

A Survey of Foreign Travellers in Iceland

The Summer Season 1991



Summary in English



Félagsvísindastofnun

February 1992

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SUMMARY IN ENGLISH

Conducted for:

The Vest-Norden Travel Committee

In association with:

The Icelandic Tourist Board

The Institute of Regional Development

Icelandair

The Association of Icelandic Travel Agencies

The Icelandic Hotel and Restaurant Association

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Introduction

The Icelandic survey of foreign travellers 1991-1992 is a part of a larger project sponsored by the Nordic Council which aims at comprehensive collection of data concerning tourism in Iceland, Greenland and the Faroe Islands. The primary goal of this effort is to provide the tourist industry with information that will facilitate the organization and future development of the trade. The results of this current report cover the first quarter of the survey period, and the most important one, the high season (July-August) of 1991.

Participants in the survey were approached by interviewers immediately prior to their departure from the country, whether by sea or air. Response rate was very high, about 75% on average, and the final number of valid participants was 3274. Comparison of proportional numbers of the survey participants from respective countries with data from the Icelandic Immigration Service shows that the national composition of the sample of respondents is very close to the actual composition of all visitors to Iceland during the survey period, the deviation being less than 1%.

Results

Most of the foreign travellers who visited Iceland in the summer of 1991 are of middle class status (51%). About 25% of respondents have university education. Employers and administrators are the second largest group (13%), followed by students (11%), housewives and pensionists (10%), skilled workers and technicians make up about 7% of the sample and unskilled workers are about 8% of the sample. In accordance with this, the reported household income of the travellers is in the upper levels of the income scale compared to the average of their own country. About 50% of respondents claim to earn more than the average household income of their home country, and 40% say their income is about the average. 10% of respondents say their income is lower than the medium household income of their country, and this group is mostly made up of the younger age group.

A proportionally large number of Germans come from the working class, and the same trend, although not as large, appears amongst Austrians and Italians. An exceptionally large number of visitors from

North-America has a college or university education and/or holds professional positions, whereas only a few of them seem to be managers or run their own businesses. Among the British and the Danish, by contrast, we find a larger number of managers and employers, which often seem to come here in connection with their work. A comparably large number of visitors from Sweden, Norway, France and Italy are university educated and/or professionals, but these groups are smaller among Austrians, Germans and the British. Students are a significant part of Swedes, Germans, the Finns and Danes. North-Americans seem to be generally from higher income groups than the travellers from other market areas.

About 60% of the total number of respondents are men, which is not surprising considering that they more often come here for business reasons. Almost two out of every three respondents are in the age group from 25 to 55 years, and the largest group is in the 26-35 cohort, which comprises about 25% of all foreign travellers in the summer of 1991. About 17% are younger than 25, and only 7% are in the retirement age, or over 66 years of age. The mean age of all travellers is around 40 years. Visitors from Germany, Italy, the Netherlands and Belgium are comparably youngest on average while North-Americans are a little above the mean age. The pensioners' age group is twice as large among North-Americans than among visitors from other market areas (14% compared to 6-7,4%).

In agreement with the statistics from the Immigration Service the results from questions concerning nationality and country of residence show that the group of Germans is the largest single national group, but other large groups are inhabitants of the Nordic countries, United States and the United Kingdom. Frenchmen, Italians and the Swiss have been visiting Iceland in increasing numbers in recent years. These figures concerning the nationality of travellers can be reliably used as indexes of the relative size of market areas for the Icelandic travel industry.

About 86% of the foreigners who visited Iceland in the summer of 1991 came here to spend their holidays, 9% said they were visiting friends or relatives, just over 5% came here primarily on business, just over 6% came to attend a conference or meeting or because of their work, and 7% had other reasons. Many respondents had more than one reason for their visit, for example combining business or work with excursions and holidays. Travellers on holiday were asked to state how many years ago the idea of visiting Iceland occurred to them, and whether other countries

competed with Iceland during the decision-making period. The most common answer to the former question was that the idea was about three years old, and about one-third of the respondents said that other countries were considered as well. The countries most often named in response to the latter question were North-America, The United Kingdom (including Ireland), Norway and several Asian countries. Then came Greenland, Sweden, Finland and the Faroe Islands, in that order.

When asked about the sources of information that contributed to their decision to visit Iceland, most respondents said the information came from books and brochures, friends and relatives as well as travel agents (each of these was a contributing factor for about 35% of the respondents). Other sources were magazines and newspapers (24%) and experience from former visits (11%). On average the tour was booked or bought around 10 weeks before departure, but the distribution behind this average is very large. About 37% bought the tour one month or less in advance of departure, about 40% 2-3 months in advance and others had an even longer preparation time. Nearly 80% of the respondents bought the tour through a travel agency or an agent, and about 8% bought it directly from Icelandair.

23% of respondents travelled alone, 63% travelled with family, friends or relatives, and just under 14% were in other types of groups (clubs, societies, school groups, work groups etc. the average size of which was 24 people). The average number of family members, friends or relatives travelling together and sharing expenses was three.

About one-fourth of the visitors travelled to other countries on the same tour, which were most frequently Denmark, the United States, Greenland, Norway and the Faroe Islands. Just under 36% of the respondents travelled on organized tours, 56% had their trip individually arranged and 8% had combined organized tour with individually arranged travel.

The average length of time that respondents spent in Iceland was 15.2 days. The most frequent answer was 14 days, although the variability in length of stay was much larger than these numbers might lead one to expect. About 8% spent 1-3 nights, 17% spent 4-7 nights, just under 40% spent 8-14 nights and 35% stayed here for more than 2 weeks. Concerning length of stay in various parts of the country, the average pattern of responses was as follows. The average length of stay in the

Reykjavík area was 4.3 nights, in the southern part 2.8 nights, in the northern part 2.4 nights, on the east coast 1.2 nights, in the central highlands 1.2 nights, in the western part 1 night and 0.4 nights was the average length of stay in the Vestfjords. These averages show that length of stay in different parts of the country is very variable, and that many do not travel much outside the Reykjavík area. All respondents spent one or more nights in Reykjavík, 61% spent one or more nights along the southern coast, 58% spent a night in the northern part, 41% in the eastern part, 28% in the central highlands and only 13% spent at least one night in the Vestfjords area.

The cost of the return ticket, whether by air or sea, was on the average 49.000 Icelandic kronur (about 845 U.S. Dollars). Those who travelled in organized tours groups had on the average paid 117.000 kronur for the package (about \$2.017). The average amount of other expenses, that is when tour package or ticket is excluded, was around 43.000 (\$741) kronur for the whole trip, or just over 4000 kronur (\$69) per person for each day of the stay. The combined total costs for each traveller, that is ticket or tour package plus other expenses during the stay, were about 122.000 Icelandic kronur (\$2.103). That makes the total expenditure when controlled by the duration of the trip, 13.000 kronur (\$224) for each day of the tour. The size of the total expenditure was, however, very variable among respondents, as the standard deviation is larger than the average amount.

The above figures, concerning expenditures of travellers, are higher than those found in official records. This can be explained by the fact that the current figures are based on data collected only during the summer seasons when airline tickets and other services cost more than during other parts of the year. The summer visitors can also be expected to spend more than off-season visitors.

A large majority of respondents who were travelling in package tours said that both fare (by air or ship) and accomodation were included in the package (94-95%), and 69% reported that sightseeing tours were included as well. 32% had some part of their meals included in the package, 17% had all meals included and 29% had half of them included. About 16% of package tourists had some form of entertainment included in the tour package.

Respondents were asked to rate the price level of those items and services which frequently constitute the main expenditures of tourists. The price level of 7 items was rated on a three point scale (too high, acceptable, lower than expected). Not all respondents could be expected to be familiar with all items so the possibility of answering 'don't know' was also given. When looking at the answers of all respondents in the survey, the most striking result is that 71% say that the price of food and drink is too high. 36% say that price of accomodation is too high, 35% think the price of souvenirs and gift items is too high, 32% mention car rental, 22% sightseeing, 20% entertainment and 15% thought that price of general transportation was too high. When the results are looked at again, but this time only for those who felt they had enough knowledge or experience of the respective costs to answer the question and rate the prices of various items (1271-3021 persons), some changes occur. Then the price of car rental seems to bother the travellers most, with 83% saying it is too expensive. Food and drink follow with 77% thinking it to expensive, then souvenirs (48%), accommodation (47%), entertainment (45%), sightseeing tours (38%) and finally transportation (35%). Respondents stating that prices were lower than expected were very rare.

Respondents were asked to state in their own terms what had been the most unpleasant aspect of the travel experience in Iceland, or what had caused them most disappointment. They were also asked to state what had been most pleasing about the tour and finally what they had found most surprising during their stay.

About 50.3% of the respondents had nothing to complain of. Only 9% had nothing positive to say about their stay and only 28% stated that nothing had surprised them.

Among those who did state something negative about their stay, the most frequent disappointment was connected with price level (16.7% of respondents) and some respondent had particular items in mind (often food, drink, accommodation, car rental etc.). The second most frequent answer was concerning the weather (7.5%), most frequently mentioned were too much cold, wind and rain. The third most common complaint was about conditions and facilities at camping areas and accomodation, such as inadequate guesthouses (7.4%). The fourth most common answer pertained to roads and driving, such as bad roads, lack of road signs, uncivilized driving habits of the inhabitants (6.4%). The fifth most frequent complaint was that travel services, transportation, guidance and facilities

for tourists were thought to be insufficient or unsatisfactory (5.9%). Other frequent answers in this category stated that contact with Icelanders had been disappointing (3.4%), or that environmental protection was too neglected (2.4%), and a few complained of too many travellers in certain spots (1.6%).

In response to the question of the most pleasing aspect, the largest number of travellers chose to mention the country's nature and the land itself, often stating in particular the beauty of it, the variability and the contrasts in natural phenomena (58%). The second largest category of answers pertained to the people and stated that they were friendly, open, helpful, multilingual, hospitable and attractive (31%). The third largest category of answers referred to the peculiarities of Icelandic nature, (and is thus closely connected to the first), such as volcanic activity, waterfalls, geysirs, large open spaces, the ocean, light nights, lack of trees etc. (12%). The fourth most common category included tranquility, quietness, unspoilt nature, small numbers of tourists and people in general, the opportunity to be alone etc. (8%). Other items on this list of positive answers concern cleanliness, both of the air, water and nature (7%), good weather, sun and warmth (6%), services, accommodation and good food (6%), and finally the organization of travel service, guidance and information, which were singled out by 5% of respondents.

What surprised the travellers most about their stay in Iceland was roughly the following (both positive and negative). The land and its nature, beauty, contrasts, variability (21%), the weather, usually that it was better than expected (17%), various special aspects of Icelandic nature such as lava fields, glaciers, light nights, waterfalls, vegetation and fauna, the highlands etc. (14%). The people, or how helpful, friendly, lovely or multilingual they were (5%), prices and taxes of food, drink and tourism (5%), roads and driving styles (2%), numbers of tourists (1.5%), and finally the general quality of things, the high standard of living and progress since their last visit to the country surprised 3% of the respondents.

Nine out of ten respondents said they would recommend Iceland as a holiday destination to their friends, whereas 5% said they would not. When asked why not, a large majority of that group stated that travelling in the country was too expensive. Others said it was not suitable for everyone's taste, and still others thought the climate was too cold, the service bad, or that the country lacked activities to offer travellers. Several of those who said they would recommend the country made additional remarks, although

not asked for, stating for example that they would warn their friends about the prices or that they would not recommend it to just anyone.

All results of the survey were analyzed additionally by the nationality of respondents, so as to gain knowledge of possible differences in travel styles, travel expenditures, attitudes and background of people from different market areas. The following classification of countries into market areas was used. The Nordic countries (Denmark, Sweden, Norway, Finland); Western-Central Europe (The United Kingdom and Ireland, Germany, Switzerland, the Netherlands, Belgium, Austria); Southern-Europe (France, Italy, Spain, Portugal, etc.); North-America (The United States and Canada), Others (all Asian, Arabic, African, South-American and other countries).

Examples of results, when analyzed by nationality of respondents, are shown in **table 1** at the end of this summary. The top line shows the results of each question for the whole sample, and each line below shows the same results analyzed, first by nationality and then grouped into larger market areas. One interesting result is that although 85.8% of all travellers were here on vacation, the proportion of holiday-makers is very variable among different nationality groups. A large majority of the travellers from Germany, France, Switzerland, Italy and Austria came here to spend their holiday (94-99%), whereas travellers from North-America and the Nordic countries travel more frequently in connection with their work or on business. Holiday makers from the Nordic countries have thought about visiting Iceland for a longer time than holiday makers from other countries, although the idea of visiting Iceland seems to be oldest among North-Americans, who have had it on the average for about 45 months.

Those who most often travel here on holiday purposes (Germans, Frenchmen, the Swiss, Italians, Austrians), have usually bought the ticket at a travel agency, but the Danish are less likely to do so, which is not surprising considering that Icelandair operates an effective marketing bureau in their country. North-Americans and visitors from the Nordic countries are more often travelling alone than with their families, friends or relatives, compared to others. The proportion of travellers on organized package tours is largest among Austrians, Frenchmen, the Swiss and the British, but smaller among North-Americans and smallest among the Danes.

The average length of stay is very variable among different nations. North-Americans spend the longest time here, or just over 20 days on the average, followed closely by Belgians, the Dutch and Germans, who stay on the average 18-19 days. Visitors from Southern-Europe are just below the average in length of stay, but travellers from the Nordic countries, except Danes spend the shortest time on the average, or about 9 days. The Danish stay longer, or on the average 16 days.

Visitors from France, Italy, the Netherlands, Belgium, Finland and Germany seem to be more annoyed by the price of accommodation than others, but the French and the Germans complain more than others about the price of food and drink. The Swedes and the Finns are less likely to think prices of food and drink are too high, which is not surprising since the price level is also comparably high in their countries.

Little differences are found between nations in the frequency of their mentioning unpleasant or disappointing aspects of the trip. Visitors from the Nordic countries express less dissatisfaction than other respondents, and they are also somewhat more likely to state positive aspects regarding their stay here. Over 90% of travellers from most countries have something positive to say about the tour in Iceland.

Expenditures of foreign travellers from different countries on their tour to Iceland are also shown in table 1. The second last column shows the average total cost of the tour per person, including air ticket or ship fare and other expenses. The latter column shows the average total expenditure per person *per day*. The total cost per person was about 120.000 kronur (\$2069). This amount is naturally very dependent on length of stay, and therefore the total average cost *per day* was also computed. The total cost per person per day was shown to be just under 13.000 kronur (\$224). Travellers from Switzerland and Italy had the highest total costs, just over 150.000 on the whole (\$2586), which makes for 14.000-15.000 kronur per person per day (\$241-259). The second highest total expense was born by the North-Americans, 140.000 in total costs (\$2413) and 20.000 (\$345) per person per day. Following those are the French, who spend 127.000 kronur (\$2189) on the trip as a whole which makes 10.000 (\$172) for each day, and the Germans who spent 118.000 kronur on the whole (\$2034) and 8.000 for each day (\$138). The last figures show that longer stay does not have to mean higher expenses, as the Germans are among those who stay longest. If the most valuable tourists are considered those who spend the most per day, then the list of the most valuable tourists is as follows:

North-Americans, Italians, the Swedes, the Finns, the Swiss and the British. Those who are least valuable according to this criterion of greatest expense per day are the Germans, the Dutch and the Belgians, although the fact that the Germans come here in greatest numbers makes them an important group for the Icelandic tourist industry.

The results of this survey were also analyzed by the socio-economic-status and background characteristics of the respondents (for example sex, age, household income and educational status), and according to travel patterns (purpose of trip, whether respondents travel alone or with group and whether they travel by individual arrangements or on organized tour). Table 2 shows several examples of results from these analyses. It can be seen there that the youngest and the oldest groups are proportionally more often spending their holiday here, compared to other age groups, and that managers and employers are less often on holiday than people from other lines of work.

Older respondents buy their air ticket or package tours sooner than the younger ones. Those who are travelling on package tours buy their tour about 11 weeks before departure, but those who travel by individual arrangements buy the tour about 9 weeks prior to departure.

Little difference exists among national groups regarding where the tickets were bought. Those who came here on holiday on the other hand, have more often bought their ticket from travel agents, compared to those who come here on business or because of their work.

The older generation of travellers are more often travelling on package tours, or about 63% of the oldest age group compared to 20% of those who are 25 years old or younger. Travelling in package tours is also more frequent among people from the lower income groups, but on the other hand very infrequent among those who come to visit friends or relatives.

The younger tourists spend longer time on average in Iceland than the older ones. For example, those who are 25 years or younger stay 19 days on average, those between 26 and 35 stay here 17 days, those in the 36-45 year age group spend about 16 days, the 46 to 55 group stays 12 days, the 56 to 65 group stays about 11 days and those over 66 stay only 10 days on average.

Respondents in the lower income groups (often students) have usually stayed here longer than respondents in the higher income groups, who are proportionally more often businessmen and conference participants.

Males complain more than females about the prices of things in Iceland, and younger people also complain more than those who are older. Older respondents have fewer complaints on the whole. Travellers on holiday and those who travel with their families mention something negative more often compared to those who attended conferences or travelled alone, respectively.

There seems to exist a near perfect linear relationship between age of respondent and expenditures on the trip. Travellers who are over 66 years old spend about 155.000 kronur (\$2672) on the tour as a whole, which comes to about 18.000 kronur's expenditure (\$310) per day. Travellers in the youngest age group (under 25) spend about 95.000 kronur (\$1638) per person on the tour as a whole, or just over 9.000 kronur (\$155) per person per day. It is not surprising that respondents from the higher income groups spend much more than those from lower income groups, and that those who come to visit friends and relatives spend the smallest amount of money on their trip, or only 8000 kronur (\$138) per day on average. Travellers who come here on vacation spend about 12.000 kronur (\$207) per day on average, but those attending conferences or meetings spend almost 18.000 kronur (\$310) per each day on the average, that is on travel, lodging, food and other expenses combined.

Table 1: Examples of results by nationality and market areas

	On holi- day %	Months since idea	Tour bought from agent %	Travel with family, rel., friends %	Travel in package tour %	Length of stay in Iceland (days)	Say price of accomm. too high %	Say price of food too high %	Mention nothing negative %	Mention nothing positive %	Total costs per person (whole tour)	Total costs per person (per day)
All respondents	85,8	34,8	78,3	63,4	35,8	15,2	47,2	76,7	50,3	8,8	121.703	12.877
<u>Countries</u>												
USA, Canada	68,0	45,8	71,9	59,2	23,4	20,6	46,9	78,2	48,7	9,3	139.584	20.185
UK/Ireland	82,1	37,3	73,1	59,0	42,7	11,9	37,9	78,5	44,8	7,0	110.707	14.249
Germany	94,2	44,0	84,8	68,5	32,4	18,4	51,0	85,2	47,9	5,1	117.682	8.443
Denmark	70,8	19,4	50,4	61,5	10,8	16,0	43,8	71,4	58,4	15,3	96.222	11.904
Sweden	75,5	27,5	67,7	58,0	31,5	9,5	28,9	56,5	59,0	11,9	100.106	17.320
Norway	60,9	17,5	61,3	61,0	27,9	9,0	41,7	66,7	61,6	16,7	90.846	11.757
Finland	65,7	41,6	74,2	53,7	36,9	9,0	52,0	48,4	59,7	11,9	106.751	16.300
France	95,1	31,4	85,5	54,8	55,6	14,5	60,8	85,8	40,7	7,1	127.298	10.023
Switzerland	94,5	25,9	83,7	70,8	44,6	13,4	39,4	70,5	52,2	7,1	150.664	14.863
Italy	98,6	26,4	91,0	75,4	29,6	12,8	57,7	72,9	50,2	12,1	155.683	14.560
Netherlands/Belgium	89,1	40,0	81,1	63,3	30,4	18,7	56,0	82,5	45,3	9,4	109.025	8.854
Austria	94,7	39,7	93,1	66,4	67,2	12,2	41,8	80,5	55,7	1,5	107.735	10.245
Europe-other	77,9	17,9	57,0	58,5	23,3	18,5	46,8	74,4	64,2	16,8	112.252	15.436
	***	***	***	***	***	***	***	***	/	/	***	***
<u>Areas</u>												
Nordic countries	69,3	24,9	62,4	59,1	25,9	11,2	37,3	61,0	60,4	14,4	97.065	14.823
West/Mid-Europe	91,2	38,8	82,3	66,4	39,0	15,6	46,0	80,9	48,3	5,8	119.875	11.013
South-Europe	96,6	29,3	87,6	63,8	43,6	13,8	59,2	80,2	45,2	9,8	140.705	12.005
North-America	68,0	45,8	71,9	59,2	23,4	20,6	46,9	78,2	48,7	9,3	139.584	20.185
Others	83,3	25,9	69,6	48,1	32,4	29,2	46,9	76,1	58,2	17,7	145.359	18.404
	***	***	***	***	***	***	***	***	/	/	***	***

Note: Difference between groups with p<.001 (***), with p<.01 (**), with p<.05 (*), not significant (), not applicable (/)

Table 2: Examples of results by background characteristics

	On holi- day (%)	Tour bought weeks before departure	Tour bought from travel agent (%)	Travel alone (%)	On package tour (%)	Length of stay in Iceland (days)	Complain about prices (%)	Mention nothing negative (%)	Total cost per person (whole trour)	Total cost per person (per day)
All respondents	85,8	9,7	78,3	23,0	35,8	15,2	33,6	50,3	121.703	12.877
<u>Sex</u>										
Males	84,1	9,4	76,6	23,0	29,0	14,9	19,8	46,3	121.609	13.226
Females	88,7 ***	10,2 *	80,9 **	23,1	46,0 ***	15,9	12,9 /	53,2 /	121.717	12.116
<u>Age</u>										
25 yrs and younger	86,1	9,1	79,5	19,8	20,3	19,3	19,1	42,9	94.970	9.335
26 - 35 years	88,5	9,3	79,2	25,9	30,1	17,0	21,5	41,0	112.110	10.211
36 - 45 years	82,0	9,7	74,2	22,7	32,0	16,2	14,4	49,7	129.560	14.776
46 - 55 years	84,8	10,6	78,8	22,4	43,6	12,3	19,3	51,6	130.578	13.915
56 - 65 years	85,1	10,0	78,6	21,5	48,8	11,3	9,9	63,5	138.394	16.371
66 yrs and older	89,6 **	10,0 *	80,9	26,1	63,3 ***	10,4 ***	8,7 /	63,5 /	155.606 ***	17.783 ***
<u>Socio-economic status</u>										
Unskilled workers	86,1	9,2	77,5	23,4	39,8	18,4	16,9	53,2	116.386	11.465
Skilled/technical w.	88,5	9,9	76,9	22,7	25,2	22,5	18,7	43,0	118.583	9.745
Office/clerical w.	82,0	9,4	73,1	28,4	37,9	13,7	15,1	48,6	119.287	12.255
Teachers/health prof.	84,8	10,6	80,2	17,6	43,4	16,7	15,7	51,5	115.510	11.916
Professionals/spec.	85,0	9,7	79,3	23,6	31,3	13,5	18,4	46,9	121.187	12.127
Managers/employers	76,5	8,8	78,4	26,6	31,2	11,1	18,4	49,0	141.430	18.149
Pupils/students	84,2	9,3	81,7	17,6	18,1	20,1	22,6	40,4	90.046	9.765
Pensioners/housew.	90,2 ***	10,9 **	81,7	21,4 **	63,1	12,2 ***	10,1 /	62,8 /	153.331 ***	16.482 ***
<u>Household income</u>										
Below average	86,3	8,3	74,7	21,4	24,3	19,8	20,0	43,5	93.693	10.496
Average	87,8	9,9	79,0	25,0	39,6	17,3	15,1	50,7	119.760	11.254
Above average	85,5	10,0	79,9	21,0	35,8	13,7	18,9	46,6	124.337	13.064
High	79,6 **	9,1 *	73,5 *	23,9	28,2 ***	9,8 ***	16,4 /	49,8 /	147.116 ***	20.118 ***
<u>Purpose of trip</u>										
Holiday	-	10,4	83,1	18,4	42,2	13,6	17,2	48,4	125.831	12.698
Visit	-	7,7	74,2	30,9	4,6	14,8	12,3	55,8	82.403	7.863
Conference/business	-	7,0	56,1	43,3	17,9	15,4	16,4	57,2	116.281	17.876
Other	-	6,5 ***	53,9 ***	39,0 ***	26,0 ***	50,4 ***	17,8 /	55,1 /	144.463 ***	17.013 ***
<u>Travel with</u>										
Alone	71,8	7,5	75,3	-	35,6	18,3	15,4	57,5	126.025	14.622
With family/friends	93,5	10,0	83,5	-	30,1	14,8	18,4	46,4	118.578	12.256
Other group	74,4 ***	12,0 ***	59,4 ***	-	61,5 ***	11,7 **	11,5 /	53,6 /	131.979 **	13.090 **
<u>Type of trip</u>										
Package tour	93,6	11,2	83,4	22,8	-	12,9	13,7	56,4	142.676	13.793
Individ.arranged	80,9	8,8	75,3	23,6	-	16,7	18,6	45,5	104.347	12.005
Both	91,0 ***	10,3 ***	79,6 ***	17,3 ***	-	12,7 **	19,6 /	49,8 /	154.426 ***	15.481 ***

Note: Difference between groups with p≤.001 (***), with p≤.01 (**), with p≤.05 (*), not significant (), not applicable (/)