

# TOURISM IN ICELAND IN FIGURES

## – NOVEMBER 2019



### International visitors to Iceland through Keflavík Airport

#### Visitors in the period November 2018 - October 2019<sup>1</sup>

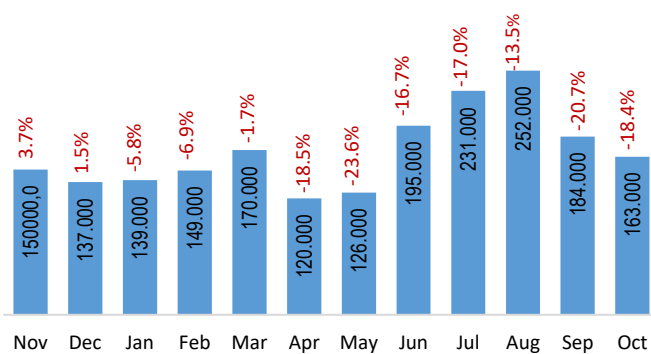
	% of visitors	Number	% change from the past 12 months*
<b>Total number of visitors</b>		<b>2,016,850</b>	<b>-12,6%</b>
<i>Top ten countries**</i>			
USA	24.1%	486,171	-29.6%
UK	13.2%	266,823	-12.0%
Germany	6.5%	131,310	-5.4%
China	4.9%	97,958	14.0%
France	4.7%	94,434	-2.3%
Poland	4.6%	92,834	2.2%
Canada	3.7%	74,458	-24.7%
Spain	3.0%	60,848	-7.7%
Denmark	2.5%	50,297	-1.4%
Italy	2.4%	48,424	7.4%

\*Comparison of the periods October-September 2017-18/2018-19

\*\*Top ten countries in total were 69.6%.

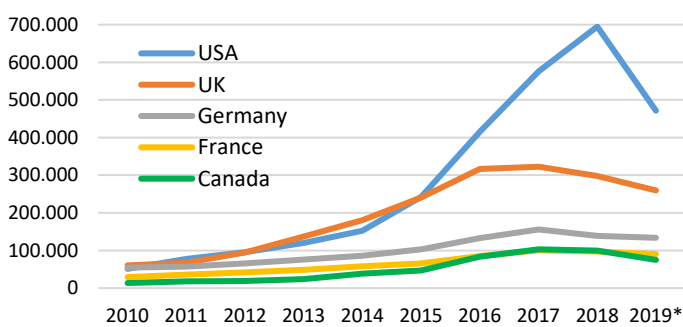
#### Visitors by month November 2018 – October 2019<sup>1</sup>

##### % change from previous year



### International visitors to Iceland 2010-2019

#### Top five countries<sup>1</sup>



\*Estimated figures

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

#### Purpose of visit November 2018 - October 2019<sup>2</sup>

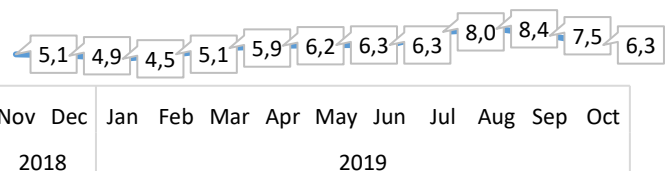
	% of visitors	Number*	% change from the past 12 months
Holiday	89.1%	1,797,013	2.5%
Visit friends/relatives	3.3%	66,556	32.0%
Health related, education etc.	3.3%	66,556	-36.5%
Business related	3.0%	60,506	3.4%
Temporary work	0.6%	12,101	-33.3%
Visit without an overnight stay	0.7%	14,118	-56.3%

\*Calculation based on visitor statistics at Keflavik Airport.

#### Length of visitor's stay in Iceland Nov. 2018 – Oct. 2019<sup>2</sup>

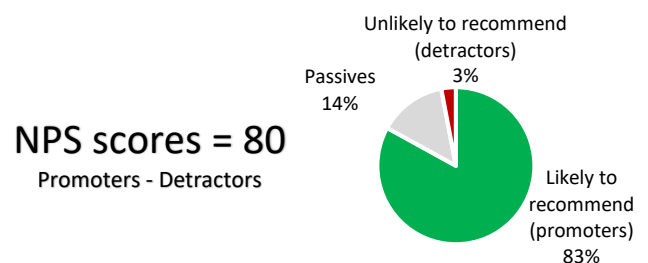
	Number of nights	% change from the past 12 months
<b>Average length of stay</b>	<b>6,5</b>	<b>3.2%</b>
USA	5,5	1.9%
United Kingdom	4,9	8.9%
Germany	8,9	2.3%
China	5,7	-10.9%
France	8,7	1.2%
Poland	7,3	-2.7%
Canada	5,9	3.5%
Spain	8,2	1.2%
Denmark	6,4	-1.5%
Italy	8,1	-2.4%

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



### Visitors experience

#### How likely/unlikely are international visitors to recommend Iceland as a travel destination? (October'18 - September'19)<sup>2</sup>



## Overnight stays

### Overnight stays in registered accommodation (Oct. '18-Sept. '19)<sup>3</sup>

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>8,408,034</b>	<b>-0.4%</b>
Hotels	52.3%	4,401,177	-0.9%
Guesthouses	16.3%	1,370,263	2.2%
Other accommodation	31.4%	2,636,594	-1.1%

\*Comparison of the periods October-September 2017-18/2018-19

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

### Overnight stays in hotels (October'18-September'19)<sup>3</sup>

	% of hotel guest nights	Number	% change from the past 12 months
<b>Total guest nights*</b>		<b>4,401,177</b>	<b>-0.9%</b>
1. USA	27.4%	1,206,013	-5.4%
2. United Kingdom	15.0%	661,704	-7.6%
3. Iceland	9.6%	420,925	-7.9%
4. Germany	7.5%	331,713	1.6%
5. China	6.5%	284,695	10.1%

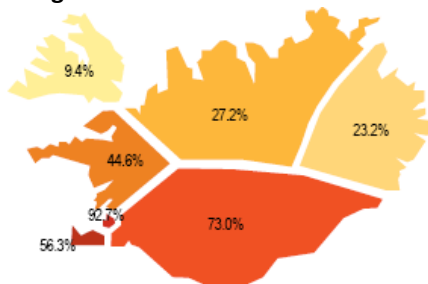
\*Five largest nationalities accounted for 66% of total guest nights in hotels.

### Room occupancy in hotels (October'18-September'19)<sup>3</sup>

	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
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	49.9%	-10.6%	66.3%	-9.7%
Feb	66.6%	-9.1%	83.8%	-7.2%
Mar	65.6%	-5.6%	80.0%	-5.4%
Apr	48.8%	-10.3%	56.4%	-14.7%
May	55.6%	-4.6%	66.4%	3.9%
Jun	71.2%	-8.1%	77.1%	-7.3%
Jul	81.3%	-1.7%	80.1%	-5.0%
Aug	81.8%	-3.7%	85.3%	-1.2%
Sep	74.0%	-5.2%	79.1%	-3.4%

## International visitors by region and satisfaction

### Which regions were visited<sup>4</sup>



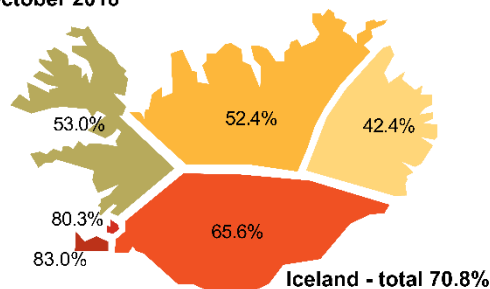
### Overall satisfaction by region<sup>4</sup>

Average scores on five-point scale

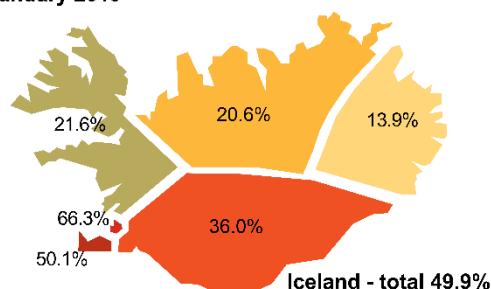
South	4,81
North	4,69
West	4,51
Westfjords	4,49
East	4,46
Reykjavík	4,42
Reykjanes	4,38

## Room occupancy in hotels by region<sup>3</sup>

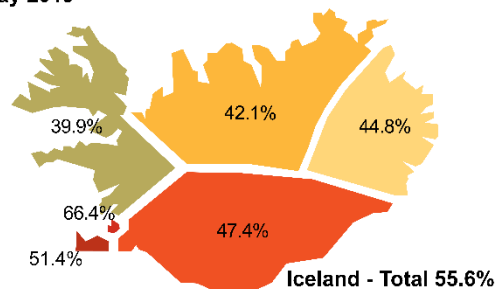
### October 2018



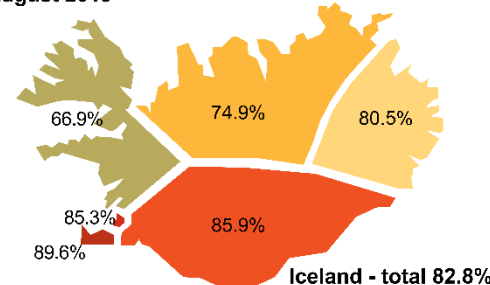
### January 2019



### May 2019



### August 2019



## 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>Statistics 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.

<sup>4</sup>Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.

