Ferðamálastofa
Icelandic Tourist Board

TOURISM IN ICELAND IN FIGURES

– Summer (June-August) 2025

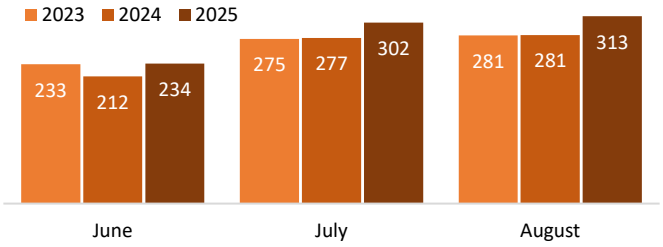
International visitors through Keflavik airport

Visitors in summer 2025[1]

	% of departures	Number	% change** from 2024	2023
Total		**848,823**	**10.2%**	**7.7%**
*Top ten countries**				
USA	33.4%	283,680	6.9%	-6.3%
Germany	7.5%	63,723	14.1%	4.3%
France	5.2%	43,894	28.9%	8.5%
UK	5.1%	43,687	31.9%	23.0%
Canada	4.8%	40,395	19.0%	67.1%
Italy	4.7%	40,156	10.6%	24.1%
China	4.1%	34,894	38.0%	177.6%
Spain	3.8%	31,899	27.6%	13.9%
Poland	3.3%	27,682	-20.2%	-47.7%
Netherlands	2.4%	20,195	4.7%	21.6%

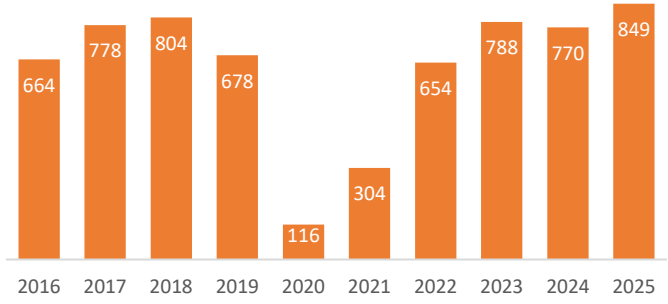
*Top ten countries 74.3%.
**Comparisons of the period June-August 2025/'24 and 2025/'23.

Visitors by month ('000)[1]

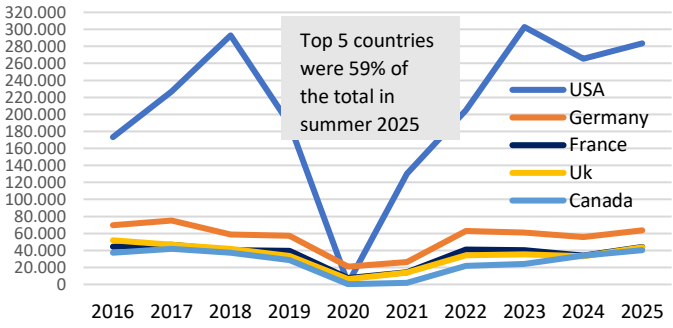


Visitors to Iceland in summer – trends last ten years

Number ('000) of foreign visitors in summer[1]



Top five countries[1]



Main purpose of visit and length of stay

Purpose of visit in summer 2025[2]

	Number*	% of visitors
Holiday	794,413	93.59%
Visit friends/relatives	23,343	2.75%
Business related	2,716	0.32%
Health related, education etc.	11,289	1.33%
Visit without an overnight stay	17,061	2.01%

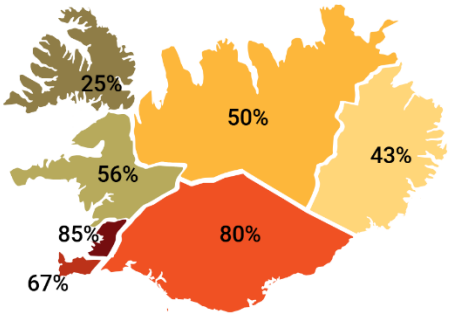
*Calculation based on visitor statistics at Keflavik airport.

Length of stay in Iceland in summer 2025[2]

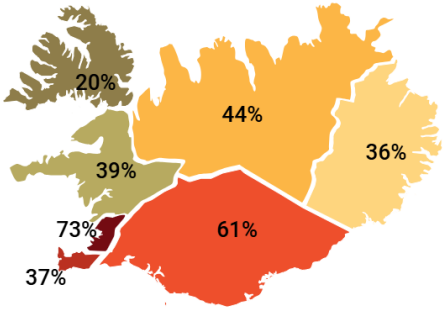
	Average length of stay
All visitors	**8,2**
USA	6,8
Germany	11,2
France	10,6
UK	6,5
Canada	6,8
Italy	8,8
China	5,1
Spain	8,7
Poland	8,5
Netherlands	8,7

Foreign visitors by region

Regions visited by international visitors in summer 2025[2]



Regions where international visitors stayed overnight in summer 2025[2]



Overnight stays in hotels

Overnight stays in hotels June-August 2025*[2]

	% guest nights	Number 2025	% change from 2024	% change from 2023
Total		**1,852,724**	**10.8%**	**9.0%**
Domestic	8.6%	159,773	-38.7%	-21.2%
International	91.4%	1,692,951	19.9%	13.1%
-USA	32.8%	606,971	9.0%	11.6%
-Germany	9.3%	172,958	24.3%	6.7%
-China	5.4%	99,369	90.9%	190.9%
-UK	5.0%	92,356	16.2%	-3.9%
-Italy	4.2%	78,306	32.8%	21.8%

Available rooms in hotels and occupancy rates

Available rooms in hotels June-August 2025*[2]

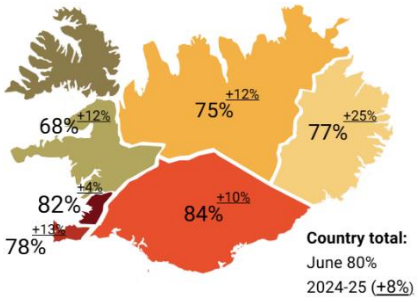
	Iceland-total			Capital region		
	Number 2025	% change from 2024	2023	Number 2025	% change from 2024	2023
June	12,264	1.4%	4.3%	5,621	0.3%	3.8%
July	12,523	3.4%	7.2%	5,621	0.7%	3.8%
August	12,603	3.9%	7.2%	5,620	0.7%	2.9%

Occupancy rates in hotels June-August 2025*[2]

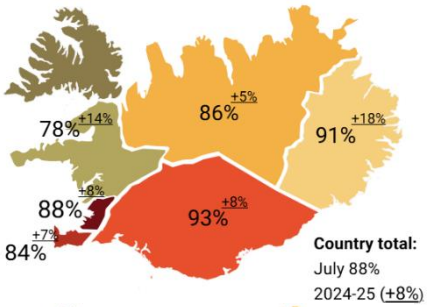
	Iceland-total			Capital region		
	Occupancy 2025	% change from 2024	2023	Occupancy 2025	% change from 2024	2023
June	79.7%	8.0%	0.9%	81.6%	4.3%	1.9%
July	87.8%	8.4%	1.2%	87.7%	8.0%	0.1%
August	89.8%	4.3%	4.7%	92.1%	3.3%	9.3%

Room occupancy by region 2025**[2]

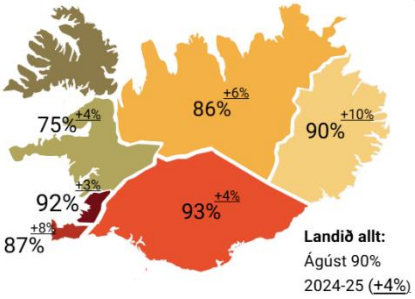
June



July



August

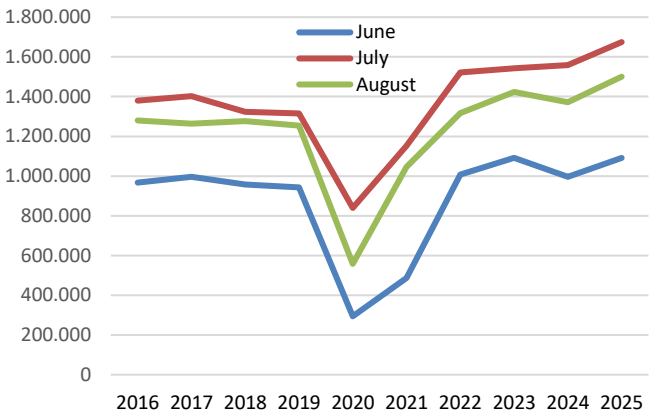


Overnight stays in registered accommodation

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

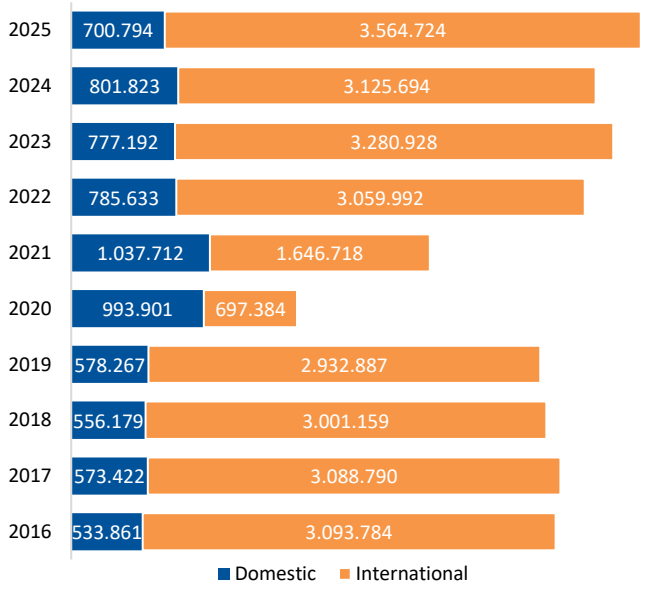
	% of guest nights	Number	% change from 2024	2023
Total		**4,265,518**	**8.6%**	**5.1%**
Hotels	43.4%	1,852,724	10.8%	9.0%
Guesthouses	13.0%	553,069	2.2%	-5.3%
Other	43.6%	1,859,725	8.5%	4.8%

Overnight stays in registered accommodation June-August[3]



Overnight stays over a ten years period

Overnight stays in registered accommodation during summer (June-August) 2016-2025[2]



Sources

[1] Icelandic Tourist Board and Isavia: Departure statistics at Keflavík 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 Icelands's database.

*Comparisons of the period June-August 2025/2024 and 2025/2023.
** Figures in parentheses show the year-to-year change (2024-2025).

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