U.S. travellers in Iceland

Demography, Travel behaviour and Visitors opinion 2018
There were 695,000 U.S. visitors to Iceland in 2018, or about 30% of all foreign visitors. 42% of visits were during the summer (June-August) and 58% during the winter (January-May/Sept-Dec).

Nine out of ten mentioned nature as an incentive for their trip, two out of three mentioned an advantageous travel offer and a third mentioned the possibility of a stop-over.

Just over a third got the idea for their trip to Iceland trip less than 6 months before their arrival and a similar number booked the trip with less than two months’ notice.

Most U.S. visitors came from California (9%) and New York State (9%).
The average expenditure of U.S. visitors was €1,722. Their total expenditure was €1,139 million, or 32% of the total expenditure of foreign visitors in 2018.

18% of U.S. visitors came on package tours. 82% were travelling independently.

Most U.S. visitors stayed in hotels and hostels (43%) and in apartment accommodation (28%).

Six out of ten travelled around the country by rental car and about a third went on organised bus trips.

Just over half went to a natural pool and almost as many visited a spa.

Nine out of ten visited Reykjavik. Outside Reykjavik, South of Iceland was the most frequent destination (72%).