

# TOURISM IN ICELAND IN FIGURES

## - APRIL 2020



### International visitors to Iceland through Keflavík Airport

#### Visitors in the period April 2019 – March 2020<sup>1</sup>

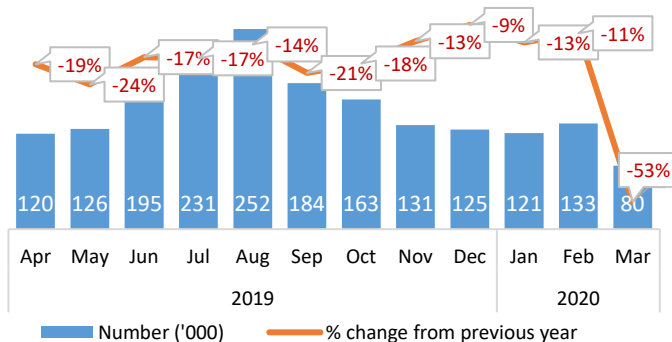
	% of visitors	Number	% change from the past 12 months*
<b>Total number of visitors</b>		<b>1,861,709</b>	<b>-18.8%</b>
<i>Top ten countries **</i>			
USA	22.7%	421,726	-38.1%
UK	13.1%	243,953	-15.8%
China***	7.0%	129,439	-4.1%
Germany	6.8%	127,495	-9.7%
France	5.2%	96,889	0.3%
Poland	5.0%	93,000	3.0%
Canada	3.4%	62,946	-36.6%
Spain	2.9%	54,904	-15.7%
Denmark	2.5%	46,089	-8.4%
Italy	2.3%	42,395	-13.5%

\*Comparison of the periods April-March 2018-2019/2019-2020.

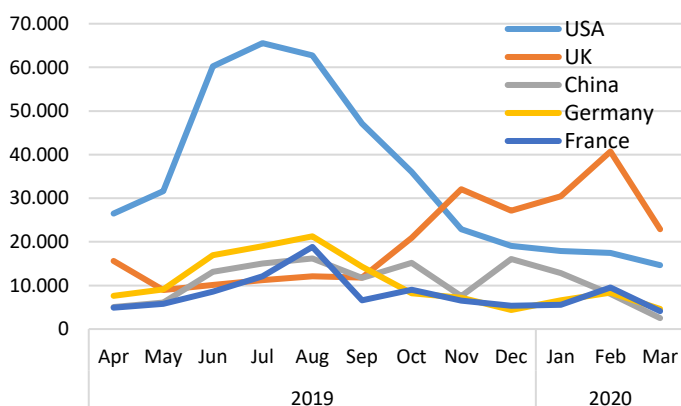
\*\*Top ten countries in total were 70.8%.

\*\*\*72% from mainland China, 17% from Taiwan and 11% Hong Kong.

#### Visitors by month<sup>1</sup>



#### Visitors by month – Top five\* countries<sup>1</sup>



\*Top five countries in total were 54.8%.

### Main purpose of visit to Iceland and length of stay

#### Purpose of visit April 2019 – March 2020<sup>2</sup>

	% of visitors	Number*	% change from the past 12 months**
Holiday	90.0%	1,675,538	3.4%
Visit friends/relatives	3.0%	55,851	-
Health related, education etc.	3.0%	55,851	-40.0%
Business related	3.0%	55,851	-
Temporary work	0.5%	9,309	-50.0%
Visit without an overnight stay	0.5%	9,309	-50.0%

\*Calculation based on visitor statistics at Keflavik Airport.

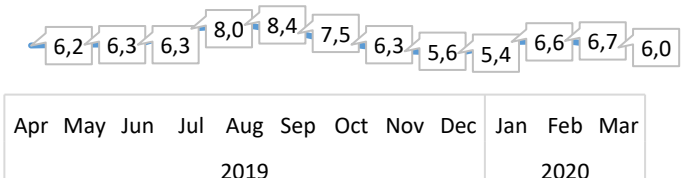
\*\* Comparison of the periods April-March 2018-2019/2019-2020.

#### Length of stay in Iceland April 2019 – March 2020<sup>2</sup>

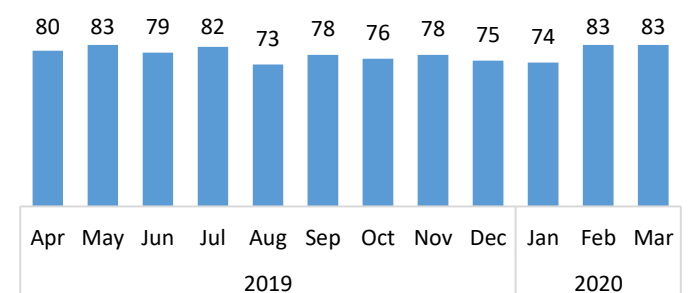
	Number of nights
<b>Average length of stay</b>	<b>6,7</b>
USA	5,7
United Kingdom	4,9
China	6,0
Germany	8,9
France	8,6
Poland	7,2
Canada	6,4
Spain	8,3
Denmark	6,4
Italy	8,3

\*Comparison of the periods April-March 2018-2019/2019-2020.

#### Average length of stay by months (nights)<sup>2</sup>



#### Visitors experience<sup>2</sup> – NPS scores<sup>3</sup>



## Overnight stays

### Overnight stays in registered accommodation (Apr.'19-Mar.'20)<sup>4</sup>

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>8,118,611</b>	<b>-4.5%</b>
Hotels	53.4%	4,331,473	-2.7%
Guesthouses	15.1%	1,228,773	-9.3%
Other accommodation	31.1%	2,558,365	-5.1%

\*Comparisons of the periods April-March 2018-19/2019-20.

\*\*Non-registered overnight stays were approximately 1.5 million.

### Overnight stays in hotels April 2019 - March<sup>4</sup>

	% of hotel guest nights	Number	% change from the past 12 months
<b>Total guest nights*</b>		<b>4,331,473</b>	<b>-2.7%</b>
1. USA	26.3%	1,139,592	-11.6%
2. United Kingdom	13.9%	599,930	-11.7%
3. Iceland	10.0%	432,514	-3.6%
4. Germany	8.1%	350,489	6.0%
5. China	6.9%	297,382	4.8%

\*Comparisons of the periods April-March 2018-19/2019-20.

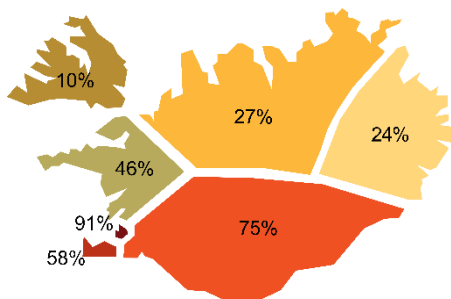
\*Five largest nationalities accounted for 65.1% of total guest nights in hotels.

### Room occupancy in hotels April 2019 - March 2020<sup>4</sup>

	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
Apr	49.2%	-9.6%	56.5%	-14.5%
May	55.7%	-4.5%	66.6%	4.2%
Jun	71.9%	-7.2%	77.6%	-6.7%
Jul	80.7%	-2.4%	80.1%	-5.0%
Aug	82.5%	-2.8%	85.1%	-1.4%
Sep	73.8%	-5.5%	78.6%	-4.0%
Oct	68.5%	-3.2%	77.5%	-3.5%
Nov	57.9%	0.7%	76.2%	-0.9%
Dec	51.4%	-3.6%	69.3%	-1.1%
Jan	49.4%	-1.6%	66.5%	0.5%
Feb	60.1%	-10.3%	79.4%	-5.1%
Mar	30.1%	-54.3%	38.2%	-52.1%

## International visitors by region and satisfaction

### Which regions were visited in 2019<sup>5</sup>



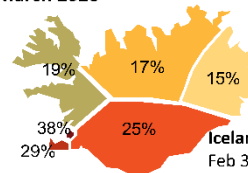
### Overall satisfaction by region 2019<sup>5</sup>

Average scores on five-point scale

South	4,82
North	4,68
West	4,51
Westfjords	4,48
Reykjavik	4,48
East	4,45
Reykjanes	4,37

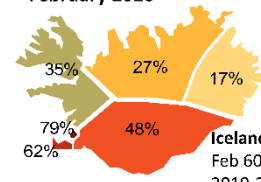
## Room occupancy in hotels by region<sup>4</sup>

### March 2020



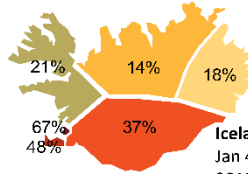
Iceland-total:  
Feb 30%  
2019-20 (-54%)

### February 2020



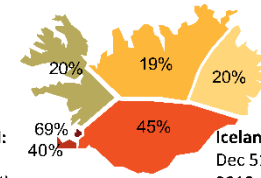
Iceland-total:  
Feb 60%  
2019-20 (-10%)

### January 2020



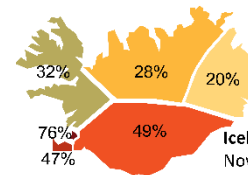
Iceland-total:  
Jan 49%  
2019-20 (-2%)

### December 2019



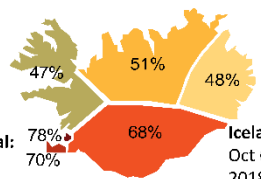
Iceland-total:  
Dec 51%  
2018-19 (-4%)

### November 2019



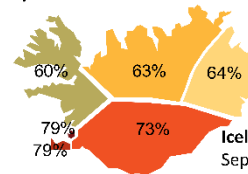
Iceland-total:  
Nov 58%  
2018-19 (1%)

### October 2019



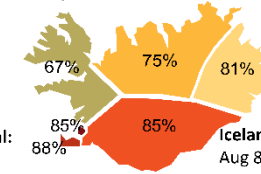
Iceland-total:  
Oct 69%  
2018-19 (-3%)

### September 2019



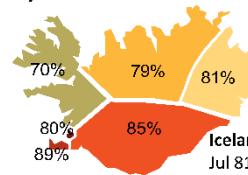
Iceland-total:  
Sep 74%  
2018-19 (-6%)

### August 2019



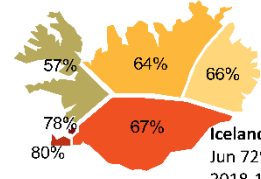
Iceland-total:  
Aug 83%  
2018-19 (-3%)

### July 2019



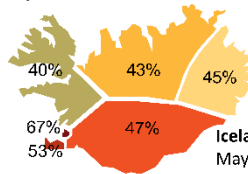
Iceland-total:  
Jul 81%  
2018-19 (-2%)

### June 2019



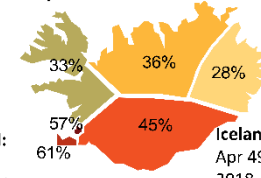
Iceland-total:  
Jun 72%  
2018-19 (-7%)

### May 2019



Iceland-total:  
May 56%  
2018-19 (-5%)

### April 2019



Iceland-total:  
Apr 49%  
2018-19 (-10%)

## Sources

<sup>1</sup>Icelandic Tourist Board and Isavia: Departure statistics at Keflavik Airport. The counting of passengers is done manually before they enter the departure area and the limitations of the methodology needs to be kept in mind when viewing the statistics. The counting covers all passengers going through the security check. From October 2019, the counting is based on a sampling method. Results from the frequent surveys of Isavia 2017-2018 indicate, that the combined percentage of self-connecting passengers and foreign citizens living in Iceland varies between seasons but has been measured between 5.3%-10.4%. [See Ferðamálastofa.](#)

<sup>2</sup>Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport.

<sup>3</sup>The NPS scores indicates the ratio between participants likely to recommend Iceland (as a destination) and those, not likely to do so.

<sup>4</sup>Statistics Iceland: Accommodation statistics 2018-20. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures.

<sup>5</sup>Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.

