | 2,1% | 1,2% | 4,4% | 4,8% | 11,6% | 21,1% | 23,7% | 31,1% | 187 | 8,4 | 0,2 |
| | Average | 0,3% | 0,1% | 0,7% | 0,6% | 1,6% | 2,5% | 4,7% | 12,3% | 27,7% | 22,2% | 27,2% | 838 | 8,3 | 0,1 |
| | High average | 0,1% | 0,1% | 0,7% | 1,0% | 1,6% | 3,2% | 4,7% | 9,9% | 22,0% | 27,2% | 29,4% | 807 | 8,4 | 0,1 |
| | High | | | 0,2% | 1,4% | 2,0% | 0,7% | 2,2% | 10,3% | 19,7% | 28,4% | 35,1% | 206 | 8,7 | 0,2 |
| Nationality | American | 0,3% | | 0,7% | | 0,3% | 0,7% | 3,1% | 4,9% | 14,6% | 26,8% | 48,4% | 310 | 9,0 | 0,2 |
| | German | 0,3% | 0,3% | 1,0% | 2,0% | 3,0% | 5,3% | 4,7% | 11,3% | 27,2% | 22,6% | 22,3% | 305 | 8,0 | 0,2 |
| | French | | | 1,5% | 0,7% | 0,7% | 1,5% | 15,7% | 22,4% | 31,3% | 26,1% | 21,2 | 212 | 8,5 | 0,2 |
| | Danish | | | 1,9% | | 3,7% | 3,7% | 8,3% | 8,3% | 20,4% | 22,2% | 31,5% | 160 | 8,2 | 0,3 |
| | British | | | | 0,5% | | 1,0% | 4,4% | 9,2% | 18,9% | 30,6% | 35,4% | 163 | 8,8 | 0,2 |
| | Norwegian | | | 1,1% | | 2,1% | 3,2% | 7,4% | 14,7% | 25,3% | 20,0% | 26,3% | 123 | 8,2 | 0,3 |
| | Swedish | | | | 3,0% | 0,7% | 3,0% | 6,0% | 12,7% | 24,6% | 19,4% | 30,6% | 107 | 8,3 | 0,3 |
| | Spanish | | | 1,3% | | 1,3% | 7,6% | 6,3% | 20,3% | 30,4% | 16,5% | 16,5% | 98 | 7,8 | 0,3 |
| | Italian | 0,9% | | 1,8% | 0,9% | | 1,8% | 10,8% | 14,4% | 22,5% | 30,6% | 16,2% | 93 | 8,0 | 0,4 |
| | Dutch | | | 0,6% | 0,6% | 1,8% | | 4,8% | 17,9% | 43,5% | 20,8% | 10,1% | 82 | 8,0 | 0,3 |
| | Other | 0,2% | 0,3% | 0,4% | 1,4% | 2,2% | 3,5% | 2,6% | 10,2% | 25,6% | 24,3% | 29,2% | 639 | 8,3 | 0,1 |
| | Market area | Scandinavia | 0,1% | | 1,2% | 0,9% | 2,5% | 2,7% | 6,9% | 11,6% | 22,8% | 23,4% | 27,9% | 459 | 8,2 |
| Britain | | | | 1,0% | 0,4% | 0,6% | 1,8% | 4,0% | 8,0% | 20,3% | 30,2% | 33,7% | 199 | 8,7 | 0,2 |
| Central/South-Europe | | 0,2% | 0,1% | 0,7% | 1,7% | 1,9% | 3,3% | 4,4% | 13,6% | 28,4% | 23,8% | 21,8% | 1012 | 8,1 | 0,1 |
| North America | | 0,4% | | 0,3% | | 0,4% | 1,5% | 3,3% | 4,7% | 15,9% | 26,6% | 47,0% | 402 | 9,0 | 0,1 |
| Other | | | 1,0% | | 0,5% | 2,0% | 4,9% | 1,0% | 13,4% | 22,7% | 24,4% | 30,2% | 224 | 8,4 | 0,2 |
| Type of trip | Package tour | | 0,5% | 0,2% | 0,6% | 0,6% | 3,2% | 4,0% | 9,1% | 25,0% | 27,1% | 29,7% | 233 | 8,5 | 0,2 |
| | Individually arranged | 0,2% | 0,1% | 0,8% | 1,1% | 1,9% | 2,7% | 4,3% | 11,8% | 23,6% | 23,9% | 29,5% | 1803 | 8,3 | 0,1 |
| | Mix of both | 0,2% | | | 0,9% | 0,9% | 3,0% | 4,3% | 8,1% | 25,2% | 29,9% | 27,6% | 237 | 8,5 | 0,2 |
| Purpose of visit | Vacation/holiday | 0,2% | 0,1% | 0,5% | 0,9% | 1,8% | 2,8% | 4,5% | 11,1% | 24,4% | 25,0% | 28,7% | 1987 | 8,4 | 0,1 |
| | Conference/meeting | | 0,9% | 1,1% | 1,2% | 2,1% | 2,1% | 4,1% | 10,6% | 18,7% | 26,7% | 32,5% | 242 | 8,4 | 0,2 |
| | Study/research | 1,3% | | 2,9% | 1,7% | | 6,7% | 3,4% | 12,3% | 13,9% | 19,2% | 38,5% | 81 | 8,2 | 0,5 |
| | Visiting friends/relatives | 0,5% | | | | 1,0% | 0,5% | 6,6% | 10,3% | 22,1% | 19,0% | 40,0% | 126 | 8,7 | 0,3 |
| | Business/Employment | | | | | 1,0% | 2,5% | 7,6% | 4,1% | 17,8% | 31,0% | 36,1% | 64 | 8,7 | 0,4 |
| | Event in Iceland | | | 1,7% | 1,6% | 3,4% | 2,0% | 3,8% | 7,9% | 13,8% | 30,6% | 35,1% | 64 | 8,5 | 0,5 |
| | Other | | | 1,3% | 1,3% | 1,7% | 4,0% | 3,2% | 11,7% | 23,1% | 23,1% | 30,6% | 180 | 8,3 | 0,3 |
| Transport type | Flight | 0,2% | 0,1% | 0,7% | 1,1% | 1,5% | 2,7% | 4,0% | 11,4% | 23,8% | 24,8% | 29,6% | 2157 | 8,4 | 0,1 |
| | Smyril Line | | | | | 3,5% | 5,3% | 9,7% | 8,1% | 24,2% | 24,3% | 24,9% | 140 | 8,2 | 0,3 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------|-------------|---------------|---------------|
| 0 | 4 | 0,2% | 0,2% |
| 1 | 9 | 0,4% | 0,3% |
| 2 | 16 | 0,7% | 0,3% |
| 3 | 32 | 1,4% | 0,5% |
| 4 | 52 | 2,3% | 0,6% |
| 5 | 99 | 4,4% | 0,8% |
| 6 | 172 | 7,5% | 1,1% |
| 7 | 312 | 13,7% | 1,4% |
| 8 | 558 | 24,5% | 1,8% |
| 9 | 466 | 20,5% | 1,7% |
| 10 | 557 | 24,5% | 1,8% |
| Number of answers | 2278 | 100,0% | |
| Responded | 2278 | 96,6% | |
| Did not respond** | 81 | 3,4% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- |
|-------------------------|-----------------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------------------|---------|---------------|
| Total | Total | 0,2% | 0,4% | 0,7% | 1,4% | 2,3% | 4,4% | 7,5% | 13,7% | 24,5% | 20,5% | 24,5% | 2278 | 8,0 | 0,1 |
| Gender | Male | 0,2% | 0,2% | 0,7% | 1,9% | 2,1% | 4,6% | 8,2% | 14,4% | 24,7% | 20,4% | 22,4% | 1118 | 8,0 | 0,1 |
| | Female | 0,2% | 0,6% | 0,7% | 1,0% | 2,4% | 4,1% | 6,9% | 13,0% | 24,3% | 20,5% | 26,4% | 1159 | 8,1 | 0,1 |
| Age | 24 years and younger | 0,3% | | 1,3% | 2,0% | 3,6% | 4,2% | 7,4% | 12,1% | 22,6% | 17,2% | 29,3% | 322 | 8,0 | 0,2 |
| | 25-34 years | 0,2% | 0,2% | 0,6% | 1,5% | 2,2% | 4,6% | 9,1% | 15,5% | 28,1% | 18,8% | 19,1% | 690 | 7,9 | 0,1 |
| | 35-44 years | | 1,0% | 0,6% | 1,0% | 1,9% | 4,5% | 7,7% | 16,7% | 24,1% | 19,3% | 23,2% | 405 | 8,0 | 0,2 |
| | 45-54 years | 0,2% | 0,2% | 0,5% | 2,2% | 2,6% | 4,5% | 6,6% | 12,3% | 24,2% | 21,6% | 25,1% | 445 | 8,1 | 0,2 |
| | 55 years and older | 0,2% | 0,4% | 0,6% | 0,5% | 1,4% | 3,8% | 6,1% | 10,6% | 20,7% | 25,7% | 30,0% | 416 | 8,3 | 0,2 |
| Profession | Managerial | | | | 2,3% | 2,7% | 3,4% | 11,2% | 13,3% | 26,5% | 21,0% | 19,5% | 291 | 7,9 | 0,2 |
| | Professional | | 0,5% | 0,7% | 1,6% | 2,5% | 3,9% | 7,0% | 13,9% | 26,6% | 19,7% | 23,6% | 693 | 8,0 | 0,1 |
| | Specialized staff | 0,2% | 1,2% | 0,2% | 0,4% | 0,9% | 4,8% | 6,0% | 13,6% | 26,8% | 19,2% | 26,6% | 370 | 8,1 | 0,2 |
| | Clerical/Service | 0,8% | | 1,0% | | 3,7% | 5,4% | 9,4% | 17,1% | 18,6% | 27,3% | 16,8% | 156 | 7,8 | 0,3 |
| | Student | 0,3% | | 1,5% | 2,3% | 3,7% | 5,9% | 6,7% | 12,7% | 22,8% | 15,1% | 28,9% | 350 | 7,9 | 0,2 |
| | Retired/Homemaker | 0,7% | | 1,8% | | 0,5% | 3,6% | 3,1% | 12,3% | 21,8% | 23,5% | 32,6% | 153 | 8,4 | 0,3 |
| | Other | | | 0,4% | 2,1% | 1,0% | 3,6% | 10,9% | 14,8% | 20,3% | 25,0% | 21,9% | 236 | 8,0 | 0,2 |
| Househ. income | Low | 1,2% | | 2,1% | 2,0% | 4,2% | 2,9% | 6,5% | 9,9% | 24,6% | 13,1% | 33,5% | 104 | 8,0 | 0,4 |
| | Low average | | 0,5% | 0,6% | 3,0% | 2,5% | 7,7% | 6,9% | 14,3% | 18,4% | 17,8% | 28,4% | 186 | 7,9 | 0,3 |
| | Average | 0,1% | 0,4% | 0,2% | 0,7% | 1,9% | 4,4% | 9,0% | 15,7% | 26,7% | 18,8% | 22,1% | 834 | 8,0 | 0,1 |
| | High average | 0,2% | 0,4% | 0,9% | 1,1% | 2,3% | 3,7% | 6,5% | 13,6% | 23,1% | 23,7% | 24,4% | 799 | 8,1 | 0,1 |
| | High | 0,9% | 0,8% | 0,8% | 3,3% | 2,7% | 3,5% | 5,9% | 9,8% | 26,0% | 18,0% | 29,3% | 206 | 8,1 | 0,3 |
| Nationality | American | 0,4% | 0,4% | 1,1% | 0,7% | 1,4% | 1,4% | 4,9% | 7,0% | 16,5% | 26,3% | 40,0% | 308 | 8,6 | 0,2 |
| | German | 0,3% | 0,3% | 1,0% | 1,4% | 2,4% | 8,2% | 5,5% | 20,3% | 21,6% | 20,6% | 18,2% | 295 | 7,7 | 0,2 |
| | French | | | 0,8% | 3,0% | 2,3% | 2,3% | 15,8% | 15,0% | 26,3% | 15,8% | 18,8% | 210 | 7,7 | 0,2 |
| | Danish | | | 0,9% | | 1,9% | 5,6% | 9,3% | 9,3% | 21,3% | 19,4% | 32,4% | 160 | 8,3 | 0,3 |
| | British | | | 1,5% | 0,5% | 1,5% | 2,9% | 3,9% | 10,2% | 26,2% | 22,8% | 30,6% | 163 | 8,4 | 0,3 |
| | Norwegian | 1,1% | 2,1% | | 1,1% | 4,3% | 4,3% | 6,4% | 19,1% | 23,4% | 19,1% | 19,1% | 122 | 7,7 | 0,4 |
| | Swedish | | 0,8% | | 3,0% | 2,3% | 3,8% | 5,3% | 16,5% | 21,8% | 17,3% | 29,3% | 106 | 8,1 | 0,4 |
| | Spanish | | | | | 3,8% | 9,0% | 15,4% | 17,9% | 29,5% | 15,4% | 9,0% | 97 | 7,4 | 0,3 |
| | Italian | 0,9% | 0,9% | | | 4,5% | 6,3% | 10,8% | 18,9% | 27,9% | 17,1% | 12,6% | 93 | 7,5 | 0,4 |
| | Dutch | | | | 0,6% | 1,2% | 3,0% | 7,1% | 22,0% | 41,1% | 17,9% | 7,1% | 82 | 7,8 | 0,3 |
| | Other | 0,4% | 0,7% | 2,2% | 2,2% | 4,1% | 6,6% | 11,6% | 26,5% | 21,1% | 24,7% | 637 | 8,1 | 0,1 | |
| Market area | Scandinavia | 0,3% | 0,9% | 0,3% | 1,6% | 2,0% | 4,6% | 6,4% | 13,6% | 23,5% | 19,4% | 27,4% | 456 | 8,1 | 0,2 |
| | Britain | | 1,0% | 2,1% | 1,0% | 2,7% | 2,0% | 3,9% | 9,6% | 25,7% | 21,9% | 30,2% | 199 | 8,2 | 0,3 |
| | Central/South-Europe | 0,2% | 0,1% | 0,6% | 1,5% | 3,0% | 5,0% | 9,6% | 17,5% | 27,9% | 18,6% | 16,0% | 999 | 7,7 | 0,1 |
| | North America | 0,3% | 0,1% | 0,8% | 0,9% | 1,1% | 2,3% | 5,6% | 7,9% | 17,5% | 23,0% | 40,6% | 399 | 8,6 | 0,2 |
| | Other | 0,5% | 0,5% | 2,0% | 1,5% | 6,9% | 7,3% | 11,4% | 23,0% | 24,8% | 22,1% | 223 | 8,0 | 0,2 | |
| Type of trip | Package tour | 1,0% | 0,5% | 0,9% | 1,4% | 4,0% | 9,1% | 8,3% | 30,8% | 18,6% | 25,3% | 231 | 8,1 | 0,2 | |
| | Individually arranged | 0,1% | 0,4% | 0,8% | 1,6% | 2,4% | 4,5% | 7,4% | 14,6% | 23,9% | 19,7% | 24,7% | 1787 | 8,0 | 0,1 |
| | Mix of both | | 0,2% | 0,9% | 0,7% | 1,7% | 3,2% | 6,3% | 12,4% | 24,1% | 29,2% | 21,4% | 237 | 8,2 | 0,2 |
| Purpose of visit | Vacation/holiday | 0,1% | 0,2% | 0,6% | 1,2% | 2,5% | 4,3% | 8,0% | 13,8% | 24,8% | 20,5% | 24,0% | 1971 | 8,0 | 0,1 |
| | Conference/meeting | 0,3% | 0,8% | 0,3% | 3,6% | 2,1% | 3,4% | 3,8% | 17,1% | 20,6% | 22,4% | 25,5% | 242 | 8,0 | 0,2 |
| | Study/research | | | 1,3% | 3,0% | 2,3% | 4,6% | 5,8% | 13,0% | 17,1% | 21,5% | 31,2% | 81 | 8,1 | 0,4 |
| | Visiting friends/relatives | | 0,5% | | 1,4% | 2,2% | 0,8% | 5,1% | 15,3% | 20,7% | 17,4% | 36,8% | 126 | 8,4 | 0,3 |
| | Business/Employment | | | | 8,1% | 2,3% | 4,4% | 2,7% | 10,9% | 23,0% | 27,0% | 21,6% | 64 | 7,9 | 0,5 |
| | Event in Iceland | | | | 4,7% | 1,6% | 4,2% | 4,3% | 17,6% | 14,3% | 22,7% | 30,5% | 63 | 8,1 | 0,5 |
| | Other | 0,6% | 0,7% | 1,3% | 1,9% | 1,1% | 6,8% | 8,9% | 11,6% | 24,0% | 20,8% | 22,2% | 178 | 7,8 | 0,3 |
| Transport type | Flight | 0,2% | 0,4% | 0,7% | 1,5% | 2,3% | 4,1% | 7,5% | 13,6% | 24,3% | 20,8% | 24,7% | 2142 | 8,0 | 0,1 |
| | Smyril Line | | | 0,7% | 2,4% | 8,0% | 8,3% | 16,0% | 28,0% | 15,8% | 20,9% | 136 | 7,9 | 0,3 | |

*Individuals asked: Everyone

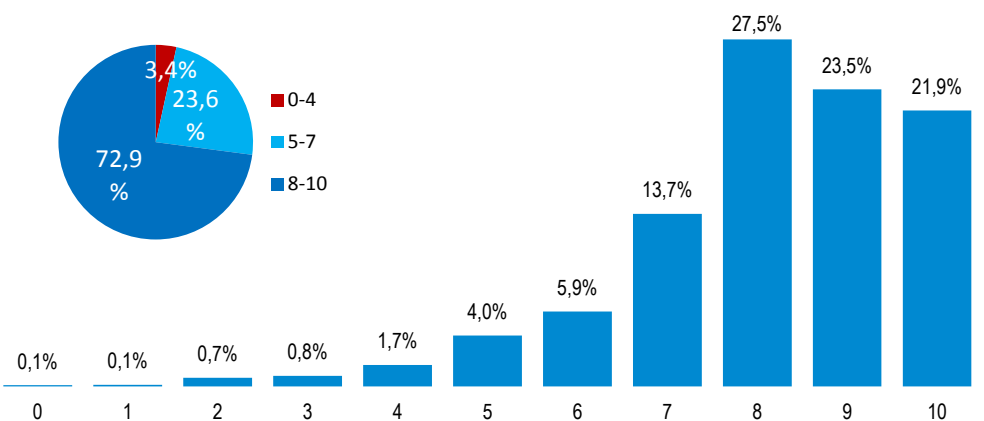
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE05_r3] Rate the paid accommodation in Iceland

- Accommodation overall



| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------|-------------|---------------|---------------|
| 0 | 2 | 0,1% | 0,1% |
| 1 | 3 | 0,1% | 0,1% |
| 2 | 15 | 0,7% | 0,3% |
| 3 | 19 | 0,8% | 0,4% |
| 4 | 39 | 1,7% | 0,5% |
| 5 | 92 | 4,0% | 0,8% |
| 6 | 136 | 5,9% | 1,0% |
| 7 | 314 | 13,7% | 1,4% |
| 8 | 631 | 27,5% | 1,8% |
| 9 | 540 | 23,5% | 1,7% |
| 10 | 502 | 21,9% | 1,7% |
| Number of answers | 2293 | 100,0% | |
| Responded | 2293 | 97,2% | |
| Did not respond** | 66 | 2,8% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



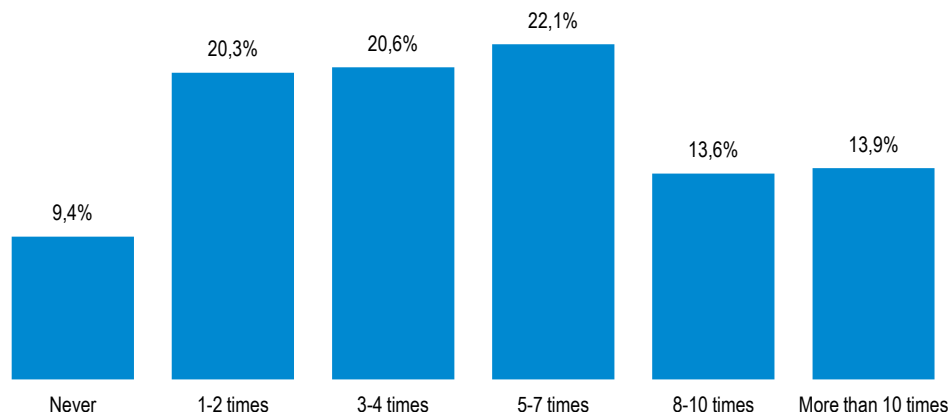
| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- |
|-------------------------|-----------------------------------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------------------|------------|---------------|
| Total | Total | 0,1% | 0,1% | 0,7% | 0,8% | 1,7% | 4,0% | 5,9% | 13,7% | 27,5% | 23,5% | 21,9% | 2293 | 8,1 | 0,1 |
| Gender | Male | 0,1% | 0,1% | 0,6% | 1,0% | 1,6% | 4,5% | 5,5% | 14,3% | 28,9% | 23,5% | 19,8% | 1127 | 8,1 | 0,1 |
| | Female | 0,0% | 0,2% | 0,8% | 0,7% | 1,8% | 3,5% | 6,4% | 13,0% | 26,1% | 23,6% | 23,9% | 1165 | 8,2 | 0,1 |
| Age | 24 years and younger | | | 0,8% | 0,9% | 0,8% | 3,6% | 7,4% | 12,3% | 23,1% | 26,3% | 24,8% | 326 | 8,3 | 0,2 |
| | 25-34 years | 0,1% | | 0,2% | 1,1% | 2,0% | 3,9% | 7,0% | 15,4% | 31,1% | 22,8% | 16,5% | 696 | 8,0 | 0,1 |
| | 35-44 years | | 0,5% | 1,3% | 0,6% | 1,8% | 5,4% | 4,0% | 13,4% | 29,7% | 22,1% | 21,3% | 406 | 8,1 | 0,2 |
| | 45-54 years | | 0,2% | 1,1% | 0,8% | 2,0% | 3,9% | 6,1% | 14,6% | 25,5% | 22,1% | 23,6% | 448 | 8,1 | 0,2 |
| | 55 years and older | 0,3% | | 0,3% | 0,6% | 1,5% | 3,5% | 4,7% | 11,2% | 25,0% | 25,8% | 27,1% | 416 | 8,4 | 0,2 |
| Profession | Managerial | | | | 1,4% | 2,4% | 2,8% | 6,9% | 16,3% | 29,6% | 21,1% | 19,6% | 293 | 8,1 | 0,2 |
| | Professional | 0,1% | 0,2% | 0,6% | 0,5% | 2,9% | 4,7% | 5,8% | 13,4% | 29,7% | 22,3% | 19,9% | 698 | 8,0 | 0,1 |
| | Specialized staff | 0,2% | 0,5% | 1,4% | 0,6% | 1,0% | 3,5% | 2,9% | 13,9% | 29,6% | 23,1% | 23,2% | 370 | 8,2 | 0,2 |
| | Clerical/Service | | | 0,9% | 0,8% | 2,4% | 5,4% | 9,1% | 19,3% | 20,7% | 25,2% | 16,1% | 158 | 7,8 | 0,3 |
| | Student | | | 0,9% | 1,1% | 0,3% | 4,9% | 7,5% | 13,9% | 22,3% | 23,3% | 25,7% | 355 | 8,2 | 0,2 |
| | Retired/Homemaker | | | 0,7% | 1,3% | 0,5% | 2,6% | 2,4% | 9,3% | 28,1% | 25,6% | 29,4% | 154 | 8,5 | 0,2 |
| | Other | | | | 0,8% | 1,0% | 3,1% | 7,8% | 10,9% | 27,3% | 29,0% | 20,1% | 237 | 8,3 | 0,2 |
| Household income | Low | | | 1,0% | 1,2% | 0,9% | 3,0% | 10,8% | 11,8% | 21,6% | 23,4% | 26,2% | 107 | 8,2 | 0,3 |
| | Low average | | 0,5% | 0,4% | 0,5% | 1,9% | 6,7% | 4,3% | 15,3% | 25,0% | 20,1% | 25,4% | 186 | 8,1 | 0,2 |
| | Average | | 0,1% | 0,5% | 0,6% | 1,6% | 3,7% | 5,7% | 15,3% | 30,2% | 22,7% | 19,5% | 836 | 8,1 | 0,1 |
| | High average | 0,2% | 0,1% | 0,5% | 1,0% | 1,6% | 3,6% | 6,5% | 12,1% | 27,0% | 25,2% | 22,2% | 806 | 8,2 | 0,1 |
| | High | 0,4% | | 1,6% | 0,9% | 2,9% | 4,4% | 3,3% | 12,1% | 27,4% | 19,8% | 27,2% | 206 | 8,1 | 0,3 |
| Nationality | American | | 0,3% | 0,3% | | 0,7% | 3,8% | 3,8% | 7,0% | 15,7% | 32,1% | 36,2% | 310 | 8,7 | 0,2 |
| | German | | | 1,0% | 1,7% | 2,0% | 4,7% | 7,3% | 15,3% | 30,6% | 22,6% | 15,0% | 305 | 7,9 | 0,2 |
| | French | | | 0,8% | 0,8% | 3,8% | 1,5% | 6,0% | 19,5% | 28,6% | 22,6% | 16,5% | 210 | 8,0 | 0,2 |
| | Danish | | | 0,9% | | 0,9% | 7,4% | 5,6% | 11,1% | 25,0% | 21,3% | 27,8% | 160 | 8,2 | 0,3 |
| | British | | | | 1,5% | 1,0% | 1,5% | 4,4% | 10,2% | 26,7% | 29,1% | 25,7% | 163 | 8,5 | 0,2 |
| | Norwegian | | | 2,1% | 2,1% | 3,2% | 2,1% | 5,3% | 18,9% | 32,6% | 15,8% | 17,9% | 123 | 7,8 | 0,3 |
| | Swedish | 0,8% | | 0,8% | 0,8% | 1,5% | 5,3% | 7,5% | 12,0% | 25,6% | 18,8% | 27,1% | 106 | 8,1 | 0,4 |
| | Spanish | | | | 1,3% | 2,5% | 10,1% | 10,1% | 17,7% | 30,4% | 19,0% | 8,9% | 98 | 7,5 | 0,3 |
| | Italian | 0,9% | 0,9% | | 1,8% | 0,9% | 3,6% | 13,5% | 18,0% | 22,5% | 21,6% | 16,2% | 93 | 7,7 | 0,4 |
| | Dutch | | | | 1,2% | | 1,2% | 5,4% | 24,4% | 42,9% | 17,9% | 7,1% | 82 | 7,9 | 0,2 |
| | Other | 0,1% | 0,2% | 0,8% | 0,6% | 1,6% | 4,2% | 5,0% | 12,5% | 29,6% | 23,5% | 22,1% | 637 | 8,2 | 0,1 |
| Market area | Scandinavia | 0,2% | | 1,3% | 0,7% | 2,2% | 4,7% | 5,7% | 12,9% | 26,8% | 21,2% | 24,2% | 458 | 8,1 | 0,2 |
| | Britain | | 0,4% | 0,6% | 1,6% | 2,2% | 2,3% | 4,1% | 11,0% | 25,6% | 28,2% | 24,0% | 199 | 8,3 | 0,2 |
| | Central/South-Europe | 0,1% | 0,1% | 0,5% | 1,2% | 1,8% | 4,2% | 6,7% | 17,0% | 32,4% | 20,5% | 15,4% | 1009 | 7,9 | 0,1 |
| | North America | 0,1% | | 0,7% | | 0,4% | 3,2% | 4,6% | 8,1% | 16,9% | 29,9% | 36,0% | 402 | 8,7 | 0,1 |
| | Other | | 0,5% | | | 2,0% | 5,0% | 6,9% | 12,9% | 26,8% | 26,5% | 19,4% | 223 | 8,1 | 0,2 |
| Type of trip | Package tour | | 0,5% | | 1,0% | 1,0% | 3,5% | 7,7% | 13,6% | 25,1% | 25,0% | 22,6% | 232 | 8,2 | 0,2 |
| | Individually arranged | 0,1% | 0,1% | 0,8% | 0,9% | 1,8% | 4,4% | 5,5% | 13,7% | 28,3% | 22,5% | 21,9% | 1801 | 8,1 | 0,1 |
| | Mix of both | 0,2% | | 0,4% | | 1,8% | 1,1% | 6,4% | 13,3% | 26,8% | 30,6% | 19,3% | 236 | 8,3 | 0,2 |
| Purpose of visit | Vacation/holiday | 0,1% | 0,1% | 0,6% | 0,7% | 1,7% | 4,0% | 6,1% | 13,6% | 27,9% | 24,1% | 21,2% | 1985 | 8,1 | 0,1 |
| | Conference/meeting | 0,4% | 0,8% | 0,3% | 0,8% | 2,7% | 5,9% | 5,4% | 14,5% | 28,0% | 19,6% | 21,6% | 240 | 7,9 | 0,2 |
| | Study/research | | | 1,3% | 2,7% | 2,6% | 1,8% | 2,9% | 16,3% | 19,0% | 23,5% | 29,8% | 81 | 8,2 | 0,4 |
| | Visiting friends/relatives | | | 1,0% | | | 3,0% | 5,5% | 10,3% | 25,9% | 17,3% | 37,0% | 127 | 8,5 | 0,3 |
| | Business/Employment | | | | 1,3% | 3,5% | 9,1% | 2,3% | 10,2% | 16,8% | 31,2% | 25,7% | 62 | 8,2 | 0,5 |
| | Event in Iceland | | | | 5,4% | 6,3% | 4,1% | 11,0% | 22,0% | 24,4% | 26,8% | 64 | 8,2 | 0,4 | |
| | Other | | | 0,7% | 1,9% | 1,8% | 3,3% | 5,4% | 13,5% | 28,6% | 21,0% | 23,6% | 179 | 8,1 | 0,2 |
| Transport type | Flight | 0,1% | 0,1% | 0,7% | 0,9% | 1,8% | 4,0% | 5,7% | 13,8% | 27,1% | 23,6% | 22,2% | 2154 | 8,1 | 0,1 |
| | Smyril Line | | | | 0,4% | 4,9% | 10,3% | 11,3% | 33,9% | 22,1% | 17,2% | 139 | 8,1 | 0,2 | |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE06] How often did you eat at a restaurant (excluding fast food outlets)?

| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------|-------------|---------------|---------------|
| Never | 216 | 9,4% | 1,2% |
| 1-2 times | 464 | 20,3% | 1,6% |
| 3-4 times | 472 | 20,6% | 1,7% |
| 5-7 times | 507 | 22,1% | 1,7% |
| 8-10 times | 311 | 13,6% | 1,4% |
| More than 10 times | 319 | 13,9% | 1,4% |
| Number of answers | 2290 | 100,0% | |
| Responded | 2290 | 97,1% | |
| Did not respond** | 69 | 2,9% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | Never | 1-2 times | 3-4 times | 5-7 times | 8-10 times | More than 10 times | Number of answers |
|------------------|----------------------------|-------|-----------|-----------|-----------|------------|--------------------|-------------------|
| Total | Total | 9,4% | 20,3% | 20,6% | 22,1% | 13,6% | 13,9% | 2290 |
| Gender | Male | 9,1% | 20,5% | 21,0% | 20,5% | 14,1% | 14,8% | 1118 |
| | Female | 9,8% | 20,0% | 20,2% | 23,7% | 13,1% | 13,1% | 1171 |
| Age | 24 years and younger | 18,2% | 27,3% | 18,2% | 14,8% | 11,3% | 10,3% | 318 |
| | 25-34 years | 10,8% | 22,8% | 22,2% | 22,5% | 9,8% | 12,0% | 700 |
| | 35-44 years | 5,0% | 20,2% | 23,9% | 25,0% | 12,2% | 13,7% | 406 |
| | 45-54 years | 9,1% | 17,3% | 17,4% | 24,1% | 17,5% | 14,6% | 448 |
| | 55 years and older | 5,2% | 14,0% | 20,0% | 22,3% | 18,9% | 19,6% | 417 |
| Profession | Managerial | 5,7% | 22,9% | 22,6% | 20,7% | 12,6% | 15,5% | 291 |
| | Professional | 7,2% | 17,2% | 21,2% | 24,5% | 15,0% | 14,9% | 705 |
| | Specialized staff | 9,8% | 19,4% | 24,2% | 20,4% | 14,2% | 12,0% | 366 |
| | Clerical/Service | 9,4% | 17,6% | 17,5% | 24,0% | 13,8% | 17,8% | 158 |
| | Student | 18,8% | 28,1% | 16,7% | 17,2% | 11,0% | 8,2% | 353 |
| | Retired/Homemaker | 6,6% | 11,0% | 22,5% | 24,1% | 17,0% | 18,7% | 154 |
| | Other | 7,6% | 22,8% | 17,1% | 25,3% | 11,5% | 15,7% | 237 |
| Household income | Low | 21,1% | 29,8% | 21,8% | 10,2% | 12,4% | 4,7% | 105 |
| | Low average | 16,1% | 22,4% | 20,9% | 21,2% | 11,6% | 7,7% | 191 |
| | Average | 8,6% | 21,4% | 21,9% | 21,4% | 12,7% | 14,0% | 840 |
| | High average | 6,7% | 17,6% | 20,5% | 25,2% | 15,4% | 14,7% | 800 |
| | High | 5,4% | 13,8% | 19,4% | 23,4% | 17,7% | 20,2% | 207 |
| Nationality | American | 5,5% | 21,0% | 18,3% | 17,2% | 16,9% | 21,0% | 314 |
| | German | 17,5% | 29,4% | 22,1% | 16,8% | 7,9% | 6,3% | 307 |
| | French | 14,6% | 22,3% | 21,5% | 17,7% | 13,8% | 10,0% | 205 |
| | Danish | 10,7% | 22,3% | 26,8% | 17,0% | 17,9% | 5,4% | 166 |
| | British | 9,0% | 21,9% | 25,7% | 23,3% | 10,0% | 10,0% | 166 |
| | Norwegian | 4,1% | 7,1% | 30,6% | 29,6% | 16,3% | 12,2% | 127 |
| | Swedish | 6,6% | 11,0% | 17,6% | 25,0% | 20,6% | 19,1% | 108 |
| | Spanish | 6,7% | 20,0% | 18,7% | 18,7% | 13,3% | 22,7% | 93 |
| | Italian | 8,1% | 18,0% | 18,0% | 21,6% | 15,3% | 18,9% | 93 |
| | Dutch | 4,2% | 22,6% | 22,0% | 19,0% | 14,9% | 17,3% | 82 |
| | Other | 8,4% | 18,0% | 16,7% | 28,7% | 12,4% | 15,8% | 624 |
| Market area | Scandinavia | 7,1% | 13,6% | 24,0% | 25,2% | 18,7% | 11,3% | 468 |
| | Britain | 7,4% | 21,5% | 26,3% | 25,8% | 10,6% | 8,4% | 201 |
| | Central/South-Europe | 11,1% | 23,9% | 19,9% | 20,0% | 11,0% | 14,0% | 999 |
| | North America | 6,0% | 18,6% | 19,3% | 19,7% | 17,3% | 19,1% | 401 |
| | Other | 15,0% | 19,5% | 13,4% | 26,5% | 10,5% | 15,1% | 219 |
| Type of trip | Package tour | 10,8% | 19,8% | 13,4% | 21,6% | 14,7% | 19,7% | 230 |
| | Individually arranged | 9,5% | 20,5% | 21,4% | 22,7% | 12,9% | 13,0% | 1801 |
| | Mix of both | 5,9% | 18,4% | 22,3% | 18,6% | 19,5% | 15,4% | 234 |
| Purpose of visit | Vacation/holiday | 9,3% | 19,9% | 19,8% | 21,9% | 14,4% | 14,9% | 1973 |
| | Conference/meeting | 5,0% | 12,0% | 27,2% | 28,9% | 17,6% | 9,2% | 241 |
| | Study/research | 9,9% | 27,9% | 20,8% | 20,7% | 9,6% | 11,1% | 79 |
| | Visiting friends/relatives | 14,1% | 18,4% | 24,4% | 19,3% | 10,5% | 13,2% | 146 |
| | Business/Employment | 6,6% | 16,4% | 27,4% | 29,1% | 4,7% | 15,9% | 61 |
| | Event in Iceland | 6,6% | 15,0% | 20,9% | 30,4% | 13,0% | 14,2% | 66 |
| | Other | 14,3% | 30,0% | 17,8% | 14,6% | 7,9% | 15,5% | 186 |
| Transport type | Flight | 9,1% | 19,8% | 20,6% | 22,6% | 13,9% | 14,0% | 2151 |
| | Smyril Line | 13,8% | 27,0% | 20,4% | 15,5% | 9,5% | 13,8% | 139 |

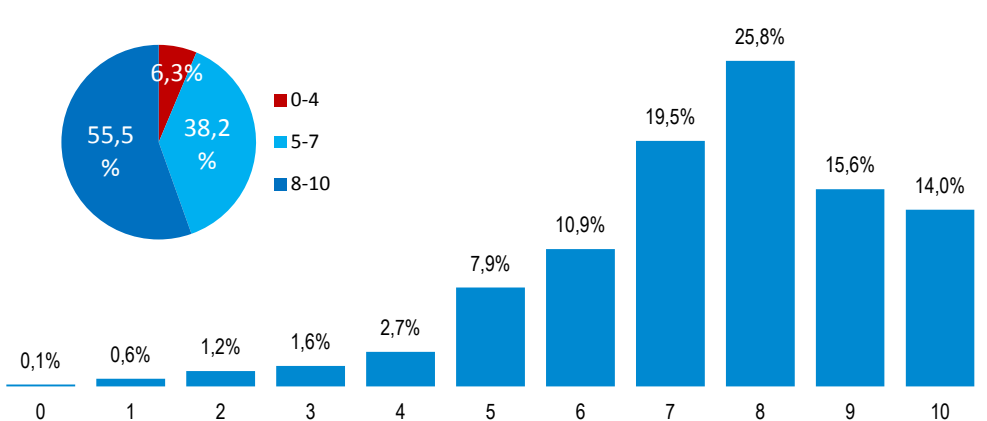
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE07_r1] Rate restaurants in Iceland -
The choice of restaurants



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 3 | 0,1% | 0,2% |
| 1 | 12 | 0,6% | 0,3% |
| 2 | 25 | 1,2% | 0,5% |
| 3 | 33 | 1,6% | 0,6% |
| 4 | 55 | 2,7% | 0,7% |
| 5 | 158 | 7,9% | 1,2% |
| 6 | 220 | 10,9% | 1,4% |
| 7 | 393 | 19,5% | 1,7% |
| 8 | 521 | 25,8% | 1,9% |
| 9 | 316 | 15,6% | 1,6% |
| 10 | 283 | 14,0% | 1,5% |
| Number of answers | 2019 | 100,0% | |
| Responded | 2019 | 97,3% | |
| Did not respond** | 55 | 2,7% | |
| Number of respondents | 2074 | 100,0% | |
| Asked* | 2074 | 87,9% | |
| Not asked | 285 | 12,1% | |
| Number of participants | 2359 | 100,0% | |



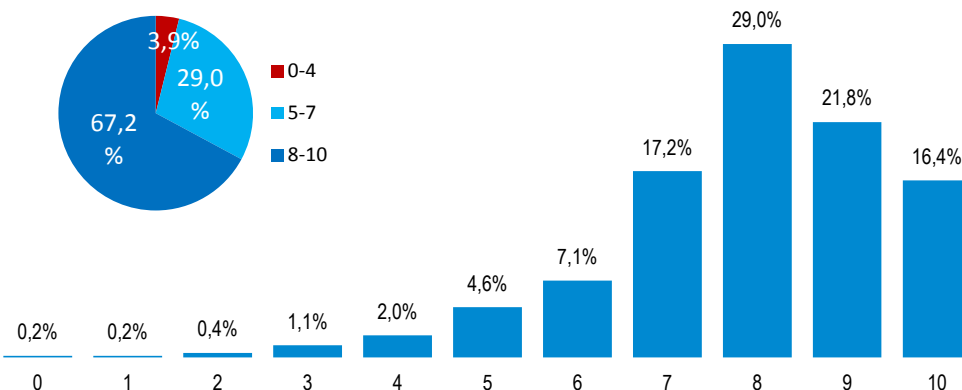
| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- | |
|------------------|----------------------------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------------------|---------|---------------|-----|
| Total | Total | 0,1% | 0,6% | 1,2% | 1,6% | 2,7% | 7,9% | 10,9% | 19,5% | 25,8% | 15,6% | 14,0% | 2019 | 7,5 | 0,1 | |
| Gender | Male | | 0,3% | 1,4% | 2,4% | 3,4% | 8,1% | 11,1% | 19,1% | 28,5% | 14,5% | 11,2% | 994 | 7,4 | 0,1 | |
| | Female | 0,3% | 0,9% | 1,0% | 0,9% | 2,0% | 7,6% | 10,6% | 19,8% | 23,2% | 16,8% | 16,8% | 1024 | 7,6 | 0,1 | |
| Age | 24 years and younger | 0,3% | 0,6% | 2,7% | 1,3% | 2,7% | 6,5% | 10,9% | 18,0% | 23,3% | 15,8% | 17,9% | 255 | 7,5 | 0,2 | |
| | 25-34 years | 0,4% | 1,3% | 1,5% | 1,9% | 2,7% | 8,6% | 13,0% | 19,6% | 24,8% | 15,6% | 10,7% | 605 | 7,2 | 0,2 | |
| | 35-44 years | | | 0,2% | 1,8% | 3,6% | 9,3% | 9,0% | 22,6% | 25,7% | 14,2% | 13,7% | 380 | 7,5 | 0,2 | |
| | 45-54 years | | 0,3% | 1,2% | 1,1% | 3,5% | 8,9% | 11,6% | 19,4% | 26,8% | 15,3% | 11,9% | 394 | 7,4 | 0,2 | |
| | 55 years and older | | 0,5% | 0,9% | 1,7% | 1,0% | 5,1% | 8,8% | 17,2% | 28,2% | 17,5% | 19,2% | 384 | 7,8 | 0,2 | |
| Profession | Managerial | | 0,6% | 2,2% | 3,2% | 1,7% | 7,5% | 10,9% | 24,0% | 28,7% | 9,6% | 11,6% | 268 | 7,2 | 0,2 | |
| | Professional | 0,2% | 0,6% | 1,4% | 0,8% | 2,7% | 7,9% | 12,0% | 19,2% | 26,3% | 16,8% | 12,1% | 646 | 7,4 | 0,1 | |
| | Specialized staff | | 0,7% | | 0,9% | 4,6% | 9,7% | 9,4% | 17,3% | 24,4% | 14,6% | 18,5% | 318 | 7,6 | 0,2 | |
| | Clerical/Service | | 0,7% | 1,0% | 0,8% | 1,2% | 6,2% | 11,0% | 21,1% | 31,1% | 18,2% | 8,6% | 136 | 7,5 | 0,3 | |
| | Student | 0,4% | 0,4% | 1,9% | 2,9% | 2,7% | 8,3% | 10,5% | 19,0% | 23,3% | 15,7% | 15,0% | 279 | 7,4 | 0,2 | |
| | Retired/Homemaker | | 0,6% | 1,5% | 2,5% | 0,9% | 4,8% | 10,1% | 11,6% | 28,5% | 18,3% | 21,3% | 138 | 7,9 | 0,3 | |
| | Other | 0,4% | 0,7% | 0,4% | 1,3% | 3,9% | 7,0% | 11,6% | 21,4% | 21,8% | 17,7% | 13,9% | 213 | 7,5 | 0,3 | |
| Household income | Low | 1,4% | | 1,3% | | 6,8% | 10,6% | 10,4% | 14,7% | 27,2% | 8,4% | 19,2% | 77 | 7,3 | 0,5 | |
| | Low average | | 0,7% | 1,4% | 2,9% | 2,9% | 11,9% | 9,9% | 15,6% | 23,3% | 16,7% | 14,9% | 156 | 7,4 | 0,3 | |
| | Average | 0,3% | 1,2% | 1,1% | 0,9% | 2,6% | 6,6% | 11,6% | 20,5% | 26,8% | 15,3% | 13,1% | 742 | 7,5 | 0,1 | |
| | High average | | 0,2% | 0,9% | 1,8% | 2,1% | 8,6% | 9,8% | 20,7% | 25,3% | 16,5% | 14,2% | 733 | 7,5 | 0,1 | |
| | High | 0,4% | 1,4% | 1,7% | 2,7% | | 4,5% | 12,4% | 16,7% | 27,1% | 17,0% | 16,2% | 192 | 7,6 | 0,3 | |
| Nationality | American | 0,7% | 0,4% | | 1,8% | 1,5% | 7,0% | 9,6% | 15,1% | 26,5% | 14,7% | 22,8% | 294 | 7,8 | 0,2 | |
| | German | | 0,8% | 3,8% | 1,7% | 3,8% | 8,3% | 11,3% | 18,3% | 26,7% | 15,4% | 10,0% | 243 | 7,2 | 0,3 | |
| | French | | 2,8% | 1,8% | 2,8% | 7,3% | 8,3% | 11,9% | 26,6% | 19,3% | 10,1% | 9,2% | 172 | 6,8 | 0,3 | |
| | Danish | | 1,1% | | | 3,2% | 7,5% | 8,6% | 14,0% | 29,0% | 16,1% | 20,4% | 138 | 7,8 | 0,3 | |
| | British | | 0,5% | 0,5% | 1,6% | 2,2% | 8,6% | 10,8% | 17,2% | 29,0% | 14,0% | 15,6% | 147 | 7,6 | 0,3 | |
| | Norwegian | | | | | 1,1% | 6,6% | 9,9% | 19,8% | 24,2% | 23,1% | 15,4% | 118 | 7,9 | 0,3 | |
| | Swedish | 0,8% | | 1,6% | 0,8% | 4,1% | 6,5% | 5,7% | 15,4% | 28,5% | 16,3% | 20,3% | 98 | 7,7 | 0,4 | |
| | Spanish | | | 1,4% | | 2,9% | 11,4% | 8,6% | 25,7% | 32,9% | 12,9% | 4,3% | 87 | 7,2 | 0,3 | |
| | Italian | | | | 2,0% | 4,0% | 6,9% | 23,8% | 22,8% | 20,8% | 11,9% | 7,9% | 85 | 7,1 | 0,3 | |
| | Dutch | | | 1,3% | 1,3% | 3,9% | 6,5% | 13,5% | 32,9% | 31,0% | 6,5% | 3,2% | 76 | 7,0 | 0,3 | |
| | Other | | 0,4% | 1,4% | 2,3% | 1,3% | 8,2% | 10,7% | 19,4% | 24,4% | 18,7% | 13,2% | 558 | 7,5 | 0,2 | |
| Market area | Scandinavia | 0,2% | 0,4% | 0,4% | 0,2% | 2,3% | 6,1% | 7,6% | 16,0% | 27,0% | 21,8% | 18,1% | 418 | 7,9 | 0,2 | |
| | Britain | | 1,6% | 0,4% | 3,1% | 1,9% | 8,4% | 9,6% | 17,3% | 27,1% | 13,9% | 16,8% | 182 | 7,5 | 0,3 | |
| | Central/South-Europe | | 0,7% | 2,1% | 2,1% | 3,8% | 8,9% | 13,4% | 21,7% | 26,2% | 12,6% | 8,5% | 863 | 7,1 | 0,1 | |
| | North America | 0,6% | 0,3% | 0,1% | 1,3% | 1,3% | 7,0% | 9,6% | 16,0% | 26,1% | 15,4% | 22,3% | 374 | 7,8 | 0,2 | |
| | Other | | 0,6% | 1,8% | 1,8% | 1,8% | 7,9% | 10,5% | 26,6% | 19,7% | 18,3% | 10,9% | 181 | 7,4 | 0,3 | |
| Type of trip | Package tour | | | | 0,6% | | 11,1% | 14,1% | 18,7% | 22,0% | 13,5% | 20,0% | 199 | 7,7 | 0,2 | |
| | Individually arranged | 0,2% | 0,6% | 1,4% | 1,6% | 3,0% | 7,8% | 10,6% | 19,8% | 25,8% | 15,6% | 13,6% | 1593 | 7,4 | 0,1 | |
| | Mix of both | | 1,5% | 1,2% | 2,8% | 2,6% | 5,8% | 10,0% | 16,9% | 28,9% | 18,9% | 11,4% | 209 | 7,4 | 0,3 | |
| Purpose of visit | Vacation/holiday | 0,2% | 0,5% | 1,4% | 1,6% | 2,7% | 8,3% | 11,4% | 19,2% | 26,5% | 14,7% | 13,5% | 1745 | 7,4 | 0,1 | |
| | Conference/meeting | | 0,9% | | 1,8% | 1,7% | 5,3% | 5,3% | 21,0% | 30,2% | 20,7% | 13,2% | 225 | 7,8 | 0,2 | |
| | Study/research | | | | 1,1% | 3,4% | 5,8% | 9,8% | 23,4% | 16,3% | 18,3% | 22,0% | 69 | 7,8 | 0,4 | |
| | Visiting friends/relatives | | | | 0,6% | 0,6% | 7,0% | 13,0% | 16,7% | 21,2% | 19,0% | 21,9% | 123 | 7,9 | 0,3 | |
| | Business/Employment | | | 1,9% | | | 11,0% | 10,8% | 11,1% | 20,1% | 24,0% | 21,2% | 57 | 7,9 | 0,5 | |
| | Event in Iceland | | | 1,9% | | 1,9% | 8,8% | 1,8% | 5,6% | 13,5% | 25,6% | 18,6% | 22,3% | 59 | 7,8 | 0,5 |
| | Other | | 1,0% | 0,7% | 3,0% | 5,6% | 3,6% | 11,9% | 24,3% | 17,5% | 15,9% | 16,6% | 148 | 7,4 | 0,3 | |
| Transport type | Flight | 0,2% | 0,6% | 1,3% | 1,6% | 2,7% | 7,6% | 10,7% | 19,6% | 25,8% | 15,6% | 14,4% | 1908 | 7,5 | 0,1 | |
| | Smyril Line | | | | 2,8% | 3,1% | 12,4% | 14,7% | 18,1% | 25,6% | 15,9% | 7,4% | 111 | 7,2 | 0,3 | |

*Individuals asked: Everyone that ate at a restaurant at least once [BE06]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE07_r2] Rate restaurants in Iceland -
The service at the restaurants



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 3 | 0,2% | 0,2% |
| 1 | 3 | 0,2% | 0,2% |
| 2 | 8 | 0,4% | 0,3% |
| 3 | 23 | 1,1% | 0,5% |
| 4 | 42 | 2,0% | 0,6% |
| 5 | 95 | 4,6% | 0,9% |
| 6 | 146 | 7,1% | 1,1% |
| 7 | 352 | 17,2% | 1,6% |
| 8 | 593 | 29,0% | 2,0% |
| 9 | 446 | 21,8% | 1,8% |
| 10 | 335 | 16,4% | 1,6% |
| Number of answers | 2046 | 100,0% | |
| Responded | 2046 | 98,7% | |
| Did not respond** | 28 | 1,3% | |
| Number of respondents | 2074 | 100,0% | |
| Asked* | 2074 | 87,9% | |
| Not asked | 285 | 12,1% | |
| Number of participants | 2359 | 100,0% | |

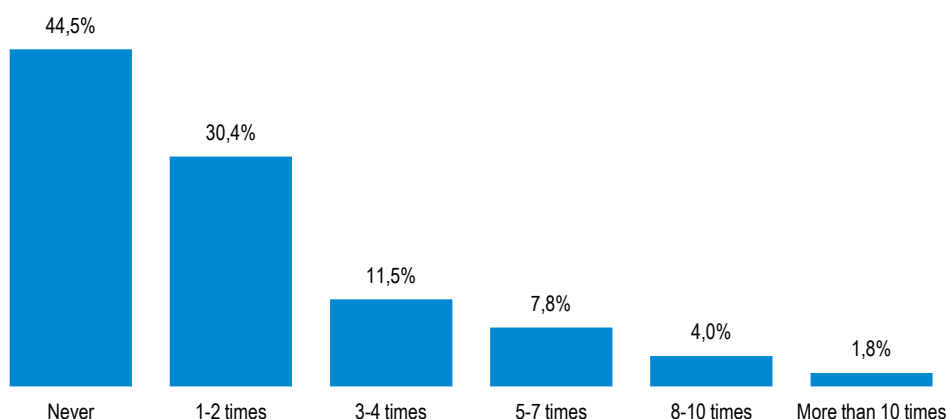


| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- | |
|------------------|----------------------------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------------------|---------|---------------|-----|
| Total | Total | 0,2% | 0,2% | 0,4% | 1,1% | 2,0% | 4,6% | 7,1% | 17,2% | 29,0% | 21,8% | 16,4% | 2046 | 7,9 | 0,1 | |
| Gender | Male | 0,1% | 0,2% | 0,4% | 0,7% | 1,9% | 4,6% | 7,3% | 18,4% | 30,0% | 22,1% | 14,4% | 1002 | 7,9 | 0,1 | |
| | Female | 0,2% | 0,1% | 0,5% | 1,5% | 2,2% | 4,7% | 7,0% | 16,1% | 28,0% | 21,5% | 18,3% | 1043 | 7,9 | 0,1 | |
| Age | 24 years and younger | | | 0,4% | 2,1% | 3,4% | 2,1% | 8,3% | 13,0% | 25,8% | 24,5% | 20,5% | 259 | 8,0 | 0,2 | |
| | 25-34 years | 0,5% | 0,4% | 0,6% | 1,4% | 3,1% | 5,8% | 8,8% | 17,9% | 27,4% | 20,6% | 13,4% | 608 | 7,6 | 0,1 | |
| | 35-44 years | | | 0,6% | 0,8% | 1,5% | 5,2% | 7,3% | 17,3% | 30,0% | 20,8% | 16,5% | 386 | 7,9 | 0,2 | |
| | 45-54 years | 0,1% | | | 0,9% | 1,2% | 4,9% | 3,7% | 20,7% | 32,2% | 23,1% | 13,2% | 401 | 8,0 | 0,1 | |
| | 55 years and older | | | 0,3% | 0,5% | 1,0% | 3,7% | 7,0% | 15,4% | 29,3% | 21,5% | 21,5% | 392 | 8,2 | 0,1 | |
| Profession | Managerial | 0,7% | | 1,1% | 2,4% | 2,1% | 4,3% | 9,6% | 17,6% | 27,9% | 19,3% | 15,0% | 272 | 7,7 | 0,2 | |
| | Professional | | 0,2% | 0,7% | 0,6% | 2,1% | 6,3% | 5,9% | 18,5% | 28,6% | 23,0% | 14,1% | 649 | 7,8 | 0,1 | |
| | Specialized staff | | 0,2% | | 0,5% | 2,3% | 2,5% | 9,5% | 16,6% | 29,3% | 20,0% | 19,1% | 325 | 8,0 | 0,2 | |
| | Clerical/Service | | | | | 1,0% | 3,5% | 5,3% | 18,2% | 39,7% | 22,0% | 10,3% | 139 | 8,0 | 0,2 | |
| | Student | 0,4% | 0,4% | 0,4% | 1,7% | 2,6% | 4,2% | 8,5% | 18,0% | 22,0% | 21,8% | 20,1% | 283 | 7,9 | 0,2 | |
| | Retired/Homemaker | | | | 1,1% | | 5,1% | 3,3% | 10,7% | 35,2% | 21,5% | 23,0% | 141 | 8,3 | 0,2 | |
| | Other | | | | 1,5% | 2,9% | 4,6% | 6,5% | 16,6% | 29,8% | 22,6% | 15,5% | 217 | 7,9 | 0,2 | |
| Household income | Low | 1,4% | | 2,5% | 3,8% | 1,4% | 5,8% | 9,2% | 15,2% | 22,4% | 15,1% | 23,2% | 80 | 7,6 | 0,5 | |
| | Low average | | | 0,6% | | 2,2% | 3,4% | 6,9% | 11,7% | 15,4% | 28,6% | 16,3% | 14,8% | 158 | 7,6 | 0,3 |
| | Average | | | 0,3% | 0,4% | 1,0% | 1,9% | 3,5% | 8,3% | 17,0% | 30,1% | 21,9% | 15,6% | 753 | 7,9 | 0,1 |
| | High average | 0,1% | | 0,3% | 0,8% | 2,0% | 5,7% | 5,2% | 16,1% | 29,8% | 23,6% | 16,4% | 741 | 8,0 | 0,1 | |
| | High | | | 0,5% | 0,7% | 1,9% | 2,1% | 5,6% | 24,0% | 28,0% | 20,5% | 16,7% | 196 | 8,0 | 0,2 | |
| Nationality | American | 0,4% | | 0,4% | 0,7% | 2,6% | 5,9% | 5,5% | 15,4% | 24,2% | 20,9% | 24,2% | 295 | 8,1 | 0,2 | |
| | German | 0,8% | 0,4% | 1,2% | 0,8% | 2,5% | 6,2% | 6,6% | 15,8% | 25,7% | 24,9% | 14,9% | 244 | 7,8 | 0,2 | |
| | French | | 0,9% | | 4,6% | 2,8% | 4,6% | 11,9% | 22,0% | 22,0% | 15,6% | 15,6% | 172 | 7,5 | 0,3 | |
| | Danish | | | | 1,0% | 3,1% | 3,1% | 5,1% | 10,2% | 36,7% | 22,4% | 18,4% | 145 | 8,1 | 0,2 | |
| | British | | | 0,5% | 1,1% | 0,5% | 3,2% | 5,9% | 12,2% | 34,6% | 22,3% | 19,7% | 149 | 8,2 | 0,2 | |
| | Norwegian | | | | | | 3,2% | 6,5% | 19,4% | 35,5% | 22,6% | 12,9% | 120 | 8,1 | 0,2 | |
| | Swedish | | | 0,8% | 1,6% | 4,8% | 5,6% | 5,6% | 22,2% | 25,4% | 15,1% | 19,0% | 100 | 7,7 | 0,4 | |
| | Spanish | | | | 1,4% | | 7,1% | 8,6% | 32,9% | 30,0% | 11,4% | 8,6% | 87 | 7,5 | 0,3 | |
| | Italian | | | | | 4,9% | 12,7% | 19,6% | 34,3% | 18,6% | 9,8% | | 86 | 7,8 | 0,3 | |
| | Dutch | | 0,6% | | 1,9% | 1,3% | 1,9% | 6,9% | 30,0% | 39,4% | 15,6% | 2,5% | 79 | 7,5 | 0,3 | |
| | Other | | | 0,5% | 0,8% | 2,0% | 4,2% | 6,8% | 14,7% | 28,6% | 26,3% | 16,2% | 566 | 8,0 | 0,1 | |
| Market area | Scandinavia | | | 0,2% | 1,0% | 2,1% | 3,5% | 5,9% | 15,0% | 33,0% | 22,7% | 16,4% | 429 | 8,0 | 0,1 | |
| | Britain | | | 0,6% | 0,7% | 0,9% | 1,0% | 4,0% | 5,5% | 14,7% | 32,4% | 21,0% | 19,4% | 184 | 8,1 | 0,2 |
| | Central/South-Europe | 0,2% | 0,2% | 0,3% | 1,1% | 2,0% | 4,9% | 8,7% | 20,4% | 28,7% | 20,2% | 13,1% | 871 | 7,7 | 0,1 | |
| | North America | 0,3% | | 0,3% | 1,1% | 2,3% | 5,0% | 5,8% | 14,2% | 24,3% | 23,1% | 23,6% | 376 | 8,1 | 0,2 | |
| | Other | | | 1,2% | 1,8% | 2,4% | 5,7% | 6,7% | 16,3% | 27,2% | 24,9% | 13,7% | 185 | 7,8 | 0,2 | |
| Type of trip | Package tour | | | | 0,5% | 1,2% | 4,1% | 7,1% | 17,3% | 25,8% | 23,8% | 20,2% | 202 | 8,1 | 0,2 | |
| | Individually arranged | 0,2% | 0,1% | 0,5% | 1,0% | 2,2% | 4,8% | 7,4% | 17,4% | 29,3% | 21,2% | 15,9% | 1612 | 7,9 | 0,1 | |
| | Mix of both | | 0,7% | 0,5% | 2,9% | 1,7% | 3,9% | 4,2% | 15,0% | 29,2% | 25,6% | 16,2% | 214 | 7,9 | 0,2 | |
| Purpose of visit | Vacation/holiday | 0,2% | 0,1% | 0,4% | 1,0% | 2,1% | 4,7% | 7,2% | 17,4% | 29,7% | 21,1% | 16,0% | 1765 | 7,9 | 0,1 | |
| | Conference/meeting | | 0,4% | | 0,5% | 1,9% | 5,4% | 5,4% | 16,6% | 26,3% | 26,9% | 16,6% | 227 | 8,0 | 0,2 | |
| | Study/research | | | | 1,6% | | 1,8% | 11,9% | 19,9% | 25,6% | 12,9% | 26,4% | 70 | 8,1 | 0,4 | |
| | Visiting friends/relatives | | | | | 2,2% | 1,8% | 6,4% | 15,9% | 32,2% | 20,5% | 21,1% | 124 | 8,2 | 0,2 | |
| | Business/Employment | | | | | 1,9% | 4,7% | 6,8% | 10,3% | 20,7% | 38,9% | 16,7% | 57 | 8,3 | 0,4 | |
| | Event in Iceland | | | | 1,3% | 5,5% | 4,4% | 4,4% | 20,0% | 21,5% | 19,8% | 23,1% | 61 | 8,0 | 0,5 | |
| | Other | | | 1,8% | 1,0% | 1,6% | 5,9% | 11,1% | 12,2% | 26,7% | 18,2% | 21,4% | 156 | 7,9 | 0,3 | |
| Transport type | Flight | 0,2% | 0,2% | 0,4% | 1,2% | 2,1% | 4,6% | 7,0% | 17,1% | 28,8% | 22,0% | 16,5% | 1933 | 7,9 | 0,1 | |
| | Smyril Line | | | | 1,1% | 5,2% | 9,0% | 19,9% | 31,6% | 18,5% | 14,6% | | 113 | 7,9 | 0,3 | |

*Individuals asked: Everyone that ate at a restaurant at least once [BE06]
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE08] How often did you eat at a fast food outlet during your trip to Iceland?

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Never | 1018 | 44,5% | 2,0% |
| 1-2 times | 694 | 30,4% | 1,9% |
| 3-4 times | 263 | 11,5% | 1,3% |
| 5-7 times | 178 | 7,8% | 1,1% |
| 8-10 times | 92 | 4,0% | 0,8% |
| More than 10 times | 41 | 1,8% | 0,5% |
| Number of answers | 2287 | 100,0% | |
| Responded | 2287 | 96,9% | |
| Did not respond** | 72 | 3,1% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | Never | 1-2 times | 3-4 times | 5-7 times | 8-10 times | More than 10 times | Number of answers |
|------------------|----------------------------|-------|-----------|-----------|-----------|------------|--------------------|-------------------|
| Total | Total | 44,5% | 30,4% | 11,5% | 7,8% | 4,0% | 1,8% | 2287 |
| Gender | Male | 41,0% | 30,1% | 11,8% | 9,5% | 5,1% | 2,4% | 1118 |
| | Female | 47,8% | 30,6% | 11,2% | 6,2% | 3,0% | 1,2% | 1168 |
| Age | 24 years and younger | 41,3% | 27,8% | 16,5% | 8,4% | 3,4% | 2,7% | 324 |
| | 25-34 years | 36,4% | 32,1% | 12,5% | 10,5% | 6,1% | 2,4% | 696 |
| | 35-44 years | 41,0% | 33,7% | 12,5% | 7,6% | 3,7% | 1,6% | 403 |
| | 45-54 years | 50,2% | 30,9% | 9,4% | 5,2% | 3,4% | 0,9% | 445 |
| | 55 years and older | 57,7% | 25,9% | 7,4% | 5,8% | 2,1% | 1,2% | 418 |
| Profession | Managerial | 42,3% | 32,4% | 8,4% | 10,0% | 5,4% | 1,4% | 286 |
| | Professional | 46,9% | 28,7% | 12,4% | 6,6% | 4,0% | 1,3% | 700 |
| | Specialized staff | 42,8% | 33,8% | 12,6% | 5,5% | 2,9% | 2,4% | 367 |
| | Clerical/Service | 39,7% | 27,1% | 12,5% | 11,4% | 7,7% | 1,5% | 156 |
| | Student | 42,5% | 28,9% | 12,7% | 9,4% | 3,5% | 3,0% | 356 |
| | Retired/Homemaker | 56,5% | 28,0% | 6,8% | 5,3% | 1,7% | 1,7% | 156 |
| | Other | 41,4% | 32,8% | 11,7% | 9,4% | 3,9% | 0,9% | 240 |
| Household income | Low | 41,6% | 32,1% | 8,2% | 11,0% | 4,7% | 2,4% | 103 |
| | Low average | 39,1% | 26,2% | 15,9% | 11,3% | 5,1% | 2,3% | 192 |
| | Average | 42,5% | 32,9% | 10,7% | 7,7% | 4,3% | 1,9% | 831 |
| | High average | 44,3% | 29,8% | 12,9% | 8,0% | 3,3% | 1,7% | 805 |
| | High | 59,2% | 25,1% | 5,9% | 5,3% | 3,6% | 0,9% | 207 |
| Nationality | American | 51,5% | 28,1% | 11,5% | 4,4% | 3,4% | 1,0% | 319 |
| | German | 39,0% | 32,7% | 12,7% | 8,7% | 6,0% | 1,0% | 304 |
| | French | 40,8% | 28,5% | 10,8% | 10,8% | 6,9% | 2,3% | 205 |
| | Danish | 51,8% | 27,3% | 10,0% | 10,0% | | 0,9% | 163 |
| | British | 56,5% | 26,3% | 12,0% | 3,3% | 1,0% | 1,0% | 165 |
| | Norwegian | 45,5% | 35,4% | 14,1% | 5,1% | | | 128 |
| | Swedish | 44,8% | 34,3% | 13,4% | 4,5% | 3,0% | | 107 |
| | Spanish | 41,6% | 29,9% | 6,5% | 7,8% | 10,4% | 3,9% | 96 |
| | Italian | 35,5% | 27,3% | 10,9% | 12,7% | 7,3% | 6,4% | 93 |
| | Dutch | 50,0% | 33,9% | 8,9% | 4,8% | 1,8% | 0,6% | 82 |
| Other | 40,8% | 31,1% | 11,9% | 9,4% | 4,2% | 2,7% | 620 | |
| Market area | Scandinavia | 46,2% | 33,3% | 12,0% | 7,3% | 1,0% | 0,3% | 464 |
| | Britain | 53,0% | 29,9% | 12,0% | 3,9% | 0,8% | 0,4% | 201 |
| | Central/South-Europe | 40,6% | 30,1% | 11,6% | 9,4% | 5,8% | 2,6% | 995 |
| | North America | 53,8% | 28,0% | 10,0% | 3,8% | 2,6% | 1,8% | 409 |
| | Other | 34,1% | 30,7% | 12,8% | 11,7% | 8,2% | 2,6% | 216 |
| Type of trip | Package tour | 54,4% | 28,8% | 5,2% | 6,3% | 4,8% | 0,5% | 227 |
| | Individually arranged | 43,2% | 30,4% | 12,3% | 8,1% | 4,1% | 2,0% | 1803 |
| | Mix of both | 45,7% | 31,9% | 12,0% | 6,9% | 3,0% | 0,6% | 234 |
| Purpose of visit | Vacation/holiday | 43,4% | 30,6% | 12,0% | 8,1% | 4,2% | 1,7% | 1973 |
| | Conference/meeting | 52,9% | 25,8% | 13,0% | 6,5% | 1,5% | 0,4% | 240 |
| | Study/research | 46,2% | 25,6% | 9,3% | 11,0% | 2,8% | 5,1% | 74 |
| | Visiting friends/relatives | 33,7% | 29,7% | 17,4% | 10,4% | 7,3% | 1,7% | 145 |
| | Business/Employment | 52,1% | 22,1% | 12,8% | 8,0% | 5,0% | | 61 |
| | Event in Iceland | 34,5% | 33,5% | 9,8% | 15,2% | 5,4% | 1,6% | 68 |
| | Other | 45,8% | 28,7% | 8,8% | 11,6% | 2,2% | 3,0% | 186 |
| Transport type | Flight | 44,7% | 30,5% | 11,5% | 7,6% | 4,0% | 1,7% | 2149 |
| | Smyril Line | 41,5% | 28,8% | 11,9% | 10,5% | 4,0% | 3,4% | 138 |

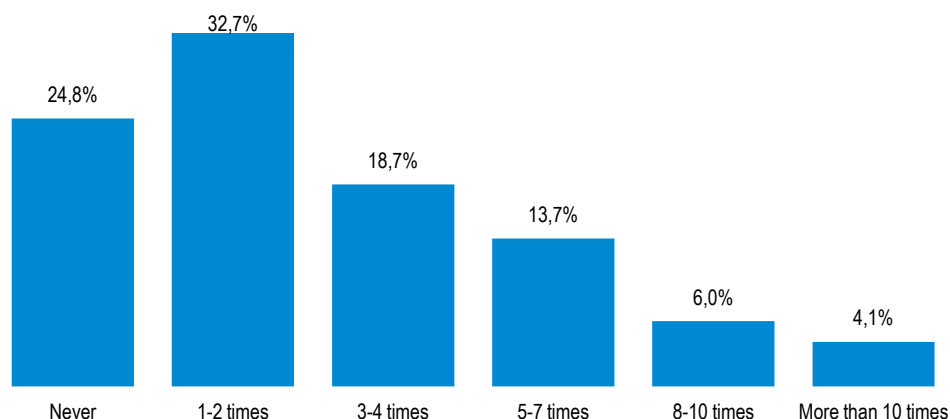
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE11] How often did you undertake recreational activities connected with nature in Iceland, e.g. horse riding, glacier trip, snowmobile trip, boat trip, whale watching, organised hiking tour, etc.?



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Never | 567 | 24,8% | 1,8% |
| 1-2 times | 748 | 32,7% | 1,9% |
| 3-4 times | 428 | 18,7% | 1,6% |
| 5-7 times | 313 | 13,7% | 1,4% |
| 8-10 times | 138 | 6,0% | 1,0% |
| More than 10 times | 94 | 4,1% | 0,8% |
| Number of answers | 2288 | 100,0% | |
| Responded | 2288 | 97,0% | |
| Did not respond** | 71 | 3,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | Never | 1-2 times | 3-4 times | 5-7 times | 8-10 times | More than 10 times | Number of answers |
|------------------|----------------------------|-------|-----------|-----------|-----------|------------|--------------------|-------------------|
| Total | Total | 24,8% | 32,7% | 18,7% | 13,7% | 6,0% | 4,1% | 2288 |
| Gender | Male | 27,3% | 32,5% | 16,9% | 12,2% | 6,2% | 4,8% | 1123 |
| | Female | 22,3% | 32,8% | 20,4% | 15,1% | 5,9% | 3,4% | 1164 |
| Age | 24 years and younger | 23,7% | 31,1% | 19,2% | 11,0% | 8,9% | 6,0% | 323 |
| | 25-34 years | 23,1% | 33,8% | 18,2% | 14,9% | 5,4% | 4,6% | 699 |
| | 35-44 years | 20,3% | 33,1% | 22,2% | 15,5% | 5,9% | 3,1% | 403 |
| | 45-54 years | 24,2% | 32,0% | 19,1% | 12,9% | 7,8% | 3,9% | 449 |
| | 55 years and older | 33,6% | 32,2% | 15,1% | 12,8% | 3,1% | 3,2% | 413 |
| Profession | Managerial | 21,2% | 29,0% | 21,5% | 14,3% | 10,5% | 3,5% | 290 |
| | Professional | 25,9% | 35,2% | 18,5% | 12,3% | 4,4% | 3,8% | 694 |
| | Specialized staff | 24,8% | 31,7% | 17,2% | 17,5% | 3,3% | 5,6% | 367 |
| | Clerical/Service | 16,1% | 29,6% | 21,8% | 22,2% | 8,2% | 2,2% | 158 |
| | Student | 24,4% | 34,3% | 17,7% | 9,3% | 8,6% | 5,7% | 357 |
| | Retired/Homemaker | 37,9% | 32,0% | 14,6% | 9,2% | 4,5% | 1,9% | 154 |
| | Other | 23,2% | 32,1% | 18,8% | 15,7% | 6,0% | 4,1% | 244 |
| Household income | Low | 24,3% | 40,3% | 10,4% | 13,3% | 7,7% | 4,0% | 109 |
| | Low average | 25,1% | 30,9% | 19,7% | 11,5% | 9,4% | 3,4% | 189 |
| | Average | 24,7% | 31,5% | 19,6% | 13,9% | 6,1% | 4,2% | 843 |
| | High average | 25,7% | 32,2% | 19,1% | 14,3% | 5,5% | 3,3% | 800 |
| | High | 22,0% | 39,9% | 16,9% | 13,1% | 3,8% | 4,3% | 205 |
| Nationality | American | 28,8% | 31,9% | 15,3% | 14,2% | 5,8% | 4,1% | 319 |
| | German | 24,7% | 32,7% | 18,0% | 12,7% | 6,0% | 6,0% | 304 |
| | French | 21,5% | 32,3% | 12,3% | 15,4% | 12,3% | 6,2% | 205 |
| | Danish | 28,8% | 34,2% | 15,3% | 15,3% | 5,4% | 0,9% | 164 |
| | British | 22,0% | 41,1% | 19,6% | 10,5% | 4,8% | 1,9% | 165 |
| | Norwegian | 49,0% | 31,6% | 13,3% | 5,1% | 1,0% | | 127 |
| | Swedish | 25,0% | 22,7% | 30,3% | 17,4% | 2,3% | 2,3% | 105 |
| | Spanish | 15,8% | 28,9% | 19,7% | 19,7% | 9,2% | 6,6% | 94 |
| | Italian | 19,3% | 29,4% | 18,3% | 19,3% | 7,3% | 6,4% | 92 |
| | Dutch | 19,5% | 33,5% | 25,6% | 9,1% | 6,7% | 5,5% | 80 |
| Other | 21,5% | 33,3% | 21,6% | 13,8% | 5,6% | 4,3% | 627 | |
| Market area | Scandinavia | 33,0% | 30,8% | 20,1% | 11,8% | 3,5% | 0,8% | 460 |
| | Britain | 21,7% | 42,0% | 20,0% | 11,5% | 3,1% | 1,7% | 202 |
| | Central/South-Europe | 21,8% | 31,7% | 18,9% | 14,0% | 7,9% | 5,7% | 996 |
| | North America | 29,1% | 32,7% | 15,3% | 13,6% | 4,7% | 4,6% | 409 |
| | Other | 16,0% | 32,7% | 19,5% | 18,1% | 8,2% | 5,4% | 218 |
| Type of trip | Package tour | 15,6% | 27,4% | 18,7% | 20,0% | 11,7% | 6,7% | 223 |
| | Individually arranged | 27,3% | 33,4% | 18,2% | 12,5% | 4,8% | 3,7% | 1806 |
| | Mix of both | 12,9% | 33,5% | 22,0% | 16,5% | 9,9% | 5,3% | 234 |
| Purpose of visit | Vacation/holiday | 22,0% | 32,7% | 19,2% | 15,1% | 6,4% | 4,5% | 1974 |
| | Conference/meeting | 34,4% | 40,8% | 17,2% | 6,2% | 1,4% | | 243 |
| | Study/research | 25,2% | 44,8% | 12,6% | 8,3% | 4,4% | 4,8% | 79 |
| | Visiting friends/relatives | 28,7% | 29,3% | 20,9% | 13,1% | 5,5% | 2,5% | 142 |
| | Business/Employment | 47,9% | 26,4% | 15,4% | 4,8% | 1,8% | 3,7% | 60 |
| | Event in Iceland | 33,0% | 31,5% | 13,1% | 12,6% | 6,1% | 3,8% | 66 |
| | Other | 25,6% | 26,5% | 18,8% | 17,5% | 6,2% | 5,3% | 184 |
| Transport type | Flight | 24,7% | 32,3% | 19,1% | 14,0% | 6,2% | 3,8% | 2151 |
| | Smyril Line | 26,4% | 38,9% | 12,9% | 8,7% | 3,9% | 9,1% | 138 |

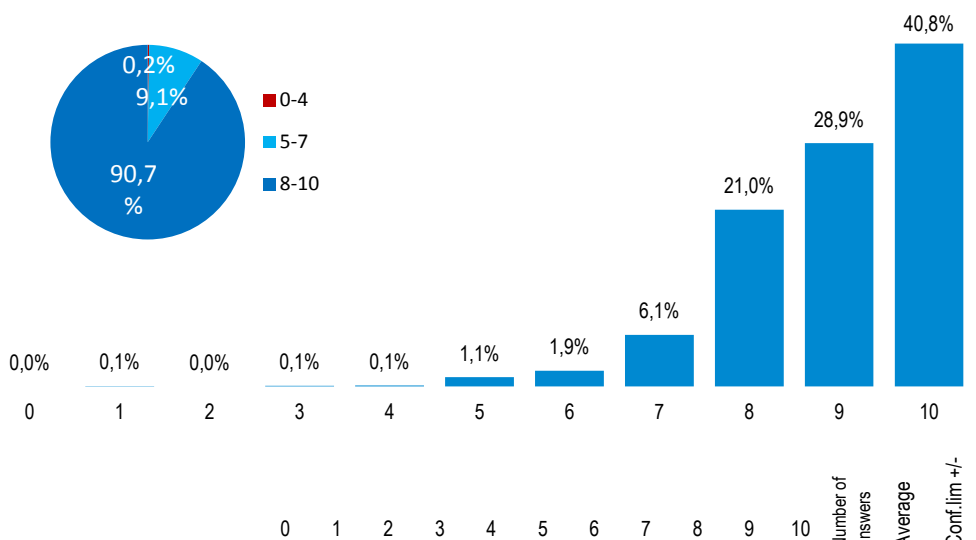
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE12_r1] Rate recreational activities connected with nature in Iceland
- The variety of nature-based activities



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 0 | 0,0% | 0,0% |
| 1 | 1 | 0,1% | 0,1% |
| 2 | 0 | 0,0% | 0,0% |
| 3 | 1 | 0,1% | 0,1% |
| 4 | 2 | 0,1% | 0,2% |
| 5 | 19 | 1,1% | 0,5% |
| 6 | 31 | 1,9% | 0,6% |
| 7 | 103 | 6,1% | 1,1% |
| 8 | 353 | 21,0% | 1,9% |
| 9 | 486 | 28,9% | 2,2% |
| 10 | 685 | 40,8% | 2,4% |
| Number of answers | 1679 | 100,0% | |
| Responded | 1679 | 97,6% | |
| Did not respond** | 42 | 2,4% | |
| Number of respondents | 1721 | 100,0% | |
| Asked* | 1721 | 72,9% | |
| Not asked | 638 | 27,1% | |
| Number of participants | 2359 | 100,0% | |



| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- | |
|------------------|----------------------------|---|------|---|------|------|------|------|-------|-------|-------|-------|-------------------|---------|---------------|-----|
| Total | Total | | 0,1% | | 0,1% | 0,1% | 1,1% | 1,9% | 6,1% | 21,0% | 28,9% | 40,8% | 1679 | 9,0 | 0,1 | |
| Gender | Male | | | | 0,1% | 0,3% | 1,0% | 2,0% | 6,6% | 24,7% | 30,9% | 34,4% | 795 | 8,8 | 0,1 | |
| | Female | | 0,1% | | | | 1,2% | 1,7% | 5,7% | 17,7% | 27,2% | 46,5% | 883 | 9,1 | 0,1 | |
| Age | 24 years and younger | | | | 0,4% | 0,2% | 0,5% | 1,1% | 5,7% | 19,2% | 22,7% | 50,2% | 237 | 9,1 | 0,1 | |
| | 25-34 years | | 0,2% | | | | 1,6% | 1,3% | 5,0% | 19,2% | 29,3% | 43,4% | 526 | 9,0 | 0,1 | |
| | 35-44 years | | | | | | 0,8% | 2,2% | 6,9% | 24,2% | 28,3% | 37,4% | 319 | 8,9 | 0,1 | |
| | 45-54 years | | | | | | 0,5% | 1,6% | 1,1% | 7,4% | 22,1% | 33,9% | 330 | 8,8 | 0,1 | |
| | 55 years and older | | | | | 0,4% | 4,2% | 6,0% | 21,0% | 28,3% | 40,1% | | 265 | 8,9 | 0,1 | |
| Profession | Managerial | | | | | 0,7% | 3,3% | 1,6% | 5,8% | 24,6% | 24,9% | 39,2% | 224 | 8,8 | 0,2 | |
| | Professional | | | | | 1,2% | 2,3% | 5,4% | 21,6% | 31,2% | 38,2% | | 504 | 8,9 | 0,1 | |
| | Specialized staff | | | | | | 2,1% | 7,0% | 17,9% | 24,9% | 48,1% | | 272 | 9,1 | 0,1 | |
| | Clerical/Service | | 0,6% | | | | 1,8% | 1,0% | 6,9% | 26,1% | 29,9% | 33,7% | 130 | 8,8 | 0,2 | |
| | Student | | | | 0,4% | 0,2% | 0,8% | 1,0% | 5,8% | 19,9% | 26,5% | 45,4% | 260 | 9,0 | 0,1 | |
| | Retired/Homemaker | | | | | | | 5,4% | 3,8% | 15,5% | 40,9% | 34,3% | 93 | 8,9 | 0,2 | |
| | Other | | | | | | | 0,6% | 8,8% | 18,9% | 32,4% | 39,3% | 179 | 9,0 | 0,1 | |
| Household income | Low | | | | | | 1,3% | 2,1% | 4,7% | 21,5% | 27,4% | 43,0% | 77 | 9,0 | 0,3 | |
| | Low average | | | | 0,7% | | 0,8% | 0,6% | 5,6% | 20,3% | 32,5% | 39,5% | 137 | 9,0 | 0,2 | |
| | Average | | 0,1% | | | 0,3% | 1,7% | 1,5% | 7,1% | 17,9% | 28,7% | 42,7% | 620 | 9,0 | 0,1 | |
| | High average | | | | | | 0,4% | 2,7% | 5,2% | 23,2% | 29,1% | 39,5% | 587 | 9,0 | 0,1 | |
| | High | | | | | | 2,3% | 2,3% | 5,8% | 27,1% | 30,8% | 31,8% | 155 | 8,8 | 0,2 | |
| Nationality | American | | | | | | 0,5% | 0,5% | 3,3% | 12,4% | 27,8% | 55,5% | 226 | 9,3 | 0,1 | |
| | German | | | | 0,4% | | 0,9% | 0,9% | 5,4% | 18,4% | 29,6% | 44,4% | 226 | 9,1 | 0,1 | |
| | French | | | | | 1,0% | 5,2% | 3,1% | 11,3% | 25,8% | 23,7% | 29,9% | 153 | 8,5 | 0,2 | |
| | Danish | | | | | | 1,3% | 1,3% | 3,8% | 19,2% | 30,8% | 43,6% | 115 | 9,1 | 0,2 | |
| | British | | | | | | 0,6% | 2,5% | 7,6% | 22,9% | 31,8% | 34,4% | 124 | 8,9 | 0,2 | |
| | Norwegian | | | | | | | 2,0% | 4,1% | 30,6% | 22,4% | 40,8% | 63 | 9,0 | 0,3 | |
| | Swedish | | | | | | 1,1% | 4,3% | 6,5% | 25,0% | 21,7% | 41,3% | 73 | 8,9 | 0,3 | |
| | Spanish | | | | | | 1,6% | 4,8% | 11,1% | 22,2% | 33,3% | 27,0% | 78 | 8,6 | 0,3 | |
| | Italian | | | | 1,1% | | | 2,3% | 8,0% | 27,3% | 25,0% | 36,4% | 74 | 8,8 | 0,3 | |
| | Dutch | | | | | | | 0,8% | 11,0% | 38,6% | 33,1% | 16,5% | 62 | 8,5 | 0,2 | |
| | Other | | | | | 0,1% | 0,7% | 1,7% | 4,7% | 19,5% | 30,9% | 42,4% | 479 | 9,0 | 0,1 | |
| Market area | Scandinavia | | | | | | 0,8% | 2,0% | 3,7% | 21,2% | 30,2% | 42,2% | 299 | 9,0 | 0,1 | |
| | Britain | | | | | | 1,3% | 2,9% | 7,9% | 20,4% | 30,0% | 37,6% | 149 | 8,9 | 0,2 | |
| | Central/South-Europe | | 0,1% | | 0,1% | 0,2% | 1,5% | 1,6% | 8,1% | 23,9% | 29,3% | 35,2% | 761 | 8,8 | 0,1 | |
| | North America | | | | 0,2% | | 0,8% | 1,1% | 3,7% | 14,4% | 26,6% | 53,3% | 287 | 9,2 | 0,1 | |
| | Other | | | | | | 0,6% | 3,0% | 4,3% | 19,7% | 27,9% | 44,5% | 181 | 9,0 | 0,2 | |
| Type of trip | Package tour | | | | | | 2,4% | 6,0% | 20,3% | 27,9% | 43,3% | | 180 | 9,0 | 0,2 | |
| | Individually arranged | | 0,1% | | 0,1% | | 1,1% | 1,8% | 6,5% | 21,6% | 28,8% | 40,0% | 1285 | 8,9 | 0,1 | |
| | Mix of both | | | | | 1,1% | 2,0% | 1,1% | 4,3% | 18,2% | 31,5% | 41,8% | 199 | 9,0 | 0,2 | |
| Purpose of visit | Vacation/holiday | | 0,1% | | 0,1% | 0,1% | 1,2% | 1,8% | 6,4% | 20,6% | 29,3% | 40,4% | 1505 | 9,0 | 0,1 | |
| | Conference/meeting | | | | | | 1,5% | | 2,9% | 28,9% | 28,1% | 38,7% | 154 | 9,0 | 0,2 | |
| | Study/research | | | | | 0,9% | 1,9% | 1,9% | 3,7% | 15,3% | 20,3% | 56,0% | 57 | 9,2 | 0,3 | |
| | Visiting friends/relatives | | | | | | | | 4,1% | 19,3% | 25,5% | 51,1% | 98 | 9,2 | 0,2 | |
| | Business/Employment | | | | | | | 7,0% | 5,1% | 9,6% | 53,7% | 24,6% | 31 | 8,7 | 0,5 | |
| | Event in Iceland | | | | | | 1,8% | | | 6,1% | 11,1% | 22,9% | 58,1% | 43 | 9,3 | 0,3 |
| | Other | | | | | | | 1,9% | 7,3% | 25,6% | 23,8% | 41,4% | 127 | 9,0 | 0,2 | |
| Transport type | Flight | | 0,1% | | 0,1% | 1,1% | 1,9% | 6,1% | 21,4% | 28,4% | 41,0% | | 1580 | 9,0 | 0,1 | |
| | Smyril Line | | | | 1,0% | | 1,0% | 1,1% | 6,1% | 15,2% | 37,7% | 37,9% | 99 | 9,0 | 0,2 | |

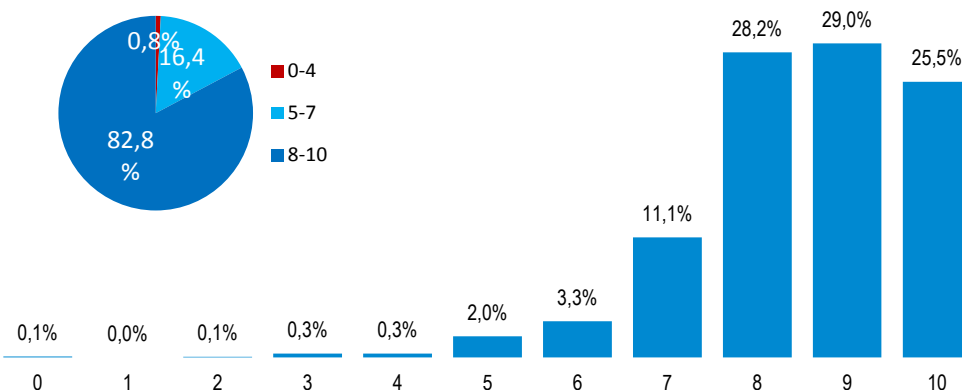
*Individuals asked: Everyone that did undertake recreational activities connected with nature at least once [BE11]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE12_r2] Rate recreational activities connected with nature in Iceland
 - The service of the companies with nature-based activities



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 1 | 0,1% | 0,1% |
| 1 | 0 | 0,0% | 0,0% |
| 2 | 1 | 0,1% | 0,1% |
| 3 | 5 | 0,3% | 0,3% |
| 4 | 5 | 0,3% | 0,3% |
| 5 | 30 | 2,0% | 0,7% |
| 6 | 52 | 3,3% | 0,9% |
| 7 | 172 | 11,1% | 1,6% |
| 8 | 438 | 28,2% | 2,2% |
| 9 | 450 | 29,0% | 2,3% |
| 10 | 395 | 25,5% | 2,2% |
| Number of answers | 1550 | 100,0% | |
| Responded | 1550 | 90,1% | |
| Did not respond** | 171 | 9,9% | |
| Number of respondents | 1721 | 100,0% | |
| Asked* | 1721 | 72,9% | |
| Not asked | 638 | 27,1% | |
| Number of participants | 2359 | 100,0% | |



| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- | |
|------------------|----------------------------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------------------|---------|---------------|-----|
| Total | Total | 0,1% | 0,1% | 0,3% | 0,3% | 2,0% | 3,3% | 11,1% | 28,2% | 29,0% | 25,5% | | 1550 | 8,5 | 0,1 | |
| Gender | Male | 0,2% | | 0,5% | 0,3% | 1,7% | 3,7% | 13,0% | 27,7% | 31,4% | 21,4% | | 738 | 8,4 | 0,1 | |
| | Female | | | 0,1% | 0,2% | 0,4% | 2,2% | 3,0% | 9,4% | 28,7% | 26,9% | 29,1% | 811 | 8,6 | 0,1 | |
| Age | 24 years and younger | | 0,5% | 1,2% | 0,6% | 1,4% | 4,8% | 8,8% | 25,6% | 27,6% | 29,6% | | 224 | 8,5 | 0,2 | |
| | 25-34 years | | | | 0,4% | 2,6% | 3,5% | 13,2% | 27,7% | 29,4% | 23,1% | | 478 | 8,5 | 0,1 | |
| | 35-44 years | 0,4% | | | 0,6% | 0,4% | 2,5% | 11,6% | 30,4% | 28,7% | 25,4% | | 293 | 8,6 | 0,1 | |
| | 45-54 years | | | 0,5% | | 2,8% | 3,4% | 11,2% | 30,5% | 30,3% | 21,3% | | 307 | 8,4 | 0,1 | |
| | 55 years and older | | | 0,4% | | 2,0% | 2,5% | 8,4% | 26,4% | 28,6% | 31,6% | | 248 | 8,7 | 0,2 | |
| Profession | Managerial | | | 0,8% | 0,5% | 2,2% | 3,2% | 9,9% | 30,5% | 29,8% | 23,0% | | 210 | 8,5 | 0,2 | |
| | Professional | 0,3% | | 0,2% | | 3,3% | 2,4% | 12,1% | 28,3% | 28,6% | 24,8% | | 462 | 8,5 | 0,1 | |
| | Specialized staff | | | | 0,3% | | | 3,1% | 11,6% | 25,4% | 31,2% | 28,4% | | 241 | 8,7 | 0,1 |
| | Clerical/Service | | | | | 1,9% | 3,6% | 14,6% | 31,2% | 27,0% | 21,7% | | 122 | 8,4 | 0,2 | |
| | Student | | 0,5% | 1,1% | 0,9% | 1,7% | 6,8% | 9,5% | 27,7% | 25,7% | 26,1% | | 243 | 8,4 | 0,2 | |
| | Retired/Homemaker | | | | | 1,8% | 2,7% | 7,3% | 25,9% | 32,0% | 30,3% | | 89 | 8,7 | 0,2 | |
| | Other | | | | | 1,4% | 1,9% | 11,6% | 29,6% | 32,1% | 23,3% | | 169 | 8,6 | 0,2 | |
| Household income | Low | | | 1,5% | | 1,4% | 0,7% | 9,0% | 6,5% | 37,8% | 18,8% | 24,2% | | 71 | 8,3 | 0,4 |
| | Low average | | | | 0,8% | 2,5% | 0,9% | 4,9% | 9,0% | 24,6% | 36,9% | 20,4% | | 125 | 8,4 | 0,3 |
| | Average | | | | 0,3% | | 2,7% | 2,7% | 14,1% | 25,9% | 27,6% | 26,7% | | 572 | 8,5 | 0,1 |
| | High average | 0,2% | | | 0,2% | 1,8% | 3,4% | 9,8% | 29,7% | 30,3% | 24,5% | | 539 | 8,5 | 0,1 | |
| | High | | | | 0,7% | | 1,7% | 2,3% | 9,7% | 26,9% | 30,4% | 28,2% | | 149 | 8,6 | 0,2 |
| Nationality | American | | | | 0,5% | 1,1% | 1,1% | 4,3% | 18,2% | 32,1% | 42,8% | | 202 | 9,1 | 0,2 | |
| | German | | | 0,5% | 0,5% | 3,5% | 3,5% | 12,4% | 29,2% | 29,7% | 20,8% | | 205 | 8,4 | 0,2 | |
| | French | | | 2,4% | | 4,8% | 4,8% | 14,3% | 41,7% | 21,4% | 10,7% | | 133 | 7,9 | 0,2 | |
| | Danish | | | | 1,4% | 10,0% | 7,1% | 21,4% | 35,7% | 24,3% | | | 104 | 8,5 | 0,3 | |
| | British | | | | 2,0% | 1,3% | 9,9% | 24,5% | 32,5% | 29,8% | | | 119 | 8,7 | 0,2 | |
| | Norwegian | | | 2,2% | 4,4% | | 13,3% | 33,3% | 17,8% | 28,9% | | | 58 | 8,4 | 0,4 | |
| | Swedish | | | | 1,1% | | 3,4% | 16,1% | 28,7% | 20,7% | 29,9% | | 69 | 8,5 | 0,3 | |
| | Spanish | 1,7% | | | | 1,7% | 6,9% | 25,9% | 27,6% | 27,6% | 8,6% | | 72 | 7,9 | 0,4 | |
| | Italian | | | | | 4,7% | 14,1% | 36,5% | 27,1% | 17,6% | | | 72 | 8,4 | 0,3 | |
| | Dutch | | | | | 0,8% | 3,4% | 21,8% | 46,2% | 21,8% | 5,9% | | 58 | 8,0 | 0,2 | |
| | Other | | 0,2% | 0,2% | 0,2% | 1,4% | 2,5% | 8,2% | 26,8% | 31,3% | 28,9% | | 455 | 8,7 | 0,1 | |
| Market area | Scandinavia | | | | 0,8% | 1,9% | 4,5% | 10,6% | 24,7% | 30,2% | 27,3% | | 275 | 8,6 | 0,2 | |
| | Britain | | | | 0,8% | | 1,9% | 1,1% | 9,2% | 25,2% | 32,2% | 29,7% | | 144 | 8,7 | 0,2 |
| | Central/South-Europe | 0,2% | | | 0,6% | 0,1% | 2,6% | 4,3% | 14,4% | 33,6% | 27,5% | 16,7% | | 696 | 8,3 | 0,1 |
| | North America | | | | 0,4% | 1,5% | 1,9% | 4,4% | 18,8% | 29,9% | 43,1% | | 260 | 9,0 | 0,1 | |
| | Other | | | 0,6% | 0,6% | 0,5% | 1,9% | 9,5% | 29,2% | 29,7% | 28,0% | | 174 | 8,6 | 0,2 | |
| Type of trip | Package tour | | | | | | 0,8% | 7,0% | 32,4% | 29,2% | 30,6% | | 176 | 8,8 | 0,1 | |
| | Individually arranged | 0,1% | | 0,1% | 0,3% | 0,5% | 2,2% | 3,8% | 11,7% | 27,1% | 29,8% | 24,4% | | 1166 | 8,5 | 0,1 |
| | Mix of both | | | | 0,8% | | 1,8% | 2,5% | 10,8% | 33,1% | 24,8% | 26,2% | | 192 | 8,5 | 0,2 |
| Purpose of visit | Vacation/holiday | 0,1% | | 0,1% | 0,3% | 0,4% | 2,1% | 3,5% | 11,3% | 28,3% | 28,5% | 25,6% | | 1389 | 8,5 | 0,1 |
| | Conference/meeting | | | | | | 1,5% | 1,7% | 7,2% | 31,5% | 34,2% | 24,0% | | 147 | 8,7 | 0,2 |
| | Study/research | | | | 2,2% | 2,1% | 4,1% | 11,9% | 19,4% | 26,6% | 33,7% | | 49 | 8,6 | 0,4 | |
| | Visiting friends/relatives | | | | 3,4% | 3,4% | 9,7% | 23,7% | 32,0% | 27,8% | | | 86 | 8,6 | 0,3 | |
| | Business/Employment | | | | 3,9% | 11,8% | | 19,6% | 56,6% | 8,1% | | | 27 | 8,2 | 0,6 | |
| | Event in Iceland | | | | | 1,9% | 3,6% | 4,4% | 19,9% | 36,4% | 33,7% | | 41 | 8,9 | 0,4 | |
| | Other | | | 0,9% | 1,4% | | 3,2% | 0,7% | 10,7% | 35,5% | 20,3% | 27,4% | | 116 | 8,4 | 0,3 |
| Transport type | Flight | 0,1% | | 0,1% | 0,3% | 0,3% | 2,0% | 3,4% | 11,2% | 28,0% | 29,0% | 25,6% | | 1460 | 8,5 | 0,1 |
| | Smyril Line | | | | 1,1% | 1,2% | 1,1% | 2,6% | 9,6% | 31,2% | 29,3% | 23,9% | | 91 | 8,5 | 0,3 |

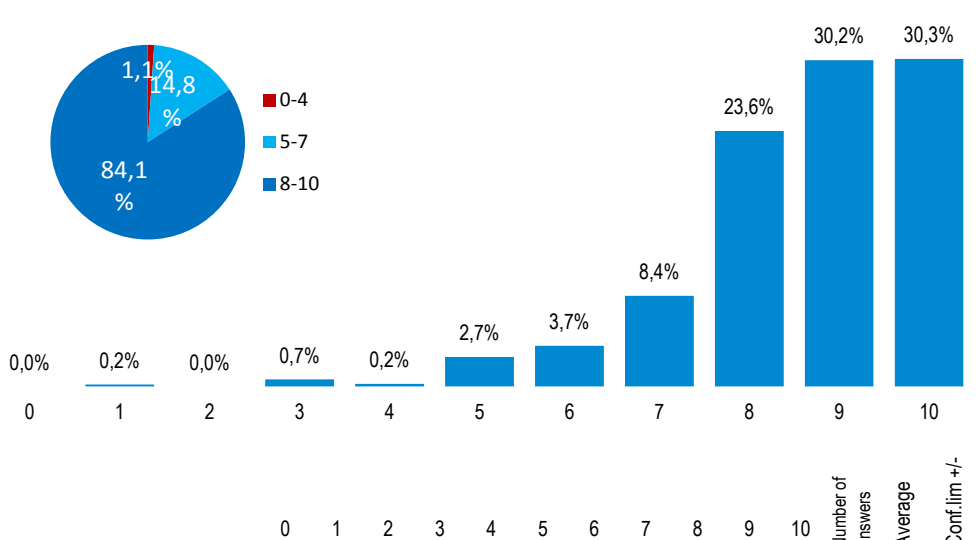
*Individuals asked: Everyone that did undertake recreational activities connected with nature at least once [BE11]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE12_r3] Rate recreational activities connected with nature in Iceland

- Safety equipment and safety instructions of the company with nature-based activities

| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------|-------------|---------------|---------------|
| 0 | 0 | 0,0% | 0,0% |
| 1 | 2 | 0,2% | 0,2% |
| 2 | 0 | 0,0% | 0,0% |
| 3 | 9 | 0,7% | 0,4% |
| 4 | 3 | 0,2% | 0,2% |
| 5 | 39 | 2,7% | 0,8% |
| 6 | 54 | 3,7% | 1,0% |
| 7 | 121 | 8,4% | 1,4% |
| 8 | 340 | 23,6% | 2,2% |
| 9 | 435 | 30,2% | 2,4% |
| 10 | 436 | 30,3% | 2,4% |
| Number of answers | 1440 | 100,0% | |
| Responded | 1440 | 83,7% | |
| Did not respond** | 281 | 16,3% | |
| Number of respondents | 1721 | 100,0% | |
| Asked* | 1721 | 72,9% | |
| Not asked | 638 | 27,1% | |
| Number of participants | 2359 | 100,0% | |



| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- |
|-------------------------|-----------------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------------------|---------|---------------|
| Total | Total | 0,0% | 0,2% | 0,0% | 0,7% | 0,2% | 2,7% | 3,7% | 8,4% | 23,6% | 30,2% | 30,3% | 1440 | 8,6 | 0,1 |
| Gender | Male | | 0,4% | | 0,6% | | 1,8% | 3,6% | 8,7% | 25,4% | 32,7% | 26,9% | 689 | 8,6 | 0,1 |
| | Female | | | | 0,7% | 0,4% | 3,6% | 3,9% | 8,1% | 22,0% | 27,9% | 33,4% | 750 | 8,6 | 0,1 |
| Age | 24 years and younger | | | | 0,9% | 0,4% | 2,3% | 3,8% | 6,3% | 18,0% | 31,6% | 36,9% | 208 | 8,8 | 0,2 |
| | 25-34 years | | 0,3% | | 0,6% | 0,2% | 4,0% | 3,1% | 8,9% | 21,8% | 32,1% | 29,1% | 439 | 8,6 | 0,1 |
| | 35-44 years | | | | 0,5% | | 2,2% | 4,3% | 9,6% | 26,3% | 29,9% | 27,3% | 273 | 8,6 | 0,2 |
| | 45-54 years | | | | 1,1% | 0,3% | 1,9% | 4,1% | 8,3% | 29,9% | 29,4% | 25,0% | 290 | 8,5 | 0,2 |
| | 55 years and older | | | | 0,8% | 0,2% | 2,2% | 3,9% | 8,0% | 21,4% | 26,7% | 36,7% | 229 | 8,7 | 0,2 |
| Profession | Managerial | | | | 0,8% | | 4,0% | 3,4% | 7,4% | 26,2% | 31,1% | 27,1% | 192 | 8,5 | 0,2 |
| | Professional | | 0,3% | | 0,4% | 0,4% | 2,2% | 3,1% | 10,0% | 25,7% | 31,1% | 26,9% | 430 | 8,6 | 0,1 |
| | Specialized staff | | | | 0,7% | | 3,9% | 3,6% | 9,0% | 19,3% | 29,3% | 34,1% | 229 | 8,7 | 0,2 |
| | Clerical/Service | | | | 1,1% | | 3,8% | 5,4% | 7,1% | 24,5% | 33,9% | 24,2% | 114 | 8,5 | 0,3 |
| | Student | | | | 1,3% | 0,8% | 2,3% | 3,7% | 8,4% | 17,9% | 32,0% | 33,6% | 225 | 8,7 | 0,2 |
| | Retired/Homemaker | | | | | | 0,6% | 6,1% | 3,5% | 24,8% | 27,1% | 37,8% | 86 | 8,9 | 0,3 |
| | Other | | | | 1,0% | | 1,4% | 4,0% | 8,0% | 28,7% | 26,5% | 30,4% | 150 | 8,6 | 0,2 |
| Househ. income | Low | | | | | | 1,5% | 3,4% | 4,0% | 25,1% | 27,1% | 38,9% | 69 | 8,9 | 0,3 |
| | Low average | | | | 2,5% | 1,6% | 4,4% | 2,8% | 8,0% | 15,5% | 37,0% | 28,3% | 116 | 8,5 | 0,3 |
| | Average | | 0,2% | | 0,3% | | 3,3% | 4,1% | 8,9% | 22,0% | 29,1% | 32,2% | 539 | 8,6 | 0,1 |
| | High average | | 0,3% | | 0,3% | 0,3% | 2,6% | 3,6% | 7,7% | 25,9% | 32,2% | 27,2% | 495 | 8,6 | 0,1 |
| | High | | | | 1,9% | | 1,5% | 4,2% | 7,0% | 28,9% | 28,2% | 28,4% | 138 | 8,6 | 0,2 |
| Nationality | American | | | | | | 1,8% | 0,6% | 5,9% | 15,4% | 26,6% | 49,7% | 183 | 9,1 | 0,2 |
| | German | | | | 0,6% | 1,1% | 2,8% | 3,4% | 8,4% | 28,1% | 32,0% | 23,6% | 180 | 8,5 | 0,2 |
| | French | | | | 2,4% | | 2,4% | 6,0% | 10,7% | 28,6% | 26,2% | 23,8% | 133 | 8,3 | 0,3 |
| | Danish | | | | 1,5% | | 6,1% | 6,1% | 10,6% | 18,2% | 30,3% | 27,3% | 98 | 8,4 | 0,3 |
| | British | | | | 1,5% | | 2,2% | 3,6% | 5,1% | 27,0% | 29,2% | 31,4% | 108 | 8,7 | 0,3 |
| | Norwegian | | | | | | | 5,0% | 7,5% | 22,5% | 27,5% | 37,5% | 52 | 8,9 | 0,3 |
| | Swedish | | | | | 1,3% | 5,0% | 10,0% | 11,3% | 27,5% | 15,0% | 30,0% | 64 | 8,2 | 0,4 |
| | Spanish | | 3,4% | | | | 3,4% | 5,2% | 13,8% | 24,1% | 36,2% | 13,8% | 72 | 8,1 | 0,4 |
| | Italian | | | | | | 1,2% | 3,5% | 10,6% | 36,5% | 32,9% | 15,3% | 72 | 8,4 | 0,3 |
| | Dutch | | | | | | 0,9% | 4,4% | 13,2% | 50,9% | 27,2% | 3,5% | 56 | 8,1 | 0,2 |
| | Other | | | | 0,5% | 0,1% | 2,9% | 2,7% | 6,5% | 17,7% | 33,9% | 35,5% | 420 | 8,8 | 0,1 |
| Market area | Scandinavia | | 0,6% | 0,3% | 4,0% | 6,1% | 8,3% | 21,8% | 27,7% | 31,2% | 25,4% | 26,9% | 254 | 8,5 | 0,2 |
| | Britain | | | | 2,0% | | 2,0% | 3,0% | 6,7% | 24,6% | 31,2% | 30,3% | 131 | 8,6 | 0,2 |
| | Central/South-Europe | | 0,4% | | 0,6% | 0,3% | 2,1% | 4,4% | 9,5% | 28,9% | 32,2% | 21,7% | 652 | 8,4 | 0,1 |
| | North America | | | | 0,5% | 0,2% | 2,7% | 1,1% | 6,0% | 13,6% | 26,0% | 49,8% | 235 | 9,1 | 0,2 |
| | Other | | | | | | 3,8% | 2,0% | 8,6% | 18,9% | 31,7% | 35,0% | 166 | 8,8 | 0,2 |
| Type of trip | Package tour | | | | | | 2,1% | 1,2% | 9,1% | 18,0% | 32,4% | 37,2% | 164 | 8,9 | 0,2 |
| | Individually arranged | | 0,2% | | 0,9% | 0,2% | 3,1% | 3,9% | 8,2% | 24,0% | 29,8% | 29,7% | 1079 | 8,6 | 0,1 |
| | Mix of both | | | | 0,8% | | 0,8% | 5,6% | 9,2% | 26,7% | 29,9% | 27,1% | 182 | 8,6 | 0,2 |
| Purpose of visit | Vacation/holiday | | 0,2% | | 0,7% | 0,3% | 2,7% | 3,4% | 8,7% | 24,1% | 29,0% | 30,8% | 1294 | 8,6 | 0,1 |
| | Conference/meeting | | | | 0,8% | 0,4% | 2,9% | 5,0% | 9,1% | 21,0% | 37,4% | 23,4% | 132 | 8,5 | 0,2 |
| | Study/research | | | | | | 7,1% | 3,4% | 2,6% | 18,9% | 28,0% | 40,0% | 43 | 8,8 | 0,4 |
| | Visiting friends/relatives | | | | 1,0% | | 4,3% | 1,8% | 5,4% | 24,5% | 15,0% | 48,1% | 81 | 8,9 | 0,3 |
| | Business/Employment | | | | | | 4,2% | | 5,8% | 13,1% | 52,8% | 24,1% | 26 | 8,8 | 0,5 |
| | Event in Iceland | | | | 2,8% | | 1,3% | 1,4% | 8,1% | 23,7% | 16,5% | 46,2% | 37 | 8,8 | 0,5 |
| | Other | | | | | | 1,8% | 6,1% | 8,3% | 28,3% | 23,9% | 31,7% | 110 | 8,6 | 0,2 |
| Transport type | Flight | | 0,2% | | 0,6% | 0,2% | 2,7% | 3,9% | 8,4% | 23,7% | 29,9% | 30,4% | 1354 | 8,6 | 0,1 |
| | Smyril Line | | | | 1,2% | | 3,3% | 1,8% | 7,4% | 22,5% | 34,9% | 28,9% | 86 | 8,7 | 0,3 |

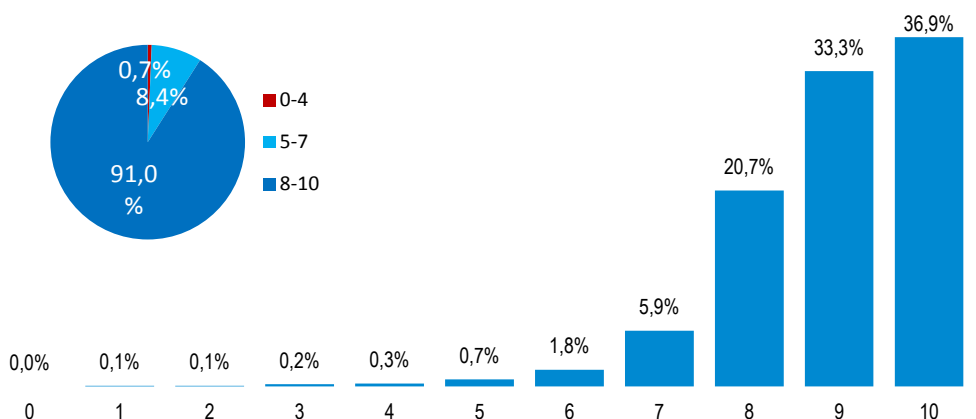
*Individuals asked: Everyone that did undertake recreational activities connected with nature at least once [BE11]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE12_r4] Rate recreational activities connected with nature in Iceland
- Activities connected with nature in general



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 0 | 0,0% | 0,0% |
| 1 | 1 | 0,1% | 0,1% |
| 2 | 1 | 0,1% | 0,1% |
| 3 | 4 | 0,2% | 0,2% |
| 4 | 5 | 0,3% | 0,3% |
| 5 | 12 | 0,7% | 0,4% |
| 6 | 29 | 1,8% | 0,6% |
| 7 | 96 | 5,9% | 1,1% |
| 8 | 337 | 20,7% | 2,0% |
| 9 | 543 | 33,3% | 2,3% |
| 10 | 602 | 36,9% | 2,3% |
| Number of answers | 1629 | 100,0% | |
| Responded | 1629 | 94,7% | |
| Did not respond** | 91 | 5,3% | |
| Number of respondents | 1721 | 100,0% | |
| Asked* | 1721 | 72,9% | |
| Not asked | 638 | 27,1% | |
| Number of participants | 2359 | 100,0% | |



| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- | |
|------------------|----------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------------------|---------|---------------|-----|
| Total | Total | 0,0% | 0,1% | 0,1% | 0,2% | 0,3% | 0,7% | 1,8% | 5,9% | 20,7% | 33,3% | 36,9% | 1629 | 8,9 | 0,1 | |
| Gender | Male | | | | 0,3% | 0,3% | 0,2% | 2,4% | 6,8% | 22,3% | 35,3% | 32,3% | 773 | 8,8 | 0,1 | |
| | Female | | 0,1% | 0,1% | 0,2% | 0,3% | 1,2% | 1,2% | 5,0% | 19,2% | 31,6% | 41,0% | 855 | 9,0 | 0,1 | |
| Age | 24 years and younger | | | | 1,1% | 0,7% | | 1,3% | 3,6% | 16,3% | 28,1% | 48,9% | 235 | 9,1 | 0,2 | |
| | 25-34 years | | 0,2% | | | 0,2% | 0,9% | 1,6% | 5,9% | 19,3% | 35,7% | 36,3% | 515 | 8,9 | 0,1 | |
| | 35-44 years | | | | | | | 1,0% | 0,8% | 7,3% | 24,0% | 33,5% | 309 | 8,9 | 0,1 | |
| | 45-54 years | | | 0,3% | | | 1,4% | 1,7% | 6,3% | 24,6% | 34,8% | 30,3% | 318 | 8,8 | 0,1 | |
| | 55 years and older | | | | 0,4% | 0,3% | | 3,8% | 5,6% | 18,9% | 31,5% | 39,5% | 251 | 8,9 | 0,1 | |
| Profession | Managerial | | | | | | 0,7% | 1,9% | 2,3% | 5,0% | 24,8% | 35,6% | 29,7% | 217 | 8,8 | 0,2 |
| | Professional | | | 0,2% | 0,2% | | 0,7% | 1,8% | 5,4% | 23,4% | 32,8% | 35,5% | 490 | 8,9 | 0,1 | |
| | Specialized staff | | | | | | 0,7% | 0,7% | 7,6% | 17,4% | 33,7% | 39,9% | 260 | 9,0 | 0,1 | |
| | Clerical/Service | | 0,6% | | | | 1,8% | 1,9% | 9,7% | 21,3% | 35,7% | 28,9% | 130 | 8,7 | 0,2 | |
| | Student | | | | 1,0% | 0,6% | | 2,0% | 5,4% | 18,5% | 29,6% | 42,9% | 258 | 9,0 | 0,2 | |
| | Retired/Homemaker | | | 1,3% | | | | 4,6% | 4,6% | 16,9% | 32,8% | 39,8% | 87 | 8,9 | 0,3 | |
| | Other | | | | | | | 0,6% | 4,9% | 18,6% | 37,1% | 38,9% | 172 | 9,1 | 0,1 | |
| Househ. income | Low | | | | | | | 1,4% | 4,3% | 18,7% | 37,2% | 38,4% | 73 | 9,1 | 0,2 | |
| | Low average | | | | 0,8% | | 1,4% | | 7,7% | 19,6% | 31,4% | 39,0% | 134 | 8,9 | 0,2 | |
| | Average | | 0,1% | | | | 0,8% | 2,2% | 7,3% | 18,5% | 33,2% | 38,0% | 602 | 8,9 | 0,1 | |
| | High average | | | | | 0,2% | 0,9% | 2,2% | 4,9% | 22,2% | 34,4% | 35,3% | 568 | 8,9 | 0,1 | |
| | High | | | | 0,7% | 1,8% | | 1,5% | 6,8% | 25,5% | 35,0% | 28,6% | 150 | 8,7 | 0,2 | |
| Nationality | American | | | | | | 0,5% | 0,5% | 3,9% | 12,1% | 28,0% | 55,1% | 224 | 9,3 | 0,1 | |
| | German | | | | 0,5% | | 0,9% | 2,3% | 3,3% | 20,0% | 39,1% | 34,0% | 218 | 8,9 | 0,1 | |
| | French | | | 1,0% | 1,0% | 1,0% | 4,2% | 8,3% | 30,2% | 29,2% | 25,0% | 152 | 8,5 | 0,2 | | |
| | Danish | | | | 1,4% | 1,4% | 5,6% | 18,1% | 30,6% | 43,1% | 107 | 9,0 | 107 | 9,0 | 0,2 | |
| | British | | | | 0,6% | 0,6% | 1,9% | 3,2% | 24,7% | 32,5% | 36,4% | 122 | 8,9 | 0,2 | | |
| | Norwegian | | | | | | | | 6,8% | 22,7% | 34,1% | 36,4% | 57 | 9,0 | 0,2 | |
| | Swedish | | | | | | 2,2% | 2,2% | 6,7% | 21,3% | 21,3% | 46,1% | 71 | 9,0 | 0,3 | |
| | Spanish | | | | | | 1,6% | 3,2% | 16,1% | 25,8% | 35,5% | 17,7% | 77 | 8,4 | 0,3 | |
| | Italian | | | 1,2% | | | | 4,7% | 5,9% | 32,9% | 28,2% | 27,1% | 72 | 8,6 | 0,3 | |
| | Dutch | | | | | | | 0,8% | 10,5% | 50,8% | 26,6% | 11,3% | 61 | 8,4 | 0,2 | |
| | Other | | | 0,2% | 0,2% | 0,6% | 0,5% | 0,9% | 5,5% | 14,8% | 38,2% | 39,0% | 467 | 9,0 | 0,1 | |
| Market area | Scandinavia | | | | | 1,1% | 1,1% | 5,5% | 18,4% | 31,9% | 41,9% | 280 | 9,0 | 0,1 | | |
| | Britain | | | 0,8% | 0,8% | 0,5% | 0,5% | 1,6% | 4,2% | 22,8% | 32,8% | 36,0% | 147 | 8,9 | 0,2 | |
| | Central/South-Europe | | 0,1% | | 0,4% | 0,2% | 0,7% | 2,6% | 6,8% | 25,8% | 35,8% | 27,7% | 737 | 8,7 | 0,1 | |
| | North America | | | | 0,2% | 0,8% | 0,8% | 4,6% | 11,6% | 27,6% | 54,4% | 283 | 9,3 | 0,1 | | |
| | Other | | | | | 1,2% | 0,6% | 1,2% | 6,1% | 16,2% | 35,0% | 39,7% | 180 | 9,0 | 0,2 | |
| Type of trip | Package tour | | | | | | | 0,8% | 6,1% | 17,5% | 33,3% | 42,3% | 176 | 9,1 | 0,1 | |
| | Individually arranged | | 0,1% | 0,1% | 0,3% | 0,4% | 0,7% | 1,8% | 6,0% | 20,8% | 33,8% | 36,0% | 1244 | 8,9 | 0,1 | |
| | Mix of both | | | | | 0,3% | 1,5% | 2,1% | 5,0% | 23,0% | 32,5% | 35,7% | 195 | 8,9 | 0,2 | |
| Purpose of visit | Vacation/holiday | | 0,1% | 0,1% | 0,1% | 0,3% | 0,8% | 1,7% | 6,2% | 21,0% | 33,3% | 36,4% | 1463 | 8,9 | 0,1 | |
| | Conference/meeting | | | | | | 1,5% | | 4,6% | 19,8% | 41,8% | 32,2% | 149 | 9,0 | 0,2 | |
| | Study/research | | | | 1,0% | 2,1% | 2,1% | 4,0% | 15,0% | 22,0% | 53,8% | 53 | 9,1 | 0,4 | | |
| | Visiting friends/relatives | | | | | | | 0,9% | 5,3% | 19,1% | 25,9% | 48,8% | 93 | 9,2 | 0,2 | |
| | Business/Employment | | | | | | 3,6% | | 3,4% | 21,3% | 38,7% | 33,1% | 30 | 8,9 | 0,4 | |
| | Event in Iceland | | | | | 4,4% | 1,2% | 1,3% | 20,6% | 22,6% | 50,0% | 41 | 9,1 | 0,4 | | |
| | Other | | | | 1,3% | | | 2,8% | 3,3% | 26,8% | 27,3% | 38,5% | 121 | 8,9 | 0,2 | |
| Transport type | Flight | | 0,1% | 0,1% | 0,2% | 0,3% | 0,8% | 1,7% | 5,9% | 20,8% | 32,8% | 37,4% | 1537 | 8,9 | 0,1 | |
| | Smyril Line | | | | 1,1% | 1,2% | | 2,2% | 5,2% | 18,8% | 42,1% | 29,5% | 92 | 8,8 | 0,3 | |

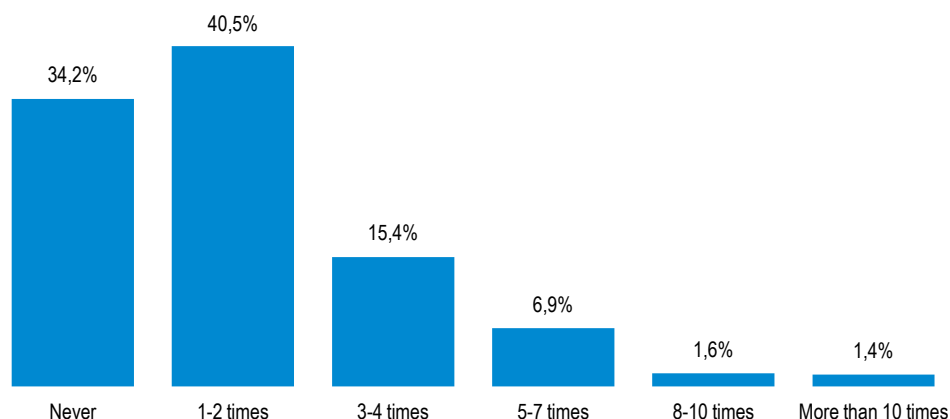
*Individuals asked: Everyone that did undertake recreational activities connected with nature at least once [BE11]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE13] How often did you undertake cultural activities in Iceland, e.g. museum, gallery, concert, theatre and other cultural activities, etc.?



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Never | 792 | 34,2% | 1,9% |
| 1-2 times | 937 | 40,5% | 2,0% |
| 3-4 times | 357 | 15,4% | 1,5% |
| 5-7 times | 161 | 6,9% | 1,0% |
| 8-10 times | 36 | 1,6% | 0,5% |
| More than 10 times | 33 | 1,4% | 0,5% |
| Number of answers | 2316 | 100,0% | |
| Responded | 2316 | 98,2% | |
| Did not respond** | 43 | 1,8% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | Never | 1-2 times | 3-4 times | 5-7 times | 8-10 times | More than 10 times | Number of answers |
|------------------|----------------------------|-------|-----------|-----------|-----------|------------|--------------------|-------------------|
| Total | Total | 34,2% | 40,5% | 15,4% | 6,9% | 1,6% | 1,4% | 2316 |
| Gender | Male | 32,3% | 42,2% | 13,6% | 8,0% | 2,1% | 1,8% | 1127 |
| | Female | 36,0% | 38,8% | 17,1% | 5,9% | 1,0% | 1,1% | 1188 |
| Age | 24 years and younger | 28,2% | 44,0% | 15,4% | 7,8% | 2,0% | 2,6% | 326 |
| | 25-34 years | 36,6% | 40,0% | 14,7% | 6,3% | 1,1% | 1,3% | 709 |
| | 35-44 years | 38,9% | 39,2% | 14,7% | 4,2% | 1,6% | 1,4% | 410 |
| | 45-54 years | 34,1% | 45,2% | 12,5% | 6,1% | 1,2% | 0,9% | 452 |
| | 55 years and older | 30,4% | 34,7% | 20,4% | 10,8% | 2,4% | 1,3% | 419 |
| Profession | Managerial | 35,7% | 42,3% | 12,3% | 7,0% | 1,6% | 1,2% | 293 |
| | Professional | 35,4% | 42,4% | 14,6% | 5,6% | 1,1% | 0,9% | 709 |
| | Specialized staff | 34,1% | 37,9% | 17,2% | 7,6% | 2,3% | 0,9% | 371 |
| | Clerical/Service | 35,7% | 38,3% | 15,9% | 9,0% | 1,0% | | 158 |
| | Student | 26,9% | 44,4% | 17,0% | 7,1% | 2,1% | 2,5% | 358 |
| | Retired/Homemaker | 37,1% | 28,7% | 20,2% | 8,9% | 1,5% | 3,5% | 154 |
| | Other | 35,3% | 39,2% | 14,4% | 7,7% | 1,5% | 2,0% | 245 |
| Household income | Low | 33,8% | 44,6% | 9,5% | 9,9% | | 2,1% | 108 |
| | Low average | 39,8% | 30,3% | 19,2% | 5,1% | 2,8% | 2,9% | 185 |
| | Average | 31,6% | 42,9% | 17,9% | 5,6% | 0,9% | 1,1% | 849 |
| | High average | 35,4% | 39,9% | 13,7% | 8,2% | 1,7% | 1,1% | 816 |
| | High | 39,8% | 36,1% | 12,5% | 8,4% | 1,3% | 1,9% | 208 |
| Nationality | American | 32,5% | 38,6% | 17,6% | 8,8% | 1,4% | 1,0% | 319 |
| | German | 33,2% | 43,0% | 16,9% | 4,9% | 1,6% | 0,3% | 311 |
| | French | 28,7% | 46,3% | 14,0% | 7,4% | 1,5% | 2,2% | 215 |
| | Danish | 49,5% | 30,6% | 8,1% | 7,2% | 1,8% | 2,7% | 164 |
| | British | 31,2% | 41,8% | 15,9% | 9,1% | 1,4% | 0,5% | 165 |
| | Norwegian | 38,8% | 43,9% | 14,3% | 3,1% | | | 127 |
| | Swedish | 38,1% | 44,0% | 14,2% | 3,0% | | 0,7% | 107 |
| | Spanish | 41,8% | 38,0% | 11,4% | 7,6% | 1,3% | | 98 |
| | Italian | 31,8% | 38,2% | 21,8% | 6,4% | | 1,8% | 93 |
| | Dutch | 34,7% | 43,1% | 12,6% | 4,2% | 2,4% | 3,0% | 82 |
| Other | 31,8% | 39,4% | 16,2% | 8,0% | 2,4% | 2,2% | 631 | |
| Market area | Scandinavia | 40,9% | 40,7% | 12,1% | 4,2% | 0,9% | 1,2% | 465 |
| | Britain | 31,5% | 37,8% | 20,3% | 7,6% | 2,3% | 0,4% | 201 |
| | Central/South-Europe | 32,5% | 41,9% | 15,7% | 6,7% | 1,8% | 1,4% | 1018 |
| | North America | 34,4% | 37,3% | 17,1% | 9,2% | 1,3% | 0,8% | 410 |
| | Other | 29,3% | 42,1% | 13,4% | 9,2% | 2,0% | 4,0% | 221 |
| Type of trip | Package tour | 33,0% | 43,0% | 15,1% | 7,1% | 1,8% | | 230 |
| | Individually arranged | 34,2% | 40,6% | 15,4% | 6,7% | 1,6% | 1,6% | 1826 |
| | Mix of both | 35,2% | 37,0% | 16,7% | 8,9% | 1,5% | 0,6% | 237 |
| Purpose of visit | Vacation/holiday | 32,2% | 41,4% | 16,1% | 7,4% | 1,6% | 1,2% | 2002 |
| | Conference/meeting | 43,4% | 41,1% | 11,3% | 3,6% | | 0,6% | 243 |
| | Study/research | 17,5% | 35,7% | 17,4% | 13,7% | 7,7% | 8,0% | 80 |
| | Visiting friends/relatives | 23,4% | 43,7% | 14,8% | 14,4% | 0,8% | 2,8% | 143 |
| | Business/Employment | 55,6% | 25,5% | 10,3% | 5,0% | | 3,6% | 60 |
| | Event in Iceland | 28,5% | 37,6% | 16,7% | 10,1% | 3,2% | 3,8% | 67 |
| | Other | 37,1% | 34,4% | 13,9% | 9,0% | 2,6% | 3,0% | 186 |
| Transport type | Flight | 34,1% | 41,2% | 15,1% | 6,9% | 1,6% | 1,1% | 2175 |
| | Smyril Line | 35,9% | 29,8% | 20,0% | 7,3% | 1,4% | 5,6% | 141 |

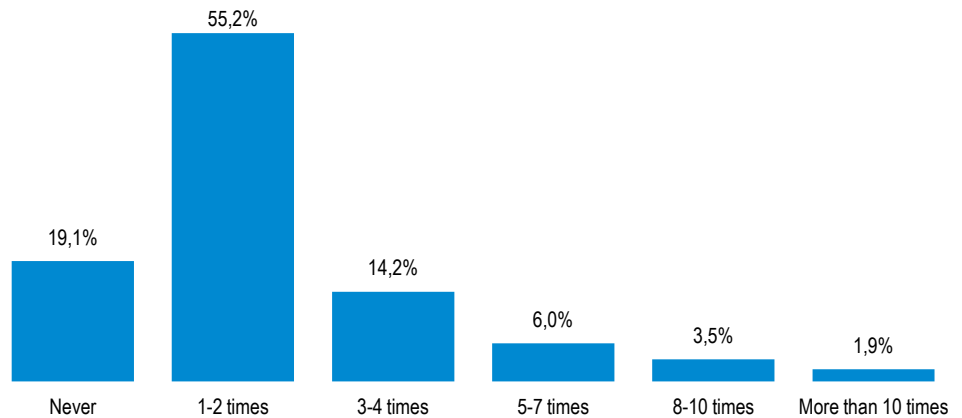
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE15] How often did you undertake health-related activities in Iceland, e.g. swimming, natural baths, spas / health treatment, etc.?



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Never | 444 | 19,1% | 1,6% |
| 1-2 times | 1286 | 55,2% | 2,0% |
| 3-4 times | 331 | 14,2% | 1,4% |
| 5-7 times | 140 | 6,0% | 1,0% |
| 8-10 times | 81 | 3,5% | 0,7% |
| More than 10 times | 45 | 1,9% | 0,6% |
| Number of answers | 2327 | 100,0% | |
| Responded | 2327 | 98,7% | |
| Did not respond** | 32 | 1,3% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

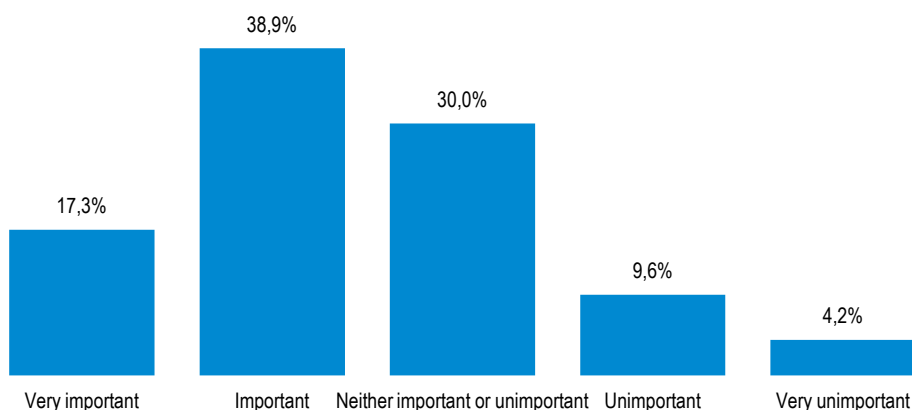


| | | Never | 1-2 times | 3-4 times | 5-7 times | 8-10 times | More than 10 times | Number of answers |
|------------------|----------------------------|-------|-----------|-----------|-----------|------------|--------------------|-------------------|
| Total | Total | 19,1% | 55,2% | 14,2% | 6,0% | 3,5% | 1,9% | 2327 |
| Gender | Male | 23,2% | 51,1% | 15,0% | 5,8% | 3,2% | 1,7% | 1135 |
| | Female | 15,1% | 59,2% | 13,5% | 6,2% | 3,7% | 2,2% | 1191 |
| Age | 24 years and younger | 16,3% | 56,3% | 16,0% | 4,3% | 3,4% | 3,7% | 331 |
| | 25-34 years | 14,3% | 54,5% | 18,9% | 6,7% | 3,7% | 1,9% | 713 |
| | 35-44 years | 20,3% | 54,2% | 12,3% | 7,8% | 4,1% | 1,2% | 410 |
| | 45-54 years | 20,0% | 57,5% | 10,8% | 6,0% | 4,3% | 1,4% | 453 |
| | 55 years and older | 27,2% | 54,2% | 10,4% | 4,5% | 1,7% | 2,0% | 419 |
| Profession | Managerial | 17,9% | 52,6% | 18,2% | 6,1% | 4,0% | 1,3% | 291 |
| | Professional | 21,5% | 57,3% | 12,0% | 4,5% | 3,1% | 1,6% | 707 |
| | Specialized staff | 18,4% | 54,8% | 13,4% | 6,4% | 4,2% | 2,7% | 375 |
| | Clerical/Service | 14,1% | 53,4% | 20,0% | 6,9% | 4,6% | 0,9% | 162 |
| | Student | 17,2% | 54,5% | 15,9% | 5,9% | 3,9% | 2,7% | 362 |
| | Retired/Homemaker | 27,4% | 49,3% | 12,2% | 7,8% | | 3,3% | 156 |
| | Other | 13,5% | 61,2% | 11,9% | 8,0% | 3,9% | 1,4% | 245 |
| Household income | Low | 12,2% | 55,0% | 19,0% | 8,0% | 5,8% | | 110 |
| | Low average | 17,1% | 55,8% | 14,3% | 7,6% | 2,7% | 2,5% | 191 |
| | Average | 18,2% | 55,8% | 13,4% | 6,2% | 4,2% | 2,2% | 850 |
| | High average | 19,6% | 54,9% | 15,2% | 5,6% | 2,6% | 2,0% | 815 |
| | High | 22,7% | 59,6% | 10,0% | 4,2% | 3,0% | 0,5% | 209 |
| Nationality | American | 19,9% | 61,6% | 9,1% | 6,7% | 2,0% | 0,7% | 321 |
| | German | 17,0% | 49,0% | 17,6% | 9,2% | 5,2% | 2,0% | 310 |
| | French | 17,6% | 43,4% | 24,3% | 5,1% | 5,9% | 3,7% | 215 |
| | Danish | 20,7% | 57,7% | 9,0% | 5,4% | 5,4% | 1,8% | 164 |
| | British | 20,1% | 56,9% | 16,7% | 5,3% | 1,0% | | 165 |
| | Norwegian | 20,0% | 66,0% | 4,0% | 6,0% | 2,0% | 2,0% | 129 |
| | Swedish | 21,2% | 68,6% | 5,1% | 2,9% | 0,7% | 1,5% | 109 |
| | Spanish | 13,9% | 63,3% | 12,7% | 1,3% | 8,9% | | 98 |
| | Italian | 21,6% | 49,5% | 19,8% | 3,6% | 4,5% | 0,9% | 93 |
| | Dutch | 27,4% | 59,5% | 7,1% | 3,0% | 1,2% | 1,8% | 82 |
| Other | 18,0% | 53,0% | 16,2% | 6,8% | 2,9% | 3,1% | 634 | |
| Market area | Scandinavia | 20,1% | 63,5% | 7,2% | 5,0% | 2,8% | 1,5% | 467 |
| | Britain | 23,1% | 55,2% | 14,8% | 5,0% | 1,9% | | 201 |
| | Central/South-Europe | 18,7% | 48,7% | 17,6% | 7,0% | 5,4% | 2,6% | 1022 |
| | North America | 17,3% | 64,7% | 10,6% | 5,1% | 1,3% | 1,0% | 412 |
| | Other | 18,6% | 50,4% | 19,2% | 6,3% | 2,0% | 3,5% | 223 |
| Type of trip | Package tour | 21,7% | 65,5% | 9,3% | 1,7% | 1,0% | 0,7% | 233 |
| | Individually arranged | 19,3% | 53,1% | 14,9% | 6,7% | 4,0% | 2,0% | 1831 |
| | Mix of both | 13,2% | 63,1% | 14,0% | 5,1% | 2,6% | 2,0% | 239 |
| Purpose of visit | Vacation/holiday | 16,9% | 56,1% | 15,4% | 6,3% | 3,8% | 1,5% | 2017 |
| | Conference/meeting | 35,1% | 52,8% | 4,8% | 2,7% | 3,3% | 1,4% | 243 |
| | Study/research | 33,9% | 42,6% | 11,8% | 2,0% | 2,6% | 7,0% | 78 |
| | Visiting friends/relatives | 17,3% | 48,4% | 16,6% | 10,5% | 3,4% | 4,0% | 144 |
| | Business/Employment | 43,7% | 38,5% | 8,6% | | 7,3% | 1,9% | 59 |
| | Event in Iceland | 15,5% | 54,3% | 12,5% | 4,7% | 6,6% | 6,4% | 68 |
| | Other | 20,1% | 50,1% | 15,5% | 6,7% | 3,0% | 4,6% | 187 |
| Transport type | Flight | 19,4% | 56,4% | 13,8% | 5,4% | 3,3% | 1,6% | 2186 |
| | Smyril Line | 13,4% | 37,2% | 20,1% | 15,7% | 6,3% | 7,3% | 141 |

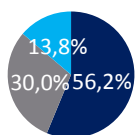
*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE17] How important or unimportant is it to your choice of tourist service company that the company has a recognised quality certification?

| Answers | Count | Pct. % | Conf. lim +/- |
|----------------------------------|-------|--------|---------------|
| Very important | 370 | 17,3% | 1,6% |
| Important | 831 | 38,9% | 2,1% |
| Neither important or unimportant | 640 | 30,0% | 1,9% |
| Unimportant | 205 | 9,6% | 1,2% |
| Very unimportant | 90 | 4,2% | 0,9% |
| Number of answers | 2136 | 100,0% | |
| Responded | 2136 | 90,5% | |
| Did not respond** | 223 | 9,5% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



How important is recognised quality certification?



- Important/very important
- Neither important or unimportant
- Unimportant/very unimportant

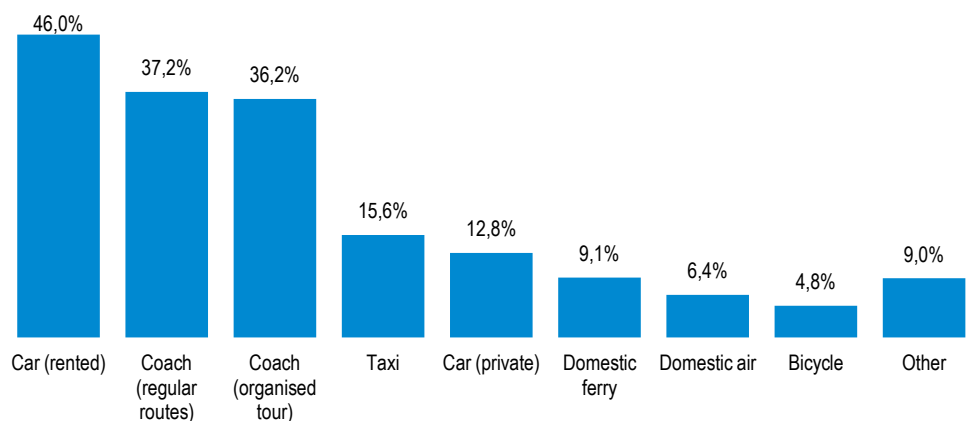
| | | Very important | Important | Neither important or unimportant | Unimportant | Very unimportant | Number of answers |
|----------------------|----------------------------|----------------|-----------|----------------------------------|-------------|------------------|-------------------|
| Total | Total | 17,3% | 38,9% | 30,0% | 9,6% | 4,2% | 2136 |
| Gender | Male | 13,9% | 38,6% | 30,3% | 11,4% | 5,8% | 1040 |
| | Female | 20,6% | 39,2% | 29,6% | 7,9% | 2,7% | 1095 |
| Age | 24 years and younger | 12,2% | 39,9% | 32,0% | 11,4% | 4,5% | 304 |
| | 25-34 years | 12,0% | 36,7% | 34,1% | 12,3% | 5,0% | 639 |
| | 35-44 years | 18,5% | 38,4% | 30,7% | 8,4% | 4,1% | 381 |
| | 45-54 years | 17,5% | 40,0% | 29,8% | 8,3% | 4,4% | 424 |
| | 55 years and older | 29,0% | 40,9% | 21,1% | 6,4% | 2,6% | 386 |
| Profession | Managerial | 15,6% | 40,6% | 31,2% | 7,7% | 4,9% | 278 |
| | Professional | 15,2% | 38,3% | 31,7% | 10,4% | 4,5% | 654 |
| | Specialized staff | 21,9% | 36,7% | 27,1% | 9,5% | 4,8% | 342 |
| | Clerical/Service | 16,4% | 39,6% | 30,8% | 12,5% | 0,8% | 147 |
| | Student | 12,8% | 38,9% | 29,9% | 13,0% | 5,4% | 330 |
| | Retired/Homemaker | 31,6% | 41,4% | 22,4% | 3,8% | 0,8% | 144 |
| | Other | 17,3% | 40,1% | 31,9% | 6,6% | 4,2% | 218 |
| | Household income | Low | 14,3% | 37,6% | 25,2% | 10,1% | 12,8% |
| | Low average | 12,3% | 32,5% | 41,7% | 8,8% | 4,7% | 174 |
| | Average | 19,3% | 38,7% | 28,2% | 9,8% | 4,1% | 776 |
| | High average | 17,2% | 40,5% | 29,3% | 9,6% | 3,4% | 755 |
| | High | 15,2% | 42,4% | 28,8% | 10,1% | 3,5% | 197 |
| Nationality | American | 25,6% | 35,0% | 29,2% | 6,9% | 3,2% | 300 |
| | German | 8,9% | 34,1% | 36,3% | 13,7% | 7,0% | 274 |
| | French | 12,9% | 41,1% | 28,2% | 12,9% | 4,8% | 196 |
| | Danish | 8,0% | 42,0% | 32,0% | 12,0% | 6,0% | 148 |
| | British | 27,3% | 35,3% | 28,3% | 6,4% | 2,7% | 148 |
| | Norwegian | 8,0% | 46,6% | 38,6% | 4,5% | 2,3% | 114 |
| | Swedish | 10,7% | 41,3% | 39,7% | 6,6% | 1,7% | 96 |
| | Spanish | 23,0% | 41,9% | 23,0% | 10,8% | 1,4% | 92 |
| | Italian | 21,6% | 33,3% | 24,5% | 18,6% | 2,0% | 86 |
| | Dutch | 12,3% | 49,4% | 31,2% | 3,2% | 3,9% | 76 |
| | Other | 20,4% | 39,6% | 26,5% | 9,0% | 4,5% | 605 |
| | Market area | Scandinavia | 9,4% | 42,9% | 34,6% | 9,6% | 3,6% |
| Britain | | 25,3% | 36,7% | 27,0% | 6,9% | 4,2% | 181 |
| Central/South-Europe | | 13,5% | 37,8% | 31,1% | 12,0% | 5,6% | 927 |
| North America | | 28,8% | 36,6% | 26,4% | 5,6% | 2,6% | 387 |
| Other | | 22,1% | 42,4% | 24,4% | 8,6% | 2,5% | 217 |
| Type of trip | Package tour | 29,0% | 42,7% | 20,9% | 3,7% | 3,8% | 217 |
| | Individually arranged | 15,2% | 37,8% | 31,3% | 10,9% | 4,7% | 1679 |
| | Mix of both | 20,7% | 44,0% | 30,3% | 4,8% | 0,2% | 220 |
| Purpose of visit | Vacation/holiday | 17,0% | 38,1% | 31,2% | 9,4% | 4,3% | 1842 |
| | Conference/meeting | 13,0% | 47,5% | 25,4% | 10,6% | 3,5% | 223 |
| | Study/research | 16,9% | 47,9% | 17,8% | 8,8% | 8,6% | 72 |
| | Visiting friends/relatives | 12,8% | 37,3% | 33,4% | 6,9% | 9,7% | 125 |
| | Business/Employment | 13,0% | 43,5% | 29,5% | 10,4% | 3,5% | 62 |
| | Event in Iceland | 12,8% | 39,2% | 33,6% | 9,4% | 5,0% | 59 |
| | Other | 15,6% | 37,5% | 33,1% | 10,2% | 3,6% | 170 |
| | Transport type | Flight | 17,6% | 39,1% | 30,2% | 9,4% | 3,7% |
| Smyril Line | | 13,5% | 36,2% | 26,2% | 12,5% | 11,6% | 126 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE018] What means of transport did you use during your stay in Iceland?

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Car (rented) | 1081 | 46,0% | 2,0% |
| Coach (regular routes) | 876 | 37,2% | 2,0% |
| Coach (organised tour) | 852 | 36,2% | 1,9% |
| Taxi | 366 | 15,6% | 1,5% |
| Car (private) | 302 | 12,8% | 1,4% |
| Domestic ferry | 214 | 9,1% | 1,2% |
| Domestic air | 152 | 6,4% | 1,0% |
| Bicycle | 113 | 4,8% | 0,9% |
| Other | 211 | 9,0% | 1,2% |
| Number of answers | 2352 | | |
| Responded | 2352 | 99,7% | |
| Did not respond** | 7 | 0,3% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



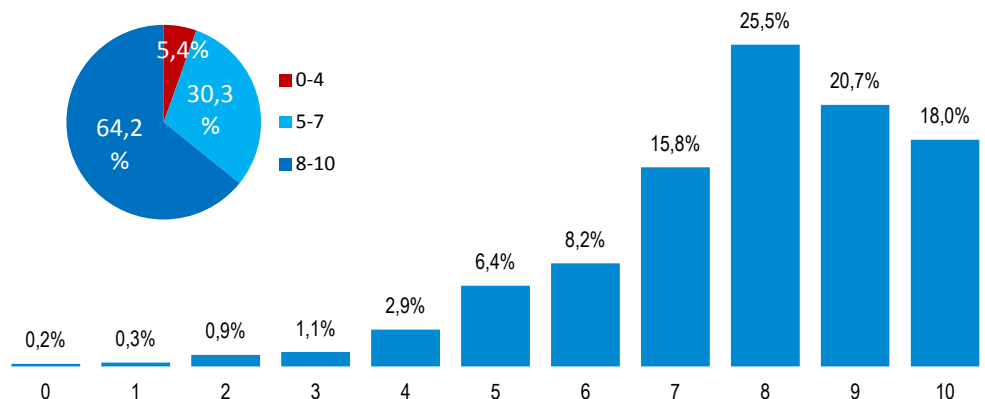
| | | Car (rented) | Coach (regular routes) | Coach (organised tour) | Taxi | Car (private) | Domestic ferry | Domestic air | Bicycle | Other | Number of answers |
|------------------|----------------------------|--------------|------------------------|------------------------|-------|---------------|----------------|--------------|---------|-------|-------------------|
| Total | Total | 46,0% | 37,2% | 36,2% | 15,6% | 12,8% | 9,1% | 6,4% | 4,8% | 9,0% | 2352 |
| Gender | Male | 48,4% | 38,2% | 32,7% | 16,0% | 12,8% | 9,0% | 6,7% | 5,4% | 7,7% | 1148 |
| | Female | 43,7% | 36,3% | 39,5% | 15,1% | 12,8% | 9,2% | 6,2% | 4,2% | 10,2% | 1203 |
| Age | 24 years and younger | 39,2% | 40,9% | 41,6% | 10,1% | 16,5% | 11,4% | 3,4% | 4,4% | 10,9% | 339 |
| | 25-34 years | 48,7% | 42,8% | 33,9% | 14,9% | 12,6% | 10,7% | 6,1% | 4,8% | 9,4% | 719 |
| | 35-44 years | 50,5% | 38,7% | 34,3% | 20,5% | 8,8% | 9,8% | 7,7% | 6,2% | 7,5% | 415 |
| | 45-54 years | 47,6% | 33,1% | 33,6% | 14,8% | 12,9% | 6,3% | 4,6% | 4,8% | 8,4% | 455 |
| | 55 years and older | 40,6% | 27,8% | 40,3% | 16,8% | 14,1% | 6,8% | 10,3% | 3,7% | 8,8% | 423 |
| Profession | Managerial | 53,1% | 35,5% | 31,0% | 13,8% | 12,1% | 8,7% | 6,8% | 5,2% | 7,5% | 292 |
| | Professional | 46,1% | 37,7% | 40,3% | 19,1% | 9,3% | 9,0% | 8,5% | 3,7% | 7,3% | 714 |
| | Specialized staff | 46,6% | 39,5% | 33,5% | 17,2% | 13,8% | 9,0% | 6,2% | 5,3% | 7,3% | 379 |
| | Clerical/Service | 64,2% | 25,9% | 29,7% | 6,3% | 9,5% | 9,7% | 4,4% | 7,4% | 6,0% | 162 |
| | Student | 38,6% | 44,6% | 37,1% | 10,3% | 18,9% | 11,1% | 3,7% | 5,7% | 12,0% | 371 |
| | Retired/Homemaker | 36,7% | 25,5% | 40,4% | 13,7% | 18,1% | 7,2% | 10,2% | 1,7% | 8,2% | 156 |
| Other | | 41,5% | 38,7% | 37,0% | 21,1% | 13,2% | 8,2% | 4,5% | 5,2% | 14,2% | 249 |
| | | | | | | | | | | | |
| Household income | Low | 35,0% | 50,5% | 32,3% | 7,8% | 23,4% | 13,6% | 3,9% | 7,6% | 11,1% | 112 |
| | Low average | 45,3% | 45,1% | 32,9% | 9,4% | 15,2% | 16,7% | 4,9% | 8,4% | 10,7% | 194 |
| | Average | 45,0% | 38,2% | 37,1% | 15,4% | 12,0% | 7,8% | 5,8% | 5,6% | 10,4% | 865 |
| | High average | 48,4% | 34,7% | 35,8% | 16,8% | 12,1% | 8,6% | 7,7% | 3,9% | 7,1% | 816 |
| | High | 47,1% | 28,2% | 40,7% | 21,8% | 10,2% | 6,2% | 9,0% | 2,4% | 7,4% | 209 |
| Nationality | American | 35,0% | 34,0% | 50,2% | 19,9% | 9,8% | 6,7% | 8,1% | 2,4% | 10,1% | 321 |
| | German | 50,2% | 50,8% | 29,4% | 12,6% | 15,2% | 11,3% | 6,1% | 6,1% | 6,1% | 313 |
| | French | 56,9% | 39,4% | 23,4% | 8,0% | 10,9% | 10,2% | 5,1% | 2,9% | 9,5% | 217 |
| | Danish | 32,4% | 39,6% | 30,6% | 15,3% | 25,2% | 6,3% | 2,7% | 10,8% | 7,2% | 164 |
| | British | 43,5% | 41,1% | 42,6% | 16,3% | 9,1% | 11,0% | 11,5% | 5,3% | 12,0% | 165 |
| | Norwegian | 44,0% | 48,0% | 43,0% | 40,0% | 10,0% | 5,0% | 5,0% | | 7,0% | 129 |
| | Swedish | 34,5% | 36,7% | 46,8% | 19,4% | 20,9% | 4,3% | 5,8% | 5,8% | 8,6% | 111 |
| | Spanish | 67,9% | 24,7% | 18,5% | 13,6% | 6,2% | 2,5% | 4,9% | 6,2% | 8,6% | 101 |
| | Italian | 73,0% | 23,4% | 21,6% | 5,4% | 7,2% | 13,5% | 0,9% | 4,5% | 5,4% | 93 |
| | Dutch | 59,2% | 23,1% | 28,4% | 6,5% | 8,3% | 7,7% | 4,1% | 4,1% | 7,7% | 83 |
| Other | 43,2% | 33,8% | 39,4% | 14,6% | 13,3% | 11,3% | 7,7% | 5,0% | 10,4% | 650 | |
| Market area | Scandinavia | 37,4% | 41,4% | 40,5% | 25,6% | 18,6% | 5,6% | 5,8% | 6,1% | 7,3% | 473 |
| | Britain | 40,3% | 42,6% | 46,4% | 20,5% | 8,8% | 9,7% | 12,3% | 6,5% | 10,2% | 202 |
| | Central/South-Europe | 56,8% | 36,3% | 25,6% | 10,0% | 13,0% | 11,8% | 5,2% | 4,8% | 7,7% | 1032 |
| | North America | 36,2% | 34,4% | 49,4% | 20,0% | 8,8% | 6,9% | 7,4% | 2,4% | 10,8% | 416 |
| | Other | 37,6% | 33,3% | 42,9% | 7,6% | 11,2% | 7,3% | 6,6% | 4,9% | 13,3% | 227 |
| Type of trip | Package tour | 24,7% | 17,3% | 62,5% | 9,2% | 9,6% | 5,0% | 8,2% | 1,8% | 5,8% | 237 |
| | Individually arranged | 49,9% | 39,7% | 30,1% | 15,9% | 13,6% | 9,7% | 6,2% | 5,3% | 8,6% | 1856 |
| | Mix of both | 38,5% | 38,9% | 56,0% | 18,1% | 10,6% | 8,7% | 7,1% | 3,8% | 12,9% | 237 |
| Purpose of visit | Vacation/holiday | 49,8% | 36,3% | 34,7% | 14,0% | 12,5% | 10,0% | 6,3% | 4,6% | 8,6% | 2028 |
| | Conference/meeting | 29,3% | 47,6% | 49,0% | 29,5% | 3,9% | 4,5% | 7,0% | 4,8% | 9,4% | 245 |
| | Study/research | 27,3% | 48,6% | 55,2% | 29,5% | 22,7% | 8,3% | 7,5% | 11,8% | 16,7% | 83 |
| | Visiting friends/relatives | 30,5% | 39,5% | 27,4% | 18,8% | 56,3% | 12,6% | 5,3% | 7,0% | 10,0% | 147 |
| | Business/Employment | 25,0% | 48,3% | 27,9% | 28,5% | 26,3% | 9,2% | 11,7% | 7,1% | 14,6% | 65 |
| | Event in Iceland | 42,1% | 46,9% | 38,6% | 27,5% | 19,9% | 7,8% | 1,9% | 10,9% | 14,6% | 69 |
| | Other | 41,6% | 42,7% | 36,8% | 15,3% | 16,6% | 14,8% | 6,4% | 6,6% | 18,6% | 191 |
| Transport type | Flight | 47,8% | 38,1% | 37,5% | 16,3% | 10,2% | 9,0% | 6,6% | 4,5% | 8,7% | 2209 |
| | Smyril Line | 17,9% | 23,7% | 16,0% | 4,1% | 54,0% | 9,7% | 3,7% | 8,9% | 13,2% | 143 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE19_r2] Rate the road system in Iceland
- Signposts – road names, road no.

| Answers | Count | Pct.% | Conf.lim +/- |
|-------------------------------|-------------|---------------|--------------|
| 0 | 4 | 0,2% | 0,2% |
| 1 | 6 | 0,3% | 0,2% |
| 2 | 18 | 0,9% | 0,4% |
| 3 | 23 | 1,1% | 0,5% |
| 4 | 59 | 2,9% | 0,7% |
| 5 | 129 | 6,4% | 1,1% |
| 6 | 165 | 8,2% | 1,2% |
| 7 | 318 | 15,8% | 1,6% |
| 8 | 515 | 25,5% | 1,9% |
| 9 | 418 | 20,7% | 1,8% |
| 10 | 363 | 18,0% | 1,7% |
| Number of answers | 2018 | 100,0% | |
| Responded | 2018 | 85,5% | |
| Did not respond** | 341 | 14,5% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf.lim +/- | |
|----------------------|----------------------------|-------------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------------------|---------|--------------|-----|
| Total | Total | 0,2% | 0,3% | 0,9% | 1,1% | 2,9% | 6,4% | 8,2% | 15,8% | 25,5% | 20,7% | 18,0% | 2018 | 7,8 | 0,1 | |
| Gender | Male | 0,2% | 0,0% | 1,3% | 0,8% | 2,9% | 5,6% | 7,7% | 15,7% | 29,0% | 20,2% | 16,6% | 1020 | 7,8 | 0,1 | |
| | Female | 0,2% | 0,5% | 0,5% | 1,5% | 2,9% | 7,2% | 8,7% | 15,9% | 22,0% | 21,2% | 19,4% | 997 | 7,8 | 0,1 | |
| Age | 24 years and younger | 0,4% | | 1,4% | 1,3% | 5,2% | 4,6% | 7,0% | 16,6% | 21,2% | 20,5% | 21,8% | 288 | 7,8 | 0,2 | |
| | 25-34 years | 0,2% | 0,3% | 0,7% | 1,3% | 3,2% | 5,9% | 9,8% | 16,9% | 23,7% | 19,9% | 18,0% | 614 | 7,7 | 0,1 | |
| | 35-44 years | | 0,6% | 1,4% | 1,0% | 1,2% | 6,8% | 7,8% | 16,3% | 30,8% | 18,2% | 16,0% | 356 | 7,8 | 0,2 | |
| | 45-54 years | 0,2% | 0,3% | 1,2% | 0,7% | 3,3% | 7,9% | 7,7% | 14,9% | 26,9% | 20,4% | 16,6% | 394 | 7,7 | 0,2 | |
| | 55 years and older | 0,3% | 0,1% | | 1,3% | 1,9% | 6,6% | 7,4% | 13,8% | 25,3% | 25,0% | 18,3% | 366 | 8,0 | 0,2 | |
| Profession | Managerial | 0,4% | | 1,0% | 0,2% | 1,6% | 7,4% | 8,7% | 17,6% | 28,1% | 22,0% | 13,1% | 264 | 7,7 | 0,2 | |
| | Professional | 0,3% | 0,5% | 0,9% | 1,1% | 2,4% | 6,3% | 7,5% | 15,5% | 28,0% | 19,4% | 17,9% | 593 | 7,8 | 0,1 | |
| | Specialized staff | | 0,5% | 1,4% | 0,9% | 4,0% | 8,3% | 10,1% | 12,2% | 22,3% | 20,3% | 20,1% | 330 | 7,7 | 0,2 | |
| | Clerical/Service | | | | 0,8% | 2,1% | 8,6% | 7,9% | 23,9% | 26,0% | 17,7% | 13,1% | 152 | 7,7 | 0,3 | |
| | Student | 0,3% | | 1,8% | 1,8% | 4,4% | 5,2% | 6,6% | 15,5% | 22,9% | 19,1% | 22,2% | 315 | 7,8 | 0,2 | |
| | Retired/Homemaker | | | | 4,6% | 1,4% | 2,6% | 5,5% | 11,7% | 25,7% | 26,9% | 21,6% | 130 | 8,1 | 0,3 | |
| | Other | | 0,5% | | | | 3,4% | 4,2% | 9,6% | 16,3% | 25,2% | 26,6% | 14,3% | 208 | 7,9 | 0,2 |
| Household income | Low | | | 1,1% | | 2,1% | 5,8% | 14,5% | 16,6% | 14,2% | 19,2% | 26,5% | 97 | 7,9 | 0,4 | |
| | Low average | 0,7% | 1,4% | 1,7% | 1,6% | 3,8% | 6,2% | 6,4% | 16,4% | 23,6% | 19,5% | 18,8% | 166 | 7,6 | 0,3 | |
| | Average | 0,1% | 0,4% | 0,7% | 1,0% | 2,1% | 6,4% | 8,9% | 17,8% | 25,6% | 20,7% | 16,4% | 743 | 7,8 | 0,1 | |
| | High average | 0,1% | 0,1% | 1,0% | 1,0% | 3,6% | 7,0% | 7,1% | 13,8% | 27,3% | 21,0% | 18,0% | 701 | 7,8 | 0,1 | |
| | High | 0,6% | 0,6% | 0,6% | 2,4% | 3,6% | 5,9% | 4,6% | 16,4% | 26,0% | 22,6% | 17,1% | 176 | 7,8 | 0,3 | |
| Nationality | American | 0,4% | | 1,7% | 0,8% | 4,2% | 4,2% | 5,5% | 11,3% | 23,5% | 20,2% | 28,2% | 257 | 8,1 | 0,2 | |
| | German | 0,4% | 1,1% | 0,4% | 0,7% | 4,3% | 7,2% | 9,8% | 14,9% | 22,8% | 21,0% | 17,4% | 280 | 7,7 | 0,2 | |
| | French | | | 0,8% | 1,7% | 2,5% | 10,1% | 11,8% | 20,2% | 25,2% | 12,6% | 15,1% | 188 | 7,5 | 0,3 | |
| | Danish | | | 1,1% | | 3,4% | 11,2% | 13,5% | 16,9% | 21,3% | 20,2% | 12,4% | 132 | 7,5 | 0,3 | |
| | British | | | | 3,0% | 3,6% | 4,2% | 7,2% | 20,4% | 28,7% | 18,6% | 14,4% | 132 | 7,7 | 0,3 | |
| | Norwegian | | | | 1,2% | 2,5% | 3,7% | 4,9% | 11,1% | 33,3% | 24,7% | 18,5% | 105 | 8,1 | 0,3 | |
| | Swedish | 1,0% | | | 2,0% | 5,0% | 10,9% | 6,9% | 15,8% | 22,8% | 19,8% | 15,8% | 80 | 7,5 | 0,4 | |
| | Spanish | | 1,3% | 2,5% | 1,3% | 2,5% | 10,1% | 11,4% | 27,8% | 25,3% | 12,7% | 5,1% | 98 | 7,0 | 0,4 | |
| | Italian | | | | 0,9% | 1,9% | 5,6% | 11,1% | 27,8% | 20,4% | 15,7% | 16,7% | 91 | 7,7 | 0,3 | |
| | Dutch | | 0,7% | | 0,7% | 1,3% | 2,6% | 4,6% | 29,6% | 36,2% | 21,1% | 3,3% | 75 | 7,7 | 0,3 | |
| | Other | 0,2% | 0,2% | 1,3% | 1,1% | 1,7% | 5,0% | 6,5% | 10,7% | 26,2% | 25,8% | 21,4% | 577 | 8,1 | 0,1 | |
| | Market area | Scandinavia | 0,2% | | 0,8% | 1,0% | 3,0% | 8,9% | 8,5% | 14,8% | 25,7% | 23,2% | 14,0% | 367 | 7,7 | 0,2 |
| | | Britain | | 0,7% | | 2,5% | 3,8% | 4,9% | 8,4% | 16,5% | 27,4% | 19,0% | 16,8% | 156 | 7,7 | 0,3 |
| Central/South-Europe | | 0,1% | 0,5% | 1,1% | 1,0% | 2,8% | 7,0% | 9,4% | 18,7% | 25,4% | 18,8% | 15,1% | 951 | 7,6 | 0,1 | |
| North America | | 0,3% | | 1,3% | 1,0% | 3,9% | 4,7% | 6,4% | 11,4% | 23,5% | 20,7% | 27,0% | 335 | 8,1 | 0,2 | |
| Other | | 0,5% | | 0,5% | 1,1% | 1,1% | 3,0% | 4,8% | 10,9% | 27,4% | 26,5% | 24,2% | 207 | 8,3 | 0,2 | |
| Type of trip | Package tour | 0,5% | | 1,8% | 2,9% | 8,0% | 7,6% | 14,9% | 28,6% | 14,4% | 21,3% | 193 | 7,8 | 0,3 | | |
| | Individually arranged | 0,2% | 0,3% | 0,9% | 0,9% | 3,1% | 5,9% | 8,1% | 16,0% | 25,2% | 21,6% | 17,7% | 1608 | 7,8 | 0,1 | |
| | Mix of both | | 0,5% | 1,2% | 2,3% | 1,3% | 9,0% | 9,6% | 15,3% | 23,0% | 21,1% | 16,6% | 199 | 7,7 | 0,3 | |
| Purpose of visit | Vacation/holiday | 0,2% | 0,3% | 1,0% | 1,1% | 2,8% | 6,5% | 8,3% | 15,8% | 25,3% | 20,7% | 18,0% | 1760 | 7,8 | 0,1 | |
| | Conference/meeting | | | | 2,0% | 0,4% | 5,8% | 6,0% | 17,0% | 31,6% | 22,2% | 14,9% | 184 | 7,9 | 0,2 | |
| | Study/research | | | 2,1% | 1,9% | 2,6% | 4,8% | 3,6% | 14,7% | 31,2% | 17,1% | 22,2% | 71 | 7,9 | 0,4 | |
| | Visiting friends/relatives | | | 1,0% | | 1,9% | 5,1% | 6,0% | 23,3% | 27,1% | 17,8% | 17,8% | 129 | 7,9 | 0,3 | |
| | Business/Employment | | | 2,4% | | 6,3% | 9,3% | 7,1% | | 38,3% | 21,0% | 15,6% | 57 | 7,7 | 0,5 | |
| | Event in Iceland | | | 1,8% | | 1,7% | 4,5% | 5,8% | 14,7% | 22,6% | 34,7% | 14,3% | 60 | 8,1 | 0,4 | |
| | Other | 0,7% | | 1,0% | 1,0% | 5,5% | 4,1% | 6,9% | 15,2% | 27,2% | 19,8% | 18,5% | 161 | 7,8 | 0,3 | |
| Transport type | Flight | 0,2% | 0,3% | 1,0% | 1,1% | 3,0% | 6,3% | 8,0% | 16,2% | 25,6% | 20,9% | 17,4% | 1888 | 7,8 | 0,1 | |
| | Smyril Line | | | | 1,0% | 1,1% | 8,1% | 10,6% | 9,9% | 24,6% | 18,4% | 26,3% | 130 | 8,1 | 0,3 | |

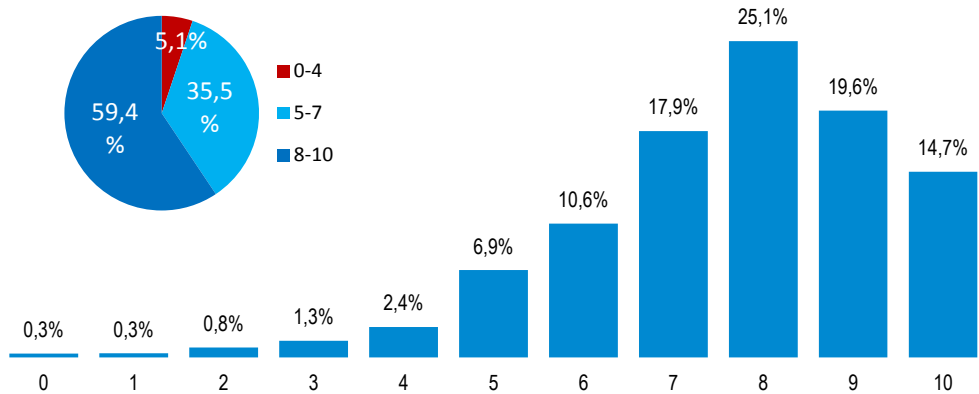
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE19_r5] Rate the road system in Iceland
- The road system in general



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 7 | 0,3% | 0,2% |
| 1 | 7 | 0,3% | 0,2% |
| 2 | 17 | 0,8% | 0,4% |
| 3 | 28 | 1,3% | 0,5% |
| 4 | 52 | 2,4% | 0,6% |
| 5 | 149 | 6,9% | 1,1% |
| 6 | 229 | 10,6% | 1,3% |
| 7 | 387 | 17,9% | 1,6% |
| 8 | 541 | 25,1% | 1,8% |
| 9 | 422 | 19,6% | 1,7% |
| 10 | 318 | 14,7% | 1,5% |
| Number of answers | 2158 | 100,0% | |
| Responded | 2158 | 91,5% | |
| Did not respond** | 201 | 8,5% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



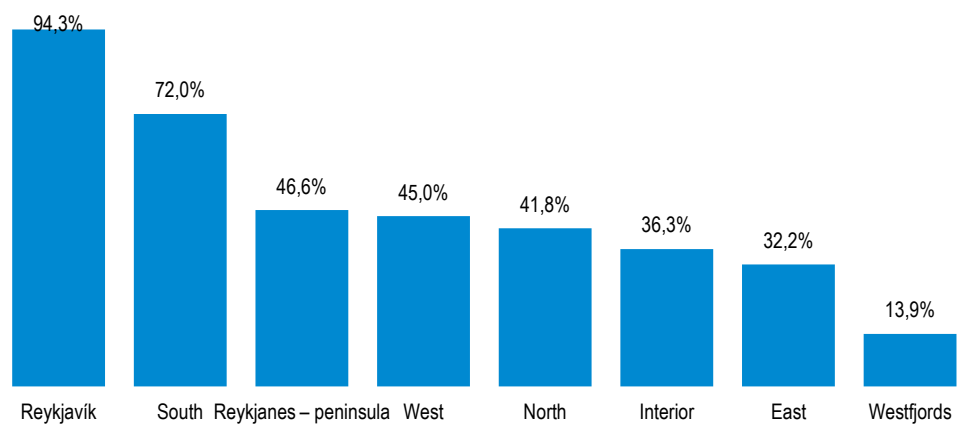
| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- |
|------------------|----------------------------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------------------|---------|---------------|
| Total | Total | 0,3% | 0,3% | 0,8% | 1,3% | 2,4% | 6,9% | 10,6% | 17,9% | 25,1% | 19,6% | 14,7% | 2158 | 7,6 | 0,1 |
| Gender | Male | 0,4% | 0,3% | 0,9% | 1,4% | 2,2% | 7,1% | 10,9% | 17,8% | 26,1% | 19,7% | 13,3% | 1078 | 7,6 | 0,1 |
| | Female | 0,2% | 0,4% | 0,7% | 1,2% | 2,6% | 6,7% | 10,3% | 18,1% | 24,1% | 19,4% | 16,2% | 1079 | 7,7 | 0,1 |
| Age | 24 years and younger | 0,3% | | | 0,5% | 1,9% | 8,4% | 8,6% | 18,3% | 24,1% | 17,8% | 19,9% | 314 | 7,8 | 0,2 |
| | 25-34 years | 0,2% | 0,6% | 0,8% | 1,1% | 3,6% | 5,4% | 12,9% | 18,1% | 24,7% | 19,6% | 13,0% | 667 | 7,6 | 0,1 |
| | 35-44 years | 0,9% | 0,6% | 0,3% | 2,0% | 2,0% | 5,8% | 11,0% | 16,1% | 28,3% | 17,9% | 15,0% | 375 | 7,6 | 0,2 |
| | 45-54 years | | | 2,2% | 1,7% | 3,2% | 9,5% | 9,6% | 19,0% | 24,1% | 17,2% | 13,4% | 416 | 7,4 | 0,2 |
| | 55 years and older | 0,3% | 0,2% | 0,2% | 1,1% | 0,4% | 6,6% | 9,0% | 18,0% | 24,4% | 25,0% | 14,7% | 386 | 7,9 | 0,2 |
| Profession | Managerial | 0,4% | | 1,4% | 0,7% | 1,5% | 7,9% | 13,7% | 19,5% | 26,8% | 16,7% | 11,4% | 273 | 7,5 | 0,2 |
| | Professional | 0,2% | 0,6% | 0,1% | 1,3% | 2,4% | 5,9% | 10,3% | 16,9% | 27,4% | 20,1% | 14,7% | 653 | 7,7 | 0,1 |
| | Specialized staff | 0,7% | 0,4% | 1,8% | 1,2% | 3,7% | 7,7% | 10,3% | 18,8% | 19,9% | 17,2% | 18,2% | 344 | 7,5 | 0,2 |
| | Clerical/Service | | | 0,8% | 2,5% | 3,1% | 3,0% | 10,1% | 15,5% | 20,6% | 24,2% | 13,0% | 156 | 7,0 | 0,3 |
| | Student | 0,6% | | | 1,3% | 2,4% | 6,6% | 8,1% | 17,8% | 26,2% | 18,2% | 18,7% | 348 | 7,8 | 0,2 |
| | Retired/Homemaker | | 0,5% | 1,6% | 1,6% | 0,8% | 5,4% | 3,8% | 13,4% | 29,8% | 28,0% | 15,1% | 146 | 8,0 | 0,3 |
| | Other | | | | 0,5% | 2,3% | 4,6% | 4,6% | 13,1% | 18,8% | 21,7% | 27,3% | 11,8% | 213 | 7,8 |
| Household income | Low | | | | 1,0% | 4,5% | 9,6% | 13,5% | 8,8% | 23,8% | 16,4% | 22,5% | 104 | 7,7 | 0,4 |
| | Low average | 1,3% | | | 0,6% | 1,5% | 6,8% | 11,4% | 17,2% | 25,3% | 20,8% | 15,2% | 180 | 7,7 | 0,3 |
| | Average | 0,3% | 0,7% | 1,0% | 1,1% | 3,3% | 7,3% | 11,1% | 18,5% | 24,4% | 17,9% | 14,4% | 796 | 7,5 | 0,1 |
| | High average | 0,3% | 0,2% | 1,2% | 1,6% | 1,6% | 6,7% | 10,2% | 18,1% | 24,9% | 20,7% | 14,4% | 748 | 7,7 | 0,1 |
| | High | | | | 2,7% | 2,9% | 4,9% | 7,9% | 18,3% | 28,8% | 20,7% | 13,8% | 187 | 7,7 | 0,2 |
| Nationality | American | 0,4% | | 0,4% | 1,1% | 0,4% | 5,2% | 4,1% | 10,0% | 25,6% | 27,8% | 25,2% | 292 | 8,3 | 0,2 |
| | German | 0,7% | 0,3% | 0,3% | 1,7% | 4,0% | 7,4% | 14,8% | 16,1% | 21,5% | 22,8% | 10,4% | 302 | 7,4 | 0,2 |
| | French | | | 1,6% | 1,6% | 2,4% | 10,3% | 22,2% | 25,4% | 15,1% | 11,1% | 10,3% | 199 | 7,0 | 0,2 |
| | Danish | | 1,1% | 2,2% | 1,1% | 6,5% | 11,8% | 10,8% | 15,1% | 28,0% | 12,9% | 10,8% | 138 | 7,1 | 0,3 |
| | British | | | 1,6% | 2,6% | 5,3% | 7,9% | 17,9% | 35,3% | 15,3% | 14,2% | 150 | 7,8 | 0,3 | |
| | Norwegian | | | 1,2% | 2,4% | 8,5% | 9,8% | 14,6% | 28,0% | 17,1% | 18,3% | 106 | 7,8 | 0,3 | |
| | Swedish | | 1,0% | 1,0% | 1,9% | 4,8% | 3,8% | 11,4% | 30,5% | 25,7% | 11,4% | 8,6% | 84 | 7,2 | 0,4 |
| | Spanish | 2,5% | 2,5% | 6,2% | 3,8% | 5,0% | 12,5% | 16,3% | 25,0% | 20,0% | 3,8% | 2,5% | 99 | 6,0 | 0,4 |
| | Italian | | | | 4,5% | 7,3% | 18,2% | 25,5% | 22,7% | 13,6% | 8,2% | 93 | 7,3 | 0,3 | |
| | Dutch | | | | 0,6% | 0,6% | 2,5% | 5,6% | 32,1% | 42,0% | 13,0% | 3,7% | 79 | 7,6 | 0,2 |
| | Other | 0,2% | 0,2% | 0,3% | 0,9% | 0,6% | 5,5% | 7,2% | 15,8% | 25,0% | 25,2% | 19,1% | 611 | 8,0 | 0,1 |
| Market area | Scandinavia | | 0,6% | 1,1% | 1,1% | 4,2% | 7,6% | 11,1% | 18,8% | 27,3% | 15,6% | 12,4% | 385 | 7,4 | 0,2 |
| | Britain | | | | 1,3% | 2,4% | 5,5% | 7,8% | 15,2% | 34,8% | 19,0% | 14,1% | 181 | 7,8 | 0,2 |
| | Central/South-Europe | 0,5% | 0,5% | 1,2% | 1,5% | 2,9% | 8,8% | 14,1% | 21,6% | 22,2% | 16,8% | 9,9% | 992 | 7,3 | 0,1 |
| | North America | 0,3% | | 0,3% | 0,9% | 0,3% | 3,9% | 4,3% | 11,1% | 27,8% | 25,2% | 26,0% | 377 | 8,4 | 0,2 |
| | Other | 0,5% | | | 1,5% | 0,9% | 3,5% | 7,0% | 14,2% | 20,9% | 29,7% | 21,8% | 222 | 8,2 | 0,2 |
| Type of trip | Package tour | 0,5% | 0,4% | | 1,9% | 1,7% | 8,1% | 9,5% | 13,4% | 28,0% | 17,7% | 18,8% | 212 | 7,8 | 0,2 |
| | Individually arranged | 0,3% | 0,4% | 0,9% | 1,3% | 2,4% | 6,6% | 10,6% | 18,3% | 25,1% | 19,9% | 14,1% | 1709 | 7,6 | 0,1 |
| | Mix of both | | | 0,6% | 0,7% | 3,5% | 7,8% | 12,3% | 19,8% | 22,1% | 19,3% | 13,9% | 217 | 7,6 | 0,2 |
| Purpose of visit | Vacation/holiday | 0,4% | 0,4% | 0,8% | 1,3% | 2,5% | 7,2% | 11,1% | 17,9% | 25,2% | 19,1% | 14,2% | 1884 | 7,6 | 0,1 |
| | Conference/meeting | | | | 0,8% | 1,5% | 4,0% | 8,3% | 20,9% | 27,1% | 24,6% | 12,1% | 198 | 7,9 | 0,2 |
| | Study/research | | | | 1,1% | 3,7% | 5,6% | 5,7% | 17,1% | 26,1% | 24,3% | 16,5% | 75 | 7,9 | 0,4 |
| | Visiting friends/relatives | | 1,1% | 0,5% | 1,7% | 4,3% | 4,8% | 8,1% | 18,1% | 21,8% | 22,5% | 17,1% | 134 | 7,7 | 0,3 |
| | Business/Employment | | | | 4,5% | 11,9% | 5,6% | 14,4% | 21,7% | 25,7% | 16,4% | 57 | 7,8 | 0,5 | |
| | Event in Iceland | | | | 5,0% | 8,4% | 2,2% | 17,8% | 17,9% | 32,3% | 16,4% | 60 | 8,0 | 0,4 | |
| | Other | 0,6% | | 1,9% | 0,9% | 4,2% | 7,1% | 12,7% | 13,2% | 24,1% | 21,3% | 14,0% | 167 | 7,5 | 0,3 |
| Transport type | Flight | 0,3% | 0,3% | 0,8% | 1,3% | 2,4% | 6,8% | 10,6% | 18,1% | 25,3% | 19,6% | 14,5% | 2018 | 7,6 | 0,1 |
| | Smyril Line | | | 1,1% | 0,9% | 3,1% | 8,0% | 11,1% | 16,1% | 21,9% | 19,4% | 18,5% | 139 | 7,7 | 0,3 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE20] Did you visit any of the following sites/regions?

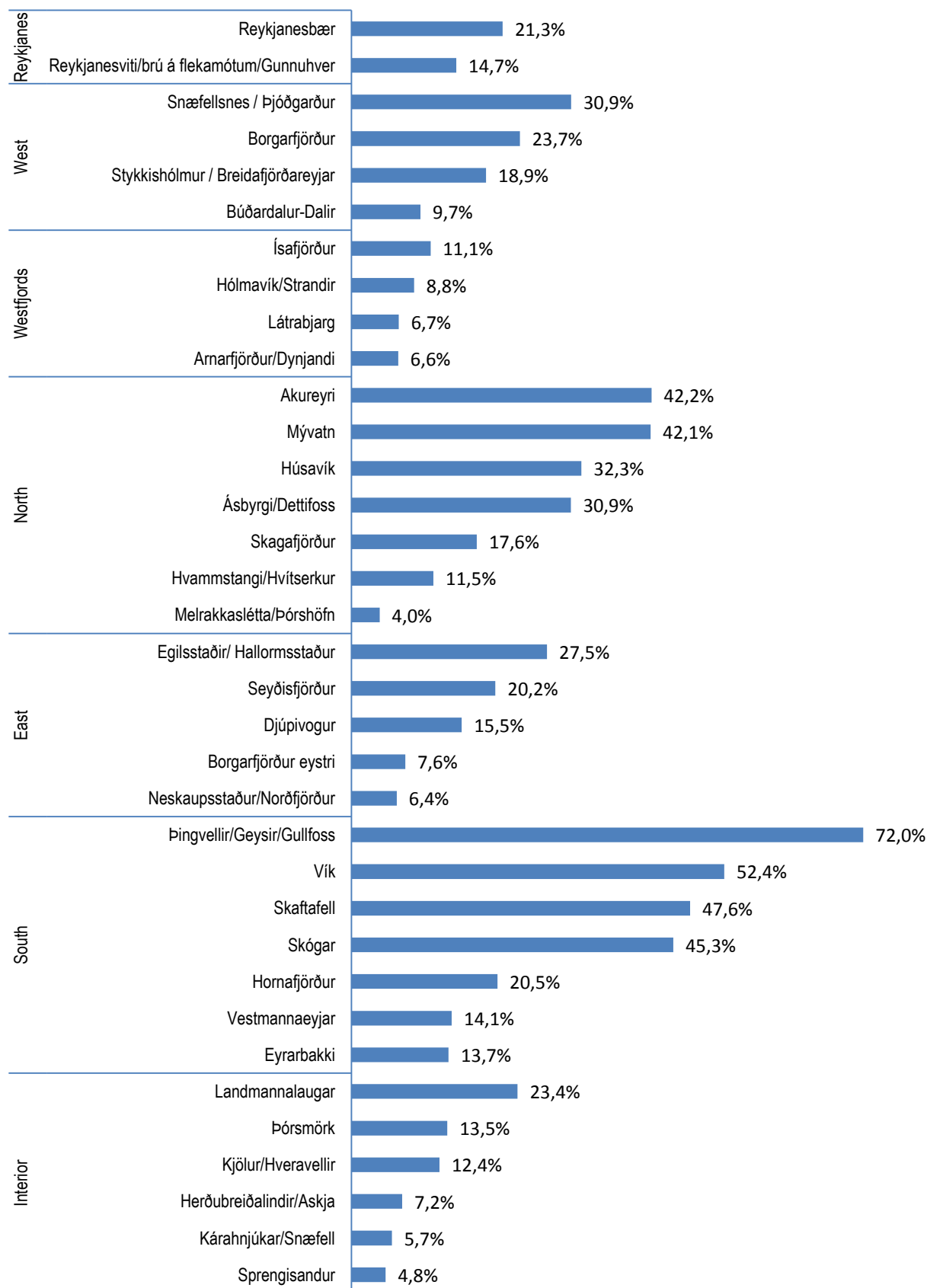
| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Reykjavik | 2200 | 94,3% | 0,9% |
| South | 1679 | 72,0% | 1,8% |
| Reykjanes – peninsula | 1086 | 46,6% | 2,0% |
| West | 1049 | 45,0% | 2,0% |
| North | 975 | 41,8% | 2,0% |
| Interior | 847 | 36,3% | 2,0% |
| East | 751 | 32,2% | 1,9% |
| Westfjords | 324 | 13,9% | 1,4% |
| Number of answers | 2332 | | |
| Responded | 2332 | 98,9% | |
| Did not respond** | 27 | 1,1% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | Reykjavik | South | Reykjanes – peninsula | West | North | Interior | East | Westfjords | Number of answers |
|------------------|----------------------------|-----------|-------|-----------------------|-------|-------|----------|-------|------------|-------------------|
| Total | Total | 94,3% | 72,0% | 46,6% | 45,0% | 41,8% | 36,3% | 32,2% | 13,9% | 2332 |
| Gender | Male | 94,4% | 73,1% | 50,9% | 46,8% | 43,5% | 38,5% | 33,3% | 15,7% | 1144 |
| | Female | 94,2% | 70,9% | 42,4% | 43,3% | 40,2% | 34,2% | 31,2% | 12,1% | 1187 |
| Age | 24 years and younger | 93,5% | 72,3% | 42,6% | 40,3% | 35,3% | 35,8% | 28,4% | 11,4% | 330 |
| | 25-34 years | 95,7% | 74,2% | 47,3% | 47,6% | 41,5% | 38,6% | 33,4% | 15,9% | 716 |
| | 35-44 years | 94,3% | 73,9% | 47,3% | 43,4% | 43,0% | 38,0% | 33,5% | 13,2% | 411 |
| | 45-54 years | 91,4% | 71,5% | 43,6% | 43,9% | 42,2% | 34,2% | 30,1% | 10,3% | 454 |
| | 55 years and older | 95,7% | 66,6% | 50,9% | 47,0% | 45,9% | 33,5% | 34,3% | 17,0% | 421 |
| Profession | Managerial | 93,6% | 74,2% | 49,9% | 46,9% | 45,6% | 40,8% | 34,8% | 13,5% | 294 |
| | Professional | 94,3% | 70,6% | 45,1% | 43,1% | 37,7% | 38,1% | 28,4% | 12,9% | 706 |
| | Specialized staff | 94,9% | 72,1% | 50,9% | 47,2% | 45,5% | 34,1% | 34,0% | 13,7% | 378 |
| | Clerical/Service | 97,1% | 85,9% | 48,9% | 52,5% | 59,2% | 43,5% | 49,1% | 18,6% | 162 |
| | Student | 93,2% | 70,1% | 42,7% | 38,8% | 35,2% | 37,4% | 29,2% | 12,3% | 363 |
| | Retired/Homemaker | 95,9% | 68,8% | 51,0% | 55,0% | 53,1% | 31,2% | 35,5% | 18,5% | 155 |
| | Other | 93,6% | 69,0% | 42,9% | 44,7% | 34,0% | 25,9% | 27,6% | 13,7% | 245 |
| Household income | Low | 92,9% | 70,5% | 45,4% | 40,3% | 41,4% | 30,8% | 34,1% | 10,8% | 109 |
| | Low average | 92,9% | 78,1% | 44,2% | 40,2% | 37,8% | 31,6% | 29,1% | 17,7% | 190 |
| | Average | 95,0% | 73,8% | 48,5% | 48,8% | 45,4% | 37,6% | 37,6% | 15,0% | 858 |
| | High average | 94,7% | 70,0% | 47,3% | 44,6% | 41,3% | 35,4% | 28,5% | 13,0% | 812 |
| | High | 91,8% | 66,2% | 40,1% | 36,9% | 30,5% | 36,8% | 21,8% | 8,6% | 208 |
| Nationality | American | 94,2% | 58,6% | 39,7% | 33,6% | 19,5% | 27,4% | 14,0% | 9,9% | 316 |
| | German | 94,4% | 79,3% | 47,2% | 52,8% | 49,8% | 45,9% | 37,4% | 17,4% | 309 |
| | French | 91,2% | 84,7% | 54,7% | 48,2% | 54,0% | 45,3% | 42,3% | 15,3% | 217 |
| | Danish | 96,3% | 63,3% | 35,8% | 23,9% | 31,2% | 25,7% | 23,9% | 7,3% | 161 |
| | British | 93,3% | 65,1% | 42,6% | 31,6% | 30,1% | 27,3% | 21,1% | 4,3% | 165 |
| | Norwegian | 94,0% | 57,0% | 54,0% | 39,0% | 23,0% | 27,0% | 9,0% | 8,0% | 129 |
| | Swedish | 89,1% | 71,0% | 39,1% | 34,8% | 18,8% | 34,1% | 10,9% | 2,9% | 110 |
| | Spanish | 98,8% | 88,9% | 56,8% | 66,7% | 72,8% | 39,5% | 67,9% | 17,3% | 101 |
| | Italian | 97,3% | 91,1% | 62,5% | 64,3% | 73,2% | 40,2% | 69,6% | 37,5% | 94 |
| | Dutch | 90,5% | 81,5% | 44,6% | 56,5% | 57,1% | 50,6% | 38,1% | 10,1% | 82 |
| Other | 95,6% | 71,2% | 46,9% | 49,9% | 46,6% | 37,3% | 36,6% | 17,4% | 643 | |
| Market area | Scandinavia | 93,8% | 63,1% | 42,8% | 32,9% | 26,3% | 28,6% | 16,2% | 6,8% | 468 |
| | Britain | 92,3% | 61,5% | 41,5% | 31,1% | 27,3% | 28,3% | 20,7% | 5,7% | 202 |
| | Central/South-Europe | 94,7% | 83,3% | 52,4% | 56,5% | 58,7% | 45,1% | 47,7% | 19,8% | 1027 |
| | North America | 94,1% | 55,3% | 40,5% | 33,2% | 18,5% | 25,5% | 11,6% | 10,2% | 407 |
| | Other | 95,6% | 78,1% | 43,9% | 51,8% | 51,8% | 38,7% | 42,1% | 15,5% | 226 |
| Type of trip | Package tour | 93,7% | 80,6% | 43,2% | 46,2% | 48,4% | 36,7% | 40,2% | 13,2% | 234 |
| | Individually arranged | 94,0% | 71,8% | 47,3% | 45,2% | 41,0% | 36,1% | 31,0% | 14,2% | 1839 |
| | Mix of both | 97,3% | 69,4% | 45,2% | 44,1% | 42,3% | 39,6% | 35,6% | 10,8% | 236 |
| Purpose of visit | Vacation/holiday | 94,4% | 76,6% | 49,5% | 48,2% | 45,7% | 39,3% | 36,0% | 14,9% | 2014 |
| | Conference/meeting | 95,1% | 46,7% | 32,1% | 28,1% | 11,7% | 20,1% | 7,1% | 5,6% | 242 |
| | Study/research | 91,8% | 62,2% | 35,5% | 30,9% | 24,7% | 23,6% | 17,6% | 13,1% | 82 |
| | Visiting friends/relatives | 96,1% | 61,9% | 41,8% | 40,5% | 25,4% | 30,3% | 9,6% | 10,7% | 144 |
| | Business/Employment | 90,5% | 36,4% | 28,0% | 27,3% | 26,6% | 24,7% | 9,7% | 12,0% | 65 |
| | Event in Iceland | 94,7% | 59,3% | 46,2% | 33,5% | 22,0% | 26,6% | 21,0% | 10,9% | 66 |
| | Other | 92,6% | 65,7% | 43,1% | 43,3% | 38,9% | 29,6% | 28,9% | 14,0% | 188 |
| Transport type | Flight | 94,4% | 70,7% | 46,0% | 44,1% | 38,9% | 34,8% | 28,9% | 12,9% | 2189 |
| | Smyril Line | 92,5% | 92,0% | 56,1% | 58,2% | 86,7% | 60,1% | 83,4% | 29,6% | 143 |

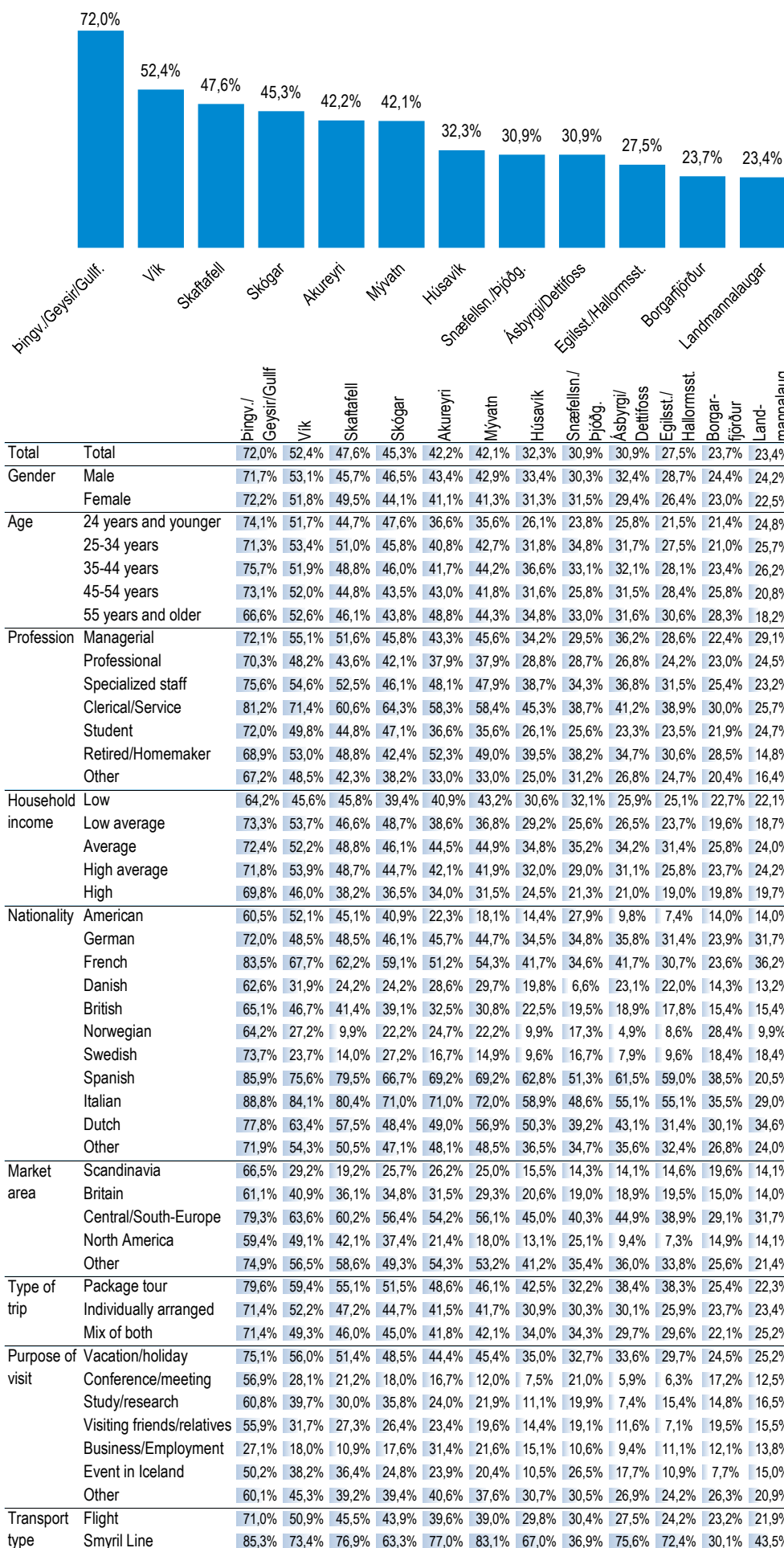
*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Regions or sites visited



[BE20d] Top 12 - Did you visit any of the following sites/regions?

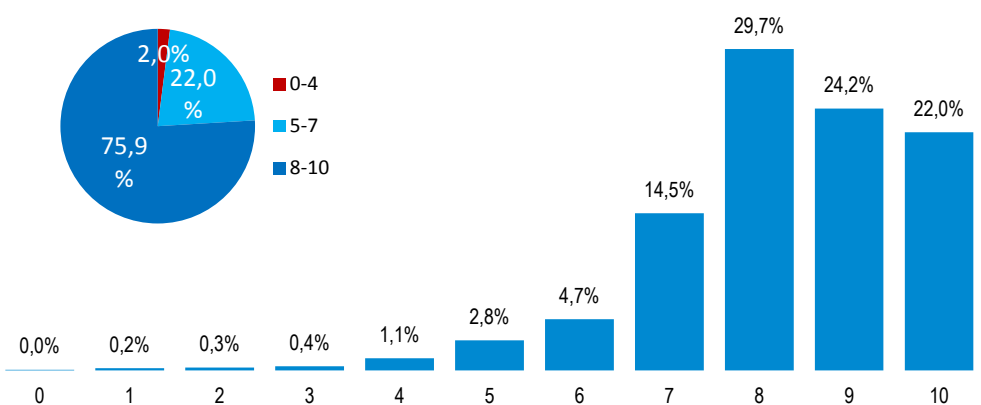
| Answers | Count | Pct.% | Conf.lim +/- |
|--|-------|--------|--------------|
| Pingvellir/Geysir/Gullfoss | 1443 | 72,0% | 2,0% |
| Vik | 1052 | 52,4% | 2,2% |
| Skaftafell | 955 | 47,6% | 2,2% |
| Skógar | 908 | 45,3% | 2,2% |
| Akureyri | 846 | 42,2% | 2,2% |
| Mývatn | 844 | 42,1% | 2,2% |
| Húsavík | 649 | 32,3% | 2,0% |
| Snæfellsnes / Þjóðgarður | 620 | 30,9% | 2,0% |
| Ásbyrgi/Dettifoss | 619 | 30,9% | 2,0% |
| Egilsstaðir/ Hallormsstaður | 551 | 27,5% | 2,0% |
| Borgarfjörður | 475 | 23,7% | 1,9% |
| Landmannalaugar | 469 | 23,4% | 1,9% |
| Reykjanesbær | 426 | 21,3% | 1,8% |
| Hornafjörður | 412 | 20,5% | 1,8% |
| Seyðisfjörður | 406 | 20,2% | 1,8% |
| Stykkishólmur / Breidafjarðareyjar | 379 | 18,9% | 1,7% |
| Skagafjörður | 353 | 17,6% | 1,7% |
| Djúpivogur | 311 | 15,5% | 1,6% |
| Reykjanes viti/brú á flekamótum/Gunnhver | 296 | 14,7% | 1,6% |
| Vestmannaeyjar | 283 | 14,1% | 1,5% |
| Eyrarbakki | 274 | 13,7% | 1,5% |
| Þórsmörk | 270 | 13,5% | 1,5% |
| Kjölur/Hveravellir | 248 | 12,4% | 1,4% |
| Hvammstangi/Hvítserkur | 231 | 11,5% | 1,4% |
| Ísafjörður | 223 | 11,1% | 1,4% |
| Búðardalur-Dalir | 195 | 9,7% | 1,3% |
| Hólmavík/Strandir | 177 | 8,8% | 1,2% |
| Borgarfjörður eystri | 152 | 7,6% | 1,2% |
| Herðubreiðalindir/Askja | 143 | 7,2% | 1,1% |
| Látrabjarg | 133 | 6,7% | 1,1% |
| Arnarfjörður/Dynjandi | 132 | 6,6% | 1,1% |
| Neskaupsstaður/Norðfjörðu | 128 | 6,4% | 1,1% |
| Kárahnjúkar/Snæfell | 114 | 5,7% | 1,0% |
| Sprengrisandur | 96 | 4,8% | 0,9% |
| Melrakkasléttal/Þórshöfn | 80 | 4,0% | 0,9% |
| None of the above | 79 | 3,9% | 0,9% |
| Number of answers | 2005 | | |
| Responded | 2005 | 85,0% | |
| Did not respond** | 354 | 15,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE21_r1] Rate tourist sites in Iceland in general**- Tourist information and signposts**

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 1 | 0,0% | 0,1% |
| 1 | 4 | 0,2% | 0,2% |
| 2 | 6 | 0,3% | 0,2% |
| 3 | 9 | 0,4% | 0,3% |
| 4 | 25 | 1,1% | 0,4% |
| 5 | 62 | 2,8% | 0,7% |
| 6 | 105 | 4,7% | 0,9% |
| 7 | 323 | 14,5% | 1,5% |
| 8 | 661 | 29,7% | 1,9% |
| 9 | 538 | 24,2% | 1,8% |
| 10 | 490 | 22,0% | 1,7% |
| Number of answers | 2224 | 100,0% | |
| Responded | 2224 | 94,3% | |
| Did not respond** | 135 | 5,7% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



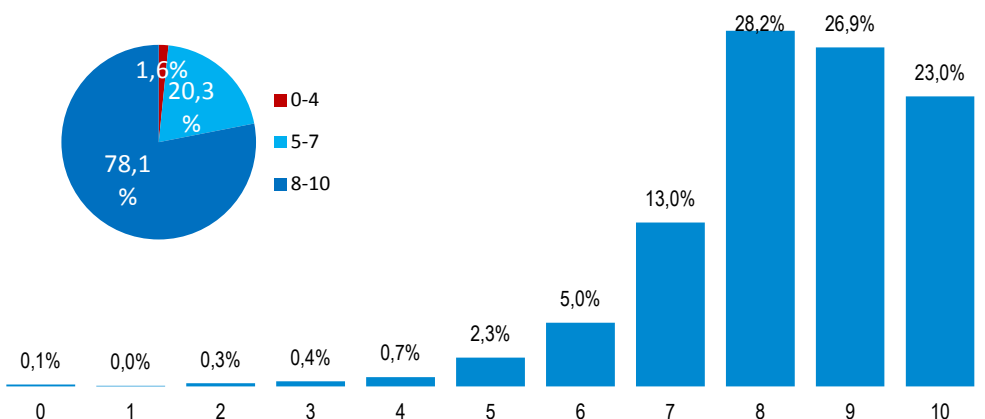
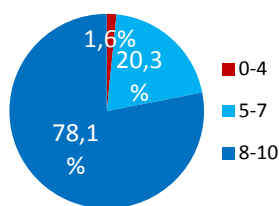
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- | |
|----------------------------|------|------|------|------|------|------|------|-------|-------|-------|-------|-------------------|---------|---------------|-----|
| Total | 0,0% | 0,2% | 0,3% | 0,4% | 1,1% | 2,8% | 4,7% | 14,5% | 29,7% | 24,2% | 22,0% | 2224 | 8,3 | 0,1 | |
| Gender | | | | | | | | | | | | | | | |
| Male | 0,1% | 0,1% | 0,2% | 0,4% | 1,2% | 2,5% | 5,3% | 15,8% | 31,5% | 23,2% | 19,7% | 1094 | 8,2 | 0,1 | |
| Female | | 0,3% | 0,3% | 0,4% | 1,0% | 3,0% | 4,2% | 13,4% | 28,0% | 25,2% | 24,2% | 1129 | 8,3 | 0,1 | |
| Age | | | | | | | | | | | | | | | |
| 24 years and younger | | | | 0,7% | 1,6% | 2,4% | 5,0% | 16,5% | 25,4% | 20,0% | 28,4% | 318 | 8,3 | 0,2 | |
| 25-34 years | | 0,4% | 0,6% | 0,7% | 1,3% | 2,2% | 4,2% | 13,9% | 31,7% | 23,5% | 21,7% | 692 | 8,2 | 0,1 | |
| 35-44 years | | | 0,3% | | 1,0% | 2,7% | 5,5% | 17,3% | 31,0% | 22,8% | 19,5% | 388 | 8,2 | 0,1 | |
| 45-54 years | | | 0,4% | 0,3% | | 0,7% | 4,1% | 5,3% | 14,2% | 30,3% | 26,8% | 17,9% | 428 | 8,2 | 0,1 |
| 55 years and older | 0,3% | | | | 0,5% | 1,0% | 2,6% | 4,2% | 11,8% | 27,9% | 27,4% | 24,3% | 397 | 8,4 | 0,1 |
| Profession | | | | | | | | | | | | | | | |
| Managerial | 0,4% | | | | | 0,9% | 3,5% | 6,1% | 16,9% | 32,7% | 20,7% | 18,9% | 272 | 8,1 | 0,2 |
| Professional | | 0,1% | 0,5% | 0,7% | 0,9% | 2,4% | 5,2% | 14,9% | 29,8% | 24,6% | 20,8% | 670 | 8,2 | 0,1 | |
| Specialized staff | | | 0,2% | | | 0,7% | 4,2% | 4,9% | 10,1% | 29,7% | 28,0% | 22,2% | 356 | 8,4 | 0,1 |
| Clerical/Service | | | | | | 1,6% | 3,0% | 3,5% | 17,6% | 31,3% | 25,0% | 17,9% | 158 | 8,2 | 0,2 |
| Student | | 0,4% | 0,3% | 0,8% | 1,2% | 2,4% | 3,9% | 18,4% | 28,9% | 18,4% | 25,4% | 353 | 8,2 | 0,2 | |
| Retired/Homemaker | | 0,7% | | 0,5% | 0,5% | 2,8% | 1,4% | 11,5% | 25,3% | 29,6% | 27,6% | 152 | 8,5 | 0,2 | |
| Other | | 0,4% | 0,4% | | | 2,6% | 1,7% | 5,1% | 11,6% | 30,3% | 27,6% | 20,2% | 232 | 8,2 | 0,2 |
| Househ. income | | | | | | | | | | | | | | | |
| Low | | | 1,4% | | 1,0% | 2,7% | 1,0% | 3,0% | 20,2% | 28,4% | 14,3% | 28,1% | 106 | 8,2 | 0,3 |
| Low average | | | | 0,6% | | 0,6% | 2,5% | 3,9% | 16,9% | 29,4% | 24,1% | 22,1% | 184 | 8,3 | 0,2 |
| Average | 0,1% | 0,1% | 0,5% | 0,2% | 0,5% | 3,1% | 4,8% | 13,7% | 30,8% | 23,7% | 22,4% | 823 | 8,3 | 0,1 | |
| High average | | 0,2% | 0,2% | 0,5% | 1,5% | 2,6% | 4,7% | 14,1% | 29,2% | 26,7% | 20,4% | 772 | 8,3 | 0,1 | |
| High | | | | 1,2% | 0,8% | 2,7% | 5,2% | 15,6% | 29,9% | 23,4% | 21,2% | 190 | 8,2 | 0,2 | |
| Nationality | | | | | | | | | | | | | | | |
| American | | 0,4% | 0,4% | 0,7% | 0,7% | 1,8% | 2,2% | 10,5% | 24,5% | 27,8% | 31,0% | 300 | 8,6 | 0,2 | |
| German | 0,3% | 0,3% | 1,0% | 0,3% | 0,7% | 2,3% | 5,7% | 12,4% | 32,2% | 20,5% | 24,2% | 302 | 8,2 | 0,2 | |
| French | | | | 0,8% | 0,8% | 4,6% | 9,2% | 19,2% | 30,8% | 23,8% | 10,8% | 205 | 7,9 | 0,2 | |
| Danish | | 1,0% | | | | 3,1% | 5,2% | 4,1% | 12,4% | 29,9% | 23,7% | 20,6% | 144 | 8,1 | 0,3 |
| British | | | | | | 2,1% | 1,5% | 5,6% | 13,3% | 29,7% | 30,3% | 17,4% | 154 | 8,3 | 0,2 |
| Norwegian | | | | | | 1,1% | 2,3% | 4,5% | 19,3% | 29,5% | 21,6% | 21,6% | 114 | 8,3 | 0,2 |
| Swedish | | 0,8% | 0,8% | 1,6% | 0,8% | 3,2% | 3,2% | 18,3% | 31,7% | 16,7% | 23,0% | 100 | 8,1 | 0,3 | |
| Spanish | | | 1,3% | | | 5,0% | 6,2% | 23,8% | 37,5% | 15,0% | 11,3% | 99 | 7,8 | 0,3 | |
| Italian | | | | | | 5,5% | 4,6% | 18,3% | 30,3% | 24,8% | 16,5% | 92 | 8,1 | 0,3 | |
| Dutch | | | | | 0,6% | 0,6% | 6,2% | 25,3% | 46,9% | 15,4% | 4,9% | 79 | 7,8 | 0,2 | |
| Other | | | | 0,4% | 1,4% | 2,2% | 3,7% | 12,0% | 26,7% | 27,2% | 26,5% | 629 | 8,5 | 0,1 | |
| Market area | | | | | | | | | | | | | | | |
| Scandinavia | | 0,5% | 0,2% | 0,7% | 1,5% | 3,5% | 3,9% | 15,0% | 30,7% | 22,2% | 21,7% | 426 | 8,2 | 0,1 | |
| Britain | | | | | 2,3% | 2,9% | 7,0% | 12,7% | 30,0% | 26,4% | 18,7% | 188 | 8,2 | 0,2 | |
| Central/South-Europe | 0,1% | 0,1% | 0,4% | 0,1% | 0,8% | 3,2% | 5,7% | 17,1% | 32,4% | 22,6% | 17,5% | 1000 | 8,1 | 0,1 | |
| North America | | 0,3% | 0,3% | 0,8% | 0,7% | 2,1% | 2,1% | 10,0% | 25,3% | 28,9% | 29,4% | 386 | 8,6 | 0,1 | |
| Other | | | | 0,5% | 1,5% | 0,5% | 4,0% | 11,4% | 23,0% | 25,7% | 33,4% | 220 | 8,6 | 0,2 | |
| Type of trip | | | | | | | | | | | | | | | |
| Package tour | 0,5% | | | 0,5% | 2,9% | 2,0% | 5,8% | 15,3% | 29,2% | 16,7% | 27,1% | 213 | 8,2 | 0,2 | |
| Individually arranged | | 0,2% | 0,3% | 0,4% | 0,9% | 2,9% | 4,7% | 14,2% | 29,4% | 25,4% | 21,5% | 1765 | 8,3 | 0,1 | |
| Mix of both | | | 0,4% | 0,4% | 0,9% | 2,4% | 3,6% | 16,2% | 32,6% | 23,6% | 19,9% | 227 | 8,2 | 0,2 | |
| Purpose of visit | | | | | | | | | | | | | | | |
| Vacation/holiday | 0,1% | 0,2% | 0,3% | 0,4% | 1,2% | 2,5% | 4,8% | 14,6% | 29,5% | 24,6% | 21,8% | 1946 | 8,3 | 0,1 | |
| Conference/meeting | | | | | | 3,7% | 4,0% | 15,2% | 31,9% | 26,7% | 18,5% | 213 | 8,3 | 0,2 | |
| Study/research | | | | | 1,4% | | 1,7% | 11,9% | 42,9% | 14,8% | 27,2% | 76 | 8,5 | 0,3 | |
| Visiting friends/relatives | | | 0,8% | | 0,8% | 1,5% | 3,8% | 17,1% | 26,8% | 24,6% | 24,7% | 141 | 8,4 | 0,2 | |
| Business/Employment | | | | | 1,9% | 5,6% | 8,3% | 14,9% | 23,7% | 26,4% | 19,3% | 56 | 8,1 | 0,4 | |
| Event in Iceland | | | | | | 1,6% | 2,9% | 17,7% | 32,6% | 18,7% | 26,4% | 63 | 8,4 | 0,3 | |
| Other | | | | 0,6% | 1,6% | 4,6% | 5,2% | 15,9% | 30,4% | 18,4% | 23,3% | 170 | 8,2 | 0,2 | |
| Transport type | | | | | | | | | | | | | | | |
| Flight | 0,0% | 0,2% | 0,2% | 0,4% | 1,1% | 2,7% | 5,0% | 14,6% | 29,6% | 24,5% | 21,7% | 2082 | 8,3 | 0,1 | |
| Smyril Line | | 0,7% | 0,7% | | 0,9% | 4,2% | 1,1% | 13,2% | 31,8% | 20,1% | 27,2% | 141 | 8,3 | 0,3 | |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

**[BE21_r2] Rate tourist sites in Iceland in general
- Accessibility (paths, viewpoints and the like)**

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 3 | 0,1% | 0,2% |
| 1 | 1 | 0,0% | 0,1% |
| 2 | 6 | 0,3% | 0,2% |
| 3 | 9 | 0,4% | 0,3% |
| 4 | 17 | 0,7% | 0,4% |
| 5 | 51 | 2,3% | 0,6% |
| 6 | 113 | 5,0% | 0,9% |
| 7 | 291 | 13,0% | 1,4% |
| 8 | 631 | 28,2% | 1,9% |
| 9 | 601 | 26,9% | 1,8% |
| 10 | 514 | 23,0% | 1,7% |
| <hr/> | | | |
| Number of answers | 2237 | 100,0% | |
| Responded | 2237 | 94,8% | |
| Did not respond** | 122 | 5,2% | |
| <hr/> | | | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| <hr/> | | | |
| Number of participants | 2359 | 100,0% | |



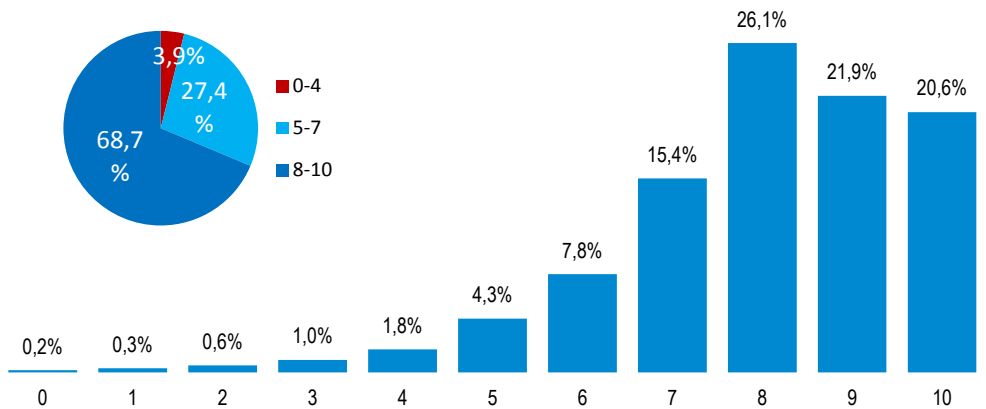
| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- | |
|------------------|----------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------------------|---------|---------------|-----|
| <hr/> | | | | | | | | | | | | | | | |
| Total | Total | 0,1% | 0,0% | 0,3% | 0,4% | 0,7% | 2,3% | 5,0% | 13,0% | 28,2% | 26,9% | 23,0% | 2237 | 8,3 | 0,1 |
| Gender | Male | 0,2% | 0,1% | 0,2% | 0,2% | 0,7% | 2,1% | 5,0% | 13,3% | 30,9% | 26,4% | 20,9% | 1094 | 8,3 | 0,1 |
| | Female | 0,1% | | 0,3% | 0,6% | 0,8% | 2,4% | 5,1% | 12,7% | 25,6% | 27,4% | 25,0% | 1142 | 8,4 | 0,1 |
| Age | 24 years and younger | | | | 0,5% | 0,4% | 1,1% | 8,9% | 11,8% | 27,0% | 22,5% | 27,8% | 331 | 8,4 | 0,2 |
| | 25-34 years | 0,1% | 0,1% | 0,6% | 0,2% | 0,9% | 2,3% | 4,8% | 14,3% | 28,1% | 27,7% | 20,8% | 690 | 8,3 | 0,1 |
| | 35-44 years | 0,3% | | 0,3% | 0,9% | 0,6% | 2,5% | 4,6% | 13,1% | 28,6% | 27,3% | 21,7% | 396 | 8,3 | 0,1 |
| | 45-54 years | | | | 0,3% | 0,9% | 2,8% | 4,5% | 11,6% | 32,6% | 27,5% | 19,7% | 428 | 8,3 | 0,1 |
| | 55 years and older | 0,3% | | | 0,4% | 0,7% | 2,5% | 3,3% | 13,2% | 24,1% | 28,0% | 27,5% | 392 | 8,5 | 0,1 |
| Profession | Managerial | 0,4% | | | | 1,0% | 3,2% | 3,4% | 15,6% | 35,5% | 21,1% | 19,9% | 271 | 8,2 | 0,2 |
| | Professional | 0,2% | | 0,5% | 0,2% | 0,8% | 2,0% | 5,2% | 13,7% | 26,4% | 28,4% | 22,8% | 675 | 8,4 | 0,1 |
| | Specialized staff | | | 0,4% | 0,7% | 1,1% | 3,7% | 2,2% | 12,2% | 26,1% | 27,6% | 26,0% | 353 | 8,4 | 0,2 |
| | Clerical/Service | | | 0,8% | 0,9% | 2,4% | 3,6% | 6,5% | 14,5% | 29,2% | 28,2% | 13,8% | 159 | 8,0 | 0,2 |
| | Student | | | | 0,4% | | 0,5% | 9,6% | 12,9% | 29,2% | 23,3% | 24,1% | 366 | 8,4 | 0,1 |
| | Retired/Homemaker | | | | 1,0% | 0,6% | 1,9% | 2,2% | 9,1% | 32,2% | 31,1% | 30,9% | 151 | 8,7 | 0,2 |
| | Other | 0,4% | 0,4% | | 0,5% | | 2,4% | 4,0% | 12,3% | 28,6% | 31,1% | 20,4% | 233 | 8,4 | 0,2 |
| Househ. income | Low | | | | | | 0,9% | 8,5% | 16,4% | 31,3% | 16,1% | 26,7% | 108 | 8,3 | 0,3 |
| | Low average | | | | 1,5% | 1,3% | 0,7% | 4,2% | 9,6% | 31,3% | 26,9% | 24,5% | 188 | 8,4 | 0,2 |
| | Average | 0,2% | 0,1% | 0,4% | 0,3% | 0,5% | 2,8% | 5,4% | 13,8% | 24,9% | 28,6% | 23,1% | 826 | 8,3 | 0,1 |
| | High average | 0,2% | | 0,3% | 0,4% | 1,3% | 2,5% | 3,7% | 12,0% | 30,0% | 27,0% | 22,6% | 767 | 8,3 | 0,1 |
| | High | | | | 0,4% | | 2,6% | 3,2% | 14,2% | 30,0% | 27,0% | 22,6% | 197 | 8,4 | 0,2 |
| Nationality | American | | | 0,4% | 0,4% | 0,4% | 0,4% | 2,1% | 5,0% | 23,1% | 31,0% | 37,4% | 304 | 8,9 | 0,1 |
| | German | 0,7% | 0,3% | 0,3% | | 0,3% | 1,0% | 5,9% | 12,8% | 29,3% | 27,6% | 21,7% | 308 | 8,3 | 0,2 |
| | French | | | | 0,7% | 0,7% | 5,9% | 14,8% | 13,3% | 33,3% | 19,3% | 11,9% | 213 | 7,8 | 0,2 |
| | Danish | | | | 1,0% | 2,1% | 6,3% | 4,2% | 8,3% | 24,0% | 22,9% | 31,3% | 142 | 8,4 | 0,3 |
| | British | | | | 0,5% | | 1,0% | 2,5% | 15,4% | 25,4% | 34,3% | 20,9% | 159 | 8,5 | 0,2 |
| | Norwegian | | | | | 1,1% | 1,1% | 2,3% | 18,2% | 29,5% | 26,1% | 21,6% | 114 | 8,4 | 0,2 |
| | Swedish | | | | 0,8% | 1,6% | 2,4% | 0,8% | 16,3% | 35,0% | 22,0% | 21,1% | 98 | 8,3 | 0,3 |
| | Spanish | 1,3% | | 2,5% | 2,5% | 3,8% | 5,0% | 11,3% | 26,3% | 18,8% | 20,0% | 8,7% | 99 | 7,2 | 0,4 |
| | Italian | | | | 0,9% | | 2,7% | 5,5% | 14,5% | 30,9% | 33,6% | 11,8% | 93 | 8,2 | 0,3 |
| | Dutch | | | | 0,6% | | 2,5% | 3,7% | 20,2% | 47,2% | 20,9% | 4,9% | 80 | 7,9 | 0,2 |
| | Other | | | 0,2% | 0,2% | 0,3% | 1,7% | 3,9% | 12,3% | 27,3% | 28,1% | 26,1% | 622 | 8,5 | 0,1 |
| Market area | Scandinavia | | | | 0,5% | 1,6% | 3,0% | 3,2% | 13,1% | 28,4% | 25,5% | 24,6% | 415 | 8,4 | 0,1 |
| | Britain | | | | 0,6% | 0,4% | | 1,4% | 3,8% | 15,9% | 25,2% | 33,3% | 194 | 8,4 | 0,2 |
| | Central/South-Europe | 0,3% | 0,1% | 0,3% | 0,4% | 0,9% | 2,9% | 7,2% | 15,1% | 31,2% | 25,1% | 16,4% | 1015 | 8,1 | 0,1 |
| | North America | | | 0,3% | 0,3% | 0,3% | 0,4% | 2,5% | 6,1% | 23,8% | 30,4% | 35,9% | 388 | 8,9 | 0,1 |
| | Other | | | | 0,5% | | 2,0% | 3,9% | 12,3% | 24,4% | 26,1% | 30,8% | 225 | 8,6 | 0,2 |
| Type of trip | Package tour | 0,4% | | 0,5% | | 0,6% | 1,9% | 5,2% | 9,9% | 31,8% | 21,7% | 28,0% | 225 | 8,4 | 0,2 |
| | Individually arranged | 0,1% | 0,1% | 0,2% | 0,5% | 0,8% | 2,1% | 5,2% | 13,0% | 28,1% | 27,5% | 22,4% | 1761 | 8,3 | 0,1 |
| | Mix of both | 0,4% | | 0,5% | | 0,4% | 4,1% | 4,0% | 14,5% | 26,3% | 29,3% | 20,5% | 229 | 8,3 | 0,2 |
| Purpose of visit | Vacation/holiday | 0,2% | 0,1% | 0,3% | 0,5% | 0,8% | 2,1% | 5,1% | 13,1% | 28,9% | 26,5% | 22,5% | 1960 | 8,3 | 0,1 |
| | Conference/meeting | | | | | | 1,8% | 3,6% | 13,3% | 25,8% | 36,2% | 19,4% | 210 | 8,5 | 0,2 |
| | Study/research | | | | | 1,3% | | 1,3% | 16,5% | 25,3% | 28,9% | 26,5% | 81 | 8,6 | 0,3 |
| | Visiting friends/relatives | | | 0,8% | 1,0% | 2,6% | 3,2% | 11,6% | 27,2% | 18,1% | 35,5% | 143 | 8,6 | 0,2 | |
| | Business/Employment | | | | 4,7% | 3,6% | 4,9% | 14,7% | 20,1% | 30,4% | 21,6% | 55 | 8,2 | 0,4 | |
| | Event in Iceland | | | | | | | 6,2% | 12,7% | 21,5% | 33,9% | 25,8% | 64 | 8,6 | 0,3 |
| | Other | | | | | | 2,3% | 6,9% | 13,1% | 32,8% | 21,7% | 23,2% | 171 | 8,3 | 0,2 |
| Transport type | Flight | 0,2% | | 0,3% | 0,4% | 0,7% | 2,2% | 5,0% | 13,2% | 28,3% | 27,0% | 22,8% | 2095 | 8,3 | 0,1 |
| | Smyril Line | | | 0,7% | | 2,0% | 3,2% | 5,7% | 10,2% | 26,7% | 25,4% | 26,2% | 142 | 8,3 | 0,3 |

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE21_r3] Rate tourist sites in Iceland in general
- Sanitary facilities



| Answers | Count | Pct.% | Conf.lim +/- |
|------------------------|-------|-------|--------------|
| 0 | 4 | 0,2% | 0,2% |
| 1 | 7 | 0,3% | 0,2% |
| 2 | 12 | 0,6% | 0,3% |
| 3 | 22 | 1,0% | 0,4% |
| 4 | 39 | 1,8% | 0,6% |
| 5 | 92 | 4,3% | 0,9% |
| 6 | 168 | 7,8% | 1,1% |
| 7 | 331 | 15,4% | 1,5% |
| 8 | 562 | 26,1% | 1,9% |
| 9 | 472 | 21,9% | 1,7% |
| 10 | 445 | 20,6% | 1,7% |
| Number of answers | | 2154 | 100,0% |
| Responded | | 2154 | 91,3% |
| Did not respond** | | 205 | 8,7% |
| Number of respondents | | 2359 | 100,0% |
| Asked* | | 2359 | 100,0% |
| Not asked | | 0 | 0,0% |
| Number of participants | | 2359 | 100,0% |



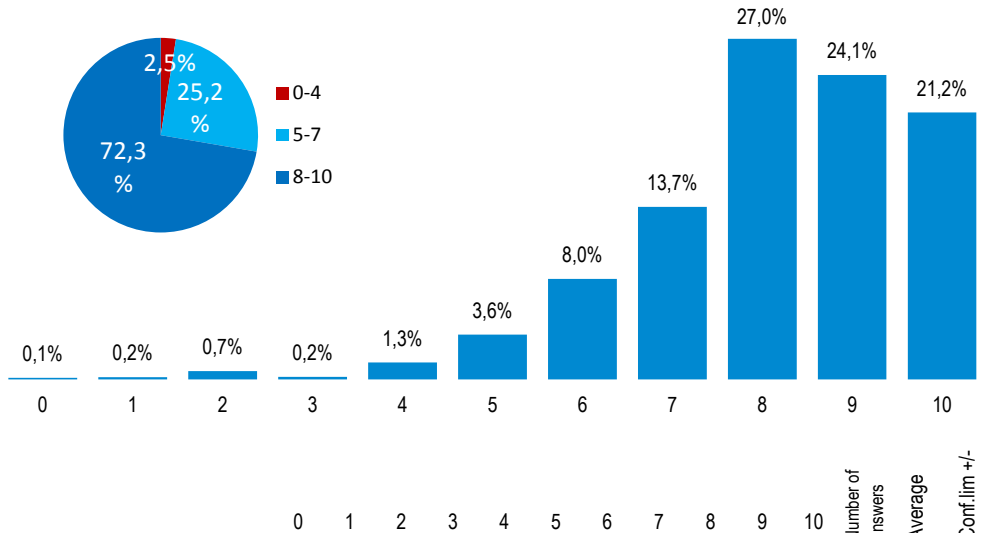
| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf.lim +/- |
|------------------|----------------------------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------------------|---------|--------------|
| Total | Total | 0,2% | 0,3% | 0,6% | 1,0% | 1,8% | 4,3% | 7,8% | 15,4% | 26,1% | 21,9% | 20,6% | 2154 | 8,0 | 0,1 |
| Gender | Male | 0,2% | 0,1% | 0,2% | 0,7% | 1,8% | 4,8% | 8,7% | 15,7% | 27,2% | 21,2% | 19,5% | 1055 | 8,0 | 0,1 |
| | Female | 0,1% | 0,5% | 1,0% | 1,3% | 1,8% | 3,8% | 6,9% | 15,0% | 25,1% | 22,6% | 21,8% | 1098 | 8,0 | 0,1 |
| Age | 24 years and younger | 0,5% | | 1,7% | 1,8% | 2,5% | 2,7% | 10,3% | 17,0% | 21,3% | 19,1% | 23,2% | 320 | 7,9 | 0,2 |
| | 25-34 years | | 0,5% | 0,7% | 1,0% | 2,0% | 4,5% | 7,7% | 15,3% | 30,1% | 20,0% | 18,2% | 669 | 7,9 | 0,1 |
| | 35-44 years | 0,3% | 0,7% | | 0,8% | 1,7% | 3,8% | 8,1% | 18,6% | 27,9% | 20,3% | 17,9% | 380 | 7,9 | 0,2 |
| | 45-54 years | | 0,3% | 0,3% | 0,3% | 0,5% | 5,4% | 8,4% | 14,5% | 25,0% | 25,1% | 20,3% | 401 | 8,1 | 0,2 |
| | 55 years and older | 0,3% | | 0,3% | 1,4% | 2,5% | 4,4% | 4,9% | 11,7% | 22,5% | 26,1% | 25,9% | 383 | 8,2 | 0,2 |
| Profession | Managerial | 1,0% | | | 0,8% | 1,2% | 5,5% | 5,9% | 19,4% | 32,2% | 15,1% | 19,0% | 265 | 7,9 | 0,2 |
| | Professional | 0,2% | 0,3% | 0,4% | 1,1% | 1,9% | 4,7% | 8,1% | 17,0% | 24,8% | 21,6% | 19,8% | 640 | 7,9 | 0,1 |
| | Specialized staff | | 1,4% | 0,5% | 0,7% | 1,1% | 3,4% | 6,2% | 14,9% | 27,8% | 19,3% | 24,8% | 344 | 8,1 | 0,2 |
| | Clerical/Service | | | | 0,7% | 2,3% | 7,9% | 4,8% | 14,1% | 22,1% | 30,9% | 17,2% | 153 | 8,1 | 0,3 |
| | Student | | | 1,5% | 1,2% | 2,7% | 3,4% | 10,9% | 15,9% | 22,0% | 22,0% | 20,5% | 354 | 7,9 | 0,2 |
| | Retired/Homemaker | | | 1,5% | 0,5% | 1,5% | 1,3% | 5,0% | 8,1% | 23,6% | 30,8% | 27,7% | 146 | 8,5 | 0,3 |
| | Other | | | | 1,7% | 2,2% | 3,9% | 10,7% | 12,5% | 29,6% | 23,6% | 15,8% | 227 | 7,9 | 0,2 |
| Househ. income | Low | | | 1,0% | 1,0% | 2,0% | 7,1% | 6,6% | 12,3% | 27,3% | 17,7% | 25,1% | 107 | 8,0 | 0,3 |
| | Low average | | | 0,6% | 1,2% | 3,3% | 2,5% | 8,4% | 14,9% | 28,2% | 20,7% | 20,2% | 180 | 8,0 | 0,2 |
| | Average | 0,3% | 0,9% | 0,4% | 0,6% | 1,8% | 3,3% | 7,7% | 16,8% | 26,6% | 21,8% | 19,8% | 800 | 8,0 | 0,1 |
| | High average | 0,2% | | 0,3% | 1,4% | 1,4% | 5,0% | 8,0% | 15,0% | 25,2% | 22,7% | 21,0% | 738 | 8,0 | 0,1 |
| | High | | | 1,2% | 0,4% | 0,8% | 5,0% | 6,8% | 13,5% | 27,2% | 25,5% | 19,6% | 191 | 8,1 | 0,2 |
| Nationality | American | | 0,4% | 0,4% | | 2,2% | 2,2% | 3,6% | 9,8% | 20,7% | 30,5% | 30,2% | 297 | 8,5 | 0,2 |
| | German | 0,3% | 0,7% | 0,7% | 1,7% | 3,1% | 6,8% | 8,8% | 15,3% | 27,8% | 16,6% | 18,3% | 299 | 7,7 | 0,2 |
| | French | 0,8% | 0,8% | 1,5% | 1,5% | 2,3% | 3,1% | 11,5% | 18,5% | 27,7% | 14,6% | 17,7% | 205 | 7,6 | 0,3 |
| | Danish | | | 2,4% | 2,4% | 7,1% | 7,1% | 16,5% | 21,2% | 23,5% | 20,0% | 126 | 7,9 | 0,3 | |
| | British | | | 1,0% | 1,0% | 4,6% | 3,6% | 16,0% | 32,5% | 22,2% | 19,1% | 153 | 8,1 | 0,2 | |
| | Norwegian | | | | 2,5% | 7,4% | 8,6% | 16,0% | 18,5% | 29,6% | 17,3% | 105 | 8,0 | 0,3 | |
| | Swedish | | | 0,9% | 0,9% | 1,7% | 1,7% | 13,9% | 18,3% | 28,7% | 13,9% | 20,0% | 92 | 7,9 | 0,3 |
| | Spanish | 1,3% | | | 2,6% | 9,1% | 9,1% | 16,9% | 31,2% | 15,6% | 14,3% | 96 | 7,6 | 0,4 | |
| | Italian | | | | 0,9% | 1,8% | 10,1% | 17,4% | 29,4% | 27,5% | 12,8% | 92 | 8,1 | 0,3 | |
| | Dutch | | | | 1,3% | 3,2% | 12,9% | 21,9% | 40,6% | 12,9% | 7,1% | 76 | 7,6 | 0,3 | |
| | Other | | 0,4% | 0,8% | 1,2% | 1,1% | 3,4% | 7,0% | 15,0% | 24,6% | 23,3% | 23,2% | 608 | 8,1 | 0,1 |
| Market area | Scandinavia | | | 0,4% | 1,6% | 2,3% | 4,8% | 9,8% | 16,3% | 22,6% | 23,3% | 18,9% | 379 | 7,9 | 0,2 |
| | Britain | | | 1,2% | 1,2% | 2,0% | 0,8% | 5,0% | 4,1% | 13,8% | 30,0% | 24,0% | 187 | 7,9 | 0,3 |
| | Central/South-Europe | 0,4% | 0,4% | 0,6% | 1,0% | 2,1% | 4,8% | 9,6% | 17,9% | 27,6% | 18,0% | 17,5% | 985 | 7,8 | 0,1 |
| | North America | | 0,3% | 0,3% | 0,1% | 1,6% | 2,2% | 3,4% | 9,6% | 24,1% | 28,8% | 29,6% | 382 | 8,5 | 0,1 |
| | Other | | | 0,5% | 0,5% | 1,0% | 4,0% | 6,6% | 14,0% | 25,0% | 23,9% | 24,5% | 218 | 8,2 | 0,2 |
| Type of trip | Package tour | 0,5% | 0,5% | 0,5% | | 2,1% | 3,2% | 8,1% | 13,9% | 29,1% | 16,1% | 25,9% | 212 | 8,1 | 0,2 |
| | Mix of both | 0,2% | 0,3% | 0,6% | 0,9% | 1,9% | 4,2% | 7,5% | 15,8% | 25,9% | 22,5% | 20,3% | 1699 | 8,0 | 0,1 |
| Purpose of visit | Vacation/holiday | 0,2% | 0,3% | 0,5% | 1,0% | 1,8% | 4,0% | 8,1% | 15,5% | 26,0% | 21,7% | 20,9% | 1889 | 8,0 | 0,1 |
| | Conference/meeting | | 0,5% | 0,6% | 0,6% | 0,6% | 4,7% | 4,5% | 17,9% | 29,5% | 26,5% | 14,7% | 199 | 8,0 | 0,2 |
| | Study/research | | | 2,2% | 1,5% | 1,5% | 5,1% | 6,5% | 10,6% | 27,3% | 21,2% | 24,2% | 73 | 8,0 | 0,4 |
| | Visiting friends/relatives | | 1,9% | | 1,8% | 2,3% | 4,6% | 5,4% | 9,5% | 29,5% | 19,4% | 25,6% | 140 | 8,0 | 0,3 |
| | Business/Employment | | | 1,2% | 7,7% | 2,1% | 1,0% | 4,5% | 10,6% | 33,9% | 26,3% | 12,7% | 52 | 7,7 | 0,5 |
| | Event in Iceland | | | | 3,3% | 1,8% | 2,4% | 12,4% | 14,5% | 19,0% | 25,3% | 21,2% | 61 | 8,0 | 0,5 |
| | Other | | 1,0% | 0,6% | 1,3% | 3,7% | 4,0% | 5,2% | 17,2% | 27,4% | 22,2% | 17,4% | 166 | 7,9 | 0,3 |
| Transport type | Flight | 0,2% | 0,3% | 0,6% | 1,0% | 1,8% | 4,1% | 7,6% | 15,7% | 26,1% | 22,3% | 20,2% | 2020 | 8,0 | 0,1 |
| | Smyril Line | | | | 0,8% | 2,9% | 6,2% | 10,4% | 11,1% | 26,0% | 16,0% | 26,6% | 133 | 8,0 | 0,3 |

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE21_r4] Rate tourist sites in Iceland in general
- Security factors (warning signs, hazard zones, definitions and the like)



| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------|-------------|---------------|---------------|
| 0 | 3 | 0,1% | 0,2% |
| 1 | 4 | 0,2% | 0,2% |
| 2 | 14 | 0,7% | 0,4% |
| 3 | 4 | 0,2% | 0,2% |
| 4 | 28 | 1,3% | 0,5% |
| 5 | 74 | 3,6% | 0,8% |
| 6 | 165 | 8,0% | 1,2% |
| 7 | 284 | 13,7% | 1,5% |
| 8 | 561 | 27,0% | 1,9% |
| 9 | 502 | 24,1% | 1,8% |
| 10 | 440 | 21,2% | 1,8% |
| Number of answers | 2079 | 100,0% | |
| Responded | 2079 | 88,1% | |
| Did not respond** | 280 | 11,9% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

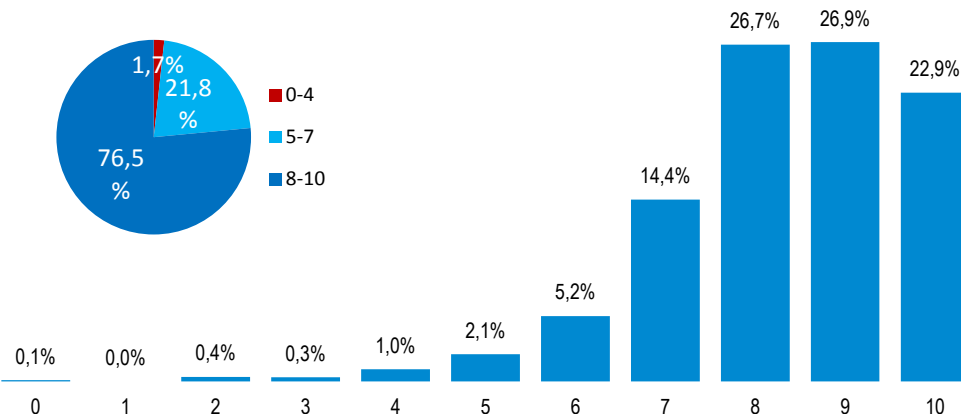


| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- | |
|------------------|----------------------------|------|------|------|------|------|------|-------|-------|-------|-------|-------|-------------------|---------|---------------|-----|
| Total | Total | 0,1% | 0,2% | 0,7% | 0,2% | 1,3% | 3,6% | 8,0% | 13,7% | 27,0% | 24,1% | 21,2% | 2079 | 8,1 | 0,1 | |
| Gender | Male | 0,1% | 0,2% | 0,9% | 0,2% | 1,0% | 3,3% | 8,5% | 13,5% | 28,5% | 23,2% | 20,8% | 1031 | 8,1 | 0,1 | |
| | Female | 0,2% | 0,2% | 0,5% | 0,2% | 1,7% | 3,9% | 7,4% | 13,9% | 25,6% | 25,0% | 21,5% | 1047 | 8,2 | 0,1 | |
| Age | 24 years and younger | | | 0,3% | | 0,7% | 3,2% | 12,5% | 15,2% | 21,9% | 21,9% | 24,3% | 293 | 8,2 | 0,2 | |
| | 25-34 years | | 0,2% | 1,1% | | 1,7% | 2,9% | 8,9% | 14,3% | 25,2% | 25,3% | 20,5% | 657 | 8,1 | 0,1 | |
| | 35-44 years | | 0,3% | 0,6% | 0,6% | 1,4% | 3,0% | 6,3% | 14,0% | 30,1% | 23,9% | 19,7% | 364 | 8,1 | 0,2 | |
| | 45-54 years | | 0,4% | 0,4% | 0,9% | 0,3% | 2,2% | 5,1% | 6,1% | 12,7% | 32,0% | 23,5% | 16,5% | 396 | 8,0 | 0,2 |
| | 55 years and older | | 0,3% | | | 0,2% | 0,3% | 4,0% | 6,3% | 12,2% | 25,9% | 24,8% | 26,1% | 368 | 8,4 | 0,2 |
| Profession | Managerial | | 0,4% | 0,6% | 1,0% | 0,6% | 4,1% | 7,6% | 13,7% | 29,8% | 22,2% | 20,0% | 260 | 8,1 | 0,2 | |
| | Professional | | 0,2% | 0,7% | 0,4% | 2,1% | 3,7% | 7,5% | 14,2% | 27,9% | 24,3% | 19,0% | 620 | 8,1 | 0,1 | |
| | Specialized staff | | 0,5% | | 0,1% | 0,3% | 1,3% | 3,9% | 4,5% | 13,2% | 28,0% | 24,8% | 23,4% | 334 | 8,3 | 0,2 |
| | Clerical/Service | | | | 0,5% | | 3,3% | 3,7% | 7,1% | 11,2% | 26,2% | 31,2% | 16,8% | 153 | 8,1 | 0,2 |
| | Student | | | | 0,8% | | 0,6% | 3,3% | 12,6% | 16,8% | 21,2% | 22,5% | 22,1% | 330 | 8,1 | 0,2 |
| | Retired/Homemaker | | | | 1,9% | 0,6% | | 4,0% | 4,6% | 9,2% | 26,7% | 25,1% | 28,0% | 139 | 8,4 | 0,3 |
| | Other | | | 0,5% | | | 0,9% | 2,4% | 11,4% | 12,8% | 26,9% | 23,4% | 21,8% | 221 | 8,2 | 0,2 |
| Househ. income | Low | | | 1,1% | | | 2,1% | 8,7% | 23,9% | 17,6% | 19,2% | 27,5% | 96 | 8,2 | 0,3 | |
| | Low average | | | 1,1% | | 2,6% | 3,1% | 9,5% | 13,9% | 22,5% | 22,4% | 24,9% | 179 | 8,1 | 0,2 | |
| | Average | | 0,1% | 0,1% | 0,7% | 0,1% | 1,5% | 3,7% | 8,7% | 11,2% | 28,2% | 24,4% | 21,3% | 776 | 8,1 | 0,1 |
| | High average | | 0,2% | 0,2% | 0,7% | 0,3% | 0,9% | 3,1% | 6,5% | 15,0% | 27,1% | 26,4% | 19,7% | 717 | 8,2 | 0,1 |
| | High | | | 0,9% | | 0,4% | 1,9% | 4,8% | 6,9% | 14,4% | 29,5% | 20,6% | 20,7% | 177 | 8,0 | 0,2 |
| Nationality | American | | | 0,8% | 0,4% | 0,8% | 1,2% | 5,8% | 8,6% | 20,6% | 27,6% | 34,2% | 263 | 8,6 | 0,2 | |
| | German | | 0,3% | 0,3% | 1,0% | 0,3% | 3,1% | 4,5% | 10,5% | 11,2% | 25,9% | 21,0% | 21,7% | 290 | 7,9 | 0,2 |
| | French | | 0,8% | 0,8% | 1,6% | | 0,8% | 5,4% | 11,6% | 14,0% | 29,5% | 19,4% | 16,3% | 204 | 7,7 | 0,3 |
| | Danish | | | 1,1% | | | | 6,9% | 10,3% | 11,5% | 34,5% | 16,1% | 19,5% | 129 | 8,0 | 0,3 |
| | British | | | | | 0,6% | 1,1% | 2,8% | 8,3% | 16,0% | 29,3% | 26,5% | 15,5% | 143 | 8,1 | 0,2 |
| | Norwegian | | | | | | | 2,5% | 5,1% | 17,7% | 19,0% | 34,2% | 21,5% | 102 | 8,4 | 0,3 |
| | Swedish | | | 0,9% | | | 1,8% | 4,6% | 3,7% | 22,0% | 33,0% | 20,2% | 13,8% | 87 | 7,9 | 0,3 |
| | Spanish | | | 1,3% | | | 1,3% | 6,3% | 11,4% | 11,4% | 38,0% | 17,7% | 12,7% | 98 | 7,8 | 0,3 |
| | Italian | | | | 1,8% | | 1,8% | 1,8% | 8,3% | 19,3% | 25,7% | 27,5% | 13,8% | 92 | 8,0 | 0,3 |
| | Dutch | | | 0,6% | | 0,6% | | 1,3% | 13,0% | 22,7% | 40,9% | 14,9% | 5,8% | 76 | 7,7 | 0,3 |
| | Other | | | 0,2% | 0,2% | 1,4% | | 3,1% | 5,8% | 13,5% | 24,3% | 27,3% | 24,3% | 592 | 8,3 | 0,1 |
| Market area | Scandinavia | | | 0,6% | | 0,6% | 4,8% | 6,6% | 17,1% | 26,7% | 25,5% | 18,1% | 376 | 8,1 | 0,1 | |
| | Britain | | | 0,6% | 0,5% | 1,6% | 4,2% | 7,6% | 14,3% | 28,6% | 25,6% | 17,1% | 171 | 8,1 | 0,2 | |
| | Central/South-Europe | | 0,3% | 0,4% | 0,9% | 0,2% | 1,8% | 3,7% | 10,0% | 13,9% | 30,1% | 21,3% | 17,4% | 975 | 7,9 | 0,1 |
| | North America | | | 0,6% | 0,3% | 1,3% | | 1,7% | 5,3% | 9,0% | 21,8% | 26,8% | 33,3% | 340 | 8,6 | 0,2 |
| | Other | | | | | 0,5% | 3,1% | 5,7% | 13,4% | 20,5% | 29,1% | 27,8% | 215 | 8,5 | 0,2 | |
| Type of trip | Package tour | | 0,5% | | 0,2% | | 1,1% | 4,0% | 11,9% | 10,0% | 30,9% | 18,7% | 22,7% | 204 | 8,1 | 0,2 |
| | Individually arranged | | 0,1% | 0,2% | 0,8% | 0,2% | 1,3% | 3,4% | 7,1% | 14,3% | 26,8% | 24,7% | 21,2% | 1638 | 8,2 | 0,1 |
| | Mix of both | | | | 0,4% | | 2,2% | 3,0% | 10,8% | 12,4% | 26,7% | 25,6% | 19,0% | 220 | 8,1 | 0,2 |
| Purpose of visit | Vacation/holiday | | 0,1% | 0,2% | 0,7% | 0,2% | 1,4% | 3,6% | 7,9% | 13,5% | 27,6% | 23,5% | 21,2% | 1834 | 8,1 | 0,1 |
| | Conference/meeting | | | | 0,5% | | 0,8% | 3,5% | 6,3% | 14,7% | 25,8% | 32,9% | 15,5% | 185 | 8,2 | 0,2 |
| | Study/research | | | | 1,6% | | 0,8% | 2,3% | 6,8% | 11,9% | 26,5% | 25,9% | 24,2% | 69 | 8,3 | 0,4 |
| | Visiting friends/relatives | | | | 1,1% | | 1,6% | 3,0% | 11,4% | 10,6% | 24,5% | 18,6% | 29,1% | 137 | 8,2 | 0,3 |
| | Business/Employment | | | | 2,1% | | | 9,3% | 6,0% | 12,1% | 24,8% | 30,6% | 15,1% | 51 | 8,0 | 0,5 |
| | Event in Iceland | | | | | 1,6% | | 3,3% | 7,1% | 10,7% | 26,8% | 23,6% | 26,9% | 62 | 8,4 | 0,4 |
| | Other | | | | 2,0% | | 0,5% | 4,7% | 8,9% | 12,3% | 31,4% | 20,1% | 20,1% | 157 | 8,0 | 0,3 |
| Transport type | Flight | | 0,1% | 0,1% | 0,7% | 0,2% | 1,4% | 3,5% | 8,1% | 13,9% | 27,0% | 24,0% | 20,9% | 1947 | 8,1 | 0,1 |
| | Smyril Line | | | | 0,8% | | 3,9% | 6,4% | 11,1% | 26,5% | 25,5% | 25,7% | 133 | 8,4 | 0,3 | |

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE21_r5] Rate tourist sites in Iceland in general
- Conduct of guests

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 2 | 0,1% | 0,1% |
| 1 | 0 | 0,0% | 0,0% |
| 2 | 8 | 0,4% | 0,3% |
| 3 | 7 | 0,3% | 0,2% |
| 4 | 20 | 1,0% | 0,4% |
| 5 | 45 | 2,1% | 0,6% |
| 6 | 110 | 5,2% | 0,9% |
| 7 | 305 | 14,4% | 1,5% |
| 8 | 565 | 26,7% | 1,9% |
| 9 | 569 | 26,9% | 1,9% |
| 10 | 484 | 22,9% | 1,8% |
| Number of answers | 2115 | 100,0% | |
| Responded | 2115 | 89,6% | |
| Did not respond** | 244 | 10,4% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- |
|----------------------------|------|------|------|------|------|-------|-------|-------|-------|-------|-------|-------------------|---------|---------------|
| Total | 0,1% | | 0,4% | 0,3% | 1,0% | 2,1% | 5,2% | 14,4% | 26,7% | 26,9% | 22,9% | 2115 | 8,3 | 0,1 |
| Gender | | | | | | | | | | | | | | |
| Male | | 0,2% | 0,3% | 0,3% | 1,2% | 2,1% | 6,0% | 15,2% | 27,2% | 25,9% | 21,5% | 1036 | 8,3 | 0,1 |
| Female | | | 0,4% | 0,4% | 0,7% | 2,2% | 4,4% | 13,7% | 26,2% | 27,8% | 24,3% | 1078 | 8,4 | 0,1 |
| Age | | | | | | | | | | | | | | |
| 24 years and younger | | | | | 1,0% | 2,3% | 7,9% | 15,8% | 21,6% | 25,2% | 26,2% | 309 | 8,3 | 0,2 |
| 25-34 years | | 0,2% | 0,3% | 0,2% | 1,5% | 2,7% | 4,4% | 14,3% | 28,6% | 26,2% | 21,7% | 655 | 8,3 | 0,1 |
| 35-44 years | | | | | 1,8% | 2,0% | 4,4% | 18,8% | 26,1% | 27,0% | 20,0% | 372 | 8,3 | 0,1 |
| 45-54 years | | | 0,6% | 0,5% | 0,9% | 1,8% | 4,7% | 12,5% | 30,2% | 29,2% | 19,7% | 405 | 8,3 | 0,1 |
| 55 years and older | | 0,3% | 0,8% | | 1,7% | 5,5% | 11,4% | 24,7% | 27,0% | 28,7% | 37,3% | 373 | 8,5 | 0,1 |
| Profession | | | | | | | | | | | | | | |
| Managerial | | 0,4% | 0,7% | | 1,2% | 1,9% | 5,1% | 17,3% | 31,8% | 22,0% | 19,6% | 265 | 8,2 | 0,2 |
| Professional | | | 0,4% | 0,3% | 1,5% | 1,9% | 4,4% | 13,8% | 28,3% | 27,0% | 22,4% | 632 | 8,3 | 0,1 |
| Specialized staff | | | 0,9% | | 1,0% | 3,2% | 3,3% | 16,5% | 23,4% | 28,6% | 23,1% | 340 | 8,3 | 0,2 |
| Clerical/Service | | | | 0,7% | | 1,8% | 6,1% | 16,9% | 21,7% | 29,4% | 23,5% | 155 | 8,4 | 0,2 |
| Student | | | | 1,1% | | 1,7% | 7,3% | 15,1% | 25,0% | 26,9% | 22,9% | 337 | 8,3 | 0,1 |
| Retired/Homemaker | | | | | | 1,1% | 3,5% | 9,1% | 27,9% | 24,4% | 33,9% | 142 | 8,7 | 0,2 |
| Other | | 0,5% | | | 1,5% | 3,0% | 7,1% | 11,7% | 27,0% | 29,6% | 19,5% | 221 | 8,2 | 0,2 |
| Househ. income | | | | | | | | | | | | | | |
| Low | | | | | 1,0% | 1,1% | 5,4% | 16,0% | 27,8% | 17,7% | 30,9% | 99 | 8,4 | 0,3 |
| Low average | | | | | 0,9% | 1,1% | 1,7% | 6,6% | 14,3% | 24,6% | 22,8% | 177 | 8,3 | 0,2 |
| Average | | 0,3% | 0,5% | 0,1% | 1,0% | 2,7% | 5,3% | 15,8% | 25,3% | 26,1% | 23,1% | 788 | 8,3 | 0,1 |
| High average | | | 0,2% | 0,1% | 1,3% | 1,9% | 4,6% | 12,9% | 27,8% | 29,2% | 22,1% | 728 | 8,4 | 0,1 |
| High | | | 0,8% | 0,6% | 0,8% | 1,8% | 4,4% | 15,2% | 29,4% | 23,5% | 23,6% | 190 | 8,3 | 0,2 |
| Nationality | | | | | | | | | | | | | | |
| American | | | | | 1,4% | 1,1% | 1,4% | 6,1% | 20,4% | 30,4% | 39,3% | 303 | 8,9 | 0,1 |
| German | | 0,8% | 0,4% | 0,8% | 1,1% | 2,7% | 8,0% | 13,0% | 29,0% | 23,7% | 20,6% | 266 | 8,1 | 0,2 |
| French | | | 1,5% | 0,8% | | 5,3% | 11,5% | 21,4% | 29,8% | 16,8% | 13,0% | 207 | 7,7 | 0,2 |
| Danish | | | | | 2,1% | 3,1% | 3,1% | 10,4% | 22,9% | 31,3% | 27,1% | 142 | 8,5 | 0,2 |
| British | | | 1,1% | | | 1,1% | 4,3% | 14,5% | 30,1% | 30,6% | 18,3% | 147 | 8,3 | 0,2 |
| Norwegian | | | | | 2,4% | 1,2% | 4,7% | 17,6% | 17,6% | 29,4% | 27,1% | 110 | 8,4 | 0,3 |
| Swedish | | | 1,8% | | 3,6% | 7,1% | 15,2% | 30,4% | 27,7% | 14,3% | 89 | 8,1 | 0,3 | |
| Spanish | | | 1,3% | 1,3% | 1,3% | 25,0% | 28,8% | 26,3% | 16,3% | 99 | 8,2 | 0,2 | | |
| Italian | | | 1,9% | | | 6,5% | 13,9% | 25,0% | 30,6% | 22,2% | 91 | 8,4 | 0,3 | |
| Dutch | | | | | 0,7% | 4,9% | 33,8% | 44,4% | 12,0% | 4,2% | 70 | 7,7 | 0,2 | |
| Other | | 0,3% | 0,6% | 0,5% | 2,0% | 4,7% | 13,2% | 26,9% | 28,6% | 23,2% | 588 | 8,4 | 0,1 | |
| Market area | | | | | | | | | | | | | | |
| Scandinavia | | | 0,2% | | 2,0% | 2,8% | 4,6% | 13,7% | 24,2% | 30,2% | 22,4% | 399 | 8,3 | 0,1 |
| Britain | | | 1,1% | | 0,6% | 2,8% | 3,8% | 12,5% | 32,3% | 29,8% | 17,1% | 174 | 8,3 | 0,2 |
| Central/South-Europe | | 0,2% | 0,5% | 0,7% | 0,8% | 2,5% | 6,7% | 18,7% | 29,0% | 23,4% | 17,4% | 942 | 8,1 | 0,1 |
| North America | | | | | 1,1% | 1,0% | 2,2% | 6,2% | 21,9% | 29,7% | 38,0% | 390 | 8,9 | 0,1 |
| Other | | | | | 1,1% | 5,8% | 13,5% | 25,6% | 28,8% | 25,2% | 209 | 8,5 | 0,2 | |
| Type of trip | | | | | | | | | | | | | | |
| Package tour | | 0,5% | | 0,5% | | 0,7% | 4,5% | 15,4% | 30,3% | 20,7% | 27,4% | 207 | 8,4 | 0,2 |
| Individually arranged | | 0,1% | 0,5% | 0,3% | 1,2% | 2,4% | 5,3% | 14,5% | 26,3% | 27,3% | 22,1% | 1667 | 8,3 | 0,1 |
| Mix of both | | | | 0,5% | 0,5% | 1,2% | 3,4% | 12,6% | 28,1% | 30,9% | 23,0% | 222 | 8,5 | 0,2 |
| Purpose of visit | | | | | | | | | | | | | | |
| Vacation/holiday | | 0,1% | 0,4% | 0,3% | 1,1% | 2,2% | 5,3% | 14,6% | 26,8% | 26,3% | 22,9% | 1849 | 8,3 | 0,1 |
| Conference/meeting | | | | | 0,5% | 0,4% | 3,1% | 14,5% | 29,2% | 32,8% | 19,6% | 202 | 8,5 | 0,2 |
| Study/research | | | | | 1,5% | 1,5% | 4,5% | 11,0% | 26,2% | 27,1% | 28,3% | 74 | 8,5 | 0,3 |
| Visiting friends/relatives | | | 0,6% | | 1,5% | 3,1% | 6,8% | 15,6% | 16,3% | 24,9% | 31,1% | 138 | 8,4 | 0,3 |
| Business/Employment | | | | | 2,0% | 3,7% | 4,9% | 15,7% | 30,3% | 25,9% | 17,5% | 54 | 8,2 | 0,4 |
| Event in Iceland | | | | 1,7% | | | 4,1% | 19,3% | 17,9% | 28,5% | 28,5% | 59 | 8,5 | 0,4 |
| Other | | | | 0,7% | | 3,5% | 9,4% | 14,2% | 26,6% | 28,1% | 17,6% | 165 | 8,2 | 0,2 |
| Transport type | | | | | | | | | | | | | | |
| Flight | | 0,1% | 0,3% | 0,3% | 0,9% | 2,1% | 5,1% | 14,6% | 26,6% | 27,2% | 22,7% | 1988 | 8,3 | 0,1 |
| Smyril Line | | 0,8% | 1,2% | 1,2% | 3,4% | 6,5% | 11,4% | 28,1% | 21,9% | 25,5% | 127 | 8,2 | 0,3 | |

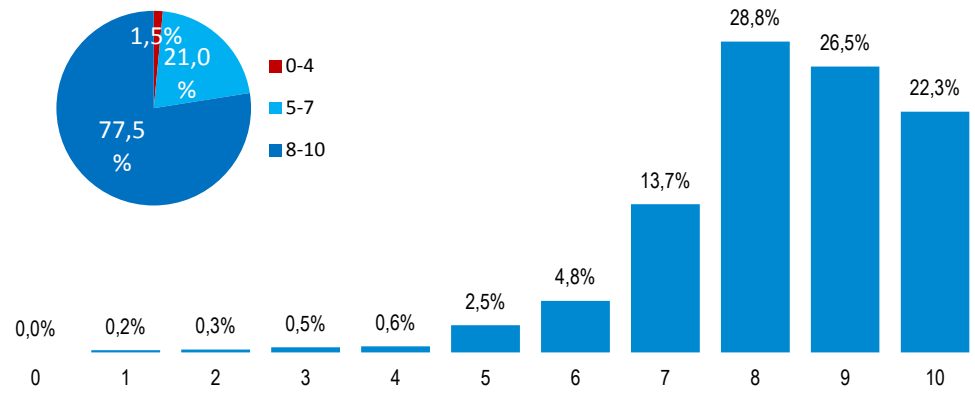
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE22_r1] Rate provision of information on tourist services in Iceland
 - General tourist information (e.g. signposting and maps)



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 0 | 0,0% | 0,0% |
| 1 | 5 | 0,2% | 0,2% |
| 2 | 6 | 0,3% | 0,2% |
| 3 | 11 | 0,5% | 0,3% |
| 4 | 13 | 0,6% | 0,3% |
| 5 | 57 | 2,5% | 0,6% |
| 6 | 107 | 4,8% | 0,9% |
| 7 | 309 | 13,7% | 1,4% |
| 8 | 647 | 28,8% | 1,9% |
| 9 | 595 | 26,5% | 1,8% |
| 10 | 501 | 22,3% | 1,7% |
| Number of answers | 2249 | 100,0% | |
| Responded | 2249 | 95,3% | |
| Did not respond** | 110 | 4,7% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



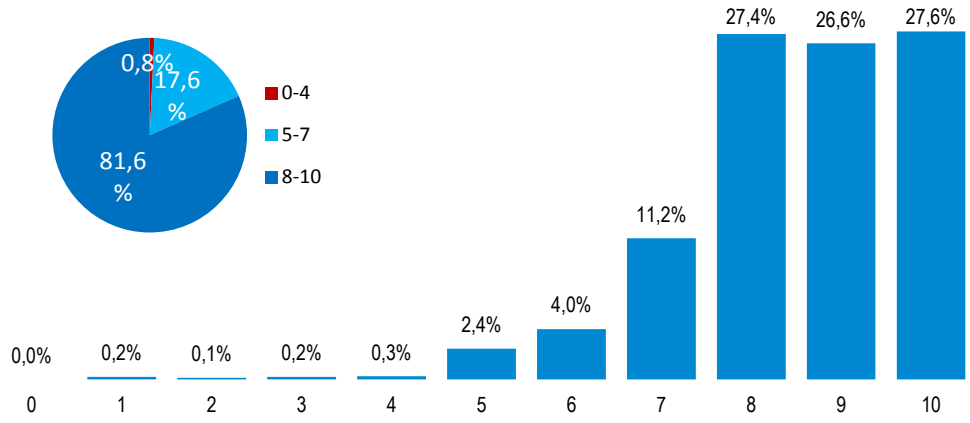
| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- |
|----------------------|----------------------------|-------------|------|------|------|-------|-------|-------|-------|-------|-------|-------|-------------------|---------|---------------|
| Total | Total | 0,2% | 0,3% | 0,5% | 0,6% | 2,5% | 4,8% | 13,7% | 28,8% | 26,5% | 22,3% | 2249 | 8,3 | 0,1 | |
| Gender | Male | 0,1% | 0,2% | 0,8% | 0,6% | 2,4% | 4,6% | 14,5% | 32,4% | 24,9% | 19,6% | 1103 | 8,3 | 0,1 | |
| | Female | 0,3% | 0,3% | 0,2% | 0,5% | 2,6% | 4,9% | 13,0% | 25,3% | 27,9% | 24,8% | 1145 | 8,4 | 0,1 | |
| Age | 24 years and younger | 0,2% | | 0,3% | 0,7% | 2,2% | 6,1% | 14,2% | 23,8% | 23,4% | 29,0% | 319 | 8,4 | 0,2 | |
| | 25-34 years | 0,4% | 0,1% | 0,1% | 1,1% | 2,5% | 4,1% | 13,7% | 31,3% | 25,8% | 20,9% | 698 | 8,3 | 0,1 | |
| | 35-44 years | 0,3% | 0,5% | 0,9% | 0,3% | 2,4% | 4,6% | 14,3% | 30,8% | 26,7% | 19,3% | 394 | 8,2 | 0,1 | |
| | 45-54 years | | 0,4% | 1,0% | 0,2% | 2,9% | 6,3% | 13,8% | 29,8% | 27,3% | 18,3% | 433 | 8,2 | 0,1 | |
| | 55 years and older | | 0,3% | 0,2% | 0,2% | 2,7% | 3,3% | 12,7% | 25,3% | 28,8% | 26,3% | 404 | 8,5 | 0,1 | |
| Profession | Managerial | | | | 0,4% | 2,5% | 4,1% | 15,8% | 34,4% | 24,8% | 18,0% | 279 | 8,3 | 0,1 | |
| | Professional | | | 0,4% | 0,8% | 0,5% | 2,7% | 4,6% | 15,1% | 28,3% | 26,6% | 21,1% | 678 | 8,3 | 0,1 |
| | Specialized staff | 0,4% | 0,6% | 0,6% | | 3,0% | 4,7% | 10,4% | 28,9% | 27,2% | 24,1% | 365 | 8,4 | 0,2 | |
| | Clerical/Service | | | | 0,9% | 0,8% | 2,5% | 7,0% | 21,3% | 23,8% | 28,6% | 15,0% | 156 | 8,1 | 0,2 |
| | Student | 0,6% | 0,3% | 0,3% | 0,9% | 2,5% | 5,1% | 12,5% | 29,5% | 23,2% | 25,0% | 353 | 8,3 | 0,2 | |
| | Retired/Homemaker | | | | 0,5% | 0,6% | 2,3% | 2,8% | 6,1% | 24,5% | 33,4% | 29,9% | 152 | 8,7 | 0,2 |
| | Other | 0,4% | | | | 1,1% | 1,4% | 5,3% | 13,2% | 30,0% | 26,9% | 21,7% | 237 | 8,4 | 0,2 |
| Househ. income | Low | 1,4% | | 1,0% | | 4,4% | 3,3% | 12,3% | 27,2% | 22,7% | 27,6% | 104 | 8,3 | 0,3 | |
| | Low average | 0,4% | 0,5% | | 0,6% | 2,8% | 4,8% | 12,6% | 31,0% | 26,4% | 21,0% | 187 | 8,3 | 0,2 | |
| | Average | 0,1% | 0,3% | 0,3% | 0,4% | 2,6% | 5,6% | 14,1% | 28,1% | 25,6% | 22,9% | 826 | 8,3 | 0,1 | |
| | High average | 0,2% | 0,2% | 0,9% | 0,9% | 2,5% | 4,0% | 12,8% | 29,8% | 27,4% | 21,4% | 787 | 8,3 | 0,1 | |
| | High | | | 0,5% | 0,6% | 1,5% | 3,7% | 17,2% | 29,5% | 27,5% | 19,5% | 196 | 8,3 | 0,2 | |
| Nationality | American | | | | 0,7% | 0,7% | 1,4% | 1,4% | 8,8% | 26,0% | 26,7% | 34,4% | 308 | 8,7 | 0,1 |
| | German | | 0,3% | 1,0% | 0,7% | 0,3% | 3,0% | 5,3% | 12,3% | 30,0% | 24,0% | 23,0% | 304 | 8,3 | 0,2 |
| | French | | | | 0,8% | 2,3% | 9,2% | 21,4% | 28,2% | 26,7% | 11,5% | 207 | 8,0 | 0,2 | |
| | Danish | | 1,0% | | 1,0% | 6,7% | 5,8% | 15,4% | 28,8% | 26,0% | 15,4% | 154 | 8,0 | 0,3 | |
| | British | | 0,5% | | | 2,0% | 3,5% | 14,5% | 30,0% | 31,5% | 18,0% | 158 | 8,4 | 0,2 | |
| | Norwegian | | 1,1% | 1,1% | | 1,1% | 3,3% | 1,1% | 18,9% | 28,9% | 21,1% | 23,3% | 116 | 8,2 | 0,3 |
| | Swedish | | | 1,6% | 0,8% | 1,6% | 8,9% | 12,9% | 21,8% | 29,8% | 22,6% | 99 | 8,3 | 0,3 | |
| | Spanish | | | 2,5% | 1,3% | 3,8% | 8,7% | 22,5% | 33,7% | 18,8% | 8,7% | 99 | 7,7 | 0,3 | |
| | Italian | | | | 0,9% | 3,7% | 5,5% | 13,8% | 33,0% | 32,1% | 11,0% | 92 | 8,1 | 0,3 | |
| | Dutch | | | 1,9% | 3,7% | 27,2% | 41,4% | 19,8% | 6,2% | 79 | 7,9 | 0,2 | | | |
| | Other | | | 0,3% | 0,7% | 1,8% | 4,0% | 9,5% | 27,5% | 28,2% | 28,1% | 627 | 8,6 | 0,1 | |
| | Market area | Scandinavia | 0,6% | 0,7% | 0,7% | 0,3% | 3,7% | 4,7% | 14,7% | 27,4% | 27,0% | 20,2% | 433 | 8,2 | 0,1 |
| Britain | | 0,4% | 0,5% | | 0,6% | 2,7% | 3,5% | 13,8% | 29,5% | 30,8% | 18,2% | 191 | 8,3 | 0,2 | |
| Central/South-Europe | | 0,1% | 0,2% | 0,6% | 0,6% | 2,4% | 6,2% | 16,9% | 31,3% | 24,3% | 17,4% | 1000 | 8,2 | 0,1 | |
| North America | | | | 0,5% | 0,8% | 0,9% | 2,3% | 9,8% | 26,2% | 25,9% | 33,4% | 398 | 8,7 | 0,1 | |
| Other | | | | 0,5% | 3,5% | 3,4% | 4,8% | 23,7% | 32,5% | 31,7% | 224 | 8,7 | 0,2 | | |
| Type of trip | Package tour | | | | | 3,6% | 5,0% | 13,1% | 27,9% | 22,3% | 27,9% | 216 | 8,4 | 0,2 | |
| | Individually arranged | 0,3% | 0,3% | 0,5% | 0,5% | 2,4% | 4,9% | 13,7% | 28,8% | 26,6% | 21,9% | 1783 | 8,3 | 0,1 | |
| | Mix of both | | | 0,5% | 1,5% | 1,3% | 2,8% | 14,4% | 29,8% | 30,6% | 19,1% | 228 | 8,4 | 0,2 | |
| Purpose of visit | Vacation/holiday | 0,2% | 0,2% | 0,5% | 0,5% | 2,4% | 4,7% | 14,3% | 28,7% | 26,7% | 21,7% | 1956 | 8,3 | 0,1 | |
| | Conference/meeting | | | | 0,5% | 2,5% | 3,2% | 13,8% | 31,8% | 27,3% | 20,9% | 222 | 8,4 | 0,2 | |
| | Study/research | | | | 1,4% | 3,9% | 2,7% | 9,3% | 36,7% | 25,4% | 20,6% | 76 | 8,3 | 0,3 | |
| | Visiting friends/relatives | | | 0,8% | | 1,1% | 4,5% | 13,0% | 32,0% | 26,4% | 22,1% | 138 | 8,4 | 0,2 | |
| | Business/Employment | | | | 1,8% | 2,7% | 7,1% | 21,6% | 19,7% | 27,1% | 20,0% | 61 | 8,2 | 0,4 | |
| | Event in Iceland | | | 1,7% | | 3,3% | 5,4% | 11,2% | 27,6% | 30,7% | 20,0% | 63 | 8,3 | 0,4 | |
| | Other | 0,7% | | | 0,6% | 3,1% | 7,0% | 13,4% | 34,9% | 17,2% | 23,2% | 179 | 8,2 | 0,2 | |
| Transport type | Flight | 0,2% | 0,2% | 0,5% | 0,5% | 2,4% | 4,9% | 13,7% | 29,3% | 26,3% | 22,0% | 2106 | 8,3 | 0,1 | |
| | Smyril Line | 0,7% | 0,7% | | 0,9% | 4,1% | 3,3% | 14,7% | 20,4% | 28,7% | 26,5% | 143 | 8,4 | 0,3 | |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE22_r2] Rate provision of information on tourist services in Iceland
- Provision of information at information centres



| Answers | Count | Pct. % | Conf.lim +/- |
|-------------------------------|-------------|---------------|--------------|
| 0 | 0 | 0,0% | 0,0% |
| 1 | 4 | 0,2% | 0,2% |
| 2 | 3 | 0,1% | 0,1% |
| 3 | 4 | 0,2% | 0,2% |
| 4 | 5 | 0,3% | 0,2% |
| 5 | 52 | 2,4% | 0,7% |
| 6 | 85 | 4,0% | 0,8% |
| 7 | 239 | 11,2% | 1,3% |
| 8 | 585 | 27,4% | 1,9% |
| 9 | 569 | 26,6% | 1,9% |
| 10 | 589 | 27,6% | 1,9% |
| Number of answers | 2134 | 100,0% | |
| Responded | 2134 | 90,5% | |
| Did not respond** | 225 | 9,5% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



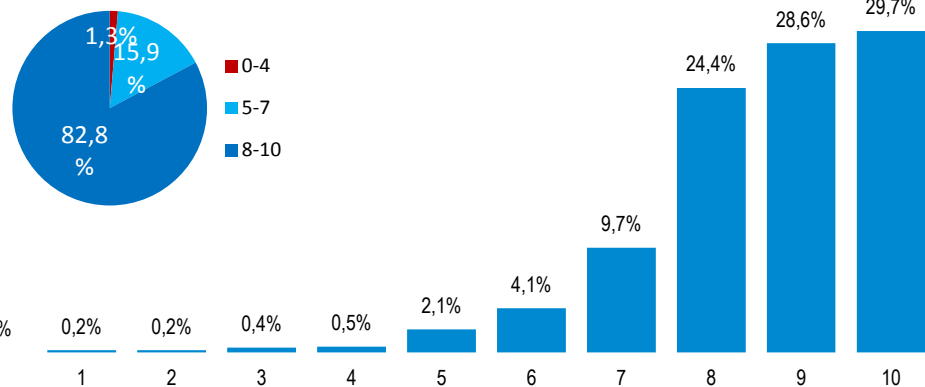
| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf.lim +/- |
|----------------------|----------------------------|-------------|------|------|------|------|------|-------|-------|-------|-------|-------|-------------------|------------|--------------|
| Total | Total | 0,2% | 0,1% | 0,2% | 0,3% | 2,4% | 4,0% | 11,2% | 27,4% | 26,6% | 27,6% | 2134 | 8,5 | 0,1 | |
| Gender | Male | 0,1% | 0,1% | 0,3% | 0,3% | 1,8% | 4,2% | 12,8% | 30,8% | 24,9% | 24,6% | 1045 | 8,4 | 0,1 | |
| | Female | 0,3% | 0,1% | 0,1% | 0,2% | 3,0% | 3,8% | 9,6% | 24,2% | 28,3% | 30,4% | 1088 | 8,6 | 0,1 | |
| Age | 24 years and younger | 0,3% | | | 0,3% | 2,1% | 2,4% | 12,8% | 25,8% | 23,0% | 33,3% | 303 | 8,6 | 0,2 | |
| | 25-34 years | 0,3% | | 0,3% | 0,4% | 1,8% | 4,3% | 12,0% | 26,8% | 26,8% | 27,2% | 660 | 8,5 | 0,1 | |
| | 35-44 years | 0,3% | 0,3% | | 0,3% | 2,7% | 4,2% | 9,2% | 32,3% | 28,5% | 22,0% | 378 | 8,4 | 0,1 | |
| | 45-54 years | | | 0,3% | 0,1% | 2,7% | 3,9% | 13,6% | 27,5% | 26,9% | 25,0% | 406 | 8,5 | 0,1 | |
| | 55 years and older | | 0,3% | 0,2% | | 3,2% | 4,6% | 7,9% | 24,7% | 27,2% | 31,8% | 387 | 8,6 | 0,1 | |
| Profession | Managerial | | | 0,4% | 0,6% | 1,8% | 4,4% | 11,1% | 31,8% | 29,2% | 20,7% | 264 | 8,4 | 0,2 | |
| | Professional | | 0,2% | 0,2% | 0,2% | 2,4% | 4,6% | 12,1% | 26,6% | 28,3% | 25,3% | 644 | 8,5 | 0,1 | |
| | Specialized staff | 0,4% | 0,4% | 0,3% | | 2,2% | 4,1% | 10,0% | 28,1% | 24,8% | 29,7% | 347 | 8,5 | 0,1 | |
| | Clerical/Service | | | | | 6,0% | 7,0% | 9,3% | 24,7% | 28,8% | 24,2% | 145 | 8,4 | 0,2 | |
| | Student | | 0,5% | | | 0,3% | 2,0% | 3,0% | 13,0% | 29,1% | 21,5% | 30,6% | 333 | 8,5 | 0,1 |
| | Retired/Homemaker | | | | 0,5% | | 2,6% | 2,3% | 3,6% | 27,6% | 25,9% | 37,6% | 151 | 8,8 | 0,2 |
| | Other | | 0,5% | | | | 1,6% | 2,3% | 14,1% | 22,4% | 29,6% | 28,7% | 225 | 8,6 | 0,2 |
| Househ. income | Low | | | | | 1,0% | 3,0% | 1,6% | 11,0% | 22,5% | 26,7% | 34,2% | 98 | 8,7 | 0,3 |
| | Low average | | 1,0% | | | 0,6% | 2,8% | 3,1% | 10,0% | 30,3% | 25,1% | 27,0% | 173 | 8,4 | 0,2 |
| | Average | | 0,1% | 0,2% | | | 2,5% | 4,5% | 12,3% | 26,4% | 25,3% | 28,7% | 793 | 8,5 | 0,1 |
| | High average | | 0,2% | 0,2% | 0,4% | 0,4% | 2,8% | 4,2% | 10,5% | 27,6% | 28,2% | 25,6% | 745 | 8,5 | 0,1 |
| | High | | | | | 0,3% | 0,6% | 4,0% | 11,2% | 33,8% | 24,8% | 25,3% | 188 | 8,5 | 0,2 |
| Nationality | American | | | 0,4% | 0,4% | 1,1% | 0,7% | 10,4% | 21,9% | 26,5% | 38,7% | 302 | 8,9 | 0,1 | |
| | German | | 0,7% | | 0,3% | 0,3% | 1,4% | 4,1% | 7,8% | 29,4% | 27,7% | 28,4% | 300 | 8,6 | 0,2 |
| | French | | | | 0,8% | | 2,5% | 6,6% | 14,0% | 32,2% | 25,6% | 18,2% | 191 | 8,2 | 0,2 |
| | Danish | | | | | 9,8% | 5,4% | 13,0% | 28,3% | 20,7% | 22,8% | 136 | 8,1 | 0,3 | |
| | British | | 0,5% | | | | 1,6% | 5,2% | 8,9% | 29,8% | 30,4% | 23,6% | 151 | 8,5 | 0,2 |
| | Norwegian | | 1,2% | 1,2% | 1,2% | 1,2% | 3,6% | 1,2% | 16,7% | 29,8% | 14,3% | 29,8% | 109 | 8,2 | 0,3 |
| | Swedish | | | | 1,0% | | 1,0% | 3,8% | 13,3% | 24,8% | 30,5% | 25,7% | 84 | 8,5 | 0,3 |
| | Spanish | | | 1,3% | | | 7,9% | 11,8% | 14,5% | 28,9% | 23,7% | 11,8% | 94 | 7,8 | 0,3 |
| | Italian | | | | | | 2,0% | 7,9% | 14,9% | 25,7% | 28,7% | 20,8% | 85 | 8,3 | 0,3 |
| | Dutch | | | | | 0,7% | 1,3% | 3,3% | 19,7% | 41,4% | 26,3% | 7,2% | 75 | 8,1 | 0,2 |
| | Other | | | | | | 1,5% | 3,0% | 9,2% | 24,8% | 29,0% | 32,5% | 604 | 8,7 | 0,1 |
| | Market area | Scandinavia | 0,3% | 0,3% | 0,5% | 0,3% | 4,7% | 3,3% | 14,0% | 27,1% | 23,6% | 25,7% | 383 | 8,3 | 0,2 |
| Britain | | | 0,4% | | | | 2,5% | 5,9% | 8,0% | 30,4% | 28,6% | 24,0% | 183 | 8,5 | 0,2 |
| Central/South-Europe | | 0,2% | 0,1% | 0,1% | 0,3% | 2,4% | 4,9% | 12,1% | 30,0% | 27,0% | 22,9% | 959 | 8,4 | 0,1 | |
| North America | | | | 0,3% | 0,3% | 1,1% | 1,5% | 9,8% | 22,3% | 26,2% | 38,6% | 390 | 8,8 | 0,1 | |
| Other | | | | | | 1,0% | 4,1% | 7,5% | 22,9% | 29,4% | 35,2% | 217 | 8,8 | 0,2 | |
| Type of trip | Package tour | | | | | 3,4% | 5,2% | 13,5% | 25,4% | 20,2% | 32,4% | 195 | 8,5 | 0,2 | |
| | Individually arranged | 0,2% | 0,1% | 0,2% | 0,2% | 2,3% | 3,9% | 11,4% | 27,5% | 26,7% | 27,3% | 1700 | 8,5 | 0,1 | |
| | Mix of both | | | | | 2,3% | 3,1% | 7,4% | 28,9% | 32,7% | 24,7% | 221 | 8,6 | 0,2 | |
| Purpose of visit | Vacation/holiday | 0,2% | 0,1% | 0,2% | 0,3% | 2,4% | 3,7% | 11,3% | 27,8% | 27,0% | 27,1% | 1861 | 8,5 | 0,1 | |
| | Conference/meeting | | | | | 1,4% | 5,6% | 11,2% | 30,3% | 25,3% | 26,2% | 207 | 8,5 | 0,2 | |
| | Study/research | | | | | 1,6% | 2,2% | 1,2% | 7,4% | 38,0% | 25,8% | 23,8% | 68 | 8,5 | 0,3 |
| | Visiting friends/relatives | | | | | 1,4% | 2,5% | 10,3% | 26,8% | 27,7% | 31,4% | 129 | 8,7 | 0,2 | |
| | Business/Employment | | | | | 1,9% | 0,9% | 8,7% | 20,7% | 20,5% | 23,8% | 56 | 8,2 | 0,4 | |
| | Event in Iceland | | | 1,8% | | 4,1% | 4,4% | 10,8% | 18,9% | 30,0% | 30,0% | 61 | 8,5 | 0,4 | |
| | Other | | | | | 0,8% | 2,8% | 4,4% | 10,0% | 28,2% | 21,9% | 32,0% | 169 | 8,5 | 0,2 |
| Transport type | Flight | 0,1% | 0,1% | 0,1% | 0,3% | 2,2% | 4,2% | 11,4% | 27,7% | 26,5% | 27,4% | 1995 | 8,5 | 0,1 | |
| | Smyril Line | 1,5% | | 0,9% | | 6,3% | 1,7% | 7,8% | 22,3% | 29,2% | 30,4% | 139 | 8,5 | 0,3 | |

*Individuals asked: Everyone
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE22_r3] Rate provision of information on tourist services in Iceland
 - Printed material (travel brochures, guidebooks, maps, etc.)



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 0 | 0,0% | 0,0% |
| 1 | 4 | 0,2% | 0,2% |
| 2 | 4 | 0,2% | 0,2% |
| 3 | 10 | 0,4% | 0,3% |
| 4 | 12 | 0,5% | 0,3% |
| 5 | 48 | 2,1% | 0,6% |
| 6 | 91 | 4,1% | 0,8% |
| 7 | 217 | 9,7% | 1,2% |
| 8 | 548 | 24,4% | 1,8% |
| 9 | 640 | 28,6% | 1,9% |
| 10 | 666 | 29,7% | 1,9% |
| Number of answers | 2240 | 100,0% | |
| Responded | 2240 | 95,0% | |
| Did not respond** | 119 | 5,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

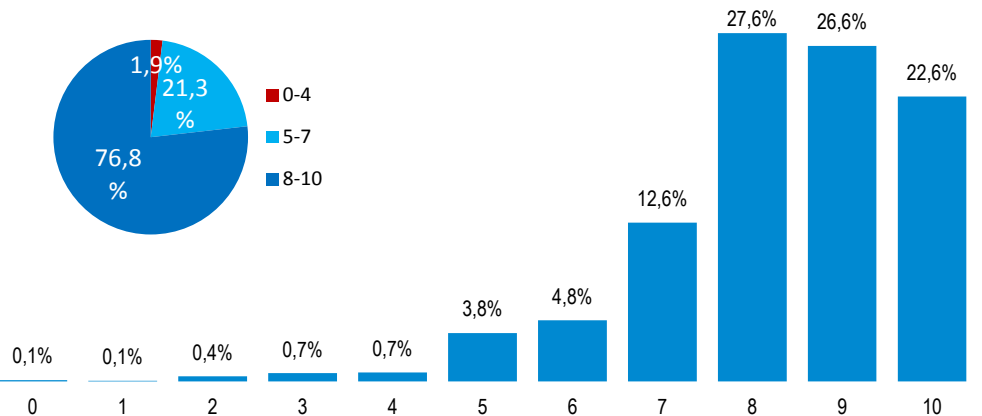


| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- | |
|------------------|----------------------------|---|------|------|------|------|------|-------|-------|-------|-------|-------|-------------------|---------|---------------|-----|
| Total | Total | | 0,2% | 0,2% | 0,4% | 0,5% | 2,1% | 4,1% | 9,7% | 24,4% | 28,6% | 29,7% | 2240 | 8,6 | 0,1 | |
| Gender | Male | | 0,2% | 0,1% | 0,7% | 0,8% | 2,0% | 3,7% | 11,1% | 28,2% | 27,1% | 26,0% | 1092 | 8,5 | 0,1 | |
| | Female | | 0,2% | 0,3% | 0,2% | 0,2% | 2,2% | 4,4% | 8,3% | 20,9% | 30,0% | 33,2% | 1148 | 8,7 | 0,1 | |
| Age | 24 years and younger | | 0,2% | 0,3% | 0,7% | 0,5% | 3,1% | 4,5% | 10,1% | 18,9% | 26,7% | 35,0% | 322 | 8,6 | 0,2 | |
| | 25-34 years | | 0,3% | | 0,4% | 1,1% | 1,4% | 4,6% | 9,9% | 22,5% | 30,1% | 29,7% | 690 | 8,6 | 0,1 | |
| | 35-44 years | | | 0,3% | 0,6% | 0,3% | 2,7% | 3,5% | 10,3% | 26,6% | 28,0% | 27,7% | 387 | 8,5 | 0,1 | |
| | 45-54 years | | | 0,2% | 0,4% | 0,3% | 1,7% | 3,2% | 10,5% | 32,1% | 28,3% | 23,3% | 434 | 8,5 | 0,1 | |
| | 55 years and older | | 0,4% | 0,3% | 0,2% | | 2,5% | 4,2% | 7,7% | 21,9% | 28,6% | 34,3% | 406 | 8,7 | 0,1 | |
| Profession | Managerial | | | 0,2% | | | 1,5% | 2,3% | 12,1% | 25,2% | 31,6% | 27,2% | 275 | 8,6 | 0,1 | |
| | Professional | | | 0,3% | 0,2% | 0,7% | 1,9% | 5,0% | 9,7% | 28,0% | 28,0% | 26,2% | 673 | 8,5 | 0,1 | |
| | Specialized staff | | | 0,4% | 0,9% | | 1,2% | 3,9% | 10,3% | 21,5% | 29,4% | 32,3% | 368 | 8,7 | 0,1 | |
| | Clerical/Service | | | | | 1,7% | 5,3% | 4,8% | 10,5% | 25,4% | 28,5% | 23,8% | 158 | 8,3 | 0,2 | |
| | Student | | 0,5% | 0,3% | 0,3% | 0,4% | 3,3% | 5,3% | 11,8% | 19,6% | 27,1% | 31,3% | 353 | 8,5 | 0,2 | |
| | Retired/Homemaker | | 1,0% | | 1,6% | | 2,1% | 2,2% | 3,6% | 19,1% | 29,8% | 40,7% | 152 | 8,8 | 0,3 | |
| | Other | | 0,4% | | 0,5% | 1,1% | 0,8% | 2,8% | 5,9% | 28,0% | 27,4% | 33,0% | 234 | 8,7 | 0,2 | |
| Househ. income | Low | | | 1,0% | | | 2,0% | 3,7% | 10,8% | 26,7% | 20,3% | 35,5% | 106 | 8,6 | 0,3 | |
| | Low average | | | | 1,8% | 1,2% | 0,8% | 5,5% | 2,9% | 11,3% | 16,9% | 28,9% | 30,6% | 184 | 8,3 | 0,3 |
| | Average | | | 0,1% | 0,2% | 0,5% | 0,1% | 2,6% | 4,6% | 10,4% | 22,5% | 28,0% | 31,0% | 826 | 8,6 | 0,1 |
| | High average | | | 0,3% | 0,4% | 1,1% | 1,3% | 3,9% | 8,4% | 25,7% | 30,5% | 28,5% | 788 | 8,6 | 0,1 | |
| | High | | | 0,3% | 0,3% | 0,6% | 0,6% | 5,2% | 10,8% | 32,2% | 27,0% | 23,8% | 191 | 8,5 | 0,2 | |
| Nationality | American | | | 0,4% | 0,4% | | 1,8% | 0,7% | 4,3% | 24,5% | 28,4% | 39,7% | 305 | 8,9 | 0,1 | |
| | German | | 0,7% | 0,3% | 0,3% | 0,3% | 2,4% | 4,7% | 7,4% | 23,6% | 29,6% | 30,6% | 301 | 8,6 | 0,2 | |
| | French | | 0,8% | | 0,8% | 0,8% | 3,8% | 4,6% | 14,6% | 27,7% | 27,7% | 19,2% | 205 | 8,2 | 0,2 | |
| | Danish | | | | | 1,9% | 3,8% | 8,5% | 12,3% | 28,3% | 20,8% | 24,5% | 157 | 8,2 | 0,2 | |
| | British | | 0,5% | | | 0,5% | 2,1% | 4,1% | 11,9% | 23,2% | 26,8% | 30,9% | 153 | 8,6 | 0,2 | |
| | Norwegian | | | 1,1% | 1,1% | 1,1% | 1,1% | 1,1% | 9,9% | 27,5% | 28,6% | 28,6% | 118 | 8,5 | 0,3 | |
| | Swedish | | 0,8% | 0,8% | | | 1,6% | 2,4% | 13,7% | 25,8% | 24,2% | 30,6% | 99 | 8,5 | 0,3 | |
| | Spanish | | 1,3% | | | 1,3% | 5,1% | 12,7% | 11,4% | 32,9% | 19,0% | 16,5% | 98 | 7,9 | 0,3 | |
| | Italian | | | | | 2,8% | 5,5% | 10,1% | 22,0% | 36,7% | 22,9% | | 92 | 8,5 | 0,3 | |
| | Dutch | | | | 0,6% | | | 3,7% | 21,1% | 39,8% | 26,7% | 8,1% | 79 | 8,1 | 0,2 | |
| | Other | | | 0,6% | 0,3% | 1,3% | 3,4% | 8,0% | 19,3% | 32,3% | 34,8% | | 629 | 8,8 | 0,1 | |
| Market area | Scandinavia | | | 0,5% | 0,7% | 1,0% | 2,0% | 3,9% | 11,5% | 25,6% | 27,8% | 27,0% | 439 | 8,5 | 0,1 | |
| | Britain | | 0,4% | | 1,1% | 0,4% | 1,7% | 4,9% | 10,1% | 23,7% | 26,8% | 30,8% | 186 | 8,5 | 0,2 | |
| | Central/South-Europe | | 0,4% | 0,2% | 0,3% | 0,4% | 2,5% | 4,8% | 11,7% | 26,2% | 29,1% | 24,3% | 995 | 8,4 | 0,1 | |
| | North America | | | 0,3% | 0,1% | 1,6% | 1,5% | 5,3% | 24,0% | 26,6% | 40,6% | | 395 | 8,9 | 0,1 | |
| | Other | | | | 1,0% | 2,0% | 5,0% | 4,3% | 15,3% | 32,9% | 39,5% | | 223 | 8,9 | 0,2 | |
| Type of trip | Package tour | | | | | 3,4% | 4,8% | 10,2% | 27,6% | 20,4% | 33,6% | | 218 | 8,6 | 0,2 | |
| | Individually arranged | | 0,2% | 0,2% | 0,5% | 0,5% | 2,0% | 4,2% | 9,6% | 24,3% | 29,1% | 29,3% | 1767 | 8,6 | 0,1 | |
| | Mix of both | | | | 1,6% | 1,6% | 2,6% | 10,0% | 22,4% | 33,7% | 28,8% | | 233 | 8,7 | 0,2 | |
| Purpose of visit | Vacation/holiday | | 0,2% | 0,2% | 0,4% | 0,5% | 2,1% | 4,2% | 10,0% | 24,6% | 29,2% | 28,6% | 1947 | 8,6 | 0,1 | |
| | Conference/meeting | | | | | 1,1% | 3,6% | 9,4% | 28,3% | 29,3% | 28,3% | | 226 | 8,7 | 0,2 | |
| | Study/research | | | 1,4% | 1,9% | 4,6% | 2,5% | 4,4% | 27,0% | 26,5% | 31,6% | | 77 | 8,5 | 0,4 | |
| | Visiting friends/relatives | | | 0,8% | | 0,7% | 4,7% | 8,4% | 23,3% | 26,4% | 35,6% | | 136 | 8,7 | 0,2 | |
| | Business/Employment | | | | | 5,7% | 6,8% | 7,9% | 18,2% | 35,4% | 25,9% | | 60 | 8,5 | 0,4 | |
| | Event in Iceland | | | 1,6% | 1,6% | | 4,4% | 8,7% | 15,4% | 39,8% | 28,5% | | 66 | 8,6 | 0,4 | |
| | Other | | | 0,9% | 0,6% | 4,5% | 3,6% | 11,0% | 18,5% | 26,8% | 34,1% | | 178 | 8,6 | 0,2 | |
| Transport type | Flight | | 0,0% | 0,2% | 0,4% | 0,6% | 2,1% | 4,0% | 9,6% | 25,1% | 28,3% | 29,7% | 2102 | 8,6 | 0,1 | |
| | Smyril Line | | 2,6% | | 0,9% | | 3,1% | 4,6% | 10,7% | 14,0% | 33,4% | 30,6% | 138 | 8,4 | 0,3 | |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE22_r4] Rate provision of information on tourist services in Iceland
- The Internet

| Answers | Count | Pct. % | Conf.lim +/- |
|------------------------|-------|--------|--------------|
| 0 | 2 | 0,1% | 0,1% |
| 1 | 1 | 0,1% | 0,1% |
| 2 | 8 | 0,4% | 0,3% |
| 3 | 13 | 0,7% | 0,4% |
| 4 | 14 | 0,7% | 0,4% |
| 5 | 77 | 3,8% | 0,8% |
| 6 | 97 | 4,8% | 0,9% |
| 7 | 252 | 12,6% | 1,5% |
| 8 | 554 | 27,6% | 2,0% |
| 9 | 533 | 26,6% | 1,9% |
| 10 | 453 | 22,6% | 1,8% |
| Number of answers | 2004 | 100,0% | |
| Responded | 2004 | 85,0% | |
| Did not respond** | 355 | 15,0% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf.lim +/- | |
|----------------------|----------------------------|-------------|------|------|------|------|------|-------|-------|-------|-------|-------|-------------------|---------|--------------|-----|
| Total | Total | 0,1% | 0,1% | 0,4% | 0,7% | 0,7% | 3,8% | 4,8% | 12,6% | 27,6% | 26,6% | 22,6% | 2004 | 8,3 | 0,1 | |
| Gender | Male | 0,1% | 0,1% | 0,4% | 0,8% | 1,0% | 4,1% | 4,8% | 12,6% | 29,8% | 24,8% | 21,5% | 1001 | 8,2 | 0,1 | |
| | Female | 0,1% | | 0,4% | 0,5% | 0,4% | 3,6% | 4,9% | 12,6% | 25,5% | 28,4% | 23,6% | 1002 | 8,4 | 0,1 | |
| Age | 24 years and younger | | | 0,7% | 0,2% | 0,5% | 6,1% | 7,4% | 13,9% | 24,2% | 22,2% | 24,9% | 280 | 8,2 | 0,2 | |
| | 25-34 years | 0,4% | | 0,5% | 1,1% | 0,6% | 3,6% | 5,7% | 14,1% | 28,8% | 24,7% | 20,7% | 633 | 8,2 | 0,1 | |
| | 35-44 years | | | 0,7% | | 1,6% | 3,4% | 3,1% | 13,0% | 26,5% | 28,6% | 23,2% | 352 | 8,4 | 0,2 | |
| | 45-54 years | | | 0,2% | 0,9% | 0,4% | 3,0% | 3,5% | 13,0% | 29,5% | 29,7% | 19,7% | 390 | 8,3 | 0,1 | |
| | 55 years and older | 0,3% | | | 0,7% | 0,6% | 3,8% | 4,7% | 7,9% | 27,3% | 28,1% | 26,6% | 348 | 8,4 | 0,2 | |
| Profession | Managerial | | | | 0,4% | 0,9% | 3,8% | 5,5% | 11,8% | 30,9% | 26,3% | 20,3% | 255 | 8,3 | 0,2 | |
| | Professional | | | 0,7% | 0,8% | 1,3% | 3,6% | 5,0% | 11,9% | 26,0% | 27,8% | 23,0% | 604 | 8,3 | 0,1 | |
| | Specialized staff | | | 0,3% | 0,7% | 0,3% | 3,7% | 3,0% | 13,3% | 29,7% | 25,0% | 24,0% | 323 | 8,4 | 0,2 | |
| | Clerical/Service | 0,9% | | | | 0,7% | 3,6% | 3,4% | 13,2% | 31,0% | 30,2% | 17,1% | 142 | 8,2 | 0,2 | |
| | Student | 0,3% | | 0,3% | 0,2% | 0,7% | 5,4% | 7,7% | 15,7% | 25,1% | 21,7% | 22,8% | 311 | 8,1 | 0,2 | |
| | Retired/Homemaker | 0,9% | | | 1,8% | | 2,5% | 2,9% | 6,0% | 28,3% | 31,8% | 25,8% | 126 | 8,5 | 0,3 | |
| | Other | | | 1,0% | 1,1% | | 3,4% | 4,1% | 13,9% | 26,4% | 28,0% | 22,1% | 221 | 8,3 | 0,2 | |
| Household income | Low | | | 2,1% | | | 1,2% | 7,9% | 18,7% | 26,9% | 16,4% | 26,8% | 87 | 8,2 | 0,3 | |
| | Low average | 0,6% | | 1,3% | | 1,4% | 4,3% | 5,0% | 15,3% | 29,4% | 22,0% | 20,7% | 166 | 8,1 | 0,3 | |
| | Average | 0,1% | | 0,3% | 0,4% | 0,7% | 3,8% | 5,1% | 13,3% | 27,6% | 26,7% | 21,8% | 749 | 8,3 | 0,1 | |
| | High average | 0,2% | | 0,3% | 0,7% | 0,8% | 4,2% | 4,3% | 10,5% | 26,9% | 28,0% | 24,0% | 700 | 8,3 | 0,1 | |
| | High | | | | 0,6% | | 0,6% | 5,1% | 12,7% | 32,1% | 28,2% | 20,7% | 178 | 8,4 | 0,2 | |
| Nationality | American | 0,4% | | 1,1% | 1,5% | | 1,5% | 3,4% | 9,1% | 24,3% | 23,6% | 35,0% | 284 | 8,6 | 0,2 | |
| | German | 0,4% | | 0,4% | 0,4% | 1,2% | 5,7% | 5,3% | 12,6% | 23,9% | 30,4% | 19,8% | 250 | 8,2 | 0,2 | |
| | French | | | | 0,9% | | 6,2% | 7,1% | 15,2% | 34,8% | 24,1% | 11,6% | 177 | 7,9 | 0,2 | |
| | Danish | | | | 1,1% | 2,2% | 7,5% | 3,2% | 11,8% | 34,4% | 22,6% | 17,2% | 138 | 8,0 | 0,3 | |
| | British | | | | 1,1% | | 2,2% | 8,3% | 13,9% | 25,0% | 29,4% | 20,0% | 142 | 8,3 | 0,2 | |
| | Norwegian | | | | 1,3% | 1,3% | 2,5% | 2,5% | 12,7% | 25,3% | 32,9% | 21,5% | 102 | 8,4 | 0,3 | |
| | Swedish | | | 2,0% | 1,0% | 2,0% | 2,9% | 5,9% | 14,7% | 21,6% | 25,5% | 24,5% | 81 | 8,1 | 0,4 | |
| | Spanish | 1,4% | | 1,4% | | 1,4% | 4,1% | 9,5% | 16,2% | 39,2% | 13,5% | 13,5% | 92 | 7,7 | 0,4 | |
| | Italian | | | | 0,9% | | 4,6% | 5,6% | 13,0% | 25,9% | 32,4% | 17,6% | 91 | 8,3 | 0,3 | |
| | Dutch | | | | 0,7% | | 8,3% | 20,8% | 43,1% | 21,5% | 4,9% | | 71 | 7,9 | 0,3 | |
| | Other | | | 0,2% | 0,2% | 0,3% | 3,6% | 3,2% | 11,3% | 25,7% | 28,3% | 27,3% | 571 | 8,5 | 0,1 | |
| | Market area | Scandinavia | | | 0,4% | 1,2% | 1,7% | 4,4% | 3,3% | 12,0% | 28,7% | 28,5% | 19,6% | 378 | 8,2 | 0,2 |
| | | Britain | | | | 0,9% | | 3,0% | 7,1% | 11,8% | 25,2% | 29,4% | 22,5% | 172 | 8,4 | 0,2 |
| Central/South-Europe | | 0,3% | | 0,3% | 0,5% | 0,6% | 4,4% | 6,3% | 14,1% | 29,8% | 26,6% | 17,2% | 878 | 8,1 | 0,1 | |
| North America | | 0,3% | | 0,9% | 0,9% | | 1,7% | 3,6% | 9,9% | 23,4% | 24,1% | 35,2% | 368 | 8,6 | 0,2 | |
| Other | | | | 0,5% | 0,5% | 0,5% | 4,8% | 2,2% | 12,2% | 25,8% | 25,3% | 28,1% | 205 | 8,4 | 0,2 | |
| Type of trip | Package tour | | | 0,6% | | 1,2% | 6,0% | 7,1% | 9,2% | 27,9% | 24,9% | 23,1% | 182 | 8,2 | 0,2 | |
| | Individually arranged | 0,1% | | 0,5% | 0,6% | 0,8% | 3,6% | 4,4% | 12,9% | 27,5% | 26,9% | 22,7% | 1595 | 8,3 | 0,1 | |
| | Mix of both | | | | 1,0% | | 3,0% | 5,9% | 13,7% | 28,9% | 27,4% | 20,2% | 207 | 8,3 | 0,2 | |
| Purpose of visit | Vacation/holiday | 0,1% | 0,1% | 0,4% | 0,7% | 0,8% | 3,8% | 4,9% | 13,0% | 27,5% | 26,8% | 22,0% | 1739 | 8,3 | 0,1 | |
| | Conference/meeting | | | | | 0,4% | 2,2% | 3,0% | 11,8% | 30,9% | 29,1% | 22,6% | 205 | 8,5 | 0,2 | |
| | Study/research | | | | | | 2,1% | 5,2% | 13,6% | 30,3% | 20,3% | 28,5% | 71 | 8,5 | 0,3 | |
| | Visiting friends/relatives | | | | | | 4,1% | 1,2% | 16,2% | 26,3% | 22,1% | 30,1% | 121 | 8,5 | 0,2 | |
| | Business/Employment | | | 1,8% | 2,2% | | 4,1% | 8,8% | 14,6% | 22,1% | 28,4% | 18,0% | 59 | 8,0 | 0,5 | |
| | Event in Iceland | | | 1,7% | 1,7% | | 3,2% | 5,6% | 7,7% | 26,6% | 23,8% | 29,8% | 65 | 8,4 | 0,4 | |
| | Other | | | 0,7% | 1,5% | | 6,7% | 5,4% | 10,7% | 38,7% | 15,8% | 20,6% | 163 | 8,0 | 0,2 | |
| Transport type | Flight | 0,1% | 0,1% | 0,4% | 0,6% | 0,8% | 3,7% | 4,8% | 12,4% | 28,1% | 26,5% | 22,7% | 1876 | 8,3 | 0,1 | |
| | Smyril Line | 0,8% | | 0,8% | 1,2% | | 6,2% | 5,8% | 14,6% | 21,1% | 28,0% | 21,4% | 128 | 8,1 | 0,3 | |

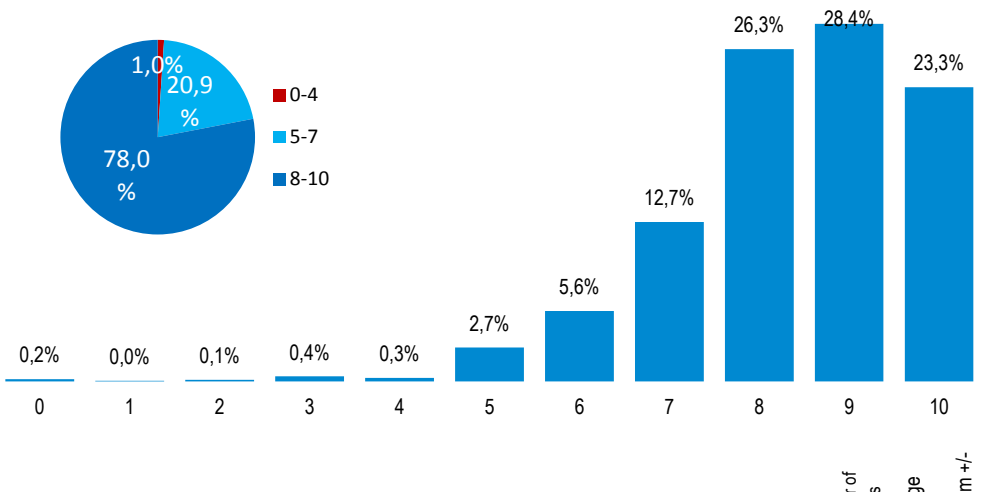
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[BE22_r5] Rate provision of information on tourist services in Iceland
 - Information provided by tourist service companies



| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| 0 | 3 | 0,2% | 0,2% |
| 1 | 1 | 0,0% | 0,1% |
| 2 | 2 | 0,1% | 0,2% |
| 3 | 8 | 0,4% | 0,3% |
| 4 | 5 | 0,3% | 0,2% |
| 5 | 49 | 2,7% | 0,7% |
| 6 | 102 | 5,6% | 1,1% |
| 7 | 231 | 12,7% | 1,5% |
| 8 | 480 | 26,3% | 2,0% |
| 9 | 517 | 28,4% | 2,1% |
| 10 | 425 | 23,3% | 1,9% |
| Number of answers | 1823 | 100,0% | |
| Responded | 1823 | 77,3% | |
| Did not respond** | 536 | 22,7% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

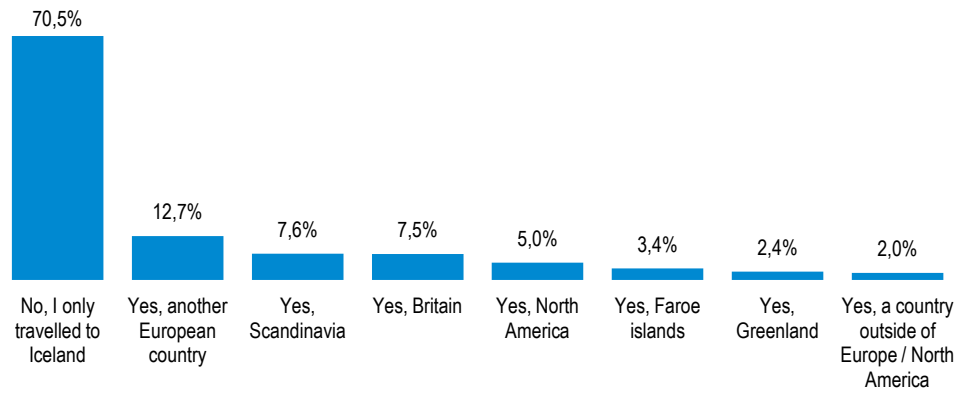


| | | 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Number of answers | Average | Conf. lim +/- |
|----------------------|----------------------------|-------------|------|------|------|------|------|-------|-------|-------|-------|-------|-------------------|---------|---------------|
| Total | Total | 0,2% | 0,0% | 0,1% | 0,4% | 0,3% | 2,7% | 5,6% | 12,7% | 26,3% | 28,4% | 23,3% | 1823 | 8,4 | 0,1 |
| Gender | Male | 0,3% | | 0,1% | 0,4% | 0,2% | 3,0% | 5,8% | 13,2% | 28,6% | 27,9% | 20,4% | 882 | 8,3 | 0,1 |
| | Female | 0,1% | 0,1% | 0,1% | 0,4% | 0,3% | 2,4% | 5,4% | 12,1% | 24,3% | 28,8% | 26,0% | 940 | 8,5 | 0,1 |
| Age | 24 years and younger | | 0,3% | 0,4% | | 0,6% | 1,3% | 5,5% | 13,8% | 20,3% | 28,2% | 29,6% | 265 | 8,5 | 0,2 |
| | 25-34 years | | | | 0,5% | 0,4% | 3,0% | 4,9% | 13,9% | 28,1% | 27,6% | 21,6% | 558 | 8,3 | 0,1 |
| | 35-44 years | 0,4% | | | 0,3% | | 2,2% | 6,3% | 13,7% | 29,8% | 26,8% | 20,5% | 327 | 8,3 | 0,2 |
| | 45-54 years | 0,6% | | 0,3% | 0,3% | 0,3% | 2,7% | 5,5% | 11,2% | 28,5% | 30,1% | 20,4% | 351 | 8,3 | 0,2 |
| | 55 years and older | | | | 0,8% | | 3,8% | 6,2% | 10,2% | 22,6% | 29,4% | 27,0% | 322 | 8,5 | 0,2 |
| Profession | Managerial | | | | 0,3% | | 3,6% | 4,8% | 10,9% | 32,7% | 29,1% | 18,5% | 232 | 8,3 | 0,2 |
| | Professional | 0,4% | | 0,2% | 0,6% | 0,4% | 1,7% | 5,4% | 16,5% | 25,5% | 28,5% | 20,6% | 531 | 8,3 | 0,1 |
| | Specialized staff | | | | | 0,4% | 3,3% | 5,6% | 10,1% | 25,6% | 30,2% | 24,8% | 296 | 8,5 | 0,2 |
| | Clerical/Service | | | | 0,9% | | 3,5% | 10,8% | 15,8% | 22,3% | 29,9% | 16,7% | 139 | 8,1 | 0,2 |
| | Student | | 0,3% | 0,4% | 0,5% | 0,5% | 1,8% | 6,3% | 12,8% | 26,9% | 23,6% | 27,0% | 297 | 8,4 | 0,2 |
| | Retired/Homemaker | 0,9% | | | 0,6% | | 4,4% | 1,9% | 4,7% | 28,5% | 26,2% | 32,8% | 124 | 8,6 | 0,3 |
| | Other | | | | | | 2,7% | 5,0% | 11,9% | 22,1% | 32,5% | 25,7% | 187 | 8,5 | 0,2 |
| Househ. income | Low | | | | 1,8% | | 1,2% | 8,0% | 12,7% | 20,7% | 18,8% | 36,8% | 83 | 8,5 | 0,3 |
| | Low average | | 0,5% | 0,7% | | | 3,0% | 4,8% | 13,8% | 25,5% | 27,0% | 24,6% | 148 | 8,4 | 0,2 |
| | Average | | | | 0,3% | 0,4% | 2,7% | 6,1% | 12,7% | 26,3% | 27,6% | 23,9% | 685 | 8,4 | 0,1 |
| | High average | 0,4% | | 0,2% | 0,1% | | 3,1% | 4,8% | 12,5% | 26,6% | 30,8% | 21,5% | 635 | 8,4 | 0,1 |
| | High | 0,7% | | | 1,8% | 0,6% | 1,5% | 6,8% | 13,6% | 29,4% | 25,5% | 20,0% | 162 | 8,2 | 0,2 |
| Nationality | American | 0,4% | | 0,4% | 0,4% | | 1,2% | 2,8% | 8,5% | 21,5% | 27,9% | 36,8% | 267 | 8,8 | 0,2 |
| | German | | | | 0,5% | | 3,2% | 8,8% | 11,1% | 30,1% | 24,1% | 22,2% | 219 | 8,3 | 0,2 |
| | French | | | | 0,9% | | 4,6% | 6,4% | 15,6% | 30,3% | 29,4% | 12,8% | 172 | 8,1 | 0,2 |
| | Danish | | | | 1,1% | | 5,7% | 8,0% | 12,6% | 32,2% | 25,3% | 14,9% | 129 | 8,0 | 0,3 |
| | British | | 0,6% | | 0,6% | | 1,8% | 4,9% | 14,6% | 19,5% | 32,3% | 25,6% | 130 | 8,5 | 0,3 |
| | Norwegian | | | | | 1,4% | 2,8% | 4,2% | 11,1% | 31,9% | 25,0% | 23,6% | 93 | 8,4 | 0,3 |
| | Swedish | | | | 1,0% | | 2,0% | 7,1% | 14,3% | 22,4% | 24,5% | 28,6% | 78 | 8,4 | 0,3 |
| | Spanish | 1,5% | | | 1,5% | | 7,6% | 6,1% | 28,8% | 28,8% | 13,6% | 12,1% | 82 | 7,5 | 0,4 |
| | Italian | | | | | | 2,2% | 7,6% | 18,5% | 21,7% | 30,4% | 19,6% | 77 | 8,3 | 0,3 |
| | Dutch | | | | | | 0,7% | 7,2% | 26,1% | 40,6% | 21,0% | 4,3% | 68 | 7,9 | 0,2 |
| | Other | 0,2% | | 0,2% | 0,4% | | 1,7% | 4,4% | 8,8% | 24,1% | 34,2% | 26,0% | 506 | 8,6 | 0,1 |
| | Market area | Scandinavia | | | 0,6% | 0,4% | 3,3% | 6,5% | 11,6% | 29,1% | 28,3% | 20,2% | 351 | 8,3 | 0,1 |
| | | Britain | | 0,5% | 0,7% | 1,2% | 1,5% | 7,2% | 12,0% | 22,3% | 30,9% | 23,7% | 161 | 8,3 | 0,2 |
| Central/South-Europe | | 0,3% | | 0,2% | 0,5% | 3,3% | 6,6% | 16,4% | 28,6% | 26,9% | 17,3% | 783 | 8,2 | 0,1 | |
| North America | | 0,3% | | 0,3% | 0,3% | 1,4% | 2,9% | 7,8% | 22,8% | 26,6% | 37,5% | 338 | 8,8 | 0,1 | |
| Other | | | | | 0,6% | 2,3% | 3,4% | 8,5% | 21,5% | 35,1% | 28,6% | 190 | 8,7 | 0,2 | |
| Type of trip | Package tour | | | | | 3,1% | 4,9% | 9,7% | 24,9% | 25,9% | 31,6% | 199 | 8,6 | 0,2 | |
| | Individually arranged | 0,2% | 0,1% | 0,2% | 0,5% | 0,4% | 2,5% | 5,8% | 12,9% | 26,7% | 28,2% | 22,6% | 1408 | 8,3 | 0,1 |
| | Mix of both | | | | | 3,3% | 4,7% | 14,3% | 26,3% | 32,4% | 18,9% | 202 | 8,4 | 0,2 | |
| Purpose of visit | Vacation/holiday | 0,2% | 0,1% | 0,1% | 0,5% | 0,2% | 2,7% | 5,8% | 12,9% | 25,8% | 28,3% | 23,4% | 1578 | 8,4 | 0,1 |
| | Conference/meeting | | | | 0,6% | | 2,2% | 3,8% | 11,5% | 28,3% | 34,7% | 19,0% | 179 | 8,4 | 0,2 |
| | Study/research | | | | | | 4,5% | 1,4% | 4,8% | 37,0% | 26,1% | 26,2% | 57 | 8,6 | 0,3 |
| | Visiting friends/relatives | | | | | | 1,9% | 2,5% | 10,8% | 23,1% | 25,3% | 36,3% | 110 | 8,8 | 0,2 |
| | Business/Employment | | | | | | 3,2% | 13,0% | 9,6% | 15,7% | 39,4% | 19,1% | 50 | 8,3 | 0,4 |
| | Event in Iceland | | | | | | 1,9% | 11,0% | 8,5% | 24,7% | 24,5% | 29,4% | 55 | 8,5 | 0,4 |
| | Other | | | | 0,8% | 1,1% | 3,7% | 5,9% | 10,5% | 36,2% | 19,3% | 22,4% | 145 | 8,2 | 0,2 |
| Transport type | Flight | 0,2% | 0,0% | 0,1% | 0,4% | 0,3% | 2,7% | 5,3% | 12,5% | 26,5% | 28,4% | 23,5% | 1711 | 8,4 | 0,1 |
| | Smyril Line | | | | | | 2,6% | 9,3% | 15,3% | 24,0% | 28,1% | 20,7% | 112 | 8,3 | 0,3 |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EX01] Did you visit a country other than Iceland during your trip?

| Answers | Count | Pct. % | Conf. lim +/- |
|--|-------|--------|---------------|
| No, I only travelled to Iceland | 1659 | 70,5% | 1,8% |
| Yes, another European | 299 | 12,7% | 1,3% |
| Yes, Scandinavia | 178 | 7,6% | 1,1% |
| Yes, Britain | 177 | 7,5% | 1,1% |
| Yes, North America | 117 | 5,0% | 0,9% |
| Yes, Faroe islands | 79 | 3,4% | 0,7% |
| Yes, Greenland | 56 | 2,4% | 0,6% |
| Yes, a country outside of Europe / North America | 48 | 2,0% | 0,6% |
| Number of answers | 2353 | | |
| Responded | 2353 | 99,8% | |
| Did not respond** | 6 | 0,2% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



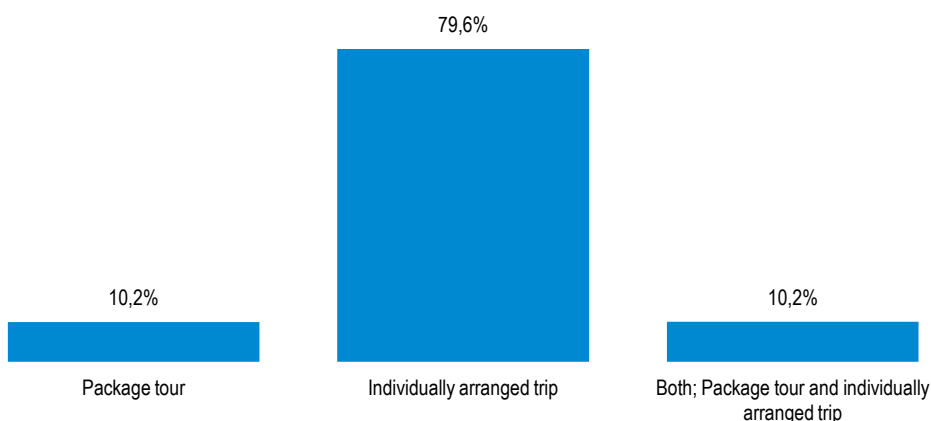
| | | No, I only travelled to Iceland | Yes, another European country | Yes, Scandinavia | Yes, Britain | Yes, North America | Yes, Faroe islands | Yes, Greenland | Yes, a country outside of Europe / North America | Number of answers |
|------------------|----------------------------|---------------------------------|-------------------------------|------------------|--------------|--------------------|--------------------|----------------|--|-------------------|
| Total | Total | 70,5% | 12,7% | 7,6% | 7,5% | 5,0% | 3,4% | 2,4% | 2,0% | 2353 |
| Gender | Male | 70,2% | 12,4% | 7,5% | 7,3% | 4,8% | 3,5% | 2,7% | 1,6% | 1146 |
| | Female | 70,7% | 13,0% | 7,6% | 7,8% | 5,1% | 3,2% | 2,1% | 2,4% | 1206 |
| Age | 24 years and younger | 69,7% | 18,2% | 6,7% | 8,2% | 6,5% | 1,8% | 1,4% | 2,9% | 341 |
| | 25-34 years | 72,6% | 12,8% | 6,3% | 7,9% | 4,2% | 2,8% | 1,5% | 1,9% | 718 |
| | 35-44 years | 66,8% | 13,5% | 8,2% | 9,7% | 6,4% | 2,2% | 3,1% | 2,9% | 414 |
| | 45-54 years | 73,8% | 8,7% | 6,1% | 5,3% | 3,9% | 3,9% | 2,3% | 0,7% | 455 |
| | 55 years and older | 67,5% | 11,7% | 11,4% | 6,8% | 4,8% | 6,2% | 4,1% | 2,1% | 424 |
| Profession | Managerial | 71,7% | 8,5% | 5,2% | 5,5% | 7,2% | 3,6% | 3,2% | 2,8% | 293 |
| | Professional | 72,4% | 11,4% | 9,1% | 7,1% | 3,4% | 1,6% | 2,8% | 1,5% | 714 |
| | Specialized staff | 72,7% | 12,9% | 4,9% | 9,7% | 3,9% | 4,4% | | 2,0% | 379 |
| | Clerical/Service | 76,9% | 5,6% | 5,0% | 4,8% | 4,9% | 3,0% | 1,5% | 1,9% | 162 |
| | Student | 65,7% | 18,8% | 8,1% | 9,5% | 7,3% | 2,7% | 1,5% | 2,4% | 373 |
| | Retired/Homemaker | 67,4% | 12,3% | 12,8% | 5,9% | 4,7% | 8,4% | 4,5% | 1,4% | 157 |
| | Other | 67,8% | 14,8% | 7,3% | 7,5% | 5,6% | 4,4% | 4,6% | 2,6% | 247 |
| Household income | Low | 79,4% | 12,6% | 6,2% | 3,4% | 3,8% | 0,4% | | 1,9% | 110 |
| | Low average | 68,9% | 15,6% | 6,3% | 8,1% | 7,2% | 2,7% | 1,3% | 2,5% | 194 |
| | Average | 72,1% | 10,8% | 7,5% | 7,7% | 5,6% | 4,3% | 2,1% | 2,1% | 864 |
| | High average | 70,4% | 11,9% | 7,4% | 7,8% | 4,5% | 3,5% | 2,8% | 1,5% | 819 |
| | High | 60,3% | 18,3% | 12,1% | 9,9% | 3,8% | 0,5% | 4,7% | 2,9% | 209 |
| Nationality | American | 44,0% | 31,9% | 19,8% | 14,1% | 2,3% | 0,3% | 2,3% | 3,0% | 322 |
| | German | 85,1% | 2,3% | 3,9% | 1,3% | 3,9% | 2,6% | 2,6% | 1,0% | 313 |
| | French | 83,2% | 5,8% | 1,5% | 2,9% | 2,2% | 7,3% | 0,7% | | 217 |
| | Danish | 75,0% | 3,6% | 3,6% | 0,9% | 9,8% | 9,8% | 4,5% | 0,9% | 166 |
| | British | 83,7% | 3,3% | 2,4% | 3,8% | 8,1% | 1,0% | 2,4% | 2,4% | 165 |
| | Norwegian | 82,0% | 4,0% | 3,0% | 1,0% | 10,0% | 1,0% | 2,0% | 3,0% | 129 |
| | Swedish | 92,8% | 0,7% | 1,4% | 2,2% | 3,6% | 0,7% | 0,7% | | 111 |
| | Spanish | 79,0% | 3,7% | 4,9% | 9,9% | | | 4,9% | 1,2% | 101 |
| | Italian | 70,3% | 16,2% | 6,3% | 9,9% | 0,9% | 3,6% | 0,9% | 0,9% | 93 |
| | Dutch | 77,5% | 3,6% | 3,6% | 1,2% | 10,7% | 5,3% | 3,0% | 1,2% | 83 |
| | Other | 59,3% | 21,1% | 10,8% | 13,9% | 5,6% | 4,1% | 2,5% | 3,5% | 649 |
| Market area | Scandinavia | 82,9% | 2,7% | 2,2% | 1,1% | 8,0% | 3,9% | 3,2% | 1,1% | 474 |
| | Britain | 82,9% | 2,1% | 1,6% | 4,9% | 7,1% | 0,8% | 2,9% | 1,7% | 201 |
| | Central/South-Europe | 80,9% | 6,3% | 4,0% | 3,7% | 3,7% | 4,0% | 1,8% | 0,9% | 1032 |
| | North America | 41,4% | 34,9% | 21,1% | 16,3% | 1,6% | 0,3% | 2,2% | 2,5% | 416 |
| | Other | 39,5% | 31,5% | 15,8% | 24,6% | 8,6% | 7,3% | 3,4% | 8,1% | 228 |
| Type of trip | Package tour | 83,7% | 5,7% | 5,2% | 4,3% | 1,8% | 3,5% | 3,2% | 0,4% | 236 |
| | Individually arranged | 68,2% | 13,9% | 8,1% | 8,1% | 5,6% | 2,8% | 2,2% | 2,2% | 1856 |
| | Mix of both | 76,4% | 9,1% | 5,7% | 4,9% | 3,1% | 6,6% | 2,8% | 2,5% | 239 |
| Purpose of visit | Vacation/holiday | 69,3% | 13,1% | 8,1% | 8,0% | 5,2% | 3,5% | 2,1% | 2,1% | 2031 |
| | Conference/meeting | 88,4% | 6,4% | 1,4% | 2,5% | 2,3% | | | 0,3% | 244 |
| | Study/research | 75,5% | 11,2% | 6,9% | 9,1% | 2,7% | 3,7% | 4,6% | 3,3% | 84 |
| | Visiting friends/relatives | 73,8% | 11,1% | 9,3% | 4,7% | 4,0% | 1,9% | 1,5% | 1,3% | 147 |
| | Business/Employment | 52,2% | 22,5% | 3,5% | 8,3% | 4,8% | 8,6% | 6,7% | 1,7% | 65 |
| | Event in Iceland | 79,5% | 10,3% | 13,5% | 3,9% | 1,6% | 3,1% | 0,7% | 0,8% | 68 |
| | Other | 69,9% | 12,6% | 7,1% | 6,6% | 3,6% | 3,5% | 4,8% | 2,5% | 191 |
| Transport type | Flight | 72,4% | 12,4% | 6,9% | 7,9% | 5,3% | 0,9% | 2,5% | 2,1% | 2211 |
| | Smyril Line | 41,5% | 16,9% | 17,6% | 1,1% | 0,6% | 41,5% | | 0,6% | 142 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EX02] Are you travelling on an organized (package) tour to Iceland or are you on an individually arranged trip?

| Answers | Count | Pct. % | Conf. lim +/- |
|---|-------|--------|---------------|
| Package tour | 237 | 10,2% | 1,2% |
| Individually arranged trip | 1857 | 79,6% | 1,6% |
| Both; Package tour and individually arranged trip | 239 | 10,2% | 1,2% |
| <hr/> | | | |
| Number of answers | 2333 | 100,0% | |
| Responded | 2333 | 98,9% | |
| Did not respond** | 26 | 1,1% | |
| <hr/> | | | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| <hr/> | | | |
| Number of participants | 2359 | 100,0% | |



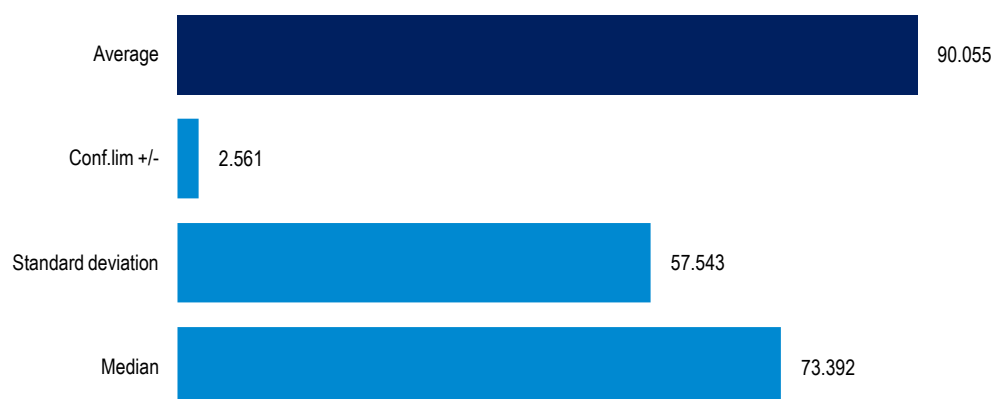
| | | Package tour | Individually arranged trip | Both; Package tour and individually arranged trip | Number of answers |
|------------------|----------------------------|--------------|----------------------------|---|-------------------|
| Total | Total | 10,2% | 79,6% | 10,2% | 2333 |
| Gender | Male | 9,7% | 82,1% | 8,1% | 1140 |
| | Female | 10,6% | 77,2% | 12,3% | 1193 |
| Age | 24 years and younger | 8,7% | 80,3% | 11,0% | 331 |
| | 25-34 years | 5,9% | 86,8% | 7,3% | 714 |
| | 35-44 years | 8,0% | 83,7% | 8,3% | 411 |
| | 45-54 years | 12,6% | 74,9% | 12,5% | 454 |
| | 55 years and older | 18,0% | 67,9% | 14,1% | 423 |
| Profession | Managerial | 9,5% | 79,6% | 10,9% | 292 |
| | Professional | 8,8% | 83,0% | 8,2% | 708 |
| | Specialized staff | 11,7% | 78,7% | 9,5% | 376 |
| | Clerical/Service | 8,0% | 80,0% | 12,1% | 162 |
| | Student | 8,1% | 83,5% | 8,5% | 365 |
| | Retired/Homemaker | 21,0% | 62,8% | 16,2% | 157 |
| | Other | 10,2% | 76,3% | 13,5% | 245 |
| Household income | Low | 7,3% | 85,7% | 7,0% | 110 |
| | Low average | 6,8% | 84,9% | 8,2% | 190 |
| | Average | 10,4% | 79,3% | 10,3% | 858 |
| | High average | 10,4% | 78,7% | 10,9% | 816 |
| | High | 9,0% | 83,4% | 7,6% | 208 |
| Nationality | American | 13,6% | 79,3% | 7,1% | 318 |
| | German | 9,1% | 82,1% | 8,8% | 312 |
| | French | 5,1% | 78,7% | 16,2% | 215 |
| | Danish | 11,7% | 72,1% | 16,2% | 164 |
| | British | 15,1% | 74,6% | 10,2% | 162 |
| | Norwegian | 9,2% | 83,7% | 7,1% | 127 |
| | Swedish | 13,7% | 74,8% | 11,5% | 111 |
| | Spanish | 12,5% | 80,0% | 7,5% | 99 |
| | Italian | 3,6% | 84,7% | 11,7% | 93 |
| | Dutch | 13,7% | 74,4% | 11,9% | 82 |
| Other | 8,8% | 81,8% | 9,4% | 645 | |
| Market area | Scandinavia | 10,2% | 78,7% | 11,1% | 468 |
| | Britain | 13,2% | 77,1% | 9,7% | 199 |
| | Central/South-Europe | 8,4% | 81,2% | 10,5% | 1028 |
| | North America | 11,3% | 79,5% | 9,2% | 410 |
| | Other | 13,7% | 76,7% | 9,6% | 226 |
| Type of trip | Package tour | 100,0% | | | 237 |
| | Individually arranged | | 100,0% | | 1857 |
| | Mix of both | | | 100,0% | 239 |
| Purpose of visit | Vacation/holiday | 9,9% | 79,8% | 10,4% | 2020 |
| | Conference/meeting | 6,3% | 83,3% | 10,4% | 243 |
| | Study/research | 12,8% | 78,6% | 8,7% | 78 |
| | Visiting friends/relatives | 1,3% | 93,6% | 5,1% | 147 |
| | Business/Employment | 12,7% | 84,7% | 2,6% | 62 |
| | Event in Iceland | 10,2% | 73,8% | 16,1% | 69 |
| | Other | 15,6% | 71,9% | 12,6% | 187 |
| Transport type | Flight | 10,2% | 79,6% | 10,2% | 2191 |
| | Smyril Line | 9,8% | 79,2% | 10,9% | 143 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EX04] What was the cost of the air ticket / ferry ticket (round trip) per person?

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 1942 | |
| Responded | 1942 | 92,6% |
| Did not respond** | 154 | 7,4% |
| Number of respondents | 2096 | 100,0% |
| Asked* | 2096 | 88,9% |
| Not asked | 263 | 11,1% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|---------|-------------------|
| Total | Total | 90.055 | 2.561 | 57.543 | 73.392 | 1942 |
| Gender | Male | 91.193 | 3.826 | 60.337 | 73.392 | 958 |
| | Female | 88.965 | 3.424 | 54.715 | 73.904 | 983 |
| Age | 24 years and younger | 76.582 | 5.671 | 47.799 | 65.237 | 275 |
| | 25-34 years | 86.655 | 4.102 | 52.900 | 73.392 | 641 |
| | 35-44 years | 95.776 | 6.063 | 58.269 | 81.546 | 357 |
| | 45-54 years | 92.148 | 5.819 | 55.916 | 80.370 | 357 |
| | 55 years and older | 100.112 | 7.998 | 71.566 | 78.809 | 310 |
| Profession | Managerial | 90.917 | 7.774 | 61.475 | 73.392 | 243 |
| | Professional | 91.955 | 4.520 | 56.327 | 74.224 | 599 |
| | Specialized staff | 94.028 | 6.437 | 57.943 | 81.546 | 314 |
| | Clerical/Service | 86.013 | 6.684 | 39.963 | 80.731 | 140 |
| | Student | 79.428 | 5.983 | 53.845 | 65.237 | 314 |
| | Retired/Homemaker | 97.435 | 13.237 | 69.240 | 75.365 | 108 |
| | Other | 94.914 | 8.912 | 64.417 | 77.078 | 203 |
| Household income | Low | 75.941 | 10.287 | 51.556 | 62.628 | 99 |
| | Low average | 81.471 | 9.261 | 60.235 | 65.237 | 165 |
| | Average | 90.163 | 4.289 | 58.531 | 73.392 | 718 |
| | High average | 94.436 | 4.483 | 59.586 | 79.933 | 681 |
| | High | 95.381 | 7.870 | 53.054 | 79.933 | 177 |
| Nationality | American | 103.327 | 5.720 | 46.802 | 92.208 | 260 |
| | German | 77.412 | 5.789 | 47.637 | 65.237 | 263 |
| | French | 87.871 | 6.328 | 43.994 | 75.023 | 188 |
| | Danish | 79.943 | 10.095 | 57.199 | 54.729 | 126 |
| | British | 70.008 | 8.320 | 47.446 | 55.428 | 127 |
| | Norwegian | 72.516 | 6.098 | 31.868 | 63.516 | 107 |
| | Swedish | 61.270 | 4.483 | 20.805 | 53.734 | 85 |
| | Spanish | 92.847 | 8.246 | 37.827 | 81.546 | 83 |
| | Italian | 94.810 | 11.799 | 56.074 | 81.546 | 89 |
| | Dutch | 93.124 | 14.492 | 56.742 | 81.546 | 61 |
| | Other | 103.812 | 6.310 | 75.189 | 81.546 | 548 |
| Market area | Scandinavia | 71.642 | 4.333 | 43.012 | 59.108 | 381 |
| | Britain | 65.438 | 5.761 | 37.102 | 55.428 | 162 |
| | Central/South-Europe | 88.224 | 3.373 | 50.830 | 73.392 | 875 |
| | North America | 110.171 | 4.921 | 46.278 | 102.771 | 342 |
| | Other | 122.272 | 15.417 | 104.692 | 81.546 | 180 |
| Type of trip | Package tour | | | | | |
| | Individually arranged | 89.287 | 2.673 | 57.018 | 73.392 | 1750 |
| | Mix of both | 97.077 | 8.815 | 61.852 | 79.933 | 192 |
| Purpose of visit | Vacation/holiday | 88.694 | 2.658 | 55.626 | 73.392 | 1685 |
| | Conference/meeting | 89.806 | 7.491 | 55.904 | 74.102 | 216 |
| | Study/research | 74.114 | 9.914 | 38.748 | 65.237 | 61 |
| | Visiting friends/relatives | 82.932 | 9.550 | 56.019 | 65.237 | 135 |
| | Business/Employment | 124.139 | 22.716 | 77.479 | 102.771 | 47 |
| | Event in Iceland | 90.870 | 14.901 | 58.307 | 68.514 | 61 |
| | Other | 89.681 | 10.286 | 63.151 | 73.904 | 147 |
| Transport type | Flight | 87.006 | 2.444 | 53.207 | 73.392 | 1823 |
| | Smyril Line | 136.945 | 16.691 | 91.771 | 130.474 | 119 |

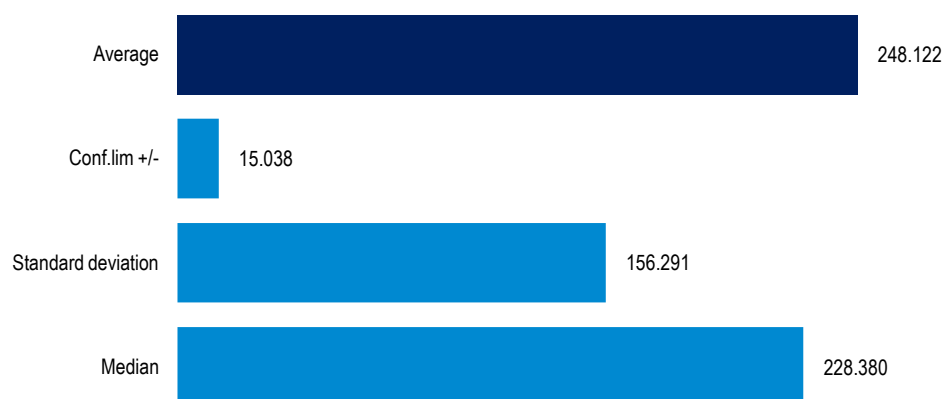
*Individuals asked: Everyone that where traveling on Individually arranged trip [EX02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX05] What was the price of the tour package per person?

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 417 | |
| Responded | 417 | 87,6% |
| Did not respond** | 59 | 12,4% |
| Number of respondents | 476 | 100,0% |
| Asked* | 476 | 20,2% |
| Not asked | 1883 | 79,8% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|---------|-------------------|
| Total | Total | 248.122 | 15.038 | 156.291 | 228.380 | 417 |
| Gender | Male | 251.892 | 23.294 | 159.617 | 244.639 | 183 |
| | Female | 245.185 | 19.801 | 153.927 | 218.918 | 235 |
| Age | 24 years and younger | 184.641 | 32.202 | 120.080 | 171.285 | 56 |
| | 25-34 years | 228.386 | 33.221 | 155.230 | 212.020 | 86 |
| | 35-44 years | 246.713 | 33.493 | 131.438 | 244.639 | 62 |
| | 45-54 years | 235.567 | 29.246 | 146.589 | 212.020 | 99 |
| | 55 years and older | 305.549 | 32.572 | 176.001 | 284.593 | 115 |
| Profession | Managerial | 253.287 | 51.700 | 176.934 | 212.020 | 47 |
| | Professional | 253.062 | 28.025 | 149.162 | 244.639 | 111 |
| | Specialized staff | 245.879 | 34.387 | 144.288 | 218.918 | 70 |
| | Clerical/Service | 244.189 | 49.205 | 133.755 | 218.918 | 31 |
| | Student | 182.211 | 35.663 | 127.075 | 180.217 | 51 |
| | Retired/Homemaker | 312.113 | 50.549 | 178.825 | 295.615 | 51 |
| | Other | 244.671 | 45.772 | 165.259 | 211.719 | 53 |
| Household income | Low | 154.187 | 52.117 | 85.288 | 122.319 | 13 |
| | Low average | 270.794 | 73.529 | 181.406 | 244.639 | 26 |
| | Average | 260.460 | 25.368 | 161.892 | 244.639 | 159 |
| | High average | 241.965 | 23.621 | 148.898 | 221.711 | 155 |
| | High | 279.473 | 66.739 | 180.755 | 249.425 | 31 |
| Nationality | American | 261.561 | 48.163 | 176.595 | 251.218 | 54 |
| | German | 256.862 | 36.420 | 126.272 | 244.639 | 49 |
| | French | 276.605 | 48.585 | 150.862 | 244.639 | 40 |
| | Danish | 217.475 | 31.231 | 87.370 | 218.918 | 33 |
| | British | 216.027 | 46.217 | 145.131 | 184.759 | 40 |
| | Norwegian | 149.370 | 26.377 | 57.333 | 137.419 | 21 |
| | Swedish | 183.621 | 38.495 | 95.795 | 170.157 | 26 |
| | Spanish | 321.317 | 43.864 | 89.769 | 326.185 | 19 |
| | Italian | 382.308 | 99.118 | 173.526 | 391.422 | 14 |
| | Dutch | 283.031 | 69.406 | 144.524 | 298.459 | 19 |
| Other | 246.196 | 37.561 | 192.364 | 195.711 | 103 | |
| Market area | Scandinavia | 190.351 | 19.738 | 90.722 | 175.134 | 84 |
| | Britain | 201.968 | 43.655 | 144.319 | 147.807 | 44 |
| | Central/South-Europe | 284.889 | 22.045 | 147.675 | 260.948 | 175 |
| | North America | 246.553 | 41.499 | 172.029 | 228.380 | 68 |
| | Other | 260.315 | 65.313 | 220.071 | 195.711 | 46 |
| Type of trip | Package tour | 293.715 | 22.186 | 161.546 | 273.995 | 206 |
| | Individually arranged | | | | | |
| | Mix of both | 203.653 | 18.639 | 137.441 | 179.112 | 211 |
| Purpose of visit | Vacation/holiday | 257.287 | 15.705 | 153.188 | 244.639 | 368 |
| | Conference/meeting | 133.986 | 37.117 | 105.343 | 114.165 | 33 |
| | Study/research | 244.059 | 163.766 | 233.941 | 171.285 | 10 |
| | Visiting friends/relatives | 109.408 | 51.148 | 58.898 | 116.446 | 8 |
| | Business/Employment | 154.031 | 91.815 | 122.736 | 146.783 | 10 |
| | Event in Iceland | 142.961 | 41.197 | 82.923 | 127.032 | 18 |
| | Other | 276.869 | 70.137 | 222.858 | 211.719 | 41 |
| Transport type | Flight | 243.189 | 15.482 | 155.580 | 228.329 | 390 |
| | Smyril Line | 319.371 | 60.014 | 151.795 | 273.995 | 27 |

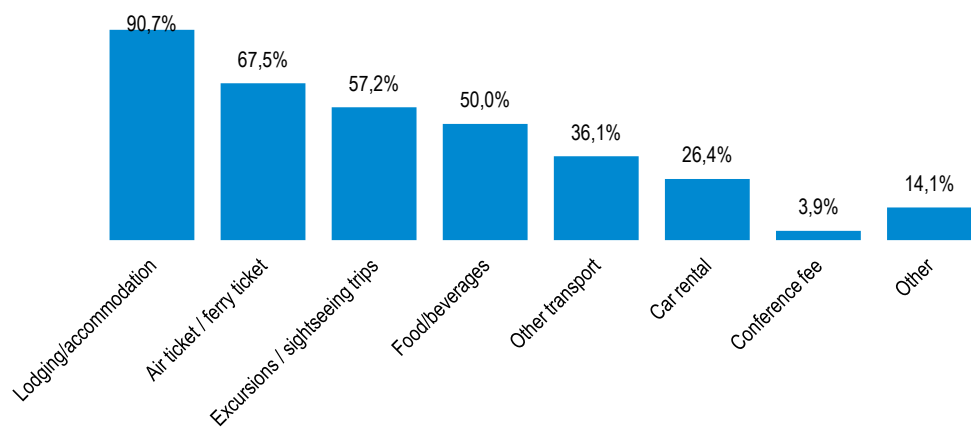
*Individuals asked: Everyone that where traveling on an package tour [EX02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX06] What was included in the tour package?

| Answers | Count | Pct. % | Conf. lim +/- |
|---------------------------|-------|--------|---------------|
| Lodging/accommodation | 422 | 90,7% | 2,6% |
| Air ticket / ferry ticket | 314 | 67,5% | 4,3% |
| Excursions / sightseeing | 266 | 57,2% | 4,5% |
| Food/beverages | 233 | 50,0% | 4,5% |
| Other transport | 168 | 36,1% | 4,4% |
| Car rental | 123 | 26,4% | 4,0% |
| Conference fee | 18 | 3,9% | 1,8% |
| Other | 65 | 14,1% | 3,2% |
| Number of answers | 465 | 345,9% | |
| Responded | 465 | 97,7% | |
| Did not respond** | 11 | 2,3% | |
| Number of respondents | 476 | 100,0% | |
| Asked* | 476 | 20,2% | |
| Not asked | 1883 | 79,8% | |
| Number of participants | 2359 | 100,0% | |



| | | Lodging/accommodation | Air ticket / ferry ticket | Excursions / sightseeing trips | Food/beverage | Other transport | Car rental | Conference fee | Other | Number of answers |
|------------------|----------------------------|-----------------------|---------------------------|--------------------------------|---------------|-----------------|------------|----------------|-------|-------------------|
| Total | Total | 90,7% | 67,5% | 57,2% | 50,0% | 36,1% | 26,4% | 3,9% | 14,1% | 465 |
| Gender | Male | 90,0% | 72,9% | 57,6% | 45,4% | 34,1% | 33,5% | 3,1% | 7,7% | 200 |
| | Female | 91,2% | 63,5% | 56,9% | 53,5% | 37,7% | 21,0% | 4,5% | 18,8% | 265 |
| Age | 24 years and younger | 86,8% | 52,0% | 64,7% | 58,8% | 42,1% | 8,9% | | 16,6% | 62 |
| | 25-34 years | 89,0% | 60,6% | 52,4% | 44,9% | 32,2% | 27,2% | 4,1% | 15,2% | 89 |
| | 35-44 years | 94,7% | 63,5% | 54,4% | 53,1% | 31,2% | 34,9% | 8,0% | 11,5% | 66 |
| | 45-54 years | 93,2% | 76,9% | 60,5% | 42,6% | 39,9% | 32,9% | 6,5% | 9,7% | 114 |
| | 55 years and older | 89,5% | 73,4% | 55,6% | 54,1% | 35,0% | 24,1% | 1,4% | 17,1% | 133 |
| Profession | Managerial | 93,3% | 68,4% | 52,0% | 42,3% | 33,7% | 38,2% | 8,4% | 8,6% | 57 |
| | Professional | 90,2% | 63,2% | 58,2% | 51,8% | 42,3% | 26,0% | 5,6% | 10,6% | 117 |
| | Specialized staff | 94,9% | 74,7% | 62,5% | 46,6% | 34,1% | 28,4% | 2,0% | 15,0% | 80 |
| | Clerical/Service | 100,0% | 82,2% | 47,7% | 38,9% | 28,4% | 32,6% | 3,4% | 12,2% | 32 |
| | Student | 82,2% | 48,0% | 58,1% | 53,6% | 36,6% | 15,7% | 1,8% | 16,8% | 59 |
| | Retired/Homemaker | 88,7% | 74,9% | 56,7% | 57,1% | 34,1% | 23,9% | 0,9% | 19,8% | 58 |
| | Other | 90,1% | 73,0% | 60,4% | 55,6% | 36,9% | 21,4% | 4,6% | 14,8% | 55 |
| Household income | Low | 86,1% | 52,0% | 54,8% | 46,5% | 21,0% | 6,5% | | 24,7% | 16 |
| | Low average | 89,4% | 71,8% | 75,1% | 61,2% | 40,4% | 22,5% | 7,9% | 16,6% | 27 |
| | Average | 90,7% | 73,9% | 57,4% | 47,4% | 34,6% | 25,4% | 2,0% | 13,1% | 171 |
| | High average | 91,3% | 62,9% | 55,0% | 49,6% | 36,0% | 32,0% | 4,4% | 15,1% | 173 |
| | High | 87,6% | 64,5% | 58,8% | 53,5% | 48,8% | 23,0% | 10,2% | 8,6% | 34 |
| Nationality | American | 91,8% | 45,9% | 63,9% | 62,3% | 44,3% | 19,7% | 3,3% | 14,8% | 66 |
| | German | 90,9% | 63,6% | 67,3% | 69,1% | 49,1% | 12,7% | 1,8% | 27,3% | 56 |
| | French | 96,4% | 85,7% | 60,7% | 32,1% | 7,1% | 42,9% | | 10,7% | 44 |
| | Danish | 89,7% | 89,7% | 62,1% | 55,2% | 34,5% | 13,8% | 10,3% | 10,3% | 43 |
| | British | 94,1% | 78,4% | 52,9% | 33,3% | 27,5% | 29,4% | | 13,7% | 40 |
| | Norwegian | 93,8% | 75,0% | 31,3% | 37,5% | 25,0% | 12,5% | 6,3% | 6,3% | 21 |
| | Swedish | 85,3% | 67,6% | 50,0% | 47,1% | 50,0% | 8,8% | 11,8% | 17,6% | 27 |
| | Spanish | 93,8% | 81,3% | 31,3% | 25,0% | 6,3% | 62,5% | | | 20 |
| | Italian | 100,0% | 81,3% | 25,0% | 25,0% | 31,3% | 62,5% | | 25,0% | 13 |
| | Dutch | 90,7% | 74,4% | 46,5% | 32,6% | 37,2% | 46,5% | | 7,0% | 21 |
| | Other | 85,9% | 56,0% | 63,6% | 58,0% | 44,3% | 26,5% | 5,4% | 13,1% | 114 |
| Market area | Scandinavia | 89,9% | 79,5% | 51,1% | 49,1% | 36,9% | 12,5% | 10,0% | 11,6% | 96 |
| | Britain | 93,7% | 74,0% | 57,2% | 33,5% | 22,3% | 27,9% | 2,5% | 13,0% | 43 |
| | Central/South-Europe | 93,6% | 73,9% | 54,6% | 46,1% | 30,0% | 38,9% | 2,8% | 16,1% | 191 |
| | North America | 88,3% | 43,6% | 66,0% | 60,0% | 45,8% | 16,0% | 2,5% | 14,7% | 84 |
| | Other | 82,9% | 55,0% | 64,2% | 63,6% | 52,9% | 21,4% | | 10,7% | 52 |
| Type of trip | Package tour | 94,5% | 83,5% | 61,7% | 52,8% | 41,7% | 28,2% | 3,2% | 8,9% | 236 |
| | Individually arranged | | | | | | | | | |
| Purpose of visit | Mix of both | 86,8% | 51,1% | 52,7% | 47,1% | 30,4% | 24,5% | 4,7% | 19,3% | 229 |
| | Vacation/holiday | 92,0% | 68,0% | 56,7% | 49,0% | 35,8% | 28,3% | 0,8% | 15,6% | 403 |
| | Conference/meeting | 76,0% | 47,3% | 72,4% | 56,4% | 41,1% | 8,6% | 38,3% | 1,4% | 38 |
| | Study/research | 93,7% | 74,1% | 76,2% | 61,0% | 44,8% | 22,6% | 4,9% | 9,8% | 16 |
| | Visiting friends/relatives | 74,8% | 49,6% | 72,5% | 52,4% | 61,0% | | 36,7% | | 9 |
| | Business/Employment | 69,5% | 77,0% | 46,2% | 57,9% | 54,6% | 11,6% | 19,8% | | 10 |
| | Event in Iceland | 90,4% | 45,1% | 56,7% | 47,3% | 50,8% | 12,4% | 6,4% | 6,2% | 17 |
| Other | 87,4% | 65,3% | 57,3% | 67,8% | 55,5% | 17,4% | 9,9% | 15,7% | 50 | |
| Transport type | Flight | 91,3% | 65,7% | 59,0% | 50,1% | 36,4% | 26,9% | 4,2% | 14,5% | 437 |
| | Smyril Line | 80,3% | 96,1% | 29,2% | 48,0% | 31,9% | 18,0% | | 6,9% | 28 |

*Individuals asked: Everyone that were traveling on an package tour [EX02]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EX07] How much, approximately, do you think you (and your family travelling with you) spent pr. person during your stay in Iceland (airfare / ferry fare and prepaid tour package excluded)?

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 2210 | |
| Responded | 2210 | 93,7% |
| Did not respond** | 149 | 6,3% |
| Number of respondents | 2359 | 100,0% |
| Asked* | 2359 | 100,0% |
| Not asked | 0 | 0,0% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|---------|-------------------|
| Total | Total | 183.600 | 6.567 | 157.427 | 146.783 | 2210 |
| Gender | Male | 186.837 | 9.045 | 152.047 | 146.783 | 1088 |
| | Female | 180.487 | 9.523 | 162.537 | 141.852 | 1121 |
| Age | 24 years and younger | 158.471 | 19.127 | 170.489 | 122.319 | 308 |
| | 25-34 years | 179.211 | 9.548 | 127.834 | 161.201 | 691 |
| | 35-44 years | 199.342 | 15.007 | 151.996 | 163.092 | 396 |
| | 45-54 years | 186.637 | 15.544 | 162.817 | 134.551 | 424 |
| | 55 years and older | 191.967 | 18.790 | 188.801 | 146.362 | 390 |
| Profession | Managerial | 183.765 | 16.399 | 137.887 | 163.092 | 274 |
| | Professional | 195.893 | 11.012 | 146.109 | 163.092 | 679 |
| | Specialized staff | 181.793 | 17.288 | 167.110 | 138.629 | 361 |
| | Clerical/Service | 193.948 | 19.096 | 121.297 | 163.092 | 157 |
| | Student | 150.097 | 16.519 | 155.981 | 114.190 | 345 |
| | Retired/Homemaker | 201.980 | 38.864 | 233.048 | 122.319 | 141 |
| | Other | 185.458 | 20.930 | 160.854 | 138.629 | 229 |
| Household income | Low | 171.022 | 23.427 | 121.163 | 163.092 | 105 |
| | Low average | 141.626 | 16.227 | 110.732 | 114.190 | 181 |
| | Average | 183.465 | 9.952 | 144.720 | 146.783 | 815 |
| | High average | 190.141 | 11.503 | 163.696 | 152.246 | 780 |
| | High | 196.892 | 26.044 | 187.674 | 151.053 | 202 |
| Nationality | American | 124.639 | 12.912 | 114.396 | 85.643 | 304 |
| | German | 244.438 | 17.756 | 155.209 | 203.866 | 296 |
| | French | 194.950 | 24.864 | 180.764 | 163.092 | 205 |
| | Danish | 133.739 | 17.502 | 106.072 | 109.459 | 144 |
| | British | 140.452 | 19.025 | 121.460 | 101.618 | 159 |
| | Norwegian | 159.340 | 18.888 | 105.763 | 141.146 | 123 |
| | Swedish | 107.421 | 13.648 | 69.168 | 89.556 | 101 |
| | Spanish | 222.249 | 23.954 | 120.364 | 212.020 | 99 |
| | Italian | 217.821 | 28.369 | 138.048 | 195.711 | 93 |
| | Dutch | 183.801 | 37.058 | 160.589 | 152.899 | 75 |
| Other | 208.507 | 15.200 | 190.597 | 163.092 | 606 | |
| Market area | Scandinavia | 137.748 | 9.067 | 96.127 | 123.503 | 434 |
| | Britain | 139.444 | 15.572 | 110.290 | 110.855 | 195 |
| | Central/South-Europe | 227.841 | 11.310 | 180.396 | 195.711 | 980 |
| | North America | 130.277 | 12.260 | 123.177 | 91.352 | 390 |
| | Other | 212.770 | 23.461 | 171.738 | 163.092 | 208 |
| Type of trip | Package tour | 128.616 | 19.184 | 142.052 | 77.599 | 213 |
| | Individually arranged | 189.346 | 6.950 | 149.031 | 162.378 | 1769 |
| | Mix of both | 182.792 | 24.469 | 181.215 | 114.190 | 213 |
| Purpose of visit | Vacation/holiday | 186.131 | 6.787 | 151.576 | 147.807 | 1918 |
| | Conference/meeting | 157.064 | 11.872 | 91.399 | 146.783 | 230 |
| | Study/research | 201.846 | 64.464 | 274.348 | 127.032 | 72 |
| | Visiting friends/relatives | 137.506 | 18.872 | 112.270 | 110.855 | 138 |
| | Business/Employment | 166.285 | 53.803 | 205.785 | 114.190 | 59 |
| | Event in Iceland | 161.697 | 25.776 | 106.688 | 123.173 | 68 |
| | Other | 183.327 | 26.466 | 176.930 | 130.983 | 174 |
| Transport type | Flight | 177.914 | 6.327 | 146.938 | 142.738 | 2074 |
| | Smyril Line | 270.305 | 43.537 | 256.742 | 203.866 | 136 |

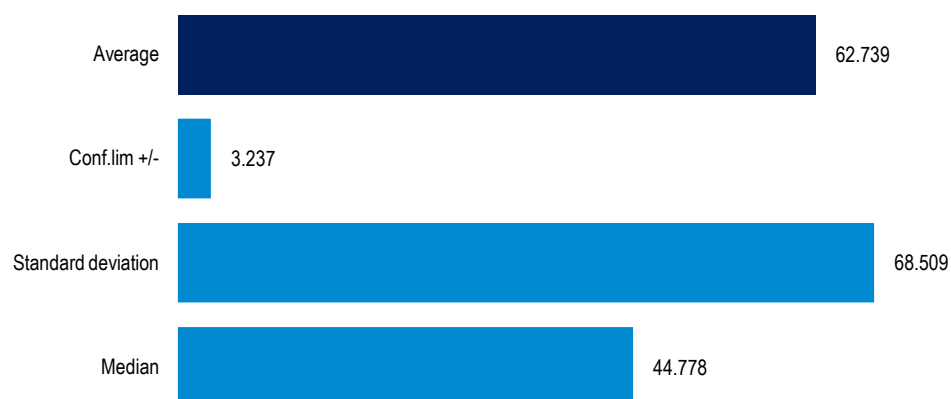
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX08_1] How much you (and your family) spent pr. person on the following
- Lodging/accommodation

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 1724 | |
| Responded | 1724 | 73,1% |
| Did not respond** | 249 | 10,5% |
| Did not spend anything | 387 | 16,4% |
| Number of respondents | 2359 | 100,0% |
| Asked* | 2359 | 100,0% |
| Not asked | 0 | 0,0% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf. lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|---------------|--------------------|--------|-------------------|
| Total | Total | 62.739 | 3.237 | 68.509 | 44.778 | 1724 |
| Gender | Male | 61.709 | 4.212 | 63.419 | 43.784 | 873 |
| | Female | 63.819 | 4.945 | 73.428 | 44.850 | 849 |
| Age | 24 years and younger | 53.511 | 9.487 | 76.490 | 30.988 | 252 |
| | 25-34 years | 54.068 | 3.755 | 46.246 | 40.773 | 585 |
| | 35-44 years | 67.308 | 6.246 | 55.961 | 52.690 | 311 |
| | 45-54 years | 69.465 | 7.836 | 70.960 | 51.047 | 317 |
| | 55 years and older | 77.768 | 12.509 | 101.862 | 52.930 | 257 |
| Profession | Managerial | 59.784 | 6.244 | 45.933 | 46.190 | 210 |
| | Professional | 70.069 | 5.549 | 67.463 | 49.401 | 570 |
| | Specialized staff | 64.421 | 8.071 | 66.697 | 46.190 | 265 |
| | Clerical/Service | 53.901 | 7.329 | 39.473 | 43.784 | 114 |
| | Student | 49.423 | 8.056 | 68.512 | 30.000 | 280 |
| | Retired/Homemaker | 84.214 | 29.833 | 141.070 | 45.676 | 88 |
| | Other | 59.937 | 7.904 | 53.023 | 43.784 | 175 |
| Household income | Low | 57.647 | 14.269 | 67.740 | 35.822 | 89 |
| | Low average | 46.254 | 9.164 | 54.633 | 32.618 | 139 |
| | Average | 57.561 | 4.068 | 52.334 | 43.784 | 638 |
| | High average | 66.758 | 5.960 | 74.654 | 48.928 | 605 |
| | High | 79.304 | 13.427 | 86.142 | 55.428 | 161 |
| Nationality | American | 48.304 | 6.610 | 50.555 | 33.686 | 227 |
| | German | 73.102 | 8.690 | 70.659 | 48.928 | 256 |
| | French | 54.970 | 10.725 | 68.264 | 40.773 | 158 |
| | Danish | 58.034 | 11.056 | 53.751 | 43.784 | 93 |
| | British | 64.096 | 12.316 | 66.111 | 46.190 | 113 |
| | Norwegian | 53.932 | 6.839 | 33.936 | 42.344 | 97 |
| | Swedish | 41.003 | 6.972 | 27.650 | 35.822 | 63 |
| | Spanish | 80.784 | 17.719 | 73.394 | 57.082 | 68 |
| | Italian | 70.962 | 11.119 | 48.842 | 65.237 | 77 |
| | Dutch | 63.494 | 16.733 | 60.397 | 48.928 | 53 |
| | Other | 67.375 | 7.334 | 84.705 | 48.928 | 515 |
| Market area | Scandinavia | 51.599 | 4.386 | 39.090 | 42.344 | 308 |
| | Britain | 59.292 | 9.089 | 55.159 | 46.190 | 144 |
| | Central/South-Europe | 72.398 | 5.681 | 81.457 | 48.928 | 792 |
| | North America | 47.876 | 5.616 | 50.005 | 33.115 | 307 |
| | Other | 67.976 | 11.444 | 75.843 | 48.928 | 171 |
| Type of trip | Package tour | 111.814 | 28.057 | 99.580 | 69.314 | 51 |
| | Individually arranged | 60.222 | 3.182 | 63.779 | 43.784 | 1546 |
| | Mix of both | 67.346 | 14.339 | 77.786 | 40.773 | 115 |
| Purpose of visit | Vacation/holiday | 61.228 | 3.357 | 66.389 | 41.996 | 1505 |
| | Conference/meeting | 69.849 | 5.170 | 36.494 | 64.618 | 194 |
| | Study/research | 94.030 | 32.149 | 120.207 | 46.190 | 56 |
| | Visiting friends/relatives | 47.129 | 11.522 | 54.156 | 28.658 | 87 |
| | Business/Employment | 80.744 | 34.415 | 110.073 | 54.364 | 42 |
| | Event in Iceland | 58.073 | 13.289 | 48.755 | 47.297 | 54 |
| | Other | 57.153 | 11.867 | 67.966 | 36.952 | 128 |
| Transport type | Flight | 62.100 | 3.013 | 61.749 | 45.000 | 1616 |
| | Smyril Line | 72.314 | 25.588 | 133.992 | 34.257 | 108 |

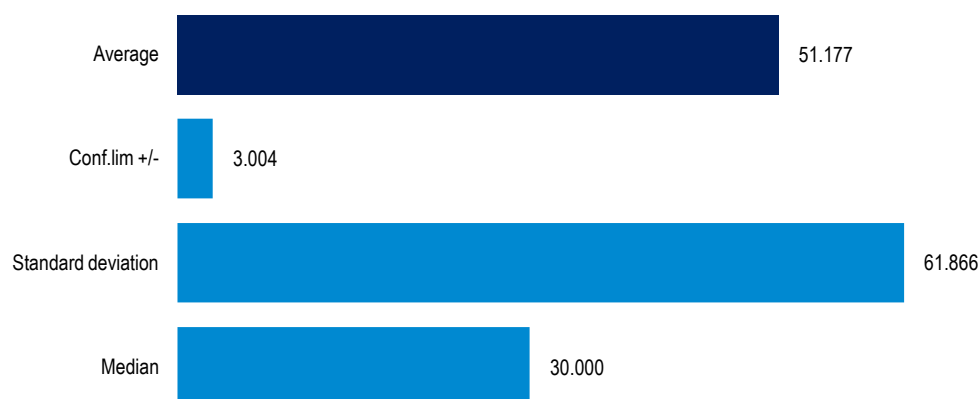
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX08_2] How much you (and your family) spent pr. person on the following
- Transport (bus / domestic ferry fares, domestic airfares, rental car, etc.)

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 1632 | |
| Responded | 1632 | 69,2% |
| Did not respond** | 249 | 10,5% |
| Did not spend anything | 478 | 20,3% |
| Number of respondents | 2359 | 100,0% |
| Asked* | 2359 | 100,0% |
| Not asked | 0 | 0,0% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|--------|-------------------|
| Total | Total | 51.177 | 3.004 | 61.866 | 30.000 | 1632 |
| Gender | Male | 52.367 | 4.211 | 60.946 | 32.618 | 807 |
| | Female | 50.013 | 4.290 | 62.768 | 28.548 | 825 |
| Age | 24 years and younger | 39.122 | 6.244 | 50.349 | 24.464 | 252 |
| | 25-34 years | 50.601 | 4.613 | 55.522 | 32.618 | 559 |
| | 35-44 years | 59.283 | 8.404 | 72.848 | 32.618 | 291 |
| | 45-54 years | 54.636 | 7.585 | 64.372 | 31.758 | 279 |
| | 55 years and older | 51.328 | 8.386 | 67.412 | 28.548 | 251 |
| Profession | Managerial | 52.697 | 8.054 | 57.240 | 36.952 | 196 |
| | Professional | 51.126 | 4.593 | 53.719 | 32.618 | 528 |
| | Specialized staff | 56.371 | 9.446 | 75.824 | 31.758 | 250 |
| | Clerical/Service | 67.382 | 11.637 | 62.403 | 48.928 | 113 |
| | Student | 37.980 | 6.515 | 55.534 | 21.746 | 282 |
| | Retired/Homemaker | 60.658 | 16.220 | 73.206 | 36.952 | 81 |
| | Other | 50.088 | 10.657 | 69.776 | 24.464 | 167 |
| Household income | Low | 40.934 | 8.457 | 39.721 | 28.548 | 87 |
| | Low average | 44.038 | 10.277 | 61.962 | 22.838 | 142 |
| | Average | 54.835 | 5.310 | 66.172 | 32.618 | 599 |
| | High average | 50.358 | 4.856 | 58.658 | 30.685 | 563 |
| | High | 53.118 | 11.260 | 68.948 | 27.714 | 146 |
| Nationality | American | 32.191 | 5.686 | 42.430 | 14.274 | 216 |
| | German | 69.126 | 8.579 | 69.061 | 48.928 | 251 |
| | French | 73.792 | 9.829 | 61.596 | 57.082 | 153 |
| | Danish | 26.476 | 9.013 | 44.525 | 13.135 | 96 |
| | British | 33.920 | 6.623 | 33.727 | 23.095 | 102 |
| | Norwegian | 31.653 | 11.526 | 57.964 | 15.879 | 100 |
| | Swedish | 21.903 | 7.714 | 30.593 | 12.538 | 63 |
| | Spanish | 61.551 | 11.429 | 47.783 | 57.082 | 70 |
| | Italian | 71.747 | 17.054 | 70.973 | 59.936 | 69 |
| | Dutch | 51.837 | 20.667 | 73.859 | 27.182 | 52 |
| Other | 55.431 | 6.314 | 68.665 | 32.618 | 457 | |
| Market area | Scandinavia | 27.769 | 4.361 | 39.724 | 16.309 | 321 |
| | Britain | 31.126 | 5.324 | 30.948 | 23.095 | 132 |
| | Central/South-Europe | 70.458 | 5.006 | 69.699 | 57.082 | 747 |
| | North America | 34.660 | 6.190 | 53.006 | 13.322 | 284 |
| | Other | 54.267 | 10.561 | 64.579 | 35.000 | 146 |
| Type of trip | Package tour | 43.464 | 14.962 | 58.151 | 16.309 | 60 |
| | Individually arranged | 51.276 | 3.054 | 59.130 | 32.618 | 1443 |
| | Mix of both | 56.843 | 16.734 | 91.519 | 16.309 | 117 |
| Purpose of visit | Vacation/holiday | 53.992 | 3.236 | 62.155 | 32.618 | 1420 |
| | Conference/meeting | 28.945 | 4.813 | 31.524 | 16.309 | 167 |
| | Study/research | 29.822 | 11.066 | 39.776 | 17.563 | 52 |
| | Visiting friends/relatives | 31.352 | 9.554 | 49.746 | 11.200 | 107 |
| | Business/Employment | 28.875 | 10.147 | 34.490 | 16.309 | 47 |
| | Event in Iceland | 37.564 | 13.412 | 48.257 | 21.172 | 52 |
| | Other | 48.901 | 11.877 | 68.856 | 29.272 | 132 |
| Transport type | Flight | 48.973 | 2.886 | 58.057 | 29.189 | 1557 |
| | Smyril Line | 96.729 | 24.342 | 106.011 | 54.729 | 75 |

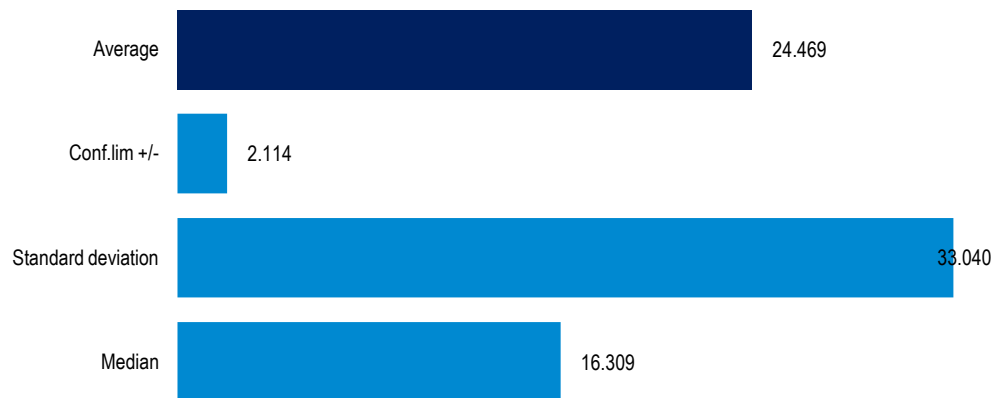
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX08_3] How much you (and your family) spent pr. person on the following
- Other transport costs (e.g. fuel, maintenance)

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 941 | |
| Responded | 941 | 39,9% |
| Did not respond** | 249 | 10,5% |
| Did not spend anything | 1169 | 49,6% |
| Number of respondents | 2359 | 100,0% |
| Asked* | 2359 | 100,0% |
| Not asked | 0 | 0,0% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|--------|-------------------|
| Total | Total | 24.469 | 2.114 | 33.040 | 16.309 | 941 |
| Gender | Male | 26.042 | 3.248 | 36.156 | 17.129 | 479 |
| | Female | 22.842 | 2.689 | 29.423 | 16.309 | 462 |
| Age | 24 years and younger | 17.755 | 3.647 | 19.416 | 13.047 | 111 |
| | 25-34 years | 23.587 | 2.777 | 24.916 | 16.309 | 312 |
| | 35-44 years | 29.148 | 7.475 | 52.323 | 18.476 | 191 |
| | 45-54 years | 22.386 | 3.845 | 25.942 | 15.225 | 177 |
| | 55 years and older | 27.802 | 4.979 | 30.864 | 16.309 | 150 |
| Profession | Managerial | 24.584 | 3.971 | 23.654 | 16.309 | 139 |
| | Professional | 21.871 | 2.347 | 19.781 | 16.309 | 275 |
| | Specialized staff | 29.921 | 5.408 | 34.779 | 20.387 | 161 |
| | Clerical/Service | 32.644 | 15.679 | 72.748 | 20.387 | 85 |
| | Student | 17.402 | 3.535 | 19.524 | 11.419 | 120 |
| | Retired/Homemaker | 28.432 | 8.644 | 32.590 | 20.387 | 57 |
| | Other | 20.859 | 5.218 | 25.503 | 14.360 | 94 |
| Household income | Low | 18.847 | 6.130 | 19.180 | 16.309 | 40 |
| | Low average | 18.128 | 4.067 | 17.610 | 10.873 | 74 |
| | Average | 27.576 | 4.400 | 42.097 | 20.387 | 354 |
| | High average | 24.471 | 3.120 | 29.289 | 16.309 | 341 |
| | High | 20.410 | 4.888 | 21.371 | 15.086 | 76 |
| Nationality | American | 18.157 | 4.278 | 19.756 | 11.419 | 84 |
| | German | 26.558 | 3.753 | 22.936 | 19.299 | 146 |
| | French | 25.224 | 4.416 | 24.606 | 16.309 | 122 |
| | Danish | 19.189 | 7.320 | 24.601 | 10.946 | 46 |
| | British | 16.987 | 5.630 | 21.355 | 9.238 | 58 |
| | Norwegian | 12.211 | 4.993 | 17.410 | 7.057 | 49 |
| | Swedish | 9.934 | 2.848 | 8.295 | 7.164 | 35 |
| | Spanish | 28.276 | 5.054 | 18.632 | 24.464 | 55 |
| | Italian | 32.586 | 5.563 | 22.109 | 27.714 | 63 |
| | Dutch | 35.258 | 21.586 | 61.665 | 19.571 | 34 |
| | Other | 27.836 | 5.973 | 47.798 | 16.309 | 248 |
| Market area | Scandinavia | 14.833 | 3.066 | 19.086 | 8.956 | 151 |
| | Britain | 15.271 | 3.602 | 14.474 | 9.238 | 64 |
| | Central/South-Europe | 29.906 | 3.296 | 38.932 | 20.387 | 539 |
| | North America | 16.084 | 3.340 | 18.362 | 11.419 | 119 |
| | Other | 26.225 | 7.337 | 30.094 | 18.411 | 67 |
| Type of trip | Package tour | 36.668 | 29.391 | 92.716 | 14.636 | 41 |
| | Individually arranged | 24.023 | 1.922 | 28.210 | 16.309 | 830 |
| | Mix of both | 23.026 | 4.057 | 16.554 | 16.309 | 66 |
| Purpose of visit | Vacation/holiday | 24.396 | 2.164 | 32.865 | 16.309 | 888 |
| | Conference/meeting | 14.277 | 3.590 | 11.507 | 8.956 | 42 |
| | Study/research | 23.339 | 13.725 | 24.272 | 16.309 | 15 |
| | Visiting friends/relatives | 18.479 | 4.286 | 17.142 | 15.879 | 64 |
| | Business/Employment | 37.926 | 40.209 | 58.301 | 16.309 | 11 |
| | Event in Iceland | 17.083 | 7.617 | 17.385 | 14.274 | 23 |
| | Other | 32.562 | 16.964 | 72.536 | 15.086 | 73 |
| Transport type | Flight | 21.371 | 1.923 | 28.586 | 16.309 | 852 |
| | Smyril Line | 53.951 | 11.059 | 52.642 | 40.773 | 89 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX08_4] How much you (and your family) spent pr. person on the following
- Restaurants/bar/cafes

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 1930 | |
| Responded | 1930 | 81,8% |
| Did not respond** | 249 | 10,5% |
| Did not spend anything | 180 | 7,7% |
| Number of respondents | 2359 | 100,0% |
| Asked* | 2359 | 100,0% |
| Not asked | 0 | 0,0% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|--------|-------------------|
| Total | Total | 29.265 | 1.338 | 29.960 | 21.172 | 1930 |
| Gender | Male | 30.931 | 1.864 | 29.346 | 24.180 | 954 |
| | Female | 27.631 | 1.916 | 30.488 | 19.571 | 975 |
| Age | 24 years and younger | 20.400 | 2.871 | 23.638 | 11.419 | 263 |
| | 25-34 years | 27.673 | 1.990 | 24.993 | 20.387 | 608 |
| | 35-44 years | 32.390 | 3.113 | 29.488 | 24.464 | 347 |
| | 45-54 years | 32.024 | 3.325 | 32.537 | 24.464 | 370 |
| | 55 years and older | 32.760 | 4.014 | 37.650 | 23.418 | 340 |
| Profession | Managerial | 31.533 | 3.454 | 27.164 | 24.464 | 240 |
| | Professional | 31.075 | 2.279 | 28.615 | 24.464 | 608 |
| | Specialized staff | 30.443 | 3.471 | 31.054 | 21.172 | 310 |
| | Clerical/Service | 31.176 | 4.356 | 25.013 | 24.635 | 129 |
| | Student | 18.882 | 2.095 | 18.056 | 11.647 | 288 |
| | Retired/Homemaker | 34.526 | 9.252 | 52.312 | 20.387 | 125 |
| | Other | 30.191 | 4.262 | 31.214 | 21.892 | 208 |
| Household income | Low | 23.705 | 5.466 | 25.902 | 16.309 | 89 |
| | Low average | 20.311 | 2.559 | 16.115 | 16.309 | 155 |
| | Average | 27.665 | 1.901 | 25.936 | 20.387 | 717 |
| | High average | 32.030 | 2.584 | 34.438 | 23.648 | 685 |
| | High | 38.246 | 5.350 | 37.052 | 28.548 | 187 |
| Nationality | American | 24.770 | 3.153 | 26.652 | 15.767 | 277 |
| | German | 23.602 | 2.579 | 20.721 | 16.309 | 250 |
| | French | 23.123 | 2.890 | 18.673 | 17.129 | 163 |
| | Danish | 24.433 | 3.324 | 18.378 | 20.578 | 120 |
| | British | 24.239 | 3.298 | 19.795 | 18.476 | 141 |
| | Norwegian | 36.652 | 5.424 | 28.695 | 31.758 | 110 |
| | Swedish | 25.514 | 3.582 | 17.553 | 23.285 | 95 |
| | Spanish | 43.357 | 7.240 | 33.212 | 32.618 | 83 |
| | Italian | 36.398 | 6.754 | 30.496 | 30.580 | 81 |
| | Dutch | 30.923 | 6.944 | 28.619 | 24.464 | 68 |
| | Other | 34.157 | 3.402 | 40.222 | 24.464 | 539 |
| Market area | Scandinavia | 28.344 | 2.194 | 21.990 | 24.464 | 388 |
| | Britain | 25.107 | 3.077 | 20.379 | 18.476 | 171 |
| | Central/South-Europe | 31.771 | 2.362 | 34.835 | 24.464 | 838 |
| | North America | 24.291 | 2.575 | 24.828 | 17.129 | 360 |
| | Other | 33.739 | 5.372 | 35.603 | 24.464 | 171 |
| Type of trip | Package tour | 27.110 | 3.570 | 23.517 | 22.838 | 169 |
| | Individually arranged | 29.443 | 1.534 | 30.918 | 21.172 | 1562 |
| | Mix of both | 29.754 | 3.937 | 27.275 | 21.892 | 187 |
| Purpose of visit | Vacation/holiday | 29.307 | 1.432 | 29.856 | 21.172 | 1673 |
| | Conference/meeting | 29.854 | 2.729 | 19.782 | 24.464 | 204 |
| | Study/research | 24.883 | 5.166 | 19.691 | 18.476 | 58 |
| | Visiting friends/relatives | 24.308 | 3.663 | 20.906 | 17.911 | 128 |
| | Business/Employment | 35.315 | 11.279 | 42.327 | 24.464 | 57 |
| | Event in Iceland | 29.366 | 6.731 | 26.591 | 25.406 | 62 |
| | Other | 27.339 | 5.393 | 34.149 | 16.309 | 156 |
| Transport type | Flight | 28.810 | 1.237 | 26.903 | 21.202 | 1821 |
| | Smyril Line | 36.837 | 11.631 | 61.353 | 17.911 | 109 |

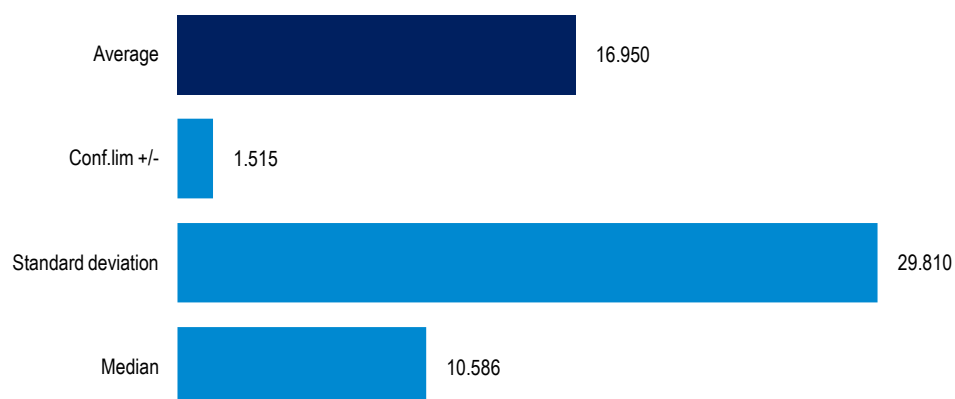
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX08_5] How much you (and your family) spent pr. person on the following
- Groceries (e.g. food, beverages in supermarkets)

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 1489 | |
| Responded | 1489 | 63,1% |
| Did not respond** | 249 | 10,5% |
| Did not spend anything | 621 | 26,3% |
| Number of respondents | 2359 | 100,0% |
| Asked* | 2359 | 100,0% |
| Not asked | 0 | 0,0% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|--------|-------------------|
| Total | Total | 16.950 | 1.515 | 29.810 | 10.586 | 1489 |
| Gender | Male | 17.320 | 1.451 | 19.559 | 12.232 | 701 |
| | Female | 16.621 | 2.559 | 36.598 | 8.564 | 788 |
| Age | 24 years and younger | 20.829 | 7.859 | 62.188 | 8.956 | 243 |
| | 25-34 years | 16.606 | 1.651 | 18.852 | 11.419 | 503 |
| | 35-44 years | 17.573 | 2.062 | 17.193 | 12.232 | 270 |
| | 45-54 years | 15.592 | 2.080 | 17.123 | 8.956 | 263 |
| | 55 years and older | 14.193 | 2.010 | 14.799 | 8.155 | 211 |
| Profession | Managerial | 15.648 | 2.003 | 13.489 | 12.232 | 177 |
| | Professional | 15.692 | 1.612 | 16.991 | 10.873 | 429 |
| | Specialized staff | 16.941 | 2.309 | 18.277 | 9.527 | 243 |
| | Clerical/Service | 14.903 | 2.007 | 10.856 | 12.232 | 115 |
| | Student | 21.385 | 7.239 | 60.368 | 9.786 | 270 |
| | Retired/Homemaker | 16.732 | 4.803 | 21.818 | 9.238 | 82 |
| | Other | 15.856 | 2.694 | 17.087 | 8.155 | 157 |
| Household income | Low | 19.449 | 5.701 | 27.412 | 9.786 | 91 |
| | Low average | 14.866 | 2.778 | 16.568 | 9.238 | 139 |
| | Average | 17.692 | 1.615 | 19.671 | 11.419 | 572 |
| | High average | 15.008 | 1.449 | 16.369 | 9.238 | 493 |
| | High | 12.633 | 2.500 | 12.492 | 8.155 | 98 |
| Nationality | American | 7.279 | 1.199 | 7.913 | 5.710 | 170 |
| | German | 21.478 | 2.500 | 19.880 | 16.309 | 245 |
| | French | 27.209 | 11.520 | 73.691 | 16.309 | 160 |
| | Danish | 12.333 | 2.262 | 10.723 | 10.946 | 89 |
| | British | 10.998 | 2.769 | 13.930 | 7.159 | 100 |
| | Norwegian | 8.630 | 1.709 | 7.558 | 5.293 | 78 |
| | Swedish | 8.340 | 2.514 | 9.149 | 4.478 | 53 |
| | Spanish | 21.146 | 4.722 | 19.561 | 16.309 | 68 |
| | Italian | 17.105 | 2.950 | 11.881 | 16.309 | 65 |
| | Dutch | 15.357 | 3.659 | 13.075 | 11.416 | 52 |
| | Other | 18.909 | 2.250 | 23.087 | 12.232 | 407 |
| Market area | Scandinavia | 10.574 | 1.293 | 10.700 | 7.297 | 266 |
| | Britain | 10.730 | 2.434 | 13.108 | 7.390 | 114 |
| | Central/South-Europe | 22.105 | 2.722 | 37.858 | 16.309 | 746 |
| | North America | 8.295 | 1.735 | 13.093 | 5.710 | 221 |
| | Other | 20.066 | 4.754 | 28.556 | 12.232 | 141 |
| Type of trip | Package tour | 9.812 | 2.001 | 11.392 | 6.352 | 127 |
| | Individually arranged | 17.212 | 1.082 | 19.354 | 11.419 | 1231 |
| | Mix of both | 12.341 | 2.372 | 13.398 | 7.806 | 125 |
| Purpose of visit | Vacation/holiday | 16.240 | 930 | 17.389 | 10.873 | 1346 |
| | Conference/meeting | 10.110 | 1.590 | 8.340 | 8.155 | 108 |
| | Study/research | 51.351 | 36.088 | 130.164 | 16.309 | 52 |
| | Visiting friends/relatives | 15.689 | 3.189 | 16.568 | 10.946 | 106 |
| | Business/Employment | 13.385 | 4.518 | 10.739 | 11.419 | 24 |
| | Event in Iceland | 12.688 | 3.432 | 11.118 | 8.956 | 43 |
| | Other | 14.474 | 2.773 | 14.992 | 10.000 | 115 |
| Transport type | Flight | 15.864 | 1.587 | 30.089 | 9.238 | 1382 |
| | Smyril Line | 31.037 | 4.128 | 21.490 | 27.182 | 107 |

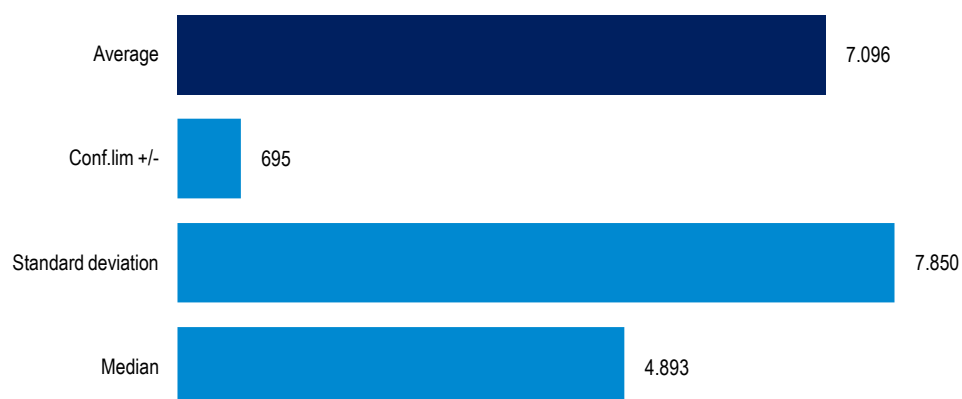
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX08_6] How much you (and your family) spent pr. person on the following
- Liquor shops

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 493 | |
| Responded | 493 | 20,9% |
| Did not respond** | 249 | 10,5% |
| Did not spend anything | 1617 | 68,6% |
| Number of respondents | 2359 | 100,0% |
| Asked* | 2359 | 100,0% |
| Not asked | 0 | 0,0% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|--------|-------------------|
| Total | Total | 7.096 | 695 | 7.850 | 4.893 | 493 |
| Gender | Male | 7.900 | 1.044 | 8.539 | 5.473 | 260 |
| | Female | 6.203 | 891 | 6.913 | 4.077 | 233 |
| Age | 24 years and younger | 8.142 | 2.074 | 9.625 | 5.190 | 85 |
| | 25-34 years | 6.865 | 1.122 | 7.510 | 4.893 | 175 |
| | 35-44 years | 7.153 | 1.538 | 6.879 | 5.436 | 79 |
| | 45-54 years | 6.158 | 2.039 | 8.472 | 4.478 | 69 |
| | 55 years and older | 7.229 | 1.485 | 6.893 | 4.478 | 85 |
| Profession | Managerial | 7.547 | 1.740 | 6.080 | 5.710 | 49 |
| | Professional | 6.168 | 851 | 5.227 | 4.619 | 147 |
| | Specialized staff | 7.599 | 1.901 | 8.547 | 4.378 | 80 |
| | Clerical/Service | 4.710 | 951 | 2.570 | 4.478 | 31 |
| | Student | 8.206 | 1.713 | 8.347 | 5.710 | 94 |
| | Retired/Homemaker | 7.777 | 4.365 | 12.384 | 4.077 | 33 |
| | Other | 6.112 | 1.386 | 4.872 | 4.478 | 50 |
| Household income | Low | 7.081 | 2.623 | 7.095 | 3.600 | 31 |
| | Low average | 6.120 | 1.298 | 4.422 | 4.893 | 47 |
| | Average | 7.678 | 1.442 | 10.333 | 4.478 | 200 |
| | High average | 6.419 | 890 | 5.549 | 4.619 | 152 |
| | High | 8.145 | 1.917 | 5.806 | 5.854 | 38 |
| Nationality | American | 5.765 | 1.308 | 5.275 | 4.322 | 65 |
| | German | 6.435 | 927 | 5.227 | 4.893 | 125 |
| | French | 9.733 | 6.762 | 15.876 | 4.077 | 24 |
| | Danish | 5.520 | 1.708 | 5.009 | 4.378 | 36 |
| | British | 5.331 | 2.487 | 6.261 | 2.771 | 27 |
| | Norwegian | 6.873 | 1.540 | 4.475 | 5.293 | 35 |
| | Swedish | 5.542 | 1.725 | 4.142 | 4.478 | 25 |
| | Spanish | 15.222 | 8.330 | 13.343 | 8.155 | 12 |
| | Italian | 4.072 | 2.148 | 2.834 | 3.262 | 9 |
| | Dutch | 5.436 | 4.343 | 4.267 | 4.077 | 6 |
| | Other | 8.588 | 1.712 | 9.854 | 5.854 | 130 |
| Market area | Scandinavia | 5.953 | 872 | 4.674 | 4.478 | 113 |
| | Britain | 5.504 | 2.186 | 6.198 | 2.771 | 33 |
| | Central/South-Europe | 7.670 | 1.104 | 8.392 | 4.893 | 225 |
| | North America | 6.344 | 1.849 | 8.420 | 4.568 | 82 |
| | Other | 9.956 | 3.401 | 10.665 | 6.753 | 40 |
| Type of trip | Package tour | 5.965 | 1.635 | 5.650 | 4.077 | 48 |
| | Individually arranged | 7.192 | 771 | 7.847 | 4.893 | 400 |
| | Mix of both | 7.468 | 2.958 | 9.776 | 4.478 | 44 |
| Purpose of visit | Vacation/holiday | 6.902 | 755 | 7.924 | 4.619 | 426 |
| | Conference/meeting | 5.537 | 1.367 | 4.375 | 4.077 | 42 |
| | Study/research | 12.829 | 5.057 | 12.744 | 10.000 | 27 |
| | Visiting friends/relatives | 7.253 | 1.603 | 5.814 | 4.893 | 53 |
| | Business/Employment | 7.781 | 2.843 | 5.275 | 7.180 | 16 |
| | Event in Iceland | 9.249 | 2.725 | 6.637 | 8.757 | 25 |
| | Other | 7.514 | 2.437 | 7.345 | 4.077 | 37 |
| Transport type | Flight | 7.048 | 735 | 7.982 | 4.619 | 455 |
| | Smyril Line | 7.675 | 2.011 | 6.100 | 5.543 | 38 |

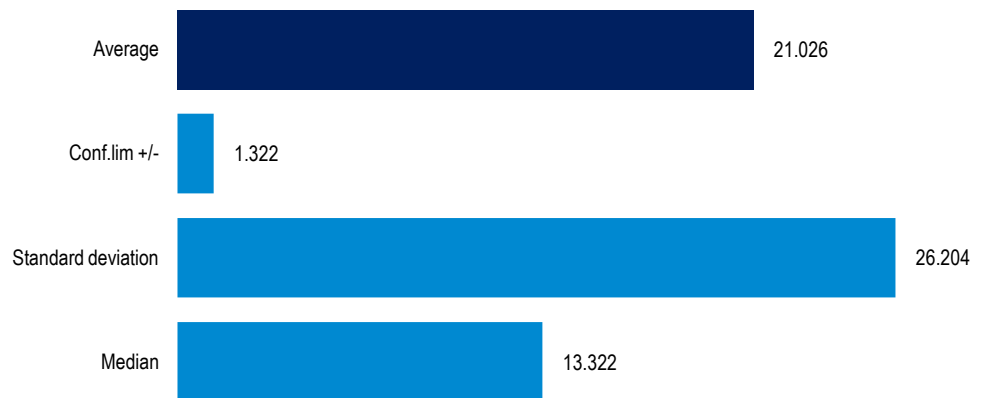
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX08_7] How much you (and your family) spent pr. person on the following
- Recreation/entertainment (e.g. admission fees, sightseeing, tours)

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 1512 | |
| Responded | 1512 | 64,1% |
| Did not respond** | 249 | 10,5% |
| Did not spend anything | 599 | 25,4% |
| Number of respondents | 2359 | 100,0% |
| Asked* | 2359 | 100,0% |
| Not asked | 0 | 0,0% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|--------|-------------------|
| Total | Total | 21.026 | 1.322 | 26.204 | 13.322 | 1512 |
| Gender | Male | 20.573 | 1.738 | 23.647 | 12.500 | 713 |
| | Female | 21.411 | 1.968 | 28.310 | 13.682 | 798 |
| Age | 24 years and younger | 19.857 | 3.970 | 29.891 | 12.789 | 220 |
| | 25-34 years | 23.017 | 2.396 | 27.129 | 16.309 | 495 |
| | 35-44 years | 21.285 | 2.886 | 24.373 | 14.360 | 276 |
| | 45-54 years | 19.670 | 3.072 | 26.535 | 11.419 | 289 |
| | 55 years and older | 19.187 | 2.814 | 21.670 | 11.419 | 230 |
| Profession | Managerial | 19.783 | 3.897 | 28.150 | 12.232 | 203 |
| | Professional | 22.394 | 2.353 | 25.937 | 14.360 | 469 |
| | Specialized staff | 20.169 | 3.059 | 23.532 | 13.506 | 230 |
| | Clerical/Service | 21.820 | 4.186 | 22.788 | 12.232 | 116 |
| | Student | 18.431 | 3.541 | 27.836 | 12.232 | 240 |
| | Retired/Homemaker | 16.897 | 3.311 | 15.108 | 11.419 | 82 |
| | Other | 25.360 | 5.005 | 31.938 | 15.612 | 159 |
| Household income | Low | 16.723 | 4.683 | 20.653 | 12.232 | 77 |
| | Low average | 15.699 | 2.549 | 14.806 | 9.238 | 132 |
| | Average | 21.500 | 1.924 | 22.750 | 14.595 | 540 |
| | High average | 21.920 | 2.572 | 30.386 | 12.789 | 538 |
| | High | 23.914 | 4.955 | 29.471 | 16.309 | 138 |
| Nationality | American | 17.570 | 2.348 | 16.936 | 11.419 | 202 |
| | German | 19.117 | 3.192 | 23.620 | 10.533 | 213 |
| | French | 15.468 | 2.805 | 17.302 | 8.155 | 149 |
| | Danish | 16.584 | 4.708 | 20.314 | 10.946 | 74 |
| | British | 21.856 | 6.457 | 35.634 | 12.317 | 119 |
| | Norwegian | 14.015 | 3.505 | 15.504 | 7.939 | 78 |
| | Swedish | 23.173 | 9.894 | 37.391 | 11.642 | 57 |
| | Spanish | 27.300 | 4.880 | 19.239 | 23.648 | 62 |
| | Italian | 24.819 | 5.647 | 22.127 | 16.309 | 61 |
| | Dutch | 21.616 | 6.752 | 25.312 | 16.309 | 56 |
| | Other | 25.471 | 2.936 | 31.248 | 16.309 | 437 |
| Market area | Scandinavia | 18.098 | 2.839 | 23.440 | 10.946 | 264 |
| | Britain | 22.077 | 5.525 | 33.369 | 13.857 | 143 |
| | Central/South-Europe | 20.793 | 1.763 | 23.625 | 14.360 | 692 |
| | North America | 17.816 | 2.174 | 17.783 | 11.709 | 259 |
| | Other | 31.765 | 6.518 | 40.462 | 18.411 | 150 |
| Type of trip | Package tour | 16.126 | 3.188 | 16.956 | 10.848 | 111 |
| | Individually arranged | 20.548 | 1.372 | 24.690 | 13.135 | 1246 |
| | Mix of both | 28.970 | 6.565 | 40.032 | 16.628 | 145 |
| Purpose of visit | Vacation/holiday | 20.573 | 1.392 | 26.114 | 12.317 | 1355 |
| | Conference/meeting | 20.535 | 3.185 | 18.673 | 16.309 | 135 |
| | Study/research | 20.222 | 6.723 | 20.611 | 13.857 | 39 |
| | Visiting friends/relatives | 15.467 | 2.736 | 13.564 | 12.232 | 97 |
| | Business/Employment | 23.897 | 12.045 | 30.818 | 13.047 | 28 |
| | Event in Iceland | 17.159 | 5.883 | 19.470 | 11.419 | 45 |
| | Other | 23.495 | 5.466 | 28.984 | 12.232 | 110 |
| Transport type | Flight | 21.180 | 1.393 | 26.698 | 13.322 | 1413 |
| | Smyril Line | 18.826 | 3.521 | 17.629 | 11.419 | 99 |

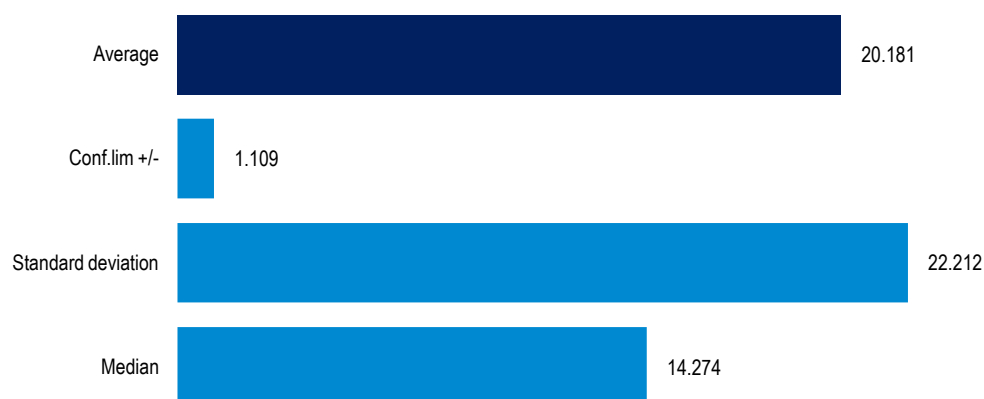
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX08_8] How much you (and your family) spent pr. person on the following
- Shopping (e.g. clothing, goods, souvenirs)

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 1545 | |
| Responded | 1545 | 65,5% |
| Did not respond** | 249 | 10,5% |
| Did not spend anything | 566 | 24,0% |
| Number of respondents | 2359 | 100,0% |
| Asked* | 2359 | 100,0% |
| Not asked | 0 | 0,0% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|--------|-------------------|
| Total | Total | 20.181 | 1.109 | 22.212 | 14.274 | 1545 |
| Gender | Male | 19.606 | 1.670 | 22.841 | 13.703 | 721 |
| | Female | 20.671 | 1.481 | 21.656 | 14.781 | 823 |
| Age | 24 years and younger | 16.818 | 2.701 | 20.074 | 11.416 | 215 |
| | 25-34 years | 19.185 | 1.966 | 22.115 | 12.232 | 489 |
| | 35-44 years | 22.807 | 3.024 | 25.616 | 16.309 | 278 |
| | 45-54 years | 20.150 | 2.586 | 22.655 | 14.230 | 297 |
| | 55 years and older | 21.978 | 2.321 | 19.190 | 16.309 | 265 |
| Profession | Managerial | 20.318 | 3.540 | 24.676 | 16.309 | 189 |
| | Professional | 20.838 | 1.917 | 21.399 | 15.879 | 481 |
| | Specialized staff | 20.761 | 2.772 | 22.206 | 14.230 | 249 |
| | Clerical/Service | 18.822 | 2.921 | 16.315 | 16.309 | 122 |
| | Student | 16.594 | 2.815 | 21.118 | 10.946 | 219 |
| | Retired/Homemaker | 21.623 | 3.655 | 18.178 | 16.309 | 97 |
| | Other | 22.736 | 4.232 | 28.194 | 13.433 | 173 |
| Household income | Low | 14.989 | 3.135 | 13.178 | 11.416 | 70 |
| | Low average | 18.457 | 4.208 | 23.982 | 11.416 | 127 |
| | Average | 18.839 | 1.427 | 17.374 | 14.950 | 572 |
| | High average | 22.655 | 2.161 | 26.004 | 16.309 | 558 |
| | High | 21.697 | 4.150 | 23.771 | 14.274 | 128 |
| Nationality | American | 16.571 | 2.421 | 17.082 | 11.419 | 194 |
| | German | 17.272 | 2.397 | 17.349 | 13.047 | 204 |
| | French | 17.112 | 3.347 | 19.965 | 12.232 | 139 |
| | Danish | 19.468 | 2.889 | 14.718 | 17.513 | 102 |
| | British | 13.288 | 2.448 | 12.516 | 9.238 | 103 |
| | Norwegian | 28.255 | 5.609 | 27.639 | 21.172 | 96 |
| | Swedish | 20.525 | 5.931 | 25.462 | 13.433 | 73 |
| | Spanish | 22.452 | 4.575 | 19.653 | 16.309 | 73 |
| | Italian | 16.887 | 3.012 | 12.134 | 16.309 | 65 |
| | Dutch | 12.499 | 3.892 | 12.896 | 8.155 | 45 |
| | Other | 24.891 | 2.616 | 28.215 | 16.309 | 449 |
| Market area | Scandinavia | 22.989 | 2.410 | 22.315 | 17.911 | 332 |
| | Britain | 15.261 | 4.020 | 22.845 | 9.238 | 126 |
| | Central/South-Europe | 18.969 | 1.487 | 19.697 | 13.863 | 677 |
| | North America | 17.762 | 2.306 | 18.942 | 11.419 | 262 |
| | Other | 27.986 | 5.404 | 33.038 | 16.883 | 146 |
| Type of trip | Package tour | 17.690 | 2.777 | 17.479 | 12.232 | 155 |
| | Individually arranged | 20.189 | 1.246 | 22.156 | 14.274 | 1218 |
| | Mix of both | 21.463 | 3.486 | 22.557 | 16.309 | 163 |
| Purpose of visit | Vacation/holiday | 19.423 | 1.072 | 20.196 | 14.115 | 1367 |
| | Conference/meeting | 24.931 | 5.377 | 32.408 | 14.678 | 142 |
| | Study/research | 24.751 | 8.142 | 29.728 | 16.309 | 54 |
| | Visiting friends/relatives | 22.480 | 3.662 | 19.688 | 17.129 | 113 |
| | Business/Employment | 35.753 | 21.055 | 57.481 | 17.129 | 31 |
| | Event in Iceland | 17.828 | 3.884 | 13.650 | 14.274 | 50 |
| | Other | 21.080 | 3.620 | 19.765 | 16.309 | 117 |
| Transport type | Flight | 19.912 | 1.152 | 22.359 | 14.115 | 1451 |
| | Smyril Line | 24.327 | 3.978 | 19.443 | 17.513 | 94 |

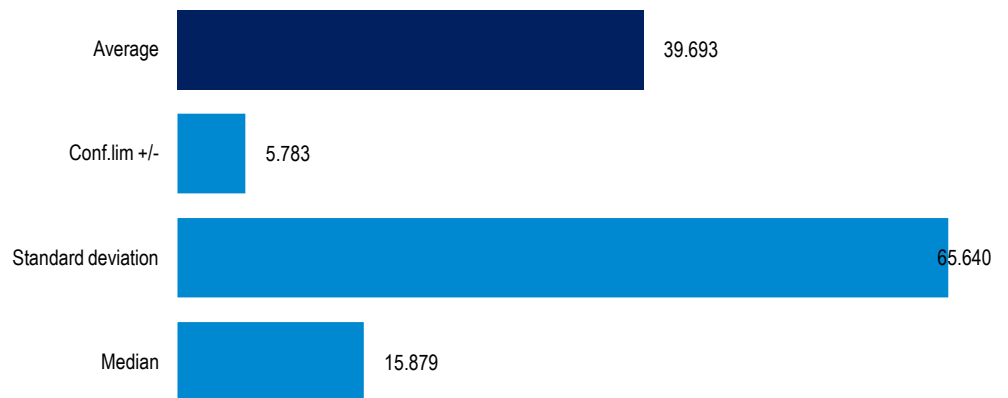
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

[EX08_9] How much you (and your family) spent pr. person on the following
- Other

| Answers | Count | Pct. % |
|------------------------|-------|--------|
| Number of answers | 497 | |
| Responded | 497 | 21,1% |
| Did not respond** | 249 | 10,5% |
| Did not spend anything | 1613 | 68,4% |
| Number of respondents | 2359 | 100,0% |
| Asked* | 2359 | 100,0% |
| Not asked | 0 | 0,0% |
| Number of participants | 2359 | 100,0% |



| | | Average | Conf.lim +/- | Standard deviation | Median | Number of answers |
|------------------|----------------------------|---------|--------------|--------------------|--------|-------------------|
| Total | Total | 39.693 | 5.783 | 65.640 | 15.879 | 497 |
| Gender | Male | 33.806 | 7.013 | 56.936 | 13.000 | 256 |
| | Female | 45.917 | 9.291 | 73.342 | 16.309 | 242 |
| Age | 24 years and younger | 44.533 | 12.477 | 56.914 | 24.464 | 82 |
| | 25-34 years | 34.534 | 9.152 | 57.650 | 11.419 | 155 |
| | 35-44 years | 44.320 | 19.138 | 83.494 | 16.309 | 76 |
| | 45-54 years | 40.854 | 15.967 | 73.239 | 15.225 | 83 |
| | 55 years and older | 39.239 | 12.368 | 62.745 | 15.987 | 101 |
| Profession | Managerial | 35.981 | 18.471 | 70.289 | 12.538 | 58 |
| | Professional | 45.747 | 12.856 | 78.380 | 16.309 | 145 |
| | Specialized staff | 28.798 | 10.040 | 44.612 | 10.586 | 78 |
| | Clerical/Service | 27.953 | 24.825 | 53.852 | 8.155 | 21 |
| | Student | 42.421 | 11.331 | 53.812 | 20.000 | 89 |
| | Retired/Homemaker | 34.447 | 18.037 | 56.216 | 15.987 | 40 |
| | Other | 39.518 | 16.517 | 62.397 | 17.129 | 57 |
| Household income | Low | 51.301 | 22.513 | 57.861 | 35.822 | 28 |
| | Low average | 29.062 | 15.509 | 49.250 | 9.238 | 41 |
| | Average | 42.735 | 10.986 | 77.443 | 16.309 | 193 |
| | High average | 34.430 | 7.781 | 51.245 | 12.794 | 169 |
| | High | 42.864 | 40.428 | 95.778 | 12.232 | 24 |
| Nationality | American | 26.059 | 11.343 | 41.591 | 7.474 | 54 |
| | German | 66.228 | 16.646 | 86.603 | 32.618 | 106 |
| | French | 42.809 | 25.268 | 81.733 | 8.155 | 43 |
| | Danish | 29.941 | 28.992 | 68.022 | 9.851 | 24 |
| | British | 36.059 | 26.023 | 79.961 | 9.238 | 39 |
| | Norwegian | 17.456 | 7.320 | 19.971 | 7.057 | 31 |
| | Swedish | 27.149 | 23.965 | 54.403 | 8.956 | 22 |
| | Spanish | 26.312 | 12.708 | 20.354 | 22.833 | 12 |
| | Italian | 37.263 | 18.371 | 38.469 | 16.309 | 19 |
| | Dutch | 42.777 | 42.948 | 76.277 | 24.192 | 15 |
| Other | 34.746 | 8.796 | 50.632 | 13.000 | 130 | |
| Market area | Scandinavia | 21.750 | 9.315 | 45.371 | 8.469 | 94 |
| | Britain | 32.624 | 20.971 | 72.284 | 9.238 | 48 |
| | Central/South-Europe | 51.127 | 9.407 | 75.041 | 24.464 | 247 |
| | North America | 32.948 | 12.607 | 52.586 | 11.419 | 69 |
| | Other | 32.233 | 13.325 | 39.868 | 12.274 | 37 |
| Type of trip | Package tour | 57.899 | 35.574 | 115.288 | 18.484 | 43 |
| | Individually arranged | 32.767 | 4.734 | 48.020 | 14.559 | 398 |
| | Mix of both | 78.355 | 28.061 | 102.379 | 38.327 | 54 |
| Purpose of visit | Vacation/holiday | 39.567 | 6.274 | 66.078 | 14.781 | 429 |
| | Conference/meeting | 22.576 | 8.426 | 27.798 | 8.956 | 44 |
| | Study/research | 30.493 | 18.016 | 36.793 | 11.086 | 19 |
| | Visiting friends/relatives | 19.338 | 8.707 | 25.422 | 8.155 | 35 |
| | Business/Employment | 31.627 | 23.417 | 29.442 | 13.591 | 9 |
| | Event in Iceland | 41.477 | 30.417 | 58.747 | 24.464 | 17 |
| | Other | 56.792 | 23.079 | 83.314 | 31.758 | 53 |
| Transport type | Flight | 37.664 | 5.946 | 64.647 | 14.820 | 457 |
| | Smyril Line | 62.400 | 23.098 | 72.949 | 29.764 | 41 |

*Individuals asked: Everyone

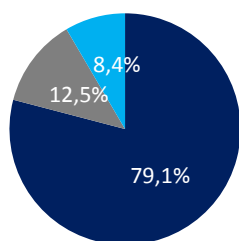
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

Converted into Icelandic krona using the exchange rate 31.08.2011

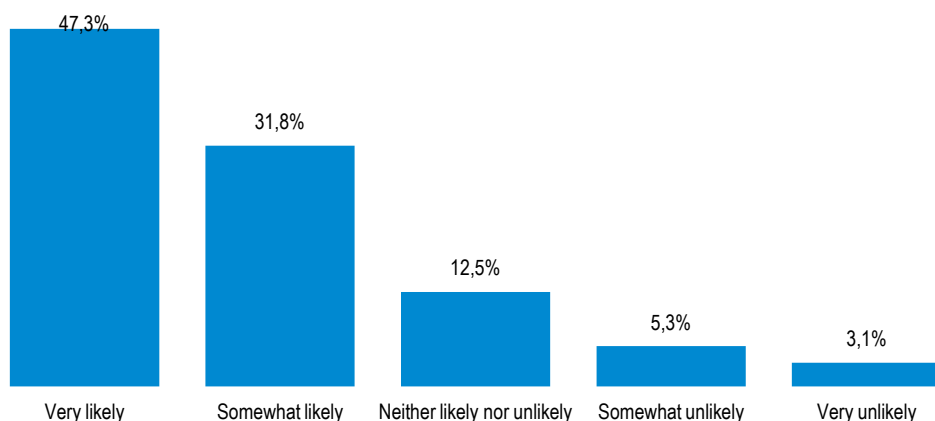
[EP01] How likely or unlikely are you to visit Iceland in the future?

| Answers | Count | Pct.% | Conf.lim +/- |
|-----------------------------|-------|--------|--------------|
| Very likely | 1096 | 47,3% | 2,0% |
| Somewhat likely | 738 | 31,8% | 1,9% |
| Neither likely nor unlikely | 289 | 12,5% | 1,3% |
| Somewhat unlikely | 123 | 5,3% | 0,9% |
| Very unlikely | 73 | 3,1% | 0,7% |
| Number of answers | 2320 | 100,0% | |
| Responded | 2320 | 98,3% | |
| Did not respond** | 39 | 1,7% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

Visit Iceland in the future



- Very or somewhat likely
- Neither likely nor unlikely
- Very or somewhat unlikely



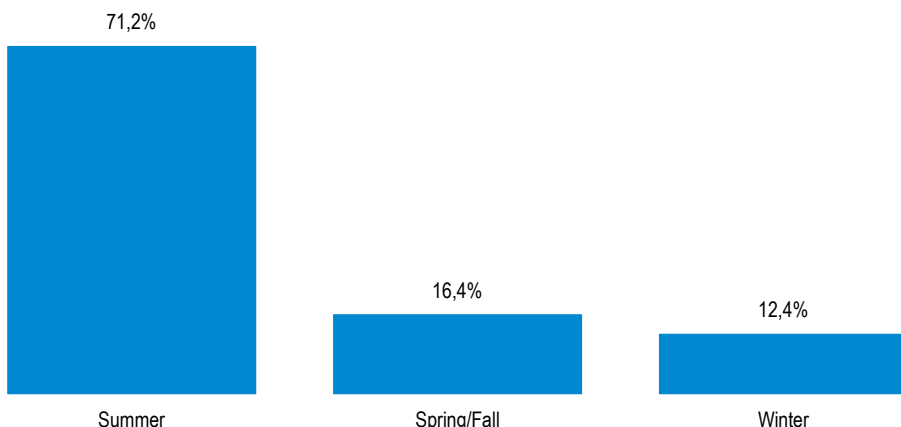
| | | Very likely | Somewhat likely | Neither likely nor unlikely | Somewhat unlikely | Very unlikely | Fjöldi svara |
|------------------|----------------------------|-------------|-----------------|-----------------------------|-------------------|---------------|--------------|
| Total | Total | 47,3% | 31,8% | 12,5% | 5,3% | 3,1% | 2320 |
| Gender | Male | 45,6% | 33,2% | 13,0% | 5,0% | 3,1% | 1137 |
| | Female | 48,8% | 30,5% | 11,9% | 5,6% | 3,1% | 1182 |
| Age | 24 years and younger | 54,0% | 29,4% | 11,1% | 3,6% | 1,9% | 337 |
| | 25-34 years | 45,7% | 32,1% | 12,6% | 6,4% | 3,2% | 709 |
| | 35-44 years | 50,6% | 30,0% | 11,7% | 3,8% | 4,0% | 411 |
| | 45-54 years | 46,5% | 33,6% | 12,9% | 4,6% | 2,5% | 449 |
| | 55 years and older | 41,9% | 33,2% | 13,7% | 7,3% | 3,8% | 413 |
| Profession | Managerial | 46,5% | 34,6% | 12,7% | 3,8% | 2,5% | 293 |
| | Professional | 41,6% | 36,9% | 12,9% | 4,8% | 3,9% | 707 |
| | Specialized staff | 52,2% | 28,7% | 10,1% | 5,5% | 3,5% | 375 |
| | Clerical/Service | 42,7% | 30,0% | 14,6% | 6,9% | 5,7% | 158 |
| | Student | 51,7% | 28,5% | 12,1% | 5,4% | 2,2% | 367 |
| | Retired/Homemaker | 39,4% | 31,7% | 14,5% | 9,7% | 4,7% | 150 |
| | Other | 57,9% | 25,2% | 13,4% | 3,6% | | 242 |
| Household income | Low | 56,4% | 24,1% | 11,8% | 4,6% | 3,1% | 109 |
| | Low average | 46,9% | 30,5% | 14,5% | 4,0% | 4,0% | 191 |
| | Average | 48,0% | 31,7% | 12,2% | 4,7% | 3,4% | 851 |
| | High average | 46,5% | 33,1% | 11,0% | 6,7% | 2,7% | 814 |
| | High | 38,6% | 37,7% | 15,2% | 3,9% | 4,7% | 208 |
| Nationality | American | 38,4% | 39,7% | 9,9% | 6,5% | 5,5% | 316 |
| | German | 51,1% | 27,5% | 14,4% | 5,9% | 1,0% | 309 |
| | French | 43,7% | 32,6% | 16,3% | 3,0% | 4,4% | 213 |
| | Danish | 53,6% | 31,3% | 10,7% | 2,7% | 1,8% | 166 |
| | British | 46,6% | 37,4% | 9,7% | 5,3% | 1,0% | 163 |
| | Norwegian | 55,1% | 31,6% | 11,2% | | 2,0% | 127 |
| | Swedish | 60,9% | 24,6% | 10,9% | 2,2% | 1,4% | 110 |
| | Spanish | 42,0% | 28,4% | 9,9% | 7,4% | 12,3% | 101 |
| | Italian | 30,5% | 30,5% | 26,7% | 8,6% | 3,8% | 88 |
| | Dutch | 46,7% | 32,7% | 12,1% | 6,7% | 1,8% | 81 |
| | Other | 48,9% | 30,3% | 11,8% | 6,4% | 2,6% | 643 |
| Market area | Scandinavia | 57,2% | 29,3% | 9,6% | 2,2% | 1,7% | 469 |
| | Britain | 45,8% | 37,2% | 10,2% | 5,0% | 1,8% | 198 |
| | Central/South-Europe | 45,4% | 29,7% | 15,9% | 5,6% | 3,4% | 1015 |
| | North America | 40,5% | 37,6% | 9,7% | 7,3% | 4,8% | 408 |
| | Other | 48,7% | 31,2% | 10,4% | 6,8% | 2,9% | 227 |
| Type of trip | Package tour | 38,0% | 36,8% | 13,2% | 8,3% | 3,6% | 232 |
| | Individually arranged | 47,7% | 31,8% | 12,6% | 4,8% | 3,0% | 1834 |
| | Mix of both | 51,7% | 28,3% | 11,7% | 5,6% | 2,8% | 230 |
| Purpose of visit | Vacation/holiday | 47,7% | 31,7% | 12,2% | 5,3% | 3,1% | 1996 |
| | Conference/meeting | 39,0% | 36,1% | 16,3% | 6,4% | 2,2% | 242 |
| | Study/research | 52,2% | 34,5% | 6,4% | 4,2% | 2,8% | 82 |
| | Visiting friends/relatives | 69,8% | 21,1% | 3,3% | 3,1% | 2,7% | 142 |
| | Business/Employment | 59,8% | 24,4% | 11,0% | 3,6% | 1,2% | 63 |
| | Event in Iceland | 61,2% | 29,0% | 7,5% | 1,5% | 0,8% | 68 |
| | Other | 51,7% | 30,3% | 12,5% | 4,2% | 1,3% | 190 |
| Transport type | Flight | 46,7% | 32,3% | 12,5% | 5,4% | 3,2% | 2180 |
| | Smyril Line | 55,8% | 24,7% | 12,8% | 4,8% | 1,9% | 140 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP02] At what time of year is it likely that you will visit Iceland in the future?

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Summer | 1492 | 71,2% | 1,9% |
| Spring/Fall | 343 | 16,4% | 1,6% |
| Winter | 260 | 12,4% | 1,4% |
| Number of answers | 2095 | 100,0% | |
| Responded | 2095 | 88,8% | |
| Did not respond** | 264 | 11,2% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



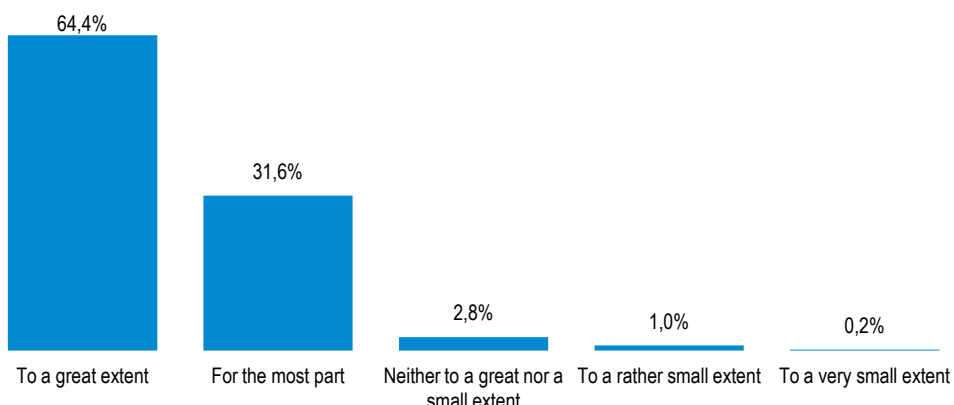
| | | Summer | Spring/Fall | Winter | Number of answers |
|------------------|----------------------------|--------|-------------|--------|-------------------|
| Total | Total | 71,2% | 16,4% | 12,4% | 2095 |
| Gender | Male | 70,4% | 17,0% | 12,7% | 1019 |
| | Female | 72,0% | 15,8% | 12,2% | 1075 |
| Age | 24 years and younger | 63,3% | 20,5% | 16,1% | 290 |
| | 25-34 years | 72,6% | 11,1% | 16,3% | 634 |
| | 35-44 years | 66,0% | 19,4% | 14,7% | 373 |
| | 45-54 years | 77,6% | 14,2% | 8,2% | 415 |
| | 55 years and older | 73,0% | 21,5% | 5,5% | 382 |
| Profession | Managerial | 69,5% | 14,9% | 15,5% | 264 |
| | Professional | 71,2% | 17,3% | 11,5% | 641 |
| | Specialized staff | 74,7% | 16,3% | 9,0% | 342 |
| | Clerical/Service | 67,4% | 17,1% | 15,6% | 149 |
| | Student | 67,2% | 16,3% | 16,5% | 318 |
| | Retired/Homemaker | 73,5% | 17,2% | 9,3% | 137 |
| | Other | 73,0% | 16,3% | 10,7% | 224 |
| Household income | Low | 71,2% | 12,3% | 16,5% | 94 |
| | Low average | 76,1% | 11,4% | 12,5% | 175 |
| | Average | 69,0% | 17,6% | 13,4% | 774 |
| | High average | 71,9% | 16,5% | 11,6% | 733 |
| | High | 73,9% | 18,0% | 8,1% | 187 |
| Nationality | American | 70,0% | 15,4% | 14,6% | 274 |
| | German | 76,0% | 14,0% | 10,0% | 283 |
| | French | 57,1% | 21,0% | 21,8% | 188 |
| | Danish | 80,6% | 16,5% | 2,9% | 152 |
| | British | 62,6% | 17,0% | 20,3% | 144 |
| | Norwegian | 71,6% | 20,5% | 8,0% | 114 |
| | Swedish | 76,2% | 19,0% | 4,8% | 100 |
| | Spanish | 67,1% | 19,2% | 13,7% | 91 |
| | Italian | 73,3% | 10,9% | 15,8% | 85 |
| | Dutch | 75,0% | 11,8% | 13,2% | 75 |
| | Other | 72,4% | 16,1% | 11,4% | 587 |
| Market area | Scandinavia | 76,2% | 18,5% | 5,3% | 431 |
| | Britain | 59,6% | 21,7% | 18,6% | 173 |
| | Central/South-Europe | 70,3% | 14,8% | 14,9% | 928 |
| | North America | 72,0% | 15,7% | 12,3% | 355 |
| | Other | 73,3% | 15,6% | 11,1% | 205 |
| Type of trip | Package tour | 70,0% | 16,5% | 13,5% | 213 |
| | Individually arranged | 71,1% | 16,4% | 12,5% | 1643 |
| | Mix of both | 71,5% | 17,5% | 11,0% | 222 |
| Purpose of visit | Vacation/holiday | 71,1% | 15,5% | 13,4% | 1803 |
| | Conference/meeting | 75,7% | 21,1% | 3,2% | 217 |
| | Study/research | 62,2% | 21,4% | 16,5% | 69 |
| | Visiting friends/relatives | 67,2% | 21,1% | 11,7% | 126 |
| | Business/Employment | 67,1% | 27,8% | 5,1% | 56 |
| | Event in Iceland | 65,1% | 22,2% | 12,8% | 63 |
| | Other | 71,1% | 16,6% | 12,3% | 170 |
| Transport type | Flight | 71,1% | 16,6% | 12,3% | 1969 |
| | Smyril Line | 73,4% | 12,9% | 13,6% | 126 |

*Individuals asked: Everyone

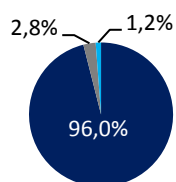
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP03] On the whole, did your recent trip meet your expectations to a greater or a lesser extent?

| Answers | Count | Pct. % | Conf. lim +/- |
|---------------------------------------|-------|--------|---------------|
| To a great extent | 1512 | 64,4% | 1,9% |
| For the most part | 743 | 31,6% | 1,9% |
| Neither to a great nor a small extent | 65 | 2,8% | 0,7% |
| To a rather small extent | 24 | 1,0% | 0,4% |
| To a very small extent | 4 | 0,2% | 0,2% |
| Number of answers | 2348 | 100,0% | |
| Responded | 2348 | 99,5% | |
| Did not respond** | 11 | 0,5% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



Trip meet expectations



- To a great extent/For the most part
- Neither to a great nor a small extent
- To a very small extent/To a rather small extent

| | | To a great extent | For the most part | Neither to a great nor a small extent | To a rather small extent | To a very small extent | Number of answers |
|------------------|----------------------------|-------------------|-------------------|---------------------------------------|--------------------------|------------------------|-------------------|
| Total | Total | 64,4% | 31,6% | 2,8% | 1,0% | 0,2% | 2348 |
| Gender | Male | 61,9% | 34,1% | 2,7% | 1,2% | | 1145 |
| | Female | 66,8% | 29,2% | 2,8% | 0,8% | 0,3% | 1202 |
| Age | 24 years and younger | 66,4% | 30,4% | 2,3% | 1,0% | | 335 |
| | 25-34 years | 59,4% | 35,5% | 3,7% | 1,2% | 0,2% | 720 |
| | 35-44 years | 61,5% | 35,6% | 1,6% | 1,0% | 0,3% | 414 |
| | 45-54 years | 63,9% | 31,7% | 2,9% | 1,2% | 0,3% | 455 |
| | 55 years and older | 74,9% | 22,0% | 2,6% | 0,5% | | 423 |
| Profession | Managerial | 67,5% | 29,2% | 2,6% | 0,2% | 0,5% | 294 |
| | Professional | 62,0% | 33,2% | 3,6% | 1,2% | | 713 |
| | Specialized staff | 69,2% | 27,7% | 1,6% | 1,1% | 0,3% | 379 |
| | Clerical/Service | 55,9% | 41,8% | 0,6% | 0,9% | 0,8% | 161 |
| | Student | 63,1% | 33,2% | 2,9% | 0,8% | | 367 |
| | Retired/Homemaker | 73,2% | 21,4% | 3,4% | 2,0% | | 157 |
| | Other | 62,7% | 33,2% | 2,9% | 1,2% | | 248 |
| Household income | Low | 67,5% | 29,7% | 1,9% | 0,9% | | 111 |
| | Low average | 61,1% | 34,1% | 3,9% | 0,9% | | 192 |
| | Average | 62,7% | 32,7% | 3,1% | 1,3% | 0,1% | 860 |
| | High average | 67,5% | 29,6% | 2,0% | 0,7% | 0,2% | 820 |
| | High | 67,8% | 26,5% | 3,7% | 1,2% | 0,8% | 209 |
| Nationality | American | 65,1% | 29,9% | 4,4% | 0,7% | | 322 |
| | German | 55,8% | 36,7% | 5,8% | 1,6% | | 312 |
| | French | 70,8% | 27,7% | 0,7% | | 0,7% | 217 |
| | Danish | 69,6% | 28,6% | | 1,8% | | 166 |
| | British | 73,2% | 25,4% | 1,0% | 0,5% | | 165 |
| | Norwegian | 65,0% | 33,0% | | 1,0% | 1,0% | 129 |
| | Swedish | 67,9% | 28,5% | 3,6% | | | 109 |
| | Spanish | 48,1% | 46,9% | 1,2% | 2,5% | 1,2% | 101 |
| | Italian | 50,0% | 45,5% | 3,6% | 0,9% | | 94 |
| | Dutch | 77,1% | 19,3% | 3,0% | 0,6% | | 81 |
| | Other | 64,9% | 31,1% | 2,8% | 1,2% | | 647 |
| Market area | Scandinavia | 67,9% | 29,9% | 0,8% | 1,0% | 0,3% | 471 |
| | Britain | 71,0% | 26,9% | 0,8% | 1,3% | | 202 |
| | Central/South-Europe | 62,0% | 33,4% | 3,4% | 0,9% | 0,3% | 1030 |
| | North America | 64,2% | 30,1% | 4,4% | 1,2% | | 415 |
| | Other | 62,5% | 34,1% | 2,4% | 1,0% | | 227 |
| Type of trip | Package tour | 66,0% | 30,3% | 3,3% | 0,4% | | 236 |
| | Individually arranged | 63,5% | 32,2% | 2,9% | 1,2% | 0,2% | 1850 |
| | Mix of both | 71,1% | 27,6% | 1,3% | | | 238 |
| Purpose of visit | Vacation/holiday | 64,8% | 31,5% | 2,6% | 0,9% | 0,1% | 2025 |
| | Conference/meeting | 59,6% | 36,4% | 3,2% | 0,8% | | 245 |
| | Study/research | 63,8% | 30,7% | 4,5% | 1,0% | | 82 |
| | Visiting friends/relatives | 74,6% | 22,5% | 2,9% | | | 146 |
| | Business/Employment | 48,0% | 42,0% | 6,6% | 3,3% | | 64 |
| | Event in Iceland | 70,2% | 25,1% | 3,0% | 1,6% | | 69 |
| | Other | 61,2% | 33,1% | 3,4% | 1,6% | 0,7% | 189 |
| Transport type | Flight | 64,3% | 31,6% | 2,8% | 1,0% | 0,2% | 2206 |
| | Smyril Line | 65,3% | 31,8% | 1,4% | 1,5% | | 142 |

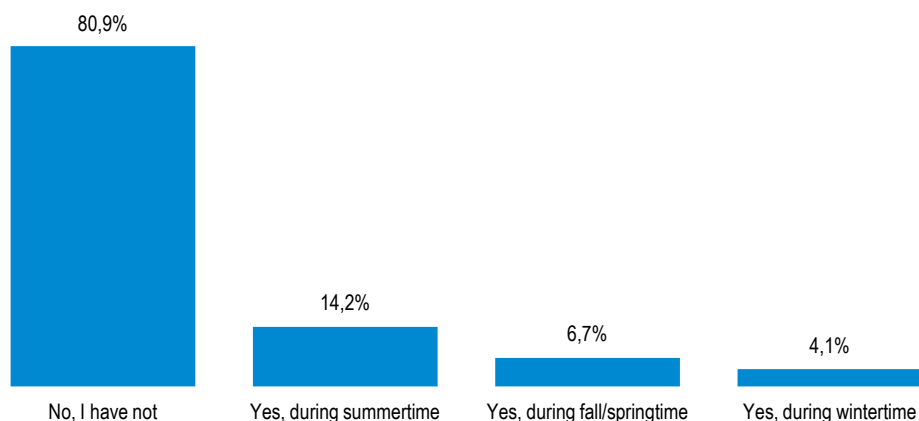
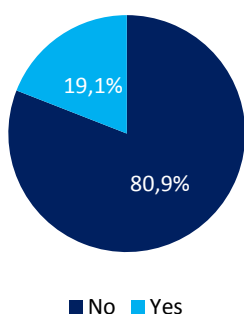
*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP04] Had you been to Iceland before your last visit?

| Answers | Count | Pct. % | Conf. lim +/- |
|-------------------------------|-------|--------|---------------|
| No, I have not | 1901 | 80,9% | 1,6% |
| Yes, during summertime | 333 | 14,2% | 1,4% |
| Yes, during fall/springtime | 158 | 6,7% | 1,0% |
| Yes, during wintertime | 96 | 4,1% | 0,8% |
| Number of answers | | | |
| Responded | 2349 | 99,6% | |
| Did not respond** | 10 | 0,4% | |
| Number of respondents | | | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | | | |
| | 2359 | 100,0% | |

Been to Iceland before



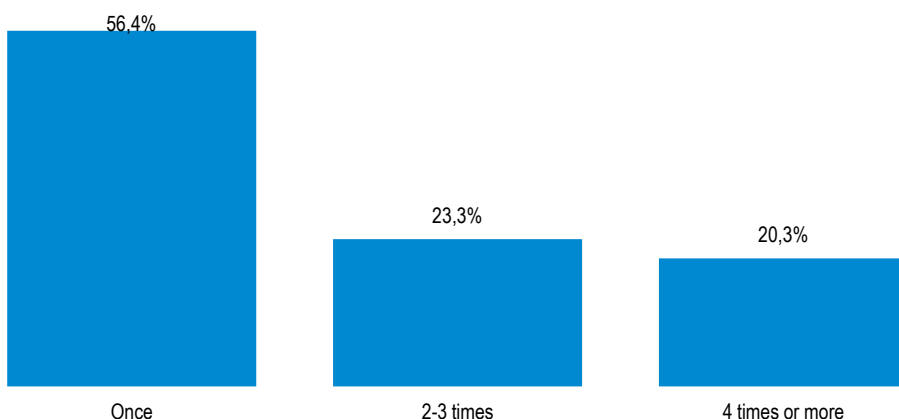
| | | No, I have not | Yes, during summertime | Yes, during fall/springtime | Yes, during wintertime | Number of answers |
|------------------|----------------------------|----------------|------------------------|-----------------------------|------------------------|-------------------|
| Total | Total | 80,9% | 14,2% | 6,7% | 4,1% | 2349 |
| Gender | Male | 79,6% | 14,8% | 7,1% | 4,3% | 1146 |
| | Female | 82,2% | 13,6% | 6,4% | 3,9% | 1202 |
| Age | 24 years and younger | 90,3% | 7,7% | 2,2% | 2,3% | 339 |
| | 25-34 years | 86,8% | 9,9% | 4,5% | 3,5% | 721 |
| | 35-44 years | 80,6% | 14,4% | 6,6% | 4,0% | 415 |
| | 45-54 years | 74,8% | 19,3% | 9,0% | 4,5% | 452 |
| | 55 years and older | 70,2% | 20,9% | 11,9% | 6,3% | 421 |
| Profession | Managerial | 79,0% | 15,1% | 9,7% | 4,8% | 294 |
| | Professional | 80,9% | 14,0% | 5,7% | 3,7% | 712 |
| | Specialized staff | 78,1% | 16,7% | 8,0% | 5,1% | 379 |
| | Clerical/Service | 81,3% | 13,3% | 10,0% | 3,0% | 160 |
| | Student | 88,9% | 9,5% | 3,6% | 3,6% | 371 |
| | Retired/Homemaker | 73,9% | 17,7% | 9,2% | 3,9% | 156 |
| | Other | 79,7% | 15,2% | 5,1% | 5,0% | 248 |
| | Household income | Low | 87,9% | 8,9% | 1,6% | 4,8% |
| Low average | | 87,6% | 10,2% | 4,3% | 4,6% | 191 |
| Average | | 80,2% | 14,2% | 7,1% | 3,8% | 865 |
| High average | | 78,1% | 16,5% | 7,6% | 3,9% | 817 |
| High | | 79,8% | 14,7% | 8,5% | 6,4% | 209 |
| Nationality | American | 85,6% | 7,7% | 5,4% | 4,4% | 322 |
| | German | 77,0% | 19,1% | 6,8% | 3,2% | 313 |
| | French | 89,7% | 7,4% | 5,1% | 2,9% | 215 |
| | Danish | 60,4% | 30,6% | 18,0% | 9,0% | 164 |
| | British | 74,2% | 15,3% | 7,7% | 9,1% | 165 |
| | Norwegian | 66,0% | 24,0% | 13,0% | 7,0% | 129 |
| | Swedish | 66,9% | 25,2% | 12,2% | 10,1% | 111 |
| | Spanish | 93,8% | 4,9% | 1,2% | | 101 |
| | Italian | 94,6% | 4,5% | 0,9% | | 94 |
| | Dutch | 84,5% | 13,1% | 4,8% | 1,8% | 82 |
| | Other | 85,3% | 12,0% | 4,6% | 2,2% | 648 |
| Market area | Scandinavia | 65,8% | 25,8% | 15,1% | 8,0% | 472 |
| | Britain | 76,6% | 15,0% | 7,3% | 8,2% | 201 |
| | Central/South-Europe | 84,9% | 12,3% | 4,5% | 2,2% | 1031 |
| | North America | 85,2% | 9,1% | 5,3% | 3,0% | 415 |
| | Other | 90,8% | 7,3% | 1,4% | 2,9% | 228 |
| Type of trip | Package tour | 89,2% | 8,8% | 2,3% | 0,4% | 237 |
| | Individually arranged | 79,3% | 15,3% | 7,3% | 4,8% | 1851 |
| | Mix of both | 85,1% | 10,5% | 7,1% | 2,6% | 237 |
| Purpose of visit | Vacation/holiday | 82,1% | 13,3% | 6,0% | 3,6% | 2025 |
| | Conference/meeting | 79,4% | 14,8% | 8,5% | 4,5% | 245 |
| | Study/research | 77,8% | 15,9% | 13,6% | 9,0% | 84 |
| | Visiting friends/relatives | 48,2% | 40,9% | 27,8% | 21,0% | 146 |
| | Business/Employment | 59,4% | 21,1% | 28,0% | 9,3% | 64 |
| | Event in Iceland | 64,1% | 24,9% | 10,1% | 11,2% | 69 |
| | Other | 77,7% | 17,6% | 9,2% | 5,1% | 190 |
| Transport type | Flight | 81,4% | 13,7% | 6,7% | 4,2% | 2208 |
| | Smyril Line | 74,2% | 21,7% | 7,1% | 2,3% | 142 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP05] How many times had you visited Iceland before your last visit?

| Answers | Count | Pct. % | Conf. lim +/- |
|------------------------|-------|--------|---------------|
| Once | 250 | 56,4% | 4,6% |
| 2-3 times | 103 | 23,3% | 3,9% |
| 4 times or more | 90 | 20,3% | 3,7% |
| <hr/> | | | |
| Number of answers | 443 | 100,0% | |
| <hr/> | | | |
| Responded | 443 | 98,8% | |
| Did not respond** | 5 | 1,2% | |
| <hr/> | | | |
| Number of respondents | 448 | 100,0% | |
| Asked* | 448 | 19,0% | |
| Not asked | 1911 | 81,0% | |
| <hr/> | | | |
| Number of participants | 2359 | 100,0% | |



| | | Once | 2-3 times | 4 times or more | Number of answers |
|------------------|----------------------------|-------|-----------|-----------------|-------------------|
| Total | Total | 56,4% | 23,3% | 20,3% | 443 |
| Gender | Male | 54,9% | 25,3% | 19,8% | 233 |
| | Female | 58,0% | 21,1% | 20,9% | 210 |
| Age | 24 years and younger | 71,0% | 18,8% | 10,2% | 31 |
| | 25-34 years | 71,0% | 13,2% | 15,7% | 94 |
| | 35-44 years | 51,0% | 34,9% | 14,1% | 81 |
| | 45-54 years | 51,2% | 28,2% | 20,6% | 112 |
| | 55 years and older | 49,8% | 20,2% | 30,0% | 124 |
| Profession | Managerial | 41,4% | 32,9% | 25,7% | 62 |
| | Professional | 65,2% | 20,4% | 14,4% | 134 |
| | Specialized staff | 56,4% | 21,8% | 21,8% | 83 |
| | Clerical/Service | 57,2% | 13,0% | 29,7% | 28 |
| | Student | 62,2% | 15,0% | 22,8% | 39 |
| | Retired/Homemaker | 47,8% | 20,5% | 31,6% | 40 |
| | Other | 51,1% | 37,5% | 11,4% | 50 |
| Household income | Low | 75,3% | | 24,7% | 13 |
| | Low average | 57,1% | 18,8% | 24,1% | 23 |
| | Average | 66,5% | 17,1% | 16,4% | 170 |
| | High average | 45,8% | 33,2% | 21,0% | 178 |
| | High | 54,4% | 19,1% | 26,4% | 42 |
| Nationality | American | 65,1% | 18,6% | 16,3% | 47 |
| | German | 64,8% | 22,5% | 12,7% | 72 |
| | French | 61,5% | 15,4% | 23,1% | 21 |
| | Danish | 37,2% | 30,2% | 32,6% | 64 |
| | British | 53,7% | 27,8% | 18,5% | 43 |
| | Norwegian | 70,6% | 17,6% | 11,8% | 44 |
| | Swedish | 43,5% | 28,3% | 28,3% | 37 |
| | Spanish | 80,0% | 20,0% | | 6 |
| | Italian | 66,7% | 33,3% | | 5 |
| | Dutch | 65,4% | 15,4% | 19,2% | 13 |
| Other | 53,7% | 22,8% | 23,6% | 93 | |
| Market area | Scandinavia | 47,1% | 25,9% | 27,0% | 160 |
| | Britain | 51,2% | 30,6% | 18,2% | 47 |
| | Central/South-Europe | 62,0% | 21,2% | 16,8% | 152 |
| | North America | 69,3% | 15,7% | 14,9% | 62 |
| | Other | 58,0% | 26,2% | 15,8% | 21 |
| Type of trip | Package tour | 75,2% | 12,7% | 12,1% | 25 |
| | Individually arranged | 54,9% | 24,1% | 21,0% | 380 |
| | Mix of both | 58,9% | 20,3% | 20,7% | 35 |
| Purpose of visit | Vacation/holiday | 62,1% | 20,2% | 17,7% | 357 |
| | Conference/meeting | 46,1% | 30,4% | 23,5% | 50 |
| | Study/research | 32,7% | 33,4% | 34,0% | 19 |
| | Visiting friends/relatives | 30,2% | 16,9% | 52,9% | 76 |
| | Business/Employment | 18,1% | 48,6% | 33,3% | 26 |
| | Event in Iceland | 46,0% | 26,3% | 27,7% | 25 |
| | Other | 44,9% | 27,3% | 27,7% | 42 |
| Transport type | Flight | 55,9% | 24,0% | 20,2% | 406 |
| | Smyril Line | 62,1% | 15,9% | 22,0% | 37 |

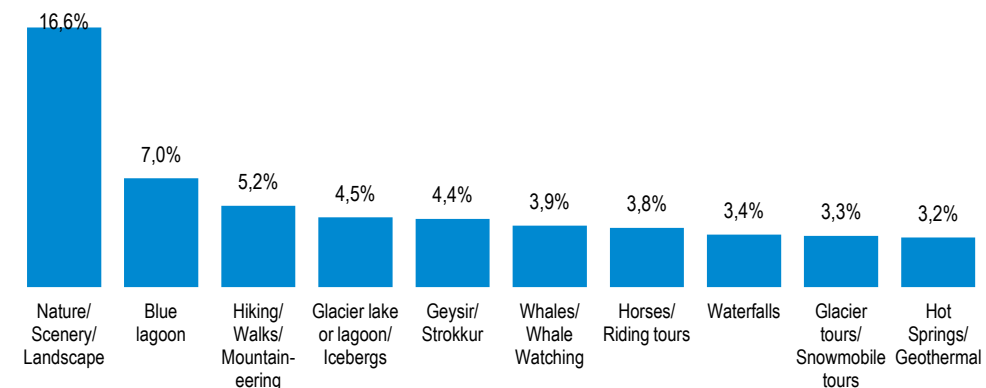
*Individuals asked: Everyone that had been to Iceland before [EP04]

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP06] What were the three most memorable experiences of your visit to Iceland? (open question)

First mentioned - top 10

| Answers | Count | Pct.% | Conflim +/- |
|--|-------------|---------------|-------------|
| Nature/Scenery/Landscape | 377 | 16,6% | 1,5% |
| Blue lagoon | 158 | 7,0% | 1,0% |
| Hiking/Walks/ Mountaineering | 118 | 5,2% | 0,9% |
| Glacier lake or lagoon /Icebergs | 101 | 4,5% | 0,8% |
| Geysir/Strokkur | 99 | 4,4% | 0,8% |
| Whales/Whale watching | 89 | 3,9% | 0,8% |
| Horses/Riding tours | 86 | 3,8% | 0,8% |
| Waterfalls | 76 | 3,4% | 0,7% |
| Glacier tours/ Snowmobile tours | 74 | 3,3% | 0,7% |
| Hot Springs/Geothermal | 72 | 3,2% | 0,7% |
| People/Hospitality | 71 | 3,1% | 0,7% |
| Landmannalaugar | 70 | 3,1% | 0,7% |
| Reykjavik | 60 | 2,6% | 0,7% |
| Hiking Trail, Landmannal. - Þórsstöfk/Skógar | 52 | 2,3% | 0,6% |
| Gullfoss | 48 | 2,1% | 0,6% |
| Activities/Lot to do-see | 47 | 2,1% | 0,6% |
| Interior/Kjölur | 45 | 2,0% | 0,6% |
| Glaciers | 45 | 2,0% | 0,6% |
| Golden Circle | 43 | 1,9% | 0,6% |
| Westfjords | 40 | 1,8% | 0,5% |
| Tours (bus tours, car ride, trips, jeep) | 36 | 1,6% | 0,5% |
| Mývatn | 34 | 1,5% | 0,5% |
| Natural baths/Spa | 32 | 1,4% | 0,5% |
| Pingvellir | 28 | 1,2% | 0,5% |
| Food/Restaurants | 27 | 1,2% | 0,4% |
| Detifoss/Ásbyrgi/ Jökulsárgljúfur | 27 | 1,2% | 0,4% |
| Skaftafell | 24 | 1,1% | 0,4% |
| Volcanoes/Volcanic areas | 23 | 1,0% | 0,4% |
| Traveling around | 23 | 1,0% | 0,4% |
| Vestmannaeyjar | 22 | 1,0% | 0,4% |
| Personal/Work related | 22 | 1,0% | 0,4% |
| Krafla, Leirhnjúkur, Námafjall | 20 | 0,9% | 0,4% |
| Þórsstöfk | 19 | 0,8% | 0,4% |
| Swimming/Swimming pools | 19 | 0,8% | 0,4% |
| Snæfellsjökull/Snäfellsnes | 19 | 0,8% | 0,4% |
| South/South coast | 18 | 0,8% | 0,4% |
| Askja/Viti | 18 | 0,8% | 0,4% |
| Weather/Climate | 17 | 0,7% | 0,4% |
| Vík/Dyrhólaey/Beach | 17 | 0,7% | 0,4% |
| Sunset/Sunrise/Day light/Bright nights | 17 | 0,7% | 0,4% |
| Lava/Geology | 17 | 0,7% | 0,4% |
| Marathon | 15 | 0,7% | 0,3% |
| Other/Unspecified*** | 344 | 15,2% | 1,5% |
| Number of answers | 2267 | | |
| Responded | 2267 | 96,1% | |
| Did not respond** | 92 | 3,9% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | Nature/Scenery/Landscape | Blue lagoon | Hiking/Walks/Mountaineering | Glacier lake or lagoon/Icebergs | Geysir/Strokkur | Whales/Whale Watching | Horses/Riding tours | Waterfalls | Glacier tours/Snowmobile | Hot Springs/Geothermal | Number of answers |
|------------------|----------------------------|--------------------------|-------------|-----------------------------|---------------------------------|-----------------|-----------------------|---------------------|------------|--------------------------|------------------------|-------------------|
| Total | Total | 16,6% | 7,0% | 5,2% | 4,5% | 4,4% | 3,9% | 3,8% | 3,4% | 3,3% | 3,2% | 2267 |
| Gender | Male | 18,1% | 5,2% | 4,6% | 4,0% | 3,7% | 3,4% | 0,9% | 4,1% | 2,9% | 3,1% | 1086 |
| | Female | 15,2% | 8,6% | 5,8% | 4,9% | 5,0% | 4,4% | 6,4% | 2,6% | 3,6% | 3,2% | 1181 |
| Age | 24 years and younger | 11,5% | 7,8% | 5,6% | 4,0% | 5,0% | 3,1% | 8,4% | 4,0% | 1,2% | 2,8% | 321 |
| | 25-34 years | 12,2% | 7,1% | 5,5% | 5,2% | 3,4% | 3,3% | 3,1% | 3,4% | 4,2% | 3,4% | 672 |
| | 35-44 years | 18,7% | 4,6% | 6,1% | 5,4% | 4,6% | 5,8% | 2,2% | 1,9% | 4,9% | 2,7% | 411 |
| | 45-54 years | 22,3% | 7,0% | 5,0% | 4,3% | 4,8% | 4,5% | 4,5% | 3,4% | 2,7% | 2,7% | 440 |
| | 55 years and older | 19,6% | 8,3% | 3,8% | 2,8% | 4,7% | 3,1% | 2,1% | 4,0% | 2,4% | 4,0% | 423 |
| Profession | Managerial | 18,6% | 5,3% | 4,2% | 6,1% | 1,9% | 4,6% | 3,0% | 3,4% | 4,6% | 3,4% | 263 |
| | Professional | 17,5% | 6,7% | 5,4% | 3,8% | 4,9% | 3,2% | 3,9% | 3,3% | 3,3% | 3,5% | 719 |
| | Specialized staff | 16,5% | 7,3% | 6,2% | 5,6% | 4,2% | 5,0% | 3,4% | 2,5% | 3,6% | 2,0% | 357 |
| | Clerical/Service | 18,8% | 3,6% | 2,2% | 6,5% | 6,5% | 6,5% | 1,4% | 4,3% | 4,3% | 2,2% | 138 |
| | Student | 12,6% | 7,0% | 5,9% | 3,6% | 5,0% | 2,5% | 6,1% | 3,9% | 2,0% | 2,0% | 358 |
| | Retired/Homemaker | 18,2% | 8,2% | 4,4% | 3,1% | 6,3% | 2,5% | 1,3% | 5,0% | 2,5% | 7,5% | 159 |
| | Other | 16,7% | 9,8% | 4,5% | 4,1% | 2,4% | 4,9% | 4,1% | 2,0% | 2,4% | 3,3% | 245 |
| Household income | Low | 13,2% | 8,5% | 0,9% | 3,8% | 7,5% | 4,7% | 6,6% | 2,8% | 1,9% | 0,9% | 106 |
| | Low average | 10,6% | 5,3% | 5,8% | 3,7% | 5,3% | 4,8% | 5,3% | 3,7% | 1,6% | 5,3% | 189 |
| | Average | 15,5% | 6,4% | 5,9% | 5,4% | 3,9% | 4,2% | 3,6% | 3,2% | 2,6% | 3,5% | 831 |
| | High average | 20,2% | 7,5% | 5,0% | 4,4% | 4,0% | 3,5% | 3,0% | 3,2% | 3,9% | 2,7% | 774 |
| | High | 15,1% | 8,3% | 5,0% | 3,2% | 5,0% | 2,8% | 2,8% | 2,8% | 5,0% | 4,1% | 218 |
| Nationality | American | 11,5% | 12,9% | 7,3% | 4,2% | 1,7% | 0,7% | 3,8% | 5,6% | 3,5% | 4,9% | 287 |
| | German | 19,7% | 0,7% | 4,3% | 3,0% | 4,3% | 4,3% | 7,3% | 4,3% | 3,3% | 1,7% | 300 |
| | French | 18,3% | 4,0% | 6,3% | 11,1% | 3,2% | 4,8% | | 4,0% | 2,4% | 2,4% | 126 |
| | Danish | 17,9% | 9,4% | 0,9% | 0,9% | 9,4% | 1,9% | 4,7% | 1,9% | 3,8% | 0,9% | 106 |
| | British | 11,6% | 6,8% | 8,7% | 4,3% | 4,8% | 7,2% | 2,9% | 2,9% | 6,3% | 4,8% | 207 |
| | Norwegian | 20,0% | 14,7% | 1,1% | | 8,4% | 1,1% | 3,2% | | | | 95 |
| | Swedish | 25,4% | 8,2% | 3,0% | | 5,2% | 1,5% | 13,4% | 0,7% | | 5,2% | 134 |
| | Spanish | 18,7% | | 2,7% | 8,0% | 2,7% | 9,3% | | 5,3% | 9,3% | | 75 |
| | Italian | 6,7% | 4,8% | | 18,1% | 8,6% | 6,7% | | 3,8% | 2,9% | 1,0% | 105 |
| | Dutch | 19,2% | 1,2% | 6,0% | 9,0% | 4,2% | 6,0% | 1,2% | 3,0% | 5,4% | 4,8% | 167 |
| | Other | 17,1% | 8,8% | 6,1% | 2,4% | 3,6% | 3,6% | 2,9% | 3,0% | 2,3% | 3,2% | 661 |
| Market area | Scandinavia | 21,4% | 9,6% | 3,8% | 0,7% | 6,1% | 2,1% | 8,0% | 0,9% | 1,4% | 2,6% | 426 |
| | Britain | 11,9% | 5,9% | 8,5% | 3,8% | 4,7% | 7,6% | 3,0% | 3,8% | 5,9% | 4,7% | 236 |
| | Central/South-Europe | 17,5% | 2,2% | 4,9% | 7,0% | 4,6% | 5,3% | 3,0% | 4,1% | 3,7% | 2,1% | 962 |
| | North America | 12,8% | 15,8% | 5,7% | 3,4% | 1,8% | 0,9% | 2,7% | 3,7% | 2,7% | 4,6% | 438 |
| | Other | 16,8% | 5,9% | 5,0% | 3,5% | 5,0% | 3,5% | 2,0% | 3,5% | 3,0% | 5,0% | 202 |
| Type of trip | Package tour | 22,1% | 7,2% | 6,0% | 2,6% | 3,0% | 5,1% | 3,8% | 6,4% | 3,0% | 5,5% | 235 |
| | Individually arranged | 15,6% | 7,0% | 5,0% | 4,8% | 4,3% | 3,7% | 3,2% | 3,0% | 3,4% | 2,9% | 1773 |
| | Mix of both | 19,5% | 5,9% | 5,5% | 4,2% | 5,1% | 4,7% | 8,5% | 3,0% | 3,0% | 2,5% | 236 |
| Purpose of visit | Vacation/holiday | 16,4% | 6,7% | 5,7% | 4,9% | 4,3% | 4,1% | 4,0% | 3,4% | 3,3% | 3,0% | 1969 |
| | Conference/meeting | 22,1% | 7,4% | 2,2% | 3,9% | 6,1% | 3,5% | 3,9% | 3,5% | 2,6% | 3,0% | 231 |
| | Study/research | 14,8% | 4,9% | 6,2% | 2,5% | 3,7% | | 2,5% | 4,9% | 2,5% | 3,7% | 81 |
| | Visiting friends/relatives | 13,8% | 5,8% | 5,1% | 3,6% | 1,4% | 1,4% | 6,5% | 2,9% | 1,4% | 3,6% | 138 |
| | Business/Employment | 21,7% | 13,3% | 3,3% | | | 1,7% | 1,7% | 1,7% | 3,3% | 5,0% | 60 |
| | Event in Iceland | 9,6% | 6,8% | 4,1% | 4,1% | 4,1% | 2,7% | 2,7% | | | 5,5% | 73 |
| | Other | 19,3% | 8,0% | 2,8% | 2,3% | 3,4% | 2,8% | 6,3% | 3,4% | 2,8% | 4,0% | 176 |
| Transport type | Flight | 16,5% | 7,3% | 5,1% | 4,4% | 4,2% | 3,7% | 3,9% | 3,4% | 3,4% | 3,2% | 2133 |
| | Smyril Line | 18,7% | 1,5% | 6,7% | 5,2% | 7,5% | 8,2% | 2,2% | 2,2% | 1,5% | 2,2% | 134 |

*Individuals asked: Everyone

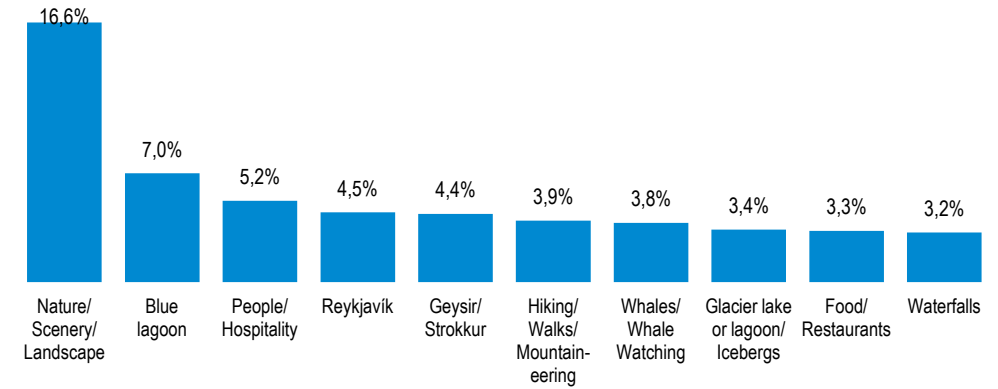
**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

*** See analyse of those answers on page C23.

[EP06] What were the three most memorable experiences of your visit to Iceland? (open question)

All mentioned - top 10

| Answers | Count | Pct. % | Conflim +/- |
|---|-------|--------|-------------|
| Nature/Scenery/Landscape | 703 | 31,0% | 1,9% |
| Blue lagoon | 444 | 19,6% | 1,6% |
| People/Hospitality | 306 | 13,5% | 1,4% |
| Reykjavik | 286 | 12,6% | 1,4% |
| Geysir/Strokkur | 282 | 12,4% | 1,4% |
| Hiking/Walks/Mountaineering | 260 | 11,5% | 1,3% |
| Whales/Whale watching | 242 | 10,7% | 1,3% |
| Glacier lake or lagoon/Icebergs | 231 | 10,2% | 1,2% |
| Food/Restaurants | 222 | 9,8% | 1,2% |
| Waterfalls | 217 | 9,6% | 1,2% |
| Hot Springs/Geothermal | 189 | 8,3% | 1,1% |
| Horses/Riding tours | 187 | 8,2% | 1,1% |
| Gullfoss | 142 | 6,3% | 1,0% |
| Mývatn | 139 | 6,1% | 1,0% |
| Landmannalaugar | 132 | 5,8% | 1,0% |
| Natural baths/Spa | 131 | 5,8% | 1,0% |
| Glacier tours/Snowmobile tours | 125 | 5,5% | 0,9% |
| Golden Circle | 121 | 5,3% | 0,9% |
| Glaciers | 119 | 5,2% | 0,9% |
| Volcanoes/Volcanic areas | 106 | 4,7% | 0,9% |
| Interior/Kjölur | 106 | 4,7% | 0,9% |
| Activities/Lot to do-see | 106 | 4,7% | 0,9% |
| Tours (bus tours, car ride, trips, jeep) | 99 | 4,4% | 0,8% |
| Westfjords | 91 | 4,0% | 0,8% |
| Weather/Climate | 79 | 3,5% | 0,8% |
| Swimming/Swimming pools | 78 | 3,4% | 0,7% |
| Þingvellir | 77 | 3,4% | 0,7% |
| Skafafell | 74 | 3,3% | 0,7% |
| Hiking Trail, Landmannal. - Þórsmörk/Skógar | 68 | 3,0% | 0,7% |
| Snæfellsjökull/Snäefellsnes | 64 | 2,8% | 0,7% |
| Culture/History | 63 | 2,8% | 0,7% |
| Personal/Work related | 62 | 2,7% | 0,7% |
| Lava/Geology | 60 | 2,6% | 0,7% |
| Detifoss/Ásbyrgi/Jökulsárgljúfur | 60 | 2,6% | 0,7% |
| Culture Night/Gay Pride | 59 | 2,6% | 0,7% |
| Puffins | 58 | 2,6% | 0,6% |
| Harpan | 56 | 2,5% | 0,6% |
| Traveling around | 55 | 2,4% | 0,6% |
| Nightlife/Bars | 55 | 2,4% | 0,6% |
| Vestmannaeyjar | 52 | 2,3% | 0,6% |
| Vík/Dyrhólaey/Beach | 50 | 2,2% | 0,6% |
| Krafla, Leirhnjúkur, Námafjall | 50 | 2,2% | 0,6% |
| Other/Unspecified*** | 1277 | 56,3% | 2,0% |
| Number of answers | 2268 | | |
| Responded | 2268 | 96,1% | |
| Did not respond** | 91 | 3,9% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | Nature/Scenery/Landscape | Blue lagoon | People/Hospitality | Reykjavik | Geysir/Strokkur | Hiking/Walks/Mountaineering | Whales/Whale Watching | Glacier lake or lagoon/Icebergs | Food/Restaurants | Waterfalls | Number of answers |
|------------------|----------------------------|--------------------------|-------------|--------------------|-----------|-----------------|-----------------------------|-----------------------|---------------------------------|------------------|------------|-------------------|
| Total | Total | 31,0% | 19,6% | 13,5% | 12,6% | 12,4% | 11,5% | 10,7% | 10,2% | 9,8% | 9,6% | 2268 |
| Gender | Male | 32,0% | 15,9% | 13,8% | 14,4% | 12,0% | 9,6% | 9,8% | 9,7% | 9,9% | 10,9% | 1086 |
| | Female | 30,0% | 22,9% | 13,2% | 11,0% | 12,9% | 13,2% | 11,5% | 10,7% | 9,6% | 8,4% | 1182 |
| Age | 24 years and younger | 25,2% | 21,5% | 10,6% | 13,1% | 13,7% | 14,0% | 10,0% | 8,7% | 11,8% | 6,9% | 321 |
| | 25-34 years | 25,6% | 19,8% | 11,8% | 12,2% | 11,8% | 12,9% | 10,9% | 11,2% | 7,9% | 9,1% | 672 |
| | 35-44 years | 31,8% | 18,0% | 15,5% | 12,1% | 12,1% | 11,7% | 11,4% | 10,9% | 9,5% | 9,2% | 412 |
| | 45-54 years | 38,2% | 19,5% | 13,9% | 13,9% | 13,4% | 10,5% | 13,2% | 10,2% | 10,2% | 11,6% | 440 |
| | 55 years and older | 35,7% | 19,4% | 16,1% | 12,1% | 11,8% | 8,0% | 7,6% | 9,0% | 11,1% | 10,6% | 423 |
| Profession | Managerial | 32,7% | 17,1% | 11,0% | 13,3% | 9,5% | 9,9% | 12,5% | 11,8% | 10,6% | 9,1% | 263 |
| | Professional | 33,2% | 19,7% | 14,7% | 12,5% | 12,9% | 11,4% | 8,3% | 8,1% | 11,0% | 9,9% | 719 |
| | Specialized staff | 29,1% | 18,4% | 13,7% | 10,9% | 13,7% | 11,5% | 13,7% | 10,1% | 7,8% | 10,1% | 358 |
| | Clerical/Service | 35,5% | 21,0% | 9,4% | 8,0% | 15,9% | 6,5% | 18,1% | 21,7% | 4,3% | 13,0% | 138 |
| | Student | 25,1% | 18,4% | 11,7% | 14,2% | 11,7% | 15,4% | 9,2% | 8,1% | 10,6% | 7,5% | 358 |
| | Retired/Homemaker | 33,3% | 21,4% | 13,8% | 9,4% | 14,5% | 10,1% | 7,5% | 13,2% | 8,8% | 11,9% | 159 |
| Other | 29,8% | 22,9% | 16,7% | 17,6% | 10,2% | 10,6% | 10,2% | 9,8% | 9,4% | 7,8% | 245 | |
| Household income | Low | 29,2% | 22,6% | 14,2% | 12,3% | 15,1% | 7,5% | 7,5% | 10,4% | 11,3% | 7,5% | 106 |
| | Low average | 24,9% | 21,2% | 9,0% | 13,2% | 12,2% | 11,1% | 10,1% | 10,6% | 6,9% | 8,5% | 189 |
| | Average | 28,8% | 18,5% | 13,9% | 13,8% | 12,3% | 13,2% | 11,7% | 11,1% | 6,6% | 9,6% | 832 |
| | High average | 35,7% | 20,3% | 13,6% | 11,2% | 12,0% | 10,5% | 10,1% | 10,3% | 12,7% | 9,7% | 774 |
| High | 28,9% | 20,2% | 15,1% | 15,6% | 14,2% | 11,0% | 8,7% | 9,2% | 16,1% | 8,7% | 218 | |
| Nationality | American | 25,1% | 33,1% | 15,0% | 17,4% | 8,0% | 18,5% | 3,1% | 8,0% | 18,1% | 11,1% | 287 |
| | German | 35,7% | 8,3% | 17,7% | 12,7% | 12,0% | 10,3% | 11,0% | 8,3% | 1,7% | 11,7% | 300 |
| | French | 28,6% | 13,5% | 6,3% | 10,3% | 11,9% | 10,3% | 15,1% | 19,8% | 4,0% | 8,7% | 126 |
| | Danish | 31,1% | 21,7% | 8,5% | 18,9% | 19,8% | 2,8% | 10,4% | 7,5% | 11,3% | 6,6% | 106 |
| | British | 27,1% | 24,2% | 11,6% | 7,2% | 12,1% | 15,9% | 14,5% | 9,2% | 18,8% | 6,8% | 207 |
| | Norwegian | 29,5% | 32,6% | 14,7% | 14,7% | 24,2% | 4,2% | 2,1% | 1,1% | 18,9% | | 95 |
| | Swedish | 46,3% | 17,9% | 20,9% | 11,9% | 14,2% | 5,2% | 10,4% | 0,7% | 15,7% | 9,0% | 134 |
| | Spanish | 38,7% | 8,0% | 8,0% | 9,3% | 17,3% | 2,7% | 21,3% | 14,7% | 1,3% | 18,7% | 75 |
| | Italian | 15,2% | 18,1% | 6,7% | 3,8% | 16,2% | 4,8% | 20,0% | 35,2% | 4,8% | 10,5% | 105 |
| Dutch | 34,1% | 7,8% | 12,0% | 8,4% | 15,0% | 15,0% | 16,8% | 16,2% | 1,8% | 12,0% | 167 | |
| Other | 31,1% | 21,3% | 14,0% | 14,2% | 9,8% | 12,5% | 8,9% | 8,2% | 9,2% | 9,2% | 662 | |
| Market area | Scandinavia | 36,4% | 22,8% | 14,3% | 15,3% | 16,7% | 7,0% | 7,7% | 3,1% | 14,3% | 6,1% | 426 |
| | Britain | 24,6% | 22,0% | 12,7% | 8,9% | 12,7% | 15,7% | 14,4% | 8,9% | 19,9% | 8,1% | 236 |
| | Central/South-Europe | 33,0% | 10,5% | 12,4% | 9,8% | 13,0% | 10,5% | 14,8% | 14,4% | 3,0% | 11,7% | 962 |
| | North America | 25,6% | 37,4% | 14,2% | 17,6% | 8,2% | 15,5% | 3,0% | 7,3% | 16,7% | 9,1% | 438 |
| | Other | 30,0% | 14,3% | 16,3% | 14,3% | 9,9% | 11,8% | 9,9% | 12,8% | 5,4% | 8,9% | 203 |
| Type of trip | Package tour | 39,6% | 17,4% | 17,9% | 8,1% | 11,5% | 12,3% | 11,9% | 9,8% | 10,2% | 13,2% | 235 |
| | Individually arranged | 29,9% | 19,7% | 13,1% | 13,4% | 12,4% | 10,9% | 10,3% | 10,1% | 10,0% | 9,1% | 1774 |
| | Mix of both | 30,1% | 20,3% | 12,3% | 11,9% | 13,1% | 14,0% | 13,1% | 11,9% | 7,6% | 8,9% | 236 |
| Purpose of visit | Vacation/holiday | 30,3% | 19,3% | 12,6% | 11,4% | 12,7% | 12,1% | 11,2% | 11,2% | 9,6% | 9,7% | 1970 |
| | Conference/meeting | 36,8% | 22,9% | 19,5% | 17,3% | 14,7% | 6,1% | 9,5% | 5,2% | 14,3% | 9,1% | 231 |
| | Study/research | 28,4% | 14,8% | 13,6% | 14,8% | 8,6% | 16,0% | 3,7% | 7,4% | 13,6% | 8,6% | 81 |
| | Visiting friends/relatives | 24,6% | 14,5% | 15,2% | 10,1% | 8,0% | 13,8% | 3,6% | 8,7% | 14,5% | 5,8% | 138 |
| | Business/Employment | 41,7% | 18,3% | 23,3% | 16,7% | 10,0% | 8,3% | 10,0% | 3,3% | 13,3% | 6,7% | 60 |
| | Event in Iceland | 21,9% | 13,7% | 15,1% | 11,0% | 8,2% | 15,1% | 4,1% | 5,5% | 9,6% | 5,5% | 73 |
| | Other | 30,7% | 18,2% | 15,9% | 11,4% | 8,5% | 10,2% | 4,5% | 9,1% | 8,5% | 9,1% | 176 |
| Transport type | Flight | 30,9% | 20,5% | 13,7% | 13,1% | 12,2% | 11,5% | 9,8% | 9,8% | 10,2% | 9,5% | 2134 |
| | Smyril Line | 32,8% | 4,5% | 9,7% | 5,2% | 15,7% | 10,4% | 24,6% | 15,7% | 3,0% | 10,4% | 134 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

*** See analyse of those answers on page C23.

[EP06] What were the three most memorable experiences of your visit to Iceland? (open question)

Further analysis of responses



First mentioned - top 10

Breakdown of the category Other/Unspecified on page C21

| Answers | Count | Pct. % | Conf. lim +/- |
|--------------------------------------|-------------|---------------|---------------|
| Vatnajökull | 14 | 0,6% | 6,3% |
| Puffins | 14 | 0,6% | 6,3% |
| Harpan | 14 | 0,6% | 6,3% |
| Eyjaflajallajökull/ Fimmvörðuháls | 14 | 0,6% | 6,3% |
| Roads | 13 | 0,6% | 6,0% |
| Accommodation/ Hotels/Hostels | 13 | 0,6% | 6,0% |
| North Iceland | 12 | 0,5% | 5,8% |
| Relax/Peace & Quiet | 11 | 0,5% | 5,6% |
| Mountains | 11 | 0,5% | 5,6% |
| Clean air/Cleanliness of country | 11 | 0,5% | 5,6% |
| Tourist service/Airport | 10 | 0,4% | 5,3% |
| Northern lights | 10 | 0,4% | 5,3% |
| Nightlife/Bars | 10 | 0,4% | 5,3% |
| East/East fjords | 10 | 0,4% | 5,3% |
| Other Fauna/Flora | 9 | 0,4% | 5,0% |
| Friends/Relatives | 9 | 0,4% | 5,0% |
| Culture Night/Gay Pride | 9 | 0,4% | 5,0% |
| Church | 9 | 0,4% | 5,0% |
| Boat tours | 9 | 0,4% | 5,0% |
| Birds/Birdlife | 9 | 0,4% | 5,0% |
| West Iceland | 8 | 0,4% | 4,7% |
| Museums/Exhibitions | 8 | 0,4% | 4,7% |
| Cycling | 8 | 0,4% | 4,7% |
| Skógar/Skógarfoss | 7 | 0,3% | 4,4% |
| Laki/Lakagígar | 7 | 0,3% | 4,4% |
| Kerlingarfjöll | 7 | 0,3% | 4,4% |
| Events (e.g. festivals, concerts) | 7 | 0,3% | 4,4% |
| Flight Tours/ Sightseeing flights | 6 | 0,3% | 4,1% |
| Camping | 6 | 0,3% | 4,1% |
| Culture/History | 5 | 0,2% | 3,8% |
| Reykjanes | 4 | 0,2% | 3,4% |
| Hveragerði | 4 | 0,2% | 3,4% |
| Black sand/Black beach | 4 | 0,2% | 3,4% |
| Sparsely | 2 | 0,1% | 2,4% |
| Shopping/Products/ Fashion | 2 | 0,1% | 2,4% |
| National Parks | 2 | 0,1% | 2,4% |
| National museum | 2 | 0,1% | 2,4% |
| Mass-tourism | 2 | 0,1% | 2,4% |
| Húsavík | 2 | 0,1% | 2,4% |
| Atmosphere | 2 | 0,1% | 2,4% |
| Architecture | 2 | 0,1% | 2,4% |
| Akureyri | 2 | 0,1% | 2,4% |
| Safety | 1 | 0,0% | 1,7% |
| Pricing/Expense | 1 | 0,0% | 1,7% |
| Mývatn nature baths | 1 | 0,0% | 1,7% |
| Other/Unspecified | 21 | 0,9% | 7,7% |
| Number of answers | 2267 | | |
| Responded | 2267 | 96,1% | |
| Did not respond** | 92 | 3,9% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

All mentioned - top 10

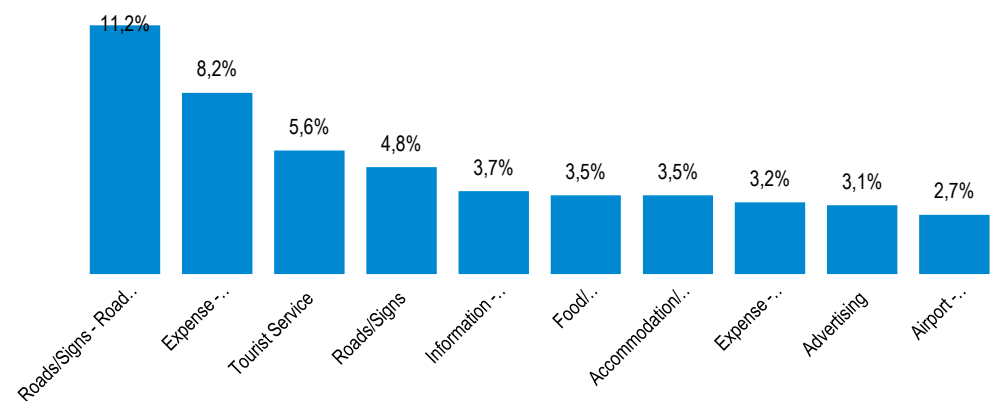
Breakdown of the category Other/Unspecified on page C22

| Answers | Count | Pct. % | Conf. lim +/- |
|---|-------------|---------------|---------------|
| South/South coast | 49 | 2,2% | 0,6% |
| Relax/Peace & Quiet | 49 | 2,2% | 0,6% |
| Museums/Exhibitions | 49 | 2,2% | 0,6% |
| Sunset/Sunrise/Day light/Bright nights | 47 | 2,1% | 0,6% |
| Börsmörk | 46 | 2,0% | 0,6% |
| Events (e.g. festivals, concerts) | 46 | 2,0% | 0,6% |
| Accommodation/ Hotels/Hostels | 44 | 1,9% | 0,6% |
| Tourist service/Airport | 43 | 1,9% | 0,6% |
| Other Fauna/Flora | 40 | 1,8% | 0,5% |
| Askja/Víti | 39 | 1,7% | 0,5% |
| Birds/Birdlife | 38 | 1,7% | 0,5% |
| East/East fjords | 36 | 1,6% | 0,5% |
| Mountains | 35 | 1,5% | 0,5% |
| Clean air/Cleanliness of country | 33 | 1,5% | 0,5% |
| Skógar/Skógarfoss | 32 | 1,4% | 0,5% |
| Shopping/Products/ Fashion | 32 | 1,4% | 0,5% |
| Eyjaflajallajökull/ Fimmvörðuháls | 32 | 1,4% | 0,5% |
| Roads | 29 | 1,3% | 0,5% |
| North Iceland | 29 | 1,3% | 0,5% |
| Vatnajökull | 28 | 1,2% | 0,5% |
| Marathon | 27 | 1,2% | 0,4% |
| Camping | 25 | 1,1% | 0,4% |
| Cycling | 24 | 1,1% | 0,4% |
| Boat tours | 24 | 1,1% | 0,4% |
| Kerlingarfjöll | 23 | 1,0% | 0,4% |
| Church | 23 | 1,0% | 0,4% |
| Friends/Relatives | 22 | 1,0% | 0,4% |
| Atmosphere | 20 | 0,9% | 0,4% |
| Akureyri | 18 | 0,8% | 0,4% |
| West Iceland | 17 | 0,7% | 0,4% |
| Pricing/Expense | 17 | 0,7% | 0,4% |
| Northern lights | 16 | 0,7% | 0,3% |
| Hveragerði | 16 | 0,7% | 0,3% |
| Flight Tours/ Sightseeing flights | 15 | 0,7% | 0,3% |
| National museum | 14 | 0,6% | 0,3% |
| Laki/Lakagígar | 14 | 0,6% | 0,3% |
| Black sand/Black beach | 14 | 0,6% | 0,3% |
| Sparsely | 13 | 0,6% | 0,3% |
| Architecture | 13 | 0,6% | 0,3% |
| Mývatn nature baths | 12 | 0,5% | 0,3% |
| Reykjanes | 9 | 0,4% | 0,3% |
| National Parks | 9 | 0,4% | 0,3% |
| Húsavík | 8 | 0,4% | 0,2% |
| Mass-tourism | 6 | 0,3% | 0,2% |
| Safety | 3 | 0,1% | 0,1% |
| Other/Unspecified | 99 | 4,4% | 0,8% |
| Number of answers | 2268 | | |
| Responded | 2268 | 96,1% | |
| Did not respond** | 91 | 3,9% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

[EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question)

First mentioned - top 10

| Answers | Count | Pct. % | Conflim +/- |
|---|-------------|--------|-------------|
| Roads/Signs - Road conditions/Road network | 177 | 11,2% | 1,6% |
| Expense - In general/Other | 129 | 8,2% | 1,4% |
| Tourist Service | 88 | 5,6% | 1,1% |
| Roads/Signs - Signs | 76 | 4,8% | 1,1% |
| Information - Travel and Tour info/Conditions | 59 | 3,7% | 0,9% |
| Food/Restaurants - Service/Variety | 56 | 3,5% | 0,9% |
| Accommodation/Hotels/Hostels - Quality | 56 | 3,5% | 0,9% |
| Expense-Food/Restaurants | 51 | 3,2% | 0,9% |
| Advertising | 49 | 3,1% | 0,9% |
| Airport - In general | 42 | 2,7% | 0,8% |
| Transport - Bus | 41 | 2,6% | 0,8% |
| Information - Other | 40 | 2,5% | 0,8% |
| Campsites | 38 | 2,4% | 0,8% |
| Expense-Accommodation/Hotels/Hostels | 37 | 2,3% | 0,7% |
| Airport - Transport | 37 | 2,3% | 0,7% |
| Maps | 34 | 2,2% | 0,7% |
| Expense - Car-rental | 33 | 2,1% | 0,7% |
| Accommodation/Hotels/Hostels - Supply | 33 | 2,1% | 0,7% |
| Expense - Transport | 29 | 1,8% | 0,7% |
| Accommodation/Hotels/Hostels - Service/Staff | 29 | 1,8% | 0,7% |
| Transport | 28 | 1,8% | 0,7% |
| Public toilets | 26 | 1,6% | 0,6% |
| Shops/Shopping/Products | 25 | 1,6% | 0,6% |
| Food/Restaurants - In general (Quality) | 25 | 1,6% | 0,6% |
| Expense - Activities/Excursions | 25 | 1,6% | 0,6% |
| Information - In other languages | 23 | 1,5% | 0,6% |
| Information - Centralized/Simplified/Online | 23 | 1,5% | 0,6% |
| Airline - Quality/Service/Punctuality | 22 | 1,4% | 0,6% |
| Peoples attitude | 21 | 1,3% | 0,6% |
| Roads/Signs - Stop-points | 20 | 1,3% | 0,6% |
| Other/Unspecified*** | 247 | 15,6% | 1,8% |
| Number of answers | 1579 | | |
| Responded | 1579 | 66,9% | |
| Did not respond** | 780 | 33,1% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | | Roads/Signs - Road | Expense - In general/Other | Tourist Service | Roads/Signs - Signs | Information - Travel and Tour | Food/Restaurants - Service/Variety | Accommodation/Hotels/Hostels - Quality | Expense - Food/Restaurants | Advertising | Airport - In general | Number of answers |
|-------------------------|-----------------------------------|--------------------|----------------------------|-----------------|---------------------|-------------------------------|------------------------------------|--|----------------------------|-------------|----------------------|-------------------|
| Total | Total | 11,2% | 8,2% | 5,6% | 4,8% | 3,7% | 3,5% | 3,5% | 3,2% | 3,1% | 2,7% | 1579 |
| Gender | Male | 11,1% | 9,7% | 5,3% | 4,4% | 4,0% | 2,5% | 3,5% | 2,7% | 3,5% | 3,9% | 773 |
| | Female | 11,3% | 6,7% | 5,8% | 5,2% | 3,5% | 4,6% | 3,6% | 3,7% | 2,7% | 1,5% | 805 |
| Age | 24 years and younger | 10,8% | 8,2% | 5,6% | 2,6% | 3,9% | 4,7% | 0,9% | 3,4% | 3,4% | 0,9% | 232 |
| | 25-34 years | 10,7% | 10,9% | 4,4% | 5,5% | 4,0% | 4,2% | 2,8% | 4,2% | 2,0% | 3,2% | 495 |
| | 35-44 years | 10,9% | 7,0% | 4,9% | 4,2% | 3,2% | 2,1% | 4,9% | 2,8% | 2,5% | 2,1% | 284 |
| | 45-54 years | 14,2% | 6,6% | 7,0% | 5,0% | 3,0% | 3,0% | 5,0% | 2,6% | 4,3% | 3,3% | 302 |
| | 55 years and older | 9,4% | 6,0% | 6,8% | 6,0% | 4,5% | 3,4% | 4,2% | 2,3% | 4,2% | 3,0% | 265 |
| Profession | Managerial | 11,2% | 9,0% | 5,6% | 2,2% | 6,7% | 4,5% | 4,5% | 6,2% | 3,9% | 2,8% | 178 |
| | Professional | 8,2% | 7,1% | 6,9% | 5,1% | 4,7% | 3,7% | 5,5% | 2,2% | 2,7% | 4,9% | 490 |
| | Specialized staff | 16,0% | 6,6% | 5,3% | 5,7% | 3,7% | 2,9% | 2,5% | 3,3% | 1,6% | 1,2% | 244 |
| | Clerical/Service | 19,6% | 7,8% | 5,9% | 2,0% | 2,9% | 2,0% | 6,9% | 2,9% | 2,0% | | 102 |
| | Student | 11,2% | 10,0% | 4,2% | 4,2% | 1,9% | 4,2% | 1,2% | 4,2% | 2,3% | 1,2% | 259 |
| | Retired/Homemaker | 10,3% | 4,7% | 5,6% | 5,6% | 4,7% | 2,8% | 3,7% | 3,7% | 3,7% | 3,7% | 107 |
| | Other | 7,3% | 12,4% | 4,5% | 7,9% | 1,1% | 3,9% | 0,6% | 0,6% | 7,3% | 1,1% | 178 |
| Household income | Low | 12,3% | 4,9% | 4,9% | 4,9% | 2,5% | 2,5% | 1,2% | 4,9% | 1,2% | 1,2% | 81 |
| | Low average | 8,3% | 13,9% | 6,3% | 3,5% | 1,4% | 6,9% | 2,8% | 2,1% | 3,5% | 1,4% | 144 |
| | Average | 13,1% | 7,3% | 5,1% | 5,4% | 4,0% | 2,4% | 3,1% | 4,2% | 3,0% | 1,9% | 574 |
| | High average | 11,4% | 6,9% | 6,0% | 5,2% | 4,7% | 2,8% | 3,9% | 2,4% | 3,9% | 3,4% | 535 |
| | High | 4,9% | 13,9% | 6,3% | 4,9% | 2,8% | 4,2% | 6,3% | 3,5% | 2,1% | 4,2% | 144 |
| Nationality | American | 5,8% | 13,0% | 4,8% | 4,3% | 5,8% | 4,3% | 0,5% | 9,1% | 4,3% | 5,3% | 208 |
| | German | 13,8% | 3,6% | 4,6% | 2,6% | 3,1% | 3,1% | 4,6% | 3,1% | 0,5% | 4,6% | 196 |
| | French | 18,0% | 11,0% | 2,0% | 1,0% | 2,0% | 3,0% | 3,0% | 5,0% | | 1,0% | 100 |
| | Danish | 12,3% | 1,8% | 7,0% | 12,3% | 5,3% | 1,8% | 3,5% | | 1,8% | 3,5% | 57 |
| | British | 10,0% | 11,4% | 7,9% | 2,9% | 3,6% | 3,6% | 2,9% | 4,3% | 4,3% | 2,1% | 140 |
| | Norwegian | 7,5% | 1,9% | 11,3% | 9,4% | 5,7% | | 7,5% | | 7,5% | 1,9% | 53 |
| | Swedish | 8,5% | 5,6% | 7,0% | 4,2% | 4,2% | | 2,8% | | 2,8% | 1,4% | 71 |
| | Spanish | 29,9% | 7,5% | 1,5% | 3,0% | 1,5% | 4,5% | 11,9% | | 1,5% | | 67 |
| | Italian | 15,8% | 9,5% | 3,2% | 2,1% | 3,2% | 3,2% | 9,5% | 3,2% | 3,2% | | 95 |
| | Dutch | 12,3% | 3,8% | 9,4% | 5,7% | 2,8% | 8,5% | 1,9% | 2,8% | 0,9% | 1,9% | 106 |
| | Other | 8,5% | 9,1% | 5,6% | 6,4% | 3,5% | 3,5% | 2,5% | 1,9% | 4,4% | 2,5% | 482 |
| Market area | Scandinavia | 7,6% | 2,5% | 9,2% | 8,8% | 5,0% | 1,3% | 3,8% | | 5,0% | 2,5% | 238 |
| | Britain | 8,7% | 11,2% | 8,1% | 3,7% | 3,7% | 3,1% | 4,3% | 4,3% | 1,9% | 2,5% | 161 |
| | Central/South-Europe | 15,9% | 6,8% | 4,2% | 2,9% | 2,9% | 3,9% | 4,8% | 2,6% | 1,3% | 2,2% | 694 |
| | North America | 4,8% | 11,4% | 4,4% | 6,3% | 4,8% | 4,8% | 0,3% | 8,3% | 5,1% | 4,8% | 315 |
| | Other | 11,8% | 12,9% | 5,9% | 5,3% | 2,9% | 3,5% | 3,5% | | 5,3% | 1,2% | 170 |
| Type of trip | Package tour | 11,9% | 10,0% | 8,1% | 3,8% | 3,1% | 1,9% | 6,3% | 3,1% | 2,5% | 1,3% | 160 |
| | Individually arranged | 11,7% | 8,0% | 5,0% | 5,1% | 3,9% | 3,1% | 3,1% | 3,1% | 2,9% | 2,8% | 1243 |
| | Mix of both | 7,5% | 8,1% | 6,8% | 3,7% | 3,7% | 8,7% | 5,0% | 3,7% | 5,0% | 1,2% | 161 |
| Purpose of visit | Vacation/holiday | 12,1% | 7,2% | 5,6% | 5,0% | 4,1% | 3,6% | 3,4% | 3,1% | 3,1% | 2,4% | 1398 |
| | Conference/meeting | 7,9% | 13,6% | 9,3% | 2,9% | 1,4% | 0,7% | 7,9% | 2,1% | 2,1% | 5,7% | 140 |
| | Study/research | 10,6% | 10,6% | | 2,1% | 2,1% | 2,1% | 4,3% | | 4,3% | 2,1% | 47 |
| | Visiting friends/relatives | 7,7% | 14,3% | 4,4% | 5,5% | 6,6% | 2,2% | 3,3% | 1,1% | 4,4% | 1,1% | 91 |
| | Business/Employment | 10,0% | 10,0% | 2,5% | 2,5% | | 7,5% | 5,0% | 2,5% | 2,5% | 7,5% | 40 |
| | Event in Iceland | 9,1% | 11,4% | 6,8% | 2,3% | 4,5% | | 2,3% | 6,8% | 4,5% | 2,3% | 44 |
| | Other | 8,8% | 8,0% | 5,6% | 1,6% | 0,8% | 2,4% | 0,8% | 5,6% | 4,8% | 1,6% | 125 |
| Transport type | Flight | 11,0% | 8,6% | 5,6% | 4,8% | 3,7% | 3,5% | 3,7% | 3,4% | 3,2% | 2,8% | 1488 |
| | Smyril Line | 15,4% | 1,1% | 4,4% | 4,4% | 4,4% | 4,4% | 1,1% | 1,1% | 1,1% | | 91 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

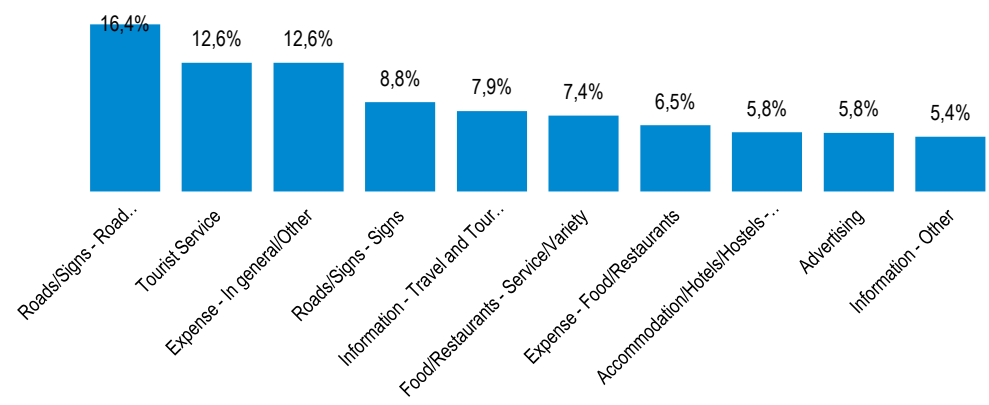
*** See analyse of those answers on page C26.

[EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question)



All mentioned - top 10

| Answers | Count | Pct. % | Conf. lim +/- |
|---|-------|--------|---------------|
| Roads/Signs - Road conditions/road network | 262 | 16,4% | 1,8% |
| Tourist Service | 202 | 12,6% | 1,6% |
| Expense - In general/Other | 202 | 12,6% | 1,6% |
| Roads/Signs - Signs | 140 | 8,8% | 1,4% |
| Information - Travel and Tour info/conditions | 126 | 7,9% | 1,3% |
| Food/Restaurants - Service/Variety | 119 | 7,4% | 1,3% |
| Expense-Food/Restaurants | 104 | 6,5% | 1,2% |
| Accommodation/Hotels/Hostels - Quality | 93 | 5,8% | 1,1% |
| Advertising | 92 | 5,8% | 1,1% |
| Information - Other | 86 | 5,4% | 1,1% |
| Transport - Bus | 80 | 5,0% | 1,1% |
| Campsites | 80 | 5,0% | 1,1% |
| Expense - Accommodation/Hotels/Hostels | 78 | 4,9% | 1,1% |
| Airport - In general | 70 | 4,4% | 1,0% |
| Transport | 67 | 4,2% | 1,0% |
| Expense - Car-rental | 67 | 4,2% | 1,0% |
| Information - Centralized/Simplified/Online | 64 | 4,0% | 1,0% |
| Airport - Transport | 64 | 4,0% | 1,0% |
| Accommodation/Hotels/Hostels - Service/Staff | 63 | 3,9% | 1,0% |
| Expense - Transport | 61 | 3,8% | 0,9% |
| Maps | 59 | 3,7% | 0,9% |
| Expense - Activities/Excursions | 59 | 3,7% | 0,9% |
| Accommodation/Hotels/Hostels - Supply | 58 | 3,6% | 0,9% |
| Food/Restaurants - In general (Quality) | 55 | 3,4% | 0,9% |
| Opening hours | 51 | 3,2% | 0,9% |
| Activities/Entertainment/Museums | 50 | 3,1% | 0,9% |
| Shops/Shopping/Products | 46 | 2,9% | 0,8% |
| Information - Accommodation & Dining | 46 | 2,9% | 0,8% |
| Information - In other languages | 45 | 2,8% | 0,8% |
| Public toilets | 41 | 2,6% | 0,8% |
| Other/Unspecified*** | 568 | 35,5% | 2,3% |
| Number of answers | 1599 | | |
| Responded | 1599 | 67,8% | |
| Did not respond** | 760 | 32,2% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |



| | Total | Roads/Signs - Road | Tourist Service | Expense - In general/Other | Roads/Signs - Signs | Information - Travel and Tour | Food/Restaurants - Service/Variety | Expense - Food/Restaurants | Accommodation/Hotels/Hostels - Quality | Advertising | Information - Other | Number of answers |
|------------------|----------------------------|--------------------|-----------------|----------------------------|---------------------|-------------------------------|------------------------------------|----------------------------|--|-------------|---------------------|-------------------|
| Total | Total | 16,4% | 12,6% | 12,6% | 8,8% | 7,9% | 7,4% | 6,5% | 5,8% | 5,8% | 5,4% | 1599 |
| Gender | Male | 16,3% | 10,9% | 13,8% | 7,9% | 7,4% | 6,4% | 6,1% | 5,2% | 6,8% | 6,0% | 783 |
| | Female | 16,4% | 14,4% | 11,5% | 9,6% | 8,3% | 8,5% | 6,9% | 6,4% | 4,8% | 4,8% | 815 |
| Age | 24 years and younger | 15,1% | 15,5% | 12,9% | 8,2% | 9,5% | 8,2% | 6,5% | 2,6% | 6,5% | 6,9% | 232 |
| | 25-34 years | 15,4% | 10,0% | 16,0% | 8,0% | 7,0% | 7,6% | 7,8% | 5,0% | 5,2% | 4,8% | 499 |
| | 35-44 years | 18,8% | 10,4% | 11,5% | 10,4% | 6,9% | 7,6% | 7,6% | 6,6% | 4,9% | 5,9% | 288 |
| | 45-54 years | 18,2% | 15,0% | 11,1% | 8,5% | 7,8% | 7,5% | 5,2% | 8,1% | 6,2% | 5,5% | 307 |
| | 55 years and older | 14,7% | 14,7% | 9,2% | 9,2% | 9,2% | 6,3% | 4,4% | 6,6% | 6,6% | 4,4% | 272 |
| Profession | Managerial | 17,7% | 8,3% | 9,9% | 7,2% | 10,5% | 8,3% | 9,9% | 7,2% | 8,3% | 2,8% | 181 |
| | Professional | 11,7% | 14,1% | 12,1% | 9,3% | 8,5% | 7,2% | 5,0% | 8,2% | 6,2% | 4,4% | 497 |
| | Specialized staff | 18,8% | 12,4% | 11,2% | 9,6% | 7,6% | 8,0% | 6,4% | 3,6% | 2,0% | 4,8% | 250 |
| | Clerical/Service | 36,5% | 10,6% | 13,5% | 2,9% | 8,7% | 3,8% | 5,8% | 10,6% | 3,8% | 2,9% | 104 |
| | Student | 15,4% | 13,5% | 15,4% | 8,9% | 6,2% | 7,3% | 6,6% | 2,7% | 6,2% | 8,5% | 259 |
| | Retired/Homemaker | 15,9% | 11,2% | 9,3% | 7,5% | 11,2% | 7,5% | 7,5% | 6,5% | 4,7% | 5,6% | 107 |
| | Other | 13,3% | 14,4% | 17,2% | 12,2% | 5,0% | 7,8% | 6,1% | 2,8% | 7,8% | 6,7% | 180 |
| Household income | Low | 14,6% | 11,0% | 13,4% | 6,1% | 4,9% | 3,7% | 11,0% | 4,9% | 1,2% | 7,3% | 82 |
| | Low average | 16,0% | 13,2% | 18,8% | 6,9% | 4,9% | 11,1% | 5,6% | 4,9% | 6,9% | 10,4% | 144 |
| | Average | 18,6% | 12,3% | 12,5% | 7,9% | 6,7% | 6,8% | 7,5% | 5,6% | 5,5% | 4,3% | 585 |
| | High average | 16,1% | 13,5% | 9,8% | 11,1% | 9,4% | 6,8% | 5,0% | 6,1% | 6,1% | 4,4% | 541 |
| | High | 12,3% | 11,6% | 17,1% | 8,9% | 12,3% | 6,8% | 7,5% | 8,9% | 8,2% | 7,5% | 146 |
| Nationality | American | 8,1% | 12,9% | 18,6% | 8,1% | 10,5% | 9,5% | 13,8% | 1,0% | 9,0% | 4,8% | 210 |
| | German | 15,6% | 9,5% | 7,5% | 6,0% | 5,0% | 4,0% | 7,0% | 7,0% | 3,5% | 7,0% | 199 |
| | French | 25,7% | 7,9% | 14,9% | 3,0% | 4,0% | 5,9% | 8,9% | 6,9% | 2,0% | 2,0% | 101 |
| | Danish | 16,9% | 13,6% | 3,4% | 16,9% | 8,5% | 3,4% | | 6,8% | 3,4% | 5,1% | 59 |
| | British | 13,5% | 14,2% | 14,9% | 7,1% | 11,3% | 6,4% | 7,8% | 5,7% | 5,7% | 8,5% | 141 |
| | Norwegian | 8,9% | 21,4% | 3,6% | 10,7% | 10,7% | 7,1% | | 10,7% | 10,7% | 5,4% | 56 |
| | Swedish | 11,0% | 9,6% | 6,8% | 11,0% | 11,0% | 2,7% | 1,4% | 2,7% | 2,7% | 8,2% | 73 |
| | Spanish | 43,3% | 7,5% | 19,4% | 7,5% | 3,0% | 9,0% | 9,0% | 17,9% | 4,5% | 3,0% | 67 |
| | Italian | 30,5% | 6,3% | 16,8% | 5,3% | 7,4% | 9,5% | 10,5% | 16,8% | 7,4% | 3,2% | 95 |
| | Dutch | 18,5% | 12,0% | 6,5% | 7,4% | 7,4% | 15,7% | 3,7% | 1,9% | 0,9% | 5,6% | 108 |
| | Other | 14,0% | 15,8% | 13,8% | 11,3% | 7,6% | 7,4% | 4,1% | 4,1% | 7,2% | 4,9% | 486 |
| Market area | Scandinavia | 10,5% | 15,4% | 5,7% | 11,7% | 9,3% | 5,3% | 0,4% | 4,9% | 6,9% | 5,7% | 247 |
| | Britain | 11,7% | 13,6% | 14,8% | 8,0% | 9,3% | 6,2% | 7,4% | 6,8% | 2,5% | 7,4% | 162 |
| | Central/South-Europe | 23,1% | 9,0% | 11,3% | 6,3% | 6,4% | 7,8% | 6,8% | 8,3% | 3,7% | 5,1% | 701 |
| | North America | 8,5% | 14,5% | 16,7% | 11,4% | 8,8% | 9,5% | 12,6% | 1,6% | 8,8% | 4,7% | 317 |
| | Other | 16,4% | 19,3% | 18,7% | 10,5% | 8,2% | 6,4% | 1,8% | 4,1% | 9,9% | 5,3% | 171 |
| Type of trip | Package tour | 15,3% | 16,6% | 15,3% | 9,8% | 4,9% | 3,1% | 4,3% | 8,6% | 4,9% | 1,2% | 163 |
| | Individually arranged | 17,2% | 11,2% | 12,3% | 8,6% | 7,9% | 7,2% | 6,6% | 5,2% | 5,5% | 5,9% | 1258 |
| | Mix of both | 12,9% | 18,4% | 12,9% | 9,8% | 11,7% | 12,3% | 7,4% | 8,6% | 8,6% | 5,5% | 163 |
| Purpose of visit | Vacation/holiday | 17,7% | 12,8% | 11,4% | 9,0% | 8,2% | 8,0% | 6,4% | 5,8% | 5,5% | 5,3% | 1415 |
| | Conference/meeting | 9,9% | 15,5% | 19,7% | 4,9% | 7,0% | 3,5% | 4,2% | 9,2% | 2,8% | 4,9% | 142 |
| | Study/research | 17,0% | 10,6% | 21,3% | 8,5% | 6,4% | 4,3% | | 8,5% | 6,4% | 8,5% | 47 |
| | Visiting friends/relatives | 12,0% | 17,4% | 19,6% | 10,9% | 10,9% | 7,6% | 3,3% | 4,3% | 6,5% | 7,6% | 92 |
| | Business/Employment | 14,3% | 9,5% | 9,5% | 9,5% | 2,4% | 11,9% | 7,1% | 4,8% | 4,8% | 2,4% | 42 |
| | Event in Iceland | 9,1% | 20,5% | 18,2% | 2,3% | 11,4% | | 11,4% | 2,3% | 11,4% | 11,4% | 44 |
| | Other | 10,2% | 13,3% | 15,6% | 5,5% | 5,5% | 3,9% | 7,0% | 3,9% | 9,4% | 3,9% | 128 |
| Transport type | Flight | 15,6% | 13,0% | 13,3% | 9,0% | 7,9% | 7,4% | 6,6% | 5,8% | 5,9% | 5,1% | 1504 |
| | Smyril Line | 28,4% | 7,4% | 2,1% | 5,3% | 7,4% | 7,4% | 4,2% | 6,3% | 3,2% | 9,5% | 95 |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'
 *** See analyse of those answers on page C26.

[EP07] In your opinion, what three factors should be improved by the Icelandic Tourist Industry? (open question)

Further analysis of responses



First mentioned - top 10

Breakdown of the category Other/Unspecified on page C24

| Answers | Count | Pct.% | Conf.lim +/- |
|--------------------------------------|-------------|---------------|--------------|
| Organisation | 19 | 1,2% | 0,5% |
| Opening hours | 17 | 1,1% | 0,5% |
| Hiking trails - Signs/Organisation | 17 | 1,1% | 0,5% |
| Information - Accommodation & Dining | 16 | 1,0% | 0,5% |
| Safety | 15 | 0,9% | 0,5% |
| Activities/Entertainment/Museums | 15 | 0,9% | 0,5% |
| Nature conservation | 14 | 0,9% | 0,5% |
| Information - Events/Activities | 13 | 0,8% | 0,4% |
| Avoid tourism overload | 13 | 0,8% | 0,4% |
| Weather/Climate/Weather reports | 11 | 0,7% | 0,4% |
| Conduct | 10 | 0,6% | 0,4% |
| Expense - Airfare/Ferry fare | 9 | 0,6% | 0,4% |
| Offers | 7 | 0,4% | 0,3% |
| Bicycle conditions | 7 | 0,4% | 0,3% |
| Airline - Supply | 5 | 0,3% | 0,3% |
| Accessibility/Simplicity | 3 | 0,2% | 0,2% |
| Gas stations - Supply | 2 | 0,1% | 0,2% |
| Other/Unspecified | 54 | 3,4% | 0,9% |
| Number of answers | 1579 | | |
| Responded | 1579 | 66,9% | |
| Did not respond** | 780 | 33,1% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

All mentioned - top 10

Breakdown of the category Other/Unspecified on page C25

| Answers | Count | Pct.% | Conf.lim +/- |
|---------------------------------------|-------------|---------------|--------------|
| Organisation | 41 | 2,6% | 0,8% |
| Roads/Signs - Stop-points | 34 | 2,1% | 0,7% |
| Peoples attitude | 34 | 2,1% | 0,7% |
| Hiking trails - Signs/Organisation | 33 | 2,1% | 0,7% |
| Airline - Quality/Service/Punctuality | 33 | 2,1% | 0,7% |
| Nature conservation | 32 | 2,0% | 0,7% |
| Information - Events/Activities | 31 | 1,9% | 0,7% |
| Avoid tourism overload | 29 | 1,8% | 0,7% |
| Weather/Climate/weather reports | 28 | 1,8% | 0,6% |
| Airline - Supply | 25 | 1,6% | 0,6% |
| Safety | 19 | 1,2% | 0,5% |
| Offers | 19 | 1,2% | 0,5% |
| Expense - Airfare/ferry fare | 19 | 1,2% | 0,5% |
| Conduct | 18 | 1,1% | 0,5% |
| Accessibility/Simplicity | 18 | 1,1% | 0,5% |
| Bicycle conditions | 12 | 0,8% | 0,4% |
| Gas stations - Supply | 9 | 0,6% | 0,4% |
| Other/Unspecified | 134 | 8,4% | 1,4% |
| Number of answers | 1599 | | |
| Responded | 1599 | 67,8% | |
| Did not respond** | 760 | 32,2% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

[EP08] Where do you think Iceland's strengths in the tourist industry are? (open question)
First mentioned - top 10



| Answers | Count | Pct.% | Conf. +/- |
|---|-------|--------|-----------|
| Nature/Scenery/Landscape | 1270 | 59,1% | 2,1% |
| People/Hospitality | 147 | 6,8% | 1,1% |
| Unique/Exotic/Exclusive | 91 | 4,2% | 0,9% |
| Activities/Lot to do-see | 80 | 3,7% | 0,8% |
| Information/Signs/Info-centers | 68 | 3,2% | 0,7% |
| Service/Quality | 60 | 2,8% | 0,7% |
| Organisation/Professionalism | 59 | 2,7% | 0,7% |
| Accessibility/Simplicity/Infrastructure | 52 | 2,4% | 0,6% |
| Tour service/Excursions/Guides | 46 | 2,1% | 0,6% |
| Country itself | 46 | 2,1% | 0,6% |
| Unspoiled nature | 43 | 2,0% | 0,6% |
| English widely spoken/Other languages | 41 | 1,9% | 0,6% |
| Culture/History | 30 | 1,4% | 0,5% |
| Transport | 29 | 1,4% | 0,5% |
| Hot springs/Geothermal activity | 28 | 1,3% | 0,5% |
| Clean air/Cleanliness of | 27 | 1,3% | 0,5% |
| Not crowded/Solitude/Not too touristic | 26 | 1,2% | 0,5% |
| Marketing/Publicity | 22 | 1,0% | 0,4% |
| Accommodation/Hotels/Hostels | 18 | 0,8% | 0,4% |
| Swimming pools/Nature baths/Spas | 16 | 0,7% | 0,4% |
| Relax/Peace and quiet/Atmosphere | 13 | 0,6% | 0,3% |
| Fauna/Flora | 13 | 0,6% | 0,3% |
| Prices | 9 | 0,4% | 0,3% |
| Horses/Riding tours | 8 | 0,4% | 0,3% |
| Food/Restaurants | 8 | 0,4% | 0,3% |
| Safety | 7 | 0,3% | 0,2% |
| Closeness/Countrys location | 7 | 0,3% | 0,2% |
| Vast space | 6 | 0,3% | 0,2% |
| Reykjavik | 5 | 0,2% | 0,2% |
| Airline | 5 | 0,2% | 0,2% |
| Shopping/Products/Fashion | 4 | 0,2% | 0,2% |
| Adventures | 3 | 0,1% | 0,2% |
| Hiking/Hiking trails | 2 | 0,1% | 0,1% |
| Weather | 1 | 0,0% | 0,1% |
| Nightlife | 1 | 0,0% | 0,1% |
| Bright nights/Daylight | 1 | 0,0% | 0,1% |
| Other/Unspecified | 26 | 1,2% | 0,5% |
| Number of answers | 2148 | | |
| Responded | 2148 | 91,1% | |
| Did not respond** | 211 | 8,9% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

| Answers | Count | Pct.% | Conf. +/- |
|---|-------|-------|-----------|
| Nature/Scenery/Landscape | 1270 | 59,1% | 2,1% |
| People/Hospitality | 147 | 6,8% | 1,1% |
| Unique/Exotic/Exclusive | 91 | 4,2% | 0,9% |
| Activities/Lot to do-see | 80 | 3,7% | 0,8% |
| Information/Signs/Info-centers | 68 | 3,2% | 0,7% |
| Service/Quality | 60 | 2,8% | 0,7% |
| Organisation/Professionalism | 59 | 2,7% | 0,7% |
| Accessibility/Simplicity/Infrastructure | 52 | 2,4% | 0,6% |
| Tour service/Excursions/Guides | 46 | 2,1% | 0,6% |
| Country itself | 46 | 2,1% | 0,6% |

| | Total | Nature/Scenery/Landscape | People/Hospitality | Unique/Exotic/Exclusive | Activities/Lot to do-see | Information/Signs/Info-centers | Service/Quality | Organisation/Professionalism | Accessibility/Simplicity/Infrastructure | Tour service/Excursions/Guides | Country itself | Number of answers |
|--------------------|----------------------------|--------------------------|--------------------|-------------------------|--------------------------|--------------------------------|-----------------|------------------------------|---|--------------------------------|----------------|-------------------|
| Total | Total | 59,1% | 6,8% | 4,2% | 3,7% | 3,2% | 2,8% | 2,7% | 2,4% | 2,1% | 2,1% | 2148 |
| Gender | Male | 61,7% | 6,9% | 4,5% | 4,3% | 1,7% | 2,7% | 2,3% | 2,1% | 1,4% | 1,9% | 1036 |
| | Female | 56,7% | 6,8% | 4,0% | 3,2% | 4,5% | 2,9% | 3,2% | 2,7% | 2,8% | 2,3% | 1111 |
| Age | 24 years and younger | 57,2% | 6,4% | 5,1% | 4,7% | 3,0% | 3,4% | 3,0% | 1,3% | 3,4% | 1,7% | 297 |
| | 25-34 years | 58,0% | 6,8% | 4,6% | 3,7% | 3,7% | 2,7% | 2,9% | 2,5% | 2,5% | 2,4% | 629 |
| | 35-44 years | 62,4% | 6,6% | 3,1% | 3,1% | 3,1% | 2,0% | 3,3% | 1,8% | 1,5% | 1,3% | 391 |
| | 45-54 years | 60,5% | 5,0% | 4,0% | 4,5% | 2,6% | 2,8% | 1,9% | 3,8% | 1,2% | 2,6% | 423 |
| 55 years and older | 57,5% | 9,3% | 4,4% | 2,9% | 3,2% | 3,2% | 2,7% | 2,2% | 2,2% | 2,5% | 407 | |
| Profession | Managerial | 62,8% | 6,7% | 4,7% | 3,6% | 3,6% | 2,8% | 2,0% | 2,4% | 0,8% | 2,0% | 253 |
| | Professional | 60,7% | 6,8% | 3,8% | 4,1% | 3,7% | 2,6% | 2,1% | 2,2% | 1,8% | 2,2% | 680 |
| | Specialized staff | 56,5% | 6,2% | 4,4% | 3,8% | 3,2% | 3,2% | 2,6% | 3,2% | 2,4% | 1,5% | 340 |
| | Clerical/Service | 65,2% | 2,2% | 1,5% | 2,2% | 3,7% | 0,7% | 4,4% | 3,7% | 1,5% | 3,0% | 135 |
| | Student | 61,0% | 6,9% | 3,6% | 3,3% | 3,0% | 3,9% | 3,0% | 2,1% | 3,3% | 1,2% | 331 |
| | Retired/Homemaker | 51,0% | 10,6% | 5,3% | 2,0% | 4,0% | 2,6% | 2,6% | 0,7% | 2,6% | 4,0% | 151 |
| | Other | 53,0% | 7,8% | 6,1% | 4,8% | 0,9% | 2,6% | 4,8% | 2,6% | 3,0% | 3,0% | 230 |
| Household income | Low | 55,3% | 10,7% | 2,9% | 3,9% | 5,8% | 2,9% | 2,9% | 1,0% | 1,0% | 1,0% | 103 |
| | Low average | 53,9% | 5,6% | 5,6% | 5,0% | 3,9% | 1,7% | 5,0% | 1,7% | 3,3% | 1,7% | 180 |
| | Average | 57,6% | 6,7% | 4,8% | 3,4% | 3,1% | 3,5% | 3,1% | 2,6% | 2,5% | 1,9% | 774 |
| | High average | 59,7% | 7,7% | 4,2% | 3,7% | 2,8% | 2,7% | 2,1% | 2,8% | 2,0% | 2,7% | 754 |
| | High | 67,2% | 4,9% | 3,9% | 2,9% | 2,9% | 2,9% | 0,5% | 2,0% | 1,0% | 2,0% | 204 |
| Nationality | American | 46,2% | 13,8% | 2,9% | 6,5% | 2,9% | 1,1% | 2,5% | 0,7% | 2,5% | 5,5% | 275 |
| | German | 59,1% | 6,8% | 1,4% | 3,6% | 5,3% | 3,6% | 3,6% | 5,3% | 0,7% | 0,7% | 281 |
| | French | 43,5% | 10,4% | 1,7% | 7,8% | 4,3% | 1,7% | 3,5% | 4,3% | | 2,6% | 115 |
| | Danish | 68,3% | | | 2,0% | 5,0% | 3,0% | 5,0% | 3,0% | 1,0% | | 101 |
| | British | 48,9% | 9,5% | 7,4% | 3,7% | 3,7% | 4,2% | 2,1% | 1,6% | 4,2% | 3,7% | 190 |
| | Norwegian | 73,3% | 3,3% | 4,4% | 2,2% | | | | 2,2% | 1,1% | 2,2% | 90 |
| | Swedish | 71,8% | 4,0% | 8,1% | 1,6% | | | 2,4% | 1,6% | 0,8% | 1,6% | 124 |
| | Spanish | 71,2% | | | 1,4% | | | 2,7% | 2,7% | 2,7% | 1,4% | 73 |
| | Italian | 63,7% | 2,9% | | 2,9% | 3,9% | 2,9% | 7,8% | 1,0% | 2,0% | 3,9% | 102 |
| | Dutch | 66,7% | 7,4% | 3,7% | 2,5% | 1,2% | 2,5% | 0,6% | 3,7% | 1,9% | 0,6% | 162 |
| Other | 60,5% | 5,9% | 6,8% | 3,5% | 3,5% | 3,5% | 2,2% | 2,1% | 2,9% | 1,9% | 631 | |
| Market area | Scandinavia | 72,4% | 2,5% | 5,8% | 2,0% | 1,8% | 2,0% | 2,0% | 1,8% | 1,8% | 0,3% | 399 |
| | Britain | 50,5% | 10,2% | 5,1% | 4,6% | 3,7% | 3,7% | 2,3% | 1,4% | 3,2% | 3,7% | 216 |
| | Central/South-Europe | 61,0% | 6,3% | 1,9% | 3,7% | 3,3% | 2,4% | 3,4% | 3,7% | 1,1% | 1,5% | 915 |
| | North America | 46,7% | 11,7% | 4,7% | 5,4% | 2,6% | 2,8% | 1,9% | 1,4% | 3,3% | 4,7% | 426 |
| | Other | 59,8% | 3,7% | 10,6% | 2,6% | 6,3% | 5,3% | 3,2% | 1,1% | 4,2% | 1,6% | 189 |
| Type of trip | Package tour | 62,0% | 7,7% | 2,7% | 2,3% | 2,3% | 2,7% | 2,3% | 2,7% | 0,5% | 0,9% | 221 |
| | Individually arranged | 58,9% | 7,0% | 4,4% | 3,6% | 3,3% | 2,9% | 2,9% | 2,7% | 2,3% | 2,0% | 1678 |
| | Mix of both | 59,4% | 4,4% | 4,4% | 6,1% | 3,1% | 2,6% | 2,6% | 0,4% | 3,1% | 3,9% | 229 |
| Purpose of visit | Vacation/holiday | 58,3% | 7,3% | 4,0% | 3,7% | 3,3% | 2,7% | 2,8% | 2,5% | 2,1% | 2,2% | 1869 |
| | Conference/meeting | 67,7% | 3,2% | 5,1% | 1,8% | 2,3% | 2,8% | 3,7% | 2,8% | 2,3% | 2,8% | 217 |
| | Study/research | 65,8% | 2,6% | 6,6% | 3,9% | 2,6% | 1,3% | | 1,3% | 1,3% | 2,6% | 76 |
| | Visiting friends/relatives | 68,7% | 4,6% | 3,1% | 0,8% | 1,5% | 2,3% | 1,5% | 3,8% | 1,5% | 0,8% | 131 |
| | Business/Employment | 62,5% | 5,4% | 7,1% | 5,4% | 1,8% | 1,8% | | 1,8% | | 1,8% | 56 |
| | Event in Iceland | 56,1% | 9,1% | 9,1% | 4,5% | 3,0% | 3,0% | 1,5% | | 4,5% | 3,0% | 66 |
| | Other | 55,4% | 7,7% | 5,4% | 3,6% | 1,8% | 4,2% | 3,0% | 4,8% | 1,8% | 0,6% | 168 |
| Transport type | Flight | 59,2% | 6,7% | 4,4% | 3,9% | 3,2% | 2,8% | 2,8% | 2,2% | 2,3% | 2,0% | 2019 |
| | Smyril Line | 58,1% | 8,5% | 2,3% | 0,8% | 2,3% | 3,1% | 1,6% | 5,4% | | 3,9% | 129 |

*Individuals asked: Everyone

**Those who did not respond are those who responded 'don't know' or 'don't want to answer'

[EP08] Where do you think Iceland's strengths in the tourist industry are? (open question)

All mentioned - top 10

| Answers | Count | Pct.% | Conf.lim +/- |
|---|-------------|---------------|--------------|
| Nature/Scenery/Landscape | 1538 | 71,6% | 1,9% |
| People/Hospitality | 655 | 30,5% | 1,9% |
| Activities/Lot to do-see | 259 | 12,1% | 1,4% |
| Culture/History | 241 | 11,2% | 1,3% |
| Service/Quality | 200 | 9,3% | 1,2% |
| Information/Signs/Info-centers | 183 | 8,5% | 1,2% |
| Accessibility/Simplicity/Infrastructure | 183 | 8,5% | 1,2% |
| Unique/Exotic/Exclusive | 166 | 7,7% | 1,1% |
| English widely spoken/Other languages | 147 | 6,8% | 1,1% |
| Tour service/Excursions/Guides | 139 | 6,5% | 1,0% |
| Not crowded/Solitude/Not too touristic | 131 | 6,1% | 1,0% |
| Clean air/Cleanliness of country | 119 | 5,5% | 1,0% |
| Swimming pools/Nature baths/Spas | 116 | 5,4% | 1,0% |
| Organisation/Professionalis | 116 | 5,4% | 1,0% |
| Food/Restaurants | 109 | 5,1% | 0,9% |
| Country itself | 103 | 4,8% | 0,9% |
| Unspoiled nature | 94 | 4,4% | 0,9% |
| Relax/Peace and quiet/Atmosphere | 91 | 4,2% | 0,9% |
| Accommodation/Hotels/Hostels | 90 | 4,2% | 0,8% |
| Hot springs/Geothermal activity | 83 | 3,9% | 0,8% |
| Transport | 80 | 3,7% | 0,8% |
| Closeness/Countrys location | 64 | 3,0% | 0,7% |
| Prices | 56 | 2,6% | 0,7% |
| Reykjavik | 54 | 2,5% | 0,7% |
| Fauna/Flora | 53 | 2,5% | 0,7% |
| Safety | 46 | 2,1% | 0,6% |
| Horses/Riding tours | 34 | 1,6% | 0,5% |
| Marketing/Publicity | 32 | 1,5% | 0,5% |
| Vast space | 30 | 1,4% | 0,5% |
| Adventures | 30 | 1,4% | 0,5% |
| Shopping/Products/Fashion | 28 | 1,3% | 0,5% |
| Hiking/Hiking trails | 26 | 1,2% | 0,5% |
| Nightlife | 20 | 0,9% | 0,4% |
| Weather | 18 | 0,8% | 0,4% |
| Water | 15 | 0,7% | 0,4% |
| Airline | 15 | 0,7% | 0,4% |
| Bright nights/Daylight | 10 | 0,5% | 0,3% |
| Other/Unspecified | 89 | 4,1% | 0,8% |
| Number of answers | 2148 | | |
| Responded | 2148 | 91,1% | |
| Did not respond** | 211 | 8,9% | |
| Number of respondents | 2359 | 100,0% | |
| Asked* | 2359 | 100,0% | |
| Not asked | 0 | 0,0% | |
| Number of participants | 2359 | 100,0% | |

| Answers | Count | Pct.% | Conf.lim +/- |
|------------------|----------------------------|-------|--------------|
| Total | Total | 71,6% | 30,5% |
| Gender | Male | 73,2% | 31,7% |
| | Female | 70,1% | 29,3% |
| Age | 24 years and younger | 69,0% | 24,6% |
| | 25-34 years | 70,0% | 27,0% |
| | 35-44 years | 73,1% | 36,3% |
| | 45-54 years | 75,7% | 30,5% |
| | 55 years and older | 70,3% | 34,4% |
| Profession | Managerial | 74,7% | 36,0% |
| | Professional | 73,7% | 30,6% |
| | Specialized staff | 70,6% | 27,4% |
| | Clerical/Service | 74,8% | 30,4% |
| | Student | 71,0% | 26,6% |
| | Retired/Homemaker | 67,5% | 33,1% |
| | Other | 64,8% | 31,7% |
| Household income | Low | 67,0% | 25,2% |
| | Low average | 65,6% | 26,7% |
| | Average | 70,0% | 28,0% |
| | High average | 73,9% | 32,4% |
| | High | 78,9% | 40,7% |
| Nationality | American | 62,2% | 37,8% |
| | German | 69,8% | 30,6% |
| | French | 55,7% | 36,5% |
| | Danish | 76,2% | 18,8% |
| | British | 67,4% | 40,0% |
| | Norwegian | 86,7% | 30,0% |
| | Swedish | 85,5% | 21,8% |
| | Spanish | 76,7% | 19,2% |
| | Italian | 72,5% | 32,4% |
| | Dutch | 78,4% | 25,3% |
| | Other | 72,6% | 29,5% |
| Market area | Scandinavia | 84,0% | 25,6% |
| | Britain | 69,0% | 37,5% |
| | Central/South-Europe | 71,4% | 29,8% |
| | North America | 62,7% | 35,2% |
| | Other | 69,8% | 25,9% |
| Type of trip | Package tour | 74,7% | 30,3% |
| | Individually arranged | 71,2% | 30,8% |
| | Mix of both | 72,5% | 29,7% |
| Purpose of visit | Vacation/holiday | 71,2% | 31,2% |
| | Conference/meeting | 79,7% | 26,7% |
| | Study/research | 75,0% | 27,6% |
| | Visiting friends/relatives | 74,8% | 35,1% |
| | Business/Employment | 73,2% | 25,0% |
| | Event in Iceland | 69,7% | 33,3% |
| | Other | 66,1% | 32,7% |
| Transport type | Flight | 71,4% | 30,8% |
| | Smyril Line | 75,2% | 26,4% |

*Individuals asked: Everyone
 **Those who did not respond are those who responded 'don't know' or 'don't want to answer'