

# TOURISM IN ICELAND IN FIGURES

## - December 2023

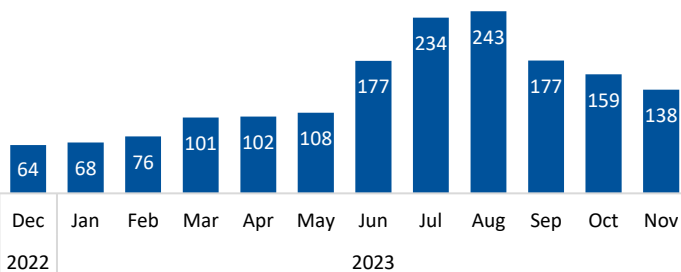
### International visitors through Keflavik airport

#### International departures December 2022 – November 2023<sup>1</sup>

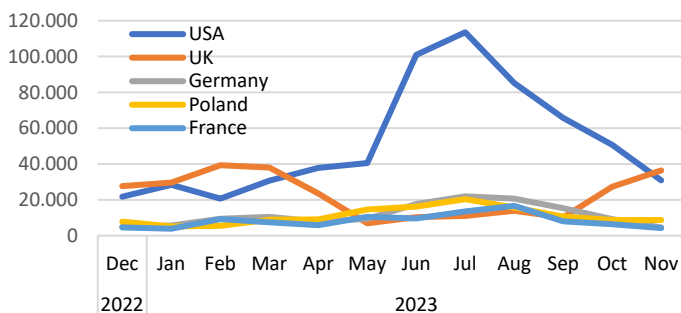
	% of departures	Number	% change for the past 12 months*
<b>Total number</b>		<b>2,201,355</b>	<b>33.7%</b>
<i>Top ten countries (69.3% of total)</i>			
USA	28.5%	627,145	40.2%
UK	12.5%	274,210	27.9%
Germany	6.2%	137,485	6.2%
Poland	6.0%	131,617	58.0%
France	4.5%	100,114	12.8%
Italy	3.6%	78,964	32.6%
Spain	3.0%	66,246	32.7%
Canada	2.6%	57,544	35.5%
China	2.4%	52,427	137.9%
Netherlands	2.4%	52,222	4.2%

\*Comparison of the periods December-November 2021-22/2022-23.

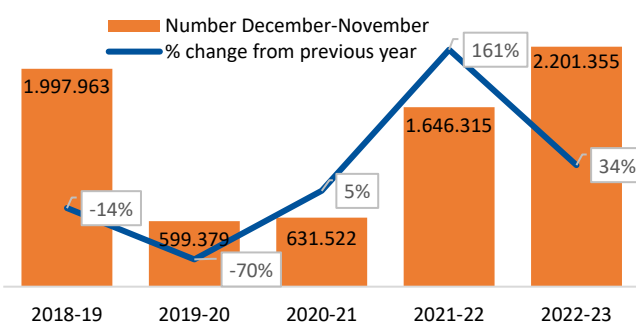
#### Departures ('000) by month<sup>1</sup>



#### 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 December 2022 – November 2023<sup>2</sup>

	% of visitors	Number*
Holiday	92.4%	2,034,052
Visit friends/relatives	2.4%	52,833
Business	2.5%	55,034
Health related, educational etc.	1.6%	35,222
Other	1.1%	24,214

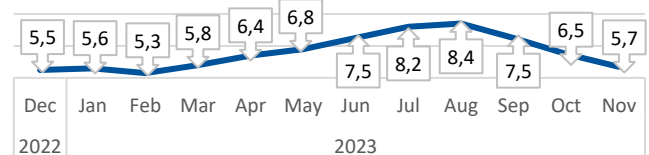
\*Calculation based on visitor statistics at Keflavik airport.

#### Length of stay December 2022 – November 2023<sup>2</sup>

	Number of nights	% change for the past 12 months*
<b>Average length of stay</b>	<b>7,4</b>	<b>-5.1%</b>
USA	6,4	-4.5%
UK	4,8	-11.1%
Germany	9,5	-4.0%
Poland	6,4	-22.9%
France	9,4	5.6%
Italy	7,9	-7.1%
Spain	8,6	1.2%
Canada	7,1	-2.7%
China	6,0	-
Netherlands	8,0	-7.0%

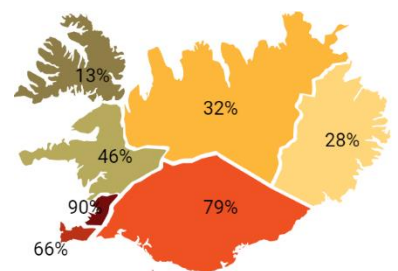
\* Comparison of the periods December-November 2021-22/2022-23.

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

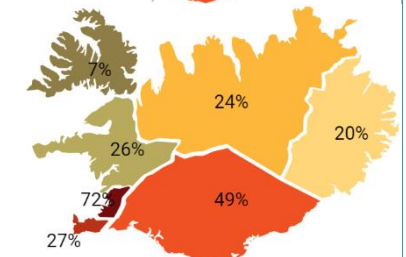


### Regions visited and overnight stays<sup>2</sup>

#### Which region did foreign guests visit Dec.'22 – Nov.'23<sup>1</sup>



#### In which region did foreign guests stay overnight Dec.'22 – Nov.'23<sup>1</sup>



## Overnight stays

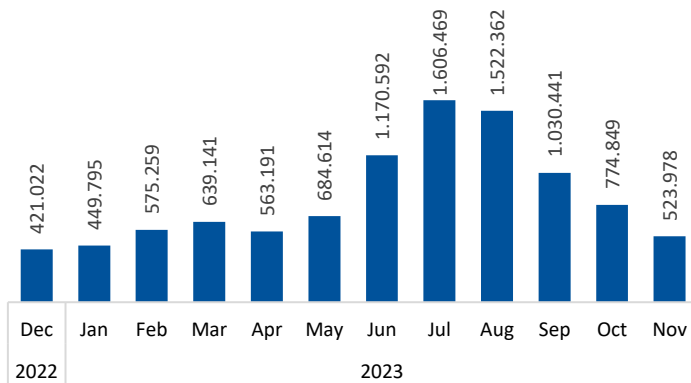
### Overnight stays in registered accommodation (Dec'22-Nov'23<sup>3</sup>)

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>9,961,713</b>	<b>18.6%</b>
Hotels	53.0%	5,278,244	15.1%
Guesthouses	13.3%	1,325,872	15.7%
Other accommodation	33.7%	3,357,597	25.9%

\*Comparison of the periods December–November 2021/22 - 2022/23.

\*\*Non-registered overnight stays were ca 1,9 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 December 2022 - November 2023<sup>3</sup>

	% of hotel guest nights	Number	% change from the past 12 months *
<b>Total guest nights**</b>		<b>5,278,244</b>	<b>15.1%</b>
USA	26.7%	1,409,032	22.2%
Iceland	18.0%	952,458	3.8%
UK	13.8%	730,626	17.5%
Germany	7.3%	385,436	-3.1%
France	3.6%	189,283	-0.7%

\*Comparison of the periods December–November 2021/22 - 2022/23.

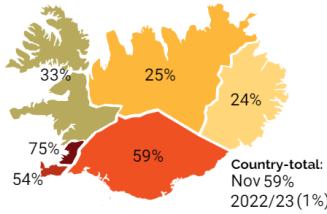
\*\*5 largest nationalities accounted for 69.4% of total guest nights in hotels.

### Room occupancy in hotels (December 2022 – November 2023<sup>3</sup>)

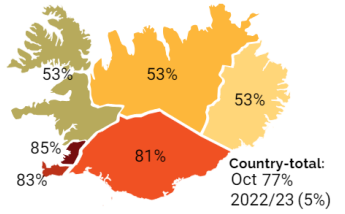
	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
Dec'22	50.8%	45.6%	70.8%	53.2%
Jan'23	52.2%	83.2%	71.0%	94.5%
Feb'23	65.9%	29.2%	79.9%	19.1%
Mar'23	65.6%	19.1%	78.7%	15.7%
Apr'23	58.1%	16.0%	66.1%	12.2%
May'23	65.7%	23.3%	70.2%	12.3%
Jun'23	79.0%	0.6%	80.0%	-2.9%
Jul'23	86.7%	-2.0%	87.5%	-3.5%
Aug'23	85.9%	-3.0%	84.3%	-6.6%
Sep'23	82.2%	5.0%	83.0%	1.5%
Oct'23	76.7%	5.1%	84.7%	0.5%
Nov'23	59.2%	1.4%	74.5%	-2.4%

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

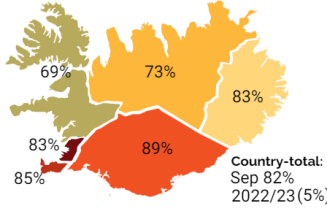
November 2023



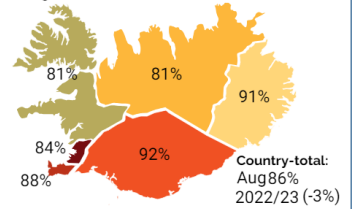
October 2023



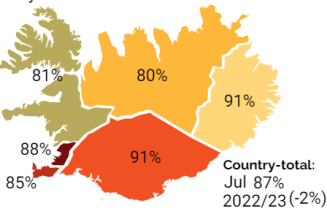
September 2023



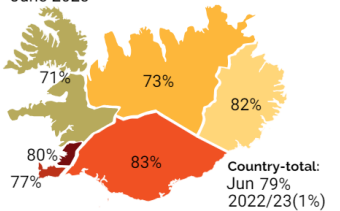
August 2023



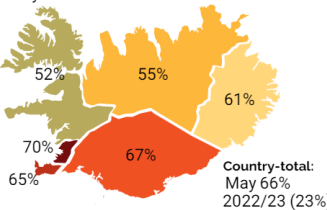
July 2023



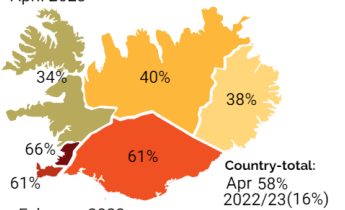
June 2023



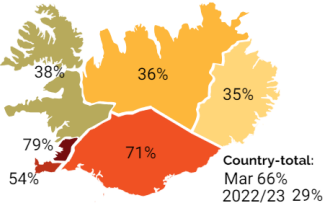
May 2023



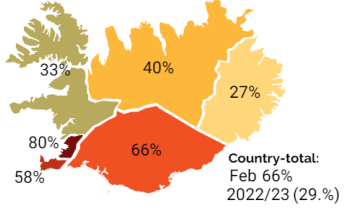
April 2023



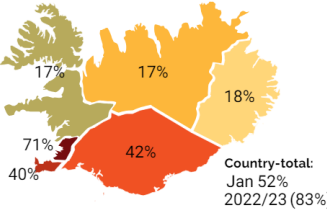
March 2023



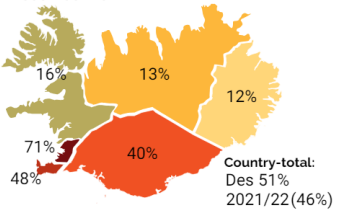
February 2023



January 2023



December 2022



## 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. Until September 2019 the counting covered 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 2021–2023.

<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 2023.