British travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018
There were 298,000 UK visitors to Iceland in 2018, or about 13% of all foreign visitors. 14% of visits were during the summer (June-August) and 86% during the winter (January-May/Sept-Dec).

The vast majority of UK visitors, or nine out of ten, mentioned nature as a reason for travelling to Iceland, two out of three mentioned their interest in the Arctic region, and about half mentioned friends and relatives.

About a quarter got the idea for their trip over two years ago and about a third booked the trip with less than two months’ notice.

One in five was from London, 4% from Wales and 6% from Yorkshire.
UK visitors spent an average of €1,308 on the trip to Iceland in 2018, which is somewhat below the average expenditure of foreign visitors. The total expenditure of UK visitors was €361 million, or 10% of the total expenditure of foreign visitors in 2018.

36% of British visitors came on package tours. 64% were travelling independently.

The majority of UK visitors stayed in hotels and hostels (57%) and in apartment accommodation (15%). One in twenty did not pay for accommodation.

Four out of ten travelled by rental car and about two thirds went on an organised coach tour.

Half of UK visitors visited a natural pool and four out of ten went to a swimming pool and museums.

Almost all UK visitors visited Reykjavik, two out of three visited the South of Iceland and about a third visited the West of Iceland.