Chinese travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018
There were 89,500 Chinese visitors to Iceland in 2018, or about 4% of all foreign visitors. 34% of visits were during the summer (June-August) and 66% during the winter (January-May/Sept-Dec).

Almost all Chinese visitors mentioned nature as a reason for travelling to Iceland and nine out of ten mentioned coverage of Iceland online.

One in three got the idea for their trip less than three months before their trip and about a quarter booked the trip within four weeks of their arrival in Iceland.

Most came from Shanghai (29%), Beijing (15%), Guangdong (14%) and Jiangsu (13%).
The average expenditure of Chinese visitors was €2,438. Their total expenditure was €219 million, or 6.2% of the total expenditure of foreign visitors in 2018.

70% of Chinese visitors came on package tours. 30% were travelling independently.

The majority of Chinese visitors stayed in hotels and hostels (58%) and in apartment accommodation (17%).

Half of them travelled around the country by rental car and about the same number went on organised coach tour.

Six out of ten went to a natural pool, about half visited museums and a quarter went whale watching.

Nine out of ten visited Reykjavik. Outside Reykjavik, South of Iceland was the most frequent destination (84%).


Results should be interpreted discreetly due to sample size. Expenditure might include trips to other countries.

86% plan to return in the future.