

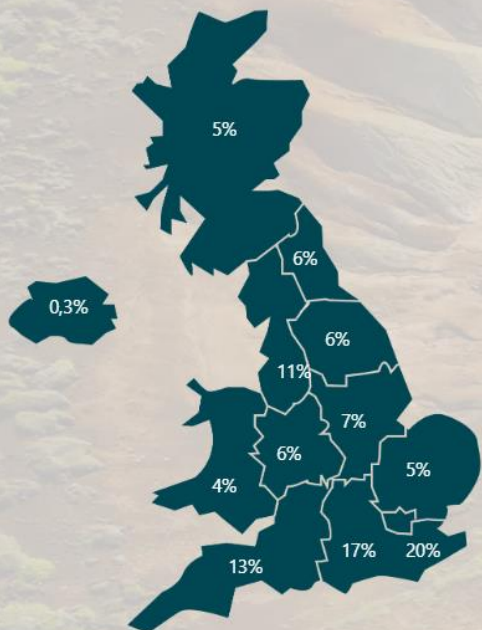


British travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018

There were 298,000 UK visitors to Iceland in 2018, or about 13% of all foreign visitors. 14% of visits were during the summer (June-August) and 86% during the winter (January-May/Sept-Dec).

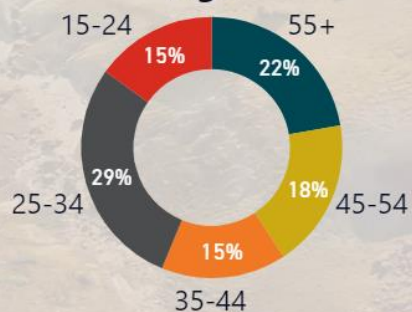
Residence



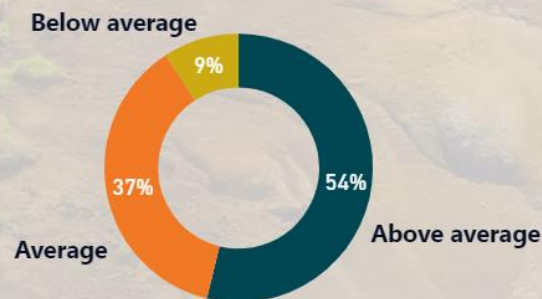
Gender



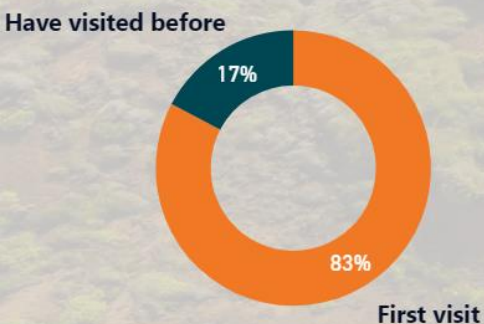
Age



Household income



Returning visitors



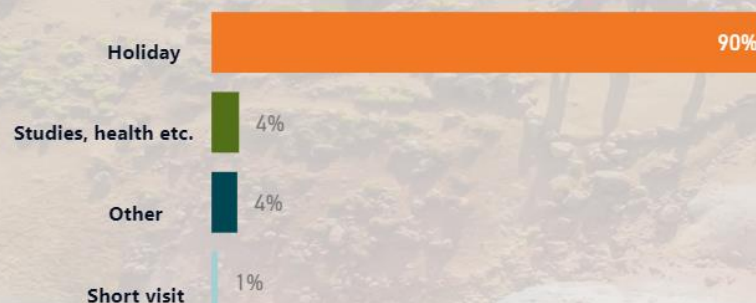
When did you first consider coming to Iceland



How long before departure was the trip booked



Reason for trip



The vast majority of UK visitors, or nine out of ten, mentioned nature as a reason for travelling to Iceland, two out of three mentioned their interest in the Arctic region, and about half mentioned friends and relatives.

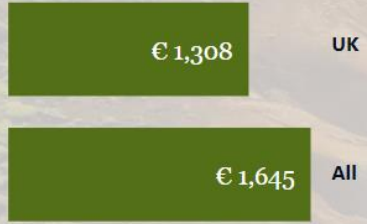
About a quarter got the idea for their trip over two years ago and about a third booked the trip with less than two months' notice.

One in five was from London, 4% from Wales and 6% from Yorkshire.

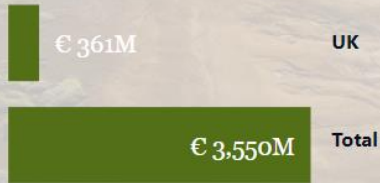
What gave you the idea to come to Iceland	Ratio
The country's nature or a particular natural feature	91%
A destination I have always wanted to visit	86%
Wanted to try something new, had not visited before	78%
Interest in the Nordic region	66%
Nature-related recreation	64%
Safe travel destination	60%
Friends, relatives or colleagues recommended Iceland	55%
Icelanders / Icelandic culture in general	52%
Internet coverage of Iceland	40%
TV/movies showing views of Icelandic lands	35%
Read about Iceland in a newspaper or magazine	34%
Icelandic food / food culture	30%
Attractive price offer / low airfare	25%
Broadcast media coverage of Iceland (television/radio)	23%
Icelandic design	21%
Previous visit	16%
Special family event (wedding, birthday etc.)	15%
Icelandic literature or a book featuring Iceland	12%
Other - open	11%
Particular event in Iceland (cultural/sports)	8%
Stopover opportunity in Iceland	8%
Friends/relatives in Iceland	7%
Icelandic music	7%
From seeing Icelandic-language films	6%
Conference, meeting or business relations	3%
Health/medical treatment in Iceland	1%

UK visitors spent an average of €1,308 on the trip to Iceland in 2018, which is somewhat below the average expenditure of foreign visitors. The total expenditure of UK visitors was €361 million, or 10% of the total expenditure of foreign visitors in 2018.

Average expenditure

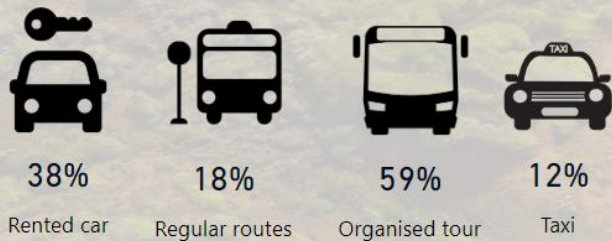


Total expenditure

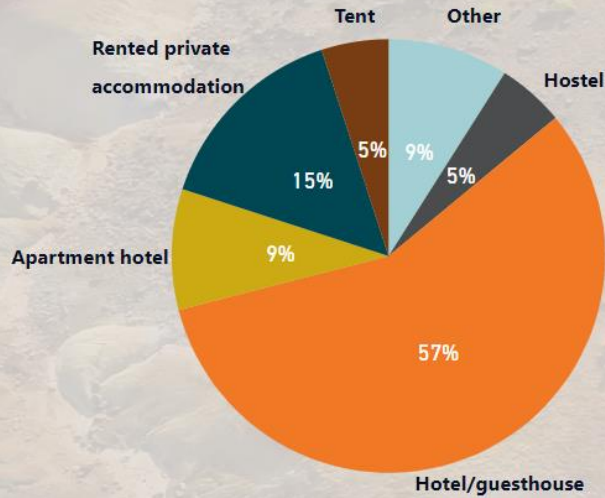


36% of British visitors came on package tours. 64% were travelling independently.

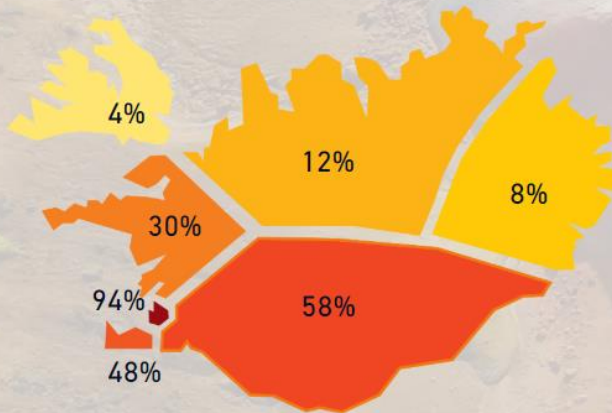
Means of travel



Accommodation type



Which region was visited



Average length of stay



The majority of UK visitors stayed in hotels and hostels (57%) and in apartment accommodation (15%). One in twenty did not pay for accommodation.

Four out of ten travelled by rental car and about two thirds went on an organised coach tour.

Half of UK visitors visited a natural pool and four out of ten went to a swimming pool and museums.

Almost all UK visitors visited Reykjavik, two out of three visited the South of Iceland and about a third visited the West of Iceland.

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

Recreational activities	Ratio
Sightseeing tour by coach (other than northern lights tour)	52%
Nature bath	49%
Spa/wellness	47%
Museum	43%
Northern lights tour	42%
Swimming	41%
Whale watching	18%
Glacier walking/ice climbing	15%
Other	14%
Guided hiking/mountain trip	12%
Meet the locals (organised tour)	11%
Cultural event (concert/play/art exhibition)	11%
Caving/ice caving	11%
Birdwatching	9%
Boat trip other than whale watching	8%
Glacier snowmobile- and jeep tours	8%
Seal watching	6%
Horse riding	6%
Local town festival	4%
Sightseeing flight	4%
Diving-/snorkeling tour	3%
Cycle-/4-wheel-/segway tour	2%
River rafting/kayaking tour	1%
Music festival	1%
Fishing/hunting	1%
Skiing/snowboarding	1%

NPS - 71

Promoters

76%



Demoters

5%



76% plan to return in the future