

# TOURISM IN ICELAND IN FIGURES

## - August 2023

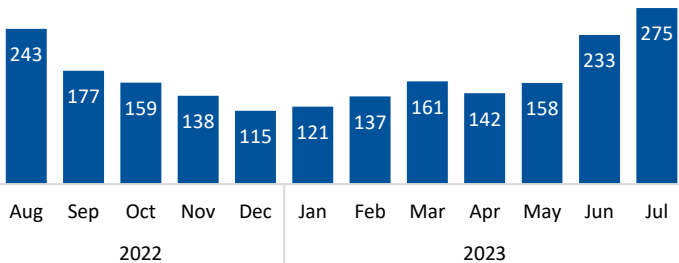
### International visitors through Keflavik airport

#### International departures August 2022 – July 2023<sup>1</sup>

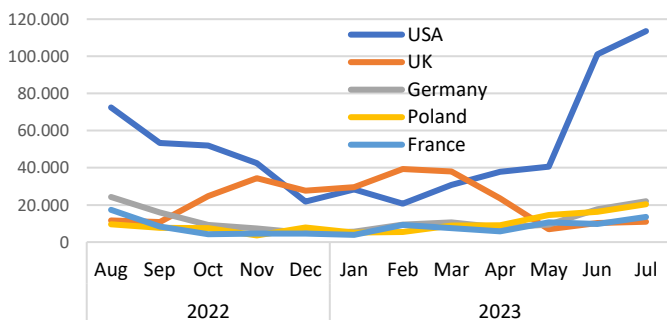
	% of departures	Number	% change for the past 12 months*
<b>Total number</b>		<b>2,059,564</b>	<b>50.5%</b>
<i>Top ten countries (74.2% of total)</i>			
USA	29.9%	614,921	70.0%
UK	13.0%	268,094	61.1%
Germany	7.0%	144,221	21.0%
Poland	5.6%	116,090	48.6%
France	4.8%	99,323	24.0%
Italy	3.5%	73,092	39.8%
Spain	2.7%	55,732	37.2%
Denmark	2.7%	54,641	-0.2%
Netherlands	2.6%	53,578	22.9%
Canada	2.3%	47,970	79.9%

\*Comparison of the periods August-July 2021-22/2022-23.

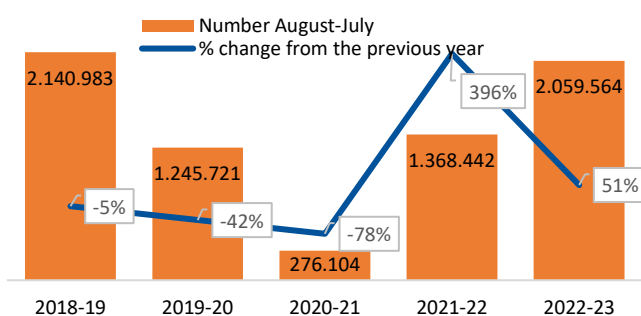
#### Departures ('000) by month<sup>1</sup>



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



#### International departures 2018-2023<sup>1</sup>



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

#### Purpose of visit August 2022 – July 2023<sup>2</sup>

	% of visitors	Number*
Holiday	89.5%	1,844,134
Visit friends/relatives	4.0%	83,000
Business	3.1%	64,052
Health related, educational etc.	1.6%	32,541
Other	1.7%	35,837

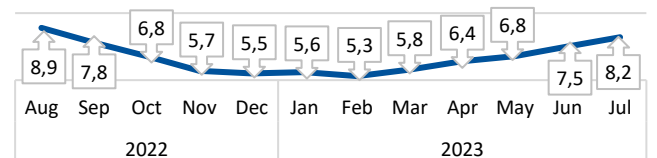
\*Calculation based on visitor statistics at Keflavik airport.

#### Length of stay August 2022 – July 2023<sup>2</sup>

	Number of nights	% change for the past 12 months*
<b>Average length of stay</b>	<b>7,5</b>	<b>-5.3%</b>
USA	6,5	-5.8%
UK	5,1	-5.6%
Germany	9,5	-3.1%
Poland	6,6	-20.5%
France	9,4	10.5%
Italy	7,8	-7.1%
Spain	8,4	-5.6%
Denmark	6,5	-4.4%
Netherlands	8,1	-3.6%
Canada	7,1	-9.0%

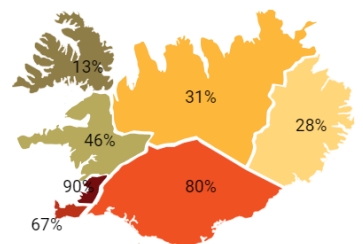
\* Comparison of the periods August-July 2021-22/2022-23.

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

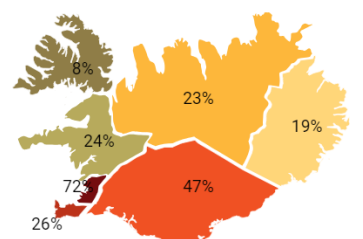


### Regions visited and overnight stays<sup>2</sup>

#### Which region did foreign guests visit August'22 – July'23<sup>1</sup>



#### In which region did foreign guests stay overnight August'22 – July'23<sup>1</sup>



## Overnight stays

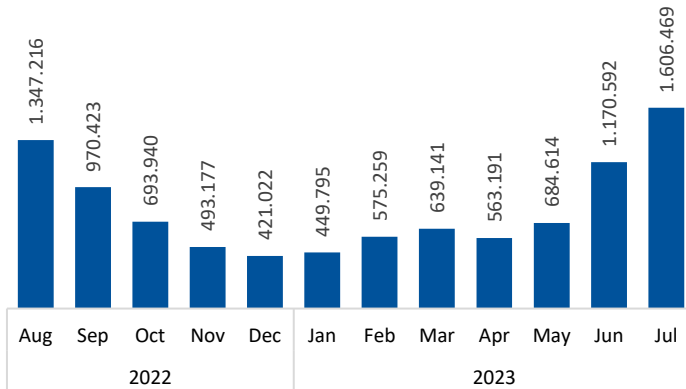
### Overnight stays in registered accommodation (August'22-July'23<sup>3</sup>)

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>9,614,839</b>	<b>28.4%</b>
Hotels	54.2%	5,211,109	27.5%
Guesthouses	13.4%	1,290,830	18.1%
Other accommodation	32.4%	3,112,900	34.7%

\*Comparison of the periods August-July 2021/22 - 2022/23.

\*\*Non-registered overnight stays were 1,727,800.

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



\*Overnight stays of Icelanders and international visitors in registered accommodation.

### Overnight stays in hotels August 2022 – July 2023<sup>3</sup>

	% of hotel guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>5,211,109</b>	<b>27.5%</b>
USA	26.2%	1,363,724	35.7%
Iceland	18.6%	968,147	4.9%
UK	14.3%	746,724	42.9%
Germany	7.8%	406,491	10.4%
France	3.8%	196,942	13.8%

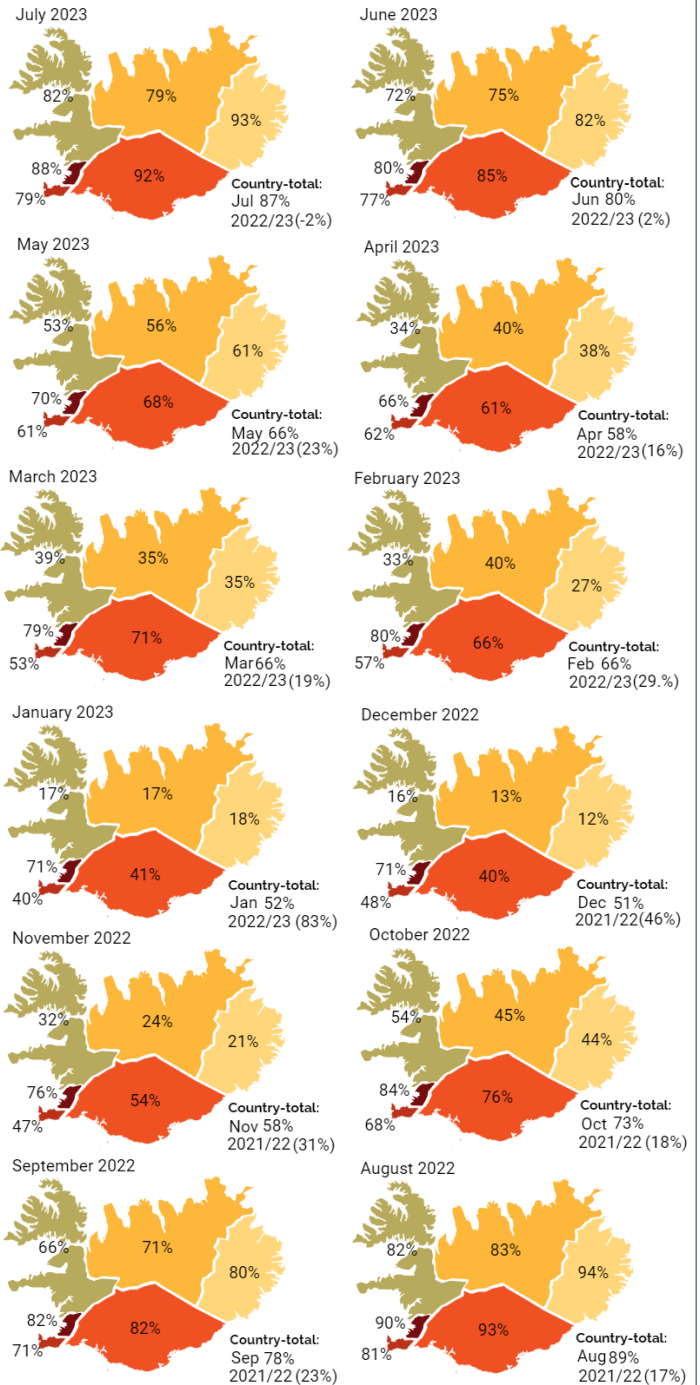
\*Comparison of the periods August-July 2021/22 - 2022/23.

\*\*5 largest nationalities accounted for 70.7% of total guest nights in hotels.

### Room occupancy in hotels (August 2022 – July 2023<sup>3</sup>)

	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
Aug'22	88.6%	17.4%	90.3%	18.5%
Sep'22	78.3%	23.3%	81.8%	29.2%
Oct'22	73.0%	18.1%	84.3%	16.9%
Nov'22	58.4%	31.2%	76.3%	31.1%
Dec'22	50.8%	45.6%	70.8%	53.2%
Jan'23	52.0%	82.5%	71.0%	94.5%
Feb'23	65.8%	29.0%	79.9%	19.1%
Mar'23	65.6%	19.1%	78.7%	15.7%
Apr'23	58.2%	16.2%	66.1%	12.2%
May'23	65.6%	23.1%	70.2%	12.3%
Jun'23	79.8%	1.7%	80.0%	-2.9%
Jul'23	86.6%	-2.1%	87.5%	-3.5%

## 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 2021-2023.

<sup>3</sup>Statistics Iceland: Accommodation statistics 2021-2023. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2023.