

TOURISM IN ICELAND IN FIGURES

– JUNE 2020



International visitors to Iceland through Keflavík Airport

Visitors in the period June 2019 – May 2020¹

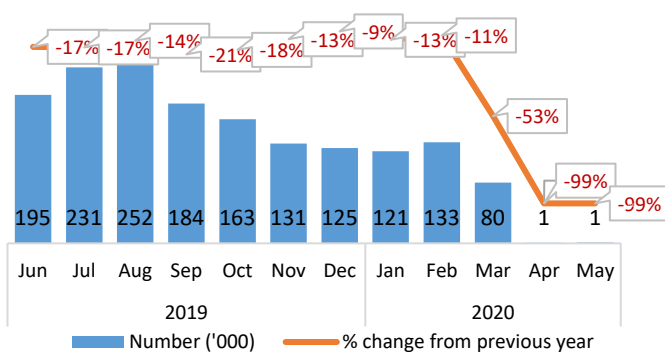
	% of visitors	Number	% change from the past 12 months*
Total number of visitors		1,617,055	-27.4%
<i>Top ten countries **</i>			
USA	22.5%	363,642	-44.2%
UK	13.6%	219,396	-21.9%
China***	7.3%	118,273	-12.3%
Germany	6.9%	110,828	-19.7%
France	5.3%	86,181	-7.4%
Poland	4.8%	78,349	-12.7%
Canada	3.3%	53,020	-43.2%
Spain	3.0%	48,282	-24.0%
Denmark	2.3%	37,754	-24.1%
Italy	2.3%	37,547	-23.5%

*Comparison of the periods June-May 2018-2019/2019-2020.

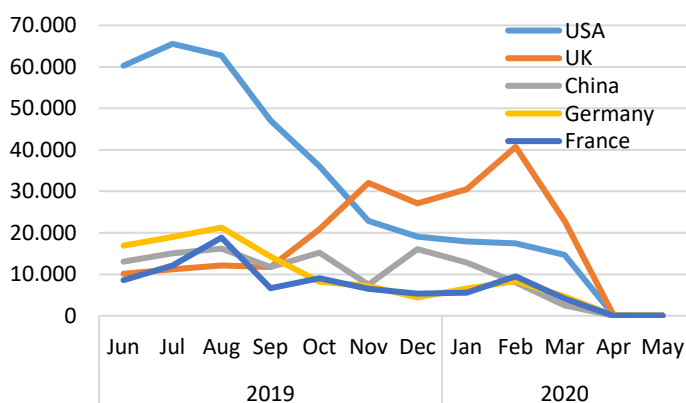
**Top ten countries in total were 71.3%.

***73% from mainland China, 16% from Taiwan and 11% Hong Kong.

Visitors by month¹



Visitors by month – Top five* countries¹



Main purpose of visit to Iceland and length of stay

Purpose of visit April 2019 – March 2020²

	% of visitors	Number*	% change from the past 12 months**
Holiday	90.0%	1,675,538	3.4%
Visit friends/relatives	3.0%	55,851	-
Health related, education etc.	3.0%	55,851	-40.0%
Business related	3.0%	55,851	-
Temporary work	0.5%	9,309	-50.0%
Visit without an overnight stay	0.5%	9,309	-50.0%

*Calculation based on visitor statistics at Keflavik Airport.

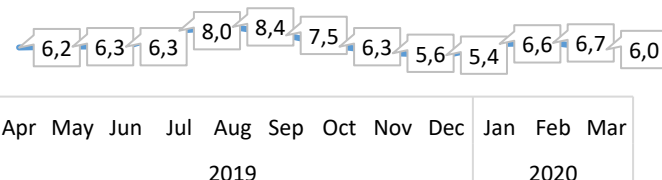
** Comparison of the periods April-March 2018-2019/2019-2020.

Length of stay in Iceland April 2019 – March 2020²

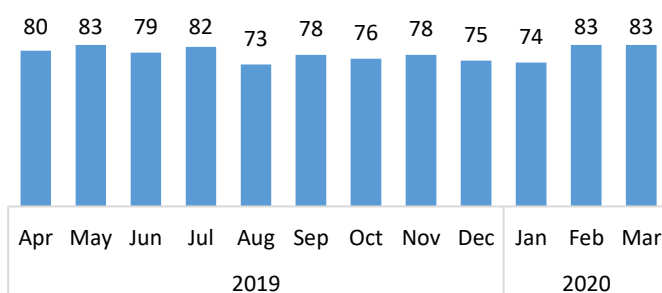
	Number of nights
Average length of stay	6,7
USA	5,7
United Kingdom	4,9
China	6,0
Germany	8,9
France	8,6
Poland	7,2
Canada	6,4
Spain	8,3
Denmark	6,4
Italy	8,3

*Comparison of the periods April-March 2018-2019/2019-2020.

Average length of stay by months (nights)²



Visitors experience² – NPS scores³



Overnight stays

Overnight stays in registered accommodation (May'19-Apr.'20)⁴

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		7,700,722	-9.4%
Hotels	52.8%	4,064,970	-8.5%
Guesthouses	15.2%	1,173,101	-13.0%
Other accommodation	32.0%	2,462,701	-9.1%

*Comparisons of the periods May-April 2018-19/2019-20.

**Non-registered overnight stays ca. 1.4 million in the period May'19-April'20.

Overnight stays in hotels May 2019 – April 2020⁴

	% of hotel guest nights	Number	% change from the past 12 months
Total guest nights*		4,064,970	-8.5%
1. USA	26.4%	1,071,210	-16.9%
2. United Kingdom	13.8%	562,411	-16.4%
3. Iceland	9.9%	401,419	-8.9%
4. Germany	8.1%	329,891	-1.2%
5. China	7.1%	288,412	1.0%

*Comparisons of the periods May-April 2018-19/2019-20.

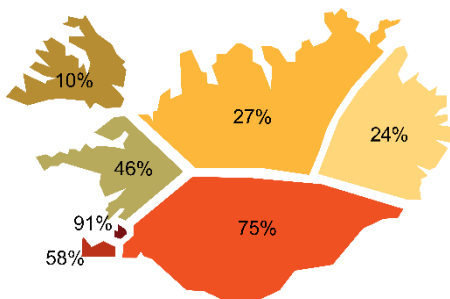
*Five largest nationalities accounted for 65.3% of total guest nights in hotels.

Room occupancy in hotels May 2019 – April 2020⁴

	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
May '19	55.7%	-4.5%	66.6%	4.2%
Jun '19	71.9%	-7.2%	77.6%	-6.7%
Jul '19	80.7%	-2.4%	80.1%	-5.0%
Aug '19	82.5%	-2.8%	85.1%	-1.4%
Sep '19	73.8%	-5.5%	78.6%	-4.0%
Oct '19	68.5%	-3.2%	77.5%	-3.5%
Nov '19	57.9%	0.7%	76.2%	-0.9%
Dec '19	51.4%	-3.6%	69.3%	-1.1%
Jan '20	49.1%	-1.6%	66.5%	0.5%
Feb '20	60.5%	-9.7%	79.4%	-5.1%
Mar '20	30.2%	-54.2%	38.2%	-52.1%
Apr '20	3.5%	-92.9%	3.0%	-94.7%

International visitors by region and satisfaction

Which regions were visited in 2019⁵

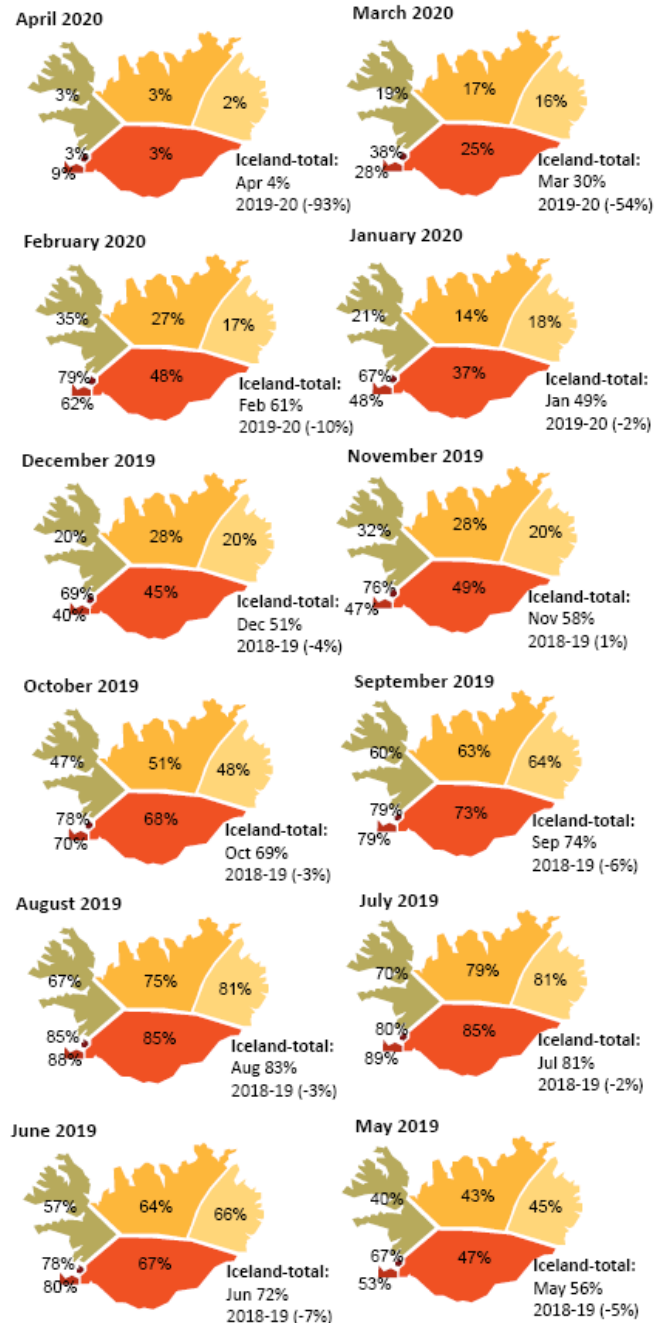


Overall satisfaction by region 2019⁵

Average scores on five-point scale

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

Room occupancy in hotels by region⁴



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

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

