

# TOURISM IN ICELAND IN FIGURES

## – July 2023

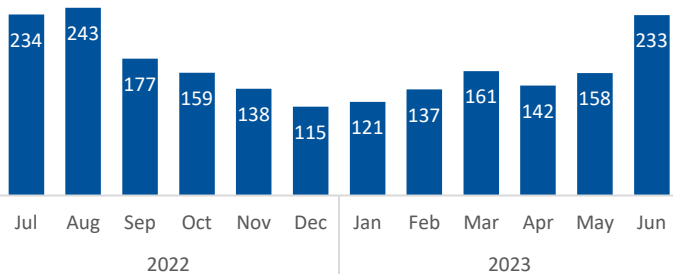
### International visitors through Keflavik airport

#### International departures July 2022 – June 2023<sup>1</sup>

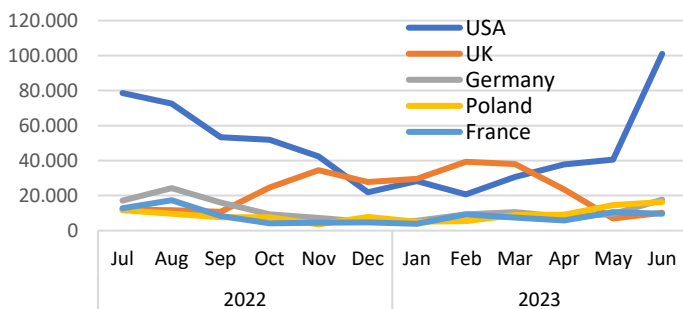
	% of departures	Number	% change for the past 12 months*
<b>Total number</b>		<b>2,018,462</b>	<b>62.2%</b>
<i>Top ten countries (73.7% of total)</i>			
USA	28.7%	579,988	73.5%
UK	13.3%	269,078	68.0%
Germany	6.9%	139,450	26.1%
Poland	5.3%	107,383	38.3%
France	4.9%	98,371	37.7%
Italy	3.6%	72,849	58.3%
Denmark	3.0%	60,273	37.1%
Spain	2.8%	56,686	63.7%
Netherlands	2.7%	54,695	40.5%
Canada	2.4%	48,500	156.2%

\*Comparison of the periods July-June 2021-22/2022-23.

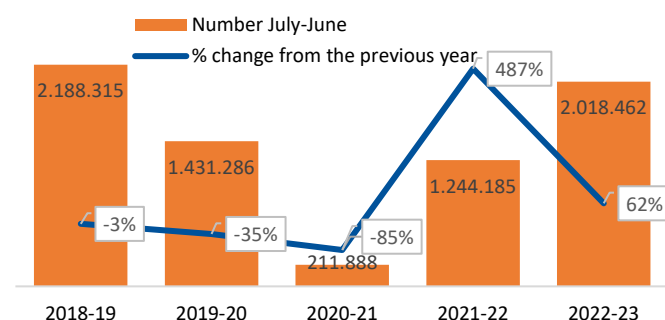
#### Departures ('000) by month<sup>1</sup>



#### 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 July 2022 – June 2023<sup>2</sup>

	% of visitors	Number*
Holiday	93.4%	1,885,244
Visit friends/relatives	2.5%	50,462
Business	2.2%	44,406
Health related, educational etc.	1.3%	26,240
Temporary work	0.1%	2,018
Visit without an overnight stay	0.5%	10,092

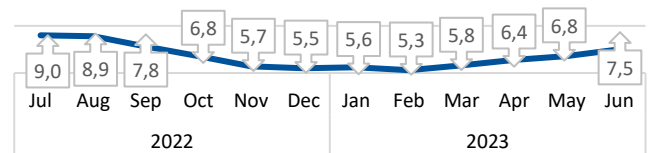
\*Calculation based on visitor statistics at Keflavik airport.

#### Length of stay July 2022 – June 2023<sup>2</sup>

	Number of nights	% change for the past 12 months*
<b>Average length of stay</b>	<b>7,7</b>	<b>-1.4%</b>
USA	6,3	-11.3%
UK	5,1	-3.8%
Germany	9,7	1.0%
Poland	7,3	-1.4%
France	9,6	17.1%
Italy	8,0	-5.9%
Denmark	6,9	-
Spain	8,5	2.3%
Netherlands	8,4	2.4%
Canada	7,1	-9.0%

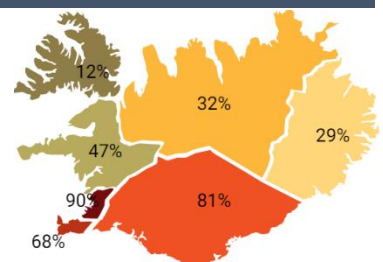
\* Comparison of the periods July-June 2021-22/2022-23.

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

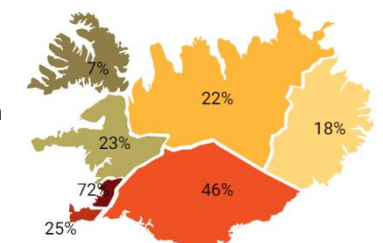


### Regions visited and overnight stays<sup>2</sup>

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



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



## Overnight stays

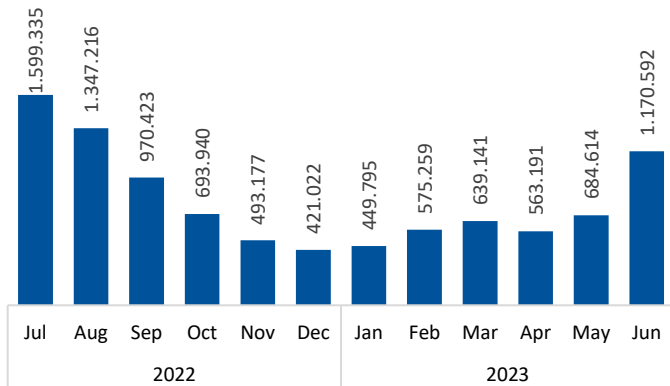
### Overnight stays in registered accommodation (July'22-June'23<sup>3</sup>)

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>9,607,705</b>	<b>36.1%</b>
Hotels	54.3%	5,219,597	34.9%
Guesthouses	13.5%	1,296,757	24.5%
Other accommodation	32.2%	3,091,351	44.0%

\*Comparison of the periods July-June 2021/22 - 2022/23.

\*\*Non-registered overnight stays were 1,751,800.

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



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

### Overnight stays in hotels July 2022 – June 2023<sup>3</sup>

	% of hotel guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>5,219,597</b>	<b>34.9%</b>
USA	25.8%	1,348,437	40.3%
Iceland	18.6%	971,264	3.2%
UK	14.4%	753,784	51.1%
Germany	8.0%	418,445	26.1%
France	3.9%	201,988	26.6%

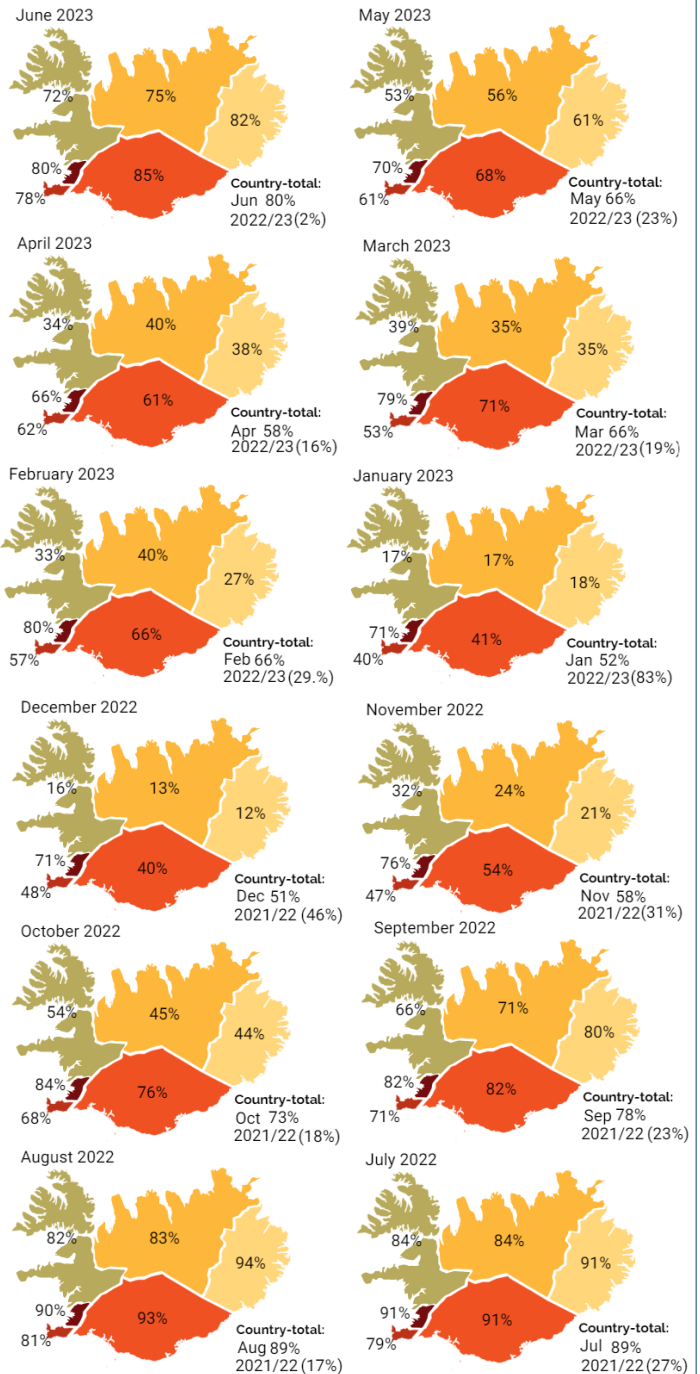
\*Comparison of the periods July-June 2021/22 - 2022/23.

\*\*5 largest nationalities accounted for 70.7% of total guest nights in hotels.

### Room occupancy in hotels (July 2022 – June 2023<sup>3</sup>)

	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
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%
Mar'23	65.6%	19.1%	78.7%	15.7%
Apr'23	58.2%	16.2%	66.1%	12.2%
May'23	65.6%	23.1%	70.2%	12.3%
Jun'23	79.8%	1.7%	80.0%	-2.9%

## 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 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 2022 and 2023.