

# TOURISM IN ICELAND IN FIGURES

## – October 2025

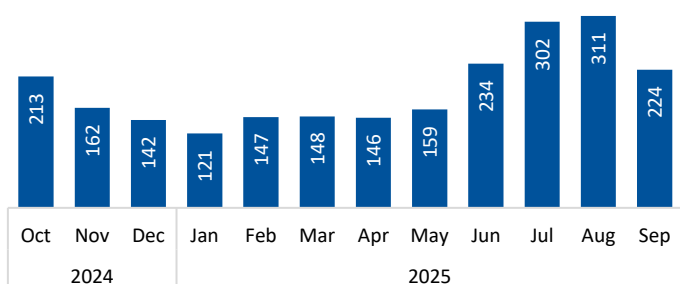
### International visitors through Keflavik airport

#### International departures October 2024 – September 2025<sup>1</sup>

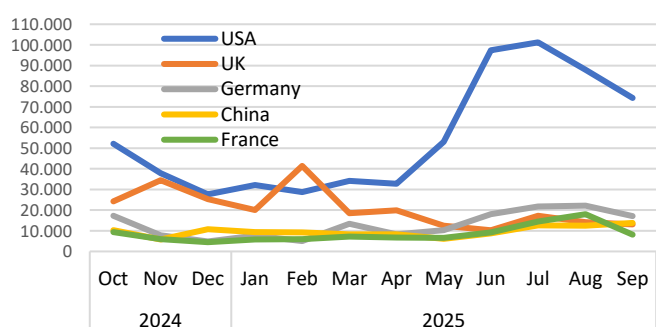
	% of departures	Number	% change for the past 12 months*
<b>Total number</b>		<b>2,310,014</b>	<b>3.5%</b>
<i>Top ten countries (72.8% of total)</i>			
USA	28.5%	659,279	7.7%
UK	10.9%	251,140	-11.0%
Germany	6.6%	153,582	17.8%
China	5.0%	115,791	28.4%
France	4.4%	102,011	12.6%
Italy	4.0%	92,015	1.3%
Poland	3.8%	86,955	-23.0%
Canada	3.5%	81,301	4.4%
Spain	3.5%	80,455	12.6%
Netherlands	2.6%	60,120	-9.7%

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

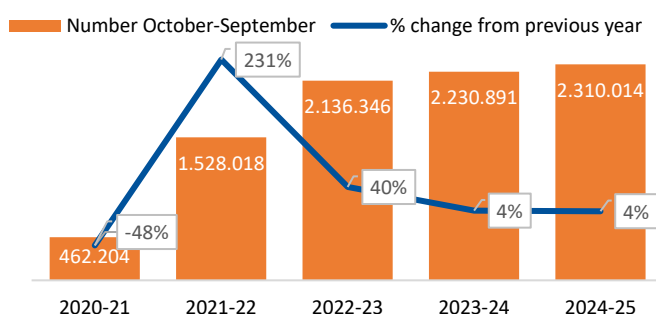
#### Departures by month ('000)<sup>1</sup>



#### Departures by month – Top five countries<sup>3</sup>



#### International departures 2020-2025<sup>1</sup>



### Main purpose of visit to Iceland and length of stay

#### Purpose of visit October 2024 – September 2025<sup>2</sup>

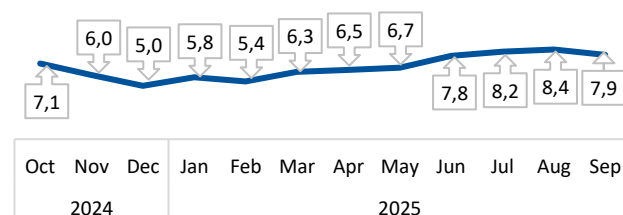
	% of visitors	Number*
Holiday	92.0%	2,125,214
Visit friends/relatives	2.4%	55,440
Health related, educational etc.	2.3%	53,130
Business	1.6%	36,960
Other	1.7%	39,270

\*Calculation based on visitor statistics at Keflavik airport.

#### Length of stay October 2024 – September 2025<sup>2</sup>

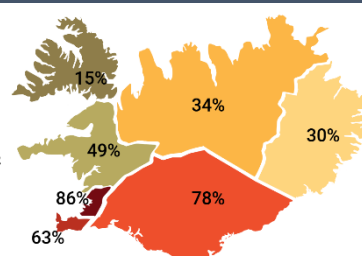
	Number of nights
<b>Average length of stay</b>	<b>7,1</b>
USA	6,2
UK	5,0
Germany	10,2
China	5,7
France	9,2
Italy	7,6
Poland	7,3
Canada	6,7
Spain	8,0
Netherlands	8,2

#### Average length of stay by month (nights)<sup>2</sup>

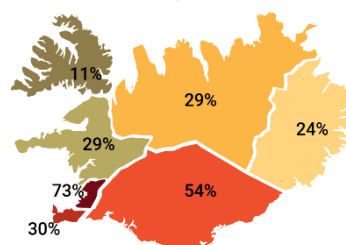


### Regions visited and overnight stays

Wich region did foreign  
guests visit - % who visited  
October '24 – September '25<sup>2</sup>



In which region did foreign  
guests stay overnight –  
% of guests who stayed  
October '24 – September '25<sup>2</sup>

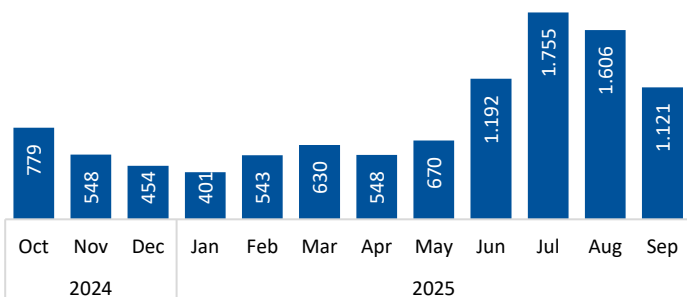


## Overnight stays in registered accommodation 2024-25

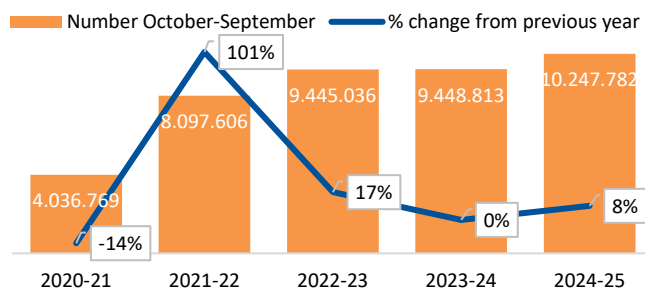
### Overnight stays by type of accommodation (Oct'24-Sept'25)<sup>3</sup>

	% of guest nights	Number	% change from the last 12 months <sup>4</sup>
<b>Total guest nights*</b>		<b>10,247,782</b>	<b>8.5%</b>
Hotel	53.8%	5,516,180	6.6%
Guesthouses	12.8%	1,308,002	6.1%
Other accommodation	33.4%	3,423,600	12.6%

### Overnight stays ('000) in registered accommodation by month<sup>3</sup>



### Overnight stays in registered accommodation 2020-2025<sup>5</sup>



## Hotel guest nights

### Overnight stays in hotels October 2024 – September 2025<sup>3</sup>

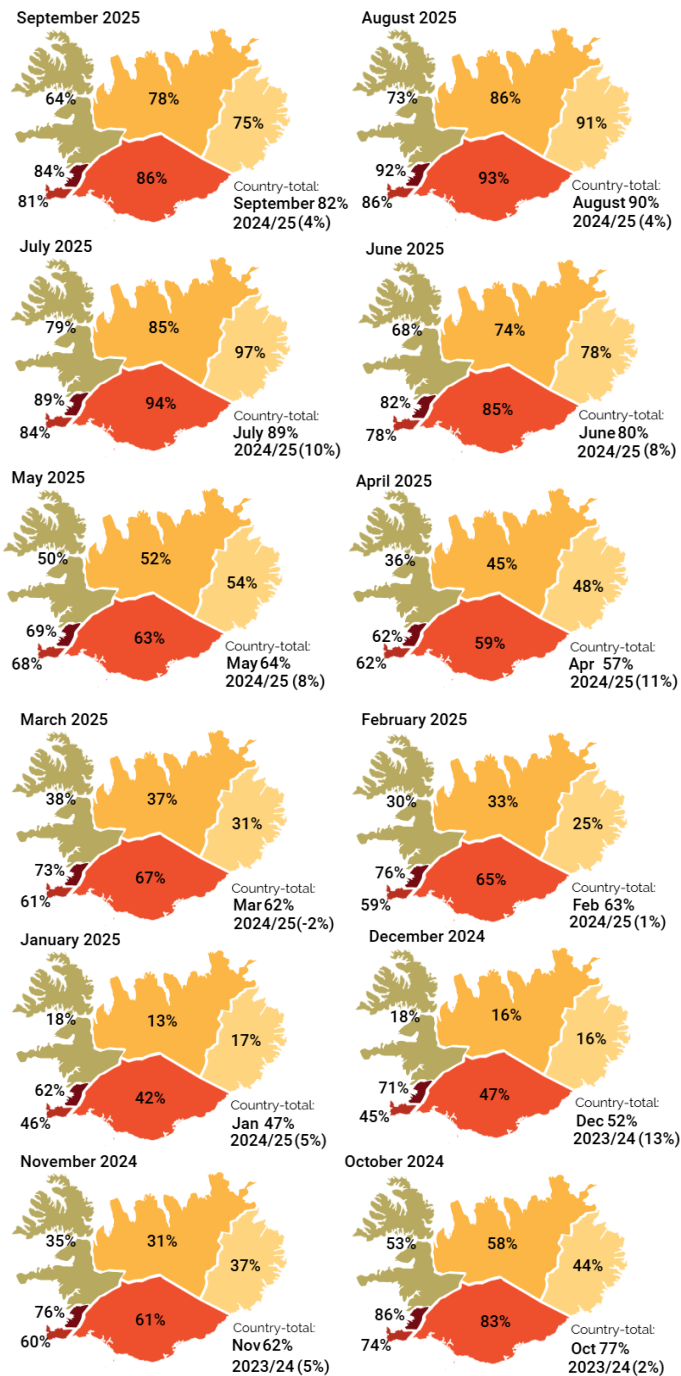
	% of hotel-guest nights	Number	% change from the past 12 months <sup>4</sup>
<b>Total hotel nights</b>		<b>5,516,180</b>	<b>6.6%</b>
USA	28.9%	1,592,755	8.2%
Iceland	11.5%	632,821	-16.2%
UK	11.2%	615,761	-6.7%
Germany	7.4%	408,236	8.2%
China	5.7%	315,194	55.6%

\*5 largest nationalities accounted for 64.7% of total guest nights in hotels.

### Room occupancy in hotels October 2024 – September 2025<sup>3</sup>

	Total		Capital region	
	Room occupancy	12 month % change <sup>4</sup>	Room occupancy	12 month % change <sup>4</sup>
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	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%

## Room occupancy in hotels by region<sup>3</sup>



## Sources

<sup>1</sup> 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.

<sup>2</sup> Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport, 2024-2025.

<sup>3</sup> 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.

<sup>4</sup> Comparison of the period October-September 2023/24 - 2024/25.