

TOURISM IN FIGURES

- March 2026

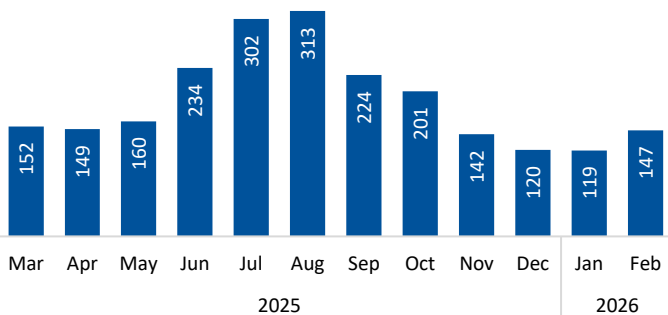
International visitors through Keflavik airport

International departures March 2025 – February 2026¹

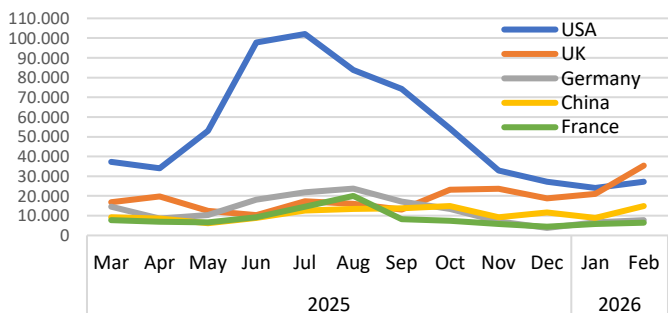
	% of departures	Number	% change for the past 12 months*
Total		2,264,090	0.7%
<i>Top ten countries (72.5% of total)</i>			
USA	28.6%	647,835	2.4%
UK	10.1%	227,691	-7.6%
Germany	6.8%	153,001	9.0%
China	5.8%	131,983	35.2%
France	4.6%	103,020	6.9%
Italy	4.1%	93,503	-4.8%
Canada	3.6%	80,744	5.5%
Poland	3.5%	79,475	-24.8%
Spain	3.3%	73,854	2.2%
Denmark	2.3%	51,351	-7.9%

*Comparison of the periods March-February 2024-25/2025-26.

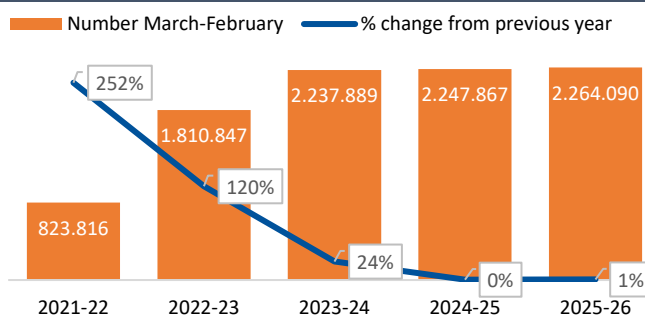
Departures by month ('000)¹



Departures by month – Top five countries



International departures 2021-2026¹



Main purpose of visit to Iceland and length of stay

Purpose of visit March 2025 – February 2026²

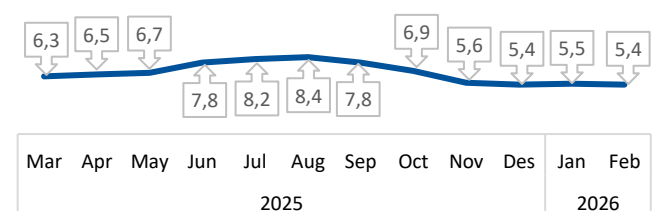
	% of departures	Number*
Holiday	92.4%	2,092,019
Visit friends/relatives	2.6%	58,866
Health related, educational etc.	2.2%	49,810
Business related	1.3%	29,433
Other	1.5%	33,961

*Calculation based on visitor statistics at Keflavik airport.

Length of stay March 2025 – February 2026²

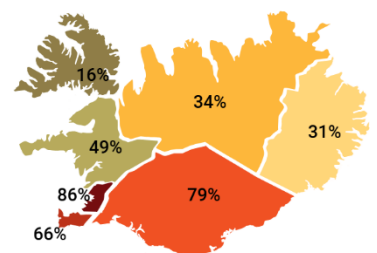
	Number of nights
Average length of stay	7,1
USA	6,2
UK	4,9
Germany	9,6
China	5,9
France	9,2
Italy	7,6
Canada	6,7
Poland	7,1
Spain	8,2
Denmark	7,0

Average length of stay by month (nights)²

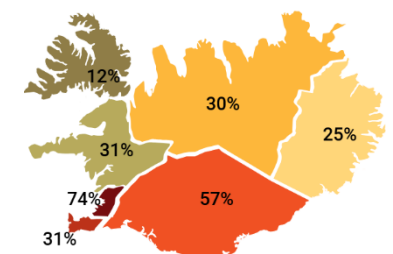


Regions visited and overnight stays

Wich region did foreign guests visit - % who visited March '25 – February '26²



In which region did foreign guests stay overnight - % of guests who stayed March '25 - February '26²



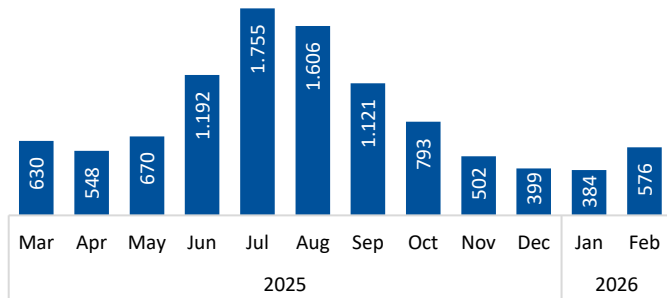
Overnight stays in registered accommodation

Overnight stays by type of accommodation (March'25-Feb'26)³

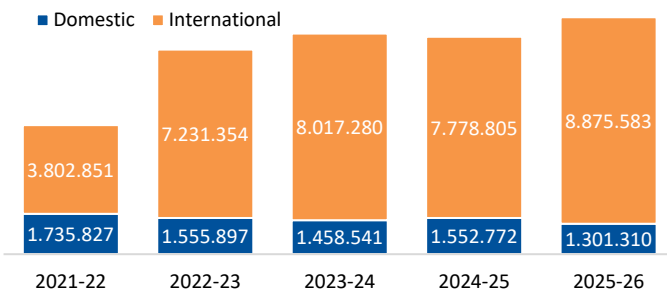
	% of guest nights	Number	% change from the last 12 months ⁴
Total guest nights*		10,176,893	9.1%
Hotel	53.6%	5,450,566	3.6%
Guesthouses	9.4%	956,196	-21.0%
Other	7.0%	3,770,131	31.8%

*Domestic and international guest nights

Overnight stays ('000) in registered accommodation by month³



Overnight stays in registered accommodation March-Feb.³



Hotel guest nights

Overnight stays in hotels March 2025 - February 2026³

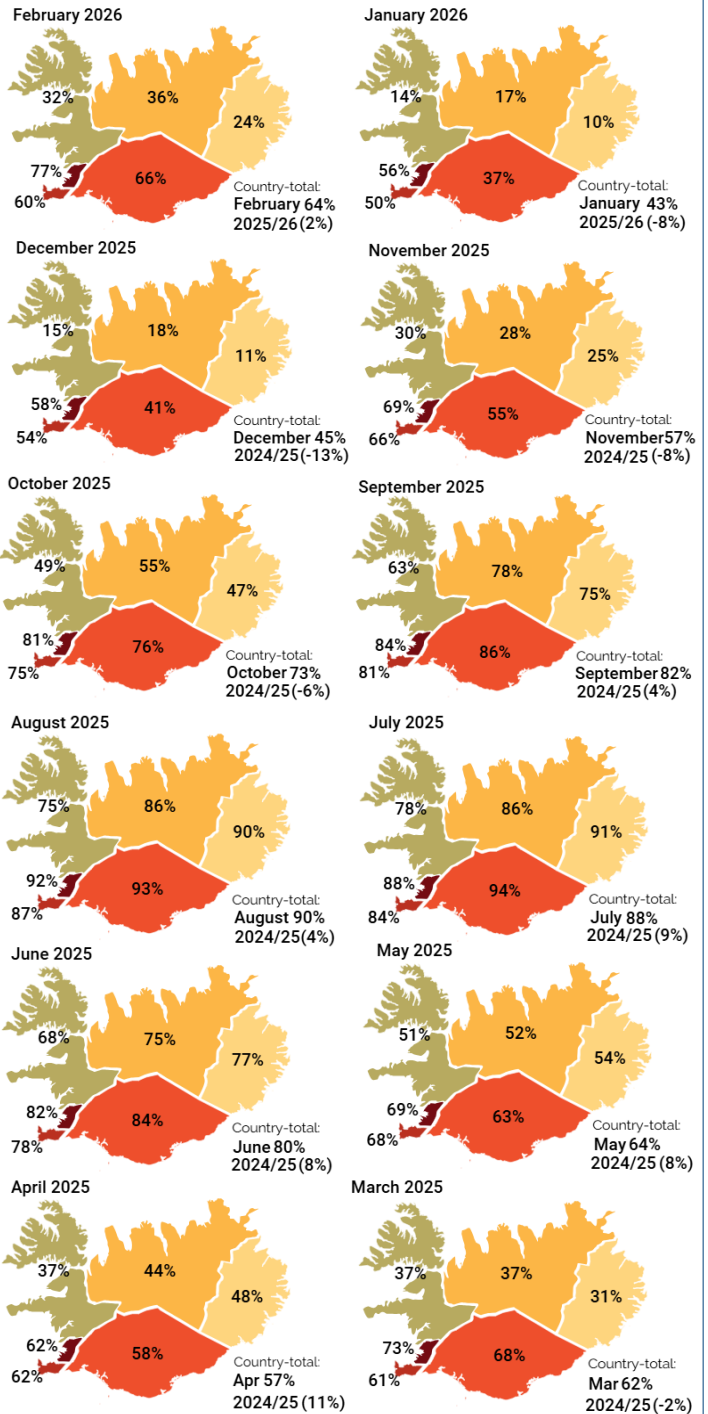
	% of hotel-guest nights	Number	% change from the past 12 months ⁴
Total hotel nights*		5,450,566	3.6%
USA	27.6%	1,504,756	-0.1%
UK	10.9%	592,804	-2.9%
Iceland	10.5%	568,427	-29.3%
Germany	7.5%	409,630	12.4%
China	6.9%	376,575	56.7%

*5 largest nationalities accounted for 63.4% of total nights in hotels.

Room occupancy in hotels March 2025 – February 2026³

	Total		Capital region	
	Room occupancy	12 month % change ⁴	Room occupancy	12 month % change ⁴
Mar'25	62.4%	-1.7%	73.2%	-3.8%
Apr'25	56.6%	10.8%	62.0%	5.3%
May'25	63.7%	8.1%	69.1%	7.6%
Jun'25	79.8%	8.1%	81.6%	4.3%
Jul'25	88.0%	8.6%	87.7%	8.0%
Aug'25	89.9%	4.4%	92.2%	3.4%
Sep'25	81.6%	3.6%	84.4%	2.1%
Oct'25	72.5%	-6.1%	80.7%	-6.6%
Nov'25	57.0%	-7.8%	69.4%	-8.1%
Dec'25	45.3%	-12.7%	57.7%	-18.5%
Jan'26	43.0%	-8.3%	56.2%	-9.6%
Feb'26	64.0%	1.9%	76.8%	1.5%

Room occupancy in hotels by region³



Sources

¹ Icelandic Tourist Board and Isavia: Departure statistics at Keflavik Airport 2021-2026. 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, 2025-2026.

³ Statistics Iceland: Accommodation statistics 2021-2026. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2025 and 2026.

⁴ Comparison of the period March-February 2024/25 - 2025/26.