Travel Destination Iceland

Íslandsstofa

Survey in European Markets

January 2017

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Contents & Fieldwork

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Fieldwork summary and respondents

Fieldwork summary

Client:	Íslandsstofa
Fieldwork period:	January 2017
Methodology:	Online
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 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?*

Top 5 mentions		Comparison countries		Rank Change**
USA	10%	Norway (4)	6%	2
Italy	10%	Iceland (14)	2%	0
Spain	10%	New Zealand (15)	2%	0
Norway	6%	Canada (16)	1%	0
Sweden	5%	Finland (58)	0%	8

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

Top 5 mentions		Comparison countries		Rank Change**
Italy	12%	Canada (3)	7%	1
Spain	11%	Iceland (15)	2%	2
Canada	7%	Norway (21)	1%	4
USA	6%	New Zealand (26)	1%	3
Japan	5%	Finland (43)	0%	2

Top 5 mentions		Comparison countries		Rank Change**
Spain	13%	New Zealand (6)	4%	1
USA	12%	Canada (7)	4%	1
Italy	10%	Iceland (14)	2%	9
France	9%	Norway (15)	1%	4
Australia	7%	Finland (57)	0%	20

• Open question – First mentioned of up to three mentions
** Rank change of comparison countries since April 2015

Top of mind travel destinations | First Mentions | Development

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

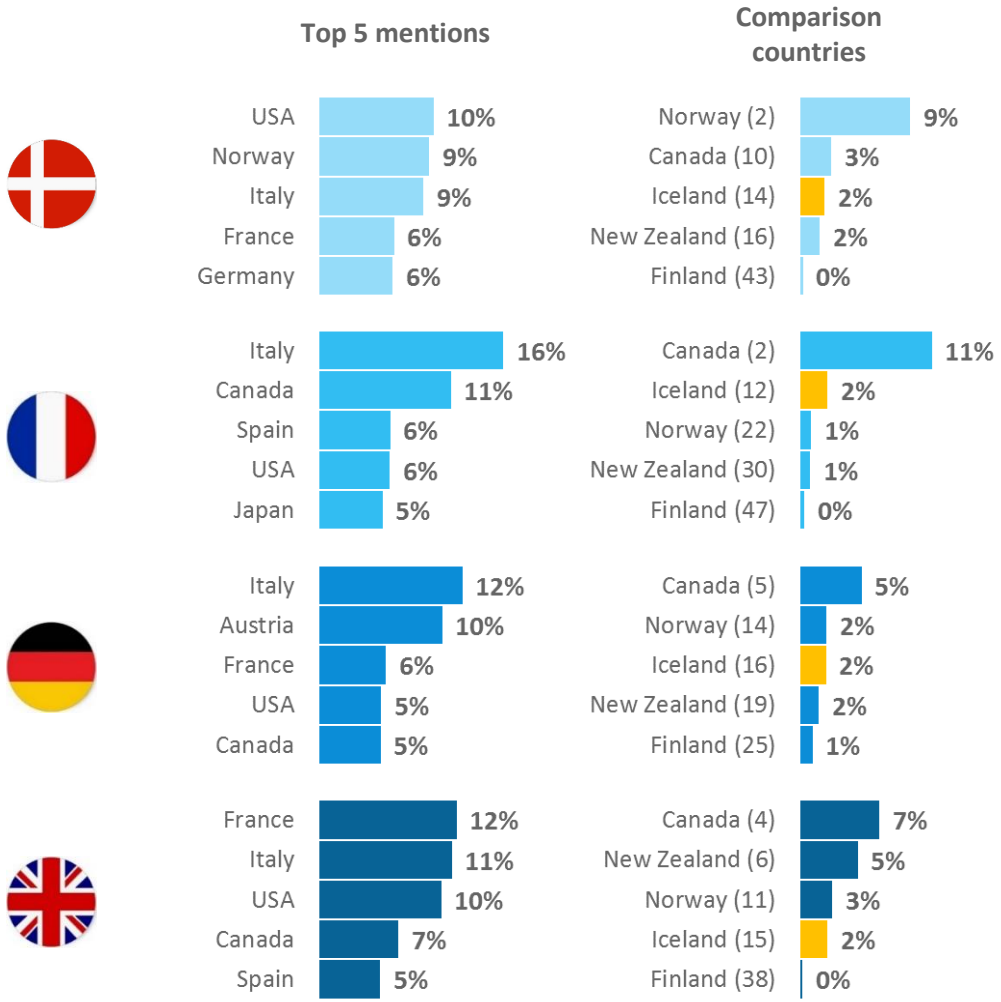
Total rank	Country	Apr 2015	+/-	Jan 2017	Apr 2015	+/-	Jan 2017	Apr 2015	+/-	Jan 2017	Apr 2015	+/-	Jan 2017
Top 10 mentions													
1	Spain	8,6%	↗	9,5%	11,9%	→	11,2%	16,2%	↓	14,3%	11,8%	↗	12,6%
2	Italy	12,2%	↓	9,9%	13,3%	↓	12,1%	12,4%	→	12,2%	9,3%	↑	10,4%
3	USA	8,0%	↑	10,1%	8,8%	↓	5,9%	6,7%	↗	6,8%	12,8%	→	12,4%
4	France	6,3%	↓	4,9%		↗		6,4%	↗	7,0%	9,3%	→	9,1%
5	Australia	2,4%	→	2,3%	3,4%	↑	4,5%	2,5%	→	2,3%	7,4%	↗	7,4%
6	Canada	1,5%	→	1,4%	6,3%	↗	7,2%	1,5%	↑	3,5%	3,1%	↗	3,7%
7	Greece	5,6%	→	5,0%	4,2%	↓	3,2%	4,0%	→	3,9%	4,1%	↓	2,6%
8	United Kingdom	5,0%	↗	5,0%	3,3%	→	2,8%	3,4%	→	3,0%		↗	
9	Thailand	5,8%	↓	4,2%	4,1%	→	3,2%	2,8%	↗	3,0%	2,1%	↗	2,3%
10	Norway	6,1%	↗	6,5%	0,8%	↗	1,3%	2,8%	→	2,6%	1,3%	↗	1,5%
Comparison countries													
6	Canada	1,5%	→	1,4%	6,3%	↗	7,2%	1,5%	↑	3,5%	3,1%	↗	3,7%
10	Norway	6,1%	↗	6,5%	0,8%	↗	1,3%	2,8%	→	2,6%	1,3%	↗	1,5%
15	New Zealand	2,0%	→	1,8%	0,7%	↗	0,8%	2,2%	→	1,8%	3,4%	↗	4,0%
17	Iceland	2,3%	→	2,2%	1,3%	↗	1,7%	0,6%	↗	1,6%	0,8%	↗	1,5%
48	Finland	0,1%	→	0,1%	0,4%	↗	0,4%	0,2%	↗	0,3%	0,1%	↗	0,1%

- Open question – First mentioned of up to three mentions

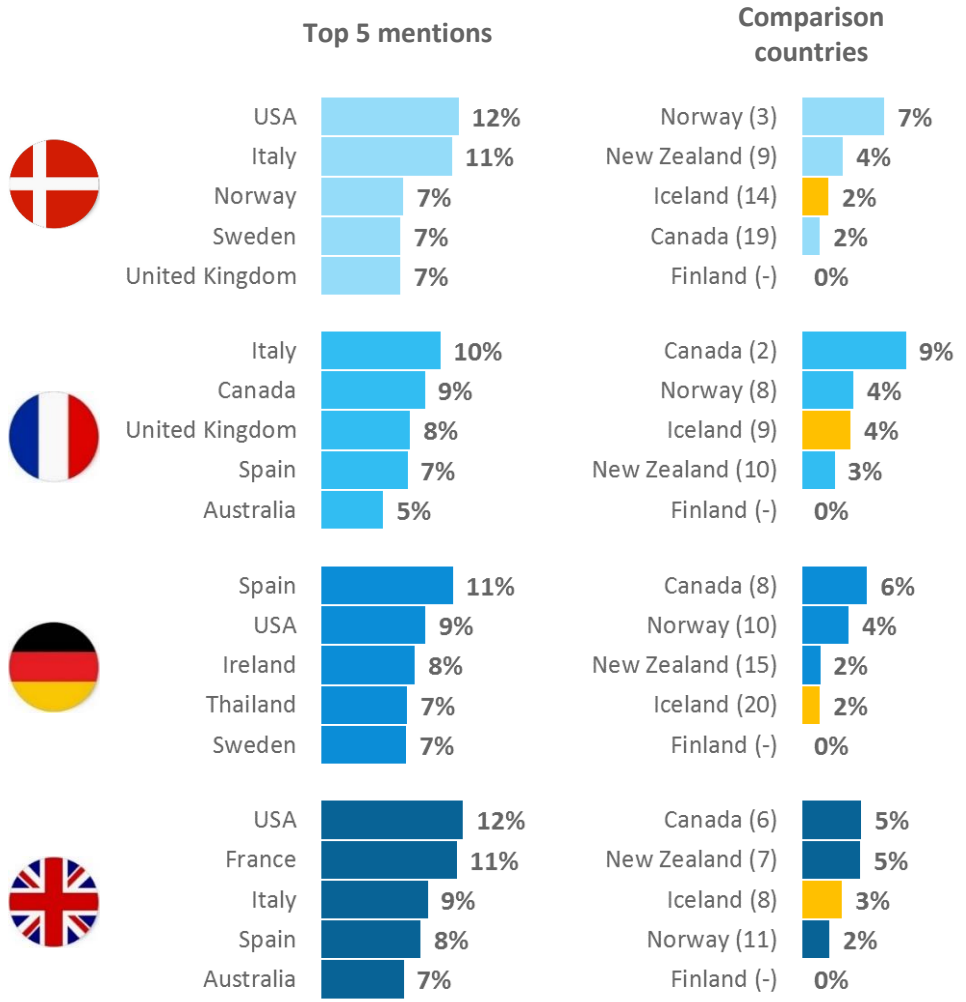
Top of mind travel destinations | First Mentions

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

Active Traveller



Adventure Traveller



- Open question – First mentioned of up to three mentions

Top of mind travel destinations | All Mentions

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

Top 5 mentions		Comparison countries		Rank Change**
Italy	29%	Norway (6)	15%	1
Spain	25%	Iceland (13)	6%	1
USA	22%	Canada (15)	6%	1
France	19%	New Zealand (16)	5%	1
Germany	17%	Finland (39)	1%	6

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

Top 5 mentions		Comparison countries		Rank Change**
Italy	26%	Canada (4)	17%	0
Spain	23%	Iceland (18)	4%	3
USA	20%	Norway (21)	4%	3
Canada	17%	New Zealand (26)	2%	3
Australia	11%	Finland (29)	2%	6

Top 5 mentions		Comparison countries		Rank Change**
USA	27%	Canada (6)	13%	0
Spain	26%	New Zealand (7)	11%	1
Italy	26%	Iceland (16)	5%	6
France	24%	Norway (17)	4%	2
Australia	19%	Finland (45)	1%	10

* Open question – Up to three mentions

** 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?*

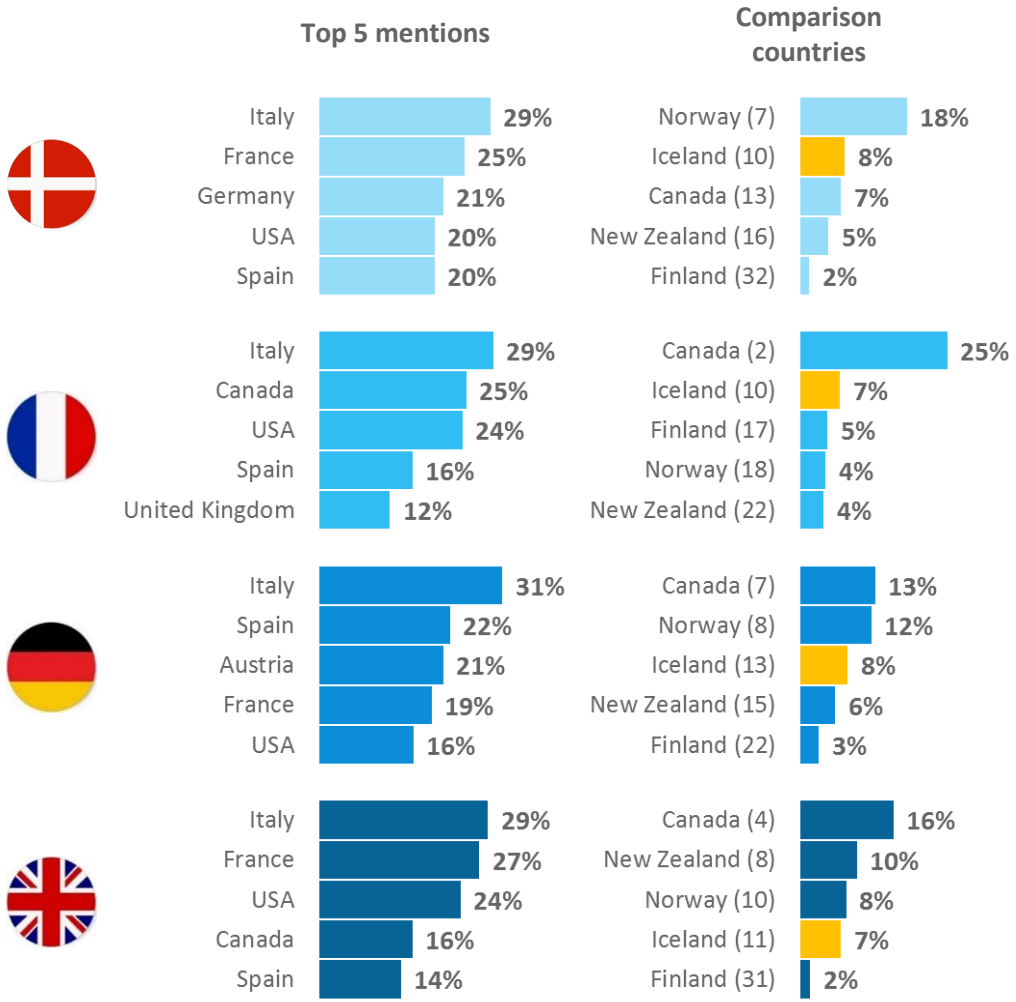
Total rank	Country	Apr 2015	+/-	Jan 2017	Apr 2015	+/-	Jan 2017	Apr 2015	+/-	Jan 2017	Apr 2015	+/-	Jan 2017
Top 10 mentions													
1	Italy	35,6%	↓	29,0%	29,0%	↓	25,9%	33,4%	→	33,2%	25,5%	↗	25,7%
2	Spain	24,0%	↑	25,0%	24,5%	↓	23,4%	31,0%	↗	31,5%	27,2%	↓	25,8%
3	USA	21,0%	↗	21,6%	22,0%	↓	20,3%	15,2%	↑	16,2%	29,5%	↓	27,3%
4	France	19,3%	→	18,9%				20,4%	↓	17,8%	26,6%	↓	23,9%
5	Australia	8,8%	→	8,3%	11,7%	→	11,5%	8,4%	↓	7,0%	20,3%	→	19,3%
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%	↗	12,7%
8	United Kingdom	15,6%	→	15,1%	10,4%	→	9,8%	11,5%	↓	10,2%			
9	Norway	16,9%	↓	15,5%	3,7%	→	3,5%	7,0%	↑	8,1%	3,6%	↗	4,2%
10	Germany	14,9%	↑	17,0%	5,1%	→	4,4%				7,4%	↗	8,3%
Comparison countries													
8	Canada	3,9%	↑	5,6%	14,9%	↑	16,9%	5,7%	↑	9,2%	11,9%	↗	12,7%
10	Norway	16,9%	↓	15,5%	3,7%	→	3,5%	7,0%	↑	8,1%	3,6%	↗	4,2%
15	New Zealand	4,9%	→	4,8%	2,9%	→	2,4%	6,4%	↓	4,2%	9,4%	↑	11,4%
18	Iceland	5,4%	↑	6,5%	3,3%	↗	4,0%	1,5%	↑	4,6%	2,7%	↑	5,0%
37	Finland	1,1%	→	1,1%	1,8%	↗	2,0%	1,0%	↗	2,0%	0,4%	↗	0,7%

* Open question – Up to three mentions

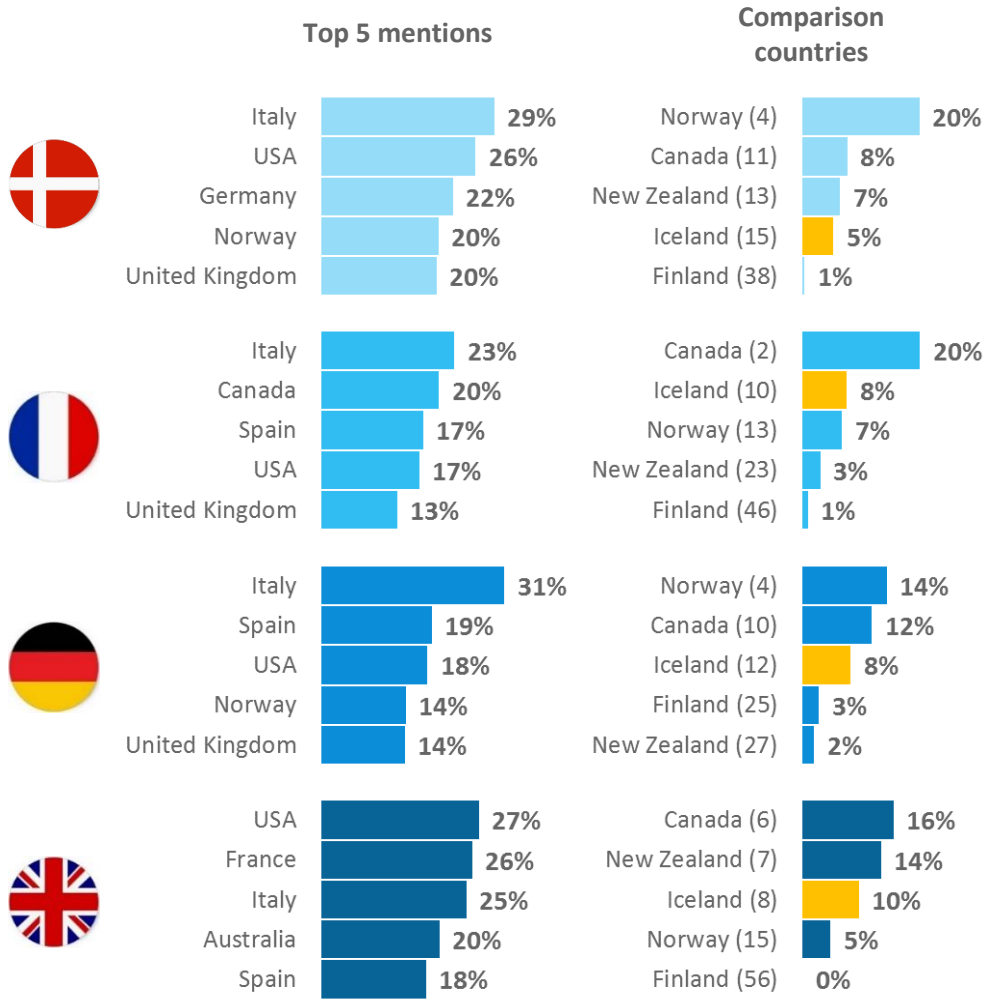
Top of mind travel destinations | All Mentions

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

Active Traveller

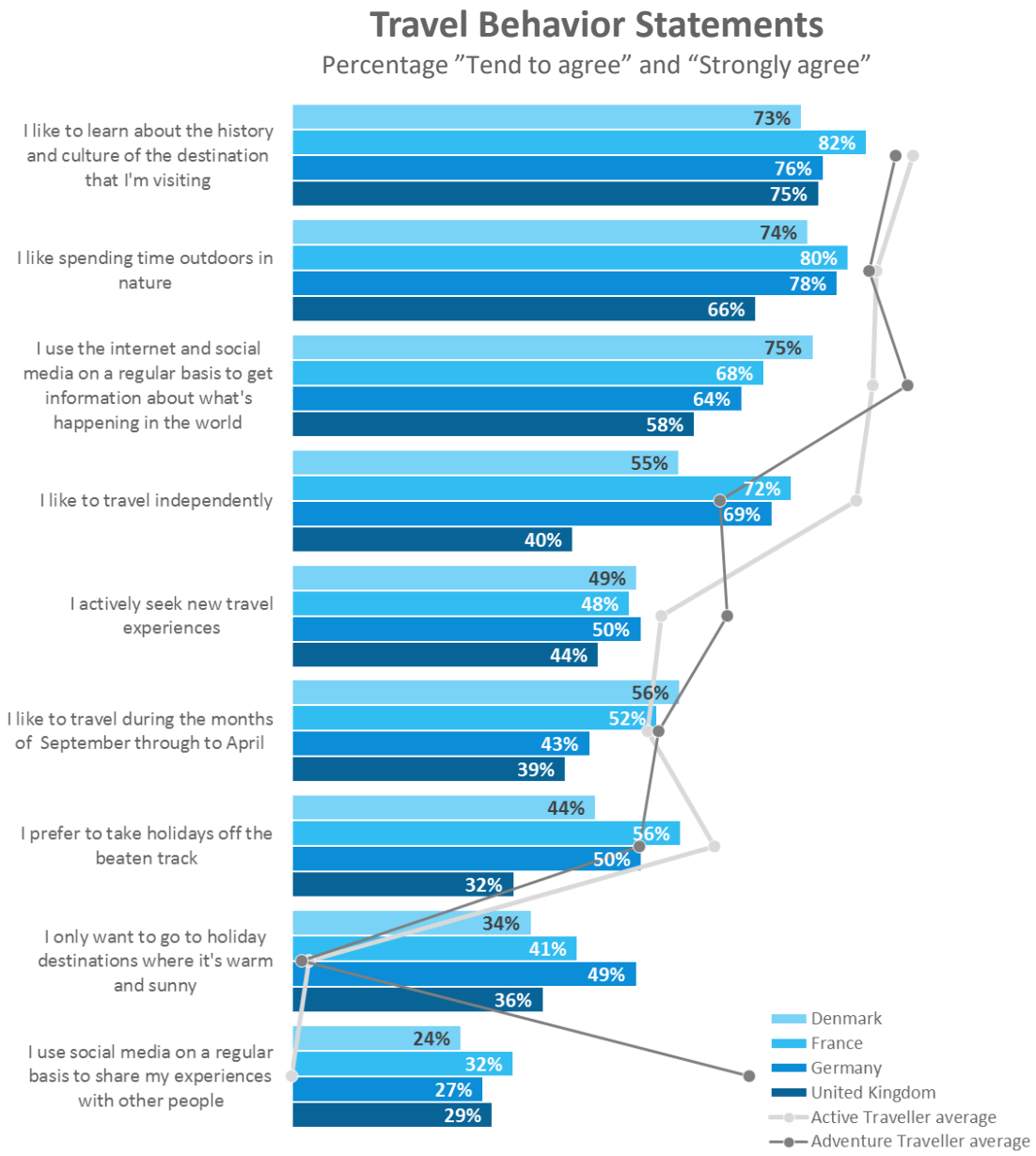


Adventure Traveller



* Open question – Up to three mentions

Main Results | Travel Behaviour



- 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

I like to learn about the history and culture of the destination that I'm visiting

38%	35%	43%	39%	45%	31%	47%	28%
38%	39%	44%	38%	47%	32%	49%	28%

I like spending time outdoors in nature

38%	36%	43%	36%	44%	34%	44%	22%
35%	42%	46%	32%	44%	41%	48%	20%

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

33%	42%	39%	28%	38%	27%	38%	20%
36%	39%	42%	23%	39%	26%	43%	22%

I like to travel independently

24%	31%	40%	32%	40%	29%	28%	12%
24%	35%	40%	27%	41%	32%	27%	12%

I actively seek new travel experiences

29%	20%	32%	16%	35%	15%	32%	12%
30%	21%	31%	16%	33%	15%	31%	11%

I like to travel during the months of September through to April

26%	29%	33%	19%	29%	14%	29%	10%
28%	32%	31%	20%	29%	16%	28%	8%

I prefer to take holidays off the beaten track

30%	14%	36%	19%	34%	16%	25%	7%
28%	15%	37%	17%	38%	18%	23%	7%

I only want to go to holiday destinations where it's warm and sunny

21%	13%	27%	14%	31%	18%	27%	9%
23%	12%	31%	16%	32%	19%	27%	12%

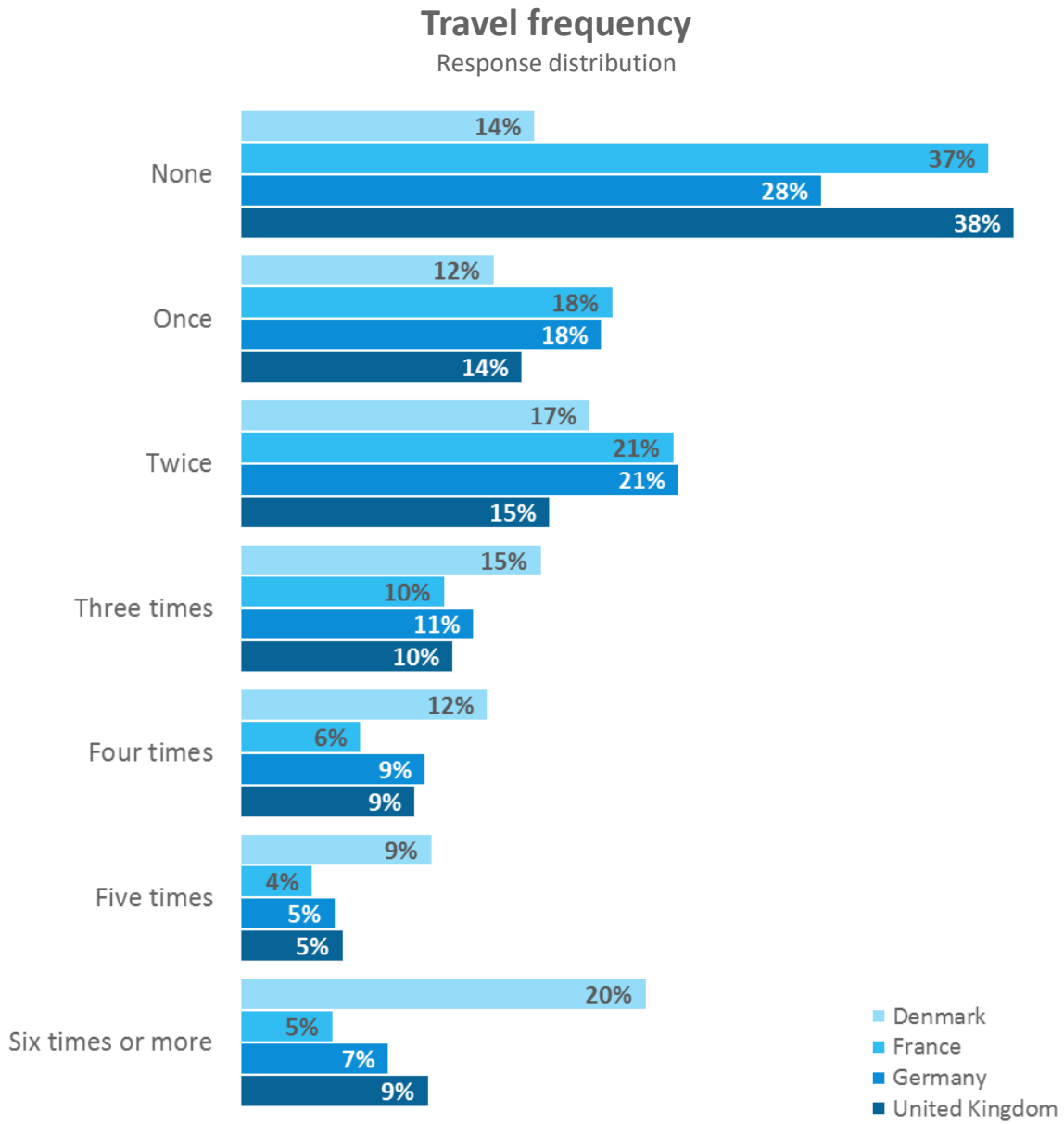
I use social media on a regular basis to share my experiences with other people

17%	7%	20%	12%	19%	8%	22%	6%
16%	9%	20%	9%	19%	7%	21%	7%

Blue : Jan 2017
Gray: Apr 2015

Dark: Percentage ”Tend to agree”
Light: Percentage “Strongly agree”

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



- Danes generally travel more often abroad than the other three nationalities
- Only 14% of Danish respondents did not travel abroad in the past 2 years.

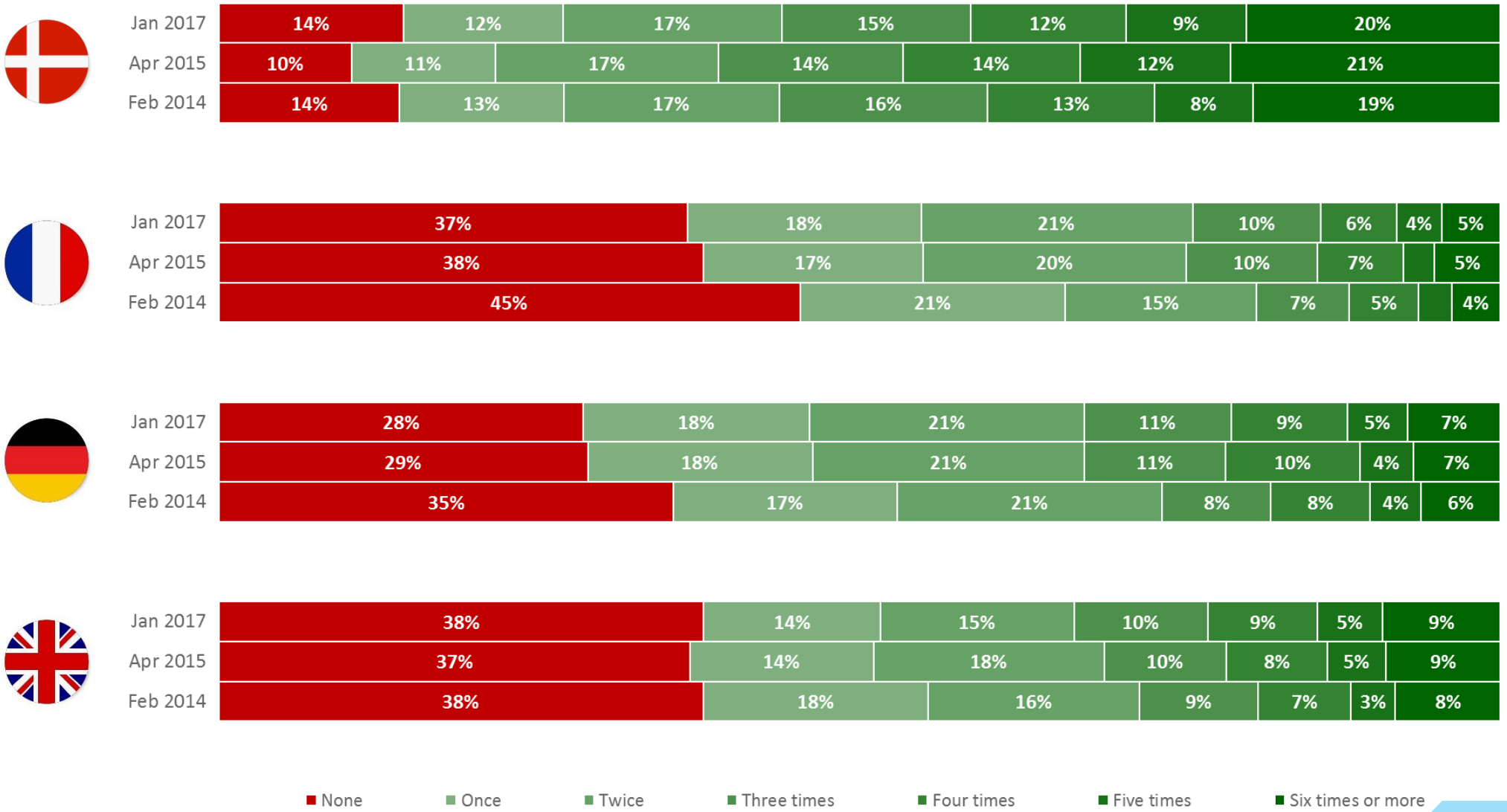
- 37% of the French did not travel abroad during the last two years.

- 28% of the Germans did not travel abroad during the last two years.

- 38% of the British did not travel abroad during the last two years.

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

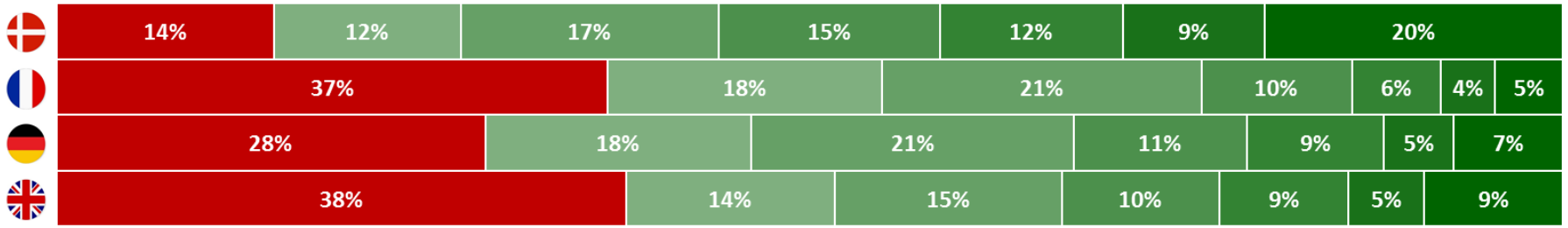
Response distribution



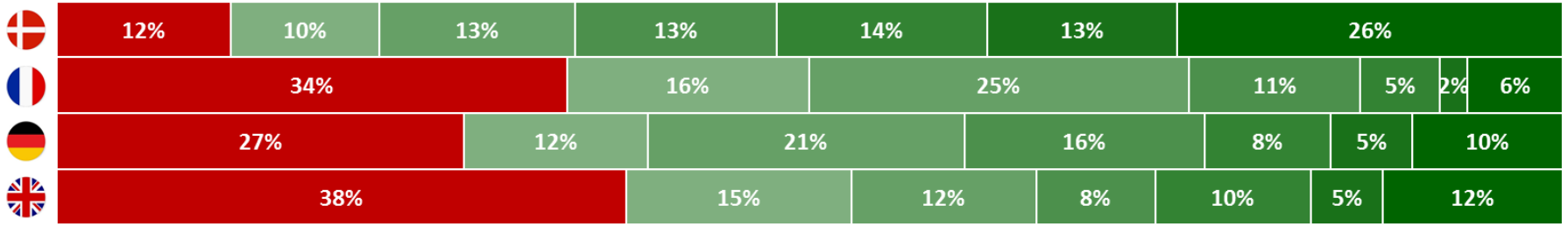
Thinking about the past 2 years (i.e. since January 2015), how many times in total have you travelled abroad

Response distribution

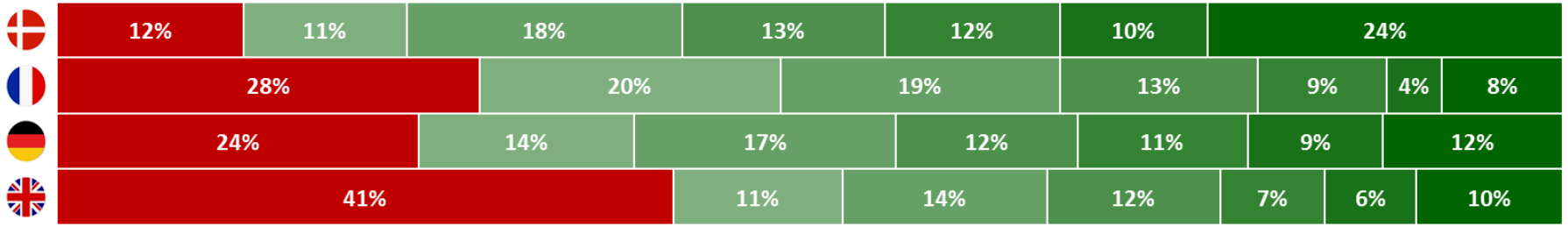
All



Active Traveller

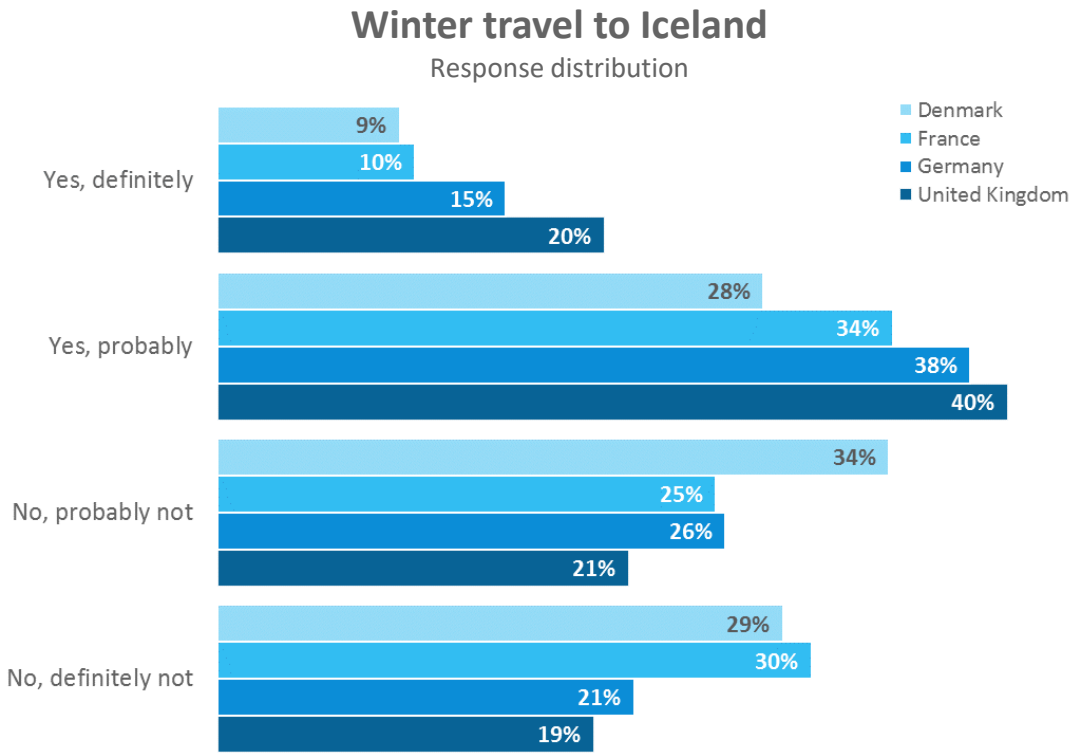


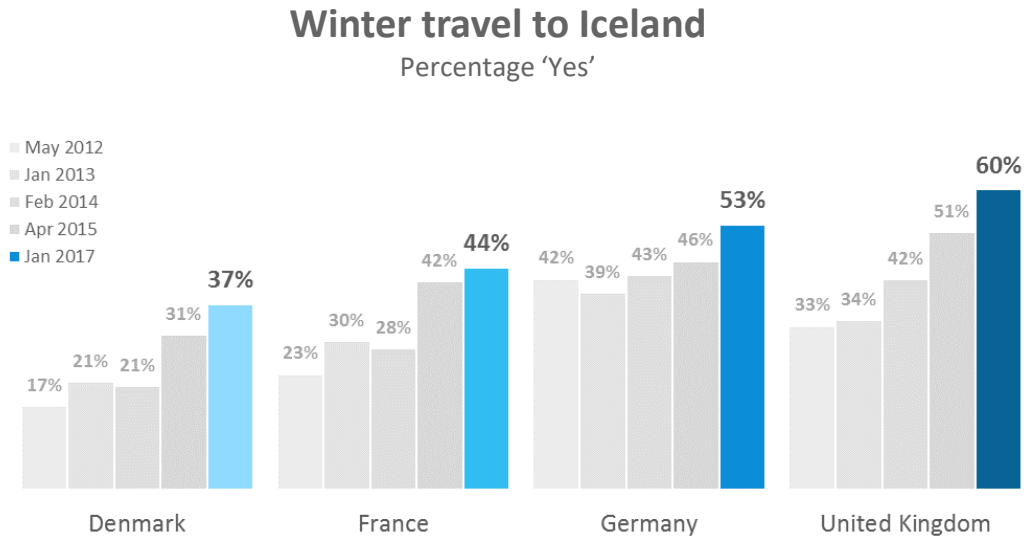
Adventure Traveller



None Once Twice Three times Four times Five times Six times or more

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





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

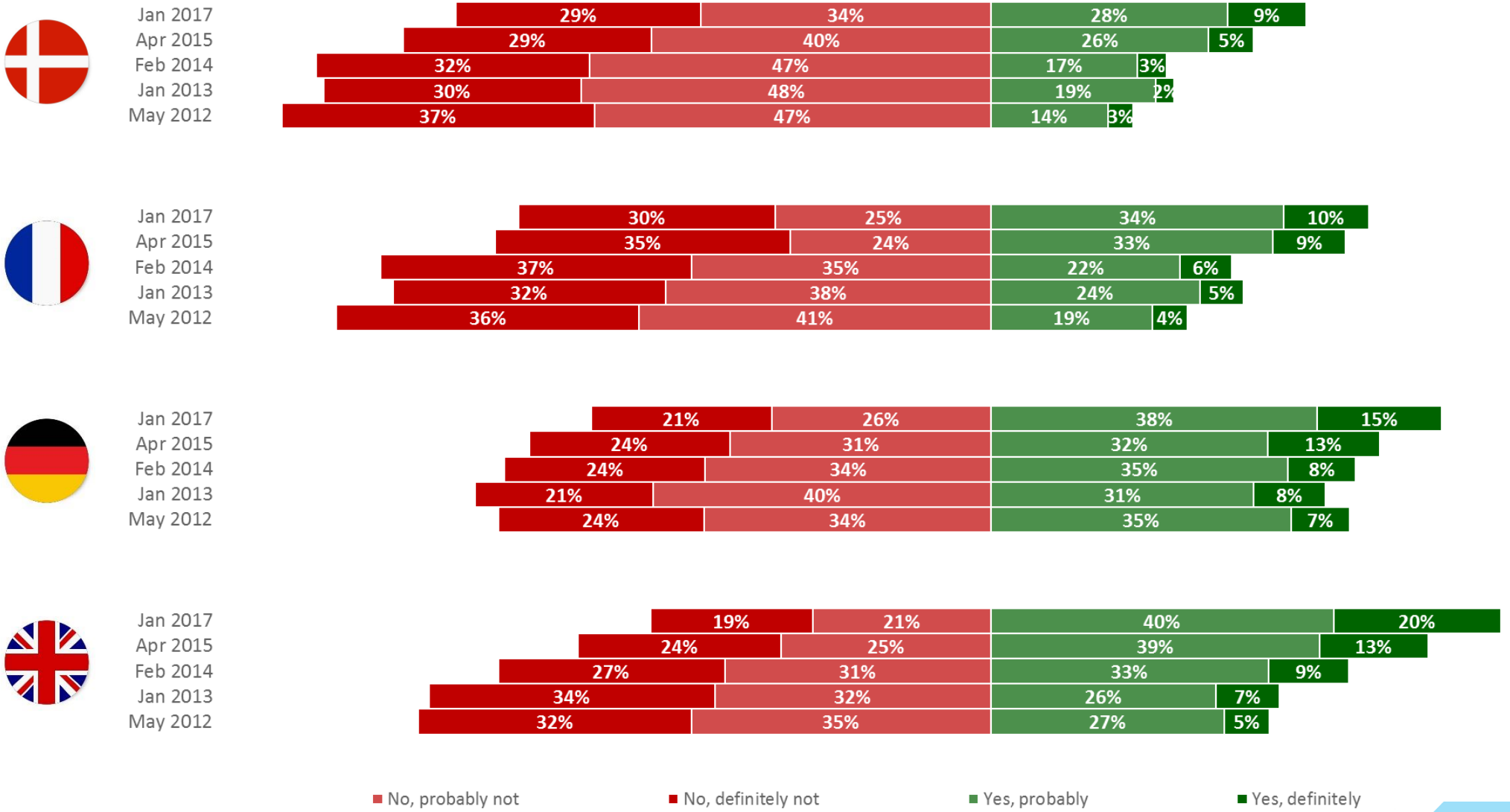
- 30% of the French state they will definitely not consider travelling to Iceland during September through April

- 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.

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

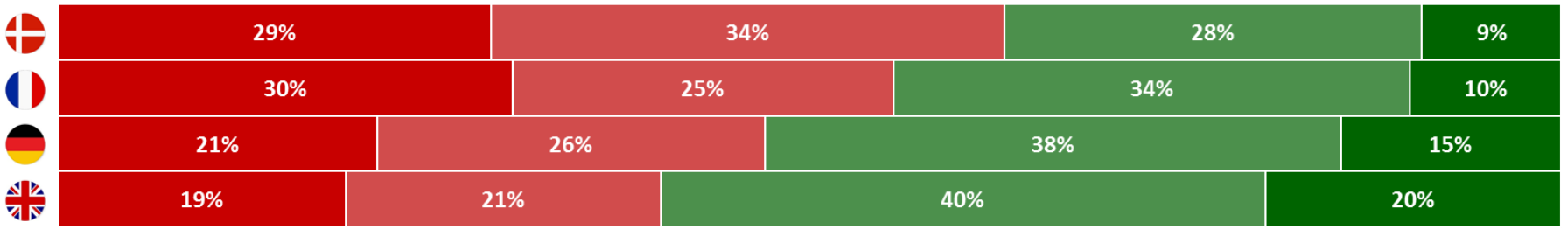
Response distribution



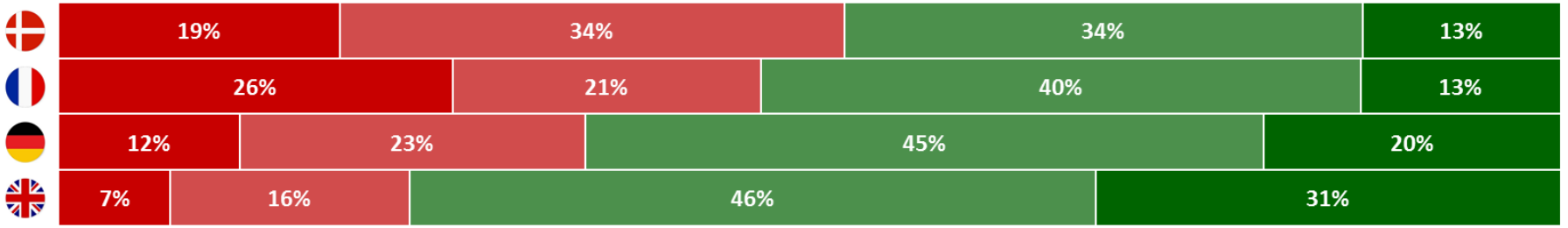
Would you consider travelling to Iceland during the months of September through to April?

Response distribution

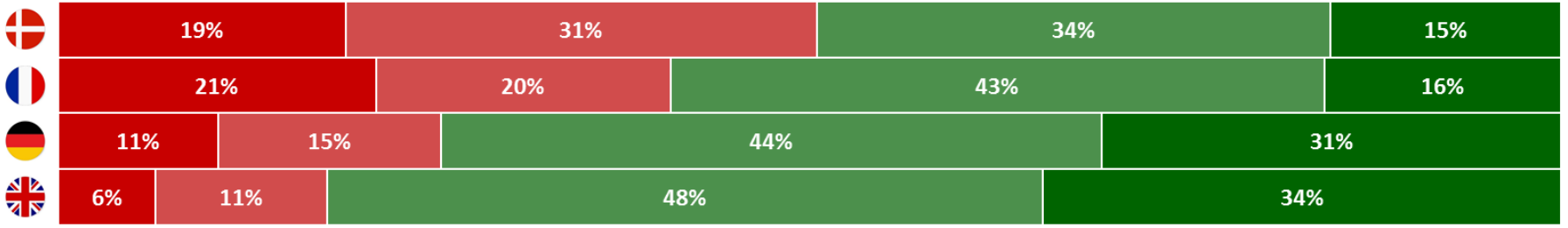
All



Active Traveller



Adventure Traveller



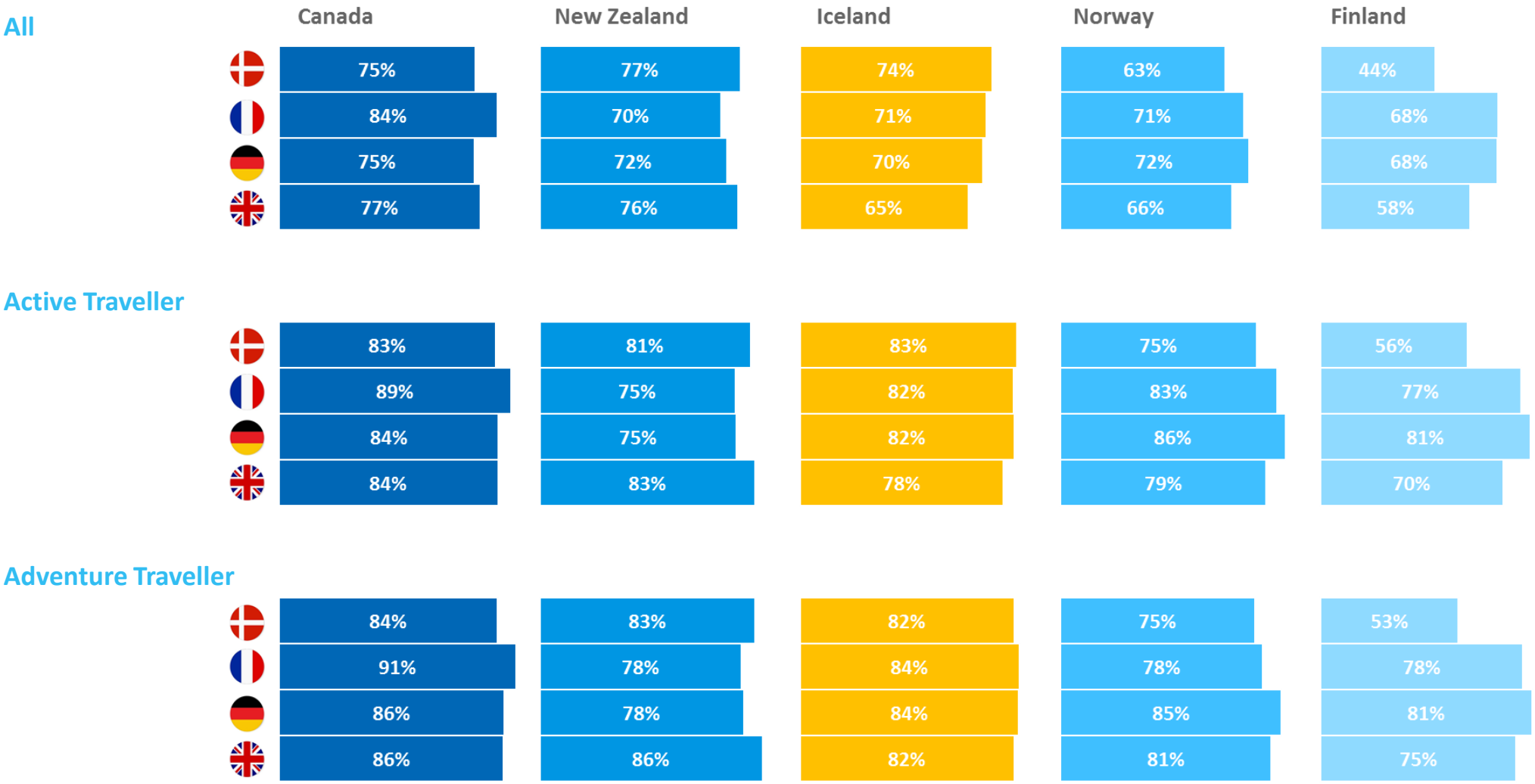
No, definitely not | No, probably not | Yes, probably | Yes, definitely

Main Results | Destination Positivity & Travel Intention

Positivity towards travel destinations

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

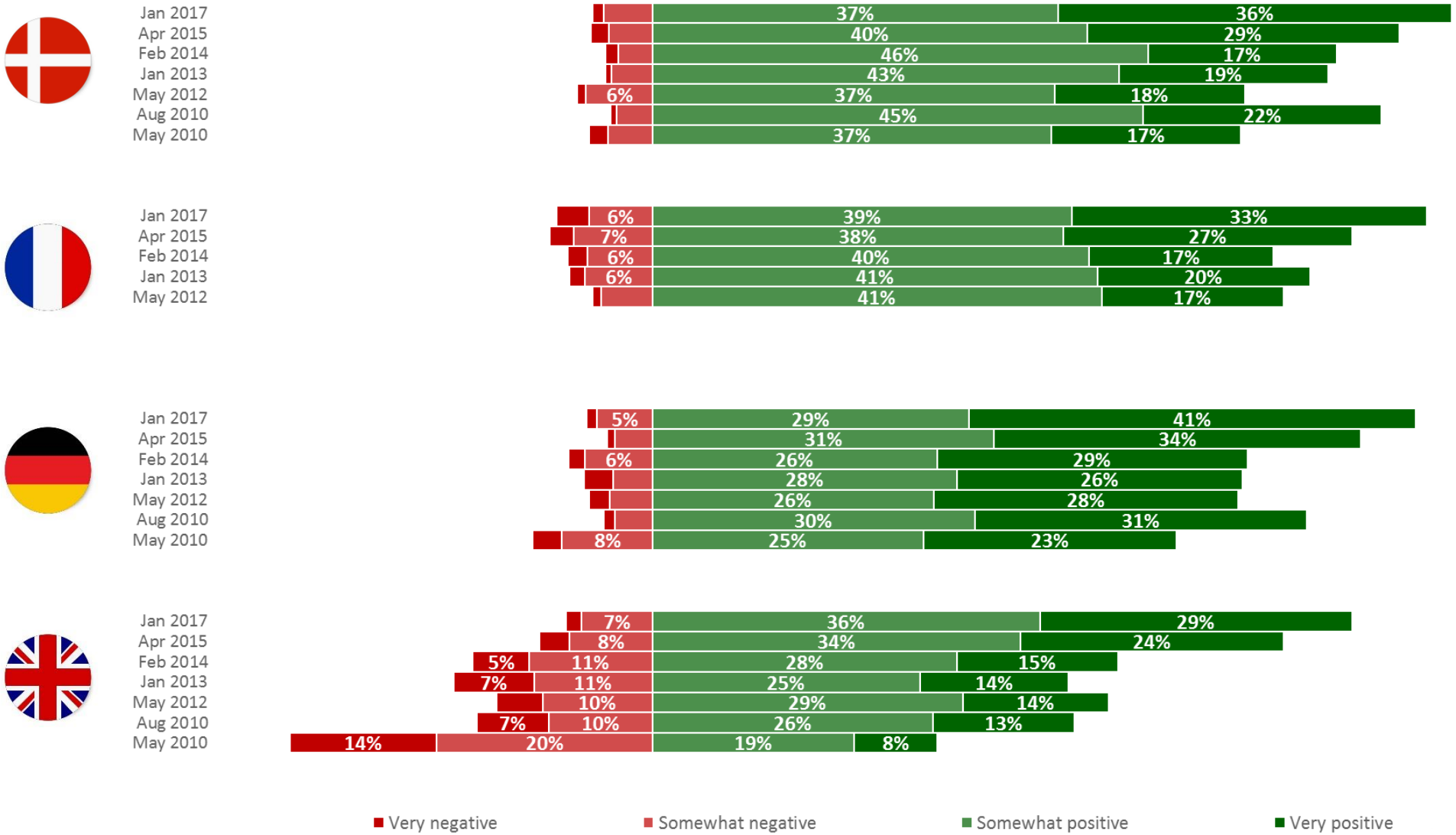
Percentage "Very positive" or "Somewhat positive"



Positivity towards ICELAND as travel destination | Development

How positive or negative are you towards ICELAND as travel destination

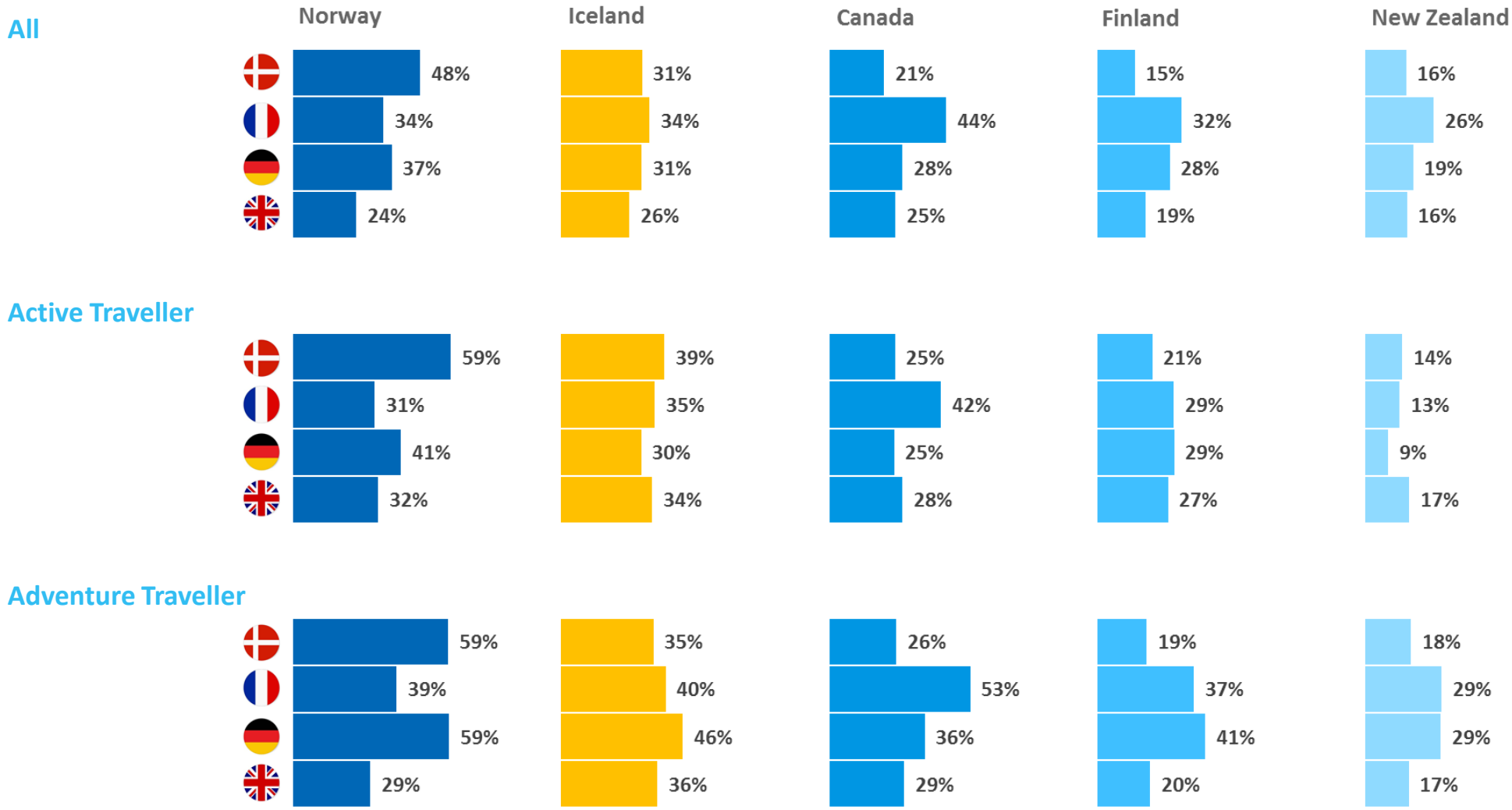
Response distribution



Intention to visit travel destinations

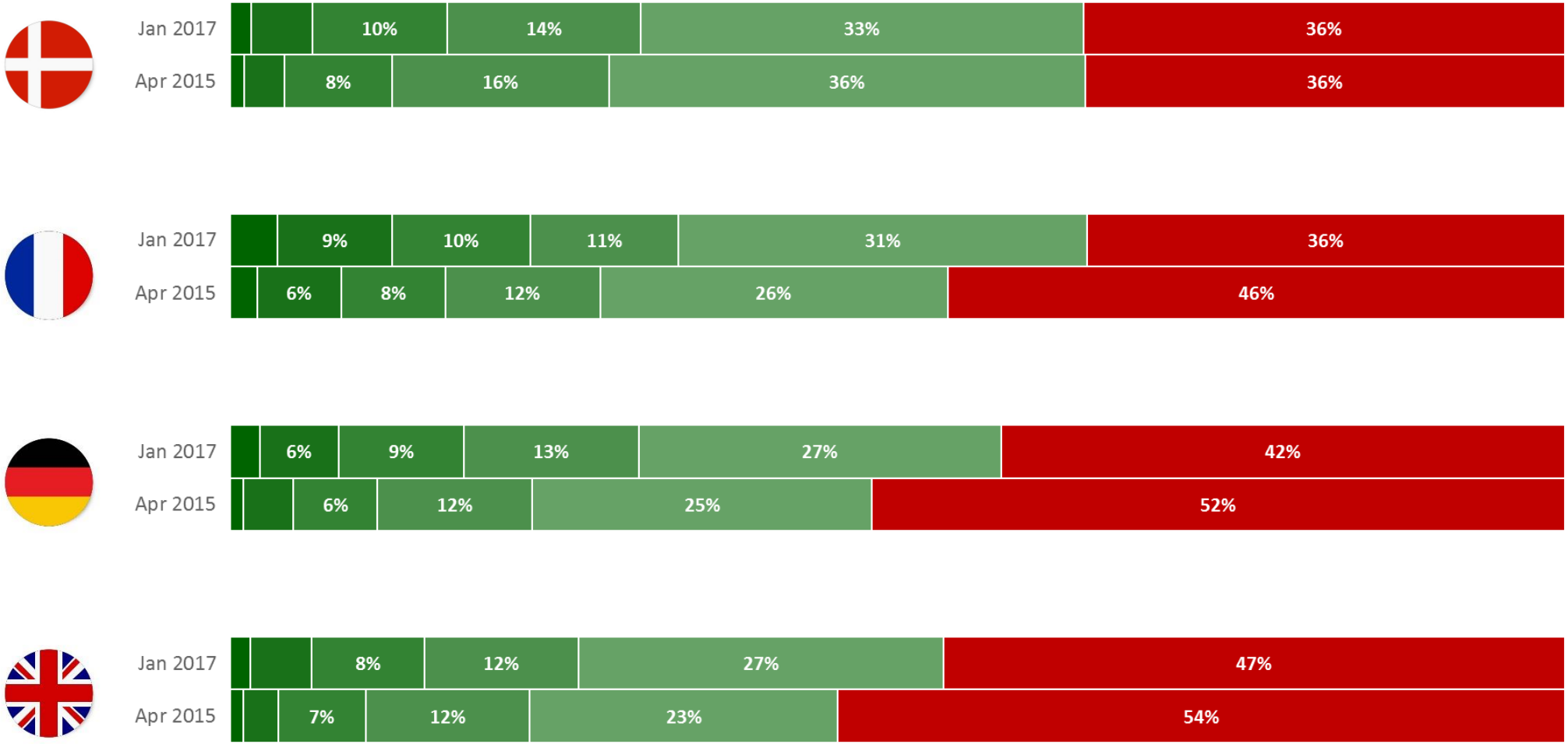
When, if ever, do you intend to visit the following countries*

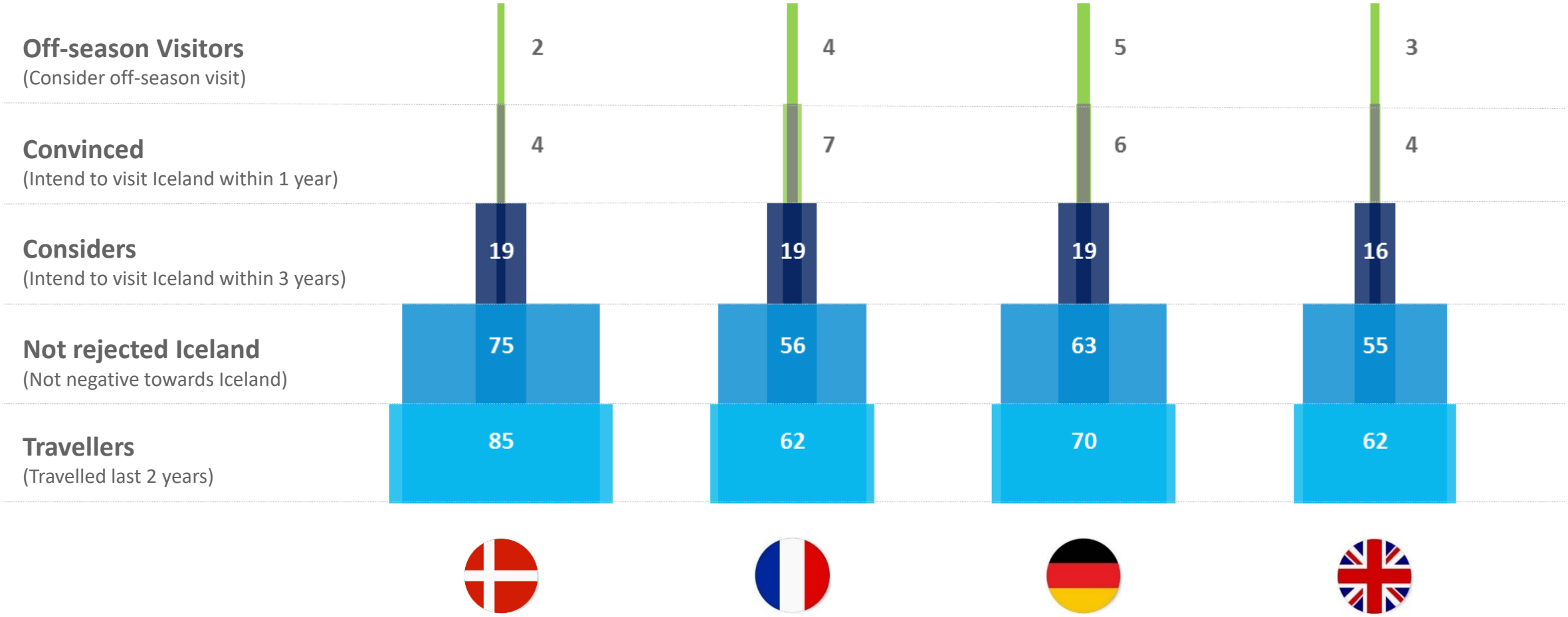
Percentage "Intend to visit within three years"



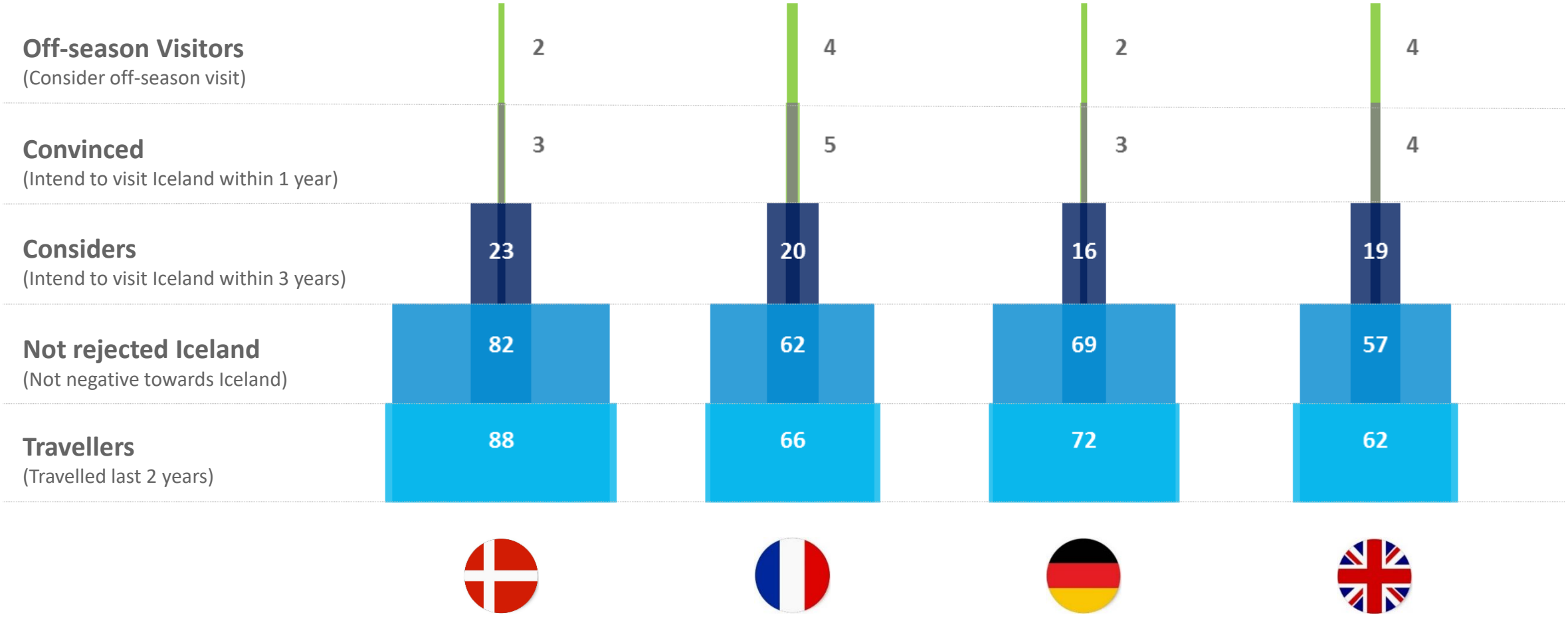
When, if ever, do you intend to visit the following countries

Response distribution

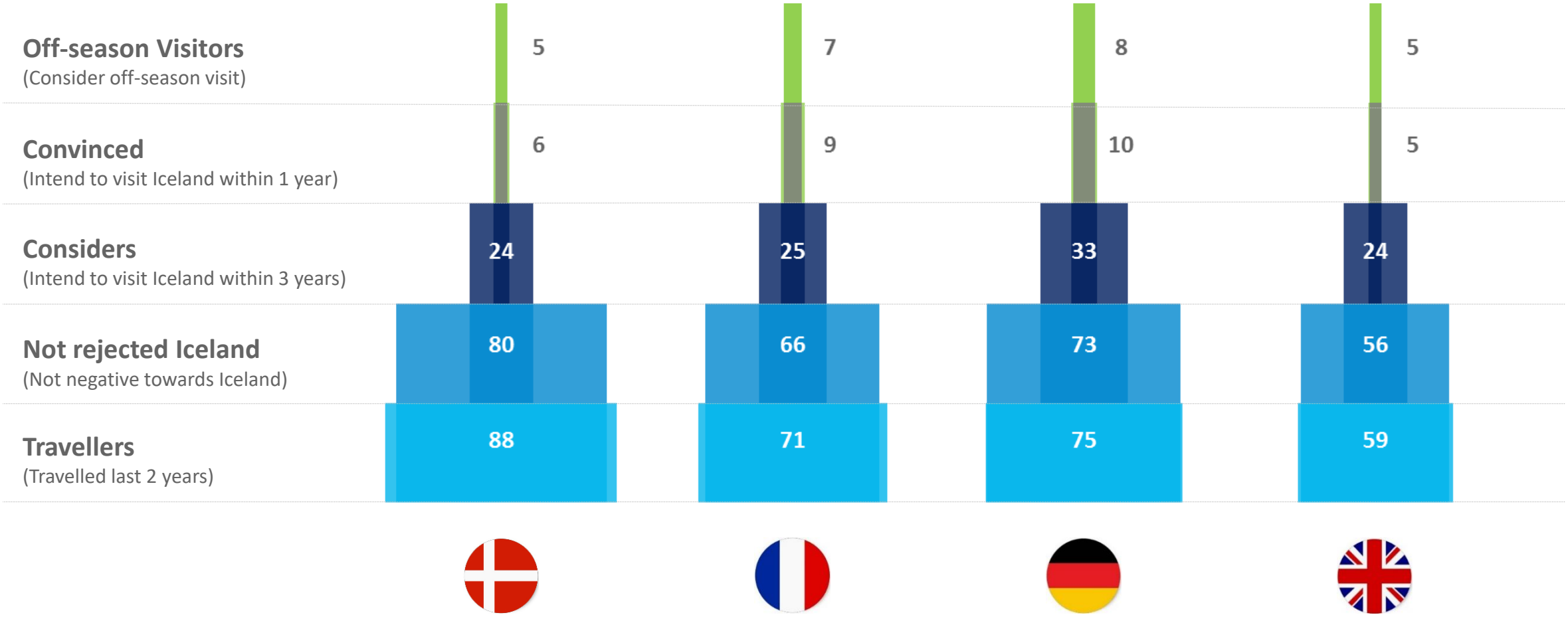




Pyramids are stacked cumulatively so that a positive outcome on a lower level is required to be counted on the next level.



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



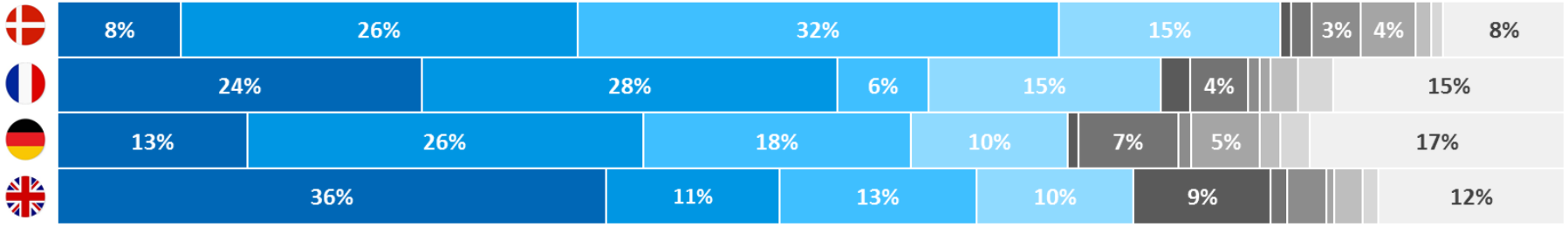
Pyramids are stacked cumulatively so that a positive outcome on a lower level is required to be counted on the next level.

Main Results | Thoughts of Iceland

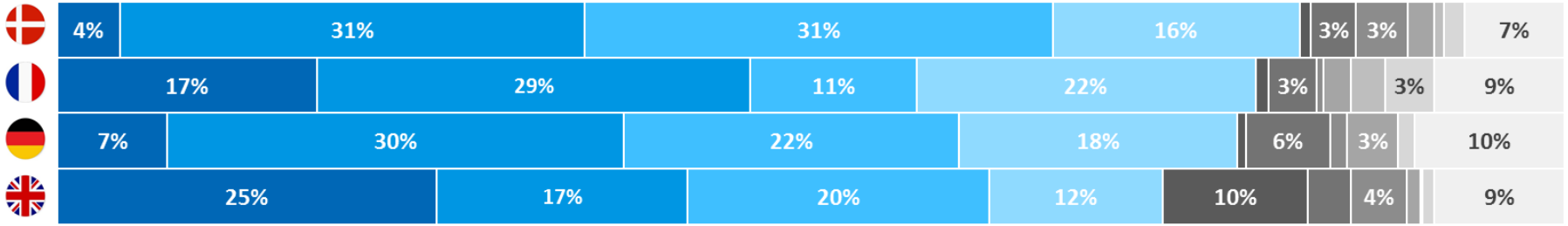
When you think about the country Iceland what comes into your mind?

Categorized Response distribution

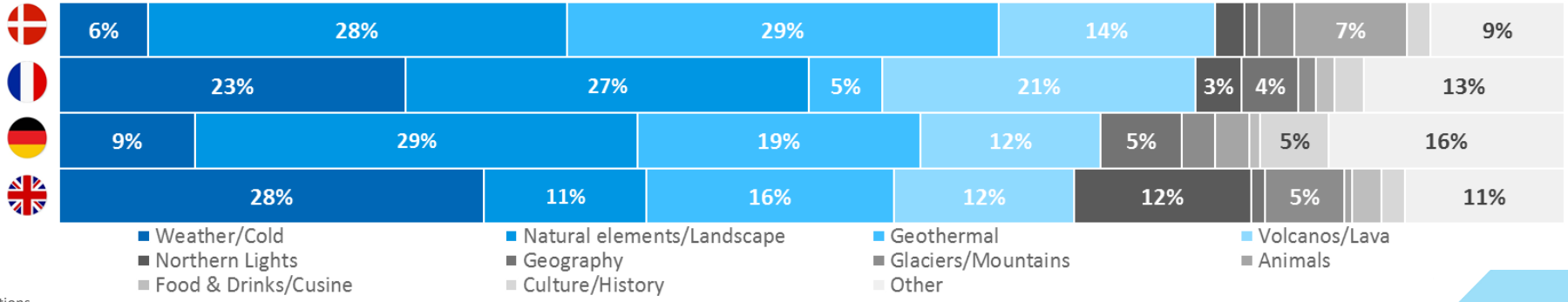
All



Active Traveller

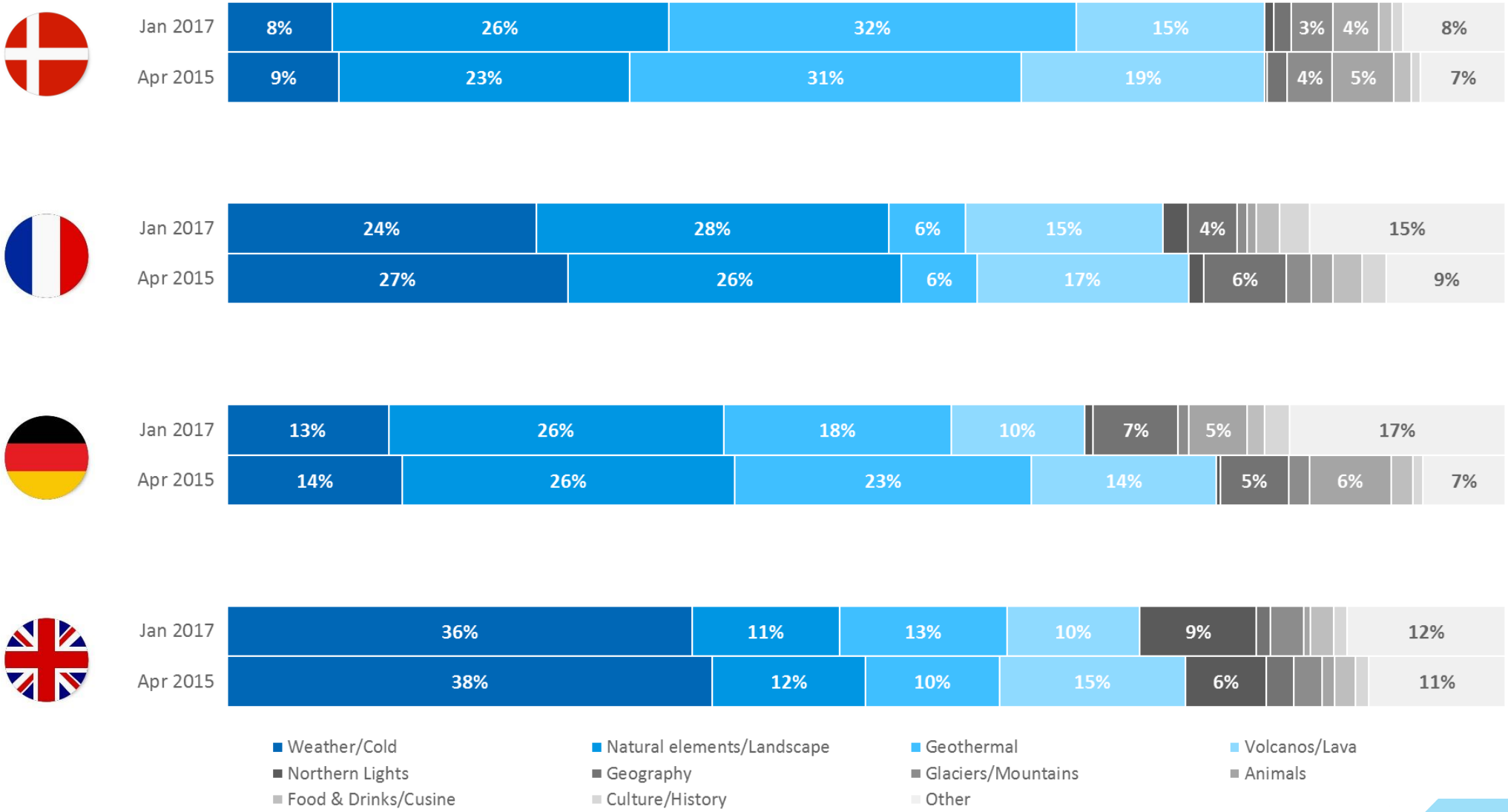


Adventure Traveller



* Open question – First mentioned of up to three mentions

Categorized Response distribution

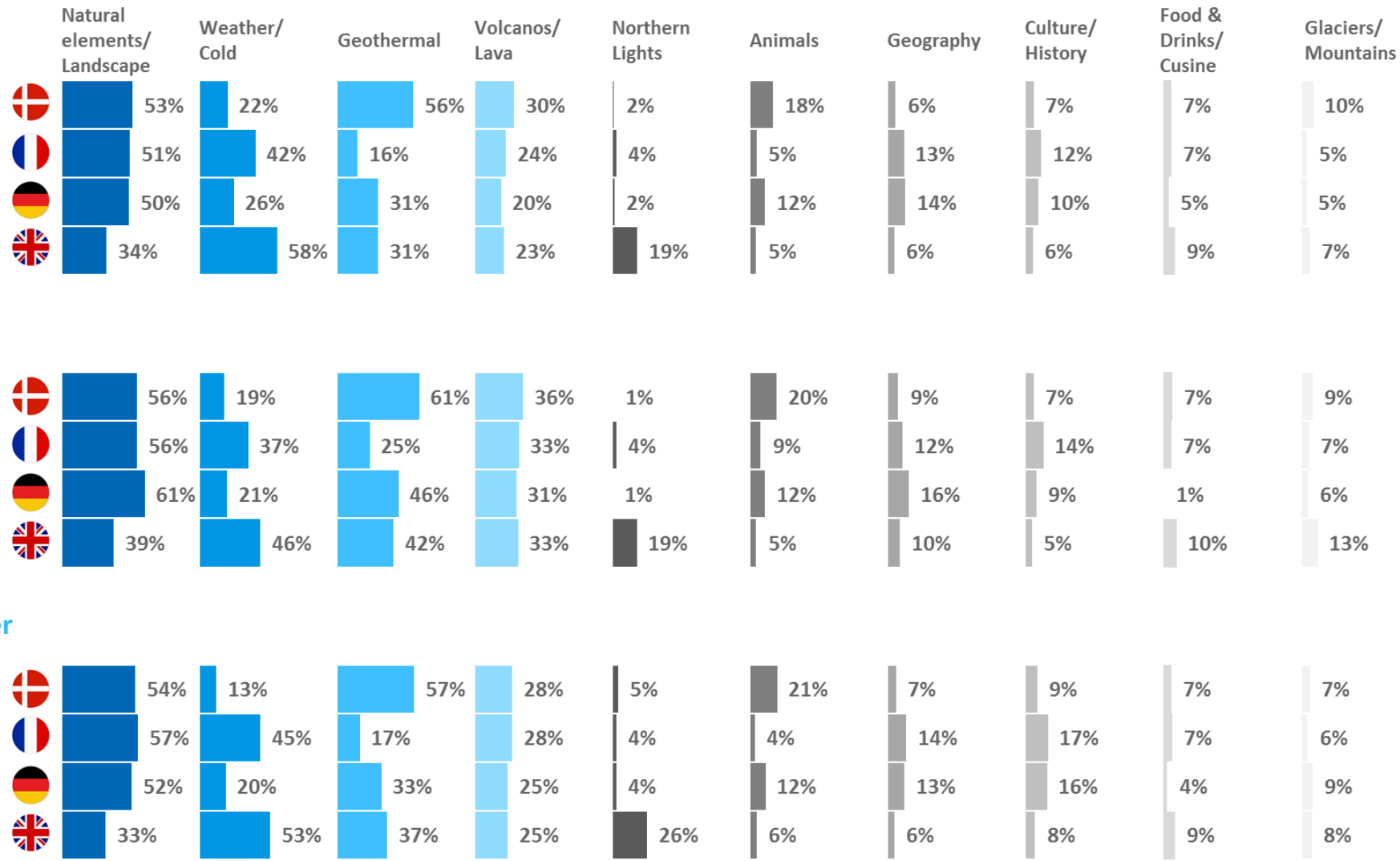


* Open question – First mentioned of up to three mentions

Think about Iceland | All Mentions

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

Categorized Response distribution



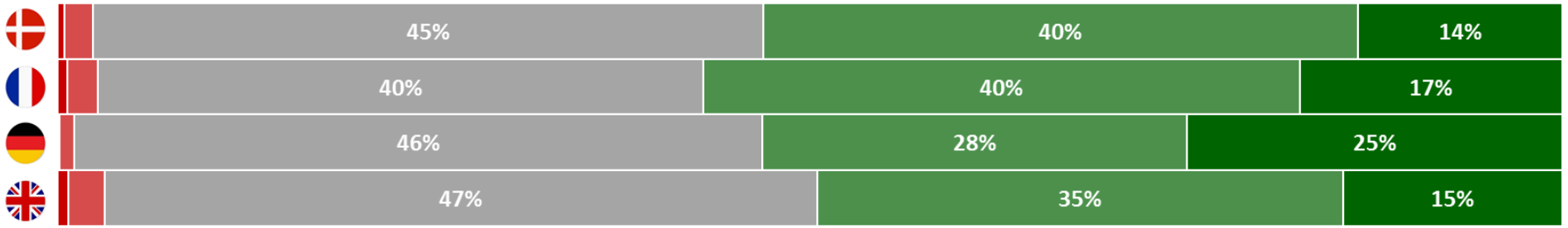
* Open question – Up to three mentions

Positivity towards Icelandic products

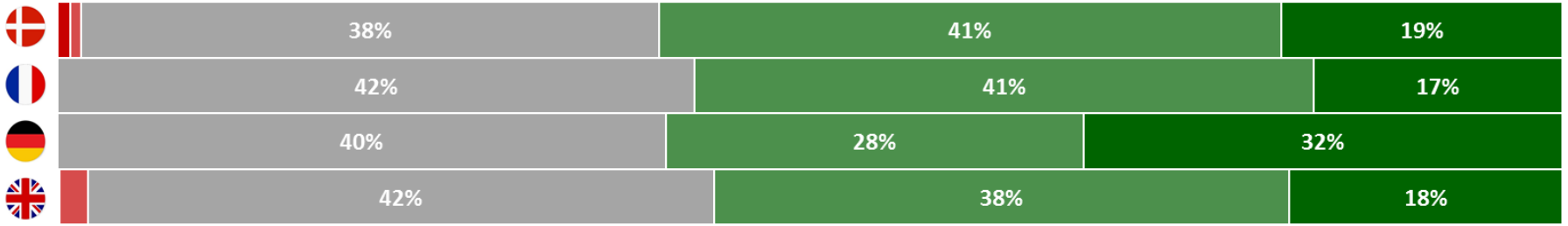
In general, how positive or negative are you towards Icelandic products, services and brands?

Response distribution

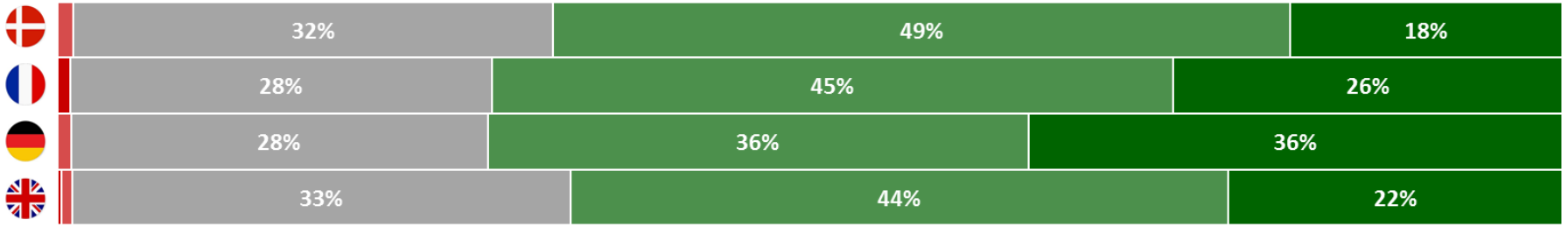
All



Active Traveller



Adventure Traveller

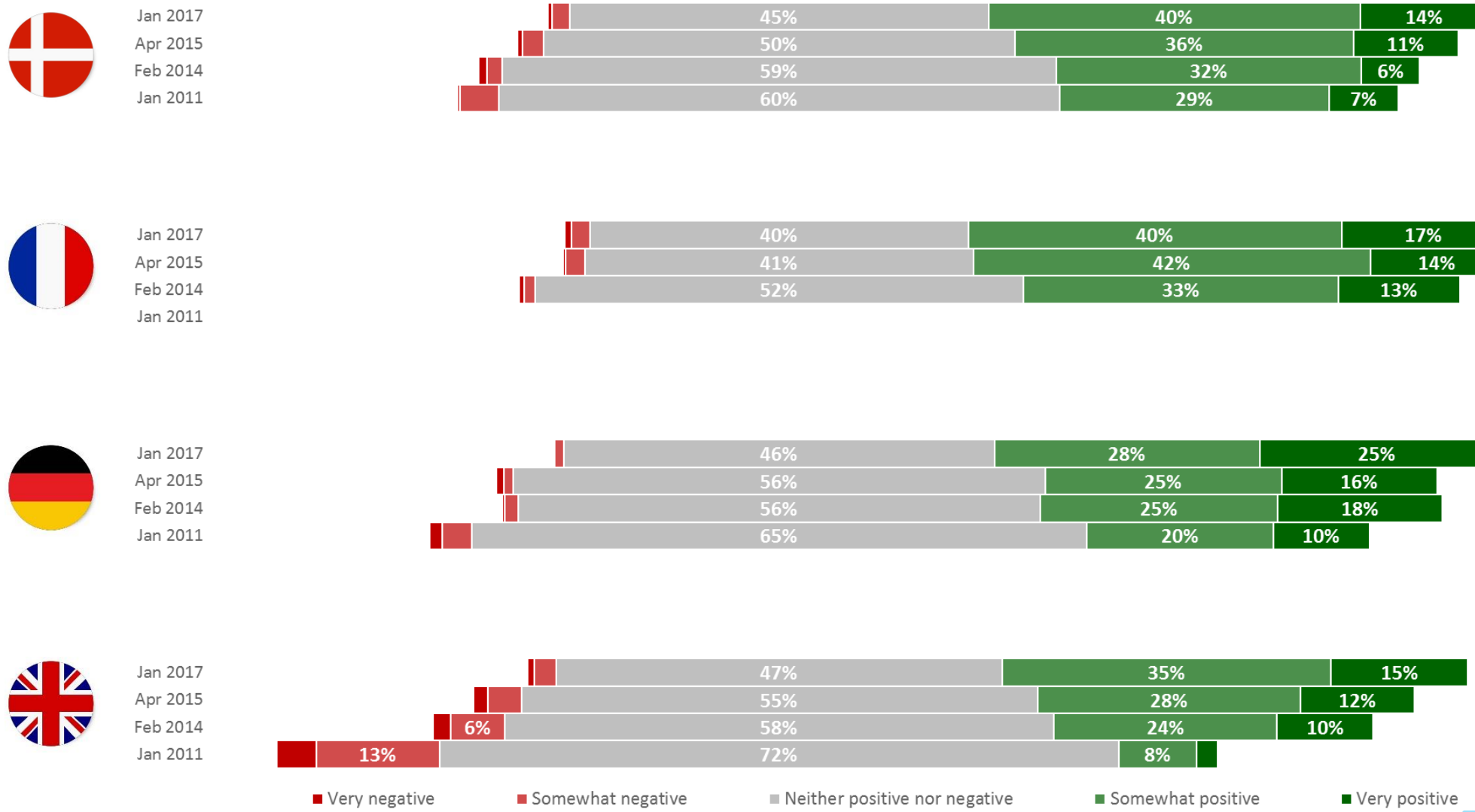


Very negative | Somewhat negative | Neither positive nor negative | Somewhat positive | Very positive

Positivity towards Icelandic products | Development

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

Response distribution

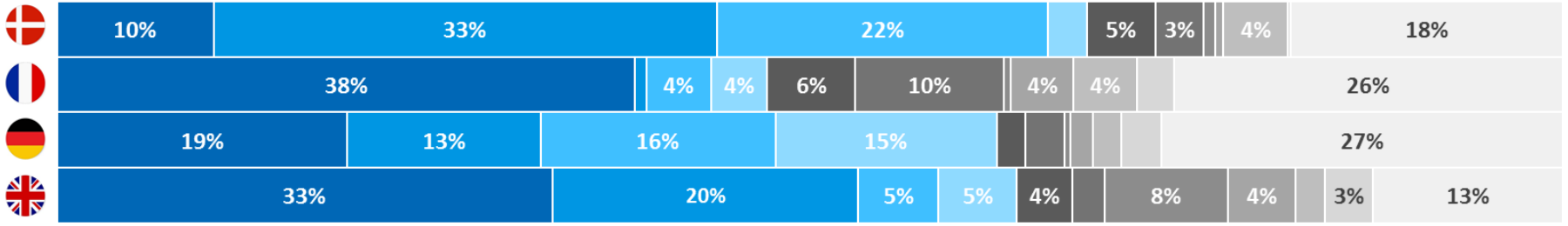


Think of Icelandic products – First mention (Top 10)

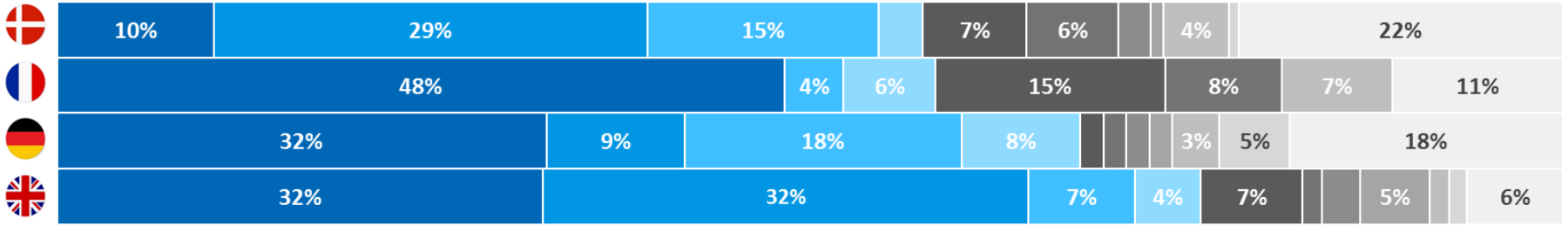
Can you think of any products, services or brands which originate from the country Iceland or you associate with Iceland?*

Categorized response distribution | Top 10 categories

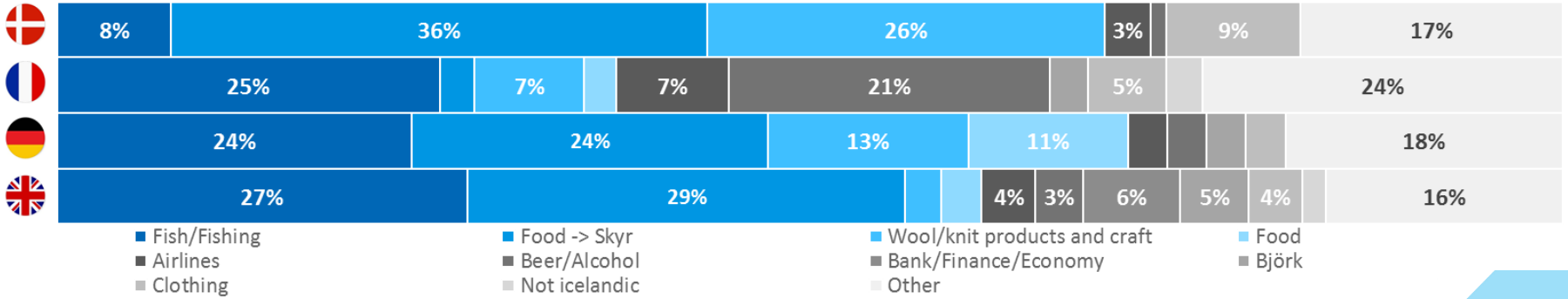
All



Active Traveller



Adventure Traveller

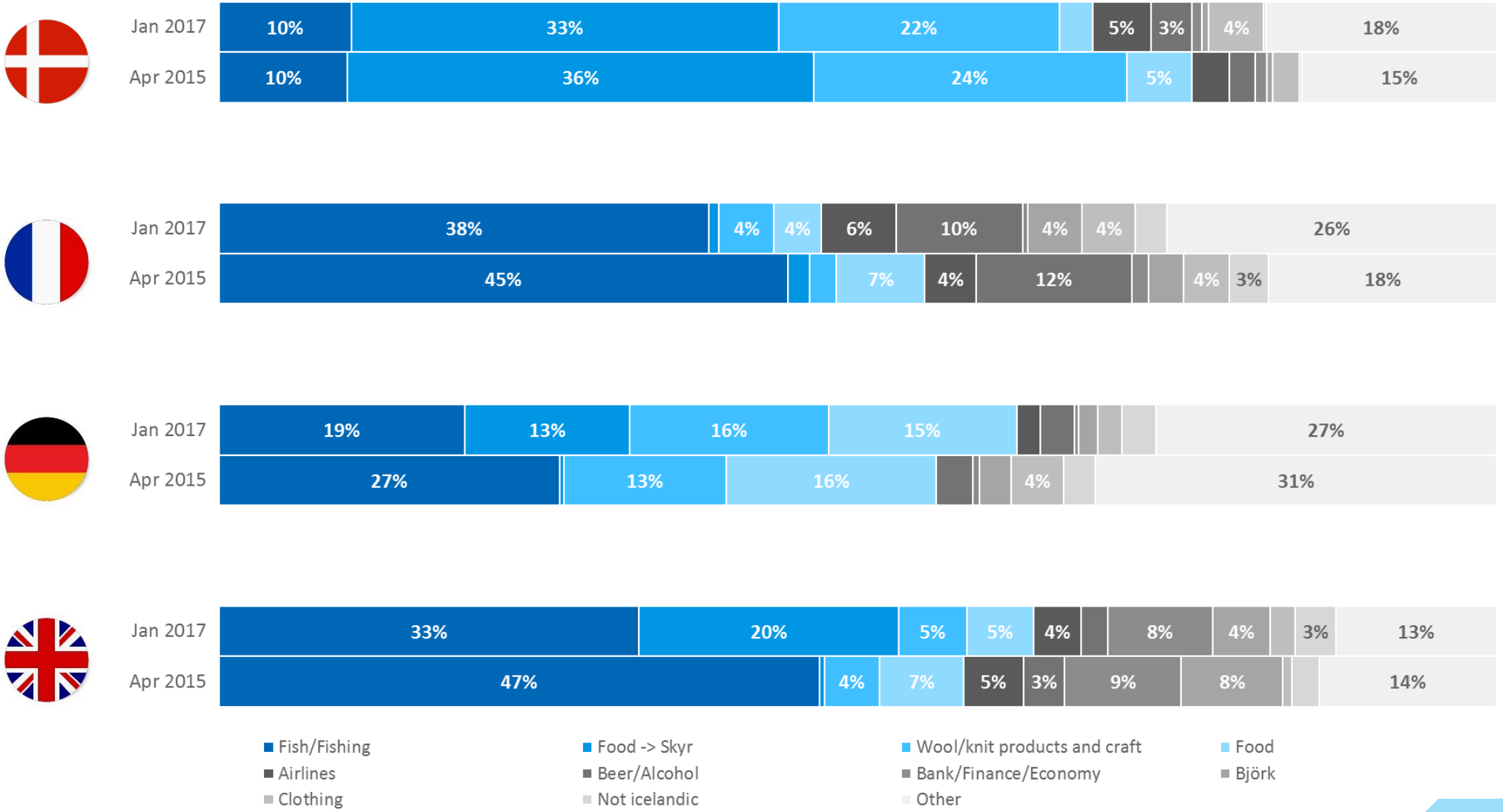


* Open question – First mentioned of up to five mentions

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

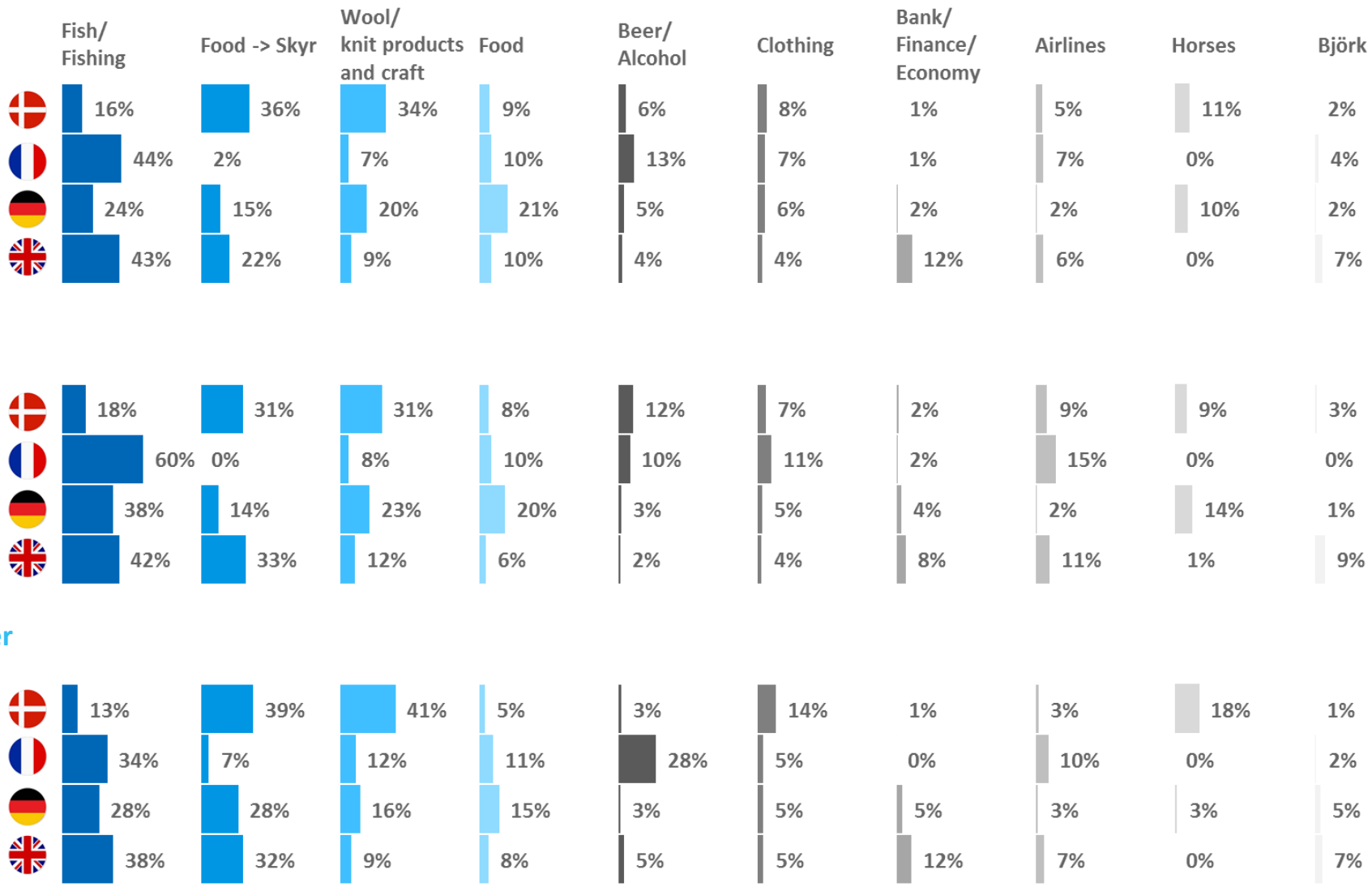


* Open question – First mentioned of up to five mentions

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?*

Categorized response distribution | Top 10 categories

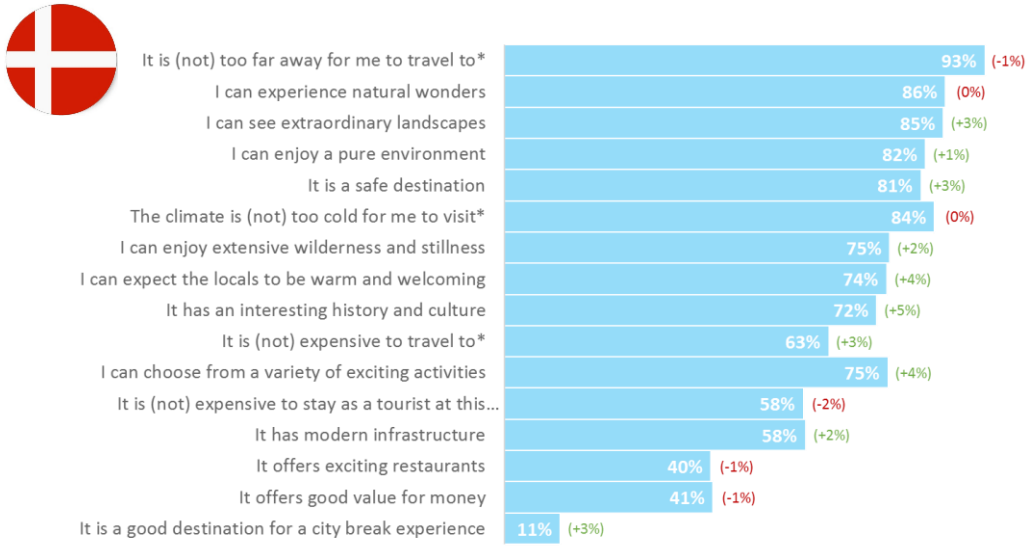


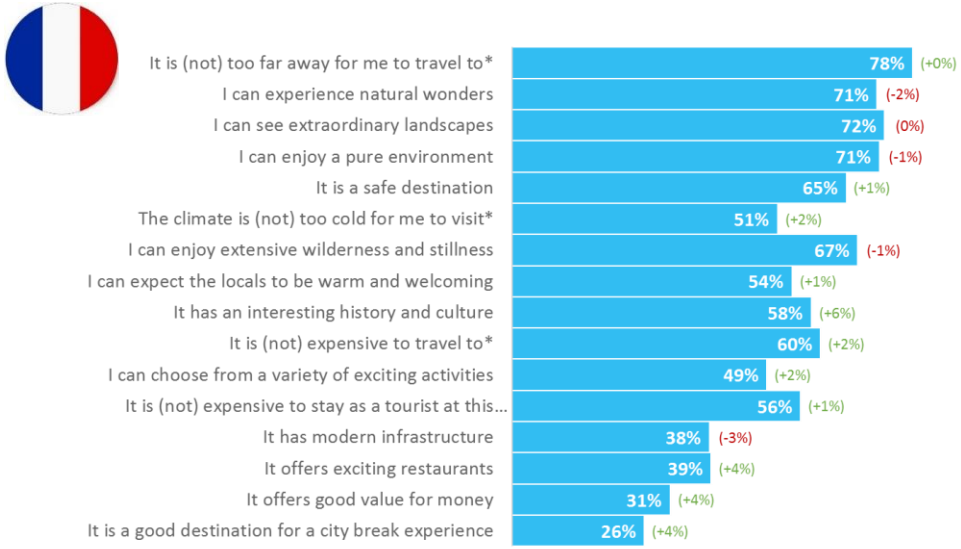
* Open question – Up to five mentions

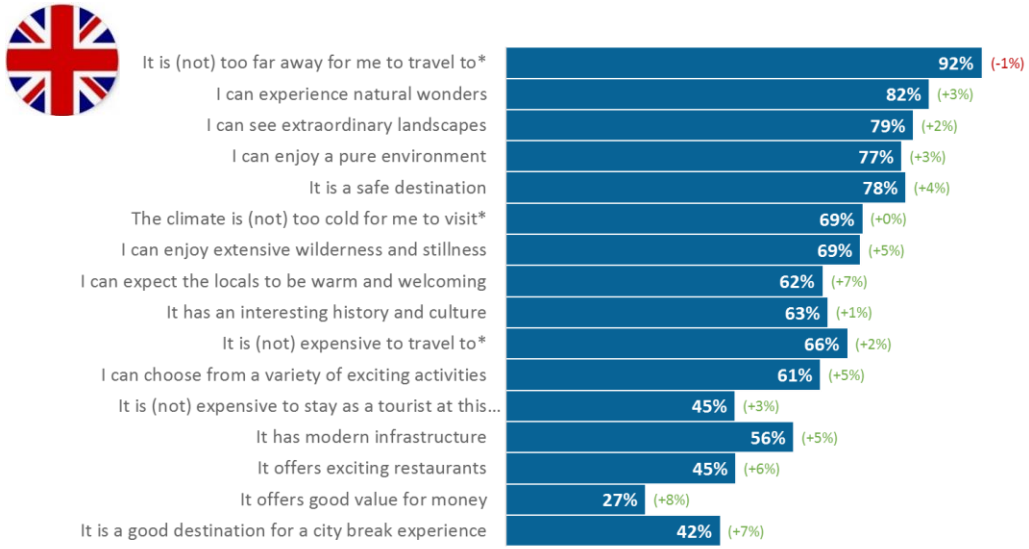
Main Results | Destination Association with Statements

Destination Association with Statements | Iceland as Destination

All respondents



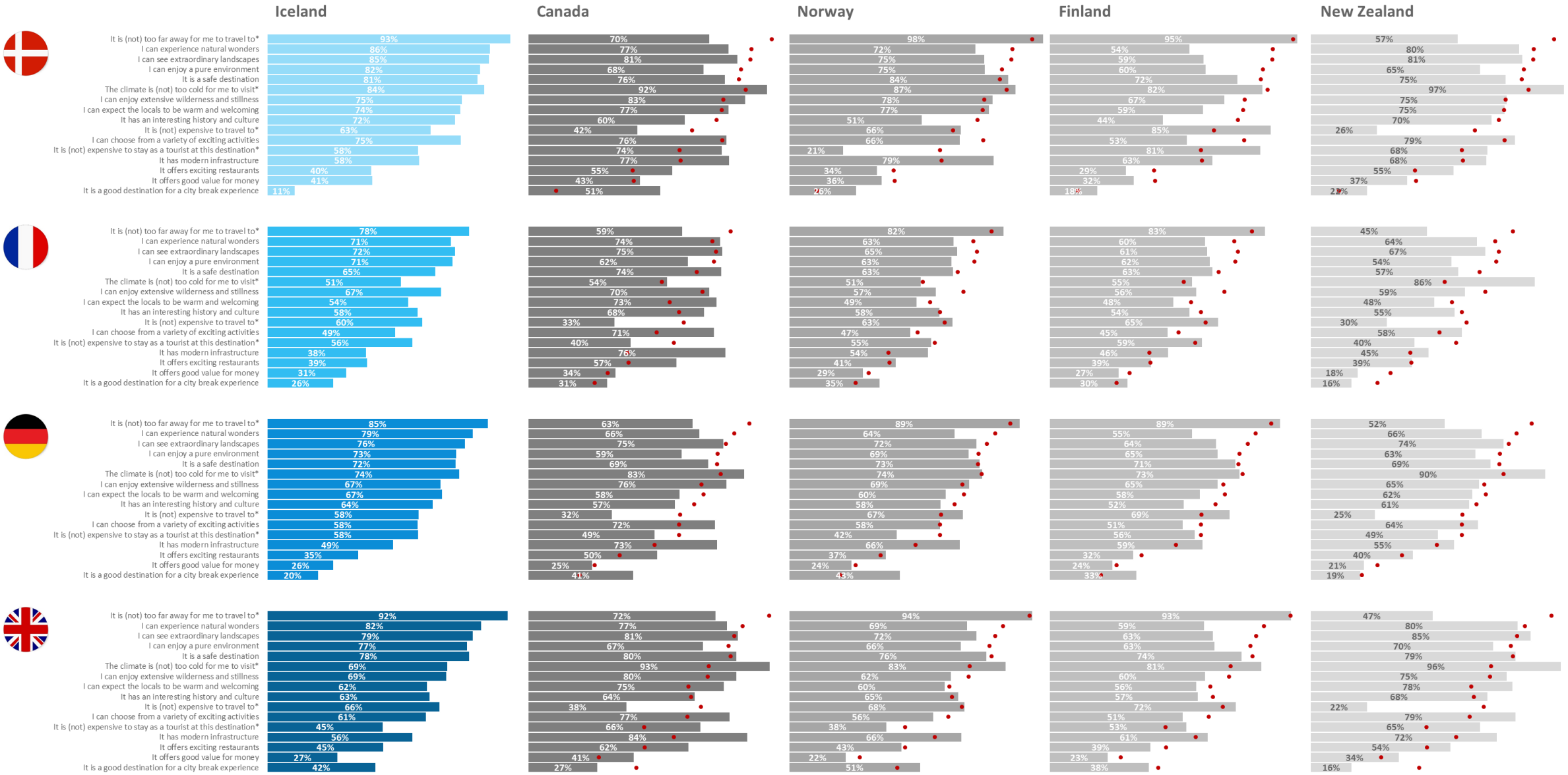




*Negative statement: Answer options reversed (higher score = better)
Note: Numbers in parenthesis show points change since Apr 2015

Destination Association with Statements | Comparision

All respondents

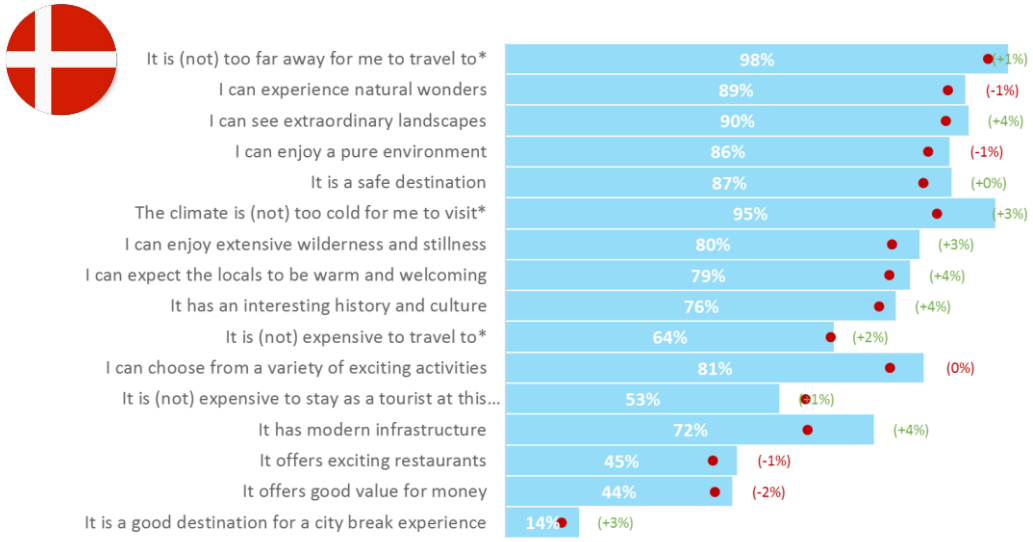


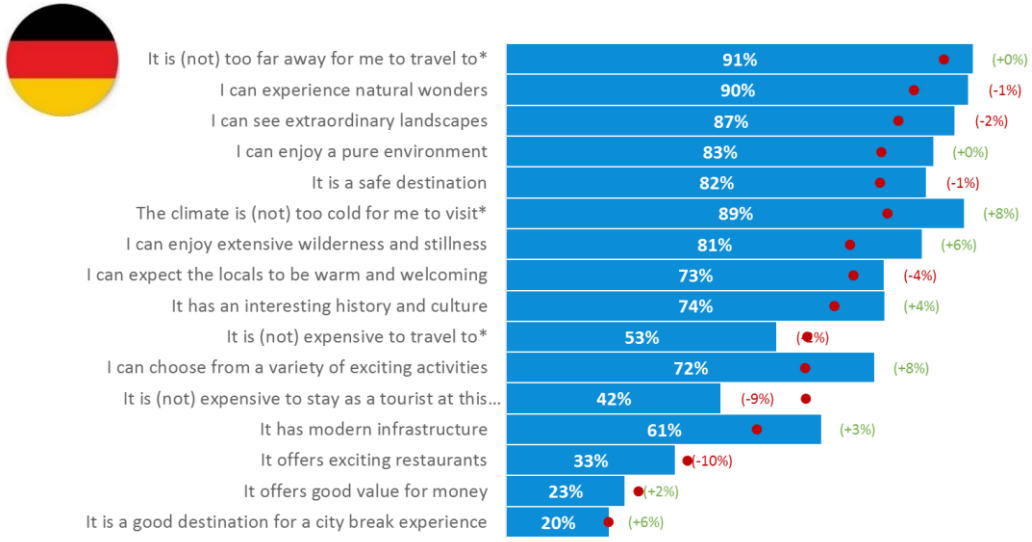
● Iceland performance – All respondents

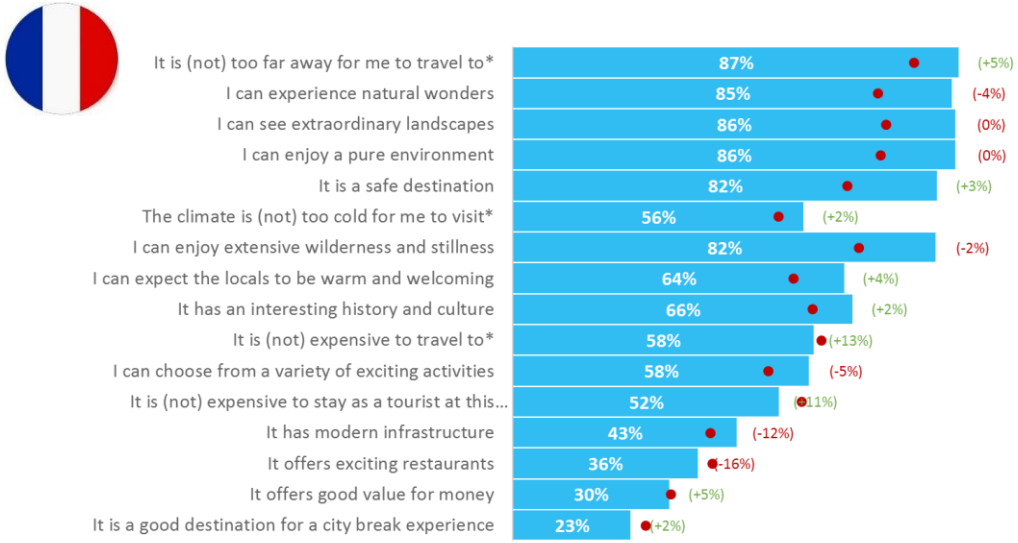
*Negative statement: Answer options reversed (higher score = better)

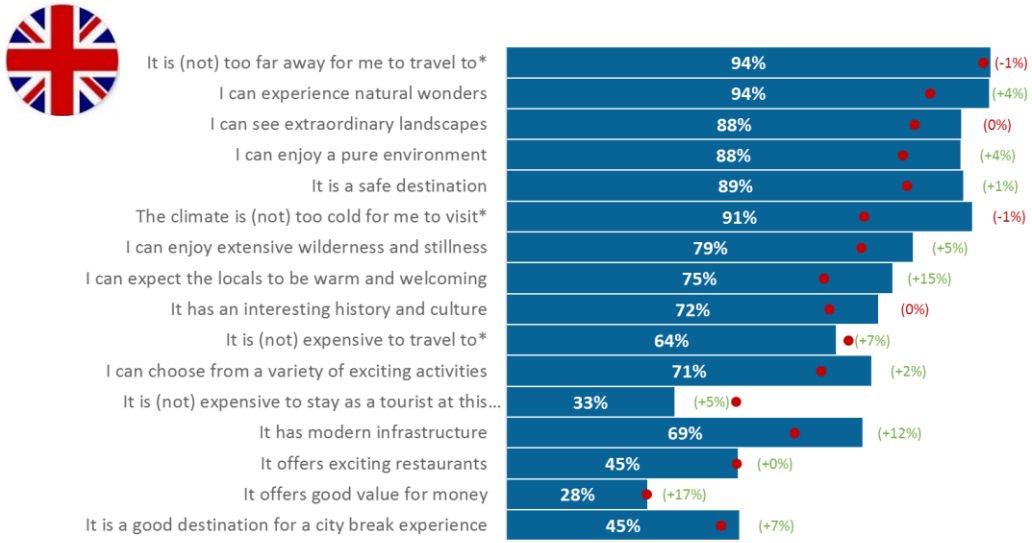
Destination Association with Statements | Iceland as Destination

Active Traveller segment







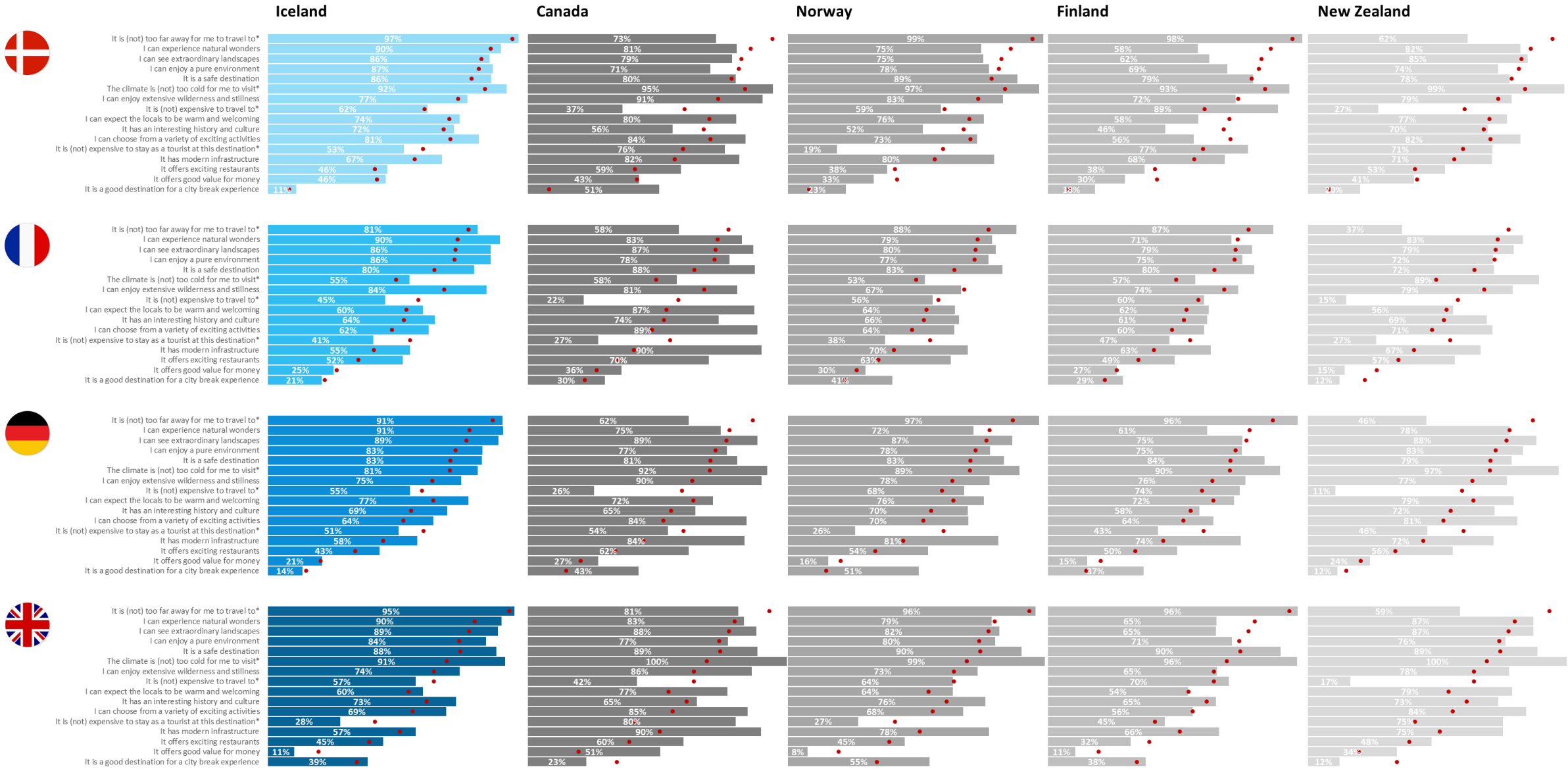


*Negative statement: Answer options reversed (higher score = better)
Note: Numbers in parenthesis show points change since Apr 2015

● Iceland performance – All respondents

Destination Association with Statements | Comparison

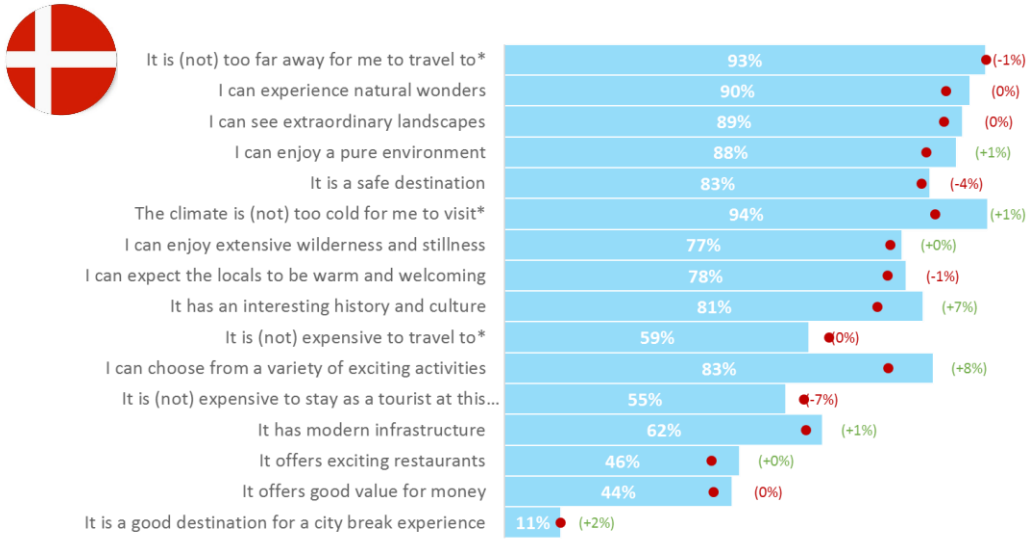
Active Traveller segment

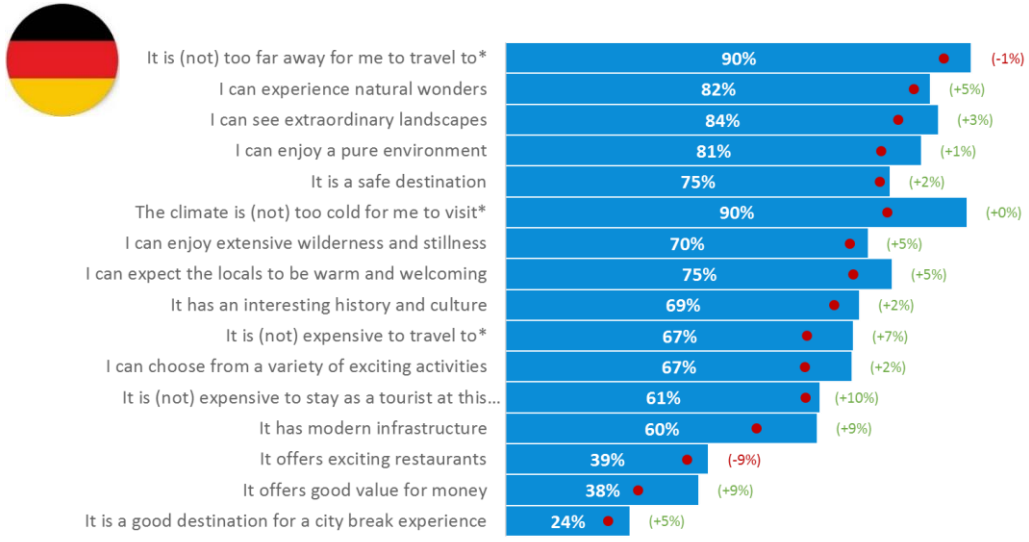


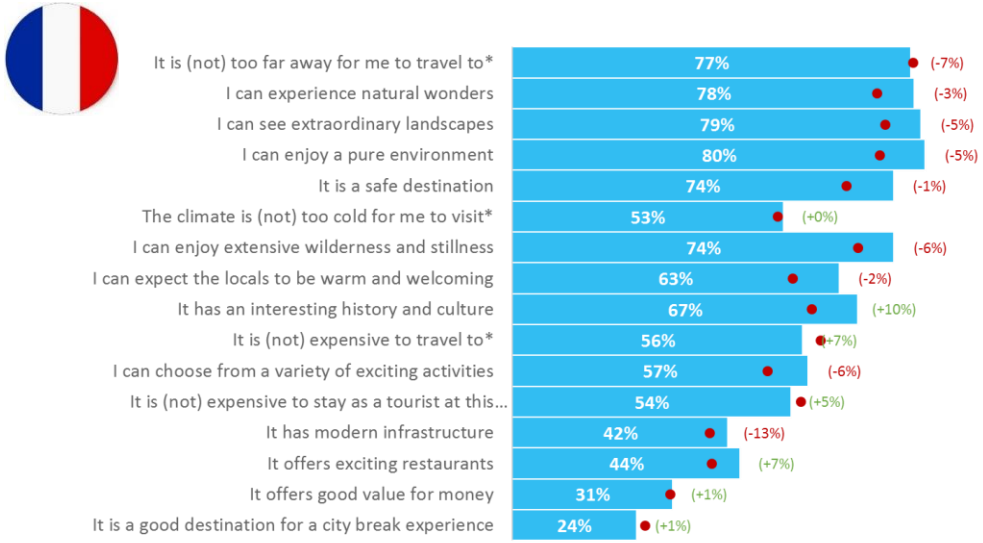
*Negative statement: Answer options reversed (higher score = better)

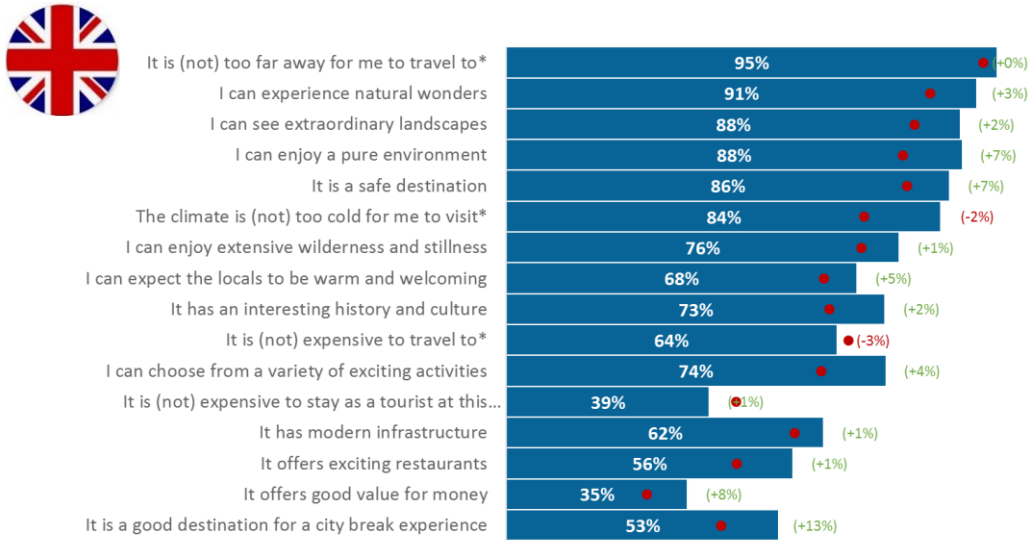
Destination Association with Statements | Iceland as Destination

Adventure Traveller segment







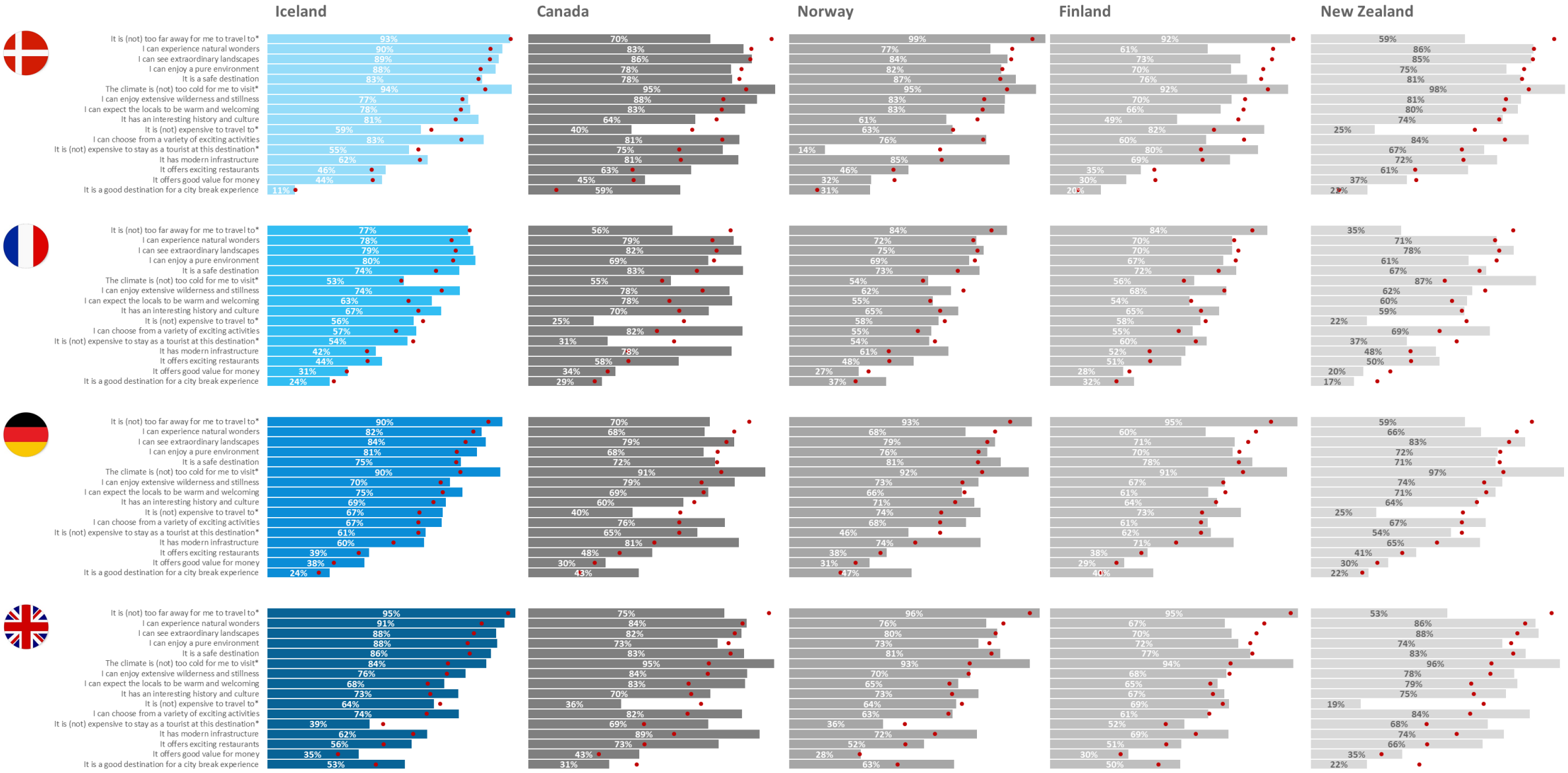


*Negative statement: Answer options reversed (higher score = better)
Note: Numbers in parenthesis show points change since Apr 2015

● Iceland performance – All respondents

Destination Assocation with Statements | Comparison

Adventure Traveller segment



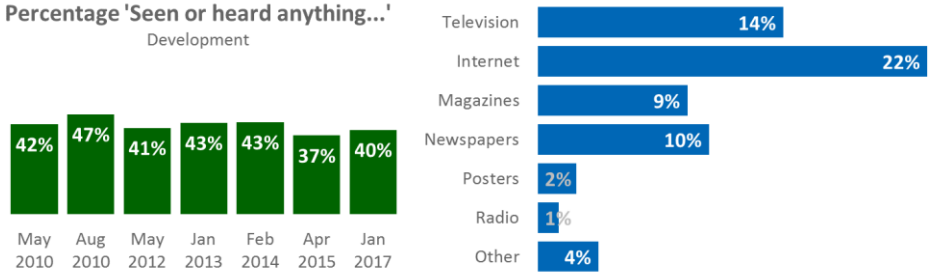
Iceland performance – All respondents

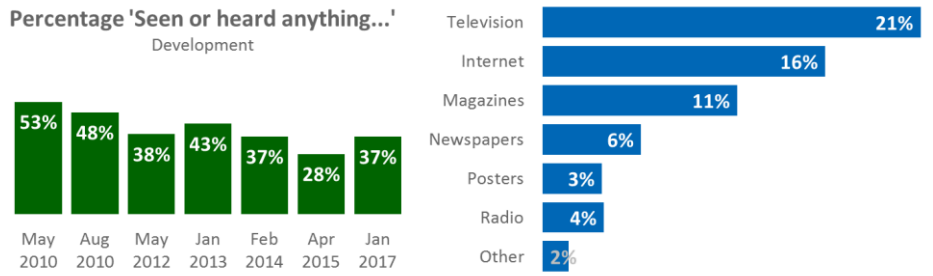
*Negative statement: Answer options reversed (higher score = better)

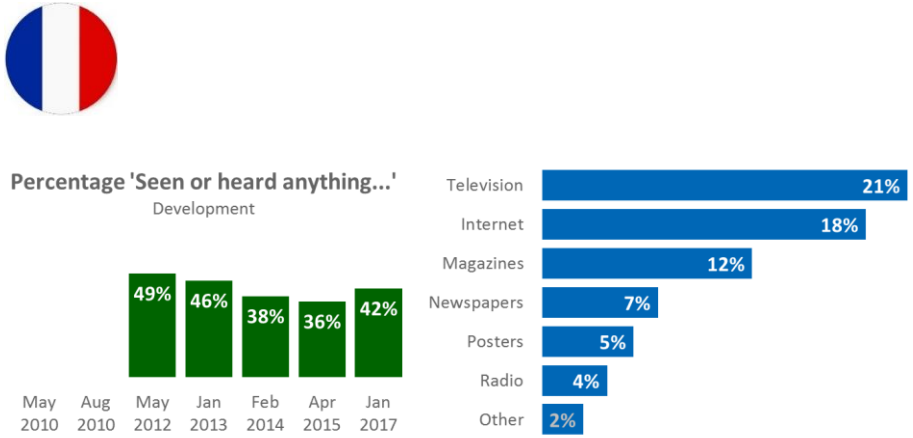
Main Results | Advertising and Media Coverage

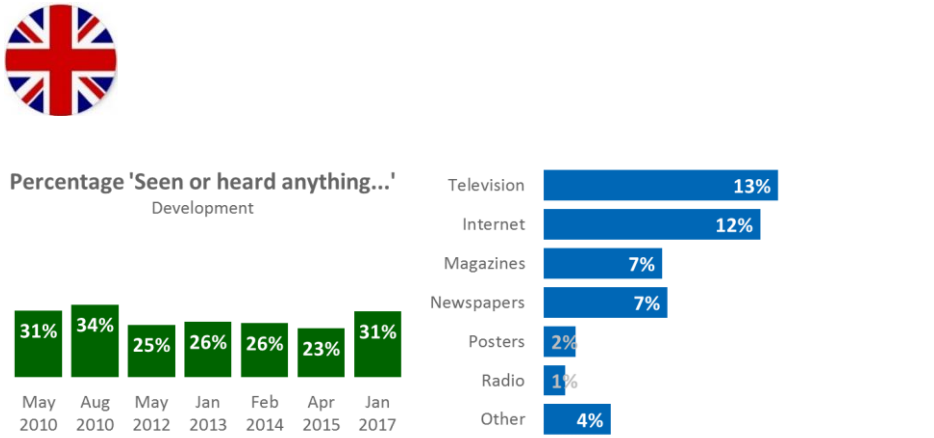
Advertising and Media Coverage | Iceland as travel destination

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



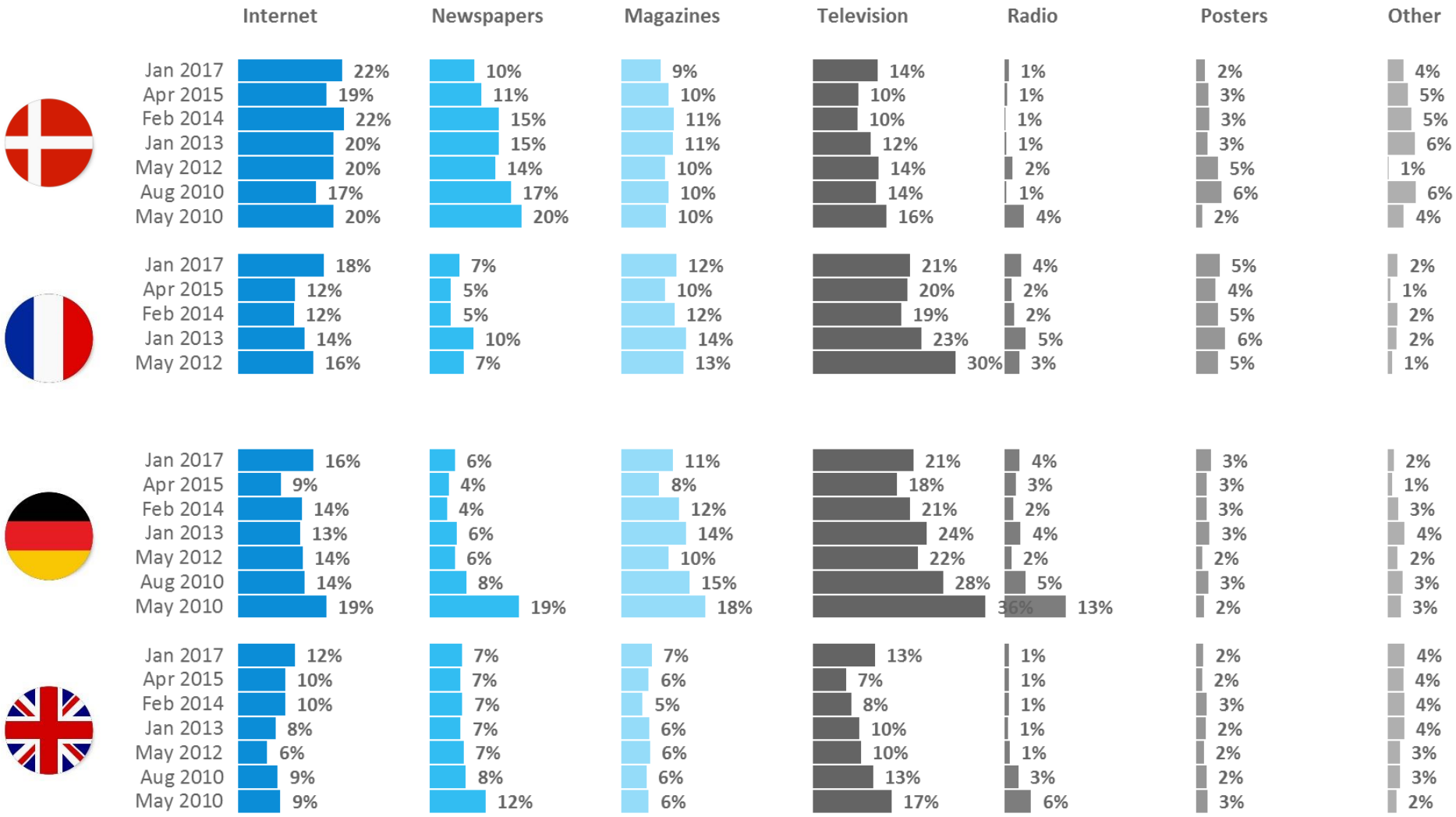






Have you seen or heard anything about Iceland as a travel destination through advertising or media coverage during the last six months?

Response distribution

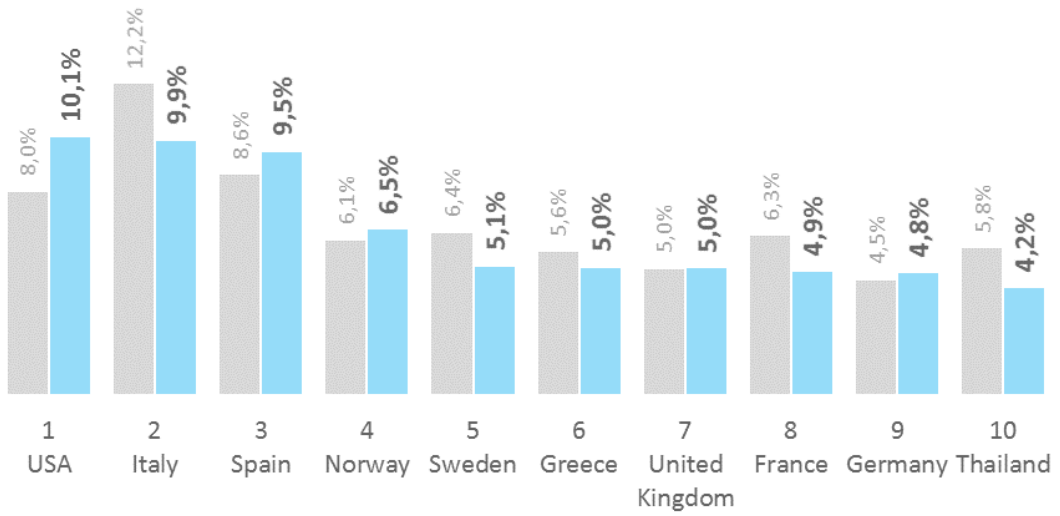


Detailed Results | Denmark

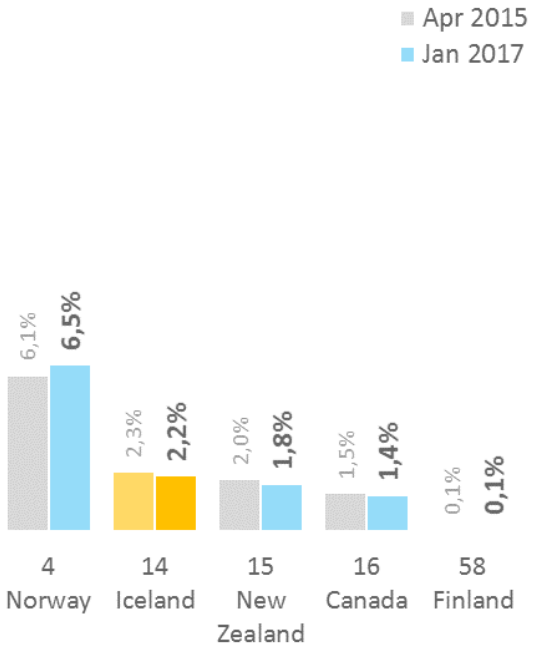
CATEGORIZED RESPONSE DISTRIBUTION

(First of up to three mentions)

Top 10 mentions



Comparason countries



Top 10 Answers	Count	Pct.%	Conf.lim +/-
USA	97	10,1%	1,9%
Italy	96	9,9%	1,9%
Spain	92	9,5%	1,9%
Norway	62	6,5%	1,6%
Sweden	49	5,1%	1,4%
Greece	48	5,0%	1,4%
United Kingdom	48	5,0%	1,4%
France	47	4,9%	1,4%
Germany	46	4,8%	1,4%
Thailand	41	4,2%	1,3%

Comparison countries			
Norway	62	6,5%	1,6%
Iceland	21	2,2%	0,9%
New Zealand	18	1,8%	0,8%
Canada	14	1,4%	0,7%
Finland	1	0,1%	0,2%

Answered	963	95,7%	
Did not answer	43	4,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

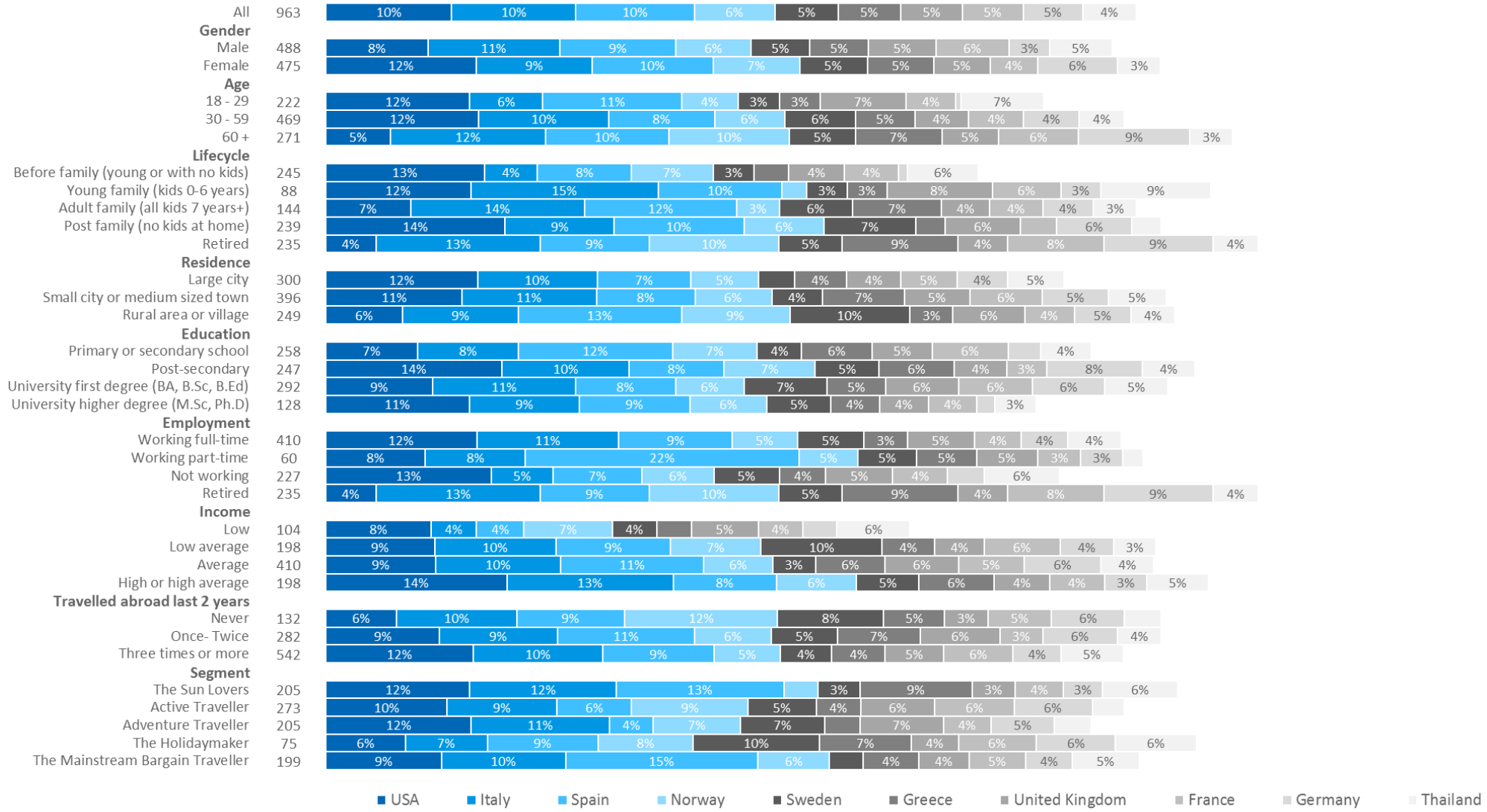
*Asked: All respondents
** Excluding respondents own country

[Q1_1] Which countries come to mind when you think about travel destinations to experience both nature and culture?

First mention | Denmark

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

(First of up to three mentions)

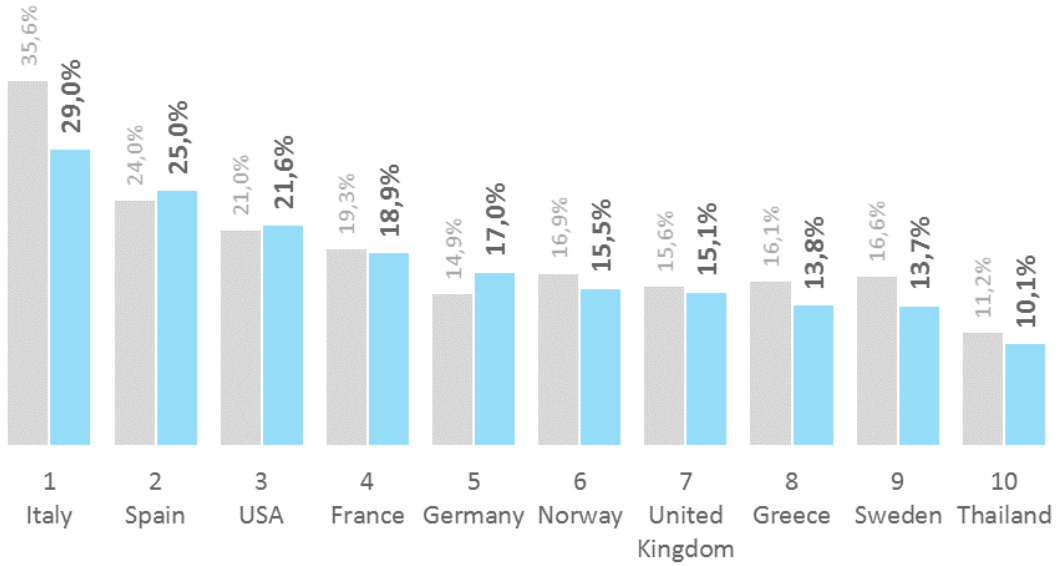


*Asked: All respondents
** Excluding respondents own country

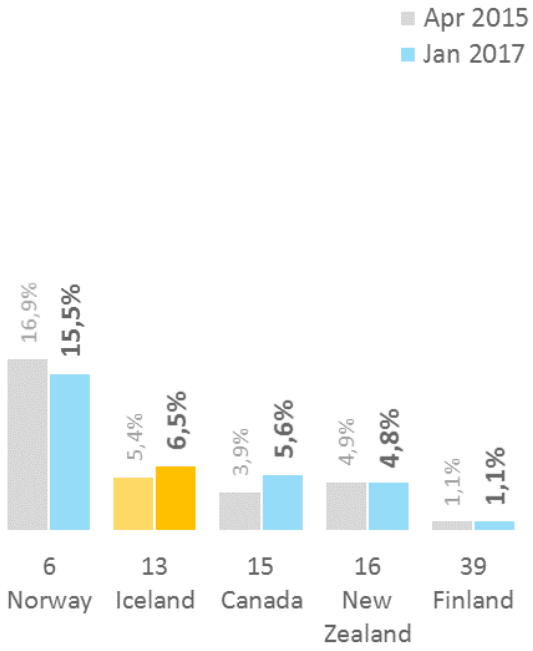
CATEGORIZED RESPONSE DISTRIBUTION

(Up to three mentions)

Top 10 mentions



Comparason countries



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Italy	285	29,0%	2,8%
Spain	246	25,0%	2,7%
USA	212	21,6%	2,6%
France	186	18,9%	2,4%
Germany	167	17,0%	2,3%
Norway	152	15,5%	2,3%
United Kingdom	148	15,1%	2,2%
Greece	136	13,8%	2,2%
Sweden	135	13,7%	2,2%
Thailand	99	10,1%	1,9%

Comparison countries			
Norway	152	15,5%	2,3%
Iceland	64	6,5%	1,5%
Canada	55	5,6%	1,4%
New Zealand	47	4,8%	1,3%
Finland	11	1,1%	0,7%

Answered	983	97,7%	
Did not answer	23	2,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents
** Excluding respondents own country

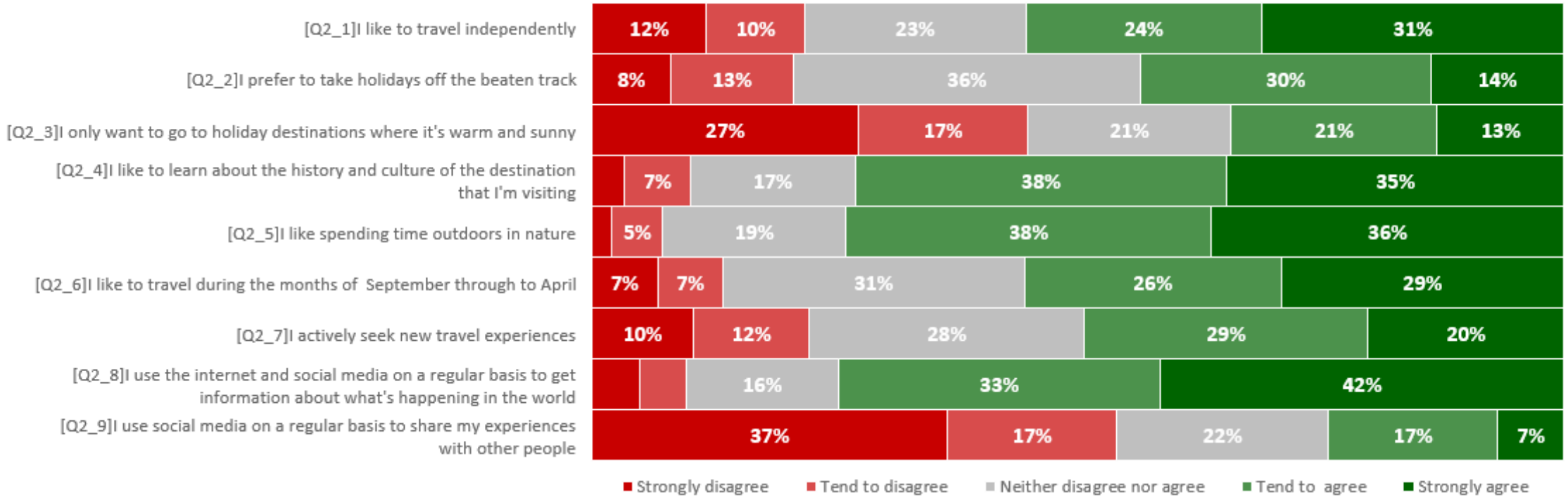
CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

(Up to three 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	493	31%	23%	19%	20%	16%	14%	17%	14%	13%	12%
Female	490	27%	27%	24%	18%	18%	17%	14%	14%	15%	8%
Age											
18 - 29	232	20%	25%	27%	14%	6%	12%	13%	8%	9%	13%
30 - 59	479	30%	23%	25%	20%	17%	15%	15%	15%	15%	10%
60 +	272	35%	30%	12%	21%	27%	19%	17%	17%	17%	8%
Lifecycle											
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	305	28%	22%	25%	26%	13%	11%	13%	12%	12%	13%
Small city or medium sized town	405	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											
Primary or secondary school	264	26%	27%	21%	16%	12%	18%	13%	15%	10%	12%
Post-secondary	254	30%	28%	22%	18%	19%	16%	16%	14%	16%	9%
University first degree (BA, B.Sc, B.Ed)	296	33%	24%	21%	21%	20%	15%	15%	15%	15%	12%
University higher degree (M.Sc, Ph.D)	131	26%	17%	25%	26%	16%	13%	17%	8%	15%	4%
Employment											
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											
Low	104	20%	21%	19%	12%	9%	16%	11%	11%	9%	15%
Low average	206	25%	22%	16%	15%	16%	20%	17%	15%	19%	8%
Average	416	32%	28%	21%	20%	21%	13%	16%	15%	13%	11%
High or high average	199	34%	27%	31%	26%	13%	14%	15%	13%	13%	9%
Travelled abroad last 2 years											
Never	134	27%	25%	18%	16%	16%	24%	21%	8%	22%	7%
Once- Twice	290	26%	24%	16%	16%	18%	16%	16%	20%	13%	9%
Three times or more	552	31%	26%	25%	22%	17%	13%	13%	12%	12%	12%
Segment											
The Sun Lovers	207	29%	36%	20%	19%	11%	10%	12%	23%	9%	16%
Active Traveller	276	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

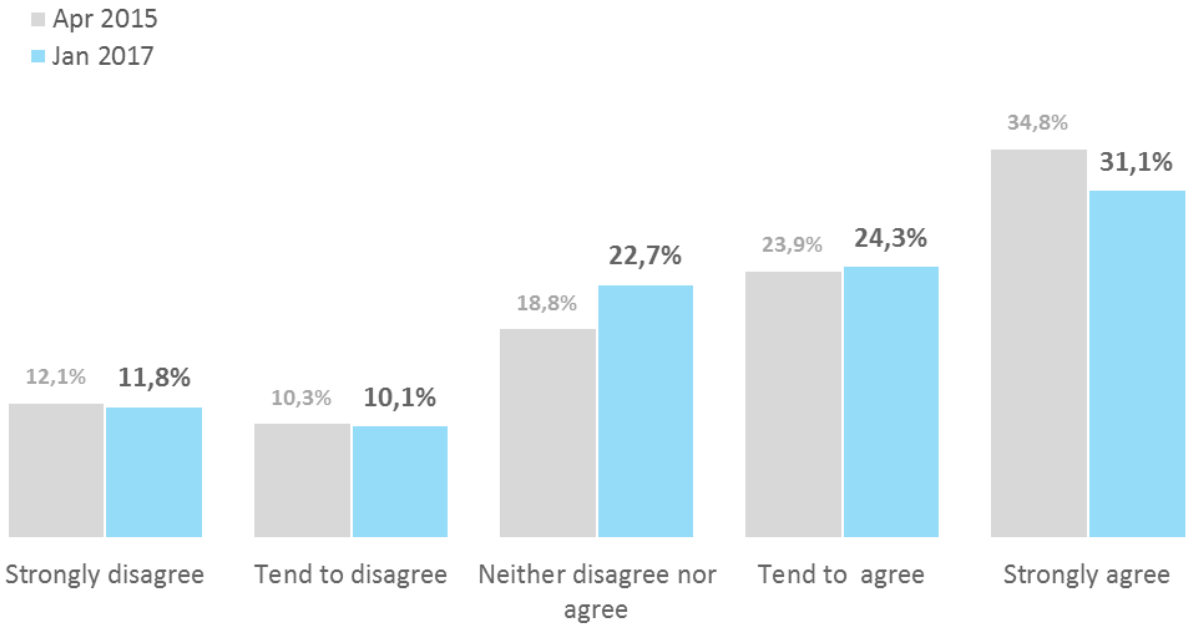


[Q2_1] I like to travel independently

Denmark

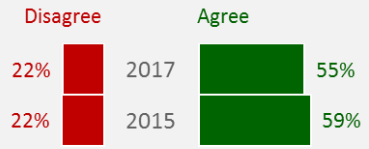
AVERAGE

RESPONSE DISTRIBUTION

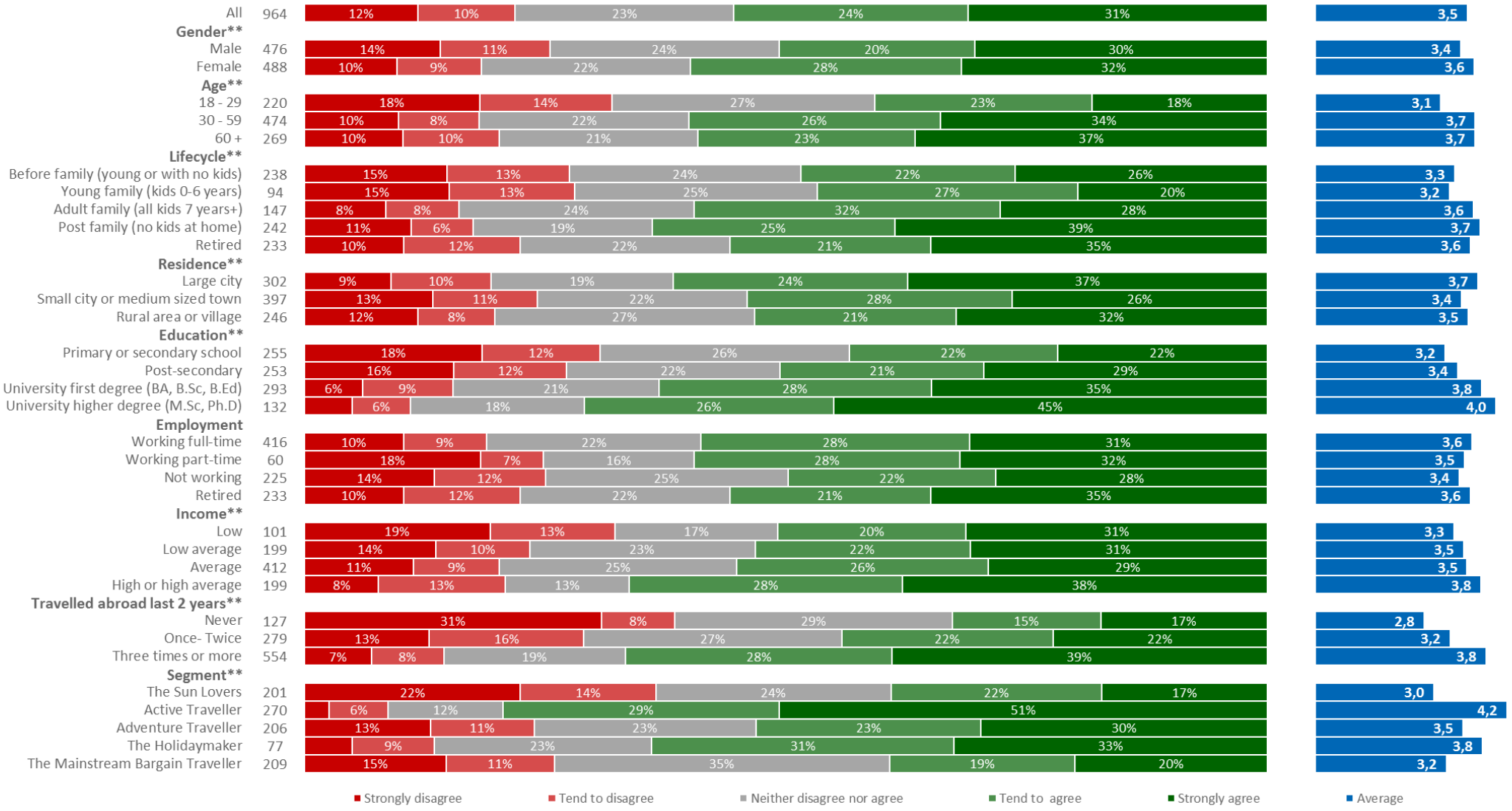


*Asked: All respondents

Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	114	11,8%	2,0%
2 - Tend to disagree	97	10,1%	1,9%
3 - Neither disagree nor agree	219	22,7%	2,6%
4 - Tend to agree	234	24,3%	2,7%
5 - Strongly agree	299	31,1%	2,9%
Total	964	100%	
Answered	964	95,8%	
Did not answer	42	4,2%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



RESPONSE DISTRIBUTION | CROSS SPLITS



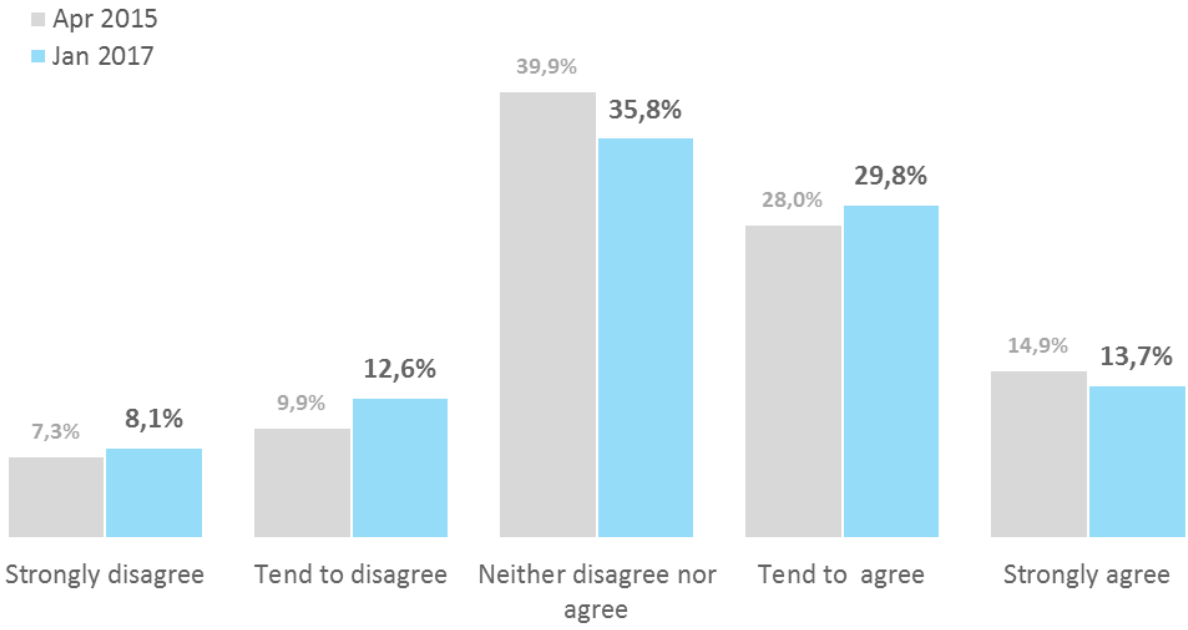
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q2_2] I prefer to take holidays off the beaten track

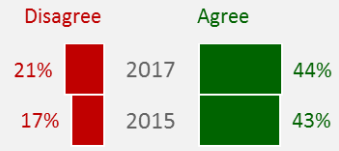
Denmark

AVERAGE

RESPONSE DISTRIBUTION

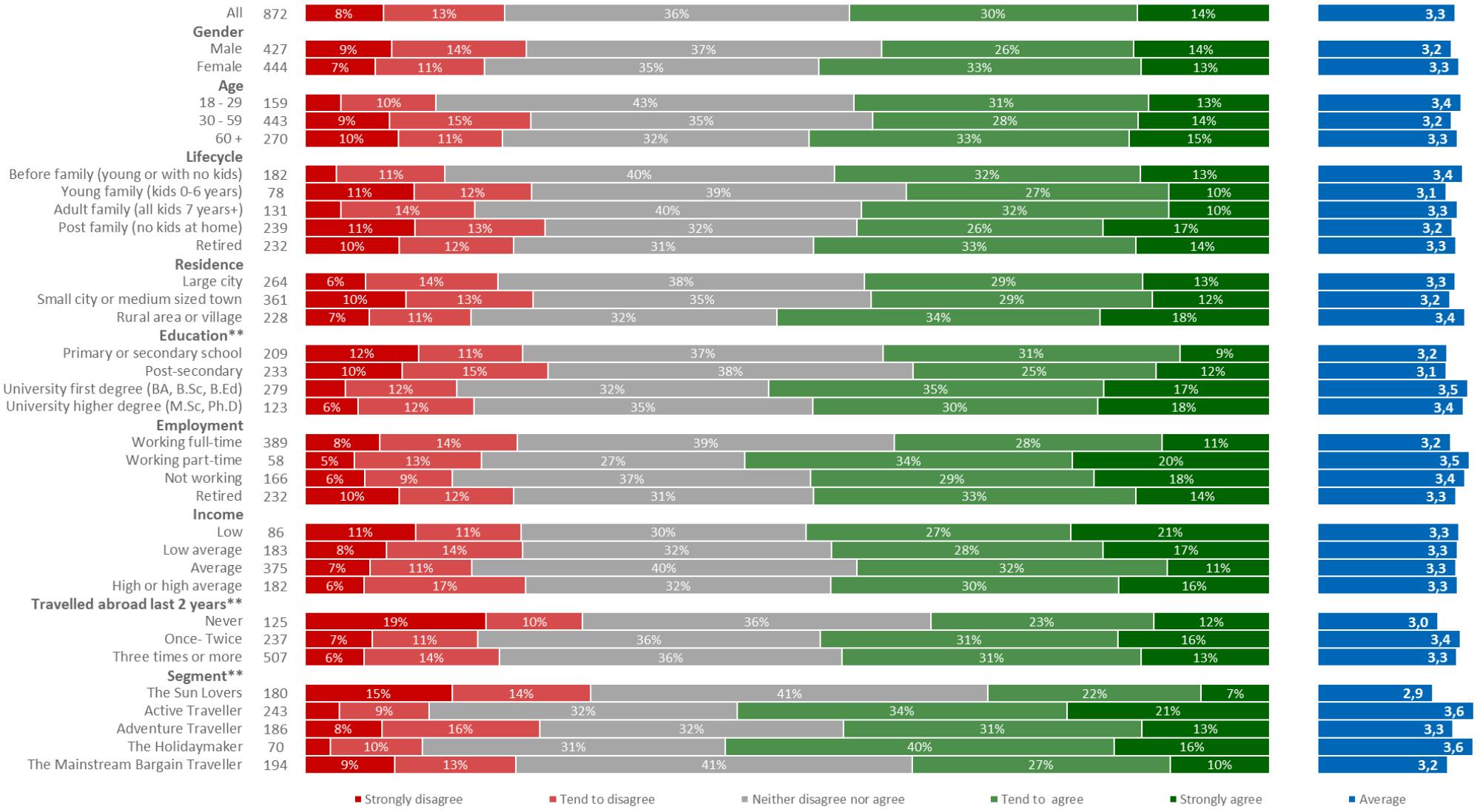


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	71	8,1%	1,8%
2 - Tend to disagree	110	12,6%	2,2%
3 - Neither disagree nor agree	312	35,8%	3,2%
4 - Tend to agree	260	29,8%	3,0%
5 - Strongly agree	119	13,7%	2,3%
Total	872	100%	
Answered	872	86,7%	
Did not answer	134	13,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

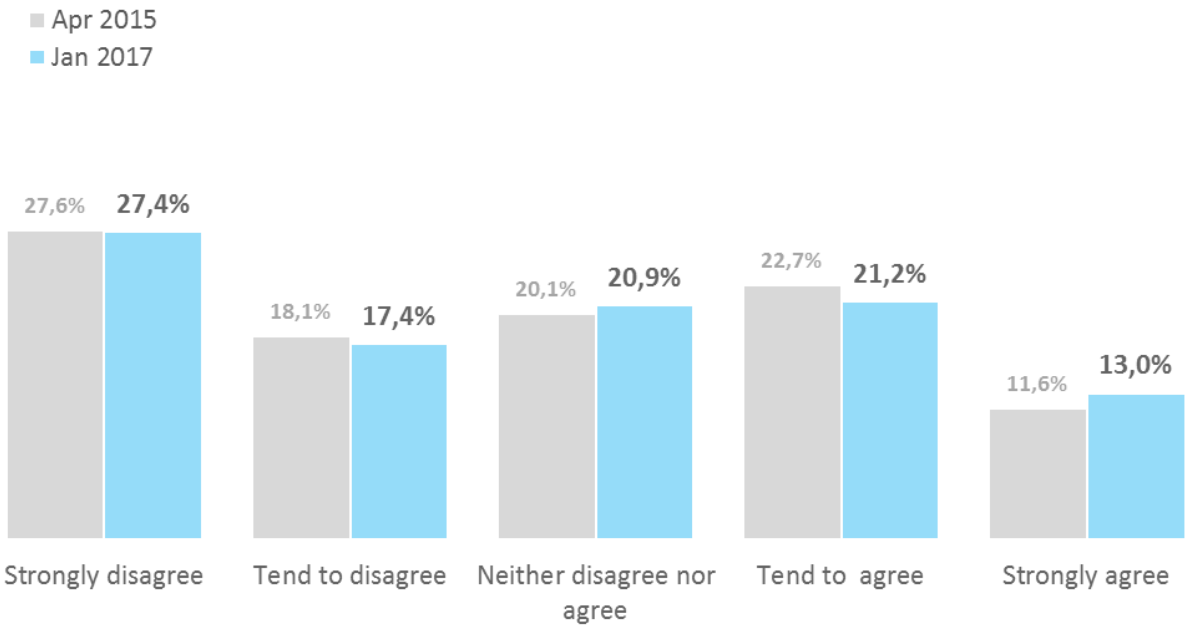
** Statistically significant difference between groups (p<0,05)

[Q2_3] I only want to go to holiday destinations where it's warm and sunny

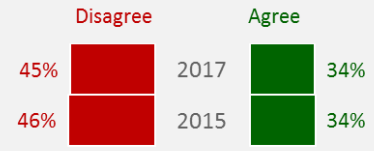
Denmark

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	270	27,4%	2,8%
2 - Tend to disagree	172	17,4%	2,4%
3 - Neither disagree nor agree	206	20,9%	2,5%
4 - Tend to agree	209	21,2%	2,6%
5 - Strongly agree	128	13,0%	2,1%
Total	985	100%	
Answered	985	97,9%	
Did not answer	21	2,1%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

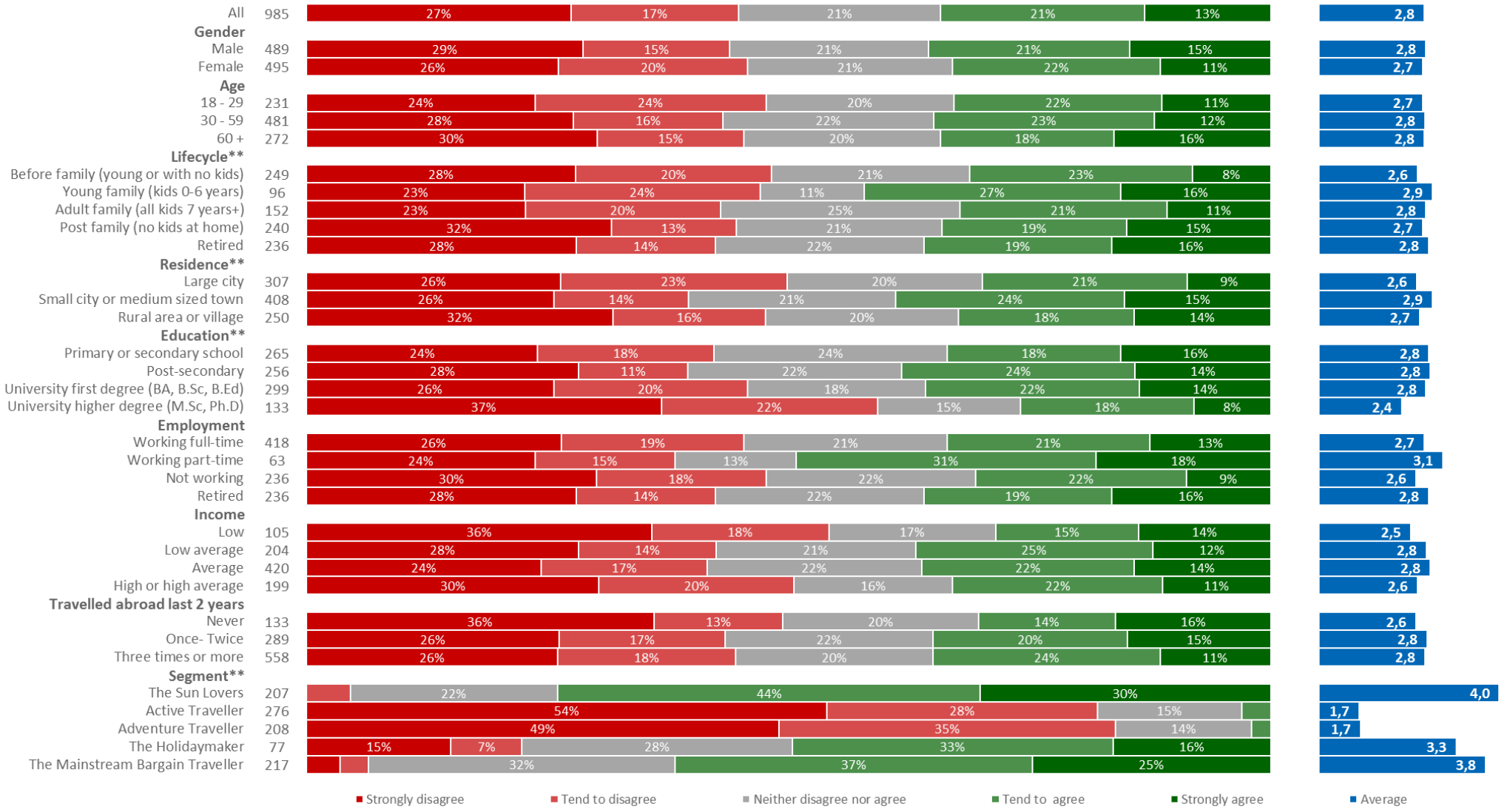


*Asked: All respondents

[Q2_3] I only want to go to holiday destinations where it's warm and sunny

Denmark

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

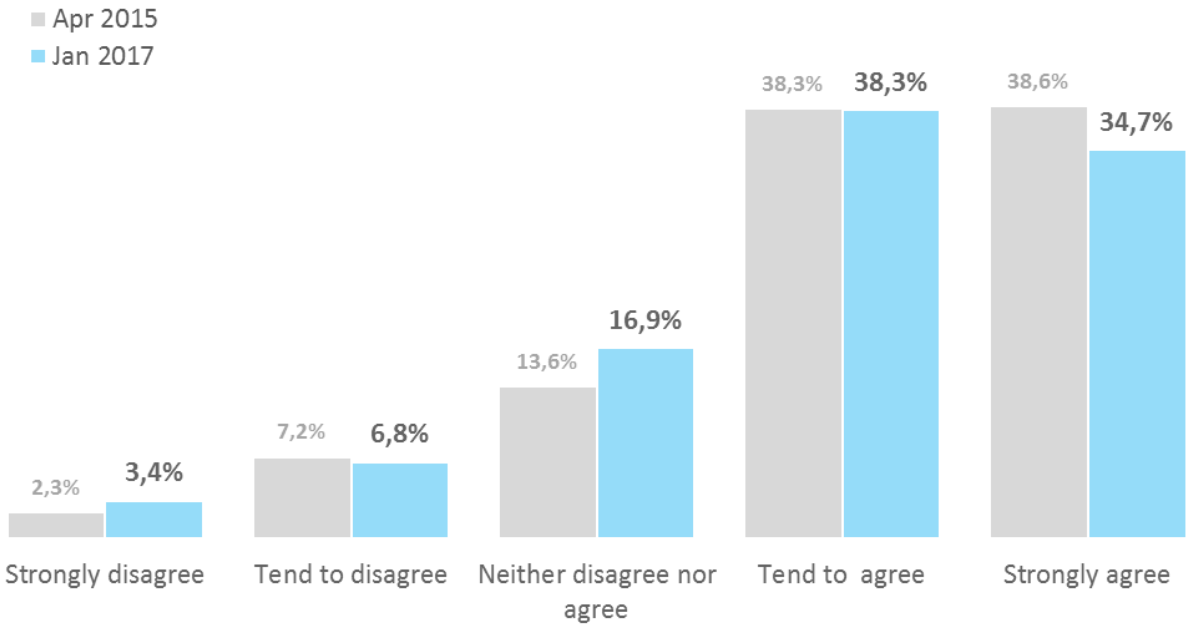
** Statistically significant difference between groups (p<0,05)

[Q2_4] I like to learn about the history and culture of the destination that I'm visiting

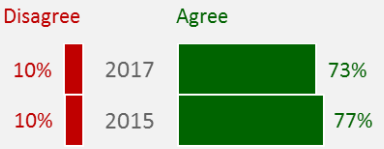
Denmark

AVERAGE

RESPONSE DISTRIBUTION

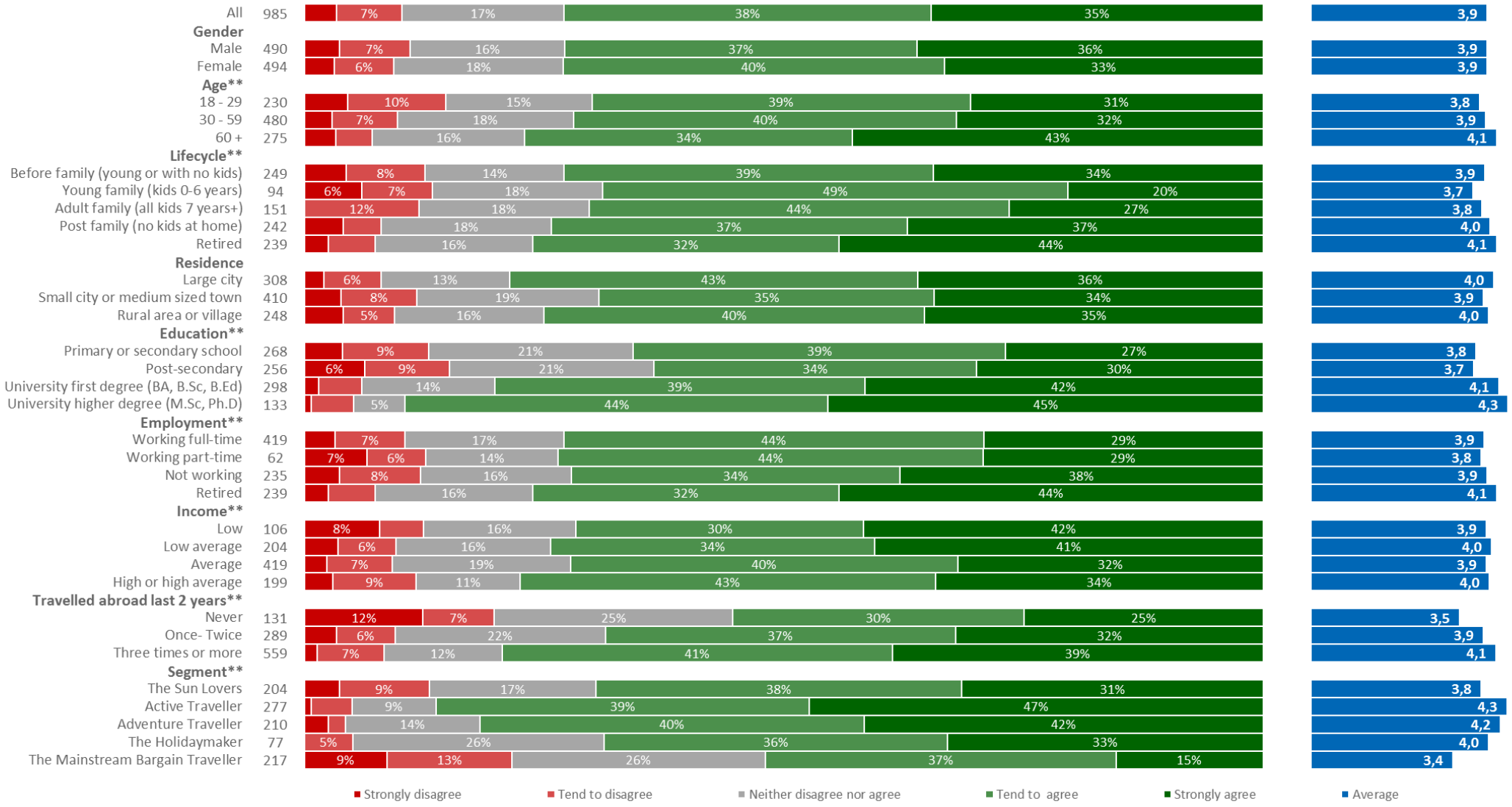


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	33	3,4%	1,1%
2 - Tend to disagree	67	6,8%	1,6%
3 - Neither disagree nor agree	167	16,9%	2,3%
4 - Tend to agree	377	38,3%	3,0%
5 - Strongly agree	341	34,7%	3,0%
Total	985	100%	
Answered	985	97,9%	
Did not answer	21	2,1%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

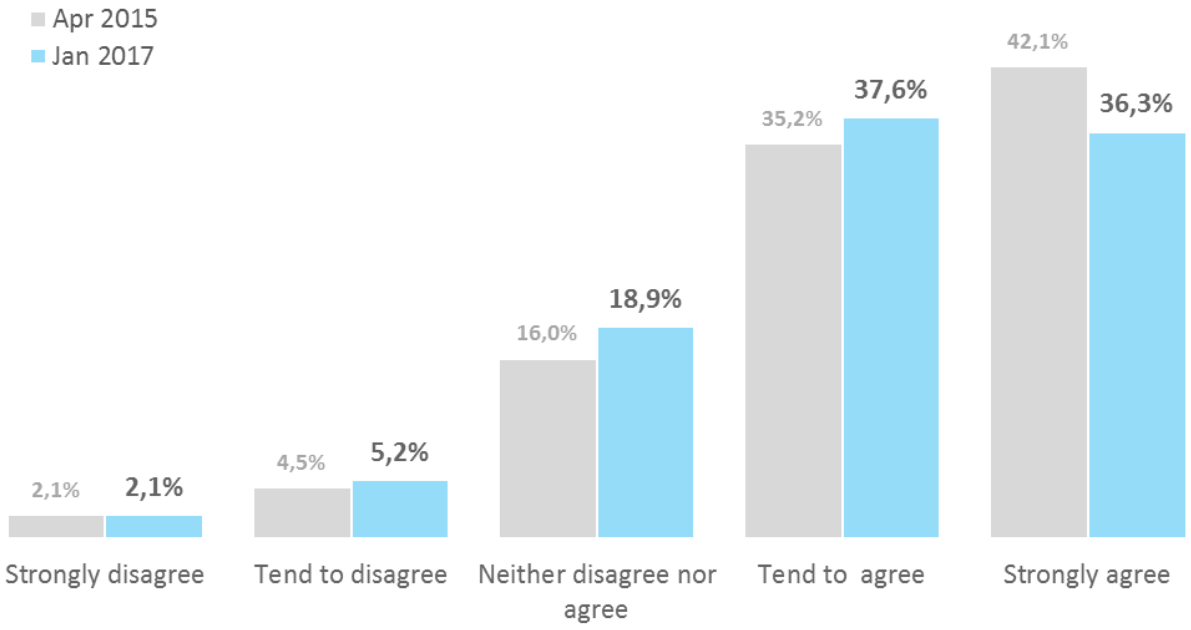
** Statistically significant difference between groups (p<0,05)

[Q2_5] I like spending time outdoors in nature

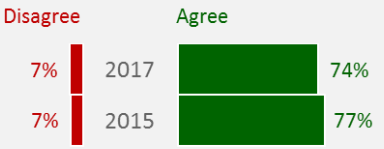
Denmark

AVERAGE

RESPONSE DISTRIBUTION

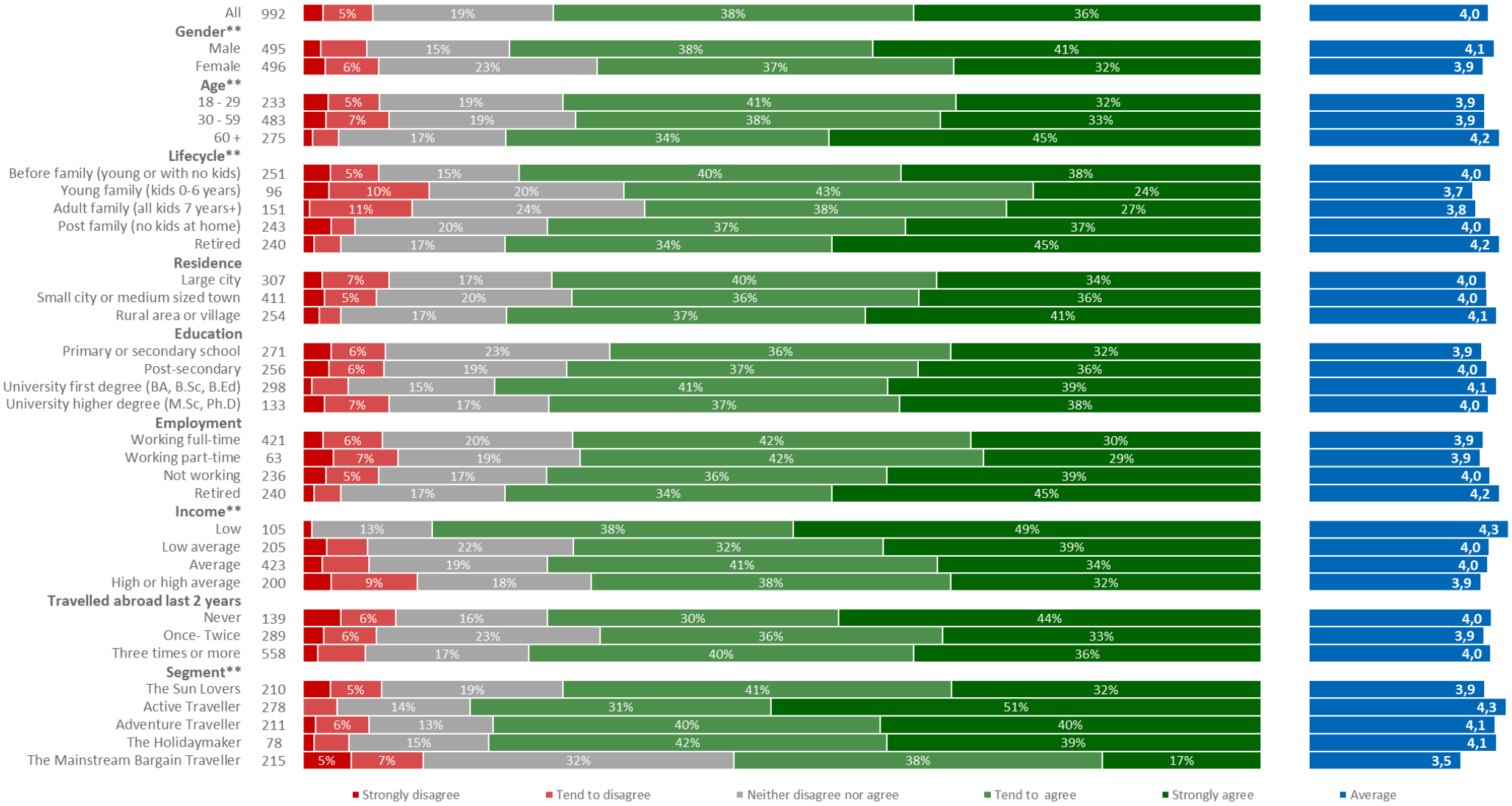


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	21	2,1%	0,9%
2 - Tend to disagree	52	5,2%	1,4%
3 - Neither disagree nor agree	187	18,9%	2,4%
4 - Tend to agree	373	37,6%	3,0%
5 - Strongly agree	360	36,3%	3,0%
Total	992	100%	
Answered	992	98,6%	
Did not answer	14	1,4%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



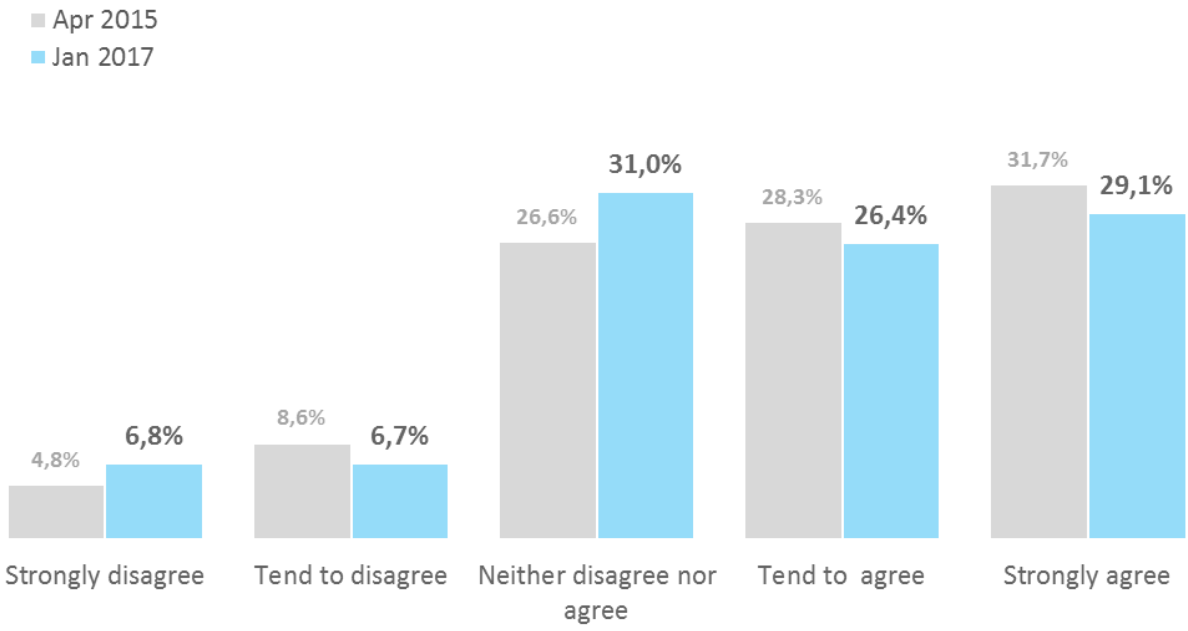
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q2_6] I like to travel during the months of September through to April

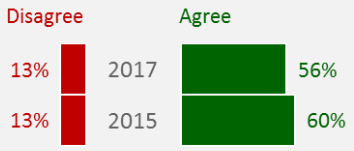
Denmark

AVERAGE

RESPONSE DISTRIBUTION

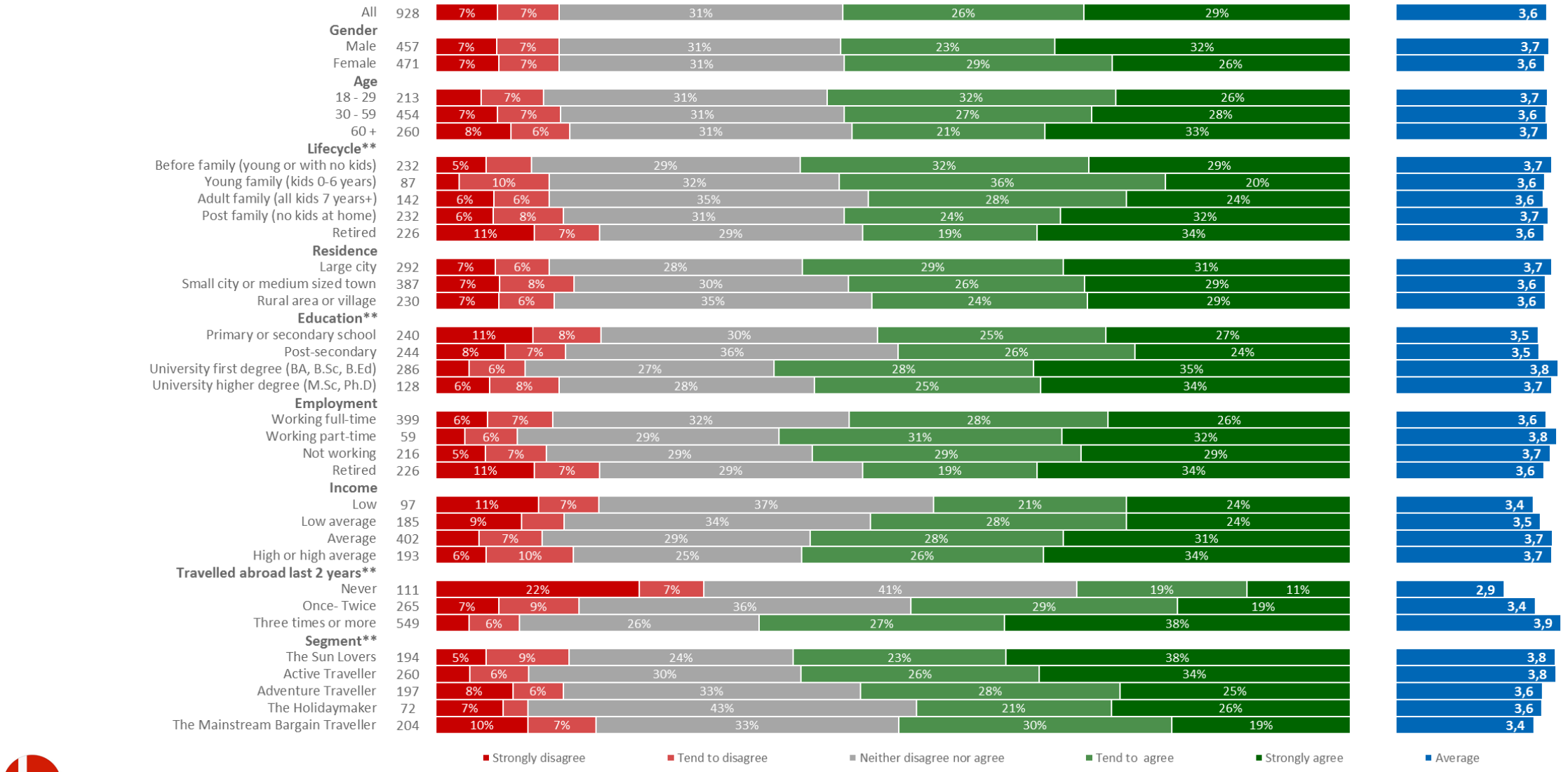


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	63	6,8%	1,6%
2 - Tend to disagree	62	6,7%	1,6%
3 - Neither disagree nor agree	288	31,0%	3,0%
4 - Tend to agree	245	26,4%	2,8%
5 - Strongly agree	270	29,1%	2,9%
Total	928	100%	
Answered	928	92,2%	
Did not answer	78	7,8%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

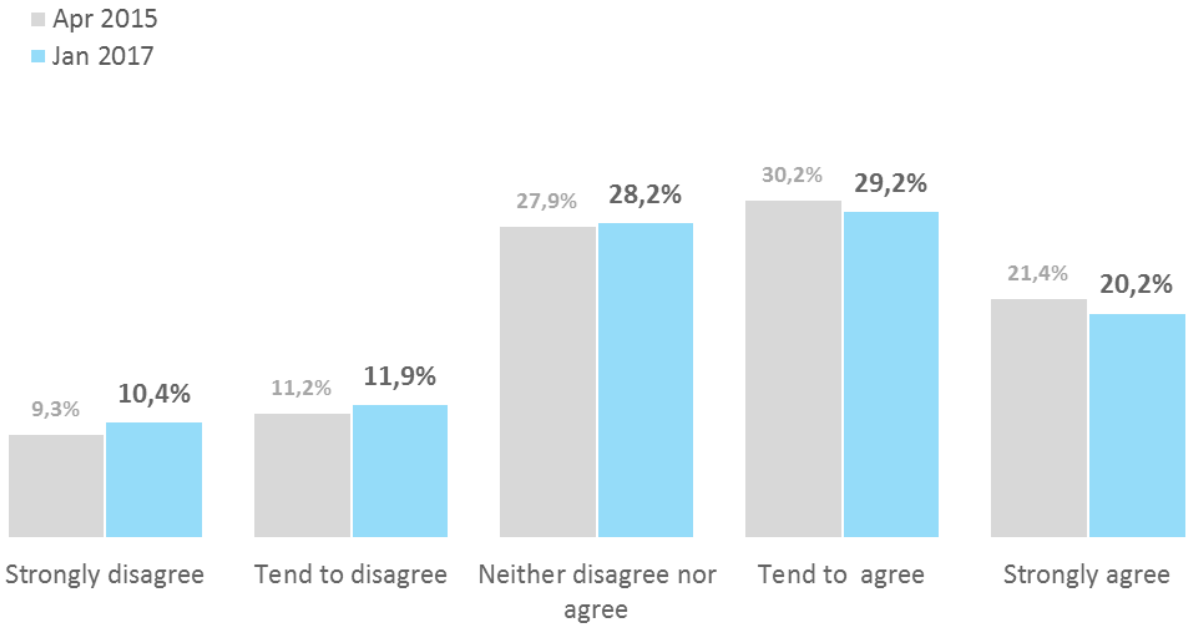
** Statistically significant difference between groups (p<0,05)

[Q2_7] I actively seek new travel experiences

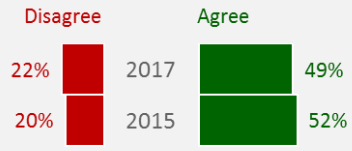
Denmark

AVERAGE

RESPONSE DISTRIBUTION

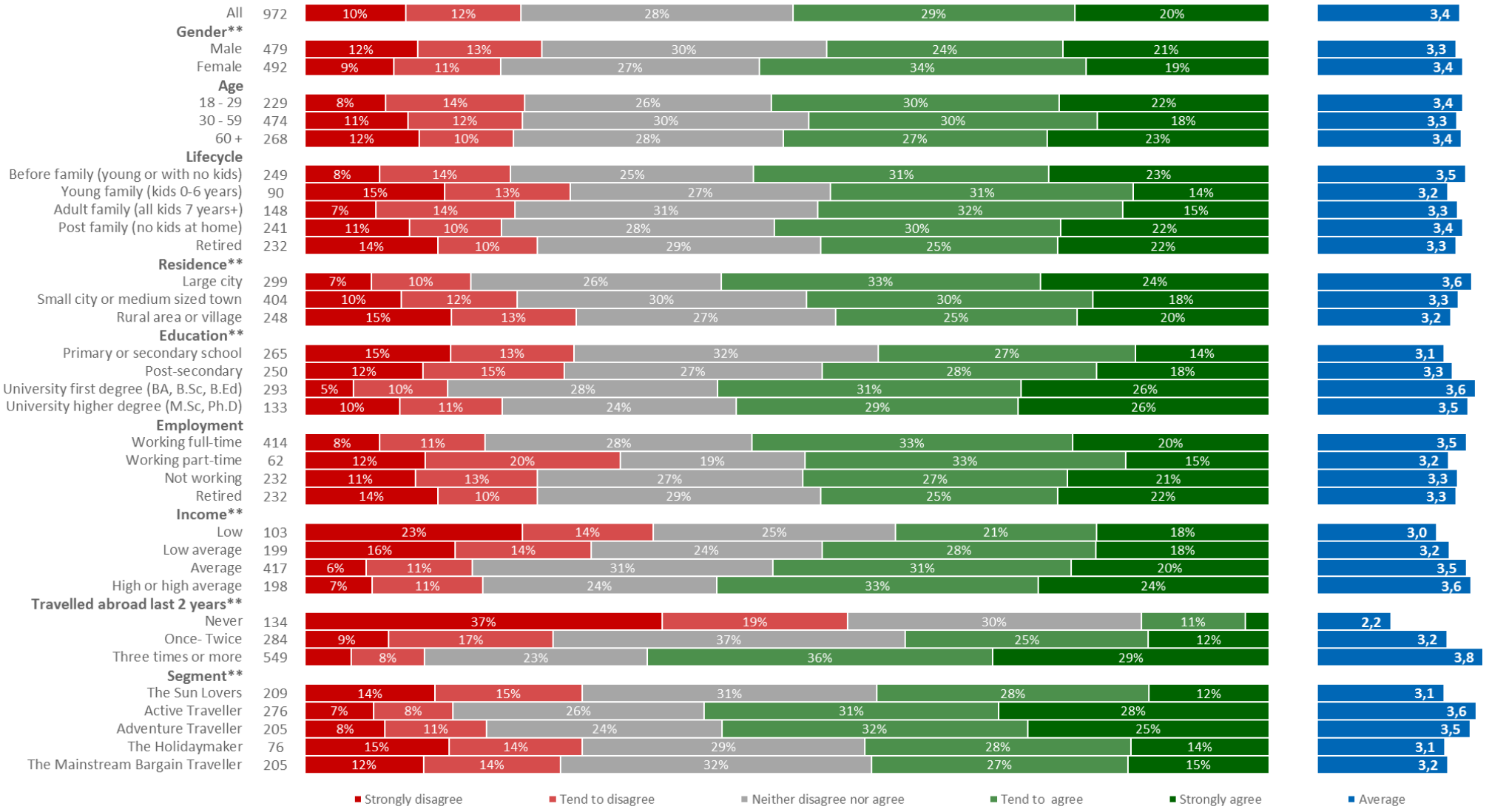


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	101	10,4%	1,9%
2 - Tend to disagree	116	11,9%	2,0%
3 - Neither disagree nor agree	274	28,2%	2,8%
4 - Tend to agree	284	29,2%	2,9%
5 - Strongly agree	196	20,2%	2,5%
Total	972	100%	
Answered	972	96,6%	
Did not answer	34	3,4%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



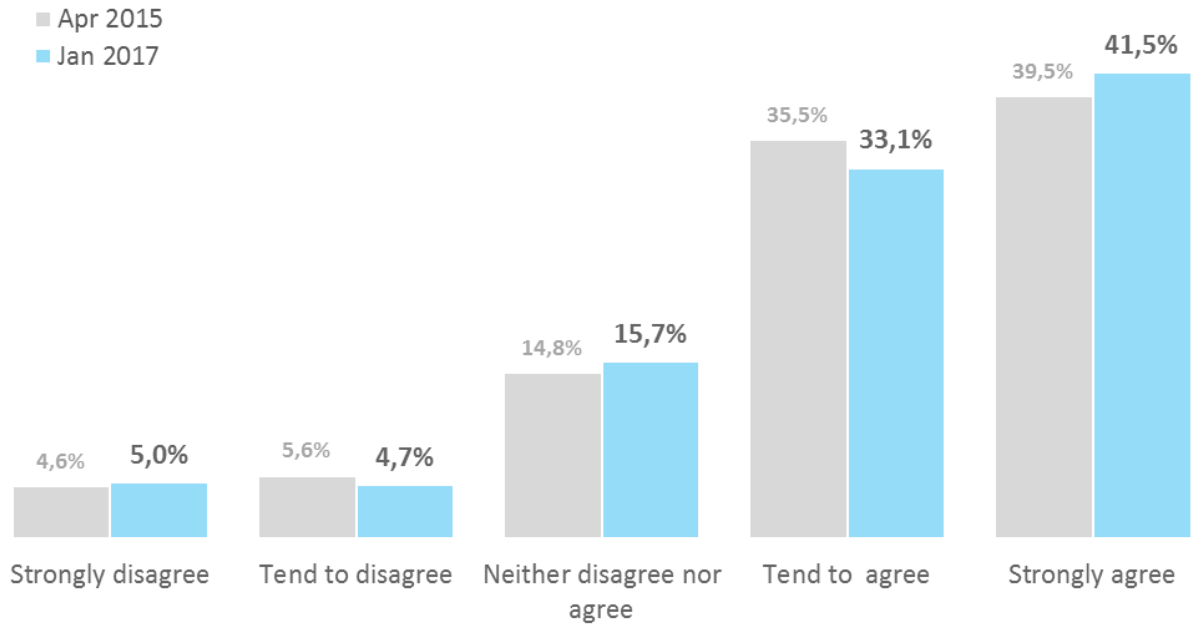
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q2_8] I use the internet and social media on a regular basis to get information about what's happening in the world

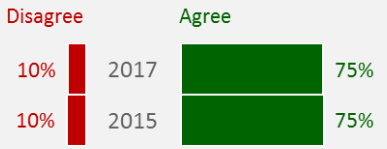
Denmark

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	49	5,0%	1,4%
2 - Tend to disagree	47	4,7%	1,3%
3 - Neither disagree nor agree	156	15,7%	2,3%
4 - Tend to agree	327	33,1%	2,9%
5 - Strongly agree	411	41,5%	3,1%
Total	989	100%	
Answered	989	98,3%	
Did not answer	17	1,7%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

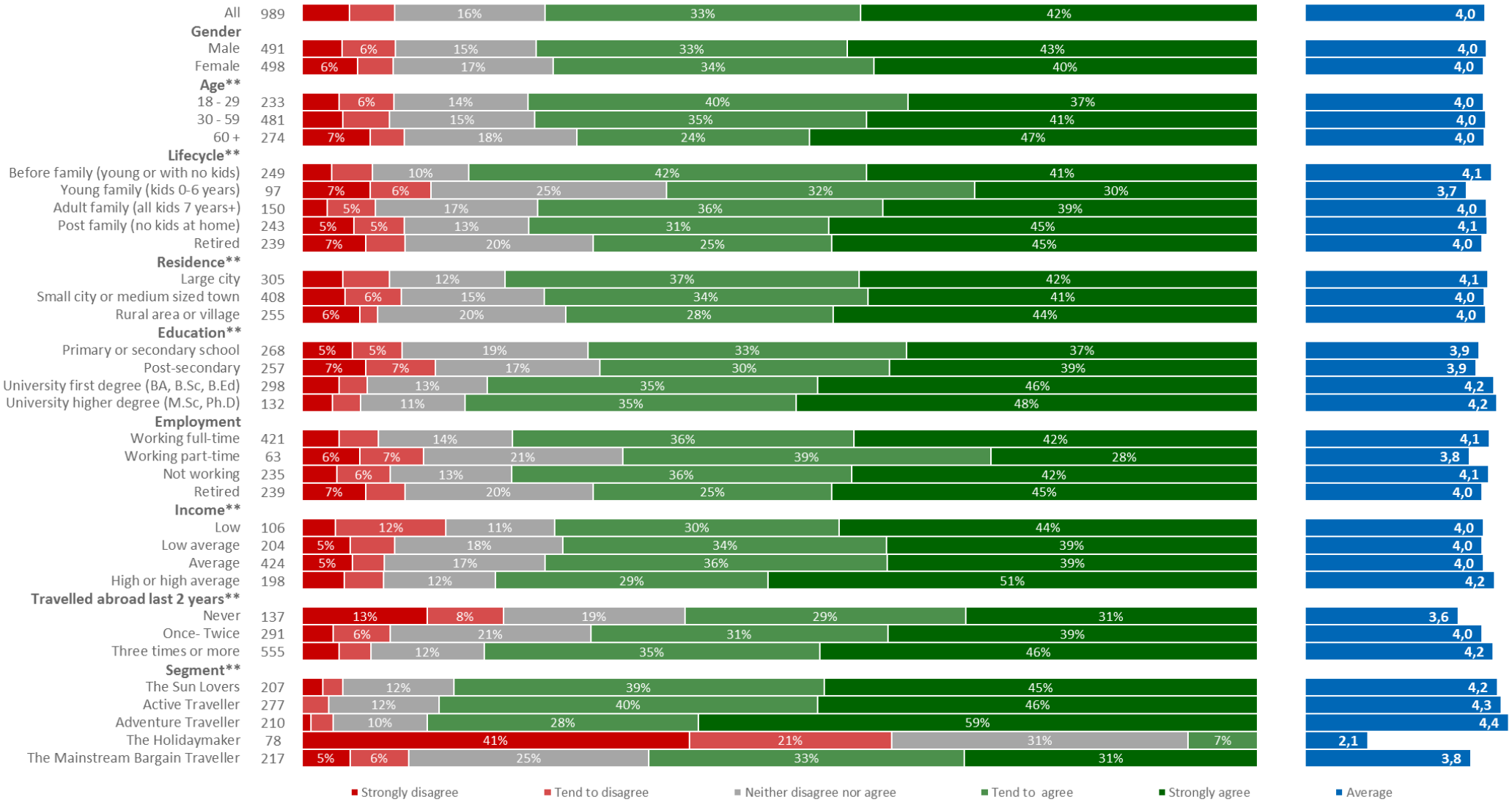


*Asked: All respondents

[Q2_8] I use the internet and social media on a regular basis to get information about what's happening in the world

Denmark

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

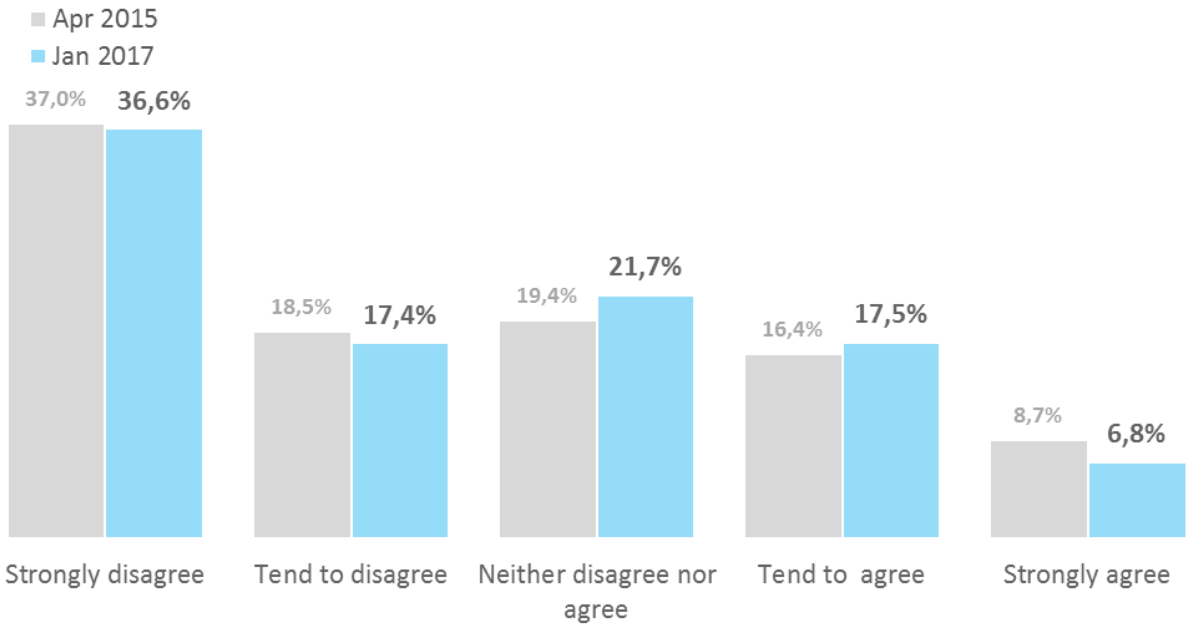
** Statistically significant difference between groups (p<0,05)

[Q2_9] I use social media on a regular basis to share my experiences with other people

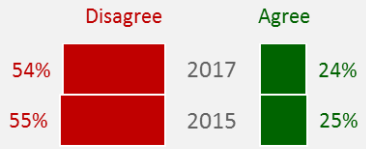
Denmark

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	359	36,6%	3,0%
2 - Tend to disagree	171	17,4%	2,4%
3 - Neither disagree nor agree	213	21,7%	2,6%
4 - Tend to agree	172	17,5%	2,4%
5 - Strongly agree	67	6,8%	1,6%
Total	983	100%	
Answered	983	97,7%	
Did not answer	23	2,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

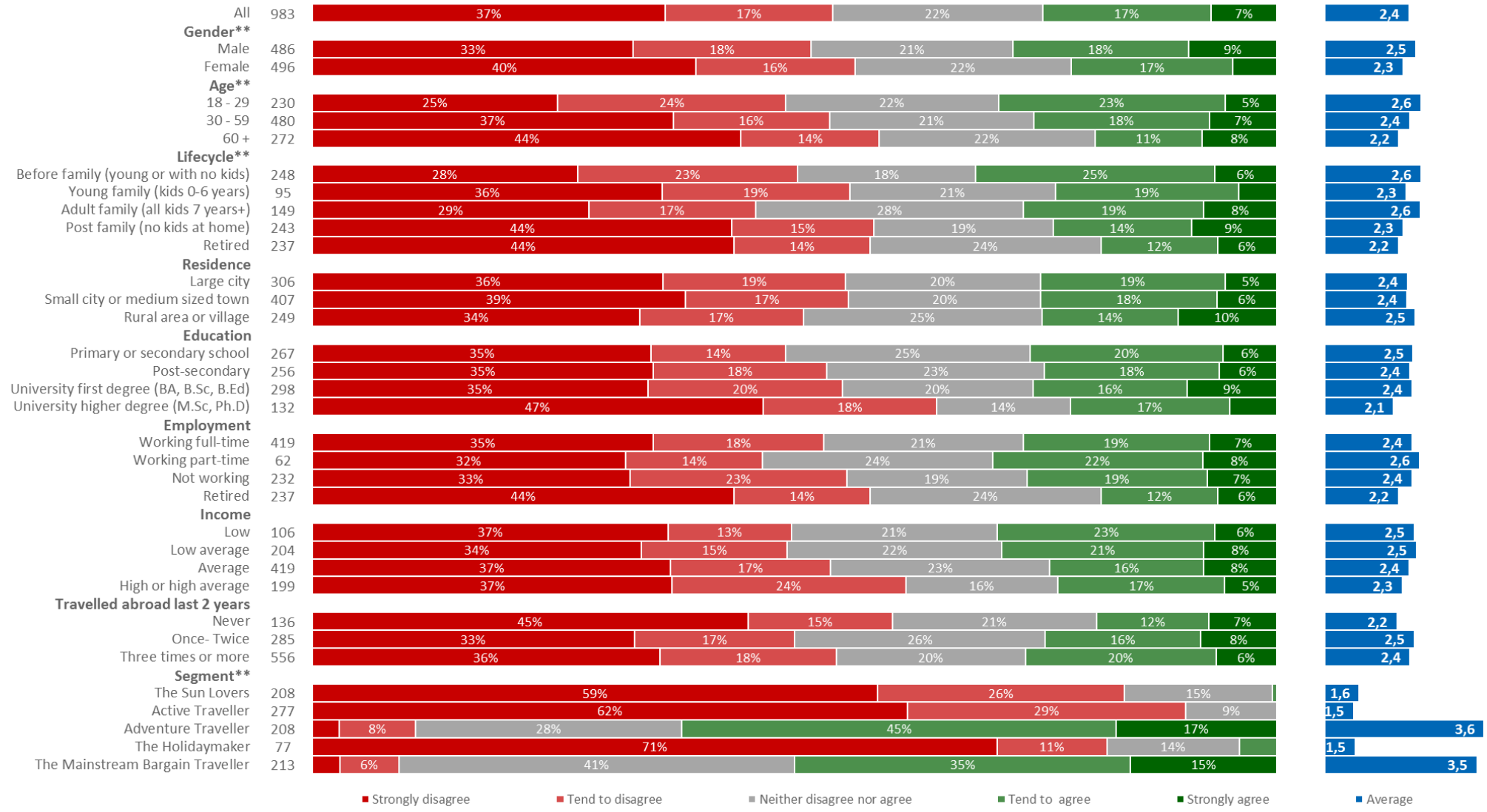


*Asked: All respondents

[Q2_9] I use social media on a regular basis to share my experiences with other people

Denmark

RESPONSE DISTRIBUTION | CROSS SPLITS



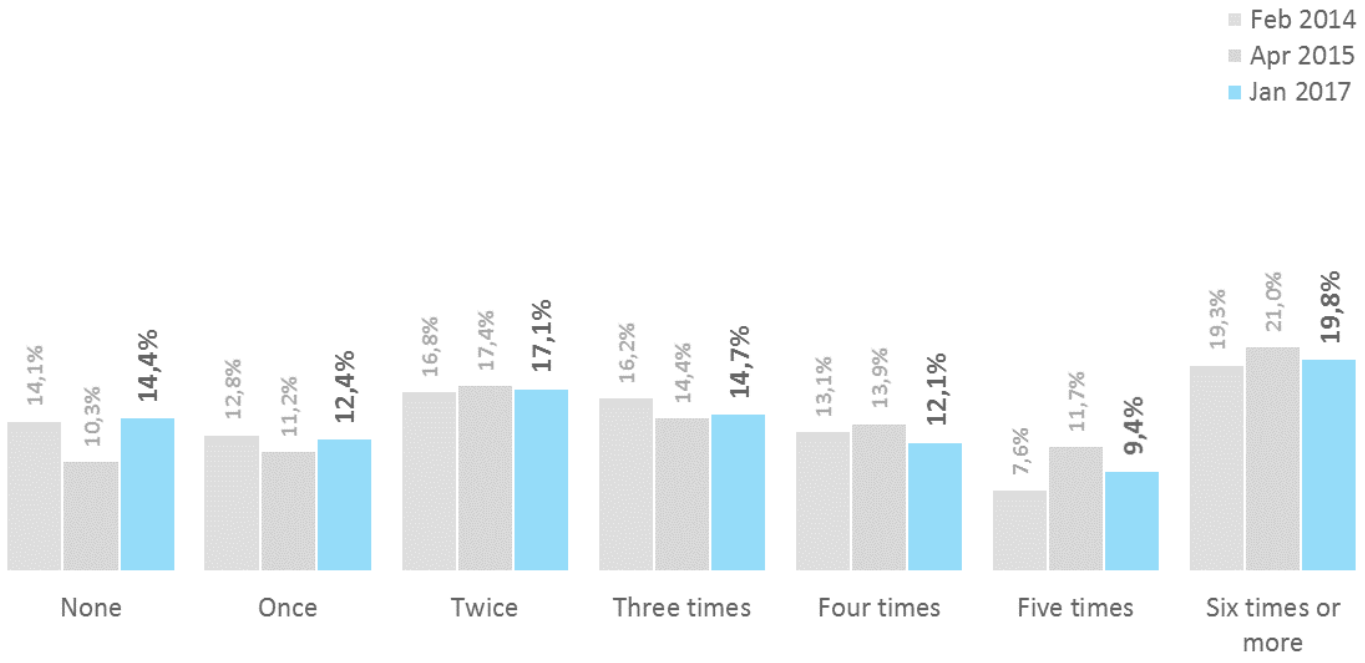
*Asked: All respondents

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

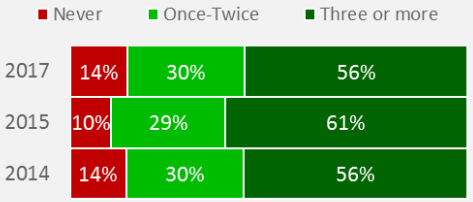
[Q3] Thinking about the past 2 years (i.e. since January 2015), how many times in total have you travelled abroad

Denmark

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
None	144	14,4%	2,2%
Once	124	12,4%	2,0%
Twice	171	17,1%	2,3%
Three times	147	14,7%	2,2%
Four times	121	12,1%	2,0%
Five times	94	9,4%	1,8%
Six times or more	198	19,8%	2,5%
Total	997	100%	
Answered	997	99,1%	
Did not answer	9	0,9%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

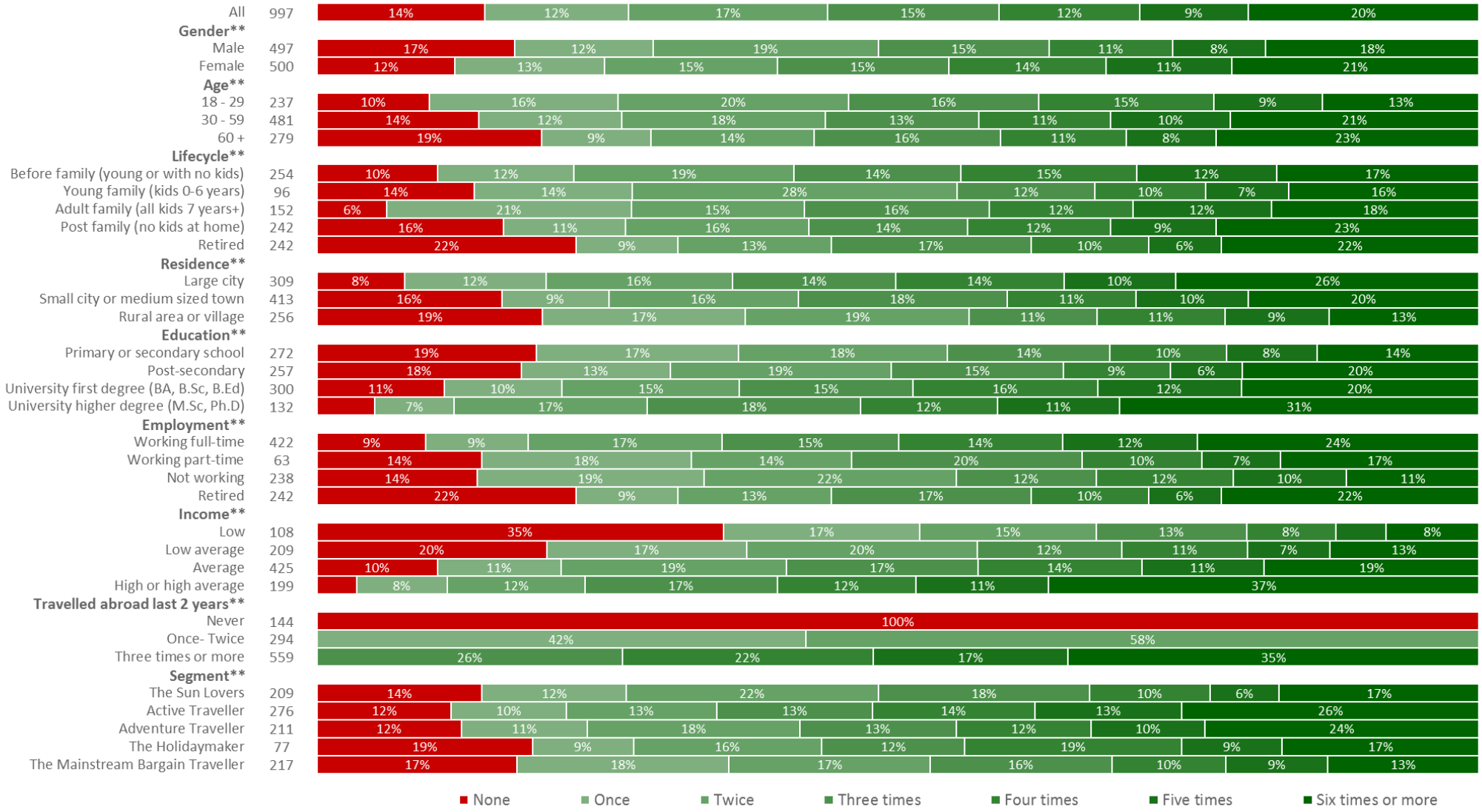


*Asked: All respondents

[Q3] Thinking about the past 2 years (i.e. since January 2015), how many times in total have you travelled abroad

Denmark

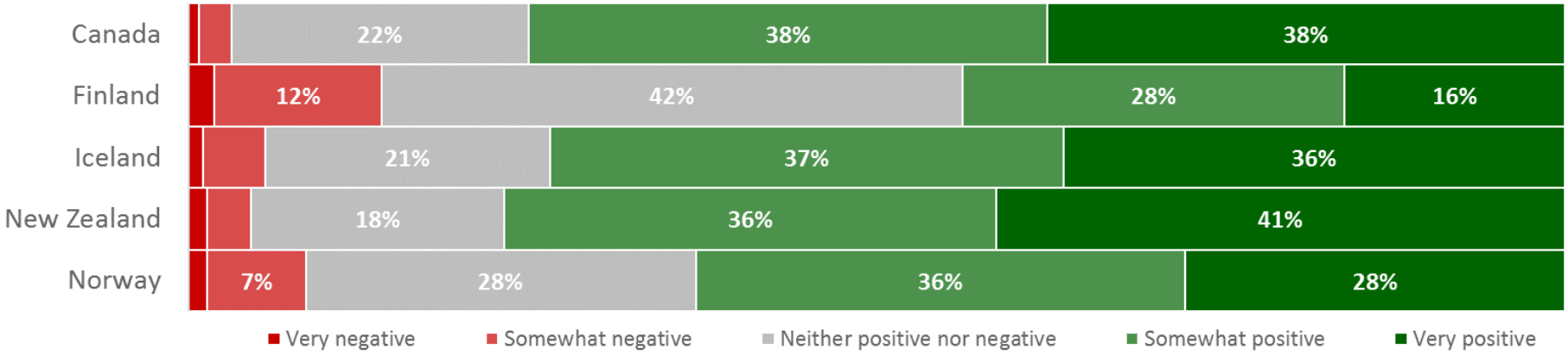
RESPONSE DISTRIBUTION | CROSS SPLITS



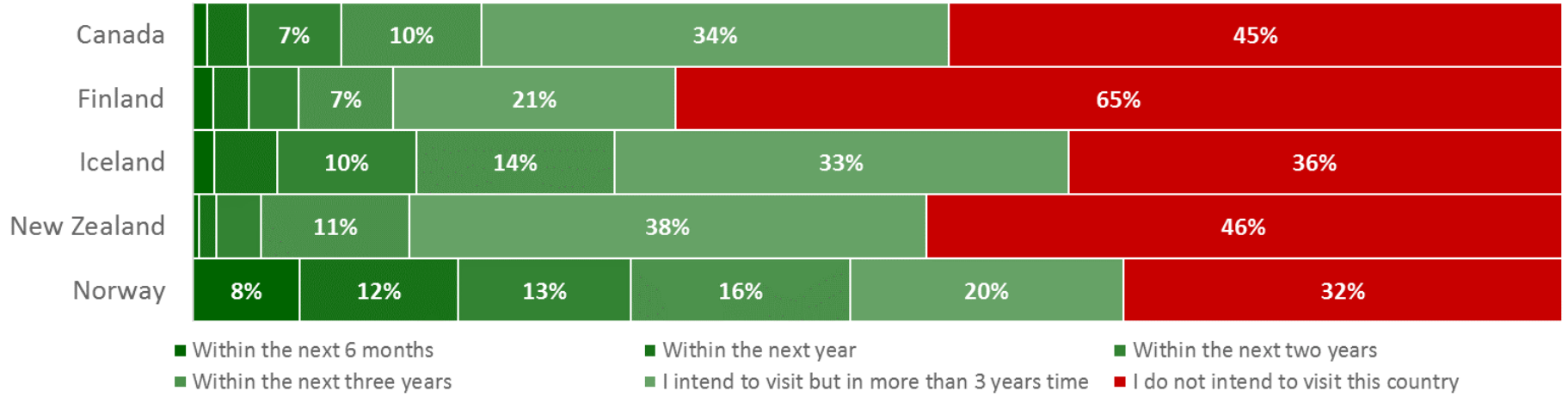
*Asked: All respondents

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

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



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

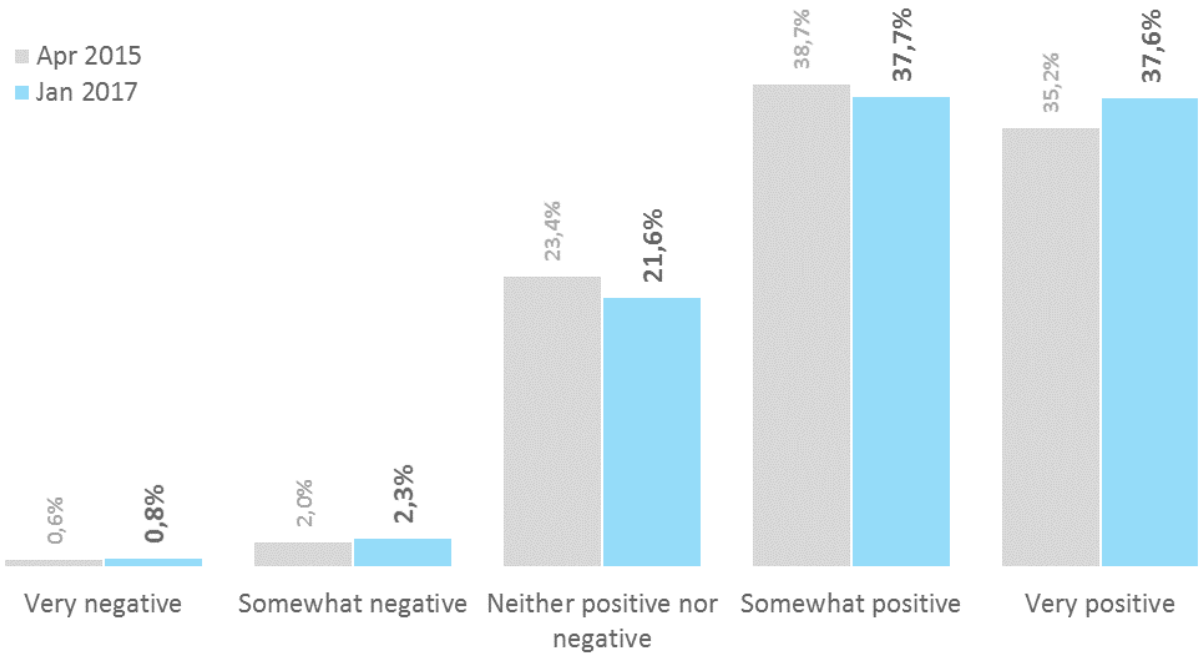


[Q4_1] How positive or negative are you towards CANADA as travel destination

Denmark

AVERAGE

RESPONSE DISTRIBUTION



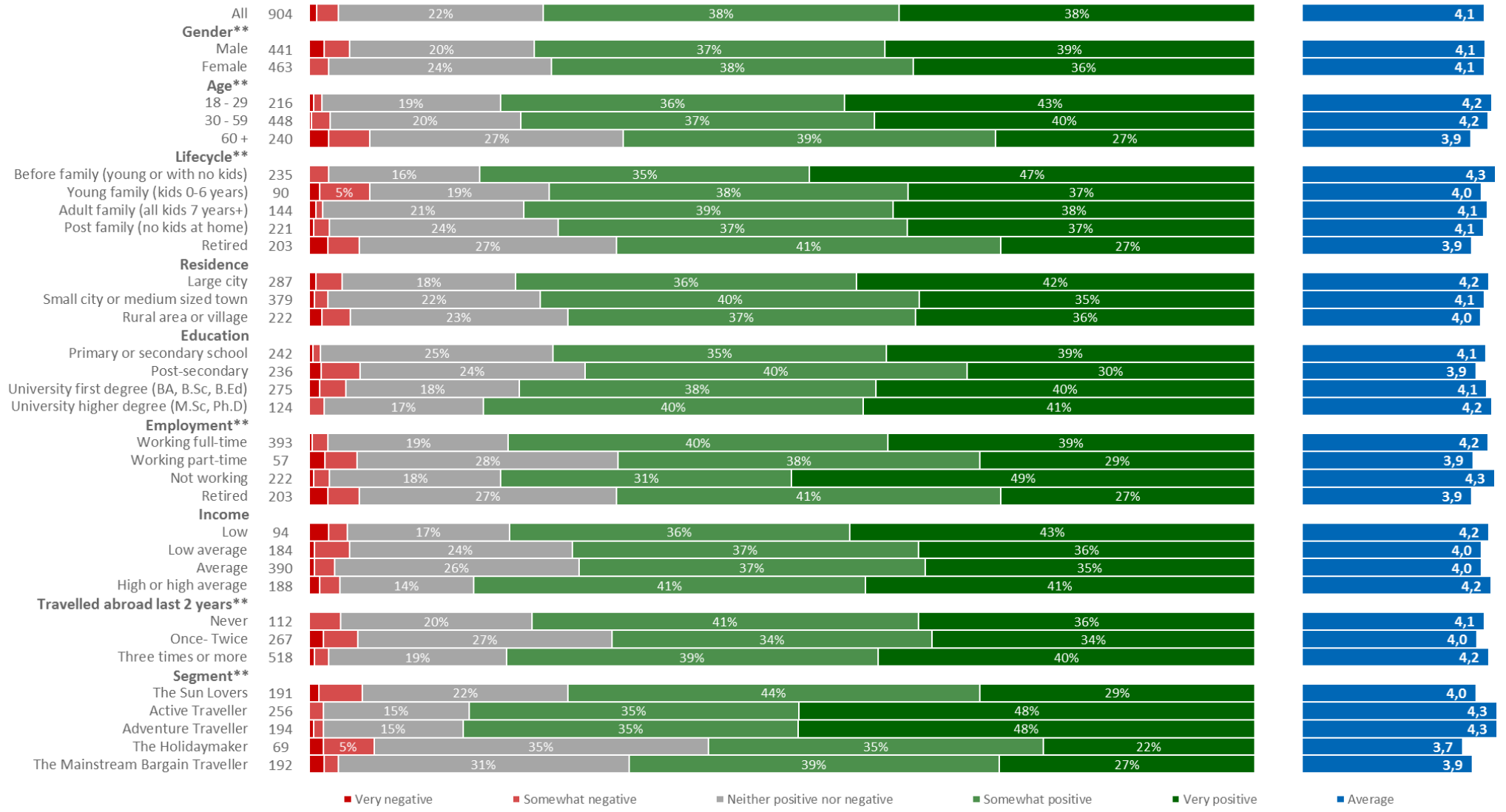
Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	7	0,8%	0,6%
2 - Somewhat negative	21	2,3%	1,0%
3 - Neither positive nor negative	195	21,6%	2,7%
4 - Somewhat positive	341	37,7%	3,2%
5 - Very positive	340	37,6%	3,2%
Total	904	100%	
Answered	904	89,9%	
Did not answer	102	10,1%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

[Q4_1] How positive or negative are you towards CANADA as travel destination

Denmark

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

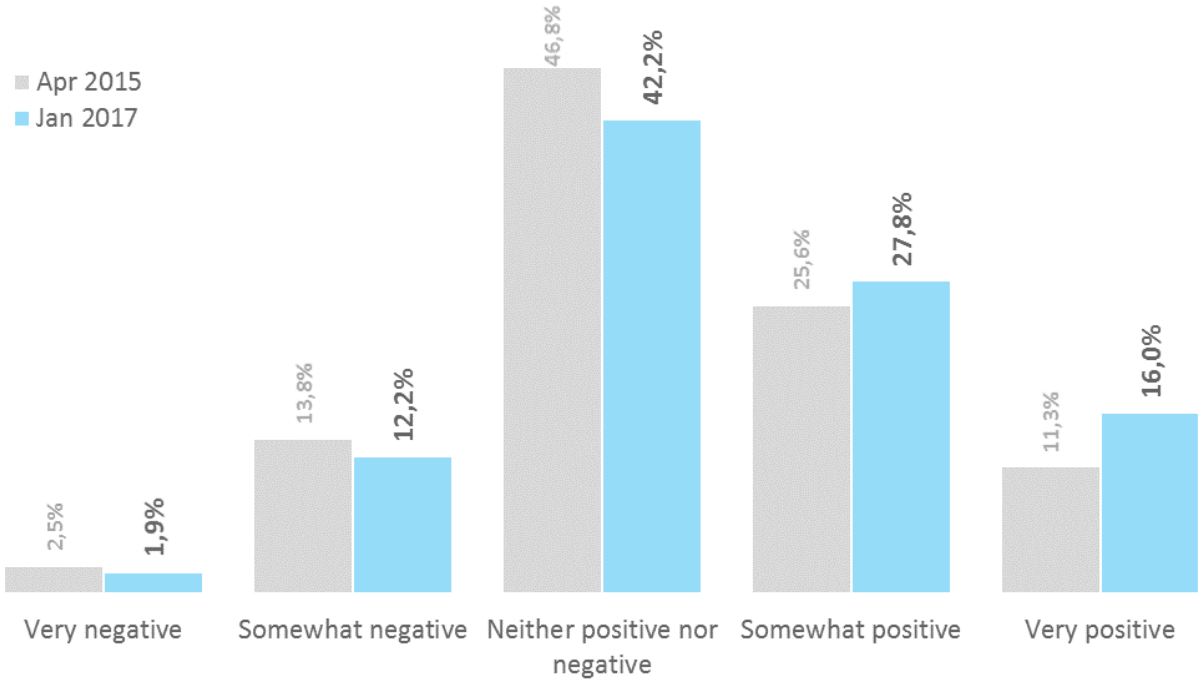
** Statistically significant difference between groups (p<0,05)

[Q4_2] How positive or negative are you towards FINLAND as travel destination

Denmark

AVERAGE

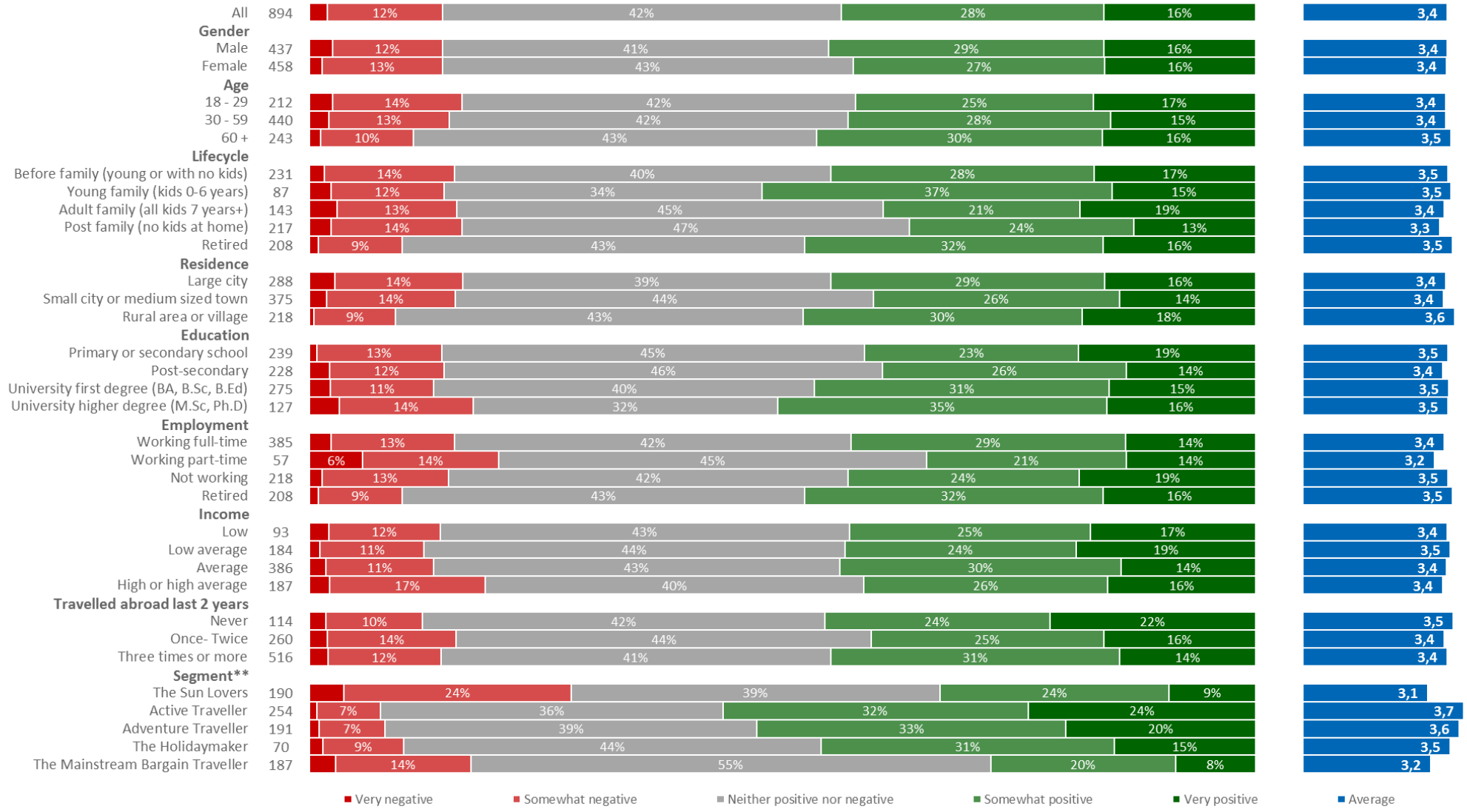
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	17	1,9%	0,9%
2 - Somewhat negative	109	12,2%	2,1%
3 - Neither positive nor negative	377	42,2%	3,2%
4 - Somewhat positive	249	27,8%	2,9%
5 - Very positive	143	16,0%	2,4%
Total	894	100%	
Answered	894	88,9%	
Did not answer	112	11,1%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

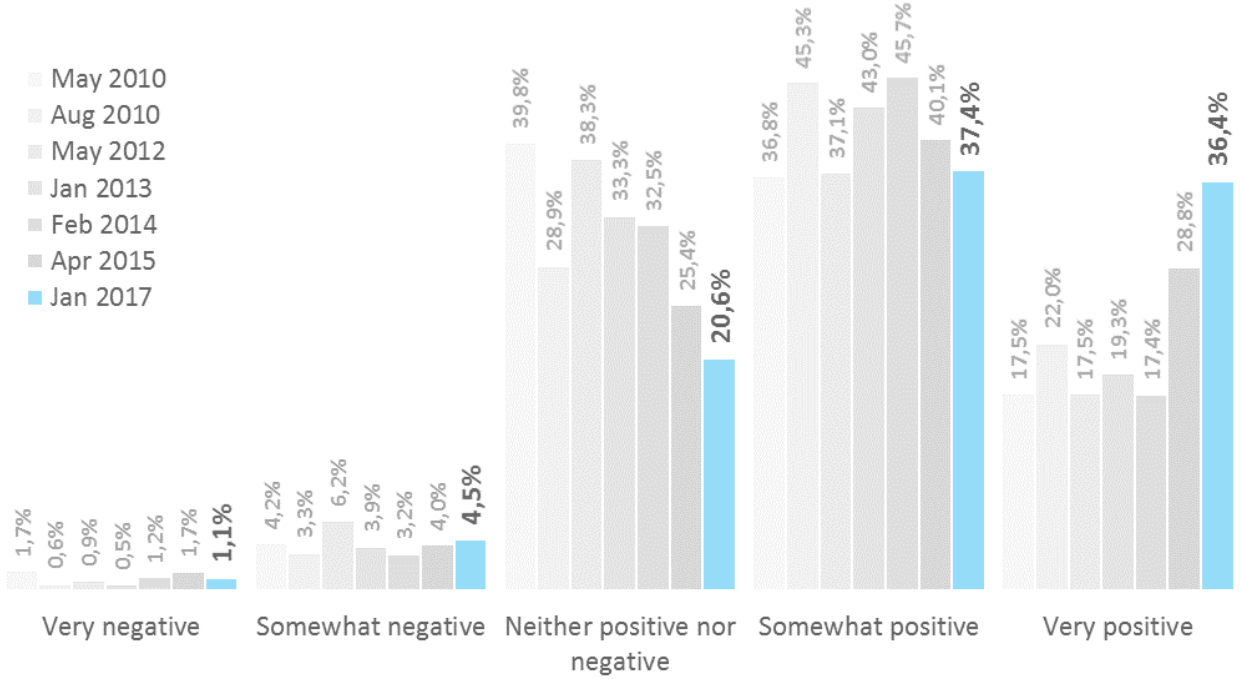
** Statistically significant difference between groups (p<0,05)

[Q4_3] How positive or negative are you towards ICELAND as travel destination

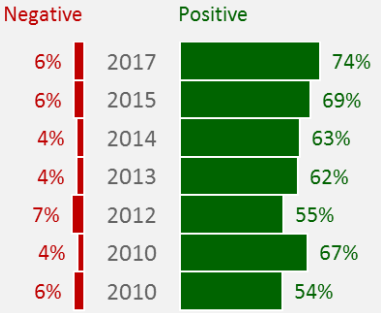
Denmark

AVERAGE

RESPONSE DISTRIBUTION

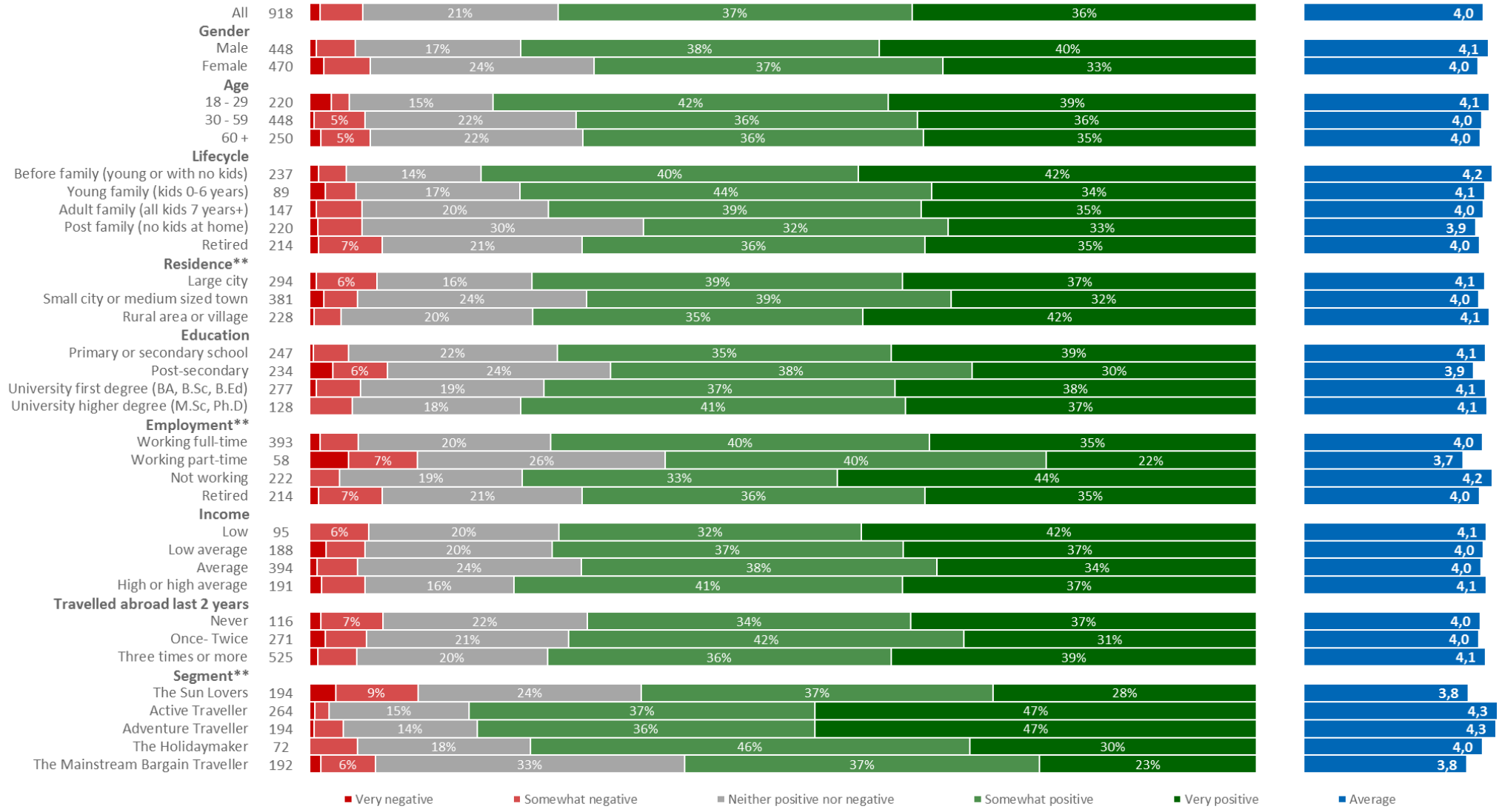


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	10	1,1%	0,7%
2 - Somewhat negative	41	4,5%	1,3%
3 - Neither positive nor negative	190	20,6%	2,6%
4 - Somewhat positive	343	37,4%	3,1%
5 - Very positive	334	36,4%	3,1%
Total	918	100%	
Answered	918	91,3%	
Did not answer	88	8,7%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

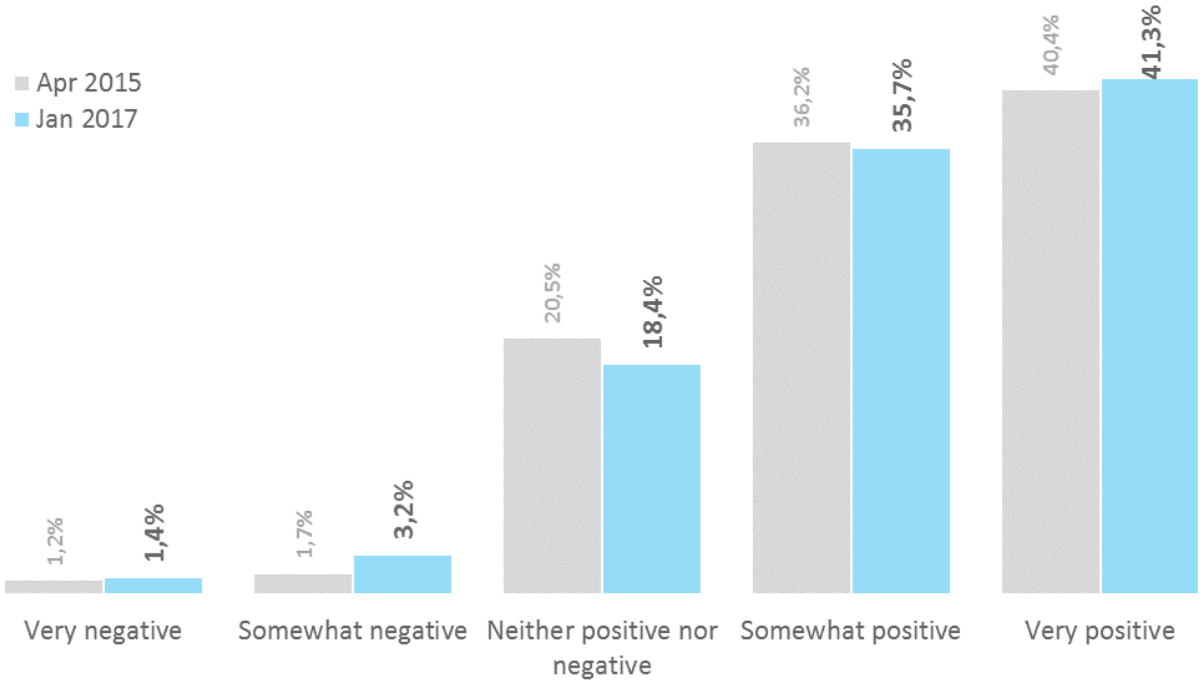
** Statistically significant difference between groups (p<0,05)

[Q4_4] How positive or negative are you towards NEW ZEALAND as travel destination

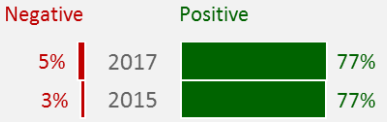
Denmark

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	12	1,4%	0,8%
2 - Somewhat negative	29	3,2%	1,1%
3 - Neither positive nor negative	165	18,4%	2,5%
4 - Somewhat positive	321	35,7%	3,1%
5 - Very positive	371	41,3%	3,2%
Total	898	100%	
Answered	898	89,2%	
Did not answer	108	10,8%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

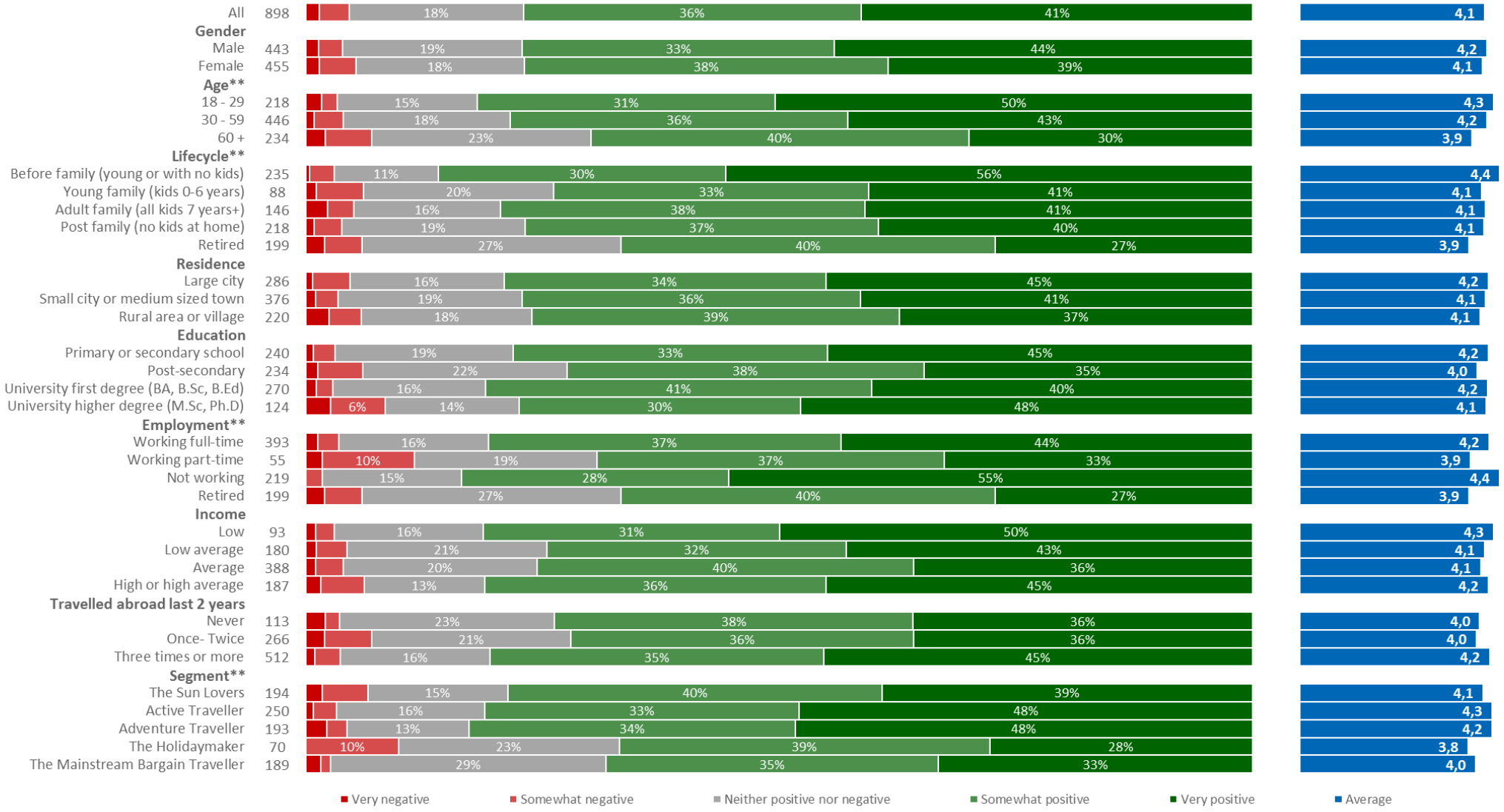


*Asked: All respondents

[Q4_4] How positive or negative are you towards NEW ZEALAND as travel destination

Denmark

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

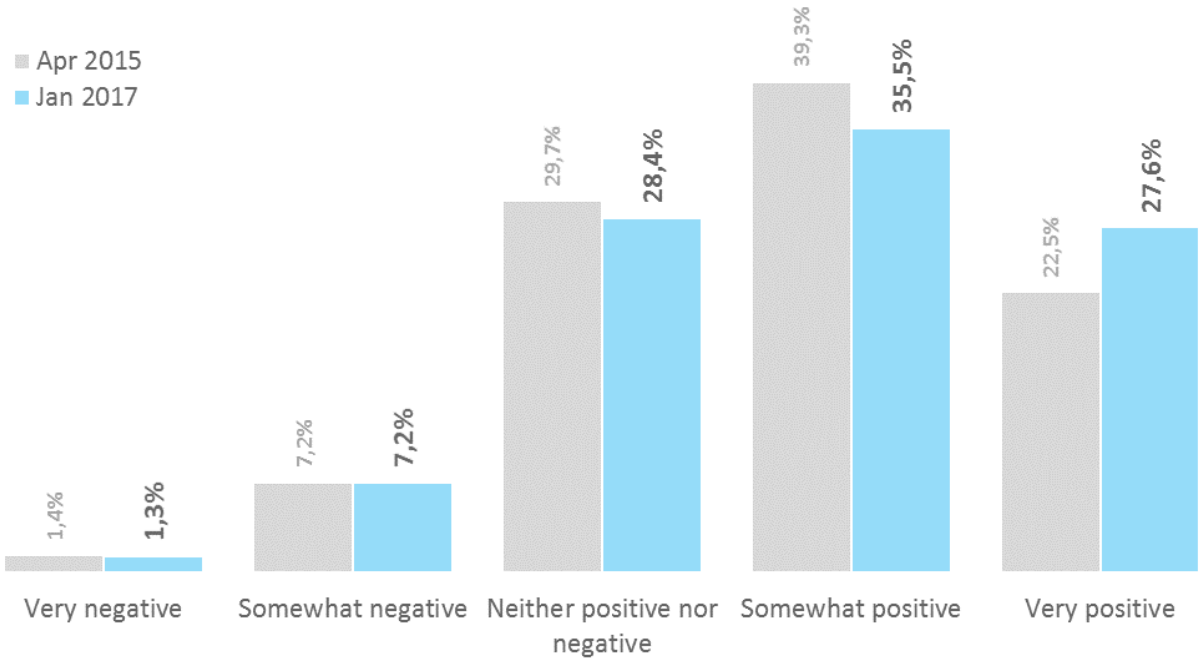
** Statistically significant difference between groups (p<0,05)

[Q4_5] How positive or negative are you towards NORWAY as travel destination

Denmark

AVERAGE

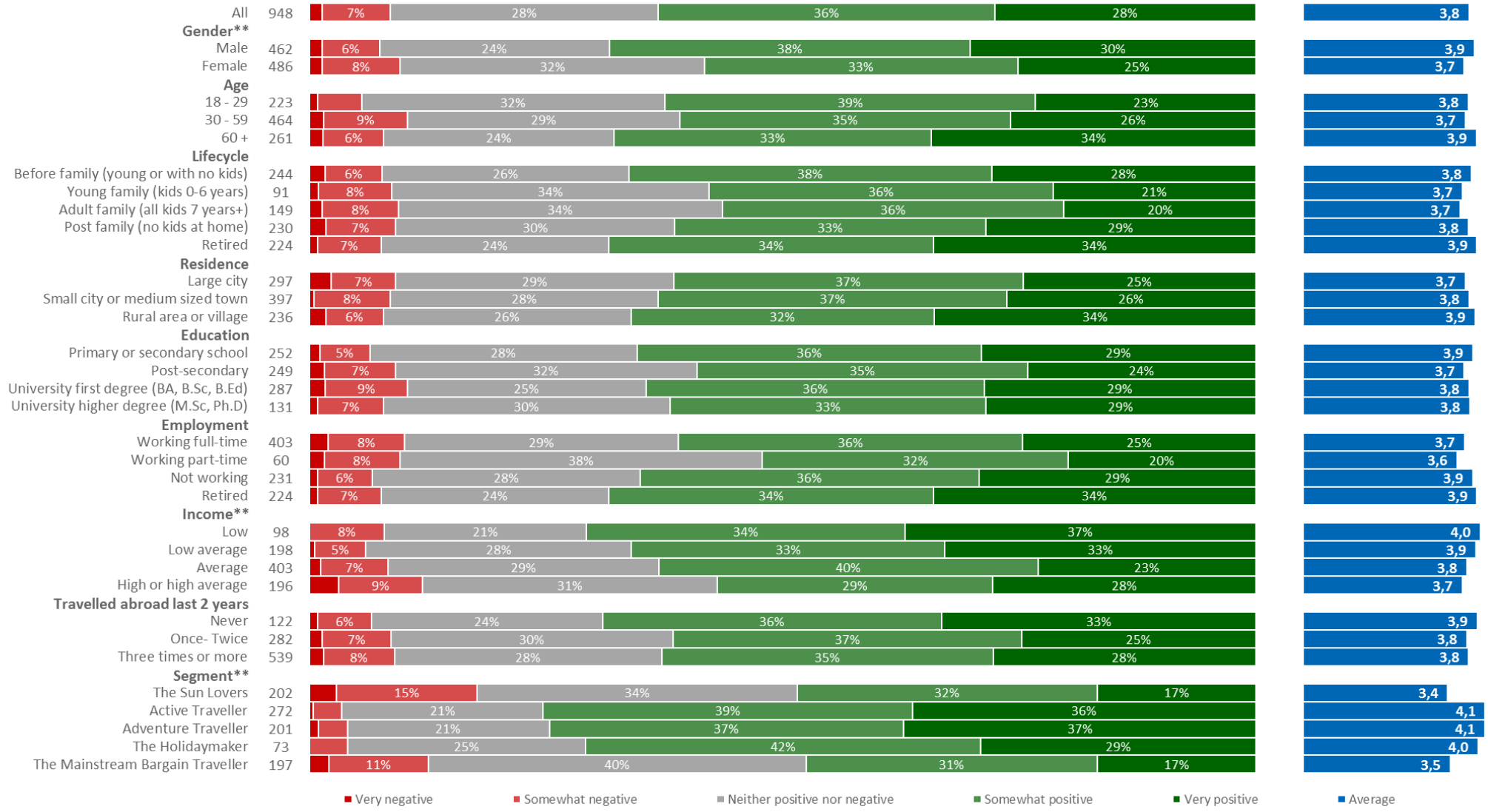
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	12	1,3%	0,7%
2 - Somewhat negative	68	7,2%	1,6%
3 - Neither positive nor negative	269	28,4%	2,9%
4 - Somewhat positive	337	35,5%	3,0%
5 - Very positive	262	27,6%	2,8%
Total	948	100%	
Answered	948	94,2%	
Did not answer	58	5,8%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



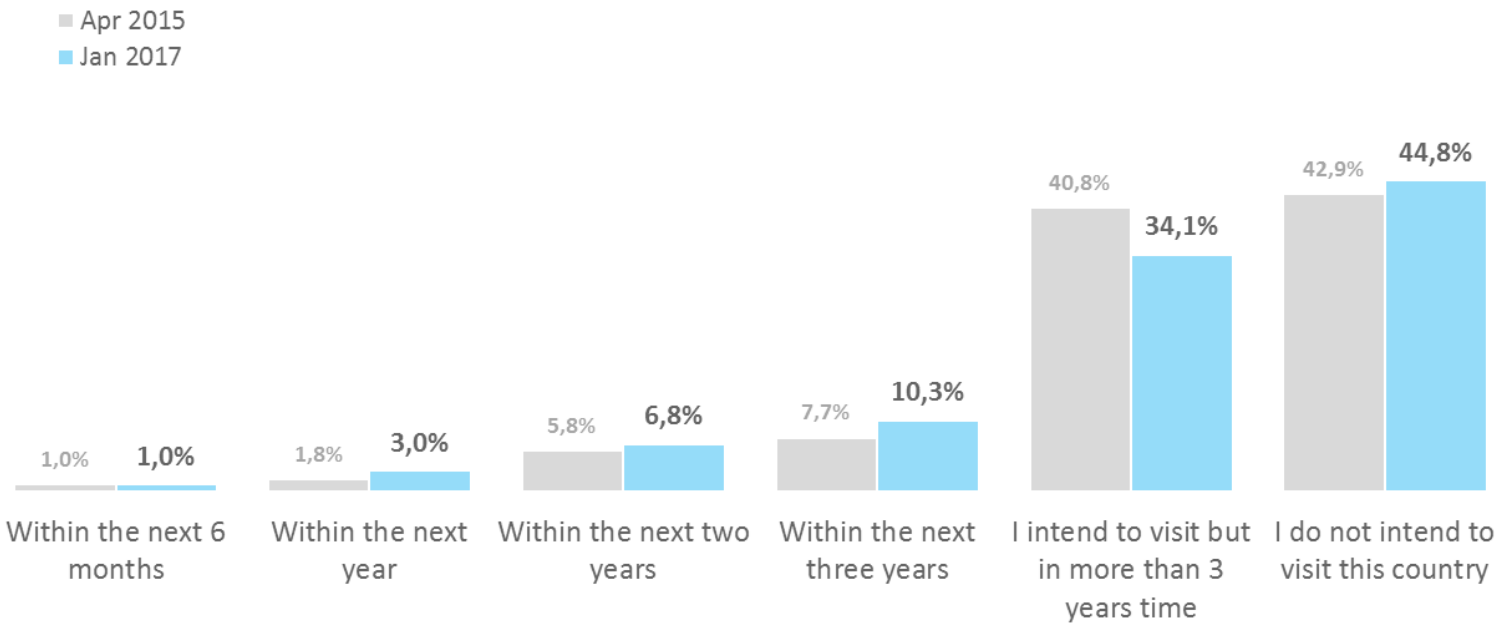
*Asked: All respondents

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

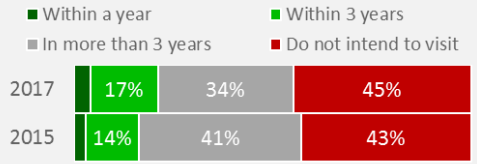
[Q5_1] When, if ever, do you intend to visit CANADA

Denmark

RESPONSE DISTRIBUTION

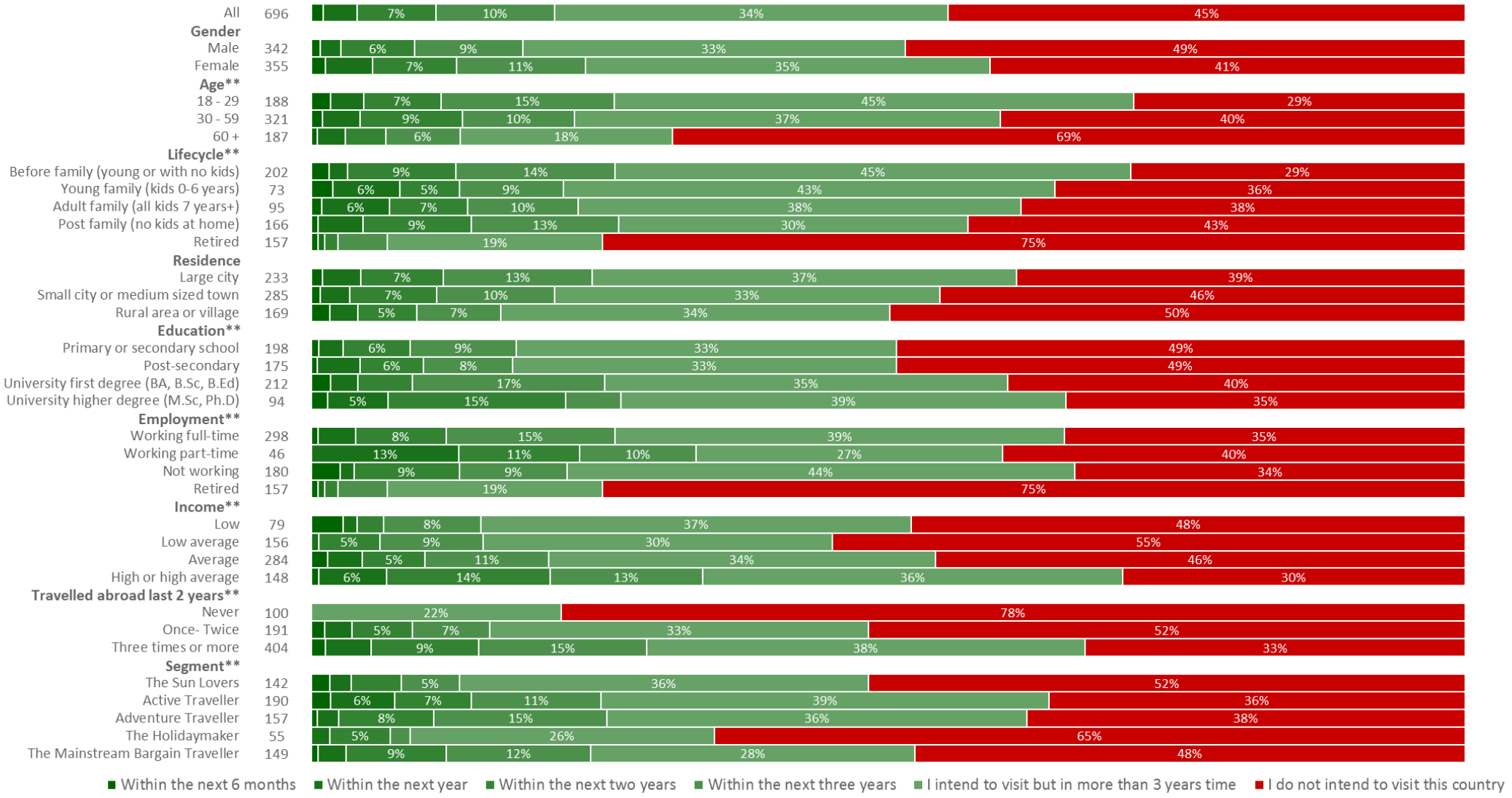


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	7	1,0%	0,7%
Within the next year	21	3,0%	1,3%
Within the next two years	47	6,8%	1,9%
Within the next three	72	10,3%	2,3%
I intend to visit but in more than 3 years time	238	34,1%	3,5%
I do not intend to visit this country	312	44,8%	3,7%
Total	696	100%	
Answered	696	69,2%	
Did not answer	310	30,8%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

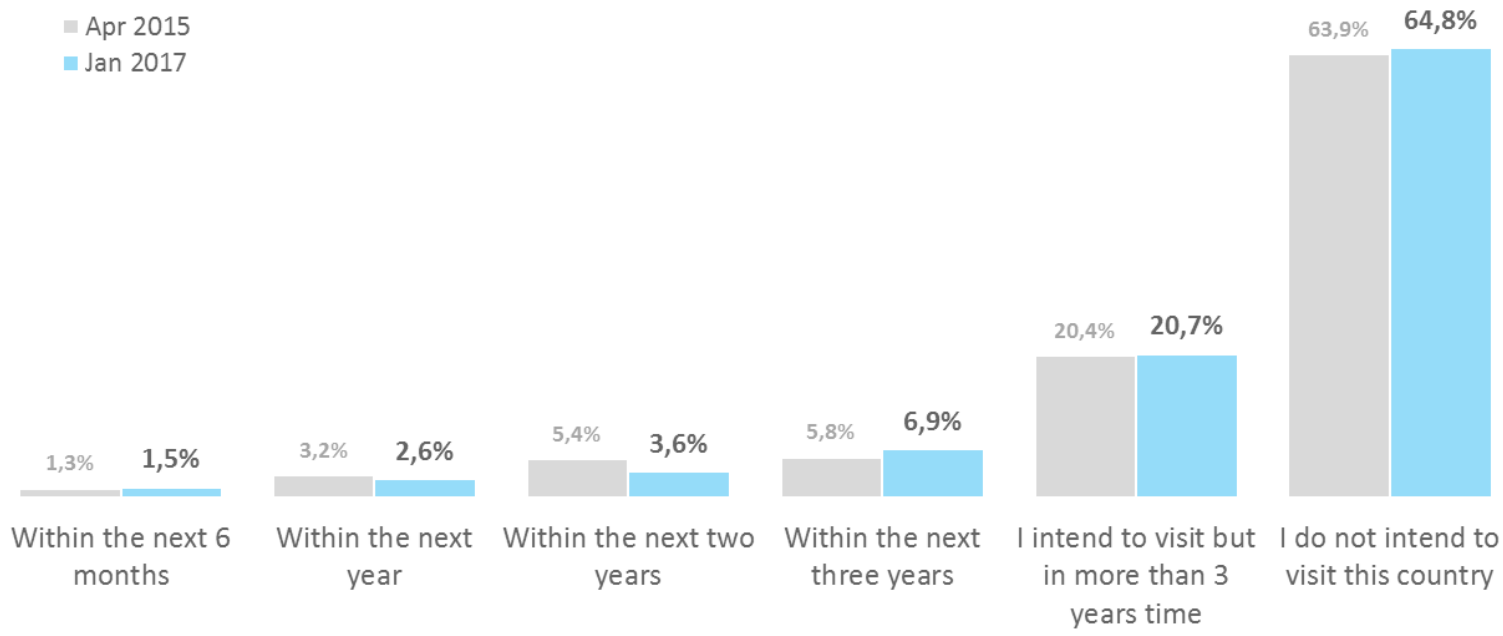


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

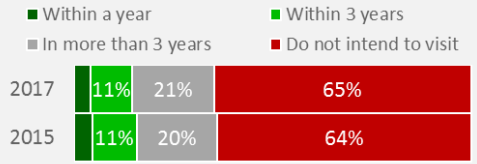
[Q5_2] When, if ever, do you intend to visit FINLAND

Denmark

RESPONSE DISTRIBUTION

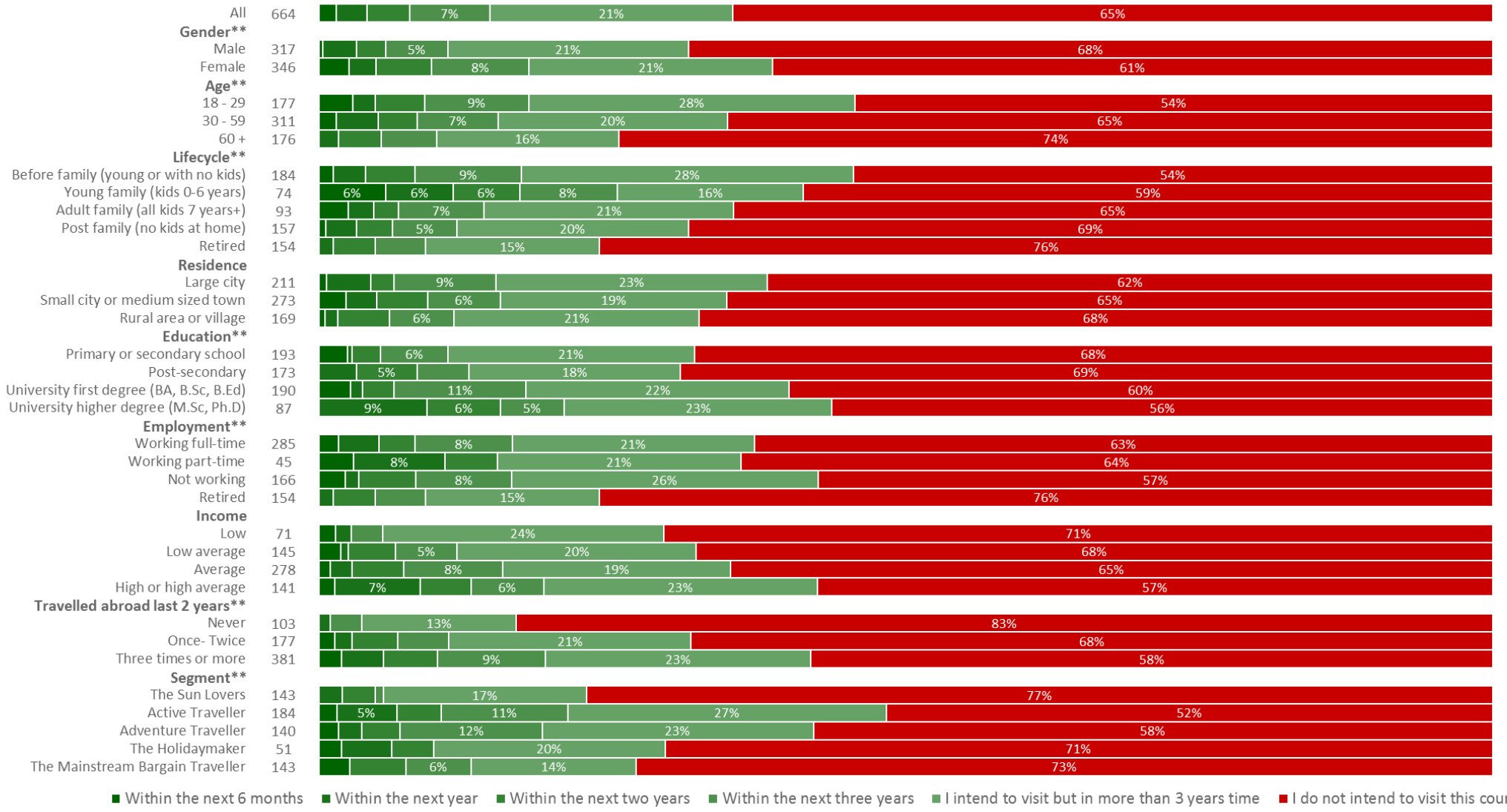


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	10	1,5%	0,9%
Within the next year	17	2,6%	1,2%
Within the next two years	24	3,6%	1,4%
Within the next three	46	6,9%	1,9%
I intend to visit but in more than 3 years time	137	20,7%	3,1%
I do not intend to visit this country	430	64,8%	3,6%
Total	664	100%	
Answered	664	66,0%	
Did not answer	342	34,0%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

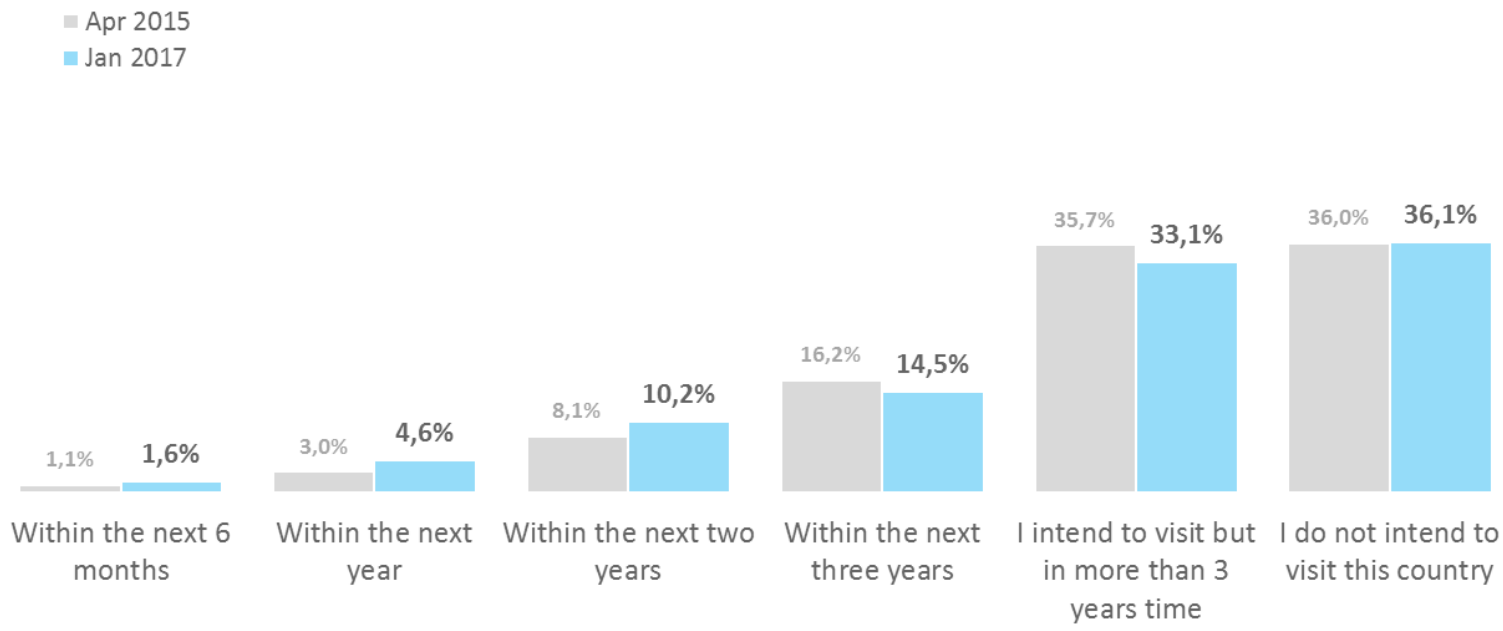


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

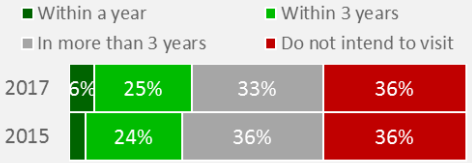
[Q5_3] When, if ever, do you intend to visit ICELAND

Denmark

RESPONSE DISTRIBUTION

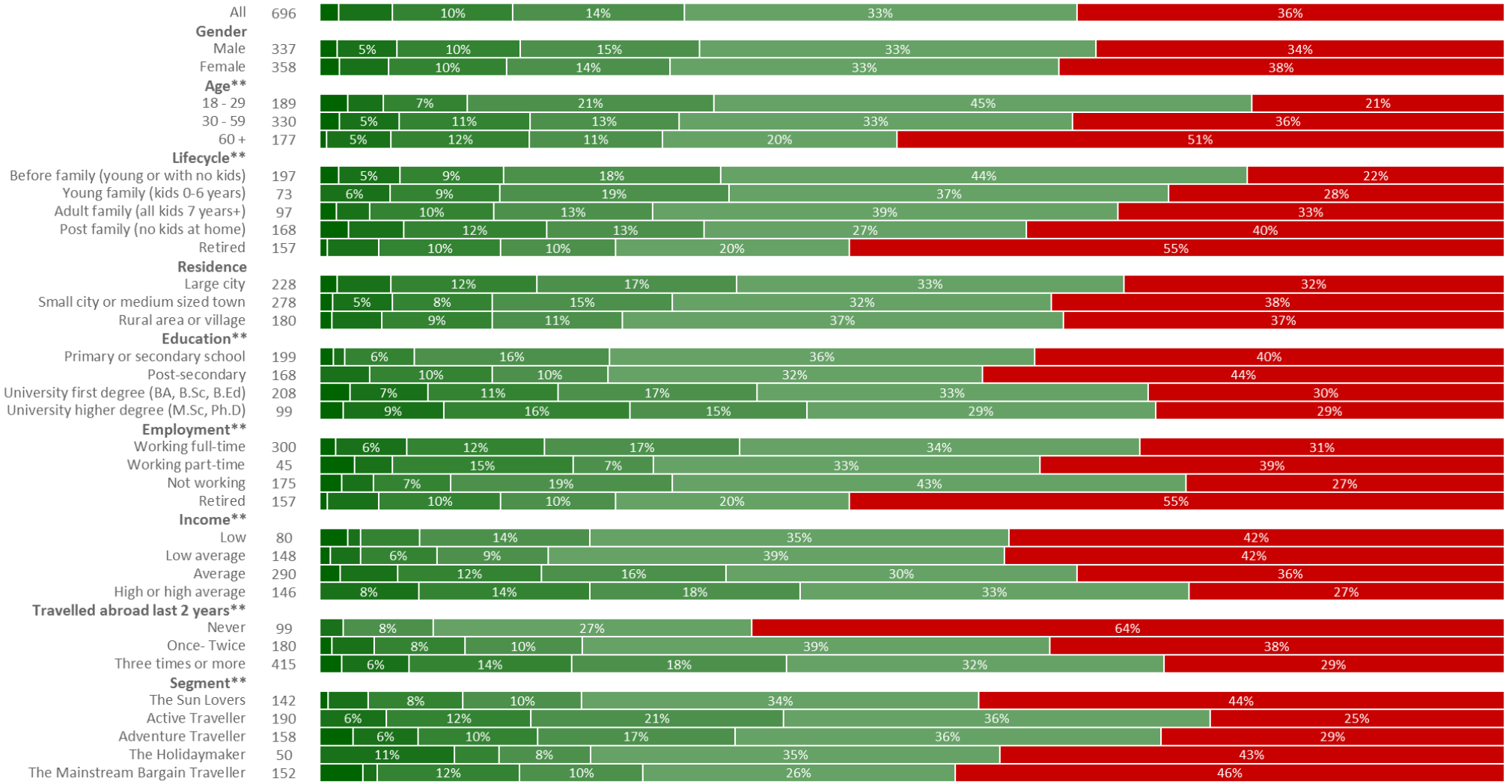


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	11	1,6%	0,9%
Within the next year	32	4,6%	1,6%
Within the next two years	71	10,2%	2,2%
Within the next three	101	14,5%	2,6%
I intend to visit but in more than 3 years time	231	33,1%	3,5%
I do not intend to visit this country	251	36,1%	3,6%
Total	696	100%	
Answered	696	69,2%	
Did not answer	310	30,8%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

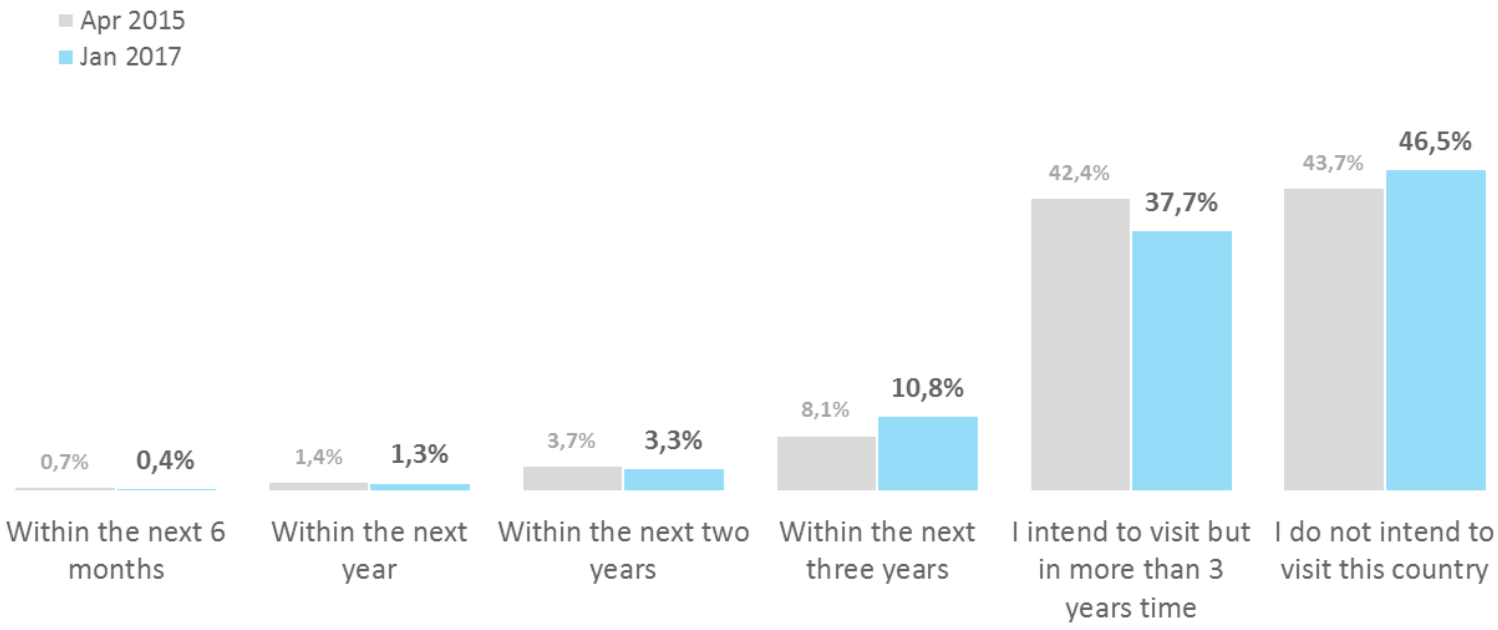


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

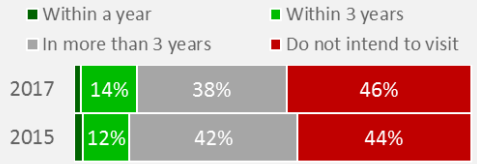
[Q5_4] When, if ever, do you intend to visit NEW ZEALAND

Denmark

RESPONSE DISTRIBUTION

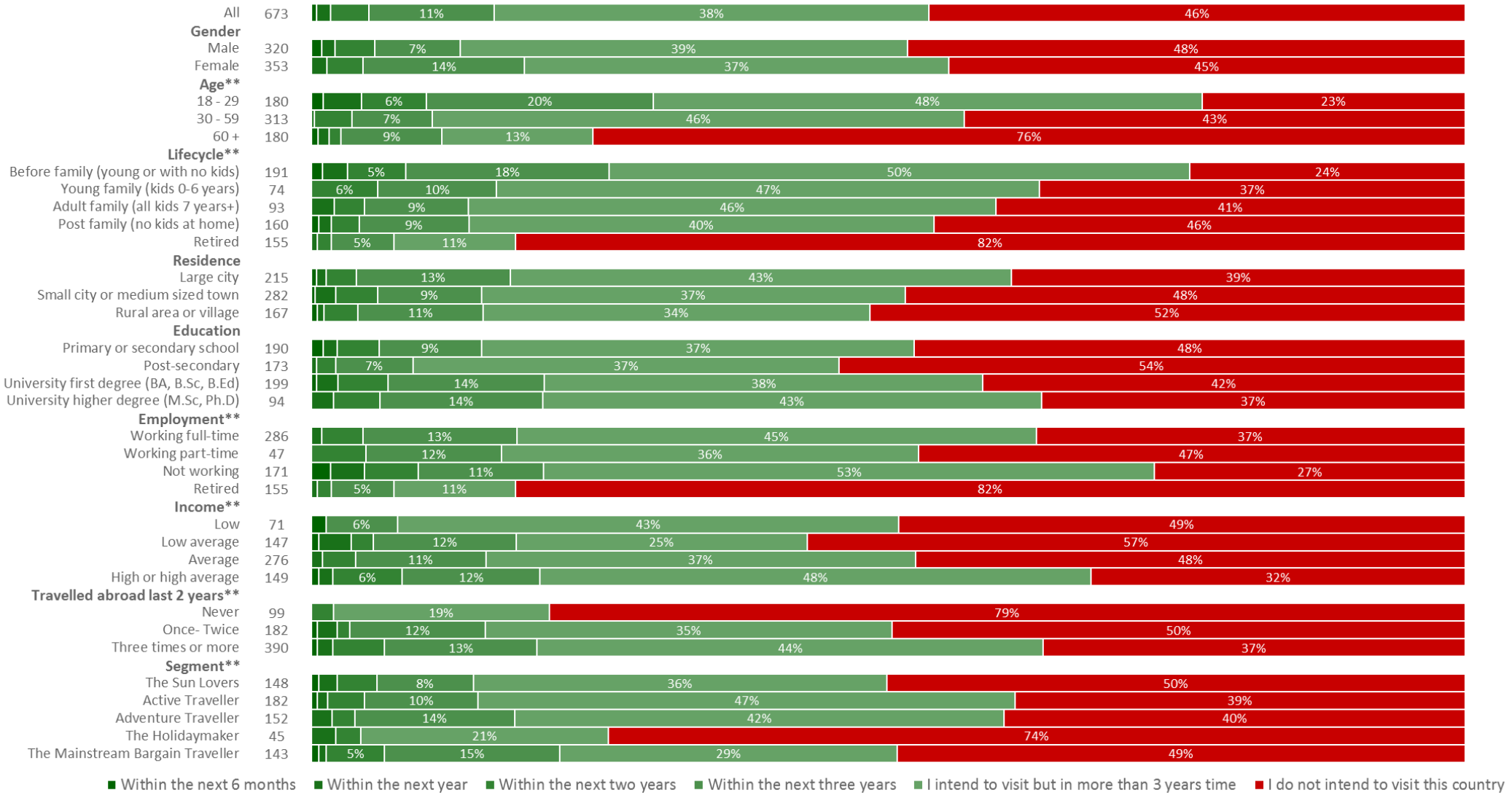


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	3	0,4%	0,5%
Within the next year	9	1,3%	0,8%
Within the next two years	22	3,3%	1,3%
Within the next three	73	10,8%	2,3%
I intend to visit but in more than 3 years time	254	37,7%	3,7%
I do not intend to visit this country	313	46,5%	3,8%
Total	673	100%	
Answered	673	66,9%	
Did not answer	333	33,1%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

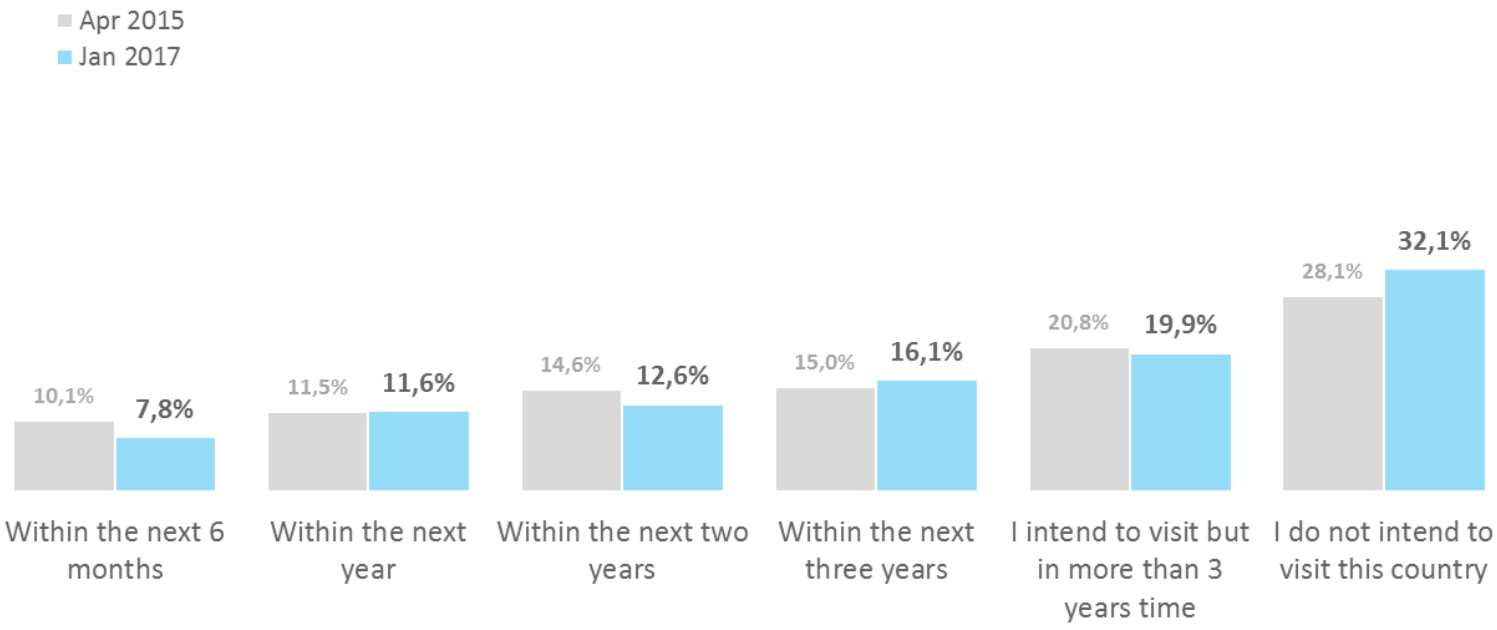


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

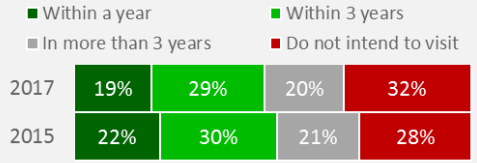
[Q5_5] When, if ever, do you intend to visit NORWAY

Denmark

RESPONSE DISTRIBUTION

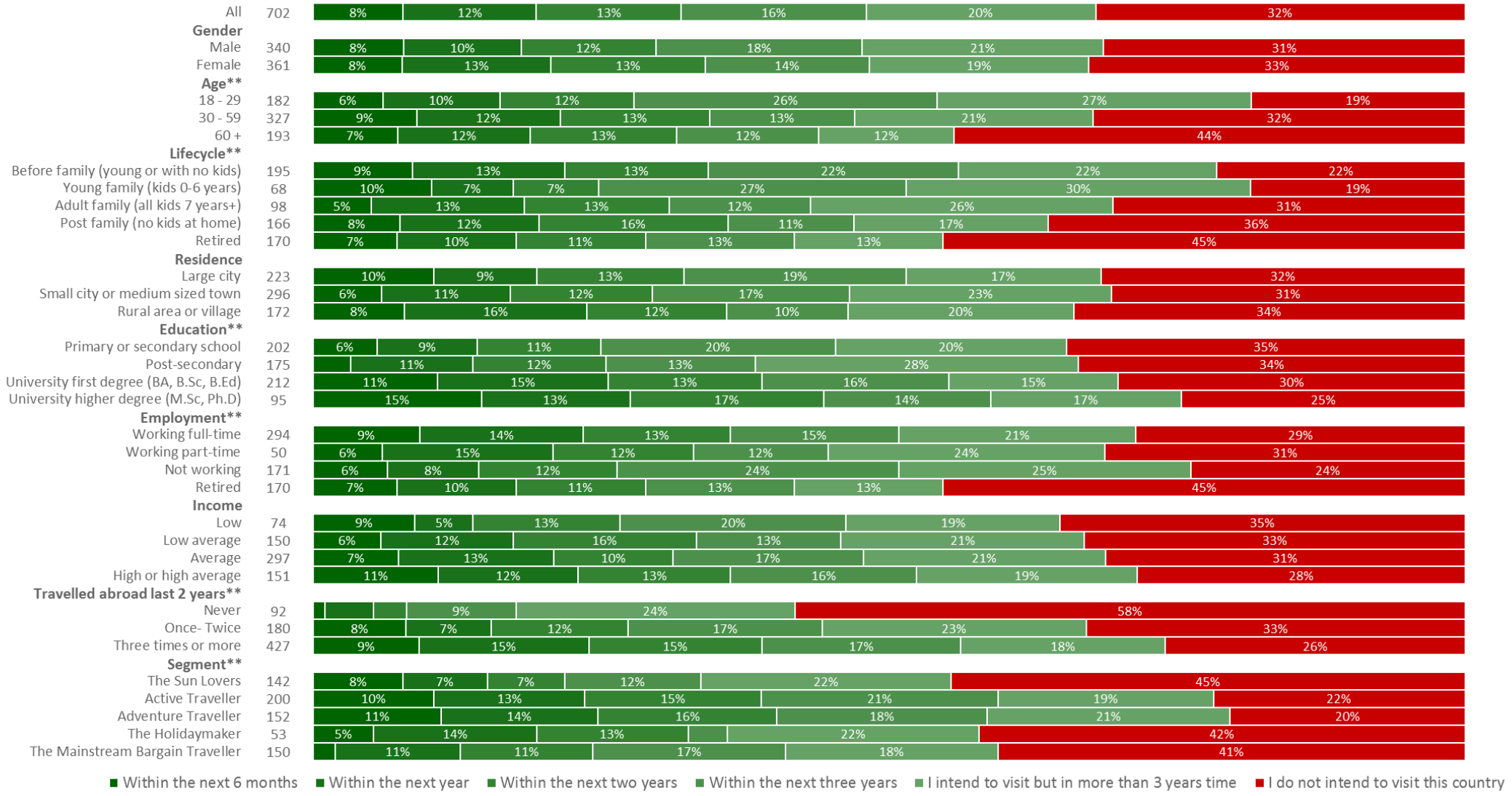


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	55	7,8%	2,0%
Within the next year	81	11,6%	2,4%
Within the next two years	88	12,6%	2,5%
Within the next three	113	16,1%	2,7%
I intend to visit but in more than 3 years time	140	19,9%	3,0%
I do not intend to visit this country	225	32,1%	3,5%
Total	702	100%	
Answered	702	69,7%	
Did not answer	304	30,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN



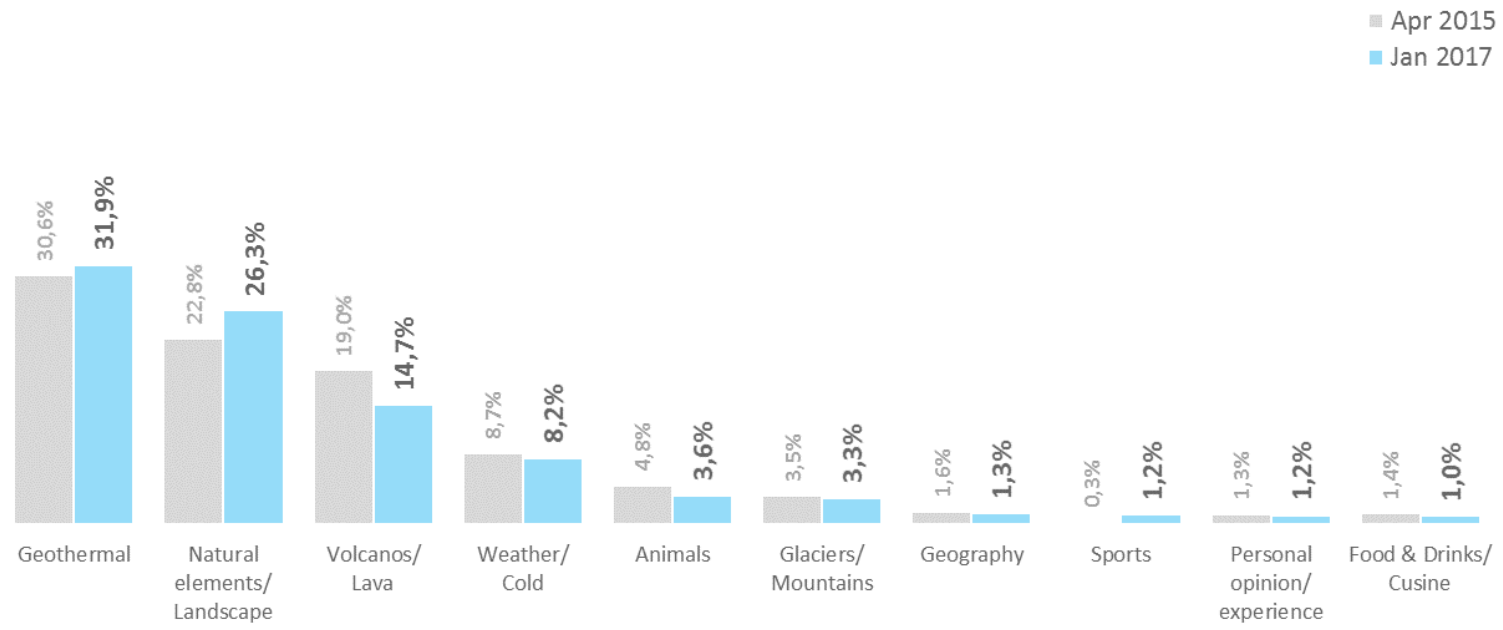
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q6_1] When you think about the country Iceland what comes into your mind?

First mention | Denmark

CATEGORIZED RESPONSE DISTRIBUTION

(First of up to three mentions)



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%
Weather/Cold	81	8,2%	1,7%
Animals	36	3,6%	1,2%
Glaciers/Mountains	33	3,3%	1,1%
Geography	13	1,3%	0,7%
Sports	12	1,2%	0,7%
Personal	12	1,2%	0,7%
Food & Drinks/Cusine	10	1,0%	0,6%
Answered	991	98,5%	
Did not answer	15	1,5%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

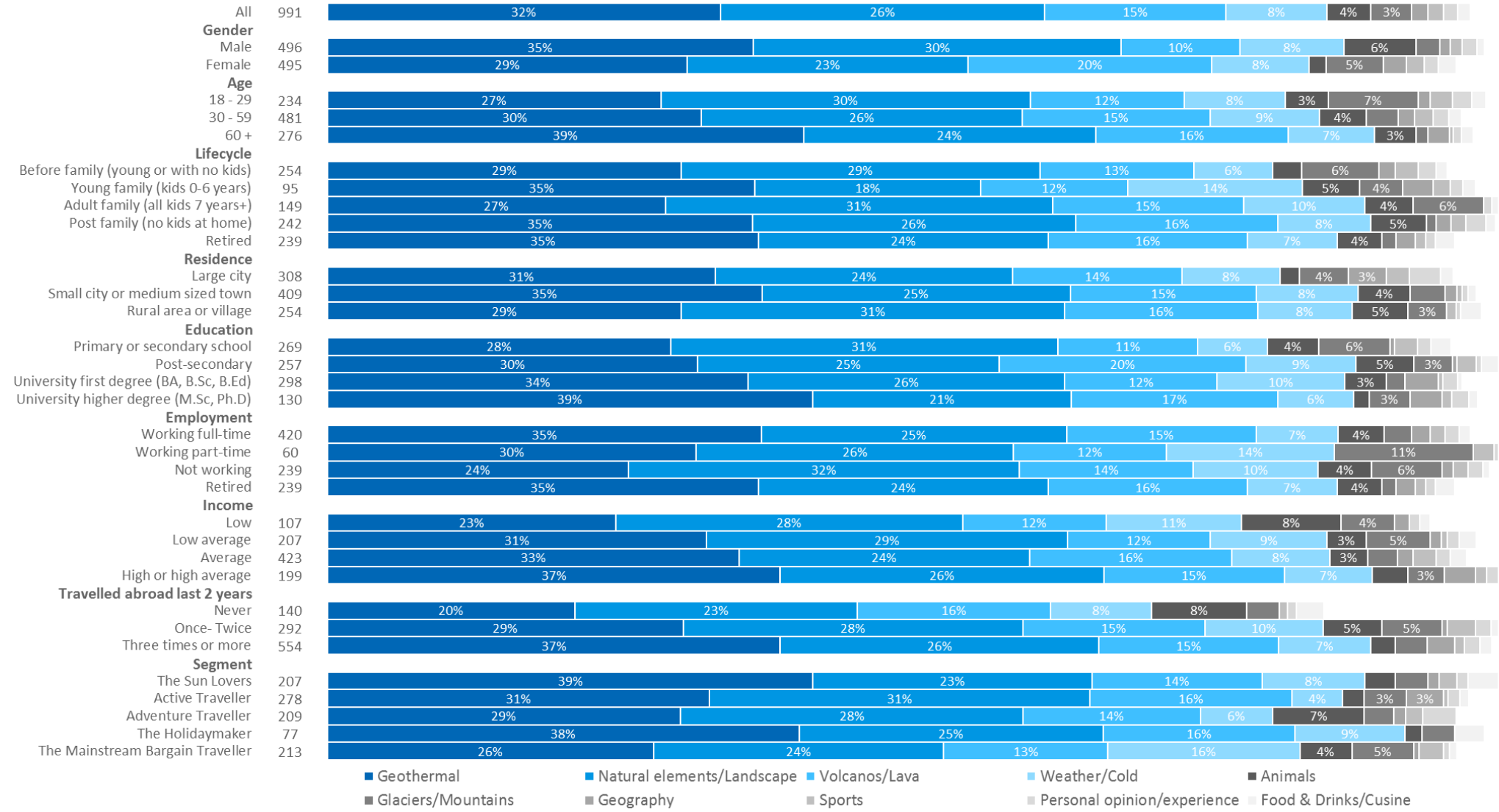
*Asked: All respondents

[Q6_1] When you think about the country Iceland what comes into your mind?

First mention | Denmark

CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS

(First of up to three mentions)



*Asked: All respondents

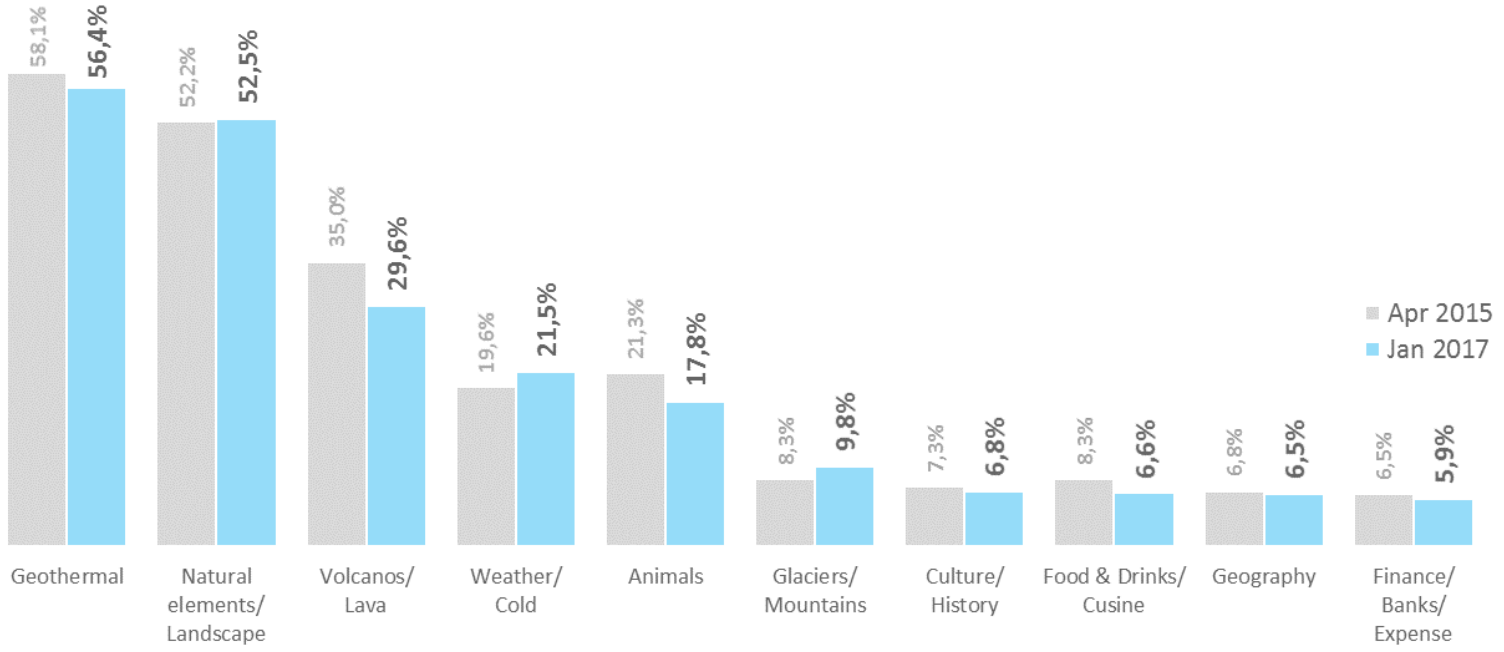
** Statistically significant difference between groups (p<0,05)

[Q6_A] When you think about the country Iceland what comes into your mind?

All mentions | Denmark

CATEGORIZED RESPONSE DISTRIBUTION

(Up to three mentions)



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Geothermal	559	56,4%	3,1%
Natural	521	52,5%	3,1%
Volcanos/Lava	293	29,6%	2,8%
Weather/Cold	213	21,5%	2,6%
Animals	177	17,8%	2,4%
Glaciers/Mountains	97	9,8%	1,9%
Culture/History	68	6,8%	1,6%
Food & Drinks/Cusine	65	6,6%	1,5%
Geography	64	6,5%	1,5%
Finance/Banks/Expense	58	5,9%	1,5%
Answered	991	98,5%	
Did not answer	15	1,5%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

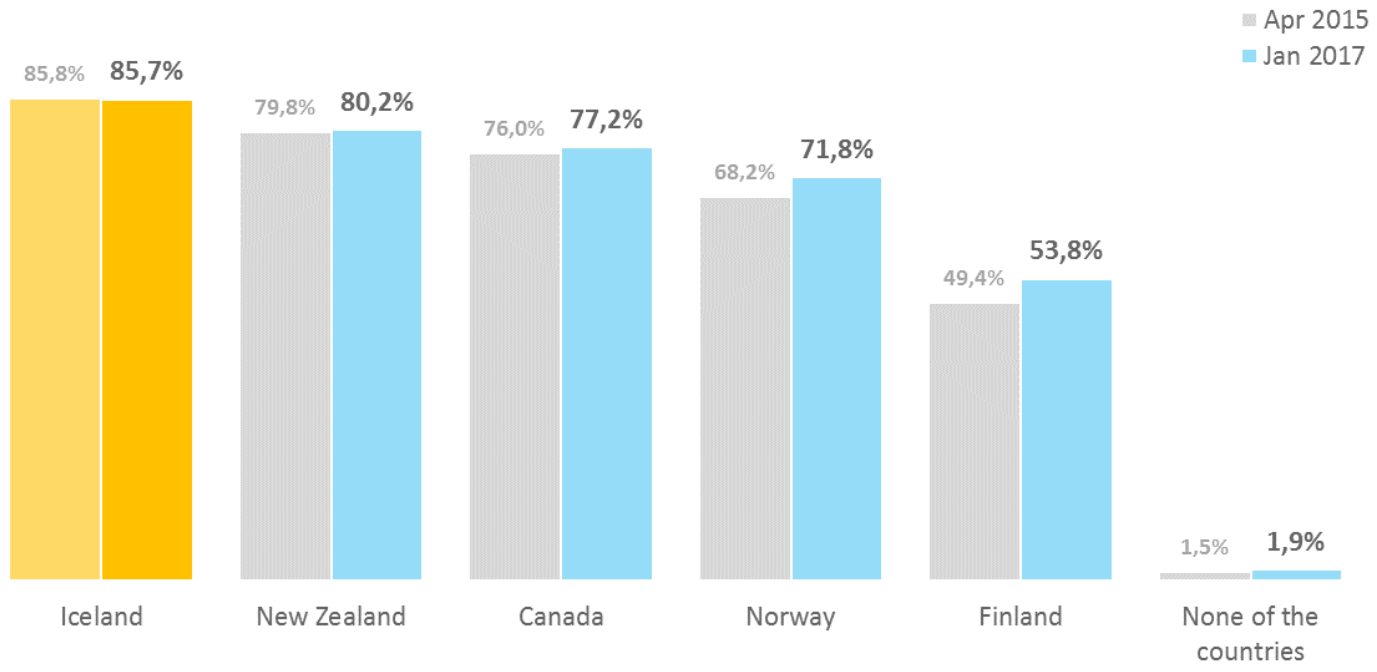
CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS

(Up to three mentions)

		Geothermal	Natural elements/ Landscape	Volcanos/ Lava	Weather/ Cold	Animals	Glaciers/ Mountains	Culture/ History	Food & Drinks/ Cusine	Geography	Finance/ Banks/ Expense
All	991	56%	53%	30%	22%	18%	10%	7%	7%	6%	6%
Gender											
Male	496	60%	58%	21%	23%	26%	9%	6%	5%	5%	4%
Female	495	52%	47%	39%	20%	10%	11%	8%	9%	8%	7%
Age											
18 - 29	234	41%	55%	26%	27%	17%	14%	8%	5%	8%	2%
30 - 59	481	57%	53%	29%	21%	18%	10%	5%	6%	6%	7%
60 +	276	68%	50%	34%	17%	19%	7%	8%	10%	5%	7%
Lifecycle											
Before family (young or with no kids)	254	45%	57%	27%	23%	17%	12%	9%	4%	6%	4%
Young family (kids 0-6 years)	95	52%	43%	27%	28%	15%	10%	8%	9%	9%	5%
Adult family (all kids 7 years+)	149	48%	59%	29%	27%	11%	12%	4%	6%	8%	3%
Post family (no kids at home)	242	68%	51%	29%	20%	23%	9%	5%	6%	5%	10%
Retired	239	65%	49%	35%	16%	18%	6%	9%	10%	6%	7%
Residence											
Large city	308	53%	53%	29%	23%	15%	10%	10%	8%	9%	6%
Small city or medium sized town	409	60%	51%	31%	21%	16%	10%	5%	5%	5%	6%
Rural area or village	254	57%	55%	30%	19%	24%	9%	6%	7%	6%	4%
Education											
Primary or secondary school	269	47%	53%	28%	20%	16%	13%	6%	6%	7%	4%
Post-secondary	257	55%	54%	30%	23%	17%	10%	8%	7%	4%	6%
University first degree (BA, B.Sc, B.Ed)	298	62%	51%	28%	24%	20%	8%	6%	6%	8%	8%
University higher degree (M.Sc, Ph.D)	130	67%	53%	37%	19%	17%	9%	10%	7%	9%	7%
Employment											
Working full-time	420	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	239	45%	57%	29%	27%	20%	12%	7%	3%	8%	3%
Retired	239	65%	49%	35%	16%	18%	6%	9%	10%	6%	7%
Income											
Low	107	44%	55%	29%	25%	29%	7%	10%	5%	4%	5%
Low average	207	57%	49%	27%	17%	21%	14%	7%	7%	6%	3%
Average	423	57%	51%	30%	23%	15%	9%	6%	7%	7%	8%
High or high average	199	63%	60%	31%	22%	15%	9%	8%	7%	8%	6%
Travelled abroad last 2 years											
Never	140	45%	46%	30%	19%	23%	5%	9%	5%	2%	4%
Once- Twice	292	49%	54%	29%	23%	17%	12%	6%	5%	4%	4%
Three times or more	554	63%	53%	30%	21%	17%	10%	7%	8%	9%	7%
Segment											
The Sun Lovers	207	58%	51%	27%	26%	16%	10%	7%	12%	6%	7%
Active Traveller	278	61%	56%	36%	19%	20%	9%	7%	7%	9%	8%
Adventure Traveller	209	57%	54%	28%	13%	21%	7%	9%	7%	7%	5%
The Holidaymaker	77	62%	57%	30%	23%	17%	11%	2%	5%	2%	1%
The Mainstream Bargain Traveller	213	46%	47%	25%	28%	15%	12%	6%	1%	6%	5%

*Asked: All respondents

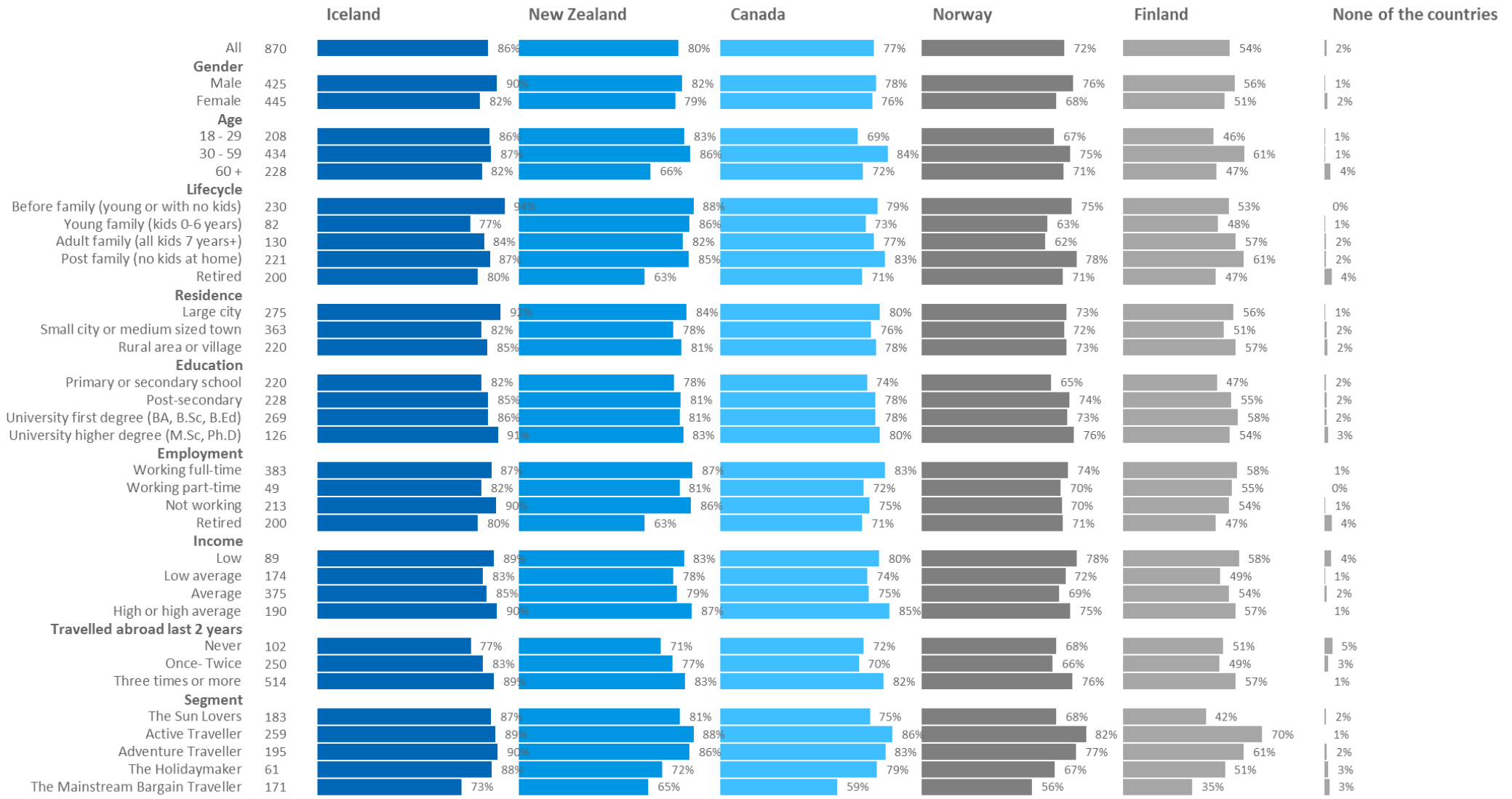
RESPONSE DISTRIBUTION



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 answer	136	13,6%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

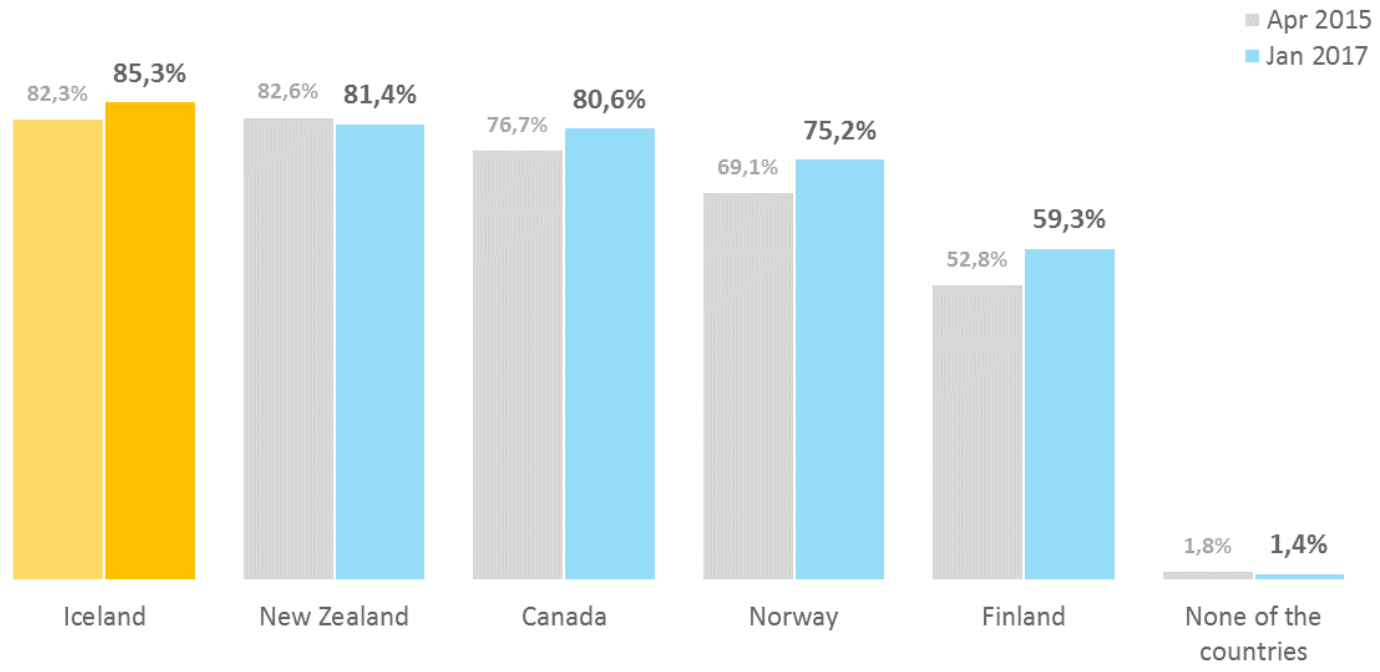
*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

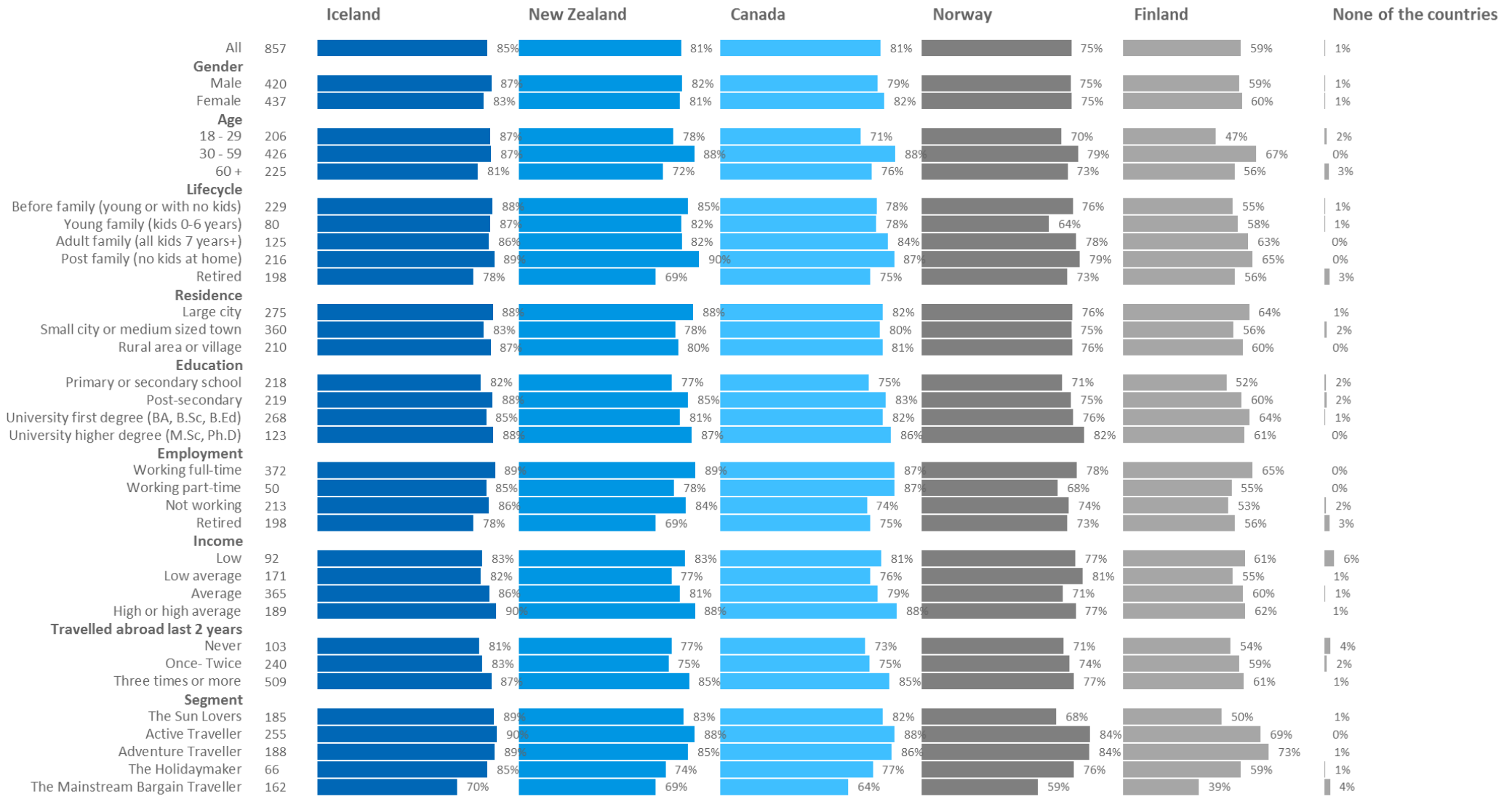
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Iceland	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 answer	149	14,8%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

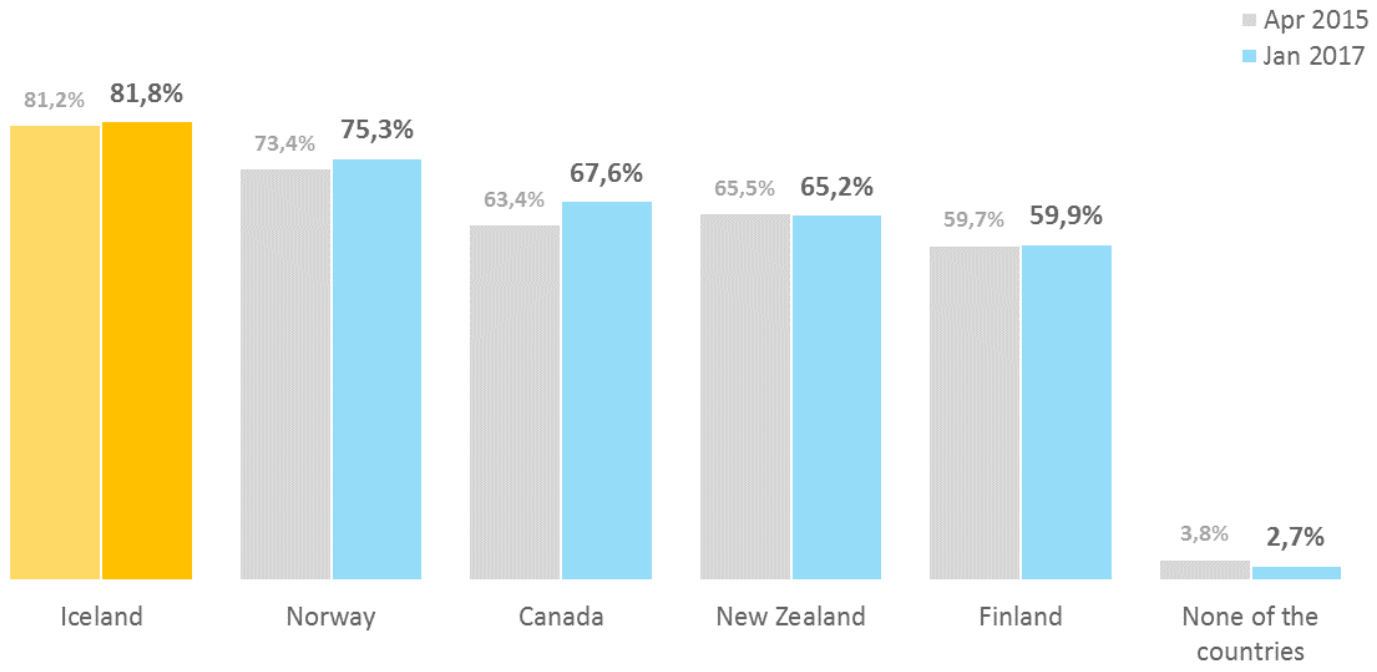
RESPONSE DISTRIBUTION | CROSS SPLITS



		Iceland	New Zealand	Canada	Norway	Finland	None of the countries
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%
Age							
18 - 29	206	87%	78%	71%	70%	47%	2%
30 - 59	426	87%	88%	88%	79%	67%	0%
60 +	225	81%	72%	76%	73%	56%	3%
Lifecycle							
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							
Primary or secondary school	218	82%	77%	75%	71%	52%	2%
Post-secondary	219	88%	85%	83%	75%	60%	2%
University first degree (BA, B.Sc, B.Ed)	268	85%	81%	82%	76%	64%	1%
University higher degree (M.Sc, Ph.D)	123	88%	87%	86%	82%	61%	0%
Employment							
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%	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							
The Sun Lovers	185	89%	83%	82%	68%	50%	1%
Active Traveller	255	90%	88%	88%	84%	69%	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%

*Asked: All respondents

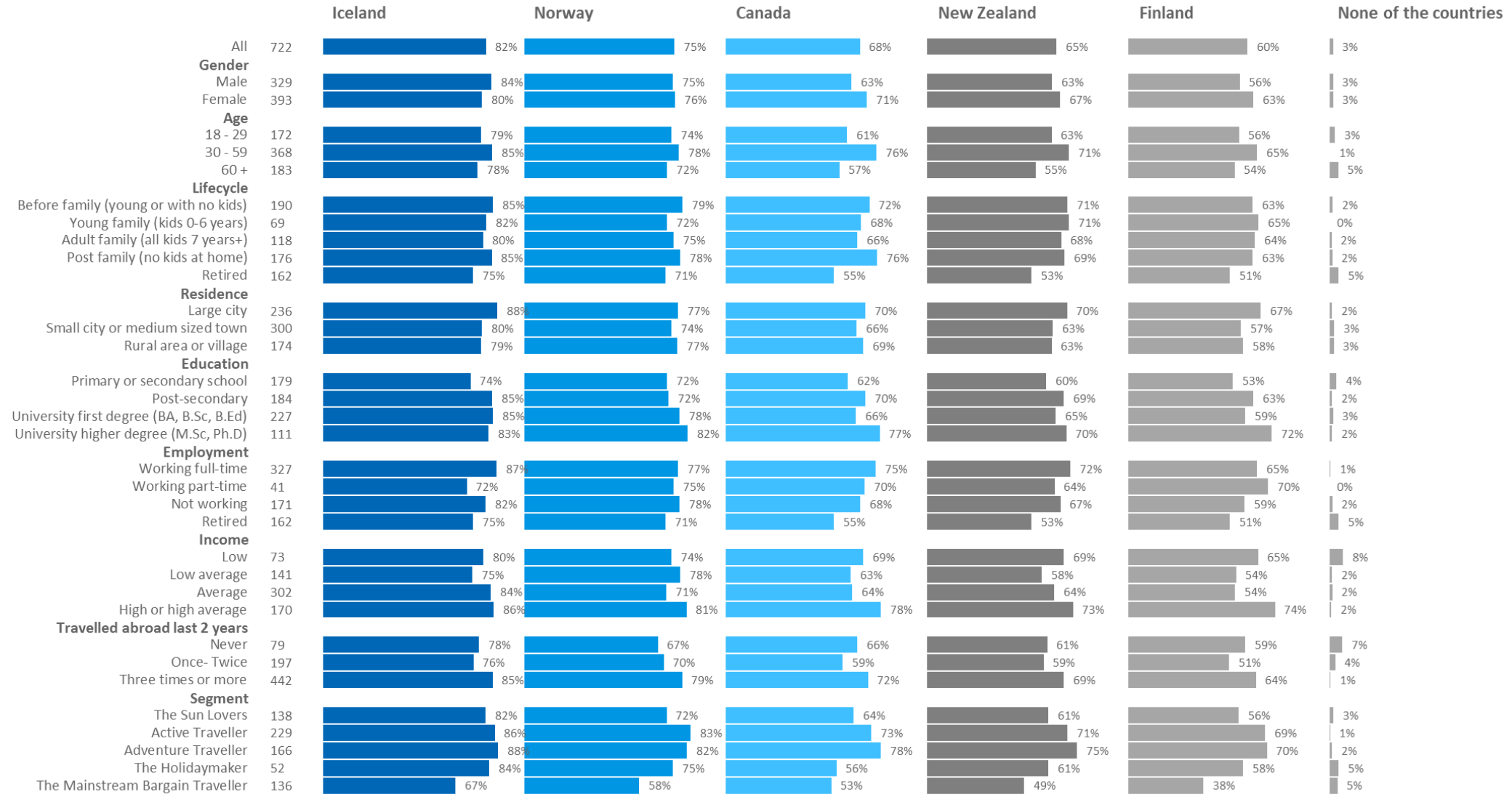
RESPONSE DISTRIBUTION



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 answer	284	28,2%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



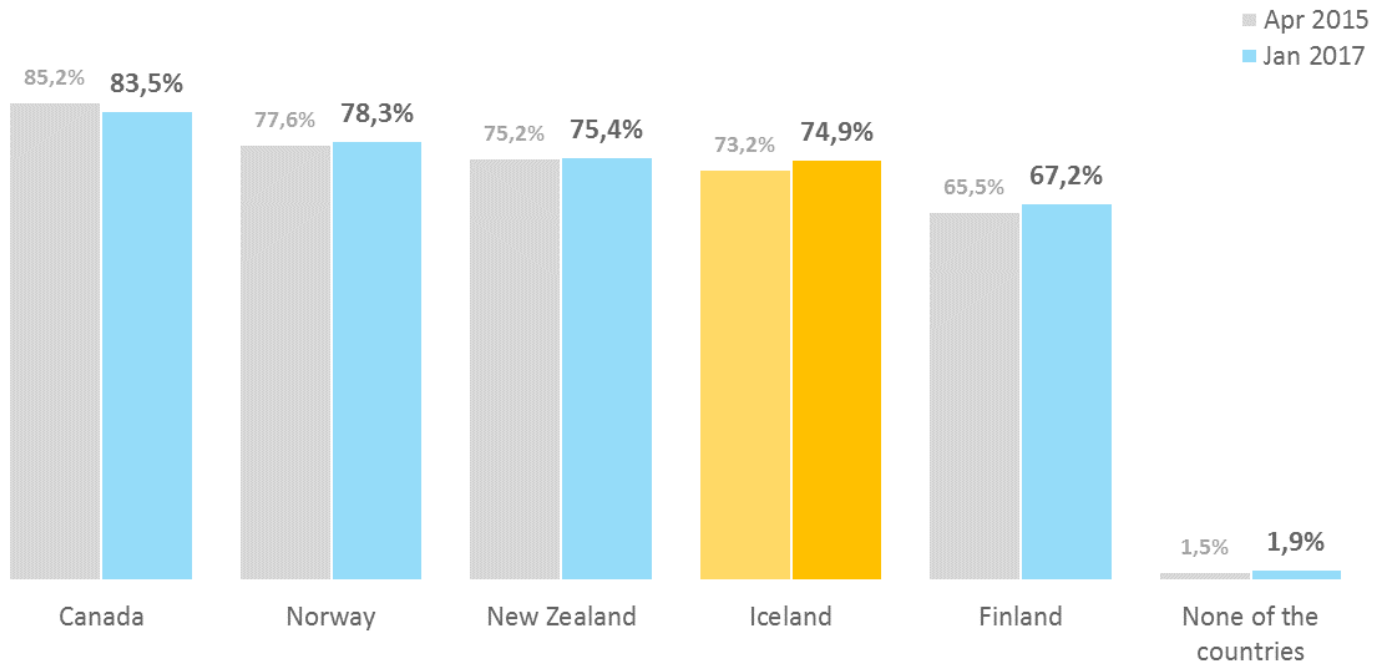
		Iceland	Norway	Canada	New Zealand	Finland	None of the countries
All	722	82%	75%	68%	65%	60%	3%
Gender							
Male	329	84%	75%	63%	63%	56%	3%
Female	393	80%	76%	71%	67%	63%	3%
Age							
18 - 29	172	79%	74%	61%	63%	56%	3%
30 - 59	368	85%	78%	76%	71%	65%	1%
60 +	183	78%	72%	57%	55%	54%	5%
Lifecycle							
Before family (young or with no kids)	190	85%	79%	72%	71%	63%	2%
Young family (kids 0-6 years)	69	82%	72%	68%	71%	65%	0%
Adult family (all kids 7 years+)	118	80%	75%	66%	68%	64%	2%
Post family (no kids at home)	176	85%	78%	76%	69%	63%	2%
Retired	162	75%	71%	55%	53%	51%	5%
Residence							
Large city	236	88%	77%	70%	70%	67%	2%
Small city or medium sized town	300	80%	74%	66%	63%	57%	3%
Rural area or village	174	79%	77%	69%	63%	58%	3%
Education							
Primary or secondary school	179	74%	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	171	82%	78%	68%	67%	59%	2%
Retired	162	75%	71%	55%	53%	51%	5%
Income							
Low	73	80%	74%	69%	69%	65%	8%
Low average	141	75%	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%	67%	66%	61%	59%	7%
Once- Twice	197	76%	70%	59%	59%	51%	4%
Three times or more	442	85%	79%	72%	69%	64%	1%
Segment							
The Sun Lovers	138	82%	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%

*Asked: All respondents

[Q7_4] I can enjoy extensive wilderness and stillness

Denmark

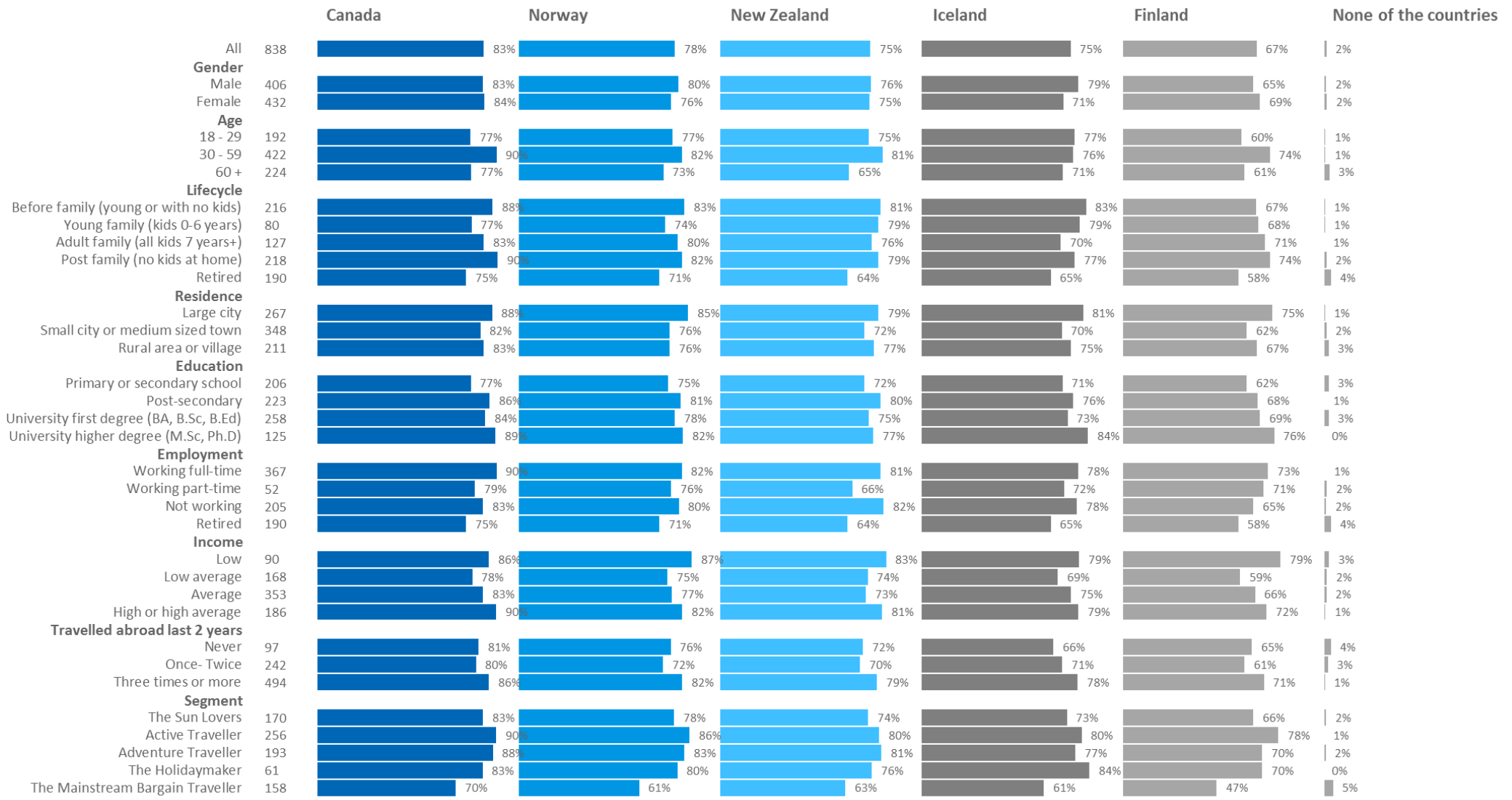
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	700	83,5%	2,5%
Norway	656	78,3%	2,8%
New Zealand	632	75,4%	2,9%
Iceland	628	74,9%	2,9%
Finland	563	67,2%	3,2%
None of the countries	16	1,9%	0,9%
Total	838		
Answered	838	83,3%	
Did not answer	168	16,7%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

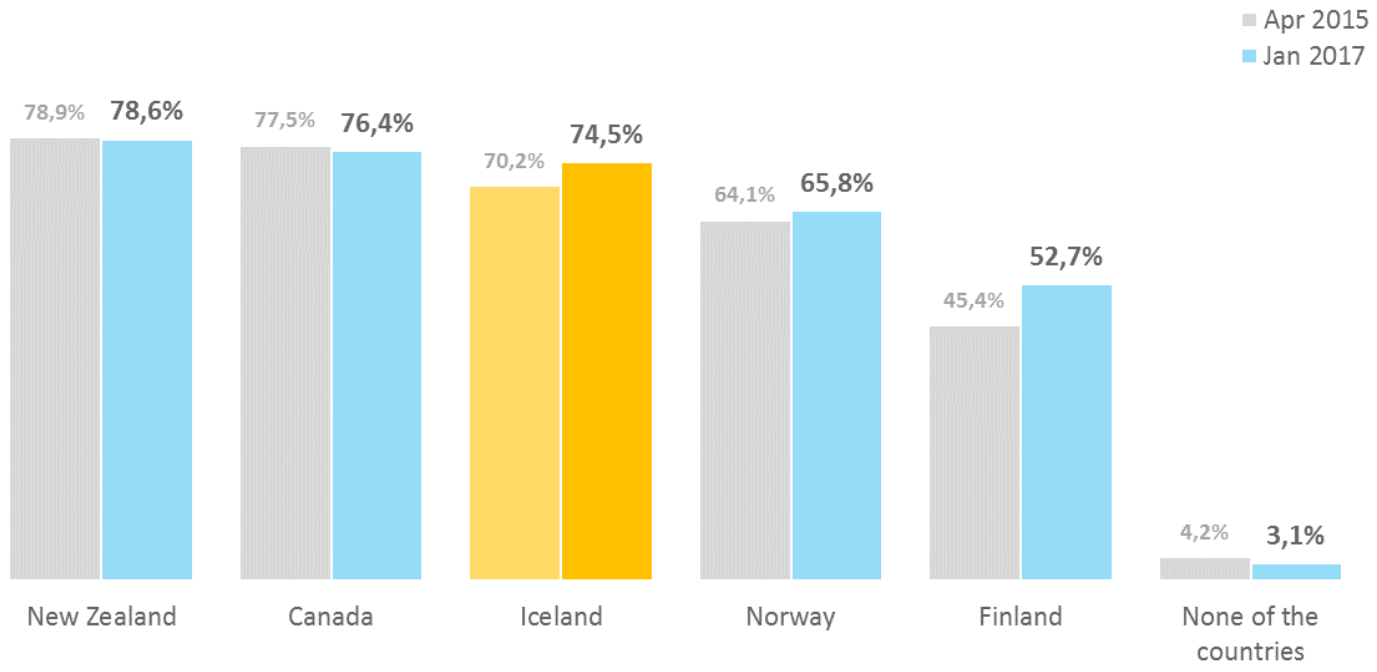


*Asked: All respondents

[Q7_5] I can choose from a variety of exciting activities

Denmark

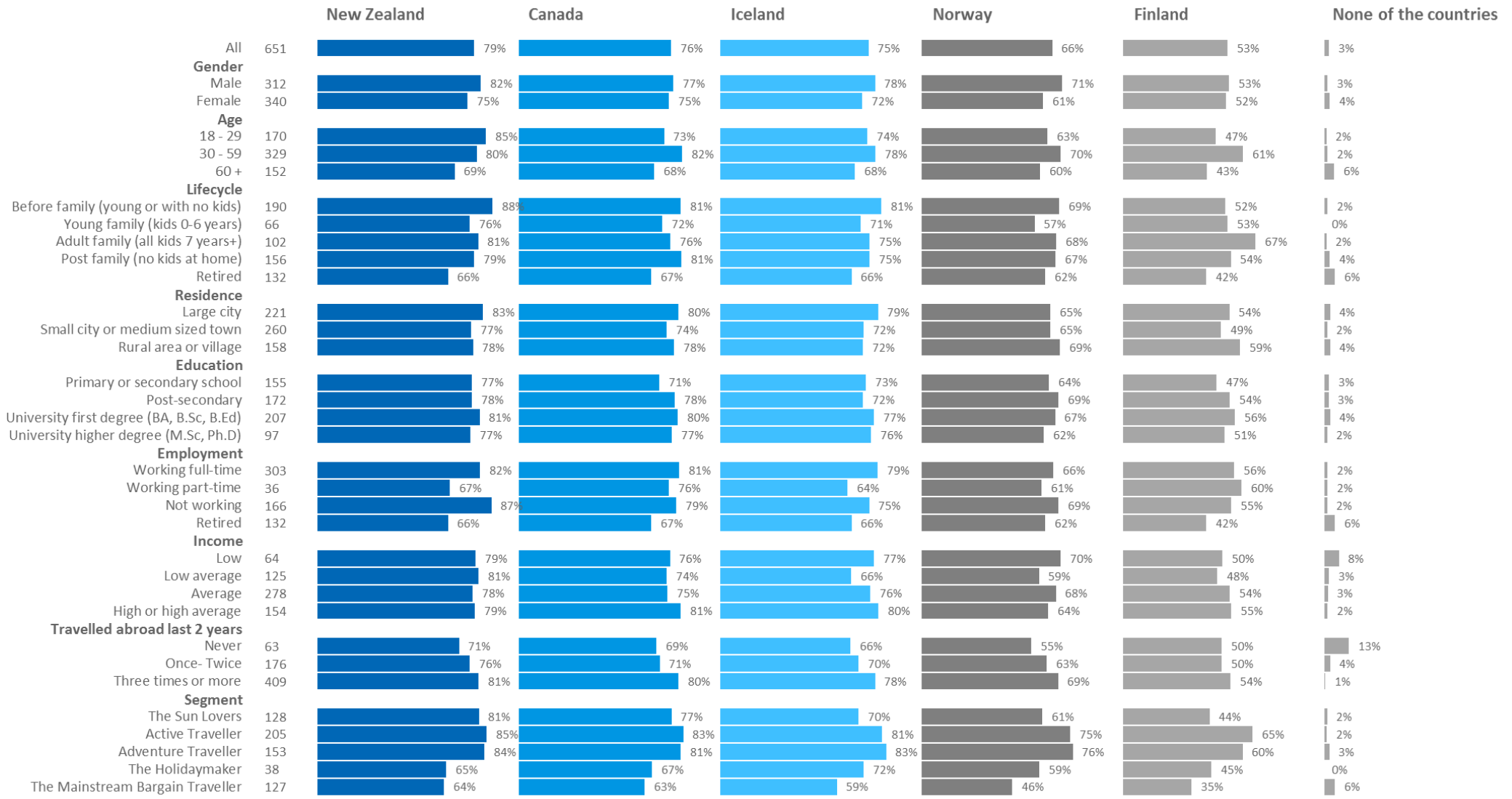
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
New Zealand	512	78,6%	3,2%
Canada	498	76,4%	3,3%
Iceland	485	74,5%	3,3%
Norway	428	65,8%	3,6%
Finland	343	52,7%	3,8%
None of the countries	20	3,1%	1,3%
Total	651		
Answered	651	64,7%	
Did not answer	355	35,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

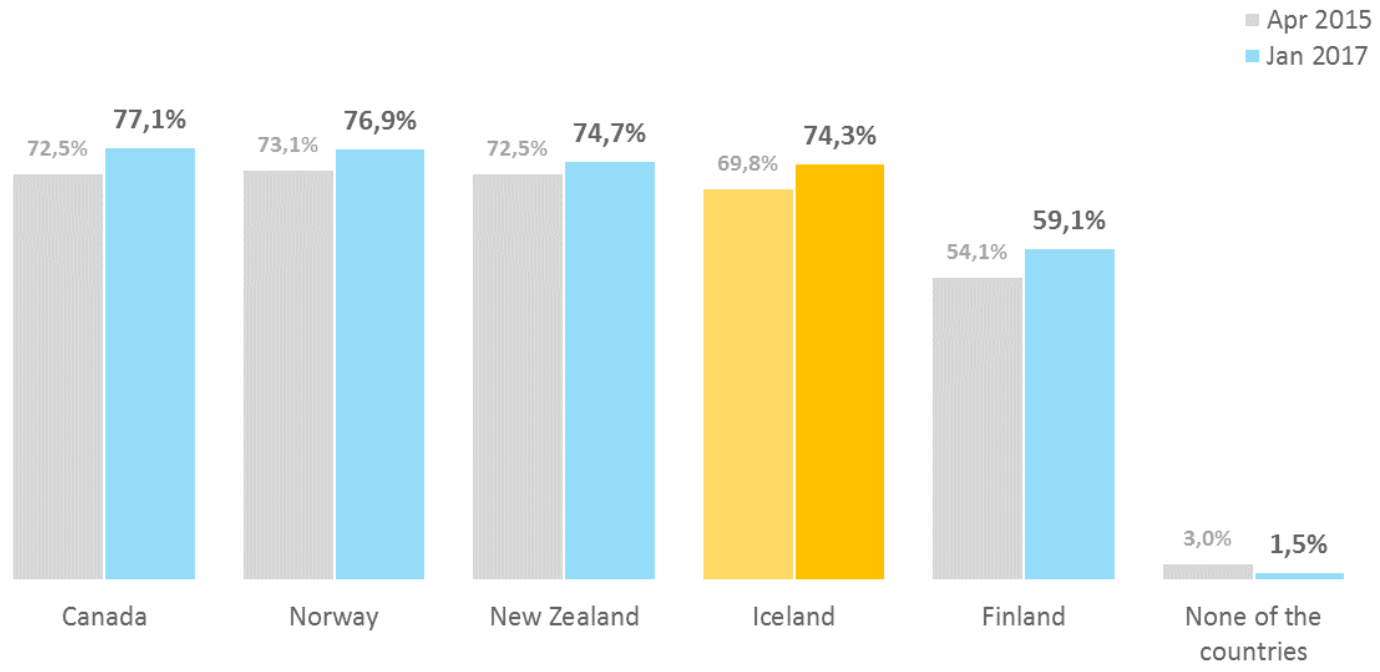


*Asked: All respondents

[Q7_6] I can expect the locals to be warm and welcoming

Denmark

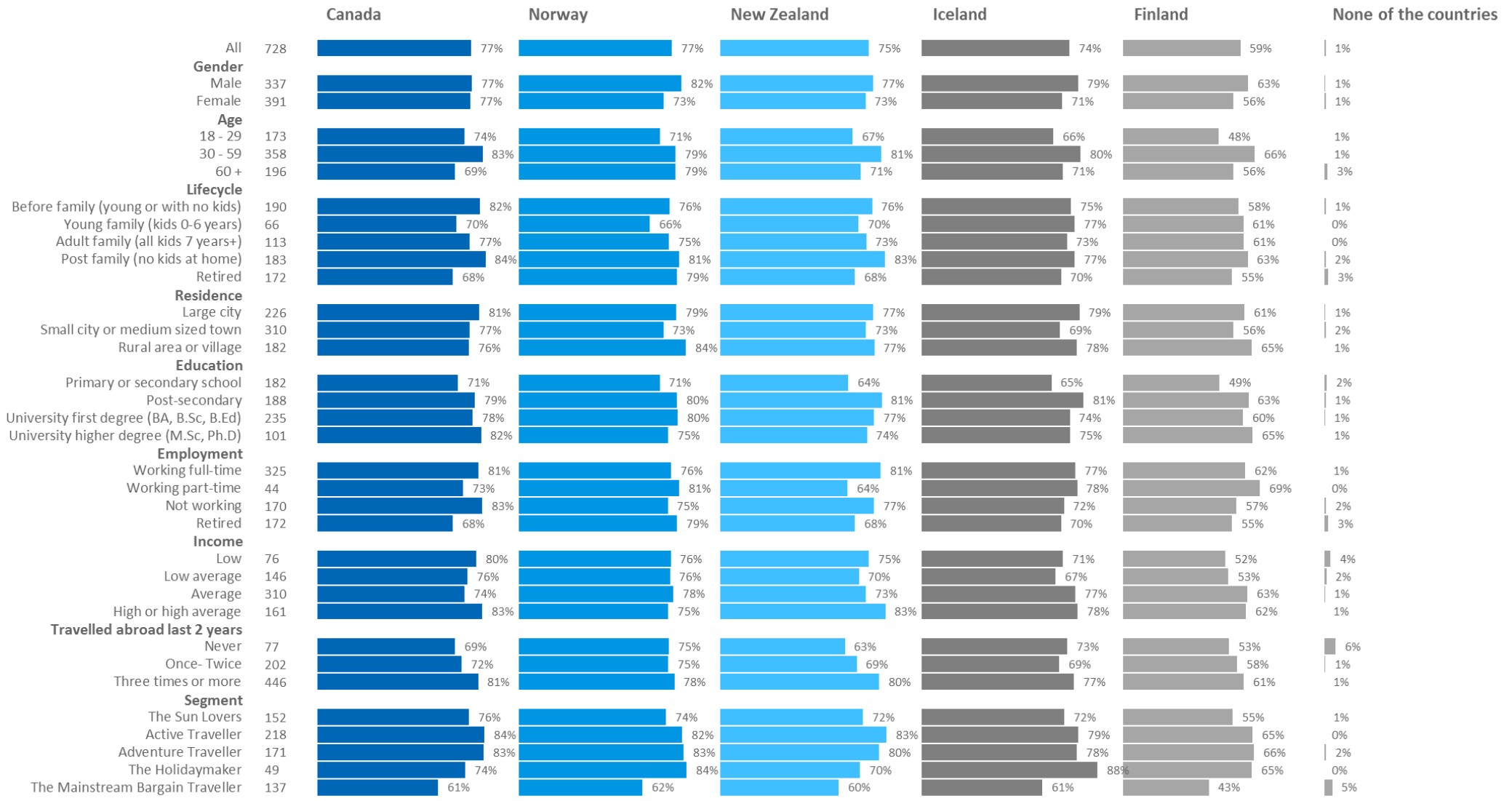
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	561	77,1%	3,1%
Norway	559	76,9%	3,1%
New Zealand	544	74,7%	3,2%
Iceland	541	74,3%	3,2%
Finland	430	59,1%	3,6%
None of the countries	11	1,5%	0,9%
Total	728		
Answered	728	72,3%	
Did not answer	278	27,7%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

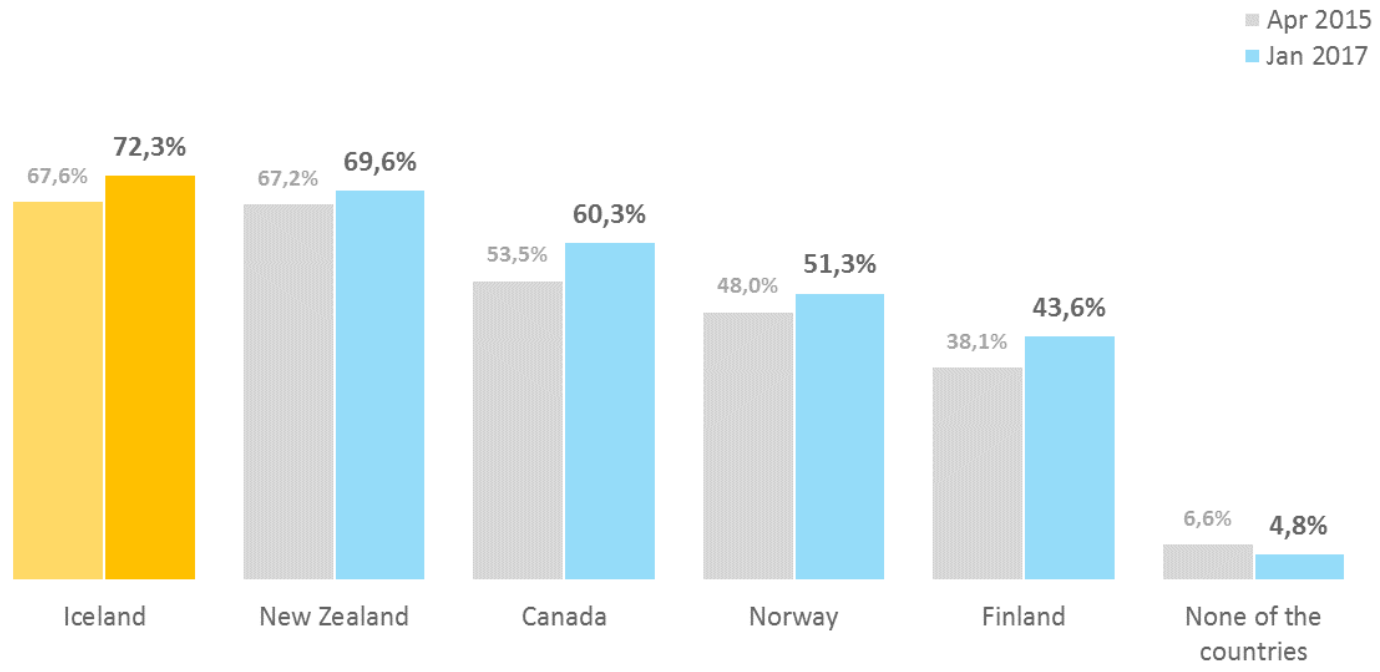


*Asked: All respondents

[Q7_7] It has an interesting history and culture

Denmark

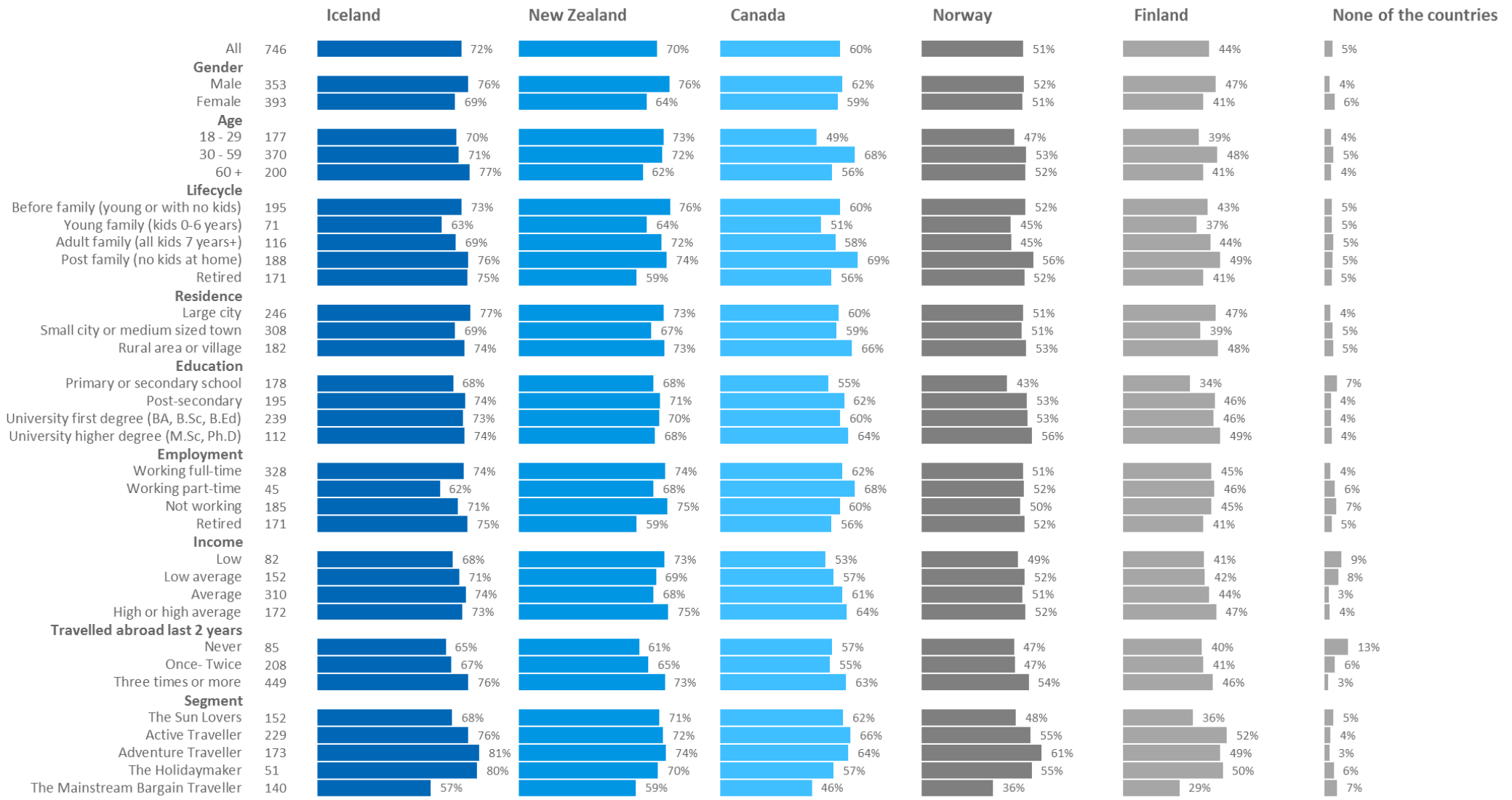
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Iceland	540	72,3%	3,2%
New Zealand	520	69,6%	3,3%
Canada	450	60,3%	3,5%
Norway	383	51,3%	3,6%
Finland	326	43,6%	3,6%
None of the countries	36	4,8%	1,5%
Total	746		
Answered	746	74,2%	
Did not answer	260	25,8%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

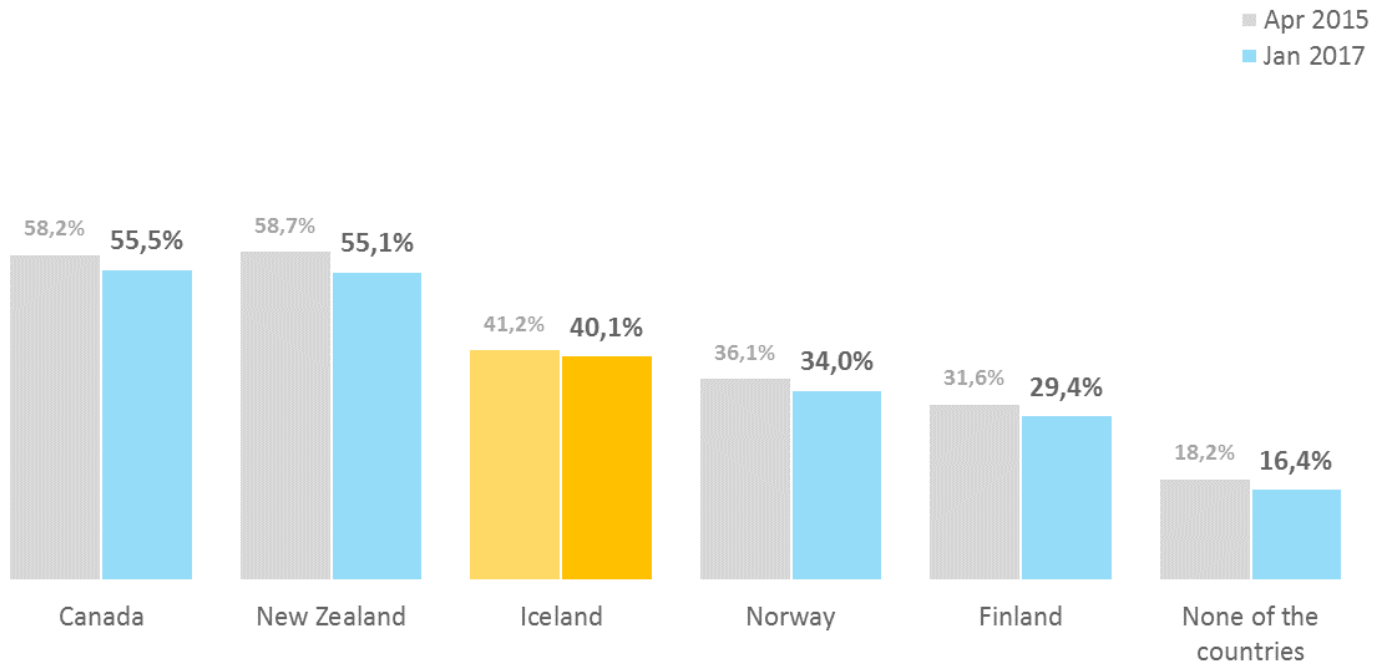


*Asked: All respondents

[Q7_8] It offers exciting restaurants

Denmark

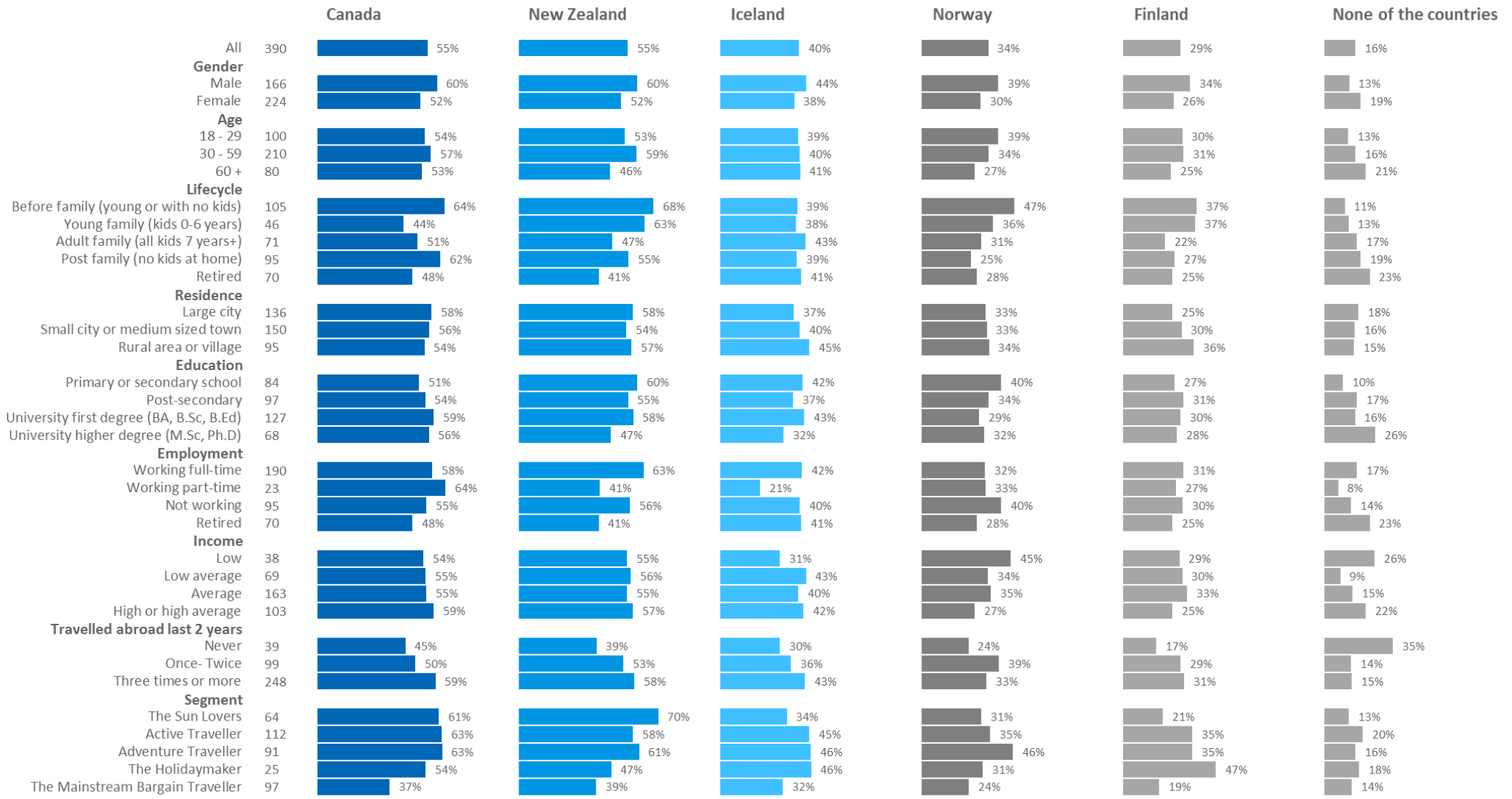
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	216	55,5%	4,9%
New Zealand	214	55,1%	4,9%
Iceland	156	40,1%	4,9%
Norway	132	34,0%	4,7%
Finland	115	29,4%	4,5%
None of the countries	64	16,4%	3,7%
Total	390		
Answered	390	38,7%	
Did not answer	616	61,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

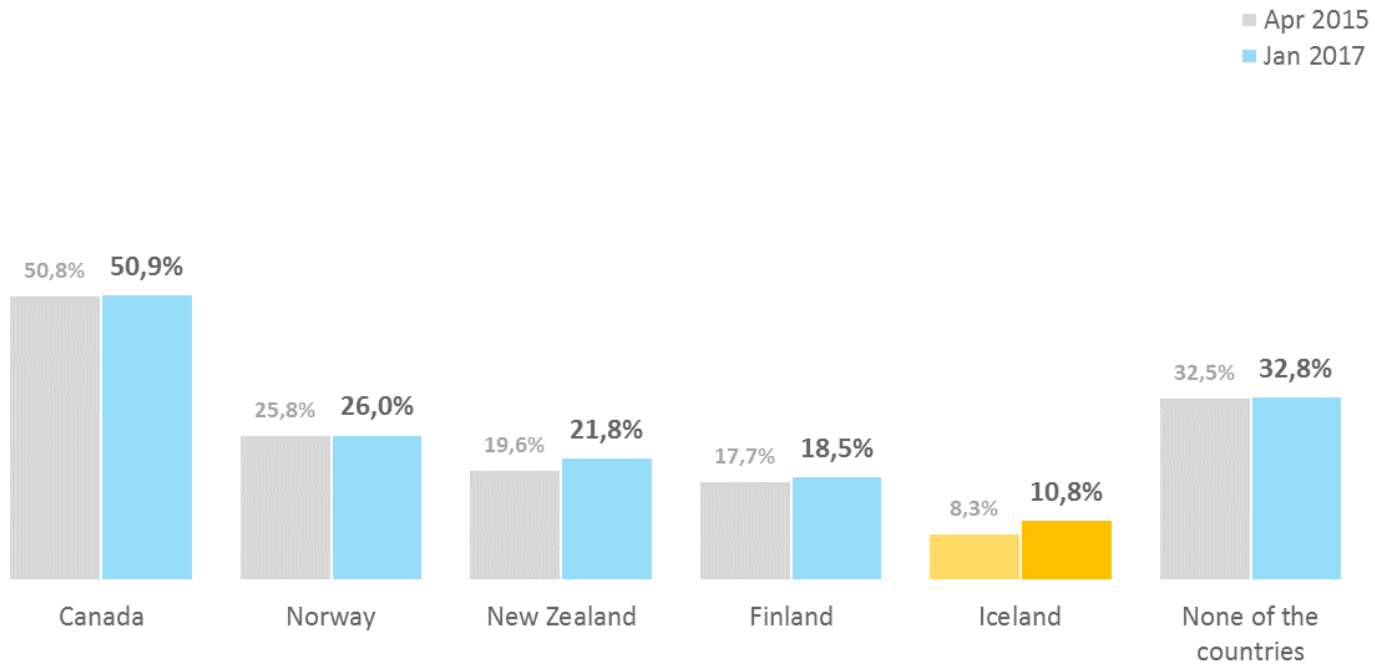


*Asked: All respondents

[Q7_9] It is a good destination for a city break experience

Denmark

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	339	50,9%	3,8%
Norway	173	26,0%	3,3%
New Zealand	145	21,8%	3,1%
Finland	123	18,5%	2,9%
Iceland	72	10,8%	2,4%
None of the countries	218	32,8%	3,6%
Total	666		
Answered	666	66,2%	
Did not answer	340	33,8%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

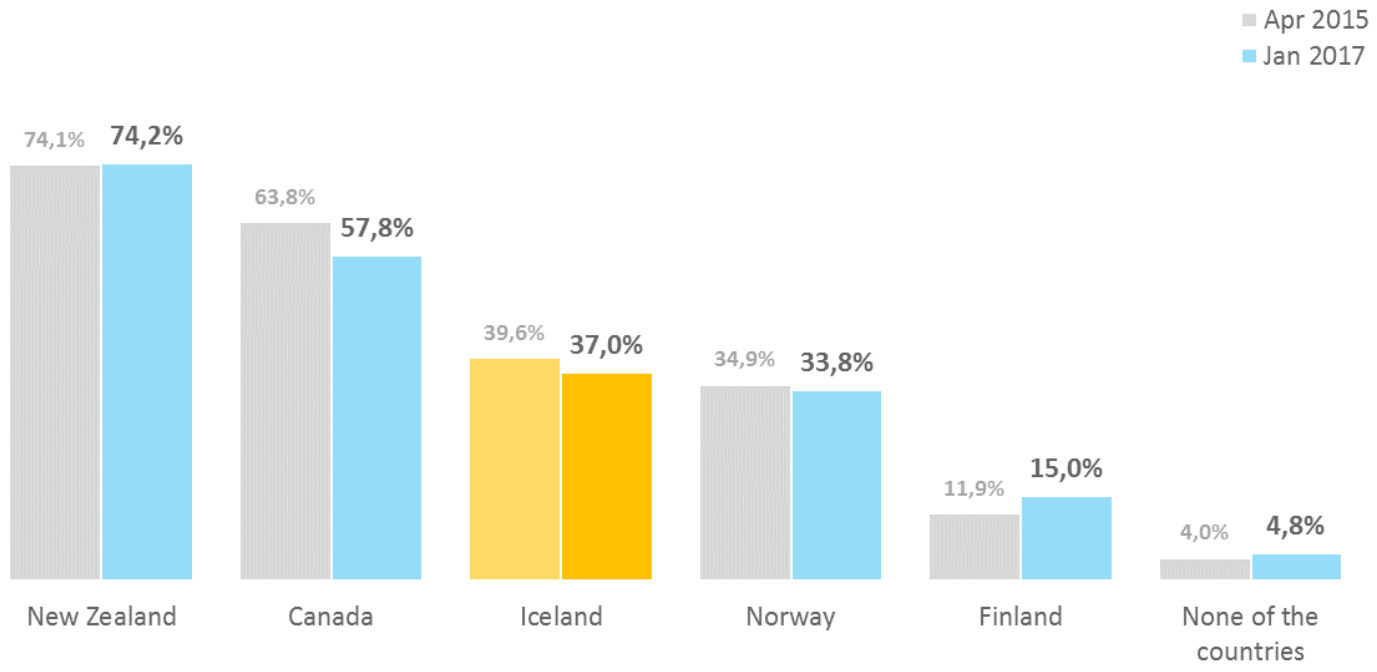
RESPONSE DISTRIBUTION | CROSS SPLITS

*Asked: All respondents

[Q7_10] It is expensive to travel to

Denmark

RESPONSE DISTRIBUTION



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 answer	255	25,4%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

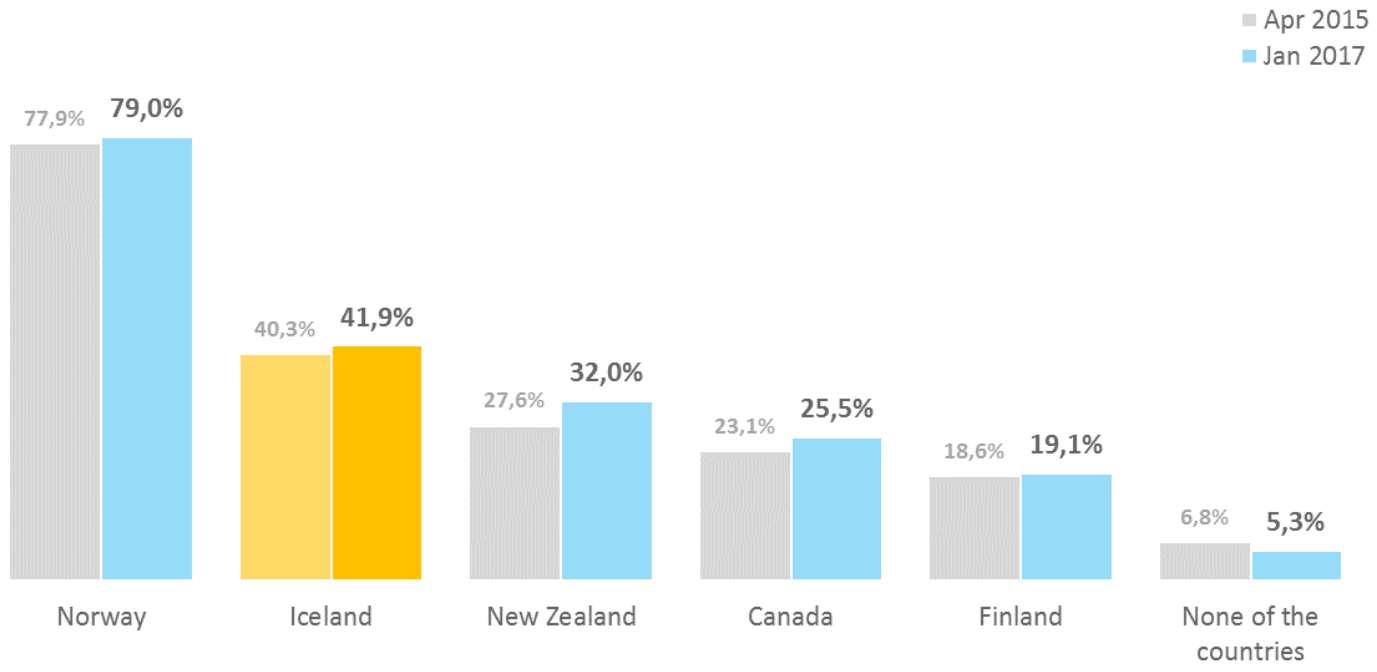
		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	751	74%	58%	37%	34%	15%	5%
Gender							
Male	348	78%	65%	45%	34%	17%	4%
Female	403	71%	51%	30%	34%	13%	6%
Age							
18 - 29	189	77%	65%	32%	29%	10%	3%
30 - 59	376	76%	59%	42%	37%	18%	4%
60 +	186	69%	49%	32%	33%	14%	8%
Lifecycle							
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%	38%	29%	12%	4%
Post-secondary	190	74%	61%	36%	34%	18%	3%
University first degree (BA, B.Sc, B.Ed)	236	74%	54%	36%	33%	14%	6%
University higher degree (M.Sc, Ph.D)	120	72%	57%	42%	44%	18%	5%
Employment							
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%	67%	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	171	65%	51%	32%	39%	13%	6%
Travelled abroad last 2 years							
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%

*Asked: All respondents

[Q7_11] It is expensive to stay as a tourist at this destination

Denmark

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Norway	520	79,0%	3,1%
Iceland	276	41,9%	3,8%
New Zealand	210	32,0%	3,6%
Canada	168	25,5%	3,3%
Finland	125	19,1%	3,0%
None of the countries	35	5,3%	1,7%
Total	658		
Answered	658	65,4%	
Did not answer	348	34,6%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

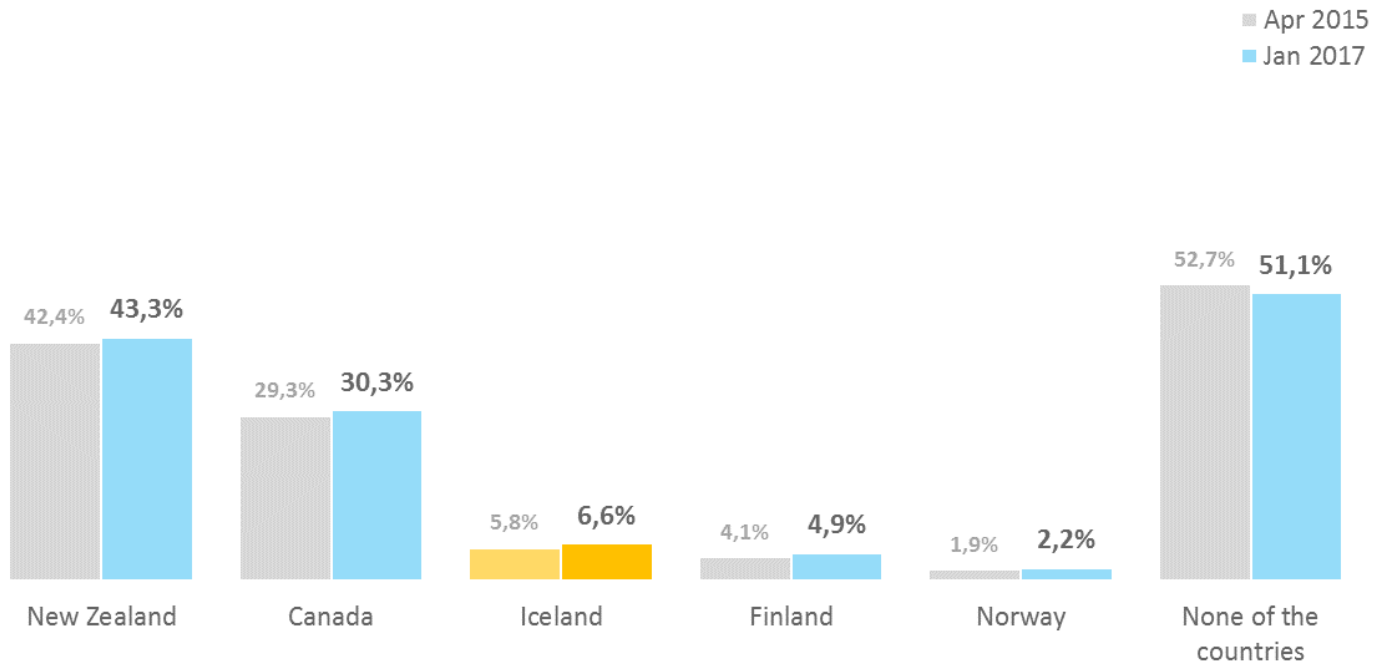
		Norway	Iceland	New Zealand	Canada	Finland	None of the countries
All	658	79%	42%	32%	26%	19%	5%
Gender							
Male	296	81%	44%	37%	30%	23%	5%
Female	362	78%	41%	28%	22%	16%	6%
Age							
18 - 29	170	72%	34%	49%	31%	16%	6%
30 - 59	331	82%	46%	29%	25%	22%	5%
60 +	157	81%	42%	20%	21%	16%	5%
Lifecycle							
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	80%	44%	29%	27%	21%	5%
Working part-time	37	75%	47%	30%	24%	18%	9%
Not working	167	80%	41%	44%	26%	18%	4%
Retired	133	79%	40%	24%	22%	18%	6%
Income							
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							
The Sun Lovers	131	79%	37%	34%	26%	18%	4%
Active Traveller	206	82%	47%	30%	24%	19%	8%
Adventure Traveller	151	86%	45%	33%	25%	20%	3%
The Holidaymaker	40	76%	36%	35%	38%	26%	2%
The Mainstream Bargain Traveller	130	67%	37%	31%	24%	17%	7%

*Asked: All respondents

[Q7_12] It is too far away for me to travel to

Denmark

RESPONSE DISTRIBUTION



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 answer	173	17,2%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

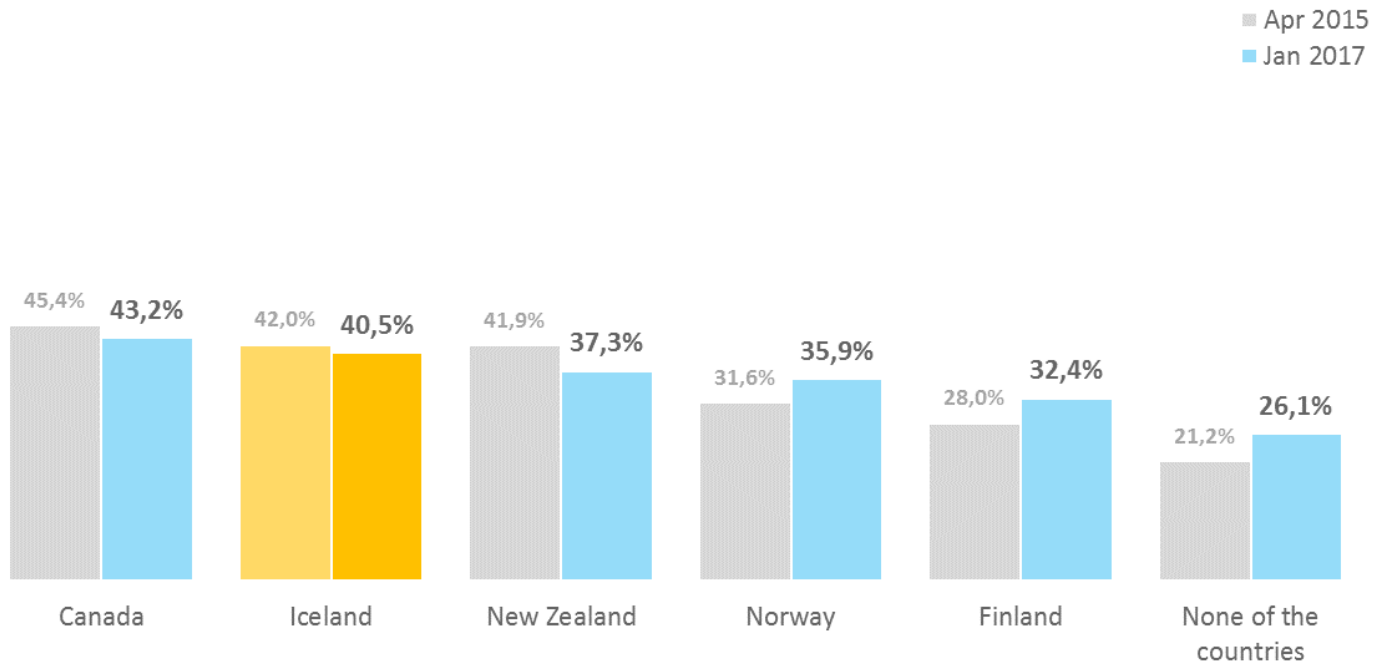
		New Zealand	Canada	Iceland	Finland	Norway	None of the countries
All	833	43%	30%	7%	5%	2%	51%
Gender							
Male	408	43%	35%	8%	6%	2%	52%
Female	426	43%	26%	5%	4%	3%	50%
Age							
18 - 29	203	29%	22%	5%	4%	3%	61%
30 - 59	411	40%	26%	7%	5%	2%	56%
60 +	219	63%	47%	8%	6%	2%	32%
Lifecycle							
Before family (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	43%	32%	9%	5%	3%	49%
Rural area or village	208	47%	34%	7%	7%	2%	50%
Education							
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%
Income							
Low	88	41%	31%	7%	6%	2%	57%
Low average	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							
The Sun Lovers	174	51%	37%	7%	5%	2%	45%
Active Traveller	248	39%	24%	2%	0%	0%	57%
Adventure Traveller	191	41%	30%	7%	8%	1%	57%
The Holidaymaker	63	50%	33%	11%	6%	0%	48%
The Mainstream Bargain Traveller	157	42%	31%	11%	8%	8%	42%

*Asked: All respondents

[Q7_13] It offers good value for money

Denmark

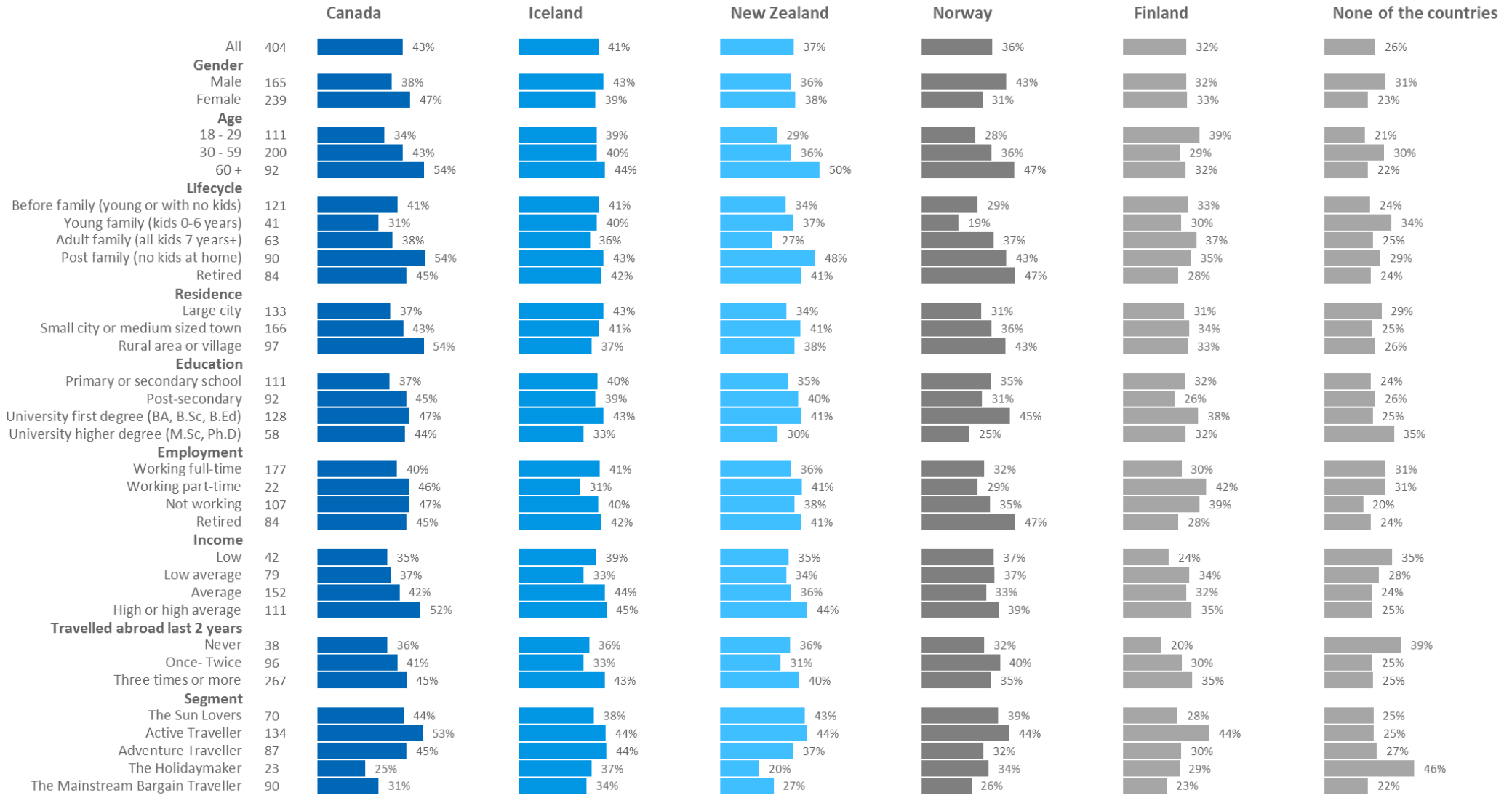
RESPONSE DISTRIBUTION



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		
Answered	404	40,1%	
Did not answer	602	59,9%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

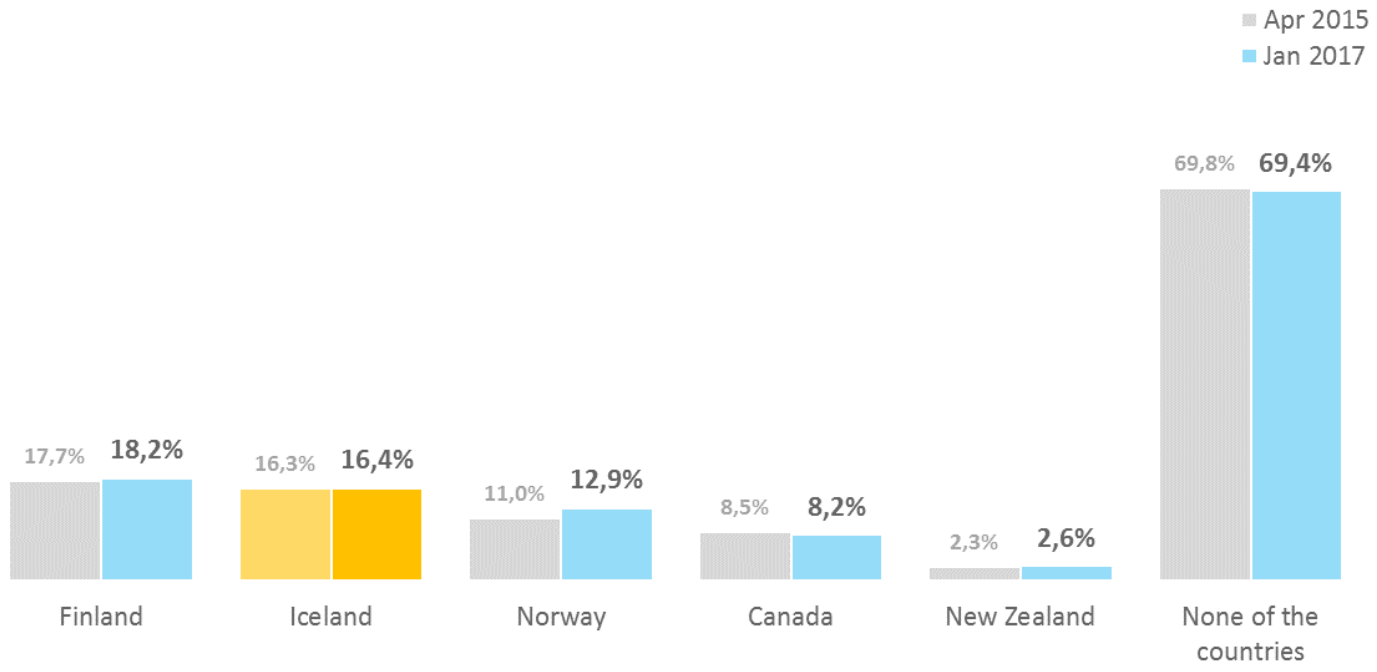


*Asked: All respondents

[Q7_14] The climate is too cold for me to visit

Denmark

RESPONSE DISTRIBUTION



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 answer	244	24,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

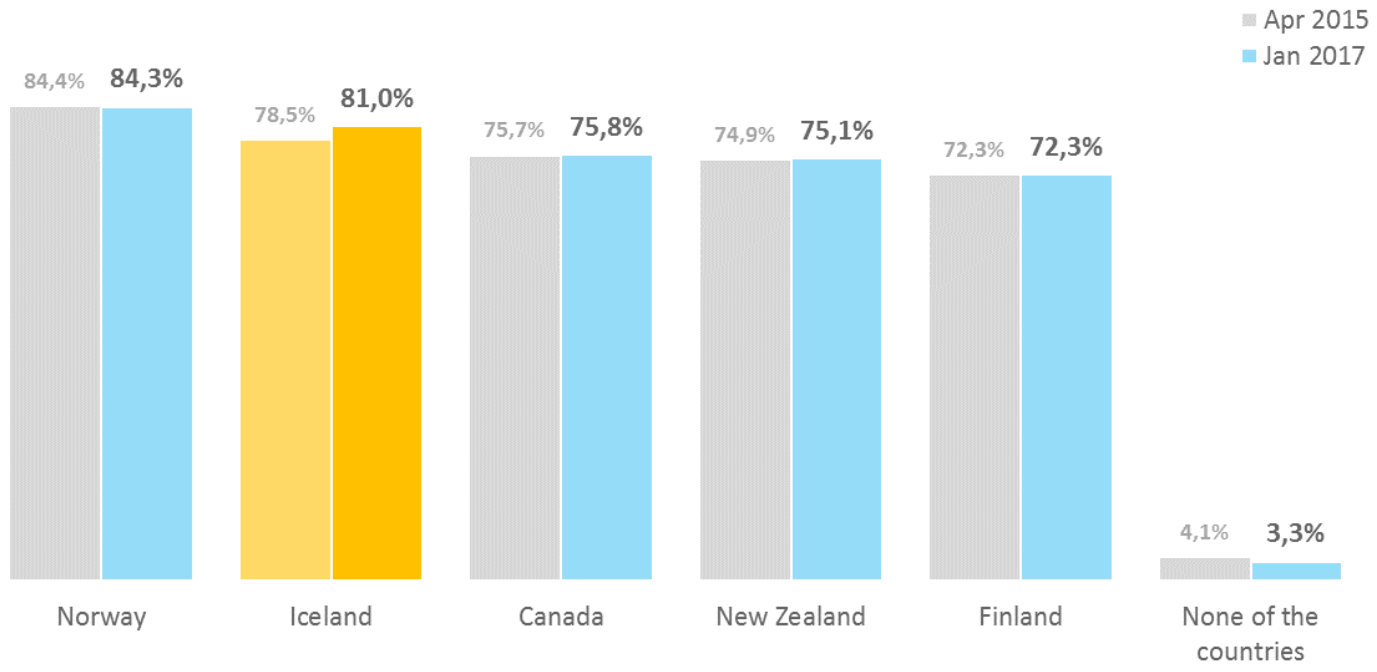
*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

		Finland	Iceland	Norway	Canada	New Zealand	None of the countries
All	762	18%	16%	13%	8%	3%	69%
Gender							
Male	359	16%	14%	12%	8%	3%	74%
Female	403	21%	18%	14%	9%	2%	66%
Age							
18 - 29	201	20%	15%	17%	8%	2%	63%
30 - 59	389	18%	15%	12%	8%	3%	72%
60 +	171	16%	20%	11%	9%	3%	71%
Lifecycle							
Before family (young or with no kids)	217	17%	13%	14%	8%	2%	71%
Young family (kids 0-6 years)	80	25%	16%	13%	12%	7%	63%
Adult family (all kids 7 years+)	118	20%	15%	17%	8%	2%	66%
Post family (no kids at home)	188	14%	16%	9%	7%	2%	76%
Retired	152	20%	23%	12%	10%	3%	67%
Residence							
Large city	254	18%	14%	9%	9%	3%	72%
Small city or medium sized town	305	19%	19%	15%	6%	3%	68%
Rural area or village	191	17%	14%	14%	10%	3%	70%
Education							
Primary or secondary school	196	16%	19%	16%	13%	3%	65%
Post-secondary	193	23%	17%	12%	8%	1%	69%
University first degree (BA, B.Sc, B.Ed)	233	17%	17%	12%	5%	4%	71%
University higher degree (M.Sc, Ph.D)	117	16%	11%	11%	6%	3%	77%
Employment							
Working full-time	337	19%	15%	13%	7%	3%	71%
Working part-time	46	22%	11%	9%	13%	2%	68%
Not working	205	15%	15%	13%	9%	2%	71%
Retired	152	20%	23%	12%	10%	3%	67%
Income							
Low	82	15%	16%	10%	6%	2%	77%
Low average	150	17%	15%	10%	8%	2%	67%
Average	323	20%	17%	14%	11%	3%	67%
High or high average	173	18%	17%	14%	5%	2%	72%
Travelled abroad last 2 years							
Never	83	9%	19%	7%	7%	1%	77%
Once- Twice	218	23%	20%	18%	13%	4%	61%
Three times or more	457	18%	14%	12%	6%	2%	72%
Segment							
The Sun Lovers	148	30%	28%	22%	11%	3%	56%
Active Traveller	233	8%	5%	4%	3%	1%	89%
Adventure Traveller	178	8%	6%	5%	5%	2%	81%
The Holidaymaker	55	22%	25%	16%	13%	2%	66%
The Mainstream Bargain Traveller	147	33%	33%	27%	16%	5%	39%

*Asked: All respondents

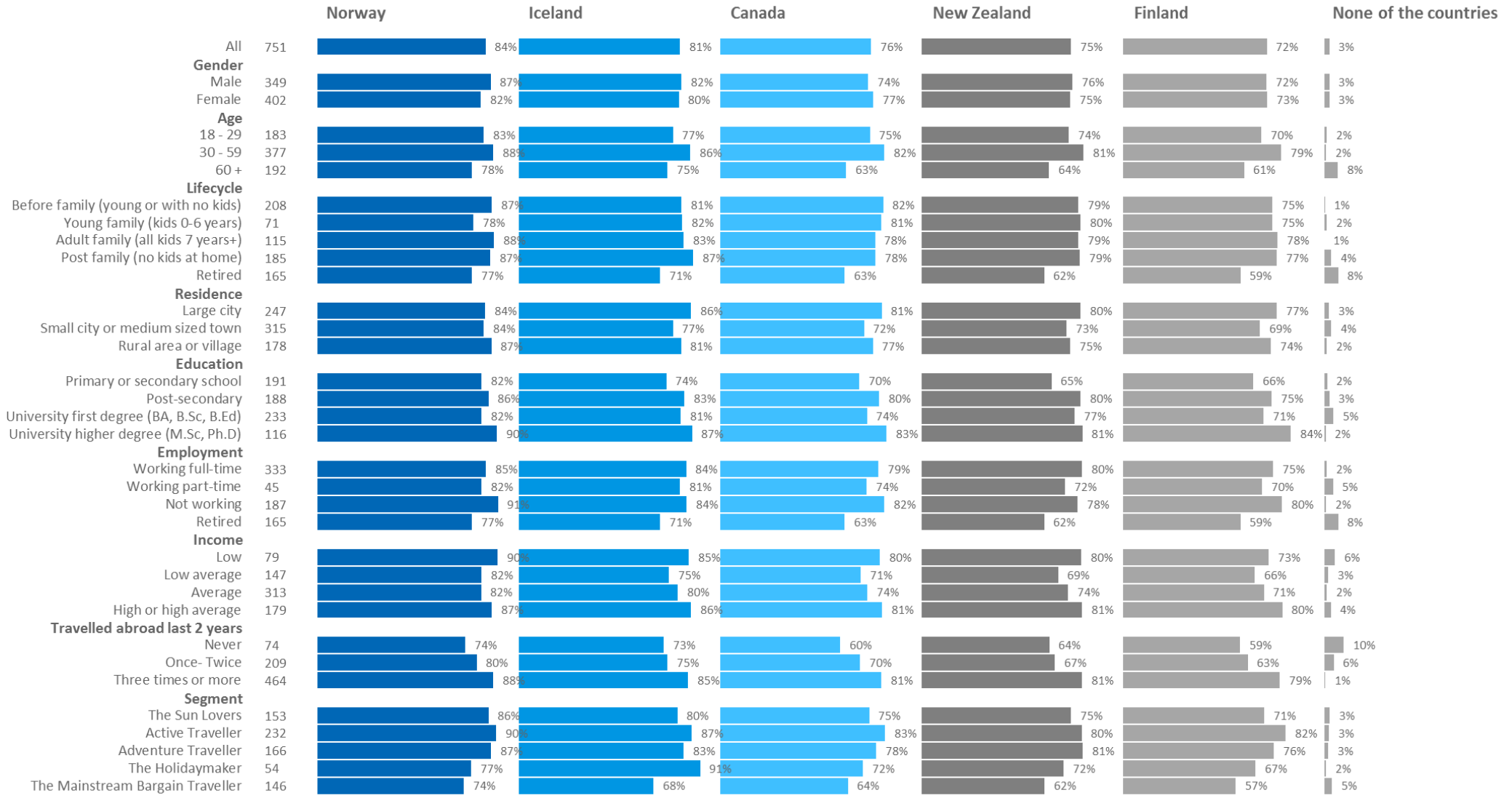
RESPONSE DISTRIBUTION



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		
Answered	751	74,7%	
Did not answer	255	25,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

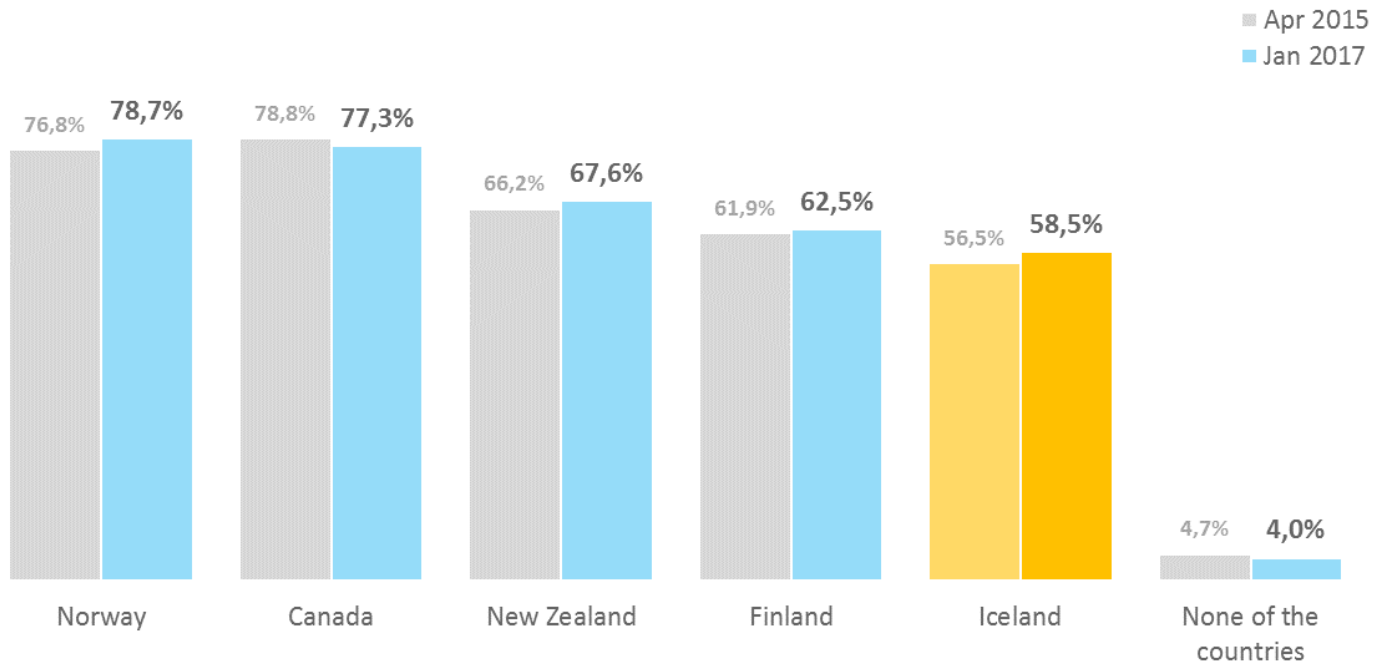


*Asked: All respondents

[Q7_16] It has modern infrastructure (such as transportation, accommodation, communications)

Denmark

RESPONSE DISTRIBUTION



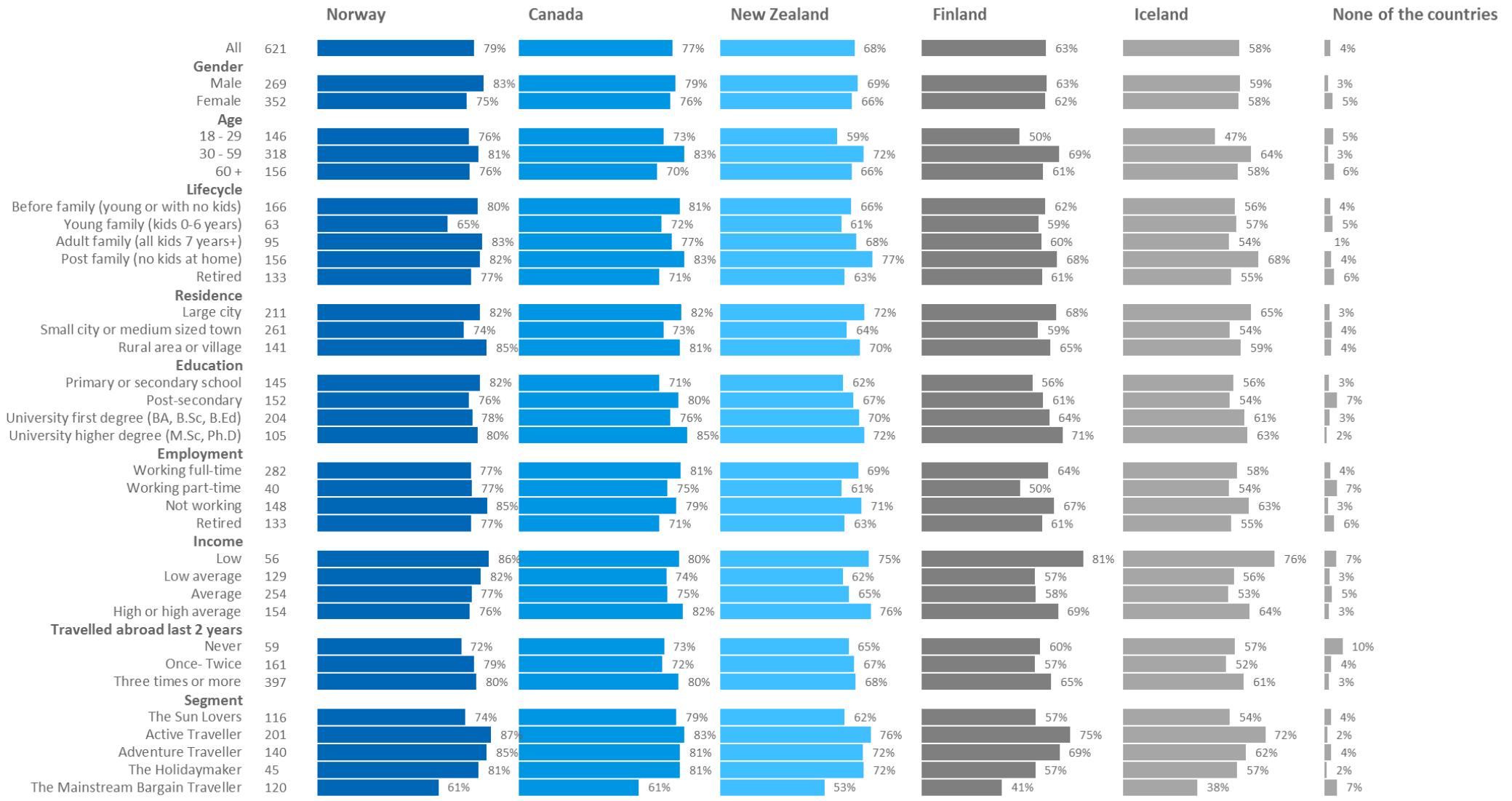
Answers	Count	Pct.%	Conf.lim +/-
Norway	489	78,7%	3,2%
Canada	480	77,3%	3,3%
New Zealand	420	67,6%	3,7%
Finland	388	62,5%	3,8%
Iceland	363	58,5%	3,9%
None of the countries	25	4,0%	1,5%
Total	621		
Answered	621	61,7%	
Did not answer	385	38,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

[Q7_16] It has modern infrastructure (such as transportation, accommodation, communications)

Denmark

RESPONSE DISTRIBUTION | CROSS SPLITS



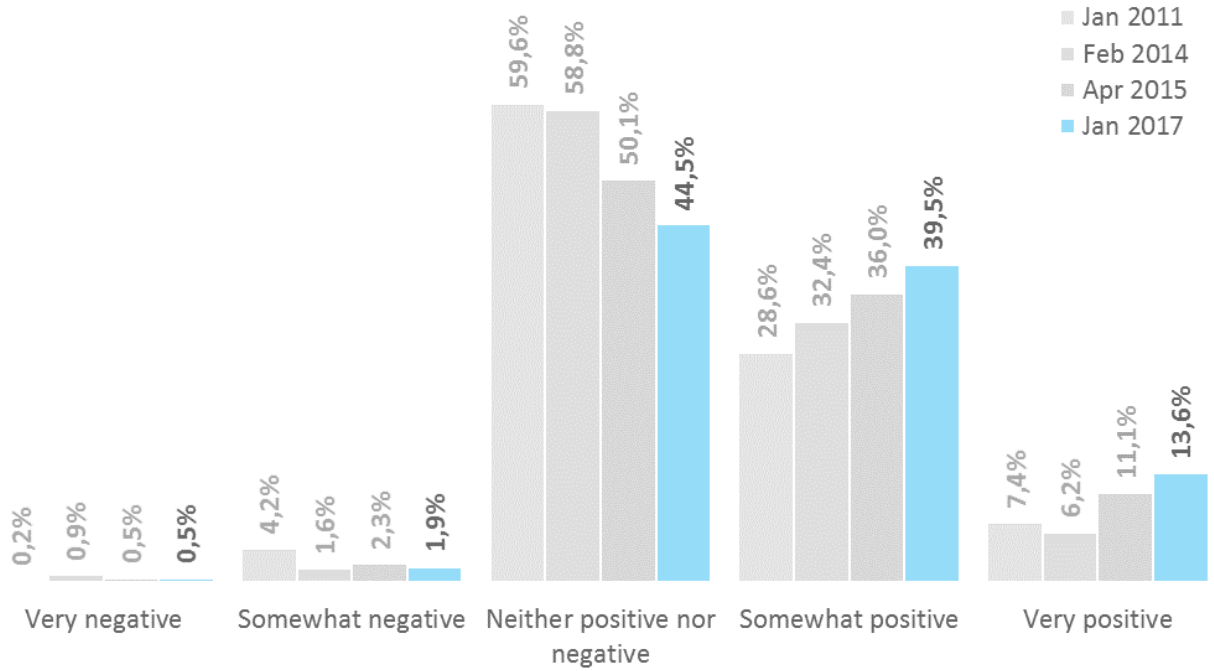
*Asked: All respondents

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

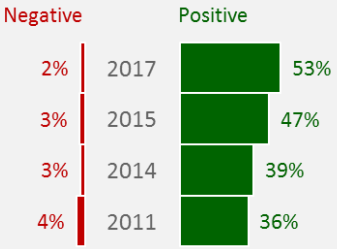
Denmark

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	4	0,5%	0,5%
2 - Somewhat negative	15	1,9%	0,9%
3 - Neither positive nor negative	357	44,5%	3,4%
4 - Somewhat positive	317	39,5%	3,4%
5 - Very positive	109	13,6%	2,4%
Total	802	100%	
Answered	802	79,7%	
Did not answer	204	20,3%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

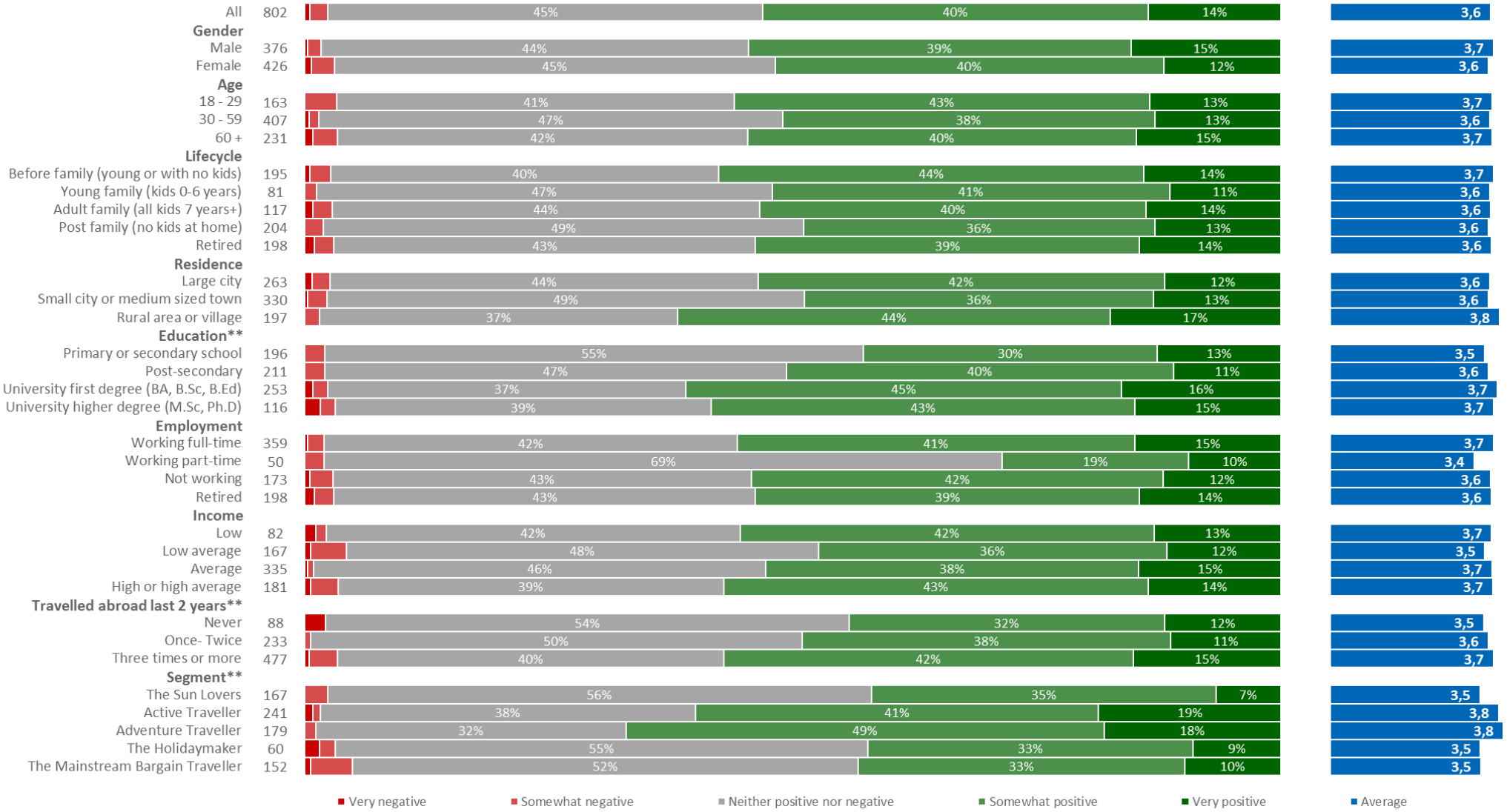


*Asked: All respondents

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

Denmark

RESPONSE DISTRIBUTION | CROSS SPLITS

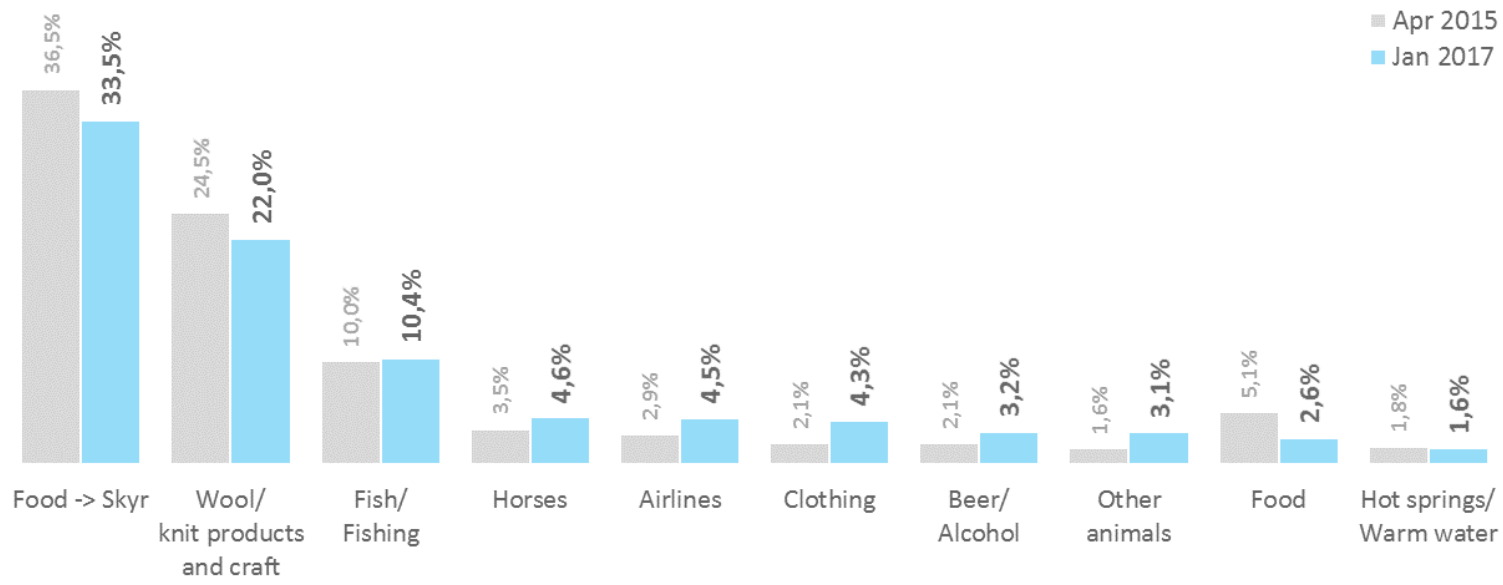


*Asked: All respondents

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

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS

(First of up to five mentions)

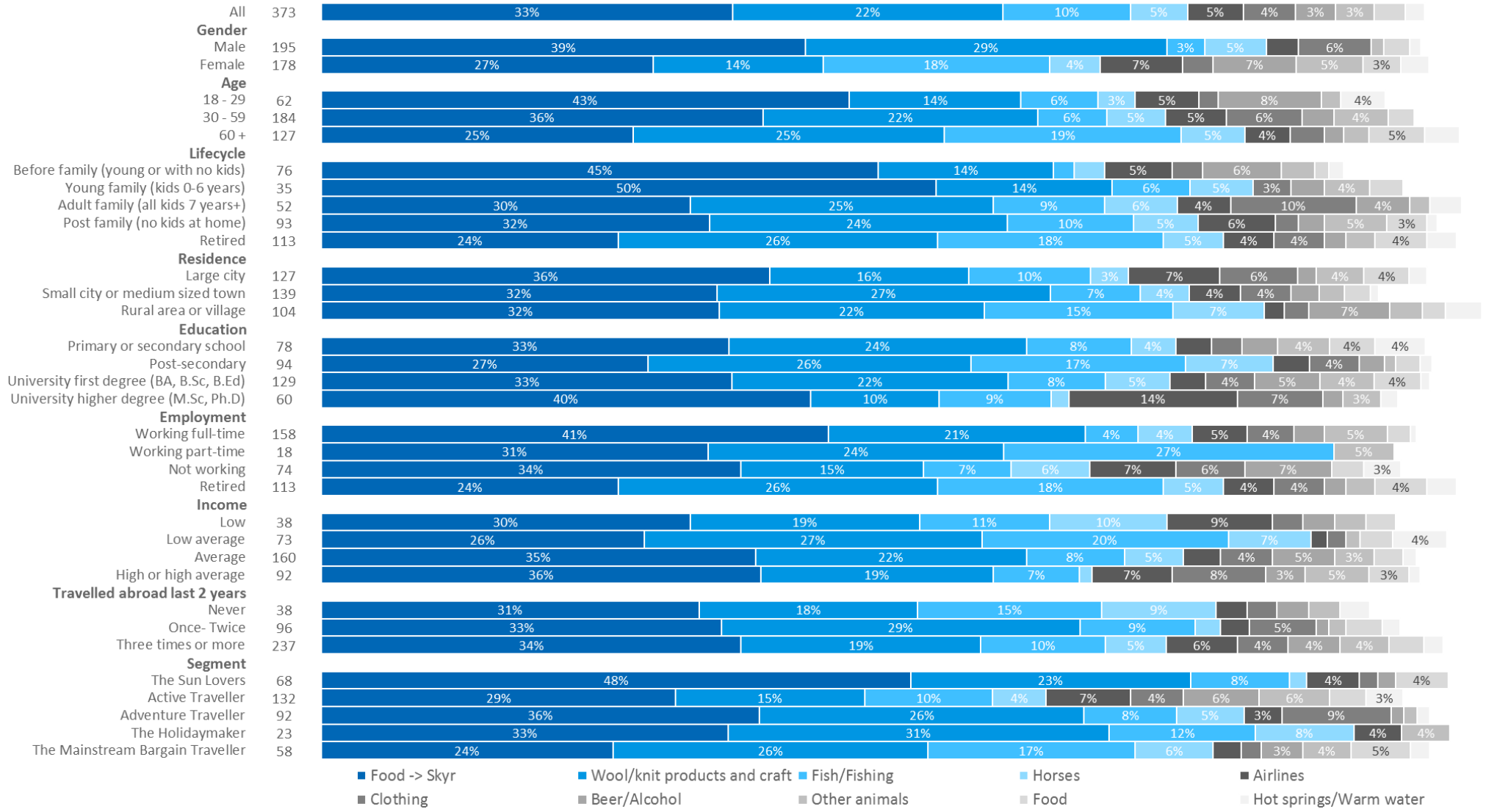


Top 10 Answers	Count	Pct.%	Conf.lim +/-
Food -> Skyr	125	33,5%	4,8%
Wool/knit products and	82	22,0%	4,2%
Fish/Fishing	39	10,4%	3,1%
Horses	17	4,6%	2,1%
Airlines	17	4,5%	2,1%
Clothing	16	4,3%	2,0%
Beer/Alcohol	12	3,2%	1,8%
Other animals	12	3,1%	1,8%
Food	10	2,6%	1,6%
Hot springs/Warm water	6	1,6%	1,3%
Answered	373	37,1%	
Did not answer	633	62,9%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

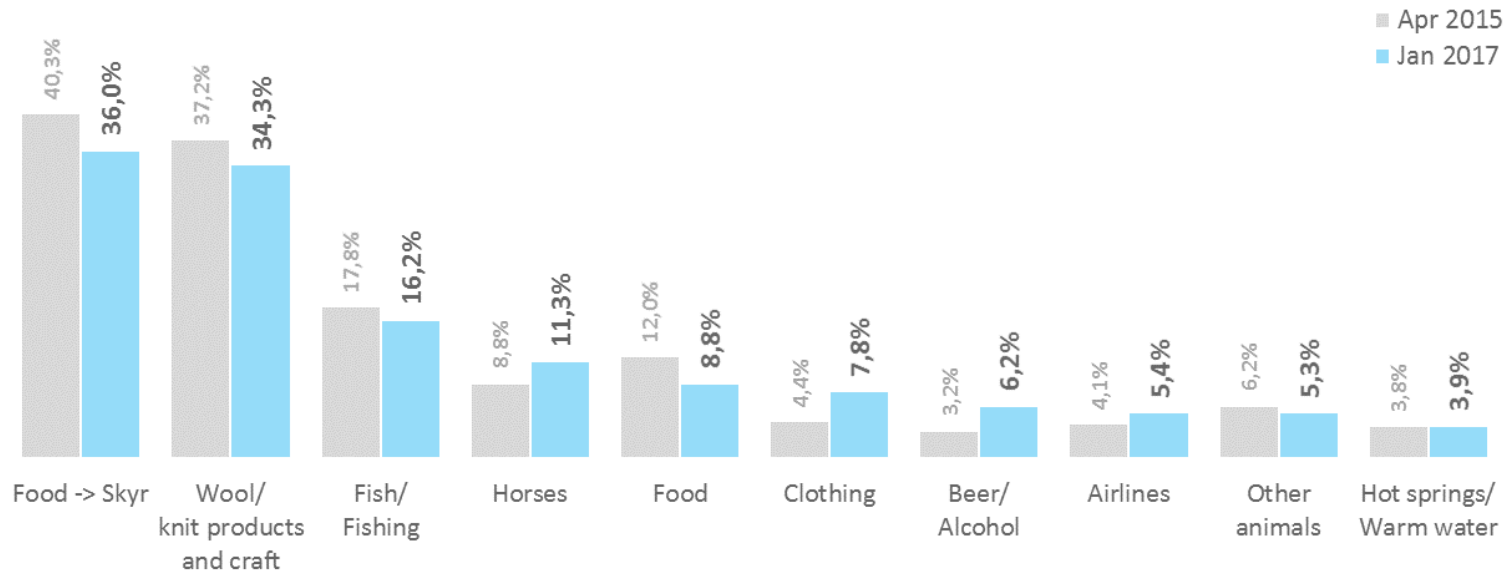
(First of up to five mentions)



*Asked: All respondents

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS

(Up to five mentions)



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Food -> Skyr	134	36,0%	4,9%
Wool/knit products and	128	34,3%	4,8%
Fish/Fishing	61	16,2%	3,7%
Horses	42	11,3%	3,2%
Food	33	8,8%	2,9%
Clothing	29	7,8%	2,7%
Beer/Alcohol	23	6,2%	2,4%
Airlines	20	5,4%	2,3%
Other animals	20	5,3%	2,3%
Hot springs/Warm water	14	3,9%	2,0%
Answered	374	37,1%	
Did not answer	632	62,9%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

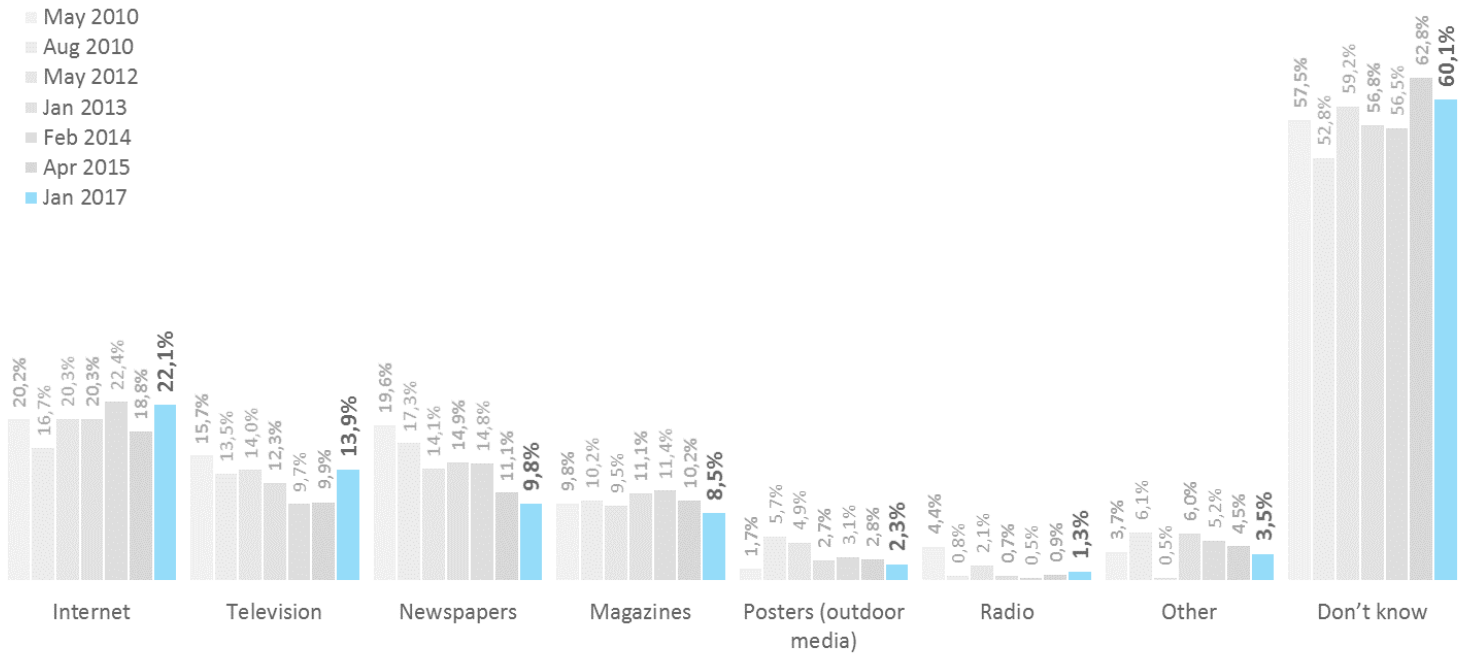
(Up to five mentions)

		Food -> Skyr	Wool/knit products and craft	Fish/Fishing	Horses	Food	Clothing	Beer/Alcohol	Airlines	Other animals	Hot springs/Warm 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%
Female	178	29%	24%	27%	6%	12%	6%	11%	8%	8%	5%
Age											
18 - 29	63	44%	20%	10%	10%	8%	2%	10%	9%	2%	4%
30 - 59	184	39%	35%	9%	13%	7%	9%	5%	5%	5%	2%
60 +	127	27%	40%	29%	10%	13%	10%	7%	4%	8%	6%
Lifecycle											
Before family (young or with no kids)	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%
Adult family (all kids 7 years+)	52	34%	36%	13%	8%	15%	14%	6%	9%	2%	5%
Post family (no kids at home)	93	35%	42%	18%	15%	12%	6%	6%	7%	7%	3%
Retired	113	26%	40%	26%	11%	11%	8%	6%	4%	7%	6%
Residence											
Large city	127	41%	29%	13%	10%	8%	9%	5%	9%	6%	5%
Small city or medium sized town	140	33%	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	79	34%	35%	14%	9%	12%	5%	4%	6%	7%	5%
Post-secondary	94	28%	40%	22%	13%	6%	6%	4%	3%	3%	2%
University first degree (BA, B.Sc, B.Ed)	129	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	158	44%	33%	9%	13%	7%	7%	5%	5%	6%	3%
Working part-time	18	36%	41%	42%	6%	10%	5%	10%	5%	5%	0%
Not working	75	36%	26%	9%	11%	9%	8%	8%	10%	0%	3%
Retired	113	26%	40%	26%	11%	11%	8%	6%	4%	7%	6%
Income											
Low	39	34%	30%	10%	13%	2%	2%	8%	8%	7%	0%
Low average	73	28%	46%	28%	15%	13%	5%	1%	1%	4%	8%
Average	160	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											
Never	38	31%	42%	17%	9%	2%	2%	7%	3%	7%	2%
Once- Twice	96	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											
The Sun Lovers	68	48%	30%	13%	6%	11%	4%	3%	4%	3%	0%
Active Traveller	133	31%	31%	18%	9%	8%	7%	12%	9%	7%	5%
Adventure Traveller	92	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%

*Asked: All respondents

RESPONSE DISTRIBUTION

(Multiple answers)



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 answer	82	8,2%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

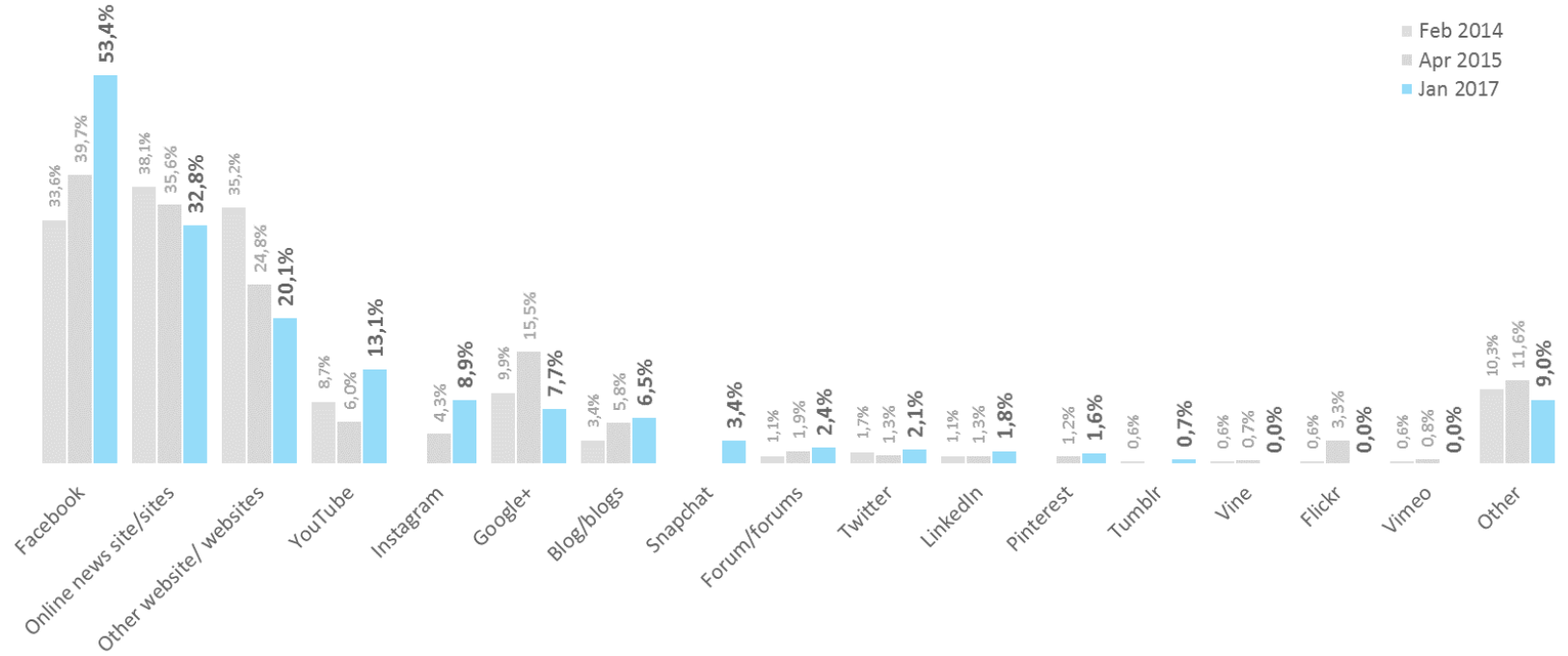
(Multiple answers)

		Internet	Television	Newspapers	Magazines	Posters (outdoor media)	Radio	Other	Don't know
All	924	22%	14%	10%	9%	2%	1%	4%	60%
Gender									
Male	452	20%	13%	7%	8%	3%	0%	3%	64%
Female	472	24%	14%	12%	9%	2%	2%	4%	57%
Age									
18 - 29	212	23%	14%	5%	4%	5%	2%	2%	62%
30 - 59	450	22%	12%	6%	6%	2%	1%	3%	64%
60 +	261	22%	18%	19%	17%	1%	1%	5%	51%
Lifecycle									
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									
Low	97	13%	13%	3%	6%	5%	0%	0%	68%
Low average	194	22%	14%	9%	8%	2%	0%	3%	62%
Average	398	22%	14%	10%	9%	2%	2%	4%	59%
High or high average	188	28%	15%	14%	9%	1%	1%	5%	55%
Travelled abroad last 2 years									
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	518	26%	14%	11%	9%	3%	1%	5%	55%
Segment									
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%

*Asked: All respondents

RESPONSE DISTRIBUTION

(Multiple answers)



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 answer	27	13,2%	
Count	204	100,0%	
Asked*	204	20,3%	
Not asked	802	79,7%	
Number of participants	1006	100,0%	

*Asked: Those who answered “Internet” in question Q10

RESPONSE DISTRIBUTION | CROSS SPLITS

(Multiple answers)

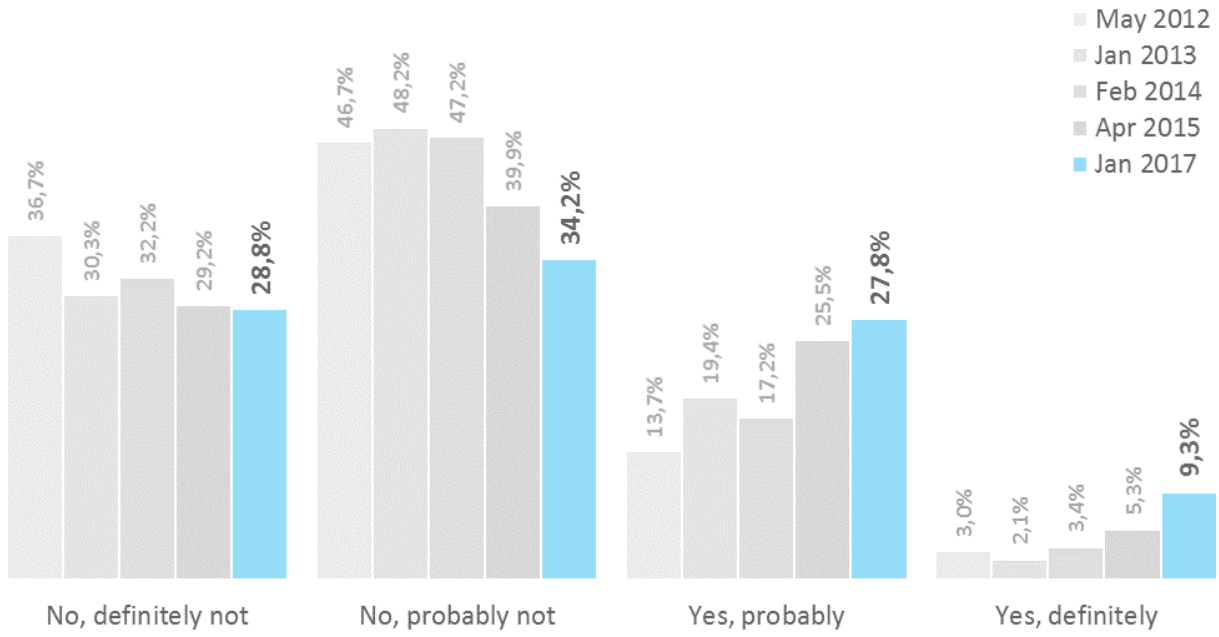
		Facebook	Online news site/sites	Other website/ websites	YouTube	Instagram	Google+	Blog/blogs	Snapchat
All	177	53%	33%	20%	13%	9%	8%	7%	3%
Gender									
Male	78	59%	24%	19%	14%	12%	5%	9%	4%
Female	99	49%	40%	21%	13%	6%	10%	5%	3%
Age									
18 - 29	48	70%	24%	12%	16%	25%	0%	6%	9%
30 - 59	82	47%	31%	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									
Primary or secondary school	45	42%	38%	22%	19%	23%	9%	4%	4%
Post-secondary	43	54%	46%	9%	9%	2%	13%	9%	0%
University 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	89	56%	32%	25%	14%	8%	5%	9%	2%
Working part-time	11	74%	25%	17%	9%	0%	0%	0%	0%
Not working	35	50%	24%	13%	19%	21%	3%	8%	12%
Retired	38	44%	41%	17%	5%	2%	17%	3%	0%
Income									
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%	0%
The Mainstream Bargain Traveller	30	77%	28%	0%	17%	17%	3%	9%	11%

*Asked: Those who answered "Internet" in question Q10

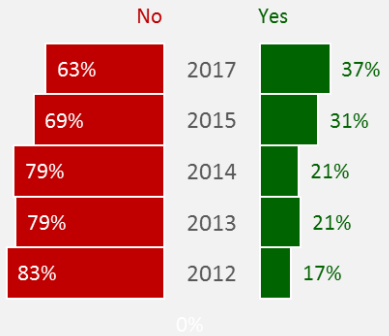
[Q12] Would you consider travelling to Iceland during the months of September through to April?

Denmark

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
No, definitely not	215	28,8%	3,2%
No, probably not	256	34,2%	3,4%
Yes, probably	208	27,8%	3,2%
Yes, definitely	69	9,3%	2,1%
Total	749	100%	
Answered	749	74,4%	
Did not answer	257	25,6%	
Count	1006	100,0%	
Asked*	1006	100,0%	
Not asked	0	0,0%	
Number of participants	1006	100,0%	

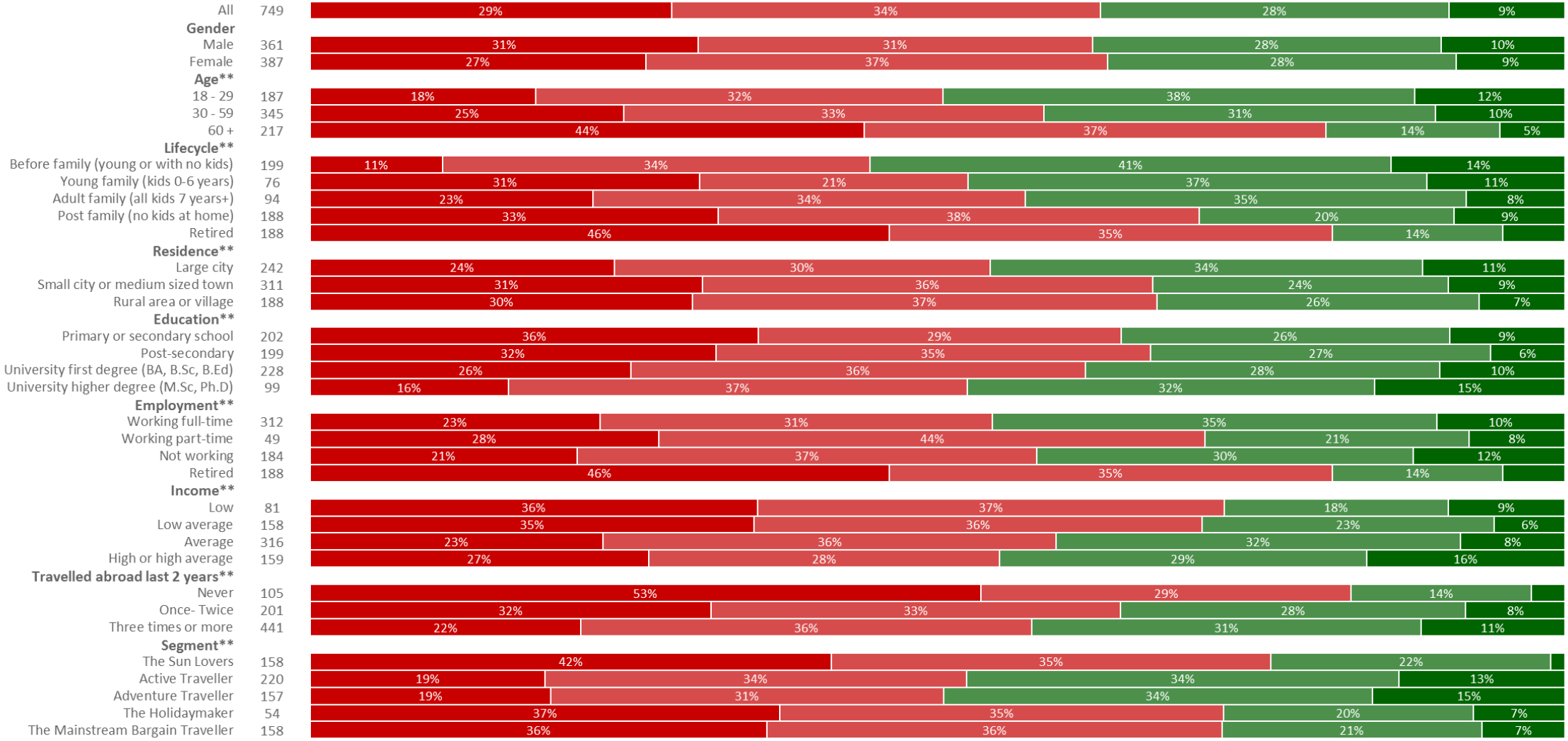


*Asked: All respondents

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

Denmark

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

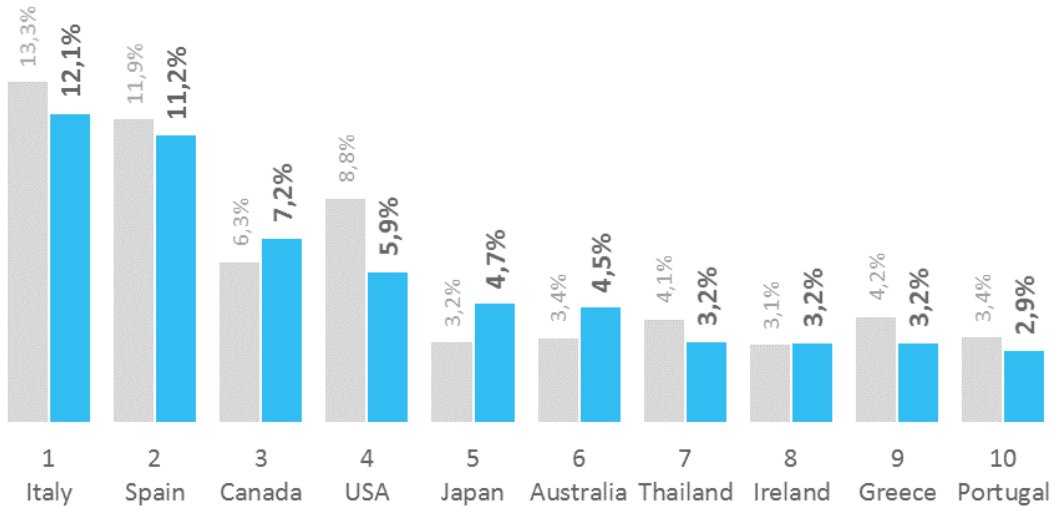
** Statistically significant difference between groups (p<0,05)

Detailed Results | France

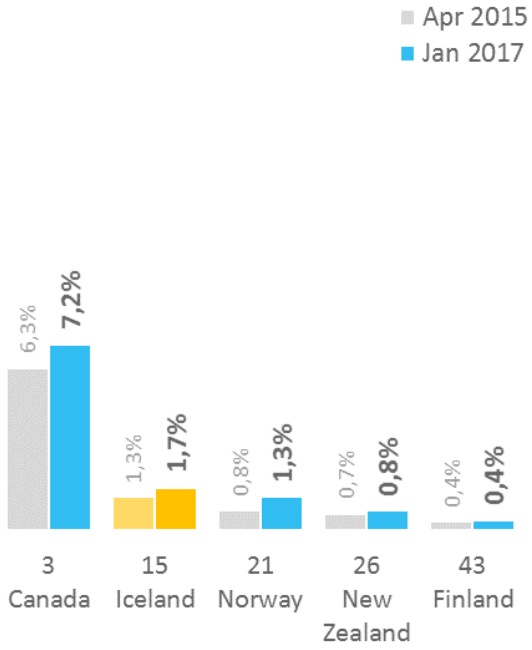
CATEGORIZED RESPONSE DISTRIBUTION

(First of up to three mentions)

Top 10 mentions



Comparason countries



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Italy	108	12,1%	2,1%
Spain	100	11,2%	2,1%
Canada	65	7,2%	1,7%
USA	53	5,9%	1,5%
Japan	42	4,7%	1,4%
Australia	40	4,5%	1,4%
Thailand	29	3,2%	1,2%
Ireland	28	3,2%	1,2%
Greece	28	3,2%	1,2%
Portugal	26	2,9%	1,1%

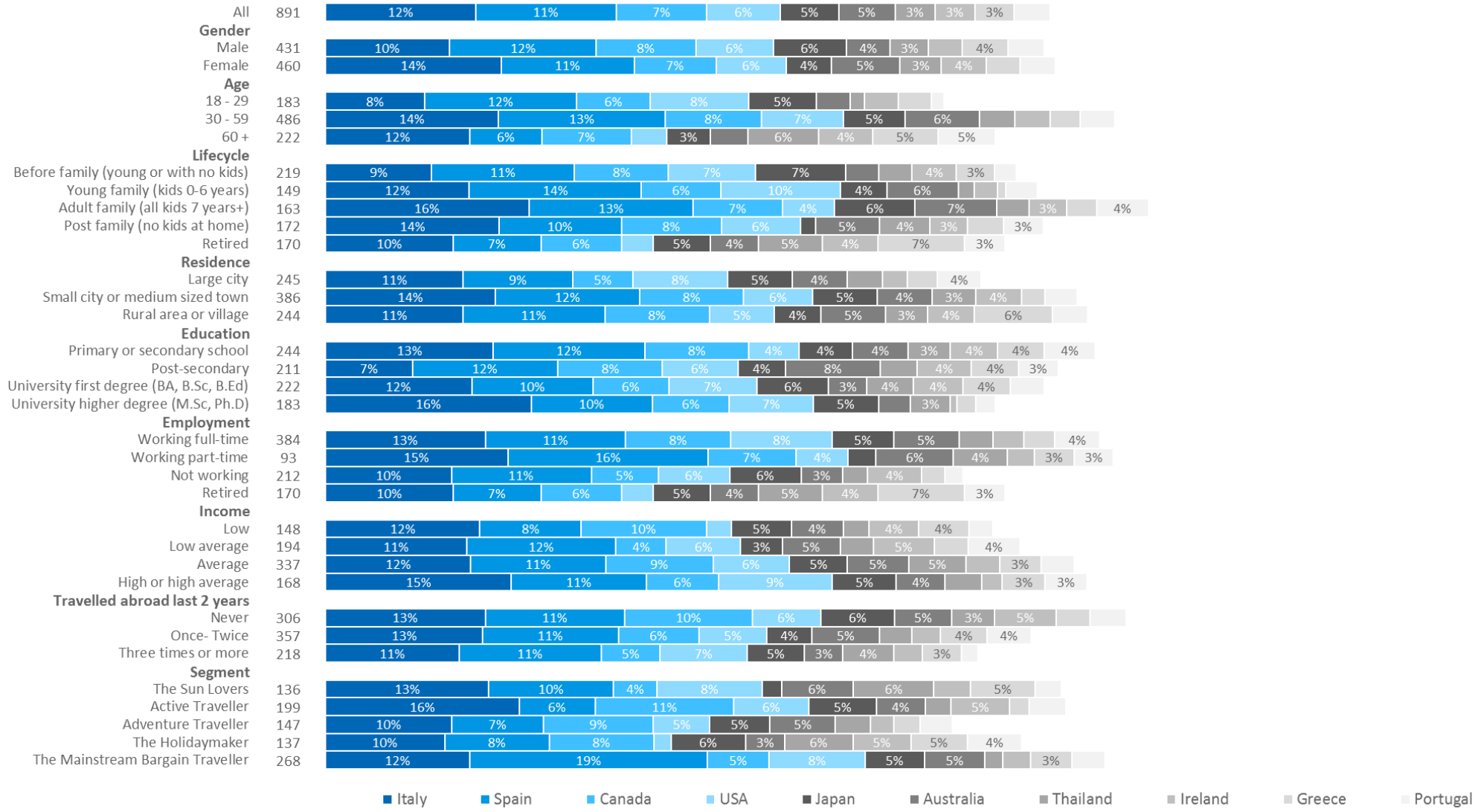
Comparison countries			
Canada	65	7,2%	1,7%
Iceland	15	1,7%	0,8%
Norway	12	1,3%	0,7%
New Zealand	7	0,8%	0,6%
Finland	4	0,4%	0,4%

Answered	891	88,7%	
Did not answer	114	11,3%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents
** Excluding your own country

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

(First of up to three mentions)



*Asked: All respondents
** Excluding your own country

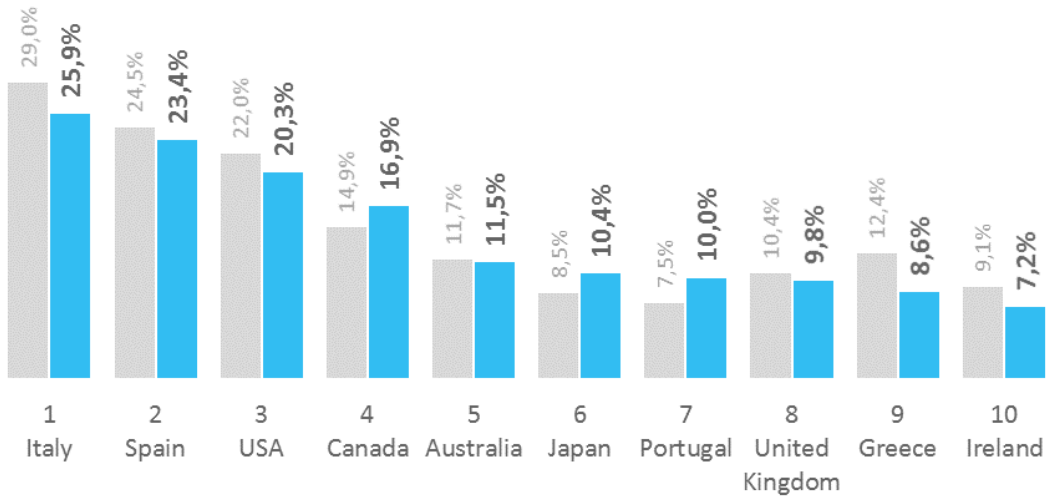
[Q1_A] Which countries come to mind when you think about travel destinations to experience both nature and culture?

All mentions | France

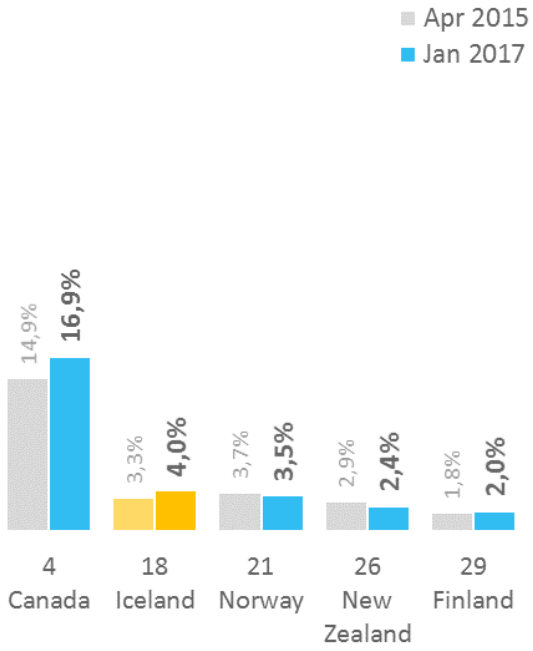
CATEGORIZED RESPONSE DISTRIBUTION

(Up to three mentions)

Top 10 mentions



Comparason countries



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Italy	250	25,9%	2,8%
Spain	226	23,4%	2,7%
USA	196	20,3%	2,5%
Canada	163	16,9%	2,4%
Australia	111	11,5%	2,0%
Japan	100	10,4%	1,9%
Portugal	96	10,0%	1,9%
United Kingdom	94	9,8%	1,9%
Greece	83	8,6%	1,8%
Ireland	69	7,2%	1,6%

Comparison countries			
Canada	163	16,9%	2,4%
Iceland	38	4,0%	1,2%
Norway	34	3,5%	1,2%
New Zealand	24	2,4%	1,0%
Finland	20	2,0%	0,9%

Answered	965	96,0%	
Did not answer	40	4,0%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents
** Excluding your own country

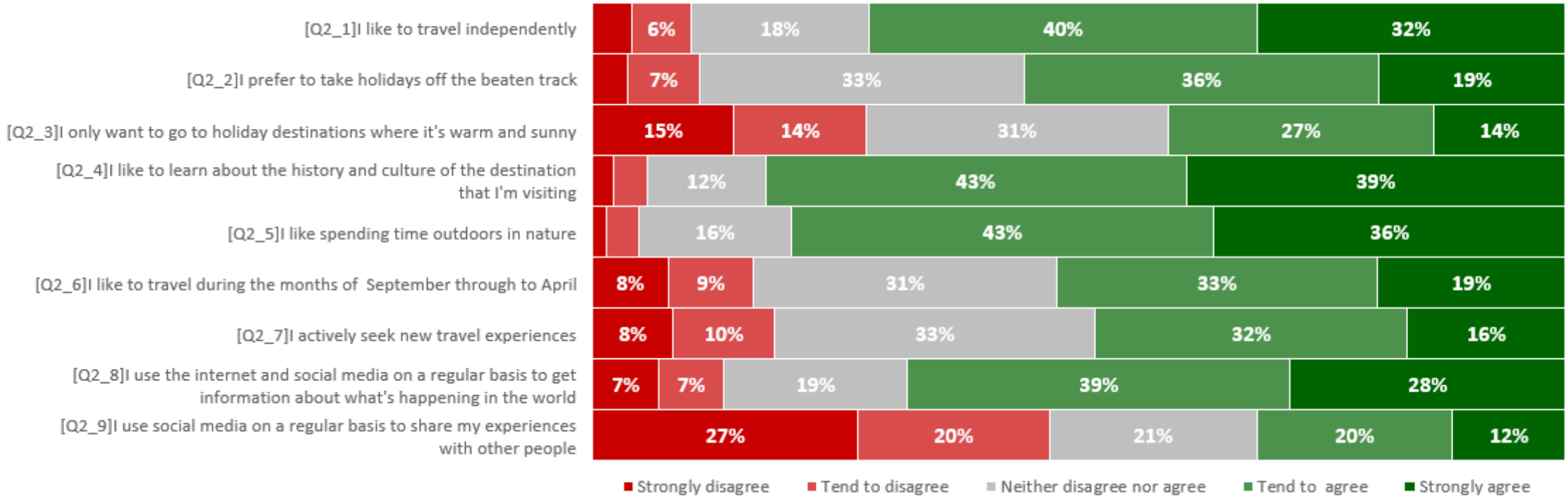
CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

(Up to three mentions)

		Italy	Spain	USA	Canada	Australia	Japan	Portugal	United Kingdom	Greece	Ireland
All	965	26%	23%	20%	17%	11%	10%	10%	10%	9%	7%
Gender											
Male	467	24%	23%	20%	18%	11%	13%	11%	9%	8%	6%
Female	497	28%	23%	20%	16%	12%	8%	9%	11%	9%	8%
Age											
18 - 29	196	23%	19%	26%	11%	13%	13%	6%	13%	8%	5%
30 - 59	526	27%	26%	20%	19%	12%	11%	9%	9%	8%	7%
60 +	243	26%	20%	16%	17%	9%	8%	17%	8%	11%	9%
Lifecycle											
Before family (young or with no kids)	232	21%	19%	26%	13%	11%	16%	5%	13%	7%	7%
Young family (kids 0-6 years)	159	26%	27%	21%	14%	11%	8%	9%	6%	4%	5%
Adult family (all kids 7 years+)	180	33%	29%	16%	20%	13%	13%	11%	10%	9%	5%
Post family (no kids at home)	189	28%	22%	20%	19%	13%	6%	11%	10%	11%	10%
Retired	186	25%	22%	18%	18%	9%	8%	15%	7%	13%	8%
Residence											
Large city	257	25%	19%	22%	15%	11%	13%	7%	11%	8%	6%
Small city or medium sized town	421	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											
Primary or secondary school	272	26%	25%	20%	20%	10%	9%	13%	8%	12%	8%
Post-secondary	233	20%	24%	18%	18%	14%	8%	11%	11%	8%	9%
University first degree (BA, B.Sc, B.Ed)	232	28%	23%	22%	16%	13%	11%	8%	12%	10%	8%
University higher degree (M.Sc, Ph.D)	190	31%	18%	23%	12%	10%	15%	7%	7%	4%	5%
Employment											
Working full-time	412	28%	24%	20%	18%	13%	12%	9%	8%	9%	7%
Working part-time	99	26%	27%	19%	19%	11%	8%	8%	11%	9%	6%
Not working	232	24%	21%	25%	13%	12%	11%	9%	13%	6%	8%
Retired	186	25%	22%	18%	18%	9%	8%	15%	7%	13%	8%
Income											
Low	162	24%	21%	19%	18%	11%	11%	6%	15%	6%	8%
Low average	209	21%	23%	15%	17%	10%	6%	13%	10%	10%	8%
Average	369	28%	24%	22%	18%	13%	10%	10%	8%	9%	7%
High or high average	180	31%	21%	26%	12%	13%	14%	8%	8%	11%	7%
Travelled abroad last 2 years											
Never	343	24%	24%	17%	22%	11%	11%	12%	10%	9%	9%
Once- Twice	382	27%	25%	22%	16%	12%	9%	11%	10%	8%	7%
Three times or more	229	27%	20%	22%	12%	11%	11%	5%	9%	9%	4%
Segment											
The Sun Lovers	149	25%	27%	21%	13%	13%	7%	12%	6%	12%	7%
Active Traveller	210	29%	16%	24%	25%	11%	12%	10%	12%	6%	9%
Adventure Traveller	156	23%	17%	17%	20%	11%	13%	7%	13%	9%	12%
The Holidaymaker	147	22%	19%	16%	17%	12%	9%	11%	10%	10%	8%
The Mainstream Bargain Traveller	297	28%	32%	21%	11%	12%	10%	10%	8%	8%	3%

*Asked: All respondents
** Excluding your own country

RESPONSE DISTRIBUTION

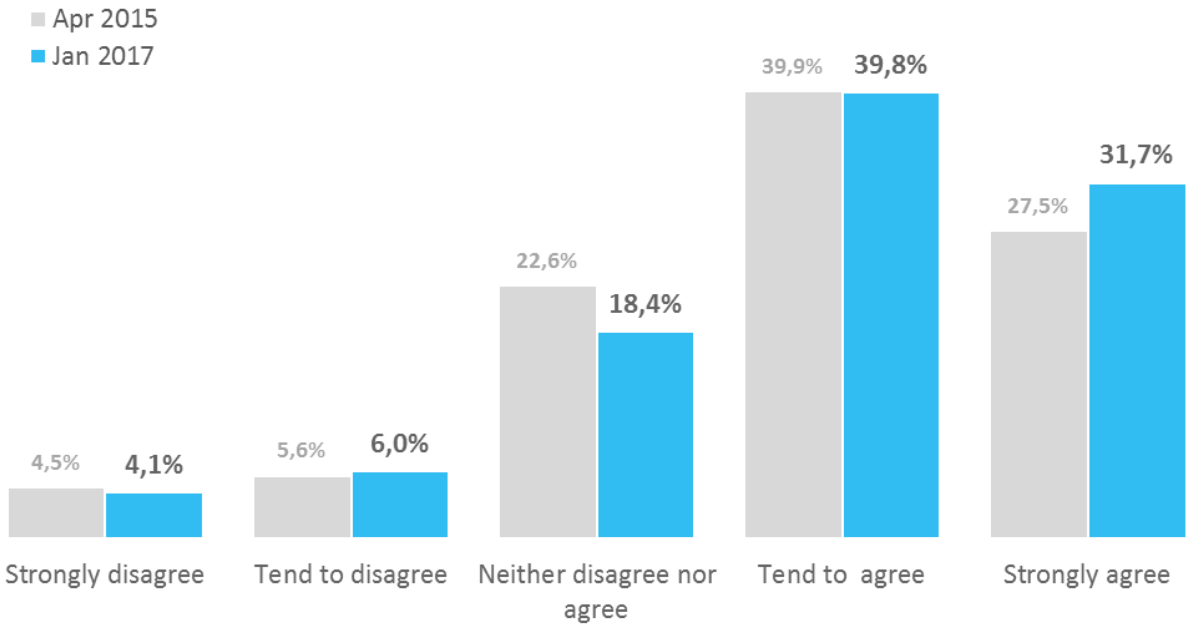


[Q2_1] I like to travel independently

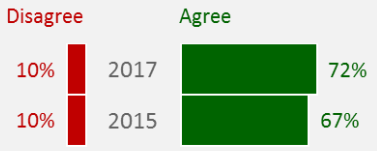
France

AVERAGE

RESPONSE DISTRIBUTION

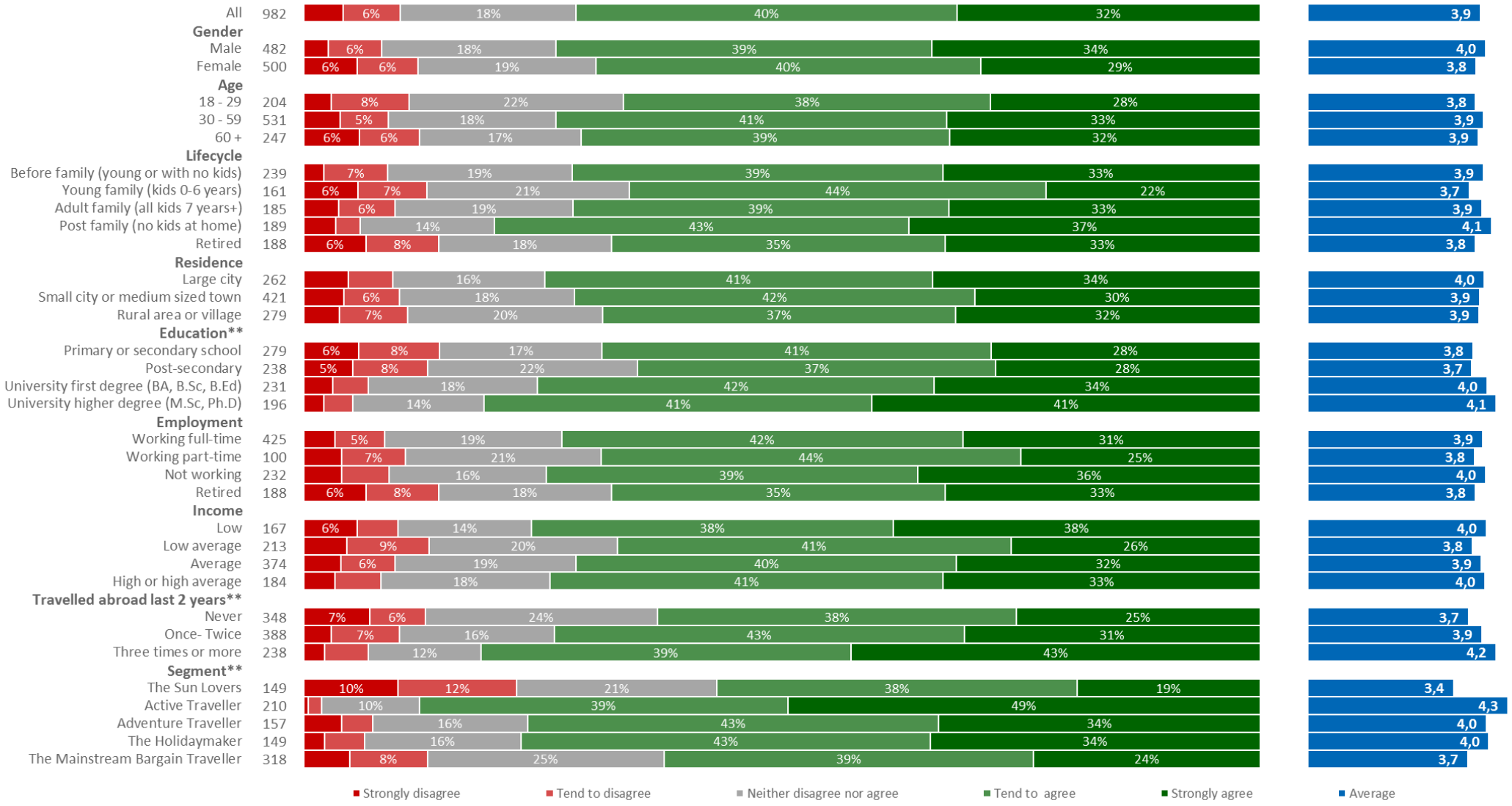


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	40	4,1%	1,2%
2 - Tend to disagree	59	6,0%	1,5%
3 - Neither disagree nor agree	181	18,4%	2,4%
4 - Tend to agree	391	39,8%	3,1%
5 - Strongly agree	311	31,7%	2,9%
Total	982	100%	
Answered	982	97,7%	
Did not answer	23	2,3%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

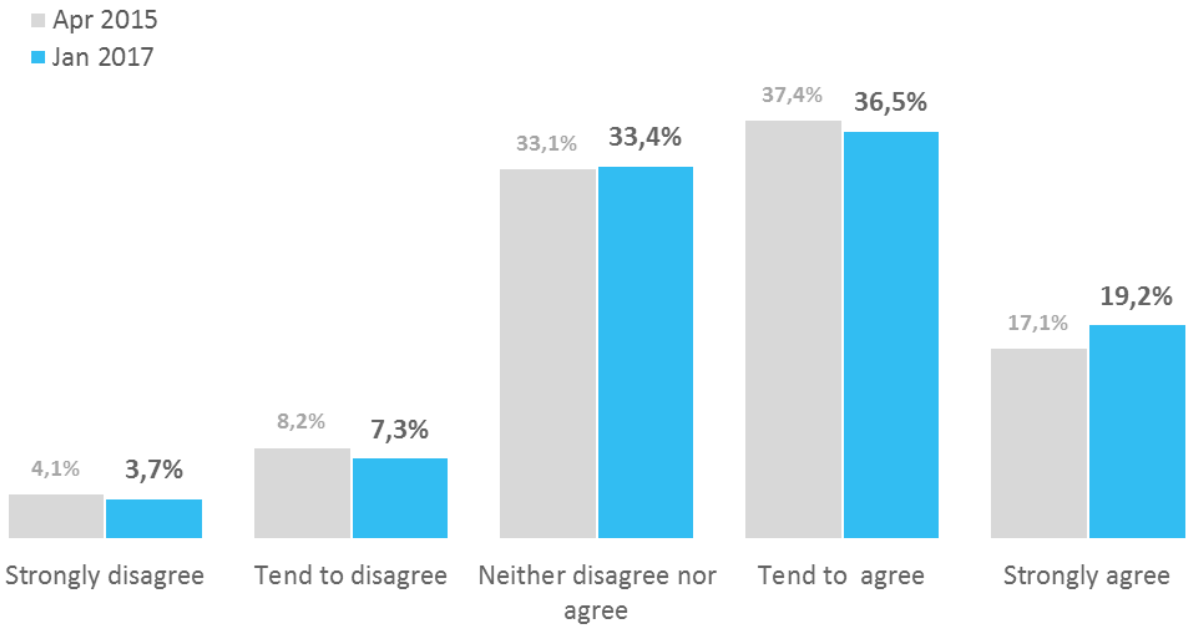
** Statistically significant difference between groups (p<0,05)

[Q2_2] I prefer to take holidays off the beaten track

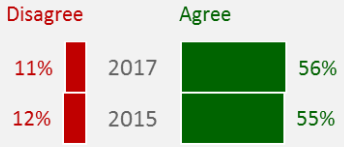
France

AVERAGE

RESPONSE DISTRIBUTION

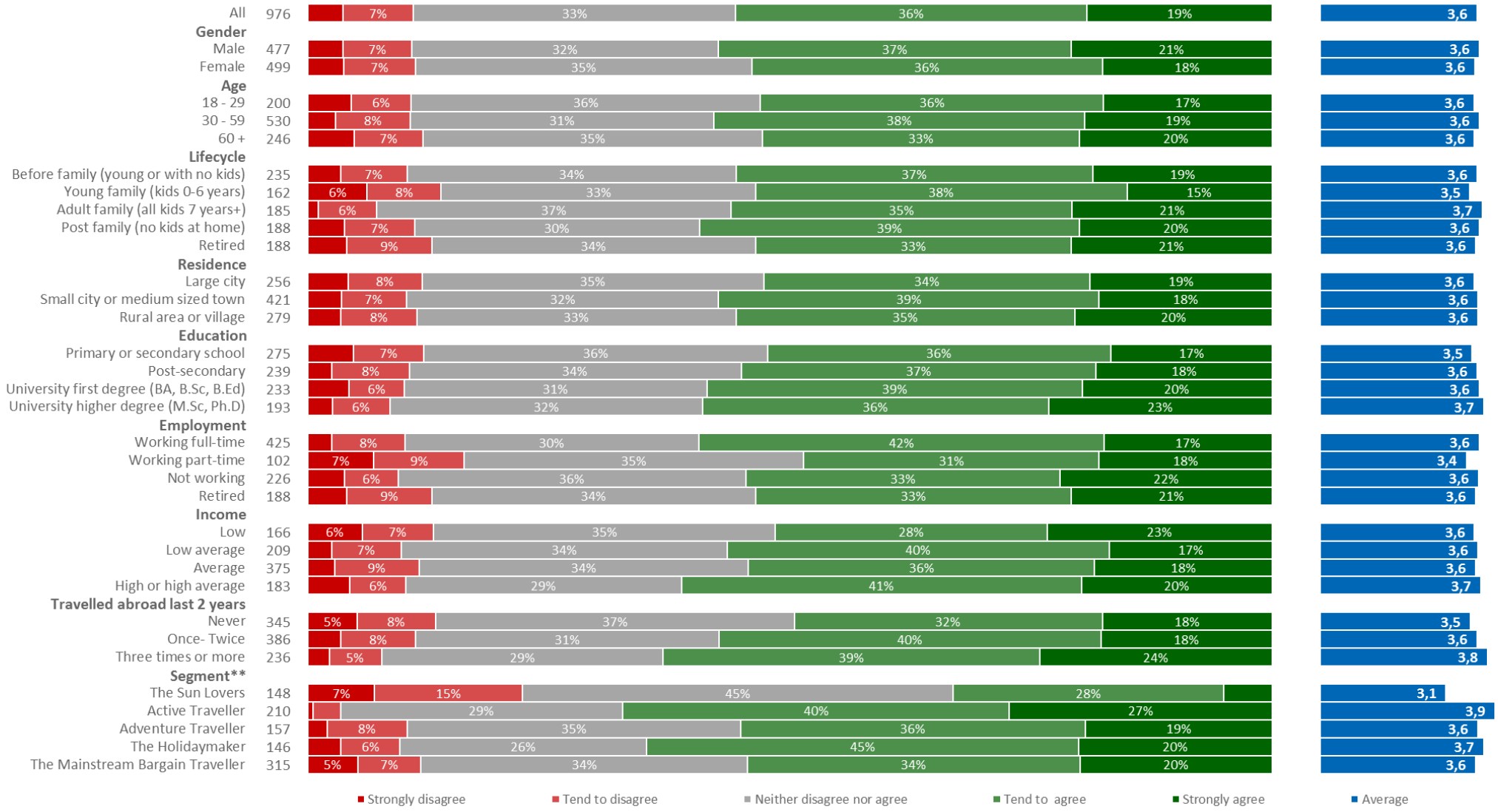


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	36	3,7%	1,2%
2 - Tend to disagree	71	7,3%	1,6%
3 - Neither disagree nor agree	326	33,4%	3,0%
4 - Tend to agree	356	36,5%	3,0%
5 - Strongly agree	187	19,2%	2,5%
Total	976	100%	
Answered	976	97,1%	
Did not answer	29	2,9%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

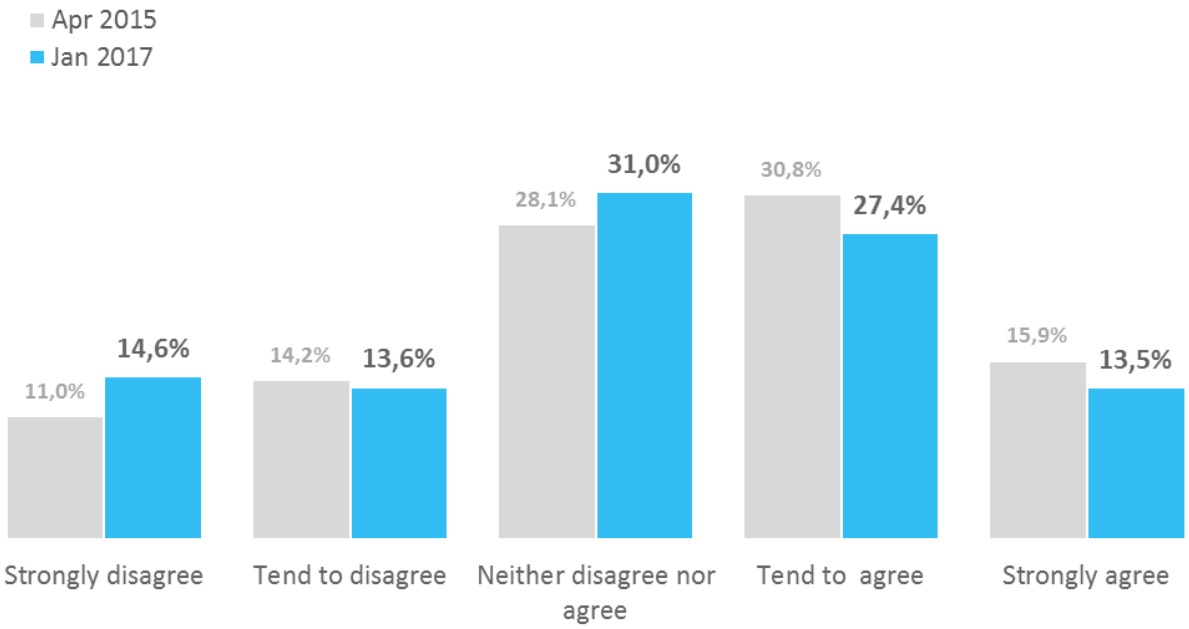
** Statistically significant difference between groups (p<0,05)

[Q2_3] I only want to go to holiday destinations where it's warm and sunny

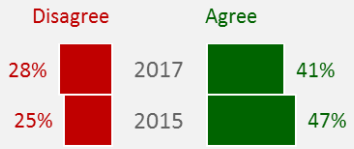
France

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	143	14,6%	2,2%
2 - Tend to disagree	134	13,6%	2,1%
3 - Neither disagree nor agree	305	31,0%	2,9%
4 - Tend to agree	270	27,4%	2,8%
5 - Strongly agree	133	13,5%	2,1%
Total	985	100%	
Answered	985	98,0%	
Did not answer	20	2,0%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

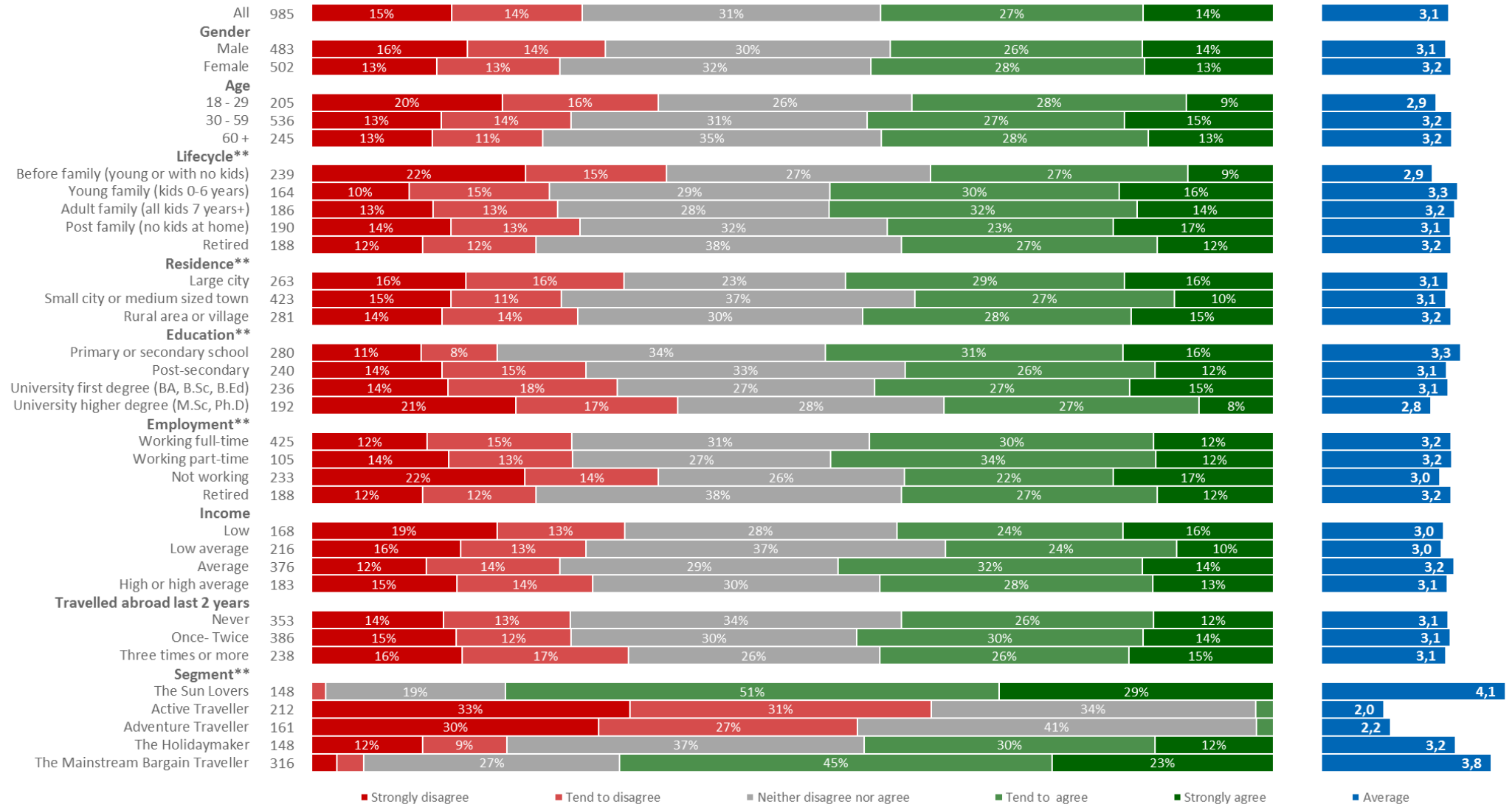


*Asked: All respondents

[Q2_3] I only want to go to holiday destinations where it's warm and sunny

France

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

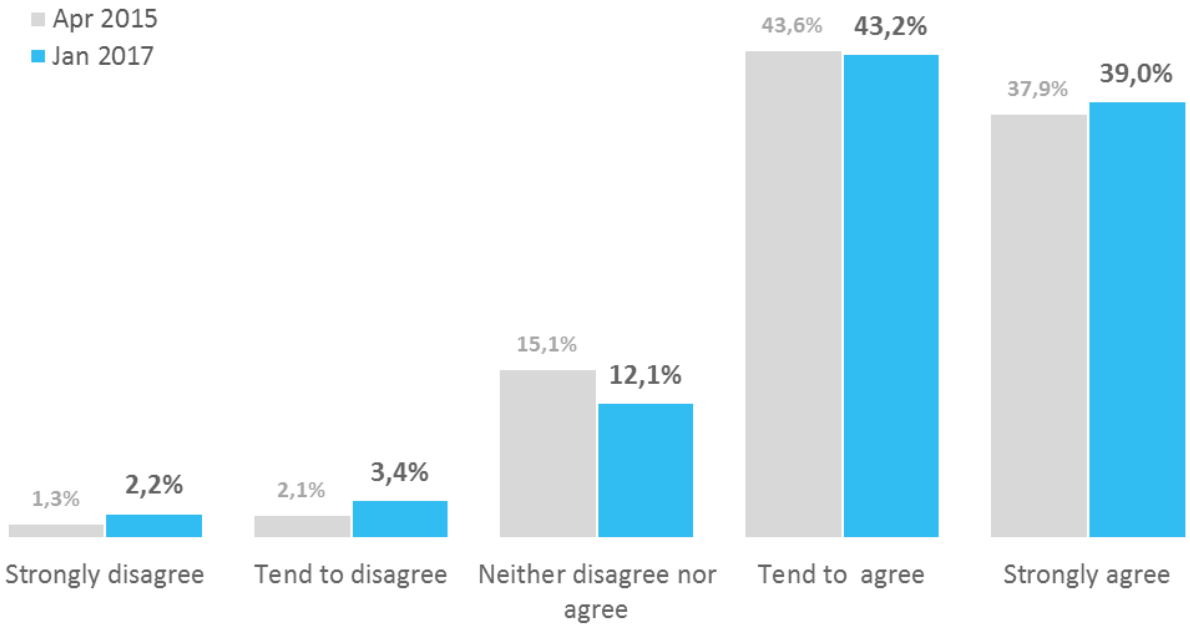
** Statistically significant difference between groups (p<0,05)

[Q2_4] I like to learn about the history and culture of the destination that I'm visiting

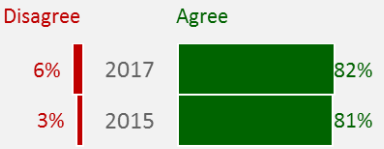
France

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	22	2,2%	0,9%
2 - Tend to disagree	34	3,4%	1,1%
3 - Neither disagree nor agree	119	12,1%	2,0%
4 - Tend to agree	426	43,2%	3,1%
5 - Strongly agree	384	39,0%	3,0%
Total	985	100%	
Answered	985	98,1%	
Did not answer	20	1,9%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

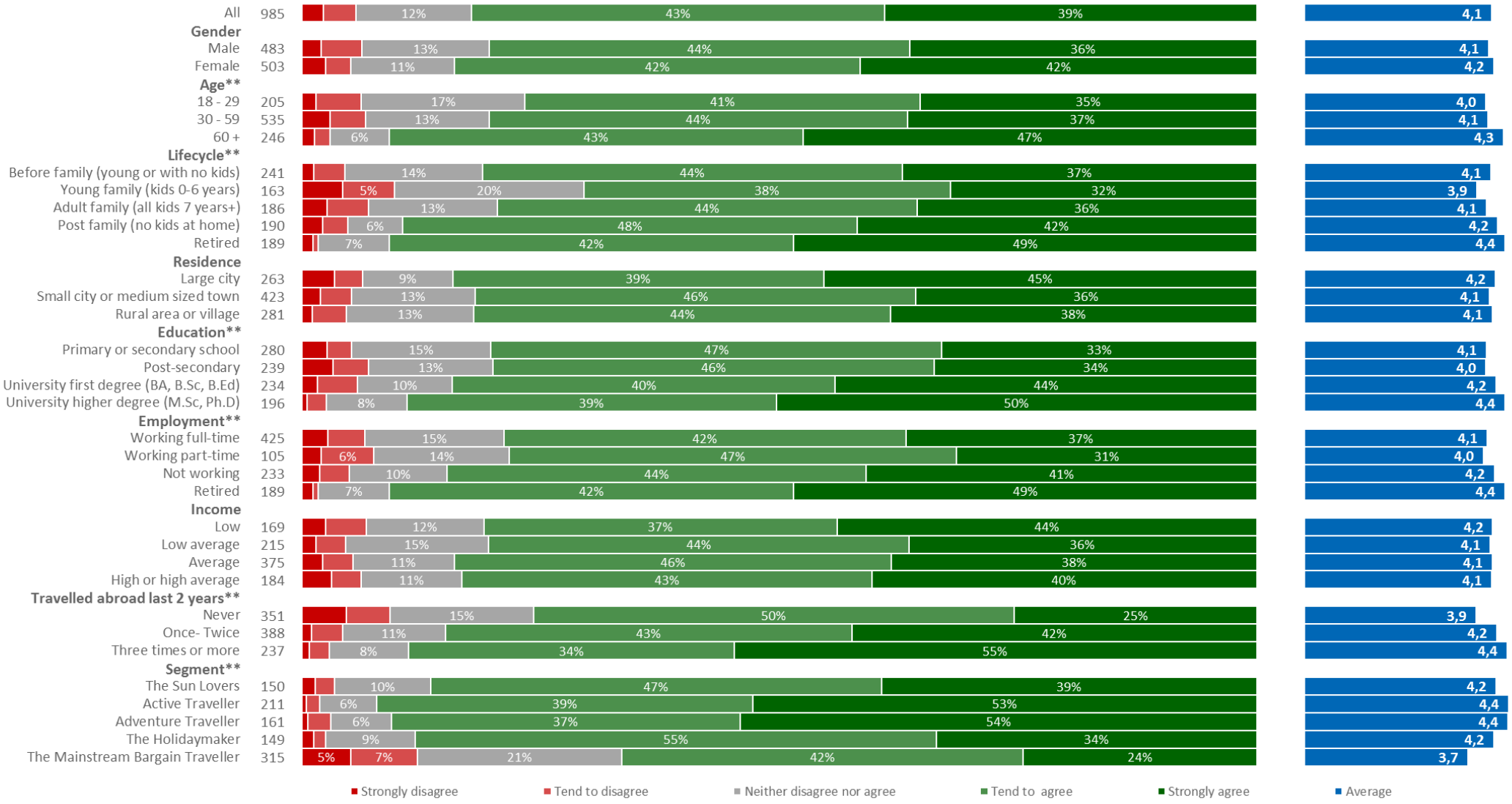


*Asked: All respondents

[Q2_4] I like to learn about the history and culture of the destination that I'm visiting

France

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

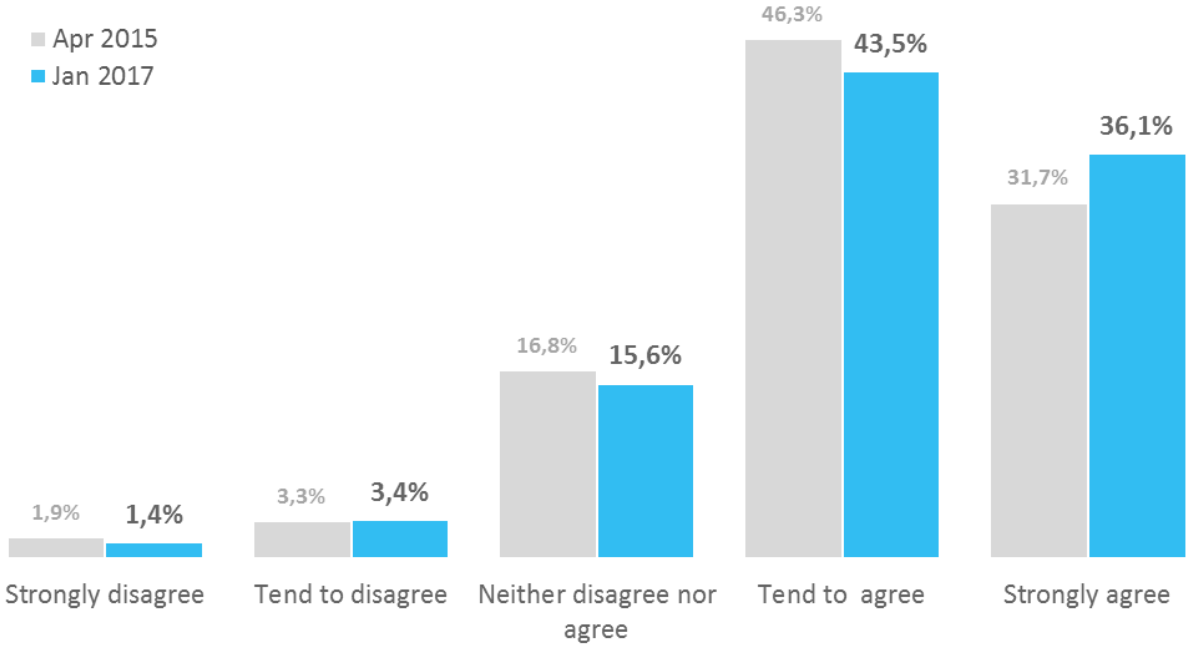
** Statistically significant difference between groups (p<0,05)

[Q2_5] I like spending time outdoors in nature

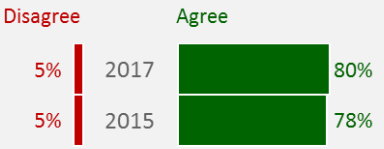
France

AVERAGE

RESPONSE DISTRIBUTION

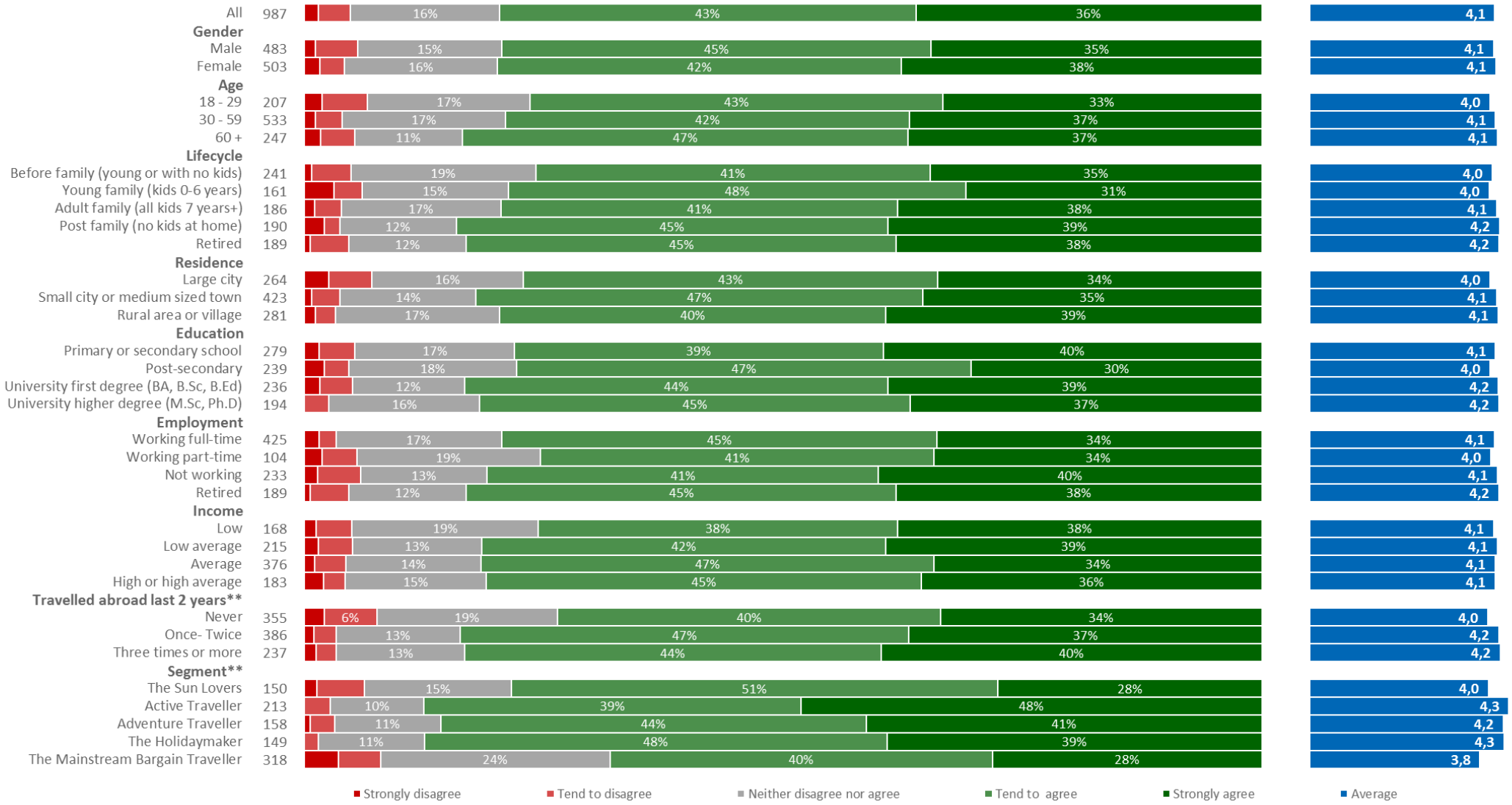


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	14	1,4%	0,7%
2 - Tend to disagree	34	3,4%	1,1%
3 - Neither disagree nor agree	154	15,6%	2,3%
4 - Tend to agree	429	43,5%	3,1%
5 - Strongly agree	356	36,1%	3,0%
Total	987	100%	
Answered	987	98,2%	
Did not answer	18	1,8%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

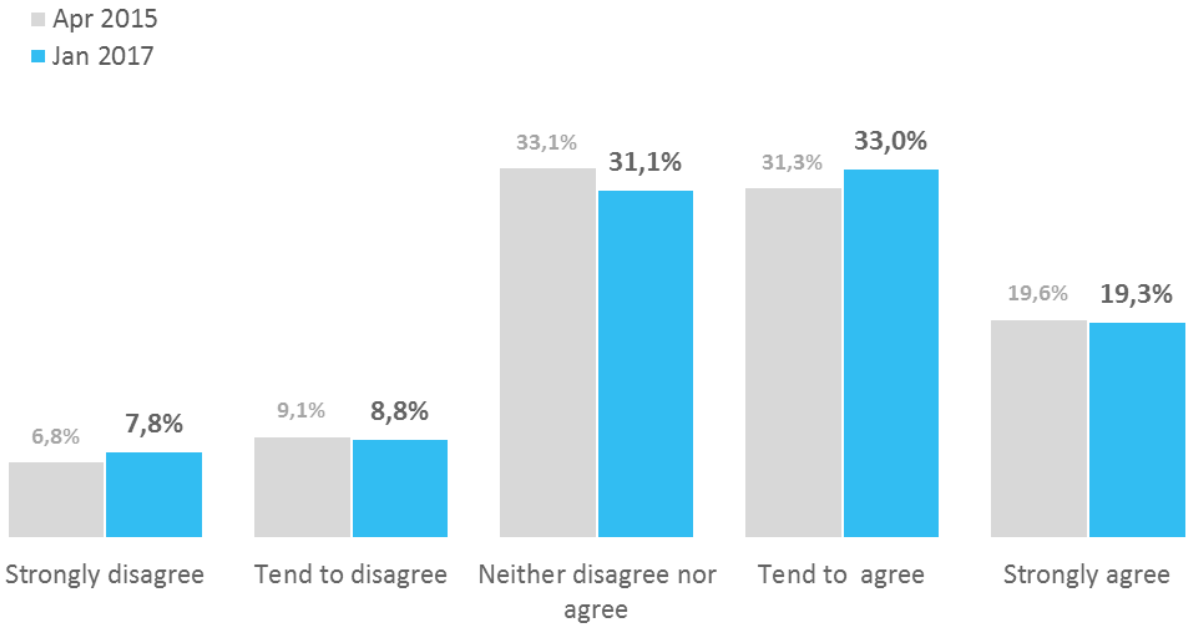
** Statistically significant difference between groups (p<0,05)

[Q2_6] I like to travel during the months of September through to April

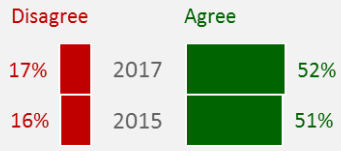
France

AVERAGE

RESPONSE DISTRIBUTION

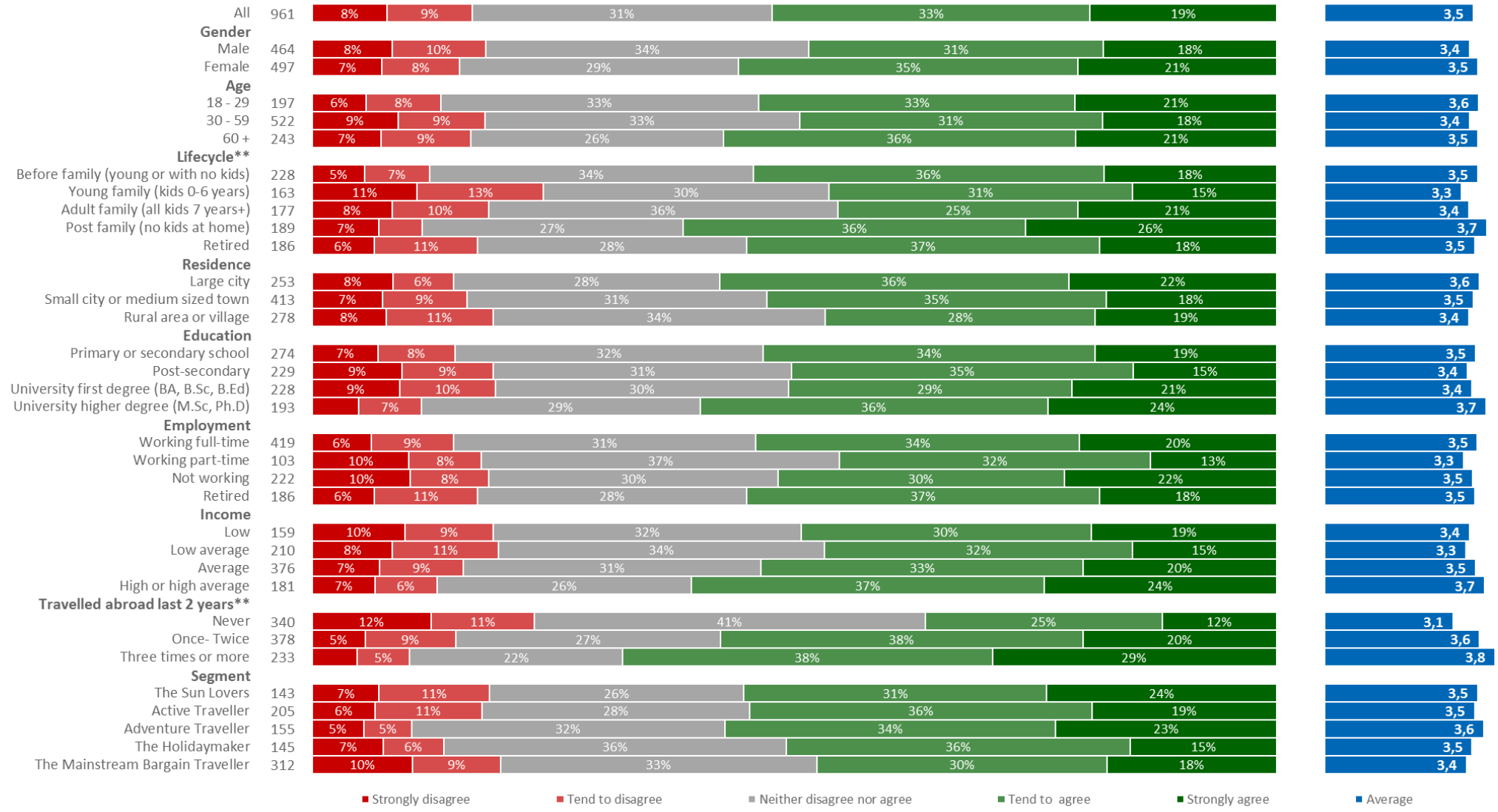


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	74	7,8%	1,7%
2 - Tend to disagree	85	8,8%	1,8%
3 - Neither disagree nor agree	299	31,1%	2,9%
4 - Tend to agree	317	33,0%	3,0%
5 - Strongly agree	186	19,3%	2,5%
Total	961	100%	
Answered	961	95,6%	
Did not answer	44	4,4%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

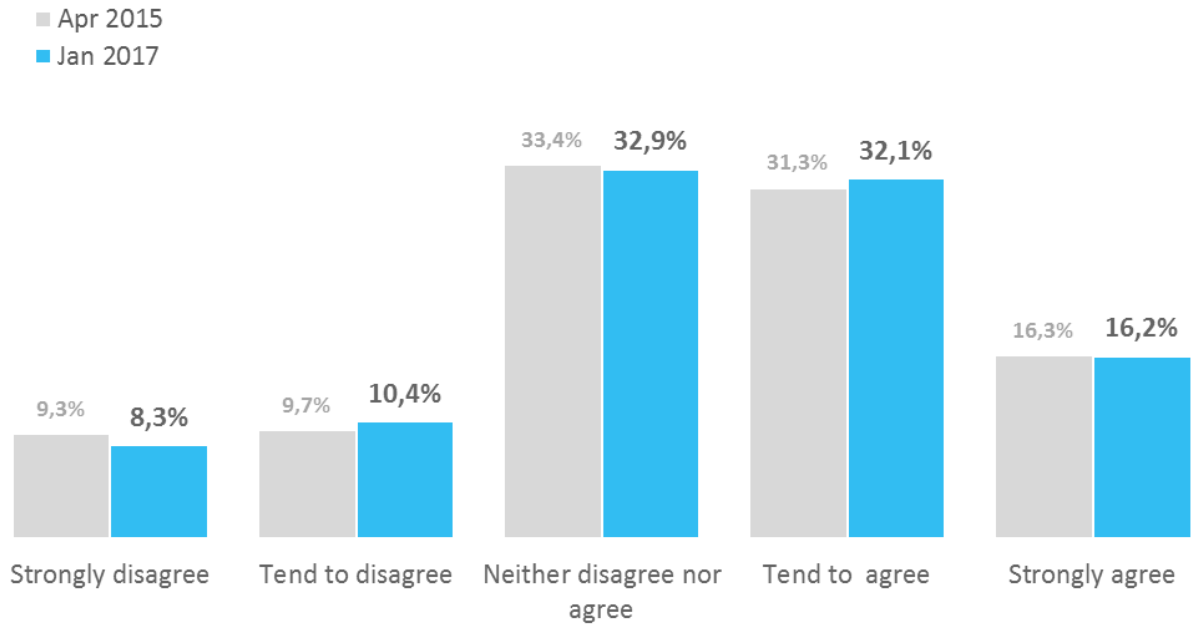


*Asked: All respondents

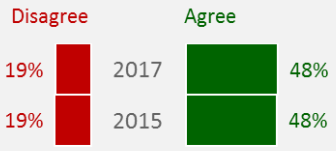
** Statistically significant difference between groups (p<0,05)

AVERAGE

RESPONSE DISTRIBUTION

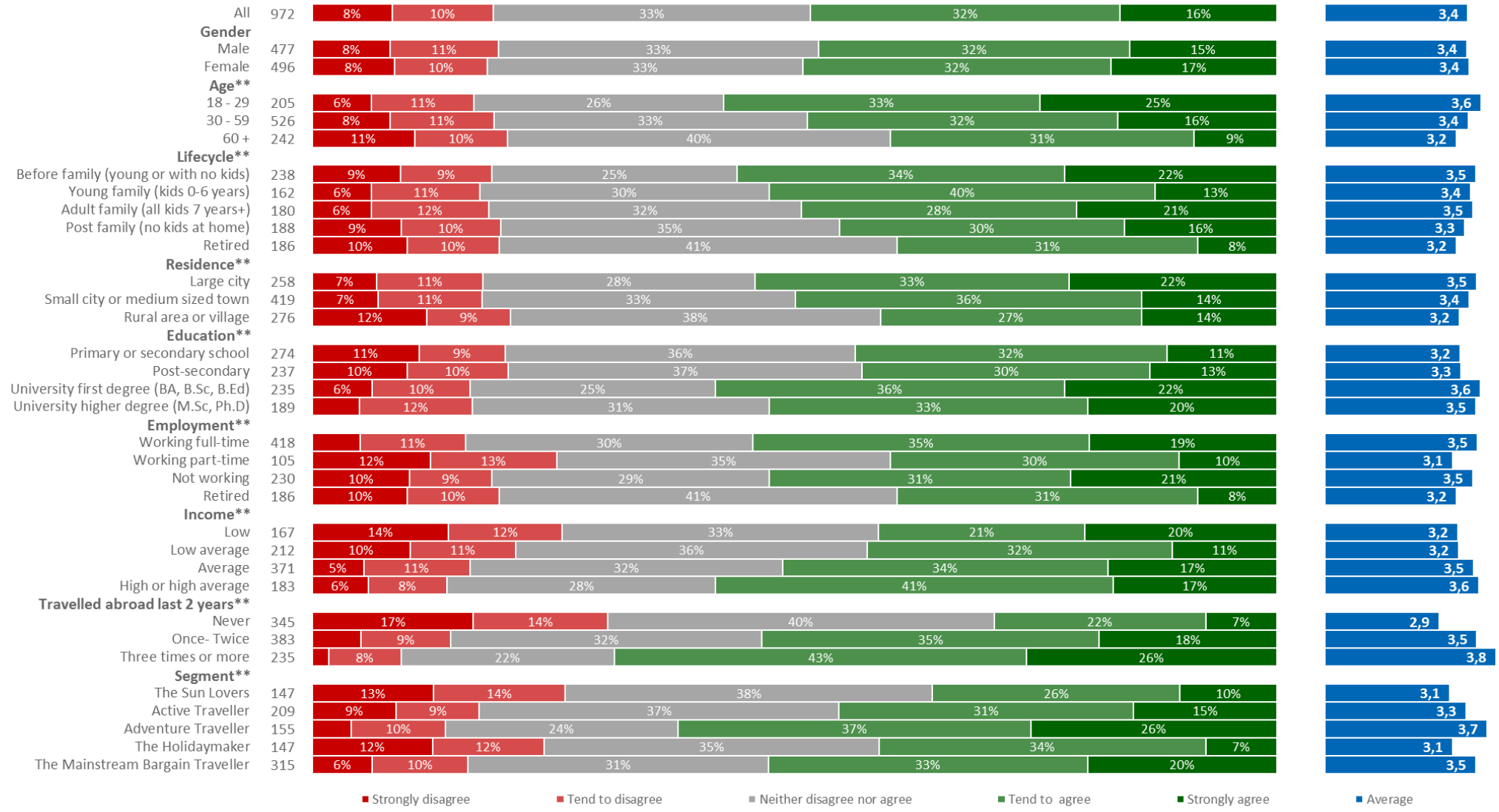


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	81	8,3%	1,7%
2 - Tend to disagree	102	10,4%	1,9%
3 - Neither disagree nor agree	320	32,9%	3,0%
4 - Tend to agree	312	32,1%	2,9%
5 - Strongly agree	158	16,2%	2,3%
Total	972	100%	
Answered	972	96,8%	
Did not answer	33	3,2%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



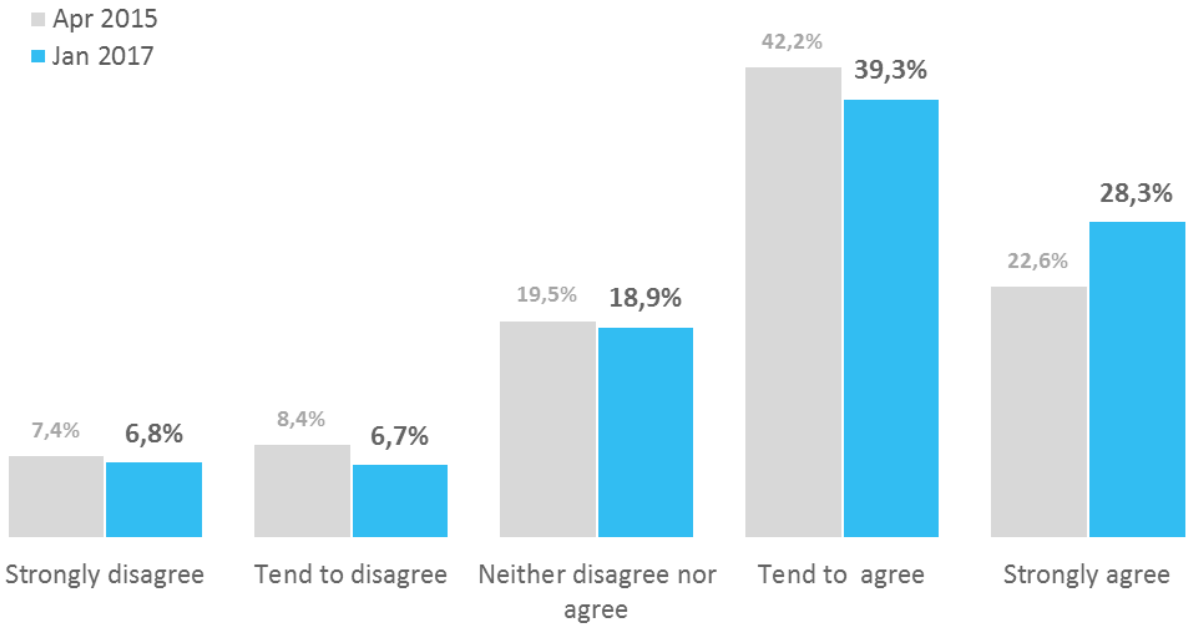
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q2_8] I use the internet and social media on a regular basis to get information about what's happening in the world

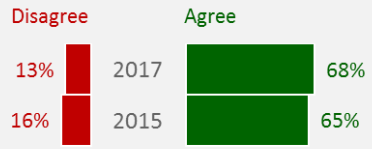
France

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	67	6,8%	1,6%
2 - Tend to disagree	66	6,7%	1,6%
3 - Neither disagree nor agree	186	18,9%	2,4%
4 - Tend to agree	387	39,3%	3,0%
5 - Strongly agree	279	28,3%	2,8%
Total	986	100%	
Answered	986	98,1%	
Did not answer	19	1,9%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

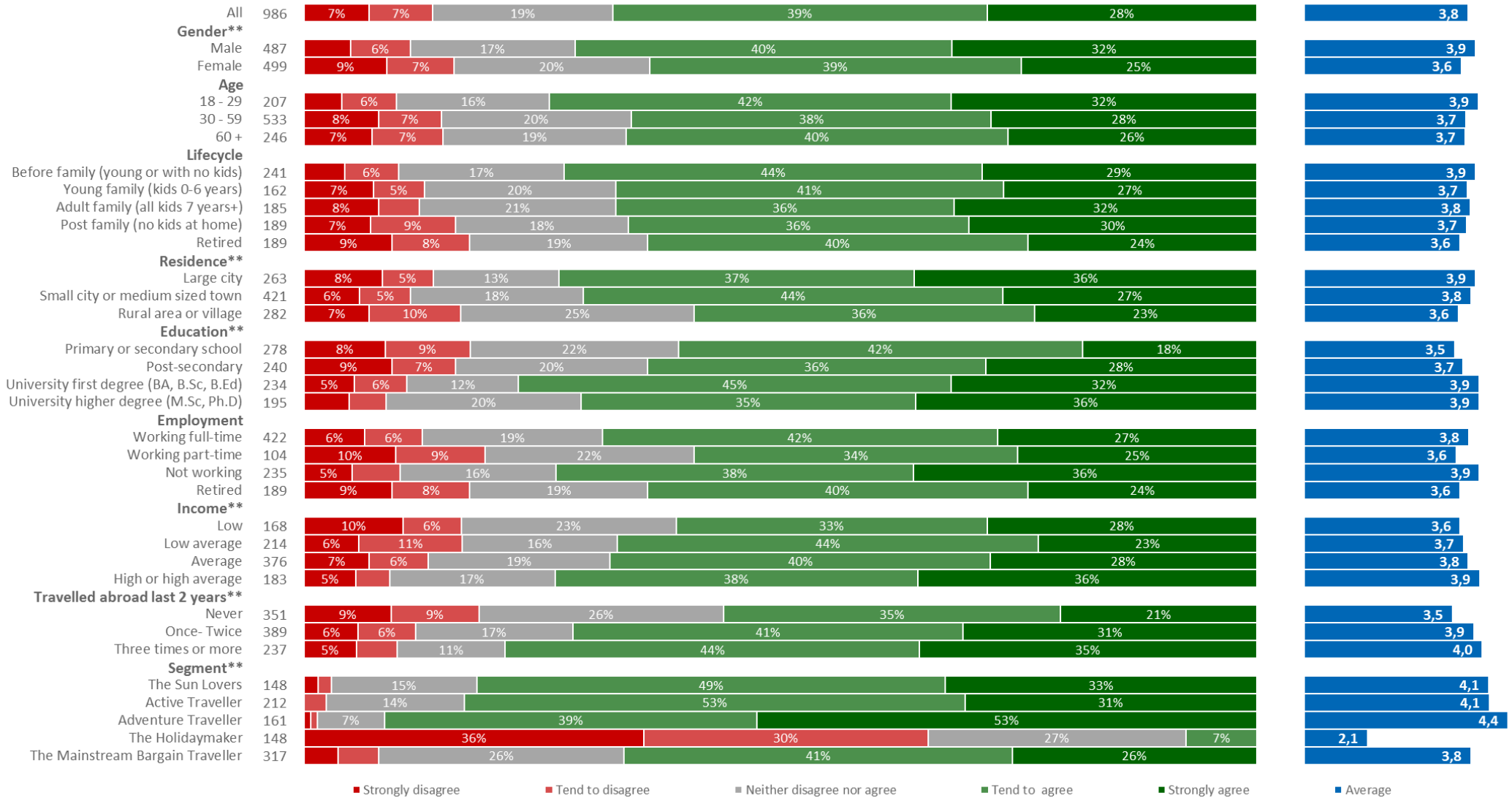


*Asked: All respondents

[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



*Asked: All respondents

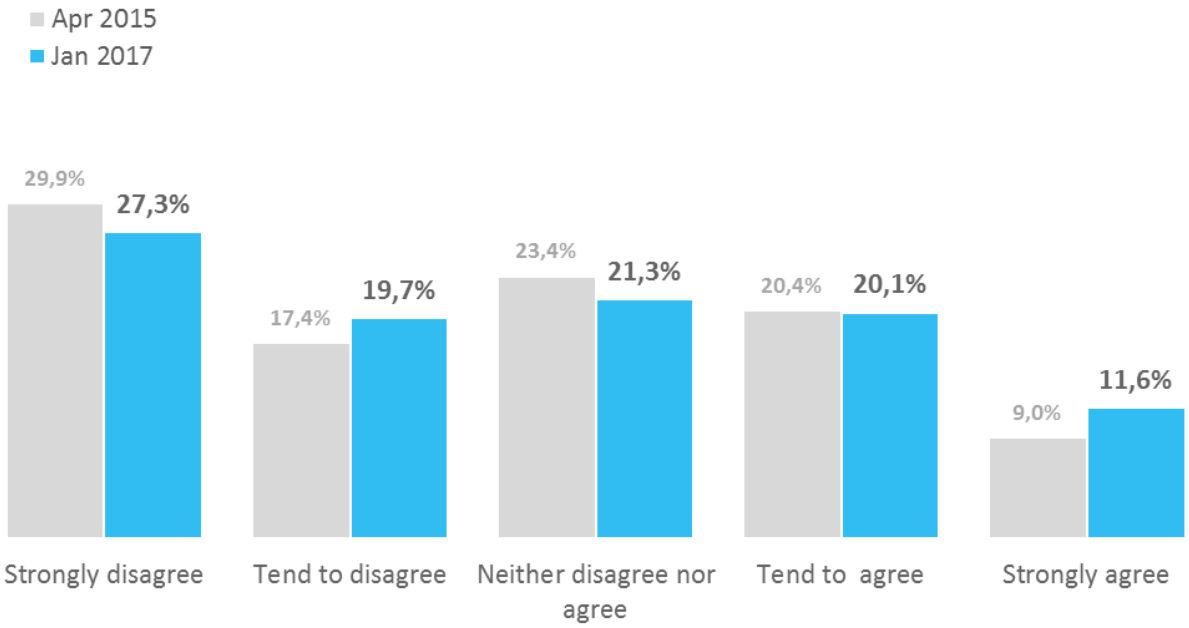
** Statistically significant difference between groups (p<0,05)

[Q2_9] I use social media on a regular basis to share my experiences with other people

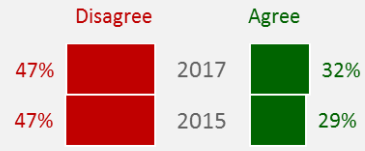
France

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	266	27,3%	2,8%
2 - Tend to disagree	192	19,7%	2,5%
3 - Neither disagree nor agree	207	21,3%	2,6%
4 - Tend to agree	196	20,1%	2,5%
5 - Strongly agree	113	11,6%	2,0%
Total	974	100%	
Answered	974	96,9%	
Did not answer	31	3,1%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

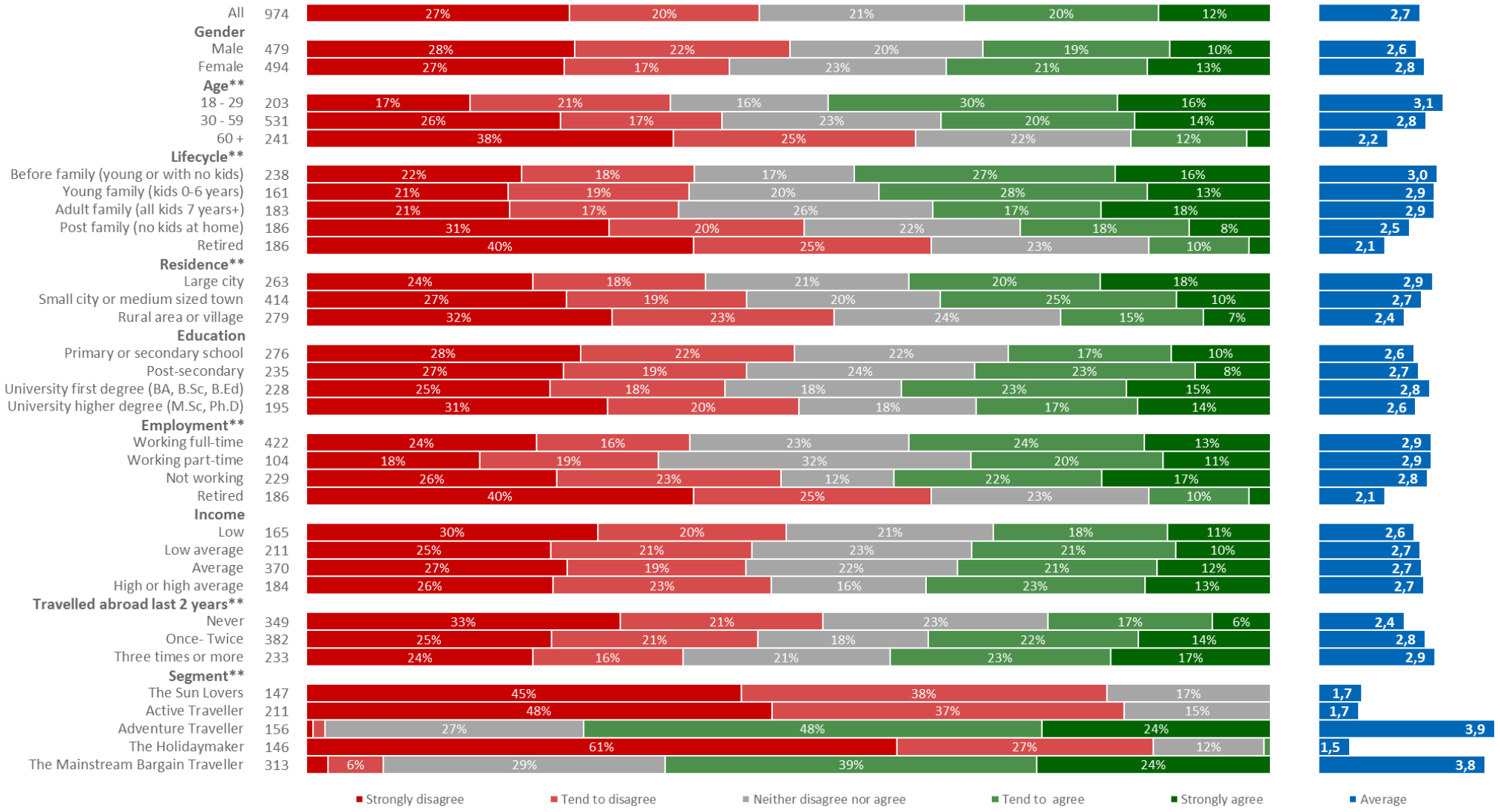


*Asked: All respondents

[Q2_9] I use social media on a regular basis to share my experiences with other people

France

RESPONSE DISTRIBUTION | CROSS SPLITS



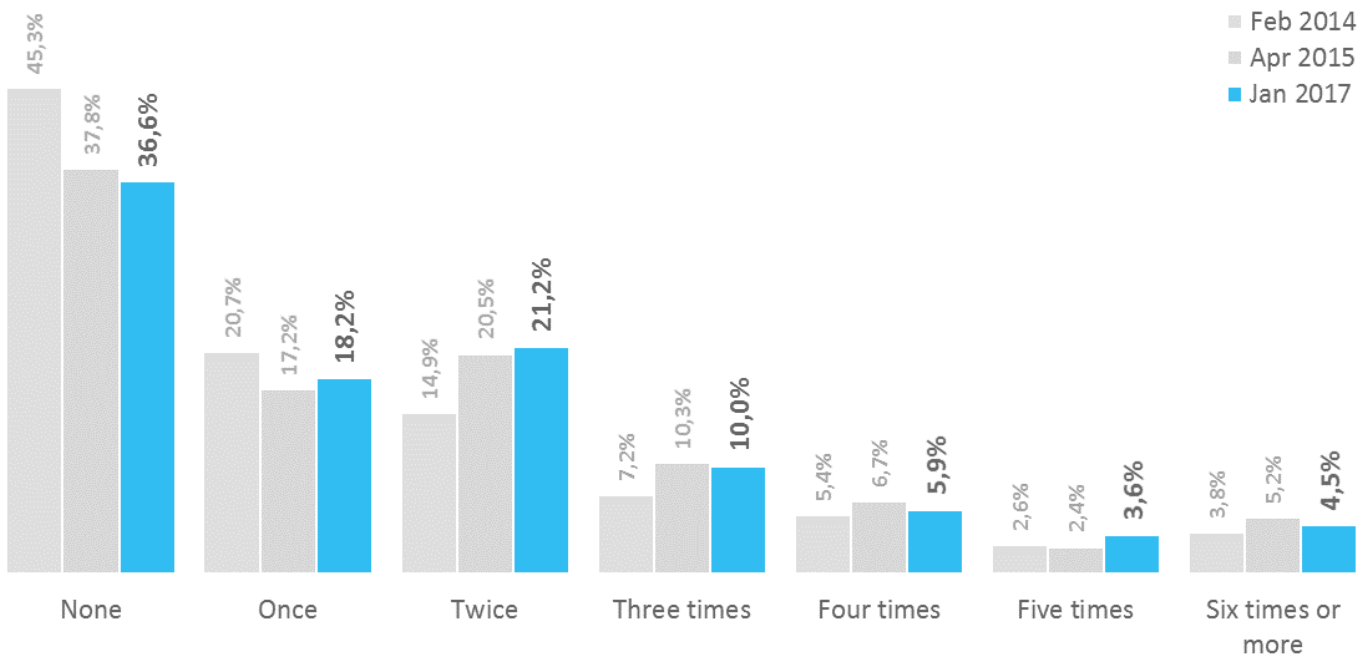
*Asked: All respondents

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

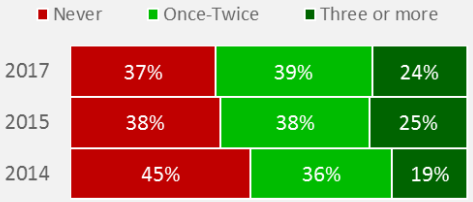
[Q3] Thinking about the past 2 years (i.e. since January 2015), how many times in total have you travelled abroad

France

RESPONSE DISTRIBUTION



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 answer	16	1,6%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

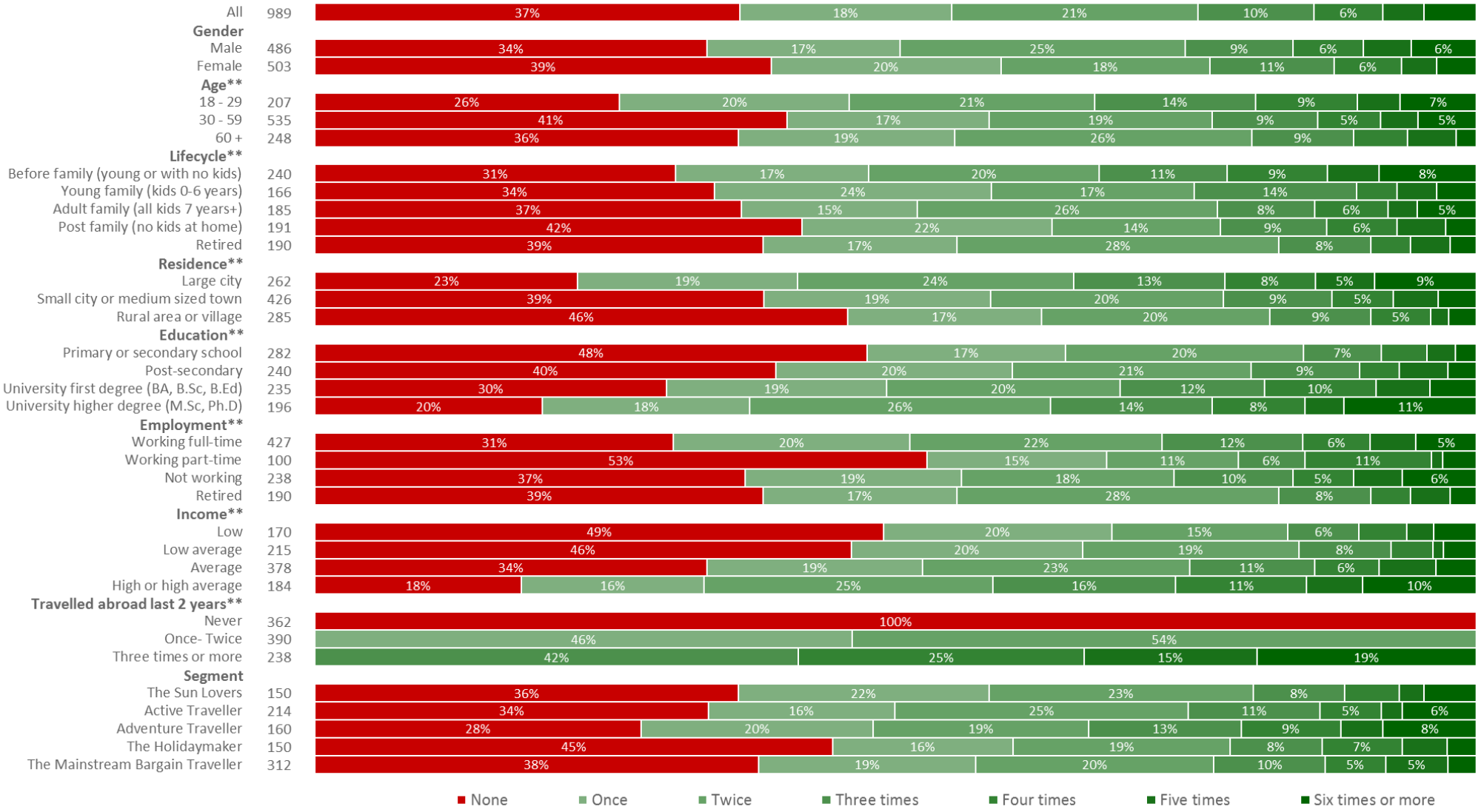


*Asked: All respondents

[Q3] Thinking about the past 2 years (i.e. since January 2015), how many times in total have you travelled abroad

France

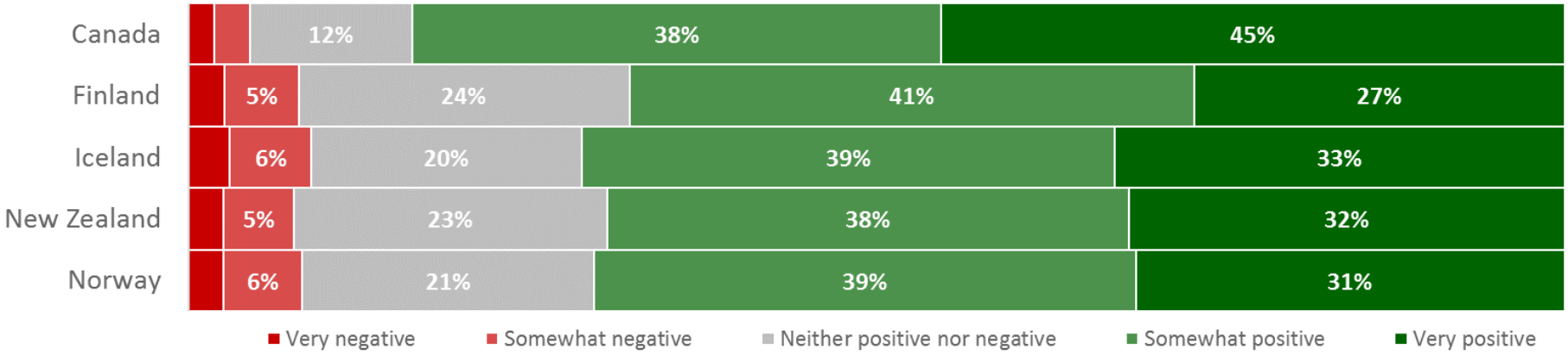
RESPONSE DISTRIBUTION | CROSS SPLITS



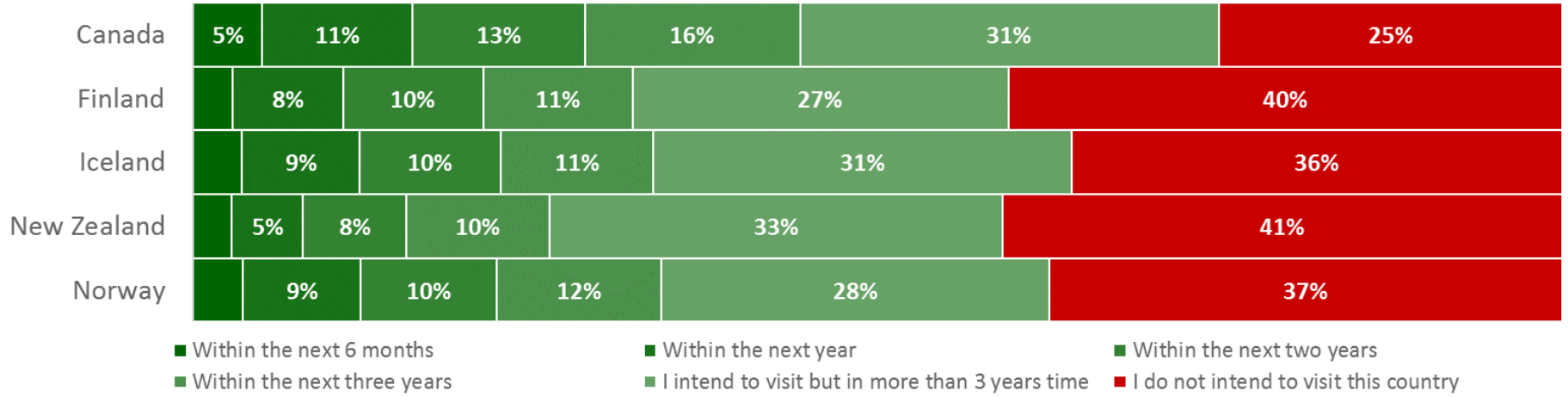
*Asked: All respondents

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

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



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

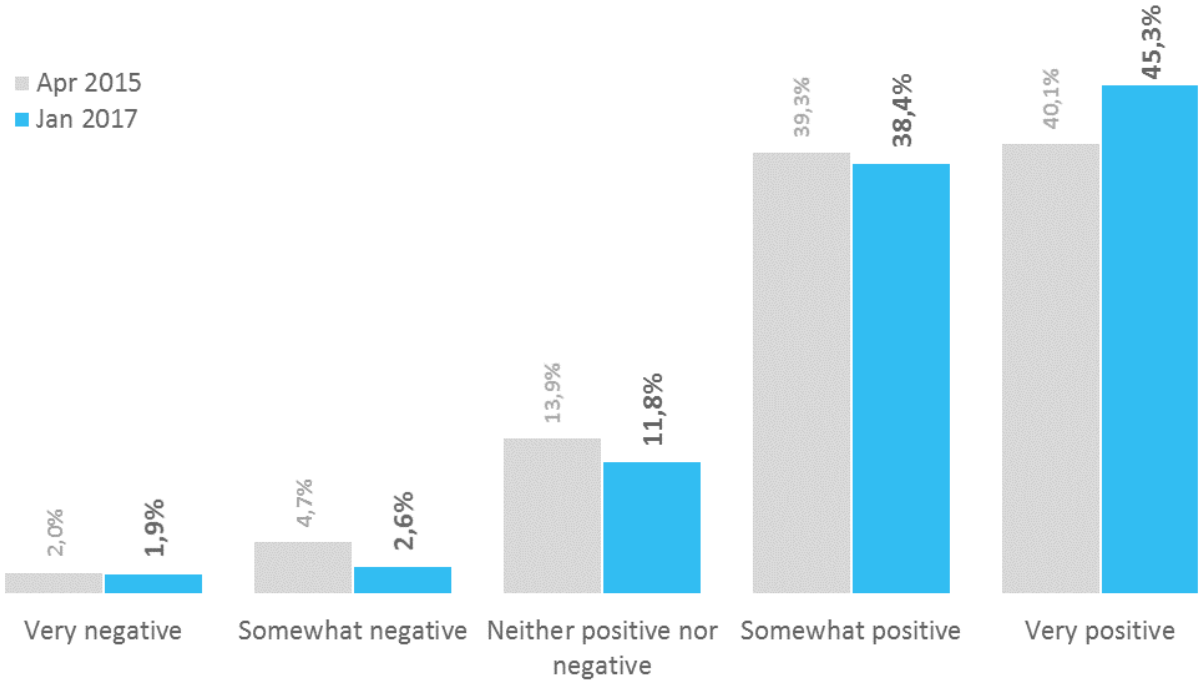


[Q4_1] How positive or negative are you towards CANADA as travel destination

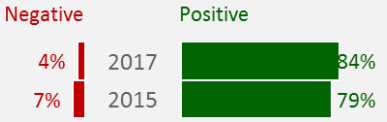
France

AVERAGE

RESPONSE DISTRIBUTION

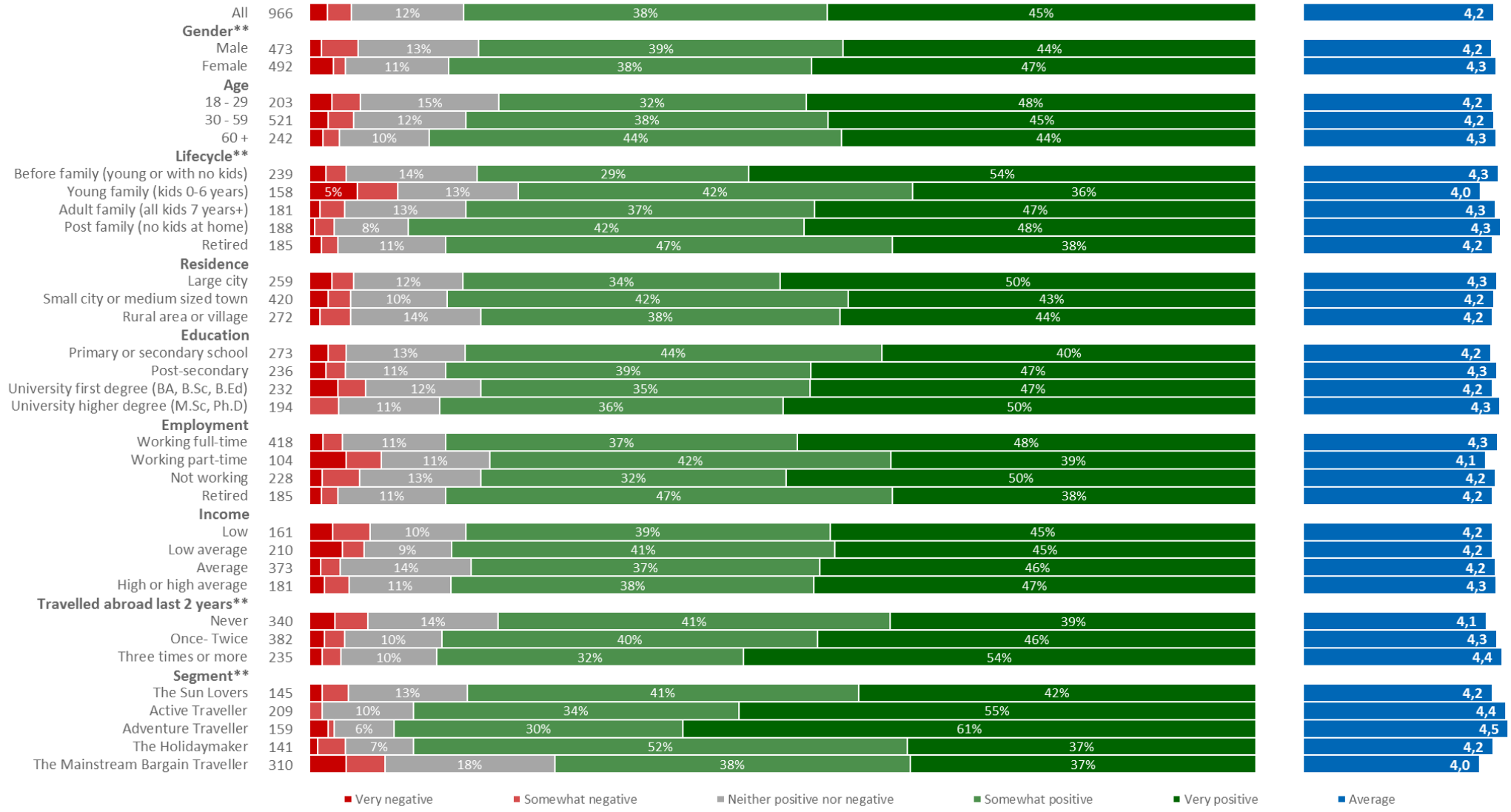


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	18	1,9%	0,9%
2 - Somewhat negative	25	2,6%	1,0%
3 - Neither positive nor negative	114	11,8%	2,0%
4 - Somewhat positive	371	38,4%	3,1%
5 - Very positive	438	45,3%	3,1%
Total	966	100%	
Answered	966	96,1%	
Did not answer	39	3,9%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



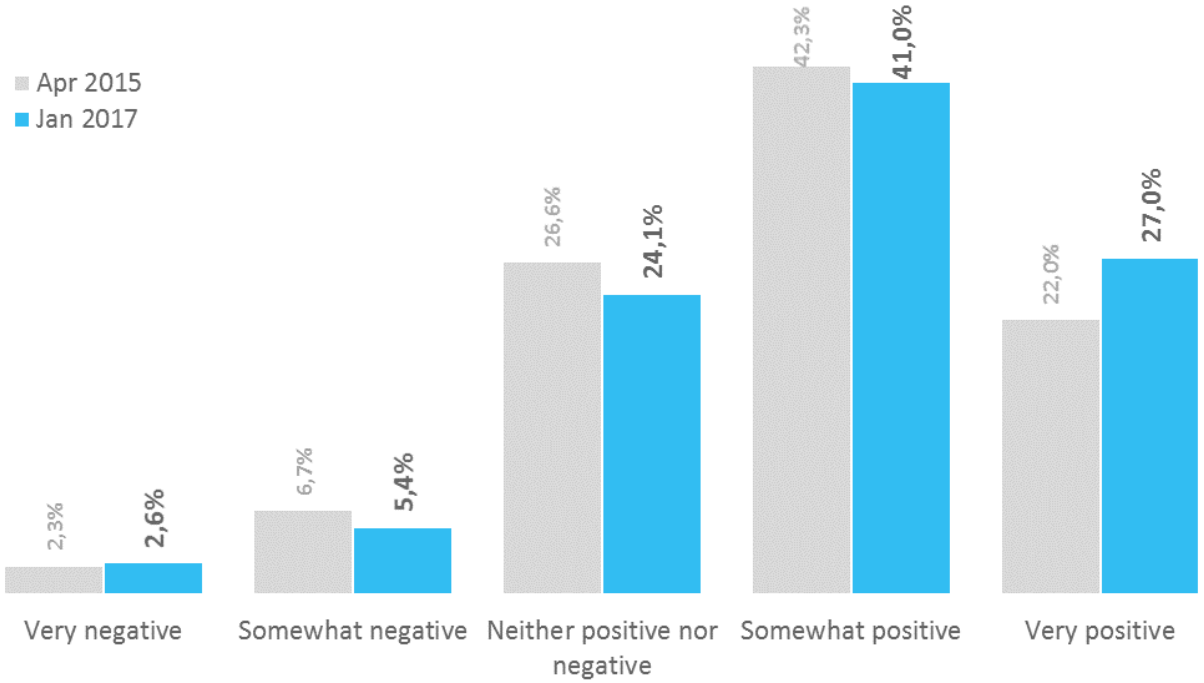
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q4_2] How positive or negative are you towards FINLAND as travel destination

France

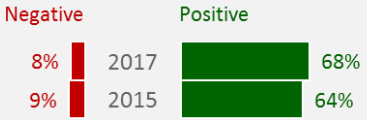
AVERAGE

RESPONSE DISTRIBUTION

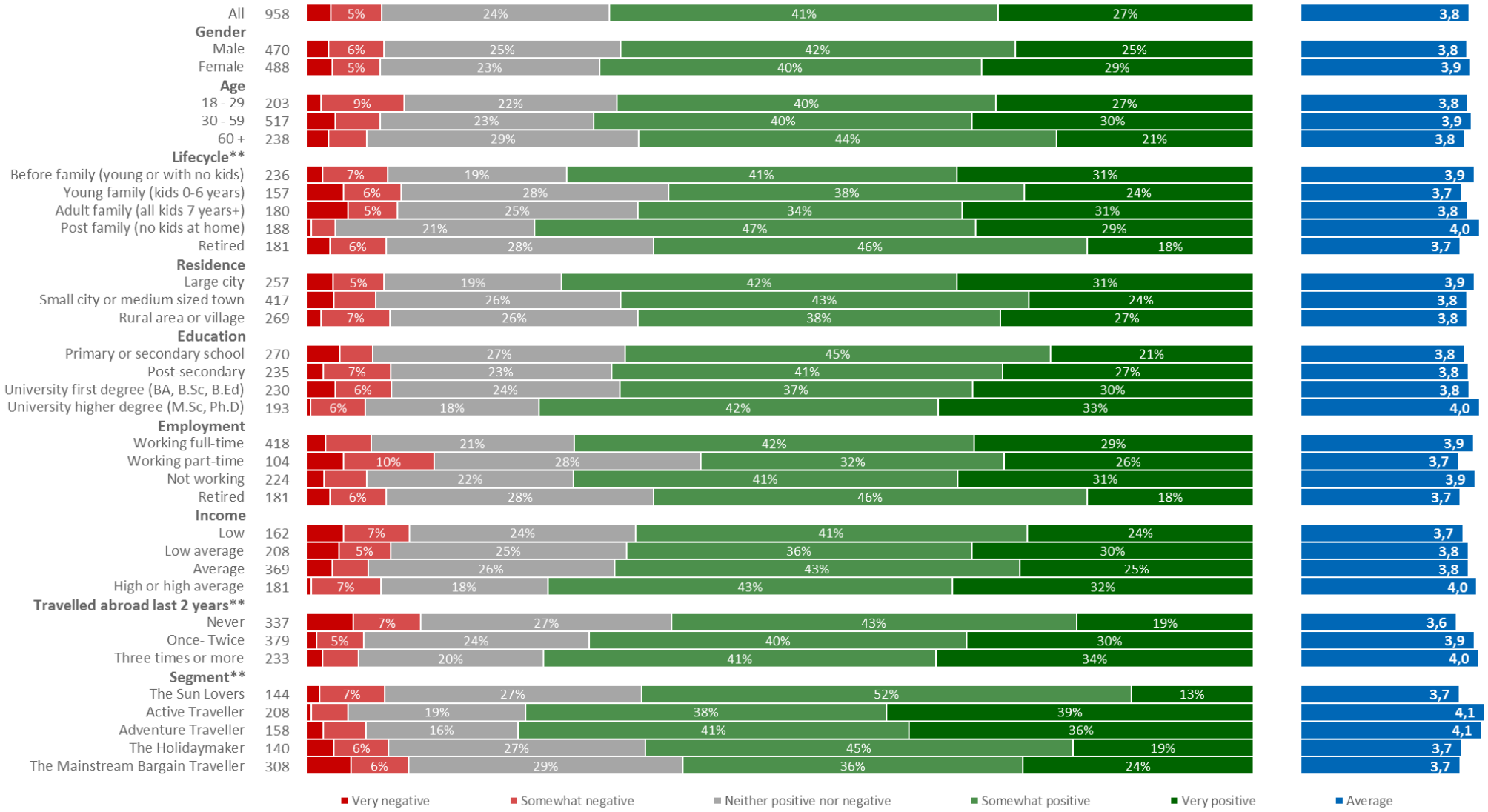


*Asked: All respondents

Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	25	2,6%	1,0%
2 - Somewhat negative	52	5,4%	1,4%
3 - Neither positive nor negative	231	24,1%	2,7%
4 - Somewhat positive	393	41,0%	3,1%
5 - Very positive	258	27,0%	2,8%
Total	958	100%	
Answered	958	95,3%	
Did not answer	47	4,7%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

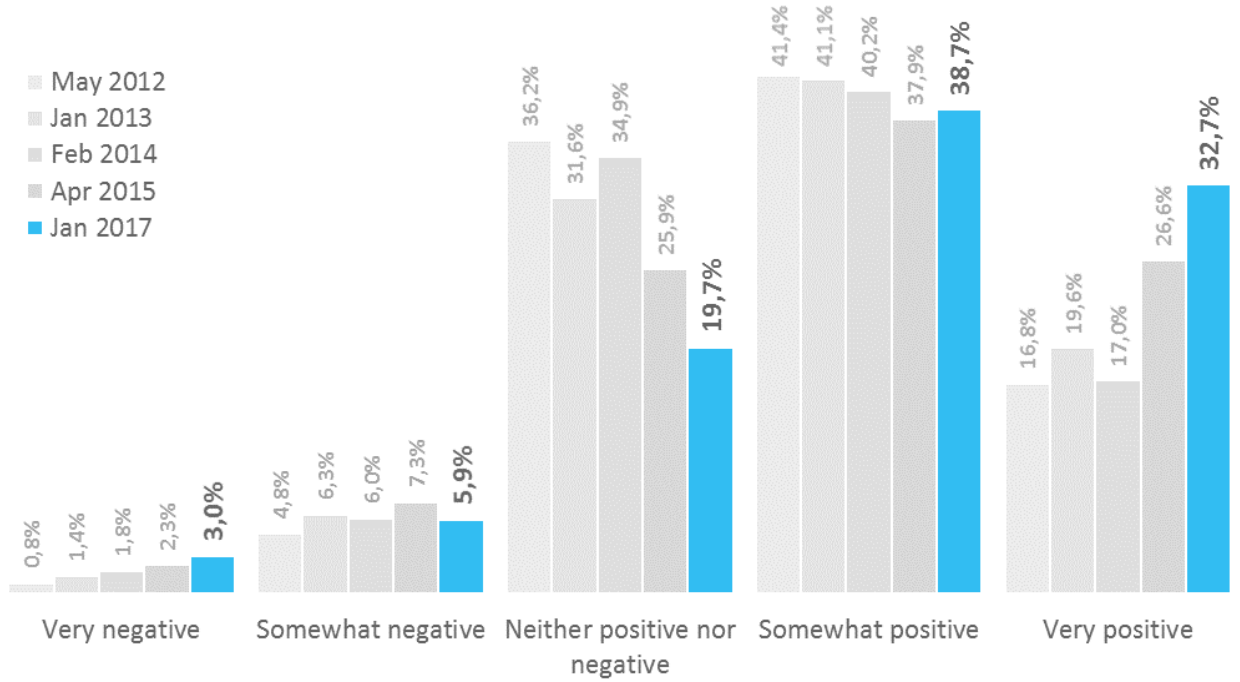
** Statistically significant difference between groups (p<0,05)

[Q4_3] How positive or negative are you towards ICELAND as travel destination

France

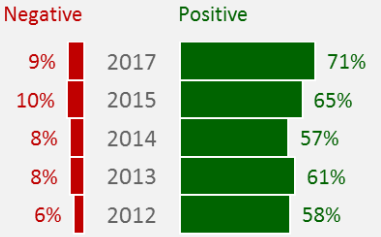
AVERAGE

RESPONSE DISTRIBUTION

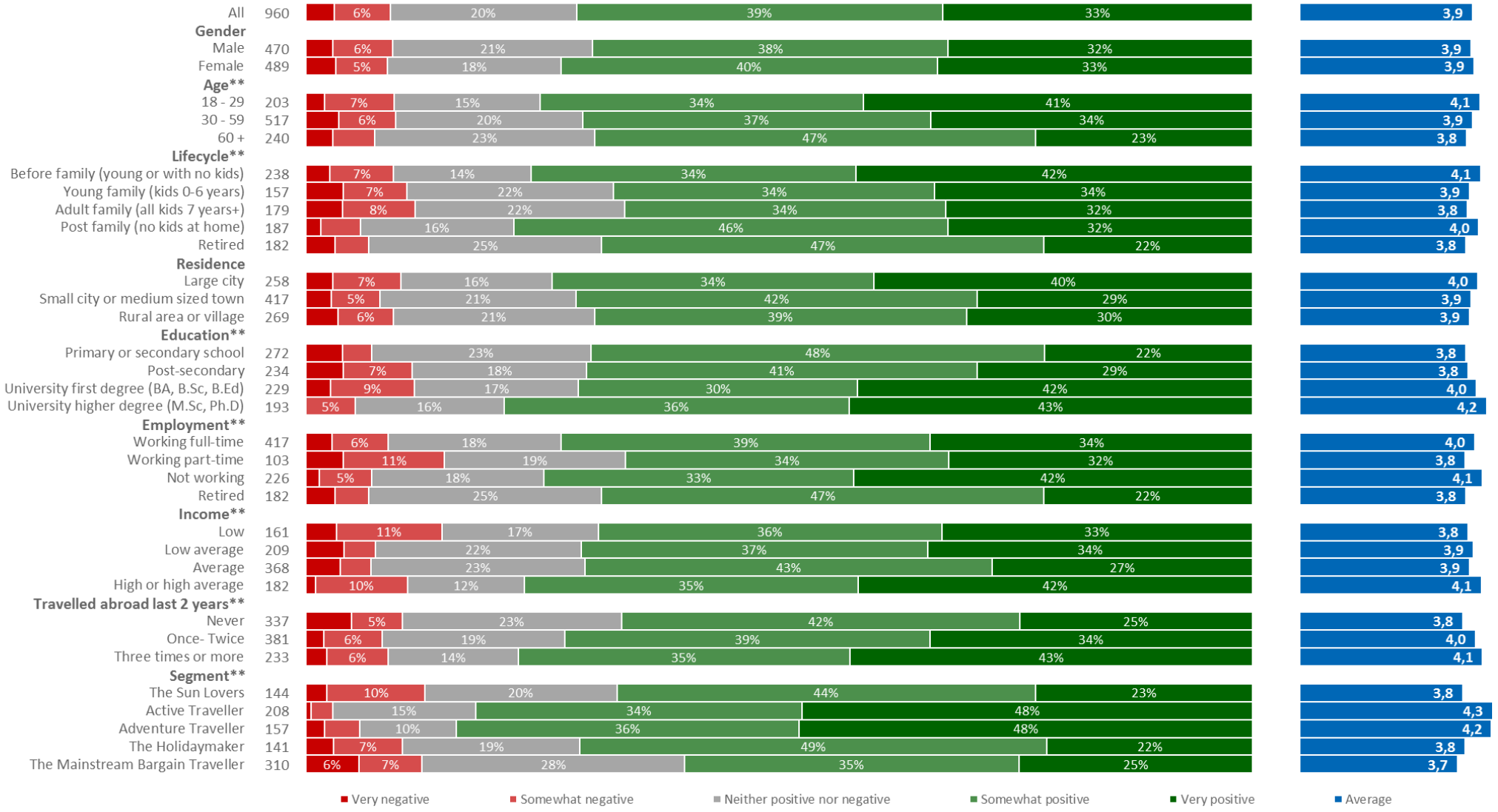


*Asked: All respondents

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



RESPONSE DISTRIBUTION | CROSS SPLITS



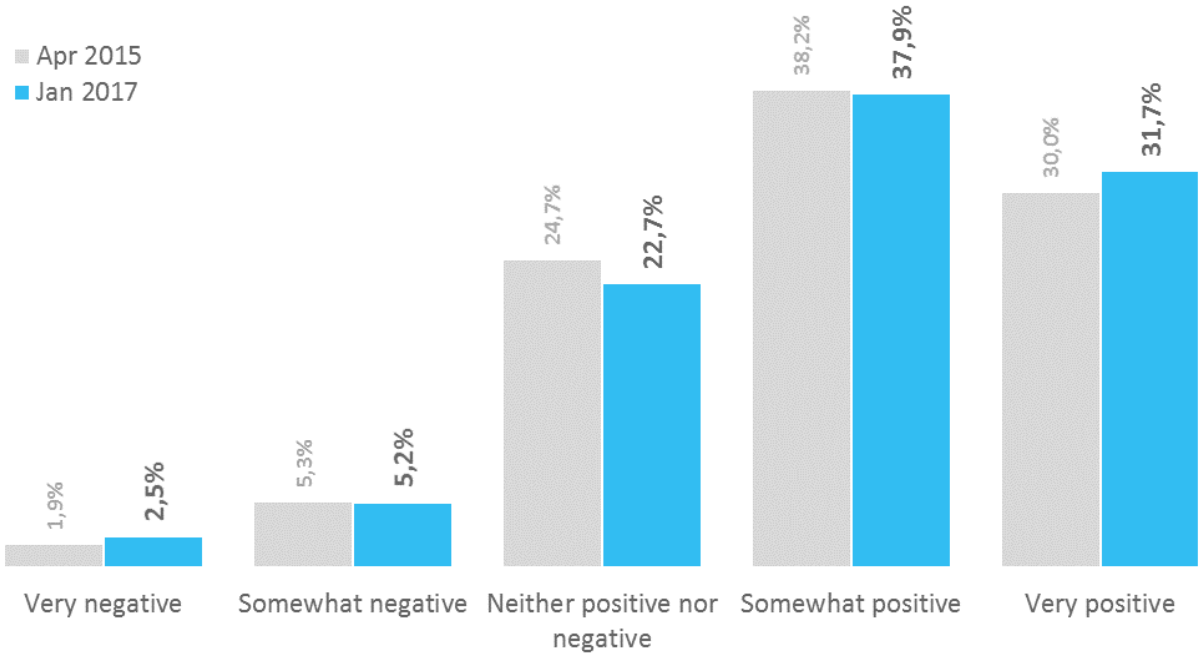
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q4_4] How positive or negative are you towards NEW ZEALAND as travel destination

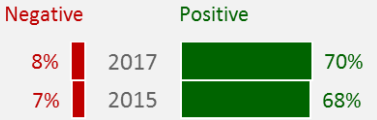
France

AVERAGE

RESPONSE DISTRIBUTION

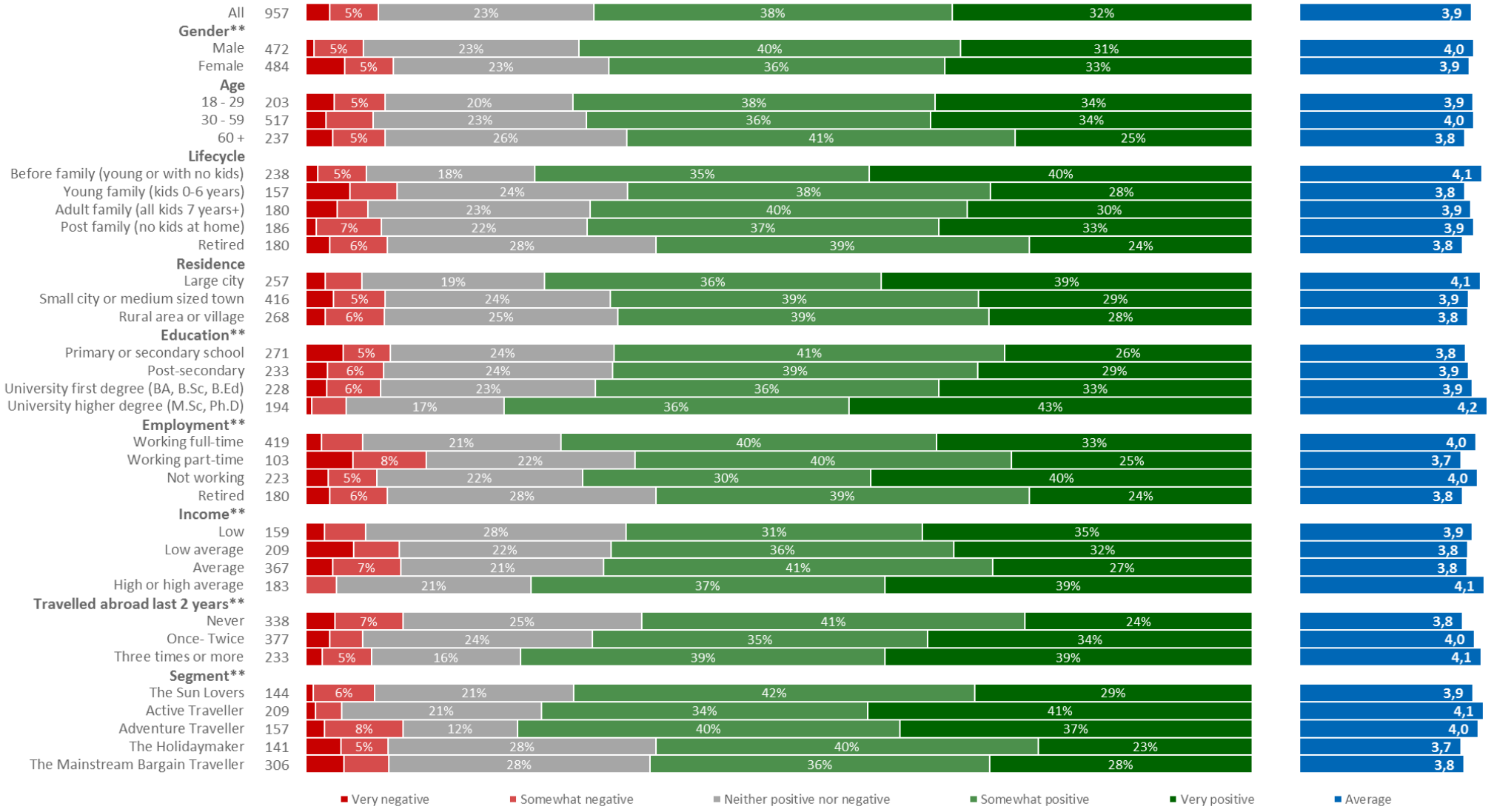


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	24	2,5%	1,0%
2 - Somewhat negative	50	5,2%	1,4%
3 - Neither positive nor negative	218	22,7%	2,7%
4 - Somewhat positive	363	37,9%	3,1%
5 - Very positive	303	31,7%	2,9%
Total	957	100%	
Answered	957	95,2%	
Did not answer	48	4,8%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

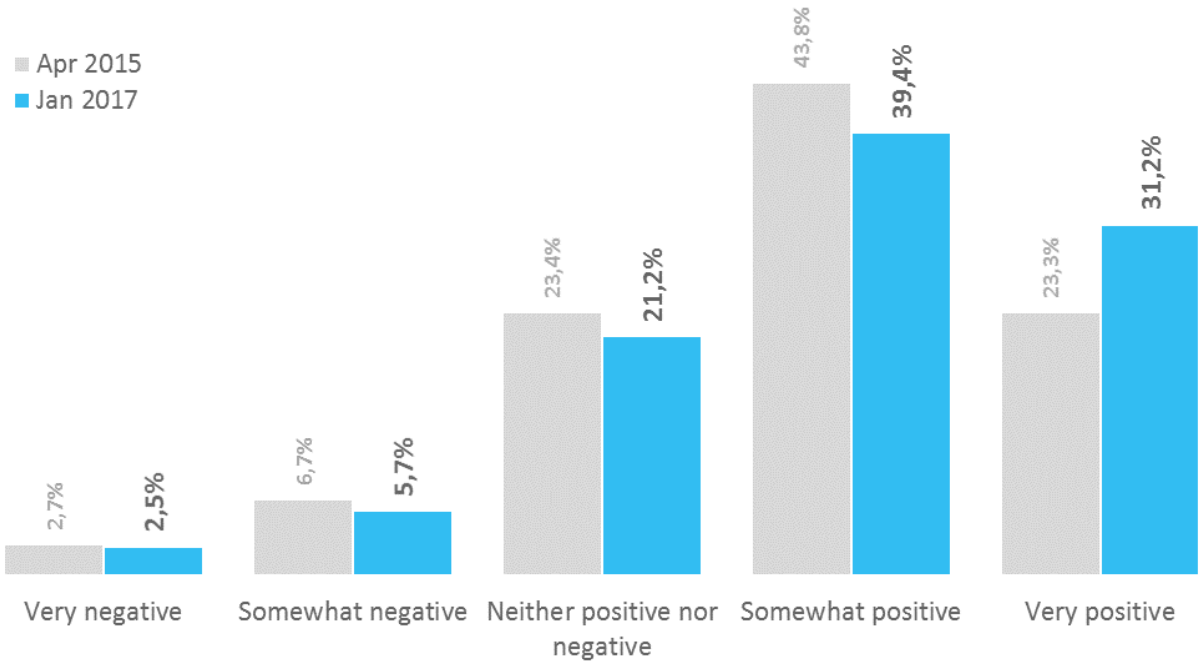
** Statistically significant difference between groups (p<0,05)

[Q4_5] How positive or negative are you towards NORWAY as travel destination

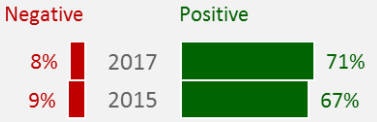
France

AVERAGE

RESPONSE DISTRIBUTION

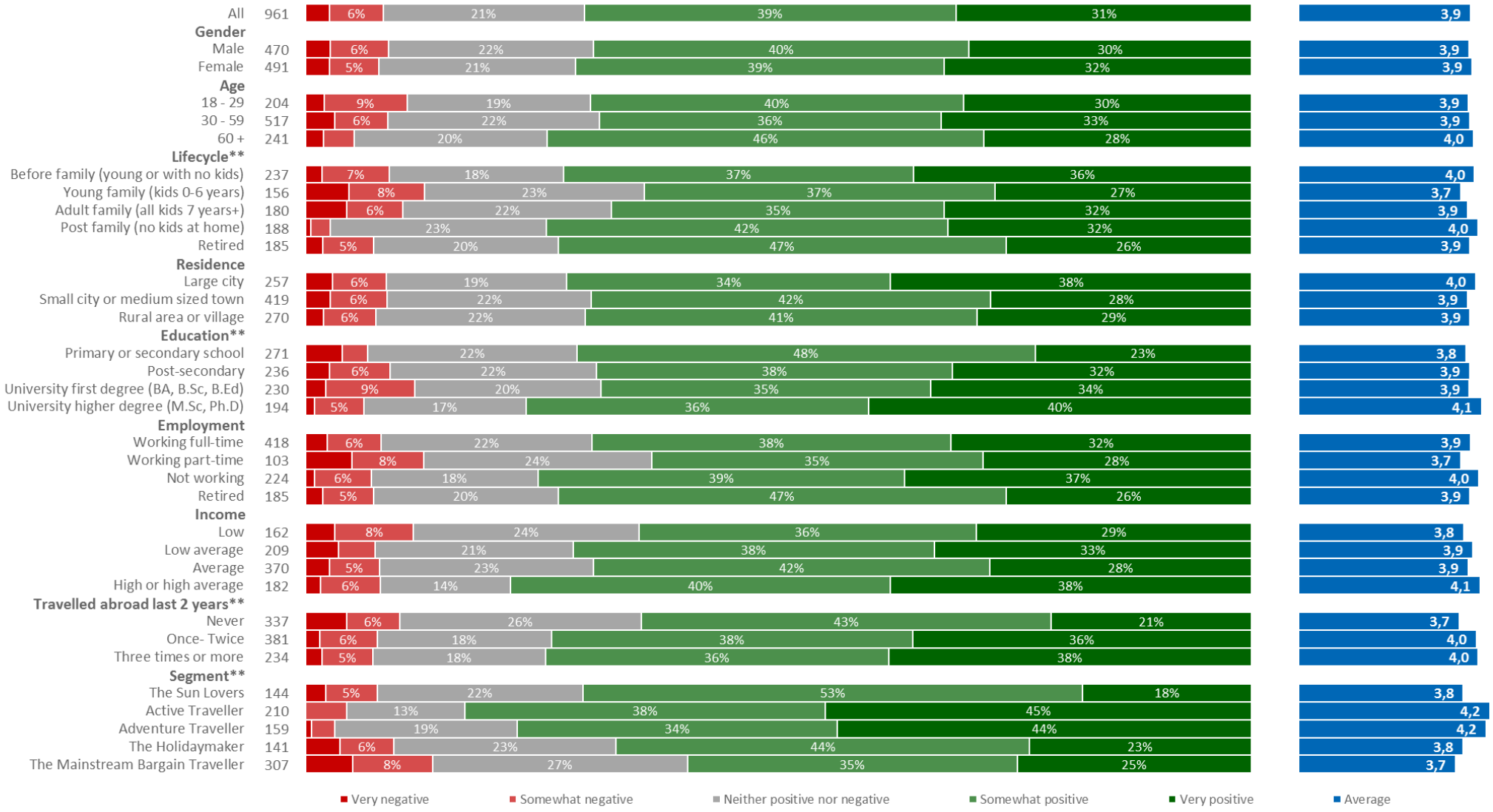


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	24	2,5%	1,0%
2 - Somewhat negative	55	5,7%	1,5%
3 - Neither positive nor negative	204	21,2%	2,6%
4 - Somewhat positive	378	39,4%	3,1%
5 - Very positive	300	31,2%	2,9%
Total	961	100%	
Answered	961	95,7%	
Did not answer	44	4,3%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



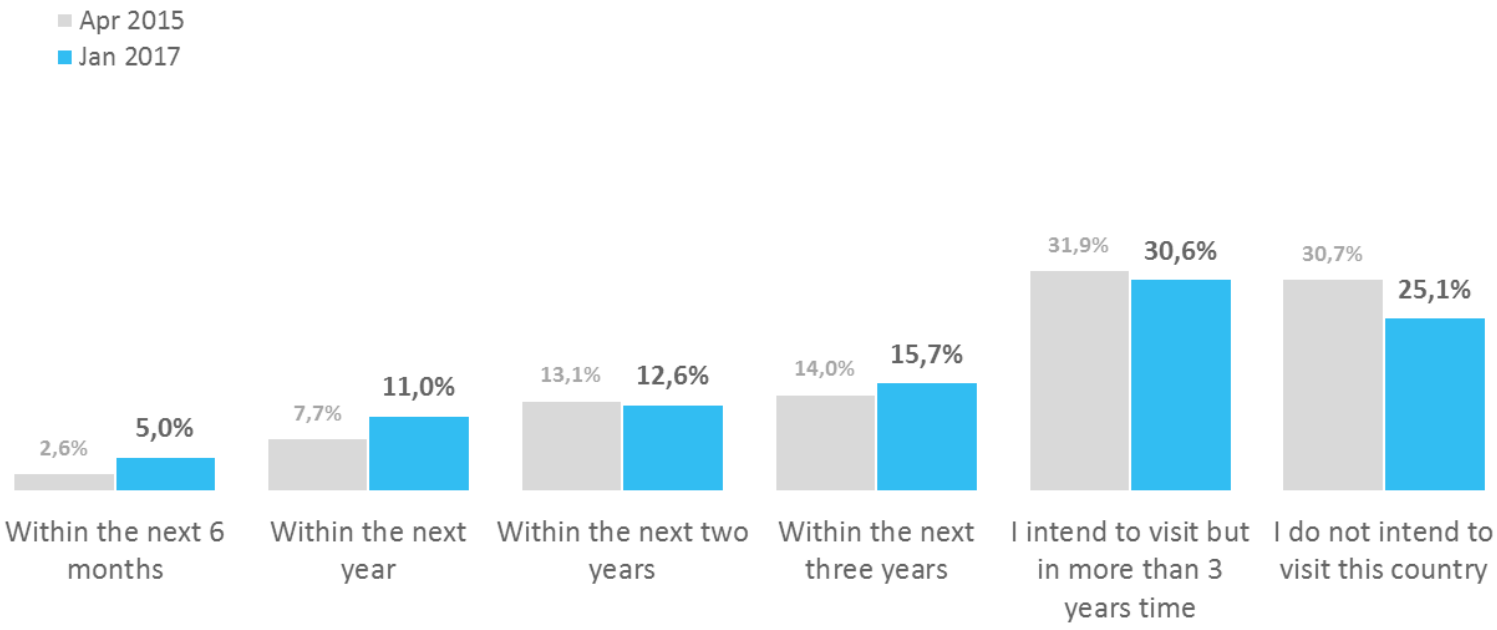
*Asked: All respondents

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

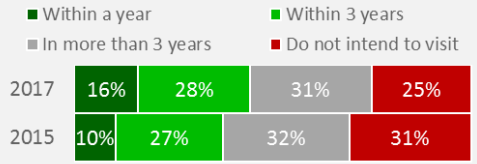
[Q5_1] When, if ever, do you intend to visit CANADA

France

RESPONSE DISTRIBUTION

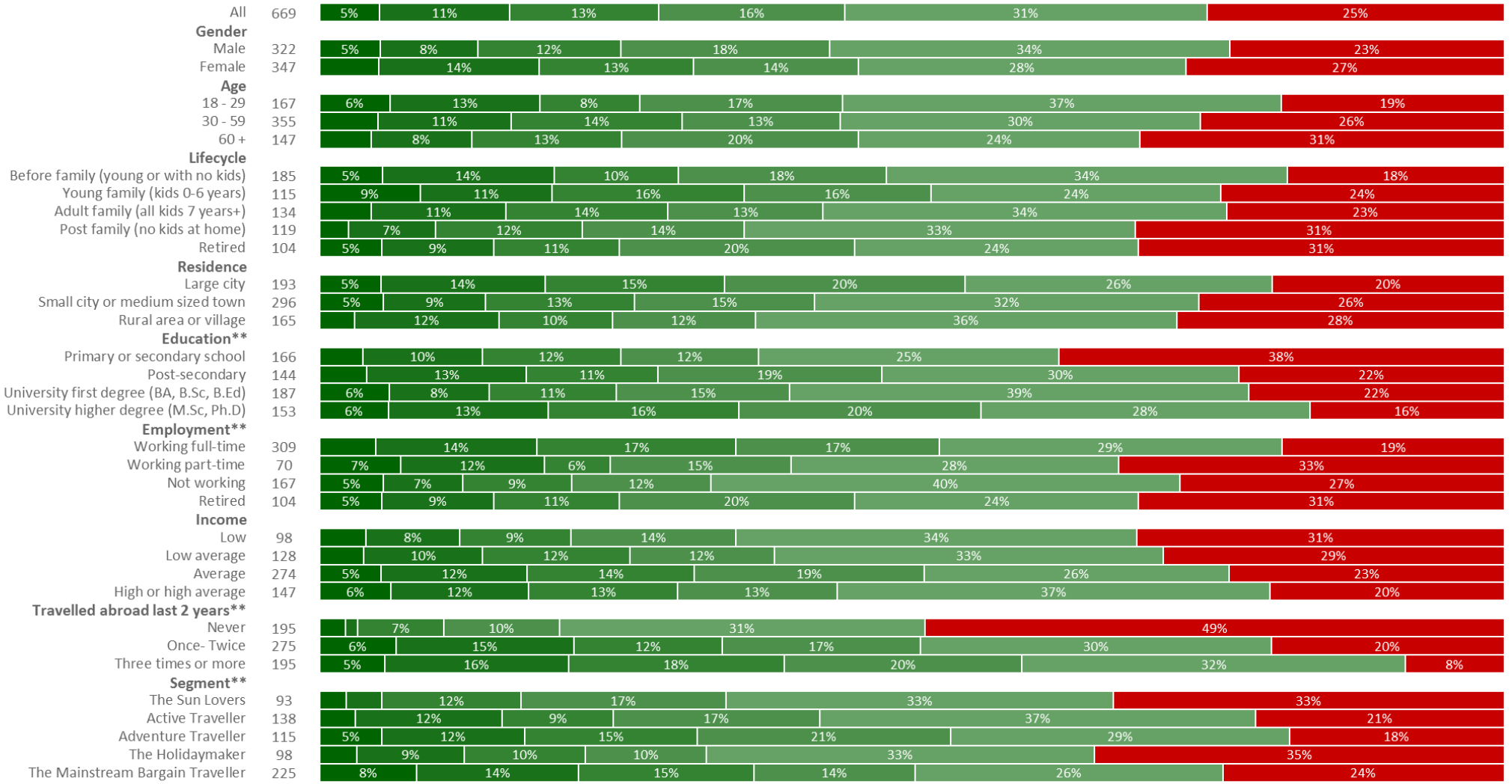


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	34	5,0%	1,7%
Within the next year	74	11,0%	2,4%
Within the next two years	84	12,6%	2,5%
Within the next three	105	15,7%	2,8%
I intend to visit but in more than 3 years time	205	30,6%	3,5%
I do not intend to visit this country	168	25,1%	3,3%
Total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



*Asked: All respondents

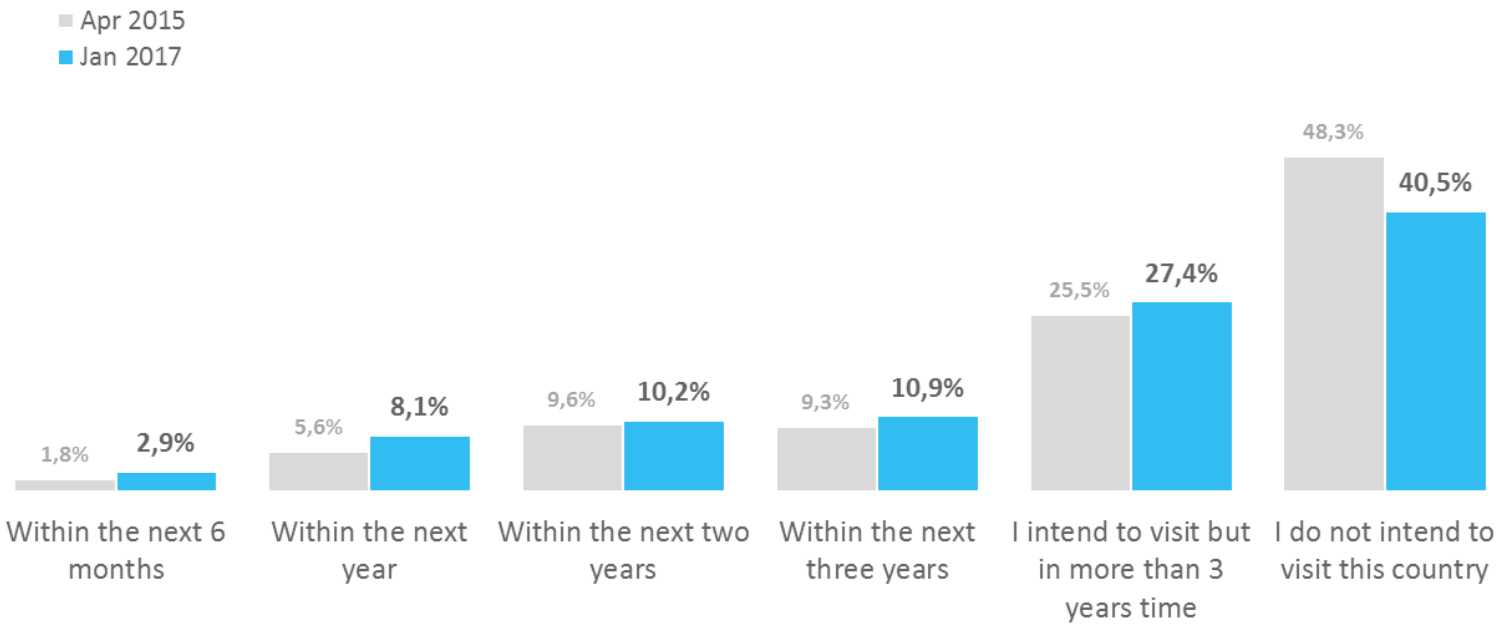
ANSWER DISTRIBUTION | BREAKDOWN



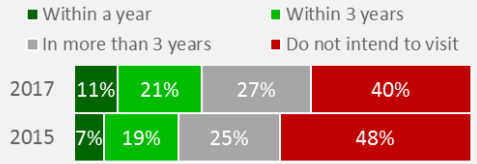
*Asked: All respondents

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

RESPONSE DISTRIBUTION

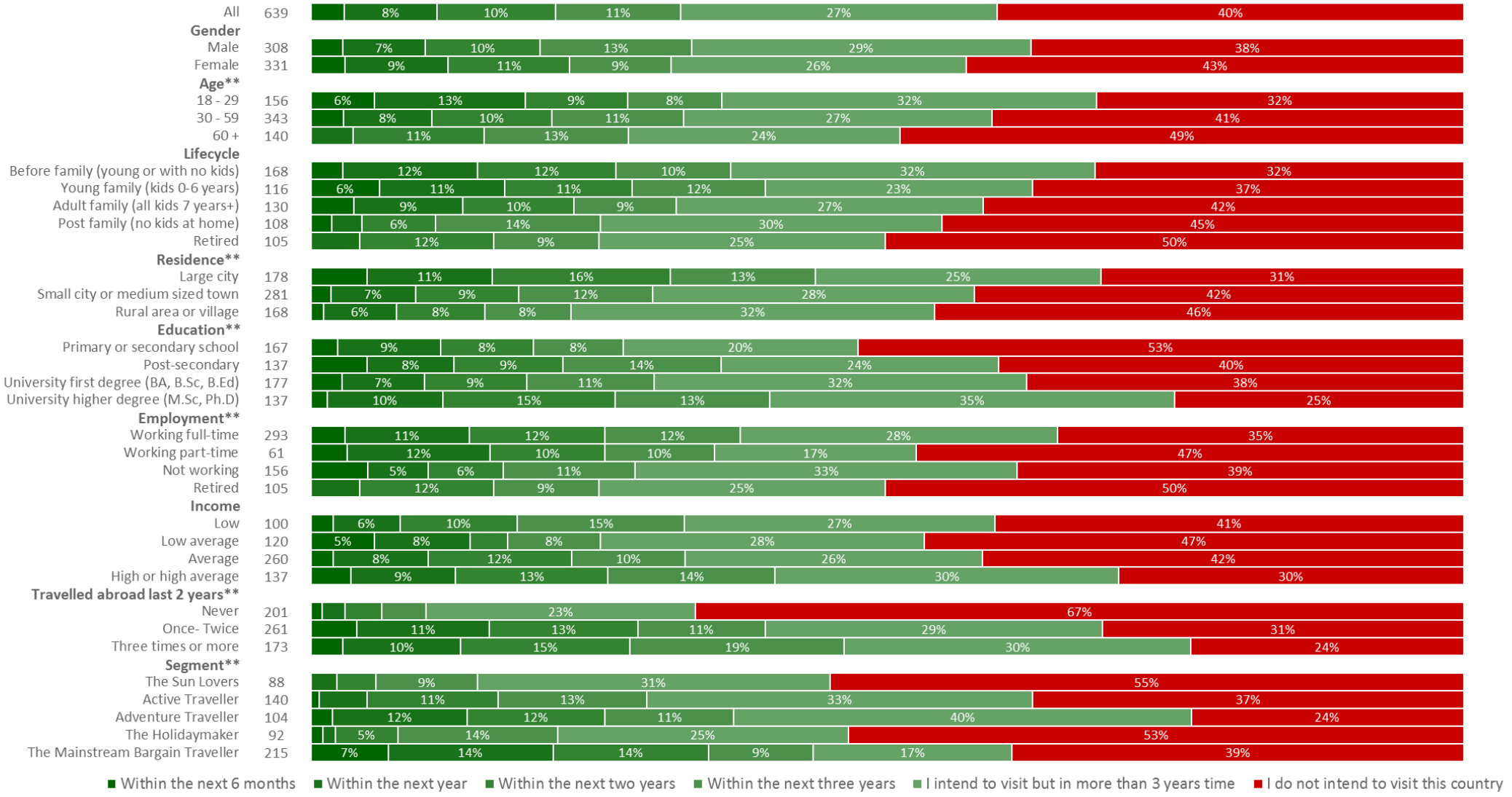


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	18	2,9%	1,3%
Within the next year	52	8,1%	2,1%
Within the next two years	66	10,2%	2,4%
Within the next three	70	10,9%	2,4%
I intend to visit but in more than 3 years time	175	27,4%	3,5%
I do not intend to visit this country	259	40,5%	3,8%
Total	639	100%	
Answered	639	63,6%	
Did not answer	366	36,4%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

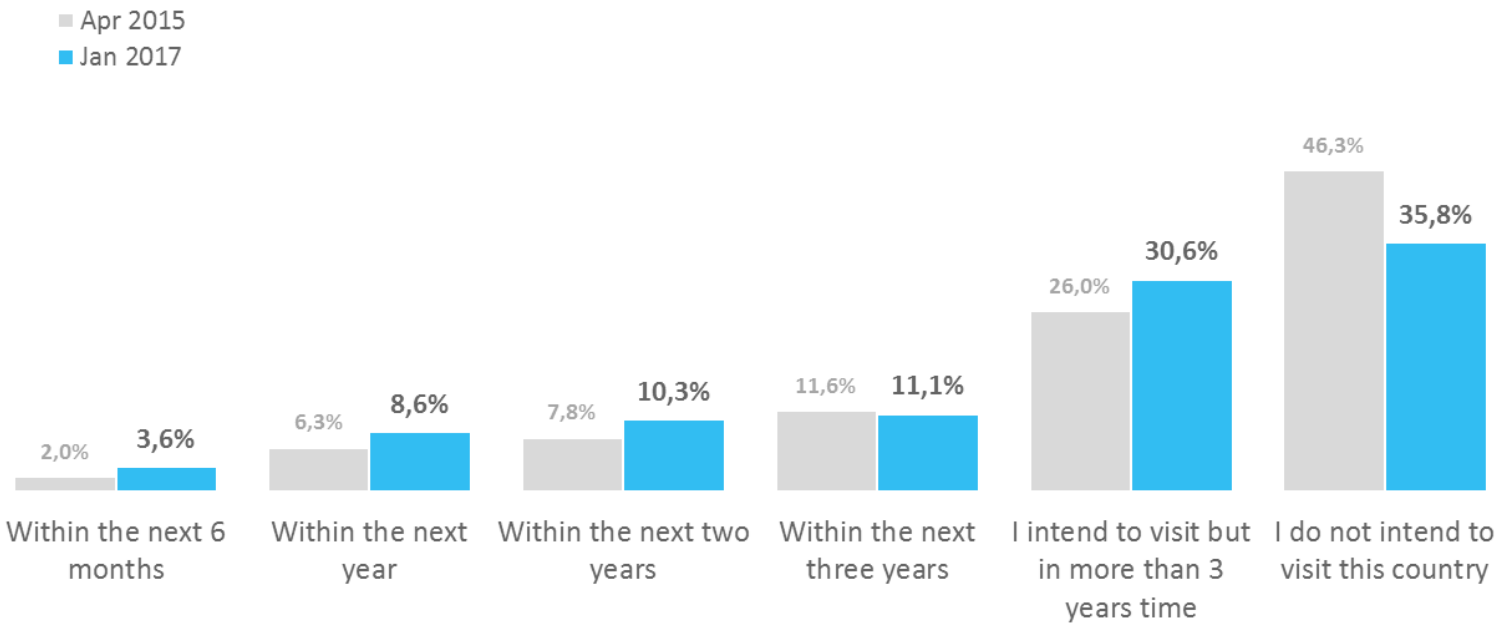


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

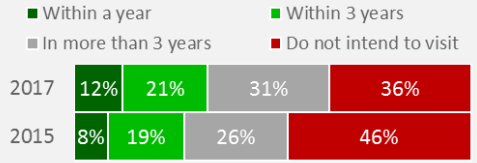
[Q5_3] When, if ever, do you intend to visit ICELAND

France

RESPONSE DISTRIBUTION

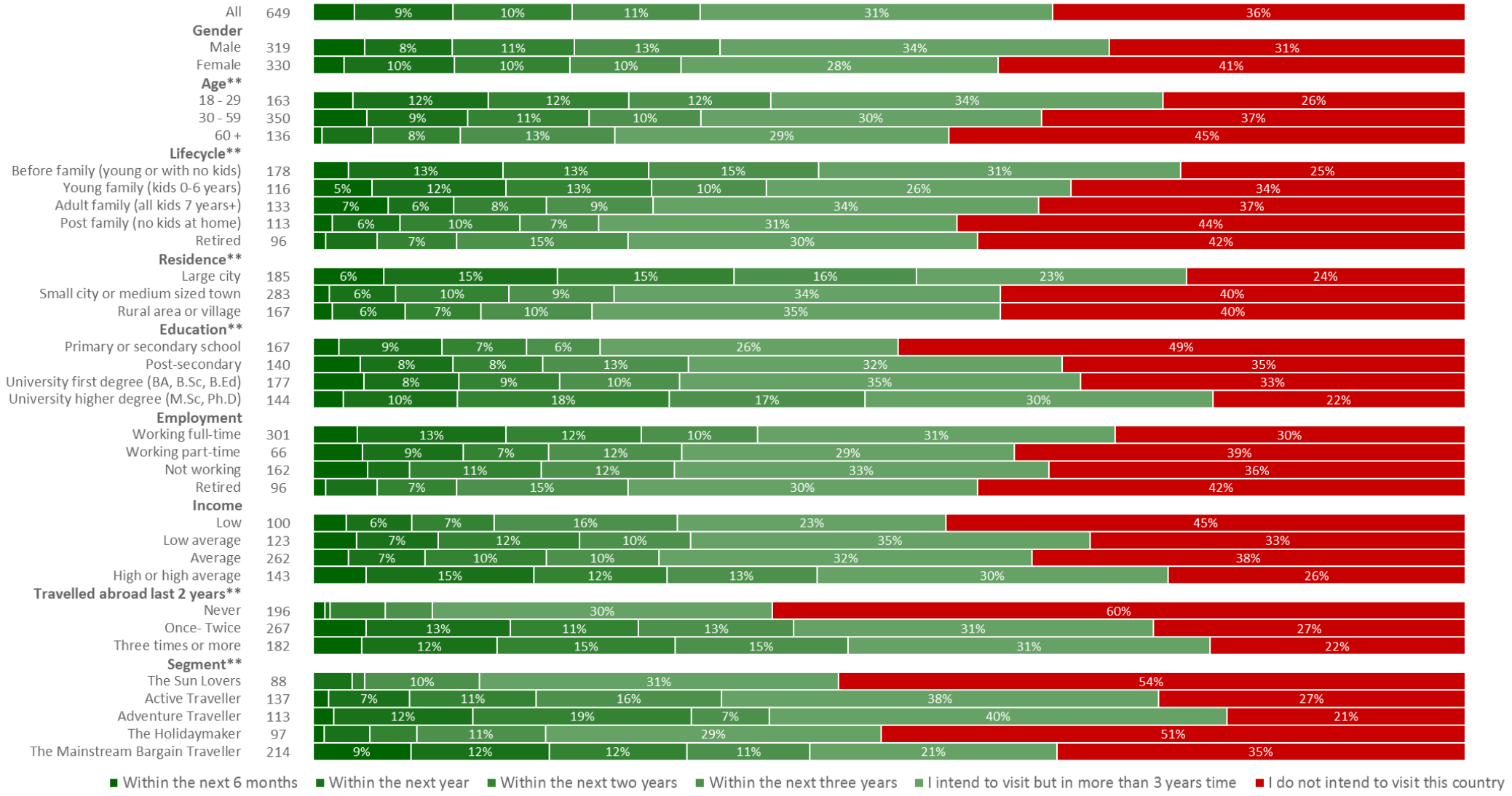


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	23	3,6%	1,4%
Within the next year	56	8,6%	2,2%
Within the next two years	67	10,3%	2,3%
Within the next three	72	11,1%	2,4%
I intend to visit but in more than 3 years time	199	30,6%	3,5%
I do not intend to visit this country	232	35,8%	3,7%
Total	649	100%	
Answered	649	64,6%	
Did not answer	356	35,4%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



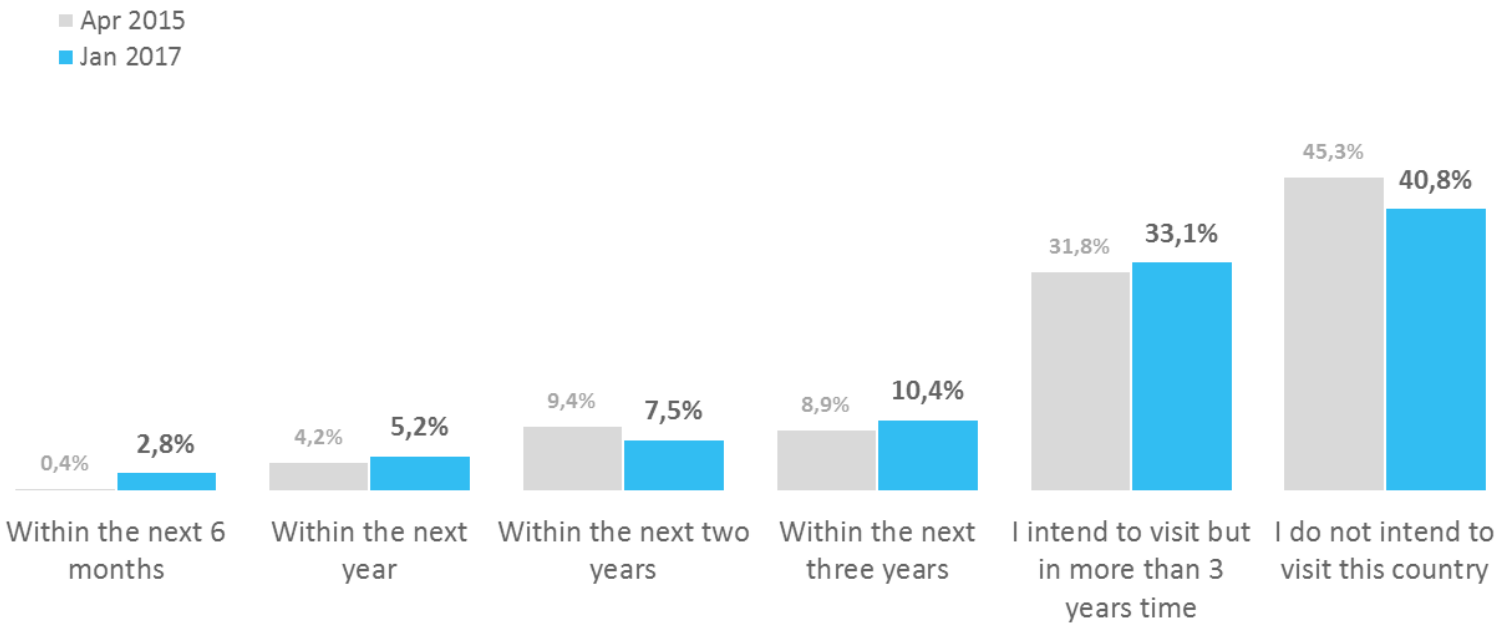
*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

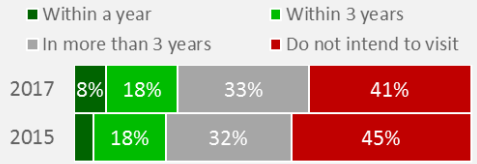


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

RESPONSE DISTRIBUTION

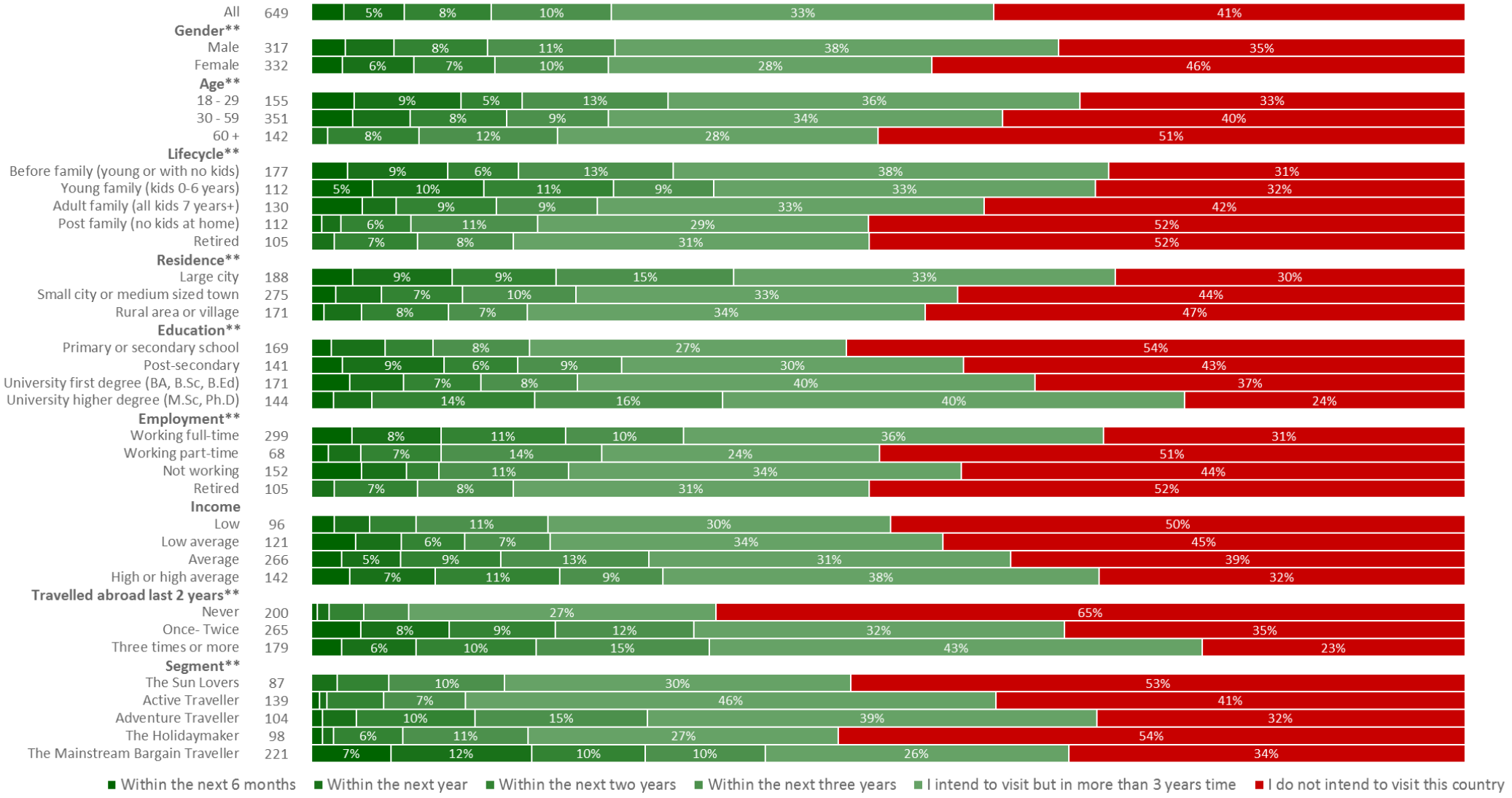


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	18	2,8%	1,3%
Within the next year	34	5,2%	1,7%
Within the next two years	49	7,5%	2,0%
Within the next three	68	10,4%	2,4%
I intend to visit but in more than 3 years time	215	33,1%	3,6%
I do not intend to visit this country	265	40,8%	3,8%
Total	649	100%	
Answered	649	64,5%	
Did not answer	356	35,5%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

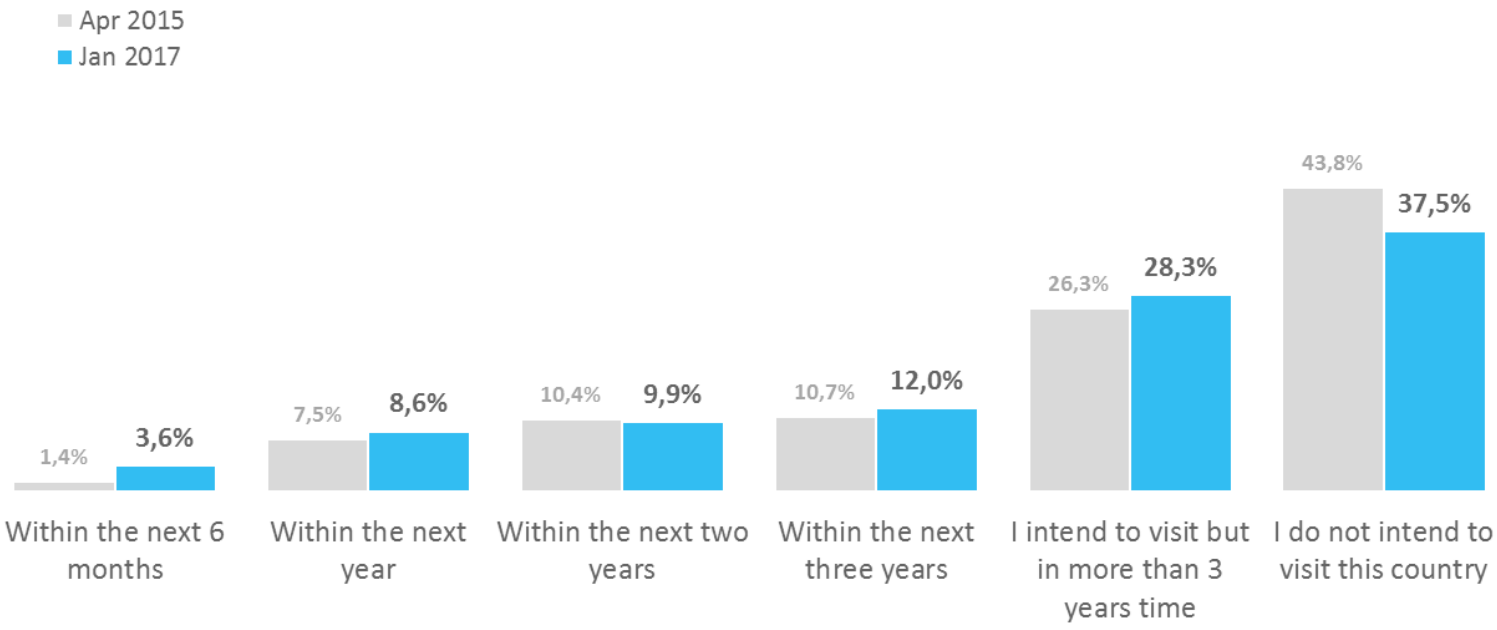


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

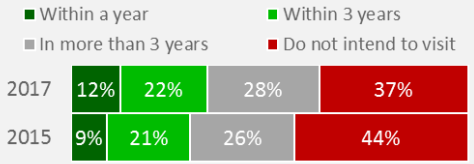
[Q5_5] When, if ever, do you intend to visit NORWAY

France

RESPONSE DISTRIBUTION

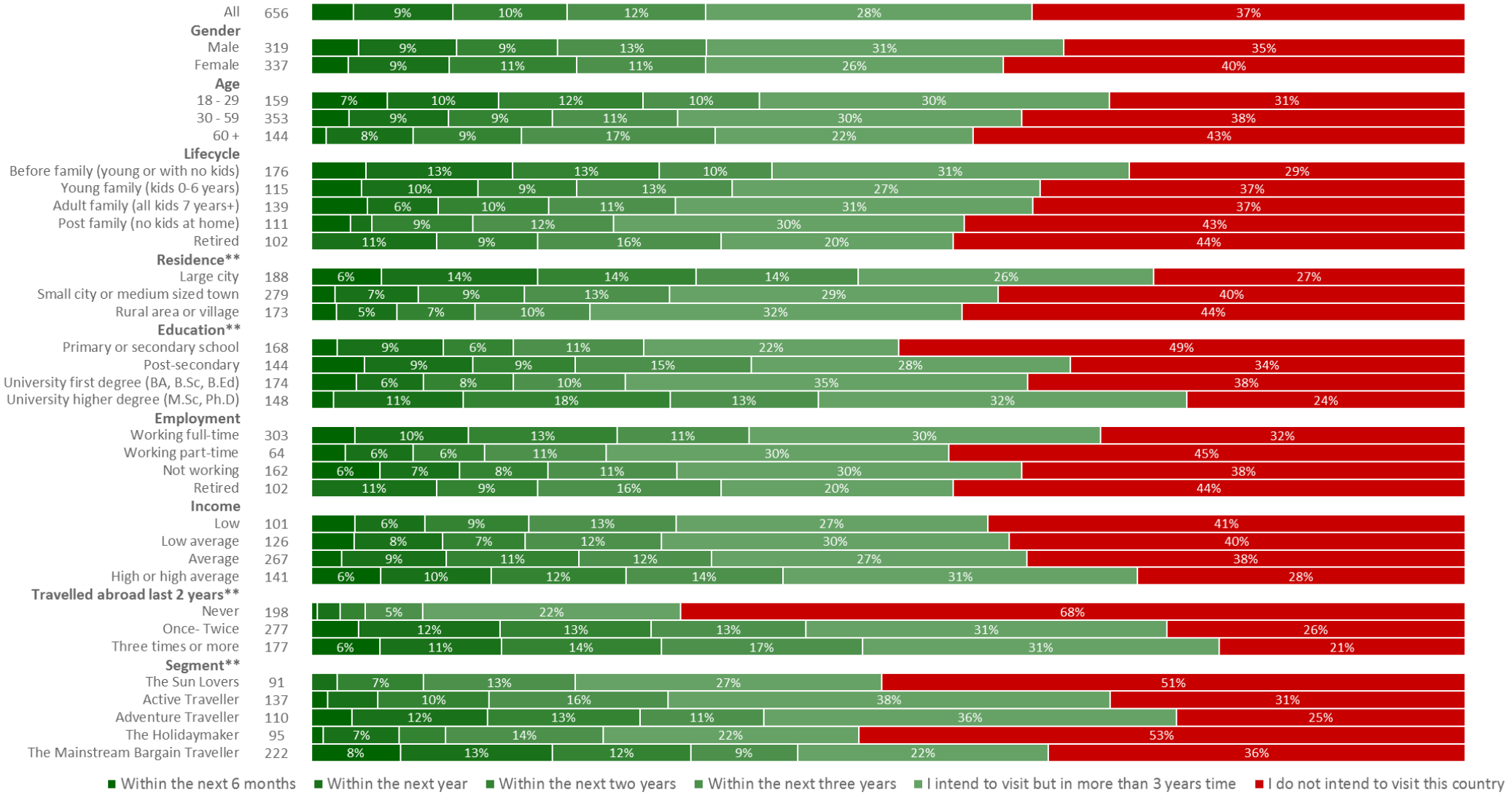


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	24	3,6%	1,4%
Within the next year	57	8,6%	2,1%
Within the next two years	65	9,9%	2,3%
Within the next three	79	12,0%	2,5%
I intend to visit but in more than 3 years time	186	28,3%	3,4%
I do not intend to visit this country	246	37,5%	3,7%
Total	656	100%	
Answered	656	65,3%	
Did not answer	349	34,7%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN



*Asked: All respondents

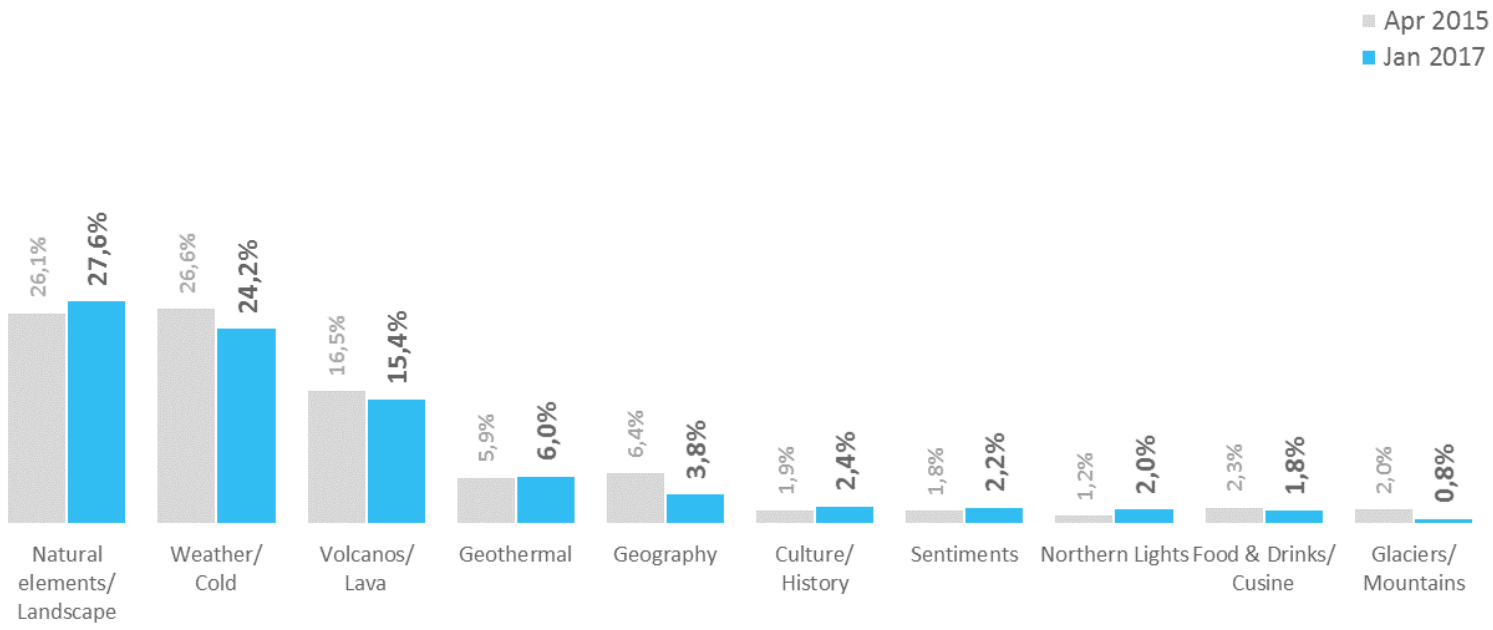
** Statistically significant difference between groups (p<0,05)

[Q6_1] When you think about the country Iceland what comes into your mind?

First mention | France

CATEGORIZED RESPONSE DISTRIBUTION

(First of up to three mentions)

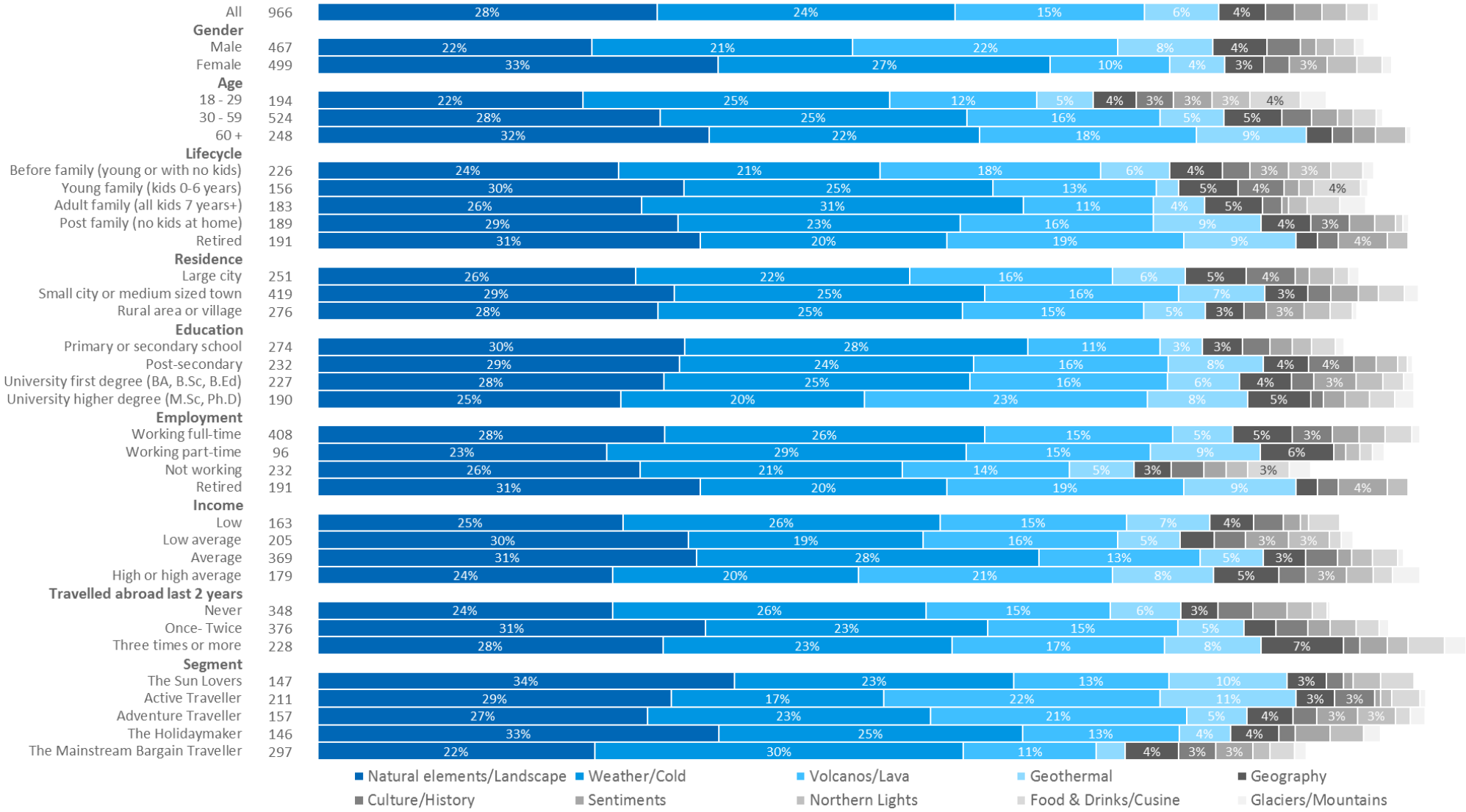


Top 10 Answers	Count	Pct.%	Conf.lim +/-
Natural	266	27,6%	2,8%
Weather/Cold	234	24,2%	2,7%
Volcanos/Lava	149	15,4%	2,3%
Geothermal	58	6,0%	1,5%
Geography	37	3,8%	1,2%
Culture/History	23	2,4%	1,0%
Sentiments	22	2,2%	0,9%
Northern Lights	19	2,0%	0,9%
Food & Drinks/Cusine	18	1,8%	0,8%
Glaciers/Mountains	8	0,8%	0,6%
Answered	966	96,1%	
Did not answer	39	3,9%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS

(First of up to three mentions)



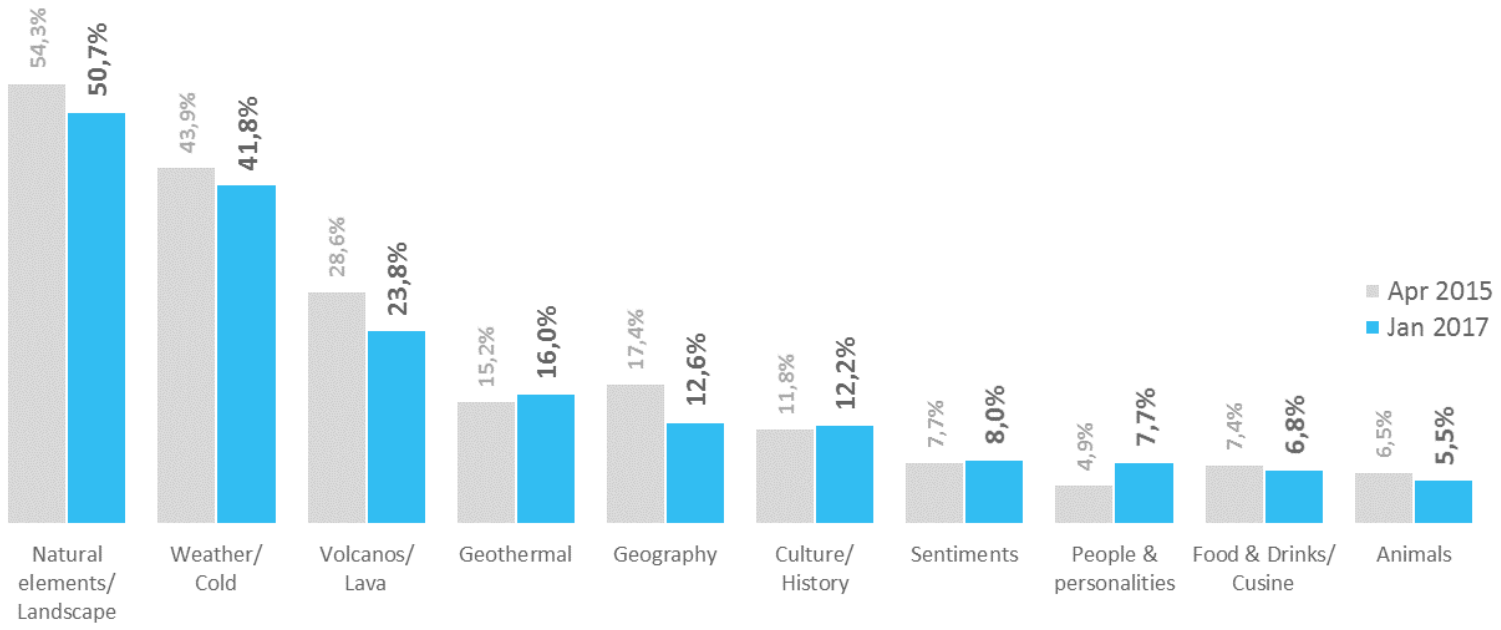
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q6_A] When you think about the country Iceland what comes into your mind?

All mentions | France

CATEGORIZED RESPONSE DISTRIBUTION

(Up to three mentions)



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Natural	491	50,7%	3,1%
Weather/Cold	404	41,8%	3,1%
Volcanos/Lava	231	23,8%	2,7%
Geothermal	155	16,0%	2,3%
Geography	122	12,6%	2,1%
Culture/History	119	12,2%	2,1%
Sentiments	78	8,0%	1,7%
People & personalities	74	7,7%	1,7%
Food & Drinks/Cusine	66	6,8%	1,6%
Animals	53	5,5%	1,4%
Answered	968	96,3%	
Did not answer	37	3,7%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

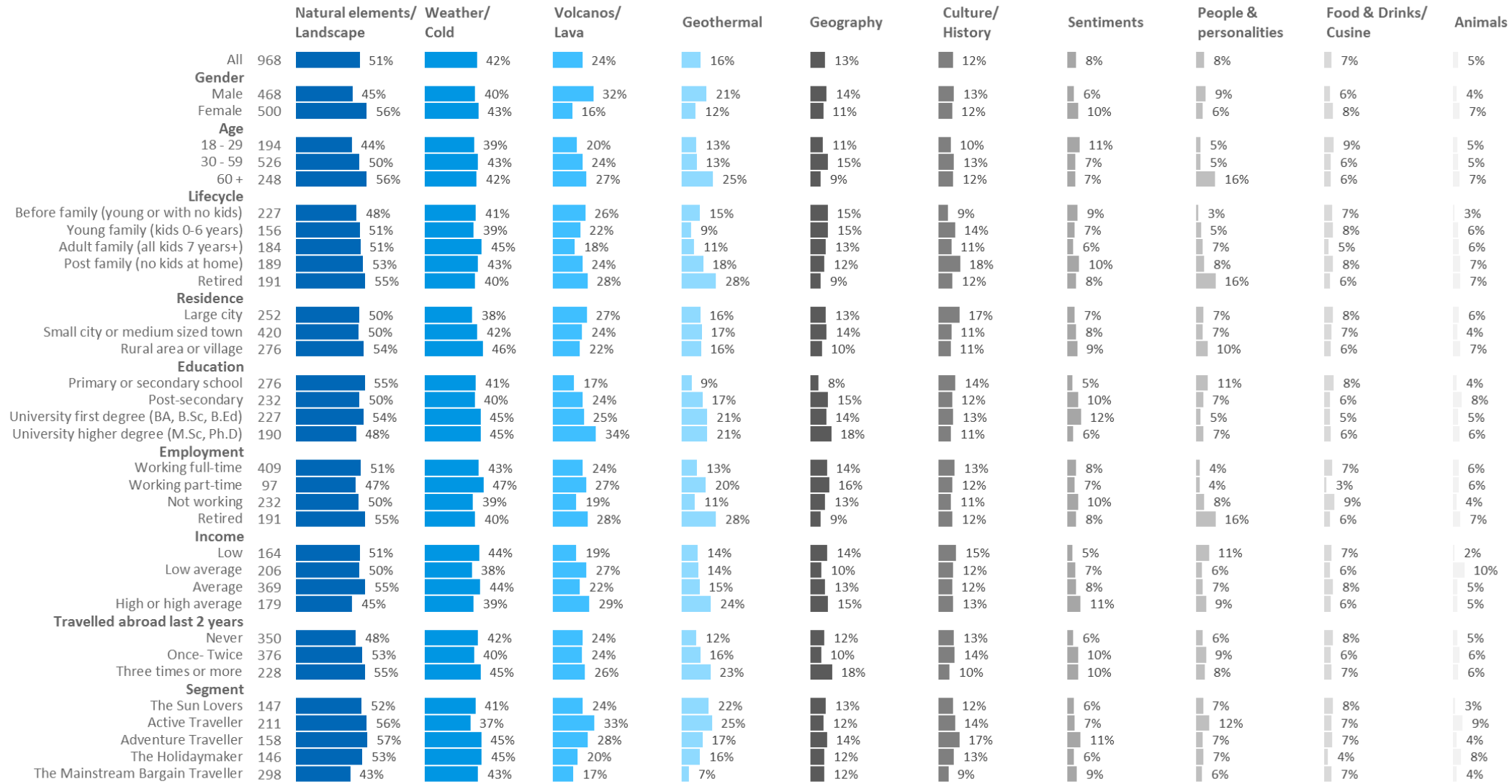
*Asked: All respondents

[Q6_A] When you think about the country Iceland what comes into your mind?

All mentions | France

CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS

(Up to three mentions)



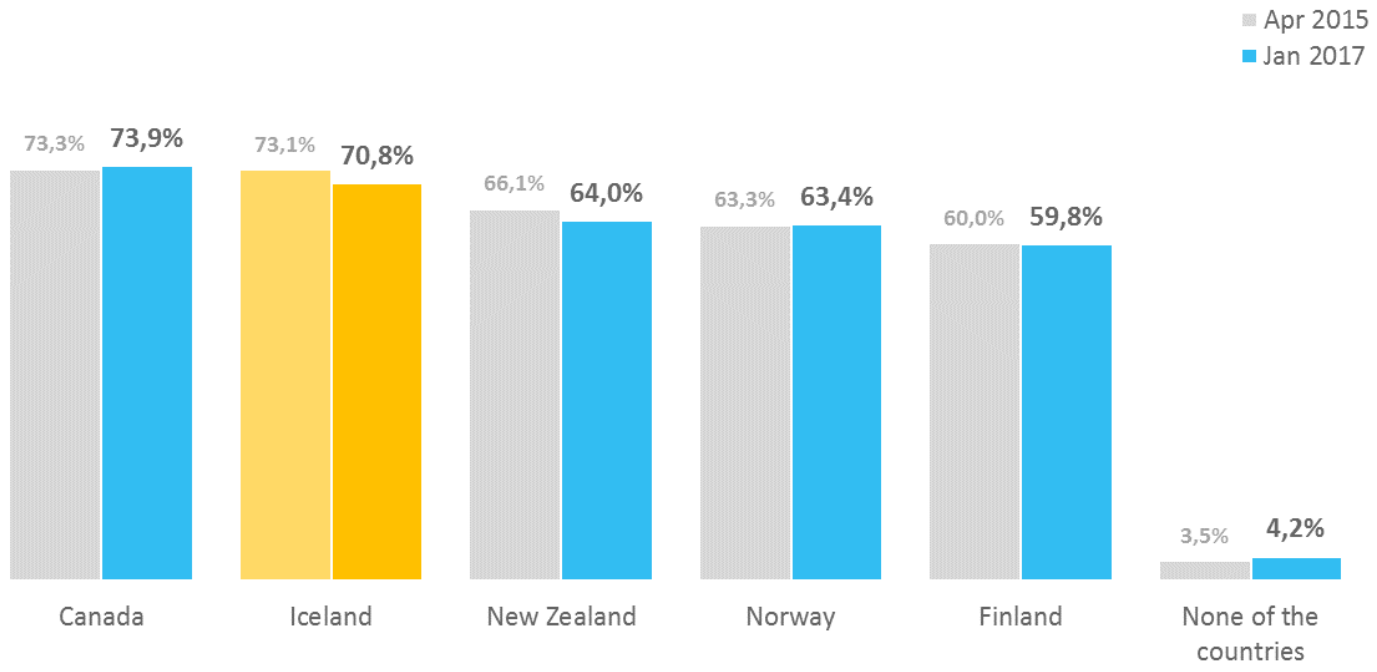
		Natural elements/ Landscape	Weather/ Cold	Volcanos/ Lava	Geothermal	Geography	Culture/ History	Sentiments	People & personalities	Food & Drinks/ Cusine	Animals
All	968	51%	42%	24%	16%	13%	12%	8%	8%	7%	5%
Gender											
Male	468	45%	40%	32%	21%	14%	13%	6%	9%	6%	4%
Female	500	56%	43%	16%	12%	11%	12%	10%	6%	8%	7%
Age											
18 - 29	194	44%	39%	20%	13%	11%	10%	11%	5%	9%	5%
30 - 59	526	50%	43%	24%	13%	15%	13%	7%	5%	6%	5%
60 +	248	56%	42%	27%	25%	9%	12%	7%	16%	6%	7%
Lifecycle											
Before family (young or with no kids)	227	48%	41%	26%	15%	15%	9%	9%	3%	7%	3%
Young family (kids 0-6 years)	156	51%	39%	22%	9%	15%	14%	7%	5%	8%	6%
Adult family (all kids 7 years+)	184	51%	45%	18%	11%	13%	11%	6%	7%	5%	6%
Post family (no kids at home)	189	53%	43%	24%	18%	12%	18%	10%	8%	8%	7%
Retired	191	55%	40%	28%	28%	9%	12%	8%	16%	6%	7%
Residence											
Large city	252	50%	38%	27%	16%	13%	17%	7%	7%	8%	6%
Small city or medium sized town	420	50%	42%	24%	17%	14%	11%	8%	7%	7%	4%
Rural area or village	276	54%	46%	22%	16%	10%	11%	9%	10%	6%	7%
Education											
Primary or secondary school	276	55%	41%	17%	9%	8%	14%	5%	11%	8%	4%
Post-secondary	232	50%	40%	24%	17%	15%	12%	10%	7%	6%	8%
University first degree (BA, B.Sc, B.Ed)	227	54%	45%	25%	21%	14%	13%	12%	5%	5%	5%
University higher degree (M.Sc, Ph.D)	190	48%	45%	34%	21%	18%	11%	6%	7%	6%	6%
Employment											
Working full-time	409	51%	43%	24%	13%	14%	13%	8%	4%	7%	6%
Working part-time	97	47%	47%	27%	20%	16%	12%	7%	4%	3%	6%
Not working	232	50%	39%	19%	11%	13%	11%	10%	8%	9%	4%
Retired	191	55%	40%	28%	28%	9%	12%	8%	16%	6%	7%
Income											
Low	164	51%	44%	19%	14%	14%	15%	5%	11%	7%	2%
Low average	206	50%	38%	27%	14%	10%	12%	7%	6%	6%	10%
Average	369	55%	44%	22%	15%	13%	12%	8%	7%	8%	5%
High or high average	179	45%	39%	29%	24%	15%	13%	11%	9%	6%	5%
Travelled abroad last 2 years											
Never	350	48%	42%	24%	12%	12%	13%	6%	6%	8%	5%
Once- Twice	376	53%	40%	24%	16%	10%	14%	10%	9%	6%	6%
Three times or more	228	55%	45%	26%	23%	18%	10%	10%	8%	7%	6%
Segment											
The Sun Lovers	147	52%	41%	24%	22%	13%	12%	6%	7%	8%	3%
Active Traveller	211	56%	37%	33%	25%	12%	14%	7%	12%	7%	9%
Adventure Traveller	158	57%	45%	28%	17%	14%	17%	11%	7%	7%	4%
The Holidaymaker	146	53%	45%	20%	16%	12%	13%	6%	7%	4%	8%
The Mainstream Bargain Traveller	298	43%	43%	17%	7%	12%	9%	9%	6%	7%	4%

*Asked: All respondents

[Q7_1] I can experience natural wonders

France

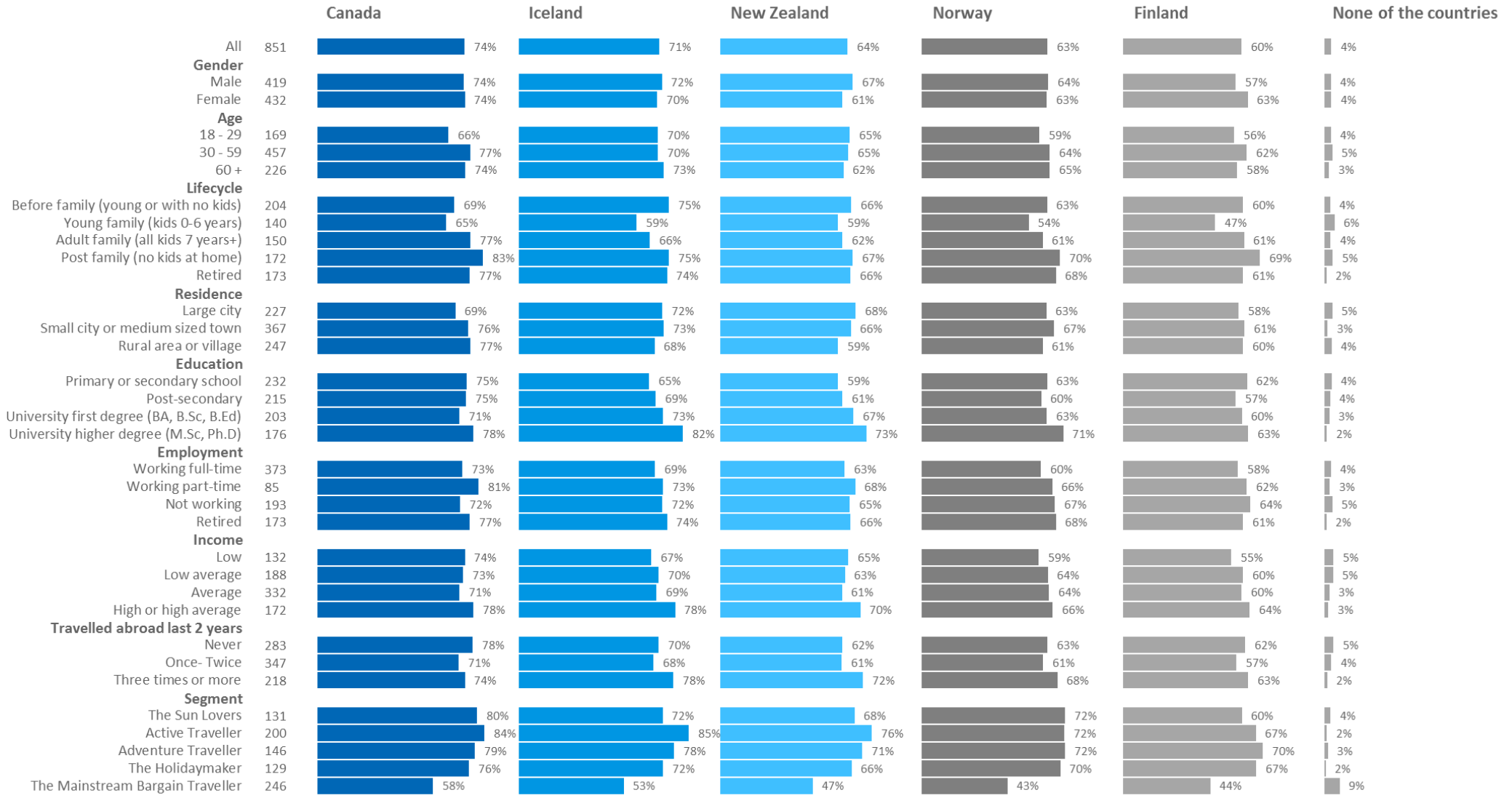
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	629	73,9%	3,0%
Iceland	602	70,8%	3,1%
New Zealand	545	64,0%	3,2%
Norway	540	63,4%	3,2%
Finland	509	59,8%	3,3%
None of the countries	36	4,2%	1,4%
Total	851		
Answered	851	84,7%	
Did not answer	154	15,3%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

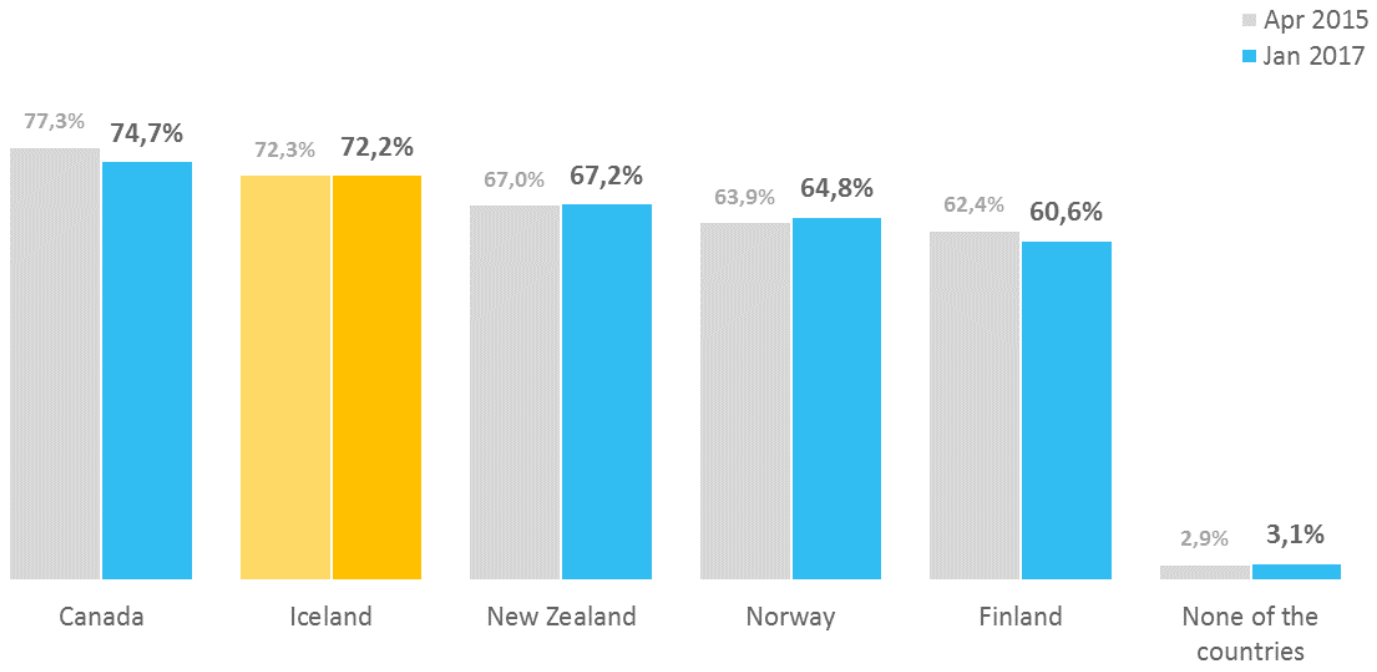
*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

RESPONSE DISTRIBUTION



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 answer	135	13,5%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

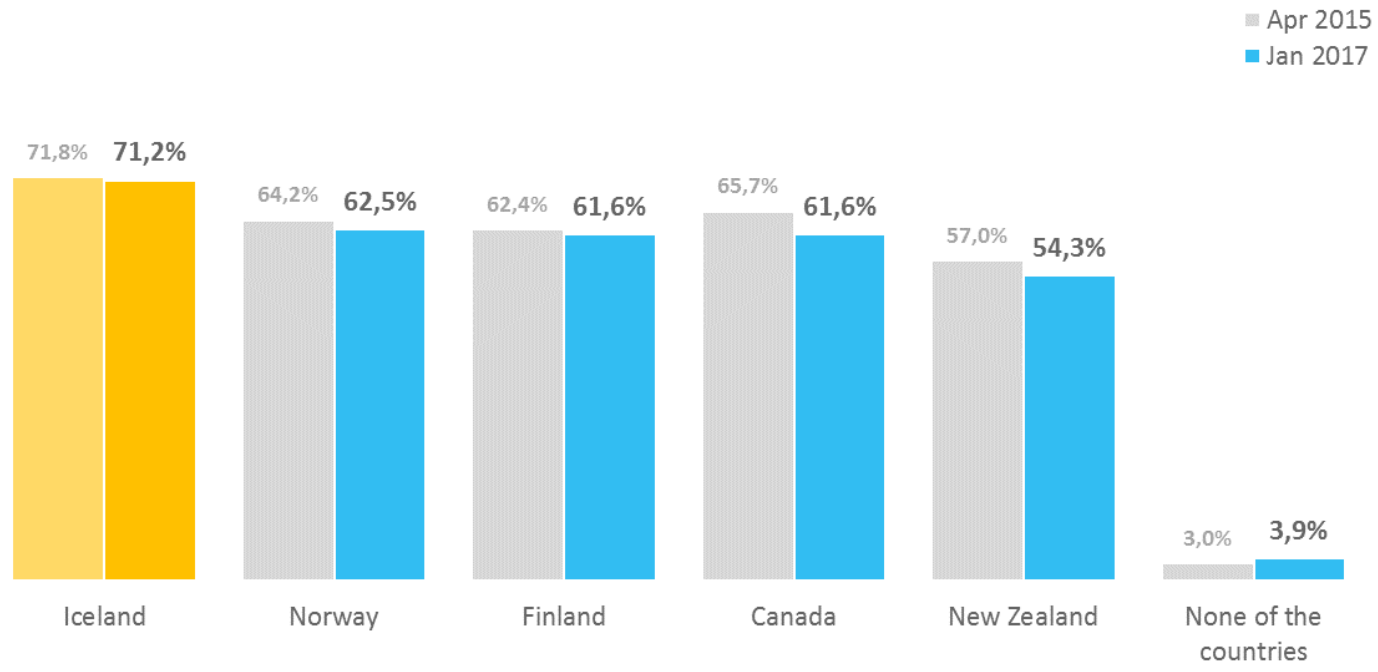
		Canada	Iceland	New Zealand	Norway	Finland	None of the countries
All	870	75%	72%	67%	65%	61%	3%
Gender							
Male	428	74%	74%	71%	66%	59%	3%
Female	442	75%	70%	63%	64%	62%	4%
Age							
18 - 29	174	65%	71%	67%	63%	60%	3%
30 - 59	468	78%	70%	67%	65%	61%	4%
60 +	228	75%	77%	67%	66%	60%	2%
Lifecycle							
Before family (young or with no kids)	207	73%	75%	74%	70%	64%	3%
Young family (kids 0-6 years)	139	61%	61%	56%	48%	46%	5%
Adult family (all kids 7 years+)	161	80%	69%	66%	63%	60%	3%
Post family (no kids at home)	176	83%	78%	67%	71%	70%	4%
Retired	173	73%	77%	69%	67%	59%	1%
Residence							
Large city	232	73%	74%	70%	67%	59%	4%
Small city or medium sized town	378	75%	73%	69%	64%	61%	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	84%	69%	70%	71%	68%	4%
Not working	201	75%	74%	69%	66%	59%	3%
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%
Average	344	74%	71%	64%	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	72%	69%	66%	62%	56%	3%
Three times or more	222	76%	78%	72%	67%	63%	2%
Segment							
The Sun Lovers	136	79%	77%	74%	71%	66%	1%
Active Traveller	205	82%	86%	76%	77%	71%	1%
Adventure Traveller	151	82%	79%	78%	75%	70%	1%
The Holidaymaker	131	81%	72%	68%	66%	65%	2%
The Mainstream Bargain Traveller	247	58%	54%	49%	45%	41%	8%

*Asked: All respondents

[Q7_3] I can enjoy a pure environment

France

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Iceland	578	71,2%	3,1%
Norway	507	62,5%	3,3%
Finland	500	61,6%	3,3%
Canada	500	61,6%	3,3%
New Zealand	440	54,3%	3,4%
None of the countries	32	3,9%	1,3%
Total	811		
Answered	811	80,7%	
Did not answer	194	19,3%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

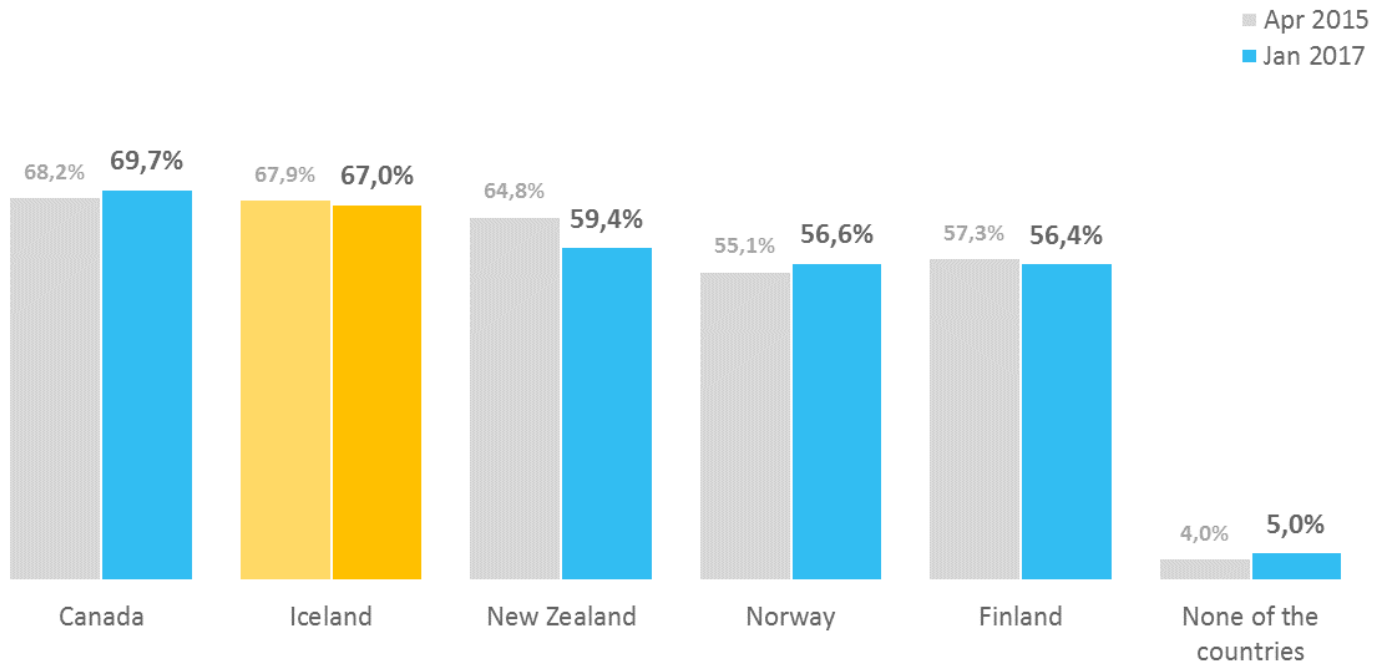
		Iceland	Norway	Finland	Canada	New Zealand	None of the countries
All	811	71%	63%	62%	62%	54%	4%
Gender							
Male	401	74%	64%	64%	61%	57%	3%
Female	410	68%	61%	59%	62%	52%	5%
Age							
18 - 29	173	69%	57%	54%	49%	58%	6%
30 - 59	427	69%	63%	62%	64%	55%	4%
60 +	210	77%	65%	67%	67%	50%	1%
Lifecycle							
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%

*Asked: All respondents

[Q7_4] I can enjoy extensive wilderness and stillness

France

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	581	69,7%	3,1%
Iceland	559	67,0%	3,2%
New Zealand	495	59,4%	3,3%
Norway	472	56,6%	3,4%
Finland	471	56,4%	3,4%
None of the countries	42	5,0%	1,5%
Total	834		
Answered	834	83,0%	
Did not answer	171	17,0%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

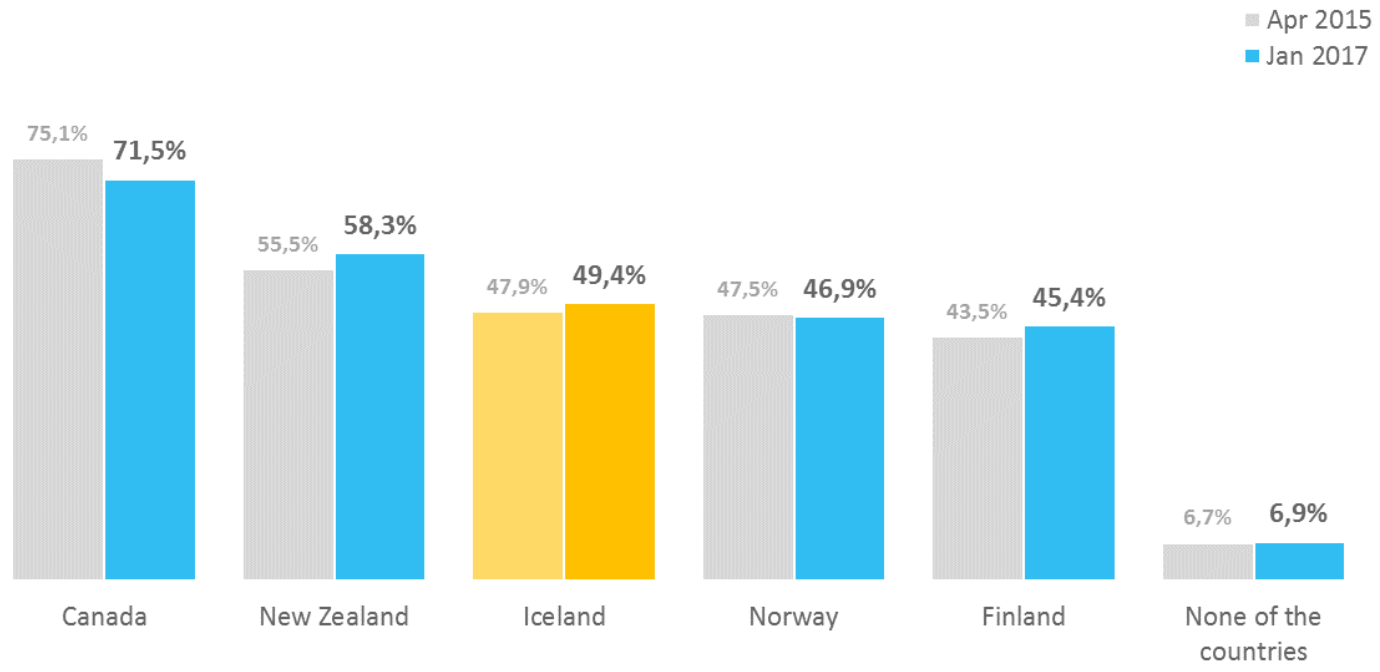
		Canada	Iceland	New Zealand	Norway	Finland	None of the countries
All	834	70%	67%	59%	57%	56%	5%
Gender							
Male	416	70%	69%	61%	56%	56%	5%
Female	418	69%	65%	57%	57%	57%	5%
Age							
18 - 29	161	58%	67%	62%	56%	51%	5%
30 - 59	446	73%	64%	60%	57%	57%	6%
60 +	227	72%	72%	56%	57%	59%	3%
Lifecycle			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

*Asked: All respondents

[Q7_5] I can choose from a variety of exciting activities

France

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	438	71,5%	3,6%
New Zealand	357	58,3%	3,9%
Iceland	303	49,4%	4,0%
Norway	287	46,9%	4,0%
Finland	278	45,4%	3,9%
None of the countries	42	6,9%	2,0%
Total	612		
Answered	612	60,9%	
Did not answer	393	39,1%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

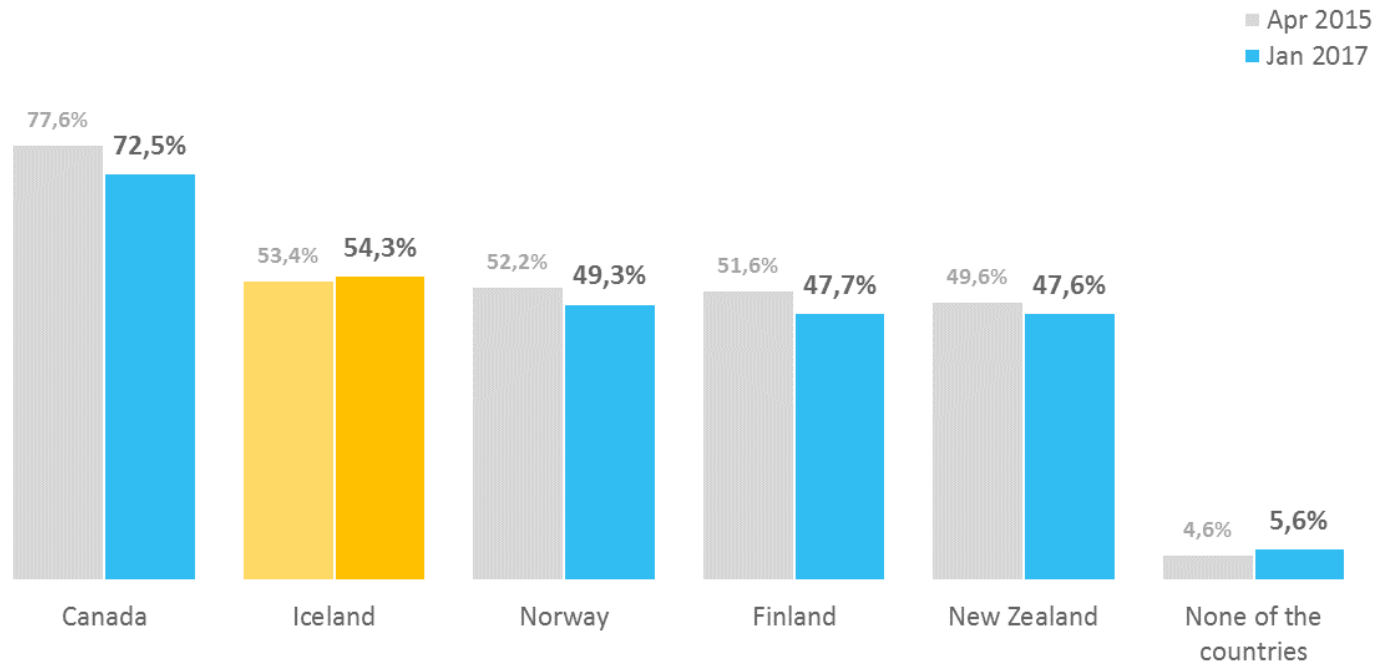
		Canada	New Zealand	Iceland	Norway	Finland	None of the countries
All	612	71%	58%	49%	47%	45%	7%
Gender							
Male	301	71%	62%	51%	47%	45%	7%
Female	311	72%	55%	48%	46%	46%	7%
Age							
18 - 29	133	61%	60%	51%	45%	44%	6%
30 - 59	334	72%	61%	49%	48%	49%	8%
60 +	145	80%	51%	49%	47%	39%	5%
Lifecycle			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

*Asked: All respondents

[Q7_6] I can expect the locals to be warm and welcoming

France

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	524	72,5%	3,3%
Iceland	392	54,3%	3,6%
Norway	356	49,3%	3,6%
Finland	344	47,7%	3,6%
New Zealand	344	47,6%	3,6%
None of the countries	41	5,6%	1,7%
Total	722		
Answered	722	71,8%	
Did not answer	283	28,2%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

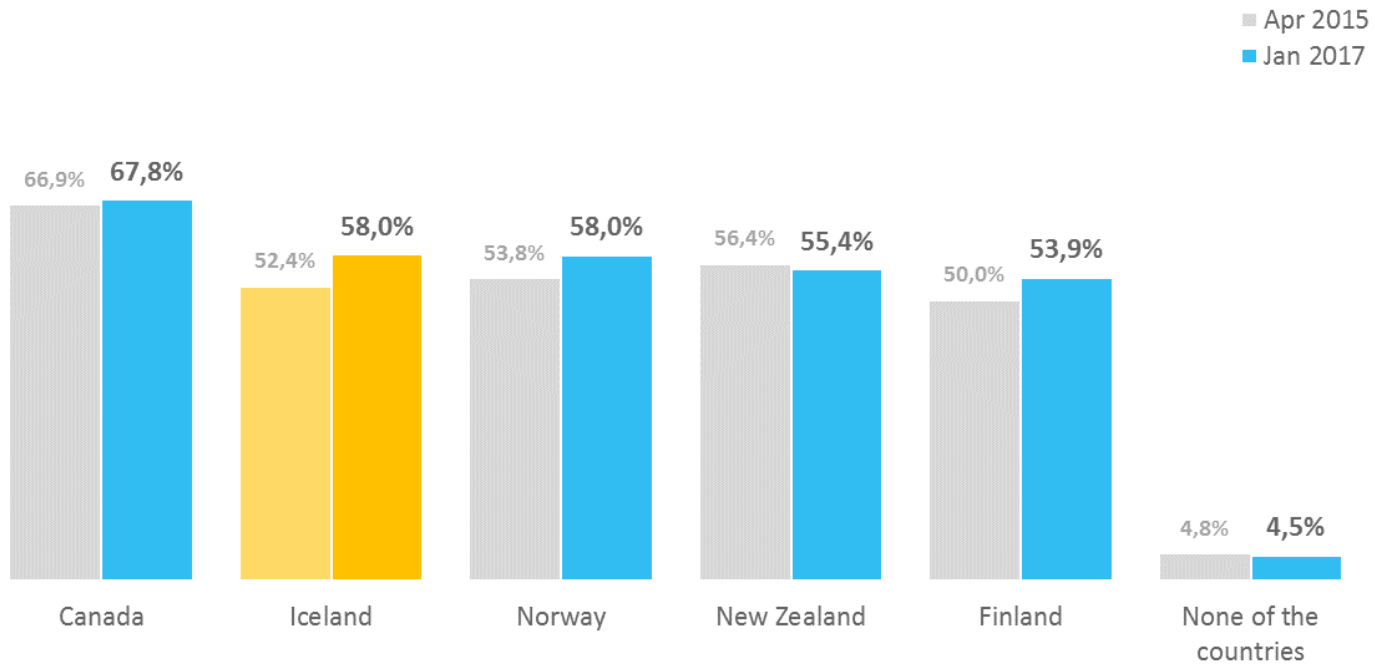
*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

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

*Asked: All respondents

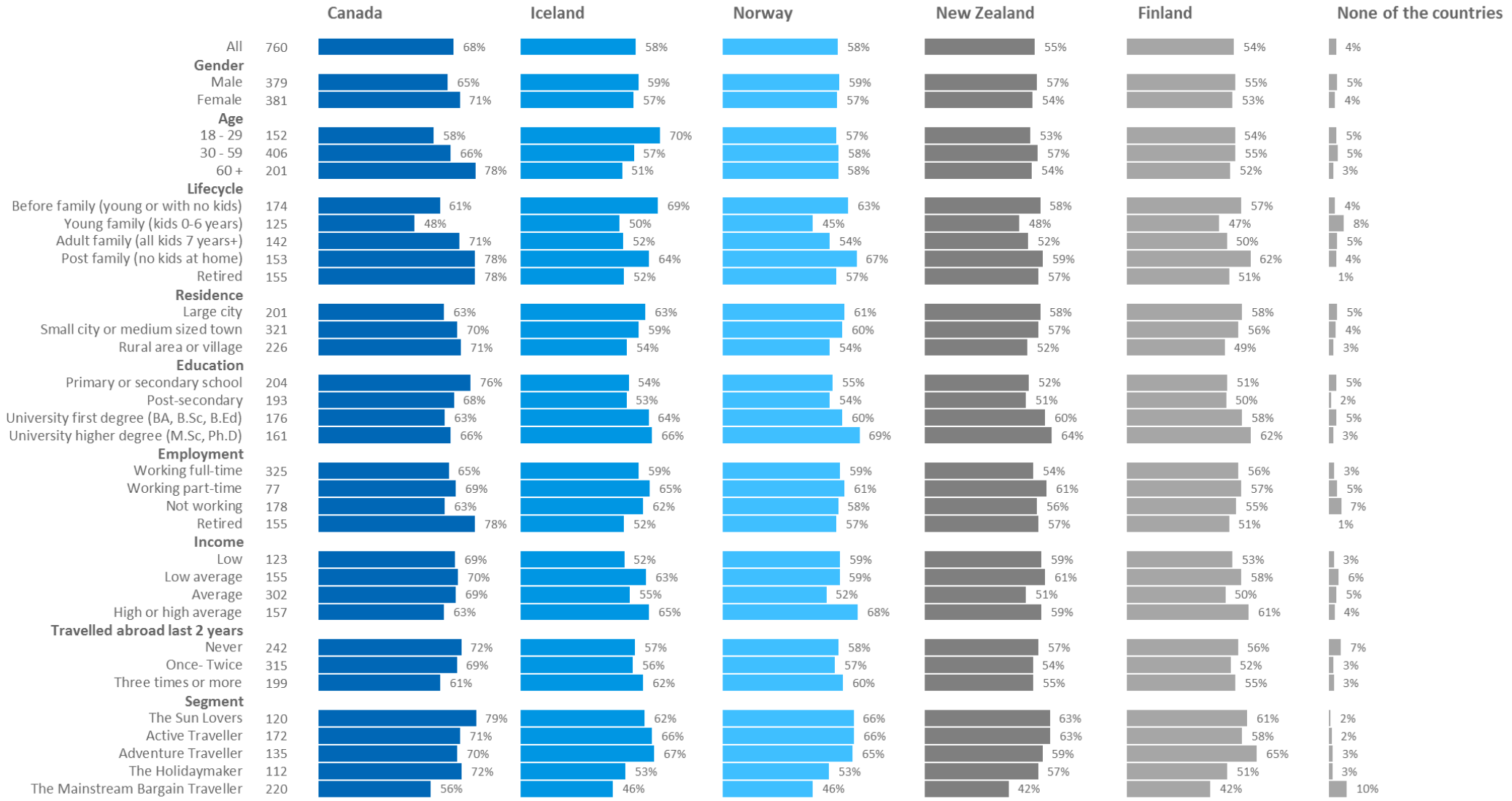
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	515	67,8%	3,3%
Iceland	441	58,0%	3,5%
Norway	440	58,0%	3,5%
New Zealand	421	55,4%	3,5%
Finland	410	53,9%	3,5%
None of the countries	34	4,5%	1,5%
Total	760		
Answered	760	75,6%	
Did not answer	245	24,4%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

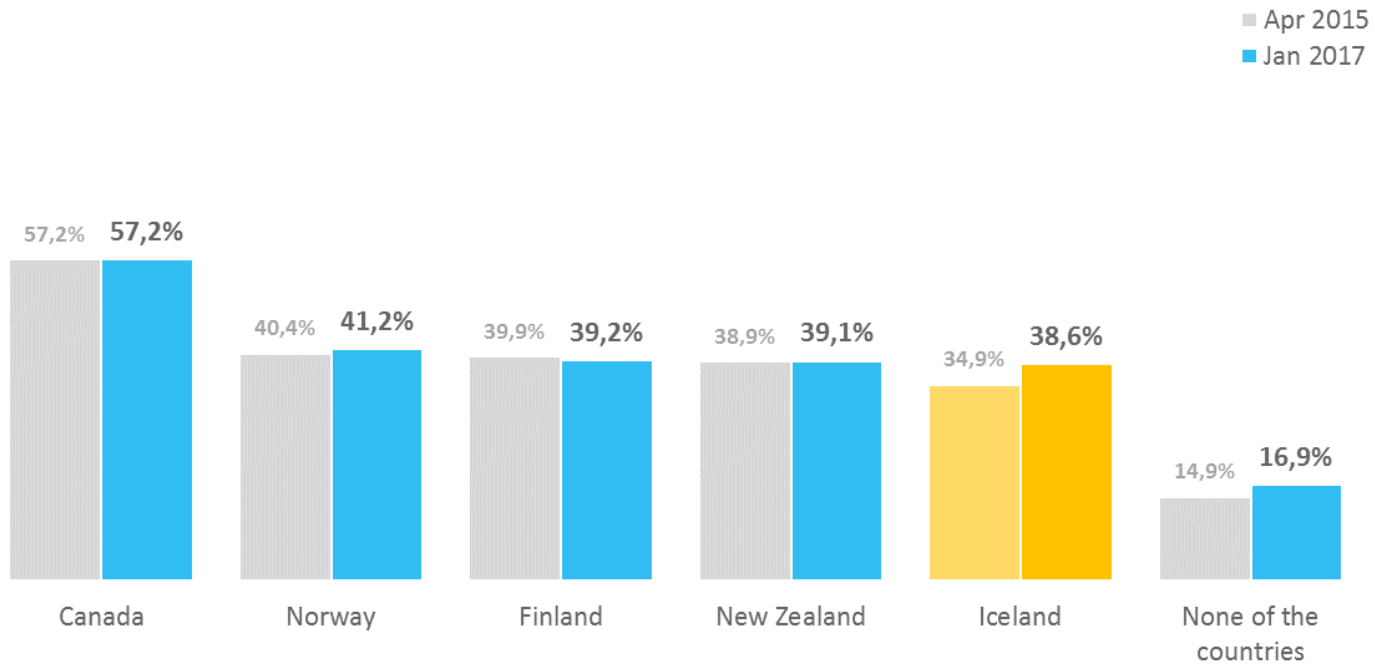


*Asked: All respondents

[Q7_8] It offers exciting restaurants

France

RESPONSE DISTRIBUTION



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

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

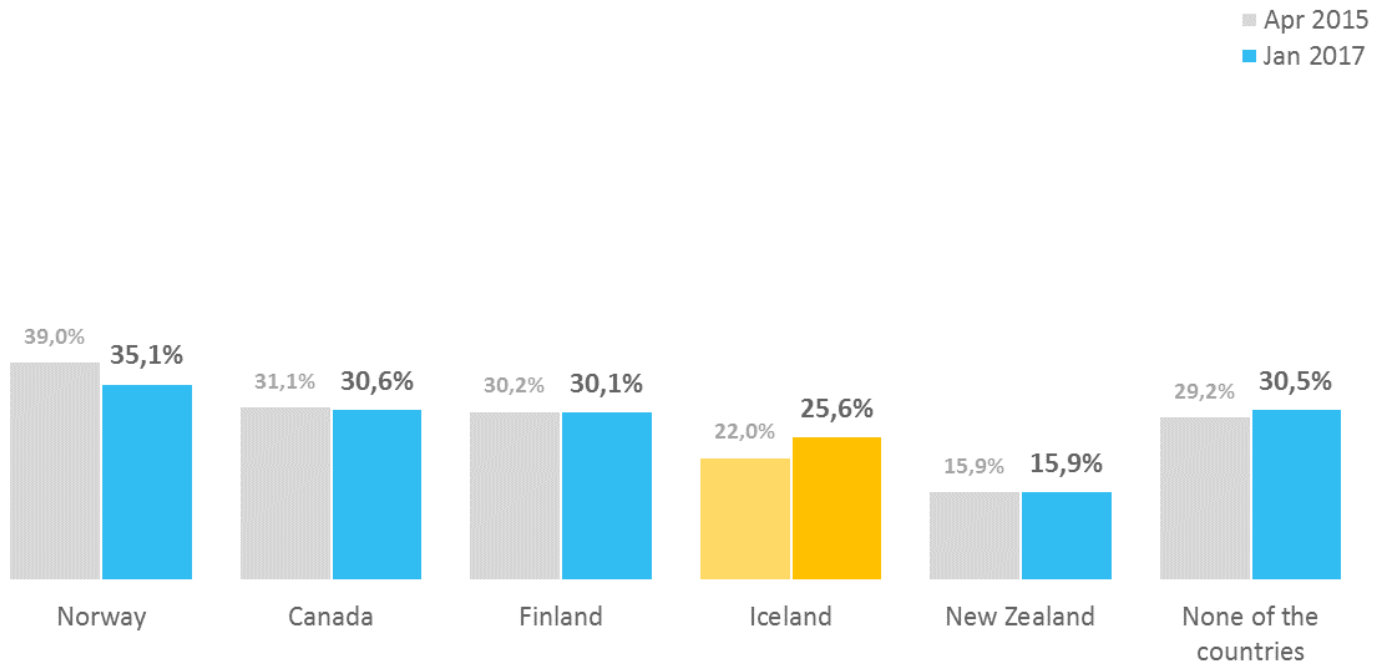
		Canada	Norway	Finland	New Zealand	Iceland	None of the countries
All	420	57%	41%	39%	39%	39%	17%
Gender							
Male	214	53%	44%	39%	36%	39%	20%
Female	206	61%	38%	40%	42%	38%	14%
Age							
18 - 29	91	50%	37%	42%	35%	36%	14%
30 - 59	252	58%	44%	41%	41%	42%	17%
60 +	77	62%	38%	30%	37%	29%	19%
Lifecycle							
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							
Low	65	47%	33%	30%	36%	37%	20%
Low average	75	55%	42%	37%	41%	37%	19%
Average	173	61%	38%	39%	40%	39%	15%
High or high average	99	60%	54%	49%	41%	41%	16%
Travelled abroad last 2 years							
Never	126	61%	36%	41%	46%	44%	22%
Once- Twice	184	56%	45%	39%	37%	37%	12%
Three times or more	108	55%	41%	39%	35%	36%	19%
Segment							
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%

*Asked: All respondents

[Q7_9] It is a good destination for a city break experience

France

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Norway	240	35,1%	3,6%
Canada	209	30,6%	3,5%
Finland	206	30,1%	3,4%
Iceland	175	25,6%	3,3%
New Zealand	109	15,9%	2,7%
None of the countries	209	30,5%	3,5%
Total	684		
Answered	684	68,1%	
Did not answer	321	31,9%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

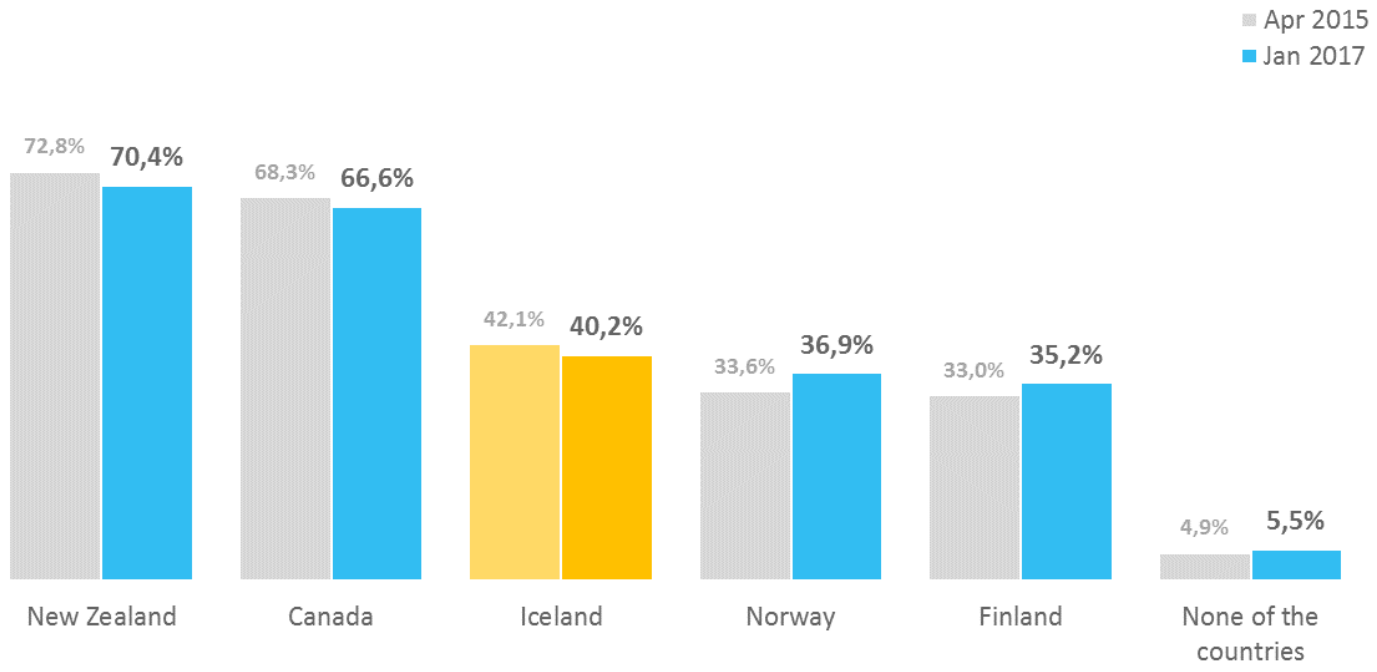
		Norway	Canada	Finland	Iceland	New Zealand	None of the countries
All	684	35%	31%	30%	26%	16%	31%
Gender							
Male	346	36%	34%	31%	28%	14%	29%
Female	338	34%	27%	29%	24%	17%	32%
Age							
18 - 29	150	29%	31%	27%	21%	13%	27%
30 - 59	376	36%	31%	32%	29%	19%	32%
60 +	159	40%	30%	28%	22%	11%	31%
Lifecycle							
Before family (young or with no kids)	176	32%	28%	28%	23%	14%	32%
Young family (kids 0-6 years)	115	29%	24%	26%	25%	19%	29%
Adult family (all kids 7 years+)	120	31%	35%	29%	23%	16%	31%
Post family (no kids at home)	140	44%	34%	38%	35%	20%	29%
Retired	124	40%	33%	29%	21%	11%	31%
Residence							
Large city	193	35%	24%	33%	26%	15%	28%
Small city or medium sized town	296	38%	38%	31%	28%	18%	27%
Rural area or village	184	31%	26%	27%	22%	12%	38%
Education							
Primary or secondary school	168	36%	29%	30%	28%	17%	29%
Post-secondary	175	33%	28%	27%	21%	12%	34%
University first degree (BA, B.Sc, B.Ed)	169	40%	34%	34%	30%	17%	26%
University higher degree (M.Sc, Ph.D)	151	35%	32%	32%	24%	16%	31%
Employment							
Working full-time	317	35%	29%	34%	30%	19%	29%
Working part-time	67	31%	34%	26%	23%	12%	30%
Not working	160	33%	32%	27%	22%	16%	33%
Retired	124	40%	33%	29%	21%	11%	31%
Income							
Low	106	32%	29%	27%	25%	14%	34%
Low average	131	28%	26%	24%	22%	9%	37%
Average	290	37%	32%	29%	23%	17%	30%
High or high average	143	40%	31%	40%	35%	20%	23%
Travelled abroad last 2 years							
Never	207	32%	32%	28%	24%	17%	39%
Once- Twice	286	34%	29%	29%	27%	15%	28%
Three times or more	187	41%	32%	34%	26%	16%	24%
Segment							
The Sun Lovers	111	35%	35%	30%	24%	13%	32%
Active Traveller	150	38%	32%	29%	23%	13%	36%
Adventure Traveller	118	37%	29%	32%	24%	17%	33%
The Holidaymaker	99	33%	28%	24%	23%	11%	38%
The Mainstream Bargain Traveller	206	33%	30%	32%	31%	22%	21%

*Asked: All respondents

[Q7_10] It is expensive to travel to

France

RESPONSE DISTRIBUTION



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 answer	248	24,6%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

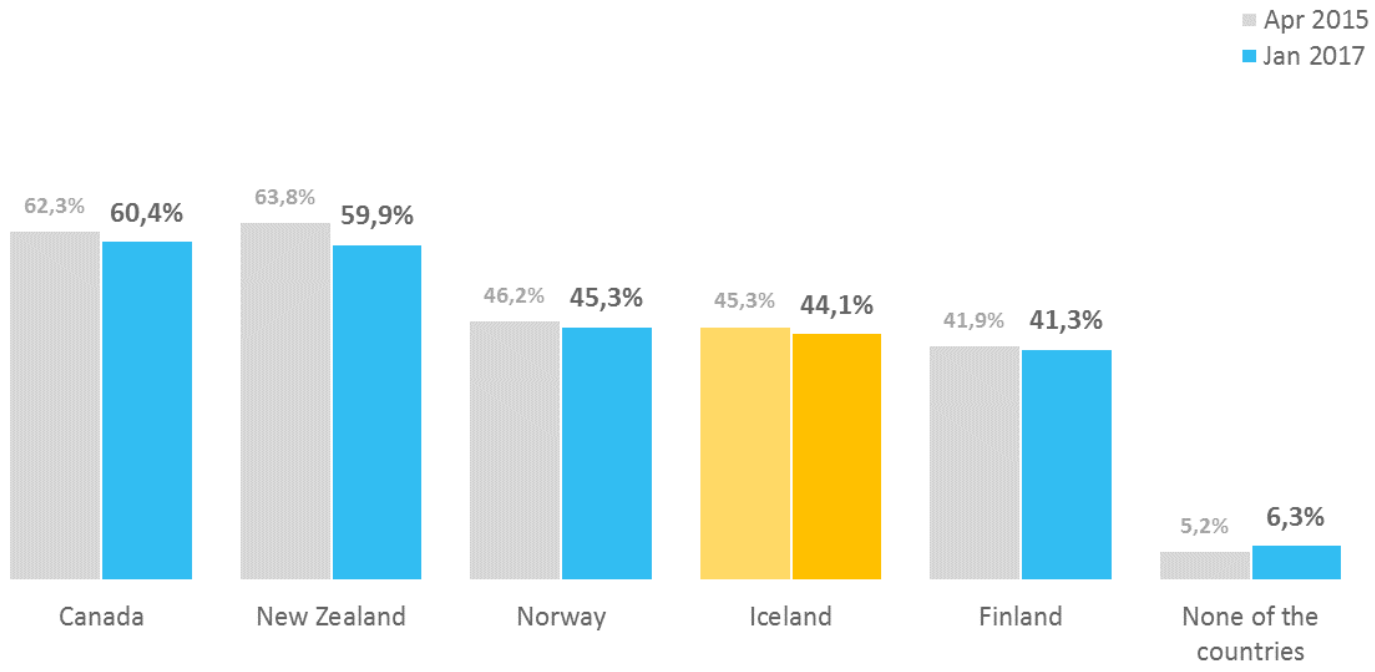
		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	757	70%	67%	40%	37%	35%	6%
Gender							
Male	373	73%	64%	36%	34%	31%	5%
Female	384	67%	69%	44%	40%	40%	6%
Age							
18 - 29	155	70%	67%	43%	37%	35%	4%
30 - 59	419	67%	69%	39%	37%	35%	7%
60 +	183	78%	61%	40%	37%	35%	5%
Lifecycle							
Before family (young or with no kids)	186	76%	73%	48%	41%	36%	3%
Young family (kids 0-6 years)	126	61%	55%	37%	35%	34%	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	138	79%	61%	37%	33%	34%	3%
Residence							
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							
Working full-time	340	68%	67%	41%	39%	38%	4%
Working part-time	74	73%	70%	42%	41%	41%	8%
Not working	180	68%	70%	41%	36%	32%	7%
Retired	138	79%	61%	37%	33%	34%	3%
Income							
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%	39%	9%
Once- Twice	314	69%	64%	38%	34%	32%	4%
Three times or more	199	76%	65%	42%	40%	36%	3%
Segment							
The Sun Lovers	116	80%	71%	44%	43%	38%	3%
Active Traveller	178	85%	73%	42%	35%	35%	4%
Adventure Traveller	136	78%	75%	44%	42%	42%	4%
The Holidaymaker	112	71%	71%	46%	40%	43%	7%
The Mainstream Bargain Traveller	216	49%	52%	32%	31%	26%	9%

*Asked: All respondents

[Q7_11] It is expensive to stay as a tourist at this destination

France

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	409	60,4%	3,7%
New Zealand	406	59,9%	3,7%
Norway	307	45,3%	3,7%
Iceland	299	44,1%	3,7%
Finland	280	41,3%	3,7%
None of the countries	43	6,3%	1,8%
Total	678		
Answered	678	67,4%	
Did not answer	327	32,6%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

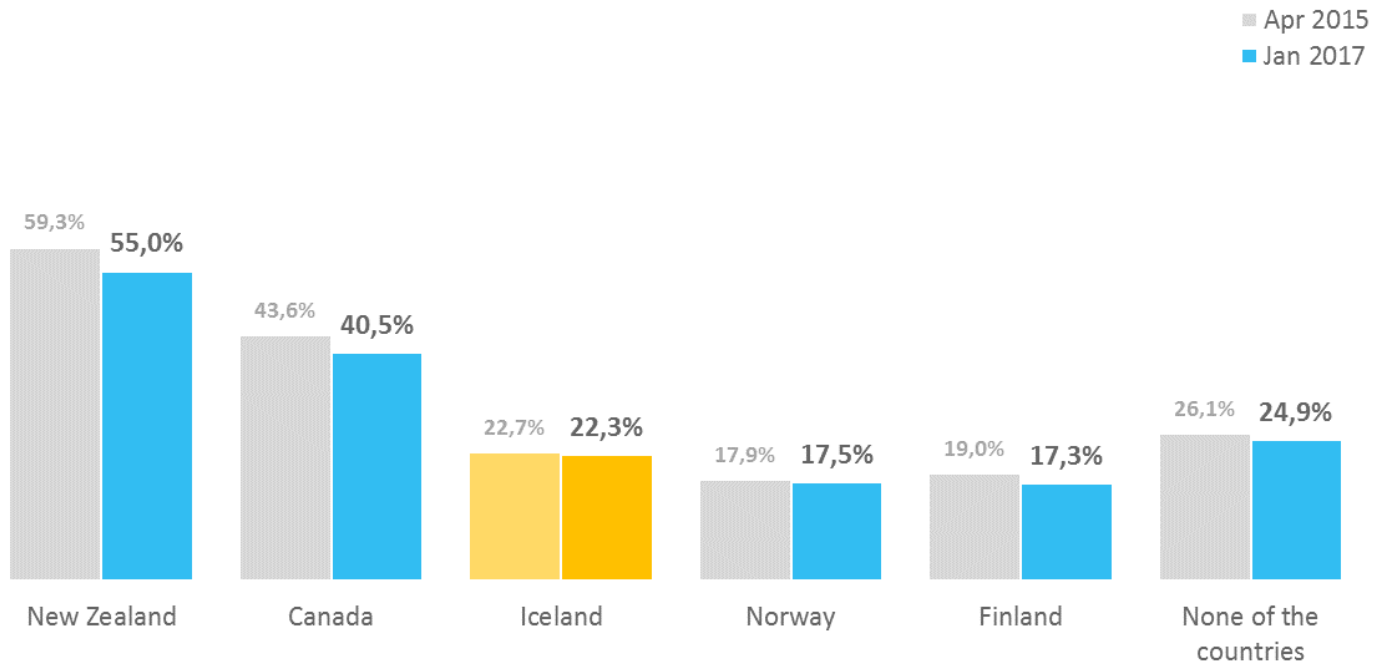
		Canada	New Zealand	Norway	Iceland	Finland	None of the countries
All	678	60%	60%	45%	44%	41%	6%
Gender							
Male	320	55%	60%	46%	41%	38%	7%
Female	358	65%	60%	45%	47%	44%	6%
Age							
18 - 29	142	54%	55%	44%	47%	37%	5%
30 - 59	376	62%	60%	45%	43%	42%	8%
60 +	160	63%	65%	48%	43%	43%	3%
Lifecycle							
Before family (young or with no kids)	169	58%	60%	51%	49%	43%	3%
Young family (kids 0-6 years)	120	52%	51%	33%	35%	34%	10%
Adult family (all kids 7 years+)	122	61%	62%	47%	43%	44%	7%
Post family (no kids at home)	137	69%	60%	48%	49%	44%	9%
Retired	119	64%	64%	45%	40%	40%	2%
Residence							
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	309	59%	59%	46%	47%	42%	6%
Working part-time	68	66%	60%	41%	37%	44%	8%
Not working	159	59%	57%	46%	45%	42%	7%
Retired	119	64%	64%	45%	40%	40%	2%
Income							
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							
The Sun Lovers	101	68%	72%	49%	49%	44%	4%
Active Traveller	150	62%	71%	54%	48%	46%	4%
Adventure Traveller	120	69%	63%	46%	46%	40%	2%
The Holidaymaker	94	67%	61%	54%	54%	56%	7%
The Mainstream Bargain Traveller	212	48%	44%	33%	33%	31%	11%

*Asked: All respondents

[Q7_12] It is too far away for me to travel to

France

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
New Zealand	460	55,0%	3,4%
Canada	339	40,5%	3,3%
Iceland	186	22,3%	2,8%
Norway	146	17,5%	2,6%
Finland	144	17,3%	2,6%
None of the countries	208	24,9%	2,9%
Total	835		
Answered	835	83,1%	
Did not answer	170	16,9%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

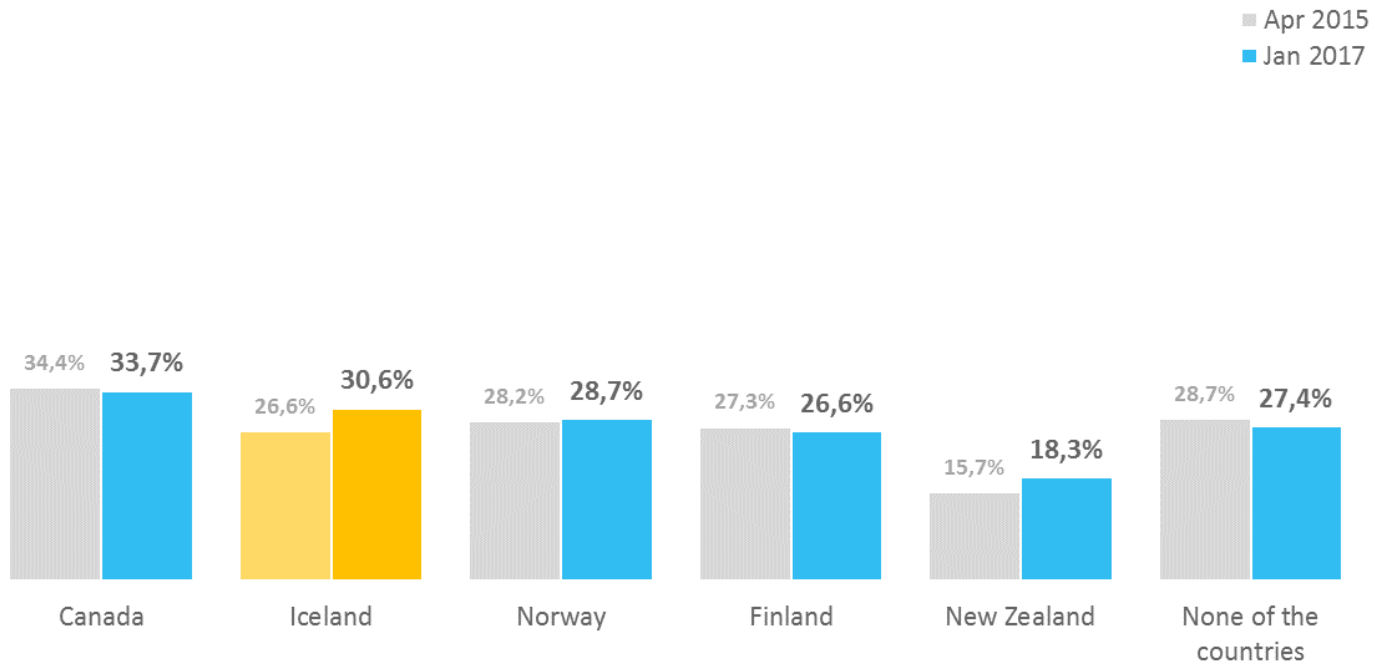
RESPONSE DISTRIBUTION | CROSS SPLITS

*Asked: All respondents

[Q7_13] It offers good value for money

France

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 answer	494	49,1%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

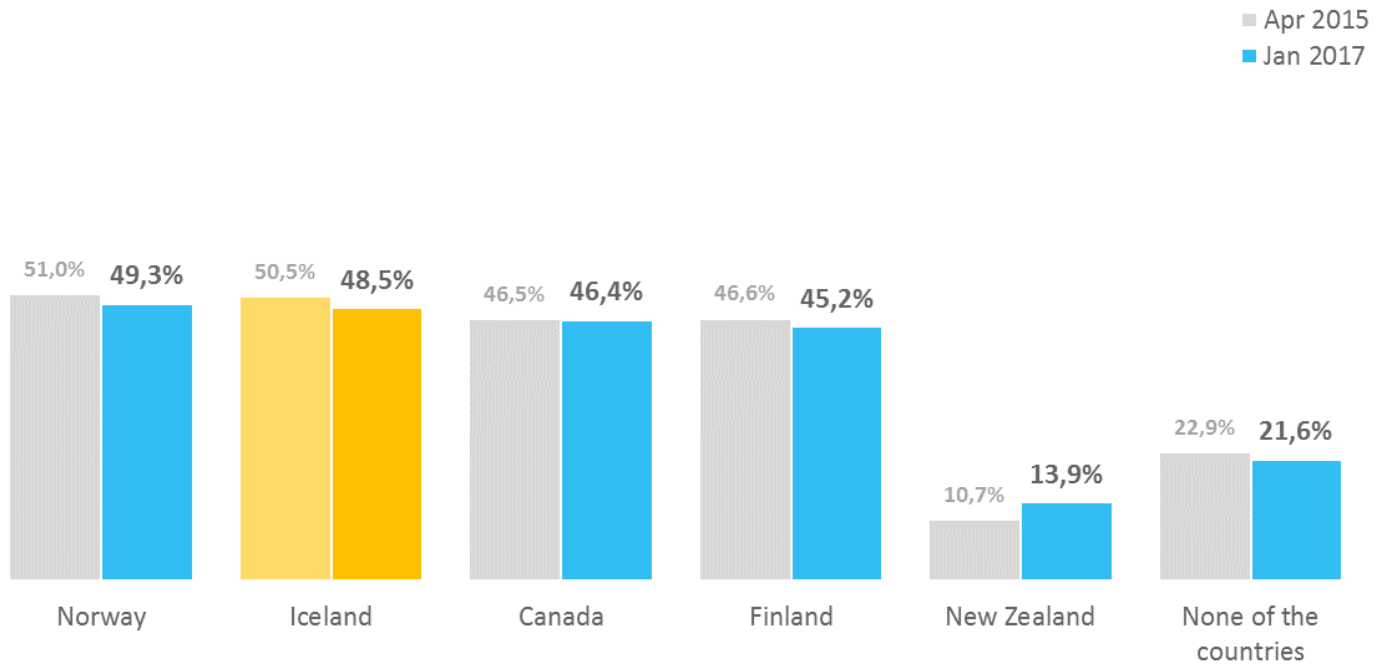
		Canada	Iceland	Norway	Finland	New Zealand	None of the countries
All	511	34%	31%	29%	27%	18%	27%
Gender							
Male	259	32%	32%	32%	28%	18%	28%
Female	252	35%	30%	25%	25%	19%	27%
Age							
18 - 29	102	30%	28%	25%	25%	25%	21%
30 - 59	287	33%	31%	28%	28%	18%	30%
60 +	122	39%	33%	32%	25%	14%	26%
Lifecycle							
Before family (young or with no kids)	119	30%	28%	28%	27%	22%	27%
Young family (kids 0-6 years)	95	29%	25%	26%	24%	20%	29%
Adult family (all kids 7 years+)	98	36%	28%	22%	23%	19%	25%
Post family (no kids at home)	102	34%	42%	33%	32%	14%	30%
Retired	89	43%	32%	35%	29%	17%	24%
Residence							
Large city	147	34%	24%	26%	28%	21%	27%
Small city or medium sized town	218	39%	34%	29%	26%	19%	26%
Rural area or village	140	25%	33%	33%	28%	14%	30%
Education							
Primary or secondary school	129	30%	33%	31%	30%	19%	29%
Post-secondary	126	34%	32%	32%	24%	18%	20%
University first degree (BA, B.Sc, B.Ed)	124	38%	32%	27%	23%	17%	29%
University higher degree (M.Sc, Ph.D)	114	35%	28%	27%	30%	19%	30%
Employment							
Working full-time	251	34%	30%	29%	28%	19%	25%
Working part-time	49	27%	29%	31%	22%	12%	34%
Not working	108	33%	32%	23%	25%	22%	30%
Retired	89	43%	32%	35%	29%	17%	24%
Income							
Low	71	29%	31%	28%	20%	12%	29%
Low average	98	28%	34%	28%	24%	19%	31%
Average	222	38%	30%	29%	23%	20%	27%
High or high average	112	33%	30%	29%	39%	18%	25%
Travelled abroad last 2 years							
Never	145	26%	31%	27%	22%	16%	40%
Once- Twice	217	38%	33%	31%	30%	20%	20%
Three times or more	147	35%	28%	27%	26%	17%	26%
Segment							
The Sun Lovers	70	42%	37%	39%	37%	19%	25%
Active Traveller	100	33%	30%	29%	34%	15%	33%
Adventure Traveller	96	34%	31%	27%	28%	20%	25%
The Holidaymaker	70	30%	26%	24%	18%	10%	43%
The Mainstream Bargain Traveller	177	32%	30%	28%	21%	22%	21%

*Asked: All respondents

[Q7_14] The climate is too cold for me to visit

France

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Norway	407	49,3%	3,4%
Iceland	401	48,5%	3,4%
Canada	383	46,4%	3,4%
Finland	373	45,2%	3,4%
New Zealand	114	13,9%	2,4%
None of the countries	178	21,6%	2,8%
Total	825		
Answered	825	82,1%	
Did not answer	180	17,9%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

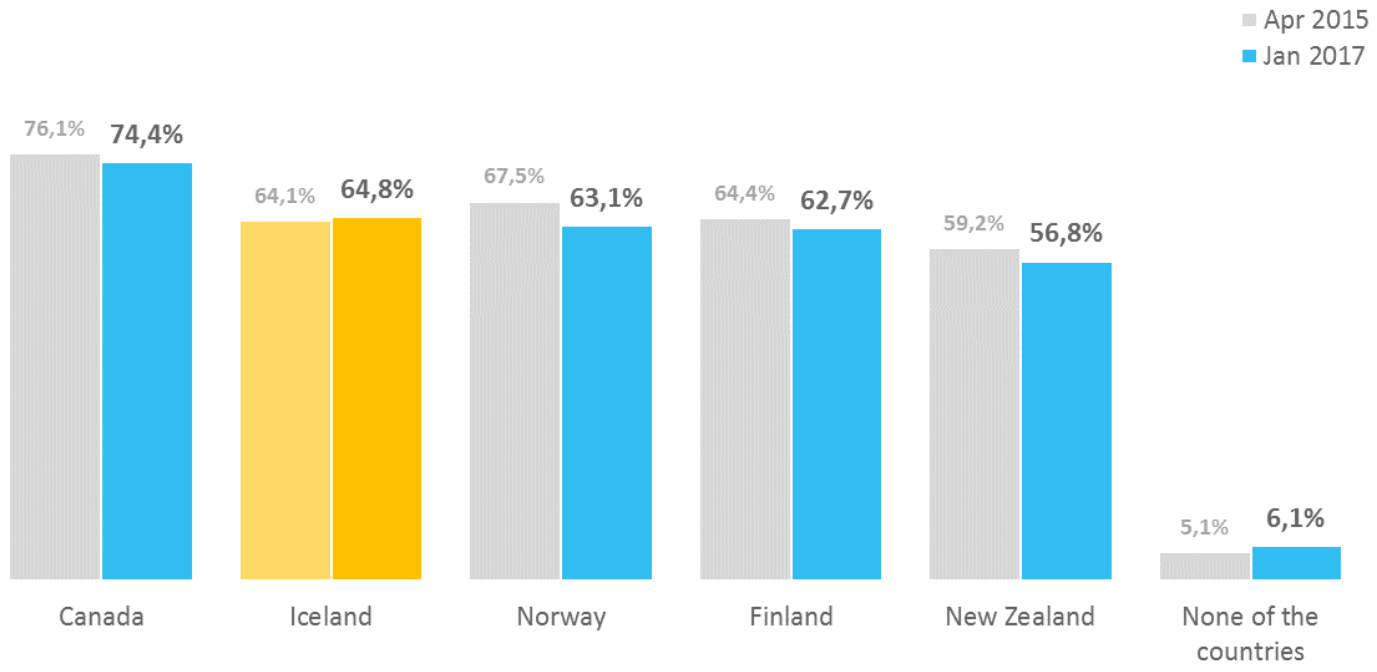
*Asked: All respondents

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							
18 - 29	171	43%	42%	48%	37%	11%	27%
30 - 59	450	51%	50%	47%	46%	16%	21%
60 +	205	51%	52%	43%	51%	13%	18%
Lifecycle							
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	81	57%	46%	48%	56%	15%	21%
Not working	198	43%	44%	50%	41%	15%	26%
Retired	156	53%	51%	43%	53%	12%	18%
Income							
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	182	39%	44%	38%	41%	7%	36%
Adventure Traveller	145	46%	47%	45%	44%	13%	31%
The Holidaymaker	127	56%	47%	54%	48%	12%	22%
The Mainstream Bargain Traveller	246	48%	45%	45%	41%	18%	12%

*Asked: All respondents

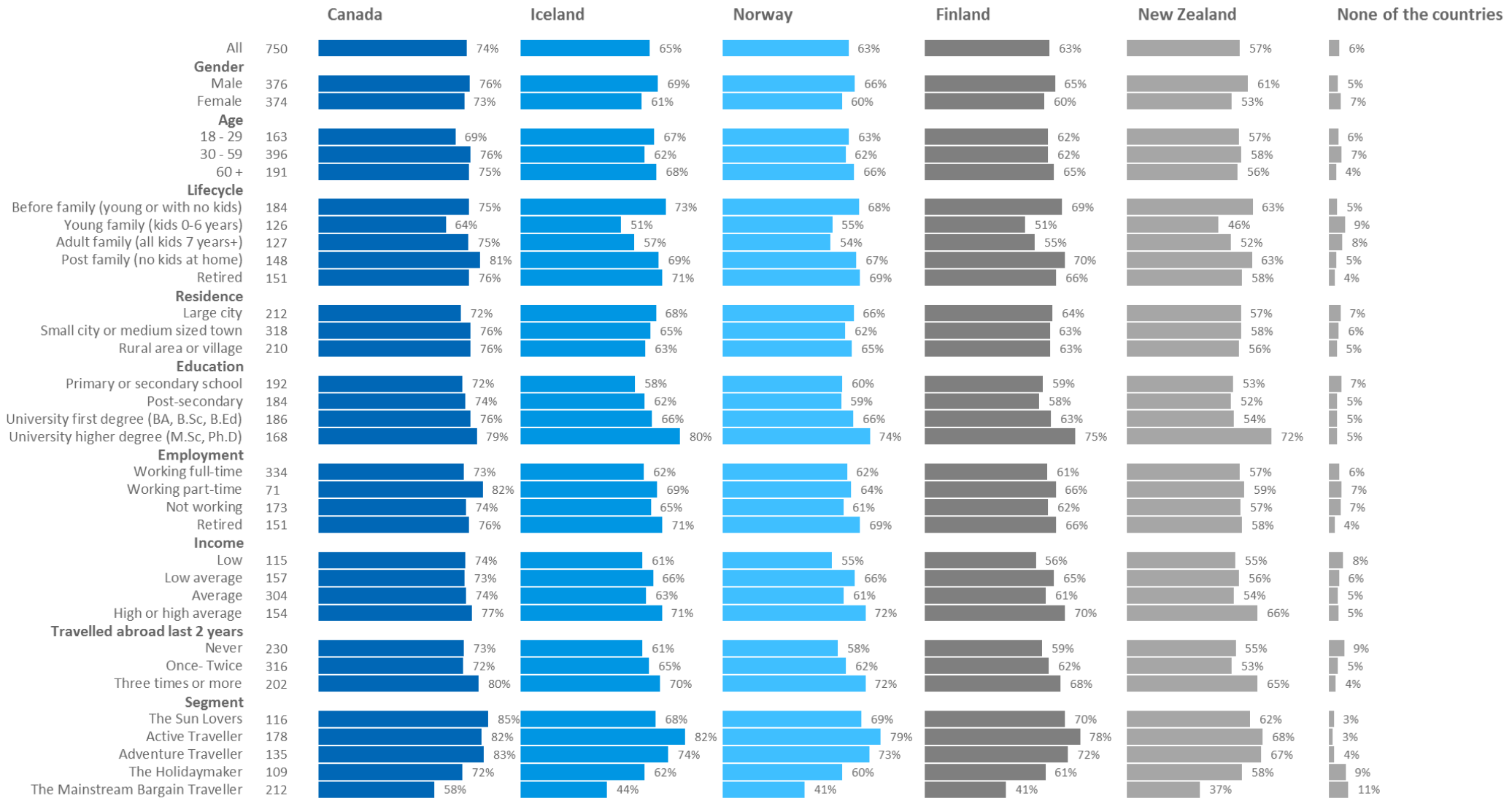
RESPONSE DISTRIBUTION



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 answer	255	25,4%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



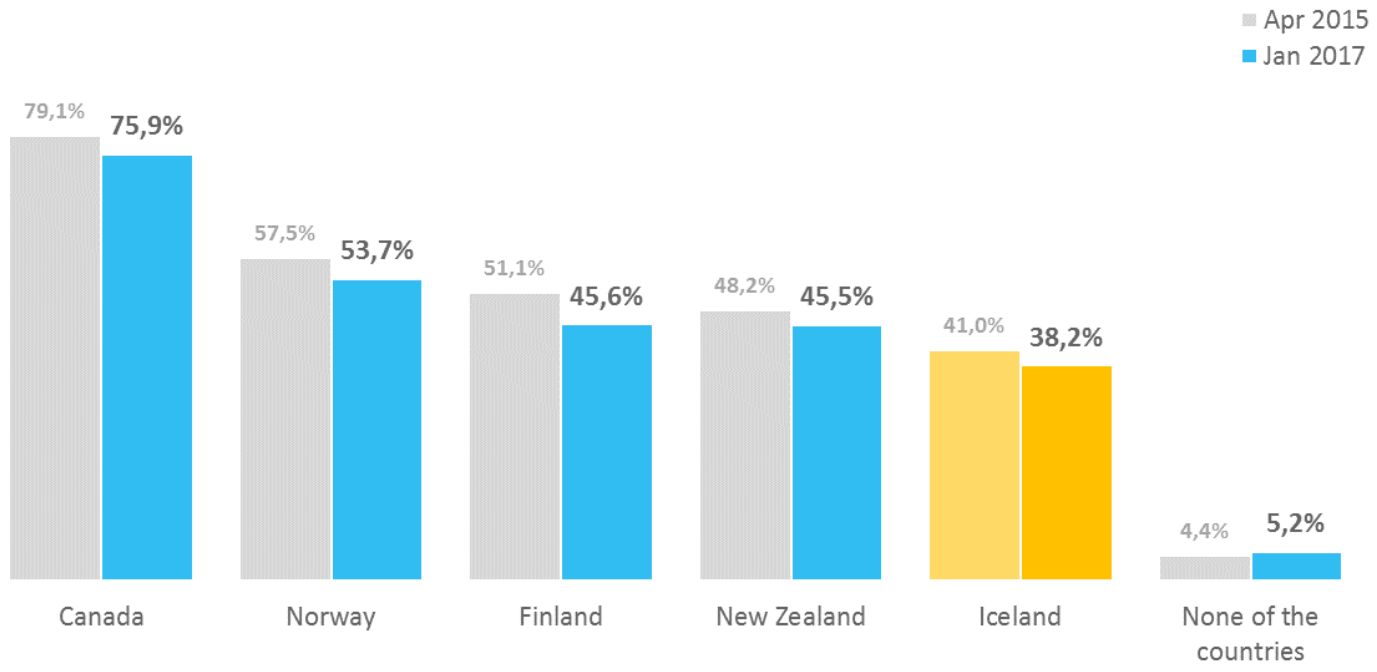
		Canada	Iceland	Norway	Finland	New Zealand	None of the countries
All	750	74%	65%	63%	63%	57%	6%
Gender							
Male	376	76%	69%	66%	65%	61%	5%
Female	374	73%	61%	60%	60%	53%	7%
Age							
18 - 29	163	69%	67%	63%	62%	57%	6%
30 - 59	396	76%	62%	62%	62%	58%	7%
60 +	191	75%	68%	66%	65%	56%	4%
Lifecycle							
Before family (young or with no kids)	184	75%	73%	68%	69%	63%	5%
Young family (kids 0-6 years)	126	64%	51%	55%	51%	46%	9%
Adult family (all kids 7 years+)	127	75%	57%	54%	55%	52%	8%
Post family (no kids at home)	148	81%	69%	67%	70%	63%	5%
Retired	151	76%	71%	69%	66%	58%	4%
Residence							
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							
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							
Low	115	74%	61%	55%	56%	55%	8%
Low average	157	73%	66%	66%	65%	56%	6%
Average	304	74%	63%	61%	61%	54%	5%
High or high average	154	77%	71%	72%	70%	66%	5%
Travelled abroad last 2 years							
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%

*Asked: All respondents

[Q7_16] It has modern infrastructure (such as transportation, accommodation, communications)

France

RESPONSE DISTRIBUTION



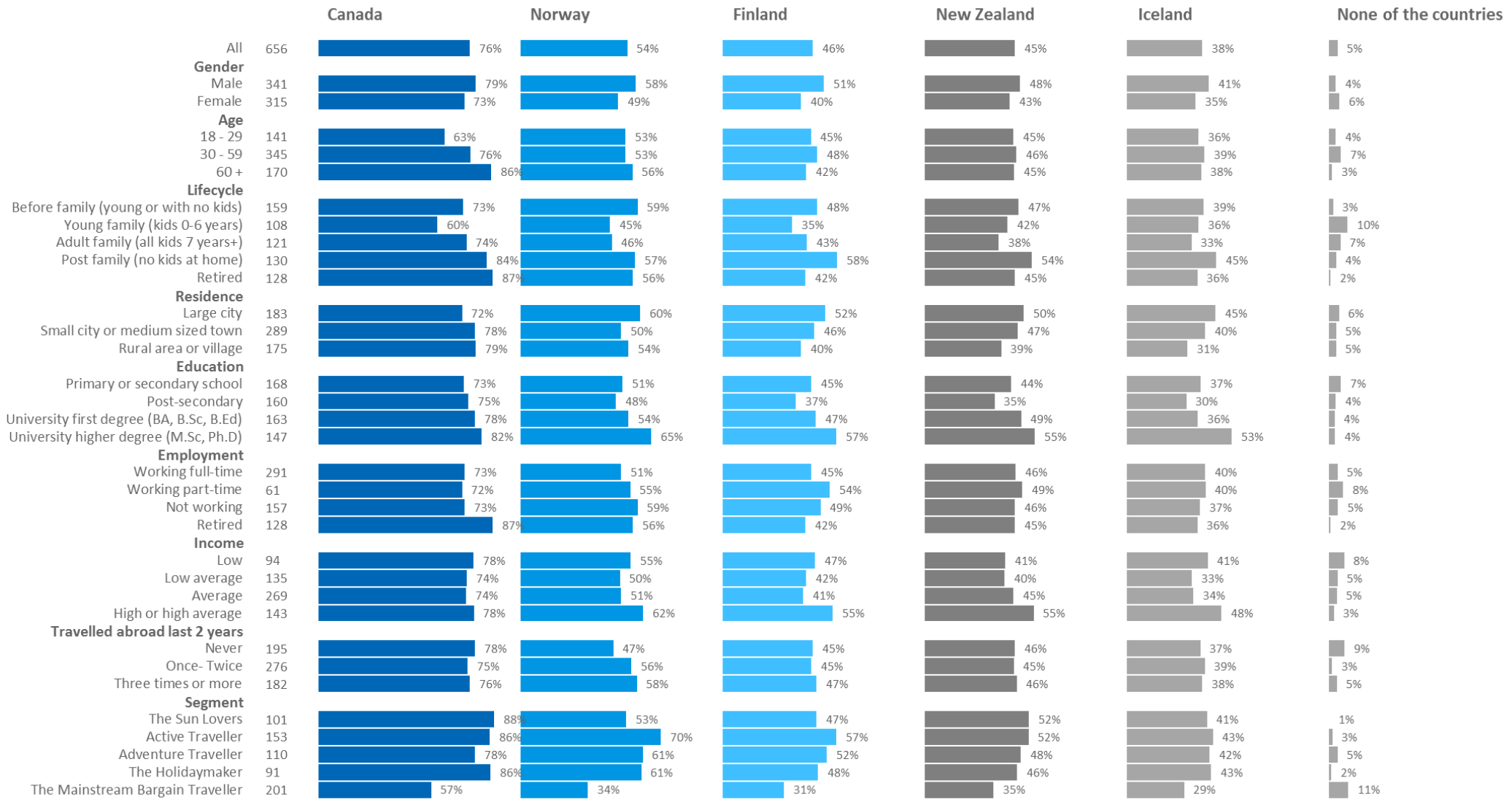
Answers	Count	Pct.%	Conf.lim +/-
Canada	498	75,9%	3,3%
Norway	352	53,7%	3,8%
Finland	299	45,6%	3,8%
New Zealand	298	45,5%	3,8%
Iceland	251	38,2%	3,7%
None of the countries	34	5,2%	1,7%
Total	656		
Answered	656	65,3%	
Did not answer	349	34,7%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number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

*Asked: All respondents

[Q7_16] It has modern infrastructure (such as transportation, accommodation, communications)

France

RESPONSE DISTRIBUTION | CROSS SPLITS



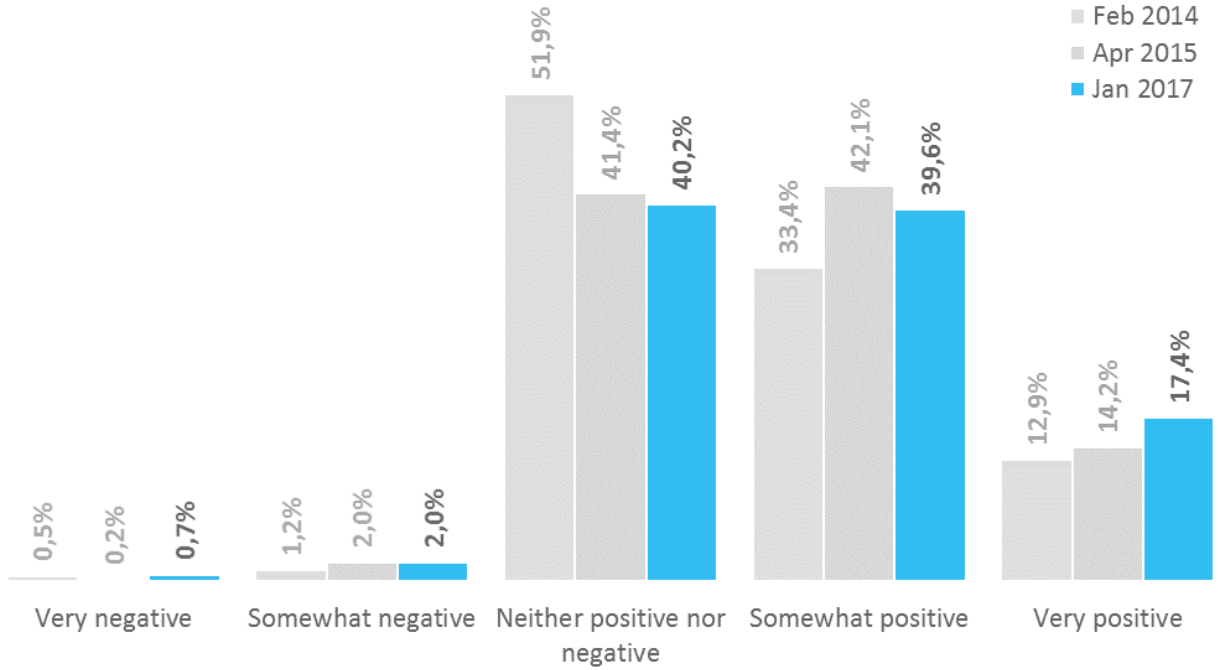
*Asked: All respondents

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

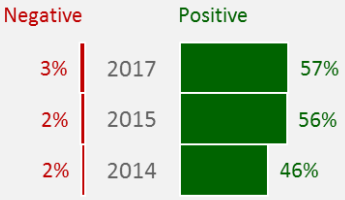
France

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	5	0,7%	0,6%
2 - Somewhat negative	15	2,0%	1,0%
3 - Neither positive nor negative	308	40,2%	3,5%
4 - Somewhat positive	304	39,6%	3,5%
5 - Very positive	134	17,4%	2,7%
Total	767	100%	
Answered	767	76,3%	
Did not answer	238	23,7%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

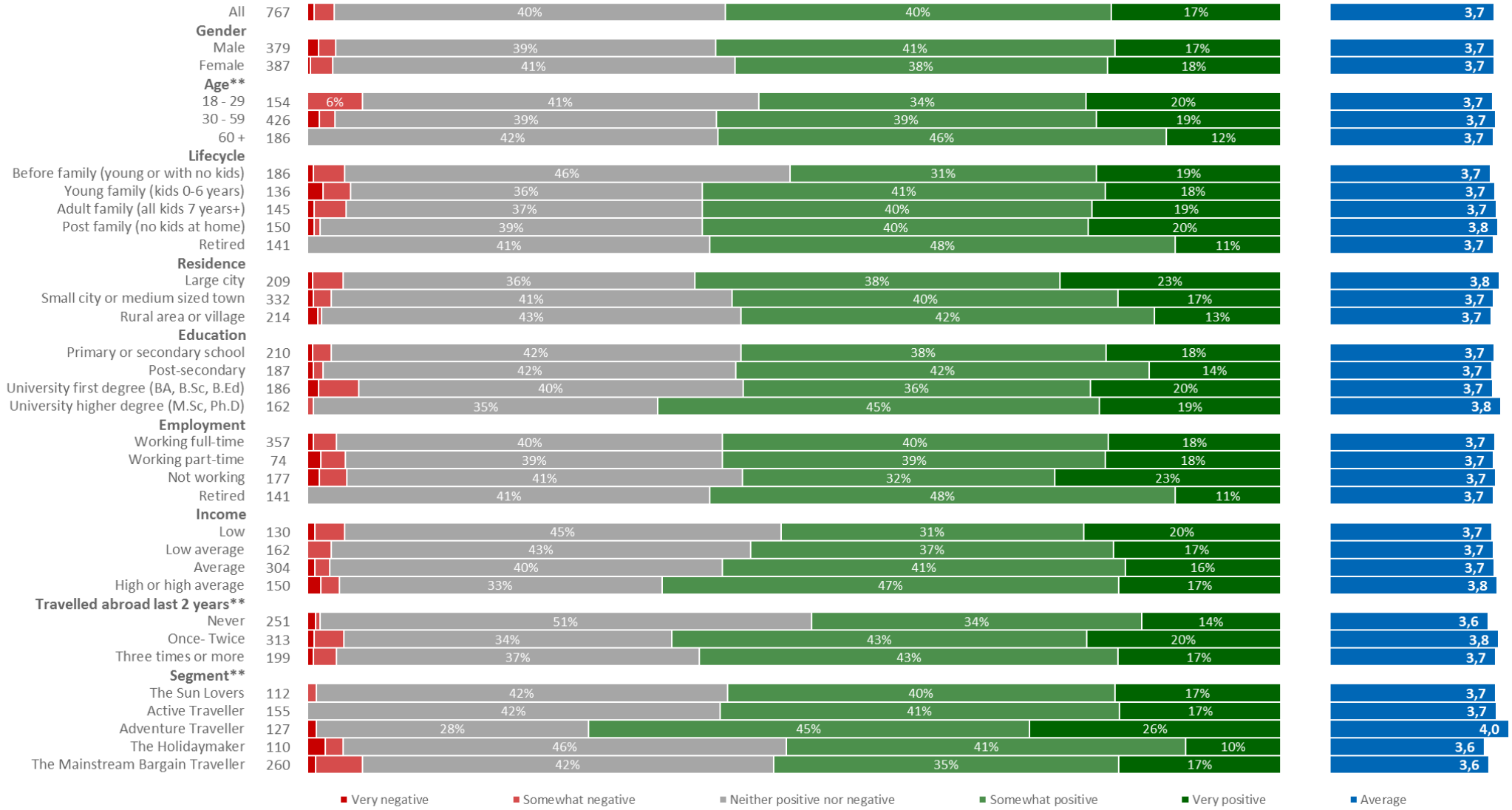


*Asked: All respondents

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

France

RESPONSE DISTRIBUTION | CROSS SPLITS

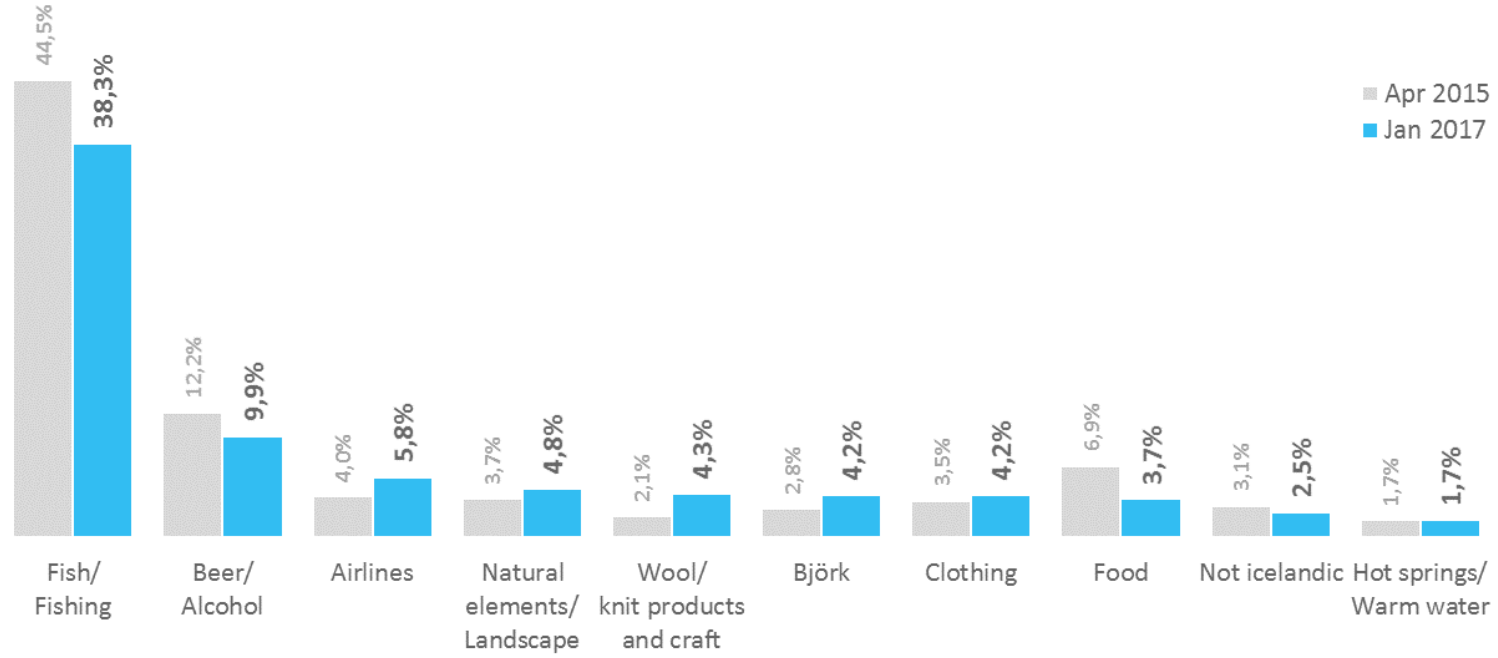


*Asked: All respondents

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

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS

(First of up to five mentions)

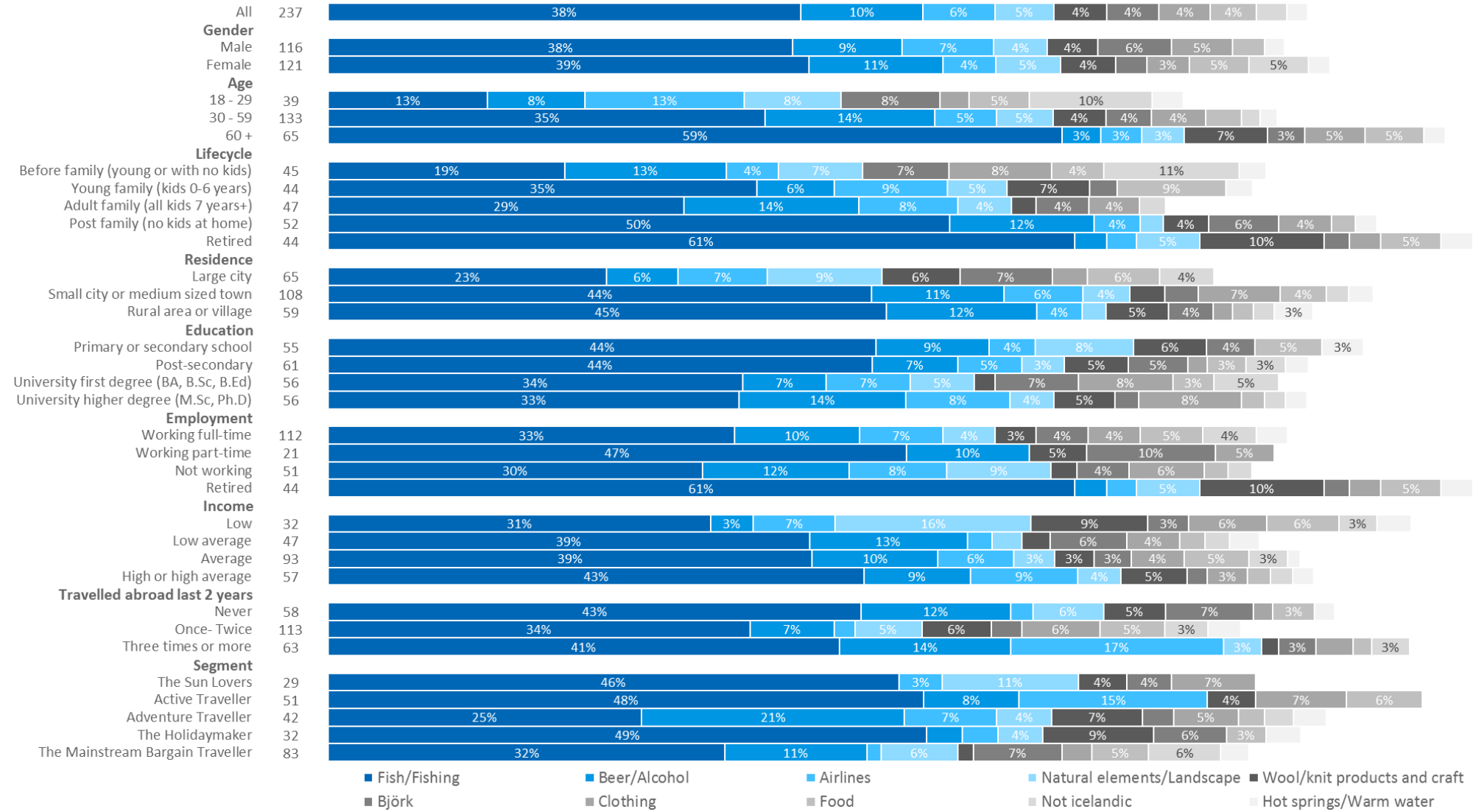


Top 10 Answers	Count	Pct.%	Conf.lim +/-
Fish/Fishing	91	38,3%	6,2%
Beer/Alcohol	23	9,9%	3,8%
Airlines	14	5,8%	3,0%
Natural	11	4,8%	2,7%
Wool/knit products and	10	4,3%	2,6%
Björk	10	4,2%	2,6%
Clothing	10	4,2%	2,6%
Food	9	3,7%	2,4%
Not icelandic	6	2,5%	2,0%
Hot springs/Warm water	4	1,7%	1,6%
Answered	237	23,5%	
Did not answer	768	76,5%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

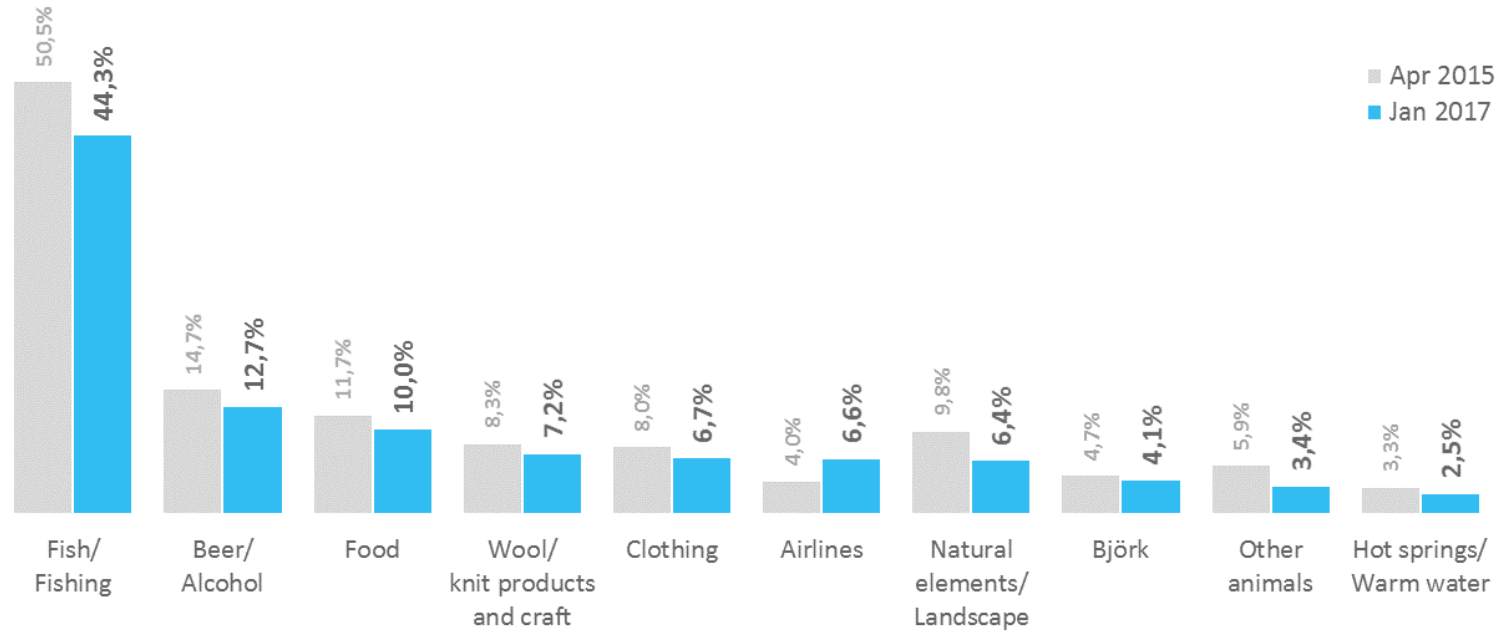
(First of up to five mentions)



*Asked: All respondents

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS

(Up to five mentions)



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Fish/Fishing	107	44,3%	6,3%
Beer/Alcohol	30	12,7%	4,2%
Food	24	10,0%	3,8%
Wool/knit products and	17	7,2%	3,3%
Clothing	16	6,7%	3,2%
Airlines	16	6,6%	3,1%
Natural	15	6,4%	3,1%
Björk	10	4,1%	2,5%
Other animals	8	3,4%	2,3%
Hot springs/Warm water	6	2,5%	2,0%
Answered	241	24,0%	
Did not answer	764	76,0%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

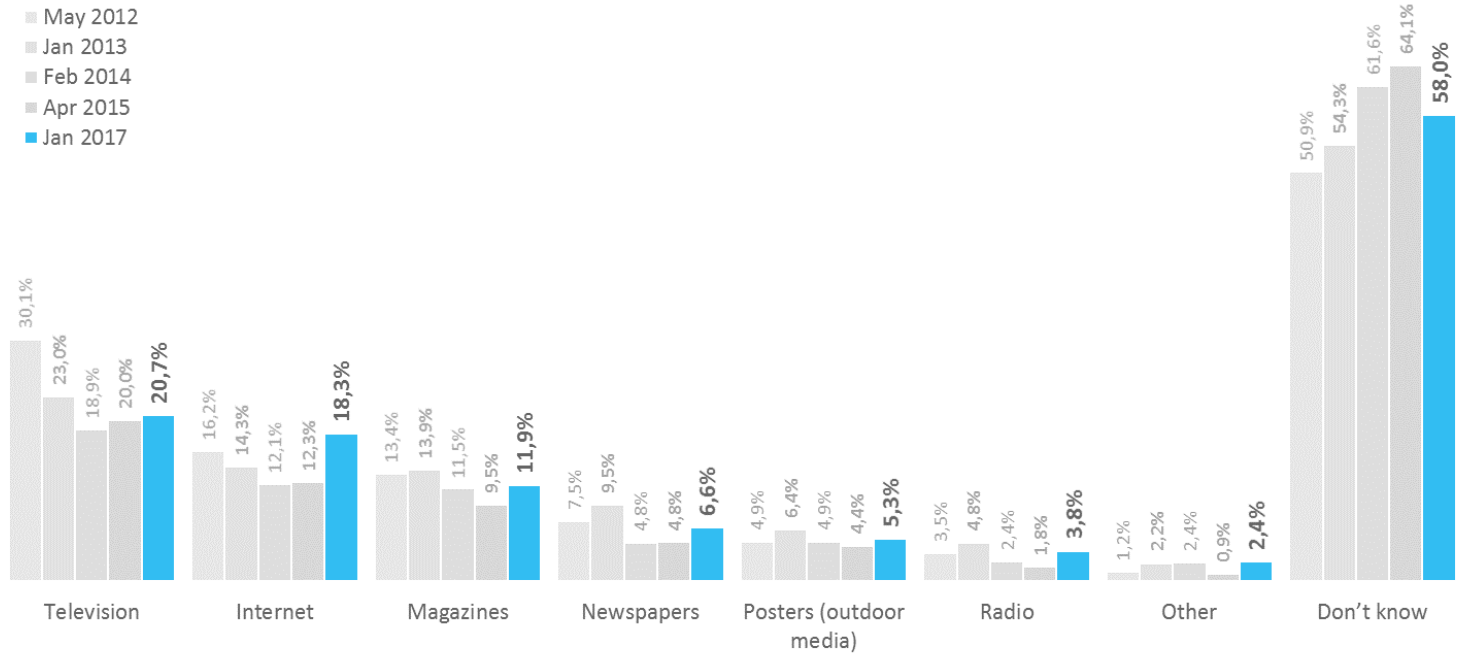
(Up to five mentions)

		Fish/Fishing	Beer/Alcohol	Food	Wool/knit products and craft	Clothing	Airlines	Natural elements/Landsca	Björk	Other animals	Hot springs/Warm water
All	241	44%	13%	10%	7%	7%	7%	6%	4%	3%	2%
Gender											
Male	119	45%	13%	8%	6%	7%	8%	6%	6%	4%	2%
Female	122	44%	12%	12%	8%	6%	5%	7%	2%	3%	3%
Age											
18 - 29	40	15%	8%	7%	0%	7%	13%	8%	8%	0%	2%
30 - 59	133	40%	17%	9%	8%	5%	7%	5%	4%	2%	2%
60 +	68	70%	7%	14%	10%	9%	3%	8%	3%	8%	3%
Lifecycle											
Before family (young or with no kids)	45	21%	13%	4%	2%	10%	4%	7%	7%	0%	4%
Young family (kids 0-6 years)	44	39%	9%	16%	9%	2%	9%	7%	2%	2%	2%
Adult family (all kids 7 years+)	48	36%	16%	10%	6%	6%	10%	4%	4%	2%	0%
Post family (no kids at home)	52	56%	19%	4%	6%	4%	6%	4%	6%	2%	2%
Retired	47	70%	5%	18%	14%	9%	2%	9%	2%	12%	5%
Residence											
Large city	66	27%	9%	15%	8%	4%	7%	9%	7%	3%	0%
Small city or medium sized town	109	52%	14%	10%	6%	9%	8%	6%	3%	2%	3%
Rural area or village	61	50%	15%	5%	7%	5%	4%	5%	3%	7%	5%
Education											
Primary or secondary school	56	47%	13%	13%	10%	2%	4%	10%	4%	2%	3%
Post-secondary	64	50%	8%	10%	8%	5%	5%	5%	5%	8%	3%
University first degree (BA, B.Sc, B.Ed)	56	37%	10%	5%	5%	8%	10%	7%	7%	2%	0%
University higher degree (M.Sc, Ph.D)	56	46%	15%	9%	7%	14%	8%	5%	2%	2%	3%
Employment											
Working full-time	112	40%	14%	9%	5%	5%	8%	5%	4%	2%	3%
Working part-time	21	51%	15%	14%	14%	10%	0%	5%	10%	5%	0%
Not working	52	32%	14%	4%	4%	8%	10%	8%	4%	0%	0%
Retired	47	70%	5%	18%	14%	9%	2%	9%	2%	12%	5%
Income											
Low	32	37%	10%	9%	9%	6%	10%	19%	3%	0%	6%
Low average	48	47%	15%	6%	11%	9%	2%	2%	6%	7%	2%
Average	95	46%	13%	15%	5%	6%	6%	5%	3%	4%	2%
High or high average	58	48%	10%	7%	7%	7%	10%	5%	2%	2%	2%
Travelled abroad last 2 years											
Never	58	48%	14%	10%	7%	5%	2%	8%	7%	0%	4%
Once- Twice	115	44%	10%	14%	10%	8%	3%	6%	2%	6%	3%
Three times or more	65	42%	17%	3%	3%	6%	18%	6%	3%	3%	1%
Segment											
The Sun Lovers	29	50%	7%	15%	7%	18%	3%	14%	4%	3%	0%
Active Traveller	51	60%	10%	10%	8%	11%	15%	2%	0%	0%	2%
Adventure Traveller	43	34%	28%	11%	12%	5%	10%	7%	2%	8%	3%
The Holidaymaker	34	51%	6%	6%	14%	0%	5%	7%	6%	0%	6%
The Mainstream Bargain Traveller	84	35%	11%	9%	1%	4%	1%	6%	7%	5%	2%

*Asked: All respondents

RESPONSE DISTRIBUTION

(Multiple answers)



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 answer	122	12,2%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

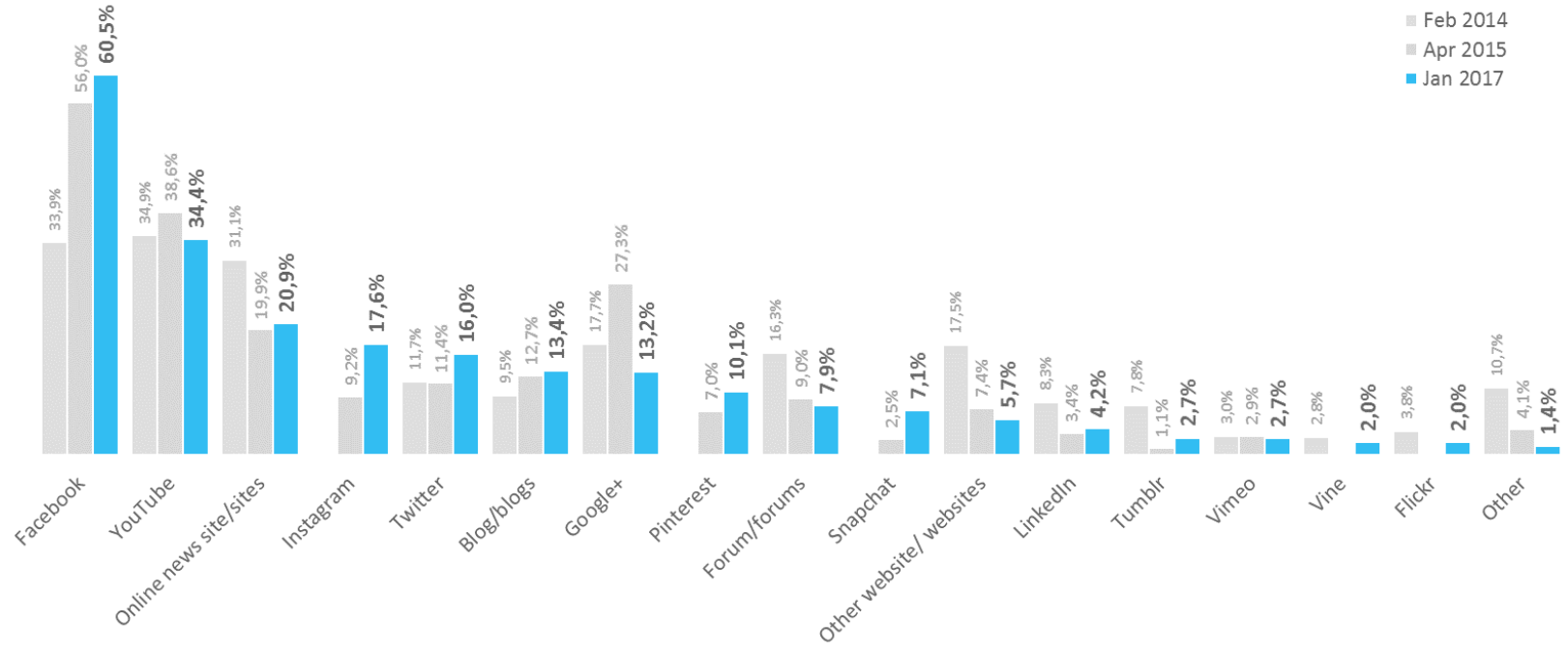
(Multiple answers)

		Television	Internet	Magazines	Newspapers	Posters (outdoor media)	Radio	Other	Don't know
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									
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									
Large city	230	21%	21%	12%	9%	8%	3%	1%	56%
Small city or medium sized town	392	20%	19%	13%	7%	4%	4%	3%	58%
Rural area or village	249	22%	14%	10%	5%	5%	4%	2%	62%
Education									
Primary or secondary school	249	23%	13%	13%	6%	5%	3%	2%	60%
Post-secondary	210	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	15%	24%	12%	5%	7%	4%	3%	60%
Employment									
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%

*Asked: All respondents

RESPONSE DISTRIBUTION

(Multiple answers)



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 answer	22	13,8%	
Count	162	100,0%	
Asked*	162	16,1%	
Not asked	843	83,9%	
Number of participants	1005	100,0%	

*Asked: Those who answered “Internet” in question Q10

RESPONSE DISTRIBUTION | CROSS SPLITS

(Multiple answers)

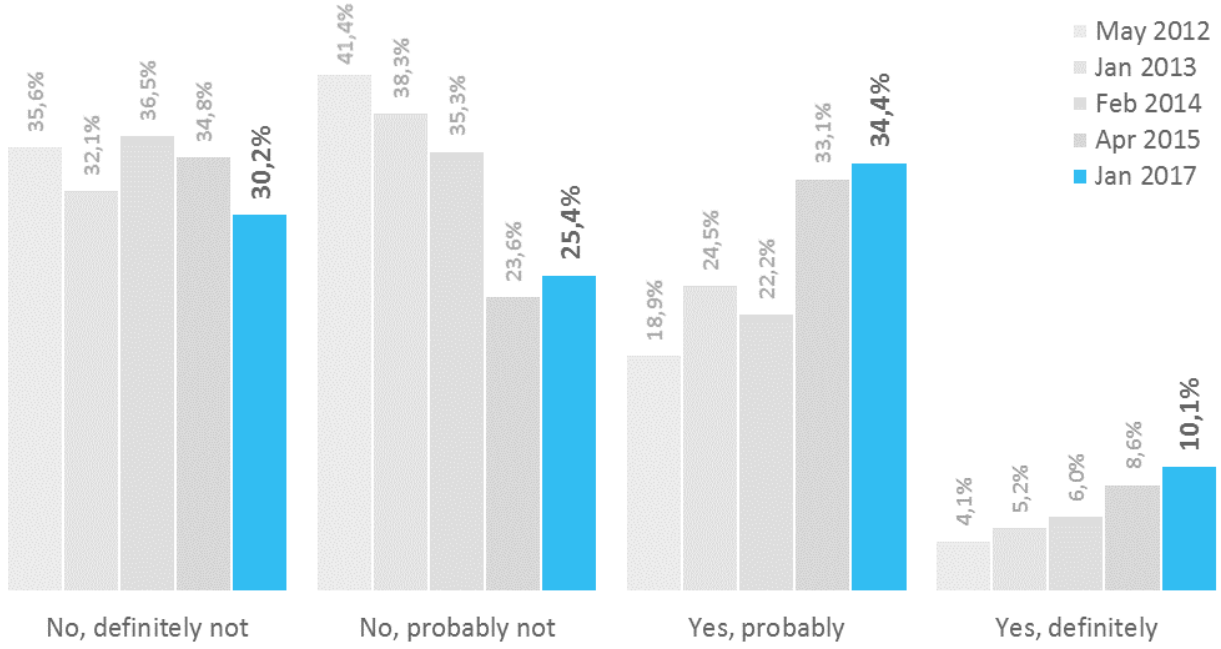
		Facebook	YouTube	Online news site/sites	Instagram	Twitter	Blog/blogs	Google+	Pinterest
All	139	61%	34%	21%	18%	16%	13%	13%	10%
Gender									
Male	84	64%	40%	26%	15%	16%	14%	13%	9%
Female	55	56%	25%	13%	22%	16%	13%	13%	11%
Age									
18 - 29	45	67%	34%	15%	30%	17%	13%	2%	15%
30 - 59	61	62%	41%	21%	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)	21	48%	14%	23%	0%	5%	0%	10%	5%
Retired	27	52%	24%	32%	8%	8%	16%	24%	4%
Residence									
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%	30%	12%	25%	25%	15%	17%	11%
University higher degree (M.Sc, Ph.D)	39	65%	39%	27%	21%	19%	24%	7%	10%
Employment									
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%
Low average	33	64%	32%	16%	12%	27%	7%	9%	6%
Average	43	57%	34%	24%	18%	11%	15%	9%	7%
High or high average	33	62%	26%	25%	22%	19%	15%	19%	15%
Travelled abroad last 2 years									
Never	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									
The Sun Lovers	21	48%	14%	19%	5%	9%	13%	15%	10%
Active Traveller	36	60%	22%	25%	14%	8%	8%	20%	3%
Adventure Traveller	34	83%	42%	24%	31%	20%	26%	6%	21%
The Holidaymaker	8	39%	48%	13%	0%	0%	25%	0%	11%
The Mainstream Bargain Traveller	39	53%	47%	18%	20%	27%	5%	15%	8%

*Asked: Those who answered “Internet” in question Q10

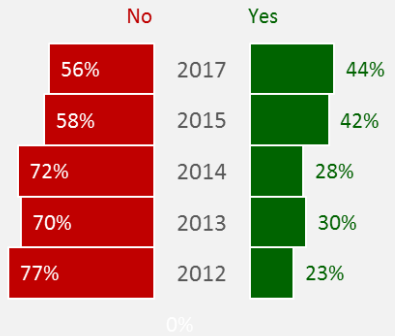
[Q12] Would you consider travelling to Iceland during the months of September through to April?

France

RESPONSE DISTRIBUTION



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 answer	182	18,2%	
Count	1005	100,0%	
Asked*	1005	100,0%	
Not asked	0	0,0%	
Number of participants	1005	100,0%	

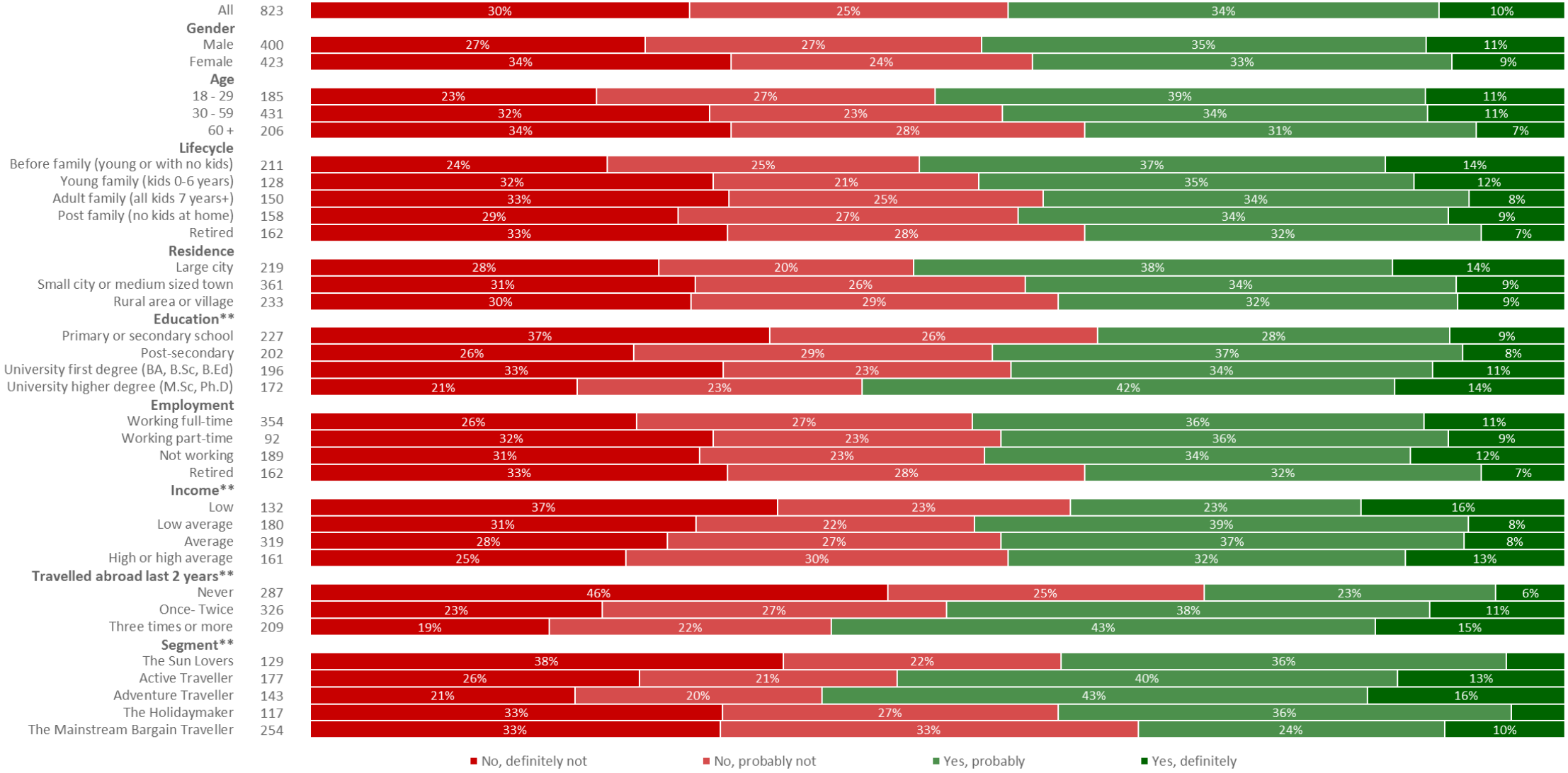


*Asked: All respondents

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

France

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

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

Detailed Results | Germany

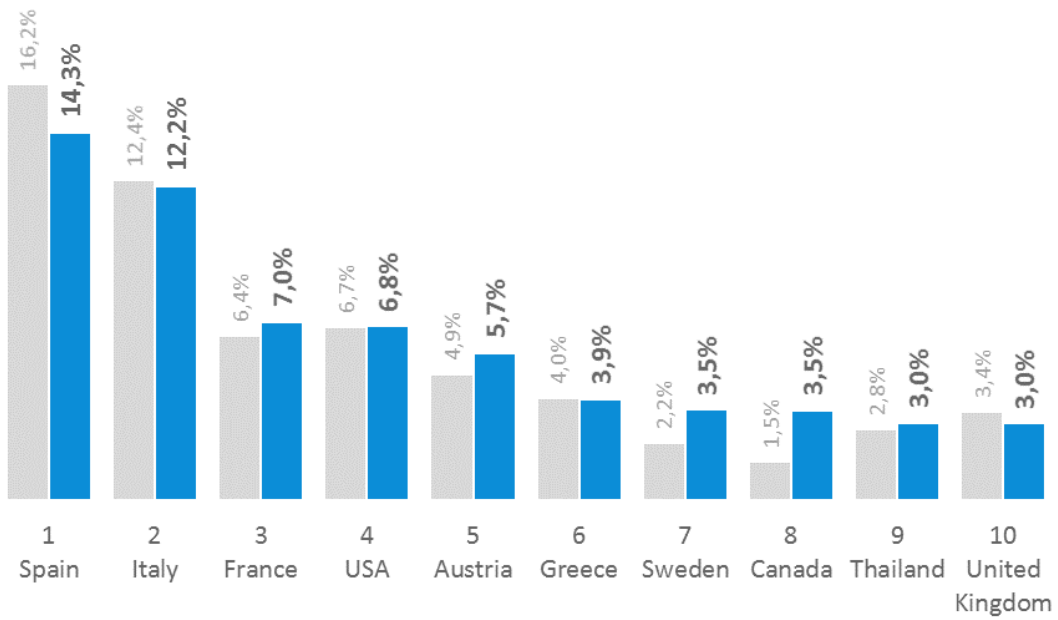
[Q1_1] Which countries come to mind when you think about travel destinations to experience both nature and culture?

First mention | Germany

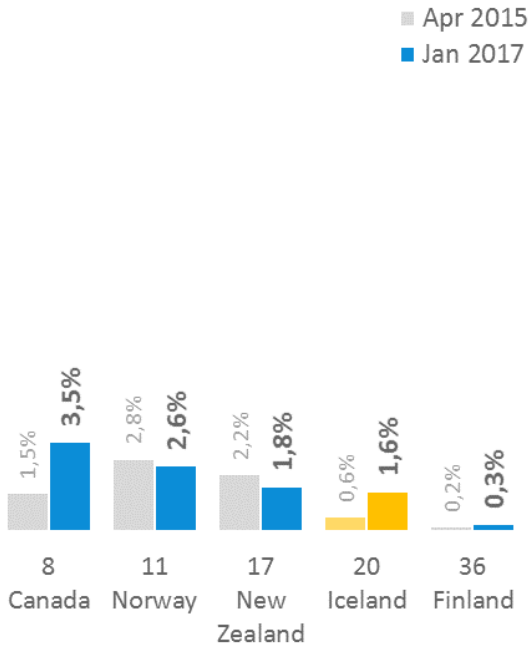
CATEGORIZED RESPONSE DISTRIBUTION

(First of up to three mentions)

Top 10 mentions



Comparason countries



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Spain	138	14,3%	2,2%
Italy	118	12,2%	2,1%
France	67	7,0%	1,6%
USA	65	6,8%	1,6%
Austria	55	5,7%	1,5%
Greece	38	3,9%	1,2%
Sweden	34	3,5%	1,2%
Canada	34	3,5%	1,2%
Thailand	29	3,0%	1,1%
United Kingdom	29	3,0%	1,1%

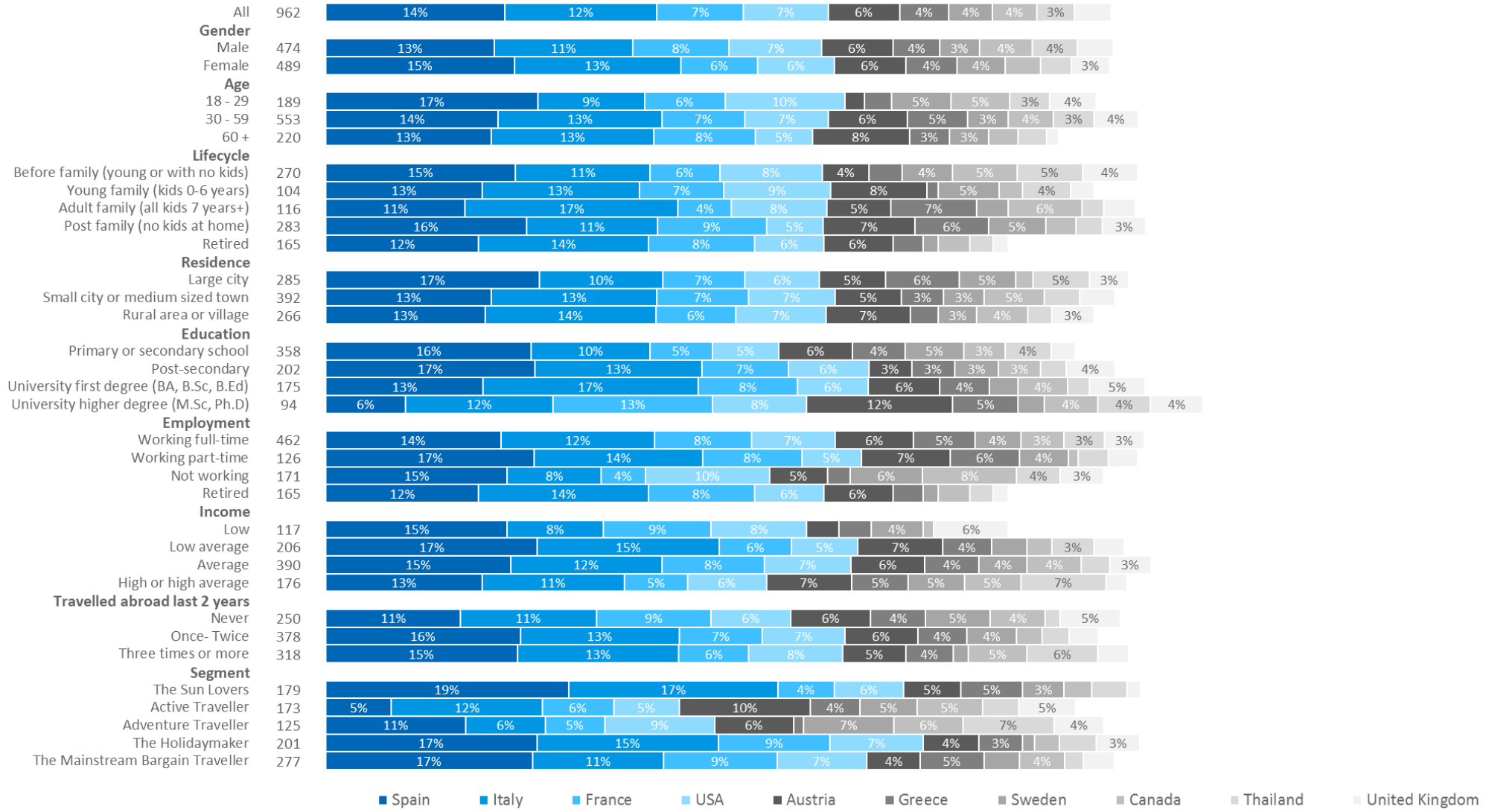
Comparison countries			
Canada	34	3,5%	1,2%
Norway	25	2,6%	1,0%
New Zealand	17	1,8%	0,8%
Iceland	15	1,6%	0,8%
Finland	3	0,3%	0,4%

Answered	962	91,9%	
Did not answer	85	8,1%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents
** Excluding your own country

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

(First of up to three mentions)



*Asked: All respondents
** Excluding your own country

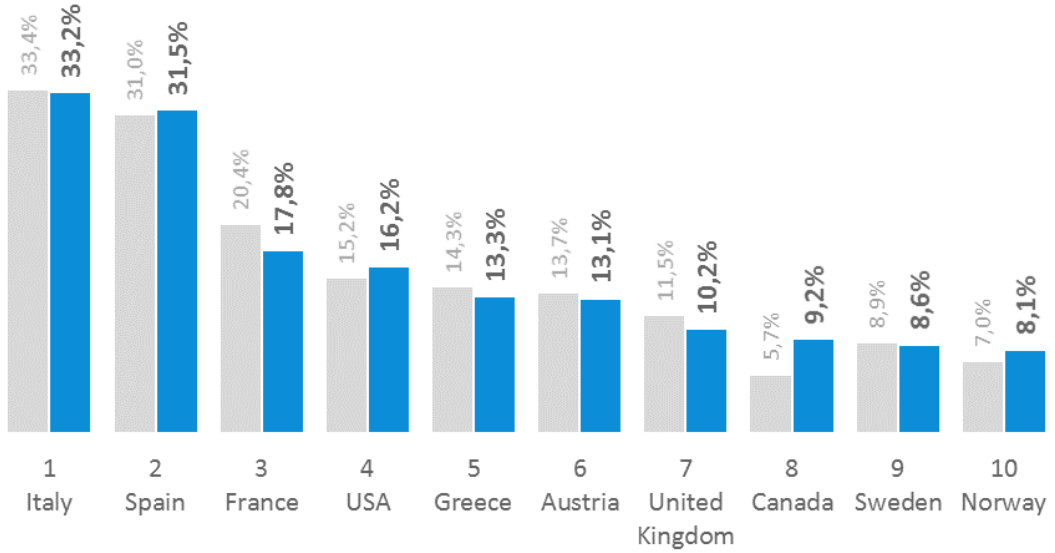
[Q1_A] Which countries come to mind when you think about travel destinations to experience both nature and culture?

All mentions | Germany

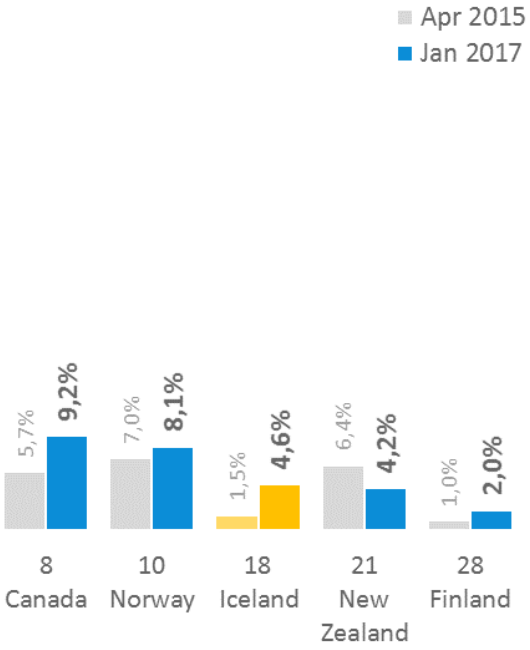
CATEGORIZED RESPONSE DISTRIBUTION

(Up to three mentions)

Top 10 mentions



Comparason countries



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Italy	335	33,2%	2,9%
Spain	318	31,5%	2,9%
France	180	17,8%	2,4%
USA	164	16,2%	2,3%
Greece	135	13,3%	2,1%
Austria	133	13,1%	2,1%
United Kingdom	103	10,2%	1,9%
Canada	93	9,2%	1,8%
Sweden	87	8,6%	1,7%
Norway	82	8,1%	1,7%

Comparison countries			
Canada	93	9,2%	1,8%
Norway	82	8,1%	1,7%
Iceland	46	4,6%	1,3%
New Zealand	42	4,2%	1,2%
Finland	20	2,0%	0,9%

Answered	1010	96,5%
Did not answer	37	3,5%
Count	1047	100,0%
Asked*	1047	100,0%
Not asked	0	0,0%
Number of participants	1047	100,0%

*Asked: All respondents
** Excluding your own country

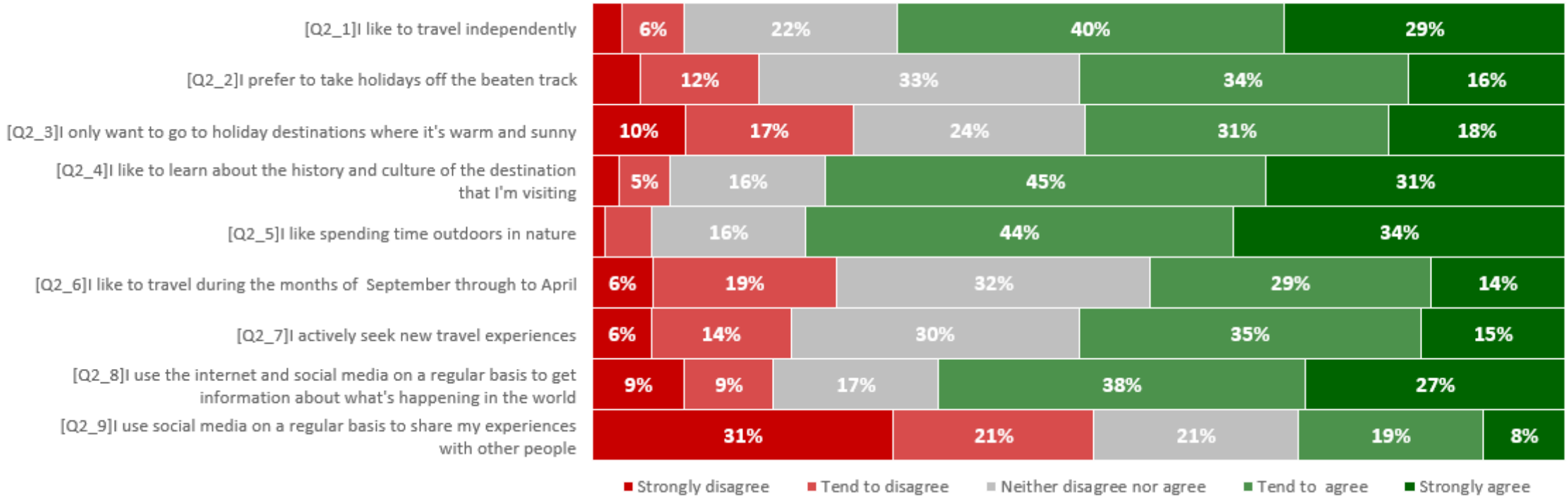
CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

(Up to three mentions)

		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%	9%	10%	8%	8%
Female	511	35%	34%	15%	15%	14%	12%	11%	8%	9%	8%
Age											
18 - 29	198	32%	35%	14%	25%	10%	5%	9%	12%	11%	8%
30 - 59	583	33%	30%	17%	17%	15%	13%	12%	8%	8%	7%
60 +	230	35%	31%	22%	7%	12%	20%	8%	10%	9%	12%
Lifecycle											
Before family (young or with no kids)	277	33%	34%	14%	24%	12%	6%	9%	11%	10%	6%
Young family (kids 0-6 years)	113	33%	31%	18%	19%	6%	12%	10%	8%	11%	13%
Adult family (all kids 7 years+)	124	31%	30%	17%	18%	17%	17%	10%	10%	9%	6%
Post family (no kids at home)	291	35%	30%	22%	11%	17%	15%	10%	8%	8%	9%
Retired	176	31%	32%	18%	8%	12%	18%	10%	10%	7%	10%
Residence											
Large city	300	33%	33%	20%	17%	13%	10%	11%	7%	9%	8%
Small city or medium sized town	412	31%	33%	16%	17%	15%	12%	10%	10%	8%	8%
Rural area or village	276	37%	28%	18%	14%	11%	18%	9%	11%	9%	9%
Education											
Primary or secondary school	376	28%	33%	14%	14%	14%	13%	10%	9%	9%	10%
Post-secondary	211	36%	36%	20%	19%	12%	14%	10%	8%	6%	7%
University first degree (BA, B.Sc, B.Ed)	183	40%	31%	19%	12%	11%	11%	8%	10%	11%	7%
University higher degree (M.Sc, Ph.D)	99	43%	25%	25%	18%	12%	19%	14%	10%	7%	4%
Employment											
Working full-time	481	35%	32%	18%	18%	15%	13%	8%	9%	8%	9%
Working part-time	137	35%	30%	21%	11%	14%	15%	10%	5%	11%	6%
Not working	174	28%	30%	15%	23%	10%	8%	15%	13%	10%	6%
Retired	176	31%	32%	18%	8%	12%	18%	10%	10%	7%	10%
Income											
Low	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%	7%	12%	12%	9%
Travelled abroad last 2 years											
Never	271	29%	27%	20%	17%	13%	12%	14%	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	182	40%	47%	13%	15%	17%	13%	7%	7%	8%	4%
Active Traveller	181	31%	22%	19%	16%	9%	21%	14%	13%	9%	12%
Adventure Traveller	133	31%	19%	13%	18%	8%	14%	14%	12%	12%	14%
The Holidaymaker	211	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%

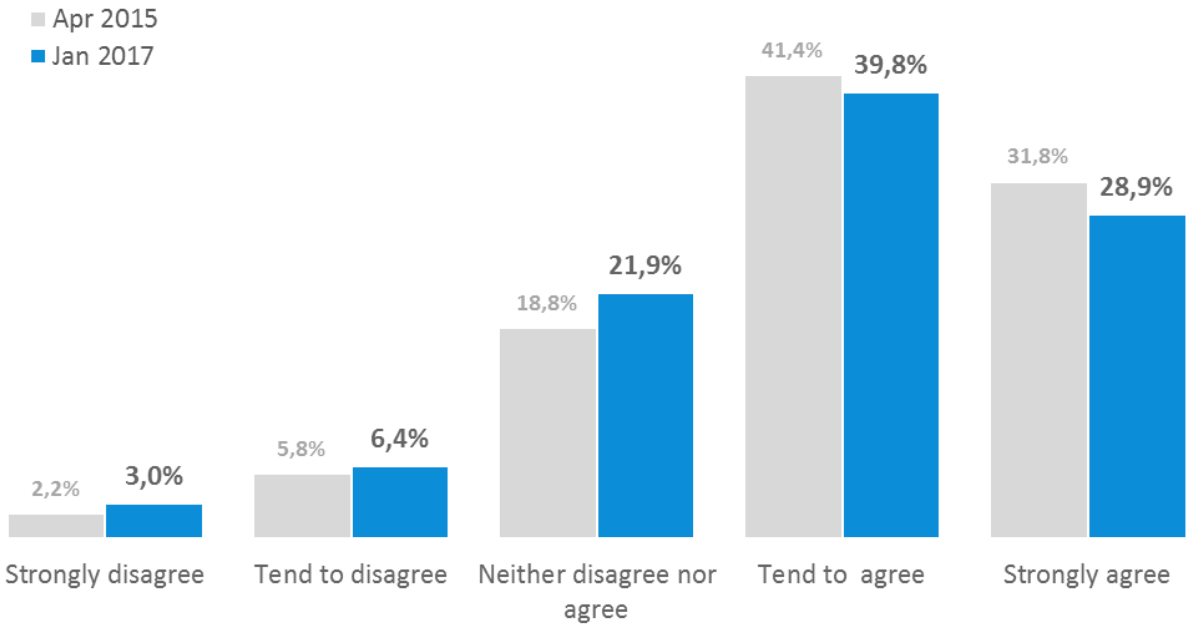
*Asked: All respondents
** Excluding your own country

RESPONSE DISTRIBUTION

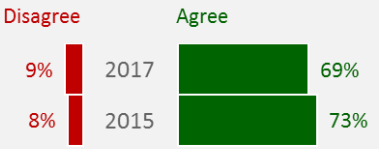


AVERAGE

RESPONSE DISTRIBUTION

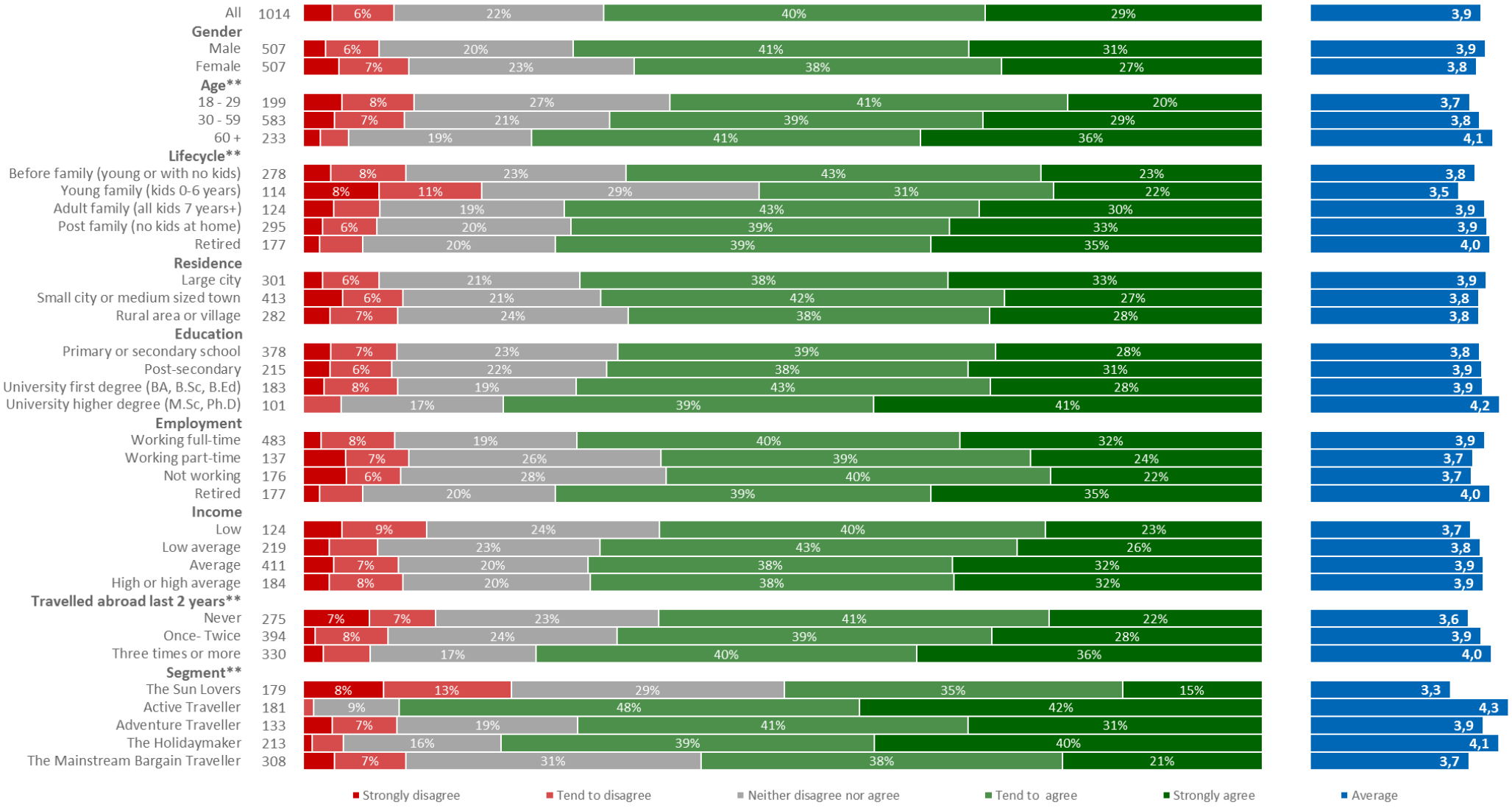


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	31	3,0%	1,1%
2 - Tend to disagree	65	6,4%	1,5%
3 - Neither disagree nor agree	222	21,9%	2,5%
4 - Tend to agree	403	39,8%	3,0%
5 - Strongly agree	293	28,9%	2,8%
Total	1014	100%	
Answered	1014	96,8%	
Did not answer	33	3,2%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

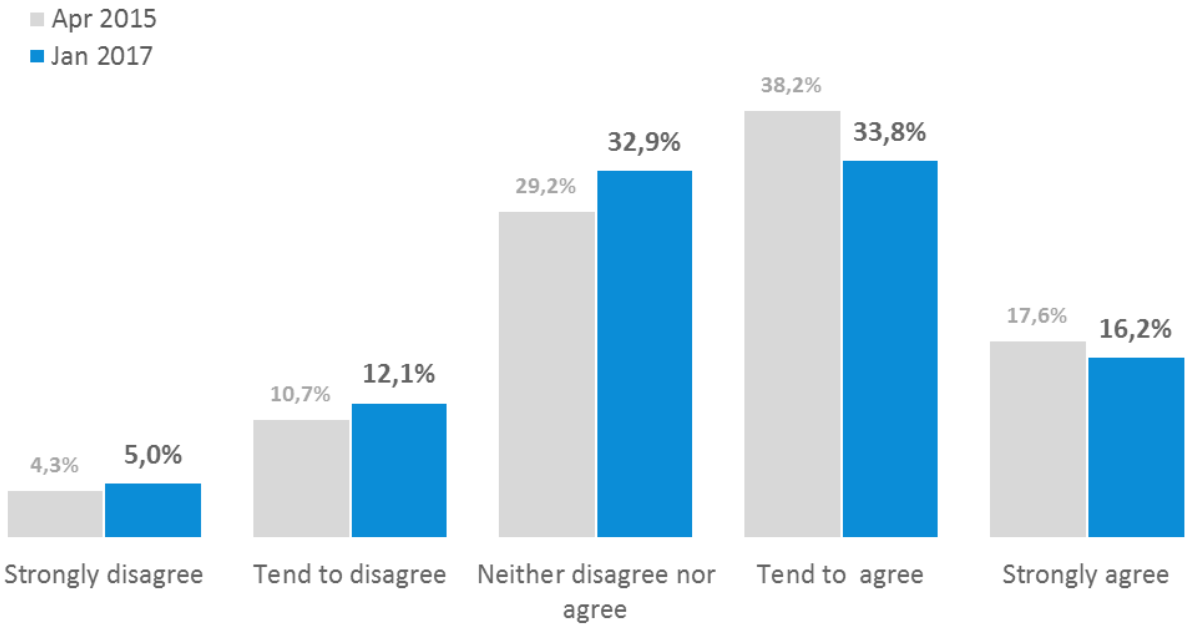
** Statistically significant difference between groups (p<0,05)

[Q2_2] I prefer to take holidays off the beaten track

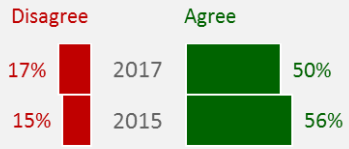
Germany

AVERAGE

RESPONSE DISTRIBUTION

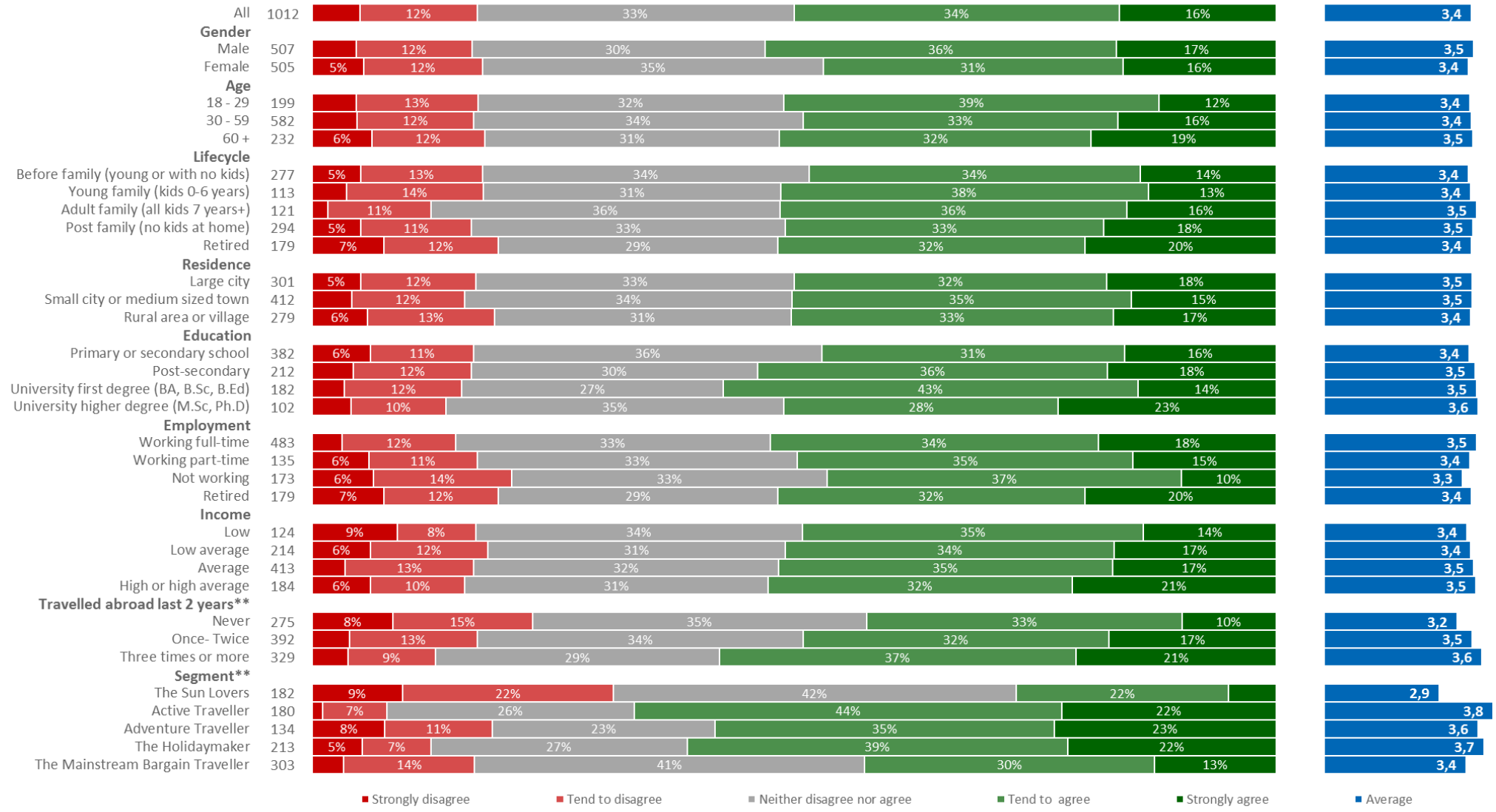


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	50	5,0%	1,3%
2 - Tend to disagree	123	12,1%	2,0%
3 - Neither disagree nor agree	333	32,9%	2,9%
4 - Tend to agree	342	33,8%	2,9%
5 - Strongly agree	164	16,2%	2,3%
Total	1012	100%	
Answered	1012	96,7%	
Did not answer	35	3,3%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

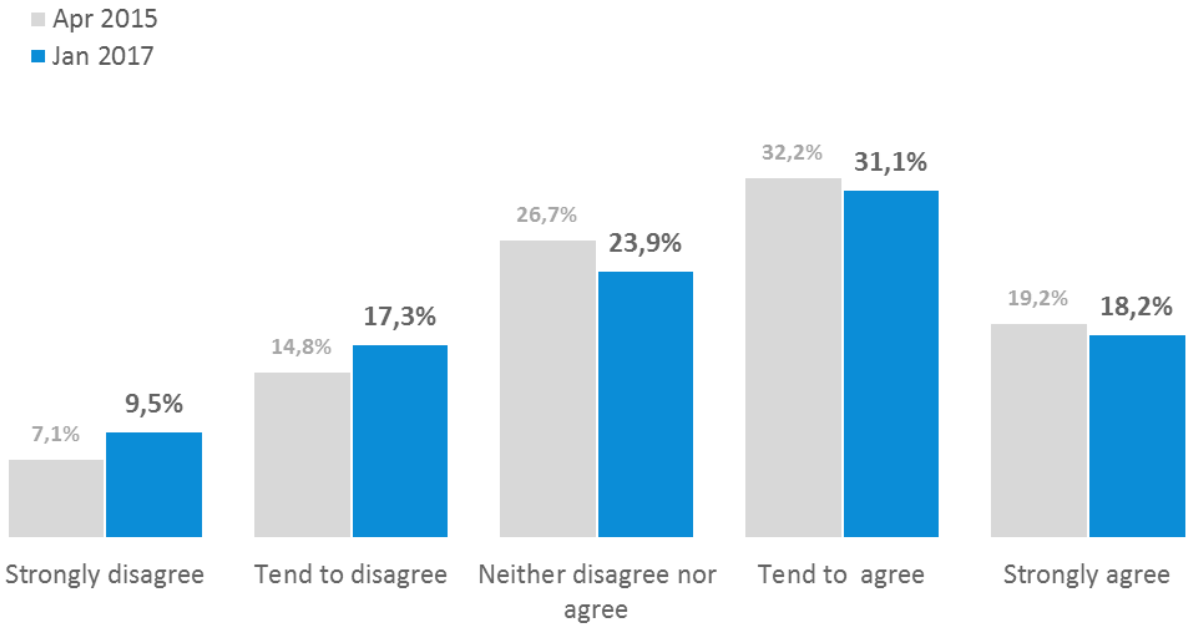
** Statistically significant difference between groups (p<0,05)

[Q2_3] I only want to go to holiday destinations where it's warm and sunny

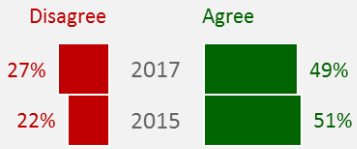
Germany

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	98	9,5%	1,8%
2 - Tend to disagree	177	17,3%	2,3%
3 - Neither disagree nor agree	245	23,9%	2,6%
4 - Tend to agree	319	31,1%	2,8%
5 - Strongly agree	187	18,2%	2,4%
Total	1025	100%	
Answered	1025	97,9%	
Did not answer	22	2,1%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

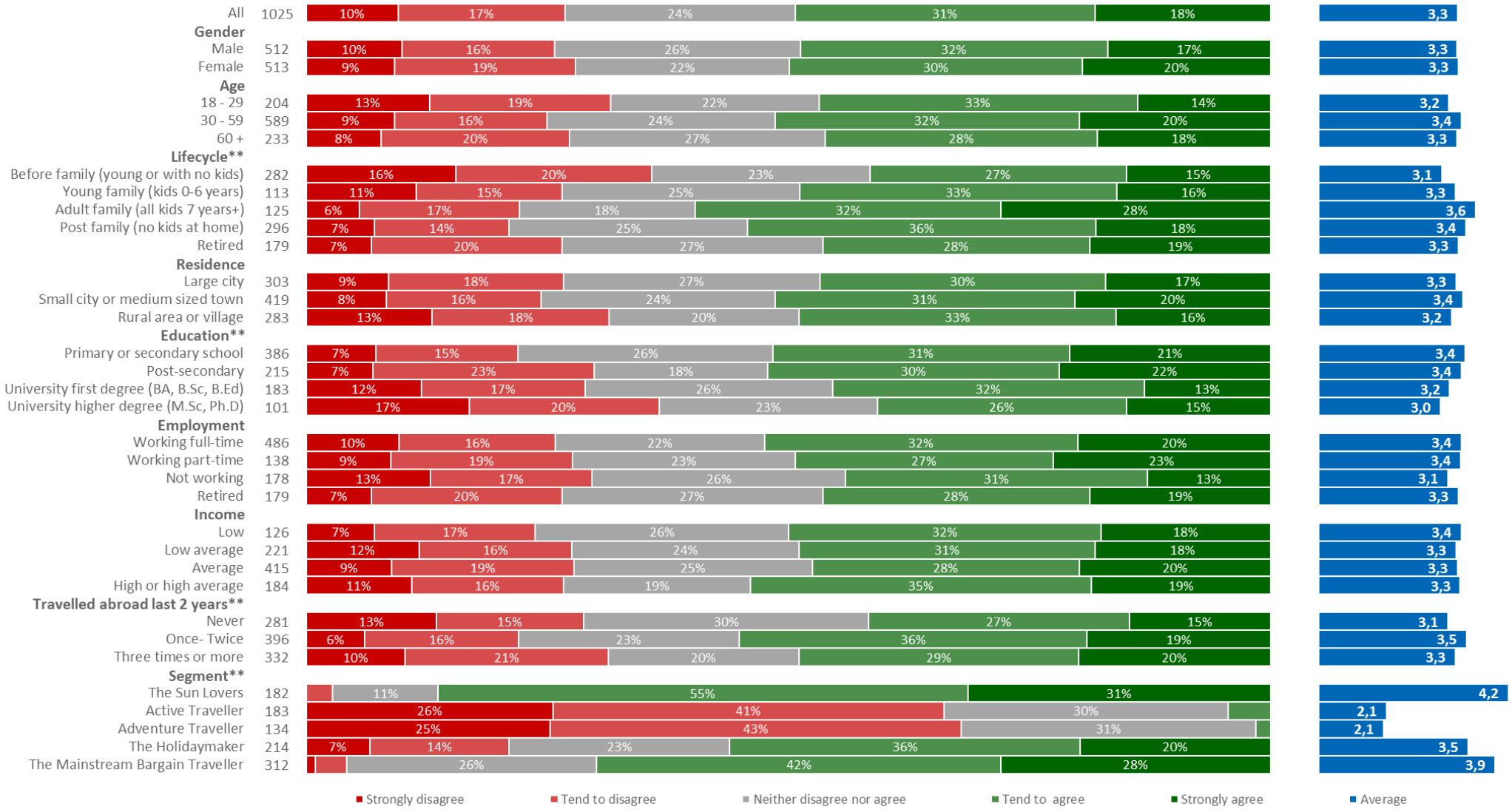


*Asked: All respondents

[Q2_3] I only want to go to holiday destinations where it's warm and sunny

Germany

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

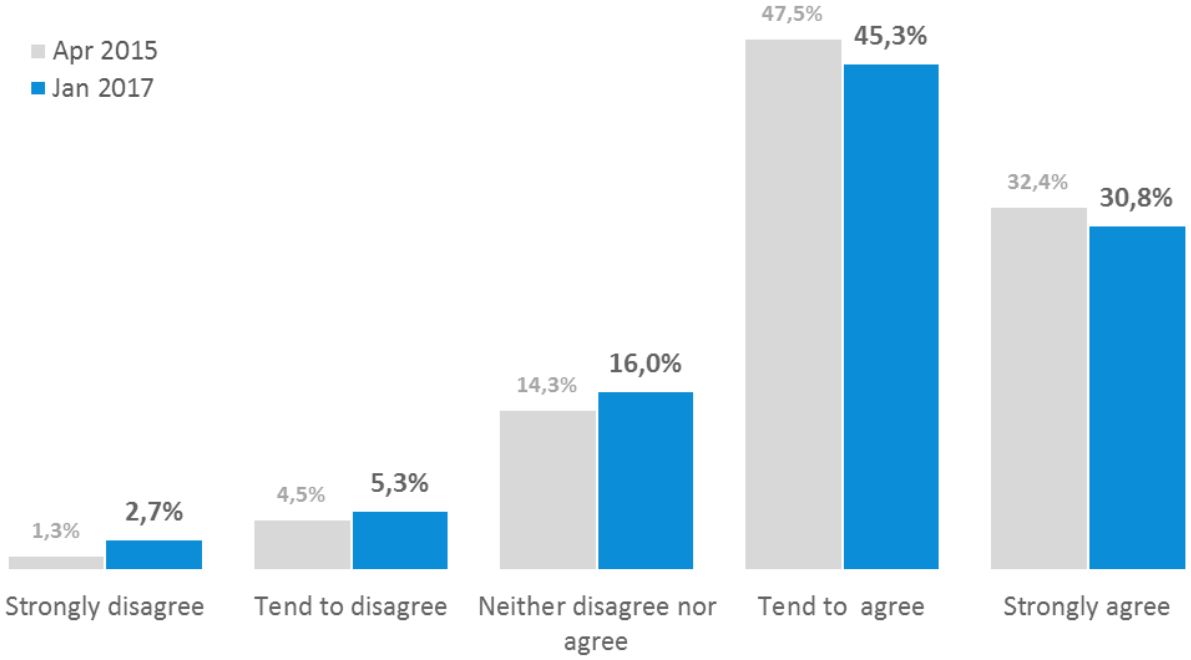
** Statistically significant difference between groups (p<0,05)

[Q2_4] I like to learn about the history and culture of the destination that I'm visiting

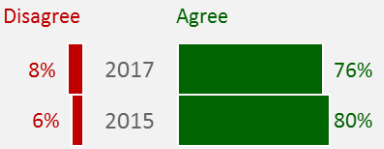
Germany

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
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 answer	26	2,5%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

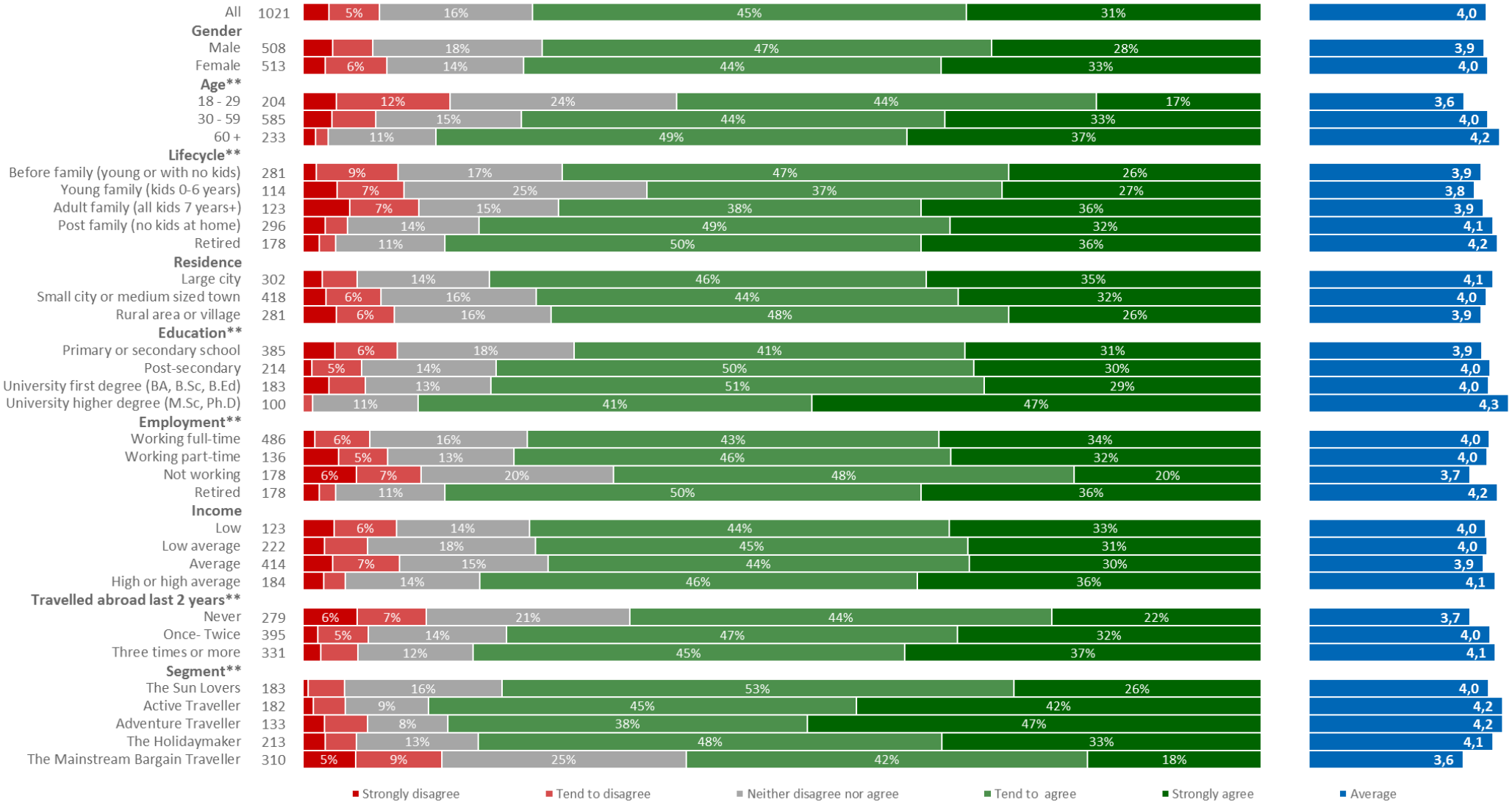


*Asked: All respondents

[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

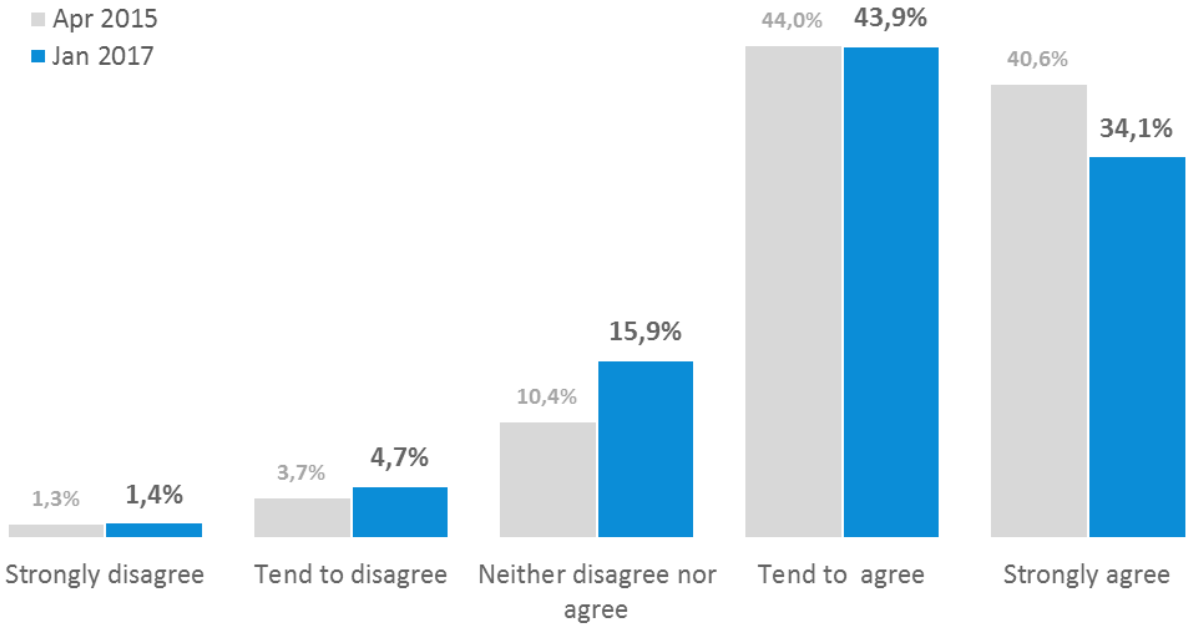
** Statistically significant difference between groups (p<0,05)

[Q2_5] I like spending time outdoors in nature

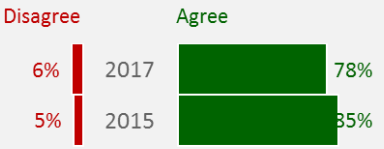
Germany

AVERAGE

RESPONSE DISTRIBUTION

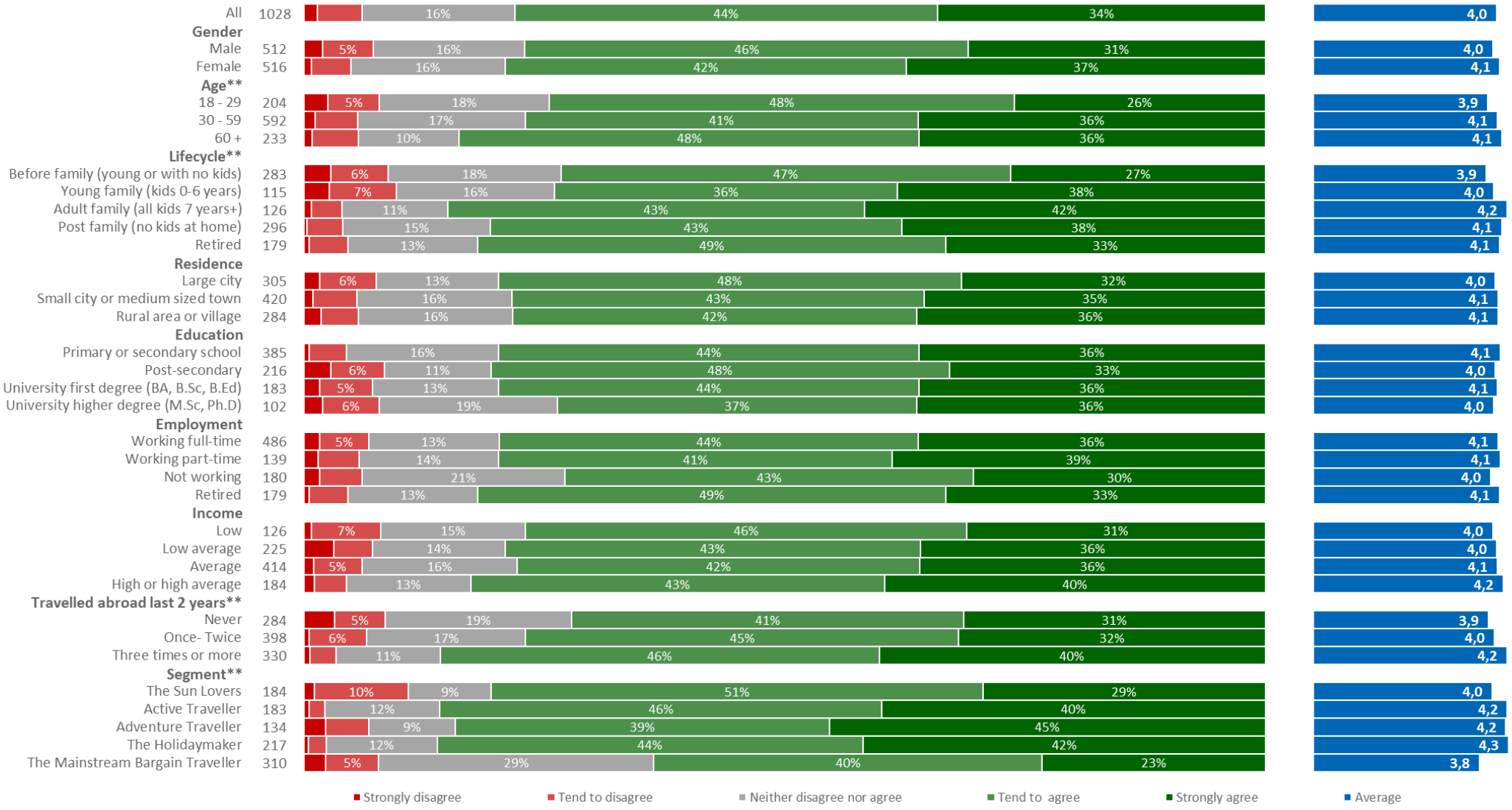


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	14	1,4%	0,7%
2 - Tend to disagree	48	4,7%	1,3%
3 - Neither disagree nor agree	164	15,9%	2,2%
4 - Tend to agree	452	43,9%	3,0%
5 - Strongly agree	351	34,1%	2,9%
Total	1028	100%	
Answered	1028	98,2%	
Did not answer	19	1,8%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



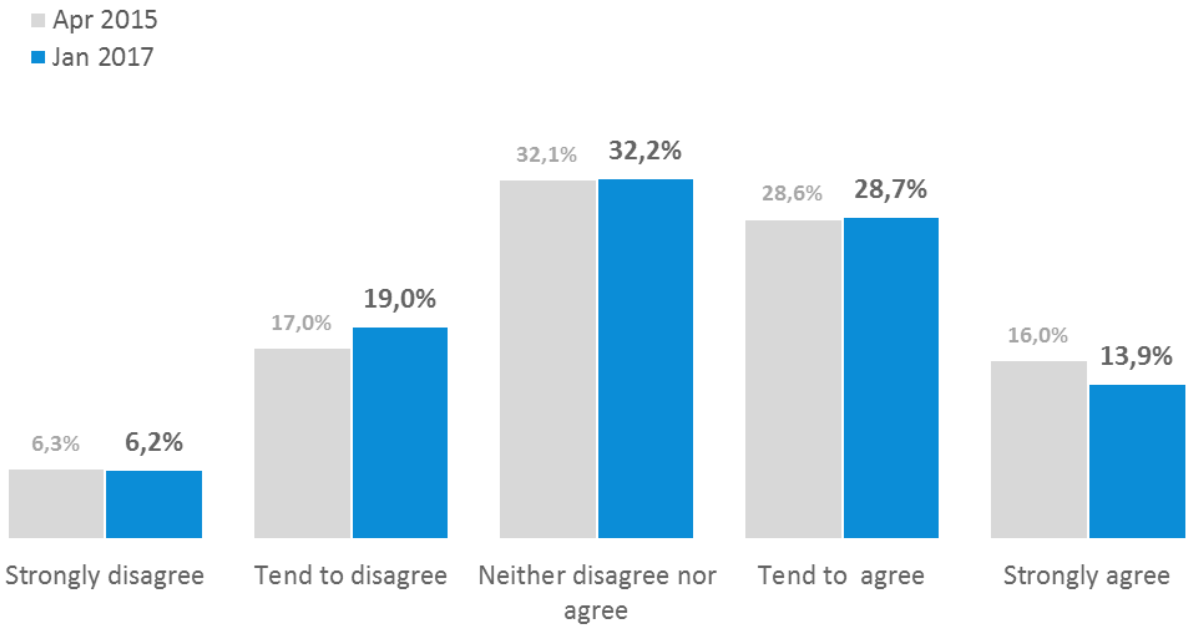
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q2_6] I like to travel during the months of September through to April

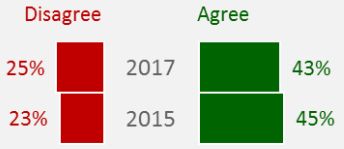
Germany

AVERAGE

RESPONSE DISTRIBUTION

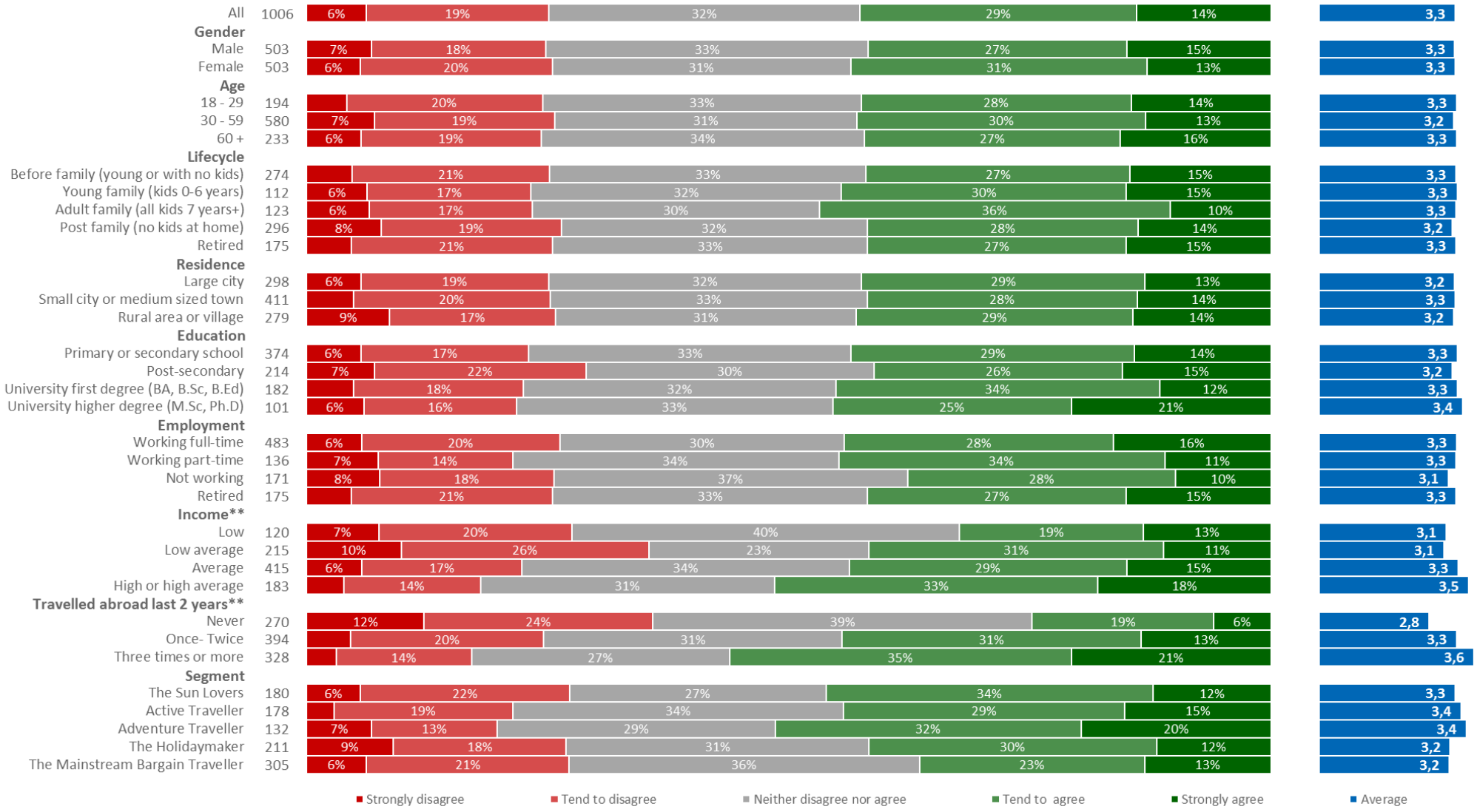


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	62	6,2%	1,5%
2 - Tend to disagree	191	19,0%	2,4%
3 - Neither disagree nor agree	324	32,2%	2,9%
4 - Tend to agree	289	28,7%	2,8%
5 - Strongly agree	140	13,9%	2,1%
Total	1006	100%	
Answered	1006	96,1%	
Did not answer	41	3,9%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

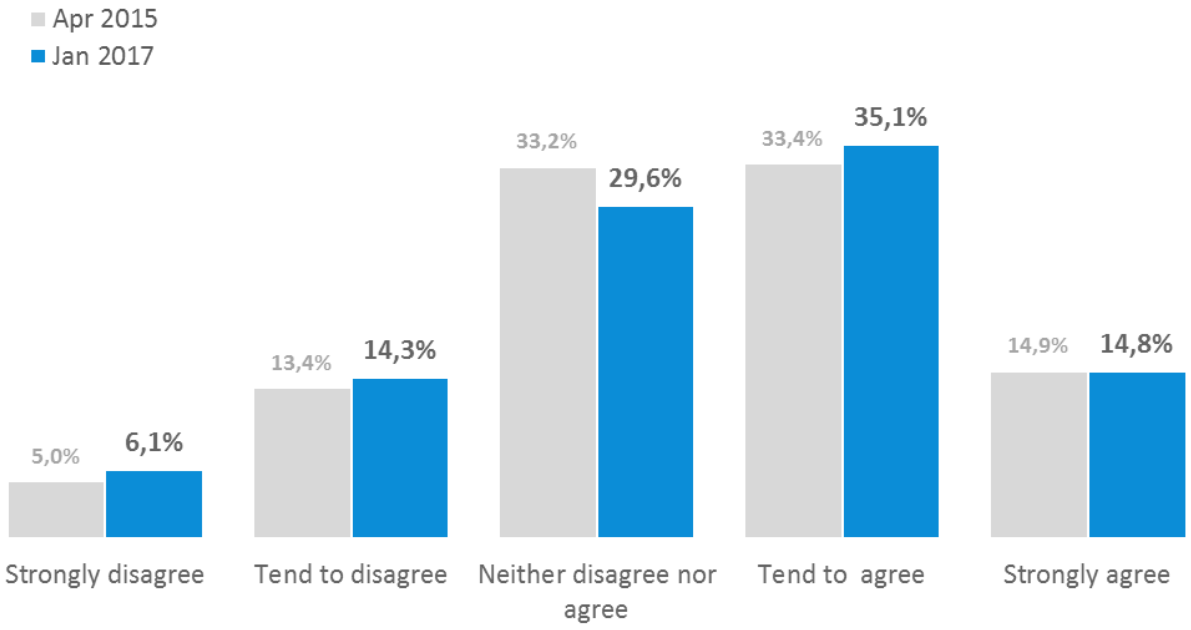
** Statistically significant difference between groups (p<0,05)

[Q2_7] I actively seek new travel experiences

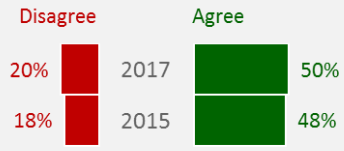
Germany

AVERAGE

RESPONSE DISTRIBUTION

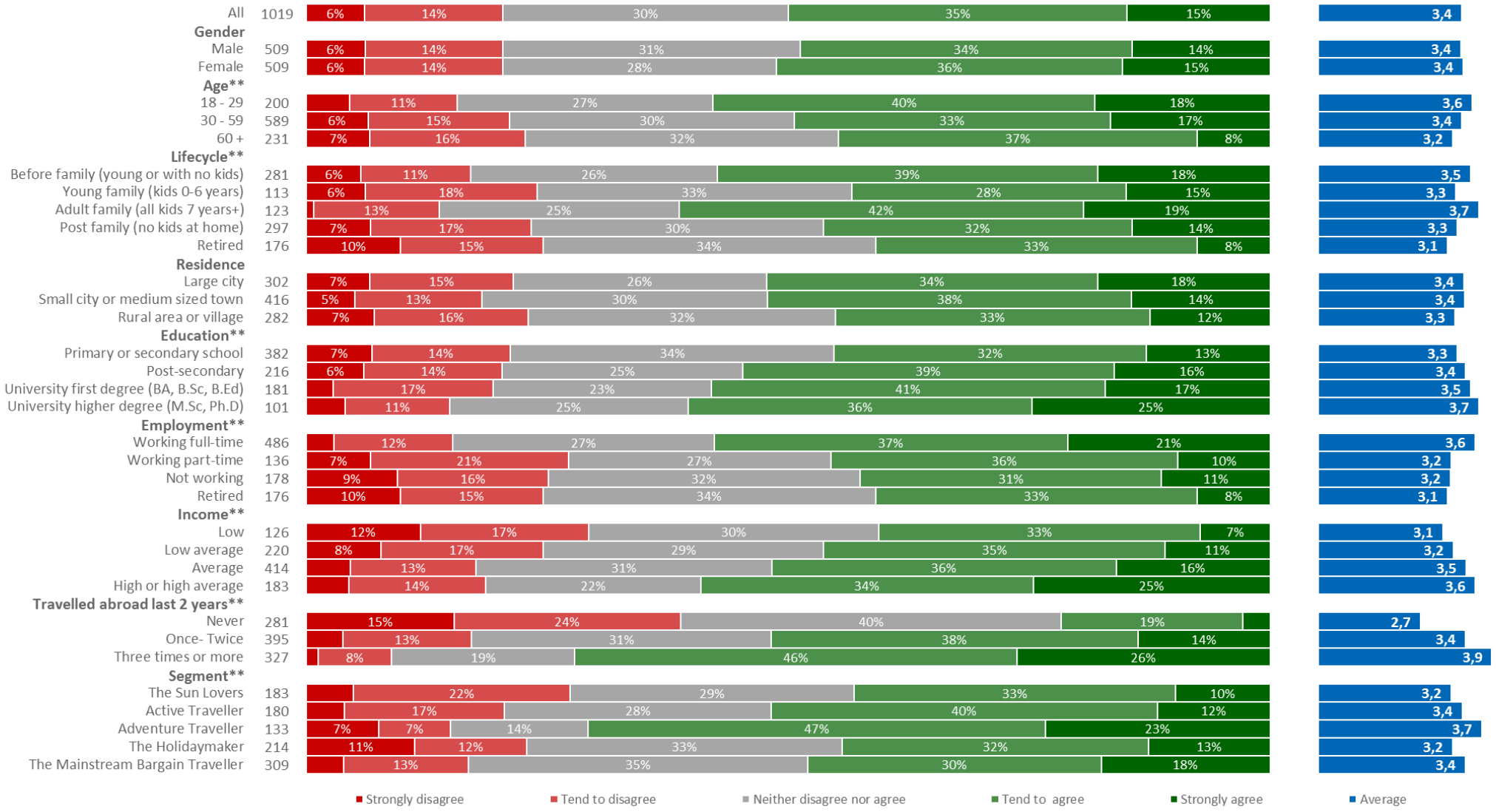


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	62	6,1%	1,5%
2 - Tend to disagree	146	14,3%	2,2%
3 - Neither disagree nor agree	302	29,6%	2,8%
4 - Tend to agree	358	35,1%	2,9%
5 - Strongly agree	151	14,8%	2,2%
Total	1019	100%	
Answered	1019	97,3%	
Did not answer	28	2,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

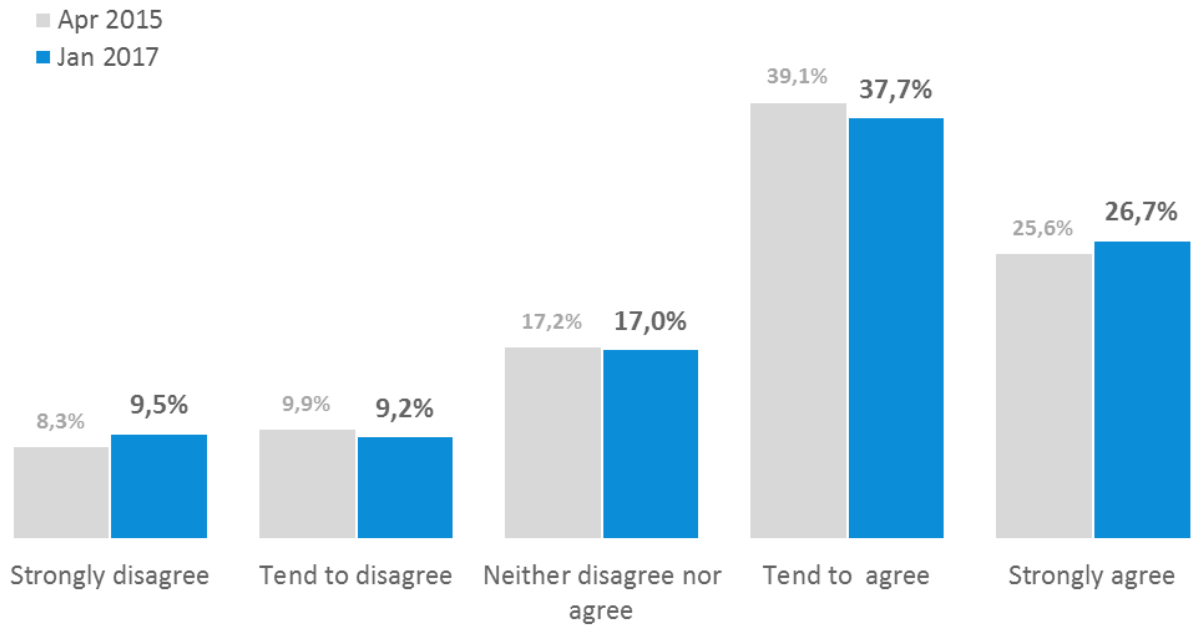
** Statistically significant difference between groups (p<0,05)

[Q2_8] I use the internet and social media on a regular basis to get information about what's happening in the world

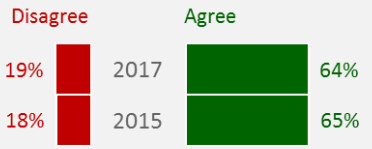
Germany

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	97	9,5%	1,8%
2 - Tend to disagree	94	9,2%	1,8%
3 - Neither disagree nor agree	174	17,0%	2,3%
4 - Tend to agree	386	37,7%	3,0%
5 - Strongly agree	274	26,7%	2,7%
Total	1025	100%	
Answered	1025	97,9%	
Did not answer	22	2,1%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

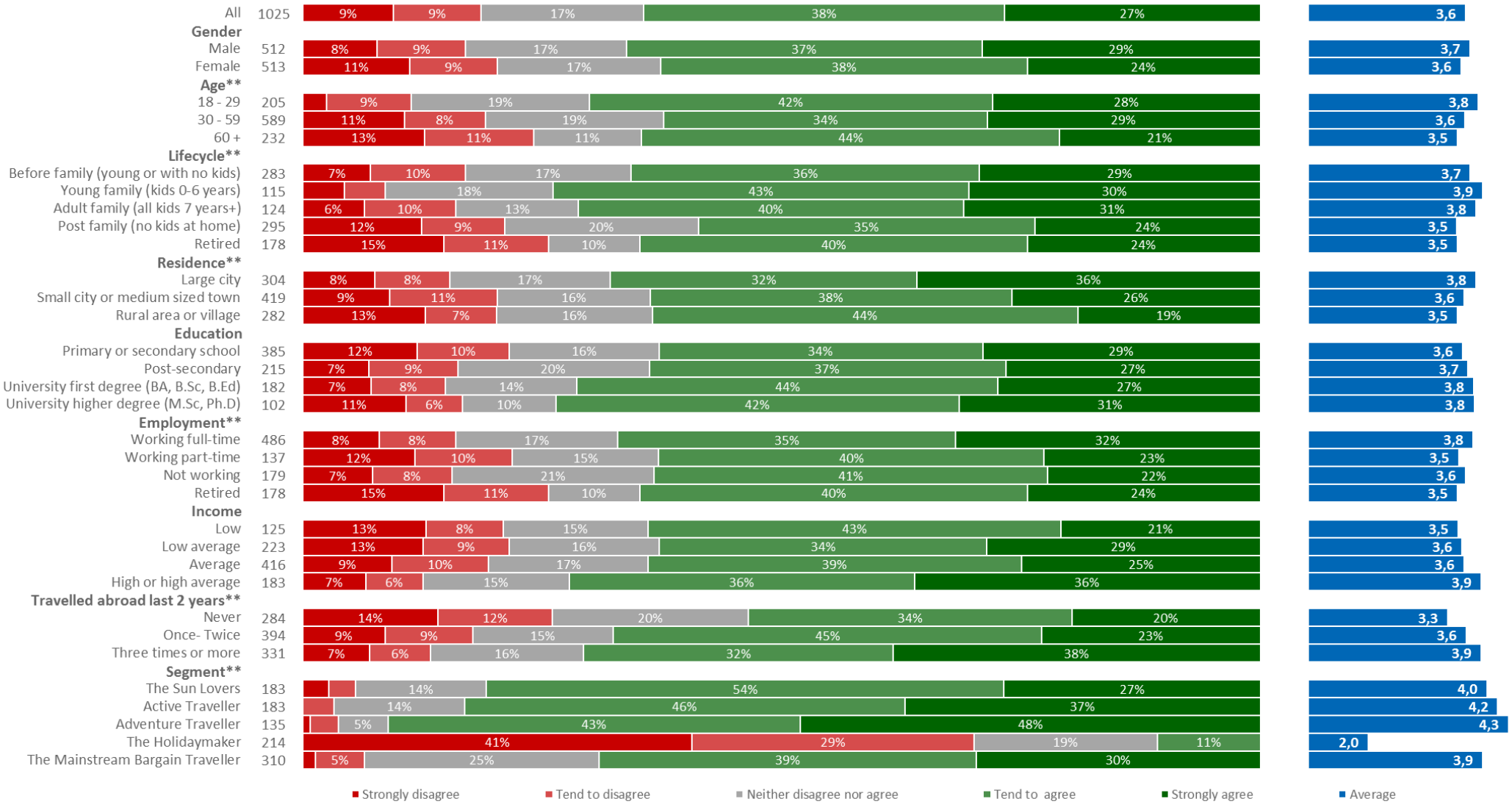


*Asked: All respondents

[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



*Asked: All respondents

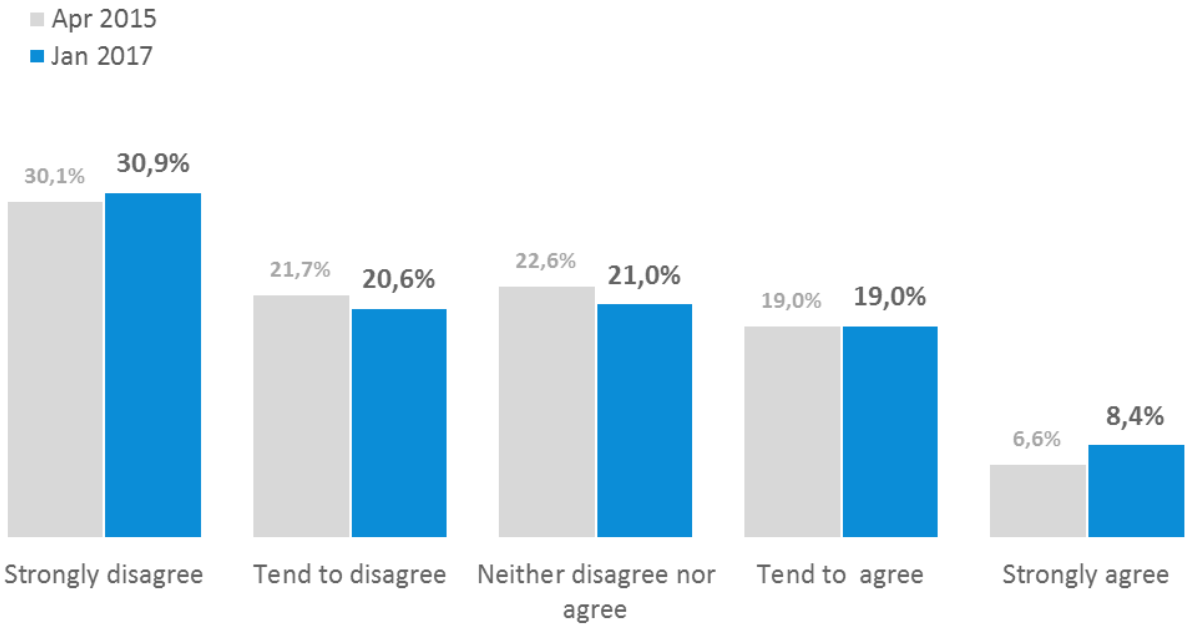
** Statistically significant difference between groups (p<0,05)

[Q2_9] I use social media on a regular basis to share my experiences with other people

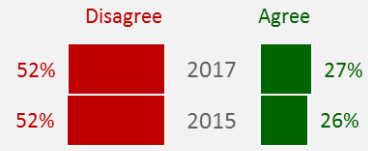
Germany

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	315	30,9%	2,8%
2 - Tend to disagree	210	20,6%	2,5%
3 - Neither disagree nor agree	214	21,0%	2,5%
4 - Tend to agree	194	19,0%	2,4%
5 - Strongly agree	86	8,4%	1,7%
Total	1019	100%	
Answered	1019	97,3%	
Did not answer	28	2,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

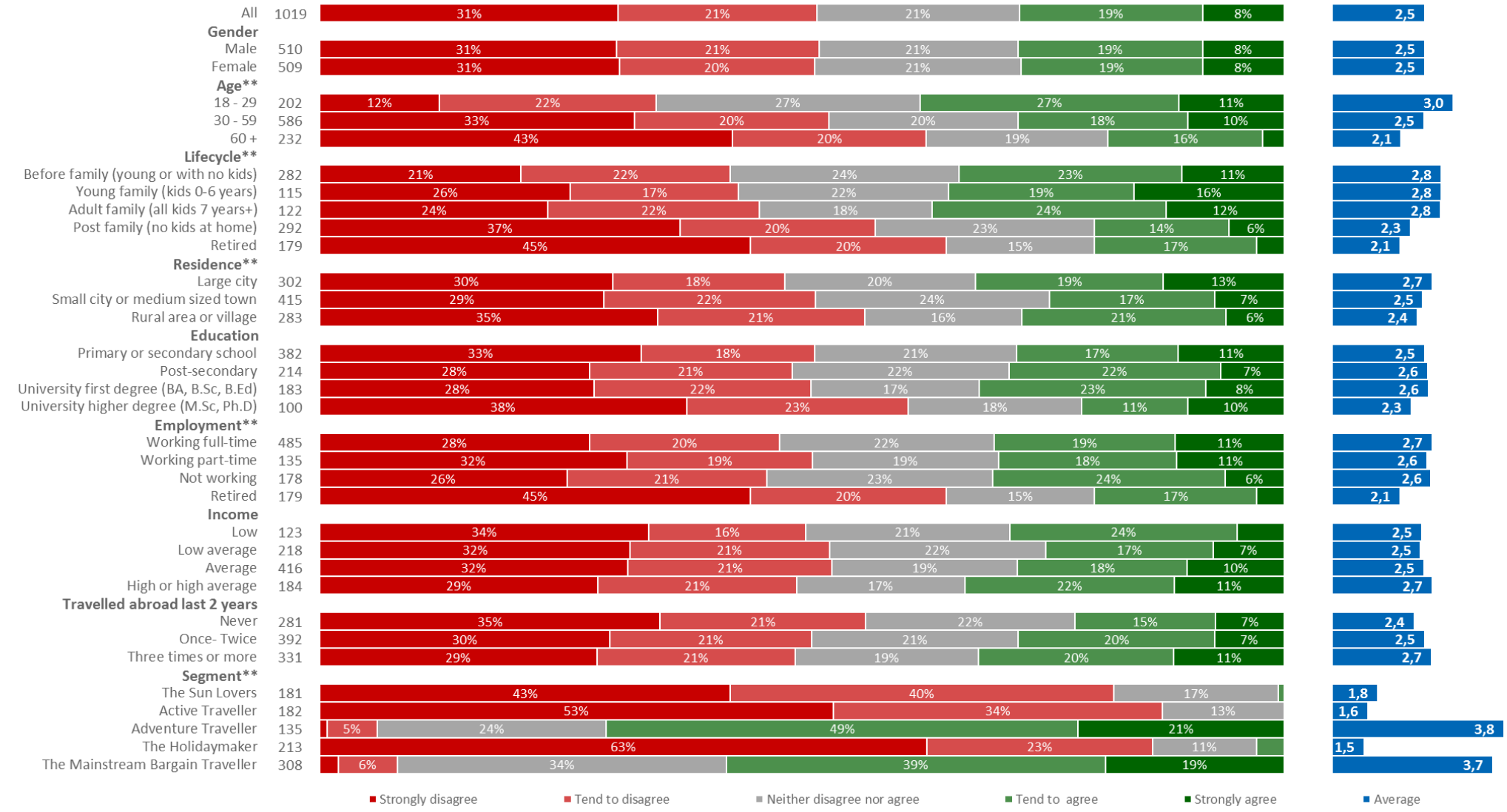


*Asked: All respondents

[Q2_9] I use social media on a regular basis to share my experiences with other people

Germany

RESPONSE DISTRIBUTION | CROSS SPLITS



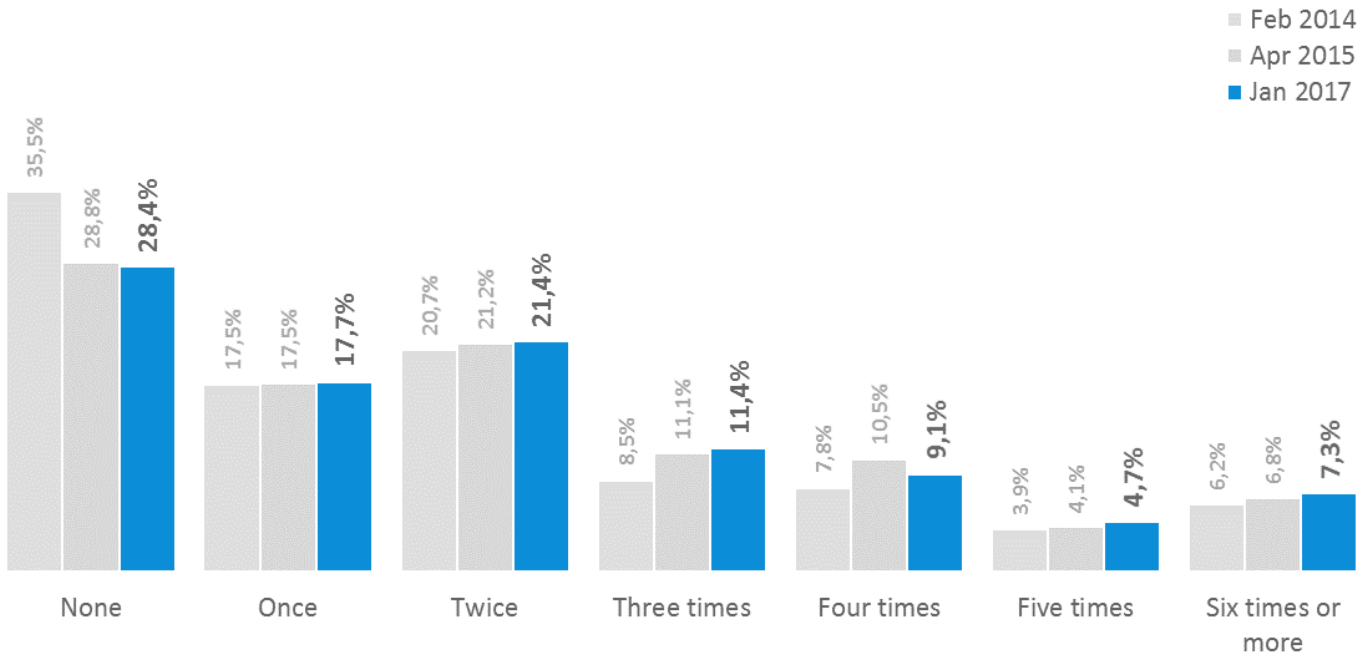
*Asked: All respondents

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

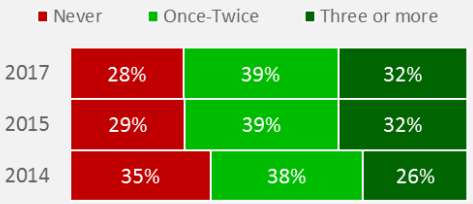
[Q3] Thinking about the past 2 years (i.e. since January 2015), how many times in total have you travelled abroad

Germany

RESPONSE DISTRIBUTION

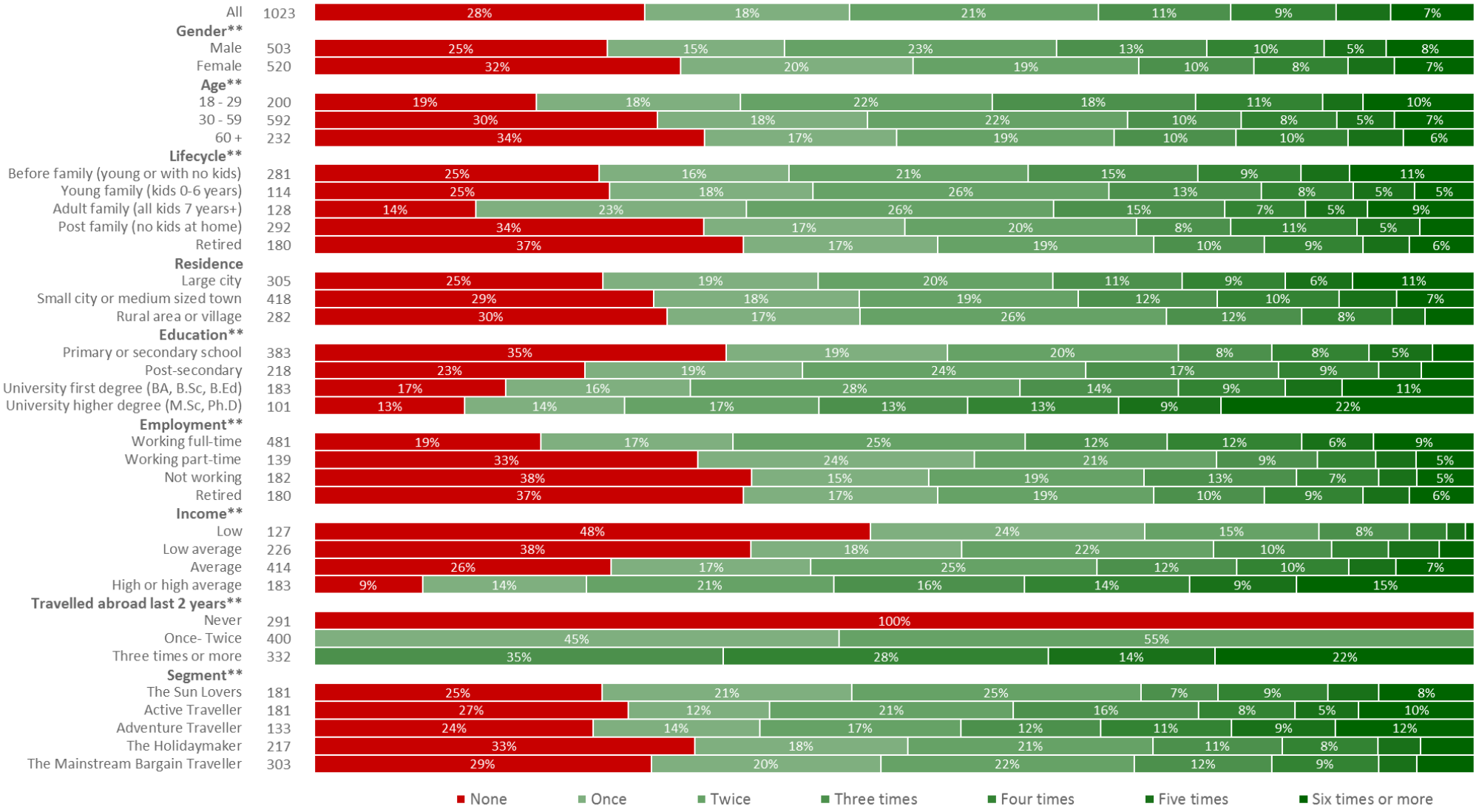


Answers	Count	Pct.%	Conf.lim +/-
None	291	28,4%	2,8%
Once	181	17,7%	2,3%
Twice	219	21,4%	2,5%
Three times	117	11,4%	2,0%
Four times	93	9,1%	1,8%
Five times	48	4,7%	1,3%
Six times or more	74	7,3%	1,6%
Total	1023	100%	
Answered	1023	97,7%	
Did not answer	24	2,3%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



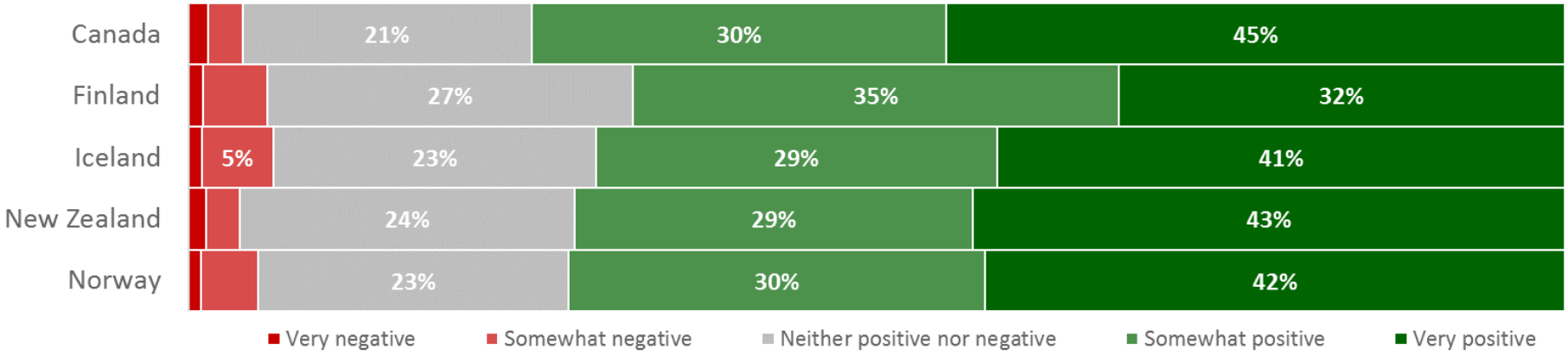
*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

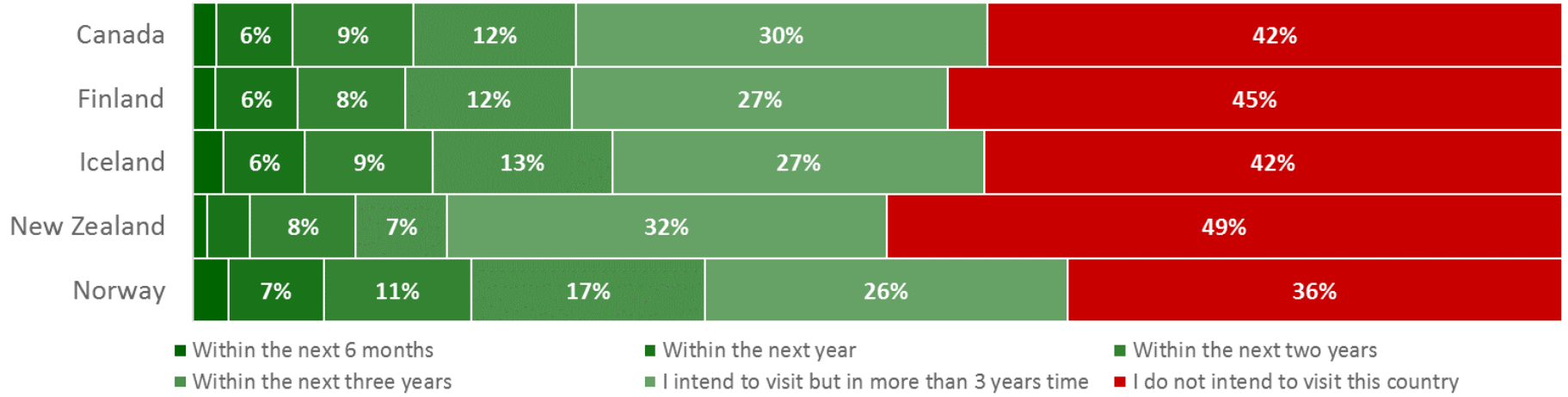


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

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



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

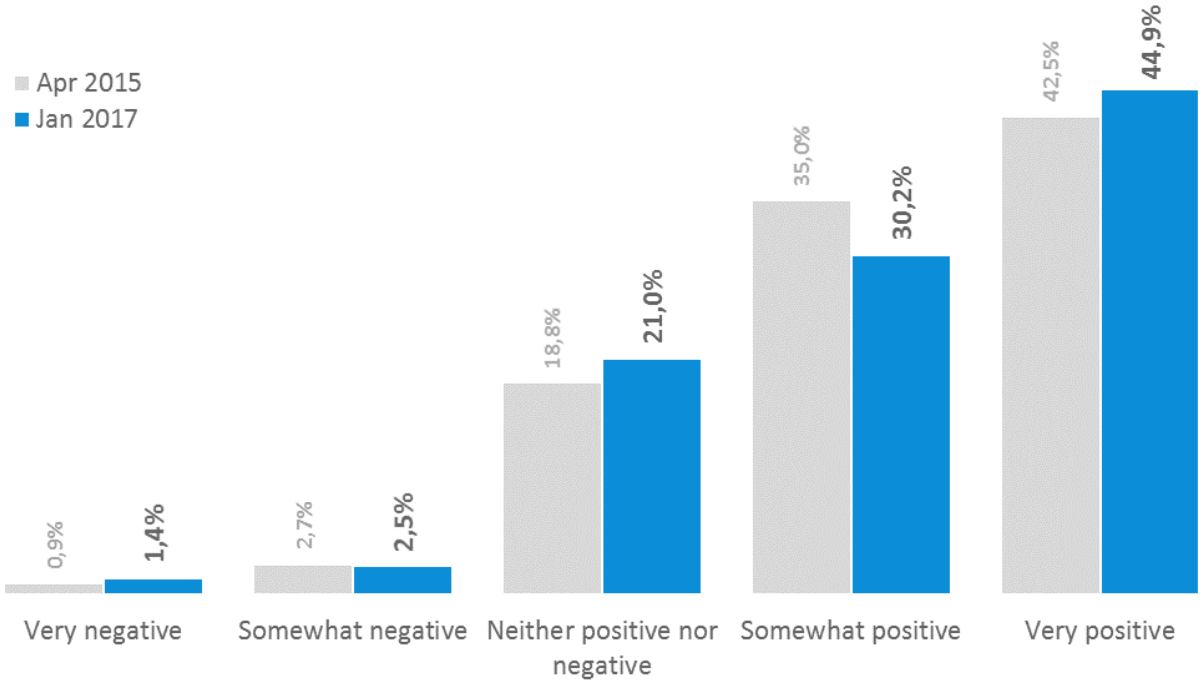


[Q4_1] How positive or negative are you towards CANADA as travel destination

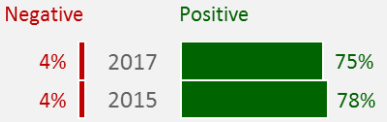
Germany

AVERAGE

RESPONSE DISTRIBUTION

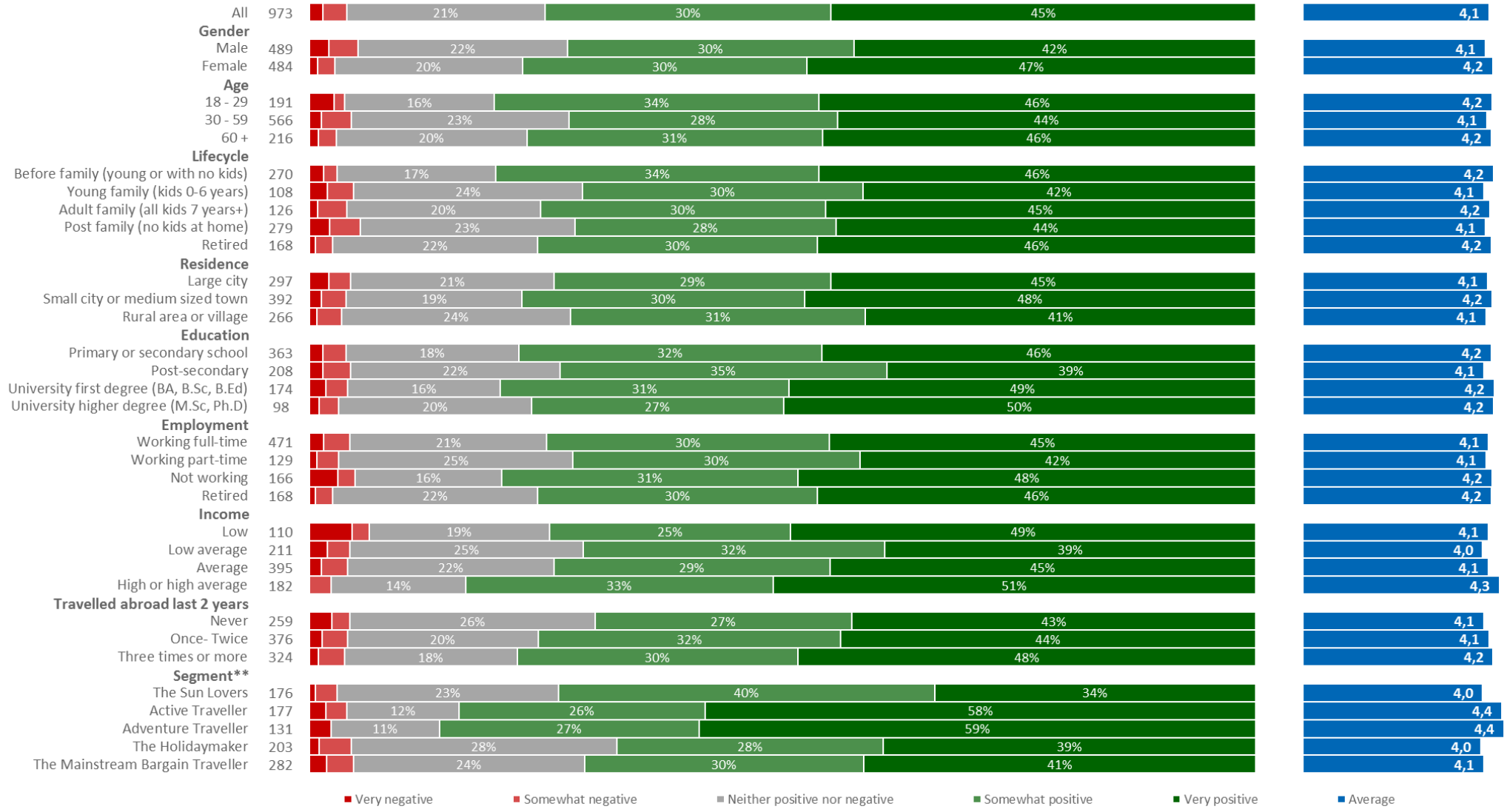


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	14	1,4%	0,7%
2 - Somewhat negative	24	2,5%	1,0%
3 - Neither positive nor negative	204	21,0%	2,6%
4 - Somewhat positive	293	30,2%	2,9%
5 - Very positive	437	44,9%	3,1%
Total	973	100%	
Answered	973	92,9%	
Did not answer	74	7,1%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

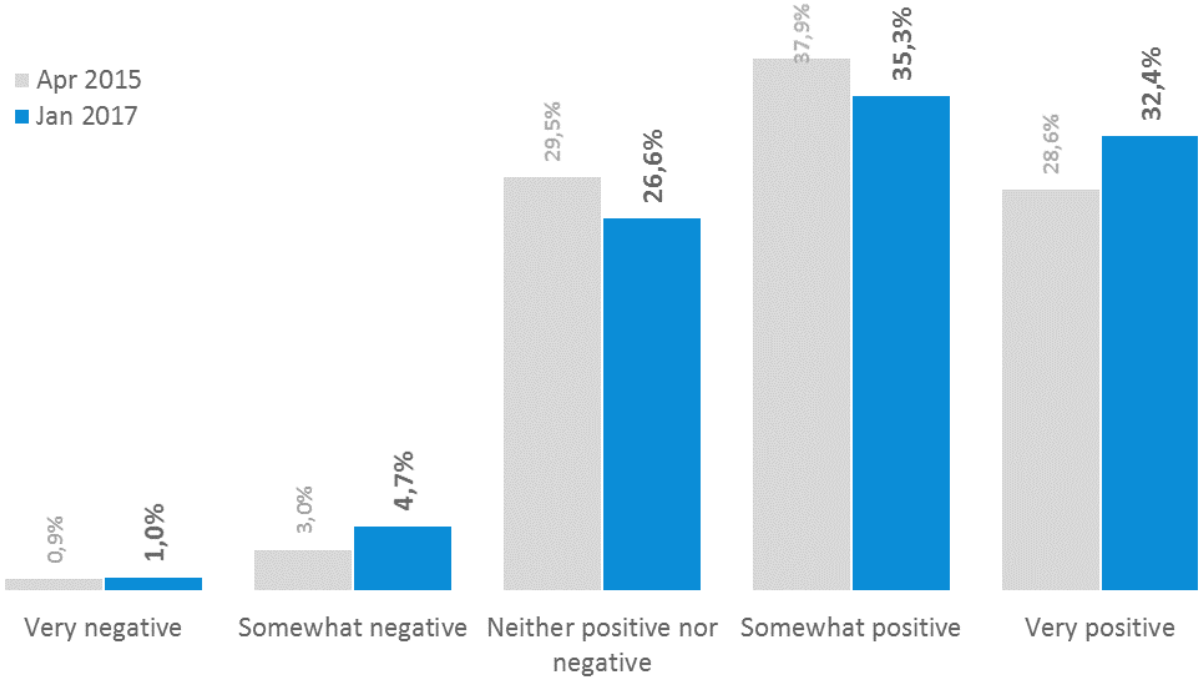
** Statistically significant difference between groups (p<0,05)

[Q4_2] How positive or negative are you towards FINLAND as travel destination

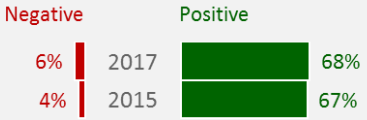
Germany

AVERAGE

RESPONSE DISTRIBUTION

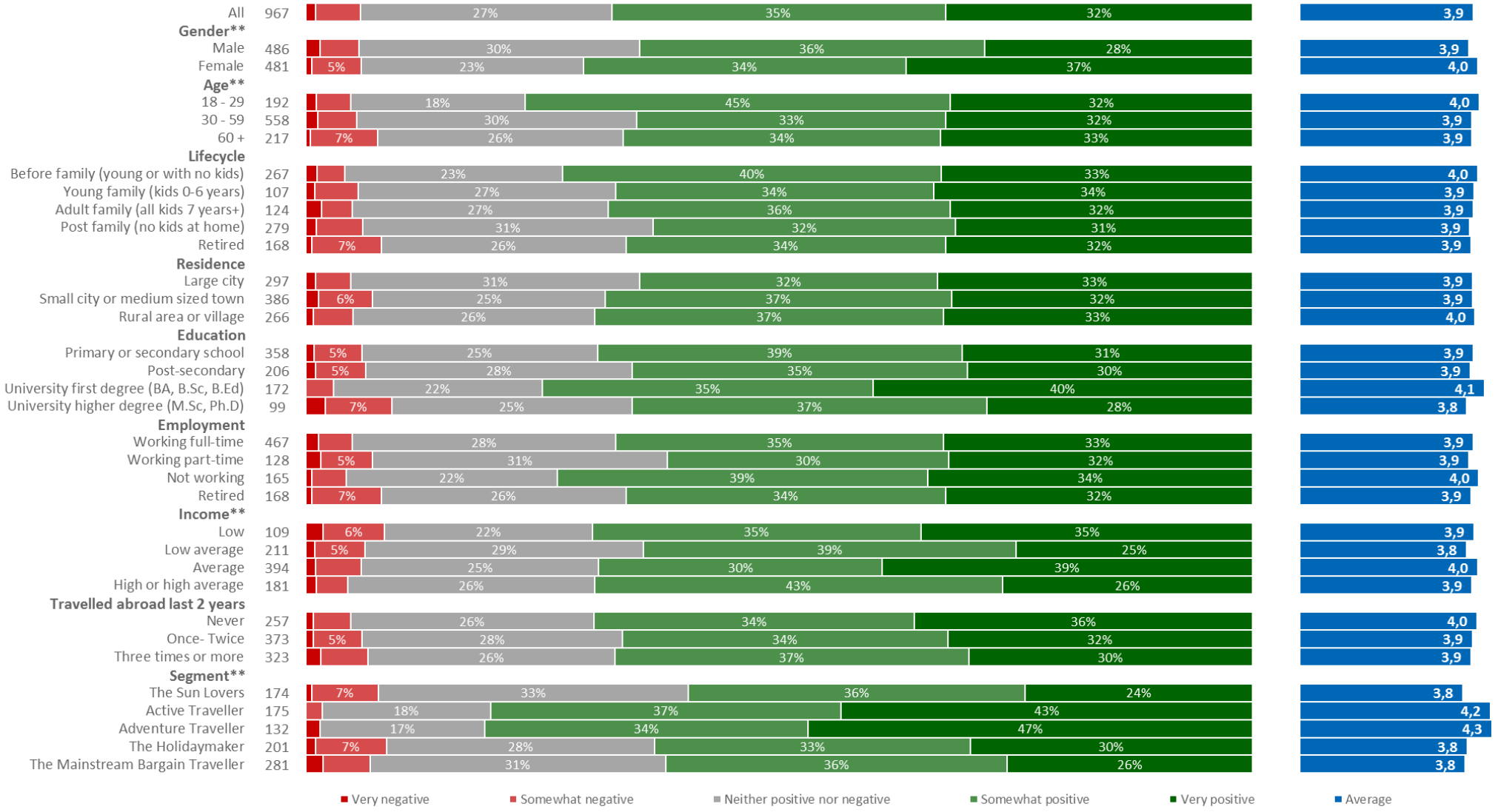


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	10	1,0%	0,6%
2 - Somewhat negative	45	4,7%	1,3%
3 - Neither positive nor negative	257	26,6%	2,8%
4 - Somewhat positive	341	35,3%	3,0%
5 - Very positive	314	32,4%	3,0%
Total	967	100%	
Answered	967	92,4%	
Did not answer	80	7,6%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

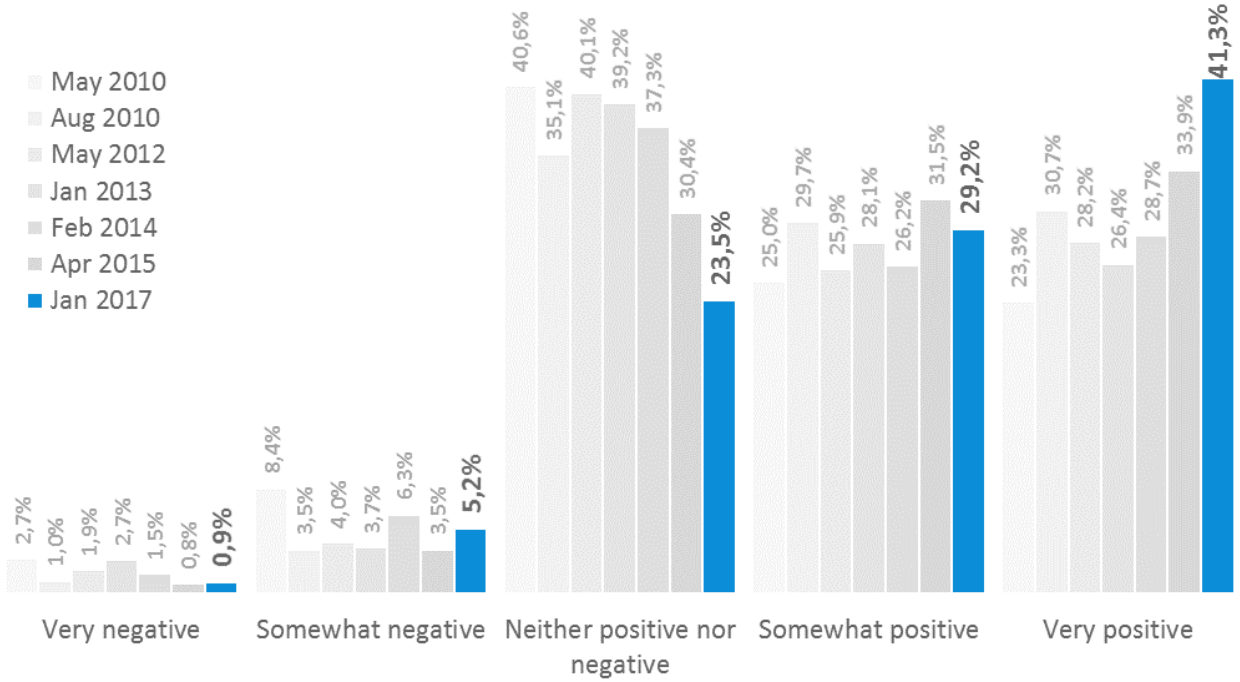
** Statistically significant difference between groups (p<0,05)

[Q4_3] How positive or negative are you towards ICELAND as travel destination

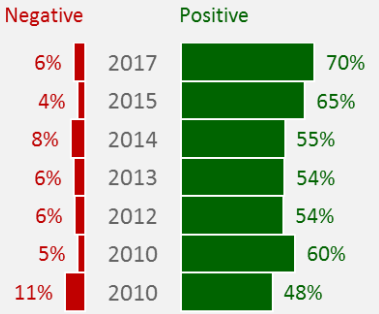
Germany

AVERAGE

RESPONSE DISTRIBUTION

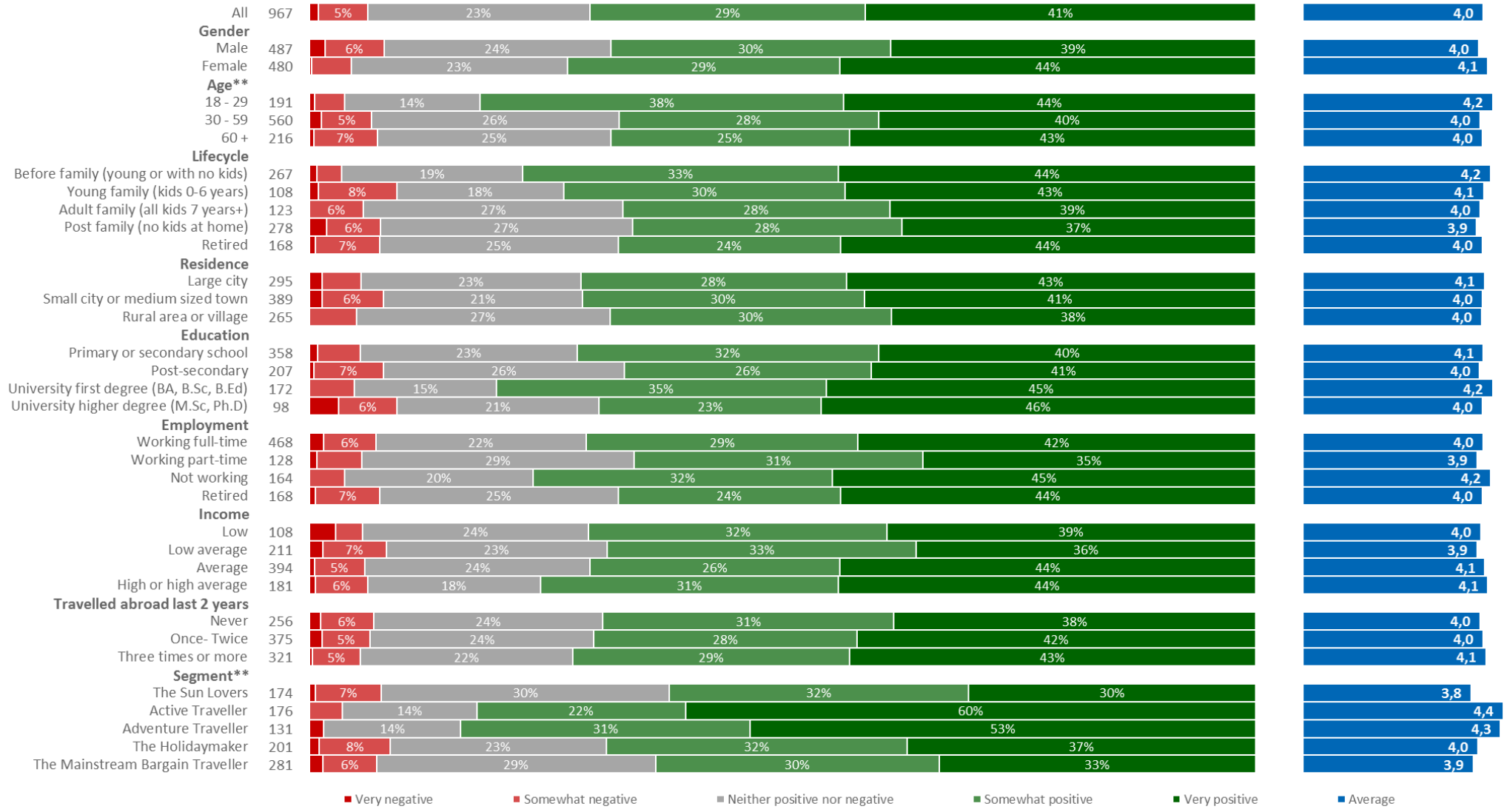


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	9	0,9%	0,6%
2 - Somewhat negative	50	5,2%	1,4%
3 - Neither positive nor negative	227	23,5%	2,7%
4 - Somewhat positive	282	29,2%	2,9%
5 - Very positive	399	41,3%	3,1%
Total	967	100%	
Answered	967	92,3%	
Did not answer	80	7,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

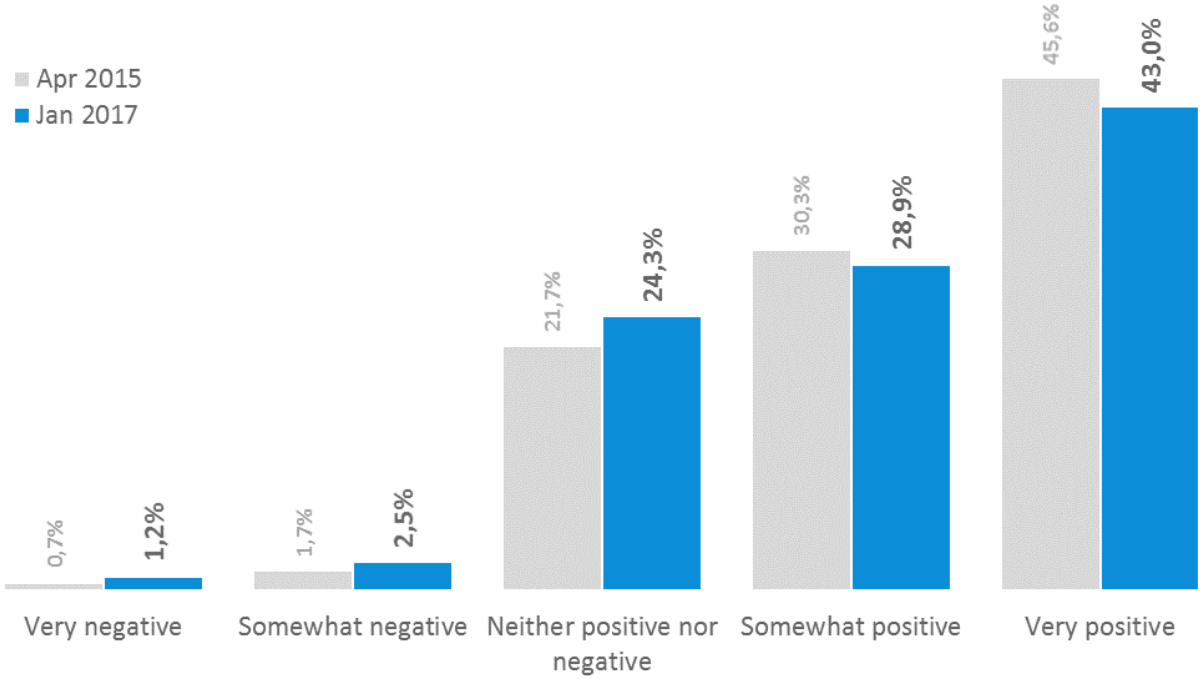
** Statistically significant difference between groups (p<0,05)

[Q4_4] How positive or negative are you towards NEW ZEALAND as travel destination

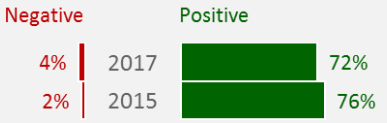
Germany

AVERAGE

RESPONSE DISTRIBUTION

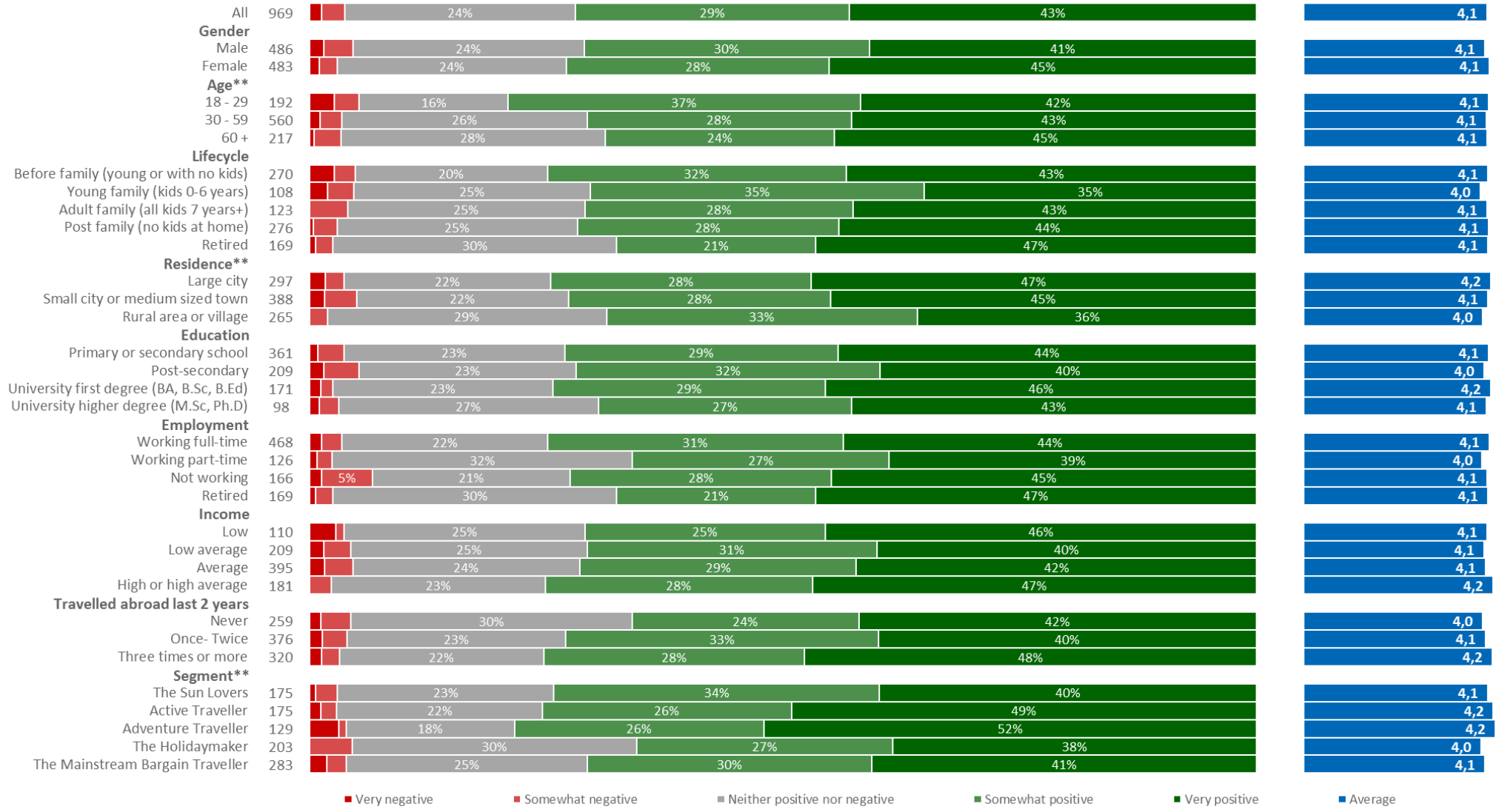


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	12	1,2%	0,7%
2 - Somewhat negative	24	2,5%	1,0%
3 - Neither positive nor negative	236	24,3%	2,7%
4 - Somewhat positive	280	28,9%	2,9%
5 - Very positive	417	43,0%	3,1%
Total	969	100%	
Answered	969	92,5%	
Did not answer	78	7,5%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

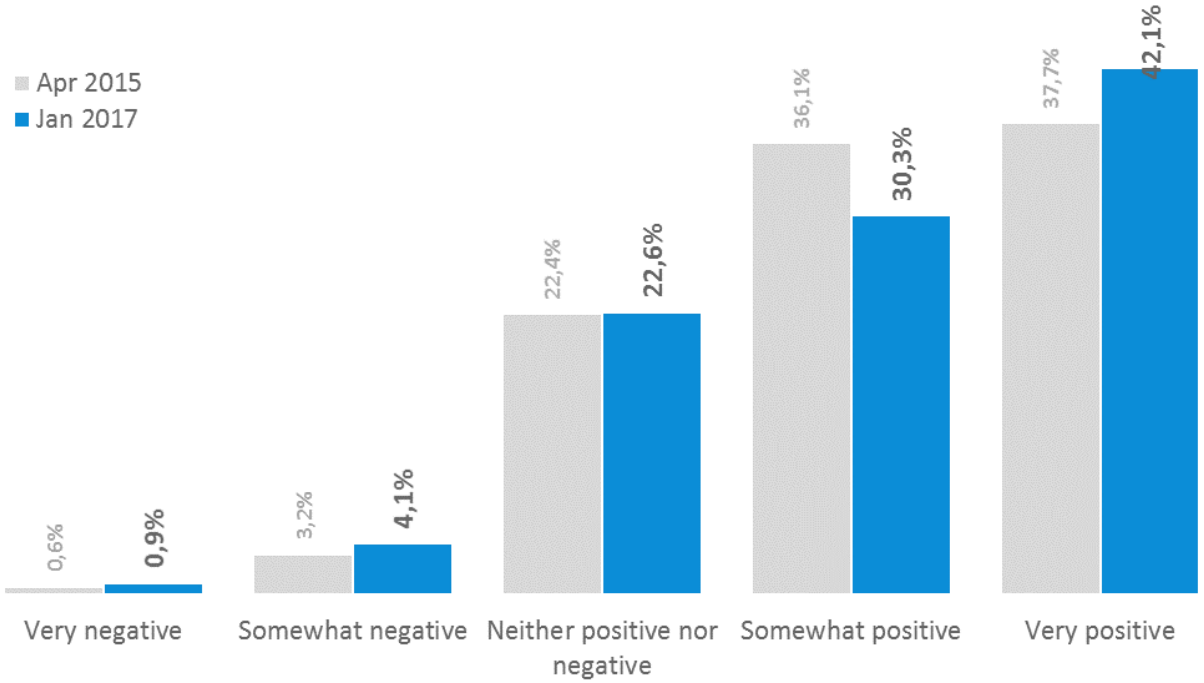
** Statistically significant difference between groups (p<0,05)

[Q4_5] How positive or negative are you towards NORWAY as travel destination

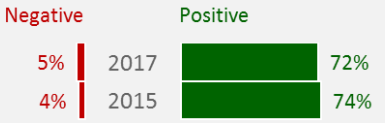
Germany

AVERAGE

RESPONSE DISTRIBUTION

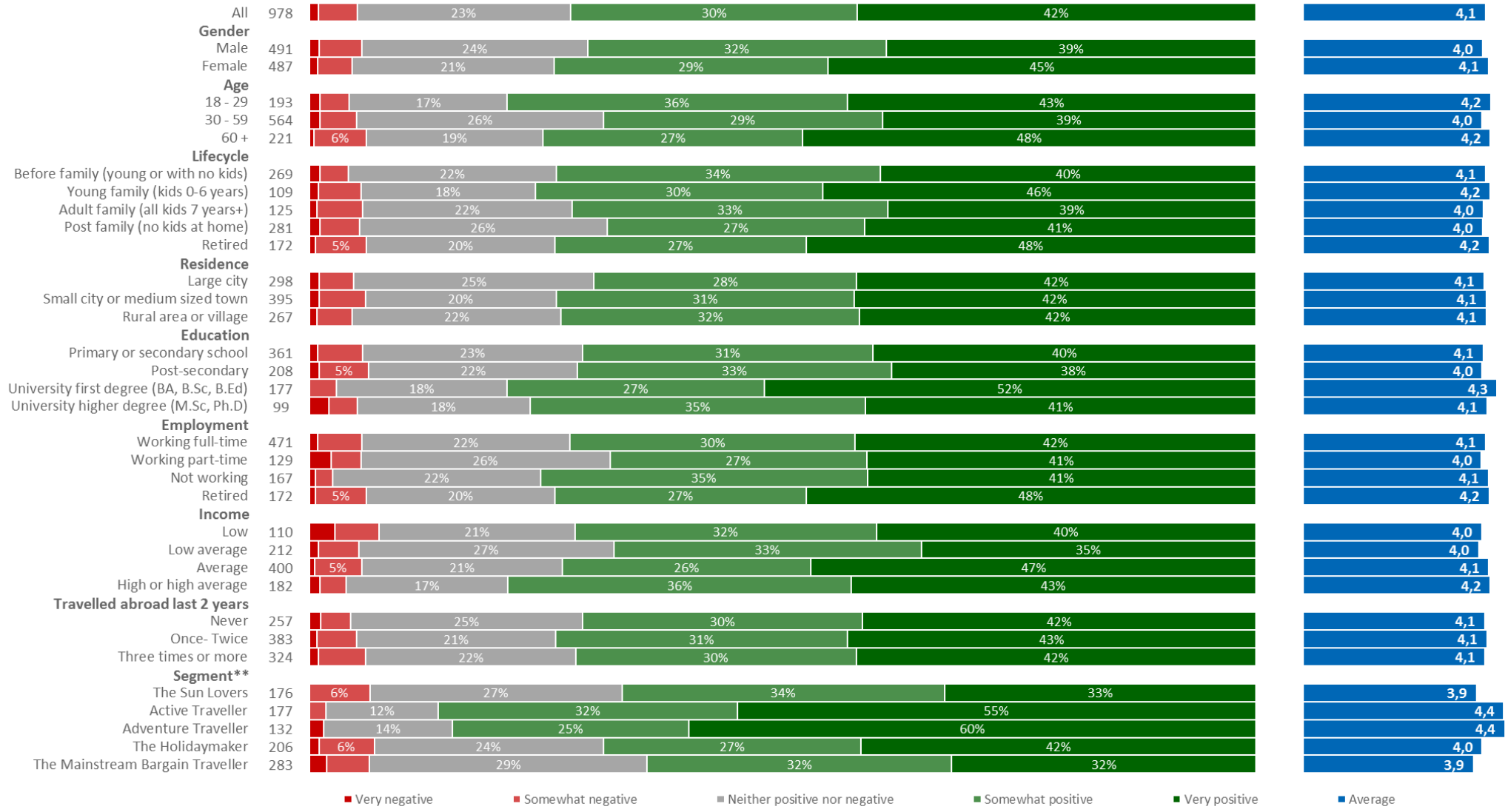


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	9	0,9%	0,6%
2 - Somewhat negative	40	4,1%	1,2%
3 - Neither positive nor negative	221	22,6%	2,6%
4 - Somewhat positive	296	30,3%	2,9%
5 - Very positive	412	42,1%	3,1%
Total	978	100%	
Answered	978	93,4%	
Did not answer	69	6,6%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



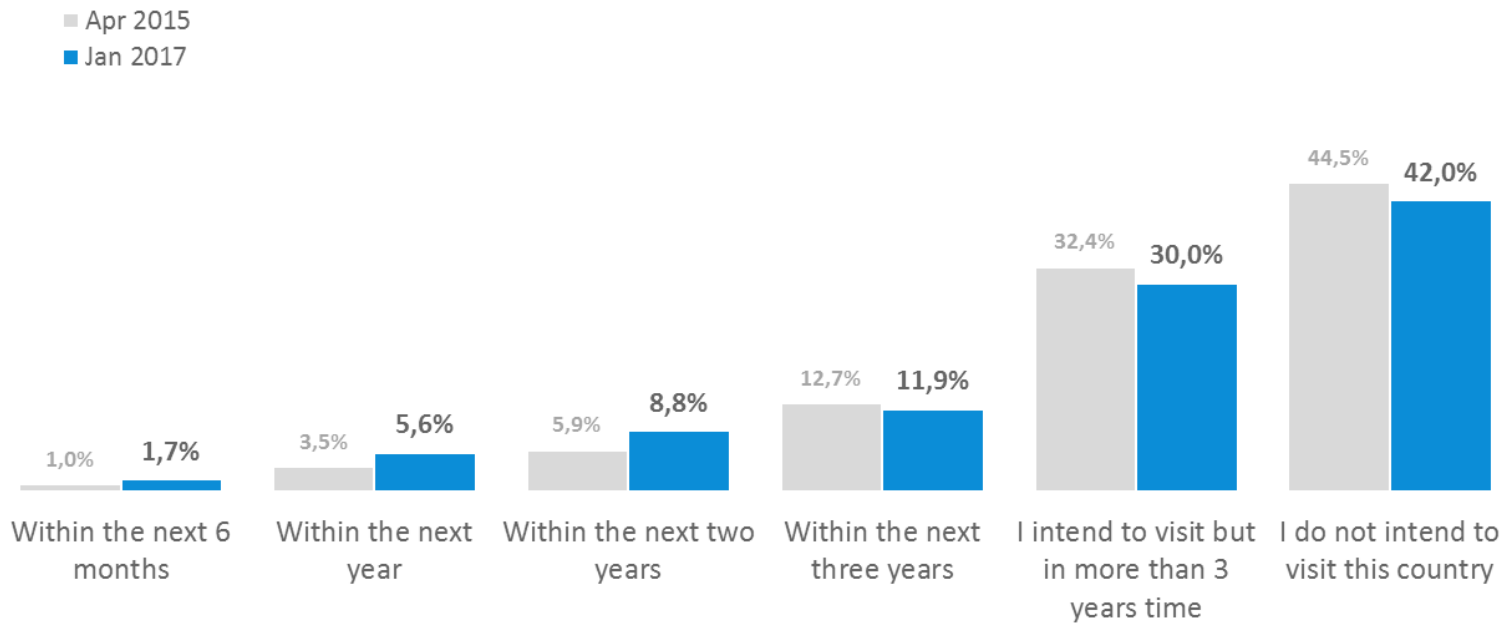
*Asked: All respondents

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

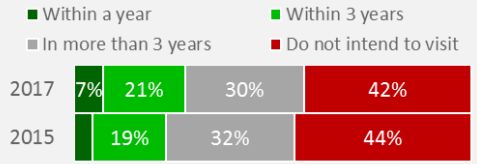
[Q5_1] When, if ever, do you intend to visit CANADA

Germany

RESPONSE DISTRIBUTION

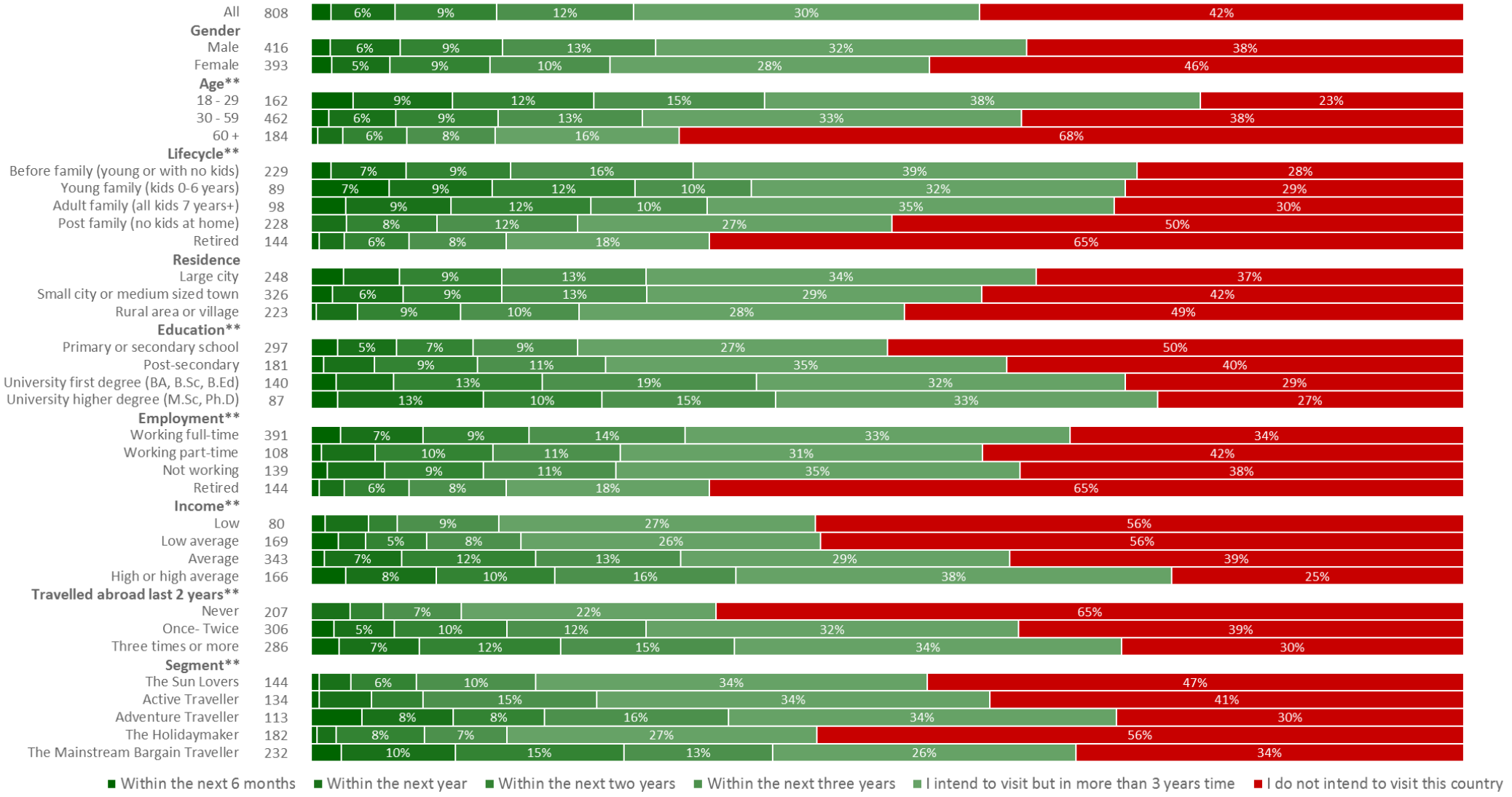


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	14	1,7%	0,9%
Within the next year	45	5,6%	1,6%
Within the next two years	71	8,8%	2,0%
Within the next three	96	11,9%	2,2%
I intend to visit but in more than 3 years time	243	30,0%	3,2%
I do not intend to visit this country	340	42,0%	3,4%
Total	808	100%	
Answered	808	77,2%	
Did not answer	239	22,8%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

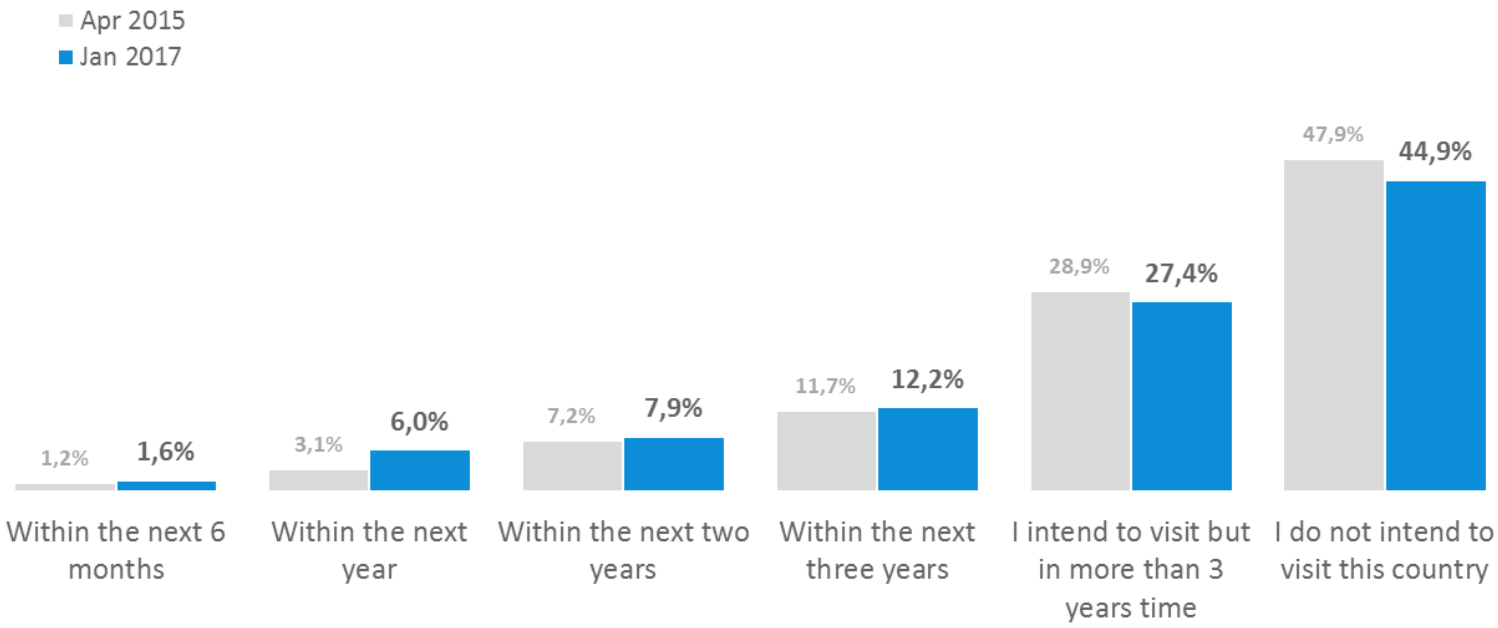


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

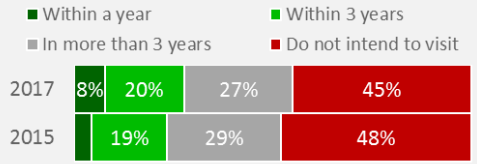
[Q5_2] When, if ever, do you intend to visit FINLAND

Germany

RESPONSE DISTRIBUTION

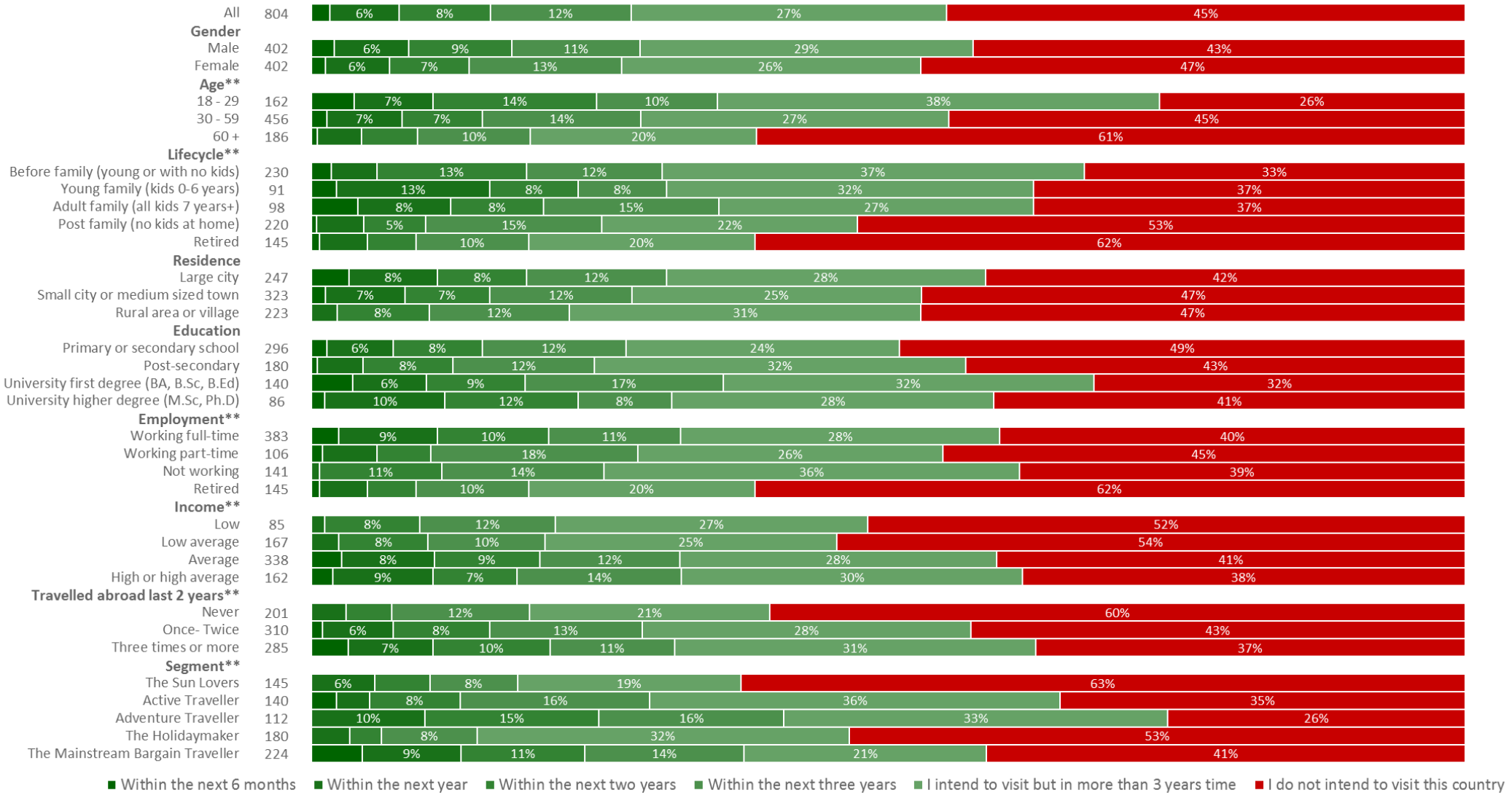


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	13	1,6%	0,9%
Within the next year	48	6,0%	1,6%
Within the next two years	64	7,9%	1,9%
Within the next three	98	12,2%	2,3%
I intend to visit but in more than 3 years time	220	27,4%	3,1%
I do not intend to visit this country	361	44,9%	3,4%
Total	804	100%	
Answered	804	76,8%	
Did not answer	243	23,2%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

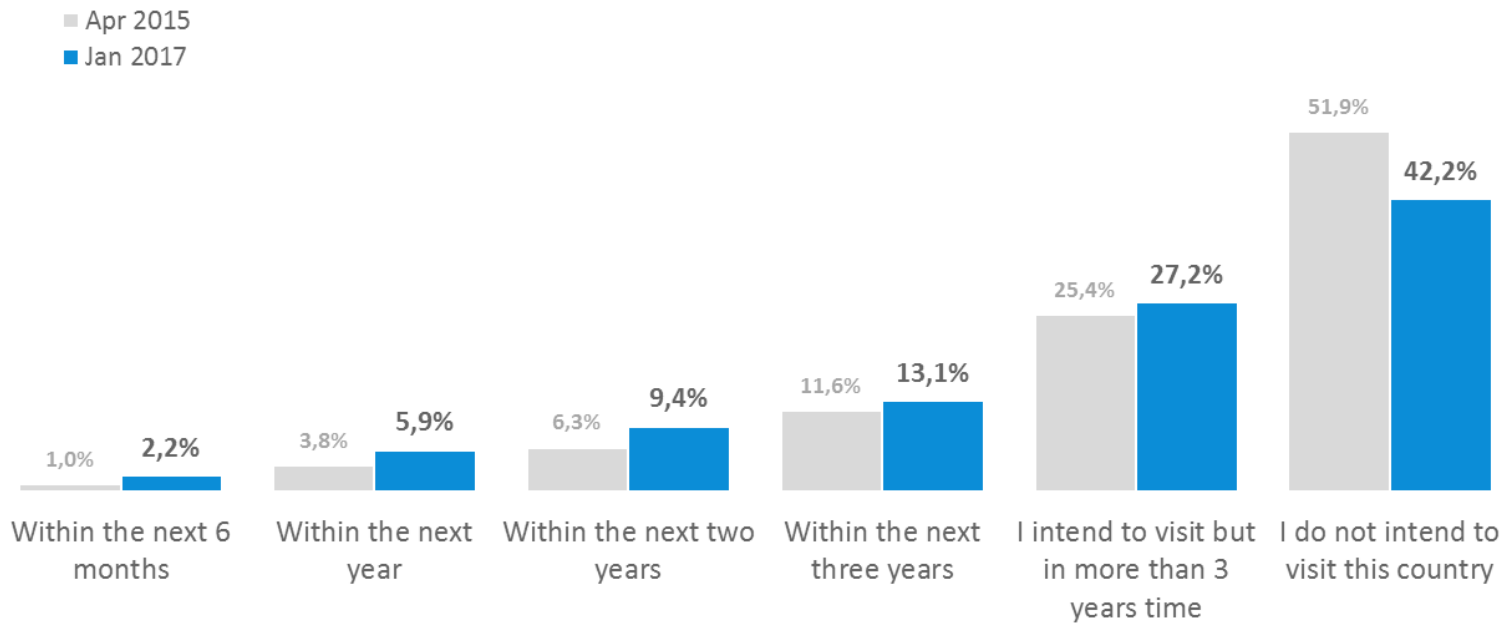


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

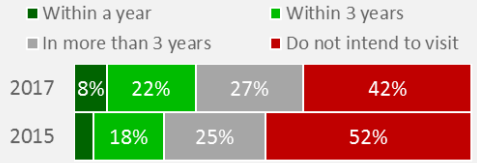
[Q5_3] When, if ever, do you intend to visit ICELAND

Germany

RESPONSE DISTRIBUTION

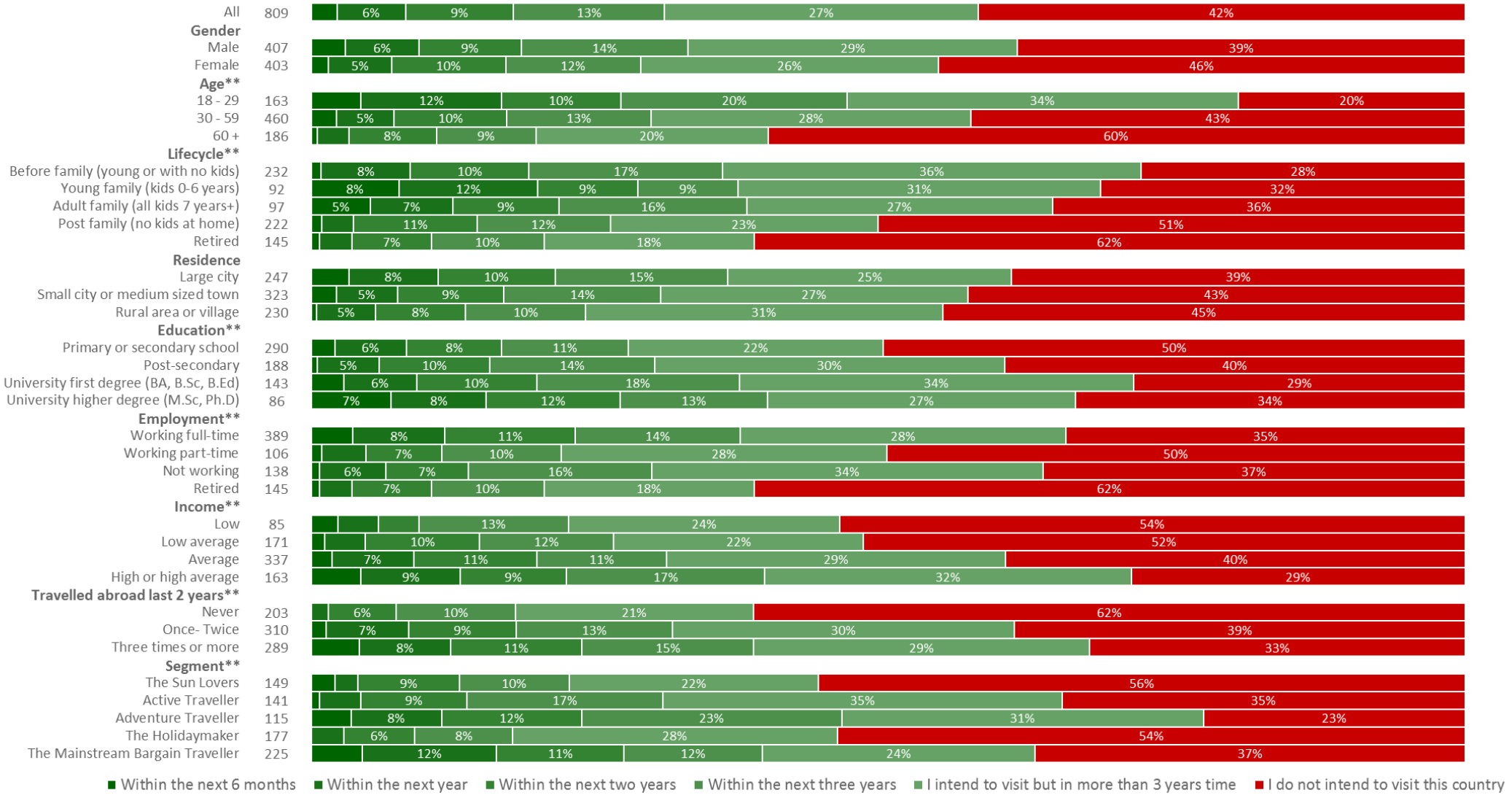


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	18	2,2%	1,0%
Within the next year	48	5,9%	1,6%
Within the next two years	76	9,4%	2,0%
Within the next three	106	13,1%	2,3%
I intend to visit but in more than 3 years time	220	27,2%	3,1%
I do not intend to visit this country	342	42,2%	3,4%
Total	809	100%	
Answered	809	77,3%	
Did not answer	238	22,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN



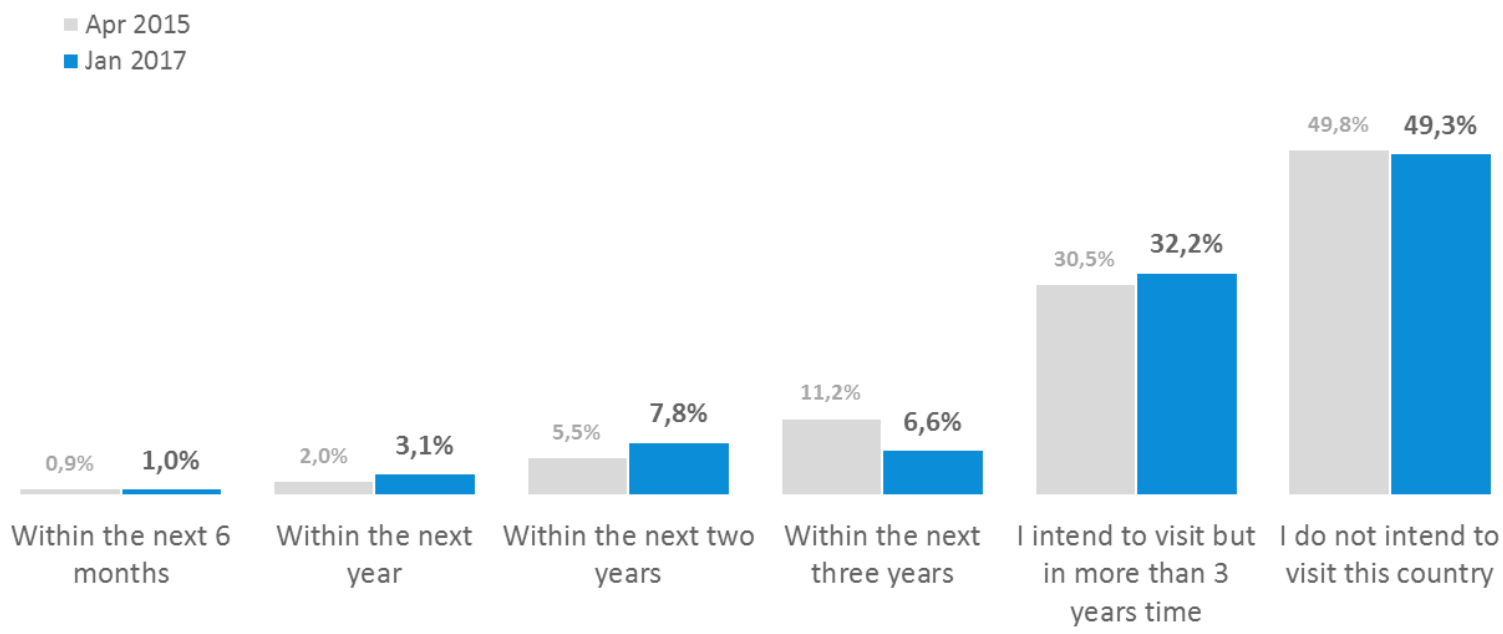
*Asked: All respondents

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

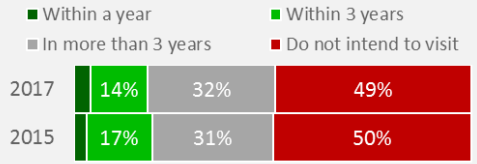
[Q5_4] When, if ever, do you intend to visit NEW ZEALAND

Germany

RESPONSE DISTRIBUTION

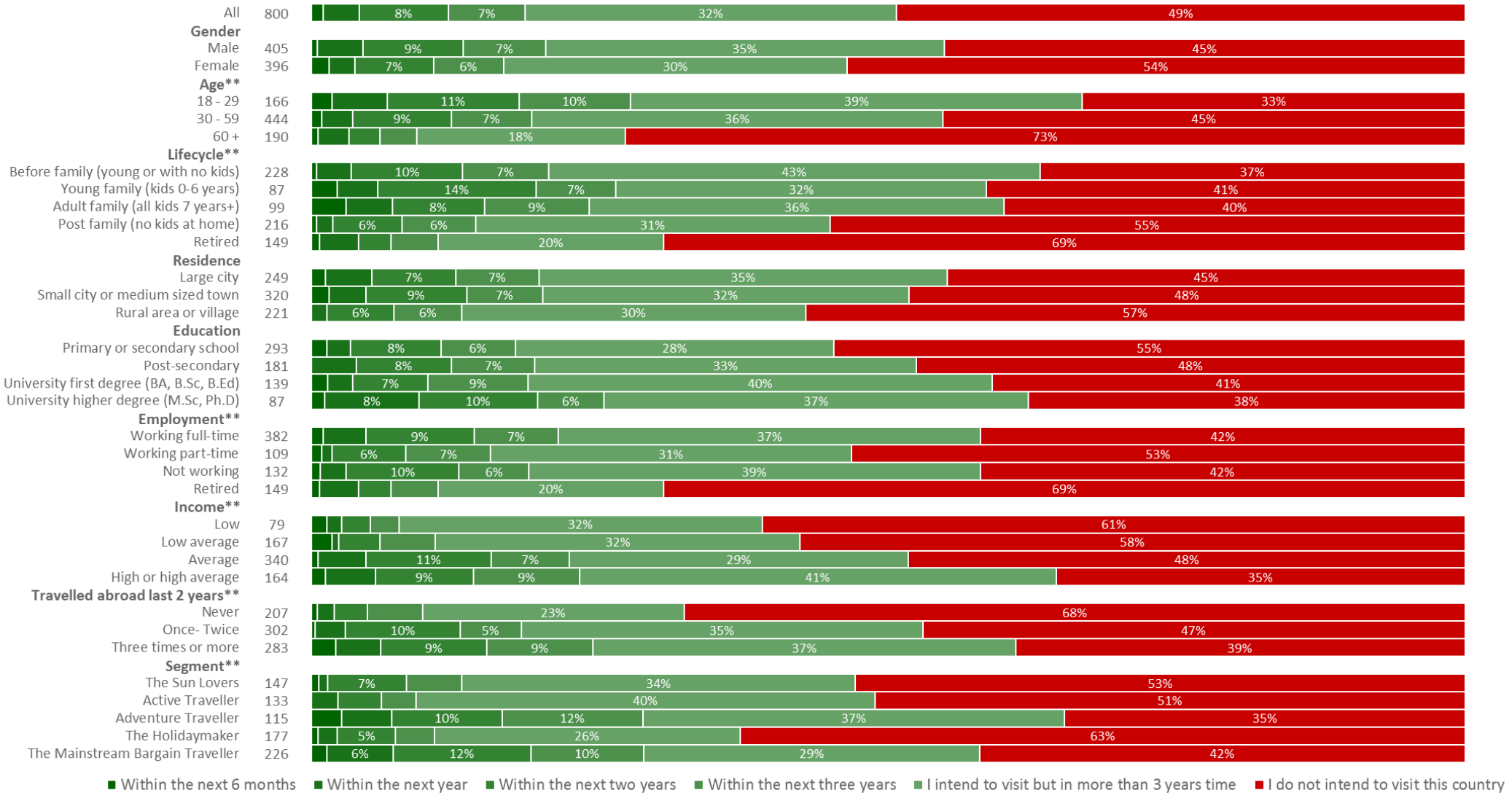


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	8	1,0%	0,7%
Within the next year	25	3,1%	1,2%
Within the next two years	62	7,8%	1,9%
Within the next three	53	6,6%	1,7%
I intend to visit but in more than 3 years time	258	32,2%	3,2%
I do not intend to visit this country	395	49,3%	3,5%
Total	800	100%	
Answered	800	76,4%	
Did not answer	247	23,6%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

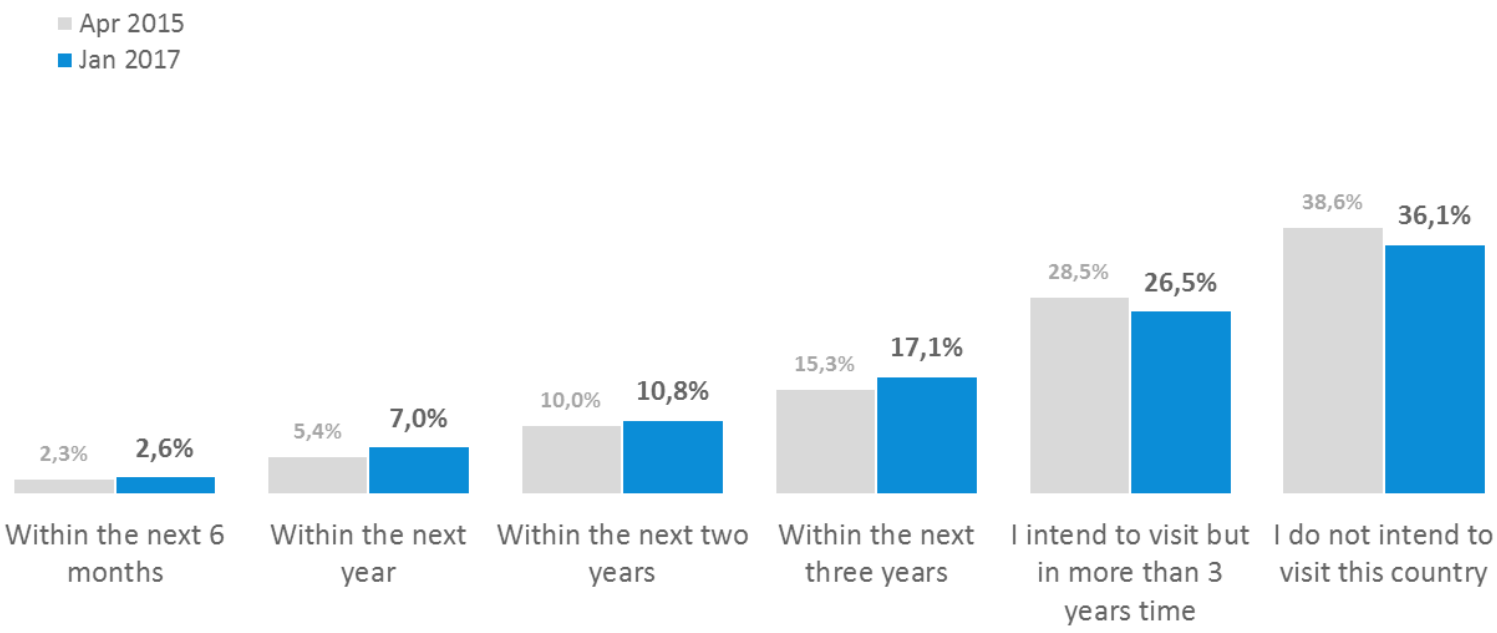


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

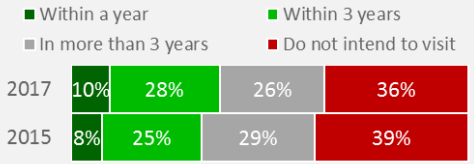
[Q5_5] When, if ever, do you intend to visit NORWAY

Germany

RESPONSE DISTRIBUTION

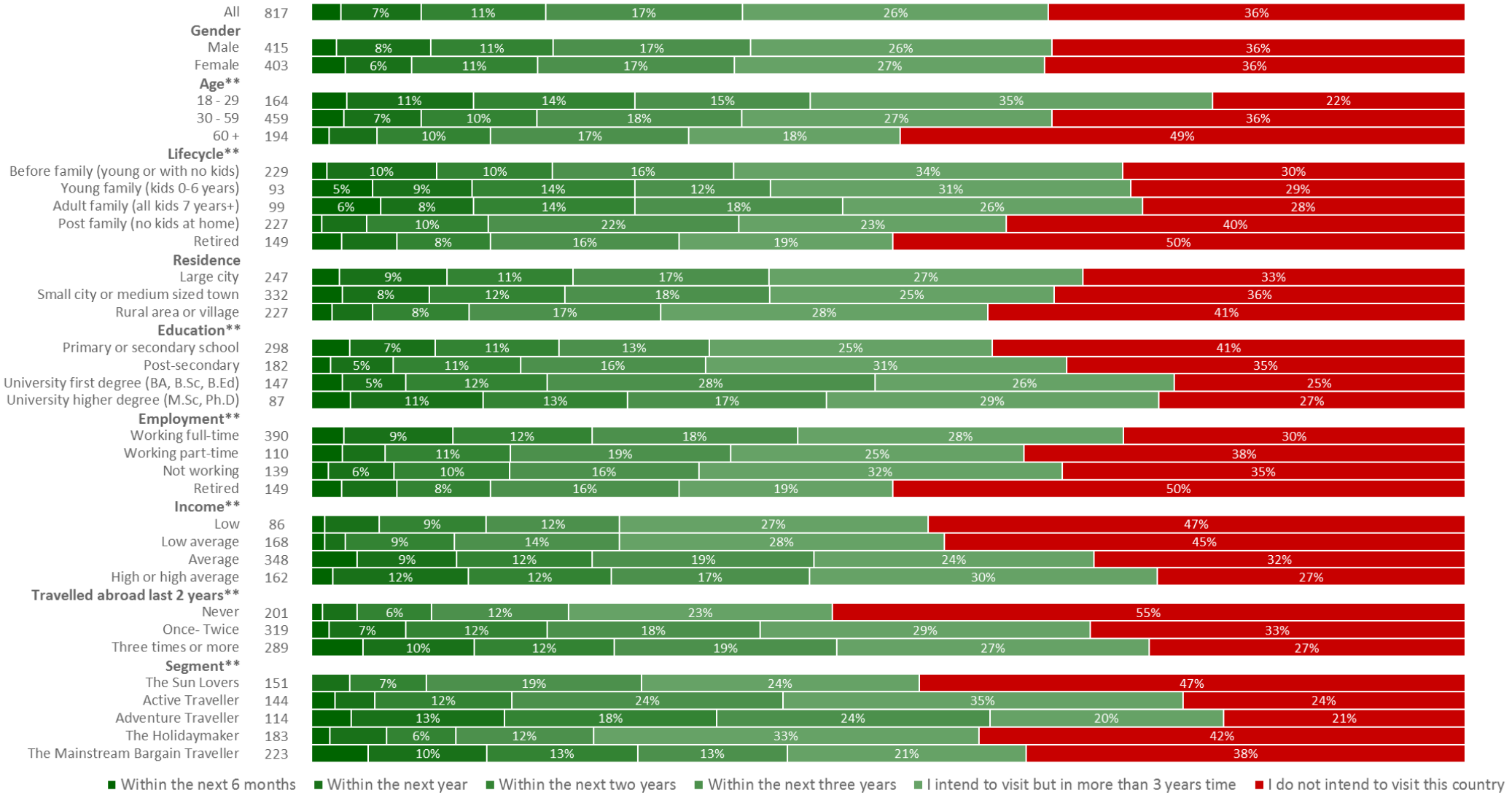


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	21	2,6%	1,1%
Within the next year	57	7,0%	1,7%
Within the next two years	88	10,8%	2,1%
Within the next three	140	17,1%	2,6%
I intend to visit but in more than 3 years time	217	26,5%	3,0%
I do not intend to visit this country	295	36,1%	3,3%
Total	817	100%	
Answered	817	78,1%	
Did not answer	230	21,9%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN



*Asked: All respondents

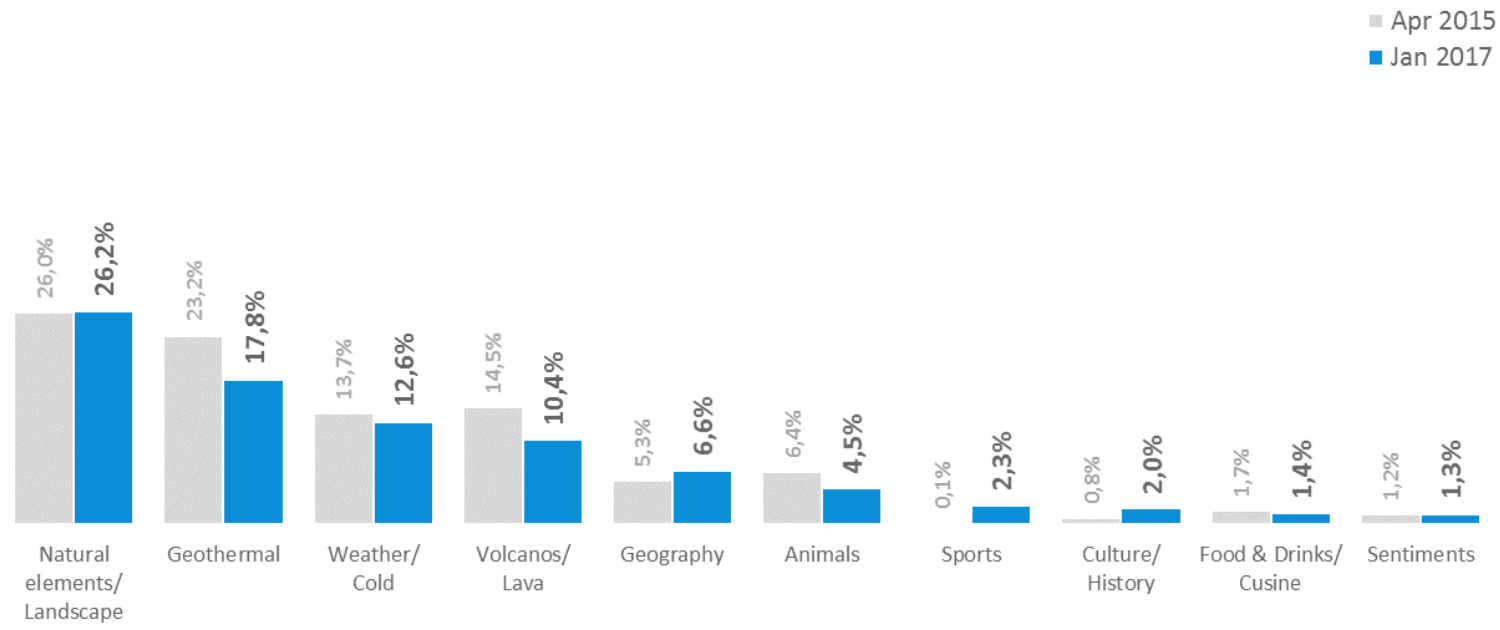
** Statistically significant difference between groups (p<0,05)

[Q6_1] When you think about the country Iceland what comes into your mind?

First mention | Germany

CATEGORIZED RESPONSE DISTRIBUTION

(First of up to three mentions)



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%
Volcanos/Lava	106	10,4%	1,9%
Geography	67	6,6%	1,5%
Animals	46	4,5%	1,3%
Sports	24	2,3%	0,9%
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 answer	32	3,0%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

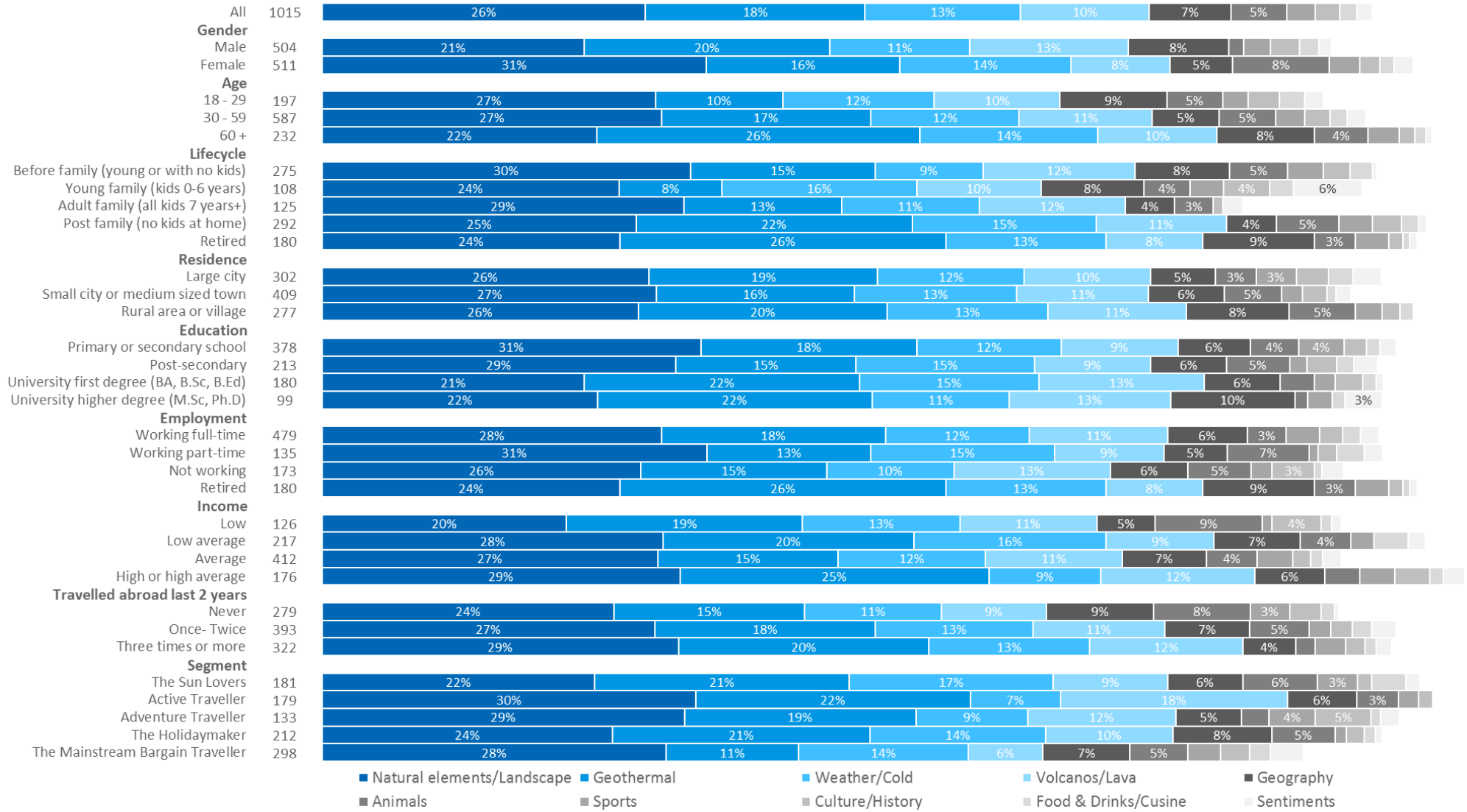
*Asked: All respondents

[Q6_1] When you think about the country Iceland what comes into your mind?

First mention | Germany

CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS

(First of up to three mentions)



*Asked: All respondents

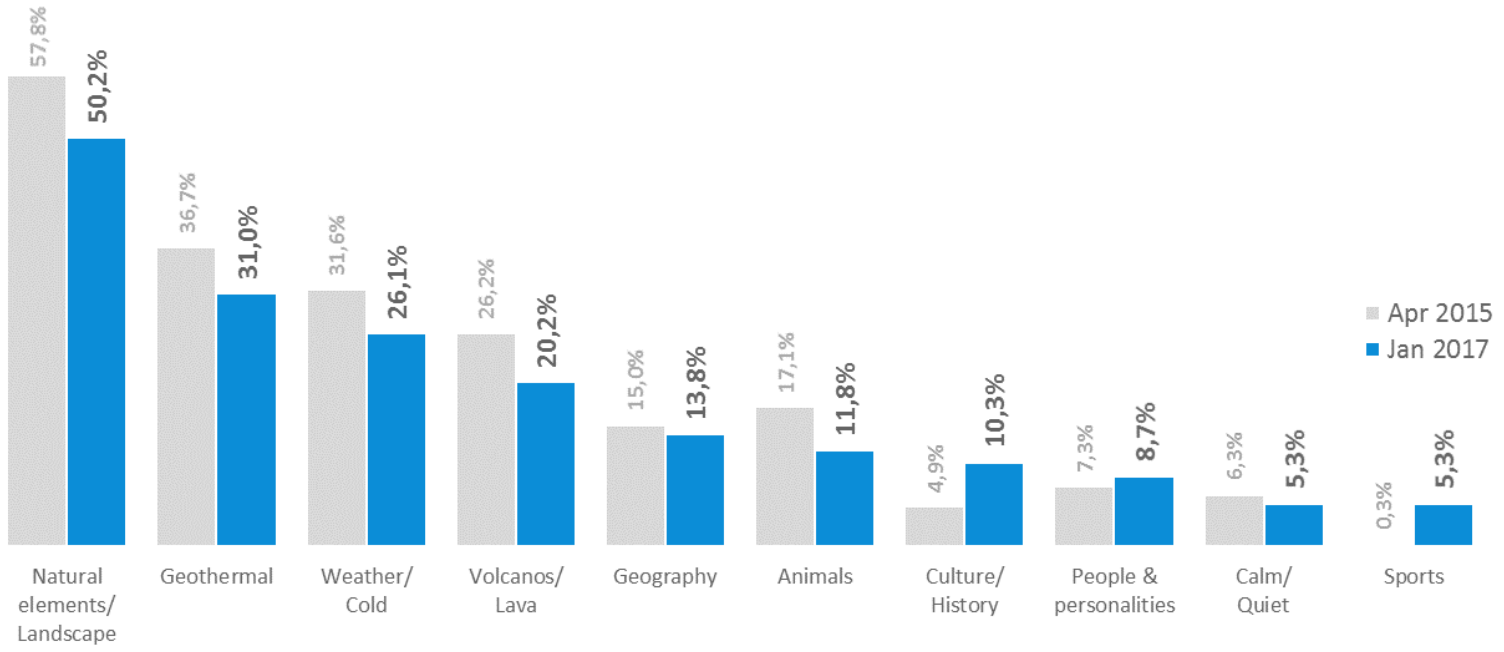
** Statistically significant difference between groups (p<0,05)

[Q6_A] When you think about the country Iceland what comes into your mind?

All mentions | Germany

CATEGORIZED RESPONSE DISTRIBUTION

(Up to three mentions)



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%
Geography	140	13,8%	2,1%
Animals	120	11,8%	2,0%
Culture/History	105	10,3%	1,9%
People & personalities	88	8,7%	1,7%
Calm/Quiet	54	5,3%	1,4%
Sports	54	5,3%	1,4%
Answered	1018	97,2%	
Did not answer	29	2,8%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS

(Up to three mentions)

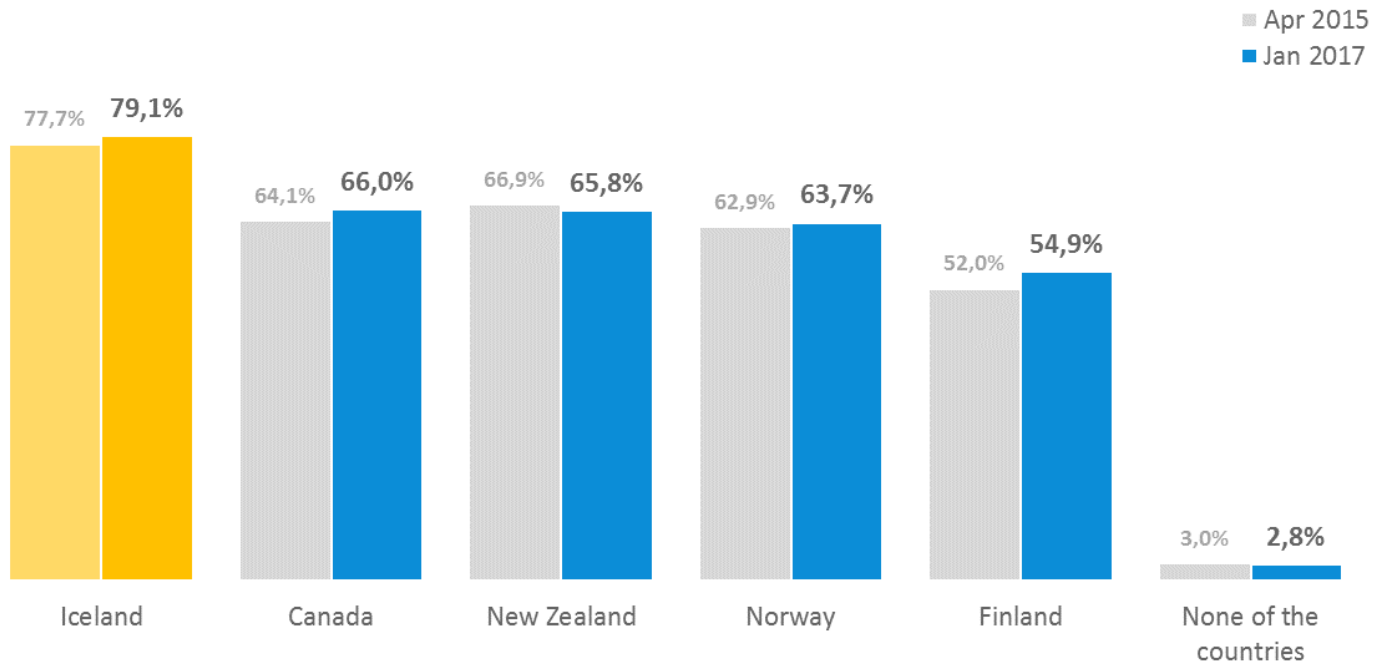
		Natural elements/ Landscape	Geothermal	Weather/ Cold	Volcanos/ Lava	Geography	Animals	Culture/ History	People & personalities	Calm/ Quiet	Sports
All	1018	50%	31%	26%	20%	14%	12%	10%	9%	5%	5%
Gender											
Male	504	43%	35%	24%	25%	17%	6%	10%	8%	4%	6%
Female	514	58%	27%	28%	15%	11%	18%	10%	9%	7%	4%
Age											
18 - 29	198	47%	21%	26%	17%	19%	11%	14%	6%	3%	7%
30 - 59	589	51%	28%	26%	21%	12%	12%	10%	8%	6%	5%
60 +	232	51%	46%	27%	21%	15%	10%	7%	12%	5%	6%
Lifecycle											
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%
Post family (no kids at home)	293	55%	36%	28%	21%	10%	13%	9%	8%	6%	6%
Retired	180	48%	45%	27%	17%	15%	9%	6%	13%	4%	6%
Residence											
Large city	302	51%	32%	26%	18%	12%	10%	12%	8%	6%	6%
Small city or medium sized town	411	48%	30%	25%	23%	13%	11%	10%	10%	4%	6%
Rural area or village	278	54%	33%	29%	20%	17%	14%	10%	8%	7%	4%
Education											
Primary or secondary school	379	52%	31%	25%	16%	12%	13%	10%	9%	5%	7%
Post-secondary	213	53%	30%	27%	23%	11%	15%	12%	8%	8%	3%
University first degree (BA, B.Sc, B.Ed)	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%
Working part-time	136	54%	25%	29%	15%	13%	14%	10%	7%	5%	2%
Not working	173	48%	29%	26%	22%	16%	14%	16%	6%	5%	5%
Retired	180	48%	45%	27%	17%	15%	9%	6%	13%	4%	6%
Income											
Low	127	48%	31%	22%	20%	8%	17%	13%	13%	5%	2%
Low average	217	49%	35%	29%	21%	13%	11%	9%	11%	4%	6%
Average	412	54%	27%	28%	19%	14%	11%	10%	8%	5%	5%
High or high average	178	48%	41%	22%	25%	20%	9%	11%	7%	10%	7%
Travelled abroad last 2 years											
Never	280	45%	25%	24%	18%	14%	16%	10%	9%	5%	5%
Once- Twice	393	52%	32%	26%	20%	13%	11%	12%	9%	5%	6%
Three times or more	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	179	61%	46%	21%	31%	16%	12%	9%	9%	7%	5%
Adventure Traveller	133	52%	33%	20%	25%	13%	12%	16%	13%	5%	8%
The Holidaymaker	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%

*Asked: All respondents

[Q7_1] I can experience natural wonders

Germany

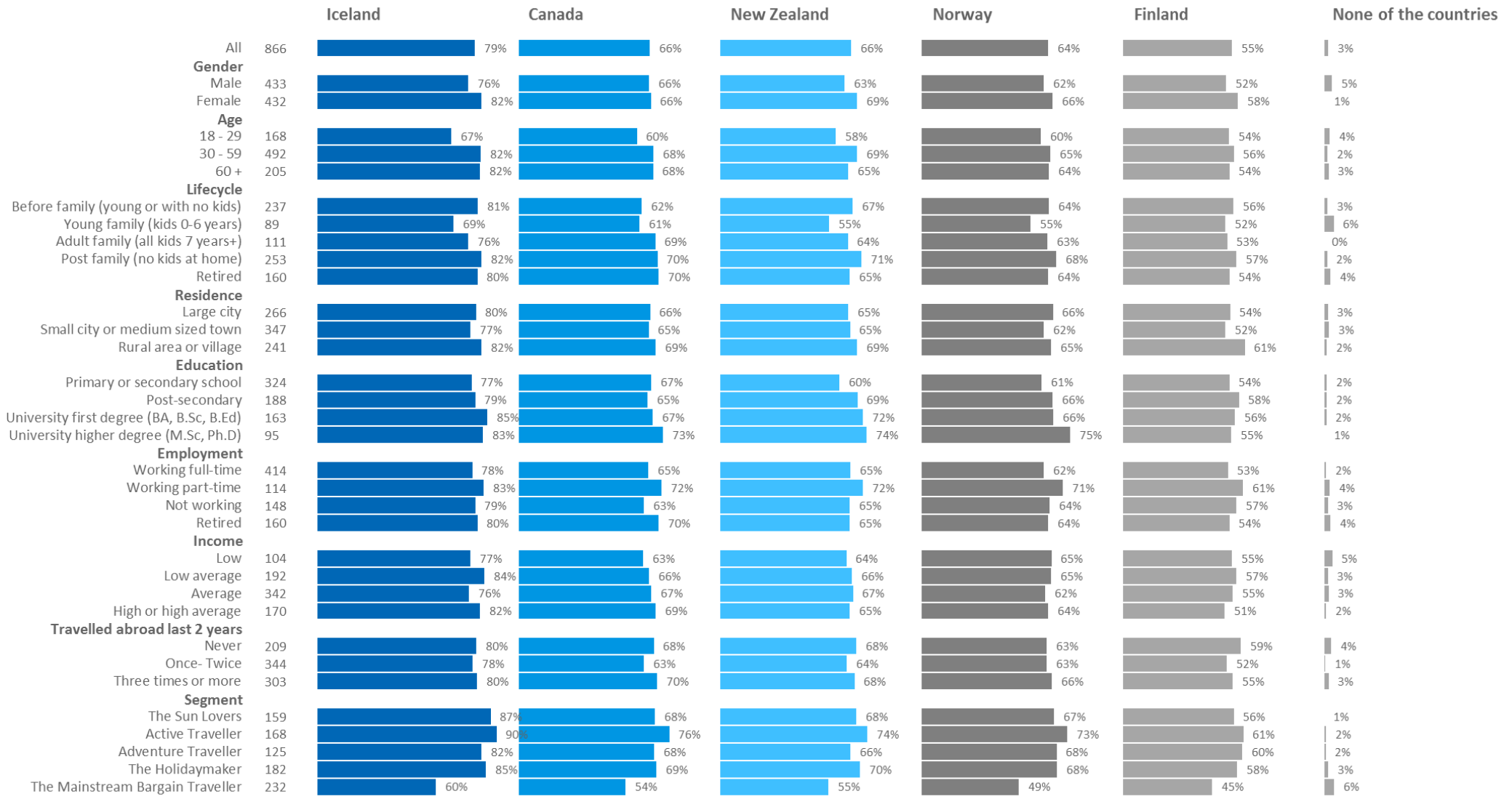
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Iceland	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 answer	181	17,3%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

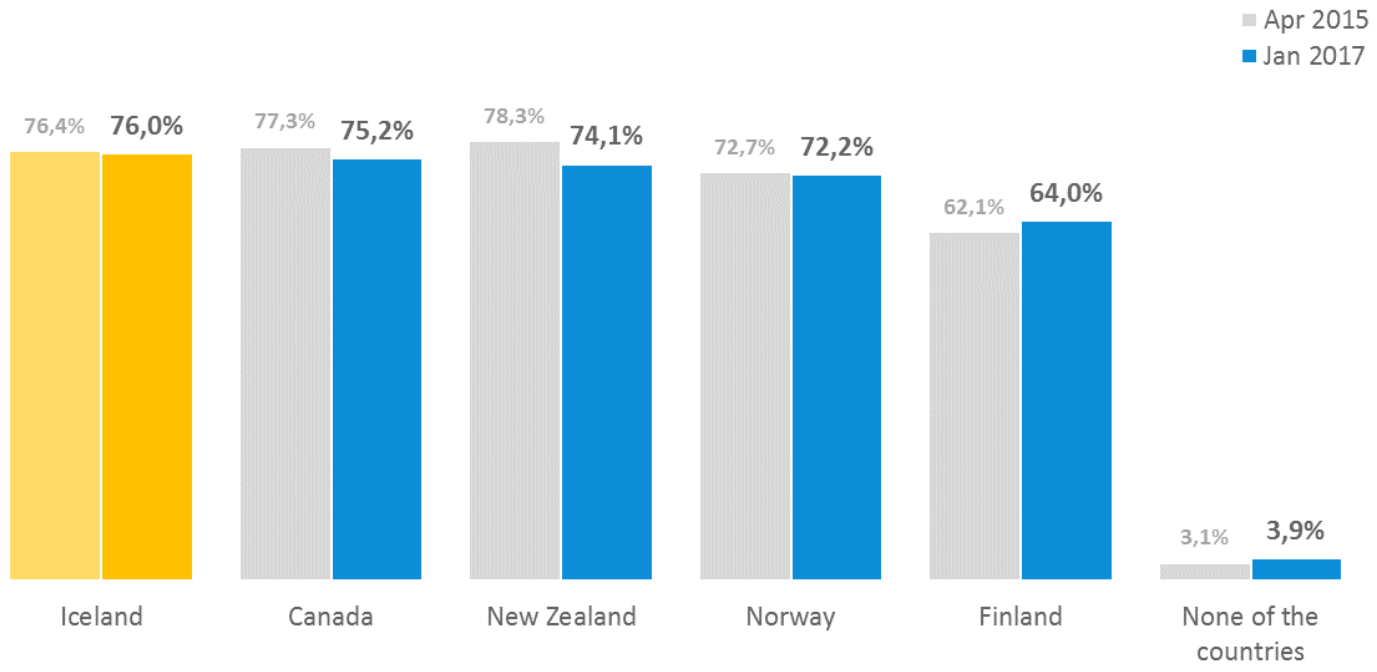


*Asked: All respondents

[Q7_2] I can see extraordinary landscapes

Germany

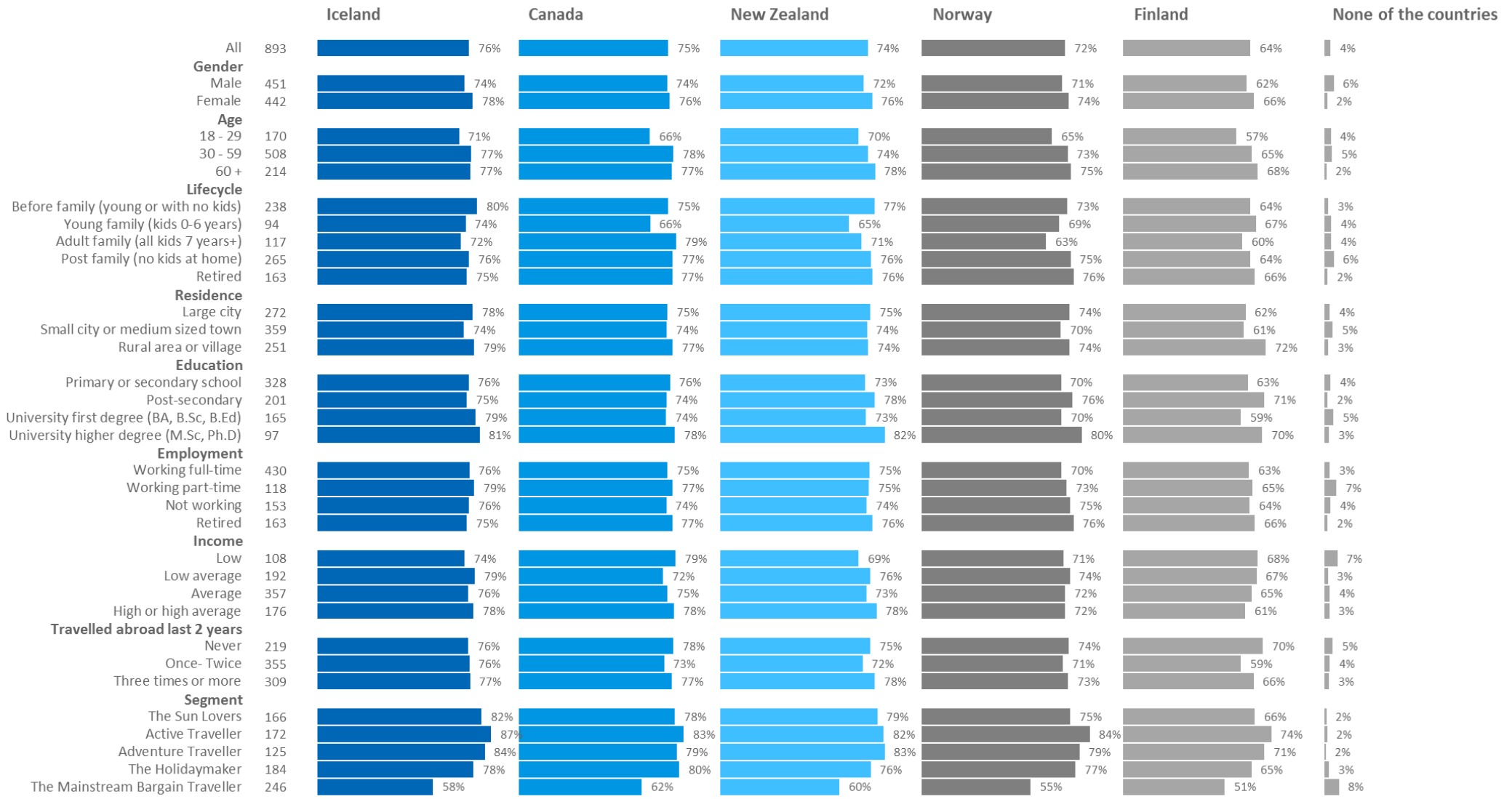
RESPONSE DISTRIBUTION



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 answer	154	14,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



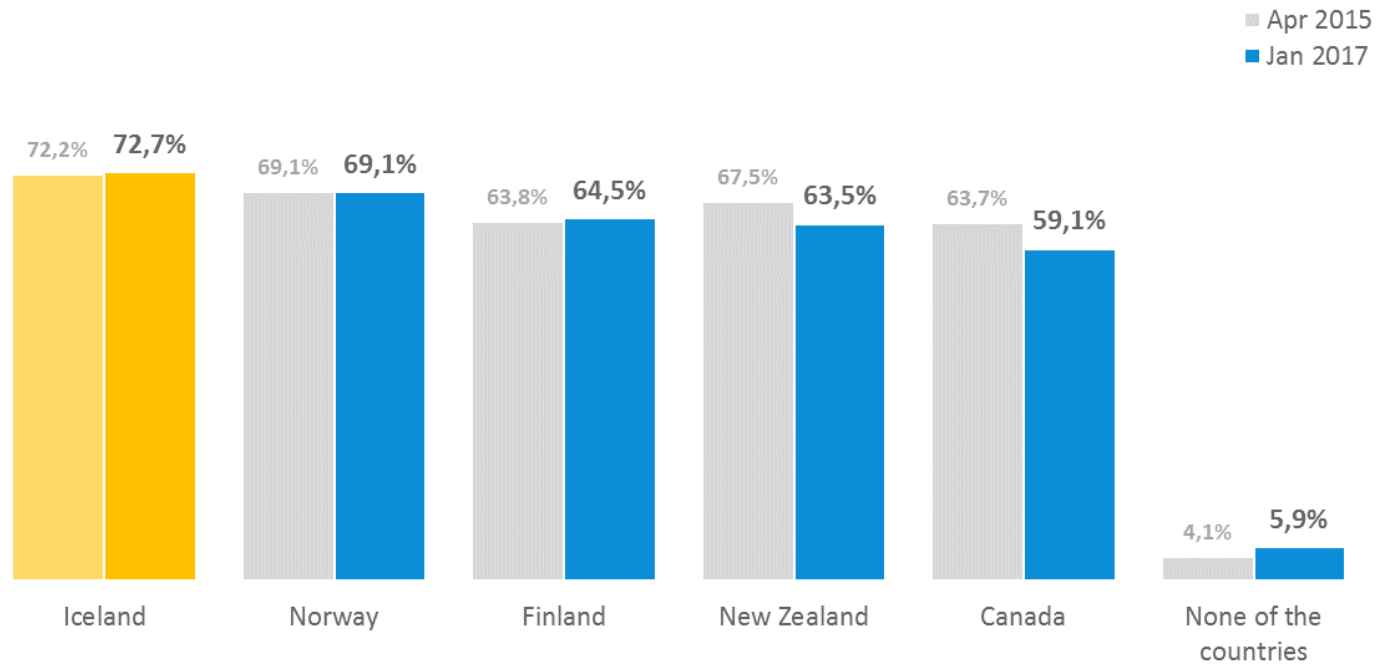
		Iceland	Canada	New Zealand	Norway	Finland	None of the countries
All	893	76%	75%	74%	72%	64%	4%
Gender							
Male	451	74%	74%	72%	71%	62%	6%
Female	442	78%	76%	76%	74%	66%	2%
Age							
18 - 29	170	71%	66%	70%	65%	57%	4%
30 - 59	508	77%	78%	74%	73%	65%	5%
60 +	214	77%	77%	78%	75%	68%	2%
Lifecycle							
Before family (young or with no kids)	238	80%	75%	77%	73%	64%	3%
Young family (kids 0-6 years)	94	74%	66%	65%	69%	67%	4%
Adult family (all kids 7 years+)	117	72%	79%	71%	63%	60%	4%
Post family (no kids at home)	265	76%	77%	76%	75%	64%	6%
Retired	163	75%	77%	76%	76%	66%	2%
Residence							
Large city	272	78%	75%	75%	74%	62%	4%
Small city or medium sized town	359	74%	74%	74%	70%	61%	5%
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							
Working full-time	430	76%	75%	75%	70%	63%	3%
Working part-time	118	79%	77%	75%	73%	65%	7%
Not working	153	76%	74%	74%	75%	64%	4%
Retired	163	75%	77%	76%	76%	66%	2%
Income							
Low	108	74%	79%	69%	71%	68%	7%
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							
Never	219	76%	78%	75%	74%	70%	5%
Once- Twice	355	76%	73%	72%	71%	59%	4%
Three times or more	309	77%	77%	78%	73%	66%	3%
Segment							
The Sun Lovers	166	82%	78%	79%	75%	66%	2%
Active Traveller	172	87%	83%	82%	84%	74%	2%
Adventure Traveller	125	84%	79%	83%	79%	71%	2%
The Holidaymaker	184	78%	80%	76%	77%	65%	3%
The Mainstream Bargain Traveller	246	58%	62%	60%	55%	51%	8%

*Asked: All respondents

[Q7_3] I can enjoy a pure environment

Germany

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Iceland	557	72,7%	3,2%
Norway	530	69,1%	3,3%
Finland	494	64,5%	3,4%
New Zealand	486	63,5%	3,4%
Canada	452	59,1%	3,5%
None of the countries	45	5,9%	1,7%
Total	766		
Answered	766	73,1%	
Did not answer	281	26,9%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

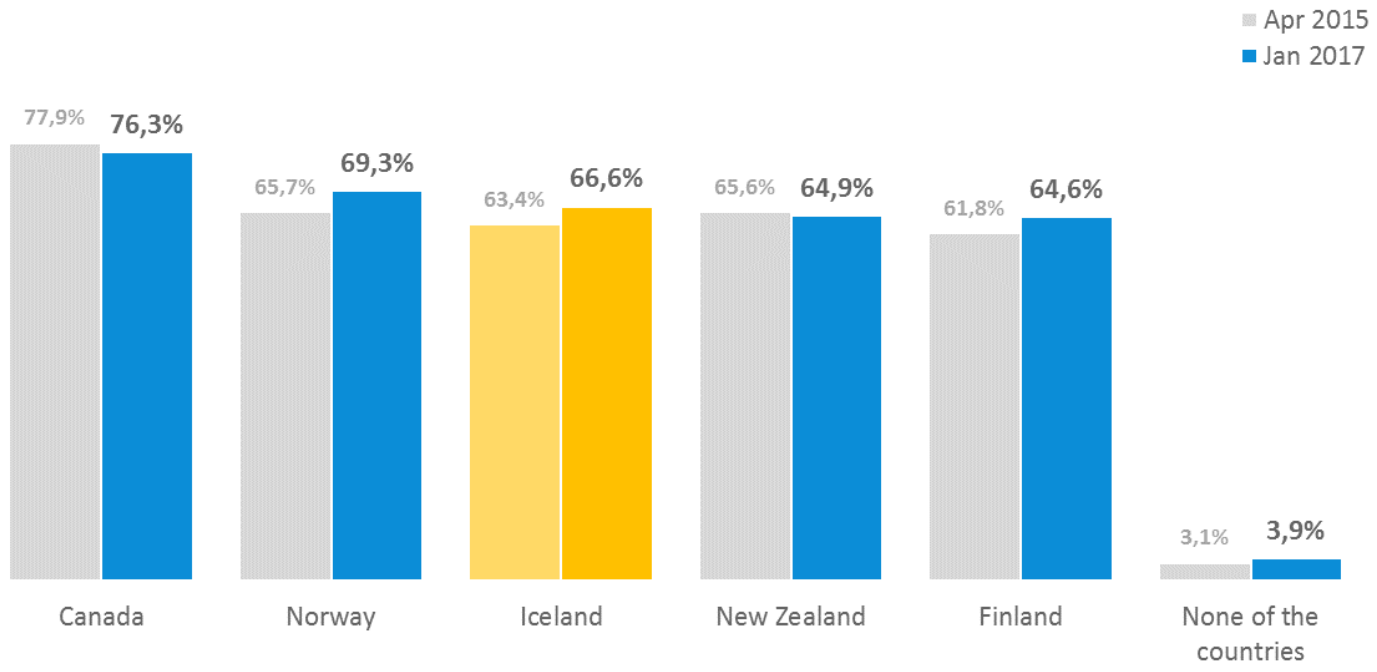
		Iceland	Norway	Finland	New Zealand	Canada	None of the countries
All	766	73%	69%	65%	63%	59%	6%
Gender							
Male	398	70%	67%	64%	63%	59%	8%
Female	368	75%	71%	65%	64%	59%	4%
Age							
18 - 29	144	66%	64%	57%	54%	50%	4%
30 - 59	443	74%	71%	67%	67%	61%	6%
60 +	179	75%	68%	64%	61%	60%	7%
Lifecycle							
Before family (young or with no kids)	206	77%	75%	70%	67%	59%	3%
Young family (kids 0-6 years)	83	69%	61%	60%	58%	50%	7%
Adult family (all kids 7 years+)	101	72%	66%	60%	63%	62%	5%
Post family (no kids at home)	226	73%	68%	65%	64%	60%	7%
Retired	137	72%	71%	63%	62%	59%	7%
Residence							
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%	69%	64%	61%	8%
Once- Twice	310	69%	67%	63%	63%	53%	6%
Three times or more	271	76%	72%	65%	64%	66%	4%
Segment							
The Sun Lovers	141	75%	70%	66%	70%	61%	4%
Active Traveller	147	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%

*Asked: All respondents

[Q7_4] I can enjoy extensive wilderness and stillness

Germany

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	659	76,3%	2,8%
Norway	599	69,3%	3,1%
Iceland	576	66,6%	3,1%
New Zealand	560	64,9%	3,2%
Finland	559	64,6%	3,2%
None of the countries	34	3,9%	1,3%
Total	864		
Answered	864	82,5%	
Did not answer	183	17,5%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

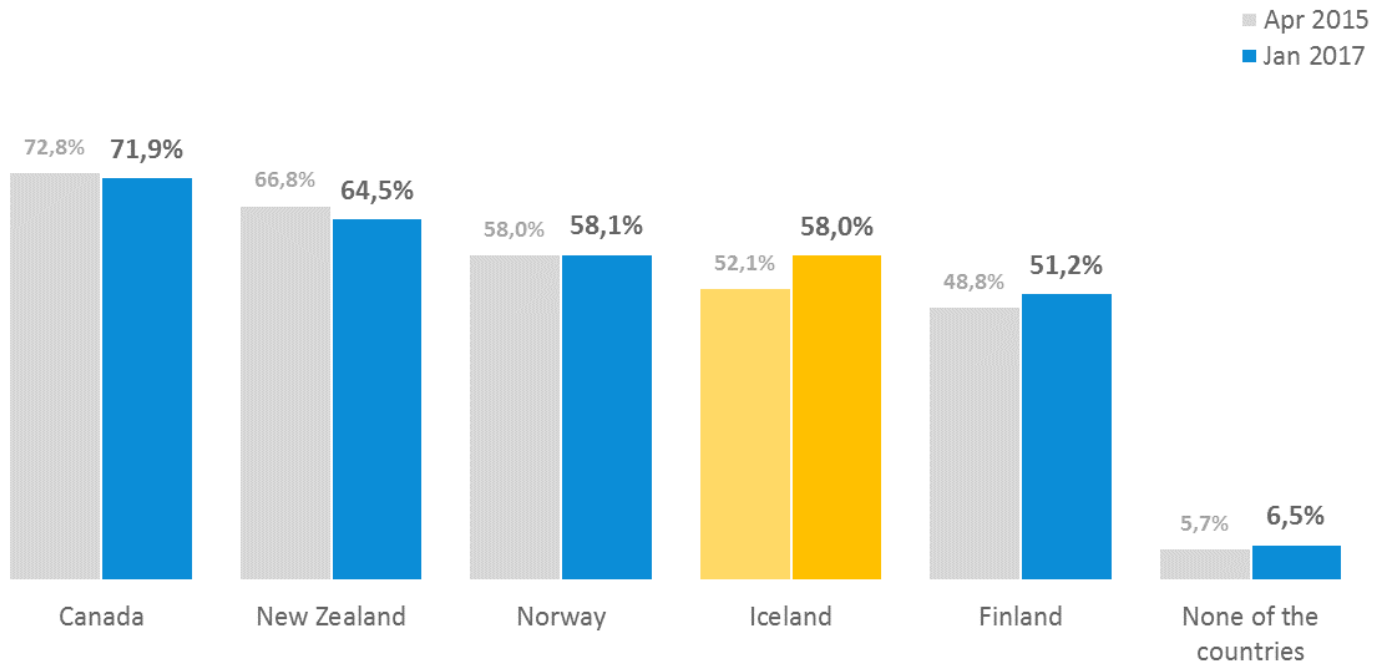
		Canada	Norway	Iceland	New Zealand	Finland	None of the countries
All	864	76%	69%	67%	65%	65%	4%
Gender							
Male	443	77%	69%	64%	64%	65%	5%
Female	421	76%	70%	70%	66%	64%	2%
Age							
18 - 29	164	65%	65%	62%	57%	60%	6%
30 - 59	498	78%	72%	69%	68%	67%	3%
60 +	201	80%	67%	64%	64%	63%	4%
Lifecycle							
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	346	75%	65%	64%	62%	60%	5%
Rural area or village	239	79%	74%	67%	67%	69%	3%
Education							
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	117	73%	72%	61%	65%	58%	5%
Not working	144	75%	71%	69%	66%	71%	3%
Retired	152	80%	67%	68%	67%	64%	5%
Income							
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	209	77%	72%	72%	68%	68%	5%
Once- Twice	342	74%	68%	63%	63%	62%	4%
Three times or more	303	79%	70%	68%	66%	67%	3%
Segment							
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%

*Asked: All respondents

[Q7_5] I can choose from a variety of exciting activities

Germany

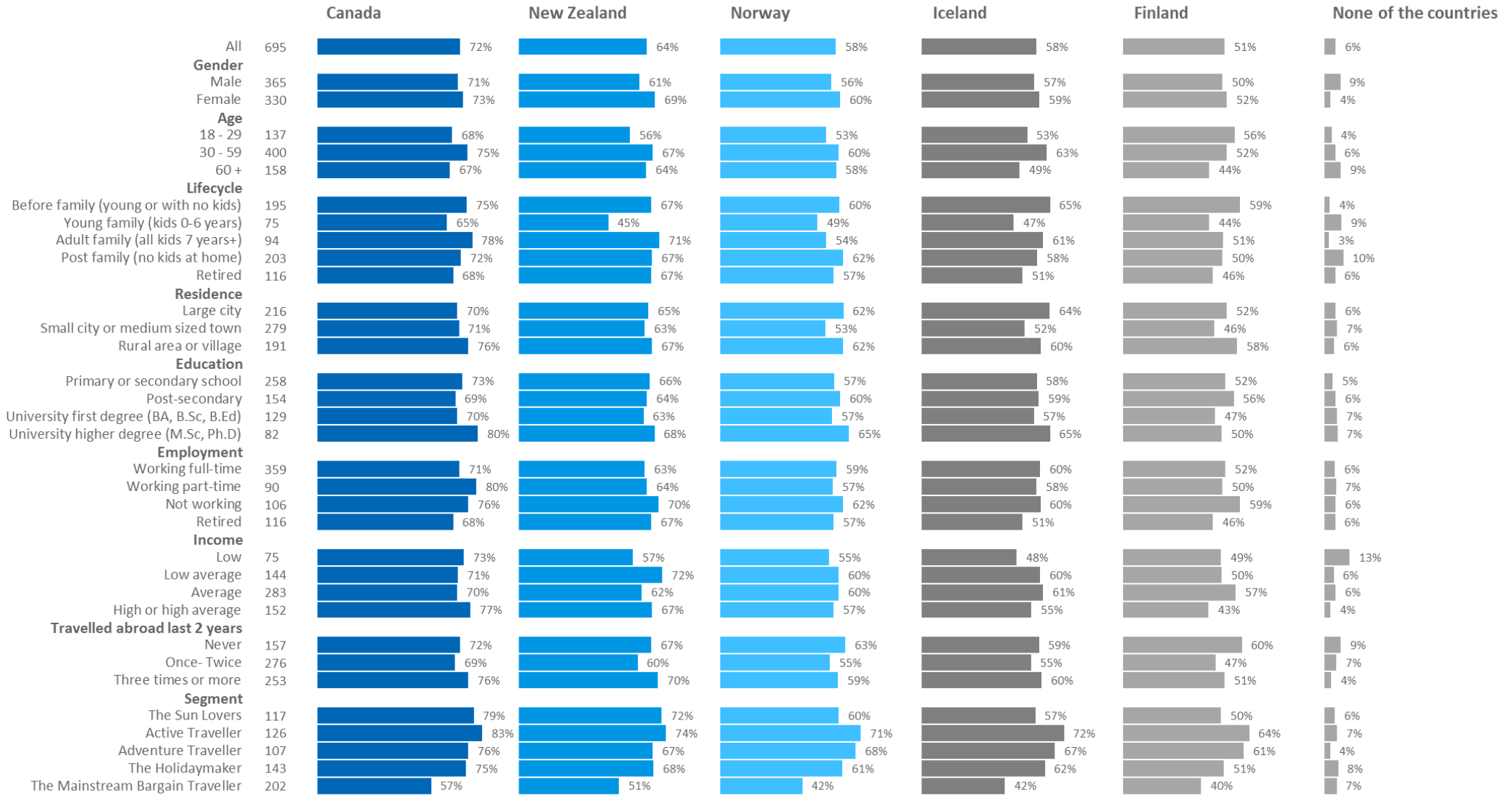
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	500	71,9%	3,3%
New Zealand	448	64,5%	3,6%
Norway	404	58,1%	3,7%
Iceland	403	58,0%	3,7%
Finland	356	51,2%	3,7%
None of the countries	45	6,5%	1,8%
Total	695		
Answered	695	66,4%	
Did not answer	352	33,6%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



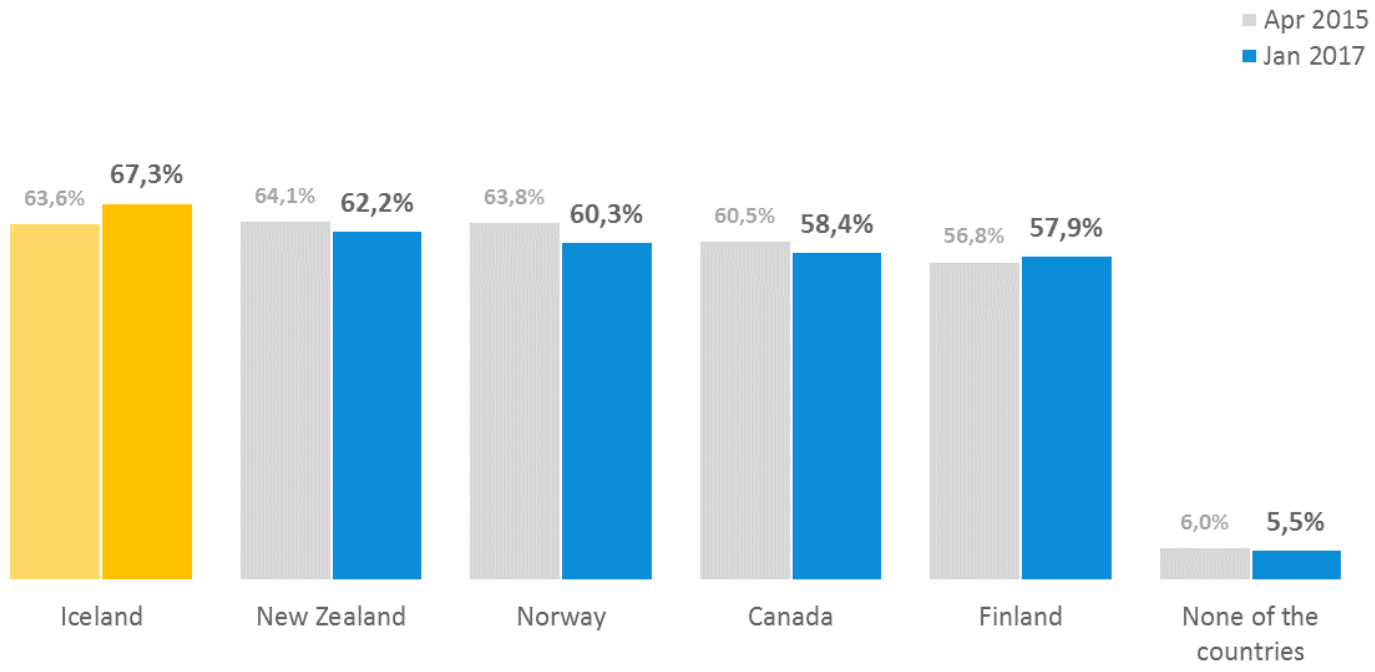
		Canada	New Zealand	Norway	Iceland	Finland	None of the countries
All	695	72%	64%	58%	58%	51%	6%
Gender							
Male	365	71%	61%	56%	57%	50%	9%
Female	330	73%	69%	60%	59%	52%	4%
Age							
18 - 29	137	68%	56%	53%	53%	56%	4%
30 - 59	400	75%	67%	60%	63%	52%	6%
60 +	158	67%	64%	58%	49%	44%	9%
Lifecycle			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

*Asked: All respondents

[Q7_6] I can expect the locals to be warm and welcoming

Germany

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Iceland	467	67,3%	3,5%
New Zealand	432	62,2%	3,6%
Norway	419	60,3%	3,6%
Canada	406	58,4%	3,7%
Finland	402	57,9%	3,7%
None of the countries	38	5,5%	1,7%
Total	694		
Answered	694	66,3%	
Did not answer	353	33,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

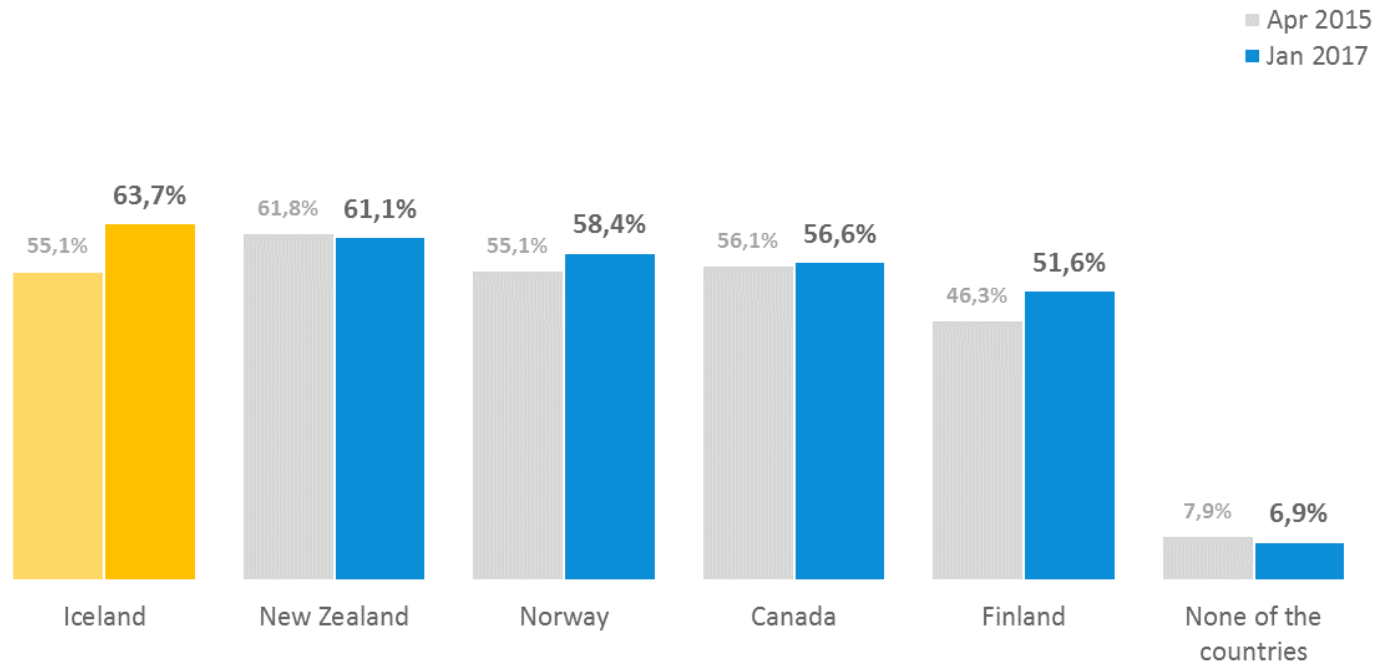
*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

		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							
Before family (young or with no kids)	185	64%	59%	53%	63%	52%	4%
Young family (kids 0-6 years)	80	61%	56%	57%	50%	55%	8%
Adult family (all kids 7 years+)	97	66%	69%	59%	66%	61%	4%
Post family (no kids at home)	192	70%	63%	65%	57%	64%	8%
Retired	128	75%	64%	69%	55%	59%	2%
Residence							
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							
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%	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	131	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%

*Asked: All respondents

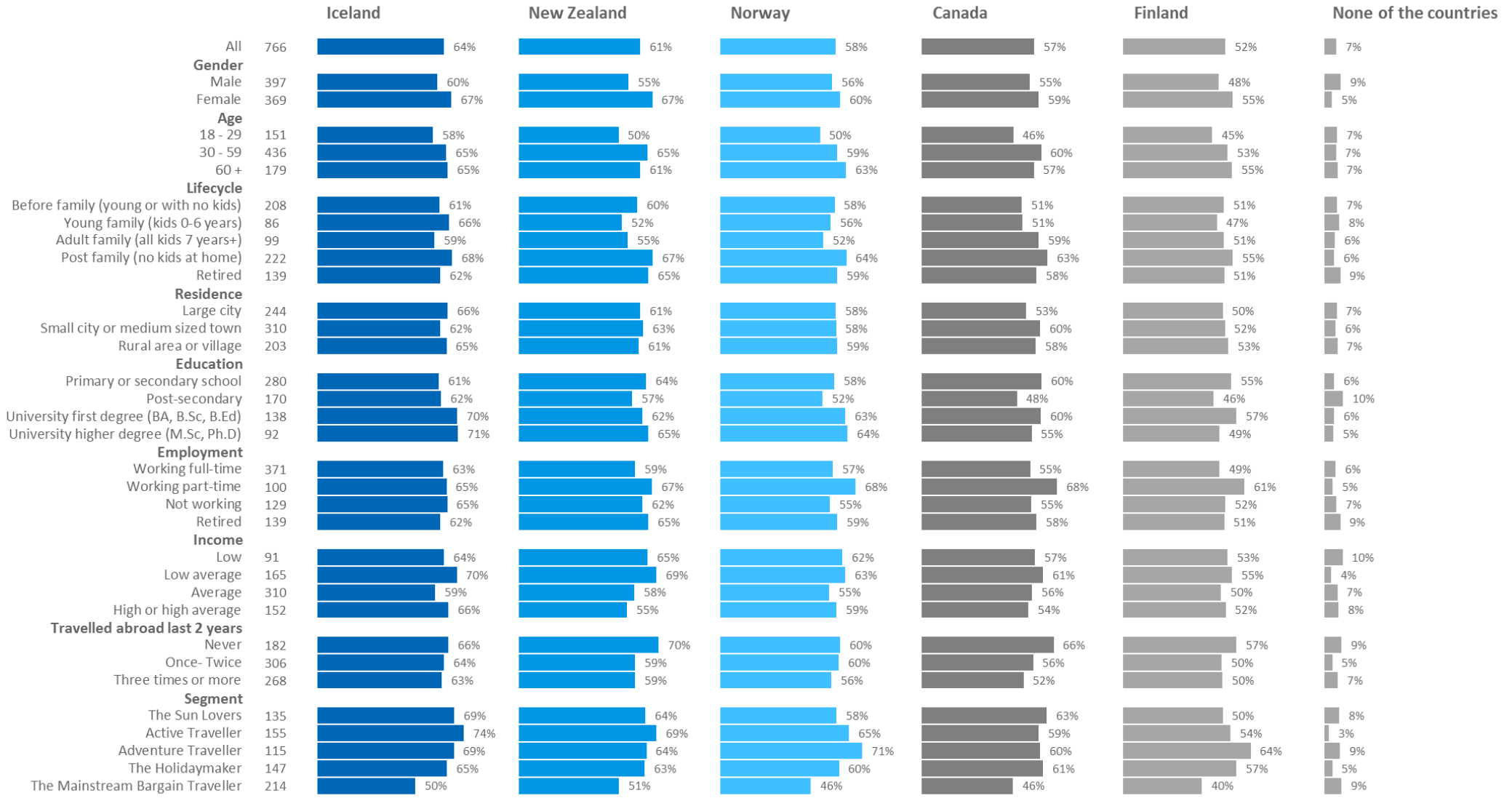
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Iceland	488	63,7%	3,4%
New Zealand	468	61,1%	3,5%
Norway	447	58,4%	3,5%
Canada	434	56,6%	3,5%
Finland	396	51,6%	3,5%
None of the countries	53	6,9%	1,8%
Total	766		
Answered	766	73,1%	
Did not answer	281	26,9%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

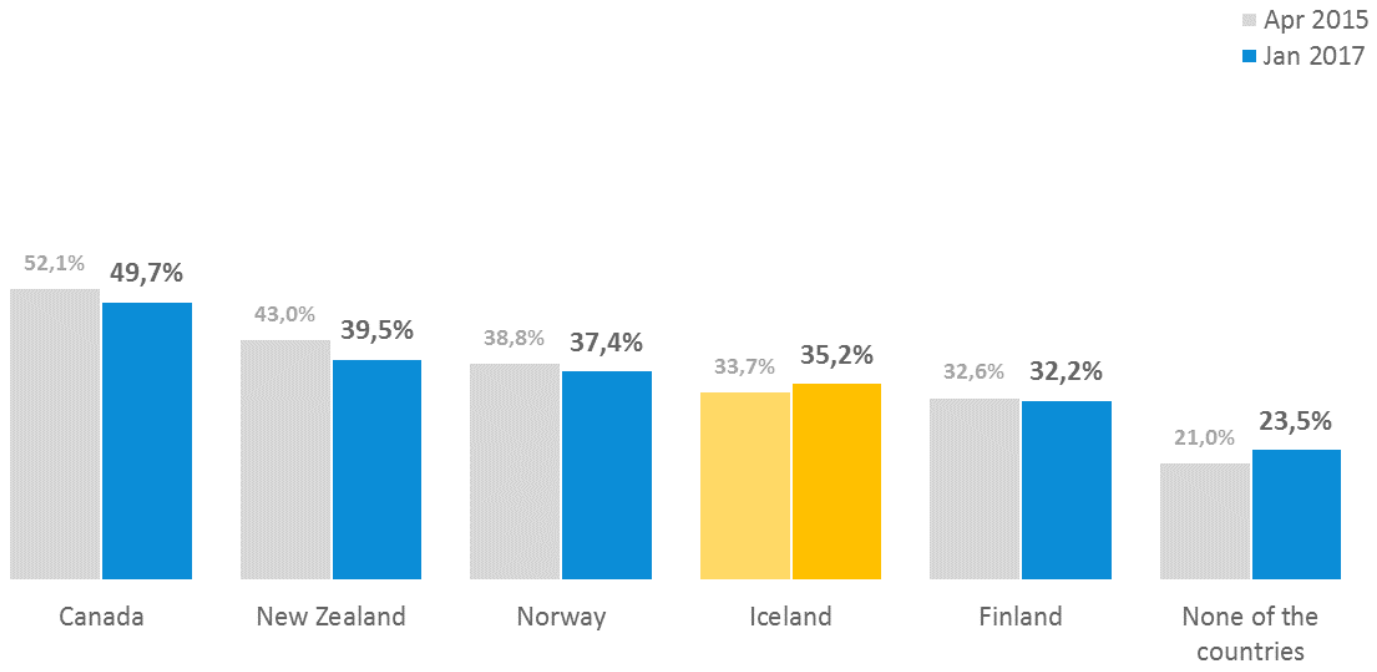


*Asked: All respondents

[Q7_8] It offers exciting restaurants

Germany

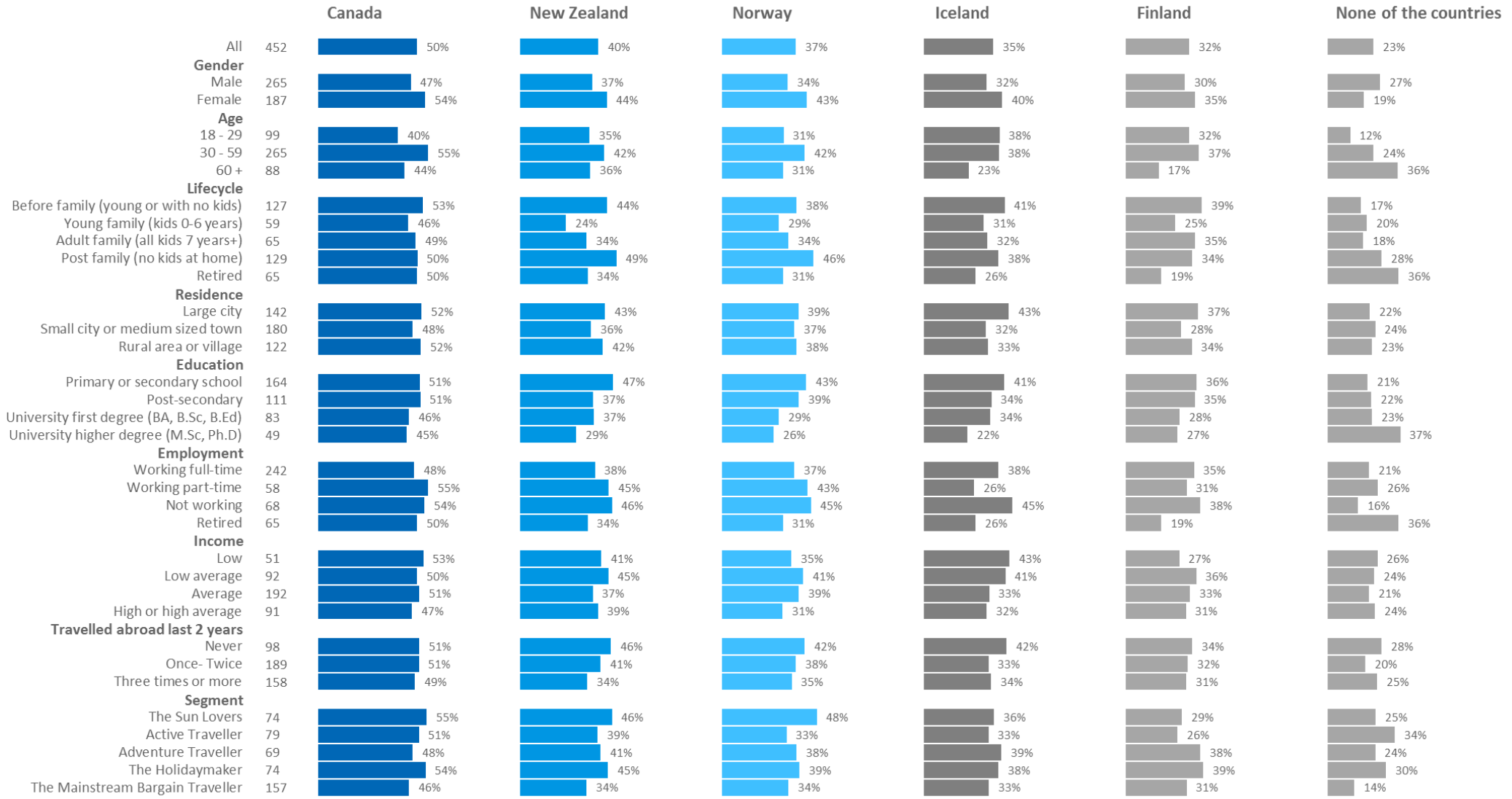
RESPONSE DISTRIBUTION



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 answer	595	56,8%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

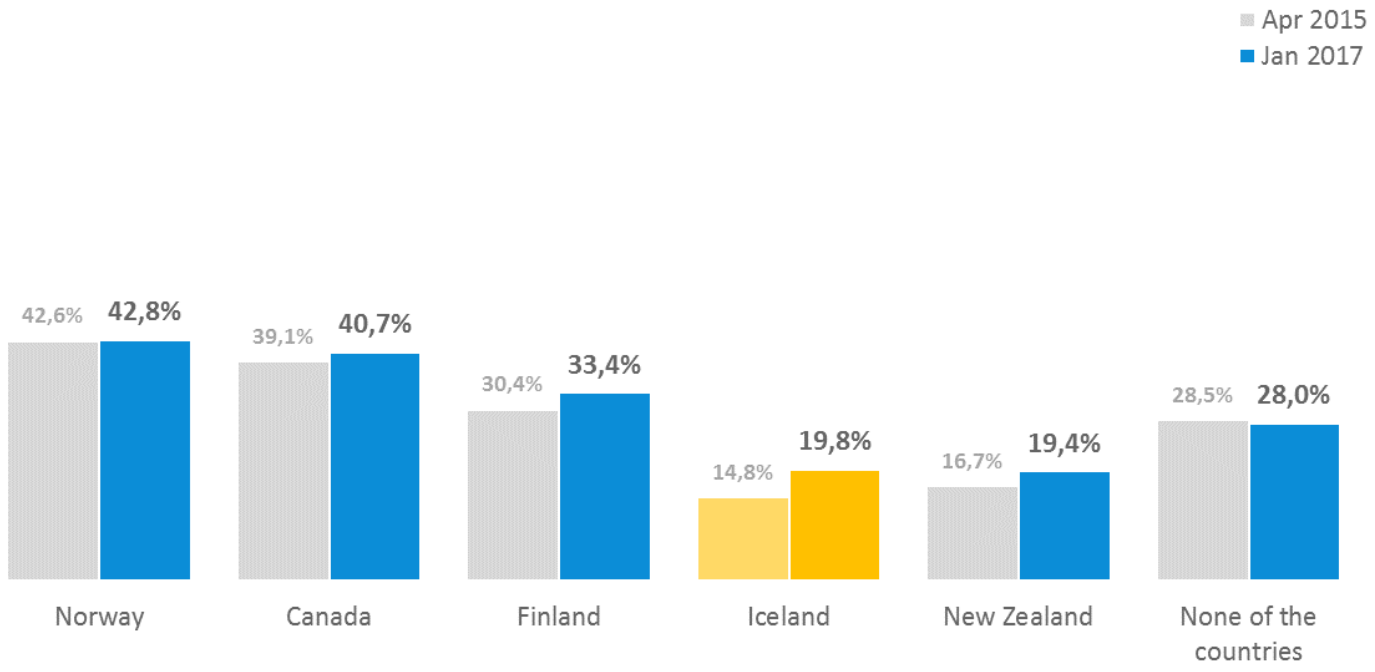


*Asked: All respondents

[Q7_9] It is a good destination for a city break experience

Germany

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Norway	312	42,8%	3,6%
Canada	296	40,7%	3,6%
Finland	243	33,4%	3,4%
Iceland	144	19,8%	2,9%
New Zealand	141	19,4%	2,9%
None of the countries	204	28,0%	3,3%
Total	728		
Answered	728	69,5%	
Did not answer	319	30,5%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

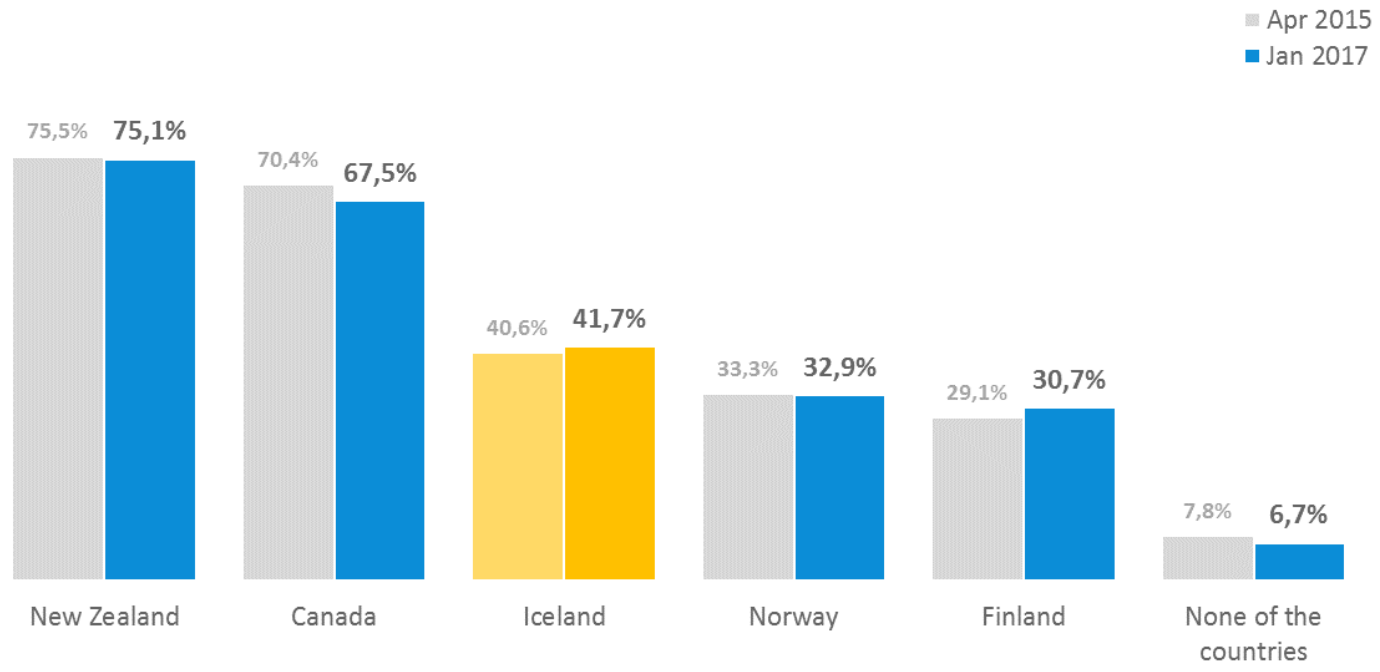
		Norway	Canada	Finland	Iceland	New Zealand	None of the countries
All	728	43%	41%	33%	20%	19%	28%
Gender							
Male	386	39%	44%	34%	18%	20%	29%
Female	342	47%	37%	33%	22%	18%	27%
Age							
18 - 29	143	39%	43%	34%	23%	18%	18%
30 - 59	428	45%	41%	34%	20%	20%	30%
60 +	157	41%	38%	30%	15%	19%	33%
Lifecycle							
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	92	49%	43%	38%	23%	22%	26%
Not working	122	47%	48%	31%	27%	23%	20%
Retired	119	39%	37%	26%	11%	16%	34%
Income							
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	145	52%	46%	35%	20%	17%	30%
Adventure Traveller	108	47%	43%	40%	24%	22%	26%
The Holidaymaker	149	42%	40%	36%	21%	22%	33%
The Mainstream Bargain Traveller	198	35%	39%	27%	19%	18%	21%

*Asked: All respondents

[Q7_10] It is expensive to travel to

Germany

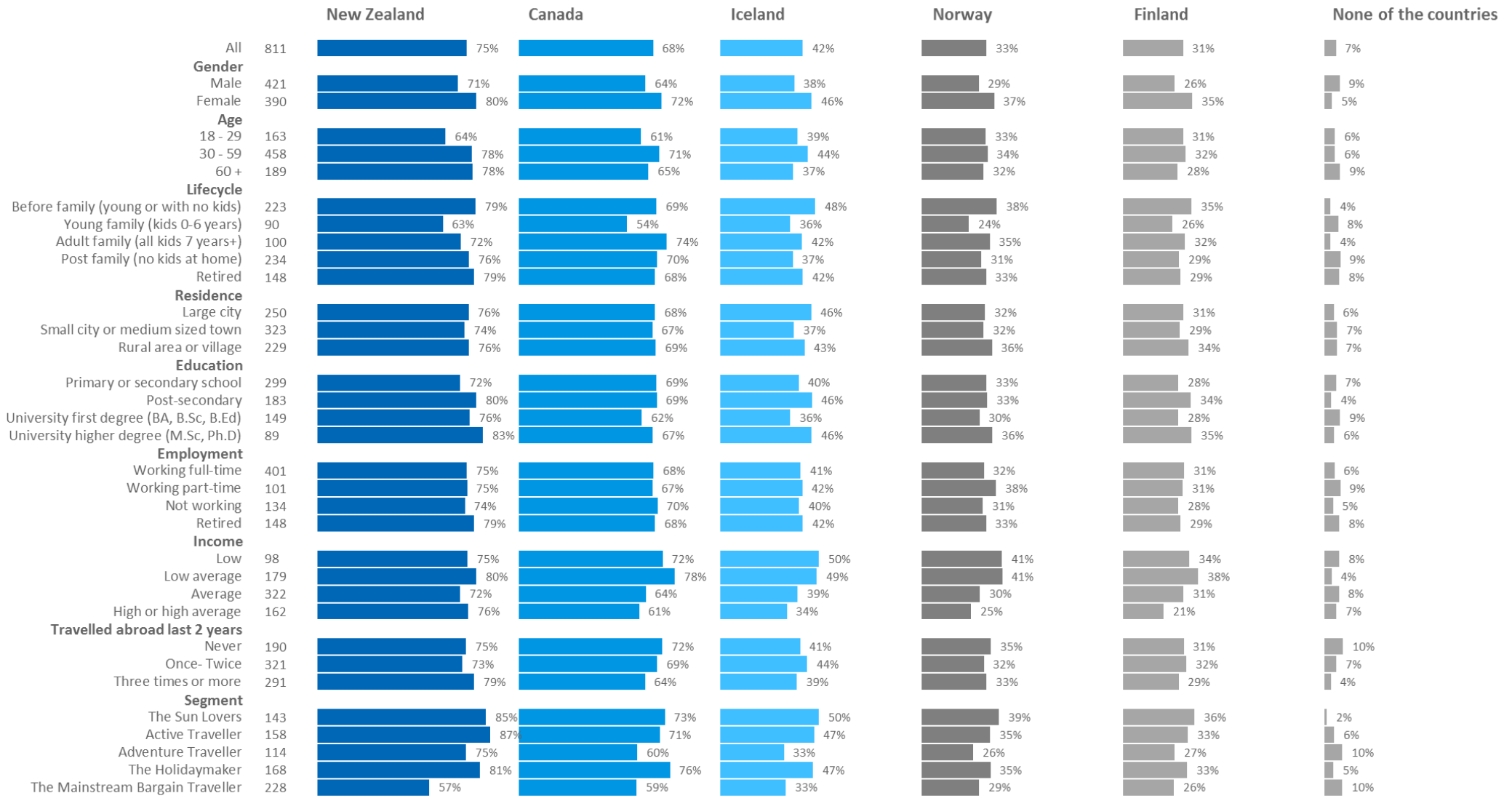
RESPONSE DISTRIBUTION



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

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

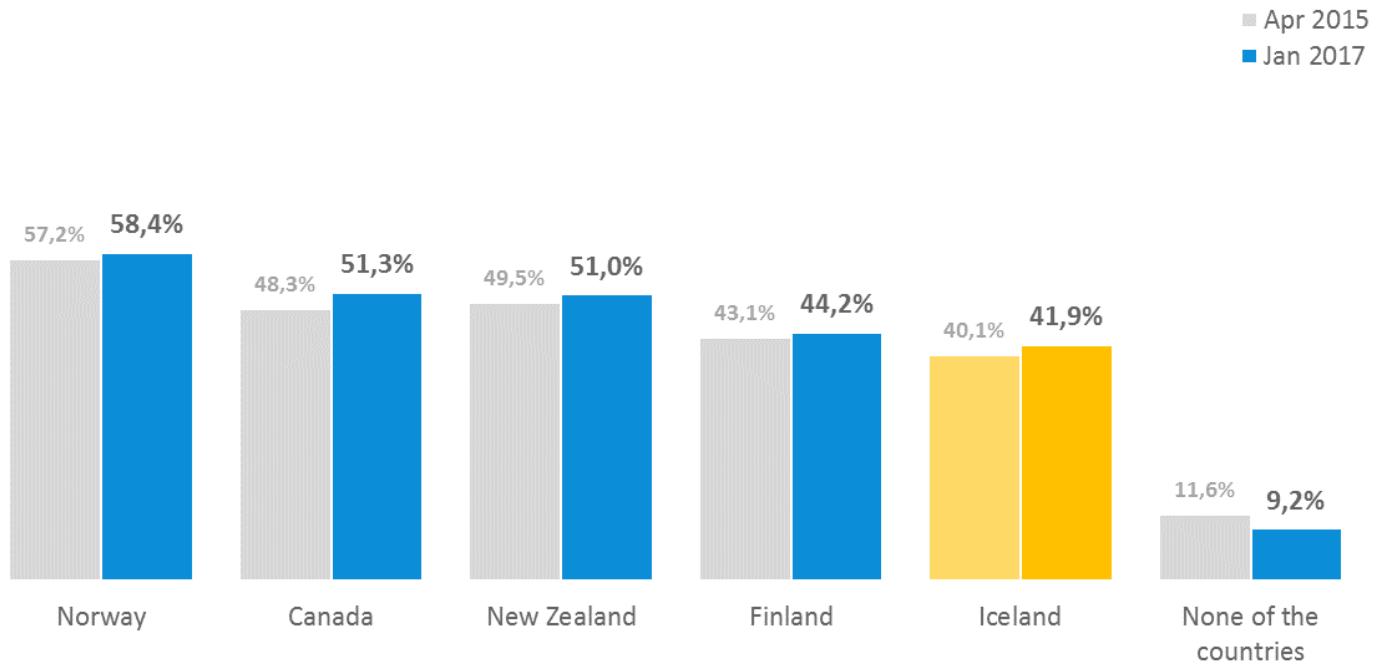


*Asked: All respondents

[Q7_11] It is expensive to stay as a tourist at this destination

Germany

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Norway	424	58,4%	3,6%
Canada	373	51,3%	3,6%
New Zealand	371	51,0%	3,6%
Finland	321	44,2%	3,6%
Iceland	305	41,9%	3,6%
None of the countries	67	9,2%	2,1%
Total	727		
Answered	727	69,4%	
Did not answer	320	30,6%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

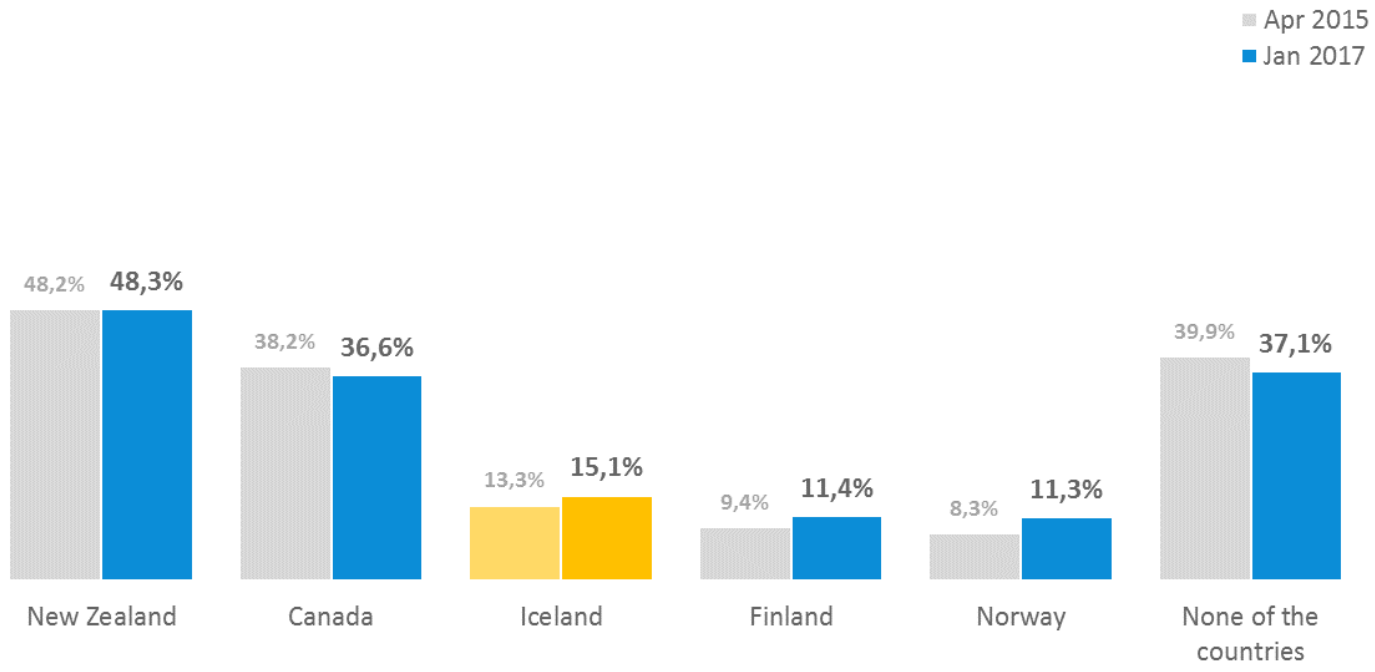
		Norway	Canada	New Zealand	Finland	Iceland	None of the countries
All	727	58%	51%	51%	44%	42%	9%
Gender							
Male	381	57%	49%	50%	42%	41%	10%
Female	346	60%	54%	52%	46%	43%	8%
Age							
18 - 29	148	52%	34%	37%	40%	34%	9%
30 - 59	416	59%	56%	54%	45%	46%	10%
60 +	163	63%	53%	55%	46%	39%	8%
Lifecycle							
Before family (young or with no kids)	203	61%	48%	47%	45%	48%	7%
Young family (kids 0-6 years)	76	49%	29%	28%	34%	30%	16%
Adult family (all kids 7 years+)	103	58%	54%	53%	43%	38%	7%
Post family (no kids at home)	207	57%	59%	58%	47%	44%	11%
Retired	124	64%	57%	58%	46%	42%	8%
Residence							
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							
Working full-time	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	62%	55%	50%	45%	44%	10%
Low average	163	66%	56%	56%	50%	52%	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							
Never	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%

*Asked: All respondents

[Q7_12] It is too far away for me to travel to

Germany

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
New Zealand	415	48,3%	3,3%
Canada	314	36,6%	3,2%
Iceland	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		
Answered	859	82,1%	
Did not answer	188	17,9%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

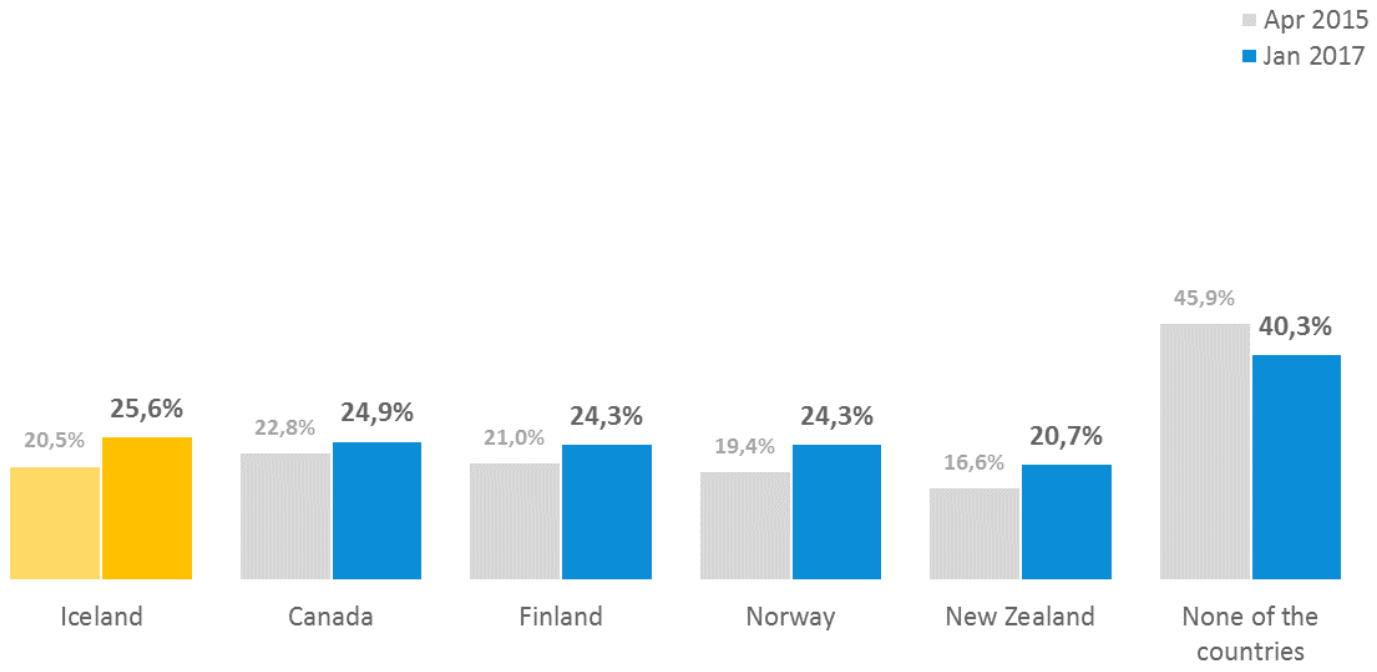
		New Zealand	Canada	Iceland	Finland	Norway	None of the countries
All	859	48%	37%	15%	11%	11%	37%
Gender							
Male	438	47%	35%	14%	11%	13%	37%
Female	421	49%	38%	16%	11%	9%	37%
Age							
18 - 29	170	33%	27%	9%	9%	12%	43%
30 - 59	487	48%	36%	18%	12%	12%	39%
60 +	201	62%	46%	14%	11%	9%	28%
Lifecycle							
Before family (young or with no kids)	230	41%	28%	12%	10%	10%	45%
Young family (kids 0-6 years)	95	40%	31%	15%	12%	14%	36%
Adult family (all kids 7 years+)	108	41%	36%	18%	15%	15%	38%
Post family (no kids at home)	254	55%	42%	16%	12%	12%	32%
Retired	156	57%	46%	14%	11%	9%	34%
Residence							
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							
Low	102	60%	52%	19%	13%	13%	30%
Low average	190	53%	49%	16%	16%	14%	33%
Average	340	46%	33%	16%	12%	11%	37%
High or high average	172	40%	24%	10%	4%	9%	46%
Travelled abroad last 2 years							
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							
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%

*Asked: All respondents

[Q7_13] It offers good value for money

Germany

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Iceland	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 answer	521	49,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

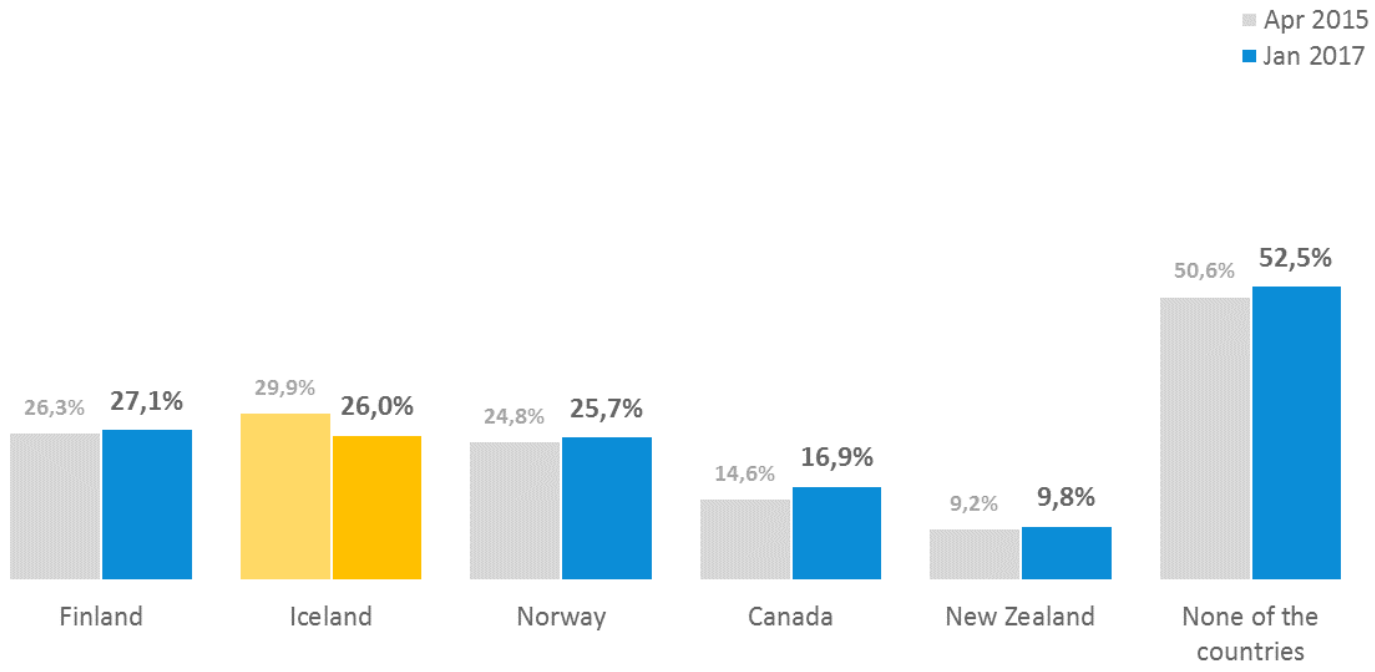
RESPONSE DISTRIBUTION | CROSS SPLITS

*Asked: All respondents

[Q7_14] The climate is too cold for me to visit

Germany

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Finland	213	27,1%	3,1%
Iceland	205	26,0%	3,1%
Norway	202	25,7%	3,0%
Canada	133	16,9%	2,6%
New Zealand	77	9,8%	2,1%
None of the countries	414	52,5%	3,5%
Total	788		
Answered	788	75,2%	
Did not answer	259	24,8%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

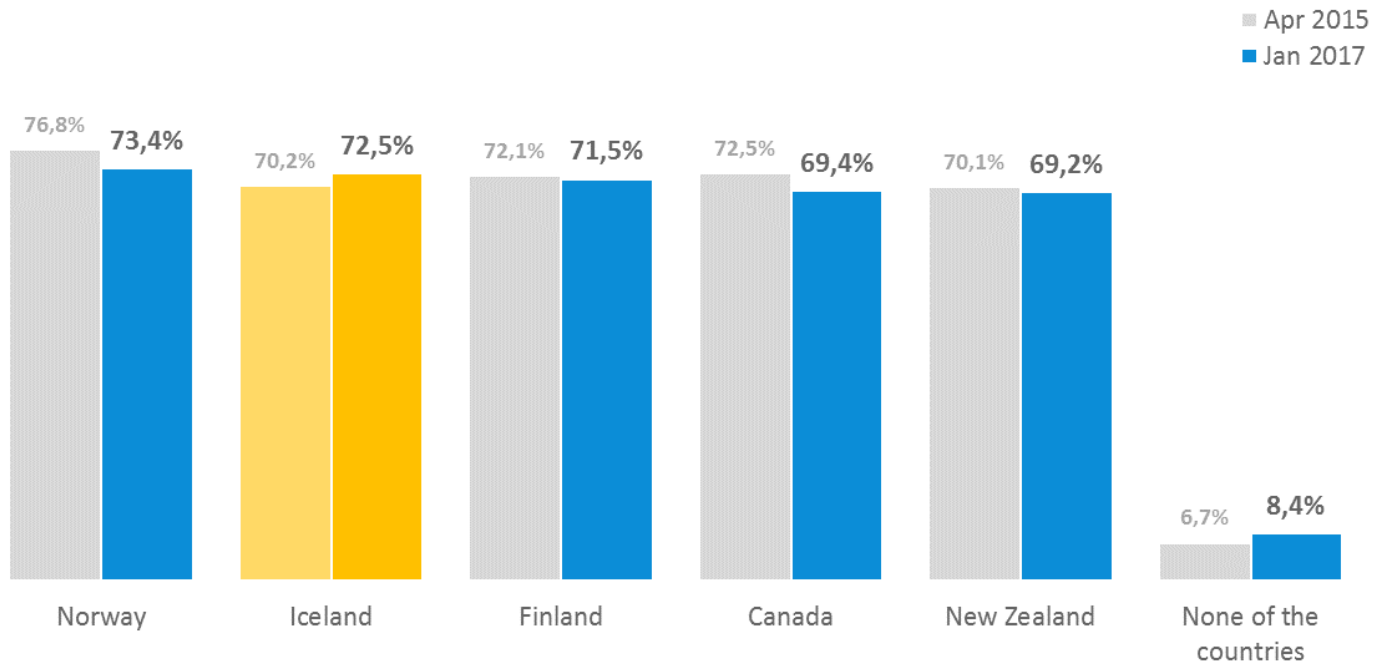
RESPONSE DISTRIBUTION | CROSS SPLITS

*Asked: All respondents

[Q7_15] It is a safe destination

Germany

RESPONSE DISTRIBUTION



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 answer	247	23,6%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

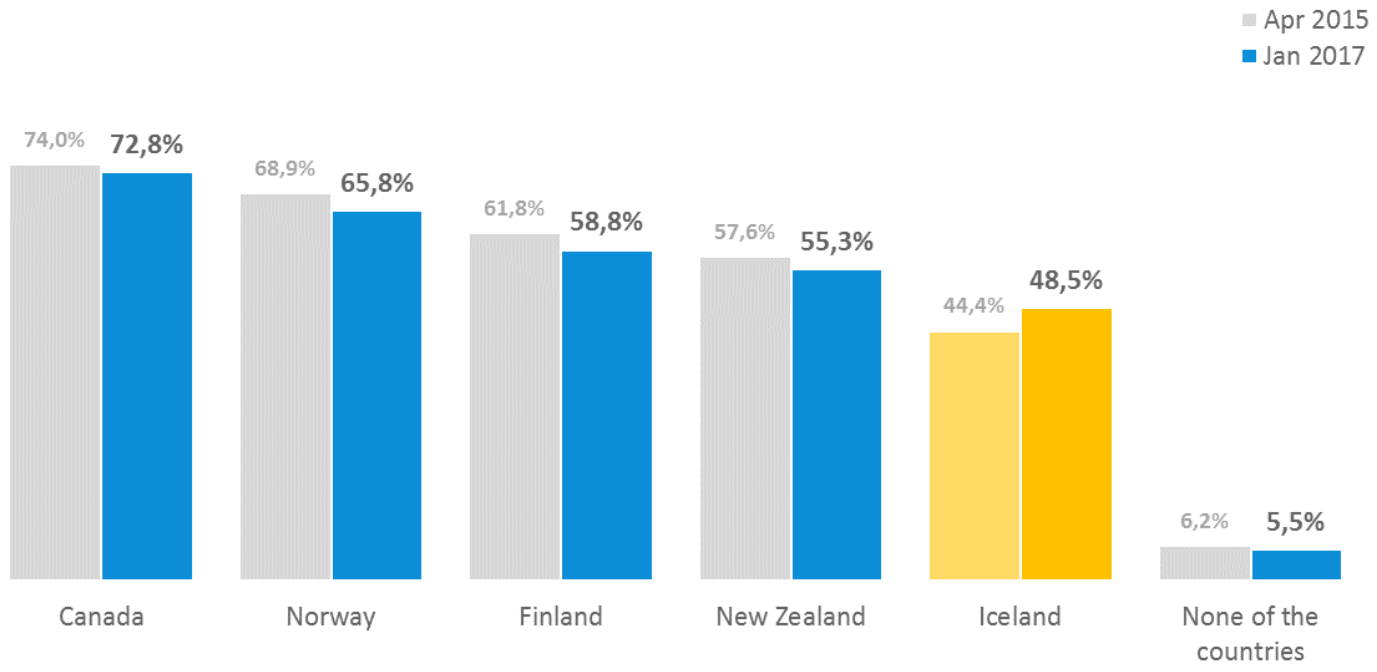
RESPONSE DISTRIBUTION | CROSS SPLITS

*Asked: All respondents

[Q7_16] It has modern infrastructure (such as transportation, accommodation, communications)

Germany

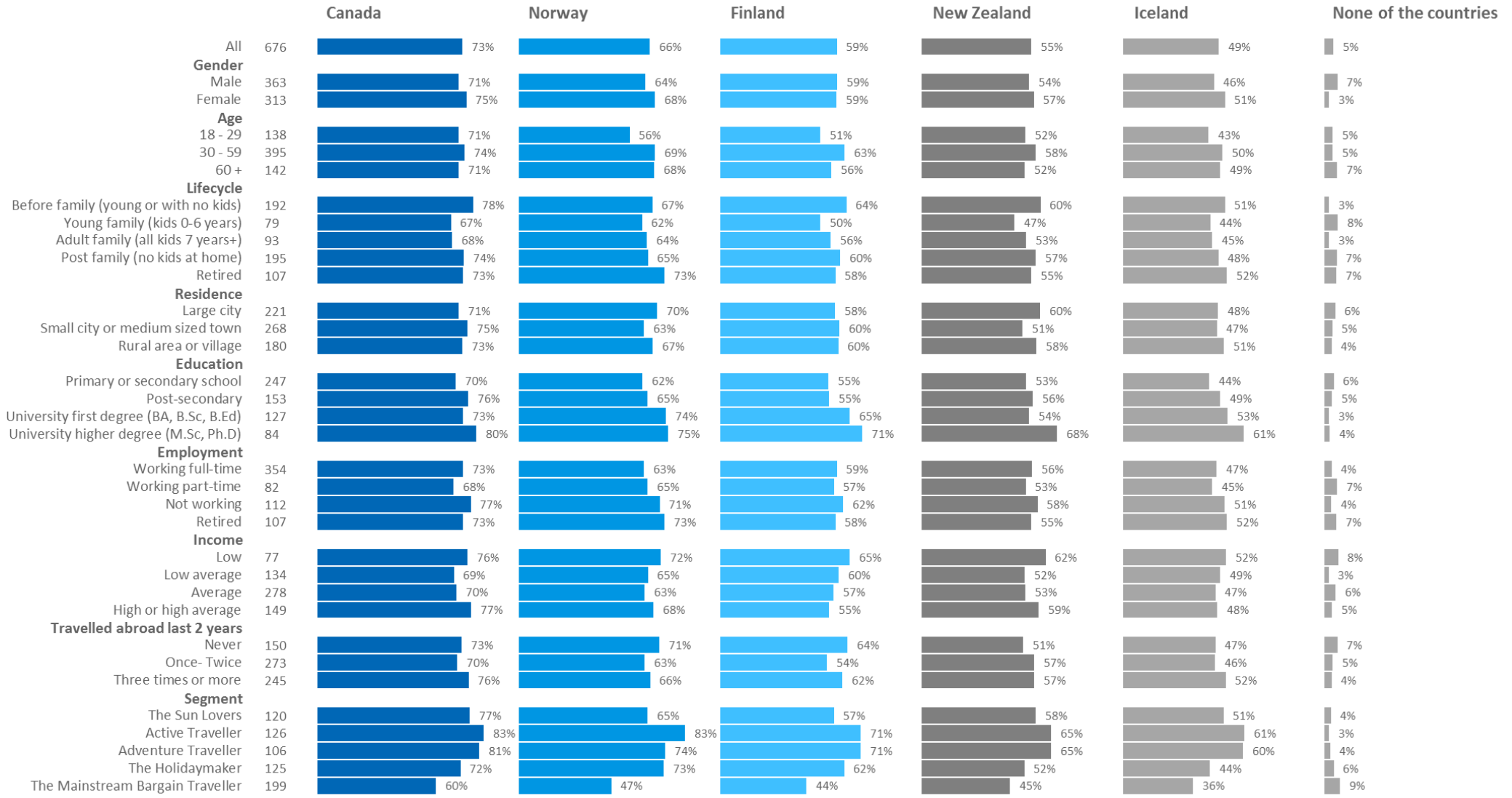
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	492	72,8%	3,4%
Norway	445	65,8%	3,6%
Finland	397	58,8%	3,7%
New Zealand	374	55,3%	3,7%
Iceland	328	48,5%	3,8%
None of the countries	37	5,5%	1,7%
Total	676		
Answered	676	64,5%	
Did not answer	371	35,5%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



		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	107	73%	73%	58%	55%	52%	7%
Residence							
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							
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							
Never	150	73%	71%	64%	51%	47%	7%
Once- Twice	273	70%	63%	54%	57%	46%	5%
Three times or more	245	76%	66%	62%	57%	52%	4%
Segment							
The Sun Lovers	120	77%	65%	57%	58%	51%	4%
Active Traveller	126	83%	83%	71%	65%	61%	3%
Adventure Traveller	106	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%

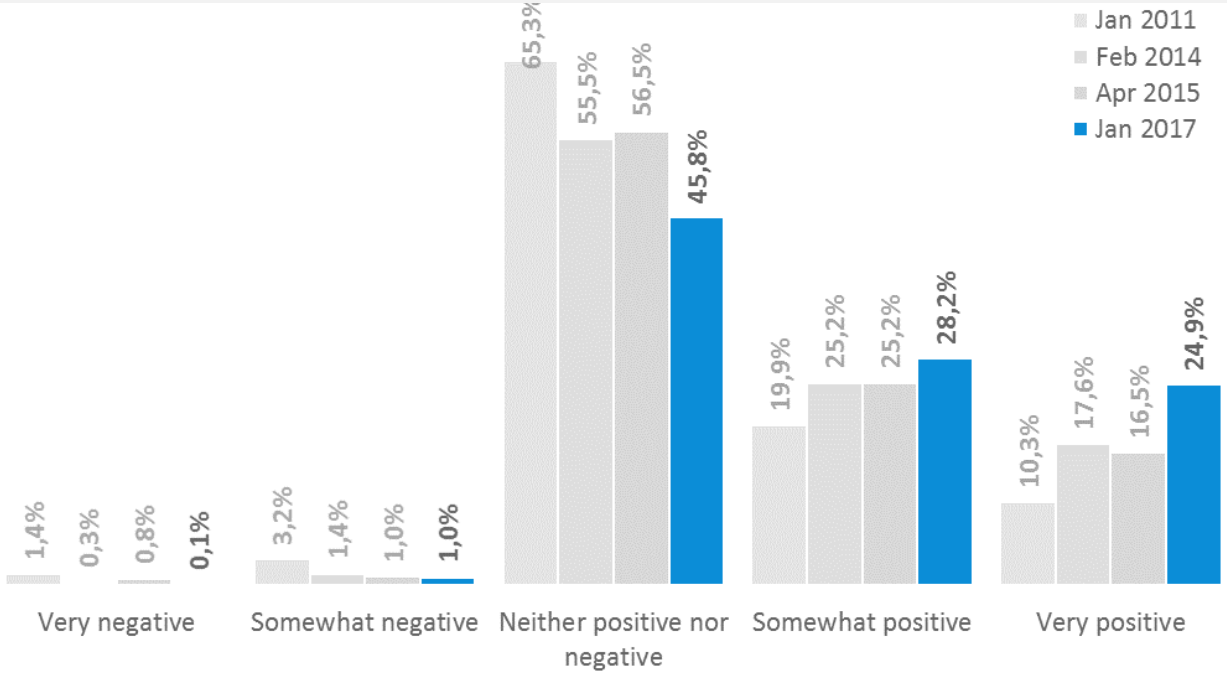
*Asked: All respondents

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

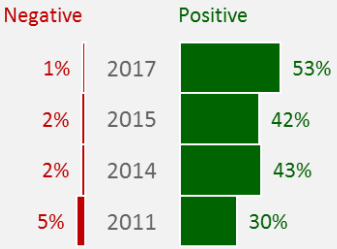
Germany

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	1	0,1%	0,2%
2 - Somewhat negative	8	1,0%	0,7%
3 - Neither positive nor negative	385	45,8%	3,4%
4 - Somewhat positive	237	28,2%	3,0%
5 - Very positive	210	24,9%	2,9%
Total	841	100%	
Answered	841	80,3%	
Did not answer	206	19,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

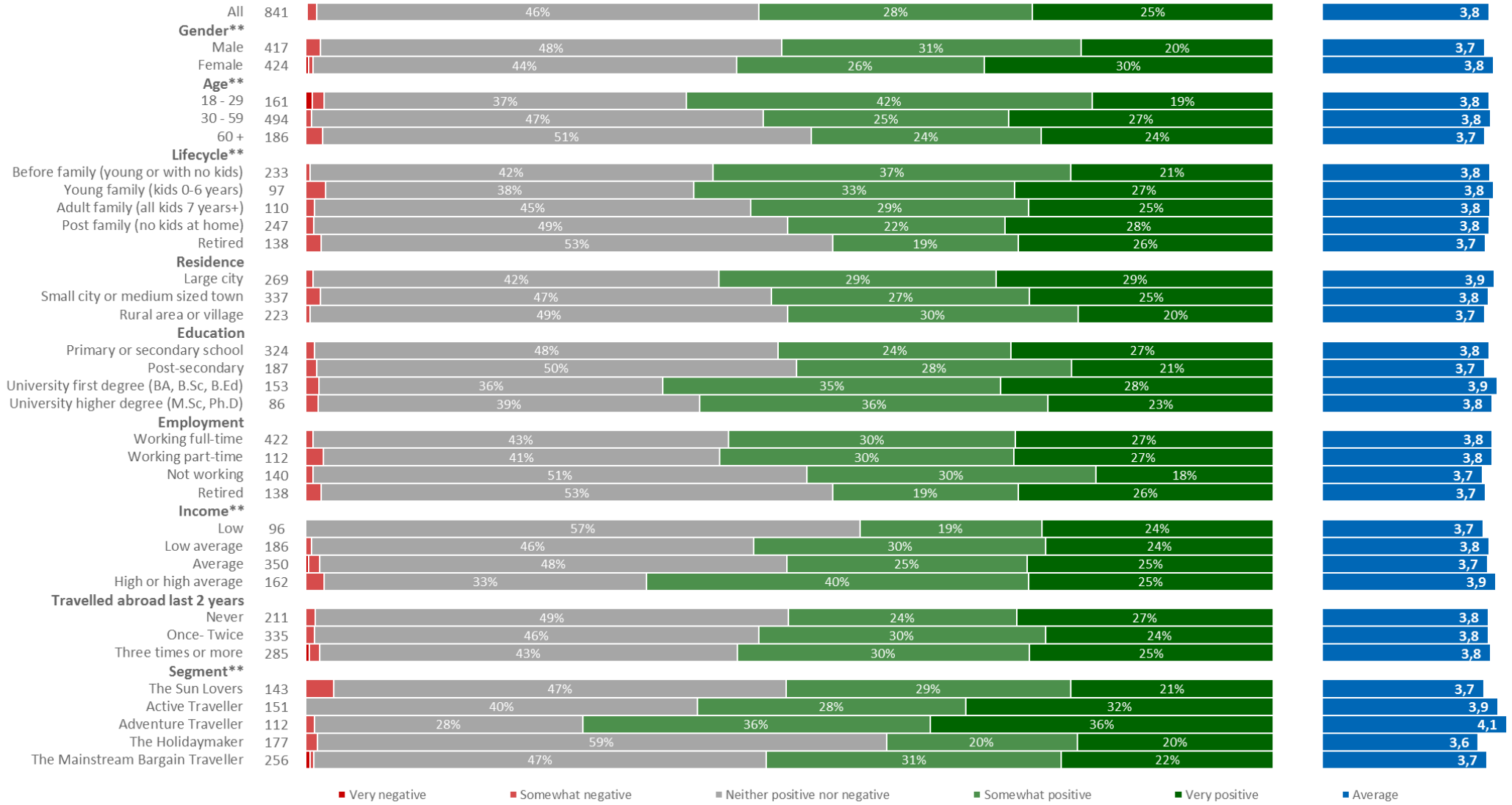


*Asked: All respondents

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

Germany

RESPONSE DISTRIBUTION | CROSS SPLITS

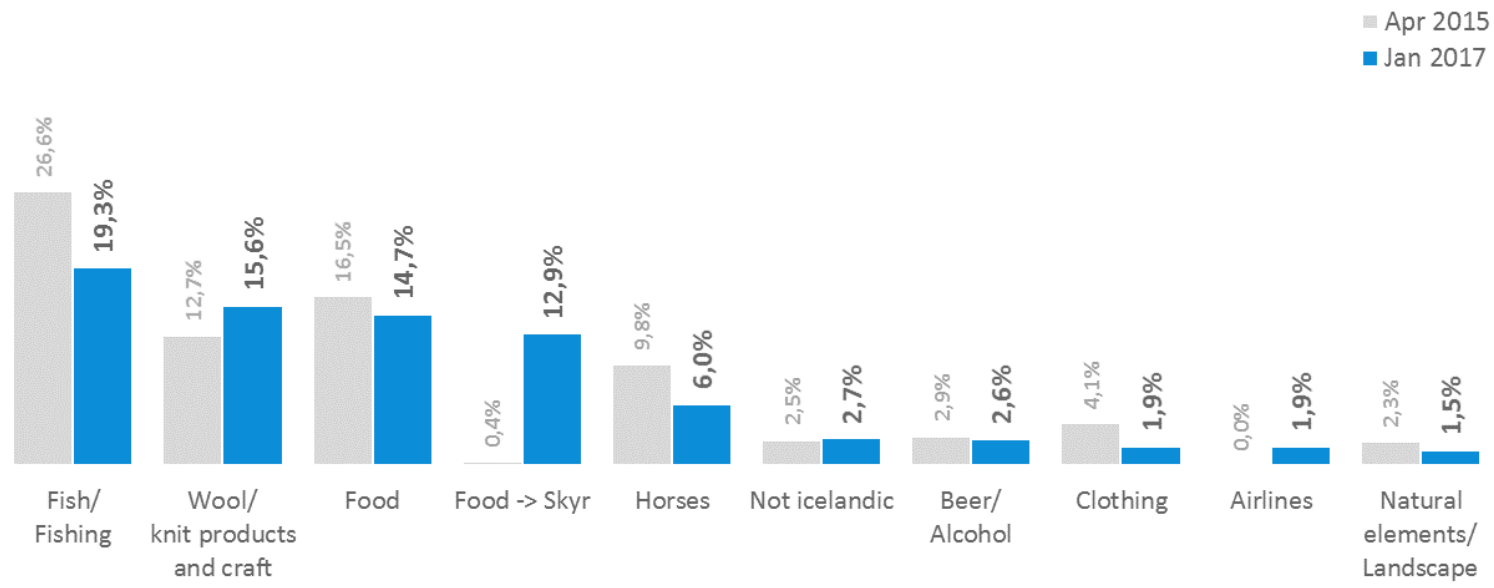


*Asked: All respondents

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

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS

(First of up to five mentions)

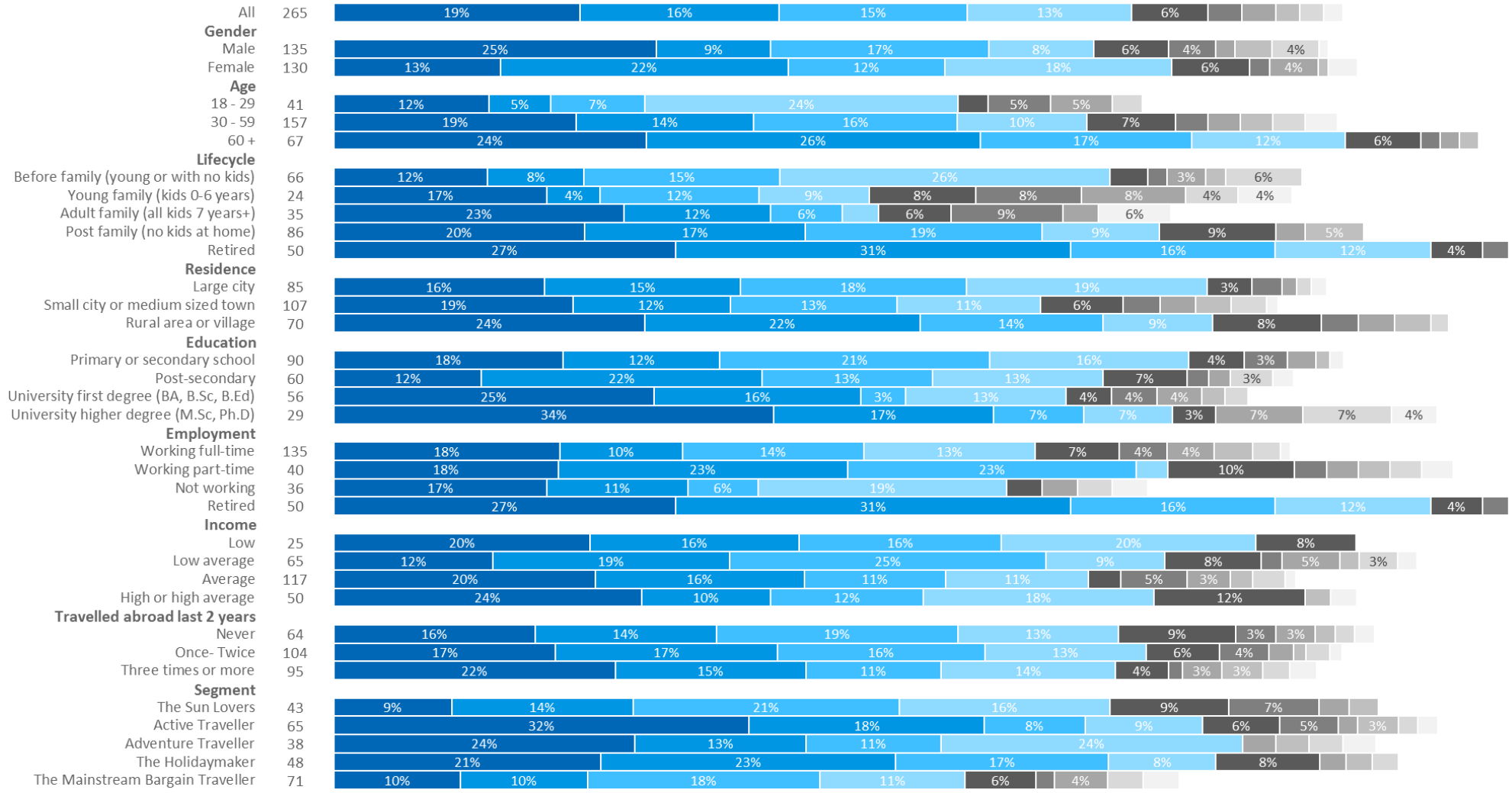


Top 10 Answers	Count	Pct.%	Conf.lim +/-
Fish/Fishing	51	19,3%	4,7%
Wool/knit products and	41	15,6%	4,4%
Food	39	14,7%	4,3%
Food -> Skyr	34	12,9%	4,0%
Horses	16	6,0%	2,9%
Not icelandic	7	2,7%	1,9%
Beer/Alcohol	7	2,6%	1,9%
Clothing	5	1,9%	1,6%
Airlines	5	1,9%	1,6%
Natural	4	1,5%	1,5%
Answered	265	25,3%	
Did not answer	782	74,7%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

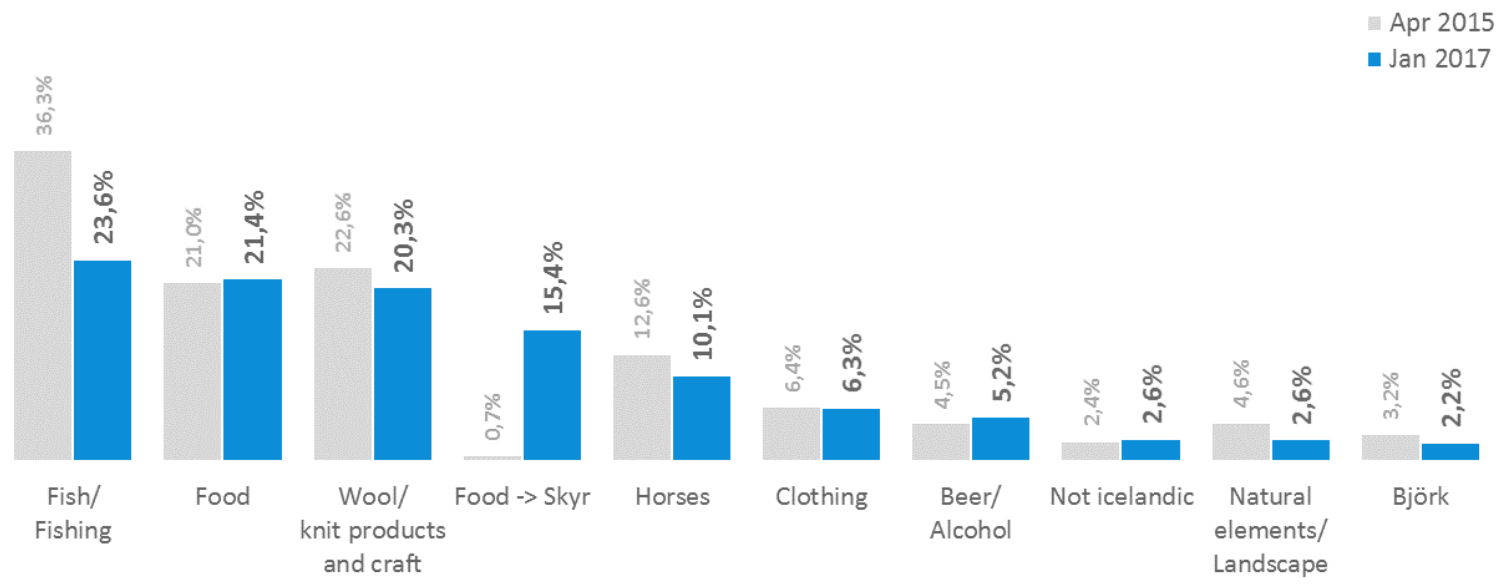
(First of up to five mentions)



*Asked: All respondents

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS

(Up to five mentions)



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Fish/Fishing	63	23,6%	5,1%
Food	57	21,4%	4,9%
Wool/knit products and	54	20,3%	4,8%
Food -> Skyr	41	15,4%	4,3%
Horses	27	10,1%	3,6%
Clothing	17	6,3%	2,9%
Beer/Alcohol	14	5,2%	2,7%
Not icelandic	7	2,6%	1,9%
Natural	7	2,6%	1,9%
Björk	6	2,2%	1,8%
Answered	267	25,5%	
Did not answer	780	74,5%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

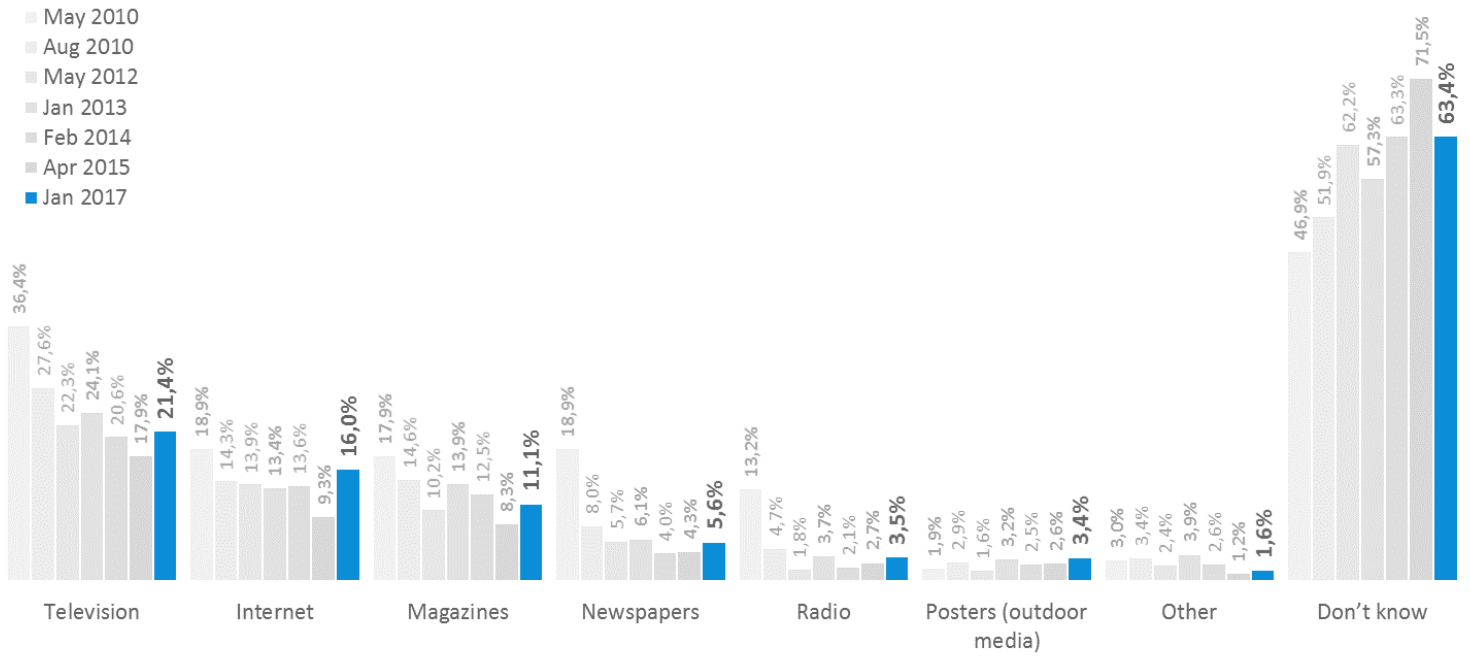
(Up to five mentions)

		Fish/Fishing	Food	Wool/knit products and craft	Food -> Skyr	Horses	Clothing	Beer/Alcohol	Not icelandic	Natural elements/Landsca	Björk
All	267	24%	21%	20%	15%	10%	6%	5%	3%	3%	2%
Gender											
Male	135	30%	24%	14%	10%	9%	8%	4%	4%	2%	4%
Female	132	17%	19%	27%	20%	11%	5%	7%	2%	3%	0%
Age											
18 - 29	43	14%	14%	7%	28%	2%	5%	12%	5%	2%	0%
30 - 59	157	23%	22%	19%	13%	11%	8%	5%	3%	4%	3%
60 +	67	32%	26%	32%	14%	12%	3%	1%	2%	0%	3%
Lifecycle											
Before family (young or with no kids)	67	16%	20%	10%	30%	6%	5%	6%	1%	0%	0%
Young family (kids 0-6 years)	25	16%	16%	16%	16%	8%	4%	16%	8%	4%	4%
Adult family (all kids 7 years+)	35	25%	17%	20%	3%	6%	6%	6%	9%	9%	6%
Post family (no kids at home)	86	24%	23%	20%	10%	13%	11%	3%	0%	2%	3%
Retired	50	33%	26%	37%	14%	12%	2%	0%	2%	0%	0%
Residence											
Large city	85	24%	24%	20%	20%	3%	3%	1%	2%	2%	3%
Small city or medium sized town	108	21%	19%	19%	11%	11%	10%	5%	3%	3%	2%
Rural area or village	71	28%	23%	23%	17%	15%	4%	10%	3%	0%	1%
Education											
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%
University first degree (BA, B.Sc, B.Ed)	56	30%	13%	20%	16%	5%	7%	7%	4%	2%	4%
University higher degree (M.Sc, Ph.D)	29	38%	14%	27%	10%	10%	7%	10%	0%	4%	0%
Employment											
Working full-time	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	37	16%	8%	16%	24%	3%	3%	8%	0%	5%	3%
Retired	50	33%	26%	37%	14%	12%	2%	0%	2%	0%	0%
Income											
Low	25	20%	24%	24%	24%	8%	8%	12%	0%	0%	4%
Low average	65	15%	32%	25%	11%	12%	6%	5%	2%	3%	2%
Average	117	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	106	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											
The Sun Lovers	43	16%	26%	19%	19%	9%	9%	5%	7%	0%	2%
Active Traveller	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	71	11%	24%	18%	13%	8%	6%	8%	1%	6%	3%

*Asked: All respondents

RESPONSE DISTRIBUTION

(Multiple answers)



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 answer	87	8,3%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

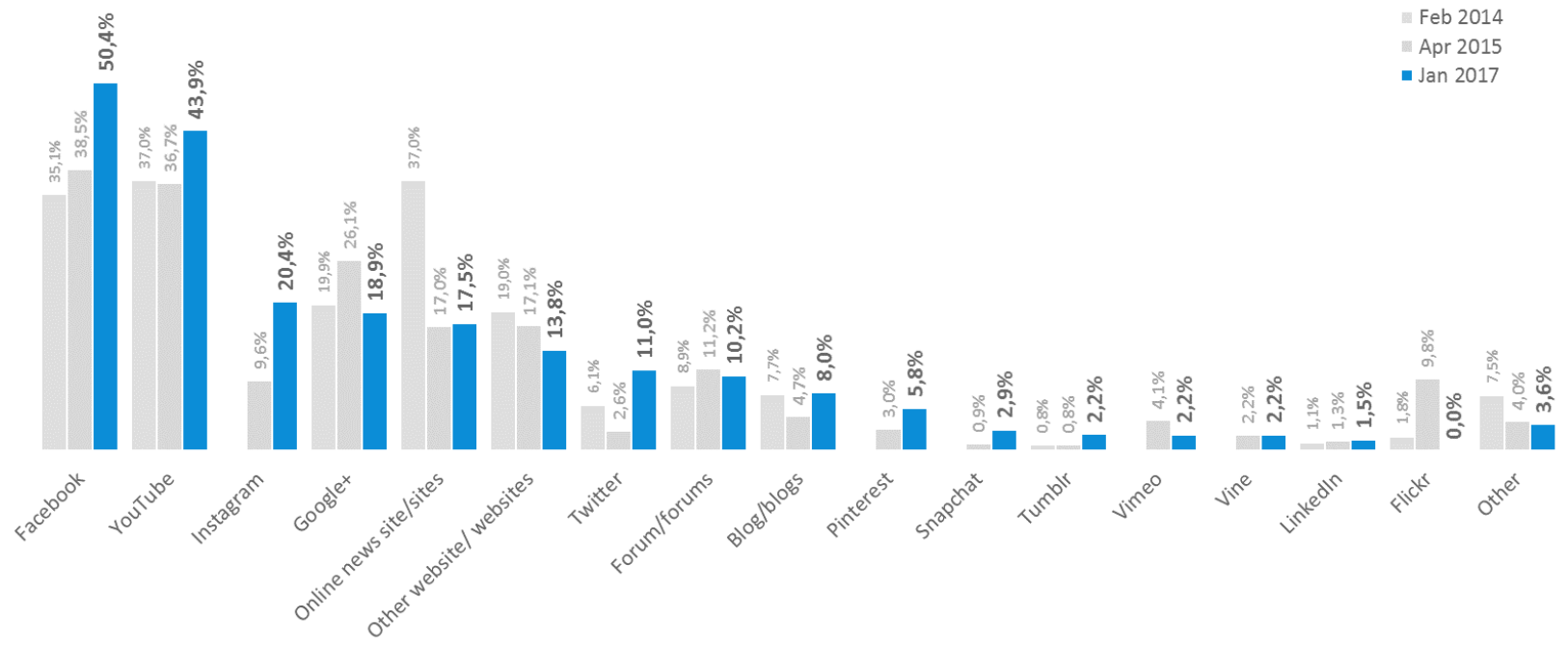
(Multiple answers)

		Television	Internet	Magazines	Newspapers	Radio	Posters (outdoor media)	Other	Don't know
All	960	21%	16%	11%	6%	4%	3%	2%	63%
Gender									
Male	483	27%	20%	12%	8%	4%	4%	2%	57%
Female	478	16%	12%	10%	3%	3%	3%	1%	70%
Age									
18 - 29	185	18%	26%	11%	8%	9%	8%	2%	52%
30 - 59	547	19%	14%	10%	5%	2%	3%	1%	68%
60 +	229	29%	12%	14%	5%	2%	2%	3%	61%
Lifecycle									
Before family (young or with no kids)	255	16%	23%	9%	4%	3%	4%	2%	61%
Young family (kids 0-6 years)	108	21%	14%	11%	10%	8%	7%	1%	57%
Adult family (all kids 7 years+)	121	24%	20%	11%	7%	7%	3%	1%	65%
Post family (no kids at home)	281	19%	13%	11%	5%	2%	2%	0%	69%
Retired	175	30%	11%	14%	4%	2%	1%	5%	62%
Residence									
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%	63%
Rural area or village	267	23%	12%	12%	4%	1%	2%	2%	63%
Education									
Primary or secondary school	360	19%	13%	11%	4%	4%	2%	2%	68%
Post-secondary	207	25%	18%	10%	3%	4%	5%	1%	62%
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%	62%
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%	62%
Income									
Low	119	20%	13%	9%	3%	4%	2%	0%	71%
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									
Never	268	15%	7%	5%	2%	1%	1%	2%	76%
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									
The Sun Lovers	172	20%	10%	8%	4%	1%	1%	2%	73%
Active Traveller	175	26%	22%	14%	10%	5%	3%	2%	55%
Adventure Traveller	127	21%	24%	13%	1%	2%	5%	3%	57%
The Holidaymaker	209	18%	5%	8%	2%	1%	2%	1%	76%
The Mainstream Bargain Traveller	272	22%	21%	13%	9%	7%	6%	1%	56%

*Asked: All respondents

RESPONSE DISTRIBUTION

(Multiple answers)



Answers	Count	Pct.%	Conf.lim +/-
Facebook	69	50,4%	8,4%
YouTube	60	43,9%	8,3%
Instagram	28	20,4%	6,8%
Google+	26	18,9%	6,6%
Online news site/sites	24	17,5%	6,4%
Other website/ websites	19	13,8%	5,8%
Twitter	15	11,0%	5,2%
Forum/forums	14	10,2%	5,1%
Blog/blogs	11	8,0%	4,5%
Pinterest	8	5,8%	3,9%
Snapchat	4	2,9%	2,8%
Tumblr	3	2,2%	2,5%
Vimeo	3	2,2%	2,5%
Vine	3	2,2%	2,5%
LinkedIn	2	1,5%	2,0%
Flickr	0	0,0%	0,0%
Other	5	3,6%	3,1%
Total	137		
Answered	137	89,0%	
Did not answer	17	11,0%	
Count	154	100,0%	
Asked*	154	14,7%	
Not asked	893	85,3%	
Number of participants	1047	100,0%	

*Asked: Those who answered “Internet” in question Q10

RESPONSE DISTRIBUTION | CROSS SPLITS

(Multiple answers)

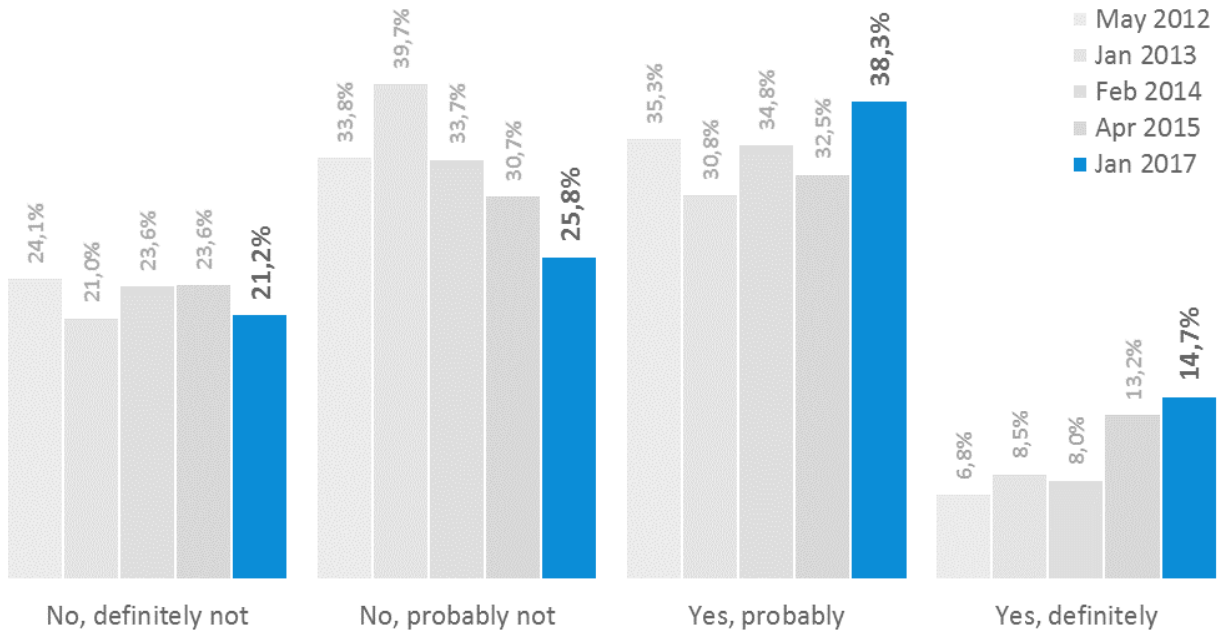
		Facebook	YouTube	Instagram	Google+	Online news site/sites	Other website/ websites	Twitter	Forum/forums
All	137	50%	44%	20%	19%	17%	14%	11%	10%
Gender									
Male	88	49%	45%	20%	20%	18%	18%	11%	13%
Female	49	53%	41%	20%	16%	16%	6%	10%	6%
Age									
18 - 29	44	45%	48%	34%	11%	11%	4%	11%	5%
30 - 59	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									
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%	17%	3%	21%	17%	17%	4%	14%
Travelled abroad last 2 years									
Never	17	41%	36%	6%	11%	23%	11%	6%	6%
Once- Twice	50	60%	36%	20%	22%	12%	16%	14%	10%
Three times or more	67	45%	52%	24%	18%	21%	13%	9%	12%
Segment									
The Sun Lovers	17	35%	41%	17%	18%	6%	23%	0%	18%
Active Traveller	35	34%	26%	14%	17%	20%	25%	6%	0%
Adventure Traveller	28	75%	36%	29%	18%	21%	0%	14%	14%
The Holidaymaker	7	28%	58%	0%	14%	14%	28%	0%	15%
The Mainstream Bargain Traveller	50	56%	60%	24%	22%	18%	8%	18%	12%

*Asked: Those who answered “Internet” in question Q10

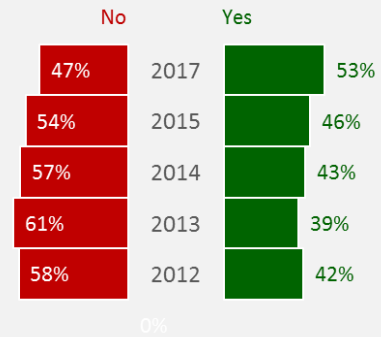
[Q12] Would you consider travelling to Iceland during the months of September through to April?

Germany

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
No, definitely not	193	21,2%	2,7%
No, probably not	235	25,8%	2,8%
Yes, probably	349	38,3%	3,2%
Yes, definitely	134	14,7%	2,3%
Total	911	100%	
Answered	911	87,0%	
Did not answer	136	13,0%	
Count	1047	100,0%	
Asked*	1047	100,0%	
Not asked	0	0,0%	
Number of participants	1047	100,0%	

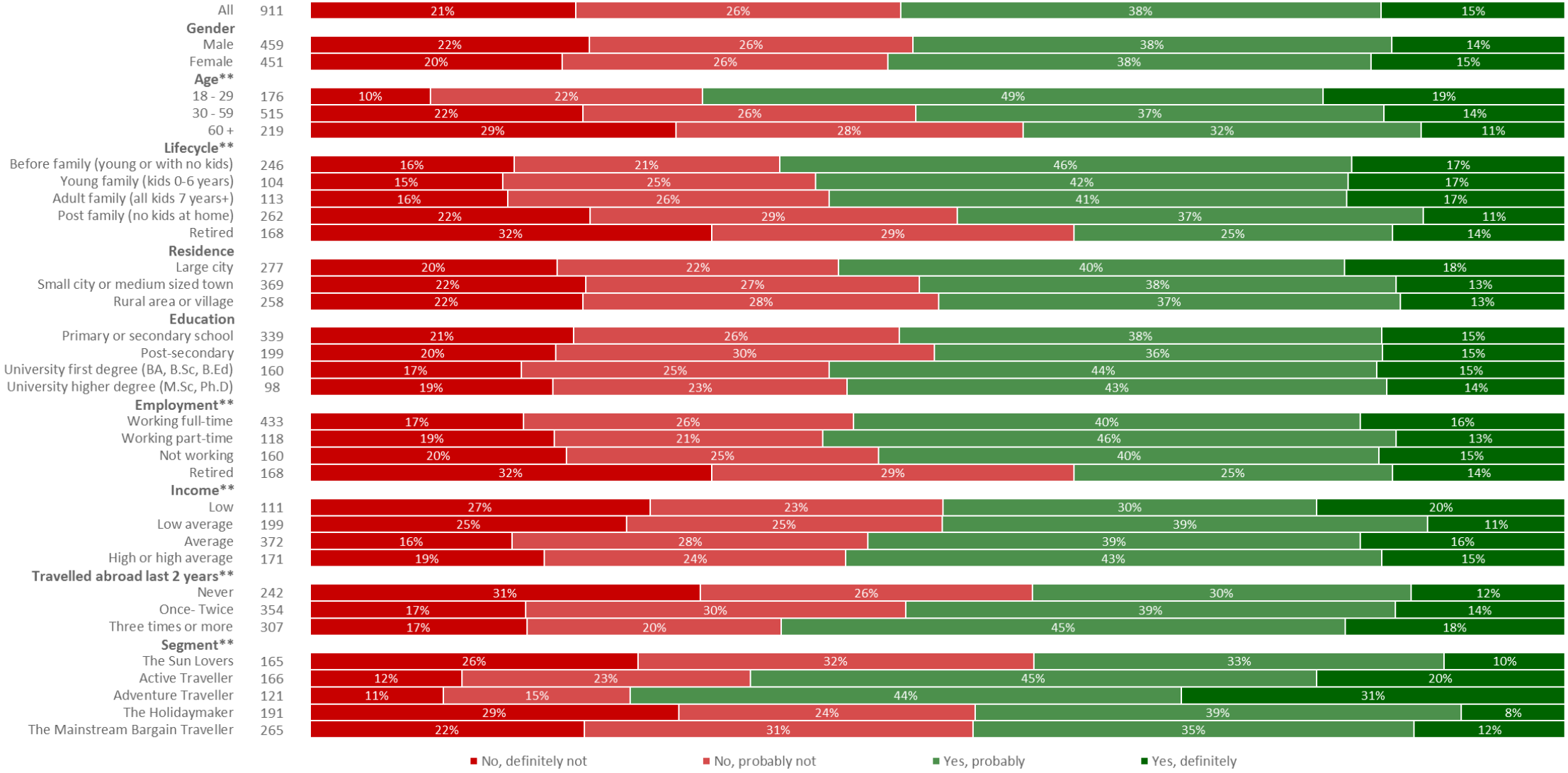


*Asked: All respondents

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

Germany

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

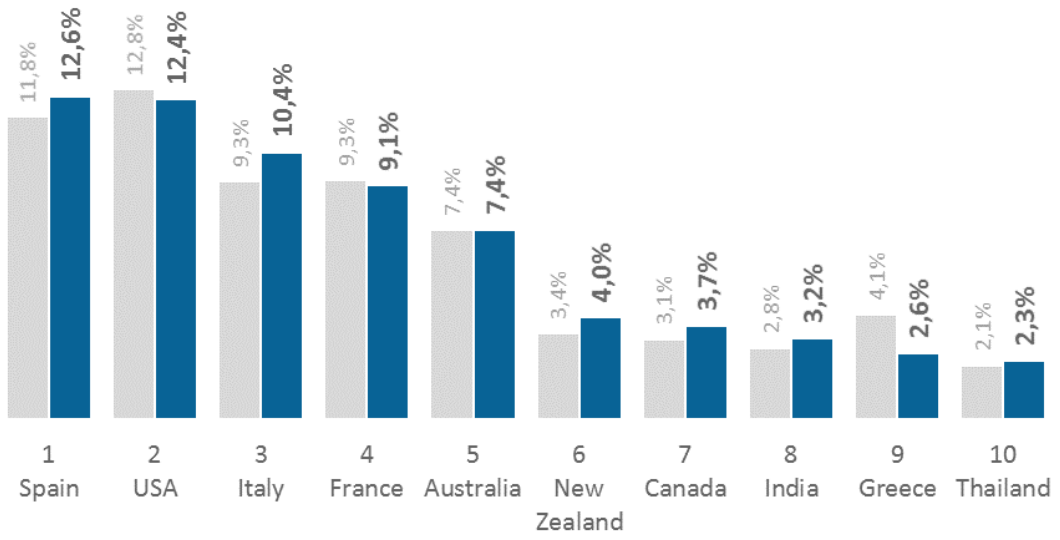
** Statistically significant difference between groups (p<0,05)

Detailed Results | United Kingdom

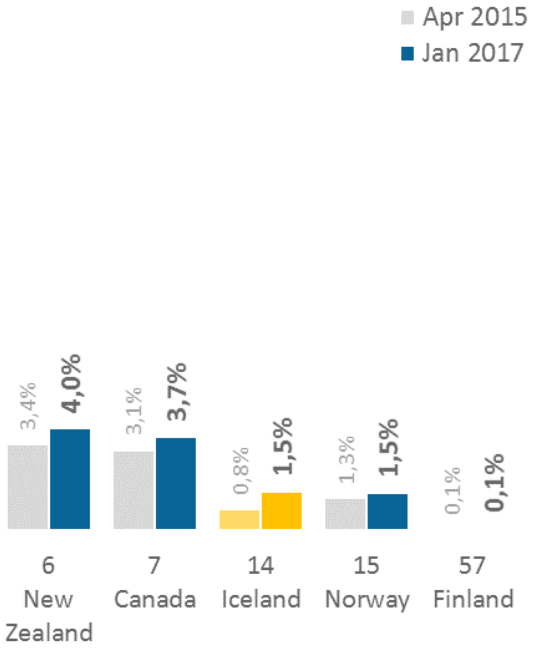
CATEGORIZED RESPONSE DISTRIBUTION

(First of up to three mentions)

Top 10 mentions



Comparason countries



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Spain	233	12,6%	1,5%
USA	230	12,4%	1,5%
Italy	193	10,4%	1,4%
France	169	9,1%	1,3%
Australia	137	7,4%	1,2%
New Zealand	74	4,0%	0,9%
Canada	68	3,7%	0,9%
India	58	3,2%	0,8%
Greece	48	2,6%	0,7%
Thailand	43	2,3%	0,7%

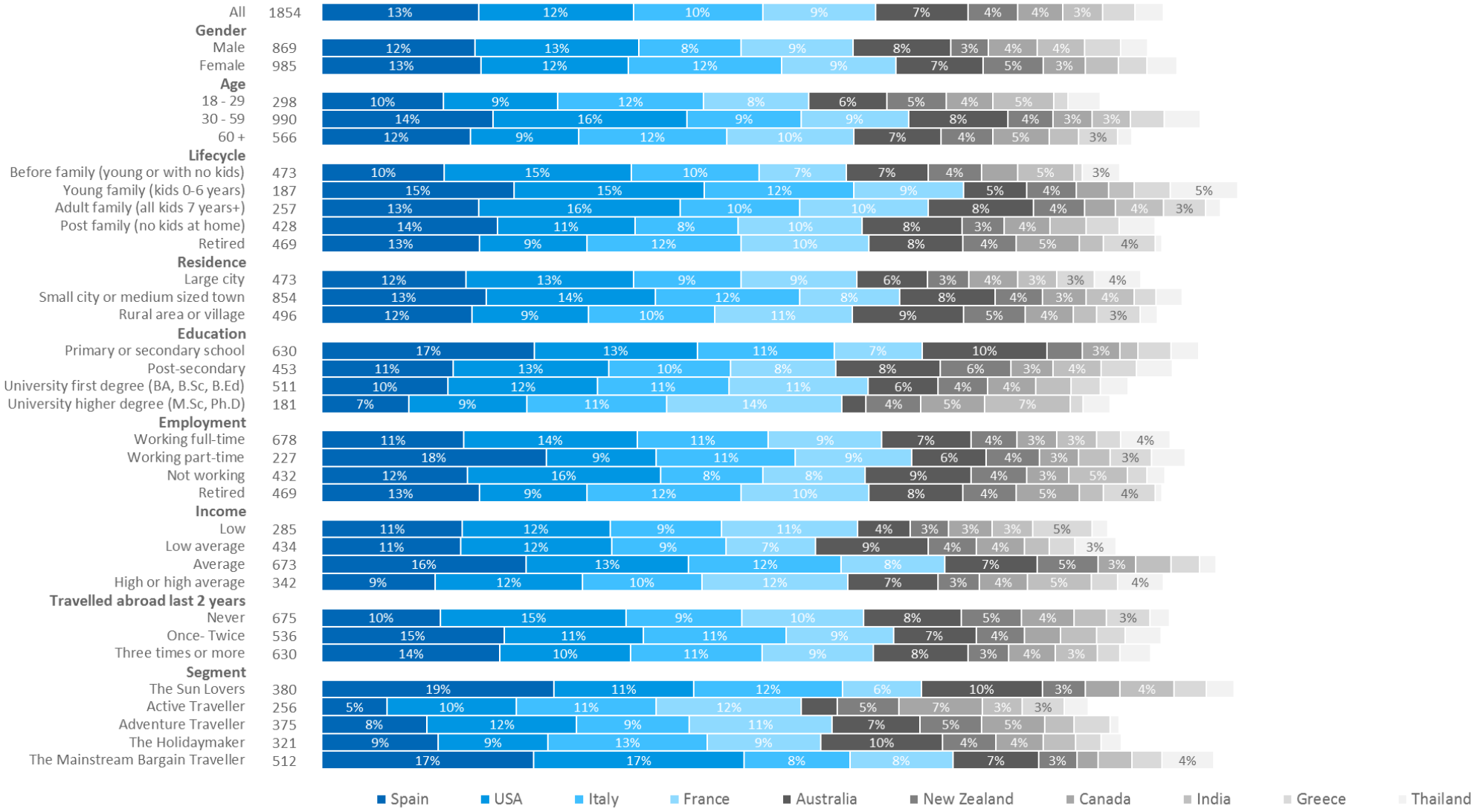
Comparison countries			
New Zealand	74	4,0%	0,9%
Canada	68	3,7%	0,9%
Iceland	28	1,5%	0,6%
Norway	27	1,5%	0,5%
Finland	2	0,1%	0,2%

Answered	1854	91,4%
Did not answer	173	8,6%
Count	2027	100,0%
Asked*	2027	100,0%
Not asked	0	0,0%
Number of participants	2027	100,0%

*Asked: All respondents
** Excluding your own country

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

(First of up to three mentions)

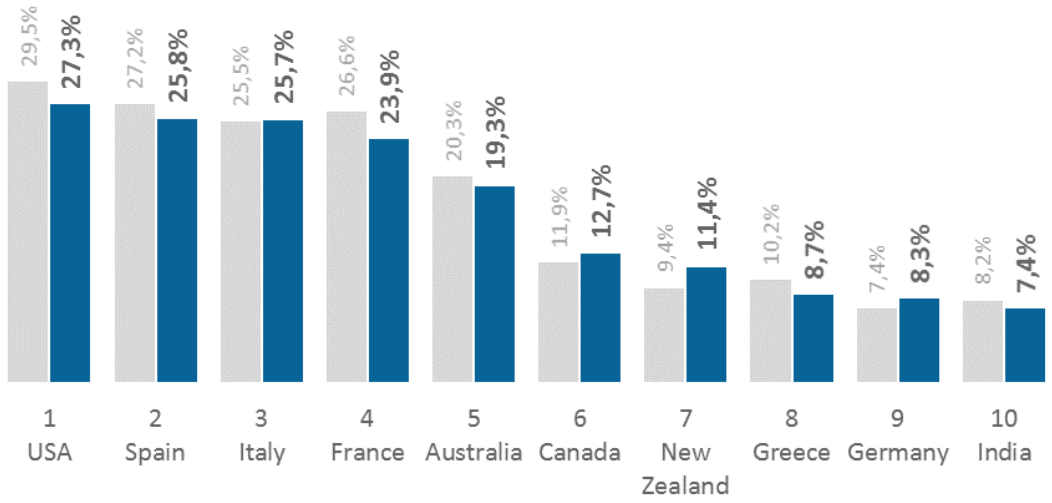


*Asked: All respondents
** Excluding your own country

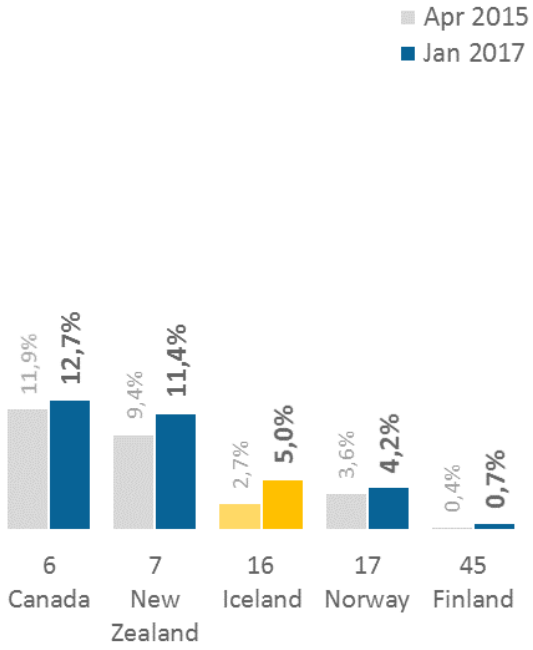
CATEGORIZED RESPONSE DISTRIBUTION

(Up to three mentions)

Top 10 mentions



Comparason countries



Top 10 Answers	Count	Pct.%	Conf.lim +/-
USA	541	27,3%	2,0%
Spain	512	25,8%	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%
New Zealand	227	11,4%	1,4%
Greece	173	8,7%	1,2%
Germany	166	8,3%	1,2%
India	147	7,4%	1,2%

Comparison countries			
Canada	252	12,7%	1,5%
New Zealand	227	11,4%	1,4%
Iceland	99	5,0%	1,0%
Norway	84	4,2%	0,9%
Finland	14	0,7%	0,4%

Answered	1985	97,9%
Did not answer	42	2,1%
Count	2027	100,0%
Asked*	2027	100,0%
Not asked	0	0,0%
Number of participants	2027	100,0%

*Asked: All respondents
** Excluding your own country

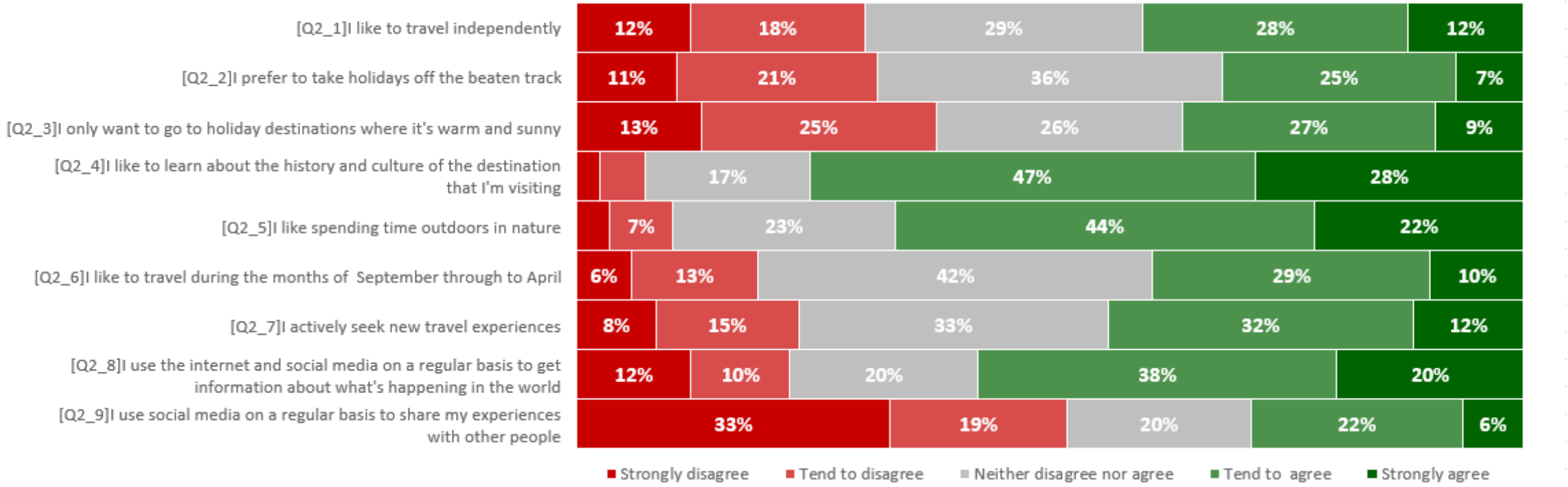
CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

(Up to three 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	947	27%	24%	23%	23%	20%	13%	11%	8%	12%	8%
Female	1037	27%	27%	29%	25%	18%	12%	11%	9%	5%	7%
Age											
18 - 29	335	20%	20%	24%	22%	15%	13%	13%	5%	10%	8%
30 - 59	1047	31%	28%	24%	23%	22%	13%	11%	9%	8%	8%
60 +	602	24%	26%	30%	26%	17%	12%	11%	10%	8%	5%
Lifecycle											
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)	452	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	496	27%	24%	24%	21%	19%	13%	10%	9%	9%	9%
Small city or medium sized town	925	28%	27%	26%	23%	19%	12%	11%	8%	7%	7%
Rural area or village	532	26%	25%	27%	28%	21%	14%	13%	9%	9%	7%
Education											
Primary or secondary school	669	32%	33%	27%	23%	24%	11%	10%	9%	9%	6%
Post-secondary	494	24%	23%	23%	21%	19%	13%	13%	10%	8%	8%
University first degree (BA, B.Sc, B.Ed)	542	25%	24%	27%	26%	17%	13%	10%	9%	7%	7%
University higher degree (M.Sc, Ph.D)	193	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	466	29%	24%	20%	25%	20%	15%	12%	7%	10%	11%
Retired	494	24%	27%	29%	27%	17%	12%	12%	11%	9%	6%
Income											
Low	300	27%	21%	20%	23%	17%	13%	12%	11%	9%	9%
Low average	476	26%	25%	25%	21%	21%	13%	11%	7%	8%	7%
Average	713	29%	31%	27%	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											
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	393	27%	35%	29%	24%	22%	12%	11%	10%	9%	8%
Active Traveller	272	24%	14%	29%	27%	12%	16%	10%	8%	12%	7%
Adventure Traveller	404	27%	18%	25%	26%	20%	16%	14%	6%	8%	7%
The Holidaymaker	347	25%	21%	24%	21%	18%	11%	13%	8%	8%	8%
The Mainstream Bargain Traveller	558	31%	34%	24%	23%	21%	11%	10%	10%	7%	6%

*Asked: All respondents
** Excluding your own country

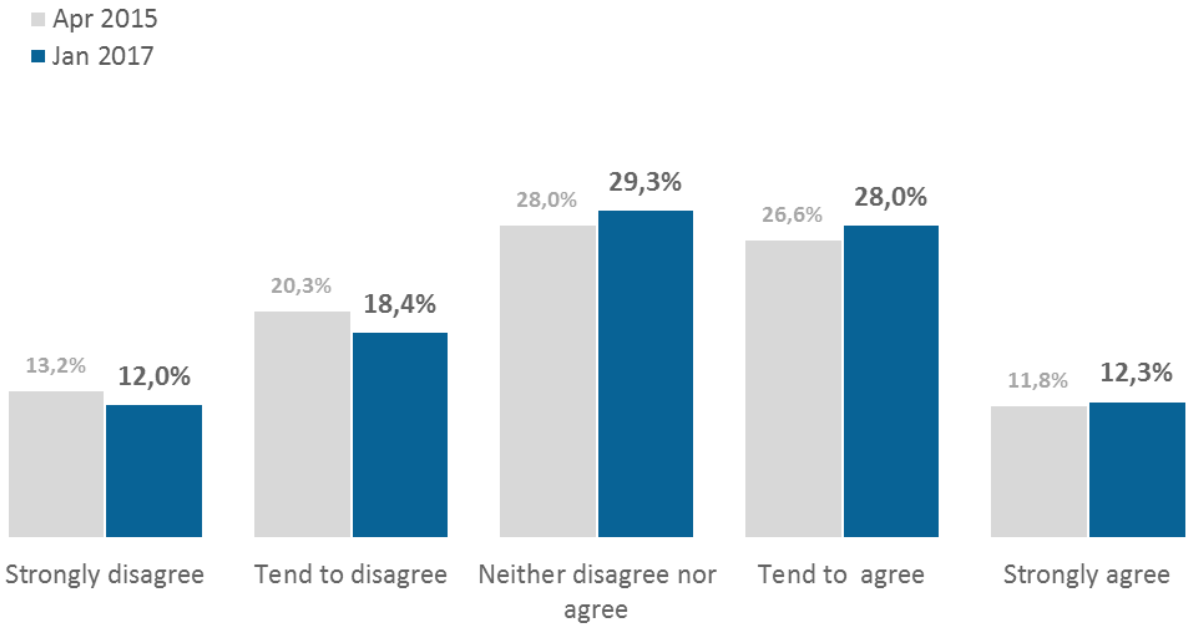
RESPONSE DISTRIBUTION

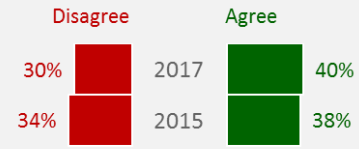


AVERAGE

Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	238	12,0%	1,4%
2 - Tend to disagree	366	18,4%	1,7%
3 - Neither disagree nor agree	582	29,3%	2,0%
4 - Tend to agree	556	28,0%	2,0%
5 - Strongly agree	243	12,3%	1,4%
Total	1986	100%	
Answered	1986	98,0%	
Did not answer	41	2,0%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

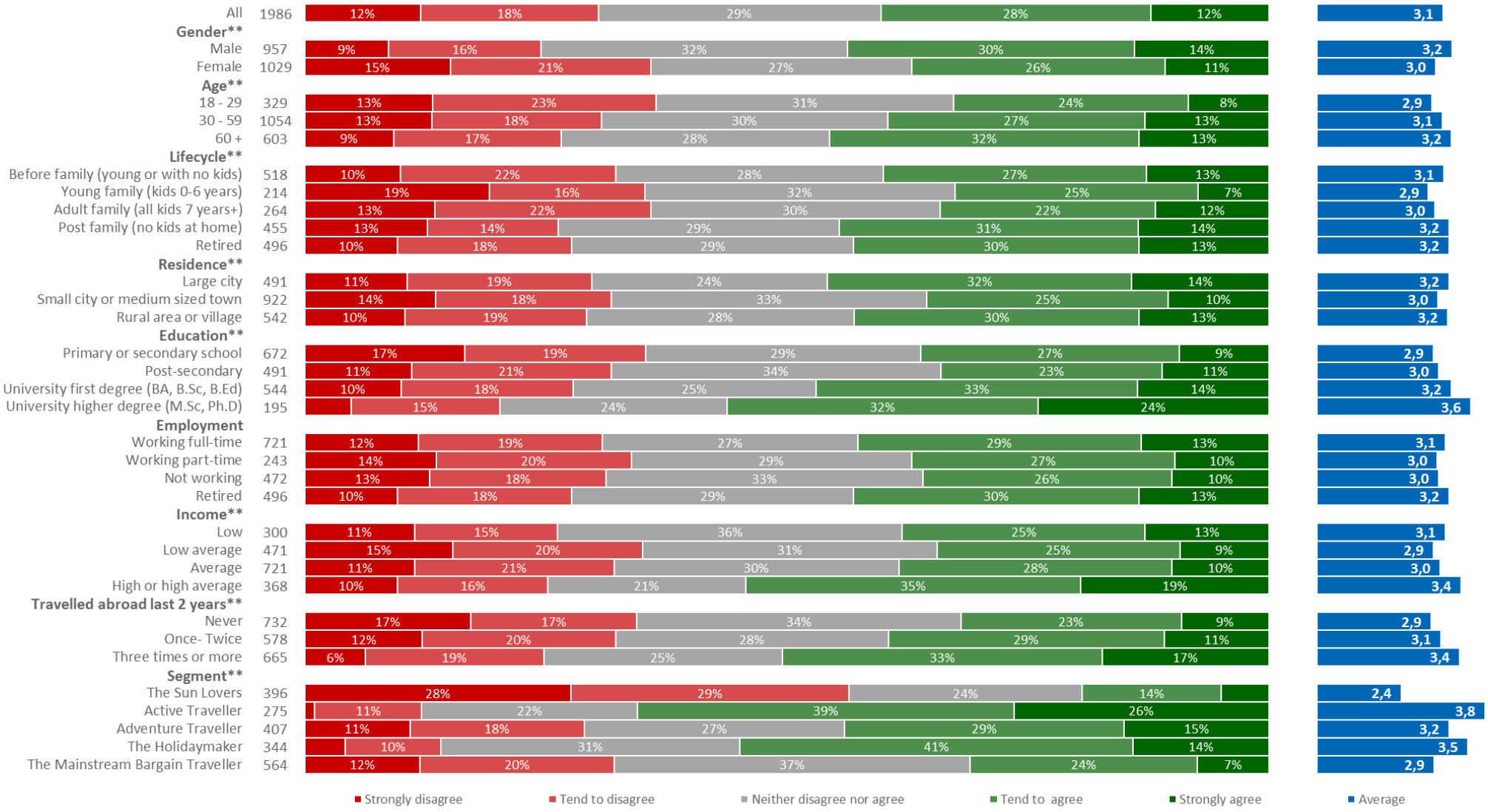
RESPONSE DISTRIBUTION





*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



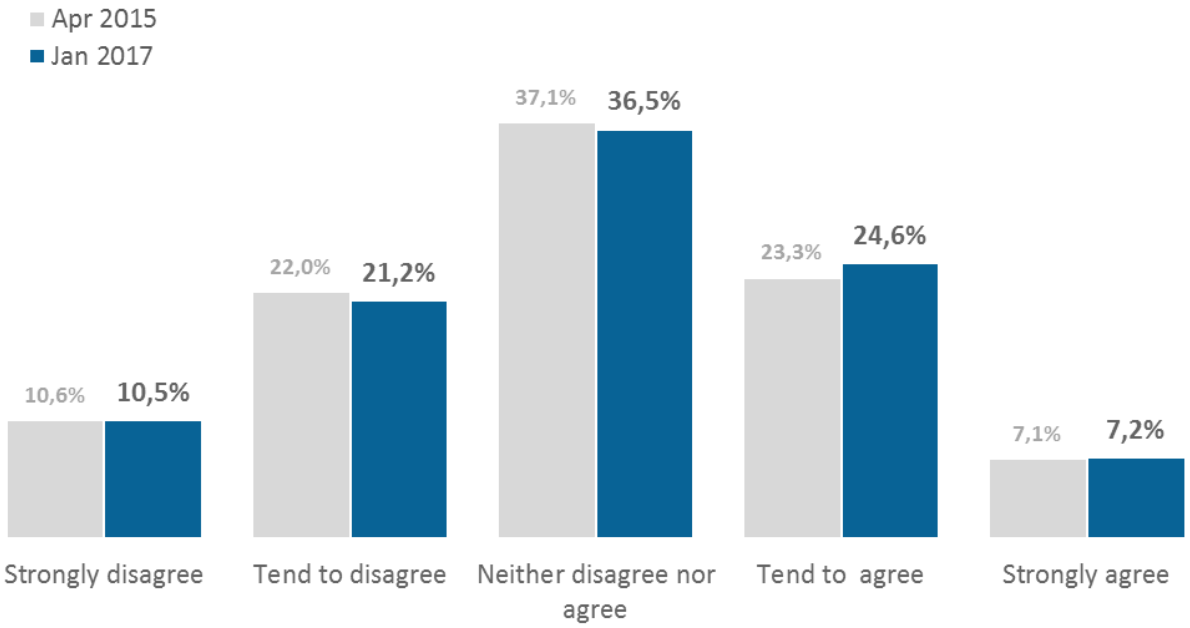
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q2_2] I prefer to take holidays off the beaten track

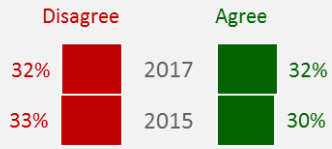
United Kingdom

AVERAGE

RESPONSE DISTRIBUTION

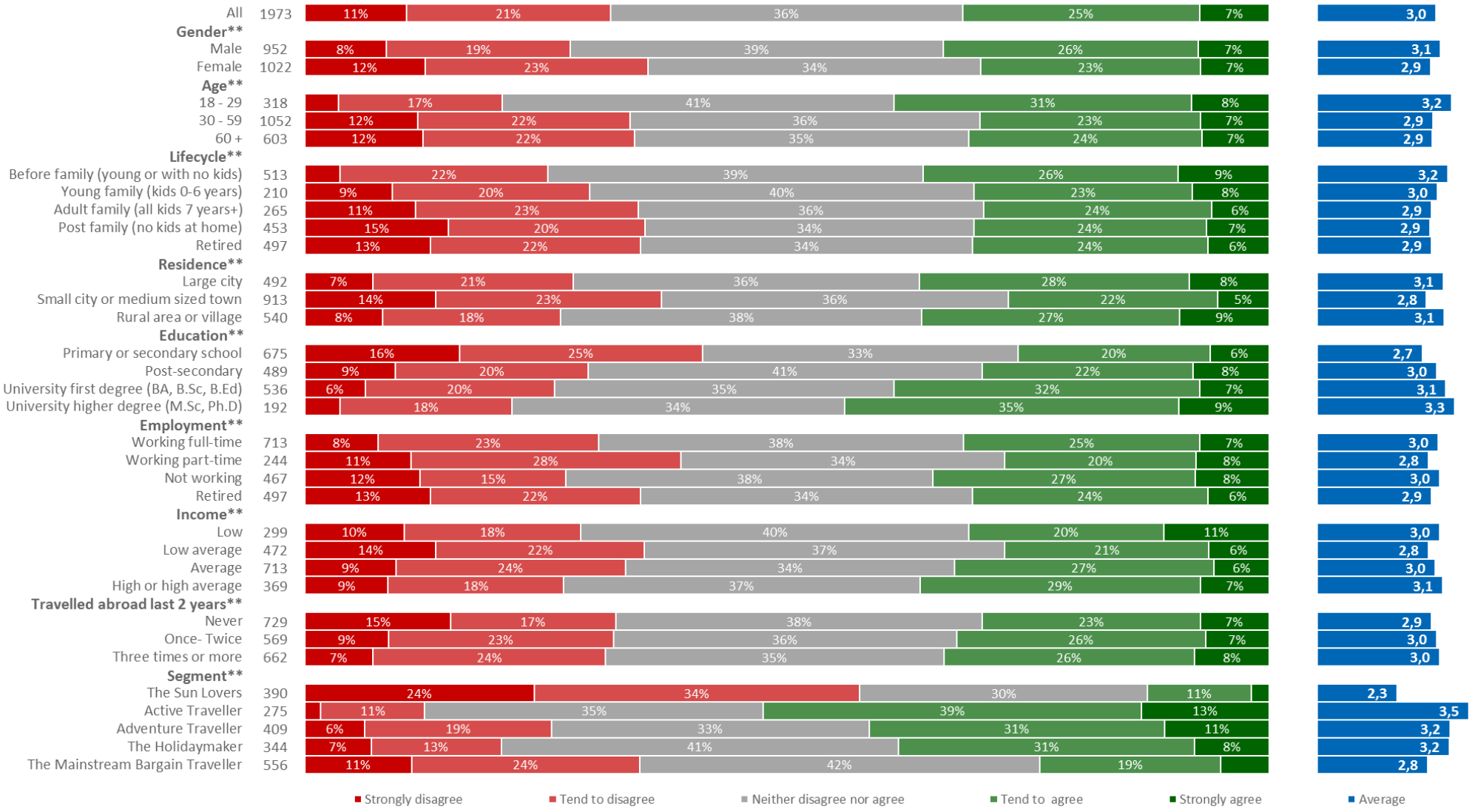


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	208	10,5%	1,4%
2 - Tend to disagree	418	21,2%	1,8%
3 - Neither disagree nor agree	720	36,5%	2,1%
4 - Tend to agree	485	24,6%	1,9%
5 - Strongly agree	142	7,2%	1,1%
Total	1973	100%	
Answered	1973	97,3%	
Did not answer	54	2,7%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



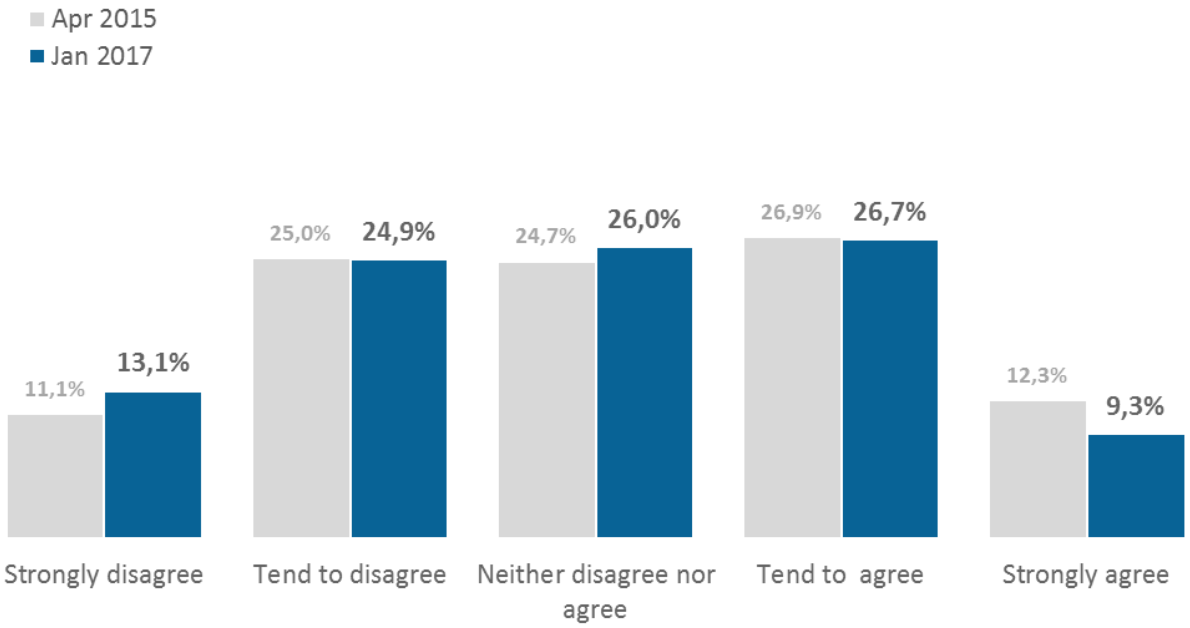
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q2_3] I only want to go to holiday destinations where it's warm and sunny

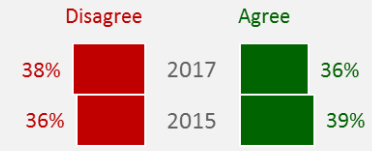
United Kingdom

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	262	13,1%	1,5%
2 - Tend to disagree	496	24,9%	1,9%
3 - Neither disagree nor agree	520	26,0%	1,9%
4 - Tend to agree	533	26,7%	1,9%
5 - Strongly agree	186	9,3%	1,3%
Total	1997	100%	
Answered	1997	98,5%	
Did not answer	30	1,5%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

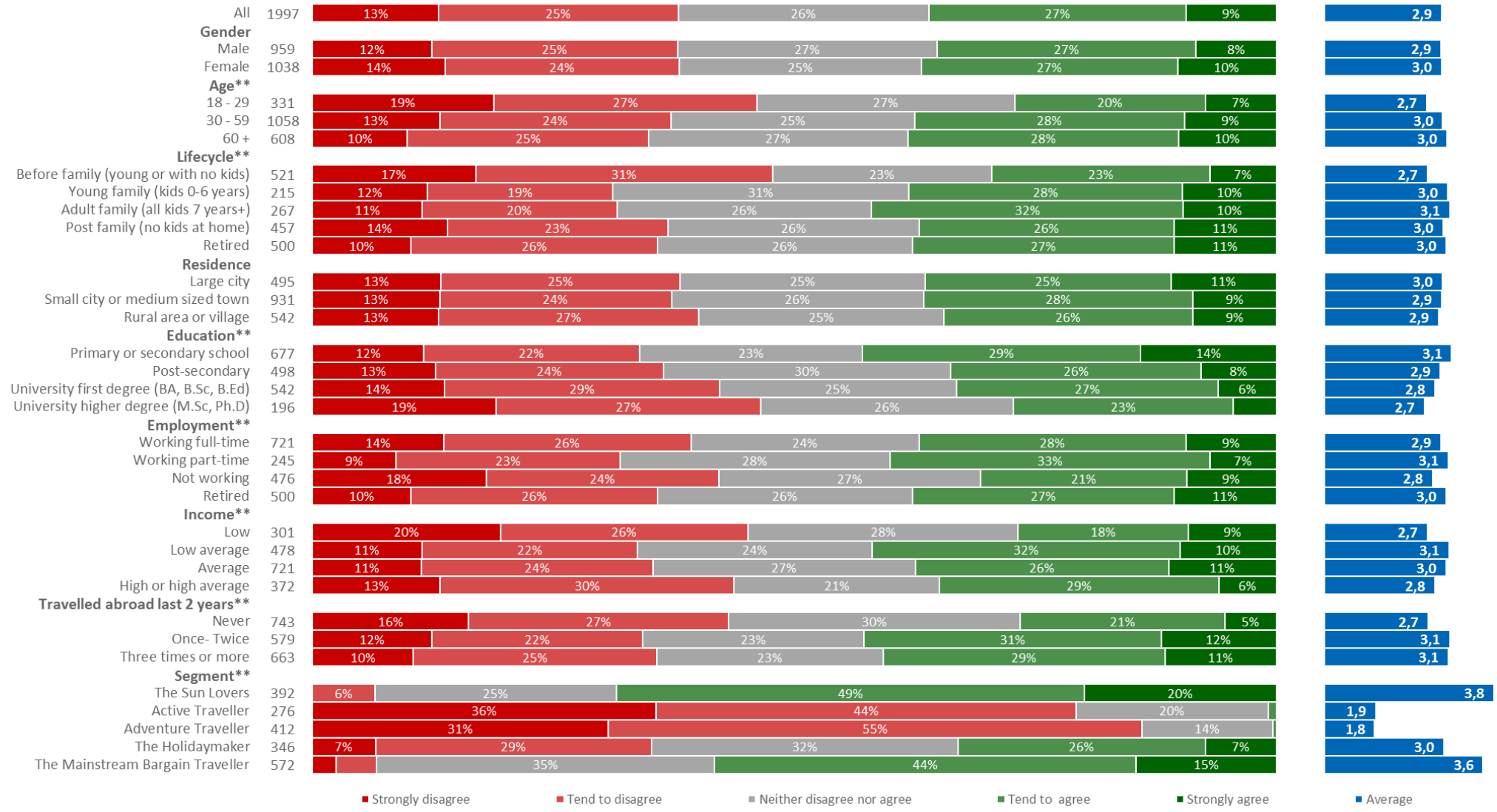


*Asked: All respondents

[Q2_3] I only want to go to holiday destinations where it's warm and sunny

United Kingdom

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

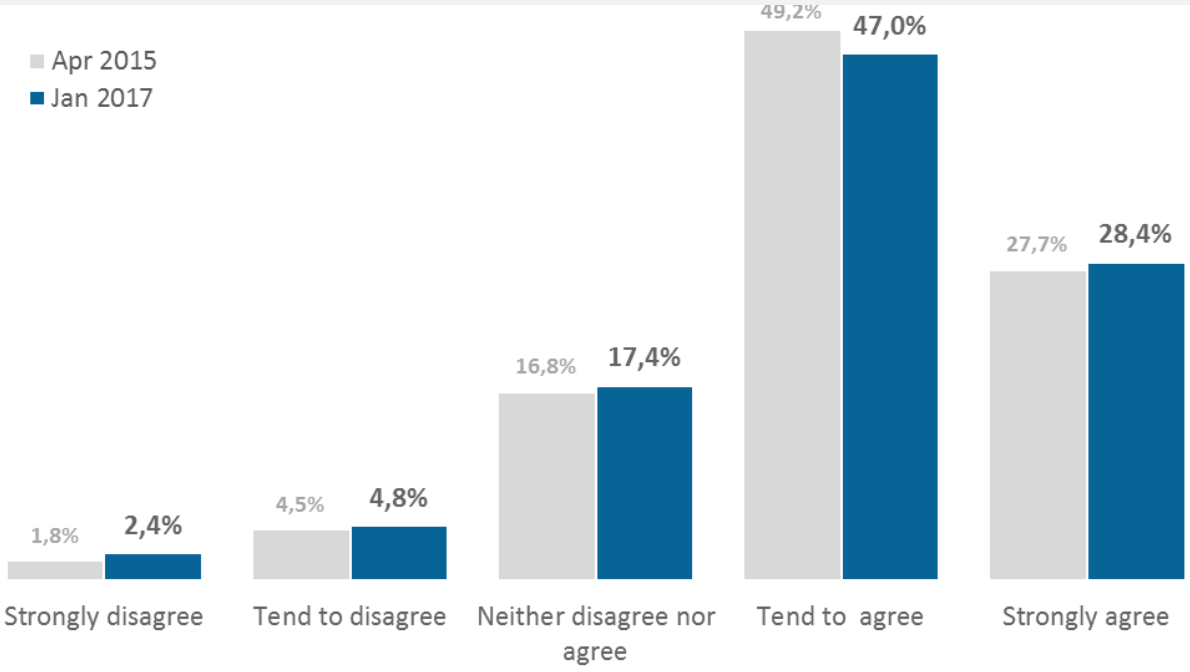
** Statistically significant difference between groups (p<0,05)

[Q2_4] I like to learn about the history and culture of the destination that I'm visiting

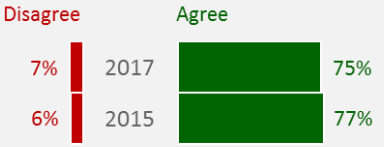
United Kingdom

AVERAGE

RESPONSE DISTRIBUTION

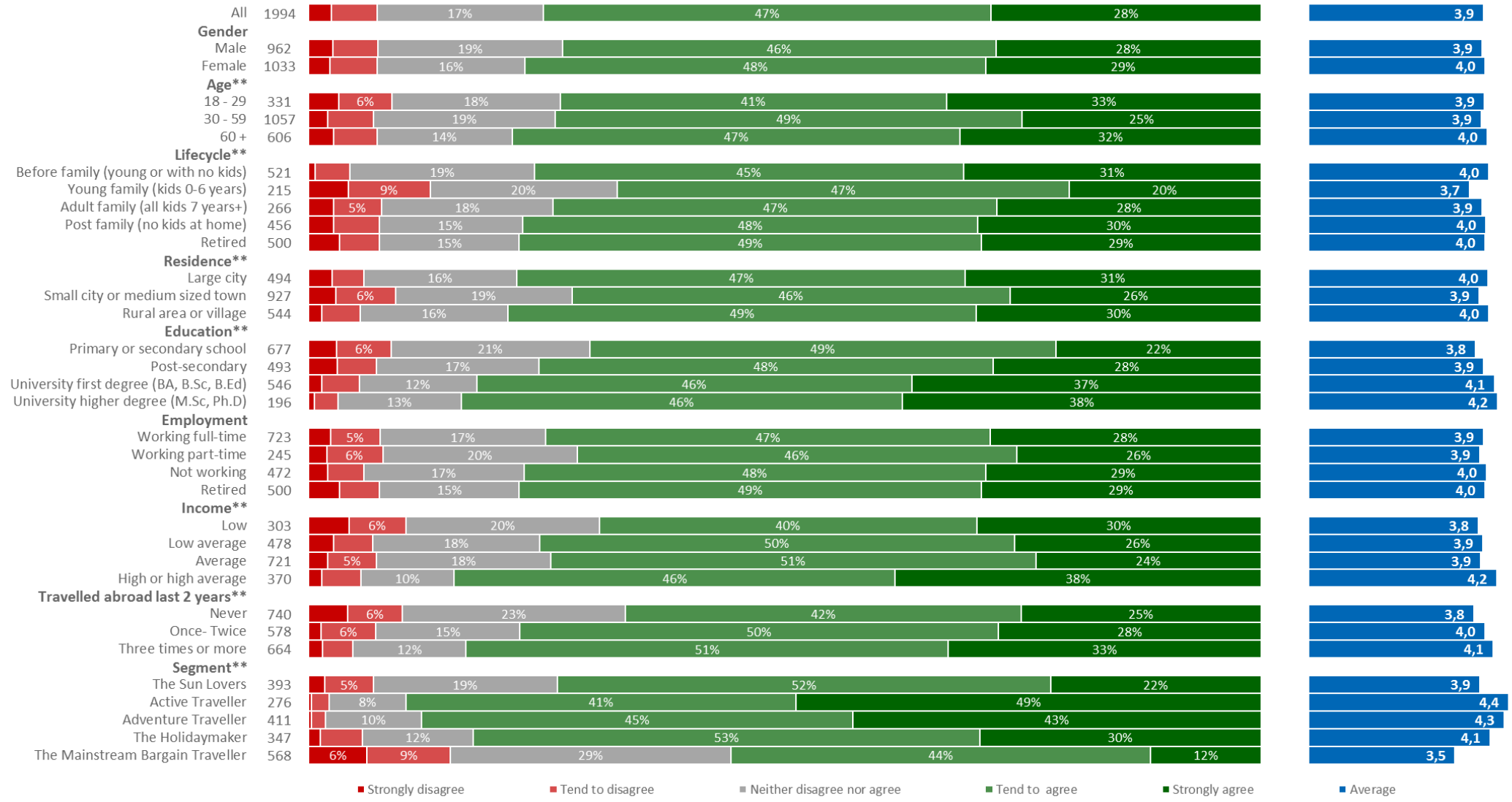


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	48	2,4%	0,7%
2 - Tend to disagree	96	4,8%	0,9%
3 - Neither disagree nor agree	347	17,4%	1,7%
4 - Tend to agree	937	47,0%	2,2%
5 - Strongly agree	566	28,4%	2,0%
Total	1994	100%	
Answered	1994	98,4%	
Did not answer	33	1,6%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



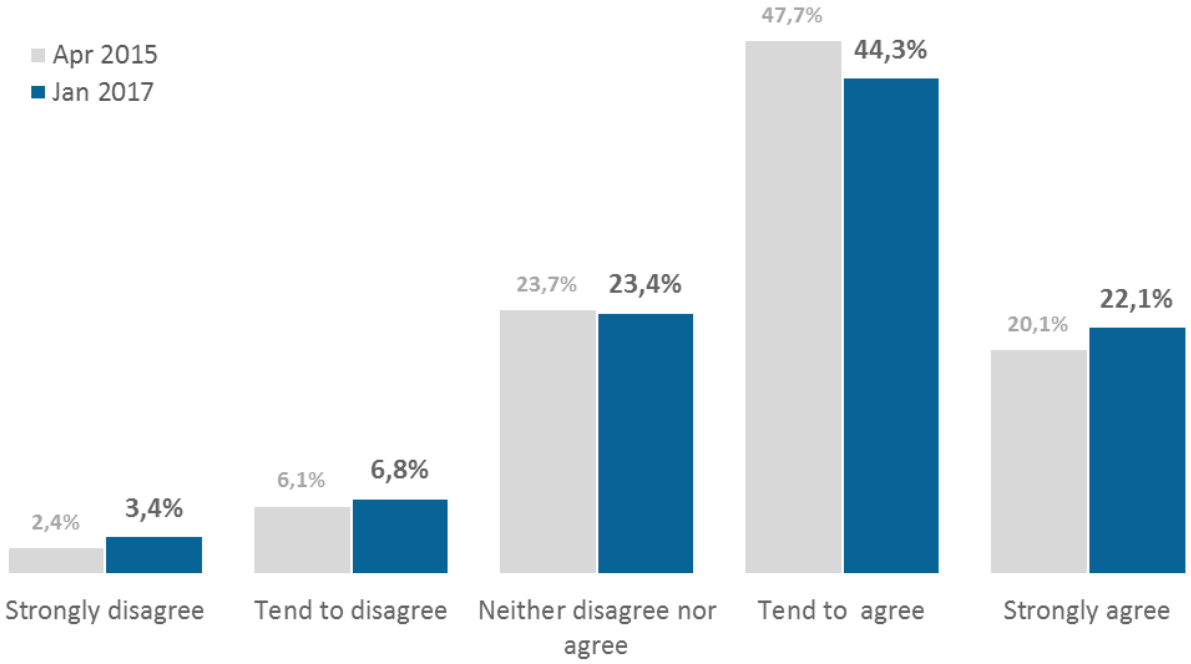
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q2_5] I like spending time outdoors in nature

United Kingdom

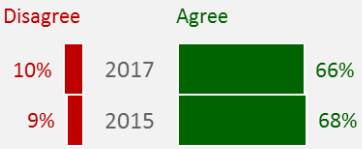
AVERAGE

RESPONSE DISTRIBUTION

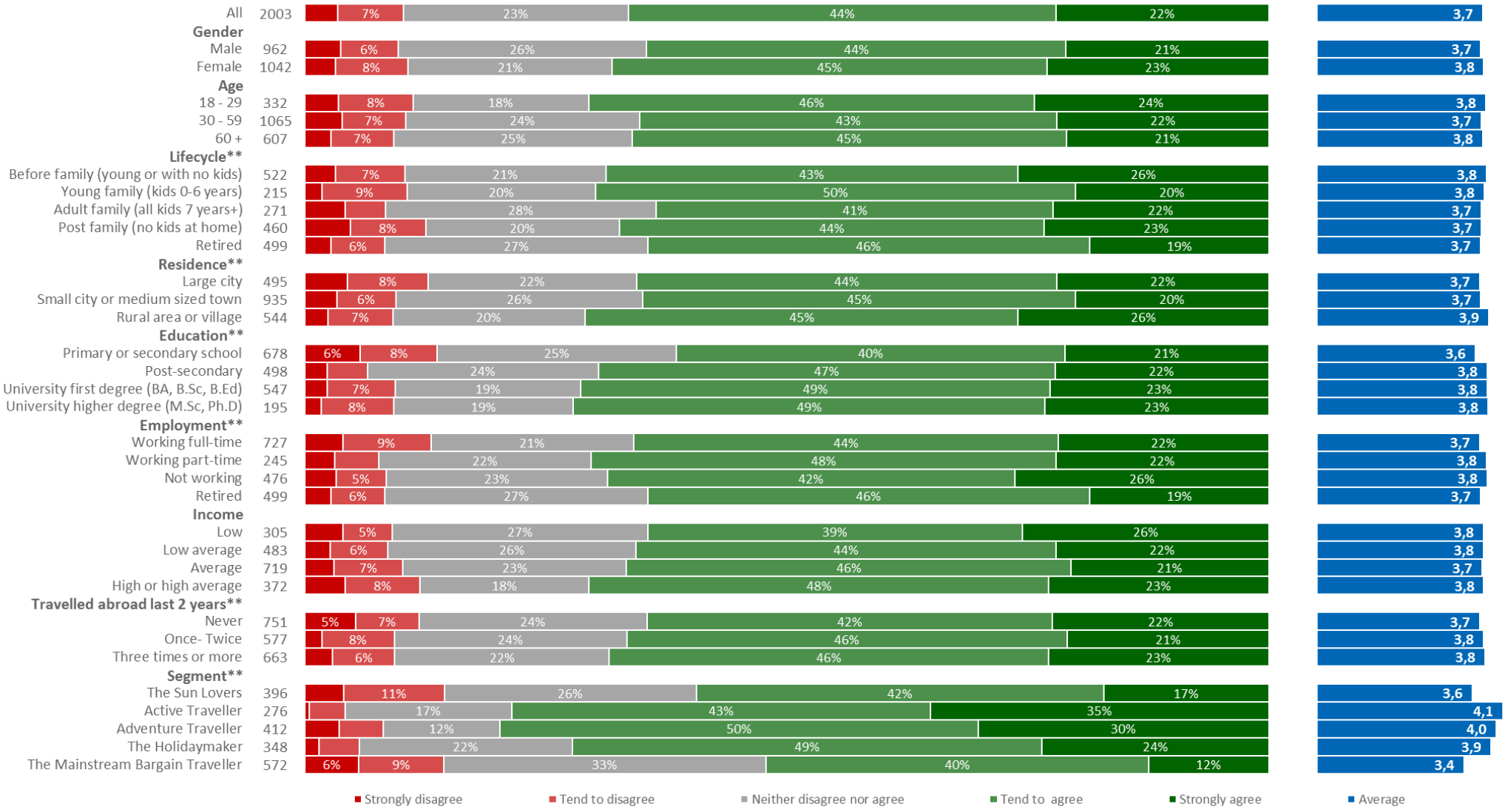


*Asked: All respondents

Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	69	3,4%	0,8%
2 - Tend to disagree	136	6,8%	1,1%
3 - Neither disagree nor agree	469	23,4%	1,9%
4 - Tend to agree	888	44,3%	2,2%
5 - Strongly agree	442	22,1%	1,8%
Total	2003	100%	
Answered	2003	98,8%	
Did not answer	24	1,2%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



RESPONSE DISTRIBUTION | CROSS SPLITS



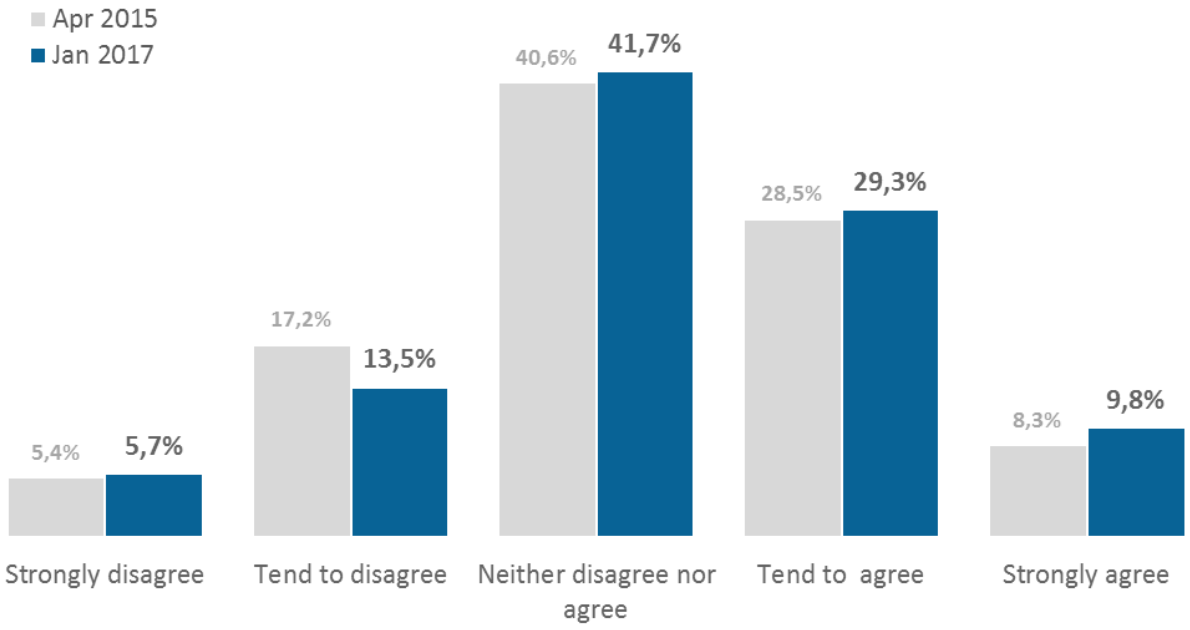
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q2_6] I like to travel during the months of September through to April

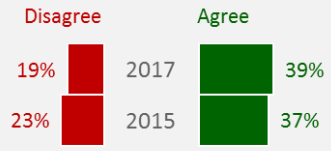
United Kingdom

AVERAGE

RESPONSE DISTRIBUTION

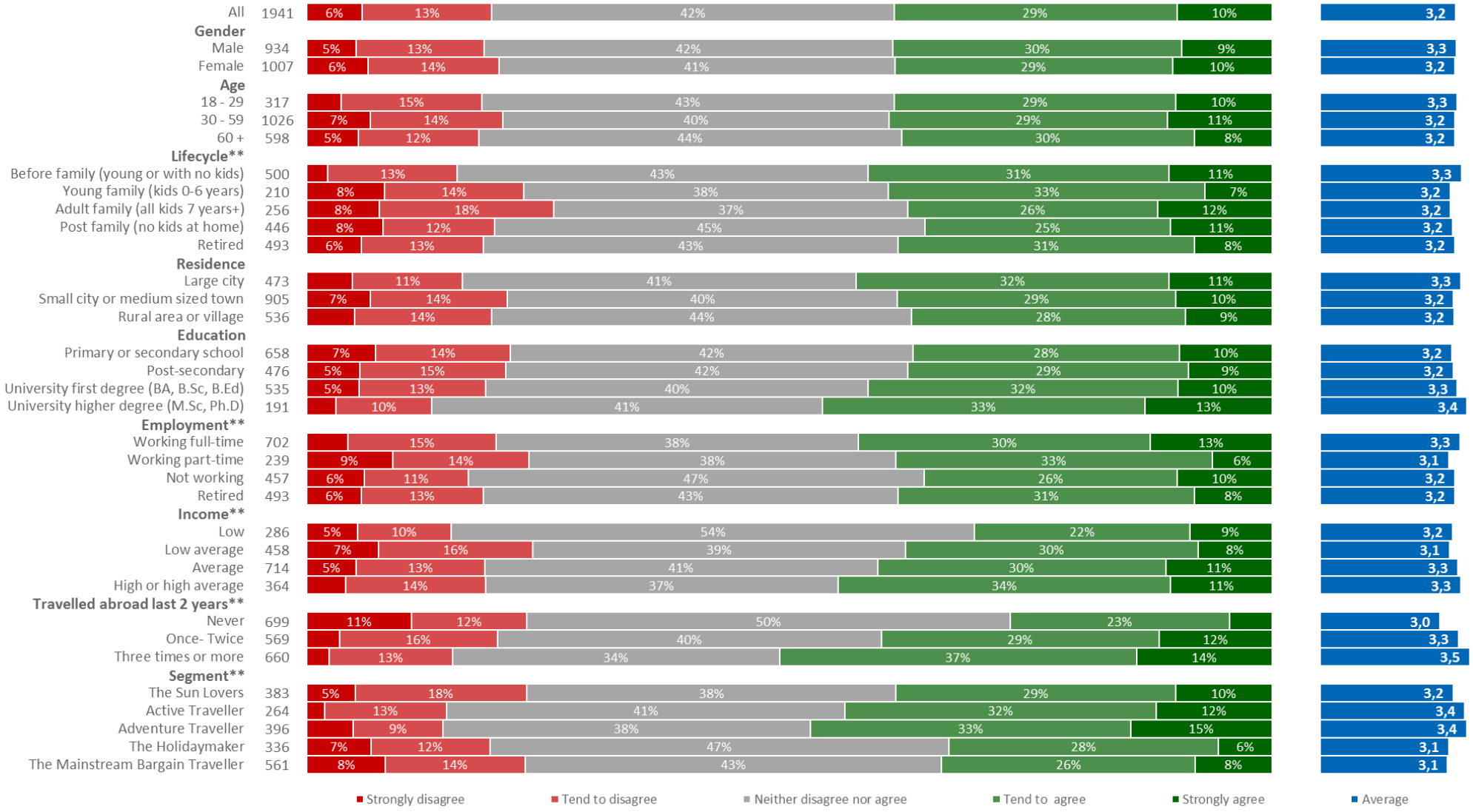


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	111	5,7%	1,0%
2 - Tend to disagree	261	13,5%	1,5%
3 - Neither disagree nor agree	809	41,7%	2,2%
4 - Tend to agree	569	29,3%	2,0%
5 - Strongly agree	191	9,8%	1,3%
Total	1941	100%	
Answered	1941	95,8%	
Did not answer	86	4,2%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

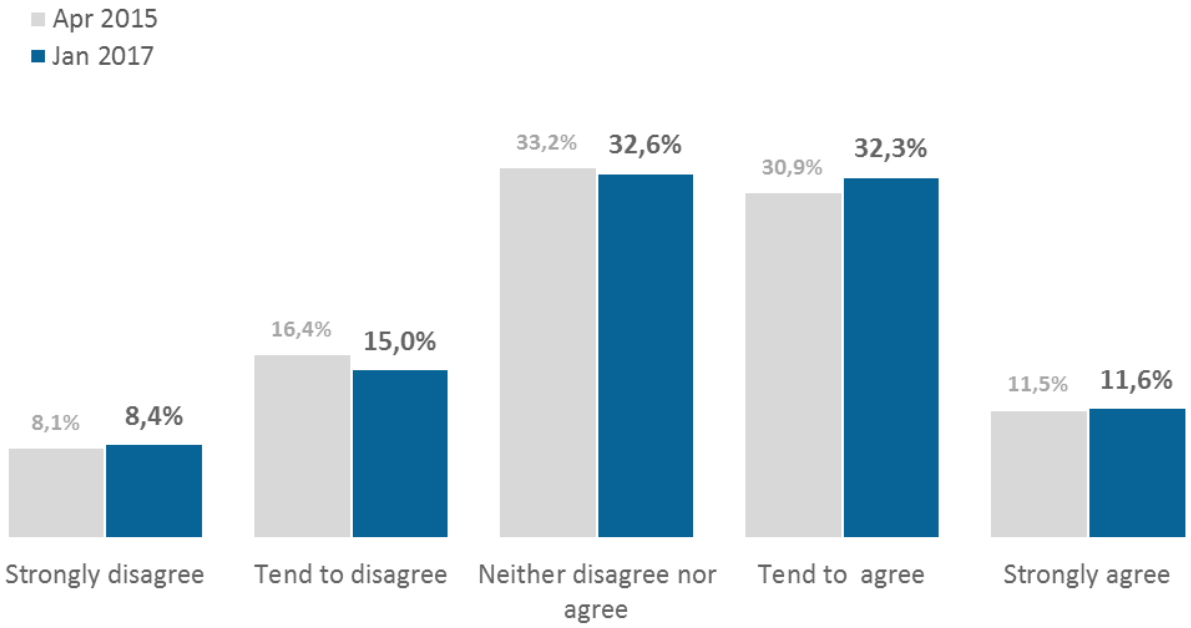


*Asked: All respondents

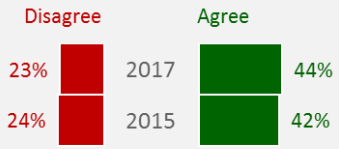
** Statistically significant difference between groups (p<0,05)

AVERAGE

RESPONSE DISTRIBUTION

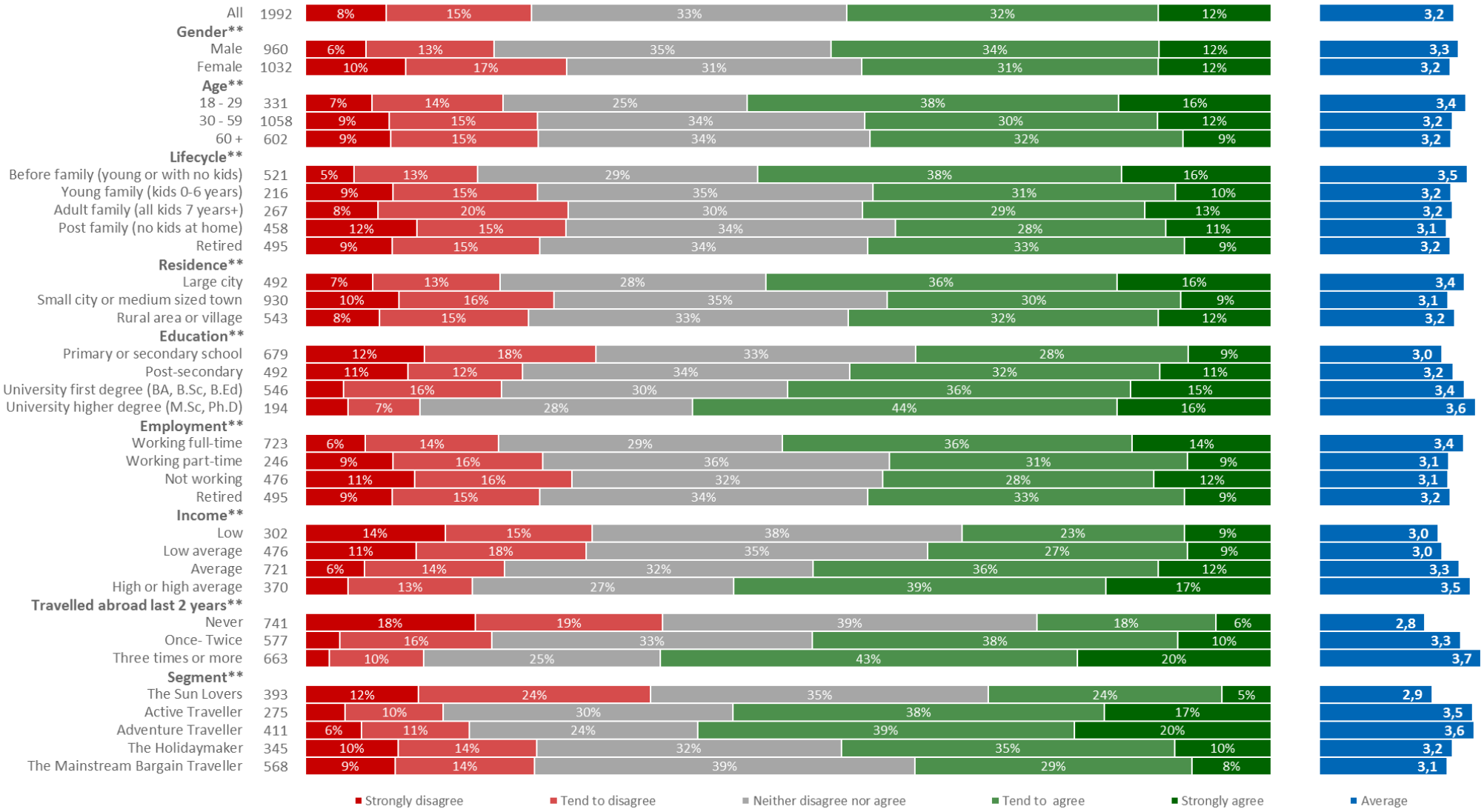


Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	167	8,4%	1,2%
2 - Tend to disagree	300	15,0%	1,6%
3 - Neither disagree nor agree	650	32,6%	2,1%
4 - Tend to agree	643	32,3%	2,1%
5 - Strongly agree	232	11,6%	1,4%
Total	1992	100%	
Answered	1992	98,3%	
Did not answer	35	1,7%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



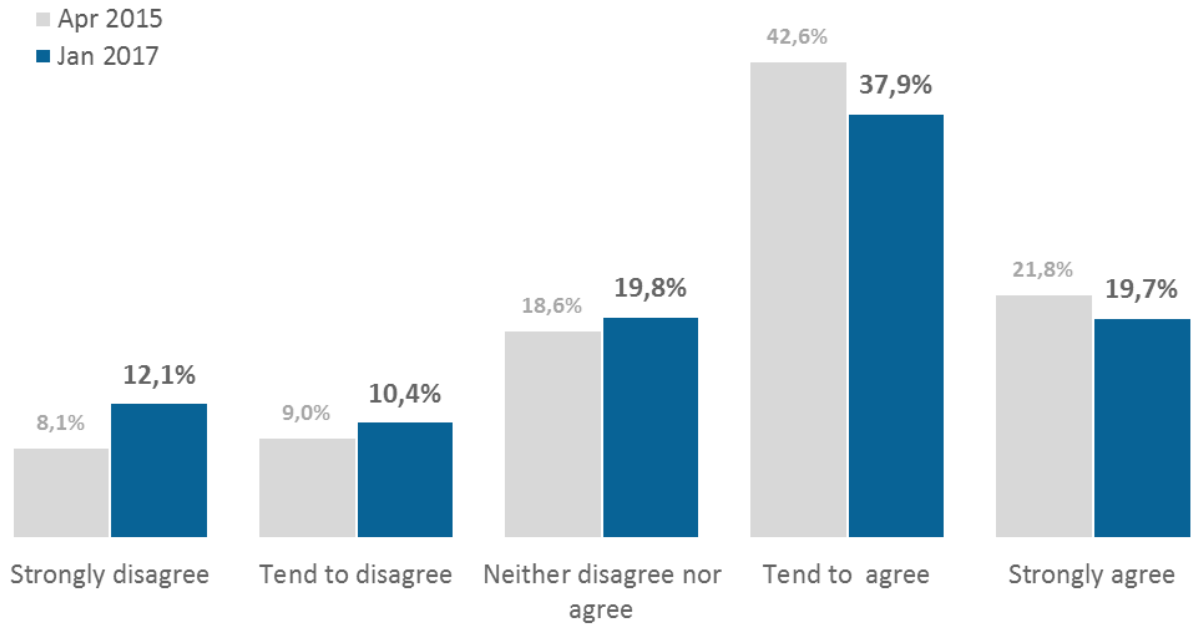
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q2_8] I use the internet and social media on a regular basis to get information about what's happening in the world

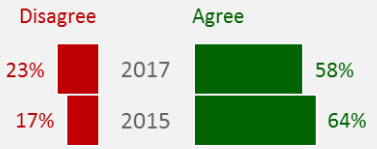
United Kingdom

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	242	12,1%	1,4%
2 - Tend to disagree	208	10,4%	1,3%
3 - Neither disagree nor agree	396	19,8%	1,7%
4 - Tend to agree	758	37,9%	2,1%
5 - Strongly agree	394	19,7%	1,7%
Total	1997	100%	
Answered	1997	98,5%	
Did not answer	30	1,5%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

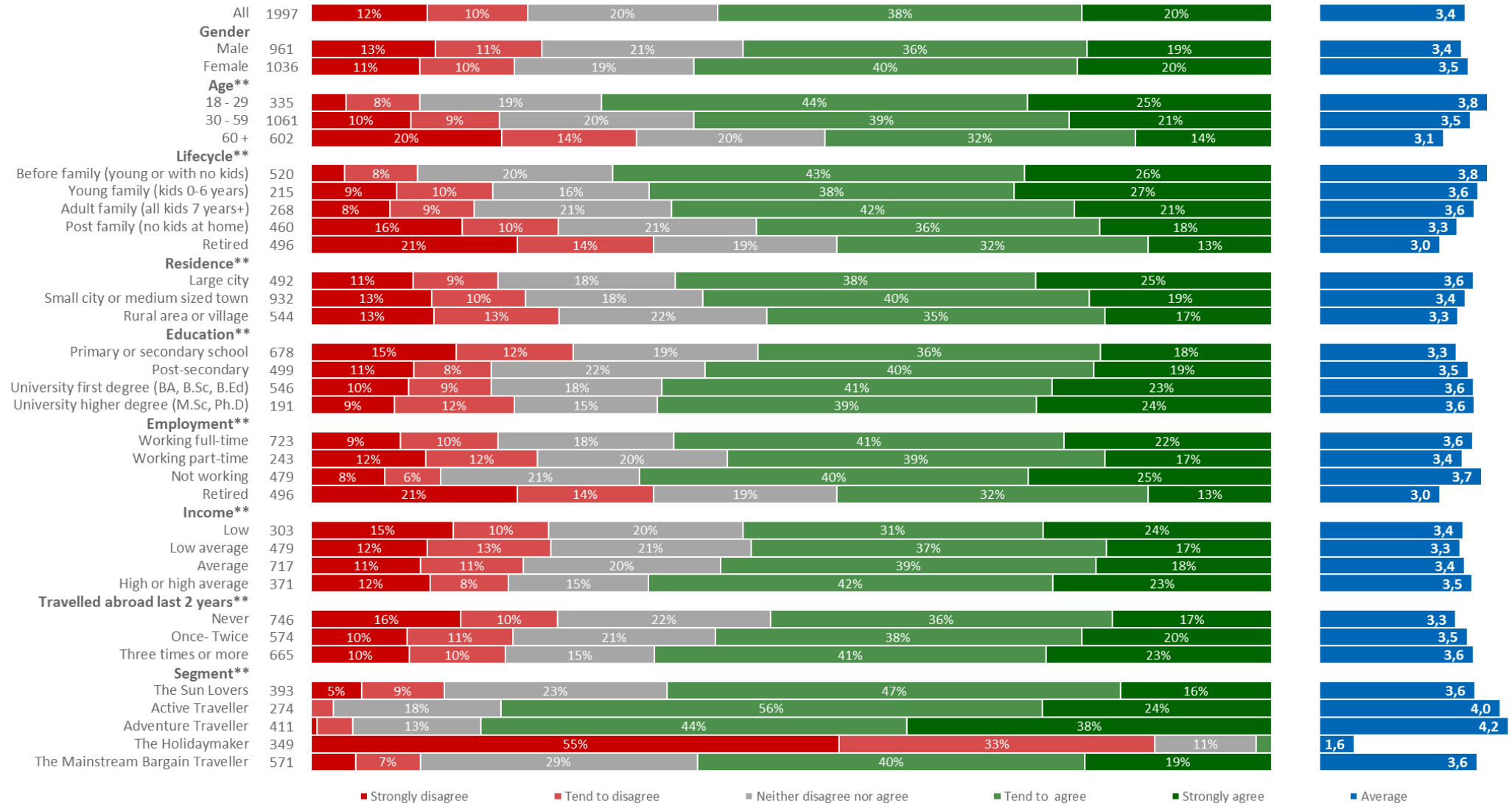


*Asked: All respondents

[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

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

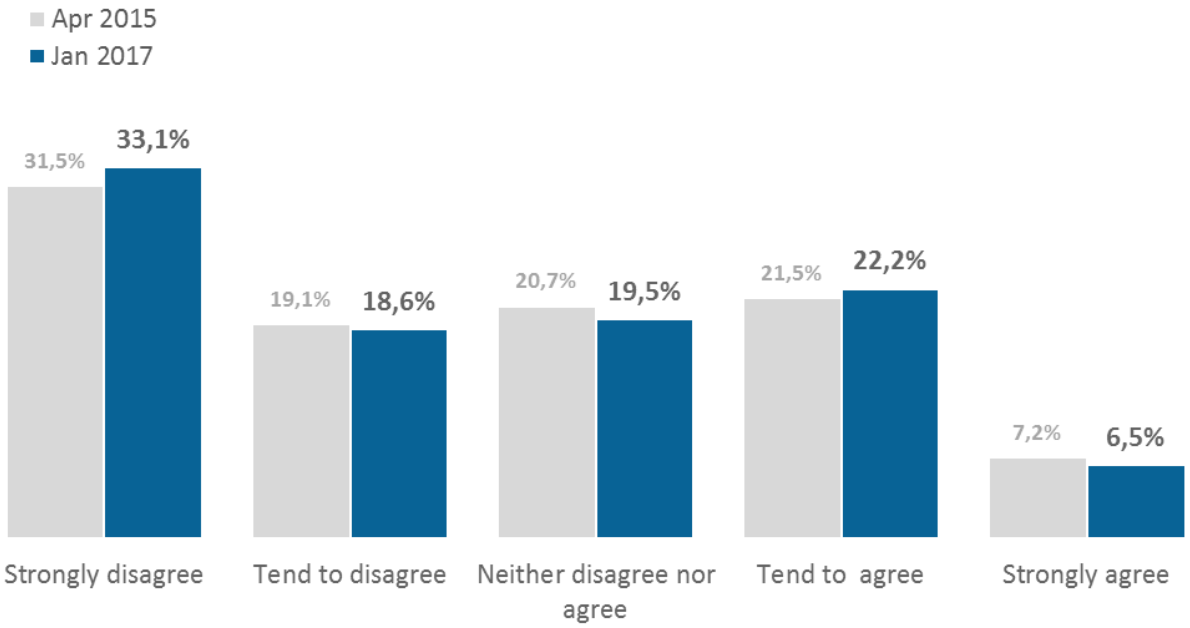
** Statistically significant difference between groups (p<0,05)

[Q2_9] I use social media on a regular basis to share my experiences with other people

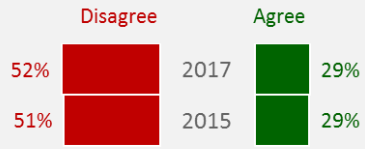
United Kingdom

AVERAGE

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Strongly disagree	663	33,1%	2,1%
2 - Tend to disagree	373	18,6%	1,7%
3 - Neither disagree nor agree	391	19,5%	1,7%
4 - Tend to agree	445	22,2%	1,8%
5 - Strongly agree	130	6,5%	1,1%
Total	2002	100%	
Answered	2002	98,8%	
Did not answer	25	1,2%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

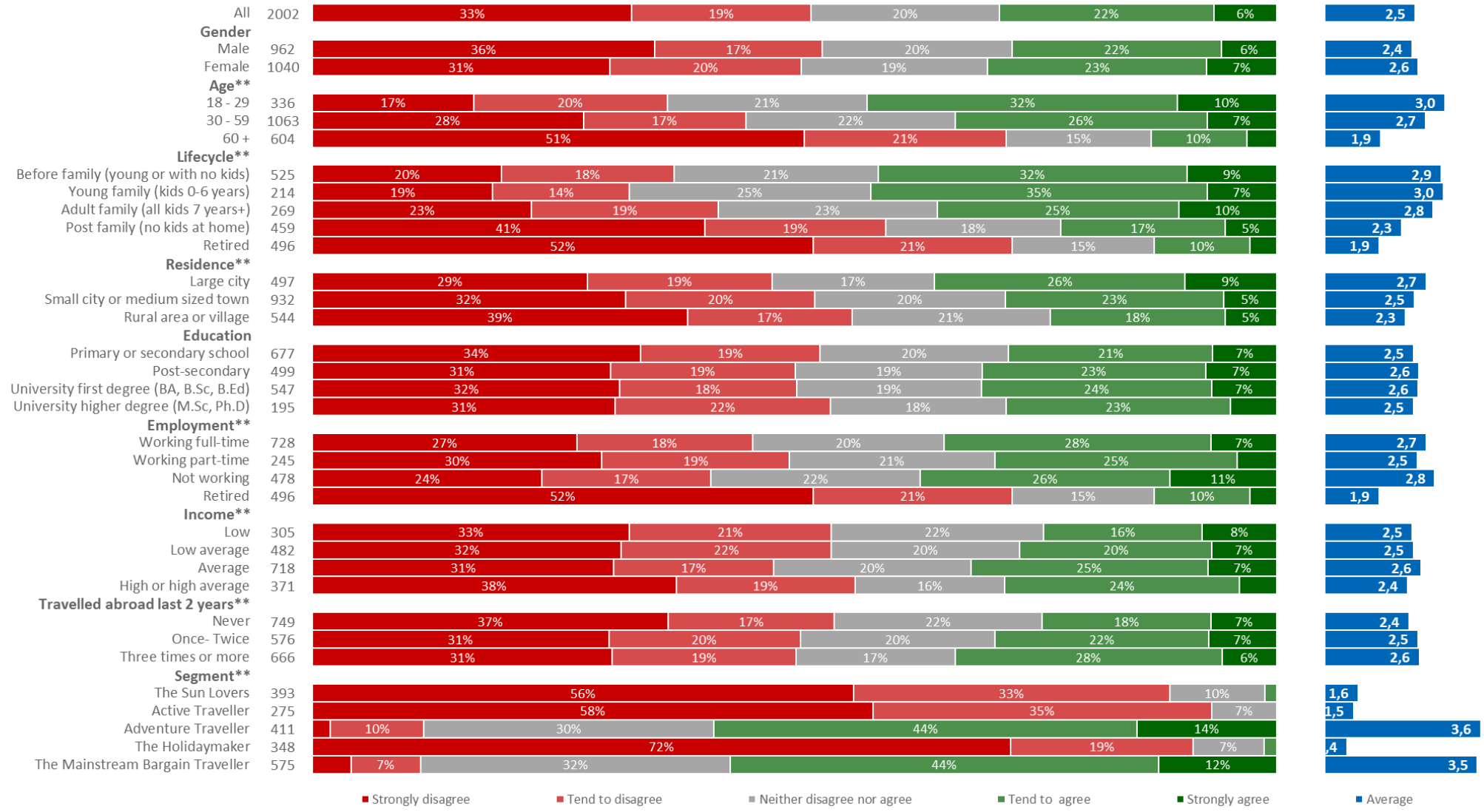


*Asked: All respondents

[Q2_9] I use social media on a regular basis to share my experiences with other people

United Kingdom

RESPONSE DISTRIBUTION | CROSS SPLITS



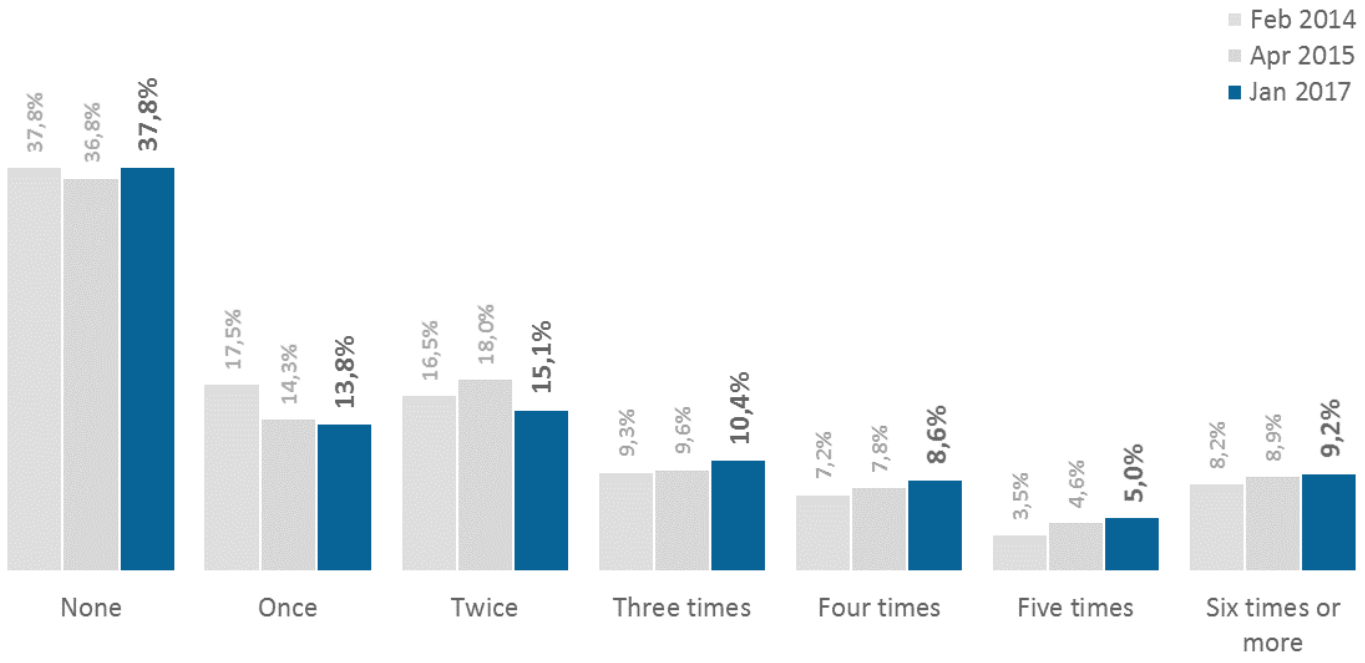
*Asked: All respondents

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

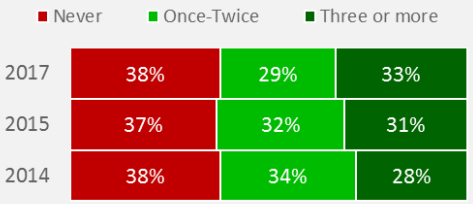
[Q3] Thinking about the past 2 years (i.e. since January 2015), how many times in total have you travelled abroad

United Kingdom

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
None	760	37,8%	2,1%
Once	278	13,8%	1,5%
Twice	304	15,1%	1,6%
Three times	209	10,4%	1,3%
Four times	172	8,6%	1,2%
Five times	101	5,0%	1,0%
Six times or more	185	9,2%	1,3%
Total	2011	100%	
Answered	2011	99,2%	
Did not answer	16	0,8%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

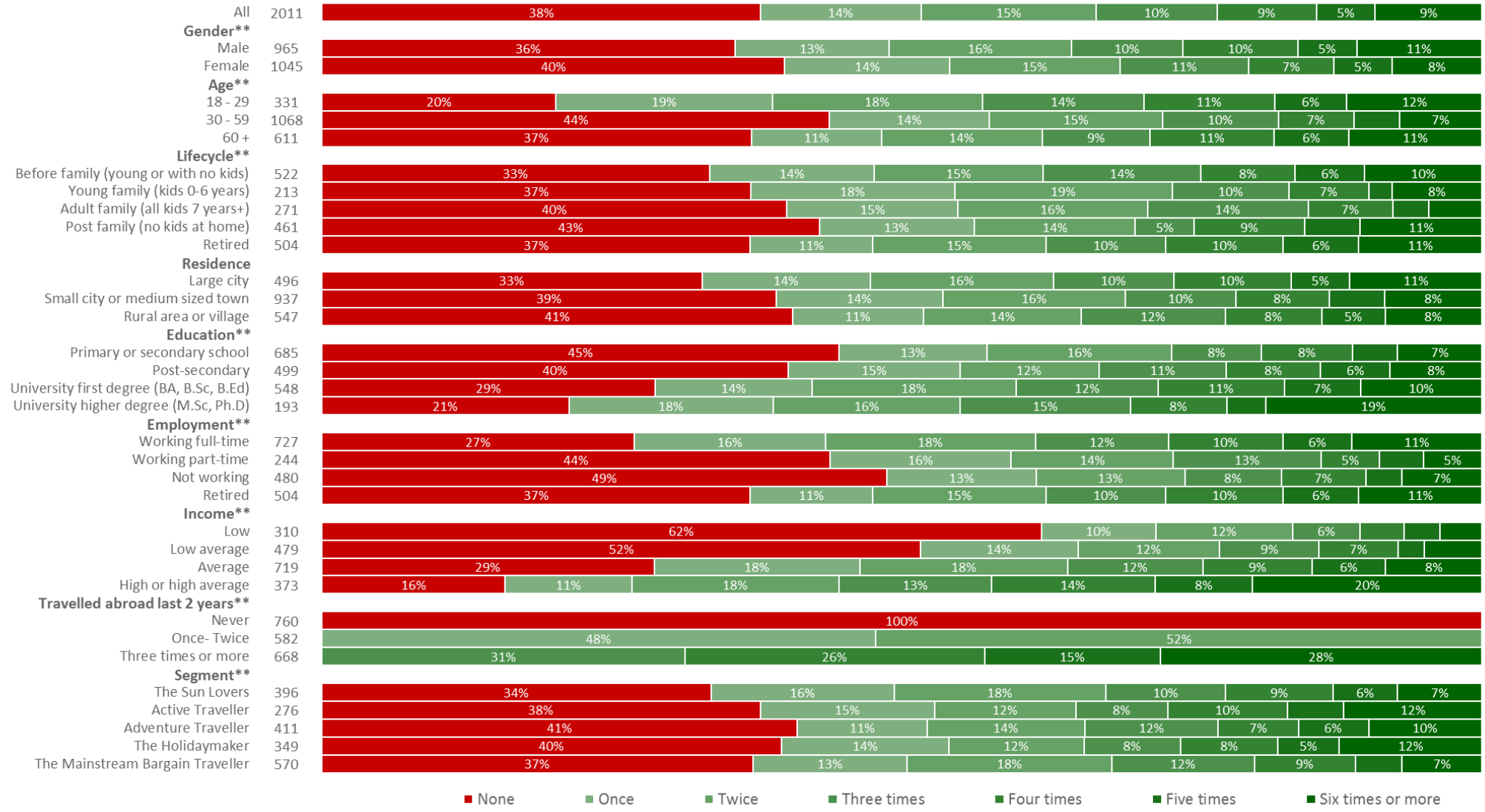


*Asked: All respondents

[Q3] Thinking about the past 2 years (i.e. since January 2015), how many times in total have you travelled abroad

United Kingdom

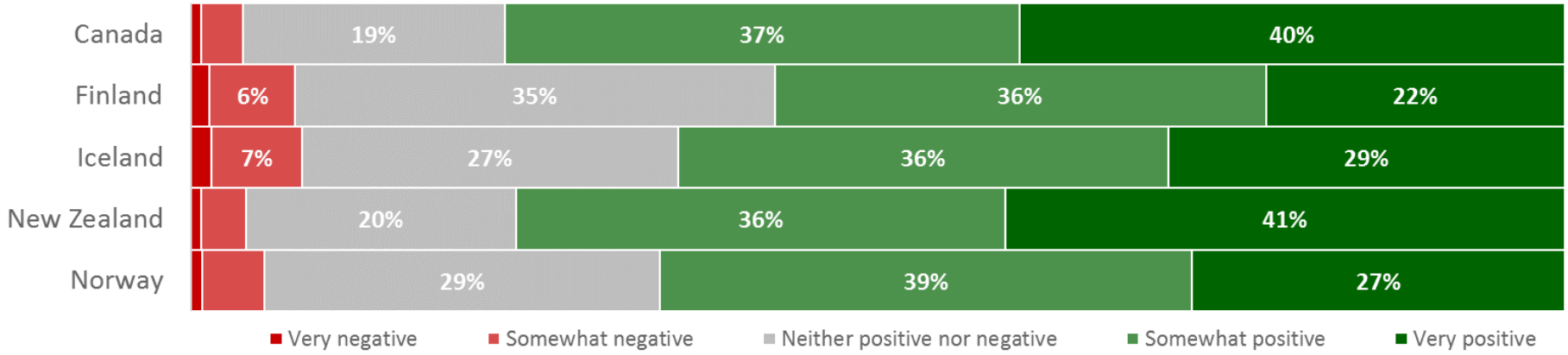
RESPONSE DISTRIBUTION | CROSS SPLITS



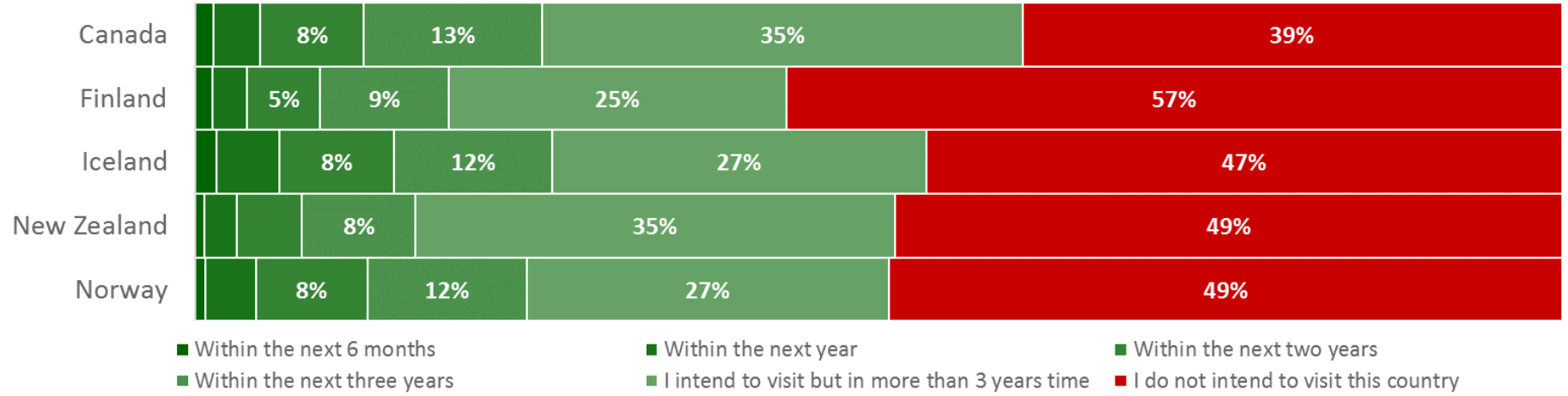
*Asked: All respondents

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

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



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

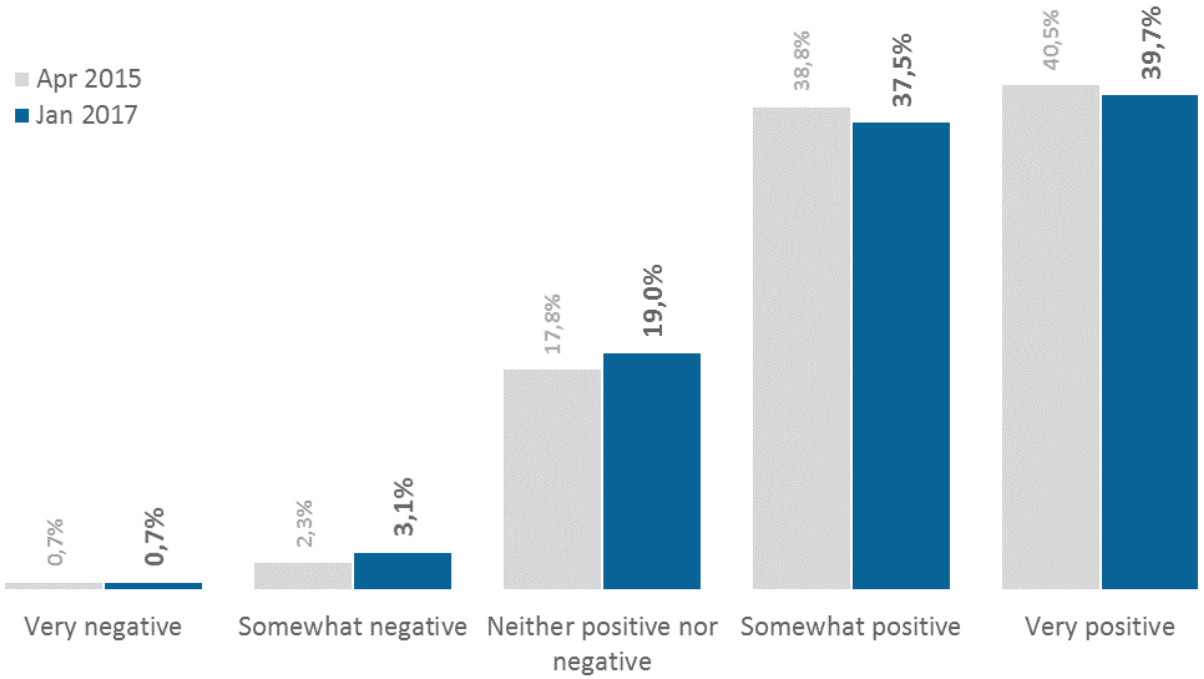


[Q4_1] How positive or negative are you towards CANADA as travel destination

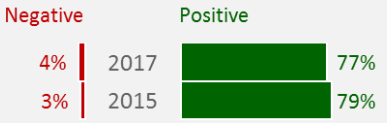
United Kingdom

AVERAGE

RESPONSE DISTRIBUTION

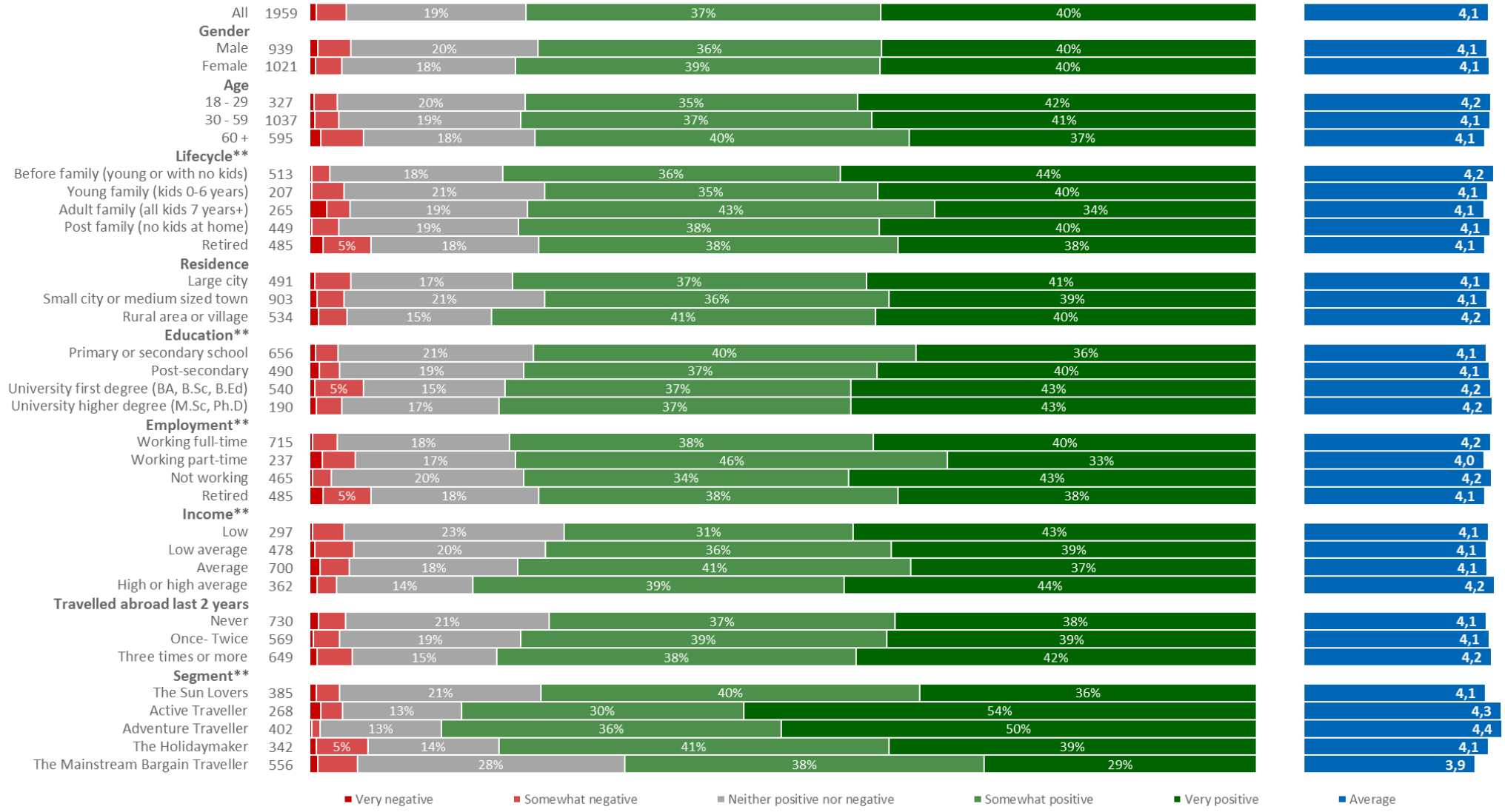


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	14	0,7%	0,4%
2 - Somewhat negative	61	3,1%	0,8%
3 - Neither positive nor negative	373	19,0%	1,7%
4 - Somewhat positive	734	37,5%	2,1%
5 - Very positive	778	39,7%	2,2%
Total	1959	100%	
Answered	1959	96,7%	
Did not answer	68	3,3%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



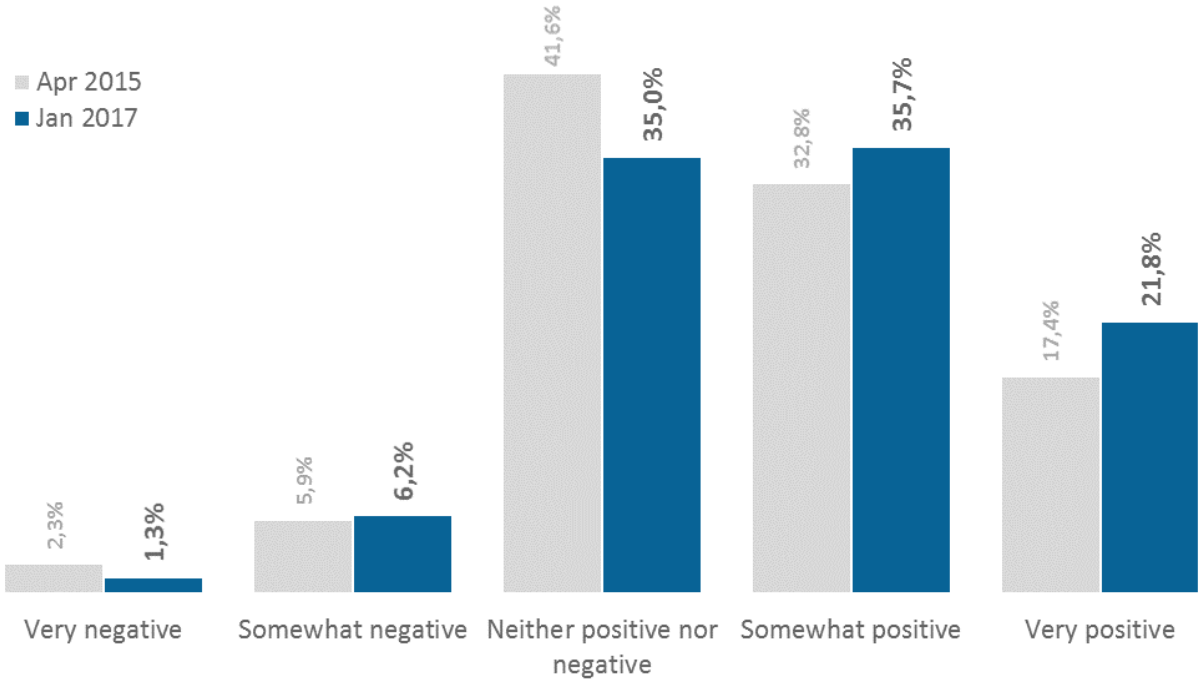
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q4_2] How positive or negative are you towards FINLAND as travel destination

United Kingdom

AVERAGE

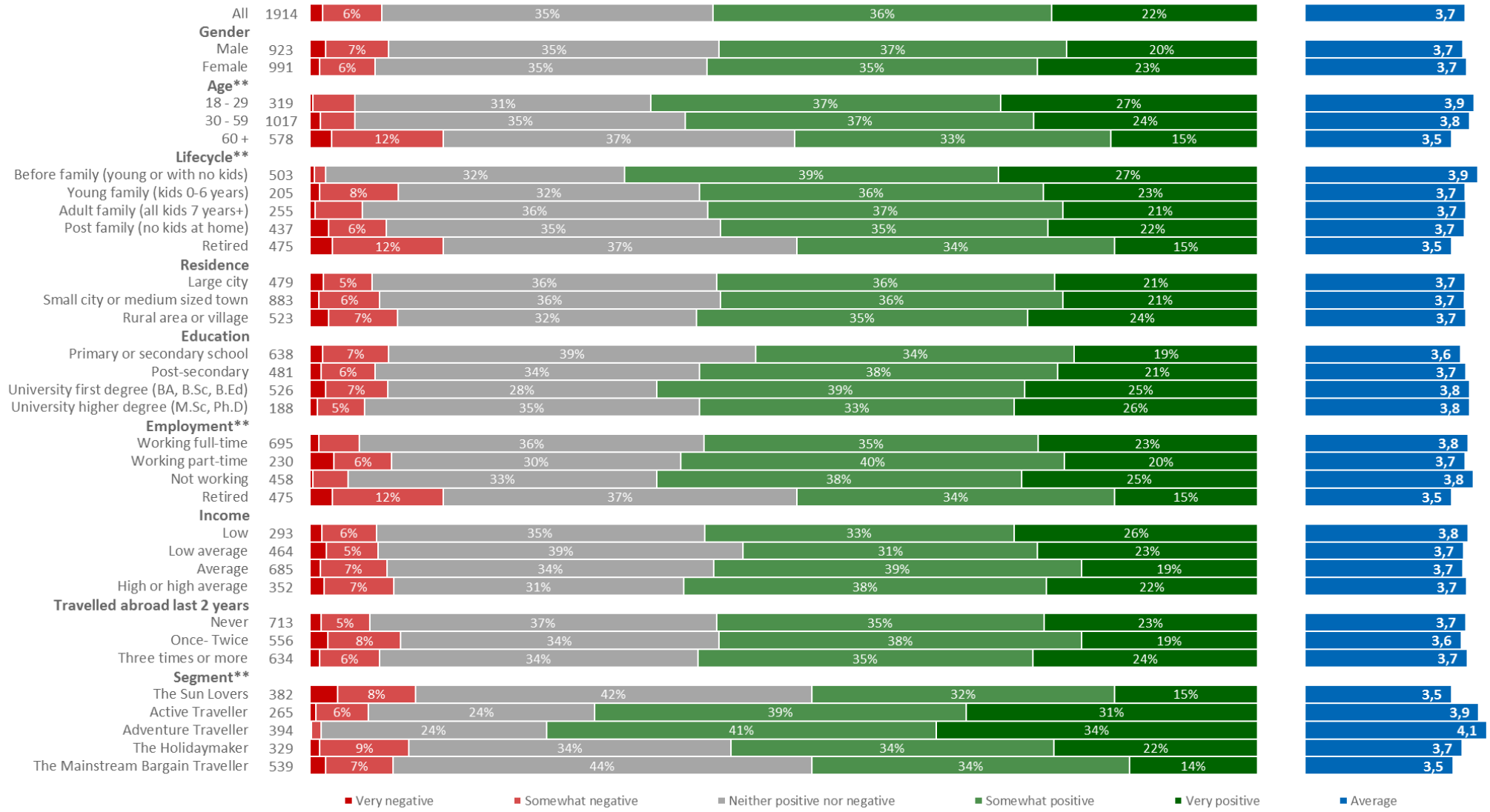
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	25	1,3%	0,5%
2 - Somewhat negative	119	6,2%	1,1%
3 - Neither positive nor negative	669	35,0%	2,1%
4 - Somewhat positive	684	35,7%	2,1%
5 - Very positive	416	21,8%	1,8%
Total	1914	100%	
Answered	1914	94,4%	
Did not answer	113	5,6%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



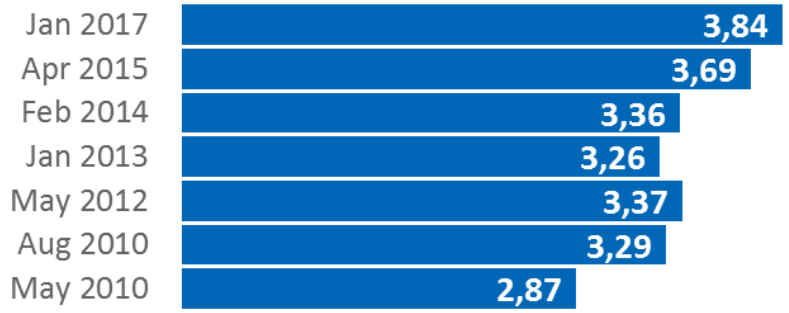
*Asked: All respondents

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

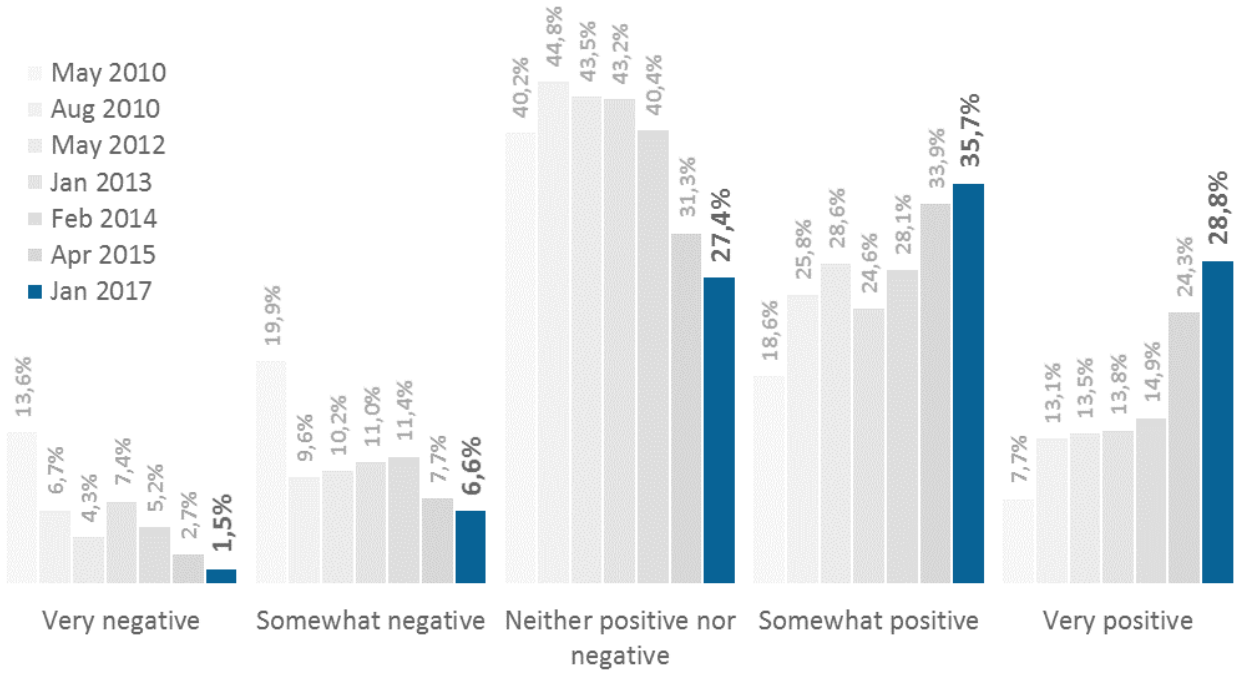
[Q4_3] How positive or negative are you towards ICELAND as travel destination

United Kingdom

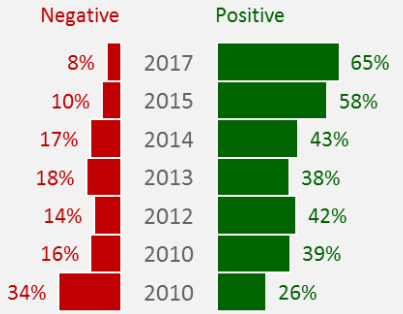
AVERAGE



RESPONSE DISTRIBUTION

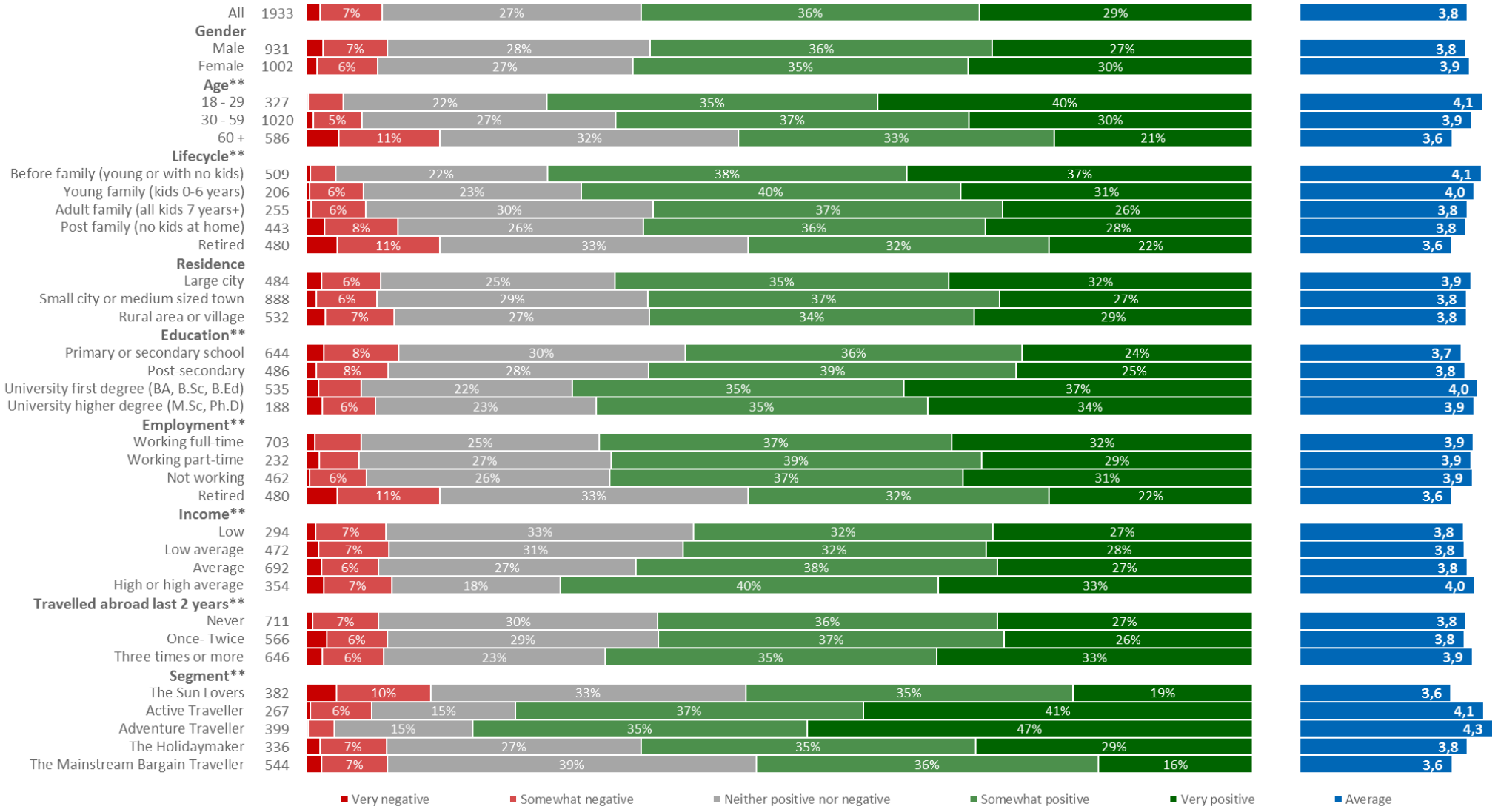


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	28	1,5%	0,5%
2 - Somewhat negative	127	6,6%	1,1%
3 - Neither positive nor negative	529	27,4%	2,0%
4 - Somewhat positive	691	35,7%	2,1%
5 - Very positive	557	28,8%	2,0%
Total	1933	100%	
Answered	1933	95,4%	
Did not answer	94	4,6%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

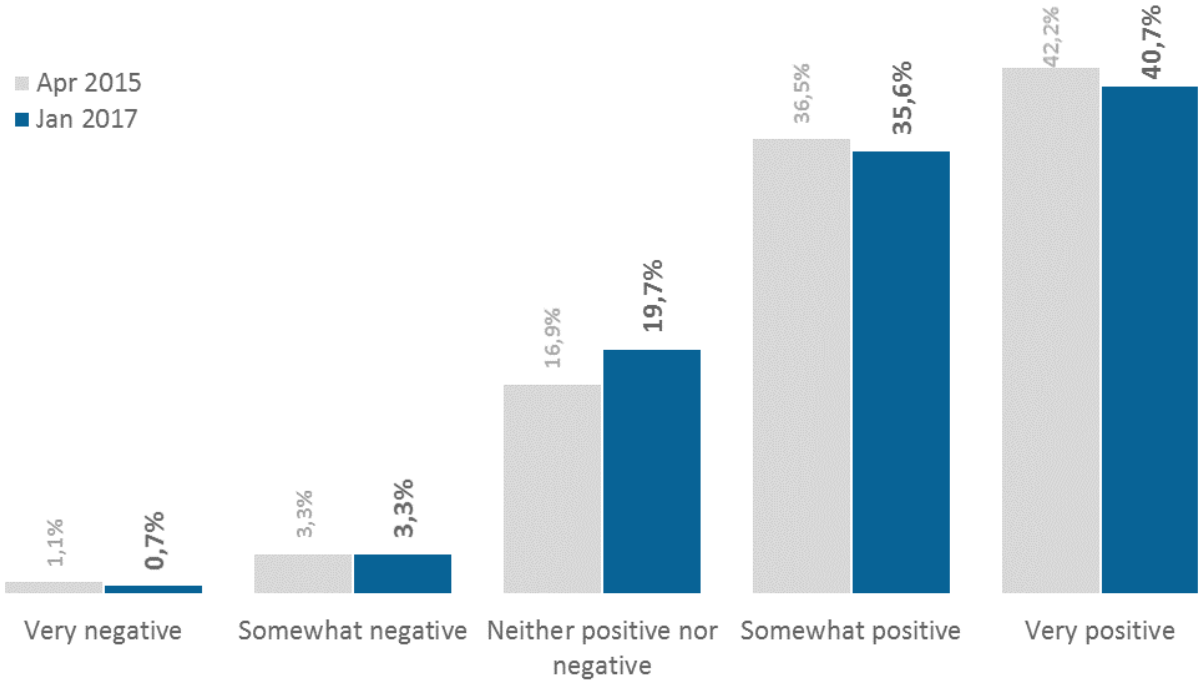
** Statistically significant difference between groups (p<0,05)

[Q4_4] How positive or negative are you towards NEW ZEALAND as travel destination

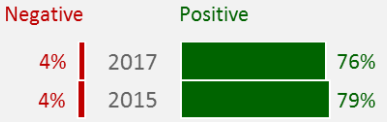
United Kingdom

AVERAGE

RESPONSE DISTRIBUTION

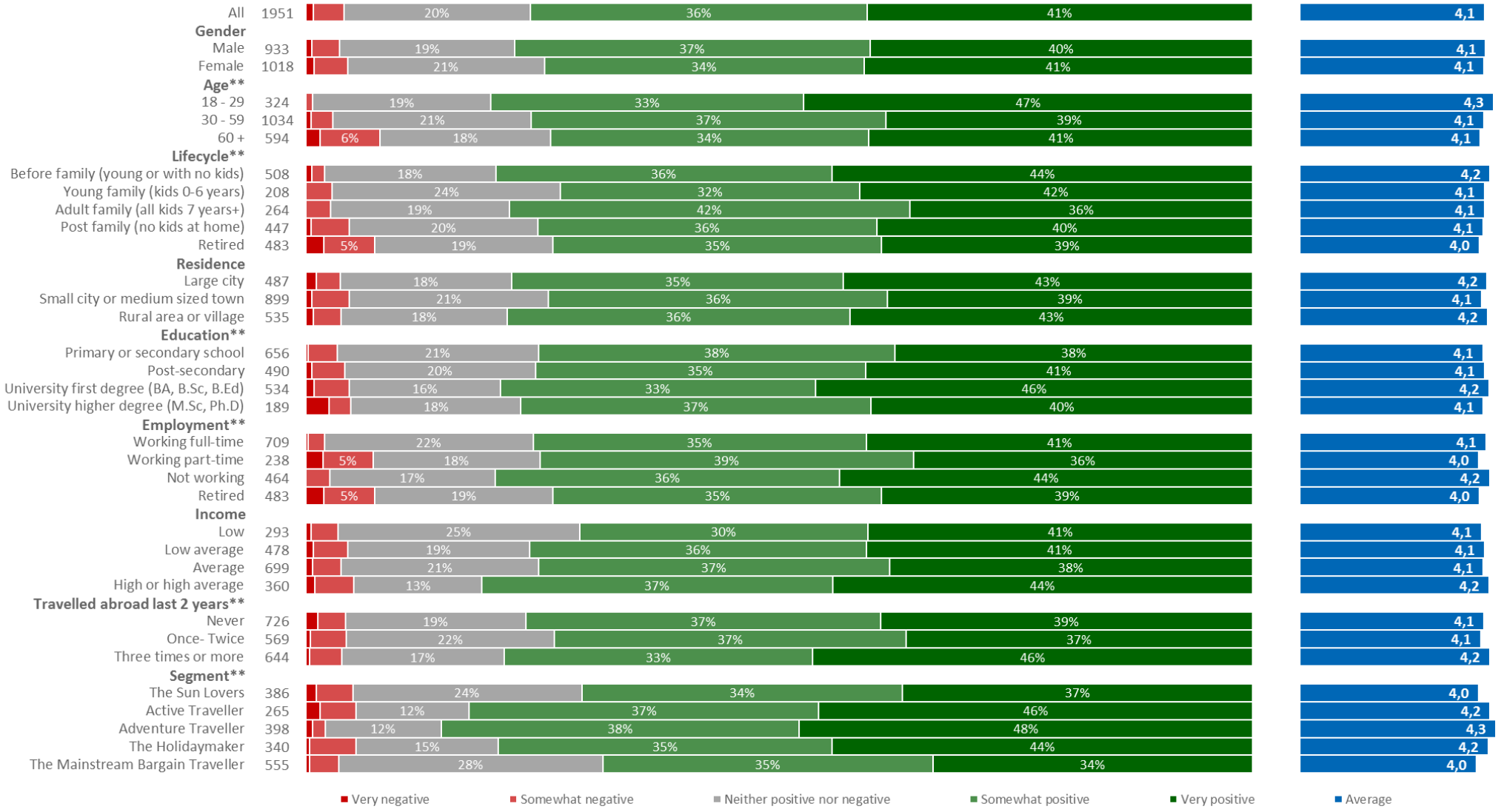


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	14	0,7%	0,4%
2 - Somewhat negative	64	3,3%	0,8%
3 - Neither positive nor negative	384	19,7%	1,8%
4 - Somewhat positive	694	35,6%	2,1%
5 - Very positive	795	40,7%	2,2%
Total	1951	100%	
Answered	1951	96,2%	
Did not answer	76	3,8%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



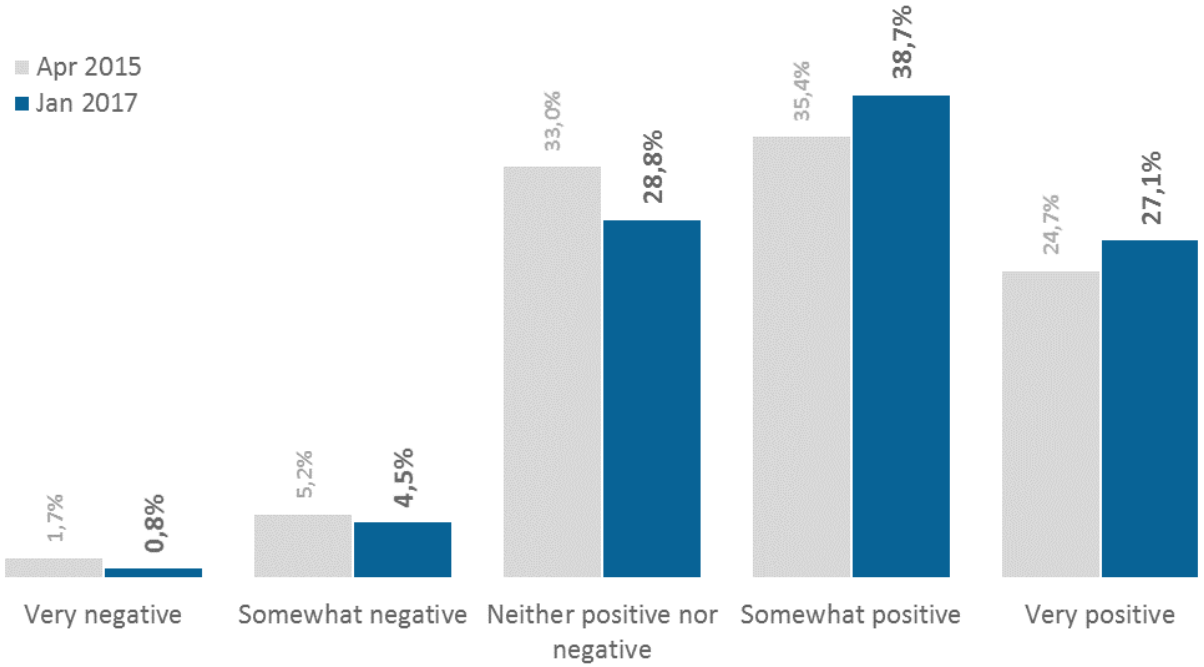
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q4_5] How positive or negative are you towards NORWAY as travel destination

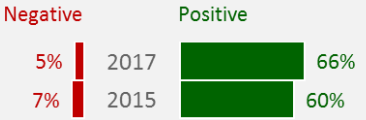
United Kingdom

AVERAGE

RESPONSE DISTRIBUTION

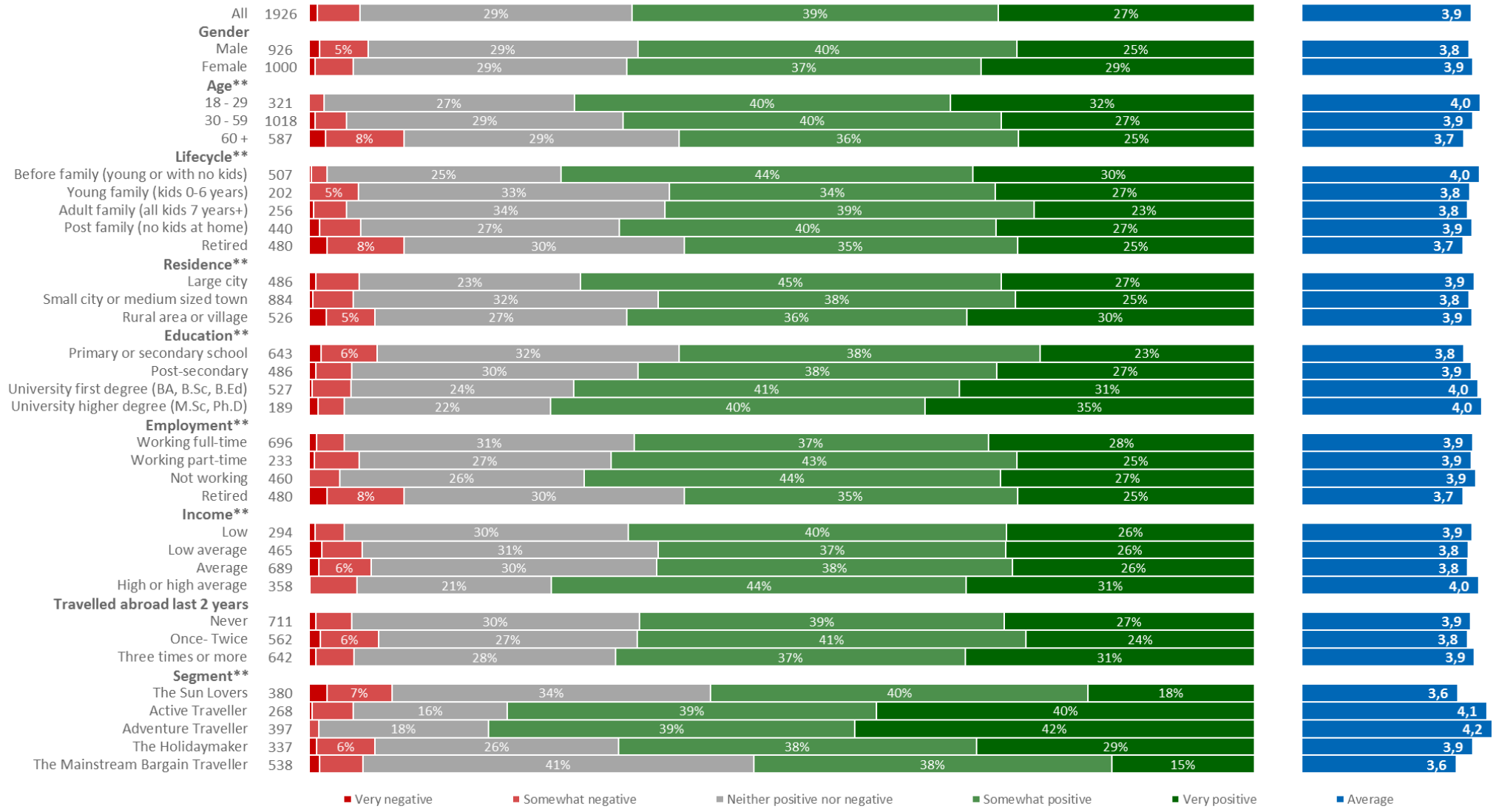


Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	16	0,8%	0,4%
2 - Somewhat negative	87	4,5%	0,9%
3 - Neither positive nor negative	554	28,8%	2,0%
4 - Somewhat positive	746	38,7%	2,2%
5 - Very positive	522	27,1%	2,0%
Total	1926	100%	
Answered	1926	95,0%	
Did not answer	101	5,0%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



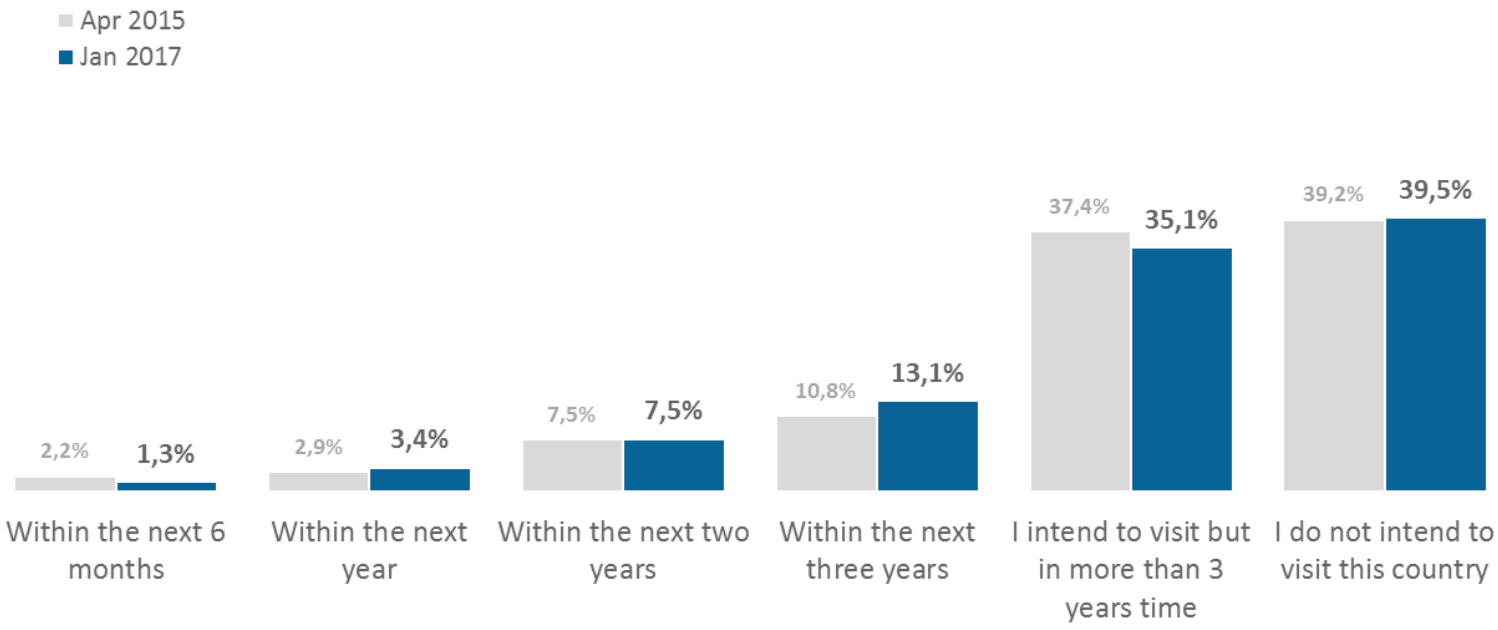
*Asked: All respondents

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

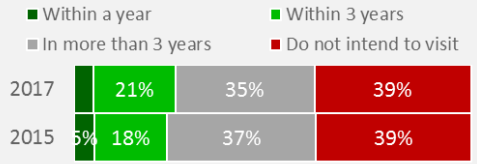
[Q5_1] When, if ever, do you intend to visit CANADA

United Kingdom

RESPONSE DISTRIBUTION

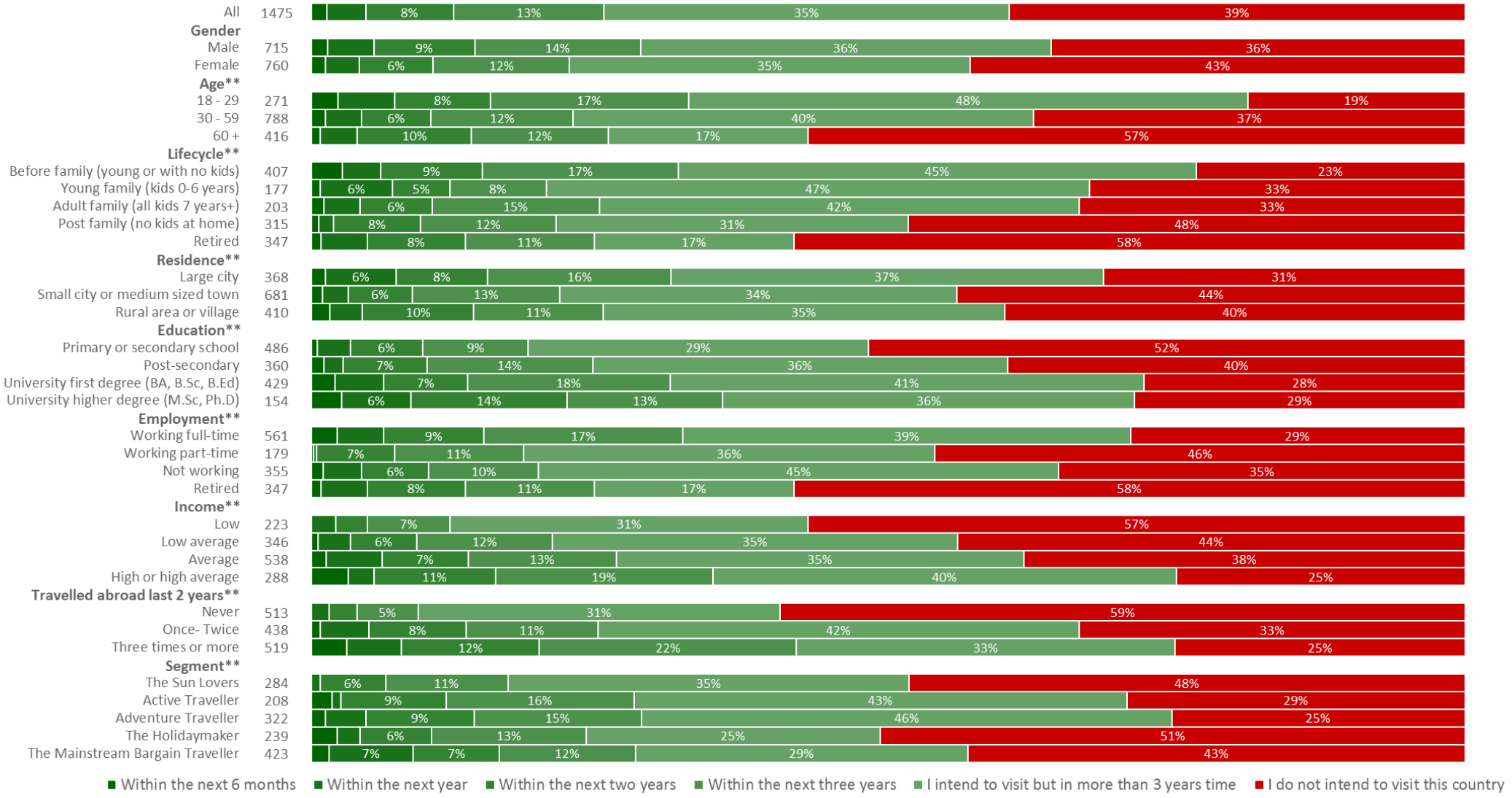


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	19	1,3%	0,6%
Within the next year	51	3,4%	0,9%
Within the next two years	111	7,5%	1,3%
Within the next three	193	13,1%	1,7%
I intend to visit but in more than 3 years time	518	35,1%	2,4%
I do not intend to visit this country	583	39,5%	2,5%
Total	1475	100%	
Answered	1475	72,8%	
Did not answer	552	27,2%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

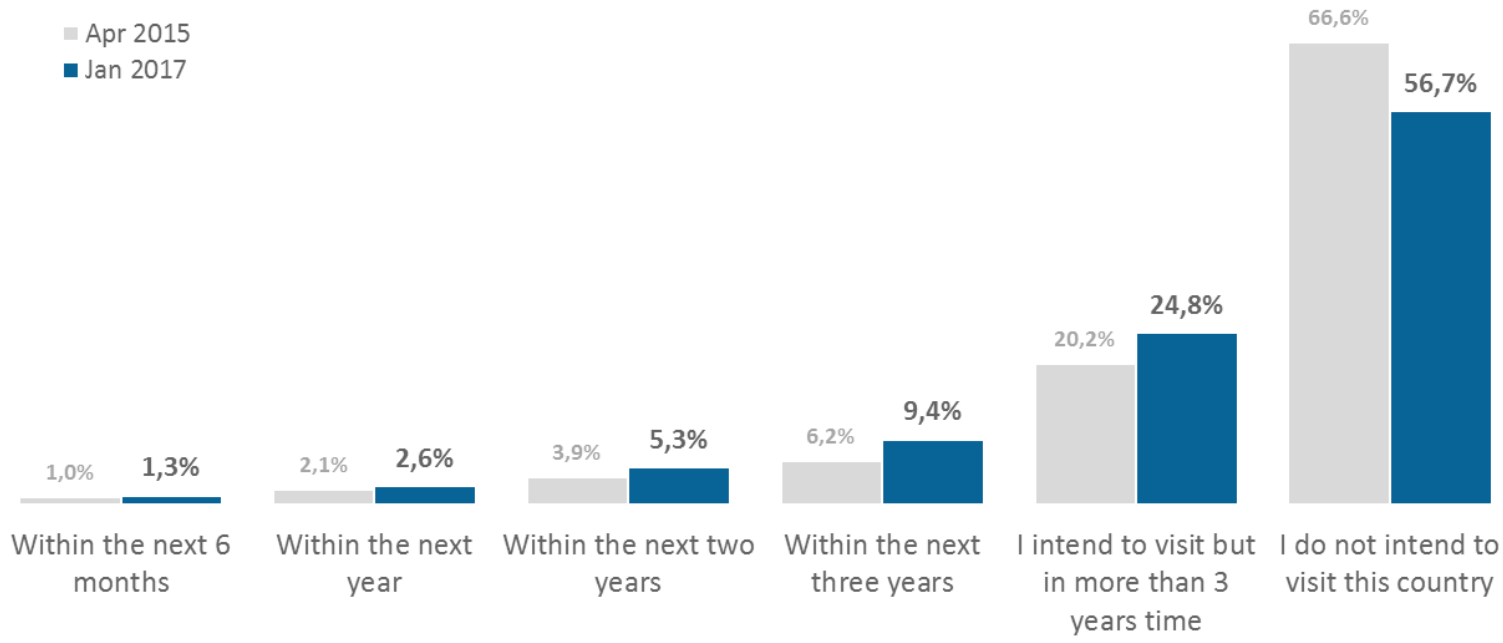


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

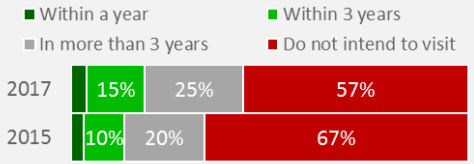
[Q5_2] When, if ever, do you intend to visit FINLAND

United Kingdom

RESPONSE DISTRIBUTION

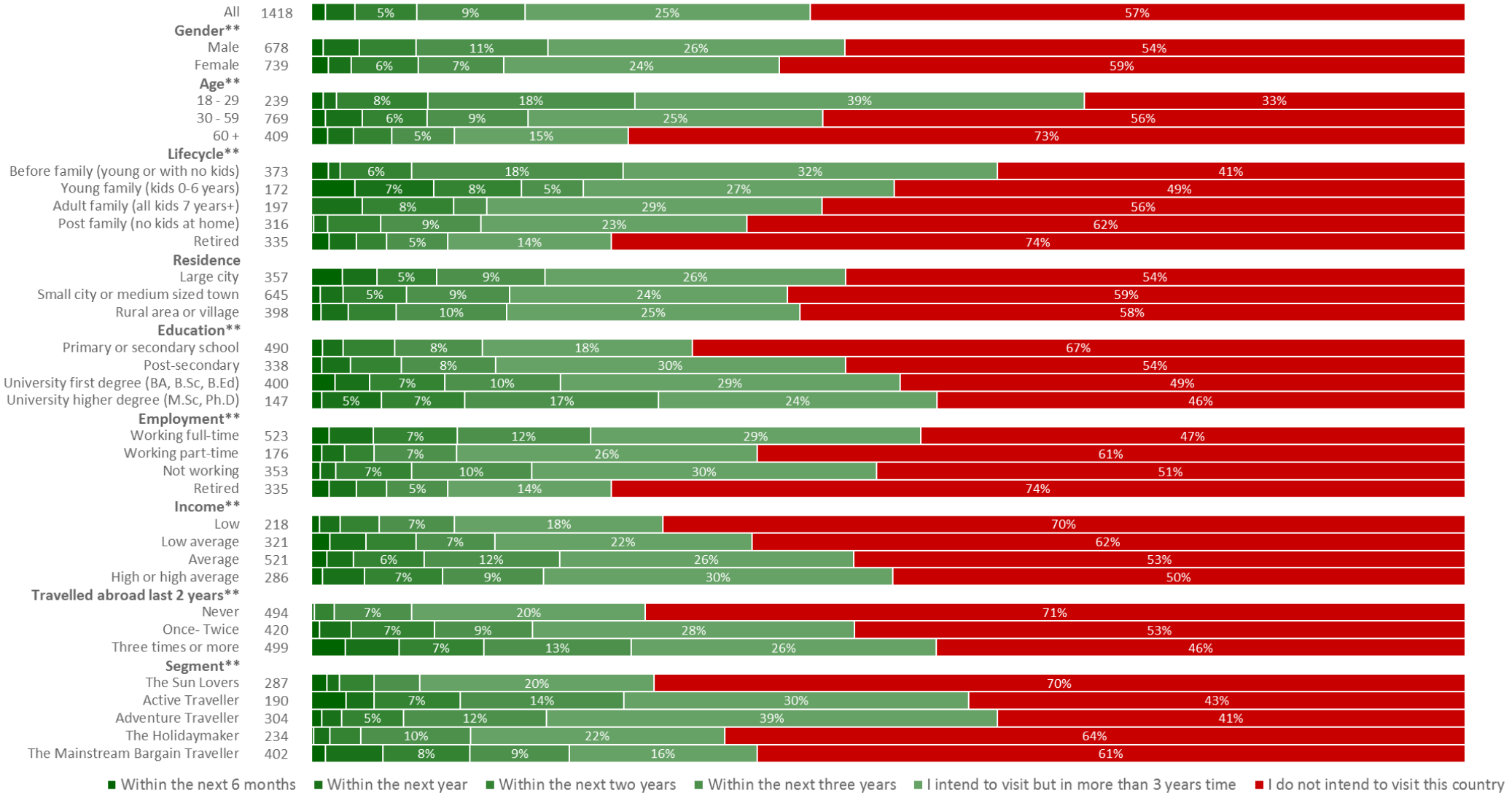


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	18	1,3%	0,6%
Within the next year	36	2,6%	0,8%
Within the next two years	76	5,3%	1,2%
Within the next three	133	9,4%	1,5%
I intend to visit but in more than 3 years time	351	24,8%	2,2%
I do not intend to visit this country	804	56,7%	2,6%
Total	1418	100%	
Answered	1418	69,9%	
Did not answer	609	30,1%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

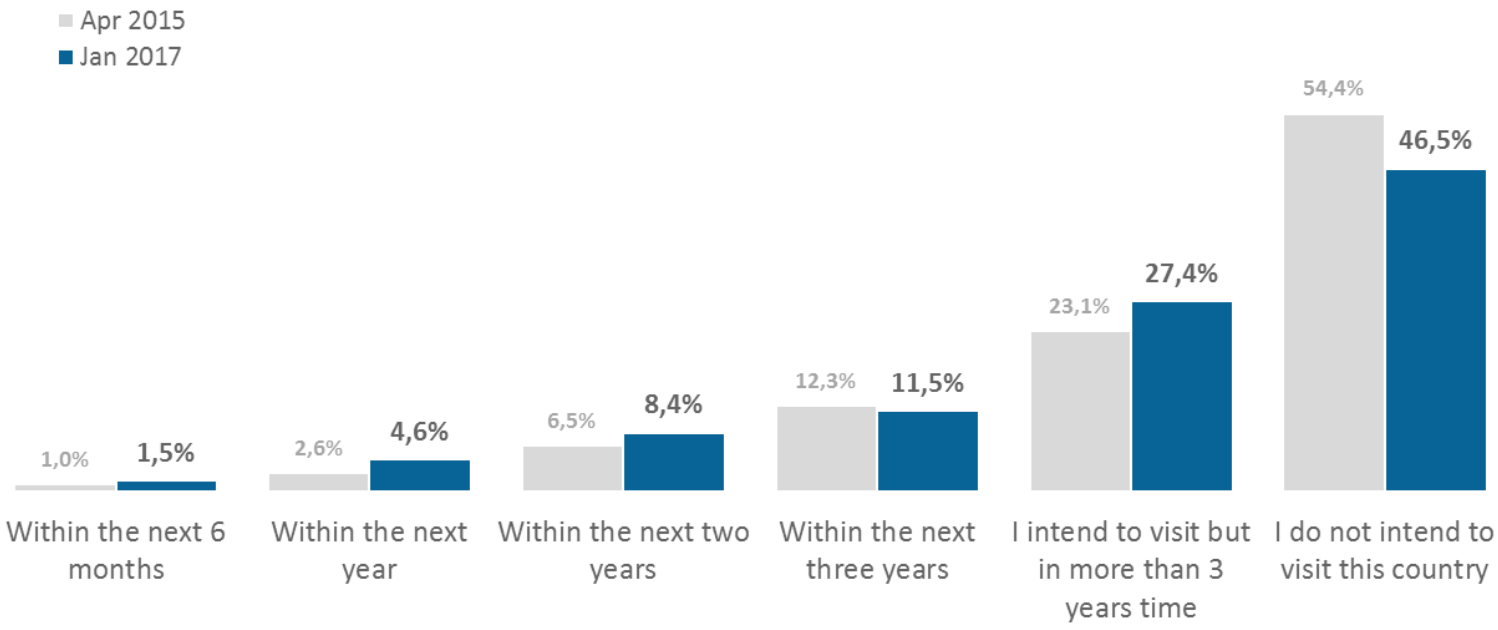


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

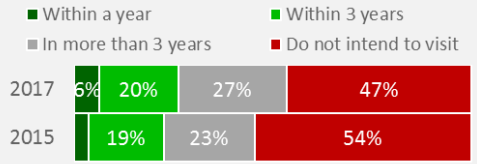
[Q5_3] When, if ever, do you intend to visit ICELAND

United Kingdom

RESPONSE DISTRIBUTION

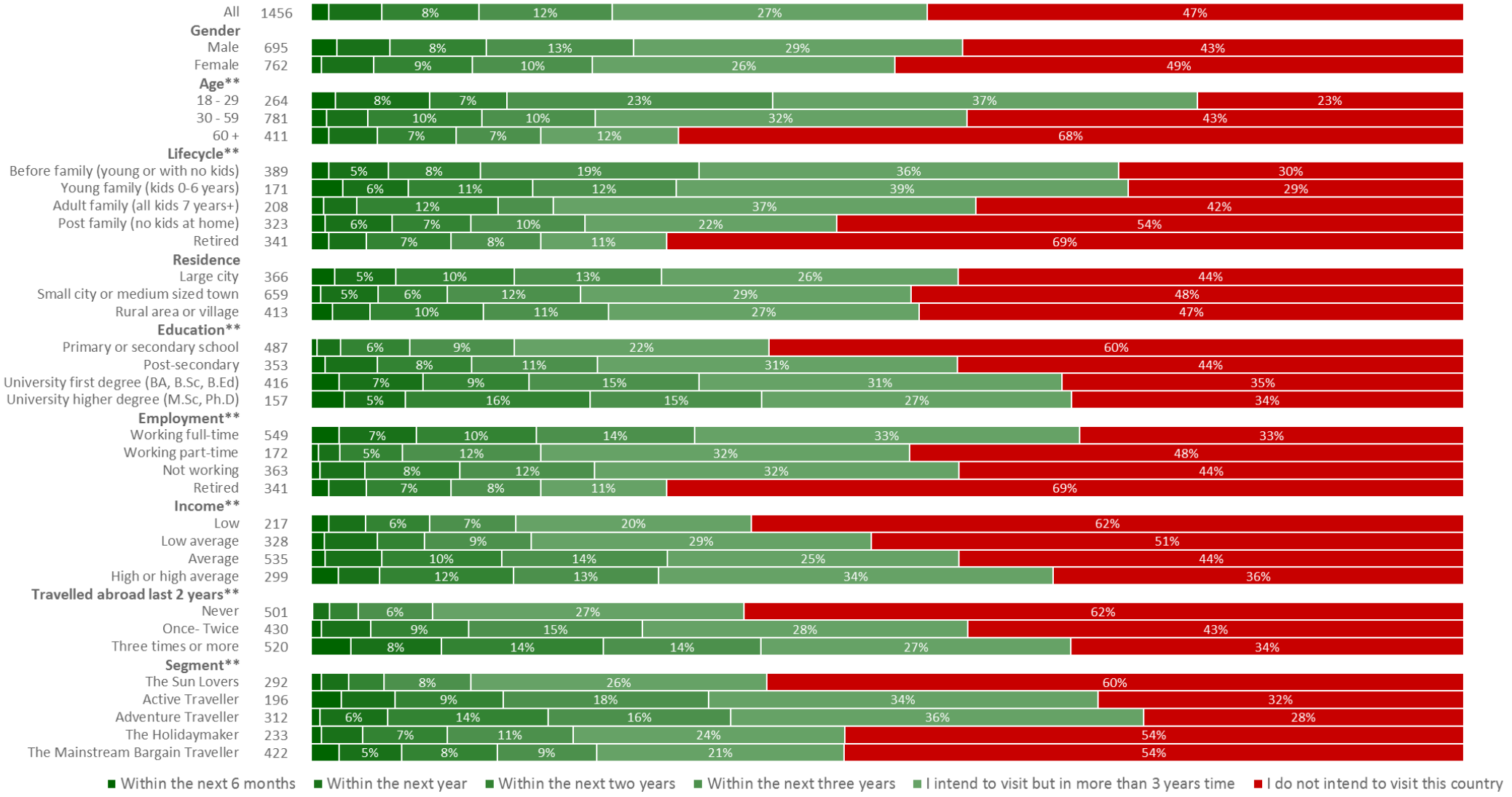


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	23	1,5%	0,6%
Within the next year	67	4,6%	1,1%
Within the next two years	123	8,4%	1,4%
Within the next three	168	11,5%	1,6%
I intend to visit but in more than 3 years time	399	27,4%	2,3%
I do not intend to visit this country	678	46,5%	2,6%
Total	1456	100%	
Answered	1456	71,9%	
Did not answer	571	28,1%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

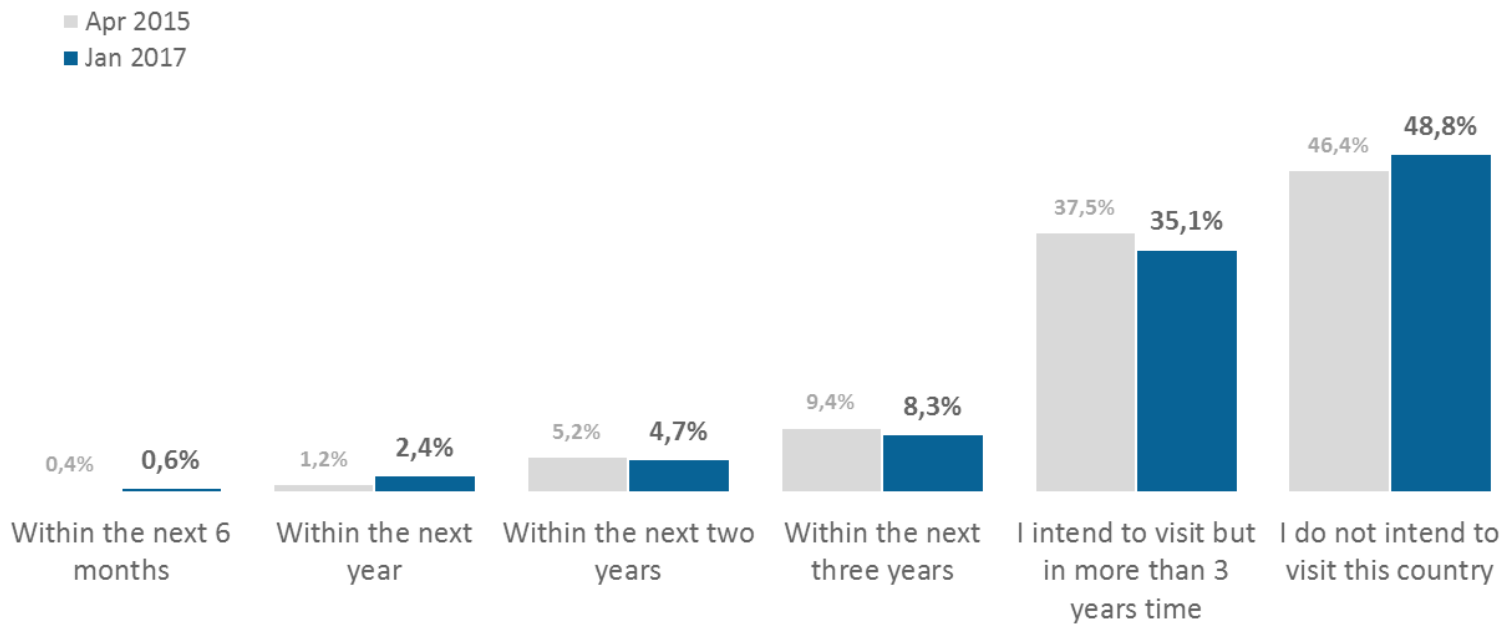


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

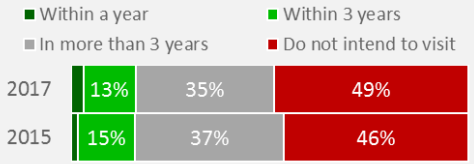
[Q5_4] When, if ever, do you intend to visit NEW ZEALAND

United Kingdom

RESPONSE DISTRIBUTION

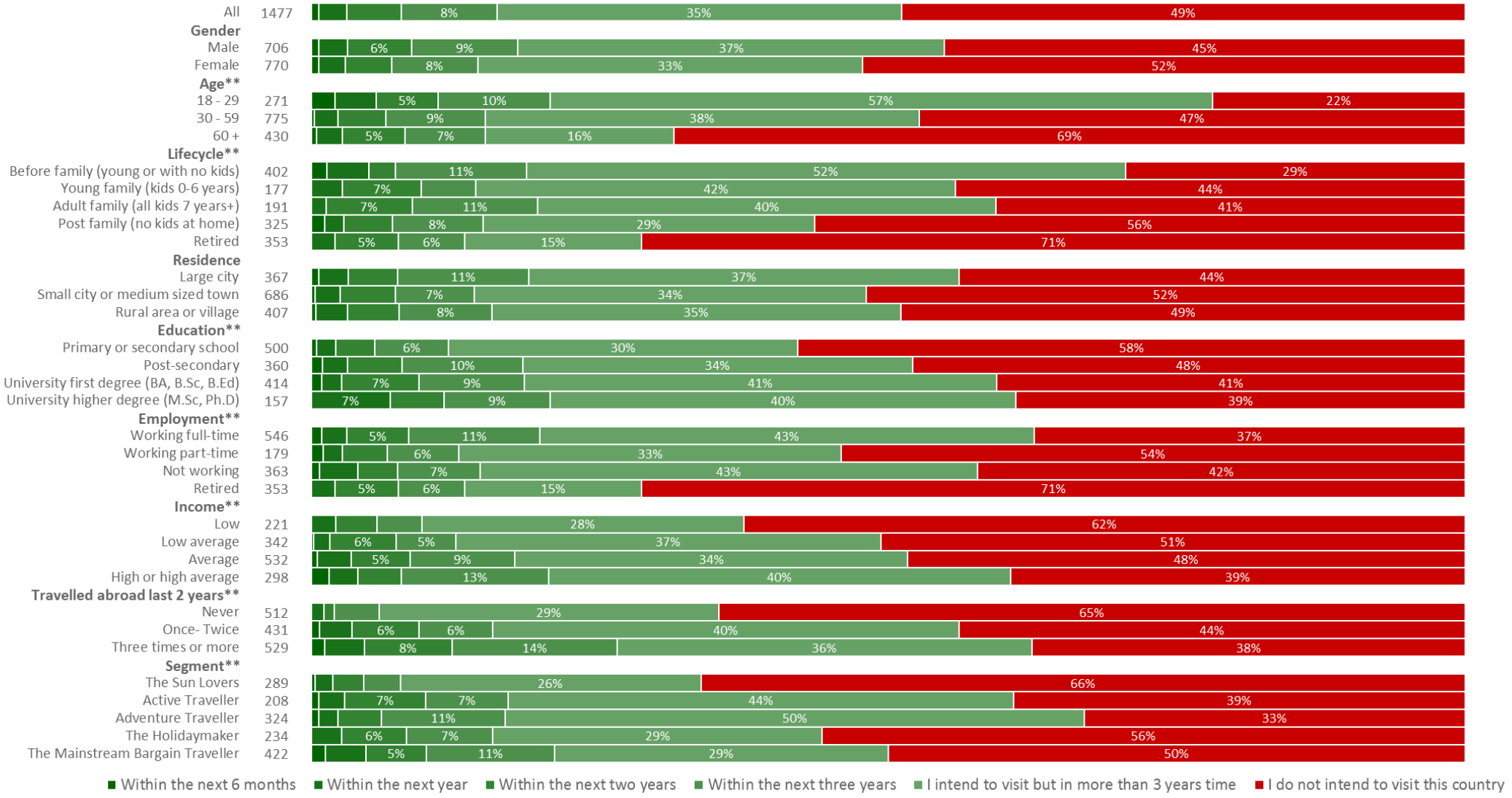


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	9	0,6%	0,4%
Within the next year	36	2,4%	0,8%
Within the next two years	70	4,7%	1,1%
Within the next three	123	8,3%	1,4%
I intend to visit but in more than 3 years time	518	35,1%	2,4%
I do not intend to visit this country	721	48,8%	2,5%
Total	1477	100%	
Answered	1477	72,9%	
Did not answer	550	27,1%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

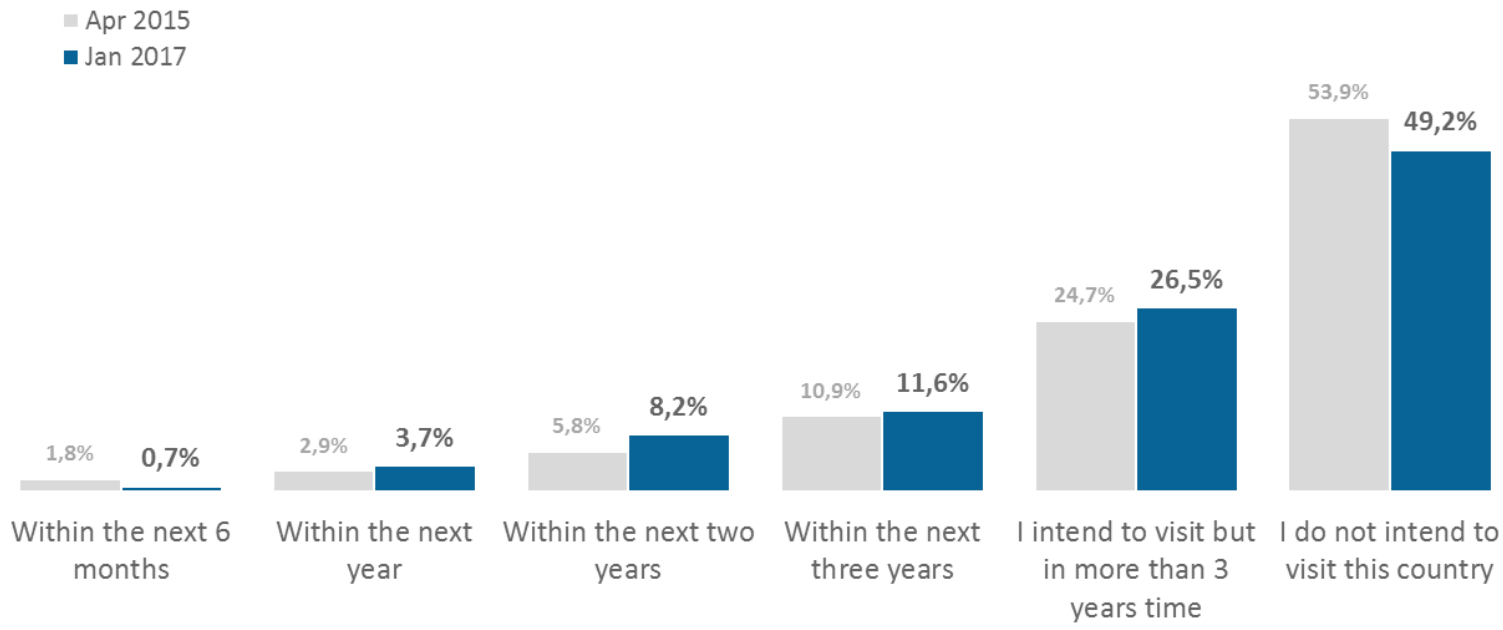


*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

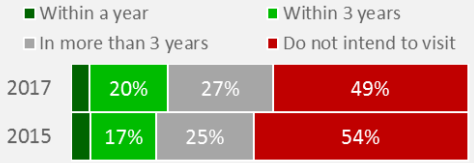
[Q5_5] When, if ever, do you intend to visit NORWAY

United Kingdom

RESPONSE DISTRIBUTION

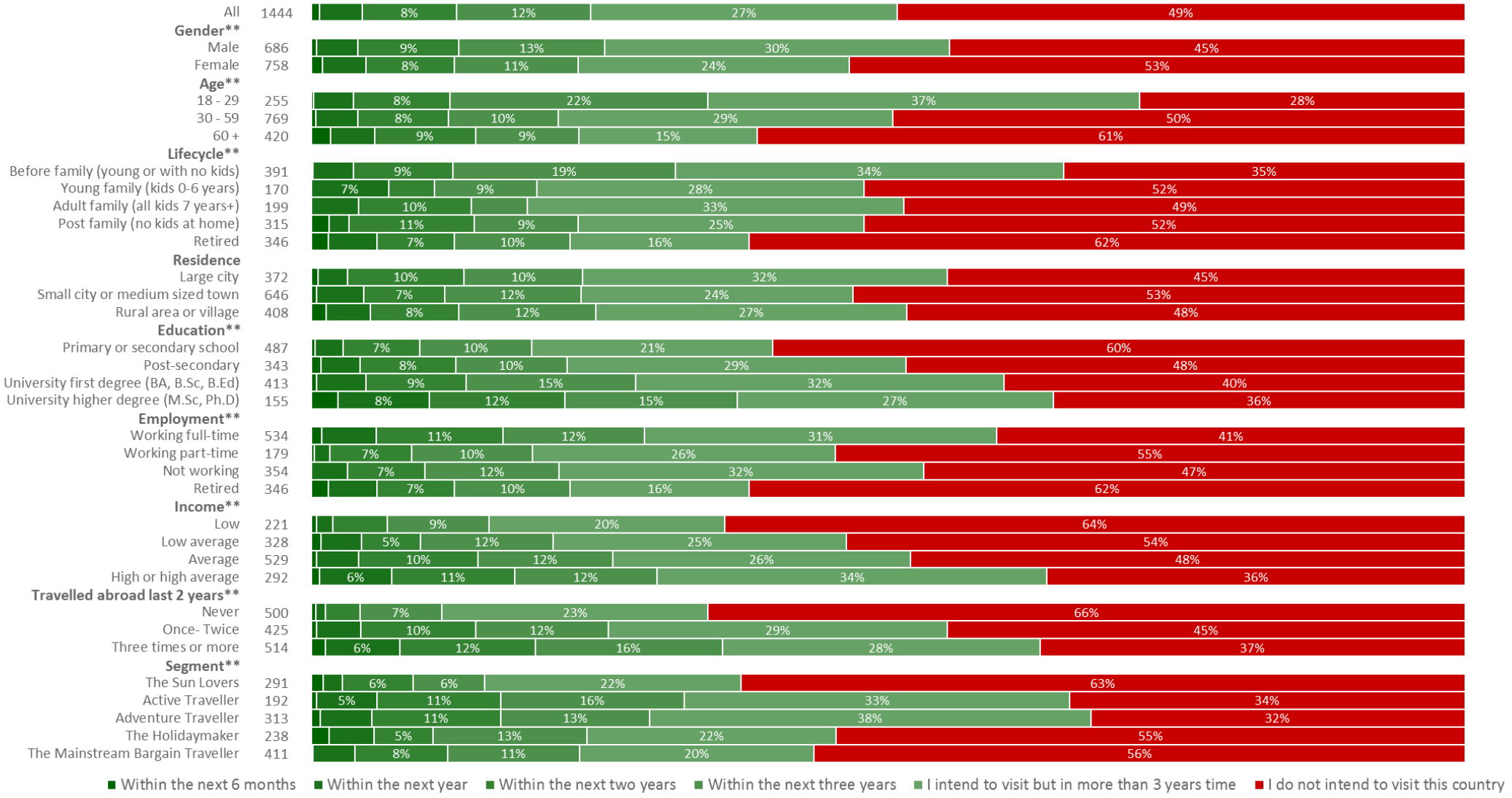


Answers	Count	Pct.%	Conf.lim +/-
Within the next 6 months	10	0,7%	0,4%
Within the next year	53	3,7%	1,0%
Within the next two years	118	8,2%	1,4%
Within the next three	168	11,6%	1,7%
I intend to visit but in more than 3 years time	383	26,5%	2,3%
I do not intend to visit this country	711	49,2%	2,6%
Total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



*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN



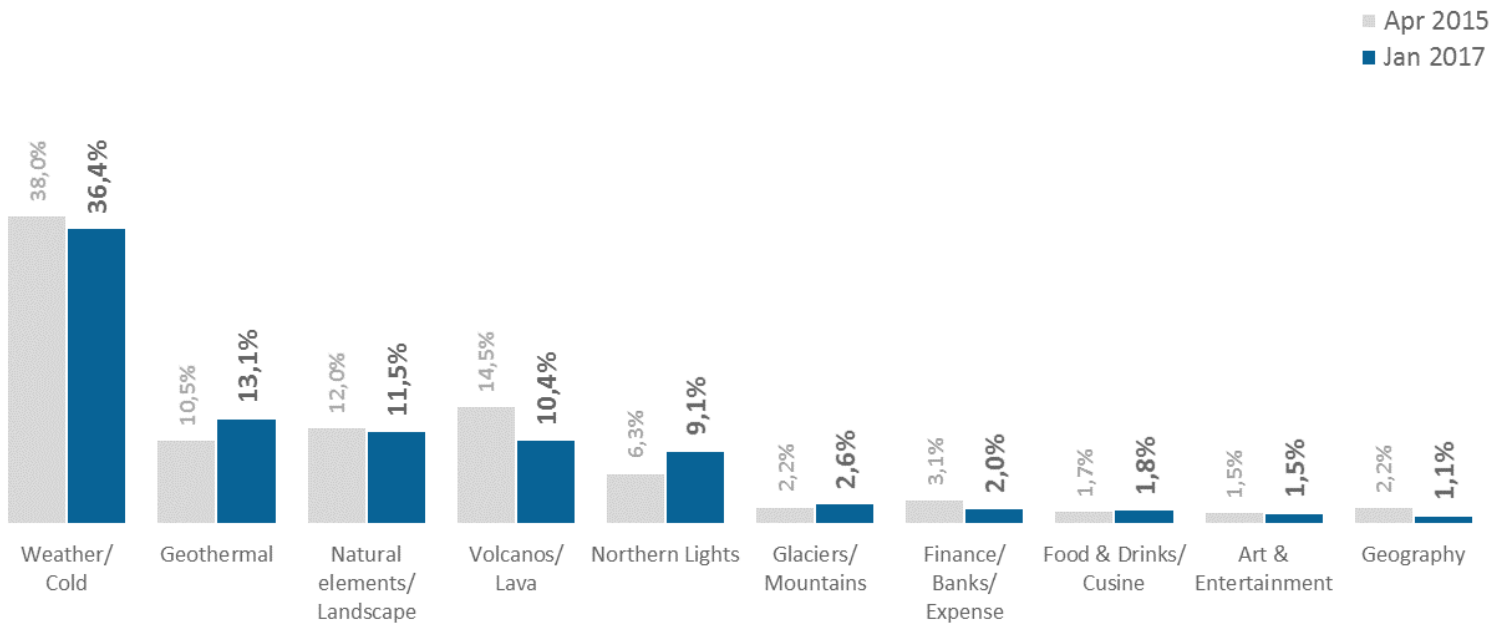
*Asked: All respondents
** Statistically significant difference between groups (p<0,05)

[Q6_1] When you think about the country Iceland what comes into your mind?

First mention | United Kingdom

CATEGORIZED RESPONSE DISTRIBUTION

(First of up to three mentions)



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Weather/Cold	731	36,4%	2,1%
Geothermal	263	13,1%	1,5%
Natural	231	11,5%	1,4%
Volcanos/Lava	209	10,4%	1,3%
Northern Lights	183	9,1%	1,3%
Glaciers/Mountains	52	2,6%	0,7%
Finance/Banks/Expense	41	2,0%	0,6%
Food & Drinks/Cusine	37	1,8%	0,6%
Art & Entertainment	29	1,5%	0,5%
Geography	22	1,1%	0,5%
Answered	2010	99,1%	
Did not answer	17	0,9%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

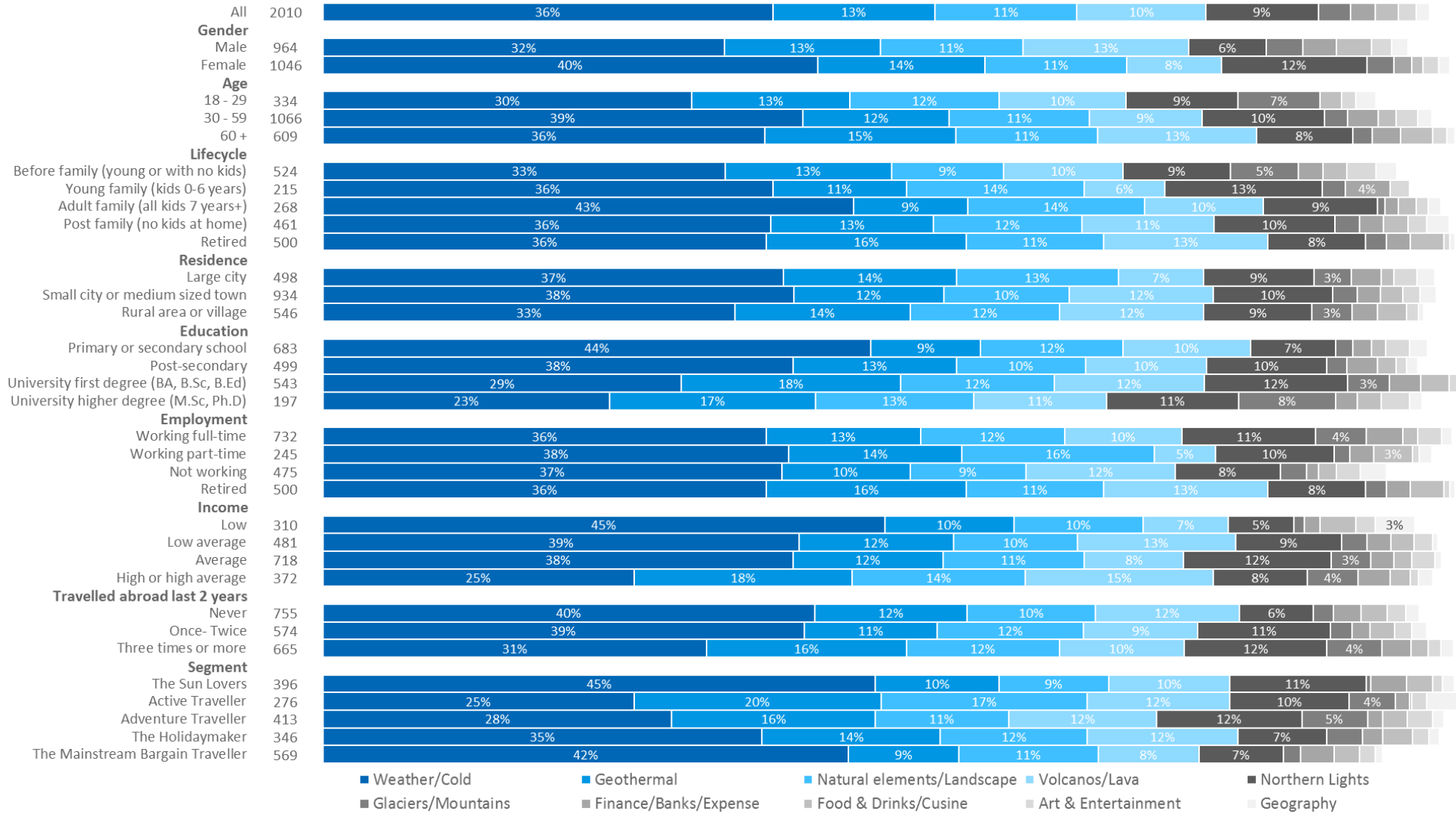
*Asked: All respondents

[Q6_1] When you think about the country Iceland what comes into your mind?

First mention | United Kingdom

CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS

(First of up to three mentions)



*Asked: All respondents

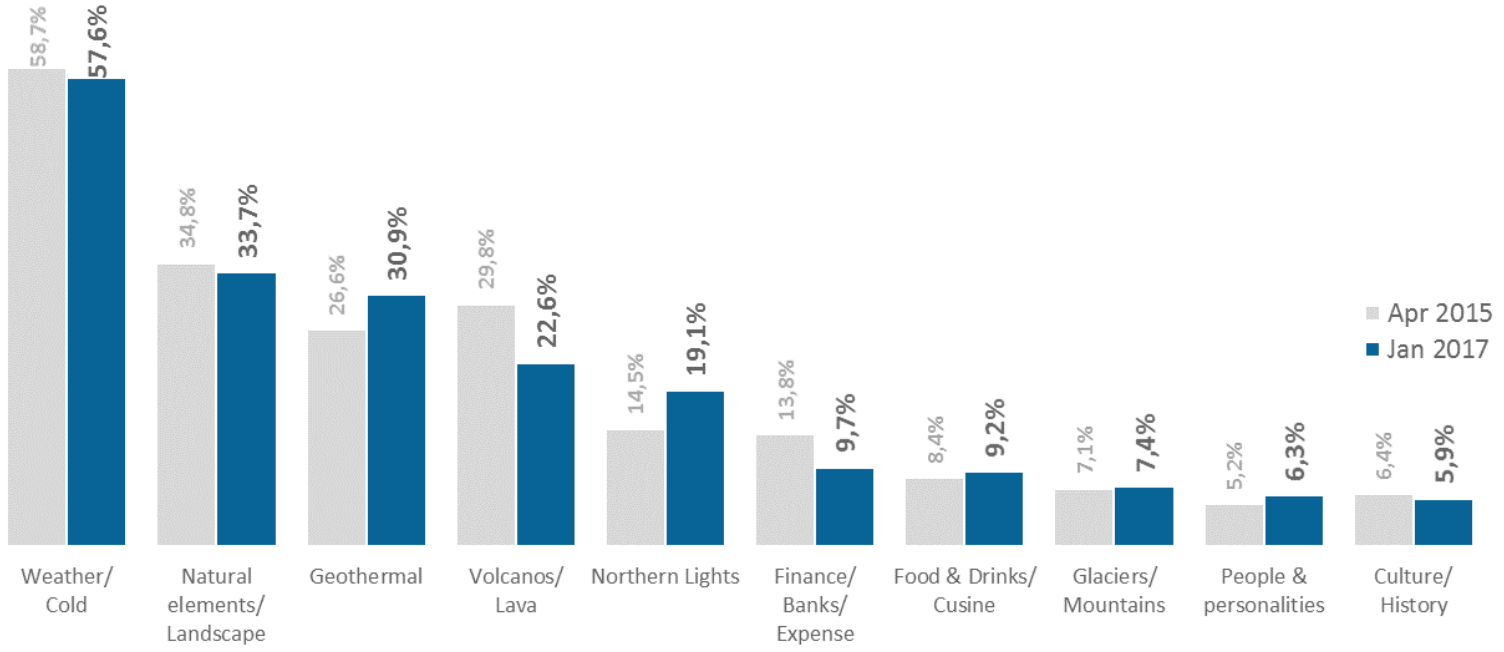
** Statistically significant difference between groups (p<0,05)

[Q6_A] When you think about the country Iceland what comes into your mind?

All mentions | United Kingdom

CATEGORIZED RESPONSE DISTRIBUTION

(Up to three mentions)



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 answer	15	0,7%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

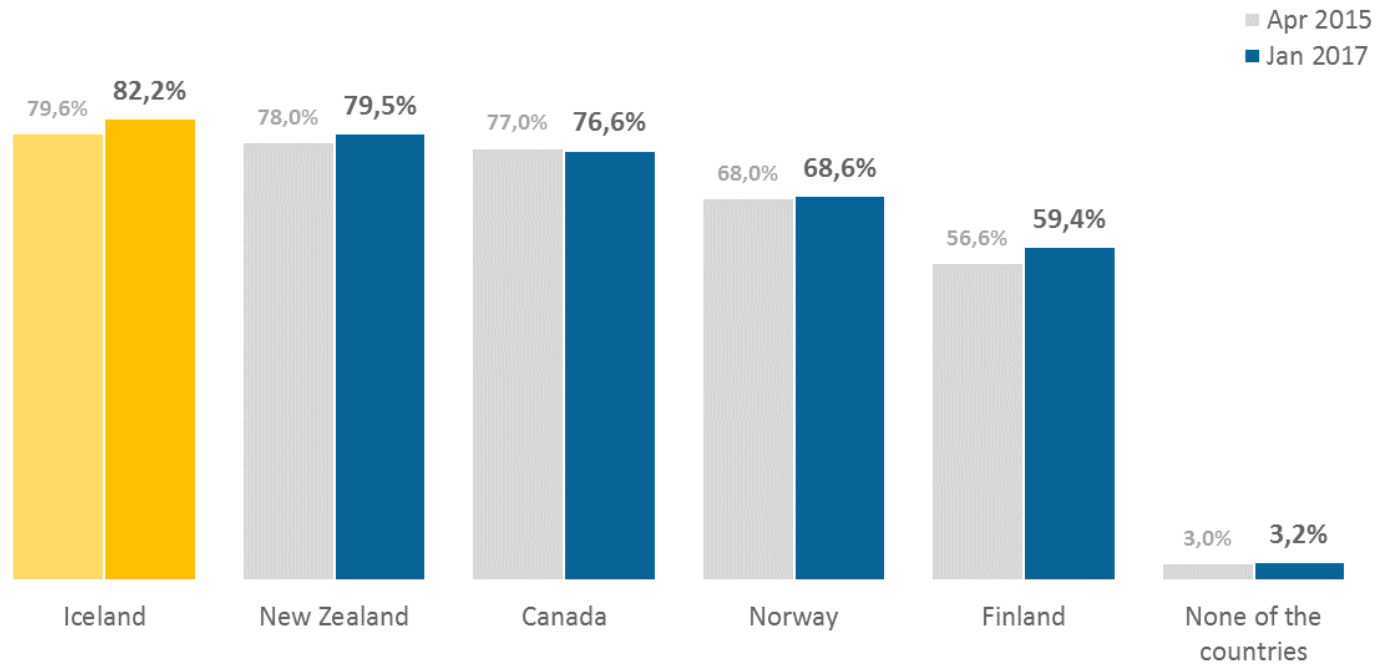
CATEGORIZED RESPONSE DISTRIBUTION | CROSS SPLITS

(Up to three mentions)

		Weather/ Cold	Natural elements/ Landscape	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	967	51%	34%	31%	29%	13%	12%	11%	8%	7%	7%
Female	1046	63%	34%	31%	17%	25%	8%	8%	6%	5%	5%
Age											
18 - 29	334	55%	29%	28%	22%	19%	4%	7%	14%	5%	6%
30 - 59	1069	58%	33%	28%	20%	22%	11%	8%	6%	6%	7%
60 +	609	58%	37%	37%	27%	14%	11%	13%	7%	7%	5%
Lifecycle											
Before family (young or with no kids)	527	55%	30%	28%	23%	22%	8%	6%	11%	5%	5%
Young family (kids 0-6 years)	215	57%	35%	26%	15%	22%	9%	8%	6%	6%	10%
Adult family (all kids 7 years+)	268	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	498	53%	34%	32%	19%	19%	11%	6%	6%	8%	6%
Small city or medium sized town	937	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											
Primary or secondary school	683	67%	37%	23%	20%	16%	7%	7%	6%	7%	4%
Post-secondary	502	57%	33%	31%	23%	20%	11%	10%	6%	6%	4%
University first degree (BA, B.Sc, B.Ed)	543	52%	30%	39%	25%	23%	11%	11%	9%	6%	8%
University higher degree (M.Sc, Ph.D)	197	41%	36%	42%	26%	23%	14%	7%	12%	6%	8%
Employment											
Working full-time	732	55%	32%	32%	22%	23%	13%	8%	8%	6%	6%
Working part-time	245	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	310	63%	34%	27%	23%	14%	9%	11%	7%	5%	7%
Low average	481	62%	37%	29%	23%	18%	10%	8%	4%	7%	4%
Average	721	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	61%	36%	25%	23%	14%	8%	9%	5%	6%	6%
Once- Twice	574	59%	33%	29%	22%	21%	9%	10%	6%	8%	7%
Three times or more	665	53%	31%	40%	23%	23%	13%	9%	11%	5%	5%
Segment											
The Sun Lovers	396	69%	34%	27%	22%	19%	10%	9%	6%	7%	7%
Active Traveller	276	46%	39%	42%	33%	19%	11%	10%	13%	5%	5%
Adventure Traveller	413	53%	33%	37%	25%	26%	8%	9%	8%	6%	8%
The Holidaymaker	346	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%

*Asked: All respondents

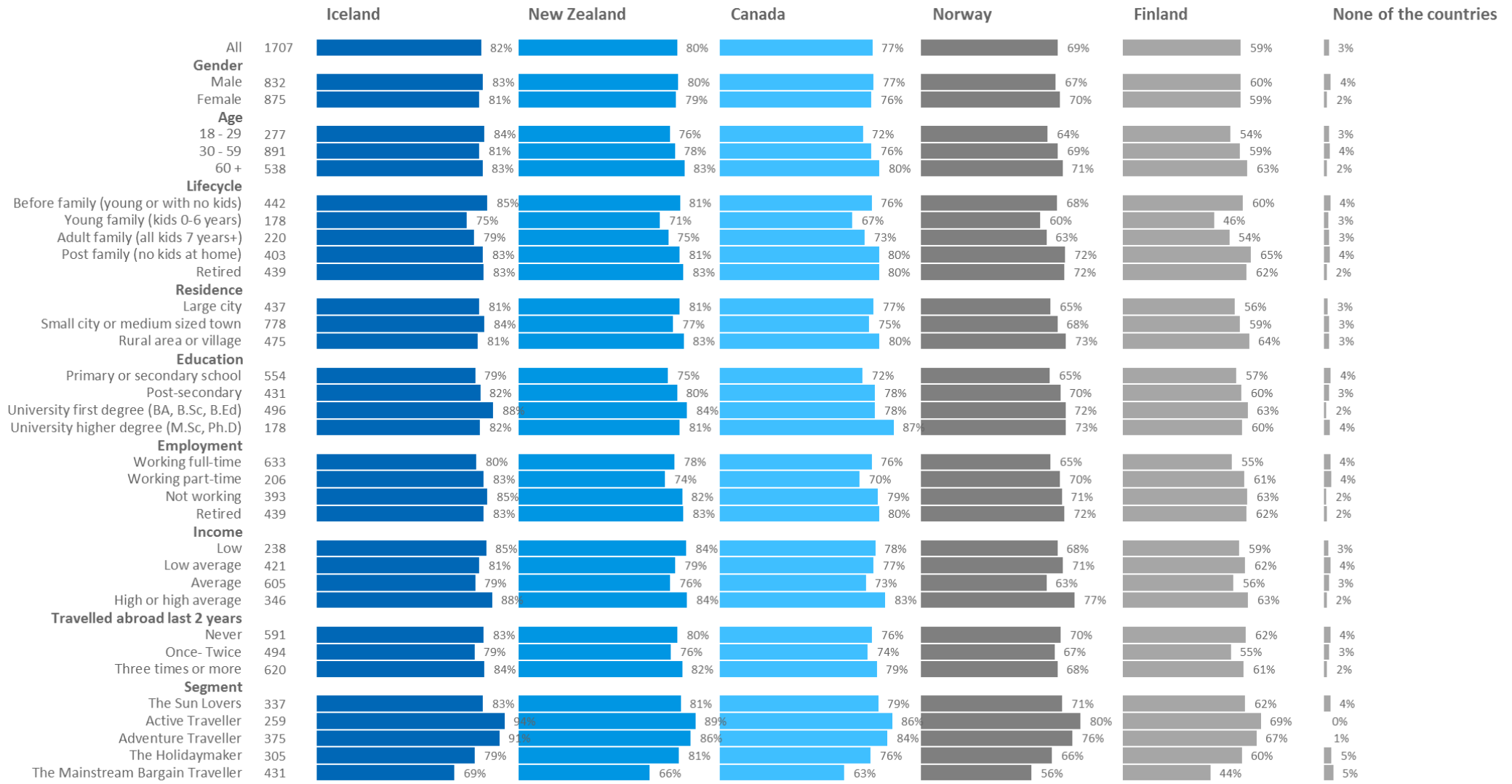
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Iceland	1404	82,2%	1,8%
New Zealand	1358	79,5%	1,9%
Canada	1307	76,6%	2,0%
Norway	1170	68,6%	2,2%
Finland	1014	59,4%	2,3%
None of the countries	54	3,2%	0,8%
Total	1707		
Answered	1707	84,2%	
Did not answer	320	15,8%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

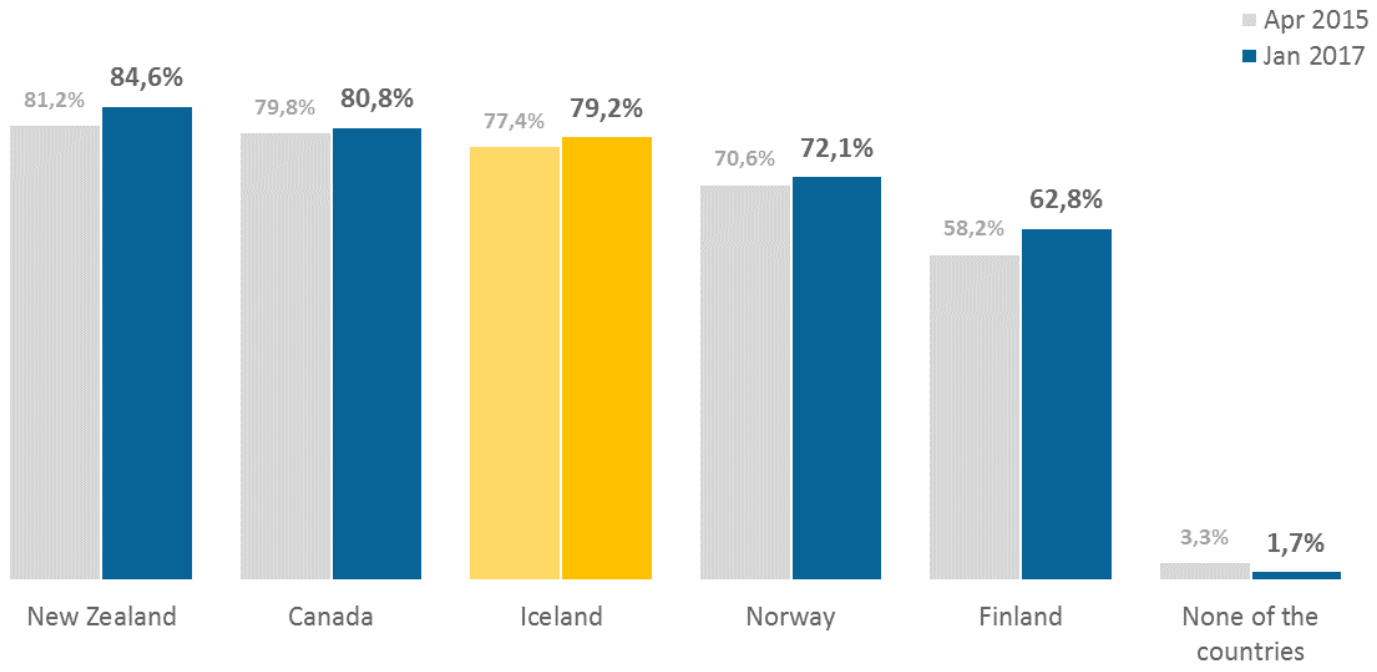


*Asked: All respondents

[Q7_2] I can see extraordinary landscapes

United Kingdom

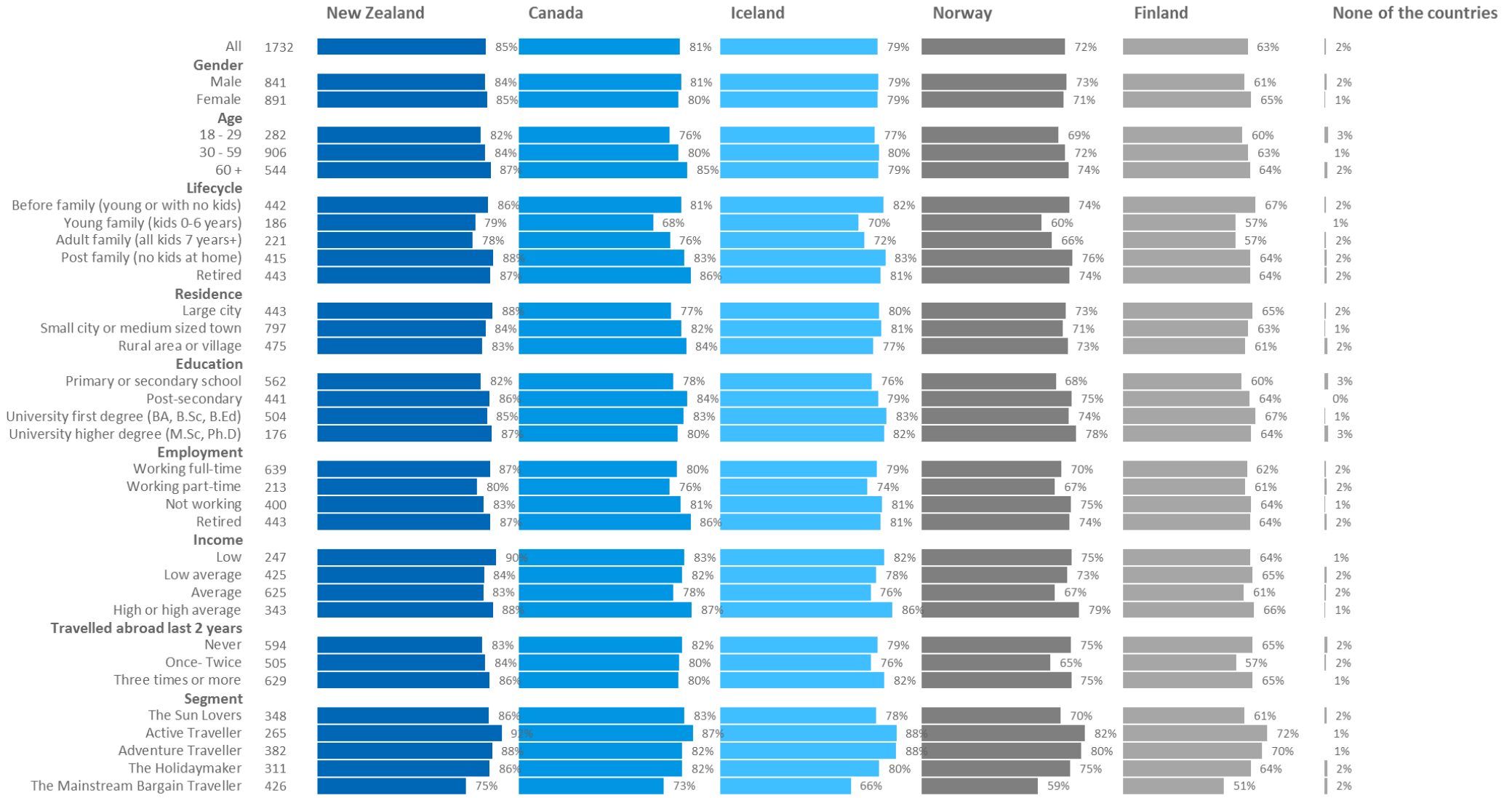
RESPONSE DISTRIBUTION



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 answer	295	14,5%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

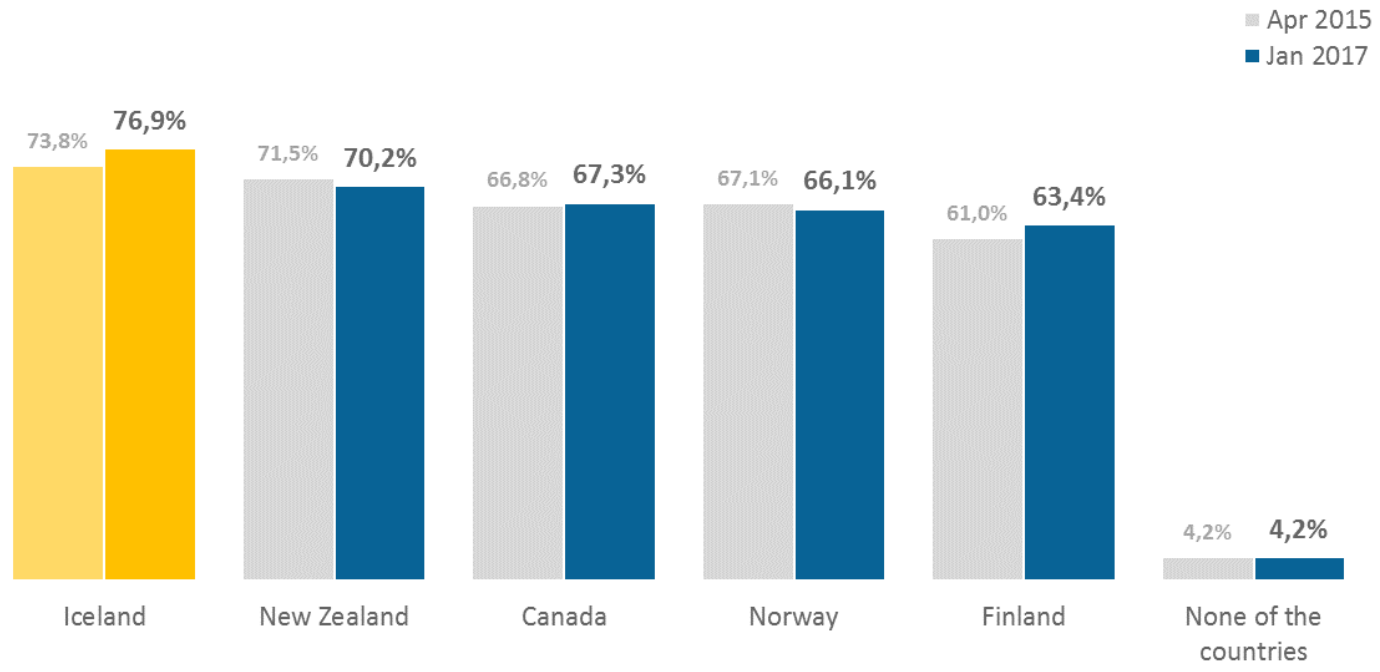
RESPONSE DISTRIBUTION | CROSS SPLITS



		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	1732	85%	81%	79%	72%	63%	2%
Gender							
Male	841	84%	81%	79%	73%	61%	2%
Female	891	85%	80%	79%	71%	65%	1%
Age							
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)	186	79%	68%	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%	83%	83%	76%	64%	2%
Retired	443	87%	86%	81%	74%	64%	2%
Residence							
Large city	443	88%	77%	80%	73%	65%	2%
Small city or medium sized town	797	84%	82%	81%	71%	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)	504	85%	83%	83%	74%	67%	1%
University higher degree (M.Sc, Ph.D)	176	87%	80%	82%	78%	64%	3%
Employment							
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	443	87%	86%	81%	74%	64%	2%
Income							
Low	247	90%	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	88%	87%	86%	79%	66%	1%
Travelled abroad last 2 years							
Never	594	83%	82%	79%	75%	65%	2%
Once- Twice	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	265	92%	87%	88%	82%	72%	1%
Adventure Traveller	382	88%	82%	88%	80%	70%	1%
The Holidaymaker	311	86%	82%	80%	75%	64%	2%
The Mainstream Bargain Traveller	426	75%	73%	66%	59%	51%	2%

*Asked: All respondents

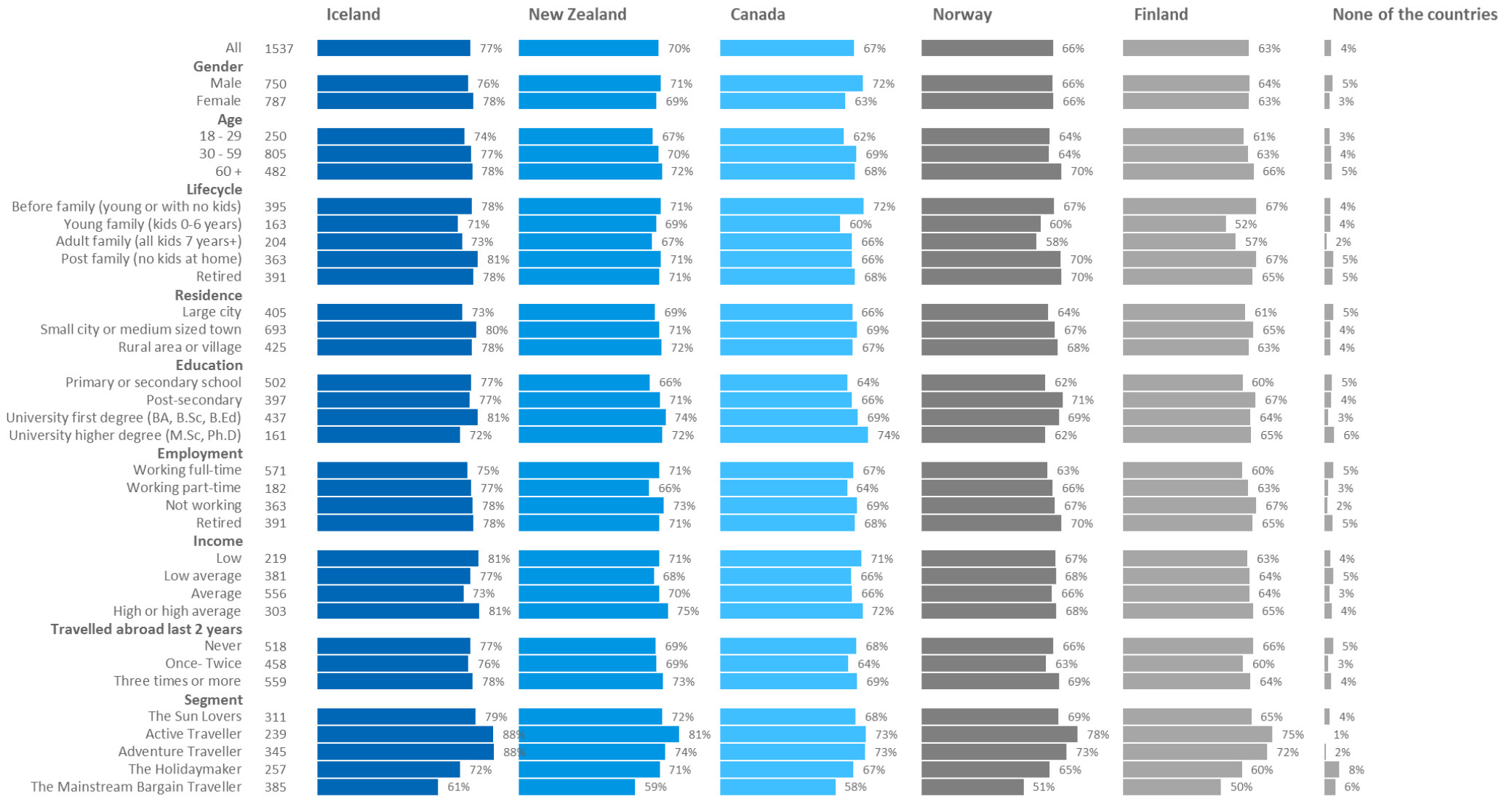
RESPONSE DISTRIBUTION



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 answer	490	24,2%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

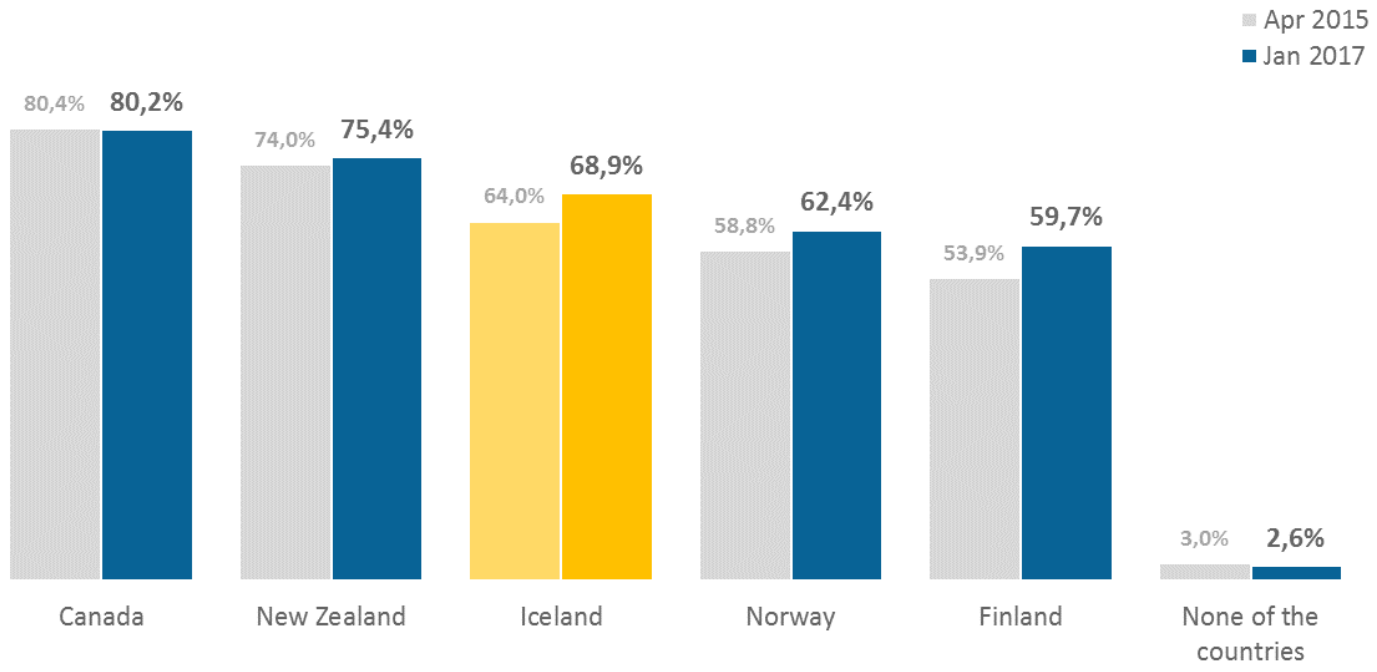
*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	1318	80,2%	1,9%
New Zealand	1239	75,4%	2,1%
Iceland	1133	68,9%	2,2%
Norway	1025	62,4%	2,3%
Finland	982	59,7%	2,4%
None of the countries	43	2,6%	0,8%
Total	1644		
Answered	1644	81,1%	
Did not answer	383	18,9%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

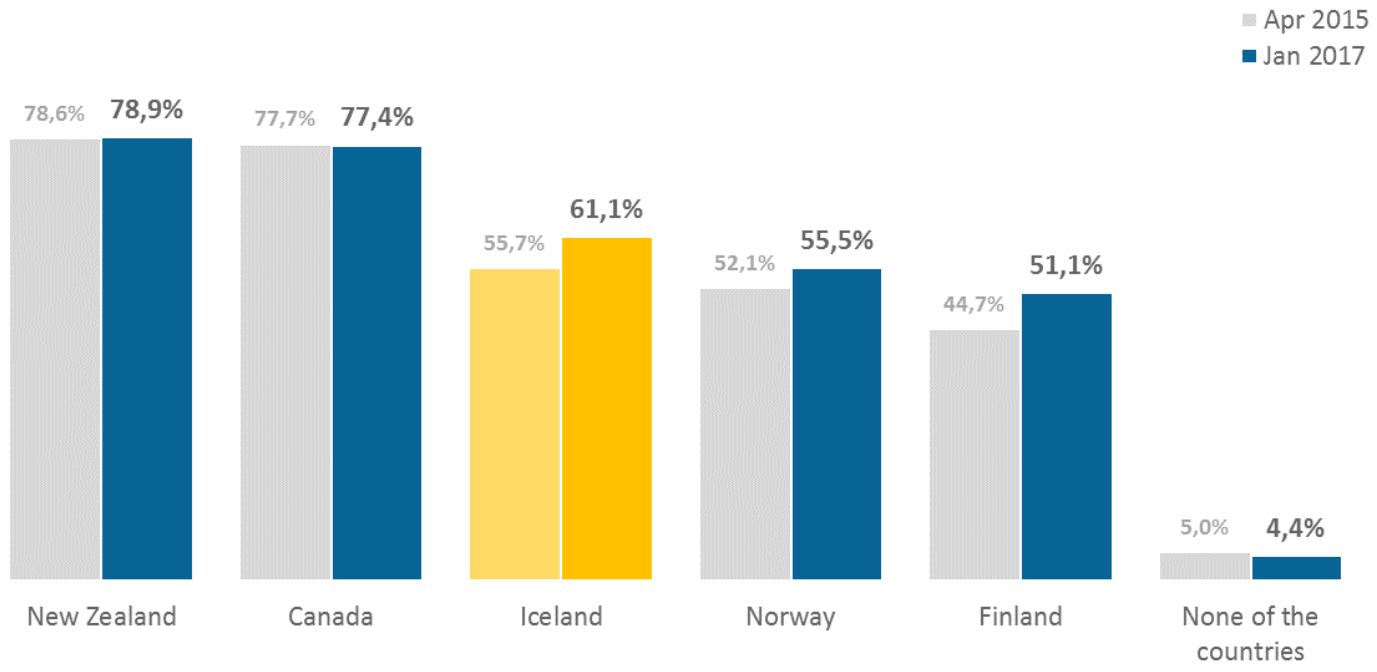
*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

		Canada	New Zealand	Iceland	Norway	Finland	None of the countries
All	1644	80%	75%	69%	62%	60%	3%
Gender							
Male	807	80%	76%	69%	64%	62%	3%
Female	837	80%	74%	68%	61%	58%	2%
Age							
18 - 29	265	77%	76%	71%	62%	64%	2%
30 - 59	871	78%	75%	67%	61%	57%	3%
60 +	508	86%	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%	4%
Post family (no kids at home)	394	82%	76%	72%	64%	60%	3%
Retired	415	88%	74%	72%	65%	62%	2%
Residence							
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%	82%	73%	67%	64%	2%
University higher degree (M.Sc, Ph.D)	173	84%	79%	70%	68%	63%	3%
Employment							
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	88%	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%	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%	78%	72%	65%	63%	1%
Segment							
The Sun Lovers	314	83%	80%	67%	64%	60%	3%
Active Traveller	256	89%	80%	79%	72%	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%

*Asked: All respondents

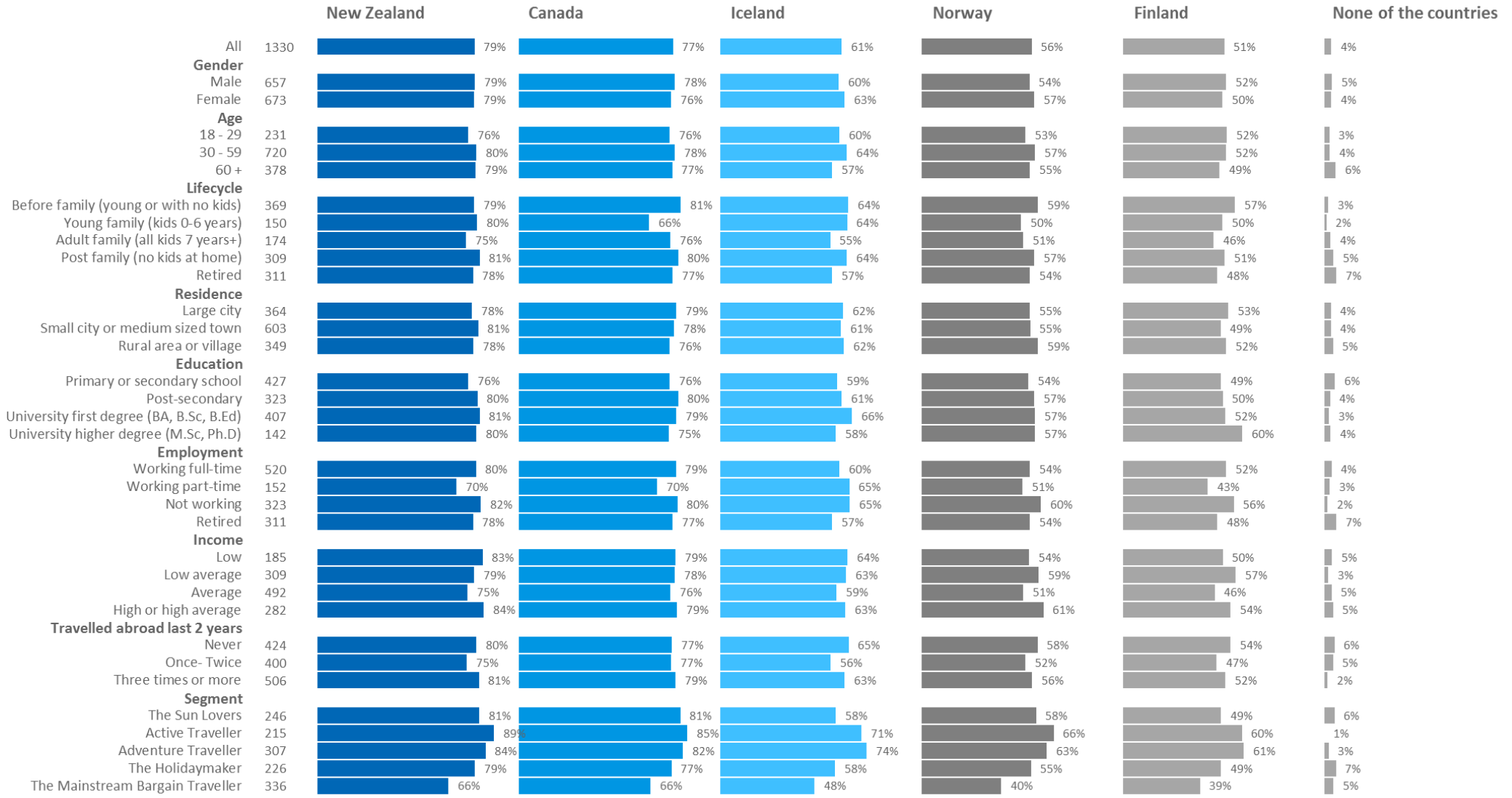
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
New Zealand	1049	78,9%	2,2%
Canada	1030	77,4%	2,2%
Iceland	813	61,1%	2,6%
Norway	739	55,5%	2,7%
Finland	680	51,1%	2,7%
None of the countries	58	4,4%	1,1%
Total	1330		
Answered	1330	65,6%	
Did not answer	697	34,4%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



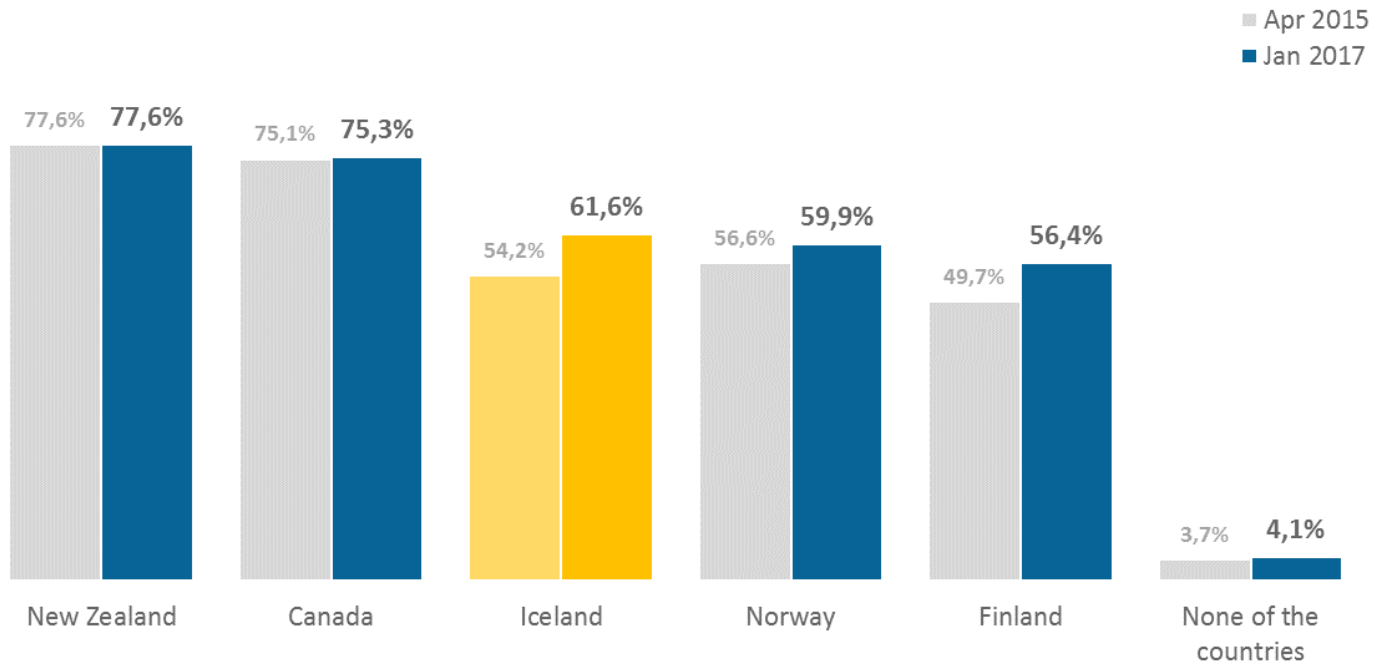
		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	1330	79%	77%	61%	56%	51%	4%
Gender							
Male	657	79%	78%	60%	54%	52%	5%
Female	673	79%	76%	63%	57%	50%	4%
Age							
18 - 29	231	76%	76%	60%	53%	52%	3%
30 - 59	720	80%	78%	64%	57%	52%	4%
60 +	378	79%	77%	57%	55%	49%	6%
Lifecycle							
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							
Large city	364	78%	79%	62%	55%	53%	4%
Small city or medium sized town	603	81%	78%	61%	55%	49%	4%
Rural area or village	349	78%	76%	62%	59%	52%	5%
Education							
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%	52%	4%
Working part-time	152	70%	70%	65%	51%	43%	3%
Not working	323	82%	80%	65%	60%	56%	2%
Retired	311	78%	77%	57%	54%	48%	7%
Income							
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%	54%	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	215	89%	85%	71%	66%	60%	1%
Adventure Traveller	307	84%	82%	74%	63%	61%	3%
The Holidaymaker	226	79%	77%	58%	55%	49%	7%
The Mainstream Bargain Traveller	336	66%	66%	48%	40%	39%	5%

*Asked: All respondents

[Q7_6] I can expect the locals to be warm and welcoming

United Kingdom

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
New Zealand	1062	77,6%	2,2%
Canada	1031	75,3%	2,3%
Iceland	843	61,6%	2,6%
Norway	820	59,9%	2,6%
Finland	773	56,4%	2,6%
None of the countries	56	4,1%	1,0%
Total	1369		
Answered	1369	67,5%	
Did not answer	658	32,5%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

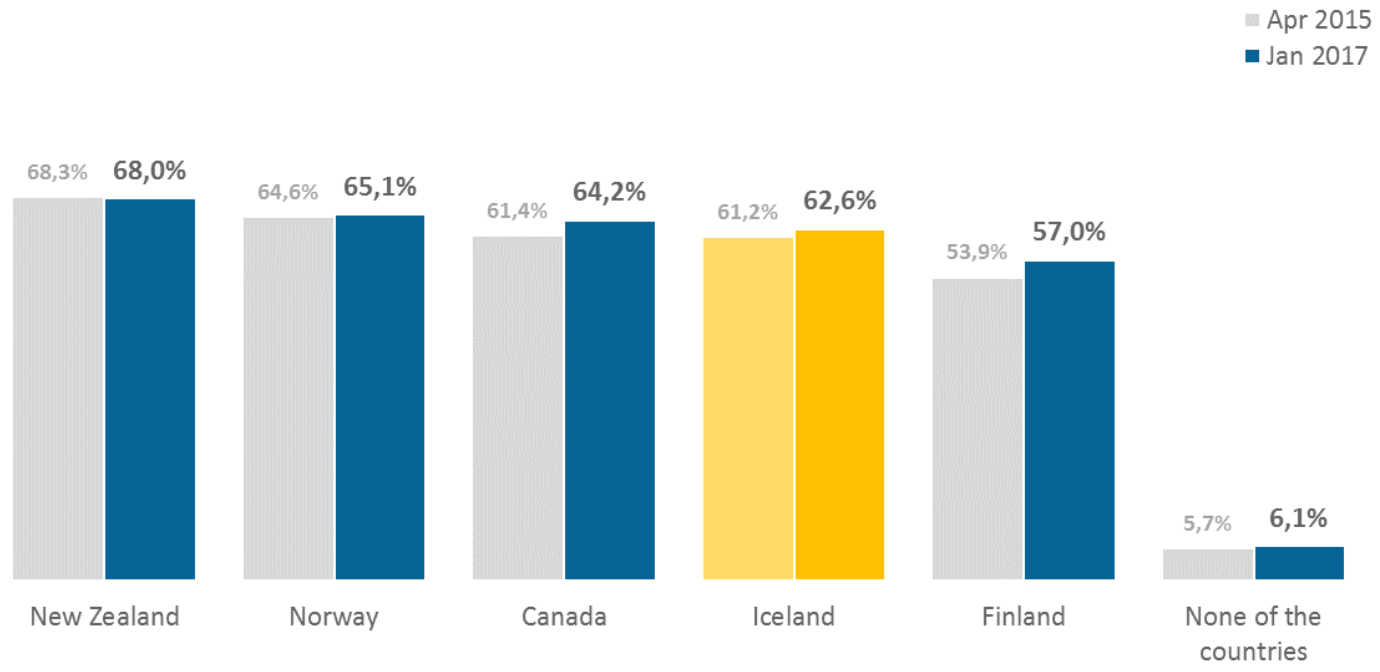
		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	1369	78%	75%	62%	60%	56%	4%
Gender							
Male	702	78%	76%	64%	62%	58%	4%
Female	667	77%	75%	60%	58%	55%	4%
Age							
18 - 29	226	71%	74%	56%	57%	55%	5%
30 - 59	725	78%	75%	62%	60%	56%	4%
60 +	418	81%	76%	64%	61%	57%	3%
Lifecycle							
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	366	77%	74%	61%	61%	54%	4%
Small city or medium sized town	607	78%	77%	61%	60%	57%	4%
Rural area or village	383	78%	74%	63%	60%	58%	4%
Education							
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	318	77%	77%	58%	58%	56%	5%
Retired	348	81%	78%	67%	66%	60%	3%
Income							
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	212	80%	86%	75%	71%	64%	1%
Adventure Traveller	301	79%	83%	68%	65%	65%	4%
The Holidaymaker	232	79%	73%	61%	56%	52%	6%
The Mainstream Bargain Traveller	352	70%	63%	49%	50%	46%	5%

*Asked: All respondents

[Q7_7] It has an interesting history and culture

United Kingdom

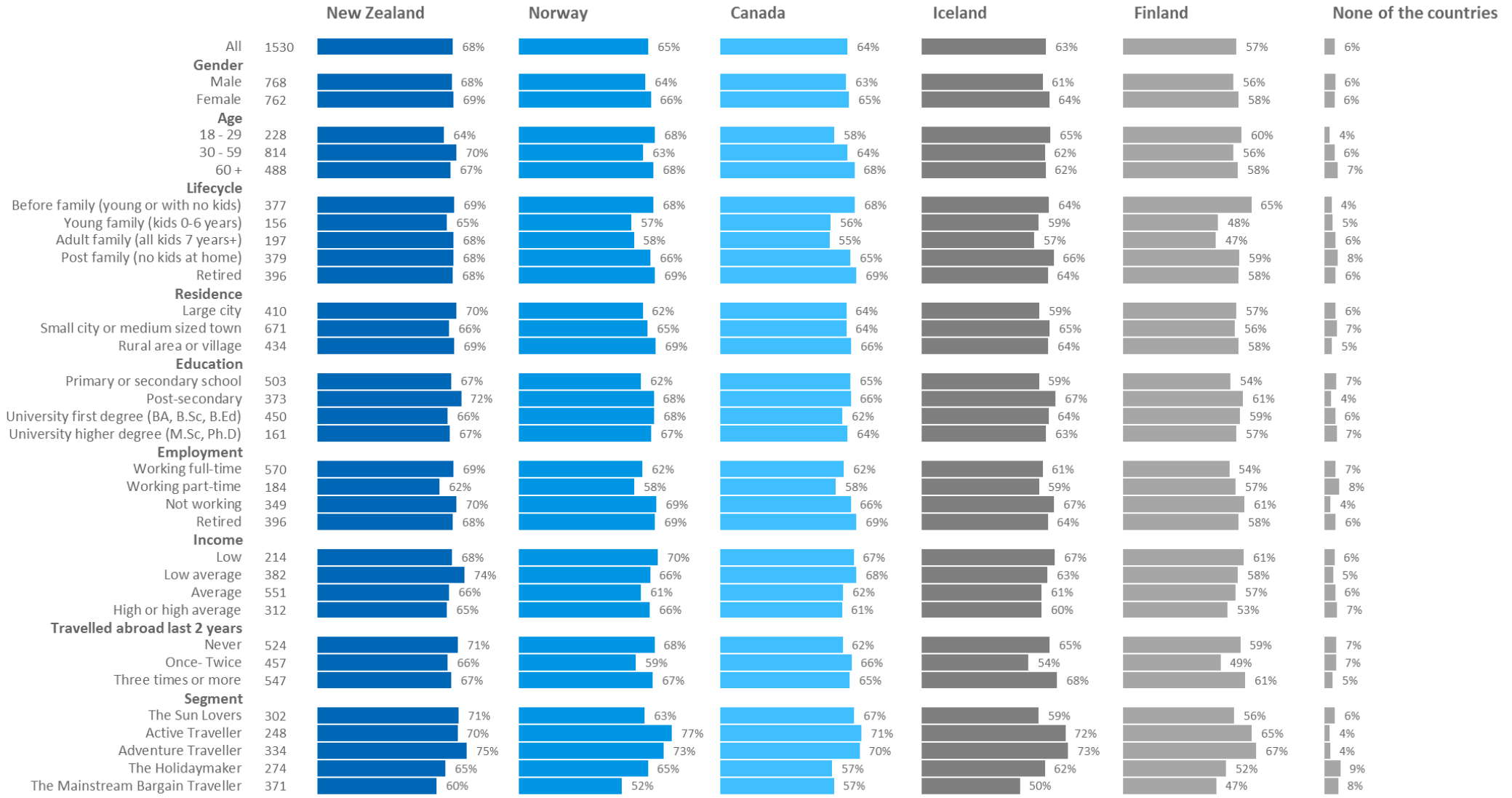
RESPONSE DISTRIBUTION



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 answer	497	24,5%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

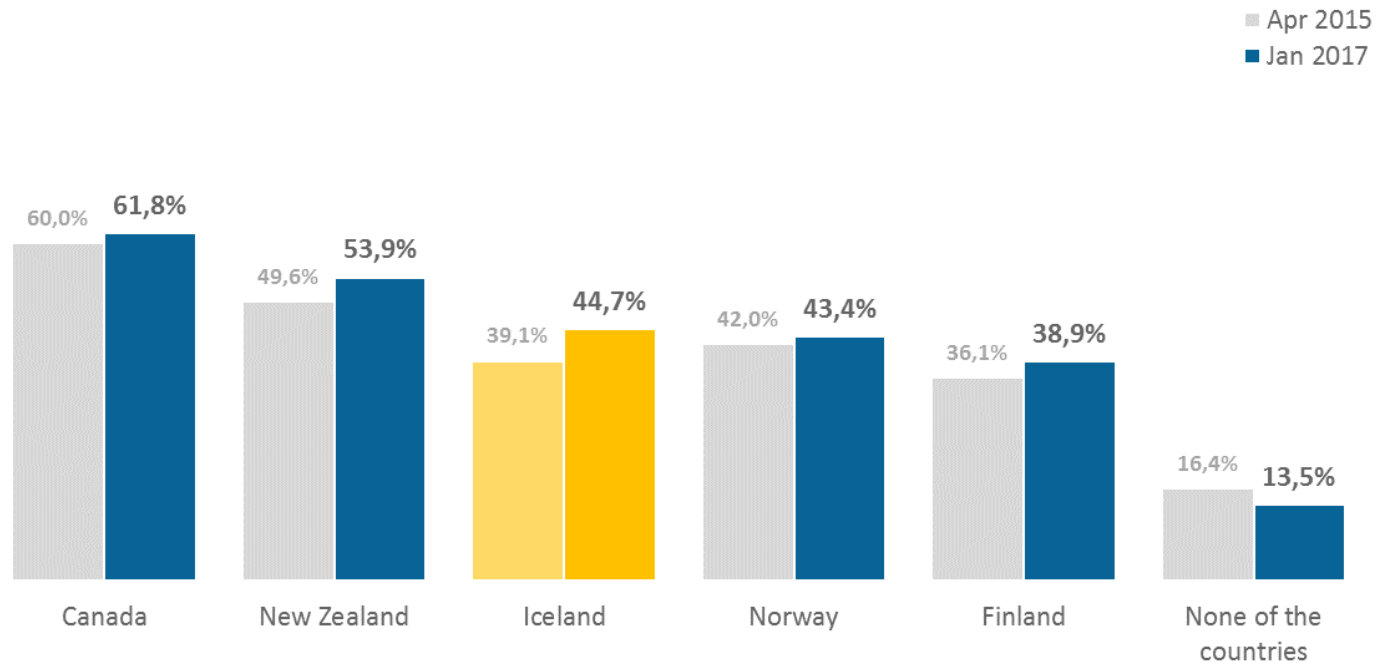
RESPONSE DISTRIBUTION | CROSS SPLITS



		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 +	488	67%	68%	68%	62%	58%	7%
Lifecycle							
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	373	72%	68%	66%	67%	61%	4%
University first degree (BA, B.Sc, B.Ed)	450	66%	68%	62%	64%	59%	6%
University higher degree (M.Sc, Ph.D)	161	67%	67%	64%	63%	57%	7%
Employment							
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							
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%

*Asked: All respondents

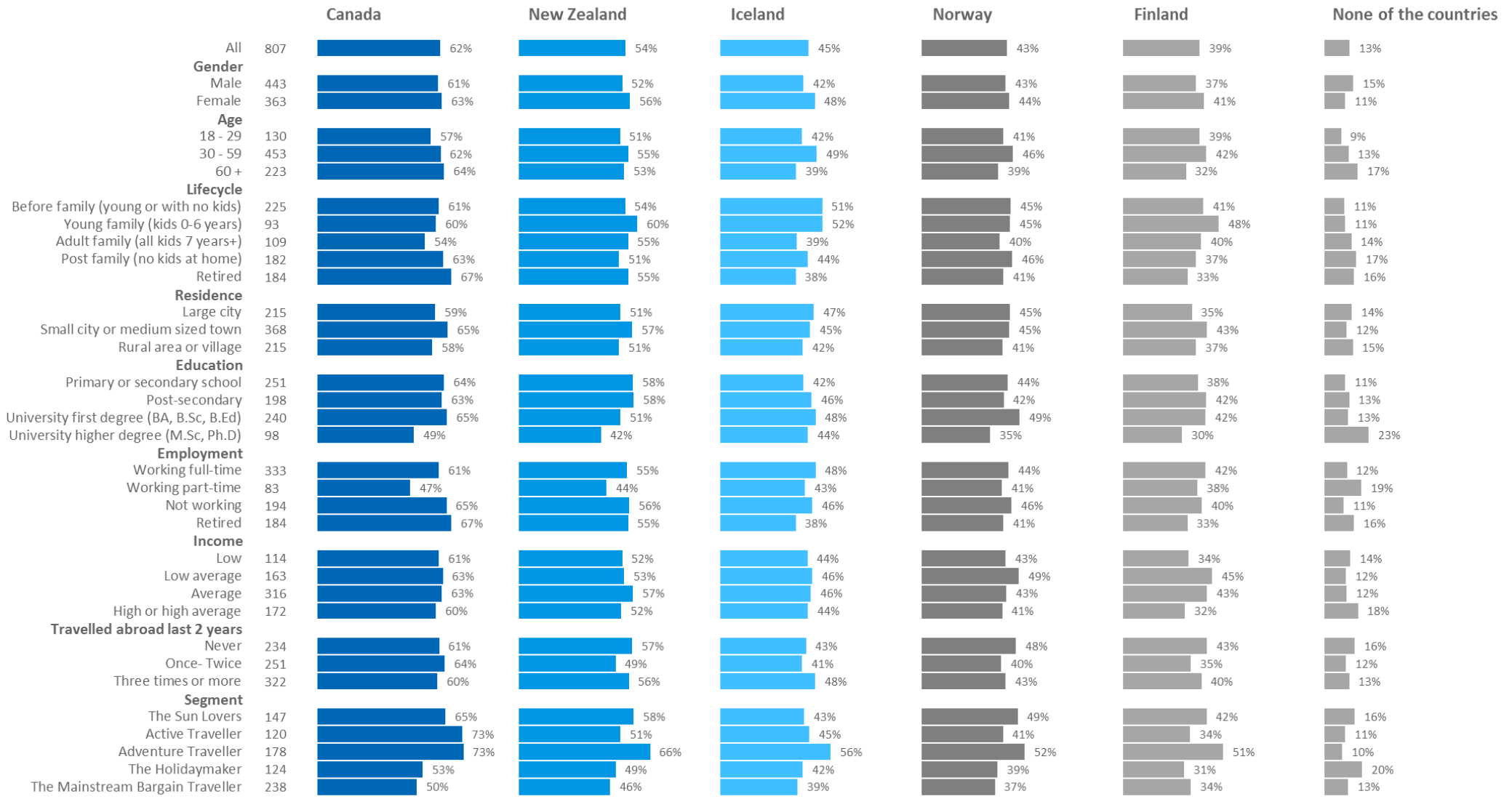
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Canada	498	61,8%	3,4%
New Zealand	435	53,9%	3,4%
Iceland	361	44,7%	3,4%
Norway	350	43,4%	3,4%
Finland	314	38,9%	3,4%
None of the countries	109	13,5%	2,4%
Total	807		
Answered	807	39,8%	
Did not answer	1220	60,2%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



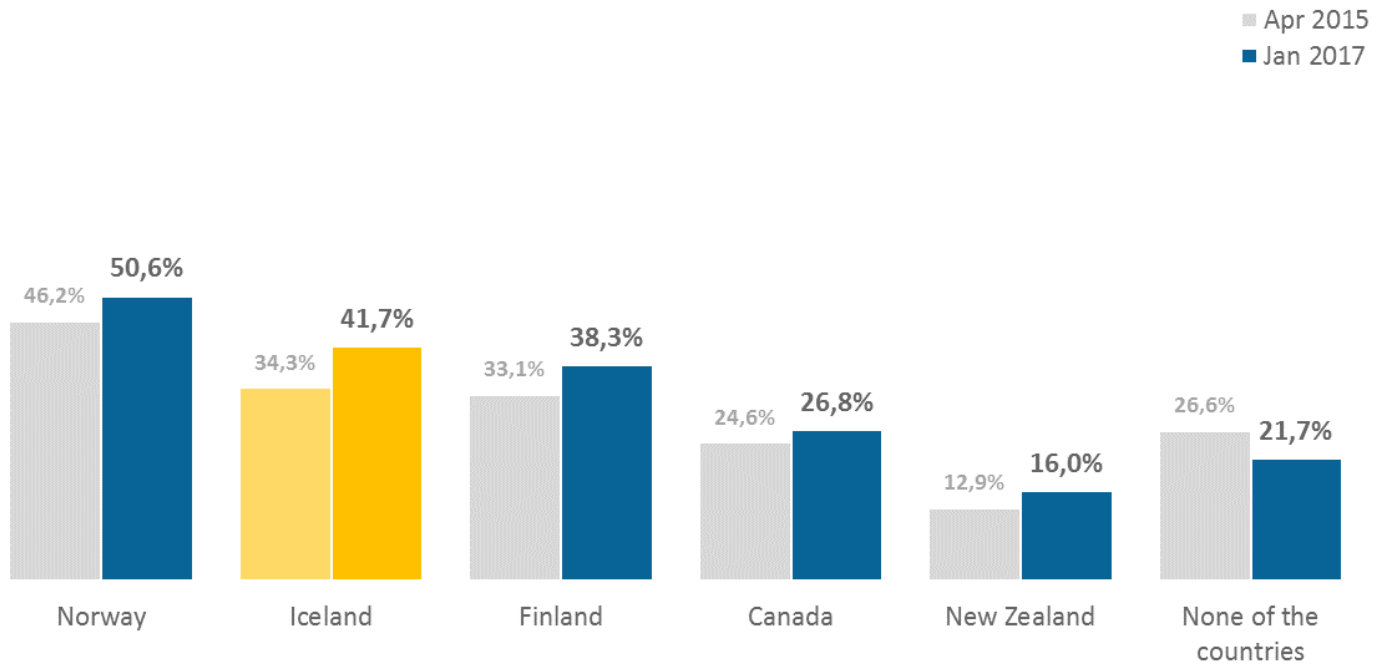
		Canada	New Zealand	Iceland	Norway	Finland	None of the countries
All	807	62%	54%	45%	43%	39%	13%
Gender							
Male	443	61%	52%	42%	43%	37%	15%
Female	363	63%	56%	48%	44%	41%	11%
Age							
18 - 29	130	57%	51%	42%	41%	39%	9%
30 - 59	453	62%	55%	49%	46%	42%	13%
60 +	223	64%	53%	39%	39%	32%	17%
Lifecycle							
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	215	59%	51%	47%	45%	35%	14%
Small city or medium sized town	368	65%	57%	45%	45%	43%	12%
Rural area or village	215	58%	51%	42%	41%	37%	15%
Education							
Primary or secondary school	251	64%	58%	42%	44%	38%	11%
Post-secondary	198	63%	58%	46%	42%	42%	13%
University first degree (BA, B.Sc, B.Ed)	240	65%	51%	48%	49%	42%	13%
University higher degree (M.Sc, Ph.D)	98	49%	42%	44%	35%	30%	23%
Employment							
Working full-time	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	53%	49%	42%	39%	31%	20%
The Mainstream Bargain Traveller	238	50%	46%	39%	37%	34%	13%

*Asked: All respondents

[Q7_9] It is a good destination for a city break experience

United Kingdom

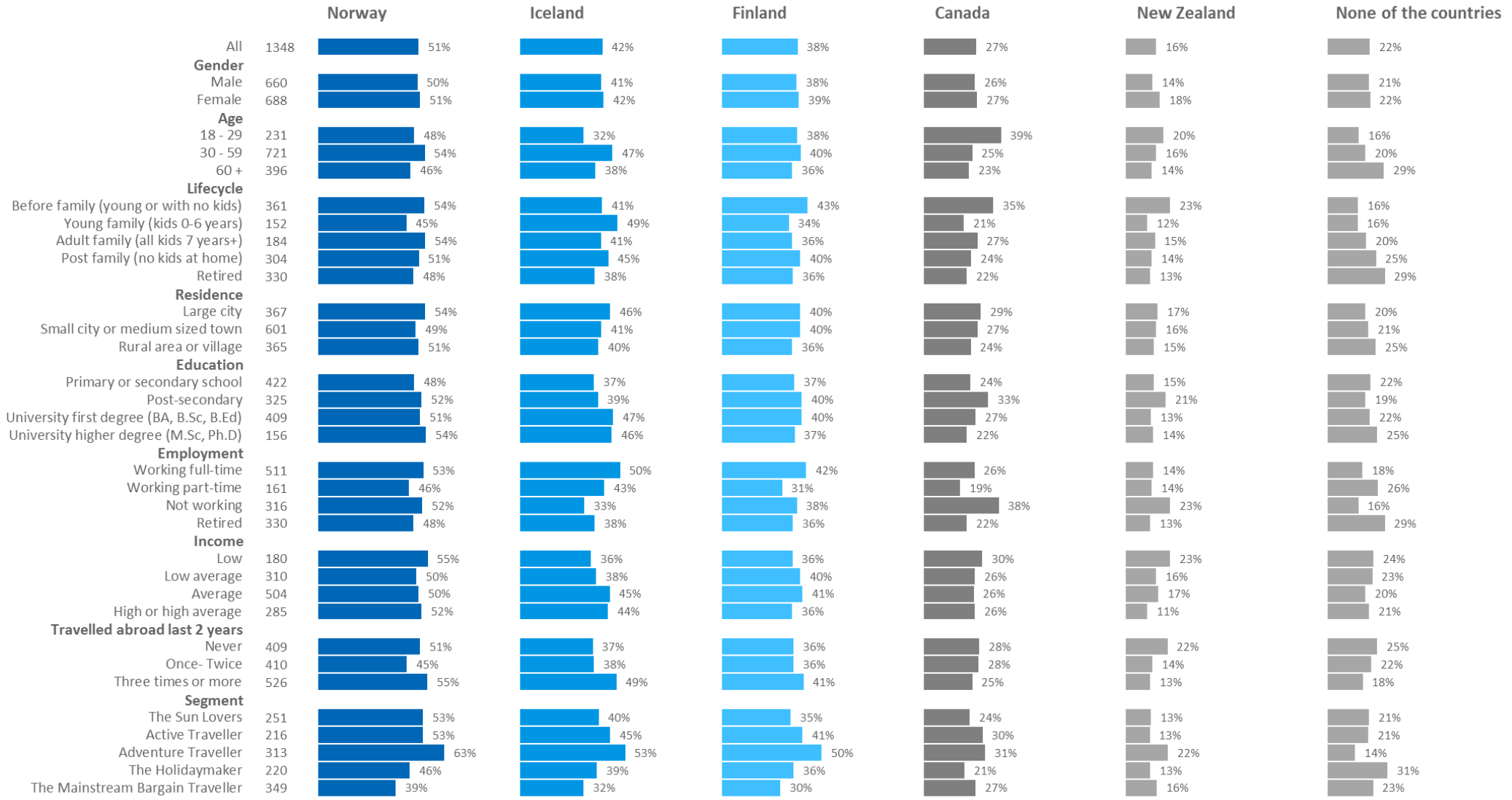
RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Norway	683	50,6%	2,7%
Iceland	562	41,7%	2,6%
Finland	517	38,3%	2,6%
Canada	361	26,8%	2,4%
New Zealand	215	16,0%	2,0%
None of the countries	293	21,7%	2,2%
Total	1348		
Answered	1348	66,5%	
Did not answer	679	33,5%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



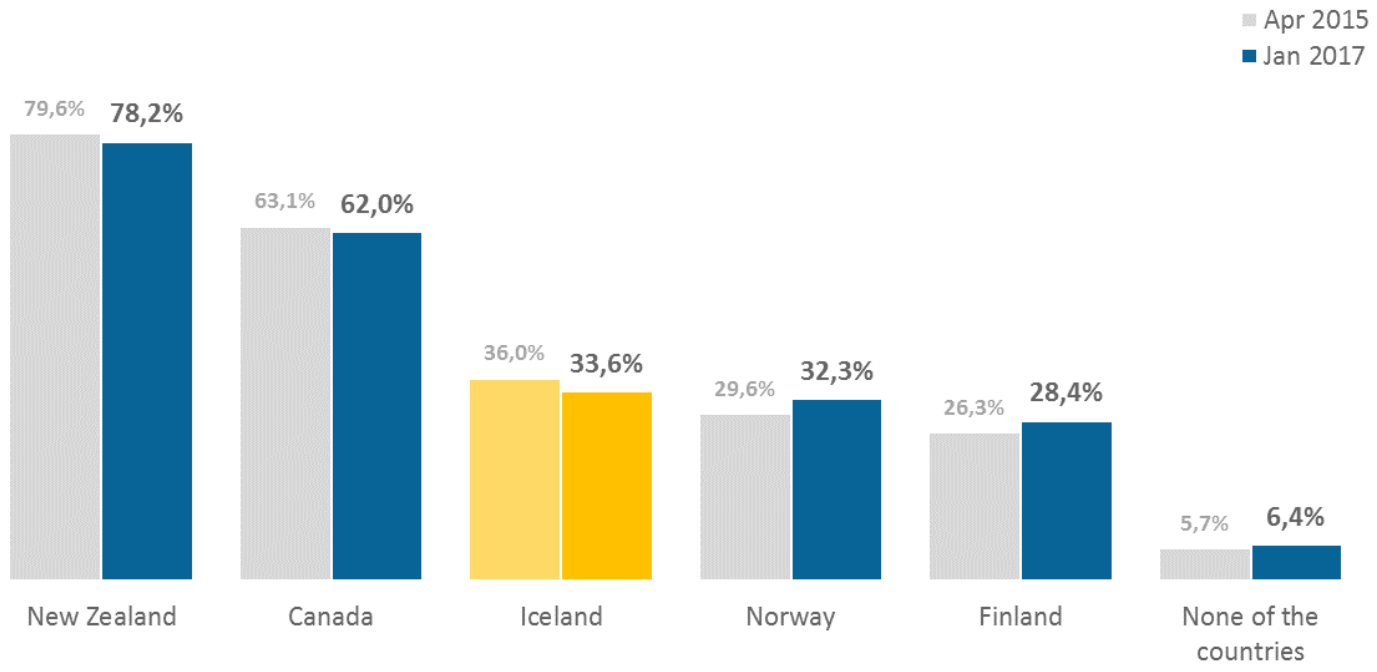
		Norway	Iceland	Finland	Canada	New Zealand	None of the countries
All	1348	51%	42%	38%	27%	16%	22%
Gender							
Male	660	50%	41%	38%	26%	14%	21%
Female	688	51%	42%	39%	27%	18%	22%
Age							
18 - 29	231	48%	32%	38%	39%	20%	16%
30 - 59	721	54%	47%	40%	25%	16%	20%
60 +	396	46%	38%	36%	23%	14%	29%
Lifecycle							
Before family (young or with no kids)	361	54%	41%	43%	35%	23%	16%
Young family (kids 0-6 years)	152	45%	49%	34%	21%	12%	16%
Adult family (all kids 7 years+)	184	54%	41%	36%	27%	15%	20%
Post family (no kids at home)	304	51%	45%	40%	24%	14%	25%
Retired	330	48%	38%	36%	22%	13%	29%
Residence							
Large city	367	54%	46%	40%	29%	17%	20%
Small city or medium sized town	601	49%	41%	40%	27%	16%	21%
Rural area or village	365	51%	40%	36%	24%	15%	25%
Education							
Primary or secondary school	422	48%	37%	37%	24%	15%	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%
University higher degree (M.Sc, Ph.D)	156	54%	46%	37%	22%	14%	25%
Employment							
Working full-time	511	53%	50%	42%	26%	14%	18%
Working part-time	161	46%	43%	31%	19%	14%	26%
Not working	316	52%	33%	38%	38%	23%	16%
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	410	45%	38%	36%	28%	14%	22%
Three times or more	526	55%	49%	41%	25%	13%	18%
Segment							
The Sun Lovers	251	53%	40%	35%	24%	13%	21%
Active Traveller	216	53%	45%	41%	30%	13%	21%
Adventure Traveller	313	63%	53%	50%	31%	22%	14%
The Holidaymaker	220	46%	39%	36%	21%	13%	31%
The Mainstream Bargain Traveller	349	39%	32%	30%	27%	16%	23%

*Asked: All respondents

[Q7_10] It is expensive to travel to

United Kingdom

RESPONSE DISTRIBUTION



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 answer	493	24,3%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

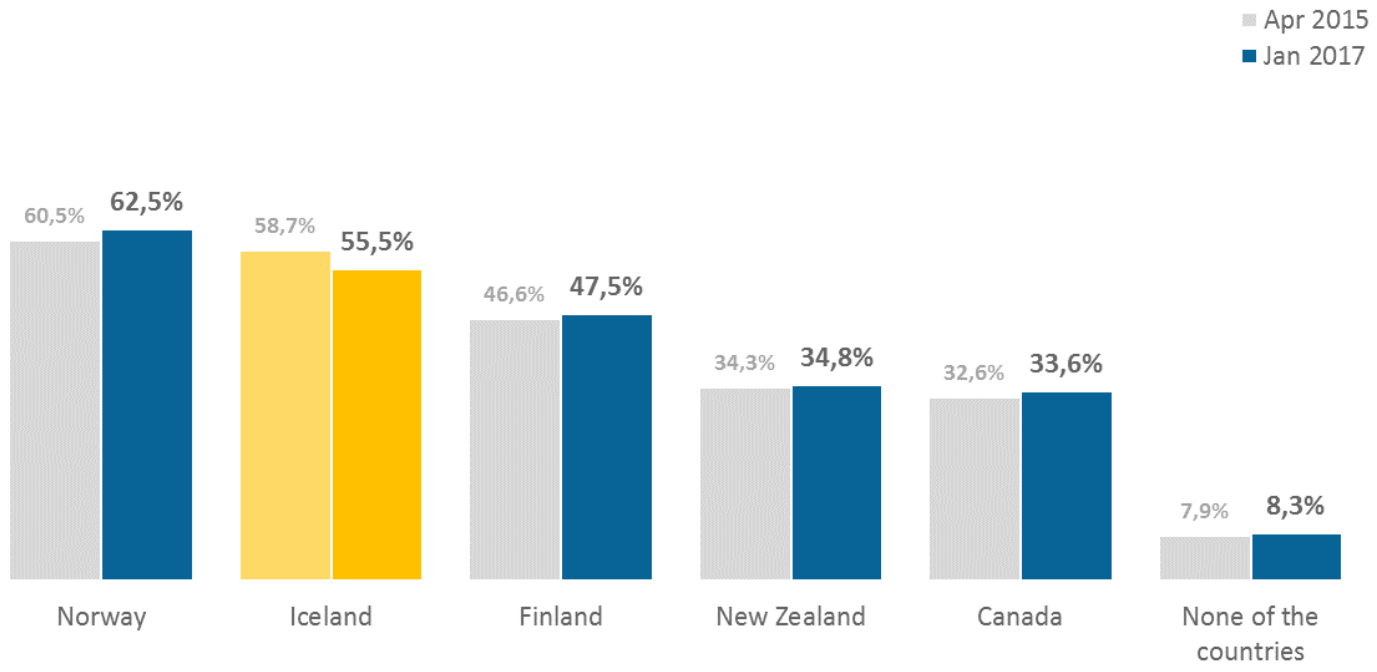
		New Zealand	Canada	Iceland	Norway	Finland	None of the countries
All	1534	78%	62%	34%	32%	28%	6%
Gender							
Male	755	76%	61%	29%	29%	24%	7%
Female	778	80%	63%	38%	35%	33%	5%
Age							
18 - 29	253	75%	64%	29%	28%	21%	4%
30 - 59	816	79%	64%	36%	34%	31%	6%
60 +	465	78%	58%	31%	32%	29%	9%
Lifecycle							
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	81%	63%	30%	28%	25%	6%
Small city or medium sized town	691	78%	62%	35%	32%	30%	7%
Rural area or village	423	77%	62%	34%	36%	29%	6%
Education							
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	179	79%	67%	41%	33%	37%	6%
Not working	362	77%	66%	38%	38%	31%	4%
Retired	383	78%	57%	32%	32%	29%	9%
Income							
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%	67%	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%

*Asked: All respondents

[Q7_11] It is expensive to stay as a tourist at this destination

United Kingdom

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
Norway	813	62,5%	2,6%
Iceland	722	55,5%	2,7%
Finland	618	47,5%	2,7%
New Zealand	453	34,8%	2,6%
Canada	437	33,6%	2,6%
None of the countries	108	8,3%	1,5%
Total	1302		
Answered	1302	64,2%	
Did not answer	725	35,8%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

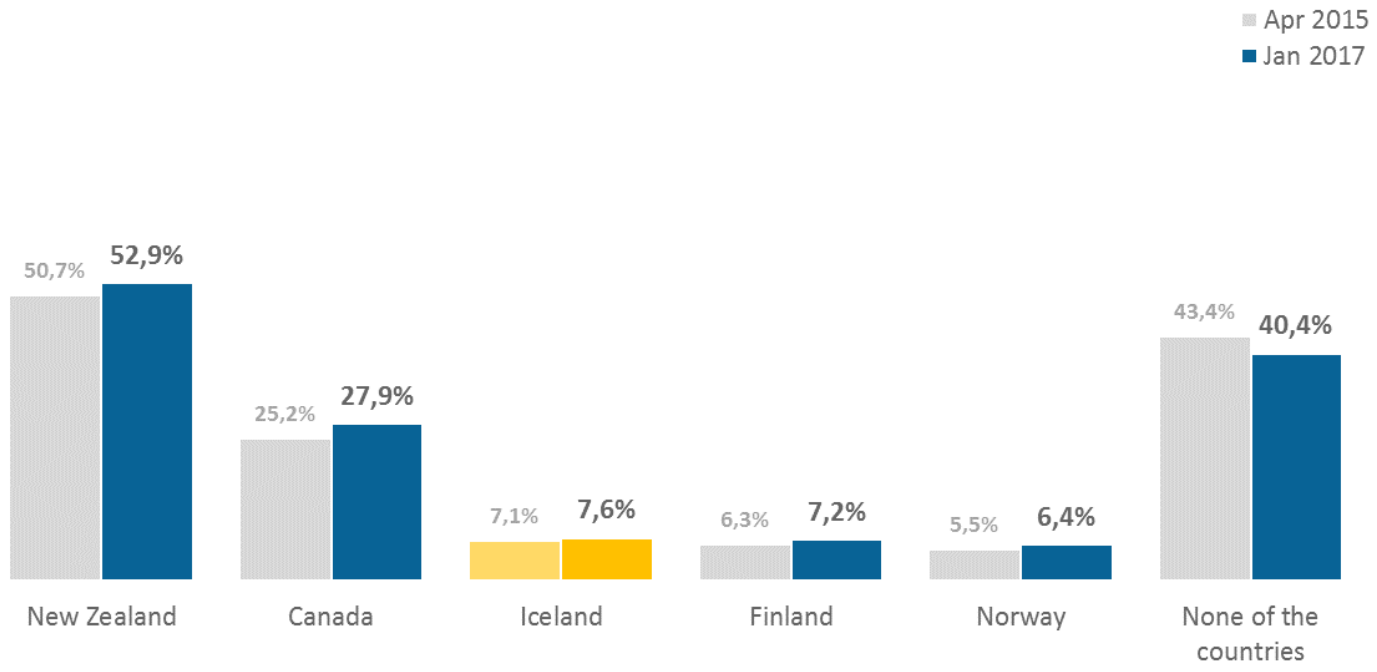
		Norway	Iceland	Finland	New Zealand	Canada	None of the countries
All	1302	62%	55%	47%	35%	34%	8%
Gender							
Male	645	65%	56%	49%	34%	31%	9%
Female	657	60%	55%	46%	36%	36%	7%
Age							
18 - 29	207	57%	50%	41%	38%	39%	9%
30 - 59	687	58%	55%	47%	36%	33%	10%
60 +	408	72%	60%	52%	32%	31%	6%
Lifecycle	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

*Asked: All respondents

[Q7_12] It is too far away for me to travel to

United Kingdom

RESPONSE DISTRIBUTION



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 answer	338	16,7%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

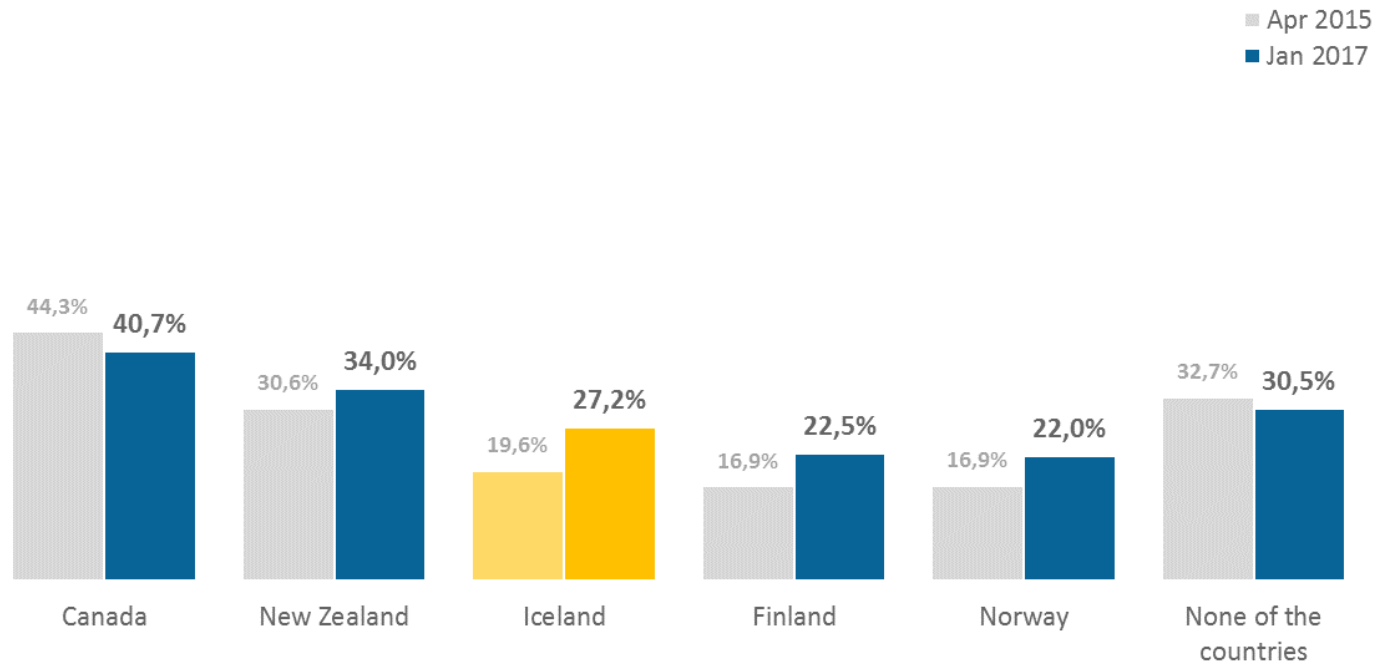
*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

		New Zealand	Canada	Iceland	Finland	Norway	None of the countries
All	1689	53%	28%	8%	7%	6%	40%
Gender							
Male	818	51%	25%	7%	7%	5%	42%
Female	871	55%	30%	8%	7%	7%	39%
Age							
18 - 29	281	38%	24%	6%	7%	4%	49%
30 - 59	882	54%	28%	7%	6%	6%	39%
60 +	525	59%	31%	10%	10%	9%	39%
Lifecycle							
Before family (young or with no kids)	433	46%	26%	4%	5%	6%	45%
Young family (kids 0-6 years)	181	54%	33%	12%	9%	6%	28%
Adult family (all kids 7 years+)	226	49%	25%	7%	5%	3%	41%
Post family (no kids at home)	398	52%	27%	7%	7%	6%	46%
Retired	427	62%	31%	10%	10%	9%	37%
Residence							
Large city	422	55%	28%	6%	7%	7%	39%
Small city or medium sized town	782	52%	29%	8%	8%	6%	40%
Rural area or village	463	52%	26%	9%	6%	6%	43%
Education							
Primary or secondary school	560	56%	33%	9%	8%	8%	37%
Post-secondary	424	51%	30%	9%	8%	8%	41%
University first degree (BA, B.Sc, B.Ed)	483	54%	23%	6%	6%	4%	41%
University higher degree (M.Sc, Ph.D)	175	43%	25%	5%	6%	6%	48%
Employment							
Working full-time	634	51%	24%	5%	5%	5%	42%
Working part-time	205	50%	25%	9%	7%	7%	40%
Not working	389	47%	32%	8%	8%	6%	44%
Retired	427	62%	31%	10%	10%	9%	37%
Income							
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	337	48%	22%	3%	5%	2%	48%
Travelled abroad last 2 years							
Never	570	58%	36%	12%	11%	11%	35%
Once- Twice	505	56%	27%	6%	6%	5%	36%
Three times or more	612	45%	21%	5%	4%	3%	49%
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%	48%
The Mainstream Bargain Traveller	439	56%	33%	12%	11%	11%	28%

*Asked: All respondents

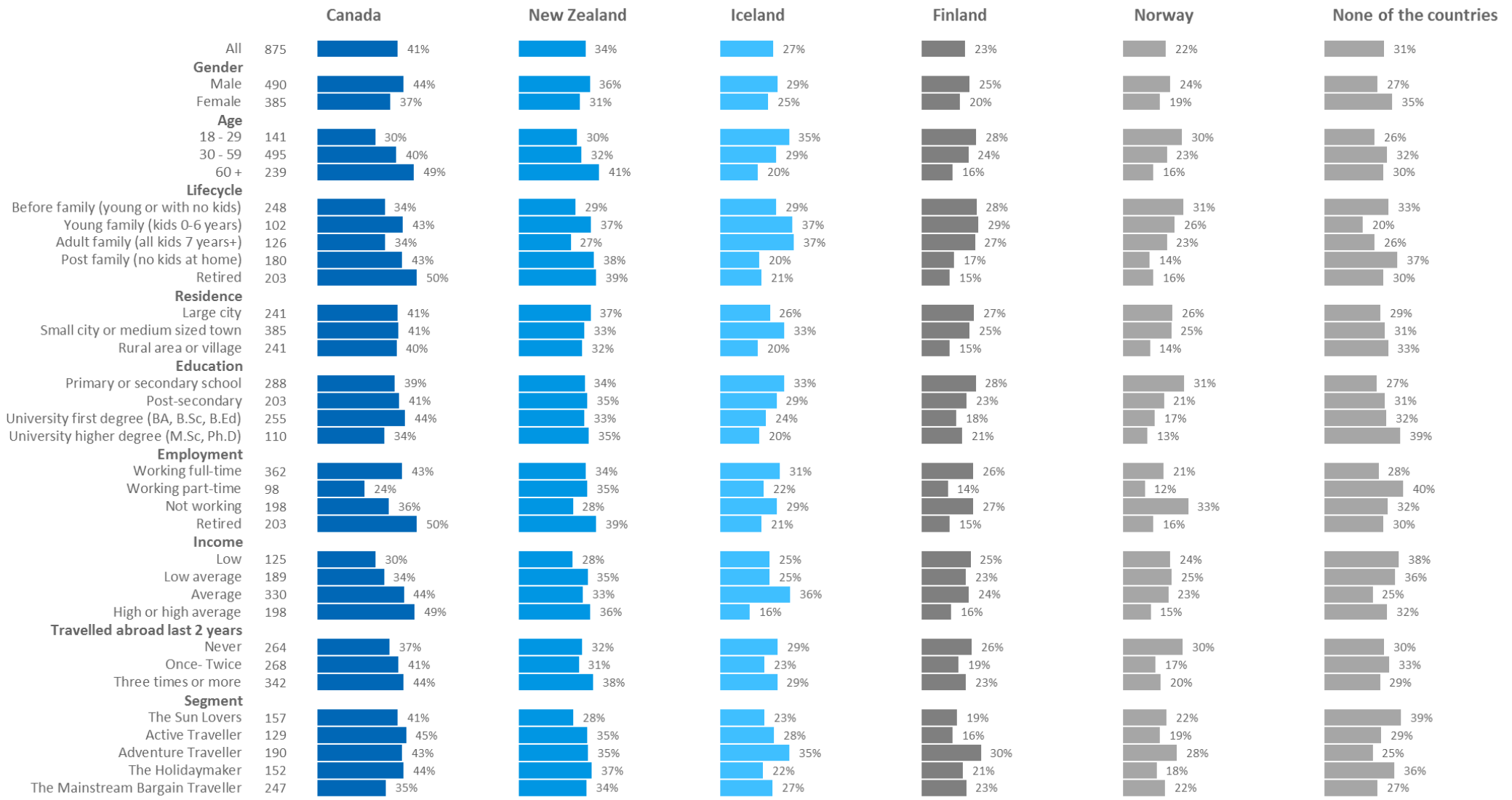
RESPONSE DISTRIBUTION



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 answer	1152	56,8%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS



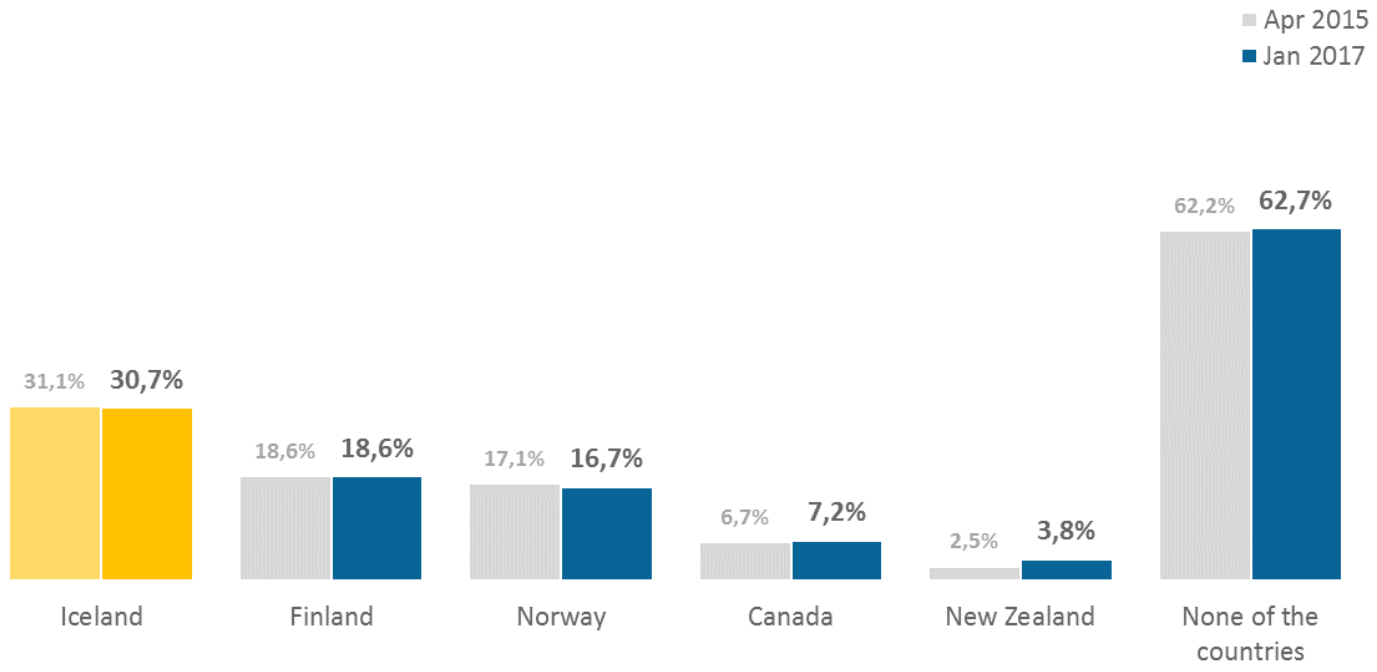
		Canada	New Zealand	Iceland	Finland	Norway	None of the countries
All	875	41%	34%	27%	23%	22%	31%
Gender							
Male	490	44%	36%	29%	25%	24%	27%
Female	385	37%	31%	25%	20%	19%	35%
Age							
18 - 29	141	30%	30%	35%	28%	30%	26%
30 - 59	495	40%	32%	29%	24%	23%	32%
60 +	239	49%	41%	20%	16%	16%	30%
Lifecycle							
Before family (young or with no kids)	248	34%	29%	29%	28%	31%	33%
Young family (kids 0-6 years)	102	43%	37%	37%	29%	26%	20%
Adult family (all kids 7 years+)	126	34%	27%	37%	27%	23%	26%
Post family (no kids at home)	180	43%	38%	20%	17%	14%	37%
Retired	203	50%	39%	21%	15%	16%	30%
Residence							
Large city	241	41%	37%	26%	27%	26%	29%
Small city or medium sized town	385	41%	33%	33%	25%	25%	31%
Rural area or village	241	40%	32%	20%	15%	14%	33%
Education							
Primary or secondary school	288	39%	34%	33%	28%	31%	27%
Post-secondary	203	41%	35%	29%	23%	21%	31%
University first degree (BA, B.Sc, B.Ed)	255	44%	33%	24%	18%	17%	32%
University higher degree (M.Sc, Ph.D)	110	34%	35%	20%	21%	13%	39%
Employment							
Working full-time	362	43%	34%	31%	26%	21%	28%
Working part-time	98	24%	35%	22%	14%	12%	40%
Not working	198	36%	28%	29%	27%	33%	32%
Retired	203	50%	39%	21%	15%	16%	30%
Income							
Low	125	30%	28%	25%	25%	24%	38%
Low average	189	34%	35%	25%	23%	25%	36%
Average	330	44%	33%	36%	24%	23%	25%
High or high average	198	49%	36%	16%	16%	15%	32%
Travelled abroad last 2 years							
Never	264	37%	32%	29%	26%	30%	30%
Once- Twice	268	41%	31%	23%	19%	17%	33%
Three times or more	342	44%	38%	29%	23%	20%	29%
Segment							
The Sun Lovers	157	41%	28%	23%	19%	22%	39%
Active Traveller	129	45%	35%	28%	16%	19%	29%
Adventure Traveller	190	43%	35%	35%	30%	28%	25%
The Holidaymaker	152	44%	37%	22%	21%	18%	36%
The Mainstream Bargain Traveller	247	35%	34%	27%	23%	22%	27%

*Asked: All respondents

[Q7_14] The climate is too cold for me to visit

United Kingdom

RESPONSE DISTRIBUTION



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 answer	405	20,0%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

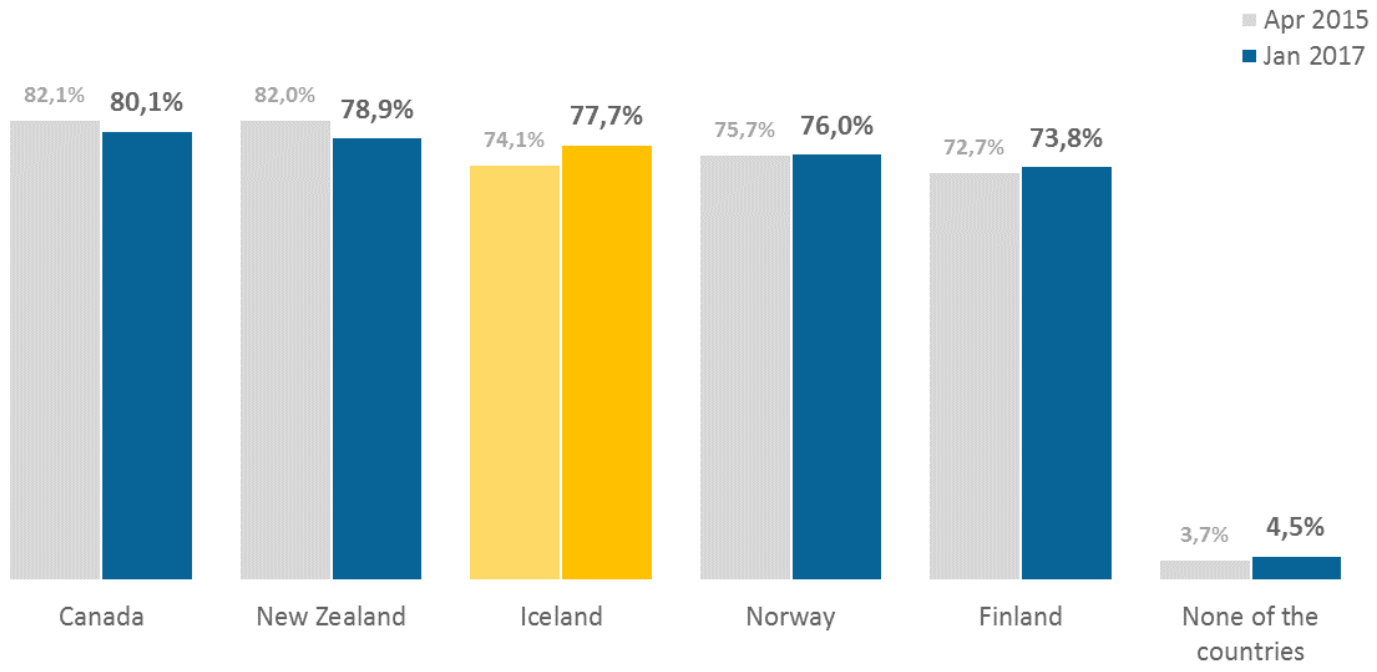
*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

		Iceland	Finland	Norway	Canada	New Zealand	None of the countries
All	1622	31%	19%	17%	7%	4%	63%
Gender							
Male	788	26%	16%	12%	7%	4%	68%
Female	834	35%	21%	21%	8%	4%	58%
Age							
18 - 29	275	19%	11%	10%	8%	6%	69%
30 - 59	854	30%	18%	16%	7%	4%	63%
60 +	493	38%	24%	21%	7%	3%	58%
Lifecycle							
Before family (young or with no kids)	421	22%	14%	11%	7%	3%	70%
Young family (kids 0-6 years)	178	31%	19%	19%	8%	9%	54%
Adult family (all kids 7 years+)	219	35%	19%	21%	10%	6%	58%
Post family (no kids at home)	377	29%	17%	15%	6%	3%	69%
Retired	404	39%	25%	21%	6%	2%	57%
Residence							
Large city	422	33%	21%	16%	8%	4%	62%
Small city or medium sized town	744	32%	19%	17%	9%	4%	61%
Rural area or village	443	27%	17%	16%	4%	3%	66%
Education							
Primary or secondary school	534	39%	23%	22%	7%	3%	54%
Post-secondary	401	30%	18%	16%	9%	4%	64%
University first degree (BA, B.Sc, B.Ed)	472	24%	17%	12%	5%	5%	69%
University higher degree (M.Sc, Ph.D)	169	17%	12%	11%	5%	1%	77%
Employment							
Working full-time	615	28%	16%	13%	7%	5%	67%
Working part-time	201	39%	20%	20%	6%	3%	58%
Not working	371	22%	15%	15%	8%	5%	66%
Retired	404	39%	25%	21%	6%	2%	57%
Income							
Low	225	31%	20%	15%	10%	1%	63%
Low average	391	34%	21%	19%	7%	3%	59%
Average	595	35%	19%	18%	7%	7%	57%
High or high average	327	18%	13%	10%	5%	2%	77%
Travelled abroad last 2 years							
Never	545	32%	16%	17%	6%	3%	62%
Once- Twice	497	34%	22%	19%	9%	4%	57%
Three times or more	578	27%	18%	15%	6%	4%	68%
Segment							
The Sun Lovers	332	48%	32%	25%	9%	4%	48%
Active Traveller	251	9%	6%	5%	5%	3%	88%
Adventure Traveller	336	16%	6%	7%	5%	4%	79%
The Holidaymaker	292	30%	13%	13%	6%	1%	68%
The Mainstream Bargain Traveller	410	43%	29%	27%	10%	6%	42%

*Asked: All respondents

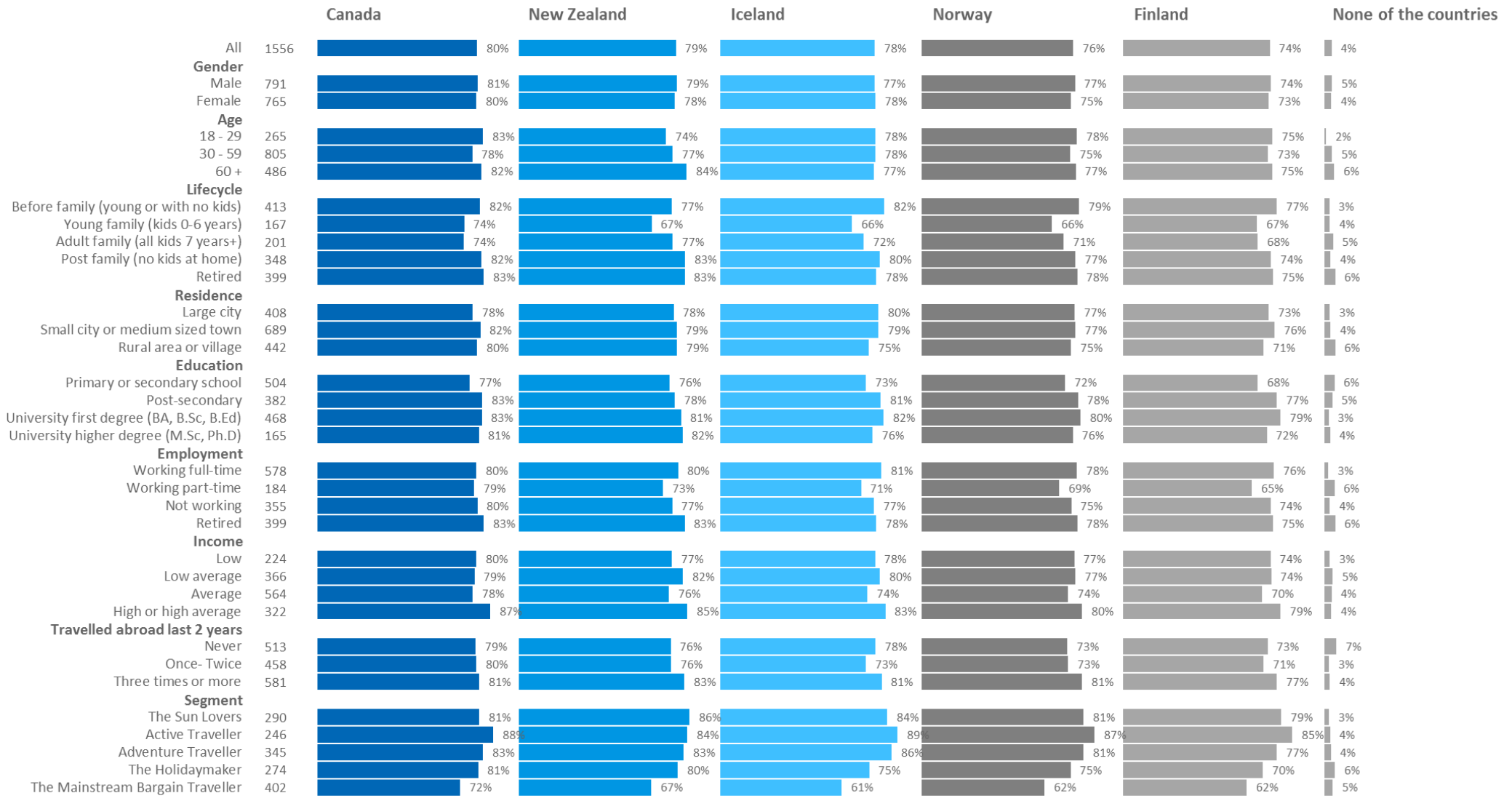
RESPONSE DISTRIBUTION



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 answer	471	23,3%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

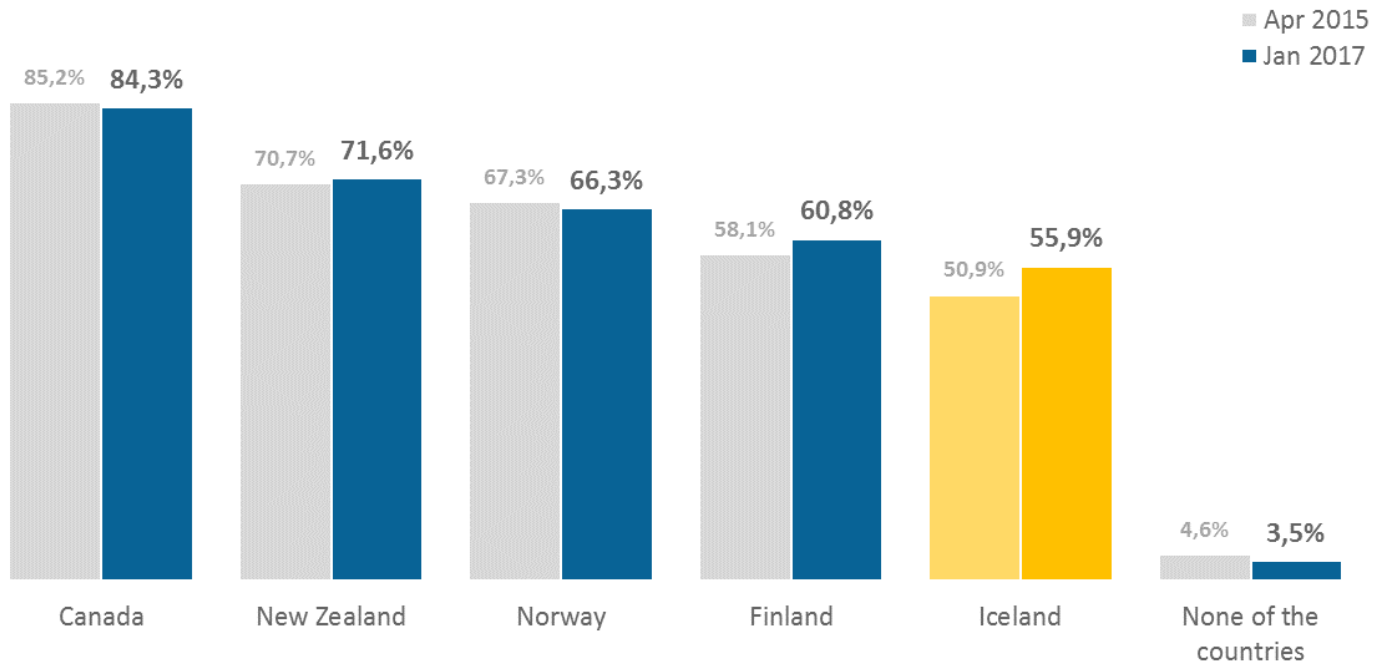


*Asked: All respondents

[Q7_16] It has modern infrastructure (such as transportation, accommodation, communications)

United Kingdom

RESPONSE DISTRIBUTION



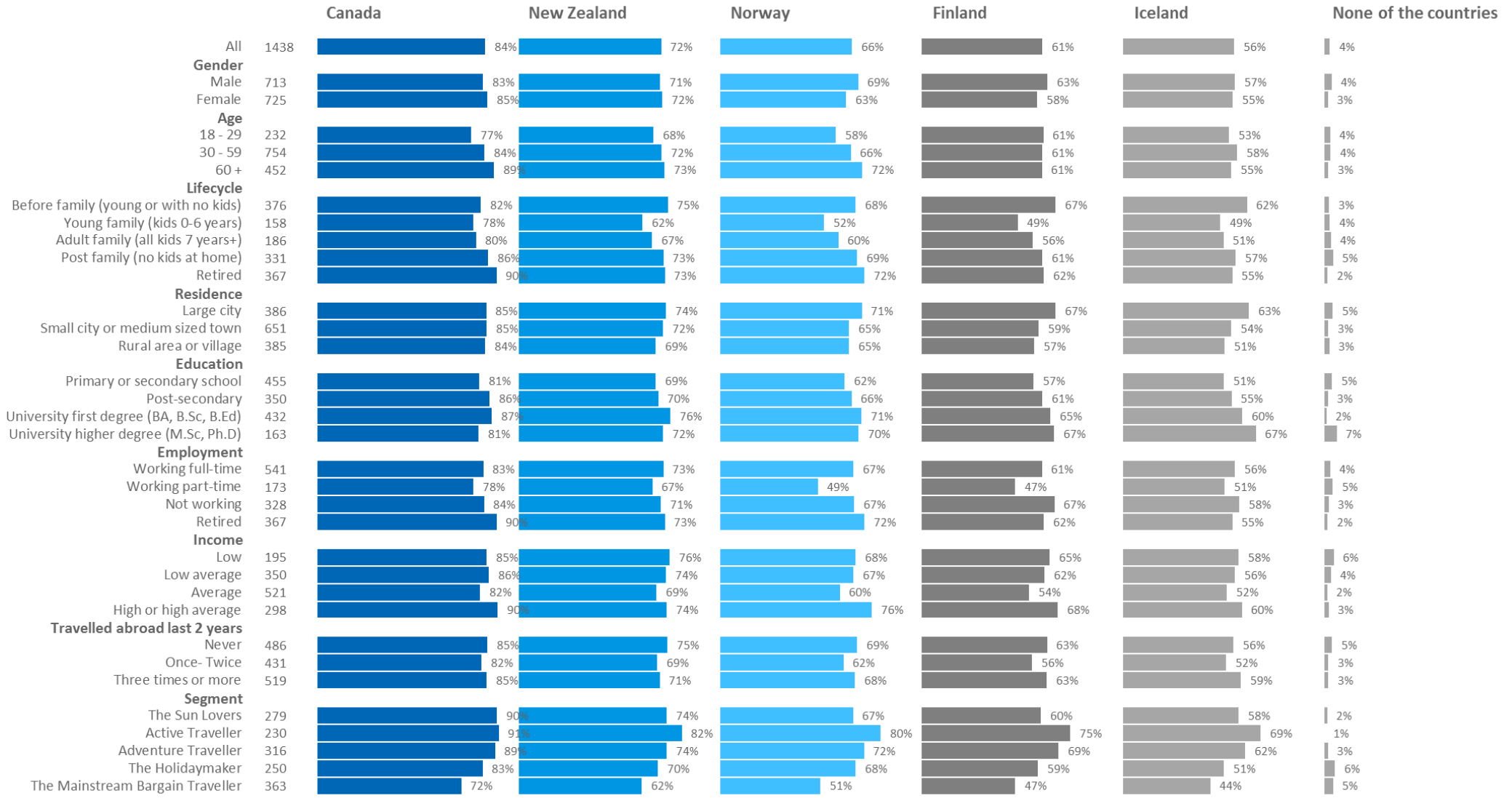
Answers	Count	Pct.%	Conf.lim +/-
Canada	1212	84,3%	1,9%
New Zealand	1030	71,6%	2,3%
Norway	954	66,3%	2,4%
Finland	874	60,8%	2,5%
Iceland	804	55,9%	2,6%
None of the countries	51	3,5%	1,0%
Total	1438		
Answered	1438	70,9%	
Did not answer	589	29,1%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

[Q7_16] It has modern infrastructure (such as transportation, accommodation, communications)

United Kingdom

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

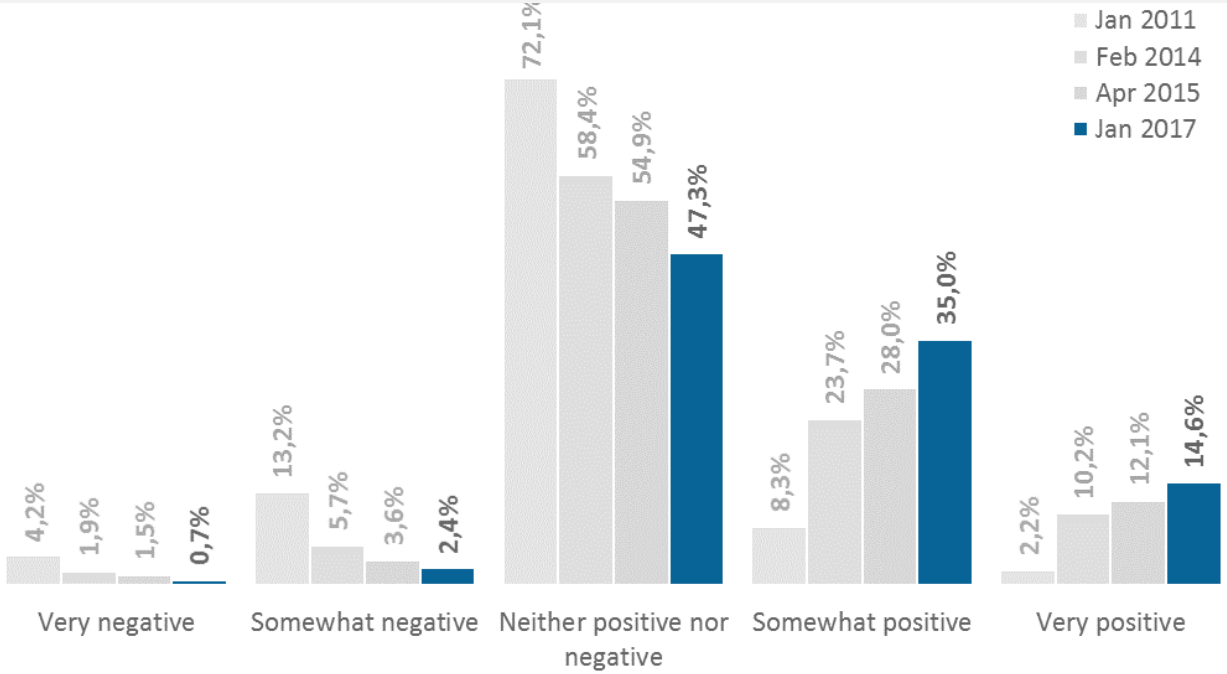
[Q8] In general, how positive or negative are you towards Icelandic products, services and brands

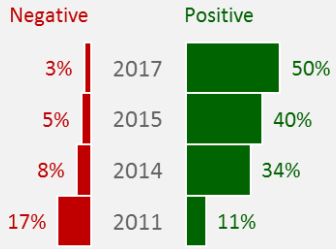
United Kingdom

AVERAGE

Answers	Count	Pct.%	Conf.lim +/-
1 - Very negative	13	0,7%	0,4%
2 - Somewhat negative	43	2,4%	0,7%
3 - Neither positive nor negative	851	47,3%	2,3%
4 - Somewhat positive	629	35,0%	2,2%
5 - Very positive	262	14,6%	1,6%
Total	1798	100%	
Answered	1798	88,7%	
Did not answer	229	11,3%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

RESPONSE DISTRIBUTION



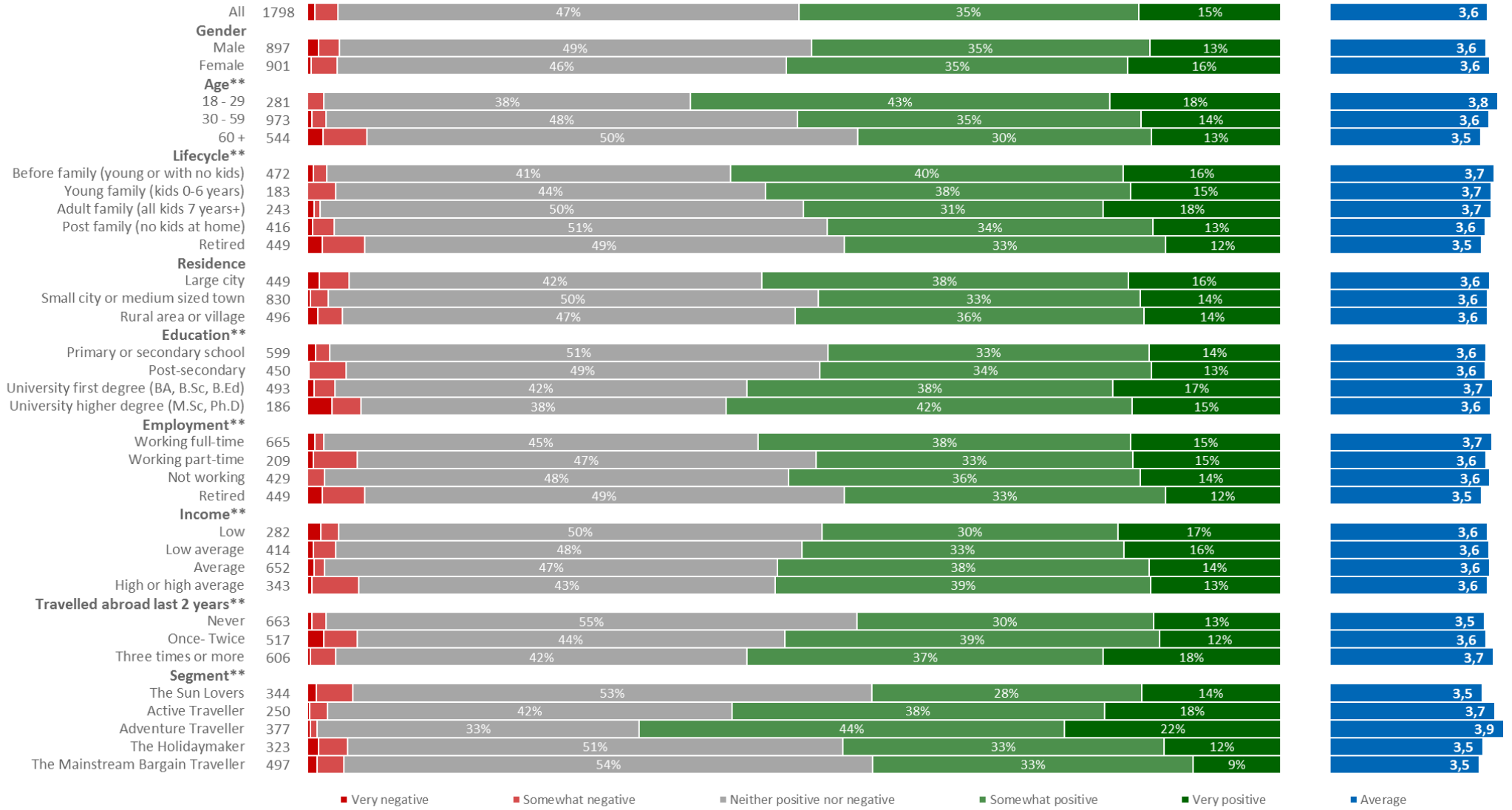


*Asked: All respondents

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

United Kingdom

RESPONSE DISTRIBUTION | CROSS SPLITS

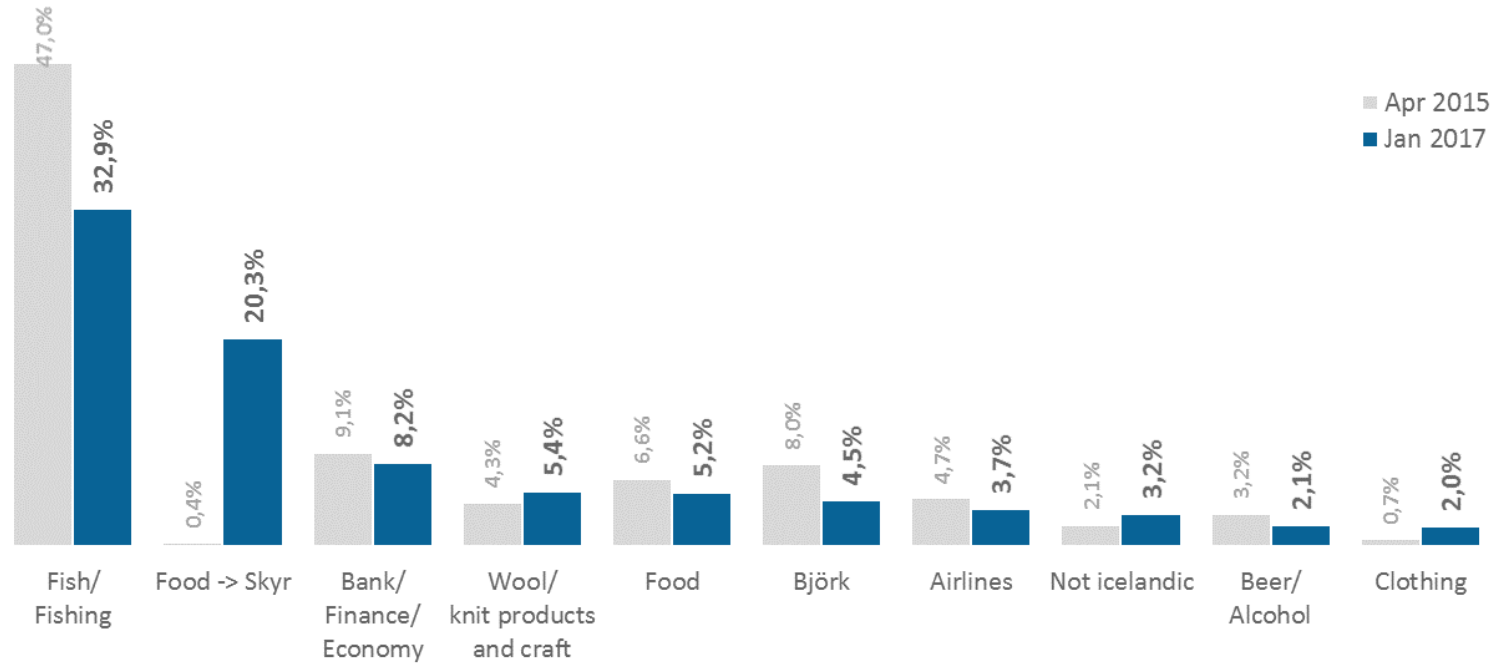


*Asked: All respondents

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

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS

(First of up to five mentions)

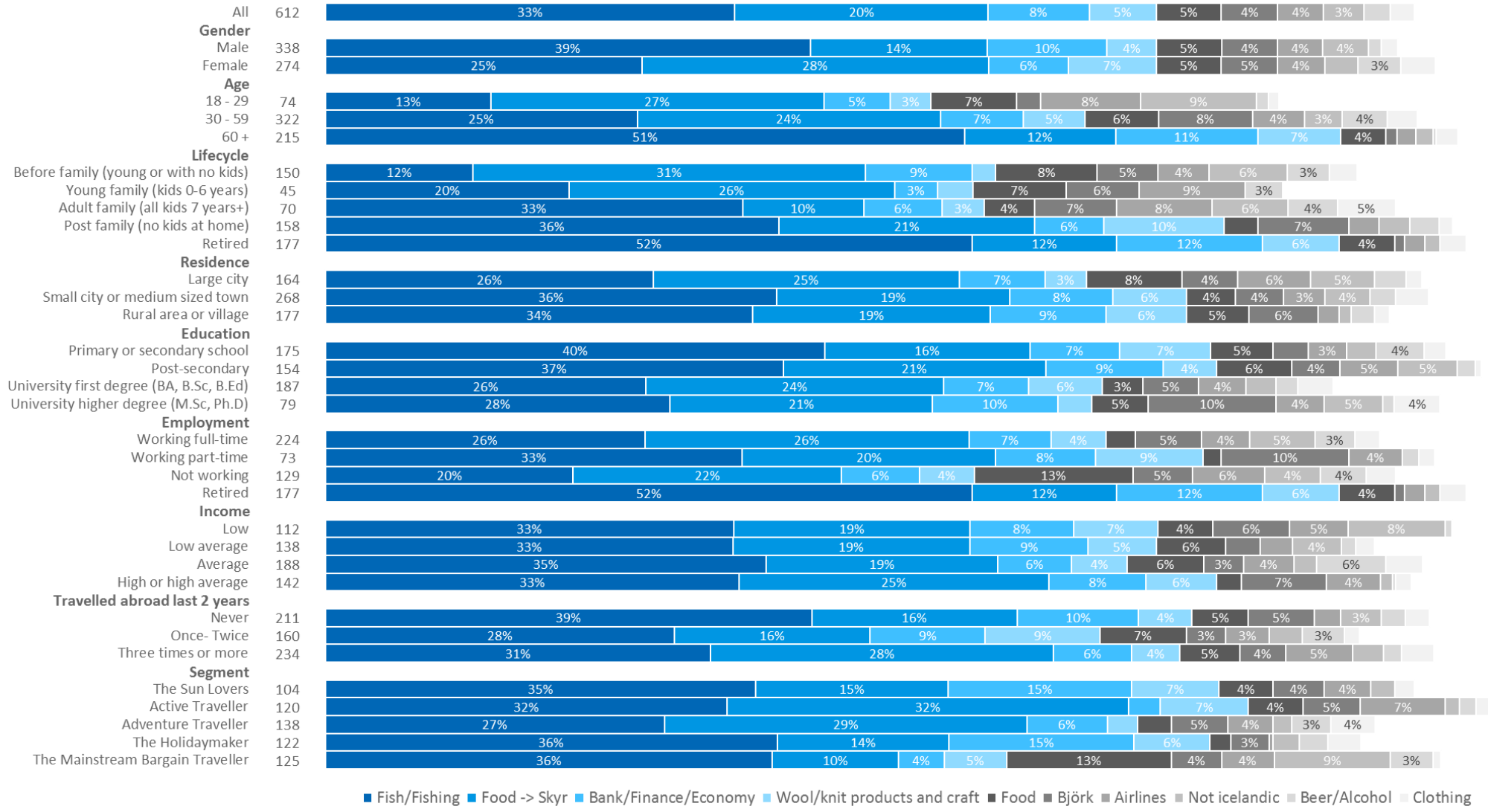


Top 10 Answers	Count	Pct.%	Conf.lim +/-
Fish/Fishing	201	32,9%	3,7%
Food -> Skyr	124	20,3%	3,2%
Bank/Finance/Economy	50	8,2%	2,2%
Wool/knit products and	33	5,4%	1,8%
Food	32	5,2%	1,8%
Björk	28	4,5%	1,6%
Airlines	23	3,7%	1,5%
Not icelandic	20	3,2%	1,4%
Beer/Alcohol	13	2,1%	1,1%
Clothing	12	2,0%	1,1%
Answered	612	30,2%	
Did not answer	1415	69,8%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS | CROSS SPLITS

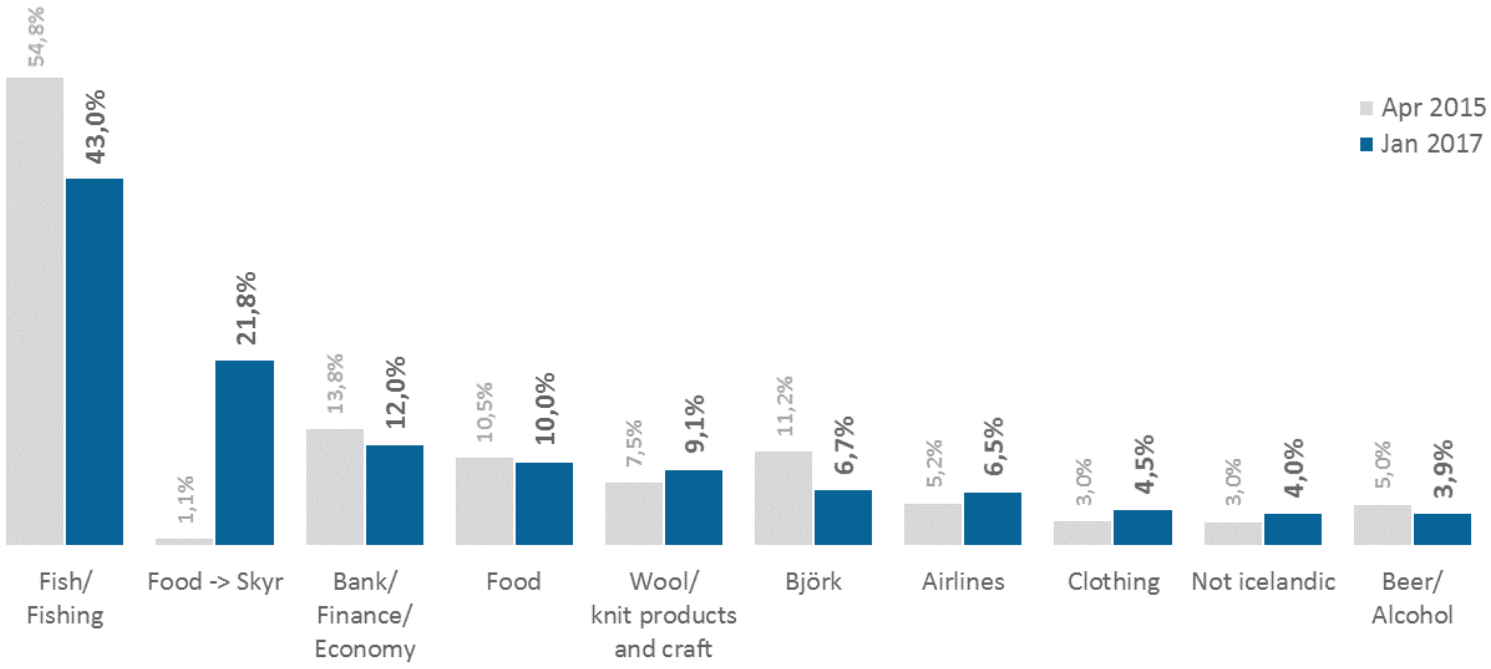
(First of up to five mentions)



*Asked: All respondents

CATEGORIZED RESPONSE DISTRIBUTION | TOP 10 MENTIONS

(Up to five mentions)



Top 10 Answers	Count	Pct.%	Conf.lim +/-
Fish/Fishing	265	43,0%	3,9%
Food -> Skyr	135	21,8%	3,3%
Bank/Finance/Economy	74	12,0%	2,6%
Food	62	10,0%	2,4%
Wool/knit products and	56	9,1%	2,3%
Björk	41	6,7%	2,0%
Airlines	40	6,5%	1,9%
Clothing	27	4,5%	1,6%
Not icelandic	25	4,0%	1,5%
Beer/Alcohol	24	3,9%	1,5%
Answered	617	30,4%	
Did not answer	1410	69,6%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

ANSWER DISTRIBUTION | BREAKDOWN

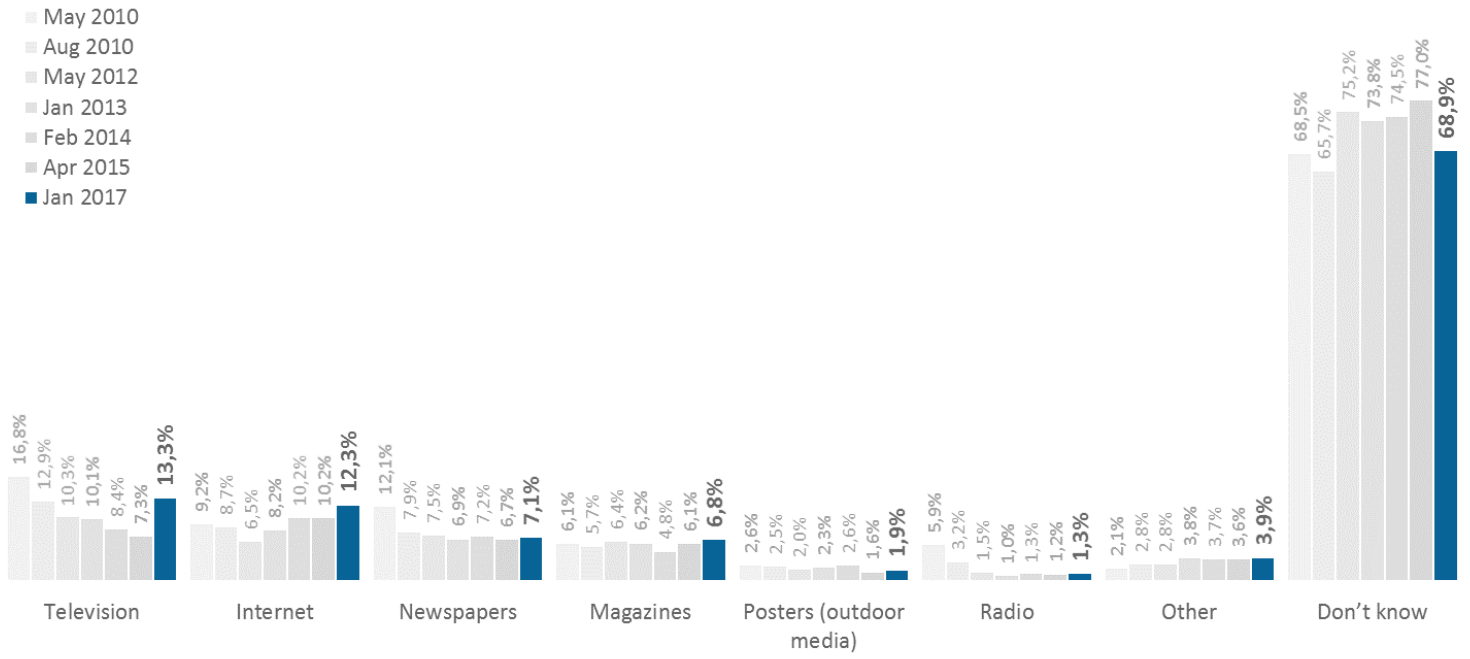
(Up to five mentions)

		Fish/Fishing	Food -> Skyr	Bank/Finance/Economy	Food	Wool/knit products and craft	Björk	Airlines	Clothing	Not icelandic	Beer/Alcohol
All	617	43%	22%	12%	10%	9%	7%	6%	4%	4%	4%
Gender											
Male	339	50%	16%	14%	9%	7%	6%	7%	4%	5%	2%
Female	278	34%	29%	9%	11%	11%	8%	6%	5%	3%	6%
Age											
18 - 29	76	17%	27%	10%	9%	5%	2%	9%	2%	10%	1%
30 - 59	323	35%	26%	10%	11%	7%	11%	8%	5%	4%	6%
60 +	218	64%	14%	16%	9%	14%	2%	3%	5%	2%	1%
Lifecycle											
Before family (young or with no kids)	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)	158	49%	23%	10%	11%	14%	12%	4%	5%	3%	4%
Retired	179	64%	13%	16%	8%	13%	1%	3%	5%	2%	2%
Residence											
Large city	164	38%	27%	9%	13%	7%	7%	8%	5%	6%	4%
Small city or medium sized town	270	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											
Primary or secondary school	175	51%	17%	9%	8%	9%	3%	4%	5%	4%	5%
Post-secondary	155	46%	21%	11%	10%	6%	5%	5%	2%	5%	2%
University first degree (BA, B.Sc, B.Ed)	190	36%	25%	14%	9%	12%	8%	9%	5%	3%	3%
University higher degree (M.Sc, Ph.D)	79	37%	27%	14%	7%	11%	13%	10%	8%	6%	5%
Employment											
Working full-time	225	34%	28%	10%	7%	6%	8%	8%	6%	6%	5%
Working part-time	73	47%	24%	12%	5%	15%	16%	6%	4%	0%	2%
Not working	131	28%	22%	9%	19%	6%	6%	9%	3%	5%	5%
Retired	179	64%	13%	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%
Average	192	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	211	51%	17%	13%	10%	8%	7%	4%	4%	4%	3%
Once- Twice	163	38%	17%	13%	14%	10%	6%	4%	5%	4%	6%
Three times or more	236	39%	30%	11%	8%	9%	6%	10%	5%	3%	4%
Segment											
The Sun Lovers	106	43%	15%	18%	12%	10%	5%	7%	6%	2%	2%
Active Traveller	121	42%	33%	8%	6%	12%	9%	11%	4%	2%	2%
Adventure Traveller	140	38%	32%	12%	8%	9%	7%	7%	5%	2%	5%
The Holidaymaker	122	55%	17%	18%	8%	8%	6%	3%	4%	4%	4%
The Mainstream Bargain Traveller	125	38%	10%	6%	17%	6%	5%	5%	4%	9%	5%

*Asked: All respondents

RESPONSE DISTRIBUTION

(Multiple answers)



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		
Answered	1901	93,8%	
Did not answer	126	6,2%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

*Asked: All respondents

RESPONSE DISTRIBUTION | CROSS SPLITS

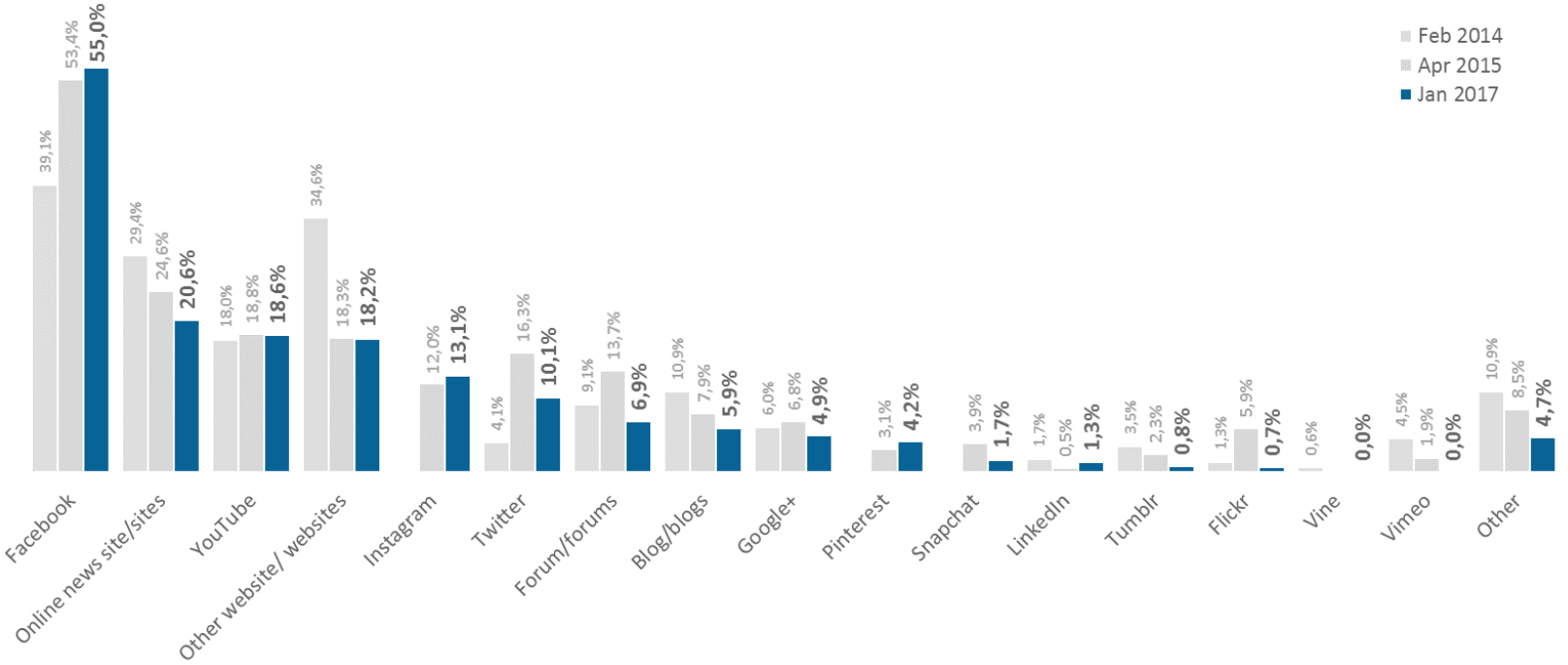
(Multiple answers)

		Television	Internet	Newspapers	Magazines	Posters (outdoor media)	Radio	Other	Don't know
All	1901	13%	12%	7%	7%	2%	1%	4%	69%
Gender									
Male	907	15%	13%	8%	6%	2%	2%	3%	67%
Female	994	12%	12%	6%	8%	1%	1%	4%	71%
Age									
18 - 29	307	11%	20%	5%	4%	3%	1%	8%	64%
30 - 59	1000	12%	12%	6%	7%	2%	1%	2%	71%
60 +	594	17%	9%	10%	8%	1%	1%	5%	68%
Lifecycle									
Before family (young or with no kids)	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%
Post family (no kids at home)	445	12%	9%	9%	8%	1%	2%	3%	72%
Retired	488	17%	9%	10%	9%	1%	1%	5%	66%
Residence									
Large city	471	12%	15%	8%	8%	4%	2%	2%	69%
Small city or medium sized town	897	12%	11%	6%	6%	2%	1%	4%	71%
Rural area or village	516	17%	12%	7%	7%	1%	1%	5%	65%
Education									
Primary or secondary school	654	13%	9%	6%	6%	2%	1%	3%	73%
Post-secondary	478	13%	10%	6%	6%	2%	1%	3%	72%
University first degree (BA, B.Sc, B.Ed)	519	11%	17%	9%	8%	1%	2%	5%	63%
University higher degree (M.Sc, Ph.D)	178	18%	21%	9%	11%	3%	1%	4%	58%
Employment									
Working full-time	684	11%	13%	7%	7%	2%	1%	3%	68%
Working part-time	229	17%	10%	6%	7%	2%	1%	2%	71%
Not working	457	11%	14%	5%	5%	2%	2%	4%	71%
Retired	488	17%	9%	10%	9%	1%	1%	5%	66%
Income									
Low	296	8%	8%	6%	4%	1%	1%	3%	77%
Low average	466	14%	13%	5%	5%	2%	1%	4%	71%
Average	681	15%	14%	9%	9%	2%	1%	5%	65%
High or high average	355	13%	14%	7%	9%	3%	2%	3%	65%
Travelled abroad last 2 years									
Never	710	11%	7%	6%	4%	1%	1%	2%	79%
Once- Twice	549	16%	12%	5%	7%	2%	2%	4%	68%
Three times or more	634	14%	18%	10%	10%	3%	1%	6%	57%
Segment									
The Sun Lovers	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%
The Holidaymaker	338	14%	6%	6%	4%	1%	1%	5%	72%
The Mainstream Bargain Traveller	532	13%	11%	6%	5%	2%	2%	2%	71%

*Asked: All respondents

RESPONSE DISTRIBUTION

(Multiple answers)



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 answer	31	13,4%	
Count	234	100,0%	
Asked*	234	11,5%	
Not asked	1793	88,5%	
Number of participants	2027	100,0%	

*Asked: Those who answered “Internet” in question Q10

RESPONSE DISTRIBUTION | CROSS SPLITS

(Multiple answers)

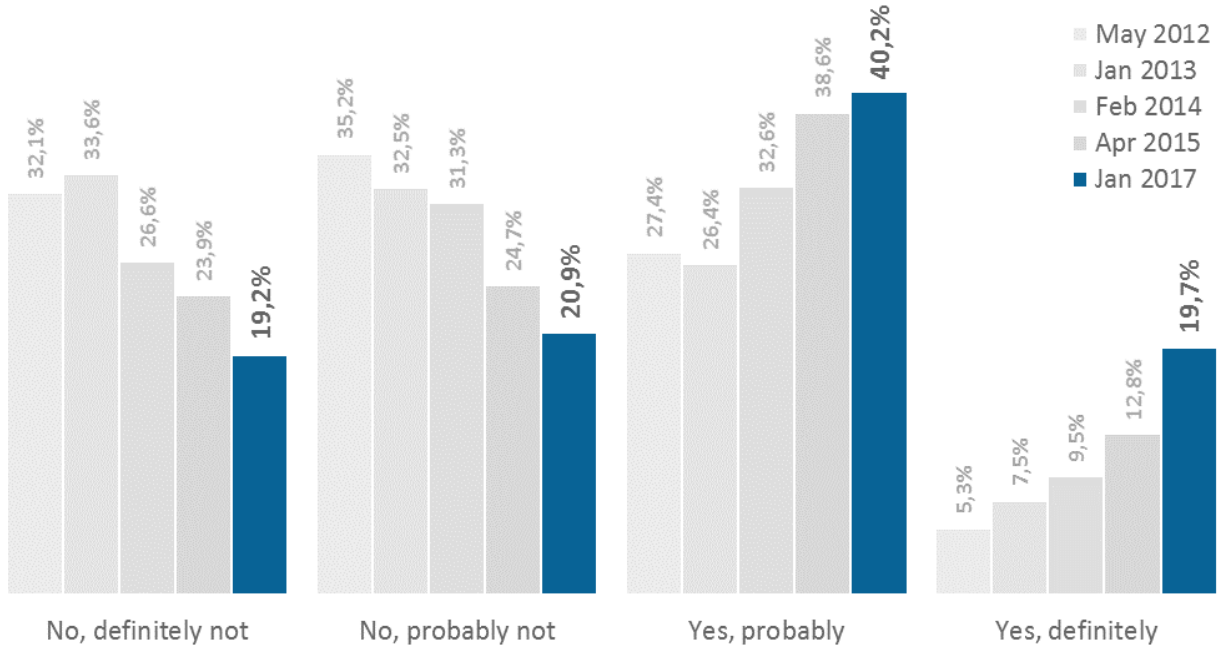
		Facebook	Online news site/sites	YouTube	Other website/ websites	Instagram	Twitter	Forum/forums	Blog/blogs
All	202	55%	21%	19%	18%	13%	10%	7%	6%
Gender									
Male	99	53%	23%	20%	22%	8%	9%	4%	2%
Female	103	57%	19%	17%	14%	18%	11%	10%	10%
Age									
18 - 29	55	73%	25%	22%	3%	33%	14%	1%	14%
30 - 59	109	49%	20%	23%	20%	7%	11%	9%	2%
60 +	39	46%	16%	3%	34%	0%	3%	10%	4%
Lifecycle									
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%	5%
Working part-time	24	46%	17%	27%	13%	16%	13%	9%	3%
Not working	56	70%	27%	29%	12%	28%	18%	7%	11%
Retired	35	47%	14%	1%	35%	0%	3%	12%	2%
Income									
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									
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%

*Asked: Those who answered “Internet” in question Q10

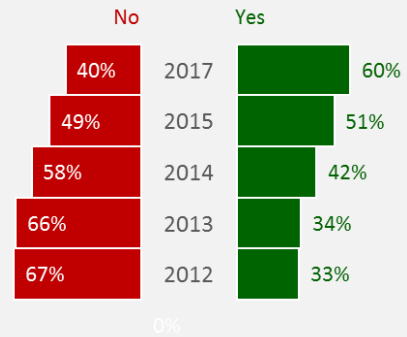
[Q12] Would you consider travelling to Iceland during the months of September through to April?

United Kingdom

RESPONSE DISTRIBUTION



Answers	Count	Pct.%	Conf.lim +/-
No, definitely not	312	19,2%	1,9%
No, probably not	341	20,9%	2,0%
Yes, probably	655	40,2%	2,4%
Yes, definitely	321	19,7%	1,9%
Total	1629	100%	
Answered	1629	80,4%	
Did not answer	398	19,6%	
Count	2027	100,0%	
Asked*	2027	100,0%	
Not asked	0	0,0%	
Number of participants	2027	100,0%	

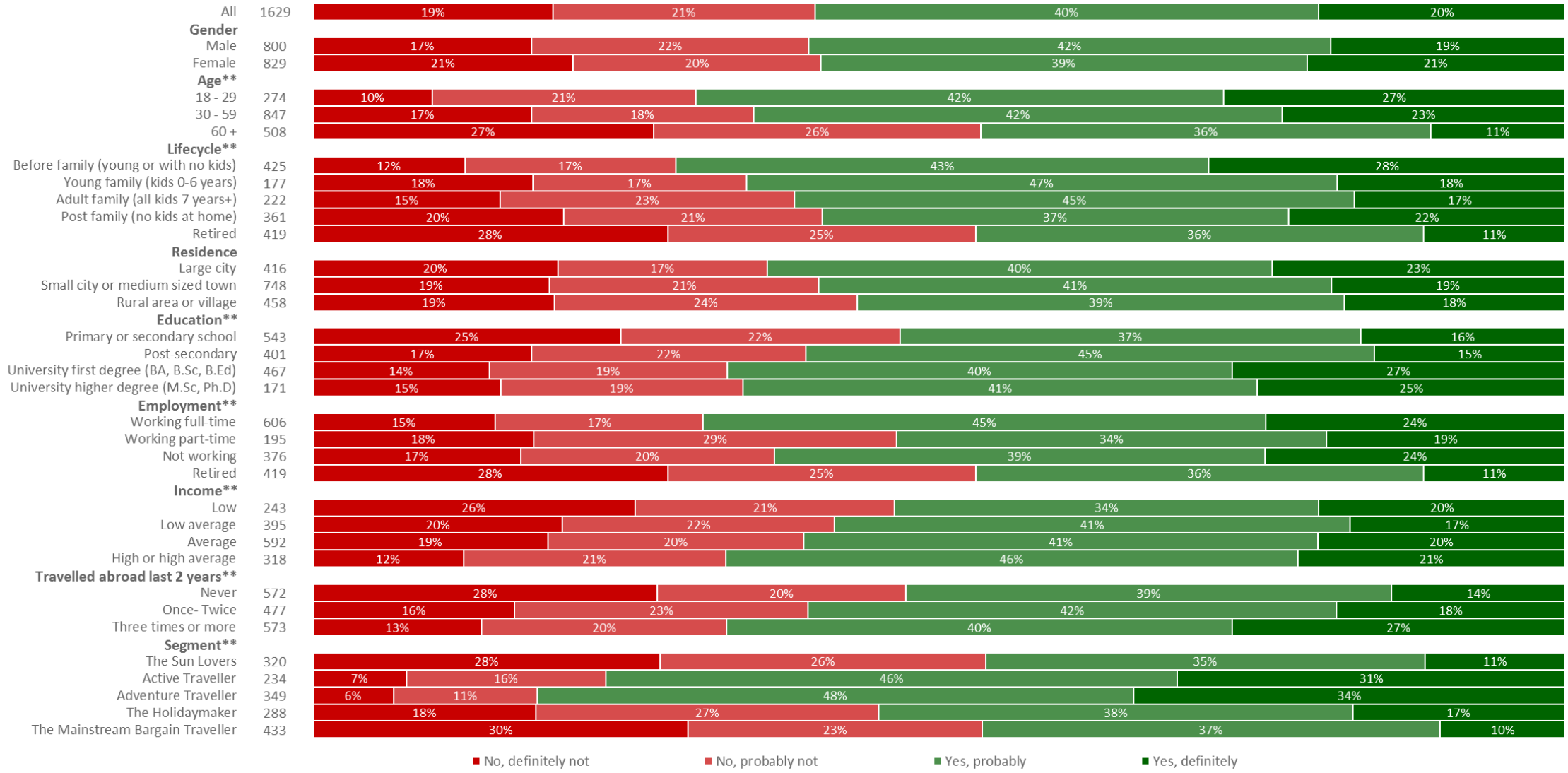


*Asked: All respondents

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

United Kingdom

RESPONSE DISTRIBUTION | CROSS SPLITS



*Asked: All respondents

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

Thank you!

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