



Travellers from Nordic countries in Iceland

Demography, Travel behaviour and Visitors opinion 2018

There were 165,000 Nordic visitors to Iceland in 2018, or about 7% of all foreign visitors. 35% of visits were during the summer (June-August) and 65% during the winter (January-May/Sept-Dec).

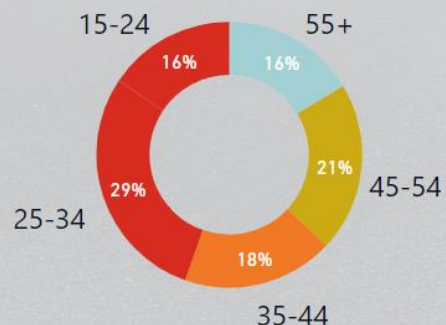
Residence



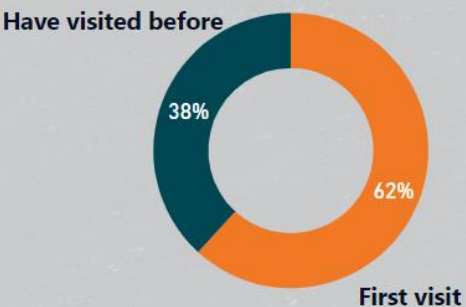
Gender



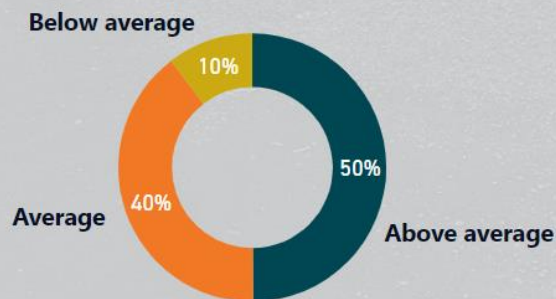
Age



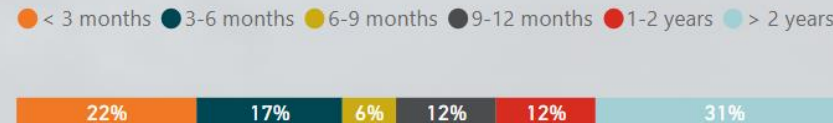
Returning visitors



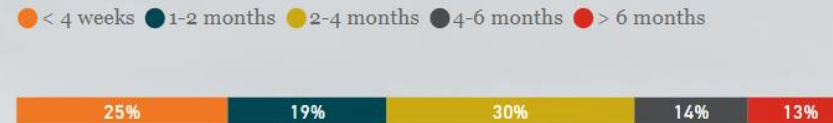
Household income



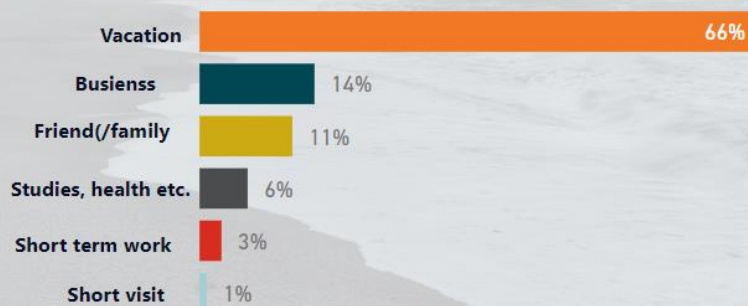
When did you first consider coming to Iceland



How long before departure was the trip booked



Reason for trip



The majority of Nordic visitors mentioned nature as a reason for travelling to Iceland, two thirds mentioned nature-related entertainment and about a third mentioned Icelandic cuisine.

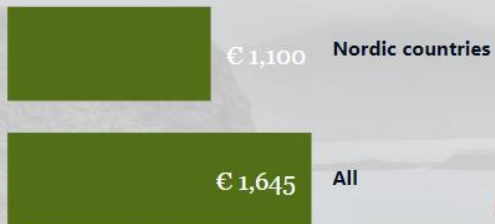
Four out of ten got the idea for their trip more than a year ago, and about the same number booked their trip with less than two months' notice.

30% of Nordic visitors came from Sweden, 29% from Denmark, 27% from Norway and 14% from Finland.

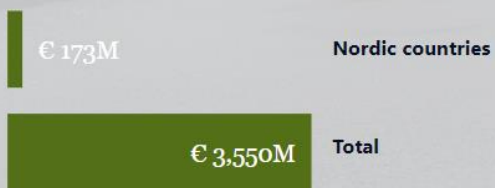
What gave you the idea to come Iceland	Ratio
The country's nature or a particular natural feature	84%
A destination I have always wanted to visit	76%
Nature-related recreation	63%
Icelanders / Icelandic culture in general	59%
Interest in the Nordic region	59%
Wanted to try something new, had not visited before	52%
Friends, relatives or colleagues recommended Iceland	52%
Safe travel destination	48%
Previous visit	33%
Read about Iceland in a newspaper or magazine	32%
TV/movies showing views of Icelandic lands	30%
Icelandic food / food culture	30%
Friends/relatives in Iceland	29%
Internet coverage of Iceland	27%
Icelandic literature or a book featuring Iceland	19%
Icelandic music	19%
Icelandic design	18%
Special family event (wedding, birthday etc.)	17%
Conference, meeting or business relations	16%
Attractive price offer / low airfare	16%
Particular event in Iceland (cultural/sports)	15%
From seeing Icelandic-language films	15%
Broadcast media coverage of Iceland (television/radio)	13%
Other - open	11%
Stopover opportunity in Iceland	9%
Health/medical treatment in Iceland	5%

The average expenditure of Nordic visitors was €1,100. Their total expenditure was €173 million, or 4.8% of the total expenditure of foreign visitors in 2018.

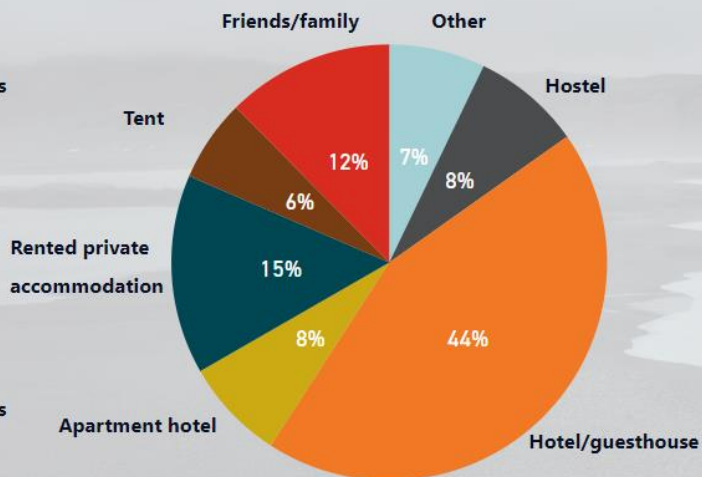
Average expenditure



Total expenditure



Accommodation type



Average length of stay



The majority of Nordic visitors stayed in hotels and hostels (44%), in apartment accommodation (15%) and with friends or relatives (12%). 17% did not pay for accommodation.

Half of them travelled around the country by rental car and about a quarter went on an organised coach tour.

Half went to a swimming pool and a nature bath and two out of five went horseback riding.

Nine out of ten visited Reykjavik. Outside Reykjavik, South of Iceland was the most frequent destination (58%).

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

Recreational activities	Ratio
Nature bath	54%
Swimming	53%
Spa/wellness	46%
Museum	41%
Horse riding	20%
Whale watching	19%
Sightseeing tour by coach (other than northern lights tour)	19%
Cultural event (concert/play/art exhibition)	19%
Other	17%
Guided hiking/mountain trip	16%
Birdwatching	14%
Caving/ice caving	11%
Meet the locals (organised tour)	10%
Glacier walking/ice climbing	10%
Boat trip other than whale watching	9%
Local town festival	9%
Northern lights tour	8%
Seal watching	7%
Sightseeing flight	7%
Fishing/hunting	4%
Cycle-/4-wheel-/segway tour	4%
Music festival	4%
Glacier snowmobile- and jeep tours	3%
Diving-/snorkeling tour	2%
Golf	2%
River rafting/kayaking tour	2%
Skiing/snowboarding	1%

NPS - 63

Promoters 69%

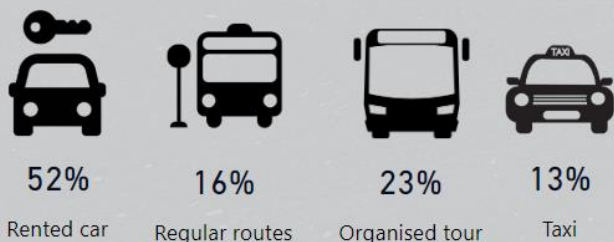


Demoters 6%

84% plan to return in the future

22% of visitors from the Nordic countries came on a package tour. 78% were travelling independently.

Means of travel



Which region was visited

