

TOURISM IN ICELAND IN FIGURES – FEBRUARY 2020



International visitors to Iceland through Keflavík Airport

Visitors in the period February 2019 – January 2020¹

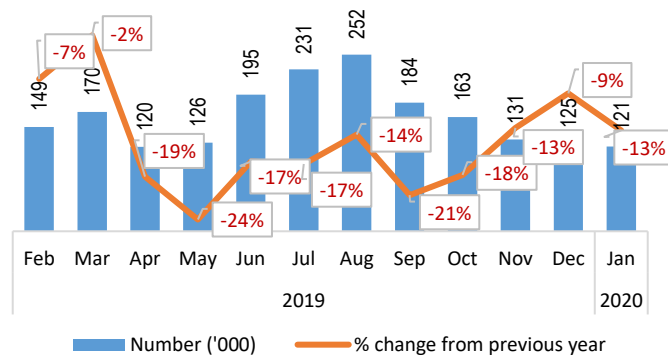
	% of visitors	Number	% change from the past 12 months*
Total number of visitors		1,968,016	-14.7%
<i>Top ten countries **</i>			
USA	23.0%	452,423	-34.5%
UK	13.1%	257,551	-12.6%
China***	7.2%	141,635	5.4%
Germany	6.7%	132,107	-5.4%
France	5.0%	97,654	0.5%
Poland	4.9%	96,848	6.2%
Canada	3.5%	68,529	-31.0%
Spain	3.0%	58,126	-11.1%
Denmark	2.5%	48,442	-5.2%
Italy	2.4%	47,092	0.2%

*Comparison of the periods February-January 2018-2019/2019-2020.

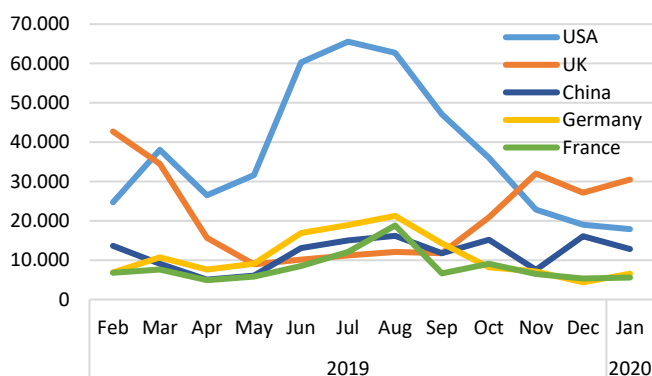
**Top ten countries in total were 71.2%.

***71.8% from mainland China, 17.8% from Taiwan and 10.6% Hong Kong.

Visitors by month¹



Visitors by month – Top five* countries¹



*Top five countries in total were 54.%.

Main purpose of visit to Iceland and length of stay

Purpose of visit February 2019 – January 2020²

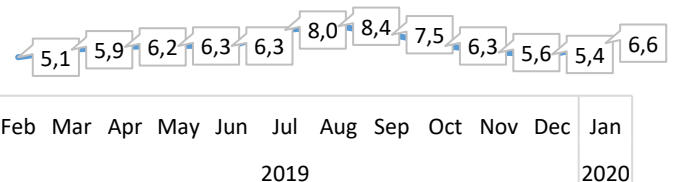
	% of visitors	Number*	% change from 2018
Holiday	88.8%	1,763,704	2.5%
Visit friends/relatives	3.5%	69,515	-36.4%
Health related, education etc.	3.3%	65,543	10.0%
Business related	3.0%	59,585	20.0%
Temporary work	0.7%	13,903	-53.3%
Visit without an overnight stay	0.7%	13,903	-30.0%

*Calculation based on visitor statistics at Keflavik Airport.

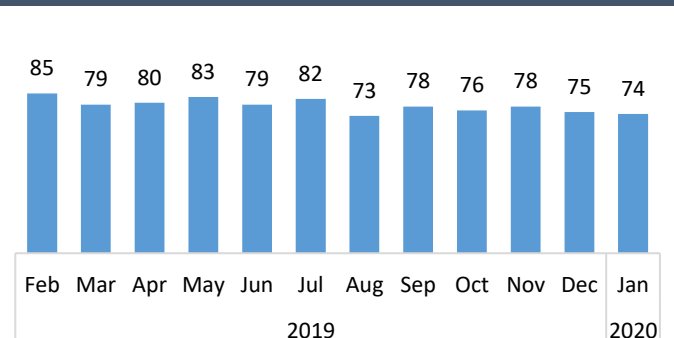
Length of stay in Iceland February 2019 – January 2020²

	Number of nights	% change from the past 12 months
Average length of stay	6,6	4.8%
USA	5,6	5.7%
United Kingdom	5,0	11.1%
China	5,9	-4.8%
Germany	8,9	3.5%
France	8,6	2.4%
Poland	7,2	2.9%
Canada	6,3	12.5%
Spain	8,3	1.2%
Denmark	6,2	0%
Italy	8,2	0%

Average length of stay by months (nights)²



Visitors experience² – NPS scores³



Overnight stays

Overnight stays in registered accommodation 2019⁴

	% of guest nights	Number	% change from 2018*
Total guest nights		10,040,959	-3.1%
Hotels, guesthouses	57.6%	5,785,059	-1.3%
Airbnb etc.	16.1%	1,620,000	-10.8%
Other accommodation	26.3%	2,635,900	-1.9%

*Comparison on annual basis 2019 vs. 2018.

Overnight stays in hotels 2019⁴

	% of hotel guest nights	Number	% change from 2018
Total guest nights*		4,519,023	1.0%
1. USA	26.6%	1,203,575	-8.0%
2. United Kingdom	14.5%	656,759	-5.1%
3. Iceland	9.7%	437,317	-4.7%
4. Germany	7.7%	349,697	6.9%
5. China	6.9%	313,362	12.7%

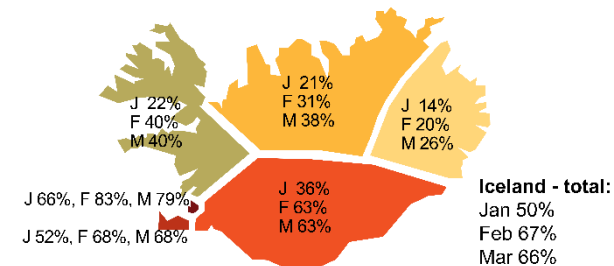
*Five largest nationalities accounted for 65.4% of total guest nights in hotels.

Room occupancy in hotels 2019⁴

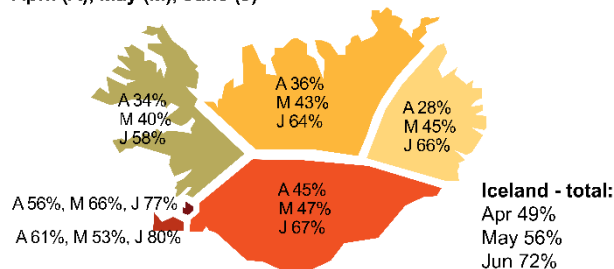
	Total		Capital region	
	Room occupancy	% change from 2018	Room occupancy	% change from 2018
All year	64.5%	-5.1%	74.3%	-5.2%
Jan	50.1%	-10.2%	66.2%	-9.8%
Feb	67.0%	-8.6%	83.4%	-7.6%
Mar	65.8%	-5.3%	79.4%	-6.1%
Apr	49.2%	-9.6%	56.2%	-15.0%
May	55.6%	-4.6%	66.2%	3.6%
Jun	71.7%	-7.5%	77.2%	-7.2%
Jul	81.0%	-2.1%	79.7%	-5.5%
Aug	82.6%	-2.7%	85.4%	-1.0%
Sep	74.0%	-5.2%	79.0%	-3.5%
Oct	69.0%	-2.5%	77.9%	-3.0%
Nov	57.0%	-0.9%	74.2%	-3.5%
Dec	50.6%	-5.1%	67.7%	-3.4%

Room occupancy in hotels by region 2019⁴

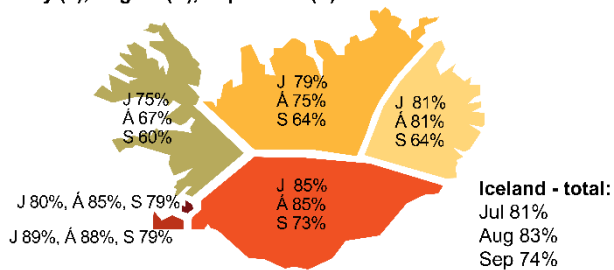
January (J), February (F), March (M)



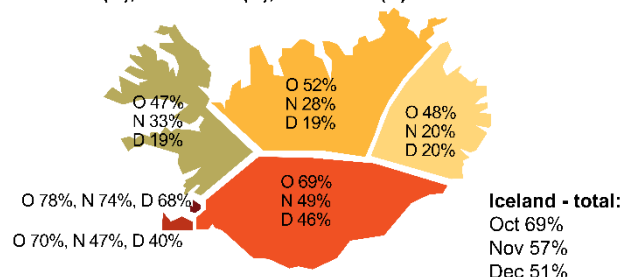
April (A), May (M), June (J)



July (J), August (A), September (S)

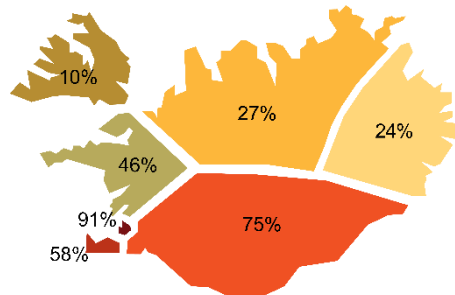


October (O), November (N), December (D)



International visitors by region and satisfaction

Which regions were visited in 2019⁵



Overall satisfaction by region 2019⁵

Average scores on five-point scale

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

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. 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.](#)

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

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

⁴Statistics Iceland: Accommodation statistics 2018-19. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database.

⁵Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.

