

# TOURISM IN ICELAND IN FIGURES

## – JULY 2020



ICELANDIC  
TOURIST  
BOARD

### International visitors to Iceland through Keflavík Airport

#### Visitors in the period July 2019 – June 2020<sup>1</sup>

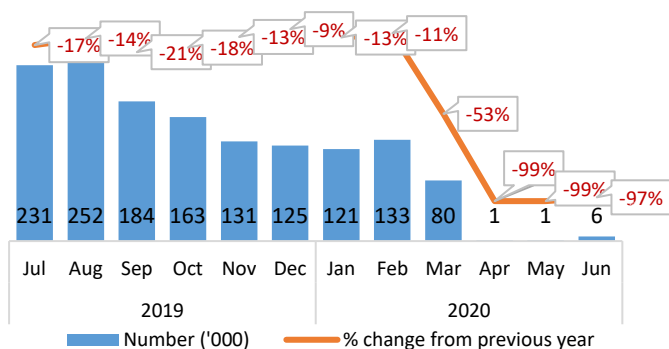
|                                 | % of visitors | Number           | % change from the past 12 months* |
|---------------------------------|---------------|------------------|-----------------------------------|
| <b>Total number of visitors</b> |               | <b>1,428,086</b> | <b>-34.7%</b>                     |
| <i>Top ten countries **</i>     |               |                  |                                   |
| USA                             | 21.2%         | 303,394          | -51.0%                            |
| UK                              | 14.7%         | 209,262          | -24.8%                            |
| China***                        | 7.4%          | 105,183          | -22.3%                            |
| Germany                         | 6.7%          | 95,092           | -31.3%                            |
| France                          | 5.5%          | 77,910           | -15.1%                            |
| Poland                          | 4.8%          | 69,216           | -22.8%                            |
| Canada                          | 3.1%          | 44,683           | -50.4%                            |
| Spain                           | 3.1%          | 44,043           | -30.3%                            |
| Denmark                         | 2.4%          | 34,438           | -31.1%                            |
| Italy                           | 2.4%          | 34,436           | -29.0%                            |

\*Comparison of the periods July-June 2018-2019/2019-2020.

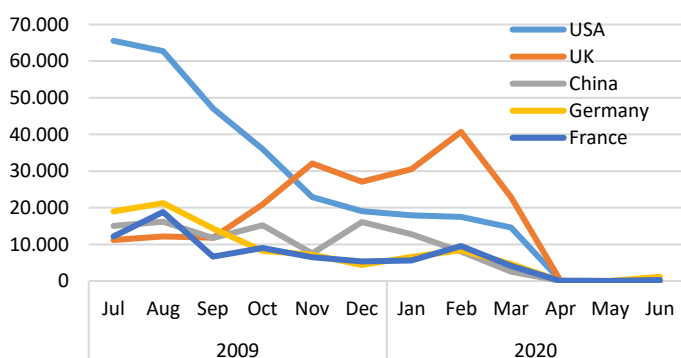
\*\*Top ten countries in total were 71.3%.

\*\*\*73% from mainland China. 16% from Taiwan and 11% Hone Kong.

#### Visitors by month<sup>1</sup>



#### Visitors by month – Top five\* countries<sup>1</sup>



\*Top five countries in total were 55.3%.

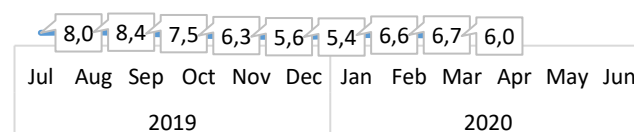
### Main purpose of visit to Iceland and length of stay

#### Purpose of visit July 2019 – June 2020<sup>2</sup>

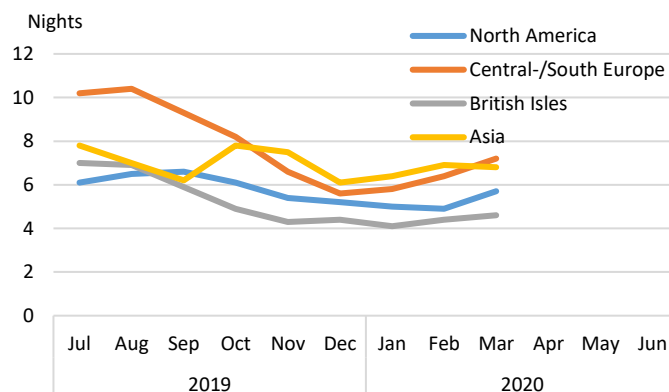
|                                 | % of visitors | Number*   |
|---------------------------------|---------------|-----------|
| Holiday                         | 90.0%         | 1,285,277 |
| Visit friends/relatives         | 3.0%          | 55,843    |
| Health related, education etc.  | 3.0%          | 42,843    |
| Business related                | 3.0%          | 42,843    |
| Temporary work                  | 0.5%          | 7,140     |
| Visit without an overnight stay | 0.5%          | 7,140     |

\*Calculation based on visitor statistics at Keflavik Airport.

#### Average length of stay by month (nights)<sup>2</sup>

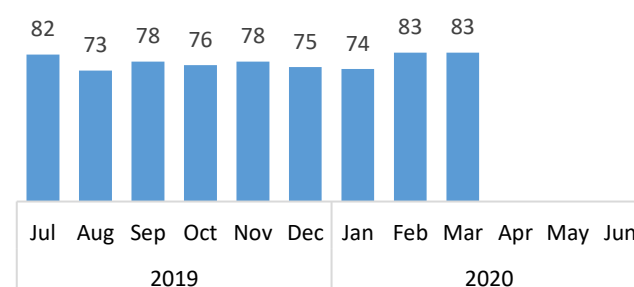


#### Average length of stay by month – Top four\* market areas<sup>2</sup>



\*Top four market areas in total were 74.6%. Visitors from N-America (24.4%), Central-/S-Europe (23.2%), British Isles (15.8%) and Asia (11.3%)

#### Visitors experience<sup>2</sup> – NPS scores<sup>3</sup>



## Overnight stays

### Overnight stays in registered accommodation (June'19-May'20)<sup>4</sup>

|                             | % of guest nights | Number           | % change from the past 12 months* |
|-----------------------------|-------------------|------------------|-----------------------------------|
| <b>Total guest nights**</b> |                   | <b>7,206,001</b> | <b>-14.9%</b>                     |
| Hotels                      | 52.6%             | 3,787,526        | -14.7%                            |
| Guesthouses                 | 15.1%             | 1,087,797        | -18.3%                            |
| Other accommodation         | 32.3%             | 2,330,678        | -13.5%                            |

\*Comparisons of the periods Jun-May 2018-19/2019-20.

\*\*Non-registered overnight stays ca. 1.4 million in the period Jun'19-May'20.

### Overnight stays in hotels June 2019 – May 2020<sup>4</sup>

|                            | % of hotel guest nights | Number           | % change from the past 12 months |
|----------------------------|-------------------------|------------------|----------------------------------|
| <b>Total guest nights*</b> |                         | <b>3,787,526</b> | <b>-14.7%</b>                    |
| 1. USA                     | 26.0%                   | 985,762          | -23.1%                           |
| 2. United Kingdom          | 14.2%                   | 536,379          | -20.0%                           |
| 3. Iceland                 | 10.5%                   | 397,488          | -8.6%                            |
| 4. Germany                 | 7.9%                    | 300,246          | -9.8%                            |
| 5. China                   | 7.2%                    | 273,958          | -4.6%                            |

\*Comparisons of the periods June-May 2018-19/2019-20.

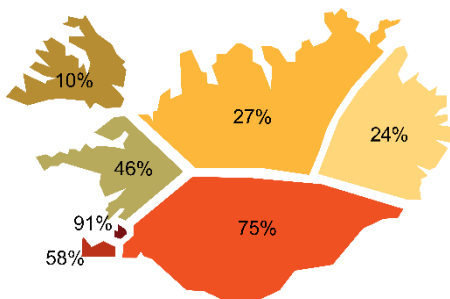
\*Five largest nationalities accounted for 65.8% of total guest nights in hotels.

### Room occupancy in hotels June 2019 – May 2020<sup>4</sup>

|         | Total          |                                  | Capital region |                                  |
|---------|----------------|----------------------------------|----------------|----------------------------------|
|         | Room occupancy | % change from the past 12 months | Room occupancy | % change from the past 12 months |
| Jun '19 | 71.9%          | -7.2%                            | 77.6%          | -6.7%                            |
| Jul '19 | 80.7%          | -2.4%                            | 80.1%          | -5.0%                            |
| Aug '19 | 82.5%          | -2.8%                            | 85.1%          | -1.4%                            |
| Sep '19 | 73.8%          | -5.5%                            | 78.6%          | -4.0%                            |
| Oct '19 | 68.5%          | -3.2%                            | 77.5%          | -3.5%                            |
| Nov '19 | 57.9%          | 0.7%                             | 76.2%          | -0.9%                            |
| Dec '19 | 51.4%          | -3.6%                            | 69.3%          | -1.1%                            |
| Jan '20 | 49.1%          | -1.6%                            | 66.5%          | 0.5%                             |
| Feb '20 | 60.5%          | -9.7%                            | 79.4%          | -5.1%                            |
| Mar '20 | 30.3%          | -54.0%                           | 38.2%          | -52.1%                           |
| Apr '20 | 3.6%           | -92.7%                           | 3.0%           | -94.7%                           |
| May '20 | 8.9%           | -84.0%                           | 5.3%           | -92.0%                           |

## International visitors by region and satisfaction

### Which regions were visited in 2019<sup>5</sup>



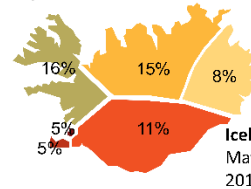
### Overall satisfaction by region 2019<sup>5</sup>

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 |

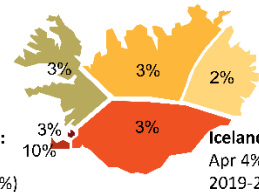
## Room occupancy in hotels by region<sup>4</sup>

### May 2020



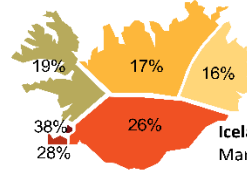
Iceland-total:  
May 9%  
2019-20 (-84%)

### April 2020



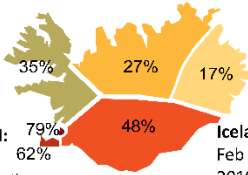
Iceland-total:  
Apr 4%  
2019-20 (-93%)

### March 2020



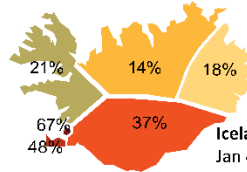
Iceland-total:  
Mar 30%  
2019-20 (-54%)

### February 2020



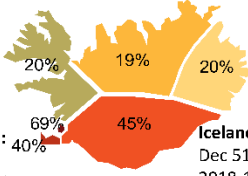
Iceland-total:  
Feb 61%  
2019-20 (-10%)

### January 2020



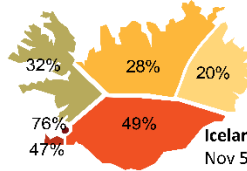
Iceland-total:  
Jan 49%  
2019-20 (-2%)

### December 2019



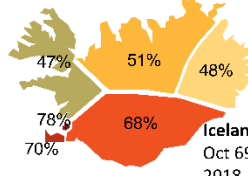
Iceland-total:  
Dec 51%  
2018-19 (-4%)

### November 2019



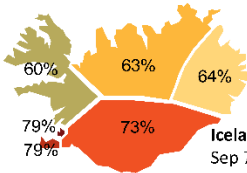
Iceland-total:  
Nov 58%  
2018-19 (1%)

### October 2019



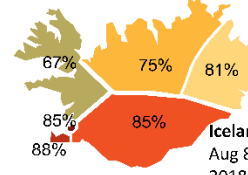
Iceland-total:  
Oct 69%  
2018-19 (-3%)

### September 2019



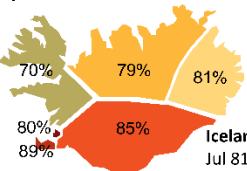
Iceland-total:  
Sep 74%  
2018-19 (-6%)

### August 2019



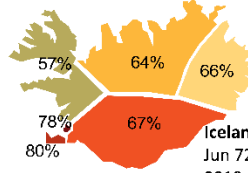
Iceland-total:  
Aug 83%  
2018-19 (-3%)

### July 2019



Iceland-total:  
Jul 81%  
2018-19 (-2%)

### June 2019



Iceland-total:  
Jun 72%  
2018-19 (-7%)

## 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. 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.](#)

<sup>2</sup>Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport. Due to Covid the survey was not active in April, May and June 2020.

<sup>3</sup>The NPS scores indicates the ratio between participants likely to recommend Iceland (as a destination) and those, not likely to do so.

<sup>4</sup>Statistics Iceland: Accommodation statistics 2018-2020. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures.

<sup>5</sup>Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.

