40 TT 11 (11 ' CD 1' (12	Dagur TOURISM RESEARCH		
18. How would you rate your overall experience of Reykjavík?	C O N S U L T I N G		
Excellent 🛘 1 Good 🖺 2 Average 🖺 3 Bad 🖺 4 Don't know 🖺 5	Dear Visitors 2008		
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	This survey is a continuation of <i>Dear Vistors</i> 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.		
Reykjavík is a clean city	1. Sex: Male 1 Female 2 Thank you for the participation!		
Reykjavík is value for money	2. Age: years		
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).	3. Secondary education (after mandatory level): $< 4 \text{ years } \square \ 1 $ 4-8 years $\square \ 2 $ > 8 years $\square \ 3$		
Rate (1-10) Rate (1-10)	4. Country of residence:		
Thermal/swimming pool/spa Restaurant	 How many nights did you stay in Iceland? nights Have you been to Iceland before? No [1 Yes [2] 		
Health related activities Day tour from Reykjavík D			
Cultural event (concert, theatre etc) Organized tour in Reykjavík Shopping Other. What?	7. What is the nature of your visit to Iceland? Tick more than one if appropriate. Holiday		
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)	Course / conference ☐ 3 Other (please specify)		
22 a. Would you recommend Reykjavík to others? Yes [1 No [2 Don't know [3	9. Who are you travelling with? <i>Tick more than one answer if appropriate.</i>		
b. If no, why not?	Alone		
23. How well does the slogan "Reykjavík - Pure Energy" describe your experience of the city? Very well Rather well Rather badly Nery badly Don't know 5	Family with child(ren) 3 Other:		
24. IF you took organised day-tours in or from Reykjavík. How many were they,	10 a. Did you obtain information about Iceland before you arrived?		
what company did you use and rate their service (10 is best).	No \square 1 Yes \square 2 -> b. Where did you get information? <i>Check as many as apply.</i>		
Number of tours Service rate (1-10) Reykjavík Excursions → Iceland Excursions → Other →	Friends,family,other tourists		
25 a. Did you use the Flybus service from or to Keflavík airport? Yes \square 1 No \square 2			
b. If yes. Rate the Flybus service on the scale 1-10 (10 is best)	What airline company did you use in this trip to Iceland? Icelandair ☐ 1 Iceland Express ☐ 2 SAS ☐ 3 Other		
c. Did you use other bus services from or to Keflavík airport? Yes \square 1 No \square 2	12. Mode of transportation used in Iceland. Check as many as apply.		
26. COST OF YOUR VISIT TO ICELAND (in Icelandic kronur - ISK): Number of people for which costs apply, including yourself: persons.	Rental car ☐ → km in Iceland km Own car ☐ → km in Iceland km		
Flight to IcelandISK Expenditure in IcelandISK	Tour bus ☐ Bus (scheduled) ☐ Friends car ☐ Other:		

13. <u>Tick the "YES" box</u> in those regions you visited and write the NUMBER OF NIGHTS in the box below.

and write the HOMBER OF HIGHTS in the box below.
WEST FJORDS Yes STRANDIR FJÖRÐUR Yes Yes Nights Nights Húsavík Yes Nights
SNÆFELLSNES DALIR DISTRICE YES DISTRICE YES DISTRICE YES Stykkishölrage Nights Borgarnes Yes BORGAR FJORDUR Yes HIGHLAND Yes Nights WEST HIGHLAND Yes HIGHLAND YE
Nights Selfoss Landmanna-laugar Skaft AFELLSSÝSLA REYKJANES ÁRNESSÝSLA PENINSULA POR Kirkjubæjar-klaustur Yes Nights WEST SKAFTAFELLSSÝSLA Nights Nights Nights Nights Nights

14. What type of accommodations did you use on this trip in Iceland? Mark with the correct NUMBER OF NIGHTS, which apply.

	Nights		Nights
Campsites		Summer house/cottage	
Wilderness camping		With family or friends	
Hotel		Youth hostel	
Guest house		Mountain hut	
Farm holiday		Other: what?	
15. Mark all the aspects/recreation you experienced while staying in Iceland.			
Swimming pools		Salmon fishing	
Golf		Museum/exhibition	
Horse riding		Churches	
Jeep safari (organised)		Tourist information centre	
Seal watching		Gallery/craftshop	
Whale-watching (org.)		Shoreline walk	
Bird-watching		Long hikes (> 1 day)	
Boat trip (excl. ferries)		Visiting historical sites	
Trout fishing		Other:	
16 a. Did you visit Hafnarfjördur town while in Iceland? No ☐ 1 Yes ☐ 2			

(Hafnarfjördur is home of the Viking restaurant, the elfs and Ishestar Horse Rental.) **b.** If yes. Did you stay there overnight? No \square 1 Yes \square 2 \rightarrow Number of nights

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Tick the places / areas you visited on this trip to Iceland.