

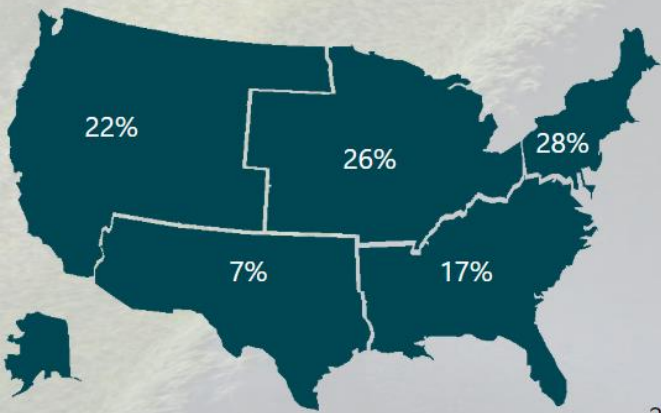


U.S. travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018

There were 695,000 U.S. visitors to Iceland in 2018, or about 30% of all foreign visitors. 42% of visits were during the summer (June-August) and 58% during the winter (January-May/Sept-Dec).

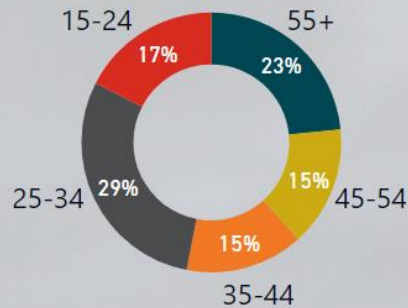
Residence



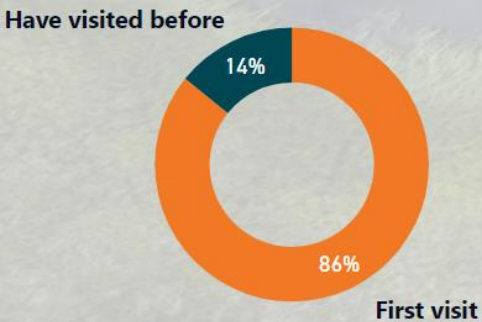
Gender



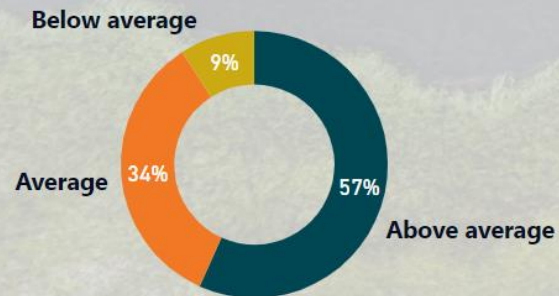
Age



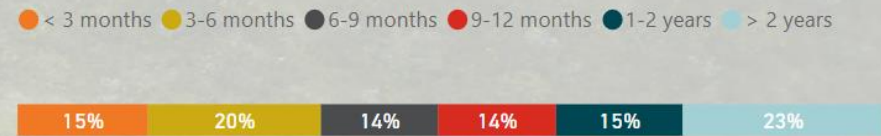
Returning visitors



Household income



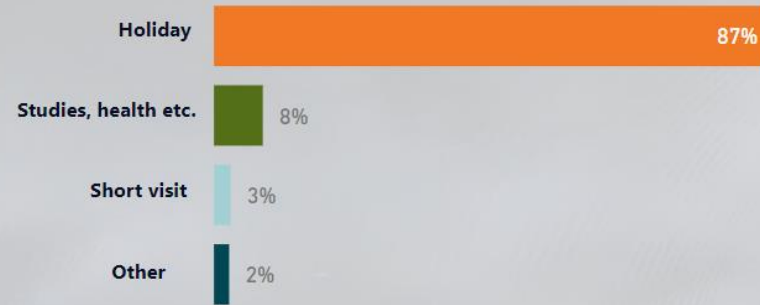
When did you first consider coming to Iceland



How long before departures was the trip booked



Reason for trip



Nine out of ten mentioned nature as an incentive for their trip, two out of three mentioned an advantageous travel offer and a third mentioned the possibility of a stop-over.

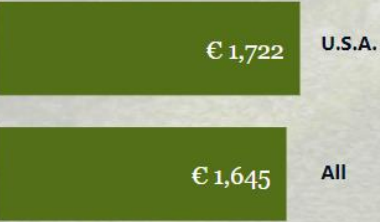
Just over a third got the idea for their trip to Iceland trip less than 6 months before their arrival and a similar number booked the trip with less than two months' notice.

Most U.S. visitors came from California (9%) and New York State (9%).

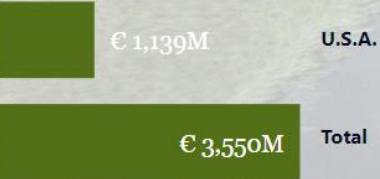
What gave you the idea to come to Iceland	Ratio
The country's nature or a particular natural feature	90%
Wanted to try something new, had not visited before	85%
Nature-related recreation	75%
A destination I have always wanted to visit	73%
Safe travel destination	72%
Interest in the Nordic region	68%
Attractive price offer / low airfare	61%
Friends, relatives or colleagues recommended Iceland	61%
Icelanders / Icelandic culture in general	55%
Internet coverage of Iceland	46%
Stopover opportunity in Iceland	33%
Icelandic food / food culture	33%
Read about Iceland in a newspaper or magazine	29%
TV/movies showing views of Icelandic lands	26%
Icelandic design	24%
Icelandic literature or a book featuring Iceland	13%
Icelandic music	13%
Previous visit	13%
Broadcast media coverage of Iceland (television/radio)	13%
Other - open	11%
Friends/relatives in Iceland	7%
Special family event (wedding, birthday etc.)	7%
Particular event in Iceland (cultural/sports)	6%
From seeing Icelandic-language films	5%
Conference, meeting or business relations	2%
Health/medical treatment in Iceland	2%

The average expenditure of U.S. visitors was €1,722. Their total expenditure was €1,139 million, or 32% of the total expenditure of foreign visitors in 2018.

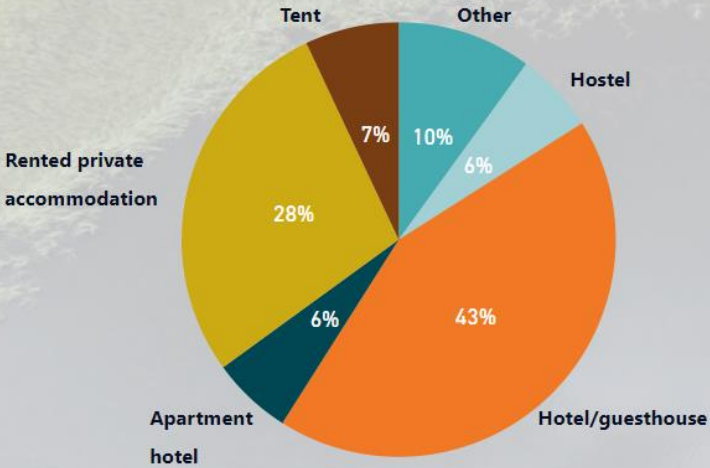
Average expenditure



Total expenditure



Accommodation type



Average length of stay



Most U.S. visitors stayed in hotels and hostels (43%) and in apartment accommodation (28%).

Six out of ten travelled around the country by rental car and about a third went on organised bus trips.

Just over half went to a natural pool and almost as many visited a spa.

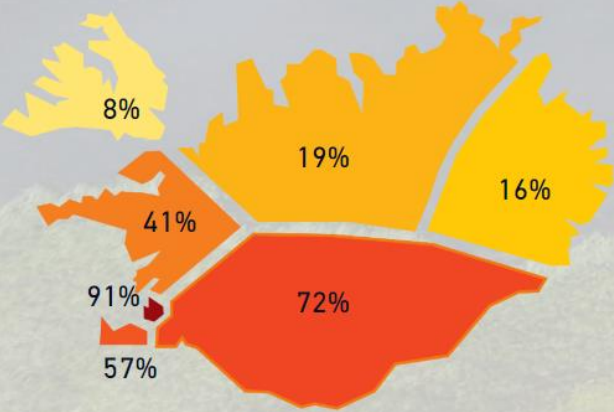
Nine out of ten visited Reykjavik. Outside Reykjavik, South of Iceland was the most frequent destination (72%).

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

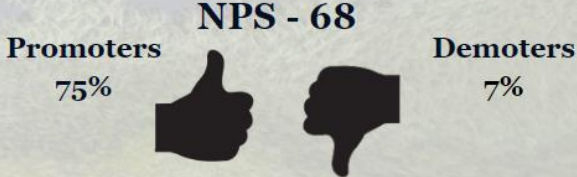
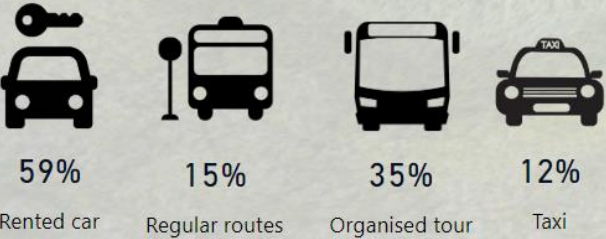
Recreational activities	Ratio
Nature bath	54%
Spa/wellness	49%
Museum	49%
Swimming	41%
Sightseeing tour by coach (other than northern lights tour)	30%
Glacier walking/ice climbing	23%
Other	19%
Guided hiking/mountain trip	18%
Northern lights tour	17%
Birdwatching	17%
Caving/ice caving	16%
Meet the locals (organised tour)	13%
Seal watching	13%
Cultural event (concert/play/art exhibition)	13%
Boat trip other than whale watching	12%
Whale watching	12%
Horse riding	9%
Diving-/snorkeling tour	7%
Local town festival	7%
Glacier snowmobile- and jeep tours	7%
Cycle-/4-wheel-/segway tour	3%
Music festival	2%
Sightseeing flight	2%
River rafting/kayaking tour	2%
Fishing/hunting	2%
Golf	1%
Skiing/snowboarding	1%

18% of U.S. visitors came on package tours. 82% were travelling independently.

Which region was visited



Means of travel



78% plan to return in the future