Ferðamálastofa
Icelandic Tourist Board

TOURISM IN ICELAND IN FIGURES

– August 2021

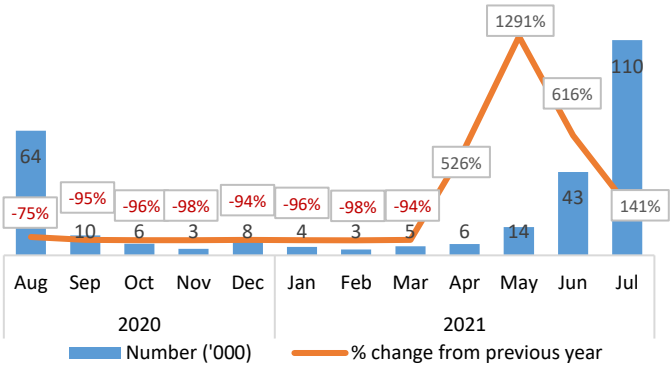
International visitors through Keflavík Airport

International departures in the period August'20 – July'21[1]

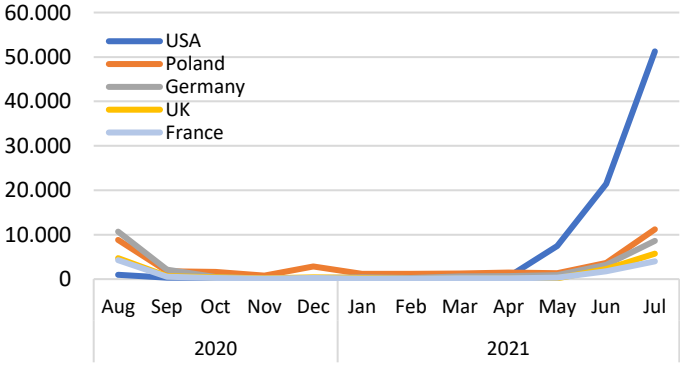
	% of departures	Number	% change from the past 12 months*
Total number		**275,866**	**-77.8%**
*Top ten countries***			
USA	30.2%	83,434	-65.0%
Poland	13.5%	37,188	-40.2%
Germany	10.3%	28,437	-66.7%
UK	5.5%	15,038	-92.5%
France	4.4%	12,238	-82.2%
Italy	4.3%	11,927	-60.5%
Denmark	3.9%	10,665	-71.1%
Baltic states	3.5%	9,707	-66.1%
Netherlands	2.4%	6,661	-76.0%
Spain	2.3%	6,383	-83.0%

*Comparison of the periods August-July 2019-20/2020-21.
**Top ten countries were 80.4%.

Departures by month[1]



Departures by month – Top five* countries[1]



*Top five countries (August'20-July'21) in total were 63.9%.

Main purpose of visit to Iceland and length of stay

Purpose of visit August 2020 – July 2021[2]

	Number*	% of visitors
Holiday	248,555	90.1%
Visit friends/relatives	16,552	6.0%
Health related, education etc.	3,862	1.4%
Business related	3,862	1.4%
Temporary work	1,379	0.5%
Visit without an overnight stay	1,655	0.6%

*Calculation based on visitor statistics at Keflavik Airport.

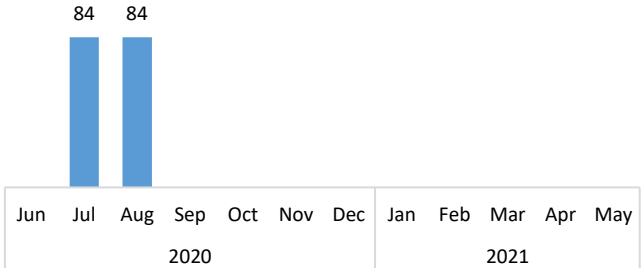
Length of stay in Iceland August 2020 – July 2021[2]

	Number of nights	% change from the past 12 months*
Average length of stay	**9,9**	47.8%
USA	8,6	45.8%
Poland	8,8	22.2%
Germany	11,8	32.6%
UK	8,9	89.4%
France	11,5	35.3%
Italy	11,1	30.6%
Denmark	10,1	44.3%
Baltic states	8,0	2.6%
Netherlands	12,4	69.9%
Spain	11,4	34.1%

*Comparison of the periods August-July 2019-20/2020-21.

Average length of stay by month (nights)[2]

Visitors experience[2] - NPS scores[3]



Overnight stays

Overnight stays in registered accommodation August'20-July'21[4]

	% of guest nights	Number	% change from the past 12 months*
Total guest nights**		**2,977,931**	**-50.9%**
Hotels	39.2%	1,167,152	-63.3%
Guesthouses	17.6%	525,072	-42.8%
Other accommodation	43.2%	1,285,707	-34.7%

*Comparison of the periods August-July 2019-20/2020-21.
**Non-registered overnight stays are not included.

Overnight stays in hotels (August 2020 - July 2021)[4]

	% of hotel guest nights	Number	% change from the past 12 months*
Total guest nights**		**1,167,152**	**-63.3%**
1. Iceland	52.2%	609,446	15.5%
2. USA	19.9%	232,596	-67.3%
3. Germany	6.1%	71,097	-68.5%
4. UK	3.4%	39,571	-91.8%
5. France	2.3%	27,405	-78.8%

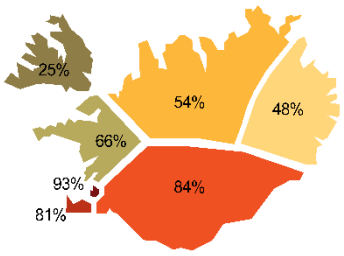
*Comparison of the periods August-July 2019-20/2020-21.
**5 largest nationalities accounted for 84% of total guest nights in hotels.

Room occupancy in hotels (August 2020 - July 2021)[4]

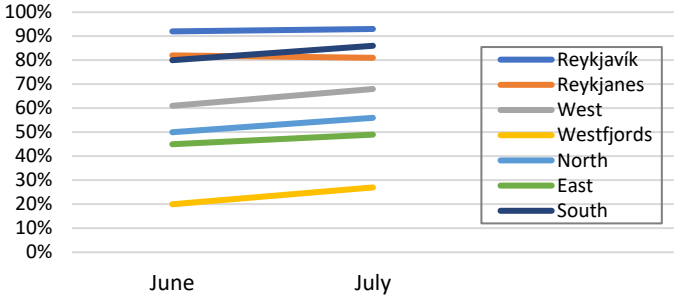
	Total		Capital region	
	Room occupancy	% change from the past 12 months	Room occupancy	% change from the past 12 months
Aug'20	36.3%	-56.0%	28.6%	-66.4%
Sep'20	16,1%	-78.2%	13.8%	-82.4%
Oct'20	10.8%	-84.2%	10.2%	-86.8%
Nov'20	8.2%	-85.8%	8.3%	-89.1%
Dec'20	6.8%	-86.8%	7.7%	-88.9%
Jan'21	9.5%	-80.7%	9.4%	-85.9%
Feb'21	12.8%	-78.8%	10.9%	-86.3%
Mar'21	14.0%	-53.6%	15.4%	-59.7%
Apr'21	14.0%	288.9%	15.2%	406.7%
May'21	25.5%	183.3%	31.0%	496.2%
Jun'21	40.2%	93.3%	44.8%	273.3%
Jul'21	69.4%	46.1%	67.8%	96.0%

International visitors by region and satisfaction

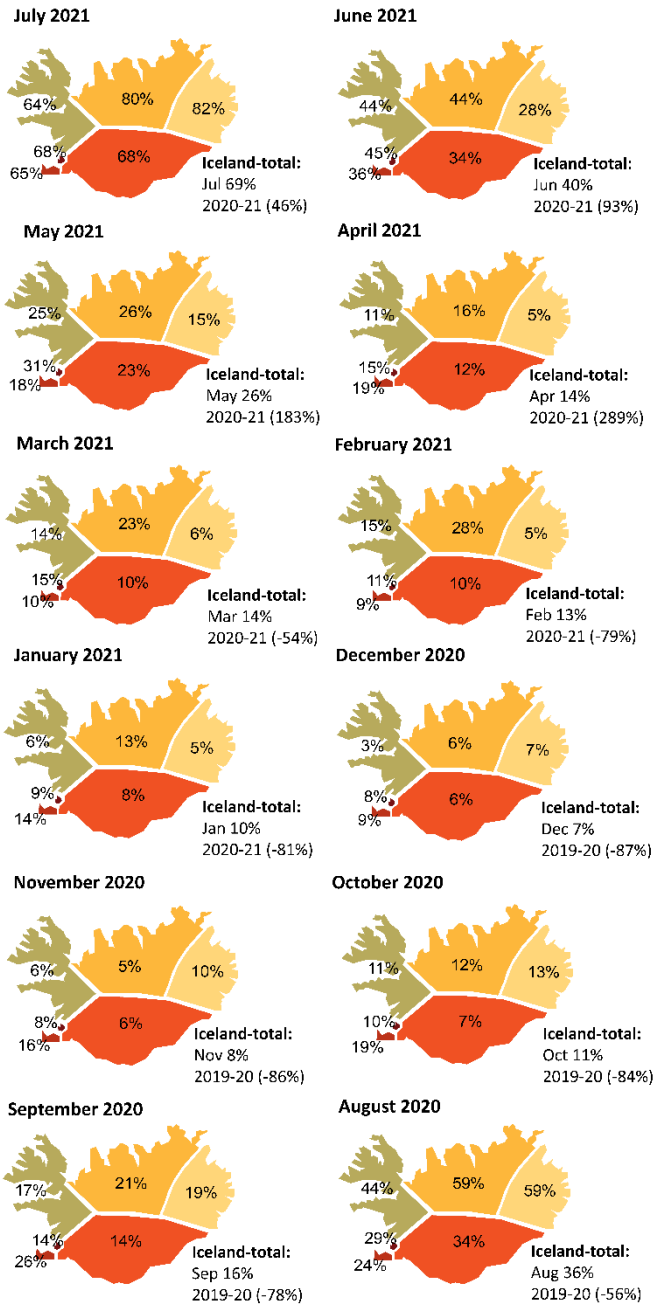
Which regions were visited June-July 2021[2]



Which regions were visited (%) - by month 2021[2]



Room occupancy in hotels by region[4]



Sources

[1]Icelandic Tourist Board and Isavia: Departure statistics at Keflavik Airport. 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 covers all passengers going through the security check. From October 2019, the counting is based on a sampling method. Results from the frequent surveys of Isavia 2017-2018 indicate, that the combined percentage of self-connecting passengers and foreign citizens living in Iceland varies between seasons but has been measured betweeen 5.3%-10.4%. See Ferðamálastofa.

[2]Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport. Due to Covid the survey was not active April-June 2020 and September 2020 - May 2021.

[3]The NPS scores indicates the ratio between participants likely to recommend Iceland (as a destination) and those, not likely to do so.

[4]Statistics Iceland: Accommodation statistics 2019-2021. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Icelands's database. Estimated figures for 2021.