Supplementary Materials: Implications of Climate Change on Nature-Based Tourism Demand: A Segmentation Analysis of Glacier Site Visitors in Southeast Iceland

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Supplement S1: Visitor survey questionnaire (English language, summer season version)

Glaciers and Tourism

Dear visitor, the University of Iceland currently seeks insight into the development of glacier tourism and the challenges it faces in Southeast Iceland. Such information is valuable both for a better understanding of tourist needs and in order to improve tourist services. All information will be handled confidentially and are anonymous. The questionnaire should take about 8 minutes to complete. Your participation is very valuable. Thank you!

1. How many days are you staying in the Southeast Iceland? ___ days (if less than 1 day write 0)

2. What kind of activities are you interested in participating in this area? (mark all relevant activities)

- Sight-seeing
- Camping
- Biking
- Fishing
- Photographing
- Glacier tour
- Horse riding
- Jeep tour
- Hiking
- Snowmobiling
- Scenic plane flight
- Mountaineering
- Swimming/ bathing
- Museum visit
- Boat tour
- Other ___________________

3. How many times have you visited a glacier in your life? ___ time(s) (if this was your first write 0)
4. How did you organize your trip to the glacier(s) you are visiting in Southeast Iceland? (mark all relevant items)

☐ 1. By myself  ☐ 5. By tourist information center
☐ 2. By travel agency in home country  ☐ 6. By my hotel/guesthouse
☐ 3. By travel agency in Iceland  ☐ 7. Do not know
☐ 4. By local tour company (such as Mountain guides /Glacier Guides)  ☐ 8. Other, please describe:

5. Which glaciers or glacier sites according to the map above did you visit in Southeast Iceland?

☐ 3. Falljökull  ☐ 7. Skálfellsjökull  ☐ 11. Did not visit a glacier

☐ 0. Other __________
6. How important were the following motivations to you to visit a glacier site in Southeast Iceland?

<table>
<thead>
<tr>
<th>Motivation</th>
<th>Not important at all</th>
<th>Very important</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Do something with friends and family</td>
<td>□ 1 □ 2 □ 3 □ 4 □ 5</td>
<td></td>
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<tr>
<td>b. Have a thrilling experience</td>
<td>□ 1 □ 2 □ 3 □ 4 □ 5</td>
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<tr>
<td>c. To have a story to tell</td>
<td>□ 1 □ 2 □ 3 □ 4 □ 5</td>
<td></td>
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<tr>
<td>d. Experience new and different things</td>
<td>□ 1 □ 2 □ 3 □ 4 □ 5</td>
<td></td>
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<tr>
<td>e. See a glacier in real-life</td>
<td>□ 1 □ 2 □ 3 □ 4 □ 5</td>
<td></td>
</tr>
<tr>
<td>f. Be close to nature</td>
<td>□ 1 □ 2 □ 3 □ 4 □ 5</td>
<td></td>
</tr>
<tr>
<td>g. Develop personal, spiritual values</td>
<td>□ 1 □ 2 □ 3 □ 4 □ 5</td>
<td></td>
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<tr>
<td>h. Visit a glacier before it disappears</td>
<td>□ 1 □ 2 □ 3 □ 4 □ 5</td>
<td></td>
</tr>
<tr>
<td>i. Have a change from everyday life</td>
<td>□ 1 □ 2 □ 3 □ 4 □ 5</td>
<td></td>
</tr>
<tr>
<td>j. Experience peace and calm</td>
<td>□ 1 □ 2 □ 3 □ 4 □ 5</td>
<td></td>
</tr>
</tbody>
</table>

7. How much time did you spend at glacier sites in Southeast Iceland, all together?  
   _____ Hour(s)

8. What activities did you do at the glacier sites you visited in Southeast Iceland? 
   (mark all relevant activities)

   □ 1. Guided walk on the glacier  □ 6. Glacier lake boat tour
   □ 2. Viewed the glacier from a  □ 7. Ice climbing
     short distance                     □ 8. Scenic flight (airplane)
   □ 4. Super jeep tour                □ 10. Other, please describe:
   □ 5. Photographing

9. How important was visiting a glacier for your decision to visit Iceland?  
   Not at all important  □ 1 □ 2 □ 3 □ 4 □ 5  Very important

10. How important was visiting a glacier for your decision to visit Southeast Iceland?  
    Not important at all  □ 1 □ 2 □ 3 □ 4 □ 5  Very important
11. How important were the following aspects for your experience during your last visit to a glacier site in Southeast Iceland?

- [ ] a. The weather conditions
- [ ] b. The scenery of the glacial landscape
- [ ] c. Being in a unique environment
- [ ] d. The size of the glacier
- [ ] e. To come so close to a glacier
- [ ] f. Seeing glacier attributes such as crevasses, blue ice or calving ice-block
- [ ] g. Learning something about glaciers
- [ ] h. Seeing real-life impacts of climate change
- [ ] i. Being in an untouched natural environment
- [ ] j. Being in a challenging environment

12. To what extent do you agree with the following statements?

- [ ] a. Climate change is happening right now
- [ ] b. Climate change is the result of human activity
- [ ] c. Climate change is the result of natural causes
- [ ] d. I am very concerned about climate change

13. How willing are you to visit a regional glacier site when it had the following aspects?

- [ ] a. You cannot come within 150 meters of the glacier
- [ ] b. You cannot touch or stand on the glacier
- [ ] c. The amount of walking time to come to the edge of the glacier is 45 minutes
- [ ] d. The amount of walking time to come to the edge of the glacier is 1,5 hours
- [ ] e. The glacier is covered considerably with sand, mud and stones
- [ ] f. It is only possible to come to the edge of the glacier by using commercial motorized transport (jeeps/truck)
- [ ] g. It is only possible to come to the edge of the glacier by crossing a glacier lake with a commercial boat
- [ ] h. It is necessary to take a guided tour for a safe passage to the glacier
14. Who are you traveling with? □ Individual □ Couple □ Family
□ Small group (<10) □ Big group (>10) □ Other

15. What is your gender? □ Female □ Male

16. What is your year of birth? __________

17. In what country do you live? __________________

Thank you for your participation!