

Könnun meðal farþega skemmtiferðaskipa

Reykjavík sumar 2023

Rannsóknamiðstöð ferðamála fyrir Faxaflóahafnir

Þórný Barðadóttir 2023



Faxaflóahafnir sf
Associated
Icelandic
Ports

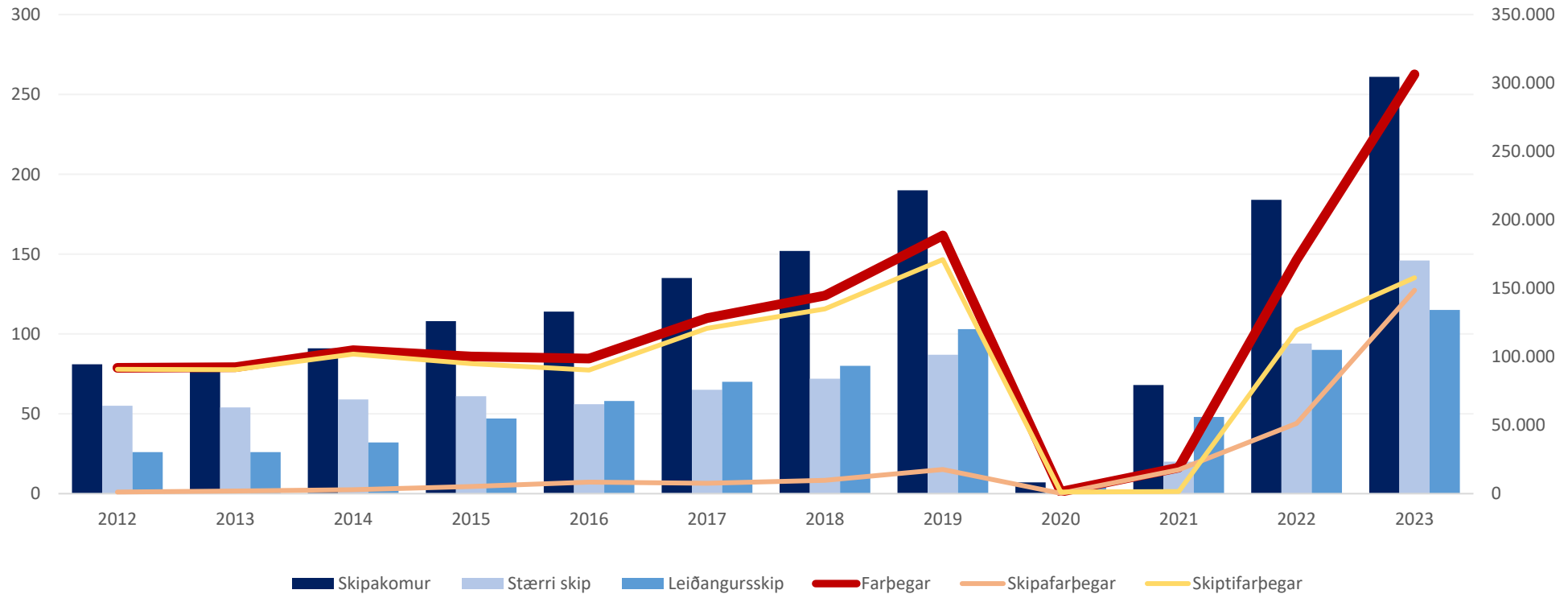


RANNSÓKNAMIÐSTÖÐ
FERÐAMÁLA
ICELANDIC TOURISM
RESEARCH CENTRE



Komur skemmtiferðaskipa

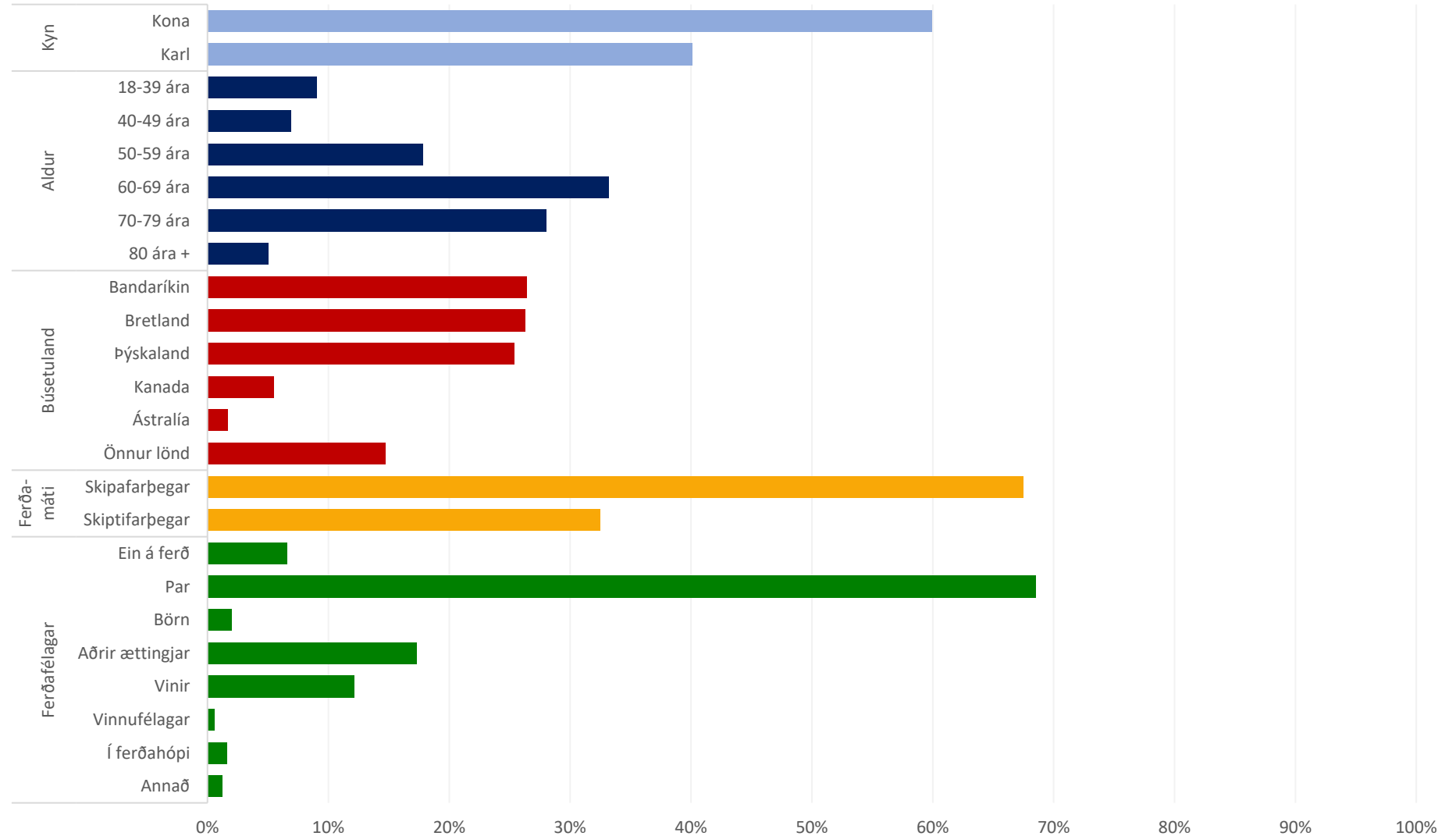
Fjöldi skipakoma og farþega til Reykjavíkurhafna
- samtals og skipting eftir a. stærð skipa og b. skipa- og skiptifarþegum





Niðurstöður

Upplýsingar um svarendur

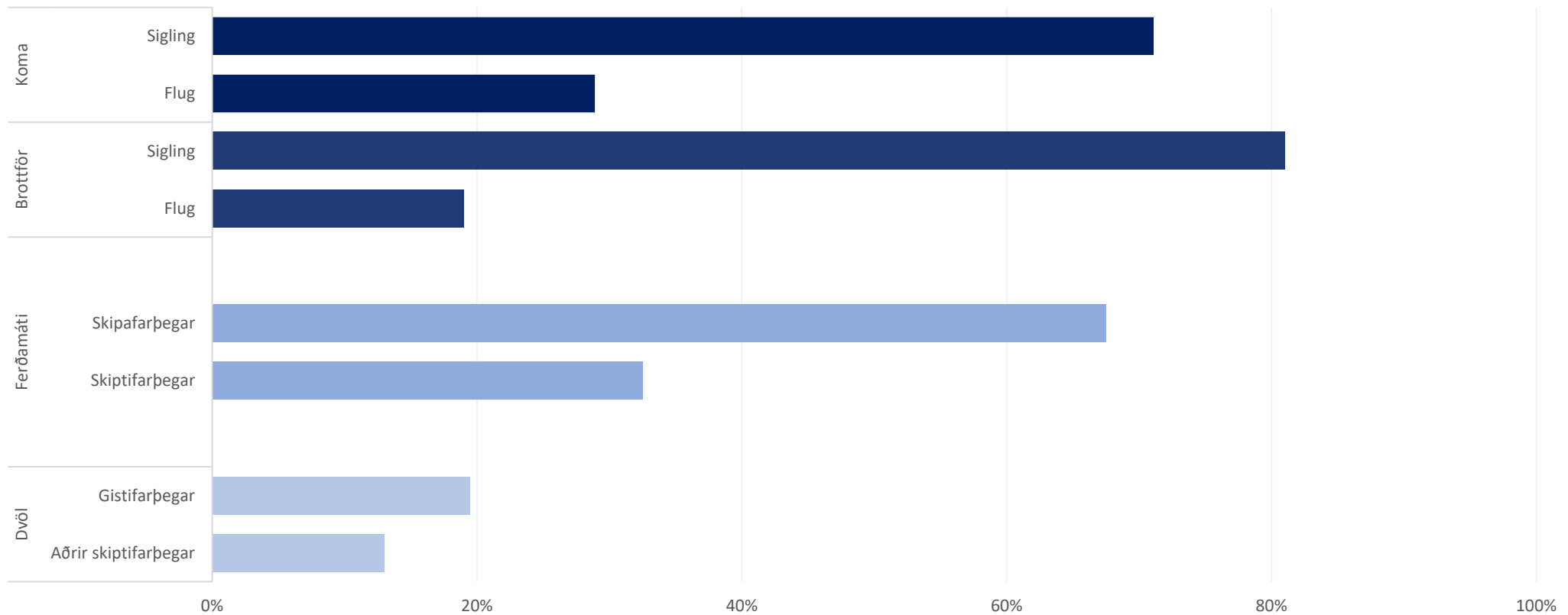


Ferðamáti og dvöl í landi

Spurning a: Ferðaðist þú til landsins með skemmtiferðaskipi eða flugi? Fjöldi svara: 802. Heildarfjöldi í könnun: 806. Svarhlutfall 100%

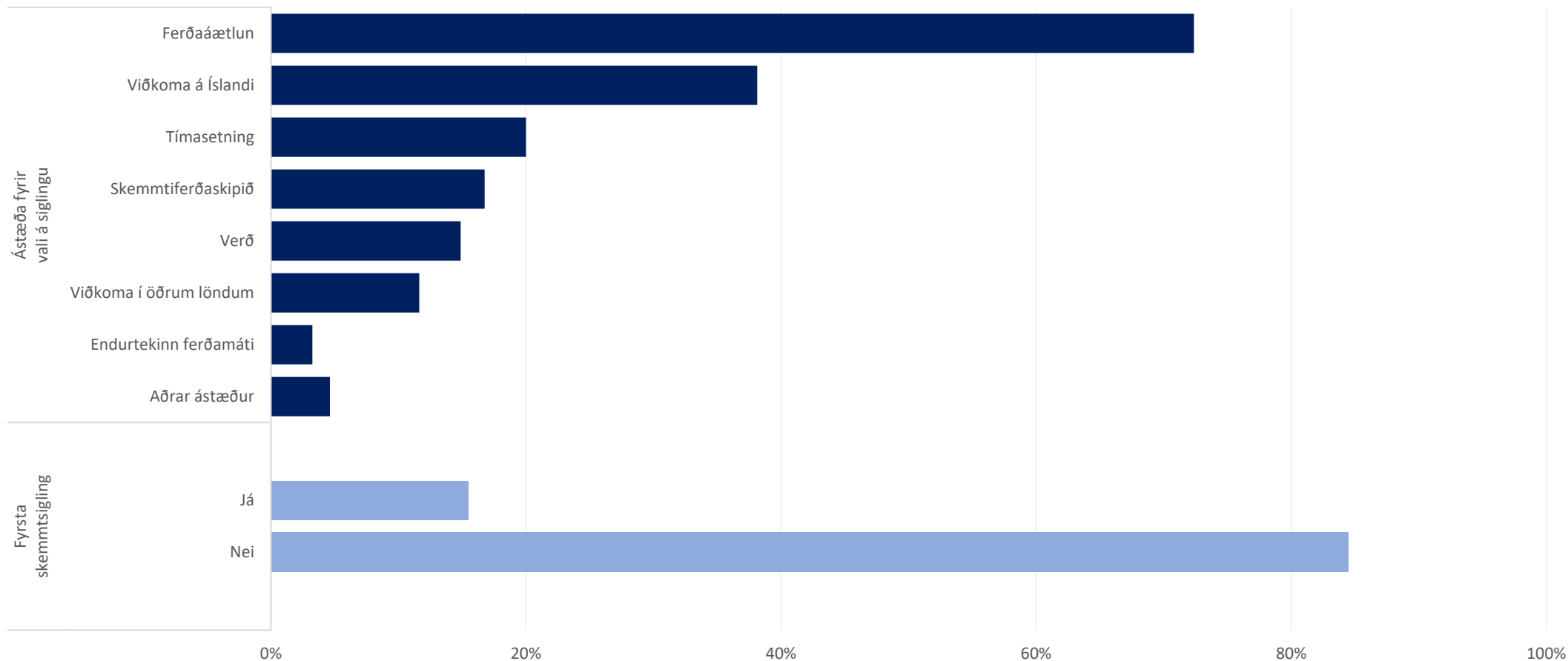
Spurning b: Ferðast þú frá landinu með skemmtiferðaskipi eða flugi? Fjöldi svara: 786. Heildarfjöldi í könnun: 806. Svarhlutfall 98%

Spurning c: Gistir þú á Íslandi fyrir eða eftir siglinguna? Fjöldi svara: 801. Heildarfjöldi í könnun: 806. Svarhlutfall 99%



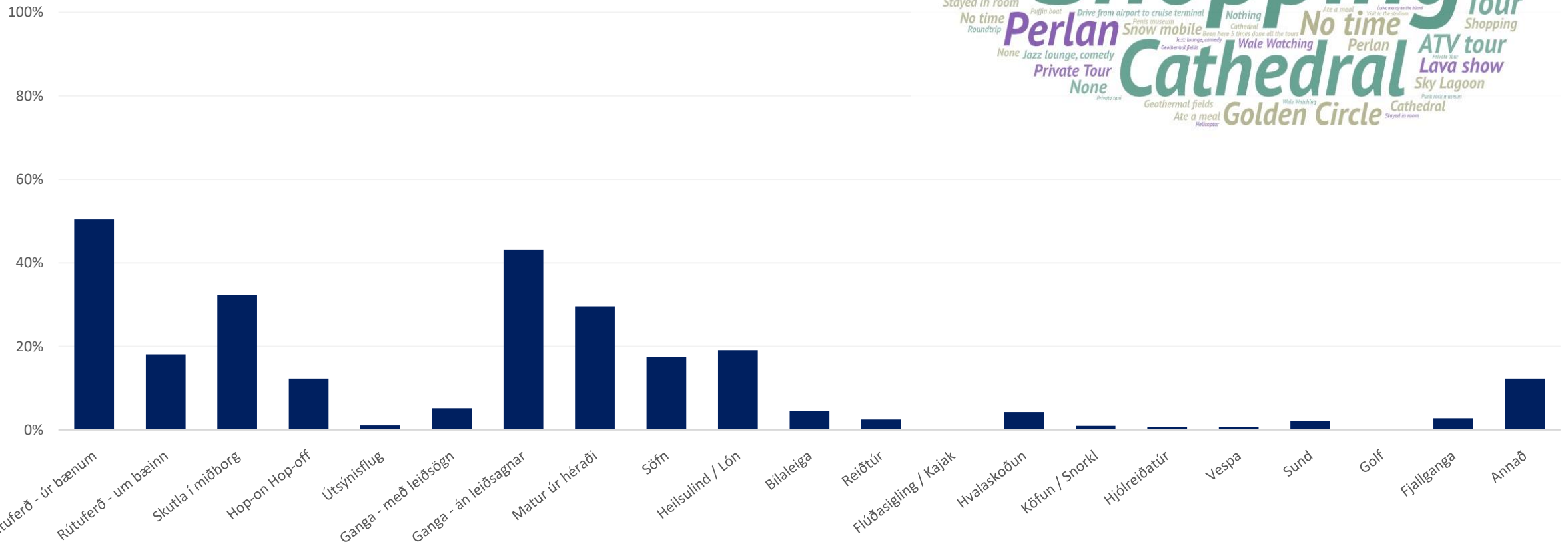
Val á viðkomandi siglingu

Spurning: Hvers vegna valdir þú þessa siglingu? Fjöldi svara: 800. Heildarfjöldi í könnun: 806. Svarhlutfall 99%



Afþreying í landi

Spurning: Vinsamlega merktu við allt það á listanum sem þú upplifðir í heimsókn þinni til Reykjavíkur? Fjöldi svara: 724. Heildarfjöldi í könnun: 806. Svarhlutfall 89,8%

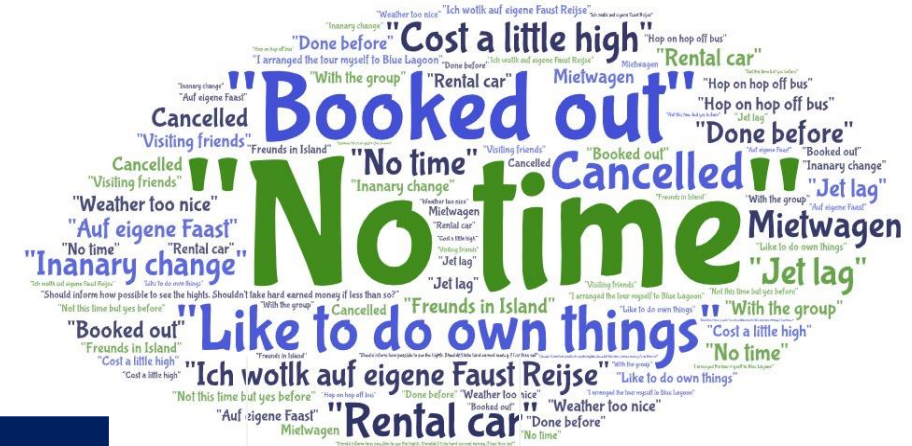
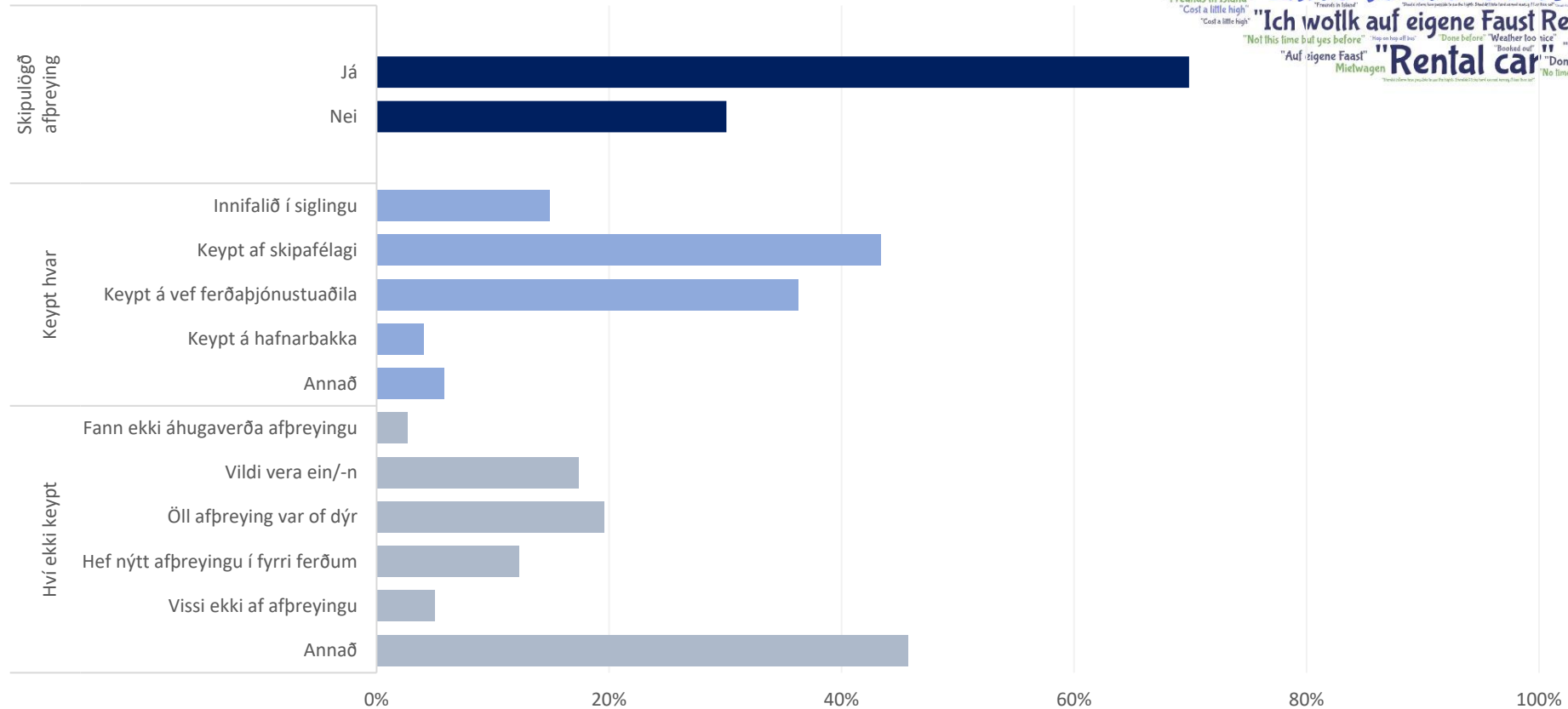


Kaup á afþreyingu í landi

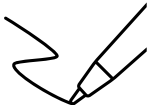
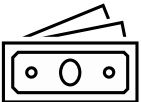








Spurning a: Nýttir þú skipulagða afþreyingu í heimsókninni til Reykjavíkur? Fjöldi svara: 795. Heildarfjöldi í könnun: 806. Svarhlutfall 99%%

- ef já: Hvar var sú afþreying keypt? Fjöldi svara: 537 Heildarfjöldi í könnun: 806. Svarhlutfall 67%


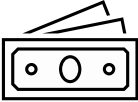










- ef nei: Hver var ástæðan? Fjöldi svara: 219 Heildarfjöldi í könnun: 27%




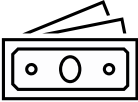












Útgjöld

| | Heildarútgjöld | Gisting | Veitingar | Afþreying | Samgöngur | Menning | Minjagripir | Verslun | Annað |
|----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
|  Heildarsvörun |  44.717 |  10.575 |  5.097 |  19.293 |  3.219 |  979 |  2.530 |  2.587 |  437 |

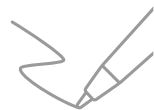
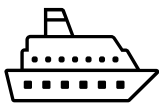
Útgjöld – skipa- og skiptifarþegar

| | Heildarútgjöld | Gisting | Veitingar | Afþreying | Samgöngur | Menning | Minjagripir | Verslun | Annað |
|-----------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
|  Heildarsvörun |  44.717 |  10.575 |  5.097 |  19.293 |  3.219 |  979 |  2.530 |  2.587 |  437 |
|  Skipafarþegar | 27.912 | 0 | 1.887 | 20.171 | 728 | 554 | 2.051 | 2.047 | 474 |
|  Skiptifarþegar | 78.462 | 30.958 | 11.754 | 17.952 | 8.361 | 1.855 | 3.520 | 3.701 | 361 |

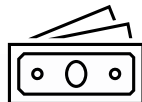
Útgjöld – gisti- og aðrir skiptifarþegar

| | Heildarútgjöld | Gisting | Veitingar | Afþreying | Samgöngur | Menning | Minjagripir | Verslun | Annað |
|-------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
|  Heildarsvörun |  44.717 |  10.575 |  5.097 |  19.293 |  3.219 |  979 |  2.530 |  2.587 |  437 |
|  Skipafarþegar | 27.912 | 0 | 1.887 | 20.171 | 728 | 554 | 2.051 | 2.047 | 474 |
|  Skiptifarþegar | 78.462 | 30.958 | 11.754 | 17.952 | 8.361 | 1.855 | 3.520 | 3.701 | 361 |
|  Gistifarþegar | 97.626 | 41.271 | 15.143 | 17.971 | 11.762 | 2.474 | 4.221 | 4.364 | 417 |
|  Aðrir skiptifarþegar | 29.010 | 0 | 4.720 | 17.914 | 1.218 | 556 | 2.046 | 2.311 | 245 |

Útgjöld



Heildarútgjöld



44.717

Gisting



10.575

Veitingar



5.097

Afþreying



19.293

Samgöngur



3.219

Menning



979

Minjagripir



2.530

Verslun



2.587

Annað



437

Reykjavík 2023

27.912

0

1.887

20.171

728

554

2.051

2.047

474

Akureyri 2018
(framreiknað til verðlags 2023)

14.082

0

751

10.144

546

110

1.238

997

296

Húsavík 2019
(framreiknað til verðlags 2023)

15.624

0

240

12.259

0

765

997

352

775

Siglufjörður 2019
(framreiknað til verðlags 2023)

4.210

0

589

915

0

1.477

296

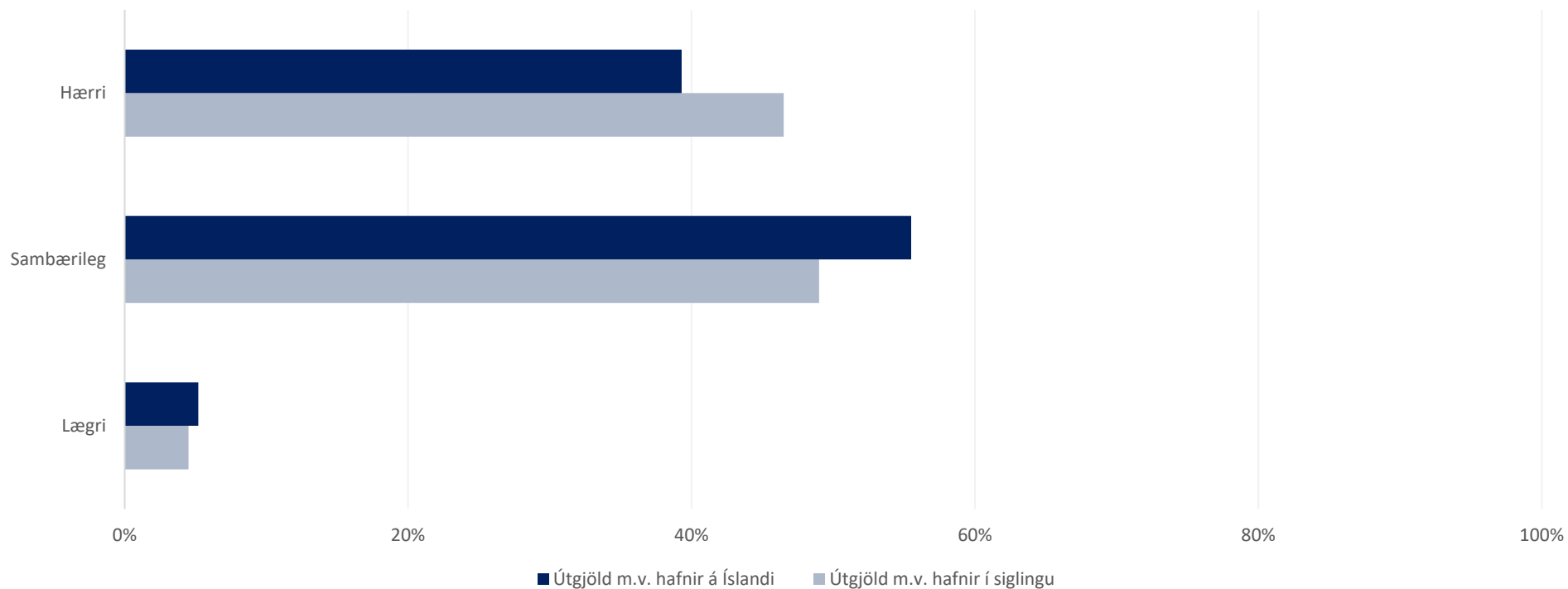
932

100

Útgjöld í samanburði við aðrar hafnir

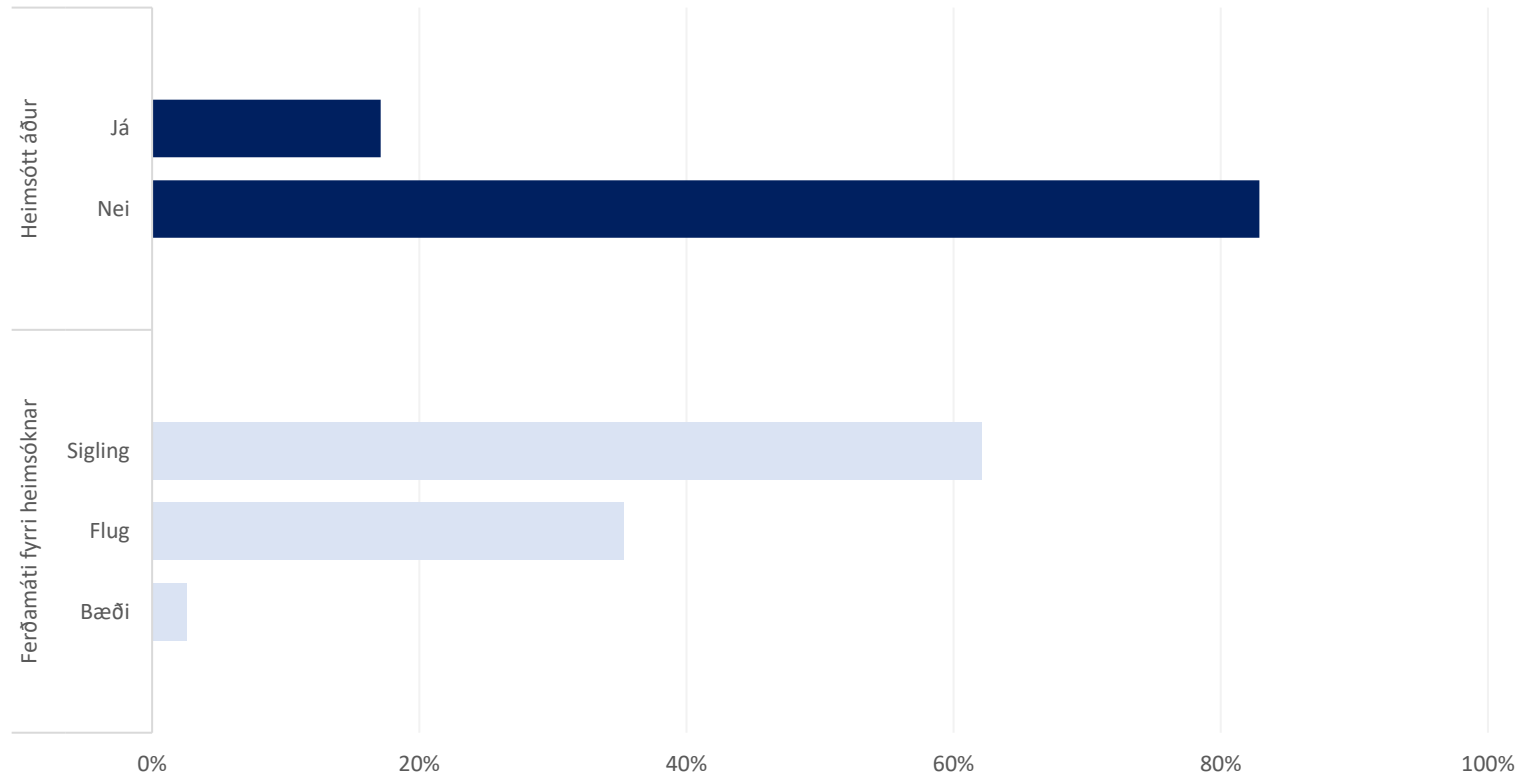
Spurning: a. Vinsamlega áætlaðu útgjöld þín í Reykjavík nú í samanburði við útgjöld í öðrum íslenskum höfnum? Fjöldi svara: 422. Heildarfjöldi í könnun: 806. Svarhlutfall 52%%

Spurning: b. Vinsamlega áætlaðu útgjöld þín í Reykjavík nú í samanburði við útgjöld í öðrum höfnum á siglingarleið? Fjöldi svara: 467. Heildarfjöldi í könnun: 806. Svarhlutfall 58%%



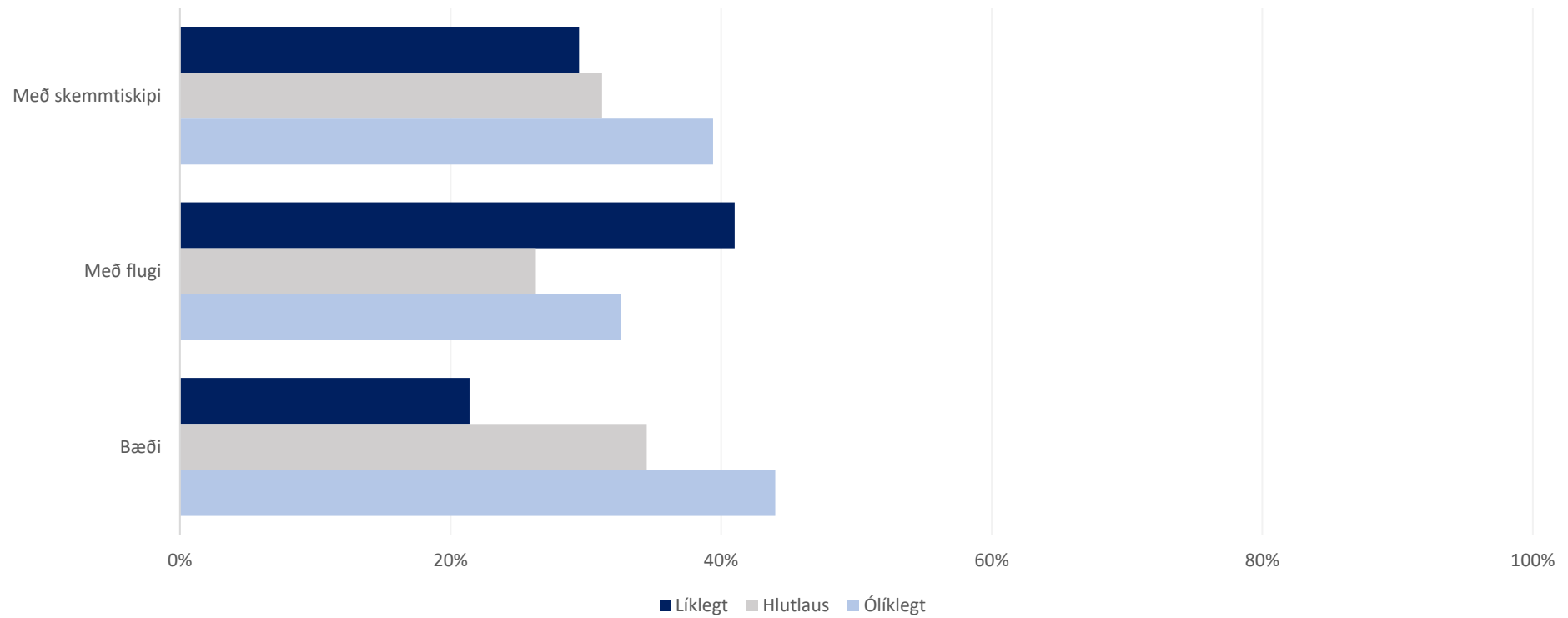
Fyrri heimsóknir

Spurning: Hversu ánægjuleg var heimsóknin til Reykjavíkur? Fjöldi svara: 794. Heildarfjöldi í könnun: 806. Svarhlutfall 99%



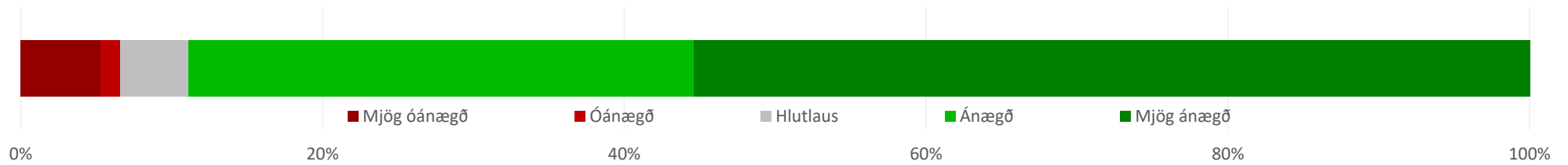
Áætlanir um endurkomu

Spurning: Er líklegt að þú heimsækir Ísland á ný og þá með hvaða ferðamáta? Þríkosta spurning. Svarhlutfall sigling 76%: - flug 69%- samtíðinnun 59%



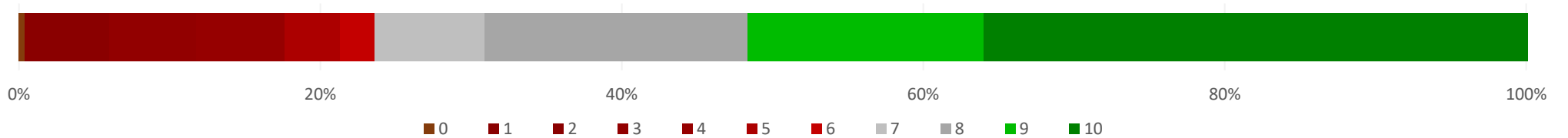
Ánægja og meðmæli

Spurning: Hversu ánægjuleg var heimsóknin til Reykjavíkur? Fjöldi svara: 794. Heildarfjöldi í könnun: 806. Svarhlutfall 99%



Meðmæli

Spurning: Á kvarða 0-10, hversu líklegt er að þú mælir með Reykjavík sem áfangastað? Fjöldi svara: 792. Heildarfjöldi í könnun: 806. Svarhlutfall 98%



Að lokum



Takk



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