

# TOURISM IN ICELAND IN FIGURES

## - September 2022

### International visitors through Keflavík Airport

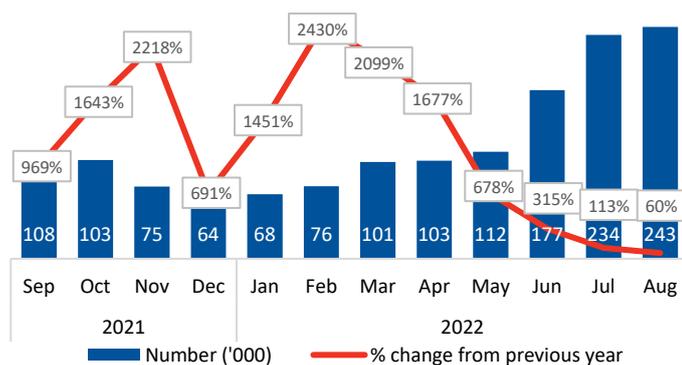
#### International departures in the period Sept. '21- August '22<sup>1</sup>

|                            | % of departures | Number           | % change from the past 12 months* |
|----------------------------|-----------------|------------------|-----------------------------------|
| <b>Total number</b>        |                 | <b>1,464,242</b> | <b>302.3%</b>                     |
| <i>Top ten countries**</i> |                 |                  |                                   |
| USA                        | 25.8%           | 377,315          | 169.4%                            |
| UK                         | 11.8%           | 172,453          | 968.2%                            |
| Germany                    | 8.8%            | 129,201          | 298.0%                            |
| France                     | 6.1%            | 89,386           | 442.1%                            |
| Poland                     | 5.6%            | 81,705           | 133.9%                            |
| Italy                      | 4.2%            | 61,662           | 348.5%                            |
| Denmark                    | 3.8%            | 56,301           | 405.7%                            |
| Netherlands                | 3.2%            | 47,391           | 689.6%                            |
| Spain                      | 3.1%            | 45,315           | 435.6%                            |
| Canada                     | 2.3%            | 34,138           | 1510.3%                           |

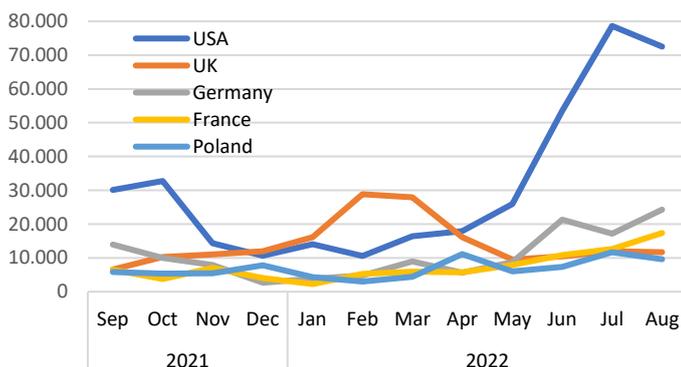
\*Comparison of the periods September-August 2020-21/2021-22.

\*\*Top ten countries were 74.8%.

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



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



\*Top five countries (September '21-August '22) in total were 58.1%.

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

#### Purpose of visit September 2021 – August 2022<sup>2</sup>

|                                 | Number*   | % of visitors |
|---------------------------------|-----------|---------------|
| Holiday                         | 1,322,211 | 90.3%         |
| Visit friends/relatives         | 57,105    | 3.9%          |
| Business related                | 42,463    | 2.9%          |
| Health-related, education etc.  | 20,499    | 1.4%          |
| Temporary work                  | 13,178    | 0.9%          |
| Visit without an overnight stay | 8,785     | 0.6%          |

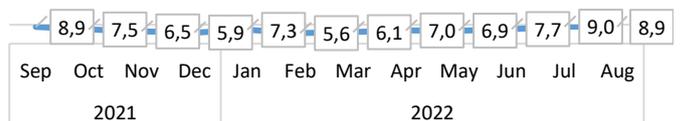
\*Calculation based on visitor statistics at Keflavik Airport.

#### Length of stay in Iceland September 2021 – August 2022<sup>2</sup>

|                               | Number of nights | % change from the past 12 months* |
|-------------------------------|------------------|-----------------------------------|
| <b>Average length of stay</b> | <b>7,7</b>       | <b>-15.4%</b>                     |
| USA                           | 6,9              | -14.8%                            |
| UK                            | 5,5              | -29.5%                            |
| Germany                       | 10,1             | -8.2%                             |
| France                        | 9,0              | -10.9%                            |
| Poland                        | 8,4              | 1.2%                              |
| Italy                         | 8,4              | -22.9%                            |
| Denmark                       | 7,0              | -29.3%                            |
| Netherlands                   | 8,5              | -23.4%                            |
| Spain                         | 8,8              | -20.0%                            |
| Canada                        | 7,4              | 21.3%                             |

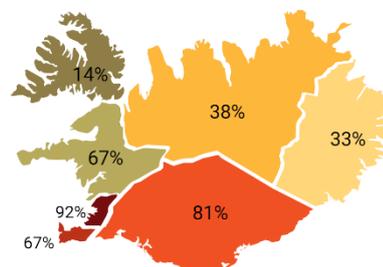
\*Comparison of the periods September-August 2020-21/2021-22.

#### Average length (nights) of stay by month Sept. '21-Aug'22<sup>2</sup>



### International visitors by region

#### Which regions were visited September 2021 - August 2022<sup>2</sup>



## Overnight stays

### Overnight stays in registered accommodation (Sept. '21-Aug. '22<sup>3</sup>)

|                             | % of guest nights | Number           | % change from the past 12 months* |
|-----------------------------|-------------------|------------------|-----------------------------------|
| <b>Total guest nights**</b> |                   | <b>8,121,404</b> | <b>131.5%</b>                     |
| Hotels                      | 52.3%             | 4,244,836        | 197.0%                            |
| Guesthouses                 | 14.8%             | 1,205,564        | 112.7%                            |
| Other accommodation         | 32.9%             | 2,671,004        | 76.7%                             |

\*Comparisons of the periods September-August 2020/21 - 2021/22.

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

### Overnight stays\* in registered accommodation by month<sup>3</sup>



\*Overnight stays of Icelanders and international visitors in registered accommodation.

### Overnight stays in hotels September 2021 – August 2022<sup>3</sup>

|                             | % of hotel guest nights | Number           | % change from the past 12 months* |
|-----------------------------|-------------------------|------------------|-----------------------------------|
| <b>Total guest nights**</b> |                         | <b>4,244,836</b> | <b>197.0%</b>                     |
| USA                         | 24.6%                   | 1,045,383        | 199.5%                            |
| Iceland                     | 21.4%                   | 908,541          | 43.0%                             |
| UK                          | 12.7%                   | 538,574          | 939.1%                            |
| Germany                     | 9.2%                    | 389,021          | 326.0%                            |
| France                      | 4.3%                    | 182,278          | 379.9%                            |

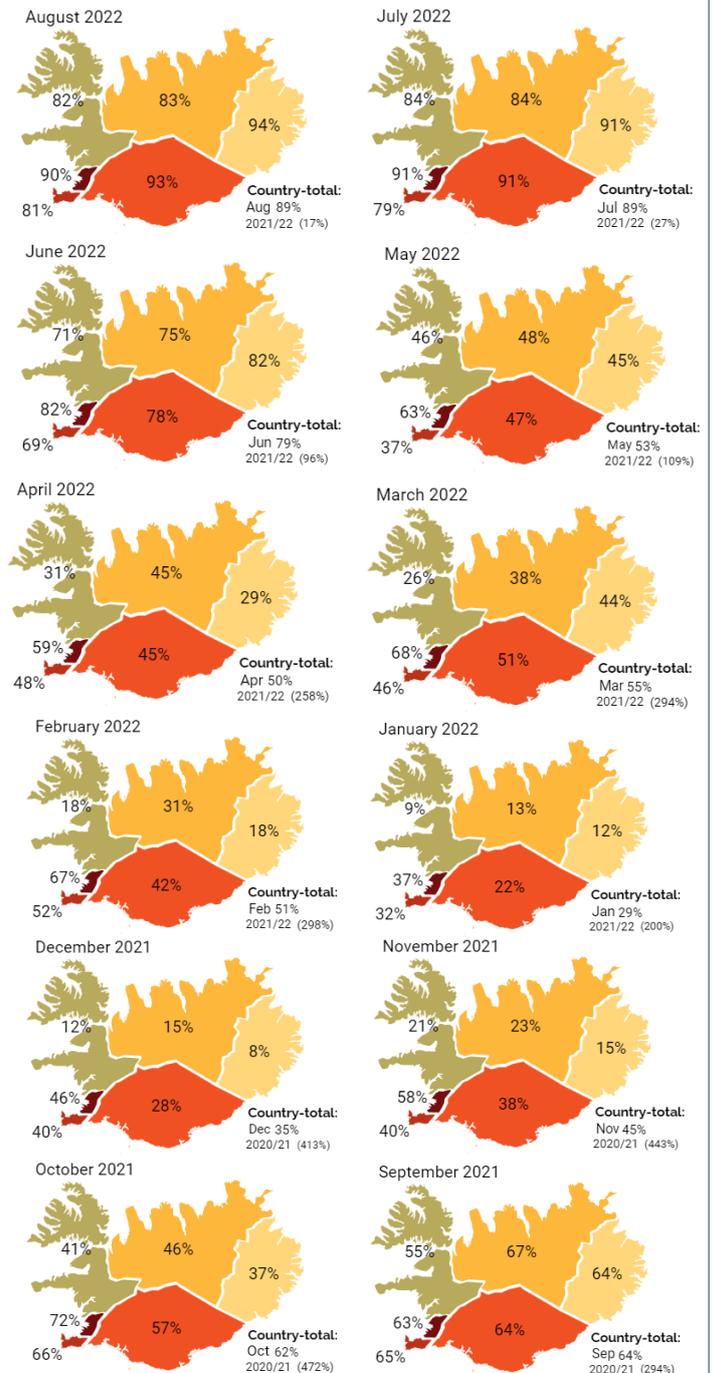
\*Comparison of September-August 2020/21 - 2021/22.

\*\*5 largest nationalities accounted for 72.2% of total guest nights in hotels.

### Room occupancy in hotels (September 2021 – August 2022<sup>3</sup>)

|        | Total          |                             | Capital region |                             |
|--------|----------------|-----------------------------|----------------|-----------------------------|
|        | Room occupancy | % change from previous year | Room occupancy | % change from previous year |
| Sep'21 | 63.5%          | 294.4%                      | 63.3%          | 358.7%                      |
| Oct'21 | 61.8%          | 472.2%                      | 72.1%          | 606.9%                      |
| Nov'21 | 44.5%          | 442.7%                      | 58.2%          | 601.2%                      |
| Dec'21 | 34.9%          | 413.2%                      | 46.2%          | 500.0%                      |
| Jan'22 | 28.5%          | 200.0%                      | 36.5%          | 288.3%                      |
| Feb'22 | 51.0%          | 298.4%                      | 67.1%          | 515.6%                      |
| Mar'22 | 55.1%          | 293.6%                      | 68.0%          | 341.6%                      |
| Apr'22 | 50.1%          | 257.9%                      | 58.9%          | 287.5%                      |
| May'22 | 53.3%          | 109.0%                      | 62.5%          | 101.6%                      |
| Jun'22 | 78.5%          | 96.3%                       | 82.4%          | 83.9%                       |
| Jul'22 | 88.5%          | 27.2%                       | 90.7%          | 33.8%                       |
| Aug'22 | 88.6%          | 17.4%                       | 90.3%          | 18.5%                       |

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



## 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.

<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 2020 and September 2020 - May 2021.

<sup>3</sup>Statistics Iceland: Accommodation statistics 2020-2022. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2022.