



FOREIGN TRAVEL PROFESSIONAL SURVEY ABOUT ICELAND TOURISM

June 2019

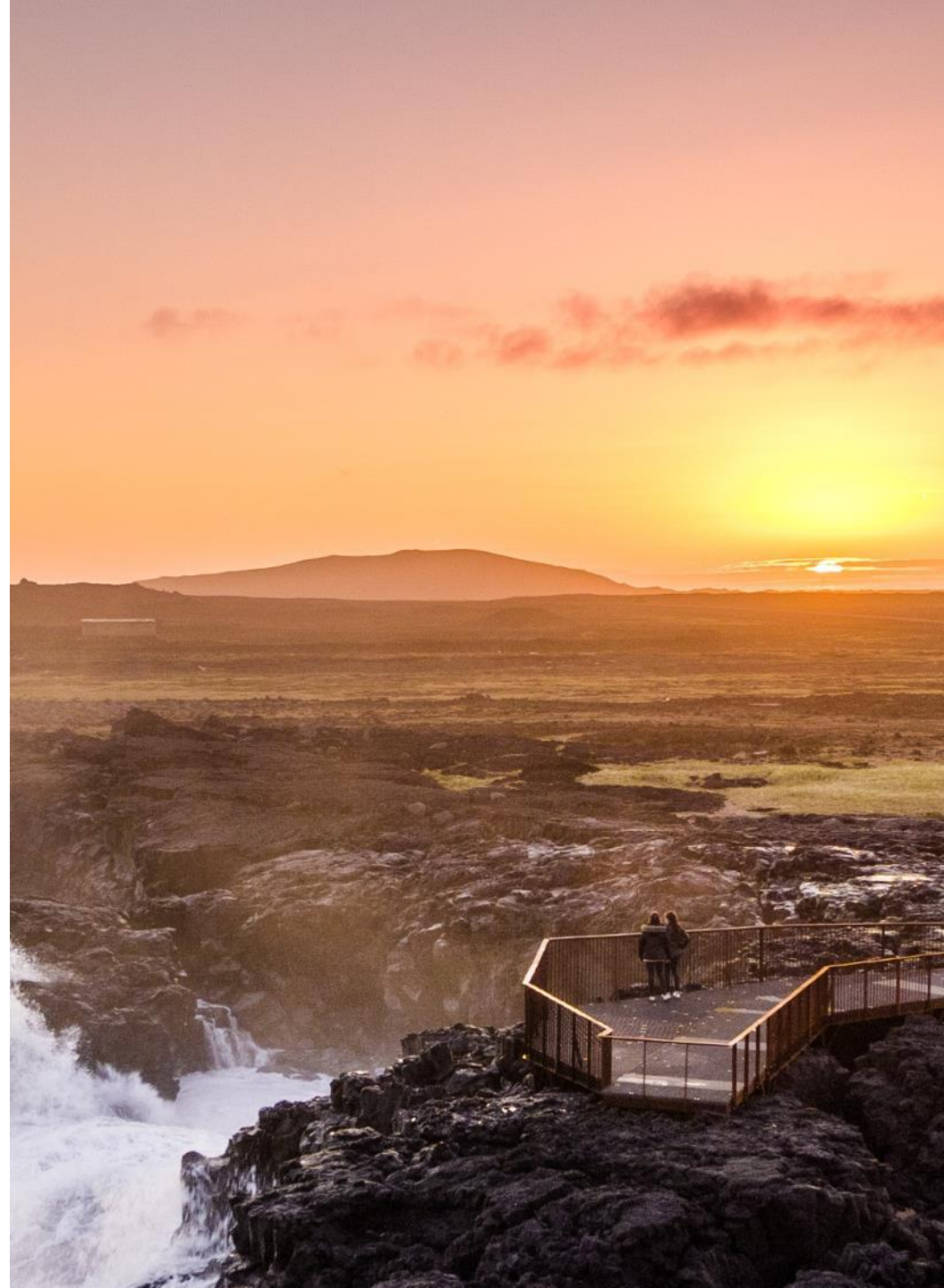
Main findings

The Net Promotor Score (NPS) for Iceland as a destination continues to measure high among travel professionals, and on the whole has grown for most market areas from previous surveys.

Majority of participants reported similar or better booking status for this year compared to same time last year. The results were similar for the coming winter season. Their expectations are also on a par with what they were two years ago. Participants from North America were the only once who reported lower expectations compared to last year.

Safety and the popularity of the destination continue to be the top positive factors that participants associate with the development of tourism in Iceland and the price level the negative one. On the positive side proportionally fewer mentioned the price level than in previous surveys.

On the whole participants reported limited affects linked to the bankruptcy of the airline WOW air. The affects seem to have been the greatest on participants from the United Kingdom and Central & Southern Europe.



Fieldwork summary

Promote Iceland carried out an attitude survey in June 2019 amidst foreign travel professionals that sell tours to Iceland. Their outlook on the development of Icelandic tourism and prospects regarding sales of tours to Iceland were surveyed. A comparable survey has been carried out twice a year since 2016.

The survey was sent by email to nearly 4000 travel professionals that sell tours to Iceland, All in all 294 took part in the survey, 269 of whom completed it in whole.

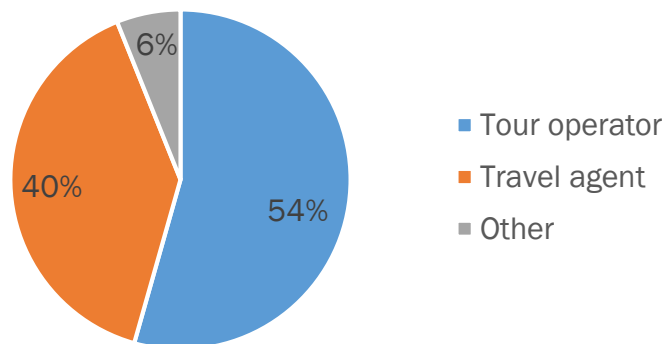
Fieldwork period: June 2019

Methodology: Online Survey

Sample: Foreign travel professional that offer tours to Iceland

Languages: English, French, German and Spanish

Proportional breakdown of participants by categories

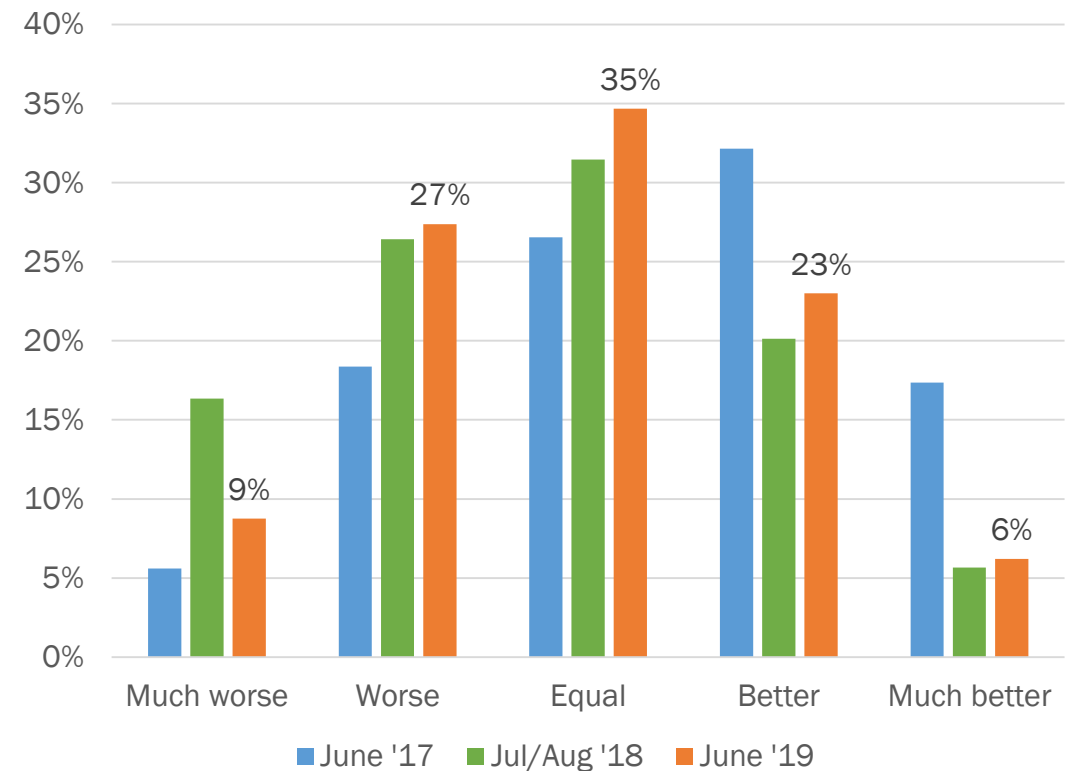


Market Area	Country	Number	Proportion
N-America (97 answers)	United States	81	27,36%
	Canada	16	5,41%
Central and Southern Europe (122 answers)	Austria	2	0,68%
	Belgium	6	2,03%
	France	9	3,04%
	Germany	29	9,80%
	Italy	17	5,74%
	Netherlands	28	9,46%
	Spain	17	5,74%
	Switzerland	14	4,73%
Nordic countries (18 answers)	Denmark	12	4,05%
	Finland	1	0,34%
	Norway	1	0,34%
	Sweden	4	1,35%
British isles (27 answers)	Ireland	0	0,00%
	United Kingdom	27	9,12%
Eastern Europe (6 answers)	Hungary	1	0,34%
	Latvia	1	0,34%
	Poland	2	0,68%
	Russia	2	0,68%
Distant markets (26 answers)	Australia	5	1,69%
	India	10	3,38%
	Japan	1	0,34%
	Malaysia	4	1,35%
	Other countries	6	2,03%
	Sum:		296

Booking status for Iceland in 2019

64% of participants reported similar or increased number of bookings compared to same time last year

Compared to this time last year, how are the number of bookings this year for your company?

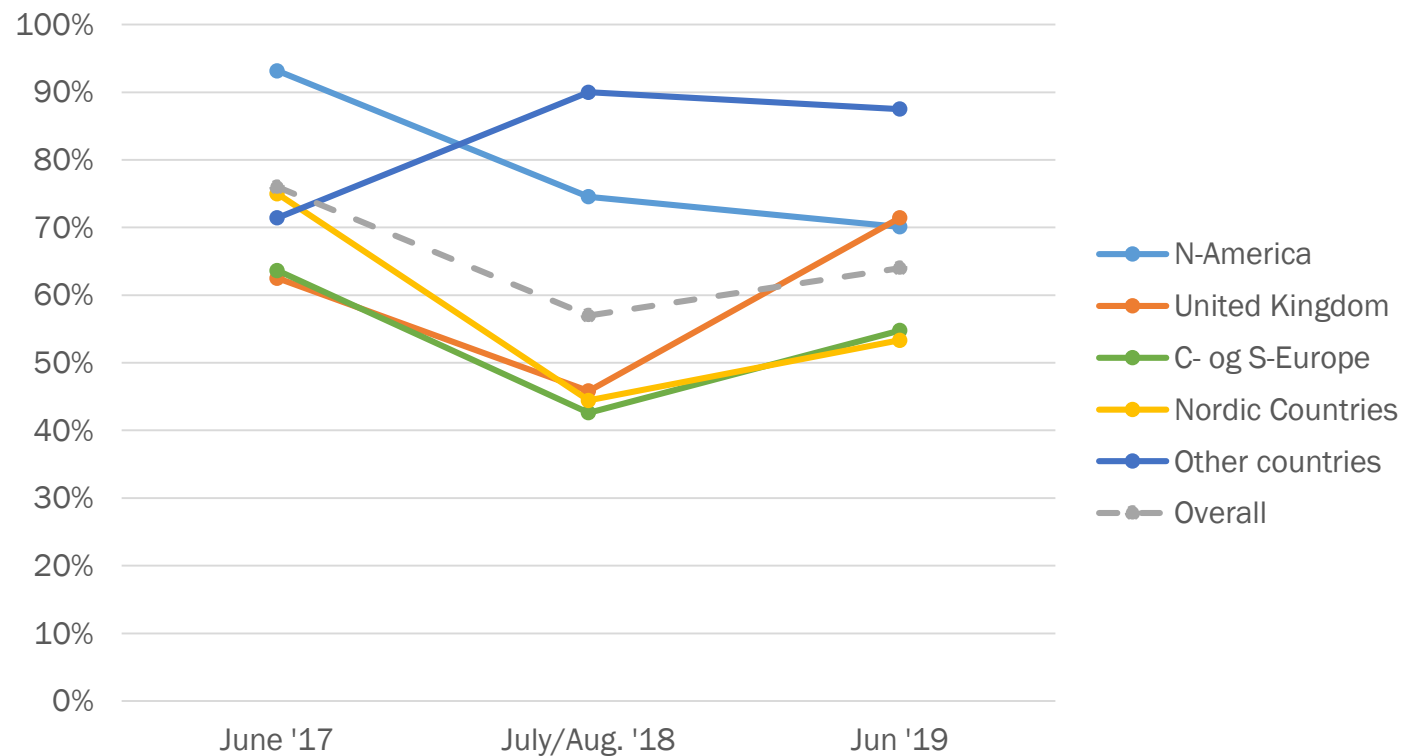


Booking status for Iceland in 2019

Markets

- Overall a higher proportion of participants reported on similar or better booking status for this year, compared to same time last year.
- On the negative side the proportion is still not as high as it was two years ago.

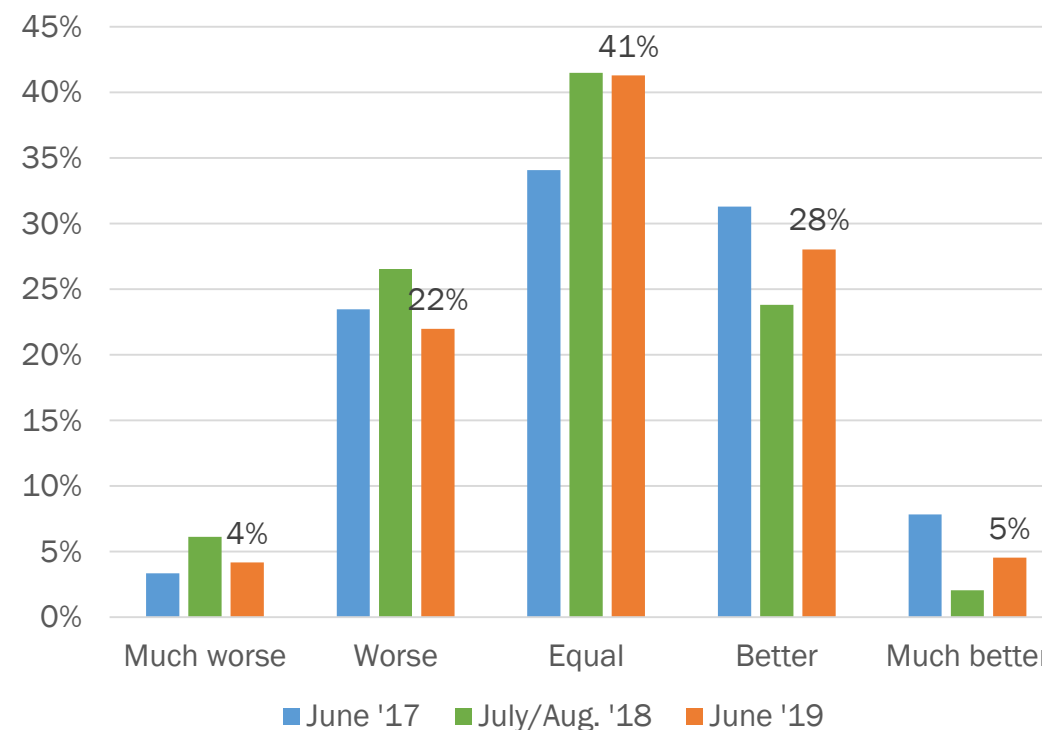
Proportion of those that reported similar or increased number of bookings



Expectations about bookings to Iceland this winter

74% of participants expect equal or better number of bookings compared to same time last year

Compared to last winter season what is your company's prospects for bookings with arrivals next winter season?

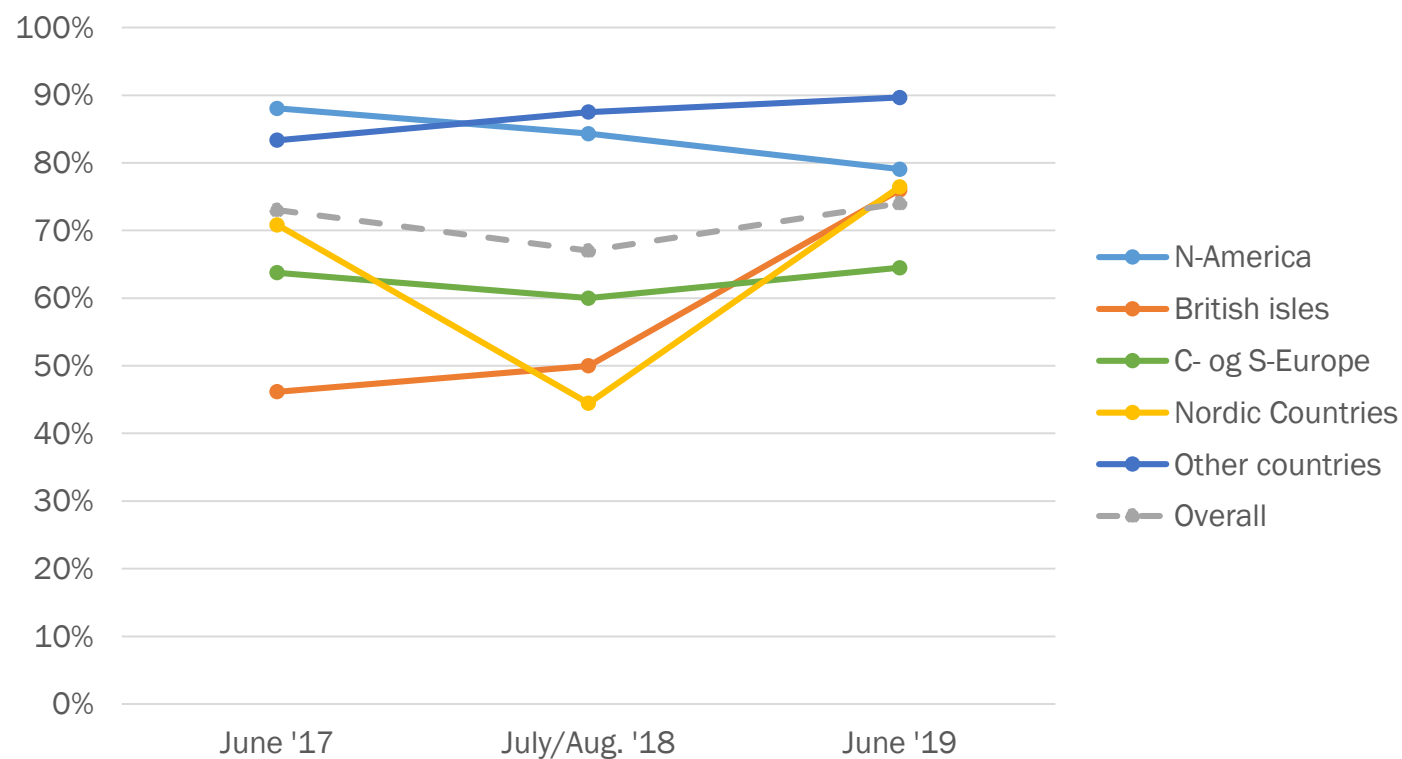


Expectations about bookings to Iceland this winter

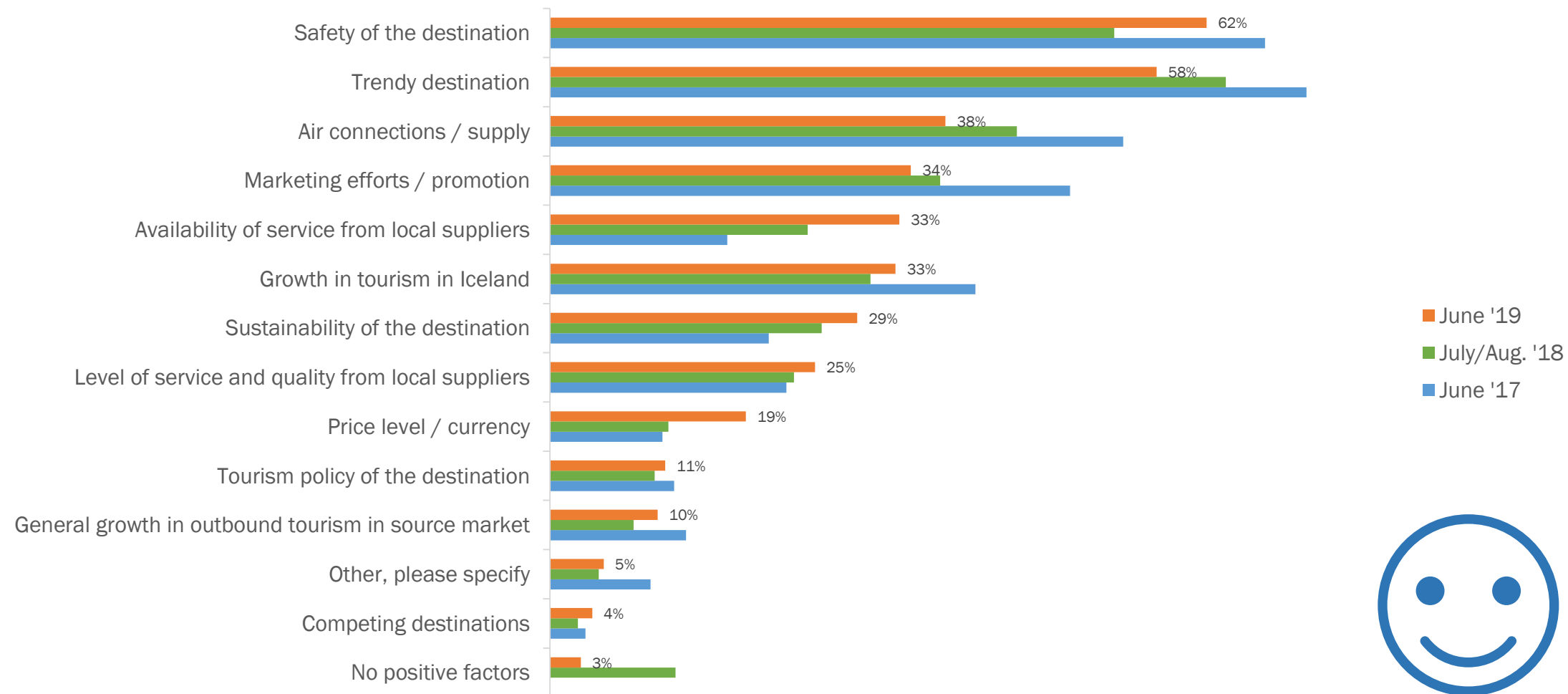
Markets

- Over all a higher proportion of participants expected similar or better booking status this winter, compared to last winter season.
- The expectations are also on a par with what they were two years ago.

Proportion of those that reported similar or increased number of bookings



Top positive factors for the development of tourism in Iceland

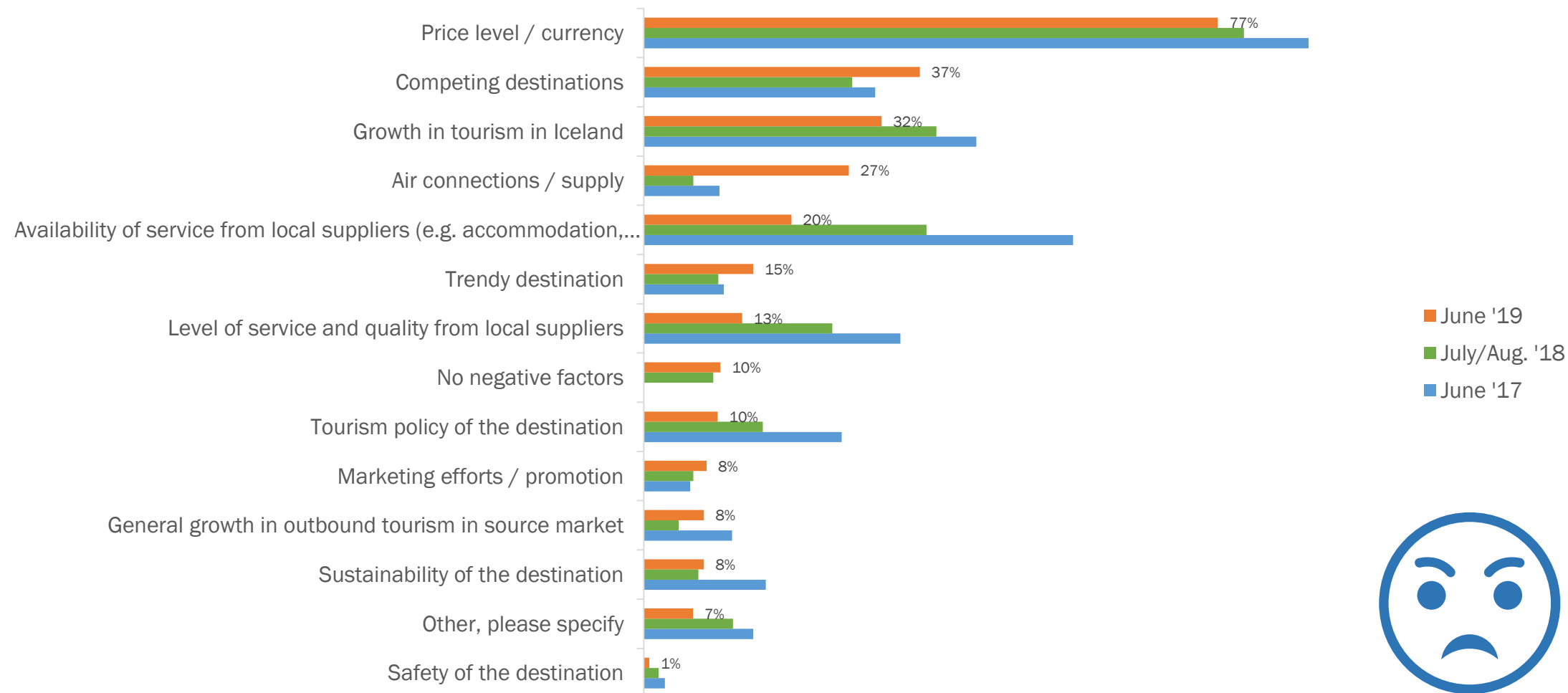


Top positive factors for the development of tourism in Iceland

Markets

	All countries	N-America	Central & S-Europe	Nordic countries	Distant markets	United States	United Kingdom	Germany
Safety of the destination	62,41%	70,97%	63,64%	58,82%	41,94%	71,79%	52,17%	73,08%
Trendy destination	57,66%	63,44%	58,18%	35,29%	51,61%	62,82%	56,52%	53,85%
Air connections / supply	37,59%	48,39%	32,73%	29,41%	25,81%	42,31%	39,13%	26,92%
Marketing efforts / promotion	34,31%	35,48%	29,09%	29,41%	58,06%	32,05%	26,09%	19,23%
Availability of service from local suppliers	33,21%	38,71%	24,55%	35,29%	38,71%	37,18%	43,48%	26,92%
Growth in tourism in Iceland	32,85%	49,46%	20,91%	11,76%	38,71%	52,56%	30,43%	0,00%
Sustainability of the destination	29,20%	33,33%	31,82%	23,53%	12,90%	34,62%	26,09%	30,77%
Level of service and quality from local suppliers	25,18%	30,11%	13,64%	29,41%	38,71%	29,49%	39,13%	7,69%
Price level / currency	18,61%	20,43%	16,36%	17,65%	16,13%	19,23%	26,09%	11,54%
Tourism policy of the destination	10,95%	5,38%	13,64%	0,00%	22,58%	5,13%	13,04%	7,69%
General growth in outbound tourism in source market	10,22%	7,53%	5,45%	23,53%	32,26%	7,69%	4,35%	0,00%
Other	5,11%	6,45%	2,73%	5,88%	3,23%	3,85%	13,04%	0,00%
Competing destinations	4,01%	4,30%	2,73%	0,00%	12,90%	5,13%	0,00%	0,00%
No positive factors	2,92%	0,00%	5,45%	11,76%	0,00%	0,00%	0,00%	3,85%

Top negative factors for the development of tourism in Iceland



Neikvæðir þættir sem hafa áhrif á þróun íslenskrar ferðaþjónustu

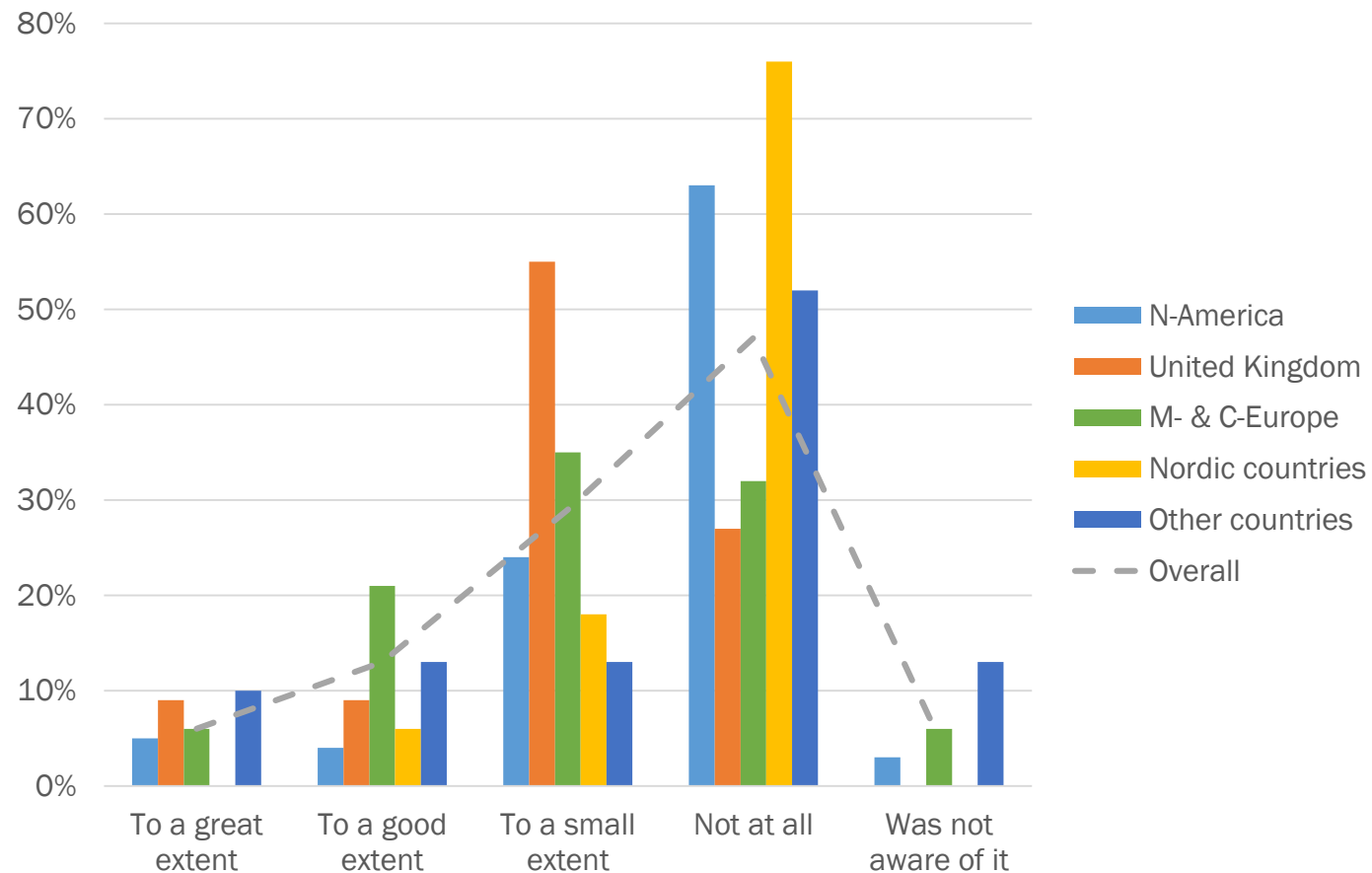
Markaðir

	All countries	N-America	Central & S-Europe	Nordic countries	Distant markets	United States	United Kingdom	Germany
Price level / currency	76,64%	72,04%	82,73%	76,47%	61,29%	69,23%	86,96%	80,77%
Competing destinations	36,86%	39,78%	41,94%	64,71%	22,58%	38,46%	30,43%	38,46%
Growth in tourism in Iceland	31,75%	23,66%	50,54%	47,06%	12,90%	28,21%	26,09%	50,00%
Air connections / supply	27,37%	19,35%	35,48%	29,41%	35,48%	17,95%	34,78%	26,92%
Availability of service from local suppliers	19,71%	17,20%	23,66%	23,53%	25,81%	15,38%	17,39%	19,23%
Trendy destination	14,60%	18,28%	17,20%	5,88%	6,45%	17,95%	17,39%	11,54%
Level of service and quality from local suppliers	13,14%	10,75%	21,51%	11,76%	9,68%	8,97%	4,35%	11,54%
No negative factors	10,22%	18,28%	4,30%	0,00%	12,90%	19,23%	13,04%	3,85%
Tourism policy of the destination	9,85%	2,15%	16,13%	5,88%	19,35%	2,56%	13,04%	11,54%
Marketing efforts / promotion	8,39%	3,23%	9,68%	5,88%	22,58%	3,85%	13,04%	7,69%
General growth in outbound tourism in source market	8,03%	4,30%	10,75%	5,88%	9,68%	2,56%	17,39%	3,85%
Sustainability of the destination	8,03%	3,23%	5,38%	11,76%	22,58%	2,56%	21,74%	15,38%
Other	6,57%	5,38%	6,45%	5,88%	9,68%	5,13%	13,04%	0,00%
Safety of the destination	0,73%	0,00%	0,00%	5,88%	3,23%	0,00%	0,00%	0,00%

WOW air

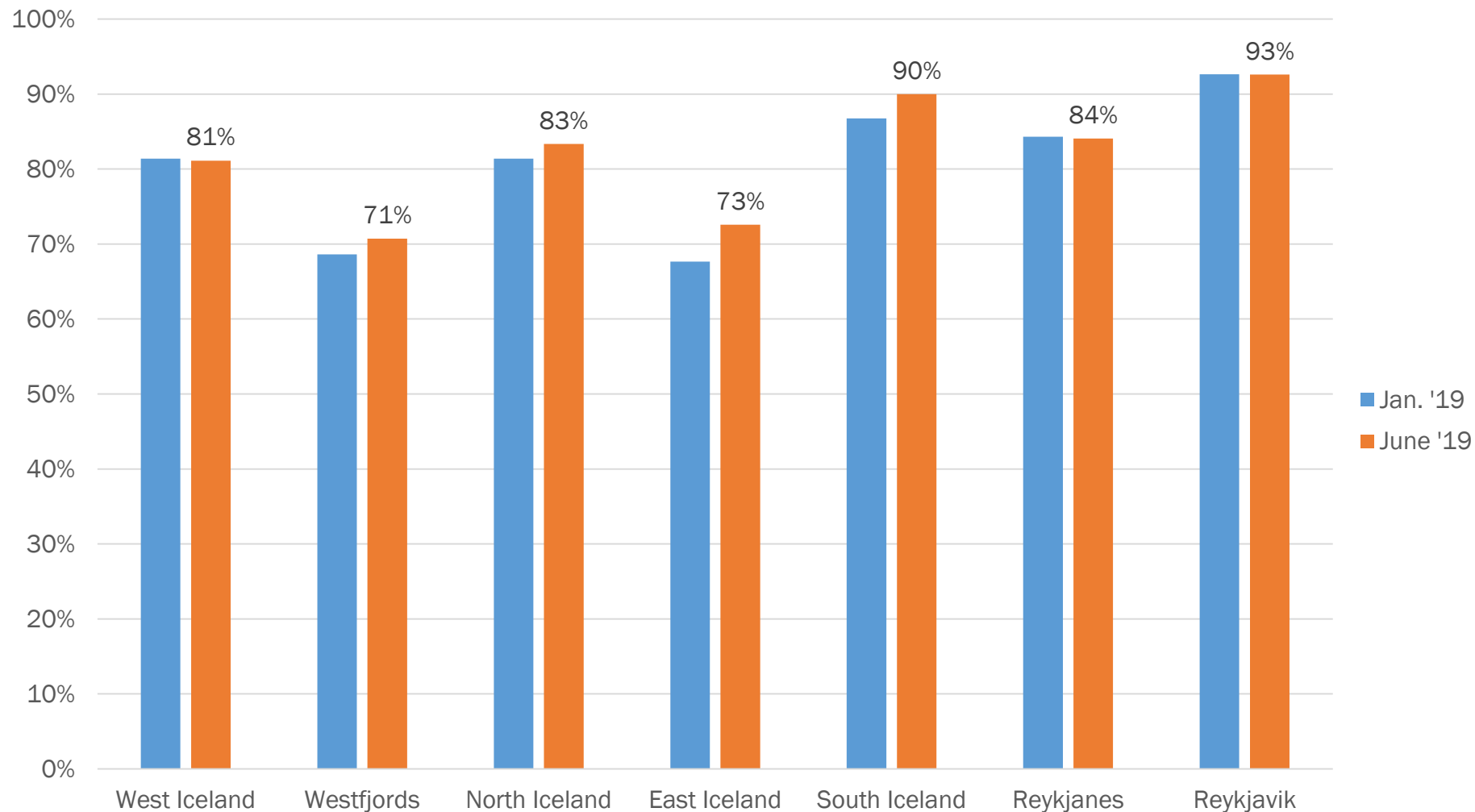
To what extent did the bankruptcy of the airline WOW air affect your business?

- Overall the bankruptcy of the airline WOW air had a limited affect on the participants business.
- Participants from the United Kingdom and Central & Southern Europe stand out regarding negative affects.



Knowledge of the Icelandic regions

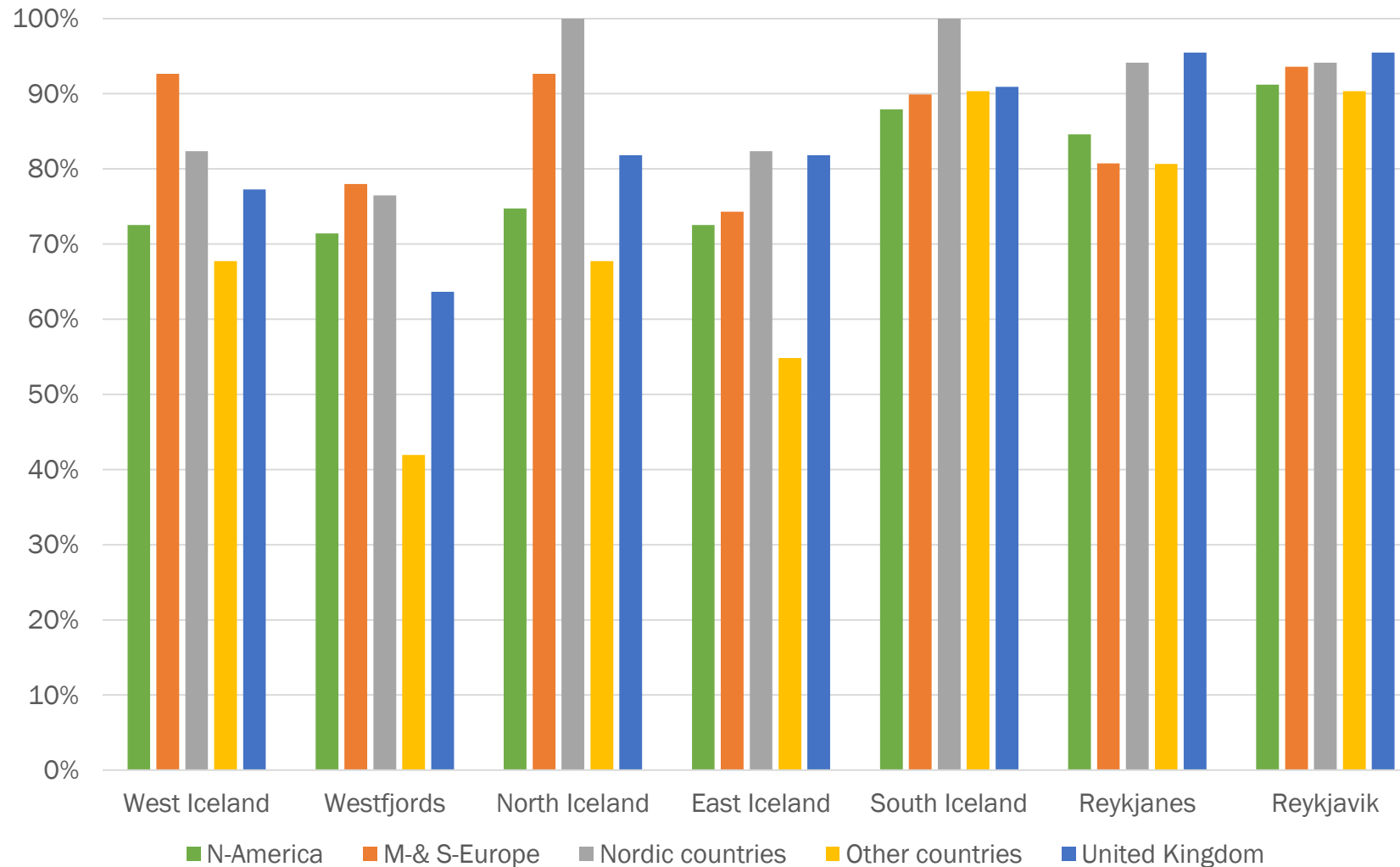
Which of these areas of Iceland are you aware of, or have you heard of?



Knowledge of the Icelandic regions

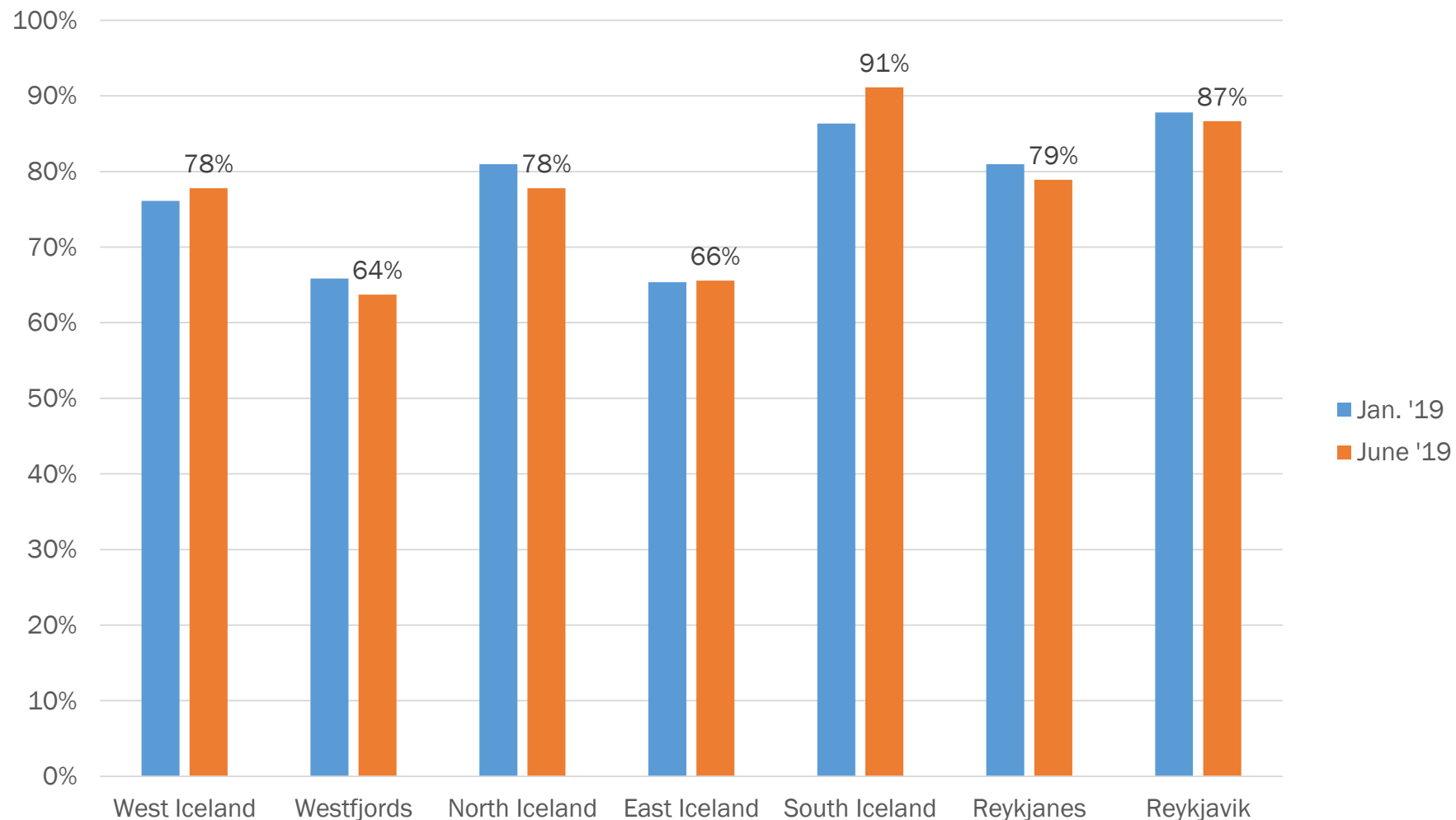
Markets

Which of these areas of Iceland are you aware of, or have you heard of?



Interest in tour bookings to the regions

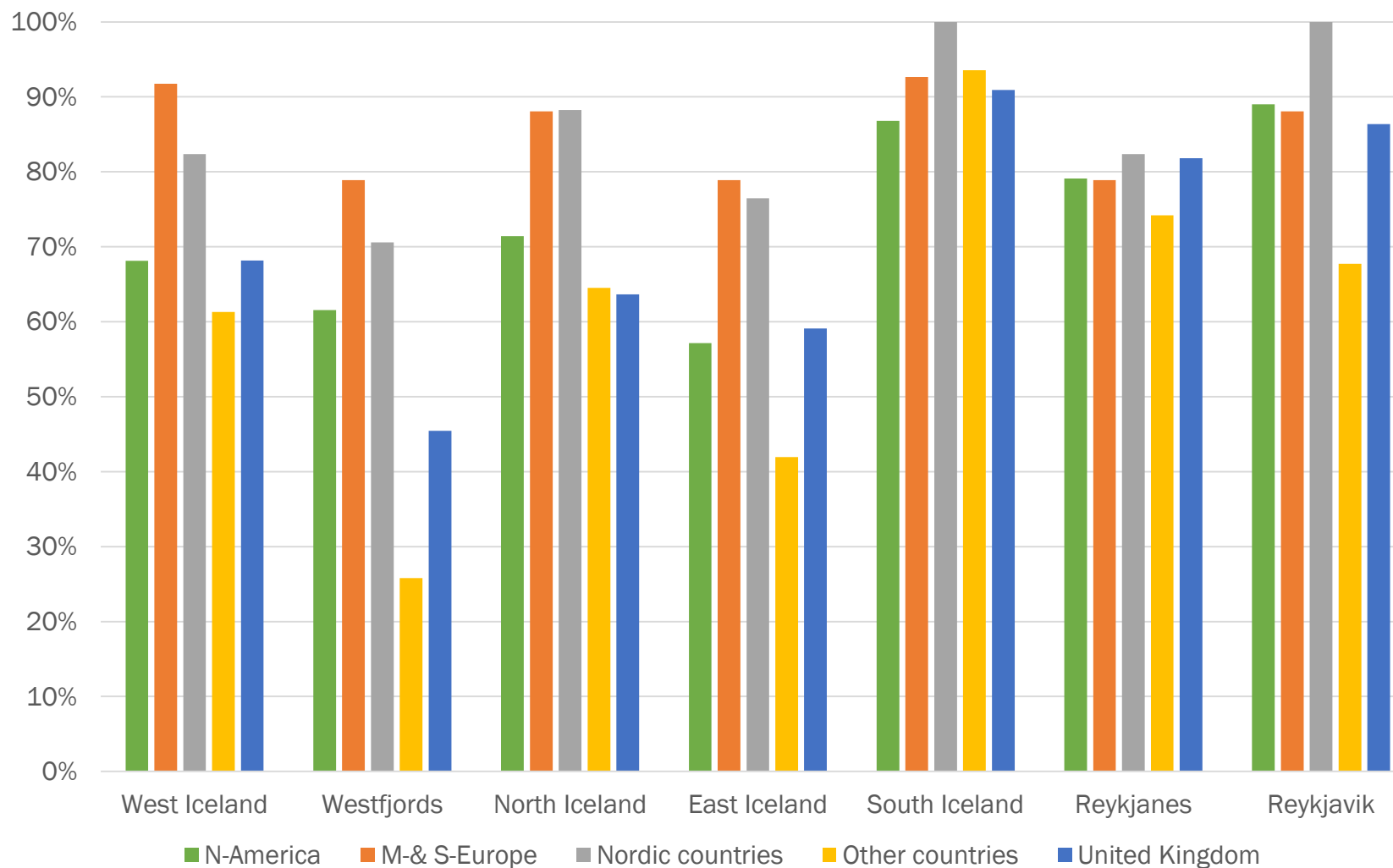
Which of these areas of Iceland would you consider offering travel packages for your customers?



Interest in tour bookings to the regions

Markets

Which of these areas of Iceland would you consider offering travel packages for your customers?



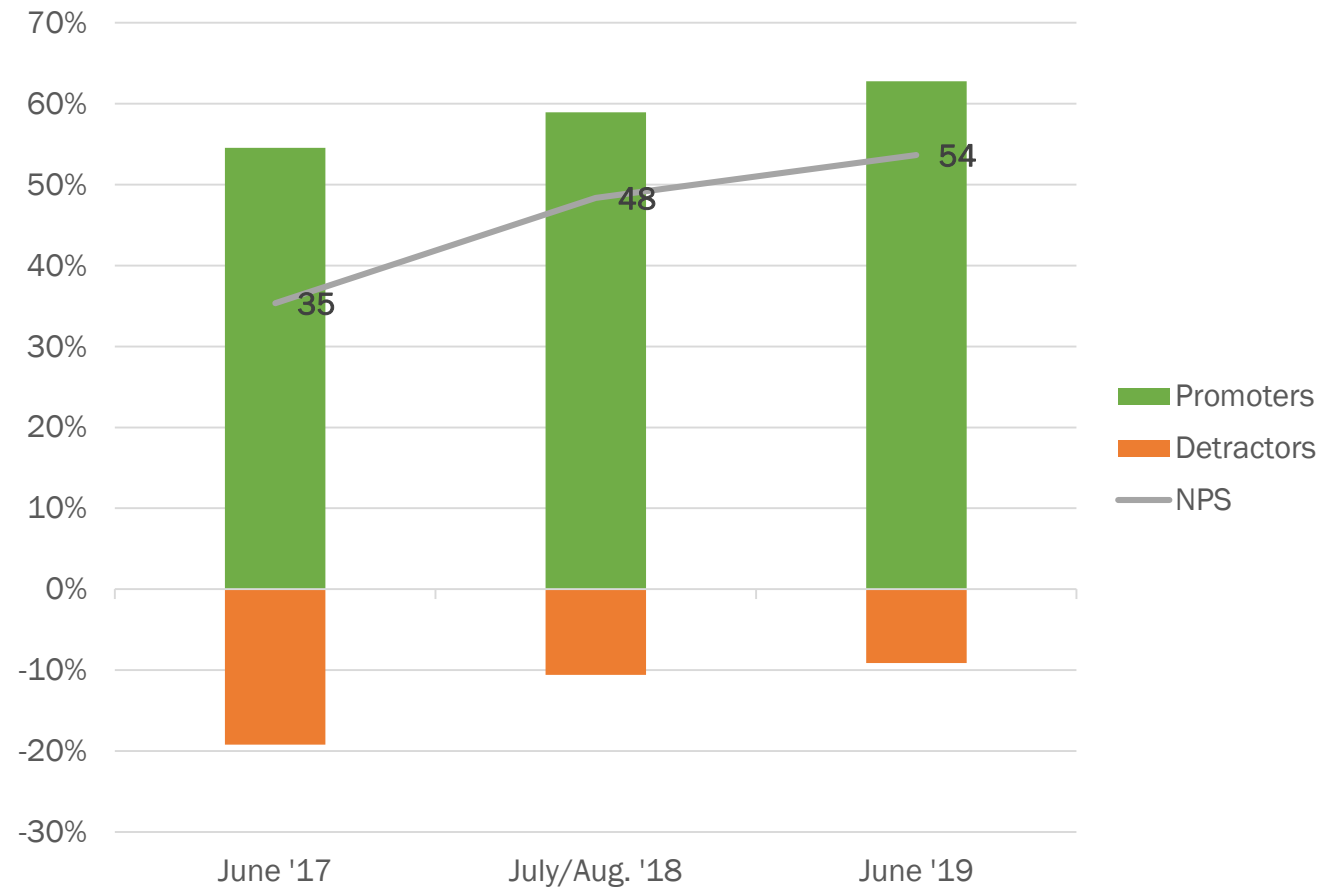
Net Promoter Score (NPS)

On a scale from 0-10, how likely are you to recommend Iceland as travel destination to a customer or a colleague?

The NPS score for the destination was **53,65 points**

+5,31 from Jul/Aug 2018

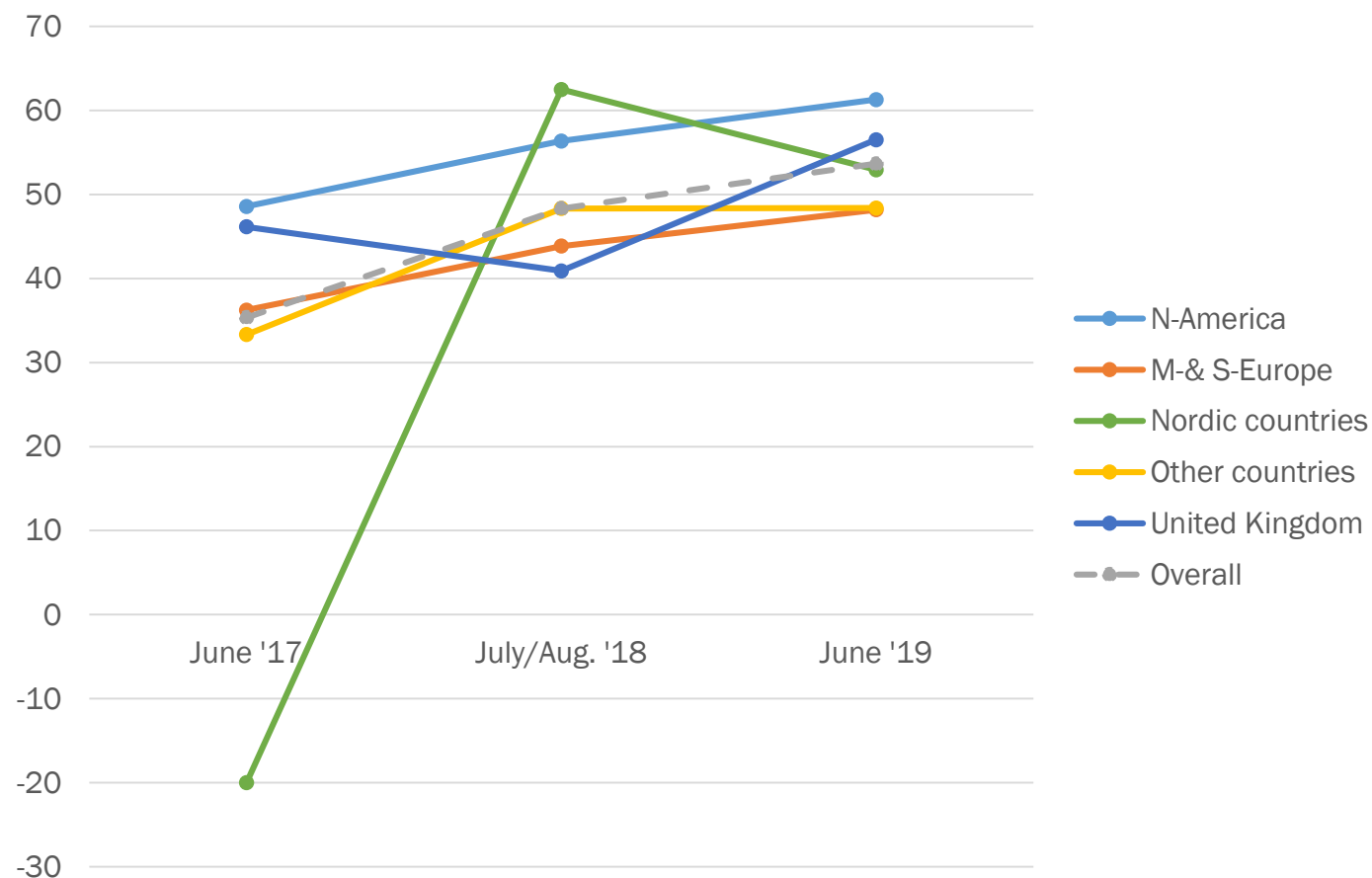
+18,30 from June 2017



Net Promoter Score (NPS)

Markets

- The NPS score is higher in most market compared to previous years.
- The highest NPS score was among participants from North America but the lowest from Central & Southern Europe and distant markets.
- The great turnover in the NPS score among participants from the Nordic countries are noteworthy.



Why are those that are **negative** towards Iceland not recommending the destination?

“Late pricing by Icelandic suppliers for upcoming seasons...”

“Too expensive !!!!!”

“The absent will of the Icelandic government to protect their nature.”

“The price to performance ratio is not correct. Capacity is overloaded.”

What would it take to make those that are **neutral** more likely to recommend Iceland as a destination?

“More campaigns geared toward independent travellers”

“More direct flights”

“Support to promote the destination”

“Prices should be more competitive with other destinations”

“More balance between prices and quality”

“Organise more presentations and FAN tours to tour operators so they get to know more about destination”

Why are those that are **positive** towards Iceland recommending the destination?

“... the goods and services have really raised the bar in the past five years”

“The food scene is pleasantly surprising, nature is beautiful and the people are friendly”

“Iceland is a very unique place due to its spectacular nature.”

“Very versatile destination .”

“Very unique and safe country to visit.”

“A lot to do and see and good quality accommodation”

RESEARCH PREPARED BY PROMOTE ICELAND

June 2019

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