

# TOURISM IN ICELAND IN FIGURES

## – JUNE 2019



### International visitors to Iceland through Keflavík Airport

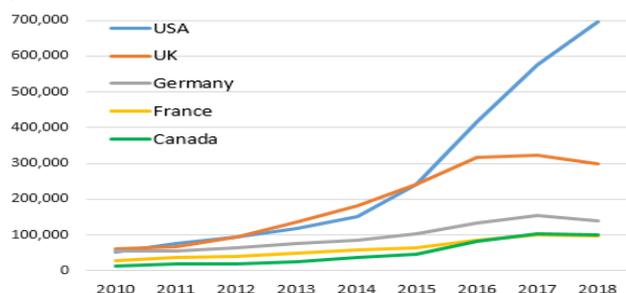
#### Visitors in the period June 2018 - May 2019<sup>1</sup>

	% of visitors	Number	% change from the past 12 months
<b>Total number of visitors</b>		<b>2,227,277</b>	<b>-0.4%</b>
<i>Top ten countries*</i>			
USA	29.2%	651,457	11.7%
UK	12.6%	280,982	-10.1%
Germany	6.2%	137,943	-11.3%
Canada	4.2%	93,279	-8.1%
France	4.2%	93,111	-10.2%
China	4.2%	92,737	11.3%
Poland	4.0%	89,731	8.9%
Spain	2.9%	63,537	1.3%
Denmark	2.2%	49,723	-9.2%
Italy	2.2%	49,063	11.7%

\*Top ten countries in total were 71.9%.

### International visitors to Iceland 2010-2018

#### Top five countries<sup>1</sup>



### Visitors expenditure (see details in Appendix 1)

#### Total expenditure Q1 2019<sup>2</sup>

	% of total expenditure	ISK billions
<b>Total expenditure</b>		<b>96,545</b>
<i>Top ten countries*</i>		
USA	24.7%	23,801
UK	19.6%	18,970
Germany	5.4%	5,169
France	4.4%	4,227
China	4.3%	4,147
Canada	3.1%	2,945
Taiwan	3.0%	2,869
Spain	2.2%	2,094
Italy	2.0%	1,905
NL	1.7%	1,634

\*70.4% of total expenditure.

### Main purpose of visit to Iceland and length of stay

#### Purpose of visit June 2018 - May 2019<sup>2</sup>

	% of visitors	Number*	% change from previous year**
Holiday	87.0%	1,937,731	1.5%
Visit friends/relatives	3.1%	69,046	19.2%
Health related, education etc.	4.6%	102,455	-19.6%
Business related	3.1%	69,046	3.3%
Temporary work	0.8%	17,818	-33.3%
Visit without an overnight stay	1.4%	31,182	-22.2%

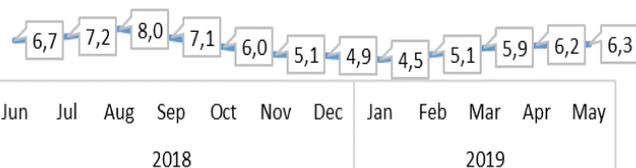
\*Calculation based on visitor statistics at Keflavik Airport.

\*\*Comparison of the periods July-May 2017-18/ 2018-19.

#### Length of visitor's stay in Iceland June 2018 - May 2019<sup>2</sup>

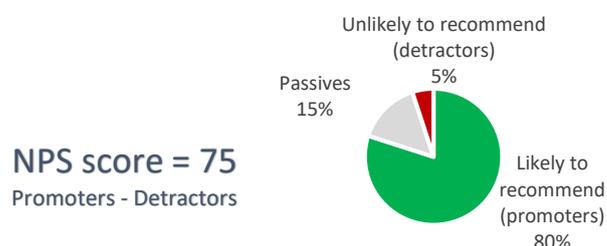
	Number of nights	% change from previous year*
<b>Average length of stay</b>	<b>6,3</b>	<b>-4.5%</b>
USA	5,4	-3.6%
United Kingdom	4,7	-
Germany	8,7	-3.4%
Canada	5,6	-12.7%
France	8,7	-6.5%
China	6,0	-
Poland	7,2	-9.9%
Spain	8,1	-3.6%
Denmark	6,3	-1.5%
Italy	8,4	-

\*Comparison of the periods July-May 2017-18/ 2018-19.



### Visitors experience

#### How likely/unlikely are international visitors to recommend Iceland as a travel destination? (June'18-May'19)<sup>2</sup>



## Overnight stays

### Overnight stays in registered accommodation (May'18-April'19)<sup>3</sup>

	% of guest nights	Number	% change from previous year
<b>Total guest nights</b>		<b>8,479,428</b>	<b>0.6%</b>
Hotels	52.1%	4,414,915	2.7%
Guesthouses	16.3%	1,384,640	3.2%
Other accommodation	31.6%	2,679,873	-3.9%

\*Non-registered overnight stays were approximately 2 million.

### Overnight stays in hotels (May'18-April'19)<sup>3</sup>

	% of hotel guest nights	Number	% change from previous year
<b>Total guest nights*</b>		<b>4,414,915</b>	<b>2.7%</b>
1. USA	29.0%	1,280,154	12.1%
2. United Kingdom	15.3%	669,122	-8.8%
3. Iceland	10.1%	437,631	4.0%
4. Germany	7.4%	331,489	-13.8%
5. China	6.3%	282,362	27.3%

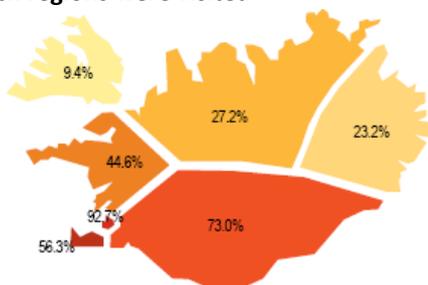
\*Five largest nationalities accounted for 68% of total guest nights in hotels.

### Room occupancy in hotels (May'18-April'19)<sup>3</sup>

	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
May	58.3%	-6.3%	63.9%	-9.5%
Jun	77.5%	-4.2%	83.2%	-4.9%
Jul	82.7%	-7.3%	84.3%	-9.1%
Aug	84.9%	-2.1%	86.3%	-3.5%
Sep	78.1%	2.9%	81.9%	0.2%
Oct	70.8%	0.9%	80.3%	-4.3%
Nov	57.5%	-8.3%	76.9%	-4.5%
Dec	53.3%	-7.9%	70.1%	-7.9%
Jan	49.8%	-10.8%	66.3%	-9.7%
Feb	66.3%	-9.5%	83.8%	-7.2%
Mar	65.5%	-5.8%	80.0%	-5.4%
Apr	48.6%	-10.7%	56.5%	-14.5%

## International visitors by region and satisfaction

### Which regions were visited<sup>4</sup>



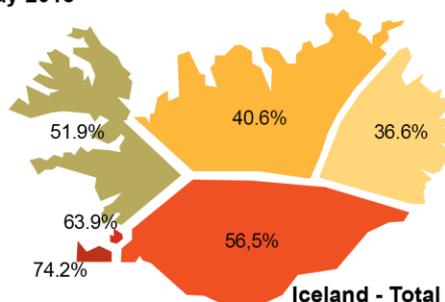
### Overall satisfaction by region<sup>4</sup>

Average scores on five-point scale

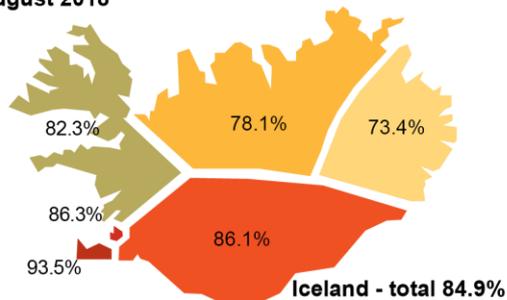
South	4.81
North	4.69
West	4.51
Westfjords	4.49
East	4.46
Reykjavík	4.42
Reykjanes	4.38

## Room occupancy in hotels by region<sup>3</sup>

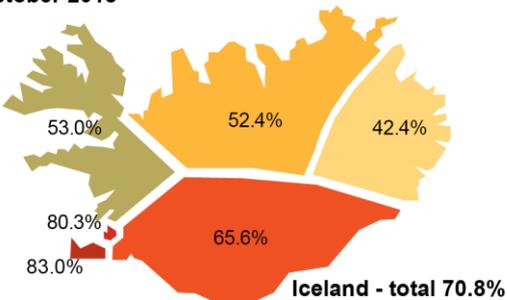
### May 2018



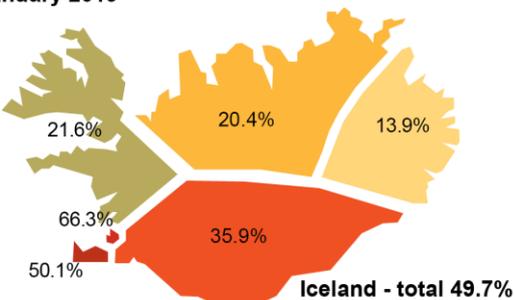
### August 2018



### October 2018



### January 2019



## Sources

<sup>1</sup>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. The counting covers all passengers going through the security check. Results from the frequent surveys of Isavia 2017-2018 indicate, that the combined percentage of self-connecting passengers and foreign citizens living in Iceland varies between seasons but has been measured between 5.3%-10.4%. [See Ferðamálastofa.](#)

<sup>2</sup>Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport. As the border survey didn't start until July 2017 the comparison between years is based on the periods July-May (2017-18/2018-19) regarding purpose of visit and average length of stay.

<sup>3</sup>Statistics Iceland: Accommodation statistics 2017-19. The estimate of the number of non-registered guest nights is based on the border survey conducted by the Icelandic Tourist Board and Statistics Iceland.

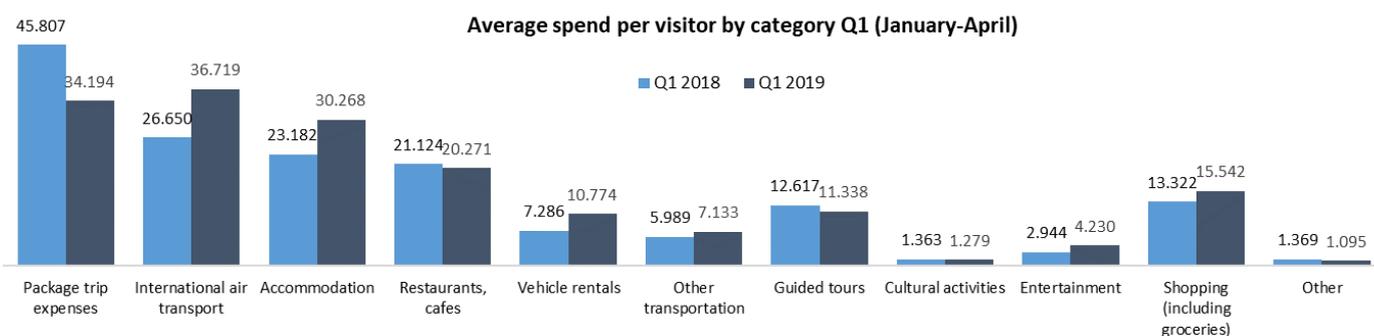
<sup>4</sup>Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.



## Annex 1

### Visitors expenditure Q1 (January-April)

	Q1 2018				Q1 2019			
	Average spending per visitor (ISK kr.)	Median	Total expenditure (ISK billion)	% of total expenditure	Average spending per visitor (ISK. Kr.)	Median	Total expenditure (ISK billion)	% of total expenditure
<b>Total</b>	<b>161,658</b>	<b>113,129</b>	<b>71,385</b>		<b>172,843</b>	<b>128,614</b>	<b>96,545</b>	
<b>By nationality</b>								
Austria	180,587	175,747	553	0.8%	173,826	162,078	795	0.8%
USA	166,240	125,285	16,750	23.5%	207,858	149,600	23,801	24.7%
Belgium	139,314	113,951	530	0.7%	145,055	129,524	784	0.8%
UK	153,456	111,822	16,640	23.3%	153,667	118,530	18,970	19.6%
Denmark	78,406	66,980	605	0.8%	110,669	93,039	1,148	1.2%
Finland	84,709	72,470	259	0.4%	145,325	146,920	661	0.7%
France	182,545	136,159	3,430	4.8%	174,658	149,193	4,227	4.4%
NL	177,987	131,749	1,317	1.8%	163,870	142,958	1,634	1.7%
India	216,560	170,421	678	0.9%	242,216	188,131	919	1.0%
Ireland	124,340	90,393	1,121	1.6%	130,840	120,270	1,253	1.3%
Italy	161,031	118,259	1,339	1.9%	143,005	125,258	1,905	2.0%
Canada	132,096	104,565	1,169	1.6%	137,888	116,701	2,945	3.1%
China	230,636	151,981	4,525	6.3%	235,822	147,444	4,147	4.3%
Mexico	205,195	124,545	460	0.6%	178,653	144,734	862	0.9%
Norway	80,483	55,120	495	0.7%	148,571	92,202	1,346	1.4%
Poland	66,575	65,846	976	1.4%	65,052	42,605	1,405	1.5%
Russia	149,065	102,536	269	0.4%	172,980	136,465	319	0.3%
Spain	113,351	85,406	1,169	1.6%	158,328	135,474	2,094	2.2%
South-Korea	162,271	115,232	848	1.2%	128,477	95,180	603	0.6%
CH	209,674	170,392	627	0.9%	160,841	140,730	893	0.9%
Sweden	89,953	72,618	554	0.8%	150,749	116,262	1,242	1.3%
Taiwan	232,802	113,129	2,679	3.8%	283,220	177,436	2,869	3.0%
Germany	162,002	124,680	3,086	4.3%	166,199	135,469	5,169	5.4%
Baltic countries	97,344	81,042	367	0.5%	141,112	107,612	863	0.9%
Europe-other	154,570	68,450	2,556	3.6%	156,214	100,456	5,570	5.8%
Africa	168,918	118,244	143	0.2%	199,750	164,687	391	0.4%
Oceania	203,060	148,277	1,604	2.2%	235,621	162,241	1,954	2.0%
Asia-other	205,549	156,449	5,126	7.2%	240,525	158,934	5,901	6.1%
America-other	272,458	122,332	1,512	2.1%	206,438	145,575	1,876	1.9%
<b>By market area</b>								
Nordic Countries	94,727	66,835	2,611	3.7%	126,199	89,843	5,063	5.2%
British Isles	150,798	106,204	19,112	26.8%	153,380	117,770	23,392	24.2%
Central-Europe	168,602	129,045	10,116	14.2%	168,137	142,412	14,443	15.0%
South-Europe	117,725	87,443	1,292	1.8%	155,744	134,274	1,906	2.0%
East-Europe	74,900	65,846	1,271	1.8%	73,718	46,162	1,725	1.8%
North-America	163,437	124,552	18,496	25.9%	195,598	143,340	28,590	29.6%
Asia	234,319	149,663	10,846	15.2%	252,615	158,650	11,361	11.8%
Australia/New-Zealand	208,893	154,583	1,583	2.2%	248,196	183,890	1,719	1.8%
Other	187,548	118,229	6,058	8.5%	180,123	133,253	8,346	8.6%



\*The expenditure figures are based on the results of a survey, conducted by the Icelandic Tourist Board and Iceland Statistics, among foreign visitors at Keflavik Airport. They were asked to estimate the cost of their Iceland visit. The figures include all estimated cost, including airfares with foreign airlines, cost of accommodation, tours and recreation etc. on package tours.

\*All figures were calculated into ISK based on the exchange rate in the travel month (according to the official exchange rate of the Central Bank of Iceland).