

TOURISM IN ICELAND IN FIGURES

- Summer 2023

International visitors through Keflavik Airport

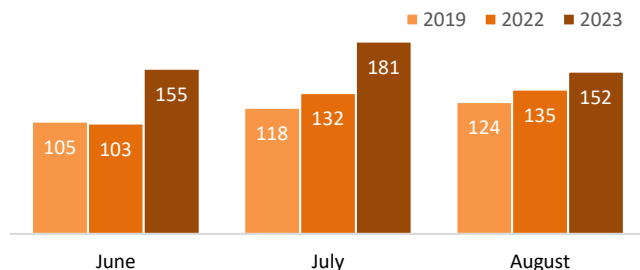
Visitors in summer 2023 (June-August) ¹

	% of departures	Number	% change*from 2021	2019
Total		790,114	21%	17%
<i>Top 10 countries*</i>				
USA	37.9%	299,741	46%	59%
Germany	7.7%	60,470	-4%	6%
Poland	6.6%	52,352	83%	84%
France	5.1%	39,980	-2%	1%
UK	4.4%	35,110	3%	5%
Italy	4.0%	31,932	-5%	47%
Spain	3.5%	27,643	38%	14%
Canada	3.0%	23,892	9%	-17%
Denmark	2.3%	18,168	-28%	3%
Netherlands	2.1%	16,429	-3%	6%

*Top ten countries 76.6%.

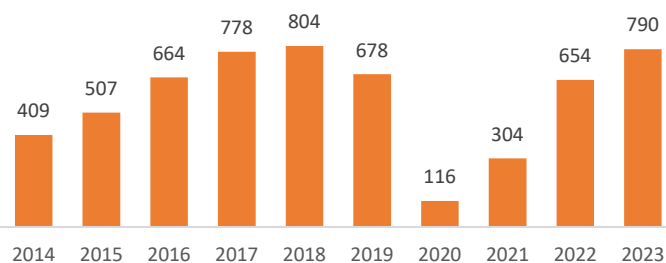
**Comparisons of the period June-August 2023/2022 and 2023/2019.

Visitors by month ('000) ¹

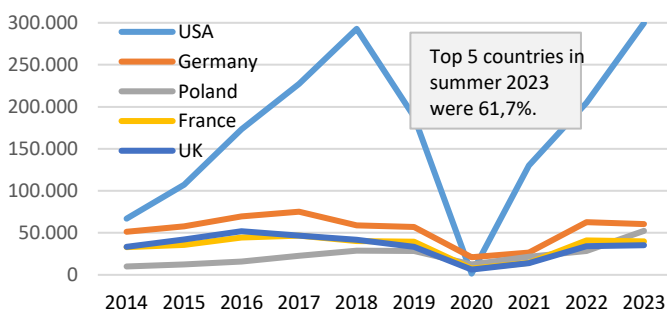


International visitors to Iceland in summer 2013-2022

Number ('000) of foreign visitors in summer ¹



Top five countries summer 2023 – trends last ten years¹



Main purpose of visit and length of stay

Purpose of visit in summer 2023 ²

	Number*	% of visitors
Holiday	749,818	94.9%
Visit friends/relatives	15,021	1.9%
Business related	11,062	1.4%
Health related, education etc.	6,321	0.8%
Visit without an overnight stay	7,901	1.0%

*Calculation based on visitor statistics at Keflavik airport.

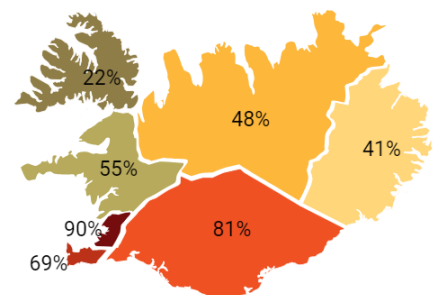
Length of stay in Iceland in summer 2023²

	Number of nights	% change * from 2022	2019
Average length of stay	8,6	-6.0%	2.3%
USA	6,9	-2.8%	16.9%
Germany	10,9	-1.8%	3.8%
Poland	7,6	-33.3%	-8.4%
France	10,9	4.8%	4.8%
UK	6,3	-13.7%	-7.4%
Italy	9,4	-1.1%	8.0%
Spain	9,5	-3.1%	-1.0%
Canada	7,8	4.0%	14.7%
Denmark	7,9	1.3%	6.8%
Netherlands	8,8	-8.3%	-9.3%

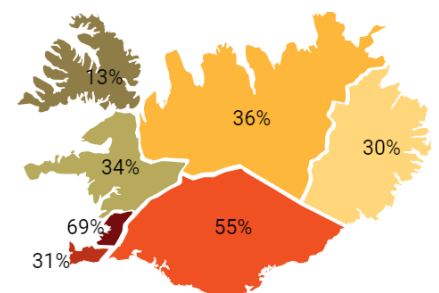
* Comparisons of the period June-August 2023/2022 and 2023/2019.

Visits by region

To what regions did visitors travel in summer 2023²



In which regions did visitors overnight in summer 2023²



Overnight stays in hotels

Overnight stays in hotels June-August 2023*³

	% of guest nights	Number 2023	% change from	
			2022	2019
Total		1,706,957	1%	18%
Domestic	17.2%	292,785	-3%	152%
International	82.8%	1,414,172	2%	6%
-USA	30.5%	520,100	12%	22%
-Germany	8.8%	149,894	-19%	-2%
-UK	5.4%	92,189	-18%	1%
-France	3.7%	63,762	-15%	-2%
-Italy	3.5%	59,869	-11%	33%

Available rooms in hotels and occupancy rates

Available rooms in hotels June-August 2023*³

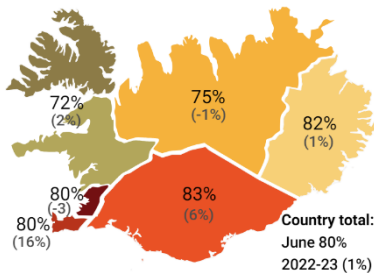
	Iceland-total			Capital region		
	Number 2023	% change from		Number 2023	% change from	
		2022	2019		2022	2019
June	11,727	2%	6%	5,417	-	4%
July	11,684	1%	6%	5,415	-	3%
August	11,701	1%	5%	5,462	1%	2%

Occupancy rates in hotels June-August 2023*³

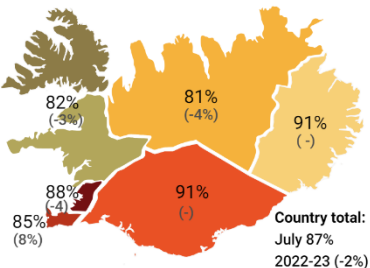
	Iceland-total			Capital region		
	Occupancy 2023	% change from		Occupancy 2023	% change from	
		2022	2019		2022	2019
June	79.5%	1%	11%	80.0%	-3%	3%
July	86.9%	-2%	8%	87.5%	-4%	9%
August	87.4%	-1%	6%	86.0%	-5%	1%

Room occupancy by region June-August 2023**³

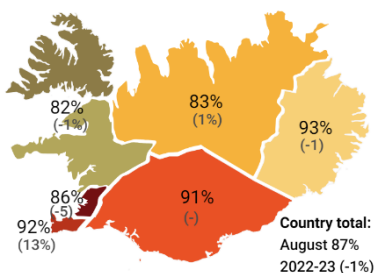
June



July



August



*Comparisons of the period a) June-August 2023/2022, b) 2023/2019.

** Comparisons of the period June-August 2023/2022).

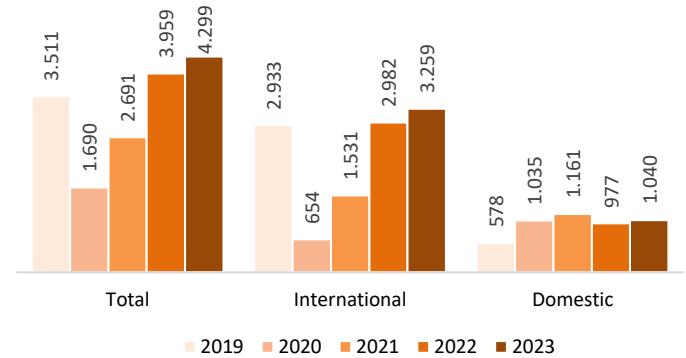
Overnight stays in registered accommodation

Overnight stays in registered accommodation (Jun-Aug) 2023*³

	% of guest nights	Number	% change from	
			2022	2019
Total		4,299,423	9%	23%
Hotels	39.7%	1,706,957	1%	18%
Guesthouses	14.0%	602,535	4%	6%
Other	46.3%	1,989,931	18%	33%

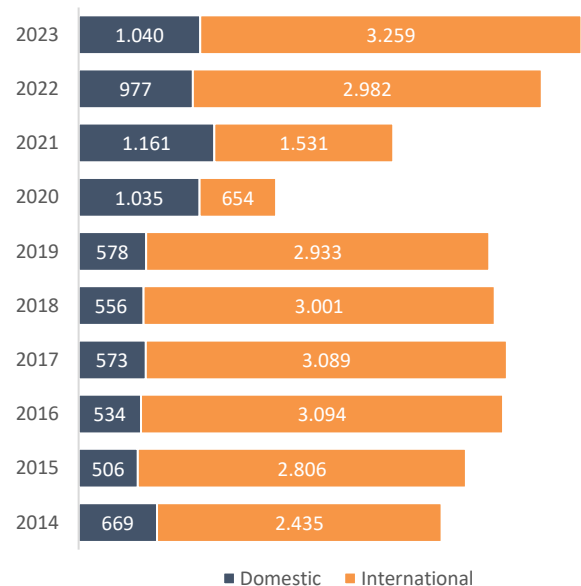
Overnight stays ('000) in registered accommodation

June-August 2019-2023³



Overnight stays over a ten years period

Overnight stays ('000) in registered accommodation; International vs. Domestic 2014-2023³



Sources

¹Icelandic Tourist Board and Isavia: Departure statistics at Keflavik airport 2014-2023. 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. From October 2019, the counting is based on a sampling method.

²The Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board at Keflavik Airport.

³Statistics Iceland: Accommodation statistics 2014-2023. Overnight stays in registered accommodation refer to stays with operators registered in Statistics Iceland's database. Estimated figures for 2023.