

TOURISM IN ICELAND IN FIGURES

- JULY 2019



International visitors to Iceland through Keflavík Airport

Visitors in the period July 2018 - June 2019¹

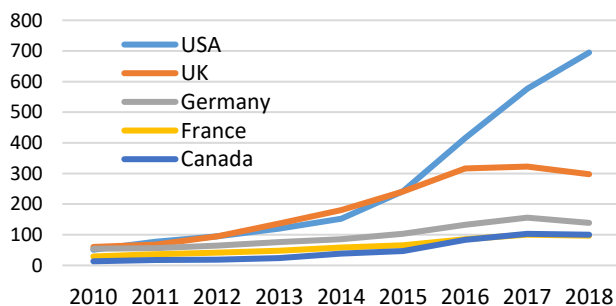
	% of visitors	Number	% change from the past 12 months*
Total number of visitors		2,188,315	-2.7%
<i>Top ten countries**</i>			
USA	28.3%	618,826	2.4%
UK	12.7%	278,270	-10.6%
Germany	6.3%	138,498	-7.8%
China	4.3%	93,829	12.6%
France	4.2%	91,750	-10.5%
Canada	4.1%	90,170	-10.1%
Poland	4.1%	89,683	5.7%
Spain	2.9%	63,175	0.2%
Denmark	2.3%	49,955	-7.0%
Italy	2.2%	48,533	9.7%

*Comparison of the periods July-June 2017-18/2018-19

**Top ten countries in total were 71.4%.

International visitors to Iceland 2010-2018

Top five countries ('000)¹



Visitors expenditure (see details in Appendix 1)

Total expenditure January - April 2019²

	% of total expenditure	ISK billions
Total expenditure		96,545
<i>Top ten countries*</i>		
USA	24.7%	23,801
UK	19.6%	18,970
Germany	5.4%	5,169
France	4.4%	4,227
China	4.3%	4,147
Canada	3.1%	2,945
Taiwan	3.0%	2,869
Spain	2.2%	2,094
Italy	2.0%	1,905
NL	1.7%	1,634

*70.4% of total expenditure.

Main purpose of visit to Iceland and length of stay

Purpose of visit July 2018 - June 2019²

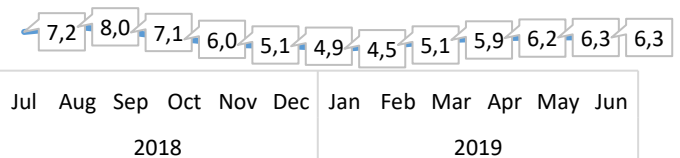
	% of visitors	Number*	% change from the past 12 months
Holiday	87.3%	1,910,399	1.7%
Visit friends/relatives	3.0%	65,649	15.4%
Health related, education etc.	4.5%	98,474	-19.6%
Business related	3.1%	67,838	3.3%
Temporary work	0.7%	15,318	-41.7%
Visit without an overnight stay	1.4%	30,636	-22.2%

*Calculation based on visitor statistics at Keflavik Airport.

Length of visitor's stay in Iceland July 2018 - June 2019²

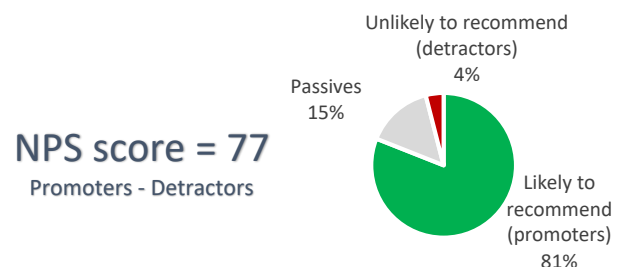
	Number of nights	% change from the past 12 months
Average length of stay	6,3	-4.5%
USA	5,4	-3.6%
United Kingdom	4,7	-
Germany	8,8	-1.1%
China	5,8	-3.3%
France	8,7	-5.4%
Canada	5,6	-11.1%
Poland	7,3	-8.8%
Spain	8,1	-3.6%
Denmark	6,4	-1.5%
Italy	8,2	-2.4%

Average length of stay by months (nights)²



Visitors experience

How likely/unlikely are international visitors to recommend Iceland as a travel destination? (July'18 - June'19)²



Overnight stays

Overnight stays in registered accommodation (June'18-May'19)³

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		8,440,885	-0.2%
Hotels	52.2%	4,405,749	2.1%
Guesthouses	16.2%	1,370,868	1.8%
Other accommodation	31.6%	2,664,268	-4.8%

*Comparison of the periods June-May 2017-18/2018-19

**Non-registered overnight stays were approximately 2 million.

Overnight stays in hotels (June'18-May'19)³

	% of hotel guest nights	Number	% change from the past 12 months
Total guest nights*		4,405,749	2.1%
1. USA	28.8%	1,270,436	10.4%
2. United Kingdom	15.1%	666,219	-9.2%
3. Iceland	9.8%	432,008	1.5%
4. Germany	7.5%	329,745	-13.5%
5. China	6.4%	283,327	26.1%

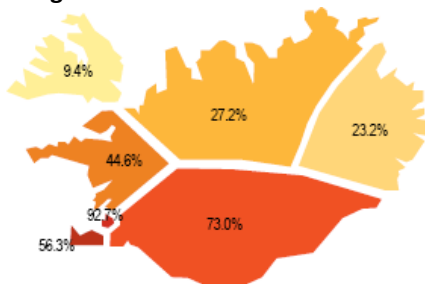
*Five largest nationalities accounted for 66.9% of total guest nights in hotels.

Room occupancy in hotels (June'18-May'19)³

	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
Jun	77.5%	-4.2%	83.2%	-4.9%
Jul	82.7%	-7.3%	84.3%	-9.1%
Aug	84.9%	-2.1%	86.3%	-3.5%
Sep	78.1%	2.9%	81.9%	0.2%
Oct	70.8%	0.9%	80.3%	-4.3%
Nov	57.5%	-8.3%	76.9%	-4.5%
Dec	53.3%	-7.9%	70.1%	-7.9%
Jan	49.8%	-10.8%	66.3%	-9.7%
Feb	66.3%	-9.5%	83.8%	-7.2%
Mar	65.5%	-5.8%	80.0%	-5.4%
Apr	48.6%	-10.7%	56.5%	-14.5%
May	56.1%	-3.8%	67.2%	5.2%

International visitors by region and satisfaction

Which regions were visited⁴



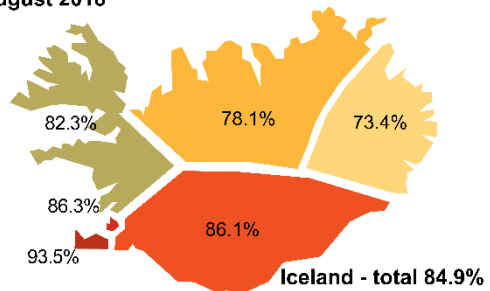
Overall satisfaction by region⁴

Average scores on five-point scale

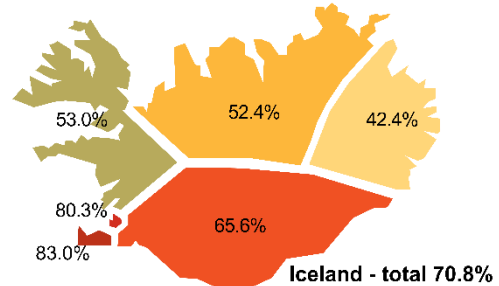
South	4,81
North	4,69
West	4,51
Westfjords	4,49
East	4,46
Reykjavík	4,42
Reykjanes	4,38

Room occupancy in hotels by region³

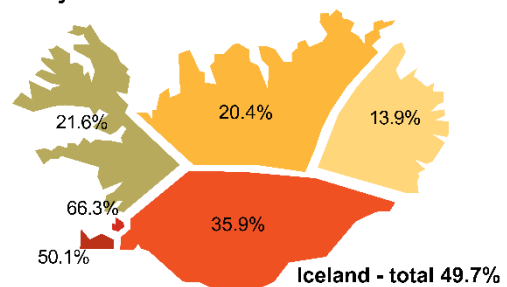
August 2018



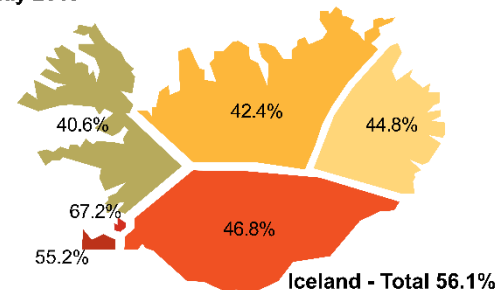
October 2018



January 2019



May 2019



Sources

¹Icelandic 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. 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](#).

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

³Statistics Iceland: Accommodation statistics 2017-19. The estimate of the number of non-registered guest nights is based on the border survey conducted by the Icelandic Tourist Board and Statistics Iceland.

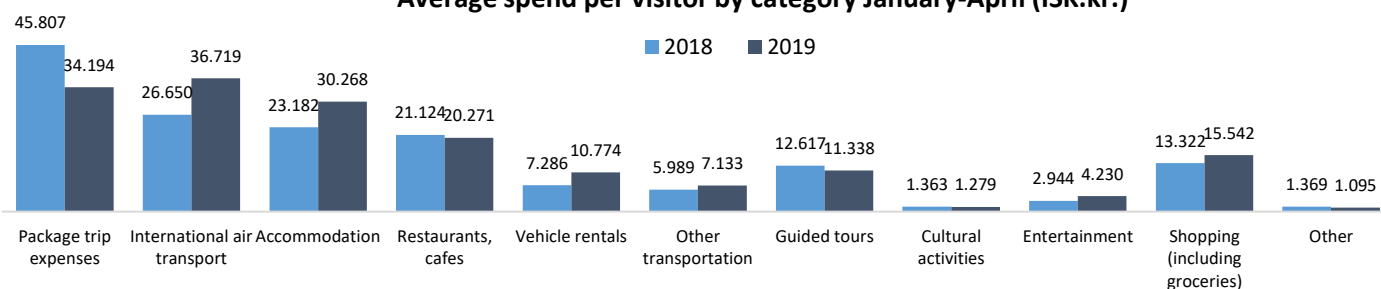
⁴Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.

Annex 1

Visitors expenditure January-April

	2018				2019			
	Average spending per visitor (ISK kr.)	Median	Total expenditure (ISK billion)	% of total expenditure	Average spending per visitor (ISK. Kr.)	Median	Total expenditure (ISK billion)	% of total expenditure
Total	161.658	113.129	71.385		172.843	128.614	96.545	
By nationality								
Austria	180.587	175.747	553	0,8%	173.826	162.078	795	0,8%
USA	166.240	125.285	16.750	23,5%	207.858	149.600	23.801	24,7%
Belgium	139.314	113.951	530	0,7%	145.055	129.524	784	0,8%
UK	153.456	111.822	16.640	23,3%	153.667	118.530	18.970	19,6%
Denmark	78.406	66.980	605	0,8%	110.669	93.039	1.148	1,2%
Finland	84.709	72.470	259	0,4%	145.325	146.920	661	0,7%
France	182.545	136.159	3.430	4,8%	174.658	149.193	4.227	4,4%
NL	177.987	131.749	1.317	1,8%	163.870	142.958	1.634	1,7%
India	216.560	170.421	678	0,9%	242.216	188.131	919	1,0%
Ireland	124.340	90.393	1.121	1,6%	130.840	120.270	1.253	1,3%
Italy	161.031	118.259	1.339	1,9%	143.005	125.258	1.905	2,0%
Canada	132.096	104.565	1.169	1,6%	137.888	116.701	2.945	3,1%
China	230.636	151.981	4.525	6,3%	235.822	147.444	4.147	4,3%
Mexico	205.195	124.545	460	0,6%	178.653	144.734	862	0,9%
Norway	80.483	55.120	495	0,7%	148.571	92.202	1.346	1,4%
Poland	66.575	65.846	976	1,4%	65.052	42.605	1.405	1,5%
Russia	149.065	102.536	269	0,4%	172.980	136.465	319	0,3%
Spain	113.351	85.406	1.169	1,6%	158.328	135.474	2.094	2,2%
South-Korea	162.271	115.232	848	1,2%	128.477	95.180	603	0,6%
CH	209.674	170.392	627	0,9%	160.841	140.730	893	0,9%
Sweden	89.953	72.618	554	0,8%	150.749	116.262	1.242	1,3%
Taiwan	232.802	113.129	2.679	3,8%	283.220	177.436	2.869	3,0%
Germany	162.002	124.680	3.086	4,3%	166.199	135.469	5.169	5,4%
Baltic countries	97.344	81.042	367	0,5%	141.112	107.612	863	0,9%
Europe-other	154.570	68.450	2.556	3,6%	156.214	100.456	5.570	5,8%
Africa	168.918	118.244	143	0,2%	199.750	164.687	391	0,4%
Oceania	203.060	148.277	1.604	2,2%	235.621	162.241	1.954	2,0%
Asia-other	205.549	156.449	5.126	7,2%	240.525	158.934	5.901	6,1%
America-other	272.458	122.332	1.512	2,1%	206.438	145.575	1.876	1,9%
By market area								
Nordic Countries	94.727	66.835	2.611	3,7%	126.199	89.843	5.063	5,2%
British Isles	150.798	106.204	19.112	26,8%	153.380	117.770	23.392	24,2%
Central-Europe	168.602	129.045	10.116	14,2%	168.137	142.412	14.443	15,0%
South-Europe	117.725	87.443	1.292	1,8%	155.744	134.274	1.906	2,0%
East-Europe	74.900	65.846	1.271	1,8%	73.718	46.162	1.725	1,8%
North-America	163.437	124.552	18.496	25,9%	195.598	143.340	28.590	29,6%
Asia	234.319	149.663	10.846	15,2%	252.615	158.650	11.361	11,8%
Australia/New-Zealand	208.893	154.583	1.583	2,2%	248.196	183.890	1.719	1,8%
Other	187.548	118.229	6.058	8,5%	180.123	133.253	8.346	8,6%

Average spend per visitor by category January-April (ISK.kr.)



*The expenditure figures are based on the results of a survey, conducted by the Icelandic Tourist Board and Iceland Statistics, among foreign visitors at Keflavik Airport. They were asked to estimate the cost of their Iceland visit. The figures include all estimated cost, including airfares with foreign airlines, cost of accommodation, tours and recreation etc. on package tours.

*All figures were calculated into ISK based on the exchange rate in the travel month (according to the official exchange rate of the Central Bank of Iceland).