

TOURISM IN ICELAND IN FIGURES - FEBRUARY 2019



International visitors to Iceland through Keflavík Airport

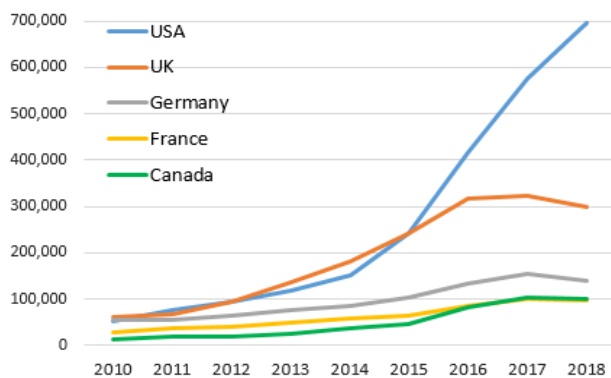
Visitors in the period February 2018 - January 2019*¹

	% of visitors	Number	% change from the past 12 months
Total number of visitors		2,307,411	3.1%
<i>Top ten countries:</i>			
USA	29.9%	690,837	18.4%
UK	12.8%	294,683	-5.7%
Germany	6.1%	139,628	-10.2%
Canada	4.3%	99,283	-2.2%
France	4.2%	97,192	-6.3%
Poland	4.0%	91,202	10.6%
China	3.9%	90,697	8.8%
Spain	2.8%	65,397	4.3%
Denmark	2.2%	51,106	-6.7%
Sweden	2.1%	49,050	-11.2%

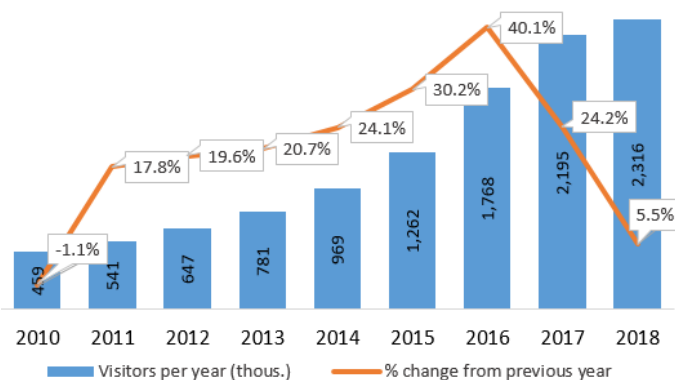
*Top ten countries in total were 72.3%.

International visitors to Iceland 2010 - 2018

Top five countries¹



Changes from 2010¹



Main purpose of visit to Iceland and length of stay

Purpose of visit February 2018 - January 2019²

	% of visitors	Number*	% change from previous year**
Holiday	87.2%	2,012,062	2.5%
Visit friends/relatives	2.5%	57,685	-4.0%
Health related, education etc.	5.1%	117,678	-15.8%
Business related	2.8%	64,608	-10.0%
Temporary work	0.9%	20,767	-27.3%
Visit without an overnight stay	1.5%	34,611	-22.7%

*Calculation based on visitor statistics at Keflavik Airport.

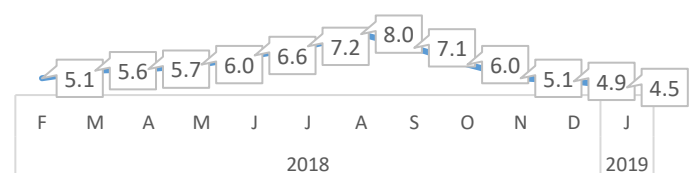
**Comparison of the periods July - January 2017-18/ 2018-19.

Length of visitor's stay in Iceland Feb. 2018 - Jan. 2019²

	Number of nights	% change from previous year*
Average length of stay	6.3	-7.1%
USA	5.3	-6.8%
United Kingdom	4.4	-10.0%
Germany	8.5	-5.3%
Canada	5.5	-15.2%
France	8.5	-9.8%
Poland	7.1	-18.3%
China	6.2	5.1%
Spain	8.1	-3.4%
Denmark	6.3	-2.8%
Sweden	5.7	1.7%

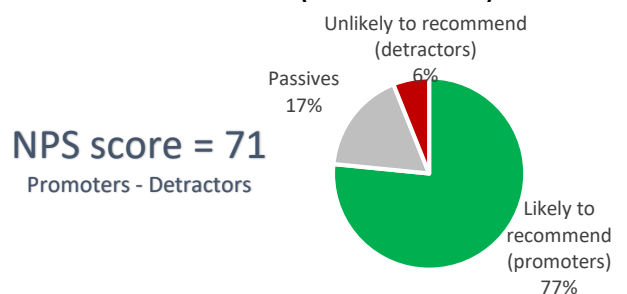
*Comparison of the periods July - January 2017-18/ 2018-19.

Average length of stay by months (nights)²



Visitors experience

How likely/unlikely are international visitors to recommend Iceland as a travel destination? (Feb.'18 - Jan.'19)²



Overnight stays – January to December 2018

Overnight stays in all types of registered accommodation in 2018³

	% of guest nights	Number	% change from previous year
Total guest nights		9,018,275	7.4%
Hotels	49.5%	4,466,348	4.4%
Guesthouses	14.5%	1,306,996	0.2%
Other accommodation	36.0%	3,244,931	15.8%

*Non-registered overnight stays were estimated to be 2,39 million.

Overnight stays in hotels in 2018³

	% of hotel guest nights	Number	% change from previous year
Total guest nights in hotels		4,466,348	4.6%
1. USA	29.3%	1,306,654	16.3%
2. United Kingdom	15.5%	694,263	-8.3%
3. Iceland	10.2%	456,172	11.8%
4. Germany	7.3%	326,924	-18.4%
5. China*	6.2%	277,860	37.2%

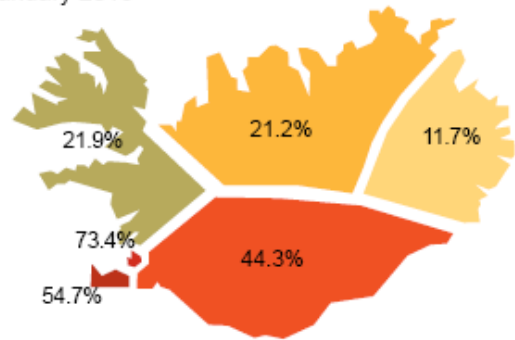
*Five largest nationalities accounted for 68.5% of total guest nights in hotels.

Room occupancy (%) in hotels in 2018³

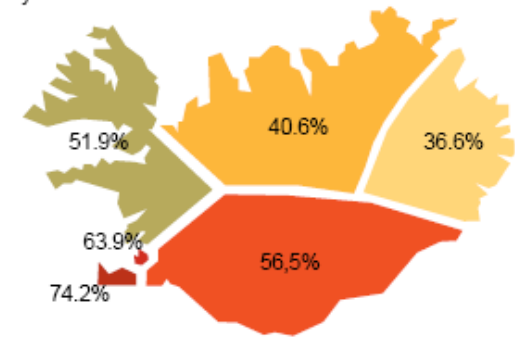
	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
Jan	55.8%	-10.3%	73.4%	-11.1%
Feb	73.3%	-5.8%	90.3%	-5.9%
Mar	69.5%	-6.6%	84.6%	-8.5%
Apr	54.4%	-17.6%	66.1%	-17.1%
May	58.3%	-6.3%	63.9%	-9.5%
Jun	77.5%	-4.2%	83.2%	-4.9%
Jul	82.7%	-7.3%	84.3%	-9.1%
Aug	84.9%	-2.1%	86.3%	-3.5%
Sep	78.1%	2.9%	81.9%	0.2%
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%

Room occupancy in hotels by region in 2018³

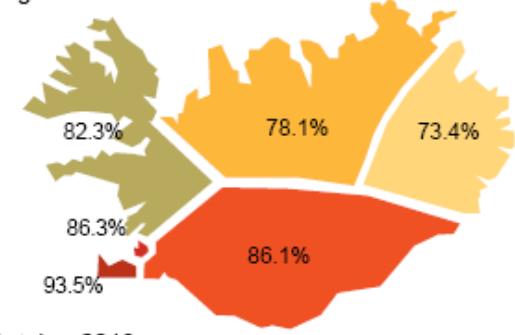
January 2018



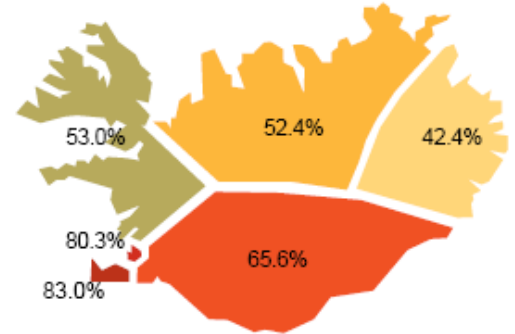
May 2018



August 2018

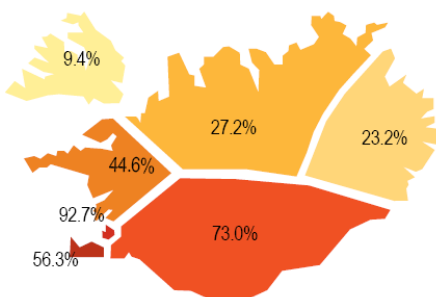


October 2018



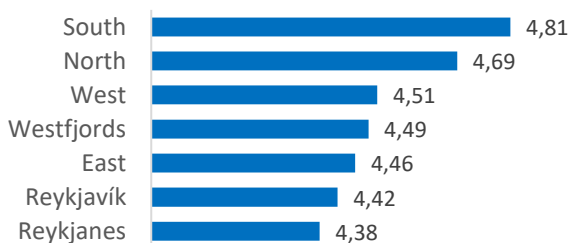
International visitors by region and satisfaction

Which regions were visited⁴



Overall satisfaction by region⁴

Average scores on five-point scale



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.

²Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport. As the border survey didn't start until July 2017 the comparison between years is based on the periods July-January (2017-18/2018-19) regarding purpose of visit and average length of stay.

³Statistics Iceland: Accommodation statistics 2017-18. 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.

⁴Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.