

TOURISM IN ICELAND IN FIGURES

- May 2023

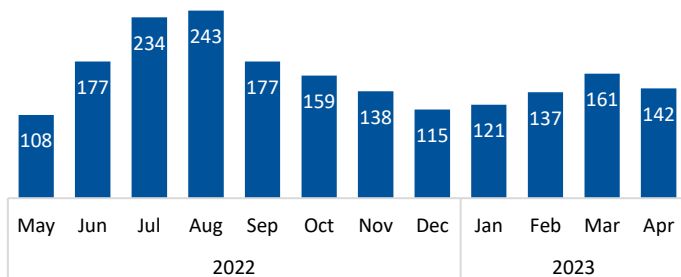
International visitors through Keflavik airport

International departures May 2022 – April 2023¹

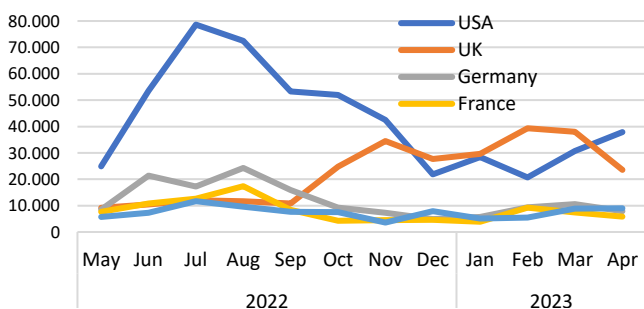
	% of departures	Number	% change for the past 12 months*
Total number		1,911,124	87.9%
<i>Top ten countries (73% of total)</i>			
USA	27.0%	516,827	81.5%
UK	14.2%	271,510	89.9%
Germany	7.4%	142,086	67.2%
France	5.1%	96,571	75.4%
Poland	4.7%	89,459	28.6%
Italy	3.8%	72,609	93.4%
Denmark	3.3%	62,630	82.4%
Spain	2.8%	53,232	83.2%
Netherlands	2.7%	51,640	88.9%
Canada	2.5%	48,015	336.5%

*Comparison of the periods May-April 2021-22/2022-23.

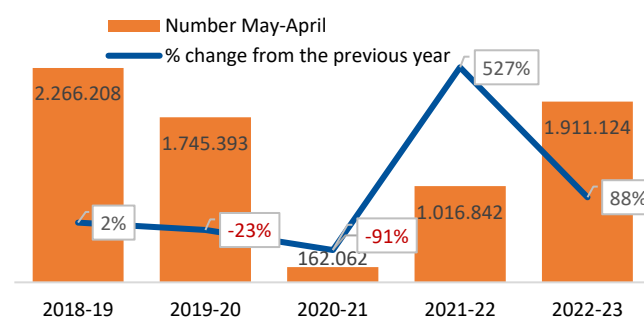
Departures ('000) by month¹



Departures by month – Top five* countries¹



International departures 2018-2023¹



Main purpose of visit to Iceland and length of stay

Purpose of visit May 2022 – April 2023²

	% of visitors	Number*
Holiday	91.8%	1,765,879
Visit friends/relatives	2.8%	53,511
Business	2.8%	53,511
Health related, educational etc.	1.3%	24,845
Temporary work	0.2%	3,822
Visit without an overnight stay	0.5%	9,556

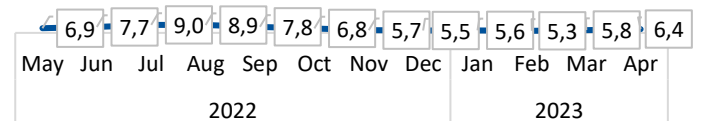
*Calculation based on visitor statistics at Keflavik airport.

Length of stay May 2022 – April 2023²

	Number of nights	% change for the past 12 months*
Average length of stay	7,7	-2,7%
USA	6,4	-13,5%
UK	5,2	-
Germany	9,7	1,0%
France	9,0	5,9%
Poland	7,5	2,7%
Italy	7,9	-8,1%
Denmark	6,8	-8,1%
Spain	8,4	-5,6%
Netherlands	8,6	8,9%
Canada	7,1	-10,1%

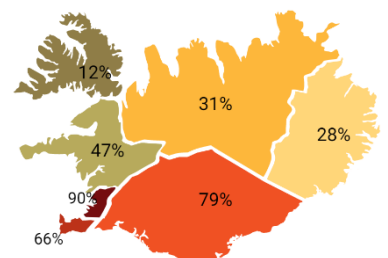
* Comparison of the periods May-April 2021-22/2022-23.

Average length of stay by month (nights)²

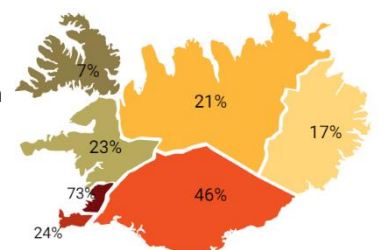


Regions visited and overnight stays²

Which region did foreign guests visit May'22 – April'23¹



In which region did foreign guests stay overnight May'22 – April'23¹



Overnight stays

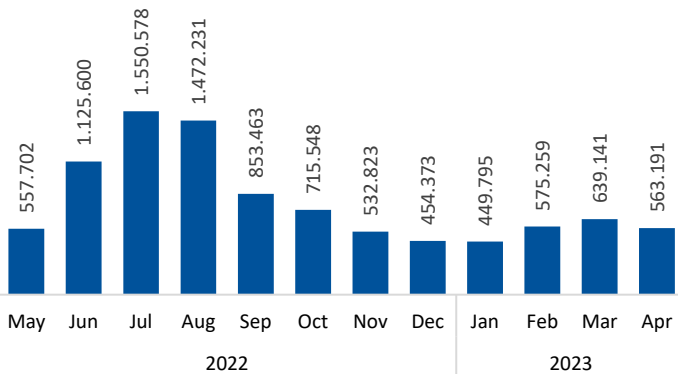
Overnight stays in registered accommodation (May'22-April'23³)

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		9,489,704	50.7%
Hotels	54.0%	5,122,062	53.4%
Guesthouses	14.3%	1,356,145	49.7%
Other accommodation	31.7%	2,992,052	52.8%

*Comparison of the periods May-April 2021/22 - 2022/23.

**Non-registered overnight stays were 1,642,800.

Overnight stays* in registered accommodation by month³



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

Overnight stays in hotels May 2022 – April 2023³

	% of hotel guest nights	Number	% change from the past 12 months *
Total guest nights**		5,122,062	6.1%
USA	25.0%	1,294,214	57.0%
Iceland	19.2%	964,017	3.8%
UK	14.9%	753,489	70.5%
Germany	8.3%	427,614	69.7%
France	4.0%	201,779	76.2%

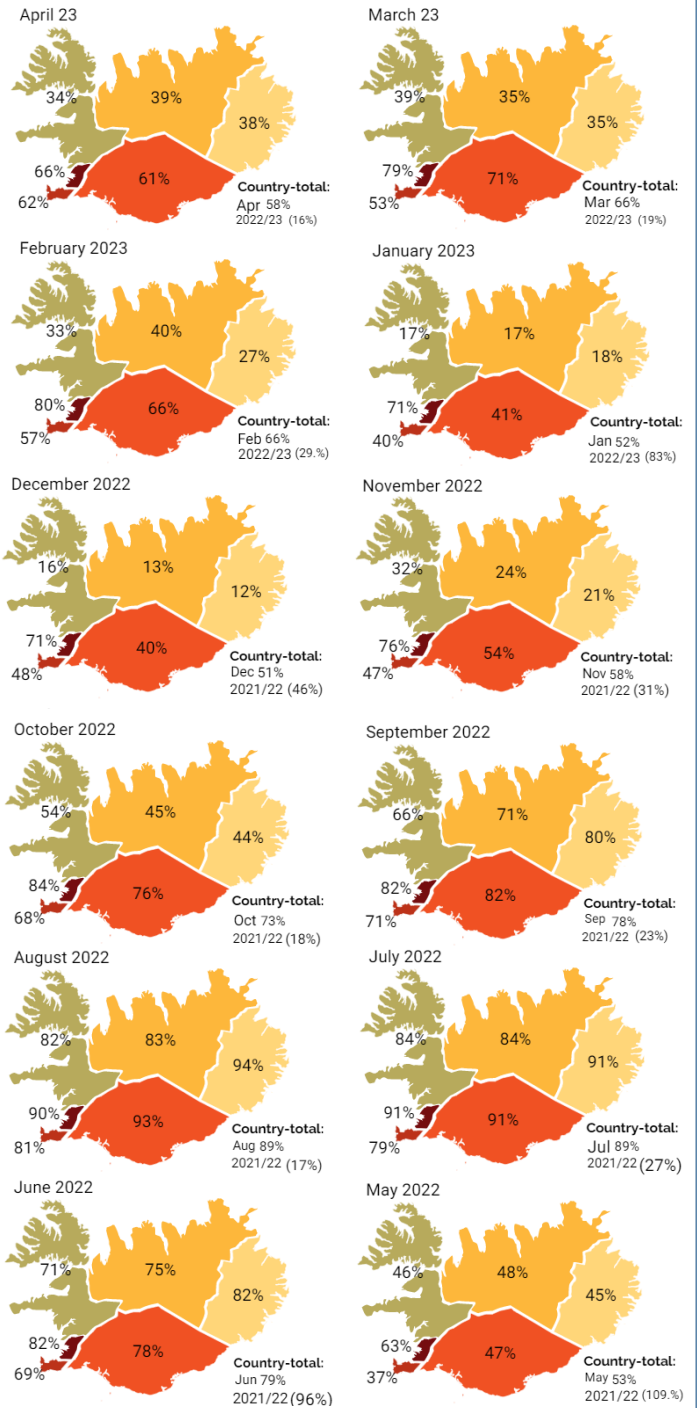
*Comparison of the periods May-April 2021/22 - 2022/23.

**5 largest nationalities accounted for 71.4% of total guest nights in hotels.

Room occupancy in hotels (May 2022 – April 2023³)

	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
May'22	53,3%	109,0%	62,5%	101,6%
Jun'22	78,5%	96,3%	82,4%	83,9%
Jul'22	88,5%	27,2%	90,7%	33,8%
Aug'22	88,6%	17,4%	90,3%	18,5%
Sep'22	78,3%	23,3%	81,8%	29,2%
Oct'22	73,0%	18,1%	84,3%	16,9%
Nov'22	58,4%	31,2%	76,3%	31,1%
Dec'22	50,8%	45,6%	70,8%	53,2%
Jan'23	52,0%	82,5%	71,0%	94,5%
Feb'23	65,8%	29,0%	79,9%	19,1%
Mar'23	65,5%	18,9%	78,7%	15,7%
Apr'23	58,0%	15,8%	66,1%	12,2%

Room occupancy in hotels by region³



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 September 2020 - May 2021.

³Statistics Iceland: Accommodation statistics 2021-2023. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2023.