

# TOURISM IN ICELAND IN FIGURES – DECEMBER 2020



## International visitors to Iceland through Keflavík Airport

### Visitors in the period December 2019 – November 2020<sup>1</sup>

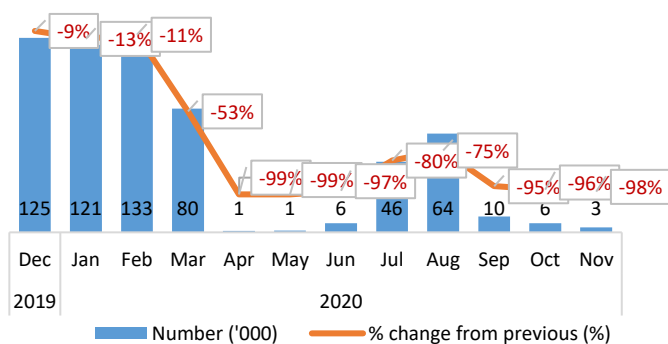
	% of visitors	Number	% change from the past 12 months*
<b>Total number of visitors</b>		<b>595,796</b>	<b>-70.2%</b>
<i>Top ten countries **</i>			
UK	21.6%	128,715	-51.4%
USA	12.0%	71,400	-84.9%
Germany	8.0%	47,832	-63.8%
Poland	7.1%	42,516	-54.0%
China***	6.7%	39,962	-71.3%
France	5.5%	33,009	-65.7%
Denmark	4.2%	24,836	-49.9%
Baltic states	3.0%	17,762	-44.4%
Italy	2.9%	17,026	-64.3%
Netherlands	2.5%	14,925	-65.2%

\*Comparison of the periods November-November 2018-2019/2019-2020.

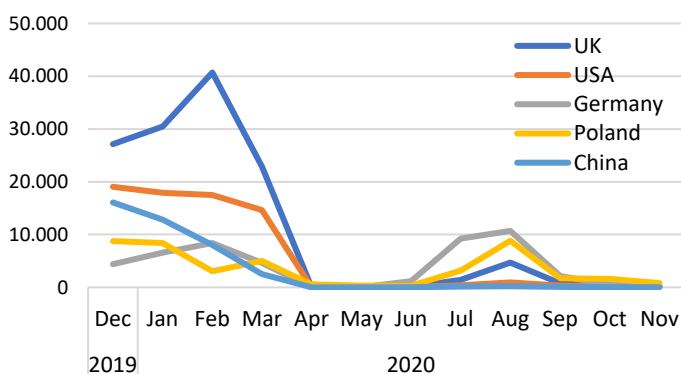
\*\*Top ten countries in total were 73.5%.

\*\*\*74% from mainland China, 14% from Taiwan and 12% Hong Kong.

### Visitors by month<sup>1</sup>



### Visitors by month – Top five\* countries<sup>1</sup>



\*Top five countries in the period Dec'19-Nov'20 were 55.5%.

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

### Purpose of visit December 2019 – November 2020<sup>2</sup>

	Number*	% of visitors
Holiday	539,195	90.5%
Visit friends/relatives	23,832	4.0%
Health related, education etc.	7,745	1.3%
Business related	17,874	3.0%
Temporary work	4,766	0.8%
Visit without an overnight stay	2,383	0.4%

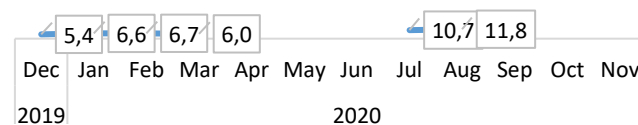
\*Calculation based on visitor statistics at Keflavik Airport.

### Length of stay Iceland December 2019 – November 2020<sup>2</sup>

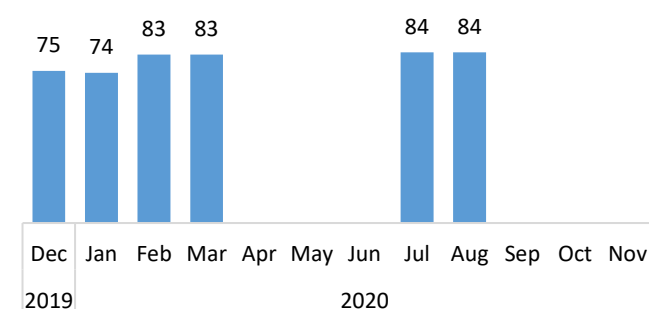
	Number of nights	% change from the past 12 months*
<b>Average length of stay</b>	<b>6,5</b>	<b>3.2%</b>
UK	4,6	-8.0%
USA	5,4	-1.8%
Germany	9,0	2.3%
Poland	7,5	5.6%
China	6,3	10.5%
France	7,9	-9.2%
Denmark	7,9	29.5%
Baltic states	8,3	12.2%
Italy	9,2	13.6%
Netherlands	8,3	12.2%

\*Comparison of the periods December-November 2018-19/2019-20

### Average length of stay by month (nights)<sup>2</sup>



### Visitors experience<sup>2</sup> – NPS scores<sup>3</sup>



## Overnight stays

### Overnight stays in registered accommodation (Dec'19-Nov'20)<sup>4</sup>

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>3,361,192</b>	<b>-60.0%</b>
Hotels	52.8%	1,774,817	-60.8%
Guesthouses	14.7%	493,577	-60.9%
Other accommodation	32.5%	1,092,798	-58.3%

\*Comparisons of the periods Dec.-Nov. 2018-19/2019-20.

\*\*Non-registered overnight stays are not included.

### Overnight stays in hotels December 2019 - November

	% of hotel guest nights	Number	% change from the past 12 months
<b>Total guest nights*</b>		<b>1,774,817</b>	<b>-60.8%</b>
1. Iceland	31.1%	551,293	26.3%
2. United Kingdom	16.8%	298,478	-54.9%
3. USA	13.5%	239,723	-80.4%
4. Germany	6.8%	121,263	-65.3%
5. China	5.3%	94,552	-69.5%

\*Comparisons of the periods Dec.-Nov. 2018-19/2019-20.

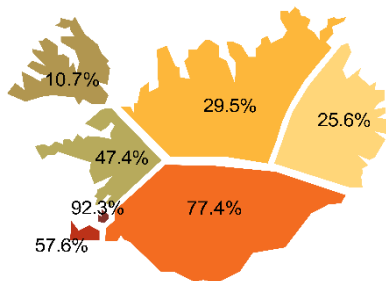
\*Five largest nationalities accounted for 73.5% of total guest nights in hotels.

### Room occupancy in hotels December 2019 - November 2020<sup>4</sup>

	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
Dec '19	51.4%	-3.6%	69.3%	-1.1%
Jan '20	49.1%	-1.6%	66.5%	0.5%
Feb '20	60.5%	-9.7%	79.4%	-5.1%
Mar '20	30.2%	-54.2%	38.2%	-52.1%
Apr '20	3.6%	-92.7%	3.0%	-94.7%
May '20	9.0%	-83.8%	5.2%	-92.2%
Jun '20	20.8%	-71.1%	12.0%	-84.5%
Jul '20	47.5%	-41.1%	34.6%	-56.8%
Aug '20	36.3%	-56.0%	28.6%	-66.4%
Sep '20	16.1%	-78.2%	13.8%	-82.4%
Oct '20	10.8%	-84.2%	10.2%	-86.8%
Nov '20	8.3%	-85.7%	8.3%	-89.1%

## International visitors by region and satisfaction

### Which regions were visited in 2019<sup>5</sup>



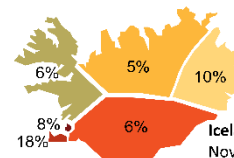
### Overall satisfaction by region 2019<sup>5</sup>

Average scores on five-point scale

Capital region	4,5
Reykjanes	4,4
West	4,5
Westfjords	4,5
North	4,6
East	4,4
South	4,8

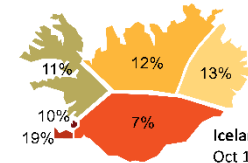
## Room occupancy in hotels by region<sup>4</sup>

### November 2020



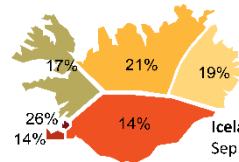
Iceland-total:  
Nov 8%  
2019-20 (-86%)

### October 2020



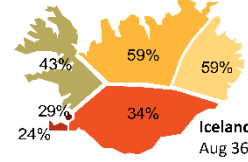
Iceland-total:  
Oct 11%  
2019-20 (-84%)

### September 2020



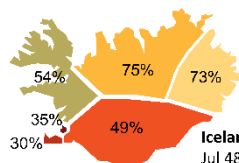
Iceland-total:  
Sep 16%  
2019-20 (-78%)

### August 2020



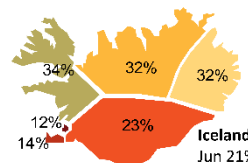
Iceland-total:  
Aug 36%  
2019-20 (-56%)

### July 2020



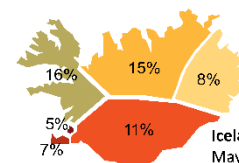
Iceland-total:  
Jul 48%  
2019-20 (-41%)

### June 2020



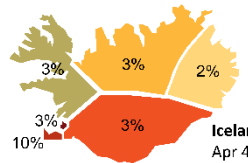
Iceland-total:  
Jun 21%  
2019-20 (-71%)

### May 2020



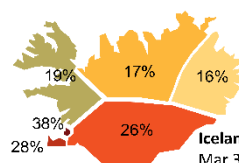
Iceland-total:  
May 9%  
2019-20 (-84%)

### April 2020



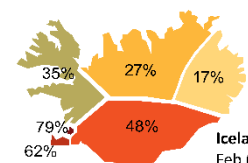
Iceland-total:  
Apr 4%  
2019-20 (-93%)

### March 2020



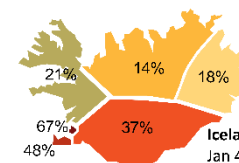
Iceland-total:  
Mar 30%  
2019-20 (-54%)

### February 2020



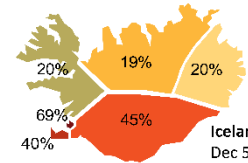
Iceland-total:  
Feb 61%  
2019-20 (-10%)

### January 2020



Iceland-total:  
Jan 49%  
2019-20 (-2%)

### December 2019



Iceland-total:  
Dec 51%  
2018-19 (-4%)

## 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. From October 2019, the counting is based on a sampling method. 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. Due to Covid the survey was not active in April, May June, September and October 2020.

<sup>3</sup>The NPS scores indicates the ratio between participants likely to recommend Iceland (as a destination) and those, not likely to do so.

<sup>4</sup>Statistics Iceland: Accommodation statistics 2018-2020. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures.

<sup>5</sup>Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.

