

# TOURISM IN ICELAND IN FIGURES

## - MARCH 2021

### International visitors through Keflavík Airport

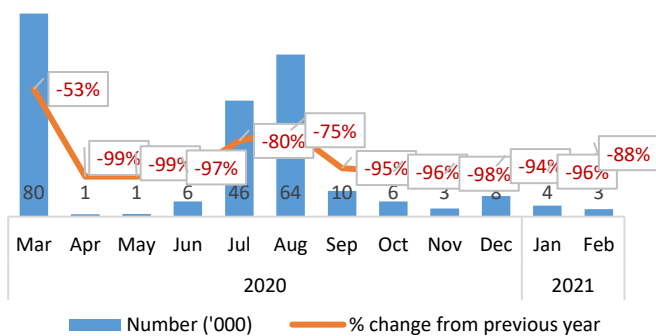
#### International departures in the period March'20 – Feb.'21<sup>1</sup>

	% of departures	Number	% change from the past 12 months*
<b>Total number</b>		<b>231,950</b>	<b>-88.1%</b>
<i>Top ten countries**</i>			
UK	13.4%	31,061	-87.8%
Germany	12.7%	29,409	-78.0%
Poland	11.9%	27,605	-70.7%
Denmark	8.4%	19,428	-59.4%
USA	7.6%	17,605	-96.0%
France	5.6%	13,084	-87.0%
Italy	4.7%	10,881	-76.5%
Baltic states	4.6%	10,578	-69.9%
Netherlands	3.5%	8,134	-81.0%
Switzerland	3.1%	7,103	-73.0%

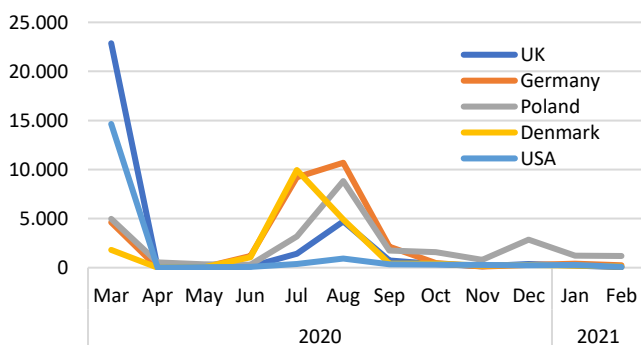
\*Comparison of the periods March-February 2019-20/2020-21.

\*\*Top ten countries were 75.4%.

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



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



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

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

#### Purpose of visit March 2020 – February 2021<sup>2</sup>

	Number*	% of visitors
Holiday	209,683	90.4%
Visit friends/relatives	12,293	5.3%
Health related, education etc.	1,624	0.7%
Business related	6,495	2.8%
Temporary work	1,392	0.6%
Visit without an overnight stay	464	0.2%

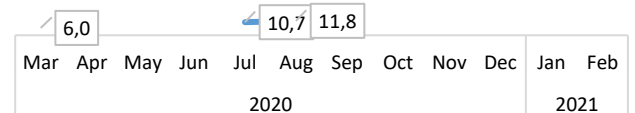
\*Calculation based on visitor statistics at Keflavik Airport.

#### Length of stay in Iceland March 2020 – February 2021<sup>2</sup>

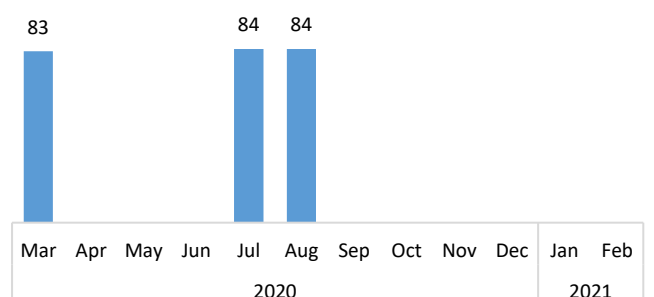
	Number of nights	% change from the past 12 months*
<b>Average length of stay</b>	<b>9,1</b>	<b>35.8%</b>
UK	5,6	12.0%
Germany	11,7	32.9%
Poland	8,7	20.8%
Denmark	8,6	34.4%
USA	6,7	17.5%
France	11,1	29.1%
Italy	10,6	26.2%
Baltic states	9,2	29.6%
Netherlands	11,3	48.7%
Switzerland	9,7	27.6%

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

#### 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 March'20-Feb.'21<sup>4</sup>

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>2,185,378</b>	<b>-74.0%</b>
Hotels	42.7%	934,158	-79.4%
Guesthouses	16.8%	367,384	-71.0%
Other accommodation	40.4%	883,836	-66.3%

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

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

### Overnight stays in hotels (March 2020 – February 2021)<sup>4</sup>

	% of hotel guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>934,158</b>	<b>-79.4%</b>
1. Iceland	56.7%	529,431	17.0%
2. Germany	7.6%	71,068	-80.2%
3. USA	6.8%	63,742	-94.7%
4. UK	6.5%	60,457	-90.6%
5. Denmark	4.3%	40,232	-64.3%

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

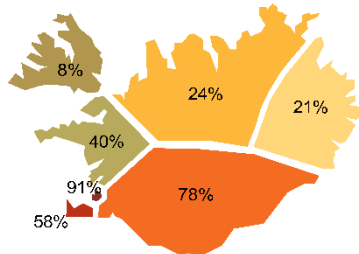
\*\*Five largest nationalities accounted for 82% of total guest nights in hotels.

### Room occupancy in hotels (March 2020 – February 2021)<sup>4</sup>

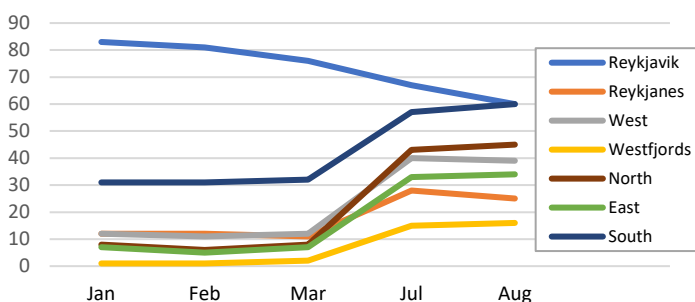
	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
Mar'20	30.2%	-54.2%	38.2%	-52.1%
Apr'20	3.6%	-92.7%	3.0%	-94.7%
May'20	9.0%	-83.8%	5.2%	-92.2%
Jun'20	20.8%	-71.1%	12.0%	-84.5%
Jul'20	47.5%	-41.1%	34.6%	-56.8%
Aug'20	36.3%	-56.0%	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%	-80.7%	9.4%	-85.9%
Feb'21	12.7%	-79.0%	10.9%	-86.3%

## International visitors by region and satisfaction

### Which regions were visited in 2020<sup>2</sup>

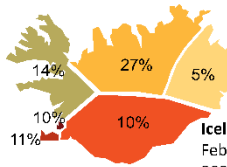


### Which regions were visited (%) - by month 2020<sup>2</sup>

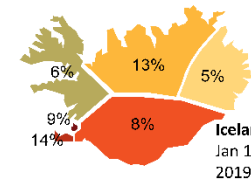


## Room occupancy in hotels by region<sup>4</sup>

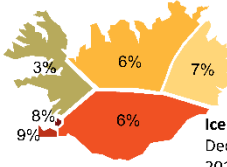
### February 2021



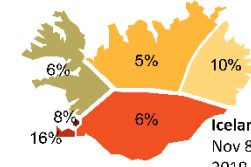
### January 2021



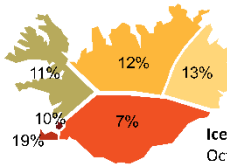
### December 2020



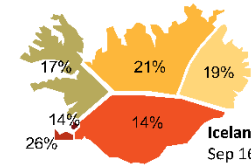
### November 2020



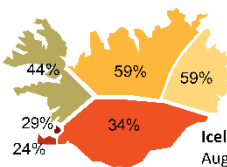
### October 2020



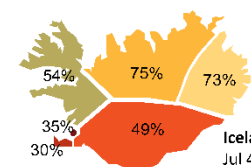
### September 2020



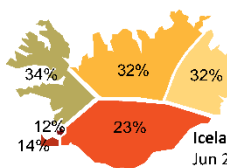
### August 2020



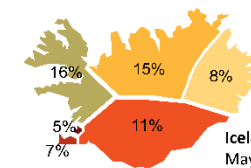
### July 2020



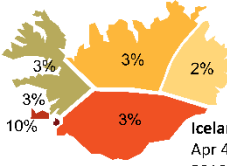
### June 2020



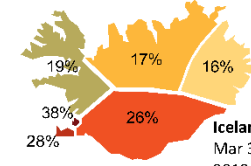
### May 2020



### April 2020



### March 2020



## 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 April-June and September 2020 - February 2021.

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