

# TOURISM IN ICELAND IN FIGURES

## – March 2020



### International visitors to Iceland through Keflavík Airport

#### Visitors in the period March 2019 – February 2020<sup>1</sup>

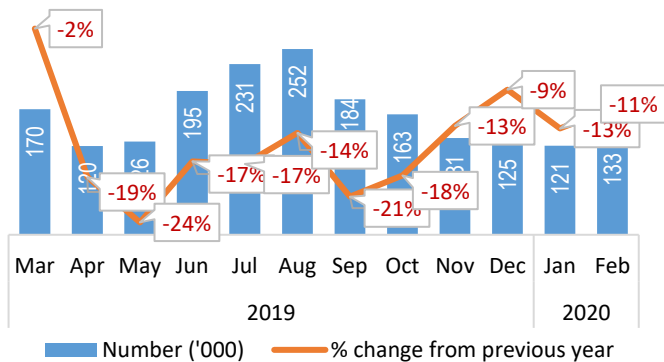
	% of visitors	Number	% change from the past 12 months*
<b>Total number of visitors</b>		<b>1,952,013</b>	<b>-15.0%</b>
<i>Top ten countries **</i>			
USA	22.8%	445,168	-35.0%
UK	13.1%	255,542	-12.0%
China***	7.0%	136,029	0.8%
Germany	6.8%	133,583	-4.3%
France	5.1%	100,384	3.2%
Poland	4.8%	94,143	3.5%
Canada	3.4%	66,928	-32.7%
Spain	2.9%	57,517	-11.5%
Denmark	2.4%	47,821	-6.5%
Italy	2.4%	46,238	-3.5%

\*Comparison of the periods March-February 2018-2019/2019-2020.

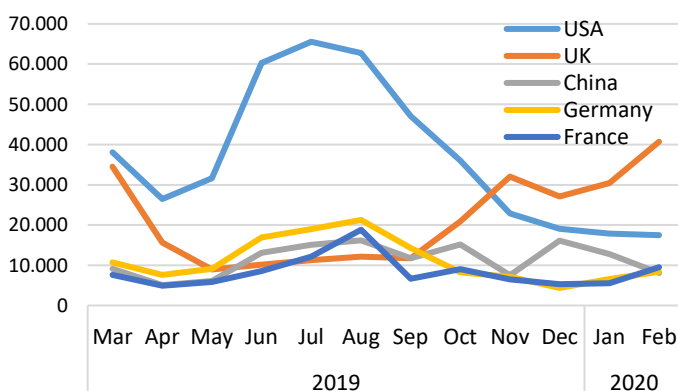
\*\*Top ten countries in total were 70.7%.

\*\*\*71.2% from mainland China, 18.0% from Taiwan and 10.8% Hong Kong.

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



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



\*Top five countries in total were 54.8%.

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

#### Purpose of visit March 2019 – February 2020<sup>2</sup>

	% of visitors	Number*	% change from the past 12 months**
Holiday	89.8%	1,752,908	3.8%
Visit friends/relatives	3.0%	58,560	7.1%
Health related, education etc.	2.8%	54,656	-49.1%
Business related	3.0%	58,560	0%
Temporary work	0.7%	13,664	-22.2%
Visit without an overnight stay	0.7%	13,664	-53.3%

\*Calculation based on visitor statistics at Keflavik Airport.

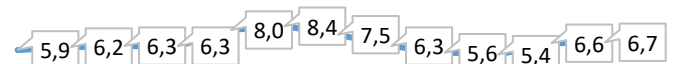
\*\* Comparison of the periods March-February 2018-2019/2019-2020.

#### Length of stay in Iceland March 2019 – February 2020<sup>2</sup>

	Number of nights	% change from the past 12 months*
<b>Average length of stay</b>	<b>6,7</b>	<b>6.3%</b>
USA	5,7	7.5%
United Kingdom	5,0	11.1%
China	6,0	0%
Germany	8,8	2.3%
France	8,6	1.2%
Poland	7,2	1.4%
Canada	6,3	12.5%
Spain	8,3	1.2%
Denmark	6,4	4,9%
Italy	8,4	3,7%

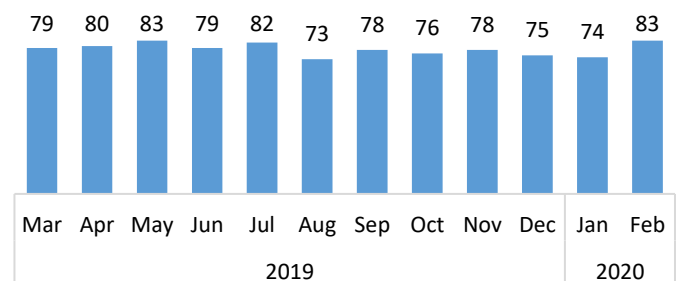
\*Comparison of the periods March-February 2018-2019/2019-2020.

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



Month	Number of visitors
Mar 2019	170
Apr 2019	120
May 2019	106
Jun 2019	195
Jul 2019	231
Aug 2019	252
Sep 2019	184
Oct 2019	163
Nov 2019	131
Dec 2019	125
Jan 2020	121
Feb 2020	133

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



## Overnight stays

### Overnight stays in registered accommodation (Feb.'19-Jan.'20)<sup>4</sup>

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>8,455,376</b>	<b>-0.9%</b>
Hotels	53.7%	4,543,661	2.0%
Guesthouses	15.0%	1,265,858	-9.0%
Other accommodation	31.3%	2,645,524	-1.9%

\*Comparisons of the periods February-January 2018-19/2019-20.

\*\*Non-registered overnight stays were approximately 1.5 million.

### Overnight stays in hotels 2019<sup>4</sup>

	% of hotel guest nights	Number	% change from the past 12 months
<b>Total guest nights*</b>		<b>4,543,661</b>	<b>2.0%</b>
1. USA	26.5%	1,202,729	-7.5%
2. United Kingdom	14.3%	648,549	-5.4%
3. Iceland	9.7%	440,898	-3.2%
4. Germany	7.8%	353,799	8.0%
5. China	7.2%	328,994	17.8%

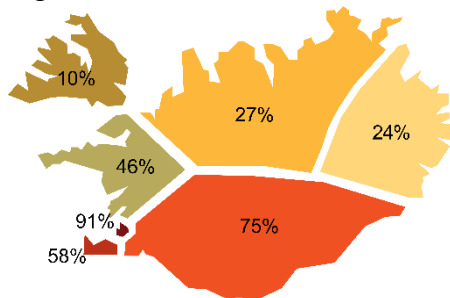
\*Five largest nationalities accounted for 65.5% of total guest nights in hotels.

### Room occupancy in hotels February 2019 - January 2020<sup>4</sup>

	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
Feb	67.0%	-8.6%	83.7%	-7.3%
Mar	65.9%	-5.2%	79.8%	-5.7%
Apr	49.2%	-9.6%	56.5%	-14.5%
May	55.7%	-4.5%	66.6%	4.2%
Jun	71.9%	-7.2%	77.6%	-6.7%
Jul	81.2%	-1.8%	80.1%	-5.0%
Aug	82.5%	-2.8%	85.1%	-1.4%
Sep	73.9%	-5.4%	78.6%	-4.0%
Oct	68.8%	-2.8%	77.5%	-3.5%
Nov	56.9%	-1.0%	74.2%	-3.5%
Dec	50.6%	-5.1%	67.7%	-3.4%
Jan	49.4%	-1.8%	67.7%	-3.4%

## International visitors by region and satisfaction

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

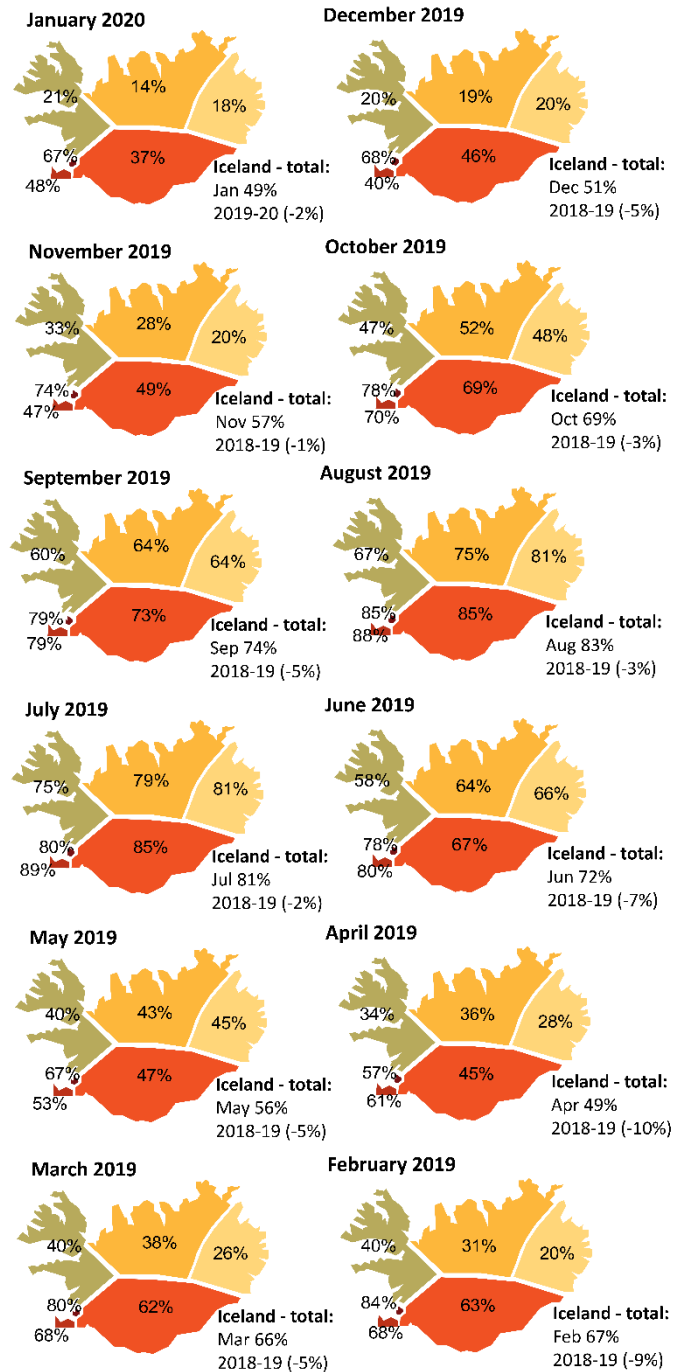


### Overall satisfaction by region 2019<sup>5</sup>

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 2019<sup>4</sup>



## 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.

<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 2018-20. 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.

