

# TOURISM IN ICELAND IN FIGURES

## - Summer 2022

### International visitors through Keflavik Airport

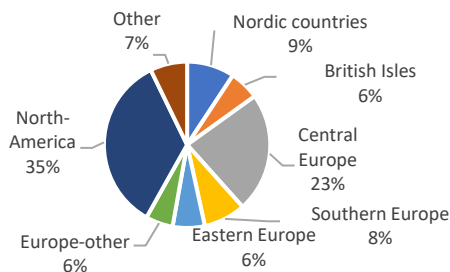
#### Visitors in summer 2022 (June-August)<sup>1</sup>

	% of departures	Number	% change*from	
			2021	2019
<b>Heildarfjöldi</b>		<b>653,471</b>	<b>115%</b>	<b>-4%</b>
<i>Top 10 countries*</i>				
USA	31.3%	204,696	57%	9%
Germany	9.6%	62,788	137%	10%
France	6.3%	40,897	186%	4%
UK	5.2%	34,139	147%	2%
Italy	5.1%	33,458	165%	54%
Poland	4.4%	28,543	33%	0%
Denmark	3.9%	25,181	191%	43%
Canada	3.4%	21,959	1070%	-23%
Spain	3.1%	20,046	190%	-17%
Netherlands	2.6%	16,901	248%	9%

\*Top ten countries 74.8%.

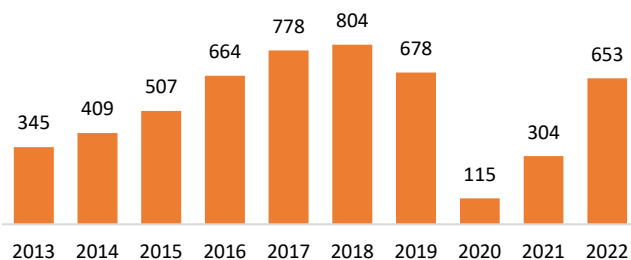
\*\*Comparisons of the period June-August 2021/'22 and 2019/'22.

#### Visitors by market area in summer 2022 (June-August)<sup>1</sup>

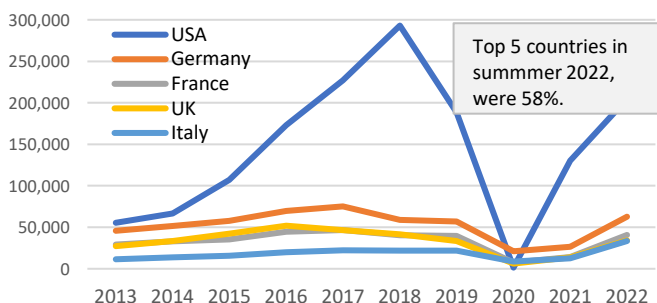


### International visitors to Iceland in summer 2013-2022

#### Number ('000) of foreign visitors in summer (June-August)<sup>1</sup>



#### Top five countries summer 2022 – trends last ten years<sup>1</sup>



### Main purpose of visit and length of stay

#### Purpose of visit in summer 2022<sup>2</sup>

	Number*	% of visitors
Holiday	610,342	93.4%
Visit friends/relatives	18,297	2.8%
Business related	14,376	2.2%
Health related, education etc.	4,574	0.7%
Temporary work	1,960	0.3%
Visit without an overnight stay	3,921	0.6%

\*Calculation based on visitor statistics at Keflavik airport.

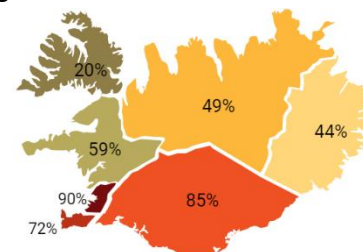
#### Length of stay in Iceland in summer<sup>2</sup>

	Number of nights	% change * from	
		2021	2019
<b>Average length of stay</b>	<b>8,6</b>	-5.5%	10.3%
USA	7,1	-12.4%	20.3%
Germany	11,3	2.7%	8.7%
France	10,5	4.0%	1.0%
UK	7,4	-5.1%	8.8%
Italy	9,3	-14.7%	2.2%
Poland	11,3	36.1%	37.8%
Denmark	8,1	-18.2%	12.5%
Canada	7,4	-21.3%	8.8%
Spain	9,7	-11.8%	1.0%
Netherlands	9,7	-12.6%	-1.0%

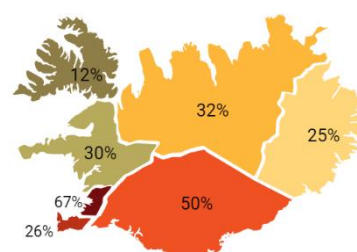
\* Comparisons of the period June-August 2020/2022 and 2019/2022.

### Visits by region

#### To what regions did visitors travel in summer 2022<sup>2</sup>



#### In which regions did visitors overnight in summer 2022<sup>2</sup>



## Overnight stays in hotels

### Overnight stays in hotels June-August 2022\*<sup>3</sup>

	% of guest nights	Number 2022	% change from	
			2021	2019
<b>Total</b>		<b>1,688,207</b>	<b>68%</b>	<b>16%</b>
Domestic	17.8%	301,036	-8%	159%
International	82.8%	1,387,171	103%	4%
-USA	27.5%	463,494	54%	9%
-Germany	11.0%	185,876	132%	21%
-UK	6.6%	111,750	156%	23%
-France	4.4%	75,010	121%	15%
-Italy	4.0%	67,175	109%	49%

## Available rooms in hotels and occupancy rates

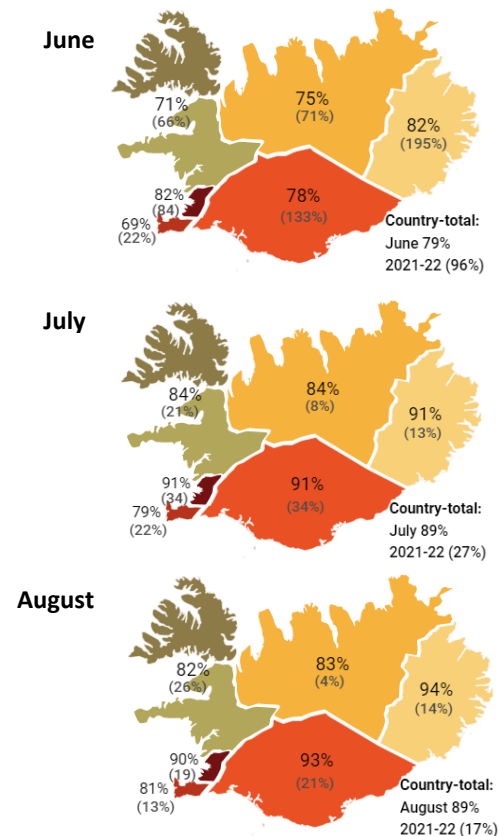
### Available rooms in hotels June-August 2022\*<sup>3</sup>

	Iceland-total			Capital region		
	Number 2022	% change from 2021 2019		Number 2022	% change from 2021 2019	
June	11,530	96%	9%	5,400	84%	6%
July	11,591	27%	10%	5,424	34%	13%
August	11,596	17%	7%	5,424	19%	6%

### Occupancy rates in hotels June-August 2022\*<sup>3</sup>

	Iceland-total			Capital region		
	Occupancy 2022	% change from 2021 2019		Occupancy 2022	% change from 2021 2019	
June	78.5%	30%	5%	82.4%	65%	4%
July	88.5%	19%	5%	90.7%	36%	4%
August	88.6%	14%	4%	90.3%	24%	1%

### Room occupancy by region June-August 2022\*\*<sup>3</sup>



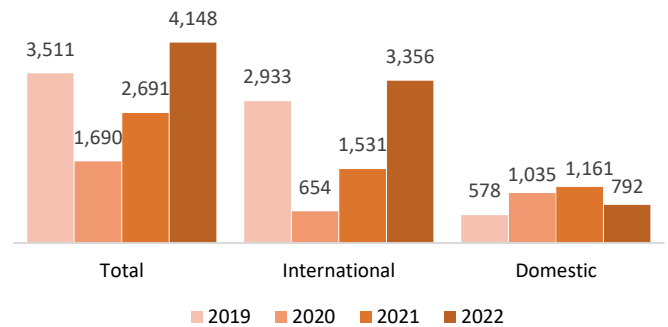
\*Comparisons of the period a) June-August 2020/'22, b) 2019/'22.  
 \*\* Comparisons of the period June-August (2021).

## Overnight stays in registered accommodation

### Overnight stays in registered accommodation (Jun-Aug) 2022\*<sup>3</sup>

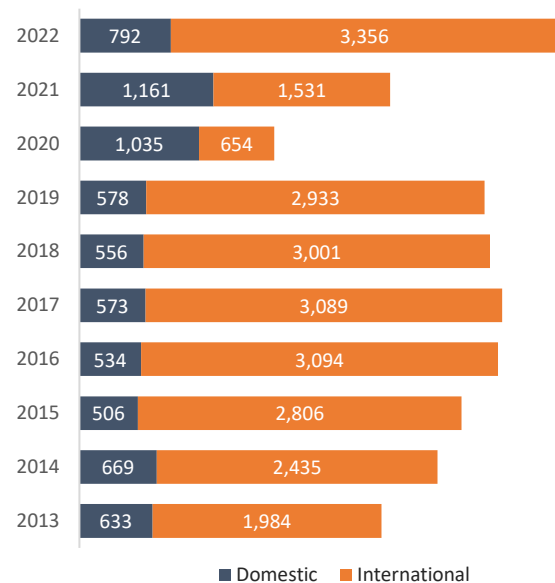
	% of guest nights	Number	% change from	
			2021	2019
<b>Total</b>		<b>4,148,409</b>	<b>54%</b>	<b>18%</b>
Hotels	40.7%	1,688,207	68%	16%
Guesthouses	15.7%	653,283	59%	15%
Other	43.6%	1,806,919	42%	21%

### Overnight stays ('000) in registered accommodation June-August 2019-2022<sup>3</sup>



## Overnight stays over a ten years period

### Overnight stays ('000) in registered accommodation; International vs. Domestic 2013-2022<sup>3</sup>



## Sources

<sup>1</sup>Icelandic Tourist Board and Isavia: Departure statistics at Keflavik airport 2019-2022. The counting of passengers is done manually before they enter the departure area and the limitations of methodology needs to be kept in mind when viewing the statistics. The counting is based on a sampling method.

<sup>2</sup>The Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport.

<sup>3</sup>Statistics Iceland: Accommodation statistics 2019-2022. Overnight stays in registered accommodation refer to stays with operators registered in Statistics Iceland's database. Estimated figures for 2022.

## Tourism in Iceland in Figures, Summer 2022 - summary

*Tourism in Iceland in Figures – Summer 2022 presents a summary of international visitor numbers as measured by departures from the country via Keflavík Airport, overnight stays in registered accommodation, hotel room availability and occupancy rates and some further information about the tourists, e.g. the main purpose of their visits, length of stay and regions visited.*

### **Summer visitors top 653,000**

Just over 653,000 international visitors\* entered Iceland via Keflavík Airport last summer (2022). This was more than twice as many as in 2021, 96% of the number recorded in summer 2019 and about 81% of the figure for 2018, which was a summer record.

By country, visitors from the USA were by far the largest group (205,000), accounting for nearly one third of the total. This was the third time since the count began that US visitors topped 200,000: in summer 2018 the figure was 293,000 and in 2017 it was 227,000. Germany was the country of provenance of the second-largest group, with just under 63,000 this summer, some 36,000 up on the figure for 2021 and 6,000 above that for 2019. France, the UK and Italy supplied the third, fourth and fifth-largest groups this summer. This was the second time that Italy ranked in the top five, having been in fourth place in 2020.

The vast majority of international visitors – more than nine out of ten – were on holiday this summer. About 2.8% were visiting friends or relatives and 2.2% were on business trips; about 1.6% came for other purposes.

### **Average length of stay 8.6 nights**

On average, Iceland's summer visitors spent 8.6 nights in the country this year, half a night shorter than in 2021. Corresponding figures for 2019 and 2018 were slightly lower again, at 7.8 and 7.5 nights respectively. Covid-19 seems still to be having an impact on these figures, as visitor stays lengthened considerably when the pandemic was at its height.

US visitors averaged 7.1 nights in the country in summer 2022, and in the light of their numbers this factor weighs heaviest in the overall figure. Of the ten largest groups by country of provenance, German, Polish and French tourists spent the longest time in Iceland, spanning the range 10.5-11.3 nights, followed by those from Spain, the Netherlands and Italy, whose stays in the country ranged from 9.3 to 9.7 nights.

### **More overnight tourist hotel stays than before the pandemic**

At nearly 1.7 million, the number of overnight stays in hotels this summer (2022) was 680,000 over the 2021 figure and 237,000 above that for the summer of 2019, which was the last before the Covid-19 pandemic struck.

International visitors accounted for about eight out of every ten overnight stays in hotels, the number reaching just over twice that for summer 2021 and 4% above the figure for 2019: lower visitor numbers have been offset by longer stays.

### **Hotel occupancy rates at 89% in July and August**

There were about 11,600 hotel rooms on offer at the summer peak in Iceland in 2022, nearly half of which (46.8%) were in the capital region. The offer was 17% greater than in 2021 and 7% above that for 2019. Room occupancy for the country as a whole came to just under 80% in June and 89% in July and August. Occupancy rates in July and August topped 90% in three regions: the capital region, the South and the East. Occupancy rates in the other regions ranged from 79% to 84%. Occupancy of 69-82% was recorded in June, the capital region and the East enjoying the upper end of this range.

### **Record overnight summer occupancy by international visitors in registered accommodation**

Just over four million overnight stays were recorded in registered accommodation in summer 2022, the occupants being international visitors in eight cases out of every ten. About two of every five nights were spent in hotels, 16% in guesthouses and just over two in accommodation of some other type.

The figure for overnight stays in registered accommodation in summer 2022 was 54% higher than for summer 2021 and about one fifth higher than in 2019. To a large extent, the increase can be attributed to international visitors, who accounted for nearly 3.4 million nights, a summer record. The domestic share in overnight stays fell by about one third between 2021 and 2022; the 2021 figure, nearly 1.2 million, was a record. The domestic share was also high in 2020, Icelanders having taken the call to holiday at home seriously while the pandemic was at its height.

\* Based on departure counts by the Icelandic Tourist Board and Isavia at Keflavík Airport.  
Figures subject to [reliability limitations](#) inherent in the methods used.