



# TOURISM IN ICELAND IN FIGURES

## - February 2024

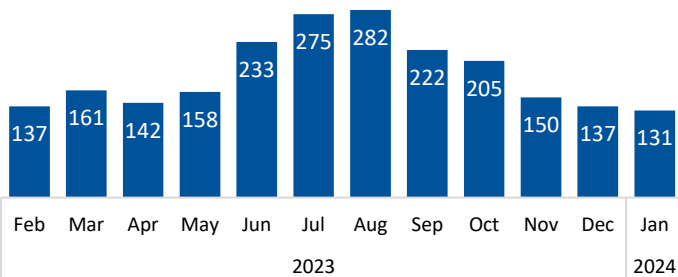
### International visitors through Keflavik airport

#### International departures February 2023 – January 2024<sup>1</sup>

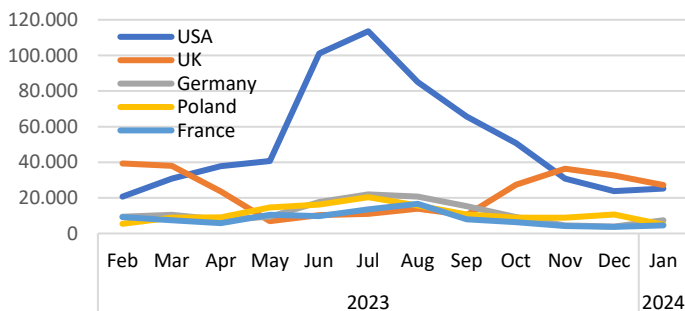
	% of departures	Number	% change for the past 12 months*
<b>Total number</b>		<b>2,233,438</b>	<b>27.6%</b>
<i>Top ten countries (71.4% of total)</i>			
USA	28.0%	625,840	32.5%
UK	12.4%	276,669	13.7%
Germany	6.2%	138,307	3.5%
Poland	6.0%	134,218	58.7%
France	4.5%	99,915	9.8%
Italy	3.6%	80,493	29.5%
Spain	3.0%	68,060	31.7%
Canada	2.6%	58,400	31.2%
Netherlands	2.5%	56,131	9.0%
China	2.5%	55,677	105.0%

\*Comparison of the periods February-January 2022-23/2023-24.

#### Departures ('000) by month<sup>1</sup>



#### Departures by month – Top five\* countries<sup>1</sup>



### Main purpose of visit to Iceland and length of stay

#### Purpose of visit February 2023 – January 2024<sup>2</sup>

	% of visitors	Number*
Holiday	92.8%	2,072,630
Visit friends/relatives	2.2%	49,136
Business	2.4%	53,603
Health related, educational etc.	1.5%	33,502
Other	1.1%	24,568

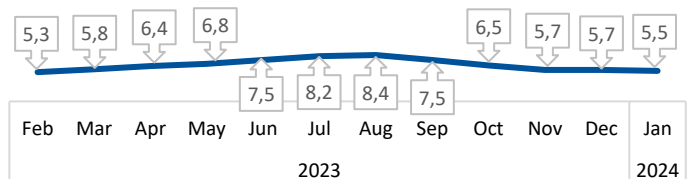
\*Calculation based on visitor statistics at Keflavik airport.

#### Length of stay February 2023 – January 2024<sup>2</sup>

	Number of nights	% change for the past 12 months*
<b>Average length of stay</b>	<b>6,9</b>	<b>-5.5%</b>
USA	6,4	-1.5%
UK	4,9	-7.6%
Germany	9,6	-1.0%
Poland	6,5	-19.8%
France	9,4	5.6%
Italy	7,9	-3.7%
Spain	8,5	0.0%
Canada	7,0	-4.1%
Netherlands	7,8	-8.2%
China	6,3	26.0%

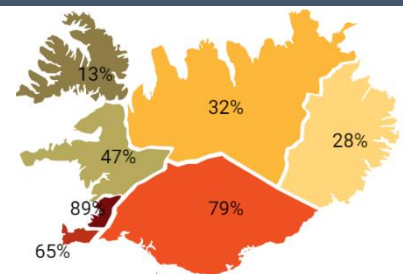
\* Comparison of the periods February-January 2022-23/2023-24.

#### Average length of stay by month (nights)<sup>2</sup>

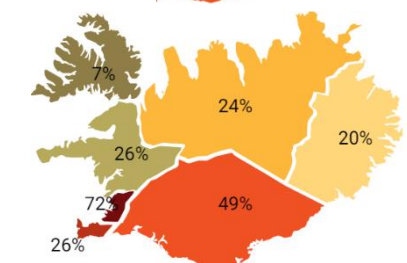


### Regions visited and overnight stays

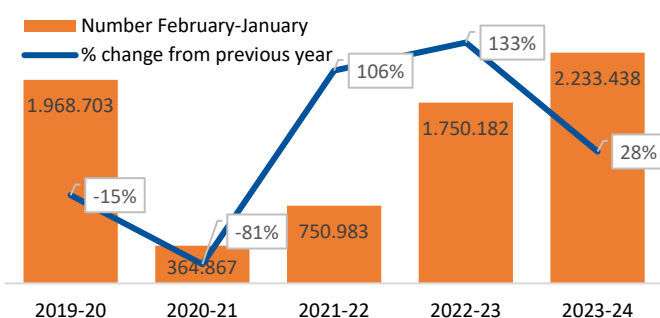
#### Which region did foreign guests visit Feb.'23 – Jan.'24<sup>2</sup>



#### In which region did foreign guests stay overnight Feb.'23 – Jan.'24<sup>2</sup>



#### International departures 2019-2024<sup>1</sup>



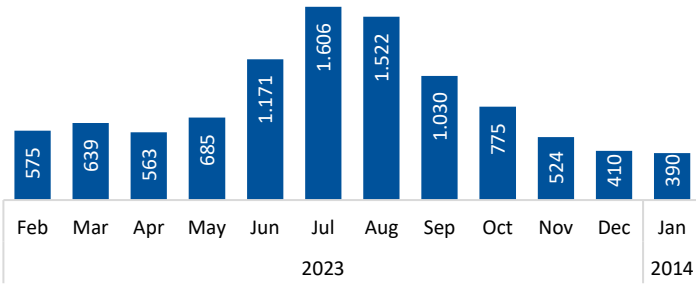
## Overnight stays

### Overnight stays in registered accommodation (Feb'23-Jan'24)<sup>3</sup>

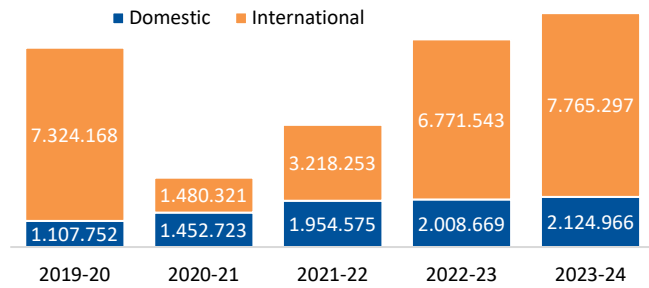
	% of guest nights	Number	% change from the last 12 months <sup>4</sup>
<b>Total guest nights*</b>		<b>9,890,263</b>	<b>12.6%</b>
Hotel	52.9%	5,227,920	7.8%
Guesthouses	13.3%	1,310,870	11.2%
Other accommodation	33.9%	3,351,473	21.8%

\* Non-registered overnight stays were 1,888,400 (Feb'23-Jan'24).

### Overnight stays ('000) in registered accommodation by month<sup>3</sup>



### Overnight stays in registered accommodation 2019-2024<sup>5</sup>



## Hotel guest nights

### Overnight stays in hotels February 2023 – January 2024<sup>3</sup>

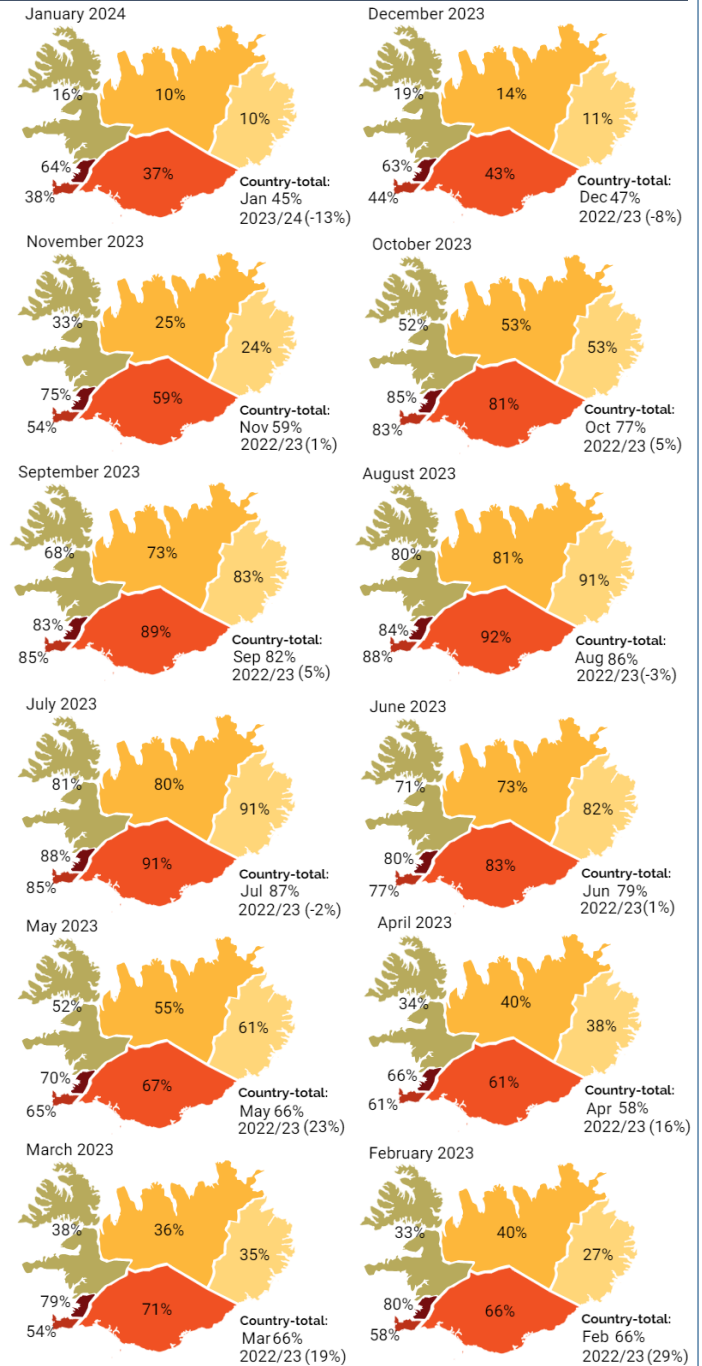
	% of hotel-guest nights	Number	% change from the past 12 months <sup>4</sup>
<b>Total hotel nights</b>		<b>5,227,920</b>	<b>7.8%</b>
USA	26.8%	1,402,936	15.9%
Iceland	17.9%	933,979	-2.3%
UK	13.5%	703,791	-0.1%
Germany	7.3%	383,033	-6.0%
France	3.6%	190,578	-1.5%

\*5 largest nationalities accounted for 69.1% of total guest nights in hotels.

### Room occupancy in hotels February 2023 – January 2024<sup>3</sup>

	Total		Capital region	
	Room occupancy	12 month % change <sup>4</sup>	Room occupancy	12 month % change <sup>4</sup>
Feb'23	65.9%	29.2%	79.9%	19.1%
Mar'23	65.6%	19.1%	78.7%	15.7%
Apr'23	58.1%	16.0%	66.1%	12.2%
May'23	65.7%	23.3%	70.2%	12.3%
Jun'23	79.0%	0.6%	80.0%	-2.9%
Jul'23	86.7%	-2.0%	87.5%	-3.5%
Aug'23	85.8%	-3.2%	84.3%	-6.6%
Sep'23	82.0%	4.7%	83.0%	1.5%
Oct'23	76.6%	4.9%	84.7%	0.5%
Nov'23	59.2%	1.4%	74.5%	-2.4%
Dec'23	46.8%	-7.9%	62.9%	-11.2%
Jan'24	45.2%	-13.4%	63.6%	-10.4%

## Room occupancy in hotels by region<sup>3</sup>



## Foreign tourist spending

Average spending of tourists per person/ per night excluding international flight/ferry expenses<sup>6</sup>

**43,878 ISK in 2023**

Average spending per guest night = (Total revenue from foreign tourists) ÷ (Number of international guest nights, registered and non-registered)

424,539,1 (Million ISK) ÷ 9.675.352

## Sources

<sup>1</sup> Icelandic 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. Until September 2019 the counting covered all passengers going through the security check. From October 2019, the counting is based on a sampling method.

<sup>2</sup> Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport 2022-2024.

<sup>3</sup> Statistics Iceland: Accommodation statistics 2019-2024. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2023 and 2024.

<sup>4</sup> Comparison of the period February-January 2022/23 - 2023/24.

<sup>5</sup> Comparison of the period February-January 2019-2024.

<sup>6</sup> Statistics Iceland. External trade, estimated figures.