

# TOURISM IN ICELAND IN FIGURES

## - October 2021

### International visitors through Keflavík Airport

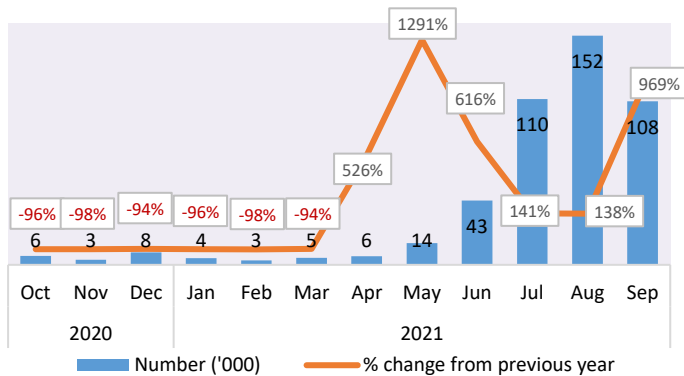
#### International departures in the period October'20-September'21<sup>1</sup>

|                            | % of departures | Number         | % change from the past 12 months* |
|----------------------------|-----------------|----------------|-----------------------------------|
| <b>Total number</b>        |                 | <b>462,101</b> | <b>-47.5%</b>                     |
| <i>Top ten countries**</i> |                 |                |                                   |
| USA                        | 36.7%           | 169,783        | 30.9%                             |
| Germany                    | 9.6%            | 44,239         | -29.3%                            |
| Poland                     | 8.4%            | 39,029         | -29.7%                            |
| France                     | 4.9%            | 22,475         | -53.3%                            |
| UK                         | 4.8%            | 21,992         | -87.9%                            |
| Italy                      | 4.2%            | 19,486         | -8.8%                             |
| Denmark                    | 3.2%            | 15,000         | -52.9%                            |
| Baltic states              | 2.8%            | 12,751         | -46.2%                            |
| Spain                      | 2.7%            | 12,366         | -40.9%                            |
| Israel                     | 2.4%            | 11,169         | 1058.7%                           |

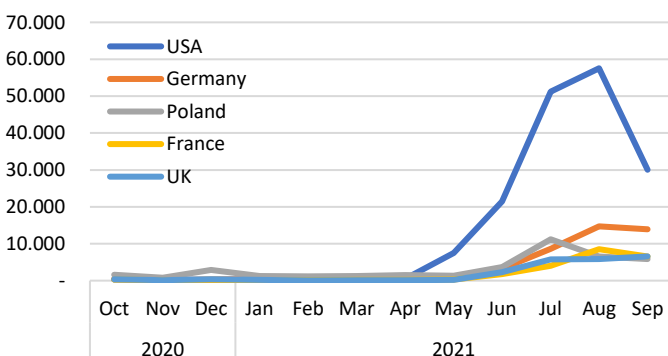
\*Comparison of the periods October-September 2019-20/2020-21.

\*\*Top ten countries were 79.7%.

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



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



\*Top five countries (October'20-September'21) in total were 64.4%.

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

#### Purpose of visit October 2020 – September 2021<sup>2</sup>

|                                 | Number* | % of visitors |
|---------------------------------|---------|---------------|
| Holiday                         | 415,429 | 89.9%         |
| Visit friends/relatives         | 19,408  | 4.2%          |
| Health related, education etc.  | 7,856   | 1.7%          |
| Business related                | 11,090  | 2.4%          |
| Temporary work                  | 4,621   | 1.0%          |
| Visit without an overnight stay | 3,697   | 0.8%          |

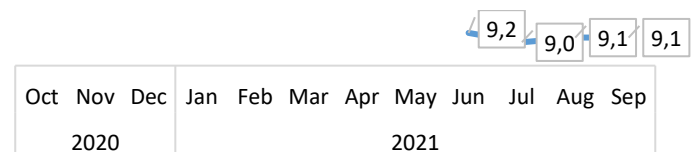
\*Calculation based on visitor statistics at Keflavik Airport.

#### Length of stay in Iceland October 2020 – September 2021<sup>2</sup>

|                               | Number of nights | % change from the past 12 months* |
|-------------------------------|------------------|-----------------------------------|
| <b>Average length of stay</b> | <b>9,1</b>       | <b>37.9%</b>                      |
| USA                           | 8,0              | 37.9%                             |
| Germany                       | 11,2             | 27.3%                             |
| Poland                        | 8,0              | 8.1%                              |
| France                        | 10,4             | 28.4%                             |
| UK                            | 7,5              | 59.6%                             |
| Italy                         | 10,2             | 14.6%                             |
| Denmark                       | 8,5              | 16.4%                             |
| Baltic states                 | 8,4              | 12.0%                             |
| Spain                         | 10,6             | 34.2%                             |
| Israel                        | 12,3             | 4.2%                              |

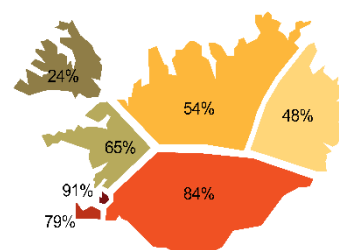
\*Comparison of the periods October-September 2019-20/2020-21.

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



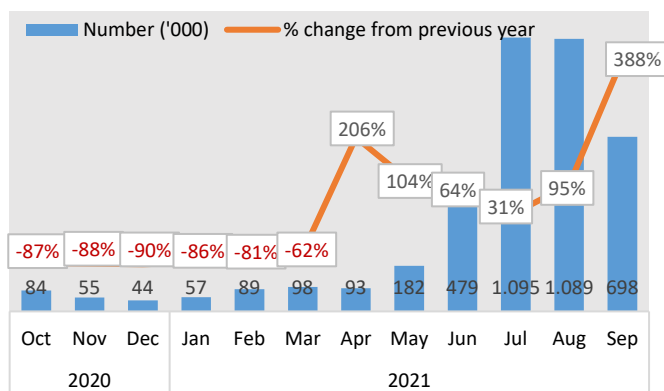
### International visitors by region

#### Which regions were visited June-September 2021<sup>2</sup>



## Overnight stays

### Overnight stays\* in registered accommodation by month<sup>3</sup>



\*Non-registered overnight stays are not included.

### Overnight stays in registered accommodation Oct'20-Sept'21<sup>3</sup>

|                             | % of guest nights | Number           | % change from the past 12 months* |
|-----------------------------|-------------------|------------------|-----------------------------------|
| <b>Total guest nights**</b> |                   | <b>4,063,037</b> | <b>-13.4%</b>                     |
| Hotels                      | 42.6%             | 1,731,520        | -29.6%                            |
| Guesthouses                 | 17.4%             | 708,081          | 0.7%                              |
| Other accommodation         | 40.0%             | 1,623,436        | 6.3%                              |

\*Comparison of the periods October-September 2019-20/2020-21.

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

### Overnight stays in hotels October 2020 - September 2021<sup>3</sup>

|                             | % of hotel guest nights | Number           | % change from the past 12 months* |
|-----------------------------|-------------------------|------------------|-----------------------------------|
| <b>Total guest nights**</b> |                         | <b>1,731,520</b> | <b>-29.6%</b>                     |
| Iceland                     | 39.7%                   | 687,874          | 16.3%                             |
| USA                         | 25.5%                   | 441,070          | 2.5%                              |
| Germany                     | 7.2%                    | 124,579          | -23.8%                            |
| UK                          | 4.3%                    | 73,949           | -82.8%                            |
| Italy                       | 2.8%                    | 49,348           | 63.3%                             |

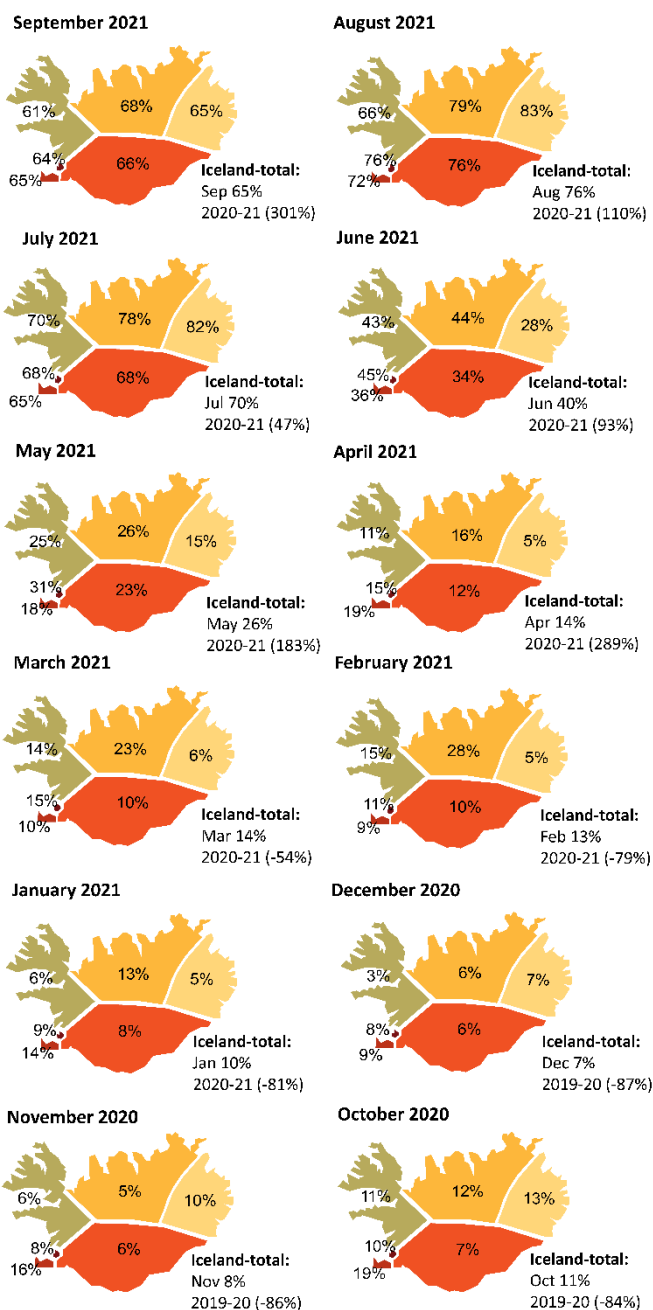
\*Comparison of the periods October-September 2019-20/2020-21.

\*\*5 largest nationalities accounted for 79.5% of total guest nights in hotels.

### Room occupancy in hotels October 2020 - September 2021<sup>3</sup>

|        | Total          |                                  | Capital region |                                  |
|--------|----------------|----------------------------------|----------------|----------------------------------|
|        | Room occupancy | % change from the past 12 months | Room occupancy | % change from the past 12 months |
| 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 | 9.5%           | -80.7%                           | 9.4%           | -85.9%                           |
| Feb'21 | 12.8%          | -78.8%                           | 10.9%          | -86.3%                           |
| Mar'21 | 14.0%          | -53.6%                           | 15.4%          | -59.7%                           |
| Apr'21 | 14.0%          | 288.9%                           | 15.2%          | 406.7%                           |
| May'21 | 25.5%          | 183.3%                           | 31.0%          | 496.2%                           |
| Jun'21 | 40.1%          | 92.8%                            | 44.8%          | 273.3%                           |
| Jul'21 | 69.6%          | 46.5%                            | 67.8%          | 96.0%                            |
| Aug'21 | 75.5%          | 108.0%                           | 76.2%          | 166.4%                           |
| Sep'21 | 64.5%          | 300.6%                           | 63.7%          | 361.6%                           |

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



## 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.

<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 2020 and September 2020 - May 2021.

<sup>3</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 for 2021.