

# TOURISM IN ICELAND IN FIGURES

# - March 2023

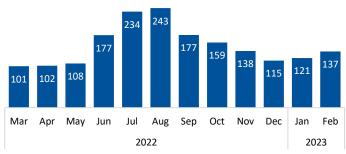
# International visitors through Keflavik airport

#### International departures March 2022 - February 20231

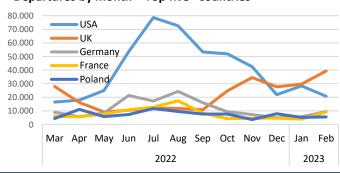
|                                 |            |           | % change |
|---------------------------------|------------|-----------|----------|
|                                 |            |           | for the  |
|                                 | % of       |           | past 12  |
|                                 | departures | Number    | monthts* |
| Total number                    |            | 1,811,429 | 133.1%   |
| Top ten countries (74% of total | )          |           |          |
| USA                             | 26.6%      | 482,510   | 92.0%    |
| UK                              | 14.0%      | 253,888   | 155.7%   |
| Germany                         | 7.6%       | 138,189   | 92.5%    |
| France                          | 5.2%       | 94,936    | 116.5%   |
| Poland                          | 4.8%       | 87,032    | 53.0%    |
| Italy                           | 3.6%       | 65,948    | 104.0%   |
| Denmark                         | 3.4%       | 62,080    | 129.0%   |
| Spain                           | 2.9%       | 52,717    | 135.2%   |
| Netherlands                     | 2.8%       | 51,102    | 128.7%   |
| Canada                          | 2.5%       | 45,616    | 451.5%   |

<sup>\*</sup>Comparison of the periods March-February 2021-22/2022-23.

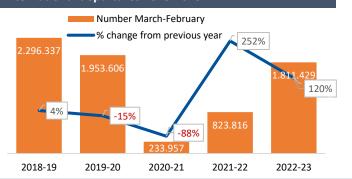
#### Departures ('000) by month<sup>1</sup>



### Departures by month - Top five\* countries1



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



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

# Purpose of visit March 2022 - February 2023<sup>2</sup>

|                                  | % of     |           |
|----------------------------------|----------|-----------|
|                                  | visitors | Number*   |
| Holiday                          | 91.5%    | 1,657,458 |
| Visit friends/relatives          | 3.1%     | 56,154    |
| Business                         | 3.0%     | 54,343    |
| Health related, educational etc. | 1.5%     | 27,171    |
| Temporary work                   | 0.4%     | 7,246     |
| Visit without an overnight stay  | 0.5%     | 9,057     |

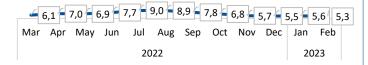
<sup>\*</sup>Calculation based on visitor statistics at Keflavik airport.

#### Length of stay March 2022 - February 2023<sup>2</sup>

|                        | Number of | % change for the |
|------------------------|-----------|------------------|
|                        | nights    | past 12 months*  |
| Average length of stay | 7,2       | -8.9%            |
| USA                    | 6,4       | -14.7%           |
| UK                     | 5,3       | -                |
| Germany                | 9,7       | -1.0%            |
| France                 | 9,0       | 3.5%             |
| Poland                 | 8,1       | 12.5%            |
| Italy                  | 8,0       | -11.1%           |
| Denmark                | 6,8       | -10.5%           |
| Spain                  | 8,5       | -8.6%            |
| Netherlands            | 8,5       | 2.4%             |
| Canada                 | 7,1       | -15.5%           |

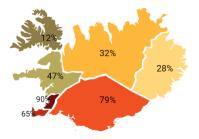
st Comparison of the periods March-February 2021-22/2022-23.

#### Average length of stay by month (nights)2

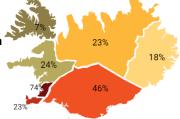


#### Regions visited and overnight stays<sup>2</sup>

Which region did foreign guests visit March'22 – February'23<sup>1</sup>



In which region did foreign guests stay overnight March'22 – February'23<sup>1</sup>



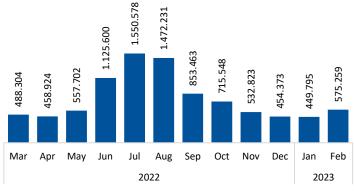
#### **Overnight stays**

#### Overnight stays in registered accommodation (March'22-Feb.'233)

|                      | % of   |           | % change      |
|----------------------|--------|-----------|---------------|
|                      | guest  |           | from the past |
|                      | nights | Number    | 12 months*    |
| Total guest nights** |        | 9,234,600 | 67.3%         |
| Hotels               | 53.6%  | 4,950,980 | 75.6%         |
| Guesthouses          | 14.4%  | 1,329,591 | 62.2%         |
| Other accommodation  | 32.0%  | 2,954,029 | 67.3%         |

<sup>\*</sup>Comparison of the periods March-February 2021/22 - 2022/23.

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



<sup>\*</sup>Overnight stays of Icelanders and international visitors in registered accommodation.

#### Overnight stayes in hotels March 2022 - February 2023<sup>3</sup>

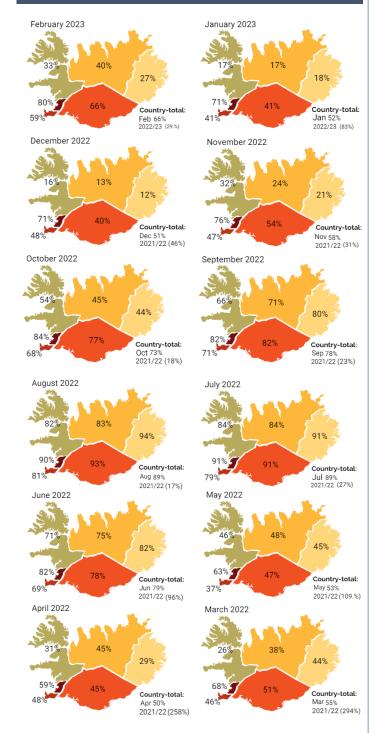
| -                    |              |           |               |
|----------------------|--------------|-----------|---------------|
|                      |              |           | % change from |
|                      | % af hotel   |           | the past 12   |
|                      | guest nights | Number    | months *      |
| Total guest nights** |              | 4,950,980 | 45.6%         |
| USA                  | 24.8%        | 1,228,810 | 72.8%         |
| Iceland              | 19.4%        | 960,212   | 11.9%         |
| UK                   | 14.8%        | 731,727   | 123.6%        |
| Germany              | 8.4%         | 415,438   | 98.4%         |
| France               | 4.0%         | 198,371   | 99.6%         |

<sup>\*</sup>Comparison of the periods March-February 2021/22 - 2022/23.

# Room occupancy in hotels (March 2022 – February 2023<sup>3</sup>)

|        | Total         |          | Capit         | tal region |
|--------|---------------|----------|---------------|------------|
| •      | % change from |          | % change from |            |
|        | Room          | previous | Room          | previous   |
|        | occupancy     | year     | occupancy     | year       |
| Mar'22 | 55.1%         | 293.6%   | 68.0%         | 341.6%     |
| Apr'22 | 50.1%         | 257.9%   | 58.9%         | 287.5%     |
| May'22 | 53.3%         | 109.0%   | 62.5%         | 101.6%     |
| Jun'22 | 78.5%         | 96.3%    | 82.4%         | 83.9%      |
| Jul'22 | 88.5%         | 27.2%    | 90.7%         | 33.8%      |
| Augʻ22 | 88.6%         | 17.4%    | 90.3%         | 18.5%      |
| Sep'22 | 78.3%         | 23.3%    | 81.8%         | 29.2%      |
| Oct'22 | 73.1%         | 18.3%    | 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 | 52.2%         | 83.2%    | 71.0%         | 94.5%      |
| Feb'23 | 65,9%         | 29,2%    | 79,9%         | 19,1%      |

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



# 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.

<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 September 2020 - May 2021.

<sup>3</sup>Statistics Iceland: Accommodation statistics 2021-2023. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Icelands's database. Estimated figures for 2022.



<sup>\*\*</sup>Non-registered stays are not included.

<sup>\*\*5</sup> largest nationalities accounted for 71.4% of total guest nights in hotels.