Travellers from Nordic countries in Iceland

Demography, Travel behaviour and Visitors opinion 2018
There were 165,000 Nordic visitors to Iceland in 2018, or about 7% of all foreign visitors. 35% of visits were during the summer (June-August) and 65% during the winter (January-May/Sept-Dec).

The majority of Nordic visitors mentioned nature as a reason for travelling to Iceland, two thirds mentioned nature-related entertainment and about a third mentioned Icelandic cuisine.

Four out of ten got the idea for their trip more than a year ago, and about the same number booked their trip with less than two months' notice.

30% of Nordic visitors came from Sweden, 29% from Denmark, 27% from Norway and 14% from Finland.
The average expenditure of Nordic visitors was €1,100. Their total expenditure was €173 million, or 4.8% of the total expenditure of foreign visitors in 2018.

22% of visitors from the Nordic countries came on a package tour. 78% were travelling independently.

The majority of Nordic visitors stayed in hotels and hostels (44%), in apartment accommodation (15%) and with friends or relatives (12%). 17% did not pay for accommodation.

Half of them travelled around the country by rental car and about a quarter went on an organised coach tour.

Half went to a swimming pool and a nature bath and two out of five went horseback riding.

Nine out of ten visited Reykjavik. Outside Reykjavik, South of Iceland was the most frequent destination (58%).