Canadian travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018
There were 99,715 Canadian visitors to Iceland in 2018, or about 4% of all foreign visitors. 38% of visits were during the summer (June-August) and 62% during the winter (January-May/Sept-Dec).

The vast majority of Canadian visitors mentioned nature as a reason for travelling to Iceland, or nine out of ten. Three out of four mentioned Iceland being a safe tourist destination and half mentioned an advantageous travel offer.

One in ten got the idea for their trip three months or sooner before their arrival and a third booked the trip with less than two months’ notice.

Most came from Ontario (44%), British Columbia (19%) and Quebec (19%).
The average expenditure of Canadian visitors was €1,580. Their total expenditure was €130 million, or 3.7% of the total expenditure of foreign visitors in 2018.

16% of Canadian visitors came on package tours. 84% were travelling independently.

The majority of Canadian visitors stayed in hotels and hostels (41%) and in apartment accommodation (20%). One in ten did not pay for accommodation.

Six out of ten travelled by rental car and about a third went on organised coach tours.

Half of Canadian visitors visited a natural pool and museums and about a third went to a swimming pool.

Nine out of ten visited Reykjavik, three out of four visited the South of Iceland and just under half visited the West of Iceland.