

TOURISM IN ICELAND IN FIGURES

- February 2023

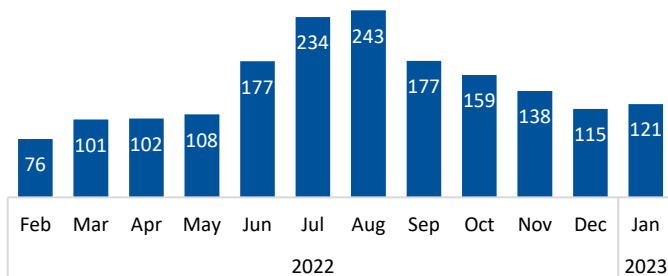
International visitors through Keflavik airport

International departures February 2022 – January 2023¹

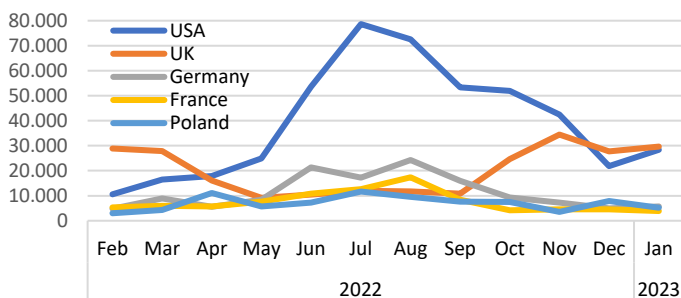
	% of departures	Number	% change for the past 12 months*
Total number		1,750,182	133.1%
<i>Top ten countries (74% of total)</i>			
USA	27.0%	472,391	96.2%
UK	13.9%	243,398	245.3%
Germany	7.6%	133,630	98.8%
France	5.2%	91,005	135.3%
Poland	4.8%	84,556	53.4%
Italy	3.6%	62,160	97.4%
Denmark	3.4%	60,369	139.1%
Spain	3.0%	51,660	149.6%
Netherlands	2.9%	51,506	164.4%
Canada	2.5%	44,506	464.4%

*Comparison of the periods February-January 2021-22/2022-23.

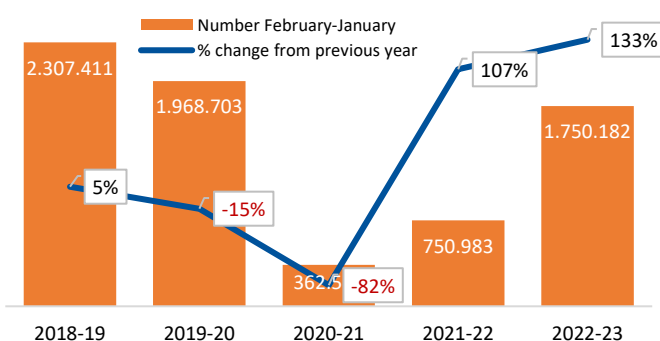
Departures ('000) by month¹



Departures by month – Top five* countries¹



International departures 2018-2023¹



Main purpose of visit to Iceland and length of stay

Purpose of visit February 2022 – January 2023²

	% of visitors	Number*
Holiday	91.4%	1,599,666
Visit friends/relatives	3.2%	56,006
Business	2.9%	52,505
Health related, educational etc.	1.4%	24,503
Temporary work	0.5%	8,751
Visit without an overnight stay	0.5%	8,751

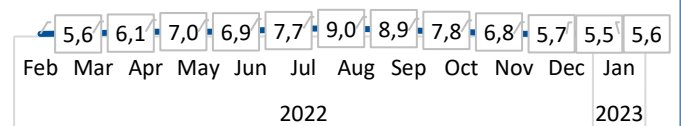
*Calculation based on visitor statistics at Keflavik airport.

Length of stay February 2022 – January 2023²

	Number of nights	% change for the past 12 months*
Average length of stay	7,3	-11.0%
USA	6,5	-14.5%
UK	5,3	-5.4%
Germany	9,7	-4.0%
France	9,0	-1.1%
Poland	8,2	13.9%
Italy	8,2	-8.9%
Denmark	6,9	-10.4%
Spain	8,5	-11.5%
Netherlands	8,5	-1.2%
Canada	7,2	-14.3%

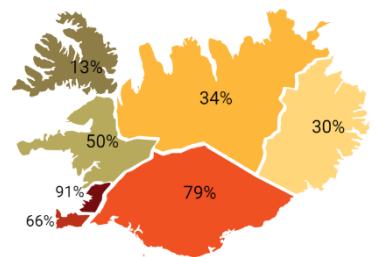
* Comparison of the periods February-January 2021-22/2022-23.

Average length of stay by month (nights)²

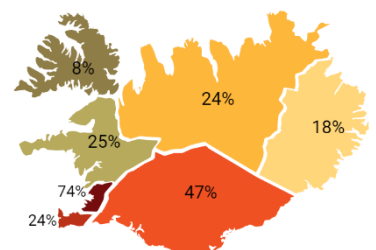


Regions visited and overnight stays²

Which region did foreign guests visit in 2022¹



In which region did foreign guests stay overnight in 2022¹



Overnight stays

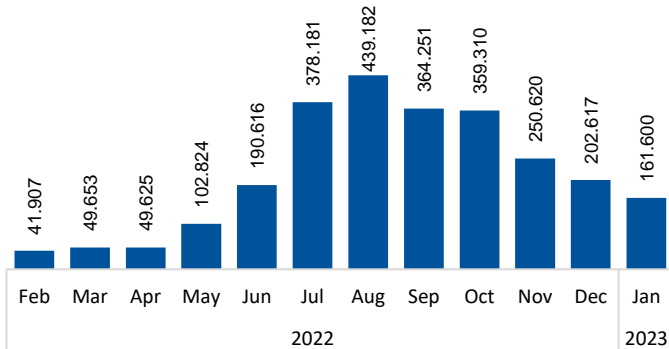
Overnight stays in registered accommodation (Feb.'22-Jan.'23³)

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		9,055,785	74.2%
Hotels	53.6%	4,849,968	87.2%
Guesthouses	14.4%	1,304,960	64.5%
Other accommodation	32.0%	2,900,857	60.0%

*Comparison of the periods February-January 2021/22 - 2022/23.

**Non-registered stays are not included.

Overnight stays* in registered accommodation by month³



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

Overnight stays in hotels February 2022 – January 2023³

	% of hotel guest nights	Number	% change from the past 12 months *
Total guest nights**		4,849,968	87.2%
USA	25.0%	1,210,897	81.4%
Iceland	19.7%	955,627	14.8%
UK	14.5%	704,767	187.1%
Germany	8.4%	407,269	110.1%
France	4.0%	193,497	125.3%

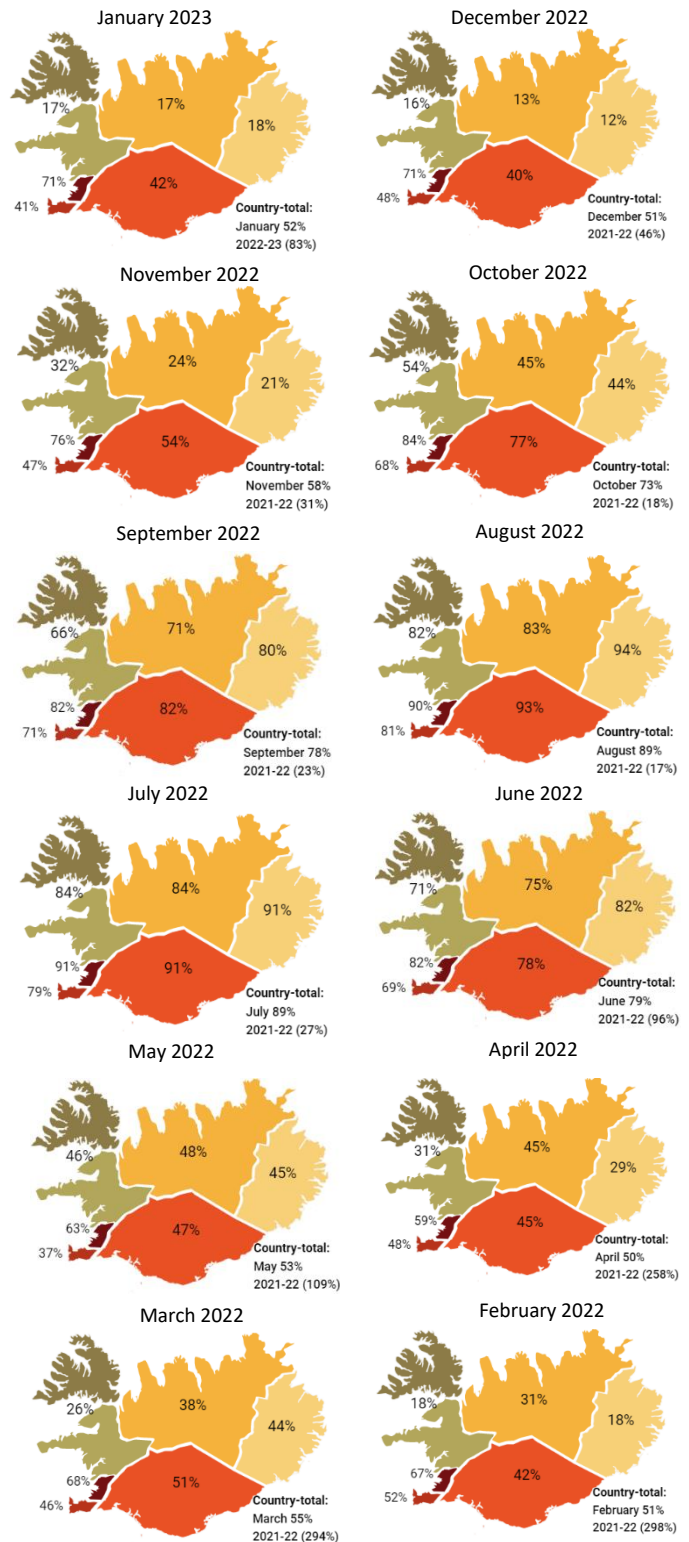
*Comparison of the periods February-January 2021/22 - 2022/23.

**5 largest nationalities accounted for 71.6% of total guest nights in hotels.

Room occupancy in hotels (February 2022 – January 2023³)

	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
Feb'22	51.0%	298.4%	67.1%	515.6%
Mar'22	55.1%	293.6%	68.0%	341.6%
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	73.1%	18.3%	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	52.2%	83.2%	71.0%	94.5%

Room occupancy in hotels by region³



Sources

¹Icelandic 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.

²Icelandic 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.

³Statistics 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.