

TOURISM IN ICELAND IN FIGURES

– OCTOBER 2020



ICELANDIC
TOURIST
BOARD

International visitors to Iceland through Keflavík Airport

Visitors in the period October 2019 – September 2020¹

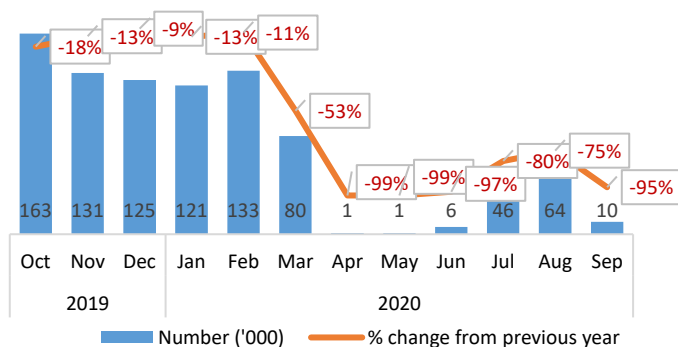
	% of visitors	Number	% change from the past 12 months*
Total number of visitors		880.740	-57,1%
<i>Top ten countries **</i>			
UK	20.6%	181,099	-33.2%
USA	14.7%	129,720	-74.7%
China***	7.1%	62,621	-54.3%
Germany	7.1%	62,605	-53.4%
Poland	6.3%	55,510	-38.1%
France	5.5%	48,121	-47.5%
Denmark	3.6%	31,853	-35.9%
Baltic states	2.7%	23,694	-20.6%
Netherlands	2.4%	21,559	-48.8%
Italy	2.4%	21,372	-56.0%

*Comparison of the periods October-September 2018-2019/2019-2020.

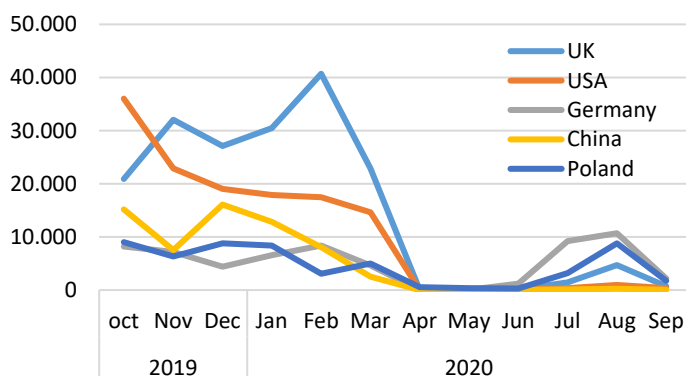
**Top ten countries in total were 72.5%.

***72% from mainland China, 16% from Taiwan and 12% Hong Kong.

Visitors by month¹



Visitors by month – Top five* countries¹



*Top five countries in the period Oct'19-Sep'20 were 55.2%.

Main purpose of visit to Iceland and length of stay

Purpose of visit October 2019 – September 2020²

	Number*	% of visitors
Holiday	795,308	90.3%
Visit friends/relatives	31,707	3.6%
Health related, education etc.	13,211	1.5%
Business related	29,064	3.3%
Temporary work	7,046	0.8%
Visit without an overnight stay	4,404	0.5%

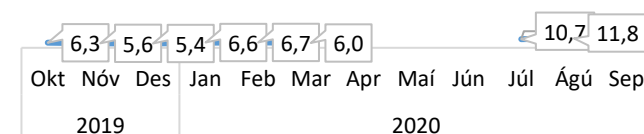
*Calculation based on visitor statistics at Keflavik Airport.

Length of stay Iceland September – August 2020²

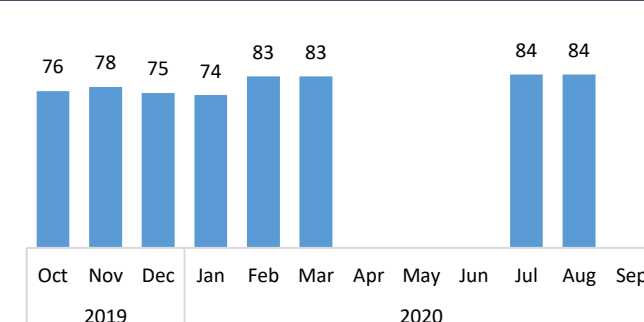
	Number of nights	% change from the past 12 months*
Average length of stay	6,6	3.1%
UK	4,7	-2.1%
USA	5,8	7.4%
Germany	8,8	-
China	6,3	6.8%
Poland	7,4	4.2%
France	8,1	-5.8%
Denmark	7,3	15.9%
Spain	7,9	-4.8%
Baltic states	7,5	-5.1%
Netherlands	7,7	2.6%

*Comparison of the periods September-August 2018-19/2019-20

Average length of stay by month (nights)²



Visitors experience² – NPS scores³



Overnight stays

Overnight stays in registered accommodation (Sep'19-Aug'20)⁴

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		5,080,443	-39.7%
Hotels	55.8%	2,835,180	-36.7%
Guesthouses	15.2%	771,454	-40.6%
Other accommodation	29.0%	1,473,809	-44.2%

*Comparisons of the periods September-August 2018-19/2019-20.

**Non-registered overnight stays (Sep'19-Aug'20) are not included.

Overnight stays in hotels September 2019 – August 2020⁴

	% of hotel guest nights	Number	% change from the past 12 months
Total guest nights*		2,835,180	-36.7%
1. Iceland	20.6%	583,484	36.9%
2. USA	19.9%	565,480	-54.8%
3. United Kingdom	16.2%	458,742	-31.5%
4. Germany	7.0%	197,232	-41.3%
5. China	6.3%	179,700	-39.4%

*Comparisons of the periods September-August 2018-19/2019-20.

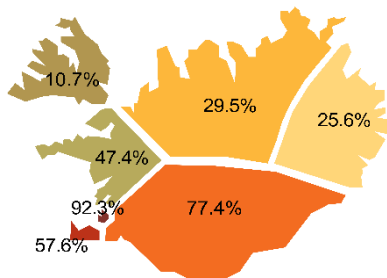
*Five largest nationalities accounted for 70% of total guest nights in hotels.

Room occupancy in hotels September 2019 – August 2020⁴

	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
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	3.6%	-92.7%	3.0%	-94.7%
May '20	9.0%	-83.8%	5.2%	-92.2%
Jun '20	20.7%	-71.2%	12.0%	-84.5%
Jul '20	47.3%	-41.4%	34.6%	-56.8%
Aug '20	36.4%	-55.9%	28.7%	-66.3%

International visitors by region and satisfaction

Which regions were visited in 2019⁵



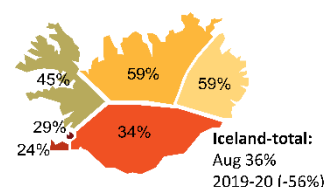
Overall satisfaction by region 2019⁵

Average scores on five-point scale

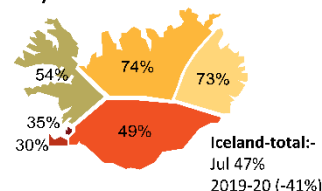
Capital region	4,5
Reykjanes	4,4
West	4,5
Westfjords	4,5
North	4,6
East	4,4
South	4,8

Room occupancy in hotels by region⁴

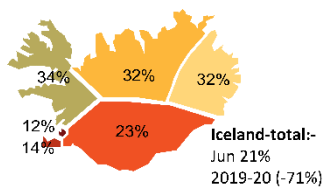
August 2020



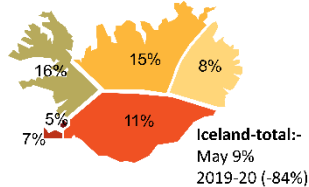
July 2020



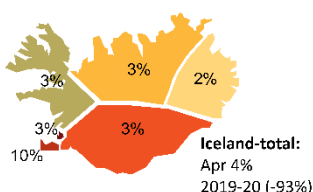
June 2020



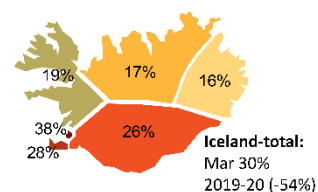
May 2020



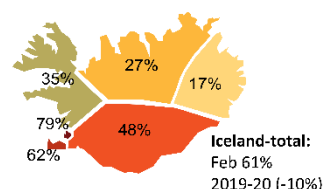
April 2020



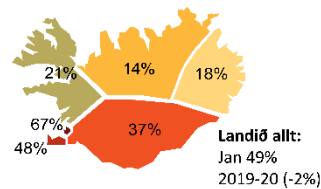
March 2020



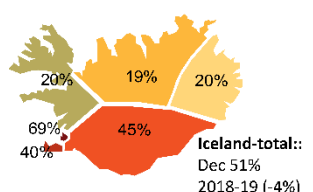
February 2020



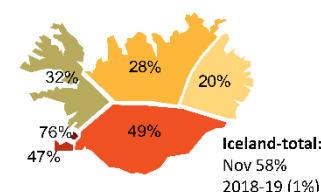
January 2020



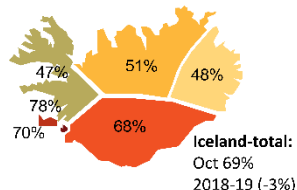
December 2019



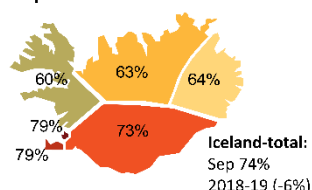
November 2019



October 2019



September 2019



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. Due to Covid the survey was not active in April, May June and September 2020.

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.

