

TOURISM IN ICELAND IN FIGURES

– November 2025

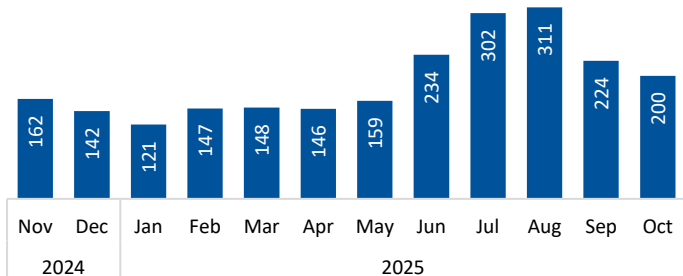
International visitors through Keflavik airport

International departures November 2024 – October 2025¹

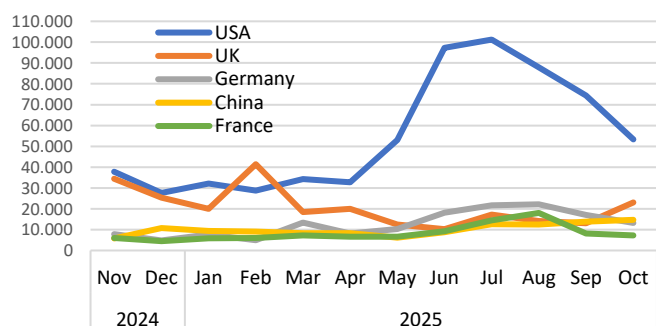
	% of departures	Number	% change for the past 12 months*
Total number		2,296,836	2.5%
<i>Top ten countries (72.9% of total)</i>			
USA	28.8%	660,504	8.0%
UK	10.9%	249,982	-10.1%
Germany	6.5%	149,643	8.4%
China	5.2%	120,241	30.6%
France	4.3%	99,872	6.9%
Italy	3.9%	90,154	-4.1%
Poland	3.7%	84,005	-25.6%
Canada	3.6%	81,632	6.2%
Spain	3.4%	78,757	10.4%
Netherlands	2.6%	58,632	-11.8%

*Comparison of the periods November-October 2023-24/2024-25.

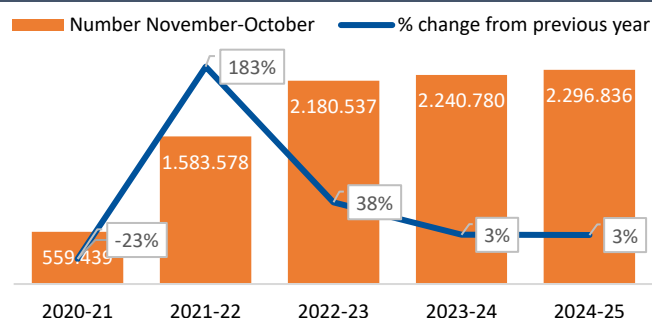
Departures by month ('000)¹



Departures by month – Top five countries³



International departures 2020-2025¹



Main purpose of visit to Iceland and length of stay

Purpose of visit November 2024 – October 2025²

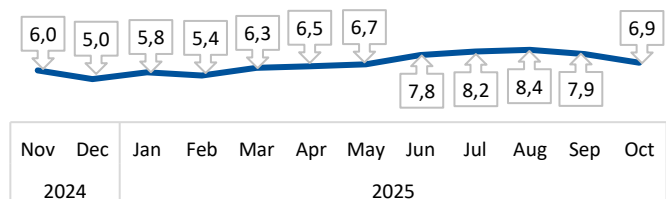
	% of visitors	Number*
Holiday	92.4%	2,112,277
Visit friends/relatives	2.3%	52,827
Health related, educational etc.	2.2%	50,530
Business	1.5%	34,453
Other	1.6%	36,749

*Calculation based on visitor statistics at Keflavik airport.

Length of stay November 2024 – October 2025²

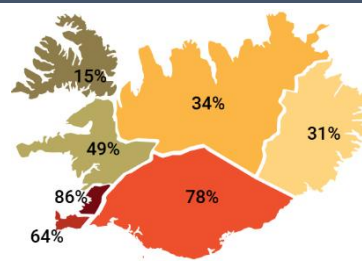
	Number of nights
Average length of stay	7,1
USA	6,2
UK	5,0
Germany	9,8
China	6,1
France	9,2
Italy	7,7
Poland	7,3
Canada	6,6
Spain	8,0
Netherlands	8,1

Average length of stay by month (nights)²

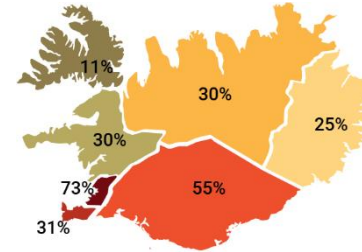


Regions visited and overnight stays

Wich region did foreign guests visit - % who visited November '24 – October '25²



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

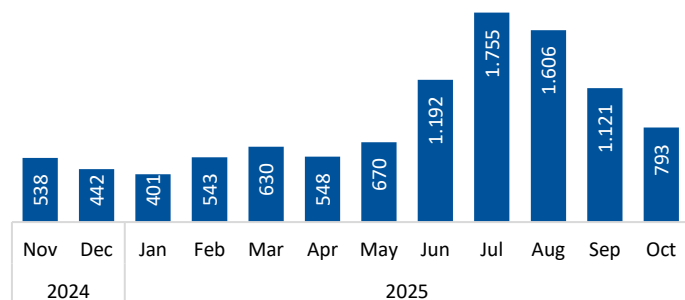


Overnight stays in registered accommodation 2024-25

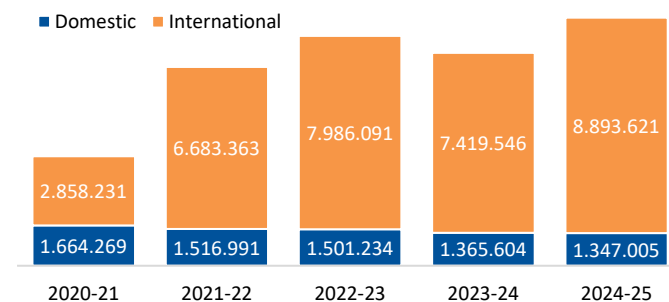
Overnight stays by type of accommodation (Nov'24-Oct'25)³

	% of guest nights	Number	% change from the last 12 months ⁴
Total guest nights*		10,240,626	16.6%
Hotel	53.7%	5,504,255	5.9%
Guesthouses	12.7%	1,299,773	5.3%
Other accommodation	33.6%	3,436,598	46.1%

Overnight stays ('000) in registered accommodation by month³



Overnight stays in registered accommodation Nov-Oct⁵



Hotel guest nights

Overnight stays in hotels November 2024 – October 2025³

	% of hotel-guest nights	Number	% change from the past 12 months ⁴
Total hotel nights		5,504,255	5.9%
USA	28.6%	1,575,226	6.0%
UK	11.1%	610,273	-6.3%
Iceland	11.0%	605,678	-22.1%
Germany	7.4%	409,167	9.6%
China	6.2%	339,494	63.5%

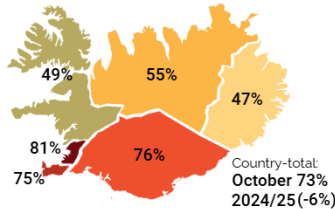
*5 largest nationalities accounted for 64.3% of total guest nights in hotels.

Room occupancy in hotels November 2024 – October 2025³

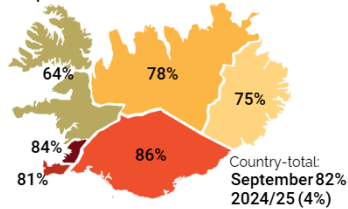
	Total		Capital region	
	Room occupancy	12 month % change ⁴	Room occupancy	12 month % change ⁴
Nov'24	62.2%	5.2%	75.5%	1.3%
Dec'24	52.4%	13.4%	70.8%	12.6%
Jan'25	47.1%	4.9%	62.2%	-1.9%
Feb'25	62.6%	0.6%	75.7%	0%
Mar'25	62.3%	-2.0%	73.2%	-3.8%
Apr'25	57.0%	11.3%	62.1%	5.4%
May'25	63.7%	8.1%	69.1%	7.6%
Jun'25	79.9%	8.3%	81.6%	4.3%
Jul'25	88.9%	9.8%	89.0%	9.6%
Aug'25	89.7%	4.2%	92.2%	3.4%
Sep'25	81.9%	3.9%	84.4%	2.1%
Oct'25	72.7%	-6.0%	80.9%	-6.4%

Room occupancy in hotels by region³

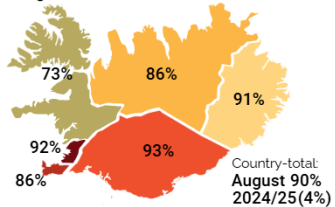
October 2025



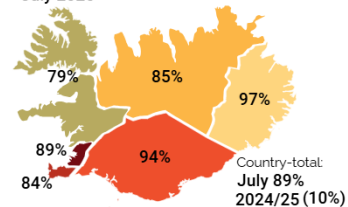
September 2025



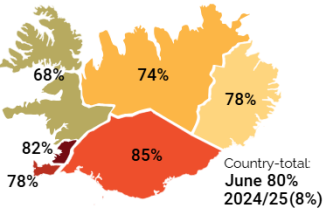
August 2025



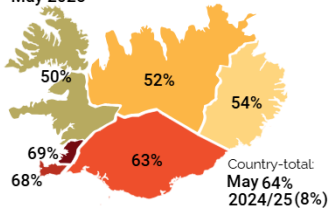
July 2025



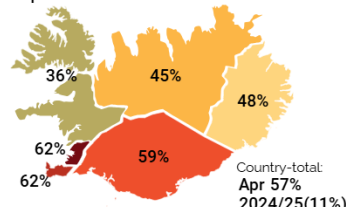
June 2025



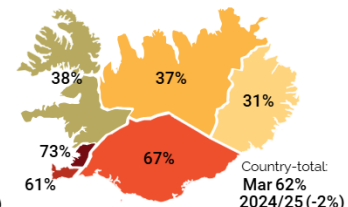
May 2025



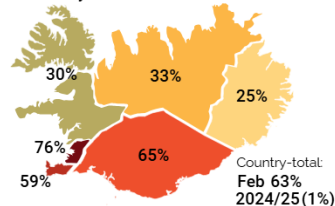
April 2025



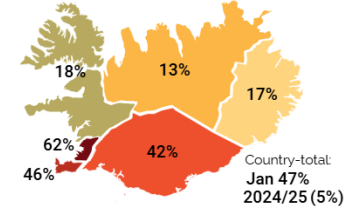
March 2025



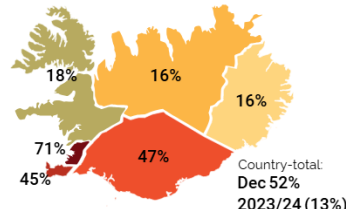
February 2025



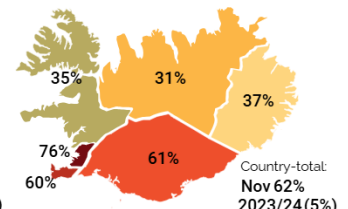
January 2025



December 2024



November 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, 2024-2025.

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 November-October 2023/24 - 2024/25.