

TOURISM IN ICELAND IN FIGURES

- JANUARY 2019



International visitors to Iceland through Keflavik Airport

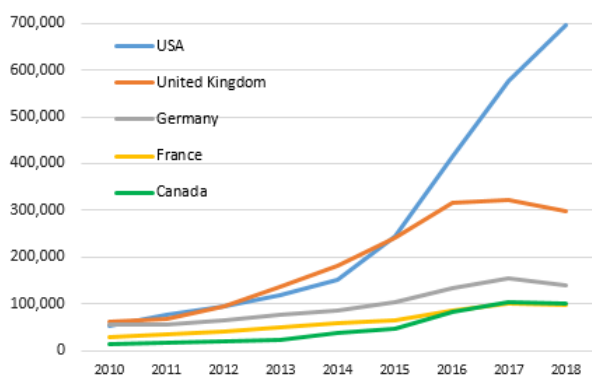
Visitors in 2018¹

	% of visitors	Number	% change from previous year
Total number of visitors		2,315,925	5.5%
<i>Top ten countries*</i>			
USA	30.0%	694,814	20.5%
United Kingdom	12.9%	297,963	-7.6%
Germany	6.0%	139,155	-10.7%
Canada	4.3%	99,715	-3.2%
France	4.2%	97,224	-3.1%
Poland	3.9%	91,463	38.0%
China	3.9%	89,495	4.1%
Spain	2.8%	65,589	13.1%
Denmark	2.2%	51,019	-4.2%
Sweden	2.1%	49,316	-12.3%

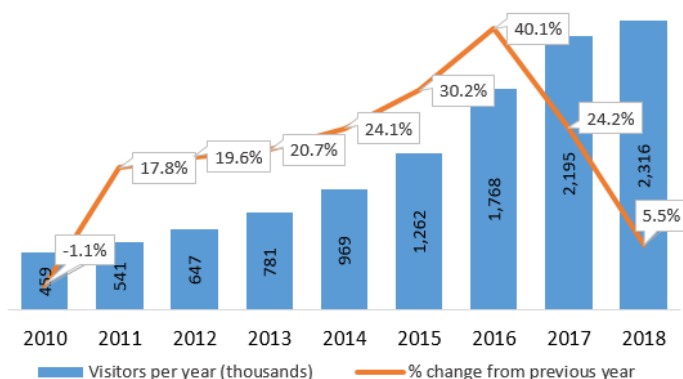
*Top ten countries in total were 72.3%.

International visitors to Iceland 2010 - 2018

Top five countries¹



Changes from 2010¹



Main purpose of visit to Iceland and length of stay

Purpose of visit 2018²

	% of visitors	Number*	% change from previous year**
Holiday	87.2%	2,019,487	2.8%
Visit friends/relatives	2.5%	57,898	-9.1%
Health related, education etc.	5.1%	118,112	-19.3%
Business related	2.8%	64,846	-6.7%
Temporary work	0.9%	20,843	-33.3%
Visit without an overnight stay	1.5%	34,739	-21.7%

*Calculation based on visitor statistics at Keflavik Airport.

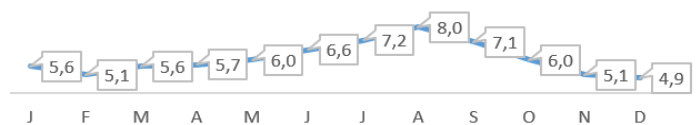
**Comparison of the periods July-December 2017/2018.

Length of visitor's stay in Iceland 2018²

	Number of nights	% change from previous year*
Average length of stay	6.3	-6.9%
USA	5.4	-5.1%
United Kingdom	4.5	-7.8%
Germany	8.5	-3.1%
Canada	5.6	-14.9%
France	8.5	-8.6%
Poland	7.4	-12.0%
China	6.2	5.1%
Spain	8.1	-5.6%
Denmark	6.6	2.9%
Sweden	5.8	5.1%

*Comparison of the periods July - December 2017/2018.

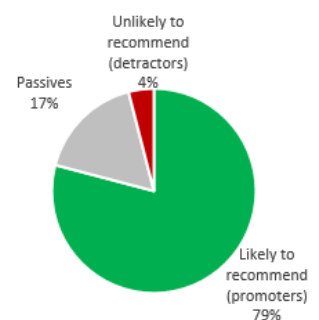
Average length of stay by months (nights)²



Visitors experience 2018

How likely/unlikely are international visitors to recommend Iceland as a travel destination? ²

NPS score = 68
Promoters - Detractors



Overnight stays – December 2017 - November 2018

Number of visits at selected destinations 2018⁵

Overnight stays in all types of registered accommodation in 2018³ February 2018

	% of guest nights	Number	% change from previous year
Total guest nights		9,000,067	7.4%
Hotels	49.6%	4,459,635	4.7%
Guesthouses	14.8%	1,330,739	1.5%
Other accommodation	35.7%	3,209,693	14.4%

*Non-registered overnight stays were estimated to be 2.4 million.

Overnight stays in hotels³

	% of hotel guest nights	Number	% change from previous year
Total guest nights in hotels		4,459,635	4.7%
1. USA	29.3%	1,304,848	16.9%
2. United Kingdom	15.8%	703,668	-7.6%
3. Iceland	10.2%	454,777	11.3%
4. Germany	7.3%	325,401	-20.0%
5. China*	6.0%	267,139	38.6%

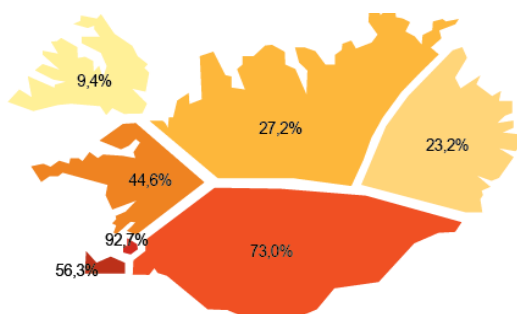
*Five largest nationalities accounted for 68.6% of total guest nights in hotels.

Room occupancy (%) in hotels³

	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
Dec '17	57.9%	-8.8%	76.1%	-10.2%
Jan '18	55.9%	-10.1%	73.7%	-10.8%
Feb '18	73.4%	-5.7%	90.4%	-5.8%
Mar '18	69.8%	-6.2%	85.0%	-8.1%
Apr '18	54.5%	-17.4%	66.3%	-16.8%
May '18	58.4%	-6.1%	64.2%	-9.1%
Jun '18	76.7%	-5.2%	82.6%	-5.6%
Jul '18	83.0%	-7.0%	84.7%	-8.6%
Aug '18	83.7%	-3.5%	86.5%	-3.2%
Sep '18	77.6%	2.2%	82.2%	0.6%
Oct '18	70.8%	0.9%	80.5%	-4.1%
Nov '18	57.6%	-8.1%	77.2%	-4.1%

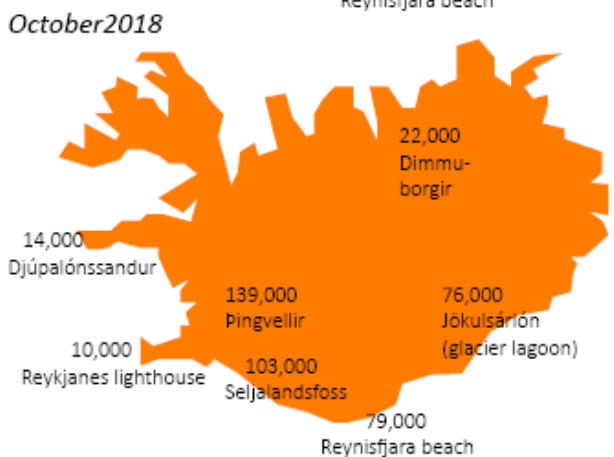
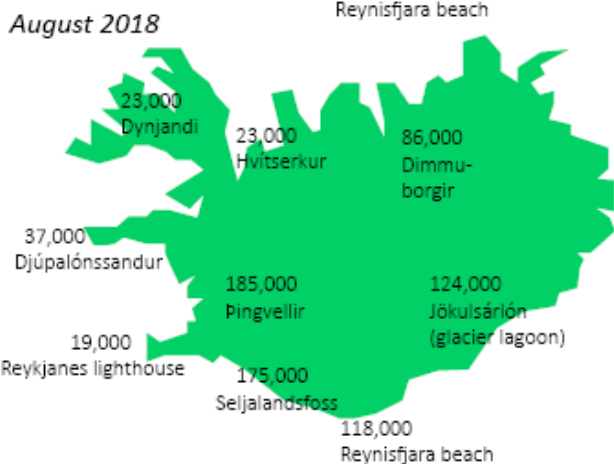
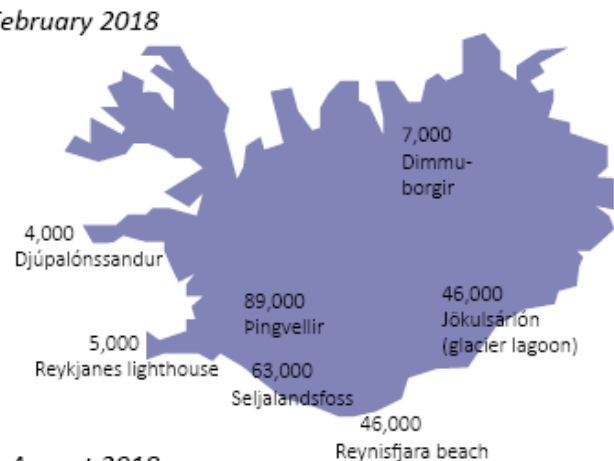
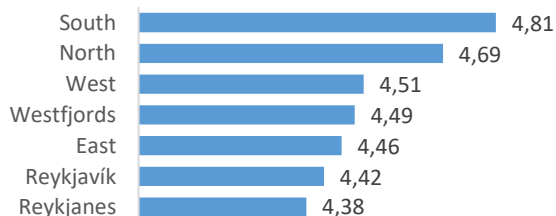
International visitors by region and satisfaction⁴

Which regions were visited 2018⁴



Overall satisfaction by region 2018⁴

Average scores on five-point scale



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.

²Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport. As the border survey didn't start until July 2017 the comparison between years is based on the periods July-December (2017/2018) regarding purpose of visit and average length of stay.

³Statistics Iceland: Accommodation statistics 2017-18. The estimate of the number of non-registered guest nights is based on the border survey conducted by the Icelandic Tourist Board and Statistics Iceland.

⁴Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.

⁵Icelandic Tourist Board: Estimated number of visits at selected destinations in 2018. Researcher: Rögnvaldur Ólafsson.

