

TOURISM IN ICELAND IN FIGURES – SUMMER 2020



International visitors to Iceland through Keflavik Airport

Visitors in summer 2020 (June-August)¹

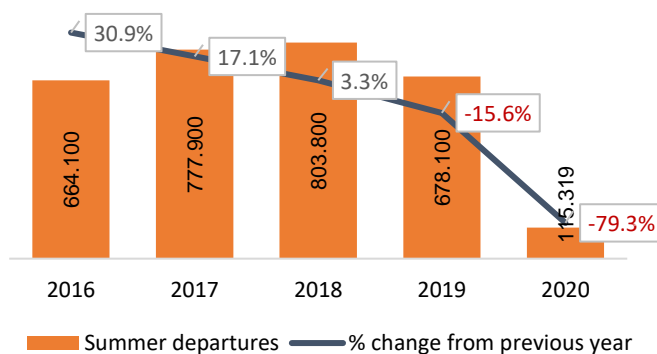
	% of visitors	Number	% change from previous year*
Total number of visitors		115,319	-83,0%
<i>Top ten countries**</i>			
Germany	18.3%	21,095	-63.1%
Denmark	13.8%	15,916	-9.6%
Poland	10.7%	12,306	-56.7%
Italy	7.5%	8,706	-59.9%
France	6.5%	7,517	-81.0%
UK	5.4%	6,245	-81.4%
Netherlands	5.2%	6,039	-61.1%
Switzerland	5.0%	5,765	-53.9%
Belgium	3.4%	3,953	-54.6%
Spain	3.4%	3,890	-84.0%

*Comparisons of the periods June-August 2019/2020

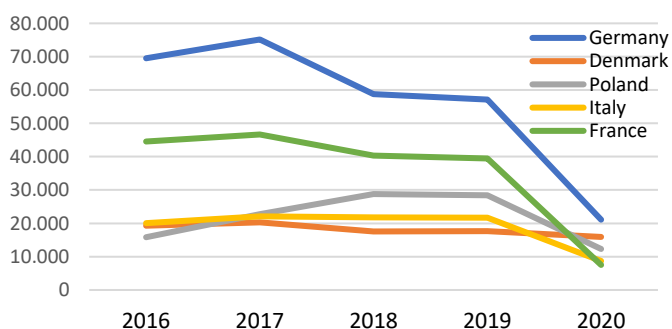
**Top ten countries in total were 79.3%.

International visitors to Iceland in summer 2016-2020

Total number of foreign visitors in summer (June-August)¹



Top five countries summer 2020 – trends the last 5 years¹



¹Top five countries in summer 2020, were 56.8%.

Main purpose of visit and length of stay

Purpose of visit in summer 2020²

	% of visitors	Number*	% change from previous year
Holiday	89.3%	102,980	-2.2%
Visit friends/relatives	7.9%	9,110	154.8%
Health related, education etc.	0.6%	692	-68.4%
Business related	1.1%	1,269	-56.0%
Temporary work	0.9%	1,038	-0%
Visit without an overnight stay	0.2%	231	-33.3%

*Calculation based on visitor statistics at Keflavik airport.

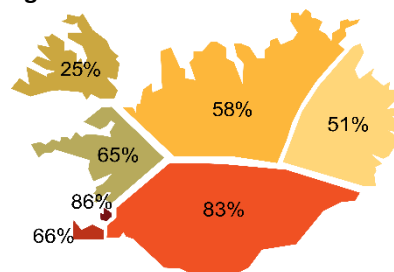
Length of stay in Iceland in summer 2020^{*2}

	Number of nights	% change from previous year
Average length of stay	11,3	44.9%
Germany	12,8	23.1%
Denmark	9,1	26.4%
Poland	9,9	20.7%
Italy	11,6	27.5%
France	12,8	23.1%
UK	9,4	38.2%
Netherlands	12,2	24.5%
Switzerland	13,8	30.2%
Belgium	12,3	23.0%
Spain	11,0	14.6%

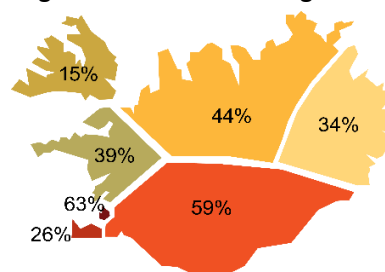
*Comparisons of the periods June-August 2019/July-August 2020²

Visits by region

To what regions did visitors travel in summer 2020²



In which regions did visitors overnight in summer



Number of overnight stays in Iceland in summer

Overnight stays in registered accommodation (Jun-Aug) 2020³

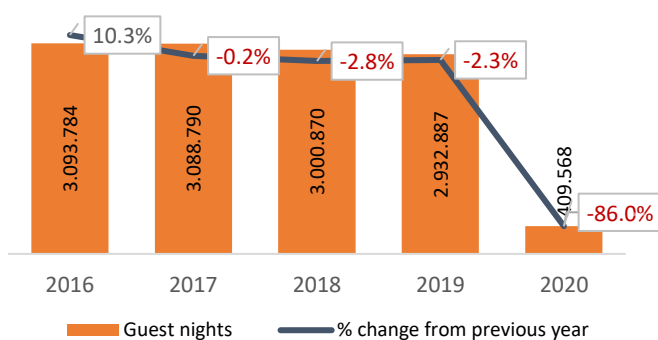
	% of guest nights	Number	% change from previous year*
Total guest nights**		1,385,596	-60.5%
Hotels	36.0%	498,259	-65.7%
Guesthouses	16.7%	231,234	-59.2%
Other accommodation	47.4%	656,103	-56.1%

*Comparisons of the periods June-August 2019/2020.

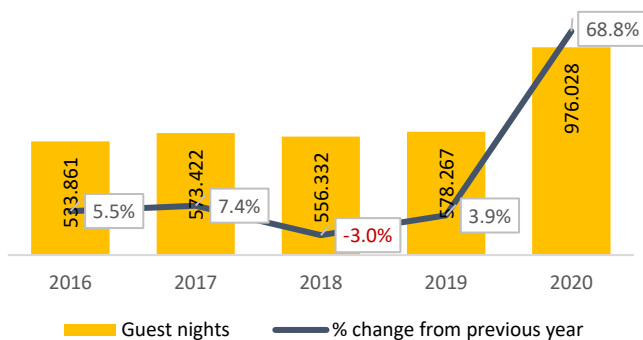
**Non-registered overnight stays are not included.

Number of overnight stays in Iceland in summer 2016-20

International guest nights in registered accommodation (Jun-Aug)³



Domestic guestnights in registered accommodation (Jun-Aug)³



Guest nights in hotels

Overnight stays in hotels June – August 2020³

	% of hotel guest nights	Number	% change from previous year*
Total guest nights		498,259	-65.7%
<i>Iceland</i>	60.6%	301,784	160.2%
<i>Foreigners</i>	39.4%	196,475	-85.3%
-Germany	10.1%	50,252	-67.2%
-Denmark	6.7%	33,260	-15.5%
-France	2.9%	14,432	-77.8%
-UK	2.7%	13,303	-85.4%
-Netherlands	2.3%	11,422	-71.2%

*Comparisons of the periods June-August 2019/2020.

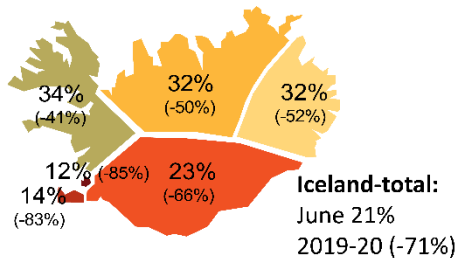
Room occupancy in hotels

Room occupancy in hotels summer 2020³

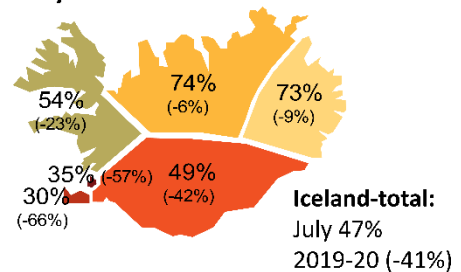
	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
June	20.7%	-71.2%	12.0%	-84.5%
July	47.3%	-41.4%	34.6%	-56.8%
August	36.4%	-55.9%	28.7%	-66.3%

Room occupancy by region*³

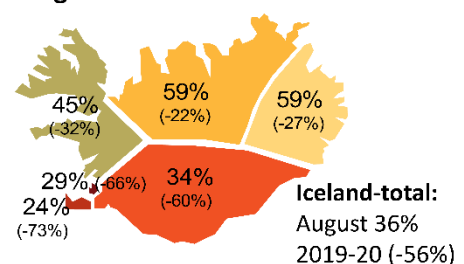
June 2020



July 2020



August 2020



*% change from previous year shown within brackets.

Sources

¹ 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.](#)

² 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 in June 2020.

³ Statistics Iceland: Accommodation statistics 2018-2020. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures.

