

TOURISM IN ICELAND IN FIGURES – SUMMER 2019



International visitors to Iceland through Keflavik Airport

Visitors in summer 2019 (June-August)¹

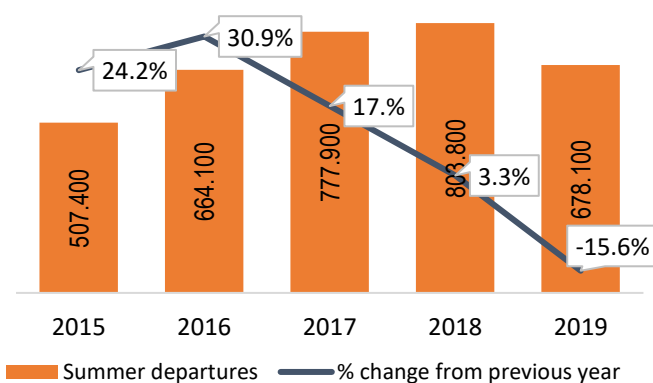
	% of visitors	Number	% change from previous year*
Total number of visitors		678,080	-15.6%
<i>Top ten countries**</i>			
USA	27.8%	188,552	-35.7%
Germany	8.4%	57,148	-2.8%
France	5.8%	39,494	-2.0%
China	5.0%	33,751	11.5%
United Kingdom	4.9%	33,492	-19.7%
Canada	4.2%	28,677	-23.4%
Poland	4.2%	28,439	-1.2%
Spain	3.6%	24,258	-5.3%
Italy	3.2%	21,687	-0.5%
Denmark	2.6%	17,608	0.5%

*Comparison of the periods June-August 2018/2019

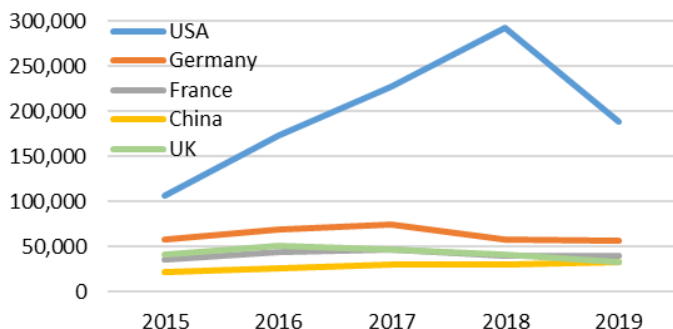
**Top ten countries in total were 69.8%.

International visitors to Iceland in summer 2015-2019

Total number of foreign visitors in summer 2015-2019¹



Top five countries¹



Main purpose of visit and length of stay

Purpose of visit in summer 2019²

	% of visitors	Number*	% change from previous year
Holiday	91.3%	619,087	5.3%
Visit friends/relatives	2.5%	16,952	4.2%
Health related, education etc.	3.2%	21,699	-45.8%
Business related	1.9%	12,884	-5.0%
Temporary work	0.3%	2,034	-62.5%
Visit without an overnight stay	0.8%	5,425	-61.9%

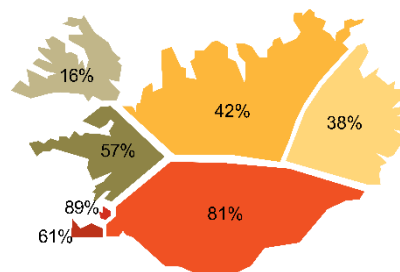
*Calculation based on visitor statistics at Keflavik Airport.

Length of stay in Iceland in summer 2019²

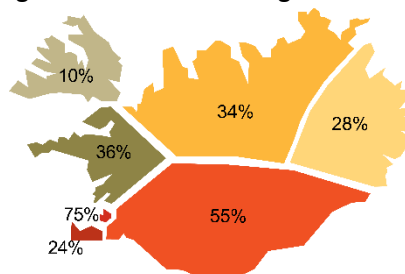
	Number of nights	% change from previous year
Average length of stay	7,8	5.4%
USA	5,9	1.7%
Germany	10,4	2.0%
France	10,4	-2.8%
China	5,6	-3.4%
United Kingdom	6,9	-13.1%
Canada	6,8	7.9%
Poland	8,2	-3.5%
Spain	9,6	5.5%
Italy	9,1	-5.2%
Denmark	7,3	-2.7%

Visits by region

To what regions did visitors travel in summer 2019²



In which regions did visitors overnight in summer 2019²



SUMMER DEPARTURES AT KEFLAVIK AIRPORT

Summer by nationality

	2017	2018	2019	Increase/decrease (%)	
				2017-18	2018-19
Austria	9,812	8,192	8,460	-16.5%	3.3%
Australia/New-Zealand	12,403	11,623	9,381	-6.3%	-19.3%
Canada	41,884	37,421	28,677	-10.7%	-23.4%
China	30,420	30,273	33,751	-0.5%	11.5%
Belgium	10,585	8,917	8,707	-15.8%	-2.4%
Denmark	20,291	17,514	17,608	-13.7%	0.5%
Estonia/Latvia/Lithuania	8,871	9,727	10,175	9.6%	4.6%
Finland	9,446	7,259	7,453	-23.2%	2.7%
France	46,659	40,286	39,494	-13.7%	-2.0%
Germany	75,160	58,788	57,148	-21.8%	-2.8%
Hong Kong	4,274	3,765	3,723	-11.9%	-1.1%
India	4,945	5,957	6,696	20.5%	12.4%
Ireland	4,691	3,929	2,546	-16.2%	-35.2%
Israel	4,022	5,695	5,175	41.6%	-9.1%
Italy	22,091	21,801	21,687	-1.3%	-0.5%
Japan	3,830	3,811	3,522	-0.5%	-7.6%
Netherlands	18,654	15,777	15,525	-15.4%	-1.6%
Norway	16,649	14,656	14,165	-12.0%	-3.4%
Poland	22,736	28,780	28,439	26.6%	-1.2%
Russia	5,816	6,772	9,044	16.4%	33.5%
Singapore	2,489	2,533	2,363	1.8%	-6.7%
Spain	25,535	25,629	24,258	0.4%	-5.3%
South Korea	4,782	5,171	4,759	8.1%	-8.0%
Sweden	23,559	18,891	16,530	-19.8%	-12.5%
Switzerland	16,009	13,701	12,514	-14.4%	-8.7%
Taiwan	9,749	7,217	6,863	-26.0%	-4.9%
United Kingdom	46,608	41,732	33,492	-10.5%	-19.7%
USA	227,175	293,022	188,552	29.0%	-35.7%
Other	48,744	54,992	57,373	12.8%	4.3%
Total	777,889	803,831	678,080	3.3%	-15.6%

Summer by market area*

	2017	2018	2019	Increase/decrease (%)	
				2017-18	2018-19
Nordic Countries	69,945	58,320	55,756	-16.6%	-4.4%
British Isles	51,299	45,661	36,038	-11.0%	-21.1%
Central Europe	176,879	145,661	141,848	-17.6%	-2.6%
Southern Europe	47,626	47,430	45,945	-0.4%	-3.1%
Eastern Europe	37,423	45,279	47,658	21.0%	5.3%
North America	269,059	330,443	217,229	22.8%	-34.3%
Asia	64,511	64,422	66,852	-0.1%	3.8%
Australia/New Zealand	12,403	11,623	9,381	-6.3%	-19.3%
Other	48,744	54,992	57,373	12.8%	4.3%
Total	777,889	803,831	678,080	3.3%	-15.6%

*-Nordic countries: Denmark, Finland, Norway, Sweden, -British Isles: United Kingdom, Ireland -Central Europe: Austria, Belgium, France, Germany, Netherlands, Switzerland, -Southern Europe: Italy, Spain, -Eastern Europe: Estonia/Latvia/Lithuania, Poland, Russia, -North America: USA, Canada, -Asia: China, Hong Kong, India, Israel, Japan, Singapore, South Korea, Taiwan, -Australia/New Zealand, -Other countries.

Sources: ¹Icelandic Tourist Board and Isavia: Departure statistics at Keflavík airport 2015-2019. ²Icelandic Tourist Board: Border survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavík Airport 2018-19.