

TOURISM IN ICELAND IN FIGURES

- January 2025

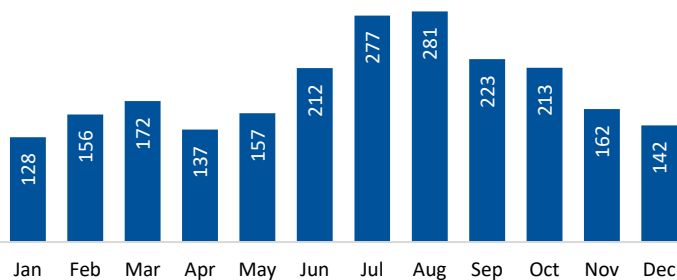
International visitors through Keflavik airport

International departures 2024¹

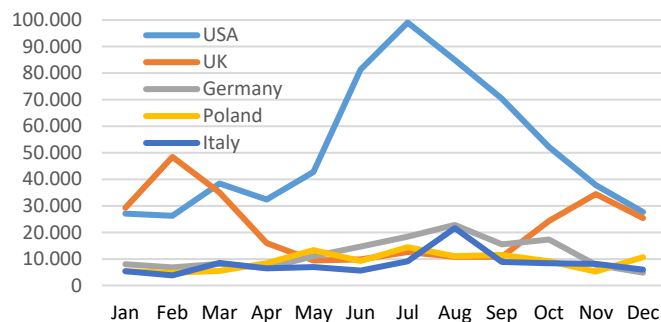
	% of departures	Number	% change from	
			2023	2022
Totl number		2,261,391	2%	33%
<i>Top ten countries*</i>				
USA	27.4%	620,396	-3%	36%
UK	11.8%	266,246	-7%	16%
Germany	6.3%	141,879	2%	8%
Poland	4.8%	108,486	-22%	30%
Italy	4.4%	98,701	21%	61%
China	4.3%	96,219	72%	306%
France	4.2%	95,589	-6%	7%
Canada	3.4%	77,782	31%	78%
Spain	3.2%	71,848	4%	42%
Netherlands	3.0%	67,550	25%	32%

*Top ten countries 2024 were 72.8%.

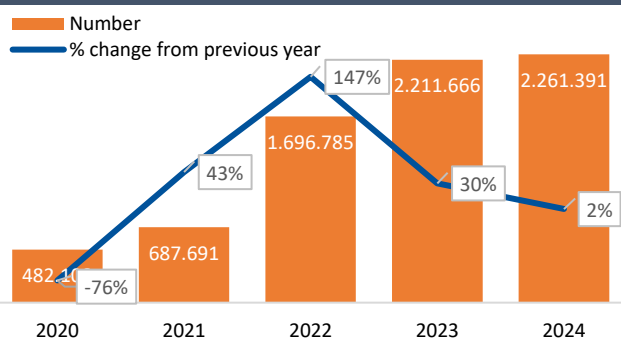
Departures by month ('000)¹



Departures by month 2024 – Top five countries³

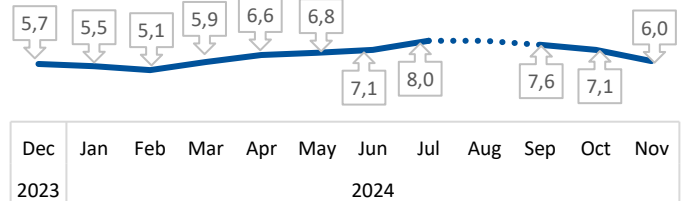


International departures 2020-2024¹



Length of stay

Length of stay December 2023 – November 2024²

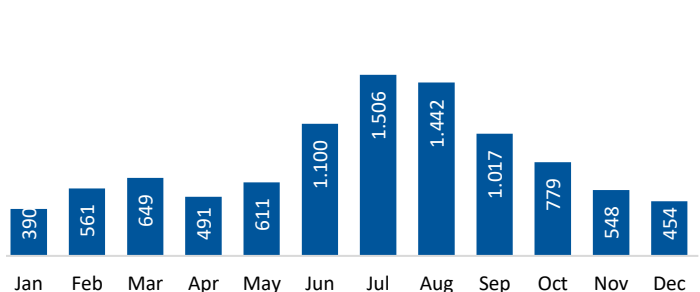


Overnight stays

Overnight stays in registered accommodation 2024³

	% of guest nights	Number	% change from	
			2023	2022
Total		9,548,322	0%	12%
Hotel	54.9%	5,240,268	0%	12%
Guesthouses	12.5%	1,194,837	9%	4%
Other	32.6%	3,113,217	6%	16%

Overnight stays ('000) in registered accommodation by month³

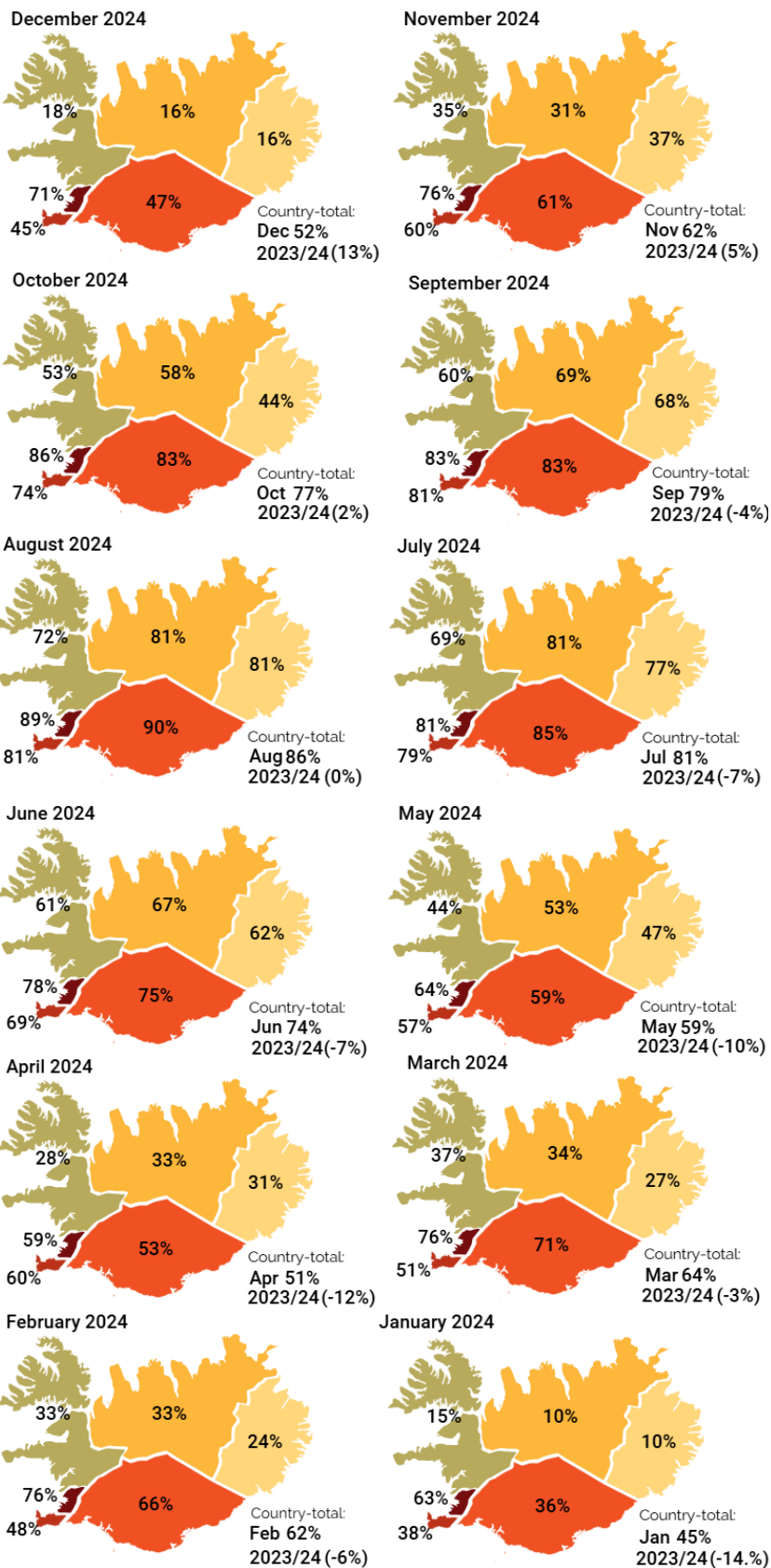


Room occupancy

Room occupancy in hotels 2024³

	Total		Capital region			
	Room occupancy	% change from 2023	% change from 2022	Room occupancy	% change from ⁴ 2023	% change from ⁴ 2022
All year	66%	-4%	5%	75%	-2%	4%
Jan	45%	-14%	57%	63%	-11%	74%
Feb	62%	-6%	22%	76%	-5%	13%
Mar	64%	-3%	15%	76%	-3%	12%
Apr	51%	-12%	2%	59%	-11%	0%
May	59%	-10%	11%	64%	-9%	3%
Jun	74%	-7%	-6%	78%	-2%	-5%
Jul	81%	-7%	-9%	81%	-7%	-11%
Aug	86%	0%	-3%	89%	6%	-1%
Sep	79%	-4%	1%	83%	0%	1%
Oct	77%	2%	6%	86%	2%	3%
Nov	62%	5%	6%	76%	1%	-1%
Dec	52%	13%	3%	71%	13%	0%

Room occupancy in hotels by region³



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. Data not available for August 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.