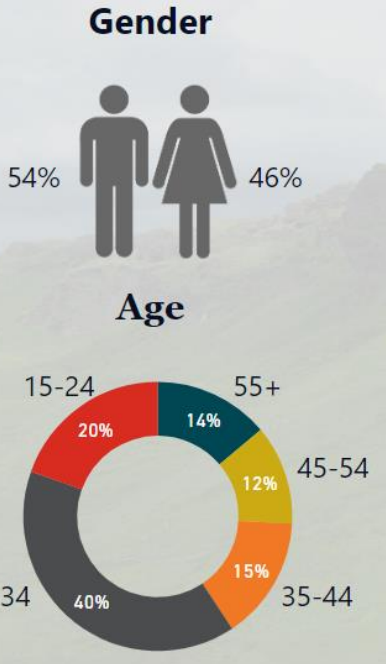
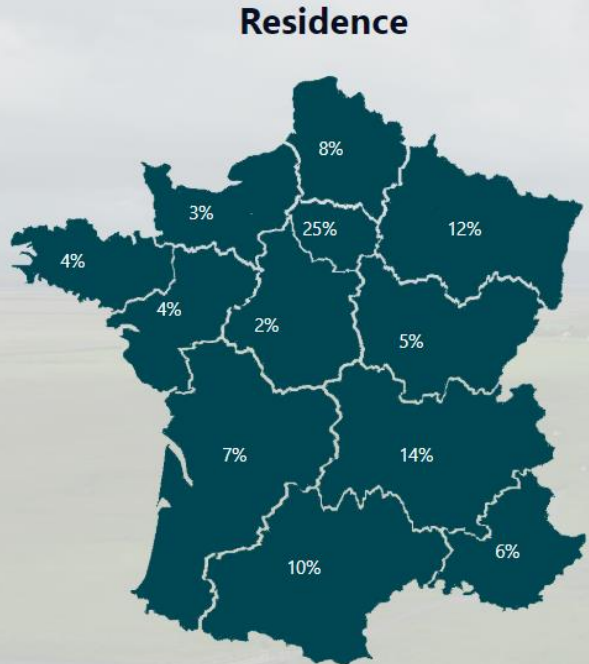




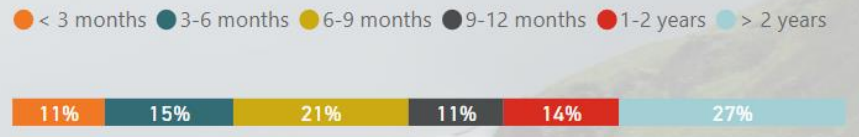
French travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018

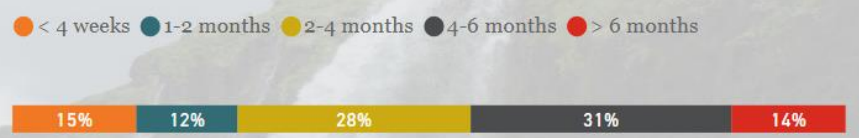
There were 97,200 French visitors to Iceland in 2018, or about 4% of all foreign visitors. 41% of visits were during the summer (June-August) and 59% during the winter (January-May/Sept-Dec).



When did you first consider coming to Iceland



How long before departure was the trip booked



Reason for trip



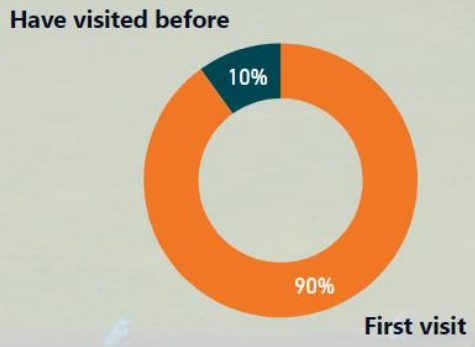
Almost all French visitors mentioned nature as a reason for travelling to Iceland, half of them mentioned friends and relatives and coverage of Iceland online.

What gave you the idea to come to Iceland	Ratio
The country's nature or a particular natural feature	97%
Interest in the Nordic region	84%
A destination I have always wanted to visit	81%
Nature-related recreation	76%
Wanted to try something new, had not visited before	72%
Safe travel destination	55%
Internet coverage of Iceland	51%
Friends, relatives or colleagues recommended Iceland	50%
Icelanders / Icelandic culture in general	49%
TV/movies showing views of Icelandic lands	42%
Read about Iceland in a newspaper or magazine	31%
Attractive price offer / low airfare	29%
Icelandic literature or a book featuring Iceland	18%
Broadcast media coverage of Iceland (television/radio)	17%
Friends/relatives in Iceland	12%
Stopover opportunity in Iceland	11%
Icelandic design	11%
Icelandic food / food culture	10%
From seeing Icelandic-language films	10%
Previous visit	10%
Icelandic music	7%
Other - open	7%
Special family event (wedding, birthday etc.)	4%
Particular event in Iceland (cultural/sports)	3%
Conference, meeting or business relations	2%

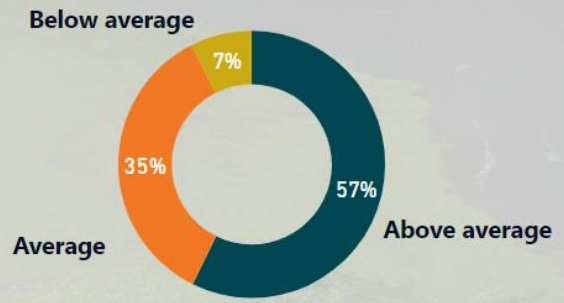
A quarter got the idea for their trip less than six months before their arrival and over half booked the trip with less than four months' notice.

A quarter of French visitors came from Paris, four in ten from Southern France and one in ten from Grand-est.

Returning visitors

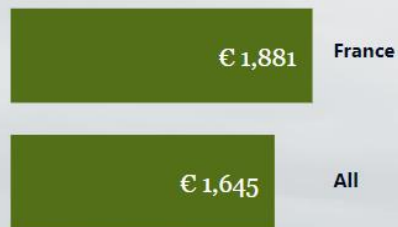


Household income

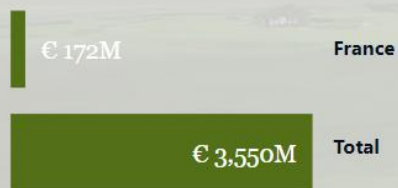


The average expenditure of French visitors was €1,881. Their total expenditure was €172million, or 4.8% of the total expenditure of foreign visitors in 2018.

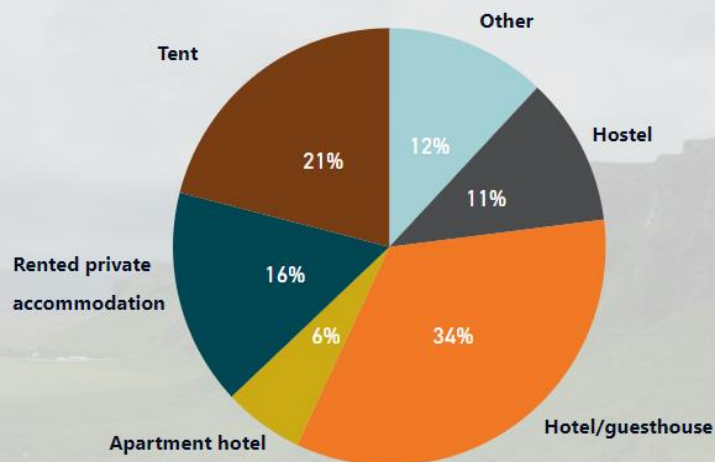
Average expenditure



Total expenditure



Accommodation type

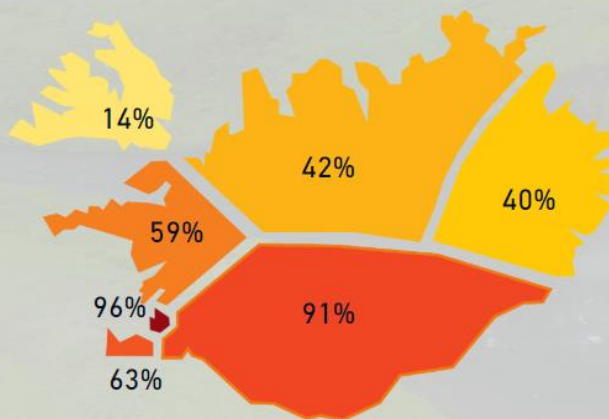


Average length of stay



The majority of French visitors stayed in hotels and hostels (41%) and at campsites (21%). One in ten did not pay for accommodation.

Which region was visited

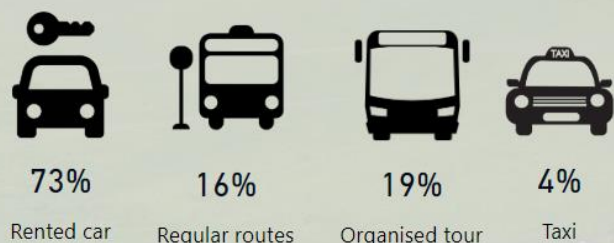


Seven out of ten travelled by rental car and one in five went on an organised coach tour.

Six out of ten visited a spa and one out five went whale watching.

Almost all visited Reykjavik and nine out of ten visited the South of Iceland. Four out of ten visited the East of Iceland.

Means of travel



Recreational activities	Ratio
Spa/wellness	63%
Nature bath	51%
Museum	45%
Seal watching	37%
Guided hiking/mountain trip	30%
Swimming	25%
Birdwatching	23%
Whale watching	22%
Glacier walking/ice climbing	19%
Boat trip other than whale watching	18%
Other	18%
Northern lights tour	14%
Sightseeing tour by coach (other than northern lights tour)	14%
Cultural event (concert/play/art exhibition)	9%
Caving/ice caving	7%
Local town festival	6%
Horse riding	5%
Diving-/snorkeling tour	5%
Meet the locals (organised tour)	4%
Glacier snowmobile- and jeep tours	4%
Sightseeing flight	2%
Fishing/hunting	2%
Cycle-/4-wheel-/segway tour	1%
Music festival	1%
River rafting/kayaking tour	1%
Skiing/snowboarding	1%

NPS - 74

Promoters 77%



Demoters 3%



61% plan to return in the future

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