# Travel Destination Iceland Íslandsstofa

Survey in European Markets January 2017

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**Contents & Fieldwork** 





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Denmark	54	
France	149	-
Germany	244	-
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# Fieldwork summary and respondents

Fieldwork summary		Numb
Client:	Íslandsstofa	Denm
Fieldwork period:	January 2017	Franc
		Germ
Methodology:	Online	Unite
Sample:	Nationally representative. 18+ years of age in for Denmark, France, Germany and United Kingdom	

Number of respondents	
Denmark:	1006
France:	1005
Germany:	1047
United Kingdom:	2027



This seventh (near) annual "Travel destination Iceland" survey in Denmark, France, Germany and the United Kingdom reveals that views on Iceland as a travel destination have shifted considerably. For example, of the surveyed nationalities, between 9% and 20% say they would definitely consider travelling to Iceland during the months of September through April. This is a notable increase from previous years where this number has, since 2012, doubled in Germany, tripled in Denmark and France and quadrupled in the UK.

At the same time positivity towards Iceland as a travel destination keeps growing and is now measured at an all time high at near or over 70% in all markets surveyed. Furthermore an average of 30% of respondents in each country claimed an intent to visit Iceland within three years which is a five percentage point increase since 2015. In comparison, claimed three year travel intent for other destinations surveyed was 36% for Norway, 30% for Canada, 23% for Finland and 19% for New Zealand.

As in previous years, nature is what most people (70% on average) mention when asked what comes to mind when thinking about Iceland. This is a slight increase from last year.

Interestingly we see a significant shift in attitudes when asking about positivity towards Icelandic products. Whereas in past years a significant majority of respondents has stated indifference towards Icelandic products we are now at a point where more than half is taking a stance in all counties surveyed. What's more – a vast majority of views tend to be positive. As it currently stands, an average of 45% of respondents state indifference towards Icelandic products (compared to 51% in 2015 and 62% in 2011) and 54% say they are positive towards Icelandic products (compared to 51% in 2015 and 62% in 2011) and 54% say they are positive towards Icelandic products (compared with 46% in 2015 and 31% in 2011). Furthermore, skyr is fast becoming one of Iceland's best know product with 33% in Denmark, 13% in Germany and 20% in the UK mentioning skyr as the first Icelandic product they can think of. This is a huge change, especially in Germany and the UK where the product received a near 0% first mentions in 2015.

Similarly as in 2015, the attributes people most frequently associate with Iceland as a travel destination have to do with Iceland being a safe destination, a place to enjoy wilderness, stillness, purity, extraordinary landscapes and natural wonders. We also see that near 90% of those interviewed believe Iceland is not too far away to travel to. Interestingly there are also improvements on issues which previously had been identified as weak spots. For example 42% of the British and 20% of Germans now site Iceland as a good destination for a city break experience (up from 34% and 15% in 2015, respectively). A similar trend can be noted in Denmark and France although to a smaller degree.

**Market Segments** 





#### **ABOUT SEGMENTATION**

- > Segmentation built on behavioural questions
  - I.e. questions regarding how people plan their travels and what is it that people like to experience
- > The goal is to isolate groups of people that have similar expectations
  - With aim to isolate groups that are likely to be interested in our product
- > Analysis revealed five groups of travellers
  - Three groups that are unlikely Iceland visitors
  - Two groups that are more likely to consider Iceland



### THERE ARE SOME THAT ARE JUST NOT LIKELY TO VISIT ICELAND (63 out of 100)

- > The sun lovers
- > The holidaymakers (for whom travel is a more of a treat rather than a lifestyle)
- > The mainstream bargain travellers (families making a living)

### WHAT THEY TEND TO HAVE IN COMMON (OVER OTHER GROUPS)

- > Prefer holidaying to warm and sunny destinations
- > Less positive towards travel to Iceland or other "off-track" destinations such as New Zealand, Canada, Norway or Finland.

### WHAT SETS THEM APART (RELATIVELY)

### THE SUN LOVERS (19%)

- > Do not like to travel independently or take holidays of the beaten track
- Use internet and social media to get information about what's happening but do not use social media to share experiences
- Not likely to visit any of the 5 travel destinations
- > Average income
- > Lowest propensity in France

### **THE HOLIDAYMAKERS (16%)**

- Likely to travel independently (and even off the beaten track)
- Want to learn about culture and history of travel destination
- > Do not use internet to get information nor use social media to share experiences
- > Age above average (74% aged 45+)
- > Below average income
- > Few or no children in household
- > High propensity in Germany

### **MAINSTREAM BARGAIN TRAVELLER (28%)**

- > Overall more negative towards travelling
- > Keen to use social media to share experiences
- > Tend to fall out to lower income brackets
- > Relatively young (53% under 45)
- > More likely to have children at home
- > Highest propensity in France



### THEN THERE IS THE ENLIGHTENED TRAVELLER (37 OUT OF 100)

- > The Active Traveller
- > The Adventure Traveller

### WHAT THEY TEND TO HAVE IN COMMON (OVER OTHER GROUPS)

- > Do not only want to go on holiday in warm an sunny places
- > Want to learn about the culture and history of the travel destination
- > Tendency to seek new travel destinations
- > Use the internet on a regular basis to get information about what's happening in the world
- > Tend to be positive towards Iceland and other "off-track" destinations such as New Zealand, Canada, Norway or Finland
- > On average higher income
- > Higher education (near 50% with University degree)
- > Tendency to travel abroad more often than the average person
- > Positive towards Iceland as a travel destination (81%+)
- > Likely to consider Iceland during winter season (61%+)
- > More likely to intend to visit Iceland (35%+ within 3 years)



### HOWEVER WE FOUND THAT THERE ARE TWO TYPES OF THE ENLIGHTENED TRAVELLER

### **THE ACTIVE TRAVELLER (19%)**

- > Age above average (62% aged 45+)
- > More likely to have few or no children in household
- > Do not use social media to share experiences
- > Want to travel independently and off the beaten track
- > Higher propensity in Denmark

## **THE ADVENTURE TRAVELLER (18%)**

- > Younger than average (54% under 45)
- > More likely to have (young) children
- > High propensity to use social media to share experience
- > Not as keen to travel independently and off the beaten track
- > More likely to seek new travel experiences
- > Higher propensity in the UK and in Denmark



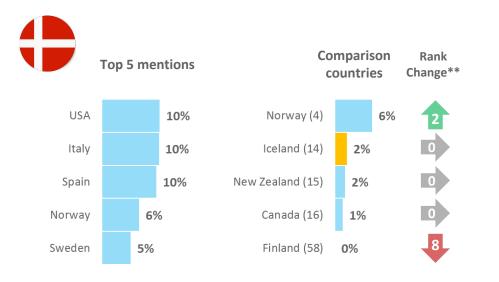


Main Results | Top of Mind Travel Destinations

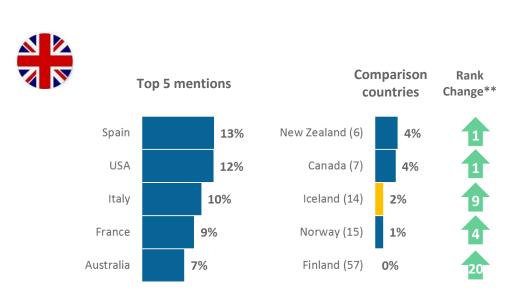


# **Top of mind travel destinations | First Mentions**

Which countries come to mind when thinking about travel destinations to experience both nature and culture?\*



Comparison Rank **Top 5 mentions** Change\*\* countries 14% 4% Spain Canada (8) 10 2 4 12% Norway (11) 3% Italy 7% New Zealand (17) 2% France Iceland (20) 2% USA 7% 6% Finland (36) 0% Austria



Comparison Rank **Top 5 mentions** Change\*\* countries 12% Canada (3) 7% Italy 11% Iceland (15) 2% Spain 7% Norway (21) 1% Canada USA New Zealand (26) 1% 6% 2 5% Finland (43) 0% Japan

4

3

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# **Top of mind travel destinations | First Mentions | Development**

Which countries come to mind when thinking about travel destinations to experience both nature and culture?\*

To ra	tal nk <b>Country</b>	Apr 2015	+/-	Jan 2017	Apr 2015	+/-	Jan 2017	Apr 2015	+/-	Jan 2017	Apr 2015	+/-	Jan 2017			
Top 10 m	entions															
	1 Spain	8,6%	<b>Z</b> V	9,5%	11,9%	2	11,2%	16,2%	4	14,3%	11,8%	<b>a</b>	12,6%			
	2 Italy	12,2%		9,9%	13,3%		12,1%	12,4%	2	12,2%	9,3%	•	10,4%			
3	B USA	8,0%	Ŷ	10,1%	8,8%	4	5,9%	6,7%	Z.	6,8%	12,8%	2	12,4%			
4	4 France	6,3%		4,9%		<del>Z</del>		6,4%	<del>a</del>	7,0%	9,3%	21	9,1%			
ļ	5 Australia	2,4%	2	2,3%	3,4%	Ŷ	4,5%	2,5%	2	2,3%	7,4%	<del>a</del>	7,4%			
(	6 Canada	1,5%	2	1,4%	6,3%	<del>Z</del>	7,2%	1,5%	•	3,5%	3,1%	27	3,7%			
-	7 Greece	5,6%	2	5,0%	4,2%	4	3,2%	4,0%	2	3,9%	4,1%	-	2,6%			
8	3 United Kingdo	om <b>5,0%</b>	<b>Z</b>	5,0%	3,3%	2	2,8%	3,4%	2	3,0%		27				
(	9 Thailand	5,8%		4,2%	4,1%	21	3,2%	2,8%	2	3,0%	2,1%	27	2,3%			
1	.0 Norway	6,1%	27	6,5%	0,8%	2	1,3%	2,8%	2	2,6%	1,3%	27	1,5%			
Comparis	on countries															
	6 Canada	1,5%	2	1,4%	6,3%	<del>a</del>	7,2%	1,5%	•	3,5%	3,1%	<del>a</del>	3,7%			
1	.0 Norway	6,1%	27	6,5%	0,8%	27	1,3%	2,8%	2		1,3%					
	.5 New Zealand	2,0%	2	1,8%	0,7%	2		2,2%	2		3,4%		,			
1	.7 Iceland	2,3%	2	2,2%	1,3%	27	1,7%	0,6%	27	1,6%	0,8%		/			
4	8 Finland	0,1%	2	0,1%	0,4%	2	0,4%	0,2%	2	0,3%	0,1%	<b>A</b>				



# **Top of mind travel destinations | First Mentions**

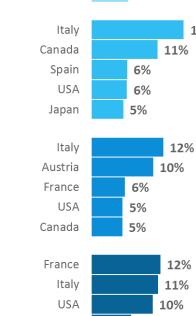
Which countries come to mind when thinking about travel destinations to experience both nature and culture?\*











Canada Spain

**Top 5 mentions** 

USA

Italy

France

Germany

Norway

10%

**9**%

**9**%

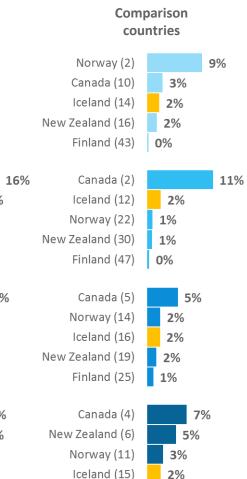
6%

6%

7%

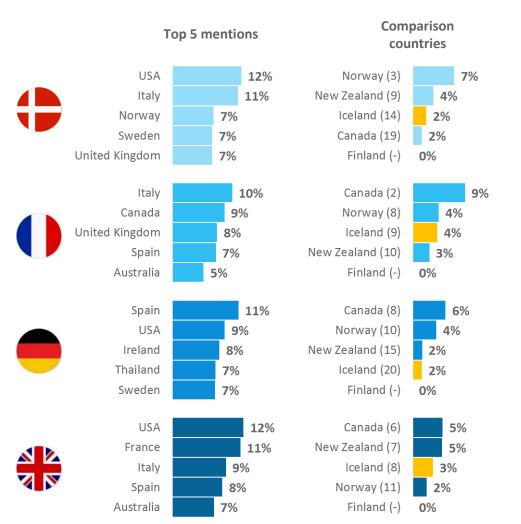
5%

### **Active Traveller**



Finland (38)

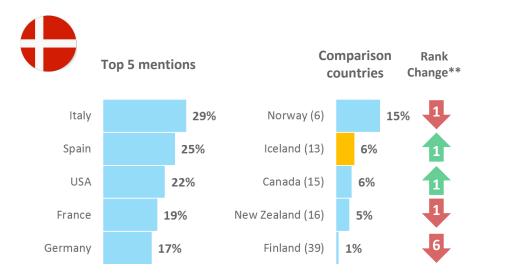
0%



#### Adventure Traveller

# **Top of mind travel destinations | All Mentions**

Which countries come to mind when thinking about travel destinations to experience both nature and culture?\*



Comparison

countries

Rank

Change\*\*

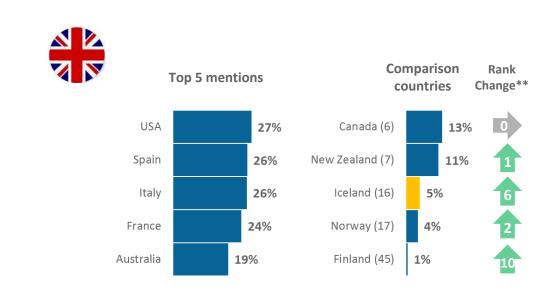
3

3

6

17% 0

Comparison Rank **Top 5 mentions** Change\*\* countries Italy 33% Canada (8) **9**% 6 1 12 8 10 8% Norway (10) Spain 32% 18% Iceland (18) 5% France New Zealand (21) 4% USA 16% 13% Finland (28) 2% Greece



26% Canada (4) Italy Spain 23% Iceland (18) 4% 20% Norway (21) 4% USA 17% New Zealand (26) 2% Canada Australia 11% Finland (29) 2%

**Top 5 mentions** 

Open question – Up to three mentions

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\*\* Rank change of comparison countries since April 2015

# **Top of mind travel destinations | All Mentions | Development**

Which countries come to mind when thinking about travel destinations to experience both nature and culture?\*

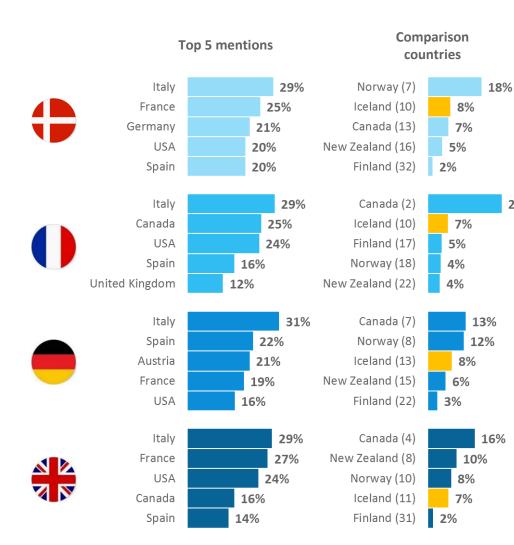
Total rank	Country	Apr 2015 +/-	Jan 2017	Apr 2015	Jan +/- 2017	Apr 2015 +/-	Jan 2017	Apr 2015	Jan +/- 2017
Top 10 men	tions								
1	Italy	35,6% 🖕	29,0%	29,0%	🖕 25,9%	33,4% 🖄	33,2%	25,5%	<b>7</b> 25,7%
2	Spain	24,0% 🛉	25,0%	24,5%	<b>4</b> 23,4%	31,0% 🔊	31,5%	27,2%	<b>4</b> 25,8%
3	USA	21,0% 🐬	21,6%	22,0%	<b>4</b> 20,3%	15,2%	16,2%	29,5%	<b>4</b> 27,3%
4	France	19,3% 😢	18,9%			20,4% 🖖	17,8%	26,6%	<b>4</b> 23,9%
5	Australia	8,8% 😫	8,3%	11,7%	🖄 11,5%	8,4% 🖖	7,0%	20,3%	<b>&gt;&gt;&gt; 19,3%</b>
6	Greece	16,1% 🖕	13,8%	12,4%	♦ 8,6%	14,3% 🖄	13,3%	10,2%	♦ 8,7%
7	Canada	3,9% 🛉	5,6%	14,9%	🕈 16,9%	5,7% 🛉	9,2%	11,9%	<b>7</b> 12,7%
8	United Kingdom	15,6% 😢	15,1%	10,4%	<b>9,8%</b>	11,5% 🖖	10,2%		
9	Norway	16,9% 🖕	15,5%	3,7%	<b>3,5%</b>	7,0% 🛉	8,1%	3,6%	<b>4,2%</b>
10	Germany	14,9% 🛉	17,0%	5,1%	🖄 4,4%			7,4%	<b>8,3%</b>
Comparison	countries								
8	Canada	3,9% 🛉	5,6%	14,9%	🛉 16,9%	5,7%	9,2%	11,9%	<b>7</b> 12,7%
10	Norway	16,9% 🤚		3,7%	× 3,5%	7,0%		3,6%	<b>4,2%</b>
15	New Zealand	4,9% 🖄	-	2,9%	≥ 2,4%	6,4% 🖖		9,4%	♠ 11,4%
18	Iceland	5,4%	-	3,3%	<b>4,0%</b>	1,5%	4,6%	2,7%	₱ 5,0%
37	Finland	1,1% 🖄		1,8%	<b>7</b> 2,0%	1,0% 🔊	2,0%	0,4%	<b>0,7%</b>
		-					-		



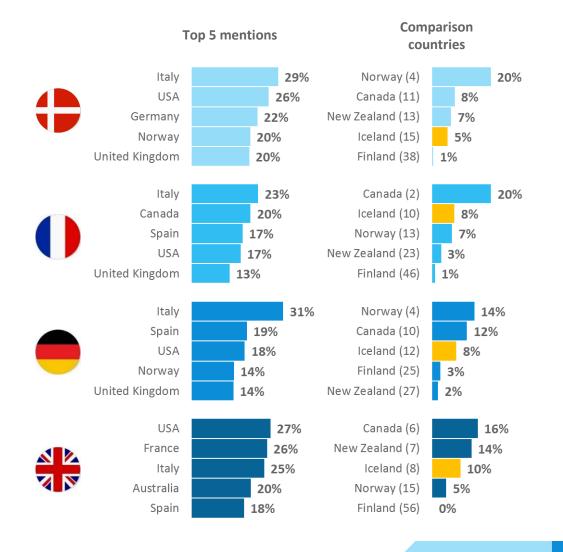
# **Top of mind travel destinations | All Mentions**

Which countries come to mind when thinking about travel destinations to experience both nature and culture?\*

25%



#### **Active Traveller**



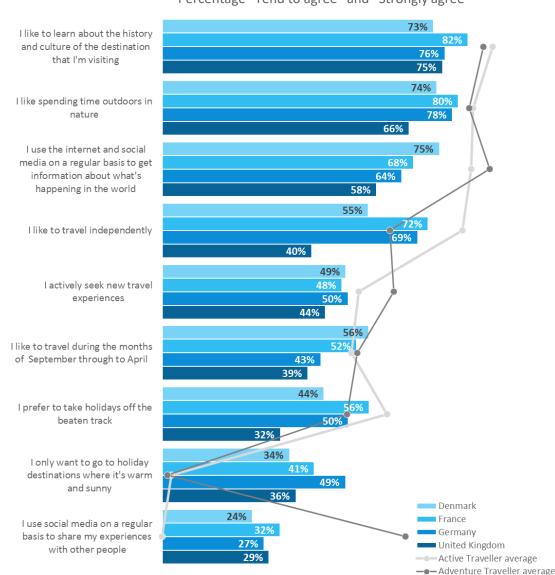
#### **Adventure Traveller**

Main Results | Travel Behaviour





#### Agreement on statements



### **Travel Behavior Statements**

Percentage "Tend to agree" and "Strongly agree"

- Danes tend to use the Internet more than people from the other markets (75%)
- Are more inclined to travel during the winter months (56%)
- But below average on taking holidays off the beaten track (44%) or only where it is warm and sunny (34%)
- -
- French and German very similar travel behavior
  - Though French are more likely to like travelling during months of Sept through April and the Germans are more likely to only want to go on holiday where it's warm and sunny
  - Brits least likely to travel independently (40%)
  - Also well below average on taking holiday of the beaten track
  - Not significantly above average on any of the statements



Development | Agreement on statements

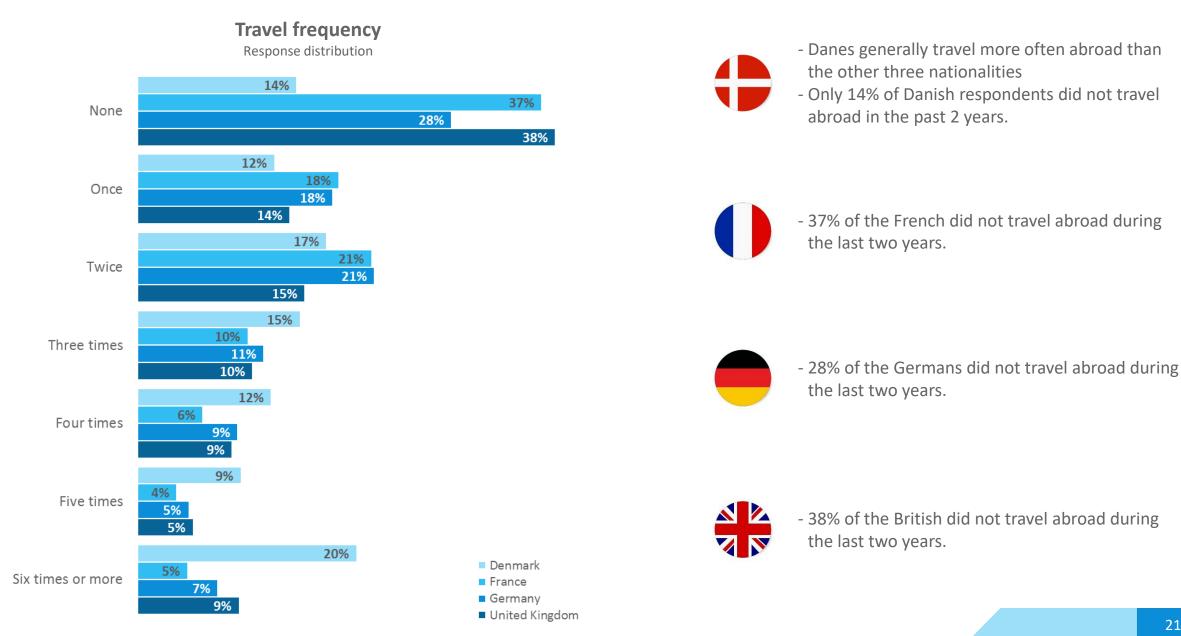
I like to learn about the history an	d culture of the destination that I'm visiting				
38% 35%	43% 39%	45% 3:	L%	47%	28%
38% 39%	44% 38%	47%	32%	49%	28%
I like spending time outdoors in na	ature				
38%         36%           35%         42%	43% <b>36%</b> 46% 32%	44% 3 44%	<b>4%</b> 41%	44% 48%	<b>22%</b> 20%
	a on a regular basis to get information about what	1.4K.2%			
33% 42%	39% 28%	38% 27%			20%
36% 39%	42% 23%	39% 26%		43%	22%
I like to travel independently		1.005			
24%         31%           24%         35%	40%         32%           40%         27%	40%         29%           41%         32%		28%         12%           27%         12%	
I actively seek new travel experier	lices				
29% 20%	32% 16%	35% 15%		32% 12%	
30% 21%	31% 16%	33% 15%		31% 11%	
I like to travel during the months of					
26%         29%           28%         32%	33%         19%           31%         20%	29%         14%           29%         16%		29%         10%           28%         8%	
I prefer to take holidays off the be	aten track				
30% 14%	36% 19%	34% 16%		25% 7%	
28% 15%	37% 17%	38% 18%		23% 7%	
	ations where it's warm and sunny				
21%         13%           23%         12%	<b>27% 14% 31% 16%</b>	31%         18%           32%         19%		27%         9%           27%         12%	Blue : Jan 2017 Gray: Apr 2015
l use social media on a regular bas	sis to share my experiences with other people				Dark: Percentage "Tend to agree"
17% 7%	20% 12%	19% 8%		22% 6%	Light: Percentage "Strongly agree"
16% 9%	20% 9%	19% 7%		21% 7%	20

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# **Travel Frequency**

Thinking about the past 2 years (i.e. since January 2015), how many times in total have you travelled abroad



# **Travel Frequency | Development**



### **Response distribution**

Jan 2017	14%	12%	6 17%		15%		12%		9%	20%
Apr 2015	15 <b>10%</b> 11%		17%	17%			14%		12%	21%
Feb 2014	14%	13%	5 17%	17%			139	%	8%	19%

Jan 2017	37%	18%	219	6	10%	%	6%	4%	5%
Apr 2015	38%	17%	20%	6	10%	10%			5%
Feb 2014	45%		21%	15%		7%	5%		4%

Jan 2017	28%	18%	219	%	11	%	9	9%	5%	7%
Apr 2015	29%	18%	21	%	11%		10%		4%	7%
Feb 2014	35%	17%		21%		8%		8%	4%	6%

Jan 2017	38%	14%	15%	10%	9%	5%	9%
Apr 2015	37%	14%	18%	10%	8%	5%	9%
Feb 2014	38%	18%	16%	9%	6 7%	3%	8%

Four times



# **Travel Frequency**

Thinking about the past 2 years (i.e. since January 2015), how many times in total have you travelled abroad

### **Response distribution**

$\bullet$	14%	12%	17%		15%		12% 9		6		20%			
		37%	18%			21%			10%		6	4%	5%	
	28	28%			8% 21%			11%		9%		5%	7	7%
2 2 2		38%				15%		10%	10%		5%		9%	

#### **Active Traveller**

	12% 10% 13%					13%		14%		26%						
	34%					16% 2			25%			11%		5% <b>2</b>	% 6	5%
		27% 12%			21%					16%		8%	5%	5	10%	
2 N 7 N	38%					15% 12%				8%		10%	5%		12%	

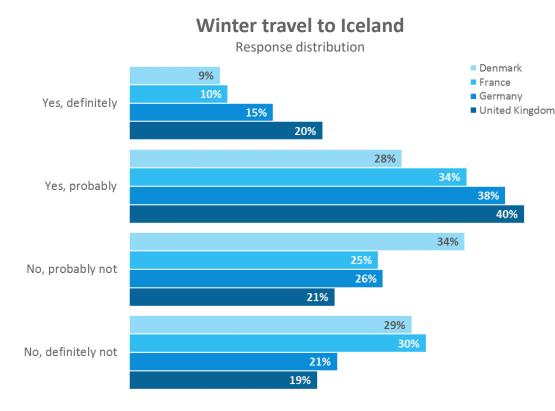
#### **Adventure Traveller**

$\Rightarrow$	12%	12% 11%			13%	6	12%	10%			24	%	
		28%		20%		19%		13%		9%		4%	8%
	24	%	14%	14% 17%			12%	11%		9%	6		12%
4 A 7 V		41%			11%		14%	12%		7%	6%		10%
	None	Once	■ Twice	■⊤	hree times		Four times	Five times		■ S	ix time	s or m	iore

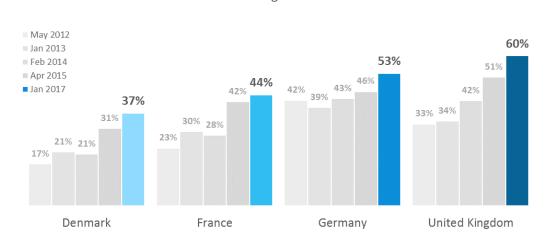


# Winter travel to Iceland

### Would you consider travelling to Iceland during the months of September through to April?



# Winter travel to Iceland



#### Percentage 'Yes'



- Danes least likely (37%) to consider travelling to Iceland during the months of September through April



- 30% of the French state they will definitely <u>not</u> consider travelling to Iceland during September through April



- 15% of the Germans said they would definitely consider travelling to Iceland during the months of September trough April.



 - 60% of the British responded positively to consider travelling to Iceland during September through April.

# Winter travel to Iceland | Development



## Would you consider travelling to Iceland during the months of September through to April?

### **Response distribution**

Jan 2017	29%	349	6	28%		9%	
Apr 2015	29%	40%		26%	5%		
Feb 2014	32%	47%		17%	3% 2%		
Jan 2013	30%	48%		19%	2%		
May 2012	37%	47%		14% 3%			
Jan 2017	30%		25%	34	1%	10%	
Apr 2015	35%		24%	33	%	9%	
Feb 2014	37%	35%	5	22%	6%		
law 2012	32%	38%		24%	5%		
Jan 2013	52%	30/0					
May 2012	36%	41%		19%	4%		
May 2012 Jan 2017	36%	41%	26% 1%		38%	13%	15%
May 2012 Jan 2017 Apr 2015	36% 2 24%	41% 1% 3	1%	32	38% %	13%	15%
May 2012 Jan 2017	36% 24% 24%	41% 1% 3: 349	1%	32	38% % 5%	8%	15%
May 2012 Jan 2017 Apr 2015 Feb 2014	36% 2 24%	41% 1% 3	1% %	32 33 319	38% % 5%		15%
May 2012 Jan 2017 Apr 2015 Feb 2014 Jan 2013 May 2012	36% 24% 24% 21%	41% 1% 3 349 40%	1% %	32 33 319	38% % 5%	8%	15%
May 2012 Jan 2017 Apr 2015 Feb 2014 Jan 2013 May 2012	36% 24% 24% 21% 24%	41% 41% 33 349 40% 349	1% % % 21%	32 3 319 3	38% % 5% 6 5% 40%	8%	20%
May 2012 Jan 2017 Apr 2015 Feb 2014 Jan 2013 May 2012	36% 24% 24% 21% 24%	41% 1% 3 349 40% 349 19%	1% % % 21% 25%	32 3 319 3	38% % 5% 6 5% 40% 39%	8% 8% 7%	
May 2012 Jan 2017 Apr 2015 Feb 2014 Jan 2013 May 2012 Jan 2017 Apr 2015 Feb 2014	36% 24% 24% 21% 24% 24%	41% 1% 33 40% 349 19% 4% 31	1% % % 21% 25% !%	32 3 319 3	38% % 5% 5% 5% 40% 39%	8% 8% 7% 7%	20%
May 2012 Jan 2017 Apr 2015 Feb 2014 Jan 2013 May 2012 Jan 2017 Apr 2015	36% 24% 24% 21% 24%	41% 1% 3 349 40% 349 19%	1% % % 21% 25% I% %	32 3 319 3	38% % 5% 6 5% 40% 39%	8% 8% 7% 9%	20%



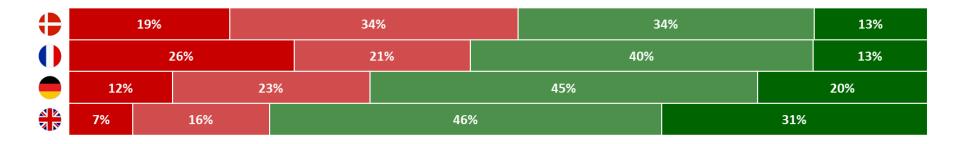
Would you consider travelling to Iceland during the months of September through to April?

### **Response distribution**



29%		34%				28%			9%
30%		25%			34%				10%
21%		26%				38%			15%
19%	21	.%	40%					20	%

#### **Active Traveller**



#### **Adventure Traveller**

		19%	5		31%		34%			15%
		21	%		20%		43%		16%	
	11%	5	159	6		44%			3	1%
<b>▲ №</b> ▼ ▼	6%		11%		4	8%			34%	

# Main Results | Destination Positivity & Travel Intention





# **Positivity towards travel destinations**

How positive or negative are you towards each of the following travel destinations

Percentage "Very positive" or "Somewhat positive"



28



# **Positivity towards ICELAND as travel destination | Development**

How positive or negative are you towards ICELAND as travel destination

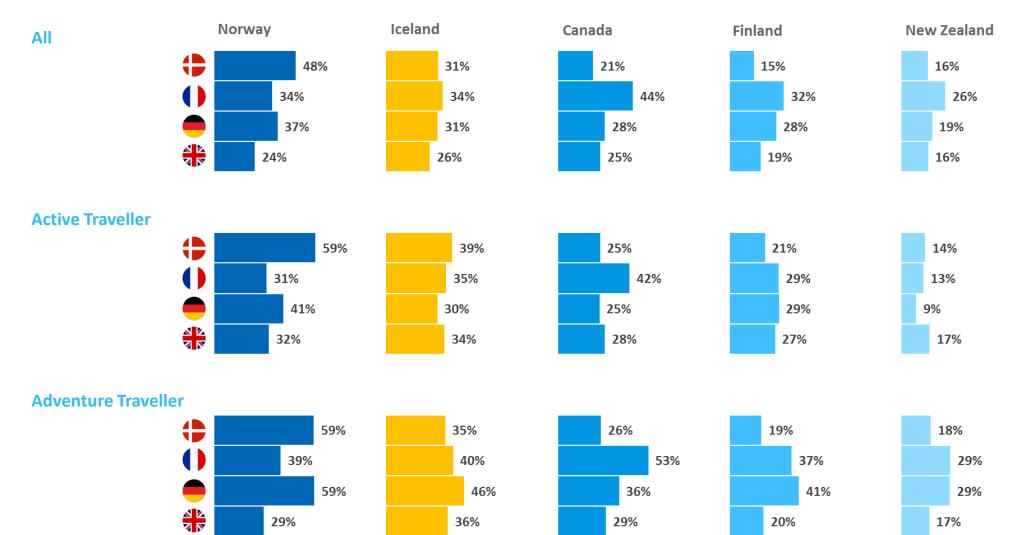
### **Response distribution**

Jan 2017		37%	36%
Apr 2015		40%	29%
Feb 2014		46%	17%
Jan 2013		43%	19%
May 2012	6%	37%	18%
Aug 2010		45%	22%
May 2010		37%	17%
Jan 2017	6%	39%	33%
Apr 2015 Feb 2014	7%	38%	27%
Jan 2013	6% 6%	<u>40%</u> 41%	17% 20%
May 2012	0%	<u> </u>	17%
Jan 2017 Apr 2015 Feb 2014 Jan 2013 May 2012	5% 6%	29% 31% 26% 28% 26%	41% 34% 29% 26% 28%
Apr 2015 Feb 2014 Jan 2013 May 2012 Aug 2010 May 2010	8%	31% 26% 28% 26% 30% 25%	34% 29% 26% 28% 31% 23%
Apr 2015 Feb 2014 Jan 2013 May 2012 Aug 2010 May 2010	6% 8% 7%	31% 26% 28% 26% 30% 25% 36%	34%       29%       26%       28%       31%       23%
Apr 2015 Feb 2014 Jan 2013 May 2012 Aug 2010 May 2010	6% 8% 7% 8%	31% 26% 28% 26% 30% 25% 36% 34%	34% 29% 26% 28% 31% 23% 29% 24%
Apr 2015 Feb 2014 Jan 2013 May 2012 Aug 2010 May 2010 Jan 2017 Apr 2015 Feb 2014	6% 6% 8% 7% 8% 5% 11%	31% 26% 28% 26% 30% 25% 36% 34% 28% 25%	34% 29% 26% 28% 31% 23% 29% 24%
Apr 2015 Feb 2014 Jan 2013 May 2012 Aug 2010 May 2010 Jan 2017 Apr 2015 Feb 2014 Jan 2013	6%           8%           7%           8%           5%           11%           7%	31% 26% 28% 26% 30% 25% 36% 34% 28% 25%	34%         29%         26%         28%         31%         23%         23%         24%         15%         4%
Apr 2015 Feb 2014 Jan 2013 May 2012 Aug 2010 May 2010 Jan 2017 Apr 2015 Feb 2014	6% 6% 8% 7% 8% 5% 11%	31%         26%         28%         26%         30%         25%         36%         34%         28%         25%         1         29%	34% 29% 26% 28% 31% 23% 29% 24%

# Intention to visit travel destinations

When, if ever, do you intend to visit the following countries\*

### Percentage "Intend to visit within three years"



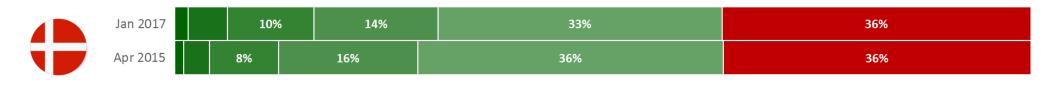




# Intention to visit ICELAND | Development

When, if ever, do you intend to visit the following countries

### **Response distribution**



Jan 2017	9%		10%	11	.%	31%	36%
Apr 2015	6%	8%	12	%		26%	46%

Jan 2017	6%	9%		13%	27%	42%
Apr 2015	69	6 12	%		25%	52%

	Jan 2017		8	3%	12%	27%	27% 47%			
<b>X N</b>	Apr 2015		7%		12%	23%			54%	
		■ Within the next 6 months		Within the n		<ul> <li>Within the next two years</li> </ul>				
		V	/ithin the	e next th	nree years	I intend to vi	sit but in more	than 3 years time	I do not intend to visit this country	



All respondents

<b>Off-season Visitors</b> (Consider off-season visit)	2	4	5	3
<b>Convinced</b> (Intend to visit Iceland within 1 year)	4	7	6	4
<b>Considers</b> (Intend to visit Iceland within 3 years)	19	19	19	16
Not rejected Iceland (Not negative towards Iceland)	75	56	63	55
<b>Travellers</b> (Travelled last 2 years)	85	62	70	62

Pyramids are stacked cumulatively so that a positive outcome on a lower level is required to be counted on the next level.



Active Travellers

<b>Off-season Visitors</b> (Consider off-season visit)	2	4	2	4
<b>Convinced</b> (Intend to visit Iceland within 1 year)	3	5	3	4
<b>Considers</b> (Intend to visit Iceland within 3 years)	23	20	16	19
<b>Not rejected Iceland</b> (Not negative towards Iceland)	82	62	69	57
<b>Travellers</b> (Travelled last 2 years)	88	66	72	62

Pyramids are stacked cumulatively so that a positive outcome on a lower level is required to be counted on the next level.



Adventure Travellers

<b>Off-season Visitors</b> (Consider off-season visit)	5	7	8	5
<b>Convinced</b> (Intend to visit Iceland within 1 year)	6	9	10	5
<b>Considers</b> (Intend to visit Iceland within 3 years)	24	25	33	24
<b>Not rejected Iceland</b> (Not negative towards Iceland)	80	66	73	56
<b>Travellers</b> (Travelled last 2 years)	88	71	75	59

Pyramids are stacked cumulatively so that a positive outcome on a lower level is required to be counted on the next level.

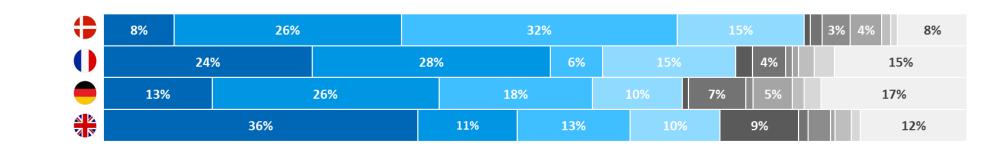
Main Results | Thoughts of Iceland





When you think about the country Iceland what comes into your mind?

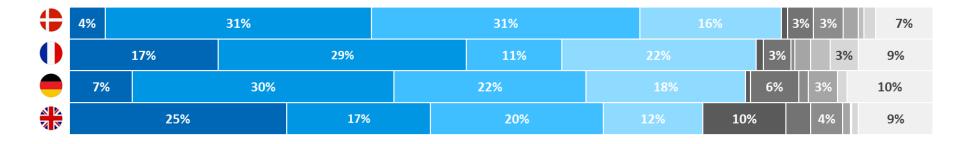
#### **Categorized Response distribution**



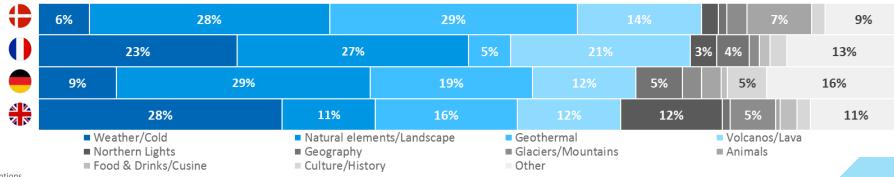
#### **Active Traveller**

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All



#### **Adventure Traveller**





# Think about Iceland | First mention development

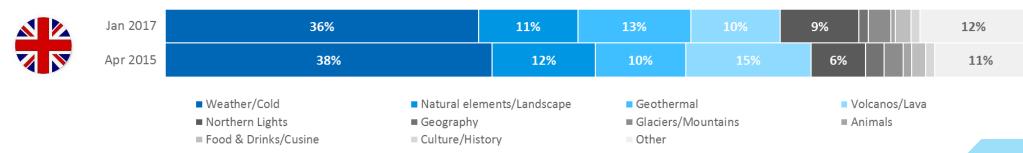
When you think about the country Iceland what comes into your mind?

### **Categorized Response distribution**



Jan 2017	24%	28%	6%	15%	4%	15%
Apr 2015	27%	26%	6%	17%	6%	9%

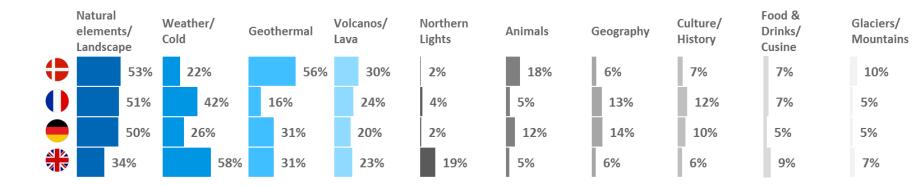
Jan 2017	13%	26%	18%	10%	7%	5%	17%	
Apr 2015	14%	26%	23%		14%	5%	6%	7%



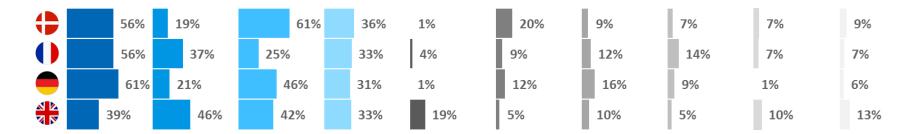


When you think about the country Iceland what comes into your mind?

#### **Categorized Response distribution**



#### **Active Traveller**



#### **Adventure Traveller**

	549	6	13%	6		57%	28%	5%			21%	7%	5	9	9%	7%		7%
	57	%		45%	17	%	28%	4%		4	%	1	4%		17%	7%	(	6%
	52%	6	20	%		33%	25%	4%		:	12%	13	3%		16%	4%		9%
<b>⋈</b> № ▼ №	33%			53%		37%	25%		26%	6	5%	6%		8	8%	9%		8%

All

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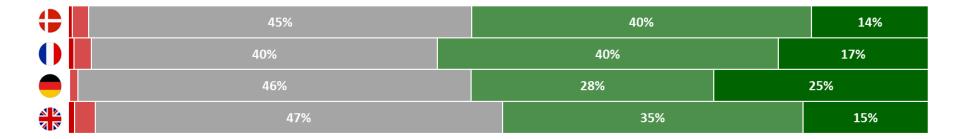


# **Positivity towards Icelandic products**

In general, how positive or negative are you towards Icelandic products, services and brands?

### **Response distribution**





#### **Active Traveller**

38%	41%		19%
42%	41%		17%
40%	28%	ŝ	32%
42%	38%		18%

#### **Adventure Traveller**

	32%		49%			18%	
0	28%		45%		26%		
-	28%		36%		36%		
	33%		44%		22%		
	■ Very negative ■ Some	ewhat negative	Neither positive nor negative	Somewhat posi	at positive ■ Very positive		



# **Positivity towards Icelandic products | Development**

In general, how positive or negative are you towards Icelandic products, services and brands?

#### **Response distribution**

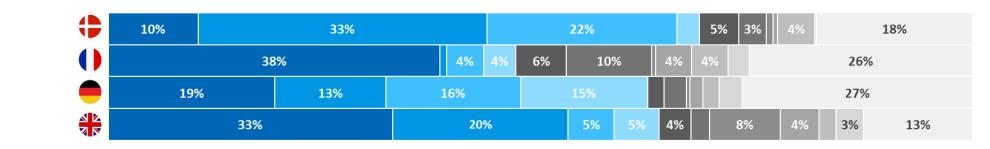
Jan 20	017	45%	40%	14%
Apr 20	015	50%	36%	11%
Apr 20 Feb 20	014	59%	32%	6%
Jan 20	011	60%	29%	7%
Jan 20	017	40%	40%	17%
Apr 20	015	41%	42%	14%
Feb 20	014	52%	33%	13%
Jan 20	011			
		46%	28%	25%
Jan 20	017	46% 56%	28%	25% 16%
	017 015	56%	25%	16%
Jan 20 Apr 20	017 015 014		25% 25%	
Jan 20 Apr 20 Feb 20	017 015 014 011	56% 56%	25% 25%	16% 18%

Somewhat positive



Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?\*

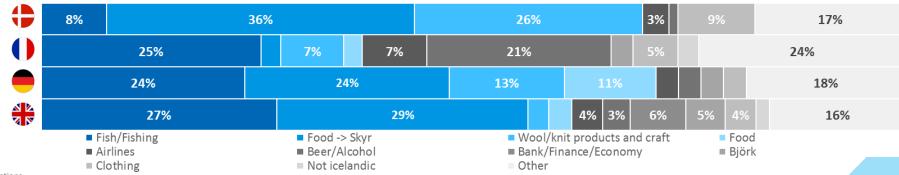
#### Categorized response distribution | Top 10 categories



#### **Active Traveller**

10%	29%		15	%		7%	6%	4	%	22%		
	48%				6%		15%		8%	7%	11	1%
	32%			18%		89	6	3	% 5%		18%	
	32%			32%			7%	4%	7%	5	%	6%

#### **Adventure Traveller**



All

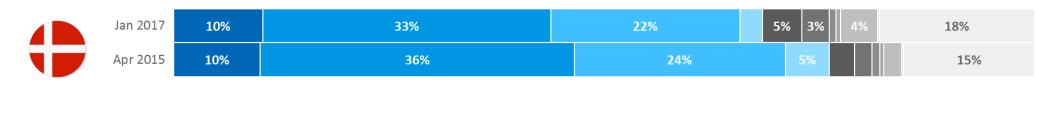
mm



# Think of Icelandic products – First mention (Top 10) | Development

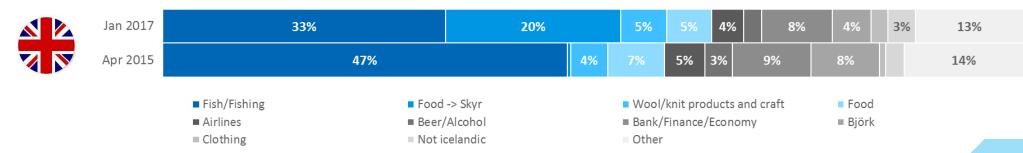
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?\*

#### Categorized response distribution | Top 10 categories



Jan 2017	38%	4%	4%	6%	10%	4% 4%		26%
Apr 2015	45%			7%	4%	12%	4%	3% 18%

Jan 2017	19%	13%	16	%	15%		27%
Apr 2015	2015 27%		13%	16%		4%	31%



# Think of Icelandic products – All mentions (Top 10)

Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?\*

#### Wool/ Bank/ Fish/ Beer/ Food -> Skyr knit products Food Clothing Finance/ Airlines Björk Horses Fishing Alcohol and craft Economy 11% 16% 36% 34% 9% 6% 8% 1% 5% 2% 2% 13% 44% 7% 10% 7% 1% 0% 4% 7% 15% 20% 2% 10% 24% 21% 5% 6% 2% 2% 43% 22% 9% 10% 4% 4% 12% 6% 0% 7%

### Categorized response distribution | Top 10 categories

#### **Active Traveller**

mm

All



#### **Adventure Traveller**

	1	3%		39%		41%	5%	3%	6	149	%	1%	3%		18%	1%
		34%	7%	6	129	%	11%		28%	5%		0%	10%	0%	6	2%
		28%		28%	16	%	15%	3%	ó	5%		5%	3%	3	%	5%
▲ <u>∧</u> ▼		38%		32%	9%		8%	5%	6	5%		12%	7%	0%	6	7%

Main Results | Destination Association with Statements



# Destination Association with Statements | Iceland as Destination

All respondents

85% (-2%)

79% (+1%)

76% (0%)

(+2%)

73% (+0%)

74% (+4%)

67% (+3%)

67% (+4%)

64% (+9%)

58% (-1%)

58% (+6%)

58% (-2%)

49% (+4%)





93% (-1%)

86% (0%)

85% (+3%)

82% (+1%)

81% (+3%)

75% (+2%)

72% (+5%)

75% (+4%)

78% (+0%)

71% (-2%)

72% (0%)

71% (-1%)

65% (+1%)

67% (-1%)

51% (+2%)

49% (+2%)

38% (-3%)

39% (+4%)

31% (+4%)

54% (+1%)

58% (+6%)

56% (+1%)

60% (+2%)

63% (+3%)

58% (-2%)

58% (+2%)

40% (-1%)

41% (-1%)

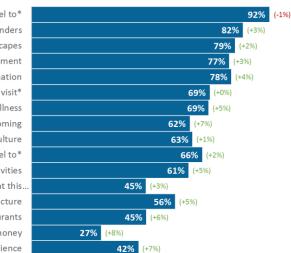
(+4%)

84% (0%)

It is (not) too far away for me to travel to\* I can experience natural wonders I can see extraordinary landscapes I can enjoy a pure environment It is a safe destination The climate is (not) too cold for me to visit\* I can enjoy extensive wilderness and stillness I can expect the locals to be warm and welcoming It has an interesting history and culture It is (not) expensive to travel to\* I can choose from a variety of exciting activities It is (not) expensive to stay as a tourist at this.. It has modern infrastructure It offers exciting restaurants It offers good value for money It is a good destination for a city break experience 11% (+3%)

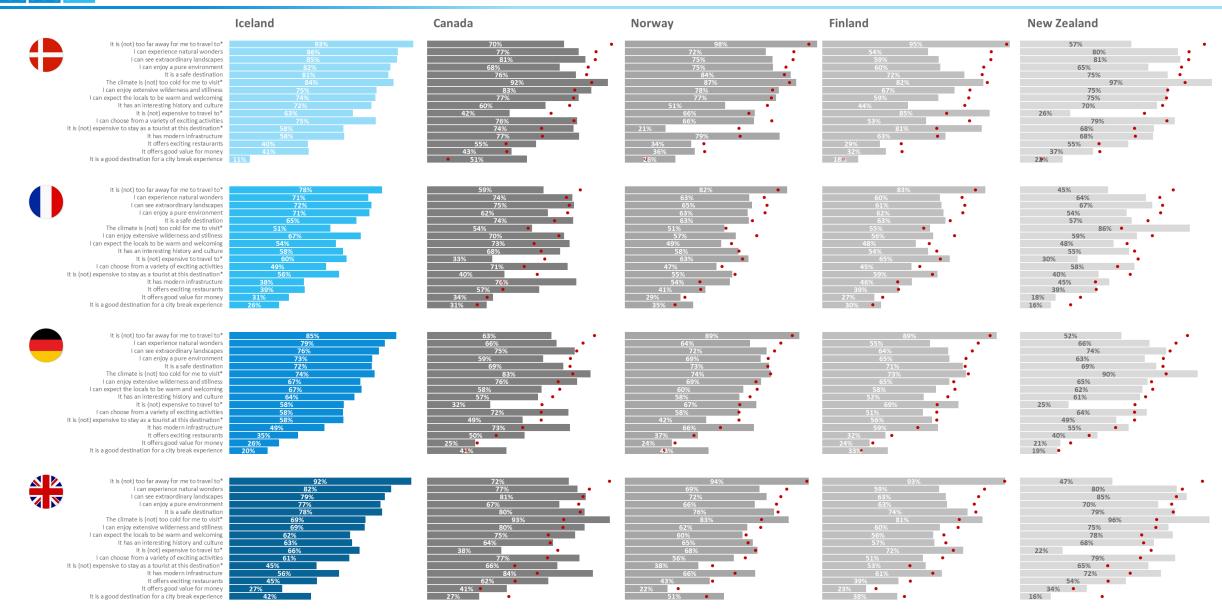
It is (not) too far away for me to travel to\* I can experience natural wonders I can see extraordinary landscapes I can enjoy a pure environment It is a safe destination The climate is (not) too cold for me to visit\* I can enjoy extensive wilderness and stillness I can expect the locals to be warm and welcoming It has an interesting history and culture It is (not) expensive to travel to\* I can choose from a variety of exciting activities It is (not) expensive to stay as a tourist at this.. It has modern infrastructure It offers exciting restaurants It offers good value for money It is a good destination for a city break experience 26% (+4%) V

It is (not) too far away for me to travel to\* I can experience natural wonders I can see extraordinary landscapes I can enjoy a pure environment It is a safe destination The climate is (not) too cold for me to visit\* I can enjoy extensive wilderness and stillness I can expect the locals to be warm and welcoming It has an interesting history and culture It is (not) expensive to travel to\* I can choose from a variety of exciting activities It is (not) expensive to stay as a tourist at this... It has modern infrastructure It offers exciting restaurants It offers good value for money It is a good destination for a city break experience



# **Destination Association with Statements | Comparision**

### All respondents



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# Destination Association with Statements | Iceland as Destination

Active Traveller segment

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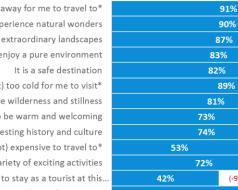
(+0%)

(-1%)

(-2%)

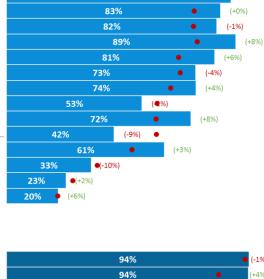


It is a good destination for a city break experience

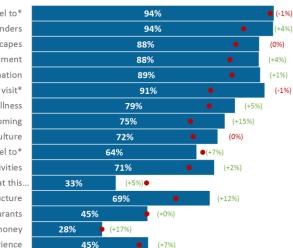


N

The climate is (not) too cold for me to visit\* I can enjoy extensive wilderness and stillness I can expect the locals to be warm and welcoming I can choose from a variety of exciting activities It is (not) expensive to stay as a tourist at this..



It is (not) too far away for me to travel to\* I can experience natural wonders I can see extraordinary landscapes l can enjoy a pure environment It is a safe destination It has an interesting history and culture It is (not) expensive to travel to\* It has modern infrastructure It offers exciting restaurants It offers good value for money It is a good destination for a city break experience



It is (not) too far away for me to travel to\* I can experience natural wonders I can see extraordinary landscapes I can enjoy a pure environment It is a safe destination The climate is (not) too cold for me to visit\* I can enjoy extensive wilderness and stillness I can expect the locals to be warm and welcoming It has an interesting history and culture It is (not) expensive to travel to\* I can choose from a variety of exciting activities It is (not) expensive to stay as a tourist at this.. It has modern infrastructure It offers exciting restaurants • It offers good value for money • It is a good destination for a city break experience 14% (+3%)

It is (not) too far away for me to travel to\* I can experience natural wonders I can see extraordinary landscapes l can enjoy a pure environment It is a safe destination The climate is (not) too cold for me to visit\* I can enjoy extensive wilderness and stillness I can expect the locals to be warm and welcoming It has an interesting history and culture It is (not) expensive to travel to\* I can choose from a variety of exciting activities It has modern infrastructure It offers exciting restaurants It offers good value for money

It is (not) expensive to stay as a tourist at this... It is a good destination for a city break experience

**•**(+1%

(-1%)

(+4%)

(-1%)

(+0%)

(+3%)

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(+4%)

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(-4%)

(0%)

(0%)

(+3%)

(-2%)

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(+4%)

• (+2%)

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• (-12%)

**@**-16%)

• (+5%)

**•**(+2%)

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(011%)

(+13%)

(-5%)

• (+2%)

(01%)

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(-1%)

(-2%)

•

(+4%)

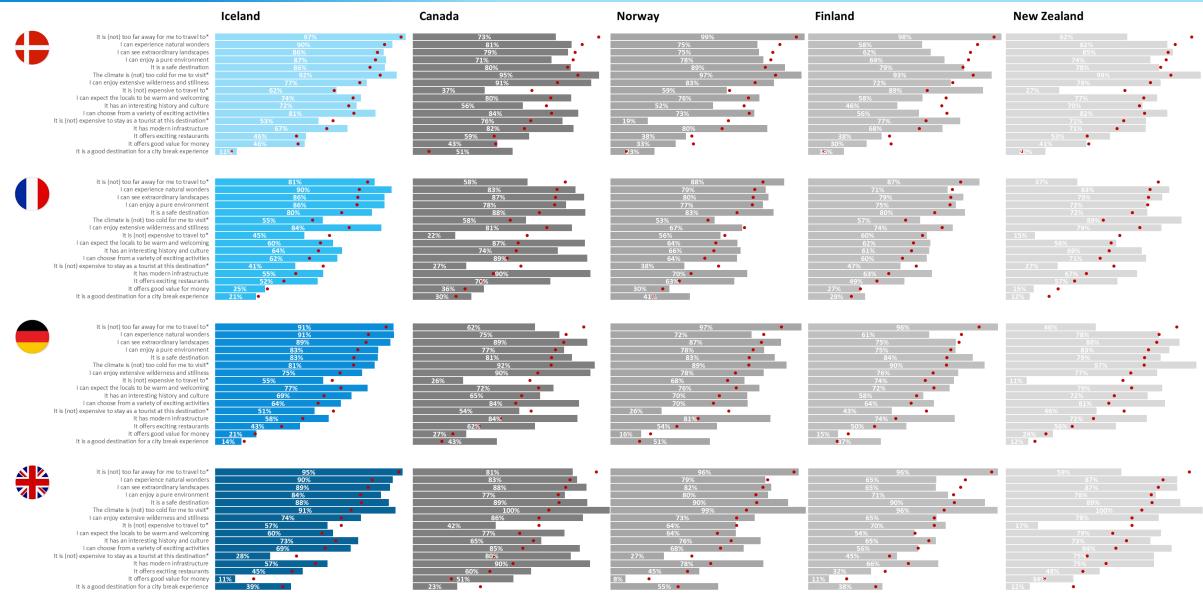
(0%)

(+4%)



# **Destination Association with Statements | Comparison**

Active Traveller segment



# **Destination Association with Statements | Iceland as Destination**

mmr

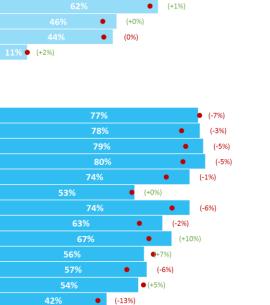
Adventure Traveller segment



It has modern infrastructure It offers exciting restaurants It offers good value for money It is a good destination for a city break experience

It is (not) too far away for me to travel to\* I can experience natural wonders I can see extraordinary landscapes l can enjoy a pure environment It is a safe destination The climate is (not) too cold for me to visit\* I can enjoy extensive wilderness and stillness I can expect the locals to be warm and welcoming It has an interesting history and culture It is (not) expensive to travel to\* I can choose from a variety of exciting activities It is (not) expensive to stay as a tourist at this.. It has modern infrastructure It offers exciting restaurants It offers good value for money It is a good destination for a city break experience

\*Negative statement: Answer options reversed (higher score = better) Note: Numbers in parenthesis show points change since Apr 2015



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(+1%)

• (+1%)

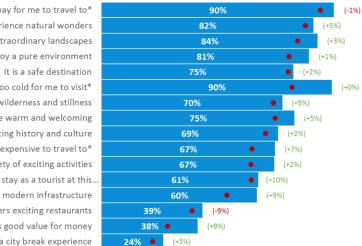
(+7%)

It is (not) too far away for me to travel to\* I can experience natural wonders I can see extraordinary landscapes I can enjoy a pure environment

The climate is (not) too cold for me to visit\* I can enjoy extensive wilderness and stillness I can expect the locals to be warm and welcoming It has an interesting history and culture It is (not) expensive to travel to\* I can choose from a variety of exciting activities It is (not) expensive to stay as a tourist at this. It has modern infrastructure It offers exciting restaurants It offers good value for money It is a good destination for a city break experience



It is (not) too far away for me to travel I can experience natural wond I can see extraordinary landsca l can enjoy a pure environm It is a safe destina The climate is (not) too cold for me to vi I can enjoy extensive wilderness and stillr I can expect the locals to be warm and welcom It has an interesting history and cult It is (not) expensive to travel I can choose from a variety of exciting activi It is (not) expensive to stay as a tourist at It has modern infrastruct It offers exciting restaura It offers good value for mo It is a good destination for a city break experie



(+0%) (+3%) (+2%) (+7%) 7%) %)
(+2%) (+7%) 7%)
(+7%) 7%)
7%)
%)

•(-1%)

(0%)

(0%)

(+1%)

(+1%)

(-4%)

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(-1%)

(+7%)

(+8%)

•

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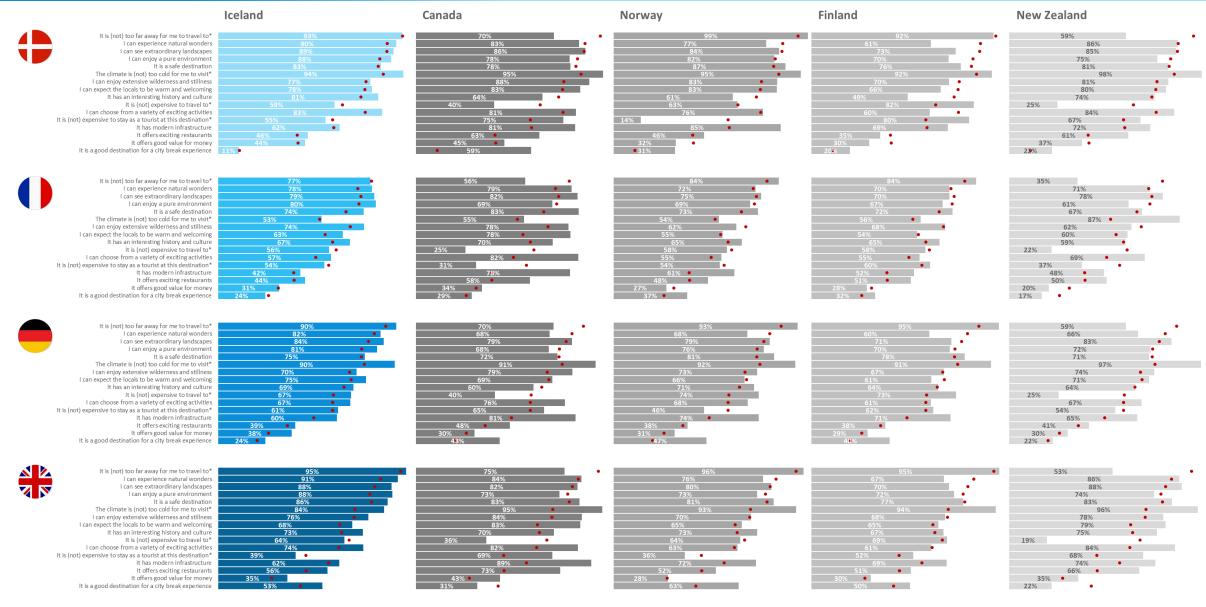
**@**0%)

**@**-7%)



# **Destination Assocation with Statements | Comparison**

Adventure Traveller segment



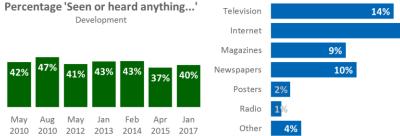
Main Results | Advertising and Media Coverage

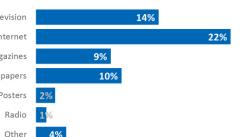


# Advertising and Media Coverage | Iceland as travel destination

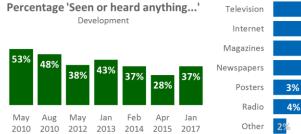
Have you seen or heard anything about Iceland as a travel destination through advertising or media coverage during the last six months?

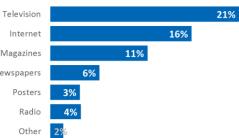




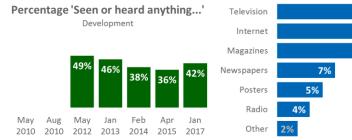


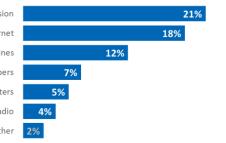




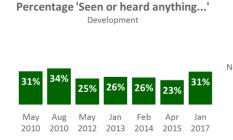


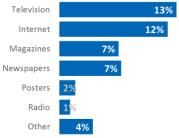












Advertising and Media Coverage | Iceland as travel destination | Development

Have you seen or heard anything about Iceland as a travel destination through advertising or media coverage during the last six months?

Internet	Newspapers	Magazines	Television	Radio	Posters	Other
Jan 201722%Apr 201519%Feb 201422%Jan 201320%May 201220%Aug 201017%May 201020%	10% 11% 15% 15% 14% 17% 20%	9%         10%         11%         11%         10%         10%         10%	14% 10% 10% 12% 14% 14% 16%	1% 1% 1% 2% 1% 4%	2% 3% 3% 5% 6% 2%	4% 5% 5% 6% 1% 6% 4%
Jan 201718%Apr 201512%Feb 201412%Jan 201314%May 201216%	7% 5% 5% 10% 7%	12% 10% 12% 14% 13%	21% 20% 19% 23% 3	4% 2% 2% 5% 30% 3%	5% 4% 5% 6% 5%	2% 1% 2% 2% 1%
Jan 2017 16% Apr 2015 9% Feb 2014 14% Jan 2013 13% May 2012 14% Aug 2010 14% May 2010 19%	6% 4% 4% 6% 6% 8% 19%	11% 8% 12% 14% 10% 15% 18%	21% 18% 21% 24% 22% 28	2%	3% 3% 3% 3% 2% 3% 2%	2% 1% 3% 4% 2% 3% 3%
Jan 2017 12% Apr 2015 10% Feb 2014 10% Jan 2013 8% May 2012 6% Aug 2010 9% May 2010 9%	7% 7% 7% 7% 7% 8% 12%	7% 6% 5% 6% 6% 6% 6%	13% 7% 8% 10% 10% 13% 17%	1% 1% 1% 1% 3% 6%	2% 2% 3% 2% 2% 2% 2% 3%	4% 4% 4% 3% 3% 2%

mmr

#### **Response distribution**

**Detailed Results | Denmark** 





mmr

First mention | Denmark

	Top 10 Answers	Count	Pct.%	Conf.lim +/-
	USA	97	10,1%	1,9%
	Italy	96	9,9%	1,9%
CATEGORIZED RESPONSE DISTRIBUTION (First of up to three mentions)	Spain	92	9,5%	1,9%
	Norway	62	6,5%	1,6%
Top 10 montions	Sweden	49	5,1%	1,4%
Top 10 mentions Comparason countries	Greece	48	5,0%	1,4%
■ Apr 2015	United Kingdom	48	5,0%	1,4%
■ Jan 2017	France	47	4,9%	1,4%
	Germany	46	4,8%	1,4%
	Thailand	41	4,2%	1,3%
8,0% 10,1% 10,1% 9,9% 9,9% 6,1% 6,1% 6,1% 6,3% 6,3% 6,3% 6,3% 6,3% 6,3% 6,3% 6,3% 6,3% 1,5% 1,5% 0,1% 0,1%	Comparison countries Norway Iceland New Zealand Canada Finland Answered Did not answer Count	62 21 18 14 1 963 43	6,5% 2,2% 1,8% 1,4% 0,1% 95,7% 4,3% 100,0%	1,6% 0,9% 0,8% 0,7% 0,2%
1 2 3 4 5 6 7 8 9 10 4 14 15 16 58	Asked*		100,0%	
USA Italy Spain Norway Sweden Greece United France Germany Thailand Norway Iceland New Canada Finland	Not asked		0,0%	
Kingdom Zealand Zealand	Number of participants		100,0%	

First mention | Denmark

#### (First of up to three mentions) **CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS** All 963 5% 5% 5% 5% 4% Gender Male 488 8% 5% 3% 5% Female 475 12% 5% 6% 3% Age 18 - 29 222 12% 3% 7% 30 - 59 469 4% 4% 60+ 271 9% 3% Lifecycle Before family (young or with no kids) 245 3% 6% Young family (kids 0-6 years) 12% 88 3% 6% 3% 9% Adult family (all kids 7 years+) 144 4% 4% 3% Post family (no kids at home) 239 6% 9% Retired 235 4% 9% Residence Large city 300 12% 4% 5% Small city or medium sized town 396 5% 5% Rural area or village 249 4% 5% 4% 10% Education Primary or secondary school 258 4% 4% 7% Post-secondary 247 14% 4% 8% University first degree (BA, B.Sc, B.Ed) 292 5% 7% 6% University higher degree (M.Sc, Ph.D) 128 11% 3% Employment Working full-time 410 12% 5% 4% 4% 4% Working part-time 60 8% 3% 3% Not working 227 6% Retired 235 4% 4% Income Low 104 8% 4% 4% 6% Low average 198 4% 3% 9% Average 410 6% 4% High or high average 198 14% 3% 5% Travelled abroad last 2 years Never 132 6% 8% 6% 282 Once-Twice 9% 6% 4% 542 Three times or more 12% 4% 5% Segment The Sun Lovers 205 12% 3% 4% 3% 6% 273 Active Traveller 6% 205 12% 7% Adventure Traveller 5% 75 The Holidavmaker 10% 6% 6% The Mainstream Bargain Traveller 199 9% 4% 5%

Norway

Greece

Sweden

United Kingdom

France

Germany

Thailand

USA

Italy

Spain



mmr

All mentions | Denmark

		pp 10 Answers S	Pct.%	Conf.lim +/-
		aly 285		2,8%
		pain 246		2,7%
CATEGORIZED RESPONSE DISTRIBUTION		SA 212	,	2,6%
		rance 186		2,4%
Top 10 mentions	Composed countries	ermany 167	,	2,3%
10p 10 mentions		orway 152		2,3%
		nited Kingdom 148		2,2%
		reece 136		2,2%
3 2 0 %		weden 135		2,2%
<b>60</b>		hailand 99 omparison countries	10,1%	1,9%
	—	orway 152	2 15,5%	2,3%
		eland 64		1,5%
22 21,00 21,00 21,0% 18,9% 15,9% 15,1% 15,1% 15,1% 15,1% 3,7%	16,9% C	anada 55	5,6%	1,4%
	м 1 <b>15</b> , 16 %	ew Zealand 47	4,8%	1,3%
14 15 13, 11 13, 11 11, 12 11, 12 111	<u> </u>	inland 11	1,1%	0,7%
	10 5,4% 6,5% 7,9% 4,9% 8 1%	nswered 983	3 97,7%	
	I 1,1% 5, 6, 6, 1,1%	id not answ er 23	2,3%	
		ount 100	6 100,0%	
1 2 3 4 5 6 7 8 9 10	) 6 13 15 16 39 A	sked* 100	6 100,0%	
Italy Spain USA France Germany Norway United Greece Sweden Thaila	and Norway Iceland Canada New Finland N	ot asked 0	0,0%	
Kingdom	Zealand N	umber of participants 100	6 100,0%	



All mentions | Denmark

ATEGORIZED RESPON	ISE	DISTRIB		<b>OP 10 MEN</b>		CROSS SPLI	TS			(Up to th	ree mentions)
		Italy	Spain	USA	France	Germany	Norway	United Kingdom	Greece	Sweden	Thailand
All	983	29%	25%	22%	19%	17%	15%	15%	14%	14%	10%
Gender						_					
Male		31%	23%	19%	20%	16%	14%	17%	14%	13%	12%
Female	490	27%	27%	24%	18%	18%	17%	14%	14%	15%	8%
Age					-						4004
18 - 29 30 - 59	232	20%	25%	27%	14%	6% 17%	12% 15%	13% 15%	8% 15%	9%	13%
	479 272	30%	30%	12%	20%	27%	15%	15%	15%	15%	8%
Lifecycle	ZIZ	33%	50%	1270	2170	Z / 70	19%	1/70	1/70	1/70	070
Before family (young or with no kids)	251	20%	20%	28%	14%	7%	15%	10%	8%	9%	15%
Young family (kids 0-6 years)	94	28%	21%	21%	20%	15%	8%	23%	14%	12%	13%
Adult family (all kids 7 years+)	149	34%	25%	22%	18%	12%	16%	14%	22%	10%	8%
Post family (no kids at home)	241	30%	30%	26%	19%	22%	14%	17%	11%	16%	9%
Retired	236	37%	28%	9%	24%	26%	21%	17%	18%	19%	7%
Residence						_	_	_	_		
Large city		28%	22%	25%	26%	13%	11%	13%	12%	12%	13%
Small city or medium sized town		29%	27%	23%	18%	20%	15%	14%	16%	12%	10%
Rural area or village	251	30%	26%	15%	14%	17%	22%	19%	13%	17%	7%
Education	264	2.5%	270/	240/	4.50/	100/	1.00/	13%	4.50/	4.007	4.20/
Primary or secondary school Post-secondary		26%	27%	21%	16% 18%	12%	18% 16%	16%	15% 14%	10%	12% 9%
University first degree (BA, B.Sc, B.Ed)		33%	24%	21%	21%	20%	15%	15%	15%	15%	12%
University higher degree (M.Sc, Ph.D)		26%	17%	25%	26%	16%	13%	17%	8%	15%	4%
Employment	101	2070	1770	2070	20/0	10/0	10/0	1770	0/0	1070	170
Working full-time	419	29%	24%	25%	19%	16%	15%	15%	13%	14%	10%
Working part-time	60	34%	37%	22%	17%	17%	9%	19%	16%	11%	8%
Not working	233	23%	21%	28%	16%	10%	12%	11%	11%	9%	14%
Retired	236	37%	28%	9%	24%	26%	21%	17%	18%	19%	7%
Income					_	_	_	_	_	_	
		20%	21%	19%	12%	9%	16%	11%	11%	9%	15%
Low average	206	25%	22%	16%	15%	16%	20%	17%	15%	19%	8%
Average		32%	28%	21%	20%	21%	13%	16%	15%	13%	11%
0 0 0	199	34%	27%	31%	26%	13%	14%	15%	13%	13%	9%
Travelled abroad last 2 years Never	124	27%	25%	18%	16%	16%	24%	21%	8%	22%	7%
Once- Twice		26%	24%	16%	16%	18%	16%	16%	20%	13%	9%
Three times or more		31%	26%	25%	22%	17%	13%	13%	12%	12%	12%
Segment	332	01/0	2070	2070	2270	11/0	10/0	10/0	1270	1270	12/0
The Sun Lovers	207	29%	36%	20%	19%	11%	10%	12%	23%	9%	16%
Active Traveller		29%	20%	20%	25%	21%	18%	18%	7%	16%	8%
Adventure Traveller	210	29%	15%	26%	15%	22%	20%	20%	10%	18%	6%
The Holidaymaker	75	29%	22%	18%	14%	22%	18%	13%	23%	19%	9%
The Mainstream Bargain Traveller	209	28%	31%	23%	18%	11%	12%	10%	15%	9%	12%

\*Asked: All respondents \*\* Excluding respondents own country



### **RESPONSE DISTRIBUTION**

[Q2\_1]I like to travel independently

[Q2\_2]I prefer to take holidays off the beaten track

 $[\mbox{Q2}_3]\mbox{I}$  only want to go to holiday destinations where it's warm and sunny

[Q2\_4]I like to learn about the history and culture of the destination that I'm visiting

[Q2\_5]I like spending time outdoors in nature

[Q2\_6]I like to travel during the months of September through to April

[Q2\_7]I actively seek new travel experiences

[Q2\_8]I use the internet and social media on a regular basis to get information about what's happening in the world [Q2\_9]I use social media on a regular basis to share my experiences with other people

12	%	10%	23%			24%				31%		
8%		13%		36%			30% 14%					14%
	27%		17	1%	21%		21% 13%			13%		
7%		17%		38	38%				35%			
5%		19%		38%	8%			36%				
7%	7%		31%		26%			29%				
10%	6	12%	24	8%	29			29% 20%			0%	
		16%		33%			42%					
		37%		179	17%		22% 17%			7%		
■ Strongly disagree ■ Tend to disagree ■ Neither disagree nor agree ■ Tend to agree ■ Strongly agree												

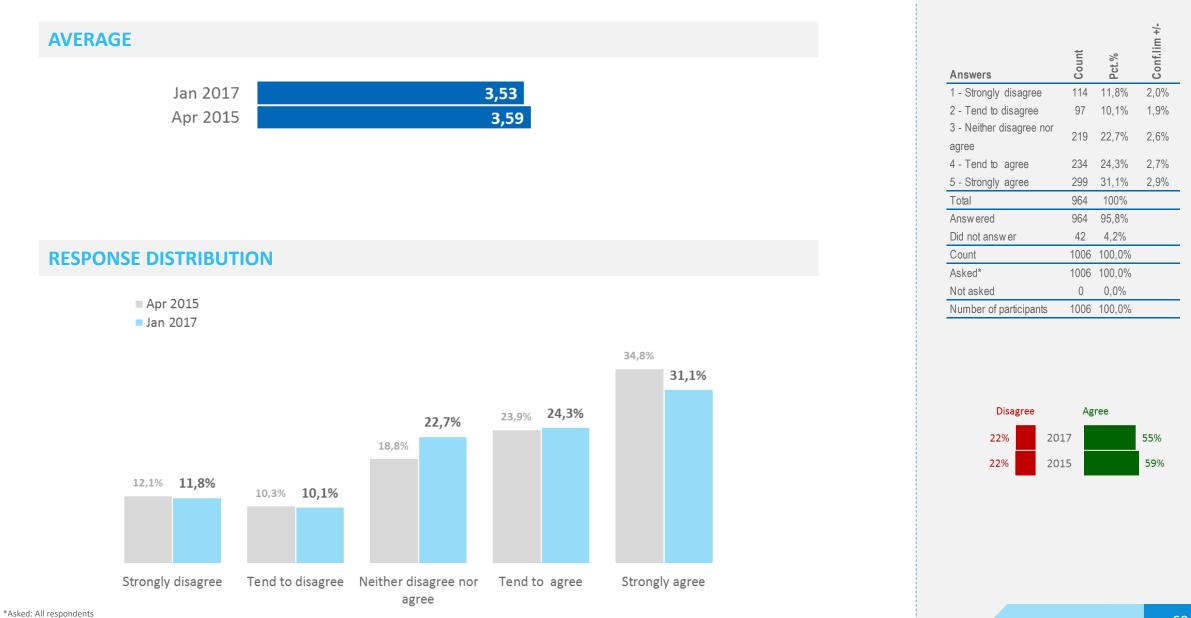




4

# [Q2\_1] I like to travel independently

### Denmark



60

Denmark

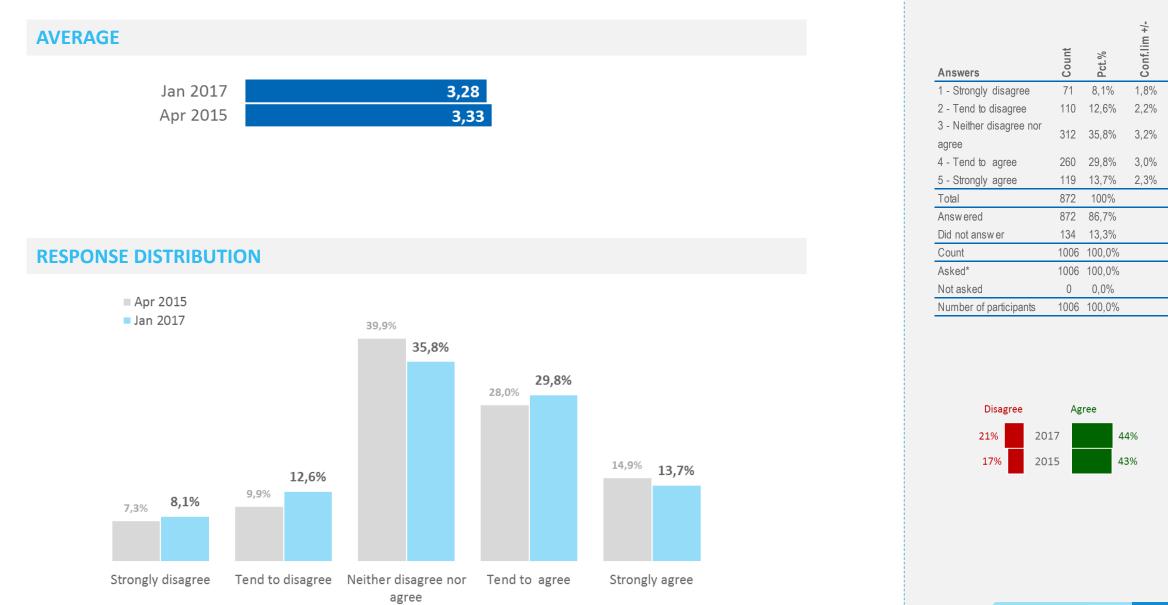
# **RESPONSE DISTRIBUTION | CROSS SPLITS**

All	964	12% 10%	23%	24%	31%	3,5
Gender**						
Male	476	14% 11%	24%	20%	30%	3,4
Female	488	10% 9%	22%	28%	32%	3,6
Age**						
18 - 29	220	18%	14%	27%	23% 18	
30 - 59	474	10% 8%	22%	26%	34%	3,7
60 +	269	10% 10%	21%	23%	37%	3,7
Lifecycle** Before family (young or with no kids)	220	15% 13%	2.49/	22%	0.00	2.2
Young family (kids 0-6 years)	238 94	15% 13% 15% 13%			6 26% 27% 20%	<u> </u>
Adult family (all kids 7 years+)	94 147	8% 8%	24%	32%	27% 207	
Post family (an kids 7 years+)	242	11% 6%	19%	25%	39%	<u>3,6</u> 3,7
Retired	233	10% 12%	22%	21%	35%	3,6
Residence**	200	1070 1270	2270	2170		3,0
Large city	302	9% 10%	19%	24%	37%	3,7
Small city or medium sized town	397	13% 11%	22%	28%	26%	3,4
Rural area or village	246	12% 8%	27%	21%	32%	3,5
Education**						-,-
Primary or secondary school	255	18%	12% 2	6%	22% 22%	3,2
Post-secondary	253	16% 12%	6 22%	21%	29%	3,4
University first degree (BA, B.Sc, B.Ed)	293	6% 9%	21%	28%	35%	3,8
University higher degree (M.Sc, Ph.D)	132	6% 18%	26%	5	45%	4,0
Employment						
Working full-time	416	10% 9%	22%	28%	31%	3,6
Working part-time	60	18% 7%	16%	28%	32%	3,5
Not working	225	14% 12%	25%	22%	28%	3,4
Retired	233	10% 12%	22%	21%	35%	3,6
Income**						
Low	101	19%	13% 17%	20%	31%	3,3
Low average	199	14% 10%	23%	22%	31%	3,5
Average	412	11% 9%	25%	26%	29%	3,5
High or high average	199	8% 13%	13%	28%	38%	3,8
Travelled abroad last 2 years** Never	127	210/	00/	200/	15% 1	70/ 2.0
Once- Twice	279	31% 13% 16%	8%	29%	22% 22%	7% <b>2,8 3,2</b>
Three times or more	554	7% 8%	19%	28%	39%	3,8
Segment**	554	170 870	1970	2870	35%	3,8
The Sun Lovers	201	22%	14%	24%	22%	7% 3,0
Active Traveller	270	6% 12%	29%		51%	4,2
Adventure Traveller	206	13% 11%	23%	23%	30%	3,5
The Holidaymaker	77	9%	23%	31%	33%	3,8
, The Mainstream Bargain Traveller	209	15% 11%	35	5%	19% 20%	
-						
		Strongly disagree	Tend to disagree	Neither disagree nor agree	■ Tend to agree ■	Strongly agree Average





# [Q2\_2] I prefer to take holidays off the beaten track



\*Asked: All respondents



# [Q2\_2] I prefer to take holidays off the beaten track

Denmark

### **RESPONSE DISTRIBUTION | CROSS SPLITS**

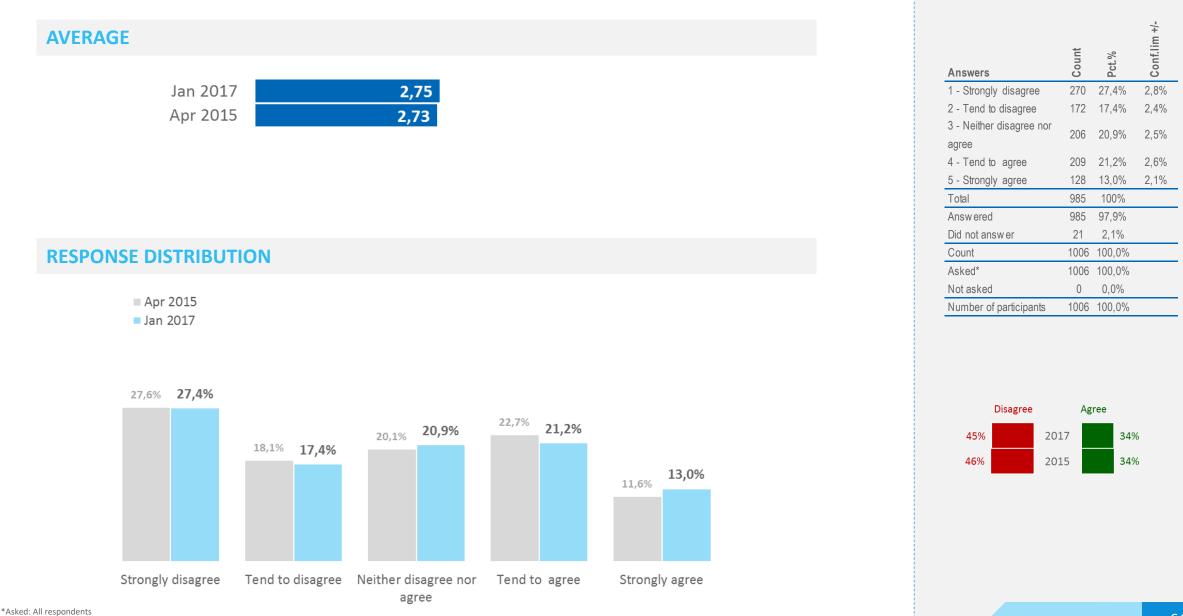
All	872	8% 13%	36%		30%	14%	3,3
Gender							
Male	427	9% 14%	37%		26%	14%	3,2
Female	444	7% 11%	35%	8	33%	13%	3,3
Age							
18 - 29	159	10%	43%		31%	13%	3,4
30 - 59	443	9% 15%	35%		28%	14%	3,2
60 +	270	10% 11%	32%	33	%	15%	3,3
Lifecycle							
Before family (young or with no kids)	182	11%	40%		32%	13%	3,4
Young family (kids 0-6 years)	78	11% 12%	39%		27%	10%	3,1
Adult family (all kids 7 years+)	131	14%	40%		32%	10%	3,3
Post family (no kids at home)	239	11% 13%	32%		26%	17%	3,2
Retired	232	10% 12%	31%	3:	3%	14%	3,3
Residence							
Large city	264	6% 14%	38%		29%	13%	3,3
Small city or medium sized town	361	10% 13%	35%		29%	12%	3,2
Rural area or village	228	7% 11%	32%	34%		18%	3,4
Education**							
Primary or secondary school	209	12% 11%	37%		31%	9%	3,2
Post-secondary	233	10% 15%	38%		25%	12%	3,1
University first degree (BA, B.Sc, B.Ed)	279	12%	32%	35%		17%	3,5
University higher degree (M.Sc, Ph.D)	123	6% 12%	35%	30%		18%	3,4
Employment Working full-time	200		201/		0.001		
Working part-time	389 58	8%         14%           5%         13%	39%	2.40/	28%	11%	3,2
Not working			27%	34%		20%	3,5 3,4
Retired	166 232	6% 9% 10% 12%	<u> </u>	29%	3%	18%	
Income	232	10% 12%	31%	3.	3%	14%	3,3
Low	86	11% 11%	30%	27%		21%	3,3
Low average	183	8% 14%	32%	28	2	17%	3,3
Average	375	7% 11%	40%	20	32%	11%	3,3
High or high average	182	6% 17%	32%	3	0%	16%	3,3
Travelled abroad last 2 years**	102	070 1770	5270		070	1070	5,5
Never	125	19%	10% 36%	%	23%	12%	3,0
Once- Twice	237	7% 11%	36%	31		16%	3,4
Three times or more	507	6% 14%	36%		31%	13%	3,3
Segment**	507		20/0		51/0	1070	3,0
The Sun Lovers	180	15% 14	%	41%	22%	7%	2,9
Active Traveller	243	9%	32%	34%		21%	3,6
Adventure Traveller	186	8% 16%	32%		31%	13%	3,3
The Holidaymaker	70	10%	31%	40%		16%	3,6
The Mainstream Bargain Traveller	194	9% 13%	41%		27%	10%	3,2
		Strongly disagree	Tend to disagree	leither disagree nor agree	Tend to agree	<ul> <li>Strongly agree</li> </ul>	Average





# [Q2\_3] I only want to go to holiday destinations where it's warm and sunny

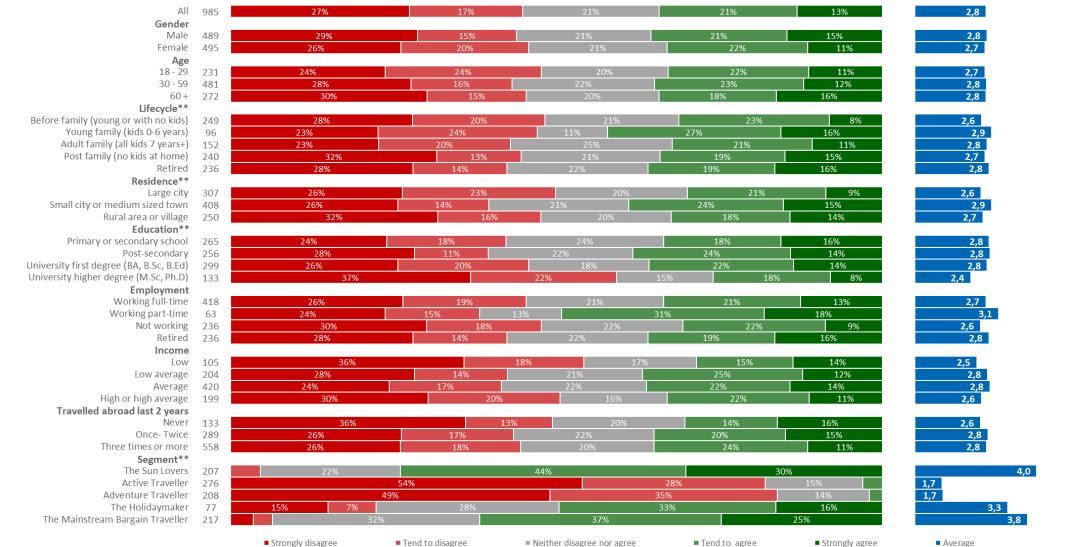
### Denmark



[Q2\_3] I only want to go to holiday destinations where it's warm and sunny

Denmark

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

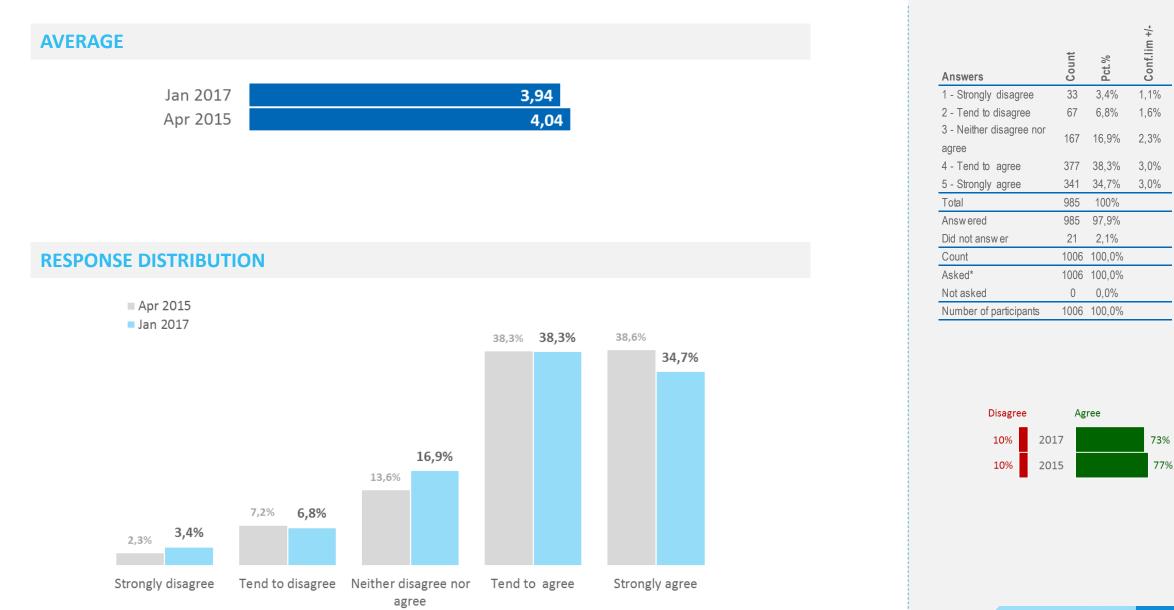




# [Q2\_4] I like to learn about the history and culture of the destination that I'm visiting

Denmark





\*Asked: All respondents

[Q2\_4] I like to learn about the history and culture of the destination that I'm visiting

Denmark

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

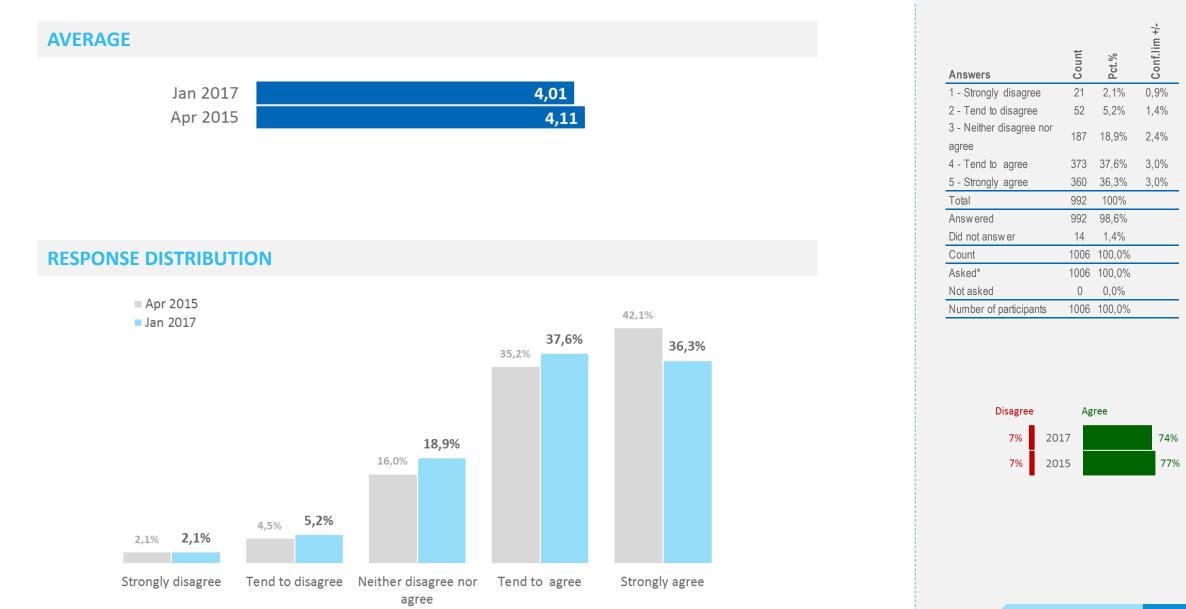






# [Q2\_5] I like spending time outdoors in nature

### Denmark

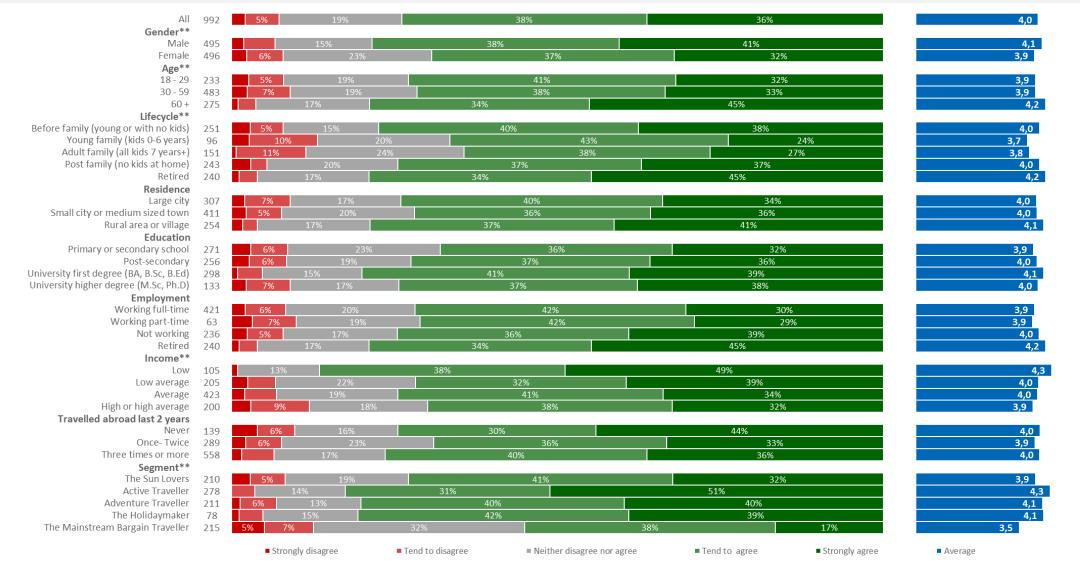




# [Q2\_5] I like spending time outdoors in nature

Denmark

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

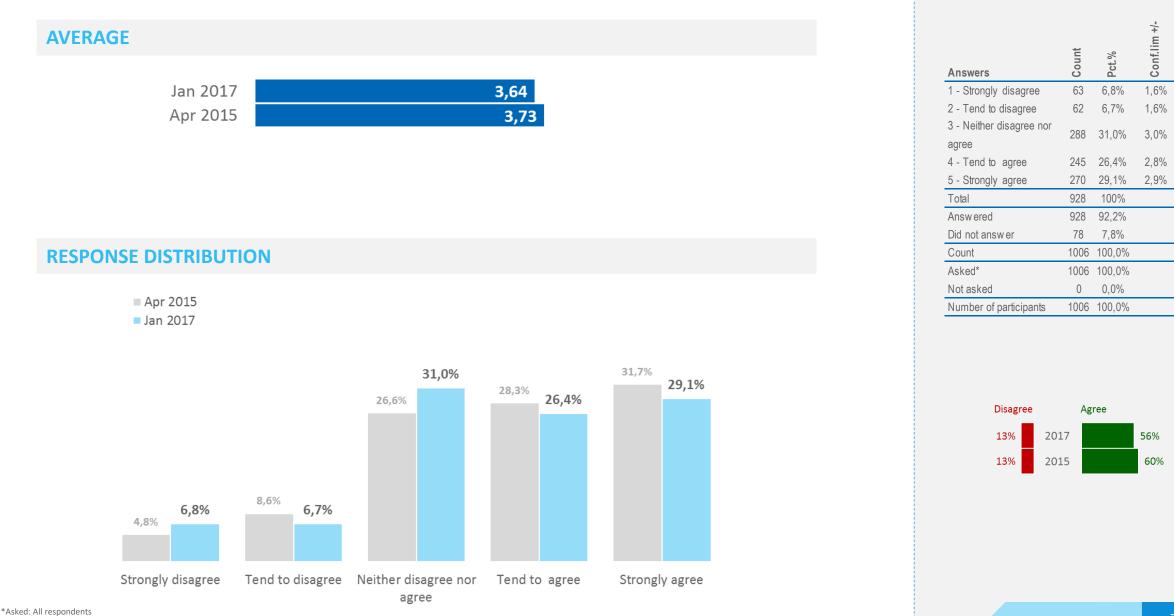




[Q2\_6] I like to travel during the months of September through to April



#### Denmark

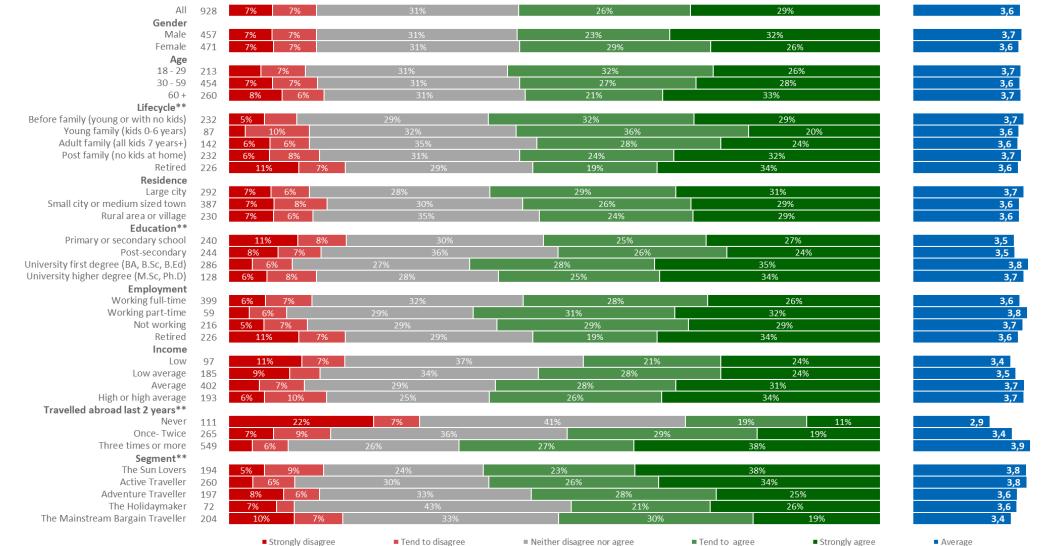




# [Q2\_6] I like to travel during the months of September through to April

Denmark

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

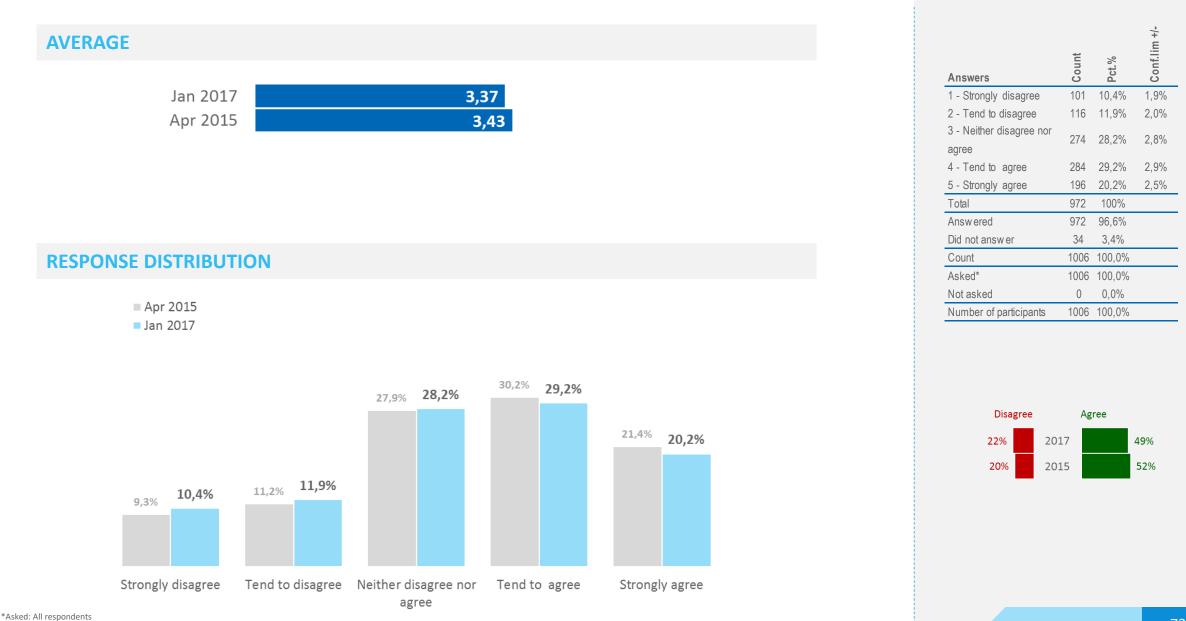






### [Q2\_7] I actively seek new travel experiences

### Denmark





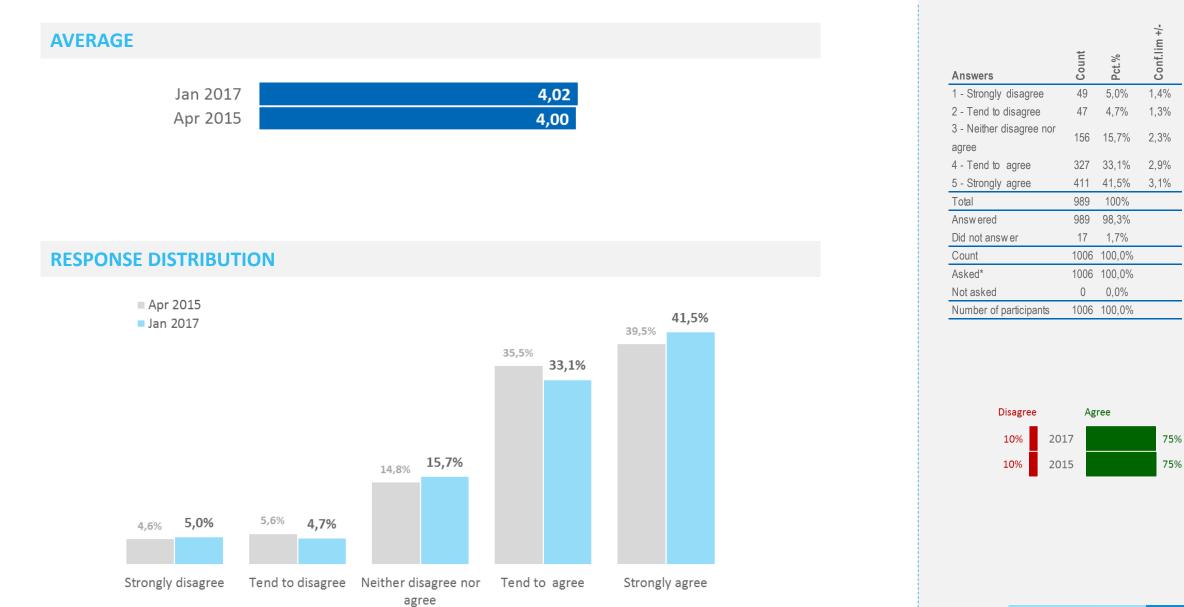
## [Q2\_7] I actively seek new travel experiences

Denmark

All	972	10% 12%	28%	29%	6	20%	3,4
Gender**	470	400/ 400/	200/		40/	2444	2.2
Male Female	479 492	12% 13% 9% 11%	27%	34%	4%	21% 19%	3,3 3,4
	49Z	9% 11%	2770	54%		19%	3,4
<b>Age</b> 18 - 29	229	8% 14%	26%	30%		22%	3,4
30 - 59	474	11% 12%	30%		30%	18%	3,3
60 +	268	12% 10%	28%	27%	3070	23%	3,4
Lifecycle	200	12/0	20/0	2770		2070	3,4
Before family (young or with no kids)	249	8% 14%	25%	31%		23%	3,5
Young family (kids 0-6 years)	90	15% 13%	27%		31%	14%	3,2
Adult family (all kids 7 years+)	148	7% 14%	31%		32%	15%	3,3
Post family (no kids at home)	241	11% 10%	28%	30%		22%	3,4
Retired	232	14% 10%	29%	25	%	22%	3,3
Residence**							
Large city	299	7% 10%	26%	33%		24%	3,6
Small city or medium sized town	404	10% 12%	30%		30%	18%	3,3
Rural area or village	248	15% 13%	27%		25%	20%	3,2
Education**							
Primary or secondary school	265	15% 13%	32%		27%	14%	3,1
Post-secondary	250	12% 15%	27%		28%	18%	3,3
University first degree (BA, B.Sc, B.Ed)	293	5% 10%	28%	31%		26%	3,6
University higher degree (M.Sc, Ph.D)	133	10% 11%	24%	29%		26%	3,5
Employment			2.20/	2004		2224	
Working full-time	414	8% 11%	28%	33%	2004	20%	3,5
Working part-time	62	12% 20%			33%	15%	3,2
Not working Retired	232	11% 13% 14% 10%	27% 29%	279		21% 22%	3,3 3,3
Income**	232	14% 10%	29%	25	%	22%	3,3
Low	103	23%	14%	25%	21%	18%	3,0
Low average	199	16% 149			28%	18%	3,0
Average	417	6% 11%	31%	31%	20/0	20%	3,5
High or high average	198	7% 11%	24%	33%		24%	3,6
Travelled abroad last 2 years**	100		2170			2 170	3,0
Never	134	37%		19%	30%	11%	2,2
Once- Twice	284	9% 17%	379		25%	12%	3,2
Three times or more	549	8% 2	3%	36%		29%	3,8
Segment**							
The Sun Lovers	209	14% 15%	319	%	28%	12%	3,1
Active Traveller	276	7% 8%	26%	31%		28%	3,6
Adventure Traveller	205	8% 11%	24%	32%		25%	3,5
The Holidaymaker	76	15% 14%	29%		28%	14%	3,1
The Mainstream Bargain Traveller	205	12% 14%	32%		27%	15%	3,2
		Strongly disagree	Tend to disagree	Neither disagree nor agree	Tend to agree	Strongly agree	Average



[Q2\_8] I use the internet and social media on a regular basis to get information about what's happening in the world Denmark

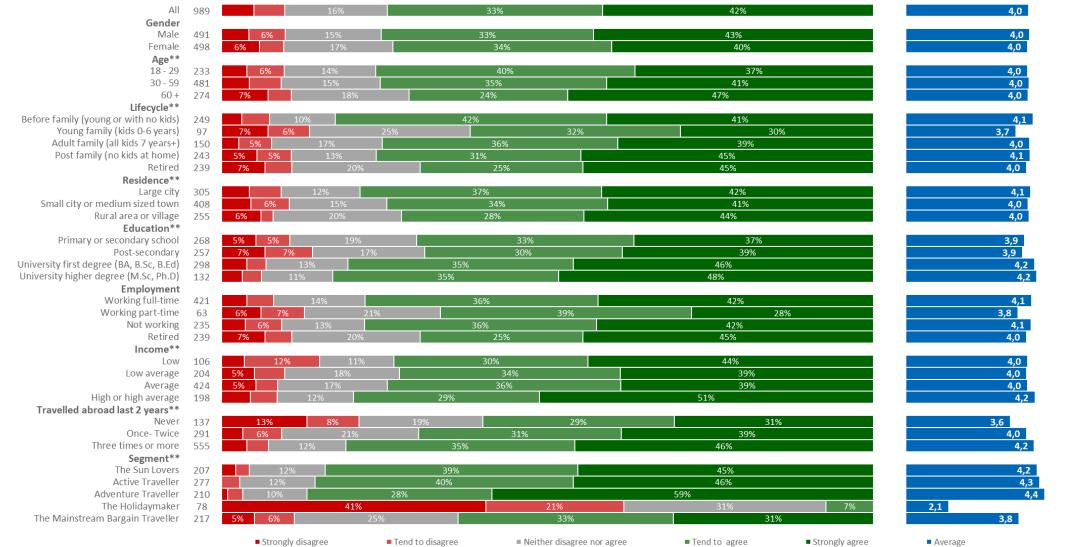


\*Asked: All respondents

mmr



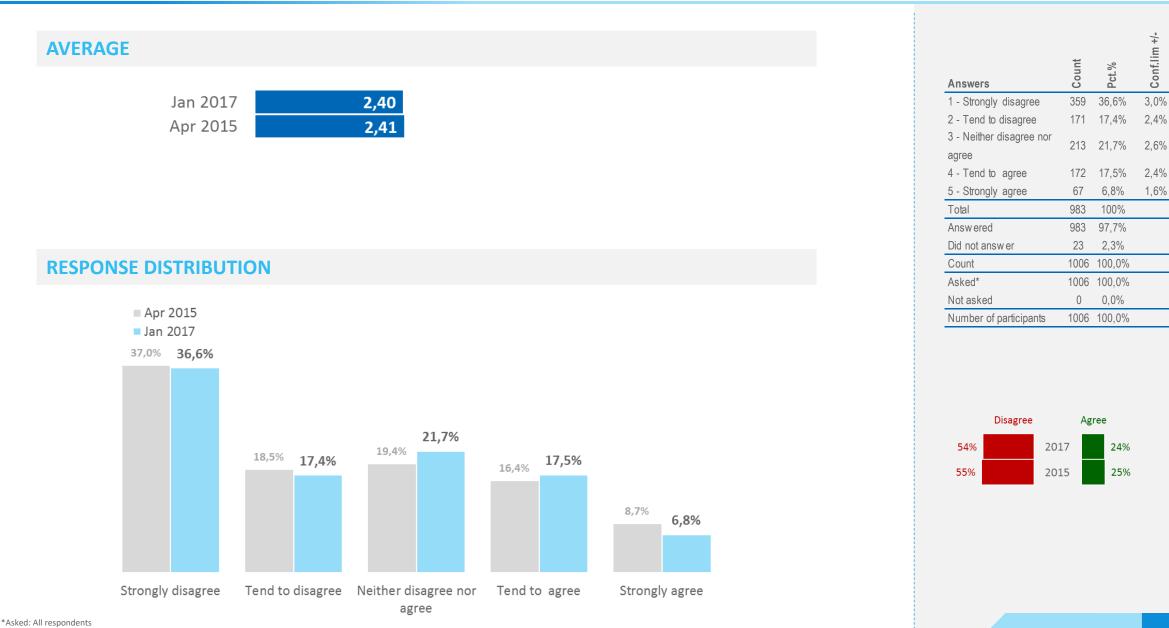
[Q2\_8] I use the internet and social media on a regular basis to get information about what's happening in the world Denmark





[Q2\_9] I use social media on a regular basis to share my experiences with other people Denmark



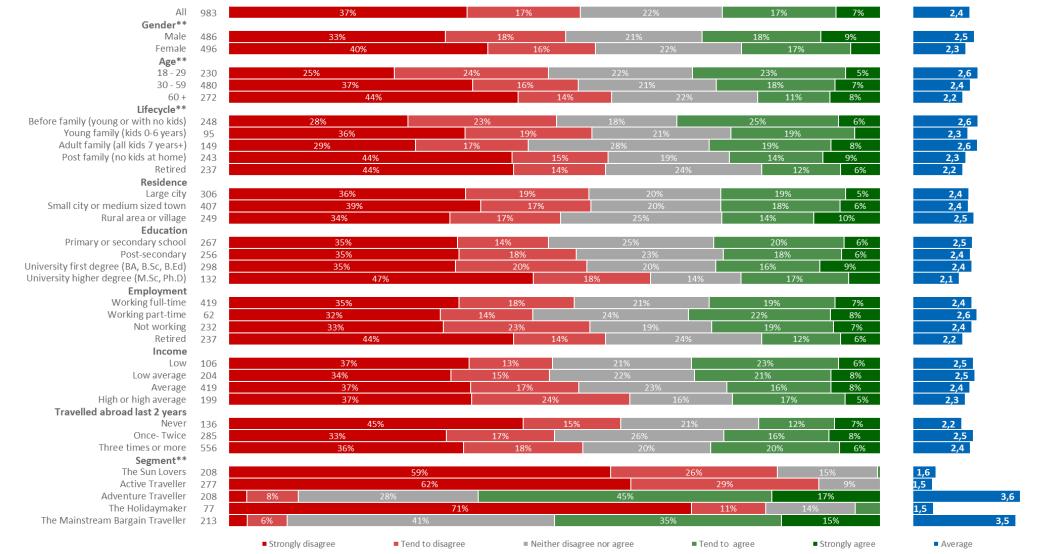


Conf.lim +/-

3.0%

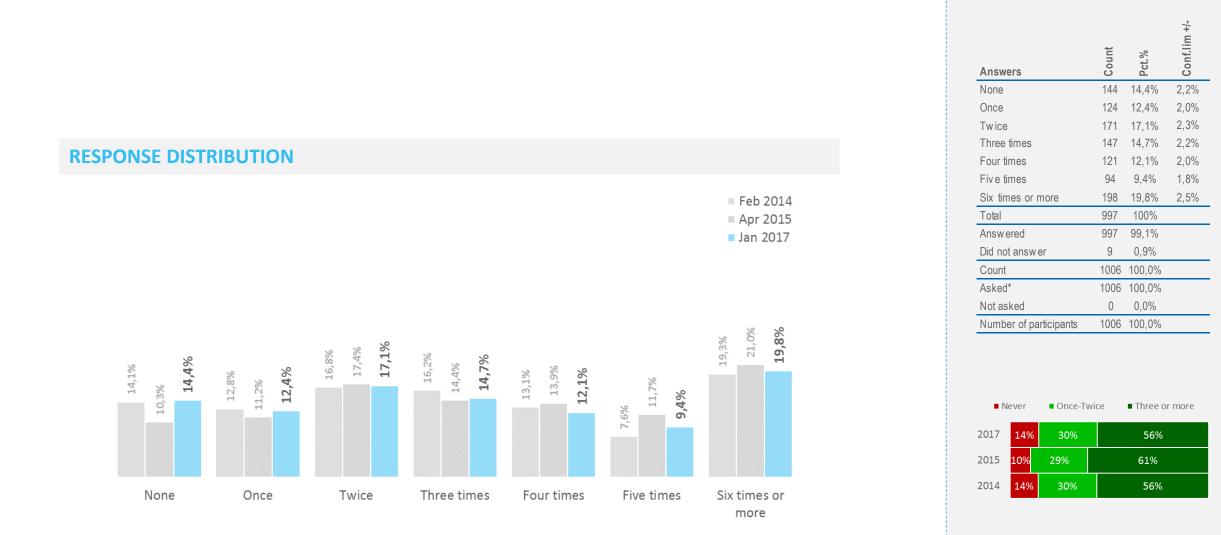
1,6%

[Q2\_9] I use social media on a regular basis to share my experiences with other people Denmark









\*Asked: All respondents



Denmark

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

	997	14%	1	2%		17%	%		15%			12%		9%			20%	
Gender**																		
Male	497	17%		12%			19%			15%		1	1%		8%		18%	
Female	500	12%	13%			15%		159	%		14%			11%			21%	
Age**																		
18 - 29	237	10%	16%			20				16%			15%		99	%	139	%
30 - 59	481	14%	12			18%			13%		11%			10%			21%	
60 +	279	19%		9%		14	%		16%		1	11%		8%			23%	
Lifecycle**																		
with no kids)	254	10%	12%			19%			14%		159	%			2%		17%	
(ids 0-6 years)	96	14%		1%			28	%			12%		109		7%		16%	
kids 7 years+)	152	6%	21%			15%			16%			2%		12	%		18%	
kids at home)	242	16%		11%		16%			14%		12%		9	9%			23%	
Retired	242	22%			9%		13%		179	%		10%		6%			22%	
Residence**																		
Large city	309	8% 12			16%			14%		14%			10%			26		
m sized town	413	16%	9	%		16%			18%			11%		10%			20%	
irea or village	256	19%			17%			19%	5		11%		1	1%		9%	13	%
Education**																		
ondary school	272	19%			17%			18%			14%			10%	8	%	14%	6
st-secondary	257	18%		13%			19%			15%	i		9%	6	%		20%	
A, B.Sc, B.Ed)	300	11%	10%		15%			15%			16%			12%			20%	
(M.Sc, Ph.D)	132	7%	17	%			18%		12%	%	1	1%				31%		
ployment**																		
king full-time	422	<b>9%</b> 9	1%	1	7%			15%		14%	6		12%				24%	
ing part-time	63	14%		18%			14%			20%			10%		7%		17%	
Not working	238	14%		19%				22%			12%		1	12%		10%		1%
Retired	242	22%			9%		13%		179	%		10%		6%			22%	
Income**																		
Low	108		35%					17%			15%			13%		8%		8%
Low average	209	20%			17%			209	%		129	%		11%		7%	13	%
Average	425	10%	11%		19	9%			17%		1	.4%		11	%		19%	
high average	199	8%	12%		1	17%		12%		119	6				379	%		
st 2 years**																		
Never	144								100%									
Once- Twice	294		4	12%									58%					
imes or more	559	269	%				22%			17%					3	5%		
Segment**																		
ne Sun Lovers	209	14%	1	2%			22%			189	%		10%	%	6%		17%	
tive Traveller	276	12%	10%		13%		13	%		14%		1	.3%			20	5%	
ure Traveller	211	12%	11%			18%			13%		12%		10%	6			24%	
	77	19%		9%		16%	%		12%			19%			9%		17%	
Holidaymaker																		

Before family (young or v Young family (kid Adult family (all ki

Post family (no ki

#### R

- Small city or mediun Rural ar Primary or secor Pos University first degree (BA University higher degree Emp Work Workir High or Travelled abroad las Three tir The Act
  - Advent The Ho The Mainstream Barga

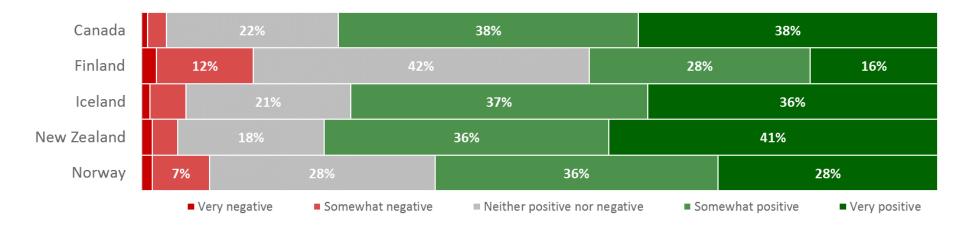
\*Asked: All respondents \*\* Statistically significant difference between groups (p<0,05)



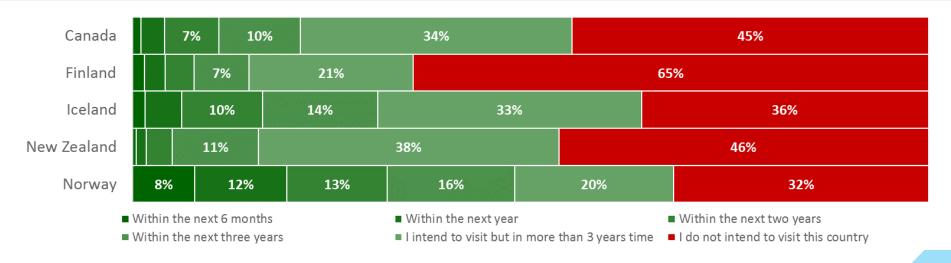
# Destination positivity & Travel intention | Comparison

Denmark

#### HOW POSITIVE OR NEGATIVE ARE YOU TOWARDS EACH OF THE FOLLOWING TRAVEL DESTINATIONS

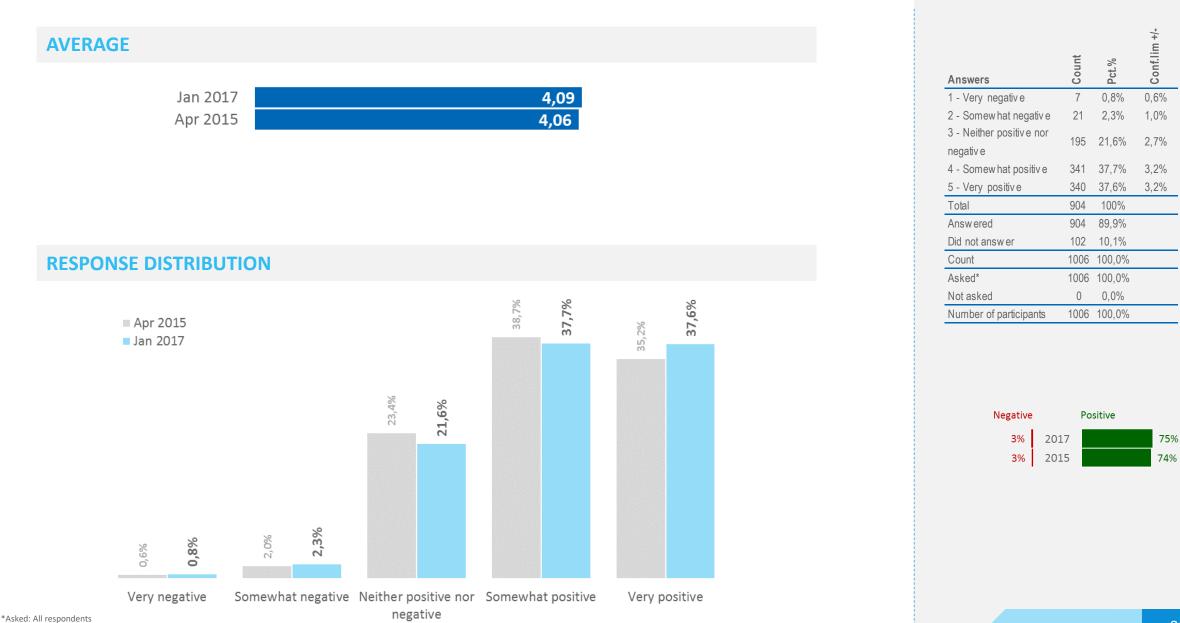


#### WHEN, IF EVER, DO YOU INTEND TO VISIT THE FOLLOWING COUNTRIES



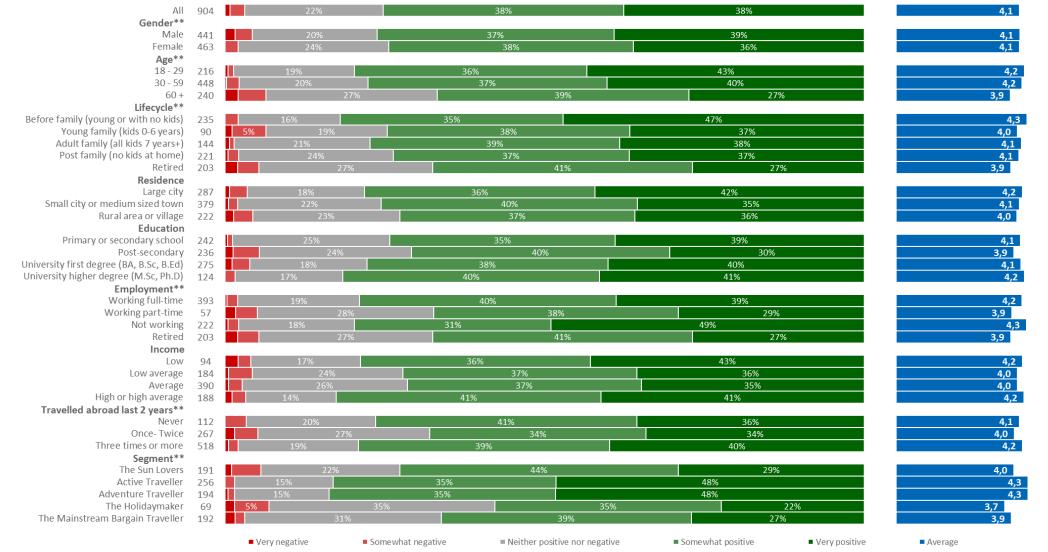
## [Q4\_1] How positive or negative are you towards CANADA as travel destination





## [Q4\_1] How positive or negative are you towards CANADA as travel destination

Denmark

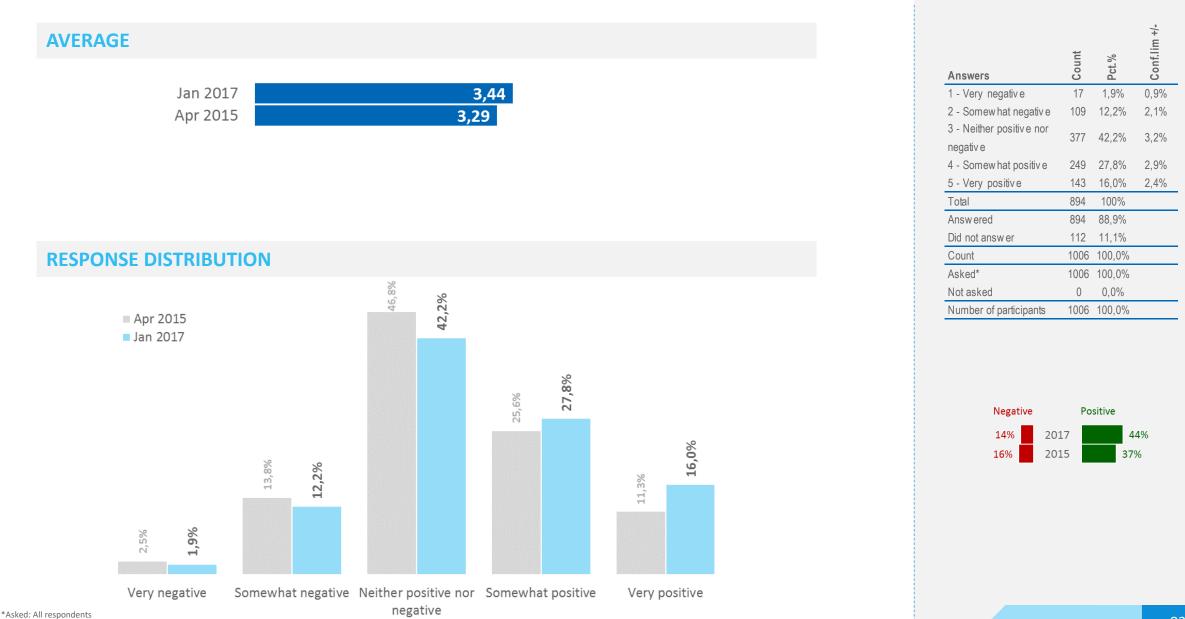




## [Q4\_2] How positive or negative are you towards FINLAND as travel destination



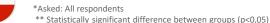




## [Q4\_2] How positive or negative are you towards FINLAND as travel destination

Denmark

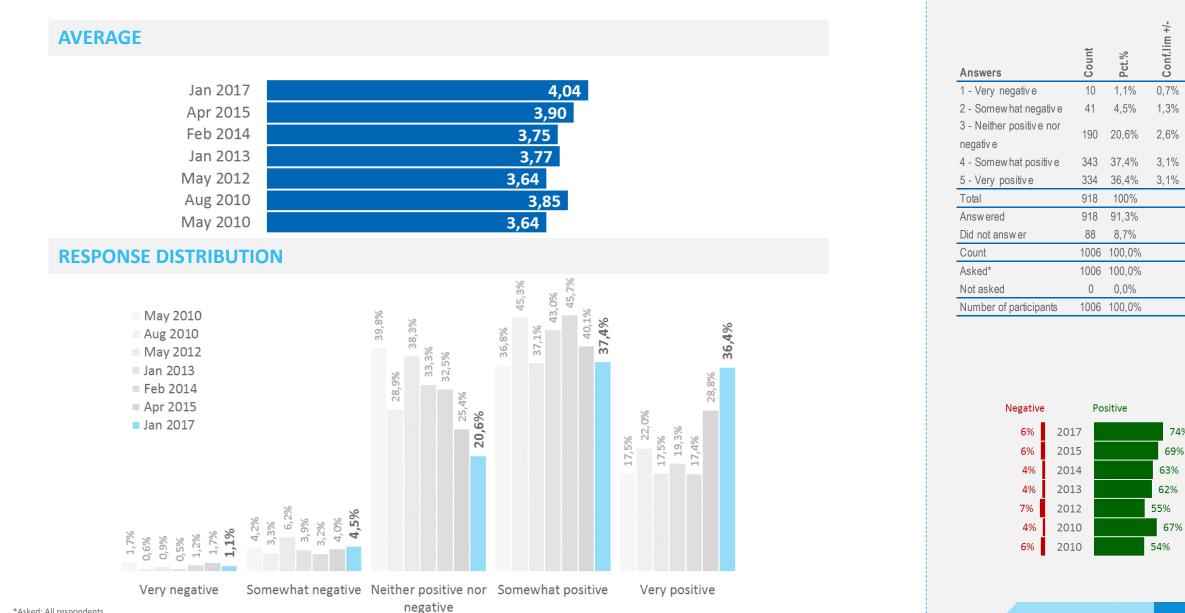




[Q4\_3] How positive or negative are you towards ICELAND as travel destination

#### Denmark





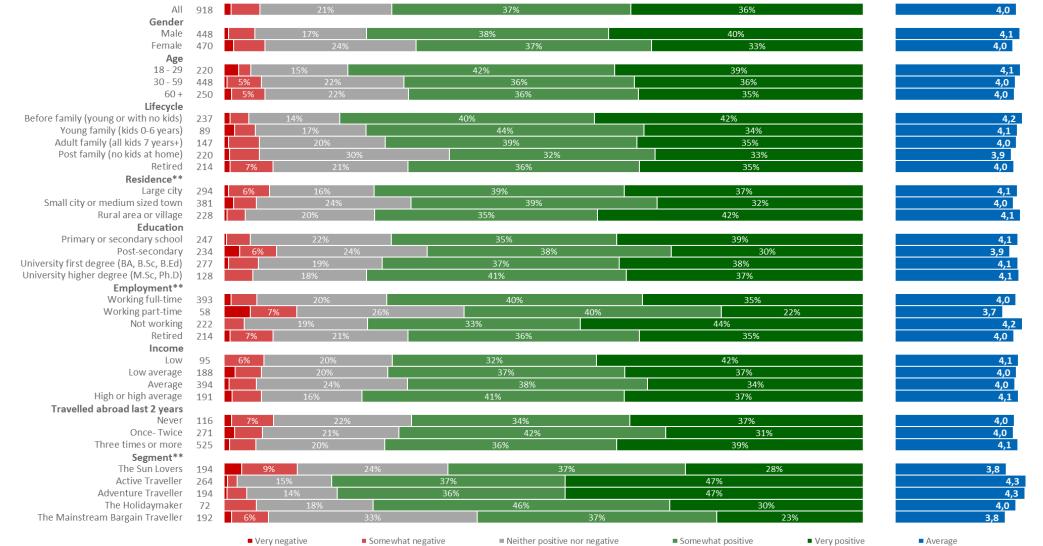
\*Asked: All respondents

85

74%

## [Q4\_3] How positive or negative are you towards ICELAND as travel destination

Denmark

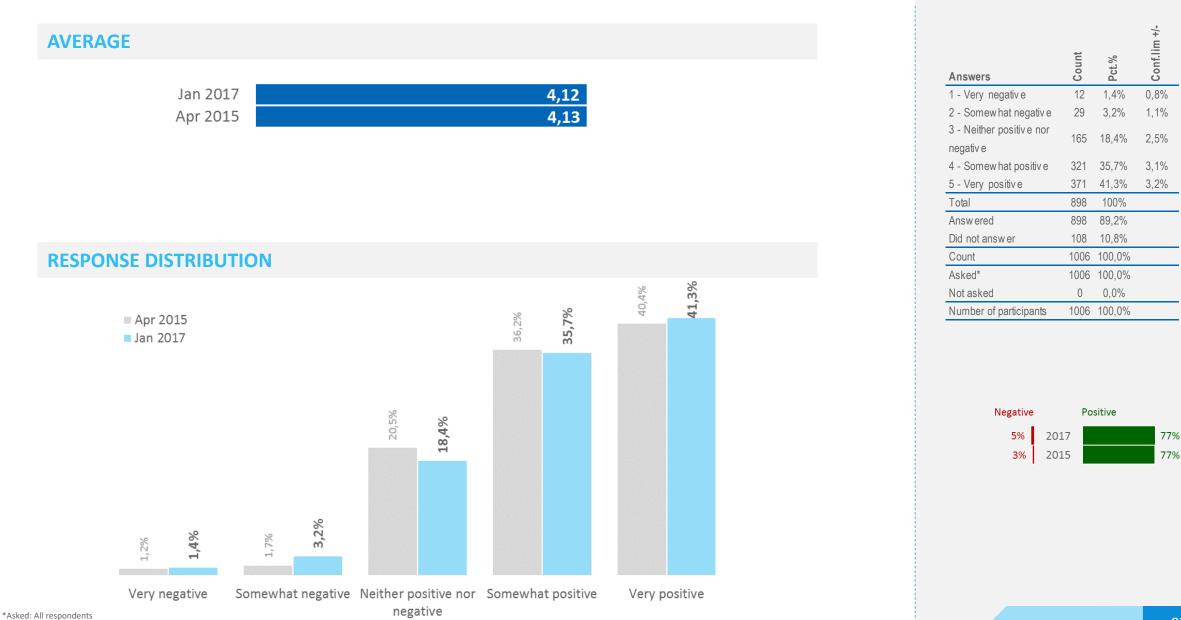




[Q4\_4] How positive or negative are you towards NEW ZEALAND as travel destination

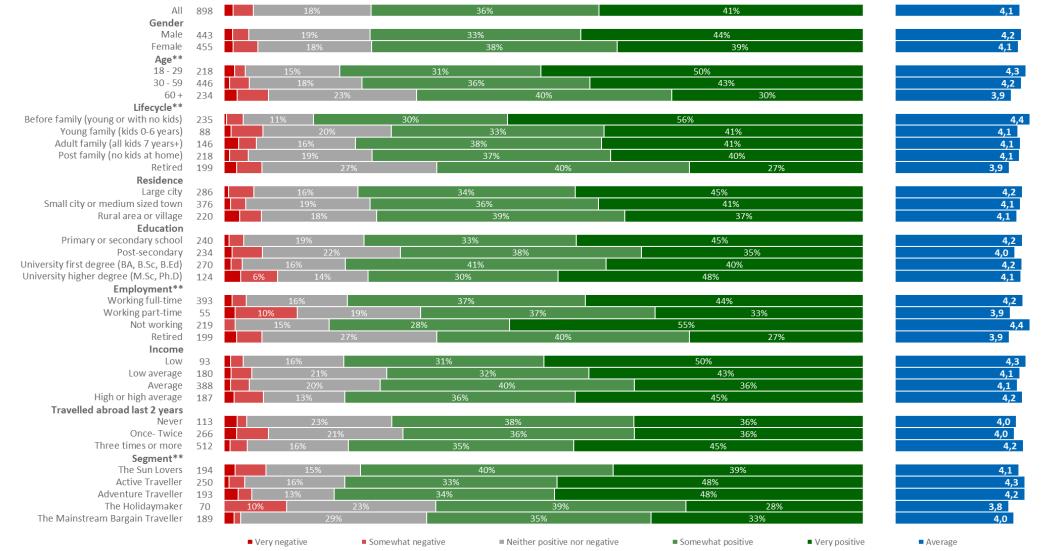
#### Denmark





[Q4\_4] How positive or negative are you towards NEW ZEALAND as travel destination

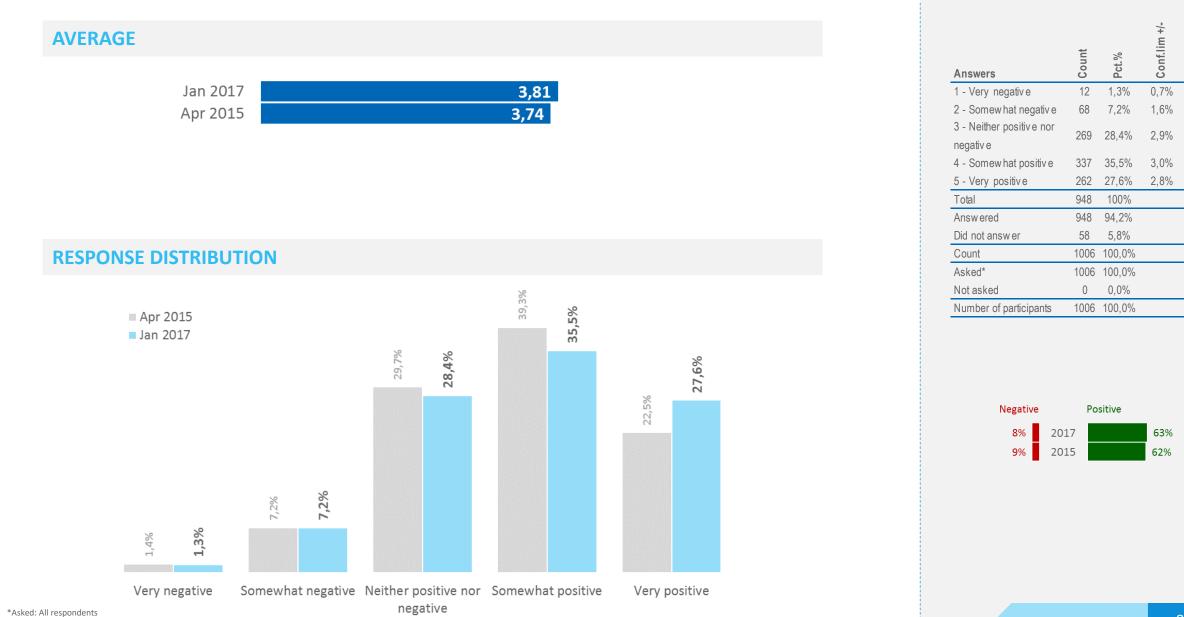
Denmark





## [Q4\_5] How positive or negative are you towards NORWAY as travel destination

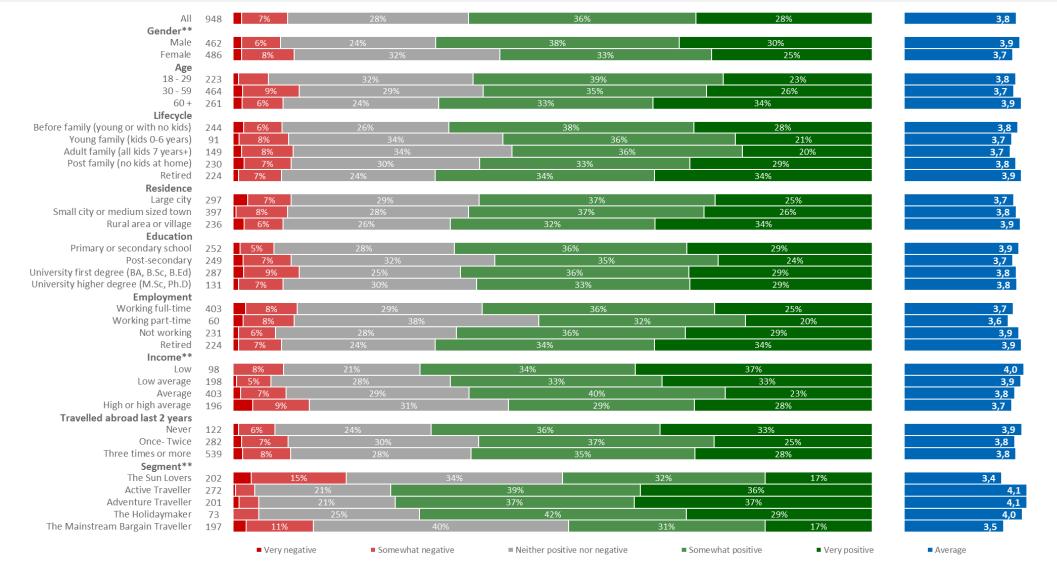




## [Q4\_5] How positive or negative are you towards NORWAY as travel destination

Denmark



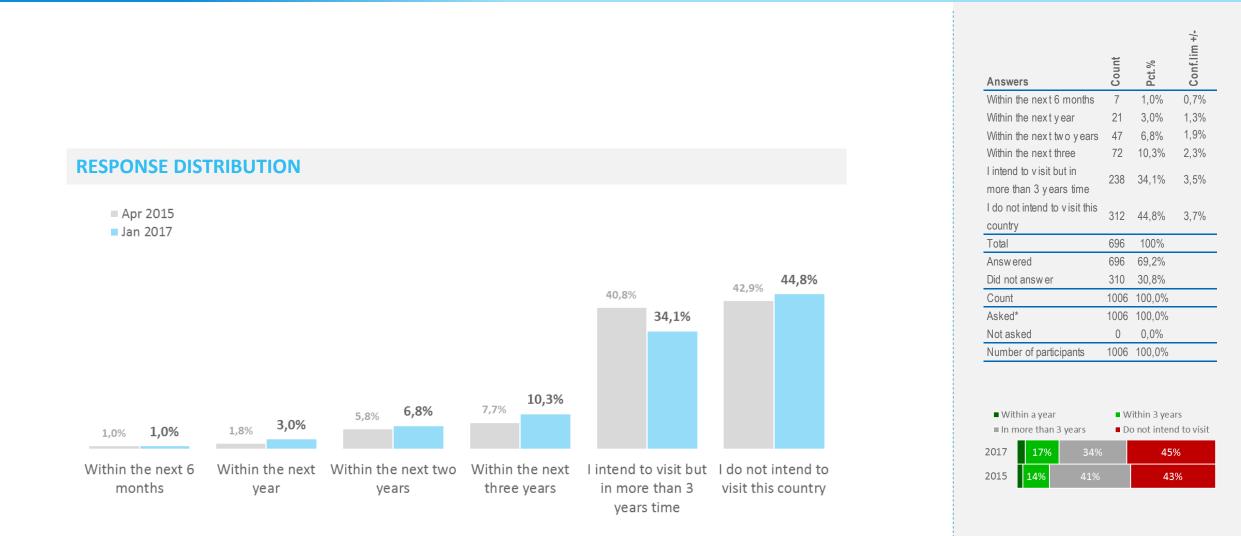






### [Q5\_1] When, if ever, do you intend to visit CANADA

Denmark





## [Q5\_1] When, if ever, do you intend to visit CANADA

Denmark

#### **ANSWER DISTRIBUTION | BREAKDOWN**

All	696	7%	10%		34%		45%
Gender							
Male	342	6%	9%	33%			49%
Female	355	7%	11%		35%		41%
Age**							
18 - 29	188	7%	15%		45%		29%
30 - 59	321	9%	10%		37%		40%
60 +	187	6%	18%			69%	
ifecycle**			4.40/		450/		2004
th no kids)	202	9%	14%		45%		29%
0-6 years) s 7 years+)	73 95	6% 5% 6% 7%	9%		43%		36%
s at home)	95 166	<u> </u>	10%		<u> </u>		38%
Retired	157	9%	<u> </u>		30%	75%	43%
Residence	137		1970			1370	
Large city	233	7%	13%		37%		39%
sized town	285	7%	10%		33%		46%
a or village	169	5%	7%	34%			50%
ucation**	105						
ary school	198	6%	9%	33%			49%
secondary	175	6%	8%	33%			49%
B.Sc, B.Ed)	212		17%		35%		40%
A.Sc, Ph.D)	94	5%	15%		39%		35%
oyment**							
g full-time	298	8%	15%		39%		35%
part-time	46	13%	11%	10%	27%		40%
ot working	180	9%	9%		44%		34%
Retired	157		19%			75%	
Income**							
Low	79	8%		37%			48%
w average	156	5% 9%		30%			55%
Average	284	5%	11%		4%	50/	46%
gh average	148	6%	14%	13%	36	5%	30%
2 years**	100	- 220				700/	
Never	100	22%		220/		78%	E20/
nce- Twice	191 404		15%	33%	38%		52%
es or more	404	9%	15%				33%
<b>egment**</b> Sun Lovers	142	5%		36%			52%
e Traveller	142 190	6% 7%	11%	30%	39%		36%
e Traveller	157	8%	15%		36%		38%
idaymaker	55	5%	26%			6	5%
n Traveller	149	9%	12%		28%		48%
rnavenet	145	570	1270		2070		10/0

Lifecy

Before family (young or with no Young family (kids 0-6) Adult family (all kids 7 ye

Post family (no kids at Re

#### Resid

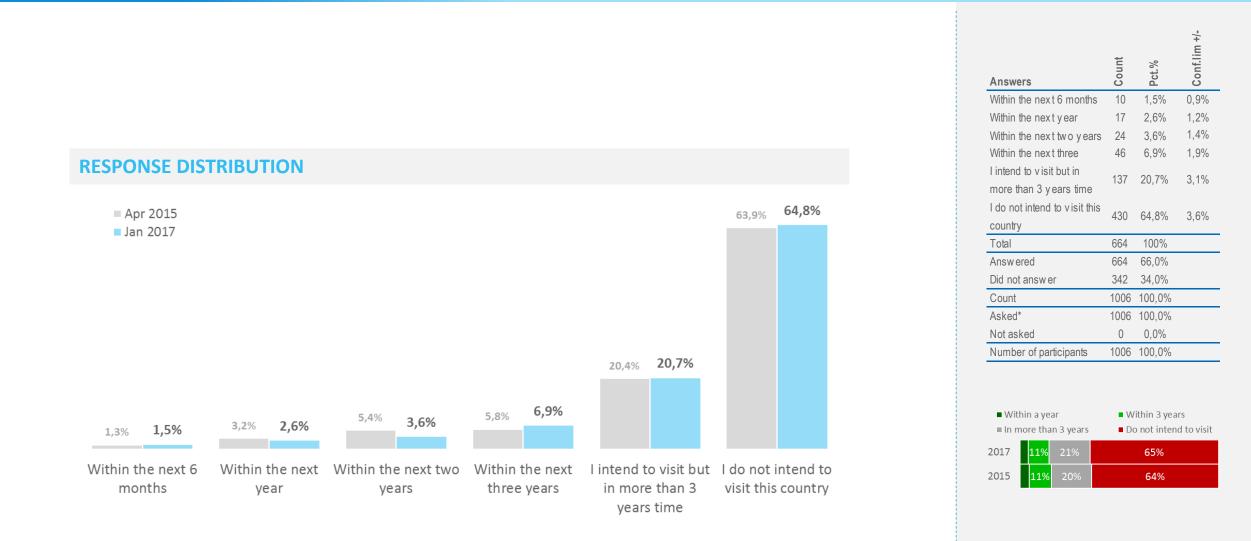
Lar Small city or medium sized Rural area or Educat Primary or secondary Post-seco University first degree (BA, B.Sc, University higher degree (M.Sc, Employme Working full Working part Not wo Re Inco Low av Av High or high av Travelled abroad last 2 ye Once-Three times or Segmo The Sun I

Active Tra Adventure Tra The Holidayr The Mainstream Bargain Tra



## [Q5\_2] When, if ever, do you intend to visit FINLAND

Denmark

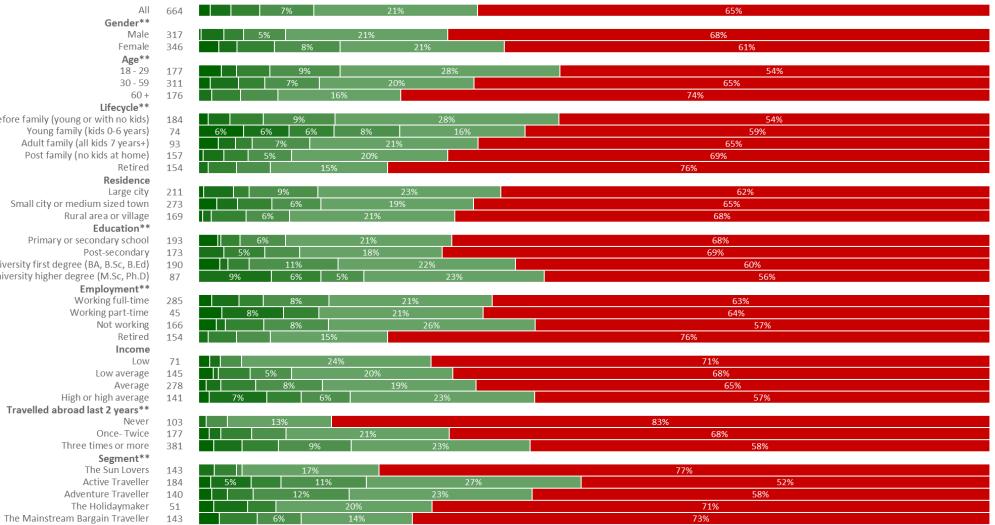




## [Q5\_2] When, if ever, do you intend to visit FINLAND

Denmark

#### **ANSWER DISTRIBUTION | BREAKDOWN**



■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country

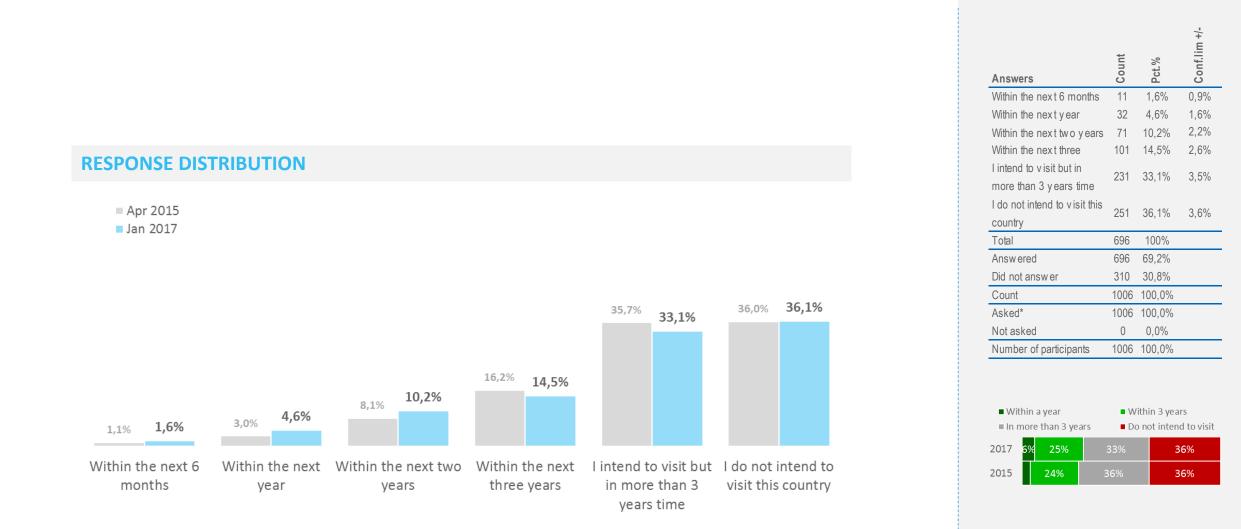
#### Before family (young or with no kids)

Young family (kids 0-6 years) Adult family (all kids 7 years+) Post family (no kids at home)

Small city or medium sized town Rural area or village Primary or secondary school Post-secondary University first degree (BA, B.Sc, B.Ed) University higher degree (M.Sc, Ph.D) Employment\*\* Working full-time Working part-time High or high average Travelled abroad last 2 years\*\* Three times or more The Sun Lovers Active Traveller



#### [Q5\_3] When, if ever, do you intend to visit ICELAND





### [Q5\_3] When, if ever, do you intend to visit ICELAND

Denmark

#### **ANSWER DISTRIBUTION | BREAKDOWN**

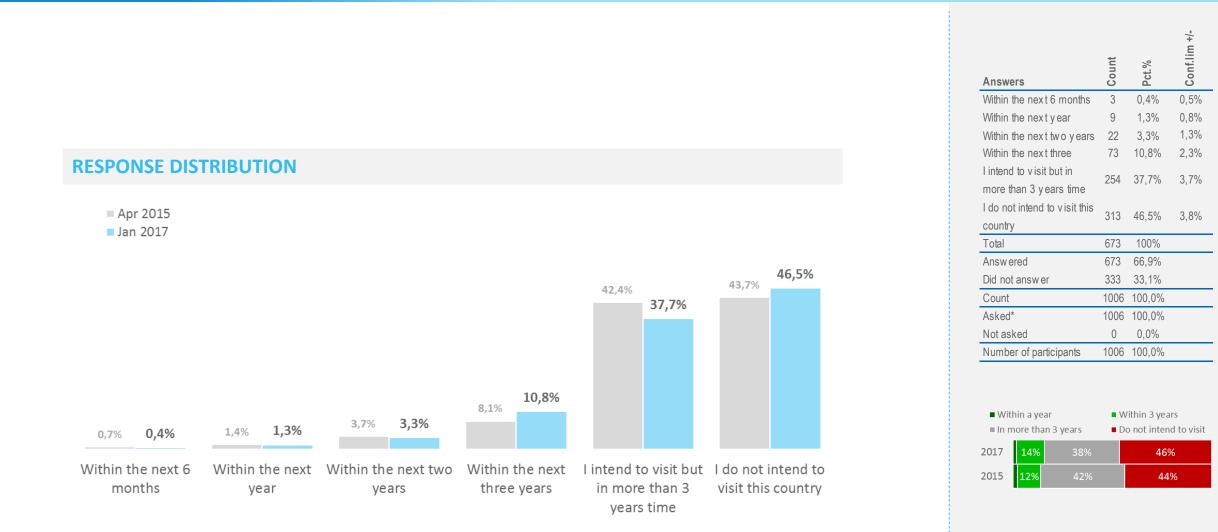


Before family (young or with no kids) Young family (kids 0-6 years) Adult family (all kids 7 years+) Post family (no kids at home)

Small city or medium sized town Rural area or village Education\*\* Primary or secondary school Post-secondary University first degree (BA, B.Sc, B.Ed) University higher degree (M.Sc, Ph.D) Employment\*\* Working full-time Working part-time Not working Income\*\* Low average High or high average Travelled abroad last 2 years\*\* Once- Twice Three times or more Segment\*\* The Sun Lovers Active Traveller Adventure Traveller The Holidaymaker

The Mainstream Bargain Traveller









## [Q5\_4] When, if ever, do you intend to visit NEW ZEALAND

Denmark

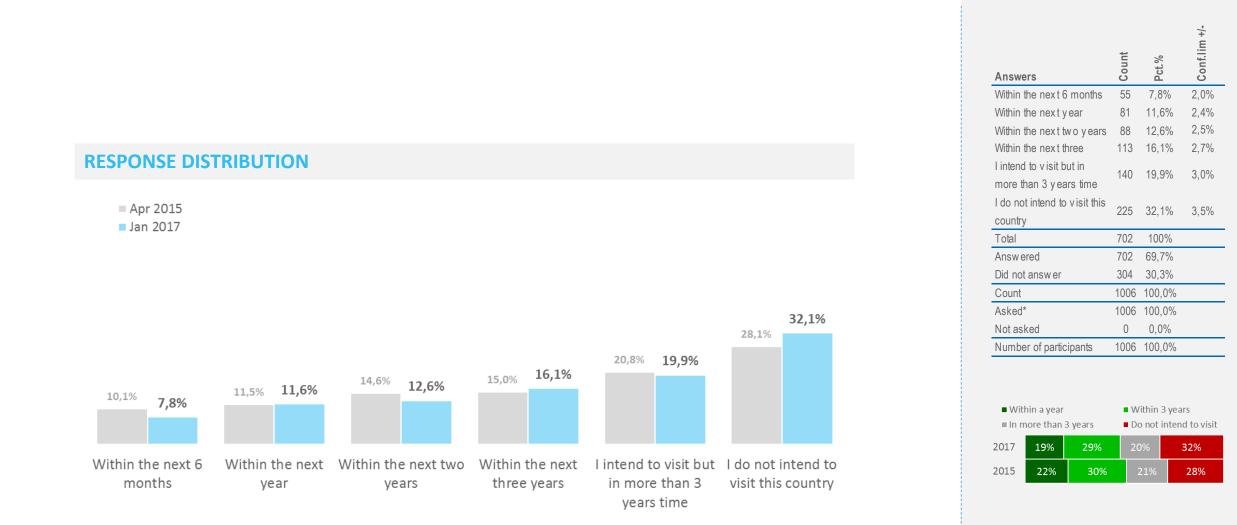
#### **ANSWER DISTRIBUTION | BREAKDOWN**



- Lifecycle\*\*
- Before family (young or with no kids) Young family (kids 0-6 years) Adult family (all kids 7 years+) Post family (no kids at home)

- Small city or medium sized town Rural area or village Education Primary or secondary school Post-secondary University first degree (BA, B.Sc, B.Ed) University higher degree (M.Sc, Ph.D) Employment\*\* Working full-time Working part-time Not working Income\*\* Low average High or high average Travelled abroad last 2 years\*\* Once- Twice Three times or more Segment\*\* The Sun Lovers Active Traveller Adventure Traveller The Holidaymaker
- The Mainstream Bargain Traveller







## [Q5\_5] When, if ever, do you intend to visit NORWAY

Denmark

#### **ANSWER DISTRIBUTION | BREAKDOWN**

All	702	8% 12	2%	13%	16	%	20%		32%
Gender	102			2070	10		20/1		
Male	340	8% 109	6	12%	18%		219	6	31%
Female	361		3%	13%		14%	19%		33%
Age**				2010					
18 - 29	182	6% 10%	129	%		26%		27%	19%
30 - 59	327	9%	12%	13%		.3%	21%		32%
60 +	193	7% 129		13%	12%	12			44%
Lifecycle**									
Before family (young or with no kids)	195	9%	13%	13%		22%		22%	22%
Young family (kids 0-6 years)	68	10% 7	'% 7%		27%			30%	19%
Adult family (all kids 7 years+)	98	5% 13%		13%	12%		26%		31%
Post family (no kids at home)	166	8% 12	2%	16%		11%	17%		36%
Retired	170	7% 10%	1	11%	13%	13%			45%
Residence									
Large city	223	10%	9%	13%		19%		17%	32%
Small city or medium sized town	296	6% 11%	1	12%	17%		23%	5	31%
Rural area or village	172	8%	16%	12%		10%	20%		34%
Education**									
Primary or secondary school	202	6% 9%	11%		20%		20%		35%
Post-secondary	175	11%	12%	139	%		28%		34%
University first degree (BA, B.Sc, B.Ed)	212	11%	15%	13	3%	16%		15%	30%
University higher degree (M.Sc, Ph.D)	95	15%	13%		17%		14%	17%	25%
Employment**									
Working full-time									
	294	9%	14%	13%		15%		21%	29%
Working part-time	294 50	9% 6% 15		13% 12%	12%	15%	24%	21%	29% 31%
Working part-time Not working					12% 24%	15%	24%	21%	
01	50	6% 15	% 12%			15%	24%		31%
Not working	50 171 170	6% 15 6% 8%	% 12%	12%	24%		24%		31% 24%
Not working Retired	50 171 170 74	6%         15           6%         8%           7%         10%           9%         5%	% 12%	12%	24% 13% 20%	13%	19%		31% 24% 45% 35%
Not working Retired Income	50 171 170 74 150	6%         15           6%         8%           7%         10%           9%         5%           6%         12%	% 12% 12% 13%	12% 11% 16%	24% 13% 20% 13%	13%	19% 21%	25%	31% 24% 45% 35% 33%
Not working Retired Income Low Low average Average	50 171 170 74 150 297	6%         15           6%         8%           7%         10%           9%         5%           6%         12%	%   12%   1	12% 11% 16% 10%	24% 13% 20%	13%   13% 	19%	25%	31% 24% 45% 35% 33% 31%
Not working Retired Income Low Low average Average High or high average	50 171 170 74 150	6%         15           6%         8%           7%         10%           9%         5%           6%         12%	% 12% 12% 13%	12% 11% 16%	24% 13% 20% 13%	13%	19% 21%	25%	31% 24% 45% 35% 33%
Not working Retired Income Low Low average Average High or high average Travelled abroad last 2 years**	50 171 170 74 150 297 151	6%         15           6%         8%           7%         10%           9%         5%           6%         12%           7%         1           11%         1	% 12% 13% 3% 12%	12% 11% 16% 10% 13%	24% 13% 20% 13%	13%   13% 	19% 21%	25% 25% 19%	31% 24% 45% 35% 33% 31%
Not working Retired Low Low average Average High or high average Travelled abroad last 2 years** Never	50 171 170 74 150 297 151 92	6%         15           6%         8%           7%         10%           9%         5%           6%         12%           7%         1           11%         9%	% 12% 13% 3% 12%	12% 11% 16% 10% 13% 24%	24% 13% 20% 139 179	13%   13% 	19% 21% 21?	25%	31% 24% 45% 35% 33% 31% 28%
Not working Retired Income Low Low average Average High or high average Travelled abroad last 2 years** Never Once-Twice	50 171 170 74 150 297 151 92 180	6%         15           6%         8%           7%         10%           9%         5%           6%         12%           7%         1           11%         1           8%         7%           8%         7%	% 12% 13% 3% 12% 12%	12% 11% 16% 10% 13% 24%	24% 13% 20% 139 179 17%	13% 13% 6   16%	19% 21%	25% 25% 19% 58%	31% 24% 45% 35% 33% 31% 28% 33%
Not working Retired Income Low Low average High or high average Travelled abroad last 2 years** Never Once- Twice Three times or more	50 171 170 74 150 297 151 92	6%         15           6%         8%           7%         10%           9%         5%           6%         12%           7%         1           11%         9%	% 12% 13% 3% 12%	12% 11% 16% 10% 13% 24%	24% 13% 20% 139 179 17%	13%   13% 	19% 21% 21?	25% 25% 19%	31% 24% 45% 35% 33% 31% 28%
Not working Retired Income Low Low average High or high average Travelled abroad last 2 years** Never Once- Twice Three times or more Segment**	50 171 170 74 150 297 151 92 180 427	6%         15           6%         8%           7%         10%           9%         5%           6%         12%           7%         1           11%         9%           8%         7%           9%         5%	% 12% 13% 3% 12% 12% 12% 12%	12% 11% 16% 10% 13% 24% 5 15%	24% 13% 20% 139 179 17%	13% 13% 6 16% 17%	19% 21% 21?	25% 25% 19% 58%	31% 24% 45% 35% 33% 31% 28% 33% 26%
Not working Retired Income Low Low average Average High or high average Travelled abroad last 2 years** Never Once- Twice Three times or more Segment** The Sun Lovers	50 171 170 74 150 297 151 92 180 427 142	6%         15           6%         8%           7%         10%           9%         5%           6%         12%           7%         1           11%         9%           8%         7%           9%         5%           8%         7%           9%         5%           8%         7%           9%         7%	% 12% 13% 3% 12% 12% 15% 7%	12% 11% 16% 10% 13% 24% 15% 12%	24% 13% 20% 139 179 179 17% 6	13% 13% 6 16% 17% 22%	19% 21% 219 23%	25% 25% 19% 58% 18%	31% 24% 45% 35% 33% 31% 28% 33% 26% 45%
Not working Retired Income Low Low average High or high average Travelled abroad last 2 years** Never Once-Twice Three times or more Segment** The Sun Lovers Active Traveller	50 171 170 74 150 297 151 92 180 427 142 200	6%         15           6%         8%           7%         10%           9%         5%           6%         12%           7%         1           11%         1           8%         7%           9%         5%           6%         12%           7%         1           11%         9%           8%         7%           9%         1           8%         7%           10%         10%	%     12%       12%     1       3%     1       12%     1       3%     1       15%     13%	12% 11% 16% 10% 13% 24% 15% 12% 15%	24% 13% 20% 139 179 17% 6 17% 6	13% 13% 6 16% 16% 17% 22% 21%	19% 21% 219 23%	25% 25% 19% 58% 18%	31% 24% 45% 35% 33% 28% 33% 26% 45% 22%
Not working Retired Income Low Low average High or high average Travelled abroad last 2 years** Never Once-Twice Three times or more Segment** The Sun Lovers Active Traveller Adventure Traveller	50 171 170 74 150 297 151 92 180 427 142 200 152	6%         15           6%         8%           7%         10%           9%         5%           6%         12%           7%         1           11%         9%           8%         7%           9%         8%           7%         1           11%         9%           8%         7%           9%         10%           11%         10%           11%         11%	% 12% 13% 3% 12% 12% 15% 15% 13% 13% 14%	12% 11% 16% 10% 13% 24% 24% 15% 12% 12% 11% 11% 11% 11% 11% 11	24% 13% 20% 139 179 179 17% 6	13% 13% 6 16% 17% 22% 21% 18%	19% 21% 219 23%	25% 25% 19% 58% 18%	31% 24% 45% 35% 33% 31% 28% 33% 26% 45% 22% 20%
Not working Retired Income Low Low average High or high average Travelled abroad last 2 years** Never Once-Twice Three times or more Segment** The Sun Lovers Active Traveller	50 171 170 74 150 297 151 92 180 427 142 200	6%         15           6%         8%           7%         10%           9%         5%           6%         12%           7%         1           11%         1           8%         7%           9%         5%           6%         12%           7%         1           11%         9%           8%         7%           9%         1           8%         7%           10%         10%	% 12% 13% 3% 12% 12% 15% 15% 13% 13% 14%	12% 11% 16% 10% 13% 24% 15% 12% 15% 12% 15% 13%	24% 13% 20% 139 179 17% 6 17% 6	13% 13% 6 16% 16% 17% 22% 21%	19% 21% 21% 21%	25% 25% 19% 58% 18%	31% 24% 45% 35% 33% 28% 33% 26% 45% 22%

#### R



										Top 10 Answers	Count	Pct.%	Conf.lim +/-
										Geothermal	316	31,9%	2,9%
										Natural	261	26,3%	2,7%
										Volcanos/Lava	146	14,7%	2,2%
CATECODIZE			TDIDUTU				(Eirst of	up to three	e mentions)	Weather/Cold	81	8,2%	1,7%
CATEGORIZE	DRESPO	INSE DIS	IKIBUII	JN			(11500)	up to three	ementionsj	Animals	36	3,6%	1,2%
										Glaciers/Mountains	33	3,3%	1,1%
									Apr 2015	Geography	13	1,3%	0,7%
									Jan 2017	Sports	12	1,2%	0,7%
										Personal	12	1,2%	0,7%
										Food & Drinks/Cusine	10	1,0%	0,6%
										Answered	991	98,5%	
» <b>6</b>										Did not answ er	15	1,5%	
30,6% <b>31,9%</b>	%									Count	1006	100,0%	
m	, <sup>8%</sup> 26,3%									Asked*	1006	100,0%	
	22,8%	%0								Not asked	0	0,0%	
		19,0% <b>14,7%</b>								Number of participants	1006	100,0%	
Geothermal	Natural elements/ Landscape	Volcanos/ Lava	%2 <b>%</b> Weather/ Cold	4,8% <b>3,6%</b>	کے ہی Glaciers/ Mountains	1,5% Geography	% <sup>٤°</sup> ۵ Sports	۳,2% Personal opinion/ experience	%6 <b>(1</b> Food & Drinks/ Cusine				



## [Q6\_1] When you think about the country Iceland what comes into your mind?

First mention | Denmark



RIZED RESPONSE DIS	TRIB	UTION   CROSS SPLITS					(Firs	t of up to three	mentions)
All	991	32%		26%		15%		8% 4% 3%	
Gender	100	254/		20%		4.00	<i>(</i> )	00/ 50/	
Male Female	496 495	<u> </u>		<u> </u>		20%			
Age	495	23%		2376		20%		8% 5%	
18 - 29	234	27%		30%		12%	8%	3% 7%	
30 - 59	481	30%		26%		15%	070	9% 4%	
60 +	276	39%		24%			6%	7% 3%	
Lifecycle	270	3370		2.470			070	170 370	
Before family (young or with no kids)	254	29%		29%		13%	6%	6%	
Young family (kids 0-6 years)	95	35%		18%	12%		14%	5% 4%	
Adult family (all kids 7 years+)	149	27%		31%		15%		10% 4%	6%
Post family (no kids at home)	242	35%		26%		16%	5	8% 5%	
Retired	239	35%		24%		16%		7% 4%	
Residence									
Large city	308	31%		24%		14%	8%	4% 3%	
Small city or medium sized town	409	35%		25%		15%		8% 4%	
Rural area or village	254	29%		31%		16%		8% 5%	3%
Education									
Primary or secondary school	269	28%		31%		11%	6%	4% 6%	
Post-secondary	257	30%		25%		20%		9% 5%	3%
University first degree (BA, B.Sc, B.Ed)	298	34%		26%		12%		10% 3%	
University higher degree (M.Sc, Ph.D)	130	39%		21%		17%		6% 3%	
Employment									
Working full-time	420	35%		25%		15%		7% 4%	
Working part-time	60	30%		26%		12%	14		
Not working	239	24%		32%		14%	1		/6
Retired	239	35%		24%		16%		7% 4%	
Income	107	22%		280/	100/	11%		90/ 40/	
Low Average	107 207	23% 		28%	12%	12%		8% 4% 9% 3% 5%	
Low average Average	423	33%		29%		12%		9%         3%         5%           8%         3%	
High or high average	199	37%		2470 26%			.5%	7%	3%
Travelled abroad last 2 years	199	5770		2070			.370	170	570
Never	140	20%	23%	16%		8%	8%		
Once- Twice	292	29%	2070	28%		15%		10% 5% 5	5%
Three times or more	554	37%		26%			5%	7%	
Segment									
The Sun Lovers	207	39%		23%		14%		8%	
Active Traveller	278	31%		31%			6%	4% 3%	3%
Adventure Traveller	209	29%		28%		14%	6%	7%	
The Holidaymaker	77	38%		25%			16%	9%	
The Mainstream Bargain Traveller	213	26%		24%	13%		16%	4% 5%	
		Geothermal	ents/Land	scape 📮 Volcanos/Lava	Wes	ther/Cold		Animals	
						1			
		■ Glaciers/Mountains ■ Geography		Sports	= Pers	onai opinion/exp	enence	Food & Drinks/Cusine	1

#### DECONICE DISTRIPUTION | COCC COLITS **CATEGORIZED**

\*Asked: All respondents \*\* Statistically significant difference between groups (p<0,05)



**-/-Conf.lim +/-**3,1%

3,1% 2,8% 2,6% 2,4% 1,9% 1,6% 1,5% 1,5%

	Top 10 Answers	Count	Pct.%
	Geothermal	559	56,4%
	Natural	521	52,5%
	Volcanos/Lav a	293	29,6%
CATEGORIZED RESPONSE DISTRIBUTION (Up to three mentions)	Weather/Cold	213	21,5%
CATEGORIZED RESPONSE DISTRIBUTION (Up to three mentions)	Animals	177	17,8%
× ×	Glaciers/Mountains	97	9,8%
58,1% ,2% 2,5%	Culture/History	68	6,8%
56,4 <sup>1</sup>	Food & Drinks/Cusine	65	6,6%
	Geography	64	6,5%
	Finance/Banks/Expense		5,9%
8	Answ ered	991	98,5%
32°0%	Did not answ er	15	1,5%
35, 6% <b>29,6</b> %	Count		100,0%
	Asked*		100,0%
Apr 2015 = Apr 2015 = Jan 2017	Not asked	0	0,0%
	Number of participants	1006	100,0%
8,3% 9,8% 9,8% 6,8% 6,5% 6,5% 6,5%			
Geothermal Natural Volcanos/ Weather/ Animals Glaciers/ Culture/ Food & Drinks/ Geography Finance/ elements/ Lava Cold Mountains History Cusine Banks/ Landscape Expense			

\*Asked: All respondents

## [Q6\_A] When you think about the country Iceland what comes into your mind?

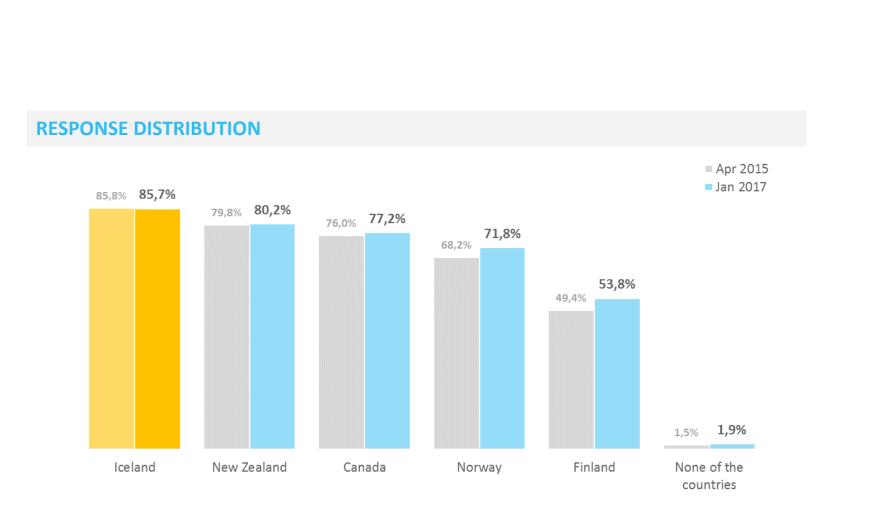
All mentions | Denmark

CATEGORIZED RESPONS	SE	DISTRIBU		OSS SPL	ITS					(Up to th	ree mentions)
		Geothermal	Natural elements, Landscape	/ Volcanos/ Lava	Weather/ Cold	Animals	Glaciers/ Mountains	Culture/ History	Food & Drinks/ Cusine	Geography	Finance/ Banks/ Expense
All 9	991	56%	53%	30%	22%	18%	10%	7%	7%	6%	6%
Gender									_		
Male 4		60%	58%	21%	23%	26%	9%	6%	5%	5%	4%
	195	52%	47%	39%	20%	10%	11%	8%	9%	8%	7%
Age	124	410/	F F 0/	2.00	270/	17%	14%	8%	5%	8%	2%
	234 181	41%	55%	26%	27%	17%	10%	5%	6%	6%	2% 7%
60 + 2		68%		34%	17%	19%	7%	8%	10%	5%	7%
Lifecycle	10	0070	50%	3470	1770	1570	770	070	1070	570	770
	254	45%	57%	27%	23%	17%	12%	9%	4%	6%	4%
1.0. 0	95	52%	43%	27%	28%	15%	10%	8%	9%	9%	5%
	L49	48%	59%	29%	27%	11%	12%	4%	6%	8%	3%
Post family (no kids at home) 2	242	68%	51%	29%	20%	23%	9%	5%	6%	5%	10%
	239	65%	49%	35%	16%	18%	6%	9%	10%	6%	7%
Residence				_	_	_	_	-			
Large city 3		53%	53%	29%	23%	15%	10%	10%	8%	9%	6%
Small city or medium sized town 4		60%	51%	31%	21%	16%	10%	5%	5%	5%	6%
Rural area or village 2 Education	254	57%	55%	30%	19%	24%	9%	6%	7%	6%	4%
Primary or secondary school 2	060	47%	53%	28%	20%	16%	13%	6%	6%	7%	4%
	257	55%	54%	30%	23%	17%	10%	8%	7%	4%	6%
University first degree (BA, B.Sc, B.Ed) 2		62%	51%	28%	24%	20%	8%	6%	6%	8%	8%
University higher degree (M.Sc, Ph.D) 1		67%		37%	19%	17%	9%	10%	7%	9%	7%
Employment						_	—	_	-	_	
Working full-time 4	120	59%	53%	27%	20%	17%	10%	6%	7%	7%	7%
Working part-time	60	55%	49%	37%	28%	10%	19%	6%	6%	2%	3%
Not working 2		45%	57%	29%	27%	20%	12%	7%	3%	8%	3%
Retired 2	239	65%	49%	35%	16%	18%	6%	9%	10%	6%	7%
Income	07	4.407	550/	20%	250/	2007	70/	10%	5%	4%	50/
Low 1		44%	49%	29% 27%	25%	29%	7%	10%	7%	4% 6%	5%
Low average 2 Average 4	207	57% 57%	51%	30%	17%	15%	9%	6%	7%	7%	3% 8%
	+23 199	63%	60%	31%	22%	15%	9%	8%	7%	8%	6%
Travelled abroad last 2 years		0370	00/0	51/0	2270	1070	570	070	170	070	070
Never 1	L40	45%	46%	30%	19%	23%	5%	9%	5%	2%	4%
Once- Twice 2		49%	54%	29%	23%	17%	12%	6%	5%	4%	4%
Three times or more 5	554	63%	53%	30%	21%	17%	10%	7%	8%	9%	7%
Segment							_	_			
The Sun Lovers 2		58%	51%	27%	26%	16%	10%	7%	12%	6%	7%
Active Traveller 2		61%	56%	36%	19%	20%	9%	7%	7%	9%	8%
	209	57%	54%	28%	13%	21%	7%	9%	7%	7%	5%
	77	62%	57%	30%	23%	17%	11%	2%	5%	2%	1%
The Mainstream Bargain Traveller 2	213	46%	47%	25%	28%	15%	12%	6%	1%	6%	5%



## [Q7\_1] I can experience natural wonders

#### Denmark



Answers	Count	Pct.%	Conf.lim +/-
Iceland	745	85,7%	2,3%
New Zealand	697	80,2%	2,6%
Canada	671	77,2%	2,8%
Norway	625	71,8%	3,0%
Finland	467	53,8%	3,3%
None of the countries	17	1,9%	0,9%
Total	870		
Answered	870	86,4%	
Did not answ er	136	13,6%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	





## [Q7\_1] I can experience natural wonders

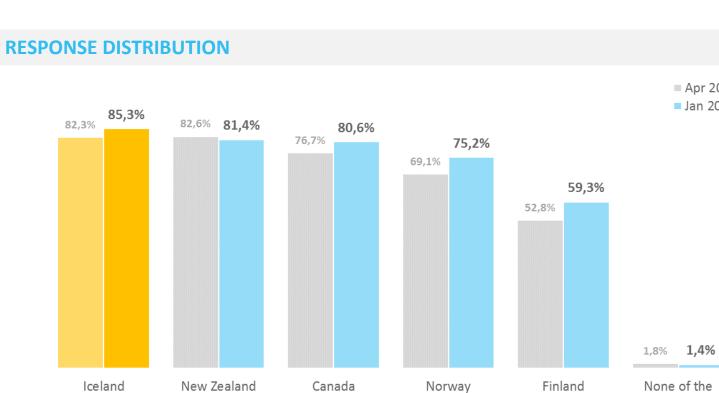
Denmark

## **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Iceland	New Zealand	Canada	Norway	Fin	land	None of the countries
All	870	8	6%	80%	77%	72%	54%	2%
Gender								
Male	425		90 <mark>%</mark>	82%	78%	76%	56%	1%
Female	445	829	%	79%	76%	68%	51%	2%
Age								
18 - 29	208		6%	83%	69%	67%	46%	1%
30 - 59	434	8	37 <mark>%</mark>	86%	84%	75%	61%	1%
60 +	228	82	% 66%		72%	71%	47%	4%
Lifecycle								
Before family (young or with no kids)	230		94%	88%	79%	75%	53%	0%
Young family (kids 0-6 years)	82	77%		86%	73%	63%	48%	1%
Adult family (all kids 7 years+)	130	84		82%	77%	62%	57%	2%
Post family (no kids at home)	221		7%	85%	83%	78%	61%	2%
Retired	200	809	63%		71%	71%	47%	4%
Residence								1
Large city	275		92%	84%	80%	73%	56%	1%
Small city or medium sized town	363	82		78%	76%	72%	51%	2%
Rural area or village	220	8	5%	81%	78%	73%	57%	2%
Education	220			700/	7.40/	(50)	470/	
Primary or secondary school	220	82	% 5%	78% 81%	74%	65%	47%	2%
Post-secondary University first degree (BA, B.Sc, B.Ed)	228 269			81%	78%	73%	55%	2%
			6% 91%	83%	80%	76%	54%	2%
University higher degree (M.Sc, Ph.D) Employment	126		91%	83%	80%	/0%	54%	3%
Working full-time	383		37%	87%	83%	74%	58%	1%
Working rul-time	385 49	82		81%	72%	70%	55%	0%
Not working	213		90 <mark>%</mark>	86%	75%	70%	54%	1%
Retired	200	809		0070	71%	71%		4%
Income	200		03/0		7170	7 170	4770	470
Low	89		89%	83%	80%	78%	58%	4%
Low average	174	83		78%	74%	72%	49%	1%
Average	375			79%	75%	69%	54%	2%
High or high average	190		90%	87%	85%	75%	57%	1%
Travelled abroad last 2 years								
Never	102	77%	71	%	72%	68%	51%	5%
Once- Twice	250	83	%	77%	70%	66%	49%	3%
Three times or more	514		89%	83%	82%	76%	57%	1%
Segment								
The Sun Lovers	183	8	37% <mark>6</mark>	81%	75%	68%	42%	2%
Active Traveller	259		89 <mark>%</mark>	88%	86%	82%	70%	1%
Adventure Traveller	195		90 <mark>%</mark>	86%	83%	77%	61%	2%
The Holidaymaker	61	3	38% <mark>6</mark> 72		79%	67%	51%	3%
The Mainstream Bargain Traveller	171	73%	65%		59%	56%	35%	3%

## [Q7\_2] I can see extraordinary landscapes

#### Denmark



Answers	Count	Pct.%	Conf.lim +/-
lceland	731	85,3%	2,4%
New Zealand	698	81,4%	2,6%
Canada	691	80,6%	2,6%
Norway	644	75,2%	2,9%
Finland	508	59,3%	3,3%
None of the countries	12	1,4%	0,8%
Total	857		
Answered	857	85,2%	
Did not answ er	149	14,8%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



🗏 Apr 2015

countries

Jan 2017



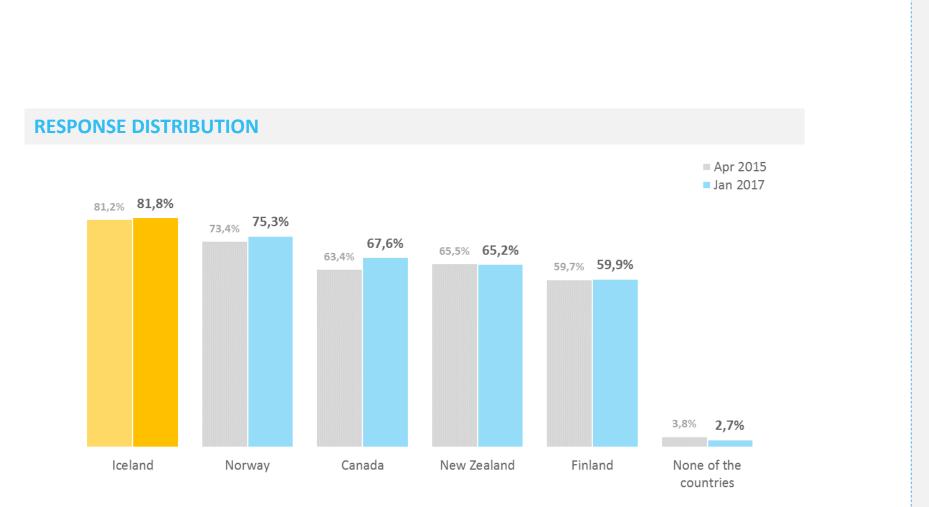
## [Q7\_2] I can see extraordinary landscapes

Denmark

	Iceland	New Zeala	nd Canada	Norway	Finla	nd	None of the c
All	857	85%	81%	81%	75%	59%	1%
Gender							
Male	420	87%	82%	79%	75%	59%	1%
Female	437	83%	81%	82%	75%	60%	1%
<b>Age</b> 18 - 29	206	87%	78%	710/	70%	47%	2%
30 - 59	426	87%	88%	71%	79%	47%	0%
60 +	225	81%	72%	76%	73%	56%	3%
Lifecycle	225	01/0	1270	7070	1370	50%	370
Before family (young or with no kids)	229	88%	85%	78%	76%	55%	1%
Young family (kids 0-6 years)	80	87%	82%	78%	64%	58%	1%
Adult family (all kids 7 years+)	125	86%	82%	84%	78%	63%	0%
Post family (no kids at home)	216	89%	90%	87%	79%	65%	0%
Retired	198	78%	69%	75%	73%	56%	3%
Residence							
Large city	275	88%	88%	82%	76%	64%	1%
Small city or medium sized town	360	83%	78%	80%	75%	56%	2%
Rural area or village	210	87%	80%	81%	76%	60%	0%
Education			770/	750	7404	500/	L
Primary or secondary school	218	82%	77%	75%	71%	52%	2%
Post-secondary University first degree (BA, B.Sc, B.Ed)	219 268	88 <mark>%</mark> 85%	85% 81%	83% 82%	75%	60% 64%	2% 1%
University higher degree (M.Sc, Ph.D)	123	83%	81%	86%	82%	61%	0%
Employment	125	00/0	6770	807	8270	0170	070
Working full-time	372	89%	89%	87%	78%	65%	0%
Working part-time	50	85%	78%	87%	68%	55%	0%
Not working	213	86%	84%	74%	74%	53%	2%
Retired	198	78%	69%	75%	73%	56%	3%
Income							-
Low	92	83%	83%	81%	77%	61%	6%
Low average	171	82%	77%	76%	81%	55%	1%
Average	365	86%	81%	79%	71%	60%	1%
High or high average	189	90 <mark>%</mark>	88%	88	77%	62%	1%
Travelled abroad last 2 years							
Never	103	81%	77%	73%	71%	54%	4%
Once- Twice	240	83%	75%	75%	74%	59%	2%
Three times or more	509	87%	85%	85%	77%	61%	1%
Segment	105	001	830/	820/	60%	FOR	10/
The Sun Lovers Active Traveller	185 255	89%	83% 88%	82%	68% 84%	50%	1% 0%
Adventure Traveller	188	89%	85%	86%	84%	73%	1%
The Holidaymaker	66	85%	74%	77%	76%	59%	1%
The Mainstream Bargain Traveller	162	70%	69%	64%	59%	39%	4%



# [Q7\_3] I can enjoy a pure environment



Answers	Count	Pct.%	Conf.lim +/-
Iceland	591	81,8%	2,8%
Norway	544	75,3%	3,1%
Canada	488	67,6%	3,4%
New Zealand	471	65,2%	3,5%
Finland	433	59,9%	3,6%
None of the countries	19	2,7%	1,2%
Total	722		
Answered	722	71,8%	
Did not answ er	284	28,2%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	







# [Q7\_3] I can enjoy a pure environment

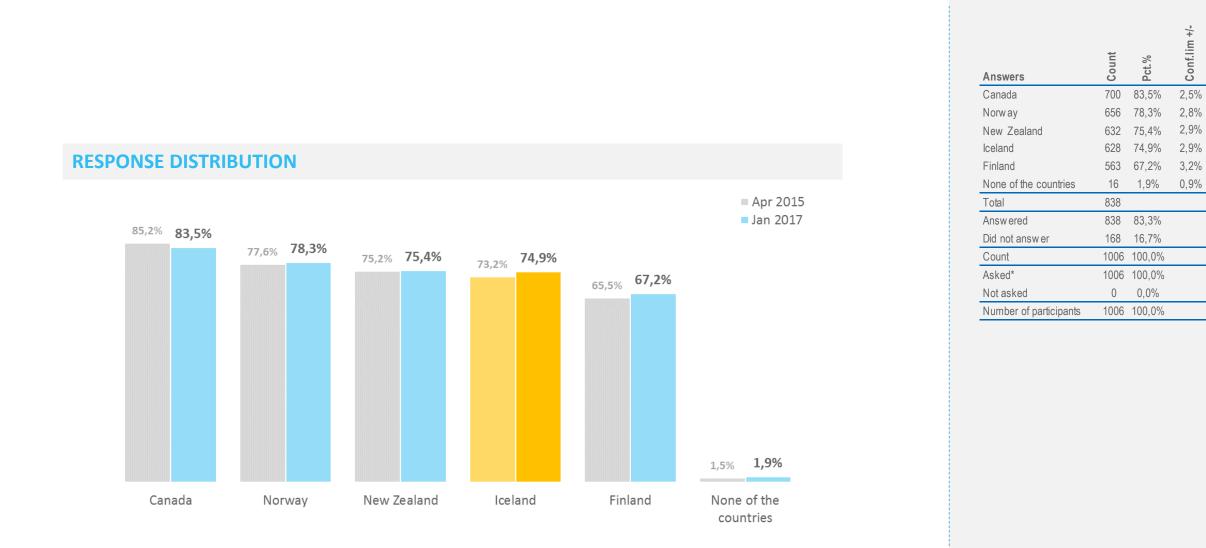
Denmark

## **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Iceland	Norway		Canada	New Zealand	Finland	None of the countries
All	722	3	32%	75%	68%	65%	60%	3%
Gender				-				-
Male	329		84%	75%	63%	63%	56%	3%
Female	393	8	0%	76%	71%	67%	63%	3%
Age								_
18 - 29	172		9%	74%	61%	63%	56%	3%
30 - 59	368		85%	78%	76%	71%	65%	1%
60 +	183	78	%	72%	57%	55%	54%	5%
Lifecycle	100		0.5%	70%	7.0%	710/	C294	20/
Before family (young or with no kids) Young family (kids 0-6 years)	190 69		85%	79% 72%	72% 68%	71%	63%	2% 0%
Adult family (all kids 7 years+)	69 118		0%	75%	66%	68%	64%	2%
Post family (no kids at home)	176	• •	85%	78%	76%	69%	63%	2%
Retired	162	759		71%	55%	53%	51%	5%
Residence	102	, 0,		1270	5570	55%	51/0	570
Large city	236		88%	77%	70%	70%	67%	2%
Small city or medium sized town	300	8	0%	74%	66%	63%	57%	3%
, Rural area or village	174	7	9%	77%	69%	63%	58%	3%
Education								-
Primary or secondary school	179	74%	ó	72%	62%	60%	53%	4%
Post-secondary	184		85%	72%	70%	69%	63%	2%
University first degree (BA, B.Sc, B.Ed)	227		85%	78%	66%	65%	59%	3%
University higher degree (M.Sc, Ph.D)	111		83%	82%	77%	70%	72%	2%
Employment				_				
Working full-time	327		87%	77%	75%	72%	65%	1%
Working part-time	41	72%		75%	70%	64%	70%	0%
Not working Retired	171 162		32%	78%	68%	67%	59%	2%
Income	102	759	/0	71%	55%	53%	51%	5%
Low	73	8	0%	74%	69%	69%	65%	8%
Low average	141	759		78%	63%	58%	54%	2%
Average	302		84%	71%	64%	64%	54%	2%
High or high average	170		86%	81%	78%	73%	74%	2%
Travelled abroad last 2 years								
Never	79	78	3%	57%	66%	61%	59%	7%
Once- Twice	197	769	%	70%	59%	59%	51%	4%
Three times or more	442		85%	79%	72%	69%	64%	1%
Segment								
The Sun Lovers	138	3	32%	72%	64%	61%	56%	3%
Active Traveller	229		86%	83%	73%	71%	69%	1%
Adventure Traveller	166		88%	82%	78%	75%	70%	2%
The Holidaymaker	52		84%	75%	56%	61%	58%	5%
The Mainstream Bargain Traveller	136	67%	58%	)	53%	49%	38%	5%



## [Q7\_4] I can enjoy extensive wilderness and stillness







# [Q7\_4] I can enjoy extensive wilderness and stillness

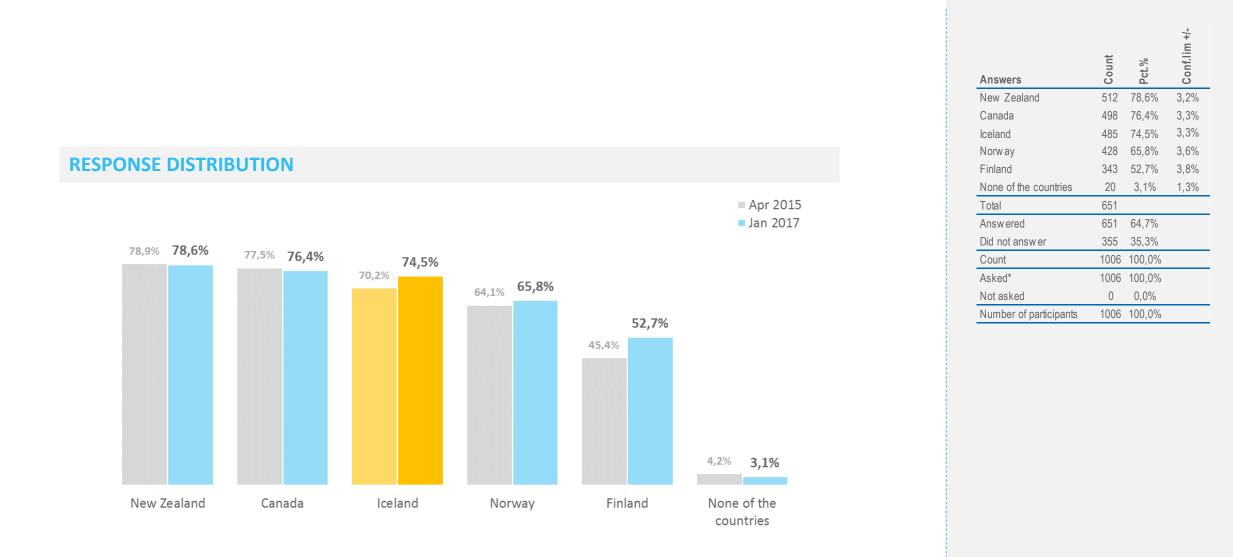
Denmark

SPONSE DISTRIBUTION   (		S SPLITS					
		Canada	Norway	New Zealand	Iceland	Finland	None of the countries
All	838	83%	78%	75%	75%	67%	2%
Gender							
Male	406	83%	80%	76%	79%	65%	2%
Female	432	84%	76%	75%	71%	69%	2%
Age	4.0.0						1
18 - 29 30 - 59	192 422	77%	77%	75%	77%	60%	1%
30 - 59 60 +	422 224	77%	0 <mark>%</mark> 82% 73%	81% 65%	76%	74% 61%	1% 3%
Lifecycle	224	1170	/ 370	03%	/ 170	0170	570
Before family (young or with no kids)	216	88	<b>%</b> 83%	81%	83%	67%	1%
Young family (kids 0-6 years)	80	77%	74%	79%	79%	68%	1%
Adult family (all kids 7 years+)	127	83%	80%	76%	70%	71%	1%
Post family (no kids at home)	218	9	0 <mark>%</mark> 82%	79%	77%	74%	2%
Retired	190	75%	71%	64%	65%	58%	4%
Residence							
Large city	267	88			81%	75%	1%
Small city or medium sized town		82%	76%	72%	70%	62%	2%
Rural area or village	211	83%	76%	77%	75%	67%	3%
Education	200	77%	75%	72%	71%	62%	3%
Primary or secondary school Post-secondary	206 223	86	75% 81%	80%	71%	62%	1%
University first degree (BA, B.Sc, B.Ed)	225	84%	5 78%	75%	73%		3%
University higher degree (M.Sc, Ph.D)	125	8	9% 82%		84%		0%
Employment	120						
Working full-time	367	9	D <mark>%</mark> 82%	81%	78%	73%	1%
Working part-time	52	79%	76%	66%	72%	71%	2%
Not working	205	83%	80%	82%	78%	65%	2%
Retired	190	75%	71%	64%	65%	58%	4%
Income							
Low	90	869				79%	3%
Low average	168	78%	75%	74%	69%	59%	2%
Average High or high average	353 186	83%	77% %	73%	75%	66%	2% 1%
Travelled abroad last 2 years	100	9	J <mark>70</mark> 82.70	0170	/ 970	7 2 70	170
Never	97	81%	76%	72%	66%	65%	4%
Once- Twice	242	80%	72%	70%	71%	61%	3%
Three times or more	494	869		79%	78%	71%	1%
Segment							
The Sun Lovers	170	83%	78%	74%	73%	66%	2%
Active Traveller	256	9	2 <mark>%</mark> 86%		80%	78%	1%
Adventure Traveller	193	88			77%		2%
The Holidaymaker	61	83%	80%	76%	849		0%
The Mainstream Bargain Traveller	158	70%	61%	63%	61%	47%	5%

## **RESPONSE DISTRIBUTION | CROSS SPLITS**



# [Q7\_5] I can choose from a variety of exciting activities





# [Q7\_5] I can choose from a variety of exciting activities

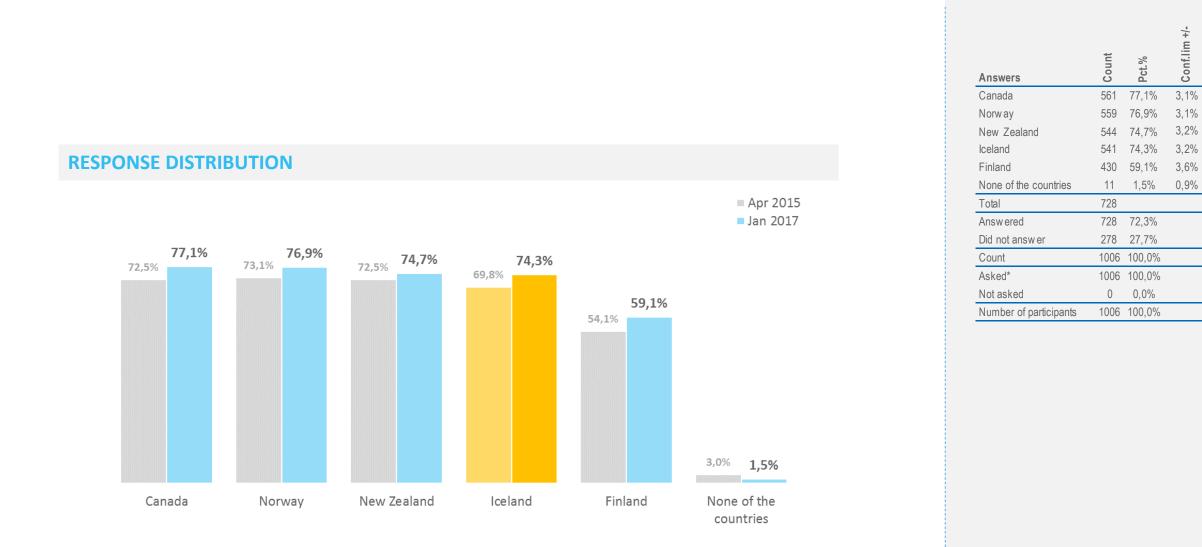
Denmark

		New Zealand	Canada	Iceland	N	lorway	Finland	None of the
All	651	79%	5	76%	75%	66%	53%	3%
Gender								-
Male	312	82	%	77%	78%	71%	53%	3%
Female	340	75%		75%	72%	61%	52%	4%
Age								
18 - 29	170		5%	73%	74%	63%	47%	2%
30 - 59	329	80%	6	82%	78%	70%	61%	2%
60 +	152	69%		68%	68%	60%	43%	6%
Lifecycle	400		0.00	0404	0.10/	50%	520/	Law
Before family (young or with no kids)	190		88%	81%	81%	69%	52% 53%	2% 0%
Young family (kids 0-6 years) Adult family (all kids 7 years+)	66 102	76%		72%	71%	57%	67%	2%
Post family (no kids at home)	156	79%		81%	75%	67%	54%	4%
Retired	132	66%		67%	66%	62%	42%	6%
Residence	172	00/0		0770	0070	0270	4270	070
Large city	221	83	3%	80%	79%	65%	54%	4%
Small city or medium sized town	260	77%		74%	72%	65%	49%	2%
, Rural area or village	158	78%		78%	72%	69%	59%	4%
Education								-
Primary or secondary school	155	77%		71%	73%	64%	47%	3%
Post-secondary	172	78%		78%	72%	69%	54%	3%
Iniversity first degree (BA, B.Sc, B.Ed)	207	819	%	80%	77%	67%	56%	4%
Jniversity higher degree (M.Sc, Ph.D)	97	77%		77%	76%	62%	51%	2%
Employment								
Working full-time	303	82	%	81%	79%	66%	56%	2%
Working part-time	36	67%		76%	64%	61%	60%	2%
Not working	166		37%	79%	75%	69%	55%	2%
Retired	132	66%		67%	66%	62%	42%	6%
Low	64	79%	/	76%	77%	70%	50%	8%
Low average	125	819		74%	66%	59%	48%	3%
Average	278	78%		75%	76%	68%	54%	3%
High or high average	154	79%		81%	80%	64%	55%	2%
Travelled abroad last 2 years	101		·	01/0	0070	0.110		2.70
Never	63	71%		69%	66%	55%	50%	13%
Once- Twice	176	76%		71%	70%	63%	50%	4%
Three times or more	409	819	%	80%	78%	69%	54%	1%
Segment								
The Sun Lovers	128	819		77%	70%	61%	44%	2%
Active Traveller	205	8	5%	83%	81%	75%	65%	2%
Adventure Traveller	153	84	1%	81%	83%	76%	60%	3%
The Holidaymaker	38	65%		67%	72%	59%	45%	0%

# **RESPONSE DISTRIBUTION | CROSS SPLITS**



## [Q7\_6] I can expect the locals to be warm and welcoming







# [Q7\_6] I can expect the locals to be warm and welcoming

Denmark

		Canada	Norway	New Zealand	Iceland	Finland	None of the countries
All	728	77%	77%	75%	74%	59%	1%
Gender Male	337	77%	82%	77%	79%	63%	1%
Female	391	77%	73%	73%	71%	56%	1%
Age	001						1
18 - 29	173	74%	71%	67%	66%	48%	1%
30 - 59	358	83%	79%	81%	80%	66%	1%
60 +	196	69%	79%	71%	71%	56%	3%
Lifecycle							1
Before family (young or with no kids)	190	82%	76%	76%	75%	58%	1%
Young family (kids 0-6 years) Adult family (all kids 7 years+)	66 113	70%	66% 75%	70% 73%	77%	61% 61%	0% 0%
Post family (no kids at home)	113	84%	81%	83%	77%	63%	2%
Retired	172	68%	79%	68%	70%	55%	3%
Residence	112					0010	0.0
Large city	226	81%	79%	77%	79%	61%	1%
Small city or medium sized town	310	77%	73%	73%	69%	56%	2%
Rural area or village	182	76%	84%	77%	78%	65%	1%
Education							
Primary or secondary school	182	71%	71%	64%	65%	49%	2%
Post-secondary	188	79%	80%	81%	81%	63%	1%
University first degree (BA, B.Sc, B.Ed)	235	78%	80%	77%	74%	60%	1%
University higher degree (M.Sc, Ph.D) Employment	101	82%	75%	74%	75%	65%	1%
Working full-time	325	81%	76%	81%	77%	62%	1%
Working part-time	44	73%	81%	64%	78%	69%	0%
Not working	170	83%	75%	77%	72%	57%	2%
Retired	172	68%	79%	68%	70%	55%	3%
Income							-
Low	76	80%	76%	75%	71%	52%	4%
Low average	146	76%	76%	70%	67%	53%	2%
Average	310	74%	78%	73%	77%	63%	1%
High or high average	161	83%	75%	83%	78%	62%	1%
Travelled abroad last 2 years			754		700/		
Never Once- Twice	77 202	69% 72%	75%	63% 69%	73% 69%	53%	6% 1%
Three times or more	202 446	81%	75%	80%	77%	61%	1%
Segment	440	8170	10%		1170	01/0	1/0
The Sun Lovers	152	76%	74%	72%	72%	55%	1%
Active Traveller	218	84%	82%	83%	79%	65%	0%
Adventure Traveller	171	83%	83%	80%	78%	66%	2%
The Holidaymaker	49	74%	84%	70%	88	% 65%	0%
The Mainstream Bargain Traveller	137	61%	62%	60%	61%	43%	5%

# **RESPONSE DISTRIBUTION | CROSS SPLITS**



## [Q7\_7] It has an interesting history and culture

## Denmark

Conf.lim +/-

3,2%

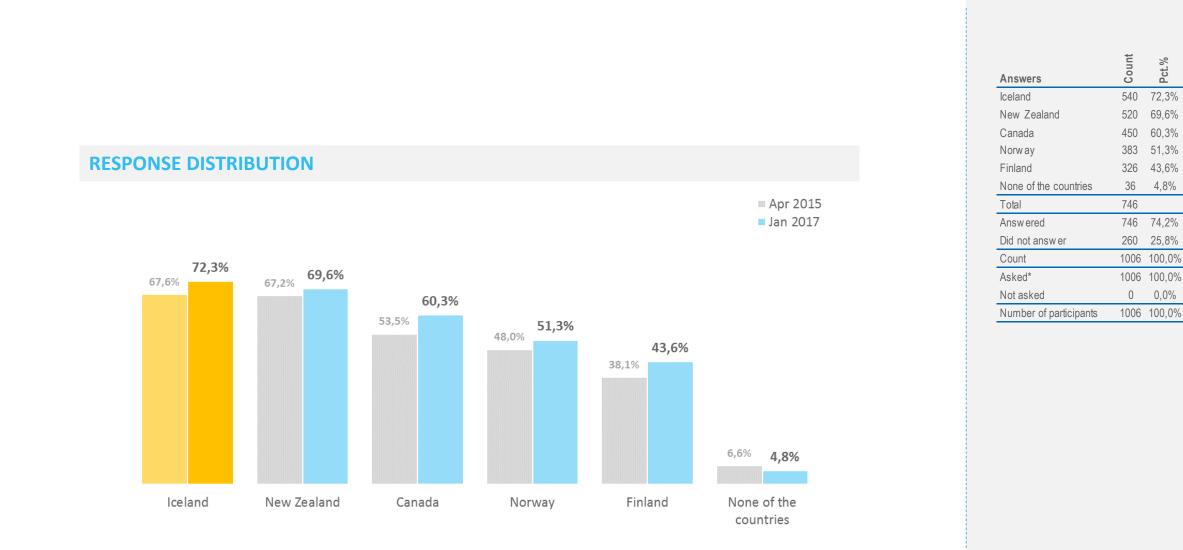
3,3%

3,5%

3,6%

3,6%

1,5%







# [Q7\_7] It has an interesting history and culture

Denmark

## **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Iceland	New Zealand	Canada	Norway	Finland	None of the countries
All	746	72%	70%	60%	51%	44%	5%
Gender							_
Male	353	76%	76%	62%	52%	47%	4%
Female	393	69%	64%	59%	51%	41%	6%
Age							
18 - 29	177	70%	73%	49%	47%	39%	4%
30 - 59	370	71%	72%	68%	53%	48%	5%
60 +	200	77%	62%	56%	52%	41%	4%
Lifecycle							
Before family (young or with no kids)	195	73%	76%	60%	52%	43%	5%
Young family (kids 0-6 years)	71	63%	64%	51%	45%	37%	5%
Adult family (all kids 7 years+)	116	69%	72%	58%	45%	44%	5%
Post family (no kids at home)	188	76%	74%	69%	56%	49%	5%
Retired	171	75%	59%	56%	52%	41%	5%
Residence							
Large city	246	77%	73%	60%	51%	47%	4%
Small city or medium sized town	308	69%	67%	59%	51%	39%	5%
Rural area or village	182	74%	73%	66%	53%	48%	5%
Education							
Primary or secondary school	178	68%	68%	55%	43%	34%	7%
Post-secondary	195	74%	71%	62%	53%	46%	4%
University first degree (BA, B.Sc, B.Ed)	239	73%	70%	60%	53%	46%	4%
University higher degree (M.Sc, Ph.D)	112	74%	68%	64%	56%	49%	4%
Employment							
Working full-time	328	74%	74%	62%	51%	45%	4%
Working part-time	45	62%	68%	68%	52%	46%	6%
Not working	185	71%	75%	60%	50%	45%	7%
Retired	171	75%	59%	56%	52%	41%	5%
Income							
Low	82	68%	73%	53%	49%	41%	9%
Low average	152	71%	69%	57%	52%	42%	8%
Average	310	74%	68%	61%	51%	44%	3%
High or high average	172	73%	75%	64%	52%	47%	4%
Travelled abroad last 2 years							
Never	85	65%	61%	57%	47%	40%	13%
Once- Twice	208	67%	65%	55%	47%	41%	6%
Three times or more	449	76%	73%	63%	54%	46%	3%
Segment							_
The Sun Lovers	152	68%	71%	62%	48%	36%	5%
Active Traveller	229	76%	72%	66%	55%	52%	4%
Adventure Traveller	173	81%	74%	64%	61%	49%	3%
The Holidaymaker	51	80%	70%	57%	55%	50%	6%
The Mainstream Bargain Traveller	140	57%	59%	46%	36%	29%	7%



Pct.%

40,1%

16,4%

216 55,5%

214 55,1%

132 34,0%

115 29,4%

390 38,7%

616 61,3% 1006 100,0%

1006 100,0%

0 0,0%

1006 100,0%

Count

156

64

390

Conf.lim +/-

4,9%

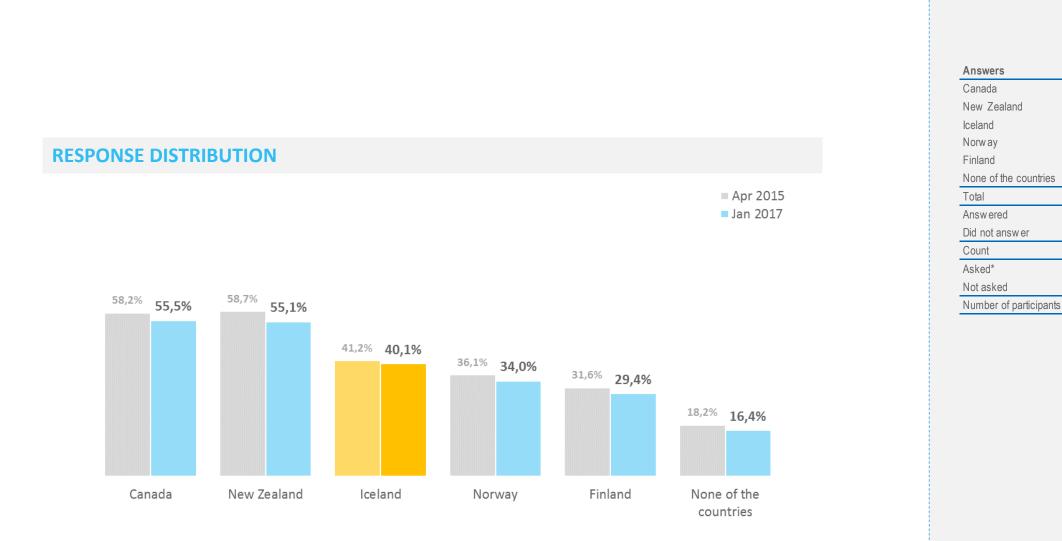
4,9%

4,9%

4,7%

4,5%

3,7%



\*Asked: All respondents

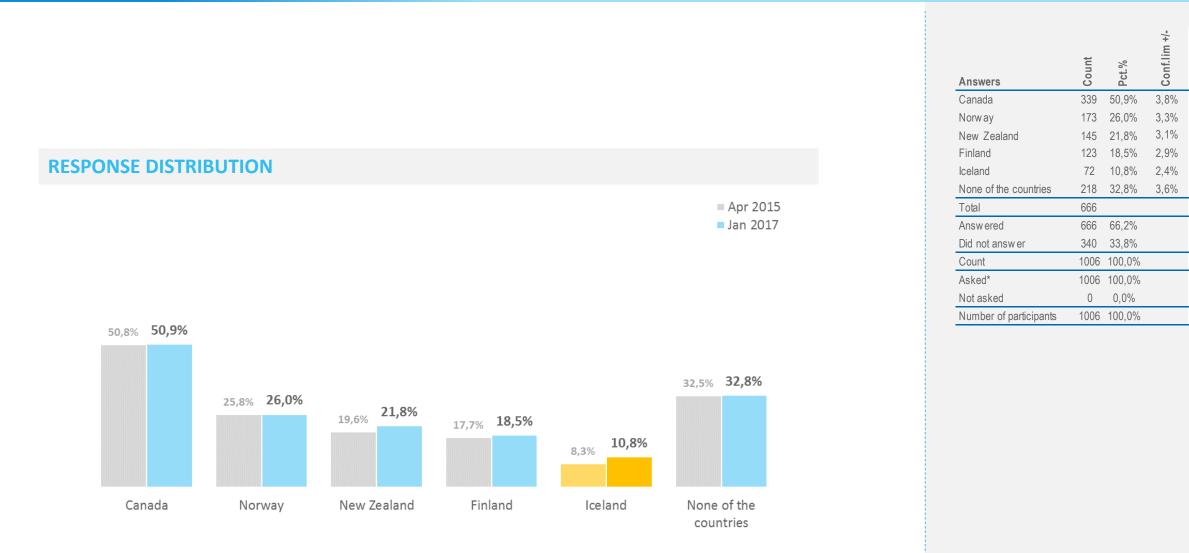


## **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Canada	New Zealand	Iceland	Norway	Finland	None of the countries
All	390	55%	55%	40%	34%	29%	16%
Gender							
Male	166	60%	60%	44%	39%	34%	13%
Female	224	52%	52%	38%	30%	26%	19%
Age							
18 - 29	100	54%	53%	39%	39%	30%	13%
30 - 59	210	57%	59%	40%	34%	31%	16%
60 +	80	53%	46%	41%	27%	25%	21%
Lifecycle							_
Before family (young or with no kids)	105	64%	68%	39%	47%	37%	11%
Young family (kids 0-6 years)	46	44%	63%	38%	36%	37%	13%
Adult family (all kids 7 years+)	71	51%	47%	43%	31%	22%	17%
Post family (no kids at home)	95	62%	55%	39%	25%	27%	19%
Retired	70	48%	41%	41%	28%	25%	23%
Residence							_
Large city	136	58%	58%	37%	33%	25%	18%
Small city or medium sized town	150	56%	54%	40%	33%	30%	16%
Rural area or village	95	54%	57%	45%	34%	36%	15%
Education	0.1	540/	60%	42%	400/	270/	4.0%
Primary or secondary school Post-secondary	84 97	51%	55%	37%	40%	27%	10%
University first degree (BA, B.Sc, B.Ed)	97 127		58%	43%	34%	30%	16%
	127 68	59%	47%	32%	32%	28%	26%
University higher degree (M.Sc, Ph.D) Employment	00	50%	47.70	5270	5270	2070	20%
Working full-time	190	58%	63%	42%	32%	31%	17%
Working part-time	23	64%	41%	21%	33%	27%	8%
Not working	23 95	55%	56%	40%	40%	30%	14%
Retired	70	48%	41%	41%	28%	25%	23%
Income	10	-070	11/0	4170	2070	2370	2370
Low	38	54%	55%	31%	45%	29%	26%
Low average	69	55%	56%	43%	34%	30%	9%
Average	163	55%	55%	40%	35%	33%	15%
High or high average	103	59%	57%	42%	27%	25%	22%
Travelled abroad last 2 years							
Never	39	45%	39%	30%	24%	17%	35%
Once- Twice	99	50%	53%	36%	39%	29%	14%
Three times or more	248	59%	58%	43%	33%	31%	15%
Segment							
The Sun Lovers	64	61%	70%	34%	31%	21%	13%
Active Traveller	112	63%	58%	45%	35%	35%	20%
Adventure Traveller	91	63%	61%	46%	46%	35%	16%
The Holidaymaker	25	54%	47%	46%	31%	47%	18%
The Mainstream Bargain Traveller	97	37%	39%	32%	24%	19%	14%



# [Q7\_9] It is a good destination for a city break experience





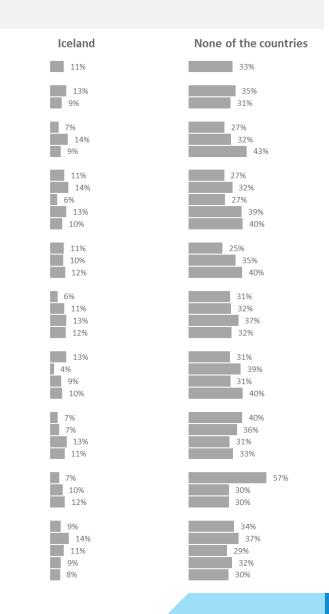


**RESPONSE DISTRIBUTION | CROSS SPLITS** 

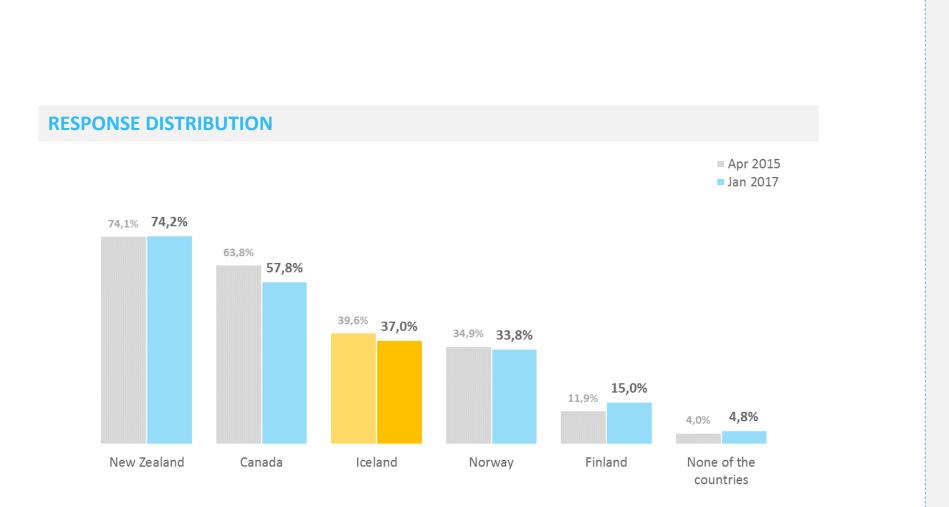
# [Q7\_9] It is a good destination for a city break experience

Denmark

#### Canada Norway New Zealand Finland All 666 51% 26% 22% 18% Gender Male 312 31% 24% 21% 48% Female 354 53% 22% 20% 16% Age 18 - 29 178 17% 50% 27% 28% 30 - 59 347 25% 19% 56% 19% 60+ 141 40% 28% 19% 21% Lifecycle Before family (young or with no kids) 199 55% 17% 27% 28% Young family (kids 0-6 years) 22% 67 45% 23% 18% Adult family (all kids 7 years+) 24% 16% 102 61% 18% Post family (no kids at home) 24% 21% 18% 166 48% 43% 29% 20% 19% Retired 126 Residence Large city 219 61% 23% 24% 20% Small city or medium sized town 280 47% 26% 20% 18% Rural area or village 157 47% 29% 22% 18% Education Primary or secondary school 173 47% 28% 22% 15% Post-secondary 166 53% 29% 24% 20% University first degree (BA, B.Sc, B.Ed) 203 48% 25% 21% 18% University higher degree (M.Sc, Ph.D) 108 58% 21% 19% 22% Employment Working full-time 309 19% 53% 24% 21% Working part-time 52% 8% 39 18% 12% Not working 53% 19% 175 29% 26% Retired 126 43% 29% 20% 19% Income 10% Low 73 44% 26% 19% Low average 129 46% 26% 22% 17% Average 272 53% 26% 22% 20% High or high average 161 53% 24% 21% 20% Travelled abroad last 2 years 10% Never 69 33% 15% 14% Once- Twice 184 49% 32% 22% 18% Three times or more 410 55% 25% 23% 20% Segment The Sun Lovers 138 27% 49% 21% 18% Active Traveller 203 51% 26% 24% 24% 155 Adventure Traveller 31% 22% 59% 20% The Holidaymaker 44 45% 17% 28% 22% The Mainstream Bargain Traveller 45% 21% 7% 126 17%







Answers	Count	Pct.%	Conf.lim +/-
New Zealand	557	74,2%	3,1%
Canada	434	57,8%	3,5%
Iceland	278	37,0%	3,5%
Norway	254	33,8%	3,4%
Finland	112	15,0%	2,6%
None of the countries	36	4,8%	1,5%
Total	751		
Answered	751	74,6%	
Did not answ er	255	25,4%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

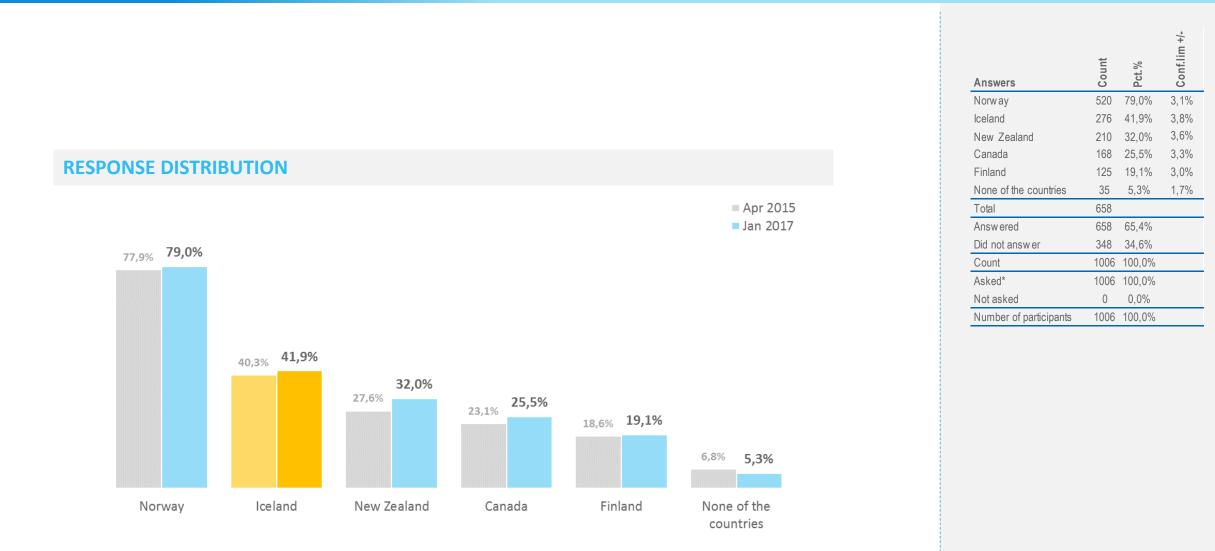


# **RESPONSE DISTRIBUTION | CROSS SPLITS**

		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	751	74%	58%	37%	34%	15%	5%
Gender							
Male	348	78%	65%	45%	34%	17%	4%
Female	403	71%	51%	30%	34%	13%	6%
Age	4.0.0					-	L
18 - 29	189	77%	65%	32%	29%	10%	3%
30 - 59 60 +	376 186	76%	59% 49%	42%	37%	18%	4% 8%
Lifecycle	180	69%	49%	32%	33%	14%	8%
Before family (young or with no kids)	210	82%	69%	36%	31%	11%	5%
Young family (kids 0-6 years)	83	70%	59%	34%	33%	19%	5%
Adult family (all kids 7 years+)	115	76%	59%	43%	37%	15%	2%
Post family (no kids at home)	173	72%	52%	38%	36%	17%	5%
Retired	163	68%	49%	34%	33%	15%	7%
Residence							
Large city	251	79%	61%	39%	36%	15%	4%
Small city or medium sized town	304	71%	57%	35%	34%	16%	4%
Rural area or village	188	76%	56%	35%	32%	14%	7%
Education						=	
Primary or secondary school	183	77%	62% 61%	38%	29%	12%	4% 3%
Post-secondary University first degree (BA, B.Sc, B.Ed)	190 236	74%	54%	36%	33%	14%	6%
University higher degree (M.Sc, Ph.D)	120	72%	57%	42%	44%	18%	5%
Employment	120	7270	5776	1270	1170	10/0	576
Working full-time	339	76%	58%	37%	35%	15%	5%
Working part-time	43	71%	66%	39%	26%	22%	2%
Not working	185	79%	65%	39%	33%	13%	3%
Retired	163	68%	49%	34%	33%	15%	7%
Income							_
Low	80	85%		41%	35%	16%	5%
Low average	153	80%	64%	45%	29%	19%	5%
Average	313	74%	55%	34%	33%	14%	4%
High or high average Travelled abroad last 2 years	171	65%	51%	32%	39%	13%	6%
Never	79	67%	50%	35%	33%	15%	12%
Once- Twice	213	76%	60%	43%	33%	16%	3%
Three times or more	456	75%	58%	34%	35%	14%	4%
Segment							—
The Sun Lovers	156	78%	60%	38%	35%	12%	2%
Active Traveller	229	76%	58%	36%	31%	14%	6%
Adventure Traveller	173	75%	60%	41%	37%	18%	4%
The Holidaymaker	50	75%	56%	32%	31%	19%	9%
The Mainstream Bargain Traveller	143	65%	53%	34%	33%	15%	5%



# [Q7\_11] It is expensive to stay as a tourist at this destination





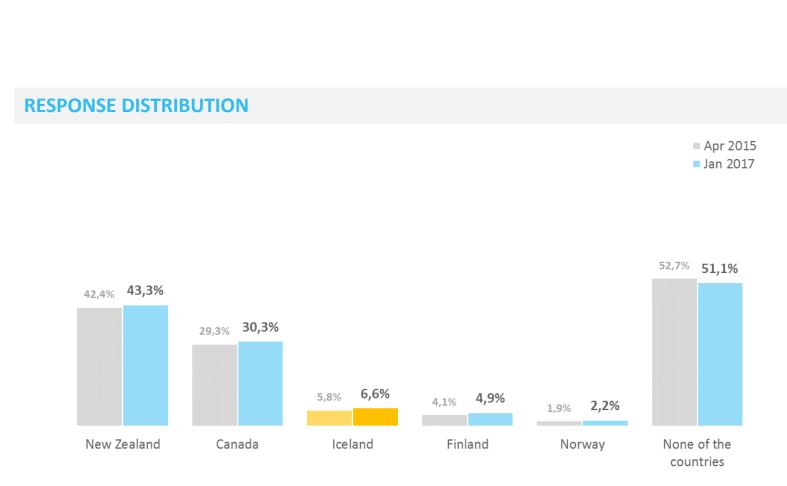
# [Q7\_11] It is expensive to stay as a tourist at this destination

Denmark

# **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Norway	Iceland	New Zealand	Canada	Finland	None of the countries
All	658	79%	42%	32%	26%	19%	5%
Gender							
Male	296	81%	44%	37%	30%	23%	5%
Female	362	78%	41%	28%	22%	16%	6%
Age						_	
18 - 29	170	72%	34%	49%	31%	16%	6%
30 - 59 60 +	331 157	82% 81%	46%	29%	25%	22%	5% 5%
Lifecycle	157	81%	42%	20%	21%	10%	3%
Before family (young or with no kids)	183	82%	37%	48%	32%	18%	5%
Young family (kids 0-6 years)	73	73%	38%	34%	25%	17%	6%
Adult family (all kids 7 years+)	98	75%	43%	31%	27%	21%	4%
Post family (no kids at home)	164	82%	50%	21%	21%	21%	5%
Retired	133	79%	40%	24%	22%	18%	6%
Residence							_
Large city	241	83%	44%	38%	27%	22%	5%
Small city or medium sized town	260	79%	40%	28%	23%	19%	5%
Rural area or village	149	75%	43%	30%	26%	15%	8%
Education							_
Primary or secondary school	161	71%	36%	40%	27%	16%	7%
Post-secondary	157	85%	44%	32%	25%	22%	5%
University first degree (BA, B.Sc, B.Ed)	211	81%	42%	31%	27%	16%	4%
University higher degree (M.Sc, Ph.D)	109	80%	52%	25%	26%	27%	5%
Employment Working full-time	302		44%	2001	27%	2404	5%
Working part-time		80%	44%	29%	24%	21%	9%
Not working	37 167	80%	41%	44%	26%	18%	4%
Retired	133	79%	40%	24%	22%	18%	6%
Income	100	, 570	10,0	2.170	LL/U	10/0	0.0
Low	73	82%	44%	29%	23%	20%	8%
Low average	123	82%	45%	47%	31%	24%	1%
Average	276	76%	40%	29%	26%	17%	6%
High or high average	157	81%	43%	27%	24%	18%	7%
Travelled abroad last 2 years							
Never	64	77%	30%	26%	27%	16%	9%
Once- Twice	180	75%	39%	35%	24%	20%	5%
Three times or more	409	81%	45%	32%	26%	19%	5%
Segment							1
The Sun Lovers	131	79%	37%	34%	26%	18%	4%
Active Traveller Adventure Traveller	206	82%	47%	30%	24%	19%	8%
Adventure Traveller The Holidaymaker	151 40	86%	45%	33%	25%	20%	3%
The Mainstream Bargain Traveller	40 130	67%	36%	35%	24%	17%	7%
	120	5770	5170	5170	2470	1/70	170





Answers	Count	Pct.%	Conf.lim +/-
New Zealand	361	43,3%	3,4%
Canada	253	30,3%	3,1%
Iceland	55	6,6%	1,7%
Finland	41	4,9%	1,5%
Norway	18	2,2%	1,0%
None of the countries	426	51,1%	3,4%
Total	833		
Answered	833	82,8%	
Did not answ er	173	17,2%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	





# [Q7\_12] It is too far away for me to travel to

#### Denmark

## **RESPONSE DISTRIBUTION | CROSS SPLITS**

		New Zealand	Canada	Iceland	Finland	Norway	None of the countries
All	833	43%	30%	7%	5%	2%	51%
Gender				_		-	
Male	408	43%	35%	8%	6%	2%	52%
Female	426	43%	26%	5%	4%	3%	50%
Age					1	L	
18 - 29 30 - 59	203 411	29%	22%	5% 7%	4% 5%	3%	61%
50 - 59 60 +	219	40%	47%	8%	6%	2%	32%
Lifecycle	210	03/0	7770	070	0,0	270	3270
Before family (young or with no kids)	223	33%	21%	3%	2%	2%	63%
Young family (kids 0-6 years)	79	38%	28%	8%	8%	3%	51%
Adult family (all kids 7 years+)	121	33%	22%	6%	5%	3%	59%
Post family (no kids at home)	212	41%	29%	7%	6%	2%	56%
Retired	191	67%	50%	9%	6%	2%	27%
Residence							
Large city	269	42%	26%	3%	3%	1%	55%
Small city or medium sized town	346 208	43%	32%	9%	5%	3%	49%
Rural area or village Education	208	47%	34%	7%	7%	2%	50%
Primary or secondary school	211	40%	30%	7%	7%	3%	51%
Post-secondary	226	45%	32%	9%	8%	1%	51%
University first degree (BA, B.Sc, B.Ed)	251	45%	30%	5%	2%	2%	52%
University higher degree (M.Sc, Ph.D)	121	46%	29%	5%	3%	3%	50%
Employment							
Working full-time	361	39%	25%	5%	3%	2%	58%
Working part-time	53	33%	25%	11%	11%	2%	56%
Not working	208	32%	23%	6%	5%	2%	62%
Retired	191	67%	50%	9%	6%	2%	27%
Low	88	41%	31%	7%	6%	2%	57%
Low average	00 171	50%	39%	11%	10%	3%	45%
Average	355	44%	29%	6%	4%	2%	50%
High or high average	182	38%	24%	4%	2%	1%	57%
Travelled abroad last 2 years				-	-		
Never	99	56%	48%	20%	17%	6%	39%
Once- Twice	234	43%	31%	6%	5%	3%	49%
Three times or more	495	41%	26%	4%	2%	1%	55%
Segment	475			70/			
The Sun Lovers	174	51%	37%	7%	5%	2%	45%
Active Traveller Adventure Traveller	248 191	39%	24%	2%	0%	0%	57% 57%
The Holidaymaker	63	50%	30%	11%	6%	0%	48%
The Mainstream Bargain Traveller	157	42%	31%	11%	8%	8%	48%
the managean bargan naveller	101	1270					.270



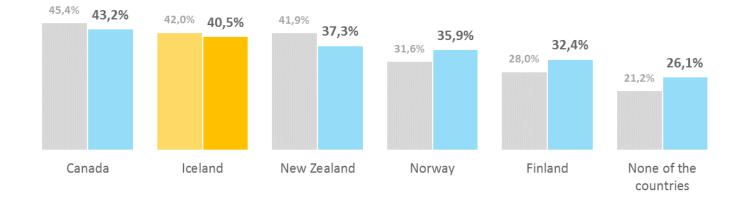
# [Q7\_13] It offers good value for money

## Denmark

Answers	Count	Pct.%	Conf.lim +/-
Canada	174	43,2%	4,8%
Iceland	164	40,5%	4,8%
New Zealand	151	37,3%	4,7%
Norway	145	35,9%	4,7%
Finland	131	32,4%	4,6%
None of the countries	105	26,1%	4,3%
Total	404		
Answ ered	404	40,1%	
Did not answ er	602	59,9%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

#### **RESPONSE DISTRIBUTION**



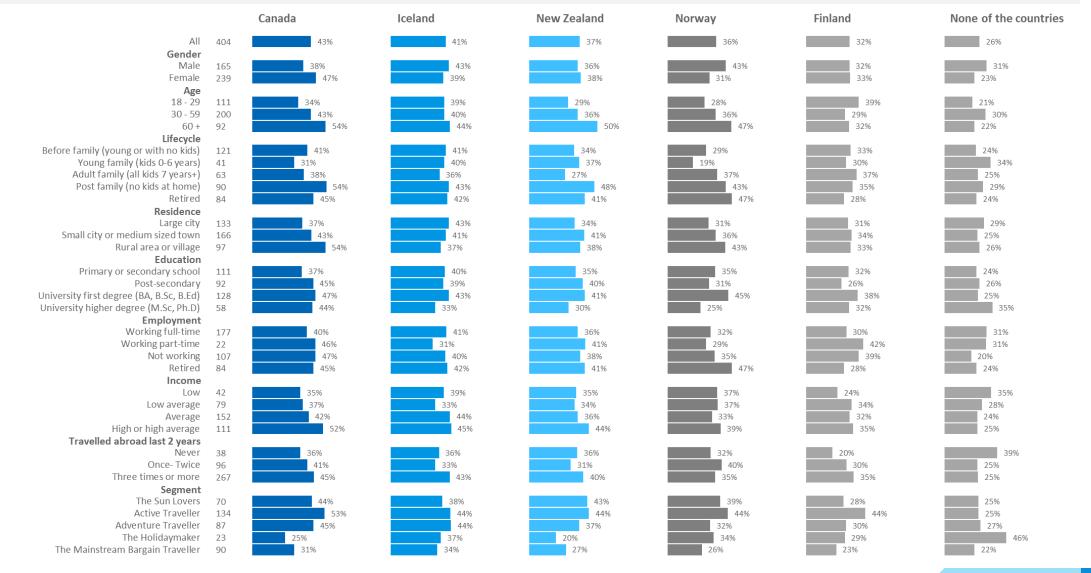




## [Q7\_13] It offers good value for money

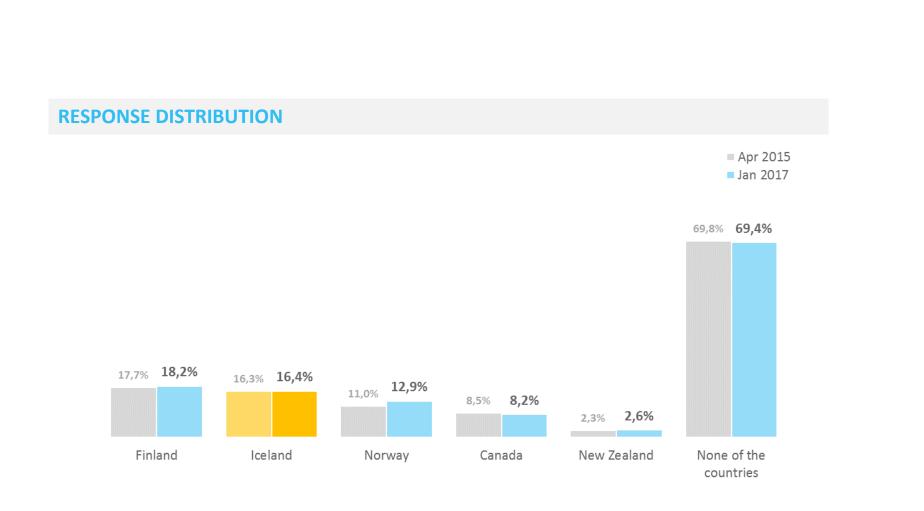
Denmark

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



\*Asked: All respondents





Answers	Count	Pct.%	Conf.lim +/-
Finland	139	18,2%	2,7%
Iceland	125	16,4%	2,6%
Norway	98	12,9%	2,4%
Canada	62	8,2%	1,9%
New Zealand	20	2,6%	1,1%
None of the countries	529	69,4%	3,3%
Total	762		
Answered	762	75,7%	
Did not answ er	244	24,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



# [Q7\_14] The climate is too cold for me to visit

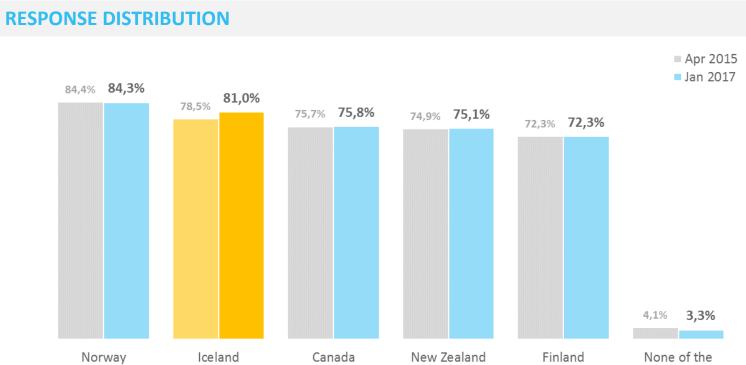
#### Denmark

### **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Finland
All	762	18%
Gender		
Male	359	16%
Female	403	21%
Age		
18 - 29	201	20%
30 - 59	389	18%
60 +	171	16%
Lifecycle		
Before family (young or with no kids)	217	17%
Young family (kids 0-6 years)	80	25%
Adult family (all kids 7 years+)	118	20%
Post family (no kids at home)	188	14%
Retired	152	20%
Residence		
Large city	254	18%
Small city or medium sized town	305	19%
Rural area or village	191	17%
Education		_
Primary or secondary school	196	16%
Post-secondary	193	23%
University first degree (BA, B.Sc, B.Ed)	233	17%
University higher degree (M.Sc, Ph.D) Employment	117	16%
Working full-time	337	19%
Working part-time	337 46	22%
Not working	205	15%
Retired	152	20%
Income	102	2070
Low	82	15%
Low average	150	17%
Average	323	20%
High or high average	173	18%
Travelled abroad last 2 years		
Never	83	9%
Once- Twice	218	23%
Three times or more	457	18%
Segment		
The Sun Lovers	148	30%
Active Traveller	233	8%
Adventure Traveller	178	8%
The Holidaymaker	55	22%
The Mainstream Bargain Traveller	147	33%

Iceland	Norway	Canada	New Zealand	None of the countries
16%	13%	8%	3%	69%
14%	12%	8%	3%	74%
18%	14%	9%	2%	66%
15%	17%	8%	2%	63%
15%	12%	8%	3%	72%
20%	11%	9%	3%	71%
13%	14%	8%	2%	71%
16%	13%	12%	7%	63%
15%	17%	8%	2%	66%
16%	9%	7%	2%	76%
23%	12%	10%	3%	67%
14%	9%	9%	3%	72%
19%	15%	6%	3%	68%
14%	14%	10%	3%	70%
19%	16%	13%	3%	65%
17%	12%	8%	1%	69%
17%	12%	5%	4%	71%
11%	11%	6%	3%	77%
15%	13%	7%	3%	71%
11%	9%	13%	2%	68%
15%	13%	9%	2%	71%
23%	12%	10%	3%	67%
16%	10%	6%	2%	77%
15%	10%	8%	2%	67%
17%	14%	11%	3%	67%
17%	14%	5%	2%	72%
19%	7%	7%	1%	77%
20%	18%	13%	4%	61%
14%	12%	6%	2%	72%
28%	22%	11%	3%	56%
5%	4%	3%	1%	9%
6%	5%	5%	2%	81%
25%	16%	13%	2%	66%
33%	27%	16%	5%	39%





countries

Answers	Count	Pct.%	Conf.lim +/-
Norway	634	84,3%	2,6%
Iceland	608	81,0%	2,8%
Canada	569	75,8%	3,1%
New Zealand	564	75,1%	3,1%
Finland	543	72,3%	3,2%
None of the countries	25	3,3%	1,3%
Total	751		
Answ ered	751	74,7%	
Did not answ er	255	25,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	





## **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Norway	Iceland	Canada	New Zealand	Finland	None of the countries
All	751	8	4%	% 76	5%	5% 72%	3%
Gender							-
Male	349		87% 82	% 74	% 7	5% 72%	3%
Female	402	82	80	% 7	7% 75	5% 73%	3%
Age							
18 - 29	183	8	3% 77%	75	% 74	% 70%	2%
30 - 59	377				82%	81% 79%	
60 +	192	78%	5 75%	63%	64%	61%	8%
Lifecycle							
Before family (young or with no kids)	208		879 <mark>6 81</mark>			79% 75%	1%
Young family (kids 0-6 years)	71	789				80% 75%	2%
Adult family (all kids 7 years+)	115					79% 78%	_1%
Post family (no kids at home)	185					79% 77%	4%
Retired	165	77%	5 71%	63%	62%	59%	8%
Residence							
Large city	247					80% 77%	3%
Small city or medium sized town	315		4% 77%				4%
Rural area or village	178		87% 81	% 7	7% 75	5% 74%	2%
Education				700			Law
Primary or secondary school	191		2% 74%	70%		66%	2%
Post-secondary	188					80% 75%	3%
University first degree (BA, B.Sc, B.Ed)	233	82	81			7% 71%	5%
University higher degree (M.Sc, Ph.D)	116		90 <mark>%</mark>	37%	83%	81% 84	% 2%
Employment Working full-time	222		584	40/	70%	201/	201
Working part-time	333		5% 8 2% 81			80% 75% % 70%	2%
Not working	45 187	82				% 70% 78% 80%	5% 2%
Retired	165	77%		63%	62%	59%	8%
Income	102	1170	/1%	03%	62%	59%	870
Low	79		90%	5%	80%	80% 73%	6%
Low average	147	82		71%		66%	3%
Average	313		% 809				2%
High or high average	179					81% 80%	
Travelled abroad last 2 years	115				51/0		
Never	74	74%	73%	60%	64%	59%	10%
Once- Twice	209	809		70%		63%	6%
Three times or more	464					81% 79%	1%
Segment							1
The Sun Lovers	153	3	86% 809	6 75	% 7	5% 71%	3%
Active Traveller	232						3%
Adventure Traveller	166					81% 76%	3%
The Holidaymaker	54	77%		91% 72%		6 67%	2%
The Mainstream Bargain Traveller	146	74%	68%	64%	62%	57%	5%
~							—



# [Q7\_16] It has modern infrastructure (such as transportation, accommodation, communications) Denmark







#### **RESPONSE DISTRIBUTION | CROSS SPLITS** None of the countries Norway Canada New Zealand Finland Iceland 4% All 621 68% 63% 58% 79% 77% Gender Male 269 59% 3% 69% 63% 79% Female 352 75% 76% 66% 62% 58% 5% Age 18 - 29 146 73% 59% 5% 76% 50% 47% 30 - 59 318 81% 3% 72% 64% 83% 69% 60+ 156 76% 58% 6% 70% 66% 61% Lifecycle Before family (young or with no kids) 4% 166 80% 81% 66% 56% 62% Young family (kids 0-6 years) 57% 5% 63 65% 72% 61% 59% Adult family (all kids 7 years+) 77% 60% 68% 54% 1% 95 83% Post family (no kids at home) 4% 156 82% 83% 77% 68% 68% 6% Retired 133 77% 71% 63% 61% 55% Residence Large city 211 82% 82% 72% 68% 65% 3% Small city or medium sized town 261 74% 73% 64% 59% 54% 4% Rural area or village 141 859 81% 70% 65% 59% 4% Education 3% Primary or secondary school 145 82% 71% 62% 56% 56% Post-secondary 152 76% 80% 67% 61% 54% 7% University first degree (BA, B.Sc, B.Ed) 204 78% 76% 70% 64% 61% 3% University higher degree (M.Sc, Ph.D) 105 80% 85% 72% 63% 2% Employment 4% Working full-time 282 81% 69% 64% 58% 77% Working part-time 77% 54% 7% 40 75% 61% 50% 79% 3% Not working 148 859 71% 67% 63% Retired 133 77% 71% 63% 61% 55% 6% Income 7% Low 56 80% 75% 76% 86 81% 129 82% 74% 62% 57% 56% 3% Low average 53% Average 254 77% 75% 65% 58% 5% High or high average 154 76% 82% 76% 64% 3% 69% Travelled abroad last 2 years 10% Never 59 72% 73% 65% 60% 57% Once- Twice 161 79% 72% 67% 57% 52% 4% Three times or more 80% 80% 68% 3% 397 65% 61% Segment The Sun Lovers 4% 116 74% 79% 62% 57% 54% Active Traveller 201 83% 75% 72% 2% 76% 87 140 Adventure Traveller 81% 72% 4% 85% 69% 62% The Holidaymaker 45 81% 81% 72% 57% 57% 2% 7% The Mainstream Bargain Traveller 61% 41% 38% 120 61% 53%

[Q8] In general, how positive or negative are you towards Icelandic products, services and brands

Denmark

Conf.lim +/-

0,5%

0.9%

3,4%

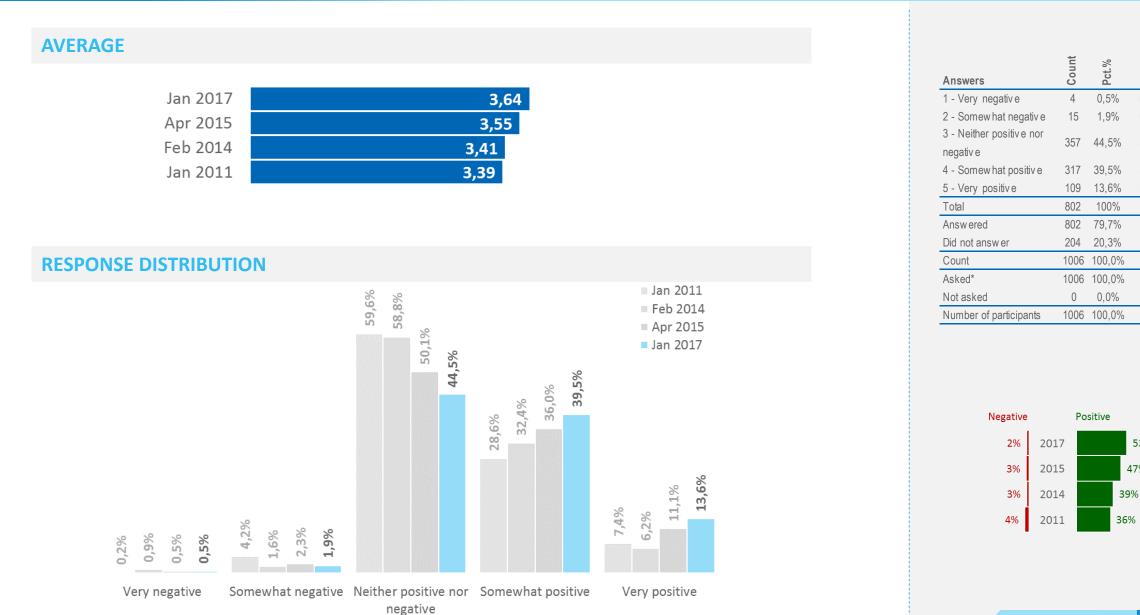
3,4%

2,4%

53%

47%



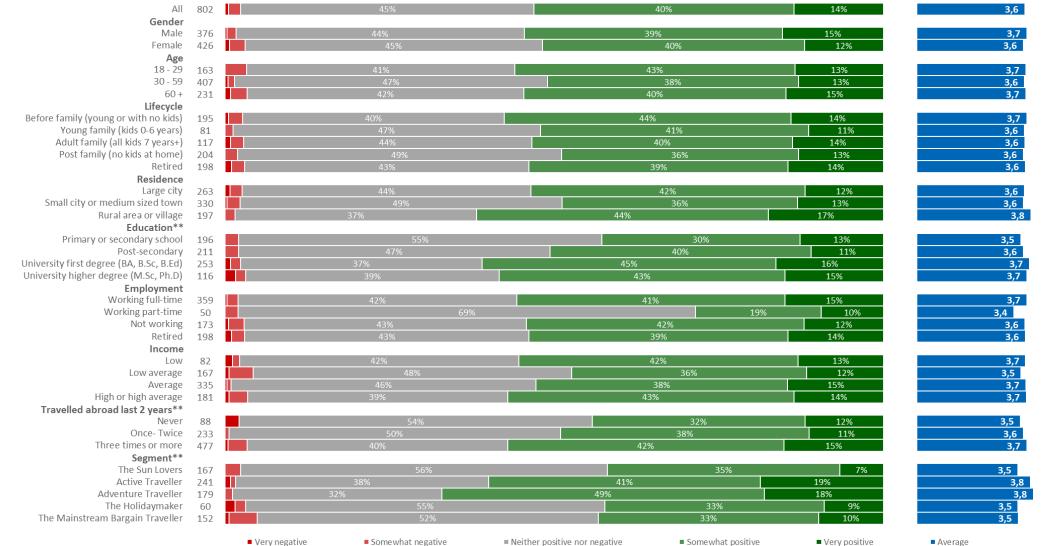


\*Asked: All respondents

[Q8] In general, how positive or negative are you towards Icelandic products, services and brands

Denmark

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

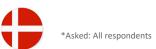




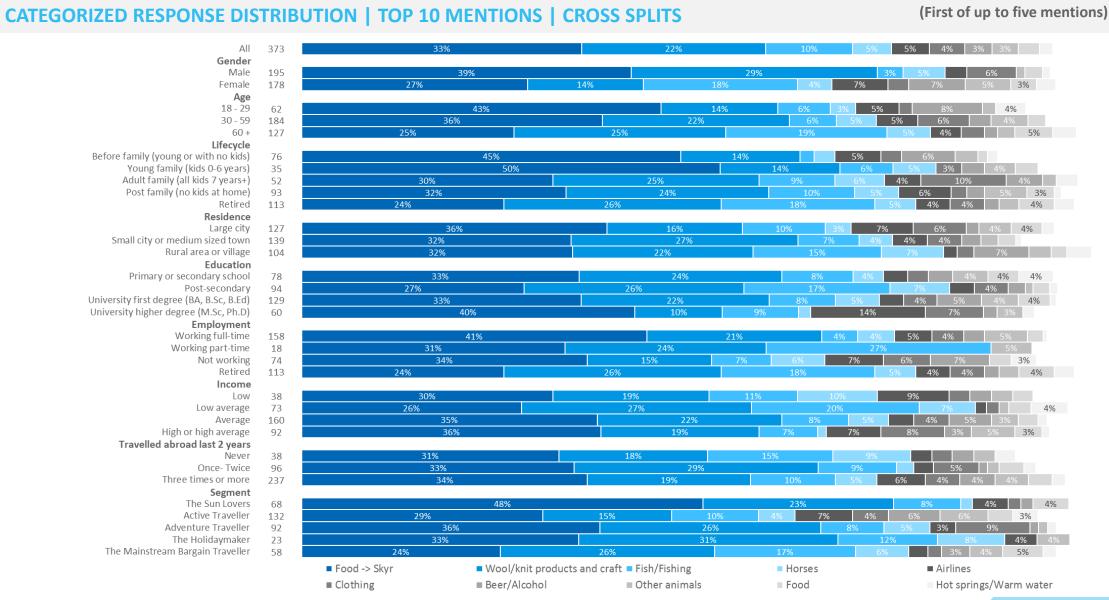
mmr



		Top 10 Answers	Count	Pct.%	Conf.lim +/-
		Food -> Skyr	125	33,5%	4,8%
		Wool/knit products and	82	22,0%	4,2%
		Fish/Fishing	39	10,4%	3,1%
CATECODIZED DECONICE DISTRIBUTION   TOD 10 MENTIONS	(First of up to five mentions)	Horses	17	4,6%	2,1%
CATEGORIZED RESPONSE DISTRIBUTION   TOP 10 MENTIONS		Airlines	17	4,5%	2,1%
		Clothing	16	4,3%	2,0%
		Beer/Alcohol	12	3,2%	1,8%
		Other animals	12	3,1%	1,8%
36,5%	Apr 2015	Food	10	2,6%	1,6%
36,55 3 <b>3,5</b> %		Hot springs/Warm water	6	1,6%	1,3%
ίñ.		Answered		37,1%	
× •		Did not answ er		62,9%	
24,5% 24,5%				100,0%	
53				100,0%	
		Not asked	0	0,0%	
× <b>4</b>		Number of participants	1006	100,0%	
	ther Food Hot springs/ Warm water				

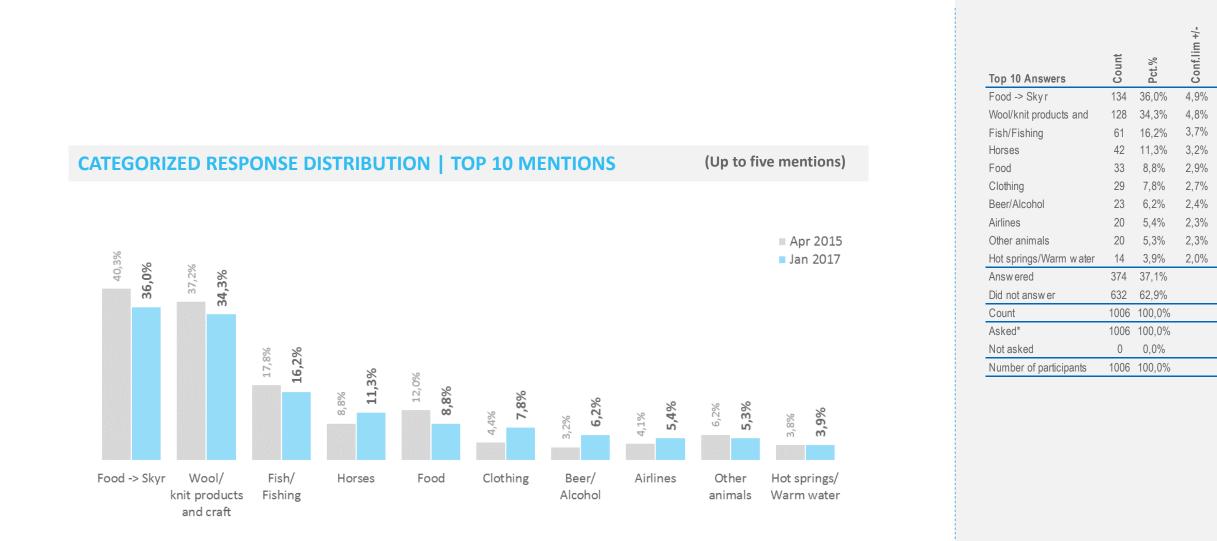






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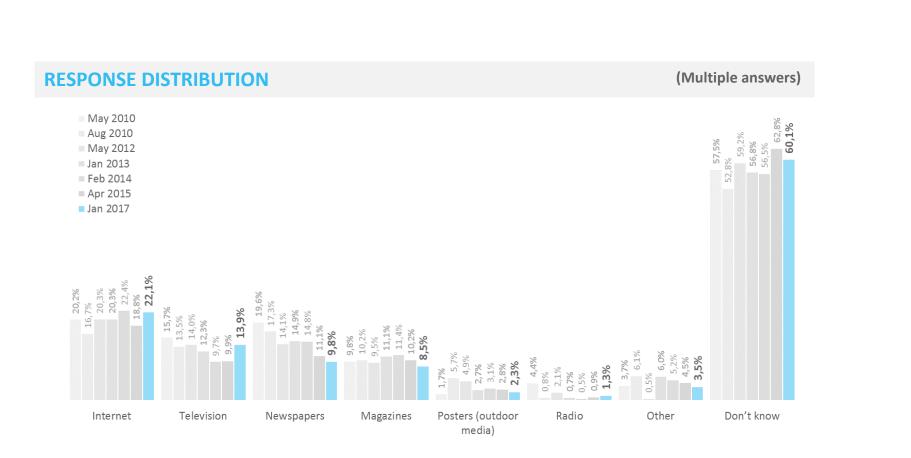
mmr



All mentions | Denmark

<b>SWER DISTRIBUTIO</b>	Ν	BREAKD	OWN							(Up to five	e mentions)
		Food -> Skyr	Wool/knit products and craft	Fish/Fishing	Horses	Food	Clothing	Beer/Alcohol	Airlines	Other animals	Hot springs/Waı water
All	374	36%	34%	16%	11%	9%	8%	6%	5%	5%	4%
Gender				_		_	_				
Male	196	43%	43%	6%	16%	6%	10%	1%	3%	3%	3%
	178	29%	24%	27%	6%	12%	6%	11%	8%	8%	5%
Age			_	_	_	_	1	_	-		
	63	44%	20%	10%	10%	8%	2%	10%	9%	2%	4%
	184	39%	35%	9%	13%	7%	9%	5%	5%	5%	2%
60 +	127	27%	40%	29%	10%	13%	10%	7%	4%	8%	6%
Lifecycle			_		-						
	77	48%	19%	6%	12%	1%	5%	8%	5%	3%	1%
Young family (kids 0-6 years)	35	50%	26%	6%	8%	3%	6%	5%	0%	7%	6%
	52	34%	36%	13%	8%	15%	14%	6%	9%	2%	5%
	93	35%	42%	18%	15%	12%	6%	6%	7%	7%	3%
Retired	113	26%	40%	26%	11%	11%	8%	6%	4%	7%	6%
Residence				-	-	-	=	1	-		
Large city			29%	13%	10%	8%	9%	5%	9%	6%	5%
Small city or medium sized town			39%	13%	12%	8%	8%	6%	5%	3%	3%
Rural area or village	104	34%	33%	26%	13%	11%	6%	8%	2%	6%	5%
Education				_	-	_				_	
Primary or secondary school		34%	35%	14%	9%	12%	5%	4%	6%	7%	5%
Post-secondary		28%	40%	22%	13%	6%	6%	4%	3%	3%	2%
University first degree (BA, B.Sc, B.Ed)		38%	38%	13%	13%	10%	7%	10%	3%	6%	3%
University higher degree (M.Sc, Ph.D)	60	43%	20%	21%	10%	7%	15%	5%	15%	7%	6%
Employment				_	_	-	-				
Working full-time		44%	33%	9%	13%	7%	7%	5%	5%	6%	3%
	18	36%	41%	42%	6%	10%	5%	10%	5%	5%	0%
Not working		36%	26%	9%	11%	9%	8%	8%	10%	0%	3%
Retired	113	26%	40%	26%	11%	11%	8%	6%	4%	7%	6%
Income				_	_			-	_		
	39	34%	30%	10%	13%	2%	2%	8%	8%	7%	0%
0	73	28%	46%	28%	15%	13%	5%	1%	1%	4%	8%
Average		38%	31%	13%	11%	8%	9%	7%	4%	5%	2%
High or high average	92	39%	32%	16%	9%	10%	10%	8%	8%	7%	5%
Travelled abroad last 2 years				_	_			-		_	
	38	31%	42%	17%	9%	2%	2%	7%	3%	7%	2%
Once- Twice		35%	36%	11%	9%	13%	9%	2%	2%	4%	3%
Three times or more	238	37%	32%	18%	13%	8%	8%	8%	7%	6%	4%
Segment	_					_	1	1	1		
The Sun Lovers		48%	30%	13%	6%	11%	4%	3%	4%	3%	0%
Active Traveller			31%	18%	9%	8%	7%	12%	9%	7%	5%
Adventure Traveller		39%	41%	13%	18%	5%	14%	3%	3%	4%	5%
The Holidaymaker	23	41%	44%	20%	17%	4%	4%	4%	4%	8%	8%
The Mainstream Bargain Traveller	58	25%	32%	19%	10%	15%	5%	3%	2%	6%	2%





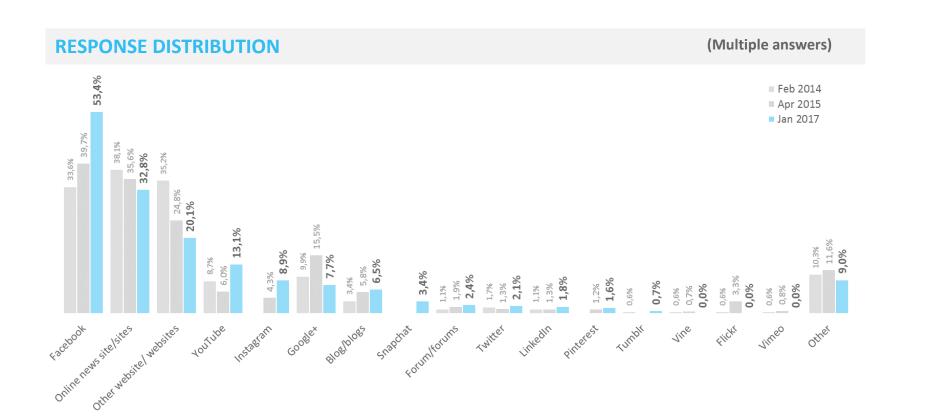
Answers	Count	Pct.%	Conf.lim +/-
Internet	204	22,1%	2,7%
Television	129	13,9%	2,2%
Newspapers	90	9,8%	1,9%
Magazines	79	8,5%	1,8%
Posters (outdoor media)	21	2,3%	1,0%
Radio	12	1,3%	0,7%
Other	33	3,5%	1,2%
Don't know	555	60,1%	3,2%
Total	924		
Answered	924	91,8%	
Did not answ er	82	8,2%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



PONSE DISTRIBUTIO	ON	CROSS S	PLITS					(Mu	ltiple answe
		Internet	Television	Newspapers	Magazines	Posters (outdoor media)	Radio	Other	Don't kr
All	924	22%	14%	10%	9%	2%	1%	4%	60%
Gender						Law			
Male	452	20%	13%	7%	8%	3%	0%	3%	64%
Female	472	24%	14%	12%	9%	2%	2%	4%	57%
Age	212	2.20/	1 40/	50/	4%	5%	20/	201	(20)
18 - 29 30 - 59	212 450	23%	14%	5% 6%	6%	570	2% 1%	2% 3%	<u>62%</u> 64%
60 +	450 261	22%	12%	19%	17%	2%	1%	5%	51%
Lifecycle	201	ZZ70	18%	19%	1/70	170	170	370	51%
Before family (young or with no kids)	236	23%	13%	4%	5%	6%	1%	1%	65%
Young family (kids 0-6 years)	88	25%	14%	10%	7%	2%	4%	4%	59%
Adult family (all kids 7 years+)	138	21%	13%	8%	6%	1%	3%	5%	62%
Post family (no kids at home)	229	22%	12%	8%	9%	0%	0%	4%	63%
Retired	226	21%	17%	18%	14%	1%	1%	4%	52%
Residence									
Large city	284	23%	12%	9%	7%	3%	1%	3%	61%
Small city or medium sized town	386	20%	15%	11%	8%	2%	1%	2%	61%
, Rural area or village	240	23%	15%	9%	11%	1%	2%	5%	57%
Education					_				
Primary or secondary school	247	20%	15%	5%	6%	3%	1%	3%	62%
Post-secondary	241	23%	13%	9%	9%	1%	1%	1%	62%
University first degree (BA, B.Sc, B.Ed)	285	21%	13%	11%	10%	3%	1%	5%	60%
University higher degree (M.Sc, Ph.D)	120	27%	13%	17%	9%	2%	3%	5%	53%
Employment			_	_	_				
Working full-time	399	25%	12%	7%	8%	1%	2%	4%	61%
Working part-time	58	20%	16%	5%	8%	4%	0%	4%	70%
Not working	216	18%	13%	7%	4%	4%	1%	1%	65%
Retired	226	21%	17%	18%	14%	1%	1%	4%	52%
Income		-	100/					201	600
Low	97	13%	13%	3%	6%	5%	0%	0%	68%
Low average	194	22%	14%	9%	8% 9%	2%	0% 2%	3%	62%
Average	398	22%	14%	10%	9%	2%		4%	59%
High or high average Travelled abroad last 2 years	188	28%	15%	14%	9%	1%	1%	5%	55%
Never	135	12%	11%	3%	4%	1%	0%	1%	77
Once- Twice	269	20%	16%	10%	9%	2%	2%	2%	62%
Three times or more	269 518	26%	14%	10%	9%	3%	1%	5%	55%
Segment	910	2070	14/0	11/0	570	570	1/0	370	55%
The Sun Lovers	190	22%	13%	12%	9%	0%	0%	1%	62%
Active Traveller	256	26%	14%	14%	11%	2%	1%	5%	52%
Adventure Traveller	204	22%	13%	6%	8%	3%	1%	5%	62%
The Holidaymaker	74	18%	14%	10%	13%	2%	2%	1%	69%
The Mainstream Bargain Traveller	194	19%	16%	7%	3%	4%	3%	3%	63%



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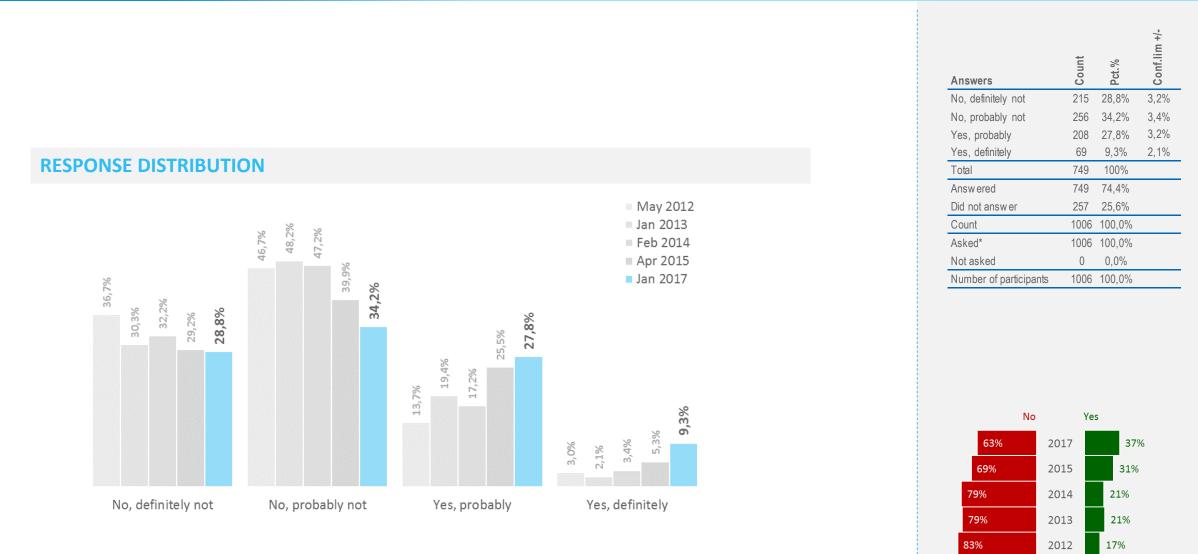


Answers	Count	Pct.%	Conf.lim +/
Facebook	94	53,4%	7,4%
Online news site/sites	58	32,8%	6,9%
Other website/ websites	35	20,1%	5,9%
YouTube	23	13,1%	5,0%
Instagram	16	8,9%	4,2%
Google+	14	7,7%	3,9%
Blog/blogs	12	6,5%	3,6%
Snapchat	6	3,4%	2,7%
Forum/forums	4	2,4%	2,2%
Twitter	4	2,1%	2,1%
LinkedIn	3	1,8%	2,0%
Pinterest	3	1,6%	1,9%
Tumblr	1	0,7%	1,3%
Vine	0	0,0%	0,0%
Flickr	0	0,0%	0,0%
Vimeo	0	0,0%	0,0%
Other	16	9,0%	4,2%
Total	177		
Answered	177	86,8%	
Did not answ er	27	13,2%	
Count	204	100,0%	
Asked*	204	20,3%	
Not asked	802	79,7%	
Number of participants	1006	100,0%	

Denmark

PONSE DISTRIBUTI	ON	CROSS SPLI	TS					(Multi	iple answer
		Facebook	Online news site/sites	Other website/ websites	YouTube	Instagram	Google+	Blog/blogs	Snapchat
All	177	53%	33%	20%	13%	9%	8%	7%	3%
Gender									
Male	78	59%	24%	19%	14%	12%	5%	9%	4%
Female	99	49%	40%	21%	13%	6%	10%	5%	3%
Age									
18 - 29	48	70%	24%	12%	16%	25%	0%	6%	9%
30 - 59	82	47%	31%	23%	16%	4%	6%	11%	1%
60 +	48	47%	45%	23%	6%	2%	18%	0%	2%
Lifecycle							_		
Before family (young or with no kids)	49	68%	19%	12%	25%	26%	4%	12%	9%
Young family (kids 0-6 years)	20	50%	30%	26%	14%	5%	17%	5%	0%
Adult family (all kids 7 years+)	25	58%	37%	31%	5%	5%	4%	0%	3%
Post family (no kids at home)	45	44%	41%	23%	11%	0%	2%	9%	2%
Retired	38	44%	41%	17%	5%	2%	17%	3%	0%
Residence							_	_	
Large city	57	51%	34%	20%	16%	13%	4%	9%	3%
Small city or medium sized town	72	60%	36%	15%	12%	5%	8%	5%	3%
Rural area or village	46	45%	28%	27%	12%	10%	13%	6%	4%
Education				_	_		=	1	
Primary or secondary school	45	42%	38%	22%	19%	23%	9%	4%	4%
Post-secondary	43	54%	46%	9%	9%	2%	13%	9%	0%
Jniversity first degree (BA, B.Sc, B.Ed)	54	66%	33%	21%	11%	7%	5%	5%	5%
University higher degree (M.Sc, Ph.D)	31	50%	13%	27%	12%	3%	3%	7%	4%
Employment Working full-time	00	5.00	220/	250/	14%	8%	5%	9%	20/
0	89	56%	32%	25%	9%	0%	0%	0%	2% 0%
Working part-time Not working	11 35	50%	24%	13%	19%	21%	3%	8%	12%
Retired	38	44%	41%	17%	5%	2%	17%	3%	0%
Income	30	4470	4170	1770	376	270	1770	376	076
Low	9	59%	29%	20%	0%	10%	11%	0%	10%
Low average	37	58%	32%	15%	25%	10%	10%	0%	0%
Average	74	48%	35%	17%	12%	10%	6%	10%	6%
High or high average	49	58%	34%	28%	10%	7%	8%	8%	2%
Travelled abroad last 2 years									
Never	11	41%	41%	9%	0%	0%	25%	0%	0%
Once- Twice	43	57%	20%	11%	11%	7%	9%	9%	4%
Three times or more	121	53%	37%	24%	14%	10%	6%	6%	3%
Segment					_	—	-	_	
The Sun Lovers	37	43%	26%	25%	10%	7%	17%	8%	3%
Active Traveller	58	40%	44%	21%	8%	9%	3%	8%	2%
Adventure Traveller	41	72%	21%	31%	16%	7%	7%	2%	2%
The Holidaymaker	11	25%	56%	16%	24%	0%	17%	0%	
The Mainstream Bargain Traveller	30	77%	28%	0%	17%	17%	3%	9%	11%

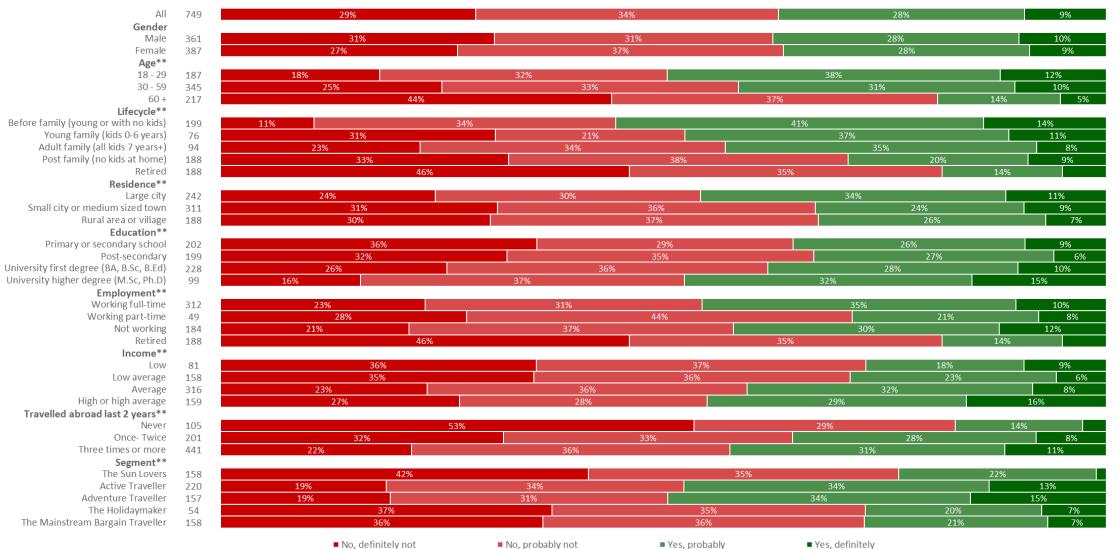
mmr



[Q12] Would you consider travelling to Iceland during the months of September through to April?

Denmark

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**





**Detailed Results | France** 



mmr

															Top 10 Answers	Count	Pct.%
															Italy	108	12,1%
											(				Spain	100	11,2%
CATEGO	RIZED	RESPC	ONSE I	DISTR	IBUTIC	<b>N</b>					(Fir	st of up	to three	e mentions)	Canada	65	7,2%
															USA	53	5,9%
To a 1	0	tione								Comm			ine		Japan	42	4,7%
т дог	0 men	tions								Comp	arason	countr			Australia	40	4,5%
														Apr 2015	Thailand	29	3,2%
														Jan 2017	Ireland	28	3,2%
															Greece	28	3,2%
13,3% <b>,1%</b>	% %														Portugal	26	2,9%
13,39 <b>12,1%</b>	11,9% <b>11,2%</b>														Comparison countries	à	
			%												Canada	65	7,2%
		%	8,8%							%					Iceland	15	1,7%
		6,3% <b>7,2%</b>								6,3% <b>7,2%</b>					Norway	12	1,3%
		6	5,9%	7%	%					9					New Zealand	7	0,8%
				,2% <b>4,7</b>	,4% <b>4,5%</b>	4,1% <b>3,2%</b>	3,1% <b>3,2%</b>	4,2% <b>3,2%</b>	3,4% <b>2,9%</b>		_				Finland	4	0,4%
				ω,	τ. Γ	ຕັ	ີດ ດີ	ຕັ	<b>5</b>		1,3% <b>1,7%</b>	,8% <b>1,3%</b>	0,7% <b>0,8%</b>	、 <i>%</i>	Answered	891	88,7%
												0,8% <b>1,3</b> 9	0,7% <b>0,89</b>	0,4% <b>0,4%</b>	Did not answ er	114	11,3%
															Count	1005	100,0%
1	2	3	4	5	6	7	8	9	10	3	15	21	26	43	Asked*	1005	100,0%
Italy	Spain	Canada	USA	Japan	Australia	Thailand	Ireland	Greece	Portugal	Canada	Iceland	Norway	New	Finland	Not asked	0	0,0%
													Zealand		Number of participants	1005	100,0%

\*Asked: All respondents \*\* Excluding your own country Conf.lim +/-

2,1% 2,1%

1,7%

1,5%

1,4%

1,4%

1,2%

1,2%

1,2%

1,1%

1,7%

0,8%

0,7%

0,6%

0,4%

First mention | France

### **CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS**

(First of up to three mentions)

All	891	12%	11%	7%	6%	5% 5%	3% 3% 3%		
Gender									
Male	431	10%	12%	8%	6%	6% 4%	3% 4%		
Female	460	14%	11%	7%	6%	4% 5%	3% 4%		
Age									
18 - 29	183	8%		5% 8%	5%				
30 - 59	486	14%	13%		8%	7% 5%	6%		
60 +	222	12%	6% 7%	3%	6%	4%	5% 5%		
Lifecycle									
Before family (young or with no kids)	219	9%				7%	4% 3%		
Young family (kids 0-6 years)	149	12%	14%	6%	10%	4%	6%		
Adult family (all kids 7 years+)	163	16%	13		7%	4% 6%	7%	3% 4%	
Post family (no kids at home)	172	14%	10%	8%	6%	5%	4% 3% 39	6	
Retired	170	10%	7% 6%	5%	4% 5%	6 4%	7% 3%		
Residence									
Large city	245	11%	9% 5%		5%	4%	4%		
Small city or medium sized town	386	14%	12%	8%	6%		4% 3% 4%		
Rural area or village	244	11%	11%	8%	5% 4	1% 5%	3% 4% 6%		
Education									
Primary or secondary school	244	13%	12%	8%		4% 4%	3% 4% 49		
Post-secondary	211		2% 8	% 6%		8%	4% 4%		
University first degree (BA, B.Sc, B.Ed)	222	12%	10%		7% 69				
University higher degree (M.Sc, Ph.D)	183	16%	10%	6%	7%	5%	3%		
Employment									
Working full-time	384	13%	11%	8%	8%	5%	5%	4%	
Working part-time	93	15%	16		7%	4%	6% 4%	3% 3%	
Not working	212	10%	11%	5% 6%	6%	3% 49	6		
Retired	170	10%	7% 6%	5%	4% 5%	6 4%	7% 3%		
Income									
Low	148	12%	8%	10%	5%	4% 49	6 4%		
Low average	194	11%	12%	4% 69		5%	5% 4%		
Average	337	12%	11%	9%	6%	5% 5%	5% 3%		
High or high average	168	15%	11%	6%	9%	5%	4% 39	% 3%	
Travelled abroad last 2 years									
Never	306	13%	11%	10%	6%	6%	5% 3% 5		
Once- Twice	357	13%	11%	6%	5% 4%	6 5%	4% 4%		
Three times or more	218	11%	11%	5% 79	6 5%	3% 4%	3%		
Segment									
The Sun Lovers	136	13%	10%		3%	6% 69	6 5%		
Active Traveller	199	16%	6%	11%	6%		% 5%		
Adventure Traveller	147	10%	7% 9%	5%		5%			
The Holidaymaker	137	10%	8% 8%	6	% 3%	6% 5%	5% 4%		
The Mainstream Bargain Traveller	268	12%	19%		5%	8% 59	6 5%	3%	
		Italy	Spain C	anada	USA	Japan	Australia	Thailand	Ireland



Portugal

Greece

mmr

CATEGORIZED RESPONSE DISTRIBUTION	(Up to three mentions)	Top 10 Answers Italy Spain USA
Top 10 mentions	Comparason countries Apr 2015 Jan 2017	Canada Australia Japan Portugal United Kingdom Greece
20'0% 20'2% 20	$\begin{array}{c} & & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & & \\ & & & \\ & & & & \\ &$	Ireland Comparison countries Canada Iceland Norway New Zealand Finland Answered Did not answer Count Asked* Not asked Number of participants 1

Conf.lim +/-

2,8%

2,7%

2,5%

2,4%

2,0%

1,9%

1,9%

1,9%

1,8%

1,6%

2,4%

1,2%

1,2%

1,0%

0,9%

Count

163

100

96

94

83

69

163

38

34

24 20 Pct.%

250 25,9%

226 23,4%

196 20,3%

111 11,5%

16,9%

10,4%

10,0%

9,8%

8,6%

7,2%

16,9%

4,0%

3,5%

2,4%

2,0%

 965
 96,0%

 40
 4,0%

 1005
 100,0%

 1005
 100,0%

 0
 0,0%

 1005
 100,0%

All mentions | France

<b>FEGORIZED RESPON</b>	ISE	DISTRIB	UTION   TO	OP 10 MEI	NTIONS   (	CROSS SPL	ITS			(Up to th	nree mentio
		Italy	Spain	USA	Canada	Australia	Japan	Portugal	United Kingdom	Greece	Ireland
All	965	26%	23%	20%	17%	11%	10%	10%	10%	9%	7%
Gender	505	2070	2070	2070	2770	11/0	10/0	10/0	10/0	570	
Male	467	24%	23%	20%	18%	11%	13%	11%		8%	6%
Female	497	28%	23%	20%	16%	12%	8%	9%	11%	9%	8%
Age		_	_		_	_	_	_	_	_	
	196	23%	19%	26%	11%	13%	13%	6%		8%	5%
30 - 59		27%	26%	20%	19%	12%	11%	9%	9%	8%	7%
60 +	243	26%	20%	16%	17%	9%	8%	17%	8%	11%	9%
Lifecycle			<b>—</b>					L			
Before family (young or with no kids)		21%	19%	26%	13%	11%	16%	5%	13%	7%	7%
0 , ( , , ,	159	26%	27%	21%	14%	11%	8%	9%	6%	4%	5%
	180	33%	29%	16%	20%	13%	13%	11%	10%	9%	5%
, , , , , , , , , , , , , , , , , , , ,	189	28%	22%	20%	19%	13%	6%	11%	10%	11%	10%
	186	25%	22%	18%	18%	9%	8%	15%	7%	13%	8%
Residence	257	250/	4.00/	220/	450/	140/	13%	7%	110/	00/	604
Large city		25%	19%	22%	15%	11%				8%	6%
Small city or medium sized town		27%	25%	23%	17%	12%	12%	10%	9%	7%	8%
Rural area or village	271	26%	24%	16%	20%	12%	7%	13%	9%	12%	8%
Education	272	2.00	250/	2.0%	2.09/	10%	9%	13%	8%	12%	00/
Primary or secondary school		26%	25%	20%	20%	14%	8%	11%	11%	8%	8% 9%
Post-secondary		20%			16%	13%		8%		10%	
University first degree (BA, B.Sc, B.Ed) University higher degree (M.Sc, Ph.D)		31%	23%	22%	12%	10%	11%	7%	12%	4%	8% 5%
Employment	190	31%	18%	23%	12%	10%	15%	/ %	7%	4%	5%
Working full-time	110	28%	24%	20%	18%	13%	12%	9%	8%	9%	7%
Working part-time	41Z 99	26%	27%	19%	19%	11%	8%	8%	11%	9%	6%
Not working		24%	21%	25%	13%	12%	11%	9%	13%	6%	8%
	186	25%	22%	18%	18%	9%	8%	15%	7%	13%	8%
Income	100	2.370	22/0	1070	1070	570	070	1370	170	1370	070
Low	162	24%	21%	19%	18%	11%	11%	6%	15%	6%	8%
	209	21%	23%	15%	17%	10%	6%	13%	10%	10%	8%
Average		21%	24%	22%	18%	13%	10%	10%	8%	9%	7%
	180	31%	21%	26%	12%	13%	14%	8%	8%	11%	7%
Travelled abroad last 2 years	100	5170	2170	2070	1270	1570	14/0	070	870	11/0	//0
Never	3/13	24%	24%	17%	22%	11%	11%	12%	10%	9%	9%
Once- Twice		27%	25%	22%	16%	12%	9%	11%		8%	7%
Three times or more		27%	20%	22%	12%	11%	11%	5%		9%	4%
Segment	223	2170	2070	2270	TT 10	11/0	11/0			570	770
The Sun Lovers	149	25%	27%	21%	13%	13%	7%	12%	6%	12%	7%
Active Traveller		29%	16%	24%	25%	11%	12%	10%	12%	6%	9%
Adventure Traveller		23%	17%	17%	20%	11%	13%	7%	13%	9%	12%
The Holidaymaker		22%	19%	16%	17%	12%	9%	11%	10%	10%	8%
The Mainstream Bargain Traveller		28%	32%	21%	11%	12%	10%	10%	8%	8%	3%

\*Asked: All respondents \*\* Excluding your own country



### **RESPONSE DISTRIBUTION**

[Q2\_1]I like to travel independently

[Q2\_2]I prefer to take holidays off the beaten track

[Q2\_3]I only want to go to holiday destinations where it's warm and sunny

[Q2\_4]I like to learn about the history and culture of the destination that I'm visiting

[Q2\_5]I like spending time outdoors in nature

[Q2\_6]I like to travel during the months of September through to April

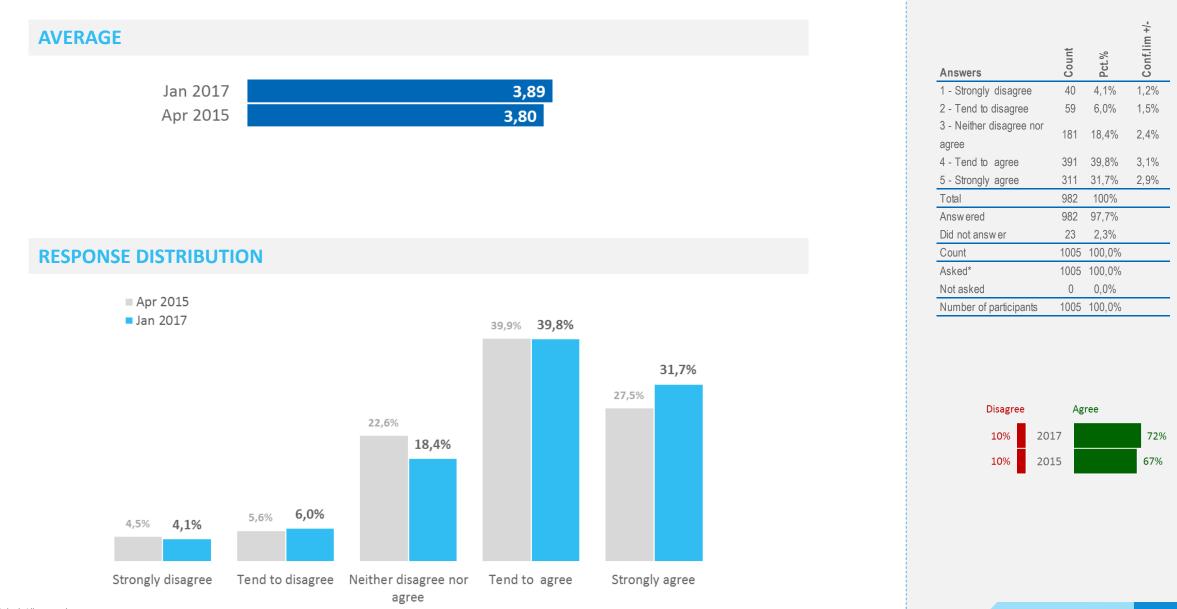
[Q2\_7]I actively seek new travel experiences

[Q2\_8]I use the internet and social media on a regular basis to get information about what's happening in the world [Q2\_9]I use social media on a regular basis to share my experiences with other people

	6%	5	18	%			40%	40%			32%		
	7%	6		33	%			36%				19%	
	159	%	:	14%	31%					27%	14%		
		12%				43%					39%		
		16%			43%					36%			
89	%	9%			31%			33%				19%	
8	%	10	%		33%				32	:%		16%	
7%	6	7%		19%				9%			2	8%	
		27	'%		20	%		21%		2	0%	12%	
■ Strongly disagree ■ Tend to disagree ■ Neither disagree nor agree ■ Tend to agree ■ Strongly agree													



# [Q2\_1] I like to travel independently





# [Q2\_1] I like to travel independently

France

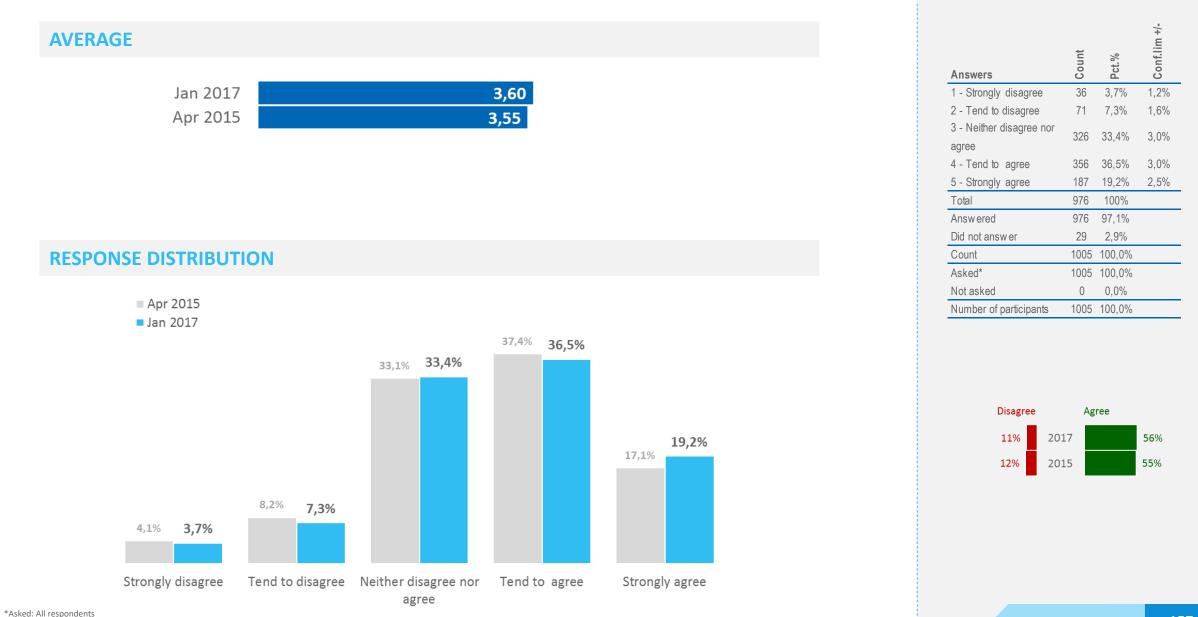
# **RESPONSE DISTRIBUTION | CROSS SPLITS**

All	982	6% 18%	40%	32%	3,9
Gender					
Male	482	6% 18%	39%	34%	4,0
Female		6% 6% 19%	40%	29%	3,8
Age					
18 - 29	204	8% 22%	38%	28%	3,8
30 - 59	531	5% 18%	41%	33%	3,9
60 +	247	6% 6% 17%	39%	32%	3,9
Lifecycle					
sefore family (young or with no kids)	239	7% 19%	39%	33%	3,9
Young family (kids 0-6 years)	161	6% 7% 21%	44%	22%	3,7
Adult family (all kids 7 years+)	185	6% 19%	39%	33%	3,9
Post family (no kids at home)	189	14%	43%	37%	4,
Retired	188	6% 8% 18%	35%	33%	3,8
Residence					
Large city	262	16%	41%	34%	4,0
Small city or medium sized town		6% 18%	42%	30%	3,9
Rural area or village	279	7% 20%	37%	32%	3,9
Education**					
Primary or secondary school	279	6% 8% 17%	41%	28%	3,8
Post-secondary		5% 8% 22%	37%	28%	3,7
niversity first degree (BA, B.Sc, B.Ed)		18%	42%	34%	4,0
niversity higher degree (M.Sc, Ph.D)		14%	41%	41%	4
Employment					
Working full-time	425	5% 19%	42%	31%	3,9
Working part-time		7% 21%	44%	25%	3,8
Not working		16%	39%	36%	4,0
Retired		6% 8% 18%	35%	33%	3,8
Income					-,-
Low	167	6% 14%	38%	38%	4,0
Low average		9% 20%	41%	26%	3,8
Average		6% 19%	40%	32%	3,9
High or high average	184	18%	41%	33%	4,0
Travelled abroad last 2 years**					
	348	7% 6% 24%	38%	25%	3,7
Never					3,9
Never Once- Twice	388	7% 16%	43%	31%	
			43%	<u> </u>	
Once- Twice Three times or more					
Once- Twice	238	12%	39%	43%	4
Once- Twice Three times or more <b>Segment**</b> The Sun Lovers	238 149	12% 12% 21 10% 12% 21	39% 1% 38%	43%	3,4
Once- Twice Three times or more <b>Segment**</b> The Sun Lovers Active Traveller	238 149 210	12% 10% 12% 21 10% 39%	39% 1% 38%	43% 19% 49%	4 3,4
Once- Twice Three times or more <b>Segment**</b> The Sun Lovers Active Traveller Adventure Traveller	238 149 210 157	12%           10%         12%         21           10%         39%           16%         16%	39% 1% 38% 5 43%	43% 19% 49% 34%	3,4 4,(
Once- Twice Three times or more <b>Segment**</b> The Sun Lovers Active Traveller	238 149 210 157 149	12% 10% 12% 21 10% 39%	39% 1% 38%	43% 19% 49%	4





## [Q2\_2] I prefer to take holidays off the beaten track





# [Q2\_2] I prefer to take holidays off the beaten track

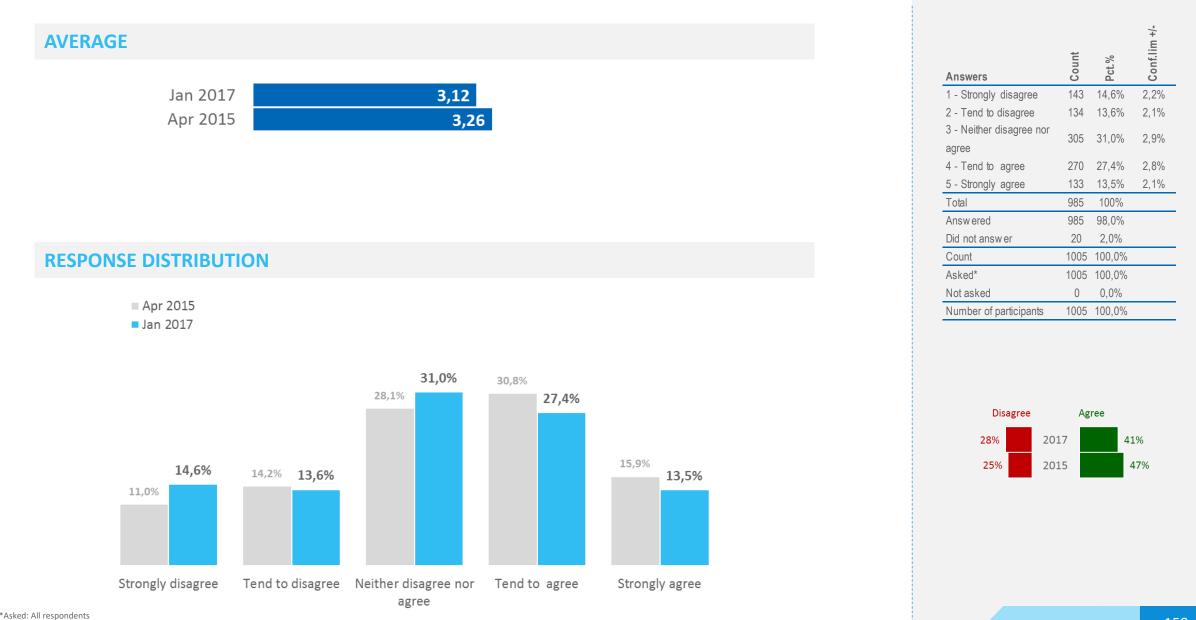
France

## **RESPONSE DISTRIBUTION | CROSS SPLITS**

All	976	70/	33%	36%	19%	3.6
Gender	976	170	33%	36%	19%	3,6
Male	477	7%	32%	37%	21%	3,6
Female	499	7%	35%	36%	18%	3,6
Age	455	770	3370	50%	1070	3,0
18 - 29	200	6%	36%	36%	17%	3,6
30 - 59	530	8%	31%	38%	19%	3,6
60 +	246	7%	35%	33%	20%	3,6
Lifecycle						
Before family (young or with no kids)	235	7%	34%	37%	19%	3,6
Young family (kids 0-6 years)	162	6% 8%	33%	38%	15%	3,5
Adult family (all kids 7 years+)	185	6%	37%	35%	21%	3,7
Post family (no kids at home)	188	7%	30%	39%	20%	3,6
Retired	188	9%	34%	33%	21%	3,6
Residence						
Large city	256	8%	35%	34%	19%	3,6
Small city or medium sized town	421	7%	32%	39%	18%	3,6
Rural area or village	279	8%	33%	35%	20%	3,6
Education Primary or secondary school	275	70/	36%	26%	470/	25
Primary of secondary school Post-secondary	275	7%	36%	36%	17%	3,5 3,6
University first degree (BA, B.Sc, B.Ed)	239 233	6%	34%	37% 39%	<u>18%</u> 20%	
University higher degree (M.Sc, Ph.D)	233 193	6%	32%	36%	23%	<u>3,6</u> 3,7
Employment	192	070	3270	30%	2376	3,7
Working full-time	425	8%	30%	42%	17%	3,6
Working part-time	102	7% 9%	35%	31%	18%	3,4
Not working	226	6%	36%	33%	22%	3,6
Retired	188	9%	34%	33%	21%	3,6
Income						
Low	166	6% 7%	35%	28%	23%	3,6
Low average	209	7%	34%	40%	17%	3,6
Average	375	9%	34%	36%	18%	3,6
High or high average	183	6%	29%	41%	20%	3,7
Travelled abroad last 2 years						
Never	0.10	5% 8%	37%	32%	18%	3,5
Once- Twice	386	8%	31%	40%	18%	3,6
Three times or more	236	5%	29%	39%	24%	3,8
Segment**						
The Sun Lovers	148	7% 15%		45%	28%	3,1
Active Traveller	210	29%		40%	27%	3,9
Adventure Traveller	157	<u> </u>	35%	36%	19%	3,6
The Holidaymaker The Mainstream Bargain Traveller	146 315	5% 7%	26% 34%	45%	20%	3,7 3,6
THE MAINSCRAM DAIGANT TRAVENER	313	376 170		54%	20%	3,6
		Strongly disagree	Tend to disagree	Neither disagree nor agree	to agree Strongly agree	Average



# [Q2\_3] I only want to go to holiday destinations where it's warm and sunny



[Q2\_3] I only want to go to holiday destinations where it's warm and sunny

France

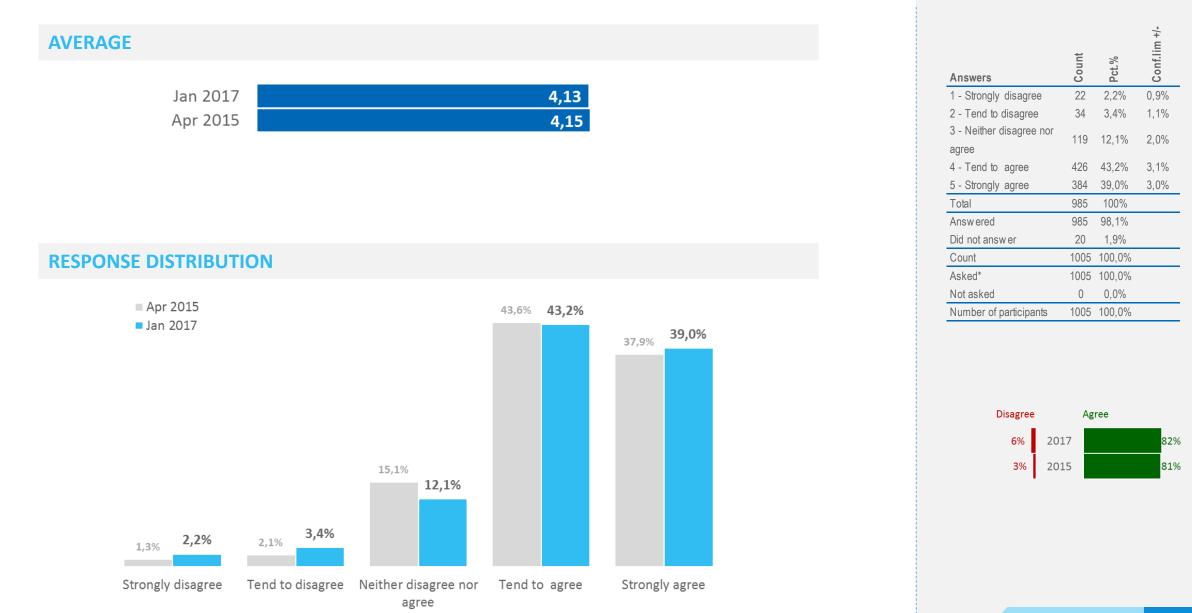
## **RESPONSE DISTRIBUTION | CROSS SPLITS**

All	985	15%	14%	31%	27%	14%	3,1
Gender Male	483	16%	14%	30%	26%	14%	3,1
Female		13%	13%	32%	28%	13%	3,2
Age		1370	1370	3270	2070	1376	5,2
18 - 29		20%	16%	26%	28%	9%	2,9
30 - 59	536	13%	14%	31%	27%	15%	3,2
60 +		13%	11%	35%	28%	13%	3,2
Lifecycle**							
Before family (young or with no kids)	239	22%	15%	27%	27%	9%	2,9
Young family (kids 0-6 years)	164	10%	15%	29%	30%	16%	3,3
Adult family (all kids 7 years+)		13%	13%	28%	32%	14%	3,2
Post family (no kids at home)		14%	13%	32%	23%	17%	3,1
Retired	188	12%	12%	38%	27%	12%	3,2
Residence**							
Large city		16%	16%	23%	29%	16%	3,1
Small city or medium sized town		15%	11%	37%	27%	10%	3,1
Rural area or village	281	14%	14%	30%	28%	15%	3,2
Education**							
Primary or secondary school			8%	34%	31%	16%	3,3
Post-secondary		14%	15%	33%	26%	12%	3,1
University first degree (BA, B.Sc, B.Ed)		14%	18%	27%	27%	15%	3,1
University higher degree (M.Sc, Ph.D)	192	21%	17%	28%	27%	8%	2,8
Employment**	425	400/	450/	240/	2007	4.20/	2.2
Working full-time Working part-time		12% 14%	15% 13%	31% 27%	<u> </u>	<u> </u>	<u> </u>
Not working		22%	13%	27% 26%	22%	12%	3,2
Retired		12%	12%	38%	27%	12%	3,0
Income		1270	1270	5070	2170	12/0	3,2
Low		19%	13%	28%	24%	16%	3,0
Low average		16%	13%	37%	24%	10%	3,0
Average		12%	14%	29%	32%	14%	3,2
High or high average		15%	14%	30%	28%	13%	3,1
Travelled abroad last 2 years	100						
Never	353	14%	13%	34%	26%	12%	3,1
		15%	12%	30%	30%	14%	3,1
Once- Twice	300		17%	26%	26%	15%	3,1
		16%	1/%				· · · · · · · · · · · · · · · · · · ·
Once- Twice Three times or more		16%	17%	2010			
Once- Twice	238	16%	17%	51%	29	9%	
Once- Twice Three times or more <b>Segment**</b>	238 148		33%		2 <u>0</u> 34%	9%	2,0
Once- Twice Three times or more <b>Segment**</b> The Sun Lovers	238 148	19%		51%		9%	2,0 2,2
Once- Twice Three times or more <b>Segment**</b> The Sun Lovers Active Traveller	238 148 212 161	19%	33%	51% 31%	34%	9%	2,0 2,2 3,2

# [Q2\_4] I like to learn about the history and culture of the destination that I'm visiting

mmr

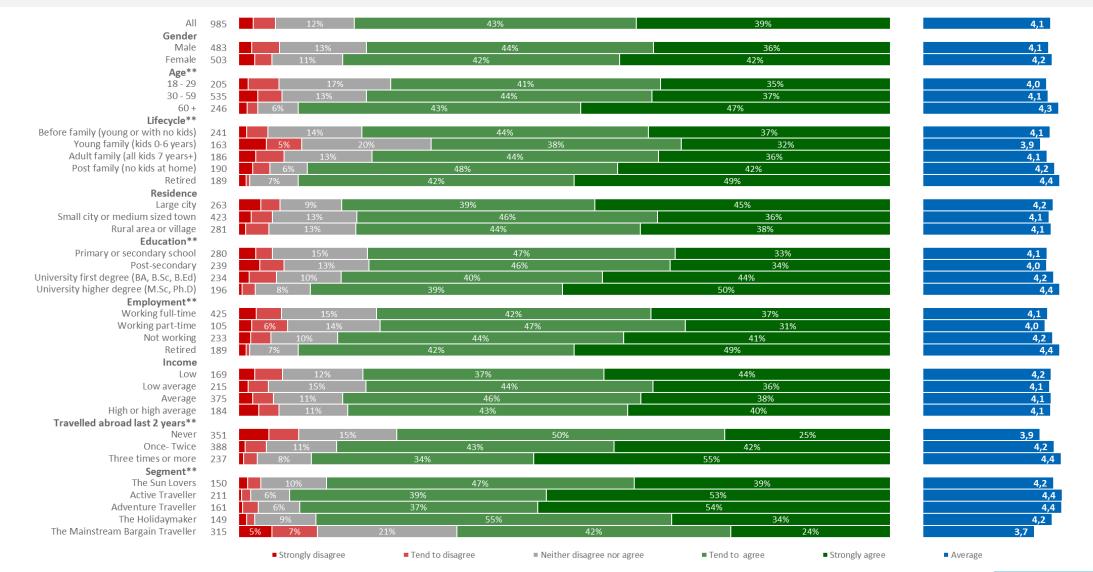




[Q2\_4] I like to learn about the history and culture of the destination that I'm visiting

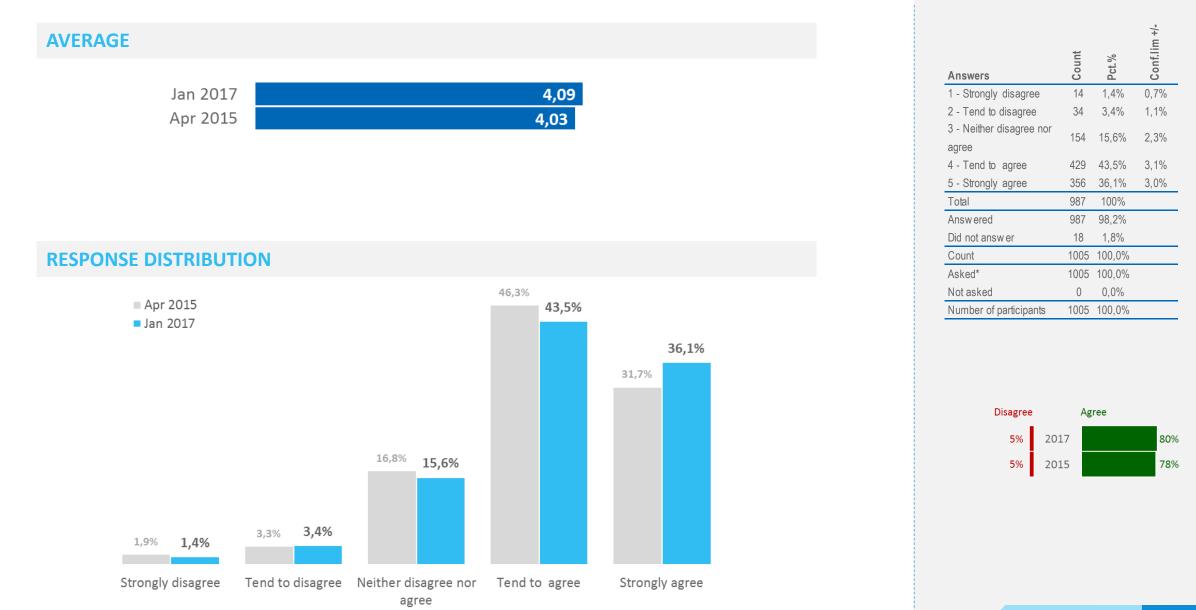
France

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**





## [Q2\_5] I like spending time outdoors in nature

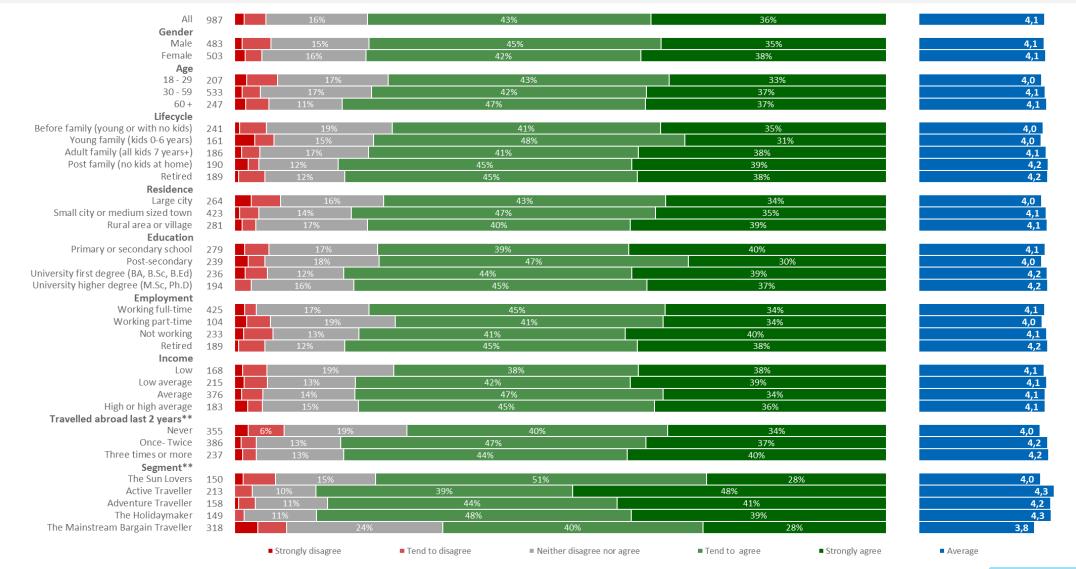




## [Q2\_5] I like spending time outdoors in nature

France

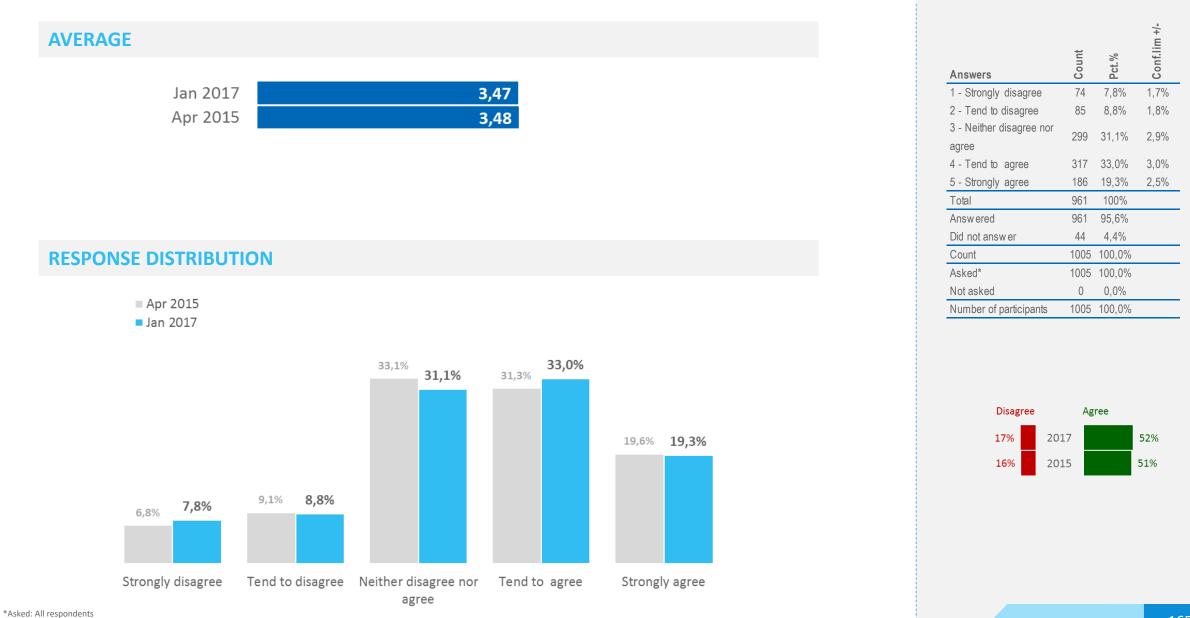
#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



[Q2\_6] I like to travel during the months of September through to April









# [Q2\_6] I like to travel during the months of September through to April

France

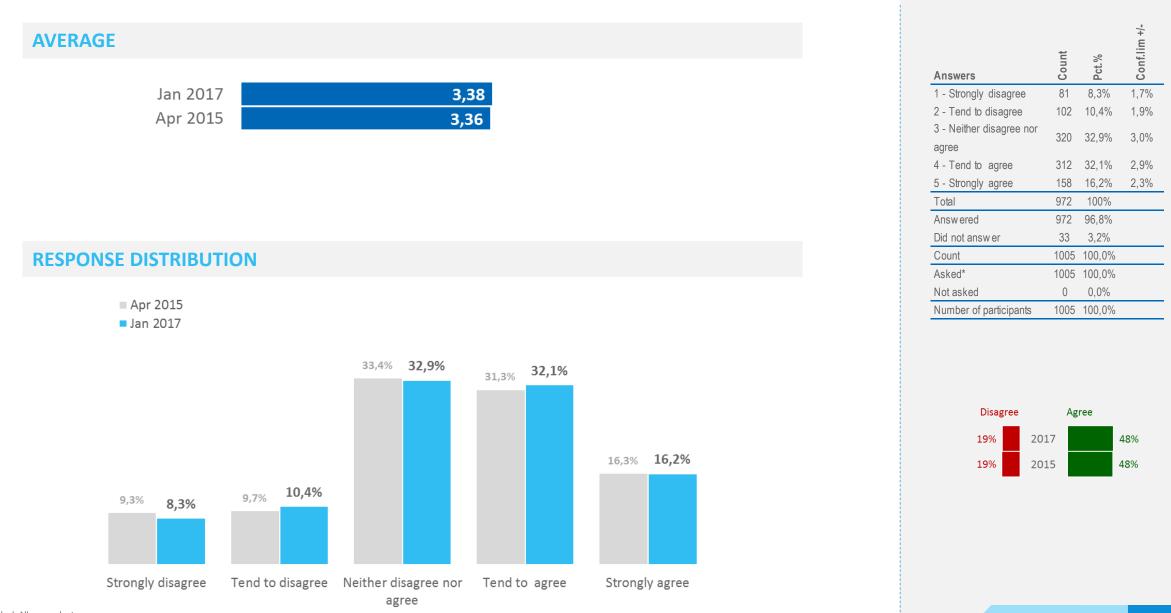
## **RESPONSE DISTRIBUTION | CROSS SPLITS**

All	961	8% 9%	31%	33%	19%	3,5
Gender						
Male	464	8% 10%	34%	31%	18%	3,4
Female	497	7% 8%	29%	35%	21%	3,5
Age						
18 - 29	197	6% 8%	33%	33%	21%	3,6
30 - 59	522	9% 9%	33%	31%	18%	3,4
60 +	243	7% 9%	26%	36%	21%	3,5
Lifecycle**						
Before family (young or with no kids)	228	5% 7%	34%	36%	18%	3,5
Young family (kids 0-6 years)	163	11% 13%	30%	31%	15%	3,3
Adult family (all kids 7 years+)	177	8% 10%	36%	25%	21%	3,4
Post family (no kids at home)	189	7%	27%	36%	26%	3,7
Retired	186	6% 11%	28%	37%	18%	3,5
Residence						
Large city		8% 6%	28%	36%	22%	3,6
Small city or medium sized town		7% 9%	31%	35%	18%	3,5
Rural area or village	278	8% 11%	34%	28%	19%	3,4
Education						
Primary or secondary school		7% 8%	32%	34%	19%	3,5
Post-secondary		9% 9%	31%	35%	15%	3,4
University first degree (BA, B.Sc, B.Ed)		9% 10%	30%	29%	21%	3,4
University higher degree (M.Sc, Ph.D)	193	7%	29%	36%	24%	3,7
Employment						
Working full-time		6% 9%	31%	34%	20%	3,5
Working part-time	103	10% 8%	37%	32%	13%	3,3
Not working	222	10% 8%	30%	30%	22%	<u>3,5</u> 3,5
Retired	186	6% 11%	28%	37%	18%	3,5
Income						
Low		10% 9%	32%	30%	19%	3,4
Low average	210	8% 11%	34%	32%	15%	3,3
Average		7% 9%	31%	33%	20%	3,5
High or high average	181	7% 6%	26%	37%	24%	3,7
Travelled abroad last 2 years**						
Never	0.0	12% 11%			5% 12%	3,1
Once- Twice	378	5% 9%	27%	38%	20%	3,6
Three times or more	233	5%	22%	38%	29%	3,8
Segment						
The Sun Lovers		7% 11%	26%	31%	24%	3,5
Active Traveller	205	6% 11%	28%	36%	19%	3,5
Adventure Traveller		5% 5%	32%	34%	23%	3,6
The Holidaymaker		7% 6%	36%	36%	15%	3,5
The Mainstream Bargain Traveller	312	10% 9%	33%	30%	18%	3,4
		Strongly disagree	Tend to disagree	Neither disagree nor agree     Tend t	to agree Strongly agree	Average





## [Q2\_7] I actively seek new travel experiences





# [Q2\_7] I actively seek new travel experiences

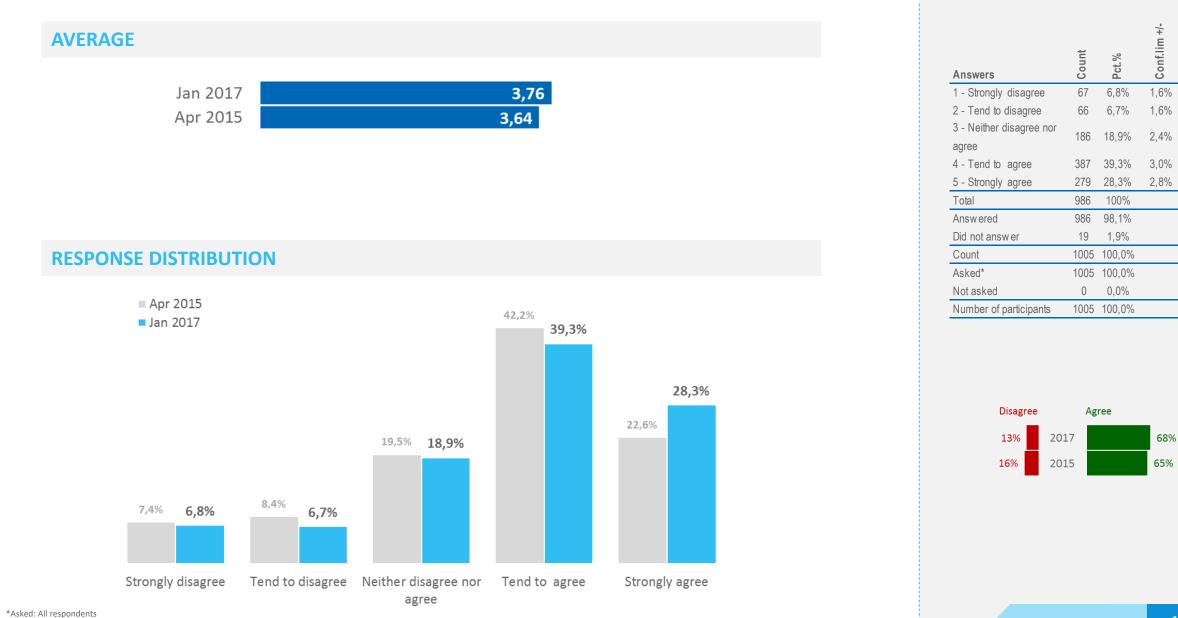
France

# **RESPONSE DISTRIBUTION | CROSS SPLITS**

All	972	8% 10%	33%	32%	16%	3,4
Gender						
Male	477	8% 11%	33%	32%	15%	3,4
Female	496	8% 10%	33%	32%	17%	3,4
<b>Age**</b> 18 - 29	205	6% 11%	26%	33%	25%	3,6
30 - 59	205 526	8% 11%	33%	32%	16%	3,6
60 +	242	11% 10%	40%	319		3,4
Lifecycle**	242	1170 1070	4070	517	J /0	3,2
Before family (young or with no kids)	238	9% 9%	25%	34%	22%	3,5
Young family (kids 0-6 years)	162	6% 11%	30%	40%	13%	3,4
Adult family (all kids 7 years+)	180	6% 12%	32%	28%	21%	3,5
Post family (no kids at home)	188	9% 10%	35%	30%	16%	3,3
Retired	186	10% 10%	41%	31	% 8%	3,2
Residence**						
Large city	258	7% 11%	28%	33%	22%	3,5
Small city or medium sized town	419	7% 11%	33%	36%	14%	3,4
Rural area or village	276	12% 9%	38%	27%	14%	3,2
Education**						
Primary or secondary school	274	11% 9%	36%	32%	11%	3,2
Post-secondary	237	10% 10%	37%	30%	13%	3,3
University first degree (BA, B.Sc, B.Ed)	235	6% 10%	25%	36%	22%	3,6
University higher degree (M.Sc, Ph.D)	189	12%	31%	33%	20%	3,5
Employment**						
Working full-time	418	11%	30%	35%	19%	3,5
Working part-time	105	12% 13%	35%	30%	10%	3,1
Not working	230	10% 9%	29%	31%	21%	3,5
Retired	186	10% 10%	41%	31	% 8%	3,2
Income**			2004		2011	
Low	167	14% 12%	33%	21%	20%	3,2 3,2
Low average	212	10% 11%	36%	32%	11%	3,2
Average High or high average	371 183	5%         11%           6%         8%	32%	41%	17% 17%	3,5 3,6
Travelled abroad last 2 years**	183	6% 8%	28%	41%	1776	3,6
Never	345	17%	14%	40%	22% 7%	2,9
Once- Twice	383	9%	32%	35%	18%	3,5
Three times or more	235	8% 22%	3270	43%	26%	3.8
Segment**	200	070 2270		4370	2070	5,5
The Sun Lovers	147	13% 14%	389	2	6% 10%	3,1
Active Traveller	209	9% 9%	37%	31%	15%	3,3
Adventure Traveller	155	10%	24%	37%	26%	3,7
The Holidaymaker	147	12% 12%	35%	349		3,1
The Mainstream Bargain Traveller	315	6% 10%	31%	33%	20%	3,5
2						
		Strongly disagree	Tend to disagree	Neither disagree nor agree Tend to	agree Strongly agree	Average

[Q2\_8] I use the internet and social media on a regular basis to get information about what's happening in the world

France



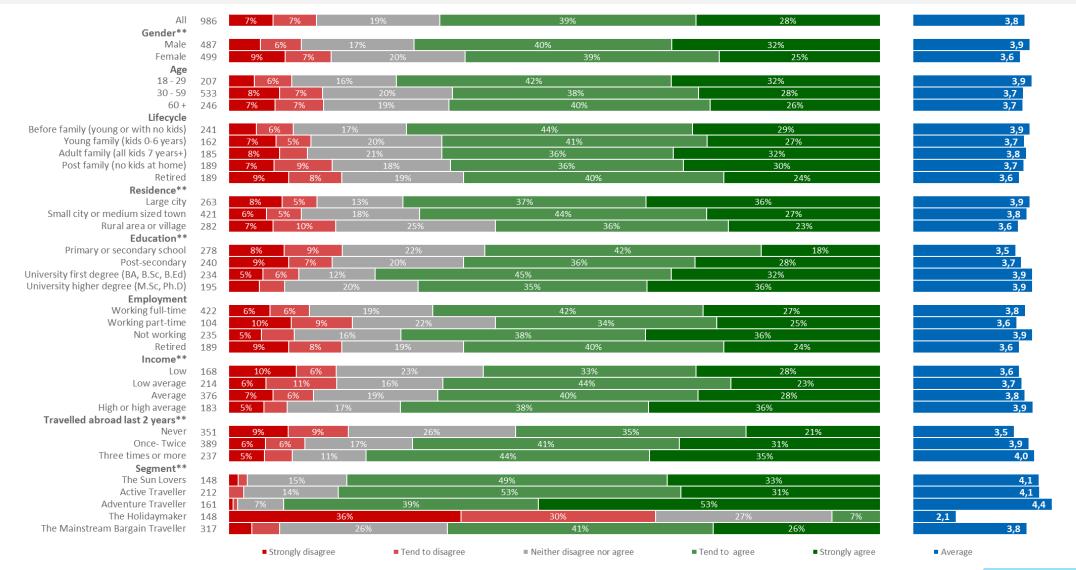
mmr



[Q2\_8] I use the internet and social media on a regular basis to get information about what's happening in the world

France

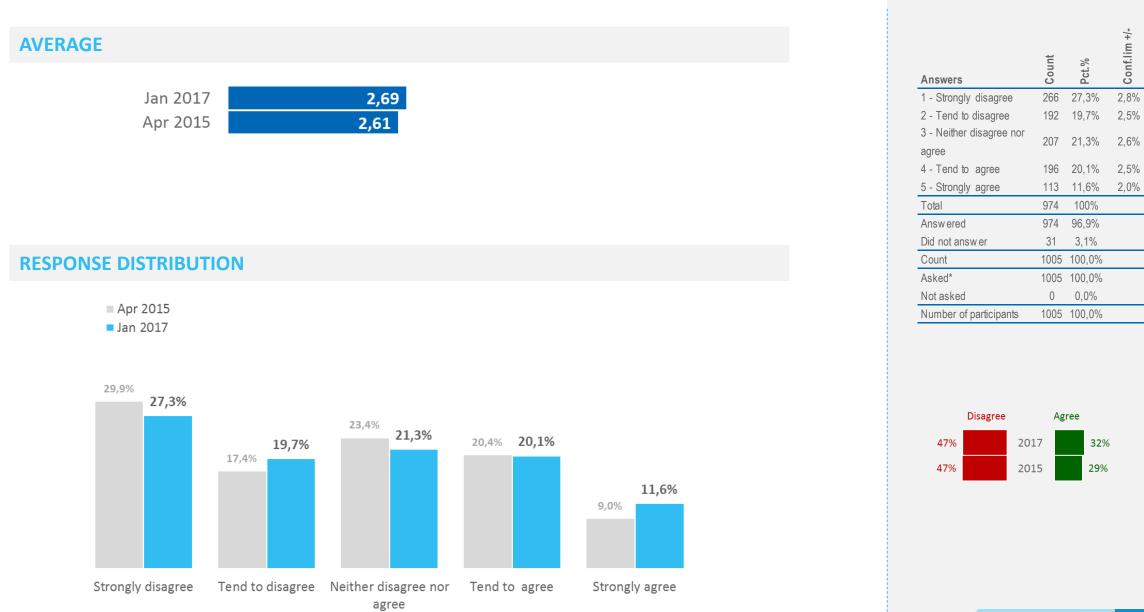
#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



[Q2\_9] I use social media on a regular basis to share my experiences with other people

## France



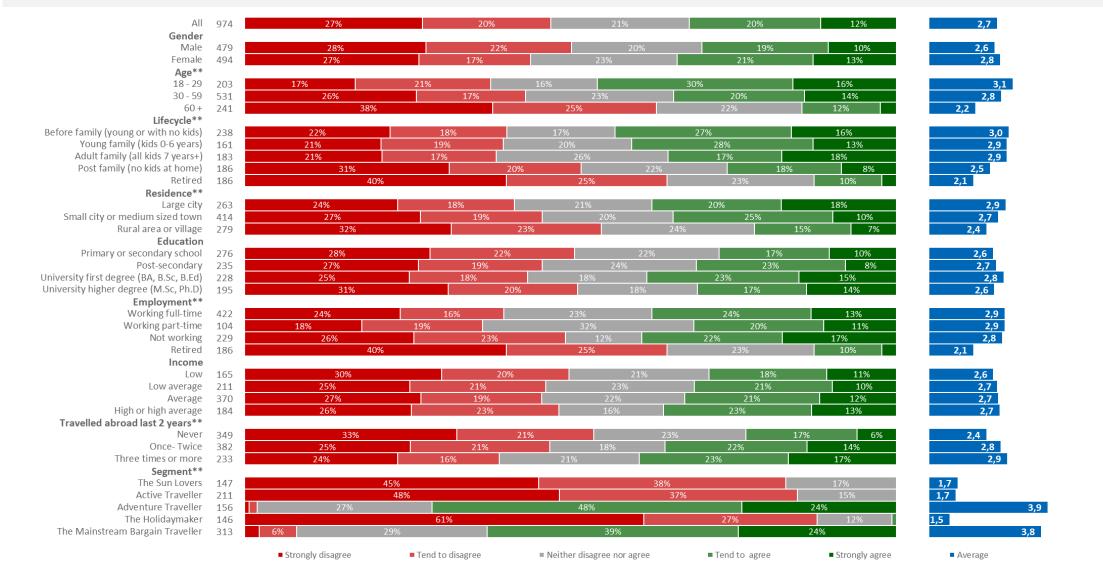


\*Asked: All respondents

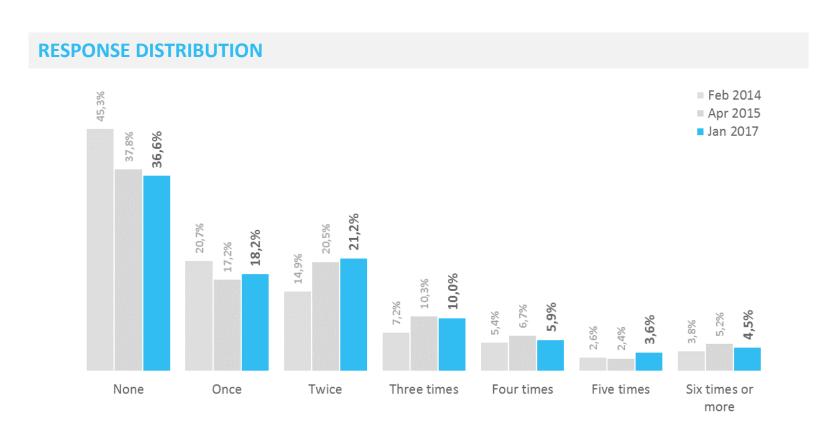
[Q2\_9] I use social media on a regular basis to share my experiences with other people

France

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



mmr



Answers	Count	Pct.%	Conf.lim +/-
None	362	36,6%	3,0%
Once	180	18,2%	2,4%
Twice	210	21,2%	2,5%
Three times	99	10,0%	1,9%
Four times	58	5,9%	1,5%
Five times	35	3,6%	1,2%
Six times or more	45	4,5%	1,3%
Total	989	100%	
Answered	989	98,4%	
Did not answ er	16	1,6%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

Ne	ever Once-1	wice	■ Three	or	more	
2017	37% 39%		39%		24%	
2015	38%	38%			25%	
2014	45%		36%		19%	





France

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

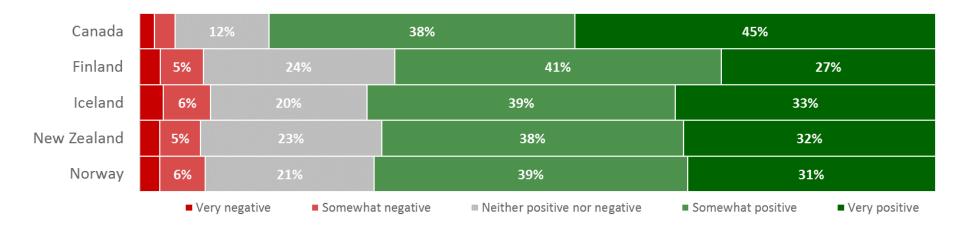
All	989	37%		1	18%		21%	109	%	6%	
Gender											
Male	486	34%		17%		25%		9%	6	5%	6%
Female	503	39%			20%		18%		11%	6%	
Age**											
18 - 29	207	26%	20%			21%		14%	9%		7%
30 - 59	535	41%			17%		19%	9	9%	5%	5%
60 +	248	36%			19%		26%		9%		
Lifecycle**			_								
Before family (young or with no kids)	240	31%		17%		20%	11		9%		8%
Young family (kids 0-6 years)	166	34%			24%		17%		14%		
Adult family (all kids 7 years+)	185	37%		159			5%		3%	6%	5%
Post family (no kids at home)	191	42%			229	%	14%		9%	6%	
Retired	190	39%			17%		28%		8	%	
Residence**											
Large city	262	23%	19%		24	4%	13%		8%	5%	9%
Small city or medium sized town	426	39%			19%		20%		9%	5%	
Rural area or village	285	46%			-	17%	20%	6	99	6	5%
Education**											
Primary or secondary school	282	48%				17%		20%		7%	
Post-secondary	240	40%			20%		21%		9%		
University first degree (BA, B.Sc, B.Ed)	235	30%		19%		20%		12%	10	%	
University higher degree (M.Sc, Ph.D)	196	20% 18%			26%		14%	89	%		11%
Employment**											
Working full-time	427	31%		20%		22%		12%		6%	5%
Working part-time	100	53%				15%			6%	11%	
Not working	238	37%		_	19%	18	3%	10%	5		6%
Retired	190	39%			17%		28%		8	%	
Income**											
Low	170	49%				20%		15%	6	%	
Low average	215	46%				20%		19%		8%	
Average	378	34%		19%		23%		119	6	6%	
High or high average	184	18% 16%			25%		16%	11%			10%
Travelled abroad last 2 years**											
Never	362				100%						
Once- Twice	390	46%					54				
Three times or more	238	42%			2	25%	1	.5%		19%	
Segment											
The Sun Lovers	150	36%			22%		23%		8%		
Active Traveller	214	34%		16%		25%		119		5%	6%
Adventure Traveller	160	28%	20	)%		19%		3%	9%		8%
The Holidaymaker	150	45%			16%	5	19%		8%	7%	
The Mainstream Bargain Traveller	312	38%			19%		20%		10%	5%	5%
		Nana – Oraș	- Touiss					-:	- 0		
		None Once	Twice		Three times	Four time	es 🔳	Five times	- S	ix times o	r more



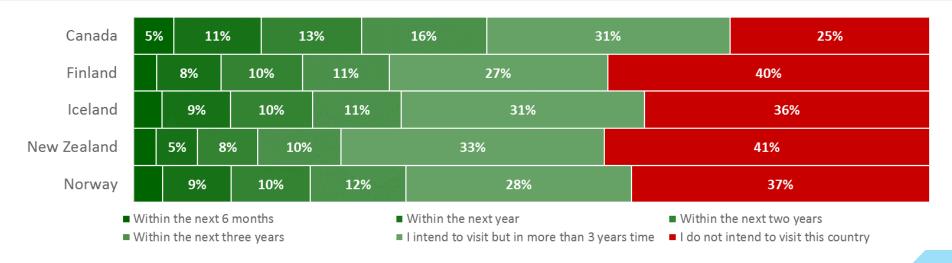
# **Destination positivity & Travel intention | Comparison**

France

## HOW POSITIVE OR NEGATIVE ARE YOU TOWARDS EACH OF THE FOLLOWING TRAVEL DESTINATIONS



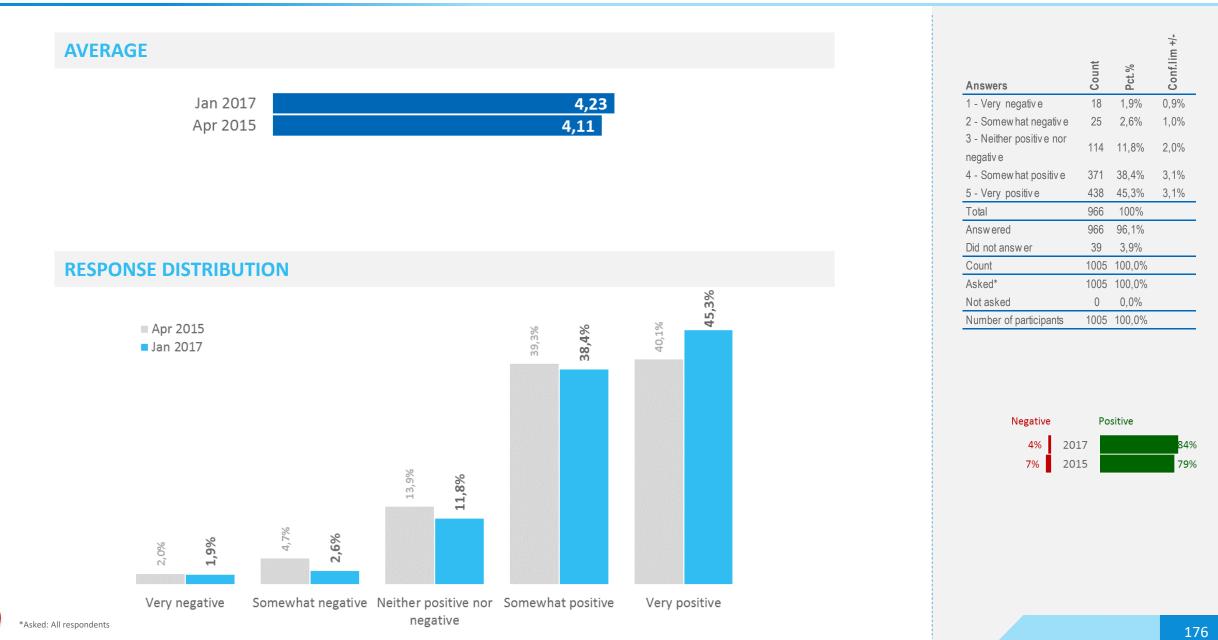
#### WHEN, IF EVER, DO YOU INTEND TO VISIT THE FOLLOWING COUNTRIES



[Q4\_1] How positive or negative are you towards CANADA as travel destination

# mmr





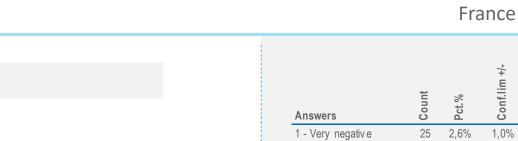
## [Q4\_1] How positive or negative are you towards CANADA as travel destination

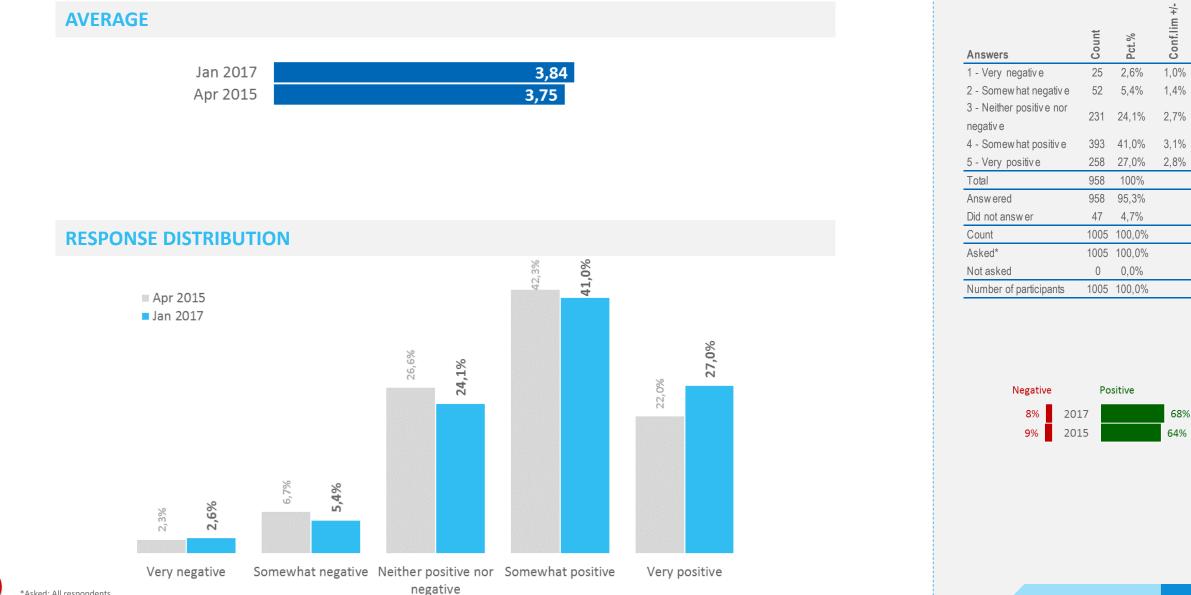
France

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



[Q4\_2] How positive or negative are you towards FINLAND as travel destination



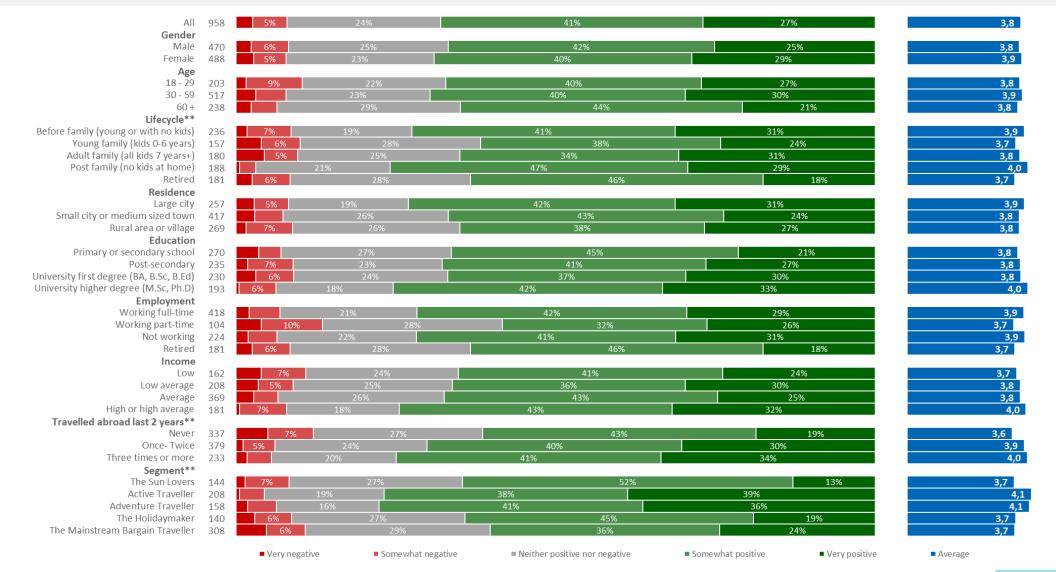


178

# [Q4\_2] How positive or negative are you towards FINLAND as travel destination

France

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



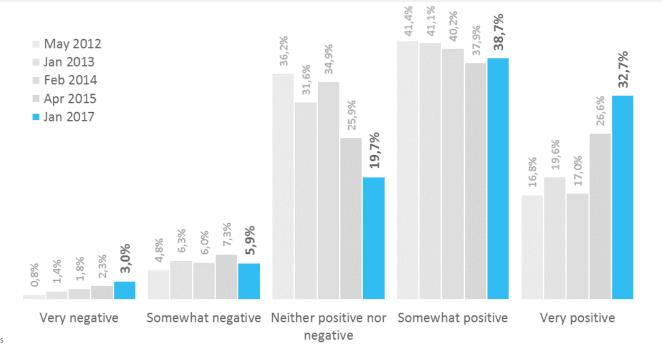
[Q4\_3] How positive or negative are you towards ICELAND as travel destination

# mmr









Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	29	3,0%	1,1%
2 - Somew hat negativ e	57	5,9%	1,5%
3 - Neither positive nor negative	189	19,7%	2,5%
4 - Somew hat positiv e	371	38,7%	3,1%
5 - Very positive	314	32,7%	3,0%
Total	960	100%	
Answered	960	95,5%	
Did not answ er	45	4,5%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

Negative	•	Positive	
9%	2017		71%
10%	2015		65%
8%	2014		57%
8%	2013		61%
6%	2012		58%

### [Q4\_3] How positive or negative are you towards ICELAND as travel destination

France

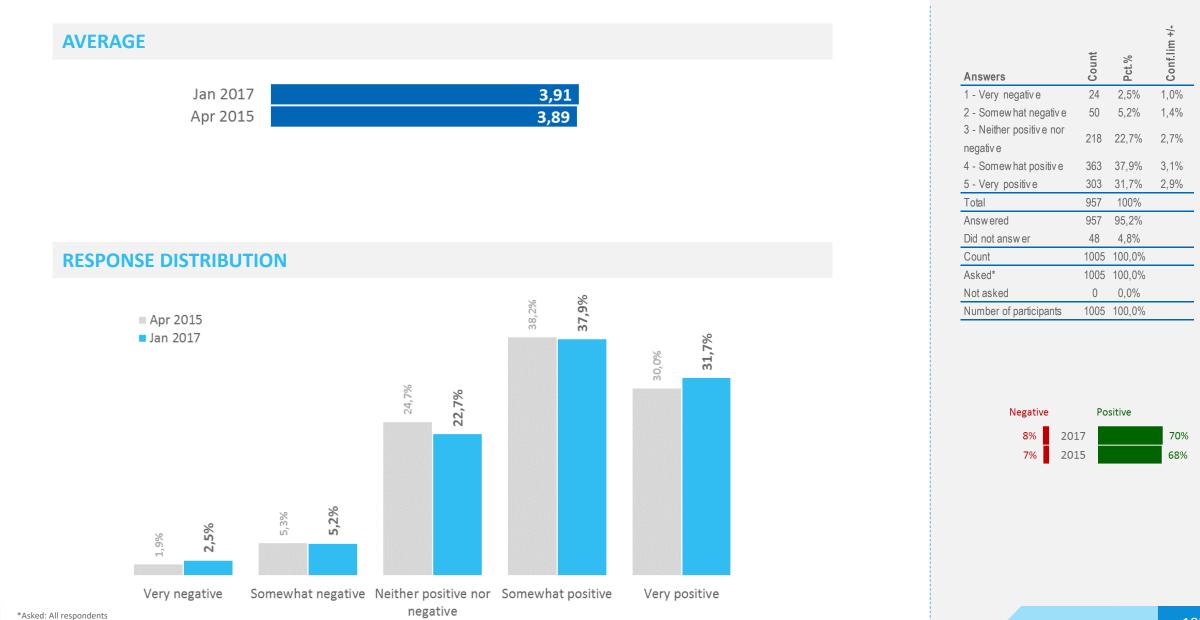
#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



\*Asked: All respondents \*\* Statistically significant difference between groups (p<0,05) [Q4\_4] How positive or negative are you towards NEW ZEALAND as travel destination



#### France



[Q4\_4] How positive or negative are you towards NEW ZEALAND as travel destination

France

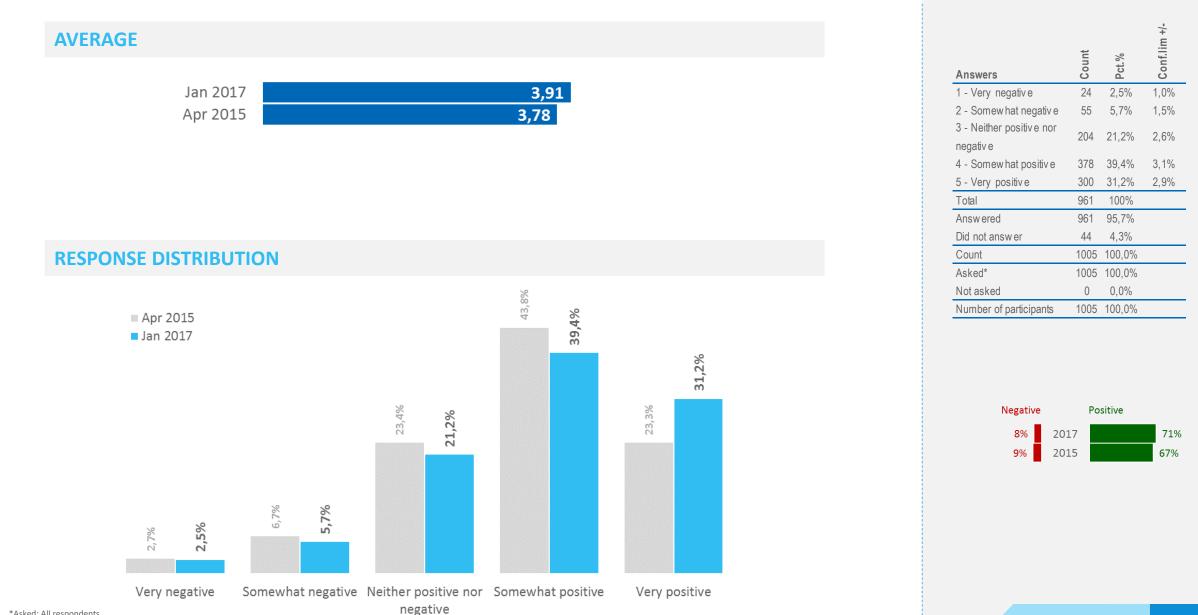
#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



\*Asked: All respondents \*\* Statistically significant difference between groups (p<0,05) [Q4\_5] How positive or negative are you towards NORWAY as travel destination

# mm





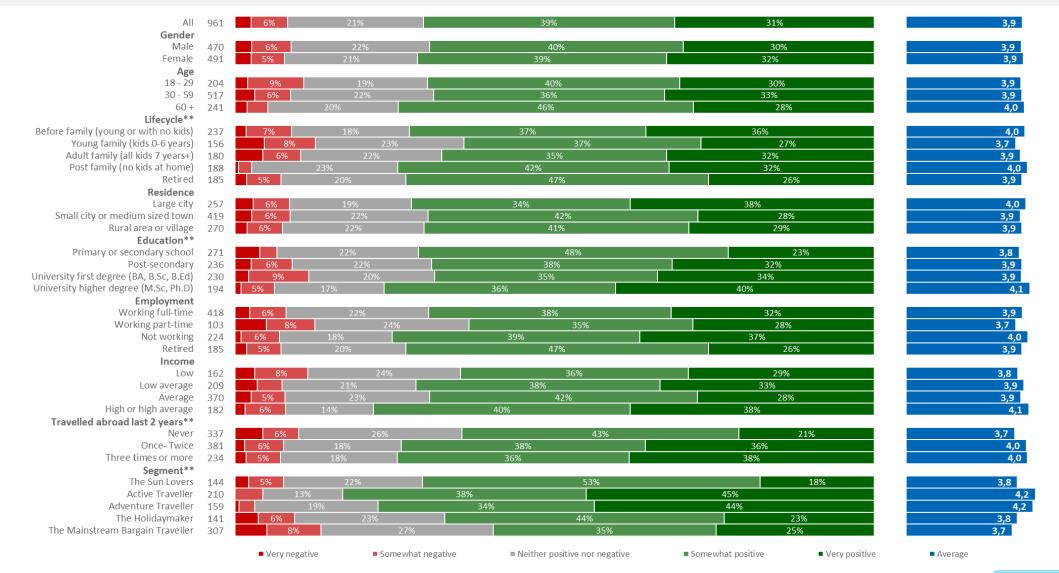
\*Asked: All respondents

184

# [Q4\_5] How positive or negative are you towards NORWAY as travel destination

France

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



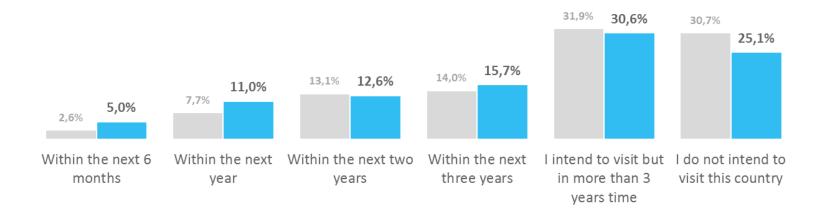
\*Asked: All respondents \*\* Statistically significant difference between groups (p<0,05)



#### [Q5\_1] When, if ever, do you intend to visit CANADA

<b>RESPONSE DISTRIBUTION</b>
RESPONSE DISTRIBUTION

■ Apr 2015 ■ Jan 2017



Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	34	5,0%	1,7%
Within the nextyear	74	11,0%	2,4%
Within the next two years	84	12,6%	2,5%
Within the next three	105	15,7%	2,8%
l intend to visit but in more than 3 years time	205	30,6%	3,5%
l do not intend to visit this country	168	25,1%	3,3%
Total	669	100%	
Answered	669	66,6%	
Did not answ er	336	33,4%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	





#### [Q5\_1] When, if ever, do you intend to visit CANADA

France

#### **ANSWER DISTRIBUTION | BREAKDOWN**

All	669	5%	11%	13%		16%		31%		25%
Gender	005		11/0	1070		1070				2370
Male	322	5%	8%	12%	18%	6		34%		23%
Female	347		14%		13%	14%		28%		27%
Age										
18 - 29	167	6%	13%	8%	1	7%		37%		19%
30 - 59	355		11%	149	%	13%		30%		26%
60 +	147		8%	13%	2	0%		24%		31%
Lifecycle										
with no kids)	185	5%	14%		10%	18%		34%		18%
ds 0-6 years)	115	9%	11%		16%	16	%	24%		24%
ds 7 years+)	134		11%	14%		13%		34%		23%
ids at home)	119	79	6 12%	6	14%		33%			31%
Retired	104	5%	9%	11%	20	)%		24%		31%
Residence										
Large city	193	5%	14%		15%		0%		26%	20%
n sized town	296	5%	9%	13%	15%	5		32%		26%
ea or village	165		12%	10%	12%			36%		28%
ducation**										
ndary school	166		10%	12%	12%		25%			38%
st-secondary	144		13%	11%		19%		30%		22%
A, B.Sc, B.Ed)	187	6%	8%	11%	15%			39%		22%
(M.Sc, Ph.D)	153	6%	13%		16%		20%		28%	16%
oloyment**										
ing full-time	309		14%		17%	17			29%	19%
ng part-time	70	7%	12%	6%	15%		28			33%
Not working	167	5%	7% 99		12%		40%			27%
Retired	104	5%	9%	11%	20	0%		24%		31%
Income										
Low	98		8% 9%		14%		34%			31%
Low average	128		10%	12%	12%			33%		29%
Average	274	5%	12%		14%	19%		26%		23%
nigh average	147	6%	12%	13	3%	13%		37%		20%
st 2 years**										
Never	195		7% 10%			1%			49%	
Once- Twice	275	6%	15%		12%	17%		309		20%
mes or more	195	5%	16%		18%		20%		32%	8%
Segment**										
e Sun Lovers	93		12%		17%		33%			33%
ive Traveller	138		12%	9%	17%			37%		21%
					1 - 0/	21%			29%	18%
	115	5%	12%		15%	21/0			2370	
ure Traveller olidaymaker ain Traveller	115 98 225	5% 8%		.0%	15% 10% 15%	149	33%	26%		35%

Before family (young or wit Young family (kids Adult family (all kid Post family (no kid

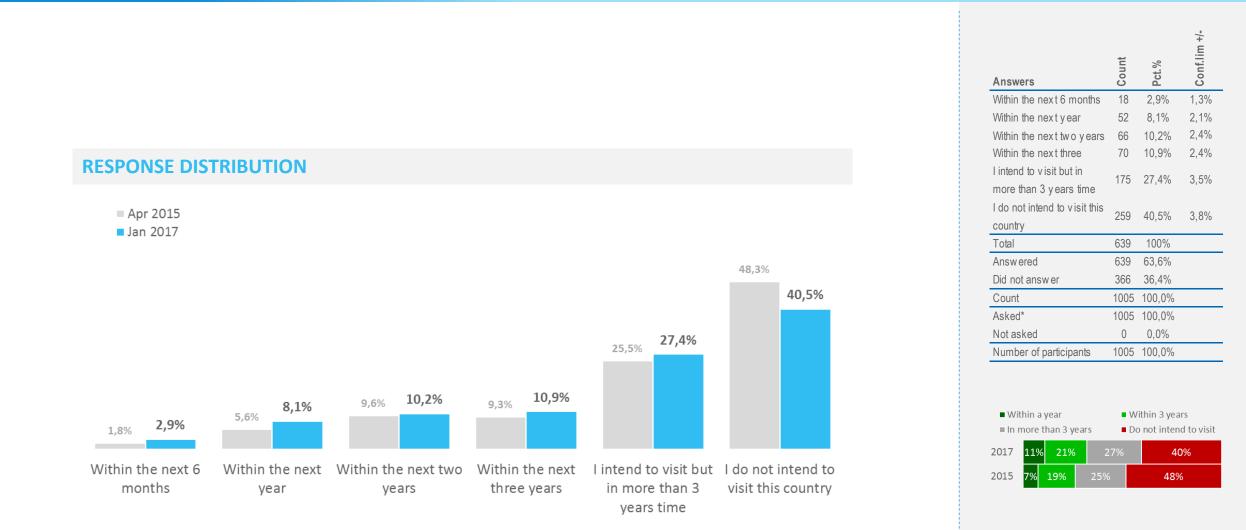
Small city or medium Rural area Edι Primary or seconda Post-University first degree (BA, University higher degree (M Emplo Workin Working No Lov High or hig Travelled abroad last On Three time Se The Active Adventur The Holi

The Mainstream Bargai

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country



#### [Q5\_2] When, if ever, do you intend to visit FINLAND





#### [Q5\_2] When, if ever, do you intend to visit FINLAND

France

#### **ANSWER DISTRIBUTION | BREAKDOWN**

All	639	8%	10%	11%		27%	40%
Gender	000	0,0	2010	22/0			
Male	308	7%	10%	13%		29%	38%
Female	331	9%	11%	9%	269		43%
Age**							
18 - 29	156	6% 13	3%	9% 8%		32%	32%
30 - 59	343	8%	10%	11%		27%	41%
60 +	140	11%	13	%	24%		49%
Lifecycle							
ith no kids)	168	12%	12%			32%	32%
0-6 years)	116	6% 11%			12%	23%	37%
s 7 years+)	130	9%	10%	9%		7%	42%
s at home)	108	6%	14%		30%		45%
Retired	105	12%	9%		25%		50%
sidence**	470	140/		1.00/	100/	250/	240/
Large city	178	11%	00/	16%	13%	25%	31%
sized town	281		9%	12%	28% 32%		42%
a or village ucation**	168	6% 8%	8%		32%		46%
lary school	167	9%	8%	8%	20%		53%
-secondary	137	8%	9%	14%	2076	24%	40%
B.Sc, B.Ed)	157	7%	9%	11%		32%	38%
D.JC, D.LUJ	1//						
		10%					
A.Sc, Ph.D)	137	10%	15%		3%	35%	25%
A.Sc, Ph.D)	137		15%			35%	
A.Sc, Ph.D) <b>oyment**</b> g full-time		11%		1 12%	3%	35% 	35%
A.Sc, Ph.D) oyment** og full-time g part-time	137 293		15%	1 12%		35% 28%	25%
A.Sc, Ph.D) oyment** og full-time g part-time	137 293 61	<u>11%</u> 12%	15% 12% 10%	1 12% 10%	3%	35% 28%	25% 35% 47%
M.Sc, Ph.D) oyment** ng full-time g part-time ot working	137 293 61 156	11% 12% 5%	15% 12% 6% 10%	1 12% 10%	3%     17% 33	35% 28%	25% 35% 47% 39%
M.Sc, Ph.D) oyment** ng full-time g part-time ot working Retired	137 293 61 156	11%           12%           5%           12%           6%	15% 12% 6% 10%	1 12% 10%	3% 17% 33 25%	35% 28%	25% 35% 47% 39% 50% 41%
A.Sc, Ph.D) oyment** g full-time g part-time ot working Retired Income	137 293 61 156 105 100 120	11%           12%           5%           12%           6%           1           5%	15% 12% 6% 1 9% 10% 8%	1 12% 10% 11% 15%	3% 17% 17% 25% 28%	35% 28% % 27%	25% 35% 47% 39% 50% 41% 47%
M.Sc, Ph.D) oyment** ig full-time g part-time ot working Retired Income Low w average Average	137 293 61 156 105 100 120 260	11%           12%           5%           12%           6%           1           5%           8%	15% 12% 6% 1 9% 10% 8% 12%	12% 10% 11% 15% 5 10%	3% 17% 25% 28%	35% 28% % 27% 6%	25% 35% 47% 50% 41% 41% 42%
A.Sc, Ph.D) oyment** Ig full-time g part-time ot working Retired Income Low www.average Average gh average	137 293 61 156 105 100 120	11%           12%           5%           12%           6%           1           5%	15% 12% 6% 1 9% 10% 8%	12% 10% 11% 15% 5 10%	3% 17% 17% 25% 28%	35% 28% % 27%	25% 35% 47% 39% 50% 41% 47%
A.Sc, Ph.D) oyment** Ig full-time g part-time ot working Retired Income Low w average Average gh average 2 years**	<ol> <li>137</li> <li>293</li> <li>61</li> <li>156</li> <li>105</li> <li>100</li> <li>120</li> <li>260</li> <li>137</li> </ol>	11%           12%           5%           12%           6%           1           5%           8%	15% 12% 6% 10% 6% 9% 10% 8% 12% 13%	12% 10% 11% 15% 15% 10% 1.0%	3% 17% 25% 28%	35% 28% % 27% 6%	25% 35% 47% 50% 50% 41% 41% 42% 30%
A.Sc, Ph.D) oyment** Ig full-time g part-time ot working Retired Income Low wwwaverage Average gh average 2 years** Never	<ul> <li>137</li> <li>293</li> <li>61</li> <li>156</li> <li>105</li> <li>100</li> <li>120</li> <li>260</li> <li>137</li> <li>201</li> </ul>	11%       12%       5%       12%       6%       5%       8%       8%       9%	15% 12% 10% 6% 9% 10% 12% 13% 23	12% 12% 10% 11% 15% 15% 10% 10% 10%	3% 17% 25% 28% 28% 28%	35% 28% % 27% 6% 30%	25% 35% 47% 39% 50% 50% 41% 41% 42% 30% 67%
A.Sc, Ph.D) oyment** g full-time g part-time ot working Retired Income Low wwwaverage Average gh average 2 years** Never nce-Twice	<ul> <li>137</li> <li>293</li> <li>61</li> <li>156</li> <li>105</li> <li>100</li> <li>120</li> <li>260</li> <li>137</li> <li>201</li> <li>261</li> </ul>	11%       12%       5%       12%       6%       5%       8%       9%       11%	15% 12% 10% 6% 9% 10% 10% 12% 13% 23 13%	12% 12% 10% 11% 15% 15% 10% 10% 10% 3%	3% 17% 25% 28% 4% 11%	35% 28% % 27% 6% 30% 29%	25% 35% 47% 39% 50% 50% 41% 41% 42% 30% 67% 31%
A.Sc, Ph.D) oyment** g full-time g part-time ot working Retired Income Low waverage Average gh average 2 years** Never nce-Twice es or more	<ul> <li>137</li> <li>293</li> <li>61</li> <li>156</li> <li>105</li> <li>100</li> <li>120</li> <li>260</li> <li>137</li> <li>201</li> </ul>	11%       12%       5%       12%       6%       5%       8%       8%       9%	15% 12% 10% 6% 9% 10% 12% 13% 23	12% 12% 10% 11% 15% 15% 10% 10% 10% 3%	3% 17% 25% 28% 28% 28%	35% 28% % 27% 6% 30% 29%	25% 35% 47% 39% 50% 50% 41% 41% 42% 30% 67%
A.Sc, Ph.D) oyment** Ig full-time g part-time tworking Retired Income Low ww average Average gh average gh average 2 years** Never nce-Twice es or more egment**	<ol> <li>137</li> <li>293</li> <li>61</li> <li>156</li> <li>105</li> <li>100</li> <li>120</li> <li>260</li> <li>137</li> <li>201</li> <li>261</li> <li>173</li> </ol>	11%       12%       5%       12%       5%       8%       9%       11%	15% 12% 10% 6% 9% 10% 10% 12% 13% 23 13%	12% 12% 10% 11% 15% 15% 10% 10% 10% 3%	3% 17% 25% 28% 4% 11%	35% 28% % 27% 6% 30% 29%	25% 35% 47% 39% 50% 50% 41% 41% 42% 30% 67% 31% 24%
A.Sc, Ph.D) oyment** Ig full-time g part-time tworking Retired Income Low w average Average gh average gh average gh average Retured Never Never nce-Twice es or more egment** Sun Lovers	<ol> <li>137</li> <li>293</li> <li>61</li> <li>156</li> <li>105</li> <li>100</li> <li>120</li> <li>260</li> <li>137</li> <li>201</li> <li>261</li> <li>173</li> <li>88</li> </ol>	11%       12%       5%       12%       5%       8%       9%       11%       10%	15% 12% 6% 1 9% 10% 10% 12% 13% 25 1. 15%	1 12% 10% 11% 15% 15% 10% 10% 3% 3% 3% 3% 31%	3% 17% 33 25% 28% 4% 11% 19%	35% 28% % 27% 6% 30% 29%	25% 35% 47% 50% 41% 41% 42% 30% 67% 30% 55%
A.Sc, Ph.D) oyment** Ig full-time g part-time ot working Retired Income Low www.average Average gh average 2 years** Never nce-Twice es or more egment** Sun Lovers e Traveller	<ol> <li>137</li> <li>293</li> <li>61</li> <li>156</li> <li>100</li> <li>120</li> <li>260</li> <li>137</li> <li>201</li> <li>261</li> <li>173</li> <li>88</li> <li>140</li> </ol>	11%       12%       5%       6%       5%       8%       9%       11%	15% 12% 6% 1 9% 10% 10% 13% 23 13% 23 15% 15%	1 12% 10% 11% 15% 15% 10% 10% 10% 10% 10% 10% 10% 11% 3% 3% 31%	3% 17% 33 25% 28% 4% 11% 19%	35% 28% % 27% 6% 30% 29% 33%	25% 35% 47% 39% 50% 41% 41% 42% 42% 30% 67% 30% 24% 55% 37%
A.Sc, Ph.D) oyment** Ig full-time g part-time ot working Retired Income Low www.average Average gh average 2 years** Never nce-Twice egment** Sun Lovers e Traveller e Traveller	137 293 61 156 105 100 120 260 137 201 261 173 88 140 104	11%       12%       5%       12%       6%       5%       8%       9%       11%       11%       12%	15% 12% 10% 6% 9% 10% 8% 12% 13% 23 13% 23 15% 15% 15% 12% 11% 12% 11% 12% 12% 11% 12% 12% 12	1 12% 10% 11% 15% 5 10% 10% 10% 3% 3% 3% 31% 13% 11%	3% 17% 33 25% 28% 28% 14% 11% 19%	35% 28% % 27% 6% 30% 29%	25% 35% 47% 50% 50% 41% 41% 42% 30% 67% 30% 55% 24% 24%
A.Sc, Ph.D) oyment** g full-time p part-time tworking Retired Income Low w average Average gh average 2 years** Never nce-Twice es or more egment** Sun Lovers e Traveller	<ol> <li>137</li> <li>293</li> <li>61</li> <li>156</li> <li>100</li> <li>120</li> <li>260</li> <li>137</li> <li>201</li> <li>261</li> <li>173</li> <li>88</li> <li>140</li> </ol>	11%       12%       5%       6%       5%       8%       9%       11%	15% 12% 6% 1 9% 10% 10% 13% 23 13% 23 15% 15%	1 12% 10% 11% 15% 5 10% 10% 10% 3% 3% 3% 31% 13% 11%	3% 17% 33 25% 28% 4% 11% 19%	35% 28% % 27% 6% 30% 29% 33%	25% 35% 47% 39% 50% 41% 41% 42% 42% 30% 67% 30% 24% 55% 37%

Li

Before family (young or with n Young family (kids 0-6 Adult family (all kids 7

Post family (no kids at

#### Reside

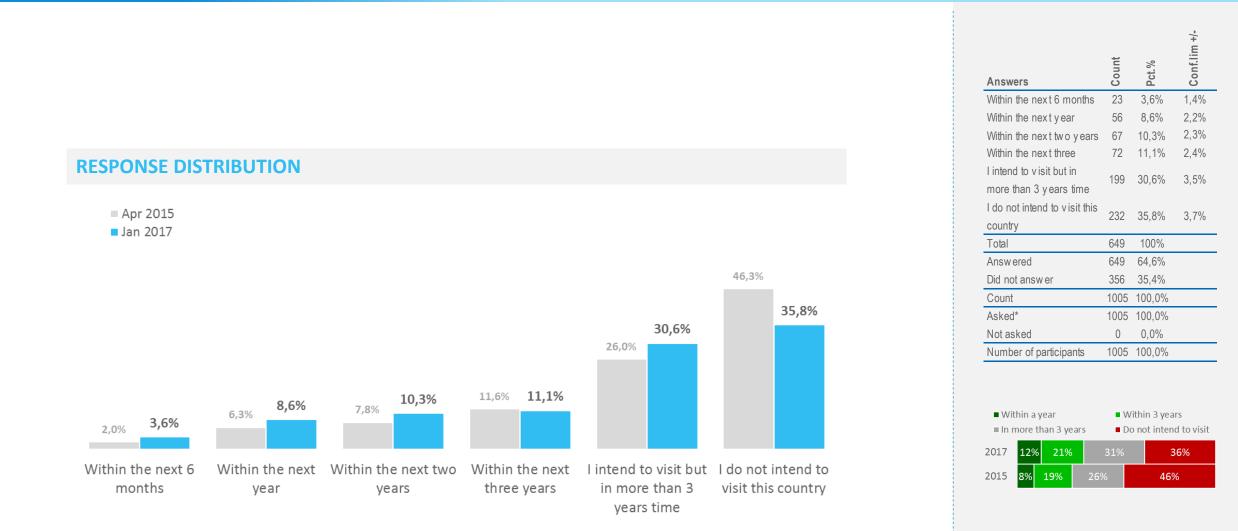
Lar Small city or medium size Rural area or Educa Primary or secondary Post-sec University first degree (BA, B.So University higher degree (M.Sc Employn Working fu Working par Not w 1 Low a High or high a Travelled abroad last 2 ye Once Three times o Segn The Sun

Active Tr Adventure T The Holiday The Mainstream Bargain T

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country



#### [Q5\_3] When, if ever, do you intend to visit ICELAND





#### [Q5\_3] When, if ever, do you intend to visit ICELAND

France

#### **ANSWER DISTRIBUTION | BREAKDOWN**

All	649	9%	10%	11%		31%			36%
Gender									
Male	319	8%	11%	13%		34%			31%
Female	330	10%	10%	10%		28%		4	1%
Age**									
18 - 29	163	12%	12%		12%		34%		26%
30 - 59	350	9%	11%	10%		30%			37%
60 +	136	8%	13%		29%			45%	
fecycle**	470	100/		201	450/		040/		25%
th no kids)	178	13%		3%	15%	2.5%	31%		25%
0-6 years)	116	5% 12%		.3%	10%	26%			34%
7 years+) at home)	133 113	7% 6%	8%	9%	31%	34%		44%	37%
Retired	96	6% 1	.0% 7% 15%		31%	/		44%	
sidence**	90	/ 70	15%		507	0		42	70
Large city	185	6%	15%	15%		16%	23%		24%
ized town	283	6% 10			34		2.370		10%
or village	167	6% 7%	10%		35%	/0			10%
ucation**	107	070 770	10/0		5570				
ary school	167	9%	7% 6%		26%			49%	
secondary	140	8%	8%	13%	2010	32%			35%
B.Sc, B.Ed)	177	8%	9%	10%		35%			33%
1.Sc, Ph.D)	144	10%	18%		17%		30%		22%
ployment									
g full-time	301	13%	12	2%	10%	31%			30%
part-time	66	9%	7%	12%		29%			39%
ot working	162		11%	12%		33%			36%
Retired	96	7%	15%		30%	6		42	%
Income									
Low	100	6% 7'	%	16%	23	3%		45%	
w average	123	7%	12%	10%		35%			33%
Average	262	7%	10%	10%		32%			38%
h average	143	15	%	12%	13%		30%		26%
2 years**									
Never	196			30%				60%	
nce- Twice	267	13%		1%	13%		31%		27%
s or more	182	12%		15%	15%		31%		22%
gment**									
Sun Lovers	88	10%		31%				54%	
e Traveller	137	7%	11%	16%		38%			27%
e Traveller	113	12%		19%	7%		40%		21%
daymaker	97		11%		29%			51%	
n Traveller	214	9%	12%	12%	11%	21%			35%

#### Life

Before family (young or with Young family (kids 0-Adult family (all kids 7 Post family (no kids at

Resid

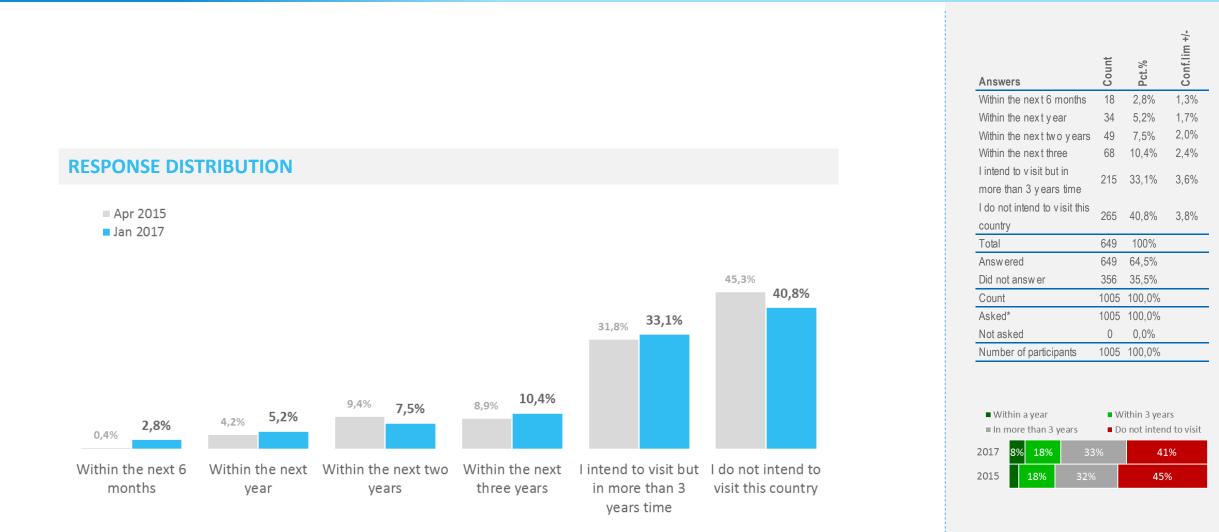
- La Small city or medium size Rural area o Educa Primary or secondary Post-se University first degree (BA, B.S University higher degree (M.S Emplo Working f
  - Working pa Not Low High or high Travelled abroad last 2 Once Three times
  - Segr The Sur Active Adventure 7 The Holida

The Mainstream Bargain T

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country



# [Q5\_4] When, if ever, do you intend to visit NEW ZEALAND







# [Q5\_4] When, if ever, do you intend to visit NEW ZEALAND

France

#### **ANSWER DISTRIBUTION | BREAKDOWN**

y, B, S, C, B, Ed)       171       7%       8%       40%       37%         (M, S, C, Ph.D)       144       16%       40%       24%         Joyment**       14%       16%       36%       31%         ing full-time       299       8%       11%       10%       36%       31%         Not working       152       7%       14%       24%       44%         Not working       152       11%       34%       44%       44%         Not working       152       7%       8%       31%       52%         Income       11%       30%       52%       50%         Low       96       11%       30%       50%         Average       266       5%       9%       13%       34%         Average       266       5%       9%       13%       34%         Never       200       7%       11%       9%       38%       32%         Never       200       6%       10%       15%       32%       35%         Segment**       5%       9%       12%       33%       35%       32%         Segment**       50%       10%       15% <td< th=""><th>All</th><th>649</th><th>5%</th><th>8%</th><th>10%</th><th></th><th></th><th>33%</th><th></th><th></th><th>41%</th></td<>	All	649	5%	8%	10%			33%			41%
Fermin       32       6%       7%       10%       28%       6%       37%         18:29       15       9%       5%       13%       33%       33%         60 +       12       8%       12%       28%       51%         116 - 26       8%       12%       28%       51%         116 - 26       8%       12%       28%       31%       32%         60 +       12       6%       13%       9%       33%       32%         65 O-yarsh       130       9%       9%       33%       32%       32%         65 O-yarsh       130       9%       9%       33%       32%       32%         66 T       11%       29%       33%       32%       32%         66 St thome       15%       33%       33%       32%       32%         130 Color       8%       7%       34%       34%       34%       34%         141 Secondary       8%       9%       30%       30%       44%       37%         140x School       8%       11%       10%       30%       51%       37%         140x School       7%       31%       30%       51%											
Age *       30 - 59       31 - 59       33 - 50%       33%       30%       00%       00%       00%       00%       00%       01%       00%       01%       00%       01%       00%       01%          <				8%				38%			
18.29       155       9%       5%       13%       30%       30%       33%         60+1       12       8%       12%       28%       5%       40%         116cyCe <sup>1+</sup> 9%       39%       28%       31%       30%       30%         116cyCe <sup>1+</sup> 9%       39%       33%       31%       31%       31%         116cyCe <sup>1+</sup> 9%       39%       33%       32%       32%       32%         65 O+pars)       100       0%       11%       9%       33%       32%       32%         64 Types       9%       39%       33%       33%       30%       32%         64 Types       7%       31%       33%       30%       30%         112       0.0%       11%       29%       33%       33%       30%         112       0.0%       11%       33%       33%       30%       30%         113       9%       31%       33%       31%       30%       31%         114       9%       30%       30%       31%       31%       31%         115       0.0%       30%       30%       31%       31%       31% <t< td=""><td></td><td>332</td><td>6%</td><td>7%</td><td>10%</td><td></td><td>28%</td><td></td><td></td><td>46</td><td>%</td></t<>		332	6%	7%	10%		28%			46	%
30.59       31       0       8%       9%       34%       40%         60+       12       8%       12%       28%       51%         11feode**       5%       10%       11%       9%       33%       32%         65 (9 ear)       110       5%       10%       31%       32%       32%         66 (7 ears)       100       11%       9%       33%       42%       32%         66 (7 ears)       100       11%       29%       33%       42%       32%         66 (7 ears)       10%       11%       29%       33%       42%       42%         61 (10)       7%       8%       33%       33%       42%       42%         61 (10)       7%       8%       33%       33%       44%       43%         62 (10)       7%       10%       33%       33%       44%       43%         63 (10)       7%       10%       33%       44%       43%       43%         64 (10)       8%       7%       34%       47%       43%       43%       43%       44%       43%       43%       44%       43%       44%       44%       44%       44% <td< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></td<>											
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87     87     10%     30%     53%       ive Traveller     139     7%     46%     41%       ure Traveller     104     10%     15%     39%     32%       oblidaymaker     98     6%     11%     27%     54%	Segment**										
International system         10%         15%         39%         32%           Solidaymaker         98         6%         11%         27%         54%	e Sun Lovers	87		10%		3 <u>0%</u>				53% <u></u>	
International system         10%         15%         39%         32%           Indaymaker         98         6%         11%         27%         54%	ive Traveller						46%				41%
blidaymaker 98 6% 11% 27% 54%	ure Traveller				15%			39%			32%
	olidaymaker		6%	11%		27%				54%	
	ain Traveller		7%	12%	10	1	0%	2	.6%		34%

L

Before family (young or wi Young family (kids

Adult family (all kid Post family (no kid

#### Res

Small city or medium Rural are Ed Primary or second Post-University first degree (BA, University higher degree (N Empl Workin Working No L٥١ High or hig Travelled abroad last Or Three time

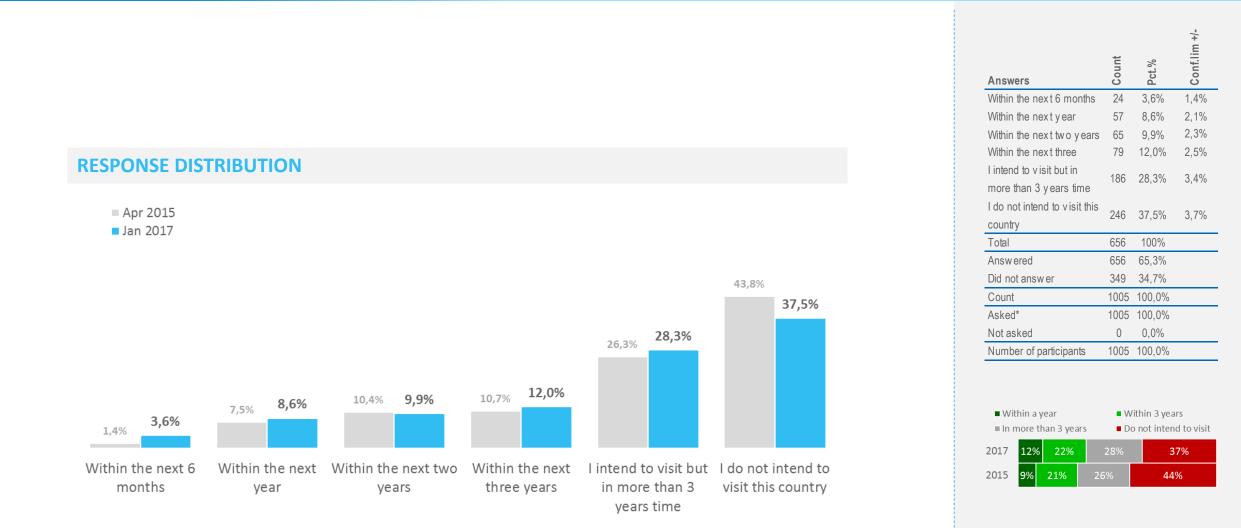
Se The Activ Adventur The Hol

The Mainstream Bargai

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country



#### [Q5\_5] When, if ever, do you intend to visit NORWAY





#### [Q5\_5] When, if ever, do you intend to visit NORWAY

France

#### **ANSWER DISTRIBUTION | BREAKDOWN**

All	656	9% 10	% 12%		28%		37%	
Gender	24.0	0%	4.20/		240/		25%	
Male Female	319 337	9% 9%	6 <u>13%</u> 1% 11%		<u> </u>		<u> </u>	
Age	337	5% 1.	1170		20%		40%	
18 - 29	159	7% 10%	12%	10%	30%		31%	
30 - 59	353	9% 9%	11%	I	30%		38%	
60 +	144	8% 9%	17%		22%		43%	
Lifecycle								
r with no kids)	176	13%	13%	10%	31%		29%	
kids 0-6 years)	115	10%	9% 13%		27%		37%	
kids 7 years+)	139	6% 10%	11%		31%		37%	
kids at home)	111	9%	12%	30%			43%	
Retired	102	11% 9%	16%		20%		44%	
Residence**								
Large city	188	6% 14%	14%	14%		26%	27%	
um sized town	279	7% 9%	13%		29%		40%	
area or village	173	5% 7%	10%	32%			44%	
Education**	1.50	00/ 50/	440/	220/			400/	
ondary school ost-secondary	168	<u> </u>	<u> </u>	22%	28%		<u>49%</u> 34%	
BA, B.Sc, B.Ed)	144 174	6% 8%	10%		35%		38%	
e (M.Sc, Ph.D)	148		18%	13%	3370	32%	24%	
Employment	140	1170	10/0	1576		5270	2470	
orking full-time	303	10%	13% 11	1%	30%		32%	
king part-time	64	6% 6%	11%	30%			45%	
Not working	162	6% 7% 8%			30%		38%	
Retired	102	11% 9%	16%		20%		44%	
Income								
Low	101	6% 9%	13%		27%		41%	
Low average	126	8% 7%	12%		30%		40%	
Average	267	9% 1:	12%		27%		38%	
r high average	141	6% 10%	12%	14%	31%	6	28%	
last 2 years**								
Never	198	5%	22%			68%		
Once- Twice	277	12%	13%	13%		31%	26%	
times or more	177	6% 11%	14%	17%		31%	21%	
Segment**								
he Sun Lovers	91	7% 13%		27%	2011		51%	
ctive Traveller	137	10%	16%	110/	38%	-0/	31%	
nture Traveller	110	12%	13%	11%	36	0%	25%	
Holidaymaker rgain Traveller	95	7% 8% 13%	14%	22% 9%	22%		<u>53%</u> 36%	
igani navener	222	8% 13%	12%	9%	22%		30%	

Before family (young or v Young family (kid

> Adult family (all ki Post family (no ki

#### R

Small city or medium Rural are E Primary or secon Pos University first degree (BA University higher degree Er

#### Worki Workir

High or h

#### Travelled abroad las

Three tir The Acti Adventu The Ho

The Mainstream Barga

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country



2,7% 2,3% 1,5% 1,2% 1,0% 0,9% 0,9% 0,8% 0,6%

										Top 10 Answers	Count	Pct.%
										Natural	266	27,6%
										Weather/Cold	234	24,2%
										Volcanos/Lava	149	15,4%
CATECODIZ			TOIDUTI				(Eirct	of up to thre	o montions)	Geothermal	58	6,0%
CATEGORIZE	ED RESPC	JNSE DIS	IKIBUTI	ON			ורווגנ	or up to the	e mentions)	Geography	37	3,8%
										Culture/History	23	2,4%
									🗉 Apr 2015	Sentiments	22	2,2%
									∎ Jan 2017	Northern Lights	19	2,0%
										Food & Drinks/Cusine	18	1,8%
										Glaciers/Mountains	8	0,8%
										Answered	966	96,1%
										Did not answ er	39	3,9%
26,1% 27,6%	8 .0									Count	1005	100,0%
26,1% 27,6	26,6% <b>24,2</b> %									Asked*	1005	100,0%
5	24,2									Not asked	0	0,0%
		16,5% <b>15,4%</b>								Number of participants	1005	100,0%
Natural	Weather		6,0%	6,4%	1,9%	1,8% <b>2,2%</b>	1,2%		0,8%			
Natural elements/ Landscape	Weather/ Cold	Volcanos/ Lava	Geothermal	Geography	Culture/ History	Sentiments	Northern Li	ghts Food & Drinks Cusine	/ Glaciers/ Mountains			



[Q6\_1] When you think about the country Iceland what comes into your mind?

First mention | France



RIZED RESPONSE DIS	TRIB	JTION   CROSS SPLITS			(First of up to three mentions)
All	966	28%	24%	15% 6%	4%
Gender					
Male	467	22%	21%	22% 8%	4%
Female	499	33%	27%	10% 49	6 3% 3%
Age					
18 - 29	194	22%	25%	12%         5%         4%         3%         3%	
30 - 59	524	28%	25%	16% 5%	5%
60 +	248	32%	22%	18%	9%
Lifecycle Before family (young or with no kids)	226	24%	210/	10% 6% 40	/ 20/ 20/
Young family (kids 0-6 years)	226 156	30%	21%	18% 6% 49 13%	° 5% 5% 5% 4% 4%
Adult family (all kids 7 years+)	156	26%	31%	11% 4%	5% 4%
Post family (no kids at home)	185	29%	23%		9% 4% 3%
Retired	185	31%	20%	19%	9% 4% 3%
Residence	191	51/0	2078	1376	570 470
Large city	251	26%	22%	16% 6%	5% 4%
Small city or medium sized town	419	29%	25%	16%	7% 3%
Rural area or village	276	28%	25%	15% 5%	3% 3%
Education	270	2010	2010	2010 010	
Primary or secondary school	274	30%	28%	11% 3%	3%
, Post-secondary	232	29%	24%	16%	8% 4% 4%
University first degree (BA, B.Sc, B.Ed)	227	28%	25%	16% 6	% 4% 3%
University higher degree (M.Sc, Ph.D)	190	25%	20%	23% 89	6 5%
Employment					
Working full-time	408	28%	26%	15% 5	% 5% 3%
Working part-time	96	23%	29%	15%	9% 6%
Not working	232	26%	21%	14% 5% 3%	3%
Retired	191	31%	20%	19%	9% 4%
Income					
Low	163	25%	26%	15% 7%	4%
Low average	205	30%	19%	16% 5%	3% 3%
Average	369	31%	28%	13%	5% 3%
High or high average	179	24%	20%	21% 8%	5% 3%
Travelled abroad last 2 years	240	2.407	2.5%	459/ 59/ 9/	
Never	348	24%	26%	15% 6% 3	
Once- Twice Three times or more	376	<u> </u>	23%	15%	5%
	228	28%	23%	17%	8% 7%
Segment The Sun Lovers	147	34%	220/	13%	10% 3%
Active Traveller	211	29%	23% 17%	22%	11% 3% 3%
Adventure Traveller	157	29%	23%	22%	<b>5% 4% 3% 3%</b>
The Holidaymaker	146	33%	25%	13%	1% 4%
The Mainstream Bargain Traveller	297	22%	30%		6 3%
	221	Natural elements/Landscape  Weather/Cold		Geothermal	■ Geography
		•			
		■ Culture/History ■ Sentiments	Northern Lights	Food & Drinks/Cusine	Glaciers/Mountains

#### **CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS**

\*Asked: All respondents \*\* Statistically significant difference between groups (p<0,05)



Conf.lim +/-

3,1%

3,1% 2,7%

2,3%

2,1%

2,1% 1,7%

1,7%

1,6%

1,4%

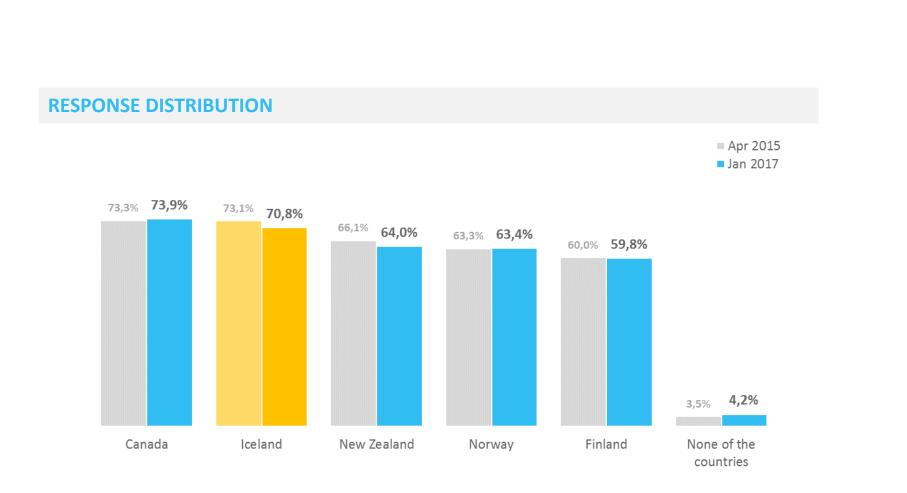
										_Top 10 A	nswers c	Count	Pct.%
										Natural	49	91	50,7%
										Weather/C	old 40	04	41,8%
										Volcanos/			23,8%
CATECODIZ			TOIDUTI				/1	Up to three m	ontions)	Geotherm			16,0%
CATEGORIZ	ED RESPU	JINSE DIS		JN			(1	op to three m	ientions)	Geograph	y 11	22	12,6%
										Culture/Hi	story 1	19	12,2%
~										Sentiment	s 7	78	8,0%
54,3% <b>50,7%</b>										People &	personalities 7	74	7,7%
20	× .0									Food & Dr	rinks/Cusine 6	66	6,8%
	43,9% <b>1,8</b> %									Animals	5	53	5,5%
	43,9% <b>41,8%</b>									Answered	J 96	68	96,3%
										Did not an	iswer 3	37	3,7%
		28,6% <b>8%</b>								Count	10	)05 1	100,0%
		28,6 <b>23,8%</b>								Asked*	10	J05 1	100,0%
		23,	~	~					Apr 2015	Not asked	l i	0	0,0%
			15,2% <b>16,0%</b>	17,4% <b>,6%</b>	%				Jan 2017	Number o	of participants 10	05 1	100,0%
			15,2% <b>16,0</b> %	17,4 12,6%	11,8%	7,7% 8,0%	4,9% 7,7%	7,4% <b>6,8%</b>	6,5% 5,5%				
Natural elements/ Landscape	Weather/ Cold	Volcanos/ Lava	Geothermal	Geography	Culture/ History	Sentiments	People & personalities	Food & Drinks/ Cusine	Animals				

# [Q6\_A] When you think about the country Iceland what comes into your mind?

All mentions | France

CATEGORIZED RESPONS	SE	DISTRIBU	TION	CR	OSS SPLITS	5					(Up to thre	e mentions)
		Natural elements/ Landscape	Weathe Cold	er/	Volcanos/ Lava	Geothermal	Geography	Culture/ History	Sentiments	People & personalities	Food & Drinks/ Cusine	Animals
All 9	68	51%		42%	24%	16%	13%	12%	8%	8%	7%	5%
Gender						_	-	-				
Male 4 Female 5	68 00	45%		40% 43%	32%	21%	14% 11%	13% 12%	6% 10%	9% 6%	6% 8%	4%
Age	00	50%		43%	10%	1270	1170	12%	10%	0%	070	7%
	94	44%		39%	20%	13%	11%	10%	11%	5%	9%	5%
30 - 59 53	26	50%		43%	24%	13%	15%	13%	7%	5%	6%	5%
60 + 24	48	56%		42%	27%	25%	9%	12%	7%	16%	6%	7%
Lifecycle			_		_	_	_	-	-			
	27	48%		41%	26%	15%	15%	9%	9% 7%	3%	7% 8%	3% 6%
0 , ( , , ,	.56 .84	51% 51%		39% 45%	22%	9% 11%	13%	14%	6%	5% 7%	5%	6%
	.89	53%		43%	24%	18%	12%	18%	10%	8%	8%	7%
, , , , , , , , , , , , , , , , , , , ,	.91	55%		40%	28%	28%	9%	12%	8%	16%	6%	7%
Residence							-	_	-		-	
Large city 2		50%		38%	27%	16%	13%	17%	7%	7%	8%	6%
Small city or medium sized town 4		50%		42%	24%	17%	14%	11%	8%	7%	7%	4%
0	76	54%		46%	22%	16%	10%	11%	9%	10%	6%	7%
Education 2 Primary or secondary school	76	55%		41%	17%	9%	8%	14%	5%	11%	8%	4%
Post-secondary 2		50%		41%	24%	17%	15%	12%	10%	7%	6%	8%
University first degree (BA, B.Sc, B.Ed) 2		54%		45%	25%	21%	14%	13%	12%	5%	5%	5%
University higher degree (M.Sc, Ph.D) 1		48%		45%	34%	21%	18%	11%	6%	7%	6%	6%
Employment									_	_		
Working full-time 4		51%		43%	24%	13%	14%	13%	8%	4%	7%	6%
0.	97	47%		47%	27%	20%	16%	12%	7%	4%	3%	6%
Not working 2: Retired 1		50%		39%	19%	11%	13% 9%	11%	10%	8%	9%	4%
Income	91	55%		40%	28%	28%	9%	12%	8%	16%	6%	7%
Low 1	64	51%		44%	19%	14%	14%	15%	5%	11%	7%	2%
	06	50%		38%	27%	14%	10%	12%	7%	6%	6%	10%
Average 3	69	55%		44%	22%	15%	13%	12%	8%	7%	8%	5%
0 0 0	79	45%		39%	29%	24%	15%	13%	11%	9%	6%	5%
Travelled abroad last 2 years			_			-		-	1			1
Never 3		48%		42%	24%	12%	12%	13%	6%	6%	8%	5%
Once- Twice 3 Three times or more 2	28	53%		40% 45%	24%	16%	10%	14%	10% 10%	9% 8%	6% 7%	6% 6%
Segment	20	53%		40/0	2070	2370	10/0	10/0	10/0	370	/ /0	070
The Sun Lovers 1	47	52%		41%	24%	22%	13%	12%	6%	7%	8%	3%
Active Traveller 2		56%		37%	33%	25%	12%	14%	7%	12%	7%	9%
	58	57%		45%	28%	17%	14%	17%	11%	7%	7%	4%
The Holidaymaker 14		53%		45%	20%	16%	12%	13%	6%	7%	4%	8%
The Mainstream Bargain Traveller 29	98	43%		43%	17%	7%	12%	9%	9%	6%	7%	4%





Count	Pct.%	Conf.lim +/-
629	73,9%	3,0%
602	70,8%	3,1%
545	64,0%	3,2%
540	63,4%	3,2%
509	59,8%	3,3%
36	4,2%	1,4%
851		
851	84,7%	
154	15,3%	
1005	100,0%	
1005	100,0%	
0	0,0%	
1005	100,0%	
	629 602 545 509 36 851 851 154 1005 1005 0	629         73,9%           602         70,8%           545         64,0%           540         63,4%           509         59,8%           36         4,2%           851         84,7%           154         15,3%           1005         100,0%           0         0,0%



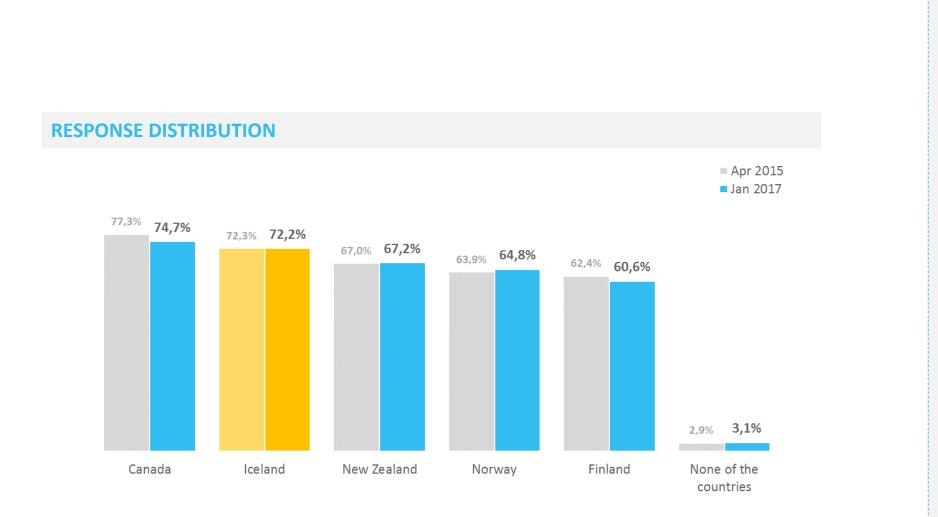
# [Q7\_1] I can experience natural wonders

France

# **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Canada	Iceland	New Zealand	Norway	Finland	None of the countries
All	851	74%	71%	64%	63%	60%	4%
Gender							-
Male	419	74%	72%	67%	64%	57%	4%
Female	432	74%	70%	61%	63%	63%	4%
<b>Age</b> 18 - 29	169	66%	70%	65%	59%	56%	4%
30 - 59	457	77%	70%	65%	64%	62%	5%
60 +	226	74%	73%	62%	65%	58%	3%
Lifecycle							-
Before family (young or with no kids)	204	69%	75%	66%	63%	60%	4%
Young family (kids 0-6 years)	140	65%	59%	59%	54%	47%	6%
Adult family (all kids 7 years+)	150	77%	66%	62%	61%	61%	4%
Post family (no kids at home) Retired	172 173	83%	75% 74%	67% 66%	70%	69%	5% 2%
Residence	1/3	77%	74%	66%	08%	61%	2%
Large city	227	69%	72%	68%	63%	58%	5%
Small city or medium sized town	367	76%	73%	66%	67%	61%	3%
, Rural area or village	247	77%	68%	59%	61%	60%	4%
Education							
Primary or secondary school	232	75%	65%	59%	63%	62%	4%
Post-secondary	215	75%	69%	61%	60%	57%	4%
University first degree (BA, B.Sc, B.Ed)	203	71%	73%	67%	63%	60%	3%
University higher degree (M.Sc, Ph.D)	176	78%	82%	73%	71%	63%	2%
Employment Working full-time	373	73%	69%	63%	60%	58%	4%
Working rul-time	85	81%	73%	68%	66%	62%	3%
Not working	193	72%	72%	65%	67%	64%	5%
Retired	173	77%	74%	66%	68%	61%	2%
Income							
Low	132	74%	67%	65%	59%	55%	5%
Low average	188	73%	70%	63%	64%	60%	5%
Average	332	71%	69%	61%	64%	60%	3%
High or high average Travelled abroad last 2 years	172	78%	78%	70%	66%	64%	3%
Never	283	78%	70%	62%	63%	62%	5%
Once- Twice	347	71%	68%	61%	61%	57%	4%
Three times or more	218	74%	78%	72%	68%	63%	2%
Segment							
The Sun Lovers	131	80%	72%	68%	72%	60%	4%
Active Traveller	200	84%	85%		72%	67%	2%
Adventure Traveller	146	79%	78%	71%	72%	70%	3%
The Holidaymaker The Mainstream Bargain Traveller	129 246	58%	53%	47%	43%	44%	2% 9%
THE MAINSCRAM DAIRAN HAVENET	240	3070	3370	4770	4070	4470	570

# [Q7\_2] I can see extraordinary landscapes



Answers	Count	Pct.%	Conf.lim +/-
Canada	649	74,7%	2,9%
Iceland	628	72,2%	3,0%
New Zealand	585	67,2%	3,1%
Norway	563	64,8%	3,2%
Finland	527	60,6%	3,2%
None of the countries	27	3,1%	1,2%
Total	870		
Answered	870	86,5%	
Did not answ er	135	13,5%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	





# [Q7\_2] I can see extraordinary landscapes

France

#### None of the countries Canada Iceland New Zealand Norway Finland All 3% 870 67% 65% 61% 75% 72% Gender Male 428 59% 3% 74% 66% 71% Female 442 75% 70% 63% 64% 62% 4% Age 18 - 29 174 65% 67% 63% 60% 3% 71% 30 - 59 468 70% 67% 65% 61% 4% 78% 60 + 228 75% 77% 67% 66% 60% 2% Lifecycle Before family (young or with no kids) 64% 3% 207 75% 74% 73% 70% Young family (kids 0-6 years) 5% 139 61% 61% 56% 48% 46% Adult family (all kids 7 years+) 80% 69% 63% 3% 161 66% 60% Post family (no kids at home) 4% 67% 176 83% 78% 71% 70% Retired 173 77% 69% 1% 73% 67% 59% Residence 4% Large city 232 73% 74% 70% 67% 59% Small city or medium sized town 61% 378 75% 73% 69% 64% 2% Rural area or village 251 77% 70% 62% 66% 63% 4% Education Primary or secondary school 237 75% 68% 63% 62% 58% 4% Post-secondary 217 75% 68% 65% 65% 60% 2% University first degree (BA, B.Sc, B.Ed) 208 75% 75% 70% 66% 65% 2% University higher degree (M.Sc, Ph.D) 180 76% 84% 76% 71% 63% 2% Employment Working full-time 380 73% 70% 66% 63% 61% 3% Working part-time 88 69% 70% 71% 68% 4% 84% Not working 74% 69% 59% 3% 201 75% 66% Retired 173 73% 77% 69% 67% 59% 1% Income Low 141 76% 64% 70% 67% 61% 3% Low average 186 75% 75% 66% 67% 64% 4% 64% Average 344 74% 71% 62% 57% 3% High or high average 171 76% 79% 72% 69% 66% 3% Travelled abroad last 2 years Never 293 78% 74% 66% 67% 65% 5% Once- Twice 351 69% 66% 62% 56% 3% 72% Three times or more 76% 63% 2% 222 78% 72% 67% Segment The Sun Lovers 1% 136 77% 66% 79% 74% 71% Active Traveller 205 82% 76% 77% 71% 1% 86% 151 Adventure Traveller 82% 79% 78% 75% 70% 1% 2% The Holidaymaker 131 81% 72% 68% 66% 65% 49% 8% The Mainstream Bargain Traveller 45% 41% 247 58% 54%

**RESPONSE DISTRIBUTION | CROSS SPLITS** 



# [Q7\_3] I can enjoy a pure environment

Count

Pct.%

578 71,2%

507 62,5%

500 61,6%

500 61,6%

440 54,3%

32 3,9%

811 80,7%

19419,3%1005100,0%

1005 100,0%

0 0,0%

1005 100,0%

811

Conf.lim +/-

3,1%

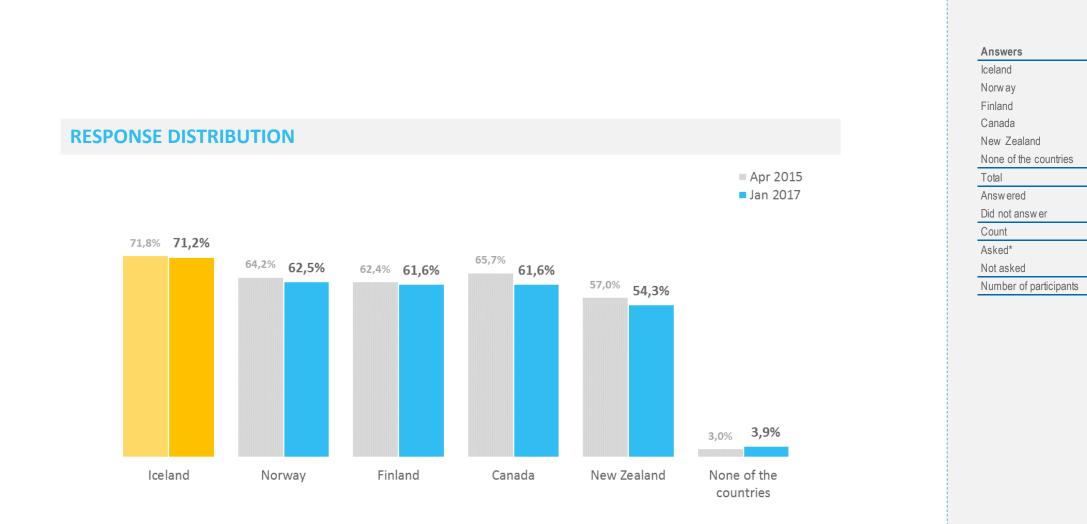
3,3%

3,3%

3,3%

3,4%

1,3%





# [Q7\_3] I can enjoy a pure environment

France

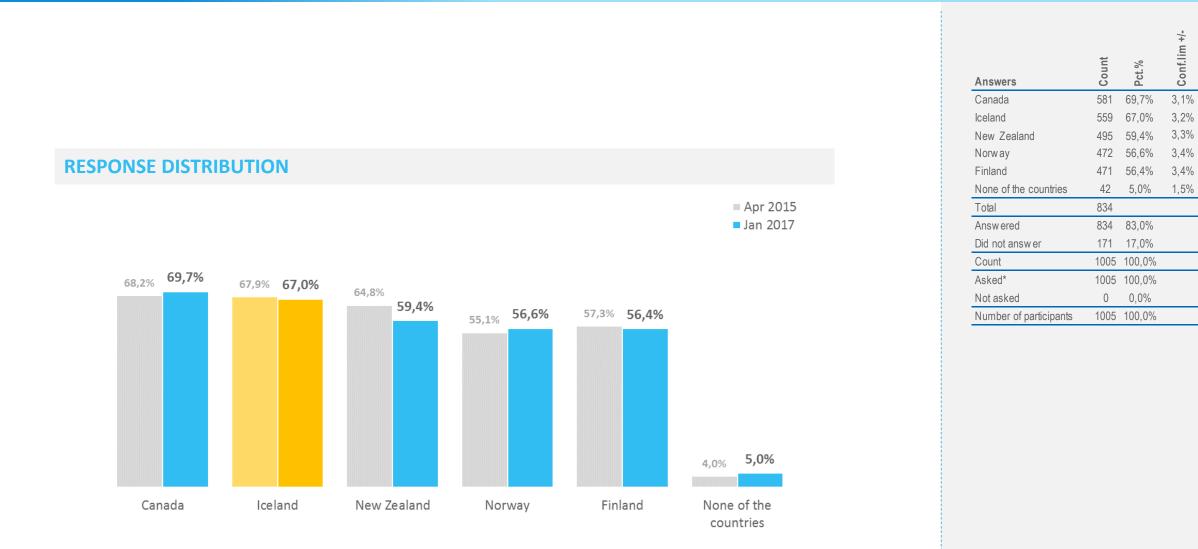
# **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Iceland	Norway	Finland	Canada	New Zealand	None of the countries
All	811	71%	63%	62%	62%	54%	4%
Gender							-
Male	401	74%	64%	64%	61%	57%	3%
Female	410	68%	61%	59%	62%	52%	5%
Age							
18 - 29	173	69%	57%	54%	49%	58%	6%
30 - 59	427	69%	63%	62%	64%	55%	4%
60 +	210	77%	65%	67%	67%	50%	1%
Lifecycle							
Before family (young or with no kids)	201	73%	63%	60%	57%	59%	4%
Young family (kids 0-6 years)	128	60%	45%	45%	49%	48%	7%
Adult family (all kids 7 years+)	145	66%	63%	56%	60%	50%	3%
Post family (no kids at home)	166	76%	71%	75%	71%	59%	5%
Retired	159	79%	67%	68%	70%	55%	0%
Residence							
Large city	219	69%	63%	60%	58%	59%	5%
Small city or medium sized town	346	75%	65%	65%	62%	54%	3%
Rural area or village	234	70%	61%	61%	66%	50%	4%
Education							
Primary or secondary school	222	69%	63%	65%	66%	52%	5%
Post-secondary	199	69%	57%	55%	61%	50%	2%
University first degree (BA, B.Sc, B.Ed)	202	76%	66%	64%	58%	59%	2%
University higher degree (M.Sc, Ph.D)	162	77%	68%	67%	65%	60%	4%
Employment							
Working full-time	356	71%	62%	60%	59%	51%	4%
Working part-time	81	65%	59%	53%	63%	53%	5%
Not working	188	72%	63%	65%	62%	61%	5%
Retired	159	79%	67%	68%	70%	55%	0%
Income							
Low	120	68%	68%	62%	72%	55%	3%
Low average	179	73%	61%	59%	62%	54%	4%
Average	326	69%	60%	60%	60%	53%	4%
High or high average	161	79%	67%	69%	56%	58%	2%
Travelled abroad last 2 years							
Never	264	71%	62%	62%	63%	51%	6%
Once- Twice	329	67%	62%	58%	59%	52%	2%
Three times or more	213	79%	65%	68%	63%	61%	3%
Segment							
The Sun Lovers	124	76%	70%	69%	67%	59%	2%
Active Traveller	184	86%	73%	75%	67%	66%	2%
Adventure Traveller	142	80%	69%	67%	69%	61%	2%
The Holidaymaker	124	69%	64%	66%	66%	52%	5%
The Mainstream Bargain Traveller	237	53%	46%	42%	47%	40%	7%
_							



#### [Q7\_4] I can enjoy extensive wilderness and stillness

France





### [Q7\_4] I can enjoy extensive wilderness and stillness

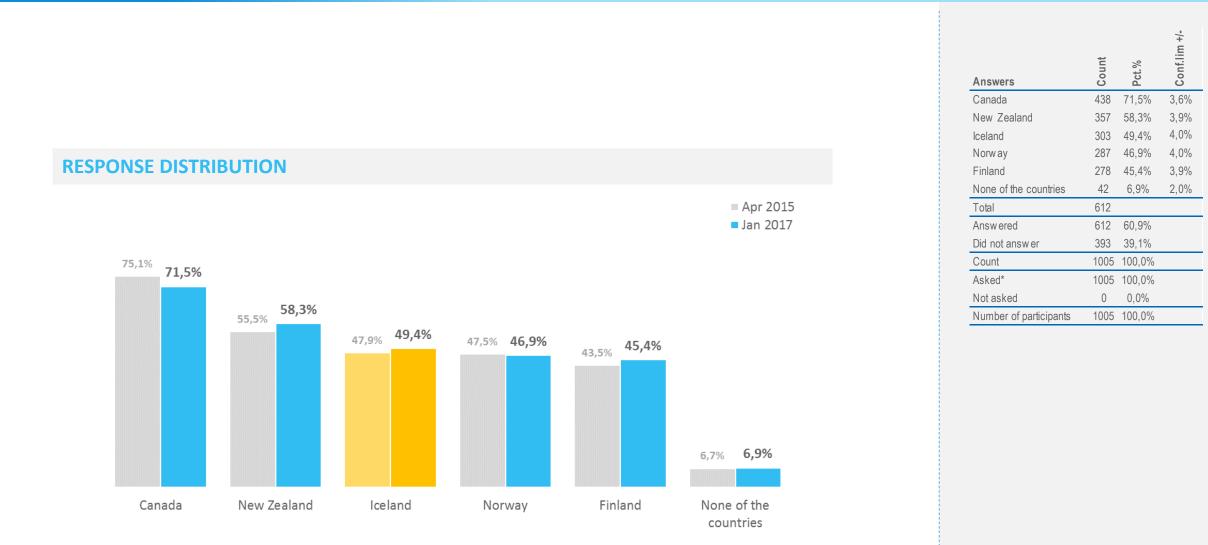
France

#### None of the countries Canada Iceland New Zealand Norway Finland 5% All 834 70% 67% 59% 57% 56% Gender Male 416 69% 61% 56% 5% 70% 56% Female 418 69% 65% 57% 57% 57% 5% Age 18 - 29 161 67% 5% 58% 62% 56% 51% 30 - 59 446 64% 60% 57% 57% 6% 73% 60+ 227 72% 72% 56% 57% 59% 3% Lifecycle Before family (young or with no kids) 4% 197 66% 69% 63% 59% 54% Young family (kids 0-6 years) 9% 129 56% 51% 51% 41% 41% Adult family (all kids 7 years+) 5% 71% 152 69% 61% 60% 58% 5% Post family (no kids at home) 58% 65% 171 81% 69% 60% Retired 72% 172 73% 62% 60% 59% 1% Residence 5% Large city 222 66% 67% 65% 61% 59% Small city or medium sized town 56% 4% 357 71% 69% 59% 56% Rural area or village 4% 244 74% 66% 56% 56% 57% Education 7% Primary or secondary school 225 71% 63% 57% 52% 52% Post-secondary 209 70% 65% 59% 57% 55% 3% University first degree (BA, B.Sc, B.Ed) 201 69% 70% 60% 59% 57% 3% University higher degree (M.Sc, Ph.D) 172 74% 75% 66% 66% 68% 2% Employment 4% Working full-time 363 69% 65% 57% 56% 57% Working part-time 82 73% 63% 7% 64% 47% 48% Not working 68% 69% 63% 6% 189 61% 60% Retired 172 73% 72% 62% 60% 59% 1% Income 7% Low 135 67% 64% 63% 57% 55% 4% Low average 178 72% 68% 56% 54% 51% 58% 5% Average 330 70% 65% 56% 55% High or high average 167 68% 72% 65% 62% 67% 3% Travelled abroad last 2 years 7% Never 278 71% 65% 58% 54% 58% Once- Twice 337 66% 66% 56% 56% 52% 4% Three times or more 4% 214 75% 73% 66% 62% 62% Segment The Sun Lovers 2% 131 70% 63% 78% 64% 59% Active Traveller 198 76% 82% 70% 67% 69% 2% Adventure Traveller 147 78% 74% 68% 3% 62% 62% 4% The Holidaymaker 129 74% 68% 61% 59% 61% 34% 11% The Mainstream Bargain Traveller 47% 45% 38% 229 52%

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



# [Q7\_5] I can choose from a variety of exciting activities





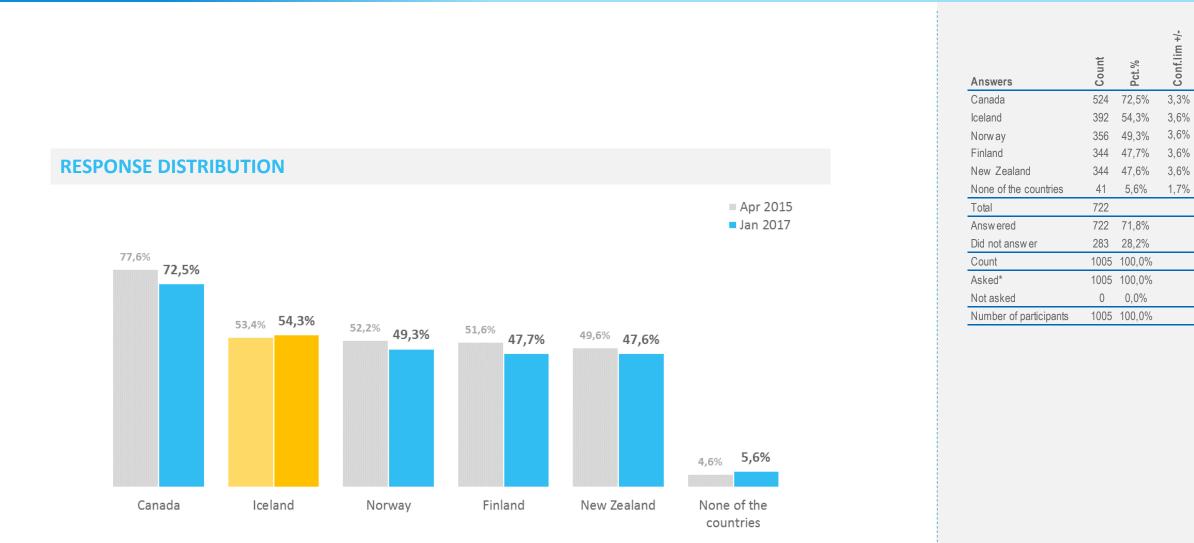
# [Q7\_5] I can choose from a variety of exciting activities

France

#### **RESPONSE DISTRIBUTION | CROSS SPLITS** None of the countries Canada New Zealand Iceland Norway Finland 7% All 612 58% 49% 47% 45% 71% Gender 7% Male 301 45% 62% 51% 47% 71% 7% Female 311 72% 55% 48% 46% 46% Age 18 - 29 133 44% 6% 61% 60% 51% 45% 30 - 59 334 61% 49% 48% 49% 8% 72% 60+ 145 80% 49% 47% 39% 5% 51% Lifecycle Before family (young or with no kids) 5% 155 69% 65% 53% 52% 52% Young family (kids 0-6 years) 44% 44% 6% 105 58% 52% 51% Adult family (all kids 7 years+) 7% 33% 39% 110 72% 59% 40% 10% Post family (no kids at home) 48% 125 77% 57% 52% 54% Retired 56% 108 83% 51% 51% 42% 3% Residence 8% Large city 171 67% 57% 51% 50% 47% 7% Small city or medium sized town 44% 273 73% 59% 47% 43% Rural area or village 159 77% 61% 55% 52% 48% 3% Education 11% Primary or secondary school 162 72% 53% 48% 46% 45% Post-secondary 158 70% 54% 46% 49% 43% 4% University first degree (BA, B.Sc, B.Ed) 155 72% 58% 50% 46% 45% 6% University higher degree (M.Sc, Ph.D) 118 75% 75% 58% 52% 53% 5% Employment 7% Working full-time 285 69% 48% 44% 60% 46% Working part-time 69% 59% 55% 55% 6% 64 64% 6% Not working 72% 48% 45% 138 56% 49% Retired 108 83% 56% 51% 51% 42% 3% Income 9% Low 91 70% 52% 49% 53% 45% 6% Low average 129 73% 65% 56% 49% 51% 8% Average 247 72% 57% 46% 46% 43% High or high average 129 70% 63% 52% 47% 47% 3% Travelled abroad last 2 years 11% Never 184 73% 54% 46% 45% 47% Once- Twice 255 70% 56% 49% 49% 44% 4% Three times or more 74% 54% 47% 47% 7% 172 66% Segment 8% The Sun Lovers 87 53% 47% 48% 42% 80% Active Traveller 131 82% 58% 59% 58% 2% 72% Adventure Traveller 118 82% 69% 55% 3% 57% 55% 8% The Holidaymaker 81 79% 70% 60% 54% 54% 41% 36% 12% The Mainstream Bargain Traveller 31% 29% 196 51%



## [Q7\_6] I can expect the locals to be warm and welcoming





# [Q7\_6] I can expect the locals to be warm and welcoming

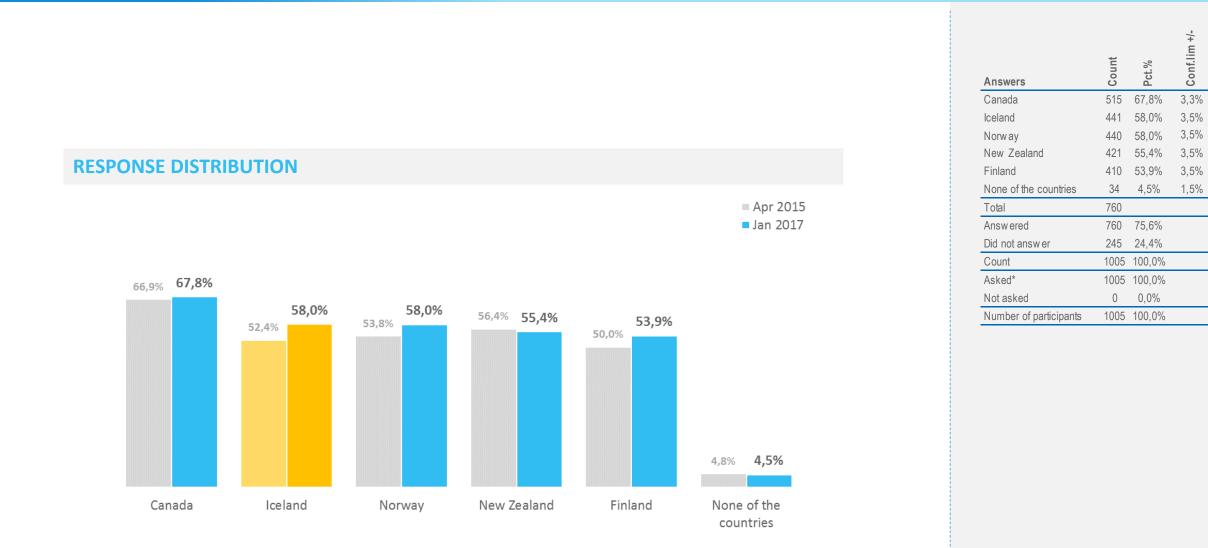
France

#### **RESPONSE DISTRIBUTION | CROSS SPLITS** None of the countries Canada Iceland Norway Finland New Zealand 6% All 722 54% 49% 48% 48% 73% Gender Male 363 49% 47% 46% 5% 58% 71% 6% Female 359 74% 51% 49% 49% 49% Age 18 - 29 149 55% 41% 45% 5% 63% 45% 30 - 59 380 50% 50% 7% 72% 51% 51% 60+ 193 81% 59% 51% 47% 44% 3% Lifecycle Before family (young or with no kids) 3% 177 55% 51% 44% 50% 71% Young family (kids 0-6 years) 42% 44% 10% 109 51% 44% 38% Adult family (all kids 7 years+) 48% 7% 50% 51% 129 76% 54% Post family (no kids at home) 6% 82% 53% 49% 148 61% 57% Retired 79% 60% 148 50% 45% 46% 1% Residence 6% Large city 188 72% 52% 46% 42% 49% Small city or medium sized town 50% 318 74% 56% 53% 51% 4% Rural area or village 5% 205 73% 55% 50% 50% 44% Education 6% Primary or secondary school 203 78% 56% 52% 50% 48% Post-secondary 180 69% 52% 50% 47% 43% 5% University first degree (BA, B.Sc, B.Ed) 171 71% 54% 51% 49% 48% 5% University higher degree (M.Sc, Ph.D) 147 74% 59% 48% 47% 56% 3% Employment 5% Working full-time 313 48% 72% 52% 49% 52% Working part-time 73% 54% 53% 55% 7% 67 58% Not working 53% 49% 9% 168 69% 43% 46% Retired 148 79% 60% 50% 45% 46% 1% Income 8% Low 110 70% 51% 50% 46% 46% Low average 155 74% 56% 52% 48% 51% 4% 6% Average 287 73% 53% 49% 48% 45% High or high average 148 74% 60% 50% 50% 53% 4% Travelled abroad last 2 years 8% Never 232 75% 53% 51% 53% 48% Once- Twice 298 53% 51% 45% 46% 4% 72% Three times or more 189 72% 59% 46% 48% 5% 44% Segment 5% The Sun Lovers 110 54% 80% 60% 51% 50% Active Traveller 161 79% 64% 55% 55% 46% 2% Adventure Traveller 129 78% 63% 54% 1% 55% 60% 5% The Holidaymaker 105 78% 52% 50% 47% 44% 12% The Mainstream Bargain Traveller 40% 217 57% 40% 40% 37%



### [Q7\_7] It has an interesting history and culture

France







# [Q7\_7] It has an interesting history and culture

France

SPONSE DISTRIBUTION   (	CRO:	SS SPLITS					
		Canada	Iceland	Norway	New Zealand	Finland	None of the countries
All	760	68%	58%	58%	55%	54%	4%
Gender							_
Male	379	65%	59%	59%	57%	55%	5%
Female	381	71%	57%	57%	54%	53%	4%
Age	450	500	704		500/		
18 - 29 30 - 59	152	58%	70%	57%	53%	54%	5% 5%
30 - 59 60 +	406 201	66%	57%	58% 58%	57%	55% 52%	3%
Lifecycle	201	/8%	51%	58%	54%	52%	3%
Before family (young or with no kids)	174	61%	69%	63%	58%	57%	4%
Young family (kids 0-6 years)	125	48%	50%	45%	48%	47%	8%
Adult family (all kids 7 years+)	142	71%	52%	54%	52%	50%	5%
Post family (no kids at home)	153	78%	64%	67%	59%	62%	4%
Retired	155	78%	52%	57%	57%	51%	1%
Residence	100						
Large city	201	63%	63%	61%	58%	58%	5%
Small city or medium sized town	321	70%	59%	60%	57%	56%	4%
, Rural area or village	226	71%	54%	54%	52%	49%	3%
Education							-
Primary or secondary school	204	76%	54%	55%	52%	51%	5%
Post-secondary	193	68%	53%	54%	51%	50%	2%
University first degree (BA, B.Sc, B.Ed)	176	63%	64%	60%	60%	58%	5%
University higher degree (M.Sc, Ph.D)	161	66%	66%	69%	64%	62%	3%
Employment							_
Working full-time	325	65%	59%	59%	54%	56%	3%
Working part-time	77	69%	65%	61%	61%	57%	5%
Not working	178	63%	62%	58%	56%	55%	7%
Retired	155	78%	52%	57%	57%	51%	1%
Income	400						Law
Low	123	69%	52%	59%	59%	53%	3% 6%
Low average	155	70% 69%	63% 55%	59%	61% 51%	58%	5%
Average High or high average	302 157	63%	65%	52%	59%	61%	4%
Travelled abroad last 2 years	121	05%	0370	0870	39%	01%	470
Never	242	72%	57%	58%	57%	56%	7%
Once- Twice	315	69%	56%	57%	54%	52%	3%
Three times or more	199	61%	62%	60%	55%	55%	3%
Segment	177	01/0	5270	0070	00.0		
The Sun Lovers	120	79%	62%	66%	63%	61%	2%
Active Traveller	172	71%	66%	66%	63%	58%	2%
Adventure Traveller	135	70%	67%	65%	59%	65%	3%
The Holidaymaker	112	72%	53%	53%	57%	51%	3%
The Mainstream Bargain Traveller	220	56%	46%	46%	42%	42%	10%

# **RESPONSE DISTRIBUTION | CROSS SPLITS**

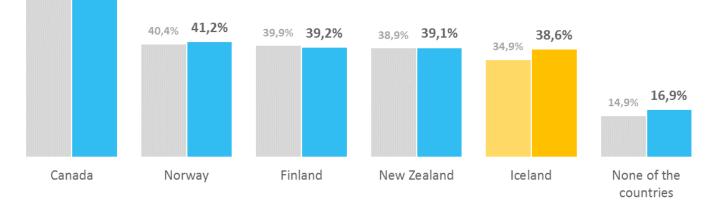


#### **RESPONSE DISTRIBUTION**



Conf.lim +/-Count Pct.% Answers 240 57,2% 4,7% Canada 173 41,2% 4,7% Norw ay 4,7% Finland 164 39,2% 4,7% New Zealand 164 39,1% 4,7% lceland 162 38,6% None of the countries 71 16,9% 3,6% Total 420 Answ ered 420 41,8% Did not answ er 585 58,2% 1005 100,0% Count 1005 100,0% Asked\* 0 0,0% Not asked 1005 100,0% Number of participants





# [Q7\_8] It offers exciting restaurants

France

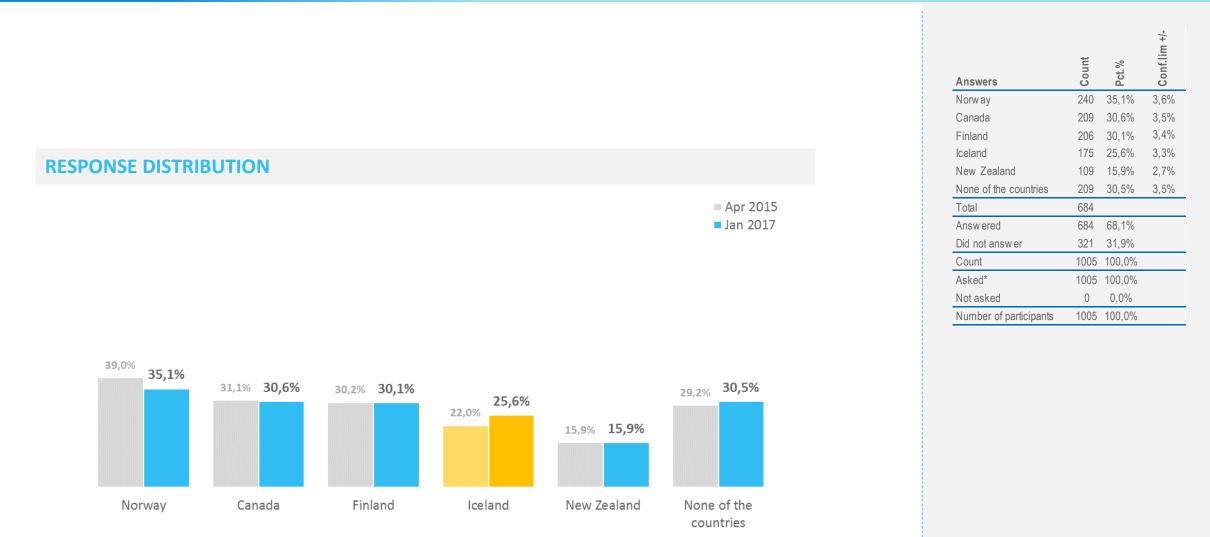
# **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Canada	Norway	Finland	New Zealand	Iceland	None of the countries
All	420	57%	41%	39%	39%	39%	17%
Gender	720	5776	11/0	3370	3370	3376	1770
Male	214	53%	44%	39%	36%	39%	20%
Female	206	61%	38%	40%	42%	38%	14%
Age	200						
18 - 29	91	50%	37%	42%	35%	36%	14%
30 - 59	252	58%	44%	41%	41%	42%	17%
60 +	77	62%	38%	30%	37%	29%	19%
Lifecycle							
Before family (young or with no kids)	111	56%	48%	44%	41%	40%	15%
Young family (kids 0-6 years)	85	44%	39%	41%	35%	38%	15%
Adult family (all kids 7 years+)	75	62%	33%	35%	32%	40%	19%
Post family (no kids at home)	83	67%	45%	44%	45%	46%	17%
Retired	60	62%	38%	29%	46%	29%	16%
Residence							
Large city	128	50%	40%	34%	32%	33%	19%
Small city or medium sized town	177	62%	40%	43%	42%	40%	15%
Rural area or village	108	61%	48%	43%	43%	44%	15%
Education							
Primary or secondary school	118	57%	37%	40%	40%	44%	18%
Post-secondary	98	53%	42%	34%	37%	37%	15%
University first degree (BA, B.Sc, B.Ed)	92	60%	42%	44%	41%	37%	13%
University higher degree (M.Sc, Ph.D)	93	61%	48%	42%	41%	38%	19%
Employment							_
Working full-time	213	62%	45%	45%	40%	43%	12%
Working part-time	41	55%	41%	36%	36%	36%	21%
Not working	96	50%	36%	37%	38%	35%	24%
Retired	60	62%	38%	29%	46%	29%	16%
Income	65	4704		2007	0.5%	070/	2004
Low Low average	75	47%	33%	30%	36%	37%	20%
Average	75 173	61%	38%	37%	41%	39%	19%
High or high average	175 99	60%	54%	49%	40%	41%	16%
Travelled abroad last 2 years	99	00%	54%	49%	4170	4170	1070
Never	126	61%	36%	41%	46%	44%	22%
Once- Twice	184	56%	45%	39%	37%	37%	12%
Three times or more	104	55%	41%	39%	35%	36%	19%
Segment	100	00.0	1270	03.0	007	00/0	1370
The Sun Lovers	53	61%	45%	41%	45%	49%	23%
Active Traveller	82	67%	50%	48%	40%	36%	13%
Adventure Traveller	78	58%	48%	51%	50%	44%	19%
The Holidaymaker	45	67%	39%	37%	47%	47%	11%
The Mainstream Bargain Traveller	162	48%	33%	29%	29%	31%	18%



# [Q7\_9] It is a good destination for a city break experience

France



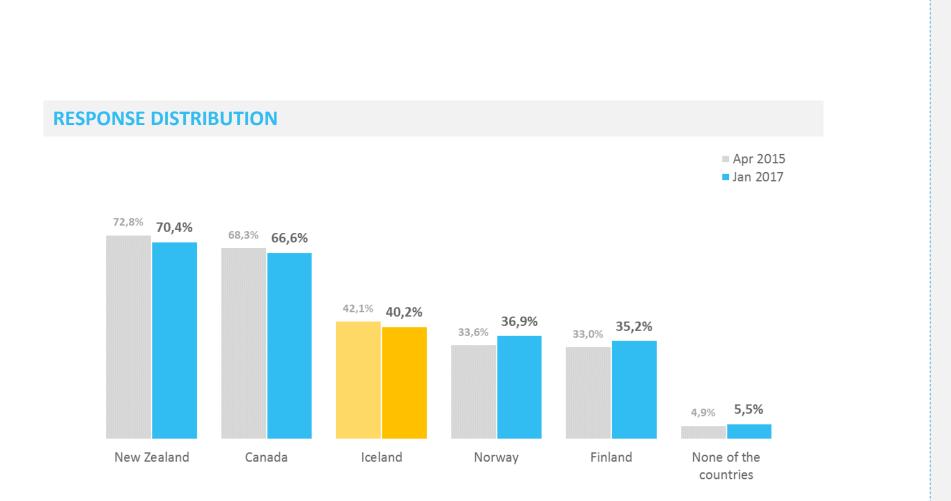


# [Q7\_9] It is a good destination for a city break experience

France







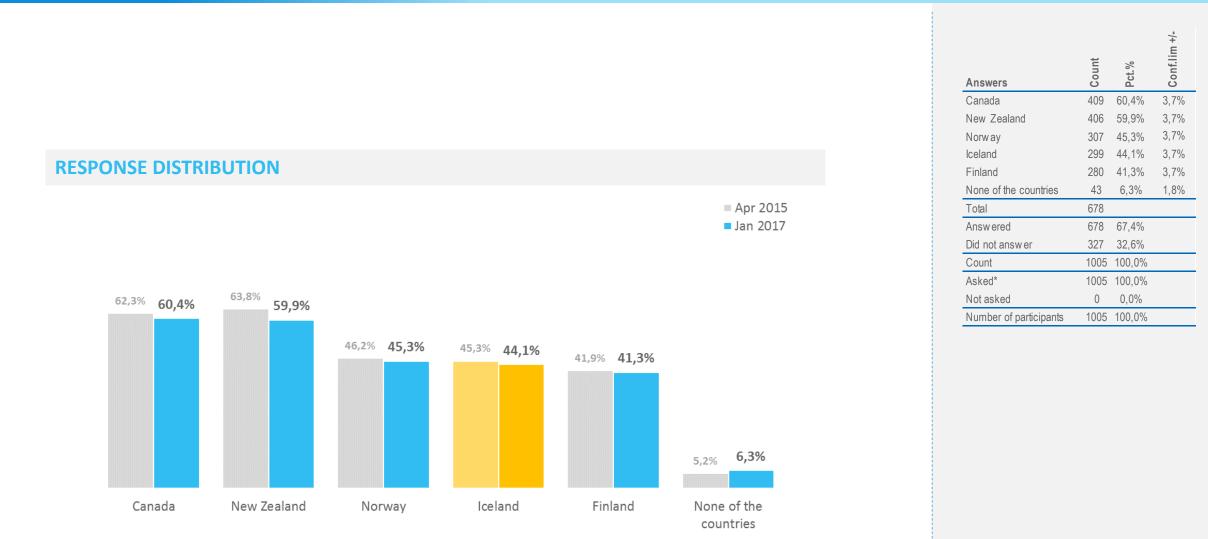
Answers	Count	Pct.%	Conf.lim +/-
New Zealand	533	70,4%	3,3%
Canada	504	66,6%	3,4%
Iceland	305	40,2%	3,5%
Norway	280	36,9%	3,4%
Finland	267	35,2%	3,4%
None of the countries	42	5,5%	1,6%
Total	757		
Answered	757	75,4%	
Did not answ er	248	24,6%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	757	70%	67%	40%	37%	35%	6%
Gender	101				0,10	0010	0.0
Male	373	73%	64%	36%	34%	31%	5%
Female	384	67%	69%	44%	40%	40%	6%
Age							_
18 - 29	155	70%	67%	43%	37%	35%	4%
30 - 59	419	67%	69%	39%	37%	35%	7%
60 +	183	78%	61%	40%	37%	35%	5%
<b>Lifecycle</b> Before family (young or with no kids)	100	76%	73%	48%	410/	36%	3%
Young family (kids 0-6 years)	186 126	61%	55%	37%	41%		7%
Adult family (all kids 7 years+)	141	62%	68%	36%	37%	36%	5%
Post family (no kids at home)	152	71%	72%	40%	37%	36%	9%
Retired	132	79%	61%	37%	33%	34%	3%
Residence	100		0470	0110		0.00	0.0
Large city	211	68%	66%	43%	40%	35%	7%
Small city or medium sized town	313	74%	66%	38%	36%	36%	5%
Rural area or village	222	70%	70%	41%	38%	36%	5%
Education							
Primary or secondary school	198	64%	69%	40%	36%	35%	9%
Post-secondary	189	66%	62%	44%	42%	39%	5%
University first degree (BA, B.Sc, B.Ed)	185	77%	71%	43%	39%	38%	2%
University higher degree (M.Sc, Ph.D)	160	79%	67%	35%	34%	31%	3%
Employment	2.40		670/	440/	2007	2004	4%
Working full-time Working part-time	340 74	68%	67% 70%	41%	39%	38%	4%
Not working	74 180	68%	70%	41%	36%	32%	7%
Retired	138	79%	61%	37%	33%	34%	3%
Income	100	7570	01/0	3770	3370	3470	570
Low	123	66%	72%	42%	36%	34%	4%
Low average	159	73%	66%	41%	36%	35%	9%
Average	302	70%	66%	41%	41%	38%	5%
High or high average	151	73%	64%	39%	32%	32%	3%
Travelled abroad last 2 years							
Never	240	67%	72%	42%	40%		9%
Once- Twice	314	69%	64%	38%	34%	32%	4%
Three times or more	199	76%	65%	42%	40%	36%	3%
Segment	110	0.0%	740/	4.40/	420/	20%	201
The Sun Lovers Active Traveller	116 178	80%	71%	44%	43%	38%	3%
Adventure Traveller	178	78%	73%	42%	42%	42%	4%
The Holidaymaker	112	78%	73%	44%	42%		7%
The Mainstream Bargain Traveller	216	49%	52%	32%	31%	26%	9%
	220						



# [Q7\_11] It is expensive to stay as a tourist at this destination



\*Asked: All respondents



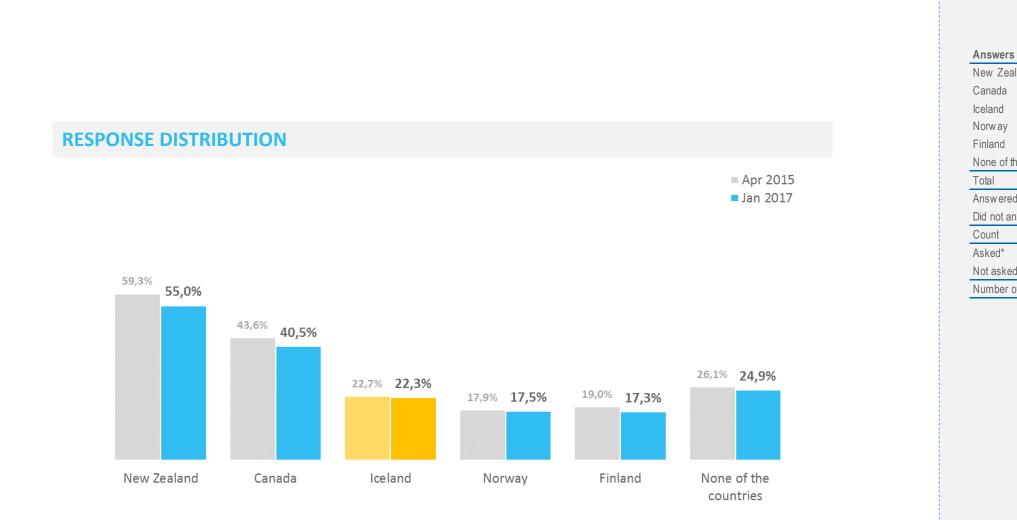
# [Q7\_11] It is expensive to stay as a tourist at this destination

France

		Canada	New Zealand	Norway	Iceland	Finland	None of the countries
All	678	60%	60%	45%	44%	41%	6%
Gender							—
Male	320	55%	60%	46%	41%	38%	7%
Female	358	65%	60%	45%	47%	44%	6%
Age							_
18 - 29	142	54%	55%	44%	47%	37%	5%
30 - 59	376	62%	60%	45%	43%	42%	8%
60 +	160	63%	65%	48%	43%	43%	3%
Lifecycle Before family (young or with no kids)	169	58%	60%	51%	49%	43%	3%
Young family (kids 0-6 years)	169	52%	51%	33%	35%	34%	10%
Adult family (all kids 7 years+)	120	61%	62%	47%	43%	44%	7%
Post family (in kids + years)	137	69%	60%	48%	49%	44%	9%
Retired	119	64%	64%	45%	40%	40%	2%
Residence	110						
Large city	191	56%	54%	51%	44%	39%	8%
Small city or medium sized town	288	62%	62%	44%	46%	42%	5%
Rural area or village	188	66%	63%	43%	43%	44%	5%
Education							
Primary or secondary school	184	63%	54%	38%	38%	37%	9%
Post-secondary	174	64%	60%	46%	43%	44%	4%
University first degree (BA, B.Sc, B.Ed)	153	59%	61%	50%	46%	42%	5%
University higher degree (M.Sc, Ph.D)	144	57%	68%	51%	52%	45%	4%
Employment Working full-time	200	50%	50%	4504	470/	400/	6%
Working part-time	309 68	59% 66%	59% 60%	46%	47%	42%	8%
Not working	159	59%	57%	41%	45%	44%	7%
Retired	119	64%	64%	45%	40%	42%	2%
Income	110	0470	0476	-570	4070	40/0	270
Low	106	63%	55%	49%	47%	43%	5%
Low average	141	63%	63%	45%	41%	40%	7%
Average	277	61%	59%	41%	44%	40%	7%
High or high average	137	55%	63%	53%	46%	45%	4%
Travelled abroad last 2 years							
Never	207	64%	61%	41%	43%	41%	12%
Once- Twice	282	61%	58%	43%	41%	37%	3%
Three times or more	186	56%	62%	54%	50%	48%	4%
Segment			700				
The Sun Lovers	101	68%	72%	49%	49%	44%	4%
Active Traveller Adventure Traveller	150 120	62%	71%	54%	48%	46%	4% 2%
The Holidaymaker	120 94	67%	63% 61%	54%	46%	40%	7%
The Mainstream Bargain Traveller	212	48%	44%	33%	33%	31%	11%
me mansteam bargan naveller	~ 1 ~	1074	1179	0070	00/0	01/0	//



Conf.lim +/-



Count

Pct.%



# [Q7\_12] It is too far away for me to travel to

France

		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	835	55%	41%	22%	18%	17%	25%
Gender				_	_	_	
Male	412	53%	35%	15%	11%	10%	29%
Female	423	57%	46%	29%	23%	25%	21%
Age	168	5.0%	20%	20%	120/	12%	20%
18 - 29 30 - 59	448	50%	36%	20%	13%	12%	28%
60 +	448 220	55%	35%	19%	15%	14%	27%
Lifecycle	220	5570	3370	1370	13%	1470	2770
Before family (young or with no kids)	198	50%	35%	17%	11%	13%	28%
Young family (kids 0-6 years)	131	51%	46%	22%	22%	17%	21%
Adult family (all kids 7 years+)	151	52%	41%	29%	23%	21%	25%
Post family (no kids at home)	167	62%	50%	28%	23%	24%	21%
Retired	168	60%	31%	16%	12%	12%	28%
Residence	100	0070	01/0	10/0	12/0	1270	2070
Large city	219	55%	40%	22%	16%	18%	25%
	356	58%	42%	24%	20%	18%	22%
Rural area or village	247	52%	41%	21%	16%	17%	28%
Education					—		
Primary or secondary school	227	56%	46%	29%	24%	22%	23%
Post-secondary	210	54%	46%	25%	21%	22%	19%
University first degree (BA, B.Sc, B.Ed)	195	57%	36%	17%	9%	10%	28%
University higher degree (M.Sc, Ph.D)	175	52%	33%	16%	14%	12%	30%
Employment							
Working full-time	365	51%	39%	22%	18%	17%	22%
Working part-time	84	60%	49%	34%	27%	27%	23%
Not working	190	57%	48%	26%	18%	20%	26%
Retired	168	60%	31%	16%	12%	12%	28%
Income							
Low	135	52%	51%	29%	19%	20%	25%
Low average	187	62%	44%	26%	25%	22%	22%
Average	322	52%	40%	22%	17%	17%	25%
High or high average	165	57%	29%	17%	11%	11%	26%
Travelled abroad last 2 years							
Never	286	56%	52%	31%	26%	26%	24%
Once- Twice	333	52%	35%	16%	15%	14%	25%
Three times or more	212	59%	34%	20%	12%	12%	27%
Segment					-		
The Sun Lovers	127	60%	42%	25%	18%	18%	28%
Active Traveller	195	56%	30%	13%	10%	9%	35%
Adventure Traveller	144	65%	44%	23%	16%	16%	21%
The Holidaymaker	128	56%	51%	30%	26%	22%	22%
The Mainstream Bargain Traveller	242	45%	40%	24%	20%	21%	19%

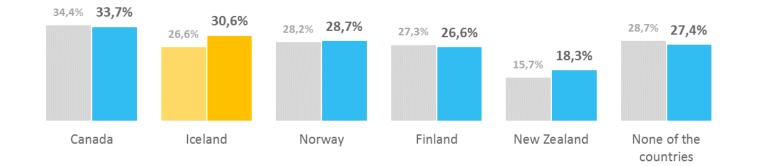


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### **RESPONSE DISTRIBUTION**



Answers	Count	Pct.%	Conf.lim
Canada	173	33,7%	4,1%
Iceland	157	30,6%	4,0%
Norway	147	28,7%	3,9%
Finland	136	26,6%	3,8%
New Zealand	93	18,3%	3,3%
None of the countries	140	27,4%	3,9%
Total	511		
Answered	511	50,9%	
Did not answ er	494	49,1%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



# [Q7\_13] It offers good value for money

France





Conf.lim +/-

3,4%

3,4%

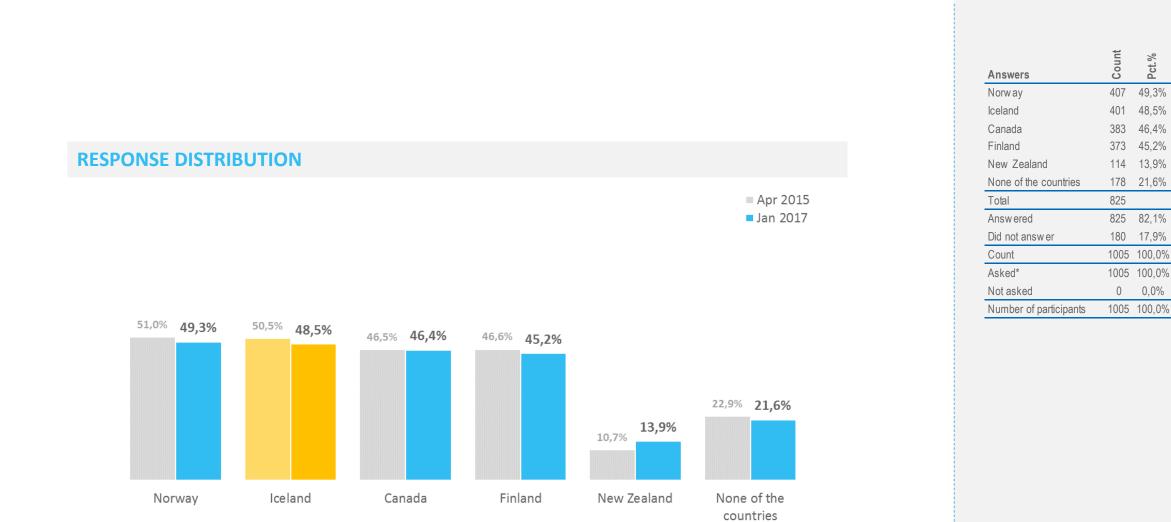
3,4%

3,4%

2,4%

2,8%

Pct.%



\*Asked: All respondents



# [Q7\_14] The climate is too cold for me to visit

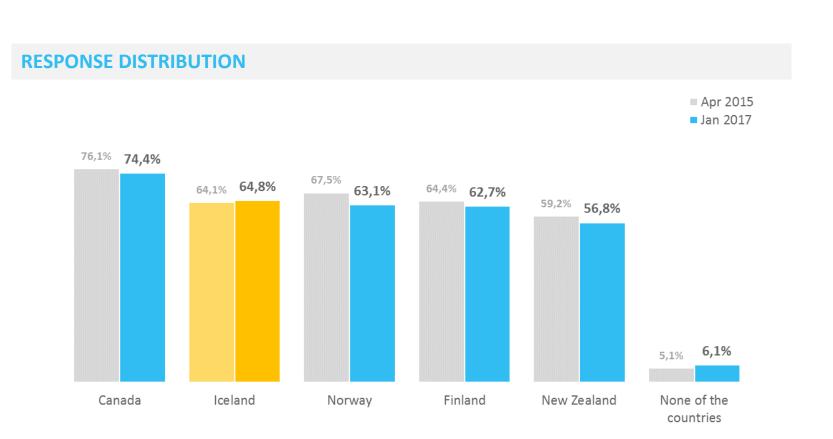
France

# **RESPONSE DISTRIBUTION | CROSS SPLITS**

		Norway	Iceland	Canada	Finland	New Zealand	None of the countries
All	825	49%	49%	46%	45%	14%	22%
Gender							
Male	398	46%	50%	42%	44%	9%	26%
Female	427	52%	47%	51%	46%	18%	17%
Age	171	4207	420/	10%	270/	4404	270/
18 - 29 30 - 59	450	43%	42%	48%	37%	11%	27%
60 +	205	51%	52%	43%	51%	13%	18%
Lifecycle	205	51/0	5270	-570	5170	1370	10/0
Before family (young or with no kids)	201	46%	43%	47%	41%	11%	28%
Young family (kids 0-6 years)	131	46%	46%	49%	44%	16%	19%
Adult family (all kids 7 years+)	160	50%	49%	47%	42%	15%	19%
Post family (no kids at home)	165	53%	53%	45%	47%	16%	21%
Retired	156	53%	51%	43%	53%	12%	18%
Residence							
Large city	225	51%	52%	43%	45%	14%	22%
Small city or medium sized town	347	48%	47%	50%	46%	15%	22%
Rural area or village	241	50%	49%	45%	46%	13%	21%
Education							
Primary or secondary school	221	50%	45%	52%	43%	16%	18%
Post-secondary	202	54%	55%	48%	49%	18%	15%
University first degree (BA, B.Sc, B.Ed)	206	52%	53%	45%	50%	9%	23%
University higher degree (M.Sc, Ph.D)	172	40%	44%	39%	40%	12%	33%
Employment Working full-time	365	49%	49%	45%	41%	14%	21%
Working part-time	365 81	57%	49%	45%	41%	14%	21%
Not working	198	43%	40%	48%	41%	15%	26%
Retired	156	53%	51%	43%	53%	12%	18%
Income	100	5570	5170	1370	5570	± 2 / V	10/0
Low	128	45%	42%	46%	39%	15%	24%
Low average	180	56%	51%	49%	50%	15%	23%
Average	324	51%	50%	47%	46%	13%	17%
High or high average	166	43%	50%	40%	44%	12%	27%
Travelled abroad last 2 years							
Never	276	52%	48%	48%	48%	18%	21%
Once- Twice	326	46%	46%	46%	39%	10%	21%
Three times or more	219	51%	53%	46%	52%	14%	23%
Segment							_
The Sun Lovers	126	63%	65%	55%	59%	19%	9%
Active Traveller Adventure Traveller	182 145	39%	44%	38%	41%	13%	36%
The Holidaymaker	145 127	46%	47%	45%	44%	13%	22%
The Mainstream Bargain Traveller	246	48%	47%	45%	48%	12%	12%
The Manstream bargail Havelet	240	4070	4370	4370	41/0	10/0	12.70

\*Asked: All respondents





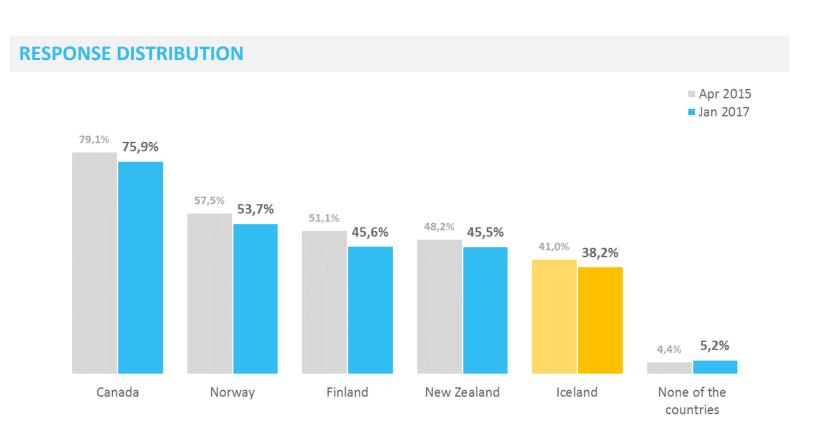
Answers	Count	Pct.%	Conf.lim +/-
Canada	558	74,4%	3,1%
Iceland	486	64,8%	3,4%
Norway	474	63,1%	3,5%
Finland	470	62,7%	3,5%
New Zealand	426	56,8%	3,5%
None of the countries	46	6,1%	1,7%
Total	750		
Answered	750	74,6%	
Did not answ er	255	25,4%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



		Canada	Iceland	Norway	Finland	New Zealand	None of the countries
All	750	74%	65%	63%	63%	57%	6%
Gender							
Male	376	76%	69%	66%	65%	61%	5%
Female	374	73%	61%	60%	60%	53%	7%
Age							_
18 - 29	163	69%	67%	63%	62%	57%	6%
30 - 59	396	76%	62%	62%	62%	58%	7%
60 +	191	75%	68%	66%	65%	56%	4%
Lifecycle		754	700/	504			
Before family (young or with no kids)	184	75%	73%	68%	69%	63%	5%
Young family (kids 0-6 years) Adult family (all kids 7 years+)	126	64%	51%	55%	51%	46%	9%
Post family (an kids 7 years+)	127	75%	57% 69%	54%	55%	52%	8%
Retired	148 151	76%	71%	69%	66%	58%	4%
Residence	121	7 6 %	7 170	09%	00%	56%	470
Large city	212	72%	68%	66%	64%	57%	7%
Small city or medium sized town	318	76%	65%	62%	63%	58%	6%
Rural area or village	210	76%	63%	65%	63%	56%	5%
Education	220	1010		0070			
Primary or secondary school	192	72%	58%	60%	59%	53%	7%
Post-secondary	184	74%	62%	59%	58%	52%	5%
University first degree (BA, B.Sc, B.Ed)	186	76%	66%	66%	63%	54%	5%
University higher degree (M.Sc, Ph.D)	168	79%	80%	74%	75%	72%	5%
Employment							_
Working full-time	334	73%	62%	62%	61%	57%	6%
Working part-time	71	82%	69%	64%	66%	59%	7%
Not working	173	74%	65%	61%	62%	57%	7%
Retired	151	76%	71%	69%	66%	58%	4%
Income	445	7.02	<b>C1</b> 2	550/	5.00	550/	
Low Low average	115 157	74%	61%	55%	56%	55%	8% 6%
Average	304	73%	63%	61%	61%	54%	5%
High or high average	154	77%	71%	72%	70%	66%	5%
Travelled abroad last 2 years	134	7770	7 170	1270	70%	00/0	570
Never	230	73%	61%	58%	59%	55%	9%
Once- Twice	316	72%	65%	62%	62%	53%	5%
Three times or more	202	80%	70%	72%	68%	65%	4%
Segment							_
The Sun Lovers	116	85%	68%	69%	70%	62%	3%
Active Traveller	178	82%	82%	79%	78%	68%	3%
Adventure Traveller	135	83%	74%	73%	72%	67%	4%
The Holidaymaker	109	72%	62%	60%	61%	58%	9%
The Mainstream Bargain Traveller	212	58%	44%	41%	41%	37%	11%



# [Q7\_16] It has modern infrastructure (such as transportation, accommodation, communications)



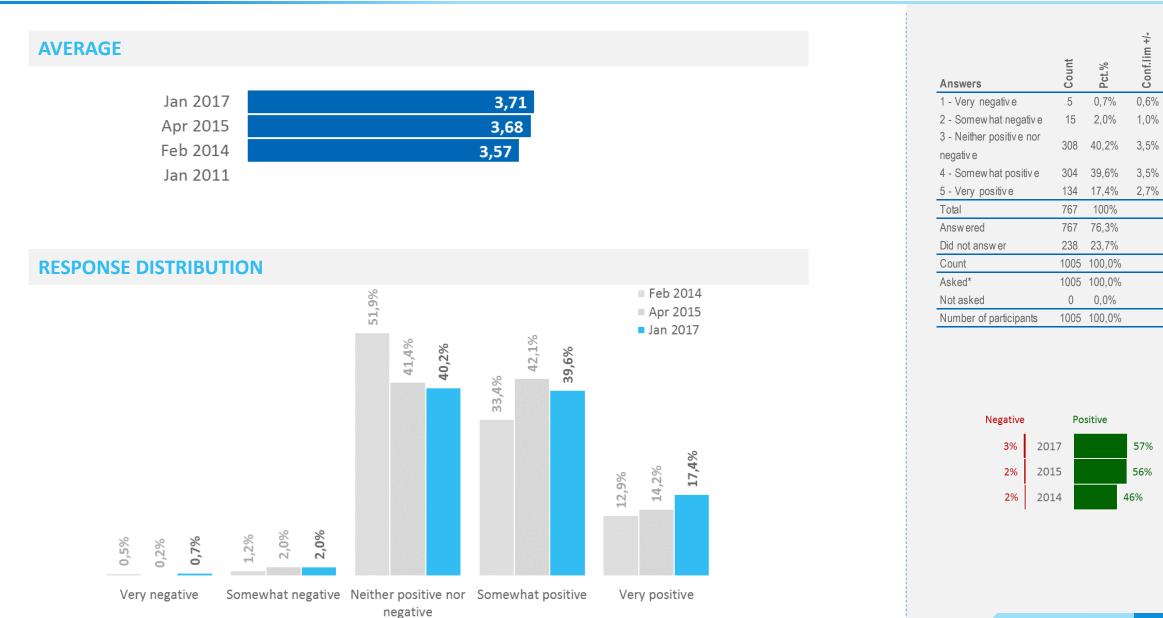
Answers	Count	Pct.%	Conf.lim +/-
Canada	498	75,9%	3,3%
Norway	352	53,7%	3,8%
Finland	299	45,6%	3,8%
New Zealand	298	45,5%	3,8%
Iceland	251	38,2%	3,7%
None of the countries	34	5,2%	1,7%
Total	656		
Answered	656	65,3%	
Did not answ er	349	34,7%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



### **RESPONSE DISTRIBUTION | CROSS SPLITS** None of the countries Canada Norway Finland New Zealand Iceland 5% All 656 76% 54% 46% 45% 38% Gender Male 341 41% 4% 58% 51% 48% 6% Female 315 49% 40% 43% 35% Age 4% 18 - 29 141 36% 63% 53% 45% 45% 30 - 59 345 53% 48% 46% 39% 7% 76% 60+ 170 56% 42% 45% 38% 3% Lifecycle Before family (young or with no kids) 3% 159 48% 47% 39% 73% 59% Young family (kids 0-6 years) 36% 10% 108 60% 45% 35% 42% Adult family (all kids 7 years+) 46% 7% 74% 43% 33% 121 38% Post family (no kids at home) 4% 45% 130 849 57% 58% 54% 56% 2% Retired 128 42% 45% 36% Residence 6% Large city 183 72% 60% 52% 50% 45% 5% Small city or medium sized town 289 78% 50% 46% 47% 40% Rural area or village 175 79% 54% 40% 39% 31% 5% Education 7% Primary or secondary school 168 73% 51% 45% 44% 37% Post-secondary 160 75% 48% 37% 35% 30% 4% University first degree (BA, B.Sc, B.Ed) 163 78% 54% 47% 49% 36% 4% University higher degree (M.Sc, Ph.D) 147 82% 65% 57% 55% 53% 4% Employment 5% Working full-time 291 45% 40% 73% 51% 46% Working part-time 72% 55% 54% 49% 40% 8% 61 73% 59% 49% 46% 5% Not working 157 37% Retired 128 56% 42% 45% 36% 2% Income 8% Low 94 55% 47% 41% 41% 78% 5% 135 74% 50% 42% 40% 33% Low average 74% 34% Average 269 51% 41% 45% 5% High or high average 143 78% 55% 55% 48% 3% 62% Travelled abroad last 2 years 9% Never 195 78% 47% 45% 46% 37% Once- Twice 276 75% 56% 45% 45% 39% 3% Three times or more 182 76% 58% 47% 46% 38% 5% Segment The Sun Lovers 101 47% 41% 1% 53% 52% Active Traveller 153 57% 52% 43% 3% 86 70% Adventure Traveller 110 42% 5% 78% 61% 52% 48% The Holidaymaker 91 86 61% 48% 46% 43% 2% 31% 11% The Mainstream Bargain Traveller 34% 201 57% 35% 29%

[Q8] In general, how positive or negative are you towards Icelandic products, services and brands

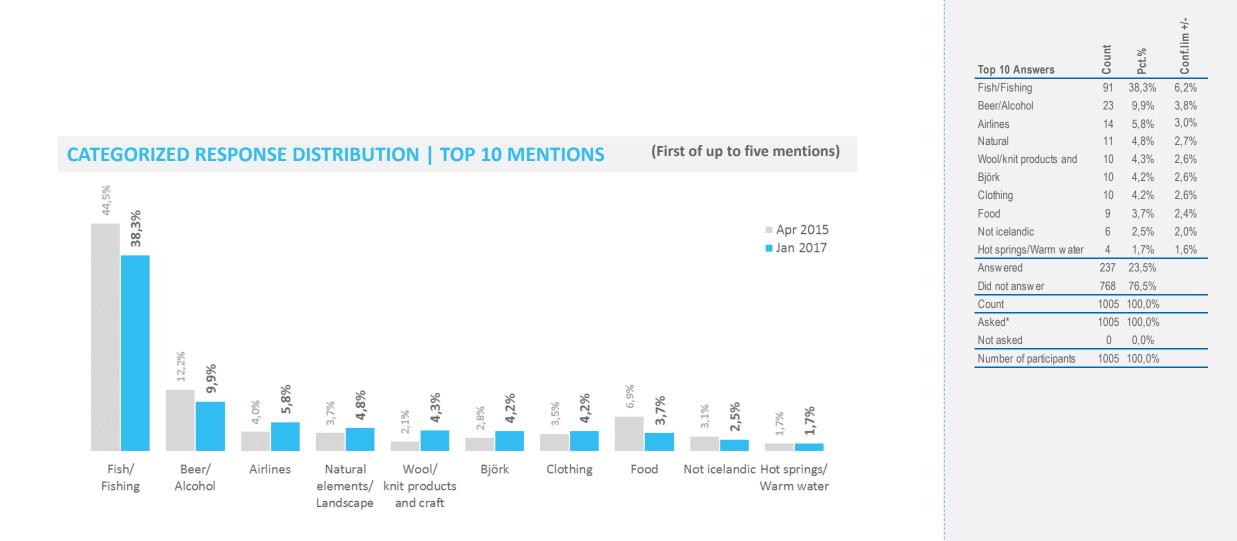
mmr



### **RESPONSE DISTRIBUTION | CROSS SPLITS**



\*Asked: All respondents \*\* Statistically significant difference between groups (p<0,05) mmr





### (First of up to five mentions) **CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS** All 237 4% 4% 4% Gender Male 116 Female 121 39% 5% 5% Age 18 - 29 39 10% 30 - 59 133 60+ 65 59% Lifecycle Before family (young or with no kids) 45 11% Young family (kids 0-6 years) 44 Adult family (all kids 7 years+) 47 4% Post family (no kids at home) 52 4% Retired 44 61% Residence Large city 65 4% 23% 44% Small city or medium sized town 108 Rural area or village 59 3% Education Primary or secondary school 55 44% 5% 3% 44% Post-secondary 61 % 3% University first degree (BA, B.Sc, B.Ed) 56 5% University higher degree (M.Sc, Ph.D) 56 33% Employment Working full-time 33% 112 3% 4% Working part-time 47% 21 Not working 30% 51 44 Retired 10% Income Low 32 9% 6% 3% 47 39% Low average 93 39% Average 5% 3% 57 High or high average 43% Travelled abroad last 2 years 58 43% Never 113 34% Once- Twice 3% 63 41% Three times or more 14% 3% Segment The Sun Lovers 46% 4% 4% 29 Active Traveller 51 48% Adventure Traveller 42 25% 21% 32 49% 9% The Holidavmaker 32% 11% The Mainstream Bargain Traveller 83 6% Fish/Fishing Beer/Alcohol Airlines Natural elements/Landscape Wool/knit products and craft Björk ■ Clothing Hot springs/Warm water Food Not icelandic

mm

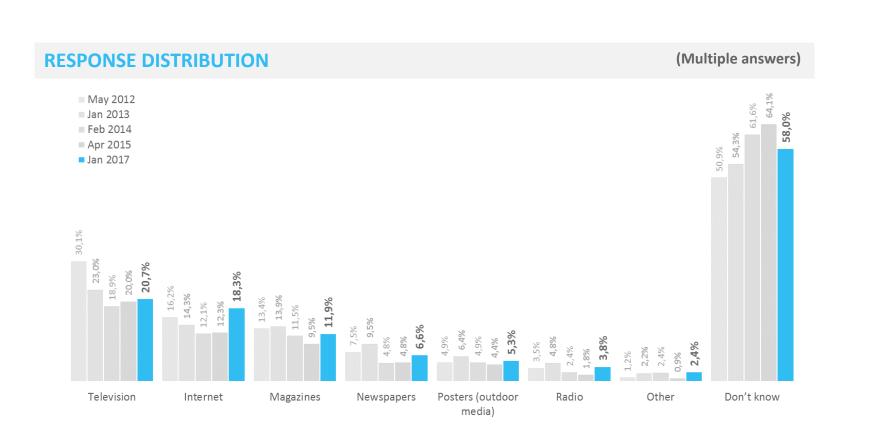
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										Top 10 Answers	Count	Pct.%	Conf.lim +/-
										Fish/Fishing	107		6,3%
										Beer/Alcohol	30	12,7%	4,2%
										Food	24	10,0%	3,8%
CATEGOR								(Up to fiv	ve mentions)	Wool/knit products and	17	7,2%	3,3%
CATEGORI		ONSE L	ISTRIDUT						/e mentionsj	Clothing	16	6,7%	3,2%
										Airlines	16	6,6%	3,1%
%										Natural	15	6,4%	3,1%
50,5% <b>%</b>										Björk	10	4,1%	2,5%
50, <b>44,3</b> %									Apr 2015	Other animals	8	3,4%	2,3%
4									<b>J</b> an 2017	Hot springs/Warm water	6	2,5%	2,0%
										Answered		24,0%	
										Did not answ er Count	764	76,0% 100,0%	
										Asked*		100,0%	
										Not asked	0	0,0%	
	14,7% 2,7%	N								Number of participants		100,0%	
	14,7% 12,7%	11,7% 10,0%	8,3% <b>7,2%</b>	8,0% <b>6,7%</b>	4,0% <b>6,6%</b>	9,8% <b>6,4%</b>	4,7%	5,9% <b>3,4%</b>	3,3% <b>2,5%</b>				
Fish/ Fishing	Beer/ Alcohol	Food	Wool/ knit products and craft	Clothing	Airlines	Natural elements/ Landscape	Björk	Other animals	Hot springs/ Warm water				

All mentions | France

SWER DISTRIBUTION	I   BREA	KDOWN							(Up to five	e mentions)
	Fish/Fishing	g Beer/Alcohol	Food	Wool/knit products and cra	Clothing	Airlines	Natural elements/Lan	Björk dsca	Other animals	Hot springs/Wa water
All 24	41 4	13%	10%	7%	7%	7%	6%	4%	3%	2%
Gender		_	_		-	-				
Male 1		5% 13%	8%	6%	7%	8%	6%	6%	4%	2%
	22 44	12%	12%	8%	6%	5%	7%	2%	3%	3%
Age 18-29 4	0 15%	8%	7%	0%	7%	13%	8%	8%	0%	2%
30 - 59 1			9%	8%	5%	7%	5%	4%	2%	2%
	53 40 58	70% 7%	14%	10%	9%	3%	8%	3%	8%	3%
Lifecvcle		1070	1470	10/0	570	370	070	0.00	070	570
	5 21%	13%	4%	2%	10%	4%	7%	7%	0%	4%
, , , , , , , , , , , , , , , , , , , ,	4 39		16%	9%	2%	9%	7%	2%	2%	2%
Adult family (all kids 7 years+) 4			10%	6%	6%	10%	4%	4%	2%	0%
Post family (no kids at home) 5	52	56% 19%	4%	6%	4%	6%	4%	6%	2%	2%
Retired 4		70% 5%	18%	14%	9%	2%	9%	2%	12%	5%
Residence					_					
Large city 6	6 27%	9%	15%	8%	4%	7%	9%	7%	3%	0%
Small city or medium sized town 1	09	52% 14%	10%	6%	9%	8%	6%	3%	2%	3%
Rural area or village – 6	51	50% 15%	5%	7%	5%	4%	5%	3%	7%	5%
Education		_		_		_	_	_		
Primary or secondary school 5		7% 13%	13%	10%	2%	4%	10%	4%	2%	3%
Post-secondary 6		50% 8%	10%	8%	5%	5%	5%	5%	8%	3%
Jniversity first degree (BA, B.Sc, B.Ed) 5			5%	5%	8%	10%	7%	7%	2%	0%
, , , , ,	6 4	6% 15%	9%	7%	14%	8%	5%	2%	2%	3%
Employment		_	_	1. A.		_				
Working full-time 1			9%	5%	5%	8%	5%	4%	2%	3%
Working part-time 2		51% 15%	14%	14%	10%	0%	5%	10%	5%	0%
Not working 5		14%	4%	4%	8%	10%	8%	4%	0%	0%
	7	70% 5%	18%	14%	9%	2%	9%	2%	12%	5%
Low 3	379	6 10%	9%	9%	6%	10%	19%	3%	0%	6%
-		7% 15%	6%	11%	9%	2%	2%	6%	7%	2%
Average 9		5% 13%	15%	5%	6%	6%	5%	3%	4%	2%
0		10%	7%	7%	7%	10%	5%	2%	2%	2%
Travelled abroad last 2 years		10/0	//0	170	//0	1070	570	270	270	270
Never 5	8	14%	10%	7%	5%	2%	8%	7%	0%	4%
Once-Twice 1		10%	14%	10%	8%	3%	6%	2%	6%	3%
Three times or more			3%	3%	6%	18%	6%	3%	3%	1%
Segment			1.1	1.1	-		-			
The Sun Lovers 2	9	50% 7%	15%	7%	18%	3%	14%	4%	3%	0%
Active Traveller		60% 10%	10%	8%	11%	15%	2%	0%	0%	2%
Adventure Traveller 4			11%	12%	5%	10%	7%	2%	8%	3%
The Holidaymaker 3	34	51% 6%	6%	14%	0%	5%	7%	6%	0%	6%
The Mainstream Bargain Traveller			9%	1%	4%	1%	6%	7%	5%	2%

mmr

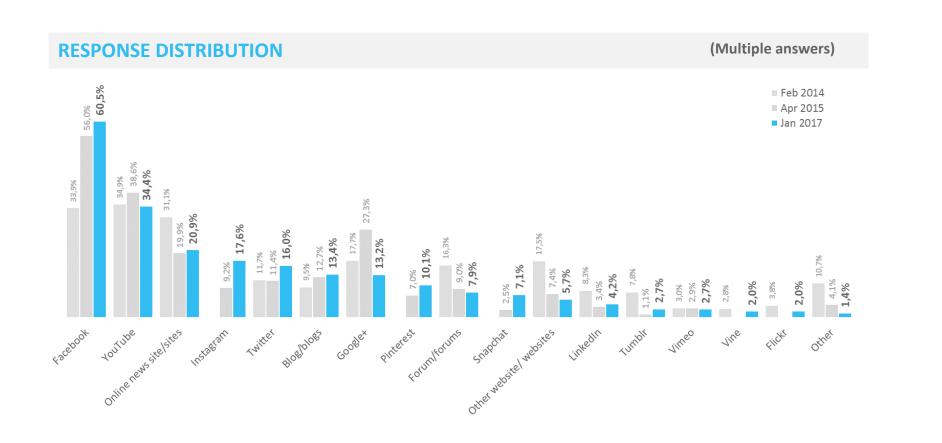


Answers	Count	Pct.%	Conf.lim +/-
Television	183	20,7%	2,7%
Internet	162	18,3%	2,6%
Magazines	105	11,9%	2,1%
Newspapers	59	6,6%	1,6%
Posters (outdoor media)	46	5,3%	1,5%
Radio	33	3,8%	1,3%
Other	21	2,4%	1,0%
Don't know	512	58,0%	3,3%
Total	883		
Answered	883	87,8%	
Did not answ er	122	12,2%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



ESPONSE DISTRIBUTIO	ON	CROSS SI	PLITS					(Mu	ltiple answers
		Television	Internet	Magazines	Newspapers	Posters (outdoor media)	Radio	Other	Don't knov
All	883	21%	18%	12%	7%	5%	4%	2%	58%
Gender									
Male	430	26%	24%	13%	8%	6%	5%	3%	53%
Female	453	16%	13%	11%	5%	5%	3%	2%	63%
Age		_		_	_	_			
18 - 29	187	13%	26%	8%	9%	5%	3%	2%	58%
30 - 59	470	22%	15%	11%	7%	6%	3%	2%	58%
60 +	225	25%	19%	17%	4%	4%	6%	3%	58%
Lifecycle		-			=		1		
Before family (young or with no kids)	217	15%	24%	9%	9%	5%	3%	1%	60%
Young family (kids 0-6 years)	136	18%	20%	13%	12%	7%	4%	4%	45%
Adult family (all kids 7 years+)	177	19%	12%	12%	3%	6%	3%	2%	64%
Post family (no kids at home)	165	26%	14%	10%	7%	5%	4%	1%	61%
Retired	175	26%	21%	16%	4%	3%	5%	4%	56%
Residence	220	2444	2404	420/	9%	8%	201	4.07	5.00
Large city Small city or medium sized town	230 392	21% 20%	21%	12%	7%	4%	3% 4%	1% 3%	<u>56%</u> 58%
Rural area or village	249	22%	14%	10%	5%	5%	4%	2%	62%
Education	249	ZZ70	1470	10%	370	370	470	2.70	02%
Primary or secondary school	249	23%	13%	13%	6%	5%	3%	2%	60%
Post-secondary	249	25%	19%	9%	7%	4%	4%	2%	51%
University first degree (BA, B.Sc, B.Ed)	218	19%	19%	13%	7%	5%	3%	3%	60%
University higher degree (M.Sc, Ph.D)	177		24%	12%	5%	7%	4%	3%	60%
Employment	1//	1370	2470	1270	570	770	470	570	0070
Working full-time	376	20%	15%	13%	8%	8%	4%	2%	58%
Working part-time	93	21%	21%	9%	8%	4%	2%	2%	55%
Not working	211	17%	22%	7%	6%	4%	3%	3%	60%
Retired	175	26%	21%	16%	4%	3%	5%	4%	56%
Income					•	•			
Low	156	17%	19%	8%	6%	3%	5%	3%	64%
Low average	192	25%	20%	14%	7%	6%	3%	3%	54%
Average	335	20%	15%	11%	8%	5%	4%	2%	59%
High or high average	169	20%	21%	15%	5%	7%	4%	2%	54%
Travelled abroad last 2 years									
Never	317	19%	10%	8%	4%	2%	2%	3%	69%
Once- Twice	345	20%	21%	14%	7%	7%	5%	2%	54%
Three times or more	215	25%	26%	15%	10%	7%	5%	3%	48%
Segment				_	_				
The Sun Lovers	128	24%	18%	13%	4%	2%	_ 1%	4%	60%
Active Traveller	199	19%	22%	13%	4%	4%	4%	3%	60%
Adventure Traveller	150	20%	25%	14%	9%	9%	6%	3%	56%
The Holidaymaker	133	14%	8%	7%	5%	2%	2%	2%	74%
The Mainstream Bargain Traveller	268	24%	17%	11%	9%	8%	5%	2%	49%



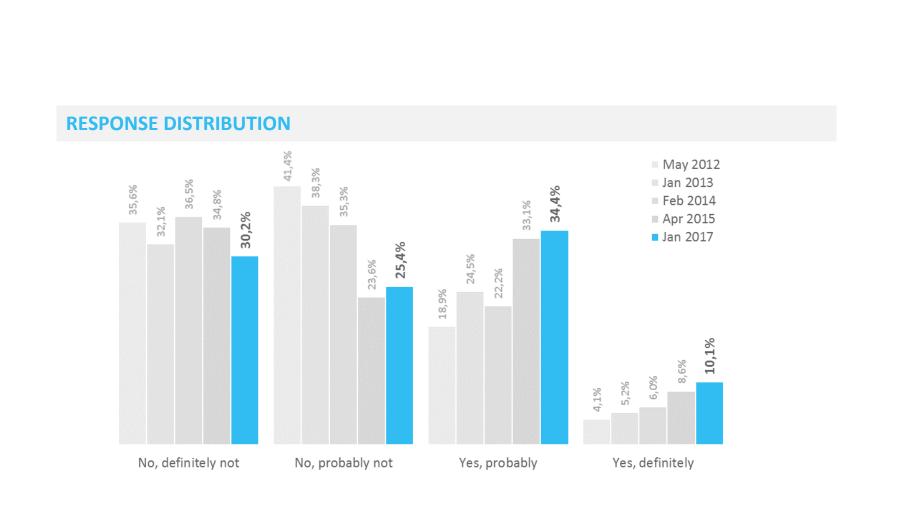


Answers	Count	Pct.%	Conf.lim +/-
Facebook	84	60,5%	8,1%
YouTube	48	34,4%	7,9%
Online news site/sites	29	20,9%	6,7%
Instagram	25	17,6%	6,3%
Twitter	22	16,0%	6,1%
Blog/blogs	19	13,4%	5,7%
Google+	18	13,2%	5,6%
Pinterest	14	10,1%	5,0%
Forum/forums	11	7,9%	4,5%
Snapchat	10	7,1%	4,2%
Other website/ websites	8	5,7%	3,8%
LinkedIn	6	4,2%	3,3%
Tumblr	4	2,7%	2,7%
Vimeo	4	2,7%	2,7%
Vine	3	2,0%	2,3%
Flickr	3	2,0%	2,3%
Other	2	1,4%	1,9%
Total	139		
Answered	139	86,2%	
Did not answ er	22	13,8%	
Count	162	100,0%	
Asked*	162	16,1%	
Not asked	843	83,9%	
Number of participants	1005	100,0%	

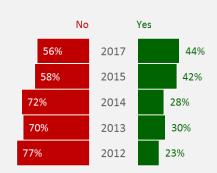
SPONSE DISTRIBUTIO	DN	CROSS SPLI	TS					(Mul	tiple answers
		Facebook	YouTube	Online news site/sites	Instagram	Twitter	Blog/blogs	Google+	Pinterest
All	139	61%	34%	21%	18%	16%	13%	13%	10%
Gender						-	_	_	
Male Female	84 55	64% 56%	40%	26%	15%	16% 16%	14% 13%	13% 13%	9% 11%
Age	55	56%	25%	13%	22%	16%	13%	13%	11%
18 - 29	45	67%	34%	15%	30%	17%	13%	2%	15%
30 - 59	61	62%	41%	21%	12%	20%	17%	14%	6%
60 +	33	48%	22%	30%	10%	7%	7%	26%	10%
Lifecycle									
Before family (young or with no kids)	46	75%	35%	17%	31%	25%	12%	8%	15%
Young family (kids 0-6 years)	25	61%	35%	11%	12%	19%	15%	12%	8%
Adult family (all kids 7 years+)	18	55%	67%	17%	23%	16%	28%	11%	11%
Post family (no kids at home) Retired	21 27	48%	24%	23%	0%	5% 8%	0%	10%	5% 4%
Residence	27	52%	2470	52%	070	070	10%	2470	470
Large city	42	73%	44%	7%	25%	21%	18%	12%	11%
Small city or medium sized town	64	49%	35%	25%	14%	16%	12%	14%	11%
, Rural area or village	33	65%	22%	29%	13%	9%	9%	14%	6%
Education									
Primary or secondary school	28	55%	32%	33%	7%	11%	3%	15%	11%
Post-secondary	35	49%	31%	14%	12%	5%	9%	15%	9%
University first degree (BA, B.Sc, B.Ed)	35	75%		12%	25%	25%	15%	17%	11%
University higher degree (M.Sc, Ph.D)	39	65%	39%	27%	21%	19%	24%	7%	10%
<b>Employment</b> Working full-time	51	59%	43%	18%	19%	20%	18%	13%	11%
Working part-time	16	50%	37%	12%	6%	12%	6%	0%	0%
Not working	42	74%	30%	17%	23%	19%	9%	10%	14%
Retired	27	52%	24%	32%	8%	8%	16%	24%	4%
Income									
Low	24	65%	51%	18%	17%	8%	17%	18%	13%
8	33	64%	32%	16%	12%	27%	7%	9%	6%
Average	43	57%	34%	24%	18%	11%	15%	9%	7%
High or high average Travelled abroad last 2 years	33	62%	26%	25%	22%	19%	15%	19%	15%
	25	60%	27%	25%	8%	12%	12%	13%	12%
Once- Twice	64	51%	35%	21%	14%	18%	6%	11%	11%
Three times or more	48	73%	37%	20%	28%	16%	24%	17%	8%
Segment									
	21	48%	14%	19%	5%	9%	13%	15%	10%
Active Traveller	36	60%	22%	25%	14%	8%	8%	20%	3%
Adventure Traveller The Holidaymaker	34	83		24%	31%	20%	26%	6%	21%
	8	39%	48%	13%	0%	0%	25%	0%	11%

mmr

# [Q12] Would you consider travelling to Iceland during the months of September through to April?



Answers	Count	Pct.%	Conf.lim +/-
No, definitely not	249	30,2%	3,1%
No, probably not	209	25,4%	3,0%
Yes, probably	283	34,4%	3,2%
Yes, definitely	83	10,1%	2,1%
Total	823	100%	
Answered	823	81,8%	
Did not answ er	182	18,2%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

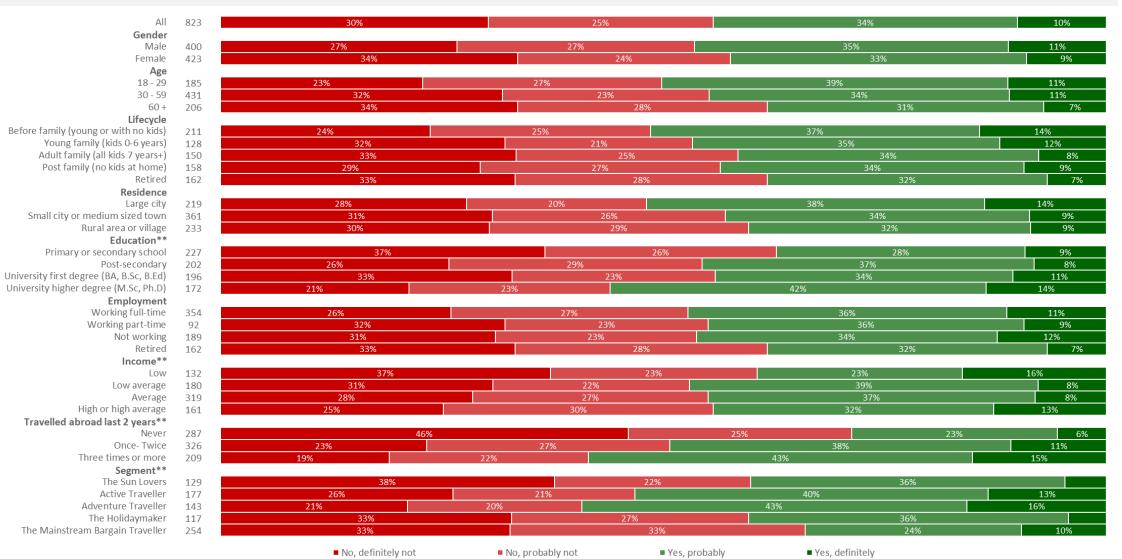


\*Asked: All respondents



[Q12] Would you consider travelling to Iceland during the months of September through to April?

France



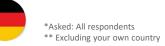
**Detailed Results | Germany** 



mmr

First mention | Germany

		Top 10 Answers	Count	Pct.%	Conf.lim +/-
		Spain	138	14,3%	2,2%
		Italy	118	12,2%	2,1%
CATEGORIZED RESPONSE DISTRIBUTION	(First of up to three mentions)	France	67	7,0%	1,6%
		USA	65	6,8%	1,6%
		Austria	55	5,7%	1,5%
Top 10 mentions	Comparason countries	Greece	38	3,9%	1,2%
	🗏 Apr 2015	Sweden	34	3,5%	1,2%
16,2% 3%	<b>J</b> an 2017	Canada	34	3,5%	1,2%
16, <b>33</b>		Thailand	29	3,0%	1,1%
16, 12,4% 12,2%		United Kingdom	29	3,0%	1,1%
1 <b>1</b>		Comparison countries	5		
		Canada	34	3,5%	1,2%
N <sup>2</sup>		Norway	25	2,6%	1,0%
6,4% 6,7% <b>6,8%</b>		New Zealand	17	1,8%	0,8%
		Iceland	15	1,6%	0,8%
	3.5% 8% 8%	Finland	3	0,3%	0,4%
3,4% 3,4% 3,4% 3,4% 3,0% 3,0% 3,0% 3,0% 3,0% 3,0% 3,0% 3,0	% <b>0°</b> , <b>0°</b> , <b>0°</b> , <b>0</b> ,	Answered	962	91,9%	
	1,5 1,6 0,6% 0,3%	Did not answ er	85	8,1%	
		Count	1047	100,0%	
1 2 3 4 5 6 7 8 9 10	8 11 17 20 36	Asked*	1047	100,0%	
Spain Italy France USA Austria Greece Sweden Canada Thailand United	Canada Norway New Iceland Finland	Not asked	0	0,0%	
Kingdom	Zealand	Number of participants	10/7	100,0%	



First mention | Germany

United Kingdom

### **CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS**

(First of up to three mentions)

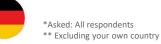
All	962	14%	12%	7%	7%	6% 4% 4%	4% 3%	
Gender								
Male	474	13%	11%	8%		6% 4% 3%	4% 4%	
Female	489	15%	13%	6%	6%	6% 4% 4%	3%	
Age								
18 - 29	189	17%	9%	6%	10%	5% 5%	3% 4%	
30 - 59	553	14%	13%	7%	7%	<b>6% 5% 3</b> °	% 4% 3% 4%	6
60 +	220	13%	13%	8%	5%	8% 3% 3%		
Lifecycle								
Before family (young or with no kids)	270	15%	11%	6%	8% 49		6 5% 4%	
Young family (kids 0-6 years)	104	13%	13%	7%	9%	8% 5%	4%	
Adult family (all kids 7 years+)	116	11%	17%	4%		5% 7%	6%	
Post family (no kids at home)	283	16%	11%	9%	5%	7% 6%	5% 3	3%
Retired	165	12%	14%	8%	6%	6%		
Residence								
Large city	285	17%	10%	7%		5% 6% 55	0,0 0,0	
Small city or medium sized town	392	13%	13%	7%	7%	5% 3% 3%	5%	
Rural area or village	266	13%	14%	6%	7%	7% 3%	4% 3%	
Education								
Primary or secondary school	358	16%	10%		5% 6%	4% 5% 3%		
Post-secondary	202	17%	13%		7% 6%	3% 3% 3%		
University first degree (BA, B.Sc, B.Ed)	175	13%	17%		8% 6%	6% 4%	4% 59	
University higher degree (M.Sc, Ph.D)	94	6% 12%	13%		8%	12% 5%	6 4% 4	4%
Employment								
Working full-time	462	14%	12%	8%	7%			3%
Working part-time	126	17%	14%		8% 5%	7% 6%		
Not working	171	15%	8% 4%	10%	5%	6% 8%	4% 3%	
Retired	165	12%	14%	8%	6%	6%		
Income								
Low	117	15%		9%	8%	4% 6%		
Low average	206	17%	15%		6% 5%	7% 4%	3%	
Average	390	15%	12%	8%	7%			3%
High or high average	176	13%	11%	5% 6%	7%	5% 5% 5	5% 7%	
Travelled abroad last 2 years								
Never	250	11%			6% 6%	4% 5%	4% 5%	
Once- Twice	378	16%	13%	7%	7%		%	
Three times or more	318	15%	13%	6%	8%	5% 4%	5% 6%	
Segment								
The Sun Lovers	179	19%		17%	4%		3% 3%	
Active Traveller	173	5% 12%	6% 59		0% 4%		5%	
Adventure Traveller	125	11% 69		9%	<b>6%</b> 79		7% 4%	
The Holidaymaker	201	17%	15%		9%	7% 4%	3% 39	%
The Mainstream Bargain Traveller	277	17%	11%	9%	7%	4% 5%	4%	
		🗖 Spain 🛛 🗖 Ita	ly 🗧 France	USA 🛛	<ul> <li>Austria</li> </ul>	Greece	Sweden	Canada 🛛 🗖 Thail



mmr

All mentions | Germany

		Top 10 Answers	Count Pct.%	Conf.lim +/-
		Italy	335 33,29	
		Spain	318 31,59	
CATEGORIZED RESPONSE DISTRIBUTION	(Up to three mentions)	France	180 17,89	
		USA	164 16,29	
Top 10 montions	Comparason countrios	Greece	135 13,39	<i>,</i>
Top 10 mentions	Comparason countries	Austria	133 13,19	
	Apr 2015	United Kingdom	103 10,29	
	■ Jan 2017	Canada	93 9,2%	
- 29		Sweden	87 8,6%	,
33,4% 33,2% 31,5%		Norway	82 8,1%	% 1,7%
m H m		Comparison countries	;	
		Canada	93 9,2%	% 1,8%
20,4% 1 <b>7,8%</b> 6,2% 1%		Norway	82 8,1%	% 1,7%
20, 20, 20, 20, 20, 20, 20, 20, 20, 20,		Iceland	46 4,6%	% 1,3%
<b>% % % % %</b>		New Zealand	42 4,2%	% 1,2%
<b>66% 5% 1 1 1 1 1 1 1 1 1 1</b>	,7% 9,2% 8,1% 2%	Finland	20 2,0%	% 0,9%
<b>2 3 3 3 3 3 3 3 3 3 3</b>	<b>% 5 6 7 1</b>	Answered	1010 96,5	%
	<b>4</b> <b>4</b> <b>2,0</b> °	Did not answ er	37 3,5%	6
		Count	1047 100,0	1%
1 2 3 4 5 6 7 8 9 10	8 10 18 21 28	Asked*	1047 100,0	1%
Italy Spain France USA Greece Austria United Canada Sweden Norway	Canada Norway Iceland New Finland	Not asked	0 0,0%	6
Kingdom	Zealand	Number of participants	1047 100,0	1%



All mentions | Germany

TEGORIZED RESPON	<b>ISE</b>	DISTRIBU		P 10 ME	NTIONS	CROSS SPL	ITS			(Up to th	ree mentio
		Italy	Spain	France	USA	Greece	Austria	United Kingdom	Canada	Sweden	Norway
All	1010	33%	32%	18%	16%	13%	13%	10%	9%	9%	8%
Gender						—	_				
Male	499	32%	29%	21%	18%	12%	14%		10%	8%	8%
Female	511	35%	34%	15%	15%	14%	12%	11%	8%	9%	8%
Age				_		_		_	_	_	
18 - 29		32%	35%	14%	25%	10%	5%		12%	11%	8%
30 - 59		33%	30%	17%	17%	15%	13%	12%	8%	8%	7%
60 +	230	35%	31%	22%	7%	12%	20%	8%	10%	9%	12%
Lifecycle	277	220/	2.40/	4.40/	2.49/	4.20/	<b>C</b> 04		4404	4.00/	60/
Before family (young or with no kids)		33%	34%	14%	24%	12%	6%		11%	10%	6%
Young family (kids 0-6 years)		33%	31%	18%	19%	6%	12%	10%	8%	11%	13%
Adult family (all kids 7 years+) Post family (no kids at home)		31%	30%	17%	18%	17%	17%	10%	10%	9%	6%
Retired		35% 31%	30%	22%	11% 8%	17%	15%		8%	8%	9%
Residence	176	31%	32%	18%	8%	12%	18%	10%	10%	7%	10%
Large city	200	33%	33%	20%	17%	13%	10%	11%	7%	9%	8%
Small city or medium sized town		31%	33%	16%	17%	15%	12%		10%	8%	8%
Rural area or village		37%	28%	18%	14%	11%	12%		11%	9%	9%
Education	270	3770	2070	1070	1470	1170	1070	370	1170	970	570
Primary or secondary school	276	28%	33%	14%	14%	14%	13%	10%	9%	9%	10%
Post-secondary		36%	36%	20%	19%	12%	14%	10%	8%	6%	7%
University first degree (BA, B.Sc, B.Ed)		40%	31%	19%	12%	11%	11%		10%	11%	7%
University higher degree (M.Sc, Ph.D)		43%	25%	25%	18%	12%	19%		10%	7%	4%
Employment		4370	2370	2370	1070	1270	1970	1470	1070	770	470
Working full-time	481	35%	32%	18%	18%	15%	13%	8%	9%	8%	9%
Working part-time		35%	30%	21%	11%	14%	15%	10%	5%	11%	6%
Not working		28%	30%	15%	23%	10%	8%	15%	13%	10%	6%
Retired		31%	32%	18%	8%	12%	18%		10%	7%	10%
Income						_		—	_	_	
	125	25%	30%	19%	16%	10%	8%	15%	9%	9%	6%
Low average	218	35%	34%	18%	12%	13%	15%	11%	6%	7%	9%
Average	410	36%	32%	19%	17%	14%	13%	10%	9%	9%	9%
High or high average	181	32%	30%	17%	19%	14%	12%		12%	12%	9%
Travelled abroad last 2 years											
Never	271	29%	27%	20%	17%	13%	12%		10%	11%	10%
Once- Twice	394	35%	33%	17%	16%	14%	12%	10%	8%	9%	9%
Three times or more	328	36%	34%	17%	16%	13%	15%	7%	10%	6%	6%
Segment				_			_	_	_	_	
The Sun Lovers		40%	47%	13%	15%	17%	13%		7%	8%	4%
Active Traveller		31%	22%	19%	16%	9%	21%		13%	9%	12%
Adventure Traveller		31%	19%	13%	18%	8%	14%	14%	12%	12%	14%
The Holidaymaker		33%	35%	21%	13%	15%	10%	11%	6%	8%	9%
The Mainstream Bargain Traveller	294	32%	32%	20%	18%	15%	11%	6%	9%	8%	5%





### **RESPONSE DISTRIBUTION**

[Q2\_1]I like to travel independently

[Q2\_2]I prefer to take holidays off the beaten track

[Q2\_3]I only want to go to holiday destinations where it's warm and sunny

[Q2\_4]I like to learn about the history and culture of the destination that I'm visiting

[Q2\_5]I like spending time outdoors in nature

[Q2\_6]I like to travel during the months of September through to April

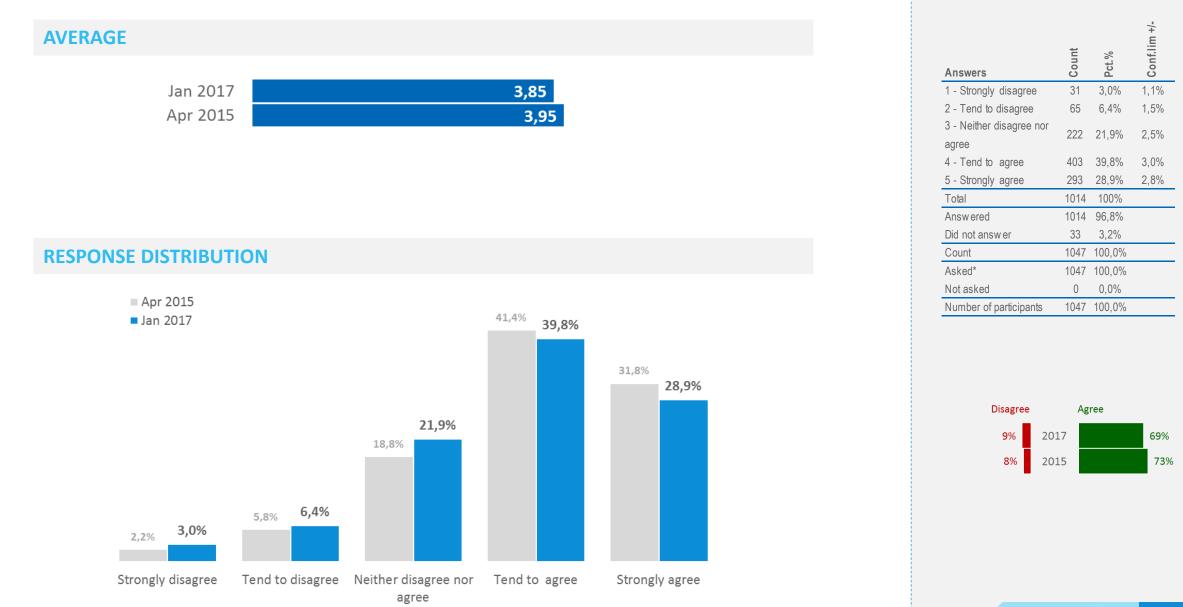
[Q2\_7]I actively seek new travel experiences

[Q2\_8]I use the internet and social media on a regular basis to get information about what's happening in the world [Q2\_9]I use social media on a regular basis to share my experiences with other people

	6%		22%			40	0%			2				
		12%		33%				34%			16%			
10	0%	1	7%	24%		31%		1%	18%		%			
5	5%	16%		45%			31%				31%			
		16%		44% 34%			44% 34%							
6%		19%			32%				29%	6	:	L <b>4</b> %		
6%		14%			30%			:	35%		1	5%		
9	%	9%		17%			38%			27%				
		31%				21%		21%		19%		8%		
	Stron	gly disagree	e Te	end to di	isagree	= Neither disa	agree no	r agree	■ Tend	to agree	Strongly	agree		



# [Q2\_1] I like to travel independently



\*Asked: All respondents



# [Q2\_1] I like to travel independently

Germany

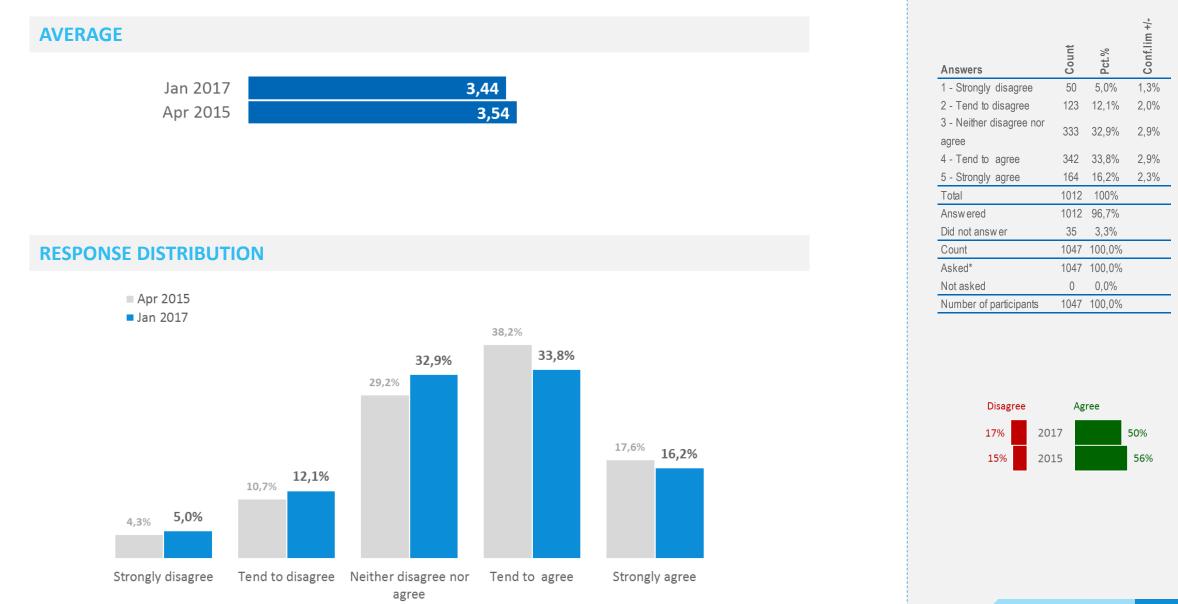
### **RESPONSE DISTRIBUTION | CROSS SPLITS**



\*\* Statistically significant difference between groups (p<0,05)



## [Q2\_2] I prefer to take holidays off the beaten track



\*Asked: All respondents



## [Q2\_2] I prefer to take holidays off the beaten track

Germany

### **RESPONSE DISTRIBUTION | CROSS SPLITS**

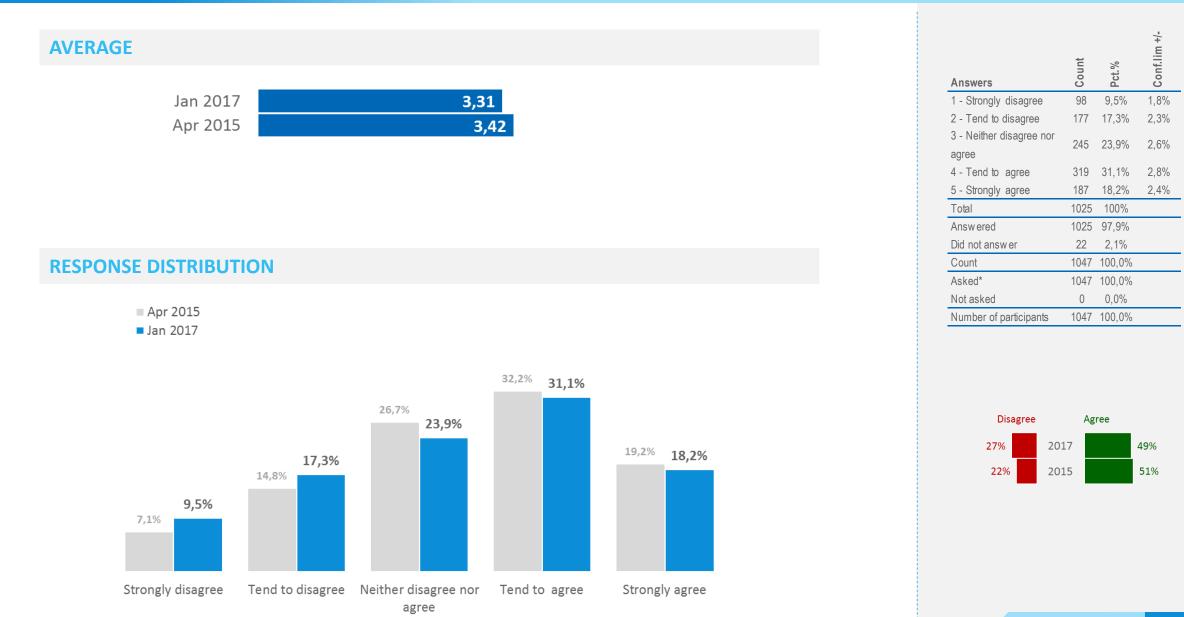
All	1012	12%	33%	34%	16%	3,4
Gender						
Male	507	12%	30%	36%	17%	3,5
Female	505	5% 12%	35%	31%	16%	3,4
Age						
18 - 29	199	13%	32%	39%	12%	3,4
30 - 59	582	12%	34%	33%	16%	3,4
60 +	232	6% 12%	31%	32%	19%	3,5
Lifecycle						
Before family (young or with no kids)	277	5% 13%	34%	34%	14%	3,4
Young family (kids 0-6 years)	113	14%	31%	38%	13%	3,4
Adult family (all kids 7 years+)	121	11%	36%	36%	16%	3,5
Post family (no kids at home)	294	5% 11%	33%	33%	18%	3,5
Retired	179	7% 12%	29%	32%	20%	3,4
Residence						
Large city	301	5% 12%	33%	32%	18%	3,5
Small city or medium sized town	412	12%	34%	35%	15%	3,5
Rural area or village	279	<b>6%</b> 13%	31%	33%	17%	3,4
Education						
Primary or secondary school	382	6% 11%	36%	31%	16%	3,4
Post-secondary	212	12%	30%	36%	18%	3,5
University first degree (BA, B.Sc, B.Ed)	182	12%	27%	43%	14%	3,5
University higher degree (M.Sc, Ph.D)	102	10%	35%	28%	23%	3,6
Employment						
Working full-time	483	12%	33%	34%	18%	3,5
Working part-time	135	6% 11%	33%	35%	15%	3,4
Not working	173	6% 14%	33%	37%	10%	3,3
Retired	179	7% 12%	29%	32%	20%	3,4
Income						
Low	124	9% 8%	34%	35%	14%	3,4
Low average	214	6% 12%	31%	34%	17%	3,4
Average	413	13%	32%	35%	17%	3,5
High or high average	184	6% 10%	31%	32%	21%	3,5
Travelled abroad last 2 years**						
Never	275	8% 15%	35%	33%	10%	3,2
Once- Twice	392	13%	34%	32%	17%	3,5
Three times or more	329	9%	29%	37%	21%	3,6
Segment**						
The Sun Lovers	182		22%	42%	22%	2,9
Active Traveller	180		26%	44%	22%	3,8
Adventure Traveller	134	8% 11%	23%	35%	23%	3,6
The Holidaymaker	213	5% 7%	27%	39%	22%	3,7
The Mainstream Bargain Traveller	303	14%	41%	30%	13%	3,4
		Strongly disagree	Tend to disagree	Neither disagree nor agree	agree Strongly agree	Average





## [Q2\_3] I only want to go to holiday destinations where it's warm and sunny

#### Germany



[Q2\_3] I only want to go to holiday destinations where it's warm and sunny

Germany

### **RESPONSE DISTRIBUTION | CROSS SPLITS**

All	1025	10% 17%	24%	31%	18%	3,3
Gender						
Male	512	10% 16%	26%	32%	17%	3,3
Female	513	9% 19%	22%	30%	20%	3,3
Age						
18 - 29	204	13% 19%	22%	33%	14%	3,2
30 - 59	589	9% 16%	24%	32%	20%	3,4
60 +	233	8% 20%	27%	28%	18%	3,3
Lifecycle**						
Before family (young or with no kids)	282	16% 209		27%	15%	3,1
Young family (kids 0-6 years)	113	11% 15%	25%	33%	16%	3,3
Adult family (all kids 7 years+)	125	6% 17%	18%	32%	28%	3,6
Post family (no kids at home)	296	7% 14%	25%	36%	18%	3,4
Retired	179	7% 20%	27%	28%	19%	3,3
Residence						
Large city	303	9% 18%	27%	30%	17%	3,3
Small city or medium sized town	419	8% 16%	24%	31%	20%	3,4
Rural area or village	283	13% 18%	20%	33%	16%	3,2
Education**						
Primary or secondary school	386	7% 15%	26%	31%	21%	3,4
Post-secondary	215	7% 23%	18%	30%	22%	3,4
University first degree (BA, B.Sc, B.Ed)	183	12% 17%	26%	32%	13%	3,2
University higher degree (M.Sc, Ph.D)	101	17% 20	0% 23%	26%	15%	3,0
Employment						
Working full-time	486	10% 16%	22%	32%	20%	3,4
Working part-time	138	9% 19%	23%	27%	23%	3,4
Not working	178	13% 17%	26%	31%	13%	3,1
Retired	179	7% 20%	27%	28%	19%	3,3
Income						
Low	126	7% 17%	26%	32%	18%	3,4
Low average	221	12% 16%	24%	31%	18%	3,3
Average	415	9% 19%	25%	28%	20%	3,3
High or high average	184	11% 16%	19%	35%	19%	3,3
Travelled abroad last 2 years**						
Never	281	13% 15%	30%	27%	15%	3,1
Once- Twice	396	6% 16%	23%	36%	19%	3,5
Three times or more	332	10% 21%	20%	29%	20%	3,3
Segment**						
	182	11%	55%		31%	4,
The Sun Lovers		26%	41%	3	0%	2,1
Active Traveller	183	0.000				
Active Traveller Adventure Traveller	134	25%	43%		31%	2,1
Active Traveller	134 214	25% 7% 14% 26%	43% 23% 42'	36%	31% 20% 28%	2,1 3,5 3,9

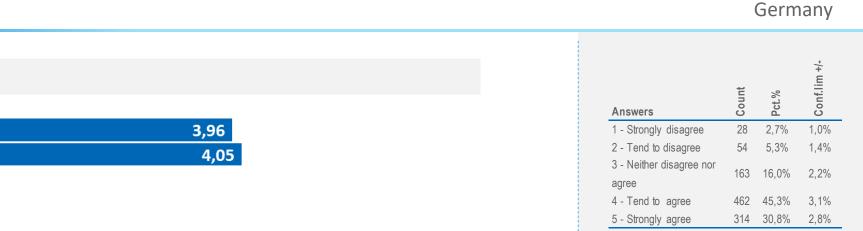


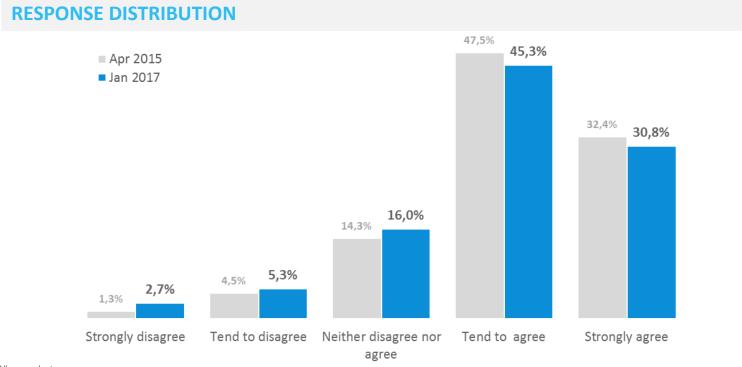
## [Q2\_4] I like to learn about the history and culture of the destination that I'm visiting

**AVERAGE** 

Jan 2017

Apr 2015





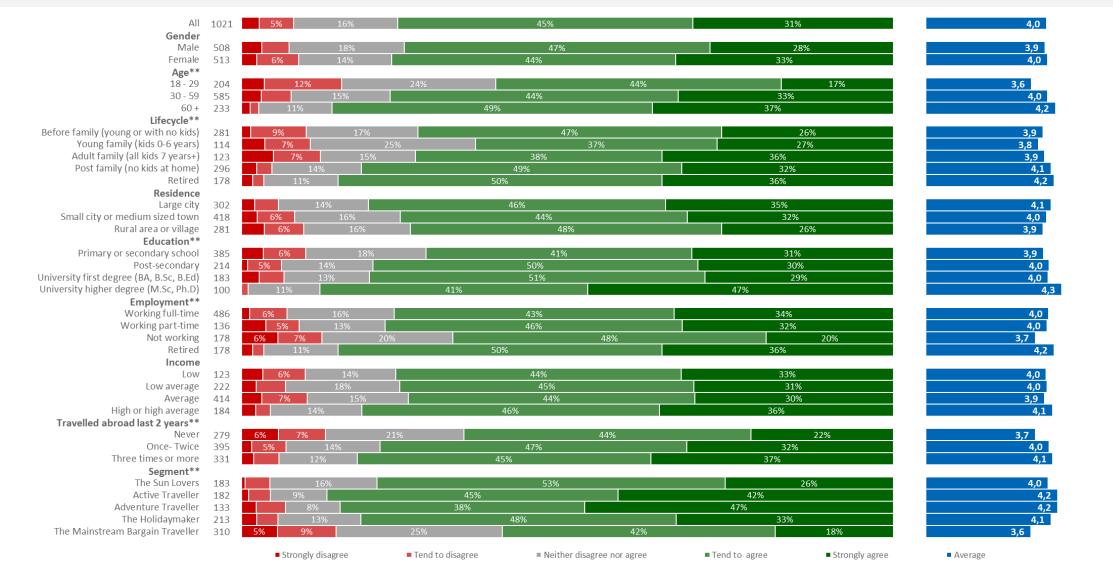
1 - Strongly disagree	28	2,7%	1,0%
2 - Tend to disagree	54	5,3%	1,4%
3 - Neither disagree nor agree	163	16,0%	2,2%
4 - Tend to agree	462	45,3%	3,1%
5 - Strongly agree	314	30,8%	2,8%
Total	1021	100%	
Answered	1021	97,5%	
Did not answ er	26	2,5%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



[Q2\_4] I like to learn about the history and culture of the destination that I'm visiting

Germany

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

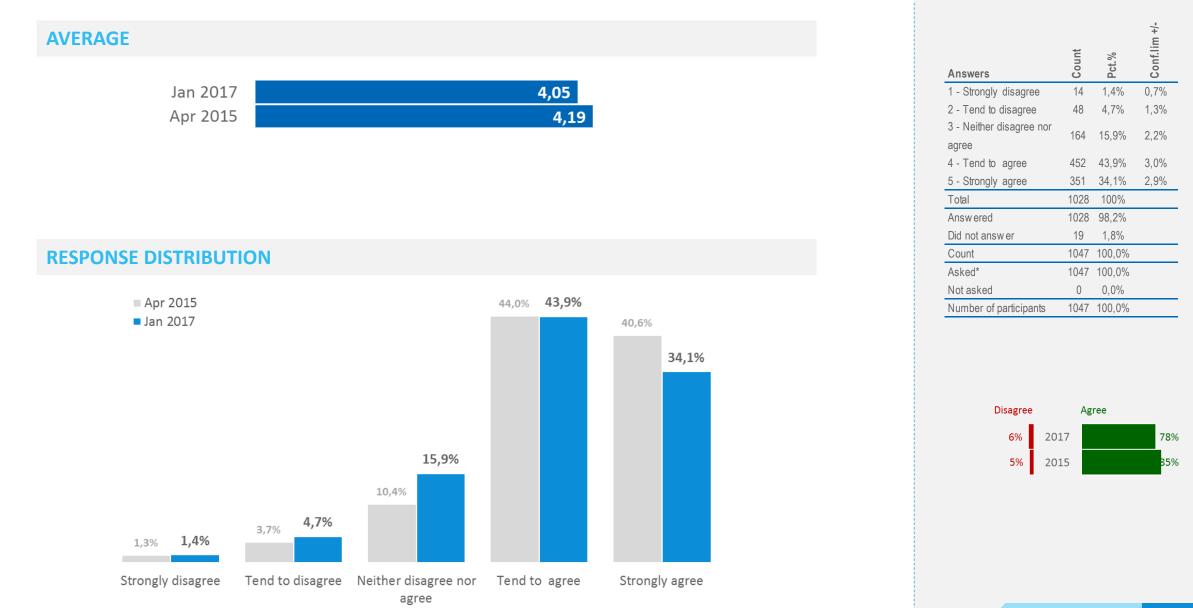


\*Asked: All respondents



## [Q2\_5] I like spending time outdoors in nature

#### Germany



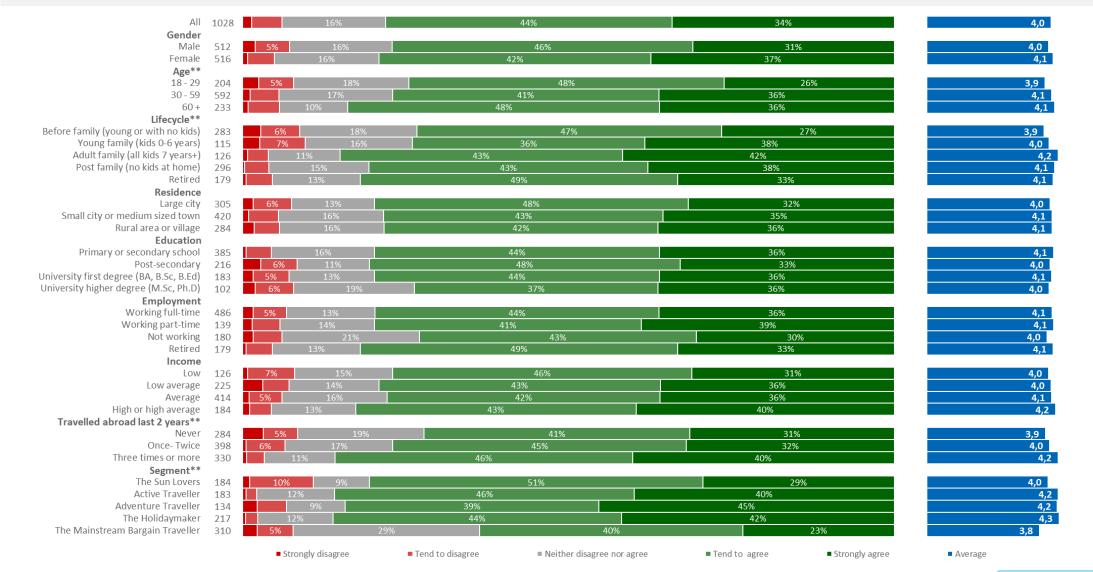
\*Asked: All respondents



## [Q2\_5] I like spending time outdoors in nature

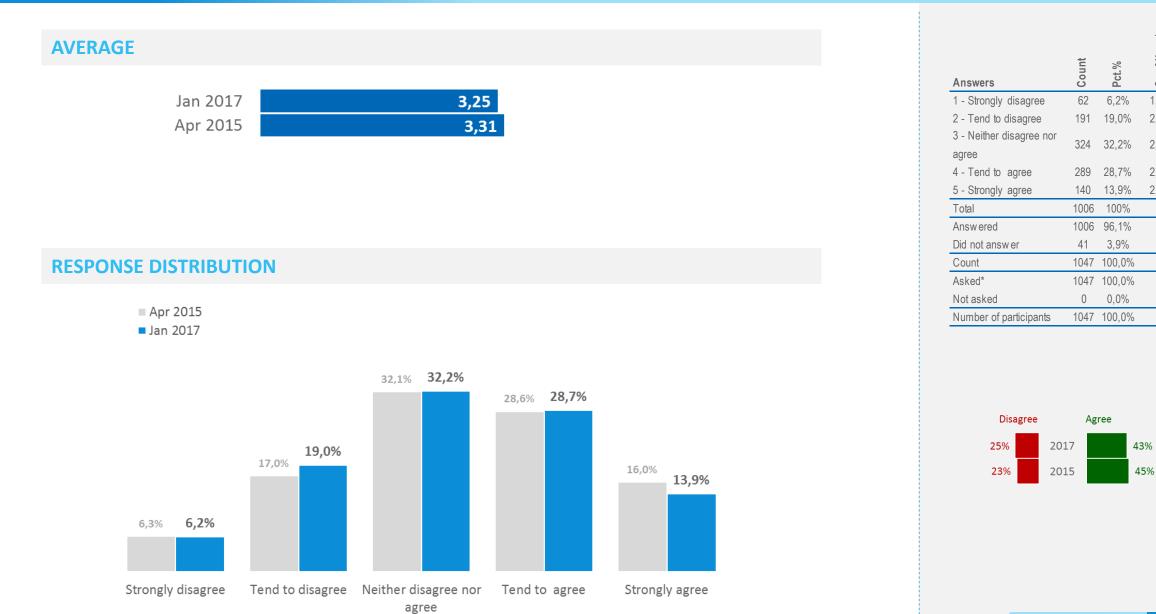
Germany

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



[Q2\_6] I like to travel during the months of September through to April Germany





Conf.lim +/-

1,5% 2,4%

2,9%

2,8%

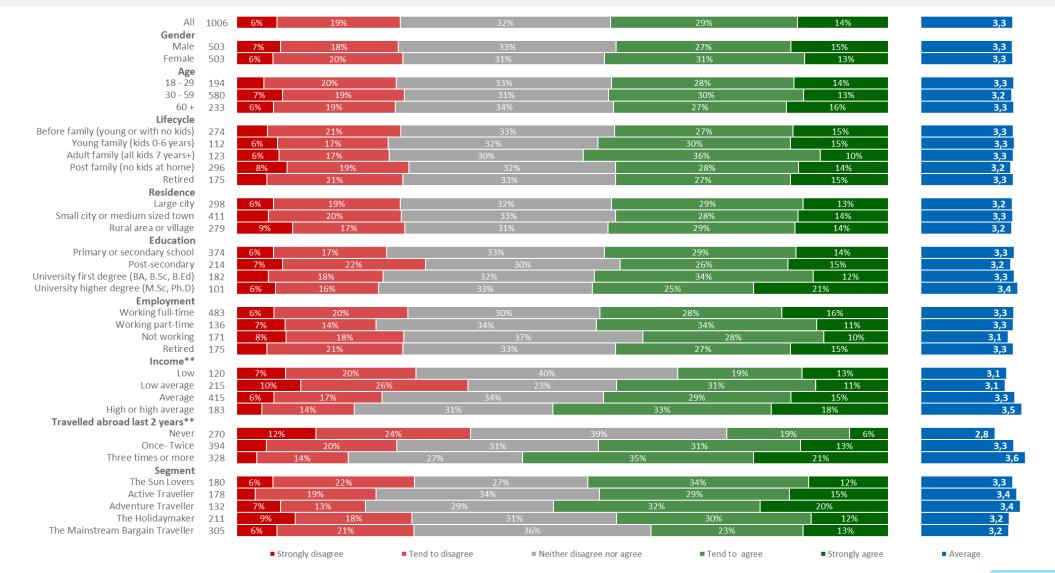
2,1%



## [Q2\_6] I like to travel during the months of September through to April

Germany

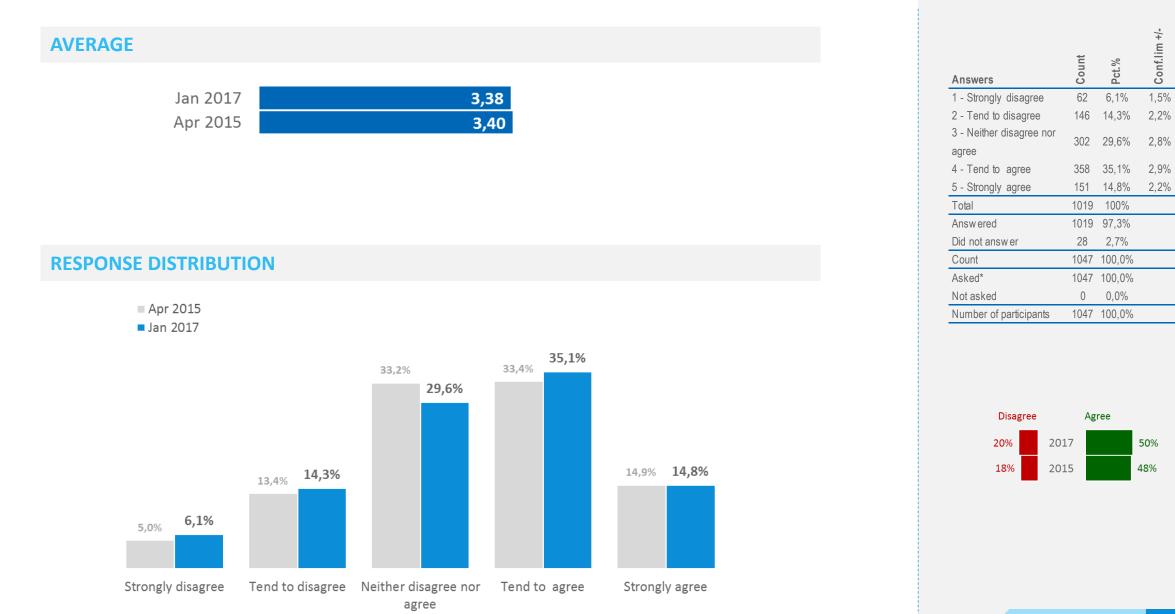
#### **RESPONSE DISTRIBUTION | CROSS SPLITS**





### [Q2\_7] I actively seek new travel experiences

#### Germany



\*Asked: All respondents



## [Q2\_7] I actively seek new travel experiences

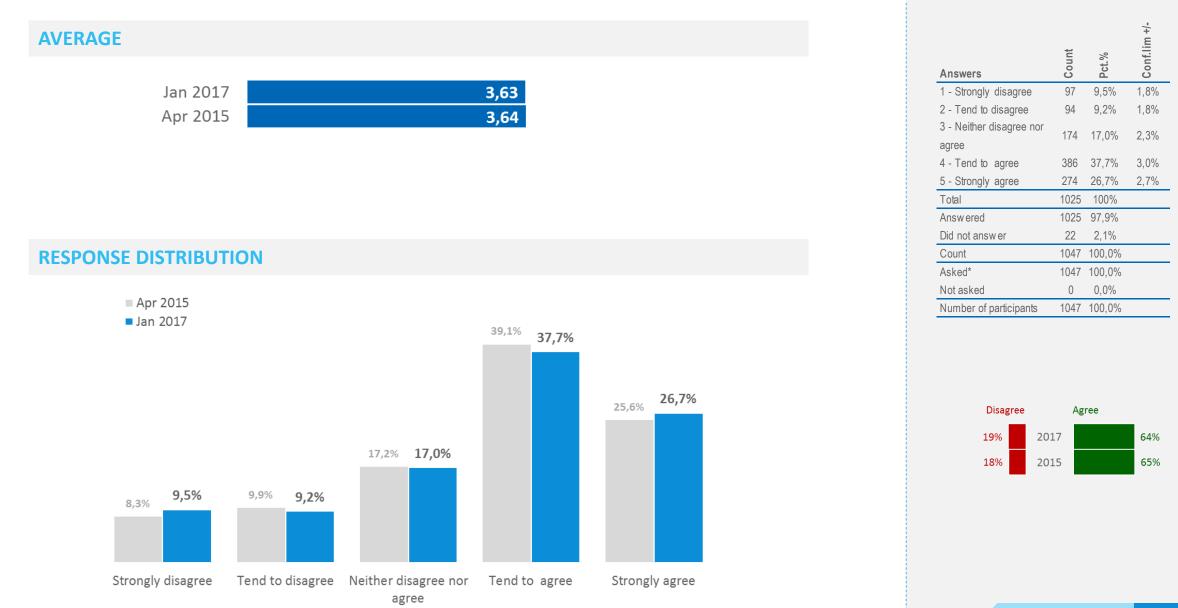
Germany

## **RESPONSE DISTRIBUTION | CROSS SPLITS**

All	1019	6% 14%	30%	35%	15%	3,4
Gender	500	50/	240/	2.00		
Male Female	509 509	6% 14% 6% 14%	<u> </u>	34%	14%	3,4
Age**	509	6% 14%	28%	36%	15%	3,4
Age*** 18 - 29	200	11%	27%	40%	18%	3,6
30 - 59	589	6% 15%	30%	33%	17%	3,4
60 +	231	7% 16%	32%	37%	8%	3,4
Lifecvcle**	231	170 1070	3270	5170	070	5,2
Before family (young or with no kids)	281	6% 11%	26%	39%	18%	3,5
Young family (kids 0-6 years)	113	6% 18%	33%	28%	15%	3,3
Adult family (all kids 7 years+)	123	13%	25%	42%	19%	3,7
Post family (no kids at home)	297	7% 17%	30%	32%	14%	3,3
Retired	176	10% 15%	34%	33%	8%	3,1
Residence						-/-
Large city	302	7% 15%	26%	34%	18%	3,4
Small city or medium sized town	416	5% 13%	30%	38%	14%	3,4
Rural area or village	282	7% 16%	32%	33%	12%	3,3
Education**						
Primary or secondary school	382	7% 14%	34%	32%	13%	3,3
Post-secondary	216	6% 14%	25%	39%	16%	3,4
University first degree (BA, B.Sc, B.Ed)	181	17%	23%	41%	17%	3,5
University higher degree (M.Sc, Ph.D)	101	11%	25%	36%	25%	3,7
Employment**						
Working full-time	486	12%	27%	37%	21%	3,6
Working part-time	136	7% 21%	27%	36%	10%	3,2
Not working	178	9% 16%	32%	31%	11%	3,2
Retired	176	10% 15%	34%	33%	8%	3,1
Income**	105		2001			
Low	126	12% 17%	30%	33%	7%	3,1
Low average	220	8% 17%	29%	35%	11%	3,2
Average	414	13%	31% 22%	36%	16%	3,5
High or high average	183	14%	22%	34%	25%	3,6
Travelled abroad last 2 years** Never	281	15%	24%	40%	19%	2,7
Once- Twice	395	13%	31%	38%	19%	3,4
Three times or more	327	8% 19%	51%	46%	26%	3,9
Segment**	527	070 1270		+070	2070	3,5
The Sun Lovers	183	22%	29%	33%	10%	3,2
Active Traveller	180	17%	28%	40%	12%	3,4
Adventure Traveller	133	7% 7% 14%		47%	23%	3.7
The Holidaymaker	214	11% 12%	33%	32%	13%	3,2
The Mainstream Bargain Traveller	309	13%	35%	30%	18%	3,4
		<ul> <li>Strongly disagree</li> </ul>	Tend to disagree	ither disagree nor agree Tend to agree	<ul> <li>Strongly agree</li> </ul>	Average



[Q2\_8] I use the internet and social media on a regular basis to get information about what's happening in the world Germany





[Q2\_8] I use the internet and social media on a regular basis to get information about what's happening in the world Germany

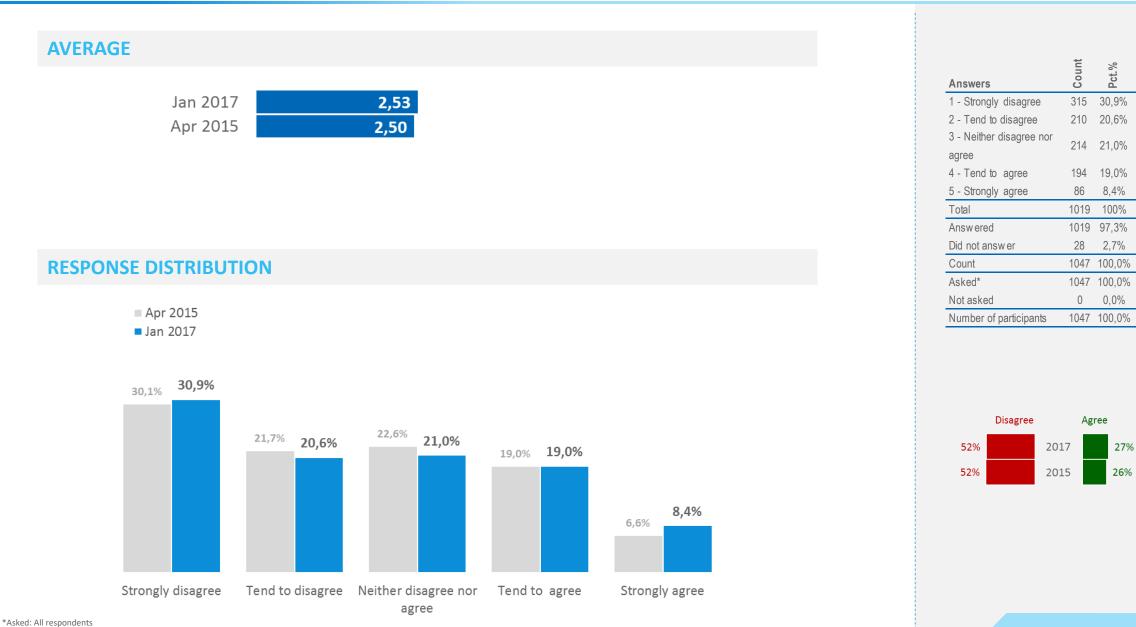
#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

All	1025	9% 9%	17%	38%		27%	3.6
Gender							
Male	512	8% 9%	17%	37%		29%	3,7
Female	513	11% 9%	17%	38%		24%	3,6
Age**							
18 - 29	205	9% 19%		42%		28%	3,8
30 - 59	589	11% 8%	19%	34%		29%	3,6
60 +	232	13% 11%	11%	44%		21%	3,5
Lifecycle**							
Before family (young or with no kids)	283	7% 10%	17%	36%		29%	3,7
Young family (kids 0-6 years)	115	18%	201	43%		30%	3,9
Adult family (all kids 7 years+) Post family (no kids at home)	124		3%	40%		31%	3,8
Retired	295 178	12% 9%	20%	35%		24%	<u> </u>
Residence**	1/8	15% 11%	10%	40%		24%	3,3
Large city	304	8% 8%	17%	32%		36%	3,8
Small city or medium sized town	419	9% 11%	16%	38%		26%	3,6
Rural area or village	282	13% 7%	16%	44%		19%	3,5
Education	202	1370 770	10/0	7770		1570	
Primary or secondary school	385	12% 10%	16%	34%		29%	3,6
Post-secondary	215	7% 9%	20%	37%		27%	3,7
University first degree (BA, B.Sc, B.Ed)	182		1%	44%		27%	3,8
University higher degree (M.Sc, Ph.D)	102	11% 6% 10		42%		31%	3,8
Employment**							-/-
Working full-time	486	8% 8%	17%	35%		32%	3,8
Working part-time	137	12% 10%	15%	40%		23%	3,5
Not working	179	7% 8%	21%	41%		22%	3,6
Retired	178	15% 11%	10%	40%		24%	3,5
Income							
Low	125	13% 8%	15%	43%		21%	3,5
Low average	223	13% 9%	16%	34%		29%	3,6
Average	416	9% 10%	17%	39%		25%	3,6
High or high average	183	<b>7% 6%</b> 15%		36%		36%	3,9
Travelled abroad last 2 years**							
Never		14% 12%	20%	34%		20%	3,3
Once- Twice	394	9% 9%	15%	45%		23%	3,6
Three times or more	331	<b>7% 6%</b> 16 <sup>°</sup>	%	32%		38%	3,9
Segment**							
The Sun Lovers		14%		54%		27%	4,0
Active Traveller	183	14%		5%		37%	4,2
Adventure Traveller	135	5%	43%		48%		4,3
The Holidaymaker		41%		29%		19% 11%	2,0
The Mainstream Bargain Traveller	310	<b>5%</b> 25%		39%		30%	3,9
		Channel a dia aman	Traditional second		- Tereda		<b>•</b> A
		Strongly disagree	Tend to disagree	Neither disagree nor agree	Tend to a	agree Strongly agree	<ul> <li>Average</li> </ul>



[Q2\_9] I use social media on a regular basis to share my experiences with other people Germany





266

Conf.lim +/-

2,8%

2,5%

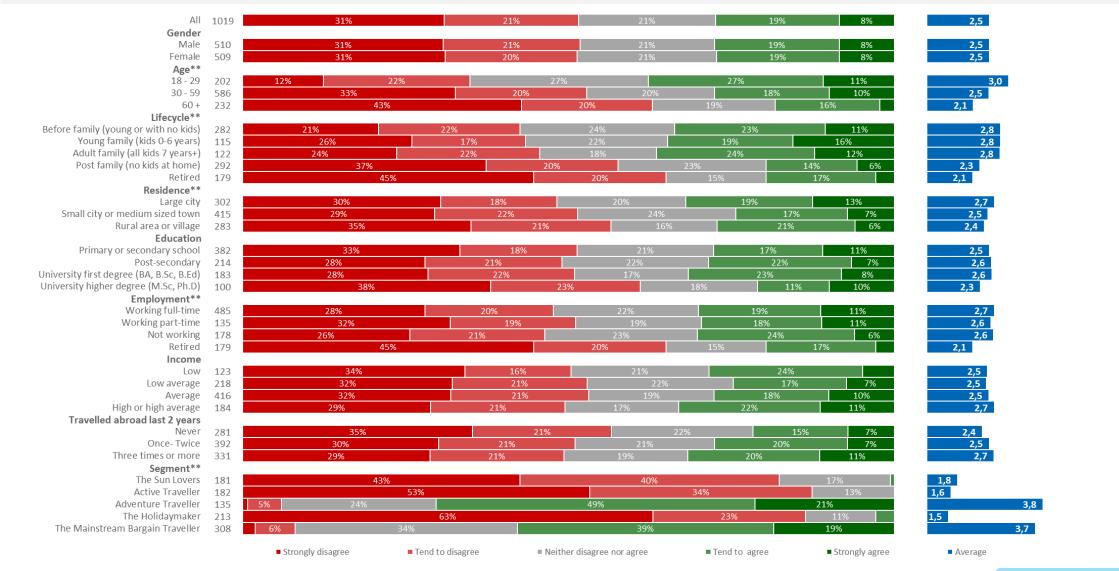
2,5%

2,4%

1,7%



#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

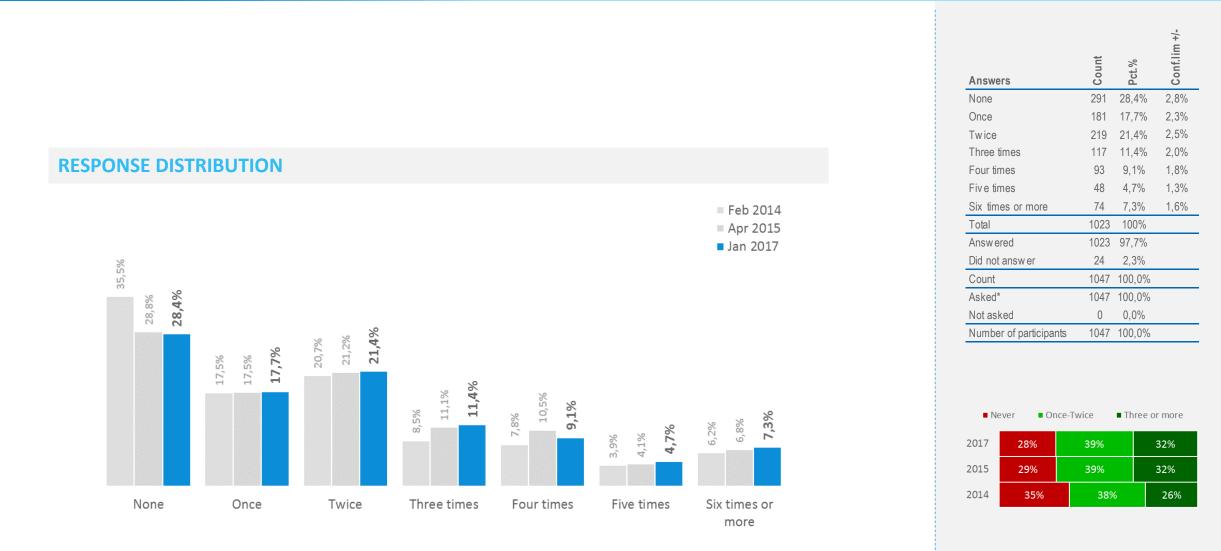


\*Asked: All respondents

\*\* Statistically significant difference between groups (p<0,05)

Germany

mmr







Germany

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

All	1023	28	%		18%			21%		11%	99	6	7%
Gender**													
Male	503	25%			15%		23%		13%		10%	5%	% 8%
Female	520		32%			20%		19%		10%		8%	7%
Age**													
18 - 29	200	19%		18%			22%		18%		11%		10%
30 - 59	592	30	0%		18	%		22%		10%	8	%	5% 7%
60 +	232		34%			17%		19%		10%	1	0%	69
Lifecycle**													
(young or with no kids)	281	25%			16%		21%		15%		9%		11%
g family (kids 0-6 years)	114	25%			18%		20	6%		13%		8%	5% 5
amily (all kids 7 years+)	128	14%		23%			26%		15%	6	7%	5%	9%
amily (no kids at home)	292		34%			17%		20%		8%	1	.1%	5%
Retired	180		37%			17%	;	19%		109	%	9%	65
Residence													
Large city	305	25%			19%		20%		11%		9%	6%	11%
or medium sized town	418	29	9%		189	6		19%	12	2%	10%	5	7%
Rural area or village	282	8	30%		17	%		26%			12%	8%	
Education**													
ary or secondary school	383		35%			19%		20%			8%	8%	5%
Post-secondary	218	23%			19%		24%			17%		9%	
degree (BA, B.Sc, B.Ed)	183	17%		16%		2	8%		14%		9%		11%
ner degree (M.Sc, Ph.D)	101	13%	14%		17%		13%	13%		9%		22%	
Employment**													
Working full-time	481	19%		17%			25%		12%		12%	6%	9%
Working part-time	139		33%			24%			21%		9%		5
Not working	182		38%			15%		19%		1	.3%	7%	5
Retired	180		37%			17%	5	19%		109	%	9%	69
Income**													
Low	127		L	8%				24%			15%		8%
Low average	226		38%			1	8%		22%		10%		
Average	414	26%			17%		255			12%		0%	7%
High or high average	183	9%	14%		21%		16%		14%		9%		15%
abroad last 2 years**													
Never	291						100%						
Once- Twice	400		45%	6						55%			
Three times or more	332		35%				28%		14%			22%	
Segment**													
	181	25%			21%			25%		7%	9%		8%
The Sun Lovers		27%	;		12%		21%		16%		8%	5%	10%
The Sun Lovers	181						17%	1.20/	10/0	11%	99		
The Sun Lovers Active Traveller	181 133				14%			1/%				Ó	1.2%
The Sun Lovers Active Traveller Adventure Traveller	133	24%	33%		14%			12% 21%					12%
The Sun Lovers Active Traveller Adventure Traveller The Holidaymaker	133 217	24%	33%			18%		21%		1	1%	8%	
The Sun Lovers Active Traveller Adventure Traveller	133				20	18%					1%		

Before family (ye Young Adult fan Post fam Small city o Primary University first de University higher

Travelled a The Mainstre

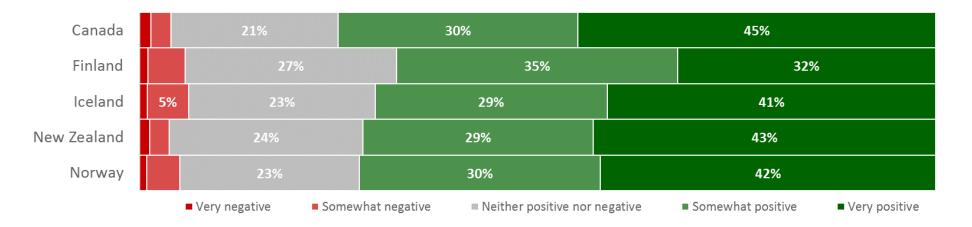
\*Asked: All respondents \*\* Statistically significant difference between groups (p<0,05)



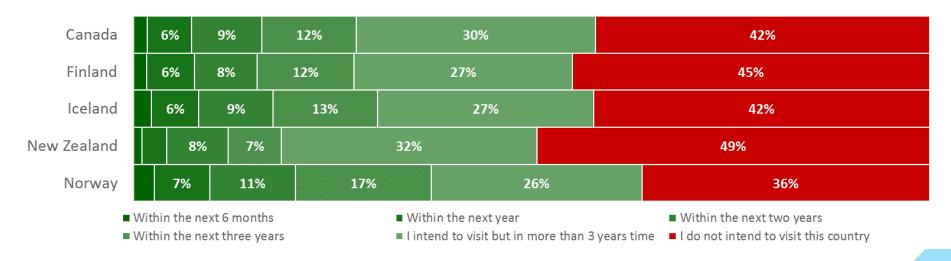
# Destination positivity & Travel intention | Comparison

Germany

#### HOW POSITIVE OR NEGATIVE ARE YOU TOWARDS EACH OF THE FOLLOWING TRAVEL DESTINATIONS



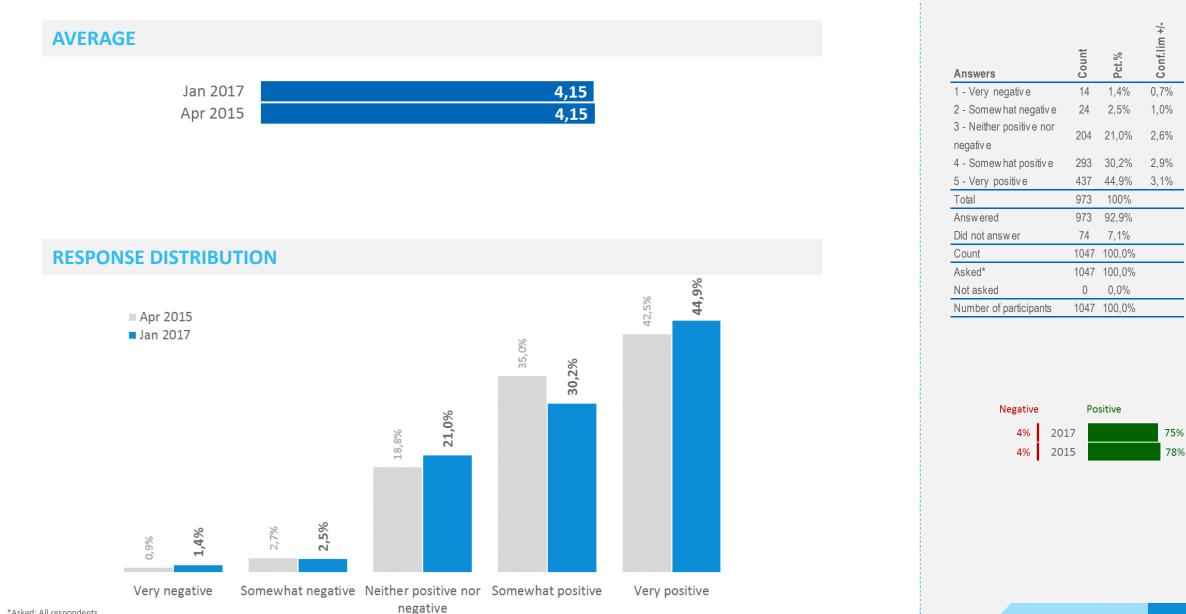
#### WHEN, IF EVER, DO YOU INTEND TO VISIT THE FOLLOWING COUNTRIES



[Q4\_1] How positive or negative are you towards CANADA as travel destination



#### Germany



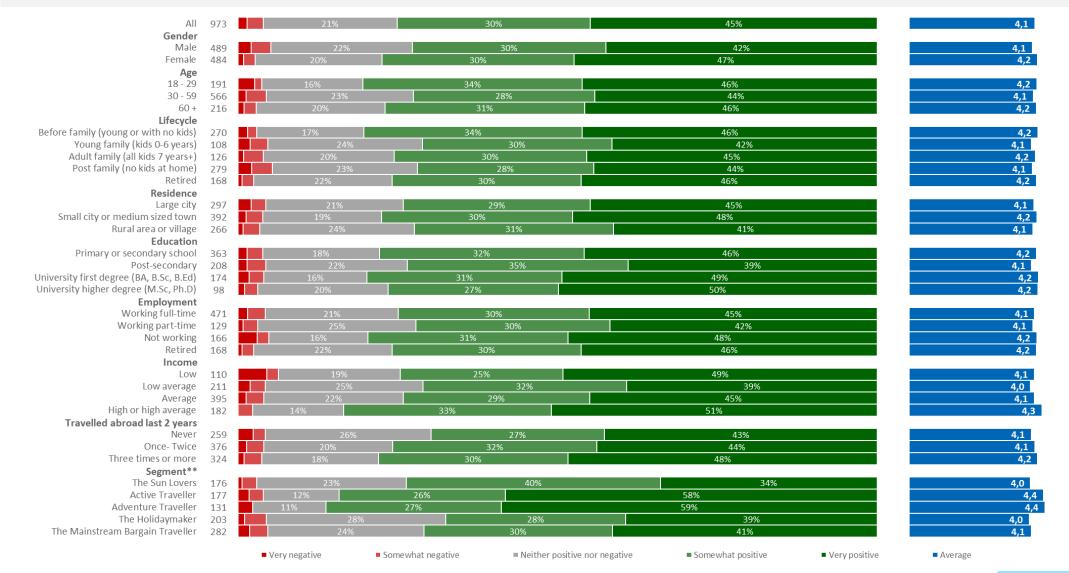
\*Asked: All respondents

271

[Q4\_1] How positive or negative are you towards CANADA as travel destination

Germany

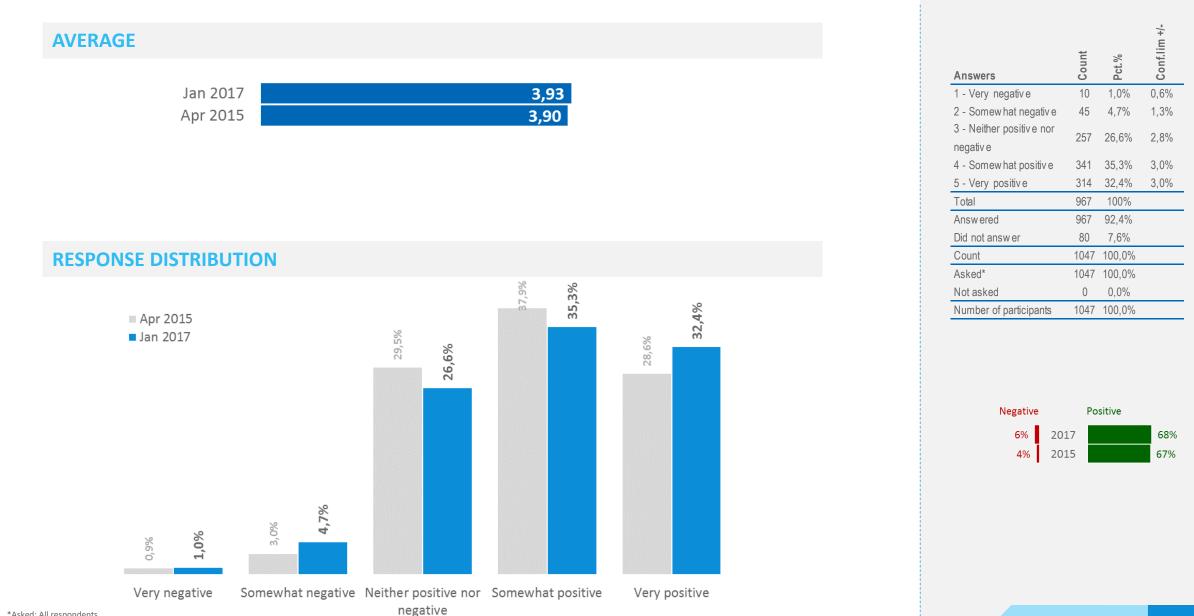
#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



\*Asked: All respondents

[Q4\_2] How positive or negative are you towards FINLAND as travel destination





\*Asked: All respondents

273

## [Q4\_2] How positive or negative are you towards FINLAND as travel destination

Germany

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

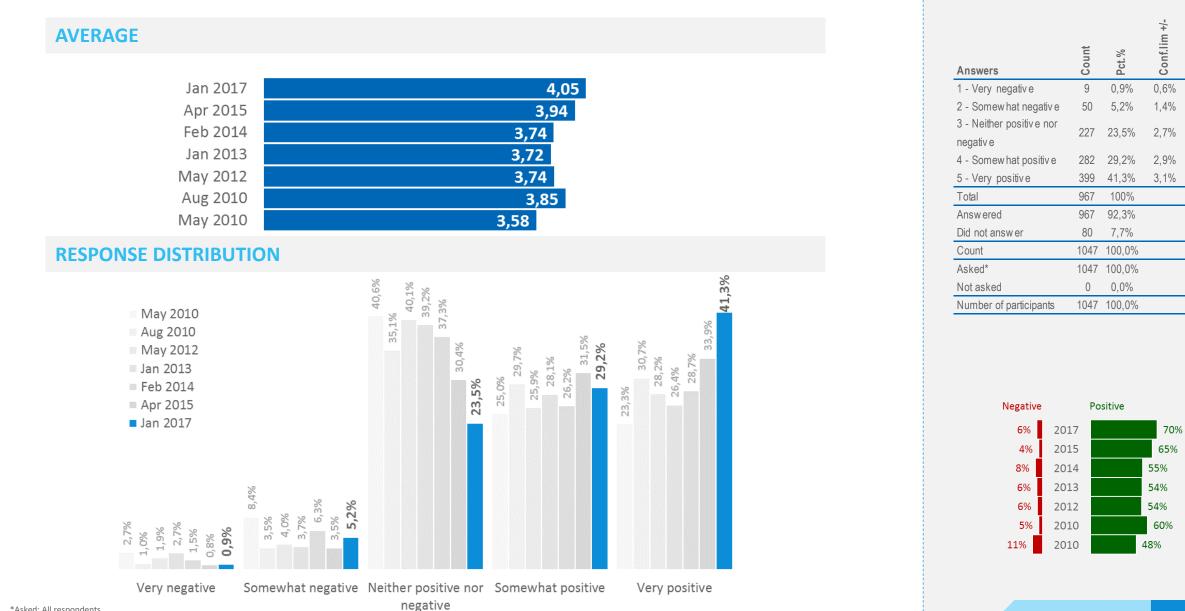


\*Asked: All respondents

## [Q4\_3] How positive or negative are you towards ICELAND as travel destination

Germany





\*Asked: All respondents

275

## [Q4\_3] How positive or negative are you towards ICELAND as travel destination

Germany

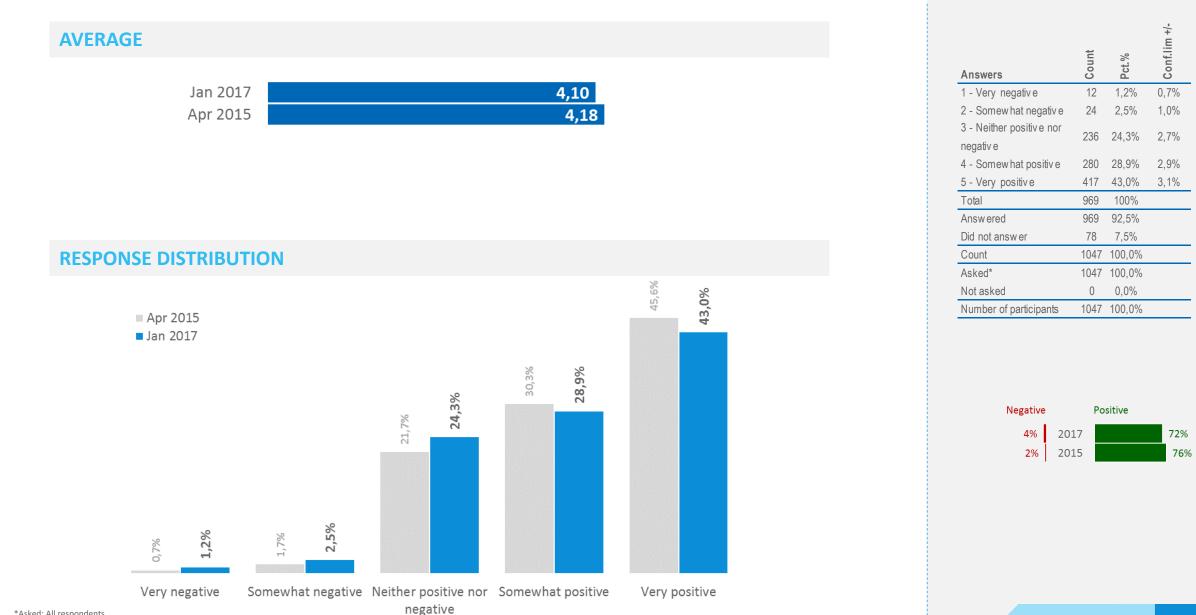
#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



\*Asked: All respondents \*\* Statistically significant difference between groups (p<0,05) [Q4\_4] How positive or negative are you towards NEW ZEALAND as travel destination







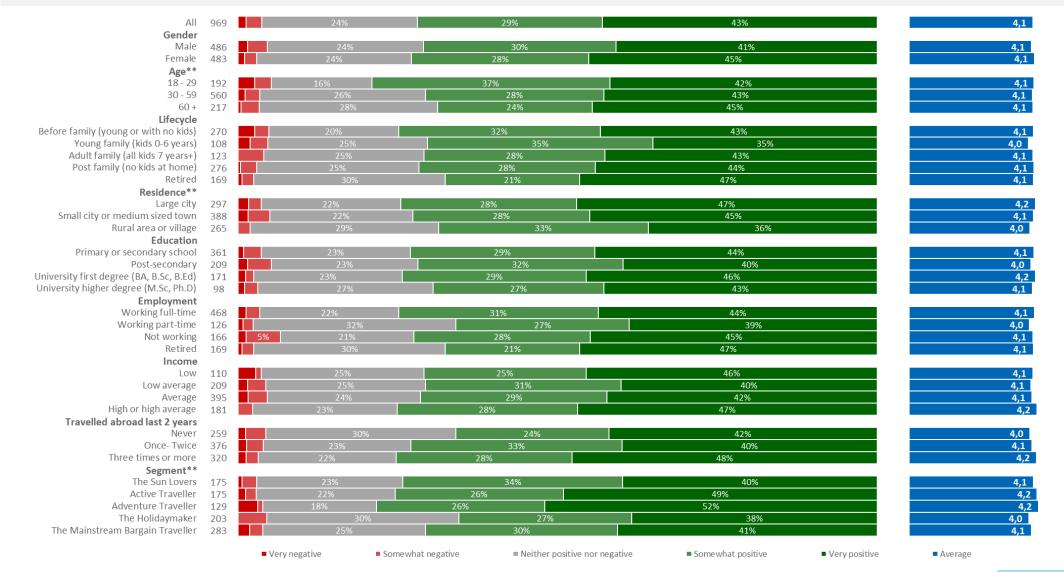
\*Asked: All respondents

277

[Q4\_4] How positive or negative are you towards NEW ZEALAND as travel destination

Germany

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**

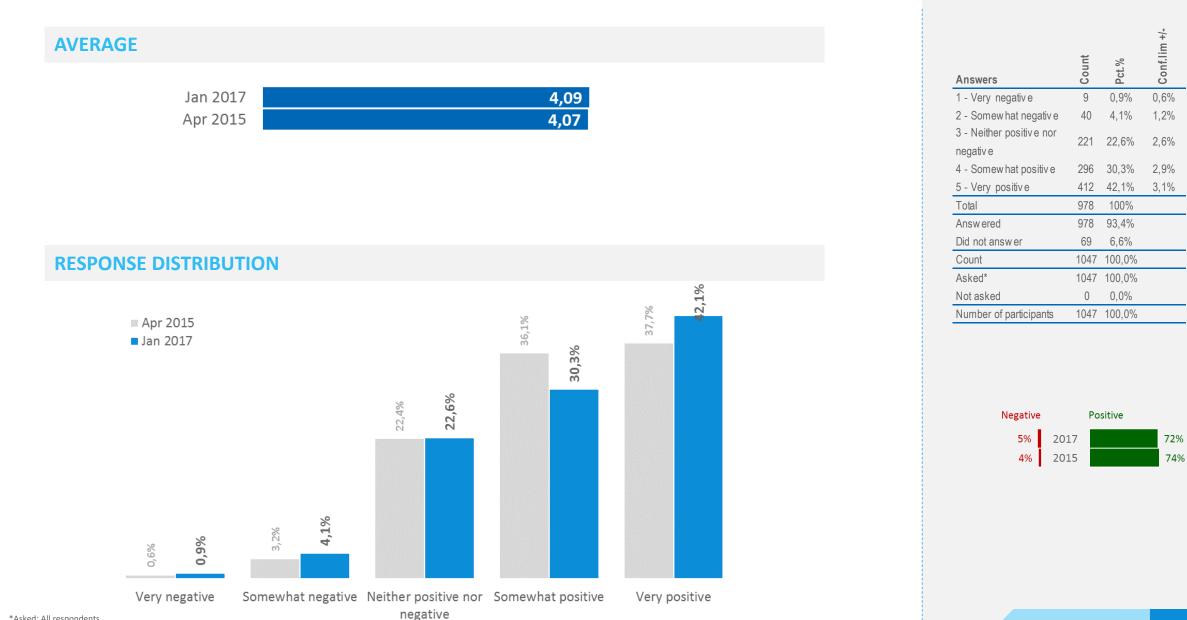


\*Asked: All respondents

## [Q4\_5] How positive or negative are you towards NORWAY as travel destination

mm

#### Germany



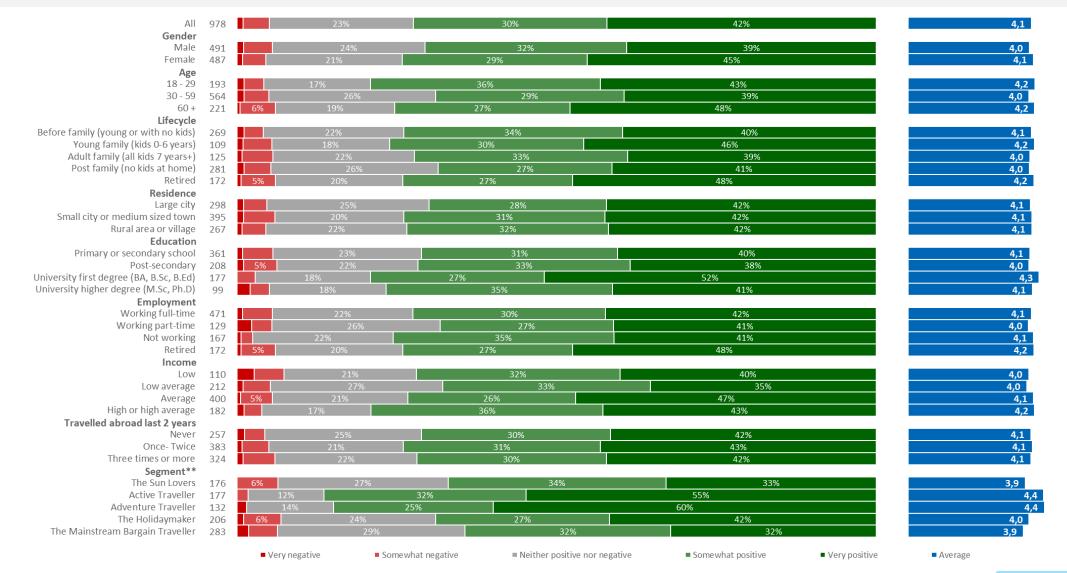
\*Asked: All respondents

279

## [Q4\_5] How positive or negative are you towards NORWAY as travel destination

Germany

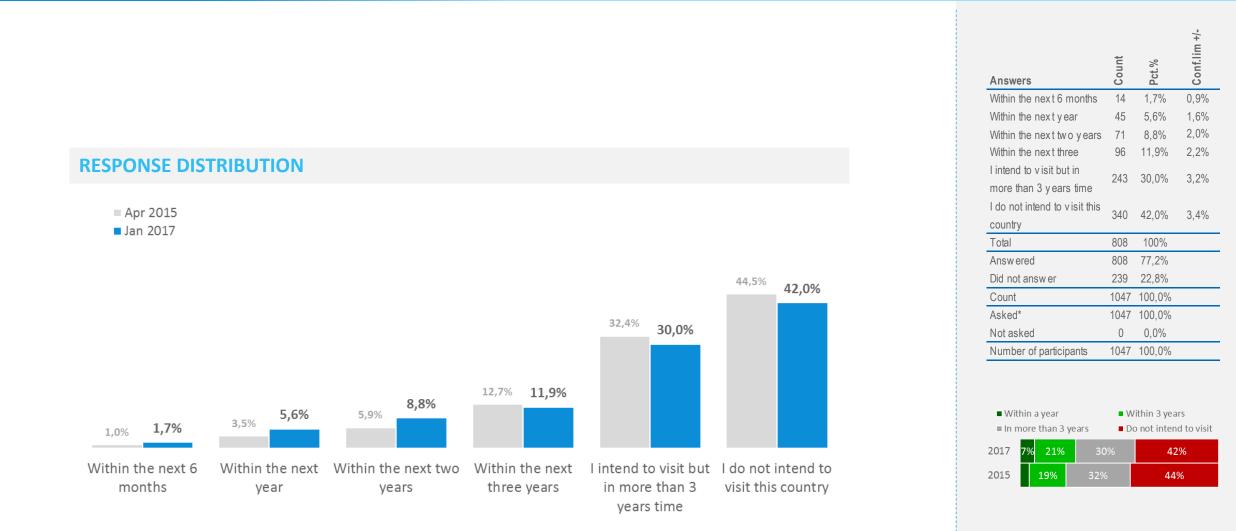
#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



\*Asked: All respondents



## [Q5\_1] When, if ever, do you intend to visit CANADA





## [Q5\_1] When, if ever, do you intend to visit CANADA

Germany

#### **ANSWER DISTRIBUTION | BREAKDOWN**

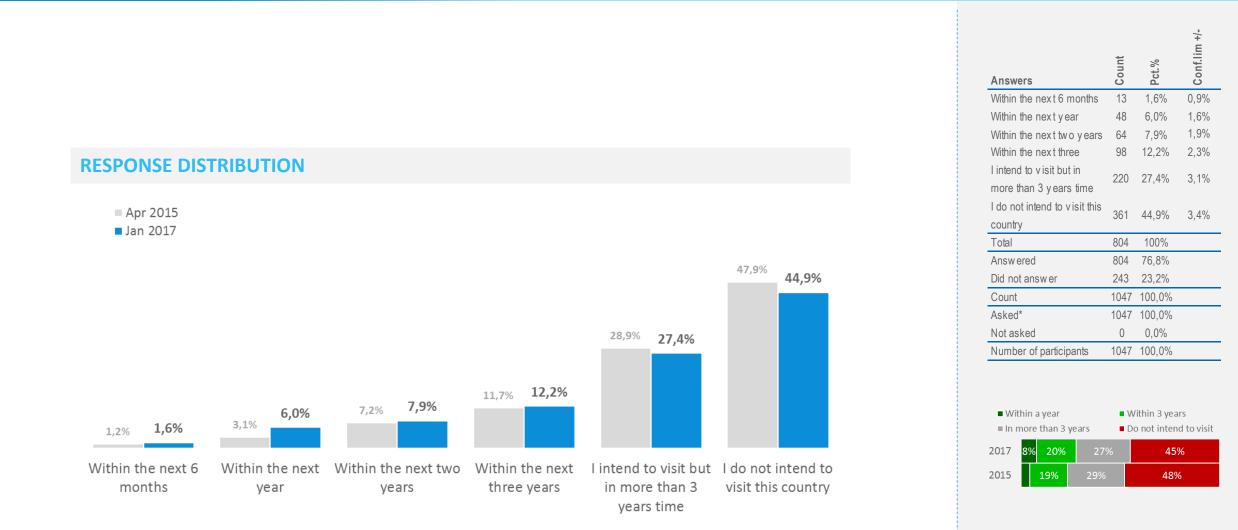
All	808	6% 9%	12%		30%		42%
Gender							
Male	416	6% 9%	13%		32%		38%
Female	393	5% 9%	10%	28	\$%		46%
Age**							
18 - 29	162	9%	12%	15%		38%	23%
30 - 59	462	6% 9%	13%		33%		38%
60 +	184	6% 8%	16%			68%	
Lifecycle**							
Before family (young or with no kids)	229	7% 9%	16%		39%		28%
Young family (kids 0-6 years)	89	7% 9%	12%	10%	329	6	29%
Adult family (all kids 7 years+)	98	9%	12%	10%	35%		30%
Post family (no kids at home)	228	8%	12%	27%			50%
Retired	144	6% 8%	18%			65%	
Residence							
Large city	248	9%	13%		34%		37%
Small city or medium sized town	326	6% 9%	13%		29%		42%
Rural area or village	223	9%	10%	28%			49%
Education**							
Primary or secondary school	297	5% 7%	9%	27%			50%
Post-secondary	181	9%	11%		35%		40%
Jniversity first degree (BA, B.Sc, B.Ed)	140	13		19%	329		29%
University higher degree (M.Sc, Ph.D)	87	13%	10%	15%		33%	27%
Employment**							
Working full-time	391		9% 14%		33%		34%
Working part-time	108	10%	11%		31%		42%
Not working	139	9%	11%		35%		38%
Retired	144	6% 8%	18%			65%	
Income**							
Low	80	9%		27%			56%
Low average	169		%	26%			56%
Average	343	7% 12	% 13%		29%		39%
High or high average	166	8%	10%	16%	3	38%	25%
Travelled abroad last 2 years**							
Never	207	7%	22%			65%	
Once- Twice	306	5% 10%	12%		32%		39%
Three times or more	286	7%	12%	15%	34%		30%
Segment**							
The Sun Lovers	144	6% 1	0%	34%			47%
Active Traveller	134		15%		34%		41%
Adventure Traveller	113	8%	8%	16%	34%		30%
The Holidaymaker	182	8% 79		27%			56%
The Mainstream Bargain Traveller	232	10%	15%		26%		34%

#### Re

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country



## [Q5\_2] When, if ever, do you intend to visit FINLAND





## [Q5\_2] When, if ever, do you intend to visit FINLAND

Germany

#### **ANSWER DISTRIBUTION | BREAKDOWN**

All	804	6% 8	3%	12%		27%			45%
Gender									
Male	402	6%	9%	11%		29%			43%
Female	402	6% 7%	13	%	26	%			47%
Age**									
18 - 29	162	7%	14%	10%			38%		26%
30 - 59	456	7% 7'	%	14%		27%			45%
60 +	186		10%	20%				61%	
Lifecycle**									
with no kids)	230		13%	12%		37%			33%
ds 0-6 years)	91	13%	8%	8%		32%			37%
ids 7 years+)	98	8%	8%	15%		27%			37%
ids at home)	220	5%	15%		22%			53	%
Retired	145		10%	20%				62%	
Residence									
Large city	247	8%	8%	12%		28%			42%
n sized town	323	7%	7%	12%	2	5%			47%
rea or village	223	8%	12%		31%				47%
Education									
ndary school	296	6% 8%	6 1	2%	249	ó			49%
st-secondary	180	8%	12%		:	32%			43%
A, B.Sc, B.Ed)	140	6%	9%	17%		329	%		32%
(M.Sc, Ph.D)	86	10%	12%	8%		28%			41%
ployment**									
king full-time	383	9%	10%	11%		28%			40%
ng part-time	106		18%			26%			45%
Not working	141	11%	14%			36%			39%
Retired	145		10%	20%				62%	
Income**									
Low	85	8%	12%		27%			52	2%
Low average	167	8%	10%		25%			54%	
Average	338	8%	9%	12%		28%			41%
high average	162	9%	7%	14%		30%			38%
st 2 years**									
Never	201		12%	21%				60%	
Once- Twice	310	6% 89		13%		28%			43%
mes or more	285	7%	10%	11%		31%			37%
Segment**									
e Sun Lovers	145	6%	8%	19%				63%	
ive Traveller	140	8%	1	6%		36%			35%
ure Traveller	112	10%	15%		16%		33%		26%
olidaymaker	180	8%		329				539	
ain Traveller	224	9%	11%	149	%	21%			41%

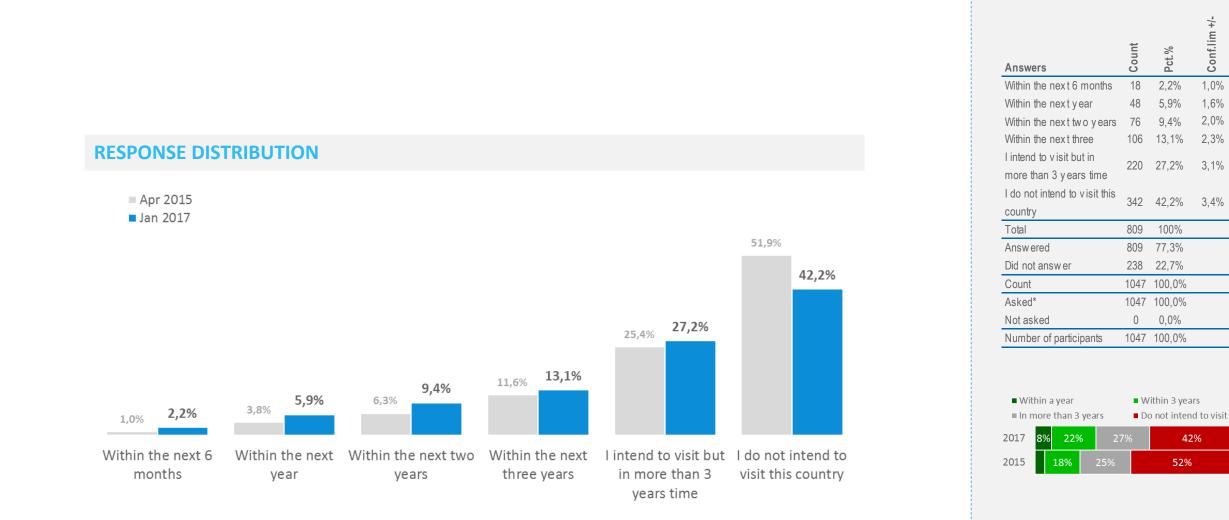
Before family (young or wi Young family (kids Adult family (all kid Post family (no kid

Small city or medium Rural area Primary or second Post-University first degree (BA, University higher degree (N Empl Workin Working No L٥١ High or hig Travelled abroad last Or Three time Se The Activ Adventur The Hol

The Mainstream Bargai

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country





\*Asked: All respondents



## [Q5\_3] When, if ever, do you intend to visit ICELAND

Germany

#### **ANSWER DISTRIBUTION | BREAKDOWN**

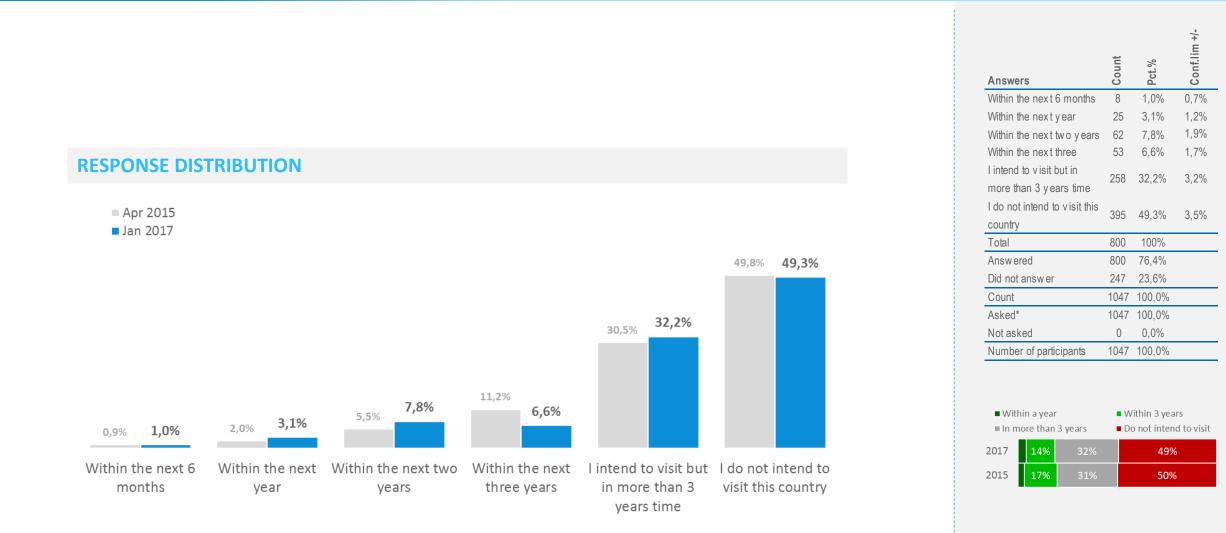
All	809	6% 9%	13%		27%			42%	
Gender									
Male	407	6% 9%	14%	6	29%			39%	
Female	403	5% 10%	12%		26%		46	%	
Age**									
18 - 29	163	12%	10%	20%		3	4%	20%	
30 - 59	460	5% 10%	13%		28%			43%	
60 +	186	8% 9	9%	20%			60%		
Lifecycle**		_							
/ith no kids)	232	8% 10%		17%		36%		28%	
s 0-6 years)	92	8% 12%	9%	9%		31%		32%	
ds 7 years+)	97	5% 7%	9%	16%		27%		36%	
ds at home)	222	11%	12%	239	6		51%		
Retired	145	7% 1	0%	18%			62%		
Residence									
Large city	247		10%	15%	25%			39%	
i sized town	323	5% 9%	14%		27%			43%	
ea or village	230	5% 8%	10%		31%		45	5%	
ducation**									
dary school	290	6% 8%	11%	2	2%		50%		
t-secondary	188	5% 10%	14%		30%			40%	
, B.Sc, B.Ed)	143	6% 109	%	18%		34%		29%	
M.Sc, Ph.D)	86	7% 8%	12%	13%		27%		34%	
loyment**									
ng full-time	389	8%	11%	14%		28%		35%	
ig part-time	106	7%	10%	28%			50%		
lot working	138	6% 7%	16%		34%			37%	
Retired	145	7% 1	0%	18%			62%		
Income**									
Low	85		13%	24%			54%		
ow average	171	10%	12%	22%			52%		
Average	337	7% 119	% 11%	;	29%			40%	
igh average	163	9%	9%	17%		32%		29%	
t 2 years**									
Never	203	6% 10%		21%			62%		
Once- Twice	310	7% 9%	13%		30%			39%	
nes or more	289	8%	11%	15%		29%		33%	
Segment**									
Sun Lovers	149	9%	10%	22%			56%		
ve Traveller	141	9%	17%		35%			35%	
re Traveller	115	8%	12%	23%		31%		23%	
olidaymaker	177	6% 8%		28%			54%		
in Traveller	225	12%	11%	12%		24%		37%	
ain Traveller	225	12%	11%	12%		24%		37%	

- Before family (young or wit Young family (kids Adult family (all kids
  - Post family (no kids

- R
- Small city or medium si Rural area Edu Primary or seconda Post-s University first degree (BA, E University higher degree (M Emplo Working Working
  - No 1 Lov High or hig Travelled abroad last On Three time
  - Se The S Active Adventure The Holid
  - The Mainstream Bargain

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country







## [Q5\_4] When, if ever, do you intend to visit NEW ZEALAND

Germany

#### **ANSWER DISTRIBUTION | BREAKDOWN**



Lifecycle\*\*

Before family (young or with no kids) Young family (kids 0-6 years) Adult family (all kids 7 years+) Post family (no kids at home)

Large city Small city or medium sized town Rural area or village Education Primary or secondary school Post-secondary University first degree (BA, B.Sc, B.Ed) University higher degree (M.Sc, Ph.D) Employment\*\* Working full-time Working part-time Not working Income\*\* Low average High or high average Travelled abroad last 2 years\*\* Once- Twice Three times or more Segment\*\* The Sun Lovers Active Traveller Adventure Traveller

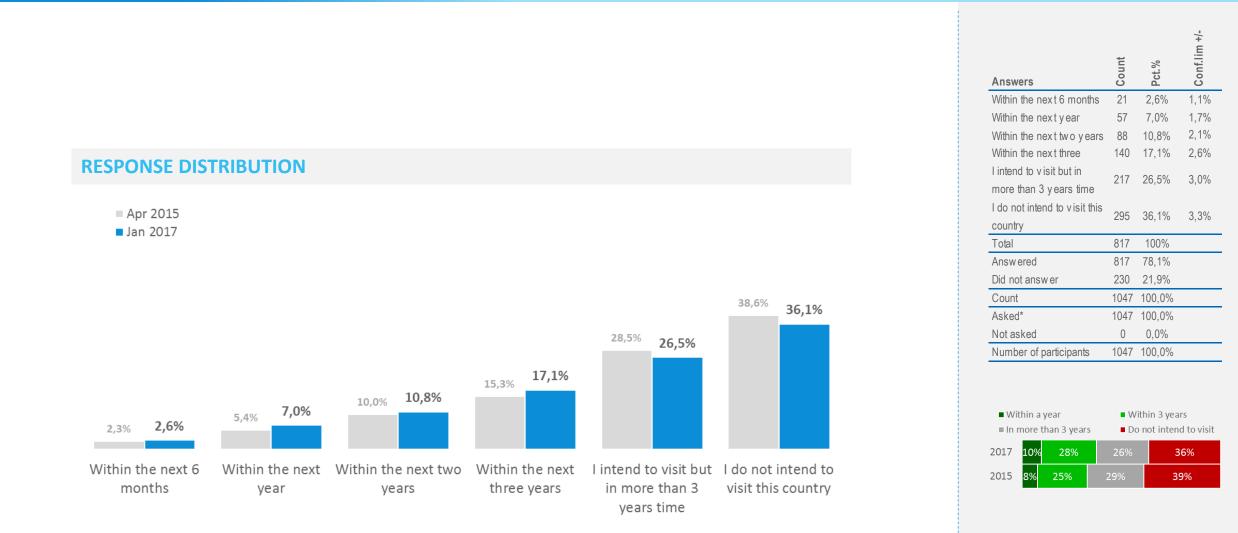
The Holidaymaker The Mainstream Bargain Traveller

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country



## [Q5\_5] When, if ever, do you intend to visit NORWAY

Germany





## [Q5\_5] When, if ever, do you intend to visit NORWAY

Germany

#### **ANSWER DISTRIBUTION | BREAKDOWN**

All	817	7% 1	.1%	17%	26%	1	36	0/
Gender	017	/ 76	.170	1770	20%	0	50	70
Male	415	8%	11%	17%	269	0/	36	0/
Female	413	6% 11		17%	27%		36	
Age**	403	070 11	/0	1770	2170			20
18 - 29	164	11%	14%	15%		35%		22%
30 - 59	459		0%	18%	27%		36	
60 +	194	10%	17%		18%	0	49%	
Lifecycle**	174	10/0	1770		10/0		-570	
vith no kids)	229	10%	10%	16%		34%		30%
ds 0-6 years)	93	5% 9%	14%	12%		31%		29%
ds 7 years+)	99	6% 8%	14%	18%	6	26%		28%
ds at home)	227	10%		22%	23%	2070	40%	2070
Retired	149	8%	16%		19%		50%	
Residence	142		10/0		1970			
Large city	247	9%	11%	17%		27%		33%
n sized town	332	8%	12%	18%	2	25%	36	5%
ea or village	227	8%	17%	10/10	28%		41%	
ducation**	221	0.0	1,70		2070			
ndary school	298	7%	11%	13%	25%		41%	
st-secondary	182	5% 11%		16%	31%			5%
, B.Sc, B.Ed)	147	5% 12		28%		26%		25%
(M.Sc, Ph.D)	87	11%	13%	17%		29%		27%
oloyment**	0,							
ing full-time	390	9%	12%	18%		28%		30%
ng part-time	110	11%		19%	25%		38%	
Not working	139	6% 10%	10	5%	32%		3	5%
Retired	149	8%	16%		19%		50%	
Income**								
Low	86	9%	12%		27%		47%	
ow average	168	9%	14%		28%		45%	
Average	348	9%	12%	19%		24%		32%
nigh average	162	12%	12%	17%		30%		27%
st 2 years**								
Never	201	6%	12%	23%			55%	
Once- Twice	319	7% 12	!%	18%		29%		33%
mes or more	289	10%	12%	19%		27%		27%
Segment**								
e Sun Lovers	151	7%	19%		24%		47%	
	144	12%		24%		35%		24%
ive Traveller	T-1-1							
	114	13%	1	18%	24%		20%	21%
ive Traveller ure Traveller olidaymaker ain Traveller		13% 6% 10%	12% 13%	13%	33%	1%	20% 42% 38%	

Before family (young or wit Young family (kids Adult family (all kids

Post family (no kids

#### - F

Small city or medium s Rural area Edι Primary or seconda Post-University first degree (BA, University higher degree (M Emplo Working Working No Lov High or hig Travelled abroad last On Three time Se The S Active Adventure The Holi

The Mainstream Bargain

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country



											Top 10 Answers	Count	Pct.%	Conf.lim +/-
											Natural	266	26,2%	2,7%
											Geothermal	181	17,8%	2,4%
											Weather/Cold	128	12,6%	2,0%
CATECODIT							(Eirct o	f up to thr	oo monti	and	Volcanos/Lav a	106	10,4%	1,9%
CATEGORIZI	ED RESPO	INSE DIS	IKIROII	ON			(FIISUO	i up to the	ee menud	onsj	Geography	67	6,6%	1,5%
											Animals	46	4,5%	1,3%
									Apr 2	2015	Sports	24	2,3%	0,9%
									Jan 2		Culture/History	20	2,0%	0,9%
											Food & Drinks/Cusine	14	1,4%	0,7%
											Sentiments	13	1,3%	0,7%
											Answered	1015	97,0%	
											Did not answ er	32	3,0%	
%											Count	1047	100,0%	
26,0% <b>26,2%</b>	2%										Asked*	1047	100,0%	
<b>M</b> N	23,2% <b>,8%</b>										Not asked	0	0,0%	
	17,8	% %	%								Number of participants	1047	100,0%	
Natural elements/ Landscape	Geothermal	13,7% Lagrand 13,7%	14,5% Volcanos/ Lava	۶ <sup>°</sup> ۳ Geography	%5 <b>'7</b> Animals	5 <b>,3%</b>	% <b>0'7</b> Culture/ History	<sup>%</sup> لرز Food & Drink Cusine		% <b>č</b> ,				

[Q6\_1] When you think about the country Iceland what comes into your mind?

First mention | Germany



RIZED RESPONSE DIS	TRIBL	JTION   CROSS SPLITS					(First of up to three mentions)
All	1015	26%	18%		13%	10%	7% 5%
Gender							
Male	504	21%	20%	1	.1%	13%	8%
Female	511	31%		16%	14%	8%	5% 8%
Age	_						
18 - 29	197	27%	10%	12%	10%	9%	5%
30 - 59	587	27%	17%		12%	11%	5% 5%
60 +	232	22%	26%		14%	10%	8% 4%
Lifecycle	_						
Before family (young or with no kids)	275	30%	159		9%	12%	8% 5%
Young family (kids 0-6 years)	108	24%	8%	16%	10%		% 4% 6%
Adult family (all kids 7 years+)	125	29%	13%		11%	12% 4%	
Post family (no kids at home)	292	25%	22%		15%	119	6 4% 5%
Retired	180	24%	269	6	1	3% 8%	9% 3%
Residence							
Large city	302	26%	19%		12%	10%	5% 3% 3%
Small city or medium sized town	409	27%	16%		13%	11%	6% 5%
Rural area or village	277	26%	20%		13%	11%	8% 5%
Education	_						
Primary or secondary school	378	31%		18%	12%	9%	6% 4% 4%
Post-secondary	213	29%	15%		15%	9%	6% 5%
University first degree (BA, B.Sc, B.Ed)	180	21%	22%		15%	13%	6%
University higher degree (M.Sc, Ph.D)	99	22%	22%		11%	13%	10% 3%
Employment							
Working full-time	479	28%	18%		12%	11%	6% 3%
Working part-time	135	31%	13		15%	9%	5% 7%
Not working	173	26%	15%	10		13% 6%	5% 3%
Retired	180	24%	269	6	1	3% 8%	9% 3%
Income							
Low	126	20%	19%	13%		.1% 5%	9% 4%
Low average	217	28%	20		16%		7% 4%
Average	412	27%	15%		12%	11% 79	
High or high average	176	29%		25%		9%	12% 6%
Travelled abroad last 2 years		2.4%	4.50/	1.101	004	00/	00/ 00/
Never	279	24%	15%	11%	9%	9%	8% 3%
Once- Twice	393	27%	18%	0.004	13%	11%	7% 5%
Three times or more	322	29%		20%	13%	12	4%
Segment	101	220/	210/		470/	00/	C0/ C0/ 20/
The Sun Lovers	181	22%	21%	2200	17%	9%	6% 6% 3%
Active Traveller	179	30%		22%	7%		8% 6% 3%
Adventure Traveller	133	29%		19%	9%	12%	5% 4% 5%
The Holidaymaker	212	24%	21%		14%		8% 5%
The Mainstream Bargain Traveller	298	28%	11%	14%		7% 5%	
		Natural elements/Landscape Geother	rmal	Weather/Comparison	old	Volcanos/Lava	Geography
		■ Animals ■ Sports		■ Culture/His	tory	Food & Drinks/Cus	ine Sentiments

#### **CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS**

\*Asked: All respondents \*\* Statistically significant difference between groups (p<0,05)



	Top 10 Answers	Count	Pct.%	Conf.lim +/-
	Natural	511	50,2%	3,1%
	Geothermal	316	31,0%	2,8%
	Weather/Cold	266	26,1%	2,7%
	Volcanos/Lava	206	20,2%	2,5%
CATEGORIZED RESPONSE DISTRIBUTION (Up to three mentions)	Geography	140	13,8%	2,1%
2	Animals	120	11,8%	2,0%
<b>%</b> 21	Culture/History	105	10,3%	1,9%
57 50,2%	People & personalities	88	8,7%	1,7%
	Calm/Quiet	54	5,3%	1,4%
	Sports	54	5,3%	1,4%
36,7%	Answered		97,2%	
	Did not answ er	29	2,8%	
31,6% 33,1,6% 33,0%	Count		100,0%	
	Asked*		100,0%	
	Not asked	0	0,0%	
■ Jan 2017	Number of participants	1047	100,0%	
11, 11, 11, 11, 11, 11, 11, 11, 11, 11,				
Natural Geothermal Weather/ Volcanos/ Geography Animals Culture/ People & Calm/ Sports elements/ Cold Lava History personalities Quiet Landscape				

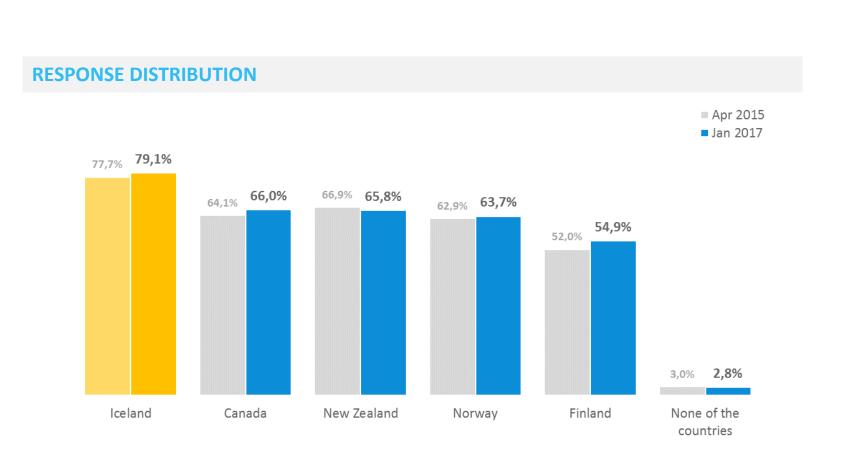
# [Q6\_A] When you think about the country Iceland what comes into your mind?

All mentions | Germany

ATEGORIZED RESPONSE DISTRIBUTION   CROSS SPLITS											(Up to three mentions)	
		Natural elements/ Landscape	Geothermal	Weather/ Cold	Volcanos/ Lava	Geography	Animals	Culture/ History	People & personalities	Calm/ Quiet	Sports	
All	1018	50%	31%	26%	20%	14%	12%	10%	9%	5%	5%	
Gender						-		=		1		
	504	43%	35%	24%	25%	17%	6%	10%	8%	4%	6%	
Female	514	58%	27%	28%	15%	11%	18%	10%	9%	7%	4%	
<b>Age</b> 18 - 29	198	47%	21%	26%	17%	19%	11%	14%	6%	3%	7%	
	589	51%	28%	26%	21%	12%	12%	10%	8%	6%	5%	
60 +			46%	27%	21%	15%	10%	7%	12%	5%	6%	
Lifecycle	202											
Before family (young or with no kids)	276	52%	27%	26%	23%	15%	11%	12%	6%	5%	6%	
Young family (kids 0-6 years)	109	42%	19%	26%	16%	20%	9%	17%	11%	3%	5%	
Adult family (all kids 7 years+)	125	51%	25%	21%	25%	11%	13%	12%	7%	8%	3%	
	293	55%	36%	28%	21%	10%	13%	9%	8%	6%	6%	
	180	48%	45%	27%	17%	15%	9%	6%	13%	4%	6%	
Residence					-			=				
Large city		51%	32%	26%	18%	12%	10%	12%	8%	6%	6%	
Small city or medium sized town Rural area or village	411 278	48%	30%	25% 29%	23%	13%	11%	10% 10%	10% 8%	4% 7%	6% 4%	
Education	278	54%	33%	29%	20%	1770	1470	10%	070	/ 70	470	
Primary or secondary school	379	52%	31%	25%	16%	12%	13%	10%	9%	5%	7%	
Post-secondary		53%	30%	27%	23%	11%	15%	12%	8%	8%	3%	
	181	54%	34%	30%	26%	18%	7%	12%	9%	4%	4%	
University higher degree (M.Sc, Ph.D)	99	40%	40%	26%	26%	24%	3%	6%	9%	4%	6%	
Employment							-	-				
Working full-time	481	52%	30%	24%	23%	14%	10%	11%	8%	6%	6%	
	136	54%	25%	29%	15%	13%	14%	10%	7%	5%	2%	
Not working		48%	29%	26%	22%	16%	14%	16%	6%	5%	5%	
Retired	180	48%	45%	27%	17%	15%	9%	6%	13%	4%	6%	
Income							170/	100/	100/	50/	201	
Low		48%	31%	22%	20%	8%	17%	13%	13%	5%	2%	
Low average Average		49%	35%	29% 28%	21% 19%	13%	11%	9% 10%	11% 8%	4% 5%	6% 5%	
	178	48%	41%	22%	25%	20%	9%	11%	7%	10%	7%	
Travelled abroad last 2 years	170	4070	4170	2270	2370	2070	570	11/0	770	10/0	//0	
,	280	45%	25%	24%	18%	14%	16%	10%	9%	5%	5%	
Once- Twice		52%	32%	26%	20%	13%	11%	12%	9%	5%	6%	
	324	55%	36%	28%	23%	15%	10%	10%	9%	6%	6%	
Segment							-					
The Sun Lovers	181	48%	36%	31%	19%	14%	13%	10%	8%	4%	7%	
Active Traveller		61%	46%	21%	31%	16%	12%	9%	9%	7%	5%	
	133	52%	33%	20%	25%	13%	12%	16%	13%	5%	8%	
	212	51%	34%	27%	22%	15%	13%	10%	9%	8%	3%	
The Mainstream Bargain Traveller	301	46%	17%	28%	12%	12%	10%	9%	8%	4%	5%	



#### Germany



Answers	Count	Pct.%	Conf.lim +/-
lceland	685	79,1%	2,7%
Canada	572	66,0%	3,2%
New Zealand	569	65,8%	3,2%
Norway	551	63,7%	3,2%
Finland	475	54,9%	3,3%
None of the countries	24	2,8%	1,1%
Total	866		
Answered	866	82,7%	
Did not answ er	181	17,3%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	





# [Q7\_1] I can experience natural wonders

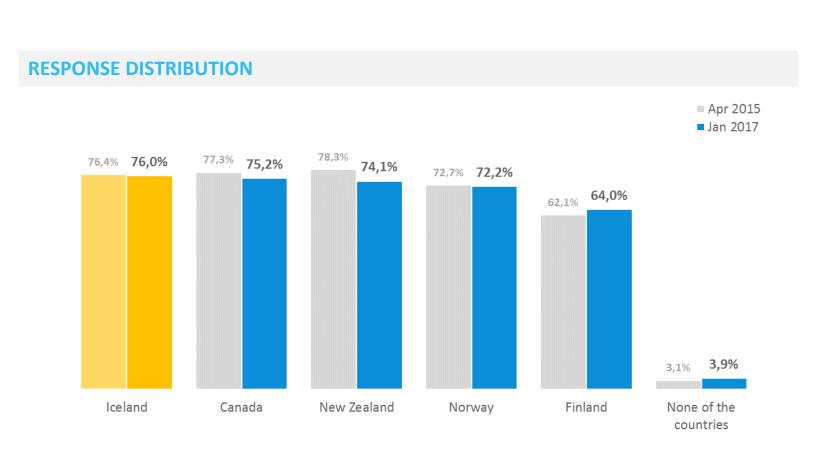
Germany

		Iceland	Canada	New Zealand	Norway	Finland	None of the countries
All	866	79%	66%	66%	64%	55%	3%
Gender							-
Male	433	76%	66%	63%	62%	52%	5%
Female	432	82%	66%	69%	66%	58%	1%
Age							_
18 - 29	168	67%	60%	58%	60%	54%	4%
30 - 59	492	82%	68%	69%	65%	56%	2%
60 +	205	82%	68%	65%	64%	54%	3%
Lifecycle							
Before family (young or with no kids)	237	81%	62%	67%	64%	56%	3%
Young family (kids 0-6 years)	89	69%	61%	55%	55%		6%
Adult family (all kids 7 years+)	111	76%	69%	64%	63%	53%	0%
Post family (no kids at home)	253	82%	70%	71%	68%	57%	2%
Retired	160	80%	70%	65%	64%	54%	4%
Residence							
Large city	266	80%	66%	65%	66%	54%	3%
Small city or medium sized town	347	77%	65%	65%	62%	52%	3%
Rural area or village	241	82%	69%	69%	65%	61%	2%
Education		770	6704	500			1
Primary or secondary school	324	77%	67%	60%	61%	54%	2%
Post-secondary	188	79%	65%	69%	66%	58%	2%
University first degree (BA, B.Sc, B.Ed)	163	85%	67%	72%	66%	56%	2%
University higher degree (M.Sc, Ph.D)	95	83%	73%	74%	75%	55%	1%
<b>Employment</b> Working full-time		700/	65%	65%	6394	530/	2%
Working part-time	414 114	78%	72%	72%	62%	53%	4%
Not working	114 148	79%	63%	65%	64%	57%	3%
Retired	148	80%	70%	65%	64%		4%
Income	100	80%	70%	05%	04%	54%	470
Low	104	77%	63%	64%	65%	55%	5%
Low average	192	84%	66%	66%	65%	57%	3%
Average	342	76%	67%	67%	62%	55%	3%
High or high average	170	82%	69%	65%	64%	51%	2%
Travelled abroad last 2 years	170						1
Never	209	80%	68%	68%	63%	59%	4%
Once- Twice	344	78%	63%	64%	63%	52%	1%
Three times or more	303	80%	70%	68%	66%	55%	3%
Segment							-
The Sun Lovers	159	87%	68%	68%	67%	56%	1%
Active Traveller	168	90	<mark>6</mark> 76%	74%	73%	61%	2%
Adventure Traveller	125	82%	68%	66%	68%	60%	2%
The Holidaymaker	182	85%	69%	70%	68%	58%	3%
The Mainstream Bargain Traveller	232	60%	54%	55%	49%	45%	6%



# [Q7\_2] I can see extraordinary landscapes

## Germany



Answers	Count	Pct.%	Conf.lim +/-
Iceland	679	76,0%	2,8%
Canada	671	75,2%	2,8%
New Zealand	662	74,1%	2,9%
Norway	645	72,2%	2,9%
Finland	572	64,0%	3,1%
None of the countries	35	3,9%	1,3%
Total	893		
Answered	893	85,3%	
Did not answ er	154	14,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



## [Q7\_2] I can see extraordinary landscapes

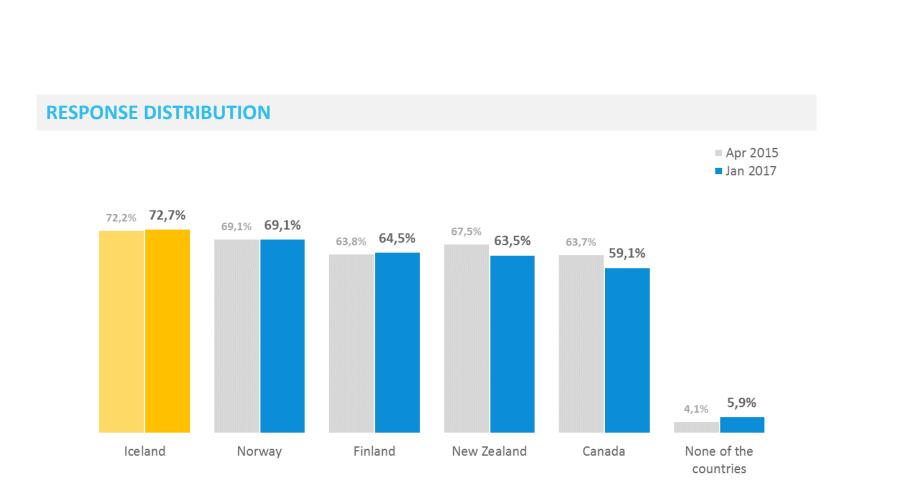
Germany

#### **RESPONSE DISTRIBUTION | CROSS SPLITS** None of the countries Iceland Canada New Zealand Norway Finland All 4% 893 74% 64% 76% 75% 72% Gender 6% Male 451 62% 74% 72% 71% Female 442 78% 76% 76% 74% 66% 2% Age 4% 18 - 29 170 66% 65% 57% 71% 70% 30 - 59 508 77% 78% 74% 5% 73% 65% 60 + 214 77% 77% 78% 75% 68% 2% Lifecycle Before family (young or with no kids) 3% 238 75% 77% 64% 80% 73% Young family (kids 0-6 years) 67% 4% 94 74% 66% 65% 69% Adult family (all kids 7 years+) 4% 71% 60% 117 72% 79% 63% Post family (no kids at home) 6% 76% 64% 265 76% 77% 75% Retired 163 75% 77% 76% 66% 2% 76% Residence Large city 272 78% 75% 75% 74% 62% 4% Small city or medium sized town 61% 5% 359 74% 74% 74% 70% Rural area or village 251 79% 77% 74% 74% 72% 3% Education Primary or secondary school 328 76% 76% 73% 70% 63% 4% Post-secondary 201 75% 74% 78% 76% 71% 2% University first degree (BA, B.Sc, B.Ed) 165 79% 74% 73% 70% 59% 5% University higher degree (M.Sc, Ph.D) 97 81% 78% 82% 80% 70% 3% Employment 3% Working full-time 430 76% 75% 75% 63% 70% Working part-time 79% 77% 75% 73% 65% 7% 118 Not working 76% 74% 74% 75% 64% 4% 153 Retired 163 75% 77% 76% 76% 66% 2% Income 7% Low 108 74% 79% 69% 71% 68% Low average 192 79% 72% 76% 74% 67% 3% Average 357 76% 75% 73% 72% 65% 4% High or high average 176 78% 78% 78% 72% 61% 3% Travelled abroad last 2 years 5% Never 219 76% 78% 75% 74% 70% Once- Twice 355 76% 73% 72% 71% 59% 4% Three times or more 309 77% 77% 73% 3% 78% 66% Segment The Sun Lovers 2% 166 82% 78% 75% 66% 79% Active Traveller 172 83% 82% 84% 74% 2% 87 125 Adventure Traveller 79% 83% 79% 2% 84% 71% The Holidaymaker 184 78% 80% 76% 77% 65% 3% 8% The Mainstream Bargain Traveller 55% 246 58% 62% 60% 51%



# [Q7\_3] I can enjoy a pure environment

### Germany



557 530	72,7% 69,1%	3,2%
	69,1%	
404		3,3%
494	64,5%	3,4%
486	63,5%	3,4%
452	59,1%	3,5%
45	5,9%	1,7%
766		
766	73,1%	
281	26,9%	
1047	100,0%	
1047	100,0%	
0	0,0%	
1047	100,0%	
	452 45 766 281 1047 1047 0	486         63,5%           452         59,1%           45         5,9%           766         73,1%           281         26,9%           1047         100,0%           1047         0,0%





# [Q7\_3] I can enjoy a pure environment

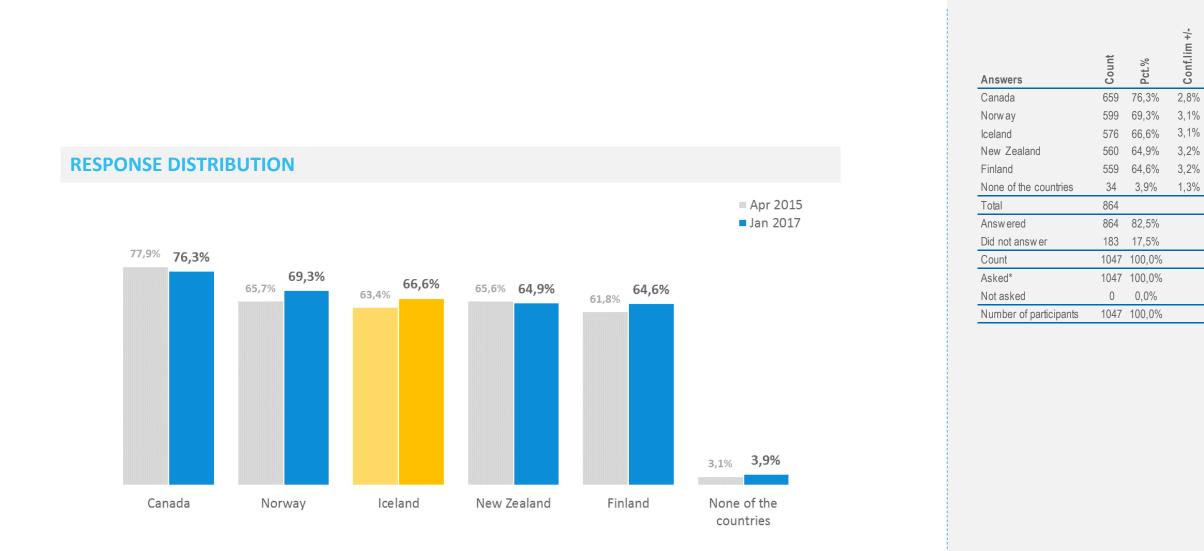
Germany

		Iceland	Norway	Finland	New Zealand	Canada	None of the countries
All	766	73%	69%	65%	63%	59%	6%
Gender							
Male	398	70%	67%	64%	63%	59%	8%
Female	368	75%	71%	65%	64%	59%	4%
Age							-
18 - 29	144	66%	64%	57%	54%	50%	4%
30 - 59	443	74%	71%	67%	67%	61%	6%
60 +	179	75%	68%	64%	61%	60%	7%
Lifecycle	200	770/	750/	70%	(70)	50%	3%
Before family (young or with no kids) Young family (kids 0-6 years)	206	69%	75% 61%	70% 60%	67% 58%	59%	7%
Adult family (kids 0-6 years)	83 101	72%	66%	60%	63%	62%	5%
Post family (an kids 7 years+)	226	73%	68%	65%	64%	60%	7%
Retired	137	73%	71%	63%	62%	59%	7%
Residence	121	1270	/1/0	0370	0270	53%	170
Large city	240	77%	70%	67%	67%	67%	5%
Small city or medium sized town	300	67%	67%	62%	59%	55%	7%
Rural area or village	216	78%	72%	66%	65%	57%	6%
Education							
Primary or secondary school	285	71%	67%	61%	62%	58%	7%
Post-secondary	171	74%	68%	65%	63%	53%	6%
University first degree (BA, B.Sc, B.Ed)	144	76%	74%	68%	67%	63%	3%
University higher degree (M.Sc, Ph.D)	89	81%	76%	74%	70%	71%	7%
Employment							
Working full-time	378	73%	68%	65%	62%	59%	5%
Working part-time	100	73%	65%	62%	66%	57%	11%
Not working	124	75%	75%	70%	69%	62%	4%
Retired	137	72%	71%	63%	62%	59%	7%
Income							_
Low	85	77%	77%	68%	65%	58%	6%
Low average	170	73%	70%	63%	60%	54%	6%
Average	312	70%	68%	65%	63%	57%	6%
High or high average	154	77%	68%	67%	66%	68%	6%
Travelled abroad last 2 years Never	175	75%	71%	60%	64%	61%	8%
Once- Twice	175 310	69%	67%	69% 63%	63%	53%	6%
Three times or more	271	76%	72%	65%	64%	66%	4%
Segment	271	70%	1270	05%	0470	00%	470
The Sun Lovers	141	75%	70%	66%	70%	61%	4%
Active Traveller	141	83%	76%	71%	65%	65%	5%
Adventure Traveller	114	81%	76%	70%	72%	68%	4%
The Holidaymaker	154	75%	78%	71%	69%	65%	5%
The Mainstream Bargain Traveller	210	58%	54%	51%	50%	45%	10%
5							



## [Q7\_4] I can enjoy extensive wilderness and stillness

Germany





# [Q7\_4] I can enjoy extensive wilderness and stillness

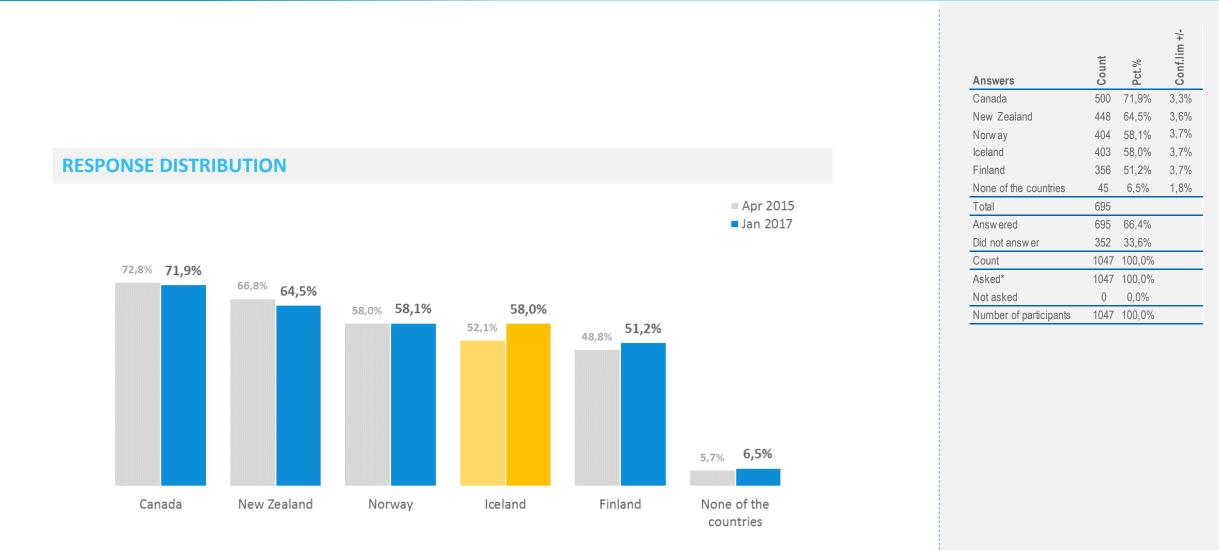
Germany

		Canada	Norway	Iceland	New Zealand	Finland	None of the countries
	0.54		-				40/
All Gender	864	76%	69%	67%	65%	65%	4%
Male	443	77%	69%	64%	64%	65%	5%
Female	421	76%	70%	70%	66%	64%	2%
Age							-
18 - 29	164	65%	65%	62%	57%	60%	6%
30 - 59	498	78%	72%	69%	68%	67%	3%
60 + Lifecycle	201	80%	67%	64%	64%	63%	4%
Before family (young or with no kids)	231	76%	75%	70%	68%	74%	3%
Young family (kids 0-6 years)	97	64%	64%	63%	53%	55%	8%
Adult family (all kids 7 years+)	109	79%	64%	63%	66%	57%	2%
Post family (no kids at home)	259	79%	71%	67%	65%	66%	4%
Retired	152	80%	67%	68%	67%	64%	5%
Residence							-
Large city	268	77%	70%	69%	67%	67%	4%
Small city or medium sized town Rural area or village	346 239	75% 79%	65% 74%	64% 67%	62%	60%	5% 3%
Education	239	79%	7470	07%	0770	09%	570
Primary or secondary school	321	78%	70%	67%	63%	66%	3%
Post-secondary	192	74%	66%	65%	66%	67%	3%
University first degree (BA, B.Sc, B.Ed)	156	79%	69%	67%	68%	60%	5%
University higher degree (M.Sc, Ph.D)	99	77%	81%	72%	74%	74%	2%
Employment							
Working full-time	421	78%	70%	67%	64%	65%	3%
Working part-time Not working	117 144	73%	72%	61%	65%	58%	5% 3%
Retired	152	80%	67%	68%	67%	64%	5%
Income	102	000	0,70	0070	0770	0110	570
Low	103	76%	73%	67%	63%	71%	8%
Low average	190	77%	74%	72%	70%	65%	2%
Average	343	75%	66%	64%	64%	65%	4%
High or high average	173	77%	71%	67%	64%	64%	3%
Travelled abroad last 2 years Never	200	770/	730/	7.04	68%	68%	5%
Once- Twice	209 342	77%	72% 68%	72% 63%	63%	62%	4%
Three times or more	303	74%	70%	68%	66%	67%	3%
Segment	505			0010	0000	0,7,0	
The Sun Lovers	162	80%	73%	69%	70%	67%	1%
Active Traveller	167	88	83%	81%	69%	80%	2%
Adventure Traveller	122	79%	73%	70%	74%	67%	4%
The Holidaymaker	180	85%	73%	71%	68%	69%	3%
The Mainstream Bargain Traveller	233	57%	52%	49%	52%	47%	8%

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



# [Q7\_5] I can choose from a variety of exciting activities





# [Q7\_5] I can choose from a variety of exciting activities

Germany

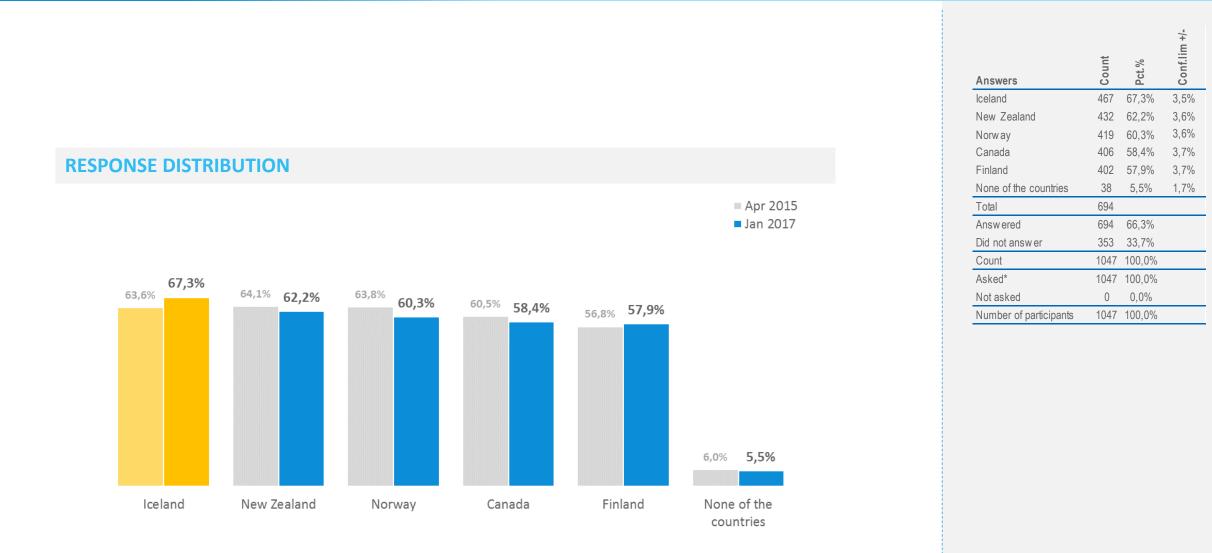
#### None of the countries Canada New Zealand Norway Iceland Finland 6% All 695 64% 58% 58% 51% 72% Gender 9% Male 365 61% 50% 56% 57% 71% Female 330 73% 69% 60% 59% 52% 4% Age 4% 18 - 29 137 68% 56% 53% 53% 56% 30 - 59 400 75% 52% 6% 67% 60% 63% 9% 60 + 158 64% 58% 49% 44% 67% Lifecycle Before family (young or with no kids) 67% 4% 195 75% 60% 65% 59% Young family (kids 0-6 years) 44% 9% 75 65% 45% 49% 47% Adult family (all kids 7 years+) 54% 51% 3% 94 78% 71% 61% 10% Post family (no kids at home) 62% 58% 50% 203 72% 67% Retired 68% 67% 6% 116 57% 51% 46% Residence 6% Large city 216 70% 65% 62% 64% 52% 7% Small city or medium sized town 279 71% 63% 53% 52% 46% 6% Rural area or village 191 76% 67% 62% 60% 58% Education 5% Primary or secondary school 258 73% 66% 57% 58% 52% 6% Post-secondary 154 69% 64% 60% 59% 56% 7% University first degree (BA, B.Sc, B.Ed) 129 70% 63% 57% 57% 47% University higher degree (M.Sc, Ph.D) 7% 82 80% 68% 65% 65% 50% Employment 6% Working full-time 359 71% 52% 63% 59% 60% 7% Working part-time 64% 58% 50% 90 80% 57% 6% Not working 76% 70% 62% 60% 106 59% Retired 116 68% 67% 57% 51% 46% 6% Income 13% 6% Low 75 73% 57% 55% 48% 49% Low average 144 71% 72% 60% 60% 50% 6% Average 283 70% 62% 60% 61% 57% High or high average 152 77% 67% 57% 43% 4% 55% Travelled abroad last 2 years 9% Never 157 72% 67% 63% 59% 60% 7% Once- Twice 276 69% 60% 55% 55% 47% Three times or more 253 76% 59% 51% 4% 70% 60% Segment 6% The Sun Lovers 117 60% 79% 72% 57% 50% 7% Active Traveller 126 83% 74% 71% 72% 64% 4% Adventure Traveller 107 68% 67% 61% 76% 67% 8% The Holidaymaker 143 75% 68% 61% 62% 51% The Mainstream Bargain Traveller 42% 7% 42% 202 57% 51% 40%

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



## [Q7\_6] I can expect the locals to be warm and welcoming

## Germany





# [Q7\_6] I can expect the locals to be warm and welcoming

Germany

		Iceland	New Zealand	Norway	Canada	Finland	None of the countries
All	694	67%	62%	60%	58%	58%	5%
Gender							
Male	365	63%	57%	57%	56%	55%	8%
Female	330	72%	68%	64%	61%	61%	2%
Age							-
18 - 29	141	62%	51%	44%	55%	45%	4%
30 - 59	389	66%	66%	63%	61%	60%	7%
60 +	164	73%	64%	67%	56%	64%	2%
Lifecycle	4.05	C 40/	50%	5204	50V	5.20%	10/
Before family (young or with no kids)	185	64%	59%	53%	63%	52%	4%
Young family (kids 0-6 years) Adult family (all kids 7 years+)	80	61%	69%	57%	50%		
Post family (an kids 7 years+)	97	70%		65%	66% 57%	61%	4%
Retired	192 128	75%	63% 64%	69%	55%	59%	2%
Residence	128	73%	04%	69%	55%	59%	270
Large city	215	71%	64%	59%	61%	56%	6%
Small city or medium sized town	285	62%	60%	59%	55%	56%	6%
Rural area or village	183	72%	65%	65%	61%	64%	4%
Education	100	1210	05/0	0070	01/0	0170	170
Primary or secondary school	265	73%	66%	65%	63%	61%	4%
Post-secondary	157	65%	58%	57%	53%	57%	8%
University first degree (BA, B.Sc, B.Ed)	128	66%	60%	58%	61%	57%	2%
University higher degree (M.Sc, Ph.D)	77	66%	66%	65%	60%	58%	5%
Employment							—
Working full-time	335	65%	60%	58%	56%	57%	7%
Working part-time	87	70%	64%	62%	60%	56%	7%
Not working	118	66%	66%	57%	69%	62%	2%
Retired	128	75%	64%	69%	55%	59%	2%
Income							
Low	79	71%	66%	66%	56%	68%	9%
Low average	151	69%	66%	64%	59%	60%	5%
Average	273	66%	60%	60%	58%	56%	5%
High or high average	149	69%	64%	59%	57%	58%	4%
Travelled abroad last 2 years							=
Never	167	72%	68%	66%	60%	64%	8%
Once-Twice	282	69%	62% 60%	62%	56%	60%	5%
Three times or more	236	64%	60%	56%	61%	53%	4%
Segment The Sun Lovers	125	74%	66%	69%	57%	68%	6%
Active Traveller	125	73%	61%	61%	61%	57%	3%
Adventure Traveller	108	75%	71%	66%	69%	61%	5%
The Holidaymaker	130	69%	64%	68%	61%	65%	6%
The Mainstream Bargain Traveller	200	54%	54%	46%	50%	46%	7%
the manor carri balbant fravener	200		0.00				



## [Q7\_7] It has an interesting history and culture

### Germany

Conf.lim +/-

3,4%

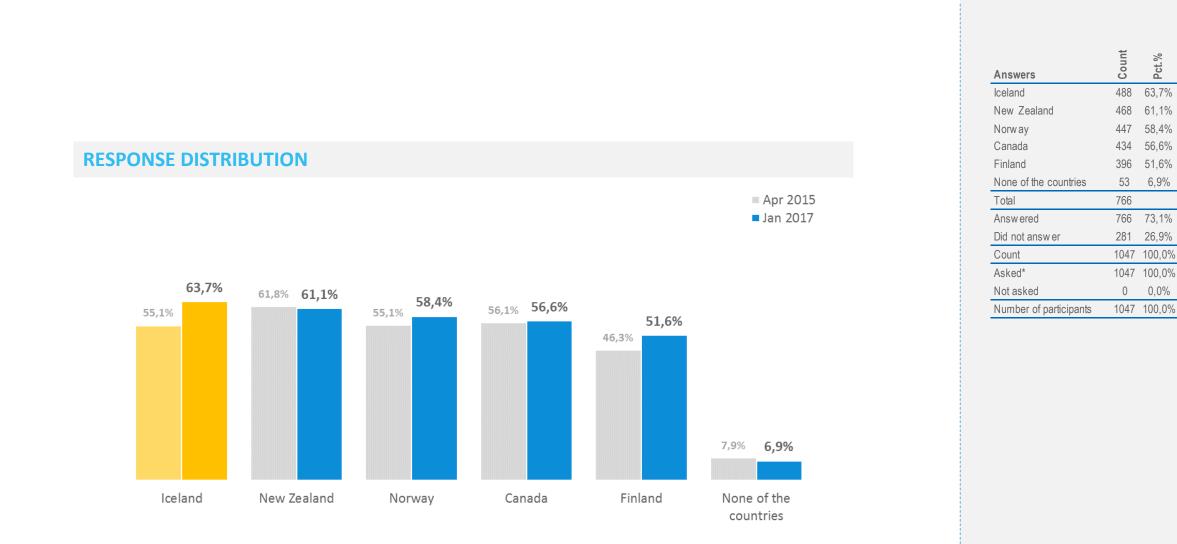
3,5%

3,5%

3,5%

3,5%

1,8%





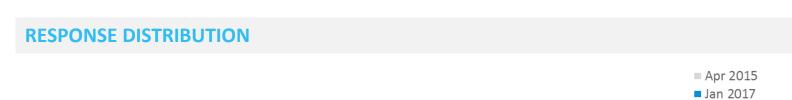
# [Q7\_7] It has an interesting history and culture

Germany

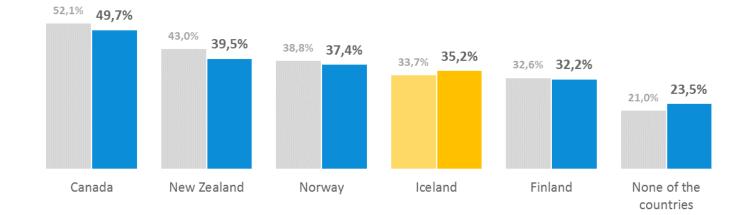
		Iceland	New Zealand	Norway	Canada	Finland	None of the countries
All	766	64%	61%	58%	57%	52%	7%
Gender							-
Male	397	60%	55%	56%	55%	48%	9%
Female	369	67%	67%	60%	59%	55%	5%
Age							
18 - 29	151	58%	50%	50%	46%	45%	7%
30 - 59	436	65%	65%	59%	60%	53%	7%
60 +	179	65%	61%	63%	57%	55%	7%
Lifecycle			504	500			<b>—</b>
Before family (young or with no kids)	208	61%	60%	58%	51%	51%	7%
Young family (kids 0-6 years)	86	66%	52%	56%	51%	47%	8%
Adult family (all kids 7 years+)	99	59%	55%	52%	59%	51%	6%
Post family (no kids at home) Retired	222	68%	67%	64%	63%	55%	6%
Residence	139	62%	65%	59%	58%	51%	9%
Large city	244	66%	61%	58%	53%	50%	7%
Small city or medium sized town	310	62%	63%	58%	60%	52%	6%
Rural area or village	203	65%	61%	59%	58%	52%	7%
Education	205	05%	01%	55%	3870	55%	170
Primary or secondary school	280	61%	64%	58%	60%	55%	6%
Post-secondary	170	62%	57%	52%	48%	46%	10%
University first degree (BA, B.Sc, B.Ed)	138	70%	62%	63%	60%	57%	6%
University higher degree (M.Sc, Ph.D)	92	71%	65%	64%	55%	49%	5%
Employment							-
Working full-time	371	63%	59%	57%	55%	49%	6%
Working part-time	100	65%	67%	68%	68%	61%	5%
Not working	129	65%	62%	55%	55%	52%	7%
Retired	139	62%	65%	59%	58%	51%	9%
Income							
Low	91	64%	65%	62%	57%	53%	10%
Low average	165	70%	69%	63%	61%	55%	4%
Average	310	59%	58%	55%	56%	50%	7%
High or high average	152	66%	55%	59%	54%	52%	8%
Travelled abroad last 2 years							_
Never	182	66%	70%	60%	66%	57%	9%
Once- Twice	306	64%	59%	60%	56%	50%	5%
Three times or more	268	63%	59%	56%	52%	50%	7%
Segment The Sun Lovers	135	C01/	C 40/	58%	630	50%	8%
Active Traveller	135 155	69%	64% 69%		63%	50%	
Adventure Traveller	155 115	74% 69%	64%	65% 71%	59% 60%	64%	3%
The Holidaymaker	115	65%	63%	60%	61%	57%	5%
The Mainstream Bargain Traveller	214	50%	51%	46%	46%	40%	9%
	214	50%	5170	4070	4070	4070	570



#### Germany



Answers	Count	Pct.%	Conf.lim +/-
Canada	225	49,7%	4,6%
New Zealand	179	39,5%	4,5%
Norway	169	37,4%	4,5%
Iceland	159	35,2%	4,4%
Finland	146	32,2%	4,3%
None of the countries	106	23,5%	3,9%
Total	452		
Answered	452	43,2%	
Did not answ er	595	56,8%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	





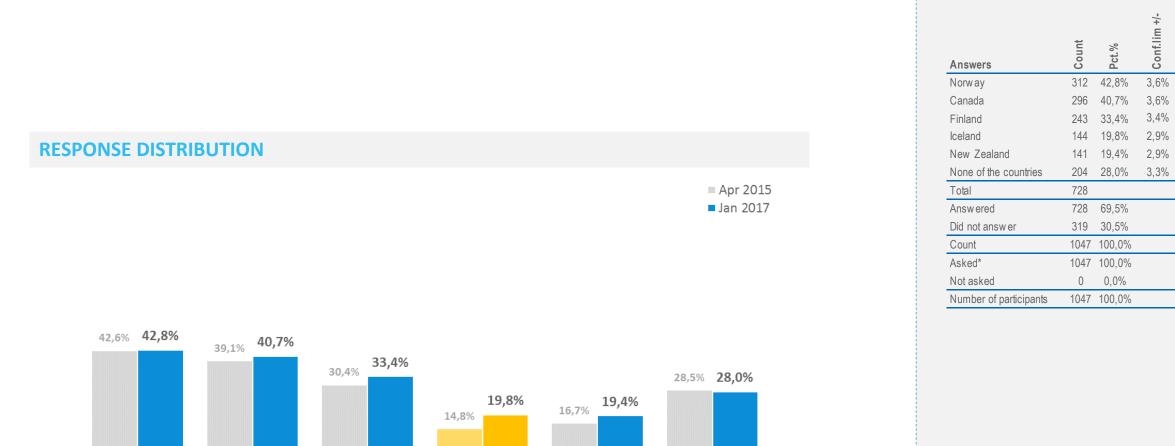
Germany

		Canada	New Zealand	Norway	Iceland	Finland	None of the countries
All	452	50%	40%	37%	35%	32%	23%
Gender							
Male	265	47%	37%	34%	32%	30%	27%
Female	187	54%	44%	43%	40%	35%	19%
Age							_
18 - 29	99	40%	35%	31%	38%	32%	12%
30 - 59 60 +	265 88	44%	42%	42%	38%	17%	24%
50 + Lifecycle	88	44%	36%	31%	23%	17%	36%
Before family (young or with no kids)	127	53%	44%	38%	41%	39%	17%
Young family (kids 0-6 years)	59	46%	24%	29%	31%	25%	20%
Adult family (all kids 7 years+)	65	49%	34%	34%	32%	35%	18%
Post family (no kids at home)	129	50%	49%	46%	38%	34%	28%
Retired	65	50%	34%	31%	26%	19%	36%
Residence							
Large city	142	52%	43%	39%	43%	37%	22%
Small city or medium sized town	180	48%	36%	37%	32%	28%	24%
Rural area or village	122	52%	42%	38%	33%	34%	23%
Education							
Primary or secondary school	164	51%	47%	43%	41%	36%	21%
Post-secondary	111	51%	37%	39%	34%	35%	22%
University first degree (BA, B.Sc, B.Ed)	83	46%	37%	29%	34%	28%	23%
University higher degree (M.Sc, Ph.D)	49	45%	29%	26%	22%	27%	37%
Employment Working full-time	2.42	48%	38%	37%	38%	35%	249/
Working part-time	242 58	48%	45%	43%	26%	31%	21%
Not working	58 68	54%	45%	45%	45%	38%	16%
Retired	65	50%	34%	31%	26%	19%	36%
Income	00	5676	5175	51/0	2.070	1570	50/
	51	53%	41%	35%	43%	27%	26%
Low average	92	50%	45%	41%	41%	36%	24%
Average	192	51%	37%	39%	33%	33%	21%
High or high average	91	47%	39%	31%	32%	31%	24%
Travelled abroad last 2 years							
Never	98	51%	46%	42%	42%	34%	28%
Once- Twice	189	51%	41%	38%	33%	32%	20%
Three times or more	158	49%	34%	35%	34%	31%	25%
Segment							
The Sun Lovers	74	55%	46%	48%	36%	29%	25%
Active Traveller Adventure Traveller	79 69	51%	39%	33%	33%	26%	34%
The Holidaymaker	69 74	48%	41%	38%	39%	38%	24%
The Mainstream Bargain Traveller	74 157	46%	34%	39%	33%	39%	14%
The Manstean Dargall Havelet	107	4070	5770	3470	3370	31/0	1770



# [Q7\_9] It is a good destination for a city break experience

### Germany







Iceland



countries





# [Q7\_9] It is a good destination for a city break experience

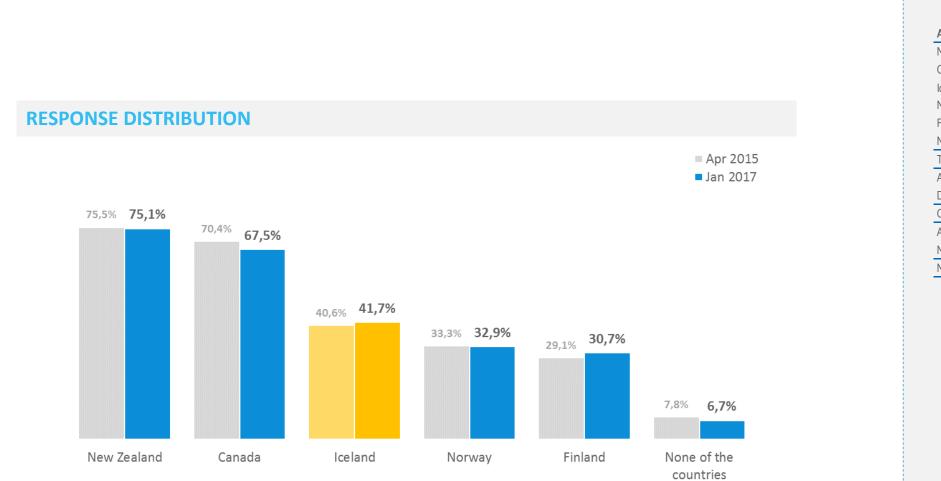
Germany

		Norway	Canada	Finland	Iceland	New Zealand	None of the countries
All	728	43%	41%	33%	20%	19%	28%
Gender							
Male	386	39%	44%	34%	18%	20%	29%
Female	342	47%	37%	33%	22%	18%	27%
Age							
18 - 29 30 - 59	143	39%	43%	34%	23%	18%	18%
30 - 59 60 +	428 157	45%	41%	34%	20%	20%	30%
Lifecycle	121	4170	3670	30%	13%	1970	5570
Before family (young or with no kids)	202	45%	44%	37%	22%	20%	22%
Young family (kids 0-6 years)	81	39%	42%	38%	22%	10%	22%
Adult family (all kids 7 years+)	95	42%	43%	33%	19%	24%	21%
Post family (no kids at home)	216	45%	39%	34%	22%	23%	36%
Retired	119	39%	37%	26%	11%	16%	34%
Residence							
Large city	228	46%	47%	37%	22%	22%	23%
Small city or medium sized town	296	39%	35%	32%	17%	17%	31%
Rural area or village	195	46%	42%	32%	21%	20%	29%
Education							
Primary or secondary school	269	42%	43%	31%	20%	20%	26%
Post-secondary	167	41%	44%	34%	17%	20%	29%
University first degree (BA, B.Sc, B.Ed)	130	43%	37%	33%	17%	17%	32%
University higher degree (M.Sc, Ph.D)	83	49%	41%	41%	28%	22%	27%
Employment Working full-time	370	41%	39%	34%	19%	19%	30%
Working part-time	370 92	41%	43%	34%	23%	22%	26%
Not working	92 122	47%	43%	31%	23%	22%	20%
Retired	119	39%	37%	26%	11%	16%	34%
Income	110	5570	5770	2070	11/0	10/0	0170
Low	80	43%	45%	30%	19%	20%	30%
Low average	150	43%	44%	31%	16%	16%	30%
Average	301	44%	39%	37%	23%	21%	26%
High or high average	154	39%	38%	30%	16%	21%	31%
Travelled abroad last 2 years							
Never	169	43%	44%	34%	22%	23%	32%
Once- Twice	287	42%	40%	31%	19%	19%	26%
Three times or more	262	43%	40%	35%	20%	18%	27%
Segment							
The Sun Lovers	128	42%	37%	33%	16%	19%	33%
Active Traveller Adventure Traveller	145 108	47%	46%	35%	20%	17%	30%
The Holidaymaker	108	42%	43%	36%	24%	22%	33%
The Mainstream Bargain Traveller	149	35%	39%	27%	19%	18%	21%
The Manstream bargailt Havenet	170	5570	5570	LIV	1970	10/0	2170



# [Q7\_10] It is expensive to travel to

#### Germany



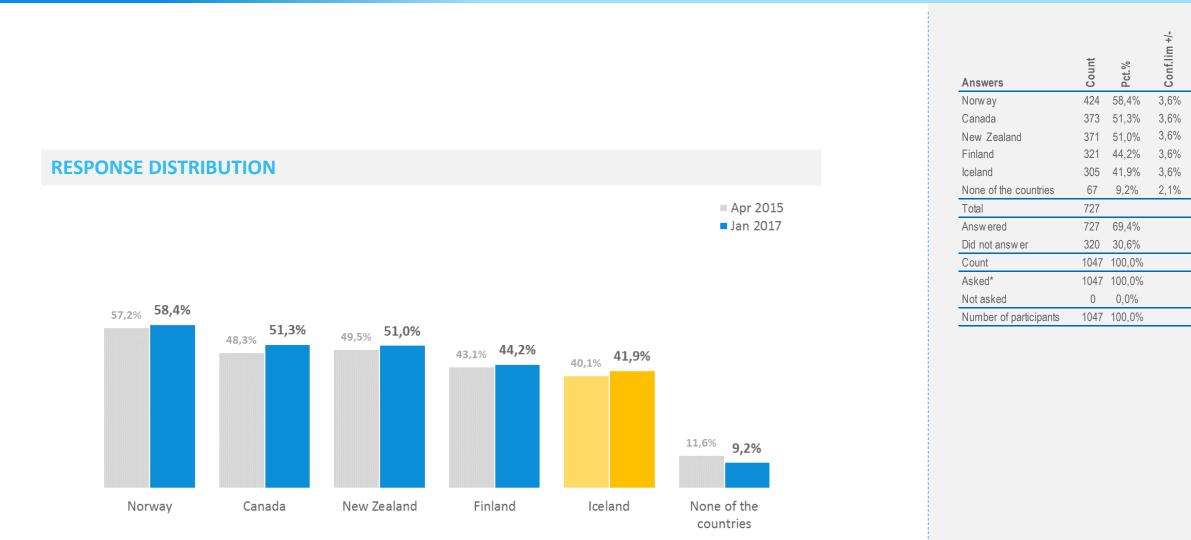
Conf.lim +/-Count Pct.% Answers 608 75,1% 3,0% New Zealand 548 67,5% 3,2% Canada 3,4% 338 41,7% lceland 3,2% Norway 267 32,9% 3,2% Finland 249 30,7% None of the countries 54 6,7% 1,7% Total 811 Answ ered 811 77,4% Did not answ er 236 22,6% 1047 100,0% Count 1047 100,0% Asked\* 0 0,0% Not asked 1047 100,0% Number of participants

Germany

		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	811	75%	68%	42%	33%	31%	7%
Gender							_
Male	421	71%	64%	38%	29%	26%	9%
Female	390	80%	72%	46%	37%	35%	5%
<b>Age</b> 18 - 29	163	64%	61%	39%	33%	31%	6%
30 - 59	458	78%	71%	44%	34%	32%	6%
60 +	189	78%	65%	37%	32%	28%	9%
Lifecycle							—
Before family (young or with no kids)	223	79%	69%	48%	38%	35%	4%
Young family (kids 0-6 years)	90	63%	54%	36%	24%	26%	8%
Adult family (all kids 7 years+)	100	72%	74%	42%	35%	32%	4%
Post family (no kids at home)	234	76%	70%	37%	31%	29%	9%
Retired	148	79%	68%	42%	33%	29%	8%
Residence Large city	250	7.04	C0%	4.5%	220/	248/	6%
Small city or medium sized town	250 323	76%	68% 67%	46%	32%	31%	6% 7%
Rural area or village	229	74%	69%	43%	32%	34%	7%
Education	223	70%	05%	4370	30%	5470	770
Primary or secondary school	299	72%	69%	40%	33%	28%	7%
Post-secondary	183	80%	69%	46%	33%	34%	4%
University first degree (BA, B.Sc, B.Ed)	149	76%	62%	36%	30%	28%	9%
University higher degree (M.Sc, Ph.D)	89	83%	67%	46%	36%	35%	6%
Employment							_
Working full-time	401	75%	68%	41%	32%	31%	6%
Working part-time	101	75%	67%	42%	38%	31%	9%
Not working Retired	134 148	74%	70% 68%	40%	31%	28%	5% 8%
Income	148	/9%	68%	42%	33%	29%	8%
Low	98	75%	72%	50%	41%	34%	8%
Low average	179	80%	78%	49%	41%	38%	4%
Average	322	72%	64%	39%	30%	31%	8%
High or high average	162	76%	61%	34%	25%	21%	7%
Travelled abroad last 2 years							
Never	190	75%	72%	41%	35%	31%	10%
Once- Twice	321	73%	69%	44%	32%	32%	7%
Three times or more	291	79%	64%	39%	33%	29%	4%
Segment The Sun Lovers	143	054	700/	5.0%	39%	25%	2%
Active Traveller	143 158	85%	73% 71%	50% 47%	35%	36%	6%
Adventure Traveller	158	75%	60%	33%	26%	27%	10%
The Holidaymaker	168	81%	76%	47%	35%	33%	5%
The Mainstream Bargain Traveller	228	57%	59%	33%	29%	26%	10%



# [Q7\_11] It is expensive to stay as a tourist at this destination





# [Q7\_11] It is expensive to stay as a tourist at this destination

Germany

		Norway	Canada	New Zealand	Finland	Iceland	None of the countries
All	727	58%	51%	51%	44%	42%	9%
Gender							
Male	381	57%	49%	50%	42%	41%	10%
Female	346	60%	54%	52%	46%	43%	8%
Age							_
18 - 29	148	52%	34%	37%	40%	34%	9%
30 - 59	416	59%	56%	54%	45%	46%	10%
60 +	163	63%	53%	55%	46%	39%	8%
Lifecycle	202	C10/	48%	47%	45%	48%	7%
Before family (young or with no kids) Young family (kids 0-6 years)	203 76	61% 49%	29%	28%	34%	30%	16%
Adult family (all kids 7 years+)	103	58%	54%	53%	43%	30%	7%
Post family (no kids at home)	207	57%	59%	58%	47%	44%	11%
Retired	124	64%	57%	58%	46%	42%	8%
Residence	127	0170	5770	50%	10/0	1270	0,0
Large city	232	58%	49%	50%	41%	45%	9%
Small city or medium sized town	288	55%	52%	50%	45%	40%	11%
, Rural area or village	198	65%	54%	54%	47%	42%	7%
Education							—
Primary or secondary school	265	53%	56%	50%	40%	39%	10%
Post-secondary	169	60%	47%	53%	47%	37%	9%
University first degree (BA, B.Sc, B.Ed)	135	59%	49%	46%	42%	42%	10%
University higher degree (M.Sc, Ph.D)	81	68%	49%	59%	52%	61%	5%
Employment							_
	362	57%	50%	50%	44%	43%	10%
Working part-time	96	58%	56%	48%	44%	42%	8%
Not working	119	58%	46%	47%	44%	42%	7%
Retired	124	64%	57%	58%	46%	42%	8%
Income Low	78	<b>C2</b> 1/	550/	50%	450/	4.497	408/
Low Low average	163	62% 66%	55%	50%	45%	44%	10% 6%
Average	291	53%	53%	49%	42%	36%	10%
High or high average	150	55%	44%	48%	43%	38%	12%
Travelled abroad last 2 years	100	55%	1170	10/0	1070	30//	1270
	165	60%	55%	50%	47%	38%	13%
Once- Twice	290	55%	53%	52%	42%	43%	8%
Three times or more	262	61%	47%	51%	45%	44%	8%
Segment							—
The Sun Lovers	131	70%	56%	58%	53%	40%	3%
Active Traveller	144	69%	58%	58%	49%	58%	6%
Adventure Traveller	100	54%	35%	46%	38%	39%	18%
The Holidaymaker	146	62%	55%	57%	49%	49%	10%
The Mainstream Bargain Traveller	206	43%	49%	40%	35%	28%	11%



Answers New Zealand

Canada

#### Germany

Count

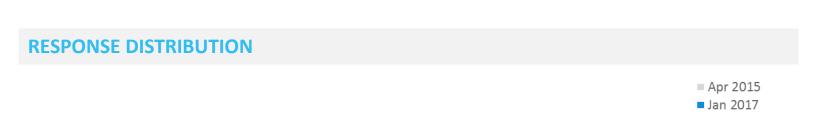
Pct.%

314 36,6% 3,2%

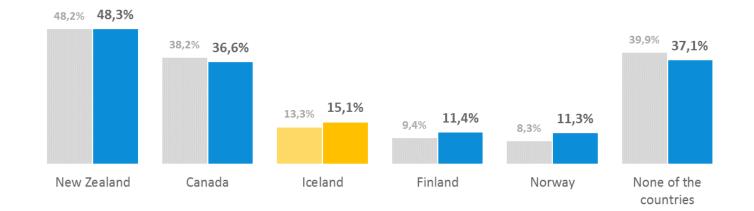
415 48,3%

Conf.lim +/-

3,3%



lceland	130	15,1%	2,4%
Finland	98	11,4%	2,1%
Norway	97	11,3%	2,1%
None of the countries	319	37,1%	3,2%
Total	859		
Answ ered	859	82,1%	
Did not answ er	188	17,9%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	





# [Q7\_12] It is too far away for me to travel to

Germany

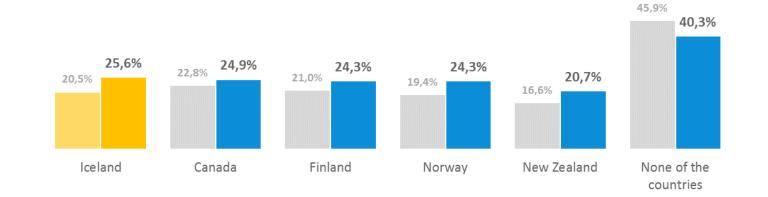
		New Zealand	Canada	Iceland	Finland	Norway	None of the countries
All	859	48%	37%	15%	11%	11%	37%
Gender							
Male	438	47%	35%	14%	11%	13%	37%
Female	421	49%	38%	16%	11%	9%	37%
Age				-	_	_	
18 - 29	170	33%	27%	9%	9%	12%	43%
30 - 59 60 +	487 201	48%	36%	18%	12%	12%	39%
	201	62%	46%	14%	11%	9%	28%
Lifecycle Before family (young or with no kids)	230	41%	28%	12%	10%	10%	45%
Young family (kids 0-6 years)	230 95	41%	31%	15%	12%	14%	36%
Adult family (all kids 7 years+)	95 108	40%	31%	18%	15%	15%	38%
Post family (an kids 7 years)	254	55%	42%	16%	12%	12%	32%
Retired	156	57%	46%	14%	11%	9%	34%
Residence	150	5770	1070	1170	11/0	570	5170
Large city	260	49%	37%	17%	11%	13%	38%
Small city or medium sized town	340	49%	36%	14%	12%	11%	36%
, Rural area or village	248	47%	37%	14%	10%	10%	39%
Education					—		
Primary or secondary school	319	47%	41%	16%	11%	11%	36%
Post-secondary	192	50%	39%	17%	14%	12%	35%
University first degree (BA, B.Sc, B.Ed)	158	47%	32%	11%	8%	7%	40%
University higher degree (M.Sc, Ph.D)	92	53%	29%	16%	11%	15%	38%
Employment					_		
Working full-time	407	48%	31%	14%	10%	12%	38%
Working part-time	114	44%	39%	15%	10%	13%	36%
Not working	150	44%	40%	15%	13%	9%	42%
Retired	156	57%	46%	14%	11%	9%	34%
Income	100		500/	4007	100/		2007
Low	102 190	60%	52%	19%	13%	13%	30%
Low average Average	340	46%	49%	16% 16%	12%	14%	33%
High or high average	172	40%	24%	10%	4%	9%	46%
Travelled abroad last 2 years	1/2	4070	2770	10/0	770	570	0/01
Never	209	55%	50%	25%	20%	21%	33%
Once- Twice	335	47%	37%	16%	10%	9%	35%
Three times or more	304	45%	27%	7%	7%	7%	43%
Segment				- <b>-</b>	=	-	
The Sun Lovers	161	55%	42%	21%	12%	10%	33%
Active Traveller	161	56%	35%	9%	10%	6%	39%
Adventure Traveller	123	41%	30%	10%	5%	7%	46%
The Holidaymaker	178	52%	42%	17%	13%	13%	39%
The Mainstream Bargain Traveller	236	40%	33%	17%	13%	17%	32%



#### **RESPONSE DISTRIBUTION**



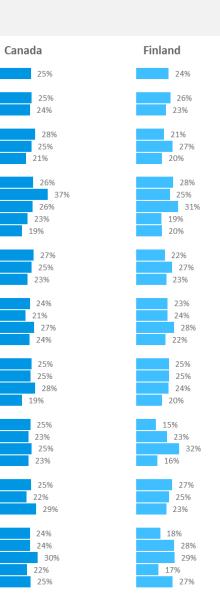
Answers	Count	Pct.%	Conf.lim +/-
lceland	135	25,6%	3,7%
Canada	131	24,9%	3,7%
Finland	128	24,3%	3,7%
Norway	128	24,3%	3,7%
New Zealand	109	20,7%	3,5%
None of the countries	212	40,3%	4,2%
Total	526		
Answered	526	50,3%	
Did not answ er	521	49,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

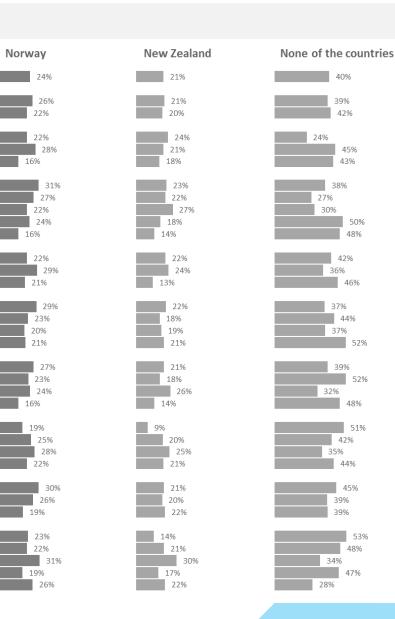


# [Q7\_13] It offers good value for money

Germany

		Iceland
All	526	26%
Gender		
Male	300	24%
Female	226	28%
Age		
18 - 29	104	25%
30 - 59	307	25%
60 +	114	28%
Lifecycle		
Before family (young or with no kids)	144	27%
Young family (kids 0-6 years) Adult family (all kids 7 years+)	59	22%
Post family (no kids at home)	77 150	24%
Retired	88	25%
Residence	00	2370
Large city	175	24%
Small city or medium sized town	198	27%
Rural area or village	146	25%
Education		
Primary or secondary school	183	33%
Post-secondary	123	22%
University first degree (BA, B.Sc, B.Ed)	99	27%
University higher degree (M.Sc, Ph.D)	67	15%
Employment		
Working full-time	276	24%
Working part-time	61	23%
Not working Retired	81 88	32%
Income	88	25%
Low	53	24%
Low average	104	33%
Average	228	29%
High or high average	117	17%
Travelled abroad last 2 years		
Never	108	31%
Once- Twice	208	27%
Three times or more	202	22%
Segment		
The Sun Lovers	87	19%
Active Traveller	95	23%
Adventure Traveller	80	38%
The Holidaymaker The Mainstream Bargain Traveller	95	22%
me Manstream bargam fraveller	169	Z / %







## [Q7\_14] The climate is too cold for me to visit

### Germany

Conf.lim +/-

3,1%

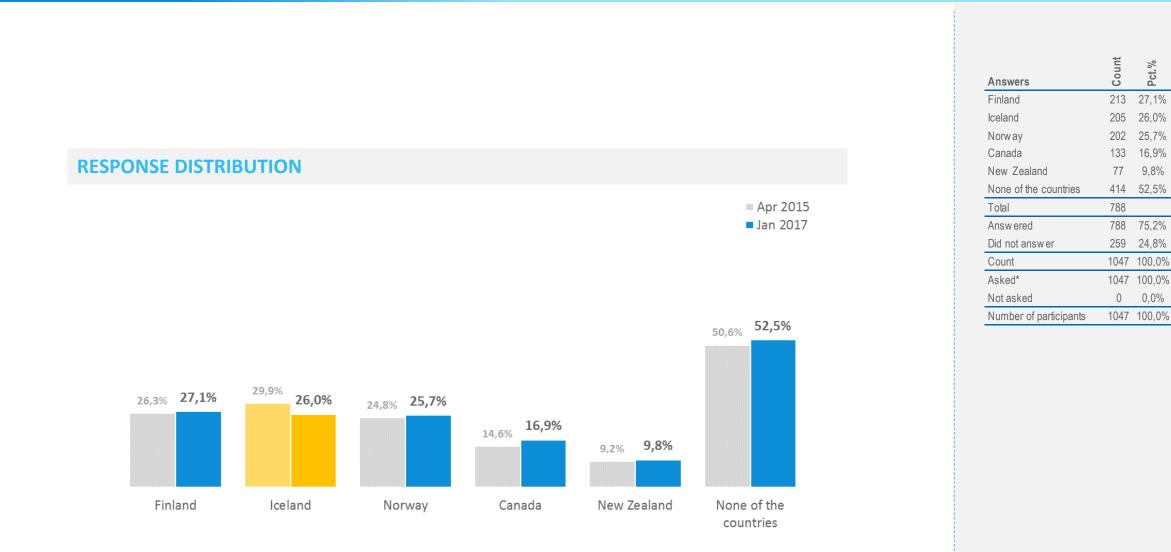
3,1%

3,0%

2,6%

2,1%

3,5%



## [Q7\_14] The climate is too cold for me to visit

10%

9% 10%

10%

12%

5%

5%

10%

11%

11%

9%

4%

6%

11%

10%

11%

12%

4%

3%

11%

12%

7%

2%

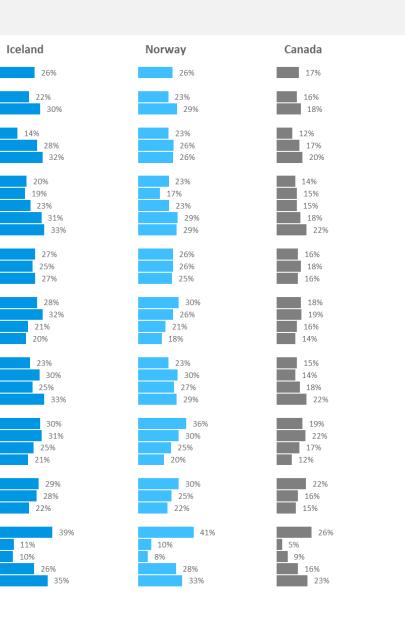
3%

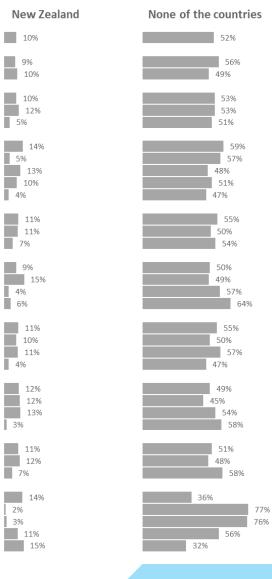
11%

4%

Germany

		Finland
All	788	27%
Gender		
Male	407	25%
Female	381	29%
Age		
18 - 29	153	22%
30 - 59	453	27%
60 +	182	32%
Lifecycle		
Before family (young or with no kids)	217	22%
Young family (kids 0-6 years)	84	20%
Adult family (all kids 7 years+)	103	30%
Post family (no kids at home) Retired	230	29%
Residence	141	35%
Large city	244	26%
Small city or medium sized town	244 312	29%
Rural area or village	222	27%
Education	~~~	2170
Primary or secondary school	294	28%
Post-secondary	176	31%
University first degree (BA, B.Sc, B.Ed)	141	23%
University higher degree (M.Sc, Ph.D)	90	26%
Employment		
Working full-time	387	24%
Working part-time	105	30%
Not working	129	27%
Retired	141	35%
Income		
Low	87	37%
Low average	170	33%
Average	324	25%
High or high average Travelled abroad last 2 years	159	25%
Never	185	31%
Once- Twice	307	29%
Three times or more	285	23%
Segment	200	2370
The Sun Lovers	149	45%
Active Traveller	146	14%
Adventure Traveller	114	9%
The Holidaymaker	159	30%
The Mainstream Bargain Traveller	220	31%
-		

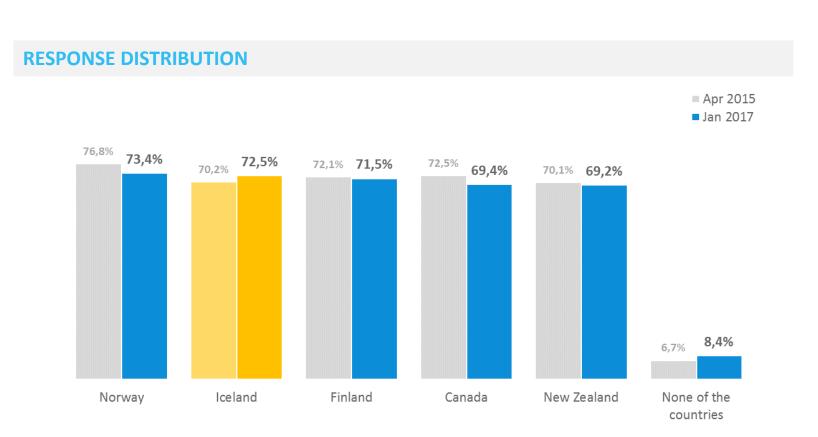






## Germany

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Answers	Count	Pct.%	Conf.lim +/
Norway	587	73,4%	3,1%
Iceland	580	72,5%	3,1%
Finland	572	71,5%	3,1%
Canada	555	69,4%	3,2%
New Zealand	554	69,2%	3,2%
None of the countries	67	8,4%	1,9%
Total	800		
Answered	800	76,4%	
Did not answ er	247	23,6%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

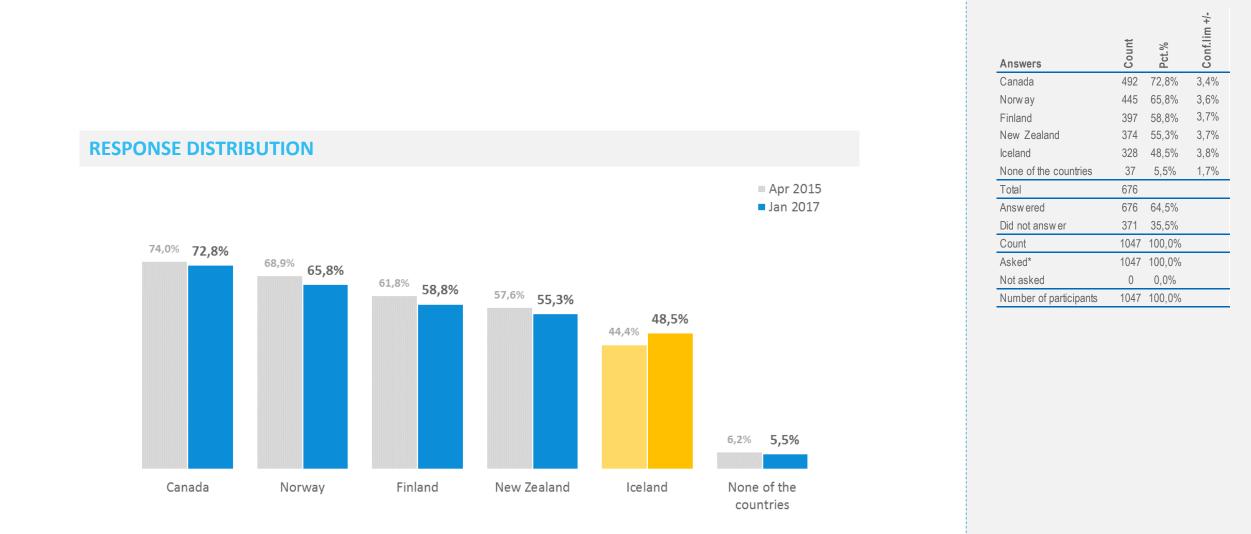


Germany

		Norway	Iceland	Finland	Canada	New Zealand	None of the countries
All	800	73%	72%	71%	69%	69%	8%
Gender							
Male	431	72%	70%	68%	70%	68%	10%
Female	369	75%	75%	75%	69%	71%	6%
Age							
18 - 29	164	65%	66%	66%	64%	64%	10%
30 - 59	450	75%	74%	73%	72%	72%	7%
60 +	186	77%	74%	73%	68%	67%	9%
Lifecycle	222	75%	7.407	7.10/	700/	7.02	
Before family (young or with no kids)	223	75% 64%	74%	74% 61%	73%		8%
Young family (kids 0-6 years) Adult family (all kids 7 years+)	91 101	72%	67% 77%	70%	67%	60%	4%
Post family (no kids at home)	226	72%	73%	74%	68%	69%	9%
Retired	141	75%	72%	72%	68%	68%	10%
Residence	141	7570	1270	7270	0070	00%	10/0
Large city	249	76%	77%	74%	73%	74%	8%
Small city or medium sized town	322	71%	69%	69%	69%	67%	8%
, Rural area or village	218	75%	73%	73%	68%		11%
Education							
Primary or secondary school	292	72%	72%	71%	70%	69%	8%
Post-secondary	177	73%	70%	69%	68%	72%	9%
University first degree (BA, B.Sc, B.Ed)	150	76%	77%	76%	73%	70%	7%
University higher degree (M.Sc, Ph.D)	95	82%	82%	79%	78%	76%	5%
Employment							_
Working full-time	394	74%	74%	72%	71%		7%
Working part-time	95	73%	70%	70%	68%	68%	13%
Not working Retired	141 141	73%	70%	73%	72%		7%
Income	141	7 3%	7270	7270	0870	08%	10%
Low	93	81%	76%	82%	71%	74%	8%
Low average	165	71%	73%	68%	66%	66%	10%
Average	321	70%	70%	69%	66%		9%
High or high average	168	80%	77%	74%	78%		7%
Travelled abroad last 2 years							
Never	184	72%	68%	73%	64%	64%	14%
Once- Twice	319	72%	72%	68%	70%	69%	8%
Three times or more	288	77%	76%	75%	74%	75%	6%
Segment							_
The Sun Lovers	150	81%	78%	72%	71%	75%	7%
Active Traveller	158	83%	82%	81%	78%		8%
Adventure Traveller The Holidaymaker	118	81%	75%	78%	72%		6%
The Mainstream Bargain Traveller	156 218	55%	74% 60%	74% 59%	57%	69% 60%	8%
The Manistream Dargan Havener	210	3370	00%	3970	J / 70	00%	1170



# **[Q7\_16] It has modern infrastructure (such as transportation, accommodation, communications)** Germany





Germany

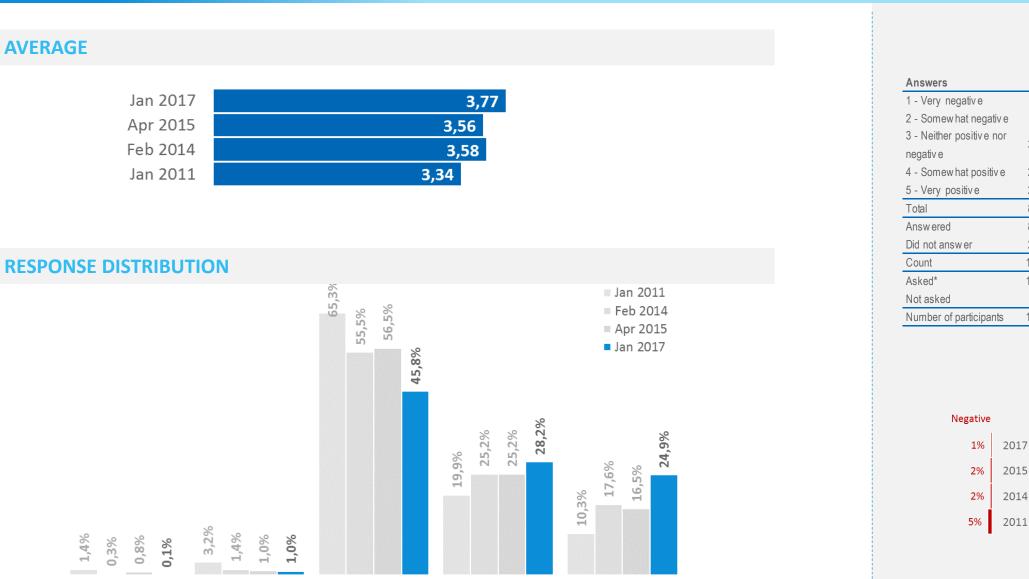
		Canada	Norway	Finland	New Zealand	Iceland	None of the countries
All	676	73%	66%	59%	55%	49%	5%
Gender							
Male	363	71%	64%	59%	54%	46%	7%
Female	313	75%	68%	59%	57%	51%	3%
Age							
18 - 29	138	71%	56%	51%	52%	43%	5%
30 - 59	395	74%	69%	63%	58%	50%	5%
60 +	142	71%	68%	56%	52%	49%	7%
Lifecycle							
Before family (young or with no kids)	192	78%	67%	64%	60%	51%	3%
Young family (kids 0-6 years)	79	67%	62%	50%	47%	44%	8%
Adult family (all kids 7 years+)	93	68%	64%	56%	53%	45%	3%
Post family (no kids at home)	195	74%	65%	60%	57%	48%	7%
Retired <b>Residence</b>	107	73%	73%	58%	55%	52%	7%
Large city	221	71%	70%	58%	60%	48%	6%
Small city or medium sized town	268	75%	63%	60%	51%	47%	5%
Rural area or village	180	73%	67%	60%	58%	51%	4%
Education	100	1370	0770	00%	5670	51%	470
Primary or secondary school	247	70%	62%	55%	53%	44%	6%
Post-secondary	153	76%	65%	55%	56%	49%	5%
University first degree (BA, B.Sc, B.Ed)	127	73%	74%	65%	54%	53%	3%
University higher degree (M.Sc, Ph.D)	84	80%	75%	71%	68%	61%	4%
Employment							-
Working full-time	354	73%	63%	59%	56%	47%	4%
Working part-time	82	68%	65%	57%	53%	45%	7%
Not working	112	77%	71%	62%	58%	51%	4%
Retired	107	73%	73%	58%	55%	52%	7%
Income							_
Low	77	76%	72%	65%	62%	52%	8%
Low average	134	69%	65%	60%	52%	49%	3%
Average	278	70%	63%	57%	53%	47%	6%
High or high average	149	77%	68%	55%	59%	48%	5%
Travelled abroad last 2 years	450	70%	740/	C 40/	540/	470/	70/
Never Once- Twice	150	73%	71%	64%	51%	47%	7% 5%
Three times or more	273	70%	63% 66%	54%	57%	46%	4%
	245	/6%	66%	62%	57%	52%	4%
Segment The Sun Lovers	120	77%	65%	57%	58%	51%	4%
Active Traveller	120	83%	83%	71%	65%	61%	3%
Adventure Traveller	120	81%	74%	71%	65%	60%	4%
The Holidaymaker	125	72%	73%	62%	52%	44%	6%
The Mainstream Bargain Traveller	199	60%	47%	44%	45%	36%	9%
manorean barban navener	200						

[Q8] In general, how positive or negative are you towards Icelandic products, services and brands

Very positive



\*Asked: All respondents



negative

327

Germany

Pct.%

0,1%

1,0%

45,8%

237 28,2%

210 24,9%

841 100%

841 80,3%

206 19,7% 1047 100,0%

1047 100,0%

0 0,0%

1047 100,0%

Positive

53%

42%

43%

30%

Count

8

385

Conf.lim +/-

0,2%

0,7%

3,4%

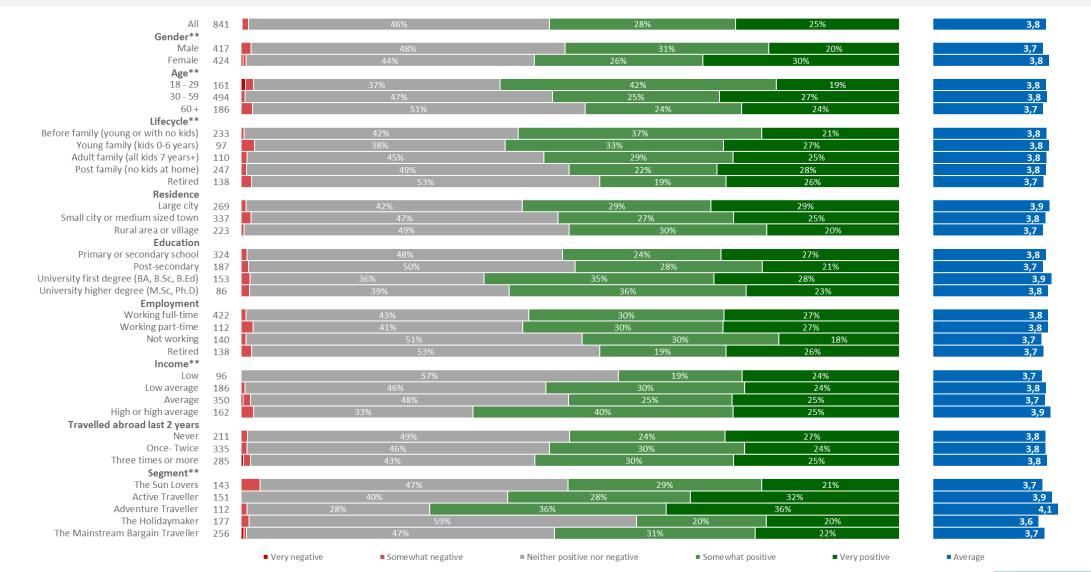
3,0%

2,9%

[Q8] In general, how positive or negative are you towards Icelandic products, services and brands

Germany

#### **RESPONSE DISTRIBUTION | CROSS SPLITS**



\*Asked: All respondents

\*\* Statistically significant difference between groups (p<0,05)

mmr

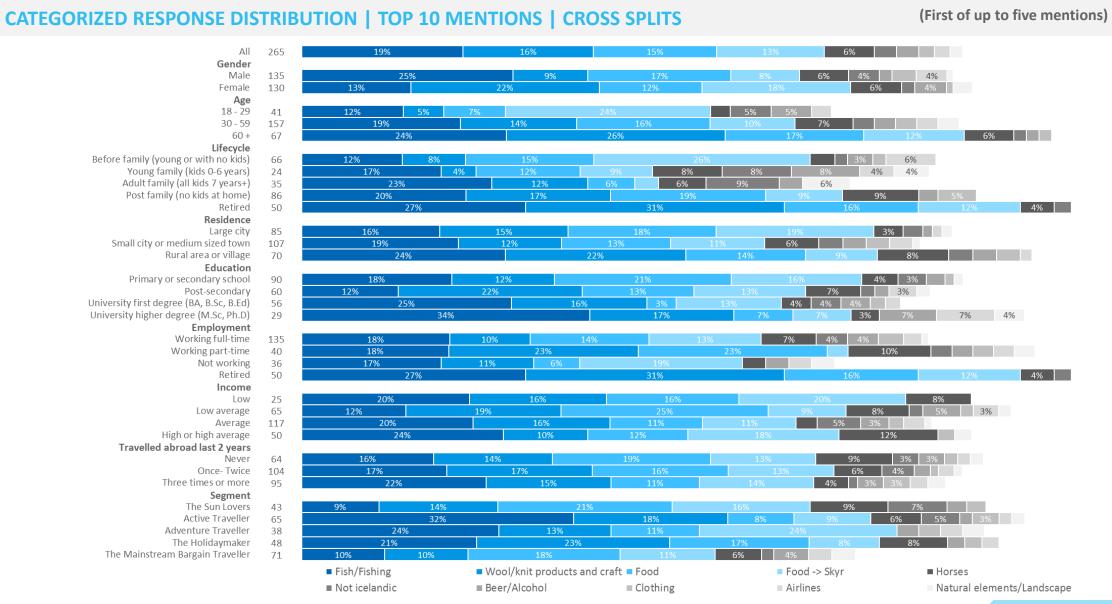


	Top 10 Answers	Count	Pct.%	Conf.lim +/-
	Fish/Fishing	51	19,3%	4,7%
	Wool/knit products and		15,6%	4,4%
	Food		14,7%	4,3%
CATEGORIZED RESPONSE DISTRIBUTION   TOP 10 MENTIONS (First of up to five mentions)	Food -> Skyr		12,9%	4,0%
CATEGORIZED RESPONSE DISTRIBUTION   TOP 10 MENTIONS (First of up to five mentions)	Horses	16	6,0%	2,9%
	Not icelandic	7	2,7%	1,9%
	Beer/Alcohol	7	2,6%	1,9%
- 4 2015	Clothing	5	1,9%	1,6%
Apr 2015	Airlines	5	1,9%	1,6%
■ Jan 2017	Natural	4	1,5%	1,5%
	Answered		25,3%	
26,6%	Did not answer		74,7%	
× ×	Count		100,0%	
<b>19,3</b> %	Asked*		100,0%	
19,;7% 15,6% 14,7% 2,9%	Notasked		0,0%	
	Number of participants	1047	100,0%	
0,4% 2,5% 6,0% 2,5% 2,5% 1,9% 1,9% 2,5% 2,5% 2,5% 2,5% 2,5% 2,5% 2,5% 2,5% 1,9%				
Fish/ Wool/ Food Food -> Skyr Horses Not icelandic Beer/ Clothing Airlines Natural Fishing knit products Alcohol elements/ and craft Landscape				

\*Asked: All respondents



First mention | Germany



mmr

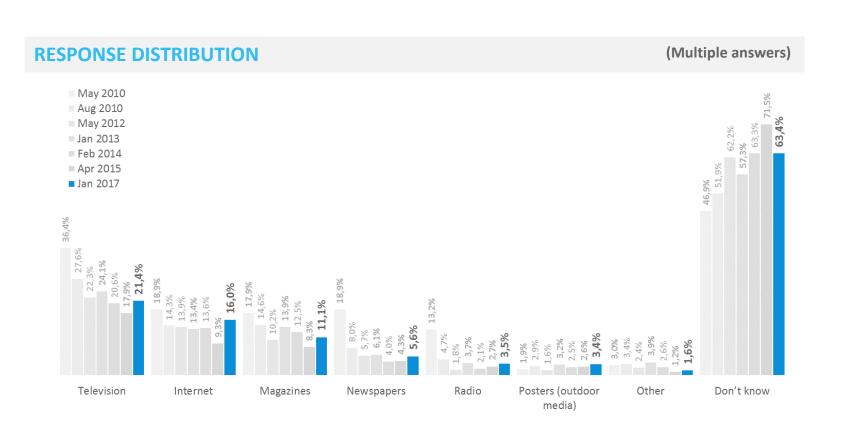


All mentions | Germany

WER DISTRIBUTIO	N	BREAKD	OWN							(Up to five	mention
	F	ish/Fishing	Food	Wool/knit products and craf	Food -> Skyr	Horses	Clothing	Beer/Alcohol	Not icelandic	Natural elements/Landsca	Björk
	267	24%	21%	20%	15%	10%	6%	5%	3%	3%	2%
Gender	_			_	_	_	_				
Male		30%	24%	14%	10%	9%	8%	4%	4%	2%	4%
	132	17%	19%	27%	20%	11%	5%	7%	2%	3%	0%
Age			-			1		=	1	1	
		14%	14%	7%	28%	2%	5%	12%	5%	2%	0%
30 - 59	157	23%	22%	19%	13%	11%	8%	5%	3%	4%	3%
	67	32%	26%	32%	14%	12%	3%	1%	2%	0%	3%
Lifecycle Before family (young or with no kids)	67	1.00/	200/	10%	200/	6%	5%	6%	10/	00/	00/
Young family (kids 0-6 years)	67 25	16% 16%	20%	10%	30% 16%	8%	5% 4%	16%	1% 8%	0% 4%	0% 4%
Adult family (all kids 7 years+)	35	25%	17%	20%	3%	6%	4% 6%	6%	9%	9%	4% 6%
Post family (an kids 7 years+)	86	24%	23%	20%	10%	13%	11%	3%	0%	2%	3%
Retired		33%	26%	37%	14%	12%	2%	0%	2%	0%	0%
Residence	50	5570	2070	5770	1470	1270	270	070	270	070	070
Large city	85	24%	24%	20%	20%	3%	3%	1%	2%	2%	3%
Small city or medium sized town		21%	19%	19%	11%	11%	10%	5%	3%	3%	2%
Rural area or village		28%	23%	23%	17%	15%	4%	10%	3%	0%	1%
Education									1		
Primary or secondary school	91	20%	29%	17%	18%	5%	4%	4%	3%	2%	2%
Post-secondary	60	17%	17%	25%	17%	15%	5%	5%	2%	3%	3%
niversity first degree (BA, B.Sc, B.Ed)	56	30%	13%	20%	16%	5%	7%	7%	4%	2%	4%
Iniversity higher degree (M.Sc, Ph.D)	29	38%	14%	27%	10%	10%	7%	10%	0%	4%	0%
Employment											
0	135	23%	21%	15%	16%	7%	8%	7%	4%	2%	4%
Working part-time	41	22%	27%	25%	5%	19%	10%	5%	3%	2%	0%
Not working		16%	8%	16%	24%	3%	3%	8%	0%	5%	3%
Retired	50	33%	26%	37%	14%	12%	2%	0%	2%	0%	0%
Income		_					=	=			
Low		20%	24%	24%	24%	8%	8%	12%	0%	0%	4%
Low average		15%	32%	25%	11%	12%	6%	5%	2%	3%	2%
Average		27%	17%	21%	14%	7%	6%	7%	5%	3%	2%
High or high average	51	30%	18%	14%	20%	16%	6%	0%	0%	2%	4%
Travelled abroad last 2 years Never	64	19%	27%	17%	16%	17%	3%	5%	3%	3%	2%
Once- Twice		22%	21%	21%	15%	9%	5%	7%	4%	1%	5%
Three times or more	95	27%	19%	22%	16%	6%	10%	4%	1%	4%	0%
Segment	33	21/0	13/0	22/0	10/0	070	10/0	1 4/0	Τ/0	4/0	070
The Sun Lovers	43	16%	26%	19%	19%	9%	9%	5%	7%	0%	2%
Active Traveller	45 66	38%	20%	23%	14%	14%	5%	3%	5%	3%	1%
Adventure Traveller	39	28%	15%	16%	28%	3%	5%	3%	0%	3%	5%
The Holidaymaker	48	25%	21%	25%	8%	14%	8%	6%	0%	0%	0%
The Mainstream Bargain Traveller		11%	24%	18%	13%	8%	6%	8%	1%	6%	3%

mmr

#### Germany



Answers	Count	Pct.%	Conf.lim +/-
Television	205	21,4%	2,6%
Internet	154	16,0%	2,3%
Magazines	106	11,1%	2,0%
Newspapers	54	5,6%	1,5%
Radio	34	3,5%	1,2%
Posters (outdoor media)	33	3,4%	1,2%
Other	15	1,6%	0,8%
Don't know	609	63,4%	3,0%
Total	960		
Answered	960	91,7%	
Did not answ er	87	8,3%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



### Germany

PONSE DISTRIBUTIO			LIIJ				Destava (sutdasu	1 -	ltiple answ
		Television	Internet	Magazines	Newspapers	Radio	Posters (outdoor media)	Other	Don't l
All	960	21%	16%	11%	6%	4%	3%	2%	639
Gender				_	_				
Male	483	27%	20%	12%	8%	4%	4%	2%	57%
Female	478	16%	12%	10%	3%	3%	3%	1%	70
Age	105	100/	2.5%	110/	00/	9%	8%	20/	520/
18 - 29	185 547	18%	26%	11%	8%			2%	52%
30 - 59 60 +	229	19%	14%	10%	5% 5%	2%	3%	1%	68
Lifecycle	229	29%	12%	14%	5%	<b>∠</b> %	2%	3%	619
Before family (young or with no kids)	255	16%	23%	9%	4%	3%	4%	2%	619
Young family (kids 0-6 years)	108	21%	14%	11%	10%	8%	7%	1%	57%
Adult family (all kids 7 years+)	108	24%	20%	11%	7%	7%	3%	1%	65
Post family (an kids 7 years)	281	19%	13%	11%	5%	2%	2%	0%	69
Retired	175	30%	11%	14%	4%	2%	1%	5%	629
Residence	175	50%	11/0	1470	470	270	170	570	02.
Large city	288	18%	17%	11%	7%	3%	4%	1%	65
Small city or medium sized town	396	23%	18%	10%	6%	5%	4%	2%	639
Rural area or village	267	23%	12%	12%	4%	1%	2%	2%	639
Education						1	1		
Primary or secondary school	360	19%	13%	11%	4%	4%	2%	2%	68
Post-secondary	207	25%	18%	10%	3%	4%	5%	1%	629
University first degree (BA, B.Sc, B.Ed)	168	22%	21%	10%	7%	3%	4%	2%	57%
University higher degree (M.Sc, Ph.D)	97	28%	19%	19%	10%	2%	5%	2%	52%
Employment									
Working full-time	449	22%	19%	14%	8%	4%	4%	0%	629
Working part-time	129	15%	12%	8%	4%	3%	4%	1%	68
Not working	172	16%	16%	5%	2%	2%	2%	2%	67
Retired	175	30%	11%	14%	4%	2%	1%	5%	629
Income			_	_		_			
Low	119	20%	13%	9%	3%	4%	2%	0%	7:
Low average	211	18%	12%	8%	6%	5%	2%	1%	69
Average	387	24%	19%	14%	6%	4%	3%	2%	59%
High or high average	176	24%	18%	9%	6%	1%	7%	2%	59%
Travelled abroad last 2 years		_	-	_	1				
Never	268	15%	7%	5%	2%	1%	1%	2%	7
Once- Twice	375	21%	15%	10%	6%	5%	4%	1%	64
Three times or more	307	27%	24%	18%	8%	4%	5%	3%	52%
Segment	170	2001	1001	00/	40/	10/	10/	20/	
The Sun Lovers	172 175	20%	10%	8%	4%	1% 5%	1% 3%	2%	7
Active Traveller		26%	22%	14%	10%			2%	55%
Adventure Traveller	127 209	21%	24%	13%	1%	2%	5%	3%	57%
The Holidaymaker The Mainstream Bargain Traveller	209	18%	5%	8%	2% 9%	1%	2%	1% 1%	7 56%



Pct.%

50,4%

43,9%

20,4%

18,9%

17,5%

13,8%

10,2%

8.0%

5.8%

2,9%

2,2%

2.2%

2.2%

1,5%

0,0%

3,6%

137 89,0%

17 11,0%

154 100,0%

154 14,7%

893 85,3%

1047 100,0%

Count

69

60

28

26

24

19 15 11,0%

14

11

8

3

3

3

2

0

5

137

Answers

Facebook

YouTube

Instagram

Online news site/sites

Other website/ websites

Google+

Tw itter

Forum/forums

Blog/blogs

Pinterest

Snapchat

Tumblr

Vimeo

LinkedIn

Flickr

Other

Total

Count

Asked\*

Not asked

Number of participants

Answ ered

Did not answ er

Vine

Conf.lim +/-

8,4%

8,3%

6,8%

6,6%

6,4%

5,8%

5,2%

5,1%

4,5%

3,9%

2,8%

2,5%

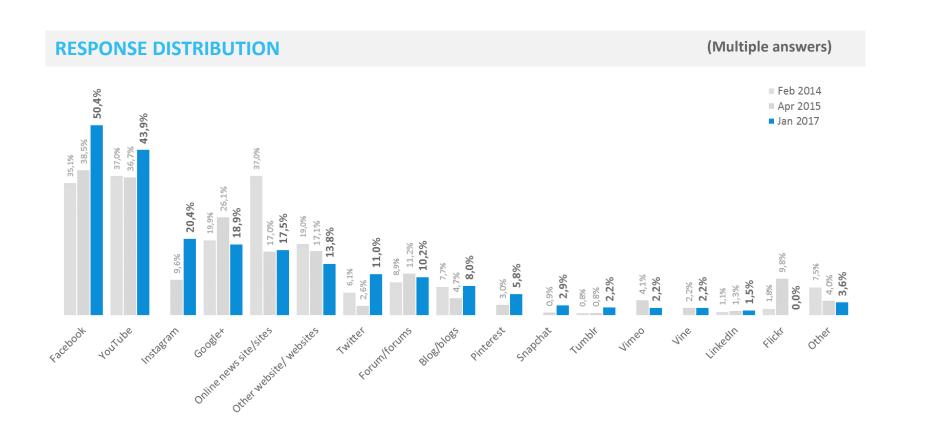
2,5%

2,5%

2,0%

0,0%

3,1%

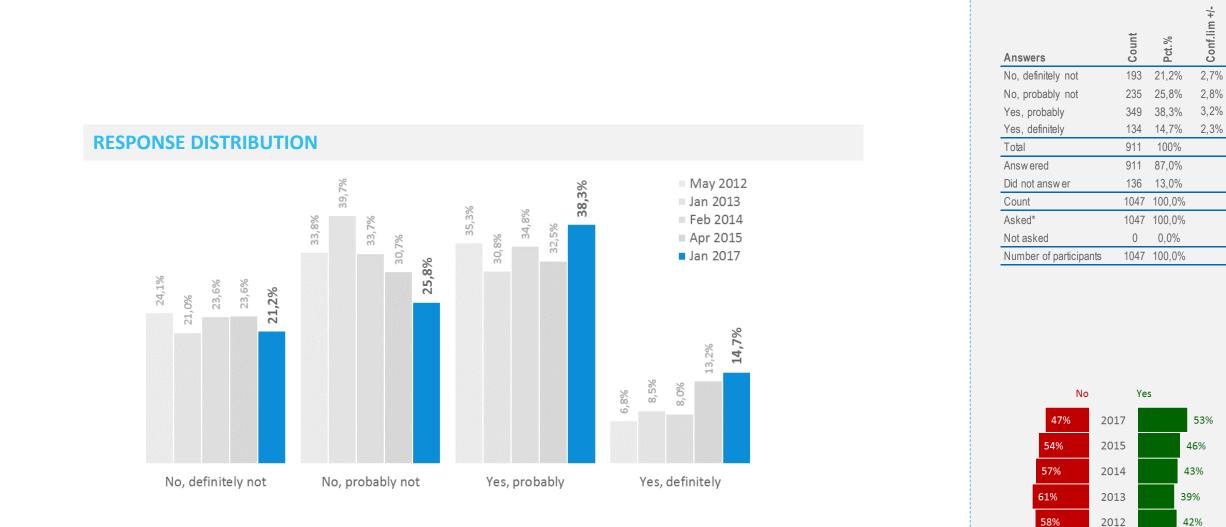


Germany

SPONSE DISTRIBUTI	ON	CROSS SPLI	TS					(Mul	tiple answers)
		Facebook	YouTube	Instagram	Google+	Online news site/sites	Other website/ websites	Twitter	Forum/forun
All	137	50%	44%	20%	19%	17%	14%	11%	10%
Gender									
Male	88	49%	45%	20%	20%	18%	18%	11%	13%
Female	49	53%	41%	20%	16%	16%	6%	10%	6%
Age					_	_			
18 - 29	44	45%	48%	34%	11%	11%	4%	11%	5%
30 - 59	70	56%	43%	14%	17%	20%	21%	10%	16%
60 +	23	43%	40%	13%	39%	21%	9%	13%	5%
Lifecycle				_	_	_	_		
Before family (young or with no kids)	54	48%	43%	24%	9%	13%	15%	9%	4%
Young family (kids 0-6 years)	14	64%	57%	43%	28%	22%	7%	21%	7%
Adult family (all kids 7 years+)	22	59%	59%	18%	14%	27%	9%	19%	23%
Post family (no kids at home)	30	50%	30%	13%	30%	17%	17%	0%	17%
Retired	16	31%	44%	6%	25%	18%	18%	18%	6%
Residence				_		_	_	_	
Large city	47	51%	40%	21%	28%	11%	15%	13%	6%
Small city or medium sized town	61	48%	48%	21%	16%	21%	15%	10%	13%
Rural area or village	28	54%	40%	18%	11%	21%	11%	11%	11%
Education				_	_	_	_		
Primary or secondary school	43	63%	44%	21%	16%	14%	14%	21%	9%
Post-secondary	34	41%	53%	18%	24%	18%	18%	3%	9%
University first degree (BA, B.Sc, B.Ed)	33	48%	33%	18%	18%	21%	9%	9%	21%
University higher degree (M.Sc, Ph.D)	16	51%	37%	12%	19%	25%	18%	6%	0%
Employment							=	-	
Working full-time	78	56%	45%	23%	22%	19%	10%	13%	12%
Working part-time	15	60%	40%	13%	20%	7%	20%	0%	20%
Not working	24	37%	46%	29%	4%	17%	17%	4%	4%
Retired	16	31%	44%	6%	25%	18%	18%	18%	6%
Income	10		2004	2404	224	4504	224	0.004	00/
Low	13	69%	38%	31%	23%	15%	23%	23%	0%
Low average	23	61%	52%	26%	9%	13%	22%	9%	5%
Average	66	47%	55%	24%	23%	21%	8%	14%	14%
High or high average	29	49%	1/%	3%	21%	17%	17%	4%	14%
Travelled abroad last 2 years	17	440/	2/0/	6%	110/	220/	11%	6%	6%
Never Once- Twice	50	41%	36%		11%	23%		14%	
	50 67	60%		20%	22%	12%	16%		10%
Three times or more	67	45%	52%	24%	18%	21%	13%	9%	12%
Segment The Sun Lovers	17	250/	41%	17%	18%	6%	23%	0%	18%
Active Traveller	35	35%	26%	14%	18%	20%	25%	6%	0%
Adventure Traveller	28	34%		29%	17%	21%	0%	14%	14%
The Holidaymaker	28 7	28%	58%	0%	14%	14%	28%	0%	14%
The Mainstream Bargain Traveller	7 50	28%	60%	24%	22%	14%	8%	18%	12%
The Manistream Bargam Traveller	50	56%	60%	24%	22%	18%	8%	18%	12%

mmr

# [Q12] Would you consider travelling to Iceland during the months of September through to April? Germany

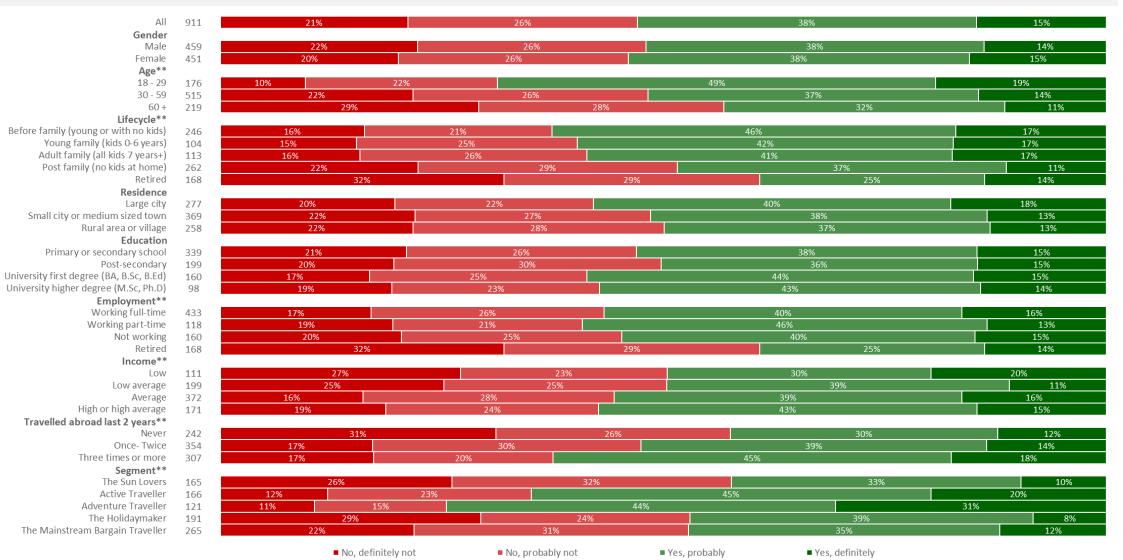


\*Asked: All respondents

337

[Q12] Would you consider travelling to Iceland during the months of September through to April?

Germany





**Detailed Results | United Kingdom** 

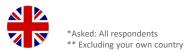




mmr

First mention | United Kingdom

		Top 10 Answers	Count	Pct.%	Conf.lim +/-
		Spain		12,6%	1,5%
		USA		12,4%	1,5%
CATEGORIZED RESPONSE DISTRIBUTION	(First of up to three mentions)	Italy		10,4%	1,4%
		France		9,1%	1,3%
Top 10 mentions	Comparason countries	Australia		7,4%	1,2%
	-	New Zealand		4,0%	0,9%
	Apr 2015	Canada			0,9%
	■ Jan 2017	India		3,2%	0,8%
		Greece Thailand		2,6% 2,3%	0,7% 0,7%
11,8% 12,6% 12,4% 10,4% 1%		Comparison countries		4.00/	0.09/
		New Zealand		4,0%	0,9%
9, 9, 4% 7,4%		Canada		3,7%	0,9%
		Iceland	28 27	1,5% 1,5%	0,6% 0,5%
	× ×	Norway Finland		0,1%	0,5%
3,4% 4,0% 3,1% 3,7% 2,8% 2,5% 2,5%	3,4%	Filliditu	2	U, I /0	0,270
3,49 <b>4,</b> <b>4,</b> <b>4,</b> <b>4</b> , <b>4</b> , <b>2,8%</b> <b>2,3%</b> <b>2,3%</b>	°° − °° − °° − °° − °° − °° − °° − °°	Answered	1854 9	91,4%	
	0,8% 1,5 1,3% 0,1%	Did not answ er	173	8,6%	
	· · · ·	Count	2027 1	00,0%	
1 2 3 4 5 6 7 8 9 10	6 7 14 15 57	Asked*	2027 1	00,0%	
Spain USA Italy France Australia New Canada India Greece Thailand	New Canada Iceland Norway Finland	Not asked	0	0,0%	
Zealand	Zealand	Number of participants	2027 1	00,0%	



First mention | United Kingdom

#### **CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS**

(First of up to three mentions)

All	1854	13%	12%	10%	9%	7% 4% 4%	6 3%		
Gender									
Male	869	12%	13%	8%	9%	8% 3% 4%	4%		
Female	985	13%	12%	12%	9%	7% 5%	3%		
Age									
18 - 29	298	10%			8% 6%	5% 4% 5%			
30 - 59	990	14%	16%	99		8% 4%			
60 +	566	12%	9%	12%	10%	7% 4% 5%	3%		
Lifecycle									
Before family (young or with no kids)	473	10%	15%	10%	7%		% 3%		
Young family (kids 0-6 years)	187	15%	15%		12%		4%	5%	
Adult family (all kids 7 years+)	257	13%	16%	109			4% 4%	3%	
Post family (no kids at home)	428	14%	11%	8%	10%	8% 3% 4%			
Retired	469	13%	9%	12%	10%	8% 4% 5	5% 4%		
Residence									
Large city	473	12%	13%	9%	9%	6% 3% 4% 3%	3% 4%		
Small city or medium sized town	854	13%	14%	12%	8%	8% 4%	3% 4%		
Rural area or village	496	12%	9%	10%	11%	9% 5% 4	4% 3%		
Education									
Primary or secondary school	630	17%	13%	6	11% 7	10%	3%		
Post-secondary	453	11%	13%	10%	8%	8% 6% 3%	4%		
University first degree (BA, B.Sc, B.Ed)	511	10%	12%	11%	11%	6% 4% 4%			
University higher degree (M.Sc, Ph.D)	181	7% 9%	5 11%	1	4%	4% 5% 7%			
Employment									
Working full-time	678	11%	14%	11%	9%	7% 4% 3%	3% 4%		
Working part-time	227	18%	9%	11%	9%	6% 4%	3% 3%		
Not working	432	12%	16%	8%	8%		3% 5%		
Retired	469	13%	9%	12%	10%		5% 4%		
Income	.05	2070	570	2270	20/0	676 176 6			
Low	285	11%	12%	9%	11%	4% 3% 3% 3%	5%		
Low average	434	11%	12%	9%	7% 99		3%		
Average	673	16%	13%	570	12%	8% 7%	5% 3%		
High or high average	342	9%	12%	10%	12%	7% 3% 1%	5% 4%		
Travelled abroad last 2 years	542	570	1270	10/0	1270	770 370 470	570 470		
Never	675	10%	15%	9%	10%	8% 5% 4	3%		
Once- Twice	536	10%	13%	11%	9%	7% 4%	1/0 3/0		
Three times or more	630	13%	10%	11%	9%	8% 3% 4%	20/		
	050	1470	1076	1170	570	870 370 470	370		
Segment The Sun Lovers	200	10%	11	0/	100/	<u> </u>	3% 4%		
Active Traveller	380	<u>19%</u>	11		12%	6% 10%			
	256		12%	12%			70		
Adventure Traveller	375	8%				% <u>5%</u> 5%			
The Holidaymaker	321	9%		3%		.0% 4% 4%	20/	40/	
The Mainstream Bargain Traveller	512	17%		17%	8%	8% /%	3%	4%	
		Spain	USA Italy	France	<ul> <li>Australia</li> </ul>	New Zealand	Canada	India	Greece



Thailand

mmr

All mentions | United Kingdom

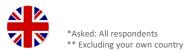
CATEGORIZED RESPONSE DISTRIBUTION       (Up to three mentions)         Italy       512       25,3%       1,9%         Italy       510       25,7%       1,9%         France       473       23,9%       1,9%         Australia       383       19,3%       1,7%         Canada       252       12,7%       1,5%         Mew Zealand       277       11,4%       1,4%         Gereace       173       8,7%       1,2%         More Zeeland       104       7,7%       1,2%         Mew Zealand       277       11,4%       1,4%         Mew Zealand       277       11,4%       1,4%         Mew Zealand       277       11,4%       1,2%         Mew Zealand       277       1,4%       1,2%         Mew Zealand       277       1,4%       1,4%			Top 10 Answers	Count Pct.%	Conf.lim +/-
CATEGORIZED RESPONSE DISTRIBUTION (Up to three mentions) Top 10 mentions Comparason countries Apr 2015 an 2017			USA	541 27,3%	2,0%
Top 10 mentions Comparason countries $A pr 2015$			Spain	512 25,8%	
Top 10 mentions       Comparason countries       Austalia       333       1,3%       1,7%         - 4 pr 2015       - 4 pr 201	CATEGORIZED RESPONSE DISTRIBUTION	(Up to three mentions)	Italy	510 25,7%	
Top 10 mentions       Comparason countries       Apr 2015       Apr					
Apr 2015 Jan 2017	Top 10 montions	Comparason countrios			
u y y y y y y y y y y y y y	Top to mentions	-		,	,
$\frac{8}{9}$				,	,
hdia 147 7.4% 1.2% big 5 c big		■ Jan 2017		,	
Sec 2 Sec 3 Sec 2 Sec 3 Sec 2 Sec 3 Sec 2 Sec 3 Sec 3 Se					
1       2       3       4       5       6       7       8       9       10       6       7       16       17       45         USA       Spain       Italy       France       Australia       Canada       New       Greece Germany       India       Canada       New       Iceland       Norway       Finland	25, 25, 25, 25, 25, 19, 3%	8	Canada New Zealand Iceland	252 12,7% 227 11,4% 99 5,0%	1,4% 1,0%
1       2       3       4       5       6       7       8       9       10       6       7       16       17       45         USA       Spain       Italy       France       Australia       Canada       New       Greece Germany       India       Canada       New       Finland       Norway       Finland		°9%,	-		
1234567891067161745Asked*2027100,0%USASpainItalyFrance Australia CanadaNewGreece GermanyIndiaCanadaNewIcelandNorwayFinlandNot asked00,0%	11 11 11,24% 8,7% 8,3% 8,3% 7,4%	<b>6 6 6 6 6 6 6 6 7 7 7 7 7 7 7 7 7 7</b>			
1       2       3       4       5       6       7       8       9       10       6       7       16       17       45       Asked*       2027       100,0%         USA       Spain       Italy       France       Australia       New       Greece       Germany       India       Canada       New       Iceland       Norway       Finland       Not asked       0       0,0%		<b>5</b> 3,6 <b>5</b> 7%			
1234567891067161745Asked*2027100,0%USASpainItalyFrance Australia CanadaNewGreece GermanyIndiaCanadaNewIcelandNorwayFinlandNot asked00,0%		<b>0</b> 0			/
USA Spain Italy France Australia Canada New Greece Germany India Canada New Iceland Norway Finland <u>Notasked 0 0,0%</u>					
					0
Zealand Zealand Number of participants 2027 100,0%					/
	Zealand	Zealand	Number of participants	2027 100,0%	0



**-/-Conf.lim** +/-2,0%

All mentions | United Kingdom

CATEGORIZED RESPON	<b>ISE</b>	DISTRIB		OP 10 MEN		ROSS SPL	TS			(Up to thr	ee mentions)
		USA	Spain	Italy	France	Australia	Canada	New Zealand	Greece	Germany	India
All	1985	27%	26%	26%	24%	19%	13%	11%	9%	8%	7%
Gender							_	_	_		
Male		27%	24%	23%	23%	20%	13%	11%	8%	12%	8%
Female	1037	27%	27%	29%	25%	18%	12%	11%	9%	5%	7%
<b>Age</b> 18 - 29	225	2.0%	20%	24%	22%	15%	13%	13%	5%	10%	8%
30 - 59		20%	20%	24%	23%	22%	13%	11%	9%	8%	8%
	602	24%	26%	30%	26%	17%	12%	11%	10%	8%	5%
Lifecycle	002	2.000	2070	00,0	2070	2770	AL/V	11/0	1070	0,0	0,10
Before family (young or with no kids)	521	28%	19%	23%	21%	17%	13%	12%	5%	11%	10%
Young family (kids 0-6 years)	209	29%	31%	25%	21%	25%	10%	10%	9%	5%	4%
Adult family (all kids 7 years+)	267	32%	30%	26%	28%	19%	12%	12%	10%	6%	10%
Post family (no kids at home)		26%	27%	25%	23%	22%	15%	9%	10%	7%	7%
Retired	494	24%	27%	29%	27%	17%	12%	12%	11%	9%	6%
Residence				-	-				=		
Large city		27%	24%	24%	21%	19%	13%	10%	9%	9%	9%
Small city or medium sized town		28%	27%	26%	23%	19%	12%	11% 13%	8%	7%	7%
Rural area or village Education	53Z	26%	23%	2170	28%	21%	14%	15%	9%	9%	7%
Primary or secondary school	660	32%	33%	27%	23%	24%	11%	10%	9%	9%	6%
Post-secondary		24%	23%	23%	21%	19%	13%	13%	10%	8%	8%
University first degree (BA, B.Sc, B.Ed)		25%	24%	27%	26%	17%	13%	10%	9%	7%	7%
University higher degree (M.Sc, Ph.D)		23%	15%	28%	30%	7%	16%	13%	6%	9%	13%
Employment			_			-					
Working full-time	728	28%	25%	24%	20%	19%	13%	11%	8%	8%	8%
Working part-time	242	27%	33%	35%	25%	22%	11%	11%	10%	4%	5%
Not working		29%	24%	20%	25%	20%	15%	12%	7%	10%	11%
Retired	494	24%	27%	29%	27%	17%	12%	12%	11%	9%	6%
Income	200	270/	240/	2.0%	2.2%	170/	120/	12%	11%	9%	00/
Low Low average	300	27% 26%	21%	20%	23%	17%	13%	11%	7%	8%	9% 7%
Average		29%	31%	25%	23%	20%	13%	10%	8%	9%	6%
High or high average	369	26%	21%	28%	30%	16%	11%	12%	10%	8%	9%
Travelled abroad last 2 years	000	2070	2170	2070	0070	10/0	11/0	1270	10/0	0,0	570
Never	732	31%	21%	22%	27%	22%	14%	14%	8%	9%	7%
Once- Twice	572	25%	29%	27%	21%	19%	12%	11%	6%	10%	7%
Three times or more	665	26%	29%	29%	23%	17%	13%	10%	11%	6%	8%
Segment							_	_	_	_	
The Sun Lovers		27%	35%	29%	24%	22%	12%	11%	10%	9%	8%
Active Traveller		24%	14%	29%	27%	12%	16%	10%	8%	12%	7%
Adventure Traveller		27%	18%	25%	26%	20%	16%	14%	6%	8%	7%
The Holidaymaker		25% 31%	21%	24%	21%	18%	11%	13% 10%	8% 10%	8% 7%	8% 6%
The Mainstream Bargain Traveller	220	51%	34%	Z470	2370	Z170	1170	10%	10%	/ 70	070





#### **RESPONSE DISTRIBUTION**

[Q2_1	]I like	to travel	l independently
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[Q2\_2]I prefer to take holidays off the beaten track

[Q2\_3]I only want to go to holiday destinations where it's warm and sunny

[Q2\_4]I like to learn about the history and culture of the destination that I'm visiting

[Q2\_5]I like spending time outdoors in nature

[Q2\_6]I like to travel during the months of September through to April

[Q2\_7]I actively seek new travel experiences

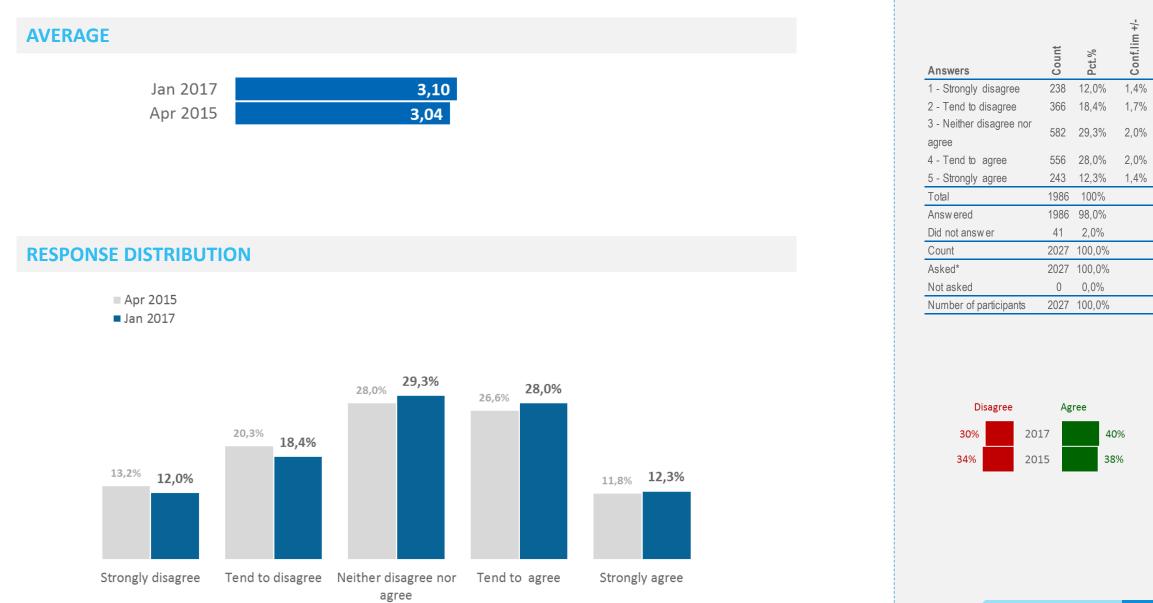
[Q2\_8]I use the internet and social media on a regular basis to get information about what's happening in the world [Q2\_9]I use social media on a regular basis to share my experiences with other people

	12%	1	B%	29% 28%					12%	
1	<b>1%</b>	2:	1%	36%				25%	75	%
	13%		25%	26% 27%		6	9%	6		
		17%			47%			28%		
	7%	2	3%		449	6		22	2%	
6%		13%		42%			<b>29</b> %		10%	6
8	%	15%		33%			32%		12%	
	12%	10%	2	0%		38%		2	20%	
		33%		19	9%	20%		22%	6	5%
	Strong	ly disagree	Tend to di	sagree 🔳	Neither disagree no	or agree	Tend to agre	e Stror	ngly agree	





# [Q2\_1] I like to travel independently



\*Asked: All respondents

# [Q2\_1] I like to travel independently

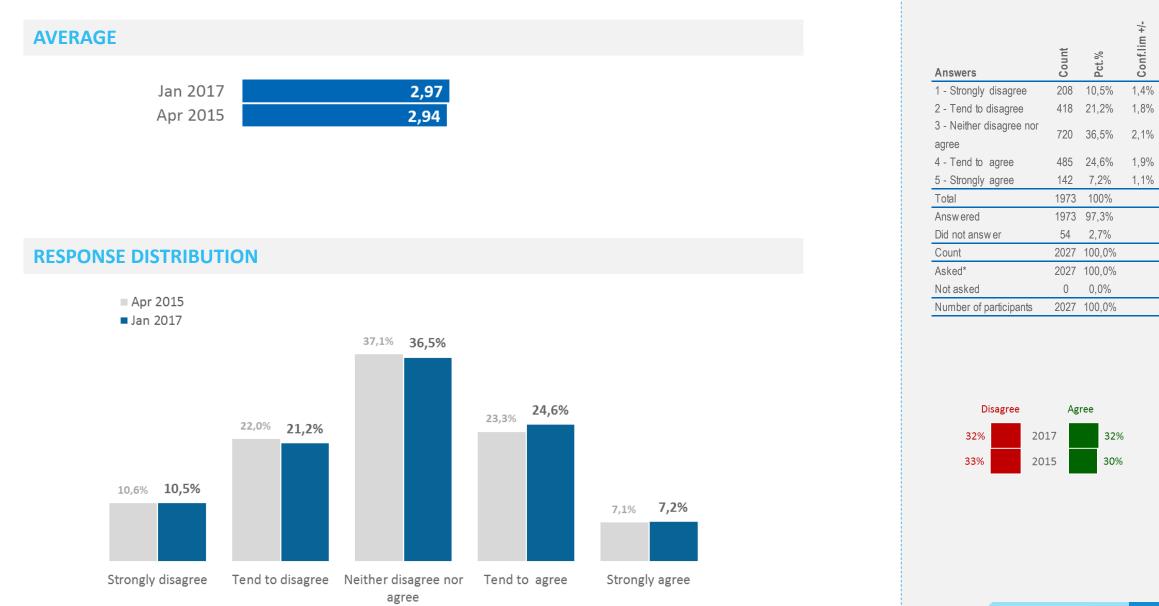
United Kingdom

All	1986	12%	18%	29%	28%	12%	3,1
Gender**							
Male	957	9% 16%		32%	30%	14%	3,2
Female	1029	15%	21%	27%	26%	11%	3,0
Age**							
18 - 29	329	13%	23%	31%	24%	8%	2,9
30 - 59	1054	13%	18%	30%	27%	13%	3,1
60 +	603	9% 17%		28%	32%	13%	3,2
Lifecycle**							
Before family (young or with no kids)	518	10%	22%	28%	27%	13%	3,1
Young family (kids 0-6 years)	214	19%	16%	32%	25%	7%	2,9
Adult family (all kids 7 years+)	264	13%	22%	30%	22%	12%	3,0
Post family (no kids at home)	455	13% 14	%	29%	31%	14%	3,2
Retired	496	10% 189	6	29%	30%	13%	3,2
Residence**							
Large city	491	11% 1	.9%	24%	32%	14%	3,2
Small city or medium sized town	922	14%	18%	33%	25%	10%	3,0
Rural area or village	542	10% 1	9%	28%	30%	13%	3,2
Education**							
Primary or secondary school	672	17%	19%	29%	27%	9%	2,9
Post-secondary	491	11%	21%		23%	11%	3,0
University first degree (BA, B.Sc, B.Ed)	544	10% 189	%	25%	33%	14%	3,2
University higher degree (M.Sc, Ph.D)	195	15%	24%		32%	24%	3,6
Employment							
Working full-time	721	12%	19%	27%	29%	13%	3,1
Working part-time	243	14%	20%	29%	27%	10%	3,0
Not working	472	13%	18%	33%	26%	10%	3,0
Retired	496	10% 189	6	29%	30%	13%	3,2
Income**							
Low	300	11% 159	%	36%	25%	13%	3,1
Low average	471	15%	20%	31%	25%	9%	2,9
Average	721	11%	21%	30%	28%	10%	3,0
High or high average	368	10% 16%		21%	35%	19%	3,4
Travelled abroad last 2 years**							
Never	732	17%	17%	34%	23%	9%	2,9
Once- Twice	578	12%	20%	28%	29%	11%	3,1
Three times or more	665	6% 19%		25%	33%	17%	3,4
Segment**							
The Sun Lovers	396	28%		29%	24%	14%	2,4
Active Traveller	275	11%	22%	39%		26%	3,8
Adventure Traveller	407		8%	27%	29%	15%	3,2
The Holidaymaker	344	10%	31%		41%	14%	3,5
The Mainstream Bargain Traveller		12%	20%	37%	24%	7%	2,9
		Strongly disagree	Tend to disage	gree Neither disagree	e nor agree Tend to agree	■ Strongly agree	Average





# [Q2\_2] I prefer to take holidays off the beaten track





# [Q2\_2] I prefer to take holidays off the beaten track

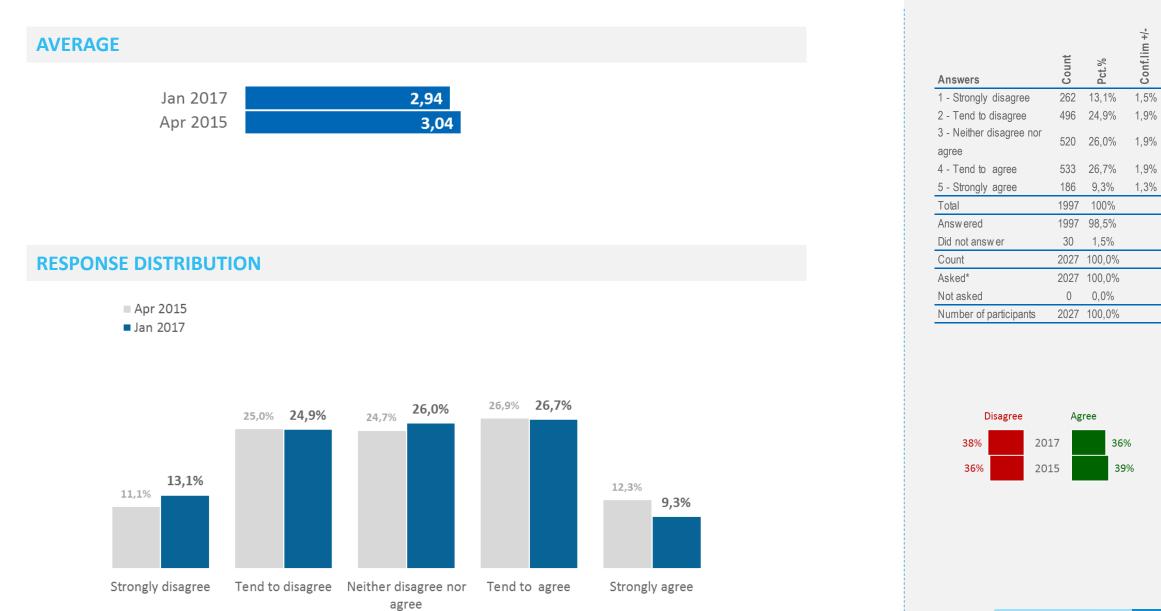
United Kingdom

All	1973	11% 21%		36%		25%	7%	3,0
Gender**								
Male	952	8% 19%		39%		26%	7%	3,1
Female	1022	12% 23	%	34%		23%	7%	2,9
Age**								
18 - 29	318	17%		41%		31%	8%	3,2
30 - 59	1052	12% 22%		36%		23%	7%	2,9
60 +	603	12% 22%		35%		24%	7%	2,9
Lifecycle**								
Before family (young or with no kids)	513	22%		39%		26%	9%	3,2
Young family (kids 0-6 years)	210	9% 20%		40%		23%	8%	3,0
Adult family (all kids 7 years+)	265	11% 23%		36%		24%	6%	2,9
Post family (no kids at home)	453	15% 2	.0%	34%		24%	7%	2,9
Retired	497	13% 22	%	34%		24%	6%	2,9
Residence**								
Large city	492	7% 21%		36%		28%	8%	3,1
Small city or medium sized town	913	14%	23%	36%		22%	5%	2,8
Rural area or village	540	8% 18%		38%		27%	9%	3,1
Education**								
Primary or secondary school	675	16%	25%	339	%	20%	6%	2,7
Post-secondary	489	9% 20%		41%		22%	8%	3,0
University first degree (BA, B.Sc, B.Ed)	536	6% 20%		35%		32%	7%	3,1
University higher degree (M.Sc, Ph.D)	192	18%	3	4%		35%	9%	3,3
Employment**								
Working full-time	713	8% 23%		38%		25%	7%	3,0
Working part-time	244	11% 2	8%	34%		20%	8%	2,8
Not working	467	12% 15%		38%		27%	8%	3,0
Retired	497	13% 22	%	34%		24%	6%	2,9
Income**								
Low	299	10% 18%		40%		20%	11%	3,0
Low average	472	14% 22	!%	37%		21%	6%	2,8
	713	9% 24%		34%		27%	6%	3,0
High or high average	369	9% 18%		37%		29%	7%	3,1
Travelled abroad last 2 years**								
Never	729	15% 17%	6	38%		23%	7%	2,9
Once- Twice	569	9% 23%		36%		26%	7%	3,0
Three times or more	662	7% 24%		35%		26%	8%	3,0
Segment**								
The Sun Lovers	390	24%		34%		30%	11%	2,3
Active Traveller	275	11%	35%		39%		13%	3,5
Adventure Traveller	409	6% 19%		33%		31%	11%	3,2
The Holidaymaker	344	7% 13%		41%		31%	8%	3,2
The Mainstream Bargain Traveller		11% 24%		42%		19%		2,8
		Strongly disagree	Tend to disagree	Neither disagree nor	r agree	Tend to agree	Strongly agree	Average





# [Q2\_3] I only want to go to holiday destinations where it's warm and sunny



**N** 

[Q2\_3] I only want to go to holiday destinations where it's warm and sunny

United Kingdom

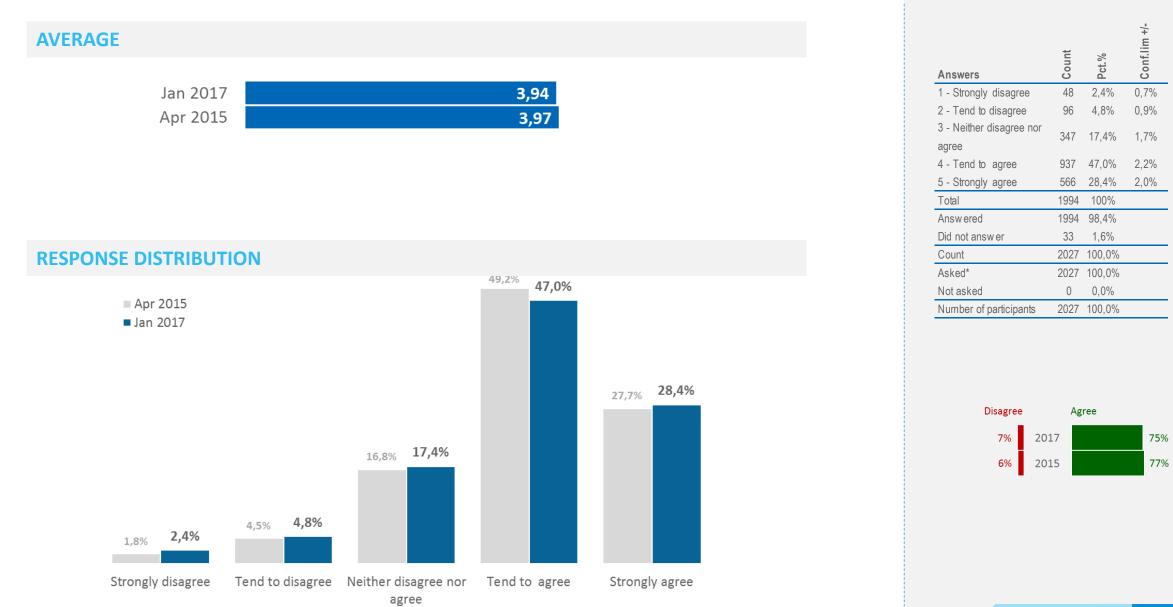
All	1997	13%	25%	26%	27%	9%	2,9
Gender							
Male	959	12%	25%	27%	27%	8%	2,9
Female	1038	14%	24%	25%	27%	10%	3,0
Age**							
18 - 29	331	19%	27%	27%	20%	7%	2,7
30 - 59	1058	13%	24%	25%	28%	9%	3,0
60 +	608	10%	25%	27%	28%	10%	3,0
Lifecycle**	504	470/	240/	220/	220/	70/	0.7
Before family (young or with no kids) Young family (kids 0-6 years)	521 215	17%	31% 19%	31%	23%	7% 10%	2,7
Adult family (all kids 7 years)	215	12% 11%	20%	26%	32%	10%	3,0 3,1
Post family (no kids at home)	457	11%	23%	26%	26%	11%	3,0
Retired	500	10%	25%	26%	27%	11%	3,0
Residence	500	1070	2070	2070	2770	1170	3,0
Large city	495	13%	25%	25%	25%	11%	3,0
Small city or medium sized town	931	13%	24%	26%	28%	9%	2,9
, Rural area or village	542	13%	27%	25%	26%	9%	2,9
Education**							
Primary or secondary school	677	12%	22%	23%	29%	14%	3,1
Post-secondary	498	13%	24%	30%	26%	8%	2,9
Iniversity first degree (BA, B.Sc, B.Ed)	542	14%	29%	25%	27%	6%	2,8
University higher degree (M.Sc, Ph.D)	196	19%	27%	26%	23%		2,7
Employment**							
Working full-time	721	14%	26%	24%	28%	9%	2,9
Working part-time	245	9%	23%	28%	33%	7%	3,1
Not working	476	18%	24%	27%	21%	9%	2,8
Retired	500	10%	26%	26%	27%	11%	3,0
Income**							
Low	301	20%	26%	28%	18%	9%	2,7
Low average	478	11%	22%	24%	32%	10%	3,1
Average	721	11%	24%	27%	26%	11%	3,0
High or high average	372	13%	30%	21%	29%	6%	2,8
Travelled abroad last 2 years**	740	4.50/	270/	20%	240/	50/	0.7
Never Once- Twice	743 579	16% 12%	27%	23%	21% 31%	5%	2,7
Once- I wice	663	10%	25%	23%	29%	<u>12%</u> 11%	<u> </u>
Three times or more		10%	25%	23%	29%	11%	5,1
Three times or more	005						
Segment**		<b>6%</b>	25%	10%		20%	
Segment** The Sun Lovers	392	6%	25%	49% 44%		20%	
<b>Segment**</b> The Sun Lovers Active Traveller	392 276		36%	44%		.0%	
<b>Segment**</b> The Sun Lovers Active Traveller Adventure Traveller	392 276 412	3:	36%	44% 55%	2	0%	1,9 1,8
<b>Segment**</b> The Sun Lovers Active Traveller	392 276 412 346		36%	44%		.0%	1,9 1,8 3,0 3



[Q2\_4] I like to learn about the history and culture of the destination that I'm visiting

United Kingdom



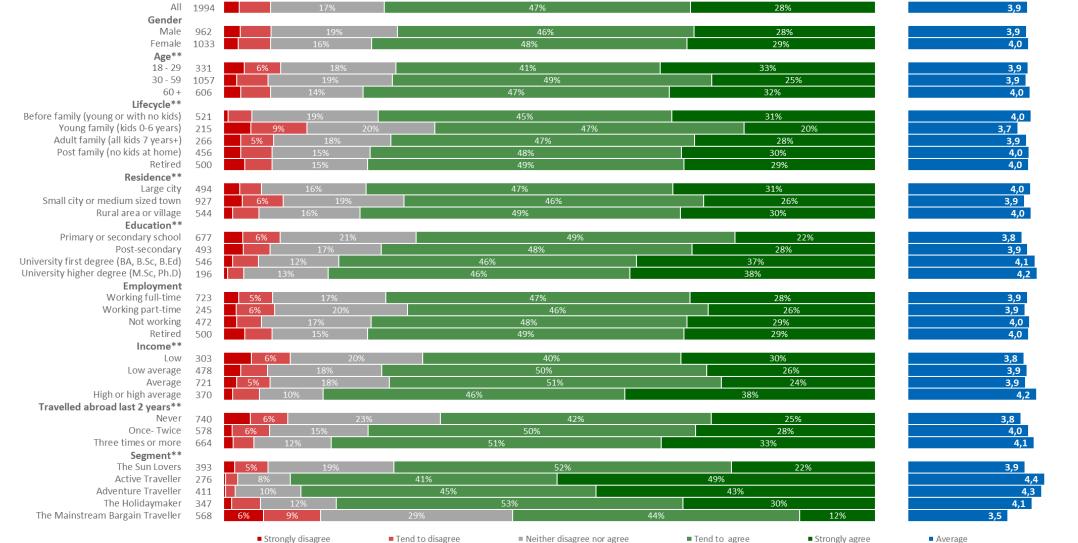


\*Asked: All respondents

**N** 

[Q2\_4] I like to learn about the history and culture of the destination that I'm visiting United Kingdom



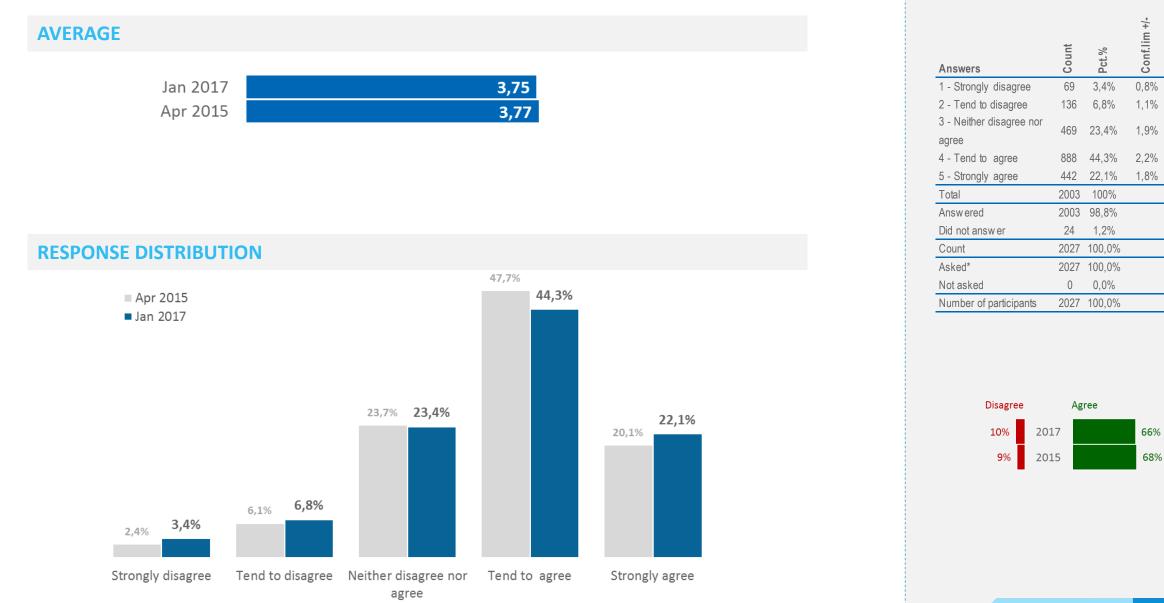






# [Q2\_5] I like spending time outdoors in nature

#### United Kingdom



\*Asked: All respondents



# [Q2\_5] I like spending time outdoors in nature

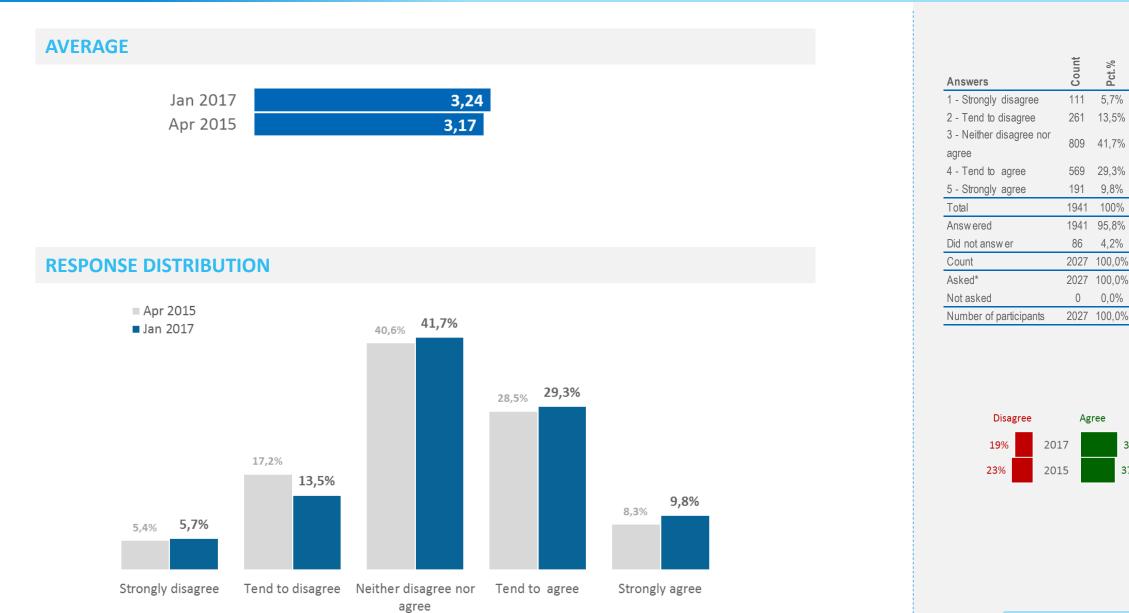
United Kingdom











**N** 

Conf.lim +/-

1,0% 1,5%

2,2%

2,0%

1,3%

39%

37%



United Kingdom

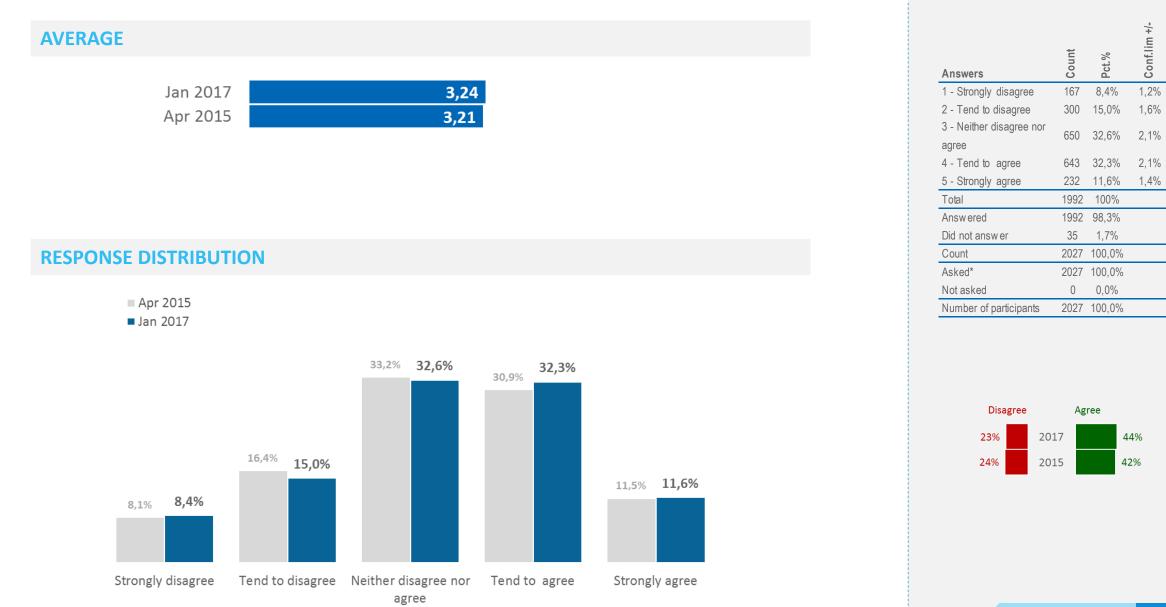
	1941	6% 13%	42%		29%	10%	3.2
Gender	1741	070 1370	7270		2370	1070	5,2
Male	934	5% 13%	42%		30%	9%	3,3
Female		6% 14%	41%		29%	10%	3,2
Age							
18 - 29	317	15%	43%		29%	10%	3,3
30 - 59	1026	7% 14%	40%		29%	11%	3,2
60 +	598	5% 12%	44%		30%	8%	3,2
Lifecycle**							, i i i i i i i i i i i i i i i i i i i
Before family (young or with no kids)	500	13%	43%		31%	11%	3,3
Young family (kids 0-6 years)	210	8% 14%	38%		33%	7%	3,2
Adult family (all kids 7 years+)	256	8% 18%	37%		26%	12%	3.2
Post family (no kids at home)	446	8% 12%	. 45%		25%	11%	3,2
Retired	493	6% 13%	43%		31%	8%	3,2 3,2
Residence							
Large city	473	11%	41%		32%	11%	3,3
Small city or medium sized town	905	7% 14%	40%		29%	10%	3,2
Rural area or village	536	14%	44%		28%	9%	3,2
Education							
Primary or secondary school	658	7% 14%	42%		28%	10%	3,2
Post-secondary	476	<b>5%</b> 15%	42%		29%	9%	3,2
University first degree (BA, B.Sc, B.Ed)	535	5% 13%	40%		32%	10%	3,3
University higher degree (M.Sc, Ph.D)	191	10%	41%		33%	13%	3,4
Employment**							
Working full-time		15%	38%		30%	13%	3,3
Working part-time	239	9% 14%	38%		33%	6%	3,1
Not working	457	6% 11%	47%		26%	10%	3,2 3,2
Retired	493	6% 13%	43%		31%	8%	3,2
Income**							
Low		5% 10%	54%		22%	9%	3,2
Low average	458	7% 16%	39%		30%	8%	3,1
Average		5% 13%	41%		30%	11%	3,3
High or high average	364	14%	37%		34%	11%	3,3
Travelled abroad last 2 years**							
Never		11% 12%		50%	23%		3,0
Once- Twice	569	16%	40%		29%	12%	3,3
Three times or more	660	13%	34%		37%	14%	3,5
Segment**							
The Sun Lovers		5% 18%	38%		29%	10%	3,2
Active Traveller	264	13%	41%		32%	12%	3,4
Adventure Traveller	396	9%	38%		33%	15%	3,4
The Holidaymaker		7% 12%	47%		28%	6%	3,1
The Mainstream Bargain Traveller	561	8% 14%	43%		26%	8%	3,1
		Strongly disagree	Tend to disagree	Neither disagree nor agree	Tend to agree	■ Strongly agree	Average





### [Q2\_7] I actively seek new travel experiences

### United Kingdom



\*Asked: All respondents



# [Q2\_7] I actively seek new travel experiences

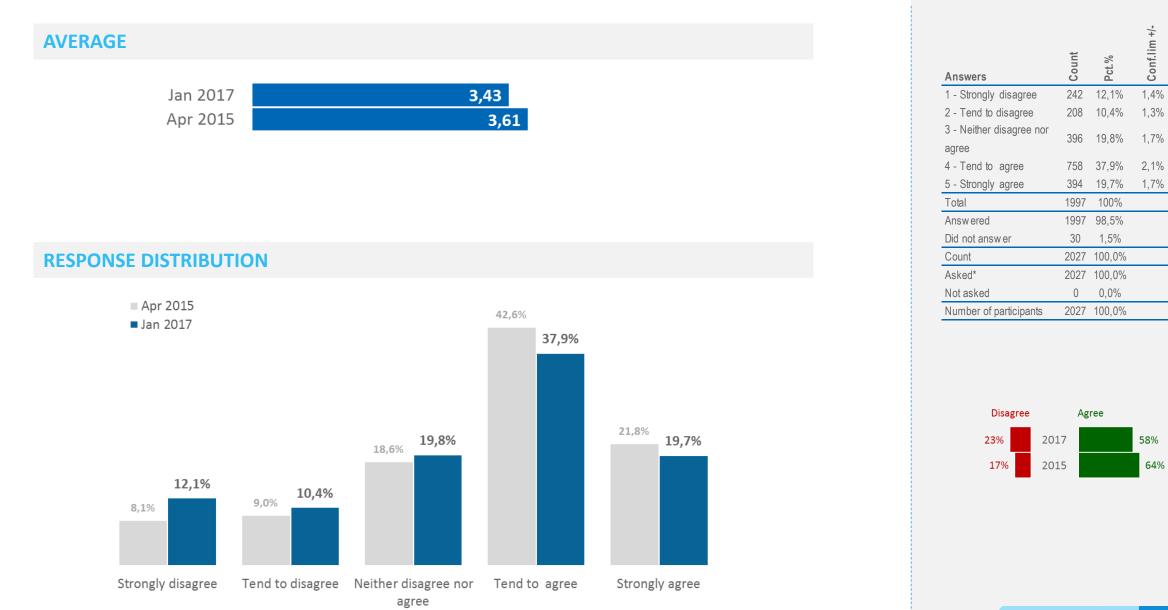
United Kingdom

All	1992	8% 15%	33%	32%	12%	3,2
Gender**						
Male	960	6% 13%	35%	34%	12%	3,3
Female	1032	10% 17%	31%	31%	12%	3,2
Age**						
18 - 29	331	7% 14%	25%	38%	16%	3,4
30 - 59	1058	9% 15%	34%	30%	12%	3,2
60 +	602	9% 15%	34%	32%	9%	3,2
Lifecycle**	504	50/	2011	2011	4.50/	
Before family (young or with no kids)	521	5% 13%	29%	38%	16%	3,5
Young family (kids 0-6 years)	216	9% 15%	35%	31%	10%	3,2
Adult family (all kids 7 years+)	267	8% 20%	30%	29%	13%	3,2
Post family (no kids at home)	458 495	12% 15%	34%	28%	11%	<u> </u>
Retired	495	9% 15%	34%	33%	9%	3,2
Residence**	402	70/ 100/	28%	26%	100/	2.4
Large city Small city or medium sized town	492	7%         13%           10%         16%	35%	36% 30%	16%	3,4
Rural area or village	930	8% 15%		30%	9%	3,1
Education**	543	8% 15%	33%	32%	12%	3,2
Primary or secondary school	670	130/ 180/	2.20/	201/	00/	2.0
Primary or secondary school Post-secondary	679 492	12%         18%           11%         12%	33%	<u> </u>	9%	3,0 3,2
University first degree (BA, B.Sc, B.Ed)	492 546		30%	36%	15%	
University higher degree (M.Sc, Ph.D)	546 194	7%	28%	44%	15%	<u> </u>
Employment**	194	1 70	2870	44%	10%	3,6
Working full-time	723	6% 14%	29%	36%	14%	3,4
Working part-time	246	9% 16%	36%	31%	9%	3,1
Not working	476	11% 16%	32%	28%	12%	3,1
Retired	495	9% 15%	34%	33%	9%	3,1
Income**	490	570 1570	3470		570	5,2
Low	302	14% 15%	38%	23%	9%	3,0
Low average	476	11% 18%	35%	27%	9%	3,0
Average	721	6% 14%	32%	36%	12%	3,3
High or high average		21/0	3270			
		13%	27%	39%	17%	35
	370	13%	27%	39%	17%	3,5
Travelled abroad last 2 years**	370					
Travelled abroad last 2 years** Never	370 741	18%	19%	39% 18	% 6%	2,8
Travelled abroad last 2 years** Never Once- Twice	370 741 577	18% 16%	19% 33%	39% 18 38%	% 6% 10%	2,8 3,3
Travelled abroad last 2 years** Never Once- Twice Three times or more	370 741	18% 16%	19%	39% 18	% 6%	2,8
Travelled abroad last 2 years** Never Once- Twice	370 741 577	18% 16% 10% 2	<u>19%</u> 33% 5%	39% 18 38% 43%	% 6% 10% 20%	2,8 3,3 3,7
Travelled abroad last 2 years** Never Once- Twice Three times or more Segment**	370 741 577 663 393	18% 16%	19% 33% 5% % 33	39% 18 38% 43% 5% 24%	% 6% 10% 20% 5%	2,8 3,3 3,7 2,9
Travelled abroad last 2 years** Never Once- Twice Three times or more Segment** The Sun Lovers	370 741 577 663	18%           16%           10%         2           12%         24	<u>19%</u> 33% 5%	39%     18       38%     43%       %     24%       38%     38%	% 6% 10% 20%	2,8 3,3 3,7
Travelled abroad last 2 years** Never Once- Twice Three times or more Segment** The Sun Lovers Active Traveller	370 741 577 663 393 275	18%       16%       10%       2       12%     24       10%       6%	19% 33% 5% % 30%	39% 18 38% 43% 5% 24%	% 6% 10% 20% 5% 17%	2,8 3,3 3,7 2,9 3,5 3,6
Travelled abroad last 2 years** Never Once- Twice Three times or more Segment** The Sun Lovers Active Traveller Adventure Traveller The Holidaymaker	370 741 577 663 393 275 411	18%           16%           10%           12%           10%	19%       33%       5%       %     33       30%       24%	39%     18       38%     43%       6%     24%       38%     39%	% 6% 10% 20% 5% 17% 20%	2,8 3,3 3,7 2,9 3,5
Travelled abroad last 2 years** Never Once- Twice Three times or more Segment** The Sun Lovers Active Traveller Adventure Traveller	370 741 577 663 393 275 411 345	18%       16%       10%       2       12%     24       10%       6%     11%       10%     14%	19%       33%       5%       %     35       30%       24%       32%	39%     18       38%     43%       43%     24%       38%     39%       35%     35%	% 6% 10% 20% 5% 17% 20% 10%	2,8 3,3 3,7 2,9 3,5 3,6 3,6 3,2



[Q2\_8] I use the internet and social media on a regular basis to get information about what's happening in the world United Kingdom





\*Asked: All respondents

**N** 



[Q2\_8] I use the internet and social media on a regular basis to get information about what's happening in the world United Kingdom

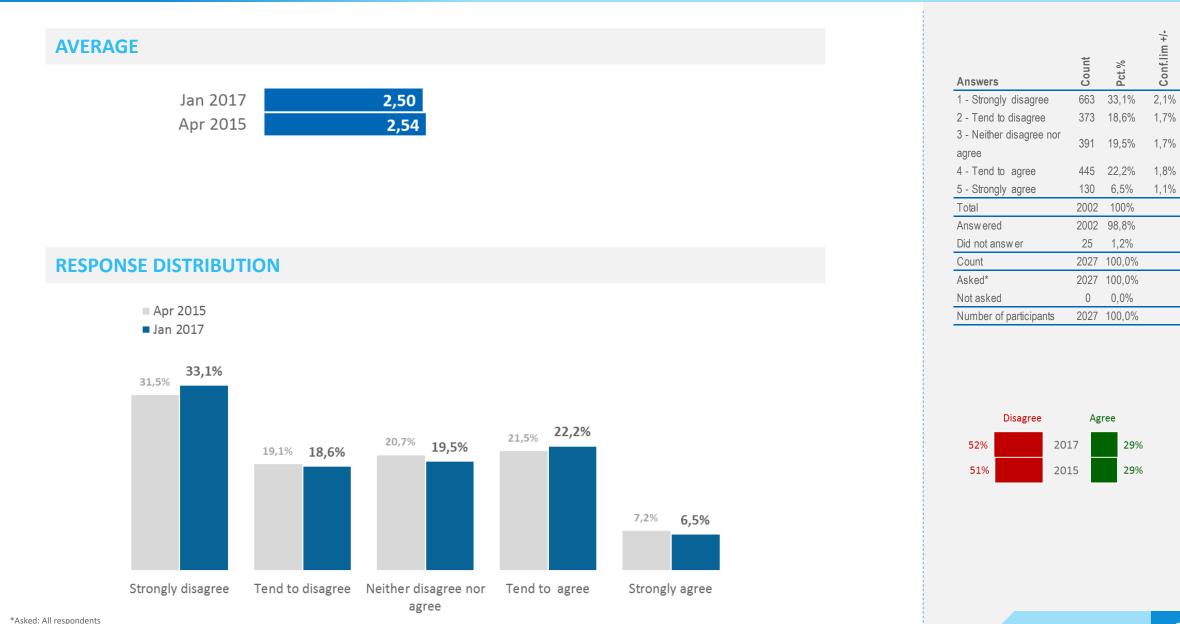




[Q2\_9] I use social media on a regular basis to share my experiences with other people United Kingdom

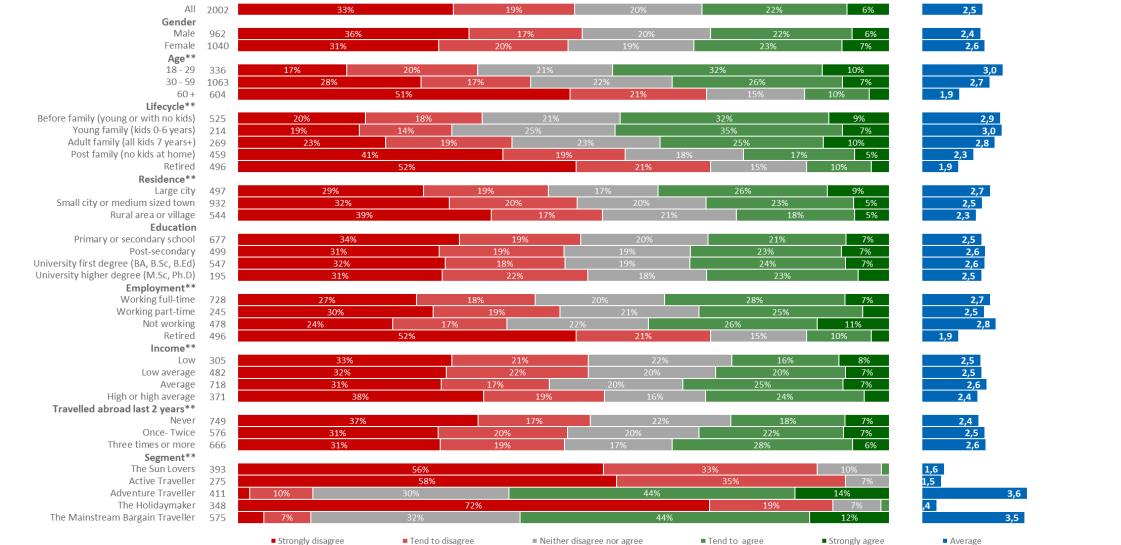


**N** 



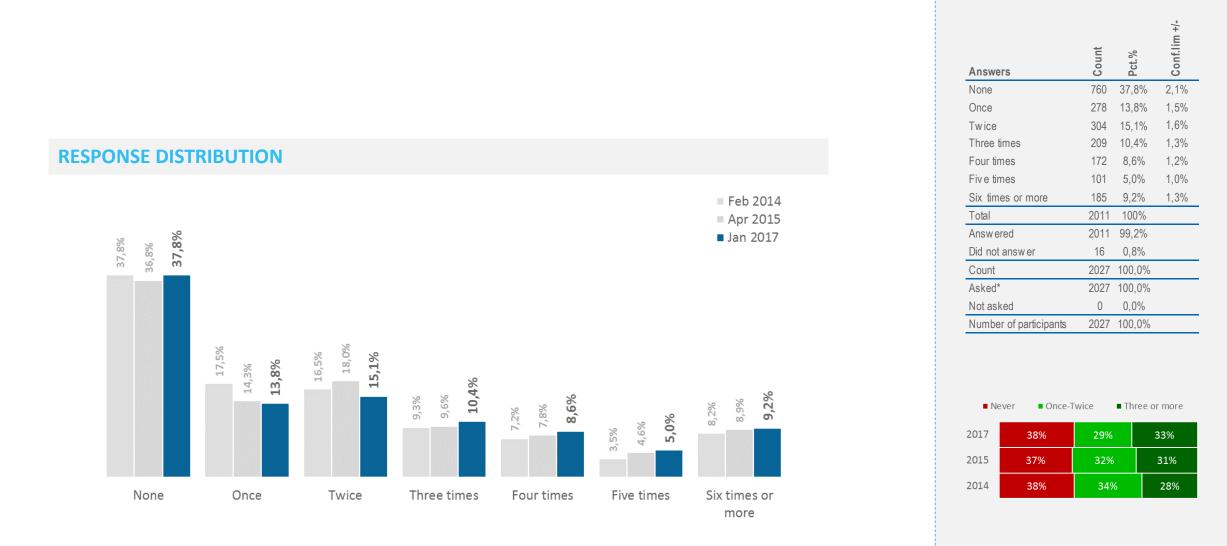
Conf.lim +/-















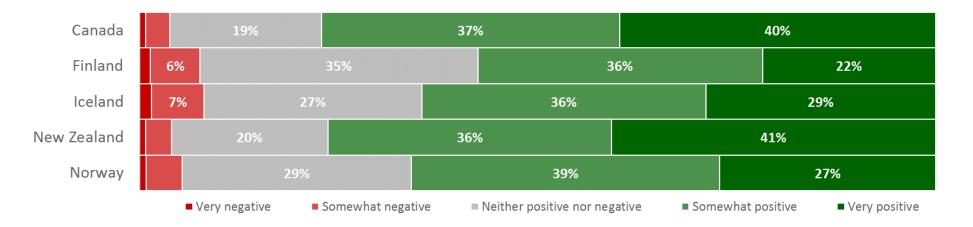
All	2011	38%		14	1%	159	%	10%	9	% 59	6	9%
Gender**	0.55											
Male Female	965 1045	<u> </u>		13%	14%	16%	15%	10%	10%	5%	5%	<u>11%</u> 8%
Age**	1045	40%			14%		15%	119	6	7%	5%	8%
18 - 29	331	20%	19%		18%		14%		11%	6%		12%
30 - 59	1068	44%	10/10		14%		15%		10%	7%		7%
60 +	611	37%		11%	1.00	14%	9%		11%	6%		11%
Lifecycle**												
Before family (young or with no kids)	522	33%		14%		15%		14%	8%	6%		10%
Young family (kids 0-6 years)	213	37%			18%		19%		10%	7%		8%
Adult family (all kids 7 years+)	271	40%			15%		16%		14%	7	%	
Post family (no kids at home)	461	43%		13%		14%	5%	9%			11%	
Retired	504	37%		11%		15%	109	6	10%	6%		11%
Residence												
Large city	496	33%		14%		16%	10	)%	10%	5%		11%
Small city or medium sized town	937	39%			14%		16%	10%	;	8%		8%
Rural area or village	547	41%			11%	14%	5	12%		3% 5	%	8%
Education**												
Primary or secondary school	685	45%			13%		16%		8%	8%		7%
Post-secondary	499	40%			15%		12%	11%		3% (	5%	8%
University first degree (BA, B.Sc, B.Ed)	548	29%	14%		18%		12%		11%	7%		10%
University higher degree (M.Sc, Ph.D)	193	21%	18%		16%		15%	8%			19%	
Employment**										_		
Working full-time	727	27%	16%		18	%	12%	;	10%	6%		11%
Working part-time	244	44%			16%		14%		13%	5	%	5%
Not working	480	49%	%					13% 8%		7%		7%
Retired	504	37%		11%		15%	109	6	10%	6%		11%
Income**			50.04				1.00/		1001			
Low	310		62%			4.404	10%		12%	6%	70/	
Low average	479		52%	001		14%		12%			7%	
Average	719	29%		18%	120/	18%	1.40/	12%	9%	6		8%
High or high average Travelled abroad last 2 years**	373	16% 11%	18%		13%		14%		8%		20%	
Never	760				100%							
Once- Twice	582	48%			100%			52%				
Three times or more	668	31%		26	2/		15%	52%		28%		
Segment**	008	51%		20.	/0		1370			2070		
The Sun Lovers	396	34%		16%		18%		10%		9%	6%	7%
Active Traveller	276	38%			.5%	18%		8%	10%			12%
Adventure Traveller	411	41%			11%	14%		12%	7%	6%		10%
The Holidaymaker	349	40%			14%		2%	8%	8%	5%		10%
The Mainstream Bargain Traveller	570	37%		13%		189		12%		9%		7%
the manstream barban Havener	570					10.		12/				, ,0
		None Or	nce Twic	e 🔳	Three times	■ F	our times	Five	times	<ul> <li>Six t</li> </ul>	imes or	more



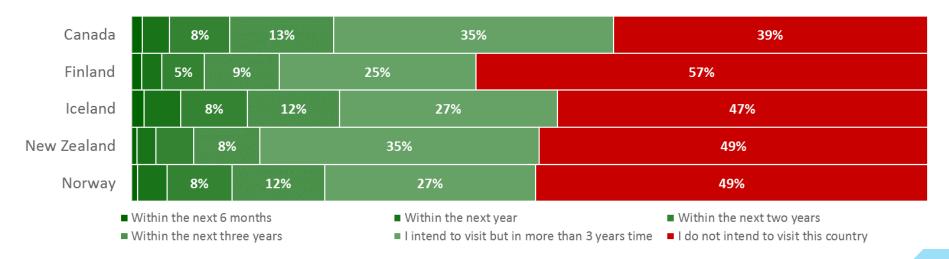
# **Destination positivity & Travel intention | Comparison**

United Kingdom

## HOW POSITIVE OR NEGATIVE ARE YOU TOWARDS EACH OF THE FOLLOWING TRAVEL DESTINATIONS



## WHEN, IF EVER, DO YOU INTEND TO VISIT THE FOLLOWING COUNTRIES



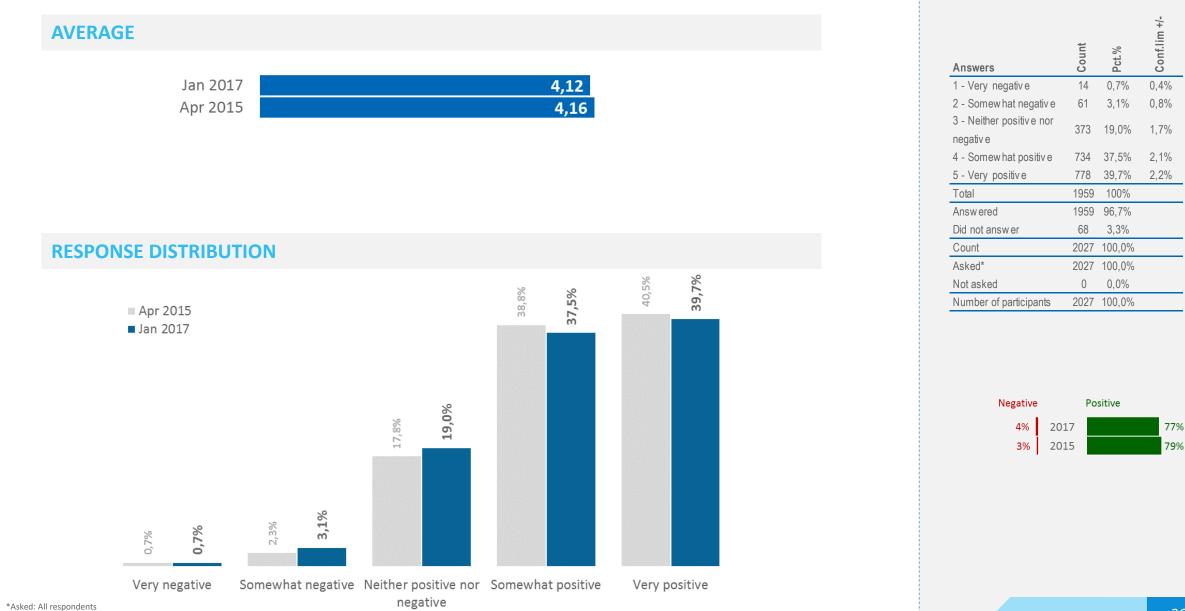


## [Q4\_1] How positive or negative are you towards CANADA as travel destination

United Kingdom

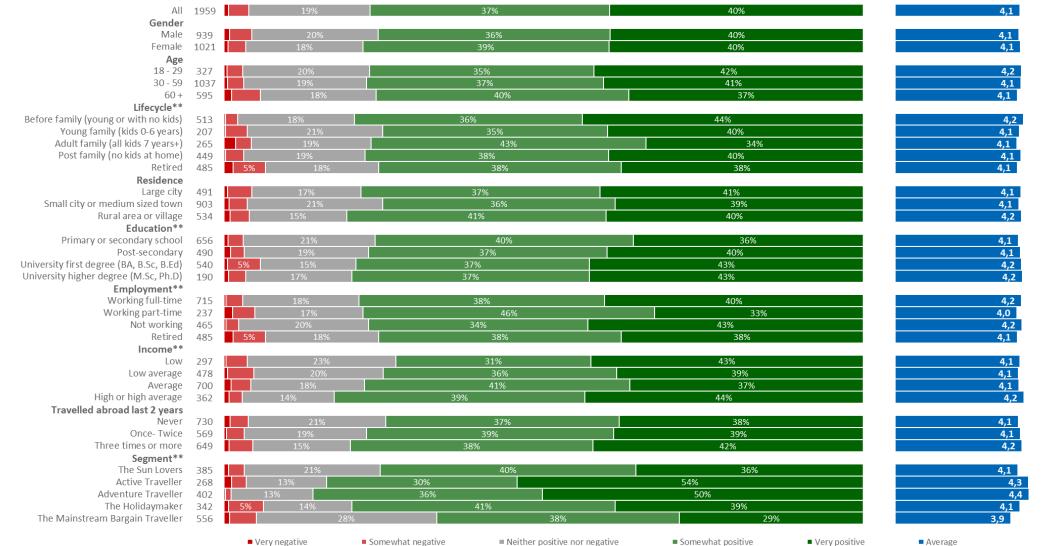


**V** 



## [Q4\_1] How positive or negative are you towards CANADA as travel destination

United Kingdom





## [Q4\_2] How positive or negative are you towards FINLAND as travel destination

Conf.lim +/-

0,5%

1,1%

2,1%

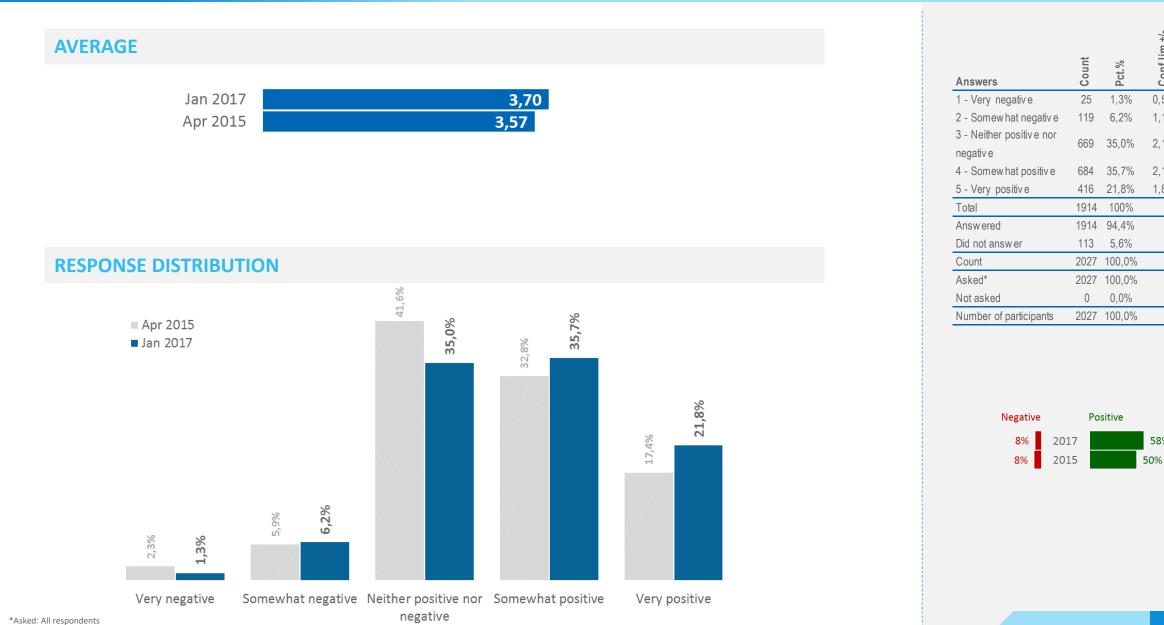
2,1%

1,8%

58%



 $\overline{\mathbf{N}}$ 



## [Q4\_2] How positive or negative are you towards FINLAND as travel destination

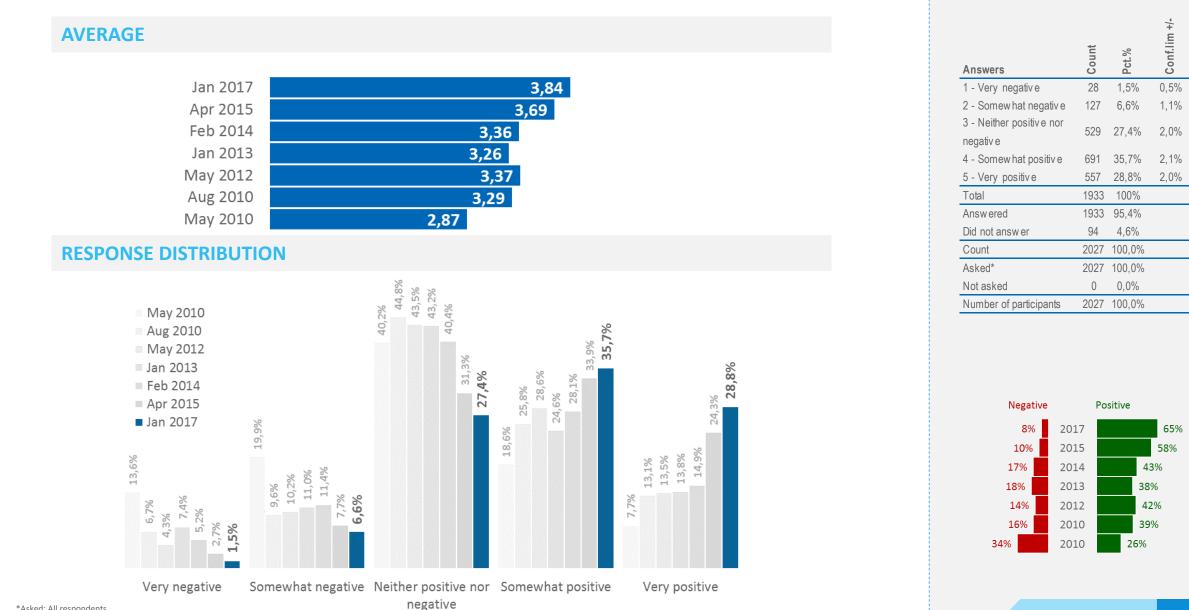
United Kingdom





## [Q4\_3] How positive or negative are you towards ICELAND as travel destination





\*Asked: All respondents

**N** 

370

## [Q4\_3] How positive or negative are you towards ICELAND as travel destination

Somewhat positive

Very positive

Average

United Kingdom

#### **RESPONSE DISTRIBUTION | CROSS SPLITS** 3,8 All 1933 Gender Male 931 27% 3,8 1002 3,9 Female 30% Age\*\* 18 - 29 40% 4,1 327 30 - 59 1020 30% 3,9 60 + 586 3,6 219 Lifecvcle\*\* Before family (young or with no kids) 37% 509 4,1 Young family (kids 0-6 years) 4,0 206 31% Adult family (all kids 7 years+) 255 6% 26% 3,8 Post family (no kids at home) 443 3,8 Retired 480 22% 3.6 Residence 484 Large city 3,9 Small city or medium sized town 888 3,8 27% Rural area or village 532 3,8 34% 29% Education\*\* Primary or secondary school 644 3,7 3,8 Post-secondary 25% 486 University first degree (BA, B.Sc, B.Ed) 535 37% 4,0 University higher degree (M.Sc, Ph.D) 188 34% 3,9 Employment\*\* Working full-time 703 3,9 Working part-time 232 29% 3,9 Not working 462 31% 3,9 Retired 480 3,6 22% Income\*\* Low 294 27% 3,8 3,8 Low average 472 32% 28% 3,8 Average 692 27% High or high average 4.0 354 33% Travelled abroad last 2 years\*\* Never 711 27% 3,8 3,8 Once- Twice 566 Three times or more 646 3.9 Segment\*\* The Sun Lovers 3,6 382 10% Active Traveller 267 41% 4,1 Adventure Traveller 399 35% 47% 4,3 The Holidaymaker 336 3.8 The Mainstream Bargain Traveller 544 3,6 16%

Neither positive nor negative



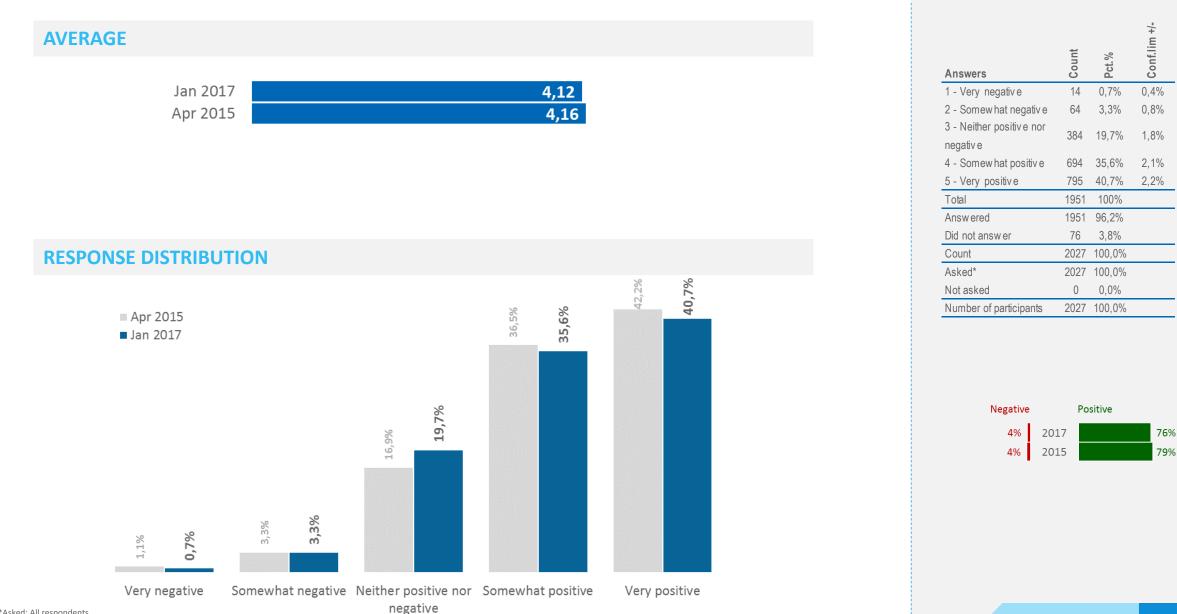
Very negative

Somewhat negative

[Q4\_4] How positive or negative are you towards NEW ZEALAND as travel destination

United Kingdom





\*Asked: All respondents

**V** 

372

[Q4\_4] How positive or negative are you towards NEW ZEALAND as travel destination

United Kingdom



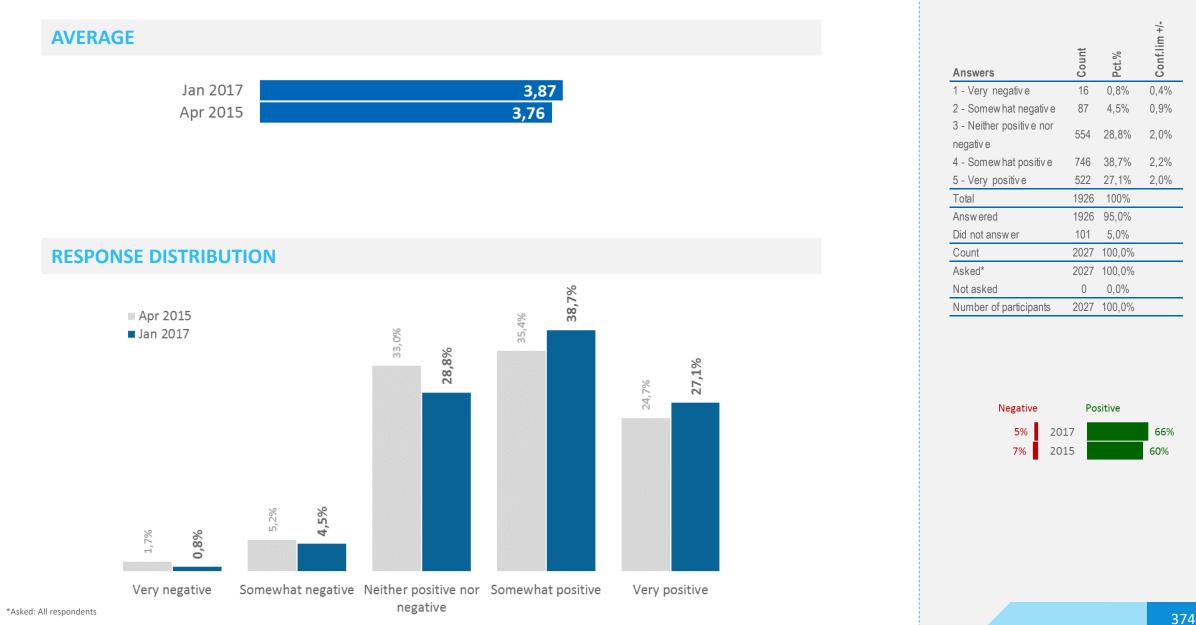


## [Q4\_5] How positive or negative are you towards NORWAY as travel destination

United Kingdom



**V** 



## [Q4\_5] How positive or negative are you towards NORWAY as travel destination

Somewhat positive

Very positive

Average

United Kingdom

#### **RESPONSE DISTRIBUTION | CROSS SPLITS** All 1926 3,9 Gender Male 926 25% 3,8 3,9 Female 1000 29% Age\*\* 18 - 29 32% 4,0 321 40% 30 - 59 1018 27% 3,9 60 + 587 25% 3,7 Lifecvcle\*\* Before family (young or with no kids) 507 4,0 Young family (kids 0-6 years) 202 27% 3,8 Adult family (all kids 7 years+) 256 3,8 Post family (no kids at home) 3,9 440 27% 480 Retired 3.7 Residence\*\* Large city 486 27% 3,9 Small city or medium sized town 884 3,8 Rural area or village 3,9 526 30% Education\*\* Primary or secondary school 643 3,8 3,9 Post-secondary 486 27% University first degree (BA, B.Sc, B.Ed) 4,0 527 University higher degree (M.Sc, Ph.D) 189 35% 4,0 Employment\*\* Working full-time 696 28% 3,9 Working part-time 233 3,9 Not working 460 27% 3,9 Retired 480 25% 3,7 8% Income\*\* Low 294 26% 3,9 3,8 Low average 465 37% 26% 3,8 Average 689 26% High or high average 358 4,0 Travelled abroad last 2 years Never 711 27% 3,9 Once- Twice 562 3,8 Three times or more 642 3.9 Segment\*\* The Sun Lovers 40% 18% 3,6 380 Active Traveller 268 4,1 Adventure Traveller 397 39% 42% 4.2 The Holidaymaker 337 6% 3.9 The Mainstream Bargain Traveller 538 15% 3.6

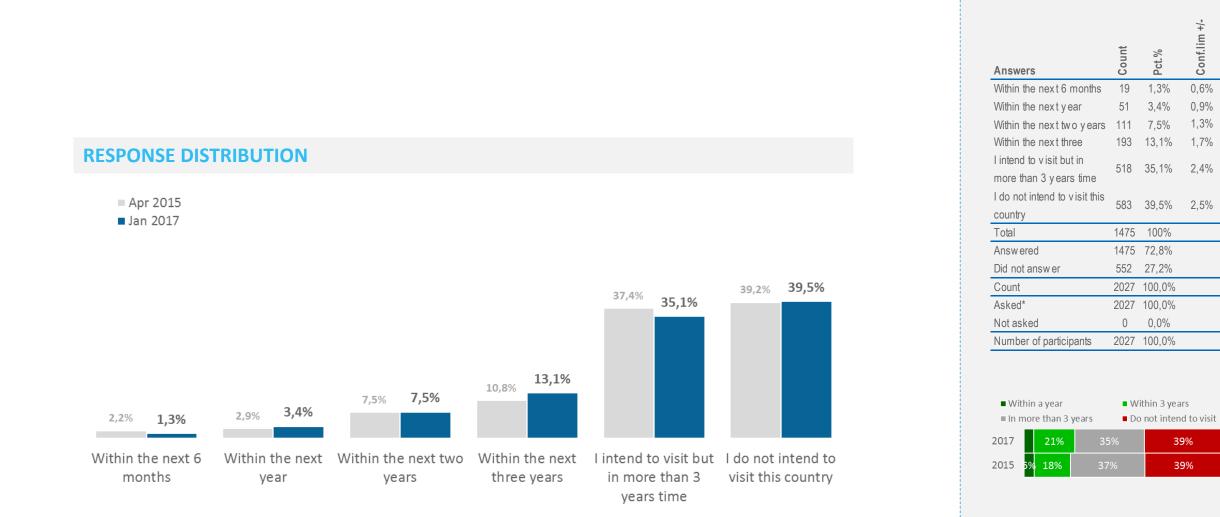
Neither positive nor negative



Very negative

Somewhat negative







## [Q5\_1] When, if ever, do you intend to visit CANADA

United Kingdom

## **ANSWER DISTRIBUTION | BREAKDOWN**





Before family (young or with no kids)

Young family (kids 0-6 years) Adult family (all kids 7 years+)

Post family (no kids at home)

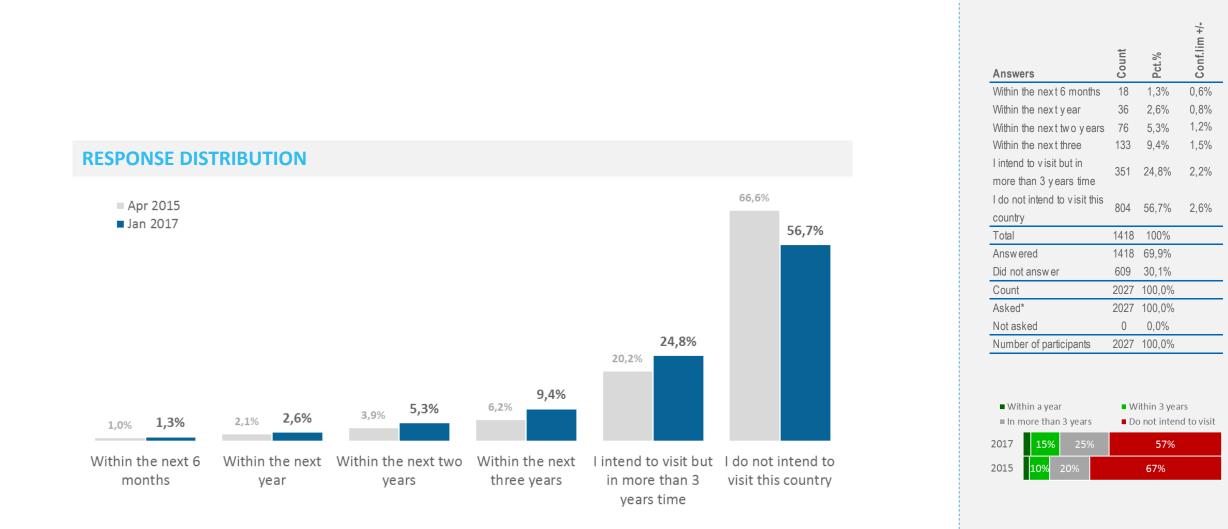
#### Residence\*\*

Large city Small city or medium sized town Rural area or village Education\*\* Primary or secondary school Post-secondary University first degree (BA, B.Sc, B.Ed) University higher degree (M.Sc, Ph.D) Employment\*\* Working full-time Working part-time Not working Retired Income\*\* Low average Average High or high average Travelled abroad last 2 years\*\* Never Once- Twice Three times or more Segment\*\* The Sun Lovers Active Traveller Adventure Traveller

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country









## [Q5\_2] When, if ever, do you intend to visit FINLAND

United Kingdom





#### Lifecycle\*\*

Before family (young or with no kids) Young family (kids 0-6 years) Adult family (all kids 7 years+) Post family (no kids at home) Retired

#### Residence

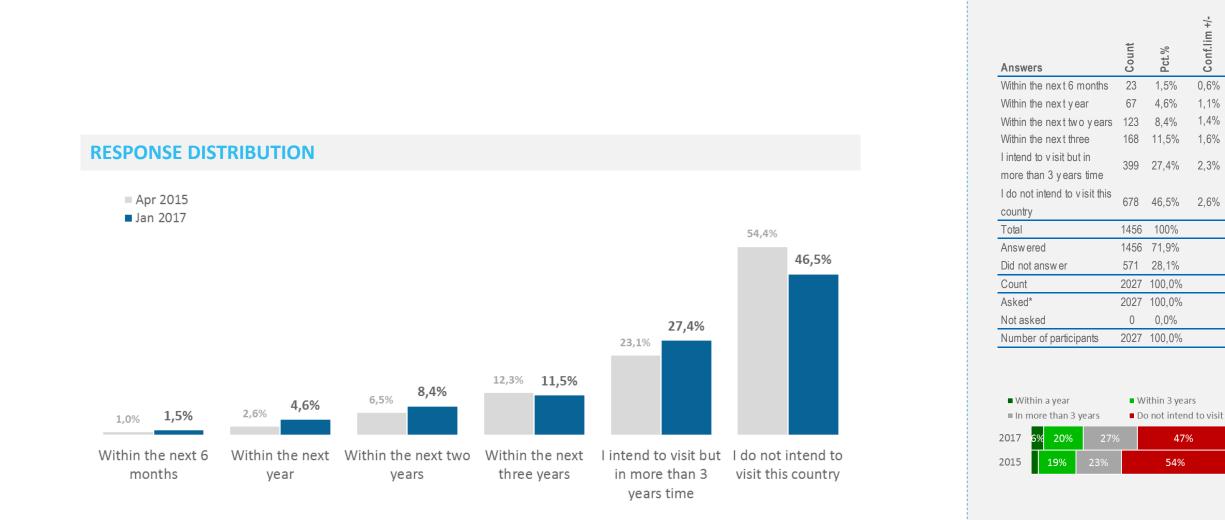
Large city Small city or medium sized town Rural area or village Education\*\* Primary or secondary school Post-secondary University first degree (BA, B.Sc, B.Ed) University higher degree (M.Sc, Ph.D) Employment\*\* Working full-time Working part-time Not working Retired Income\*\* Low Low average Average High or high average Travelled abroad last 2 years\*\* Never Once- Twice Three times or more Segment\*\* The Sun Lovers Active Traveller Adventure Traveller The Holidaymaker

The Mainstream Bargain Traveller

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country







\*Asked: All respondents



## [Q5\_3] When, if ever, do you intend to visit ICELAND

United Kingdom

### **ANSWER DISTRIBUTION | BREAKDOWN**

All	1456	8%	12%		27%			47%
Gender								
Male	695	8%	13%		29%			43%
Female	762	9%	10%	269	%			49%
Age**								
18 - 29	264		%	23%		37%		23%
30 - 59	781	10%	10%	1001	32%		5001	43%
60+	411	7%	7%	12%			68%	
ifecycle**	200		100	/		260/		201/
th no kids) 0-6 years)	389 171	5% 8%	19% 1% 1	2%		<u> </u>		<u> </u>
s 7 years)	208	6% <u>1</u> 12%	1% 1		37%	59%		42%
s at home)	323	6% 7%	10%	22%	5770			54%
Retired	341	7%		1%			69%	3470
Residence	341	770	070	170			0370	
Large city	366	5% 10%	13%	5	26%			44%
sized town	659	5% 6%	12%	29	%			48%
a or village	413	10%	11%		27%			47%
ucation**								
ary school	487	6% 9%	6	22%			60%	
secondary	353	8%	11%		31%			44%
B.Sc, B.Ed)	416	7%	9%	15%		31%		35%
И.Sc, Ph.D)	157	5%	16%	15%		27%		34%
oyment**								
g full-time	549	7%	10%	14%		33%		33%
gpart-time	172	5% 1	2%	32%				48%
ot working	363	8%	12%		32%			44%
Retired	341	7%	8% 1	1%			69%	
Income**								
Low	217		7%	20%			62%	
w average	328		9%	29%				51%
Average	535	10%	14%		25%			44%
gh average	299	12%	13%			34%		36%
2 years** Never	E01	C9/	- 270/				C29/	
nce- Twice	501 430	6%	27%		28%		62%	129/
es or more	430 520	<u> </u>	<u> </u>	14%	28%	27%		<u> </u>
egment**	520	070	1470	1470		2770		3470
Sun Lovers	292	8%		26%			60%	
e Traveller	196	9%		18%		34%	00%	32%
e Traveller	312		1%	16%		36%		28%
idaymaker	233	7%	11%	24%				54%
n Traveller	422	5% 8%	9%	21%				54%
	122	0,0	570-	21/0				



Before family (young or with no Young family (kids 0-6)

Adult family (all kids 7 ye Post family (no kids at

#### R

Resid Lar

Small city or medium sized Rural area or Educat Primary or secondary Post-seco University first degree (BA, B.Sc, University higher degree (M.Sc, Employm Working ful Working part Not wo R Inco Low av Aν High or high av Travelled abroad last 2 ye Once-Three times or Segm The Sun I Active Tra Adventure Tra

The Holidayr The Mainstream Bargain Tra

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country



Pct.%

0,6%

2,4%

4,7%

8,3%

48,8%

0,0%

Within 3 years

Do not intend to visit

49%

46%

Count

9

36

0

Conf.lim +/-

0,4%

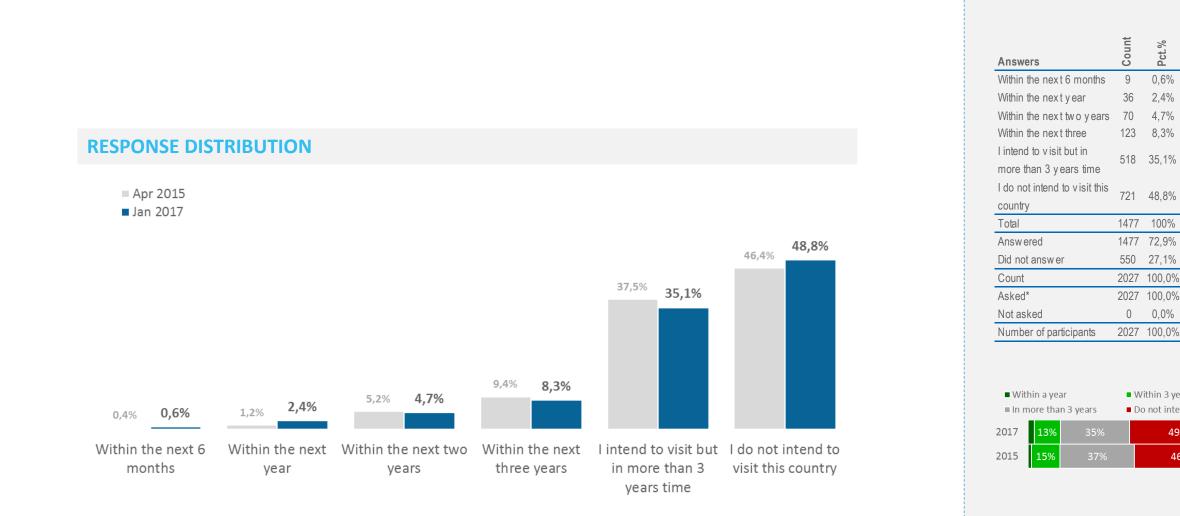
0.8%

1,1%

1,4%

2,4%

2,5%





## [Q5\_4] When, if ever, do you intend to visit NEW ZEALAND

United Kingdom

### **ANSWER DISTRIBUTION | BREAKDOWN**





Before family (young or with no kids) Young family (kids 0-6 years) Adult family (all kids 7 years+) Post family (no kids at home)

Small city or medium sized town Rural area or village

- Primary or secondary school Post-secondary University first degree (BA, B.Sc, B.Ed)
- University higher degree (M.Sc, Ph.D)

Working full-time

- Working part-time Not working Income\*\* Low average High or high average Travelled abroad last 2 years\*\*
- Once- Twice Three times or more

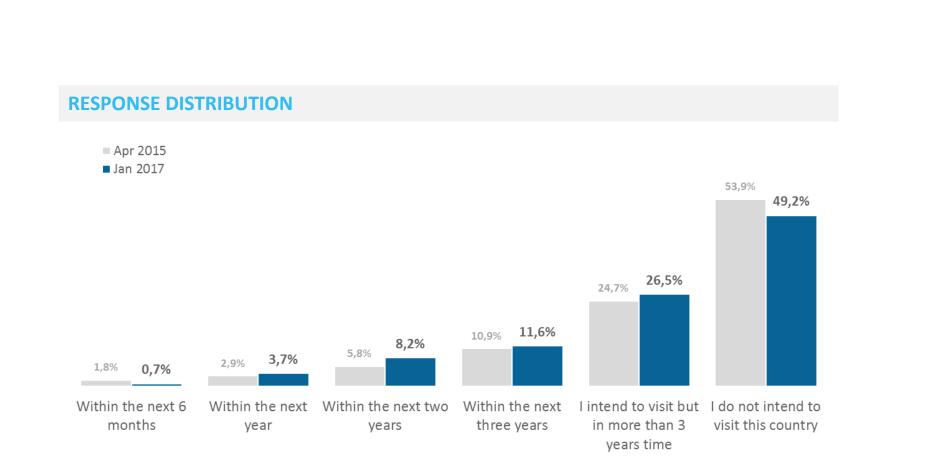
The Sun Lovers Active Traveller Adventure Traveller The Holidaymaker

The Mainstream Bargain Traveller

■ Within the next 6 months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country







Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	10	0,7%	0,4%
Within the next year	53	3,7%	1,0%
Within the next two years	118	8,2%	1,4%
Within the next three	168	11,6%	1,7%
I intend to visit but in more than 3 years time	383	26,5%	2,3%
I do not intend to visit this country	711	49,2%	2,6%
Total	1444	100%	
Answered	1444	71,3%	
Did not answ er	583	28,7%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

<ul> <li>Within a year</li> <li>In more than 3 years</li> </ul>				<ul> <li>Within 3 years</li> <li>Do not intend to visit</li> </ul>			
2017		20%	27%		49%		
2015		17%	25%		54%		





## [Q5\_5] When, if ever, do you intend to visit NORWAY

United Kingdom

## ANSWER DISTRIBUTION | BREAKDOWN

All	1444	8%	12%	27%		49%	
Gender**	606	00/	400/	200		450/	
Male Female	686 758	9%	13%	24%	%	45%	
	/58	8%	11%	24%		53%	
<b>Age**</b> 18 - 29	255	8%	22%		270/	28%	
30 - 59	255 769	8%	10%	29%	37%	50%	
60 +	420	9%	9%	15%		61%	
Lifecycle**	420	976	970	13%		01%	
or with no kids)	391	9%	19%		34%	35%	
(kids 0-6 years)	170	7%	9%	28%	3+70	52%	
all kids 7 years+)	199	10%	570	33%		49%	
io kids at home)	315	10%	9%	25%		52%	
Retired	346	7%	10%	16%		62%	
Residence	540	770	10/0			0270	
Large city	372	10%	10%	32%		45%	
dium sized town	646	7%	12%	24%		53%	
al area or village	408	8%	12%	27%		48%	
Education**	.00						
econdary school	487	7%	10%	21%		60%	
Post-secondary	343	8%	10%	29%		48%	
(BA, B.Sc, B.Ed)	413	9%	15%		32%	40%	
ree (M.Sc, Ph.D)	155	8%	12%	15%	27%	36%	
Employment**							
/orking full-time	534	119	% 12%		31%	41%	
orking part-time	179	7%	10%	26%		55%	
Not working	354	7%	12%	32%		47%	
Retired	346	7%	10%	16%		62%	
Income**							
Low	221	9%	b f	20%		64%	
Low average	328	5%	12%	25%		54%	
Average	529	10%	12%	26%		48%	
or high average	292	6% 1	11% 12%		34%	36%	
d last 2 years**							
Never	500	7%	23%			66%	
Once- Twice	425	10%	12%	29		45%	
e times or more	514	6%	12%	16%	28%	37%	
Segment**							
The Sun Lovers	291			22%		63%	
Active Traveller	192	5% 119	% 169	%	33%	34%	
enture Traveller	313	11%			38%	32%	
venture Traveller ne Holidaymaker Bargain Traveller		11% 5% 8%	6 13% 13% 11%	22%	38%	<u>32%</u> 55% 56%	

Before family (young or with n Young family (kids 0-6

Adult family (all kids 7 years) Post family (no kids at home)

Small city or medium sized town Rural area or village Education\*\* Primary or secondary school Post-secondary University first degree (BA, B.Sc, B.Ed) University first degree (BA, B.Sc, B.Ed) University first degree (M.Sc, Ph.D) Employment\*\* Working full-time Working part-time Not working Retired Income\*\* Low Low average Average High or high average Travelled abroad last 2 years\*\* Never Once-Twice Three times or more Segment\*\* The Sun Lovers Active Traveller Adventure Traveller

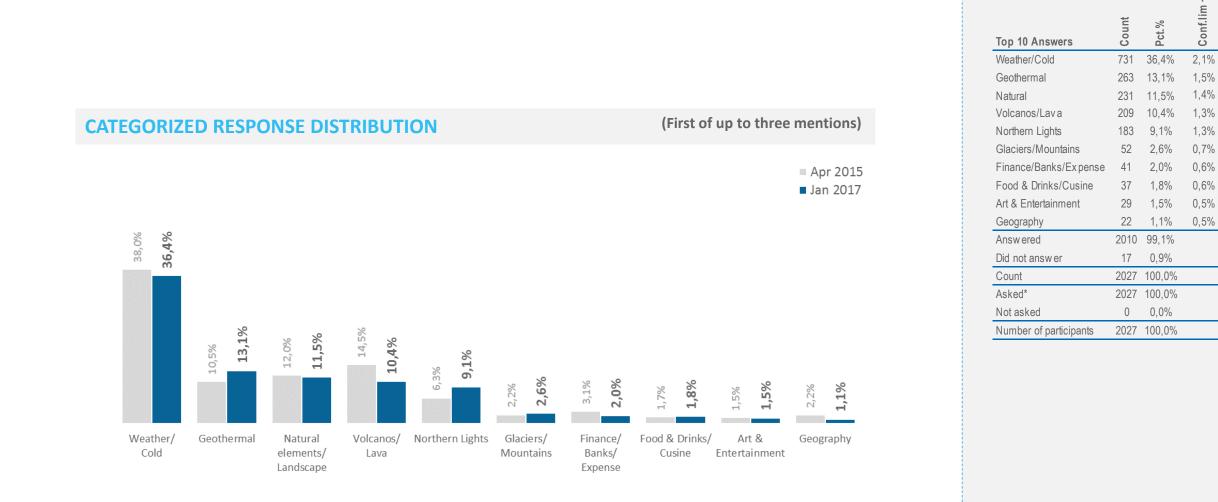
The Mainstream Bargain Traveller

■ Within the next f months ■ Within the next year ■ Within the next two years ■ Within the next three years ■ I intend to visit but in more than 3 years time ■ I do not intend to visit this country





First mention | United Kingdom



Conf.lim +/-

[Q6\_1] When you think about the country Iceland what comes into your mind?

Art & Entertainment

Geography

First mention | United Kingdom

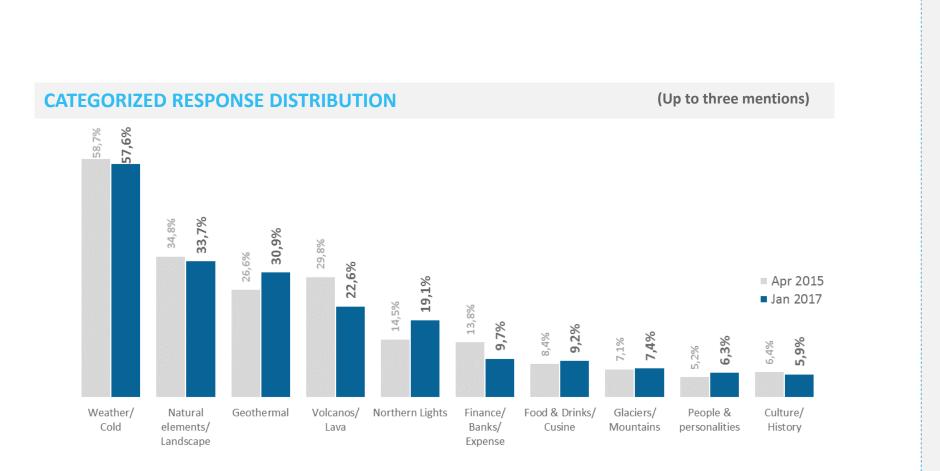


#### (First of up to three mentions) **CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS** All 2010 9% Gender Male 964 Female 1046 40% 14% Age 18 - 29 334 39% 30 - 59 1066 10% 60+ 609 36% 8% Lifecycle Before family (young or with no kids) 524 Young family (kids 0-6 years) 36% 215 13% Adult family (all kids 7 years+) 268 9% Post family (no kids at home) 461 36% 10% Retired 500 Residence Large city 498 9% 38% Small city or medium sized town 934 10% Rural area or village 546 Education Primary or secondary school 683 44% 38% Post-secondary 499 University first degree (BA, B.Sc, B.Ed) 543 3% University higher degree (M.Sc, Ph.D) 197 11% Employment Working full-time 732 Working part-time 245 38% Not working 37% 10% 475 8% Retired 500 8% Income Low 310 3% 39% Low average 481 9% Average 718 38% High or high average 372 25% Travelled abroad last 2 years 755 40% Never 574 Once-Twice 39% 31% 665 Three times or more Segment The Sun Lovers 396 11% 10% Active Traveller 276 10% Adventure Traveller 413 28% 35% The Holidavmaker 346 42% The Mainstream Bargain Traveller 569 9% Weather/Cold Geothermal Natural elements/Landscape Volcanos/Lava Northern Lights ■ Glaciers/Mountains Finance/Banks/Expense Food & Drinks/Cusine





All mentions | United Kingdom



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Weather/Cold	1158	57,6%	2,2%
Natural	677	33,7%	2,1%
Geothermal	622	30,9%	2,0%
Volcanos/Lava	454	22,6%	1,8%
Northern Lights	385	19,1%	1,7%
Finance/Banks/Expense	196	9,7%	1,3%
Food & Drinks/Cusine	184	9,2%	1,3%
Glaciers/Mountains	148	7,4%	1,1%
People & personalities	126	6,3%	1,1%
Culture/History	119	5,9%	1,0%
Answered	2012	99,3%	
Did not answ er	15	0,7%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



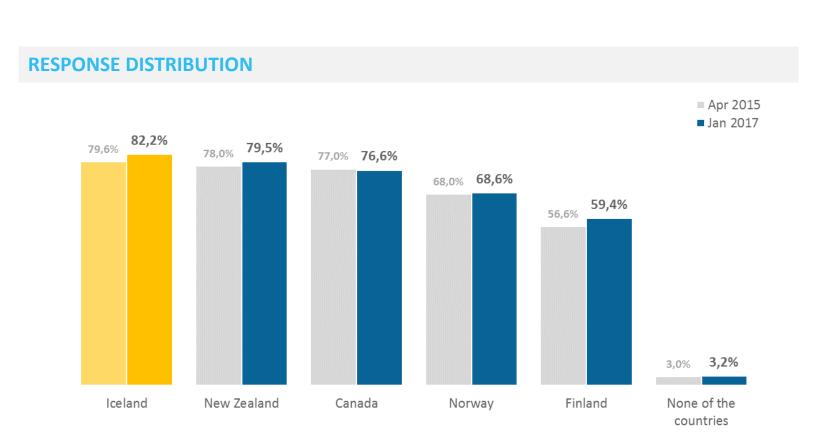
## [Q6\_A] When you think about the country Iceland what comes into your mind?

All mentions | United Kingdom

<b>EGORIZED RESPON</b>	ISE	DISTRIBU	TION	I   CR	OSS SPLIT	S					(Up to thr	ee ment
		Weather/ Cold	Natura Landso	al elements ape	/ Geothermal	Volcanos/ Lava	Northern Lights	Finance/ Banks/ Expense	Food & Drinks/ Cusine	Glaciers/ Mountains	People & personalities	Culture/ History
All	2012	58%		34%	31%	23%	19%	10%	9%	7%	6%	6%
Gender								_	—			
Male		51%		34%	31%	29%	13%	12%	11%	8%	7%	7%
Female	1046	63%		34%	31%	17%	25%	8%	8%	6%	5%	5%
<b>Age</b> 18 - 29	224	55%		29%	28%	22%	19%	4%	7%	14%	5%	6%
30 - 59				33%	28%	20%	22%	4%	8%	6%	6%	7%
	609	58%		37%	37%	20%	14%	11%	13%	7%	7%	5%
Lifecycle	009	5870		5170	5170	2770	1470	11/0	1370	770	170	570
Before family (young or with no kids)	527	55%		30%	28%	23%	22%	8%	6%	11%	5%	5%
Young family (kids 0-6 years)		57%		35%	26%	15%	22%	9%	8%	6%	6%	10%
Adult family (all kids 7 years+)		60%		34%	25%	16%	18%	8%	10%	6%	6%	5%
Post family (no kids at home)	461	57%		34%	33%	25%	20%	12%	9%	5%	7%	6%
Retired	500	59%		37%	39%	27%	15%	10%	13%	8%	7%	5%
Residence								_	_	_		
Large city		53%		34%	32%	19%	19%	11%	6%	6%	8%	6%
Small city or medium sized town		62%		34%	28%	24%	20%	9%	10%	8%	5%	6%
Rural area or village	546	55%		33%	35%	23%	19%	11%	10%	9%	6%	6%
Education	600	670		270/	220/	2004	4.5%	7%	7%	- COV	70/	404
Primary or secondary school Post-secondary		67% 57%	)	37% 33%	23%	20%	16%	11%	10%	6% 6%	7% 6%	4% 4%
Jniversity first degree (BA, B.Sc, B.Ed)		52%		30%	39%	25%	23%	11%	11%	9%	6%	8%
University higher degree (M.Sc, Ph.D)		41%		36%	42%	26%	23%	14%	7%	12%	6%	8%
Employment	107	1170		00/0	1270	2070	2070	100	,,,,,	12/0	0,0	0,0
Working full-time	732	55%		32%	32%	22%	23%	13%	8%	8%	6%	6%
Working part-time		62%		37%	30%	13%	23%	10%	12%	5%	7%	7%
Not working	478	59%		31%	24%	25%	17%	5%	7%	8%	6%	5%
Retired	500	59%		37%	39%	27%	15%	10%	13%	8%	7%	5%
Income								_	_	_	_	
Low		63%		34%	27%	23%	14%	9%	11%	7%	5%	7%
Low average		62%		37%	29%	23%	18%	10%	8%	4%	7%	4%
Average		60%		31%	29%	18%	23%	8%	10%	8%	5%	6%
High or high average	372	44%		38%	42%	31%	19%	13%	8%	10%	10%	7%
Travelled abroad last 2 years Never	757	C10/		36%	25%	23%	14%	8%	9%	5%	6%	6%
Once- Twice		61% 59%		33%	25%	23%	21%	9%	10%	6%	8%	7%
Three times or more		53%		31%	40%	23%	23%	13%	9%	11%	5%	5%
Segment	005	5378		J 1 /0	4070	2.370	2.370	1370	J70	11/0	570	570
The Sun Lovers	396	69%	6	34%	27%	22%	19%	10%	9%	6%	7%	7%
Active Traveller		46%		39%	42%	33%	19%	11%	10%	13%	5%	5%
Adventure Traveller		53%		33%	37%	25%	26%	8%	9%	8%	6%	8%
The Holidaymaker		53%		37%	36%	25%	16%	11%	14%	7%	7%	5%
The Mainstream Bargain Traveller	572	61%		30%	21%	15%	16%	9%	6%	5%	7%	4%



## [Q7\_1] I can experience natural wonders



Count	Pct.%	Conf.lim +/-
1404	82,2%	1,8%
1358	79,5%	1,9%
1307	76,6%	2,0%
1170	68,6%	2,2%
1014	59,4%	2,3%
54	3,2%	0,8%
1707		
1707	84,2%	
320	15,8%	
2027	100,0%	
2027	100,0%	
0	0,0%	
2027	100,0%	
	1404 1358 1307 1170 1014 54 1707 1707 320 2027 2027 0	1404         82,2%           1358         79,5%           1307         76,6%           1170         68,6%           1014         59,4%           54         3,2%           1707         84,2%           320         15,8%           2027         100,0%           2027         100,0%           0         0,0%



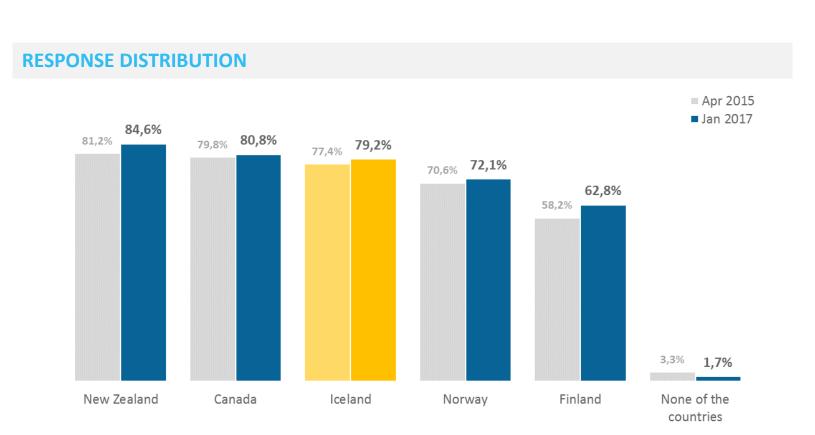


## [Q7\_1] I can experience natural wonders

	LKUS	S SPLITS					
		Iceland	New Zealand	Canada	Norway	Finland	None of the countries
All	1707	82%	80%	77%	69%	59%	3%
Gender							-
Male	832	83%	80%	77%	67%	60%	4%
Female	875	81%	79%	76%	70%	59%	2%
Age			7.04	700/		5.00	
18 - 29 30 - 59	277 891	84%	76%	72%	64%	54%	3% 4%
60 +	538	81%		80%	71%	63%	2%
Lifecycle	550	03/0	000	30%	7170	0070	270
Before family (young or with no kids)	442	859	81%	76%	68%	60%	4%
Young family (kids 0-6 years)	178	75%	71%	67%	60%	46%	3%
Adult family (all kids 7 years+)	220	79%	75%	73%	63%	54%	3%
Post family (no kids at home)	403	83%	81%	80%	72%	65%	4%
Retired	439	83%	83%	80%	72%	62%	2%
Residence	427	0.444	0444	770/	65N	5.64	
Large city Small city or medium sized town	437 778	81%	81% 77%	77% 75%	65% 68%	56%	3% 3%
Rural area or village	475	847	83%	80%	73%	64%	3%
Education	475	01/0	00,0	00/0	10/0	0170	570
Primary or secondary school	554	79%	75%	72%	65%	57%	4%
Post-secondary	431	82%	80%	78%	70%	60%	3%
University first degree (BA, B.Sc, B.Ed)	496	88		78%	72%	63%	2%
University higher degree (M.Sc, Ph.D)	178	82%	81%	87	73%	60%	4%
Employment	500						
Working full-time Working part-time	633	80%	78%	76%	65%	55%	4%
Not working	206 393	83%		70%	70%	61% 63%	4% 2%
Retired	439	83%		80%	71%	62%	2%
Income	455	000	00,0	00/0	7270	02/0	270
Low	238	859	84%	78%	68%	59%	3%
Low average	421	81%	79%	77%	71%	62%	4%
Average	605	79%	76%	73%	63%	56%	3%
High or high average	346	88	<mark>%</mark> 84%	83%	77%	63%	2%
Travelled abroad last 2 years	504						
Never Once-Twice	591 494	83%	80% 76%	76% 74%	70%	62% 55%	4% 3%
Three times or more	494 620	84%		74%	68%	61%	2%
Segment	020	047	8270		0870	0170	270
The Sun Lovers	337	83%	81%	79%	71%	62%	4%
Active Traveller	259		94% 89			69%	0%
Adventure Traveller	375	2	1% 86%	6 84%	76%	67%	1%
The Holidaymaker	305	79%	81%	76%	66%	60%	5%
The Mainstream Bargain Traveller	431	69%	66%	63%	56%	44%	5%



## [Q7\_2] I can see extraordinary landscapes



Answers	Count	Pct.%	Conf.lim +/-
New Zealand	1465	84,6%	1,7%
Canada	1399	80,8%	1,9%
Iceland	1371	79,2%	1,9%
Norway	1249	72,1%	2,1%
Finland	1088	62,8%	2,3%
None of the countries	29	1,7%	0,6%
Total	1732		
Answered	1732	85,5%	
Did not answ er	295	14,5%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	





# [Q7\_2] I can see extraordinary landscapes

United Kingdom

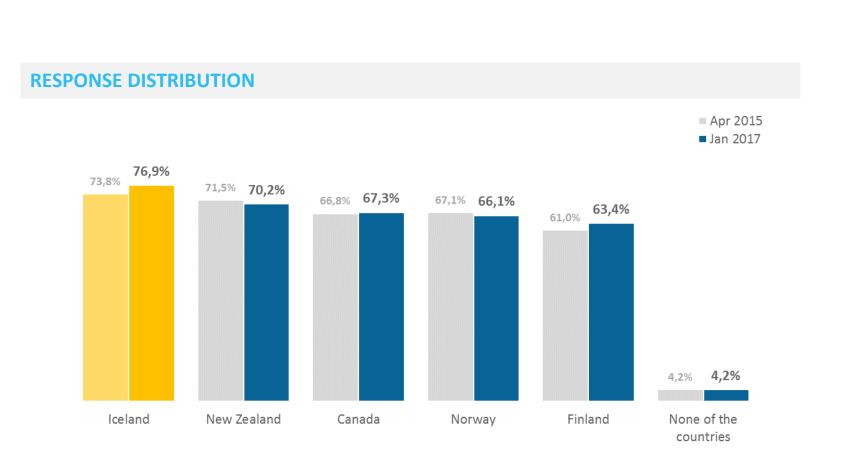
UNSE DISTRIBUTION   C	RUS	S SPLITS						
		New Zealand	Canada	Iceland		Norway	Finland	None of the countries
All	1732		85%	81%	79%	72%	63%	2%
Gender								
Male Female	841 891		84% 85%	81%	79%	73%	61%	2%
Age	891		83%	80%	79%	/1%	03%	170
18 - 29	282		82%	76%	77%	69%	60%	3%
30 - 59	906		84%	80%	80%	72%	63%	1%
60 +	544		87%	85%	79%	74%	64%	2%
Lifecycle Before family (young or with no kids)	442		86%	81%	82%	74%	67%	2%
Young family (kids 0-6 years)	442 186			58%	70%	60%	57%	1%
Adult family (all kids 7 years+)	221		78%	76%	72%	66%	57%	2%
Post family (no kids at home)	415		88 <mark>%</mark>	83%	83%	76%	64%	2%
Retired	443		87%	86%	81%	74%	64%	2%
Residence	443		88%	77%	80%	73%	65%	2%
Large city Small city or medium sized town	443 797		88%	82%	80%	73%	63%	1%
Rural area or village	475		83%	84%	77%	73%	61%	2%
Education								
Primary or secondary school	562		82%	78%	76%	68%	60%	3%
Post-secondary	441		86%	84%	79%	75%	64%	0%
University first degree (BA, B.Sc, B.Ed) University higher degree (M.Sc, Ph.D)	504 176		85% 87%	83%	83%	74%	67%	1% 3%
Employment	170		677 <mark>0</mark>	00/0	02/0	7070	0170	570
Working full-time	639		87%	80%	79%	70%	62%	2%
Working part-time	213		80%	76%	74%	67%	61%	2%
Not working	400		83%	81%	81%	75%	64%	1%
Retired Income	443		87%	86%	81%	74%	64%	2%
Low	247		90 <mark>%</mark>	83%	82%	75%	64%	1%
Low average	425		84%	82%	78%	73%	65%	2%
Average	625		83%	78%	76%	67%	61%	2%
High or high average	343		889 <mark>6</mark>	87% <mark></mark>	86%	79%	66%	1%
Travelled abroad last 2 years Never	594		83%	82%	79%	75%	65%	2%
Once- Twice	594 505		84%	80%	76%	65%	57%	2%
Three times or more	629		86%	80%	82%	75%	65%	1%
Segment								
The Sun Lovers	348		86%	83%	78%	70%	61%	2%
Active Traveller Adventure Traveller	265 382		92%	87%	88%	82%	72%	1%
The Holidaymaker	382 311		88% 86%	82%	80%	75%	64%	1%
The Mainstream Bargain Traveller	426	7	5%	73%	66%	59%	51%	2%



## [Q7\_3] I can enjoy a pure environment

## United Kingdom

÷



Answers	Count	Pct.%	Conf.lim +
Iceland	1182	76,9%	2,1%
New Zealand	1079	70,2%	2,3%
Canada	1034	67,3%	2,3%
Norway	1016	66,1%	2,4%
Finland	975	63,4%	2,4%
None of the countries	64	4,2%	1,0%
Total	1537		
Answered	1537	75,8%	
Did not answ er	490	24,2%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	





# [Q7\_3] I can enjoy a pure environment

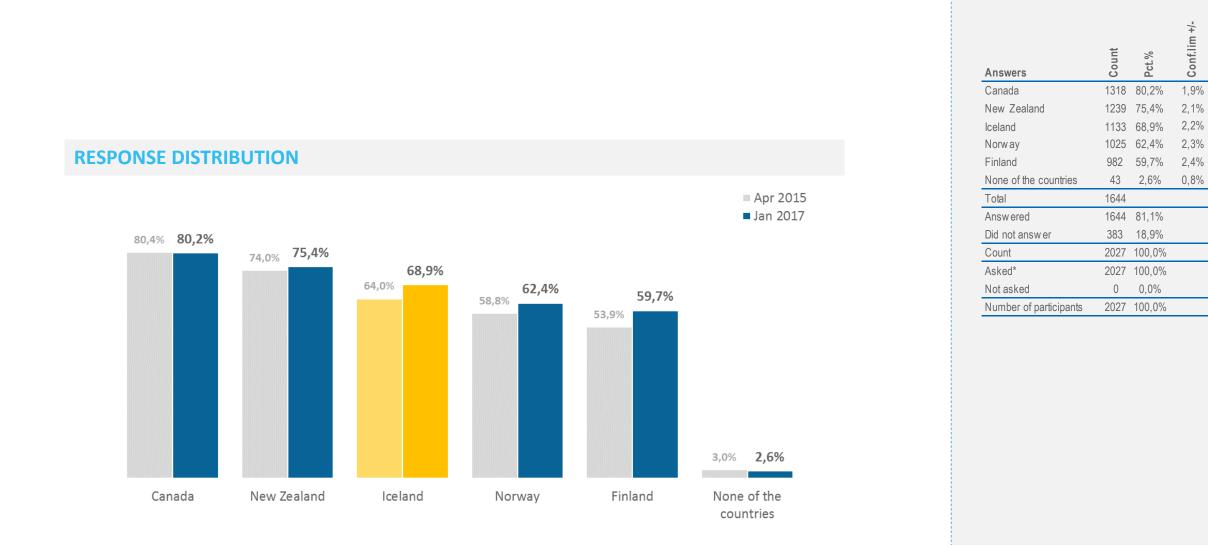
United Kingdom

		Iceland	New Zealand	Canada	Norway	Finland	None of the countries
All	1537	77%	70%	67%	66%	63%	4%
Gender							_
Male	750	76%	71%	72%	66%	64%	5%
Female	787	78%	69%	63%	66%	63%	3%
Age							_
18 - 29	250	74%	67%	62%	64%	61%	3%
30 - 59	805	77%	70%	69%	64%	63%	4%
60 +	482	78%	72%	68%	70%	66%	5%
Lifecycle							
Before family (young or with no kids)	395	78%	71%	72%	67%	67%	4%
Young family (kids 0-6 years)	163	71%	69%	60%	60%	52%	4%
Adult family (all kids 7 years+)	204	73%	67%	66%	58%	57%	2%
Post family (no kids at home)	363	81%	71%	66%	70%	67%	5%
Retired	391	78%	71%	68%	70%	65%	5%
Residence	105	70%	<b>CO</b> 1/	C69/	C 49/	5494	5%
Large city	405	73%	69%	66%	64%	61%	
Small city or medium sized town Rural area or village	693 425	80%	71% 72%	69%	67%	65%	4%
Education	425	78%	72%	67%	68%	63%	4%
Primary or secondary school	502	77%	66%	64%	62%	60%	5%
Primary of secondary school Post-secondary	302 397	77%	71%	66%	71%	67%	4%
University first degree (BA, B.Sc, B.Ed)	437	81%	74%	69%	69%	64%	3%
University higher degree (M.Sc, Ph.D)	457	72%	72%	74%	62%	65%	6%
Employment	101	7270	1270	7470	0270	03%	076
Working full-time	571	75%	71%	67%	63%	60%	5%
Working rul-time	182	77%	66%	64%	66%	63%	3%
Not working	363	78%	73%	69%	67%	67%	2%
Retired	391	78%	71%	68%	70%	65%	5%
Income	001	,0,0	7 1/0	00/0	1010	0070	570
Low	219	81%	71%	71%	67%	63%	4%
Low average	381	77%	68%	66%	68%	64%	5%
Average	556	73%	70%	66%	66%	64%	3%
High or high average	303	81%	75%	72%	68%	65%	4%
Travelled abroad last 2 years							-
Never	518	77%	69%	68%	66%	66%	5%
Once- Twice	458	76%	69%	64%	63%	60%	3%
Three times or more	559	78%	73%	69%	69%	64%	4%
Segment							-
The Sun Lovers	311	79%	72%	68%	69%	65%	4%
Active Traveller	239	88	<b>6</b> 81%	73%	78%	75%	1%
Adventure Traveller	345	88	<mark>%</mark> 74%	73%	73%	72%	2%
The Holidaymaker	257	72%	71%	67%	65%	60%	8%
The Mainstream Bargain Traveller	385	61%	59%	58%	51%	50%	6%





## [Q7\_4] I can enjoy extensive wilderness and stillness





## [Q7\_4] I can enjoy extensive wilderness and stillness

United Kingdom

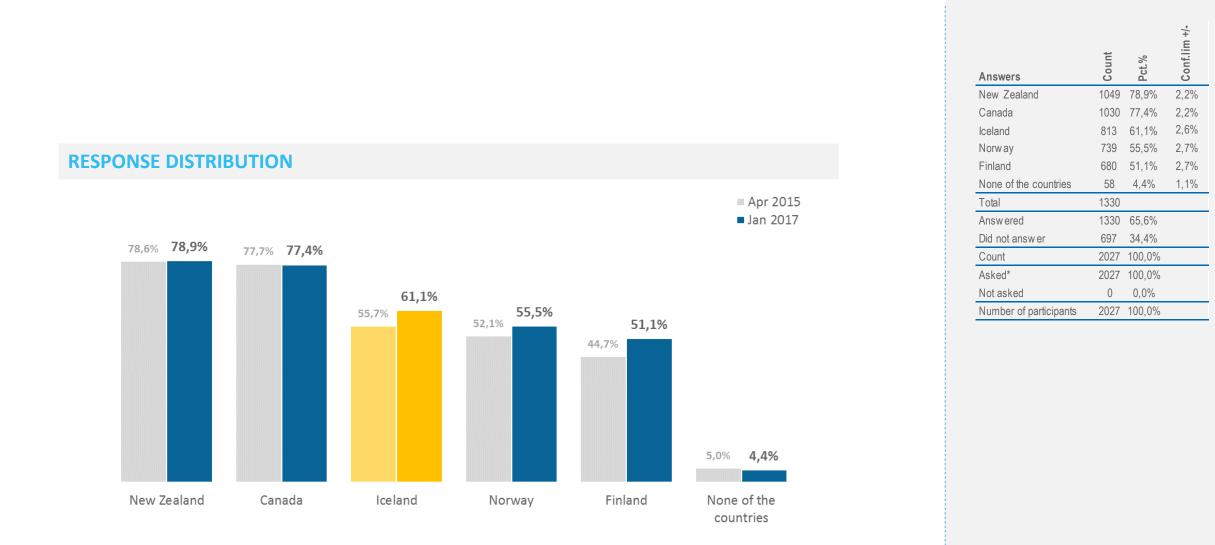
	LIUS	J JPLITJ					
		Canada	New Zealand	Iceland	Norway	Finland	None of the countries
All	1644	80%	75%	69%	62%	60%	3%
Gender							
Male Female	807	80%	76%	69%	64%	62%	3% 2%
Age	837	80%	74%	68%	61%	58%	270
18 - 29	265	77%	76%	71%	62%	64%	2%
30 - 59	871	78%	75%	67%	61%	57%	3%
60 +	508	869	75%	72%	65%	62%	2%
Lifecycle							
Before family (young or with no kids)	420	81%	79%	73%	67%	64%	2%
Young family (kids 0-6 years)	175	68%	75%	58%	52%	54%	3%
Adult family (all kids 7 years+)	217	72%	71%	59%	54%	52% 60%	4%
Post family (no kids at home) Retired	394 415	82%	76% 74%	72%	64%	62%	3%
Residence	415	001	70 7470	/ 270	05%	0270	Ζ 70
Large city	415	81%	77%	69%	63%	58%	2%
Small city or medium sized town	745	81%	76%	68%	60%	62%	2%
, Rural area or village	467	79%	72%	70%	66%	59%	3%
Education							
Primary or secondary school	537	73%	69%	65%	53%	51%	4%
Post-secondary	411	83%	75%	70%	67%	66%	1%
University first degree (BA, B.Sc, B.Ed)	478	85%			67%	64%	2%
University higher degree (M.Sc, Ph.D) Employment	173	84%	79%	70%	68%	63%	3%
Working full-time	604	79%	77%	66%	61%	58%	3%
Working part-time	201	69%	69%	66%	56%	56%	4%
Not working	389	81%	78%	72%	65%	62%	2%
Retired	415	889	<b>%</b> 74%	72%	65%	62%	2%
Income							-
Low	238	82%	79%	72%	65%	62%	3%
Low average	406	81%	76%	68%	61%	59%	3%
Average	583	74%	72%	66%	58%	56%	2%
High or high average	331	90	<b>%</b> 79%	75%	71%	67%	1%
Travelled abroad last 2 years Never	562	80%	74%	70%	65%	60%	4%
Once- Twice	490	75%	74%	64%	57%	56%	3%
Three times or more	590	85%		72%	65%	63%	1%
Segment							1
The Sun Lovers	314	83%	80%	67%	64%	60%	3%
Active Traveller	256	89		79%		68%	2%
Adventure Traveller	370	84%	78%	76%	70%	68%	2%
The Holidaymaker	295	83%	74%	74%	63%	61%	2%
The Mainstream Bargain Traveller	408	67%	68%	53%	48%	47%	4%

### **RESPONSE DISTRIBUTION | CROSS SPLITS**

\*Asked: All respondents



## [Q7\_5] I can choose from a variety of exciting activities







## [Q7\_5] I can choose from a variety of exciting activities

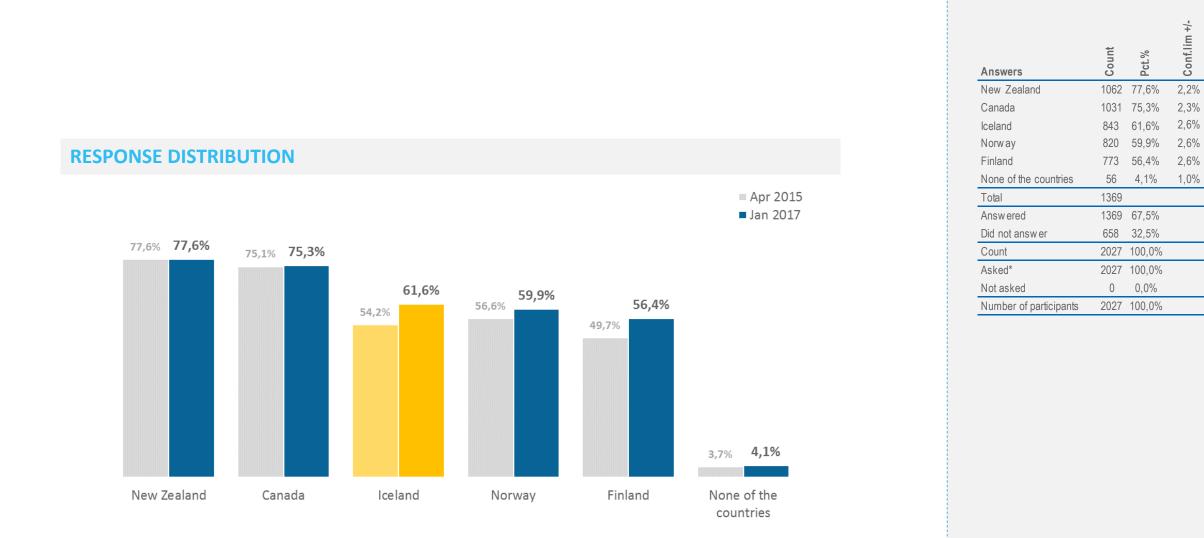
United Kingdom

ONSE DISTRIBUTION   C	LKUS	S SPLITS					
		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	1330	79%	77%	61%	56%	51%	4%
Gender							_
Male	657	79%	78%	60%	54%	52%	5%
Female	673	79%	76%	63%	57%	50%	4%
<b>Age</b> 18 - 29	231	76%	76%	60%	53%	52%	3%
30 - 59	720	80%	78%	64%	53%	52%	4%
60 +	378	79%	77%	57%	55%		6%
Lifecycle	0,0						
Before family (young or with no kids)	369	79%	81%	64%	59%	57%	3%
Young family (kids 0-6 years)	150	80%	66%	64%	50%	50%	2%
Adult family (all kids 7 years+)	174	75%	76%	55%	51%	46%	4%
Post family (no kids at home)	309	81%	80%	64%	57%	51%	5%
Retired	311	78%	77%	57%	54%	48%	7%
Residence	264	70%	700/	628/	550/	500/	4%
Large city Small city or medium sized town	364 603	78%	79% 78%	62% 61%	55%	53% 49%	4%
Rural area or village	349	78%	76%	62%	59%		5%
Education	545	70%	10%	0270	55%	5270	370
Primary or secondary school	427	76%	76%	59%	54%	49%	6%
Post-secondary	323	80%	80%	61%	57%	50%	4%
University first degree (BA, B.Sc, B.Ed)	407	81%	79%	66%	57%	52%	3%
University higher degree (M.Sc, Ph.D)	142	80%	75%	58%	57%	60%	4%
Employment							_
Working full-time	520	80%	79%	60%	54%		4%
Working part-time	152	70%	70%	65%	51%	43%	3%
Not working Retired	323 311	82%	80%	65% 57%	60% 54%	48%	2% 7%
Income	311	/ 870	/ / 70	57%	54%	4070	1 70
Low	185	83%	79%	64%	54%	50%	5%
Low average	309	79%	78%	63%	59%	57%	3%
Average	492	75%	76%	59%	51%	46%	5%
High or high average	282	84%	79%	63%	61%	54%	5%
Travelled abroad last 2 years							_
Never	424	80%	77%	65%	58%		6%
Once-Twice	400	75%	77%	56%	52%	47%	5%
Three times or more	506	81%	79%	63%	56%	52%	2%
Segment The Sun Lovers	246	81%	81%	58%	58%	49%	6%
Active Traveller	240	81%			66%	60%	1%
Adventure Traveller	307	84%			63%	61%	3%
The Holidaymaker	226	79%	77%	58%	55%		7%
The Mainstream Bargain Traveller	336	66%	66%	48%	40%		5%

### **RESPONSE DISTRIBUTION | CROSS SPLITS**

\*Asked: All respondents





\*Asked: All respondents



## [Q7\_6] I can expect the locals to be warm and welcoming

United Kingdom

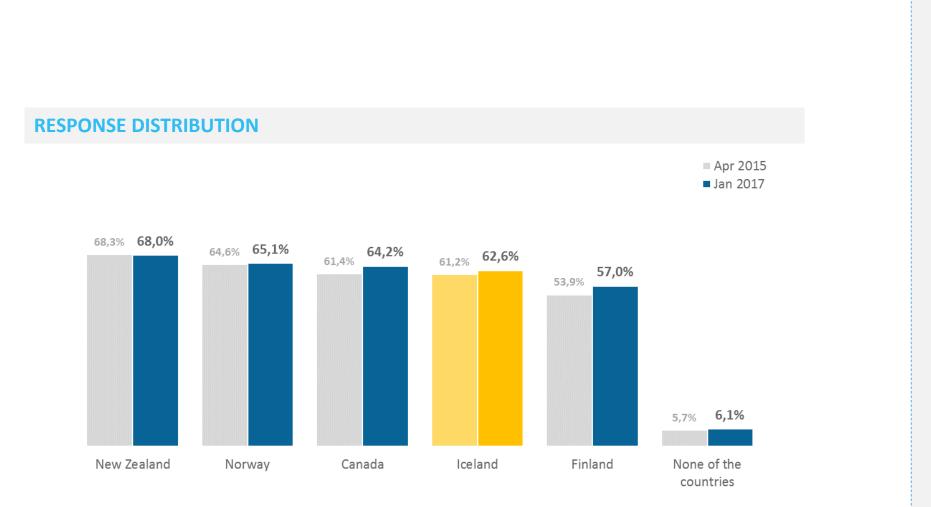
ONSE DISTRIBUTION   C	ROS	S SPLITS					
		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	1369	78%	75%	62%	60%	56%	4%
Gender							
Male	702	78%	76%	64%	62%	58%	4%
Female	667	77%	75%	60%	58%	55%	4%
<b>Age</b> 18 - 29	226	71%	74%	56%	57%	55%	5%
30 - 59	725	78%	75%	62%	60%	56%	4%
60 +	418	81%	76%	64%	61%	57%	3%
Lifecycle							-
Before family (young or with no kids)	362	75%	80%	60%	60%	57%	6%
Young family (kids 0-6 years)	148	66%	64%	57%	54%	50%	2%
Adult family (all kids 7 years+)	186	80%	66%	53%	49%	49%	6%
Post family (no kids at home)	307	81%	78%	66%	62%	58%	4%
Retired	348	81%	78%	67%	66%	60%	3%
Residence Large city	266	77%	74%	61%	61%	54%	4%
Small city or medium sized town	366 607	78%	77%	61%	60%	57%	4%
Rural area or village	383	78%	74%	63%	60%	58%	4%
Education	505	7070	7.170	0070	00,0	30/	170
Primary or secondary school	449	79%	72%	58%	59%	55%	6%
Post-secondary	332	77%	79%	62%	61%	58%	3%
University first degree (BA, B.Sc, B.Ed)	403	81%	77%	67%	63%	58%	2%
University higher degree (M.Sc, Ph.D)	149	68%	75%	59%	56%	54%	7%
Employment							-
Working full-time	521	77%	74%	62%	61%	57%	4%
Working part-time	155	74%	69%	56%	48%	47%	4%
Not working Retired	318 348	77% 81%	77%	58%	58%	56% 60%	5% 3%
Income	346	8170	78%	0770	00%	00%	370
Low	190	80%	78%	66%	61%	57%	4%
Low average	341	82%	75%	64%	62%	64%	4%
Average	509	75%	73%	57%	56%	51%	5%
High or high average	266	79%	80%	64%	63%	57%	3%
Travelled abroad last 2 years							_
Never	444	82%	77%	64%	63%	60%	5%
Once- Twice	409	73%	70%	57%	57%	53%	5%
Three times or more	515	77%	79%	63%	60%	57%	3%
Segment The Sun Lovers	273	81%	77%	61%	63%	59%	4%
Active Traveller	273	81%	869		71%	64%	1%
Adventure Traveller	301	79%	83%		65%	65%	4%
The Holidaymaker	232	79%	73%	61%	56%	52%	6%
The Mainstream Bargain Traveller	352	70%	63%	49%	50%	46%	5%

### **RESPONSE DISTRIBUTION | CROSS SPLITS**

\*Asked: All respondents



## [Q7\_7] It has an interesting history and culture



Answers	Count	Pct.%	Conf.lim +/-
New Zealand	1041	68,0%	2,3%
Norway	996	65,1%	2,4%
Canada	982	64,2%	2,4%
Iceland	958	62,6%	2,4%
Finland	872	57,0%	2,5%
None of the countries	93	6,1%	1,2%
Total	1530		
Answered	1530	75,5%	
Did not answ er	497	24,5%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



## [Q7\_7] It has an interesting history and culture

United Kingdom

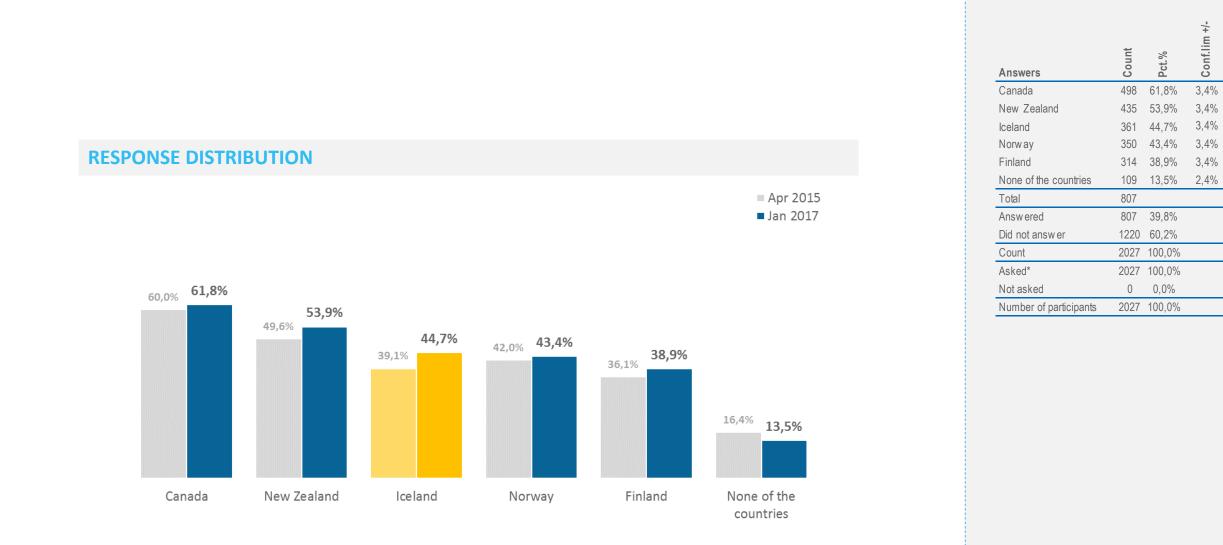
PONSE DISTRIBUTION   C	CROS	S SPLITS					
		New Zealand	Norway	Canada	Iceland	Finland	None of the countries
All	1530	68%	65%	64%	63%	57%	6%
Gender							
Male	768	68%	64%	63%	61%	56%	6%
Female	762	69%	66%	65%	64%	58%	6%
Age							
18 - 29	228	64%	68%	58%	65%	60%	4%
30 - 59	814	70%	63%	64%	62%	56%	6%
60 + Lifecycle	488	67%	68%	68%	62%	58%	7%
Before family (young or with no kids)	377	69%	68%	68%	64%	65%	4%
Young family (kids 0-6 years)	156	65%	57%	56%	59%	48%	5%
Adult family (all kids 7 years+)	197	68%	58%	55%	57%	47%	6%
Post family (no kids at home)	379	68%	66%	65%	66%	59%	8%
Retired	396	68%	69%	69%	64%	58%	6%
Residence							
Large city	410	70%	62%	64%	59%	57%	6%
Small city or medium sized town	671	66%	65%	64%	65%	56%	7%
Rural area or village	434	69%	69%	66%	64%	58%	5%
Education							=
Primary or secondary school	503	67%	62%	65%	59%	54%	7%
Post-secondary University first degree (BA, B.Sc, B.Ed)	373 450	72% 66%	68% 68%	66% 62%	67%	61% 59%	4%
University higher degree (BA, B.Sc, B.Ed) University higher degree (M.Sc, Ph.D)	450 161	67%	67%	64%	63%	57%	7%
Employment	101	0770	0770	0470	03%	5770	170
Working full-time	570	69%	62%	62%	61%	54%	7%
Working part-time	184	62%	58%	58%	59%	57%	8%
Not working	349	70%	69%	66%	67%	61%	4%
Retired	396	68%	69%	69%	64%	58%	6%
Income							
Low	214	68%	70%	67%	67%	61%	6%
Low average	382	74%	66%	68%	63%	58%	5%
Average	551	66%	61%	62%	61%	57%	6%
High or high average	312	65%	66%	61%	60%	53%	7%
Travelled abroad last 2 years Never	524	71%	68%	62%	65%	59%	7%
Once- Twice	457	66%	59%	66%	54%	49%	7%
Three times or more	547	67%	67%	65%	68%	61%	5%
Segment	517	0,70	0,770		00.0	01/0	0.0
The Sun Lovers	302	71%	63%	67%	59%	56%	6%
Active Traveller	248	70%	77%	71%	72%	65%	4%
Adventure Traveller	334	75%	73%	70%	73%	67%	4%
The Holidaymaker	274	65%	65%	57%	62%	52%	9%
The Mainstream Bargain Traveller	371	60%	52%	57%	50%	47%	8%



## [Q7\_8] It offers exciting restaurants

### United Kingdom

Conf.lim +/-



\*Asked: All respondents **N** 



		Canada	New Zealand	Iceland	Norway	Finland	None of the countries
All	807	62%	54%	45%	43%	39%	13%
Gender							
Male	443	61%	52%	42%	43%	37%	15%
Female	363	63%	56%	48%	44%	41%	11%
Age							
18 - 29	130	57%	51%	42%	41%	39%	9%
30 - 59	453	62%	55%	49%	46%	42%	13%
60 +	223	64%	53%	39%	39%	32%	17%
Lifecycle							_
Before family (young or with no kids)	225	61%	54%	51%	45%	41%	11%
Young family (kids 0-6 years)	93	60%	60%	52%	45%	48%	11%
Adult family (all kids 7 years+)	109	54%	55%	39%	40%	40%	14%
Post family (no kids at home)	182	63%	51%	44%	46%	37%	17%
Retired	184	67%	55%	38%	41%	33%	16%
Residence							-
Large city Small city or medium sized town	215	59%	51%	47%	45%	35%	14%
	368	65%	57%	45%	45%	43%	12%
Rural area or village Education	215	58%	51%	42%	41%	37%	15%
Primary or secondary school	251	64%	58%	42%	44%	38%	11%
Primary of secondary school Post-secondary	198	63%	58%	42%	44%	42%	13%
University first degree (BA, B.Sc, B.Ed)	240	65%	51%	48%	42%	42%	13%
University higher degree (M.Sc, Ph.D)	98	49%	42%	44%	35%	30%	23%
Employment	50	4558	1270	1170	33,6	3070	2070
	333	61%	55%	48%	44%	42%	12%
Working part-time	83	47%	44%	43%	41%	38%	19%
Not working	194	65%	56%	46%	46%	40%	11%
Retired	184	67%	55%	38%	41%	33%	16%
Income							
Low	114	61%	52%	44%	43%	34%	14%
Low average	163	63%	53%	46%	49%	45%	12%
Average	316	63%	57%	46%	43%	43%	12%
High or high average	172	60%	52%	44%	41%	32%	18%
Travelled abroad last 2 years							
Never	234	61%	57%	43%	48%	43%	16%
Once- Twice	251	64%	49%	41%	40%	35%	12%
Three times or more	322	60%	56%	48%	43%	40%	13%
Segment							
The Sun Lovers	147	65%	58%	43%	49%	42%	16%
Active Traveller	120	73%	51%	45%	41%	34%	11%
Adventure Traveller	178	73%	66%	56%	52%	51%	10%
The Holidaymaker	124 238	53%	49% 46%	42% 39%	39% 37%	31%	20%
The Mainstream Bargain Traveller	238	50%	46%	39%	3/%	34%	13%



Conf.lim +/-

2,7%

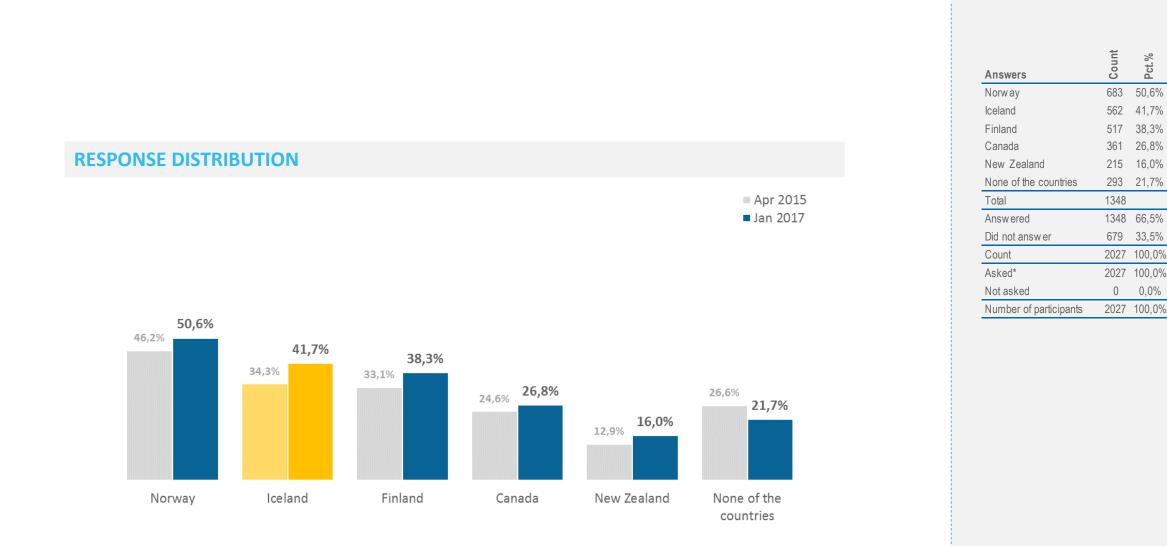
2,6%

2,6%

2,4%

2,0%

2,2%



\*Asked: All respondents



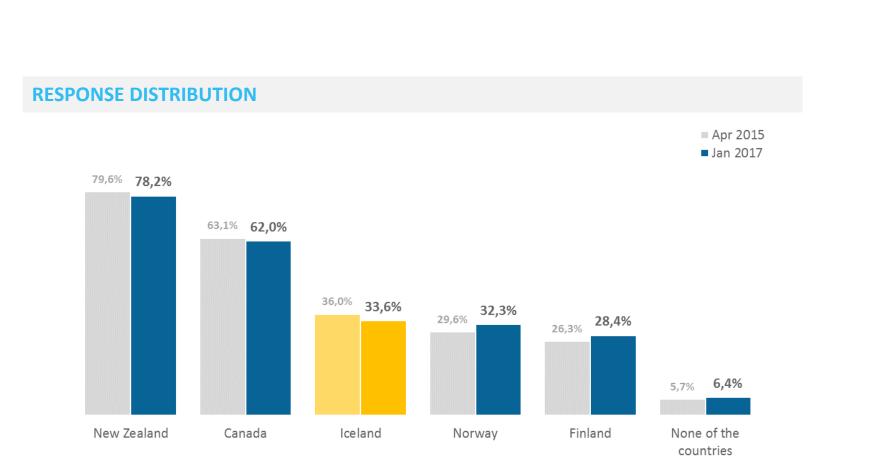
## [Q7\_9] It is a good destination for a city break experience

United Kingdom

### **RESPONSE DISTRIBUTION | CROSS SPLITS** None of the countries Norway Iceland Finland Canada New Zealand All 1348 51% 42% 38% 27% 16% 22% Gender Male 660 38% 26% 14% 21% 50% 41% Female 688 51% 42% 39% 27% 18% 22% Age 18 - 29 231 39% 16% 48% 32% 38% 20% 30 - 59 721 40% 16% 54% 47% 25% 20% 60+ 396 46% 38% 36% 23% 14% 29% Lifecycle Before family (young or with no kids) 361 41% 43% 35% 23% 16% 54% Young family (kids 0-6 years) 12% 16% 152 45% 49% 34% 21% Adult family (all kids 7 years+) 15% 27% 20% 184 54% 41% 36% Post family (no kids at home) 24% 14% 25% 304 51% 45% 40% 22% 13% 29% Retired 330 48% 38% 36% Residence Large city 367 54% 46% 40% 29% 17% 20% Small city or medium sized town 16% 601 49% 41% 40% 27% 21% Rural area or village 365 51% 40% 36% 24% 15% 25% Education 15% Primary or secondary school 422 48% 37% 37% 24% 22% Post-secondary 325 52% 39% 40% 33% 21% 19% University first degree (BA, B.Sc, B.Ed) 409 51% 47% 40% 27% 13% 22% 14% University higher degree (M.Sc, Ph.D) 156 54% 46% 37% 22% 25% Employment 14% Working full-time 50% 42% 26% 18% 511 53% Working part-time 14% 26% 161 46% 43% 31% 19% Not working 16% 316 52% 33% 38% 38% 23% Retired 330 48% 38% 36% 22% 13% 29% Income Low 180 55% 36% 36% 30% 23% 24% Low average 310 50% 38% 40% 26% 16% 23% Average 504 50% 45% 41% 26% 17% 20% High or high average 285 52% 44% 36% 26% 11% 21% Travelled abroad last 2 years Never 409 51% 37% 36% 28% 22% 25% Once- Twice 45% 38% 36% 28% 14% 22% 410 13% Three times or more 526 55% 41% 25% 49% 18% Segment The Sun Lovers 251 40% 35% 24% 13% 21% 53% Active Traveller 53% 45% 41% 30% 13% 21% 216 Adventure Traveller 313 31% 22% 63% 53% 50% 14% 13% 31% The Holidaymaker 220 46% 39% 36% 21% The Mainstream Bargain Traveller 39% 32% 30% 27% 16% 23% 349







Answers	Count	Pct.%	Conf.lim +/-
New Zealand	1199	78,2%	2,1%
Canada	951	62,0%	2,4%
Iceland	516	33,6%	2,4%
Norway	496	32,3%	2,3%
Finland	436	28,4%	2,3%
None of the countries	98	6,4%	1,2%
Total	1534		
Answered	1534	75,7%	
Did not answ er	493	24,3%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

### 408



## [Q7\_10] It is expensive to travel to

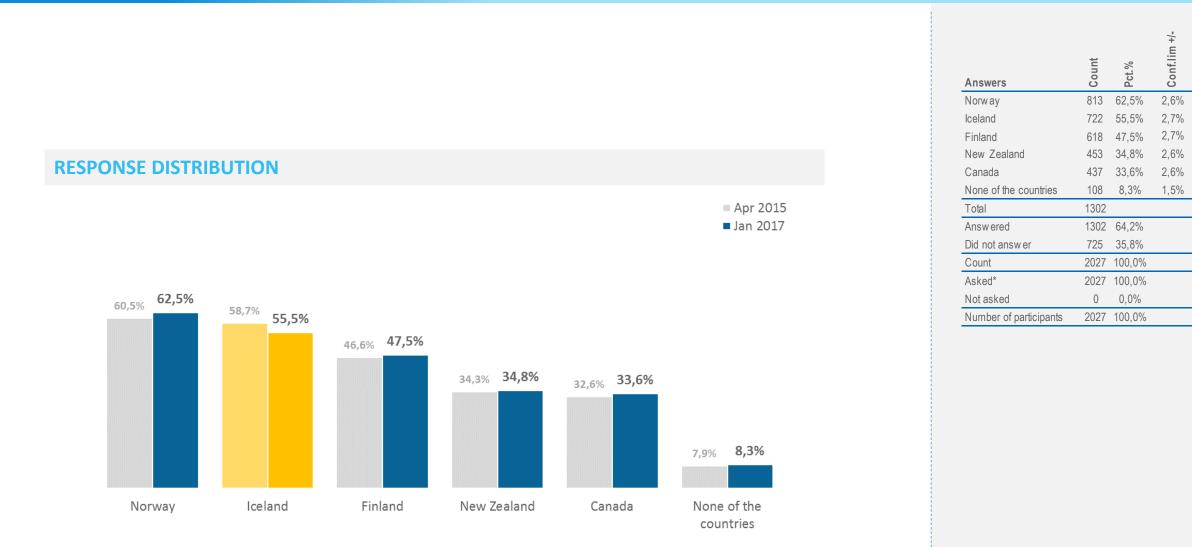
United Kingdom

		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	1534	78%	62%	34%	32%	28%	6%
Gender							_
Male Female	755	76%	61%	29%	29%	24%	7% 5%
	778	80%	63%	38%	35%	33%	5%
<b>Age</b> 18 - 29	253	75%	64%	29%	28%	21%	4%
30 - 59	816	79%	64%	36%	34%	31%	6%
60 +	465	78%	58%	31%	32%	29%	9%
Lifecycle							—
Before family (young or with no kids)	400	82%	69%	29%	29%	27%	5%
Young family (kids 0-6 years)	167	77%	62%	30%	28%	19%	5%
Adult family (all kids 7 years+)	208	73%	65%	43%	34%	31%	4%
Post family (no kids at home)	350	79%	59%	36%	37%	32%	7%
Retired	383	78%	57%	32%	32%	29%	9%
Residence Large city	406	910/	63%	30%	28%	25%	6%
Small city or medium sized town	406 691	81%	62%	30%	32%	30%	7%
Rural area or village	423	77%	62%	34%	36%	29%	6%
Education	120	1110	0270	3170	30,0	2370	0.0
Primary or secondary school	503	78%	62%	30%	29%	26%	7%
Post-secondary	379	76%	63%	35%	36%	29%	6%
University first degree (BA, B.Sc, B.Ed)	447	78%	62%	33%	32%	28%	6%
University higher degree (M.Sc, Ph.D)	164	82%	61%	43%	38%	36%	5%
Employment							-
Working full-time	576	79%	61%	29%	28%	24%	6%
Working part-time Not working	179 362	79%	67% 66%	41%	33%	37%	6% 4%
Retired	362	71%	57%	32%	32%	29%	9%
Income	565	78%	37%	5270	3270	2370	370
Low	222	82%	73%	33%	38%	33%	2%
Low average	365	82%	66%	40%	34%	33%	7%
Average	548	74%	57%	30%	29%	24%	8%
High or high average	320	78%	60%	34%	32%	27%	6%
Travelled abroad last 2 years							_
Never	502	79%	65%	37%	33%	31%	6%
Once- Twice	459	78%	57%	31%	31%	27%	6%
Three times or more	572	77%	63%	33%	33%	27%	7%
Segment The Sun Lovers	297	84%	65%	33%	34%	28%	4%
Active Traveller	236	84%		36%	33%	30%	6%
Adventure Traveller	339	81%	64%	36%	36%	31%	6%
The Holidaymaker	256	77%	63%	29%	30%	31%	10%
The Mainstream Bargain Traveller	406	69%	55%	34%	29%	24%	6%





## [Q7\_11] It is expensive to stay as a tourist at this destination







### [Q7\_11] It is expensive to stay as a tourist at this destination

United Kingdom

### None of the countries Norway Iceland Finland New Zealand Canada 8% All 1302 62% 55% 47% 35% 34% Gender 9% 7% Male 645 65% 49% 31% 56% 34% Female 657 60% 55% 46% 36% 36% Age 18 - 29 207 38% 39% 9% 57% 50% 41% 30 - 59 687 58% 55% 47% 36% 33% 10% 60+ 408 72% 60% 52% 32% 31% 6% Lifecycle Before family (young or with no kids) 36% 13% 46% 38% 335 59% 51% Young family (kids 0-6 years) 48% 10% 134 47% 34% 32% 28% Adult family (all kids 7 years+) 50% 6% 51% 45% 47% 43% 177 7% Post family (no kids at home) 52% 301 70% 62% 31% 30% 6% Retired 72% 30% 30% 336 59% 51% Residence 8% Large city 347 65% 57% 51% 34% 30% 8% 37% 37% Small city or medium sized town 584 62% 56% 46% Rural area or village 9% 359 61% 53% 46% 32% 33% Education 11% Primary or secondary school 417 53% 49% 42% 40% 39% 9% Post-secondary 61% 55% 44% 32% 34% 314 7% University first degree (BA, B.Sc, B.Ed) 383 68% 59% 50% 31% 27% University higher degree (M.Sc, Ph.D) 154 80% 66% 64% 33% 37% 2% Employment 8% Working full-time 496 30% 63% 57% 51% 35% Working part-time 57% 46% 39% 35% 6% 156 60% 13% Not working 37% 42% 294 52% 48% 37% Retired 336 72% 59% 51% 30% 30% 6% Income 8% Low 177 63% 50% 44% 42% 45% 9% Low average 309 62% 54% 37% 34% 60% 9% Average 473 57% 51% 41% 36% 32% High or high average 283 72% 52% 29% 5% 63% 27% Travelled abroad last 2 years 11% Never 398 56% 53% 43% 37% 37% 7% Once- Twice 402 64% 55% 47% 35% 34% 7% Three times or more 502 67% 57% 51% 33% 31% Segment 7% The Sun Lovers 242 61% 52% 47% 34% 39% Active Traveller 202 80% 67% 54% 32% 4% 31% 12% 283 Adventure Traveller 32% 31% 64% 61% 48% 11% The Holidaymaker 226 68% 56% 51% 35% 33% The Mainstream Bargain Traveller 37% 37% 7% 47% 42% 350 48%

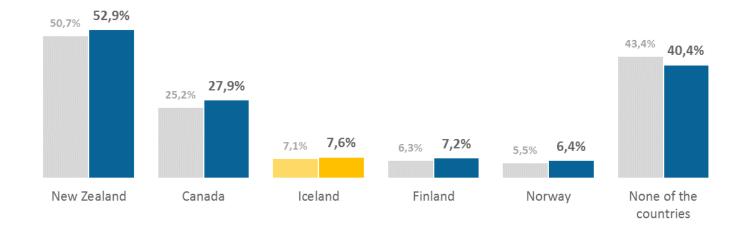
### **RESPONSE DISTRIBUTION | CROSS SPLITS**

\*Asked: All respondents





Answers	Count	Pct.%	Conf.lim +/-
New Zealand	894	52,9%	2,4%
Canada	472	27,9%	2,1%
Iceland	128	7,6%	1,3%
Finland	121	7,2%	1,2%
Norway	108	6,4%	1,2%
None of the countries	683	40,4%	2,3%
Total	1689		
Answered	1689	83,3%	
Did not answ er	338	16,7%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	





## [Q7\_12] It is too far away for me to travel to

United Kingdom

All       Bot       B			New Zealand	Canada	Iceland	Finland	Norway	None of the countries
Male       8.8       5.5%       2.5%       7%		1689	53%	28%	8%	7%	6%	40%
Final       21       55%       9%					_	_	_	
Age       Job 20						7%	5%	
18.5.20       28.1       28.6       24.6       69.       76.       46.       46.       49.9         0.6)       25.       55.8       35.9       <		871	55%	30%	8%	7%	7%	39%
$ \begin{array}{cccccccccccccccccccccccccccccccccccc$		201	280/	2.40/	60/	70/	40/	40%
00 + 52       999       116       106       106       961       961       961         Before family (young or with no kits)       433       466       268       458       56       66       458         Before family (young or with no kits)       433       466       268       76       58       96       66       458         Adult family (alk ids' years)       226       498       258       76       58       38       456       456         Post family (nok kits)       38       258       318       108       96       66       97       66       458       458         Retire d       22       528       318       108       96       66       76       76       66       976       378         Barged tow       42       528       286       66       86       86       66       66       48       496								
Lifegote       University       Interface								
Before family (young arwith no kids)       433       46%       26%       4%       5%       6%       45%         Addulf family (fold kids 7 years +       2.6       49%       2.2%       7%       5%       3%       40%         Post family (fold kids 7 years +       2.6       49%       2.2%       7%       7%       6%       6%       45%         Post family (fold kids 7 years +       2.6       49%       2.2%       7%       7%       6%       6%       45%       45%         Post family (fold kids 7 years +       2.6       49%       2.5%       7%       7%       6%       6%       6%       6%       6%       6%       6%       45%       45%       6%       4%       2%       6%       6%       6%       6%       4%		525	5570	5170	10/0	10/0	576	3378
Young family (lok b G-years)       18.1       9.54%       9.33%       7.2%       9.5%       9.5%       2.8%       9.5%       7.8%       9.5%       7.8%       9.5%       7.8%       9.5%       7.8%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%       7.5%       9.5%		433	46%	26%	4%	5%	6%	45%
Adult family (alk lids 7 years)       226       49%       22%       7%       5%       9%       3%       41%         Post family (nok lids 7 years)       226       32%       33%       10%       10%       9%       37%         Retired       427       52%       33%       0       10%       9%       9%       37%         Retired       427       52%       28%       6%       7%       6%       7%       9%       9%       9%       37%         Small city or medium side town       702       55%       28%       6%       7%       6% <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>								
Post family (no kids at home)       398       2.29       2.29       7%       7%       7%       6%       6%       6%         Residence								41%
Retired       4.27       6.2%       31%       10%       10%       9%       37%         Residence       Large ct/       4.22       55%       2.2%       6%       7%       6%       7%         Small city or medium size tow       7%       20       55%       2.2%       6%       7%       6%       7%       6%			52%	27%	7%	7%	6%	46%
Residency         Number of the start	Retired	427	62%	31%	10%			37%
Small chy or medium sized town       722       52%       29%       9%       8%       6%       40%         Bural are or village       63       52%       26%       9%       6%       40%         Pimary or secondary       424       51%       33%       9%       8%       8%       41%         University first degree (BA, BSc, BLE)       438       35%       23%       6%       6%       4%       41%         University first degree (BA, BSc, BLE)       438       35%       23%       6%       6%       6%       4%       41%         University first degree (BA, BSc, BLE)       438       35%       6%       6%       6%       4%       41%         University higher degree (MSc, Ph. D)       175       45%       25%       9%       6%       6%       4%       41%         Working full-time       25       55%       25%       9%       7%       7%       6%       37%       40%         Not working 188       47%       25%       9%       8%       8%       6%       43%       40%         Low average       411       62%       31%       10%       9%       8%       6%       6%       33%       40%     <	Residence				_	—		
Bural are ar village       43       22%       9%       6%       6%       43%         Education       50%       33%       9%       8%       8%       8%       37%         Primary or secondary school       50       56%       33%       9%       8%       8%       8%       37%         University first degree (BA, B.Sc, B.Ed)       43       05%       6%       6%       6%       4%       41%         University first degree (BA, B.Sc, B.Ed)       43%       25%       5%       6%       6%       6%       4%       41%         University first degree (BA, B.Sc, B.Ed)       43%       25%       5%       6%       6%       6%       4%       41%         University first degree (M.Sc, p.h.D)       17       43%       25%       5%       6%       6%       4%       41%         Working art-time       20       5%       9%       5%       5%       6%       4%       40%         Not working at 2%       6%       32%       9%       10%       6%       6%       4%       4%         Low average       610       53%       20%       7%       6%       6%       3%       4%       4%       4% <t< td=""><td>Large city</td><td>422</td><td>55%</td><td>28%</td><td>6%</td><td></td><td>7%</td><td>39%</td></t<>	Large city	422	55%	28%	6%		7%	39%
Licuritor       Image of source of any show of any						8%	6%	40%
Primary or secondary school       560       56%       33%       9%       8%       8%       8%       8%       4%       4%         Divises condary       424       51%       30%       9%       8%       8%       8%       8%       4%       41%         University first degree (BA, B.S., B.C.H)       175       43%       25%       6%       6%       6%       6%       6%       4%       41%         University first degree (M.S., Ph.D)       175       43%       25%       5%       6%       6%       6%       6%       6%       4%       41%         Working full-time       64       51%       23%       5%       5%       5%       42%         Working part-time       205       50%       32%       9%       8%       6%       6%       42%         Not working 1889       47%       32%       9%       8%       6%       6%       4%       42%         Low variage       411       5%       31%       10%       9%       8%       6%       6%       33%       40%         Low variage       412       53%       25%       12%       10%       5%       5%       33%       30%       <		463	52%	26%	9%	6%	6%	43%
Post-secondary       424       515%       30%       9%       8%       8%       43%       41%         University first degree (BA, BCS, DE, D)       175       43%       25%       6%       6%       4%       41%         University first degree (BA, BCS, DE, D)       175       43%       25%       5%       6%       6%       4%       43%         Big       00%       5%       5%       5%       6%       4%       43%         Working full-lime       63       51%       25%       5%       5%       5%       6%       43%         Working full-lime       63       5%       5%       5%       5%       5%       42%         Working full-lime       63       0.5%       2.5%       9%       7%       6%       42%         Working full-lime       64       32%       32%       9%       10%       10%       9%       37%         Income       10me       10me       10%       10%       9%       8%       40%       37%         Low average       616       6.5%       31%       10%       10%       9%       8%       40%       40%         Low average       616       5.5%<						_	_	
University first degree (BA, B.S., B.E.d)       438       54%       23%       6%       6%       4%       41%         University first degree (M.S., Ph.D)       175       43%       25%       5%       6%       6%       6%       6%       6%       4%       44%         University first degree (M.S., Ph.D)       175       43%       25%       5%       6%       6%       6%       4%       44%         Working part-time       505       50%       25%       5%       5%       5%       5%       4%       42%         Working part-time       505       50%       25%       9%       5%       5%       6%       44%         Not working       389       47%       32%       8%       8%       6%       6%       44%         Low       234       62%       39%       10%       10%       9%       33%       33%       30%       30%       40%       31%       33%       33%       33%       33%       33%       40%       33%       33%       33%       33%       33%       33%       33%       30%       40%       33%       33%       33%       33%       33%       35%       35%       35%       35%<							8%	
University higher degree (M. S.c, Pt. D.)       175       43%       25%       5%       6%       6%       48%         Bindborner        51%       24%       5%       5%       5%       5%       42%         Working full       638       50%       25%       9%       7%       7%       42%         Working full       638       47%       32%       9%       7%       7%       40%         Not working       88       47%       32%       9%       8%       8%       8%       6%       47%       40%         Not working       487       62%       33%       10%       10%       9%       33%       33%         Low average       411       62%       33%       20%       7%       6%       6%       33%         Low average       616       63%       20%       7%       6%       6%       39%       33%         High or high average       616       53%       20%       7%       6%       6%       5%       39%       33%         Concer Twice       570       58%       27%       6%       6%       5%       35%       4%       49%       49%       49%								
Employment       34       51%       5%       5%       5%       5%       42%         Working full-time       63       50%       25%       9%       7%       7%       40%         Working ass       47%       32%       8%       8%       6%       44%         Retired       42%       6%       31%       10%       9%       9%       3%         Low average       411       54%       31%       10%       9%       8%       8%       6%       44%         Low average       411       54%       31%       10%       9%       8%       8%       6%       40%         More average       411       54%       31%       10%       9%       8%       8%       40%         Low average       411       54%       31%       10%       9%       8%       6%       40%         High or high average       337       25%       25%       3%       5%       2%       3%       35%         Travelled abroad last 2 year       32       25%       36%       12%       11%       11%       35%       36%         Cher ber ber ber ber ber ber ber ber ber b						6%		
Working full-time       634       51%       24%       5%       5%       5%       5%       42%         Working part-time       205       50%       25%       9%       7%       7%       7%       42%         Not working       38       6%       32%       8%       8%       6%       44%         Retired       427       62%       31%       10%       10%       9%       37%         Income		1/5	43%	25%	5%	6%	6%	48%
Working part-time       205       50%       25%       9%       7%       7%       7%       40%         Not working       389       47%       32%       8%       8%       6%       6%       44%         Not working       389       47%       32%       10%       0%       6%       44%         Income       -       -       62%       31%       10%       10%       11%       33%         Low average       411       54%       31%       10%       9%       6%       40%         Average       616       53%       20%       7%       6%       6%       33%         High or high average       317       2%       3%       5%       2%       3%       48%         Were       570       58%       36%       2%       5%       2%       3%       48%         Once-Twice       505       56%       27%       6%       6%       5%       36%       36%         Once-Twice       505       56%       27%       6%       6%       5%       36%       36%       49%         High or high average       350       63%       30%       6%       6%		60.4	5400	2.497	50/	<b>•</b> 500	504	100/
Not working       389       47%       32%       8%       8%       6%       44%         Retired       427       62%       31%       10%       9%       37%         Income       1000       234       62%       39%       12%       10%       9%       33%         Low       234       62%       39%       12%       10%       9%       8%       40%         Average       411       54%       31%       10%       9%       8%       40%         Average       616       53%       20%       7%       6%       6%       39%         High or high average       37       22%       3%       5%       6%       6%       39%         Travelled abroad last 2 years       22%       3%       5%       5%       35%       35%         Conce- Twice       505       58%       36%       12%       11%       11%       35%         Conce- Twice       505       55%       27%       6%       6%       5%       35%         Conce- Twice       505       55%       21%       6%       5%       5%       35%         There times or more       61%       5%							070	
Retired       427       62%       31%       10%       10%       9%       37%         Income       10w       10w       10%       10%       11%       33%         Low       24       62%       39%       12%       10%       9%       33%         Low average       411       54%       31%       10%       9%       8%       40%         Average       616       53%       26%       7%       6%       6%       6%       39%         High or high average       616       53%       26%       7%       6%       6%       6%       39%       39%         Travelled abroad sty eas       2       22%       36%       11%       11%       11%       35%         Once-Twice       50       58%       27%       6%       6%       5%       36%       36%         Once-Twice       50       55%       27%       6%       6%       5%       36%       36%         Segment       2       21%       30%       6%       6%       5%       35%         The Sun Lover       350       63%       30%       6%       7%       6%       36%       35%							7%	
Income       1 <td>Retired</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>0%</td> <td></td>	Retired						0%	
Low       234       62%       39%       12%       10%       11%       33%         Low average       411       54%       31%       10%       9%       8%       40%         Average       616       53%       26%       7%       6%       6%       39%         High or high average       616       53%       20%       7%       6%       6%       39%         Travelled abroad last 2 years       22%       36%       10%       9%       6%       6%       39%         Migh or high average       50       58%       20%       7%       6%       6%       6%       39%         Travelled abroad last 2 years       22%       36%       12%       11%       11%       11%       35%         Once- Twice       505       58%       36%       12%       6%       6%       5%       36%         Segment       -       -       21%       5%       6%       6%       5%       35%       35%         Might or houser       50       63%       30%       6%       6%       6%       6%       35%         Might or houser       50       63%       30%       6%       5%       <		427	0270	31/0	10%	10%	370	3170
Low average       411       54%       31%       10%       9%       8%       40%         Average       616       53%       26%       7%       6%       6%       39%         High or high average       337       48%       22%       3%       5%       2%       48%         Travelled abroad last 2 years       7%       5%       2%       5%       2%       48%         Never       570       58%       36%       12%       11%       11%       35%         Once-Twice       505       56%       27%       6%       6%       5%       36%       36%         Three times or more       612       45%       21%       5%       6%       5%       36%       36%       4%       49%         Segment       T       The Sun Lovers       350       6%       5%       35%       35%       35%       35%       35%       35%       35%       35%       36%       4%       49%       49%       49%       49%       49%       49%       49%       49%       49%       49%       49%       49%       49%       49%       48%       48%       48%       48%       48%       49%       48% <td></td> <td>234</td> <td>62%</td> <td>39%</td> <td>12%</td> <td>10%</td> <td>11%</td> <td>33%</td>		234	62%	39%	12%	10%	11%	33%
Average61653%26%7%6%6%39%High or high average3748%22%3%5%2%4%Travelled abroad last 2 years5%2%48%Neve57058%36%12%11%11%35%Once-Twice50556%27%6%6%5%36%36%Once-Twice61245%27%6%6%5%36%36%Once-Twice5056%27%6%6%5%36%36%Once-Twice5063%30%6%7%6%35%36%Once-Twice5063%30%6%7%6%5%35%Once-Twice5063%30%6%7%6%6%35%Active Traveller2549%23%6%5%4%4%48%Adventure Traveller35647%25%5%5%4%4%48%Adventure Traveller35647%25%5%5%6%6%6%4%The Holidaymake29147%27%7%6%6%6%6%4%							8%	
High or high average33748%22%3%5%2%4%Travelled abroad last 2 years48%Never57058%36%12%11%11%35%Once-Twice50555%27%6%6%5%5%36%36%Once-Twice50556%21%6%6%5%36%36%36%Three times or motion61264%30%6%6%5%36%35%Begment5%6%5%6%5%6%35%Active Traveller25349%23%6%5%4%4%48%Adventure Traveller35647%23%6%5%6%6%6%6%6%4%Holidaymaker29147%25%5%5%5%6%6%6%6%6%6%4%Holidaymaker29147%27%5%5%6% <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>6%</td> <td></td>							6%	
Travelled abroad last 2 yearsNever57058%36%12%11%35%Once-Twice50556%27%6%5%5%36%Once-Twice6126%6%6%3%36%Three times or more6126%6%3%36%Begment77%6%6%6%3%The Sun Lover5363%30%6%7%6%5%Active Traveller2549%23%6%5%4%4%Adventure Traveller35647%25%5%5%4%4%4%The Holidaymaker29147%27%7%6%6%6%4%4%								48%
Once-Twice50556%27%6%6%5%36%36%Three times or more61245%21%5%4%3%4%SegmentThe Sun Lovers35063%30%6%7%6%35%Active Traveller25349%23%6%5%4%4%Adventure Traveller35647%25%5%5%4%4%The Holidaymaker29147%27%7%6%6%6%4%					-	-		
Once-Twice50556%27%6%6%5%36%36%Three times or more61245%21%5%4%3%4%SegmentThe Sun Lovers35063%30%6%7%6%35%Active Traveller25349%23%6%5%4%4%Adventure Traveller35647%25%5%5%4%4%The Holidaymaker29147%27%7%6%6%6%4%	Never	570	58%	36%	12%		11%	35%
Segment       Segment       Segment         The Sun Lovers       350       63%       30%       6%       7%       6%       35%         Active Traveller       253       49%       23%       6%       5%       4%       48%         Adventure Traveller       356       47%       25%       5%       5%       4%       49%         The Holidaymaker       291       47%       27%       7%       6%       6%       6%       4%	Once- Twice	505	56%	27%	6%	6%		36%
The Sun Lovers       350       63%       30%       6%       7%       6%       35%         Active Traveller       253       49%       23%       6%       5%       4%       48%         Adventure Traveller       356       47%       25%       5%       5%       4%       49%         The Holidaymaker       291       47%       27%       7%       6%       6%       6%       4%	Three times or more	612	45%	21%	5%	4%	3%	49%
Active Traveller25349%23%6%5%4%48%Adventure Traveller35647%25%5%5%4%4%The Holidaymaker29147%27%7%6%6%6%4%					_	_	_	
Adventure Traveller       356       47%       25%       5%       5%       4%       49%         The Holidaymaker       291       47%       27%       7%       6%       6%       48%						_	070	
The Holidaymaker         291         47%         27%         7%         6%         48%								
The Mainstream Bargain Traveller         439         56%         33%         12%         11%         11%         28%								
	The Mainstream Bargain Traveller	439	56%	33%	12%	11%	11%	28%



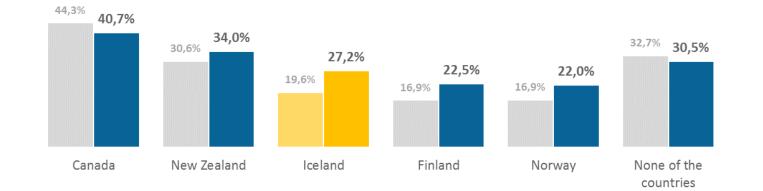


## [Q7\_13] It offers good value for money

### United Kingdom



Answers	Count	Pct.%	Conf.lim +/-
Canada	356	40,7%	3,3%
New Zealand	298	34,0%	3,1%
Iceland	238	27,2%	2,9%
Finland	197	22,5%	2,8%
Norway	193	22,0%	2,7%
None of the countries	267	30,5%	3,1%
Total	875		
Answered	875	43,2%	
Did not answ er	1152	56,8%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



### 414



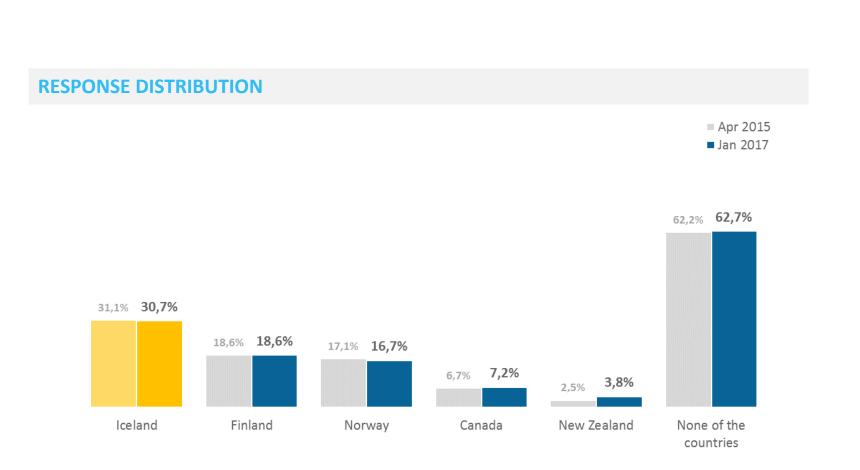
## [Q7\_13] It offers good value for money

United Kingdom









Answers	Count	Pct.%	Conf.lim +/-
Iceland	498	30,7%	2,2%
Finland	302	18,6%	1,9%
Norway	270	16,7%	1,8%
Canada	116	7,2%	1,3%
New Zealand	61	3,8%	0,9%
None of the countries	1017	62,7%	2,4%
Total	1622		
Answered	1622	80,0%	
Did not answ er	405	20,0%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



### [Q7\_14] The climate is too cold for me to visit

United Kingdom







RESPON	SE DISTRIB	UTION				
		<b>60</b> 0%				■ Apr 2015 ■ Jan 2017
82,	<sup>,1%</sup> 80,1%	<sup>82,0%</sup> 78,9%	<b>77,7%</b>	75,7% <b>76,0%</b>	72,7% <b>73,8%</b>	
						3.7% <b>4,5%</b>
						3,7% <b>4,5%</b>
	Canada	New Zealand	Iceland	Norway	Finland	None of the countries

Answers	Count	Pct.%	Conf.lim +/-
Canada	1247	80,1%	2,0%
New Zealand	1227	78,9%	2,0%
Iceland	1209	77,7%	2,1%
Norway	1183	76,0%	2,1%
Finland	1148	73,8%	2,2%
None of the countries	70	4,5%	1,0%
Total	1556		
Answered	1556	76,7%	
Did not answ er	471	23,3%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



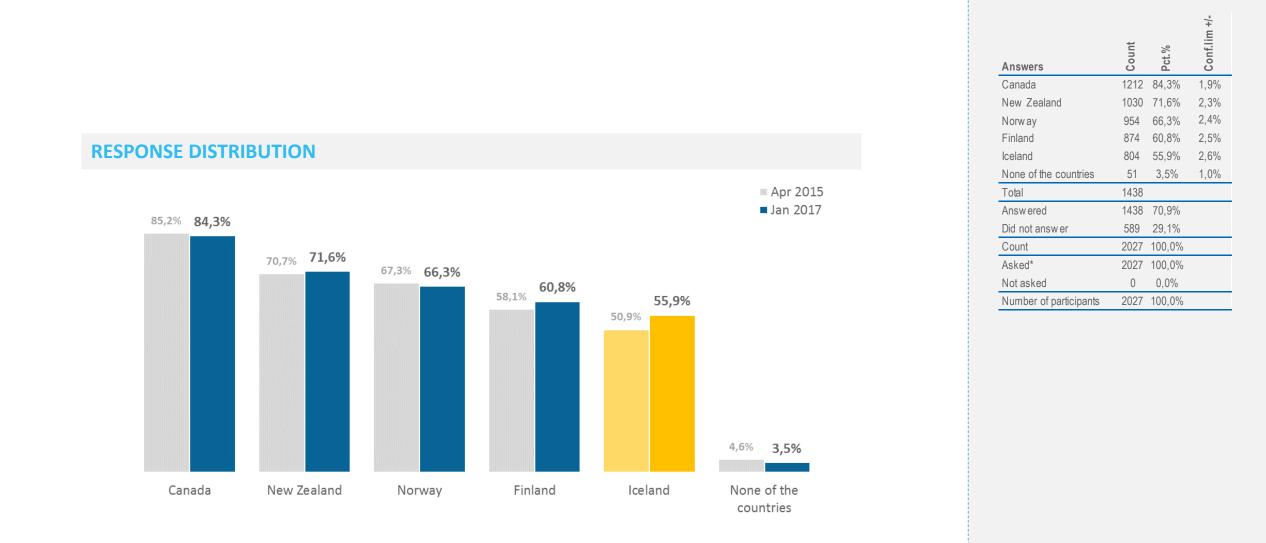


	Canada	New Zealand	Iceland	Norway	Finland	None of the countries
All 155	56	80% 79%	78%	76%	74%	4%
Gender						_
Male 791	1	81% 79%	77%	77%	74%	5%
Female 765	5	30% 78%	78%	75%	73%	4%
Age						1
18 - 29 265		83% 74%	78%	78%	75%	2%
30 - 59 805 60 + 486		8% 77% 82% 84	78% 77%	75%		5%
Lifecycle	2	82% 84	70 77 %	11%	/ 3%	6%
Before family (young or with no kids) 413	3	82% 77%	82%	79%	77%	3%
Young family (kids 0-6 years) 167			66%	66%	67%	4%
Adult family (all kids 7 years+) 201			72%	71%		5%
Post family (no kids at home) 348		82% 83'		77%	74%	4%
Retired 399		83% 839		78%	75%	6%
Residence						—
Large city 408	8 7	8% 78%	80%	77%	73%	3%
Small city or medium sized town 689		82% 79%	79%	77%	76%	4%
Rural area or village 442	2	80% 79%	75%	75%	71%	6%
Education						_
Primary or secondary school 504		7% 76%	73%	72%		6%
Post-secondary 382		83% 78%	81%			5%
University first degree (BA, B.Sc, B.Ed) 468		83% 81%			79%	3% 4%
University higher degree (M.Sc, Ph.D) 165 Employment		81% 829	76%	76%	72%	4%
Working full-time 578	o 🔤	80%	81%	78%	76%	3%
Working part-time 184		/9% 73%	71%	69%		6%
Not working 355		80% 77%	77%	75%		4%
Retired 399		83% 839		78%		6%
Income						—
Low 224	4 8	80% 77%	78%	77%	74%	3%
Low average 366		9% 829	6 80%	77%		5%
Average 564		8% 76%	74%	74%		4%
High or high average 322	2	87% 85	83%	80%	79%	4%
Travelled abroad last 2 years						_
Never 513		79% 76%	78%	73%		7%
Once-Twice 458		30% 76%	73%	73%		3%
Three times or more 583		81% 839	6 81%	81%	77%	4%
Segment The Sun Lovers 290		81%	849	81%	79%	3%
Active Traveller 246		88% 84				4%
Adventure Traveller 345		83%				4%
The Holidaymaker 274		81% 80%		75%		6%
The Mainstream Bargain Traveller 402			61%	62%		5%





## **[Q7\_16] It has modern infrastructure (such as transportation, accommodation, communications)** United Kingdom



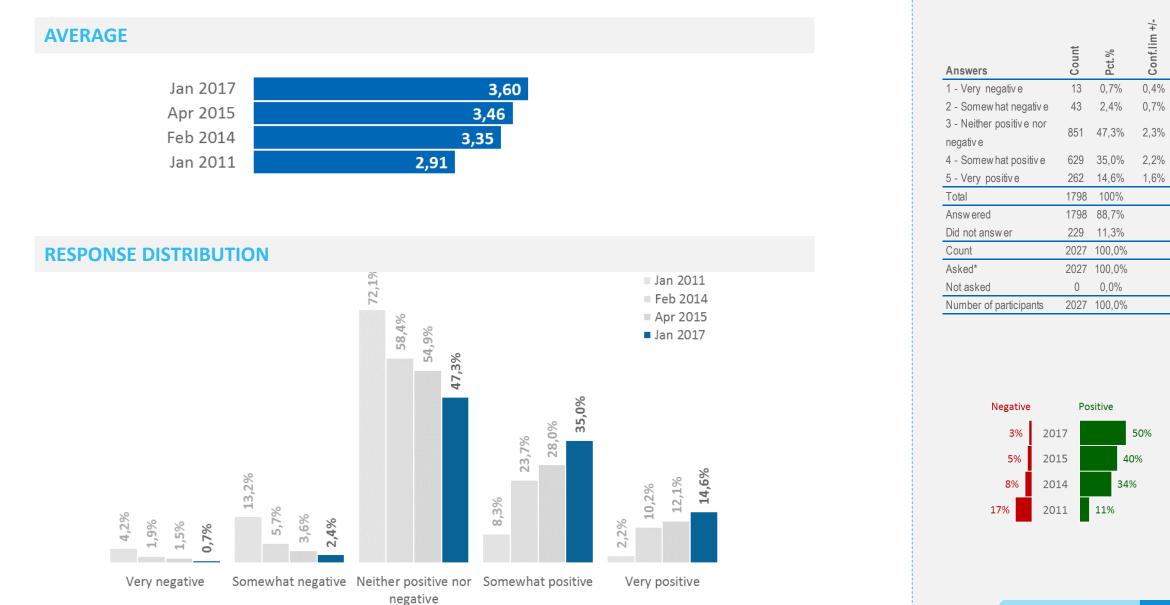


		Canada	New Zealand	ſ	Norway	Finland	Iceland		None of the countries
All	1438	84	%	72%	66%	61%		56%	4%
Gender									-
Male	713	83	%	71%	69%	63%		57%	4%
Female	725	85	5%	72%	63%	58%		55%	3%
Age									_
18 - 29	232	77%		3%	58%	61%			4%
30 - 59	754	84		72%	66%	61%		58%	4%
60 +	452	3	39 <mark>%</mark>	73%	72%	61%		55%	3%
Lifecycle				_				_	
Before family (young or with no kids)	376	829		75%	68%	67%		62%	3%
Young family (kids 0-6 years)	158	78%	62%		52%	49%		9%	4%
Adult family (all kids 7 years+)	186	80%		7%	60%	56%	5	51%	4%
Post family (no kids at home)	331	80		73%	69%	61%			5%
Retired	367		90 <mark>%</mark>	73%	72%	62%		55%	2%
Residence				_					
Large city	386	85		74%	71%	67%			5%
Small city or medium sized town	651	85		72%	65%	59%		54%	3%
Rural area or village	385	84	% 6	9%	65%	57%		51%	3%
Education				_					
Primary or secondary school	455	819		9%	62%	57%			5%
Post-secondary	350			'0%	66%	61%		55%	3%
University first degree (BA, B.Sc, B.Ed)	432		7%	76%	71%	65%		60%	2%
University higher degree (M.Sc, Ph.D)	163	81%		72%	70%	67%		67%	7%
Employment									
Working full-time	541	83		73%	67%	61%		56%	4%
Working part-time	173	78%		7%	49%	47%			5%
Not working	328	84		71%	67%	67%		58%	3%
Retired	367		90 <mark>%</mark>	73%	72%	62%		55%	2%
Income	4.05								
Low	195		% 	76%	68%	65%			6%
Low average	350		5%	74%	67%	62%		56%	4%
Average	521	829		9%	60%	54%		52%	2%
High or high average	298		90 <mark>%</mark>	74%	76%	68%		60%	3%
Travelled abroad last 2 years Never	486		04	750/	69%	63%		5.00	5%
Once- Twice		829	5% 	75%					3%
Three times or more	431	829		9%	62%	56%		52% 59%	
	519	83	%	71%	68%	63%		59%	3%
Segment The Sun Lovers	279			7.40/	(70)	60%		E 01/	2%
Active Traveller	279 230		9070	74% 82%	67%				
Active Traveller Adventure Traveller			91%		80%	75	70	69%	1% 3%
The Holidaymaker	316 250		39 <mark>%</mark>	74%	72%	69%		62%	3% 6%
The Mainstream Bargain Traveller	250 363	835	62%	0%	51%	47%	449		5%
me mainstream Bargain Traveller	363	12%	62%		21%	4/%	449	70	370



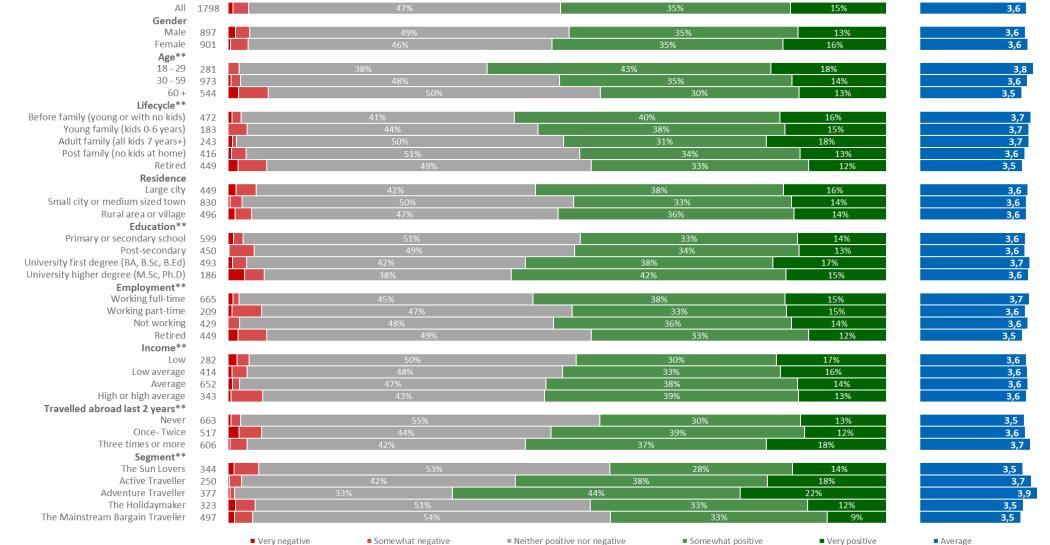
[Q8] In general, how positive or negative are you towards Icelandic products, services and brands United Kingdom





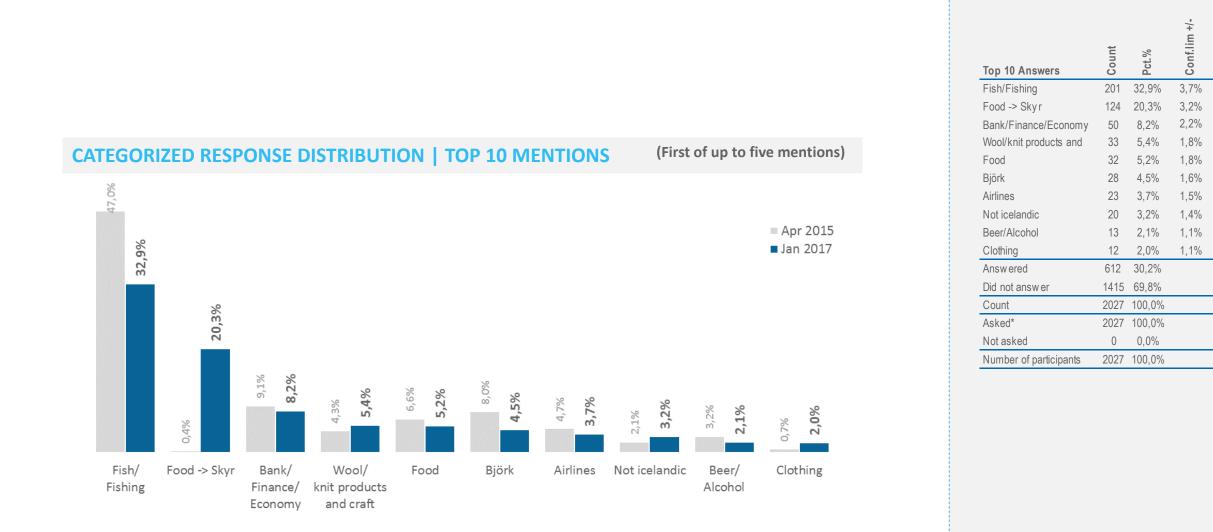
**N** 



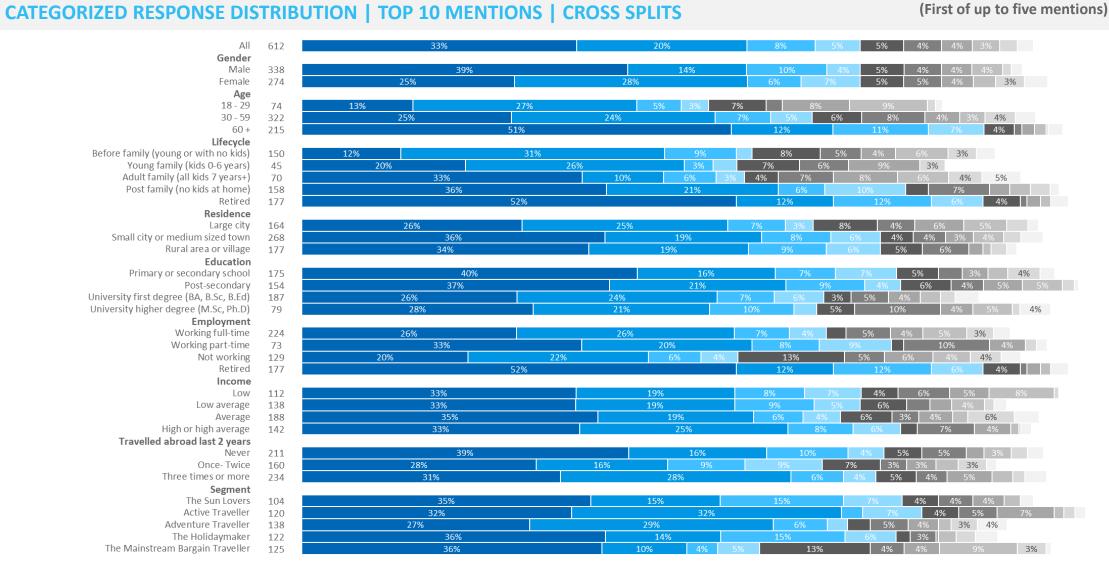


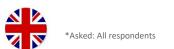


mmr



First mention | United Kingdom

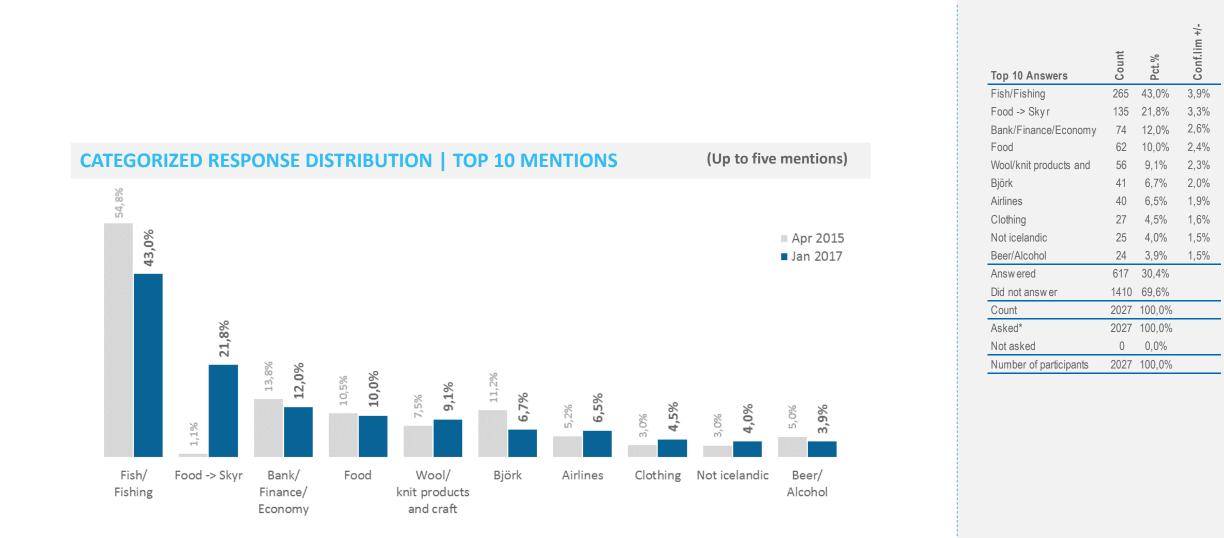




mm

Fish/Fishing Food -> Skyr Bank/Finance/Economy Wool/knit products and craft Food Björk Airlines Not icelandic Beer/Alcohol Clothing

mmr



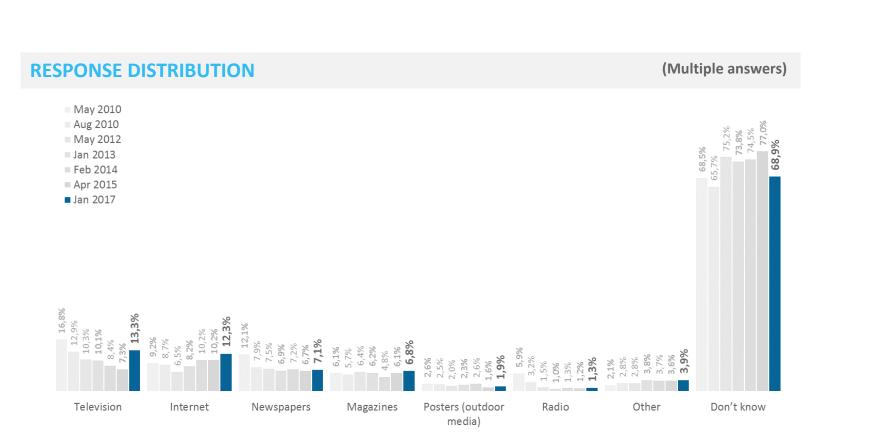


All mentions | United Kingdom

NSWER DISTRIBUTIO	N	BREAKD	OWN							(Up to fiv	e mentions
		Fish/Fishing	Food -> Skyr	Bank/Finance nomy	/Eco Food	Wool/knit products and craft	Björk	Airlines	Clothing	Not icelandic	Beer/Alcoh
	617	43%	22%	12%	10%	9%	7%	6%	4%	4%	4%
Gender			-	-					1	1	1
Male Female	339 278	50%	16% 29%	14% 9%	9% 11%	7%	6% 8%	7% 6%	4% 5%	5% 3%	2% 6%
Age	278	34%	29%	9%	11%	11%	8%	6%	5%	3%	6%
18 - 29	76	17%	27%	10%	9%	5%	2%	9%	2%	10%	1%
		35%	26%	10%	11%	7%	11%	8%	5%	4%	6%
60 +	218	64%	14%	16%	9%	14%	2%	3%	5%	2%	1%
Lifecycle			_			_					
	150	17%	33%	10%	10%	4%	8%	10%	5%	7%	4%
Young family (kids 0-6 years)	47	24%	28%	7%	7%	3%	6%	10%	0%	0%	5%
Adult family (all kids 7 years+)	71	47%	11%	9%	11%	5%	7%	12%	7%	9%	8%
Post family (no kids at home)		49%	23%	10%	11%	14%	12%	4%	5%	3%	4%
Retired	179	64%	13%	16%	8%	13%	1%	3%	5%	2%	2%
Residence			_	-	-		-	=	1		
Large city		38%	27%	9%	13%	7%	7%	8%	5%	6%	4%
Small city or medium sized town		45%	20%	13%	8%	9%	6%	5%	5%	4%	4%
Rural area or village	181	44%	20%	13%	11%	12%	8%	6%	4%	2%	3%
Education	475	51%	17%	9%	8%	9%	3%	4%	5%	4%	5%
Primary or secondary school Post-secondary		46%	21%	11%	10%	6%	5%	5%	2%	4% 5%	2%
University first degree (BA, B.Sc, B.Ed)		36%	21%	14%	9%	12%	8%	9%	5%	3%	3%
University higher degree (M.Sc, Ph.D)		37%	27%	14%	7%	11%	13%	10%	8%	6%	5%
Employment	15	5770	2170	1470	//0	11/0	1370	10/0	070	070	570
Working full-time	225	34%	28%	10%	7%	6%	8%	8%	6%	6%	5%
		47%	24%	12%	5%	15%	16%	6%	4%	0%	2%
01		28%	22%	9%	19%	6%	6%	9%	3%	5%	5%
Retired		64%		16%	8%	13%	1%	3%	5%	2%	2%
Income						—			-		
Low	113	46%	19%	10%	10%	8%	7%	5%	2%	8%	1%
Low average	138	43%	19%	14%	15%	8%	6%	7%	5%	4%	2%
		44%	20%	11%	9%	9%	6%	6%	6%	3%	8%
High or high average	142	42%	29%	10%	4%	11%	8%	9%	3%	2%	4%
Travelled abroad last 2 years			_	_	_	_	_				
Never		51%	17%	13%	10%	8%	7%	4%	4%	4%	3%
Once- Twice		38%	17%	13%	14%	10%	6%	4%	5%	4%	6%
	236	39%	30%	11%	8%	9%	6%	10%	5%	3%	4%
Segment	100	120/	450/	4.007	4.207	. 400/	<b>F</b> 50/	70/	- C0/	201	201
The Sun Lovers		43%	15%	18%	12%	10%	5%	7%	6%	2%	2%
Active Traveller Adventure Traveller		42%	33%	8%	6%	12%	9%	11%	4%	2%	2%
Adventure Traveller The Holidaymaker		38%		12%	8%	9%	7%	7%	5%	2%	5%
The Mainstream Bargain Traveller		55% 38%	17%	18% 6%	8%	8% 6%	6% 5%	3%	4%	4%	4% 5%
The Manistream bargain fraveller	TTD	38%	10%	070	1/70	0%	370	570	470	9%	370



mmc



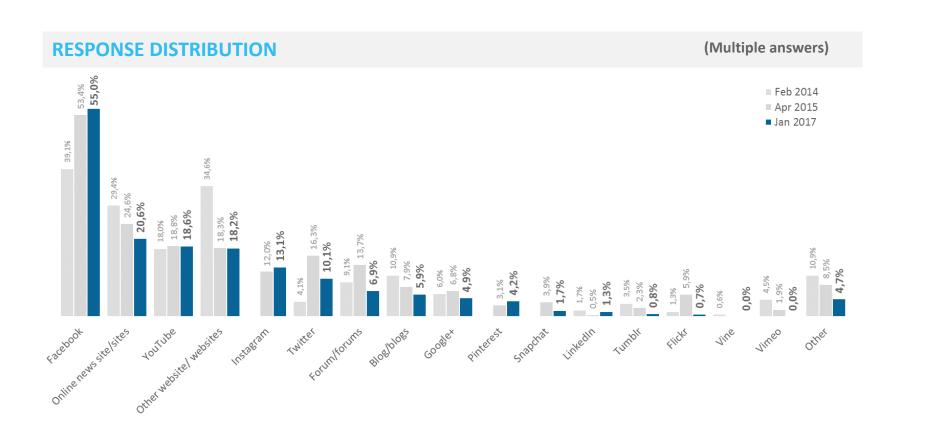
Answers	Count	Pct.%	Conf.lim +/-
Television	253	13,3%	1,5%
Internet	234	12,3%	1,5%
Newspapers	134	7,1%	1,2%
Magazines	129	6,8%	1,1%
Posters (outdoor media)	36	1,9%	0,6%
Radio	25	1,3%	0,5%
Other	73	3,9%	0,9%
Don't know	1310	68,9%	2,1%
Total	1901		
Answ ered	1901	93,8%	
Did not answ er	126	6,2%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



<b>RESPONSE DISTRIBUTIO</b>	N	CROSS SI	PLITS					(Mul	tiple answers)
		Television	Internet	Newspapers	Magazines	Posters (outdoor media)	Radio	Other	Don't know
All	1901	13%	12%	7%	7%	2%	1%	4%	69%
Gender		_	_	_	_				
	907	15%	13%	8%	6%	2%	2%	3%	67%
	994	12%	12%	6%	8%	1%	1%	4%	71%
<b>Age</b> 18 - 29	307	11%	20%	5%	4%	3%	1%	8%	64%
	1000	12%	12%	6%	7%	2%	1%	2%	71%
	594	17%	9%	10%	8%	1%	1%	5%	68%
Lifecycle		1,70		10/0	0,0	1.00	270	0,0	
	488	9%	18%	4%	5%	2%	1%	4%	70%
Young family (kids 0-6 years)	202	15%	13%	4%	7%	4%	2%	5%	63%
Adult family (all kids 7 years+)	246	15%	12%	7%	6%	3%	2%	2%	70%
	445	12%	9%	9%	8%	1%	2%	3%	72%
	488	17%	9%	10%	9%	1%	1%	5%	66%
Residence		_	_	_	-		1		
0,		12%	15%	8%	8%	4%	2%	2%	69%
	897	12%	11%	6%	6%	2%	1%	4%	71%
Rural area or village Education	516	17%	12%	7%	7%	1%	1%	5%	65%
	654	13%	9%	6%	6%	2%	1%	3%	73%
	478	13%	10%	6%	6%	2%	1%	3%	72%
1		11%	17%	9%	8%	1%	2%	5%	63%
, , , , ,	178	18%	21%	9%	11%	3%	1%	4%	58%
Employment									
	684	11%	13%	7%	7%	2%	1%	3%	68%
Working part-time	229	17%	10%	6%	7%	2%	1%	2%	71%
		11%	14%	5%	5%	2%	2%	4%	71%
Retired	488	17%	9%	10%	9%	1%	1%	5%	66%
Income		_	_	_					
		8%	8%	6%	4%	1%	1%	3%	77%
0	466	14%	13%	5%	5%	2%	1%	4%	71%
0	681	15%	14%	9%	9% 9%	2%	1%	5%	65%
High or high average Travelled abroad last 2 years	355	13%	14%	7%	9%	3%	2%	3%	65%
	710	11%	7%	6%	4%	1%	1%	2%	79%
	549	16%	12%	5%	7%	2%	2%	4%	68%
	634	14%	18%	10%	10%	3%	1%	6%	57%
Segment		1.00	10/0	10/0	10/0		270	0.0	0,7,0
	376	11%	10%	6%	8%	1%	1%	3%	74%
Active Traveller	267	15%	13%	10%	9%	4%	0%	4%	66%
Adventure Traveller	388	14%	21%	9%	9%	2%	2%	5%	61%
	338	14%	6%	6%	4%	1%	1%	5%	72%
The Mainstream Bargain Traveller	532	13%	11%	6%	5%	2%	2%	2%	71%



mmr



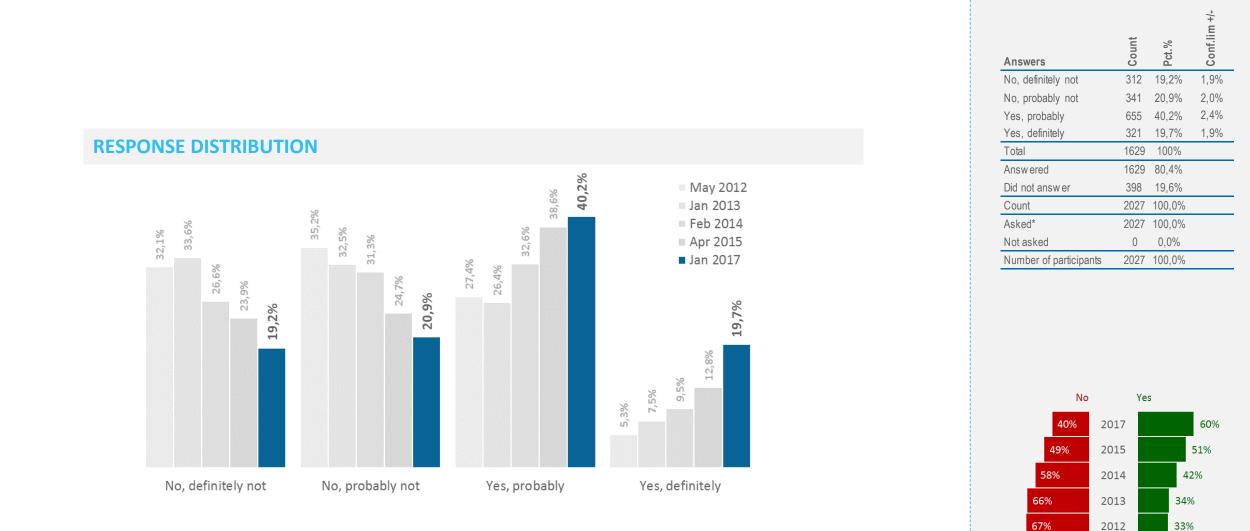


Answers	Count	Pct.%	Conf.lim +/-
Facebook	111	55,0%	6,9%
Online news site/sites	42	20,6%	5,6%
YouTube	38	18,6%	5,4%
Other website/ websites	37	18,2%	5,3%
Instagram	26	13,1%	4,6%
Twitter	20	10,1%	4,2%
Forum/forums	14	6,9%	3,5%
Blog/blogs	12	5,9%	3,2%
Google+	10	4,9%	3,0%
Pinterest	8	4,2%	2,8%
Snapchat	3	1,7%	1,8%
LinkedIn	3	1,3%	1,6%
Tumblr	2	0,8%	1,2%
Flickr	1	0,7%	1,1%
Vine	0	0,0%	0,0%
Vimeo	0	0,0%	0,0%
Other	9	4,7%	2,9%
Total	202		
Answered	202	86,6%	
Did not answ er	31	13,4%	
Count	234	100,0%	
Asked*	234	11,5%	
Not asked	1793	88,5%	
Number of participants	2027	100,0%	

<b>RESPONSE DISTRIBUTIO</b>	ON	CROSS SPLI	TS					(Multip	le answers)
		Facebook	Online news site/sites	YouTube	Other website/ websites	Instagram	Twitter	Forum/forums	Blog/blogs
All	202	55%	21%	19%	18%	13%	10%	7%	6%
Gender						_			
Male	99	53%	23%	20%	22%	8%	9%	4%	2%
Female	103	57%	19%	17%	14%	18%	11%	10%	10%
Age					L		-		
18 - 29 30 - 59	55	73%	25%	22%	3%	33%	14%	1%	14%
30 - 59 60 +	109 39	49%	20%	23%	20%	7% 0%	3%	9% 10%	2%
Lifecvcle	39	46%	16%	3%	34%	0%	3%	10%	4%
Before family (young or with no kids)	76	61%	19%	24%	3%	24%	17%	6%	13%
Young family (kids 0-6 years)	23	51%	23%	11%	27%	18%	15%	0%	0%
Adult family (all kids 7 years+)	29	47%	33%	30%	20%	14%	6%	0%	2%
Post family (no kids at home)	37	55%	21%	21%	27%	1%	2%	13%	2%
Retired	35	47%	14%	1%	35%	0%	3%	12%	2%
Residence									
Large city	62	43%	22%	26%	12%	13%	16%	9%	15%
Small city or medium sized town	88	65%	24%	15%	17%	12%	11%	7%	2%
Rural area or village	51	51%	14%	16%	28%	12%	2%	4%	1%
Education									
Primary or secondary school	48	60%	34%	30%	12%	11%	11%	5%	2%
Post-secondary	43	58%	15%	25%	24%	13%	9%	9%	7%
University first degree (BA, B.Sc, B.Ed)	78	52%	16%	11%	11%	16%	13%	8%	9%
University higher degree (M.Sc, Ph.D)	31	47%	21%	12%	38%	10%	5%	4%	2%
Employment				-	-	=			
Working full-time	81	55%	17%	13%	15%	9%	7%	5% 9%	5%
Working part-time	24 56	46%	17%	27%	13%	16%	13% 18%	7%	3% 11%
Not working Retired	35	47%	14%	1%	12%	0%	3%	12%	2%
Income	33	4/70	1470	170	3370	070	370	1270	270
Low	20	61%	38%	16%	3%	21%	19%	10%	4%
Low average	50	45%	17%	23%	21%	11%	11%	4%	10%
Average	80	55%	20%	21%	15%	10%	8%	10%	5%
High or high average	45	59%	21%	11%	28%	12%	6%	5%	5%
Travelled abroad last 2 years							_		
Never	47	51%	30%	40%	21%	8%	8%	19%	1%
Once- Twice	58	63%	25%	11%	12%	20%	11%	5%	4%
Three times or more	97	52%	14%	13%	20%	11%	10%	2%	9%
Segment						_	1		
The Sun Lovers	28	41%	21%	20%	24%	12%	1%	5%	3%
Active Traveller	31	42%	30%	11%	38%	9%	10%	7%	10%
Adventure Traveller	77	62%	26%	21%	12%	15%	15%	8%	9%
The Holidaymaker	15	46%	21%	13%	36%	0%	0%	0%	0%
The Mainstream Bargain Traveller	50	62%	6%	21%	6%	17%	10%	8%	2%



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[Q12] Would you consider travelling to Iceland during the months of September through to April?

United Kingdom





# Thank you!

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