

TOURISM IN ICELAND IN FIGURES

- September 2023

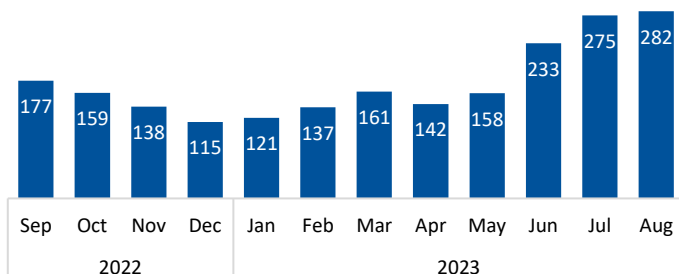
International visitors through Keflavik airport

International departures September 2022 – August 2023¹

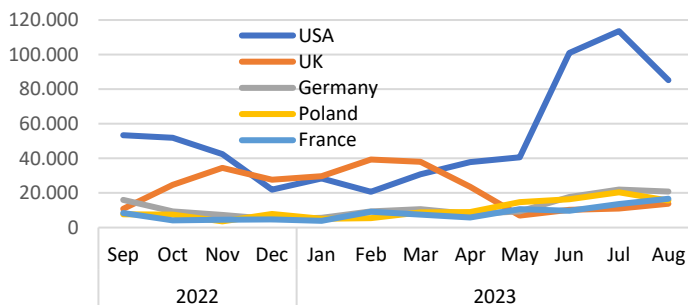
	% of departures	Number	% change for the past 12 months*
Total number		2,098,408	43.8%
<i>Top ten countries (73.9% of total)</i>			
USA	29.9%	627,570	66.6%
UK	12.9%	270,237	56.8%
Germany	6.7%	140,719	9.3%
Poland	5.8%	122,177	50.6%
France	4.7%	98,619	10.9%
Italy	3.5%	72,586	18.1%
Spain	2.9%	61,288	35.7%
Denmark	2.6%	55,154	-1.5%
Netherlands	2.5%	52,504	11.7%
Canada	2.4%	50,204	47.6%

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

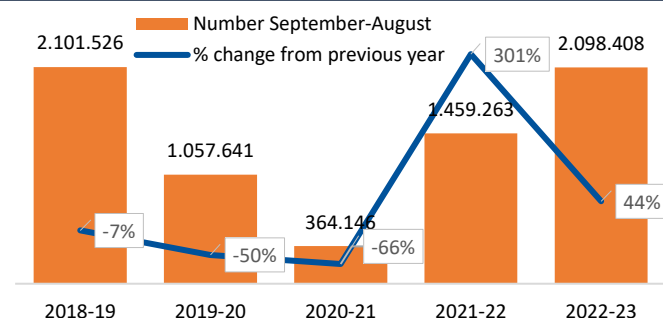
Departures ('000) by month¹



Departures by month – Top five* countries¹



International departures 2018-2023¹



Main purpose of visit to Iceland and length of stay

Purpose of visit September 2022 – August 2023²

	% of visitors	Number*
Holiday	93.6%	1,964,110
Visit friends/relatives	2.2%	46,165
Business	2.2%	46,165
Health related, educational etc.	1.3%	27,279
Other	0.7%	14,689

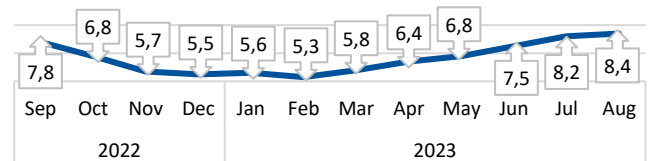
*Calculation based on visitor statistics at Keflavik airport.

Length of stay September 2022 – August 2023²

	Number of nights	% change for the past 12 months*
Average length of stay	7,5	-5.0%
USA	6,4	-7.3%
UK	5,0	-9.1%
Germany	9,4	-5.1%
Poland	6,5	-21.7%
France	9,5	8.0%
Italy	8,0	-4.8%
Spain	8,6	-2.3%
Denmark	6,6	-2.9%
Netherlands	8,0	-4.8%
Canada	7,3	-2.7%

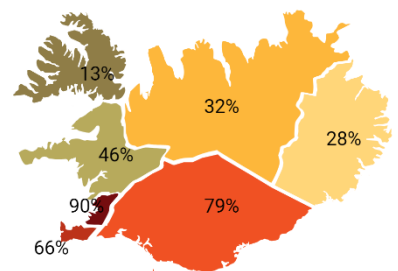
* Comparison of the periods September-August 2021-22/2022-23.

Average length of stay by month (nights)²

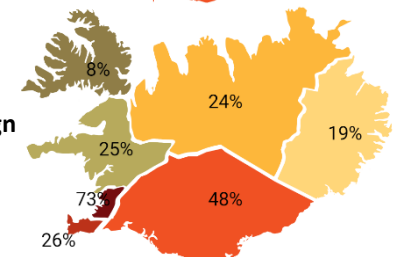


Regions visited and overnight stays²

Which region did foreign guests visit September'22-August'23¹



In which region did foreign guests stay overnight September'22-August'23¹



Overnight stays

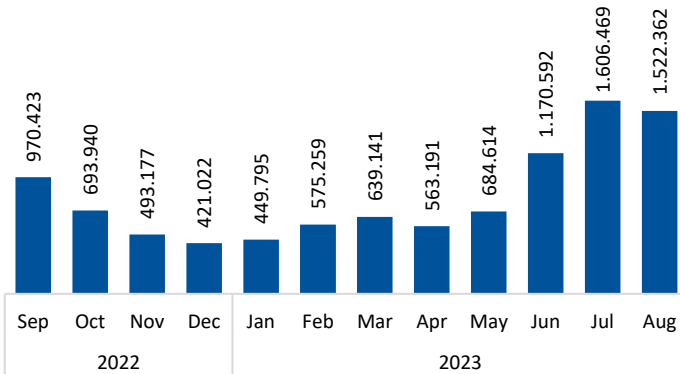
Overnight stays in registered accommodation (Sep'22-August'23³)

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		9,789,985	25.5%
Hotels	53.4%	5,229,844	23.2%
Guesthouses	13.1%	1,281,989	14.4%
Other accommodation	33.5%	3,278,152	34.7%

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

**Non-registered overnight stays were 1,756,800.

Overnight stays* in registered accommodation by month³



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

Overnight stays in hotels September 2022 – August 2023³

	% of hotel guest nights	Number	% change from the past 12 months*
Total guest nights**		5,229,844	23.2%
USA	26.5%	1,384,658	32.5%
Iceland	18.5%	968,447	6.6%
UK	14.2%	740,916	37.6%
Germany	7.5%	393,268	1.1%
France	3.7%	194,530	6.7%

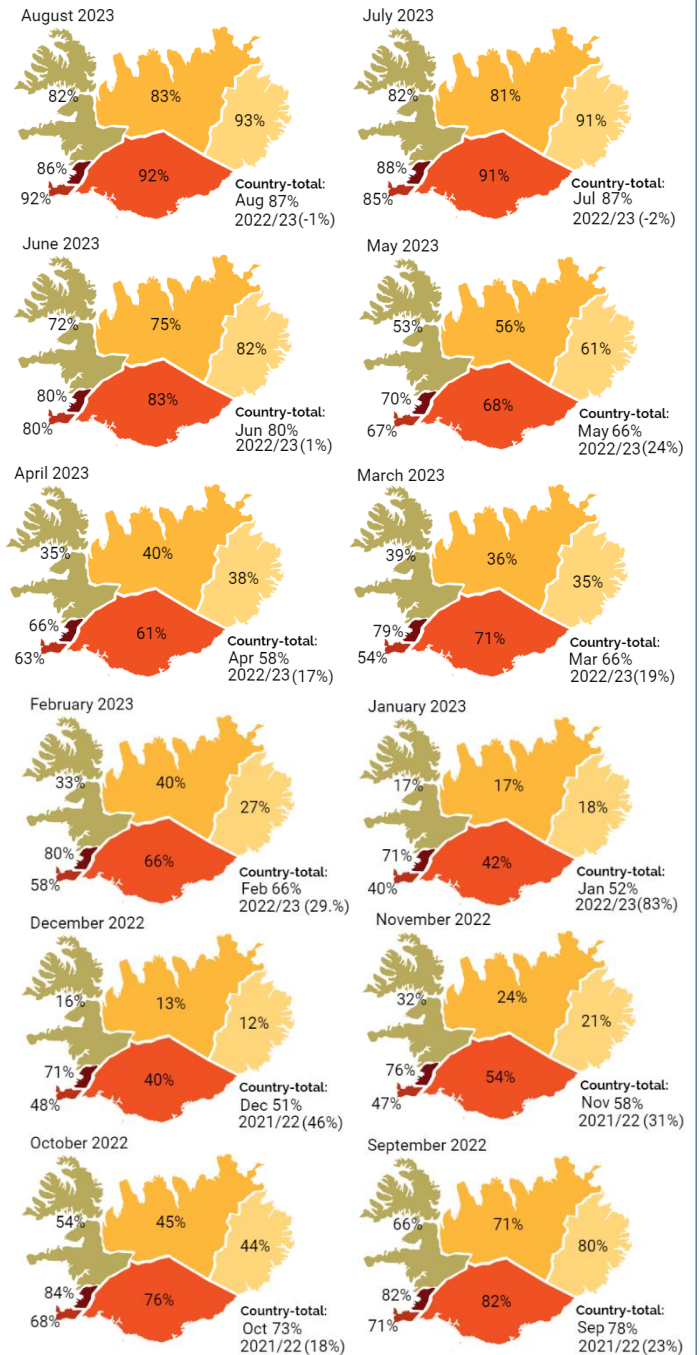
*Comparison of the periods September-August 2021/22 - 2022/23.

**5 largest nationalities accounted for 70.4% of total guest nights in hotels.

Room occupancy in hotels (September 2022 – August 2023³)

	Total		Capital region	
	Room occupancy	% change from previous year	Room occupancy	% change from previous year
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	52.2%	83.2%	71.0%	94.5%
Feb'23	65.9%	29.2%	79.9%	19.1%
Mar'23	65.8%	19.4%	78.7%	15.7%
Apr'23	58.4%	16.6%	66.1%	12.2%
May'23	66.1%	24.0%	70.2%	12.3%
Jun'23	79.5%	1.3%	80.0%	-2.9%
Jul'23	86.9%	-1.8%	87.5%	-3.5%
Aug'23	87.4%	-1.4%	86.0%	-4.8%

Room occupancy in hotels by region³



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. Until September 2019 the counting covered all passengers going through the security check. From October 2019, the counting is based on a sampling method.

²Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport 2021-2023.

³Statistics 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.