

# TOURISM IN ICELAND IN FIGURES

## - JANUARY 2021

### International visitors through Keflavík Airport

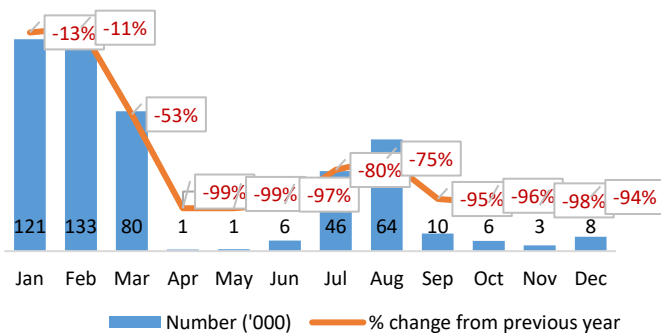
#### International departures 2020<sup>1</sup>

	% of departures	Number	% change from 2019
<b>Total number</b>		<b>478,510</b>	<b>-75.9%</b>
<i>Top ten countries*</i>			
UK	21.3%	101,954	-61.1%
USA	11.0%	52,589	-88.7%
Germany	9.1%	43,726	-66.9%
Poland	7.6%	36,606	-60.9%
France	5.8%	27,923	-71.4%
China**	5.0%	23,927	-82.8%
Denmark	4.9%	23,332	-52.7%
Italy	3.3%	15,788	-66.5%
Baltic states	3.3%	15,697	-51.8%
Netherlands	2.6%	12,454	-71.3%

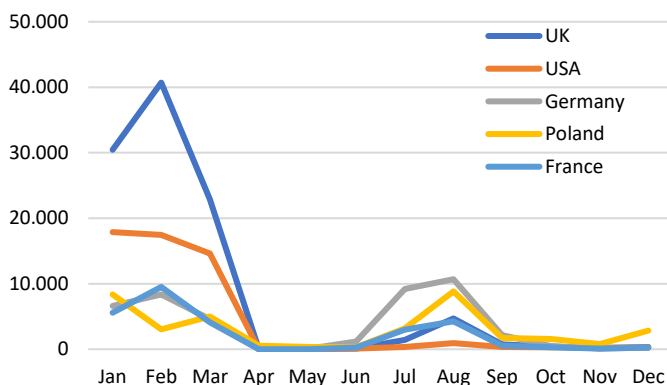
\*Top ten countries were 74%.

\*\*69% from mainland China, 17% from Taiwan and 14% Hong Kong.

#### Departures by month 2020<sup>1</sup>



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



\*Top five countries in total were 51%.

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

#### Purpose of visit 2020<sup>2</sup>

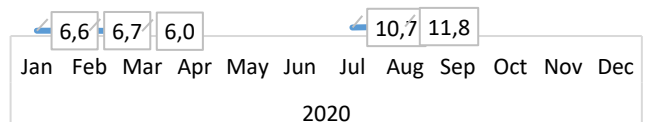
	Number*	% of visitors
Holiday	435,923	91.1%
Visit friends/relatives	18,183	3.8%
Health related, education etc.	5,264	1.1%
Business related	13,877	2.9%
Temporary work	3,350	0.7%
Visit without an overnight stay	1,914	0.4%

\*Calculation based on visitor statistics at Keflavik Airport.

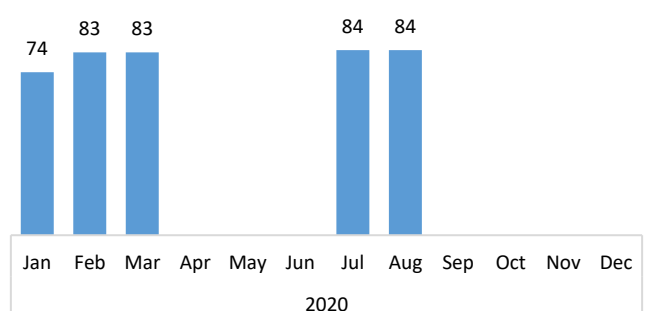
#### Length of stay 2020<sup>2</sup>

	Number of nights	% change from 2019
<b>Average length of stay</b>	<b>6,9</b>	<b>4.6%</b>
UK	4,7	-
USA	5,5	-1.8%
Germany	9,5	8.0%
Poland	7,3	1.4%
France	8,4	-2.3%
China	6,6	13.8%
Denmark	8,1	30.7%
Italy	9,5	15.9%
Baltic states	8,0	9.6%
Netherlands	9,0	20.0%

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



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



## Overnight stays

### Overnight stays in registered accommodation 2020<sup>4</sup>

	% of guest nights	Number	% change from 2019*
<b>Total guest nights**</b>		<b>2,961,416</b>	<b>-64.8%</b>
Hotels	50.3%	1,488,376	-67.2%
Guesthouses	15.4%	455,141	-63.8%
Other accommodation	34.4%	1,017,899	-61.1%

\*Comparison on annual basis 2020 vs. 2019.

\*\*Non-registered overnight stays are not included.

### Overnight stays in hotels 2020<sup>4</sup>

	% of hotel guest nights	Number	% change from 2019
<b>Total guest nights*</b>		<b>1,488,376</b>	<b>-67.2%</b>
1. Iceland	36.1%	536,594	22.3%
2. United Kingdom	15.5%	229,997	-65.0%
3. USA	12.1%	179,798	-85.1%
4. Germany	7.3%	108,040	-69.3%
5. France	3.8%	56,278	-68.4%

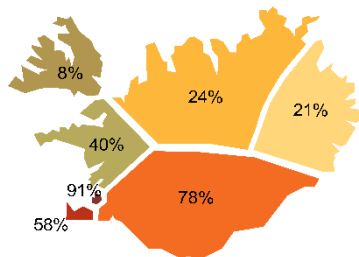
\*Five largest nationalities accounted for 75% of total guest nights in hotels.

### Room occupancy in hotels 2020<sup>4</sup>

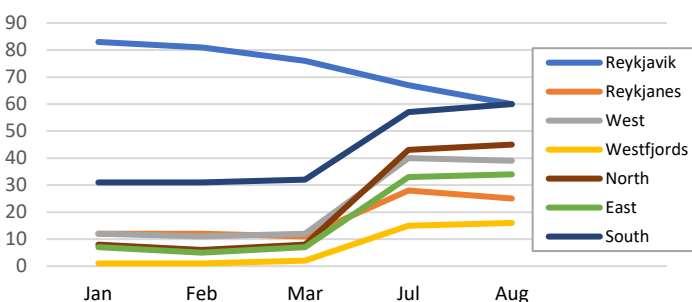
	Total		Capital region	
	Room occupancy	% change from 2019	Room occupancy	% change from 2019
<b>All year</b>	<b>24.9%</b>	<b>-61.4%</b>	<b>25.5%</b>	<b>-65.9%</b>
Jan	49.1%	-1.6%	66.5%	0.5%
Feb	60.5%	-9.7%	79.4%	-5.1%
Mar	30.2%	-54.2%	38.2%	-52.1%
Apr	3.6%	-92.7%	3.0%	-94.7%
May	9.0%	-83.8%	5.2%	-92.2%
Jun	20.8%	-71.1%	12.0%	-84.5%
Jul	47.5%	-41.1%	34.6%	-56.8%
Aug	36.3%	-56.0%	28.6%	-66.4%
Sep	16.1%	-78.2%	13.8%	-82.4%
Oct	10.8%	-84.2%	10.2%	-86.8%
Nov	8.2%	-85.8%	8.3%	-89.1%
Dec	6.8%	-86.8%	7.7%	-88.9%

## International visitors by region and satisfaction

### Which regions were visited in 2020<sup>5</sup>

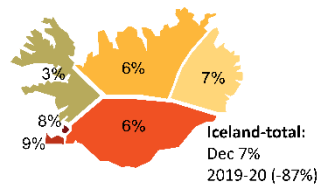


### Which regions were visited (%) - by month 2020<sup>5</sup>

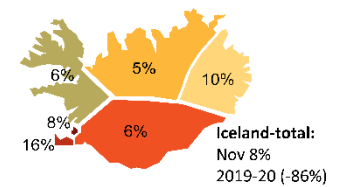


## Room occupancy in hotels by region<sup>4</sup>

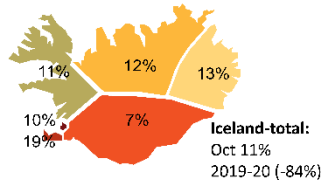
### December 2020



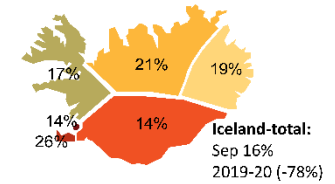
### November 2020



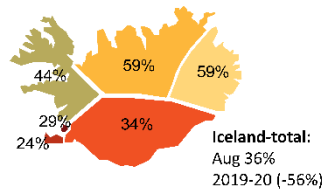
### October 2020



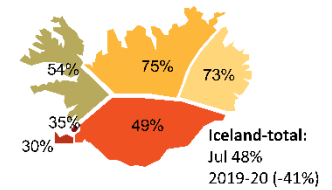
### September 2020



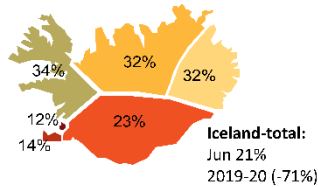
### August 2020



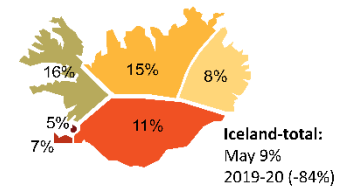
### July 2020



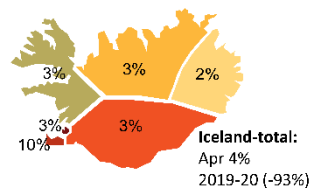
### June 2020



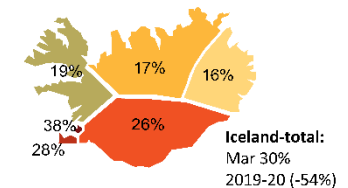
### May 2020



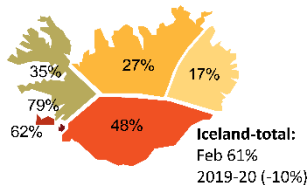
### April 2020



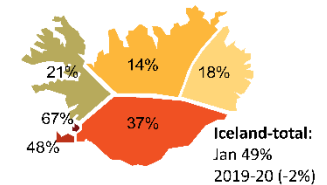
### March 2020



### February 2020



### January 2020



## 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 April-June and September-December 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 2019-2020. 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.