



TOURISM IN ICELAND IN FIGURES – DECEMBER 2019

International visitors to Iceland through Keflavík Airport

Visitors in the period December 2018 - November 2019¹

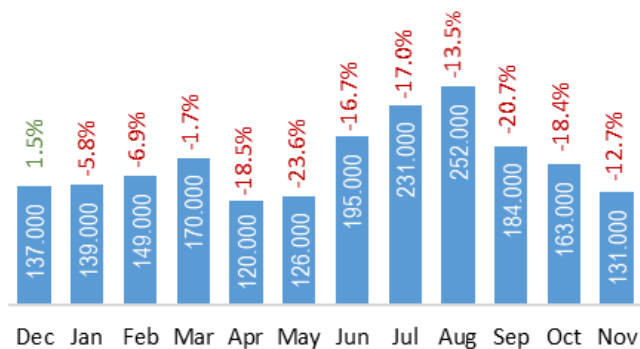
	% of visitors	Number	% change from the past 12 months*
Total number of visitors		1,995,972	-13.8%
<i>Top ten countries**</i>			
USA	23.6%	471,411	-32.2%
UK	13.4%	268,039	-10.0%
Germany	6.6%	131,891	-5.2%
China	4.8%	96,292	7.6%
France	4.8%	95,920	-1.3%
Poland	4.6%	91,943	0.5%
Canada	3.6%	71,329	-28.5%
Spain	3.0%	60,477	-7.8%
Denmark	2.5%	49,828	-2.3%
Italy	2.4%	47,472	2.3%

*Comparison of the periods December-November 2017-18/2018-19

**Top ten countries in total were 69.3%.

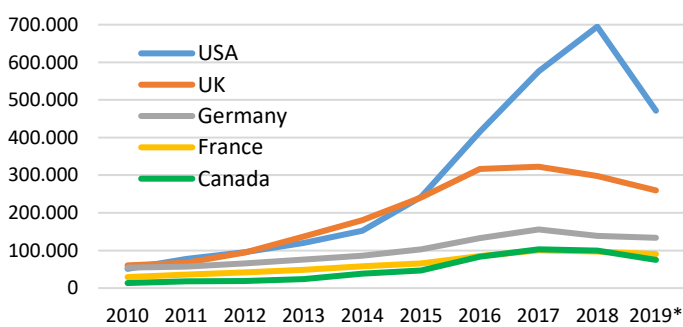
Visitors by month December 2018 – November 2019¹

+%/-% change from previous year



International visitors to Iceland 2010-2019

Top five countries¹



*Estimated figures

Main purpose of visit to Iceland and length of stay

Purpose of visit December 2018 - November 2019²

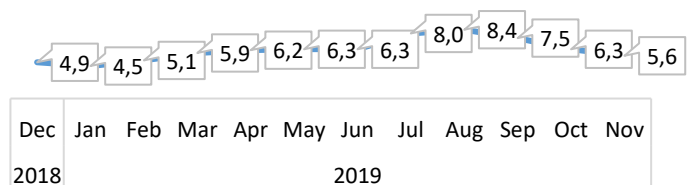
	% of visitors	Number*	% change from the past 12 months
Holiday	89.3%	1,782,403	2.8%
Visit friends/relatives	3.3%	65,867	26.9%
Health related, education etc.	3.3%	65,867	-34.0%
Business related	2.8%	55,887	-6.7%
Temporary work	0.6%	11,976	-40.0%
Visit without an overnight stay	0.7%	13,972	-56.3%

*Calculation based on visitor statistics at Keflavik Airport.

Length of visitor's stay in Iceland Dec. 2018 – Nov. 2019²

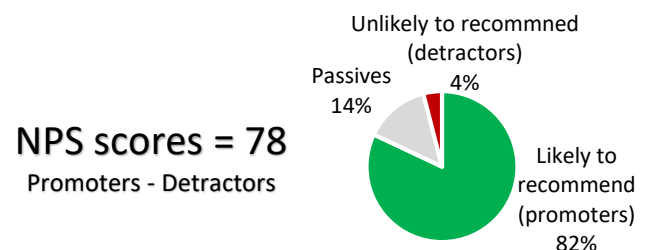
	Number of nights	% change from the past 12 months
Average length of stay	6,6	4.8%
USA	5,5	1.9%
United Kingdom	5,0	8.7%
Germany	8,8	1.1%
China	5,8	-7.9%
France	8,7	1.2%
Poland	7,2	-5.3%
Canada	6,0	7.1%
Spain	8,3	2.5%
Denmark	6,2	-6.1%
Italy	8,1	-2.4%

Average length of stay by months (nights)²



Visitors experience

How likely/unlikely are international visitors to recommend Iceland as a travel destination? (December'18 - November'19)²



Overnight stays

Overnight stays in registered accommodation (Dec. '18-Nov. '19)³

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		8,430,184	-1.0%
Hotels	52.6%	4,432,879	0.9%
Guesthouses	16.2%	1,355,626	-1.2%
Other accommodation	31.3%	2,641,679	-1.3%

*Comparison of the periods December-November 2017-18/2018-19

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

Overnight stays in hotels (December '18-November '19)³

	% of hotel guest nights	Number	% change from the past 12 months
Total guest nights*		4,471,098	0.9%
1. USA	26.6%	1,191,106	-9.0%
2. United Kingdom	14.6%	654,226	-7.1%
3. Iceland	9.6%	429,532	-5.9%
4. Germany	7.6%	339,557	4.1%
5. China	6.7%	297,452	11.3%

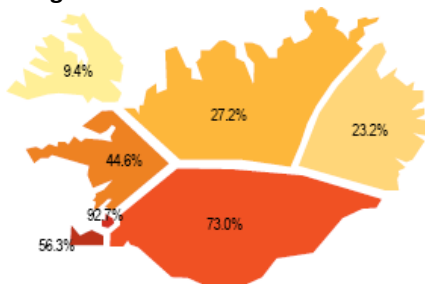
*Five largest nationalities accounted for 65.1% of total guest nights in hotels.

Room occupancy in hotels (December '18-November '19)³

	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
Dec	53.3%	-7.9%	70.1%	-7.9%
Jan	49.9%	-10.6%	66.3%	-9.7%
Feb	66.4%	-9.4%	83.4%	-7.6%
Mar	65.4%	-5.9%	79.6%	-5.9%
Apr	48.7%	-10.5%	56.2%	-15.0%
May	55.5%	-4.8%	66.1%	3.4%
Jun	71.1%	-8.3%	76.7%	-7.8%
Jul	81.1%	-1.9%	79.7%	-5.5%
Aug	82.7%	-2.6%	87.1%	0.9%
Sep	74.5%	-4.6%	80.6%	-1.6%
Oct	68.2%	-3.7%	77.1%	-4.0%
Nov	57.4%	-0.2%	74.4%	-3.3%

International visitors by region and satisfaction

Which regions were visited⁴



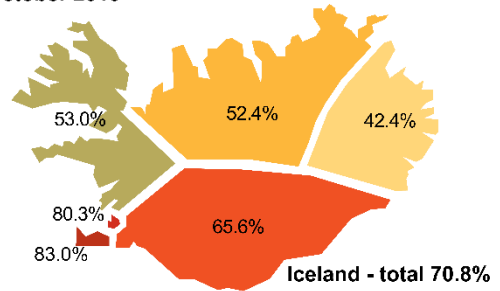
Overall satisfaction by region⁴

Average scores on five-point scale

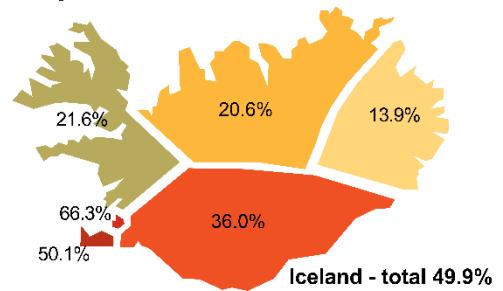
South	4,81
North	4,69
West	4,51
Westfjords	4,49
East	4,46
Reykjavík	4,42
Reykjanes	4,38

Room occupancy in hotels by region³

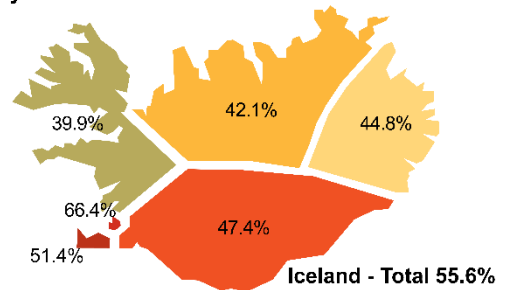
October 2018



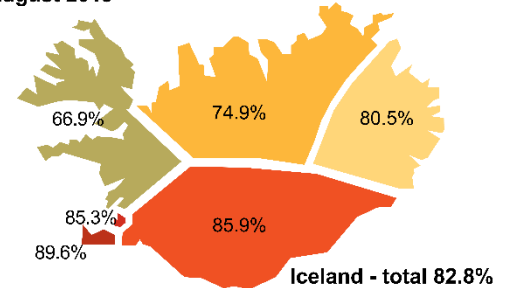
January 2019



May 2019



August 2019



Sources

¹Icelandic 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. 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.](#)

²Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport.

³Statistics Iceland: Accommodation statistics 2017-19. 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.

⁴Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.