



TOURISM IN ICELAND IN FIGURES

- Summer (June-August) 2024

International visitors through Keflavik Airport

Visitors in summer (June-August) 2024 ¹

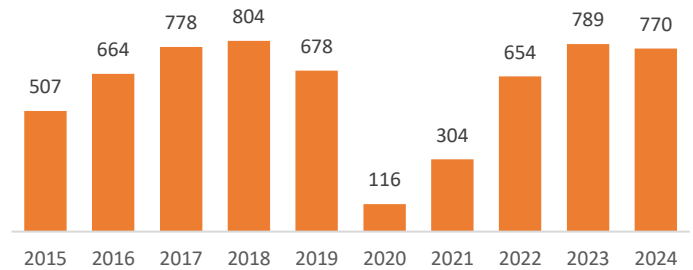
	% of departures	Number	% change**from	
			2023	2022
Total		770,466	-2.4%	17.9%
<i>Top 10 countries*</i>				
USA	34.4%	265,377	-11.9%	29.6%
Germany	7.2%	55,856	-8.2%	-11.1%
Italy	4.7%	36,304	12.6%	8.5%
Poland	4.5%	34,699	-34.1%	21.6%
France	4.4%	34,046	-15.5%	-16.8%
Canada	4.4%	33,942	40.9%	54.6%
UK	4.3%	33,133	-6.3%	-3.0%
China	3.3%	25,284	102.0%	446.2%
Spain	3.2%	24,998	-10.4%	24.7%
Netherlands	2.5%	19,284	16.7%	14.1%

*Top ten countries 72.9%.

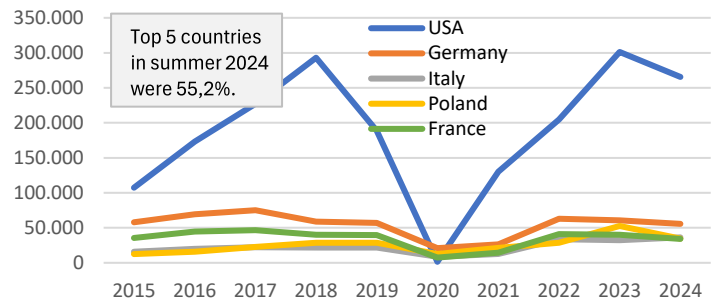
**Comparisons of the period June-August 2024/2023 and 2024/2022.

International visitors to Iceland in summer 2015-2024

Number ('000) of international visitors (June-August) ¹

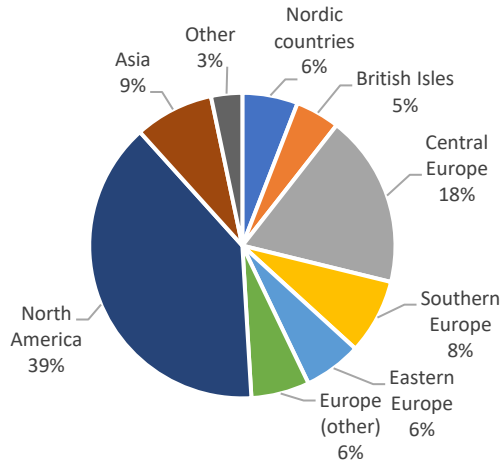


Top five countries (June-August) ¹



*Based on the 5 largest nationalities in summer 2024

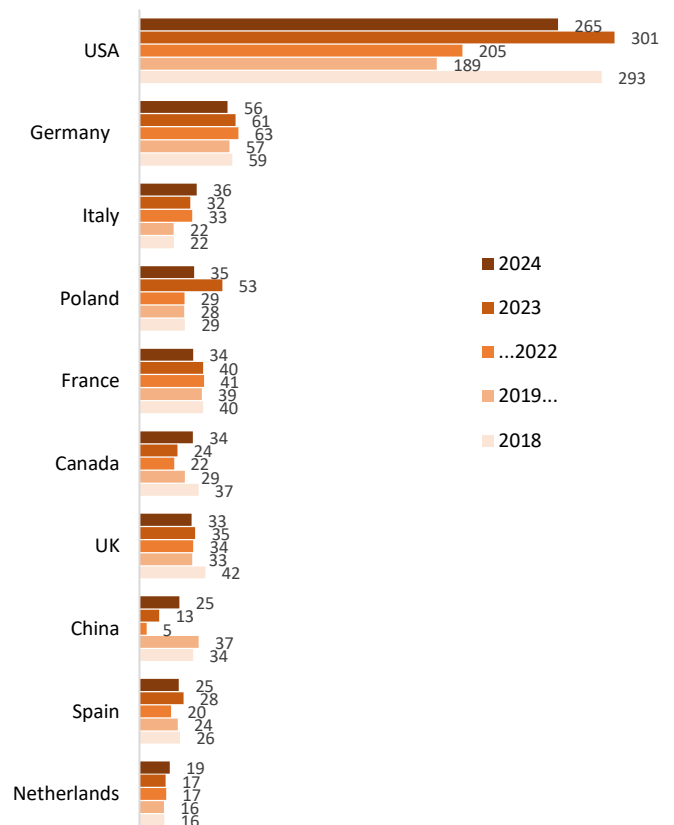
Visitors by market area* in summer 2024 ¹



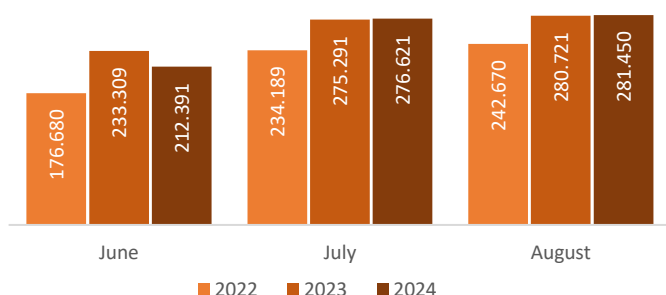
* **Nordic countries:** Denmark, Finland, Norway, Sweden, **British Isles:** Ireland, United Kingdom, **Central Europe:** Austria, Belgium, France, Germany, Netherlands, Switzerland, **Southern Europe:** Italy, Spain, **Eastern Europe:** Baltic states, Poland, **North America:** Canada, United States, Central America, **Asia:** China, India, Israel, Japan, Russia, Singapore, South Korea, Taiwan, Middle East, Asia (other), **Other:** Australia, New-Zealand, Africa, South-America, other unspecified.

International visitors in summer 2018-2019/2022-2024

Number ('000) of visitors by major nationalities (Jun-Aug) ¹



Visitors by month 2022-2024 ¹



Overnight stays in hotels

Overnight stays in hotels June-August 2024*²

	% guest nights	Number 2024	% change from 2023 2022	
Total		1,668,967	-1.8%	-1.1%
Domestic	20.7%	345,661	18.6%	14.8%
International	79.3%	1,323,306	-6.0%	-4.6%
-USA	31.8%	530,331	2.4%	14.4%
-Germany	7.6%	127,120	-14.7%	-31.6%
-UK	4.5%	75,600	-17.6%	-32.4%
-France	3.7%	62,294	-1.7%	-17.0%
-Italy	3.3%	54,670	-8.4%	-18.6%

Available rooms in hotels and occupancy rates

Available rooms in hotels June-August 2024*²

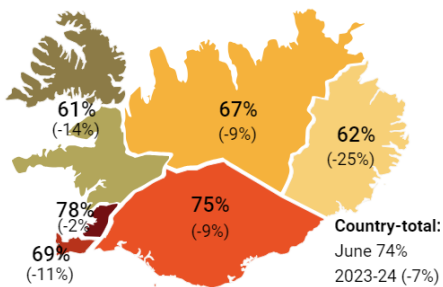
	Iceland-total			Capital region		
	Number 2024	% change from 2023 2022		Number 2024	% change from 2023 2022	
June	12,090	2.8%	4.9%	5,605	3.5%	3.8%
July	12,112	3.7%	4.5%	5,581	3.1%	2.9%
August	12,128	3.2%	4.6%	5,581	2.2%	2.9%

Occupancy rates in hotels June-August 2024*²

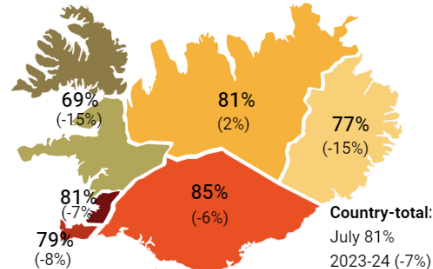
	Iceland-total			Capital region		
	Occupancy 2024	% change from 2023 2022		Occupancy 2024	% change from 2023 2022	
June	73.6%	-6.7%	-6.2%	78.2%	-2.3%	-5.1%
July	80.8%	-6.8%	-8.7%	81.2%	-7.2%	-10.5%
August	86.2%	0.5%	-2.7%	89.2%	5.8%	-1.2%

Room occupancy by region 2024**²

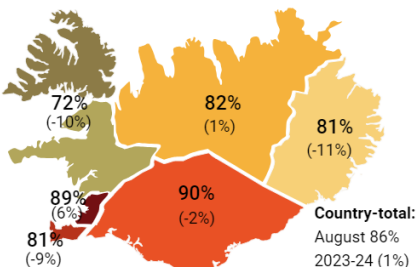
June



July



August

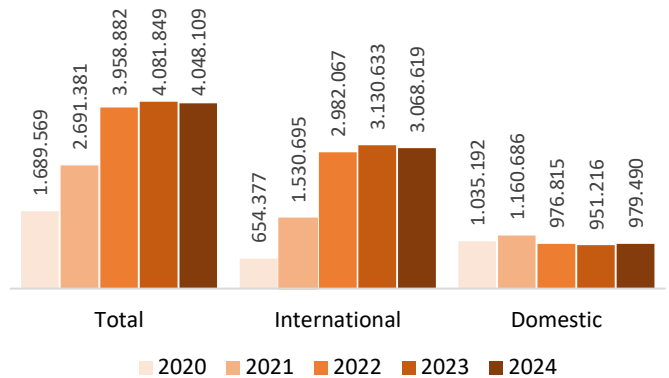


Overnight stays in registered accommodation

Overnight stays in registered accommodation 2024 (Jun-Aug)*²

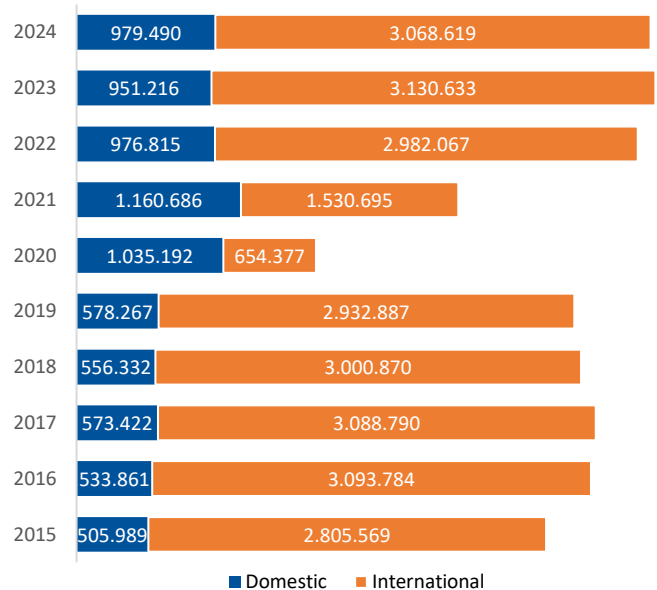
	% of guest nights	Number	% change from 2023 2022	
Total		4,048,109	-0.8%	2.3%
Hotels	41.2%	1,668,967	-1.8%	-1.1%
Guesthouses	14.0%	565,454	-4.5%	-2.6%
Other	44.8%	1,813,688	1.3%	7.3%

Overnight stays in registered accommodation June-August 2020-2024³



Overnight stays over a ten year period

Overnight stays in registered accommodation; International vs. Domestic, June-August 2015-2024²



Sources

¹ Icelandic Tourist Board and Isavia: Departure statistics at Keflavik airport 2015-2024. The counting of passengers is done manually before they enter the departure area and the limitations of methodology needs to be kept in mind when viewing the statistics. From October 2019, the counting is based on a sampling method.

² Statistics Iceland: Accommodation statistics 2015-2024. Overnight stays in registered accommodation refer to stays with operators registered in Statistics Iceland's database. Estimated figures for 2024.

*Comparisons of the period June-August

a) 2024/2023, b) 2024/2022.

** Comparisons of the period June-August 2024 vs 2023).