

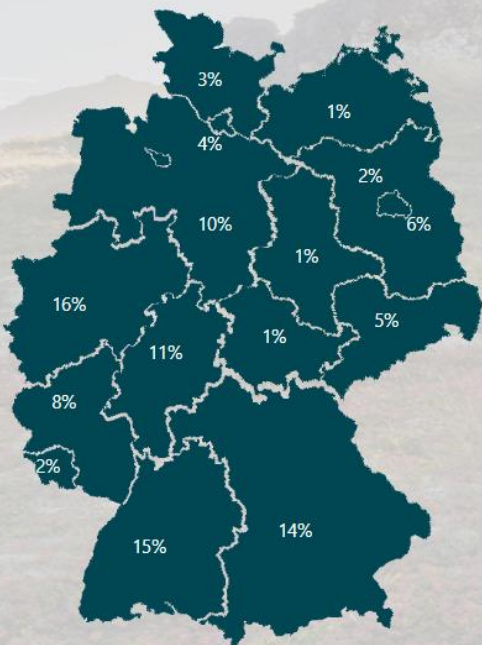


German travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018

There were 139,000 German visitors to Iceland in 2018, or about 6% of all foreign visitors. 42% of visits were during the summer (June- August) and 58% during the winter (January-May/Sept-Dec).

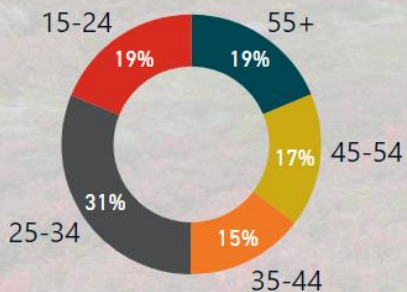
Residence



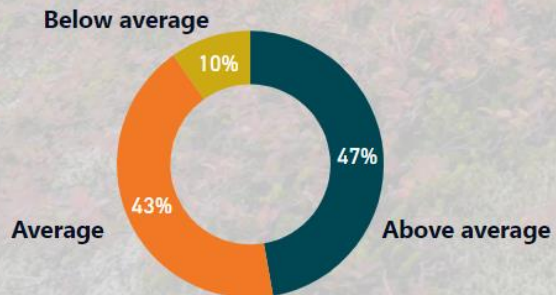
Gender



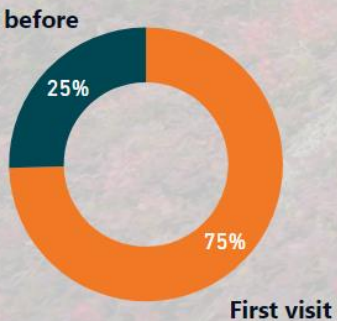
Age



Household income



Returning visitors



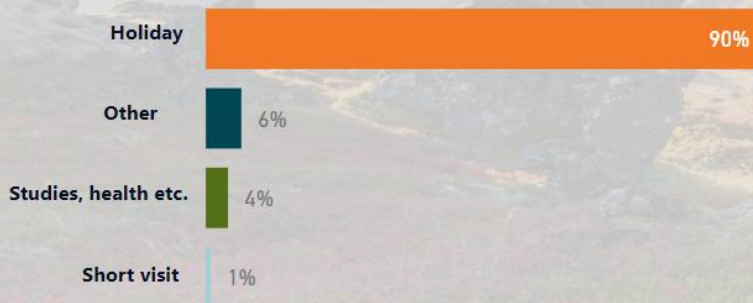
When did you first consider coming to Iceland



How long before departure was the trip booked



Reason for trip



The vast majority (93%) mentioned nature as an incentive for their trip to Iceland, just under half mentioned friends and relatives and about a quarter mentioned a previous trip.

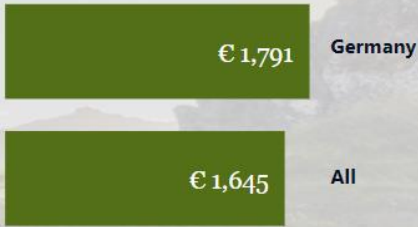
Just under half got the idea for their trip over two years ago and four out of ten booked their trip with more than four months' notice.

Most Germans came from Nordrhein-Westfalen, Baden-Württemberg and Bavaria (14-16%).

What gave you the idea to come to Iceland	Ratio
The country's nature or a particular natural feature	93%
A destination I have always wanted to visit	83%
Nature-related recreation	82%
Interest in the Nordic region	81%
Wanted to try something new, had not visited before	65%
Icelanders / Icelandic culture in general	60%
Safe travel destination	54%
Friends, relatives or colleagues recommended Iceland	49%
Internet coverage of Iceland	47%
Broadcast media coverage of Iceland (television/radio)	45%
TV/movies showing views of Icelandic lands	44%
Read about Iceland in a newspaper or magazine	40%
Previous visit	24%
Icelandic literature or a book featuring Iceland	20%
Icelandic design	18%
Friends/relatives in Iceland	17%
Icelandic food / food culture	17%
Icelandic music	13%
Attractive price offer / low airfare	12%
Stopover opportunity in Iceland	9%
Other - open	9%
Particular event in Iceland (cultural/sports)	8%
From seeing Icelandic-language films	6%
Conference, meeting or business relations	4%
Special family event (wedding, birthday etc.)	4%

The average expenditure of German visitors was €1,791. Their total expenditure was €228 million, or 6.4% of the total expenditure of foreign visitors in 2018.

Average expenditure

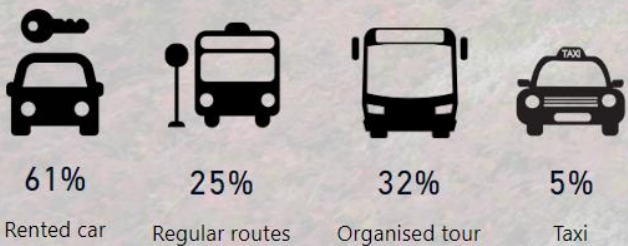


Total expenditure

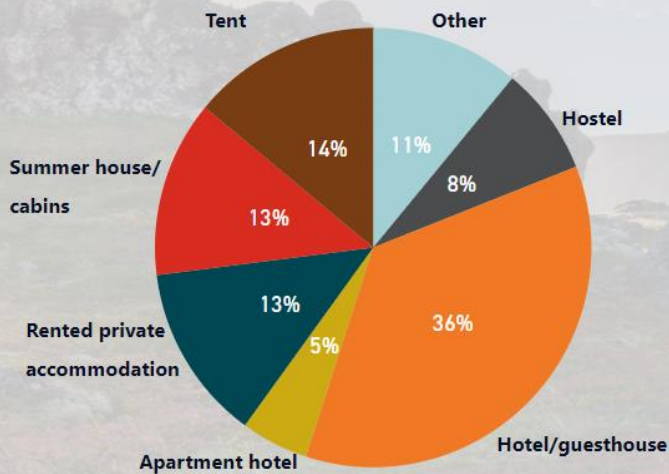


28% of German visitors came on a package tour. 72% were travelling independently.

Means of travel



Accommodation type

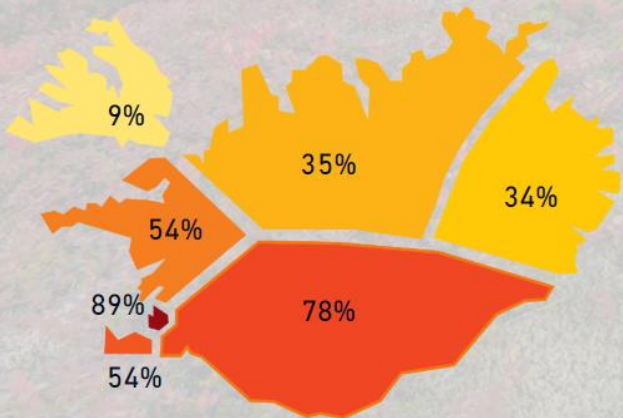


Average length of stay



Most stayed in hotels and hostels (36%). About the same number stayed at campsites, in cottages/cabins and in apartment accommodation (13-14%).

Which region was visited



Six out of ten travelled around Iceland by rental car and about a third went on an organised coach tour.

Two out of three visited a nature bath, half went to a swimming pool.

Nine out of ten visited Reykjavik. Just over a third visited the North and East of Iceland.

References: Icelandic Tourist Board and Isavia, Departures statistics 2018. Icelandic Tourist Board and Statistics Iceland Border Survey 2018.

Recreational activities	Ratio
Nature bath	65%
Museum	53%
Swimming	47%
Spa/wellness	35%
Birdwatching	27%
Whale watching	24%
Horse riding	22%
Sightseeing tour by coach (other than northern lights tour)	22%
Other	22%
Caving/ice caving	19%
Seal watching	16%
Northern lights tour	15%
Cultural event (concert/play/art exhibition)	15%
Glacier walking/ice climbing	14%
Boat trip other than whale watching	12%
Guided hiking/mountain trip	11%
Meet the locals (organised tour)	10%
Glacier snowmobile- and jeep tours	8%
Local town festival	7%
Cycle-/4-wheel-/segway tour	7%
Diving-/snorkeling tour	2%
Fishing/hunting	1%
Skiing/snowboarding	1%
Music festival	1%
River rafting/kayaking tour	1%
Sightseeing flight	0%

NPS - 68

Promoters 74%



Demoters 6%



83% plan to return in the future