

# TOURISM IN ICELAND IN FIGURES

Icelandic Tourist Board

October 2009



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## Tourism in Iceland in figures

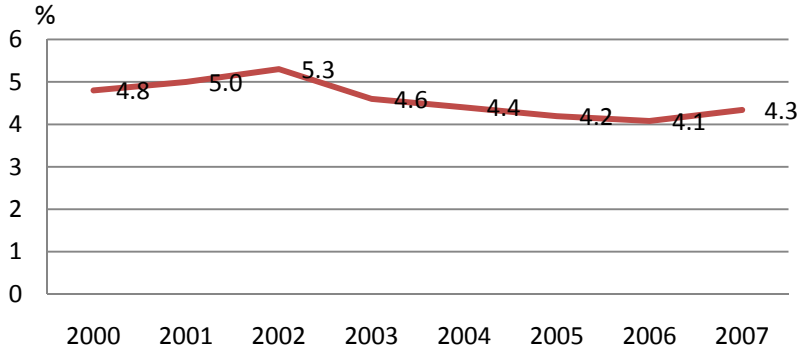
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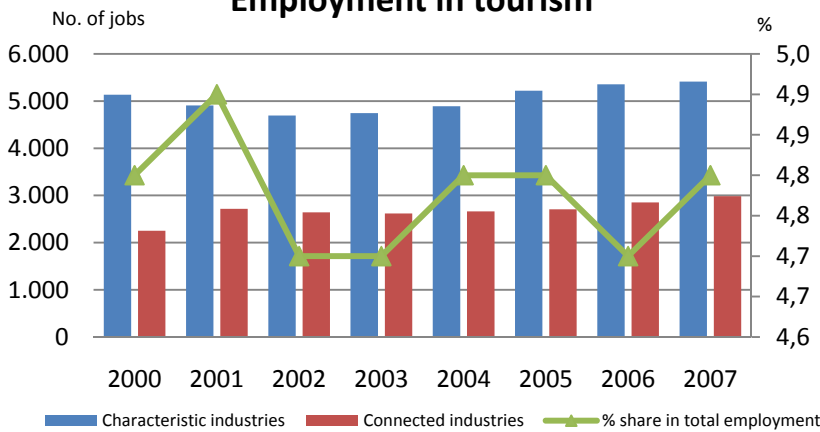
## TOURISM IN ICELAND

### Tourism industry share in GDP 2000-2007



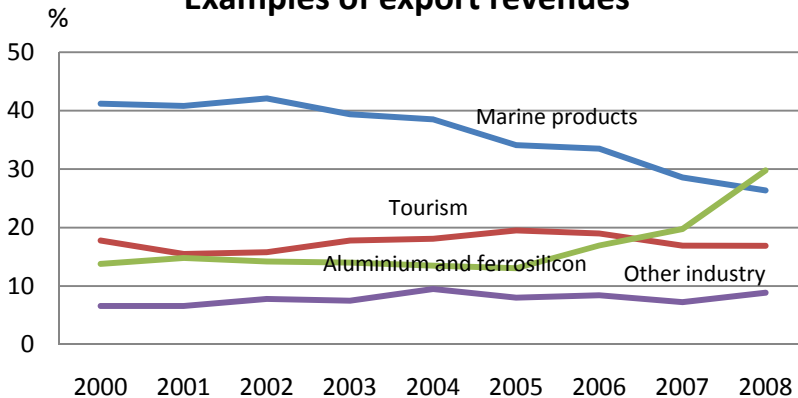
The share of tourism in Iceland's GDP between 2000-2007 was, on average, 4.6%. It was highest in 2002 (5.3%) and lowest in 2006 (4.1%).

### Employment in tourism



The number of jobs in 2007 was 8400, an increase of approximately 190 from the year before. There were 5400 jobs in characteristic tourism industries, such as accommodation and catering services, passenger transport services and travel agency occupations. Just under 3000 jobs were in connected industries, such as retail sales, entertainment, shops, culture, recreational activities and services in connection with passenger transport.

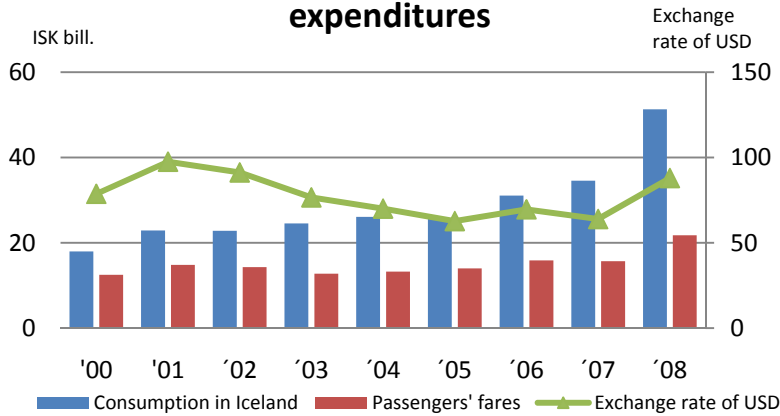
### Examples of export revenues



The share of tourism in Iceland's total export revenue was 16.9% in 2008. In the years between 2000 and 2008, it was, on average, 17.6%. The share was highest in 2005, or 19.5% and lowest in 2002, or 15.5%.

## REVENUES FROM FOREIGN VISITORS

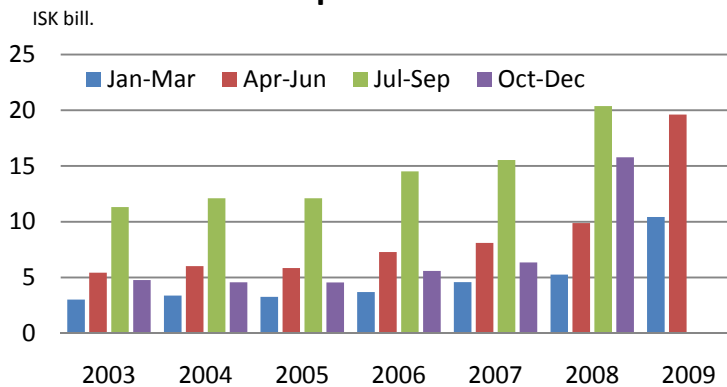
### Foreign travel receipts and expenditures



Revenues from foreign travelers amounted to ISK 73.1bn in 2008. Of this amount, ISK 51.3bn were purchases of goods and services, and ISK 21.8bn were purchases of passenger fares.

Source: Central Bank of Iceland

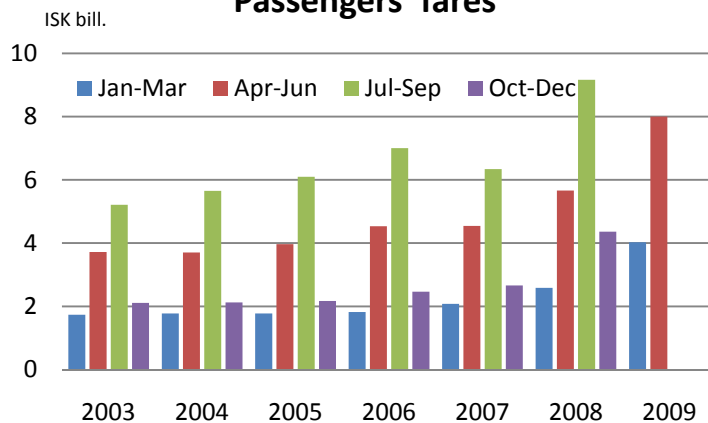
### Consumption in Iceland



The figure shows purchases of goods and services made by international visitors in Iceland on a quarterly basis according to information on foreign exchange transactions in banks and the use of credit and debit cards.

Source: Central Bank of Iceland and Statistics Iceland

### Passengers' fares

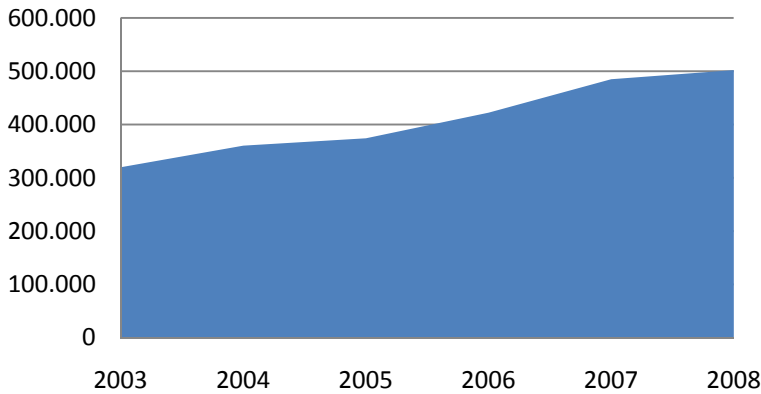


The figure shows quarterly revenues from passengers' fares to and from Iceland with Icelandic companies.

Source: Central Bank of Iceland and Statistics Iceland

# INTERNATIONAL VISITORS TO ICELAND

## Visitors to Iceland 2003-2008

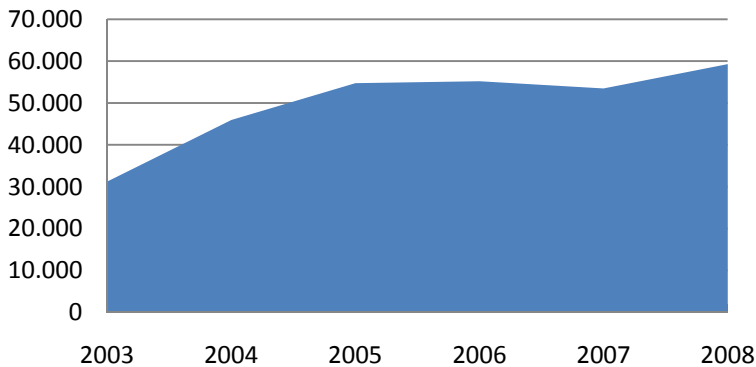


## Visitors in 2008 by point of arrival

Keflavik Airport	472,700
Seydisfjörður	14,500
Reykjavik Airport	12,100
Akureyri Airport	2,000
Egilsstaðir Airport	1,000
<b>Total</b>	<b>502,300</b>

Sources: Icelandic Tourist Board, Austfar, and the Reykjavik, Akureyri and Egilsstaðir Airports.

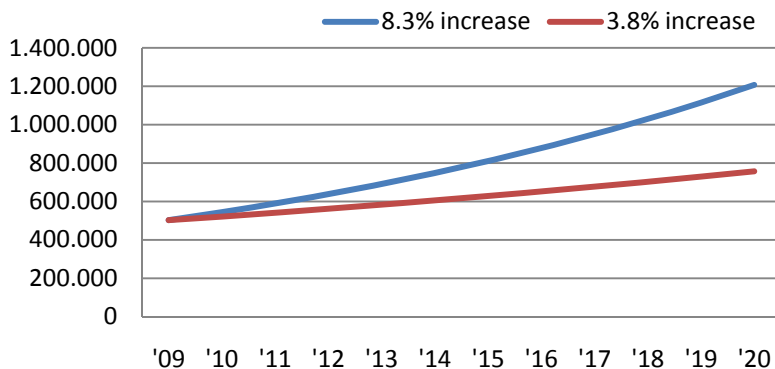
## Cruise ship passengers visiting Reykjavík



Approximately 95% of the cruise ships that visit Iceland have a stopover in Reykjavík. In 2003, 58 cruise ships, with total of approximately 31,000 guests had a stopover in Reykjavík, while in 2008 the number of vessels was 83, with just under 60,000 guests.

Source: Associated Icelandic Ports

## Visitors to Iceland until 2020

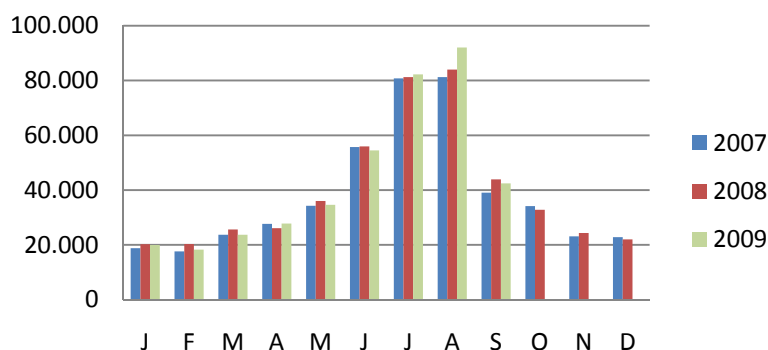


## Future prospects

If an 8.3% annual increase of visitors is assumed, as has been the case in Iceland for the past ten years, we can anticipate 1.2 million visitors to Iceland in 2020. However, if we follow the forecast of the UN World Tourism Organization (UNWTO) as regards the increase of travelers globally, we can expect 760,000 visitors to Iceland in 2020.

## DEPARTURE STATISTICS FROM KEFLAVIK AIRPORT 2007-2009

### Visitors through Keflavik Airport



The Iceland Tourist Board's counting efforts in Keflavik Airport cover 95% of the total number of visitors to Iceland. The count covers all departures from the Airport, including the departure of foreign workers.

### Visitors to Iceland through Keflavik Airport from January to September

*by nationality*

	2007	2008	2009	Increase/decrease between years (%)	
				2007-08	2008-09
Canada	5,330	9,185	10,090	72.3	9.9
China	7,447	4,545	4,307	-39.0	-5.2
Denmark	33,994	33,857	34,312	-0.4	1.3
Finland	8,104	8,999	9,756	11.0	8.4
France	20,636	23,728	26,445	15.0	11.5
Germany	37,129	40,782	48,126	9.8	18.0
Italy	9,835	9,429	11,976	-4.1	27.0
Japan	4,735	5,083	5,549	7.3	9.2
Netherlands	12,727	15,982	16,257	25.6	1.7
Norway	28,183	27,524	29,435	-2.3	6.9
Poland	11,832	18,187	11,229	53.7	-38.3
Spain	8,918	9,663	12,835	8.4	32.8
Sweden	26,790	25,992	26,087	3.0	0.4
Switzerland	6,514	6,709	8,208	3.0	22.3
United Kingdom	57,445	55,095	46,810	-4.1	-15.0
USA	44,572	34,210	37,061	-23.2	8.3
Other	54,710	64,478	57,090	17.9	-11.5
<b>Total</b>	<b>378,901</b>	<b>393,448</b>	<b>395,573</b>	<b>3.8</b>	<b>0.5</b>

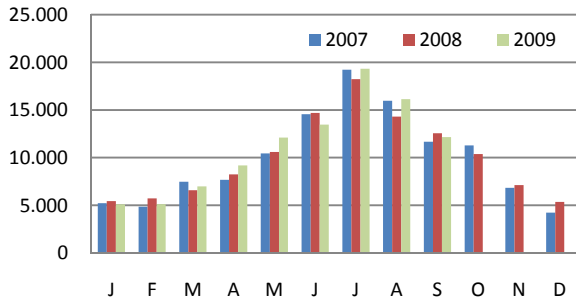
*by market area*

	2007	2008	2009	Increase/decrease between years (%)	
				2007-08	2008-09
Nordic countries	97,071	96,372	99,590	-0.7	3.3
United Kingdom	57,445	55,095	46,810	-4.1	-15.0
Central/South Europe	95,759	106,293	123,847	11.0	16.5
North America	49,902	43,395	47,151	-13.0	8.7
Other	78,724	92,293	78,175	17.2	-15.3
<b>Total</b>	<b>378,901</b>	<b>393,448</b>	<b>395,573</b>	<b>3.8</b>	<b>0.5</b>

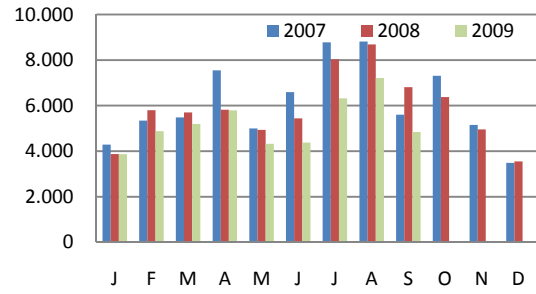
Source: Icelandic Tourist Board

# VISITORS THROUGH KEFLAVIK AIRPORT BY MONTH

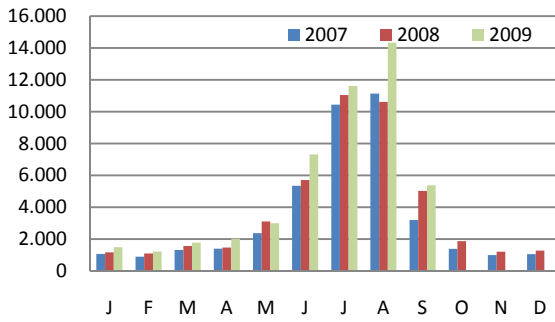
## Nordic nations



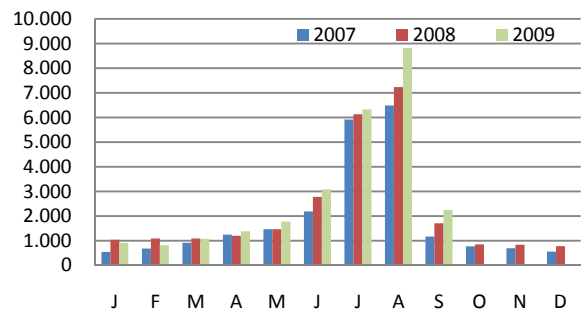
## United Kingdom



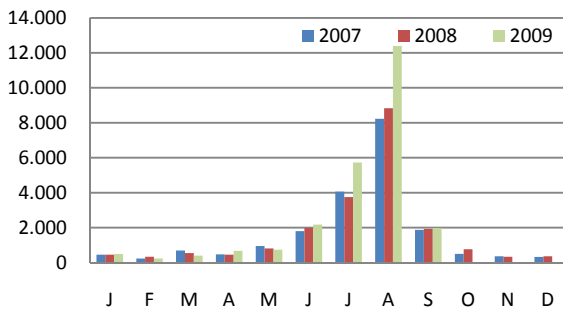
## Germany



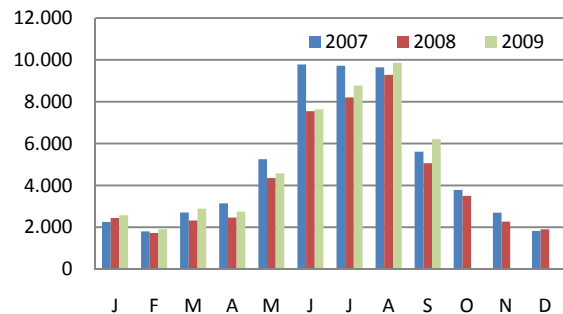
## France



## Italy, Spain

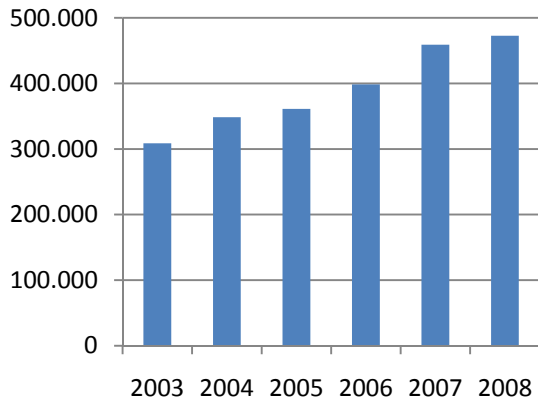


## N America

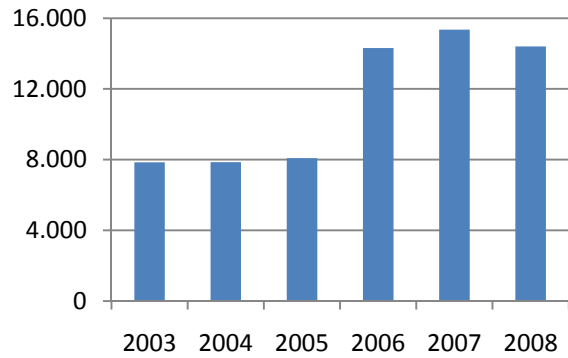


## INTERNATIONAL VISITORS TO ICELAND THROUGH KEFLAVIK AIRPORT AND SEYDISFJÖRDUR SEAPORT

### Visitors through Keflavik Airport



### Visitors through Seydisfjörður Seaport



### Visitors through Keflavik Airport by nationality

	2007	2008	Change between years (%)
Canada	6,296	10,568	67.9
China	9,533	5,760	-39.6
Denmark	41,392	41,026	-0.9
Finland	9,875	10,797	9.3
France	22,671	26,161	15.4
Germany	40,556	45,120	11.3
Japan	6,096	6,732	10.4
Italy	10,475	10,116	-3.4
Netherlands	14,405	18,756	30.2
Norway	34,779	35,122	1.0
Poland	19,020	24,227	27.4
Spain	9,455	10,438	10.4
Sweden	33,356	32,259	-3.3
Switzerland	6,911	7,136	3.3
UK	73,391	69,982	-4.6
USA	51,909	40,495	-22.0
Other	68,879	77,977	13.2
<b>Total</b>	<b>458,999</b>	<b>472,672</b>	<b>3.0</b>

### Visitors by market area

#### Keflavik airport

	2007	2008	Change between years (%)
N America	58,205	51,063	-12.3
United Kingdom	73,391	69,982	-4.6
Nordic countries	119,402	119,204	-0.2
Central/S Europe	104,473	117,727	12.7
Other	103,528	114,696	10.7
<b>Total</b>	<b>458,999</b>	<b>472,672</b>	<b>3.0</b>

#### Seydijörður Seaport

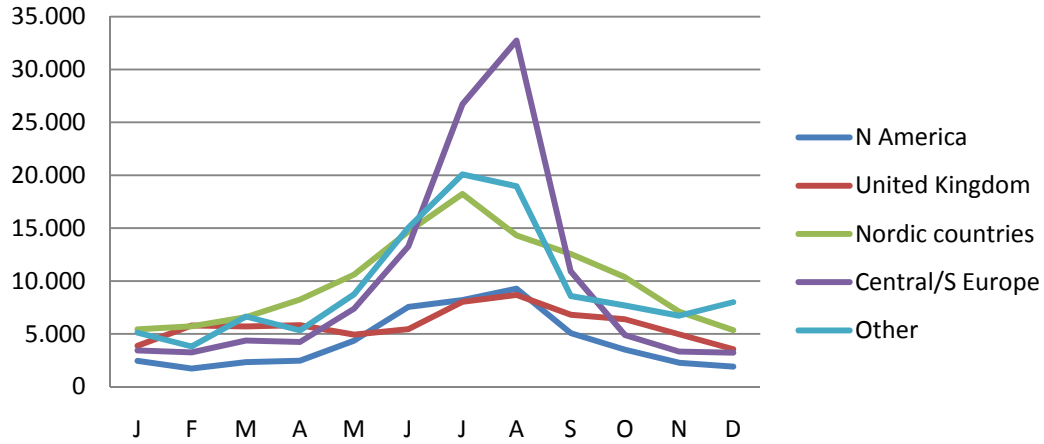
	2007	2008	Change between years (%)
N America	47	38	-19.1
UK	465	511	9.9
Nordic countries	5,624	4,681	-16.8
Central/S Europe	7,521	7,539	0.2
Other	1,699	1,632	-3.9
<b>Total</b>	<b>15,356</b>	<b>14,401</b>	<b>-6.2</b>

Sources: Icelandic Tourist Board and, Austfar



## INTERNATIONAL VISITORS BY MONTH 2008

### Seasonal departure variations by key markets 2008



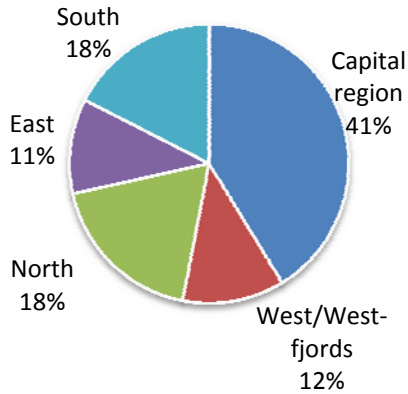
### Departures through Keflavik Airport by month

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Canada	316	225	210	350	995	1598	1827	2388	1276	967	225	191	10568
China	226	133	145	320	647	1000	965	684	425	555	359	301	5760
Denmark	1941	1762	2307	2583	3351	4683	7737	5370	4123	2909	2391	1869	41026
Finland	288	586	711	804	1142	1528	1506	1230	1204	995	468	335	10797
France	1040	1074	1093	1204	1468	2780	6129	7232	1708	850	804	779	26161
Germany	1162	1094	1568	1468	3098	5708	11047	10612	5025	1865	1201	1272	45120
Italy	291	160	242	279	404	1110	1857	4212	874	312	183	192	10116
Japan	768	668	702	172	286	545	560	844	538	455	468	726	6732
Netherlands	573	655	1075	956	1739	2066	3448	3841	1629	1191	895	688	18756
Norway	1660	1907	1994	3001	3012	4117	4352	3584	3897	3520	2392	1686	35122
Poland	808	725	2077	1292	2052	3120	3772	2638	1703	1445	1254	3341	24227
Spain	166	172	299	173	409	875	1892	4623	1054	457	147	171	10438
Sweden	1544	1468	1570	1856	3094	4354	4646	4123	3337	2946	1857	1464	32259
Switzerland	195	103	98	151	272	738	2340	2214	598	214	100	113	7136
UK	3872	5797	5703	5817	4938	5440	8031	8685	6812	6377	4957	3553	69982
USA	2130	1502	2112	2111	3354	5947	6378	6892	3784	2535	2042	1708	40495
Other	3309	2281	3713	3548	5763	10369	14780	14795	5920	5233	4633	3633	77977
<b>Total</b>	<b>20289</b>	<b>20312</b>	<b>25619</b>	<b>26085</b>	<b>36024</b>	<b>55978</b>	<b>81267</b>	<b>83967</b>	<b>43907</b>	<b>32826</b>	<b>24376</b>	<b>22022</b>	<b>472672</b>

Source: Icelandic Tourist Board

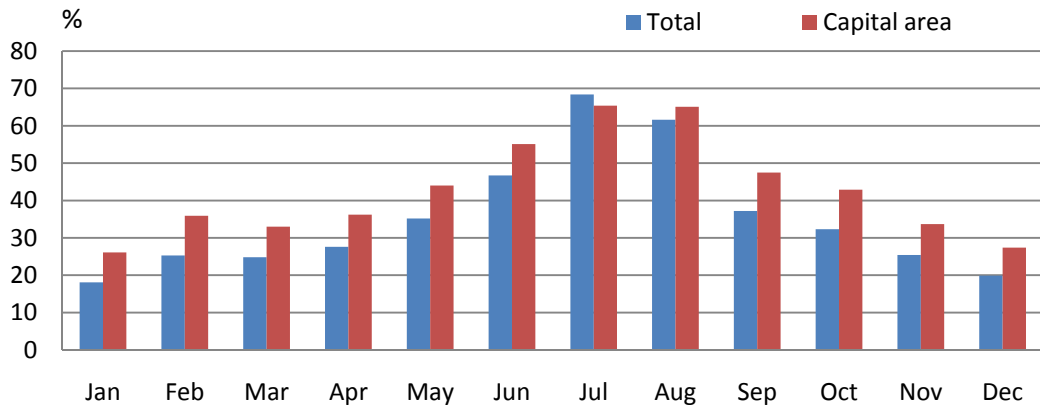
## ACCOMMODATION STATISTICS

### Available accommodation (beds) in hotels and guesthouses 2008

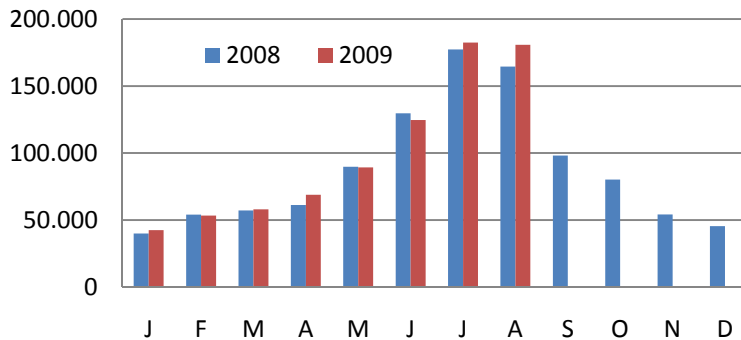


In recent years, there has been a considerable increase in the availability of accommodation. During summer 2008, there were 19,255 beds available in hotels and guesthouses.

### Occupancy rate (beds) at hotels and guesthouses 2008



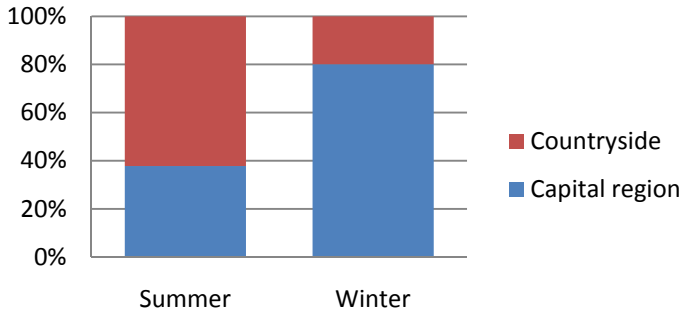
### Foreign guestnights at hotels



The number of overnight stays of international visitors has increased by 3.5% during the present year. In 2008, overnight stays at hotels were approximately 55% of the total overnight stays in Iceland.

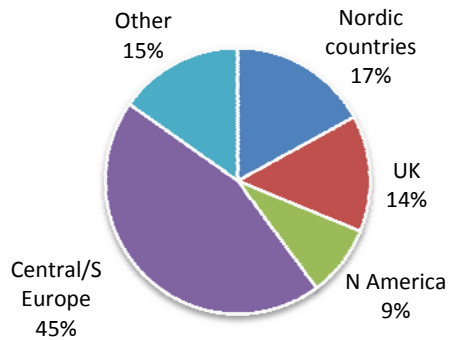
## OVERNIGHT STATISTICS 2008

### Proportional distribution of overnight stays by foreign visitors



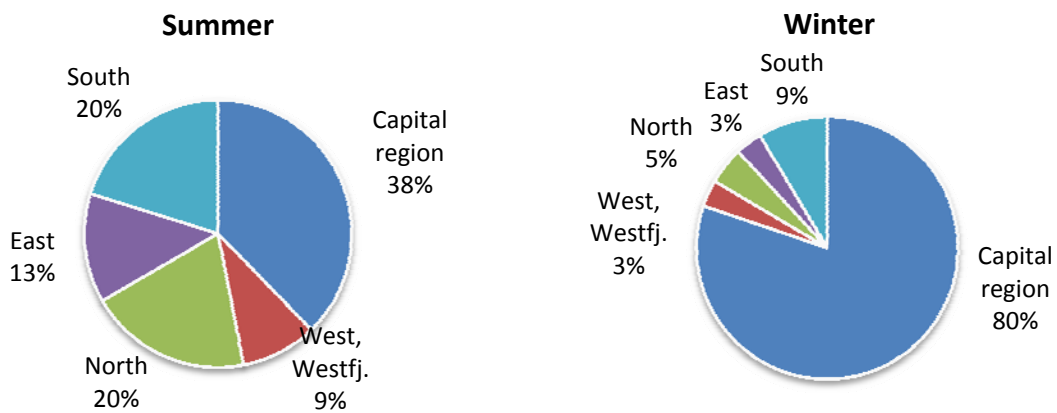
There are considerable seasonal fluctuations in the distribution of overnight stays. During the winter months, foreign visitors spend 80% of overnight stays in the greater Reykjavík area, while during the summer, 60% are spent in the countryside.

### Overnight stays by market area



Visitors from central and south Europe spent proportionately the greatest number of overnight stays in Iceland in 2008, or almost half of all the overnight stays of foreign visitors.

### Overnight stays of foreign visitors in



# INTERNATIONAL VISITORS TO ICELAND 2007

## Gender %

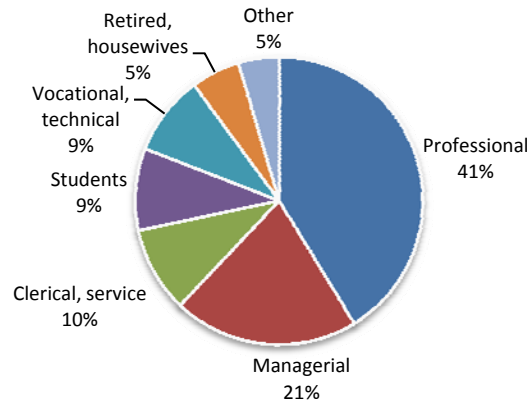
Male	57.7
Female	42.3

Average age 41,1

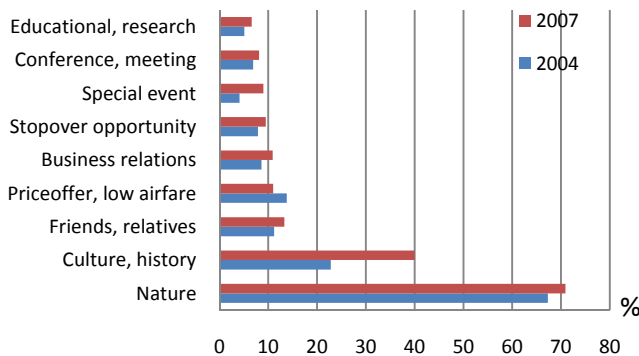
## Income %

High	12.5
High average	39.2
Average	39.6
Low average	8.7

## Occupational status

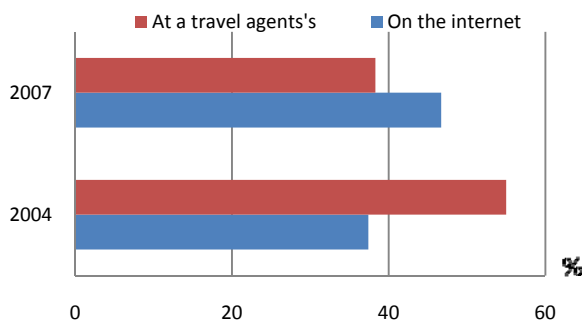


## Factors affecting respondents' decision to visit Iceland



The majority of visitors come for Iceland's nature, although the attraction of culture and history has grown. Moreover, friends, relatives, price offers, business relations and stop-over options attract a large number of visitors.

## Where was the tour/ticket purchased

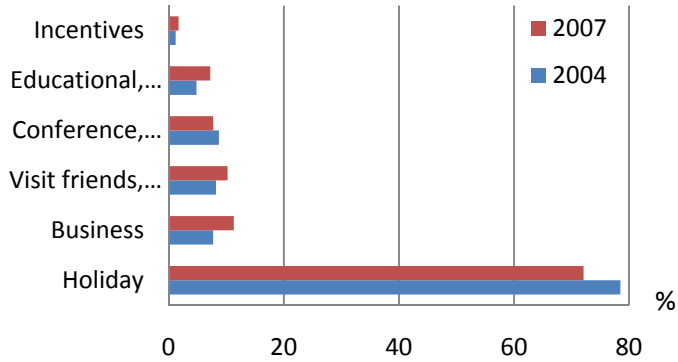


### Type of travel

Seven in ten visitors have planned their own trips, a fifth are on a package tour and one in ten are on a tour that is a combination of the two.

## INTERNATIONAL VISITORS TO ICELAND 2007

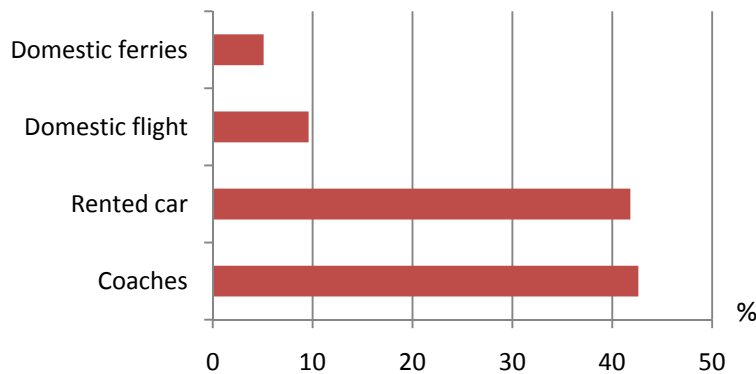
### Purpose of visit



### Type of accommodation used 2007 (%)

Hotel	71.5
Guesthouse	27.2
Farmhouse accommodation	12.6
Hostel	11.7
Camping	12.3

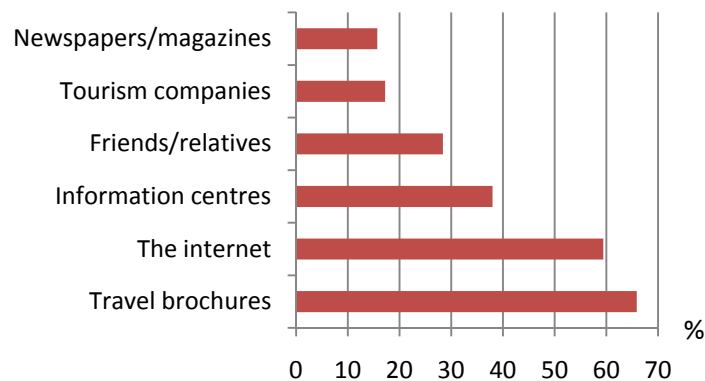
### Means of transport



### Length of stay

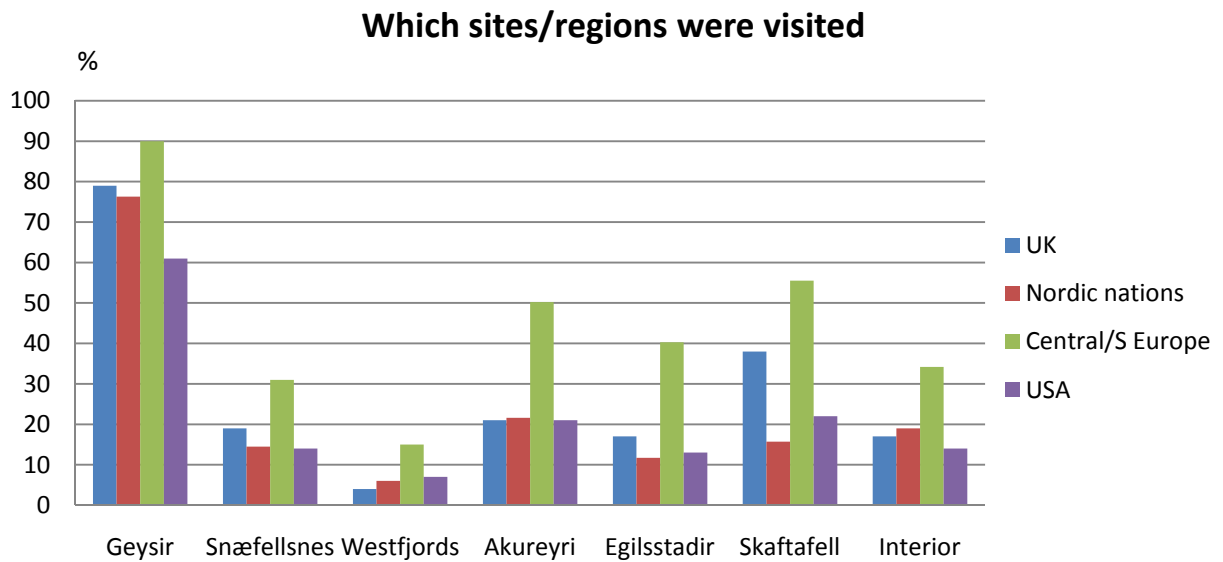
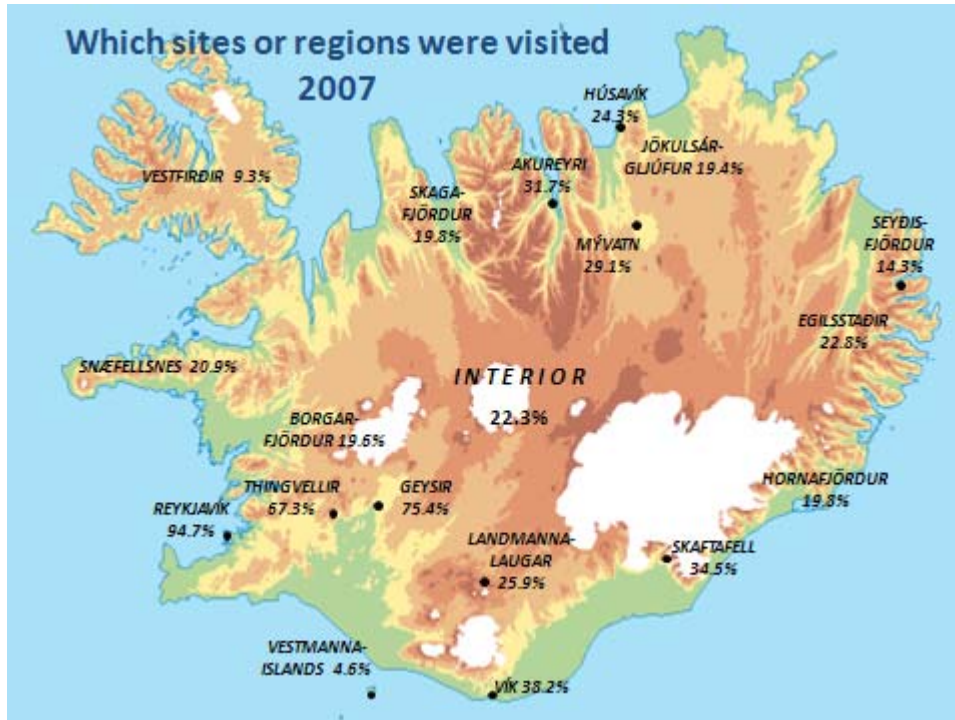
The average length of stay of visitors was 8.6 nights in 2007. 37% stayed between 1 and 4 nights, 24% between 5 and 7 nights, 28% between 8 and 14 nights and 11% stayed 15 nights or more.

### Source of information on Iceland



Use of and access to the Internet continues to increase at a fast pace. More than twice the numbers of foreign visitors to Iceland use the Internet than was the case ten years ago.

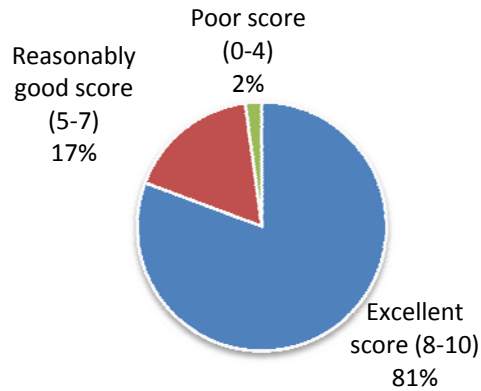
## INTERNATIONAL VISITORS TO ICELAND 2007



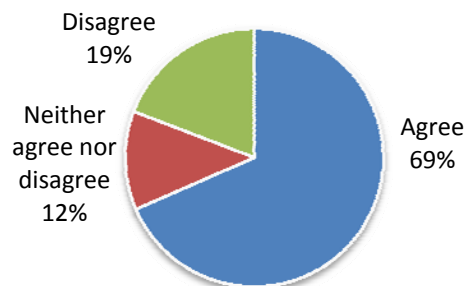
Source: Survey conducted by the Icelandic Tourist Board 2007

## INTERNATIONAL VISITORS TO ICELAND 2007

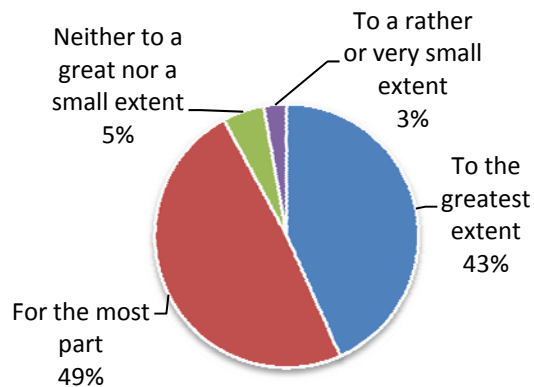
### Visitors' opinion of their trip to Iceland



### Was the trip to Iceland good value for money?



### Did the trip to Iceland meet your expectation to a greater or lesser extent



Source: Survey conducted by the Icelandic Tourist Board 2007