

TOURISM IN ICELAND IN FIGURES

– Summer (June-August) 2025

International visitors through Keflavik airport

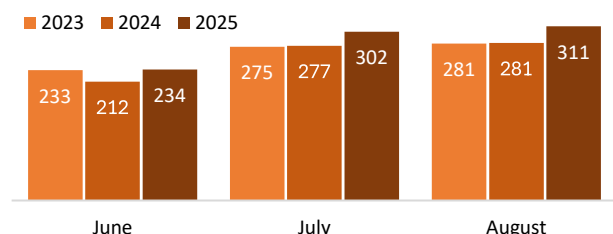
Visitors in summer 2025¹

	% of departures	Number	% change** from	
			2024	2023
Total		847,005	9.9%	7.4%
<i>Top ten countries*</i>				
USA	33.8%	286,472	7.9%	-5.4%
Germany	7.3%	61,989	11.0%	1.4%
France	4.9%	41,781	22.7%	3.3%
UK	4.9%	41,616	25.6%	17.2%
Canada	4.8%	40,964	20.7%	69.4%
Italy	4.8%	40,394	11.3%	24.9%
China	4.0%	33,792	33.6%	168.9%
Spain	3.9%	33,054	32.2%	18.0%
Poland	3.2%	27,368	-21.1%	-48.3%
Netherlands	2.6%	22,265	15.5%	34.1%

*Top ten countries 74.2%.

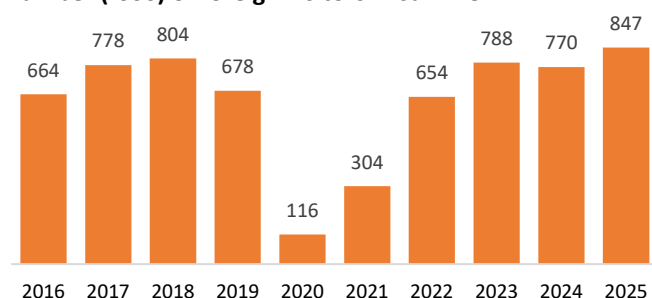
**Comparisons of the period June-August 2025/'24 and 2025/'23.

Visitors by month ('000)¹

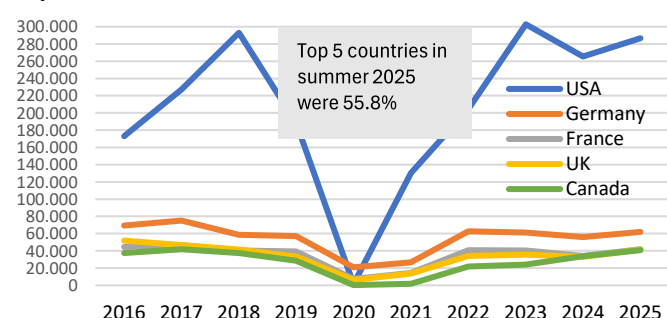


Visitors to Iceland in summer – trends last ten years

Number ('000) of foreign visitors in summer¹



Top five countries¹



Main purpose of visit and length of stay

Purpose of visit in summer 2025²

	Number*	% of visitors
Holiday	792,797	93.6%
Visit friends/relatives	23,716	2.8%
Business related	2,541	0.3%
Health related, education etc.	11,011	1.3%
Visit without an overnight stay	16,940	2.0%

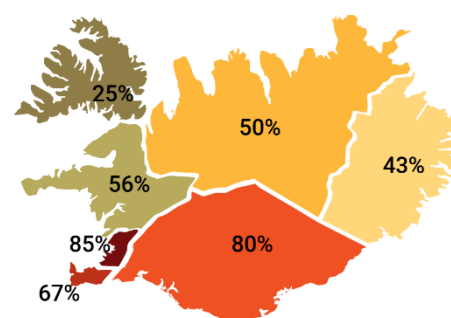
*Calculation based on visitor statistics at Keflavik airport.

Length of stay in Iceland in summer 2025²

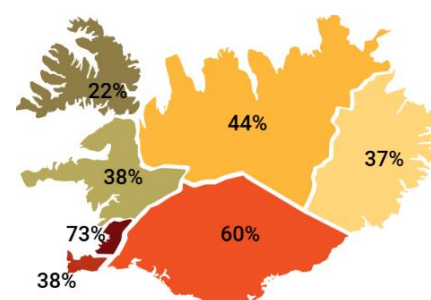
	Average length of stay
All visitors	8,2
USA	6,9
Germany	11,2
France	10,6
UK	6,5
Canada	6,8
Italy	8,8
China	5,1
Spain	8,7
Poland	8,5
Netherlands	8,7

Foreign visitors by region

Regions visited by international visitors in summer 2025²



Regions where international visitors stayed overnight in summer 2025²



Overnight stays in hotels

Overnight stays in hotels June-August 2025*²

	% guest nights	Number 2025	% change from 2024 2023	
Total		1,848,759	10.5%	8.7%
Domestic	8.8%	158,553	-39.2%	-21.8%
International	91.4%	1,690,206	19.7%	12.9%
-USA	36.1%	610,489	9.7%	12.3%
-Germany	10.3%	173,394	24.7%	7.0%
-China	5.8%	98,235	88.7%	187.6%
-UK	5.4%	91,997	15.7%	-4.3%
-France	4.7%	78,696	16.9%	15.5%

Available rooms in hotels and occupancy rates

Available rooms in hotels June-August 2025*²

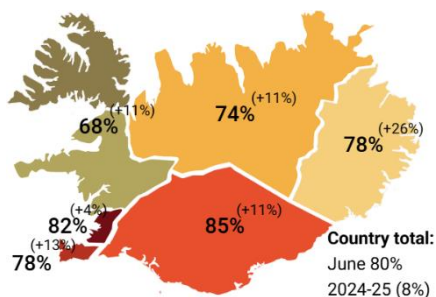
Iceland-total				Capital region			
	Number 2025	% change from 2024 2023			Number 2025	% change from 2024 2023	
June	12,103	0.1%	2.9%		5,621	0.3%	3.8%
July	12,509	3.3%	7.1%		5,621	0.7%	3.8%
August	12,618	4.0%	7.3%		5,620	0.7%	2.9%

Occupancy rates in hotels June-August 2025*²

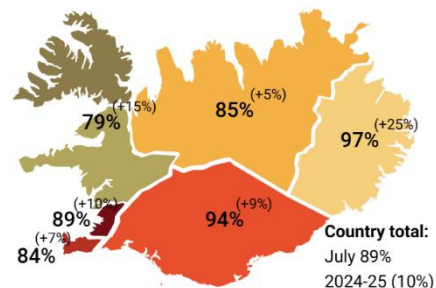
Iceland-total				Capital region			
	Occupancy 2025	% change from 2024 2023			Occupancy 2025	% change from 2024 2023	
June	79.9%	8.3%	1.3%		81.6%	4.3%	2.0%
July	88.9%	9.8%	2.5%		89.0%	9.6%	1.7%
August	89.7%	4.2%	4.5%		92.2%	3.4%	9.4%

Room occupancy by region 2025**²

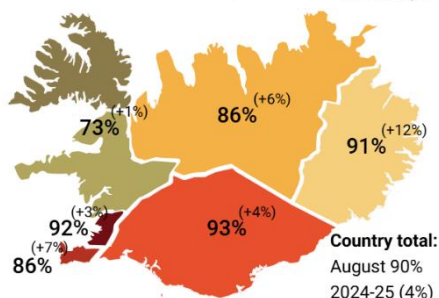
June



July



August

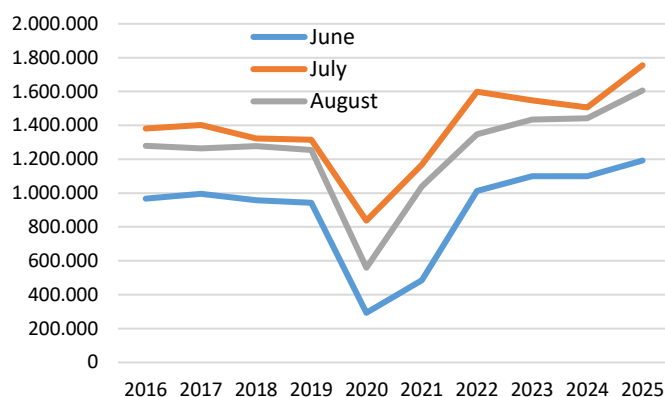


Overnight stays in registered accommodation

Overnight stays in registered accommodation 2025 (Jun-Aug)*²

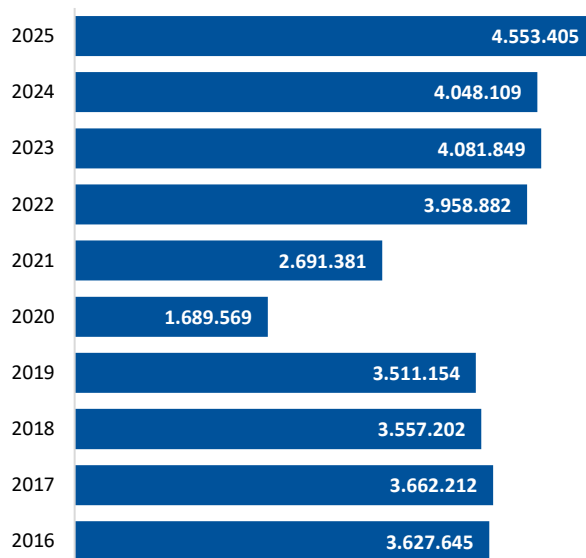
	% of guest nights	Number	% change from 2024 2023	
Total		4,553,405	12.5%	11.6%
Hotels	40.6%	1,848,759	10.5%	8.7%
Guesthouses	14.0%	638,999	18.1%	9.5%
Other	45.4%	2,065,647	12.6%	14.9%

Overnight stays in registered accommodation June-August 2020-2024³



Overnight stays over a ten years period

Overnight stays in registered accommodation 2016-2025²



Sources

¹ Icelandic Tourist Board and Isavia: Departure statistics at Keflavik airport 2016-2025. The counting of passengers is done manually before they enter the departure area and the limitations of methodology needs to be kept in mind when viewing the statistics. From October 2019, the counting is based on a sampling method.

² Statistics Iceland: Accommodation statistics 2016-2025. Overnight stays in registered accommodation refer to stays with operators registered in Statistics Iceland's database. Estimated figures for 2025.

*Comparisons of the period June-August

a) 2025/2024, b) 2025/2023.

** Figures in parentheses show the year-to-year change (2024-2025).



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