

# TOURISM IN ICELAND IN FIGURES

## - April 2023

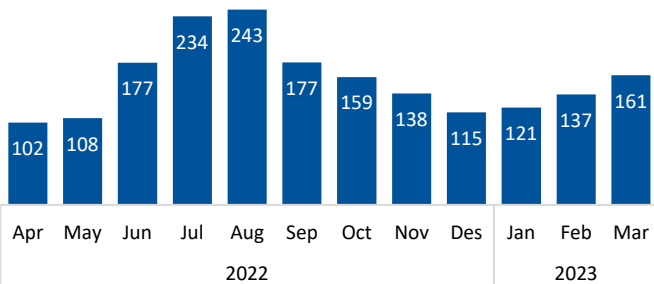
### International visitors through Keflavik airport

#### International departures April 2022 – March 2023<sup>1</sup>

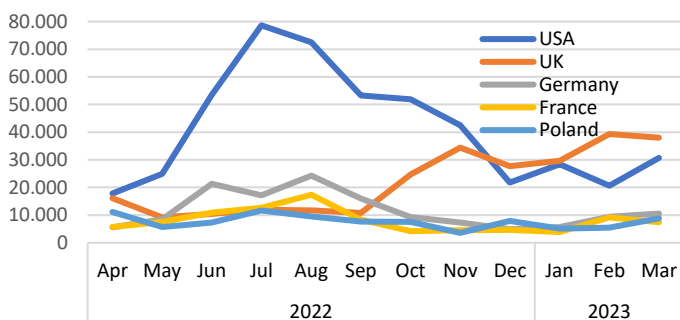
	% of departures	Number	% change for the past 12 months*
<b>Total number</b>		<b>1,871,172</b>	<b>103.3%</b>
<i>Top ten countries (73% of total)</i>			
USA	26.6%	496,826	85.7%
UK	14.1%	263,991	107.8%
Germany	7.5%	139,808	74.5%
France	5.2%	96,402	94.3%
Poland	4.9%	91,512	52.6%
Italy	3.8%	70,667	101.2%
Denmark	3.4%	62,800	111.9%
Spain	2.9%	53,508	112.4%
Netherlands	2.8%	51,827	107.6%
Canada	2.5%	46,896	394.1%

\*Comparison of the periods April-March 2021-22/2022-23.

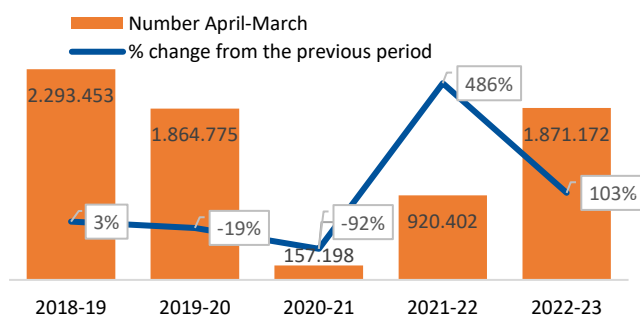
#### Departures ('000) by month<sup>1</sup>



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



#### International departures 2018-2023<sup>1</sup>



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

#### Purpose of visit April 2022 – March 2023<sup>2</sup>

	% of visitors	Number*
Holiday	91.8%	1,717,736
Visit friends/relatives	3.0%	56,135
Business	3.0%	56,135
Health related, educational etc.	1.4%	26,196
Temporary work	0.3%	5,614
Visit without an overnight stay	0.5%	9,356

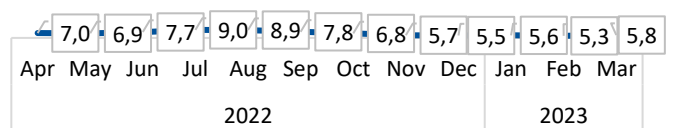
\*Calculation based on visitor statistics at Keflavik airport.

#### Length of stay April 2022 – March 2023<sup>2</sup>

	Number of nights	% change for the past 12 months*
<b>Average length of stay</b>	<b>7,1</b>	<b>-7.8%</b>
USA	6,4	-14.7%
UK	5,2	-
Germany	9,7	-
France	9,0	5.9%
Poland	7,8	9.9%
Italy	7,9	-10.2%
Denmark	6,8	-8.1%
Spain	8,5	-5.6%
Netherlands	8,5	4.9%
Canada	7,2	-11.1%

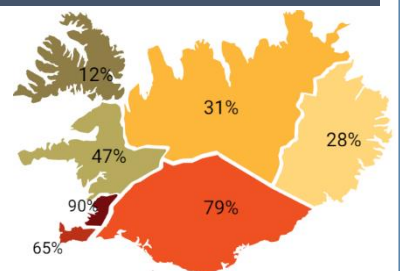
\* Comparison of the periods April-March 2021-22/2022-23.

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

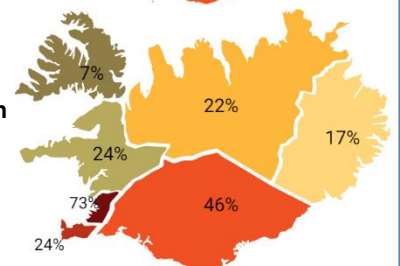


### Regions visited and overnight stays<sup>2</sup>

#### Which region did foreign guests visit April'22 – March'23<sup>1</sup>



#### In which region did foreign guests stay overnight April'22 – March'23<sup>1</sup>



## Overnight stays

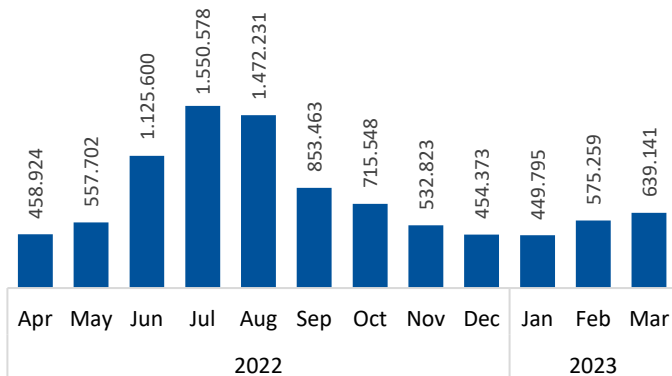
### Overnight stays in registered accommodation (April'22-March'23<sup>3</sup>)

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>9,358,437</b>	<b>58.5%</b>
Hotels	53.8%	5,047,841	63.1%
Guesthouses	14.3%	1,345,544	54.9%
Other accommodation	31.9%	2,992,052	52.8%

\*Comparison of the periods April-March 2021/22 - 2022/23.

\*\*Non-registered overnight stays were 1,6 million.

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



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

### Overnight stays in hotels April 2022 – March 2023<sup>3</sup>

	% of hotel guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>5,047,841</b>	<b>63.1%</b>
USA	25.0%	1,262,649	61.9%
Iceland	19.2%	967,877	9.1%
UK	14.9%	750,186	88.7%
Germany	8.3%	420,915	80.6%
France	4.0%	200,291	76.2%

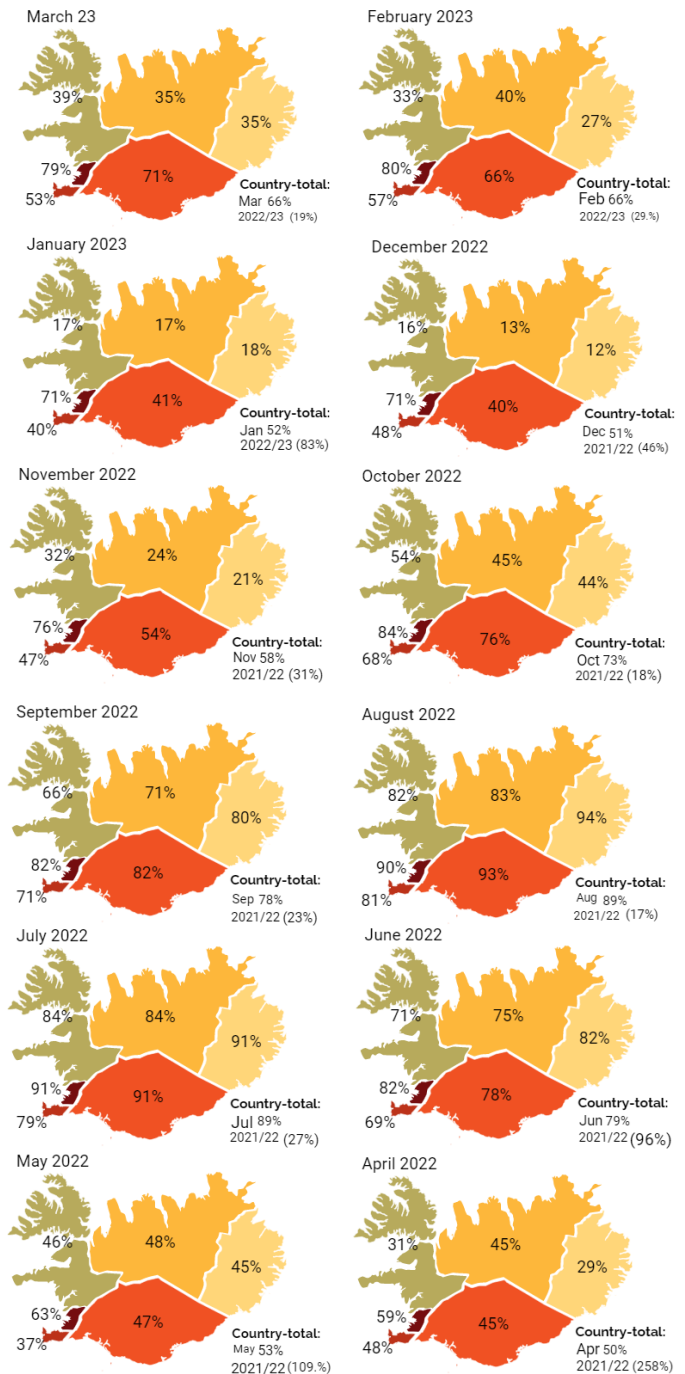
\*Comparison of the periods April-March 2021/22 - 2022/23.

\*\*5 largest nationalities accounted for 71.4% of total guest nights in hotels.

### Room occupancy in hotels (April 2022 – March 2023<sup>3</sup>)

	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
Apr'22	50.1%	257.9%	58.9%	287.5%
May'22	53.3%	109.0%	62.5%	101.6%
Jun'22	78.5%	96.3%	82.4%	83.9%
Jul'22	88.5%	27.2%	90.7%	33.8%
Aug'22	88.6%	17.4%	90.3%	18.5%
Sep'22	78.3%	23.3%	81.8%	29.2%
Oct'22	73.0%	18.1%	84.3%	16.9%
Nov'22	58.4%	31.2%	76.3%	31.1%
Dec'22	50.8%	45.6%	70.8%	53.2%
Jan'23	52.0%	82.5%	71.0%	94.5%
Feb'23	65.8%	29.0%	79.9%	19.1%
Apr'23	65.5%	18.9%	78.7%	15.7%

## 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 September 2020 - May 2021.

<sup>3</sup>Statistics Iceland: Accommodation statistics 2021-2023. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2022.