

# TOURISM IN ICELAND IN FIGURES

## - January 2024

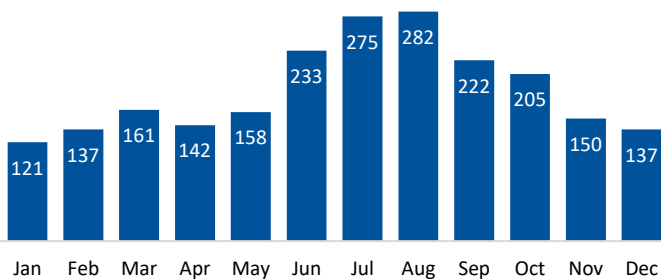
### International visitors through Keflavik airport

#### International departures 2023<sup>1</sup>

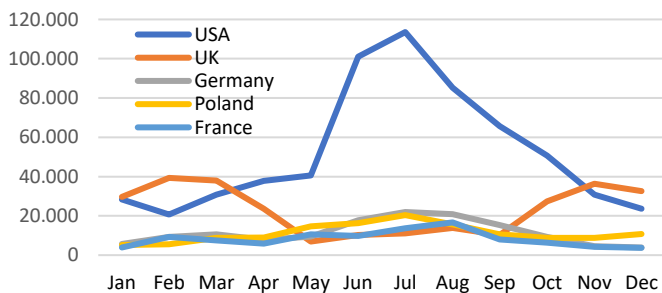
	% of departures	Number	% changes from	
			2022	2019
<b>Total number</b>		<b>2,223,655</b>	<b>31%</b>	<b>112%</b>
<i>Top ten countries*</i>				
USA	28.3%	629,015	37%	136%
UK	12.5%	279,059	21%	107%
Germany	6.1%	136,490	4%	103%
Poland	6.0%	134,427	61%	143%
France	4.5%	99,208	11%	102%
Italy	3.6%	79,939	31%	170%
Spain	3.0%	67,202	33%	114%
Canada	2.6%	57,779	32%	83%
China	2.5%	54,580	130%	48%
Netherlands	2.4%	52,787	3%	122%

\*Top ten countries 2023 were 71.5%.

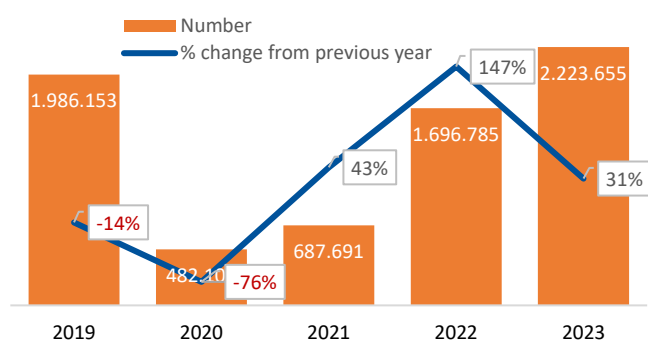
#### Departures ('000) by month 2023<sup>1</sup>



#### Departures by month 2023 – Top five\* countries<sup>1</sup>



#### International departures 2019-2023<sup>1</sup>



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

#### Purpose of visit 2023<sup>2</sup>

	% of visitors	Number*
Holiday	92.5%	2,056,881
Visit friends/relatives	2.3%	51,144
Business	2.9%	55,591
Health related, educational etc.	1.6%	35,579
Visit without an overnight stay	1.1%	24,460

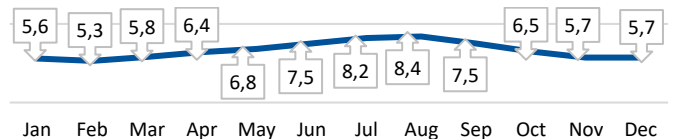
\*Calculation based on visitor statistics at Keflavik airport.

#### Length of stay 2023<sup>2</sup>

	Number of nights	% change* from	
		2022	2019
<b>Average length of stay</b>	<b>7,0</b>	-5.4%	4.5%
USA	6,4	-3.0%	14.3%
UK	4,9	-9.3%	0%
Germany	9,6	-2.0%	9.1%
Poland	6,5	-21.7%	-12.2%
France	9,4	4.4%	10.6%
Italy	7,9	-6.0%	-1.3%
Spain	8,6	1.2%	2.4%
Canada	7,0	-4.1%	12.9%
China	6,2	8.8%	5.1%
Netherlands	7,9	-8.1%	5.3%

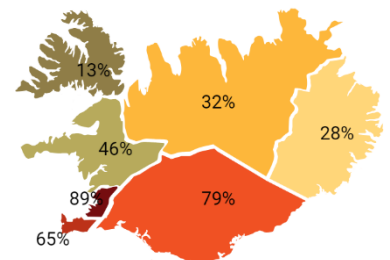
\*Comparison of 2023/2022 and 2023/2019.

#### Average length of stay by month (nights) 2023<sup>2</sup>

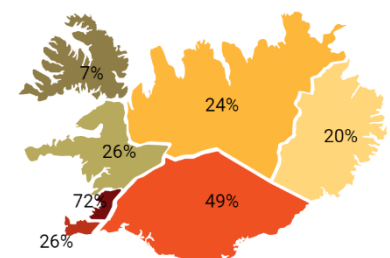


### Regions visited and overnight stays<sup>2</sup>

#### Which region did foreign guests visit in 2023<sup>1</sup>



#### In which region did foreign guests stay overnight in 2023<sup>1</sup>



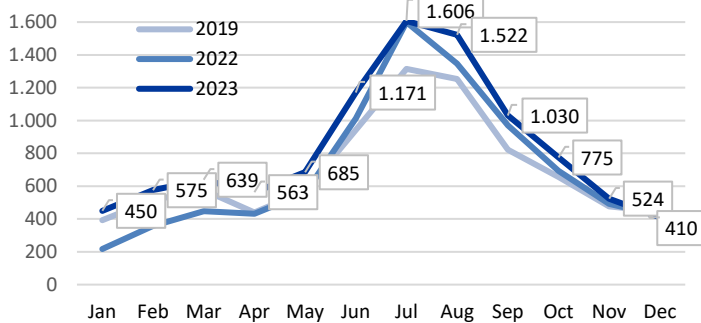
## Overnight stays

### Overnight stays in registered accommodation 2023\*<sup>3</sup>

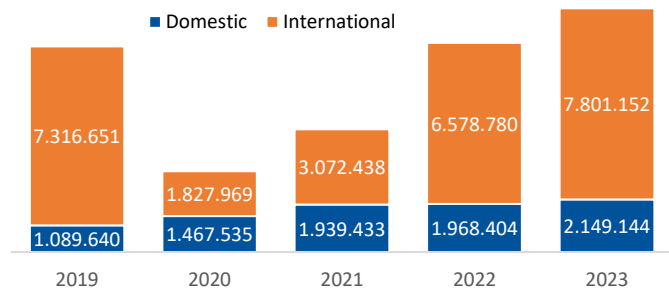
	% of guest nights		% change from <sup>4</sup>	
	Number		2022	2019
<b>Total guest nights*</b>	<b>9,950,296</b>		<b>16.4%</b>	<b>18.4%</b>
Hotel	5,257,789	52.8%	11.9%	16.0%
Guesthouses	1,326,701	13.3%	15.2%	5.4%
Other accommodation	3,365,860	33.8%	24.8%	28.7%

\*Non-registered overnight stays were 1,873,200 in 2023.

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



### Overnight stays in registered accommodation 2019-2023<sup>3</sup>



## Hotel guest nights<sup>3</sup>

### Overnight stays in hotels 2023 – Top five\* countries<sup>3</sup>

	% of hotel guest nights		% change from <sup>4</sup>	
	Number		2022	2019
<b>Total guest nights</b>	<b>5,257,789</b>		<b>11.9%</b>	<b>16.0%</b>
USA	1,402,289	26.7%	18.9%	16.0%
Iceland	944,212	18.0%	1.0%	115.2%
UK	721,478	13.7%	9.9%	9.8%
Germany	384,924	7.3%	-3.9%	9.4%
France	188,055	3.6%	-1.2%	5.6%

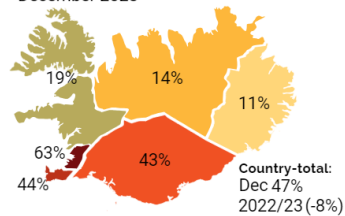
\*5 largest nationalities accounted for 69.3% of total guest nights in hotels.

### Room occupancy in hotels 2023<sup>3</sup>

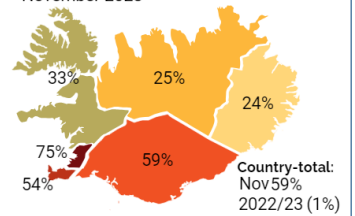
	Total			Capital region		
	Room occupancy	% change from <sup>4</sup> 2022	% change from <sup>4</sup> 2019	Room occupancy	% change from <sup>4</sup> 2022	% change from <sup>4</sup> 2019
<b>All year</b>	<b>69%</b>	<b>9%</b>	<b>6%</b>	<b>77%</b>	<b>6%</b>	<b>3%</b>
Jan	52%	83%	5%	71%	95%	7%
Feb	66%	29%	-2%	80%	19%	-5%
Mar	66%	19%	0%	79%	16%	-1%
Apr	58%	16%	18%	66%	12%	17%
May	66%	23%	18%	70%	12%	5%
Jun	79%	1%	10%	80%	-3%	3%
Jul	87%	-2%	7%	88%	-4%	9%
Aug	86%	-3%	4%	84%	-7%	-1%
Sep	82%	5%	11%	83%	1%	6%
Oct	77%	5%	12%	85%	0%	9%
Nov	59%	1%	2%	75%	-2%	-2%
Dec	47%	-8%	-9%	63%	-11%	-9%

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

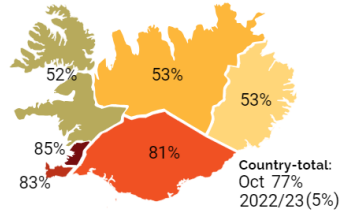
December 2023



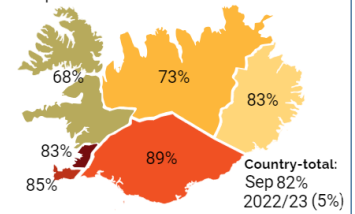
November 2023



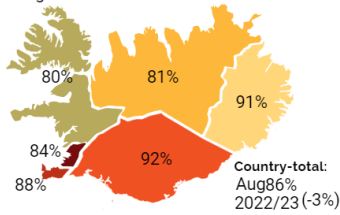
October 2023



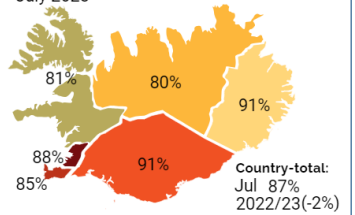
September 2023



August 2023



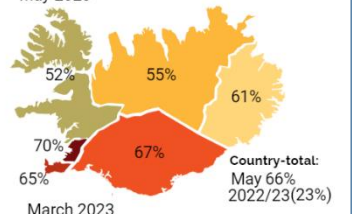
July 2023



June 2023



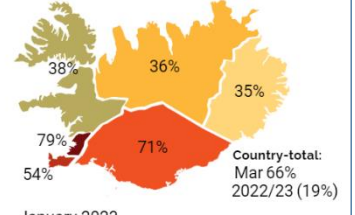
May 2023



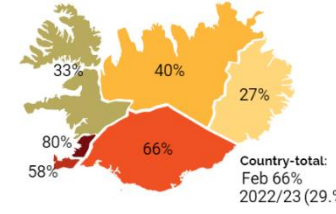
April 2023



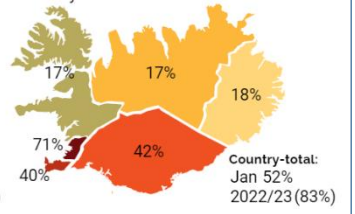
March 2023



February 2023



January 2023



## 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. The counting covers 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.

<sup>3</sup>Statistics Iceland: Accommodation statistics 2019-2022. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2023.

<sup>4</sup>Comparison of 2023/2022 and 2023/2019.