



TOURISM IN ICELAND IN FIGURES

- January 2026

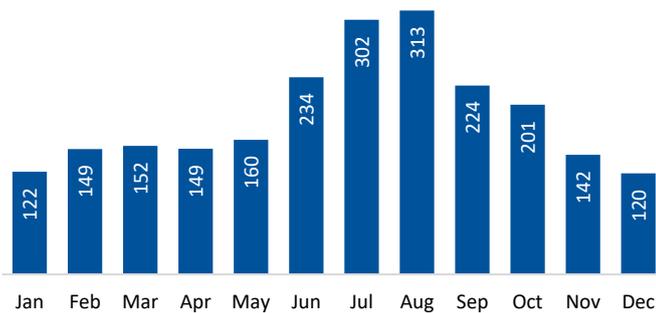
International visitors through Keflavik airport

International departures 2025¹

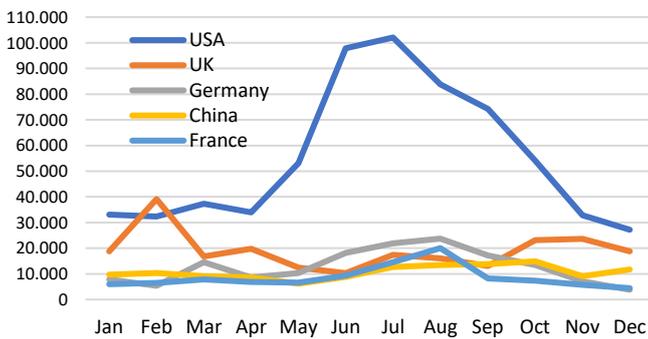
| | % of departures | Number | % change from | |
|---------------------------|-----------------|------------------|---------------|-------------|
| | | | 2024 | 2023 |
| Total number | | 2,267,638 | 0.3% | 2.5% |
| <i>Top ten countries*</i> | | | | |
| USA | 29.2% | 661,929 | 6.7% | 3.1% |
| UK | 10.1% | 229,183 | -13.9% | -19.6% |
| Germany | 6.7% | 151,891 | 7.1% | 9.1% |
| China | 5.7% | 128,212 | 33.3% | 129.0% |
| France | 4.6% | 103,226 | 8.0% | 2.1% |
| Italy | 3.8% | 87,297 | -11.6% | 6.9% |
| Canada | 3.6% | 81,369 | 4.6% | 37.1% |
| Poland | 3.5% | 78,305 | -27.8% | -43.4% |
| Spain | 3.3% | 74,855 | 4.2% | 8.7% |
| Denmark | 2.3% | 52,822 | -8.4% | 2.1% |

*Top ten countries 2025 were 72.8%.

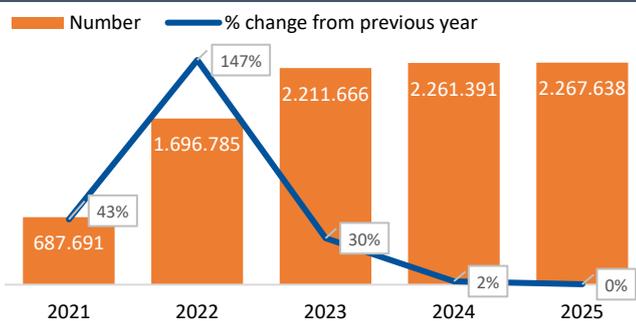
Departures by month 2025 ('000)



Departures by month 2025 – Top five countries³



International departures 2021 – 2025¹



Main purpose of visit to Iceland and length of stay

Purpose of visit 2025²

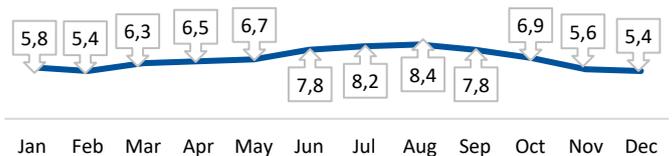
| | % of visitors | Number* |
|----------------------------------|---------------|-----------|
| Holiday | 92.3% | 2,093,710 |
| Visit friends/relatives | 2.5% | 55,784 |
| Health related, educational etc. | 2.3% | 51,703 |
| Business | 1.4% | 32,200 |
| Other | 1.5% | 34,241 |

*Calculation based on visitor statistics at Keflavik airport.

Length of stay 2025²

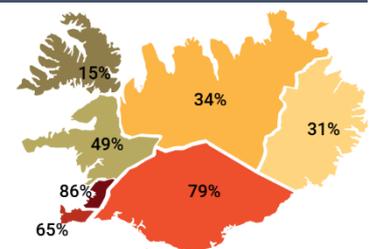
| | Number of nights |
|-------------------------------|------------------|
| Average length of stay | 7,1 |
| USA | 6,2 |
| UK | 5,0 |
| Germany | 9,8 |
| China | 5,9 |
| France | 9,3 |
| Italy | 7,8 |
| Canada | 6,7 |
| Poland | 7,1 |
| Spain | 8,1 |
| Denmark | 7,0 |

Average length (nights) of stay by month 2025²

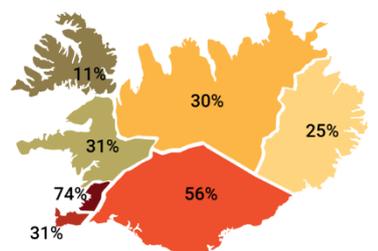


Regions visited and overnight stays

Which region did foreign guests visit – % who visited 2025²



In which region did foreign guests stay overnight – % of guests who stayed 2025²



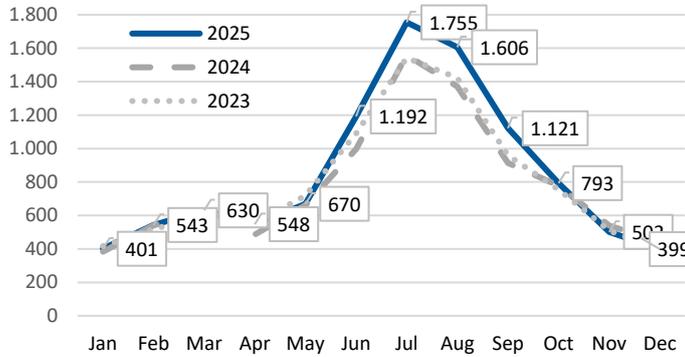
Overnight stays in registered accommodation

Overnight stays* by type of accommodation 2025³

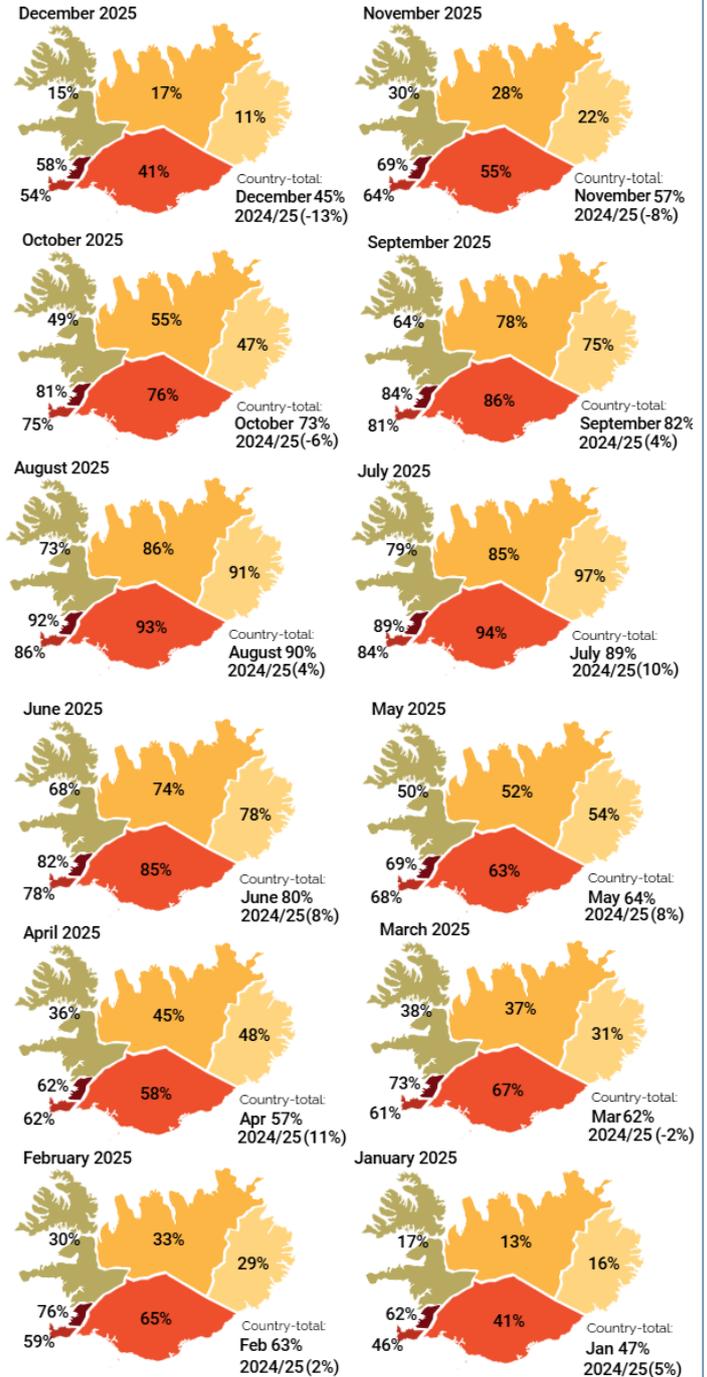
| | % of guest nights | | % change from | |
|---------------------------|-------------------|-------------------|---------------|-------------|
| | | Number | 2024 | 2023 |
| Total guest nights | | 10,160,396 | 9.1% | 7.1% |
| Hotel | 53.5% | 5,439,910 | 3.3% | 3.3% |
| Guesthouses | 12.7% | 1,288,303 | 4.0% | -0.2% |
| Other | 33.8% | 3,432,183 | 22.3% | 17.1% |

*Domestic and international guest nights

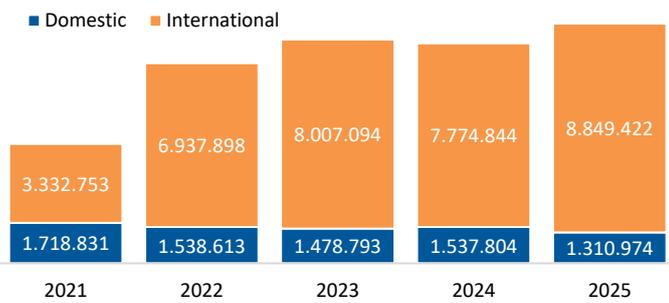
Overnight stays ('000) by month 2025³



Room occupancy in hotels by region³



Overnight stays in registered accommodation 2021-2025³



Hotel guest nights

Overnight stays in hotels 2025 – Top five* countries³

| | % of guest nights | | % change from ⁴ | |
|---------------------------|-------------------|------------------|----------------------------|-------------|
| | | Number | 2024 | 2023 |
| Total hotel nights | | 5,439,910 | 3.3% | 3.3% |
| USA | 28.2% | 1,533,631 | 1.6% | 4.1% |
| UK | 11.0% | 598,171 | -5.3% | -20.2% |
| Iceland | 10.6% | 577,911 | -27.7% | -14.3% |
| Germany | 7.5% | 407,683 | 10.0% | -3.3% |
| China | 6.6% | 356,561 | 60.3% | 158.4% |

*5 largest nationalities accounted for 63.9% of guest nights in hotels.

Room occupancy in hotels 2025³

| | Total | | | Capital region | | |
|--------------|----------------|---------------------------------|---------------------------------|----------------|---------------------------------|---------------------------------|
| | Room occupancy | % change from ⁴ 2024 | % change from ⁴ 2023 | Room occupancy | % change from ⁴ 2024 | % change from ⁴ 2023 |
| Total | 67.3% | -2.7% | -1.5% | 74.8% | -0.5% | -2.7% |
| Jan | 46.5% | 4.7% | -9.7% | 62.2% | -1.9% | -12.4% |
| Feb | 62.8% | 1.8% | -4.0% | 75.7% | 0% | -5.3% |
| Mar | 62.3% | -1.9% | -4.2% | 73.2% | -3.8% | -7.0% |
| Apr | 56.7% | 11.0% | -2.4% | 62.0% | 5.3% | -6.2% |
| May | 63.7% | 8.1% | -3.2% | 69.1% | 7.6% | -1.7% |
| Jun | 79.9% | 8.3% | 1.1% | 81.6% | 4.3% | 1.9% |
| Jul | 88.9% | 9.8% | 2.4% | 89.0% | 9.6% | 1.6% |
| Aug | 89.7% | 4.2% | 4.5% | 92.2% | 3.4% | 9.4% |
| Sep | 81.9% | 3.9% | 0.2% | 84.4% | 2.1% | 1.7% |
| Oct | 72.7% | -5.8% | -4.0% | 80.9% | -6.4% | -4.6% |
| Nov | 56.8% | -8.1% | -3.1% | 69.4% | -8.1% | -6.8% |
| Dec | 45.1% | -13.1% | -1.7% | 58.4% | -17.5% | -7.2% |

Sources

¹ Icelandic Tourist Board and Isavia: Departure statistics at Keflavik Airport 2020-2025. 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, 2025.

³ Statistics Iceland: Accommodation statistics 2021-2025. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2025.

⁴ Year-on-year comparison: 2025 vs 2024 and 2023.