



TOURISM IN ICELAND IN FIGURES

- March 2024

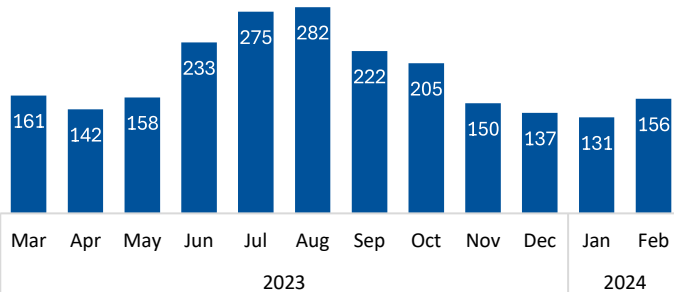
International visitors through Keflavik airport

International departures March 2023 – February 2024¹

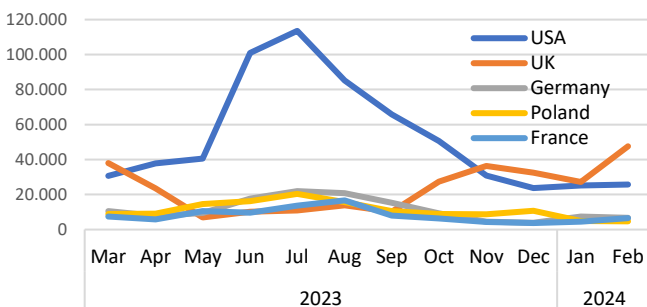
	% of departures	Number	% change for the past 12 months*
Total number		2,225,721	24,4%
<i>Top ten countries (71.7% of total)</i>			
USA	28.0%	630,947	30.8%
UK	12.6%	284,921	12.2%
Germany	6.0%	135,615	-1.9%
Poland	5.9%	133,451	53.3%
France	4.3%	97,245	2.4%
Italy	3.5%	79,550	20.6%
Spain	3.0%	68,033	29.1%
China	2.8%	63,692	118.3%
Netherlands	2.7%	61,394	20.1%
Canada	2.7%	60,549	32.7%

*Comparison of the periods March-February 2022-23/2023-24.

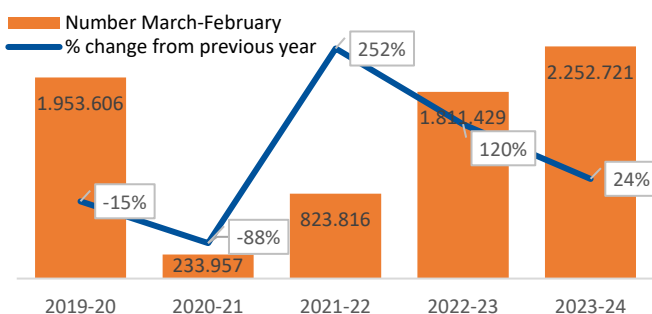
Departures ('000) by month¹



Departures by month – Top five* countries¹



International departures 2019-2024¹



Main purpose of visit to Iceland and length of stay

Purpose of visit March 2023 – February 2024²

	% of visitors	Number*
Holiday	92.9%	2,067,695
Visit friends/relatives	2.2%	48,966
Business	2.4%	53,417
Health related, educational etc.	1.4%	31,160
Other	1.1%	24,483

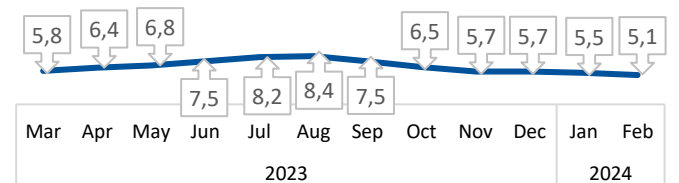
*Calculation based on visitor statistics at Keflavik airport.

Length of stay March 2023 – February 2024²

	Number of nights	% change for the past 12 months*
Average length of stay	6,9	-4.2%
USA	6,4	-1.5%
UK	4,8	-9.4%
Germany	9,6	0%
Poland	6,6	-17.5%
France	9,4	6.8%
Italy	7,9	-1.3%
Spain	8,4	-1.2%
China	7,0	-2.8%
Netherlands	7,8	-10.6%
Canada	6,0	22.5%

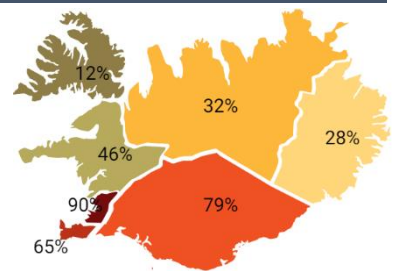
* Comparison of the periods March-February 2022-23/2023-24.

Average length of stay by month (nights)²

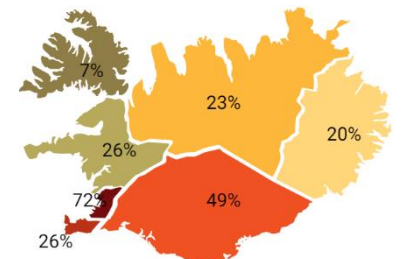


Regions visited and overnight stays

Which region did foreign guests visit March'23 – Feb.'24²



In which region did foreign guests stay overnight March'23 – Feb.'24²



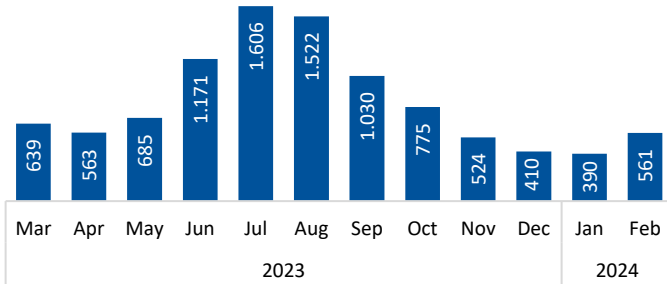
Overnight stays

Overnight stays in registered accommodation (March'23-Feb'24)³

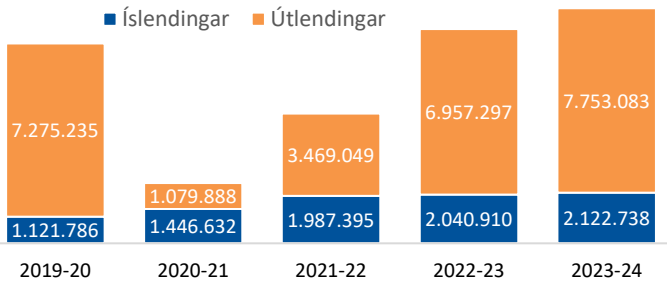
	% of guest nights	Number	% change from the last 12 months ⁴
Total guest nights*		9,875,821	9.8%
Hotel	52.9%	5,229,092	5.6%
Guesthouses	13.2%	1,303,181	8.0%
Other accommodation	33.9%	3,343,548	17.7%

* Non-registered overnight stays were 1,893,400 (March'23-February'24).

Overnight stays (´000) in registered accommodation by month³



Overnight stays in registered accommodation (March-Feb)⁵



Hotel guest nights

Overnight stays in hotels March 2023 – February 2024³

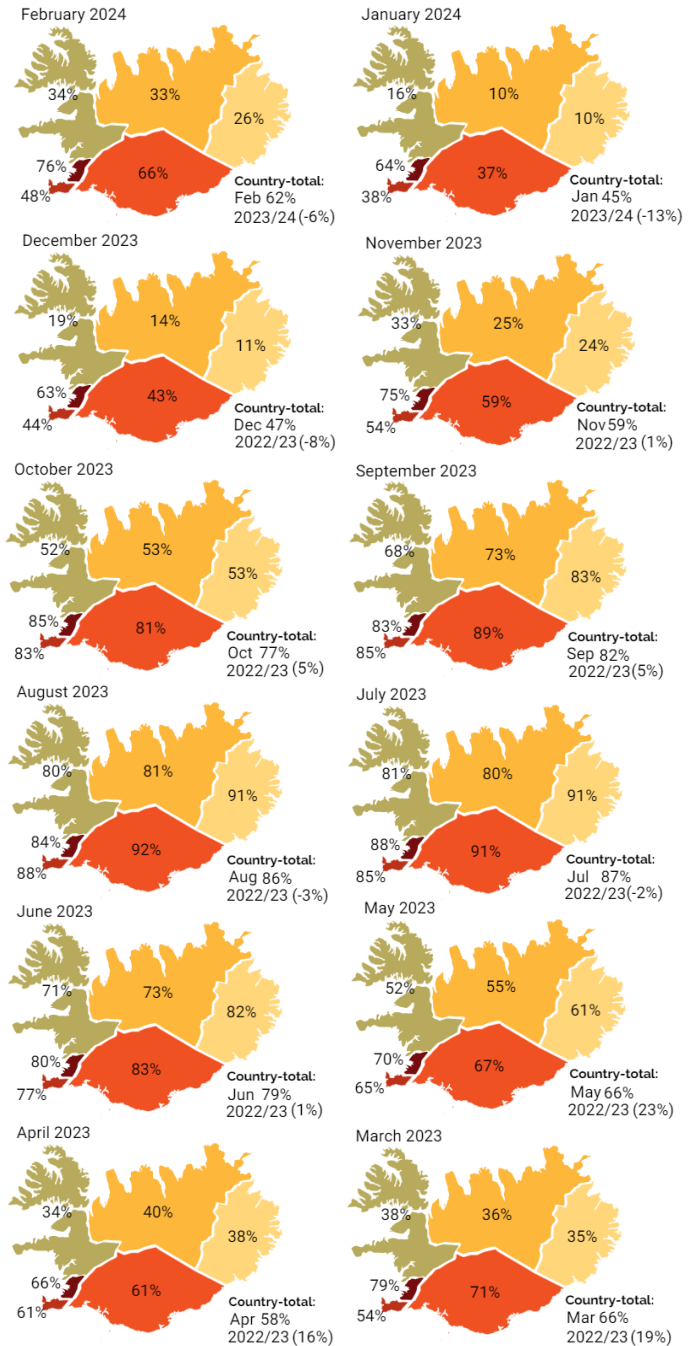
	% of hotel-guest nights	Number	% change from the past 12 months ⁴
Total hotel nights		5,229,092	5.6%
USA	26.9%	1,406,332	14.5%
Iceland	17.9%	935,014	-2.6%
UK	13.2%	690,453	-5.6%
Germany	7.3%	381,867	-8.1%
France	3.6%	187,155	-5.6%

*5 largest nationalities accounted for 68.9% of total guest nights in hotels.

Room occupancy in hotels March 2023 – February 2024³

	Total		Capital region	
	Room occupancy	12 month % change ⁴	Room occupancy	12 month % change ⁴
Mar'23	65.6%	19.1%	78.7%	15.7%
Apr'23	58.1%	16.0%	66.1%	12.2%
May'23	65.7%	23.3%	70.2%	12.3%
Jun'23	79.0%	0.6%	80.0%	-2.9%
Jul'23	86.7%	-2.0%	87.5%	-3.5%
Aug'23	85.8%	-3.2%	84.3%	-6.6%
Sep'23	82.0%	4.7%	83.0%	1.5%
Oct'23	76.6%	4.9%	84.7%	0.5%
Nov'23	59.2%	1.4%	74.5%	-2.4%
Dec'23	46.8%	-7.9%	62.9%	-11.2%
Jan'24	45.2%	-13.4%	63.6%	-10.4%
Feb'24	62.2%	-5.6%	75.8%	-5.1%

Room occupancy in hotels by region³



Foreign tourist spending

Average spending of tourists per person/ per night excluding international flight/ferry expenses⁶

43,878 ISK in 2023

Average spending per guest night = (Total revenue from foreign tourists) ÷ (Number of international guest nights, registered and non-registered)

424,539,1 (Million ISK) ÷ 9.675.352

Sources

¹ Icelandic 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. Until September 2019 the counting covered all passengers going through the security check. From October 2019, the counting is based on a sampling method.

² Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport 2022-2024.

³ Statistics Iceland: Accommodation statistics 2019-2024. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2023 and 2024.

⁴ Comparison of the period March-February 2022/23 - 2023/24.

⁵ Comparison of the period March-February 2019-2024.

⁶ Statistics Iceland. External trade, estimated figures.