

TOURISM IN ICELAND IN FIGURES

– Summer (June–August) 2026

International visitors through Keflavik airport

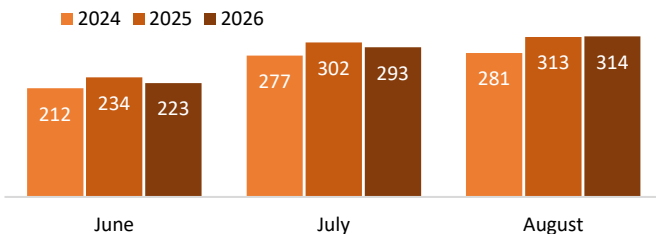
Visitors in summer 2026¹

	% of departures	Number	% change** from	
			2025	2024
Total		829,582	-2.3%	7.7%
<i>Top ten countries*</i>				
USA	34.4%	285,202	0.5%	7.5%
Germany	7.9%	65,912	3.4%	18.0%
Canada	6.8%	56,447	39.7%	66.3%
UK	6.2%	51,347	17.5%	55.0%
France	5.0%	41,629	-5.2%	22.3%
China	4.5%	37,525	7.5%	48.4%
Italy	4.1%	33,781	-15.9%	-6.9%
Poland	3.9%	32,180	16.2%	-7.3%
Spain	2.8%	23,442	-26.5%	-6.2%
Netherlands	1.9%	15,978	-20.9%	-17.1%

*Top ten countries 77.5%.

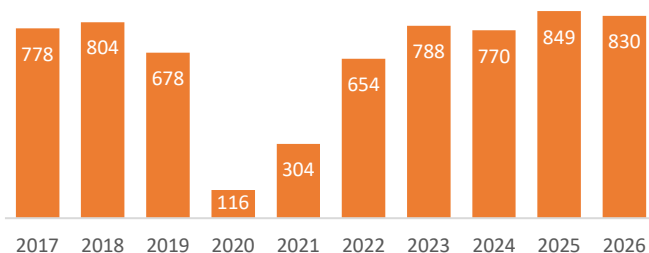
**Comparisons of the period June–August 2026/'25 and 2026/'24.

Visitors by month ('000)¹

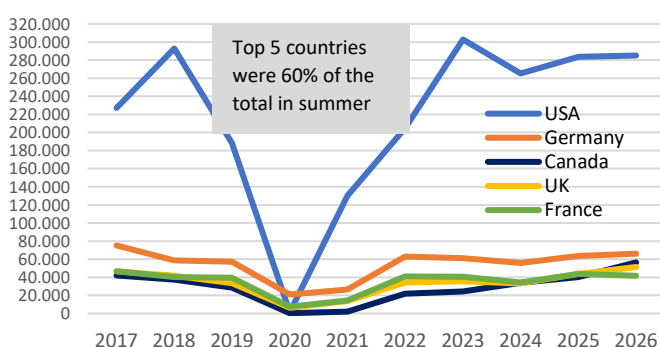


Visitors to Iceland in summer – trends last ten years

Number ('000) of foreign visitors in summer¹



Top five countries¹



Main purpose of visit and length of stay

Purpose of visit in summer 2026²

	Number*	% of visitors
Holiday	780,637	94.10%
Visit friends/relatives	36,253	4.37%
Business related	3,899	0.47%
Health related, education etc.	5,724	0.69%
Visit without an overnight stay	3,152	0.38%

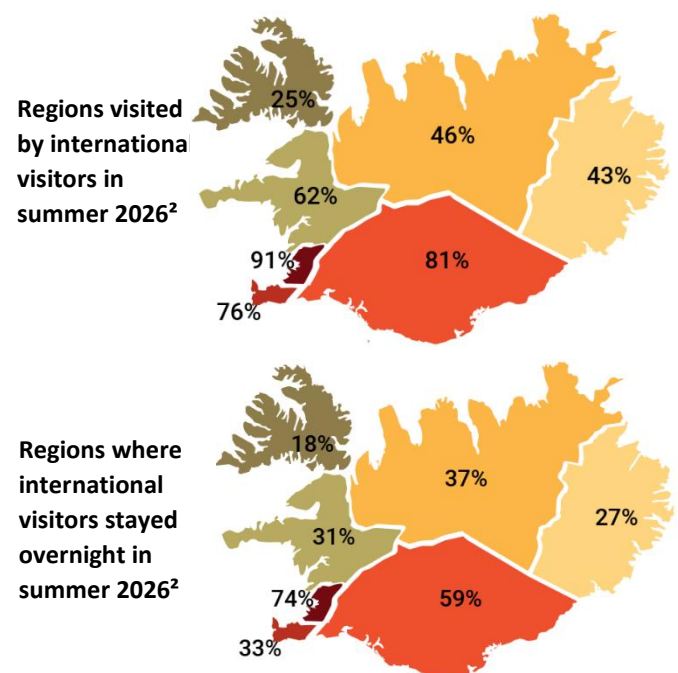
*Calculation based on visitor statistics at Keflavik airport.

Length of stay in Iceland in summer 2026²

	Number of nights	% change for the summer 2025*
Average length of stay	7,7	-6.1%
USA	6,8	0%
Germany	9,4	-16.1%
Canada	7,9	16.2%
UK	6,1	-6.2%
France	9,9	-6.6%
China	6,8	33.3%
Italy	9,0	2.3%
Poland	6,3	-25.9%
Spain	8,8	1.1%
Netherlands	9,4	-4.1%

* Comparisons of the period June–August 2026/'25

Foreign visitors by region



Overnight stays in hotels

Overnight stays in hotels June-August 2026*²

	% guest nights	Number 2026	% change from	
			2025	2024
Total		1,829,965	-1.2%	9.4%
Domestic	8.2%	149,539	-6.4%	-42.6%
International	91.8%	1,680,426	-0.7%	19.0%
-USA	32.9%	602,682	-0.7%	8.3%
-Germany	8.5%	155,387	-10.2%	11.7%
-China	6.3%	115,207	15.9%	121.4%
-UK	5.2%	95,542	3.4%	20.2%
-Italy	4.1%	75,116	-4.1%	27.3%

Available rooms in hotels and occupancy rates

Available rooms in hotels June-August 2026*²

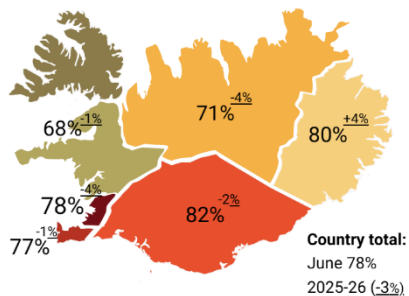
Iceland-total			Capital region		
	Number 2026	% change from 2025 2024		Number 2026	% change from 2025 2024
June	12,668	3.3% 4.8%		5,671	0.9% 1.2%
July	12,703	1.4% 4.9%		5,670	0.9% 1.6%
August	12,817	1.7% 5.7%		5,670	0.6% 1.6%

Occupancy rates in hotels June-August 2026*²

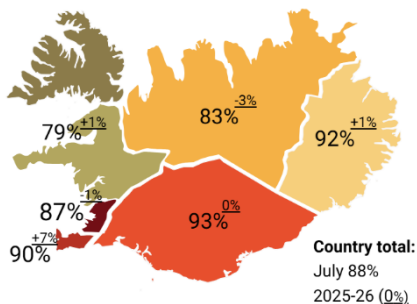
Iceland-total			Capital region		
	Occupancy 2026	% change from 2025 2024		Occupancy 2026	% change from 2025 2024
June	77.5%	-2.8% 5.0%		78.2%	-4.2% 0%
July	87.9%	0.1% 8.5%		87.2%	-0.6% 7.4%
August	88.7%	-1.2% 3.0%		89.0%	-3.4% -0.2%

Room occupancy by region 2026**²

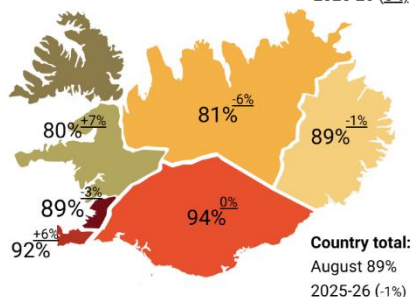
June



July



August

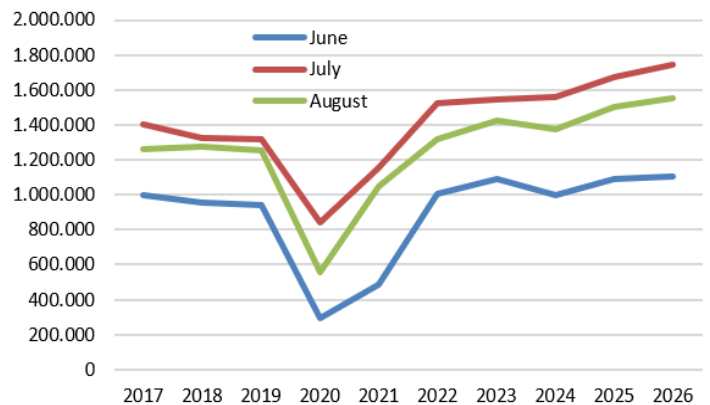


Overnight stays in registered accommodation

Overnight stays in registered accommodation 2026 (Jun-Aug)*²

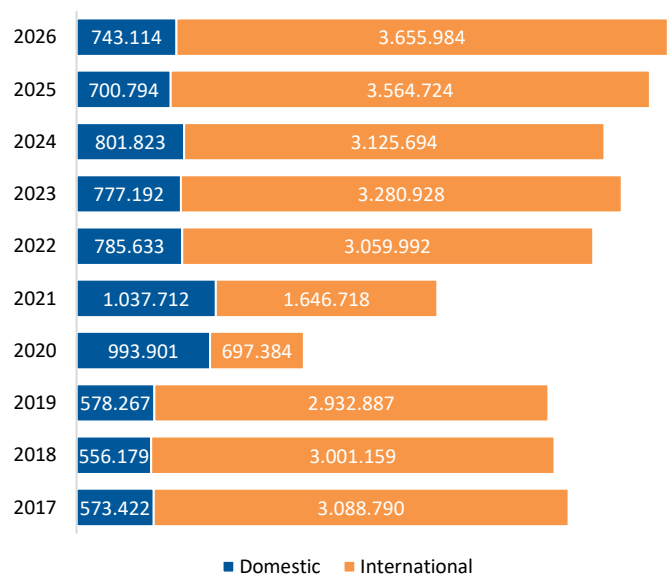
	% of guest nights	Number 2026	% change from	
			2025	2024
Total		4,399,098	3.1%	12.0%
Hotels	41.6%	1,829,965	-1.2%	9.4%
Guesthouses	13.0%	572,807	3.6%	5.9%
Other	45.4%	1,996,326	7.3%	16.5%

Overnight stays in registered accommodation June-August³



Overnight stays over a ten years period

Overnight stays in registered accommodation 2017-2026²



Sources

¹ Icelandic Tourist Board and Isavia: Departure statistics at Keflavik airport 2017-2026. 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 2017-2026. Overnight stays in registered accommodation refer to stays with operators registered in Statistics Iceland's database. Estimated figures for 2026.

*Comparisons of the period June-August 2026/2025 and 2026/2024.

** Underlined figures show changes from 2025.