



TOURISM IN ICELAND IN FIGURES

- July 2025

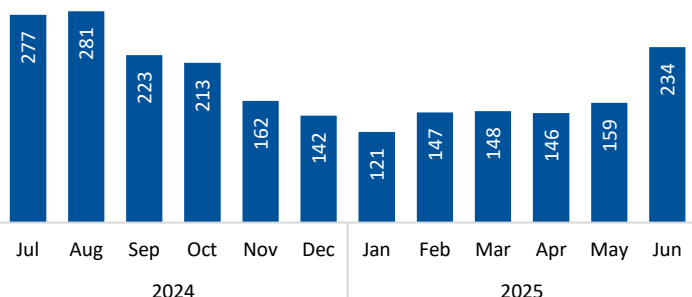
International visitors through Keflavik airport

International departures July 2024 – June 2025¹

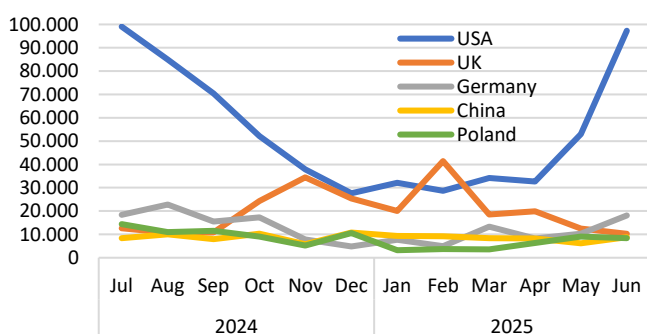
	% of departures	Number	% change for the past 12 months*
Total number		2,253,861	1.4%
<i>Top ten countries (72.4% of total)</i>			
USA	28.9%	650,266	3.4%
UK	10.7%	240,881	-15.6%
Germany	6.6%	149,288	11.9%
China	4.6%	103,318	32.4%
Poland	4.3%	98,310	-22.2%
France	4.3%	95,808	0.6%
Italy	4.0%	89,439	2.7%
Canada	3.5%	78,005	9.0%
Spain	3.2%	71,642	-3.6%
Netherlands	2.6%	57,541	-9.3%

*Comparison of the periods July-June 2023-24/2024-25.

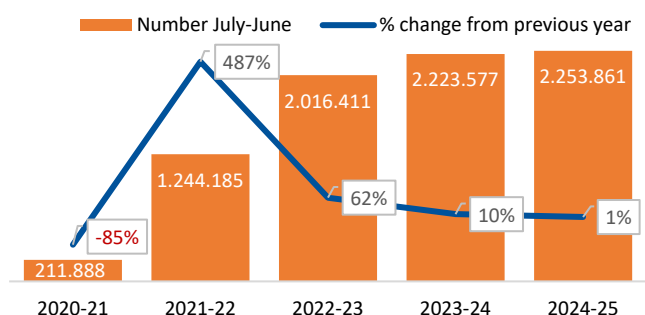
Departures by month ('000)¹



Departures by month – Top five countries³



International departures 2020-2025¹



Main purpose of visit to Iceland and length of stay

Purpose of visit July 2024 – June 2025²

	% of visitors	Number*
Holiday	91.0%	2,051,014
Visit friends/relatives	2.6%	58,600
Health related, educational etc.	2.4%	54,093
Business	2.2%	49,585
Other	1.8%	40,569

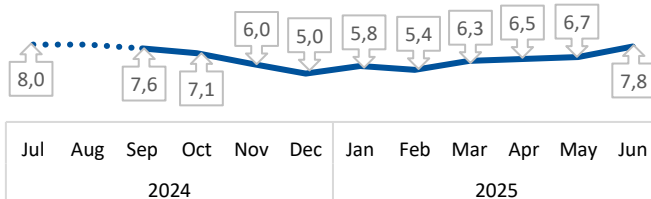
*Calculation based on visitor statistics at Keflavik airport.

Length of stay July 2024 – June 2025²

	Number of nights	% change for the past 12 months*
Average length of stay	6,8	1.6%
USA	5,9	-3.3%
UK	4,9	4.3%
Germany	10,0	6.4%
China	6,6	13.8%
Poland	6,8	3.0%
France	8,4	-3.4%
Italy	6,8	-2.9%
Canada	7,0	-1.4%
Spain	7,9	-2.5%
Netherlands	7,8	0%

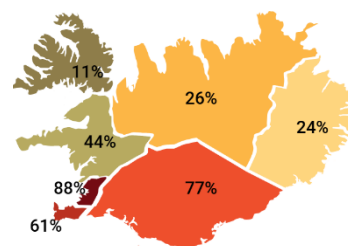
* Comparison of the periods July-June 2023-24/2024-25.

Average length of stay by month (nights)²

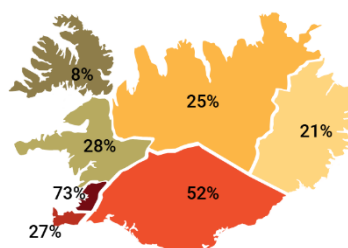


Regions visited and overnight stays

Wich region did foreign guests visit - % who visited July '24 – June '25²



In which region did foreign guests stay overnight – % of guests who stayed July '24 – June '25²

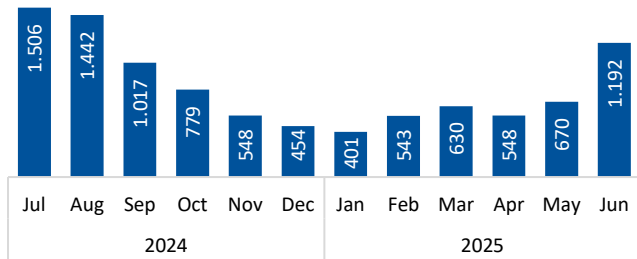


Overnight stays in registered accommodation 2024-25

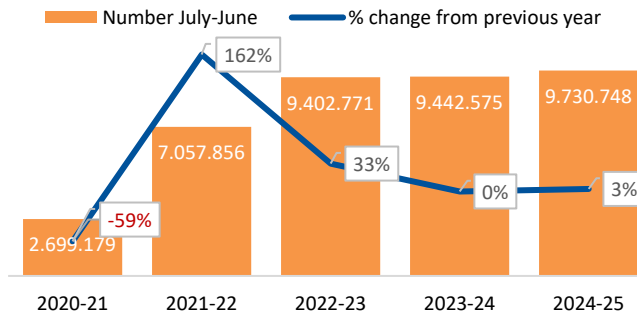
Overnight stays by type of accommodation (July'24-June'25)³

	% of guest nights	Number	% change from the last 12 months ⁴
Total guest nights*		9,730,748	3.1%
Hotel	55.0%	5,352,895	3.4%
Guesthouses	12.3%	1,197,710	-3.2%
Other accommodation	32.7%	3,180,143	5.0%

Overnight stays ('000) in registered accommodation by month³



Overnight stays in registered accommodation 2020-2025⁵



Hotel guest nights

Overnight stays in hotels July 2024 – June 2025³

	% of hotel-guest nights	Number	% change from the past 12 months ⁴
Total hotel nights		5,352,895	3.4%
USA	30.6%	1,637,719	7.3%
UK	11.8%	632,598	-11.5%
Iceland	10.8%	578,668	5.4%
Germany	7.2%	383,698	-4.1%
China	5.1%	271,629	42.6%

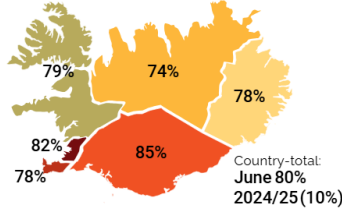
*5 largest nationalities accounted for 65.5 of total guest nights in hotels.

Room occupancy in hotels July 2024 – June 2025³

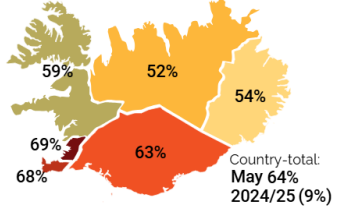
	Total		Capital region	
	Room occupancy	12 month % change ⁴	Room occupancy	12 month % change ⁴
Jul'24	81.0%	-6.6%	81.2%	-7.2%
Aug'24	86.1%	0.3%	89.2%	5.8%
Sep'24	78.8%	-3.7%	82.7%	-0.4%
Oct'24	77.3%	2.1%	86.4%	2.0%
Nov'24	62.2%	5.2%	75.5%	1.3%
Dec'24	52.4%	13.4%	70.8%	12.6%
Jan'25	47.1%	4.9%	62.2%	-1.9%
Feb'25	62.6%	0.6%	75.7%	0%
Mar'25	62.3%	-2.0%	73.2%	-3.8%
Apr'25	57.0%	11.3%	62.1%	5.4%
May'25	64.4%	9.3%	69.1%	7.6%
Jun'25	80.8%	9.5%	81.6%	4.3%

Room occupancy in hotels by region³

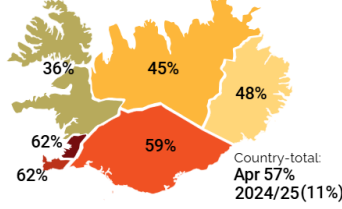
June 2025



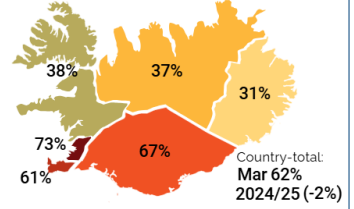
May 2025



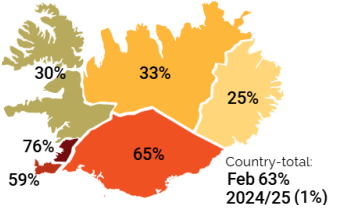
April 2025



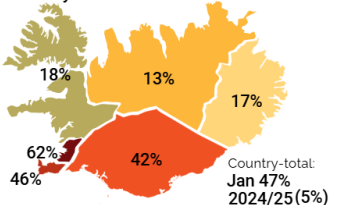
March 2025



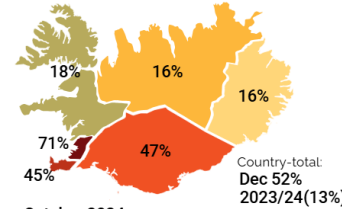
February 2025



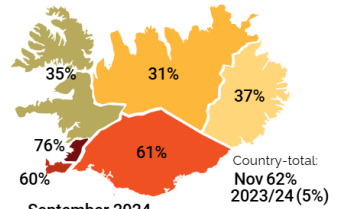
January 2025



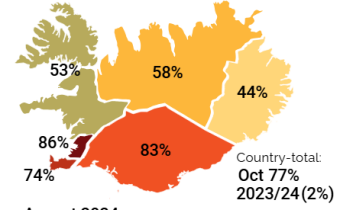
December 2024



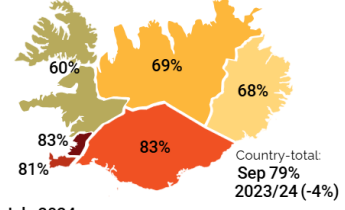
November 2024



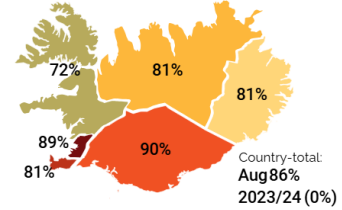
October 2024



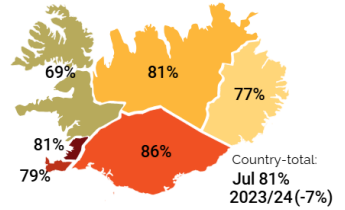
September 2024



August 2024



July 2024



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. 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, 2023-2025. Due to implementation issues in August 2024, the reference period spans 11 months – from July/September to June.

³ Statistics Iceland: Accommodation statistics 2020-2025. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2025.

⁴ Comparison of the period July-June 2023/24 - 2024/25.