

TOURISM IN ICELAND IN FIGURES - JANUARY 2020



International visitors to Iceland through Keflavík Airport

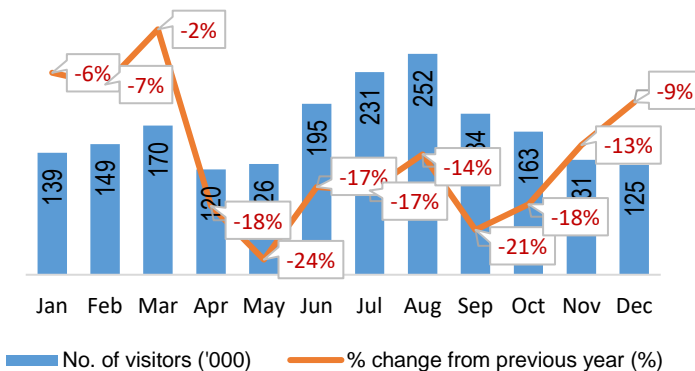
Visitors 2019¹

	% of visitors	Number	% change from 2018
Total number of visitors		1,986,153	-14.2%
<i>Top ten countries *</i>			
USA	23.4%	464,060	-33.2%
UK	13.2%	261,804	-12.1%
China**	7.0%	139,016	4.1%
Germany	6.7%	132,155	-5.0%
France	4.9%	97,506	0.3%
Poland	4.7%	93,726	2.5%
Canada	3.5%	69,946	-29.9%
Spain	3.0%	59,141	-9.8%
Denmark	2.5%	49,280	-3.4%
Italy	2.4%	47,117	1.5%

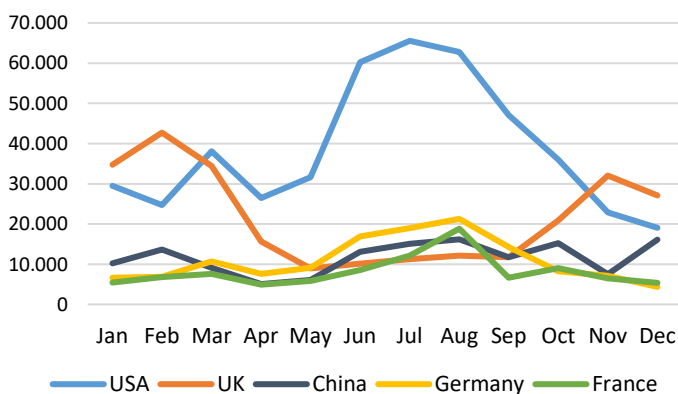
*Top ten countries in total were 71.2%.

**71.4% from mainland China, 17.9% from Taiwan and 10.7% Hong Kong.

Visitors by month 2019¹



Visitors by month in 2019 – Top five* countries¹



*Top five countries in total were 50.4%.

Main purpose of visit to Iceland and length of stay

Purpose of visit 2019²

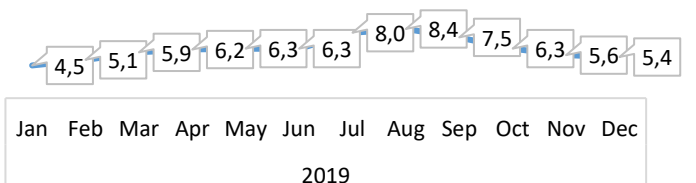
	% of visitors	Number*	% change from 2018
Holiday	88.8%	1,763,704	2.5%
Visit friends/relatives	3.5%	69,515	-36.4%
Health related, education etc.	3.3%	65,543	10.0%
Business related	3.0%	59,585	20.0%
Temporary work	0.7%	13,903	-53.3%
Visit without an overnight stay	0.7%	13,903	-30.0%

*Calculation based on visitor statistics at Keflavik Airport.

Length of stay 2019²

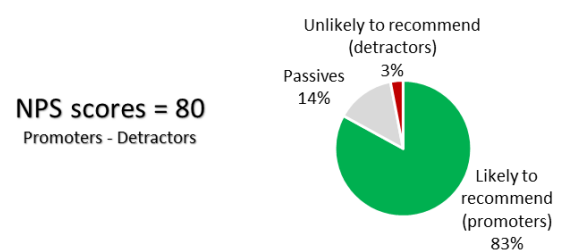
	Number of nights	% change from 2018
Average length of stay	6,6	4.8%
USA	5,6	3.7%
United Kingdom	5,0	11.1%
China	5,8	-7.9%
Germany	8,8	1.1%
France	8,6	2.4%
Poland	7,2	-2.7%
Canada	6,2	10.7%
Spain	8,3	1.2%
Denmark	6,2	-3.1%
Italy	8,1	-2.4%

Average length of stay by months (nights)²



Visitors experience

How likely/unlikely are international visitors who came to Iceland in 2019 to recommend Iceland as a travel destination?²



Overnight stays

Overnight stays in registered accommodation 2019³

	% of guest nights	Number	% change from 2018*
Total guest nights		10,040,959	-3.1%
Hotels, guesthouses	57.6%	5,785,059	-1.3%
Airbnb etc.	16.1%	1,620,000	-10.8%
Other accommodation	26.3%	2,635,900	-1.9%

*Comparison on annual basis 2019 vs. 2018.

Overnight stays in hotels 2019³

	% of hotel guest nights	Number	% change from 2018
Total guest nights*		4,519,023	1.0%
1. USA	26.6%	1,203,575	-8.0%
2. United Kingdom	14.5%	656,759	-5.1%
3. Iceland	9.7%	437,317	-4.7%
4. Germany	7.7%	349,697	6.9%
5. China	6.9%	313,362	12.7%

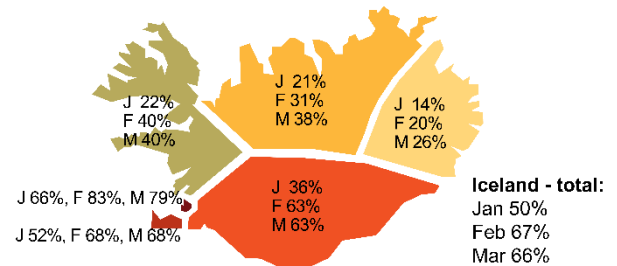
*Five largest nationalities accounted for 65.4% of total guest nights in hotels.

Room occupancy in hotels 2019³

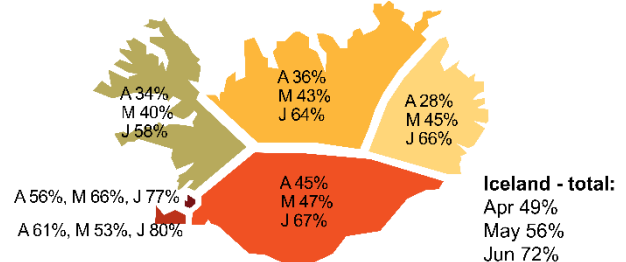
	Total		Capital region	
	Room occupancy	% change from 2018	Room occupancy	% change from 2018
All year	64.5%	-5.1%	74.3%	-5.2%
Jan	50.1%	-10.2%	66.2%	-9.8%
Feb	67.0%	-8.6%	83.4%	-7.6%
Mar	65.8%	-5.3%	79.4%	-6.1%
Apr	49.2%	-9.6%	56.2%	-15.0%
May	55.6%	-4.6%	66.2%	3.6%
Jun	71.7%	-7.5%	77.2%	-7.2%
Jul	81.0%	-2.1%	79.7%	-5.5%
Aug	82.6%	-2.7%	85.4%	-1.0%
Sep	74.0%	-5.2%	79.0%	-3.5%
Oct	69.0%	-2.5%	77.9%	-3.0%
Nov	57.0%	-0.9%	74.2%	-3.5%
Dec	50.6%	-5.1%	67.7%	-3.4%

Room occupancy in hotels by region 2019³

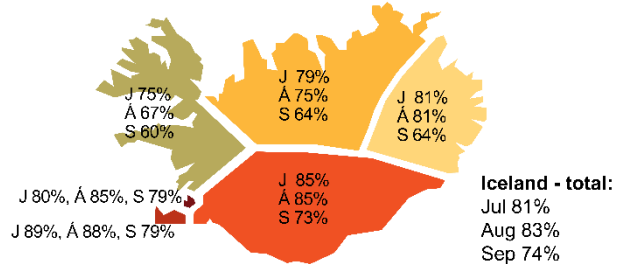
January (J), February (F), March (M)



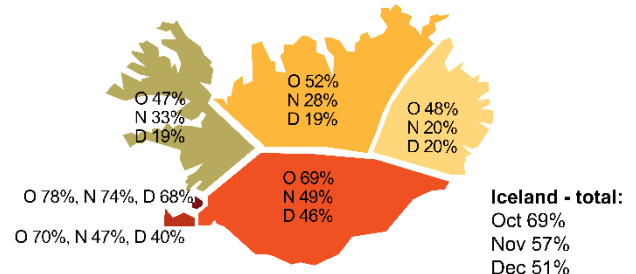
April (A), May (M), June (J)



July (J), August (A), September (S)



October (O), November (N), December (D)



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.](#)

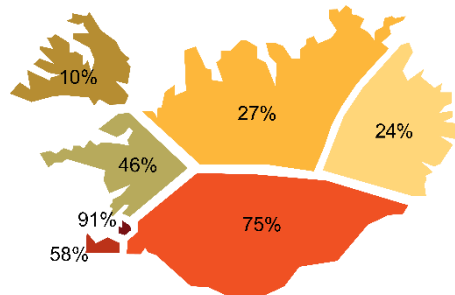
²Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport.

³Statistics Iceland: Accommodation statistics 2018-19. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database.

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

International visitors by region and satisfaction

Which regions were visited in 2019⁴



Overall satisfaction by region 2019⁴

Average scores on five-point scale

South	4,82
North	4,68
West	4,51
Westfjords	4,48
Reykjavik	4,48
East	4,45
Reykjanes	4,37



Tourism in Figures, January 2020 - Summary

Tourism in Figures – January 2020 offers a summary of key figures on Icelandic tourism in 2019; number of visitors, registered overnight stays, hotel occupancy rates along with visitor survey results.

Almost two million international tourists came to Iceland by air through Keflavik Airport, 14.2% fewer than in 2018. International tourist arrivals declined each month in 2019, with the greatest proportionate decreases in May (-23.6%) and September (-20.7%) and the least during the winter months: 5.8% in January, 6.9% in February, 1.7% in March and 8.6% in December

Around 71% of tourists were of ten nationalities. By nations, the largest proportion came from US, the UK, China, Germany and France. The number of US travellers fell by one-third from 2018 to 2019. There were also significant declines in numbers from Canada (-20%) and the UK (12%). The distribution of nationalities varied from month to month. Around two of every five US, German and French visitors came during the summer (June-August); around three out of every five UK visitors and two out of every five Chinese visitors came in the winter months (January-March /November-December).

The vast majority (about nine out of every ten visitors) were on holiday in Iceland; this was the same proportion as in 2018. Around 3.5% were visiting friends and relatives and 3.3% were on an educational or health-related trip. Three per cent of trips were business-related.

International visitors to Iceland spent an average of 6.6 nights in the country in 2019, similar to the figure in 2018. The longest stay were in August (8.4 nights) and July (8.0 nights) and the shortest in January (4.5 nights) and February (5.1 nights). Of the top ten groups, by nationality, those from Germany, France, Spain and Italy spent the longest time in Iceland at more than eight nights.

According to Statistics Iceland's database, there were about ten million registered overnight stays in the country in 2019, 3.1% fewer than in 2018. Almost three out of every five overnight stays were spent in hotels or guesthouses, the same proportion as in 2018. Nationwide room occupancy was over 70% during the period June to September. The lowest occupancy rates were in April (49%), January (50%) and December (50%). For most of the year, the utilization was highest in the capital region, the Reykjanes peninsula and Southern Iceland.

A high NPS score of 80 points indicates how satisfied visitors were with their stay in Iceland in 2019.