German travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018
There were 139,000 German visitors to Iceland in 2018, or about 6% of all foreign visitors. 42% of visits were during the summer (June-August) and 58% during the winter (January-May/Sept-Dec).

The vast majority (93%) mentioned nature as an incentive for their trip to Iceland, just under half mentioned friends and relatives and about a quarter mentioned a previous trip.

Just under half got the idea for their trip over two years ago and four out of ten booked their trip with more than four months’ notice.

Most Germans came from Nordrhein-Westfalen, Baden-Württemberg and Bavaria (14-16%).
The average expenditure of German visitors was €1,791. Their total expenditure was €228 million, or 6.4% of the total expenditure of foreign visitors in 2018.

28% of German visitors came on a package tour. 72% were travelling independently.

Most stayed in hotels and hostels (36%). About the same number stayed at campsites, in cottages/cabins and in apartment accommodation (13-14%).

Six out of ten travelled around Iceland by rental car and about a third went on an organised coach tour.

Two out of three visited a nature bath, half went to a swimming pool.

Nine out of ten visited Reykjavik. Just over a third visited the North and East of Iceland.