TOURISM IN ICELAND IN FIGURES

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TOURISM IN ICELAND IN FIGURES
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ECONOMIC STATISTICS IN ICELANDIC TOURISM

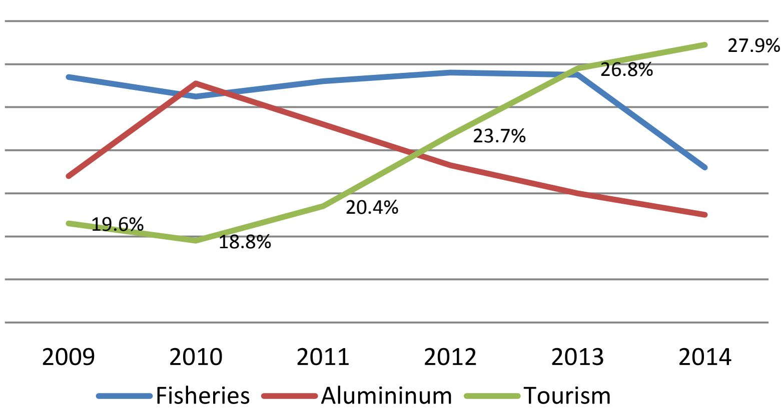
THE SHARE OF TOURISM IN EXPORT REVENUE

Tourism’s share of foreign exchange earnings has grown from 18.8% to 27.9% between 2010–2014 according to measurements on the export of goods and services. At present, tourism accounts for more foreign exchange income than the fisheries industry and aluminium production.

	Export of goods and services (ISK billion)	Tourism* (ISK billions)	Share of tourism
2010	865,623	162,822	18.8%
2011	961,615	196,495	20.4%
2012	1,009,005	239,471	23.7%
2013	1,027,303	274,819	26.8%
2014	1,086,064	302,667	27.9%

*Total activity of Icelandic companies operating in Iceland and abroad.

EXPORT OF GOODS AND SERVICES



SPENDING OF FOREIGN VISITORS

Revenue from foreign tourists amounted to ISK 158,5 billion in 2014, i.e. ISK 27 billion more than in 2013. This represents a year-on-year increase of some 20%.

	Travel consumption (ISK bn. [1])	Average spent per person
2010	68,536	140,264
2011	86,937	153,705
2012	108,070	160,634
2013	131,556	162,948
2014	158,526	158,914

[1]In ISK at each year’s price levels. International flights and ferries are not included.

JOBS IN TOURISM-RELATED INDUSTRIES

The total amount of individuals working in tourism-related industries was 21,600 in 2014, i.e. 2,600 more than in 2013. While the number of people working nationally has increased by just more than 6% since 2010, the number of those working in tourism-related industries has increased by 37.6%.

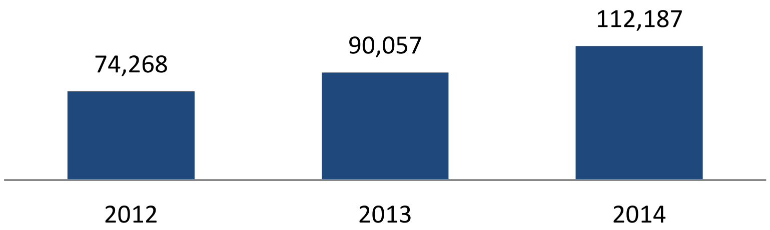
	Accommodation and restaurant operators, travel agents, tour operators	Passenger transport on land, sea and by air	Total
2010	9,800	6,300	15,700
2011	11,100	6,500	17,200
2012	11,100	6,800	17,500
2013	12,800	6,600	19,000
2014	14,500	7,600	21,600

Source: Statistics Iceland.

FOREIGN CARD TURNOVER

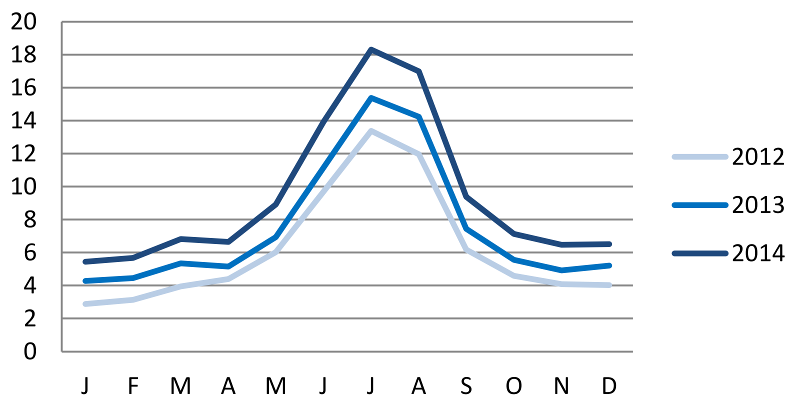
There has been considerable growth in foreign card turnover in Iceland in recent years. In 2012, card turnover was more than ISK 74 billion; this had risen to more than ISK 112 billion in 2014.

TOTAL USE OF FOREIGN DEBIT AND CREDIT CARDS IN ICELAND (ISK billions)



Foreign card turnover rose sharply in every month between 2012–13 and 2013–14. Card turnover was highest in the summer months; for instance, summer turnover in 2014 was 43.8% of the year total.

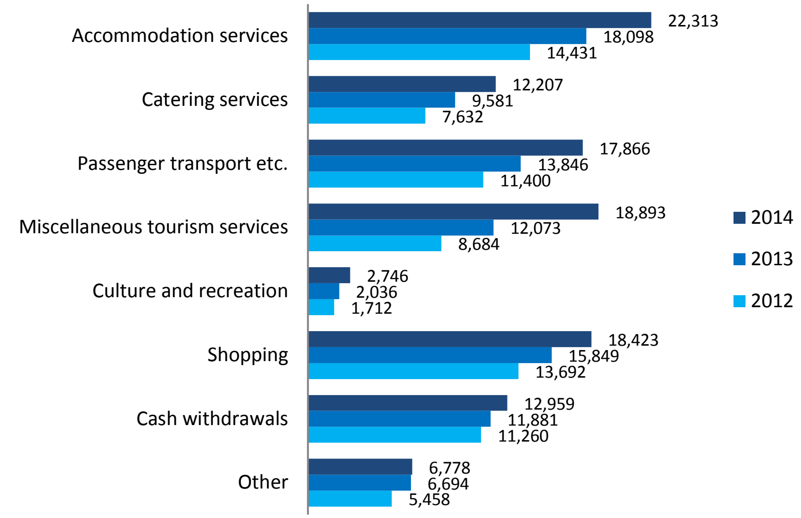
CARD TURNOVER BY MONTH (ISK billions)



FOREIGN CARD TURNOVER BY EXPENSE ITEMS*

In 2014, just less than a third (30.8%) of foreign card turnover was spent on accommodation and restaurant services, 16.4% in shops, 15.9% on passenger transport and related services, 16.8% on various types of tourism service, e.g. sightseeing tours, 2.4% on culture, entertainment and recreational activities and 6.0% on other tourism-related aspects. Cash withdrawals made up 11.6% of card turnover.

CARD TURNOVER BY EXPENSE ITEMS (ISK billions)



*The data on card turnover by expense items contains all payment card use, both debit and credit cards. The card turnover of foreigners who purchase travel tickets or package tours to Iceland from their home countries is not included unless the card turnover is channelled through Icelandic acquirers.

Source: Statistics Iceland and Centre for Retail Studies.

INTERNATIONAL VISITORS AND CRUISES

FOREIGN TOURISTS TO ICELAND

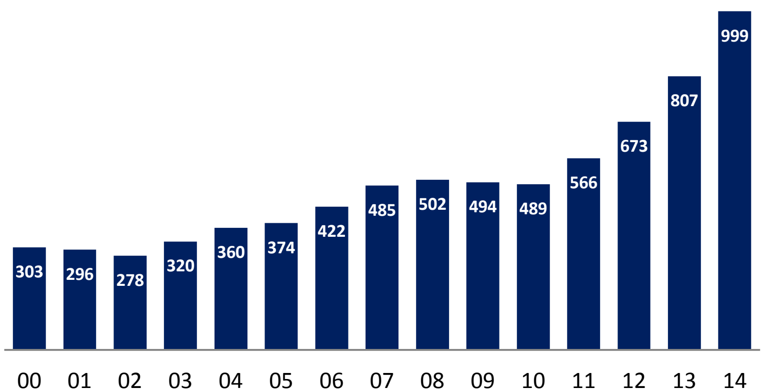
The number of foreign tourists has more than tripled since 2000. The average yearly growth rate is 9.3%.

	Number of visitors
2000	302,900
2001	296,000
2002	277,900
2003	320,000
2004	360,400
2005	374,100
2006	422,300
2007	485,000
2008	502,000
2009	493,900
2010	488,600
2011	565,600
2012	672,900
2013	807,300
2014	998,600

	Increase/decrease
00-01	-2.3%
01-02	-6.1%
02-03	15.1%
03-04	12.6%
04-05	3.8%
05-06	12.9%
06-07	14.9%
07-08	3.5%
08-09	-1.6%
09-10	-1.1%
10-11	16.6%
11-12	18.9%
12-13	20.0%
13-14	23.6%
00-14*	**9.3%**

*Average yearly growth rate

INTERNATIONAL VISITORS TO ICELAND 2000-2014 ('000)



INTERNATIONAL CRUISE SHIP PASSENGERS

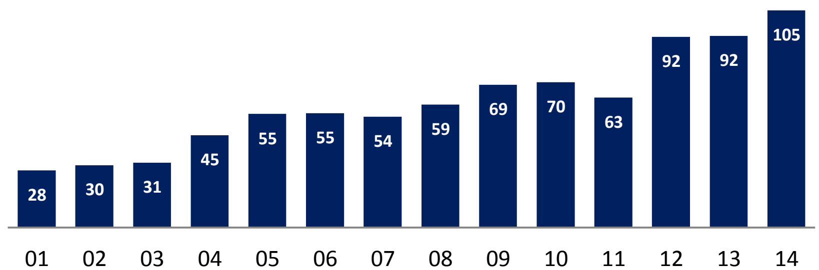
Since 2000, cruise ship passengers to Iceland have increased significantly, from 25,600 in 2000 to 105,000 in 2014. The mean annual increase has been 11.6% per year.

	2012		2013		2014	
	Passengers	Vessels	Passengers	Vessels	Passengers	Vessels
Reykjavík[1]	92,000	81	92,400	80	104,800	91
Akureyri	66,400	63	71,300	63	72,700	78
Ísafjörður	31,400	34	42,300	38	40,300	45
Seyðisfjörður	7,200	14	6,500	9	6,700	10
Vestmannaeyjar	4,700	17	5,900	15	8,200	22
Grundarfjörður[2]	5,800	17	1,900	8	5,400	19

[1]*Approximately 97% of cruise ships that visit Iceland in Reykjavík.*

[2] *2,900 passengers came to Djúpivogur and 1,300 to Húsavík in 2014.*

INTERNATIONAL CRUISE SHIP PASSENGERS TO REYKJAVÍK 2000-2014 ('000)



Cruise-ship passengers are defined as day-trip passengers, as they do not spend the night in Iceland.

Sources: Icelandic Tourist Board, Austfar, Isavia, Air Iceland, Faxaports and other ports that maintain a record of the number of cruise ship passengers.

INTERNATIONAL VISITORS TO ICELAND 2012-2014

The total number of foreign visitors was around 997,000 in 2014, a 23.6% increase from 2013, when foreign visitors numbered around 807,000.

Around 969,000 tourists came on flights through Keflavík International Airport in 2014, or 97.2% of the total number of visitors. Around 18,000 came with Norræna through Seyðisfjörður, or around 1.8% of the total. Around 10,000 came on flights through Reykjavík Airport or Akureyri Airport, or 1.0% of the total. It should be noted that figures for places other than Keflavík Airport are not based on counts but on assessments based on sales and passenger figures.

INTERNATIONAL VISITORS BY POINT OF ENTRY

				Increase/decrease	
	2012	2013	2014	12/13	13/14
Keflavík airport	646,921	781,016	969,181	20.7%	24.1%
Seyðisfjörður seaport	12,780	16,637	18,115	30.2%	8.9%
Other airports	13,072	9,696	10,260	-25.8%	5.8%
Total	**672,773**	**807,349**	**997,556**	**20.0%**	**23.6%**

Sources:
-The Icelandic Tourist Board counts visitors when they leave through Keflavík Airport according to nationality and publishes the figures every month on its website.
-Austfar estimates visitor numbers with Norræna based on sales figures.
-Isavia and Air Iceland estimate visitor numbers through other airports based on passenger and sales figures.

VISITORS THROUGH KEFLAVÍK AIRPORT

By Nationality				Increase/decrease (%)	
	2012	2013	2014	12/13	13/14
Canada	18,760	23,970	38,790	27.8	61.8
China	14,036	17,597	26,037	25.4	48.0
Denmark	40,906	43,119	48,237	5.4	11.9
Finland	13,684	13,799	15,415	0.8	11.7
France	41,570	48,313	58,293	16.2	20.7
Germany	65,179	75,814	85,915	16.3	13.3
Italy	13,841	16,213	19,870	17.1	22.6
Japan	10,343	12,363	13,340	19.5	7.9
Netherlands	21,305	22,820	26,222	7.1	14.9
Norway	51,534	52,707	53,647	2.3	1.8
Spain	15,278	17,017	20,932	11.4	23.0
Sweden	35,601	35,491	40,992	-0.3	15.5
Switzerland	12,838	14,307	19,315	11.4	35.0
UK	94,599	137,108	180,503	44.9	31.7
USA	95,026	119,712	152,104	26.0	27.1
Other	102,421	130,666	169,569	27.6	29.8
Total	**646,921**	**781,016**	**969,181**	**20.7**	**24.1**
By Market Area					
Nordic countries	141,725	145,116	158,291	2.4	9.1
UK	94,599	137,108	180,503	44.9	31.7
Central/S-Europe	170,011	194,484	230,547	14.4	18.5
N-America	113,786	143,682	190,894	26.3	32.9
Other	126,800	160,626	208,946	26.7	30.1
Total	**646,921**	**781,016**	**969,181**	**20.7**	**24.1**

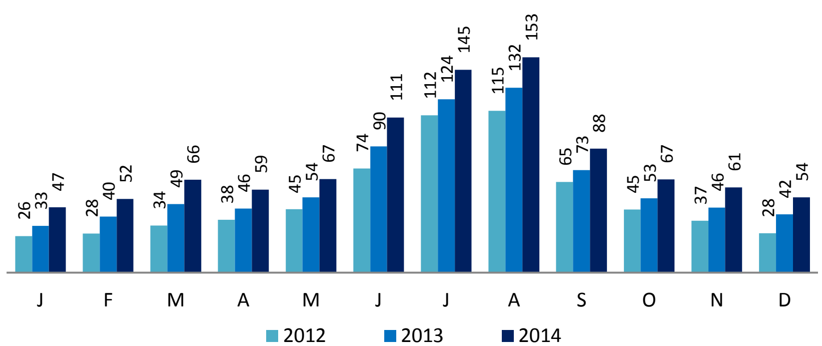
VISITORS THROUGH SEYÐISFJÖRÐUR SEAPORT

				Increase/decrease (%)	
	2012	2013	2014	12/13	13/14
Nordic countries	3,550	4,650	5,340	31.0	14.8
Europe	7,967	10,610	11,224	33.2	5.8
Other	1,263	1,377	1,551	9.0	12.6
Total	**12,780**	**16,637**	**18,115**	**30.2**	**8.9**

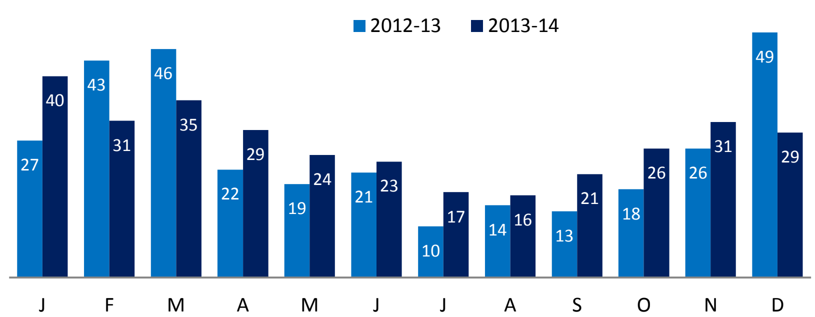
INTERNATIONAL VISITORS BY MONTHS

Over the past three years, the increase in the number of tourists has been proportionately greater in winter than in spring, summer and fall. Records were broken in all months of 2013 and 2014 in comparison with the same months in preceding years. They year-on-year increase exceeded 20% for ten months of 2014, with the highest point – 40% - in January 2014.

DEPARTURES FROM KEFLAVÍK AIRPORT BY MONTH ('000)



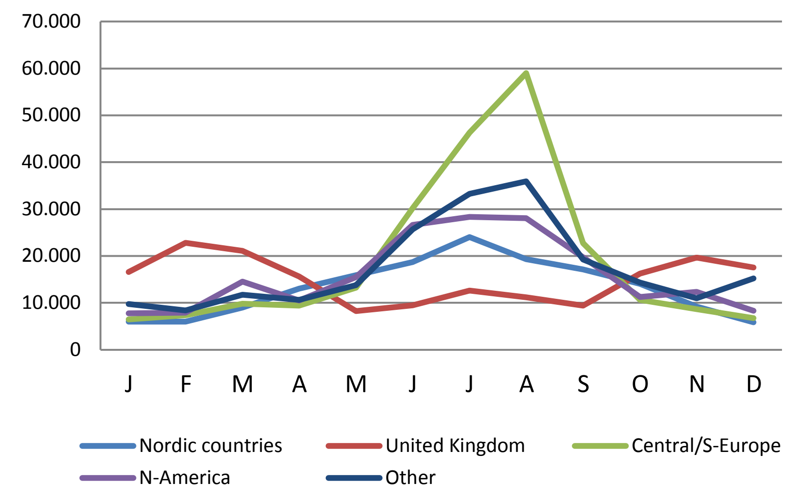
INCREASE OF VISITORS 2012-2014 (%)



DEPARTURES FROM KEFLAVÍK AIRPORT BY MARKET

Travellers from individual market areas were widely distributed in 2014. Thus travellers from central and south Europe were prominent during the summer months, while travellers from the Nordic countries, North America and from countries categorised as "elsewhere" were distributed evenly over the year. Travellers from the UK were the exception, as around half of these visitors came during the winter months.

TRAVELLERS THROUGH KEFLAVÍK AIRPORT BY MARKET REGION - 2014



Source: Icelandic Tourist Board.

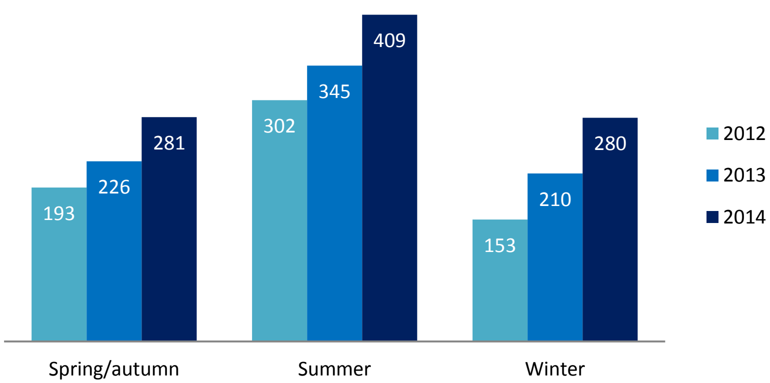
INTERNATIONAL VISITORS BY SEASON

VISITORS 2012-2014

Some 42% of visitors coming to Iceland in 2014 came in the summer period of June–August, a decrease from 2012 and 2013 figures (46.6% and 44.2%, respectively). Over a quarter came in the spring (April–May) or autumn (September–October) and over a quarter again in winter (January–March and November–December).

	2012		2013		2014	
	No.	%	No.	%	No.	%
Spring	82,902	12.8	99,413	12.7	125,938	13.0
Summer	301,725	46.6	345,212	44.2	408,640	42.2
Autumn	109,666	17.0	126,115	16.1	154,805	16.0
Winter	152,628	23.5	210,276	26.9	279,798	28.9
Total	**646,921**	**100**	**781,016**	**100**	**969,181**	**100**

VISITORS BY SEASON ('000)

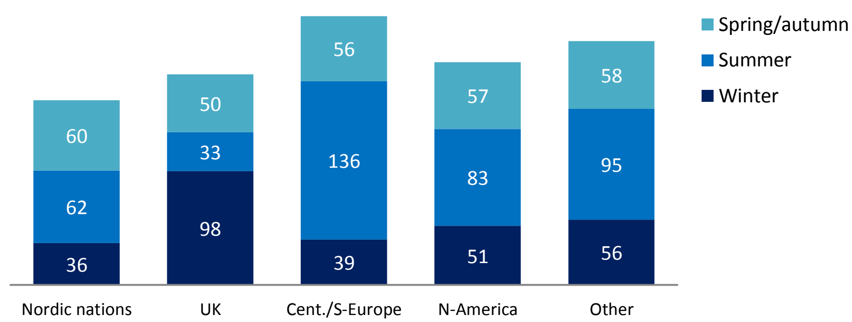


VISITORS BY MARKET

In 2014, 59% of central and south European visitors came during the summer, 44% of N. American visitors, 39% of Nordic visitors, 18% of UK visitors, and 45% of those categorised as from "elsewhere". Some 38% of Nordic visitors came in the spring or autumn, 28% of UK visitors and 30% of N. American visitors. Approximately half of UK visitors came in winter, a fifth of Nordic visitors and a fourth of N-American visitors and those categorised as coming from "elsewhere".

	Spring		Summer		Autumn		Winter		Total
	No.	%	No.	%	No.	%	No.	%	No.
Nordic c.	28,890	18.3	62,047	39.2	31,234	19.7	36,120	22.8	158,291
UK	23,941	13.3	33,276	18.4	25,633	14.2	97,653	54.1	180,503
Cen-/S-Eur.	22,643	9.8	135,508	58.8	33,321	14.5	39,075	16.9	230,547
N-America	26,041	13.6	82,975	43.5	31,029	16.3	50,849	26.6	190,894
Other	24,423	11.7	94,834	45.4	33,588	16.1	56,101	26.8	208,946
Total	**125,938**	**13.0**	**408,640**	**42.2**	**154,805**	**16.0**	**279,798**	**28.9**	**969,181**

VISITORS BY MARKET 2014 ('000)



Source: Icelandic Tourist Board.

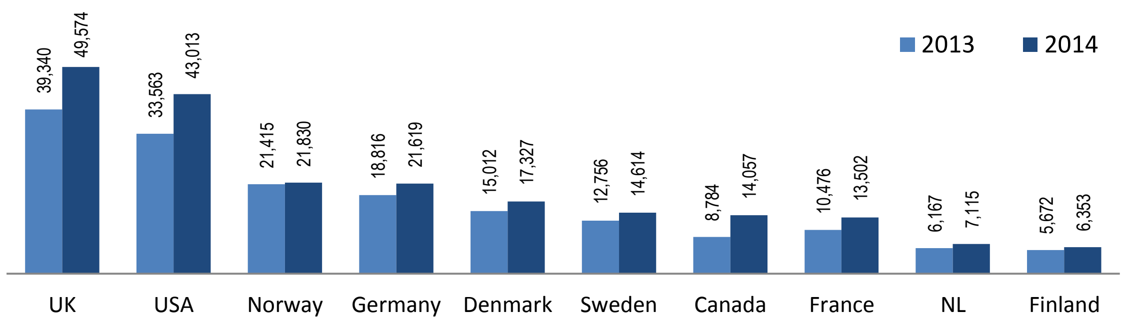
NATIONALITIES THROUGH KEFLAVÍK AIRPORT 2014/2013

SPRING/AUTUMN: 280,743 visitors came during the spring or autumn in 2014, 24.5% more than in 2013. Most came from the UK (17.7%) and the US (15.3%). Travellers from Norway (7.8%), Germany (7.7%), Denmark (6.2%), Sweden (5.2%), Canada (5.0%), France (4.8%), the Netherlands (2.5%) and Finland (2.3%) came thereafter. Together, these ten nations made up to 74.5% of travellers during spring or autumn in 2014.

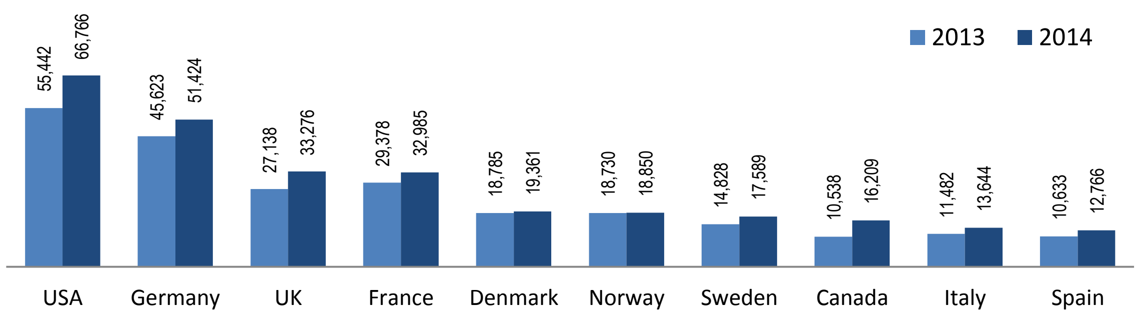
SUMMER: 408,640 came during the summer of 2014, 18.4% more than in 2013. Most summer visitors in 2014 came from the US (16.3%), Germany (12.6%), UK (8.1%), France (8.1%), Denmark (4.7%), Norway (4.6%), Sweden (4.3%), Canada (4.0%), Italy (3.3%) and Spain (3.1%). In total, these ten nations comprised 69.1% of visitors in 2014.

WINTER: 279,798 visitors came in 2014, 33,3% more than during the winter 2013. Broken down by nations, the largest proportion came from the UK (34.9%) and the US (15.1%). Travellers from Norway (4.6%), Germany (4.6%), France (4.2%), Denmark (4.1%), Sweden (3.1%), Canada (3.0%), China (2.6%) and Japan (2.5%) then followed. The total number of visitors from these ten nations was 78.7% of visitors during the winter 2014.

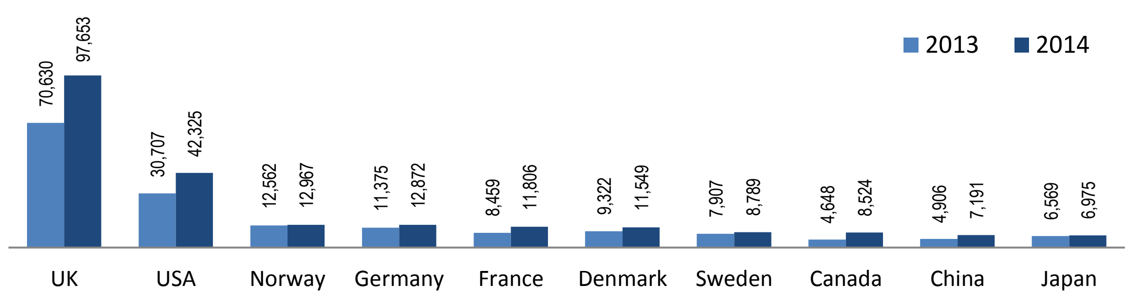
SPRING/AUTUMN



SUMMER



WINTER



Source: Icelandic Tourist Board.

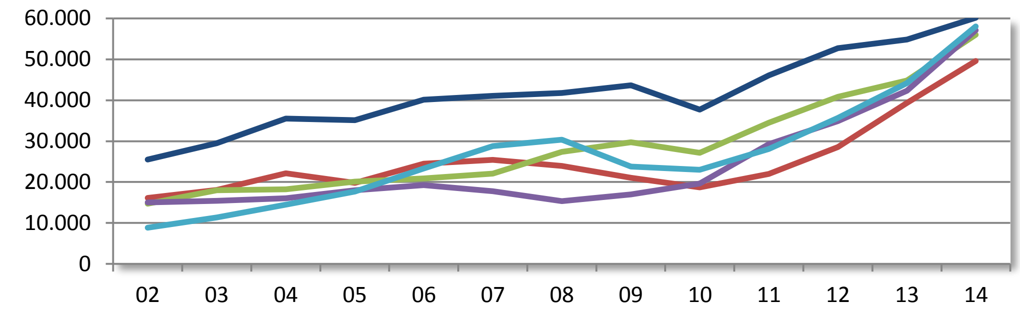
MARKETING AREAS ACCORDING TO SEASONS THROUGH KEFLAVÍK AIRPORT 2002-14

SPRING/AUTUMN: The number of tourists has increased from 80,000 during spring and autumn to around 280,000 in the period 2002-14, or by around 200,000 travellers. The annual mean increase has been around 11.5%, The Nordic countries have been the largest marketing area during spring and autumn since 2002. Over the past four years, however, the share of the Nordic countries has been falling during spring and autumn. **SUMMER:** The number of travellers during the summer has more than tripled since 2002, rising fom 129,000 in 2002 to around 408,000 in 2014. The average mean increase has been around 10.3%. Central and south Europe are the largest market area during summer, comprising about a third to two-fifths of travellers during the period between 2002 and 2014.

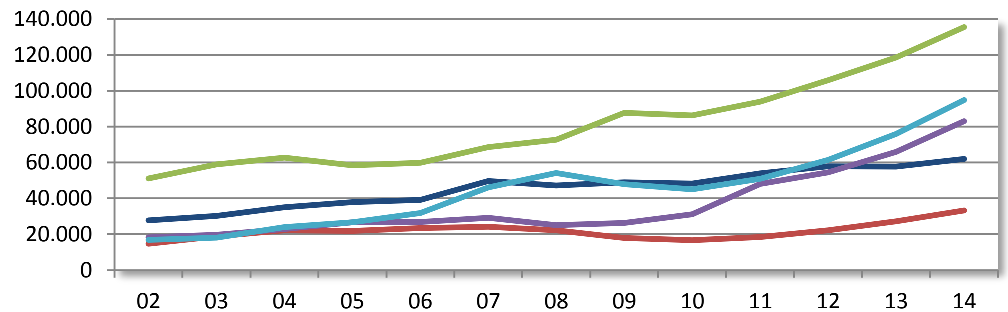
WINTER: There were four times more winter tourists in 2014 than in 2003. The annual mean increase has been 14.2% since 2003, has varied over the period and was greatest during the past three years, increasing to more than 30% between years. Tourist numbers from the United Kingdom have increased the most proportionally and now make up around a third of all winter tourists.

Source: Icelandic Tourist Board.

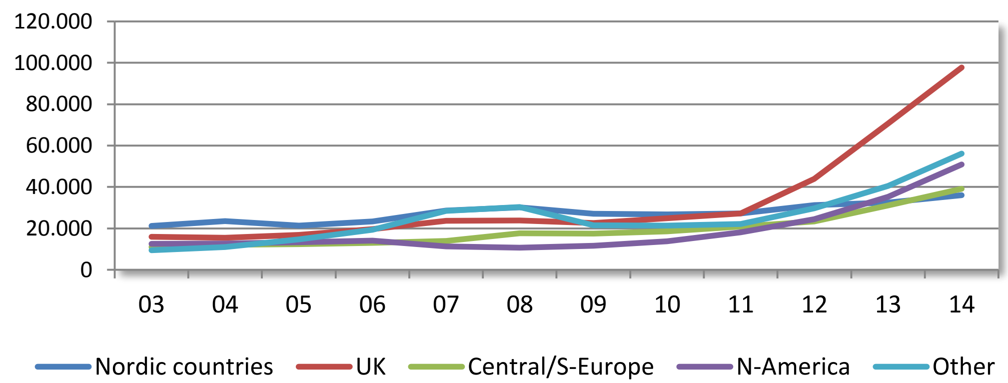
SPRING/AUTUMN



SUMMER



WINTER



DEPARTURES FROM KEFLAVÍK AIRPORT 2014

By nationality		By season*				By month											
	Total	Spring	Summer	Autumn	Winter	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Canada	38,790	6,855	16,209	7,202	8,524	1,020	1,139	2,304	2,835	4,020	5,347	5,328	5,534	4,423	2,779	2,630	1,431
China	26,037	2,299	12,509	4,038	7,191	1,331	1,158	991	1,053	1,246	3,794	4,312	4,403	2,022	2,016	858	2,853
Denmark	48,237	7,593	19,361	9,734	11,549	1,932	1,876	2,769	3,477	4,116	4,939	8,567	5,855	5,284	4,450	2,884	2,088
Finland	15,415	3,304	6,247	3,049	2,815	351	347	783	1,382	1,922	2,086	2,433	1,728	1,692	1,357	736	598
France	58,293	6,001	32,985	7,501	11,806	1,981	2,498	2,999	2,345	3,656	7,131	10,771	15,083	4,687	2,814	2,294	2,034
Germany	85,915	8,330	51,424	13,289	12,872	2,329	2,140	3,410	3,508	4,822	14,035	18,059	19,330	9,983	3,306	2,941	2,052
Italy	19,870	1,717	13,644	1,888	2,621	350	310	604	776	941	2,036	3,825	7,783	1,245	643	819	538
Japan	13,340	1,072	2,279	3,014	6,975	1,778	1,290	1,556	486	586	575	696	1,008	2,117	897	1,053	1,298
Netherlands	26,222	3,199	12,557	3,916	6,550	953	1,651	1,857	1,308	1,891	2,904	4,734	4,919	2,241	1,675	1,179	910
Norway	53,647	10,495	18,850	11,335	12,967	1,982	2,509	3,489	4,908	5,587	6,281	6,698	5,871	5,929	5,406	3,276	1,711
Poland	19,959	2,784	9,966	2,721	4,488	678	524	551	1,098	1,686	3,605	3,863	2,498	1,795	926	771	1,964
Russia	7,964	879	4,440	1,041	1,604	600	165	348	289	590	908	1,501	2,031	666	375	339	152
Spain	20,932	1,918	12,766	3,648	2,600	500	363	566	873	1,045	1,801	3,804	7,161	2,609	1,039	640	531
Sweden	40,992	7,498	17,589	7,116	8,789	1,760	1,292	1,938	3,234	4,264	5,405	6,328	5,856	4,251	2,865	2,314	1,485
Switzerland	19,315	1,478	12,132	3,079	2,626	376	388	383	594	884	2,250	5,140	4,742	1,948	1,131	764	715
UK	180,503	23,941	33,276	25,633	97,653	16,576	22,820	21,093	15,661	8,280	9,479	12,641	11,156	9,384	16,249	19,638	17,526
USA	152,104	19,186	66,766	23,827	42,325	6,770	6,743	12,217	7,691	11,495	21,255	22,998	22,513	15,329	8,498	9,735	6,860
Other	141,646	17,389	65,640	22,774	35,843	5,383	5,236	8,275	7,707	9,682	16,771	22,883	25,986	12,684	10,090	7,979	8,970
Total	**969,181**	**125,938**	**408,640**	**154,805**	**279,798**	**46,650**	**52,449**	**66,133**	**59,225**	**66,713**	**110,602**	**144,581**	**153,457**	**88,289**	**66,516**	**60,850**	**53,716**

By market		By season*				By month											
	Total	Spring	Summer	Autumn	Winter	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Nordic countr.	158,291	28,890	62,047	31,234	36,120	6,025	6,024	8,979	13,001	15,889	18,711	24,026	19,310	17,156	14,078	9,210	5,882
UK	180,503	23,941	33,276	25,633	97,653	16,576	22,820	21,093	15,661	8,280	9,479	12,641	11,156	9,384	16,249	19,638	17,526
Cent./S-Europe	230,547	22,643	135,508	33,321	39,075	6,489	7,350	9,819	9,404	13,239	30,157	46,333	59,018	22,713	10,608	8,637	6,780
N-America	190,894	26,041	82,975	31,029	50,849	7,790	7,882	14,521	10,526	15,515	26,602	28,326	28,047	19,752	11,277	12,365	8,291
Other	208,946	24,423	94,834	33,588	56,101	9,770	8,373	11,721	10,633	13,790	25,653	33,255	35,926	19,284	14,304	11,000	15,237
Total	**969,181**	**125,938**	**408,640**	**154,805**	**279,798**	**46,650**	**52,449**	**66,133**	**59,225**	**66,713**	**110,602**	**144,581**	**153,457**	**88,289**	**66,516**	**60,850**	**53,716**

**Spring: April-May, Summer: June-August, Autumn: September-October, Winter: January-March/November-December.*

Source: Icelandic Tourist Board.

OVERNIGHT STAYS – ALL TYPES OF ACCOMMODATION

The total number of overnight stays in Iceland was around 5.5m in 2014. The overnight stays of foreign visitor were around 4.4m in 2014 and have increased by 10.4% annually since 2000. Overnight stays of Icelanders were nearly 1.1m in 2014 and have increased by 4.6% since 2000.

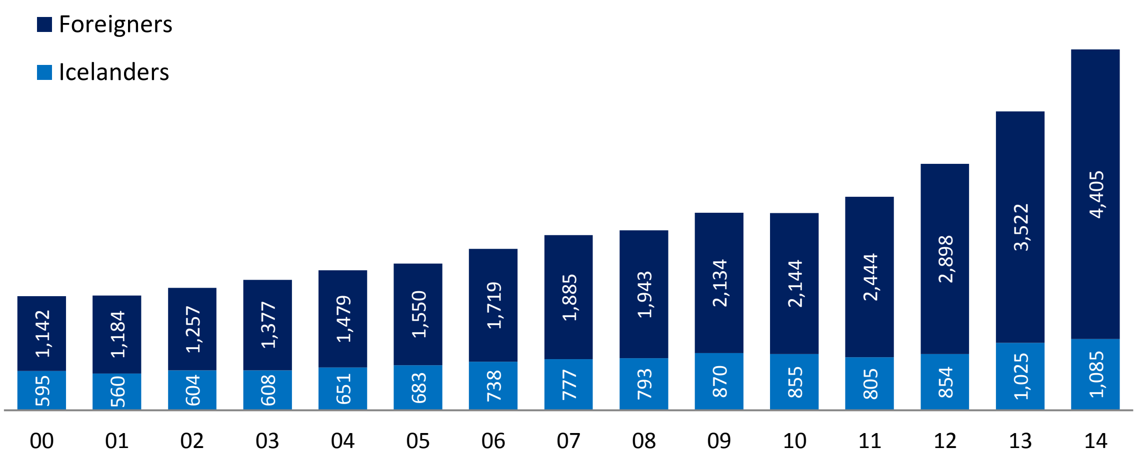
OVERNIGHT STAYS BY SEASONS

Around 56% of the total overnight stays in 2014 were during summer, 23.3% during spring and autumn and 20.1% during winter.

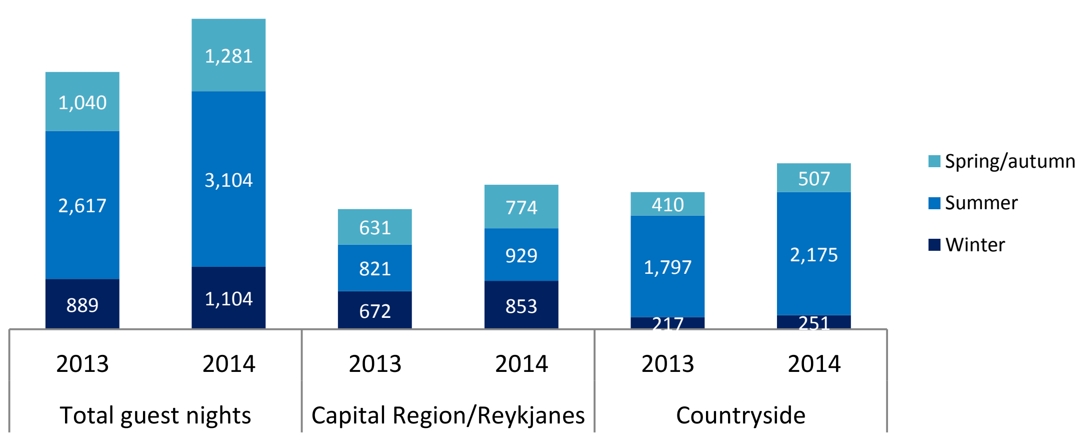
There were nearly 2.6 million guest nights spent in the the Capital Region and Reykjanes area in 2014, or 46.6% of the total number of guest nights. Of these, 30.3% were during spring and autumn, 36.3% during summer and 33.4% during winter. Approximately half (53.3%) of guest nights, or around 2.9 million, were spent in other parts of Iceland, whereof 74.1% were spent during summer, 17.3% during spring and autumn and 8.6% during winter.

Source: Statistics Iceland. For further information on accommodation statistics, see Statistics Iceland.

OVERNIGHT STAYS IN ALL TYPES OF ACCOMMODATION 2000-2014 ('000)



OVERNIGHT STAYS 2014/2013 ('000)



GUEST NIGHTS BY REGION

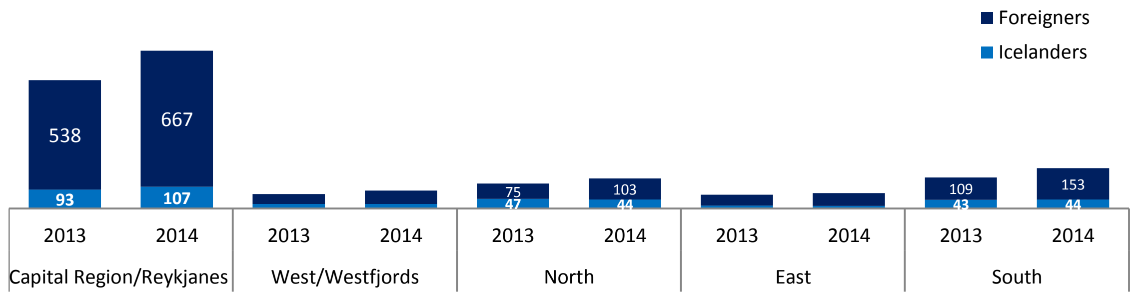
SPRING/AUTUMN: Just less than 1.3 million guest nights were spent in the spring and autumn of 2014, i.e. 23.1% more than in the same period in 2013. 60% of total guest nights were in the Capital Region and Reykjanes peninsula, 15.4% in South Iceland, 11.5% in North Iceland, 6.9% in West Iceland and the West Fjords and 5.8% in East Iceland. Foreigners accounted for 82.1% of guest nights in the spring and autumn of 2014. 63% of guest nights spent by foreigners were in Capital Region and Reykjanes peninsula.

SUMMER: Some 3.1 million guest nights were spent in the summer of 2014, i.e. 18.6% more than in the same period in 2013. 30% of total guest nights were in the Capital Region and Reykjanes peninsula, 22.4% in North Iceland, 21.6% in South Iceland, 13.3% in East Iceland and 12.9% in West Iceland and the West Fjords. Foreigners accounted for 78.4% of total guest nights in Iceland in the summer of 2104. 65.8% of guest nights spent by foreigners were in rural Iceland.

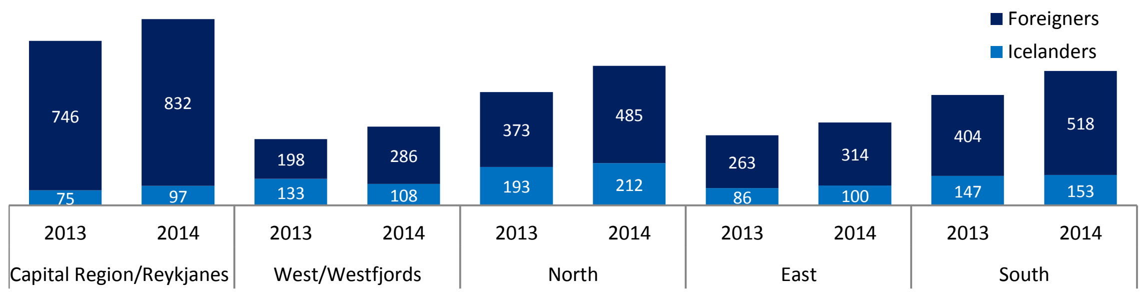
WINTER: Some 1.1 million guest nights were spent in the winter of 2014, i.e. 24.3% more than in 2013. Some 77% of guest nights (i.e. 853,000) were spent in the Capital Region and Reykjanes peninsula, 86% of which were spent by foreigners. Outside of the Capital Region and Reykjanes peninsula, most guest nights were spent in South Iceland (10.7% of the total) and North Iceland (6.4% of the total). Some 80% of guest nights spent by foreigners in the winter were spent in the Capital Region and Reykjanes.

Source: Statistics Iceland.

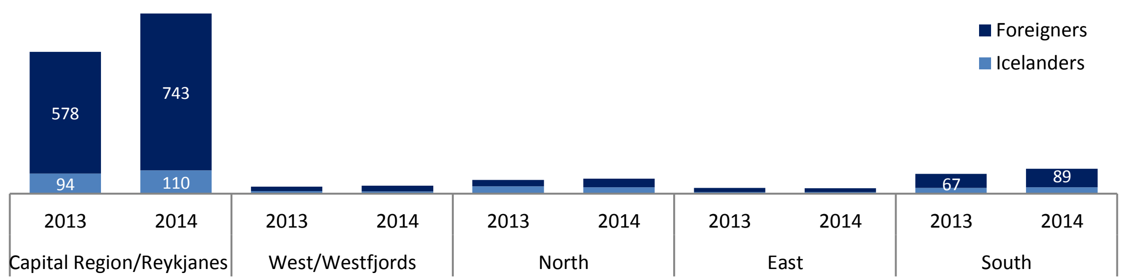
SPRING/AUTUMN (´000)



SUMMER (´000)



WINTER (´000)



HOTELS AND GUESTHOUSES: AVAILABLE ROOMS AND OCCUPANCY RATE

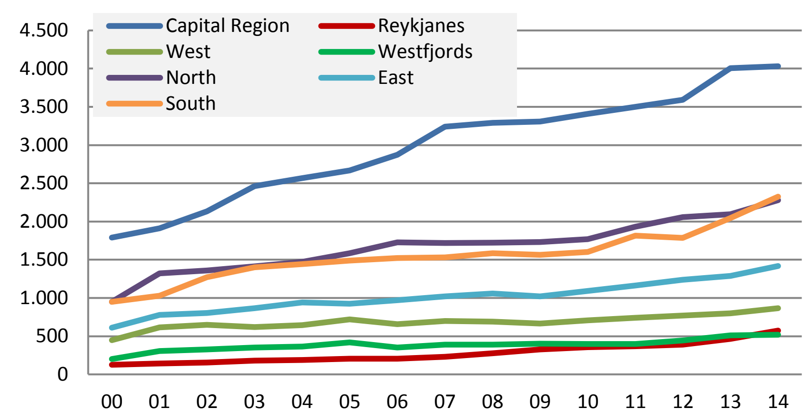
AVAILABLE ROOMS

In 2014, there were 12,017 rooms available in 373 hotels and guesthouses in Iceland, when they were most numerous, 33.6% thereof in the Capital Region.

	2013		2014		Increase
	No.	%	No.	%	2013-14
Capital Region	4,007	35.7%	4,032	33.6%	0.6%
Reykjanes peninsula	465	4.1%	575	4.8%	23.7%
West	799	7.1%	865	7.2%	8.3%
Westfjords	513	4.6%	519	4.3%	1.2%
North	2,094	18.7%	2,281	19.0%	1.4%
East	1,290	11.5%	1,419	11.8%	10.0%
South	2,045	18.2%	2,326	19.4%	13.7%
Total	**11,213**	**100%**	**12,017**	**100%**	**7.2%**

The supply of hotel and guesthouse rooms has steadily increased since 2000 in all regions of Iceland. Proportionally, the highest increase has been in Reykjanes and the lowest in West Iceland.

AVAILABLE ROOMS BY REGION 2000-2014



Regions are measured from administrative borders.

OCCUPANCY RATES (%)

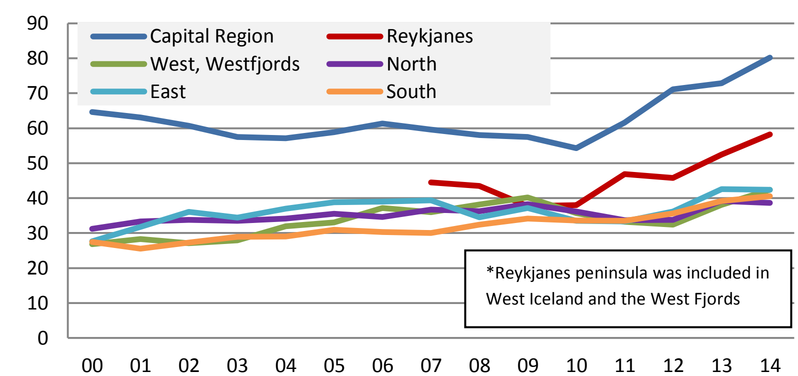
Room occupancy rates increased from 2013 to 2014 every month in the Capital Region and almost all months in Reykjanes peninsula, West Iceland/ West Fjords and South Iceland. Occupancy rates in 2013 and 2014 were highest in July and August in all regions. Off-peak, occupancy fell below 25% in many regions outside of the Capital Region and Reykjanes.

	Capital Region		Reykjanes peninsula		West Westfjords		North		East		South	
	'13	'14	'13	'14	'13	'14	'13	'14	'13	'14	'13	'14
J	49	62	27	32	11	11	12	10	7	10	10	15
F	78	87	36	49	28	20	19	19	17	14	27	27
M	80	93	45	43	28	24	24	18	23	22	28	28
A	68	76	37	47	17	17	17	22	16	15	23	27
M	71	76	48	56	25	31	33	28	31	31	27	30
J	77	78	62	77	52	59	53	51	67	66	53	53
J	88	90	98	89	79	84	81	78	94	94	83	80
A	82	88	86	96	65	80	66	71	82	88	68	75
S	71	82	57	59	31	44	37	40	35	34	38	40
O	72	81	47	52	19	23	27	24	19	14	28	31
N	73	82	32	39	14	16	14	14	11	8	19	21
D	62	67	34	34	9	9	11	15	9	3	18	17

>75%	50-75%	25-50%	<25%

Room occupancy in year-round hotels and guesthouses has been by far the highest in the Capital Region yearly since 2000.

OCCUPANCY RATE BY REGION 2000-2014 (%)



GUEST NIGHTS BY TYPE OF ACCOMODATION

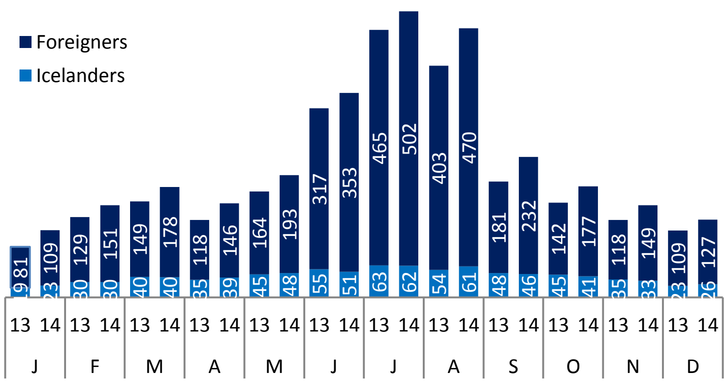
GUEST NIGHTS IN HOTELS AND GUESTHOUSES

In 2014, the total number of guest nights in hotels and guesthouses was just less than 3.3 million, i.e. 14.6% more than in 2013. Foreigners accounted for 84.8% of total guest nights in 2014. Guest nights spent by foreigners increased proportionally more between 2013 and 2014 than guest nights spent by Icelanders.

	2013		2014		Increase
	Number	%	Number	%	2013-14
Foreigners	2,374,231	82.8%	2,787,254	84.8%	17.4%
Icelanders	493,207	17.2%	499,907	15.2%	1.4%
Total	**2,867,438**	**100**	**3,287,161**	**100**	**14.6%**

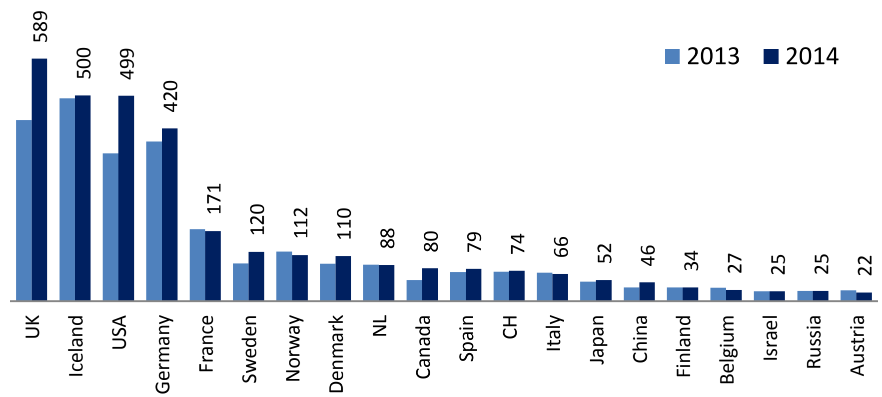
Guest nights in hotels and guest houses increased every month in 2014 as compared to the previous year. The proportional distribution of guest nights across the seasons was similar in 2013 and 2014, i.e. just under half in the summer, just over a quarter in spring and autumn and a fifth in winter. Seasonal fluctuations applied to a lesser extent to Icelanders.

OVERNIGHT STAYS IN HOTELS AND GUESTHOUSES 2014/13 ('000)



Twenty nationalities accounted for 95% of guest nights in hotels and guesthouses in 2014. The British, Icelanders, Americans and Germans were by far the most numerous.

GUEST NIGHTS ('000) BY NATIONALITY



OTHER ACCOMMODATION ('000)

Guest nights in accommodation other than hotels and guest houses were 2.2 million in 2014, an increase of 31.2% on 2013. Most were in campsites (43%), apartments (18.7%) and hostels (17.1%). Foreigner guest nights accounted for 73.4% of the total number of guest nights in other accommodation. This is 41% greater than in 2013, with the biggest growth appearing in foreigner guest nights in campsites, private home accommodation and apartments.

	Foreigners		Icelanders		Total	
	'13	´14	'13	´14	'13	´14
Camping sites	323	531	365	415	688	946
Apartments	265	362	31	49	296	411
Youth hostels	276	339	23	37	299	376
Holiday centres	131	170	48	38	179	208
Private home acc.	98	149	24	26	123	175
Lodges/sleeping-bag	54	66	40	20	94	86
Total	**1,147**	**1,617**	**531**	**585**	**1,679**	**2,202**

INTERNATIONAL VISITORS IN ICELAND 2013-14

The Icelandic Tourist Board has for many years conducted surveys of foreign tourists focusing on gaining an insight into what tourism markets visit Iceland, what attracts people to Iceland, what tourists are looking for, what their tourism behaviour is, how much they spend and what their attitudes are. The last survey was conducted by Maskína between October 2013 and August 2014; some of the findings are set out below.

	WINTER	SUMMER
GENDER OF RESPONDENTS		
Female	57.3%	50.9%
Male	42.7%	49.1%
AGE (average age)	40,7 yrs	39,5 yrs
34 years and younger	43.5%	47.0%
35-54 years	35.2%	33.4%
55 years and older	21.4%	19.6%
LEVEL OF TOTAL HOUSEHOLD INCOME		
Low/low average	13.9%	11.4%
Average	39.3%	41.1%
High average/high	46.8%	47.5%
RESPONDENTS BY MARKET		
Nordic countries	14.6%	21.0%
United Kingdom	33.4%	10.3%
Central/South Europe	16.1%	32.5%
North America	25.2%	27.5%
Other	12.9%	8.8%
PURPOSE OF VISIT		
Vacation/holiday	86.3%	82.7%
Conference/meeting	10.4%	9.9%
Visiting friends and relatives	6.2%	6.7%
Event in Iceland	2.9%	6.6%
Business/employment	2.8%	4.5%
Study/research	3.6%	4.4%

SOME FINDINGS FROM THE ICELAND TOURIST BOARD SURVEY

- Iceland attracts mostly prosperous individuals who are well employed and are interested in nature.
- A trip to Iceland can involve a long decision-making process, but most book their trip with short notice.
- Most get the idea of travelling to Iceland from a general interest in nature and the country and from friends and relatives.
- The Internet is by far the most useful information source for foreign tourists.
- While nature is the main pull factor to Iceland, Icelandic culture seems to be gaining ground.
- When choosing a tour operator, having quality certification is a very important factor.
- The vast majority of visitors to Iceland are on holiday.
- More come on package holidays in the winter than in the summer.
- Travellers stays during winter are more commonly in the south-west of Iceland. In the summer, however, more than half of guest nights are spent outside of the Capital Region and Reykjanes peninsula.
- Foreign travellers use nature-related recreation activities extensively and rate such activities highly.
- The south of Iceland is the area outside the south-west corner that most travellers visit.
- The vast majority of trips to Iceland meet expectations, and many intend to visit Iceland again.

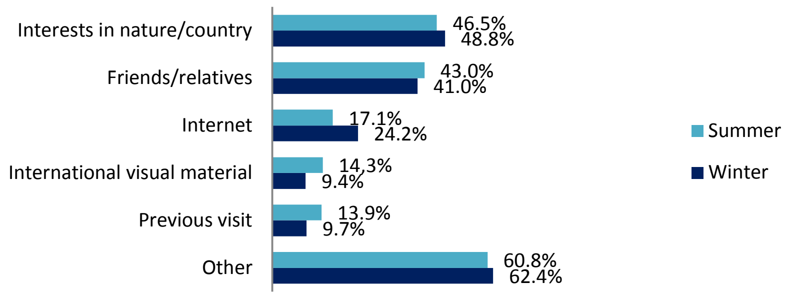
See survey on the ITB website. It consists of 104 questions on why Iceland was chosen, visitor travel behaviour, expenses and spending habits and attitudes to various aspects of Icelandic tourist services.

- DECISION-MAKING PROCESS

IDEA FOR THE TRIP AND BOOKING

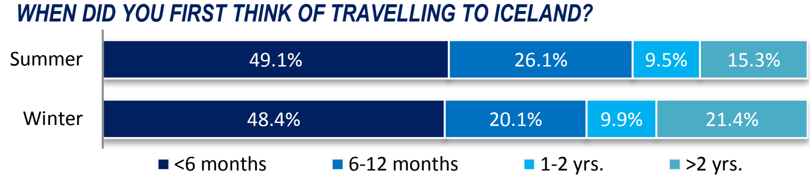
As in previous Tourist Board surveys, most visitors mention nature, the country, friends and relatives when asked why they decided to come to Iceland.

WHEN DID YOU GET THE IDEA OF COMING TO ICELAND?

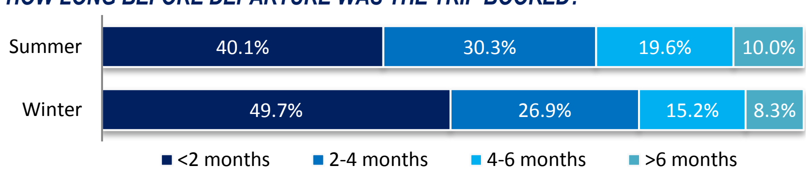


Around half of all visitors got the idea for a trip to Iceland within six months of travelling. In winter, the time elapsing between booking and departure was less than two months in half of all cases, and 40% in summer.

WHEN DID YOU FIRST THINK OF TRAVELLING TO ICELAND?



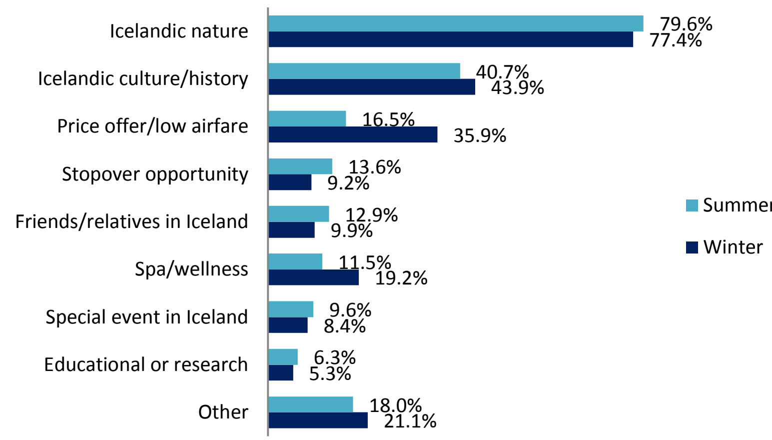
HOW LONG BEFORE DEPARTURE WAS THE TRIP BOOKED?



INFLUENCING FACTORS

A large majority of both winter and summer visitors said that nature had influenced their decision to come to Iceland. Many also mention Icelandic culture, history and reasonable deals.

WHICH OF THE FOLLOWING FACTORS HAD A MAJOR IMPACT ON YOUR DECISION TO VISIT ICELAND?



Those mentioning nature as an influencing factor were asked what specifically it was about nature that attracted them. Many things were mentioned:

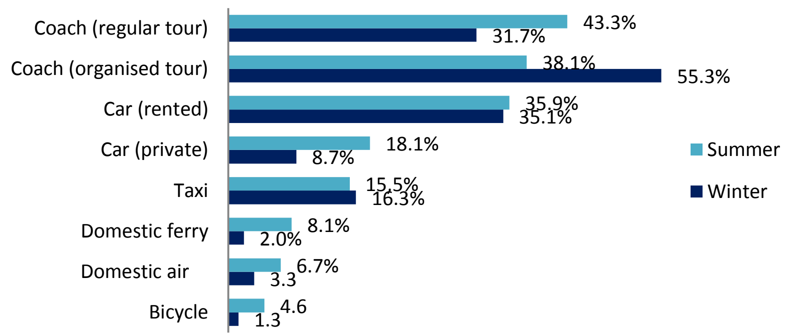
	Winter	Summer
Beautiful/unspoilt/untouched/landscape/scenery/wilderness	34.4%	51.3%
Uniqueness/different/diversity	27.7%	34.0%
Volcanos/lava	22.6%	24.6%
Glaciers	14.9%	15.1%
Geothermal/hot springs	7.6%	13.6%
Clean/calm	3.3%	9.9%
Waterfalls	8.6%	8.7%
Flora and fauna	3.9%	6.8%
Geology/geohistory/geophysics etc.	6.2%	6.0%

- MEANS OF TRAVEL AND ACCOMMODATION

MEANS OF TRAVEL

Tour coaches were used extensively during the winter season. Rather larger proportion used scheduled coaches during the summer than in the winter. Rental cars were used to the same extent in summer and winter.

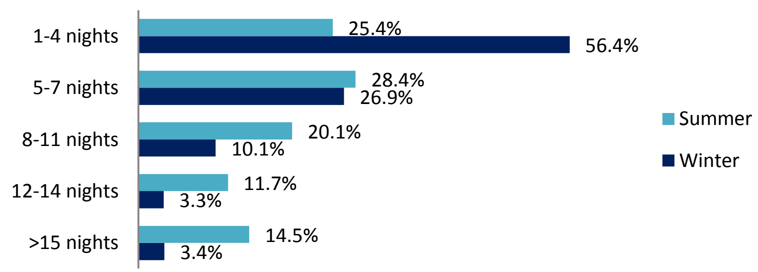
WHAT MEANS OF TRANSPORT WAS USED IN ICELAND?



LENGTH OF STAY

Foreign visitors stayed on average six nights in Iceland during winter 2013-14 and ten nights during summer 2014. Just more than half of all winter visitors stayed four nights or fewer, while just more than half of all summer visitors spent seven nights or fewer.

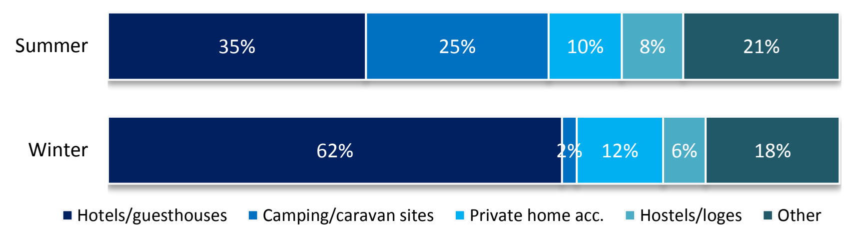
HOW MANY NIGHTS WERE SPENT IN ICELAND?



GUEST NIGHTS BY TYPE OF ACCOMMODATION AND REGION

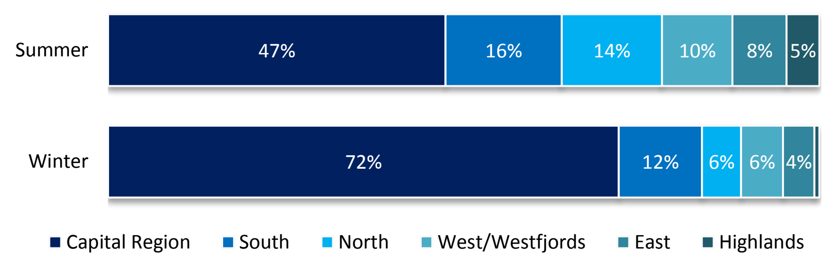
Summer visitors spent just over a third of their guest nights in hotels and guest houses, around a quarter in campsites, some 10% in hostels or cabins and about a quarter in other types of accommodation. Most winter visitors, however, stayed in hotels and guest houses.

OVERNIGHT STAYS BY TYPE OF ACCOMMODATION

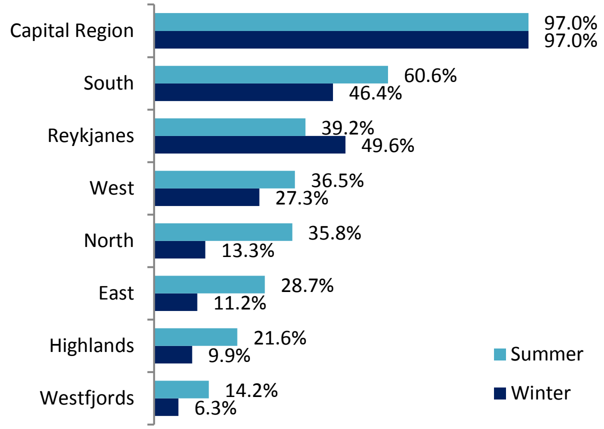


Around 72% of guest nights in the winter were spent in the Capital Region and Reykjanes peninsula and just less than half in the summer.

OVERNIGHT STAYS BY REGION



TO WHAT REGIONS AND PLACES DID VISITORS TRAVEL



MOST VISITED LOCATIONS

Of the 39 locations specifically mentioned in the survey carried out by the Tourist Board, the following were most visited.

Winter:	
1. Capital Region	97.0%
2. Geysir/Gullfoss	41.4%
3. Blue lagoon	40.6%
4. Þingvellir	32.6%
5. Vík	30.6%
6. Skógar	27.3%
7. Reykjanesbær	21.1%
8. Skaftafell/Jökulsárlón	20.6%
9. Snæfellsnes National Park	16.7%
10. Reykjanes lighthouse & surr.	15.7%

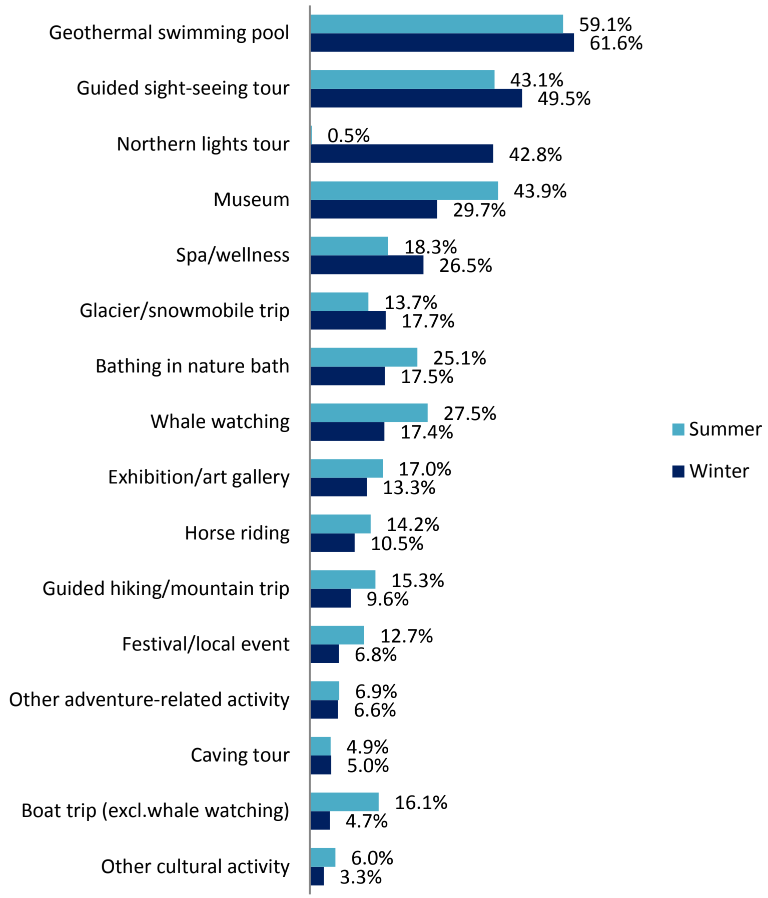
Summer:	
1. Capital Region	97.0%
2. Geysir/Gullfoss	59.4%
3. Þingvellir	50.4%
4. Vík	47.4%
5. Skógar	43.6%
6. Jökulsárlón (glacier lagoon)	42.3%
7. Skaftafell	40.3%
8. Akureyri	36.2%
9. Mývatn	34.0%
10. Blue lagoon	31.5%

		Winter	Summer
Capital Region / Reykjanes peninsula	Capital Region	97.0	97.0
	Reykjanesbær	21.1	17.4
	Reykjanes lighthouse & surr.	15.7	12.3
	Blue lagoon	40.6	31.5
West	Snæfellsnes National Park	16.7	27.1
	Borgarfjörður	12.8	23.7
	Stykkishólmur/Breiðafjörður-islands	6.1	15.6
	Búðardalur/Dalir	3.8	11.1
Westfjords	Ísafjörður	2.5	10.1
	Hólmavík/Strandir	2.9	9.4
	Látrabjarg	1.4	7.4
	Arnarfjörður/Dynjandi	1.3	6.9
North	Akureyri	10.9	36.2
	Mývatn	10.1	34.0
	Húsavík	5.8	25.9
	Ásbyrgi/Dettifoss	5.9	26.3
	Skagafjörður	5.5	17.2
	Hvammstangi/Hvítserkur	4.2	11.2
	Melrakkaslétta/Þórshöfn	0.8	5.2
East	Egilsstaðir/Hallormsstaður	6.6	22.9
	Seyðisfjörður	5.1	19.8
	Dúpivogur	4.2	14.9
	Neskaupsstaður/Norðfjörður	2.6	9.6
	Borgarfjörður eystri	2.2	9.1
South	Geysir/Gullfoss	41.4	59.4
	Þingvellir	32.6	50.4
	Vík	30.3	47.4
	Jökulsárlón (glacier lagoon)	20.6	42.3
	Skógar	27.3	43.6
	Skaftafell	20.6	40.3
	Hornafjörður	7.2	16.0
	Eyrarbakki	7.9	13.0
	Westmann-Islands	3.2	8.2
Highlands	Landmannalaugar	2.4	15.0
	Þórsmörk	9.9	24.1
	Kjölur/Hveravellir	2.5	9.9
	Kárahnjúkar/Snæfell	0.5	1.8
	Sprengisandur	1.3	4.2
	Herðubreiðalindir/Askja	0.5	3.6

- RECREATIONAL ACTIVITIES

Many people paid for swimming, guided tours, bathing in nature baths, whale watching, museums, and spa and wellness activities. Very many paid for Northern lights trips in the winter.

WHAT RECREATIONAL ACTIVITIES WERE PAID FOR?



NUMBER OF VISITS

The vast majority availed themselves of the recreational activities they had paid for once to twice.

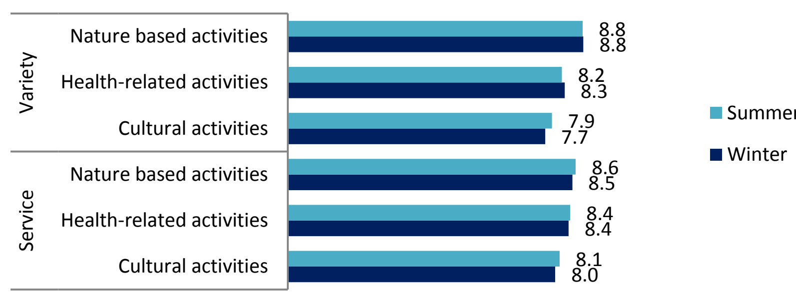
HOW OFTEN WAS THE RECREATIONAL ACTIVITY PAID FOR ACTUALLY USED?

	Winter	Summer
Geothermal swimming pool	1.34	1.90
Guided sight-seeing tour	1.50	1.77
Northern lights tour	1.30	1.08
Museum	1.66	1.94
Spa/wellness	1.14	1.30
Glacier / snowmobile trip	1.04	1.10
Bathing in nature bath	1.31	1.61
Whale watching	1.03	1.08
Exhibition / art gallery	1.37	1.56
Horse riding	1.21	1.75
Guided hiking / mountain trip	1.36	1.89
Festival / local event	1.77	1.28
Other adventure-related activity	1.35	1.90
Caving tour	1.07	1.03
Boat trip (other than whale watching)	1.07	1.11
Other cultural activity	1.46	1.34

RATING FOR RECREATIONAL ACTIVITIES

Nature-related recreational activities received the best ratings in terms of diversiy and service.

(SCORES FROM 0-10)

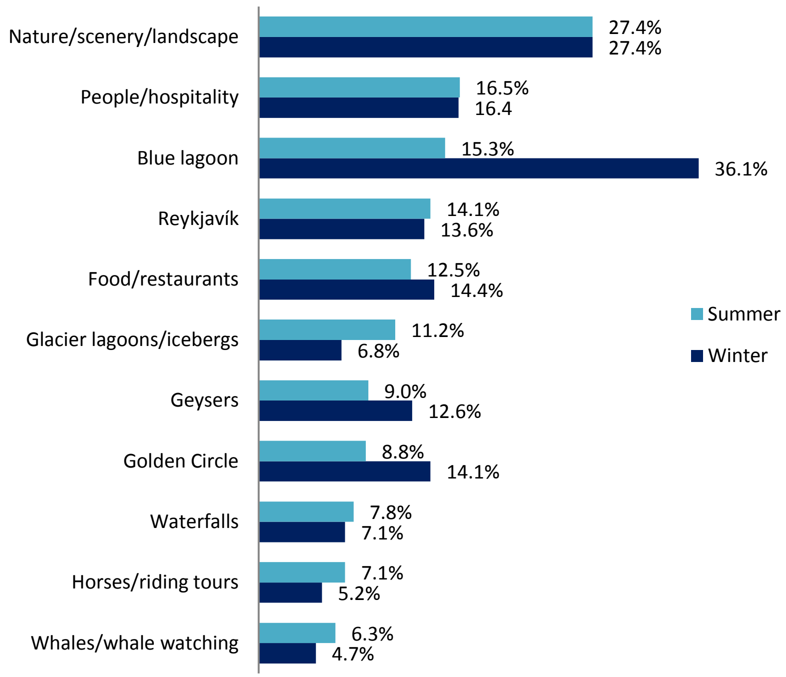


- SUBJECTIVE ASSESSMENT

MOST MEMORABLE ASPECT OF VISIT (%)

The vast majority of winter and summer visitors mentioned nature-related aspects, specific locations or nature-related recreational activities when asked what had been most memorable about Iceland. Many also mentioned the people, generous hospitality, the food and the restaurants.

WHAT WAS THE MOST MEMORABLE THING ABOUT YOUR ICELAND TRIP?



WHERE ARE ICELAND'S STRENGTHS IN THE TOURIST INDUSTRY

International visitors were of the opinion that Iceland's strengths as a tourist destination are its nature, its people, hospitality and the diversity of activities on offer.

	Winter	Summer
Nature/scenery/landscape	62.7%	62.7%
People/hospitality	31.2%	26.5%
Activities/lot to do and see	17.7%	14.8%
Museums/exhibitions	9.2%	8.9%
Service/quality	7.2%	7.7%
English widely spoken/other languages spoken	5.1%	7.7%
Accessibility/simplicity/infrastructure	5.8%	7.1%
Information/signs/info-centers	3.9%	7.0%
Food/restaurants	7.8%	5.9%
Tour service/excursions/guides	7.0%	5.6%
Public transport	4.7%	4.7%
Unique/exotic/exclusive	6.4%	4.3%
Not crowded/solitude/not too touristic	1.6%	4.2%
Unspoiled nature	2.1%	4.0%
Organisation/professionalism	5.9%	3.9%
Clean air/cleanliness of country	3.4%	3.7%
Swimming pools/nature baths/spas	5.2%	3.7%
Closeness/country's location	3.1%	3.2%
Geysers/geothermal activity	2.5%	2.7%
Accommodation	1.1%	2.3%
Reykjavík	1.9%	1.9%
Safety	1.9%	1.9%
Relax/peace and quiet/atmosphere	1.6%	1.8%
Fauna/flora	0.9%	1.8%
Horses/riding tours	0.6%	1.6%
Marketing/publicity	0.9%	1.1%
Prices	2.7%	1.1%
Airline	1.0%	1.0%

TRAVELS OF ICELANDERS 2014/2013

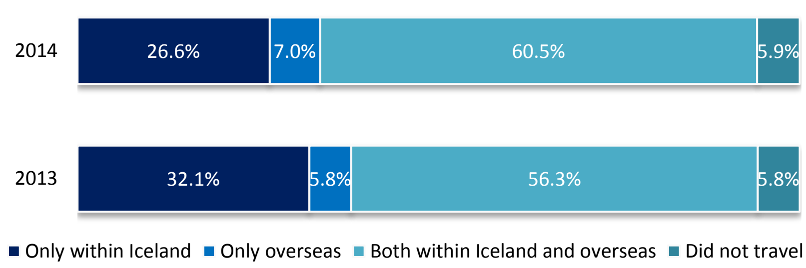
The Icelandic Tourist Board has for many years conducted surveys among Icelanders on their domestic and international travels. An Internet survey on the travels of Icelanders in 2014 carried out in January 2015 was based on a 1600-person sample. The response proportion was 62.1%. The results were processed according to several demographic categories: gender, age, residence, education, employment, income and length of stay.

GENDER	2013	2014
Female	47.9%	47.1%
Male	52.1%	52.9%
AGE		
18-39 years	47.5%	47.0%
40-59 years	35.0%	39.6%
60-80 years	17.5%	13.4%
RESIDENCY		
Capital Region	62.5%	62.3%
Communities near the Capital Region	13.8%	14.0%
Rest of Iceland	23.7%	23.7%
HOUSEHOLD INCOME (ISK)		
Under 250,000	15.4%	13.6%
250,000-399,000	16.9%	17.4%
400,000-599,000	21.9%	21.3%
600,000-799,000	19.2%	17.0%
800,000 and higher	26.6%	30.6%
JOB		
Managers and experts	30.1%	27.9%
Technicians and office workers	13.1%	13.4%
Waiters and shop assistants	12.5%	12.2%
Tradesmen & industrial specialists	7.0%	8.2%
Machinists/workers/seamen/farmers	9.3%	8.6%
Students	16.9%	14.7%
Not employed outside the home	11.1%	15.0%

TRIPS UNDERTAKEN IN ICELAND OR OVERSEAS 2014

Nearly nine of ten Icelanders travelled in Iceland in 2014, a similar proportion as the year before. Around three-quarters went abroad, slightly more than in 2013.

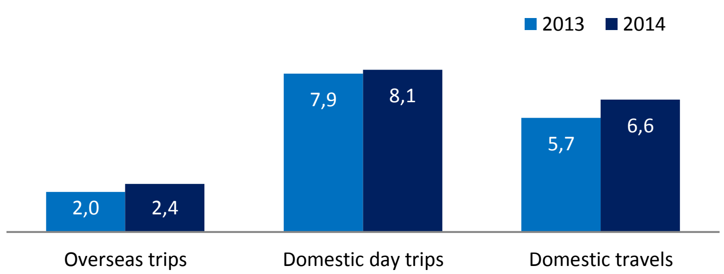
TRAVELS IN ICELAND OR ABROAD



NUMBER OF TRIPS

Those taking a foreign holiday in 2014 went on average 2.4 times, rather more than the year before. Those taking domestic day-trips in 2014 went on average 8.1 times, the same amount as in 2013. Those taking domestic trips away from home with at least one overnight stay took on average 6.6 such trips, rather more than in 2013.

NUMBER OF TRIPS TAKEN

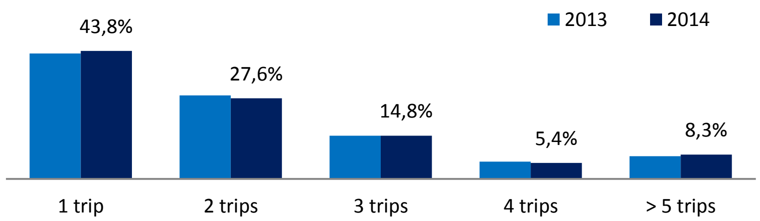


- OVERSEAS TRIPS

NUMBER OF TRIPS AND LENGTH OF STAY

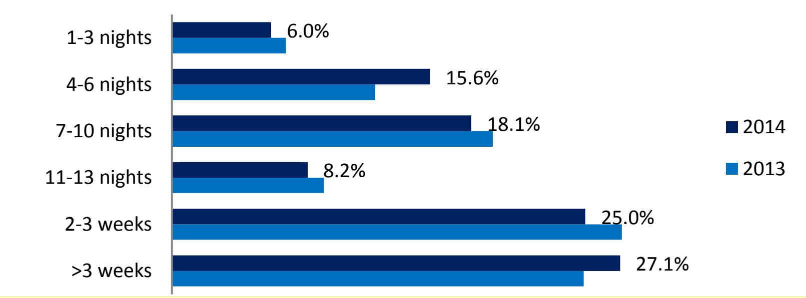
Some 67% took a foreign holiday in 2014, on average 2.4 times. Most, or 43.8% went on one trip, 27.6% took two trips and 28.5% took three or more trips.

HOW MANY OVERSEAS TRIPS WERE TAKEN?



The average length of stay for overseas trips was 17.4 nights[1] in 2014, i.e. the same as in 2013. A fifth of travellers stayed less than a week, around a quarter 1–2 weeks, a quarter 2–3 weeks and just over a quarter more than three weeks.

HOW MANY NIGHTS WERE SPENT OVERSEAS?

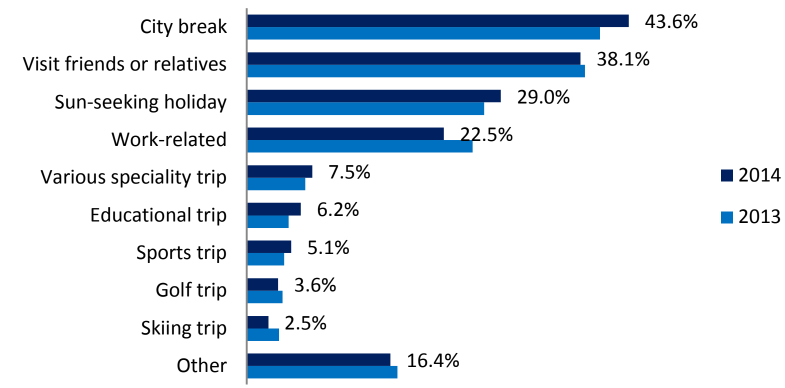


[1]*Those staying longer than 100 nights were not included in the data.*

WHAT KIND OF TRIP AND WHERE?

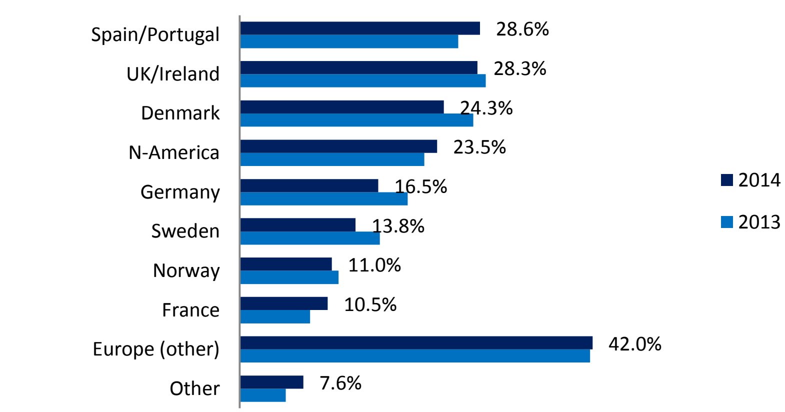
The majority went on a city or town break overseas, a visit to friends or relatives, sun-seeking holidays and a work-related trip in 2014.

WHAT KIND OF OVERSEAS TRIP WAS TAKEN?



Travels of Icelanders in 2014 were largely limited to Scandinavia, the UK, Spain, Portugal, N-America, Germany and France.

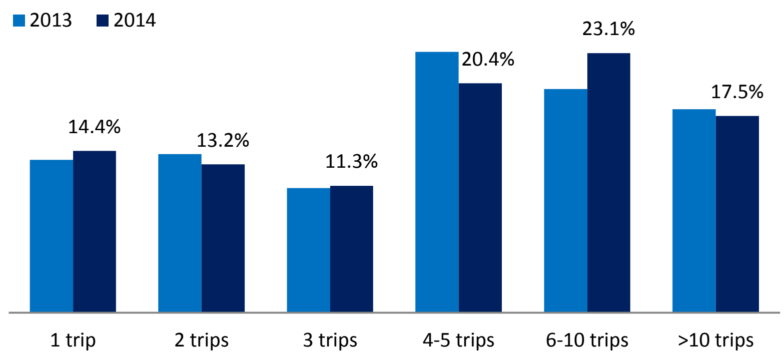
WHICH COUNTRIES WERE VISITED?



- DOMESTIC DAY TRIPS[1]

Some 65% took a day-trip in 2014, on average 8.1 times. Just more than a quarter went on 1–2 trips, just less than a third on 3–5 trips, and two out of every five on six or more.

HOW MANY DAY-TRIPS WERE TAKEN?



Most day-trips were to South Iceland, followed by West Iceland, Reykjanes, Greater Reykjavík and North Iceland.

WHERE WERE DAY-TRIPS TAKEN IN 2014?

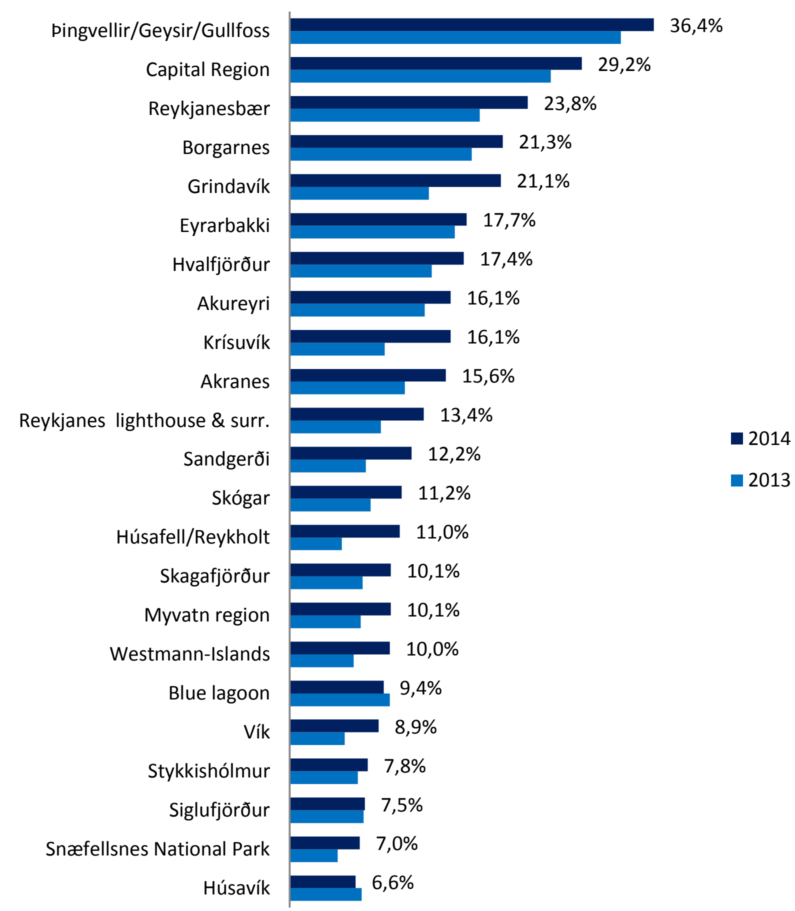
	Took a day trip	Average no. of day trips
South	60.0%	4.7
West	33.9%	3.5
Reykjanes peninsula	32.5%	4.9
Capital Region	29.2%	8.2
North	25.2%	4.6
East	7.2%	4.2
Highlands	6.0%	3.9
Westfjords	4.7%	4.0

[1]*Recreational trip lasting at least 5 hours and spent away from the home without staying overnight.*

LOCATIONS VISITED ON DAY TRIPS IN 2014

Of the 54 locations asked about in various part of Iceland, the following were most often visited.

WHICH AREAS/PLACES WERE VISITED ON DAY-TRIPS?

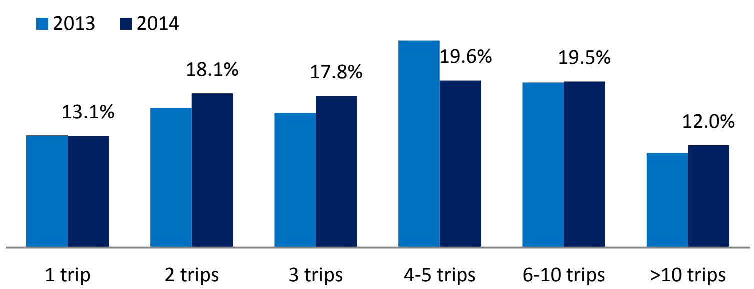


- DOMESTIC TRAVELS[1]

LENGTH OF STAY IN ICELAND

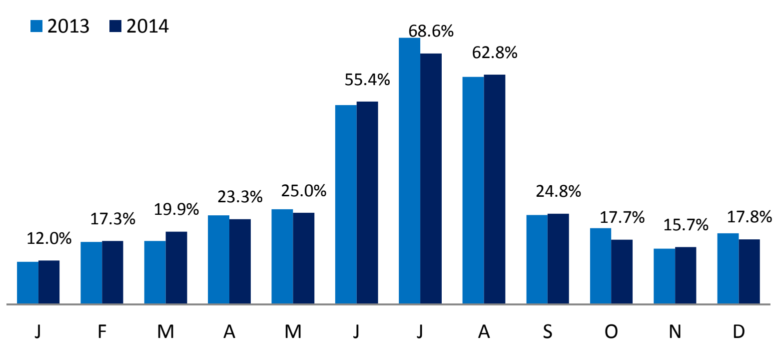
Almost 90% travelled domestically in 2014, on average 6.6 times. Just less than a third went on 1–2 trips, just over a third on 3–5 trips and just under a third on six or more.

HOW MANY TRIPS WERE TAKEN?



July was the most popular month for trips in 2014, closely followed by August and June. Fewer travelled at other times.

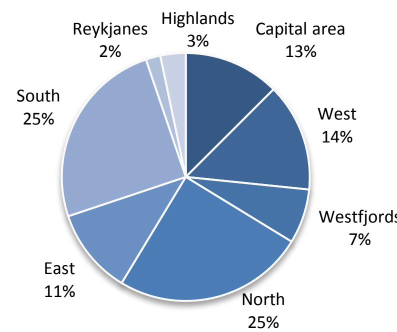
IN WHICH MONTH WAS THE TRIP TAKEN?



[1]*Travel away from home and staying away for one or more nights.*

OVERNIGHT STAYS BY REGION

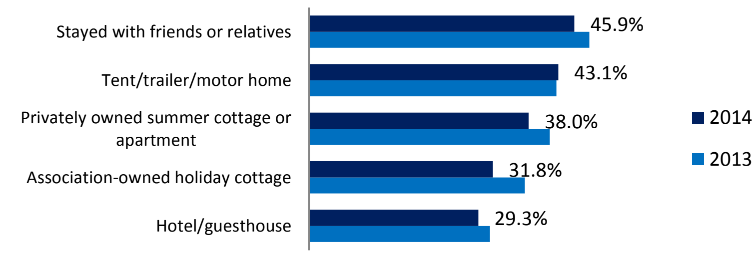
The average length of stay for domestic trips was 15.7 nights in 2014, i.e. the same as in 2013. Just more than a quarter of travellers stayed less than a week, just more than a quarter 1–2 weeks, around a fifth 2–3 weeks and a fifth three weeks or more. The findings on length of stay by region show that around half of guest nights were spent in South Iceland and North Iceland in 2014, similar to 2013.



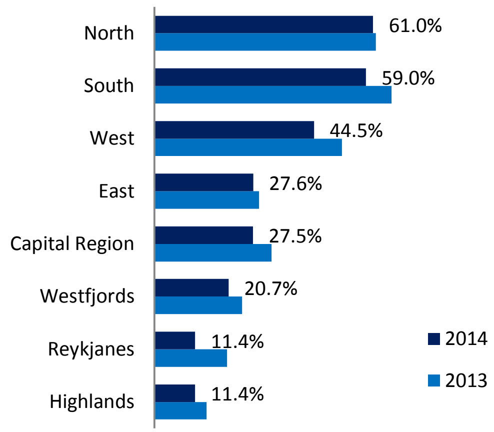
ACCOMMODATION OPTIONS USED DURING TRAVEL

The majority stayed with friends or relatives, in a tent, trailer tent or motor home and in summer cottages or privately owned apartments. Stays in cottages or apartments owned by associations were also extensively used, while hotel and guesthouses came thereafter. Other forms of accommodation were less used.

WHAT ACCOMMODATION WAS USED WHEN TRAVELLING?



REGIONS AND PLACES VISITED BY ICELANDERS



MOST VISITED DESTINATIONS

Of the 54 locations specifically mentioned in the survey carried out by the Tourist Board, the following were most visited in 2014:

1.	Akureyri	49.6%
2.	Capital Region	27.5%
3.	Þingvellir/Geysir/Gullfoss	25.1%
4.	Borgarnes	23.6%
5.	Skagafjörður	20.5%
6.	Egilsstaðir/Hallormsstaður	20.3%
7.	Húsavík	18.4%
8.	Mývatnssveit	17.8%
9.	Siglufjörður	16.9%
10.	Westmann-Islands	14.2%

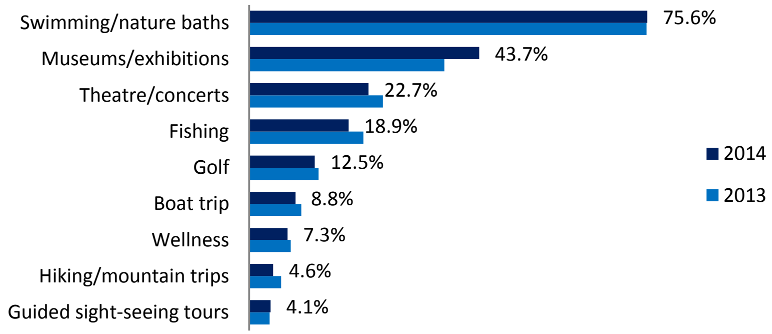
	2013	2014
Reykjanes peninsula	**20.3%**	**11.4%**
Reykjanesbær	13.9	8.9
Grindavík	9.1	5.1
Krísuvík	5.9	1.9
Bláa lónið	5.7	2.6
Sandgerði	5.6	2.6
Reykjanes lighthouse&surr.	5.0	2.3
West	**52.3%**	**44.5%**
Borgarnes	33.9	23.6
Hvalfjörður	20.0	12.7
Akranes	16.3	10.6
Húsafell/Reykholt	15.3	12.2
Stykkishólmur	13.0	13.1
Dalir	11.4	10.8
Snæfellsnes National Park	10.7	9.5
Westfjords	**24.5%**	**20.7%**
Ísafjörður	13.4	11.2
Hólmavík/Strandir	10.6	9.0
Patreksfjörður	8.3	7.1
Látrabjarg	4.4	3.1
Hrafnseyri	3.5	2.2
Djúpavík	3.3	3.4
Hornstrandir	2.9	1.9
Flatey á Breiðafirði	1.7	1.7
North	**61.8%**	**61.0%**
Akureyri	49.6	49.6
Skagafjörður	22.5	20.5
Mývatnssveit	21.3	17.8
Húsavík	17.6	18.4
Siglufjörður	16.8	16.9
Ásbyrgi	11.0	8.8
Dettifoss	9.9	7.0
Hvammstangi	8.8	7.7
Þórshöfn	4.5	3.8

	2013	2014
East	**29.2%**	**27.6%**
Egilsstaðir/Hallormsstaður	21.6	20.3
Djúpivogur	11.0	9.0
Seyðisfjörður	9.9	8.9
Eskifjörður	9.7	9.3
Stöðvarfjörður	6.8	7.2
Borgarfjörður eystri	5.3	5.4
Vopnafjörður	4.5	4.8
South	**66.1%**	**59.0%**
Þingvellir/Geysir/Gullfoss	30.1	25.1
Vík	19.1	13.4
Kirkjubæjarklaustur	17.3	13.1
Jökulsárlón-Glacier lagoon	16.3	10.9
Skógar	15.1	12.6
Hornafjörður	14.3	11.7
Eyrarbakki	13.8	11.7
Westmann-Islands	12.2	14.2
Skaftafell	11.4	8.0
Þórsmörk	7.5	5.5
Highlands	**14.6%**	**11.4%**
Landmannalaugar	4.9	4.3
Kjölur (incl. Hveravellir)	4.1	2.8
Sprengisandur	3.2	2.9
Kárahnjúkar	2.2	1.9
Herðubreiðalindir/Askja	1.5	1.6
Kverkfjöll	0.9	0.9
Lakagígar	0.2	0.4

RECREATIONAL ACTIVITIES

The most popular recreational activities paid for on trips in 2014 were: swimming and nature baths, museums and exhibitions, concerts and theatre, fishing and golf. Other recreational options, such as boat trips, wellness programmes, various sightseeing tours, whale watching, horse riding tours and snowmobile trips were used to a lesser extent.

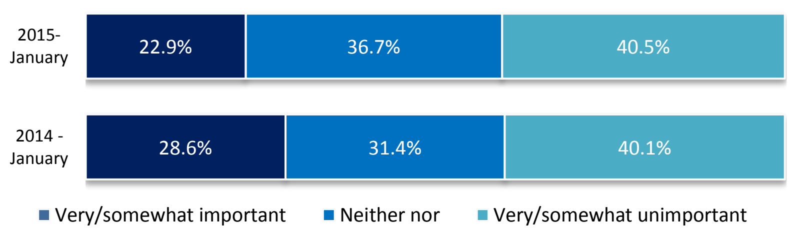
WHAT RECREATIONAL ACTIVITIES WERE PAID FOR WHEN TRAVELLING?



QUALITY AWARENESS

More than a fifth of respondents to the 2015 questionnaire were of the opinion that a recognised quality certification was a rather important or very important factor when it came to choosing a tour operator. This is considerably lower than in the 2014 questionnaire.

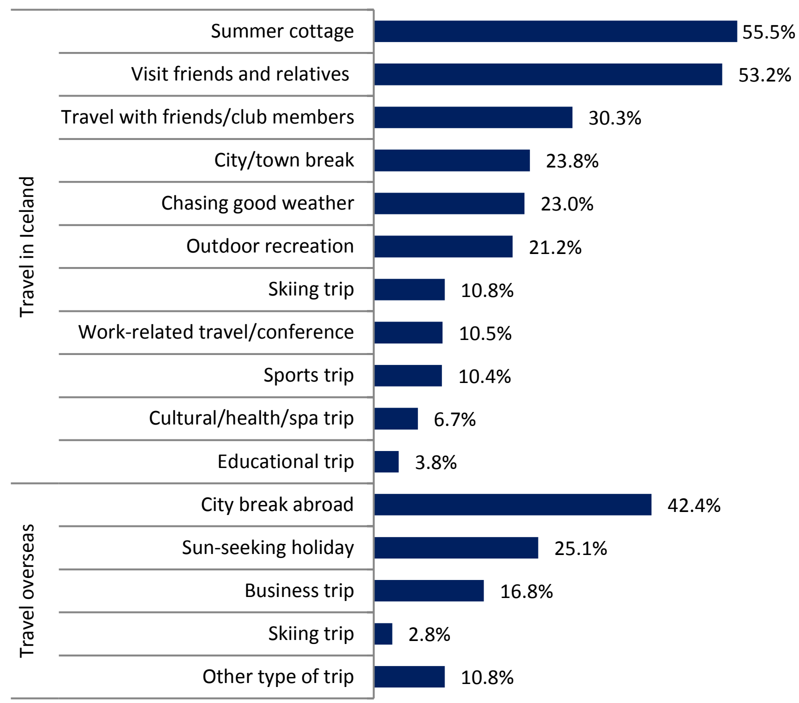
TO WHAT EXTENT DOES HAVING QUALITY CERTIFICATION INFLUENCE YOUR CHOICE OF TOUR OPERATOR?



TYPE OF TRIPS PLANNED FOR 2015

Around 90% of Icelanders said they have plans for travel in 2015. Of these, 55% say they intend to spend time in summer cottage in Iceland, 53% intend to visit friends or family, 42% intend to take a city break overseas, 30% intend to travel in Iceland with a group of friends or with a club, 25% on sun-seeking holidays, 24% intend to take a city or town break in Iceland, 21% plan an outdoors recreation trip of some form in Iceland while 23% are simply going to look for the best weather.

WHAT KIND OF TRIPS ARE PLANNED FOR 2015?



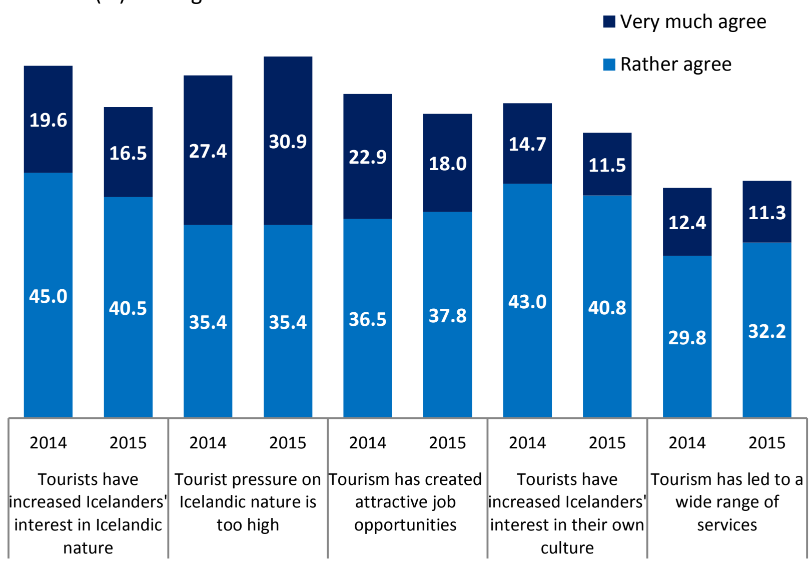
-SUBJECTIVE ASSESSMENT

EFFECTS OF TOURISM AND FOREIGN TRAVELLERS

More were of the opinion in January 2015 that the pressure put by tourists on Icelandic nature was excessive than at the same time in 2014. Far fewer were of the opinion in 2015 that tourists had increased Icelanders' interest in their own nature and culture. Fewer were of the opinion in 2015 that tourism had created attractive job opportunities at home. The same proportion as last year considered that tourism had led to a wider range of services than would otherwise have been available.

ASSESSMENT OF THE EFFECTS OF TOURISM

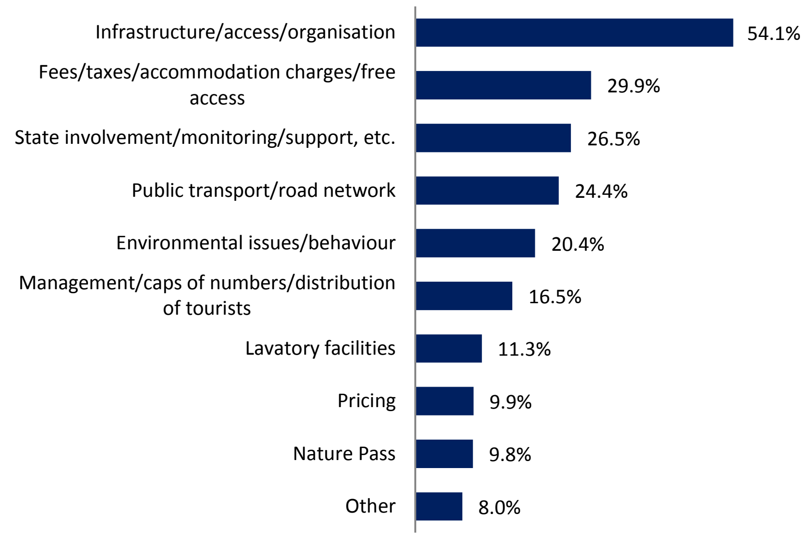
-those (%) who agreed with the statements



TOURISM DEVELOPMENT

Just more than a fifth of respondents are of the opinion that development in the tourism industry should focus on developing infrastructure, organisation and improved infrastructure. Just less than a third considered fee-charging and tax issues important, just more than a quarter consider important various issues related to State involvement in tourism, monitoring, support, marketing and education, and a quarter consider important issues regarding the road network and public transport generally. Other factors include management of tourist numbers and distribution, lavatory facilities, pricing and the proposed "Nature Pass".

WHAT SHOULD THE STATE FOCUS ON TO PROMOTE DEVELOPMENT OF ICELANDIC TOURISM?



Survey among Icelanders may be found on ITB website.