

# TOURISM IN ICELAND IN FIGURES

## – MARCH 2019



### International visitors to Iceland through Keflavík Airport

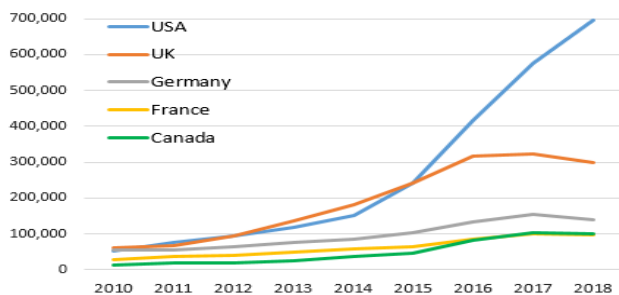
#### Visitors in the period March 2018 - February 2019<sup>1</sup>

	% of visitors	Number	% change from the past 12 months
<b>Total number of visitors</b>		<b>2,296,337</b>	<b>3.5%</b>
<i>Top ten countries*</i>			
USA	29.8%	685,038	18.0%
UK	12.6%	290,467	-9.7%
Germany	6.1%	139,636	-10.7%
Canada	4.3%	99,446	-2.4%
France	4.2%	97,280	-4.1%
China	4.0%	91,939	7.6%
Poland	4.0%	91,002	25.8%
Spain	2.8%	64,960	8.9%
Denmark	2.2%	51,149	-5.8%
Sweden	2.1%	48,863	-12.5%

\*Top ten countries in total were 72.1%.

### International visitors to Iceland 2010-2018

#### Top five countries<sup>1</sup>



### Visitors expenditure (see details in Appendix 1)

#### Total expenditure 2018<sup>2</sup>

	% of total expenditure	ISK billions
<b>Total expenditure</b>		<b>450,863</b>
<i>Top ten countries*</i>		
USA	32.0%	144,477
UK	10.3%	46,362
Germany	6.4%	28,813
China	6.2%	27,822
France	4.8%	21,624
Canada	3.7%	16,487
Spain	3.0%	13,382
Italy	2.0%	9,194
Taiwan	2.0%	8,820
Switzerland	1.9%	8,471

\*72.2% in all of the total expenditure.

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

#### Purpose of visit March 2018 - February 2019<sup>2</sup>

	% of visitors	Number*	% change from previous year**
Holiday	87.1%	2,000,110	2.0%
Visit friends/relatives	2.8%	64,297	8.0%
Health related, education etc.	5.0%	114,817	-17.9%
Business related	2.8%	64,297	-10.0%
Temporary work	0.8%	18,371	-36.4%
Visit without an overnight stay	1.5%	34,445	-20.0%

\*Calculation based on visitor statistics at Keflavik Airport.

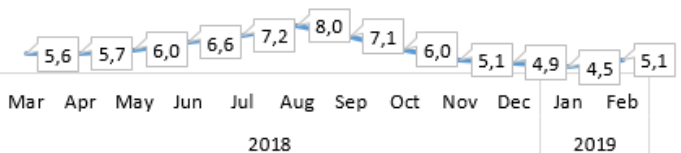
\*\*Comparison of the periods July - February 2017-18/ 2018-19.

#### Length of visitor's stay in Iceland March 2018-January 2019<sup>2</sup>

	Number of nights	% change from previous year*
<b>Average length of stay</b>	<b>6,3</b>	<b>-5.9%</b>
USA	5,3	-6.9%
United Kingdom	4,5	-6,3%
Germany	8,4	-5,4%
Canada	5,5	-13,8%
France	8,5	-9,2%
China	6,0	1,7%
Poland	7,1	-16,7%
Spain	8,1	-3,5%
Denmark	6,3	-4,3%
Sweden	5,7	1,7%

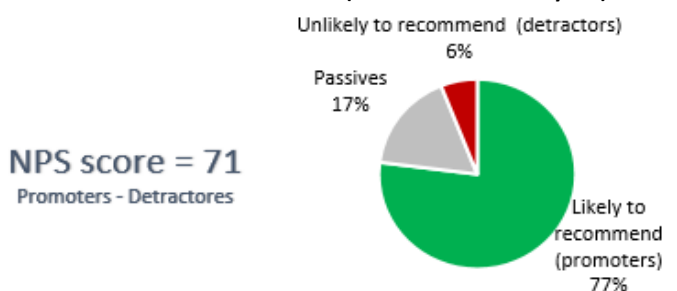
\*Comparison of the periods July - February 2017-18/ 2018-19.

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



### Visitors experience

#### How likely/unlikely are international visitors to recommend Iceland as a travel destination? (March '18 – February '19)<sup>2</sup>



## Overnight stays

### Overnight stays in registered accommodation (Feb.'18-Jan.'19)<sup>3</sup>

	% of guest nights	Number	% change from previous year
<b>Total guest nights</b>		<b>9,018,275</b>	<b>6.9%</b>
Hotels	49.4%	4,448,767	4.1%
Guesthouses	14.8%	1,331,363	1.7%
Other accommodation	35.8%	3,221,998	13.4%

\*Non-registered overnight stays were approximately 2 million.

### Overnight stays in hotels (Feb.'18-Jan.'19)<sup>3</sup>

	% of hotel guestnights	Number	% change from previous year
<b>Total guest nights in hotels</b>		<b>4,448,767</b>	<b>4.1%</b>
1. USA	29.2%	1,297,826	15.3%
2. United Kingdom	15.4%	684,696	-9.2%
3. Iceland	10.2%	455,099	11.1%
4. Germany	7.4%	327,108	-17.5%
5. China*	6.3%	278,624	36.6%

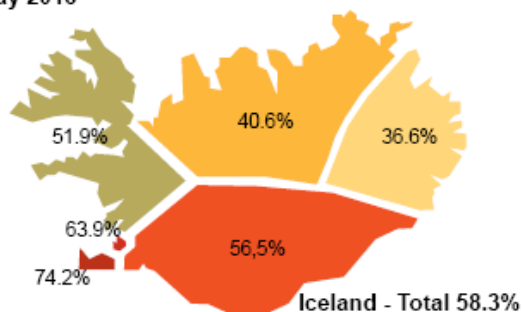
\*Five largest nationalities accounted for 68.4% of total guest nights in hotels.

### Room occupancy in hotels (Feb.'18-Jan.'19)<sup>3</sup>

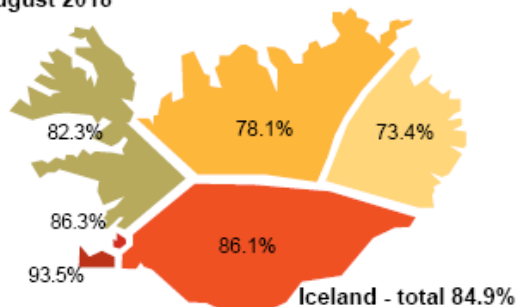
	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
Feb	73.3%	-5.8%	90.3%	-5.9%
Mar	69.5%	-6.6%	84.6%	-8.5%
Apr	54.4%	-17.6%	66.1%	-17.1%
May	58.3%	-6.3%	63.9%	-9.5%
Jun	77.5%	-4.2%	83.2%	-4.9%
Jul	82.7%	-7.3%	84.3%	-9.1%
Aug	84.9%	-2.1%	86.3%	-3.5%
Sep	78.1%	2.9%	81.9%	0.2%
Oct	70.8%	0.9%	80.3%	-4.3%
Nov	57.5%	-8.3%	76.9%	-4.5%
Dec	53.3%	-7.9%	70.1%	-7.9%
Jan	49.9%	-10.3%	66.3%	-11.1%

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

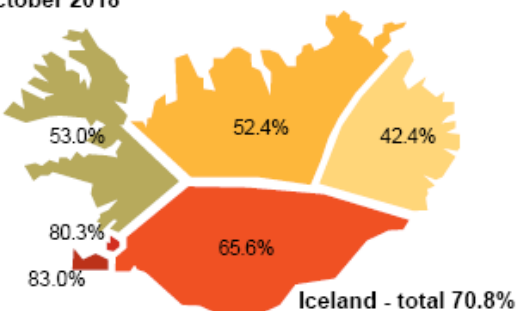
### May 2018



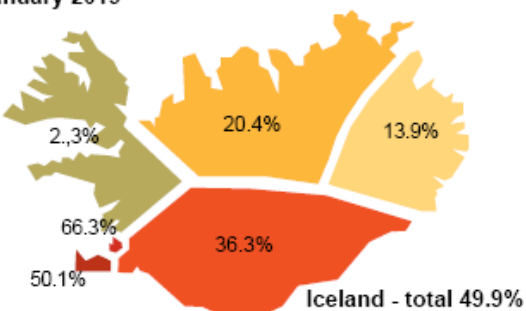
### August 2018



### October 2018

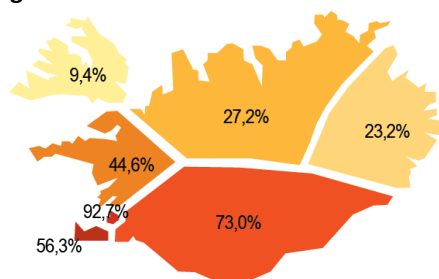


### January 2019



## International visitors by region and satisfaction

### Which regions were visited<sup>4</sup>



### Overall satisfaction by region<sup>4</sup>

Average scores on five-point scale

South	4,81
North	4,69
West	4,51
Westfjords	4,49
East	4,46
Reykjavík	4,42
Reykjanes	4,38

## 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. 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.](#)

<sup>2</sup>Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport. As the border survey didn't start until July 2017 the comparison between years is based on the periods July-January (2017-18/2018-19) regarding purpose of visit and average length of stay.

<sup>3</sup>Statistics Iceland: Accommodation statistics 2017-18. The estimate of the number of non-registered guest nights is based on the border survey conducted by the Icelandic Tourist Board and Statistics Iceland.

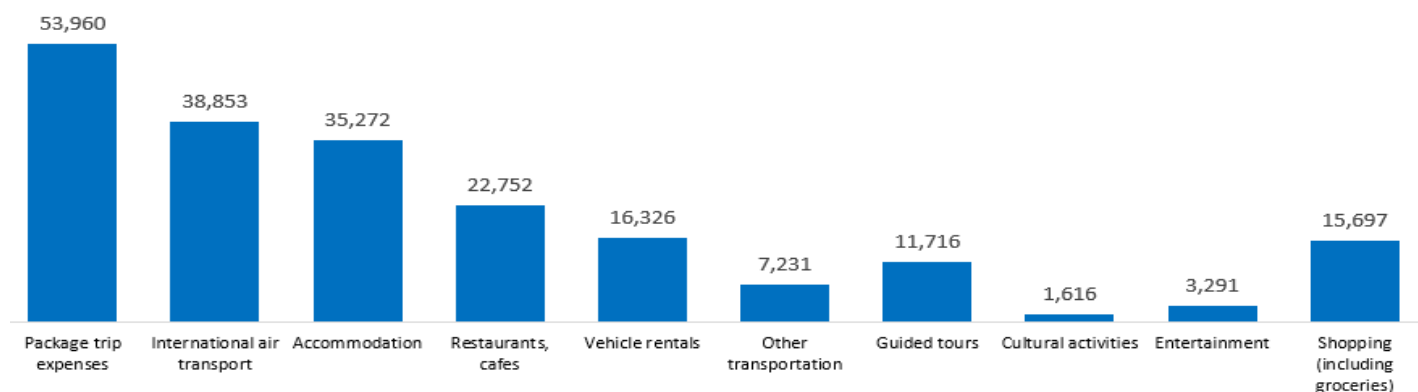
<sup>4</sup>Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.



## Visitors expenditure in 2018\*

	Total - 2018			Winter 2018 (Jan.-April/Oct.-Dec.)			Summer 2018 (May-September)		
	Average spending per visitor (ISK kr.)	Total expenditure (ISK billion)	% of total expenditure	Average spending per visitor (ISK kr.)	Total expenditure - winter (ISK billion)	% of expenditure in winter	Average spending per visitor (ISK kr.)	Total expenditure - summer (ISK billion)	% of expenditure in summer
<b>Total</b>	<b>208,867</b>	<b>450,863</b>		<b>177,034</b>	<b>184,263</b>		<b>238,508</b>	<b>266,600</b>	
Austria	239,240	3,620	0.8%	218,001	1,171	0.6%	250,931	2,449	0.9%
USA	218,375	144,477	32.0%	188,941	48,312	26.2%	236,917	96,165	36.1%
Belgium	284,182	7,120	1.6%	162,589	1,530	0.8%	357,329	5,590	2.1%
UK	167,869	46,362	10.3%	158,549	34,186	18.6%	201,051	12,176	4.6%
Denmark	142,018	5,760	1.3%	131,994	2,514	1.4%	150,891	3,246	1.2%
Finland	128,956	2,597	0.6%	95,964	853	0.5%	155,038	1,744	0.7%
France	237,007	21,624	4.8%	180,802	6,992	3.8%	278,359	14,632	5.5%
NL	196,617	8,055	1.8%	168,439	2,981	1.6%	218,043	5,074	1.9%
India	235,601	5,726	1.3%	223,843	2,482	1.3%	245,463	3,244	1.2%
Ireland	171,227	4,545	1.0%	143,149	2,709	1.5%	240,960	1,836	0.7%
Italy	209,266	9,194	2.0%	155,034	2,709	1.5%	245,086	6,485	2.4%
Canada	200,577	16,487	3.7%	155,823	5,228	2.8%	231,445	11,259	4.2%
China	309,870	27,822	6.2%	235,480	10,964	6.0%	389,993	16,859	6.3%
Mexico	172,118	2,425	0.5%	212,976	1,478	0.8%	132,449	947	0.4%
Norway	139,552	5,211	1.2%	123,594	2,071	1.1%	152,541	3,140	1.2%
Poland	107,233	8,167	1.8%	90,873	3,432	1.9%	123,330	4,735	1.8%
Russia	155,028	2,288	0.5%	112,384	449	0.2%	170,851	1,839	0.7%
Spain	214,969	13,382	3.0%	167,510	4,240	2.3%	247,491	9,142	3.4%
South-Korea	238,660	3,720	0.8%	166,118	1,443	0.8%	330,020	2,277	0.9%
CH	324,032	8,471	1.9%	256,247	2,401	1.3%	361,907	6,070	2.3%
Sweden	184,355	7,687	1.7%	118,160	2,016	1.1%	230,200	5,671	2.1%
Taiwan	269,321	8,820	2.0%	272,780	6,559	3.6%	259,764	2,261	0.8%
Germany	226,703	28,813	6.4%	194,440	9,149	5.0%	245,668	19,664	7.4%
Baltic countries	115,919	1,971	0.4%	87,605	632	0.3%	136,787	1,339	0.5%
Europe - other	140,589	11,321	2.5%	138,538	5,357	2.9%	142,484	5,964	2.2%
Africa	293,499	1,372	0.3%	229,556	603	0.3%	375,423	769	0.3%
Oceania	279,207	11,696	2.6%	219,319	4,835	2.6%	345,730	6,861	2.6%
Asia - other	250,805	24,694	5.5%	228,883	13,080	7.1%	281,132	11,614	4.4%
America - other	243,353	7,435	1.6%	214,267	3,887	2.1%	285,876	3,547	1.3%

Average spend per visitor by category 2018 (ISK kr.)



\*The expenditure figures are based on the results of a survey, conducted by the Icelandic Tourist Board and Iceland Statistics, among foreign visitors at Keflavik Airport. They were asked to estimate the cost of their Iceland visit. The figures include all estimated cost, including airfares with foreign airlines, cost of accommodation, tours and recreation etc. on package tours.

\*All figures were calculated into ISK based on the exchange rate in the travel month (according to the official exchange rate of the Central Bank of Iceland).

