

Tourism in 2006

Airline passenger statistics delayed

The official figures for how many tourists visited Greenland last year were scheduled to be published in June. The airline passenger statistics have had to be delayed, however, until the figures for 2007 have been collated. The method for the acquisition of data was changed in 2006, and with the change of method it is important that figures for several years are presented in connection with the initial publication.

The decision has been taken in consultation with the other participants in the advisory group for tourism statistics. This group consists of representatives from Air Greenland, the Directorate for Tourism, Traffic, Trade and Communication, Greenland Airport Authority and Greenland Tourism & Business Council.

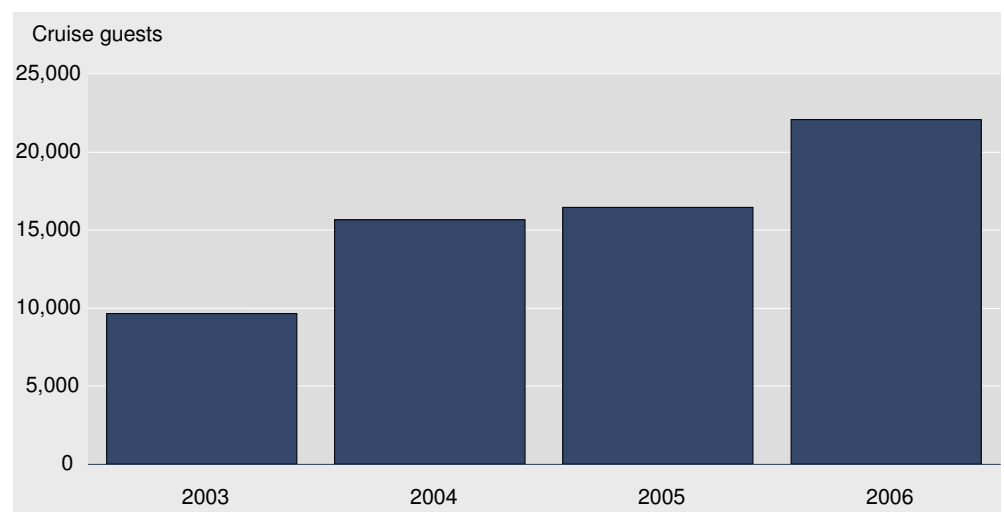
Until the latest figures become available, the development in tourism last year will thus have to be based on other indicators such as the number of overnight stays. Trends in the indicators for 2006 are reviewed below.

Market increase in tourism

Cruise tourism in considerable growth

The number of tourists on cruise ships has been increasing rapidly over the last few years, cf. figure 1. 2006 saw 33 cruise ships make a total of 116 calls at port with a total of approximately 22,000 guests onboard. In comparison, 25 cruise ships called at port with approximately 16,500 cruise guests the year before. This corresponds to a rise in the number of cruise guests of 33 per cent.

Figure 1 **Number of cruise guests**



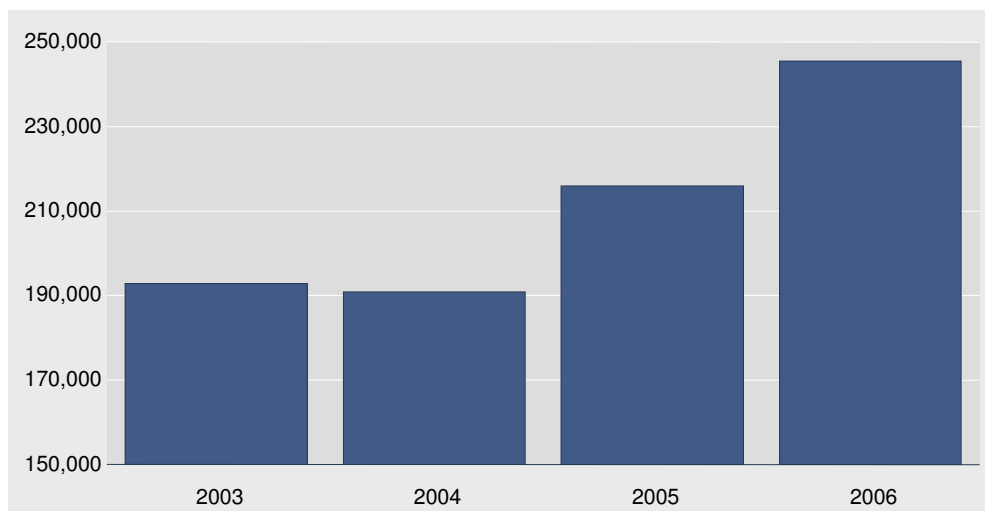
The number of overnight stays also increased

There was a good increase in the number of overnight stays last year, cf. figure 2. There were approximately 245,000 overnight stays against fewer than 215,000 the year before. This represents an increase of almost 14 per cent.

The number of guests staying overnight also rose

The increase can be explained by the fact that there were more guests and that these guests stayed for longer. Thus almost 82,000 guests stayed in overnight accommodation in 2006 against around 79,000 the year before, corresponding to an increase of some 3,000 guests, or more than 4 per cent. This increase can primarily be attributed to an increasing number of Danish guests in Region Mid. The mean length of stay also rose from 2.7 days to 3.0 days. However, it should be noted that the figures include not only tourists, but also the native population.

Figure 2 **Number of overnight stays**



One-day tourism remains high and stable

One-day tourism, which chiefly takes place in East Greenland via Kulusuk, remained at a high level in 2006. It is estimated that between 1,500 and 2,000 tourists representing a wide range of nationalities visited the area last year.

Questionnaire results

As of 2006 the questionnaire that Air Greenland and the Greenland Airport Authority invites tourists to complete when leaving Greenland has included questions about their daily fiscal consumption during their stay, as well as probing the more qualitative experience of their stay. Between 4,000 and 6,000 tourists answered the questions below.

Tourists spend DKK 500 per day

On average each tourist spends approximately DKK 2,500 on food, excursions, etc., during their stay. With an average length of stay of 5 days, this corresponds to a daily spend of approximately DKK 500. In addition to this, there are other expenses such as flight tickets and accommodation expenses, etc.

Tourists' impression of Greenland

Tourists are asked to rate their stay on a scale from 1 to 5 and to list in order of preference any wishes for improvements with regard to a possible future visit.

Nature calls The tourists questioned generally found the scenery and natural surroundings to be fascinating. More than 90 per cent gave Greenland's nature a high rating, cf. figure 3. The other responses - culture, wildlife, history, weather and population - were all given a high rating by around half of the tourists questioned.

New attractions Demand is primarily focused on a wish for new attractions. Tourists would also like to visit a new region, to have the opportunity for new excursions and to visit Greenland in a different season, cf. figure 4.

Tip-top service A very high percentage of tourists have been satisfied with service and places of accommodation.

Figure 3 **Tourists' assessment of their visit**

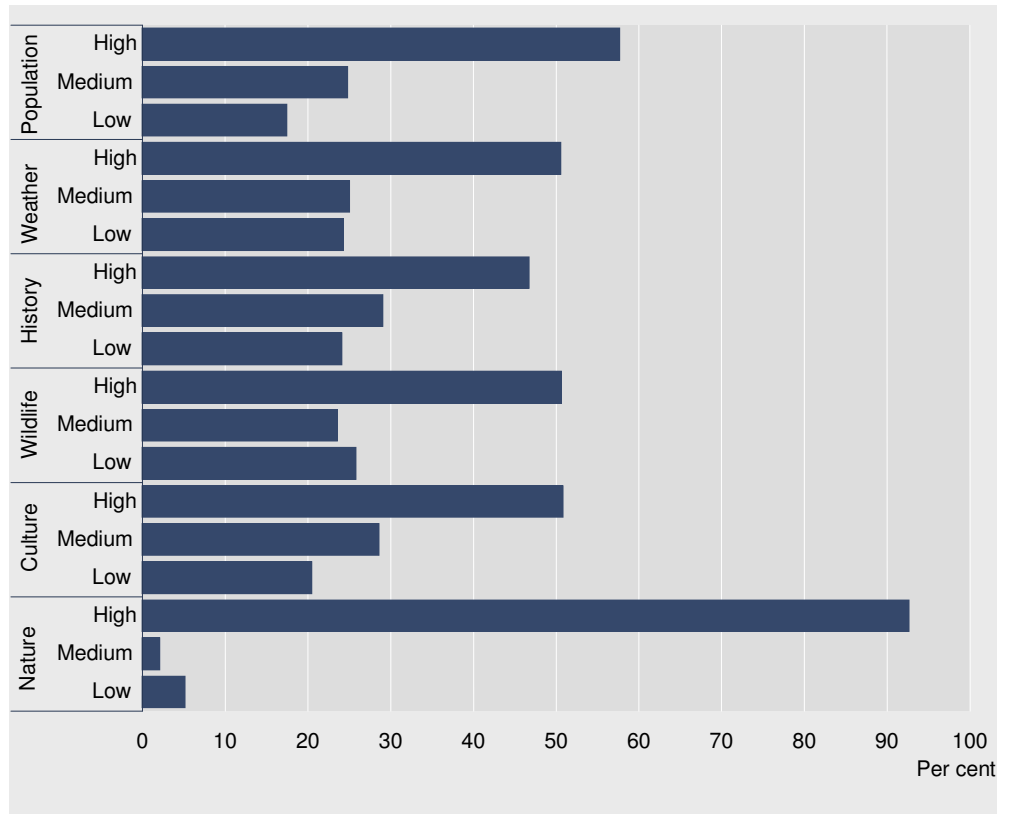
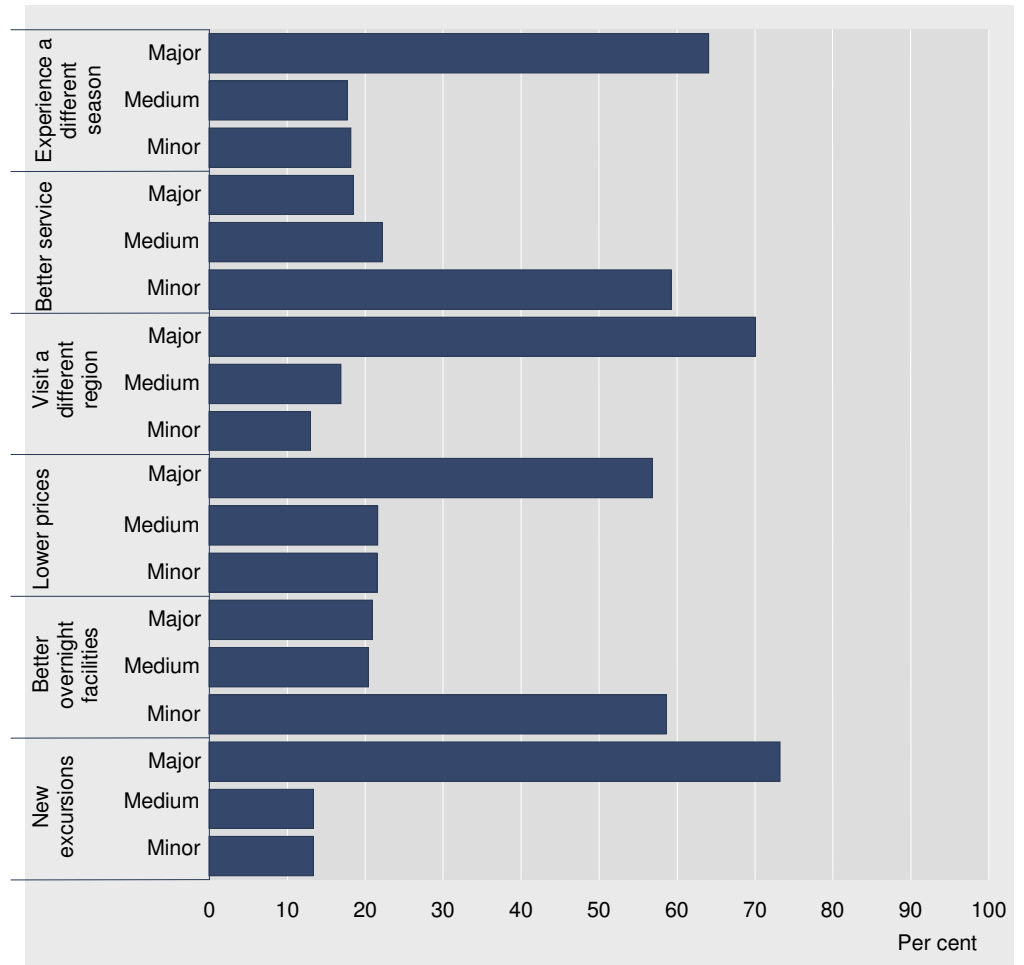


Figure 4 **Tourists' wishes with regard to improvements**



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Best regards
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