

TOURISM IN FIGURES

– October 2026

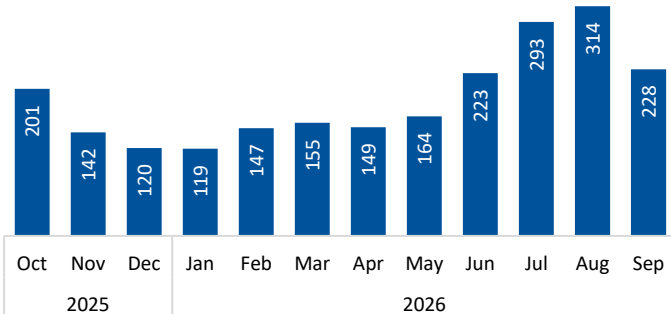
International visitors through Keflavik airport

International departures October 2025 – September 2026¹

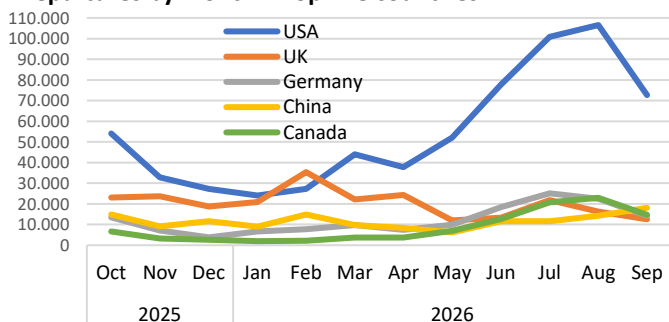
	% of departures	Number	% change for the past 12 months*
Total		2,255,083	-2.9%
<i>Top ten countries (74.3% of total)</i>			
USA	29.1%	657,281	-1,2%
UK	10.8%	244,271	-1,4%
Germany	6.5%	146,197	-7,1%
China	6.2%	139,402	16,8%
Canada	4.5%	102,252	25,4%
France	4.3%	97,244	-7,9%
Italy	4.2%	93,909	0,9%
Poland	3.8%	85,011	-2,6%
Spain	2.7%	61,152	-23,4%
Denmark	2.0%	46,142	-16,0%

*Comparison of the periods October-September 2024-25/2025-26.

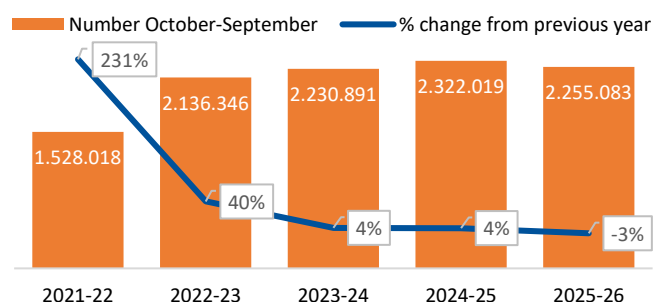
Departures by month ('000)¹



Departures by month – Top five countries



International departures 2021-2026¹



Main purpose of visit to Iceland and length of stay

Purpose of visit October 2025 – September 2026²

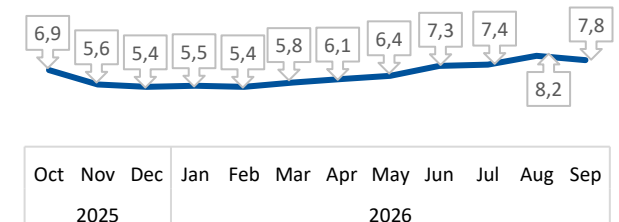
	% of departures	Number*
Holiday	93.24%	2,102,639
Visit friends/relatives	3.30%	74,418
Health related, educational etc.	1.50%	33,826
Business related	1.23%	27,738
Other	0.73%	16,462

*Calculation based on visitor statistics at Keflavik airport.

Length of stay October 2025 – September 2026²

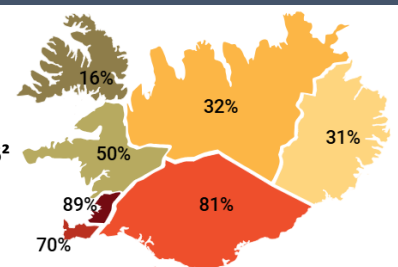
	Number of nights
Average length of stay	6,8
USA	6,3
UK	5,0
Germany	8,5
China	6,3
Canada	7,1
France	8,6
Italy	7,7
Poland	6,1
Spain	7,9
Denmark	6,6

Average length of stay by month (nights)²

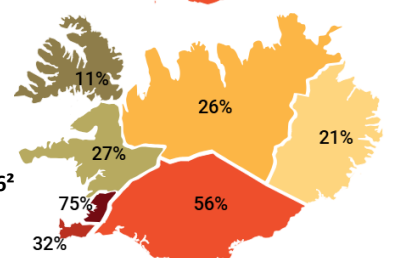


Regions visited and overnight stays

Which region did foreign guests visit - % who visited October '25 – September '26²



In which region did foreign guests stay overnight - % of guests who stayed October '25 – September '26²



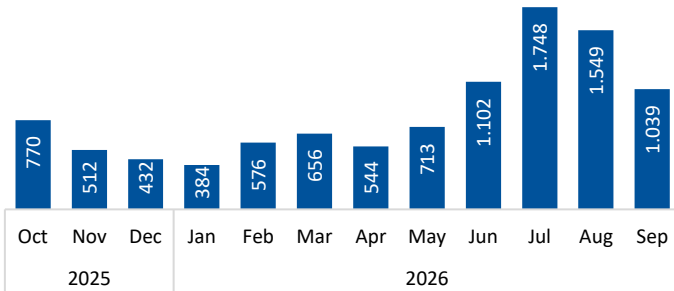
Overnight stays in registered accommodation

Overnight stays by type of accommodation (Oct'25-Sept'26)³

	% of guest nights	Number	% change from the last 12 months ⁴
Total guest nights*		10,024,929	1.3%
Hotel	54.3%	5,448,541	-1.4%
Guesthouses	12.5%	1,250,248	-3.4%
Other	33.2%	3,326,140	8.2%

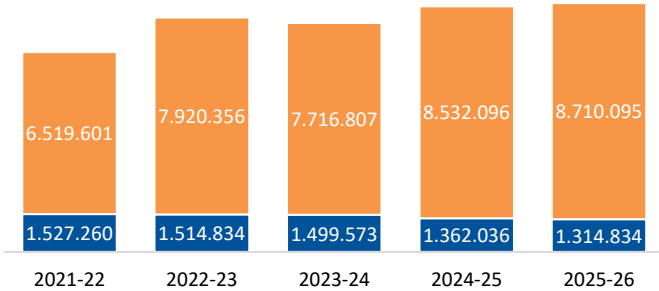
*Domestic and international guest nights

Overnight stays ('000) in registered accommodation by month³



Overnight stays in registered accommodation Oct-Sept³

■ Domestic ■ International



Hotel guest nights

Overnight stays in hotels October 2025 - September 2026³

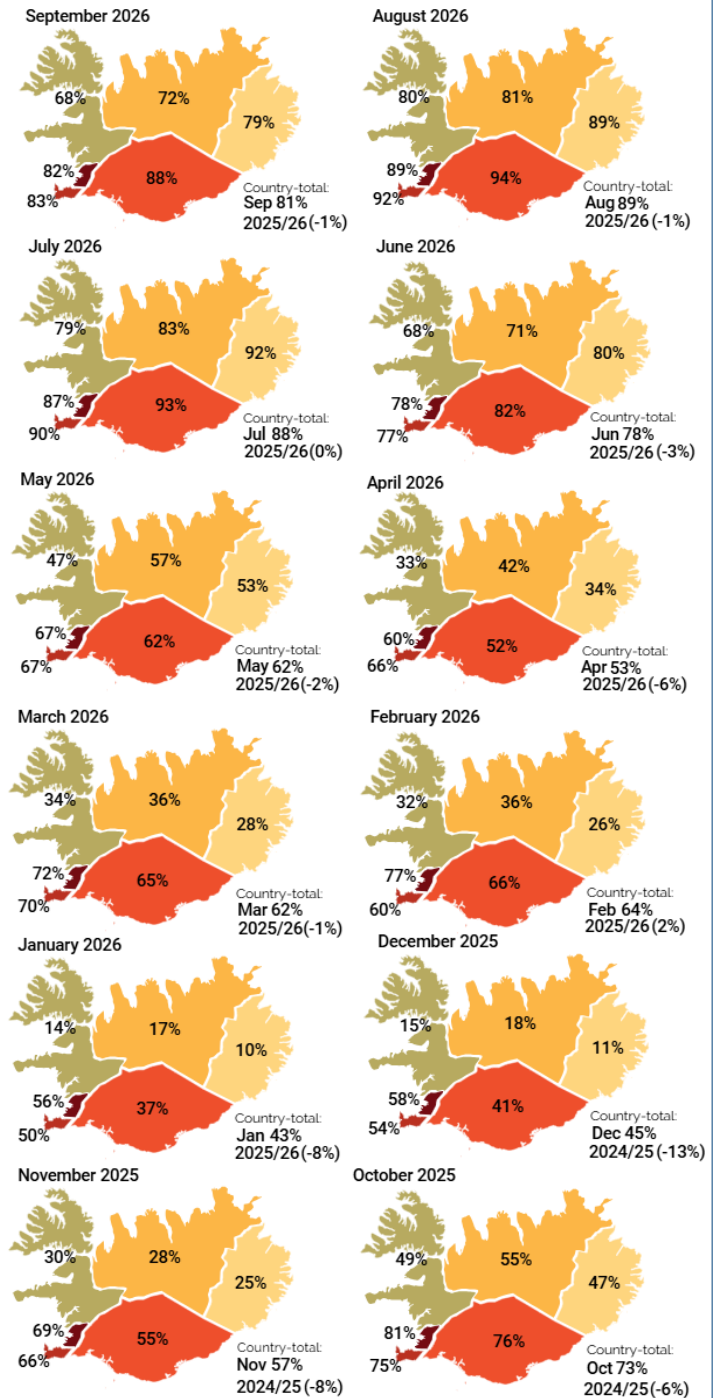
	% of hotel-guest nights	Number	% change from the past 12 months ⁴
Total hotel nights*		5,448,541	-1.4%
USA	27.2%	1,480,637	-6.9%
UK	10.8%	588,442	-4.4%
Iceland	10.1%	549,133	-13.4%
China	7.8%	427,585	35.1%
Germany	7.2%	391,327	-4.3%

*5 largest nationalities accounted for 63.1% of total nights in hotels.

Room occupancy in hotels October 2025 – September 2026³

	Total		Capital region	
	Room occupancy	12 month % change ⁴	Room occupancy	12 month % change ⁴
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	64.2%	2.2%	76.8%	1.5%
Mar'26	61.8%	-1.0%	71.8%	-1.9%
Apr'26	53.4%	-5.7%	59.7%	-3.7%
May'26	62.4%	-2.0%	66.6%	-3.6%
Jun'26	77.5%	-2.8%	78.2%	-4.2%
Jul'26	87.9%	0.1%	87.2%	-0.6%
Aug'26	88.8%	-1.1%	89.3%	-3.0%
Sep'26	81.0%	-0.7%	81.5%	-3.4%

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 2026.

⁴ Comparison of the period October-September 2024/25 - 2025/26.