



TOURISM IN ICELAND IN FIGURES

- October 2024

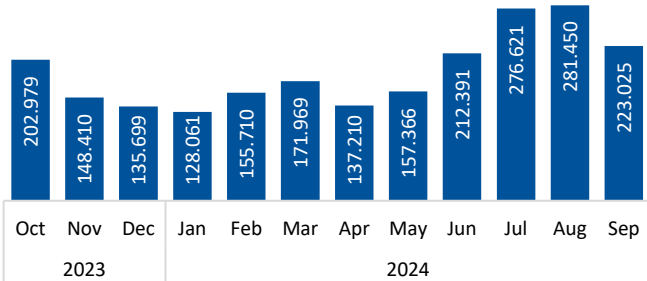
International visitors through Keflavik airport

International departures October 2023 – September 2024¹

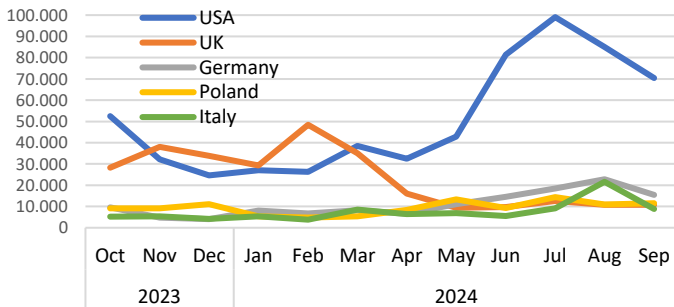
	% of departures	Number	% change for the past 12 months*
Total number		2,230,891	4,3%
<i>Top ten countries (72.8% of total)</i>			
USA	27.4%	612,094	-5.3%
UK	12.6%	282,205	4.3%
Germany	5.8%	130,419	-7.9%
Poland	5.1%	112,929	-10.5%
Italy	4.1%	90,821	20.2%
France	4.1%	90,611	-8.5%
China	4.0%	90,197	102.7%
Canada	3.5%	77,846	43.2%
Spain	3.2%	71,459	13.6%
Netherlands	3.0%	66,570	32.8%

*Comparison of the periods October-September 2022-23/2023-24.

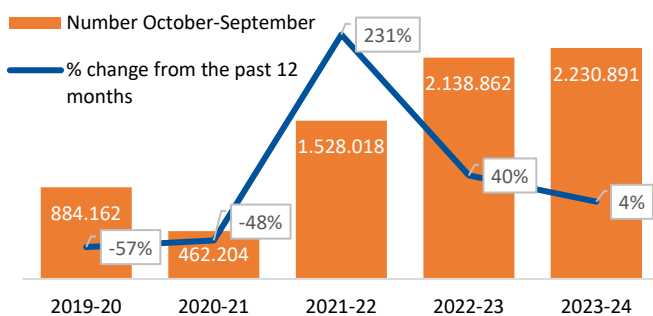
Departures by month ('000)¹



Departures by month – Top five* countries¹



International departures 2019-2024¹



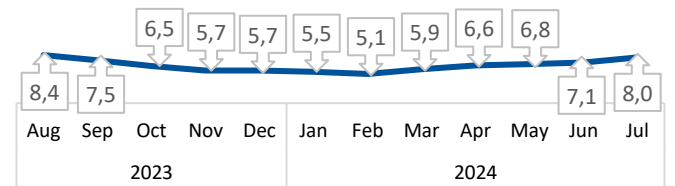
Length of stay

Length of stay August 2023 – July 2024² **

	Number of nights	% change for the past 12 months*
Average length of stay	7,0	-1.4%
USA	6,5	-7.7%
UK	5,1	-5.9%
Germany	9,4	3.2%
Poland	6,7	-1.5%
France	9,4	-5.3%
Italy	7,8	1.3%
China	5,7	5.3%
Canada	7,1	-4.2%
Spain	8,3	3.6%
Netherlands	8,0	1.3%

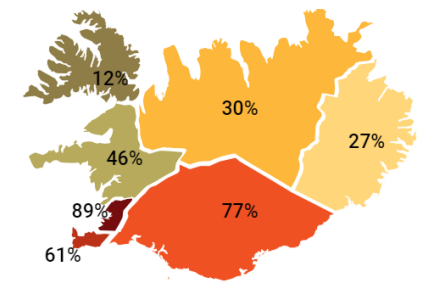
* Comparison of the periods August-July 2022-23/2023-24.

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

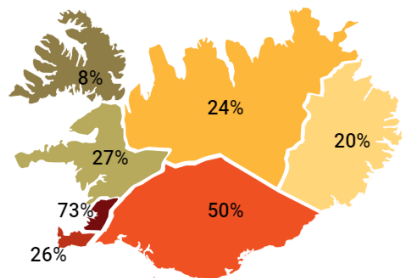


Regions visited and overnight stays

Which region did foreign guests visit August'23 – July'24² **



In which region did foreign guests stay overnight August'23 – July'24² **



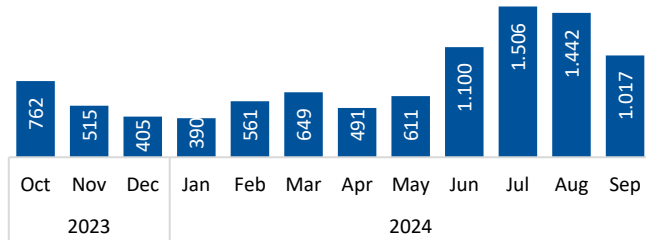
** It has not been possible to update the 12-month results due to a defect in the data collected during the Border Survey conducted by the Icelandic Tourist Board from July 18 to September 10.

Overnight stays

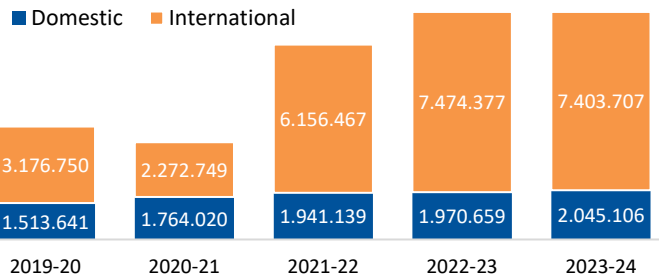
Overnight stays in registered accommodation (Oct'23-Sept'24)³

	% of guest nights	Number	% change from the last 12 months ⁴
Total guest nights*		9,448,813	0%
Hotel	54.6%	5,156,868	-1.7%
Guesthouses	12.7%	1,203,205	-4.8%
Other accommodation	32.7%	3,088,740	5.3%

Overnight stays ('000) in registered accommodation by month³



Overnight stays in registered accommodation (Oct-Sept)⁵



Hotel guest nights

Overnight stays in hotels October 2023 – September 2024³

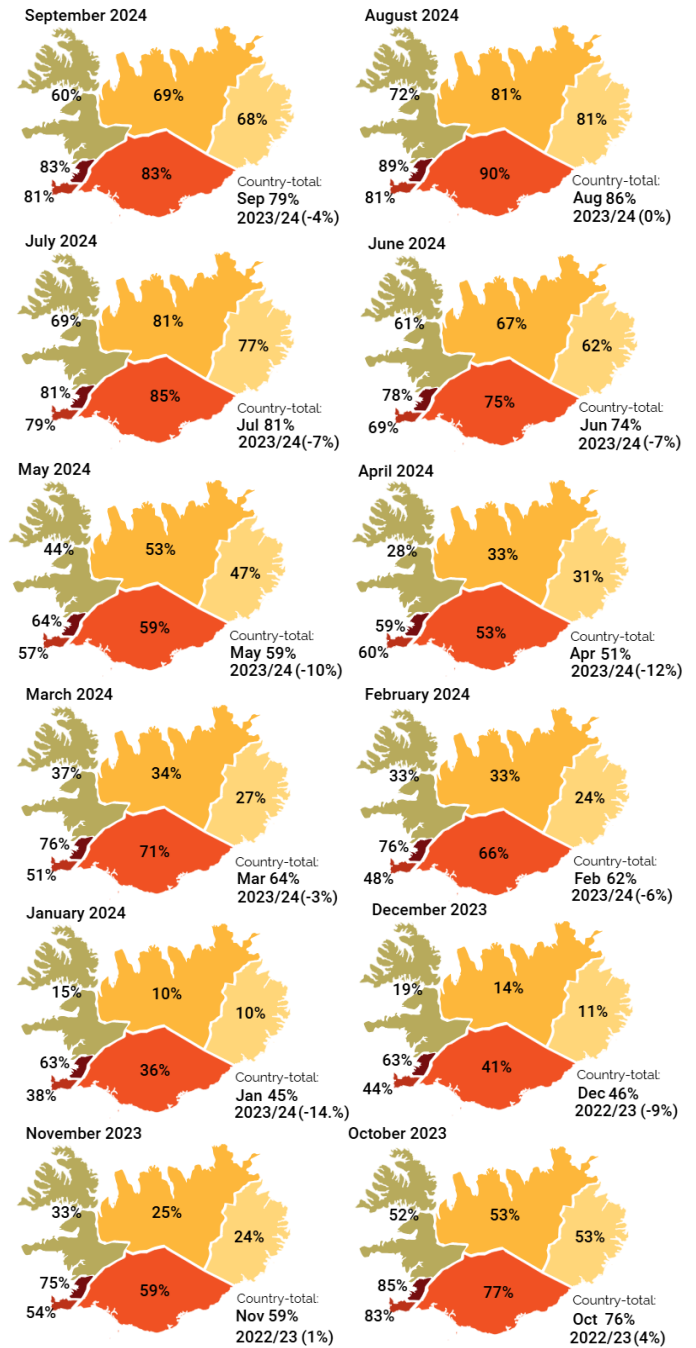
	% of hotel-guest nights	Number	% change from the past 12 months ⁴
Total hotel nights		5,156,868	-1.7%
USA	27.1%	1,398,255	-0.5%
Iceland	19.9%	1,024,101	6.8%
UK	12.3%	642,656	-14.1%
Germany	6.6%	342,864	-11.6%
China	3.6%	187,515	77.3%

*5 largest nationalities accounted for 69.5% of total guest nights in hotels.

Room occupancy in hotels October 2023 – September 2024³

	Total		Capital region	
	Room occupancy	12 month % change ⁴	Room occupancy	12 month % change ⁴
Oct'23	75.7%	3.7%	84.7%	0.5%
Nov'23	59.1%	1.2%	74.5%	-2.4%
Dec'23	46.2%	-9.1%	62.9%	-11.2%
Jan'24	44.8%	-14.2%	63.4%	-10.7%
Feb'24	62.1%	-5.8%	75.7%	-5.3%
Mar'24	63.5%	-3.2%	76.1%	-3.3%
Apr'24	51.2%	-11.9%	58.9%	-10.9%
May'24	58.9%	-10.4%	64.2%	-8.5%
Jun'24	73.6%	-6.7%	78.2%	-2.3%
Jul'24	80.8%	-6.8%	81.2%	-7.2%
Aug'24	86.1%	0.3%	89.2%	5.8%
Sep'24	78.8%	-3.7%	82.7%	-0.4%

Room occupancy in hotels by region³



Foreign tourist spending

Average spending of tourists per person/ per night excluding international flight/ferry expenses⁶

45,634 ISK in 2023

Average spending per guest night = (Total revenue from foreign tourists) ÷ (Number of international guest nights, registered and non-registered)

430.438,6 (Million ISK) ÷ 9,432,361

Sources

¹ 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.

² Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport 2022-2024.

³ Statistics Iceland: Accommodation statistics 2019-2024. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2024.

⁴ Comparison of the period October-September 2022/23 - 2023/24.

⁵ Comparison of the period October-September 2019-2024.

⁶ Statistics Iceland. External trade, estimated figures.