University of Stavanger

DETERMINING FACTORS OF TOURIST

EXPENDITURES AMONG VISITORS TO FJORD NORWAY

Master thesis written by

Elisabeth Tjemsland

224498

Number of words: 14626

Number of pages: 81

Faculty of Social Sciences

Norwegian School of Hotel Management

June 2019

Universitetet i Stavanger

**FACULTY OF SOCIAL SCIENCES,
NORWEGIAN SCHOOL OF HOTEL MANAGEMENT**

MASTER'S THESIS

STUDY PROGRAM:	THESIS IS WRITTEN IN THE FOLLOWING SPECIALIZATION/SUBJECT:
Master in International Hospitality Management	**Tourism Expenditures**
	IS THE ASSIGNMENT CONFIDENTIAL? NO

TITLE:

Determining factors of tourist expenditures among visitors to Fjord Norway

AUTHOR		ADVISOR:
		Truls Engstrøm
Student number:	Name:	
224498	Elisabeth Tjemsland	

Abstract

This study aims to investigate a set of under-researched determinants of tourist expenditures among visitors to Fjord Norway. Specifically, it analyses four variables' relationship with tourist expenditure: tourist satisfaction, destination type, activity participation, and presence of children in travel party. This was done by analysing secondary data from a questionnaire distributed to visitors at a popular tourist attraction in Fjord Norway. The results indicate that a relationship exists between tourist satisfaction and expenditures. Though the findings are ambiguous in terms of direction and strength, most coefficients are negative suggesting that more satisfied tourists have lower expenditures than less satisfied tourists. The results also show that tourists visiting a higher number of nature-based destinations have significantly higher expenditures. No relationship was identified between activity participation and children in travel party.

Table of contents

List of tables

List of figures

Acknowledgements

I would first like to express my great gratitude to my thesis advisor professor Truls Engström for providing access to the research data used in this thesis. Furthermore, his guiding and comments throughout the process have been very helpful.

I would also like to thank Lukasz Andrzej Derdowski from the Norwegian School of Hotel Management for helping me with the technical aspects of SPSS.

Finally, I would like to thank my fellow students, family and friends for their continuous support and encouragement during this process and my years of study. This accomplishment would not have been possible without them.

1 Introduction

The tourism industry has received much attention in research and media over the last decades due to its contribution to economic growth (Martins, Gan, and Ferreira-Lopes, 2017). According to Innovation Norway, tourism can potentially bring major economic benefits for the host country. Specifically, it can lead to increased employment, economic growth and increased welfare (Innovation Norway, 2017, p. 4). Increased employment is a direct effect from the fact that the stream of tourists requires establishing more hotels, restaurants, public transportation etc. and thus more workers in the area. More workers in the economy also lead to increased tax revenues for the municipality and government. Economic growth and increased welfare are potential results of the economic process that is initiated by tourism expenditures. Tourism expenditure is defined by the United Nations as

"the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others"

(United Nations, Department of Economic and Social Affairs, 2008, p. 31).

This economic process is often referred to as the multiplier effect. Frechtling and Horváth (1999, p. 324) describe the multiplier effect of tourism as the total economic benefits generated once the initial tourist spending has worked its way through the economy through interindustry transactions. In other words, the money that tourists spend while on vacation (that is, tourism expenditures) will circulate in the economy and can potentially benefit several sectors. This is due to the fact that the various sectors of an economy are usually interrelated (Khan, Seng and Cheong, 1990). For instance, if a hotel experiences an increase in number of guests, they will have to buy more goods from their suppliers to meet demand

(e.g. food.). The suppliers, for instance a local farmer, will have increased revenues and might have more money to spend and the money will circulate further. This process may continue through several sectors. For these reasons, it is desirable for businesses and regions that tourists spend as much money as possible at the destination. Tourist expenditures may serve as an alternative form of exports. In a study of 42 African countries, international tourist spending was proved to positively influence the economic growth in all countries (Fayissa, Nsiah and Tadasse, 2008). Tourists are defined by the World Tourism Organization as "people travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes" (as cited in Frechtling and Horváth, 1999, p. 324). Another definition of tourists is that of Leiper (1979, p. 396), saying that tourists are people that make discretionary and temporary tours which involves at least one overnight stay away from the usual place of residence.

Tourists are likely to have varying spending behaviours as they differ in terms of demographics, length of stay, accommodation type, purpose of trip and many other aspects. By identifying what kind of tourists who have the highest expenditures, tourism managers and policy makers can formulate strategies to attract these tourists and thereby increase tourism expenditures in the area. Moreover, understanding the expenditure patterns and activities of a tourist may facilitate the strategic planning of facilities and amenities (Mok & Iverson, 2000). According to the United Nations (2008), tourism statistics are necessary for designing appropriate marketing strategies, strengthening inter-institutional relationships and evaluating the effectiveness of management decisions and measuring tourism throughout the economy.

2 Background

In the tourism literature, the demand for tourism has been measured both in terms of number of tourist arrivals and in terms of expenditures at destination. Notably, the number of tourist arrivals does not directly reflect tourist consumption and expenditures, and cannot entirely measure the economic impact of tourism on the destination (Wang and Davidson, 2010b, p. 507). Even if a destination experiences an increase in tourist arrivals, these tourists may have low expenditures at the destination, thus not creating the desired and potential economic impact on the destination. As pointed out by Engström and Kipperberg (2015), tourists also leave social, environmental and cultural footprints. Hence, an increasing number of tourist arrivals will not in itself necessarily contribute to the potential economic effects of tourism. Furthermore, only expenditures *at* the destination (and not pre-paid expenses) becomes in its entirety tourism income for the destination, because pre-paid expenses are often shared with tour operators outside the country (Perez and Juaneda, 2000, p. 626). Consequently, the economic impact of tourism on the host destination can best be assessed by measuring and analysing tourism expenditures at the destination. This is also the purpose of the present study. Specifically, it aims to examine the relationship between certain factors and the expenditure levels of tourists in Fjord Norway. Fjord Norway refers to the south-western region of Norway, including Rogaland, Hordaland, Sogn & Fjordane and Møre & Romsdal counties. The fjords are the soul of Norway, and this area contains a number of Norway's largest tourist attractions - for Norwegians as well as for international tourists. In fact, Fjord Norway and Northern Norway were the two regions with highest increase in the number of international overnight stays from 2016 to 2017. Also, most of this increase was within camping, indicating that more visitors were seeking the nature. Furthermore, Fjord Norway had the second largest share of tourist expenditures among the regions in Norway (23 %) in

2017. Only the capital region received higher tourist expenditures, as observed below
(Innovation Norway, 2017, pp. 34-47).
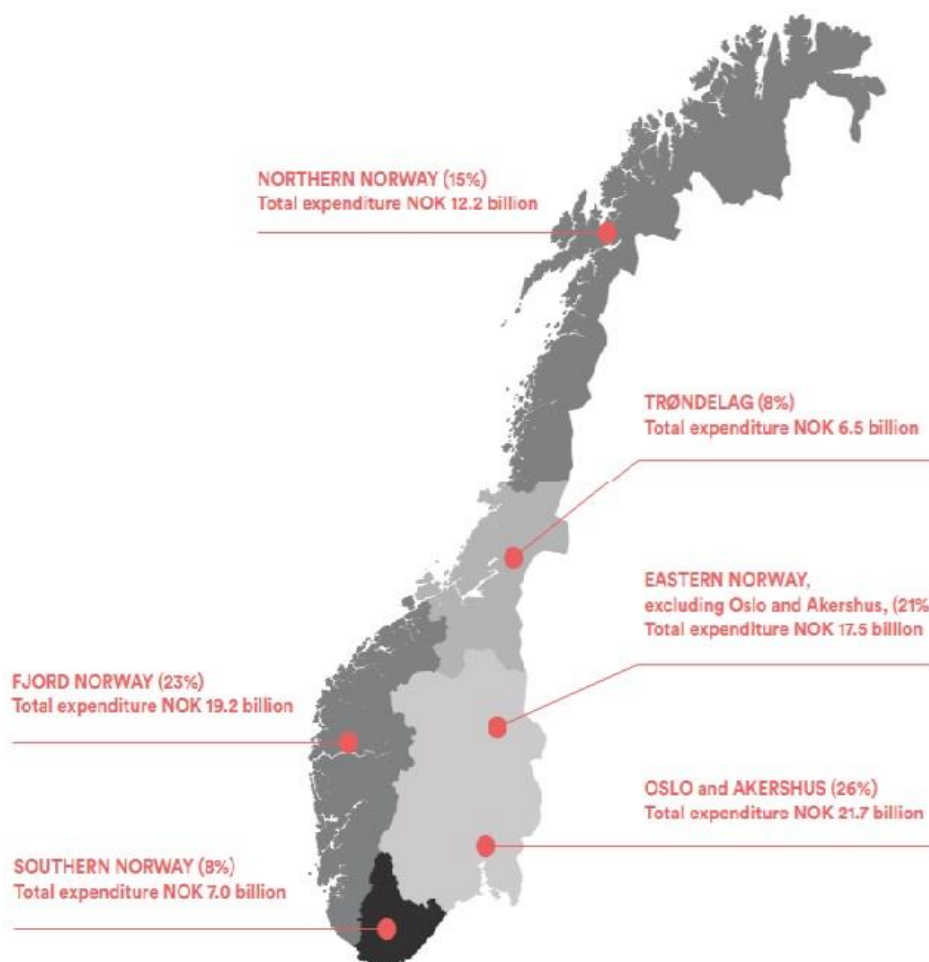
Figure 1: Share of expenditures in different regions in Norway. Innovation Norway, 2017.

This makes Fjord Norway an interesting area for studying tourism expenditures in a
Norwegian context. Globally, tourism expenditure is a widely researched field. Much research
has been carried out with the aim to identify factors that can predict the expenditure levels of
different types of tourists. The result is a list of factors that are commonly believed to
contribute in explaining tourist expenditure levels. Examples of such factors are length of stay
at the destination, the number of people travelling together, and income level of the tourist.

Nonetheless, it is commonly agreed that these factors cannot explain all variation in expenditures among tourists. Over the last decade, researchers have begun to investigate other factors that possibly affect expenditures. Examples are tourist satisfaction level, destination type, activity participation and presence of children in travel party (as it may influence the choice of activity participation). Due to a limited scope of this thesis, and because these factors are considered to be relevant in the context of Fjord Norway, they are the focus of attention in the current study. Hence, the aim of this study is to contribute in filling the knowledge gap by investigating the relationship between tourist expenditures and influencing factors that have received less attention in the literature. Particularly, the factors investigated in this study are

1. The satisfaction level of tourists
2. The number of nature-based destinations the tourists visit
3. The number of nature-based activities the tourists participate in
4. The presence of children in travel party

Baker and Crompton (2000, p. 787) describe satisfaction as an emotional state of mind after an experience. In a tourism context, satisfaction level refers to how satisfied tourists are with different factors at the visited destination, such as accommodation, transportation, facilities, sightseeing, activities and the like. Referring to general consumer behaviour theory, a satisfied customer is likely to spend more money on the specific product/service by doing repeat purchases. In other words, customer satisfaction may lead to customer retention and loyalty, and positive word of mouth (Tarn, 1999, p. 40). According to Oliver (1980), satisfaction may also impact a consumer's purchase intentions and generate attitudinal change. As such, this can be associated with tourist expenditures. However, consumer behaviour for a tourist can be

argued to differ from regular consumer behaviour. A tourist usually stays at the destination for a shorter period of time, hence repeat purchase and loyalty might not always be relevant in a tourist context. Nevertheless, purchase intentions and attitudes towards a product or service may still change as a consequence of (dis)satisfaction. From this, it can be inferred that having a good experience (high satisfaction) with a product/service as a tourist, for instance an activity, may motivate or encourage to engage in other activities while on the trip. Additionally, higher satisfaction may lead to acceptance of higher prices and higher willingness to pay. This way, satisfaction may positively affect expenditures.

Second, as described above, Fjord Norway is a popular region for tourism in Norway, and very often involves some sort of nature viewing and/or nature activity (e.g. fjord cruise, mountain hiking). Investigating whether visiting nature-based destinations and engaging in nature-based activities is associated with higher/lower expenditures can be of interest and value to destination managers and policy makers in Fjord Norway.

Third, another way to differentiate tourists from each other, is to distinguish between those traveling with children and those traveling without. In a study by Chen, Wang and Prebensen (2016), this was shown to affect the kind of activities that the travel party chose to engage in.

This study aims to investigate these variables' relationship with tourist expenditure among domestic and international tourists in Fjord Norway. In addition to this overall research aim, the study also incorporates certain of the more researched factors in relation to tourist expenditures. There are two reasons for this: they function as control variables in the regression analysis and provide a comparison with previous findings.

3 Literature review

An in-depth literature review was conducted by this author to examine previous research and findings within the field of tourism expenditures. The review revealed that the topic has been widely investigated with different approaches. Researchers have examined whether different sets of attributes influence tourism expenditure, such as trip-related factors, demographic factors, and socioeconomic factors. Trip-related factors typically include destination type, length of stay and travel party size. Demographic and socioeconomic factors include age, gender, nationality, income level, educational level etc. Psychological factors, such as satisfaction, have been analysed to a much lesser extent. Further, tourism expenditure has been expressed in different ways: in terms of total travel party expenditures and per person expenditures, which can both be measured on a per day basis and for entire visit.

According to Brida and Scuderi (2013), the most widely used approach of analysing tourism expenditure is linear regression, with expenditure level being the dependent variable. Diverse findings have been reported depending on how expenditures are expressed, on the geographical scope in which the study took place and the methodology used for analysing. Some factors have been heavily researched over the last decades in terms of their impact on expenditure levels. Examples are length of stay, travel party size, nationality, income and age (see for instance Engström and Kipperberg, 2015; Thrane and Farstad, 2011; Thrane and Farstad 2012a; Thrane and Farstad 2012b; Thrane, Farstad and Dybedal, 2011; Jang, Bai, Hong, and O'Leary 2004, Fredman, 2008). In the literature, these factors are treated as independent variables affecting the dependent variable, namely tourism expenditure. With respect to length of stay, all the studies referred to above (and a number of other studies) found a significant and positive relationship with expenditures, with a 10 % increase in length of stay leading to 3 – 7% increase in expenditures. Furthermore, Thrane and Farstad (2011,

2012b), Engström and Kipperberg (2015) and Fredman (2008) also found that although there is a positive relationship, it is diminishing. In other words, the expenditure increase becomes smaller for very long duration of stays.

When it comes to travel party size, previous research shows more ambiguous results than regarding length of stay. Engström and Kipperberg (2015) found that doubling the travel party size will bring about a 41 % increase in total travel expenditures. However, on a per-person basis this will lead to a 59 % decrease in spending. That is, the more people that travel together, the lower the *personal* expenditures. Thrane and Farstad (2011) also suggests that this relationship holds only up to a certain point (9 persons in their case), where after it becomes positive. Thus, the smallest and the largest travel parties seem to have the highest expenditure levels. Further, Mok and Iverson (2000) divided their sample into light, medium and heavy spenders and found that heavy spenders have smaller travel party sizes. Thrane, Farstad and Dybedal (2011) suggest that the effect of travel party size will vary according to different expenditure categories. For example, it is negatively associated with transportation expenditures but positively associated with lodging expenditures. Several studies have also found a non-existing relationship between travel party size and expenditure (for example, Downward and Lumsdon, 2004).

Nationality is another factor that may influence tourism expenditures. Among others, Thrane and Farstad (2012a) suggest that nationality indeed has a net effect on expenditure. In their analysis, which is based on international tourists in Norway, nationality alone explained nearly 40 % of the variation in expenditures, and thus appears to be a very important determinant. Specifically, Danish tourists tend to spend less than the average whereas Dutch tourists spend more. Likewise, Perez and Juaneda (2000) found significant differences among

tourists in the Balearic Islands, with Italians spending 22 % more than the Germans, while French and Belgians spend 10,3 % less. Alegre, Cladera and Sard (2011) also report nationality as a significant determinant for tourist expenditures among sun and sand tourists in Mallorca.

Moving on, several papers have investigated the effect of age on tourist expenditures. Diverging results are found, but the majority of studies have found a positive relationship where older tourists have higher expenditure levels than younger tourists (Jang et al. 2004; Perez and Juaneda 2000; Craggs and Schofield 2009). Thrane and Farstad (2012a) reveals a curvilinear relationship, where the turning point is at 51 years for group expenditures and 48 years for personal expenditures. On the other hand, Alegre et al. (2011) did not find a statistically significant relationship between the two variables and Mok and Iverson (2000) found that heavy spenders tend to be younger than light spenders.

The vast majority of prior research has indicated a positive relationship between income and tourism expenditures. This indicates that tourism is a normal good. Fredman (2008, p. 297) found that income particularly impacts tourist expenditures *at* the destination. Downward and Lumsdon (2003) reveal that a 10 % increase in income generated a 1,3 % increase in tourism spending. Furthermore, Cannon and Ford (2002, p. 270) also conclude that visitors with higher income levels have higher expenditure levels. On the contrary, Mok and Iverson (2000) found that income level does not significantly affect expenditure levels. Some researchers have also examined whether the level of education influences spending level, and Engström and Kipperberg (2015) found a weak evidence that more educated people spend more money.

According to Marcussen (2011), all the factors described above (length of stay, travel party size, nationality, age and income) should be classified as important predictors of tourism expenditures and should always be included in any analysis of such expenditures, in addition to new factors that need more research. Incorporating more independent variables in the analysis may improve the explanatory power, which has sometimes been as low as 0,2 according to Wang and Davidson (2010b, p. 511). The present study therefore intends to investigate variables that have received less attention in the literature, especially in a Norwegian nature-based context. Studies in which these variables are investigated seem to be less consistent in terms of findings, compared to the "traditional" factors explained above.

Research on tourist satisfaction has mainly focused on the positive effects it may have on revisit intentions and word of mouth. Studies that look at tourist satisfaction as a predictor of tourism expenditures only began to emerge around 2010. Satisfaction as a predictor of expenditure distinguishes itself from the traditional predictors (length of stay etc.) by being more qualitative in nature. Hence, it can better explain tourist behaviour and thus expenditure at the destination (Legohérel and Wong, 2006, cited in Cárdenaz-García, Pulido-Fernández and Pulido-Fernández, 2016 p. 499). The assumption is that tourists who are more satisfied with the tourism offerings at a destination will have higher willingness to spend (than tourists who are less satisfied) in order to participate in the activities offered at the destination. Some studies show a positive relationship between satisfaction and expenditures, while some report a non-existing relationship. For instance, Perez and Juaneda (2000) found that tourists that held negative opinions about their holiday experience spent 31,7 % less than the reference group in the study. Similarly, Cárdenaz-García et al. (2016) found satisfaction with accommodation, leisure/entertainment, infrastructure and landscapes, among other factors, to be related to tourist expenditures in some urban destinations in Spain. Disegna and Osti

(2016, p. 12) found specifically that a one unit increase in satisfaction with landscape (on a 10-point Likert scale) would lead to 7,6 % increase in total expenditures. On the contrary, the study by Wang and Davidson (2010a) indicates that satisfaction does not significantly predict tourist expenditure. No conclusion can be drawn based on the existing research, and the influence of visitor (dis)satisfaction remains unexplained. To the author's knowledge, very little research has been carried out concerning satisfaction and expenditures in a Norwegian nature-based context.

Type of destination visited and activities that tourists participate in is another factor that have recently been considered a predictor of expenditures. This relationship was examined among tourists in Northern Norway by Mehmetoglu (2007), as one of a few papers addressing this. The results indicated that nature tourists are likely to spend more money on holiday than "other" tourists. Nature tourists refer to tourists that visit a place largely because of the nature. According to Mehmetoglu (2007), nature-based tourists in general are well-educated, have high incomes and have a higher willingness to spend. He also found that those who consider nature-based activities as important for their trip were typically heavy spenders (as opposed to light spenders, which are the two groups the sample was divided into). Leones, Colby, and Crandall (1998, p. 56) further underlined the idea that tourist expenditures may be increased by encouraging tourists to visit multiple sites. However, this effect is not analysed to a large degree in the literature. Besides, Thrane and Farstad (2011) suggested that the more rural the destination visited, the lower the expenditures. Many nature-based attractions in Norway are in rural areas, thus suggesting lower expenditures. Oklevik, Gossling, Hall, Steen Jacobsen, Grøtte and McCabe (2019) investigated the relationship between activity participation and total spending among tourists in Fjord Norway and found a positive significant (albeit weak) relationship. In that context, activities included any type of organised tours, cultural visits and

outdoor activity. The fjords and landscapes are in many ways the core of the Norwegian tourism industry (Iversen, Løge, Jakobsen and Sandvik, 2015, p. 3), and it can therefore be of interest to investigate the relationship between destinations/activities with expenditures in the context of Fjord Norway. Particularly, is visiting nature-based destinations and engaging in nature-based activities in Fjord Norway associated with expenditure levels?

Another variable of interest is the composition of the travel party. Since size of the travel party has shown varying results in terms of effect on (personal) expenditures, perhaps the composition of the travel party can contribute in explaining. However, also here there is no general agreement in the literature. Spotts and Mahoney (1991) found that heavy spenders were more likely to have children in their travel parties, whereas Davies and Mangan (1992, p. 698) report a slight negative effect. One explanation for a negative relationship might be that children are normally not income earners, as discussed by Agarwal and Yochum (1999).

The extensive literature research was used as a basis for hypotheses formulation based on previous theory and findings. The stated hypotheses reveal predictions about the relationship between concepts, which was tested through quantitative methods to either confirm or reject the hypothesis. In other words, this study has a deductive approach (Snieder and Larner, 2009). The stated hypotheses are as follows:

H0: There is no relationship between the relevant factors and tourist expenditures

H1: Tourist satisfaction level is related to tourist expenditure level

H2: The number of nature-based destinations visited is positively associated with tourist expenditure levels

H3: The number of nature-based activities participated in is positively associated with tourist expenditure levels

H4: Traveling with children is negatively associated with tourist expenditure levels

The following conceptual model illustrates the hypotheses and the expected relationships.
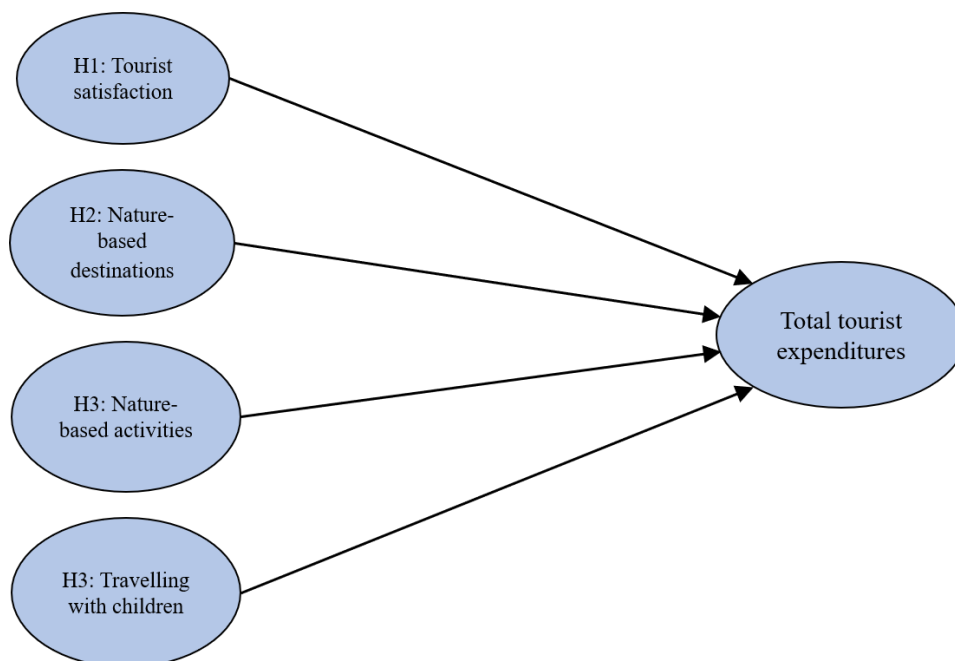
Figure 2: Conceptual model

4 Methodology

This chapter introduces the research methods that were applied in this study, as well as discussing the reliability and validity of the study.

4.1 Data

Due to tourism seasonality, the target group for the current study (i.e. tourists in Fjord Norway) is not highly represented in Norway at the time of the year when primary data collection would have to be conducted (February/March). Therefore, it would be very

challenging to get a sufficient number of respondents, which is important to increase the generalizability of the results. Hence, the best way to answer the current research questions was to utilize data collected in 2014 through the project *Tourism Yield of Norway*, financed by The Research Council of Norway**.** Thus, this is a secondary data research. Secondary data has several definitions in the literature, indicating a lack of agreement of what the term really means. One definition is that of Hewson (as cited in Smith, 2008, p. 3), which defines secondary data as "the further analysis of an existing dataset with the aim of addressing a research question distinct from that for which the dataset was originally collected and generating novel interpretations and conclusions". Further, Glass (as cited in Smith, 2008, p. 4) defines secondary data as "re-analysis of data for the purpose of answering the original research questions with better statistical techniques or answering new research questions with old data". Yet a third definition is "a collection of data obtained by another researcher which is available for re-analysis" (Sobal, as cited in Smith, 2008, p. 4). The definitions differ with regards to whether the secondary data is used to address a *new* or *existing* research question, and whether the data is analysed by the original researcher or a new researcher. In this thesis, an existing dataset was used to answer new research questions by a new researcher.

Secondary data can be found from a range of sources: systematic reviews, documentary analysis, surveys, national census, interviews etc. It enables researchers and students to get access to enormous amounts of data that would not be possible otherwise. Furthermore, it can secure high quality of the data as it is collected by technical expertise (Smith, 2008, p. 22). Thus, it enables researchers to "stand on the shoulders of giants". The original questionnaire used in this thesis was developed by experienced researchers and therefore it is likely to be of high quality. As a result, the risk of getting distorted responses due to a poor survey is reduced. Additionally, using existing data provides the opportunity to compare the results

with an identical survey that was conducted in 2010 by the same researchers. This would be difficult if primary data was collected because the results from the two surveys would not be directly comparable.

However, there are some disadvantages associated with using secondary data that must be taken into consideration when choosing this research method. Since the data are often collected for another purpose than the current, they might not be fully appropriate to answer the current research question. Hence, adaption of the data might be necessary. In this specific case, little adaption was needed. This will be elaborated later in the methodology section. Moreover, the data are not completely up to date as they were collected nearly five years ago. In some research fields, findings are likely to change over time. To address this issue, the findings of this thesis will be compared to the findings of the identical study that was conducted in 2010. However, the time-issue is probably of greater relevance within fields that are rapidly developing (i.e. technology and communication) than in the field of tourist expenditures.

4.2 Survey

The survey, in form of a questionnaire, was part of a study of international travellers' experiences in Norway. Part of the purpose was to help the Norwegian tourism sector improve amenities and services provided to international tourists. The survey, carried out in 2014 by researchers at the University of Stavanger, was comprehensive and collected information about various aspects regarding the travellers' visit to Fjord Norway. First, basic questions about the current trip, such as purpose of trip, size of the travel party and transportation mode were asked. The second part of the survey was about the specific activities and destinations visited in Fjord Norway. Part 3 was about the costs of the visit to Norway, while part 4 was

about revisit intentions and satisfaction level with the trip. The last part collected demographics of the respondents. The information was obtained by approaching visitors at a popular tourist attraction (The Pulpit Rock) and asking them to fill out the questionnaire. The questionnaire was offered in five languages in order to overcome any language barrier. The full questionnaire is attached in appendix 10.1.

As mentioned above, some data adaption was done in order to answer the research questions. In the survey, respondents were asked to specify who the members in their travel party was by checking off categories. Children were divided into three categories; 0-6 years, 7-12 years and teenagers. Since quite a small part of the sample travelled with children, these three categories were merged together, resulting in one category for children in travel party (0-19 years old). This is also based on an assumption that most parents travelling with children up till 19 years of age will pay for most tourist expenditures of the child.

Furthermore, the questionnaire presented 30 different destinations and activities in Fjord Norway and the respondents were asked to check off those destinations and activities they planned to visit/participate in or had already visited/participated in. The activity list included the following categories of activities; nature experiences, outdoor recreation, adventures, cultural and urban. For the purpose of this study, the three former categories were merged together and make up the "nature-based activities" variable. This way, the effect on expenditures of participating in nature-based activities can be investigated. From the destination/attraction list, only those destinations/attractions that are based on nature/landscape were included in this study. For instance, cities such as Stavanger and Bergen were excluded, whilst the Pulpit Rock, Jostedalsbreen and Jæren Beaches were included.

In the questionnaire, respondents reported expenditures in their preferred currency. In order to be able to analyse the data, all monetary values were converted to Norwegian Kroner (NOK) based on the exchange rate on July 20th, 2014 (the summer when the survey was conducted). In SPSS, this variable has the name CostsNOKV for entire visit and CostsNOKF for costs so far. Both variables are *excluding* pre-paid expenses, as this was specified in the questionnaire.

The data contained categorical variables such as purpose of trip, accommodation mode and transportation mode. These were transformed into dummy variables representing the categories. For instance, the four alternatives of trip purpose (visiting friends/family, vacation, business and other) are given the value 1 if present and 0 if not present. To avoid multicollinearity in regression analysis, one of the alternatives of each variable is set as reference group and excluded from the analysis. In terms of interpretation, each of the dummy variables will then be compared to the reference group for that variable.

The total expenditure level that the respondents reported was divided by the number of days spent in Norway and the number of the people that the costs cover, to account for length of stay and travel party size. Hence, the result is four dimensions of expenditures: total group expenditures, total expenditures per person, group expenditures per day and expenditures per person per day.

4.3 Hypotheses

Using a null hypothesis approach assumes that we want to discover a relationship. By using this approach, the null hypothesis is directly tested, and if evidence supports it, we can conclude that the tested relationship does not exist. On the contrary, if sufficient evidence is found to reject the null hypothesis, we can conclude that the alternative hypotheses are a

possibility. In other words, the null hypothesis is assumed to be true until reasonable doubt suggests otherwise. There is reasonable doubt in the null hypothesis if the p-value is below a certain significance level. In this study the significance level is set to 0,05. Any coefficients with a higher p-value will not be accepted as it cannot be certain that it is not attributed to chance (Neuman, 2014, p. 185).

The data were analysed using SPSS 25. Since the aim of this research is to investigate relationships between variables, correlation and multiple regression are appropriate statistical analyses. First, descriptive statistics are presented to give an overview of the achieved sample. Then, correlation analyses are performed to identify any relationship between the different variables and tourism expenditures. The correlation coefficient is a statistical measure that indicates the strength and direction of association between two variables. However, it does not say anything about the cause and effect of this association – only that the association exists (Neuman, 2014, p. 75). Lastly, to investigate whether the variables can predict expenditures levels, multiple regression analyses are performed. By setting tourism expenditures as dependent variable and other factors as independent variables, the predictive power of each variable can be assessed. A great advantage of multiple regression is its ability to adjust for several control variables simultaneously. Without considering control variables, we do not know if the relationship is spurious. Spuriousness occurs when two variables are associated but not causally related because an unseen third is the real cause (Neuman, 2014, p. 191). The regressions analyses are tested with all four dimensions of tourism expenditures as dependent variable, to capture differences in this aspect. The results will be presented and discussed in later chapters.

4.4 Reliability and validity

Reliability and validity are key indicators of the quality of a measurement (Kimberlin and Winterstein, 2008, p. 2276). Reliability refers to the ability of a measure to produce consistent results, meaning that if measures are repeated under very similar conditions the same results should be achieved every time. Cronbach's Alpha is the most commonly used test to determine the consistency of a measurement and is also used in this study. A high alpha indicates that the different items of a construct are correlated, thus measuring the same construct. A Cronbach's Alpha value of 0,7 and above is usually considered acceptable in social science research (Neuman, 2014, p. 212).

In order to assess the reliability of the satisfaction scale used in this survey, a reliability analysis was performed for the eight satisfaction items measuring the respondent's satisfaction with Norway. The scale is a one-dimensional 0-10 Likert scale, for which the analysis generated a Cronbach's Alpha of 0,834. Thus, the satisfaction items seem to measure the same construct and the scale is reliable. There is one item that if deleted would lead to an increased Cronbach's Alpha (satisfaction with economic in Norway, see appendix 10.2). However, the increase is very small, so it was determined to keep the item in the analysis.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,834	,851	8

Table 1: Reliability of satisfaction scale

Reliability is a necessary condition for validity. Validity is the extent to which an instrument measures what it purports to measure; in other words how well the measurement accurately corresponds to the real world (Neuman, 2014, p. 215). The validity of a measurement is based on several types of validity, including face validity and construct validity. Face validation is a judgment by the scientific community of whether the items are really measuring the construct they are intended to measure. It is the degree to which an indicator makes sense as a measure of a construct in the judgment of others (Neuman, 2014, p. 216). In the tourism expenditure literature, the same type of satisfaction measures has been commonly applied thus securing the face validity of this scale.

Construct validity applies to measures with multiple indicators, and concerns whether the different indicators operate in a consistent manner. Within construct validity, we have convergent and divergent validity - converging meaning that indicators of the same construct operate in similar ways (because they measure the same thing), while divergent validity means that indicators of different constructs do not operate in similar ways (Neuman, 2014, p. 217). A commonly used technique to evaluate construct validity is factor analysis. In the case of this study, an existing instrument is used and therefore the validity is covered by previous research and was not the focus of attention for this thesis.

When doing research, we want findings that can be related to real-world situations. External validity is "the ability to generalize findings beyond a specific study". If a study is not externally valid, it cannot be directly related to real life or generalized to the entire population that the sample represents (Neuman, 2014, p. 306). Due to a potentially large number of respondents, quantitative studies often have a high external validity. In this specific study, it is likely that the results can be somewhat generalized to the population of tourists in Fjord

Norway. Nonetheless, the study is based on only 566 respondents which is a small share of all tourists in Fjord Norway. Besides, the results might not be valid for tourists in other areas and other contexts than Fjord Norway. For example, it is likely that tourists visiting large cities have different purchase behaviour than tourists in nature-based areas. One should therefore be careful in generalizing the findings from this study to other contexts.

4.5 Data cleaning

Initially, to check for any errors in the dataset, frequency descriptives were performed on all variables. Some errors were identified: values that did not fall inside the range of possible values for certain variables. This may distort any statistical analyses that will be performed. For instance, the overall satisfaction scale ranges from 0-10. However, some cases had a value of 55 and 66. These were corrected by assuming the likely scenario of a typing error and that the values were supposed to be 5 and 6 respectively. Furthermore, the satisfaction scale for the specific activities and destinations also ranges from 0-10. Most of the respondents only participated in a few of these and are not able to give a satisfaction score for activities or destinations they have not (yet) participated in or visited. However, in the SPSS file - instead of missing values – initially these were given a value of zero. Consequently, the mean for satisfaction was dramatically lower than the true mean. In order to correct this and to not distort the statistical analyses, the value of zero was recoded into 'system-missing'. After correcting the errors, frequency descriptives were re-run to double-check. Again, some errors were identified, and the process was repeated. The third time, no out-of-range values or other errors were identified.

4.6 Descriptive statistics

This section provides a description of the achieved sample. The sample consists of 566 respondents, out of which 53 % stated Germany as their country of residence. Norwegians represent the second largest nationality with 10 %. The remaining respondents came from countries all around the world. The mean age of the sample is 37 years (SD=13,6). The youngest respondent was 5 and the oldest 76 years old. The average number of days to be spent in Norway during the trip is 10 days (SD=12), and some respondents reported staying in Norway for up to 150 days. Very likely, these respondents are exchange students or employees that work in Norway for a short time period. These also belong to the definition of tourists, according to the two definitions presented in the introduction chapter. The average number of days spent in Fjord Norway is six, again with a large standard deviation (5,9) and a maximum of 60 days. Regarding travel party size, five respondents reported party sizes of 2000-2500 people, thus distorting the general picture for this variable with a mean of 24 people. By looking at frequencies, however, it is revealed that more than half of the tourists, specifically 54 %, travelled in parties of two people. In fact, travel parties of 1,2,3 or 4 people make up 90 % of the sample. Only 20 % (115 respondents) were travelling with children. Another interesting observation is that the overall satisfaction level among respondents is generally very high, and slightly higher for Fjord Norway (mean 9 - SD 1,2) than for Norway (mean 8,6 – SD 1,3).

The average number of nature-based activities participated in is 4,5 (SD 3,3) with a minimum of 0 and a maximum of 21. The average number of nature-based destinations visited is 3 (SD 2,5) with minimum 0 and maximum 17. In comparison, the average number of cultural and urban activities (merged together as one) is 2,4 with a minimum of 0 and maximum of 11.

This indicates that amongst the tourist in Fjord Norway, nature-based activities are more popular.

The average expenditure levels of the sample are presented in a table to make it easier to grasp (for each of the four dimensions of expenditures).

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
CostsNOKV	333	150,00	159480,00	16534,1481	20113,20458	3,060	,134	13,707	,266
CostsPerPerson	384	30,00	140000,00	7150,0457	10514,66671	6,740	,125	72,433	,248
CostsPerDay	330	24,19	13290,00	1914,1120	2369,70599	2,483	,134	6,659	,268
CostsPersonDay	326	10,42	6890,00	839,3244	1022,92770	2,916	,135	10,693	,269
Valid N (listwise)	325								

Table 2: Average expenditure levels for the four dimensions of expenditures

In the field of social science, a perfectly normal distribution is very rare. In this study, the descriptive statistics revealed that several of the variables are highly skewed. Also, kurtosis is outside the acceptable range of -3 to 3 (Hair et. al., as cited in Munir and Rahman, 2016, p. 492). Having a distribution close to normal is an assumption of a number of statistical tests (Pallant, 2011). Therefore, logarithmic transformation was conducted in order to transform the skewed data to approximately take a normal distribution. Such a transformation can also deal with the heteroscedasticity problem because it captures proportionate rather than absolute differences (Downward and Lumsdon, 2004, p. 419). After the log transformation, skewness and kurtosis were inside the acceptable range, as shown in the below table.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
CostsNOKV_ln	333	5,01	11,98	9,0714	1,26083	-,558	,134	,249	,266
CostsPerPerson_ln	384	3,40	11,85	8,1748	1,33097	-,633	,125	,312	,248
CostsPerDay_ln	330	3,19	9,49	6,9562	1,14914	-,262	,134	,259	,268
CostsPersonDay_ln	326	2,34	8,84	6,1549	1,16065	-,523	,135	,690	,269
Valid N (listwise)	325								

Table 3: Skewness and kurtosis of log transformed expenditures

The histogram below illustrates that total expenditures is close to a normal distribution after the log transformation.
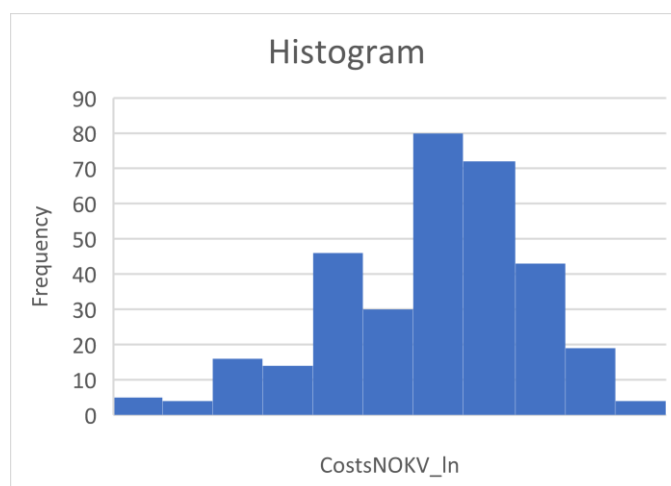
Figure 3: Histogram: Distribution of log transformed total expenditures

The total number of days in Norway variable (DAYST) was initially highly positively skewed, with a cluster of low scores among respondents. After log transformation, however, skewness and kurtosis reached acceptable levels as shown below.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
DAYST	551	1	150	10,07	12,473	**7,864**	,104	**78,573**	,208
Log of DAYST	551	,00	5,01	1,9799	,81852	**-,345**	,104	**,866**	,208
Valid N (listwise)	551								

Table 4: Skewness and kurtosis of log transformed length of stay

The log transformation was successful for the expenditures and LOS variables and was applied to all variables with unacceptable skewness and/or kurtosis. However, many variables still had a lack of normality after the transformation. This was the case for travel party size, which improved somewhat in terms of skewness and kurtosis yet did not reach acceptable levels. Therefore, to further investigate the distribution of the data, an assessment of normality was conducted. For GROUPN (travel party size), the 5 % trimmed mean was considerably lower than the original mean (2,7 vs. 23,5), suggesting that this variable should be further analysed. The Kolmogorov-Smirnov statistic showed a significance level of ,000, indicating a non-normal distribution of the scores on this variable.

Descriptives

		Statistic	Std. Error
GROUPN	**Mean**	**23,54**	9,174
	5% Trimmed Mean	**2,73**	
	Minimum	1	
	Maximum	2500	
	Skewness	10,528	,104
	Kurtosis	110,337	,208

Table 5: Normality assessment

Lastly, a boxplot of GROUPN revealed several outliers - values that are completely out of sync with the others. Five of the outliers are extreme points, with values ranging from 115 – 2500. The outliers are illustrated in the boxplot below.
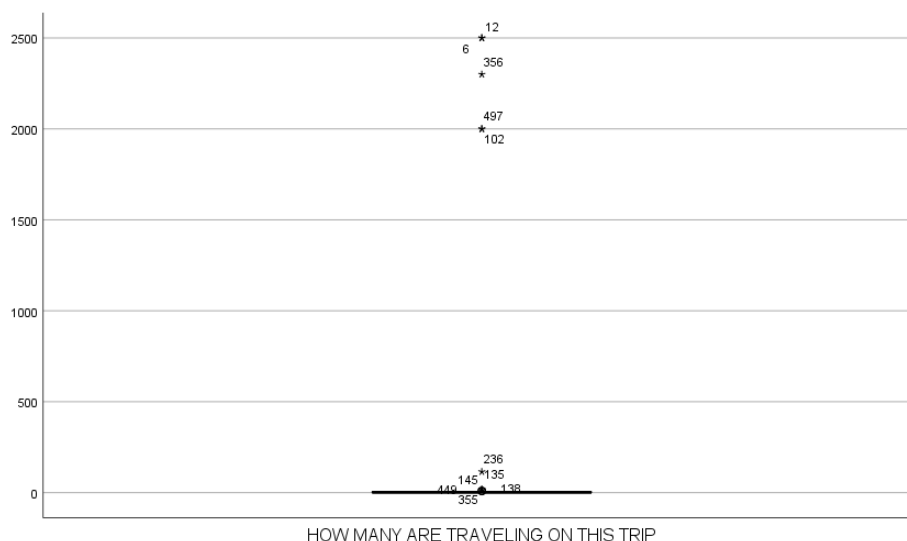
Figure 4: Outliers on travel party size

One possible explanation for outliers is typing errors while entering the data. However, when looking at how this question was formulated in the questionnaire, it is conceivable that some respondents have misinterpreted and written the total number of people on the cruise-ship, for instance (e.g., 2500). The GROUPN value of 115 could be an organization travelling together (e.g., work). In either case, this information is irrelevant for each respondents' expenditures (especially since the expenditures are excluding pre-paid expenses). Being a part of a cruise-ship with 2500 people probably does not affect each person's spending level at the destination (travelling with cruise-ship might, but not the number of people on the cruise-ship). Therefore, it made sense to remove the extreme values from the dataset, to avoid distortion of subsequent analyses. The same pattern was found for the CostsCover variable, for which outliers are also removed. (An explanation of this variable will be provided in the analysis section.) As a result, the variables are normally distributed, as shown in the tables below.

Descriptives

		Statistic	Std. Error
Log of GroupN without outliers	**Mean**	,9408	,01882
	5% Trimmed Mean	,9357	
	Minimum	,00	
	Maximum	3,00	
	Skewness	,586	,105
	Kurtosis	1,075	,209

Table 6: Normal distribution of travel party size

Descriptives

		Statistic	Std. Error
Log of CostsCover without outliers	**Mean**	,3625	,00999
	5% Trimmed Mean	,3559	
	Minimum	,00	
	Maximum	1,48	
	Skewness	,628	,115
	Kurtosis	2,137	,230

Table 7: Normal distribution of «CostsCover»

A boxplot also revealed four outliers for the DAYST_ln variable, meaning that it was not normally distributed after the log transformation. The outliers range from 107-150 days. As explained earlier, these are likely to be exchange students or foreign employees that work in Norway. Although they go under the definition of tourists, it is reasonable to believe that they have different expenditure behaviour than someone who visits solely for vacation/work purposes for a shorter period. Therefore, the removal of outliers can be justified also for this variable, and the result was a normally distributed variable.

Tabachnick and Fidell (2007, p. 123) suggest a formula for sample size calculation based on the number of independent variables: $N > 50 + 8v$, where v is the number of independent

variables. The regression analyses carried out in this thesis have a maximum of 19 independent variables, leading to a minimum N of 202 according to that formula. Hence, the achieved sample is sufficiently large enough - even after removing outliers.

5 Results and analysis

In this chapter, results from the data analyses will be presented. The first part of the chapter will compare the findings with the findings of the study from 2010, to validate or reject previous findings. The second part will focus on the four hypotheses of this thesis. Significant correlations are marked with ** and * for significance levels of 0,01 and 0,05 respectively.

5.1 Comparison

In the 2010 study, nine main factors were analysed concerning their effect on tourism expenditures: Length of stay, travel party size, age, gender, income level, education level, trip purpose, transportation mode to Norway and type of accommodation. The current analysis gives the same results for seven of these variables, thus validating previous research to a large degree. Yet, for two of the variables, different findings are made. This gives an indication that these variables might need more research before conclusions can be drawn. First, Pearson correlation analyses will establish relationships between the variables and expenditures. Then, regression analysis will determine whether each variable can predict expenditures when keeping everything else constant. For this purpose, the log transformed variables without outliers are applied.

5.1.1 Correlation Analysis

Length of stay (LOS) was measured in several ways in the questionnaire: the total number of days that will be spent in Norway during the trip, the number of days spent in

Norway so far, and the number of days spent in different regions of the country, for instance Fjord Norway. Correlation analysis revealed a moderate, positive relationship (,432**) between total number of days in Norway (DAYST) and total expenditures for visit (CostsNOKV). The same relationship is found when looking at expenditures per person (,438**). In other words, the longer the tourists stay in Norway, the higher the total expenditures. On the other hand, expenditures per day and per person per day turn out to be negatively associated with DAYST with correlation coefficients of respectively -,190** and -,188**. This indicates that expenditures do not increase proportionally with LOS. The results are shown in the tables below.

Correlations

		C_DAYST_ln No outliers	CostsNOKV_ln	CostsPerPerson_ln	CostsPerDay_ln	CostsPersonDay_ln
C_DAYST_ln No outliers	Pearson Correlation	1	,432**	,438**	-,190**	-,188**
	Sig. (2-tailed)		,000	,000	,001	,001
	N	547	328	377	328	324

Table 8: LOS correlated with expenditures

The survey also measured the number of days spent in Norway *so far* (DAYS) and expenditures so far (CostsNOKF). Correlating these two variables reveals a non-existing and non-significant relationship between the two variables (see appendix 10.3). Another interesting aspect in the context of this study is to investigate whether and how the number of days spent in the region of Fjord Norway (DAYFN) is associated with expenditures. Similar relationship as for DAYST were found for total expenditures. Interestingly, however, no significant relationship was found for expenditures on a per day basis, as observed below.

Correlations

		DAYFN_ln Log of DAYFN	CostsNOKV_ln	CostsPerPerson_ln	CostsPerDay_ln	CostsPersonDay_ln
DAYFN_ln Log of DAYFN	Pearson Correlation	1	,340**	,302**	,014	,018
	Sig. (2-tailed)		,000	,000	,812	,758
	N	498	311	357	308	304

Table 9: LOS in Fjord Norway correlated with expenditures

Based on previous research, travel party size (GroupN) is expected to be related to tourism expenditures. In this study, TPS is analysed in two ways based on two different measurements. First, the number of persons in the respondents' travel parties (log of GroupN without outliers) is correlated against expenditures. Second, the questionnaire also included a question about how many people the reported expenditures cover (CostsCover). This is a more direct measure of how many people the reported costs actually cover and is used as an additional measure of TPS. Travel party size and CostsCover are, as expected, strongly correlated with a coefficient of 0,707**. This verifies that the two variables measure similar concepts.

Correlations

		C_CostsCover_ln No outliers	C_GroupN_ln No outliers, log transformation of GroupN
C_CostsCover_ln No outliers	Pearson Correlation	1	,707**
	Sig. (2-tailed)		,000
	N	449	442

Table 10: Correlation of TPS and CostsCover

Travel party size (GroupN) is positively, albeit weakly, associated with total expenditures and with expenditures per day, and slightly negatively associated with expenditures per person. Expenditures per person per day is not significant.

Correlations

		C_GroupN_ln No outliers, log transformation of GroupN	CostsNOKV_ln	CostsPerPerson_ln	CostsPerDay_ln	CostsPersonDay_ln
C_GroupN_ln No outliers, log transformation of GroupN	Pearson Correlation	1	,143**	-,116*	,191**	-,104
	Sig. (2-tailed)		,009	,023	,000	,060
	N	545	331	381	329	326

Table 11: TPS correlated with expenditures

CostsCover, on the other hand, is significantly related to all expenditure measures. It enters positively for total expenditures and expenditures per day, and negatively for the per person expenditures. This suggests that the more people that travel together, the lower the personal expenditures.

Correlations

		C_CostsCover_ln No outliers	CostsNOKV_ln	CostsPerPerson_ln	CostsPerDay_ln	CostsPersonDay_ln
C_CostsCover_ln No outliers	Pearson Correlation	1	,165**	-,197**	,198**	-,230**
	Sig. (2-tailed)		,003	,000	,000	,000
	N	449	329	382	326	326

Table 12: CostsCover correlated with expenditures

Furthermore, correlation analysis shows positive and significant associations between income level, education level and age and tourism expenditures, although the correlations are weak. On the contrary, a weak, negative relationship of gender (female dummy) is identified, but only for total expenditures.

Correlations

		CostsNOKV_ln	CostsPerPerson_ln	CostsPerDay_ln	CostsPersonDay_ln
CostsNOKV_ln	Pearson Correlation	1	,924**	,791**	,713**
	Sig. (2-tailed)		,000	,000	,000
	N	333	328	330	326
CostsPerPerson_ln	Pearson Correlation	,924**	1	,707**	,797**
	Sig. (2-tailed)	,000		,000	,000
	N	328	384	325	325
CostsPerDay_ln	Pearson Correlation	,791**	,707**	1	,908**
	Sig. (2-tailed)	,000	,000		,000
	N	330	325	330	326
CostsPersonDay_ln	Pearson Correlation	,713**	,797**	,908**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	326	325	326	326
INC_ln Log of INC	Pearson Correlation	,180**	,128*	,179**	,160**
	Sig. (2-tailed)	,001	,014	,001	,004
	N	326	374	323	319
AGE AGE	Pearson Correlation	,172**	,094	,221**	,160**
	Sig. (2-tailed)	,002	,067	,000	,004
	N	331	381	328	324
EDU LEVEL OF EDUCATION	Pearson Correlation	,195**	,161**	,123*	,142*
	Sig. (2-tailed)	,000	,002	,026	,011
	N	330	379	327	323
GEN GENDER	Pearson Correlation	-,123*	-,056	-,081	-,033
	Sig. (2-tailed)	,025	,275	,142	,552
	N	331	381	328	324

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Table 13: Demographic and socioeconomic variables correlated with expenditures

Regarding purpose of visit, correlation analysis suggests that visiting friends/family and 'other purposes' are associated with lower expenditures for travel party (-0,116* and -0,143** respectively), while vacation/leisure is positively associated with total expenditures (,203**). Business/work is only significantly related to expenditures per person per day (-0,111*).

Coming to Norway by airplane is positively and significantly related to expenditures per person, whereas entering with cruise-ship is negatively and significantly related to expenditures per person. Entering by vehicle (bus, train or car) is negatively and only significantly associated with expenditures per person per day.

Regarding accommodation, the respondents could choose among six types, including one 'other' category. In this study, it is assumed that 'other' equals cruise-ship as some respondents had written this as a side note on the questionnaire. Hotel and motel are merged together as one, the same is cabin and campgrounds. The observed pattern here is that hotel/motel and cabin/camping are positively and significantly associated with total and personal expenditures, while friends/family and other (cruise-ship) is negatively and significantly associated with expenditures.

5.1.2 Regression analysis

In the previous section, it was revealed that all variables seem to be related to tourist expenditures in some way. Then, to investigate whether the variables can be seen as predictors of expenditures, linear multiple regression was performed. Block wise regression was applied and the independent variables were entered in two groups in order to see how the explanatory power of the model changed accordingly. The demographic and socioeconomic variables were included in block one, while the trip-related variables were added in block two. Four different regression models were performed with the four measurements of expenditures as dependent variables. For each of these, the adjusted R square are as follows for block one and two:

Model (dependent variable)	Adjusted R^2, block 1	Adjusted R^2, block 2
1. Total expenditures	0,258	0,314
2. Total expenditures per person	0,215	0,268
3. Group expenditures per day	0,136	0,218
4. Expenditures per person per day	0,097	0,177

Table 14: Explanatory power of the regression models

As can be observed from table 14, there is an increase in the explanatory power from block one to block two for all four models. This means that the additional variables (trip-related) contribute in explaining the variation in the dependent variable. The models have explanatory power ranging from 18 % - 31%, meaning that the independent variables included in the models explain a good part of the variation in expenditures. It can also be observed that the first model predicts the dependent variable better than the second, and so on. In this thesis the adjusted R^2 will be referred to because it takes the number of predictors in the model into account (Harel, 2009). By inspecting the standardized beta coefficient, the relative effect of each independent variable on the dependent variable can be assessed.

Length of stay (DAYST) is statistically significant in all four regression models and is also the strongest predictor of expenditures in all models. When the dependent and independent variables are both log transformed, the estimated beta coefficients are interpreted as elasticities. LOS enters positively in total and personal expenditures for entire visit with coefficients of ,418 and ,423 respectively. This indicates an inelastic relationship between expenditures and length of stay, meaning that expenditures increase less than proportionally with LOS. This is consistent with the findings in the 2010 study (and many other studies), although the estimates are somewhat lower in this study. Furthermore, the LOS effect on expenditures turns out negative when measured on a per day basis. For CostsPerDay the coefficient is -,211 and for CostsPersonDay it is -,223. Again, this suggests that expenditures increase less than proportionally with LOS, ceteris paribus.

Travel party size (GroupN) is also statistically significant in all models and also has an inelastic relationship with expenditures. It appears to be a positive predictor of travel group expenditures (ranging from ,151 to ,177) and a negative predictor of personal expenditures

(ranging from -,109 to -,120). Hence, in the same manner as with LOS, total expenditures increase with number of people in the travel party, but less than proportionally. Again, previous findings are validated.

Income level is positive and significant in three of the four models (insignificant when dependent variable is costs per day), although with very weak beta coefficients. The results from 2010 are validated with higher statistical significance in this study. Gender is non-significant in all models, thus cannot be seen as a predictor of expenditures. Again, previous findings are confirmed. Age is significant in three of the models, indicating a weak, positive effect on expenditures (,143 for total expenditures). Age has a stronger effect in this study compared to the 2010 study. Education level is significant only for the per-day expenditures, with very weak, positive coefficients.

Regarding accommodation, it is revealed that tourists staying in hotels or motels have statistically significantly higher expenditure than those staying in cruise ships (the reference group). This pattern is found in all four regression models. Staying with friends and family have a negative coefficient in all models, indicating that they spend less than the reference group of cruise tourists. The friends/family category is not significant in this study. Furthermore, tourists who stated work/business as their trip purpose have statistically lower expenditures than the reference group of vacation/leisure travellers in all models. For mode of transportation into Norway the regression analysis indicates that entering by vehicle (bus, train, car) implies slightly lower expenditures than entering by cruise ship (reference group), however it is insignificant. This finding, although insignificant, is different from the findings in the 2010 study.

Below are the regressions results for model 1, where dependent variable is total group expenditures. The other three models can be found in appendix 10.4.

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	6,138	,349		17,575	,000
	C_DAYST_In No outliers	,673	,079	,418	8,548	,000
	C_GroupN_In No outliers, log transformation of GroupN	,432	,138	,151	3,127	,002
	INC_In Log of INC	,382	,182	,106	2,101	,036
	Female GENDER	-,152	,122	-,060	-1,243	,215
	AGE AGE	,013	,005	,143	2,860	,005
	EDU LEVEL OF EDUCATION	,094	,050	,092	1,865	,063
2	(Constant)	6,433	,350		18,394	,000
	C_DAYST_In No outliers	,697	,085	,433	8,249	,000
	C_GroupN_In No outliers, log transformation of GroupN	,469	,135	,163	3,483	,001
	INC_In Log of INC	,174	,180	,049	,969	,333
	Female GENDER	-,140	,118	-,055	-1,185	,237
	AGE AGE	,012	,005	,126	2,581	,010
	EDU LEVEL OF EDUCATION	,093	,052	,092	1,805	,072
	Airplane1	-,081	,230	-,023	-,351	,725
	Vehichle1 Land, ferry and bus	-,300	,176	-,118	-1,703	,089
	Friendsfamily1	-,504	,301	-,098	-1,674	,095
	BusinessWork1	-,809	,345	-,110	-2,343	,020
	Otherpurpose1	,168	,338	,027	,496	,620
	HotelAndMotel	,767	,188	,222	4,086	,000
	CabinAndCamping1	,068	,173	,025	,396	,692
	AccoFriends1 Friends accomodation	-,234	,260	-,056	-,903	,367

a. Dependent Variable: CostsNOKV_In

Table 15: Regression model 1

5.2 Hypothesis testing

Section 6.1 investigated factors that was also investigated in the study from 2010 and validated the effect on expenditures for seven of nine of these factors. In this section, the four hypotheses presented earlier will be tested.

5.2.1 Hypothesis 1: Satisfaction

The questionnaire measured three different aspects of tourist satisfaction. First, the *overall* satisfaction with Norway in general and Fjord Norway in particular was measured. Second, satisfaction with eight specific factors was measured (natural environment, culture, society, people, hospitality, urbanization, access and economic). Lastly, satisfaction with each of the specific activities and destinations that the respondent visited was measured. Hence, the relationship between tourist satisfaction level and tourist expenditure level can be investigated from these three perspectives. Initially, correlation analysis was performed and revealed that overall satisfaction with Norway as well as Fjord Norway is negatively related with expenditures. However, the correlation coefficients are very weak and only marginally significant. It is only significant for the per person and per person per day measures, as shown in table 16 below.

Correlations

		Satn_ln Satisfaction Norway LN	SatFN_ln	CostsNOKV_ln	CostsPerPerson_ln	CostsPerDay_ln	CostsPersonDay_ln
Satn_ln Satisfaction Norway LN	Pearson Correlation	1	,842**	-,069	-,112*	-,089	-,118*
	Sig. (2-tailed)		,000	,210	,029	,109	,034
	N	547	546	331	382	328	324
SatFN_ln	Pearson Correlation	,842**	1	-,105	-,118*	-,131*	-,130*
	Sig. (2-tailed)	,000		,057	,020	,017	,019
	N	546	555	333	384	330	326

Table 16: Overall satisfaction correlated with expenditures

Of the eight factors that was measured in the questionnaire, only satisfaction with access and satisfaction with economic turned out to be significantly correlated with expenditures. Again, the relationship is slightly negative, suggesting that the higher the satisfaction with these factors the lower the total and personal expenditures. See appendix number 10.5. Satisfaction with the specific activities turned out to have no significant correlation with expenditures in this study.

Multiple regression with the satisfaction measures was performed with the demographic variables, LOS and TPS as control variables. This gave quite a high adjusted R^2 of 0,274 for total expenditures. Yet, none of the estimated coefficients for satisfaction were significant. A possible explanation for this outcome may be the presence of multicollinearity among the eight satisfaction factors. According to Vatcheva, Lee, McCormick and Rahbar (2016), multicollinearity arises when two or more highly correlated predictors are assessed simultaneously in a regression model. This leads to unstable p-values and challenges in interpreting the relative importance of the predictors. However, collinearity diagnostics was performed and revealed no variance inflation factors above the common cut off point of 5 for any of the variables (Craney and Surles, 2002). Based on this, multicollinearity is not a problem in this regression model.

Although none of the satisfaction variables turned out significant on total expenditures, a few significant estimates were found for personal and daily expenditures. These are shown in table 17 below.

Independent variable	Dependent variable	Beta coefficient	p-value
Satisfaction with Fjord Norway (log transformed)	Group expenditures per day	-0,198	0,039
Satisfaction with culture	Expenditures per person	0,157	0,016
Satisfaction with culture	Group expenditures per day	0,147	0,041
Satisfaction with people	Group expenditures per day	-0,206	0,023
Satisfaction with people	Expenditures per person per day	-0,212	0,024

Table 178: Significant estimates for satisfaction on expenditures

If all variables were significant in all models, we would have 40 significant estimates (10 variables * 4 models). However, only five turn out significant (and the estimates are weak), indicating that satisfaction seems to predict expenditures to a very small extent in this study. As can be observed, overall satisfaction with Fjord Norway is only significant in one of the four regression models, and the estimate is negative. In other words, the more satisfied the tourist is, the lower daily expenditures he/she has. Moreover, satisfaction with people also turns out as a negative predictor of per day expenditures, whereas satisfaction with culture has a positive and significant effect on personal expenditures.

In summary, tourist satisfaction showed ambiguous results over the different aspects of satisfaction. Although most of the satisfaction estimates were insignificant, the few significant estimates indicate that satisfaction level does predict expenditures to some extent. Hypothesis 1 can there be accepted.

5.2.2 Hypothesis 2: Number of nature-based destinations

In this study, nature-based destinations include, among others: The Pulpit Rock, The Lysefjord, Hardanger, Sognefjord, Geirangerfjord etc. Correlation analysis reveals that visiting a higher number of such destinations is positively and significantly correlated with total expenditures for travel party and per person.

Correlations

		NatureBased Dest	NatureActivity Nature+Outdo or+Adventure	CostsNOKV_l n	CostsPerPer son_ln	CostsPerDay _ln	CostsPerson Day_ln
NatureBasedDest	Pearson Correlation	1	,381**	,222**	,201**	,107	,097
	Sig. (2-tailed)		,000	,000	,000	,052	,080
	N	566	566	333	384	330	326

Table 18: Number of nature-based destinations correlated with expenditures

Adding the number of nature-based destinations to the regression model reveals positive and significant effects on all four dimensions of expenditures, as shown in the table below.

Independent variable	Dependent variable	Beta coefficient	p-value
Number of nature-based destinations visited	Total expenditures	0,147	0,006
	Expenditures per person	0,116	0,026
	Group expenditures per day	0,147	0,011
	Expenditures per person per day	0,128	0,033

Table 19: Estimates of number of nature-based destinations on expenditures

This result gives an indication that tourists who visit a higher number of nature-based destinations tend to have a higher spending level than those who visit none or few such destinations (although the estimates are weak). Hypothesis two is accepted.

5.2.3 Hypothesis 3: Number of nature-based activities

On the contrary, the number of nature-based *activities* engaged in appear to have an insignificant relationship with expenditures. Nature-based activities include, for instance, nature walks, mountain hiking, fjord cruises, cycling, surfing, climbing, wilderness safari and rafting. This variable did not enter significantly in any of the correlation or regression models and hypothesis number three can therefore not be accepted.

5.2.4 Hypothesis 4: Children in travel party

In the current sample, no significant relationship was found between the presence of children in travel party and expenditures. Including the children variable in the regression model

produced an increased adjusted R^2, but the estimated coefficient for children is insignificant. Thus, we cannot accept hypothesis four of a negative effect of children in travel party on expenditures. For estimates on nature-based activities and children, see the complete regression outputs for each of the dependent variables in appendix 10.6.

The conceptual model that was developed based on the literature review in this thesis is shown below, this time including the significant estimates (if any) for each variable. It clearly illustrates that H1 and H2 can be accepted, whereas H3 and H4 cannot be accepted based on the results from this study.
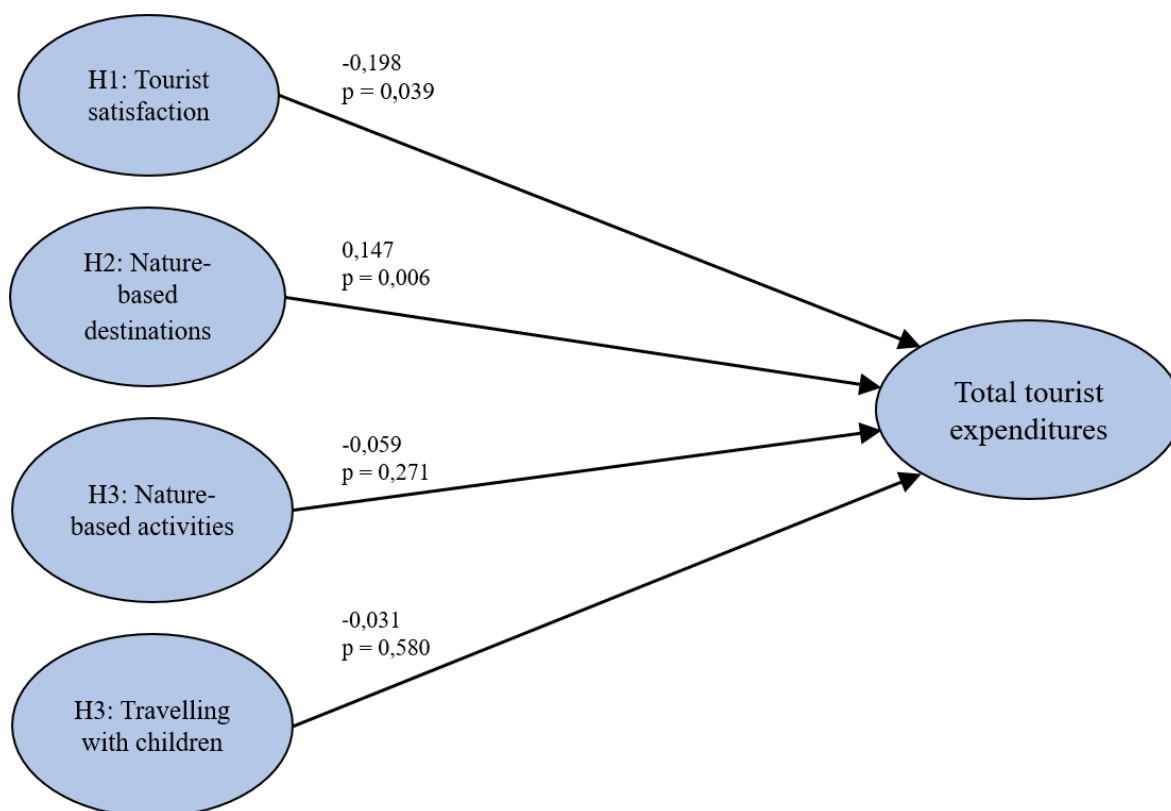
Figure 5: Conceptual model

6 Discussion

In line with the identical survey from 2010, the analysis in this thesis revealed inelastic relationships between length of stay and tourist expenditures and between travel party size and tourist expenditures. This means that tourist expenditures tend to increase the longer the tourists stay and the more people that travel together - but less than proportionally. In practical terms, this implies that very long durations of stay are perhaps not beneficial for tourism managers. In the case of a vacant hotel room, bringing in new tourists with a higher spending per day might be more profitable than other tourists prolonging their stay. In other words, this means increasing the number of tourist arrivals. However, for hotels this requires a higher presence of personnel to encounter guests and maintain cleanliness, which increases costs. Hence, there is a trade-off in this aspect. The same inelastic relationship was found for travel party size. The more people that travel together as a group, the higher the total expenditures but lower personal expenditures. As discussed by Engström and Kipperberg (2015), this phenomenon can be explained by scale economies generated by larger groups.

Regarding the demographic and socioeconomic factors investigated in this thesis (income level, age, gender and education level), essentially the same results as in the 2010 study was found. In comparison, the present study generated higher statistical significance for the positive income level effect on expenditures. Respondents with higher income tend to have higher expenditures levels at destination. However, with the very weak beta coefficient (0,106) the practical significance of this variable can be discussed. Furthermore, this study suggested a somewhat stronger relationship between age and expenditures (although still a weak estimate of 0,143), indicating that older tourists tend to spend more than younger. Education level was only significant in the per-day regression, and comparison with the previous study is therefore not very informative since that study did not incorporate a per-day

measure of expenditures. But the general result is that education level does not significantly affect tourism expenditures.

Regarding trip related characteristics, a few different findings were made in this study compared to the previous. It was revealed that those who stated work/business as the purpose of their trip spend less at the destination than those that travel for vacation/leisure. This was revealed in three of the four regression models. Notably, the estimated coefficients are very weak meaning that the practical significance is disputable. It can be speculated that people travelling for work/business purposes report lower expenditures because they do not pay for all the expenditures themselves. Very often, the employer pays for much of the costs of business travellers, such as accommodation, transportation and food. Consequently, these respondents might report lower expenditures because they only report what they pay for themselves. At the same time, it might be the case that business travellers have less time to engage in tourism activities, because they are busy with work related activities. In this case, they might actually spend less money than other tourists.

Concerning accommodation mode, it was found that hotel and motel guests have higher expenditures than the reference category of cruise tourists. This is consistent with previous findings in the literature, and according to Larsen and Wolff (2016), part of the reason for this is that cruise tourists are on an all-inclusive program and therefore do not need to purchase from the local shops and restaurants where they visit. They often come mainly to see, rarely engage in activities and some do not even go ashore. Additionally, they usually have very short durations of stay. This is also the case in the current study, with a significant correlation coefficient of -,219 between length of stay and cruise as accommodation mode (see appendix 10.7).

Noteworthy, another factor might also induce the observed difference in expenditures based on accommodation mode and should be considered: Assuming cruise tourists always pay for the cruise trip in advance, while hotel/motel guests more often pay at the destination, this generates a difference in the reported expenditures (since the questionnaire specifically asked for at-destination expenditures). To account for this, expenditures excluding accommodation should be investigated in future research. Moreover, calculations of the amount of money that is actually assigned to the local society from cruise accommodation as opposed to other modes of accommodation is also relevant in this context.

Although insignificant, the trend that entering Norway by vehicle is associated with lower expenditures than entering by cruise-ship is quite surprising and in contrast with most previous findings, including that from the 2010 study. However, this was only for transportation mode and not accommodation, meaning that some tourists might enter by cruise-ship and then stay at other modes of accommodation in Norway.

The different aspects of tourist satisfaction that was analysed in this study gave somewhat ambiguous results. Hence, an overall conclusion is difficult to make regarding this variable's ability to predict expenditures. Most estimates were insignificant, and among the few significant estimates both positive and negative signs were observed. For example, overall satisfaction with Fjord Norway and satisfaction with people in Norway surprisingly turned out to be negative predictors of per day expenditures, while satisfaction with culture in Norway tend to be a positive predictor of expenditures. The negative relationship between satisfaction and expenditures contrasts with most previous studies, as described in the literature review. According to the findings of this thesis, tourists that are more satisfied with their experience in Fjord Norway spend less money here. One possible explanation could be that tourists

perceive that they get value for money, so even if they spend little, they are happy with their experience. Many tourists perceive Norway as a high cost country and have a restricted holiday budget but are apparently still satisfied. On the other hand, on a per person and per day basis, satisfaction with culture was positively and significantly linked to expenditures. Culture might include museums and other commercial activities, which may imply more expenditures.

As described earlier in this thesis, the existing literature has shown varying results in terms of satisfaction effect, but positive estimates are more common. Interestingly, this study revealed a mixture of positive and negative estimates. This suggests that a deeper investigation of the different aspects of satisfaction might be necessary. Moreover, perhaps more precise (or other) measurements of satisfaction are required to examine its effect. Tourists' overall satisfaction with the trip is high in this study, but it does not seem to predict expenditure in a clear manner. The context of this specific study might explain the results: Tourism in Fjord Norway is to a large degree concentrated on nature and landscapes, involving many non-commercial activities that can be enjoyed free of charge or at a low cost, such as hiking, cycling, surfing, fishing and the like. Therefore, assuming that many of the tourists engage in such activities, higher satisfaction will not necessarily impose higher spending in this case. One implication of this is that tourism managers could charge higher prices. However, this might lead to lower satisfaction, which in the long run might lead to fewer customers. Thus, a trade-off needs to be considered here.

Another interesting aspect to consider in relation to satisfaction is whether a higher level of satisfaction is associated with revisit intensions. Although this is not directly related to expenditures at destination, it gives an indication of future tourism expenditures. In the

questionnaire, revisit intentions were measured on 5-point scales ranging from very unlikely (0) to very likely (4) - one for Norway and one for Fjord Norway. As the correlation table below shows, even highly satisfied tourists are not significantly correlated with revisit intentions to Norway within the next 1-3 years. As mentioned above, Norway is perceived by many as a high cost country, thus revisiting might be too expensive. Yet for satisfaction with Fjord Norway, a very weak positive relationship is found, indicating that the more satisfied they are with their experience in Fjord Norway, the more likely they are to visit another time. One important difference to note between the two questions in the questionnaire, is that for Norway it explicitly stated within 1-3 years, whereas for Fjord Norway it only said sometime in the future. Accordingly, respondents may answer differently.

Correlations

		SATN SATISFACTION WITH NORWAY	SATFN SATISFACTION WITH FJORD NORWAY	LIKEN HOW LIKELY TO VISIT NORWAY	LIKEFN HOW LIKELY TO VISIT FJORD NORWAY
SATN SATISFACTION WITH NORWAY	Pearson Correlation	1	,808**	,077	,037
	Sig. (2-tailed)		,000	,078	,397
	N	548	547	524	526
SATFN SATISFACTION WITH FJORD NORWAY	Pearson Correlation	,808**	1	,112**	,095*
	Sig. (2-tailed)	,000		,009	,029
	N	547	556	532	534

Table 20: Satisfaction and revisit intensions

One interesting result from this study is that tourists generally seem to be more highly satisfied with their experience in Fjord Norway compared to Norway, and satisfaction with Fjord Norway also predicts expenditures to a better degree than does satisfaction with Norway.

This study investigated whether satisfaction predicts expenditures. However, endogeneity in the form of reverse causality may be a possibility as well: the level of expenditures may also

affect satisfaction. In other words, the two variables may be jointly determined rather than a one-way effect. Spending more enables participating in more activities, visiting more places, eat better etc, which might affect satisfaction. If endogeneity is present in the regression model, then the estimated coefficients will be biased. This issue can be addressed in future research.

The findings of this study regarding tourist satisfaction does not support most previous findings of a positive relationship. This study only shows a few significant estimates for tourist satisfaction to predict expenditures, and they are mainly negative. As the discussion has revealed, tourist satisfaction seems to be a very complex construct and accordingly its effect on expenditures is ambiguous. It may be a good idea for future research to employ qualitative research methods in order to achieve deeper knowledge about this construct (as is often suggested for psychological constructs). In other words, my learning from this research is that by using a questionnaire I only gain surface knowledge on this variable and its complexity may require more in-depth knowledge.

Moving on, the results revealed that tourists visiting a higher number of nature-based destinations (such as Lysefjord, Geirangerfjord etc.) have higher expenditures. As described in the literature review, Leones et. al (1998) also found a similar pattern for nature tourists, but only for total expenditures. In this study, this relationship was found for group and personal expenditures, both on a daily basis and for entire visit. Length of stay is likely to influence the number of nature-based destinations visited and could therefore be a confounding variable in this relationship. However, as the effect was significant also for per-day expenditures, this is accounted for. The results are in line with the suggestions of Leones et. al (1998) that it may be beneficial for tourism managers to encourage tourists to visit

multiple sites. Intuitively, visiting multiple sites is likely to increase transportation costs and thus total costs. But very likely it also generates spending in several other categories since visiting new places or attractions often provides more spending opportunities (e.g. activities, excursions, souvenirs, food etc.).

The number of nature-based activities was not significantly related to expenditures in this study. The findings of Oklevik et. al (2019) and Mehmetoglu (2007) are therefore not supported here, and more research is needed to draw a conclusion in this respect. In Oklevik et. al (2019), activities included cultural activities, whereas the current study aimed solely to look at nature-based activities. This can perhaps explain the different findings. Additionally, in Norway, the "right of public access" secures free, unlimited access to the wilderness for everyone. This right is meant to facilitate outdoor life; however, it is also an obstacle in terms of economic efficiency, and it produces a risk of overexploitation of the nature. Consequently, an ongoing debate in Norway is whether the right of public access should be modified so that tourism operators can charge tourists that want to enjoy the wilderness and nature-based activities. This could imply higher tourism expenditures and thus higher revenue for destination managers.

Jointly, the findings on nature-based destinations and activities suggest that tourists spend more money when they visit several nature-based destinations even if they do not engage in activities there. Providing more spending opportunities at the sites is then likely to bring about even more expenditures.

Lastly, in this sample no significant evidence was found that the presence of children in travel party affects expenditures in any way. As described in the methodology chapter, only 20 % of

the sample travelled with children, and this finding therefore needs to be taken with a pinch of salt. But, from this study, there are no indications that travelling with children will predict expenditure levels.

In the literature review, nationality was described as a possible determinant of tourist expenditures. This was, however, not investigated in this thesis because the sample consisted of respondents from countries all over the world and many countries were only represented by one or a few respondents.

7 Limitations

There are some limitations concerning this study that should be noted and kept in mind when interpreting the results. These will be discussed in this chapter.

Firstly, the accuracy of the reported expenditures is uncertain. When filling out the questionnaire, respondents had to estimate their expenditures without the time to think and calculate how much they had actually spent. Many of the respondents also had to estimate how much they would spend for the rest of the trip, if they responded to the questionnaire in the beginning of their stay in Norway. For this reason, the reported expenditures might not give a perfect picture of the real expenditure levels of the tourists. Nonetheless, it is a good approximation.

Secondly, a challenge with this study arise from the fact that two different fields are merged – namely the measures of satisfaction, which are of a psychological nature, and the dependent variables, which are economic in nature. In other words, the study attempts to examine the

link between a psychological factor and an economic factor. As explained in the discussion, satisfaction is a complex construct which might require more in-depth qualitative analysis.

Thirdly, as described in the analysis chapter, some of the variables were not normally distributed after the natural log transformation and removing outliers. A negatively skewed distribution is very common for customer satisfaction scales, due to the fact that people often agree around the same scores (Peterson and Wilson, 1992). Hence, one of the assumptions for running regression analysis is violated, and this needs to be taken into consideration when interpreting the results. The beta coefficients and/or the significance levels may be wrong and misleading. Absence of endogeneity is another assumption of regression analysis that may have been violated, as endogeneity may exist in the regression on satisfaction.

Part of the reason for the inconclusive results regarding satisfaction in this thesis may be a weak validation from previous research. In hindsight, the ideal approach would be to design my own measurements for some of the variables, paying more attention to validation of the instruments in order to collect more appropriate data to my specific research questions.

8 Conclusions and reflections

The initial idea to this master thesis arose from a personal interest in understanding more about the economics behind tourism in Norway. After doing research about tourism in Norway, I perceived tourist expenditures to be an interesting field of study that would give valuable knowledge. However, due to tourism seasonality it would be challenging to get a satisfactory number of respondents to a questionnaire. Further, the restriction of time for this thesis process did not allow me to conduct a full-scale research design tailored to my research interests. Therefore, I made the choice to use an existing data set from a questionnaire

conducted in 2014. This data set was not perfect for my needs, but was it was the best available option for me to learn about the questions I wanted to answer. In other words, this topic would not have been possible to analyse without access to this data. It allowed me to do extensive analysis of tourist expenditures among tourists in Fjord Norway, even out of season. At the same time, working with this data set was also a big challenge for me, because analysing someone else's data requires a great effort as you do not know all the variables etc. Furthermore, it was a very comprehensive data set, which required more skills in SPSS than what I possessed from my master program courses. Therefore, this process has been very educational for me.

One major contribution of this thesis is the validation of the findings from the study from 2010. As explained in the analysis section, this study verifies the finding on seven of nine investigated variables. When research gives the same results repeatedly, it is an indication that the findings are likely to be true and reflect the real world. Additionally, this thesis offers new insight in the field on tourism expenditures, especially in the specific context of Fjord Norway. A statistically significant relationship was identified between satisfaction with Fjord Norway and per-day expenditures. In contrast to most previous research, this relationship was negative, indicating that more satisfied tourists have lower daily expenditures. Moreover, satisfaction with culture and people in Norway was significant predictors of daily and personal expenditures. Despite this, no significant effects were found for total tourist expenditures or for any of the other satisfaction measures included in the study. Hence, though the study reveals that some relationship exists between satisfaction and expenditure – and hypothesis one is accepted - the results are inconclusive, and more research is needed on this topic.

Concerning the number of nature-based destinations and activities visited, the study showed that visiting a higher number of nature-based destinations significantly predicts higher expenditures - also on a per day basis. Hypothesis 2 can therefore be accepted. Nature-based activities and presence of children in travel party, on the other hand, did not turn out as significant predictors of any type of tourist expenditures. Hypotheses 3 and 4 are therefore rejected.

In summary, with the results of this study we can accept hypothesis 1 and 2 and reject hypotheses 3 and 4.

9 References

Agarwal, V. B., & Yochum, G. R. (1999). Tourist spending and race of visitors. *Journal of Travel Research*, *38*(2), 173-176.

Alegre, J., Cladera, M., & Sard, M. (2011). Analysing the influence of tourist motivations on tourist expenditure at a sun-and-sand destination. *Tourism Economics, 17*(4), 813-832.

Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research, 27*(3), 785-804.

Brida, J. G., & Scuderi, R. (2013). Determinants of tourist expenditure: A review of microeconometric models. *Tourism Management Perspectives, 6*, 28-40.

Cannon, T. F., & Ford, J. (2002). Relationship of demographic and trip characteristics to visitor spending: an analysis of sports travel visitors across time. *Tourism Economics, 8*(3), 263-271.

Cárdenas-García, P. J., Pulido-Fernández, J. I., & Pulido-Fernández, M. d. l. C. (2016). The influence of tourist satisfaction on tourism expenditure in emerging urban cultural destinations. *Journal of Travel & Tourism Marketing, 33*(4), 497-512.

Chen, J. S., Wang, W., & Prebensen, N. K. (2016). Travel companions and activity preferences of nature-based tourists. *Tourism Review, 71*(1), 45-56.

Craggs, R., & Schofield, P. (2009). Expenditure-based segmentation and visitor profiling at The Quays in Salford, UK. *Tourism Economics, 15*(1), 243-260.

Craney, T. A., & Surles, J. G. (2002). Model-dependent variance inflation factor cutoff values. *Quality Engineering*, *14*(3), 391-403.

Davies, B., & Mangan, J. (1992). Family expenditure on hotels and holidays. *Annals of Tourism Research*, *19*(4), 691-699.

Disegna, M., & Osti, L. (2016). Tourists' expenditure behaviour: the influence of satisfaction and the dependence of spending categories. *Tourism Economics*, *22*(1), 5-30.

Downward, P., & Lumsdon, L. (2003). Beyond the demand for day-visits: An analysis of visitor spending. *Tourism Economics*, *9*(1), 67-76.

Downward, P., & Lumsdon, L. (2004). Tourism transport and visitor spending: A study in the North York Moors National Park, UK. *Journal of Travel Research, 42*(4), 415-420.

Engström, T., & Kipperberg, G. (2015). Decomposing the heterogeneous discretionary spending of international visitors to Fjord Norway. *Tourism Management, 51*, 131-141.

Fayissa, B., Nsiah, C., & Tadasse, B. (2008). Impact of tourism on economic growth and development in Africa. *Tourism Economics*, *14*(4), 807-818.

Frechtling, D. C., & Horvath, E. (1999). Estimating the multiplier effects of tourism expenditures on a local economy through a regional input-output model. *Journal of Travel Research, 37*(4), 324-332.

Fredman, P. (2008). Determinants of visitor expenditures in mountain tourism. *Tourism Economics*, *14*(2), 297-311.

Harel, O. (2009). The estimation of R 2 and adjusted R 2 in incomplete data sets using multiple imputation. *Journal of Applied Statistics*, *36*(10), 1109-1118.

Iversen, E. K., Løge, T. H., Jakobsen, E. W., & Sandvik, K. (2015). Verdiskapingsanalyse av reiselivsnæringen i Norge–utvikling og fremtidspotensial. *Oslo: Menon Business Economics*.

Jang, S. S., Bai, B., Hong, G.-S., & O'Leary, J. T. (2004). Understanding travel expenditure patterns: a study of Japanese pleasure travelers to the United States by income level. *Tourism Management, 25*(3), 331-341.

Khan, H., Seng, C. F., & Cheong, W. K. (1990). Tourism multiplier effects on Singapore. *Annals of tourism research, 17*(3), 408-418.

Kimberlin, C. L., & Winterstein, A. G. (2008). Validity and reliability of measurement instruments used in research. *American journal of health-system pharmacy, 65*(23), 2276-2284.

Larsen, S., & Wolff, K. (2016). Exploring assumptions about cruise tourists' visits to ports. *Tourism management perspectives*, *17*, 44-49.

Leiper, N. (1979). The framework of tourism: Towards a definition of tourism, tourist, and the tourist industry. *Annals of tourism research, 6*(4), 390-407.

Leones, J., Colby, B., & Crandall, K. (1998). Tracking expenditures of the elusive nature tourists of Southeastern Arizona. *Journal of Travel Research, 36*(3), 56-64.

Marcussen, C. H. (2011). Determinants of tourist spending in cross-sectional studies and at Danish destinations. *Tourism Economics, 17*(4), 833-855.

Martins, L. F., Gan, Y., & Ferreira-Lopes, A. (2017). An empirical analysis of the influence of macroeconomic determinants on World tourism demand. *Tourism Management, 61*, 248-260.

Mehmetoglu, M. (2007). Nature-based tourists: The relationship between their trip expenditures and activities. *Journal of Sustainable Tourism*, *15*(2), 200-215.

Mok, C., & Iverson, T. J. (2000). Expenditure-based segmentation: Taiwanese tourists to Guam. *Tourism Management, 21*(3), 299-305.

Munir, R. I. S., & Rahman, R. A. (2016). Determining dimensions of job satisfaction using factor analysis. *Procedia Economics and Finance*, *37*, 488-496.

Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches.* (7th ed.): Boston: Pearson. .

Oklevik, O., Gössling, S., Hall, C. M., Steen Jacobsen, J. K., Grøtte, I. P., & McCabe, S. (2019). Overtourism, optimisation, and destination performance indicators: a case study of activities in Fjord Norway. *Journal of Sustainable Tourism*, 1-21.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 460-469.

Pallant, J. (2011). Survival manual. *A step by step guide to data analysis using SPSS*.

Perez, E. A., & Juaneda, S. C. (2000). Tourist expenditure for mass tourism markets. *Annals of tourism research*, *27*(3), 624-637.

Peterson, R. A., & Wilson, W. R. (1992). Measuring customer satisfaction: fact and artifact. *Journal of the academy of marketing science*, *20*(1), 61.

Prebensen, N. K. (2013, June 21st). Aktive kunder gir verdier. *Nordlys,* p. 3.

Prebensen, N. K., & Foss, L. (2011). Coping and co-creating in tourist experiences. *International Journal of Tourism Research, 13*(1), 54-67.

Prebensen, N. K., Vittersø, J., & Dahl, T. I. (2013). Value co-creation significance of tourist resources. *Annals of tourism research, 42*, 240-261.

Smith, E., & Smith Jr, J. (2008). *Using secondary data in educational and social research*. McGraw-Hill Education (UK).

Smith, S., Costello, C., & Muenchen, R. A. (2010). Influence of push and pull motivations on satisfaction and behavioral intentions within a culinary tourism event. *Journal of Quality Assurance in Hospitality & Tourism, 11*(1), 17-35.

Spotts, D. M., & Mahoney, E. M. (1991). Segmenting visitors to a destination region based on the volume of their expenditures. *Journal of Travel Research, 29*(4), 24-31.

Tabachnick, B. G., Fidell, L. S., & Ullman, J. B. (2007). *Using multivariate statistics* (Vol. 5). Boston, MA: Pearson.

Tarn, J. L. (1999). The effects of service quality, perceived value and customer satisfaction on behavioral intentions. *Journal of Hospitality & Leisure Marketing*, *6*(4), 31-43.

Thrane, C., & Farstad, E. (2011). Domestic tourism expenditures: The non-linear effects of length of stay and travel party size. *Tourism Management, 32*(1), 46-52.

Thrane, C., & Farstad, E. (2012a). Nationality as a segmentation criterion in tourism research: The case of international tourists' expenditures while on trips in Norway. *Tourism Economics, 18*(1), 203-217.

Thrane, C., & Farstad, E. (2012b). Tourists' length of stay: the case of international summer visitors to Norway. *Tourism Economics, 18*(5), 1069-1082.

Thrane, C., Farstad, E., & Dybedal, P. (2011). An examination of Norwegians' expenditure patterns on domestic winter tourism. *Tourism Analysis, 16*(6), 637-647.

Vatcheva, K. P., Lee, M., McCormick, J. B., & Rahbar, M. H. (2016). Multicollinearity in regression analyses conducted in epidemiologic studies. *Epidemiology (Sunnyvale, Calif.), 6*(2).

Wang, Y., & Davidson, M. C. (2010a). Chinese holiday makers' expenditure: Implications for marketing and management. *Journal of Hospitality Marketing & Management, 19*(4), 373-396.

Wang, Y., & Davidson, M. C. (2010b). A review of micro-analyses of tourist expenditure. *Current Issues in Tourism, 13*(6), 507-524.

Innovation Norway. (2017). *Key Figures for Norwegian Tourism 2017.* Retrieved from https://assets.simpleviewcms.com/simpleview/image/upload/v1/clients/norway/Key_Figures_2017_pages_9b3f82d5-43f4-4fe9-968c-7a85a36704b2.pdf

United Nations. Department of Economic and Social Affairs. (2008). *International Recommendations for Tourism Statistics 2008. (*Series M No. 83/Rev.1). Retrieved from https://unstats.un.org/unsd/publication/seriesm/seriesm_83rev1e.pdf

10 Appendices

10.1 The survey

VISITING FJORD-NORWAY: WHAT DO YOU THINK?

University of Stavanger

By being one of only a few people asked to participate in this survey you have a chance to win a money prize for future travel anywhere in the world! We will draw one winner of a 1000 Euro travelers' check and two winners of 500 Euro travelers' checks. After completing this questionnaire, which takes about 10-15 minutes, simply leave a contact email address and international phone number on the last page. *If you are unable to fill out the questionnaire now, a pre-paid envelope will be provided so that you can put the completed questionnaire in a mailbox at your convenience (but prior to leaving the country).*

This survey is part of a study of international travelers' experiences in Norway conducted by the University of Stavanger, Norway. The survey is for research purposes and the results can help the Norwegian tourism sectors to improve amenities and services provided to international visitors. *Your responses will be treated strictly confidential, and the information you provide us will NOT be utilized for commercial purposes or solicitations in any manner.*

PART 1: BASIC QUESTIONS ABOUT YOUR CURRENT VISIT TO NORWAY

1. **What is your country of resident?** (Please spell out name of country.) _U.S.A._

2. **What is the main purpose of your visit to Norway?** (Check one box below.)

   ☐ Visit Friends/family ☒ Vacation/leisure travel ☐ Business/work ☐ Other purpose

3. **How often do you travel to Norway?** (Check one box below.)

   ☒ First-time visitor ☐ Second-time visitor ☐ Multiple times (irregularly) ☐ Multiple times (regularly)

4. **What was your main mode of transportation entering into Norway?** (Check one box below.)

   ☐ Airplane ☐ Bus ☐ Vehicle/ferry ☐ Vehicle/land ☐ Train ☒ Cruise-ship ☐ Other mode

5. **Which modes of transportation are you using while traveling within Norway?** (Check all those that apply.)

   ☐ Airplane ☒ Bus ☒ Train ☐ Own car ☒ Rented car ☐ Car with camping trailer/caravan or RV
   ☐ Motorcycle/moped ☐ Bicycle ☐ Other mode ☐ Not traveling within Norway

6. **How many, and whom, are travelling with you on this trip to Norway?** (Please indicate the number of individuals in your travel group, including yourself, and check those categories that apply.)

   Number of individuals including myself _4_

   ☒ Spouse/domestic partner ☐ Children (0-6 years) ☐ Children (7-12) ☐ Teenagers
   ☒ Adult children/other family ☐ Friends/colleagues

7. So far on this trip, how many days have you been in Norway? __10__ days

8. In total, how many days will you stay in Norway on this trip? __11__ days

9. In the boxes next to the below map, please indicate how many days you will have spent in various parts of Norway during this visit. (Include days spent so far and days planned for the rest of the visit.)

Nord-Norge (nkl. Svalbard)
__0__ days

Midt-Norge (Trøndelag)
____ days

Fjord Norge
__6__ days

Øst-Norge
__5__ days

Sørlandet
____ days

North-Norway (including Svalbard)

Middle-Norway (Trøndelag)

Fjord-Norway

East-Norway

South-Norway

Nordtappe
Tromsø
Bodø
Trondheim
Lom
Bergen
Gol
Lillehammer
Stavanger
Oslo
Kristiansand

10. What is your main mode of accommodation during this visit to Norway? (Check more than one if necessary.)

☒ Hotels   ☐ Motels/inns   ☐ Cabins   ☐ Campgrounds   ☐ Friends/family   ☒ Other

Cruise ship

11. Are you visiting any other countries as part of this trip to Norway? (please indicate yes or no. If yes, list the names of the other countries which are part of this trip)

☐ No   ☒ Yes → Names of countries: __Holland__

12. On a satisfaction scale from 0 to 10, where 0 indicates highly unsatisfied, 10 indicates highly satisfied, and 5 indicates neutral, how would you rate your overall experience with Norway so far on this trip? (If possible, please provide a rating for Norway and a separate rating the Fjord-Norway part of your trip.)

Overall satisfaction with Norway: ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☒ 10

Overall satisfaction with Fjord-Norway: ☐ 0 ☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6 ☐ 7 ☐ 8 ☐ 9 ☒ 10

ⓘ **Fjord-Norway** is defined as the south-western region of Norway (see above map) spanning four counties (Rogaland, Hordaland, Sogn & Fjordane, and Møre & Romsdal) and includes cities/towns such as Stavanger, Haugesund, Bergen, Ålesund, and Molde, and fjords such as Lysefjord, Hardangerfjord, Sognefjord, and Geirangerfjord.

PART 2: ABOUT YOUR ACTIVITIES, DESTINATIONS, AND ATTRACTIONS IN FJORD-NORWAY

1. In the following table, please check off those activities you plan to participate in or have already participated in while in **Fjord-Norway**. In cases where you have already participated in an activity, circle a rating score (between 0 and 10) for it, where 0 indicates a very bad experience and 10 indicates a very good experience and 5 indicates neutral (neither a bad nor a good experience).

Activity Description	Plan to participate	Have participated		Your rating Score (0-10)										
			0	1	2	3	4	5	6	7	8	9	10
Nature Experiences (overall)	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Nature walks	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Bird watching/wildlife viewing	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Wilderness safari	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Horseback riding	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Fjord cruises	☐	☒ →	0	1	2	3	4	5	6	7	8	9	(10)
Outdoor Recreation (overall)	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Hunting	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Fishing	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
rekking/hiking	☐	☒ →	0	1	2	3	4	5	6	7	8	9	(10)
Canoeing/kayaking	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Cycling	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Sailing/kiting/surfing	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Golfing	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Adventures (overall)	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Rafting	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Diving	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Climbing	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Mountain biking	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
4 wheel/ATV	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Scenic flight/helicopter rides	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Cultural Experiences (overall)	☐	☐ →	0	1	2	3	4	5	6	7	(8)	9	10
City walks/town strolls	☐	☒ →	0	1	2	3	4	5	6	7	8	9	10
Farm visits	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Museum/heritage visits	☐	☒ →	0	1	2	3	4	5	6	7	8	(9)	10
Theaters/plays (indoor & outdoor)	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Urban Experiences (overall)	☐	☐ →	0	1	2	3	4	5	6	(7)	8	9	10
Shopping/entertainment	☐	☒ →	0	1	2	3	4	5	6	7	8	9	10
Festival/special event visits	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Family/amusement parks	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10

2. Are there any other activities you plan to or have participated in while in Fjord-Norway that you would like to mention to us? (Please provide a brief description and your rating below.)

Activity 1_____   Rating score (0-10)_____

Activity 2_____   Rating score (0-10)_____

Activity 3_____   Rating score (0-10)_____

Activity 4_____   Rating score (0-10)_____

Activity 5_____   Rating score (0-10)_____

3. Now we are interested in specific destinations or attractions that you plant to visit or have already visit while in **Fjord-Norway.** In the following table, please check those that apply and rate those destinations/attractions already visited from 0-10. [0 = very bad experience, 10 = very good experience, 5 = neutral (neither a bad nor a good experience)]

Destination/Attraction	Plan to visit	Have visited		Your rating Score (0-10)										
Rogaland County	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Stavanger (downtown, harbor)	☐	☒ →	0	1	2	3	4	5	6	7	8	9	(10)
Pulpit Rock/Mount Kjerag	☐	☒ →	0	1	2	3	4	5	6	7	8	9	(10)
Ryfylke-Lysefjord	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Jæren beaches	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Haugesund area	☐	☒ →	0	1	2	3	4	5	6	(7)	8	9	10
Sirdal/Byrkjedal area	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Hordaland County	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Bergen (downtown, harbor)	☐	☒ →	0	1	2	3	4	5	6	7	8	(9)	10
Fløyen – Mount Ulriken (Bergen)	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Troldhaugen (Edvard Grieg's Home)	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Hardanger area/fjord	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Agatunet (middle age farm cluster)	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Rosendal	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Folgefonna Glacier	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Voss	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Norway in a Nutshell Tour	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Sogn & Fjordane County	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Sognefjord/Nærøyfjord	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Jostedalsbreen	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Nordfjord-Flåm	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Sunnfjord-Fosseheimen	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Stryn	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Urnes Stave Church	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Møre & Romsdal County	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Geirangerfjord	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Town of Ålesund	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Trollveggen	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Atlantic Road	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10
Town of Molde	☐	☐ →	0	1	2	3	4	5	6	7	8	9	10

4. Are there any other destinations/attractions you plan to or have visited while in **Fjord-Norway** that you would like to mention to us? (Please provide a brief description and your rating below.)

Other 1 ___Oslo___ Rating score (0-10) _10_

Other 2 ___Tonesberg___ Rating score (0-10) _10_

Other 3 ___Fredrickstad___ Rating score (0-10) _10_

Other 4 ___Sandvika___ Rating score (0-10) _10_

Other 5 _____ Rating score (0-10) _____

PART 3: ABOUT THE COSTS OF YOUR VISIT IN NORWAY

In this part of the survey, we would like to learn about different costs you have incurred so far, and expect to incur in total, during this visit to Norway. **We are NOT interested in pre-paid costs, such as those paid at or soon after the time of your booking (e.g., pre-paid accommodation, plane tickets, etc.).**

1. **How would you characterize your trip to Norway in terms of the costs?** (Check one box below.)

    ☐ Pre-paid (all-inclusive) package trip   ☐ Mostly pre-paid   ☒ Partly pre-paid   ☐ Pay as I/we go trip

2. **In the below table, please estimate approximately how much your travel group (or just you if travelling alone) has used, and expects to use, for the following purposes on this trip to Norway (NOT including pre-paid costs).** You may provide your estimates in Norwegian Kroner or foreign currency. Please make sure to first indicate which foreign currency is used for amounts not reported in Norwegian Kroner. (Write zero where there are no costs.)

    Foreign currency: ☐ Euro   ☒ US Dollar   ☐ British Pound   ☐ Other (please indicate): _$ 5000_

Costs incurred so far for the following purposes:	Foreign currency	Norwegian Kroner (NOK)	Estimated total for entire visit
Accommodation .... _Pre paid_			
Eating out (food and beverages)	$1 000		
Food, beverages and other groceries...............................			
Other purchases (gifts, souvenirs, clothing, etc.).............	$1000		
Transport (fuel, parking, tolls, ferries, etc.)......................	$1000		
Activities (museum visits, boat rental, excursions, etc.)	$2000		
Other (postage, phone calls, health/medical etc.)............			

3. **Please estimate total expenses for your travel group, for this visit to Norway (NOT including pre-paid expenses).**

    Total costs so far: Foreign Currency _$4 000_   **or** Norwegian Kroner_____

    Estimated total costs for visit: Foreign Currency _$5,000_   **or** Norwegian Kroner_____

4. **How many persons do these costs cover?** Number of Adults _4_   Number of children_____

5. **As regards to accommodation in Norway (e.g. hotel, cabin, etc.), was any of it paid for before the trip began?** (Please indicate no or yes. If yes, please indicate the amount that was paid in advance).

    ☐ No   ☒ Yes →   Foreign Currency _$10 000_ (includes Cruise, etc.)   **or**   Norwegian Kroner_____

6. **To the best of your ability, how much of your travel group's total costs for the visit to Norway (NOT including pre-paid expenses) would you say have been/will be incurred in Fjord-Norway?** (Please check one box below).

    ☐ None ☐ 1/10   ☐ 2/10 ☒ 3/10 ☐ 4/10 ☐ Half ☐ 6/10 ☐ 7/10 ☐ 8/10 ☐ 9/10 ☐ All

PART 4: YOUR POTENTIAL FUTURE VISITS TO NORWAY

1. How likely are you to visit <u>Norway</u> again in the near future (within the next 1-3 years)? (Check one box below.)

    ☐ Very unlikely   ☒ Somewhat unlikely   ☐ Neutral/can't say   ☐ Somewhat likely   ☐ Very likely

2. How likely is it that you would visit <u>Fjord-Norway</u> on a future trip to Norway? (Check one box below.)

    ☐ Very unlikely   ☒ Somewhat unlikely   ☐ Neutral/can't say   ☐ Somewhat likely   ☐ Very likely

3. If you had not traveled to Norway on this trip, which destination/country would you instead have visited (or spent more time at)? (Please check the most likely alternative destination below.)

    ☒ Our/my home country   ☐ Other Scandinavian/Nordic Country   ☐ Great Britain

    ☐ North continental Europe   ☐ South Continental Europe   ☐ Eastern Europe

    ☐ Asia   ☐ North-America   ☐ South-/Latin America

    ☐ Africa   ☐ Australia   ☐ Other

4. Below is a list of eight factors that might be important to people in the choice of travel destinations in general. Please indicate the extent to which these are important to you personally in your travel choices on a scale from -5 to 5. [-5 = highly unimportant, 5 = highly important, 0 = neutral, neither unimportant nor important] (Please circle one score for each factor.)

Descriptions	Your Importance Score (-5 = highly unimportant, 5 = highly important, 0 = neither unimportant nor important)										
1. Natural Environments (pristine, solitary, quiet, level of amenities at sites, etc.)	-5	-4	-3	-2	-1	0	1	2	③	4	5
2. Culture (ethnicity, history, architecture and modern art, etc.)	-5	-4	-3	-2	-1	⓪	1	2	3	4	5
3. Society (political system, business environment, infrastructure, etc.)	-5	-4	-3	-2	-1	0	1	②	3	4	5
4. People (degree of openness, friendliness, willingness to interact, etc.)	-5	-4	-3	-2	-1	0	1	2	③	4	5
5. Hospitality (level/quality of services provided by the tourism staff at destination.)	-5	-4	-3	-2	-1	0	1	2	③	4	5
6. Urbanization (availability of dining, entertaining, shopping, & other urban amenities)	-5	-4	-3	-2	-1	0	①	2	3	4	5
7. Access (the time, costs, & effort in takes to get to the destination from country of resident)	-5	-4	-3	-2	-1	0	1	2	3	4	⑤
8. Economic (the costs of goods and services at destination)	-5	-4	-3	-2	-1	0	1	2	3	4	⑤

Now considering the same factors as above, how would you rate these factors for Norway on a scale from 0 to 10? [0 = very bad, 10 = very good, 5 = neutral, neither bad nor good] (Please circle one score for each factor.)

Descriptions						Your Rating Score					
1. Natural Environments	0	1	2	3	4	5	6	7	8	9	(10)
2. Culture	0	1	2	3	4	5	6	7	8	(9)	10
3. Society	0	1	2	3	4	5	6	7	8	(9)	10
4. People	0	1	2	3	4	5	6	7	8	(9)	10
5. Hospitality	0	1	2	3	4	5	6	7	8	9	(10)
6. Urbanization	0	1	2	3	4	5	6	7	8	(9)	10
7. Access	0	1	2	3	4	5	6	7	8	(9)	10
8. Economic	0	1	2	3	4	5	6	7	8	(9)	10

PART 5: SOME BASIC QUESTIONS ABOUT YOURSELF

Lastly, we would like to get some basic information about you and your household. This information is treated in a strictly confidential manner and is for summary purposes only, to make sure that the participants in this survey are representative of all international visitors coming to Norway.

1. What is your gender? ☒ Male ☐ Female

2. What is your age? I am __59__ years old.

3. What is the highest level of education you have completed? (Please check one box below.)

   ☐ Primary school ☐ Secondary school ☐ High school ☐ Bachelor Degree ☒ Master Degree ☐ PhD

4. How would you describe your household's gross annual income compared to other households in your country? (Please check one box below.)

   ☐ Significantly lower than the average household in my country

   ☐ Slightly lower than the average

   ☐ About average

   ☐ Slightly higher than the average

   ☒ Significantly higher than the average household in my country

5. What best describes your current work situation? (Please check one box below.)

   ☒ Full-time work ☐ Part-time work ☐ Currently looking for work ☐ Student ☐ Retired ☐ Other

6. About how many weeks and/or days of vacation do you (your household) take in a typical year?

   Vacation per year:__4__ weeks and/or _____ days

7. About how weeks and/or days are spent vacationing outside your country of resident in a typical year?

   Vacation outside country each year:__0__ weeks and/or _____ days

10.2 Reliability analysis of satisfaction scale

Case Processing Summary

		N	%
Cases	Valid	475	83,9
	Excluded[a]	91	16,1
	Total	566	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,834	,851	8

Item Statistics

	Mean	Std. Deviation	N
FACT1N NATURAL ENVIRONMENTS IN NORWAY	9,18	1,409	475
FACT2N CULTURE IN NORWAY	7,22	1,982	475
FACT3N SOCIETY IN NORWAY	7,61	1,937	475
FACT4N PEOPLE IN NORWAY	7,93	1,851	475
FACT5N HOSPITALITY IN NORWAY	7,90	1,874	475
FACT6N URBANIZATION IN NORWAY	6,85	2,095	475
FACT7N ACCESS IN NORWAY	6,88	2,294	475
FACT8N ECONOMIC IN NORWAY	5,17	3,117	475

Inter-Item Correlation Matrix

	FACT1N NATURAL ENVIRONMENTS IN NORWAY	FACT2N CULTURE IN NORWAY	FACT3N SOCIETY IN NORWAY	FACT4N PEOPLE IN NORWAY	FACT5N HOSPITALITY IN NORWAY	FACT6N URBANIZATION IN NORWAY	FACT7N ACCESS IN NORWAY	FACT8N ECONOMIC IN NORWAY
FACT1N NATURAL ENVIRONMENTS IN NORWAY	1,000	,452	,449	,409	,364	,279	,182	,015
FACT2N CULTURE IN NORWAY	,452	1,000	,632	,512	,492	,499	,304	,280
FACT3N SOCIETY IN NORWAY	,449	,632	1,000	,646	,584	,523	,320	,249
FACT4N PEOPLE IN NORWAY	,409	,512	,646	1,000	,781	,474	,321	,277
FACT5N HOSPITALITY IN NORWAY	,364	,492	,584	,781	1,000	,506	,311	,332
FACT6N URBANIZATION IN NORWAY	,279	,499	,523	,474	,506	1,000	,570	,425
FACT7N ACCESS IN NORWAY	,182	,304	,320	,321	,311	,570	1,000	,474
FACT8N ECONOMIC IN NORWAY	,015	,280	,249	,277	,332	,425	,474	1,000

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
FACT1N NATURAL ENVIRONMENTS IN NORWAY	49,57	118,917	,390	,292	,833
FACT2N CULTURE IN NORWAY	51,53	103,794	,623	,483	,807
FACT3N SOCIETY IN NORWAY	51,13	102,864	,669	,570	,801
FACT4N PEOPLE IN NORWAY	50,82	103,917	,677	,670	,801
FACT5N HOSPITALITY IN NORWAY	50,85	103,620	,675	,645	,801
FACT6N URBANIZATION IN NORWAY	51,90	99,777	,686	,512	,797
FACT7N ACCESS IN NORWAY	51,87	103,195	,524	,397	,820
FACT8N ECONOMIC IN NORWAY	53,58	97,190	,423	,308	,852

10.3: Correlation between DAYS and total expenditures

Correlations

		Days_ln	CostsNOKF
Days_ln	Pearson Correlation	1	,022
	Sig. (2-tailed)		,681
	N	553	362
CostsNOKF	Pearson Correlation	,022	1
	Sig. (2-tailed)	,681	
	N	362	368

10.4: Regression model 1: Demographic, socio-economic and trip-related variables

10.4.1 Per person

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,477[a]	,228	,215	1,17918
2	,544[b]	,296	,268	1,13855

a. Predictors: (Constant), EDU LEVEL OF EDUCATION, C_GroupN_ln No outliers, log transformation of GroupN, AGE AGE, Female GENDER, C_DAYST_ln No outliers , INC_ln Log of INC

b. Predictors: (Constant), EDU LEVEL OF EDUCATION, C_GroupN_ln No outliers, log transformation of GroupN, AGE AGE, Female GENDER, C_DAYST_ln No outliers , INC_ln Log of INC, BusinessWork1, Friendsfamily1, HotelAndMotel, Vehichle1 Land, ferry and bus , Otherpurpose1, CabinAndCamping1, AccoFriends1 Friends accomodation, Airplane1

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	6,138	,354		17,346	,000
	C_DAYST_ln No outliers	,720	,080	,423	9,017	,000
	C_GroupN_ln No outliers, log transformation of GroupN	-,329	,140	-,109	-2,347	,019
	INC_ln Log of INC	,402	,184	,106	2,183	,030
	Female GENDER	-,033	,124	-,012	-,263	,792
	AGE AGE	,007	,005	,070	1,456	,146
	EDU LEVEL OF EDUCATION	,060	,051	,056	1,173	,241
2	(Constant)	6,382	,356		17,931	,000
	C_DAYST_ln No outliers	,739	,086	,434	8,592	,000
	C_GroupN_ln No outliers, log transformation of GroupN	-,281	,137	-,093	-2,052	,041
	INC_ln Log of INC	,228	,183	,060	1,246	,214
	Female GENDER	-,028	,120	-,011	-,236	,814
	AGE AGE	,006	,005	,057	1,216	,225
	EDU LEVEL OF EDUCATION	,035	,053	,033	,666	,506
	Airplane1	,091	,234	,025	,388	,698
	Vehichle1 Land, ferry and bus	-,264	,179	-,099	-1,473	,142
	Friendsfamily1	-,133	,306	-,024	-,434	,665
	BusinessWork1	-,395	,351	-,051	-1,124	,262
	Otherpurpose1	,249	,344	,038	,723	,470
	HotelAndMotel	,854	,191	,234	4,472	,000
	CabinAndCamping1	,079	,176	,028	,449	,654
	AccoFriends1 Friends accomodation	-,313	,264	-,071	-1,184	,237

a. Dependent Variable: CostsPerPerson_ln

10.4.2: Group expenditures per day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,390[a]	,152	,136	1,06815
2	,502[b]	,252	,218	1,01627

a. Predictors: (Constant), EDU LEVEL OF EDUCATION, C_GroupN_ln No outliers, log transformation of GroupN, AGE AGE, Female GENDER, C_DAYST_ln No outliers , INC_ln Log of INC

b. Predictors: (Constant), EDU LEVEL OF EDUCATION, C_GroupN_ln No outliers, log transformation of GroupN, AGE AGE, Female GENDER, C_DAYST_ln No outliers , INC_ln Log of INC, BusinessWork1, Friendsfamily1, HotelAndMotel, Vehichle1 Land, ferry and bus , Otherpurpose1, CabinAndCamping1, AccoFriends1 Friends accomodation, Airplane1

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,821	,345		16,873	,000
	C_DAYST_ln No outliers	-,310	,078	-,211	-3,988	,000
	C_GroupN_ln No outliers, log transformation of GroupN	,463	,137	,177	3,394	,001
	INC_ln Log of INC	,290	,180	,089	1,617	,107
	Female GENDER	-,146	,120	-,064	-1,215	,225
	AGE AGE	,015	,005	,180	3,321	,001
	EDU LEVEL OF EDUCATION	,131	,050	,141	2,633	,009
2	(Constant)	6,053	,342		17,704	,000
	C_DAYST_ln No outliers	-,299	,083	-,204	-3,624	,000
	C_GroupN_ln No outliers, log transformation of GroupN	,535	,132	,205	4,068	,000
	INC_ln Log of INC	,105	,176	,032	,598	,550
	Female GENDER	-,152	,116	-,066	-1,318	,189
	AGE AGE	,014	,004	,170	3,225	,001
	EDU LEVEL OF EDUCATION	,102	,051	,110	2,019	,044
	Airplane1	,262	,225	,082	1,163	,246
	Vehichle1 Land, ferry and bus	-,103	,172	-,045	-,599	,549
	Friendsfamily1	-,487	,294	-,103	-1,654	,099
	BusinessWork1	-,866	,337	-,129	-2,568	,011
	Otherpurpose1	,046	,331	,008	,140	,889
	HotelAndMotel	,777	,183	,246	4,234	,000
	CabinAndCamping1	,001	,169	,001	,009	,993
	AccoFriends1 Friends accomodation	-,202	,254	-,053	-,794	,428

a. Dependent Variable: CostsPerDay_ln

10.4.3: Expenditures per person per day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,337[a]	,114	,097	1,10300
2	,462[b]	,213	,177	1,05301

a. Predictors: (Constant), EDU LEVEL OF EDUCATION, C_GroupN_In No outliers, log transformation of GroupN, AGE AGE, Female GENDER, C_DAYST_In No outliers , INC_In Log of INC

b. Predictors: (Constant), EDU LEVEL OF EDUCATION, C_GroupN_In No outliers, log transformation of GroupN, AGE AGE, Female GENDER, C_DAYST_In No outliers , INC_In Log of INC, BusinessWork1, Friendsfamily1, HotelAndMotel, Vehichle1 Land, ferry and bus , Otherpurpose1, CabinAndCamping1, AccoFriends1 Friends accomodation, Airplane1

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	5,809	,358		16,203	,000
	C_DAYST_In No outliers	-,331	,081	-,223	-4,095	,000
	C_GroupN_In No outliers, log transformation of GroupN	-,318	,142	-,120	-2,239	,026
	INC_In Log of INC	,382	,187	,115	2,046	,042
	Female GENDER	-,080	,125	-,034	-,637	,524
	AGE AGE	,010	,005	,112	2,006	,046
	EDU LEVEL OF EDUCATION	,144	,052	,153	2,783	,006
2	(Constant)	6,041	,357		16,944	,000
	C_DAYST_In No outliers	-,288	,086	-,194	-3,344	,001
	C_GroupN_In No outliers, log transformation of GroupN	-,252	,137	-,095	-1,835	,067
	INC_In Log of INC	,179	,183	,054	,977	,329
	Female GENDER	-,081	,120	-,035	-,675	,500
	AGE AGE	,008	,005	,096	1,765	,078
	EDU LEVEL OF EDUCATION	,129	,053	,138	2,454	,015
	Airplane1	,187	,235	,058	,794	,428
	Vehichle1 Land, ferry and bus	-,258	,180	-,110	-1,435	,152
	Friendsfamily1	-,252	,307	-,053	-,823	,411
	BusinessWork1	-,901	,352	-,133	-2,562	,011
	Otherpurpose1	,170	,345	,030	,493	,622
	HotelAndMotel	,795	,191	,250	4,157	,000
	CabinAndCamping1	-,049	,176	-,019	-,275	,783
	AccoFriends1 Friends accomodation	-,205	,265	-,053	-,773	,440

a. Dependent Variable: CostsPersonDay_In

10.5: The eight satisfaction measures correlated with expenditures

Correlations

		FACT1N NATURAL ENVIRONMENTS IN NORWAY	FACT2N CULTURE IN NORWAY	FACT3N SOCIETY IN NORWAY	FACT4N PEOPLE IN NORWAY	FACT5N HOSPITALITY IN NORWAY	FACT6N URBANIZATION IN NORWAY	FACT7N ACCESS IN NORWAY	FACT8N ECONOMIC IN NORWAY	CostsNOKV_ln	CostsPerPerson_ln	CostsPerDay_ln	CostsPersonDay_ln
FACT1N NATURAL ENVIRONMENTS IN NORWAY	Pearson Correlation	1	,439**	,446**	,414**	,375**	,273**	,186**	,014	,106	,041	-,091	-,088
	Sig. (2-tailed)		,000	,000	,000	,000	,000	,000	,755	,055	,430	,103	,117
	N	525	503	497	516	511	501	504	502	327	376	324	320
FACT2N CULTURE IN NORWAY	Pearson Correlation	,439**	1	,626**	,506**	,489**	,491**	,295**	,269**	,041	,044	,015	,007
	Sig. (2-tailed)	,000		,000	,000	,000	,000	,000	,000	,462	,396	,794	,899
	N	503	505	493	503	503	498	496	494	321	368	318	314
FACT3N SOCIETY IN NORWAY	Pearson Correlation	,446**	,626**	1	,648**	,587**	,515**	,315**	,247**	,041	-,012	-,016	-,031
	Sig. (2-tailed)	,000	,000		,000	,000	,000	,000	,000	,471	,820	,783	,587
	N	497	493	498	496	493	490	490	489	316	362	313	309
FACT4N PEOPLE IN NORWAY	Pearson Correlation	,414**	,506**	,648**	1	,782**	,463**	,309**	,269**	-,004	-,071	-,102	-,143*
	Sig. (2-tailed)	,000	,000	,000		,000	,000	,000	,000	,943	,174	,069	,011
	N	516	503	496	518	510	500	500	500	323	373	320	316
FACT5N HOSPITALITY IN NORWAY	Pearson Correlation	,375**	,489**	,587**	,782**	1	,499**	,307**	,317**	-,009	-,048	-,076	-,104
	Sig. (2-tailed)	,000	,000	,000	,000		,000	,000	,000	,879	,358	,177	,065
	N	511	503	493	510	513	496	496	498	323	370	320	316
FACT6N URBANIZATION IN NORWAY	Pearson Correlation	,273**	,491**	,515**	,463**	,499**	1	,568**	,415**	-,096	-,077	-,082	-,081
	Sig. (2-tailed)	,000	,000	,000	,000	,000		,000	,000	,086	,143	,149	,157
	N	501	498	490	500	496	502	502	497	317	365	314	310
FACT7N ACCESS IN NORWAY	Pearson Correlation	,186**	,295**	,315**	,309**	,307**	,568**	1	,474**	-,177**	-,135**	-,049	-,045
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000		,000	,001	,009	,378	,423
	N	504	496	490	500	496	502	506	498	323	371	320	316
FACT8N ECONOMIC IN NORWAY	Pearson Correlation	,014	,269**	,247**	,269**	,317**	,415**	,474**	1	-,167**	-,119*	-,023	-,052
	Sig. (2-tailed)	,755	,000	,000	,000	,000	,000	,000		,003	,023	,682	,357
	N	502	494	489	500	498	498	498	503	319	367	316	312
CostsNOKV_ln	Pearson Correlation	,106	,041	,041	-,004	-,009	-,096	-,177**	-,167**	1	,924**	,791**	,713**
	Sig. (2-tailed)	,055	,462	,471	,943	,879	,086	,001	,003		,000	,000	,000
	N	327	321	316	323	323	317	323	319	333	328	330	326
CostsPerPerson_ln	Pearson Correlation	,041	,044	-,012	-,071	-,048	-,077	-,135**	-,119*	,924**	1	,707**	,797**
	Sig. (2-tailed)	,430	,396	,820	,174	,358	,143	,009	,023	,000		,000	,000
	N	376	368	362	373	370	365	371	367	328	384	325	325
CostsPerDay_ln	Pearson Correlation	-,091	,015	-,016	-,102	-,076	-,082	-,049	-,023	,791**	,707**	1	,908**
	Sig. (2-tailed)	,103	,794	,783	,069	,177	,149	,378	,682	,000	,000		,000
	N	324	318	313	320	320	314	320	316	330	325	330	326
CostsPersonDay_ln	Pearson Correlation	-,088	,007	-,031	-,143*	-,104	-,081	-,045	-,052	,713**	,797**	,908**	1
	Sig. (2-tailed)	,117	,899	,587	,011	,065	,157	,423	,357	,000	,000	,000	
	N	320	314	309	316	316	310	316	312	326	325	326	326

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

10.6: Regression model 2: Control variables, satisfaction, destination, activity and children (only block four is shown).

10.6.1 Depend variable: total expenditures

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,521[a]	,271	,257	1,08671
2	,558[b]	,311	,274	1,07412
3	,573[c]	,328	,288	1,06421
4	,574[d]	,329	,286	1,06545

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
4	(Constant)	7,407	,829		8,934	,000
	C_DAYST_In No outliers	,605	,083	,375	7,320	,000
	C_GroupN_In No outliers, log transformation of GroupN	,528	,155	,184	3,417	,001
	INC_In Log of INC	,373	,184	,104	2,025	,044
	Female GENDER	-,139	,123	-,055	-1,129	,260
	AGE AGE	,014	,005	,155	2,928	,004
	EDU LEVEL OF EDUCATION	,045	,054	,044	,829	,408
	Satn_In Satisfaction Norway LN	,562	,605	,085	,929	,354
	SatFN_In	-2,418	1,340	-,161	-1,804	,072
	FACT1N NATURAL ENVIRONMENTS IN NORWAY	,016	,054	,017	,290	,772
	FACT2N CULTURE IN NORWAY	,078	,043	,122	1,831	,068
	FACT3N SOCIETY IN NORWAY	,020	,049	,030	,413	,680
	FACT4N PEOPLE IN NORWAY	-,038	,058	-,055	-,653	,515
	FACT5N HOSPITALITY IN NORWAY	,003	,055	,005	,058	,954
	FACT6N URBANIZATION IN NORWAY	-,036	,041	-,060	-,878	,381
	FACT7N ACCESS IN NORWAY	-,046	,035	-,083	-1,323	,187
	FACT8N ECONOMIC IN NORWAY	-,024	,024	-,059	-,993	,322
	NatureBasedDest	,075	,027	,147	2,747	,006
	NatureActivity Nature+Outdoor+Adventure	-,023	,020	-,059	-1,104	,271
	Children	-,096	,173	-,031	-,554	,580

a. Dependent Variable: CostsNOKV_In

10.6.2: Depend variable: Expenditures per person

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,477	,228	,215	1,17950
2	,512	,262	,228	1,16945
3	,522	,273	,235	1,16431
4	,525	,276	,236	1,16367

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
4	(Constant)	8,063	,846		9,532	,000
	C_DAYST_ln No outliers	,702	,084	,413	8,328	,000
	C_GroupN_ln No outliers, log transformation of GroupN	-,201	,158	-,066	-1,273	,204
	INC_ln Log of INC	,435	,188	,115	2,313	,021
	Female GENDER	-,020	,126	-,007	-,156	,876
	AGE AGE	,008	,005	,083	1,616	,107
	EDU LEVEL OF EDUCATION	,043	,055	,040	,789	,431
	Satn_ln Satisfaction Norway LN	-,252	,617	-,036	-,408	,684
	SatFN_ln	-1,077	1,367	-,068	-,788	,431
	FACT1N NATURAL ENVIRONMENTS IN NORWAY	-,046	,055	-,048	-,845	,399
	FACT2N CULTURE IN NORWAY	,106	,044	,157	2,431	,016
	FACT3N SOCIETY IN NORWAY	-,027	,050	-,039	-,542	,588
	FACT4N PEOPLE IN NORWAY	-,058	,059	-,080	-,978	,329
	FACT5N HOSPITALITY IN NORWAY	,010	,056	,013	,172	,864
	FACT6N URBANIZATION IN NORWAY	-,010	,042	-,016	-,238	,812
	FACT7N ACCESS IN NORWAY	-,036	,035	-,061	-1,017	,310
	FACT8N ECONOMIC IN NORWAY	,006	,025	,013	,226	,821
	NatureBasedDest	,063	,028	,116	2,237	,026
	NatureActivity Nature+Outdoor+Adventure	-,021	,021	-,051	-,988	,324
	Children	-,207	,176	-,063	-1,174	,241

a. Dependent Variable: CostsPerPerson_ln

10.6.3: Dependent variable: Group expenditures per day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,390	,152	,135	1,06847
2	,461	,212	,170	1,04714
3	,479	,230	,182	1,03911
4	,485	,235	,185	1,03725

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
4	(Constant)	7,624	,811		9,401	,000
	C_DAYST_ln No outliers	-,343	,081	-,234	-4,248	,000
	C_GroupN_ln No outliers, log transformation of GroupN	,639	,151	,244	4,230	,000
	INC_ln Log of INC	,314	,180	,096	1,744	,082
	Female GENDER	-,149	,121	-,065	-1,236	,217
	AGE AGE	,017	,005	,206	3,616	,000
	EDU LEVEL OF EDUCATION	,097	,053	,104	1,829	,068
	Satn_ln Satisfaction Norway LN	,516	,592	,086	,872	,384
	SatFN_ln	-2,711	1,311	-,198	-2,068	,039
	FACT1N NATURAL ENVIRONMENTS IN NORWAY	-,040	,053	-,048	-,765	,445
	FACT2N CULTURE IN NORWAY	,086	,042	,147	2,054	,041
	FACT3N SOCIETY IN NORWAY	,067	,048	,111	1,402	,162
	FACT4N PEOPLE IN NORWAY	-,130	,057	-,206	-2,285	,023
	FACT5N HOSPITALITY IN NORWAY	,019	,054	,031	,358	,721
	FACT6N URBANIZATION IN NORWAY	-,061	,040	-,111	-1,508	,133
	FACT7N ACCESS IN NORWAY	,010	,034	,019	,291	,771
	FACT8N ECONOMIC IN NORWAY	-,007	,024	-,018	-,274	,784
	NatureBasedDest	,069	,027	,147	2,555	,011
	NatureActivity Nature+Outdoor+Adventure	-,016	,020	-,045	-,791	,429
	Children	-,242	,169	-,085	-1,435	,152

a. Dependent Variable: CostsPerDay_ln

10.6.4.: Dependent variable: Expenditures per person per day

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,337	,114	,096	1,10335
2	,405	,164	,118	1,08995
3	,421	,177	,126	1,08493
4	,430	,185	,131	1,08170

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
4	(Constant)	7,725	,851		9,075	,000
	C_DAYST_In No outliers	-,355	,085	-,240	-4,191	,000
	C_GroupN_In No outliers, log transformation of GroupN	-,133	,159	-,050	-,837	,404
	INC_In Log of INC	,410	,189	,124	2,169	,031
	Female GENDER	-,085	,127	-,037	-,674	,501
	AGE AGE	,012	,005	,140	2,357	,019
	EDU LEVEL OF EDUCATION	,113	,055	,121	2,049	,041
	Satn_In Satisfaction Norway LN	-,145	,621	-,024	-,234	,815
	SatFN_In	-1,402	1,376	-,102	-1,019	,309
	FACT1N NATURAL ENVIRONMENTS IN NORWAY	-,027	,055	-,032	-,499	,618
	FACT2N CULTURE IN NORWAY	,069	,044	,118	1,580	,115
	FACT3N SOCIETY IN NORWAY	,062	,050	,102	1,242	,215
	FACT4N PEOPLE IN NORWAY	-,135	,060	-,212	-2,263	,024
	FACT5N HOSPITALITY IN NORWAY	,021	,057	,033	,369	,713
	FACT6N URBANIZATION IN NORWAY	-,038	,042	-,068	-,897	,371
	FACT7N ACCESS IN NORWAY	,006	,035	,011	,158	,874
	FACT8N ECONOMIC IN NORWAY	-,002	,025	-,005	-,075	,940
	NatureBasedDest	,060	,028	,128	2,139	,033
	NatureActivity Nature+Outdoor+Adventure	-,024	,021	-,068	-1,147	,252
	Children	-,293	,177	-,102	-1,653	,099

a. Dependent Variable: CostsPersonDay_In

10.7 Correlation between accommodation (cruise) and length of stay

Correlations

		AccoOther1 Other accomodatoin (cruise)	C_DAYST_In No outliers
AccoOther1 Other accomodatoin (cruise)	Pearson Correlation	1	-,219**
	Sig. (2-tailed)		,000
	N	551	537
C_DAYST_In No outliers	Pearson Correlation	-,219**	1
	Sig. (2-tailed)	,000	
	N	537	547

**. Correlation is significant at the 0.01 level (2-tailed).