



VESTNORDEN TRAVEL MART 2010



Process

Fieldwork: October 6th to 18th 2010

Methodology: Internet survey

Questionnaires were sent to participants via e-mail which they then answered online. All fieldwork and data processing was done by MMR – Market and Media research Ltd Report on results was made by the Ielandic Tourist Board.

Sample: Companies and individuals on the Vestnorden Travel Mart mailing list, total of 2082 e-mail addresses

Number of participants: 401

Reykjavík, 25. November 2010

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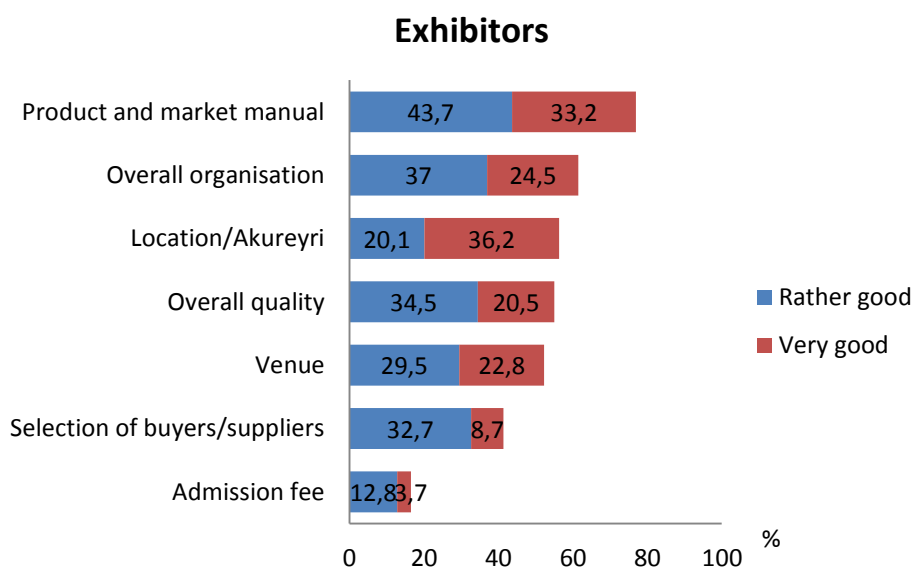
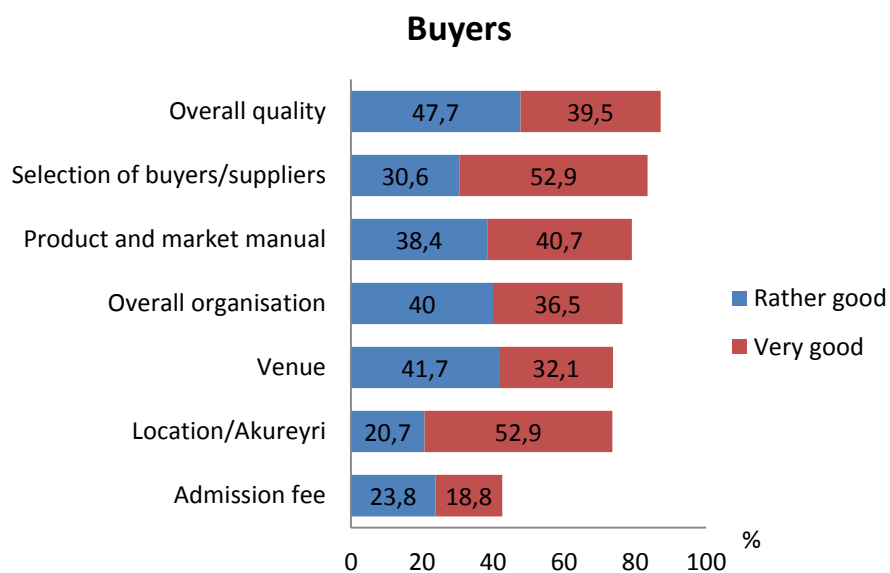
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Main results

Participants opinion on some factors in relation to their participation in Vestnorden Travel Mart

Buyers rated overall quality, selection of buyers and suppliers, product and market manual, overall organisation, venue, location and admission fee higher than exhibitors.



Main results

Main reasons for not attending Vestnorden Travel Mart 2010

Two main reasons were mentioned for not attending Vestnorden this year. Respondents either thought the time was not convenient or Vestnorden was too expensive.

Appointments at Vestnorden Travel Mart 2010

Buyers at VestNorden Travel Mart 2010 made more appointments than exhibitors. Buyers had an average of 25 appointments and exhibitors 17 appointments.

To what extent Vestnorden Travel Mart 2010 met expectations

The majority (95%) of buyers were satisfied with Vestnorden Travel Mart. 17.6% said it exceeded their expectations and 77.6% it met their expectations. Approximately half (53%) of the exhibitors were satisfied with Vestnorden. On the other hand nearly half (48%) of the exhibitors said that Vestnorden Travel Mart had not met their expectations.

Vestnorden Travel Mart in the future

Respondents made several comments regarding the future of Vestnorden Travel Mart such as: a) more buyers are needed, b) more massive marketing towards buyers is needed c) more quality in selection of buyers, d) VNTM needs a bit of refreshing, it is a static affair, e) small exhibitors need professional guidance in how to put their product forward, f) VNTM should be divided into section e.g. hotel travellers vs. outdoor travellers, g) more business/less party, h) better organisation concerning appointments, i) location for VNTM should be easily accessible/Copenhagen or Reykjavík j) more international travel media should be invited to the event, k) VNTS should be held earlier etc.

Participation in Vestnorden Travel Mart 2011

46% of exhibitors and 42% of buyers said they or someone from their company would participate in Vestnorden Travel Mart next year in the Faroe islands. 18% of exhibitors and 10% of buyers said they would not participate. Other had not made a decision or didn't know if they would participate next year.

Respondent profile, participation in Vestnorden Travel Mart (VNTM)

Respondents; company type, country of residents, gender and age

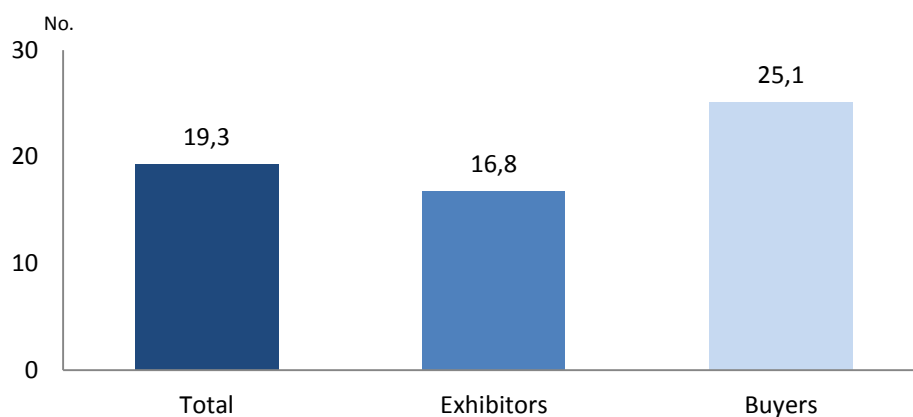
		Exhibitor	Buyer	No. of resp.
Total	Total	60,8%	39,2%	401
Country of residence	Denmark	14,3%	85,7%	28
	Faroe Islands	100,0%		20
	France, UK		100,0%	11
	Germany, Switzerland		100,0%	24
	Greenland	88,2%	11,8%	17
	Iceland	97,6%	2,4%	206
	Italy and Spain		100,0%	11
	Netherlands	11,1%	88,9%	9
	Norway, Finland		100,0%	15
	Rus/Lit/Lat/Est/Pol	9,1%	90,9%	11
	Sweden	10,0%	90,0%	10
	United States	3,8%	96,2%	26
	Other		100,0%	13
	Gender	Male	65,9%	34,1%
Female		55,6%	44,4%	196
Age	18-29	55,6%	44,4%	27
	30-39	67,3%	32,7%	110
	40-49	71,3%	28,7%	122
	50-59	51,0%	49,0%	104
	60 or older	39,5%	60,5%	38

Did you or someone from your company participate in VNTM 2010 in Akureyri?

		Yes	No	No. of resp.
Total	Total	72,3%	27,7%	401
Company Type	Exhibitor	82,8%	17,2%	244
	Buyer	56,1%	43,9%	157
Country of residence	Denmark	67,9%	32,1%	28
	Faroe Islands	55,0%	45,0%	20
	France, UK	63,6%	36,4%	11
	Greenland	76,5%	23,5%	17
	Germany, Switzerland	62,5%	37,5%	24
	Iceland	86,9%	13,1%	206
	Italy, Spain	72,7%	27,3%	11
	Netherlands	77,8%	22,2%	9
	Norway, Finland	26,7%	73,3%	15
	Rus/Lit/Lat/Est/Pol	45,5%	54,5%	11
	Sweden	60,0%	40,0%	10
	United States	26,9%	73,1%	26
	Other	69,2%	30,8%	13
	Age	18-29	85,2%	14,8%
30-39		82,7%	17,3%	110
40-49		79,5%	20,5%	122
50-59		55,8%	44,2%	104
60 or older		55,3%	44,7%	38

Asked: Everybody. Those who answered no were asked question in tables 12 and 13.

Appointments at Vestnorden Travel Mart

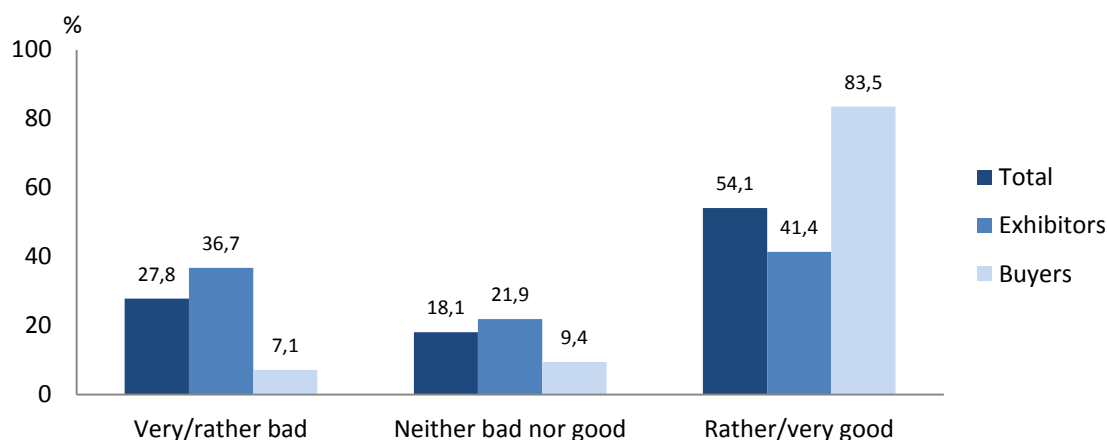


How many appointments did you make at Vestnorden Travel Mart?

		Average	Standard deviation	No.of.resp.	
	Total	19,3	12,6	281	
Company Type	Exhibitor	16,8	13,2	197	
	Buyer	25,1	8,7	84	
Country of residence	Denmark	26,8	19,7	18	
	Faroe Islands	23,4	11,5	11	
	France, UK	21,4	12,8	7	
	Germany, Switzerland	27,3	12,2	15	
	Greenland	23,4	8,1	11	
	Iceland	15,8	11,8	176	
	Italy, Spain	24,7	10,6	7	
	Netherlands	28,0	7,0	7	
	Norway, Finland	25,0	4,1	4	
	Rus/Lit/Lat/Est/Pol	28,7	2,3	3	
	Sweden	24,5	12,7	6	
	United States	23,4	5,1	7	
	Age	Other	24,2	3,0	9
		18-29	19,1	11,9	22
		30-39	19,9	13,0	89
40-49		17,4	10,4	93	
50-59		20,5	11,8	56	
60 or older		22,3	20,2	21	

Asked: Those who participated in VNTM.

Selection of buyers/suppliers

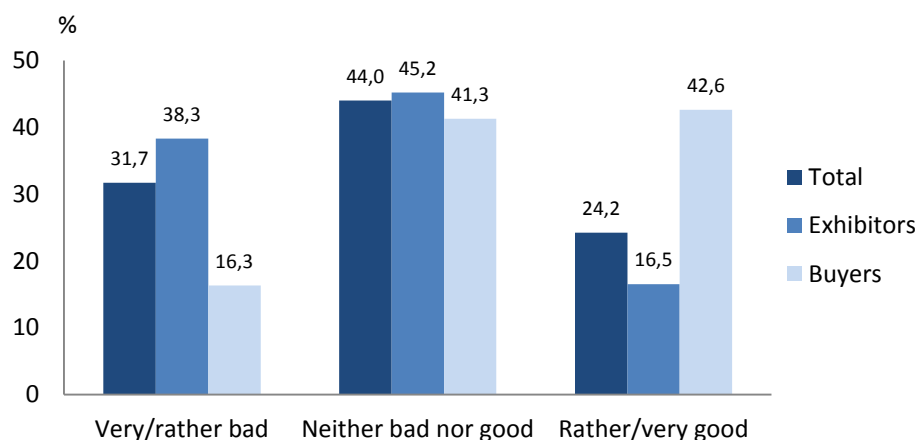


Rate "Selection of buyers/suppliers" in relation to your participation in Vestnorden Travel Mart

		Very bad	Rather bad	Neither bad nor good	Rather good	Very good	No. of resp.
Company Type	Total	7,5%	20,3%	18,1%	32,0%	22,1%	281
	Exhibitor	9,7%	27,0%	21,9%	32,7%	8,7%	196
	Buyer	2,4%	4,7%	9,4%	30,6%	52,9%	85
Country of residence	Denmark	5,3%	10,5%	15,8%	36,8%	31,6%	19
	Faroe Islands		9,1%	36,4%	27,3%	27,3%	11
	France, UK		14,3%	28,6%	28,6%	28,6%	7
	Germany, CH			6,7%	46,7%	46,7%	15
	Greenland		23,1%	30,8%	38,5%	7,7%	13
	Iceland	11,0%	28,9%	20,8%	31,2%	8,1%	173
	Italy, Spain				50,0%	50,0%	8
	Netherlands				16,7%	83,3%	6
	Norway, Finland	25,0%				75,0%	4
	Rus/Lit/Lat/Est/Pol					100,0%	3
	Sweden				50,0%	50,0%	6
	United States			14,3%		85,7%	7
	Other				44,4%	55,6%	9
Gender	Male	7,9%	26,4%	20,0%	25,7%	20,0%	140
	Female	7,1%	14,2%	16,3%	38,3%	24,1%	141
Age	18-29	9,1%	13,6%	9,1%	36,4%	31,8%	22
	30-39	7,1%	18,8%	14,1%	41,2%	18,8%	85
	40-49	8,4%	23,2%	17,9%	29,5%	21,1%	95
	50-59	6,9%	24,1%	24,1%	22,4%	22,4%	58
	60 or older	4,8%	9,5%	28,6%	28,6%	28,6%	21

Asked: Those who participated in VNTM.

Admission fee

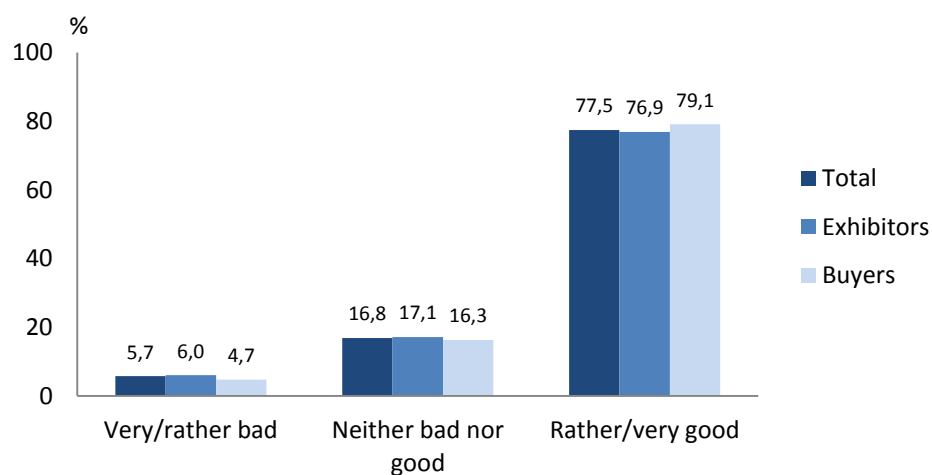


Rate "Admission fee" in relation to your participation in Vestnorden Travel Mart

		Very bad	Rather bad	Neither bad nor good	Rather good	Very good	No. of resp.
Company Type	Total	8,2%	23,5%	44,0%	16,0%	8,2%	268
	Exhibitor	11,2%	27,1%	45,2%	12,8%	3,7%	188
	Buyer	1,3%	15,0%	41,3%	23,8%	18,8%	80
Country of residence	Denmark		5,6%	33,3%	27,8%	33,3%	18
	Faroe Islands		11,1%	33,3%	55,6%		9
	France, UK	14,3%	14,3%	42,9%	28,6%		7
	Germany, CH		21,4%	42,9%	35,7%		14
	Greenland	9,1%		90,9%			11
	Iceland	11,8%	30,2%	42,6%	11,8%	3,6%	169
	Italy, Spain		25,0%	25,0%	37,5%	12,5%	8
	Netherlands		14,3%	57,1%		28,6%	7
	Norway, Finland		25,0%	75,0%			4
	Rus/Lit/Lat/Est/Pol			100,0%			3
	Sweden		25,0%		50,0%	25,0%	4
	United States			57,1%		42,9%	7
	Other		14,3%	28,6%	14,3%	42,9%	7
Gender	Male	9,5%	24,1%	45,3%	15,3%	5,8%	137
	Female	6,9%	22,9%	42,7%	16,8%	10,7%	131
Age	18-29	5,0%	15,0%	50,0%	20,0%	10,0%	20
	30-39	5,8%	25,6%	47,7%	14,0%	7,0%	86
	40-49	6,9%	25,3%	39,1%	19,5%	9,2%	87
	50-59	12,7%	25,5%	43,6%	12,7%	5,5%	55
	60 or older	15,0%	10,0%	45,0%	15,0%	15,0%	20

Asked: Those who participated in VNTM.

Product and Market Manual

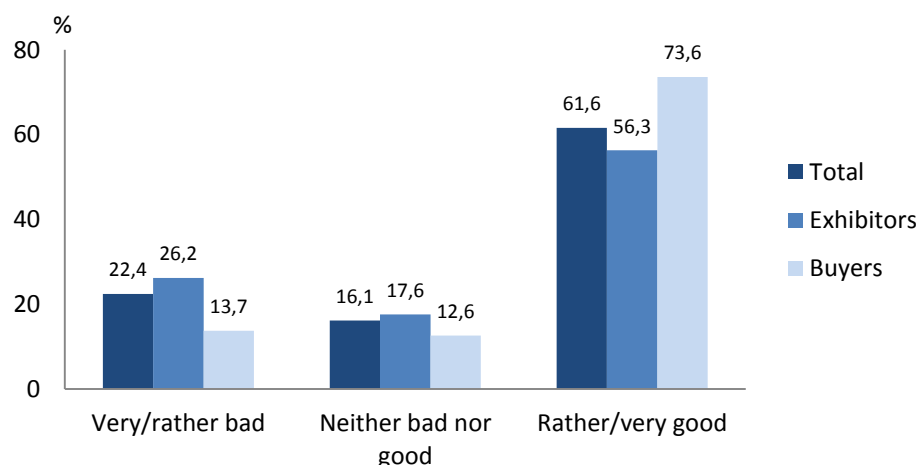


Rate "Product and Market Manual" in relation to your participation in Vestnorden Travel Mart

		Very bad	Rather bad	Neither bad nor good	Rather good	Very good	No. of resp.
Company Type	Total	1,1%	4,6%	16,8%	42,1%	35,4%	285
	Exhibitor	1,5%	4,5%	17,1%	43,7%	33,2%	199
	Buyer		4,7%	16,3%	38,4%	40,7%	86
Country of residence	Denmark		10,5%	10,5%	36,8%	42,1%	19
	Faroe Islands			9,1%	45,5%	45,5%	11
	France, UK			28,6%	42,9%	28,6%	7
	Germany, CH		6,7%	6,7%	33,3%	53,3%	15
	Greenland			33,3%	41,7%	25,0%	12
	Iceland	1,7%	5,1%	16,4%	44,1%	32,8%	177
	Italy, Spain			25,0%	50,0%	25,0%	8
	Netherlands		14,3%	42,9%	14,3%	28,6%	7
	Norway, Finland			50,0%	25,0%	25,0%	4
	Rus/Lit/Lat/Est/Pol				50,0%	50,0%	4
	Sweden				50,0%	50,0%	6
	United States			14,3%	14,3%	71,4%	7
	Other			12,5%	62,5%	25,0%	8
	Gender	Male	,7%	5,0%	19,1%	44,0%	31,2%
Female		1,4%	4,2%	14,6%	40,3%	39,6%	144
Age	18-29	4,3%	8,7%	21,7%	39,1%	26,1%	23
	30-39	1,1%	5,7%	13,6%	40,9%	38,6%	88
	40-49		4,2%	17,7%	43,8%	34,4%	96
	50-59	1,8%	3,5%	15,8%	43,9%	35,1%	57
	60 or older			23,8%	38,1%	38,1%	21

Asked: Those who participated in VNTM.

Location - Akureyri

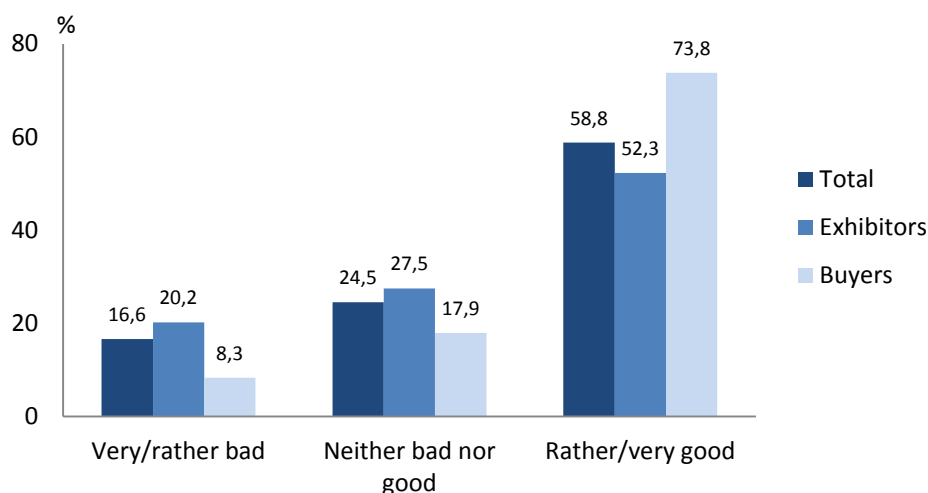


Rate "Location/Akureyri" in relation to your participation in Vestnorden Travel Mart

		Very bad	Rather bad	Neither bad nor good	Rather good	Very good	No. of resp.
Company Type	Total	7,7%	14,7%	16,1%	20,3%	41,3%	286
	Exhibitor	10,6%	15,6%	17,6%	20,1%	36,2%	199
	Buyer	1,1%	12,6%	12,6%	20,7%	52,9%	87
Country of residence	Denmark	5,3%	10,5%	5,3%	42,1%	36,8%	19
	Faroe Islands			18,2%	9,1%	72,7%	11
	France, UK		14,3%	14,3%	14,3%	57,1%	7
	Germany, CH		6,7%		26,7%	66,7%	15
	Greenland	16,7%	16,7%		16,7%	50,0%	12
	Iceland	10,7%	17,5%	18,6%	20,3%	32,8%	177
	Italy, Spain			12,5%	12,5%	75,0%	8
	Netherlands		14,3%	42,9%		42,9%	7
	Norway, Finland		50,0%	50,0%			4
	Rus/Lit/Lat/Est/Pol				50,0%	50,0%	4
	Sweden		33,3%	16,7%		50,0%	6
	United States					100,0%	7
	Other			22,2%	33,3%	44,4%	9
	Gender	Male	12,1%	15,6%	17,0%	19,1%	36,2%
Female		3,4%	13,8%	15,2%	21,4%	46,2%	145
Age	18-29		8,7%	13,0%	26,1%	52,2%	23
	30-39	8,0%	14,8%	11,4%	23,9%	42,0%	88
	40-49	5,2%	15,6%	16,7%	18,8%	43,8%	96
	50-59	13,8%	12,1%	22,4%	17,2%	34,5%	58
	60 or older	9,5%	23,8%	19,0%	14,3%	33,3%	21

Asked: Those who participated in VNTM.

Venue

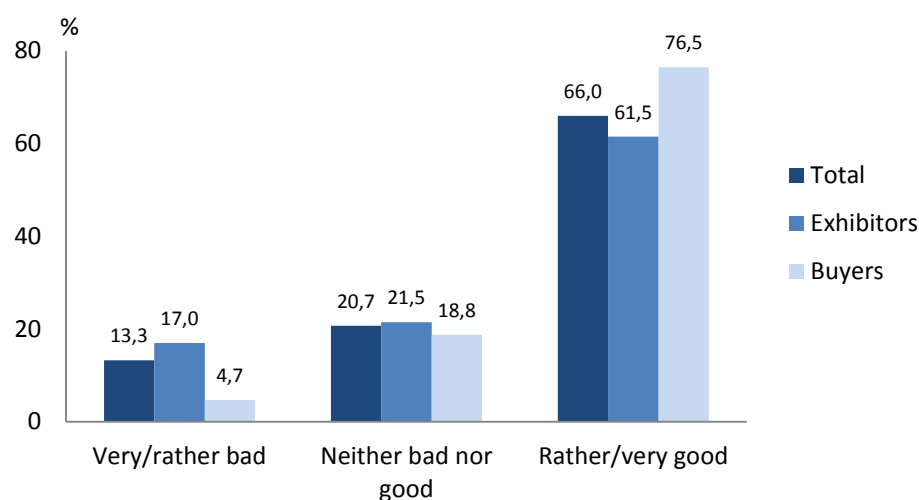


Rate "Venue" in relation to your participation in Vestnorden Travel Mart

		Very bad	Rather bad	Neither bad nor good	Rather good	Very good	No. of resp.
Company Type	Total	3,6%	13,0%	24,5%	33,2%	25,6%	277
	Exhibitor	4,7%	15,5%	27,5%	29,5%	22,8%	193
	Buyer	1,2%	7,1%	17,9%	41,7%	32,1%	84
Country of residence	Denmark			16,7%	61,1%	22,2%	18
	Faroe Islands		9,1%	9,1%	45,5%	36,4%	11
	France, UK	14,3%	14,3%		28,6%	42,9%	7
	Germany, CH		6,7%	13,3%	33,3%	46,7%	15
	Greenland		7,7%	23,1%	46,2%	23,1%	13
	Iceland	5,3%	17,6%	28,8%	26,5%	21,8%	170
	Italy, Spain			25,0%	50,0%	25,0%	8
	Netherlands		14,3%	14,3%	28,6%	42,9%	7
	Norway, Finland			50,0%	50,0%		4
	Rus/Lit/Lat/Est/Pol				75,0%	25,0%	4
	Sweden		16,7%	33,3%	16,7%	33,3%	6
	United States			16,7%	50,0%	33,3%	6
	Other			25,0%	37,5%	37,5%	8
	Gender	Male	6,5%	13,7%	25,2%	30,9%	23,7%
Female		,7%	12,3%	23,9%	35,5%	27,5%	138
Age	18-29	4,3%	4,3%	34,8%	17,4%	39,1%	23
	30-39	4,7%	15,1%	22,1%	33,7%	24,4%	86
	40-49	2,1%	9,6%	25,5%	40,4%	22,3%	94
	50-59	3,8%	17,0%	24,5%	28,3%	26,4%	53
	60 or older	4,8%	19,0%	19,0%	28,6%	28,6%	21

Asked: Those who participated in VNTM.

Overall organization

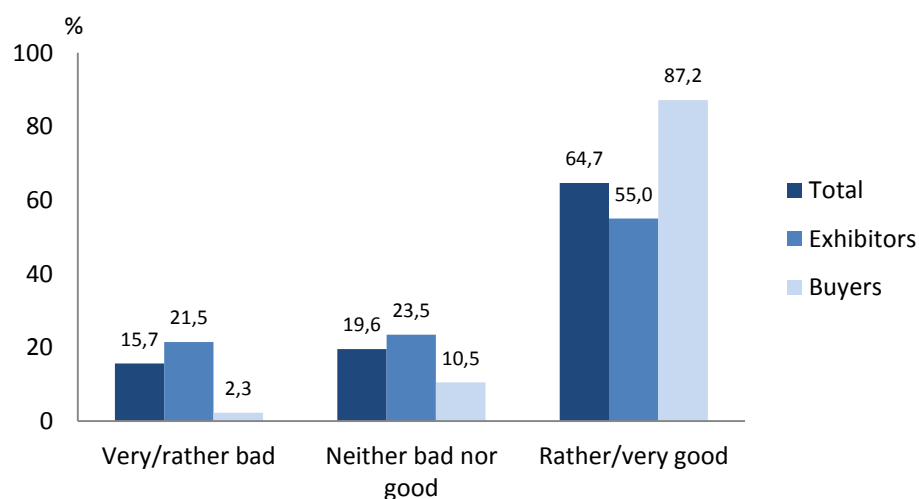


Rate "Overall Organization of VNTM" in relation to your participation in Vestnorden Travel Mart

		Very bad	Rather bad	Neither bad nor good	Rather good	Very good	No. of resp.
Company Type	Total	2,1%	11,2%	20,7%	37,9%	28,1%	285
	Exhibitor	3,0%	14,0%	21,5%	37,0%	24,5%	200
	Buyer		4,7%	18,8%	40,0%	36,5%	85
Country of residence	Denmark			21,1%	47,4%	31,6%	19
	Faroe Islands			9,1%	45,5%	45,5%	11
	France, UK			14,3%	57,1%	28,6%	7
	Germany, CH		13,3%	26,7%	26,7%	33,3%	15
	Greenland		7,7%	15,4%	61,5%	15,4%	13
	Iceland	3,4%	15,8%	21,5%	35,0%	24,3%	177
	Italy, Spain			12,5%	25,0%	62,5%	8
	Netherlands			42,9%	28,6%	28,6%	7
	Norway, Finland			25,0%	50,0%	25,0%	4
	Rus/Lit/Lat/Est/Pol				50,0%	50,0%	4
	Sweden		16,7%	16,7%	33,3%	33,3%	6
	United States			28,6%	42,9%	28,6%	7
	Other			14,3%	42,9%	42,9%	7
	Gender	Male	3,5%	10,6%	21,1%	41,5%	23,2%
Female		,7%	11,9%	20,3%	34,3%	32,9%	143
Age	18-29		9,1%	18,2%	36,4%	36,4%	22
	30-39	3,4%	15,7%	16,9%	34,8%	29,2%	89
	40-49	1,0%	9,4%	24,0%	36,5%	29,2%	96
	50-59	1,8%	10,5%	24,6%	40,4%	22,8%	57
	60 or older	4,8%	4,8%	14,3%	52,4%	23,8%	21

Asked: Those who participated in VNTM.

Overall Quality

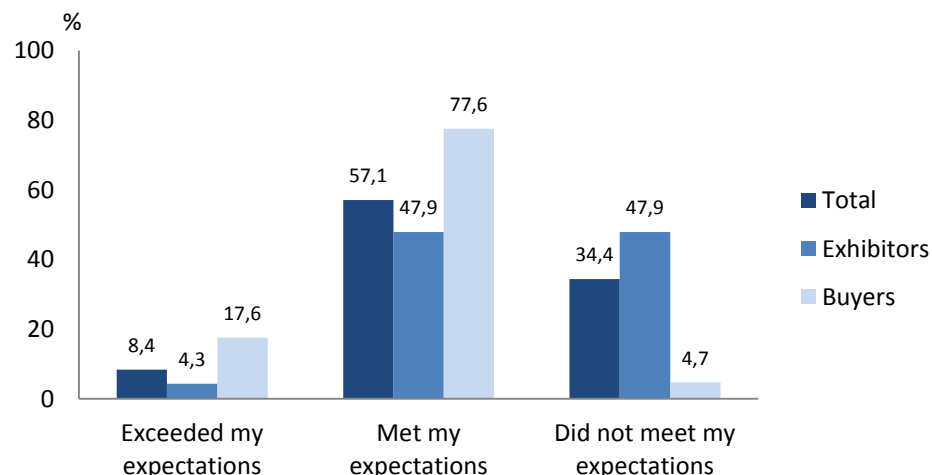


Rate "Overall Quality of VNTM" in relation to your participation in Vestnorden Travel Mart

		Very bad	Rather bad	Neither bad nor good	Rather good	Very good	No. of resp.
Company Type	Total	3,1%	12,6%	19,6%	38,5%	26,2%	286
	Exhibitor	4,5%	17,0%	23,5%	34,5%	20,5%	200
	Buyer		2,3%	10,5%	47,7%	39,5%	86
Country of residence	Denmark			10,5%	63,2%	26,3%	19
	Faroe Islands			18,2%	45,5%	36,4%	11
	France, UK			14,3%	57,1%	28,6%	7
	Germany, CH		6,7%		60,0%	33,3%	15
	Greenland	7,7%		30,8%	38,5%	23,1%	13
	Iceland	4,5%	19,2%	24,3%	32,2%	19,8%	177
	Italy, Spain			12,5%	37,5%	50,0%	8
	Netherlands			14,3%	57,1%	28,6%	7
	Norway, Finland		25,0%		50,0%	25,0%	4
	Rus/Lit/Lat/Est/Pol				25,0%	75,0%	4
	Sweden			33,3%		66,7%	6
	United States				57,1%	42,9%	7
	Other				50,0%	50,0%	8
	Gender	Male	4,2%	13,4%	23,2%	38,7%	20,4%
Female		2,1%	11,8%	16,0%	38,2%	31,9%	144
Age	18-29		13,0%	4,3%	39,1%	43,5%	23
	30-39	2,2%	11,2%	19,1%	40,4%	27,0%	89
	40-49	2,1%	13,5%	22,9%	35,4%	26,0%	96
	50-59	7,0%	15,8%	21,1%	35,1%	21,1%	57
	60 or older	4,8%	4,8%	19,0%	52,4%	19,0%	21

Asked: Those who participated in VNTM.

Did Vestnorden Travel Mart meet expectations

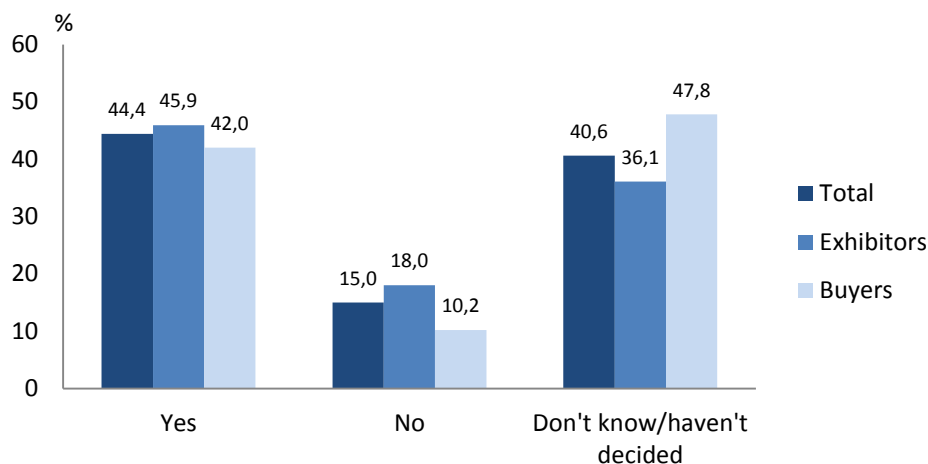


To what extent has your participation in Vestnorden Travel Mart met your expectations?

	Exceeded my expectations	Met my expectations	Did not meet my expectations	No. of resp.
Total	8,4%	57,1%	34,4%	273
Company Type				
Exhibitor	4,3%	47,9%	47,9%	188
Buyer	17,6%	77,6%	4,7%	85
Country of residence				
Denmark	5,3%	94,7%		19
Faroe Islands	9,1%	81,8%	9,1%	11
France, UK	28,6%	57,1%	14,3%	7
Germany, CH	21,4%	78,6%		14
Greenland	7,7%	69,2%	23,1%	13
Iceland	4,2%	43,0%	52,7%	165
Italy, Spain		87,5%	12,5%	8
Netherlands	42,9%	42,9%	14,3%	7
Norway, Finland		100,0%		4
Rus/Lit/Lat/Est/Pol	25,0%	75,0%		4
Sweden	16,7%	83,3%		6
United States	28,6%	71,4%		7
Other	12,5%	87,5%		8
Gender				
Male	8,8%	53,3%	38,0%	137
Female	8,1%	61,0%	30,9%	136
Age				
18-29	19,0%	57,1%	23,8%	21
30-39	9,3%	57,0%	33,7%	86
40-49	6,6%	53,8%	39,6%	91
50-59	5,5%	58,2%	36,4%	55
60 or older	10,0%	70,0%	20,0%	20

Asked: Those who participated in VNTM.

Participation in Vestnorden Travel Mart 2011

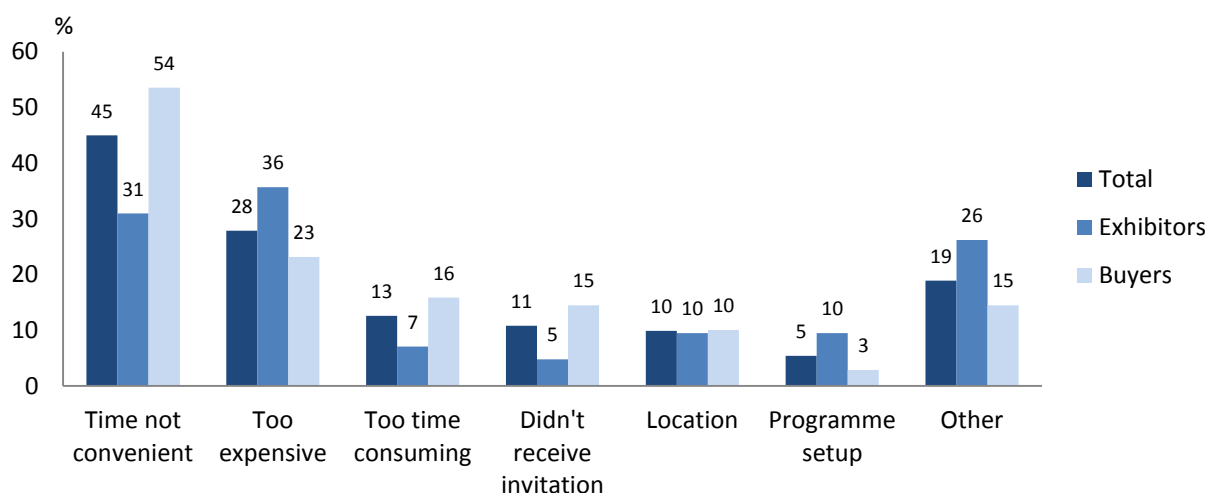


Are you or someone from your company planning to participate in Vestnorden Travel Mart next year (2011) in the Faroe islands?

		Yes	No	Don't know, haven't decided	No. of resp.
Company Type	Total	44,4%	15,0%	40,6%	401
	Exhibitor	45,9%	18,0%	36,1%	244
	Buyer	42,0%	10,2%	47,8%	157
Country of residence	Denmark	50,0%	3,6%	46,4%	28
	Faroe Islands	75,0%	5,0%	20,0%	20
	France, UK	54,5%		45,5%	11
	Germany, Switzerland	45,8%	16,7%	37,5%	24
	Greenland	52,9%	11,8%	35,3%	17
	Iceland	42,7%	19,4%	37,9%	206
	Italy, Spain	45,5%	9,1%	45,5%	11
	Rus/Lit/Lat/Est/Pol	36,4%	18,2%	45,5%	11
	Netherlands	55,6%		44,4%	9
	Norway, Finland	20,0%	13,3%	66,7%	15
	Sweden	50,0%	30,0%	20,0%	10
	United States	26,9%	15,4%	57,7%	26
Gender	Other	46,2%		53,8%	13
	Male	42,9%	17,1%	40,0%	205
Age	Female	45,9%	12,8%	41,3%	196
	18-29	63,0%	7,4%	29,6%	27
	30-39	50,9%	12,7%	36,4%	110
	40-49	45,1%	14,8%	40,2%	122
	50-59	36,5%	18,3%	45,2%	104
	60 or older	31,6%	18,4%	50,0%	38

Asked: Everybody

Participation in Vestnorden Travel Mart 2010



Why did no one from your company participate in Vestnorden Travel Mart 2010?

	Didn't receive a formal invitation	Time not convenient	Location (Akureyri)	Programme setup	Too time consuming	Too expensive	Other reasons	No. of resp.
Total	10,8%	45,0%	9,9%	5,4%	12,6%	27,9%	18,9%	111
Company Type								
Exhibitor	4,8%	31,0%	9,5%	9,5%	7,1%	35,7%	26,2%	42
Buyer	14,5%	53,6%	10,1%	2,9%	15,9%	23,2%	14,5%	69
Country of residence								
Denmark		44,4%	11,1%		33,3%	33,3%	11,1%	9
Faroe Islands		33,3%	11,1%		11,1%	55,6%	11,1%	9
France, UK		50,0%	25,0%				25,0%	4
Germany, CH		77,8%		11,1%	22,2%	44,4%	11,1%	9
Greenland						50,0%	50,0%	4
Iceland	3,7%	33,3%	11,1%	14,8%	11,1%	25,9%	25,9%	27
Italy, Spain	33,3%	66,7%	33,3%		33,3%	33,3%		3
Netherlands		100,0%						2
Norway, Finland	18,2%	54,5%	9,1%	9,1%			27,3%	11
Rus/Lit/Lat/Est/Pol	50,0%	16,7%	16,7%			33,3%		6
Sweden	25,0%	25,0%						4
United States	21,1%	52,6%	5,3%		15,8%	26,3%	10,5%	19
Other		75,0%	25,0%		25,0%	50,0%		4
Gender								
Male	6,6%	41,0%	9,8%	6,6%	16,4%	37,7%	14,8%	61
Female	16,0%	50,0%	10,0%	4,0%	8,0%	16,0%	24,0%	50
Age								
18-29		100,0%						4
30-39	31,6%	31,6%	10,5%		5,3%	31,6%	21,1%	19
40-49	4,0%	36,0%	16,0%	16,0%	20,0%	16,0%	24,0%	25
50-59	4,3%	52,2%	6,5%	2,2%	8,7%	34,8%	19,6%	46
60 or older	17,6%	41,2%	11,8%	5,9%	23,5%	29,4%	11,8%	17

Asked: Those who didn't participate in VNTM.

Respondents' thoughts about Vestnorden Travel Mart

How would you like to see Vestnorden Travel Mart develop in the future?

1. Don't know.
2. Would like to see more buyers there
3. No comment
4. Its Ok as it is
5. Just held in Reykjavik and Copenhagen.
6. In receiving a longer time in advance the appointment list.
7. with more buyers...and choose like the exhibitors the travel agencies and services, the buyers don't give a dam with the restaurants...
8. Can't advise as never attended
9. No opinion
10. Into a Mart placed at strategic venues where travel and stay secure maximum participation
11. Either contract more buyers, or just split it up into different exhibitions. For the travel agents in Iceland, the only real use is to meet all the providers in one place. Meeting buyers that are already buying from you is nice, but better done by visiting them directly. I have been to more than half of the Vestnorden exhibitions since the beginning and NEVER yet found a new client there! But seeing what's new in ways of hotels, excursions etc. is useful.
12. better time, sooner like late August or later like March
13. Erfitt að svara þessu. Örugglega mjög mikilvægt fyrir þá sem eru að byrja sölu og þekkja ekki til aðstæðna.
14. Vestnorden needs a bit of refreshing. As the number of exhibitors is larger than visitors and mostly from Iceland, why not change it in a large travel mart where companies from Iceland can meet also. This is the only event where providers and travel agencies of the all Iceland can meet and discuss future plan. I wish to see it open for Icelandic visitors as well. Travel agencies from Iceland also have the need to meet the Faroes and Greenland
15. The date normally is okay; and Iceland perfect for the venue. Only the organization of the workshop was quite bad last time I attended it (flights, transfer etc.).
16. This was the company 3rd Vestnorden, but my personal 1st, so I am not sure how it could be better. An option is to prolong the days of the meetings, so that there may be a chance in between days to do excursions instead of before or after.
17. You need to have more buyers.
18. Not familiar with the Mart
19. More buyers - if not possible then every second year in a place easily accessible....
20. Impossible for me to answer this question. sorry
21. Good
22. In Reykjavík
23. gathering of smaller companies with common interests instead of 200+ sellers all with individual desks. better balance between numbers of buyer vs sellers
24. Don't know. Have not been there yet
25. The caliber of the buyers must be improved to make Vestnorden worthwhile for exhibitors. The balance between over 200 exhibitors and less than 100 buyers is unacceptable. Vestnorden should perhaps have a fixed location in a city with extensive flight connections.

Respondents' thoughts about Vestnorden Travel Mart

26. More buyers
27. It was quite complicated to travel to Akureyri for buyers. Vestnorden Travel Mart should not be organized anywhere else than in Reykjavik or Copenhagen. Those who want to see other destinations can always participate on pre- or post tours. Another thing is that after the flight tickets has been issued, meetings before and after the event agreed and appointments sent to organizers, I received a number of invitations to excursions etc. before, during and after the event. Some of them were very interesting but at so late point it was impossible to participate on these. In the future exhibitors need to inform us at least 2 months before the event.
28. Less exhibitors, more buyers.
29. Catalog could be published online. Registration could be more modern. But still everything is quite ok by now.
30. We think it should not be too many changes from the arrangement to-day.
31. Acc. to my experience from previous years it was very well organized and might be very effective and fruitful. Sep. is not very convenient for Polish tourist segment as in the second half of the month the biggest travel fairs are held in Warsaw.
32. We was attending years in row, but VTM is always too late. We decided that we needed to change our habits, and went buying earlier. Of course the direct negotiations with a handful partners is something different, but this is what we do. If VTM would take place in May, you can count on our participation.
33. i have not yet been but i am interested in future marts - i would imagine to continue in similar format?
34. You need a key note speaker that can pull all the troops together. He/she should not be a politician but from the private sector and with a vision. Where are we going, what are our challenges, and how should the sellers and buyers work together. Also, improve the SERVICE levels within the Vestnorden product suppliers. Learn from other countries that really know what service is all about. NEVER consider yourself to be the best.
35. The information, just like appointment list, accommodation should come earlier. There should also be food for vegetarians.
36. Would like to see more suppliers. The concept 1x in Iceland, 1x Faroes, 1x Iceland, 1x Greenland is very good, should go on - but Greenland in Greenland!! (Maybe with additional accommodations on a ship)
37. as often as possible in Copenhagen
38. In this case there were too few buyers. In cases like that the meeting schedule does not work. Buyers should have had the possibility to walk around and have meeting with everyone.
39. We need to attract more buyers. Having a travel mart with over double the number of sellers over buyers, crunched into a venue that was far too small is just kind of stupid.
40. that exhibitors get the chance to meet at least 20 byers
41. See this Travel mart only in Iceland in March or April
42. It is stable.
43. Less time on introductions to the areas (this is probably a very small part of it - and there are plenty of well-known buyers?) and more time on actual appointments. 25 is NOT ENOUGH! Also to allow some time to wander around and talk to people on the stands (i.e. not appointments), in a structured way - this would have been very useful - just to see who is new/what other suppliers might be of interest (rather than committing to appointments).

Respondents' thoughts about Vestnorden Travel Mart

44. I would prefer having it in Reykjavik to avoid travelling further distances. There were too few buyers which might be because of the extra travel. There were some sellers who had no business at the Vestnorden, there were too many sellers and those didn't have any appointments.
45. There will only be exhibitors there after few years.
46. Use Reykjavik as the main location.
47. I am satisfied. The exhibitors' stands are sometimes quite small.
48. that stand on the appointment list the number of the stand of the supplier
49. North and down.
50. More countries and more buyers
51. Better organisation. Here some thoughts about Vestnorden in Akureyri: Messy and incorrect information about Vestnorden in Akureyri 1st: At day deadline was not enough information on air service to Akureyri 2nd: To be a part of each day on Vestnorden were required to be away for five days from work. Tuesday - Saturday. Who has time for that? I chose to come on Wednesday night for the trip back on Thursday night to Reykjavik to catch the plane Stockholm on Friday morning. When I arrived in Akureyri, I was informed there was a charter flight Friday morning from Akureyri direct to Keflavik on Friday morning. - Workshops to be readily available to sellers. Copenhagen or Reykjavik are good places. For sellers who have not been to the different destinations, there must be - more developed than now - a number of pre-and post-tours.
52. Less cluttered, and more focused.
53. My experience is, that if the VNTM is held in Copenhagen much more buyers will participate. So I would like the VNTM be in Copenhagen every year
54. Important that there is more balance between number of buyers and exhibitors. VTM is important event and must keep on but it is always possible to do better.
55. I would like to see them continue to make progress because it was a positive experience.
56. Promoted more aggressively to the travel trade. Most agents are not aware of it at all.
57. VN has to develop and probably needs to develop into an open workshop similar to Mid Atlantic and become a big meeting point for everybody who is interested. VN is first and foremost a big party for the travel industry and has very little to do with professionalism in marketing and sale. It is ridiculous to organize an event with more exhibitors than buyers. Change it please and make it interesting for modern business
58. The companies/organizations that are in charge of the publicity have to do their job better. This year only 95 buyers but 201 exhibitors. I think that local travel agencies can help in getting buyers to come to Vestnorden. We are most in contact with the buyers. We can also limit the amount of exhibitors so every exhibitor can meet his requested buyers.
59. Hopefully it will have more buyers and more diversity. It could be a little more organized.
60. Too late in the year, most brochures already printed and out abroad. Sellers should have a more focused product to present and have help with developing that on forehand, maybe more in the themes we are aiming at, such as bird watching/ spa and health/ winter Iceland/ Islandsstofa should be more involved and a much more professionalism is needed in the presentation of the different regions, or areas
61. Every second
62. Have an equal numbers of buyers and sellers
63. There are some things which were not good organized: - Registration - Missing information

Respondents' thoughts about Vestnorden Travel Mart

Pre-/Post tour - we got the appointment information too late!! - we always got the information very late! - the dinner at the first evening was not good organized, there were no tables to sit, not enough food for all, it was difficult to get something within that many people. The gala dinner evening was really good organized. The programme and the food were great! :-)

64. more and new buyers have to be approached.
65. From the point of a buyer it was perfect. If I were a seller I would require more promotion for more buyers to come. Thank you.
66. Invitations to other parts of the world, those who do not sell Vestnorden countries and therefore are not an obvious choice to invite
67. When a professional conference office is organizing the event in whole you expect them to execute better than what happened in Akureyri. What went wrong: A: schedule and appointment lists came too late, would have liked to have it sooner sent to me. B: Would have liked not run around to find the right booth for my meetings, bad organization of the meeting list so you really could not find your way at all. C: opening of the conference in Hof was confusing and not organized at all, no one knew what was next or what was happening at all, and the whole thing with the Faroe part was disaster. D: The busses for the buyers were half empty most of the time, would have been ok to let the exhibitors use them as well, even though I was a buyer. E: The dinner „buffet" on the first day was not well organized for 300+ people. F: When the number of exhibitors was getting higher and higher then they should have stopped when Hof would have been full, it is ok to say "no we are full" to exhibitors, and there was not enough buyers.
68. Only Reykjavík and Copenhagen suit as a place for this event.
69. Pls invite Latvian tour operators!
70. Our company was going to take part in Akureyri, but too expensive. We have few data solution for the travel industry which would help them to bring more quality to the service. Request for platform to meet buyers for one day, but was refuse. Offer to take part as full member for 3 days, which was too expensive. In the future be more consider for more additional solution for buyers.
71. I would like to see the mart in a city with easy approach. I would get more appointment's or afternoon one day just for people to mingle, I do not want to see the byers running back and forth all day looking for their appointments.
72. To hold the level of 2010 stable or continuing the improvements
73. I would like to see it develop in the direction it has been in here in Iceland this year and 2 years ago. I do not like the cramp up table setup we had in Copenhagen last year. This is an expensive event and we should give it the space and breathing room it deserves.
74. Vestnorden should first of all be held at a time when contracting for coming season has not been completed. VN should be held at a location which is convenient and less costly for both suppliers and buyers to participate. The organization of meetings should be changed and small details, such as having misleading booking references in front of each appointment in meeting schedule for buyers should be entirely eliminated. A lot of buyers did not show up for appointments or came too late for the short amount of time they had for a meeting to take place. Having no bell ringing at the end of each appointment made things even worse. The Vestnorden is too costly for suppliers, considering the number of buyers//suppliers. Organizing the event in the same manner in an even more farfetched location for next years seem surreal and impossible to justify. And selling this at a high price to small suppliers

Respondents' thoughts about Vestnorden Travel Mart

- with limited means to market themselves as the right platform for them to approach the market is disgraceful.
75. No comment
 76. It would be nice to see more exhibitors from Greenland.
 77. I think it should be more thematic
 78. Það vantar að koma fyrir inn á heimasíðuna upplýsingum fyrir þá sem hafa aldrei komið á Vestnorden áður. Gert til að þau fyrirtæki sem eru að mæta í fyrsta sinn viti nákvæmlega hvernig standa eigi að þessu og hvernig þetta er að virka og hvernig þetta fer fram. Þetta var mjög óljóst framan að en kom svo þegar leið að viðburðinum.
 79. better organization - specially concerning the appointments
 80. more buyers than exhibitioners
 81. First, held in March/April Second, in Reykjavik Third, more emphasis on new buyers and new markets. Those attending today are mainly from the past.
 82. 1) Bring the event forward (e.g. mid or late August) 2) Provide exhibitor profiles before buyers register 3) Reduce costs of pre/post Mart familiarization trips
 83. Try to get more upper end clientele from destinations with direct flights to countries with such connections. Stronger focus on luxury travel. Better coordination of buyers/sellers (too many buyers - not enough sellers) in order for all to participate and get something out of this. More workshops/networking possibilities (extend 1 day) with focus on special interest topics.
 84. There should be about 1 -2 hour's time extra to the appointment time every day, where buyers have the opportunity to stroll around and talk to the sellers.
 85. get the booth locations straight on the appointment schedule. I like the fact that you could walk to everything.
 86. How about actually marketing it to buyers.....
 87. Better PLANNING! 1. Getting the appointments schedule SO late was totally unacceptable. We are paying a big fee to take part and then got so little time to prepare ourselves; go over statistics, contracts etc. beforehand. This is the 2nd year in a row the apt have been "off". 2. All transportation "just for Buyers" was a bit of a joke. There were exhibitors going to the exact same place and empty seats. We are also paying to take part in Vestnorden. 3. Even though it was nice not to have the bell between meetings; meetings were a bit off schedule as some "lost track of the time".
 88. No thanks
 89. Reykjavik
 90. Please host Vestnorden in Reykjavik next time. Location should be chosen because it is practical. Hosting it in Akureyri wasted valuable time = money for the majority of exhibitors and nearly every single buyer. Please host Vestnorden in Reykjavik next time.
 91. Keep up the marketing
 92. For us we are not getting enough meetings. I will have to see more buyers to take part again. It needs much more marketing more new buyers.
 93. more international content
 94. More quality in selection of buyers and more new buyers. Too many sellers and many of them had only 4-5 appointments.
 95. Well

Respondents' thoughts about Vestnorden Travel Mart

96. To have it earlier in the year, with more buyers and located in Reykjavík always
97. The possibility of saying no to a supplier for a meeting.
98. no special ideas, its ok and it works
99. As the Main Event for tour operators in these countries to promote their products and interact with buyers from both abroad and within the Vestnorden area. To see the Vestnorden as an open forum for ALL companies working in the field (not just tour operators, suppliers or buyers)
100. There has to be more balance between buyers and sellers. In Akureyri there was too much time wasted in waiting for the next buyer (too few buyers !)
101. More new buyers. Is the mailing list properly updated??? Make it easier for local buyers to visit. Do not select locations that can not offer appropriate accommodation for everyone. And where you need extra domestic flights, after international.
102. Appointment schedule must be more efficient, off the 25 appointments I wished for I only got 9. I had companies on my wish list that were not on the appointment list but then they showed up wanting to talk to me and told me they had put my company on their wish list but didn't get appointment with me ??? Lunch break doesn't have to be that costly ... bus transfer and fine restaurants... no need, for lunch. I think it is also really bad when companies are offering tours on the main travel mart day and therefore buyers are not showing up - because they were offered a tour to Greenland for example. (no show on two off my appointments on Thursday – found out that the buyers went to Greenland and skipped all their appointment after lunch on Thursday)
103. I would like to see Vestnorden Travel Mart in other places in center of Europe like Brussels or Amsterdam like Copenhagen even in USA as close to the buyers as possible.
104. More like a lecture from company's the first day or one or two week before. Then appointments for next day.
105. don't know
106. I don't know
107. I remember a discussion to have the Travel Mart in Copenhagen, easier for most of the buyers and journalist - >I am belonging to this group.
108. In these economic times the workshop was quite expensive
109. I would like to drop the "Vest" in and have A Norden Travel Mart, a big and serious travel mart with the other Nordic countries - along with the Faroe islands and Greenland. Icelandic tourism cannot be compared with tourism in Greenland and the Faroe islands. We need a much stronger business angle, stronger attraction for buyers to attend. In my opinion, the best way for that is to work with all the Nordic countries.
110. Continue the main structure, but I'd be better to organize pre and post tours better and with more information before.
111. I haven't previous information about the faire.
112. More buyers
113. don't know
114. Need better communication beforehand - I had to ask many questions via e-mail to get details, and answers were either vague or slow. For example, I was told there were airport transfers in Akureyri included in the cost, but then when I asked about it on-site at the Travel Mart, I was told they were not included. It was not a big deal (airport was 5 minutes from the city), but it would be nice to have accurate information.
115. Need of more buyers

Respondents' thoughts about Vestnorden Travel Mart

116. More buyers
117. More space.
118. a) More productivity between years, for example the registration form should be better developed between years - not having for example to fill in the information every year, should be able to get them with password from the year before. b) More buyers
119. Every other year in Reykjavik, the other in Copenhagen.
120. I think there should be some restriction on how many exhibitors can attend. The number of buyers and exhibitors should be more intact.
121. Open booths so buyers can book their own meetings with the companies that they want to buy from. Then they can take time to get to know the products and decide if they like the company or not. 20 min meeting is just not enough!!
122. I think Vestnorden is very important, not at least for the smaller companies in the business. You get the chance to meet a lot of people and make connections that are very valuable. Therefore I think it should not be changed a lot.
123. More market oriented, less politics
124. More divided into section i.e. hotel travellers vs. outdoors travellers.
125. Make it a learning source for travel to Iceland as well as a trade market. In particular it would be very helpful to have special interests catered for in the market place of by the Tourism Authority of Iceland i.e. travel for gardens or for food and cooking or for hiking or for cultural exchanges or for volunteer types of activities with a charitable purpose.
126. I would like exhibitors to have more guaranteed continuous meetings. A lot of money and effort is spent so it is quite frustrating to sit long hours without the possibility to promote the company represented.
127. Fix one location for example Copenhagen.
128. around April/June scheduled appointments for 30 minutes price option with and without airfare
129. ekki eins stór munur á kaupendum og seljendum... setja einhverjar kröfur fyrir seljendum.
130. More professionalism, less party
131. In Reykjavik and in Copenhagen only.
132. there was not enough buyers just too many sellers and some of them should not have been there.
133. I would like to change this meeting that you are not booking appointment . I think it is better if you are just having open stand that people can walk and talk to everybody.
134. more business and less party
135. Develop a better introduction of different part of Iceland (and Faroe Islands & Greenland) or introduce different products for example Bird Watching areas.
136. no comment
137. There has to be implemented a hosted buyer system in order to have more participants.
138. Have more info ready when you make the payment, to know what you are getting..
139. Have it in Akureyri more.
140. The venue should be where you expect biggest number of participants each time. I guess Reykjavik. Why go to remote places if your main goal is to increase your business. For leisure you can travel to new destinations if you want.
141. Have some days open for public
142. I have no experience to draw from - sorry!

Respondents' thoughts about Vestnorden Travel Mart

143. I have participated in Vestnorden many times and like the setup and networking with suppliers and buyers in an informal way. Efficient use of time is important, but local surprises in form of culture and venues where the area shows its full potential always add the extra to Vestnorden.
144. Það voru mjög mikil vonbrigði að fá svona fá skipulögð tilboð. Og enn meiri voru vonbrigðin þegar stór hluti af plönuðum viðtölum mætti ekki. Mín tillaga er að hluti af ferðakaupstefnunni verði opinn. Jafnvel að ný fyrirtæki og fyrirtæki með nýjar vörur verði kynnt sérstaklega.
145. To merge with Mid-Atlantic seminar in Reykjavík
146. answer is sent already
147. More buyers and fewer exhibitors, perhaps Iceland should stand behind the travel show alone..?
148. * We would like at least 30 appointments of 20 minutes each. * We would like better, more accurate and timely information about pre- & post-tours. The information is always too late. * We would like to receive our appointment list earlier. We usually don't receive it until after we have already left Australia to attend VNTM. * We would like timely replies from the congress organizers. For most of my enquiries by email it took weeks to get any answers, and when I did get answers, they were not providing the information I had requested. * It is necessary to have a timing bell for the start/end of each appointment. * It is requested that exhibitors do not start dismantling their displays until the end of the last appointment. It is not only distracting but also rude to dismantle displays while meetings are still in progress on the last day. * Overall, the organizers need to respond to enquiries quicker and provide detailed information as mentioned above much earlier than they usually do.
149. As a first time participant I found VTM to be a huge disappointment. Not just for the lack of buyers, but as well the extremely poor and badly organized venue. It was more like a can of sardines. What surprised me was the vast amount of small exhibitors all around the country, with excellent products that most of all need professional guidance in how to put their product forward (or showcase their product). The VTM desperately needs overhaul or maybe just Icelandic Sellers need a new venue for themselves.
150. fewer suppliers, more buyers ;-)
151. I would like all the information both regarding Vestnorden as well as all pre and post tours to be available much earlier.
152. More exhibitors!
153. - One free day without meetings for buyers/exhibitors to browse and look at new products so they do not have to run between meetings - Chance for exhibitors to rent booths, similar to most other travel marts - Cheaper for buyers, even free admission
154. A balance between buyers and sellers.
155. no
156. We need more Buyers and more marketing for VNTM for new Buyers.
157. The location should be easily accessible.
158. Have no comments
159. more buyers should take place Reykjavik or Copenhagen
160. In a totally different way. This fair has never changed, since it has started, except for the conference which is not a conference. If I come to Iceland, I expect to hear the latest developments on the market and attend lectures on import issues such as volcanism and a proper presentation by the Tourist Board, where they present their plans for the coming years.

Respondents' thoughts about Vestnorden Travel Mart

Vestnorden is a boring and static affair and the only reason we attend is to socialize and see old acquaintances and renew relationships.

161. N/A

162. New setup. This has been same setup for over 15 year, you need to change it

163. We need to attract more buyers, in my opinion this is only possible by limiting the venues to Reykjavik and Copenhagen. It is possible to invite buyers that need to get familiar with the counties on a trip. This will shorten the time that buyers need to spend on this Travel Mart, and will most likely result in more buyers. Today companies are trying to cut cost and cannot afford to send employees on long trips. Having the Travel Mart at remote locations like Akureyri is maybe good for familiarization of the destination but is not good for business.

164. Not so many sellers, we have not time to visit the smaller ones.

165. I have not thought about it because this was my first time participating

166. More balance between buyers and suppliers.

167. First of all VNTM needs to secure more buyers for the travel mart, otherwise it will lose its relevance for suppliers. Secondly it would hugely benefit the VNTM organization to rethink the whole focus of the event by making it a three-day event, cut the marketplace days down to one, and spend the other two days more like a conference, with sessions, speakers, knowledge sharing, etc. A networking event like that will be significantly more beneficial and effective in terms of connecting with people in both formal and informal ways. Unfortunately the current format of the VNTM has outlived itself, but if you listen to the floor talk you will hear that people still come because they feel like they have to go, instead of feeling like it is a beneficial trip to make. Rethinking VNTM would make it a very strong venue for all parties.

168. It would be nicer to get the product manual in advance instead of on the spot. Perhaps also a moment where supplementary meetings can be decided on the spot.

169. As I don't have participated - I don't know. :)

170. In the previous Vestnorden Travel Mart there were too many exhibitors and too few buyers. So we did not get as many appointments as we had liked to and had some no shows which was very disappointing. We would like to see our appointment list sooner to be able to have more time for preparation for the meetings. The no shows we had were all in the morning on the second day, so we are wondering if the cocktail party was at a bad time.

171. More new buyers

172. don't know

173. It seems that there are always the same buyers. Hardly any new faces. Also, most of the buyers are mainstream self-drive, incentive, blue lagoon etc. providers. Very few serious adventure travel agencies for us to cooperate with. The organizing of the event was very good though.

174. I would like to see it built and organized by people who understand marketing, so the goal is marketing and not to fit into some obscure "fits nobody" organization of the Venue. We are paying a lot of money for participation in this and we feel the organizations are just trying to be in the way of the companies rather than helping getting business going.

175. somehow we have to get more buyers to the venue..

176. I would like to see more of new buyers and more buyers in general.

177. There are two options, 1) Keep it as it is but leave the appointments out and build up as an exhibition. Let the suppliers themselves prepare their appointments. As uneven no of suppliers

Respondents' thoughts about Vestnorden Travel Mart

and buyers are unacceptable. 2) This event needs to be improved and brought to higher level. Vestnorden Travel mart should be held in Reykjavik once a year and should target min 500 buyers and if a profile for that is succeeded then an appointment system should be needed.

178. More time for unexpected meetings and mingle.
179. Make it good
180. A better balance in buyer/seller situation; A fixed location, like Reykjavik; A cheaper fee for Buyers.
181. Location: only to be held in Reykjavik and Copenhagen byers: too few and more or less the same byers every year. Emphasize should be on new byers
182. There were too many sellers (or too few buyers). I did not get the chance to meet all the buyers I wanted to meet and in fact very few I think. I think it's a lot of money for just meeting people at the coffee table. Otherwise I like VN and I do not want to miss it, it's a great opportunity.
183. I think good the way it is now, except the origination of the appointments!
184. More Buyers...
185. don't know what it is
186. Have better level between buyers vs. exhibitors
187. More buyers. Be more flexible - our company could not committe on participation before end of August!
188. - I'd like to see more emphasis put on marketing the exhibition for potential buyers. – Changing the meeting arrangement/ planning to offer more possibilities. E.g. one day for s scheduled meetings and the other one for an open expo. - Give buyers & exhibit
189. Consider using Greenland as a location for the event in 2012.
190. Það þarf greinilega að takmarka seljendur eða auglýsa betur og fá fleiri kaupendur því það voru svo fáir fundir bókaðir með flestum þeim seljendum sem ég talaði við. Þ.e. alltof fáir kaupendur fyrir svona fáa seljendur.
191. Go back to workshop- instead of exhibition format as in Copenhagen. Move Vestnorden to April or combine with Mid-Atlantic convention when in Iceland.
192. I think it is important that there are more sellers than buyers
193. More buyers! More certainty of getting the appointments that have been requested by exhibitors
194. mjög fúlt að fá 4 viðtöl sem mætti ekki á seinna degi!
195. Main event in Reykjavik, pre or post options to other destinations
196. No pressing wishes at this point. It is o.k..
197. I think is very good
198. I would prefer to have Vestnorden only in Iceland or Copenhagen
199. A short and active workshop with many appointments, as it was now.
200. Please try to make the workshop a bit cheaper.
201. If company is not going to show up to their appointments they should let know or it should be announced to the desk.
202. The Vestnorden Travel Mart was very successful in Akureyri. In the future it would be nice if it was so well organized as it was in Akureyri.
203. big changes
204. The Vestnorden Travel Mart is good, as far as that goes. The meetings requested and the

Respondents' thoughts about Vestnorden Travel Mart

meetings received in the VN 2010 were not quite up to par and seemed to be badly organized in that regard. So that is something that needs to be reviewed and reorganized for next year. The meal at Hof (advertised as 'dinner') consisted of pancakes and ice-cream (goes well with whitewine!) and shellfish (which is no good, if people have allergies). This meant that the majority of people were starving, while others ate at the grand table (because there were no plates or napkins to begin with). In future, we would like to see the events, where people gather - better organized and suitable for all people, not just a few, and advertised as it is – i.e. if there is no food or little food, then say so. That way the participants can make other arrangements before hand. The buyers in VN 2010 could not find the booths of the companies where they (the chosen few) had pre organized meetings. The manual had one set of numbers, while the printout had another. So the buyers, with the little time they did have (speed dating mode) spent most of their time looking frantically for the correct booth. This meant that some of the companies who had scheduled meetings, did not receive all the buyers to their booth. The organizers of the next VN and future VN should bear in mind to cross check their information so that and make sure the printed information is correct before distribution. Otherwise there is confusion. Another major flaw of VN 2010 was that the e-mail list was not easily accessible (i.e. suppliers information) in one document with all the e-mails, and some of the e-mails were wrong or misspelled. So the next organizers of VN ought to bear in mind to cross check the information before printing and publishing.

- 205. Yes! Use the travel mart to promote the region to new foreign travel agencies - who will be specially invited to the travel mart - ex. Asia or South America. This gives new contacts an opportunity to meet a large number of suppliers from the region in one place. Making it cheaper to showcase and promote the region for a new market. It should only be for one of the days of the travel mart.
- 206. Alternate between Reykjavik and Copenhagen
- 207. It's hard to decide on appointments with so many new exhibitors. What I've always wanted to see is an hour during the show for "free sales" the exhibitors are at their booths and the buyers can circulate and pick up sales info from all those exhibitors that they didn't know enough about to use up one appointment space. It would make it easier to feel like you got to talk to everyone.
- 208. important to make it more buyer friendly
- 209. The same as now is ok....
- 210. Bring in more buyers...however you do it...? Encourage sellers to make livelier presentations.
- 211. The concept is ok, but it is too expensive and many contact I get at Mid Atlantic
- 212. Keep up the good work
- 213. I very much would like to see more buyers and a little less of suppliers.
- 214. contact point for buyer/tour operators and incoming services like hotels, agents, transport companies etc.
- 215. venue with meeting rather than sitting do not have to have this exhibition places
- 216. There were far too many exhibitors and not enough buyers. This led to the exhibitors having little to do and the buyers too much to do and being very stressed. The buyer/exhibitor ratio just wasn't right, which we found very bad.
- 217. With a different setup (meeting plan)
- 218. I would like to see more new buyers.

Respondents' thoughts about Vestnorden Travel Mart

- 219. Not bigger than to day - more core focus
- 220. More buyers Transfer organization needs improvement (Exhibitors also need transportation)
Appointment list with stand number Reminder when appointment time is running out Double
appointments arrangements as requested
- 221. should be held in Copenhagen to have more buyers.
- 222. don't know
- 223. I like it as it is today with those short meetings.
- 224. The quality of meetings is quite good and also land arrangements and organization is good.
- 225. Appointments and schedules is somehow always a problem at VNTM - it can be done much
better. Look at other travel markets or simply workshops. But overall was the service and
people was very good and one of the best Vestnorden for me, ever.
- 226. Only have them in Reykjavik and Copenhagen
- 227. No idea
- 228. Balance the buyer/seller participants. Way too many sellers compared to buyers. Rumors
says that tours for buyers were organized for buyers during the 2 appointment days....if info
and not intox then this was totally inadmissible.
- 229. More meetings with travel agencies interested in new contacts with East European countries.
- 230. More buyers
- 231. Meat more than 7 companies, because last time we were in Vestnorden travel mart many
company did not come
- 232. Just like it was in Akureyri
- 233. less exhibitors more buyers
- 234. don't know
- 235. More buyers
- 236. The information before must be better. For example information about post tours to Greenland.
When we got the knowledge the trip was already fully booked, even if we had asked for
information several times. The organization with the stand number was really chaotic. For
appointment request, it was much better last year when we could choose on-line. The revenue
and all happenings were all good when we were on spot apart from above. We participates in a
pre tour that was very well organized and informative. This made us increase our Iceland program,
so it really works.
- 237. Workshop in Reykjavik or Copenhagen where the buyers can pay for admission at the entrance
and are not forced to by accommodation or other packages at high prices. It is absolutely
important to see more buyers at Vestnorden and the event must be marketed according to that
otherwise I don't see any future for this event.
- 238. Yes
- 239. Vestnorden Travel Mart should be held in Reykjavik or Copenhagen. I will not participate again
if it will be held somewhere else than in these two cities.
- 240. Continue as you have done!
- 241. The proportion between buyers and exhibitors should be more equal. The exhibitors did not
have enough appointments in general. Appointments should be 30 min. (20 is too short) There
should be a bell every 30 minutes so people know when appointments are over
- 242. More organizing concerning the meetings!

Respondents' thoughts about Vestnorden Travel Mart

243. æ
244. new information, because the same people are coming back and the information seems to be the same every year
245. Have no suggestions.
246. I don't know
247. I don't have the vision right now.
248. Pre Tours and Post Tours are important.
249. I would like it more like a complete package from a-z, and it's very important how the delegates: buyers and exhibitors alike stay/ comfort at the different places - that I think was a weakness in Akureyri. I think some felt a bit lost and were too much scattered around.
250. I hope to find incoming agents I can work with directly.
251. no comment
252. Just to have enough buyers for all the sellers
253. Venue easier accessible, and workshops where you encourage networking more
254. No comment
255. It needs more marketing - more buyers have to attend!!
256. It would be beneficial to get more buyers on the scene. As a journalist I heard quite a few sellers complain, that they were twice as many as the buyers. More massive marketing towards the buyers needed.
257. I don't like where 4stands block the walking path between stand in the hall. I will not be a partaker in such organization.
258. More buyers than exhibitors. If that means it has to be in Köben every second year and then Reykjavík, then ok.
259. Get more buyers
260. I will have that in mars and april.
261. Ég myndi vilja klára fundina á einum degi. Þá sem er ekki hægt að hitta þennan dag er ekkert mál að ræða við gegnum internet. Sem kaupandi vil ég gjarna fá að ráða hverja ég hitti. Ekki að hver einasti söluaðili sendi mér fyrirspurn um samstarf. Þetta skapar fullt af óþarfa vinnu fyrir báða aðila. Einnig þykir mér of mikil fara fyrir drykkju hjá stórum hluta söluaðilanna frá Islandi. Mjög ófagmannlegt!!
262. I very much enjoyed the Vestnorden Travel Marts I've attended in the past. It's a great opportunity to ask detailed questions and get detailed information and print literature about multiple countries. My only criticism is that I wish we had longer appointment times in some cases. Some shorter appointments are fine, but there are some sellers I'd have liked to spend more time with. Not sure how you'd arrange that...
263. don't know
264. I think that VNTM need to work more focused on attracting new and more buyers if it shall continue to be a relevant event.
265. Have never been able to attend in the past so cannot comment.
266. Work on solutions of how to get more buyers want to come to VN.
267. Need to be given more notice as to the dates of the show we have never been so cannot judge. Also need help with flights.
268. No comment

Respondents' thoughts about Vestnorden Travel Mart

269. I'd be interested in knowing about it.
270. Yes, would like to see more buyers
271. I do not think major changes are needed. The most important is destination knowledge and supplier contacts. In that order!
272. Good to see new and younger generation
273. I hope I can get the information (schedule, appointment list etc.) much earlier next time.
274. Less gap between the number of buyers vs. sellers. Make sure Internet connection works. Less finger food, more food. We had hardly eaten for 2 days. Better organizing with the introduction of countries (day one). Have 2 whole days to do meetings. At least to be able to work until 17:00. The time after lunch on day 2 was way too short. Hectic and stressful, especially for the many buyers that attended.
275. I do not know
276. I was very pleased to attend a couple of years ago. It was most informative and helpful. I was able to book some trips for my clients after the Mart. Yes, I would like to attend again, or have a staff member attend. Benita Lubic
277. More ad hoc give buyers a chance to explore most exhibitors are also buyers! Icelandic travel agencies are our most vital customers
278. more buyers than exhibitors
279. more buyers, and that Vestnorden Travel Mart targets different marketplaces each year, like; Asia north, Asia South, Afrika North, Africa South, America north, America south, Europe north, Europe South, America Central... and so on.
280. Að seljendur fá fleiri viðtöl við kaupendur og það væri gaman að sjá meiri samvinnu eða sambönd mindast á milli seljenda frá Færeyjum Grænlandi og Íslandi
281. It would be great if Greenland had the ability in the future to host there.
282. That it moves more into a web-based forum for meeting possible partners.
283. Back to minimum 30 appointments. I'd prefer the conference about the countries to be for example the evening before the workshop starts. And the next two days completely filled with appointments.
284. Send the appointment lists to the buyers earlier
285. Try to attract more buyers by direct marketing. Raise prices for exhibitors to allow buyers for free allow participants to register both as buyers and sellers in those cases where it's relevant. In our case lots of sellers are our buyers.
286. Continue the way it is... Improve the organization, that sometimes in the past was a bit confusing...
287. On the same track
288. Don't have an opinion on it.
289. Not so many exhibitors, would be fine to have each area in one group (north, south....). Only the appointments you choose yourself would be preferable.
290. no comment
291. The most important thing for the future of Vestnorden is a better marketing to get more interesting buyers
292. Vestnorden Travel Mart is very important for us to meet all representatives of each Nordic Country at this time .

Respondents' thoughts about Vestnorden Travel Mart

293. Better balance number between buyers and sellers. Little more time with each customer. Better organized meeting schedule.
294. Much earlier in the season. September is too late! We cannot take any new products in the catalogue, deadline of catalogue production is just about 1 or 2 weeks after the workshop!
295. located in Reykjavik and Copenhagen
296. larger hall for so many sellers. rather less sellers than in 2010.
297. There should not be Pre tours the same day as the travel Mart causing that buyers did not meet to their appointments. It should also be very clear that if you can't do your appointments you should let people know about it. I think Vestnorden Travel Mart should be planned on two days, starting around 13:00 and the day after from 9:00-16:00. I also think that it is important to have Vestnorden sometimes also in Akureyri, the Faroe islands and even in Greenland not only in Reykjavik and Copenhagen.
298. I could see VNTM develop with Mid Atlantic, so it would be bigger and reach some more people.
299. I would like there to equality between buyers and exhibitors.
300. No input
301. one day in Reykjavik every year
302. Better balance of buyers and exhibitors. Not as hectic schedule as it turned out in 2010.
303. That accommodations for sellers also are organized as it is for buyers
304. It will be interesting to have a 2012 Vestnorden in Greenland instead of Denmark.
305. I cannot answer on this question, it needs time to think about it. On the whole I think this Travel Mart have been more successful for buyers then for suppliers, because many sellers have been missed.
306. no comment
307. It is important to ensure that most prioritized appointments can be met. In my case, I did not got the opportunity to formally met those I had chosen, but colleague of mine did.
308. yes
309. with reference to the participation fee, it was absurd to have no chance to have a fee without flights included. the result is to make this fee too high for eventual buyers that were already in Iceland. Two options would have been easy to deal with. 25 allowed appointments with so many exhibitors made it quite difficult to pick the ones to meet. number of buyers was also much lower than exhibitors, so may be a longer time could have been scheduled for the appointments so to allow more...
310. not sure
311. More opportunities to experience the real tour such as pre or post tour in new destinations or attractions of Iceland, Faroes Island, Greenland. Then we know how to promote that areas become products.
312. Better access to the destination; for 1 1/2 days' workshop you need 4 to 5 days of travelling, including flights, which is too much.
313. Needs to attract more buyers.
314. a better ratio of buyers and exhibitors and a better venue, it was far too crowded!
315. I think the idea behind it and the set up with so many short meetings is excellent. It would be really good though if the final meeting schedules could be finalized and sent out latest 2 weeks before the travel mart as to guarantee that preparation for the meetings can be as

Respondents' thoughts about Vestnorden Travel Mart

- good as possible.
316. It would be nice if VNTM was arranged by a board of all three countries with the organizing country as a chair. This way we could avoid misunderstandings and better coordination of information distribution. I was told that Greenland and the Faroes were not informed about the fact that they had to do a country presentation until only one week before the execution of VNTM. Had there been a board, this could have been avoided.
317. Continue in same direction
318. More balance between exhibitors and buyers.
319. I have no precise idea about it. We are planning to put more effort on our website and to us Vestnorden is not anymore the right place to promote our trips.
320. I would like those who present "areas" like Marketing offices and towns have another "position" in the mart. They are on other terms than "companies selling some definite service". They provide an overview of what is to offer in each area and support regarding visits to the area and marketing.
321. That someone read these questionnaires and does something about it. Every year a lot of people complain about the following: * we ask and pay for double appointments and get only one appointment due to very bad system of Congress Reykjavik * there are no announcements and signs when appointments are over. Nobody knows when appointments Start and end. These are basics. * The appointments lists for buyers must indicate booth numbers of the exhibitors and not reference numbers. Buyers spend too much time finding booth numbers and miss valuable meeting time. We have complained about this almost every year, especially when done in Iceland. Congress Reykjavik does not do a good job at all. Vestnorden is about business meetings. Entertainment in Akureyri was a disaster during get-together. Scandal!
322. not so expensive
323. On other time - spring time is better
324. I would like to see the ratio between buyers/exhibitors more even. Especially in that regard, local buyers must be classified as buyers, not exhibitors. Regarding exhibit space, more thought must be put into exhibitor booths and working area.
325. Keeping and/or improving the level from Akureyri 2010
326. The rate of Exhibitors / Buyers has to change far too many exhibitors this time There were too few appointments so = too much time wasted. And please do not allow tours for exhibitors when they are supposed to attend appointments like the second day in Akureyri :(people didn't show up because they were invited to Grímsey and similar things have happened before
327. I don't have an opinion about that. It was my first time there.
328. Yes
329. Don't know.
330. no comment
331. More exhibitors needed
332. yes
333. It would be enough to have the Travel Mart every second year. There are not enough new products every year to attract enough buyers. This autumn there were only just under 100 buyers as opposed to over 200 sellers. The cost for sellers is far too high. Buyers have also

Respondents' thoughts about Vestnorden Travel Mart

pointed out that attending the Westnorden TM is much more expensive than to attend others. The purpose with the Travel Mart must surely not be to generate a good profit for the organizers!

334. On the same level

335. I would like to see more buyers than sellers on next Vestnorden. Try to have the workshop over one day and the hole event not more than 2 days.

336. NA

337. No ideas

338. I have no specific wishes

339. in Matka in Helsinki

340. Happy as it is pretty much

341. Need more buyers and buyers this year were very confused and had problems finding exhibitors and getting to scheduled meetings on time

342. The date is generally good for us. We would prefer that Vestnorden has a fixed location in Reykjavik. KEF offers better air connections than Faroe Islands or Greenland, and then you can make a pre or post tour from there to Faroe o Greenland if you want.

343. More Buyers :)

344. More space, shop where you can buy drinks and lighter food and a Bar.

345. Larger focus on attracting buyers, e.g. roadshows in target countries to attract new buyers to attend the show. Development in pre/post tours, direct invitation to serious new buyers

346. This was my first VNTM I do not have full opinion on that

347. I have never participated so I wouldn't know. Please send us an invitation for future Vestnorden travel mart. Kindest regards CIC GRUPPE & SPESIALREISER AS Lorraine C Coyle Dørum
Managing director

348. I would like to see individuals that are not connected to any company attending as future travellers.

349. Keep VNTM in Reykjavik, think it's non-professional to have people in 25 different places – and not any hotels for the exhibitors

350. I would like to see more buyers at Vestnorden. We need to encourage more buyers to visit the Travel Mart, i.e. by having the admission price lower for buyers, getting Icelandair to offer at them a good discount on airfare, and even that VestNorden would sponsor "newcomers" by giving 4 new travel agencies abroad free admission, the first time they attend VestNorden.

351. I would like to see it held earlier in the year

352. Keep the same format and success from 2010

353. If it is supposed to be successful Vestnorden needs to have more buyers.

354. One day show (08.00- 20.00)preferably held at central location in Europe (airport hotel in Frankfurt ?), for those who have time second day for informal appointments between sellers and buyers. No get- together or gala evenings.

355. Less cost regarding the stands. Just tables and chairs and minor things on display. More opportunity for mingling and casual appointments.

356. To get other buyers than the classical big tour operators. This is a way for them to make some shopping and organize everything by them self in the country. We, as an organizer of outdoors trips we would like to see more Foreign tour operators specialized in nature and

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- outdoors fields.
357. I don't know
358. Organize it in Iceland and make super post and pretours to Faroe and Greenland - with proper program and capacity Also think more publicity and invite more international travel media to the event.
359. The destination looks great and we operate trips to Iceland. However, it's expensive to visit your areas. Normally, most countries offer support to visit their areas and that makes all the difference in whether to visit or not.
360. Format seems fine as is.
361. Just like now. Also a time in Greenland.
362. Þetta var eins og að fara í búð og borga 130.000, og fá svo að vita daginn eftir hvað þú varst að kaupa. Sýnendur þurftu að borga án þess að vita hvað kaupendur væru margir. Boðið upp á 25 fundi en endaði með 4 fundum. Bara bull
363. I did not attend Vestnorden 2010 in Akureyri. Hope to attend in future.
364. Very much, for the benefit of all.
365. I think that now with the internet it should go more on the showroom direction rather to a contracting place.
366. 1day only event
367. Good idea
368. Not having been there I cannot say!! But it is important that all the costs are covered by the Travel Mart - air and land, during the fair period. Good luck
369. continue like this with constant positive developing
370. I do not know
371. There must be enough accommodation in the places where Vestnorden is held. Easy to travel there. Services for both buyers and sellers, not just buyers. Quality is not consistent with the cost of participants.
372. That is up to the Market.
373. I would like to move the Travel Mart from the Foreyja Island to Danmark (or Iceland) like they have done with Greenland, when they are hosting Vestnorden, since the infrastructure is not able to accommodate a big conference like this, flights, hotels etc.