

# TOURISM IN ICELAND IN FIGURES

## - MAY 2021

### International visitors through Keflavík Airport

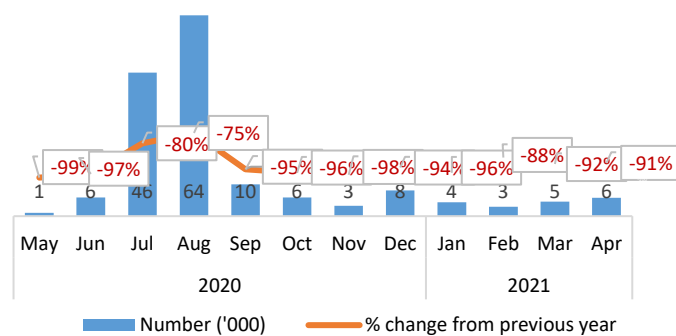
#### International departures in the period May'20 – April'21<sup>1</sup>

	% of departures	Number	% change from the past 12 months*
<b>Total number</b>		<b>161,539</b>	<b>-90.7%</b>
<i>Top ten countries**</i>			
Germany	16.2%	26,116	-78.2%
Poland	15.4%	24,847	-71.2%
Denmark	11.2%	18,045	-56.8%
Italy	6.0%	9,720	-75.6%
France	5.8%	9,406	-89.9%
UK	5.2%	8,444	-96.3%
Netherlands	4.4%	7,036	-81.7%
Switzerland	4.1%	6,554	-72.7%
Baltic states	3.6%	5,743	-84.2%
Spain	3.2%	5,143	-89.9%

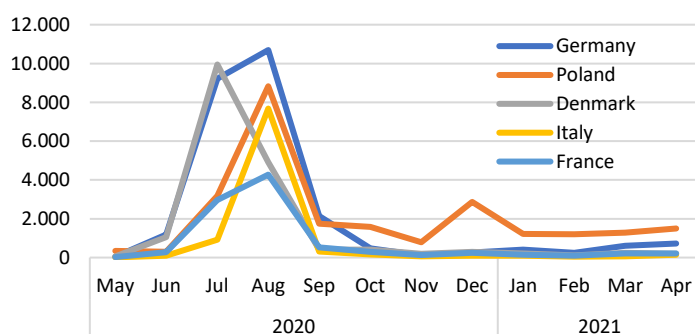
\*Comparison of the periods May-April 2019-20/2020-21.

\*\*Top ten countries were 75.1%.

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



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



\*Top five countries (May'20-April'21) in total were 54.6%.

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

#### Purpose of visit May 2020 – April 2021<sup>2</sup>

	Number*	% of visitors
Holiday	144,254	89.3%
Visit friends/relatives	12,762	7.9%
Health related, education etc.	969	0.6%
Business related	1,777	1.1%
Temporary work	1,454	0.9%
Visit without an overnight stay	323	0.2%

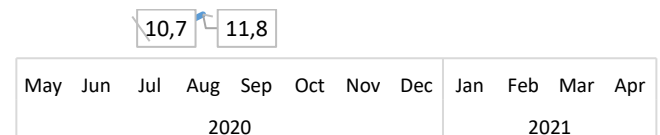
\*Calculation based on visitor statistics at Keflavik Airport.

#### Length of stay in Iceland May 2020 – April 2021<sup>2</sup>

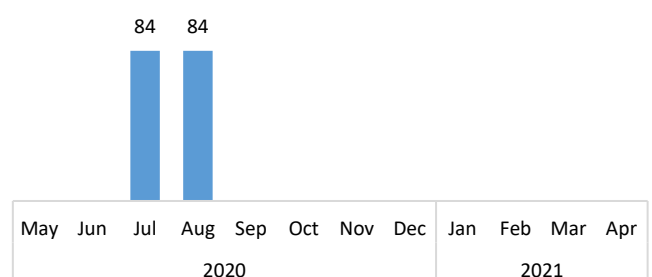
	Number of nights	% change from the past 12 months*
<b>Average length of stay</b>	<b>11,3</b>	<b>68.7%</b>
Germany	12,8	43.8%
Poland	9,9	37.5%
Denmark	9,1	42.2%
Italy	11,6	39.8%
France	12,8	48.8%
UK	9,4	91.8%
Netherlands	12,2	58.4%
Switzerland	13,8	50.0%
Baltic states	8,8	17.3%
Spain	11,0	32.5%

\*Comparison of the periods April-March 2019-20/2020-21.

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



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



## Overnight stays

### Overnight stays in registered accommodation May'20-April'21<sup>4</sup>

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>2,441,970</b>	<b>-68.2%</b>
Hotels	34.8%	848,939	-79.1%
Guesthouses	18.2%	443,495	-61.9%
Other accommodation	47.1%	1,149,536	-53.0%

\*Comparison of the periods May-April 2019-20/2020-21.

\*\*Non-registered overnight stays are not included.

### Overnight stays in hotels (May 2020 – April 2021)<sup>4</sup>

	% of hotel guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>848,939</b>	<b>-79.1%</b>
1. Iceland	68.1%	578,433	44.0%
2. Germany	6.8%	57,883	-82.5%
3. Denmark	4.2%	35,778	-65.2%
4. USA	3.8%	32,058	-97.0%
5. UK	2.2%	18,864	-96.6%

\*Comparison of the periods May-April 2019-20/2020-21.

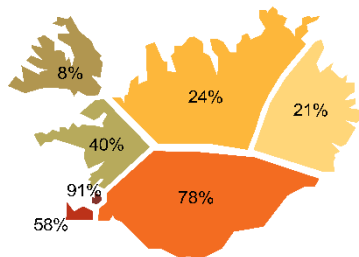
\*\*5 largest nationalities accounted for 85.1% of total guest nights in hotels.

### Room occupancy in hotels (May 2020 – April 2021)<sup>4</sup>

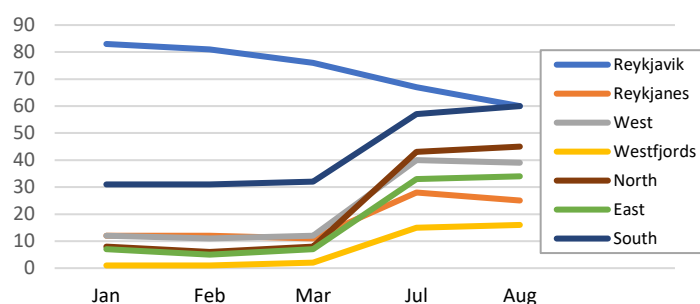
	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
May'20	9.0%	-83.8%	5.2%	-92.2%
Jun'20	20.8%	-71.1%	12.0%	-84.5%
Jul'20	47.5%	-41.1%	34.6%	-56.8%
Aug'20	36.3%	-56.0%	28.6%	-66.4%
Sep'20	16.1%	-78.2%	13.8%	-82.4%
Oct'20	10.8%	-84.2%	10.2%	-86.8%
Nov'20	8.2%	-85.8%	8.3%	-89.1%
Dec'20	6.8%	-86.8%	7.7%	-88.9%
Jan'21	9.5%	-80.7%	9.4%	-85.9%
Feb'21	12.8%	-78.8%	10.9%	-86.3%
Mar'21	14.0%	-53.6%	15.4%	-59.7%
Apr'21	13.9%	286.1%	15.2%	406.7%

## International visitors by region and satisfaction

### Which regions were visited in 2020<sup>2</sup>

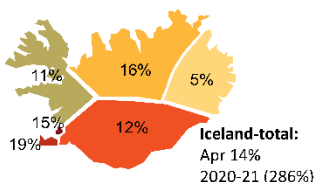


### Which regions were visited (%) - by month 2020<sup>2</sup>

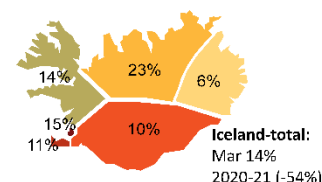


## Room occupancy in hotels by region<sup>4</sup>

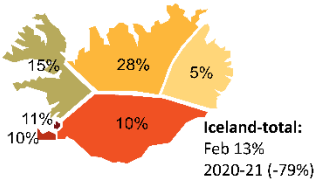
### April 2021



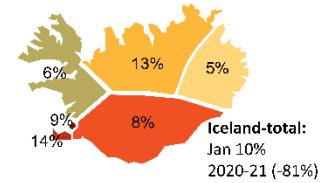
### March 2021



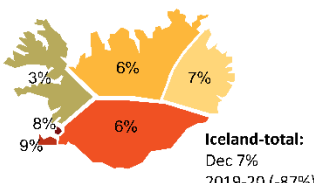
### February 2021



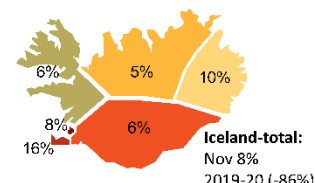
### January 2021



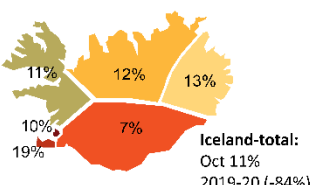
### December 2020



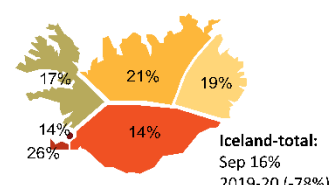
### November 2020



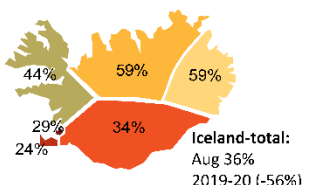
### October 2020



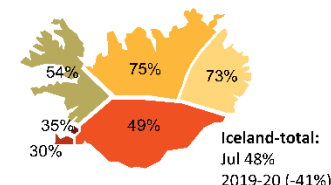
### September 2020



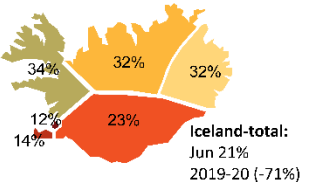
### August 2020



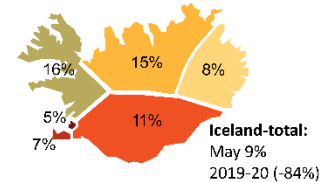
### July 2020



### June 2020



### May 2020



## 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. Due to Covid the survey was not active April-June and September 2020 - April 2021.

<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 2019-2021. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2021.