

Markaðskönnun

Bandaríkin, Bretland og Þýskaland

Maí 2020



Um könnunina



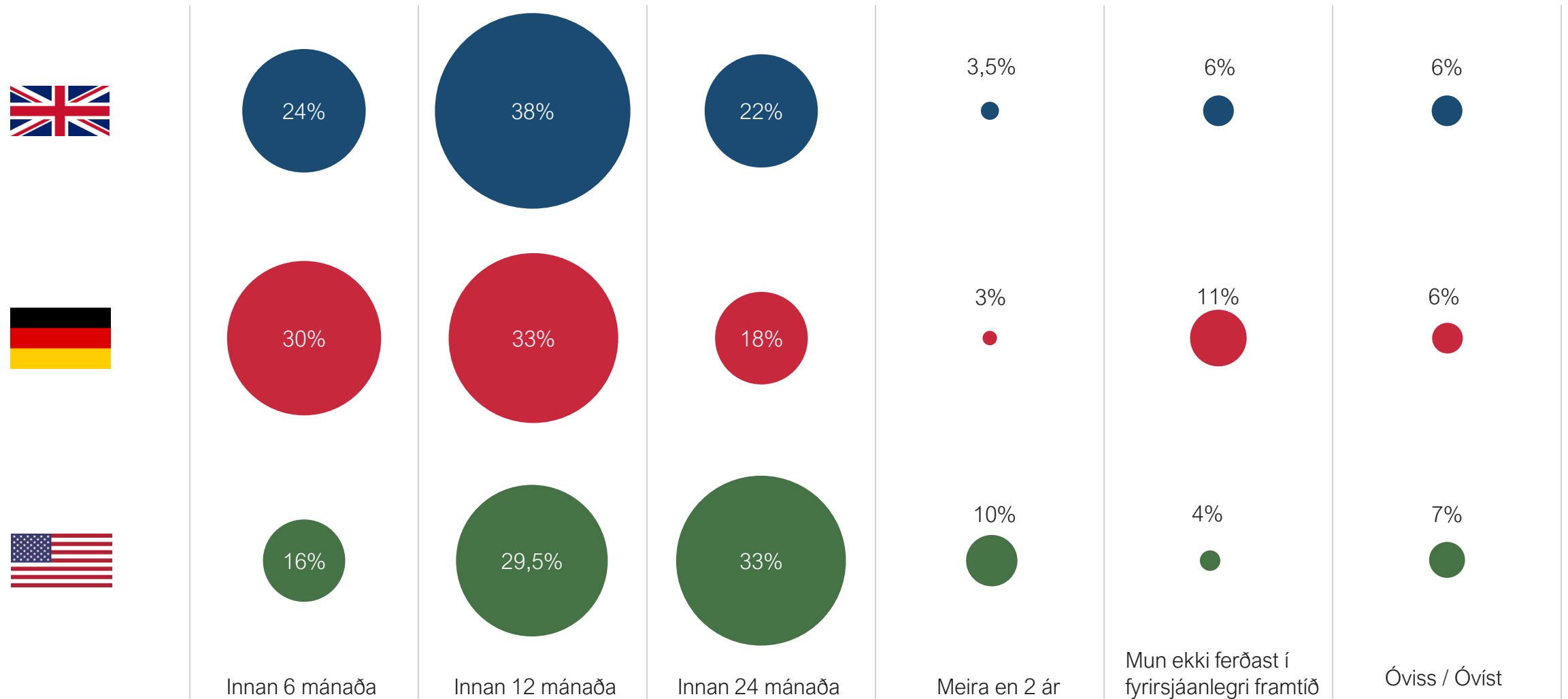
- Könnun meðal ferðamanna í Bandaríkjunum, Bretlandi og Þýskalandi
- Ferðamenn með hærri tekjur og líklegri til að ferðast fyrr en aðrir
- 1000 svarendur frá hverjum markaði
- Könnunin var framkvæmd af MMR í maí 2020

- Ítarlegri niðurstöður verða aðgengilegar á islandsstofa.is



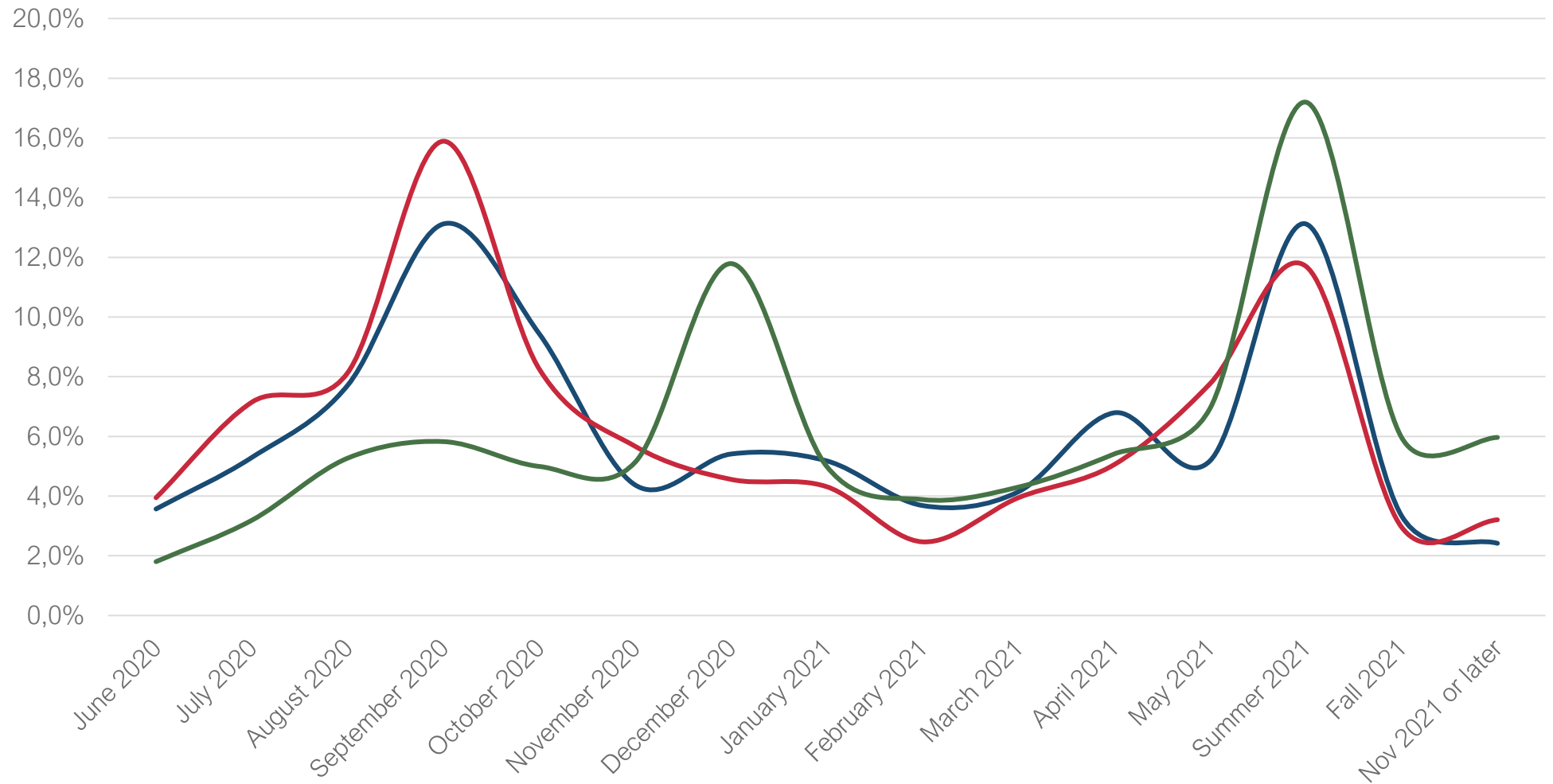
Hvenær er líklegt að þú ferðist erlendis?

If you had to estimate, can you please tell us when realistically do you intend to travel internationally?



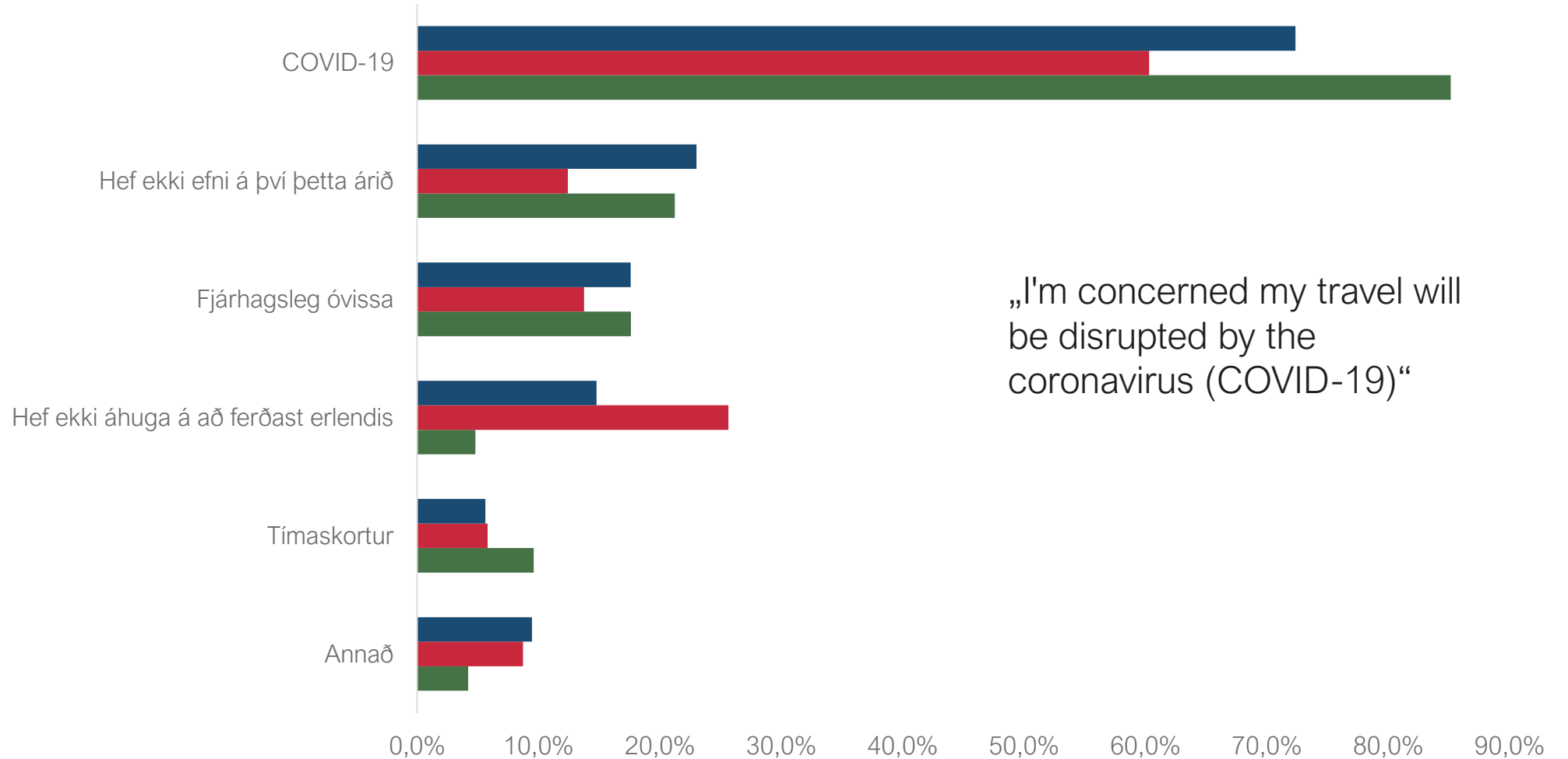
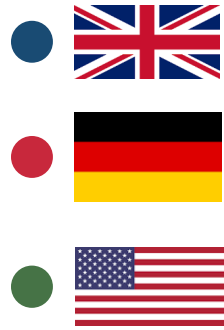
Hvenær verður næsta ferð erlendis?

When would be the earliest for you to plan a trip internationally in the future?



Helstu hindranir fyrir að ferðast erlendis næstu 12 mánuði?

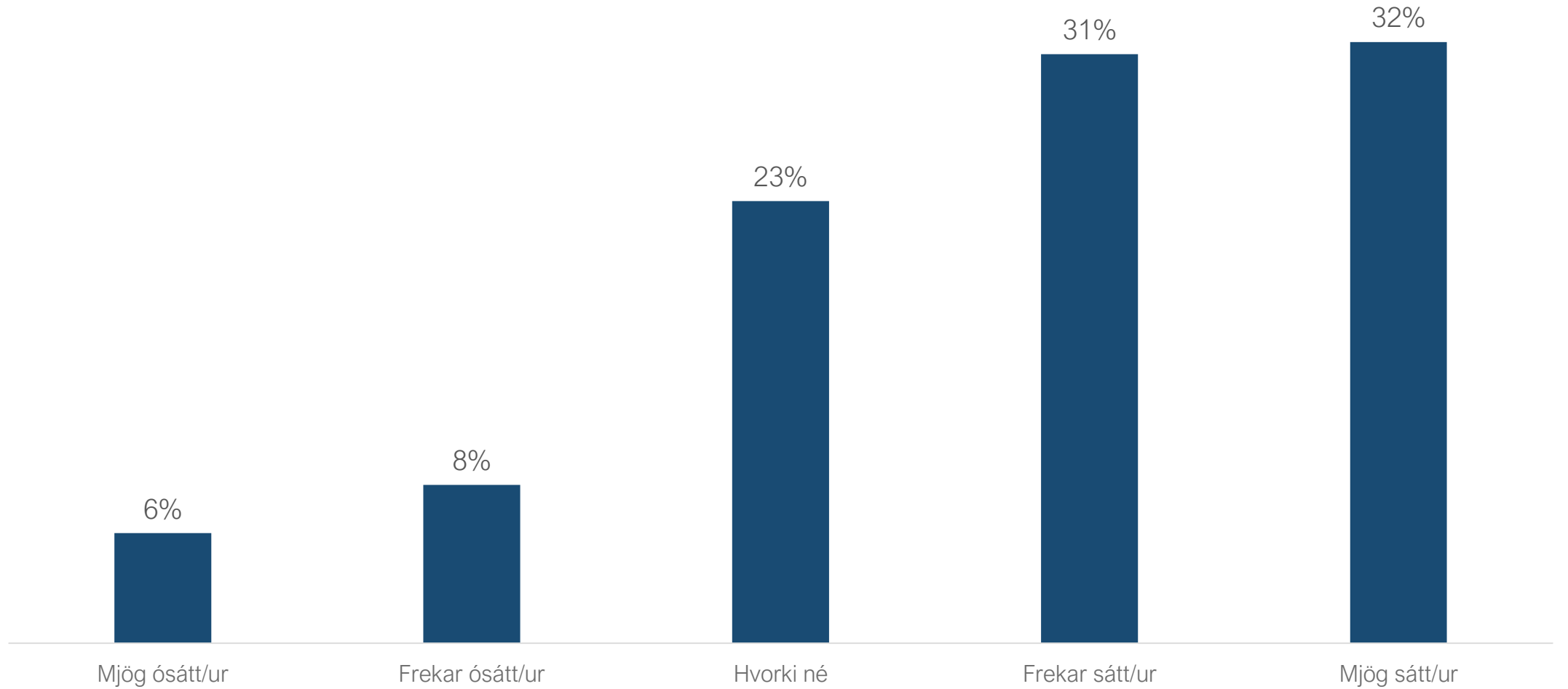
Can you please tell us why you are unlikely to travel internationally in the next 12 months?





Viðhorf gagnvart lokun landamæra

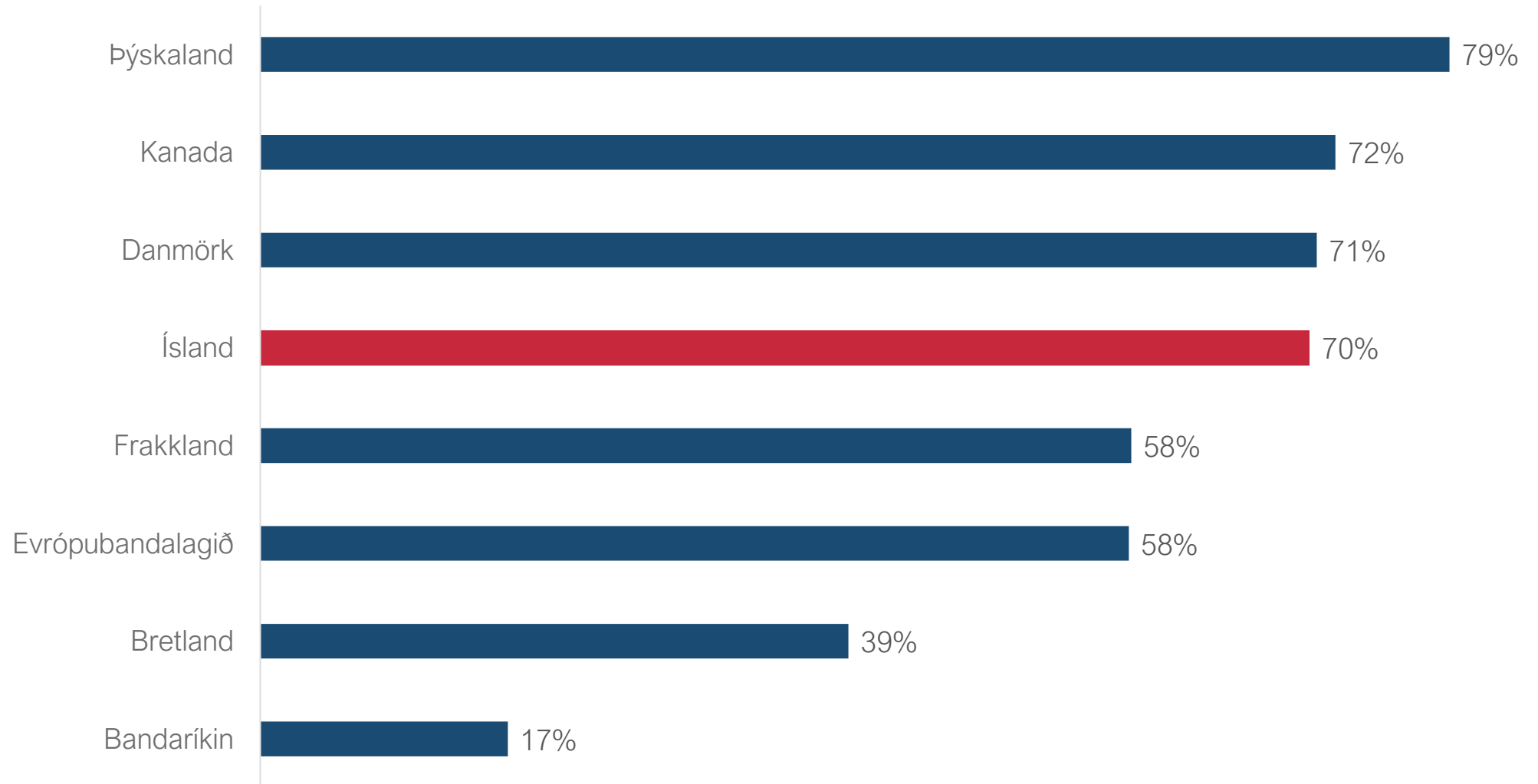
Are you satisfied or dissatisfied with the decision to close borders for foreign citizens during the COVID-19 crisis?





Traust landa gagnvart meðhöndlun COVID-19

Can you please tell us to what amount you trust the following to deal adequately with the COVID-10 crisis? % of trust somewhat ore trust completely





Hvaða lönd ertu að íhuga að heimsækja næstu 24 mánuði ? – Fyrsta val

Please indicate any countries you are considering visiting for a leisure break or holiday in the next 24 months outside your country – first mention



1. Bretland (12%)
2. Ítalía (10,4%)
3. Spánn (8%)
4. Kanada (7,7%)
5. Frakkland (7%)
- .
15. Ísland (2%)



1. Austurríki (12%)
2. Spánn (9%)
3. Ítalía (8%)
4. Bandaríkin (6,6%)
5. Frakkland (6,4%)
- .
9. Danmörk (3,1%)
10. Svíþjóð (2,8%)
11. Noregur (2,7%)
- .
21. Ísland (1,2%)



1. Spánn (14%)
2. Frakkland (13%)
3. Bandaríkin (10,8%)
4. Ítalía (6,3%)
5. Grikkland (5%)
- .
10. Noregur (2,3%)
- .
14. Ísland (1,2%)



Hvaða lönd ertu að íhuga að heimsækja næstu 24 mánuði ? – allt nefnt

Please indicate any countries you are considering visiting for a leisure break or holiday in the next 24 months outside your country – all mentions



1. Bretland (34,5%)
2. Ítalía (30,7%)
3. Frakkland (28%)
4. Kanada (22,3%)
5. Spánn (21,4%)
- .
13. Ísland (8,2%)



1. Ítalía (29%)
2. Austurríki (27%)
3. Spánn (23,7%)
4. Frakkland (21,3%)
5. Bandaríkin (16%)
- .
8. Svíþjóð (14%)
9. Danmörk (12,7%)
- .
11. Noregur (10,7%)
- .
19. Ísland (4,6%)



1. Spánn (36,2%)
2. Frakkland (31,2%)
3. Ítalía (25,9%)
4. Bandaríkin (25,9%)
5. Þýskaland (15,3%)
- .
11. Noregur (6,5%)
- .
13. Ísland (5,8%)



Hlutfall af ferðamönnum sem munu mjög líklega ferðast til Evrópu næstu 24 mánuði

Thinking about future travel for leisure, we're interested to know how likely you are to realistically visit each of the following continents in the next 24 months. Please drag the cursor somewhere between 0 and 10 where 10 means you definitely will visit and 0 means you definitely will not visit that continent.

EVROPA



74%



76%



64%



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74%



76%



64%

59% ferðamanna frá USA telja að Ísland sé hluti af Evrópu.

Ítalía: 92%

Danmörk: 81%

Noregur: 78%

Svíþjóð: 80%

Finnland: 77%

England: 82%

Þýskaland: 89%

Nýja Sjáland: 6%

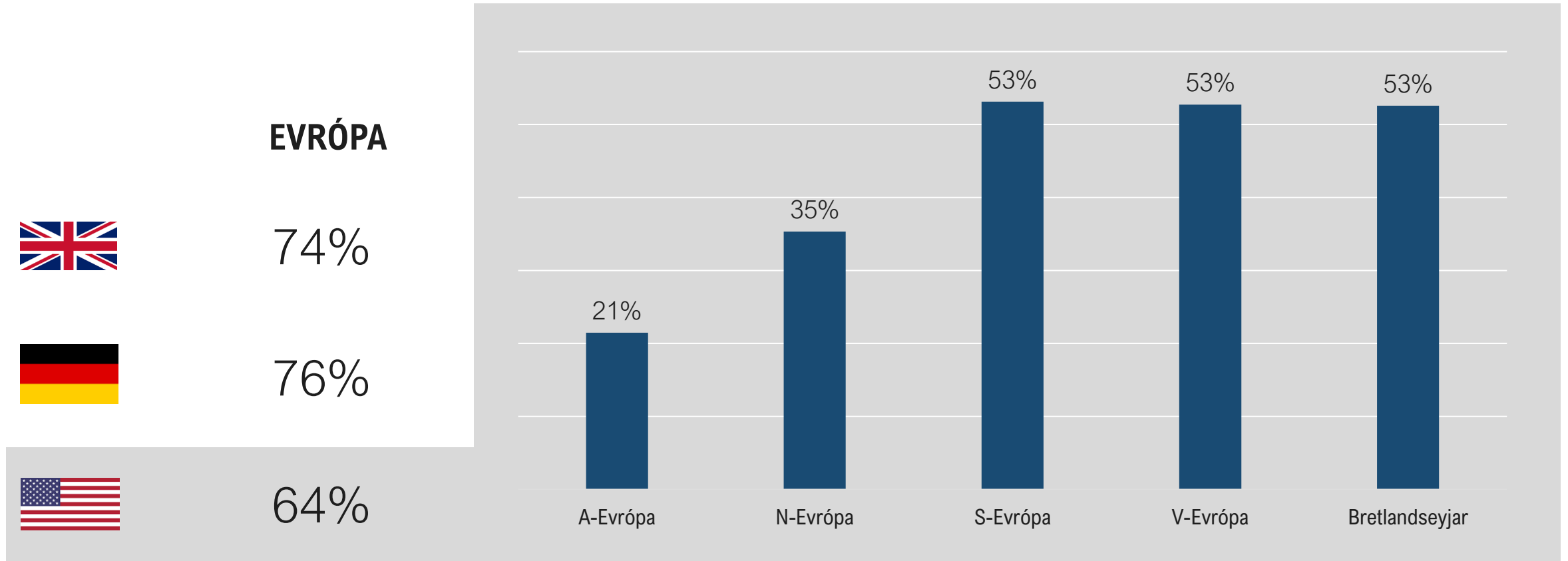
Færeyjar: 24%

Rússland: 39%



Hlutfall af ferðamönnum sem munu mjög líklega ferðast til Evrópu næstu 24 mánuði

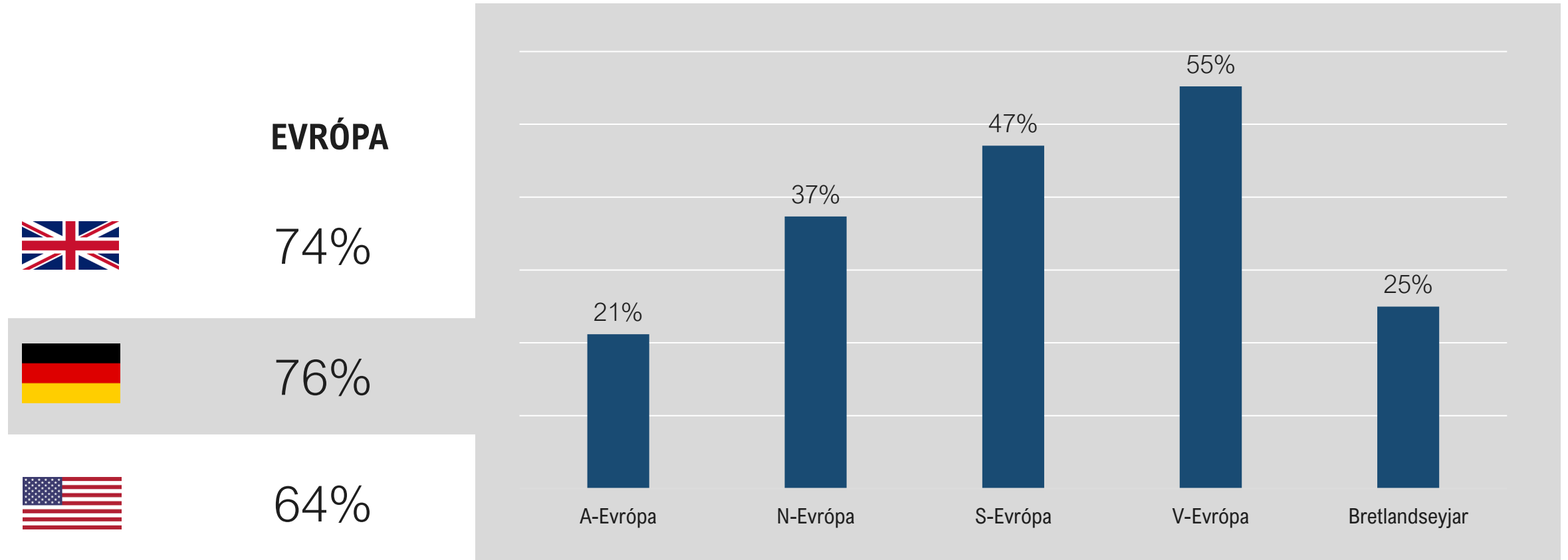
You rated Europe as a continent you would like to visit. We'll repeat the same exercise as we have just done, but now please rate the following regions within Europe in terms of your realistic likelihood to visit in the next 24 months.





Hlutfall af ferðamönnum sem munu mjög líklega ferðast til Evrópu næstu 24 mánuði

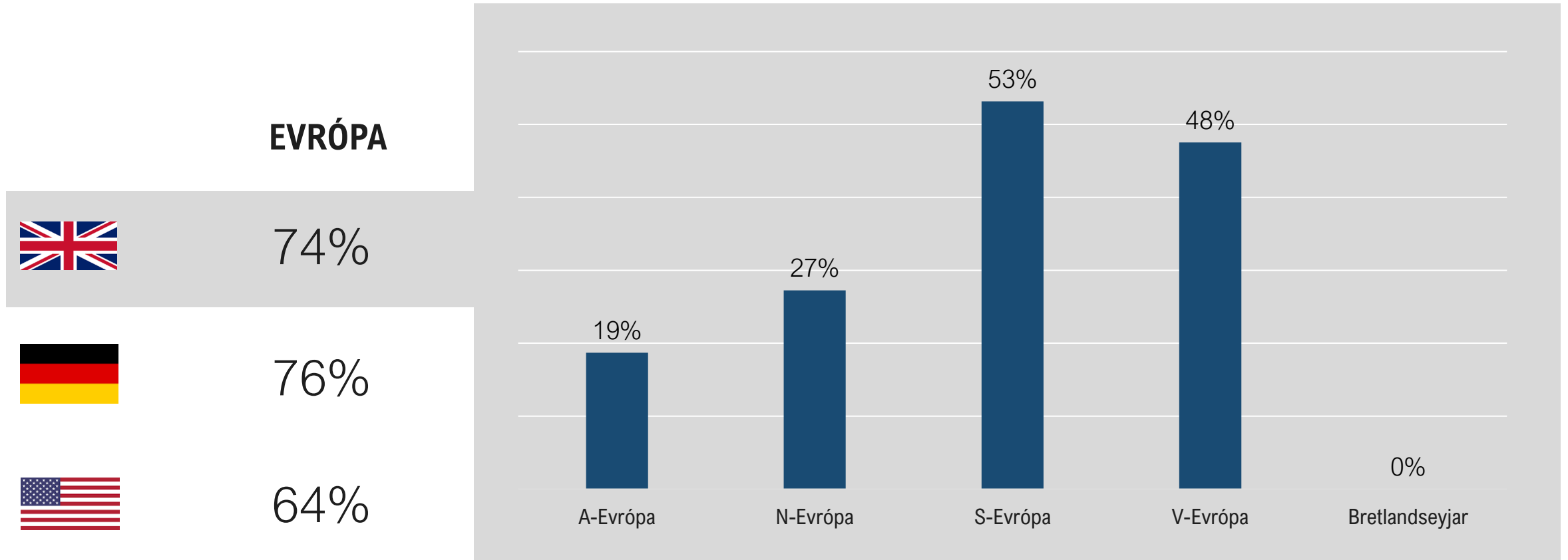
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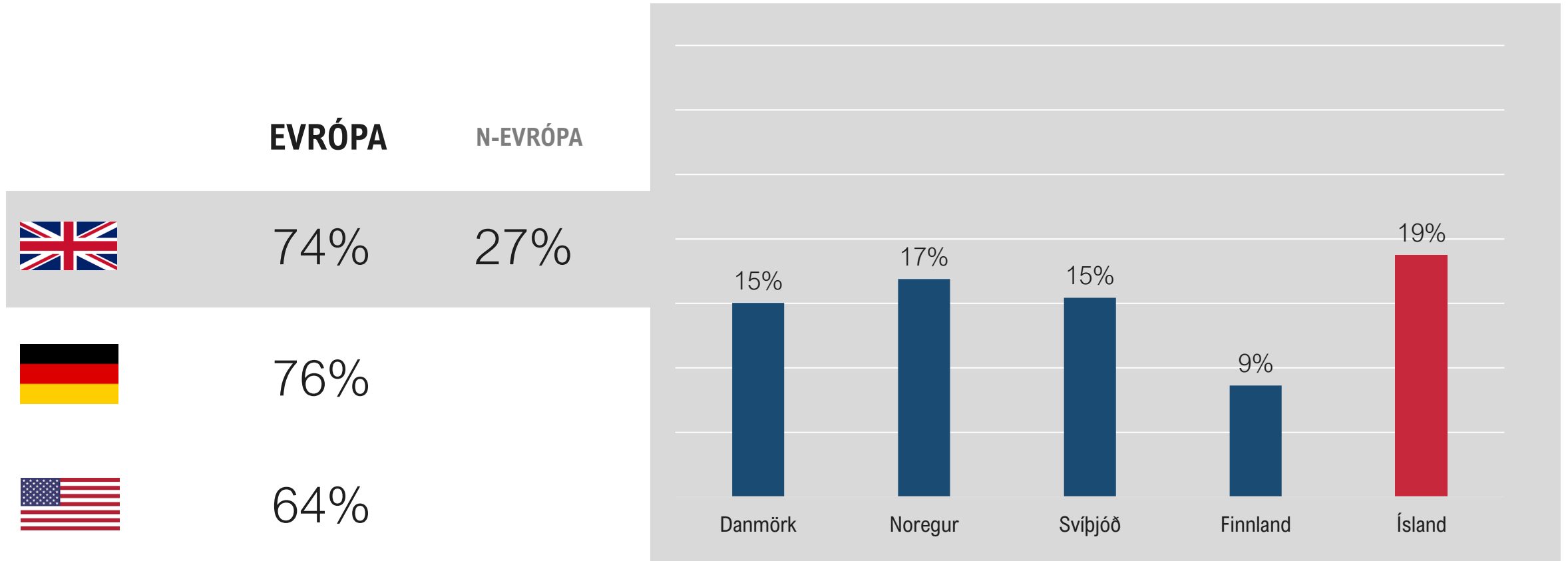
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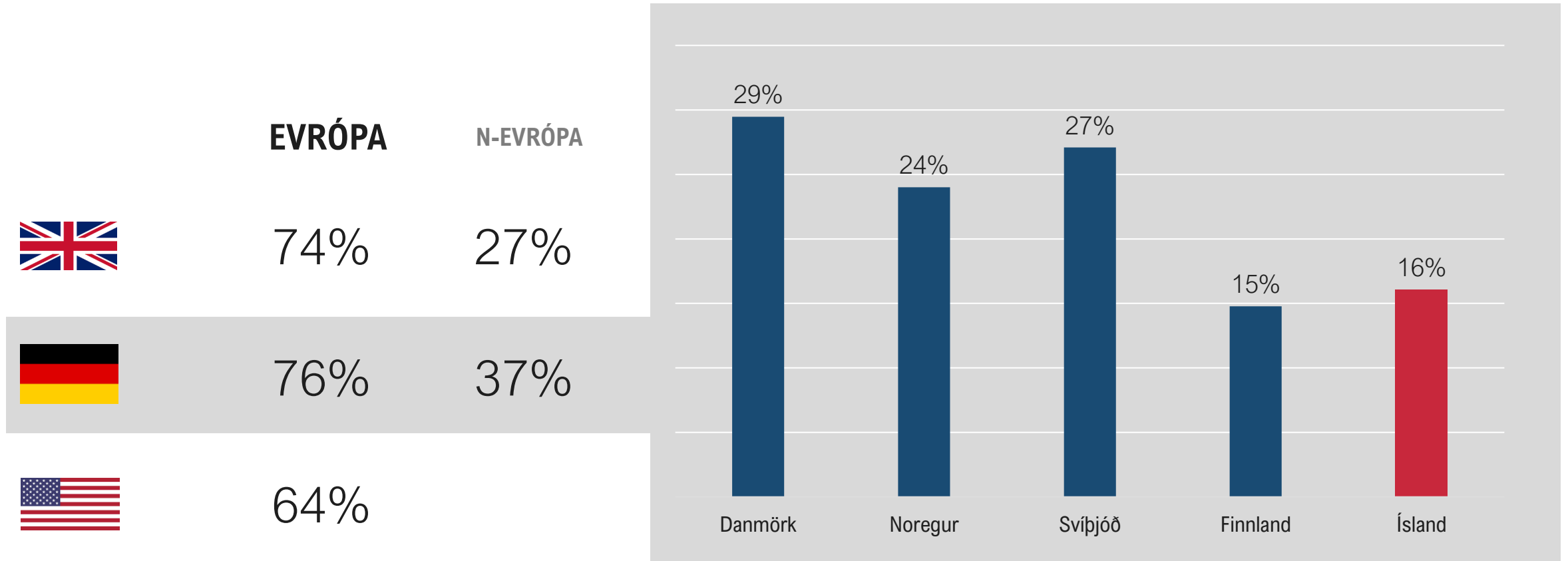
Can you please tell us when realistically, if ever, do you intend to visit the following countries? – within 24 months





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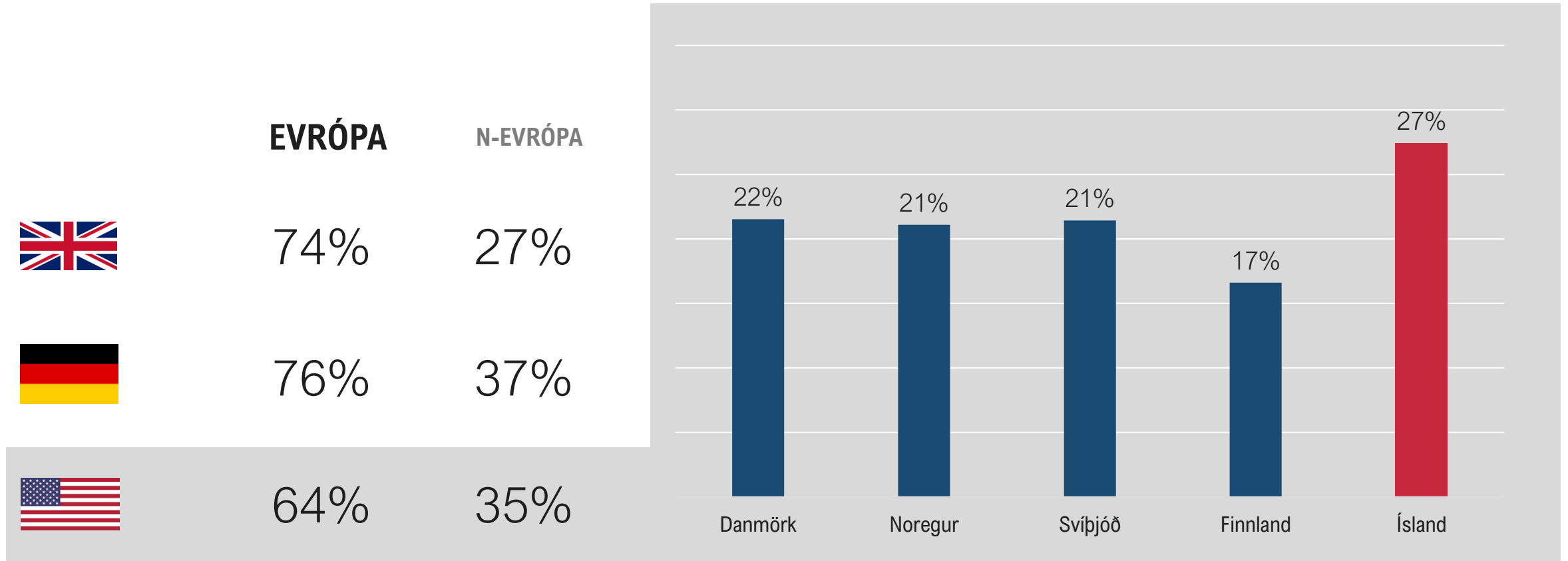
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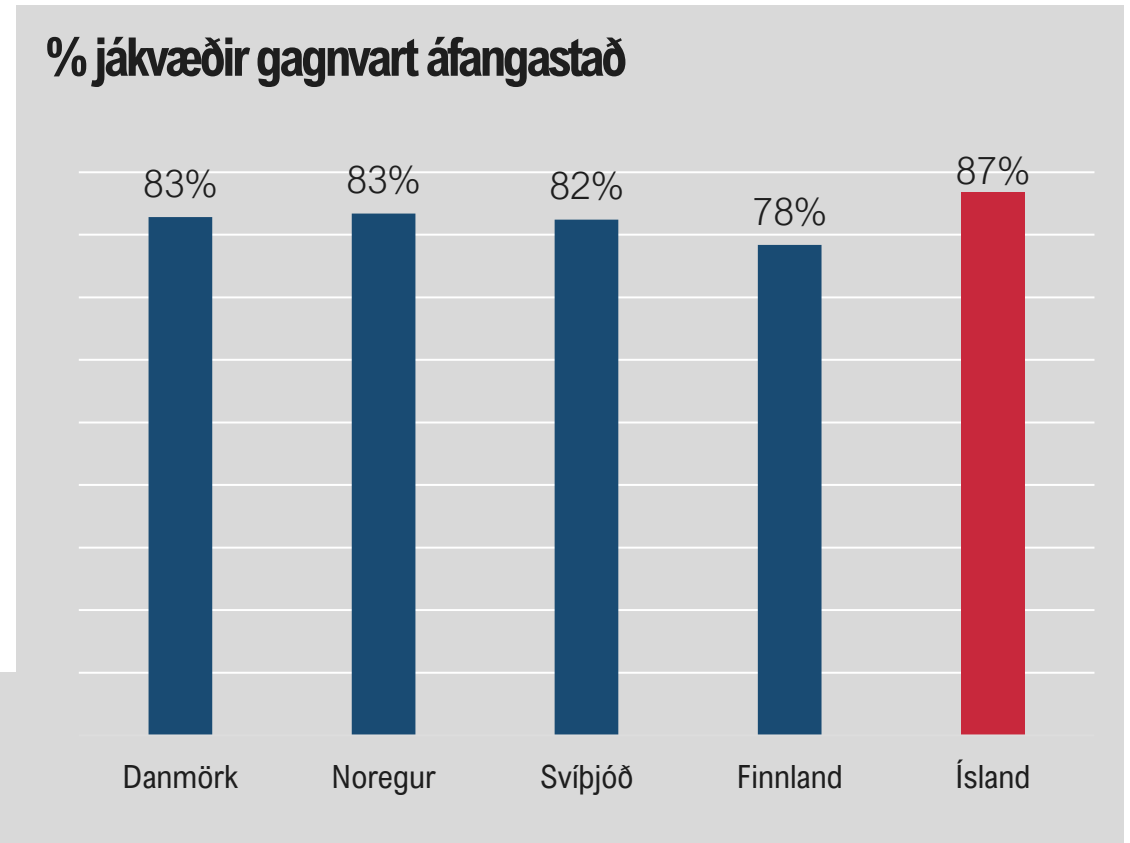




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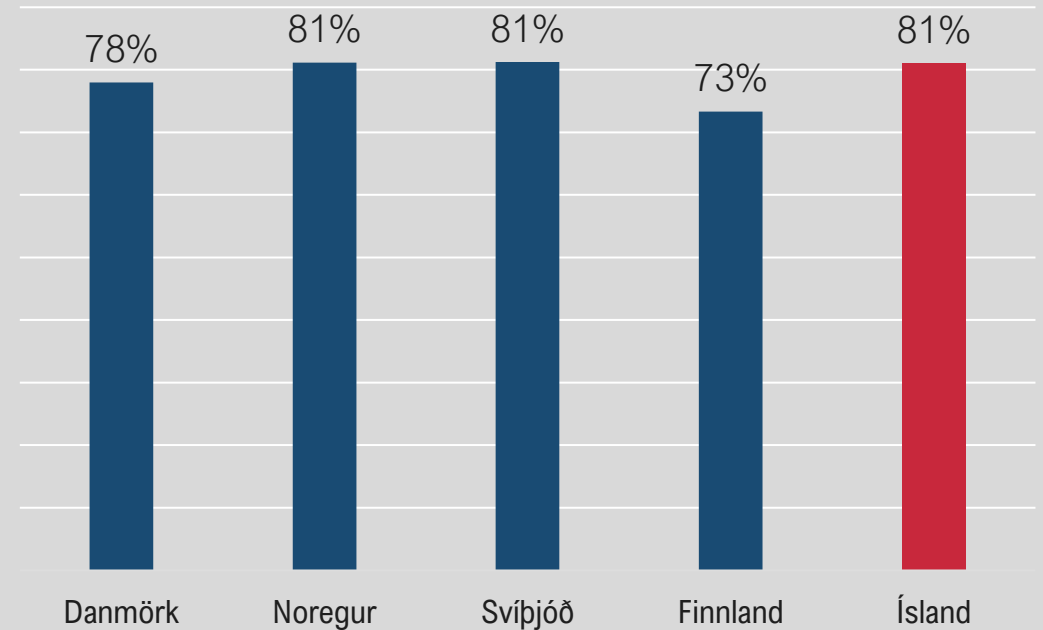


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% jákvæðir gagnvart áfangastað



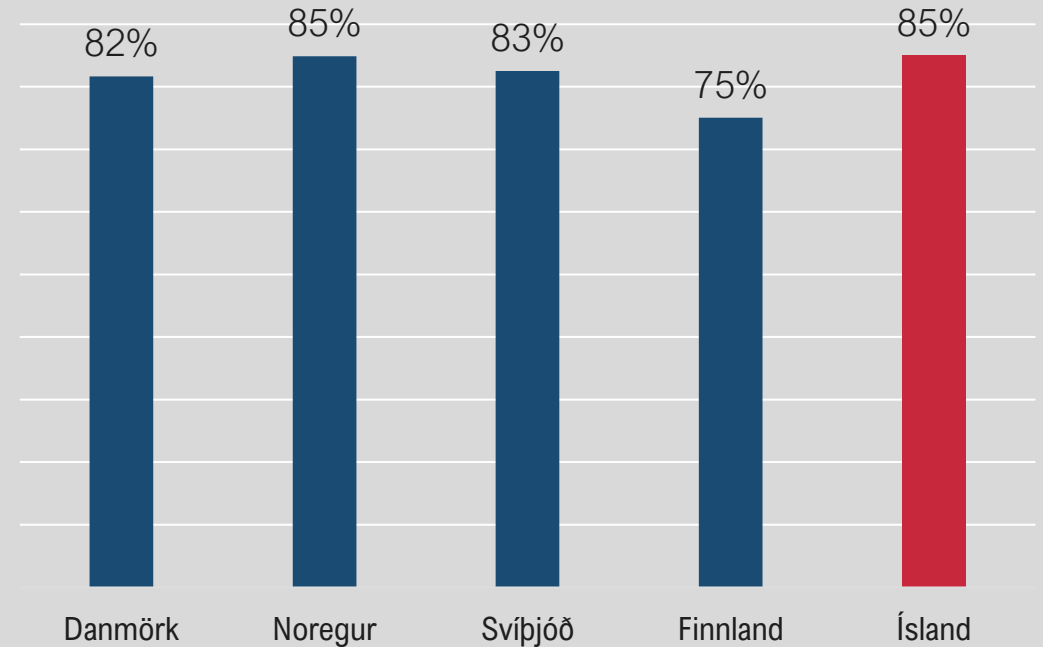


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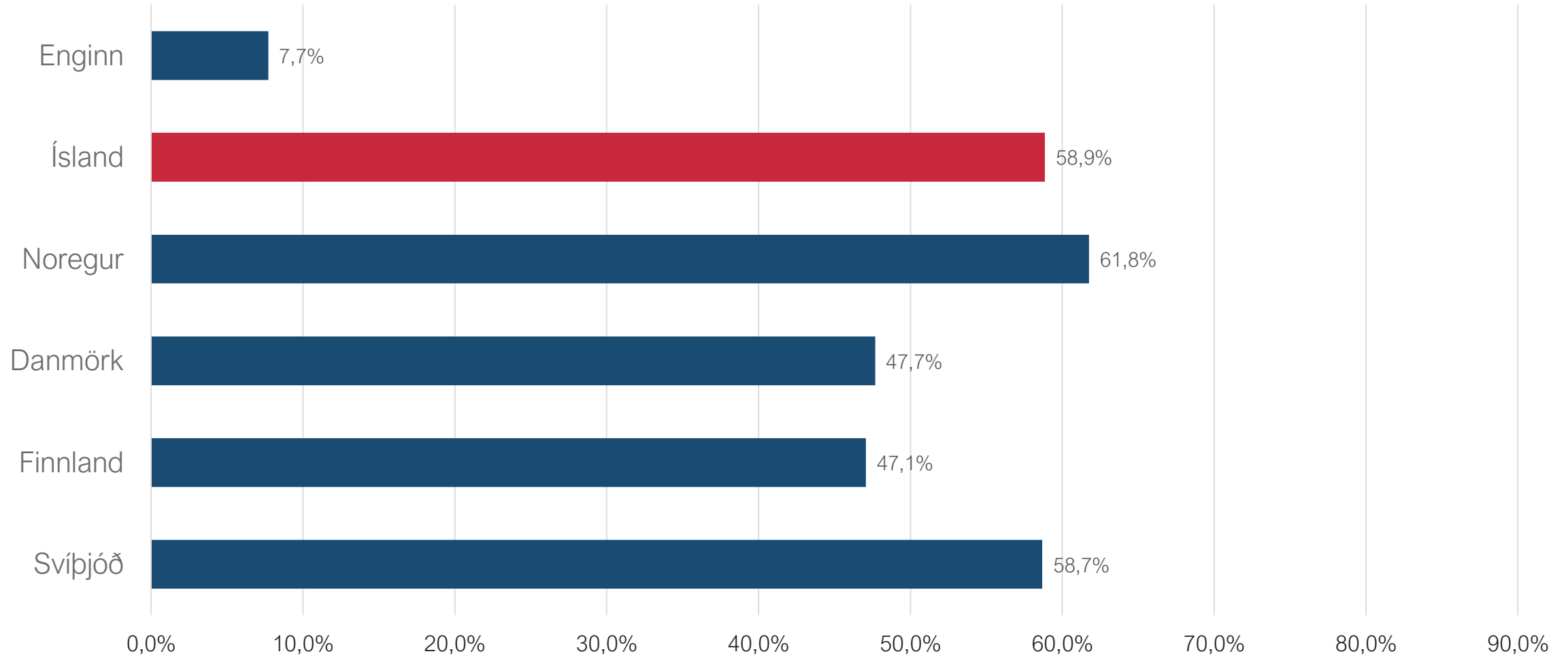


Hlutfall svarenda sem tengja staðhæfingu við áfangastað

For each statement, please select as many countries to which you think that statement applies: Is an expensive place to travel



Dýr áfangastaður



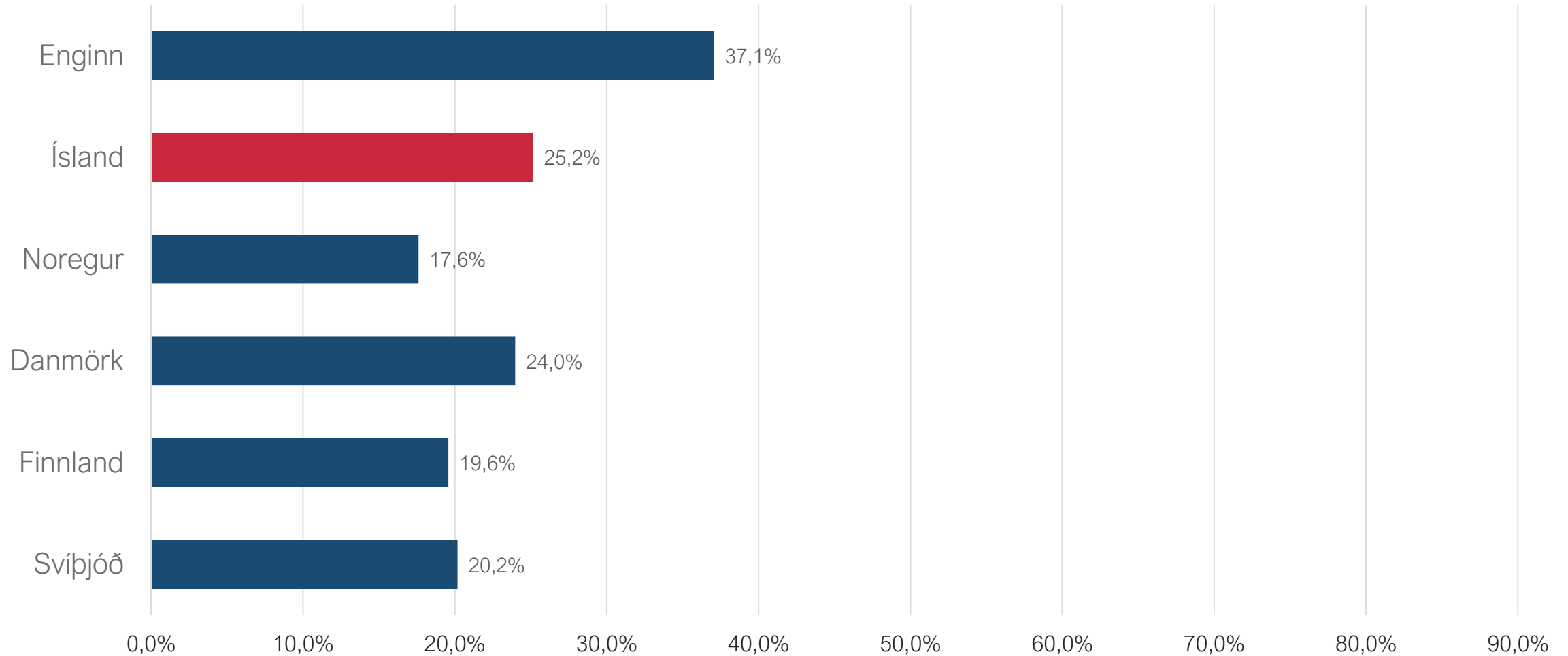


Hlutfall svarenda sem tengja staðhæfingu við áfangastað

For each statement, please select as many countries to which you think that statement applies: Offers good value for money



Gæði samsvara verði



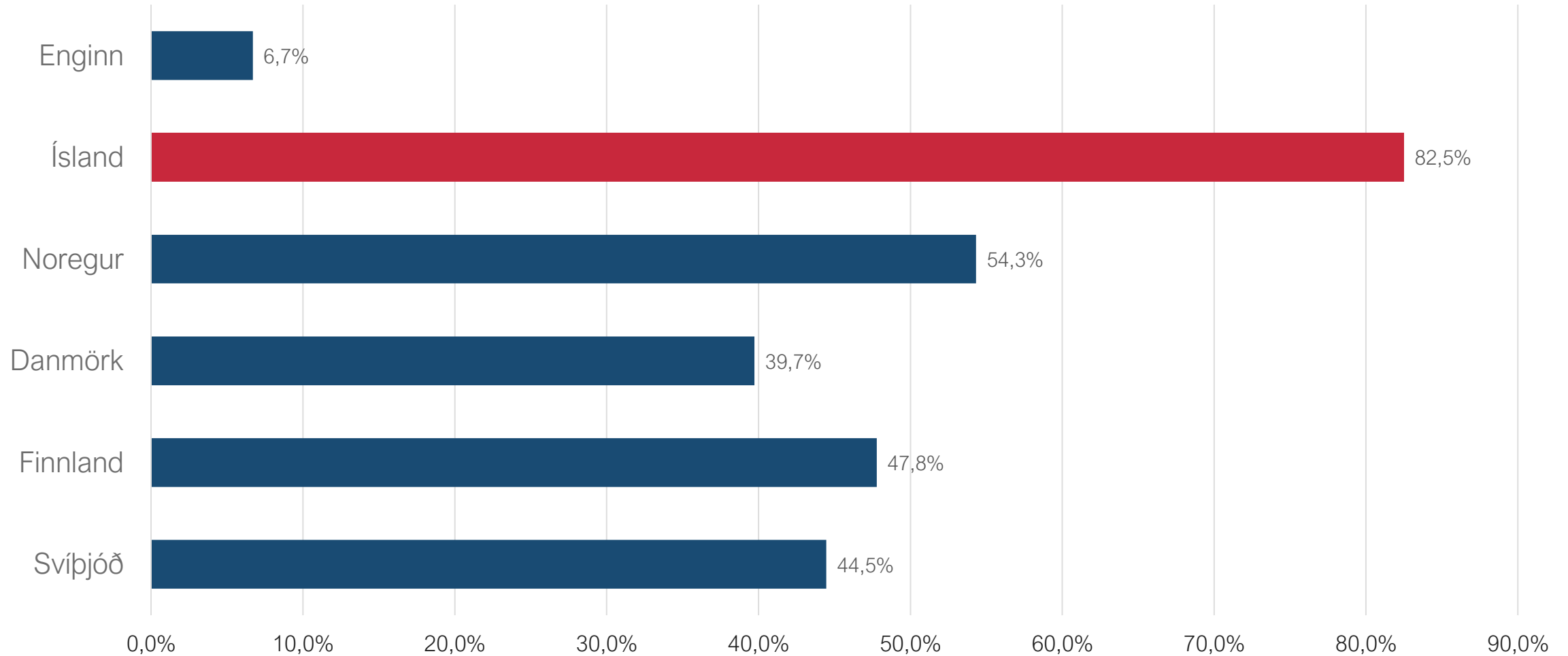


Hlutfall svarenda sem tengja staðhæfingu við áfangastað

For each statement, please select as many countries to which you think that statement applies: Offers unique experiences that can only be found in that country



Býður upp á einstaka upplifun sem aðeins er hægt að finna í þessu landi

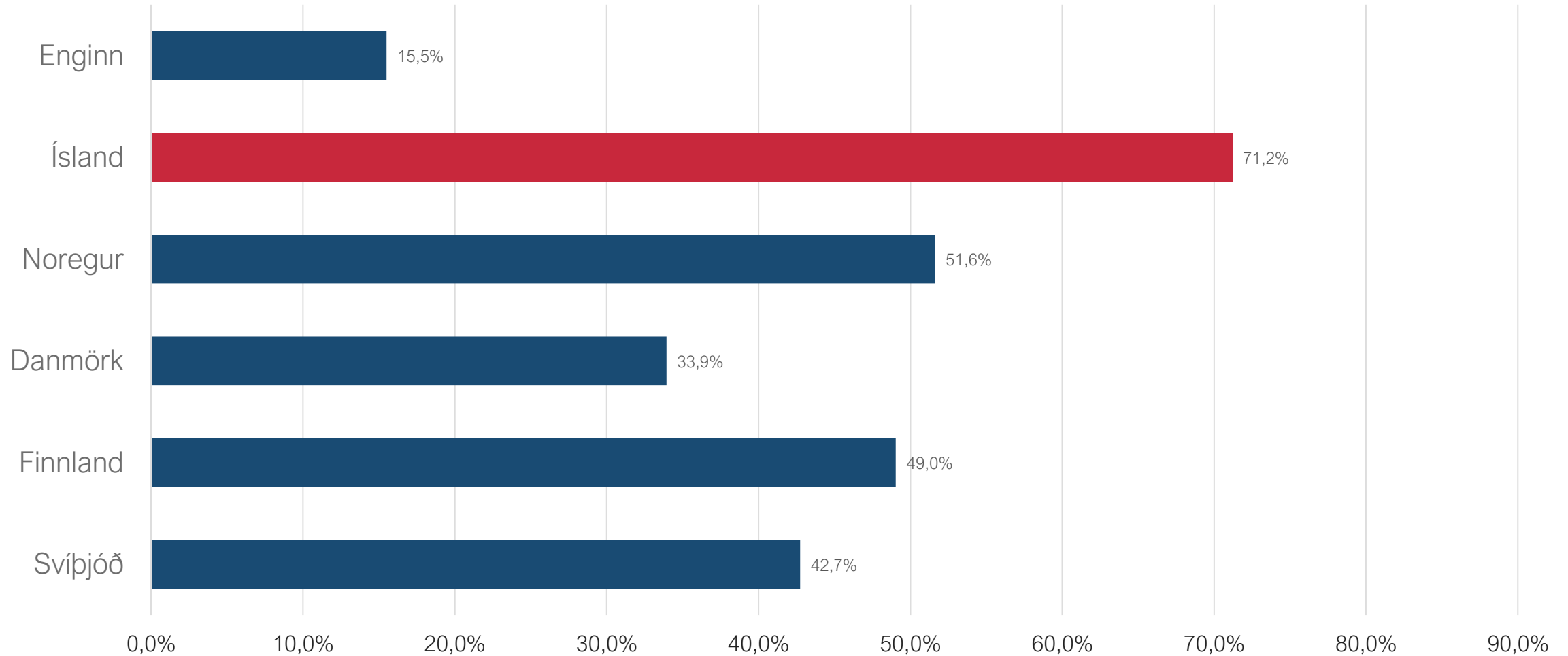




Hlutfall svarenda sem tengja staðhæfingu við áfangastað

For each statement, please select as many countries to which you think that statement applies: Offers experiences that push you outside of your comfort zone

Upplifanir sem koma þér út úr þægindarammanum



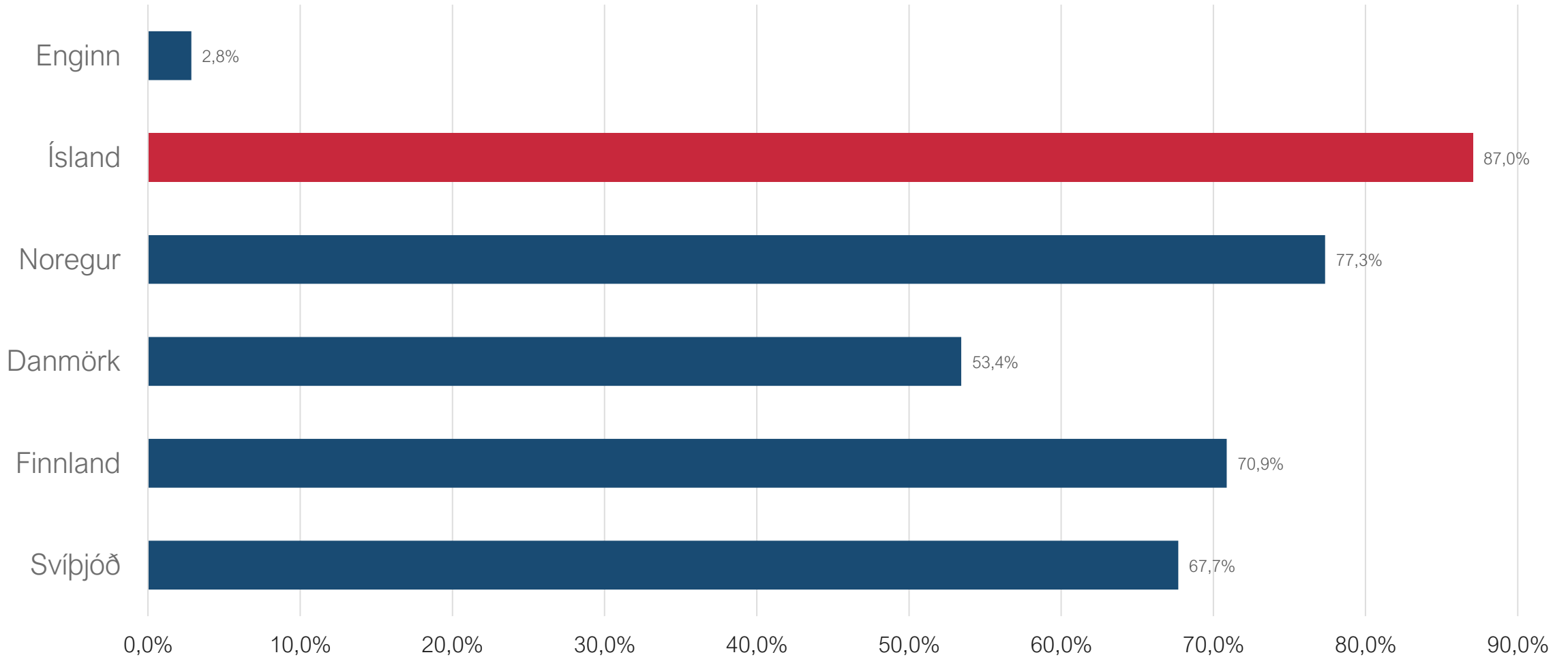


Hlutfall svarenda sem tengja staðhæfingu við áfangastað

For each statement, please select as many countries to which you think that statement applies: Allows you to get close to nature



Nálægð við náttúru



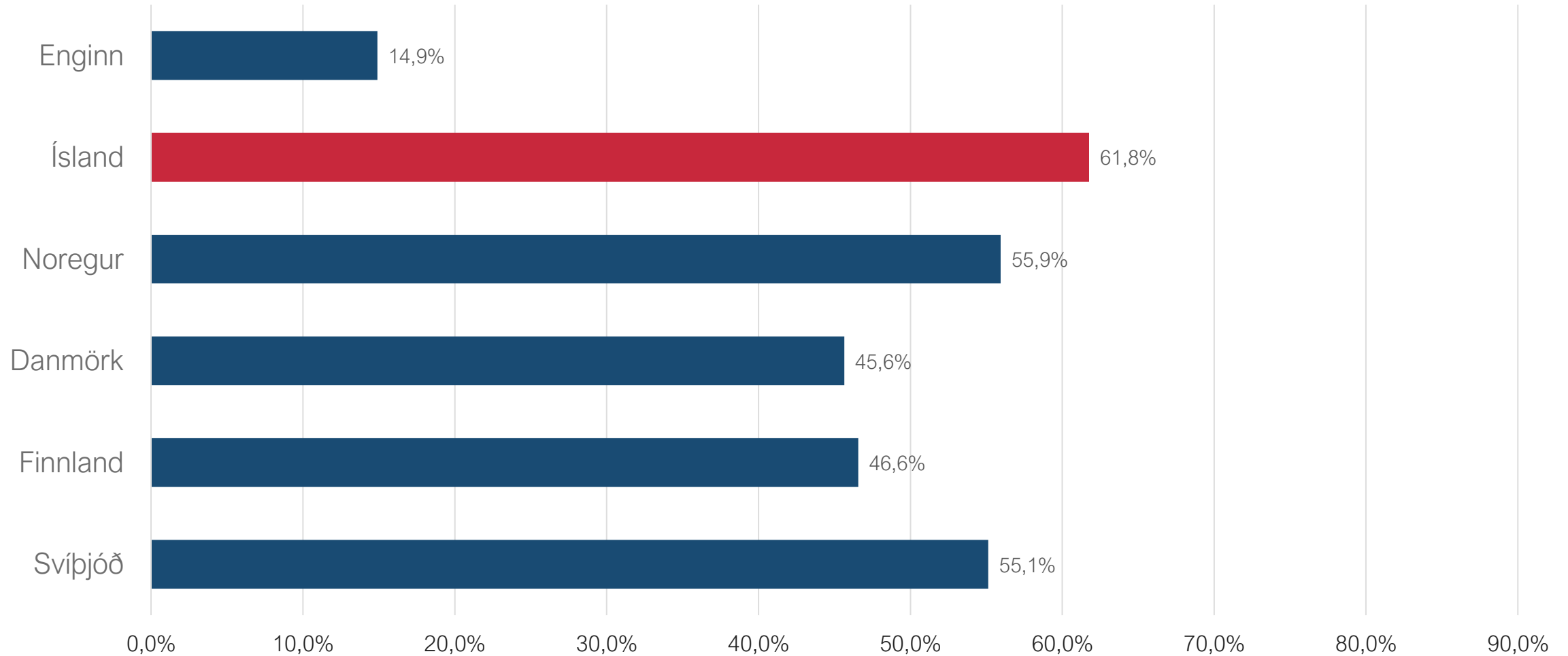


Hlutfall svarenda sem tengja staðhæfingu við áfangastað

For each statement, please select as many countries to which you think that statement applies: Is a country that is particularly concerned with the environment and sustainable practices



Land sem setur sjálfbærni og umhverfi í forgang

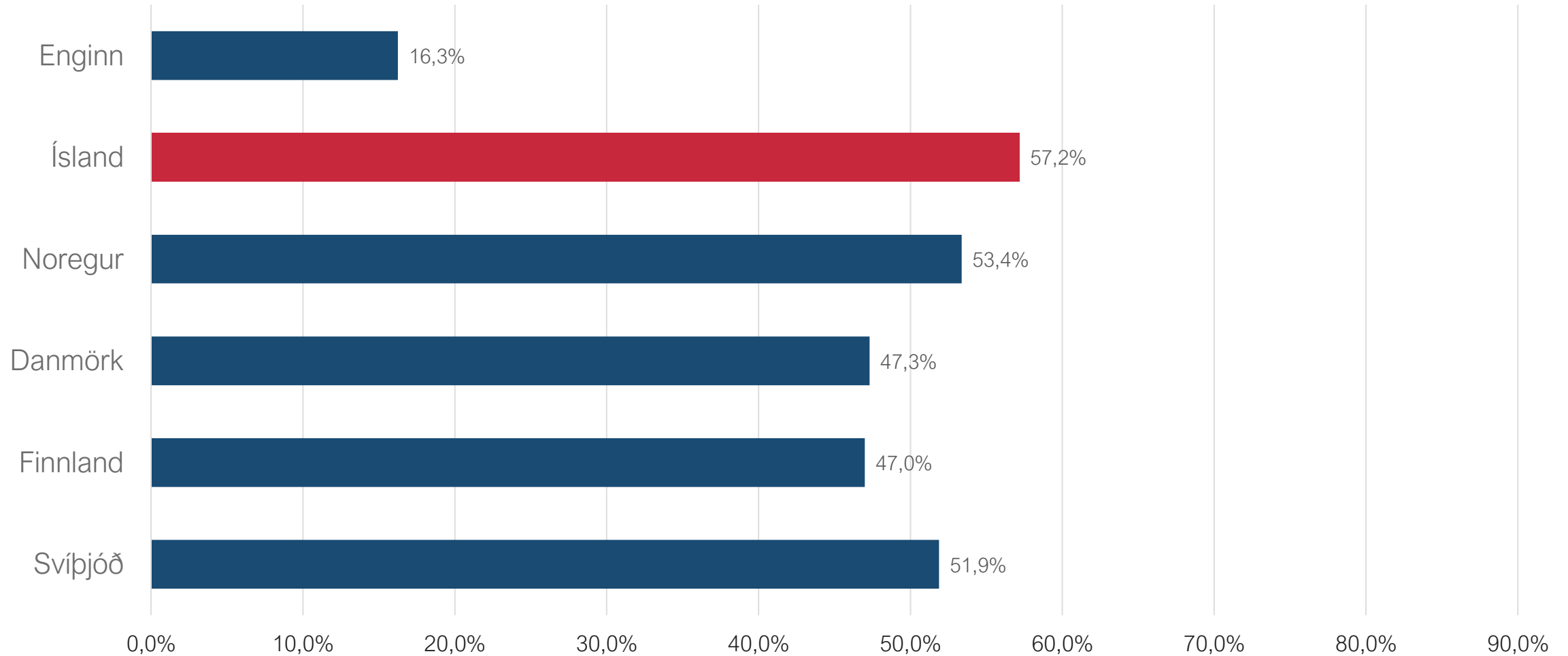




Hlutfall svarenda sem tengja staðhæfingu við áfangastað

For each statement, please select as many countries to which you think that statement applies: Makes me feel connected to history and local customs

Tengir mig við sögu og hefðir



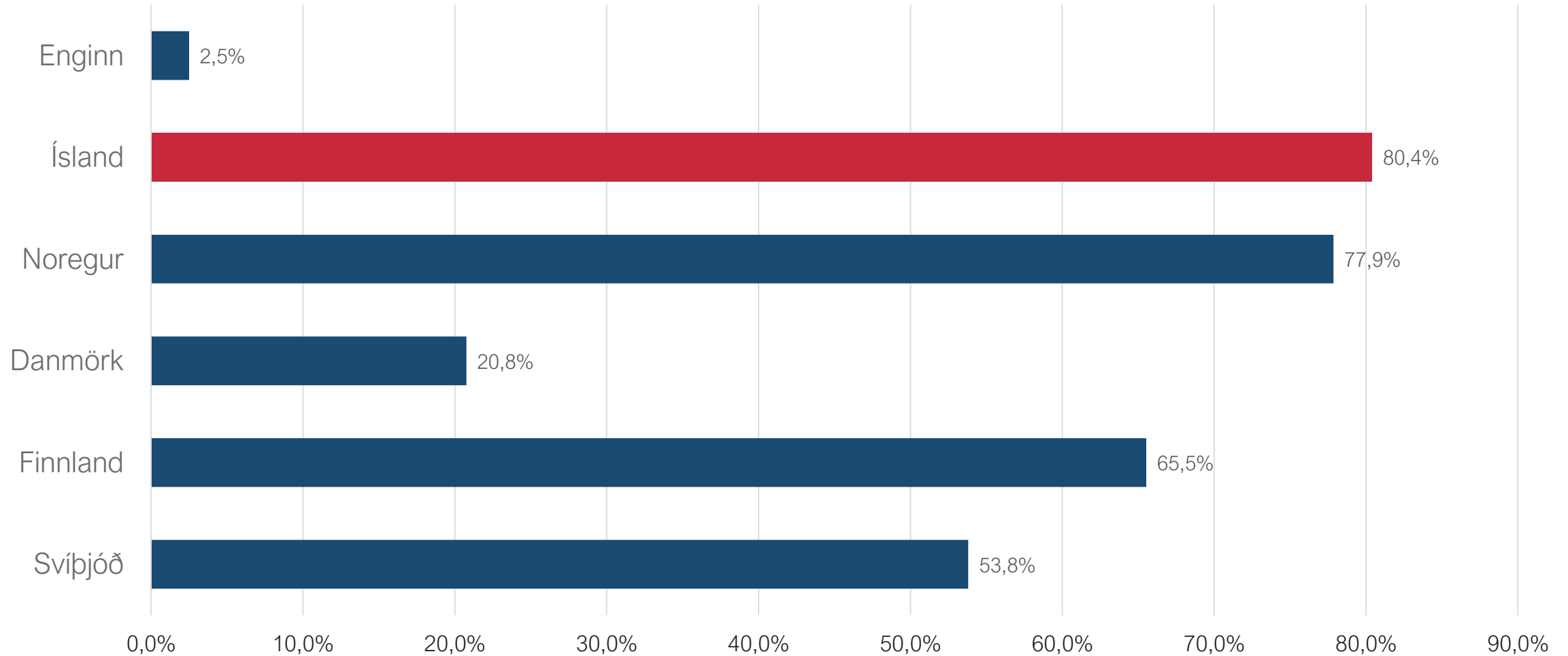


Hlutfall svarenda sem tengja staðhæfingu við áfangastað

For each statement, please select as many countries to which you think that statement applies: Offers winter experiences including Northern Lights



Norðurljós





Iceland Insights: Search Share vs Comp Set

Markets	2019 Search Share	April + May 2020 Search Share
US	24.9%	18.1% ↓
UK	23.5%	20.2% ↓
Germany	12.5%	11.1% ↓

Source: 1st Party Expedia Group Search data;

Date Range(s): 2019 vs April and May 2020

Points of Sale (POS) used: All Expedia POS | Competition Set: Finland, Norway, Denmark and Sweden



ÍSLANDSSTOFA

Ísland - saman í sókn
