

TOURISM IN ICELAND IN FIGURES

MARCH 2011



ICELANDIC
TOURIST BOARD

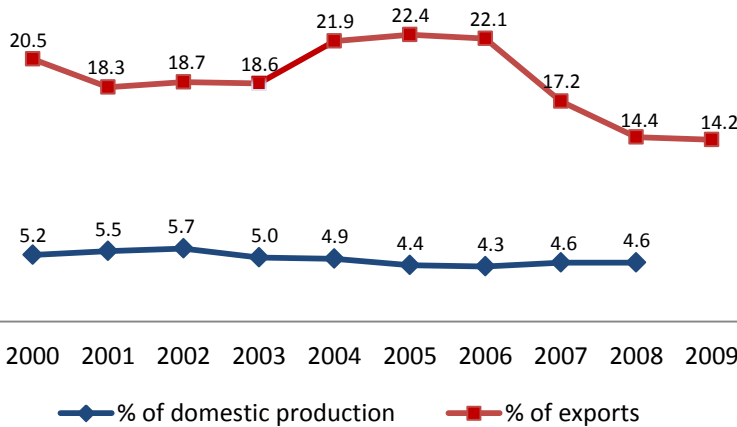
Tourism in Iceland in Figures

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TOURISM IN ICELAND

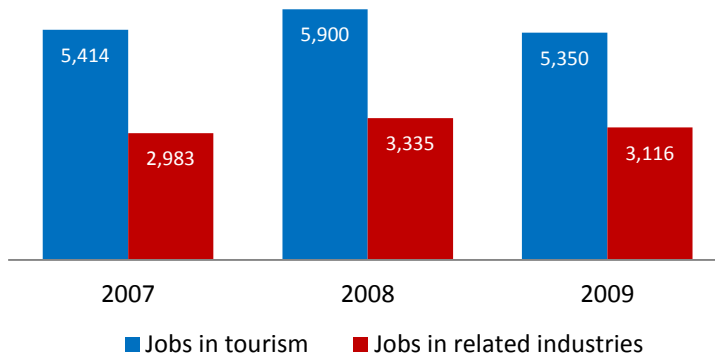
The share of tourism in Iceland's GDP and share in total export revenue



The share of tourism in Iceland's GDP between 2000 and 2008 was, on average, 4.9%. It was highest in 2002 (5.7%) and lowest in 2006 (4.3%).

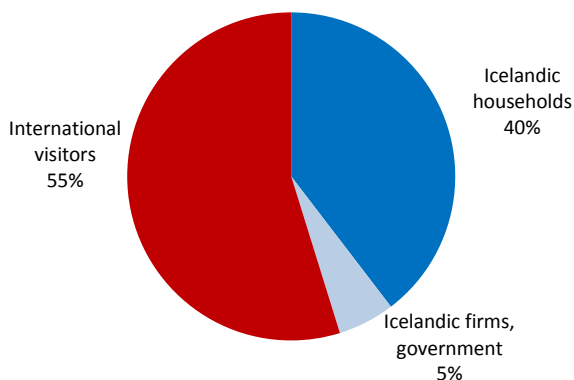
In the years between 2000 and 2009 the share of tourism in Iceland's total export revenue was, on average, 18.8%. The share was highest in 2005, or 22.4% and lowest in 2010, or 14.2%.

Employment in tourism



The number of jobs in tourism was 8,500 in 2009, which is a similar number as in 2007. There were 5,350 jobs in characteristic tourism industries in 2009, such as accommodation and catering services, passenger transport services and travel agency occupations. 3,200 jobs were in related industries, such as retail sales, entertainment, shops, culture, recreational activities and services in connection with passenger transport. Jobs in tourism were 5.1% of the total number of jobs in Iceland in 2009.

Internal tourism consumption 2008

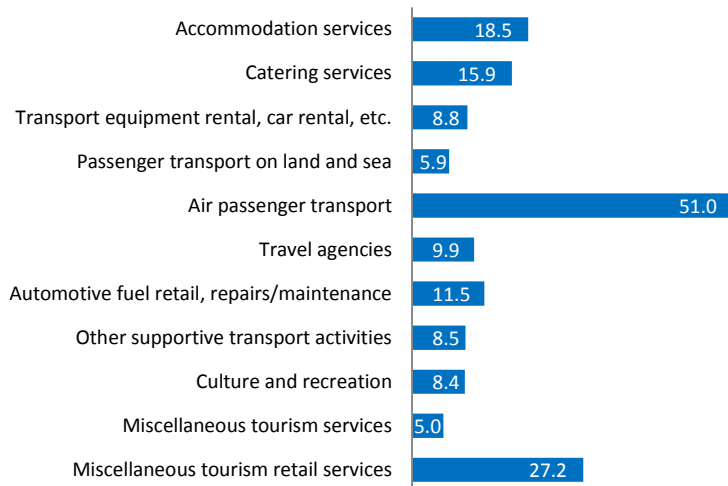


Total domestic tourist consumption in 2008 was over ISK 171bn. International travellers spent ISK 93.5bn, or 54.8% of domestic tourism consumption. Icelanders spent approx. ISK 77bn, or over 45% of tourism consumption. Thereof, the expenditures paid by companies and public bodies amounted to ISK 9.5bn, or 6% of the total tourism consumption.

If the revenues from passenger fares earned by the Icelandic air carriers from their overseas operations are added, the foreign currency earnings amount to over ISK 132bn.

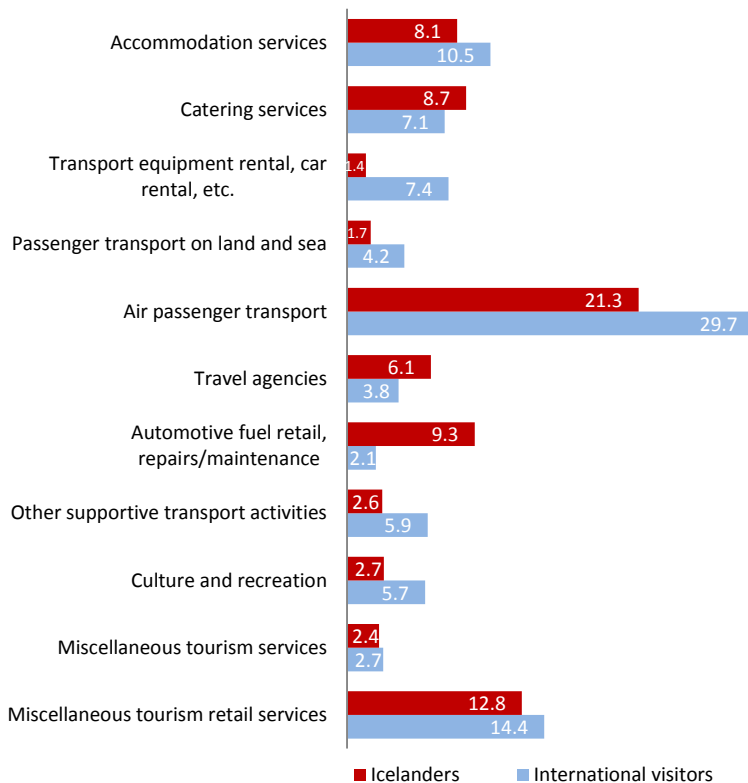
TOURISM CONSUMPTION BY PRODUCT CATEGORY

Total tourism consumption by product category - ISK bn



ISK 51bn of the total tourism consumption in Iceland in 2008 is from passenger transport by air, ISK 34.4bn from accommodation or catering services, ISK 20.3bn from the lease of transport vehicles, car rental and retail sale of petrol, repairs and maintenance of cars. Other forms of transport account for ISK 14.4bn. Services provided by travel agencies accounted for ISK 9.9bn of the total tourism consumption, culture and entertainment for ISK 8.4bn, various purchases relating to travel services for ISK 27.2bn and other services to tourists for ISK 5bn.

Consumption of foreign and Icelandic tourists by product categories 2008 - ISK bn

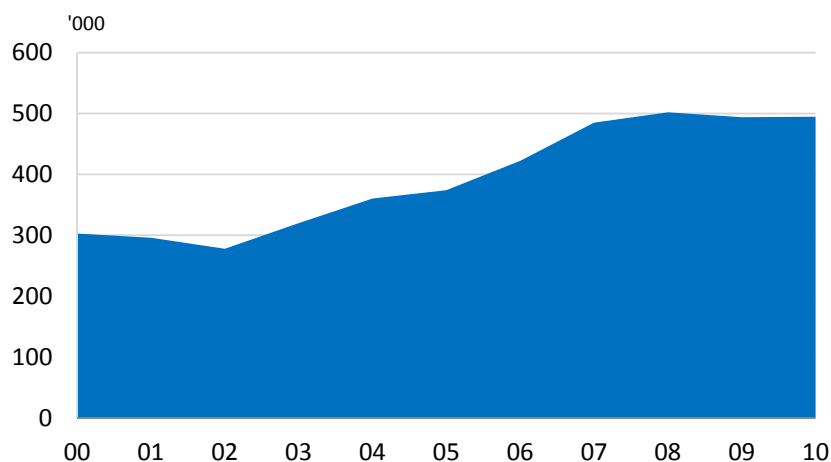


Consumption of passenger transport by air has the largest share in the spending of foreign and Icelandic tourists, or ISK 29.7bn for foreign visitors and ISK 21.3bn for Icelandic travellers. Other items relating to passenger transport are also a large proportion of spending and account for around ISK 19.6bn of expenditures from foreigners and ISK 15bn of expenditures from Icelanders.

Consumption of accommodation and catering services is similar in both groups, or approximately ISK 17bn. Consumption of various purchases related to tourist services amounts to ISK 14.4bn for foreign visitors and ISK 12.8bn for Icelandic travellers. Other consumption, such as for culture and entertainment, travel agencies and other services, amounts to ISK 12.1bn for international visitors and ISK 11.2bn for Icelandic travellers.

INTERNATIONAL VISITORS TO ICELAND

Visitors to Iceland 2000-2010

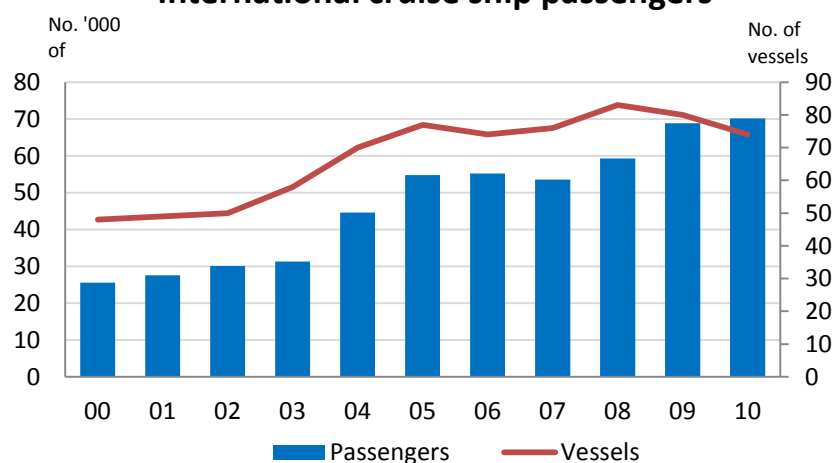


The annual increase of visitors to Iceland has been 5.3% on average over the past ten years.

In 2010, there were approx. 495,000 visitors to Iceland, an increase of 200,000 from 2000.

Source: Icelandic Tourist Board, Austfar, Isavia.

International cruise ship passengers



Approximately 95% of the cruise ships that visit Iceland berth in Reykjavík. In 2010, 74 cruise ships, with approximately 70,000 guests, berthed in Reykjavík.

Source: Associated Icelandic Ports (Faxaflóahafnir).

International visitors by point of entry

	2009	2010	Increase/decrease	
			Number	(%)
Keflavík	464,536	459,252	-5,284	-1.1
Seyðisfjörður	13,866	15,336	1,470	10.6
Other airports	15,539	20,181	4,642	29.9
Total	493,941	494,769	828	0.2

The vast majority of foreign visitors come to Iceland by air to Keflavík Airport.

Source: Icelandic Tourist Board, Austfar, Isavia

INTERNATIONAL VISITORS THROUGH KEFLAVÍK AIRPORT AND SEYÐISFJÖRÐUR

Visitors through Keflavík airport 2008-2010

by nationality

	Number of visitors			Increase/decrease (%)		
	2008	2009	2010	07/08	08/09	09/10
Canada	10,568	11,063	13,447	67.9	4.7	21.5
Denmark	41,026	40,270	38,139	-0.9	-1.8	-5.3
Finland	10,797	11,566	11,012	9.3	7.1	-4.8
France	26,161	28,818	29,255	15.4	10.2	1.5
Germany	45,120	51,879	54,377	11.3	15.0	4.8
Italy	10,116	12,645	9,692	-3.4	25.0	-23.4
Japan	6,732	7,048	5,580	10.4	4.7	-20.8
Netherlands	18,756	19,262	17,281	30.2	2.7	-10.3
Norway	35,122	36,485	35,662	1.0	3.9	-2.3
Spain	10,438	13,771	12,237	10.4	31.9	-11.1
Sweden	32,259	31,421	27,944	-3.3	-2.6	-11.1
Switzerland	7,136	8,646	9,163	3.3	21.2	6.0
United Kingdom	69,982	61,619	60,326	-4.6	-12.0	-2.1
USA	40,495	43,909	51,166	-22.0	8.4	16.5
Other	107,964	86,134	83,971	10.8	-20.2	-2.5
Total	472,672	464,536	459,252	3.0	-1.7	-1.1

by market area

	Number of visitors			Increase/decrease (%)		
	2008	2009	2010	07/08	08/09	09/10
Nordic countries	119,204	119,742	112,757	-0.2	0.5	-5.8
United Kingdom	69,982	61,619	60,326	-4.7	-12.0	-2.1
Central/S-Europe	117,727	135,021	132,005	12.7	14.7	-2.2
N-America	51,063	54,972	64,613	-12.3	7.7	17.5
Other	114,696	93,182	89,551	10.7	-18.8	-3.9
Total	472,672	464,536	459,252	3.0	-1.7	-1.1

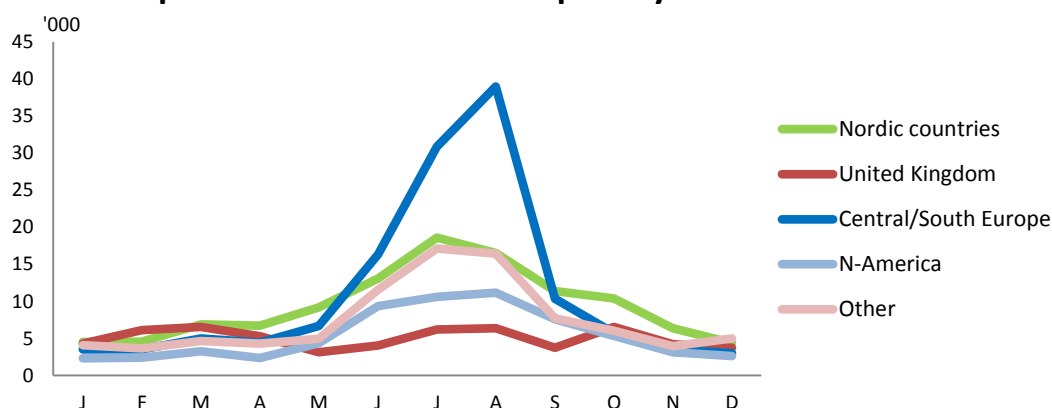
Visitors through Seyðisfjörður seaport 2008-2010

by market area

	Number of visitors			Increase/decrease (%)		
	2008	2009	2010	07/08	08/09	09/10
Nordic countries	4,681	3,938	4,867	-16.8	-15.9	23.6
United Kingdom	511	161	182	9.9	-68.5	13.0
Central/S-Europe	7,515	8,362	8,686	0.4	11.3	3.9
N-America	38	26	39	-19.1	-31.6	50.0
Other	1,656	1,379	1,726	-4.7	-16.7	25.2
Total	14,401	13,866	15,500	-6.2	-3.7	11.8

TRAVELLERS THROUGH KEFLAVÍK AIRPORT BY PERIODS/MONTHS 2010

Departures from Keflavík Airport by market area 2010



Departures through Keflavík Airport – Proportional (%) distribution by periods/months

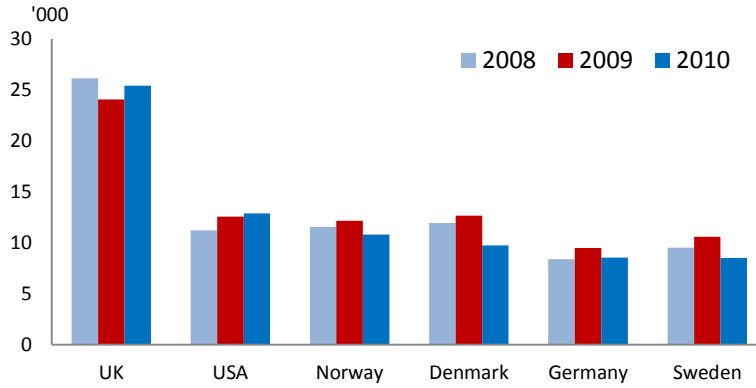
	Jan-May	Jun-Aug	Sep-Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Canada	13.8	55.1	31.1	1.8	1.8	1.9	1.7	6.6	15.7	18.6	20.8	14.7	11.2	2.5	2.7
China	19.8	47.3	33.0	4.4	3.5	3.1	3.6	5.2	15.4	15.2	16.7	12.0	9.4	5.7	5.9
Denmark	25.5	47.5	26.9	3.2	3.7	6.0	5.2	7.4	11.2	21.1	15.2	9.4	8.9	4.5	4.1
Finland	25.7	45.3	28.9	2.5	2.4	4.8	8.4	7.6	13.2	16.1	16.0	9.1	9.6	5.6	4.6
France	20.1	64.5	15.5	2.7	3.0	5.5	3.9	5.0	11.5	21.9	31.1	5.9	3.9	2.9	2.8
Germany	15.7	66.5	17.9	2.5	2.3	2.8	2.9	5.2	15.5	24.5	26.5	9.6	4.2	2.2	1.9
Italy	12.4	74.1	13.5	2.6	2.1	2.4	2.2	3.1	9.5	21.8	42.8	5.6	2.7	2.7	2.5
Japan	47.6	22.1	30.3	13.7	13.5	12.5	4.6	3.3	6.0	6.1	10.0	7.5	6.5	7.0	9.3
NL	29.0	46.2	24.9	3.9	4.9	6.9	4.8	8.5	10.7	16.6	18.9	8.3	7.9	5.2	3.5
Norway	30.3	38.9	30.7	4.2	4.5	7.0	5.8	8.8	12.0	13.4	13.5	11.4	10.0	6.1	3.2
Poland	22.4	50.5	27.0	3.8	3.0	5.0	4.8	5.8	17.5	18.9	14.1	5.6	6.0	3.9	11.5
Spain	12.2	73.9	13.9	1.6	1.4	2.3	4.2	2.7	6.2	24.7	43.0	7.1	3.1	1.6	2.1
Sweden	30.6	40.4	29.2	5.5	4.5	5.8	6.3	8.5	11.1	14.4	14.9	9.8	8.4	6.7	4.3
CH	11.4	76.5	12.1	2.5	2.0	1.7	1.9	3.3	11.1	34.5	30.9	6.4	3.3	1.4	1.0
UK	42.0	27.6	30.2	7.1	10.1	10.8	8.8	5.2	6.7	10.3	10.6	6.2	10.8	7.0	6.2
USA	25.2	46.4	28.4	4.1	4.3	5.9	4.1	6.8	14.2	15.9	16.3	11.0	7.5	5.5	4.4
Other	22.9	53.1	24.1	4.0	3.5	4.8	4.9	5.7	12.4	20.6	20.1	9.1	6.7	4.2	4.1
Total	25.4	49.5	25.0	4.1	4.4	5.7	5.0	6.2	11.8	18.2	19.5	8.9	7.4	4.6	4.1

	Jan-May	Jun-Aug	Sep-Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Nordic countr.	28.2	42.8	28.9	4.0	4.0	6.1	6.0	8.1	11.6	16.5	14.7	10.1	9.2	5.7	3.9
UK	42.0	27.6	30.2	7.1	10.1	10.8	8.8	5.2	6.7	10.3	10.6	6.2	10.8	7.0	6.2
Central/S-Eur.	17.6	65.4	17.1	2.7	2.7	3.8	3.3	5.1	12.4	23.4	29.6	7.8	4.3	2.7	2.3
N-America	22.8	48.2	29.0	3.6	3.8	5.1	3.6	6.7	14.5	16.4	17.3	11.8	8.3	4.9	4.0
Other	24.2	50.4	25.4	4.6	4.1	5.2	4.8	5.5	12.9	19.1	18.4	8.6	6.8	4.4	5.6
Total	25.4	49.5	25.0	4.1	4.4	5.7	5.0	6.2	11.8	18.2	19.5	8.9	7.4	4.6	4.1

Source: Icelandic Tourist Board.

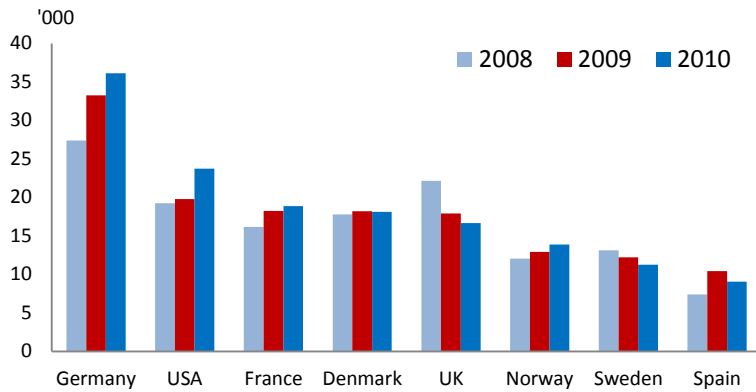
TRAVELLERS THROUGH KEFLAVÍK AIRPORT BY PERIODS 2008-2010

Visitors through Keflavík; January-May



UK visitors have been the most numerous of the travellers visiting Iceland between January and May. The number of US citizens has been on the rise, and they were in second place in 2010. The eruption in Eyjafjallajökull glacier had a considerable effect on the number of tourists in 2010, with the number of Norwegians, Danes, Germans and Swedes dropping from previous years.

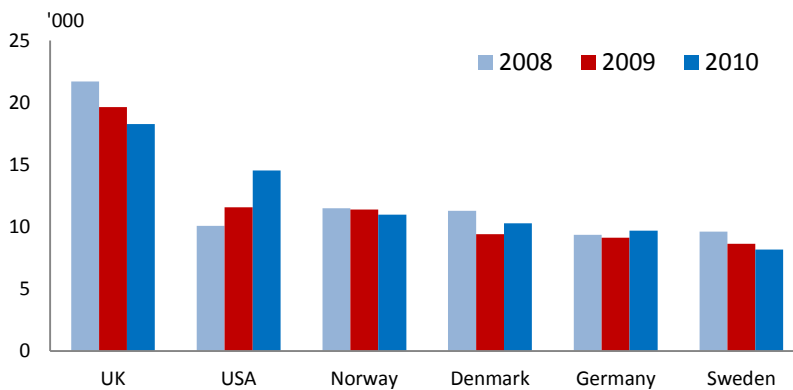
Visitors through Keflavík; June-August



German travellers are by far the most numerous visitors during the summer months and have never been as many as in 2010. US visitors are the second most numerous, with France, Denmark and the UK following closely behind.

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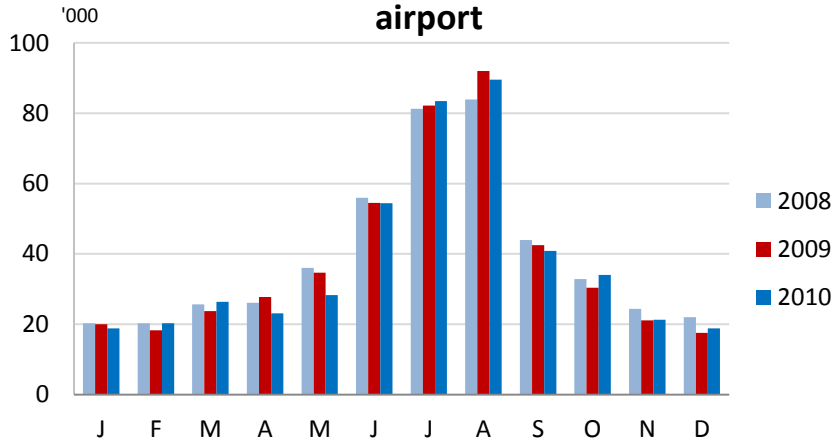
Visitors through Keflavík; Sept.-December



UK travellers are the most numerous of those visiting Iceland late in the year, or between September and December. The number of US visitors has increased considerably since 2008, and its residents were the second most numerous in 2010.

TRAVELLERS THROUGH KEFLAVÍK AIRPORT BY MONTH 2008–2010

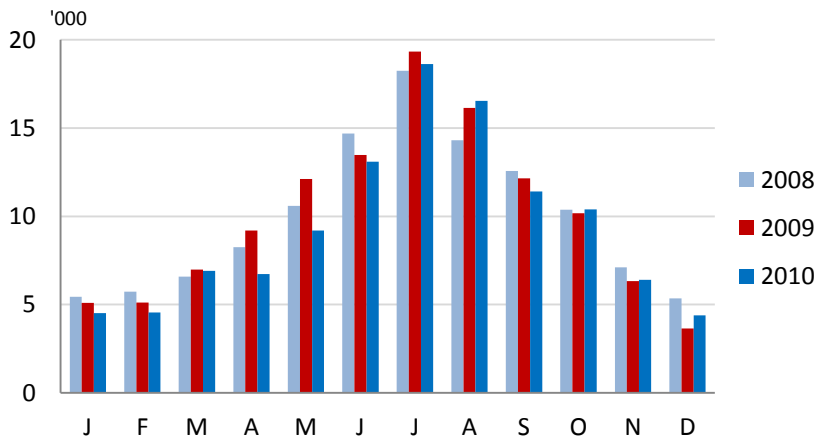
International visitors through Keflavík airport



460 thousand international visitors came to Iceland through Keflavík Airport in 2010, or 2.8% fewer than in 2007.

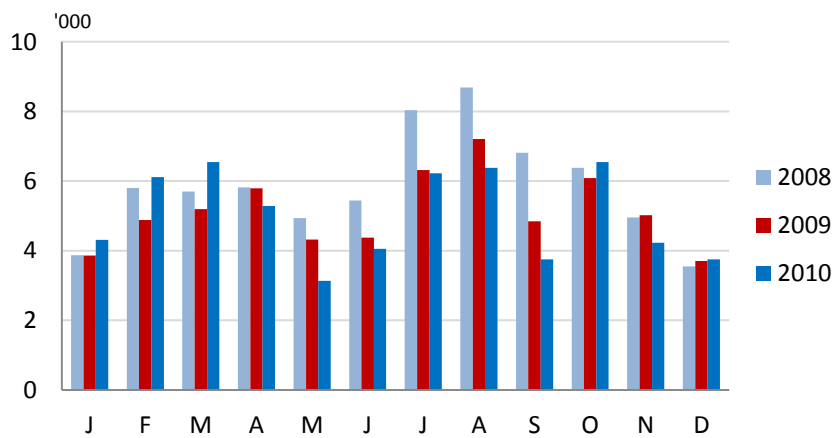
Just under half the visitors came during the three summer months (Jun–Aug) over the past three years, just under a third in spring (Apr–May) or in the autumn (Sept–Oct) and around a fifth during winter (Jan–Mar/Nov–Dec).

Nordic visitors through Keflavík airport



There were 113 thousand Nordic visitors in 2010, or approximately seven thousand fewer than in 2008 and 2009. Over the past three years, two of every five Nordic visitors have come during the summer months, around a third during the spring or autumn and just under a fourth during winter.

UK visitors through Keflavík airport

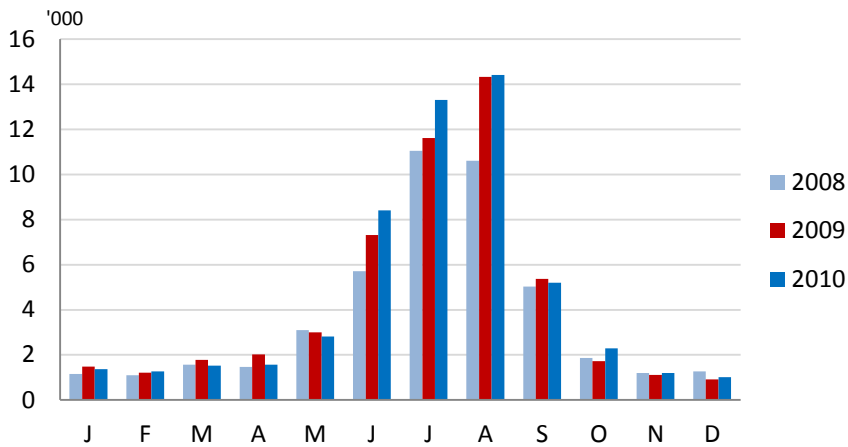


In 2009, there were 60,000 visitors from the UK, a decrease of 10,000 from 2008.

Just under a third of UK visitors come in summer, a third in spring or autumn and a third during the winter months.

TRAVELLERS THROUGH KEFLAVÍK AIRPORT BY MONTH 2008–2010

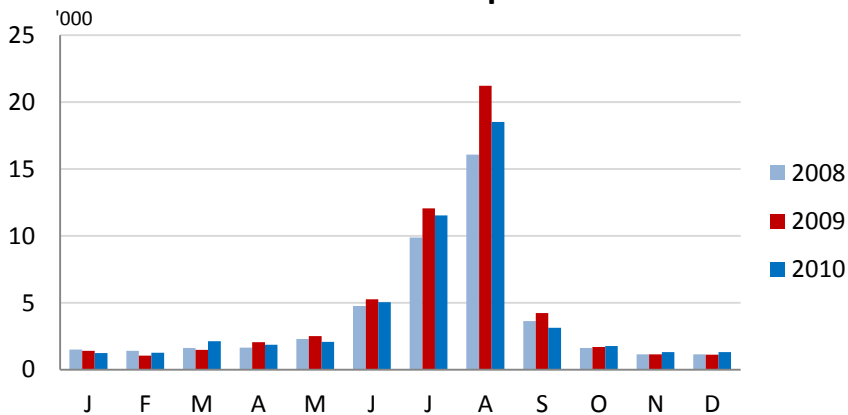
German visitors through Keflavík airport



In 2010, there were around 54,000 German visitors to Iceland, 20.5% more than in 2008, when there were approximately 45,000.

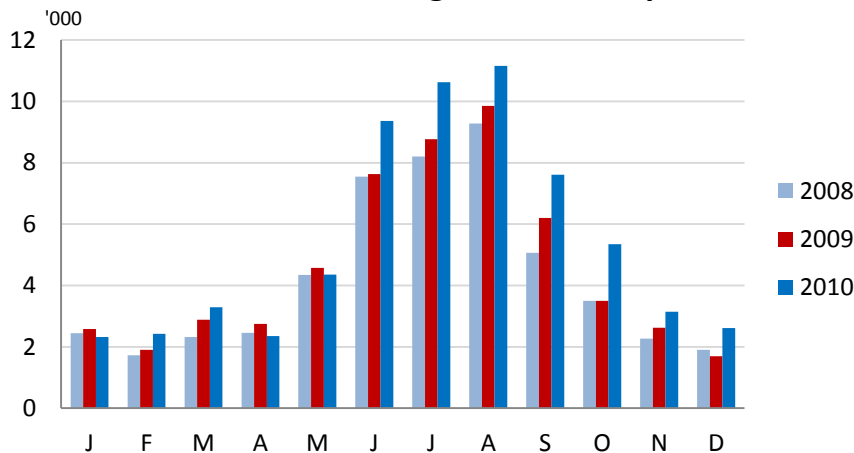
Around two-thirds of German visitors have come during the summer months during the past three years. Just under a quarter of German visitors come during spring or autumn and approximately 10% during the winter months.

French, Italian and Spanish visitors through Keflavík airport



Around 51,000 visitors from France, Italy and Spain came to Iceland in 2010, compared to 55,000 in 2009 and just under 47,000 in 2008. Over the past three years, most French, Italian and Spanish visitors have come during the summer months, or almost 70%. Slightly less than a fifth come during spring or autumn and approximately 10% during the winter months.

US visitors through Keflavík airport

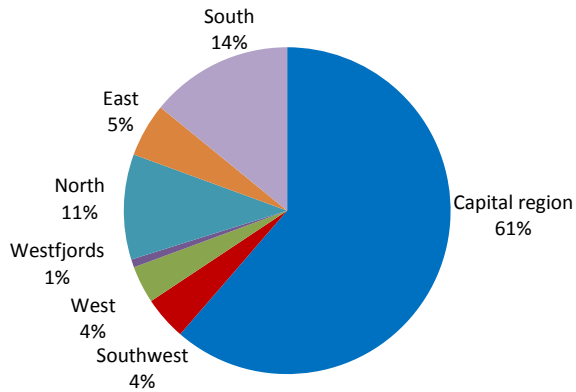


In 2010, there were approximately 65,000 US visitors, an increase of 25% from 2008.

Over the past three years, around 50% of US visitors have come during the summer months, just under a third during spring or autumn and around 20% during the winter.

OVERNIGHT STAYS IN HOTELS 2010

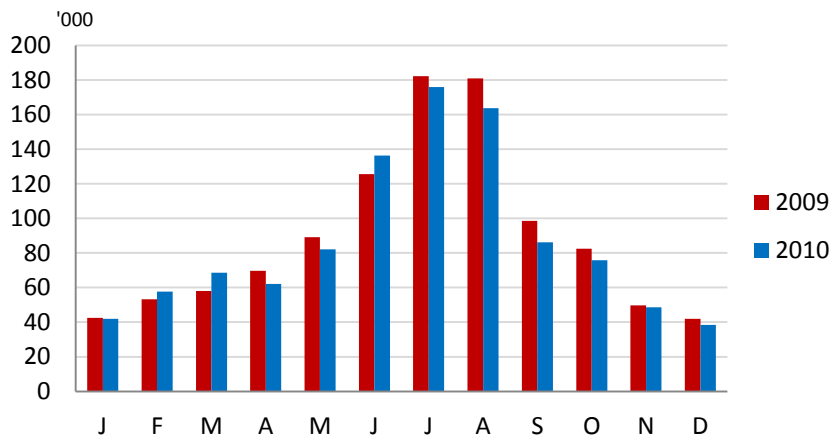
Available beds in hotels 2010



In recent years, there has been a considerable increase in the availability of accommodation.

During summer 2010, there were 9,488 beds available in 80 hotels, which is 54.5% of the total number of beds in all available accommodation.

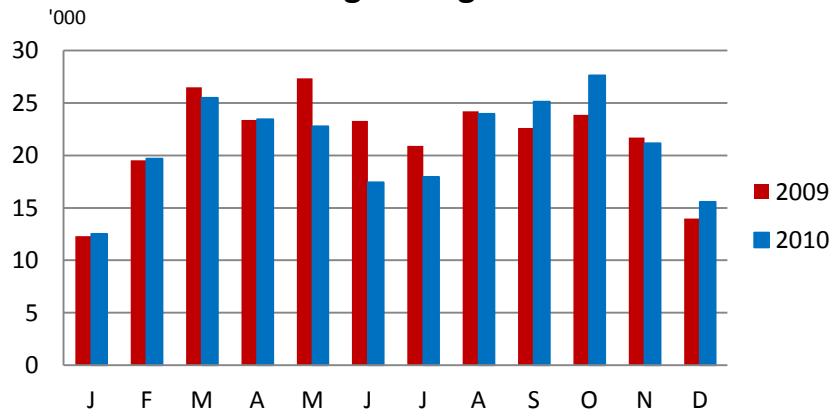
Foreign guestnights at hotels



Foreign visitors spent approx. one million nights in Iceland in 2010, 3.4% fewer overnight stays in hotels than in 2009.

45% of overnight stays in hotels are during the summer, a third during spring or autumn and just under a quarter during the winter months.

Domestic guestnights at hotels



Icelanders spent approximately 250,000 nights in hotels in 2010, or 2.7% fewer overnight stays than the year before.

A quarter of overnight stays were spent during the summer, over a third during spring or autumn and over a third during the winter months.

INTERNATIONAL VISITORS TO ICELAND 2009–2010

GENDER

Winter (Sep '09-May '10)

Male 52.0%

Female 48.0%

Summer (Jun-Aug '10)

Male 59.0%

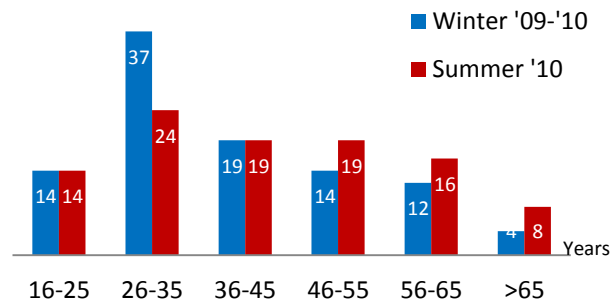
Female 41.0%

AVERAGE AGE

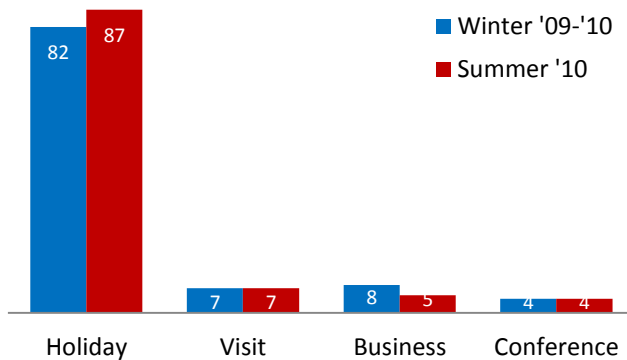
Winter 38,7yrs

Summer 43,0yrs

Age distribution (%)



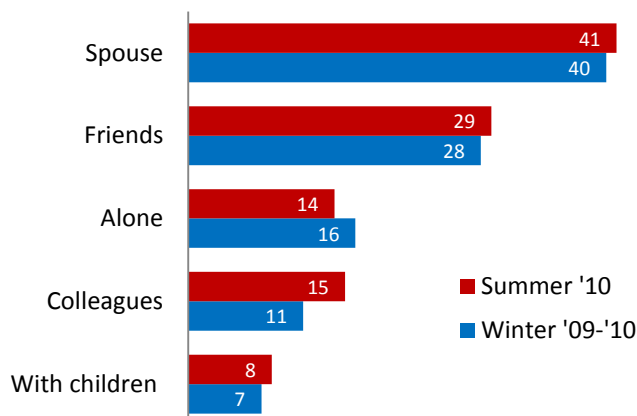
Purpose of visit (%)



The vast majority of visitors to Iceland are on holiday. A relatively larger number come for business or work in Iceland outside the summer months rather than during summer.

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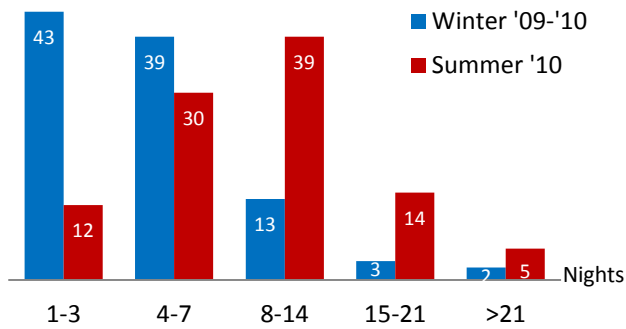
Travelling companion (%)



Most visitors travel to Iceland with a spouse or friends during winter and summer. Relatively few visit with children.

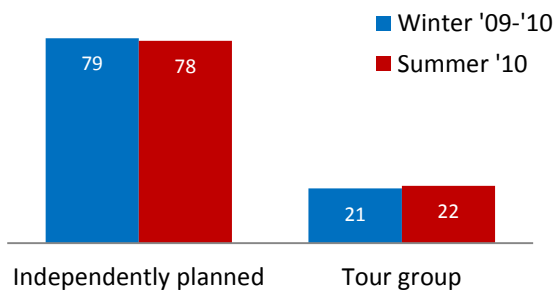
INTERNATIONAL VISITORS TO ICELAND 2009–2010

Length of stay (%)



The average length of stay of foreign visitors in Iceland was 5.9 nights during winter and 10.4 nights during summer. Over 40% of visitors stay 1–3 nights during winter, and 40% stay 4–7 nights. During the summer, 40% stay 8–14 nights and just under a third stay 4–7 nights.

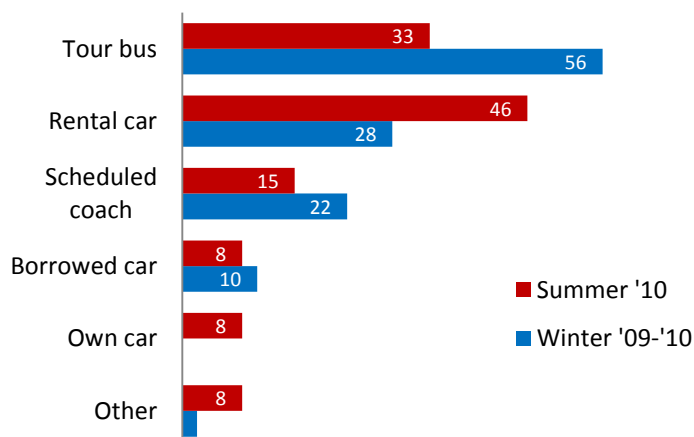
Type of visit (%)



Most foreign visitors to Iceland have planned their own trips, 79% during winter and 78% during summer. Just over 20% come on package tours during summer and winter.

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Means of transport in Iceland (%)



During winter, most visitors utilised coach services for travel in Iceland, although car rentals and scheduled coaches are used to some extent. During summer, however, rented cars are most commonly used by foreign visitors, although coach services are used by many.

INTERNATIONAL VISITORS SUMMER 2010

GENDER

Male	59,0%
Female	41,0%

AVERAGE AGE

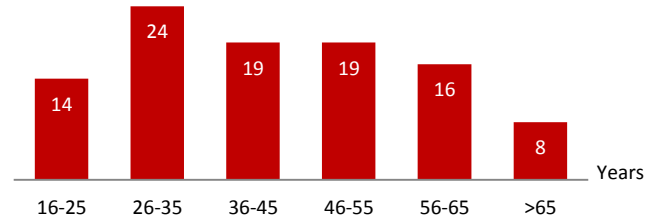
43yrs

TYPE OF TOUR

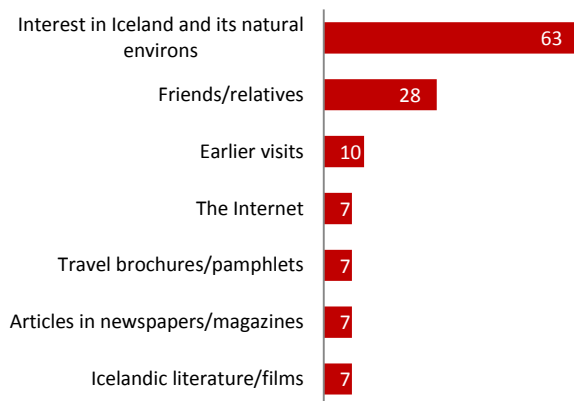
Individually arranged trip	78,0%
Package tour	22,0%

PREVIOUSLY VISITED ICELAND 22,0%

Age distribution (%)



Reason for coming to Iceland (%)



Most visitors mention nature and the country when asked why they decided to come to Iceland. Many mention friends and family or an earlier visit, while significantly fewer mention the Internet, travel brochures or pamphlets, articles in newspapers or magazines and Icelandic literature or films. Other aspects are mentioned very infrequently.

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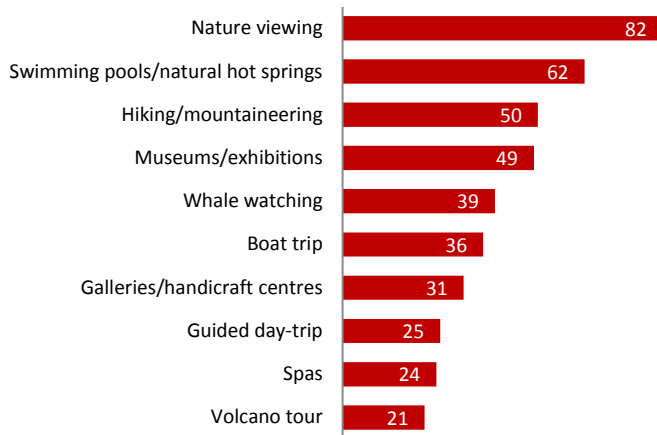
Aspects influencing decision to visit Iceland (%)



Iceland's nature influences most travellers' decision to come to the country. Many also mention Icelandic culture or history. Other aspects such as favourable travel offers, friends or relatives in Iceland, stopovers in Iceland and health spas lag far behind.

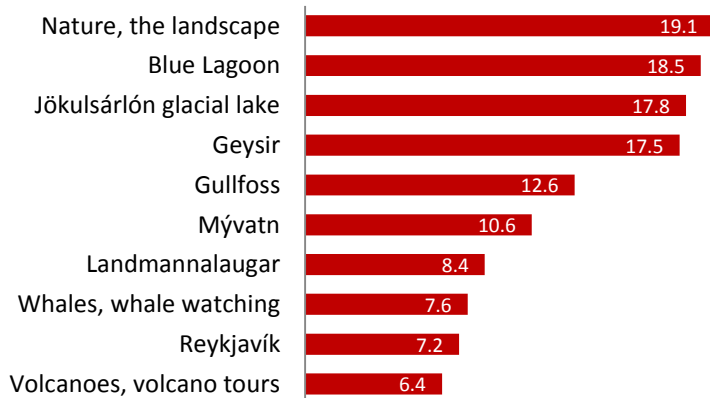
INTERNATIONAL VISITORS SUMMER 2010

Recreational options (%)



Nature-related recreational options in Iceland are popular among foreign visitors. In 2010, numerous visitors opted for nature viewing, hiking or mountaineering, whale watching, boat trips and volcano tours. Swimming and warm spring baths were also popular, as were a range of culturally based recreational options.

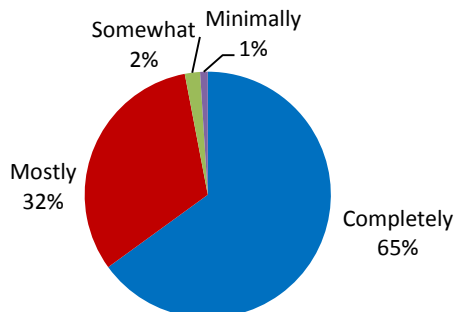
Most memorable (%)



The aspects most often mentioned when visitors were asked what was most memorable about their trip to Iceland this summer generally involved nature or specific locations in Iceland in some manner.

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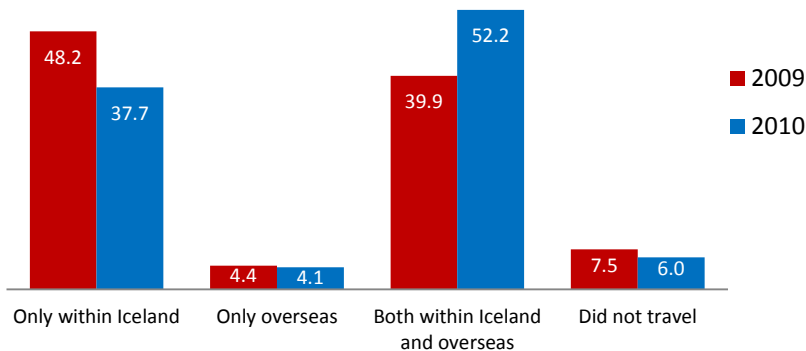
Did the trip meet expectations?



Overall, visitors were for the most part satisfied with their trip to Iceland during the 2010 summer. 65% were of the opinion that their expectations were fully met, 32% that their expectations were met for the most part and 3% that their expectations were met to some or little extent.

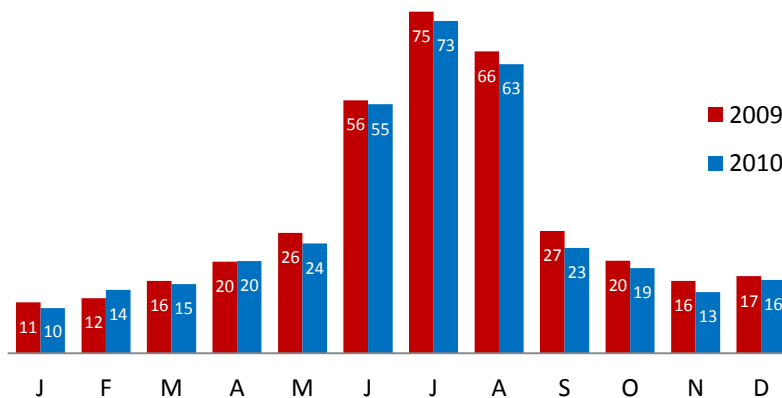
TRAVELS OF ICELANDERS 2010

Were trips undertaken in Iceland or overseas 2010? (%)



A similar number of Icelanders, i.e. 90%, travelled in Iceland in 2010 as in 2009. There was, however, an increase of more than 25% in overseas travel between years, or 56.3% in 2010 as compared to 44.3% in 2009.

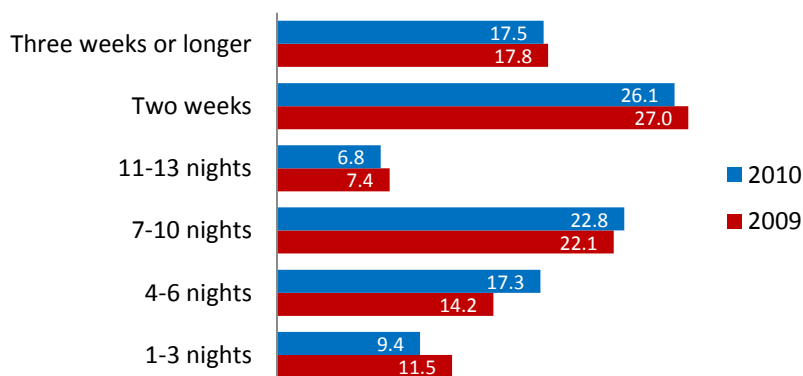
In which month were trips undertaken in Iceland? (%)



July is the most popular month for domestic travel, with 72.9% of Icelanders travelling in that month. June (54.6%) and August (63.4%) follow closely in popularity. During spring and autumn (i.e. Apr, May, Sept, Oct), around 20% travelled in each month. There was much less travel during other months in the year.

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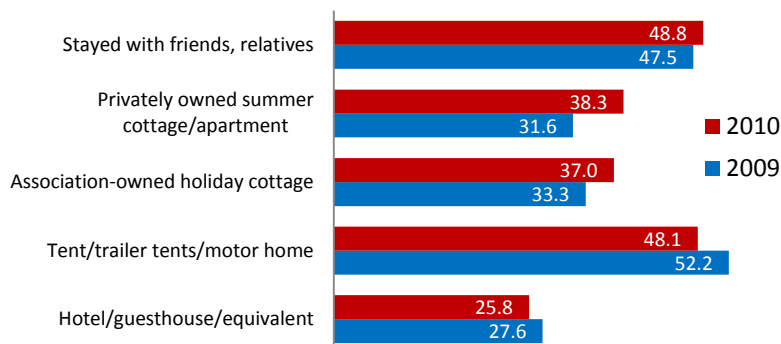
No. of overnight stays in Iceland (%)



The average length of stay during domestic travels in 2010 was 14.9 nights. This similar to what it was in 2009, when the average was 14.3 nights. 10% stayed 1–3 nights, 40% stayed 4–10 nights and half stayed 11 nights or more.

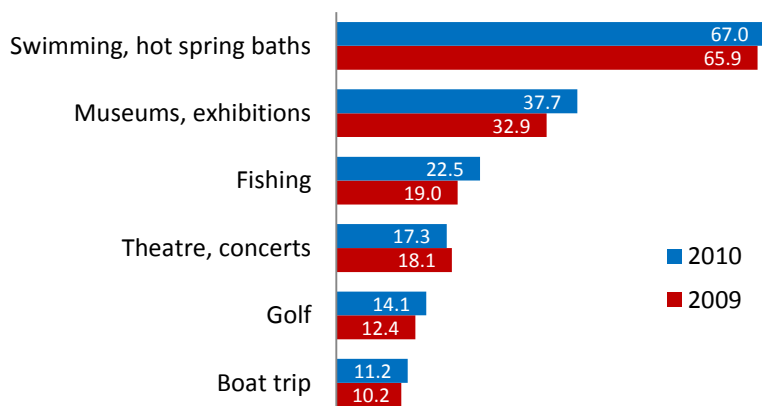
TRAVELS OF ICELANDERS 2010

Accommodation options used during travel (%)



Around 50% of Icelanders stayed with friends and family during travel in Iceland, and the same proportion used tents, trailer tents motor homes. Around 40% stayed in summer cottages or privately owned apartments, and a similar number rented cottages or apartments owned by associations. Around 20%, however, stayed in a hotel, guesthouse or equivalent accommodation.

Recreational activities paid for during travel (%)

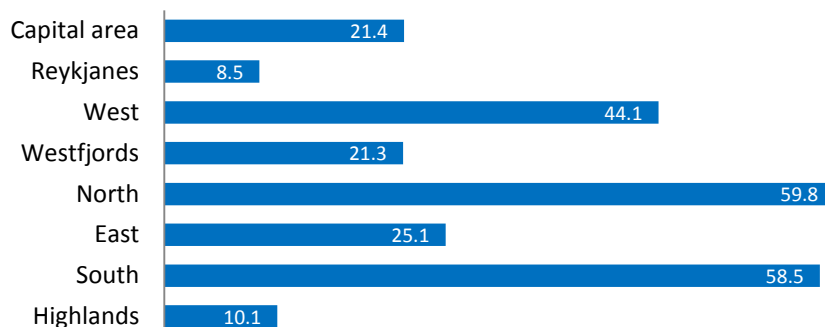


Swimming and bathing in hot springs are the recreational options that most Icelanders paid for in domestic travel in 2010. A large number paid entrance fees to museums and exhibitions, for fishing permits, theatre tickets and for golf or boat trips.

5% or fewer paid for some of the following options: guided sight-seeing tours or hiking/mountain trips, horse riding, whale watching, spas and fitness programmes, white-water rafting, kayaking and snowmobile, snowsled or cycling trips.

What part of the country was visited 2010? (%)

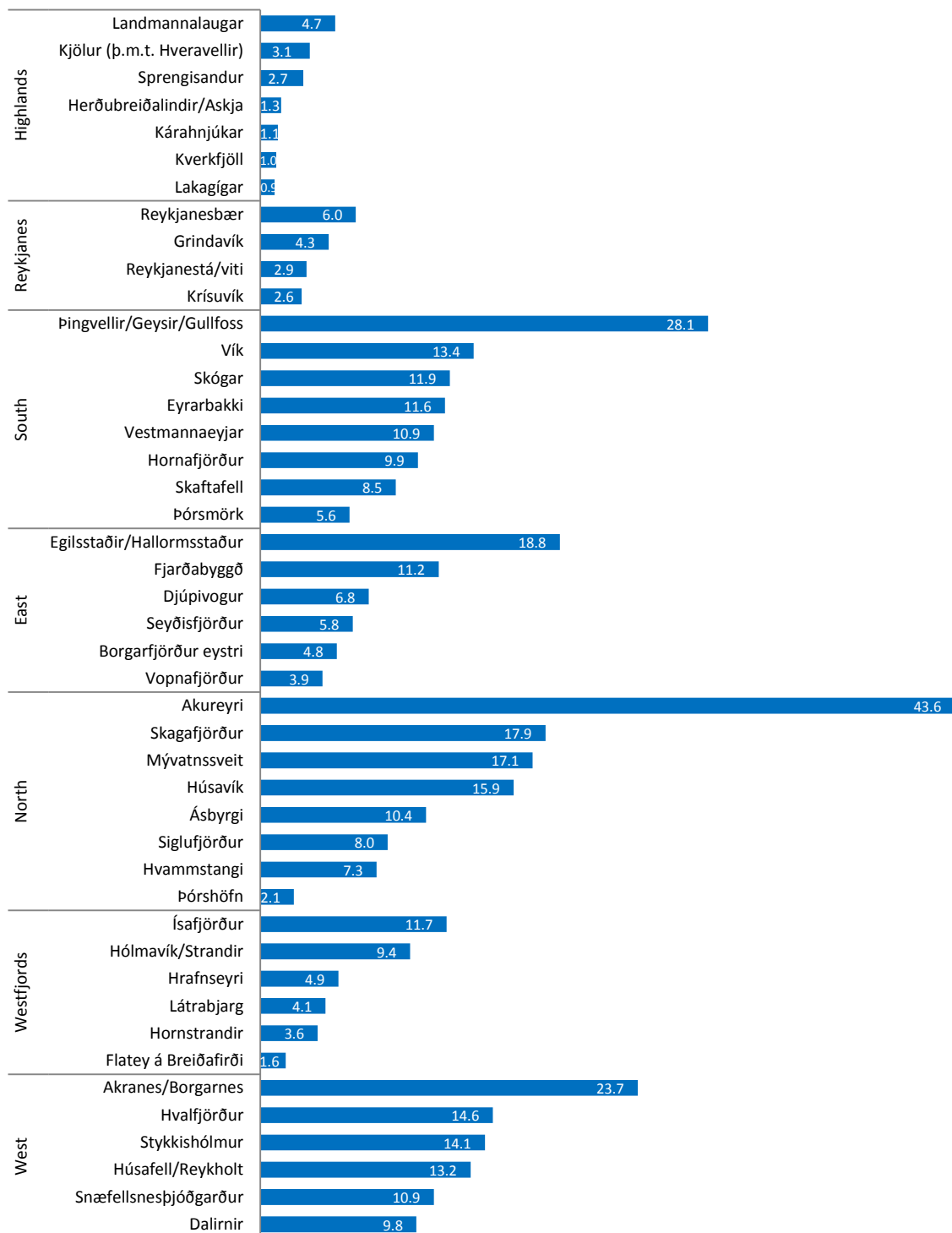
(in travel lasting one night or more)



North Iceland and south Iceland are the regions where the majority visited in 2010, or three of every five. Two out of every five visited west Iceland, a quarter visited the east of Iceland, a fifth visited the greater Reykjavík area or the Westfjords, 10% visited the highlands and just under 10% visited the Reykjanes peninsula.

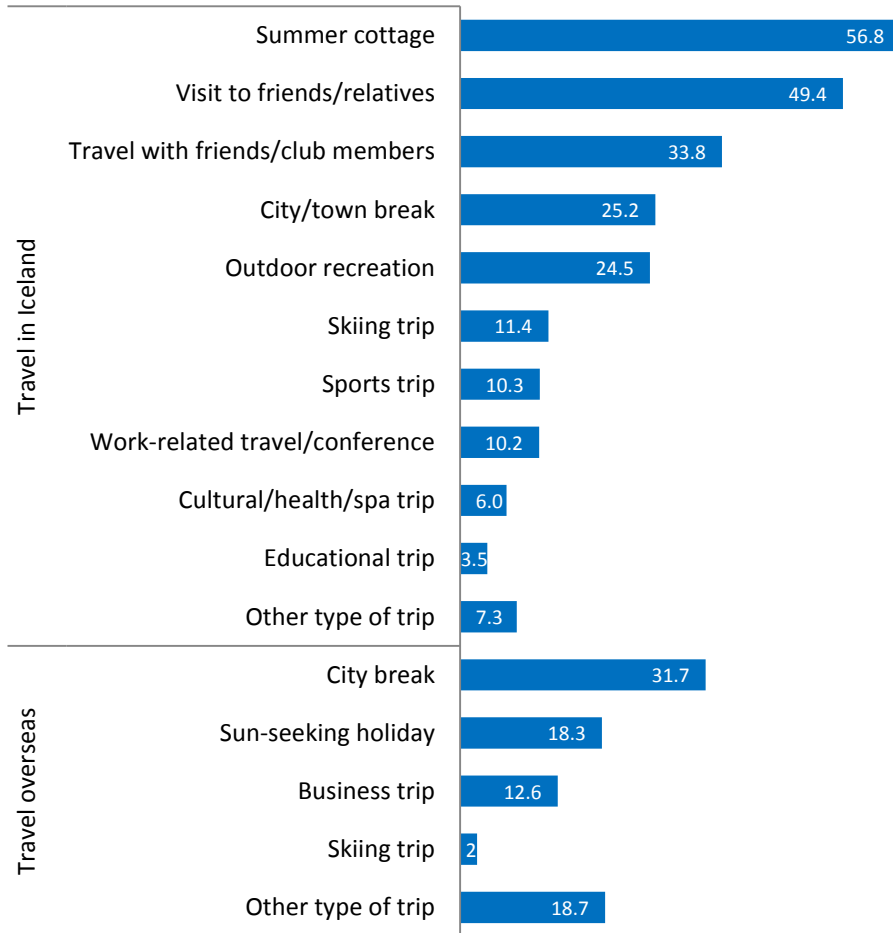
TRAVELS OF ICELANDERS 2010

Locations/areas visited (%) (during trips lasting 1 or more nights)



TRAVELS OF ICELANDERS 2011

What kind of trips are planned for 2011? (%)



The vast majority of Icelanders have some plans for travel in 2011. Thus, 56.8% say they intend to spend time in a summer cottage in Iceland, 49.4% intend to visit friends or family, 33.8% intend to travel in Iceland with a group of friends or

with a club, 31.7% intend to take a city break overseas, 25.2% to take a city or town break in Iceland and 24.5% intend to go on an outdoor recreation trip, i.e. hikes, snowmobile or jeep tour.