

# TOURISM IN ICELAND IN FIGURES

## - November 2023

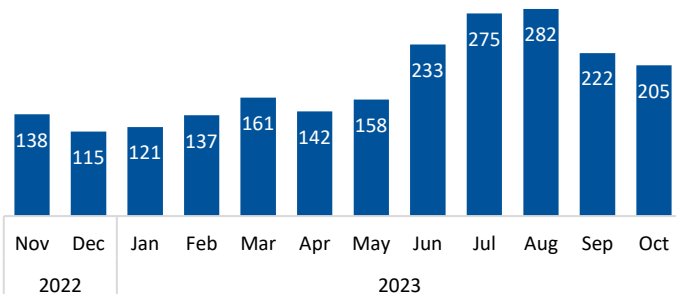
### International visitors through Keflavik airport

#### International departures November 2022 – October 2023<sup>1</sup>

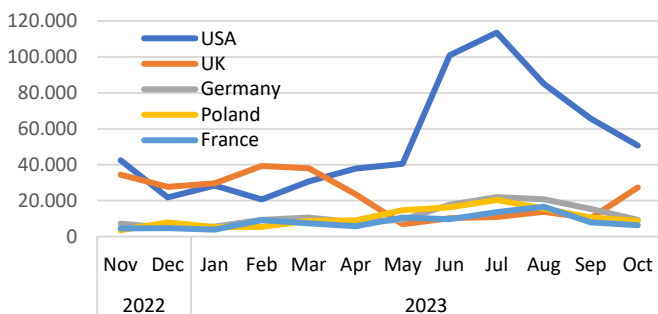
	% of departures	Number	% change for the past 12 months*
<b>Total number</b>		<b>2,189,202</b>	<b>38.2%</b>
<i>Top ten countries (72.1% of total)</i>			
USA	29.2%	638,798	52.4%
UK	12.4%	272,253	42.5%
Germany	6.4%	140,176	7.7%
Poland	5.8%	126,391	48.4%
France	4.6%	100,391	10.1%
Italy	3.4%	75,314	23.0%
Spain	2.9%	64,254	31.4%
Canada	2.6%	56,933	39.2%
Netherlands	2.4%	52,079	2.8%
Denmark	2.4%	51,525	-11.1%

\*Comparison of the periods November-October 2021-22/2022-23.

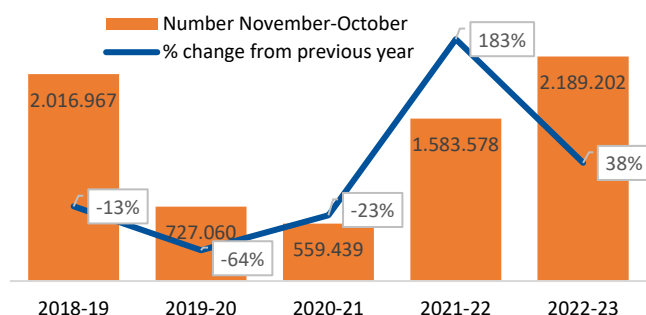
#### Departures ('000) by month<sup>1</sup>



#### 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 November 2022 – October 2023<sup>2</sup>

	% of visitors	Number*
Holiday	93.2%	2,040,336
Visit friends/relatives	2.2%	48,162
Business	2.4%	52,541
Health related, educational etc.	1.2%	26,270
Other	1.0%	21,893

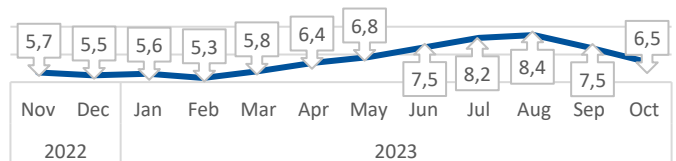
\*Calculation based on visitor statistics at Keflavik airport.

#### Length of stay November 2022 – October 2023<sup>2</sup>

	Number of nights	% change for the past 12 months*
<b>Average length of stay</b>	<b>7,5</b>	<b>-5.6%</b>
USA	6,4	-5.9%
UK	4,9	-10.9%
Germany	9,5	-4.0%
Poland	6,4	-22.9%
France	9,4	5.6%
Italy	7,9	-7.1%
Spain	8,6	1.2%
Canada	7,1	-4.1%
Netherlands	8,0	-5.9%
Denmark	6,5	-4.4%

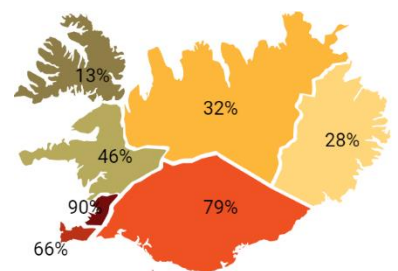
\* Comparison of the periods November-October 2021-22/2022-23.

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

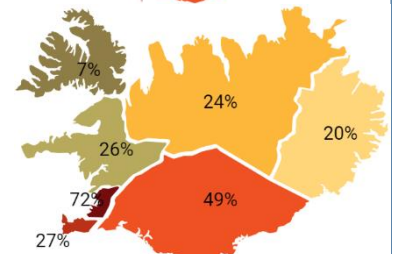


### Regions visited and overnight stays<sup>2</sup>

#### Which region did foreign guests visit November '22-October '23<sup>1</sup>



#### In which region did foreign guests stay overnight November '22-October '23<sup>1</sup>



## Overnight stays

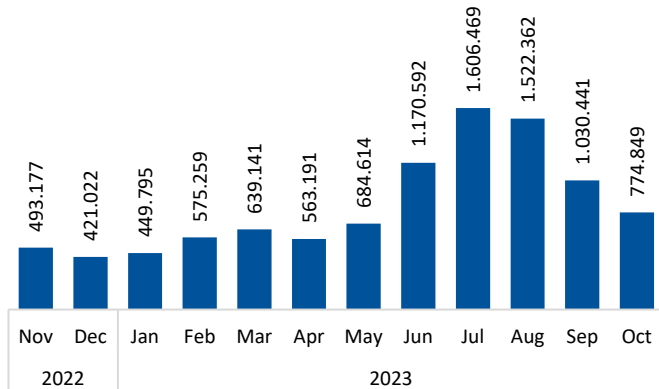
### Overnight stays in registered accommodation (Nov'22-Oct'23<sup>3</sup>)

	% of guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>9,930,912</b>	<b>20.3%</b>
Hotels	53.1%	5,270,731	17.6%
Guesthouses	13.3%	1,320,560	15.7%
Other accommodation	33.6%	3,339,621	27.0%

\*Comparison of the periods November-October 2021/22 - 2022/23.

\*\*Non-registered overnight stays were 1,848,800.

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



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

### Overnight stays in hotels November 2022 - October 2023<sup>3</sup>

	% of hotel guest nights	Number	% change from the past 12 months*
<b>Total guest nights**</b>		<b>5,270,731</b>	<b>17.6%</b>
USA	26.7%	1,409,121	24.9%
Iceland	18.1%	951,680	5.4%
UK	13.8%	729,487	23.7%
Germany	7.4%	388,200	-1.9%
France	3.6%	191,356	0.2%

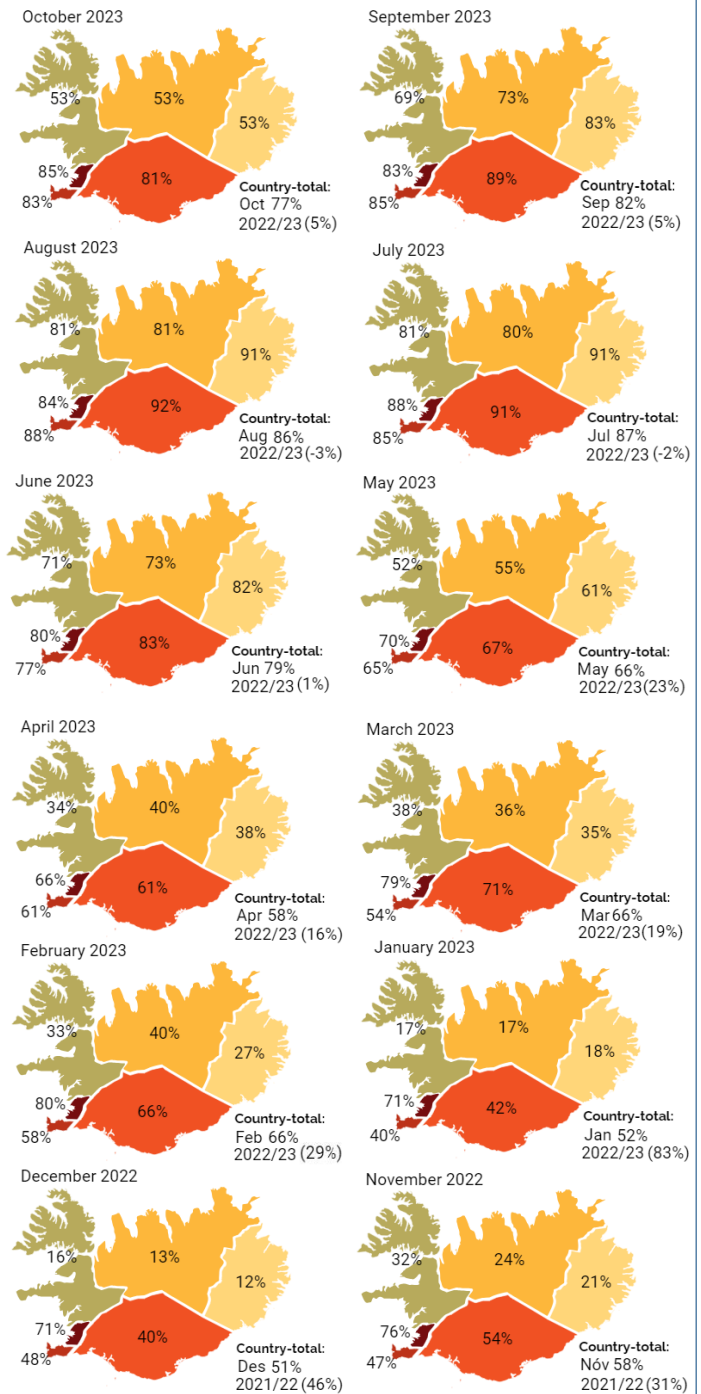
\*Comparison of the periods November-October 2021/22 - 2022/23.

\*\*5 largest nationalities accounted for 69.6% of total guest nights in hotels.

### Room occupancy in hotels (November 2022 – October 2023<sup>3</sup>)

	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
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%
Mar'23	65.6%	19.1%	78.7%	15.7%
Apr'23	58.1%	16.0%	66.1%	12.2%
May'23	65.7%	23.3%	70.2%	12.3%
Jun'23	79.0%	0.6%	80.0%	-2.9%
Jul'23	86.7%	-2.0%	87.5%	-3.5%
Aug'23	85.9%	-3.0%	84.3%	-6.6%
Sep'23	82.2%	5.0%	83.0%	1.5%
Oct'23	76.7%	5.1%	84.7%	0.5%

## 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. Until September 2019 the counting covered 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.