

TOURISM IN ICELAND IN FIGURES

- January 2022

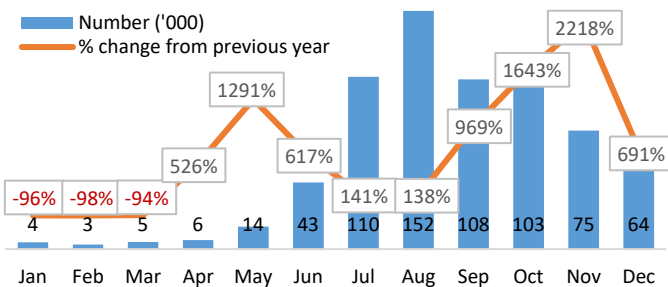
International visitors through Keflavik airport

International departures 2021¹

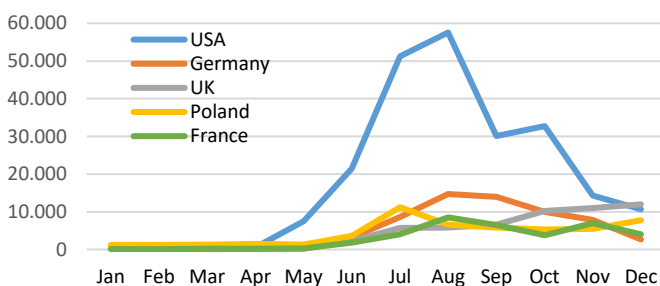
	% of departures	Number	% changes from	
			2020	2019
Total number		687,802	44%	-55%
<i>Top ten countries*</i>				
USA	33%	226,645	331%	-51%
Germany	9%	63,851	46%	-52%
UK	8%	54,317	-47%	-79%
Poland	8%	52,335	43%	-44%
France	5%	36,665	31%	-62%
Italy	4%	28,083	78%	-40%
Denmark	4%	24,281	4%	-51%
Spain	3%	19,560	79%	-67%
Netherlands	3%	17,159	38%	-60%
Baltic states	2%	14,843	-5%	-54%

*Top ten countries 2021 were 78.2%.

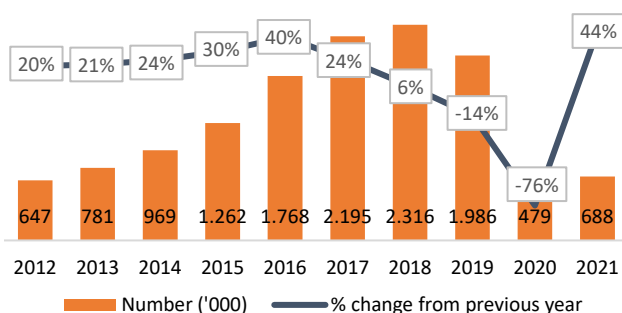
Departures by month 2021¹



Departures by month 2021 – Top five* countries¹



International departures 2012-2021¹



Main purpose of visit to Iceland and length of stay

Purpose of visit 2021²

	% of visitors	Number*
Holiday	89.8%	617,635
Visit friends/relatives	4.6%	31,638
Business	2.4%	16,507
Health related, educational etc.	1.6%	11,005
Temporary work	0.9%	6,190
Visit without an overnight stay	0.7%	4,815

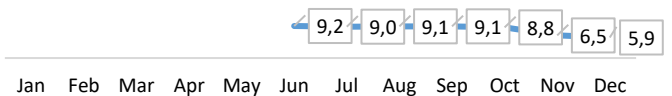
*Calculation based on visitor statistics at Keflavik airport.

Length of stay 2021²

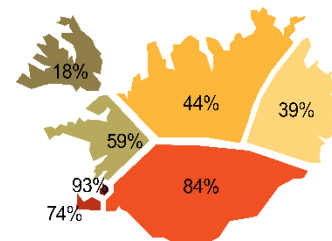
	Number of nights	% change* from	
		2020	2019
Average length of stay	8,2	19%	24%
USA	7,6	38%	36%
Germany	10,3	8%	17%
UK	5,9	26%	18%
Poland	7,2	-1%	0%
France	9,1	8%	6%
Italy	9,1	-4%	11%
Denmark	7,6	-6%	23%
Spain	9,8	27%	18%
Netherlands	8,7	-3%	16%
Baltic states	8,1	1%	11%

*Comparison of 2020-2021 and 2019-2021.

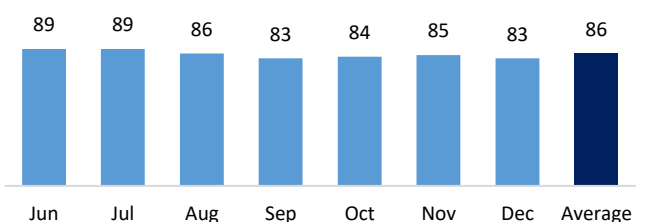
Average length of stay by month (nights)²



Which regions were visited 2021²



Visitors experience 2021 – NPS score³



Overnight stays

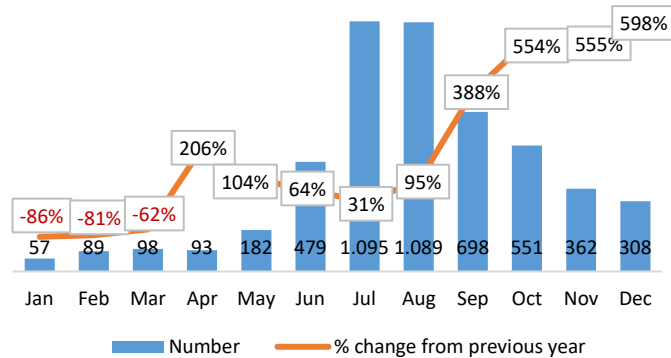
Overnight stays in registered accommodation 2021⁴

	% of guest nights	Number	% change* from	
			2020	2019
Total guest nights**		5,099,551	55%	-39%
Hotel	48%	2,459,338	65%	-46%
Guesthouses	16%	810,019	52%	-36%
Other accommodation	36%	1,830,154	44%	-30%

*Comparison of 2020-2021 and 2019-2021.

**Non-registered overnight stays are not included

Overnight stays* in registered accommodation by month 2021⁴



*Overnight stays of Icelanders and international visitors in registered accommodation.

Overnight stays in hotels 2021⁴

	% of hotel guest nights	Number	%* change from	
			2020	2019
Total guest nights		2,459,338	65%	-46%
Iceland	33%	819,993	53%	87%
USA	26%	639,562	256%	-47%
UK	8%	207,081	-10%	-69%
Germany	8%	183,964	70%	-48%
France	3%	78,844	40%	-56%

*Comparison of 2020/2021 and 2019/2021.

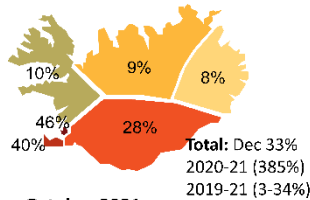
**5 largest nationalities accounted for 78.4% of total guest nights in hotels.

Room occupancy in hotels 2021⁴

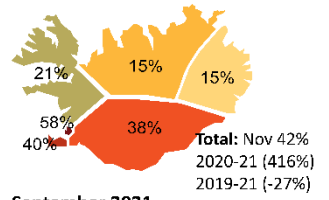
	Total		Capital region	
	Room occupancy	% change from 2020 2019	Room occupancy	% change from 2020 2019
All year	39%	55% -40%	43%	68% -43%
Jan	10%	-81% -81%	9%	-86% -86%
Feb	13%	-79% -81%	11%	-86% -87%
Mar	14%	-54% -79%	15%	-60% -81%
Apr	14%	289% -72%	15%	407% -73%
May	26%	183% -54%	31%	496% -54%
Jun	40%	93% -44%	45%	273% -42%
Jul	70%	47% -14%	68%	96% -15%
Aug	76%	108% -9%	76%	166% -11%
Sep	64%	294% -14%	63%	359% -20%
Oct	62%	472% -10%	72%	607% -7%
Nov	42%	416% -27%	58%	601% -24%
Dec	33%	385% -36%	46%	500% -33%

Room occupancy in hotels by region⁴

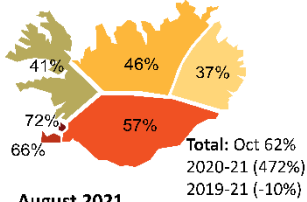
December 2021



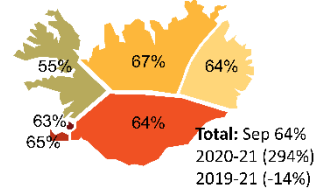
November 2021



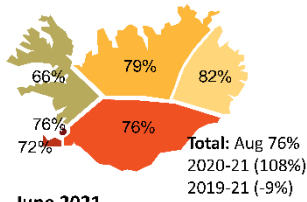
October 2021



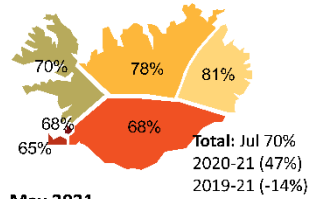
September 2021



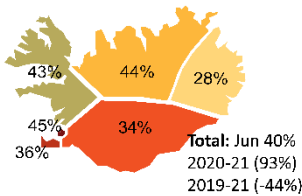
August 2021



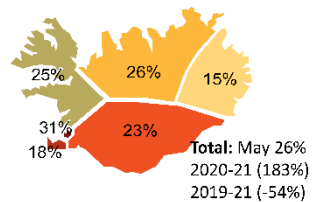
July 2021



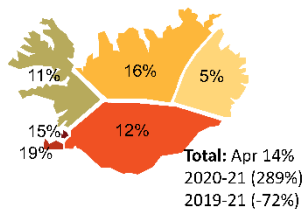
June 2021



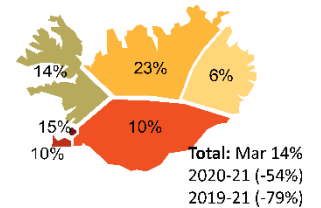
May 2021



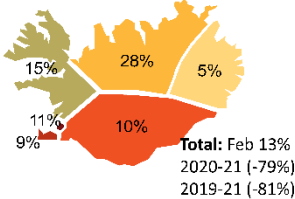
April 2021



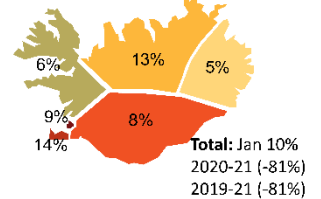
March 2021



February 2021



January 2021



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.

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 April-June 2020 and September 2020 - May 2021.

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 2019-2021. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2021.