

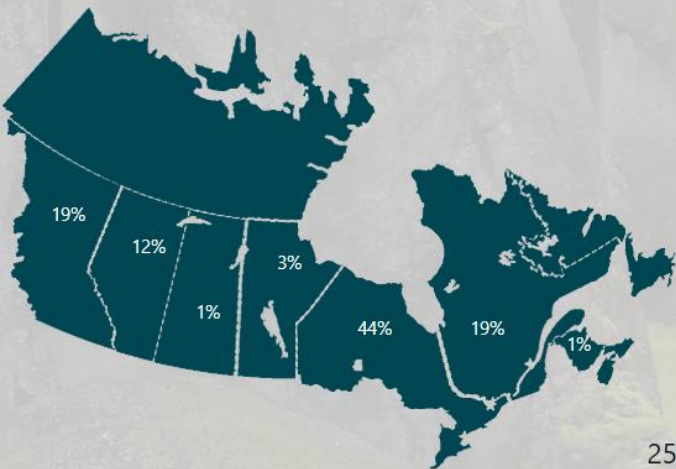


Canadian travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018

There were 99,715 Canadian visitors to Iceland in 2018, or about 4% of all foreign visitors. 38% of visits were during the summer (June-August) and 62% during the winter (January-May/Sept-Dec).

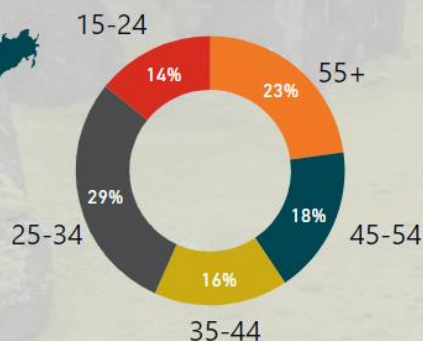
Residence



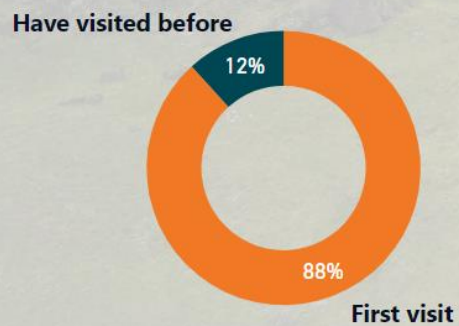
Gender



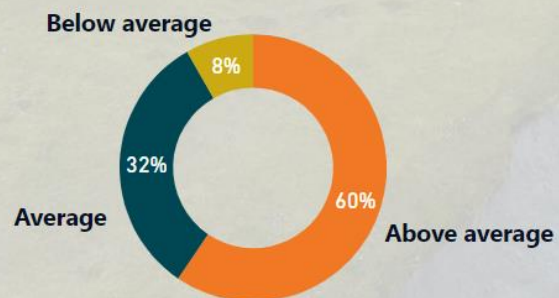
Age



Returning visitors



Household income



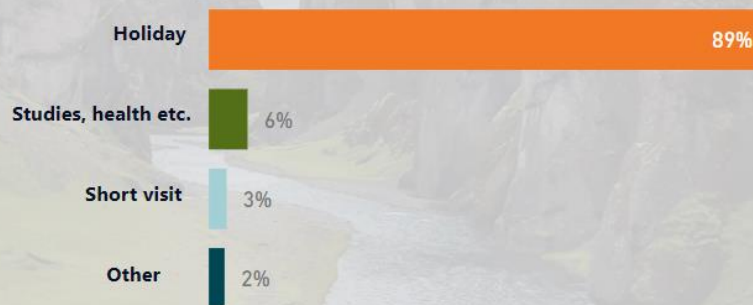
When did you first consider coming to Iceland?



How long before departure was the trip booked?



Reason for trip



The vast majority of Canadian visitors mentioned nature as a reason for travelling to Iceland, or nine out of ten. Three out of four mentioned Iceland being a safe tourist destination and half mentioned an advantageous travel offer.

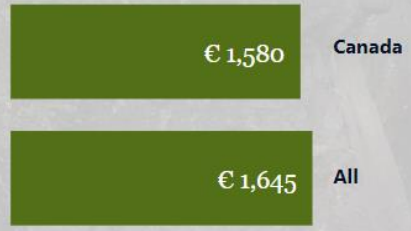
One in ten got the idea for their trip three months or sooner before their arrival and a third booked the trip with less than two months' notice.

Most came from Ontario (44%), British Columbia (19%) and Quebec (19%).

What gave you the idea to come to Iceland	Ratio
The country's nature or a particular natural feature	90%
Wanted to try something new, had not visited before	87%
Safe travel destination	75%
A destination I have always wanted to visit	73%
Nature-related recreation	69%
Interest in the Nordic region	66%
Friends, relatives or colleagues recommended Iceland	62%
Attractive price offer / low airfare	53%
Internet coverage of Iceland	53%
Icelanders / Icelandic culture in general	48%
Stopover opportunity in Iceland	36%
Read about Iceland in a newspaper or magazine	32%
TV/movies showing views of Icelandic lands	29%
Icelandic food / food culture	26%
Icelandic design	24%
Broadcast media coverage of Iceland (television/radio)	13%
Previous visit	12%
Icelandic music	11%
Other - open	10%
Icelandic literature or a book featuring Iceland	10%
Special family event (wedding, birthday etc.)	8%
Friends/relatives in Iceland	8%
From seeing Icelandic-language films	7%
Particular event in Iceland (cultural/sports)	3%
Conference, meeting or business relations	3%
Health/medical treatment in Iceland	0%

The average expenditure of Canadian visitors was €1,580. Their total expenditure was €130 million, or 3.7% of the total expenditure of foreign visitors in 2018.

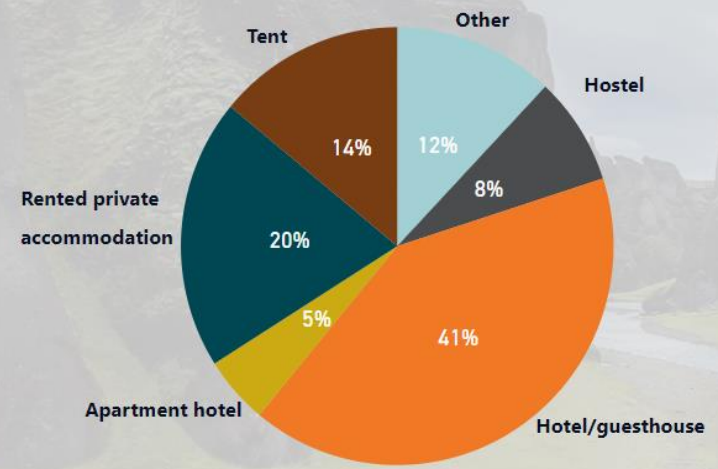
Average expenditure



Total expenditure



Accommodation type



Average length of stay



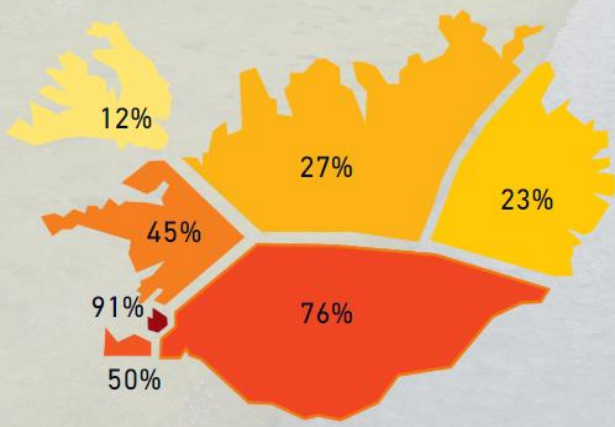
The majority of Canadian visitors stayed in hotels and hostels (41%) and in apartment accommodation (20%). One in ten did not pay for accommodation.

Six out of ten travelled by rental car and about a third went on organised coach tours.

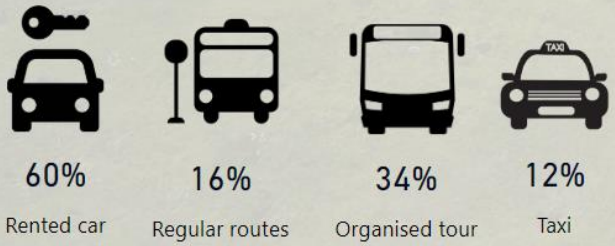
Half of Canadian visitors visited a natural pool and museums and about a third went to a swimming pool.

Nine out of ten visited Reykjavik, three out of four visited the South of Iceland and just under half visited the West of Iceland.

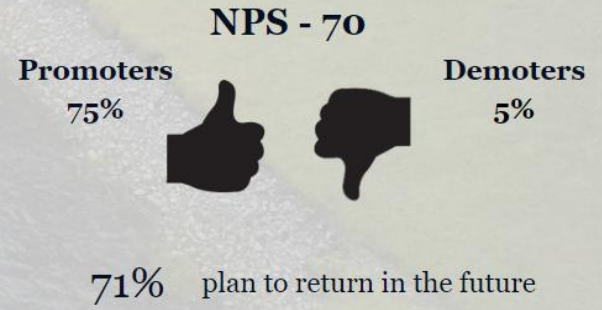
Which region was visited



Means of travel



Recreational activities	Ratio
Nature bath	53%
Museum	52%
Spa/wellness	46%
Swimming	35%
Sightseeing tour by coach (other than northern lights tour)	27%
Other	24%
Birdwatching	20%
Guided hiking/mountain trip	13%
Glacier walking/ice climbing	13%
Seal watching	13%
Cultural event (concert/play/art exhibition)	13%
Caving/ice caving	13%
Meet the locals (organised tour)	12%
Northern lights tour	11%
Boat trip other than whale watching	11%
Whale watching	6%
Horse riding	6%
Local town festival	5%
Diving-/snorkeling tour	3%
Glacier snowmobile- and jeep tours	3%
Sightseeing flight	3%
Cycle-/4-wheel-/segway tour	3%
Fishing/hunting	2%
Music festival	2%
River rafting/kayaking tour	1%
Skiing/snowboarding	1%



References: Icelandic Tourist Board and Isavia, Departures statistics 2018. Icelandic Tourist Board and Statistics Iceland Borderd Survey 2018