



VFI Ferðafólkakanning 2018

Gallup Føroyar - Ferðafólkakanningin fyri Visit Faroe Islands, summarið 2018

Endamálið

Menningardeildin hjá Visit Faroe Islands heitti á Gallup Føroyar í summar at gera eina ferðafólkakanning. Kanningin er gjørd í tíðarskeiðnum 22. juli til 22. august 2018.

Endamálið við kanningini er at fáa eitt yvirlit yvir, hví ferðafólk koma til Føroyar og hvat tey halda um Føroyar. Kanningin fevnir millum annað um demografiskar spurningar, hvørji støð tey hava vitjað, hvat tey hava upplivað, hvar tey hava yvirnáttað, hvar tey hava brúkt pengar, nøgdsemi, væntanir umframt afturmeldingar til Menningardeildina hjá Visit Faroe Islands í samband við arbeiði teirra at menna ferðavinnuna í Føroyum.

Allir spurningarnir høvdu ymiskar svarmøguleikar at velja ímillum uttan tann síðsti, sum var ein opin spurningur. Her var lagt upp til at fáa góð hugskot, ella hvat ferðafólk halda manglar í ferðavinnuni í Føroyum. Harumframt var eitt av endamálanum eisini at fáa eitt yvirlit yvir, hvatferðafólk siga um Føroyar sum ferðavinnuland. Í alt vóru 26 spurningar. Svarpersónarnir er útlendingar, sum hava ferðast í Føroyum í juli og august 2018.

Avmarking. Cruise ferðafólk eru ikki partur av hesari kanning, tí kravið var, at ferðafólkini høvdu yvirnáttað í Føroyum í fleiri nætur fyri at kunna luttaka.

Framferðarháttur

Fýra interviewerar frá Gallup Føroyum og Visit Faroe Islands tosaðu við í alt 622 ferðafólk, harav 483 játtaðu at luttaka. 139 bóru seg undan. Hetta svarar til eitt svarprosent á 77,7%, sum er høgt í slíkum kanningum. Interviewararnir høvdu teldrar við sær, har spurningarnir vóru tastaðir inn í skipanina hjá Gallup Føroyum, soleiðis at svarini komu beinleiðis inn í skipanina. Tó eru nakrar samrøður bandaðar niðri á keiini og síðani tastaðar inn í skipanina.

Á flogvøllinum og á keiini

Flestu samrøðurnar (71,4%) fóru fram á Tax Free økinum á flogvøllinum í Vágum. 28,4% av samrøðunum er gjørdar á keiini í Havn, meðan 0,2% eruggjardar aðrastaðni. Orsøkin til hesa avgerð er, at ferðafólkini vóru liðug at ferðast í Føroyum, høvdu upplivað Føroyar og kundur tískil oysa av sínum upplivingum og meiningum um Føroyar sum ferðavinnuland, áðrenn tey fóru av landinum. Ferðafólkini vórusera jalig at luttaka og nógv hava givið sær stundir at koma við viðkomandi afturmeldingum til hesa kanning.

Laila Hentze, stjóri
Gallup Føroyar

Yvirlit

1. Participation in survey
2. Harbour/Airport
3. Gender
4. Age
5. Country/Region
6. Inspiration
7. Main Reason
8. Accommodation
9. Stay overnight
10. Islands visited
11. Towns/villages visited
12. Length of stay
13. Favourite experience
14. Hiking
15. Experience
16. Activity not available
17. Negative experience
18. Activities paid for
19. Price level (1-5)
20. Value for money (1-5)
21. Places where money spent
22. Are there too many visitors
23. Which places
24. VFI – Unbelievable, Unspoiled, unexploited (1-5)
25. Satisfaction level (1-5)
26. Recommend others to travel to Faroes (1-5)
27. Feed back from tourists

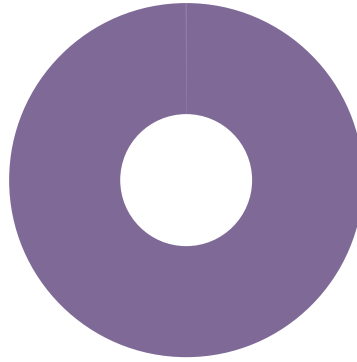
VFI Ferðafólkakanning 2018

Publiceret af Laila Hentze
07 september 2018 klokken 05:09

Side 1

VFI Ferðafólkakanning 2018

Svar status



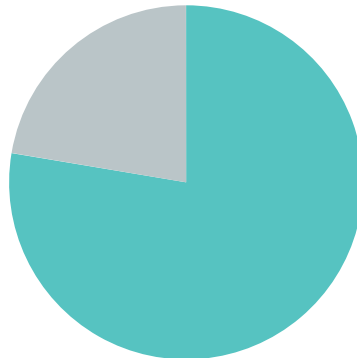
Total Would you like to participate in this survey? : Yes, No

622

- Ikke svaret
- Afvist
- Ufuldstændig
- Gennemført

0,0%
0,0%
0,0%
100,0%

1. Would you like to participate in this survey?



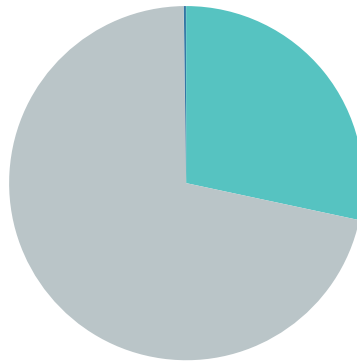
Total Would you like to participate in this survey? : Yes, No

622

- Yes
- No
- Test

77,7%
22,3%
0,0%

2. The interview is made:



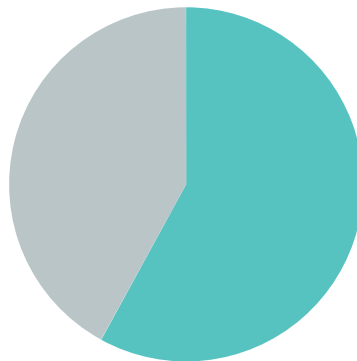
Total Would you like to participate in this survey? : Yes, No

483

- In the harbour of Tórshavn
- At the Airport
- Elsewhere

28,4%
71,4%
0,2%

3. Gender



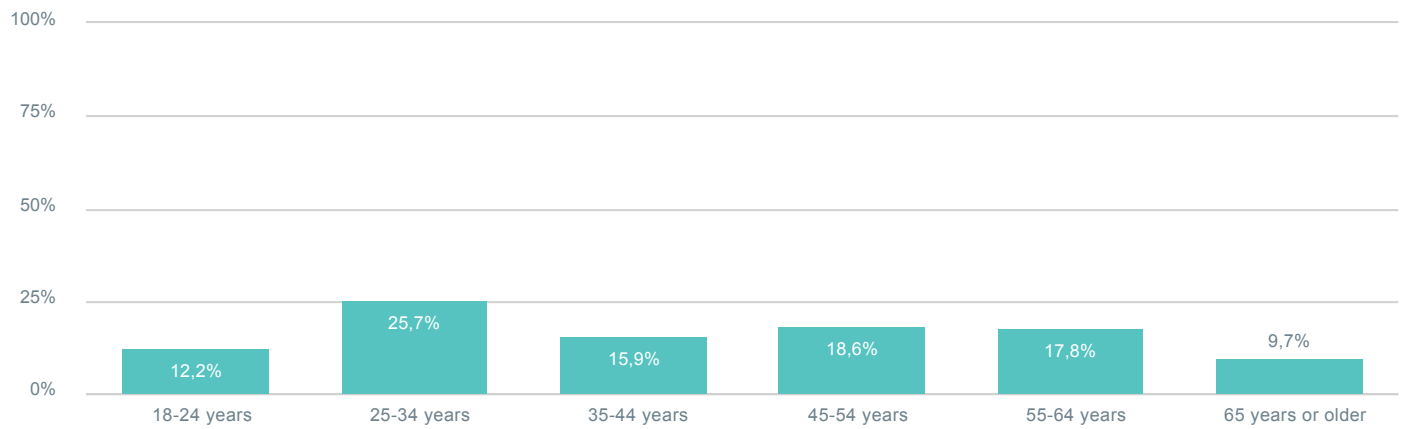
Total Would you like to participate in this survey? : Yes, No

483

- Male
- Female

58,0%
42,0%

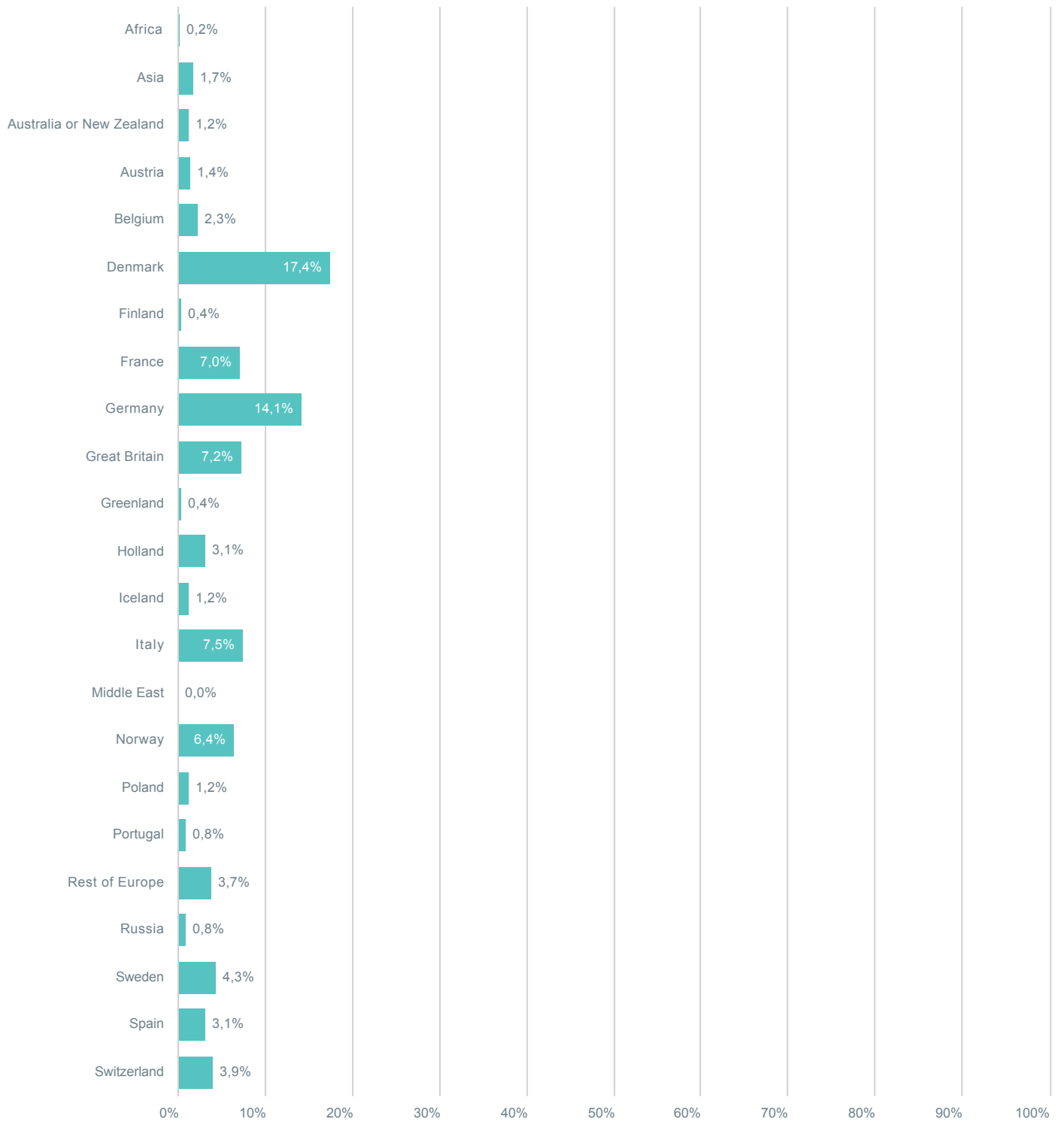
4. How old are you? (Which age group?)



Total Would you like to participate in this survey? : Yes, No

483

5. In what country/region do you live?

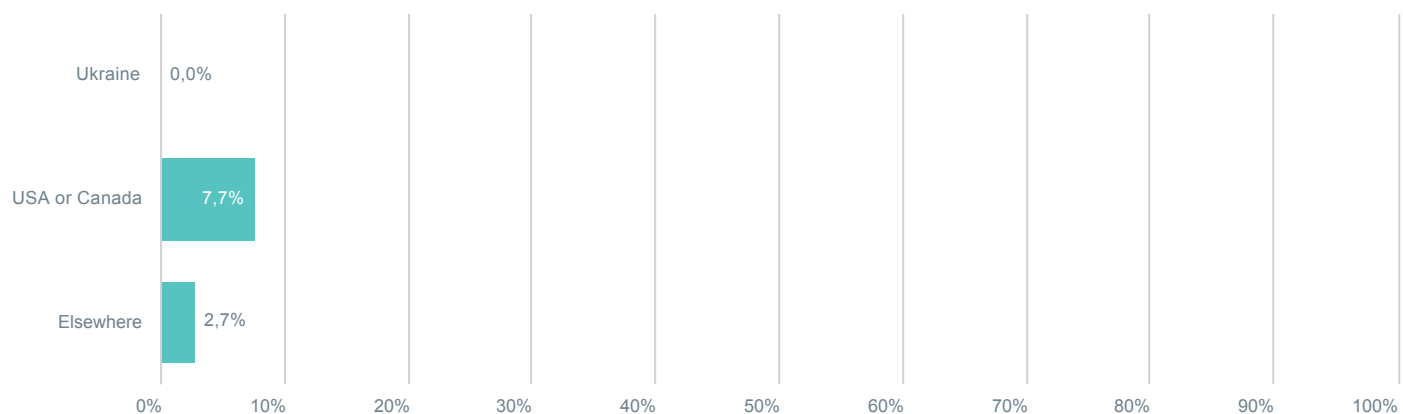


Total Would you like to participate in this survey? : Yes, No

483

Grafen fortsætter på næste side

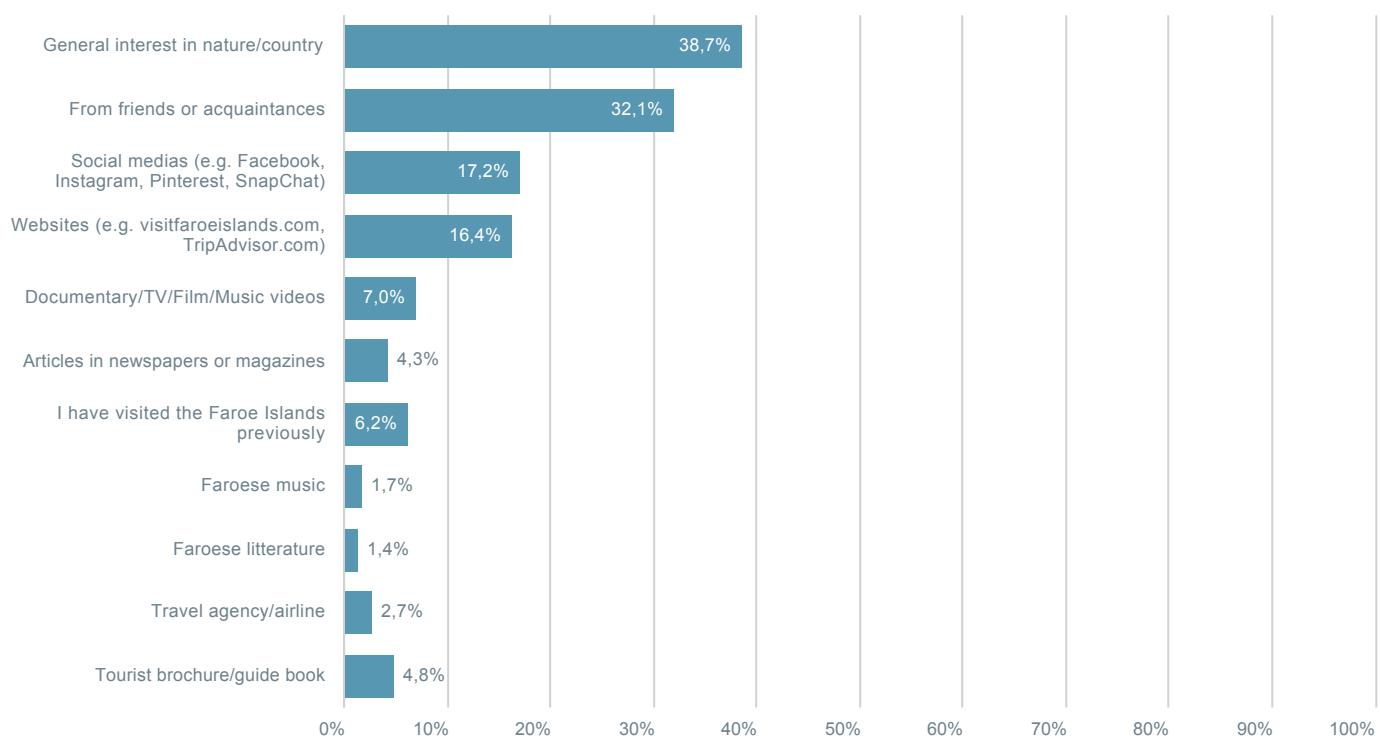
5. In what country/region do you live?



Total Would you like to participate in this survey? : Yes, No

483

6. Where did you find inspiration to visit the Faroe Islands? (Multiple)

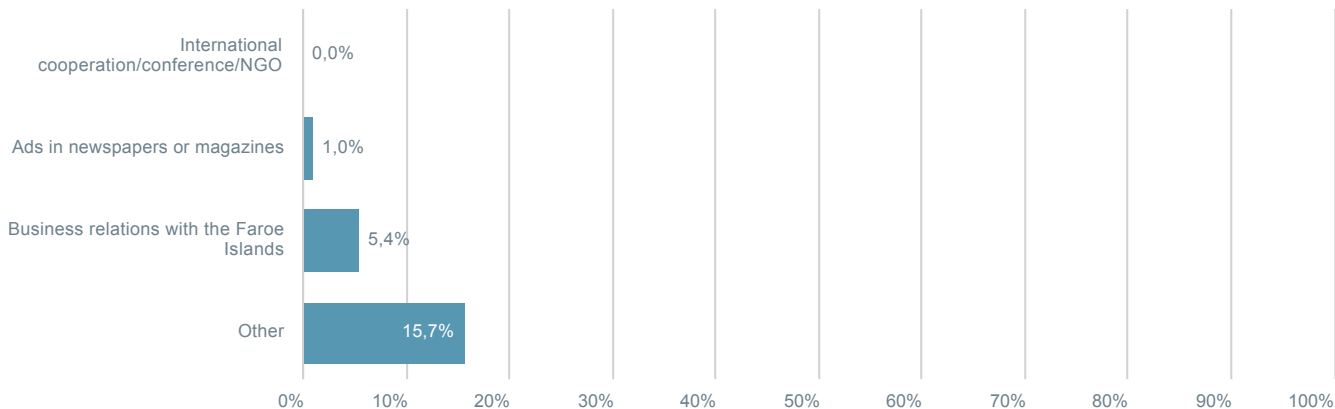


Total Would you like to participate in this survey? : Yes, No

483

Grafen fortsætter på næste side

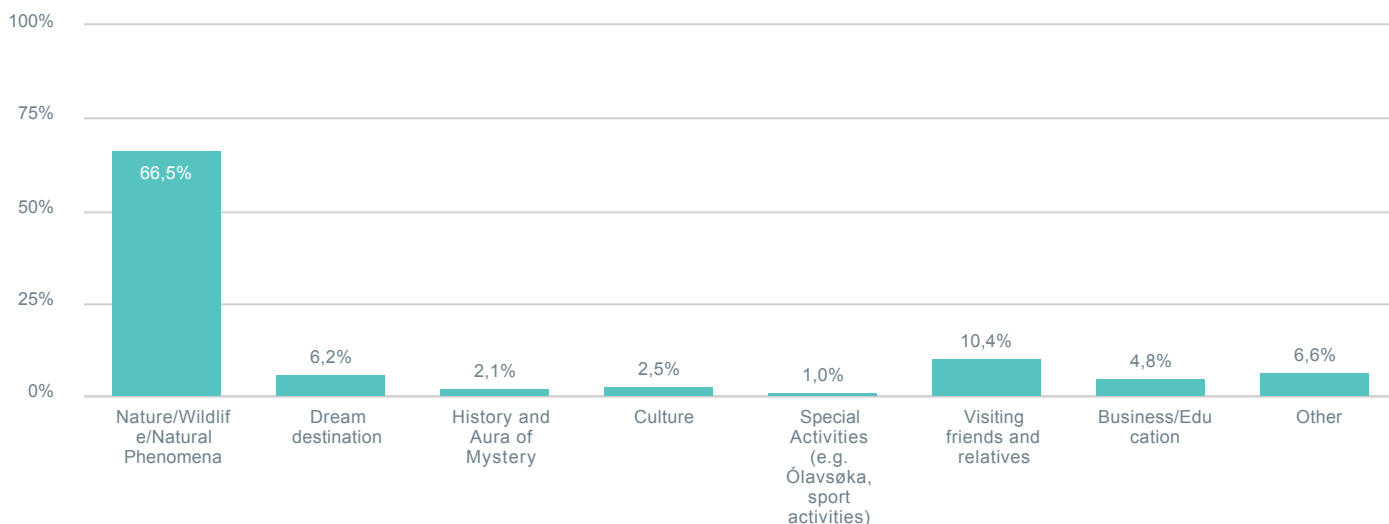
6. Where did you find inspiration to visit the Faroe Islands? (Multiple)



Total Would you like to participate in this survey? : Yes, No

483

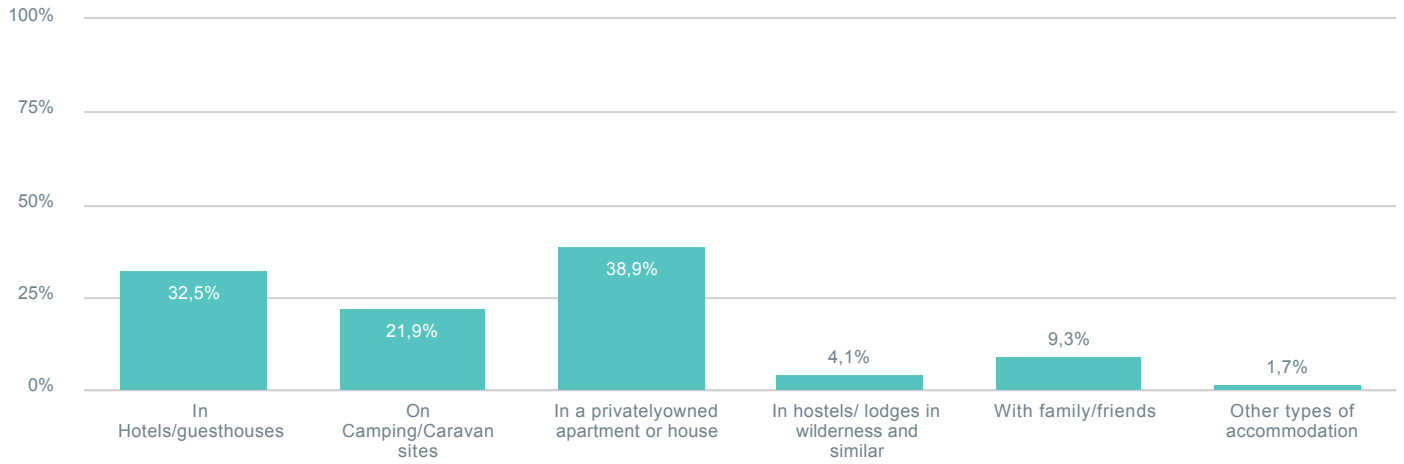
7. What is the main reason you chose to travel to the Faroe Islands?



Total Would you like to participate in this survey? : Yes, No

483

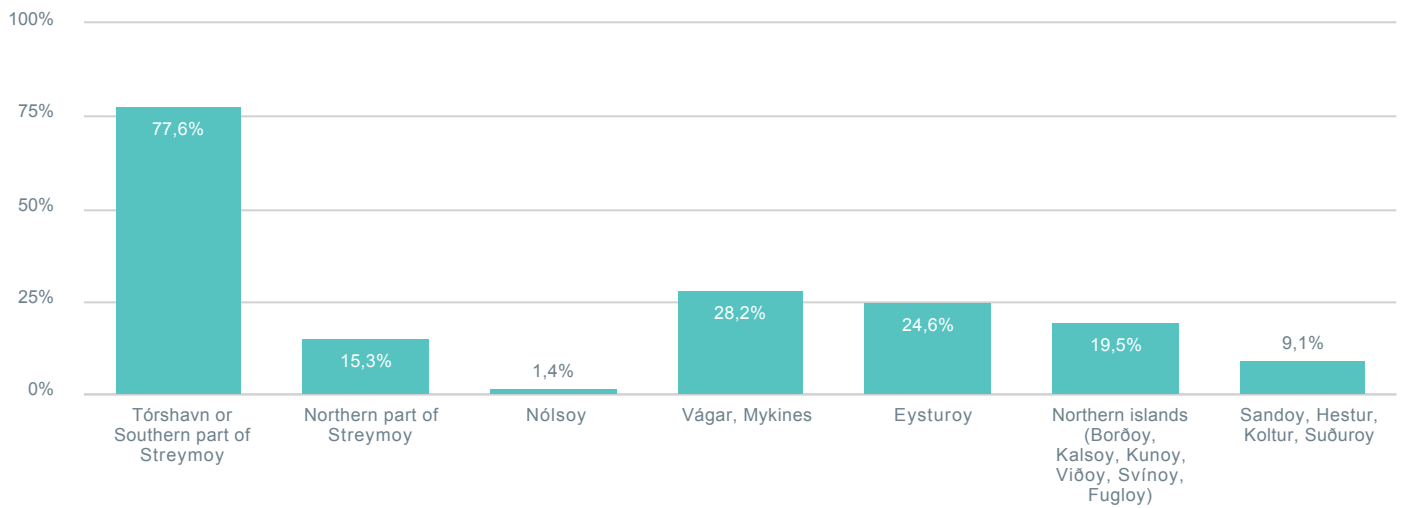
8. During your stay in the Faroe Islands, in what type of accommodation did you stay over night? (Multiple)



Total Would you like to participate in this survey? : Yes, No

483

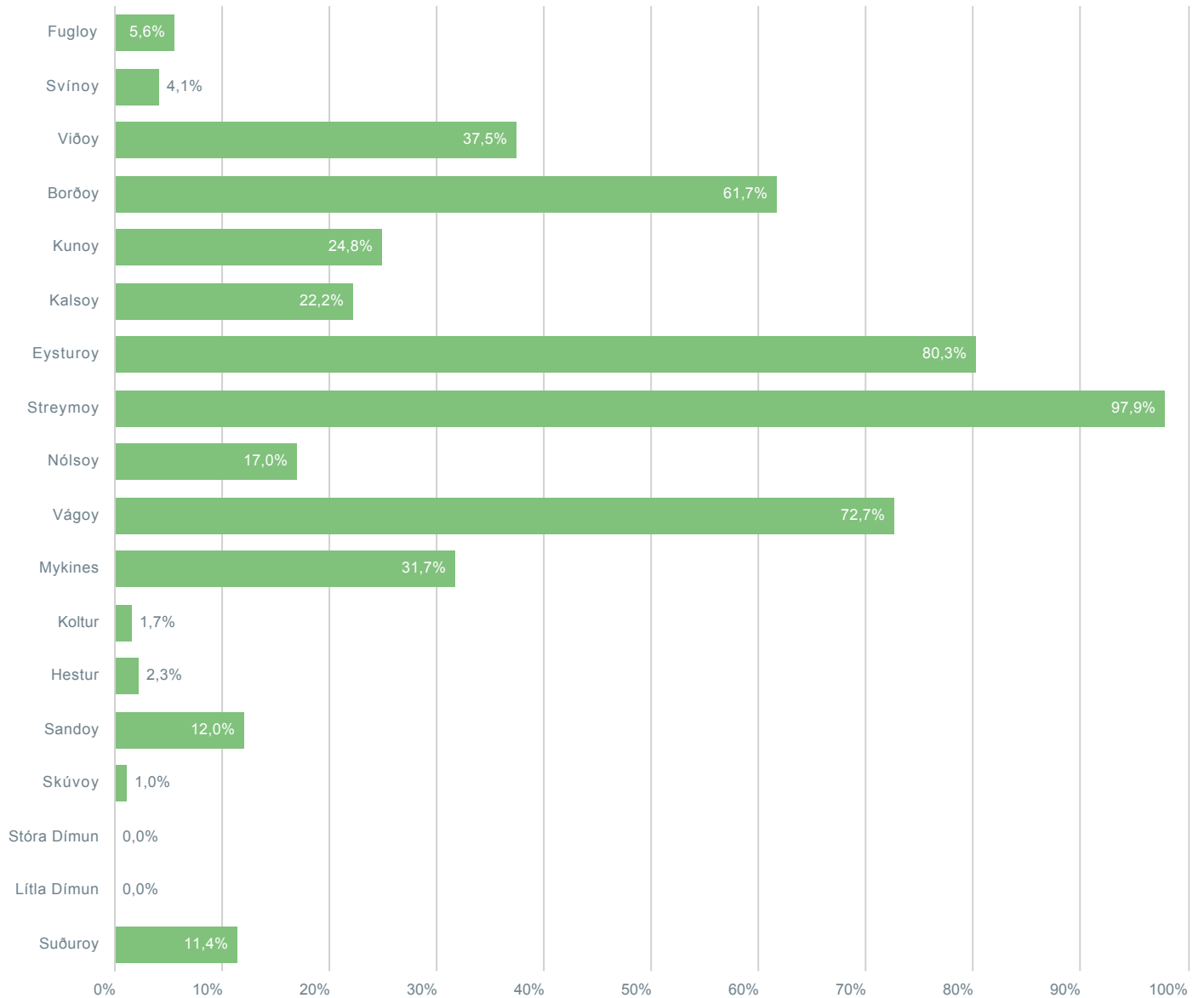
9. During your stay in the Faroe Islands, in which of these regions did you stay over night? (Multiple)



Total Would you like to participate in this survey? : Yes, No

483

10. Which of the following islands did you visit? (Multiple)

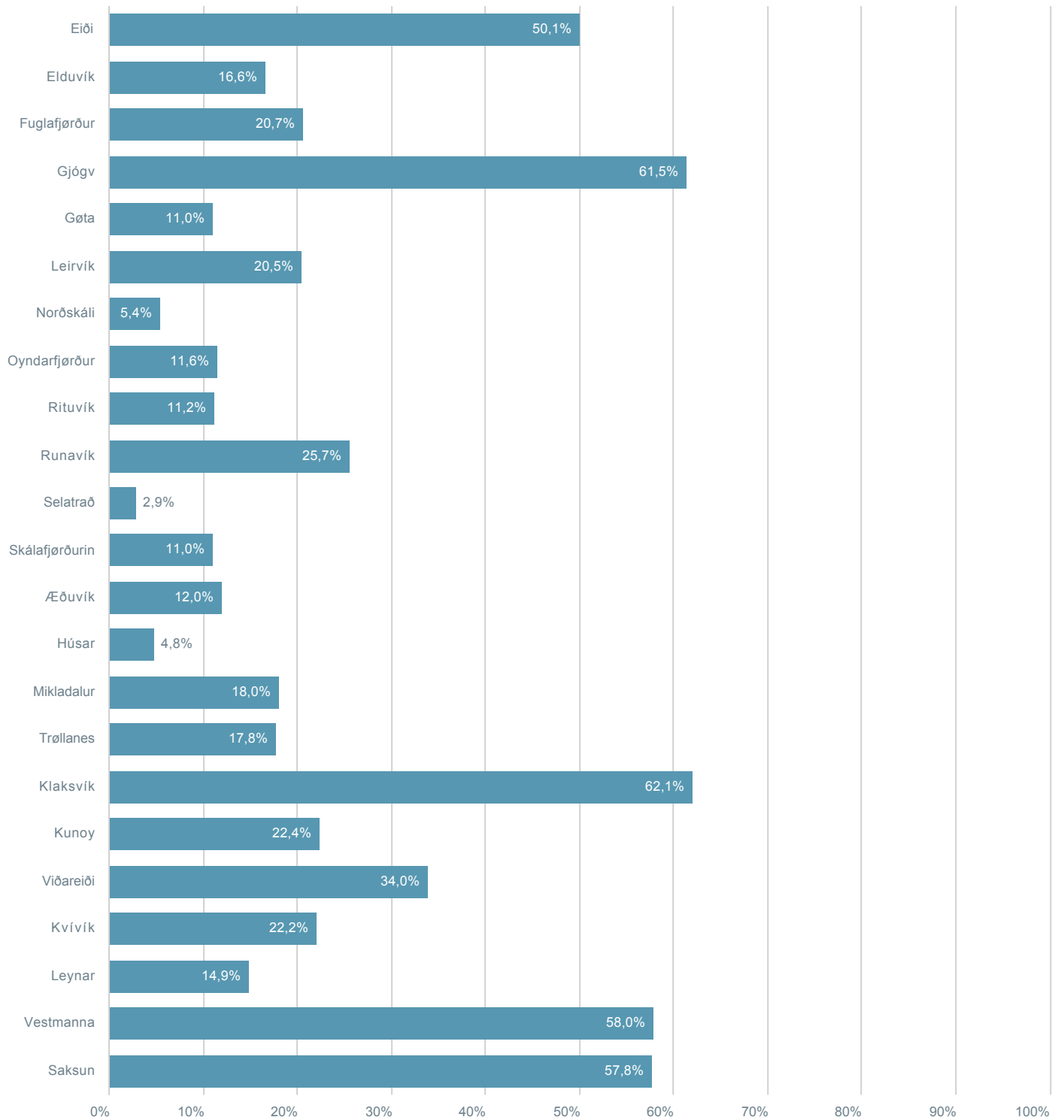


Total Would you like to participate in this survey? : Yes, No

483

11. Which of the following towns/villages did you visit? (Multiple)

(Drive through does not count.)



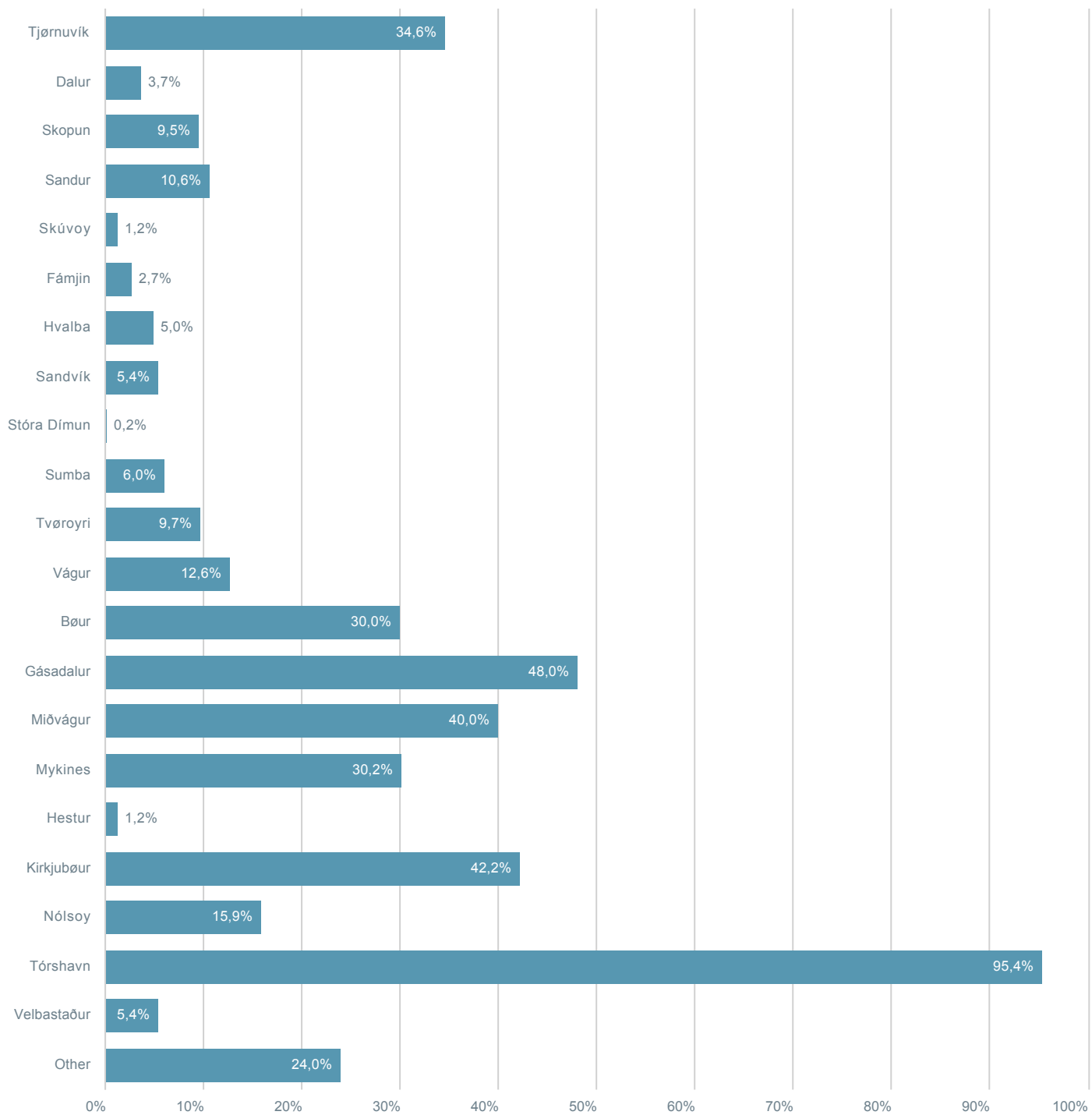
Total Would you like to participate in this survey? : Yes, No

483

Grafen fortsætter på næste side

11. Which of the following towns/villages did you visit? (Multiple)

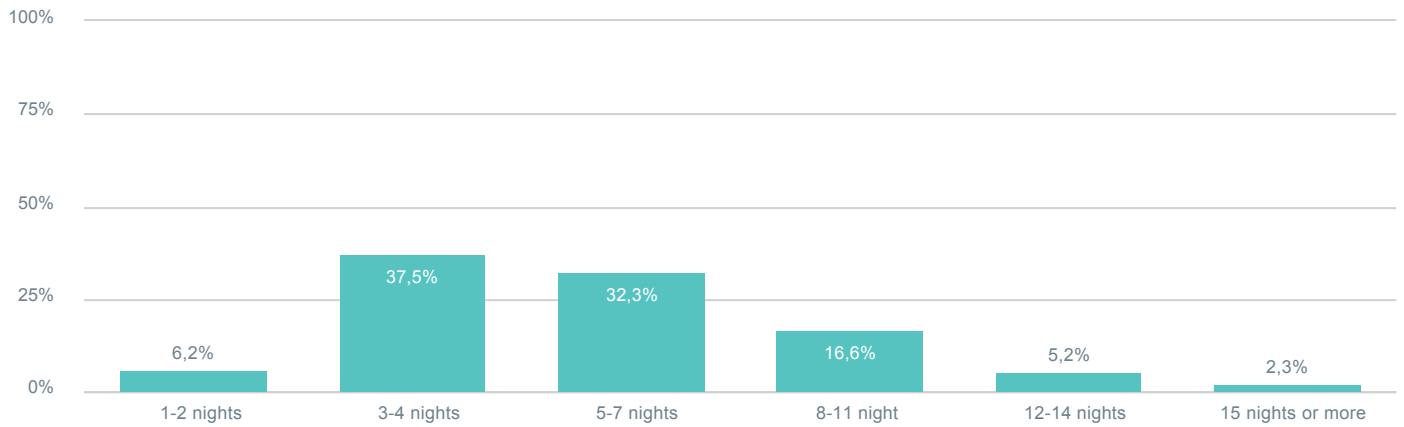
(Drive through does not count.)



Total Would you like to participate in this survey? : Yes, No

483

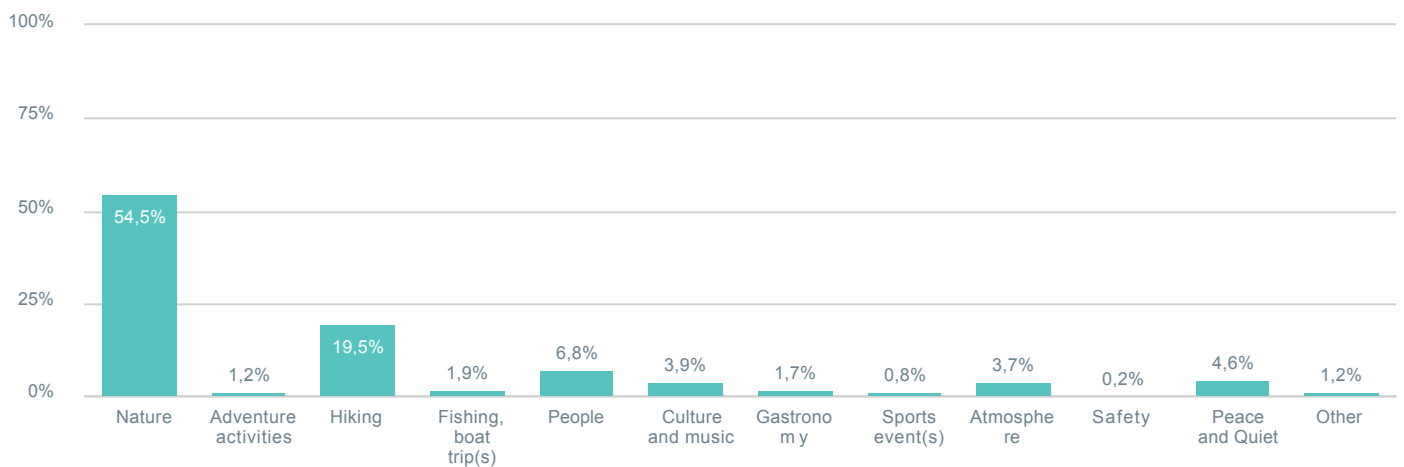
12. What was the total length of your stay in the Faroe Islands?



Total Would you like to participate in this survey? : Yes, No

483

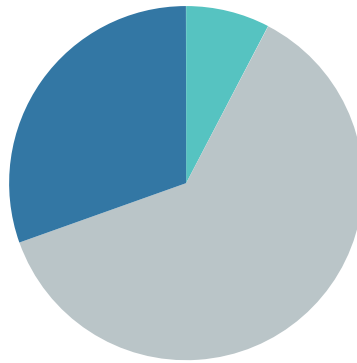
13. What has been your favorite experience in the Faroe Islands?



Total Would you like to participate in this survey? : Yes, No

483

14. Have you been hiking?



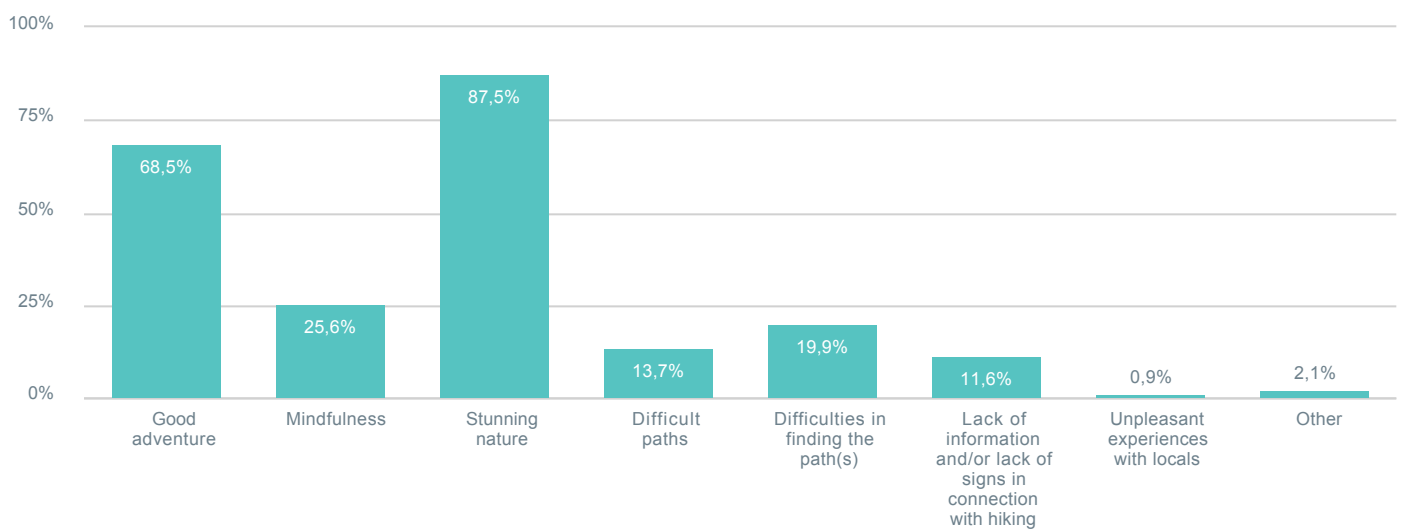
Total Would you like to participate in this survey? : Yes, No

483

- Yes, with guide
- Yes, without guide
- No

7,7%
61,9%
30,4%

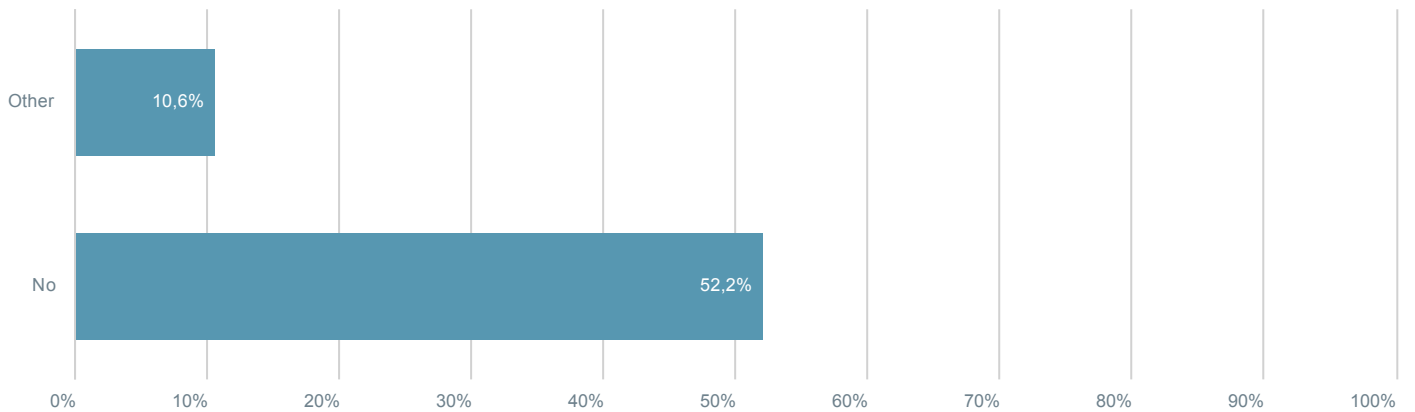
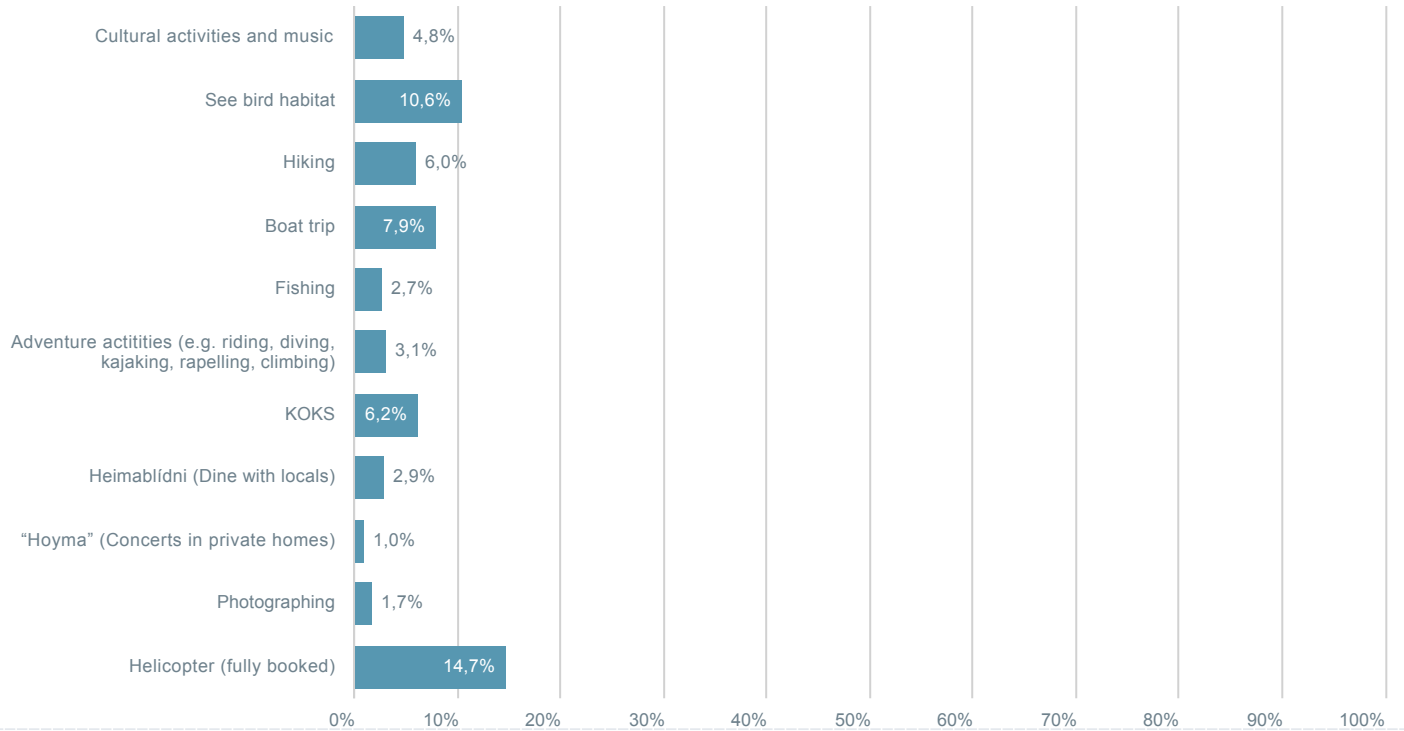
15. If yes, what did you experience when hiking? (Multiple)



Total Would you like to participate in this survey? : Yes, No

336

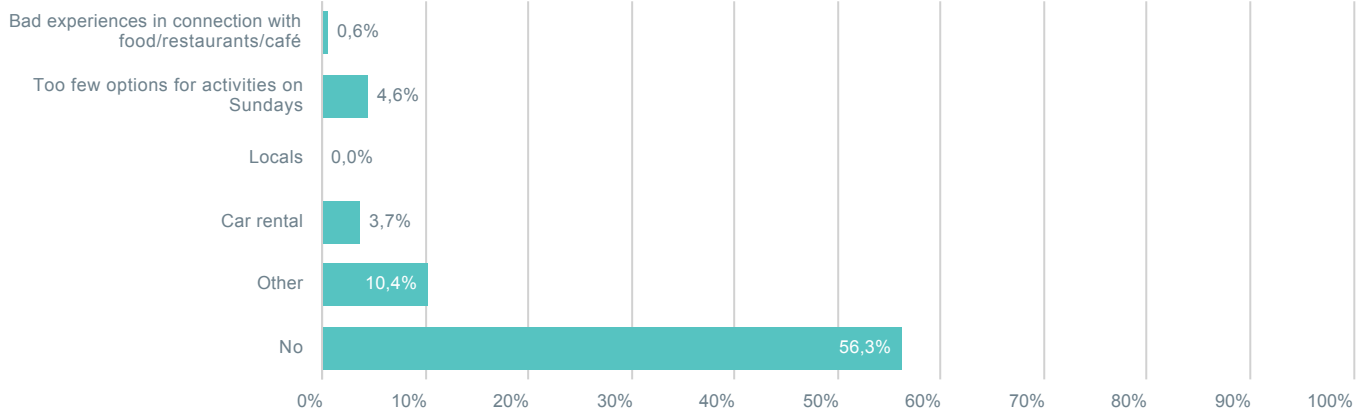
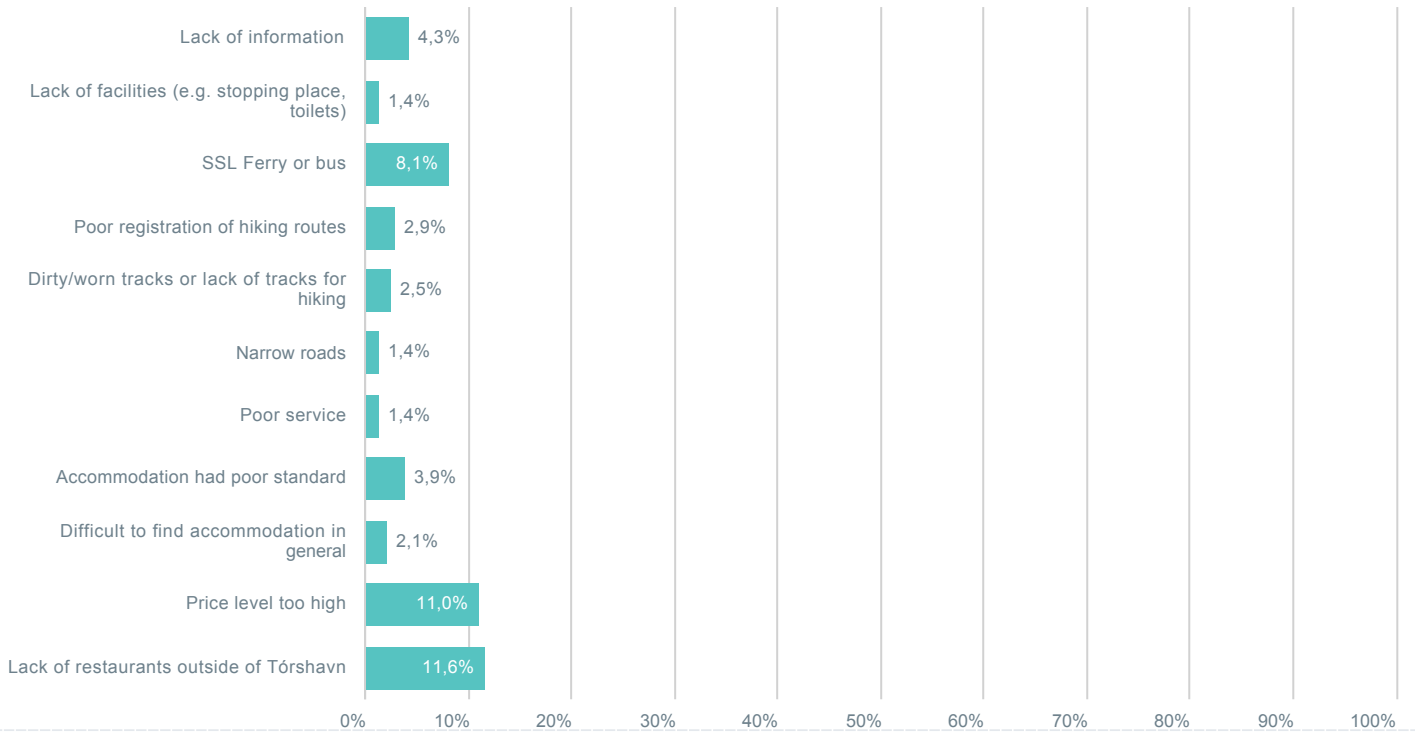
16. Was there any activity or experience that you hoped for but was not available? (Weather-related cancellations do not count) (Multiple)



Total Would you like to participate in this survey? : Yes, No

483

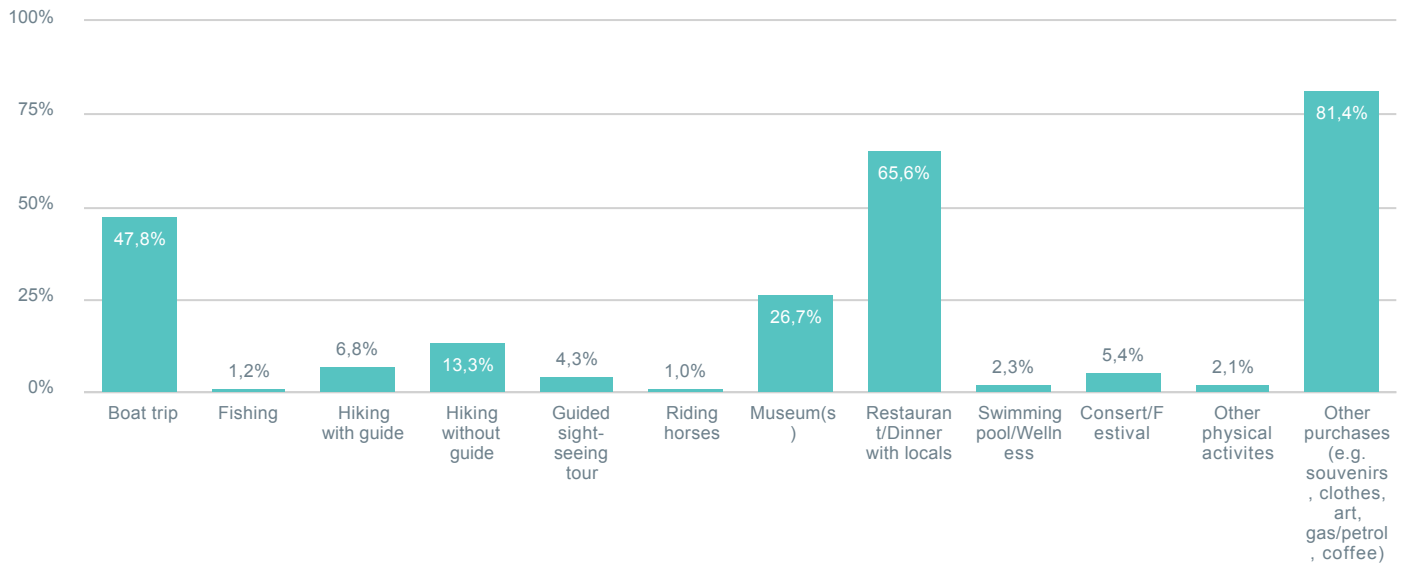
17. Have you had any negative experiences while on holiday in the Faroe Islands? (Multiple)



Total Would you like to participate in this survey? : Yes, No

483

18. What activities did you pay for? (Multiple)

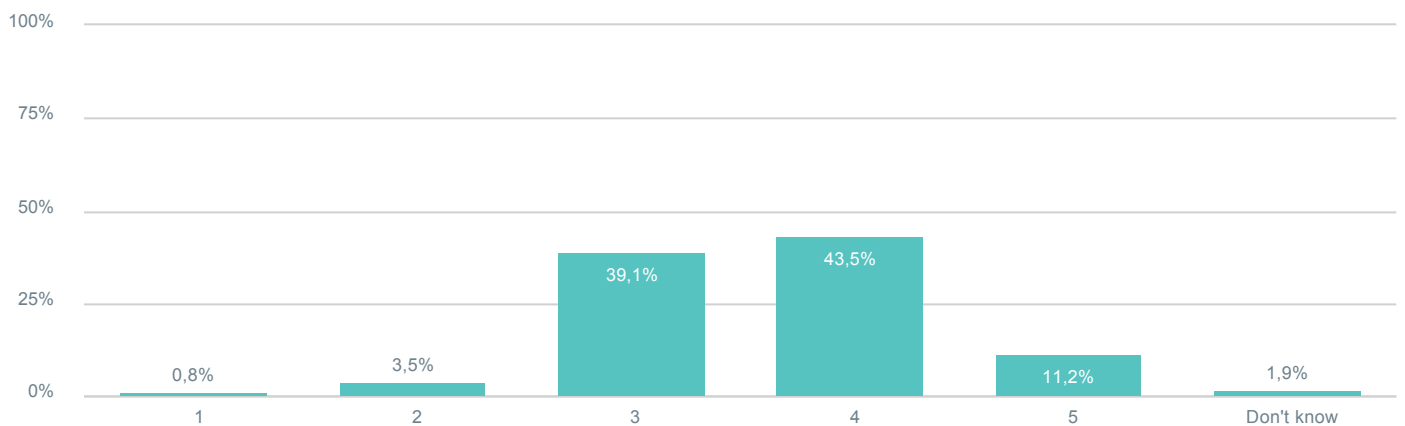


Total Would you like to participate in this survey? : Yes, No

483

19. Using a scale from 1 to 5, where 1 is very cheap and 5 is very expensive, how do you like the price level in the Faroe Islands as a tourist destination? (e.g. food, public transport, accommodation, activities) (Single)

Average: 3.6

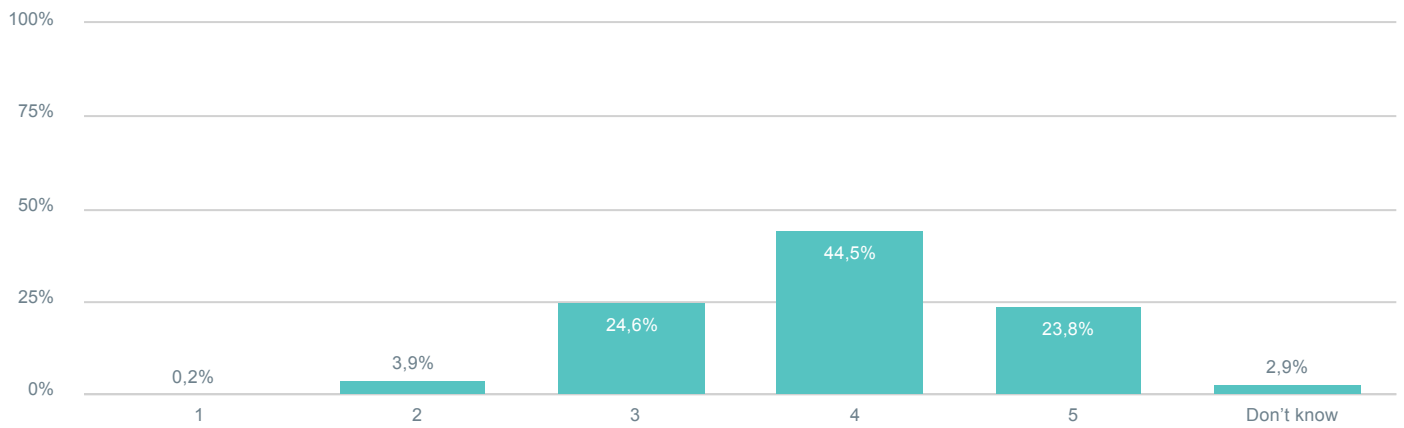


Total Would you like to participate in this survey? : Yes, No

483

20. Using a scale from 1 to 5, where 1 is no “value for money” at all and 5 is very much “value for money” – to what extent do you think, you received “value for money” on this trip to the Faroe Islands compared to other visited destinations?

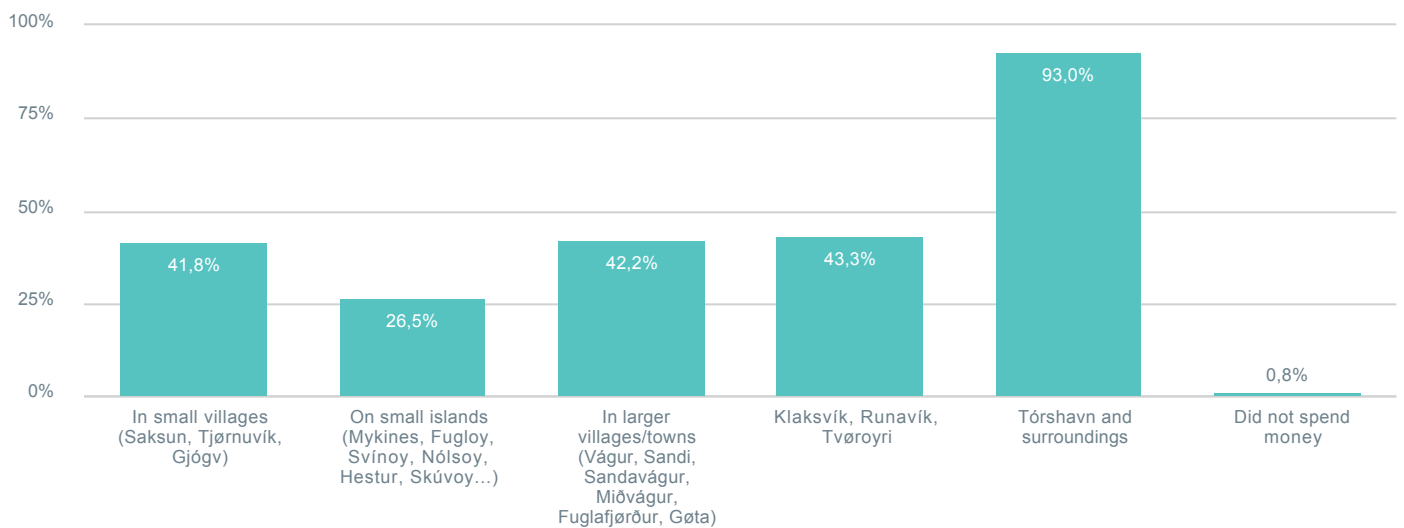
Average: 3.9



Total Would you like to participate in this survey? : Yes, No

483

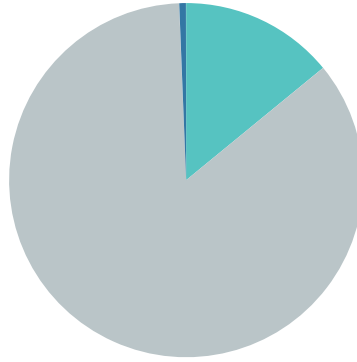
21. Where did you spend money? (Multiple)



Total Would you like to participate in this survey? : Yes, No

483

22. Did you find any places in the Faroes Islands where there were too many visitors?



Total Would you like to participate in this survey? : Yes, No

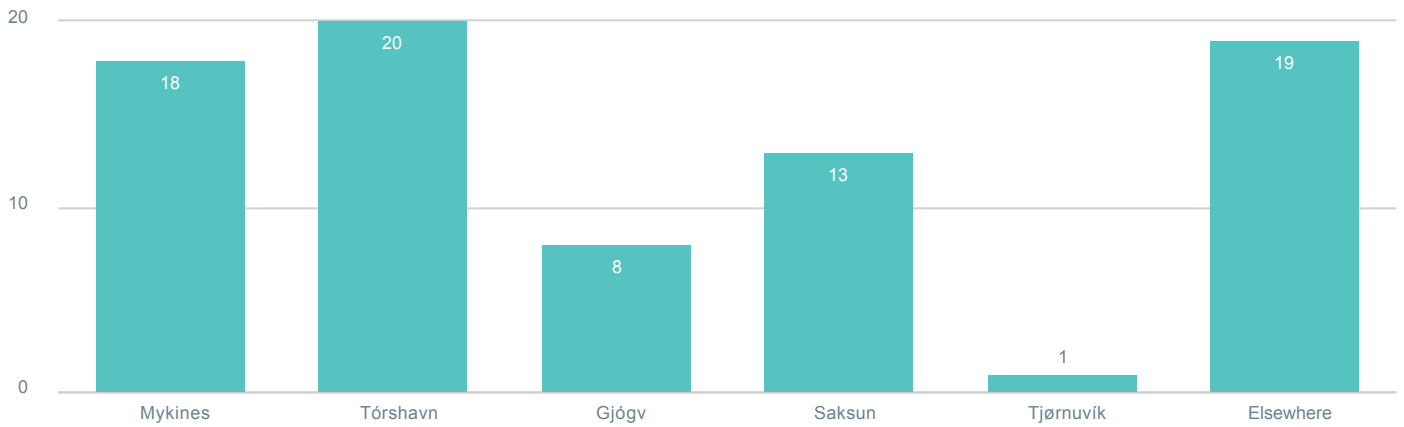
483

- Yes
- No
- Don't know

14,1%
85,3%
0,6%

23. If yes, where do you think the number of tourists is to high? (Multiple)

(Number of tourists who said yes)

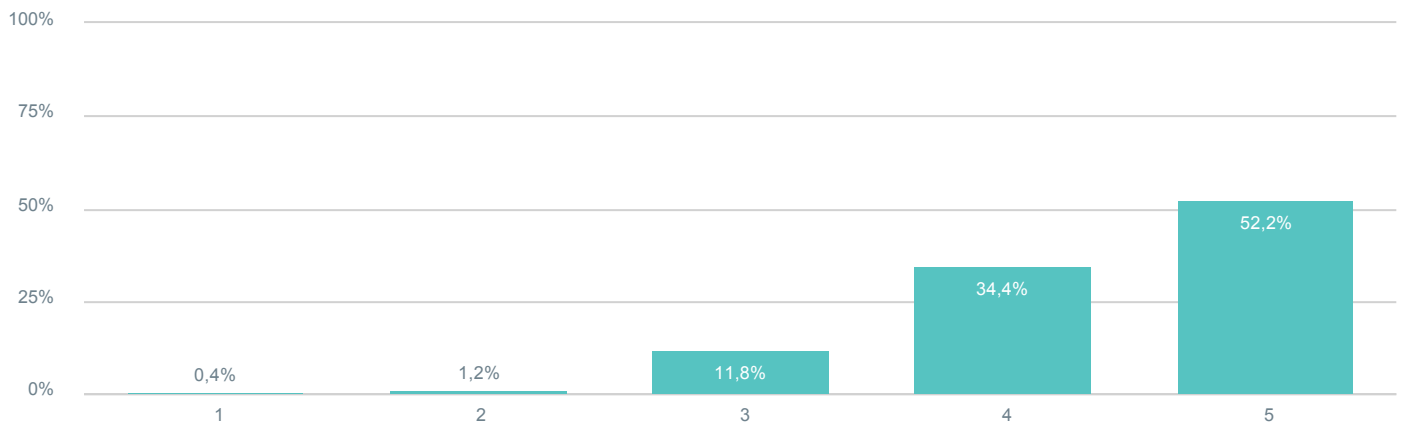


Total Would you like to participate in this survey? : Yes, No

68

24. On a scale from 1 to 5, where 1 is “totally disagree” and 5 is “totally agree” – in what extent do you agree with the tourists’ statements in a survey from 2012-13, that the Faroe Islands are “Unbelievable, unspoiled and unexploited?”

Average: 4.4

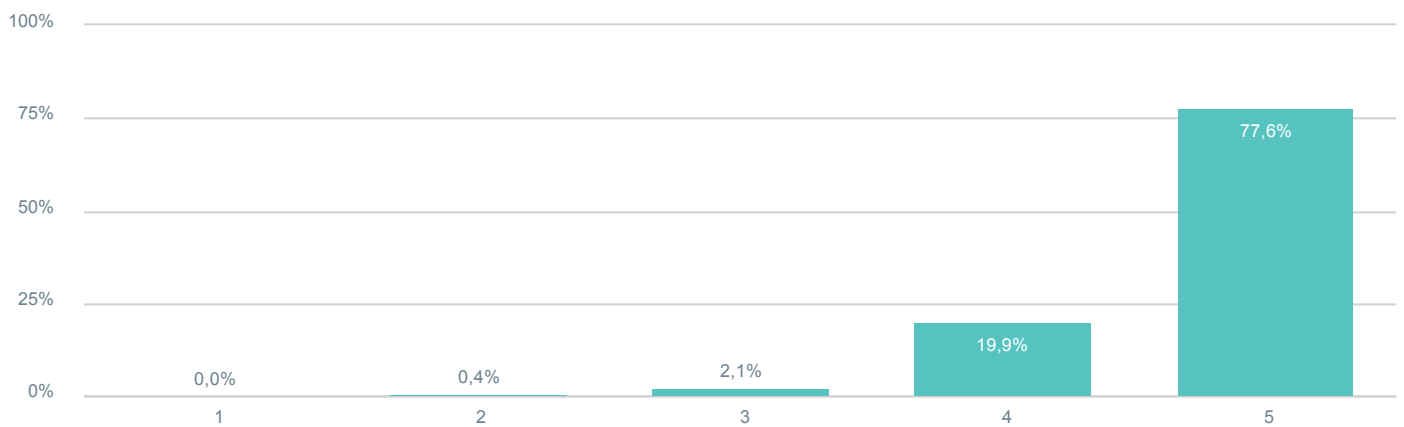


Total Would you like to participate in this survey? : Yes, No

483

25. On a scale from 1 to 5, where 1 is highly unsatisfied and 5 is highly satisfied, how satisfied are you with your overall experience in the Faroe Islands?

Average: 4.8

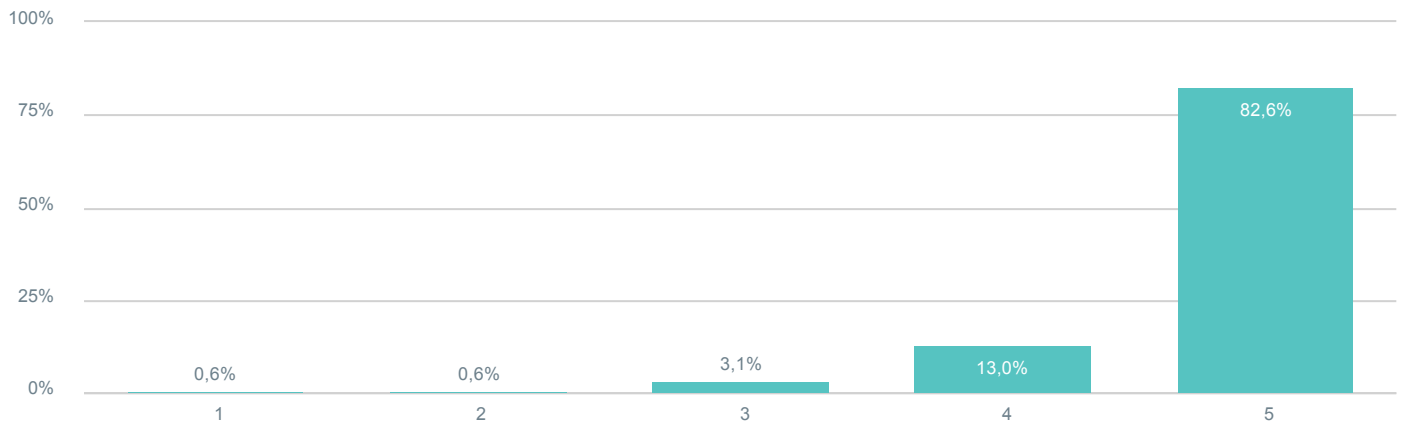


Total Would you like to participate in this survey? : Yes, No

483

26. On a scale from 1 to 5, where 1 is highly unlikely and 5 is very likely, how likely are you to recommend a trip to the Faroe Islands to others?

Average: 4.8



Total Would you like to participate in this survey? : Yes, No

483

27. And last question. Do you want to give any positive or negative feed back to VFI in connection with their process of developing tourism in the Faroe Islands? Any good ideas or lack of options or doing things in a different way. (Open question)

483

Svar er listet på side 24 (Fritekstbesvarelser)

Total Would you like to participate in this survey? : Yes, No

483