

TOURISM IN ICELAND IN FIGURES – NOVEMBER 2020



ICELANDIC
TOURIST
BOARD

International visitors to Iceland through Keflavík Airport

Visitors in the period November 2019 – October 2020¹

	% of visitors	Number	% change from the past 12 months*
Total number of visitors		723,594	-64.1%
<i>Top ten countries **</i>			
UK	22.2%	160,605	-39.9%
USA	13.0%	93,997	-80.7%
Germany	7.6%	54,868	-58.2%
Poland	6.6%	48,081	-47.4%
China***	6.6%	47,466	-65.8%
France	5.4%	39,366	-58.4%
Denmark	3.7%	26,752	-46.9%
Baltic states	2.8%	20,381	-33.8%
Italy	2.7%	19,320	-60.1%
Netherlands	2.5%	17,852	-57.8%

*Comparison of the periods November–October 2018–2019/2019–2020.

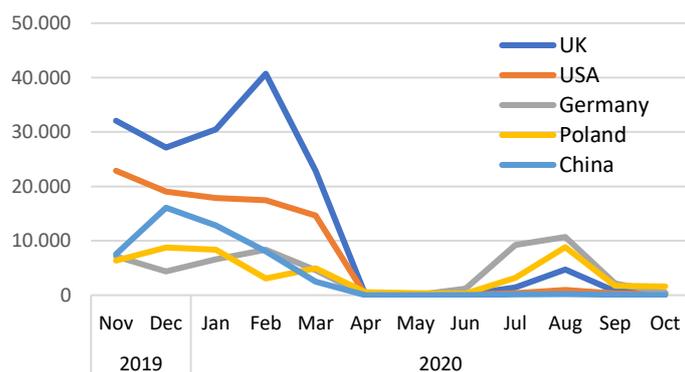
**Top ten countries in total were 73.1%.

***72% from mainland China, 15% from Taiwan and 13% Hong Kong.

Visitors by month¹



Visitors by month – Top five* countries¹



*Top five countries in the period Nov'19-Oct'20 were 56%.

Main purpose of visit to Iceland and length of stay

Purpose of visit November 2019 – October 2020²

	Number*	% of visitors
Holiday	654,129	90.4%
Visit friends/relatives	26,773	3.7%
Health related, education etc.	10,130	1.4%
Business related	22,431	3.1%
Temporary work	6,512	0.9%
Visit without an overnight stay	3,618	0.5%

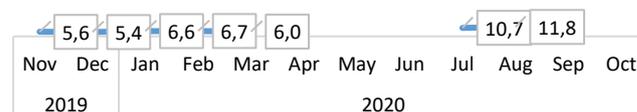
*Calculation based on visitor statistics at Keflavik Airport.

Length of stay Iceland November 2019 – October 2020²

	Number of nights	% change from the past 12 months*
Average length of stay	6,3	-
UK	4,6	-6.1%
USA	5,4	-
Germany	8,7	-2.2%
Poland	7,3	1.4%
China	6,3	10.5%
France	7,7	-11.5%
Denmark	7,6	20.6%
Baltic states	7,9	5.3%
Italy	9,0	12.5%
Netherlands	7,8	5.4%

*Comparison of the periods November–October 2018–19/2019–20

Average length of stay by month (nights)²



Visitors experience² – NPS scores³



Overnight stays

Overnight stays in registered accommodation (Oct'19-Sep'20)⁴

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		4,381,823	-47.8%
Hotels	56.2%	2,460,613	-45.1%
Guesthouses	14.3%	625,651	-50.9%
Other accommodation	29.6%	1,295,559	-50.7%

*Comparisons of the periods October-September 2018-19/2019-20.

**Non-registered overnight stays (Sep'19-Aug'20) are not included.

Overnight stays in hotels October 2019 – September 2020⁴

	% of hotel guest nights	Number	% change from the past 12 months
Total guest nights*		2,460,613	-45.1%
1. Iceland	24.1%	592,238	38.3%
2. USA	17.5%	430,438	-65.0%
3. United Kingdom	17.4%	428,755	-35.9%
4. Germany	6.6%	163,593	-52.0%
5. China	6.0%	146,873	-50.4%

*Comparisons of the periods October-September 2018-19/2019-20.

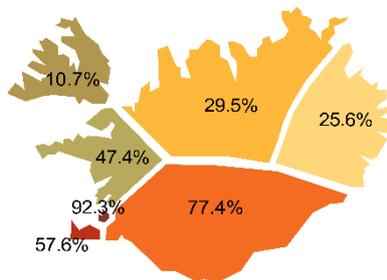
*Five largest nationalities accounted for 71.6% of total guest nights in hotels.

Room occupancy in hotels October 2019 – September 2020⁴

	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
Oct '19	68.5%	-3.2%	77.5%	-3.5%
Nov '19	57.9%	0.7%	76.2%	-0.9%
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%	-71.2%	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	16.2%	-78.0%	13.8%	-82.4%

International visitors by region and satisfaction

Which regions were visited in 2019⁵



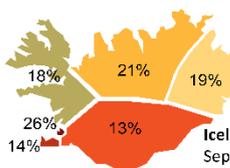
Overall satisfaction by region 2019⁵

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

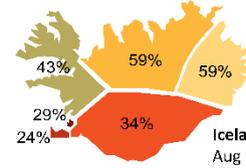
Room occupancy in hotels by region⁴

September 2020



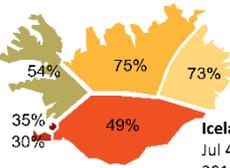
Iceland-total:
Sep 16%
2019-20 (-78%)

August 2020



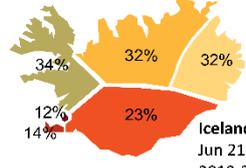
Iceland-total:
Aug 36%
2019-20 (-56%)

July 2020



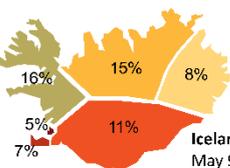
Iceland-total:
Jul 48%
2019-20 (-41%)

June 2020



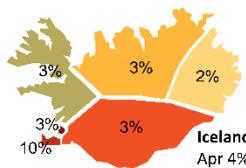
Iceland-total:
Jun 21%
2019-20 (-71%)

May 2020



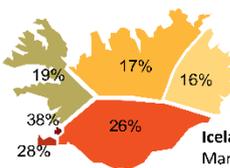
Iceland-total:
May 9%
2019-20 (-84%)

April 2020



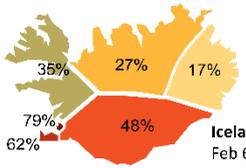
Iceland-total:
Apr 4%
2019-20 (-93%)

March 2020



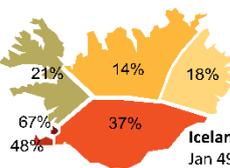
Iceland-total:
Mar 30%
2019-20 (-54%)

February 2020



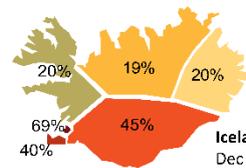
Iceland-total:
Feb 61%
2019-20 (-10%)

January 2020



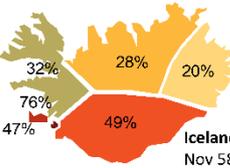
Iceland-total:
Jan 49%
2019-20 (-2%)

December 2019



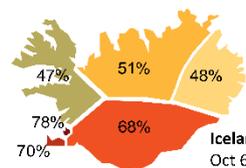
Iceland-total:
Dec 51%
2018-19 (-4%)

November 2019



Iceland-total:
Nov 58%
2018-19 (1%)

October 2019



Iceland-total:
Oct 69%
2018-19 (-3%)

Sources

¹Icelandic 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.](#)

²Icelandic 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.

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

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

⁵Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.

