

TOURISM IN ICELAND IN FIGURES

- JULY 2021

International visitors through Keflavík Airport

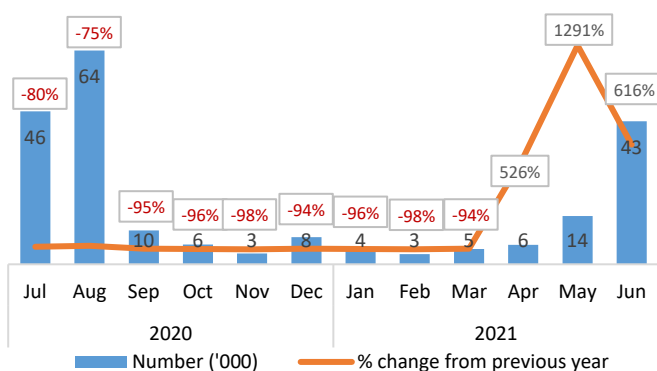
International departures in the period July'20 – June'21¹

	% of departures	Number	% change from the past 12 months*
Total number		211,545	-85.2%
<i>Top ten countries**</i>			
USA	15.4%	32,534	-89.3%
Poland	13.8%	29,161	-57.9%
Germany	13.7%	29,027	-69.5%
Denmark	8.6%	18,178	-47.2%
France	5.3%	11,204	-85.9%
UK	5.1%	10,729	-94.9%
Italy	5.1%	10,690	-69.1%
Netherlands	3.4%	7,293	-76.1%
Switzerland	3.3%	6,955	-65.0%
Baltic states	3.2%	6,831	-78.2%

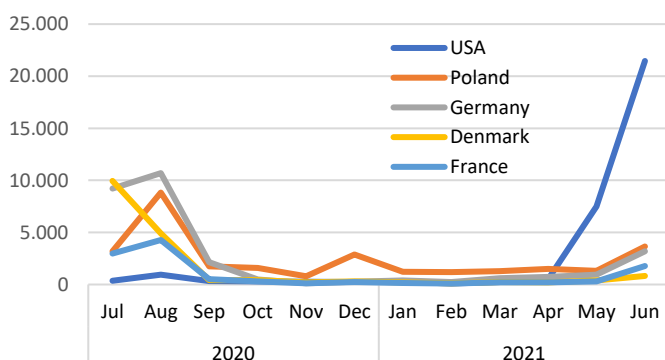
*Comparison of the periods July-June 2019-20/2020-21.

**Top ten countries were 76.9%.

Departures by month¹



Departures by month – Top five* countries¹



*Top five countries (July'20-June'21) in total were 56.8%.

Main purpose of visit to Iceland and length of stay

Purpose of visit June 2020 – May 2021²

	Number*	% of visitors
Holiday	156,185	89.3%
Visit friends/relatives	13,817	7.9%
Health related, education etc.	1,049	0.6%
Business related	1,924	1.1%
Temporary work	1,574	0.9%
Visit without an overnight stay	350	0.2%

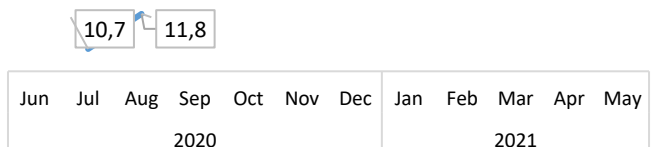
*Calculation based on visitor statistics at Keflavik Airport.

Length of stay in Iceland June 2020 – May 2021²

	Number of nights	% change from the past 12 months*
Average length of stay	11,3	68.7%
Germany	12,8	43.8%
Poland	9,9	37.5%
Denmark	9,1	42.2%
USA	-	-
Italy	11,6	39.8%
France	12,8	48.8%
UK	9,4	91.8%
Netherlands	12,2	58.4%
Switzerland	13,8	50.0%
Baltic states	8,8	17.3%

*Comparison of the periods June-May 2019-20/2020-21.

Average length of stay by month (nights)²



Visitors experience² - NPS scores³



Overnight stays

Overnight stays in registered accommodation July'20-June'21⁴

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		2,720,677	-58.4%
Hotels	37.2%	1,012,210	-70.7%
Guesthouses	18.0%	488,377	-50.4%
Other accommodation	44.8%	1,220,090	-41.9%

*Comparison of the periods July-June 2019-20/2020-21.

**Non-registered overnight stays are not included.

Overnight stays in hotels (July 2020 - June 2021)⁴

	% of hotel guest nights	Number	% change from the past 12 months*
Total guest nights**		1,012,210	-70.7%
1. Iceland	60.6%	616,713	41.8%
2. USA	11.3%	114,478	-86.7%
3. Germany	6.6%	66,441	-74.2%
4. Denmark	3.5%	35,682	-57.2%
5. UK	2.8%	28,181	-94.5%

*Comparison of the periods July-June 2019-20/2020-21.

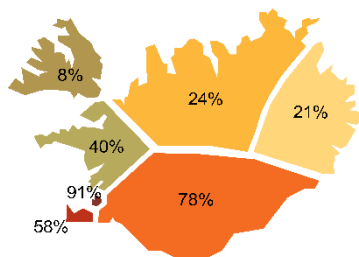
**5 largest nationalities accounted for 85.1% of total guest nights in hotels.

Room occupancy in hotels (July 2020 - June 2021)⁴

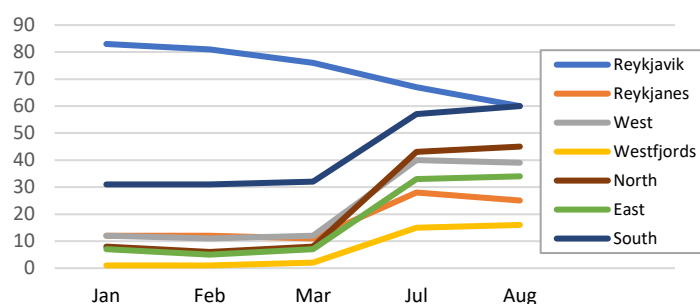
	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
Jul'20	47.5%	-41.1%	34.6%	-56.8%
Aug'20	36.3%	-56.0%	28.6%	-66.4%
Sep'20	16.1%	-78.2%	13.8%	-82.4%
Oct'20	10.8%	-84.2%	10.2%	-86.8%
Nov'20	8.2%	-85.8%	8.3%	-89.1%
Dec'20	6.8%	-86.8%	7.7%	-88.9%
Jan'21	9.5%	-80.7%	9.4%	-85.9%
Feb'21	12.8%	-78.8%	10.9%	-86.3%
Mar'21	14.0%	-53.6%	15.4%	-59.7%
Apr'21	14.0%	288.9%	15.2%	406.7%
May'21	25.5%	183.3%	31.0%	496.2%
Jun'21	40.3%	93.8%	44.8%	273.3%

International visitors by region and satisfaction

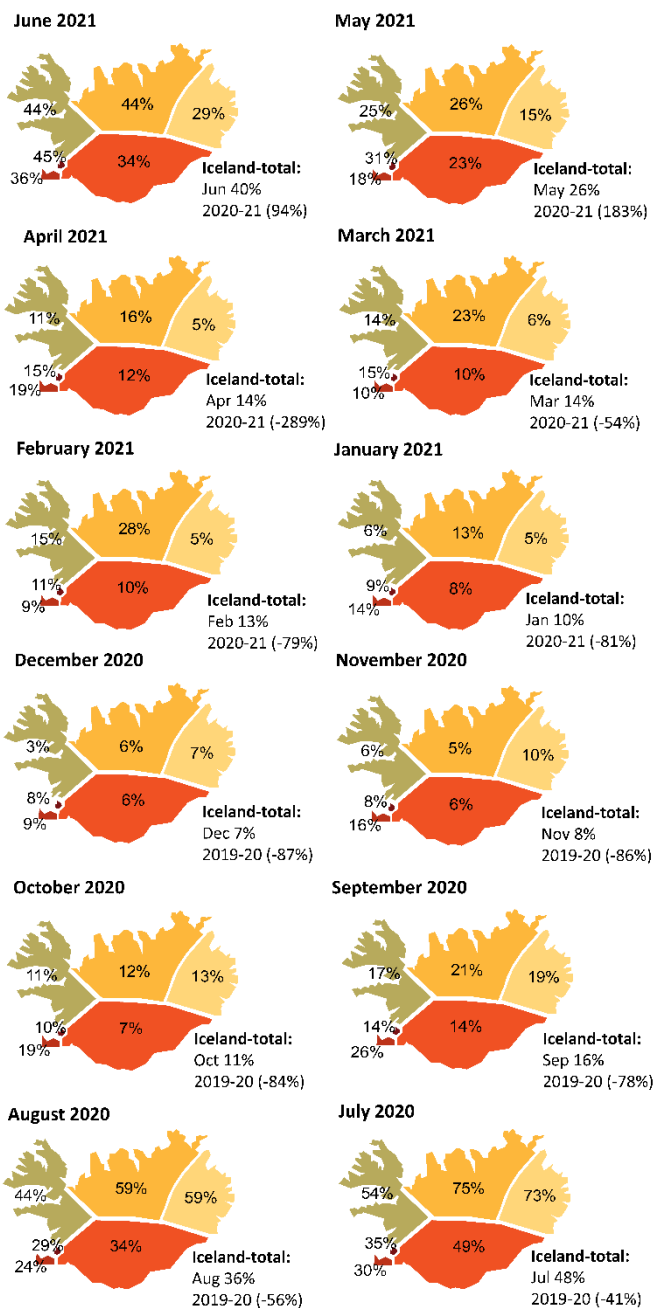
Which regions were visited in 2020²



Which regions were visited (%) - by month 2020²



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. Due to Covid the survey was not active April-June and September 2020 - April 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.