

# TOURISM IN ICELAND IN FIGURES

## - March 2022

### International visitors through Keflavík Airport

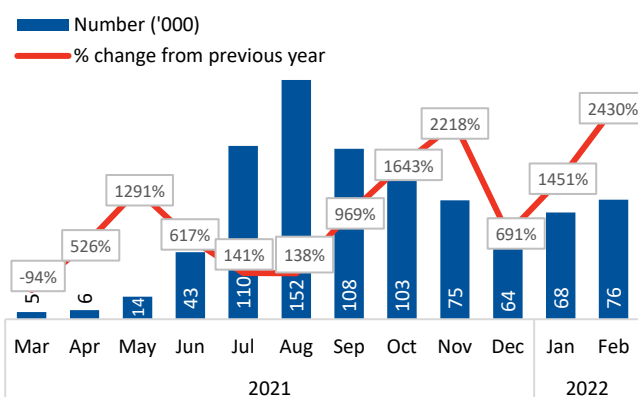
#### International departures in the period March'21-'February'22<sup>1</sup>

	% of departures	Number	% change from the past 12 months*
<b>Total number</b>		<b>823,930</b>	<b>255.2%</b>
<i>Top ten countries**</i>			
USA	30.4%	250,846	1324.9%
UK	12.0%	98,963	218.6%
Germany	8.7%	71,873	144.4%
Poland	6.9%	57,193	107.2%
France	5.3%	43,961	236.0%
Italy	3.9%	32,367	197.5%
Denmark	3.3%	27,157	39.8%
Spain	2.7%	22,411	234.0%
Netherlands	2.7%	22,397	175.4%
Baltic states	2.0%	16,657	57.5%

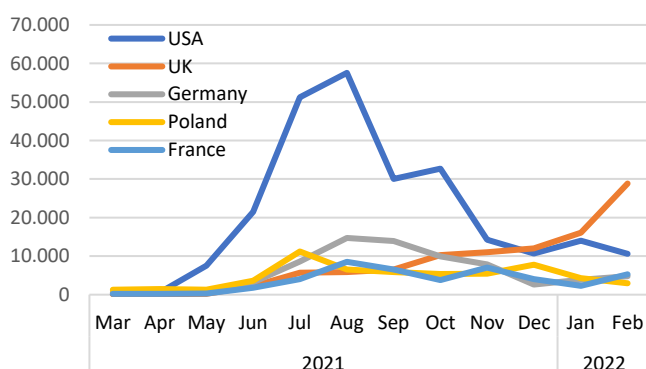
\*Comparison of the periods March-February 2020-21/2021-22.

\*\*Top ten countries were 78.1%.

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



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



\*Top five countries (March'21-February'22) in total were 63.4%.

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

#### Purpose of visit March 2021 – February 2022<sup>2</sup>

	Number*	% of visitors
Holiday	739,065	89.7%
Visit friends/relatives	38,725	4.7%
Health-related, education etc.	12,359	1.5%
Business-related	18,126	2.2%
Temporary work	9,887	1.2%
Visit without an overnight stay	5,768	0.7%

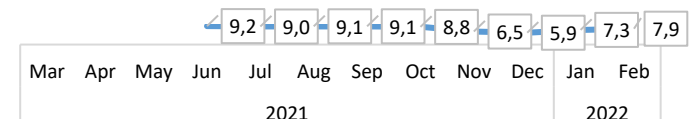
\*Calculation based on visitor statistics at Keflavik Airport.

#### Length of stay in Iceland March 2021 – February 2022<sup>2</sup>

	Number of nights	% change from the past 12 months*
<b>Average length of stay</b>	<b>7,9</b>	<b>-13.2%</b>
USA	7,5	11.9%
UK	5,3	-5.4%
Germany	9,8	-16.2%
Poland	7,2	-17.2%
France	8,7	-21.6%
Italy	9,0	-15.1%
Denmark	7,6	-11.6%
Spain	9,3	-4.1%
Netherlands	8,3	-26.6%
Baltic states	8,8	-10.2%

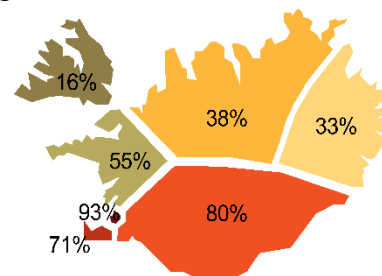
\*Comparison of the periods March-February 2020-21/2021-22.

#### Average length (nights) of stay by month June'21-Feb.'22<sup>2</sup>



### International visitors by region

#### Which regions were visited June 2021 – February 2022<sup>2</sup>



## Overnight stays

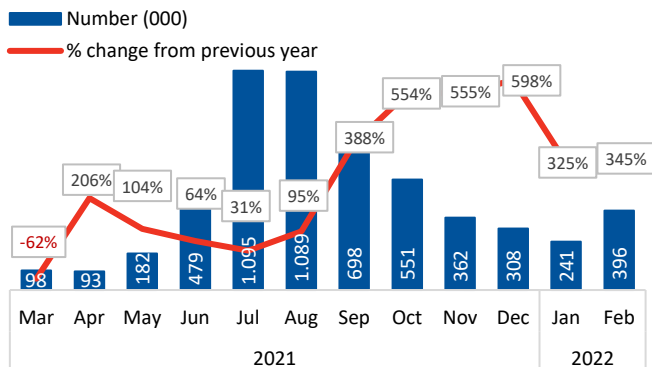
### Overnight stays in registered accommodation (March'21-Feb.'22<sup>3</sup>)

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>5,591,210</b>	<b>119.9%</b>
Hotels	50.4%	2,819,686	201.8%
Guesthouses	15.2%	851,030	88.4%
Other accommodation	34.3%	1,920,494	66.0%

\*Comparisons of the periods March-February 2020/21 - 2021/22.

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

### Overnight stays\* in registered accommodation by month<sup>3</sup>



\*Overnight stays of Icelanders and international visitors in registered accommodation.

### Overnight stays in hotels March 2021 – February 2022<sup>3</sup>

	% of hotel guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>2,819,686</b>	<b>201.8%</b>
Iceland	30,4%	858,037	62.1%
USA	25,2%	711,452	1016.1%
UK	11,6%	327,241	441.3%
Germany	7,4%	209,444	194.7%
France	3,5%	99,367	272.6%

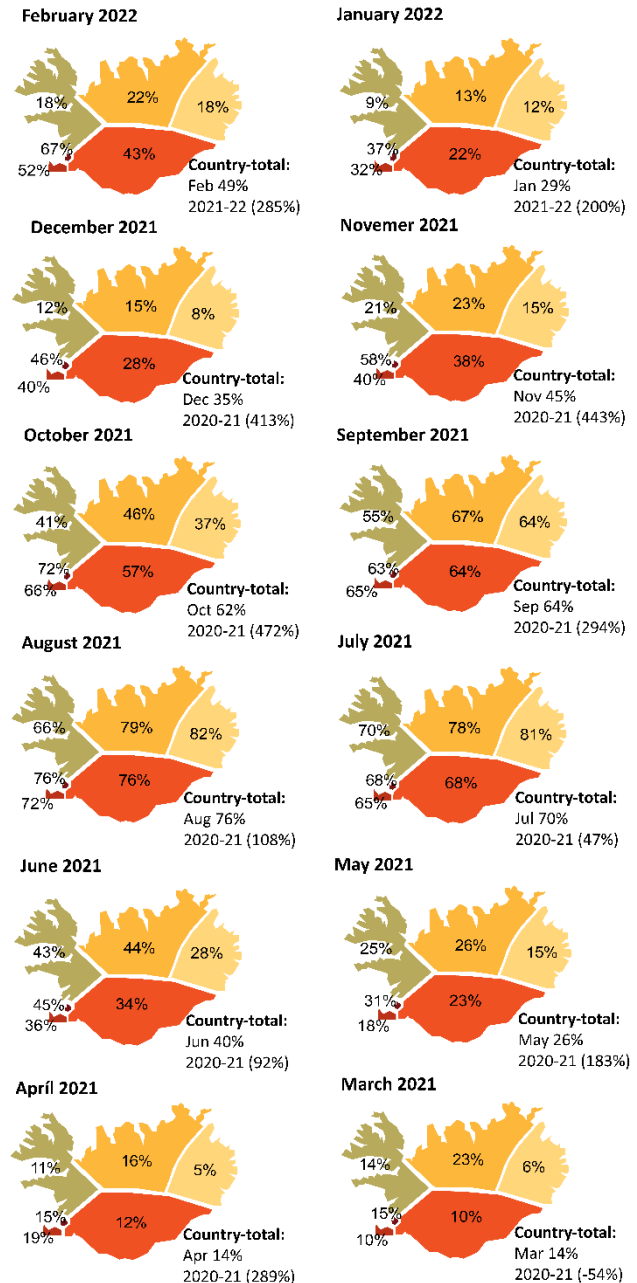
\*Comparison of March-February 2020/21 - 2021/22.

\*\*5 largest nationalities accounted for 78.1% of total guest nights in hotels.

### Room occupancy in hotels (March 2021 – February 2022<sup>3</sup>)

	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
Mar'21	14.0%	-53.6%	15.4%	-59.7%
Apr'21	14.0%	288.9%	15.2%	406.7%
May'21	25.5%	183.3%	31.0%	496.2%
Jun'21	40.0%	92.8%	44.8%	273.3%
Jul'21	69.6%	46.5%	67.8%	96.0%
Aug'21	75.5%	108.0%	76.2%	166.4%
Sep'21	63.5%	294.4%	63.3%	358.7%
Oct'21	61.8%	472.2%	72.1%	606.9%
Nov'21	44.5%	442.7%	58.2%	601.2%
Dec'21	34.9%	413.2%	46.2%	500.0%
Jan'22	28.5%	200.0%	36.5%	288.3%
Feb'22	49.3%	285.2%	67.1%	515.6%

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

<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 2020 and September 2020 - May 2021.

<sup>3</sup>Statistics Iceland: Accommodation statistics 2020-2022. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2021 and 2022.