

TOURISM IN ICELAND IN FIGURES

– FEBRUARY 2021

International visitors through Keflavík Airport

International departures in the period Feb'20 – Jan'21¹

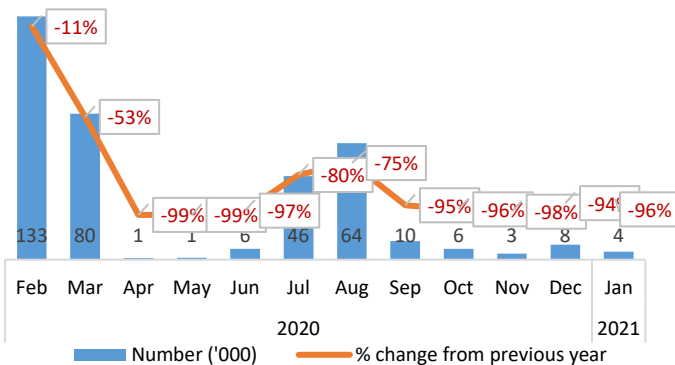
	% of departures	Number	% change from the past 12 months*
Total number		361,954	-81.6%
<i>Top ten countries**</i>			
UK	19.8%	71,712	-72.2%
Germany	10.4%	37,539	-71.6%
USA	9.7%	34,981	-92.3%
Poland	8.1%	29,457	-69.6%
France	6.2%	22,508	-77.0%
Denmark	6.0%	21,618	-55.4%
Baltic states	4.1%	14,681	-54.6%
Italy	3.7%	13,253	-71.9%
China***	3.1%	11,159	-92.1%
Netherlands	3.0%	10,690	-75.0%

*Comparison of the periods February-January 2019-20/2020-21.

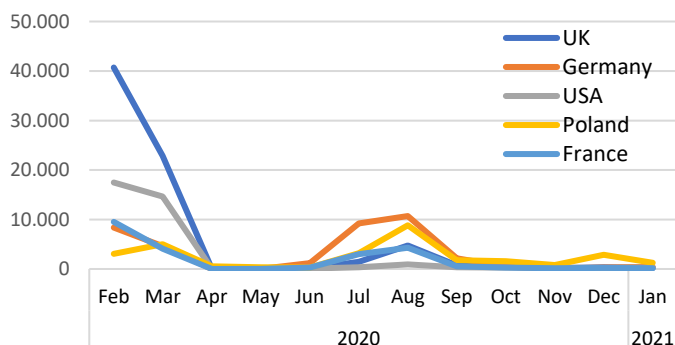
**Top ten countries were 74%.

***56% from mainland China, 24% from Taiwan and 20% Hong Kong.

Departures by month¹



Departures by month – Top five* countries¹



*Top five countries (Feb'20-Jan'21) in total were 54%.

Main purpose of visit to Iceland and length of stay

Purpose of visit February 2020 – January 2021²

	Number*	% of visitors
Holiday	331,912	91.7%
Visit friends/relatives	14,840	4.1%
Health related, education etc.	3,258	0.9%
Business related	9,411	2.6%
Temporary work	1,810	0.5%
Visit without an overnight stay	724	0.2%

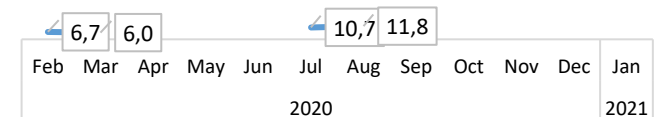
*Calculation based on visitor statistics at Keflavik Airport.

Length of stay in Iceland February 2020 – January 2021²

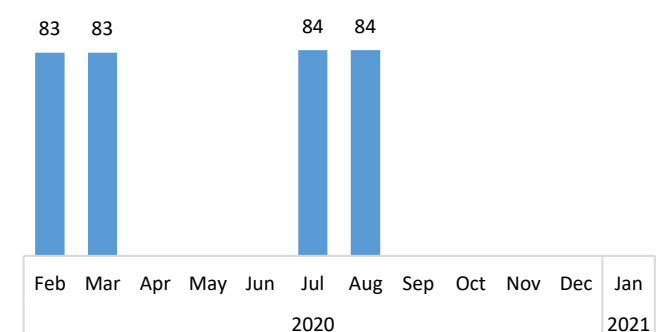
	Number of nights	% change from the past 12 months*
Average length of stay	7,4	12.1%
UK	4,9	-2.0%
Germany	10,3	15.7%
USA	5,7	1.8%
Poland	8,1	12.5%
France	9,0	4.7%
Denmark	8,3	33.9%
Baltic states	8,2	12.3%
Italy	10,0	20.5%
China	6,9	17.0%
Netherlands	9,7	27.6%

*Comparison of the periods February-January 2019-20/2020-21.

Average length of stay by month (nights)²



Visitors experience² - NPS scores³



Overnight stays

Overnight stays in registered accommodation Feb'20 - Jan'21⁴

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		2,961,416	-69.4%
Hotels	47.5%	1,226,668	-73.1%
Guesthouses	15.7%	406,605	-68.1%
Other accommodation	36.8%	951,424	-63.7%

*Comparison of the periods February-January 2019-20/2020-21.

**Non-registered overnight stays are not included.

Overnight stays in hotels (February 2020 – January 2021)⁴

	% of hotel guest nights	Number	% change from the past 12 months*
Total guest nights**		1,226,668	-73.1%
1. Iceland	43.1%	529,201	18.8%
2. United Kingdom	12.7%	155,672	-76.0%
3. USA	10.4%	128,183	-89.3%
4. Germany	7.6%	93,806	-73.5%
5. France	3.9%	47,344	-58.2%

*Comparison of the periods February-January 2019-20/2020-21.

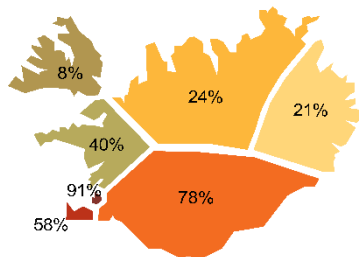
**Five largest nationalities accounted for 78% of total guest nights in hotels.

Room occupancy in hotels (February 2020 – January 2021)⁴

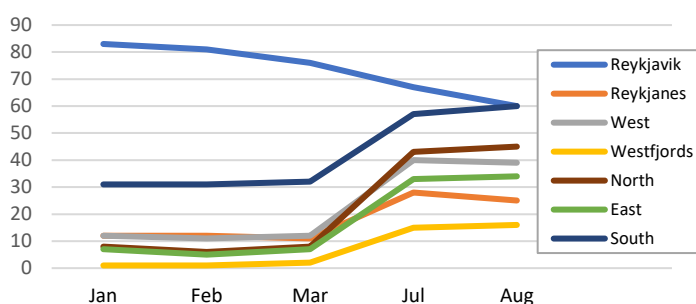
	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
Feb'20	60.5%	-9.7%	79.4%	-5.1%
Mar'20	30.2%	-54.2%	38.2%	-52.1%
Apr'20	3.6%	-92.7%	3.0%	-94.7%
May'20	9.0%	-83.8%	5.2%	-92.2%
Jun'20	20.8%	-71.1%	12.0%	-84.5%
Jul'20	47.5%	-41.1%	34.6%	-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	8.2%	-85.8%	8.3%	-89.1%
Dec'20	6.8%	-86.8%	7.7%	-88.9%
Jan'21	9.3%	-81.1%	9.4%	-85.9%

International visitors by region and satisfaction

Which regions were visited in 2020²

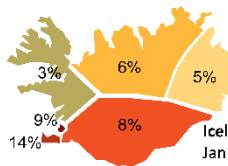


Which regions were visited (%) - by month 2020²

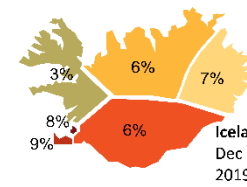


Room occupancy in hotels by region⁴

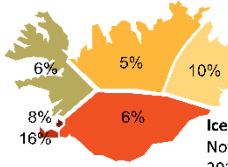
January 2021



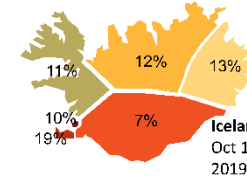
December 2020



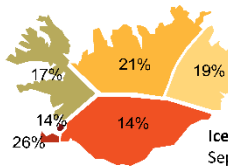
November 2020



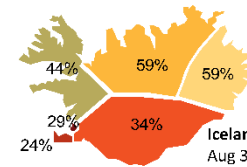
October 2020



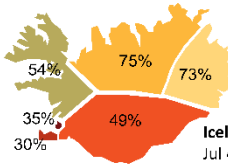
September 2020



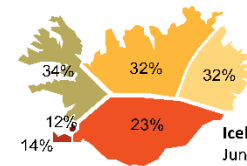
August 2020



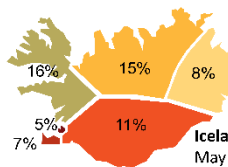
July 2020



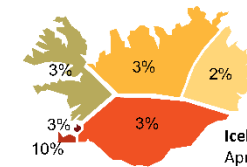
June 2020



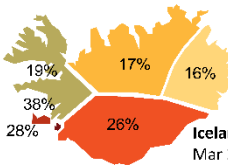
May 2020



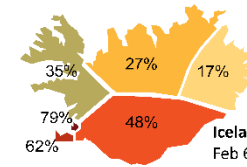
April 2020



March 2020



February 2020



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 April-June and September 2020 - January 2021.

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 2019-2021. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures.