

18. How would you rate your overall experience of Reykjavík?

 Excellent 1 Good 2 Average 3 Bad 4 Don't know 5

19. To what extent do you agree or disagree with the following statements? Check all.

	Agree		Neutral		Disagree		Don't know	
Reykjavík is a safe city	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Reykjavík is a clean city	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Reykjavík is a family-friendly city	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
It's easy to get around in Reykjavík	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Reykjavík is value for money	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

20 a. Which of the following did you experience while in Reykjavík? Check as many as apply.
b. Rate the services you used in Reykjavík on a scale from 1-10 (10 is best).

	Rate (1-10)		Rate (1-10)	
Thermal/swimming pool/spa (NOT the Blue Lagoon)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	Restaurant	<input type="checkbox"/> 1
Health related activities	<input type="checkbox"/> 1	<input type="checkbox"/> 2	Museum/exhibition	<input type="checkbox"/> 1
Cultural event (concert, theatre etc)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	Day tour from Reykjavík	<input type="checkbox"/> 1
Nightlife	<input type="checkbox"/> 1	<input type="checkbox"/> 2	Organized tour in Reykjavík	<input type="checkbox"/> 1
Shopping	<input type="checkbox"/> 1	<input type="checkbox"/> 2	City busses	<input type="checkbox"/> 1
			Other. What? _____	

21. Rate the following in Reykjavík on a scale from 1-10 (10 is best).

Signposts to help people to get around by foot _____ (1-10)

Street signs etc. to help people to get around by car _____ (1-10)

22 a. Would you recommend Reykjavík to others? Yes 1 No 2 Don't know 3
b. If no, why not? _____

23. How well does the slogan "Reykjavík - Pure Energy" describe your experience of the city?

 Very well 1 Rather well 2 Rather badly 3 Very badly 4 Don't know 5

24. IF you took organised day-tours in or from Reykjavík. How many were they, what company did you use and rate their service (10 is best).

	Number of tours		Service rate (1-10)	
Reykjavík Excursions	_____	→	_____	_____
Iceland Excursions	_____	→	_____	_____
Other	_____	→	_____	_____

25 a. Did you use the Flybus service from or to Keflavík airport? Yes 1 No 2
b. If yes. Rate the Flybus service on the scale 1-10 (10 is best) _____
c. Did you use other bus services from or to Keflavík airport? Yes 1 No 2
26. COST OF YOUR VISIT TO ICELAND (in Icelandic kronur - ISK):

Number of people for which costs apply, including yourself: _____ persons.

Flight to Iceland _____ ISK Expenditure in Iceland _____ ISK

Dear Visitors 2008

 This survey is a continuation of *Dear Visitors 2004, 2005, 2006 and 2007*. The goal of this survey is to gather more information about our visitors and then use this data to improve visitor service in Iceland.

Thank you for the participation!
1. Sex: Male 1 Female 2

2. Age: _____ years

3. Secondary education (after mandatory level):

 < 4 years 1 4-8 years 2 > 8 years 3

4. Country of residence: _____

5. How many nights did you stay in Iceland? _____ nights
6. Have you been to Iceland before? No 1 Yes 2
7. What is the nature of your visit to Iceland? Tick more than one if appropriate.

 Holiday 1 Business 4

 Visiting friends/relatives 2 To work in Iceland 5

 Course / conference 3 Other (please specify) _____

8. What are your travelling arrangements? Tick more than one if appropriate.

 Private travel 1 Group tour 2 Other: _____

9. Who are you travelling with? Tick more than one answer if appropriate.

 Alone 1 Relatives / friends 4

 Spouse / partner 2 Companions from work, club, etc. 5

 Family with child(ren) 3 Other: _____

10 a. Did you obtain information about Iceland before you arrived?

 No 1 Yes 2 -> **b. Where did you get information? Check as many as apply.**

 Friends, family, other tourists Advertisements in papers/magazines

 Internet Articles in papers/magazines

 Travel guide books Tourist Information Centres

 Tour Offices Icelandic literature

 TV/Radio programme Other _____

11. What airline company did you use in this trip to Iceland?

 Icelandair 1 Iceland Express 2 SAS 3 Other: _____

12. Mode of transportation used in Iceland. Check as many as apply.

 Rental car → km in Iceland _____ km

 Own car → km in Iceland _____ km

 Tour bus Bus (scheduled) Friends car Other: _____

