

TOURISM IN ICELAND IN FIGURES

- May 2025

International visitors through Keflavik airport

International departures May 2024 – April 2025¹

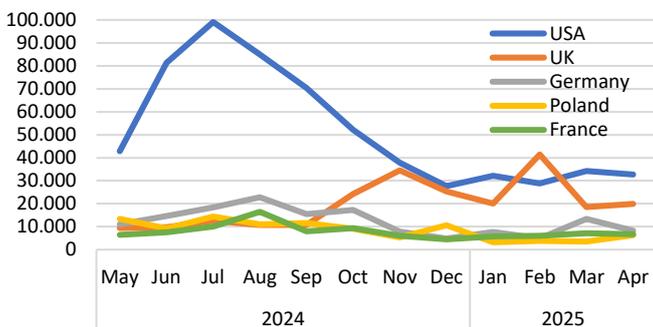
	% of departures	Number	% change for the past 12 months*
Total number		2,230,367	-0.6%
<i>Top ten countries (72.1% of total)</i>			
USA	28.0%	624,023	-3.6%
UK	10.6%	237,384	-15.9%
Germany	6.6%	146,554	8.5%
Poland	4.6%	101,489	-23.5%
China	4.4%	99,124	37.0%
France	4.2%	94,056	-7.5%
Italy	4.2%	93,845	11.2%
Canada	3.4%	75,346	15.5%
Spain	3.3%	72,822	-0.5%
Netherlands	2.8%	61,340	-6.0%

*Comparison of the periods May-April 2023-24/2024-25.

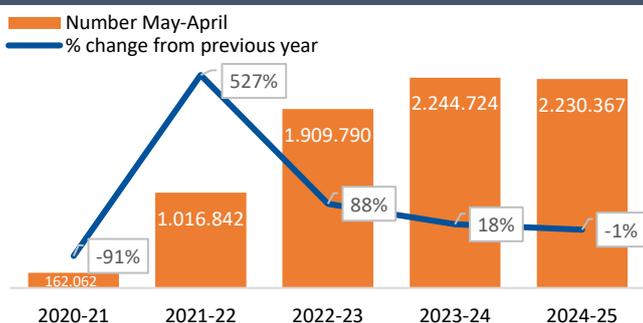
Departures by month ('000)¹



Departures by month – Top five countries³

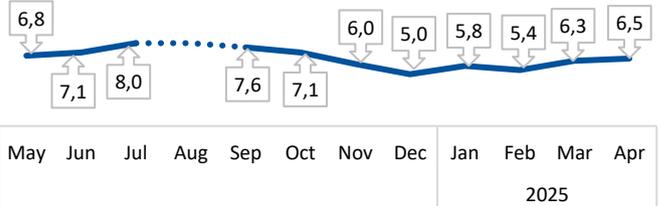


International departures 2020-2025¹



Length of stay

Length of stay May 2024 – April 2025²



Overnight stays by Icelanders and Non-Residents

Overnight stays in registered accommodation May'24-April'25³

	% of guest nights	Number	% change from the last 12 months.*
Total guest nights		9,579,886	0.3%
Hotels	55.0%	5,268,378	0.9%
Guesthouses	12.4%	1,183,424	-7.3%
Other accommodation	32.7%	3,128,084	2.5%

* Comparison of the periods May-April 2023-24/2024-25.

Overnight stays ('000) in registered accommodation by month³



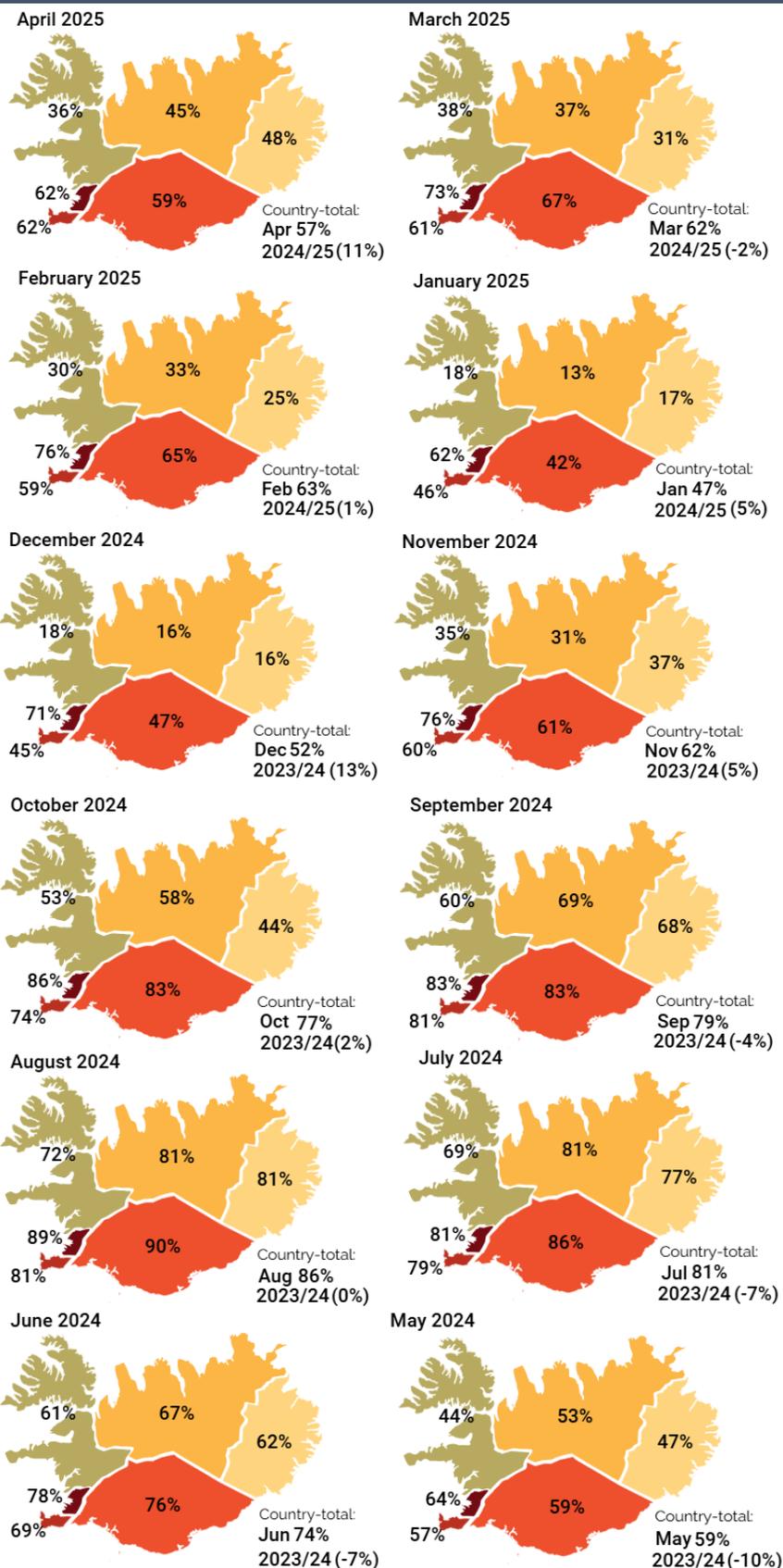
Room occupancy

Room occupancy in hotels May 2024 – April 2025³

	Total		Capital region	
	Room occupancy	% change for the past 12 months*	Room occupancy	% change for the past 12 months*
May'24	58.9%	-10.4%	64.2%	-8.5%
Jun'24	73.8%	-6.5%	78.2%	-2.3%
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%

*Comparison of the periods May-April 2023-24/2024-25.

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 2024-2025. Data not available for August 2024.

³ Statistics Iceland: Accommodation statistics 2023-2025. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2024 and 2025.