There were 97,200 French visitors to Iceland in 2018, or about 4% of all foreign visitors. 41% of visits were during the summer (June-August) and 59% during the winter (January-May/Sept-Dec).

Almost all French visitors mentioned nature as a reason for travelling to Iceland, half of them mentioned friends and relatives and coverage of Iceland online.

A quarter got the idea for their trip less than six months before their arrival and over half booked the trip with less than four months' notice.

A quarter of French visitors came from Paris, four in ten from Southern France and one in ten from Grand-est.
The average expenditure of French visitors was €1,881. Their total expenditure was €172 million, or 4.8% of the total expenditure of foreign visitors in 2018.

33% of French visitors came on package tours. 67% were travelling independently.

The majority of French visitors stayed in hotels and hostels (41%) and at campsites (21%). One in ten did not pay for accommodation.

Seven out of ten travelled by rental car and one in five went on an organised coach tour.

Six out of ten visited a spa and one out five went whale watching.

Almost all visited Reykjavik and nine out of ten visited the South of Iceland. Four out of ten visited the East of Iceland.