

# TOURISM IN ICELAND IN FIGURES – OCTOBER 2019



## International visitors to Iceland through Keflavík Airport

### Visitors in the period October 2018 - September 2019<sup>1</sup>

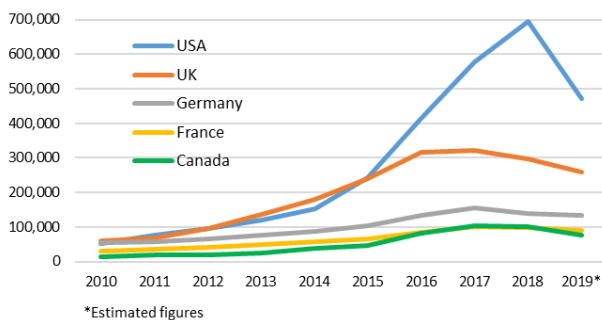
	% of visitors	Number	% change from the past 12 months*
<b>Total number of visitors</b>		<b>2,053,499</b>	<b>-10,4%</b>
<i>Top ten countries**</i>			
USA	24.9%	511,749	-24.1%
UK	13.2%	270,982	-11.3%
Germany	6.5%	134,310	-2.5%
China	4.7%	95,855	12.8%
France	4.5%	91,582	-4.9%
Poland	4.4%	89,741	-0.2%
Canada	3.9%	80,028	-17.7%
Spain	2.9%	59,979	-7.3%
Denmark	2.4%	49,722	-2.8%
Italy	2.4%	48,532	9.3%

\*Comparison of the periods October-September 2017-18/2018-19

\*\*Top ten countries in total were 69.8%.

## International visitors to Iceland 2010-2019

### Top five countries ('000)<sup>1</sup>



## Visitors expenditure (see details in Appendix 1)

### Total expenditure April - June 2019<sup>2</sup>

	% of total expenditure	ISK billions
<b>Total expenditure</b>		<b>85,135</b>
<i>Top ten countries*</i>		
USA	28.9%	24,618
Germany	8.9%	7,544
UK	7.1%	6,041
France	4.9%	4,196
Canada	4.1%	3,460
China	3.9%	3,338
Netherlands	2.5%	2,090
Poland	2.4%	2,022
Spain	2.3%	1,924
Italy	2.2%	1,910

\*67.1% of total expenditure.

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

### Purpose of visit October 2018 - September 2019<sup>2</sup>

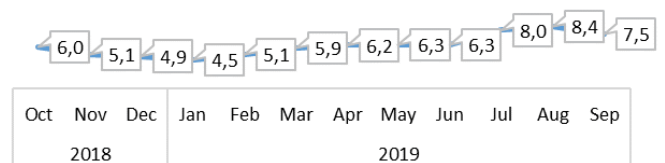
	% of visitors	Number*	% change from the past 12 months
Holiday	89.2%	1,831,721	-7.3%
Visit friends/relatives	3.1%	63,658	6.9%
Health related, education etc.	3.5%	71,872	-40.8%
Business related	2.8%	57,498	-19.0%
Temporary work	0.6%	12,321	-46.2%
Visit without an overnight stay	0.8%	16,428	-57.8%

\*Calculation based on visitor statistics at Keflavik Airport.

### Length of visitor's stay in Iceland Oct. 2018 – Sept. 2019<sup>2</sup>

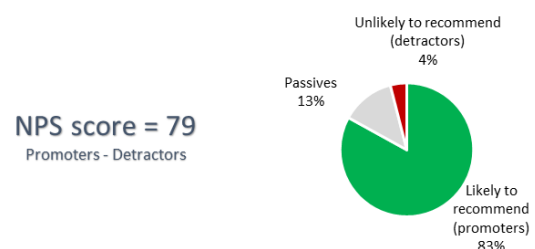
	Number of nights	% change from the past 12 months
<b>Average length of stay</b>	<b>6,5</b>	<b>3.2%</b>
USA	5,4	-
United Kingdom	4,9	6.5%
Germany	8,8	2.3%
China	5,7	-5.0%
France	8,7	2.4%
Poland	7,2	-4.0%
Canada	5,8	-
Spain	8,2	1.2%
Denmark	6,4	-
Italy	8,1	-2.4%

### 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? (October'18 - September'19)<sup>2</sup>



## Overnight stays

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

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

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>8,432,090</b>	<b>0.9%</b>
Hotels	52.3%	4,412,865	0.5%
Guesthouses	16.3%	1,373,244	3.4%
Other accommodation	31.4%	2,645,981	0.4%

\*Comparison of the periods September-August 2017-18/2018-19

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

### Overnight stays in hotels (September'18-August'19)<sup>3</sup>

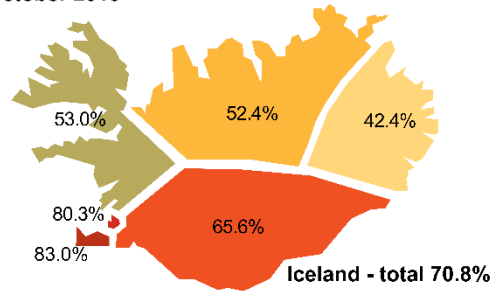
	% of hotel guest nights	Number	% change from the past 12 months
<b>Total guest nights*</b>		<b>4,412,865</b>	<b>0.5%</b>
1. USA	27.9%	1,231,493	-0.3%
2. United Kingdom	15.0%	663,193	-7.5%
3. Iceland	9.5%	420,119	-7.7%
4. Germany	7.5%	328,952	-1.6%
5. China	6.5%	286,901	16.2%

\*Five largest nationalities accounted for 66.4% of total guest nights in hotels.

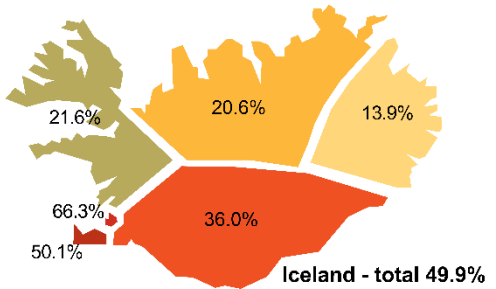
### Room occupancy in hotels (September'18-August'19)<sup>3</sup>

	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
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%	-10.6%	66.3%	-9.7%
Feb	66.6%	-9.1%	83.8%	-7.2%
Mar	65.6%	-5.6%	80.0%	-5.4%
Apr	48.8%	-10.3%	56.4%	-14.7%
May	55.6%	-4.6%	66.4%	3.9%
Jun	71.2%	-8.1%	77.1%	-7.3%
Jul	80.7%	-2.4%	80.1%	-5.0%
Aug	82.3%	-2.5%	85.3%	-1.2%

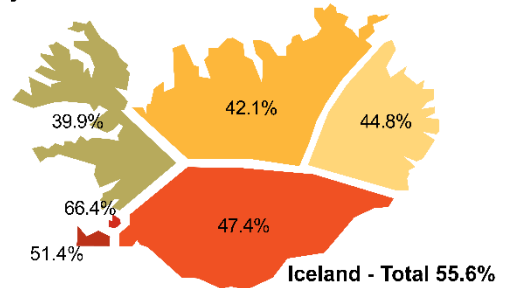
#### October 2018



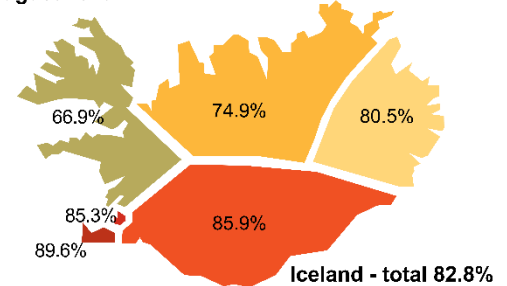
#### January 2019



#### May 2019

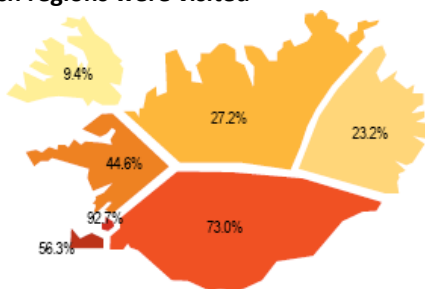


#### August 2019



## 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
Reykjavik	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.

<sup>3</sup>Statistics 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.

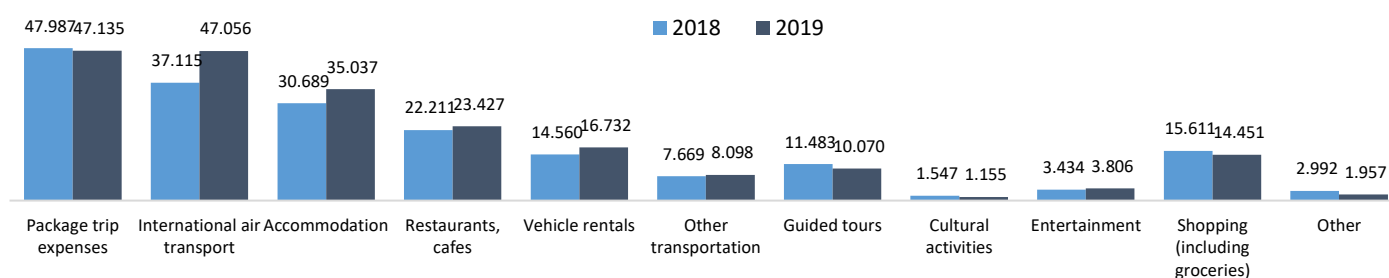
<sup>4</sup>Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.

## Annex 1

## Visitors expenditure April-June

	2018				2019			
	Average spending per visitor (ISK kr.)	Median	Total expenditure (ISK billion)	% of total expenditure	Average spending per visitor (ISK. Kr.)	Median	Total expenditure (ISK billion)	% of total expenditure
<b>Total</b>	<b>195,299</b>	<b>129,407</b>	<b>95,327</b>		<b>208,923</b>	<b>153,104</b>	<b>85,135</b>	
<b>By nationality</b>								
Austria	269,313	186,072	887	0.9%	209,662	169,789	727	0.9%
USA	200,542	138,905	33,400	35.0%	226,074	162,348	24,618	28.9%
Belgium	324,253	140,530	2,241	2.4%	211,972	181,627	944	1.1%
United Kingdom	136,697	111,021	5,571	5.8%	180,549	133,020	6,041	7.1%
Denmark	104,496	73,285	877	0.9%	171,481	141,435	1,798	2.1%
Finland	129,745	97,844	899	0.9%	164,140	158,951	1,149	1.3%
France	229,385	144,807	5,038	5.3%	226,821	180,139	4,196	4.9%
NL	176,074	142,261	1,880	2.0%	207,107	162,348	2,090	2.5%
India	237,446	196,187	1,691	1.8%	248,592	161,667	1,579	1.9%
Ireland	168,719	132,339	805	0.8%	122,041	114,997	406	0.5%
Italy	259,908	176,156	1,943	2.0%	187,669	150,006	1,441	1.7%
Canada	161,453	131,038	2,677	2.8%	197,946	146,218	3,460	4.1%
China	428,680	514,135	7,487	7.9%	269,774	248,170	3,338	3.9%
Mexico	153,252	97,225	447	0.5%	216,468	140,881	635	0.7%
Norway	108,768	102,431	1,132	1.2%	125,903	84,438	1,387	1.6%
Poland	89,654	70,553	1,816	1.9%	103,475	70,027	2,022	2.4%
Russia	134,296	82,526	491	0.5%	174,092	124,907	700	0.8%
Spain	164,157	124,110	1,998	2.1%	192,210	148,286	1,924	2.3%
South-Korea	433,966	140,373	906	1.0%	156,384	98,059	256	0.3%
Switzerland	269,842	151,144	1,386	1.5%	257,537	153,824	1,587	1.9%
Sweden	156,546	110,966	1,741	1.8%	155,068	132,580	1,910	2.2%
Taiwan	208,328	112,006	977	1.0%	242,405	168,987	1,112	1.3%
Germany	193,570	146,156	6,364	6.7%	241,959	208,494	7,544	8.9%
Baltic countries	82,470	55,764	374	0.4%	141,436	109,921	612	0.7%
Europe-other	203,250	204,924	96	0.1%	408,786	154,411	574	0.7%
Africa	240,069	186,173	2,050	2.2%	357,847	215,988	2,935	3.4%
Oceania	132,418	88,087	3,105	3.3%	171,969	138,022	4,263	5.0%
Asia-other	275,160	175,627	5,998	6.3%	290,223	185,150	4,720	5.5%
America-other	205,262	128,310	1,049	1.1%	210,471	161,201	1,167	1.4%
<b>By market area</b>								
Nordic Countries	118,351	90,473	4,890	5.1%	153,473	127,916	6,750	7.9%
British Isles	152,026	115,484	7,880	8.3%	168,170	128,765	8,062	9.5%
Central-Europe	251,224	163,724	23,654	24.8%	234,980	183,945	17,974	21.1%
South-Europe	165,786	123,832	1,928	2.0%	189,443	151,525	1,726	2.0%
East-Europe	84,026	67,516	2,063	2.2%	112,768	69,055	2,713	3.2%
North-America	200,970	137,837	37,894	39.8%	218,829	158,967	29,019	34.1%
Asia	267,890	169,385	7,268	7.6%	296,109	210,852	8,565	10.1%
Australia/New-Zealand	241,946	186,209	1,953	2.0%	358,278	226,892	2,738	3.2%
Other	190,801	128,310	7,798	8.2%	206,567	144,042	7,588	8.9%

## Average spend per visitor by category April-June (ISK.kr.)

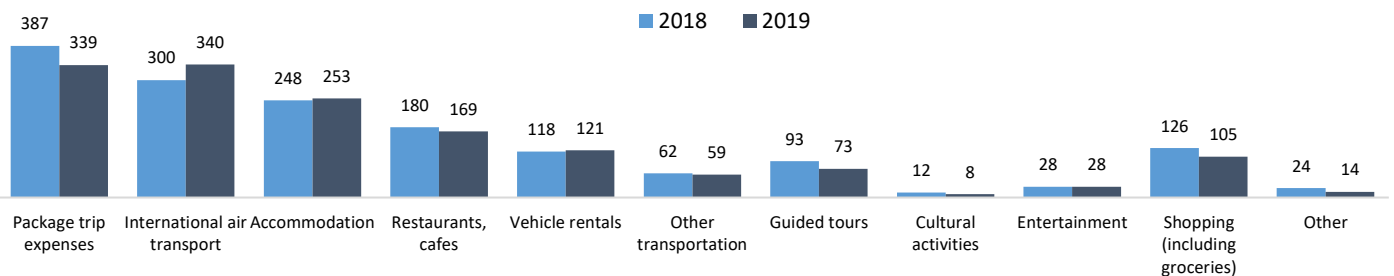


\*The expenditure figures are based on the results of a survey, conducted by the Icelandic Tourist Board and Iceland Statistics, among foreign visitors at Keflavik Airport. They were asked to estimate the cost of their Iceland visit. The figures include all estimated cost, including airfares with foreign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

### Visitors expenditure April-June

	2018				2019			
	Average spending per visitor	Median	Total expenditure (EUR '000)	% of total expenditure	Average spending per visitor	Median	Total expenditure (EUR '000)	% of total expenditure
<b>Total</b>	<b>1,579</b>	<b>1,045</b>	<b>770,831</b>		<b>1,509</b>	<b>1,110</b>	<b>614,826</b>	
<b>By nationality</b>								
Austria	2,175	1,515	7,167	0.9%	1,508	1,225	5,230	0.9%
USA	1,620	1,121	269,842	35.0%	1,629	1,175	177,436	28.9%
Belgium	2,616	1,150	18,085	2.3%	1,519	1,343	6,769	1.1%
United Kingdom	1,111	892	45,270	5.9%	1,313	953	43,945	7.1%
Denmark	850	600	7,132	0.9%	1,244	1,004	13,044	2.1%
Finland	1,050	797	7,275	0.9%	1,190	1,155	8,332	1.4%
France	1,853	1,185	40,697	5.3%	1,635	1,306	30,238	4.9%
Netherlands	1,425	1,140	15,218	2.0%	1,502	1,200	15,150	2.5%
India	1,917	1,572	13,645	1.8%	1,778	1,148	11,288	1.8%
Ireland	1,366	1,078	6,515	0.8%	889	850	2,958	0.5%
Italy	2,098	1,442	15,685	2.0%	1,359	1,090	10,433	1.7%
Canada	1,314	1,059	21,787	2.8%	1,425	1,063	24,903	4.1%
China	3,449	4,120	60,240	7.8%	1,948	1,803	24,099	3.9%
Mexico	1,249	796	3,642	0.5%	1,562	1,024	4,582	0.7%
Norway	881	838	9,165	1.2%	911	614	10,033	1.6%
Poland	727	569	14,725	1.9%	748	509	14,618	2.4%
Russia	1,087	672	3,971	0.5%	1,257	887	5,056	0.8%
Spain	1,330	1,011	16,180	2.1%	1,395	1,078	13,964	2.3%
South-Korea	3,488	1,143	7,284	0.9%	1,132	696	1,852	0.3%
Switzerland	2,191	1,211	11,253	1.5%	1,850	1,118	11,395	1.9%
Sweden	1,268	903	14,103	1.8%	1,124	955	13,843	2.3%
Taiwan	1,699	917	7,971	1.0%	1,762	1,249	8,083	1.3%
Germany	1,565	1,176	51,441	6.7%	1,743	1,513	54,362	8.8%
Baltic countries	669	456	3,034	0.4%	1,028	800	4,451	0.7%
Europe-other	1,659	1,677	787	0.1%	2,969	1,122	4,169	0.7%
Africa	1,941	1,492	16,573	2.2%	2,571	1,538	21,089	3.4%
Oceania	1,070	706	25,100	3.3%	1,246	993	30,899	5.0%
Asia-other	2,227	1,437	48,550	6.3%	2,099	1,334	34,145	5.6%
America-other	1,662	1,050	8,494	1.1%	1,526	1,171	8,456	1.4%
<b>By market area</b>								
Nordic Countries	762	533	39,628	5.1%	1,111	929	48,876	7.9%
British Isles	1,212	853	63,971	8.3%	1,223	930	58,651	9.5%
Central-Europe	1,357	1,043	190,810	24.8%	1,693	1,340	129,499	21.1%
South-Europe	948	697	15,608	2.0%	1,374	1,115	12,519	2.0%
East-Europe	604	528	16,727	2.2%	816	509	19,640	3.2%
North-America	1,316	1,009	306,267	39.7%	1,578	1,152	209,211	34.0%
Asia	1,888	1,212	58,844	7.6%	2,138	1,497	61,838	10.1%
Australia/New-Zealand	1,679	1,233	15,790	2.0%	2,570	1,611	19,643	3.2%
Other	1,510	948	63,186	8.2%	1,496	1,047	54,948	8.9%

### Average spend per visitor by category April-June (EUR.)



\*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. Package tour can include other destinations than Iceland. All figures were calculated into Euro based on the exchange rate in the travel month (according to the official exchange rate of the Central Bank of Iceland).