

## **Survey among foreign sea cruise tourists: Abstract**

Commissioned by  
Vestnorden Tourist Board  
Port of Reykjavik  
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Report written by:  
Fanneý Þórsdóttir

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The Survey among foreign sea cruise tourists - Part II is the second phase of a project commissioned by the Vestnorden Tourist Board, the Port of Reykjavik and the Reykjavik City Council. The report which follows here provides an overview of results regarding sea-cruise travellers interested in visiting Greenland, the Faeroe Islands and Iceland in the future. The objective is to provide those in charge of developing the tourist services, information that could enable effective development of tourism services for this group of travellers.

The report is divided into three sections. Results regarding Greenland are in the first part, results regarding the Faeroe Islands in the second one and results regarding Iceland are in the third part. The main focus will be on the demographic profile of the passengers (sex, age, university degree, family income and nationality) interested in travelling to those places. It is also of some interest to look at answers to this question in connection with the ship that respondents sailed on since that variable seems to measure some combination of dimensions (i.e. nationality, spending (how much they spent on souvenirs) and experience in cruising (if they had cruised before)). The profile of passengers interested in travelling to these three places can be useful in two ways. First it is an effective way of defining the group that is likely to travel to them in the future. Secondly it can clarify where the group likely to travel to these places receives information that contribute to deciding to take such a cruise.

#### *Results regarding Greenland*

Two questions measured interest in sea cruise travelling to Greenland. First respondents were asked if they were interested in including Greenland in the route instead of Spitzbergen and then if they were interested in travelling to Greenland. The former question is a more specific one and should be regarded as a more precise measure of how interested respondents are in travelling to Greenland.

Almost One-third of the respondents was interested in including Greenland in the route instead of Spitzbergen (table 22). Interest in travelling to Greenland was independent of sex, age, university degree, family income and nationality (table 48) so the demographic profile of those interested in travelling to Greenland was not different from those not interested as measured by this question. It can therefore be concluded that the person interested in cruising to Greenland is most likely to be a 61-70 years old male or female from Germany. The total household income is above average and he or she is probably not holding a university degree. It should be noted however that this is also the definition of the group not interested in travelling to Greenland

Interest in travelling to Greenland was on the other hand dependent on the cruiser that respondents sailed with because passengers aboard Azerbaydshan and Columbus show more interest than other passengers, especially more than passengers aboard Kazakstan. Judged by

answers to this question it seems that managers in the tourist industry should concentrate on the experienced sea-cruise traveller, either the economical ones from South-Europe (Azerbaijan) or on the German spender (Columbus).

Although most of the respondents interested in travelling to Greenland (Columbus and Azerbaijan) received information that contributed to the decision to take a cruise from travel agencies as well as respondents not interested, there was some difference between the two groups in regard to other sources. The group interested in travelling to Greenland was less likely to obtain information from newspapers and magazines, previous cruises (in the case of Columbus) and shipping company or airline (in the case of Azerbaijan) than the group not interested in travelling to Greenland.

The proportion of respondents interested in travelling to Greenland was higher if we look at answers to the more general question "Would you be interested in travelling to Greenland?" (69% of those who had not visited Greenland before) (table 18). Interest in travelling to Greenland was dependent on age but independent of sex, university degree, family income and nationality (table 43). The demographic profile of those interested in travelling to Greenland was therefore different from those not interested as measured by this question in respect to age. The person interested in cruising to Greenland, according to this measure, is most likely 60 years old or a younger male or female from Germany. The total household income is above average and he or she is probably not holding a university degree. The group not interested in travelling to Greenland would be defined in the same way except for age since they are probably older than passengers interested in travelling there.

Interest in travelling to Greenland measured this general way was not dependent on the ship respondents cruised on. Since age did not differentiate between sources of information it can be concluded that the group interested in travelling to Greenland is most likely to obtain information regarding a cruise from travel agencies and friends or relatives as well as the group not interested (table 54).

### *Results regarding the Faeroe Islands*

The question "What kind of sea-cruise tourists are likely to visit the Faeroe Islands in the future?" can be viewed from different perspectives depending on the criteria used to define the group. We can first define the group by looking at the profile of the passengers who visited the Faeroe Islands on this cruise, (i.e. the passengers aboard Funchal and Arkona) since they obviously represent sea-cruise tourists likely to visit the Faeroe Islands. Then we narrow that group by defining those who are likely to visit the Faeroe Islands again (i.e. passengers that were interested in prolonging their stay in the Faeroe Islands). On the other

hand we have passengers who did not visited the Faeroe Islands on this cruise (i.e. passengers aboard Odessa, Kazakstan, Azerbaydshan and Columbus) and represent as such tourists unlikely to visit Faeroe Islands. But among those passengers is a group that is interested in visiting the Faeroe Islands and the profile of that group can be useful to look at.

Interest in travelling to the Faeroe Islands (Funchal and Arkona) was independent of sex, age, university degree and family income but it was dependent on nationality (table 49). The demographic profile of tourists likely to cruise to the Faeroe Islands was therefore not different from the group not likely to cruise to the islands except for nationality. The person interested in cruising to the Faeroe Islands is most likely 61-70 years old, male or female. The total household income is above average and he or she is probably not holding a university degree. He or she is either an economical Northern/Middle European inexperienced in cruising or a little less econmaical German with some experience in cruising (table 35). Although most of the respondents likely to travel to the Faeroe Islands received information that contributed to the decision to take a cruise from travel agencies as well as respondents not likely to travel to the islands, there was some difference between the two groups in regard to other sources. The group likely to travel to the Faeroe Islands was more likely to obtain information from newspapers or magazines (in the case of Arkona) and previous cruises (in the case of Funchal) than the group not likely to travel to the islands (table 54).

Approximately 42% of the passengers who visited the Faeroe Islands on this cruise were interested in prolonging their stay there (table 23) but their interest was independent of sex, age, university degree, family income and nationality as well as on ship they sailed with. The demographic profile of the groups likely to travel again to the Faeroe Islands was therefore the same as the profile of passengers aboard Funchal and Arkona and not different from the group less likely to travel there again.

Those respondents who did not visit the Faeroe Islands on this cruise where on the other hand asked if they would be interested in travelling to the Faeroe Islands and just over 60% of them was interested in doing so. Just over one-fourth could not give a certain answer and only 11% were not interested in travelling to the Faeroe Islands. Their answers were as well independent of sex, age, university degree, family income and nationality as well as on ship they sailed with. The demographic profile of passengers not sailing to the islands but claiming to be interested in it is therefore the same as the profile of passengers aboard Odessa, Kazakstan, Azerbaydshan and Columbus.

### *Results regarding Iceland*

The question “What kind of sea-cruise tourists are likely to visit Iceland in the future?” can as will be viewed from different perspective depending on the criteria used to define the group. We can first define the group by looking at the profile of all the passengers since they represent sea-cruise tourists likely to visit Iceland. Then we can narrow that group by defining those who are likely to visit Iceland again (i.e. passengers that were very interested in prolonging their stay in Iceland).

If we define the future sea-cruise travellers likely to visit Iceland as all the passengers who came to Iceland the sea-cruise person likely to visit Iceland is most likely 61-70 years old, male or female from Germany. The total household income is above average and he or she is probably not holding a university degree. That person will most likely obtain information that contribute to the decision to take the cruise from travel agencies (48%) and friends or relatives (30%) (table 54).

Almost half of the respondents were very interested in prolonging their stay. Their interest was dependent on nationality but independent of sex, age, university degree and family income. The demographic profile of tourists likely to travel to Iceland again was therefore different from the profile of those not likely to travel to Iceland again in respect to nationality. It can be concluded that the person likely to visit Iceland again is most likely 61-70 years old, male or female from Germany. The total household income is above average and he or she is probably not holding a university degree. The group less likely to visit Iceland again would be defined in the same way except for nationality since they are less likely to be from Germany than passengers likely to visit Iceland again (table 50). There seems to be another important dimension determining how likely passengers are to visit Iceland again since their answer was dependent on the ship they cruised on. Passengers on Odessa (57) and Columbus (62%) were more interested than passengers aboard other ships. The passengers aboard Columbus were mostly experienced sea-cruise travellers from Germany that spent more money than passengers on other ships. The passengers on Odessa were as well mostly German spenders but they were less experienced sea-cruise travellers. Judged by answers to this question it seems that managers in the tourist industry should concentrate on Germans that are willing to spend some money rather than any other group. The main difference between the passengers aboard those two ships was how experienced sea-cruise travellers they were. That might explain the difference in where they received information regarding the cruise. Future tourists from Germany inexperienced in cruising seem to be less likely to obtain information from travel agencies (33%) but more likely to receive them from newspapers or magazines than other tourists (beside passengers on Arkona, but they are mostly Germans with some experience in cruising and average spenders). And future tourists from Germany experienced in cruising are less likely to obtain information from newspapers

or magazines and previous cruises than other passenger (beside passengers aboard Kazakstan but they are mostly experienced sea-cruise travellers from Germany with average spending) (table 54)

### *Summary*

A demographic description of the future sea-cruise traveller to Greenland, the Faeroe Islands and Iceland is very similar. Men and women are just as likely to visit all these places. Most of them will be 61-70 except the ones travelling to Greenland, but they will probably be younger. The total household income is above average and he or she is most likely not holding a university degree.

The passenger likely to visit Greenland is probably an experienced sea-cruise traveller either from South-Europe unwilling to spend money, or from Germany likely to spend some money. He or she will probably consult travel agencies and friends or relatives but is less likely to obtain information regarding a cruise from newspapers or magazines, previous cruises or a shipping company than the average passenger. The passenger likely to visit the Faeroe Islands is on the other hand probably either an inexperienced economical North/Middle European or an average spender from Germany with some experience in cruising. He or she will probably also obtain information regarding the cruise from travel agencies and consult friends or relatives. This person is on the other hand more likely to obtain that information by reading newspapers or magazines from previous cruises than the average sea-cruise traveller. The passenger likely to cruise to Iceland in the future is probably an experienced sea-cruise traveller from Germany and he or she is most likely to receive information regarding the cruise from travel agencies and from friends or relatives.