

TOURISM IN ICELAND IN FIGURES

- SEPTEMBER 2020



International visitors to Iceland through Keflavík Airport

Visitors in the period September 2019 – August 2020¹

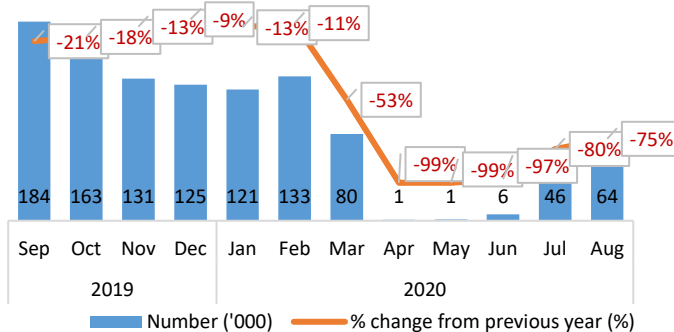
| | % of visitors | Number | % change from the past 12 months* |
|---------------------------------|---------------|------------------|-----------------------------------|
| Total number of visitors | | 1,054,292 | -49.8% |
| <i>Top ten countries **</i> | | | |
| UK | 18.2% | 192,149 | -29.5% |
| USA | 16.7% | 176,486 | -67.7% |
| Germany | 7.1% | 74,775 | -45.1% |
| China*** | 7.0% | 74,327 | -46.1% |
| Poland | 5.9% | 62,216 | -30.4% |
| France | 5.1% | 54,204 | -41.3% |
| Denmark | 3.4% | 36,062 | -27.6% |
| Spain | 2.6% | 27,914 | -55.1% |
| Baltic states | 2.5% | 26,025 | -13.0% |
| Netherlands | 2.4% | 24,918 | -41.4% |

*Comparison of the periods September-August 2018-2019/2019-2020.

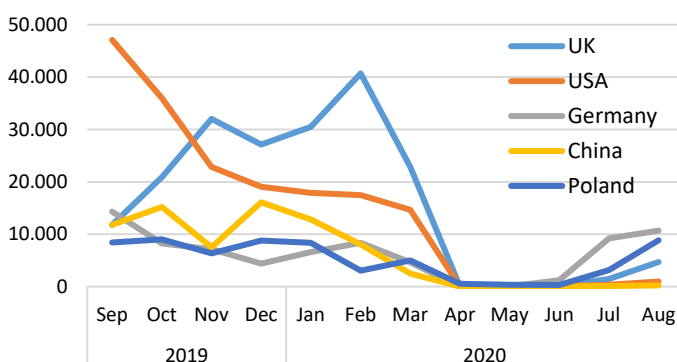
**Top ten countries in total were 71.1%.

***71% from mainland China, 17% from Taiwan and 12% Hong Kong.

Visitors by month¹



Visitors by month – Top five* countries¹



*Top five countries in August 2020 were 55%.

Main purpose of visit to Iceland and length of stay

Purpose of visit September 2019 – August 2020²

| | Number* | % of visitors |
|---------------------------------|---------|---------------|
| Holiday | 956,243 | 90.7% |
| Visit friends/relatives | 34,792 | 3.3% |
| Health related, education etc. | 16,869 | 1.6% |
| Business related | 33,737 | 3.2% |
| Temporary work | 7,380 | 0.7% |
| Visit without an overnight stay | 5,271 | 0.5% |

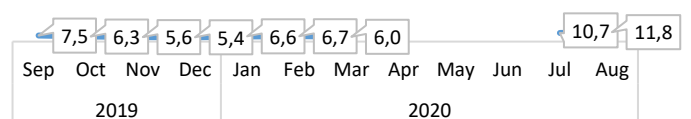
*Calculation based on visitor statistics at Keflavik Airport.

Length of stay Iceland September – August 2020²

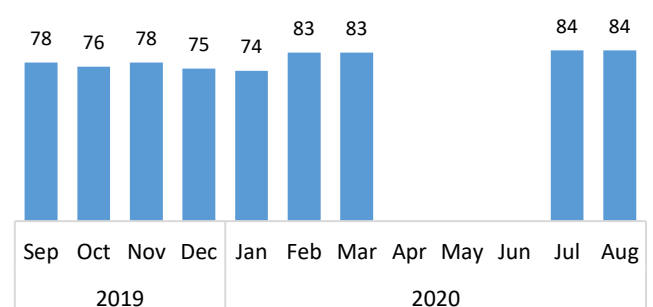
| | Number of nights | % change from the past 12 months* |
|-------------------------------|------------------|-----------------------------------|
| Average length of stay | 6,6 | 3.1% |
| UK | 4,7 | -2.1% |
| USA | 5,8 | 7.4% |
| Germany | 8,8 | - |
| China | 6,3 | 6.8% |
| Poland | 7,4 | 4.2% |
| France | 8,1 | -5.8% |
| Denmark | 7,3 | 15.9% |
| Spain | 7,9 | -4.8% |
| Baltic states | 7,5 | -5.1% |
| Netherlands | 7,7 | 2.6% |

*Comparison of the periods September-August 2018-19/2019-20

Average length of stay by month (nights)²



Visitors experience² – NPS scores³



Overnight stays

Overnight stays in registered accommodation (Aug'19-July'20)⁴

| | % of guest nights | Number | % change from the past 12 months* |
|-----------------------------|-------------------|------------------|-----------------------------------|
| Total guest nights** | | 5,847,370 | -30.7% |
| Hotels | 54.3% | 3,174,192 | -28.9% |
| Guesthouses | 14.8% | 864,552 | -33.8% |
| Other accommodation | 30.9% | 1,808,626 | -32.3% |

*Comparisons of the periods August-July 2018-19/2019-20.

**Non-registered overnight stays ca. one million in the period Aug'19-July'20.

Overnight stays in hotels August 2019 – July 2020⁴

| | % of hotel guest nights | Number | % change from the past 12 months |
|----------------------------|-------------------------|------------------|----------------------------------|
| Total guest nights* | | 3,174,192 | -28.9% |
| 1. USA | 22.4% | 710,897 | -44.0% |
| 2. Iceland | 16.5% | 525,153 | -23.3% |
| 3. United Kingdom | 15.2% | 482,338 | 0.9% |
| 4. Germany | 7.1% | 225,595 | -32.0% |
| 5. China | 6.7% | 211,533 | -28.8% |

*Comparisons of the periods August-July 2018-19/2019-20.

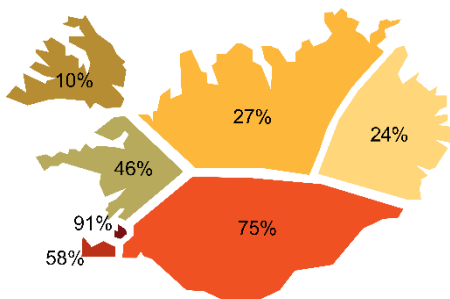
*Five largest nationalities accounted for 67.9% of total guest nights in hotels.

Room occupancy in hotels August 2019 – July 2020⁴

| | Total | | Capital region | |
|---------|----------------|----------------------------------|----------------|----------------------------------|
| | Room occupancy | % change from the past 12 months | Room occupancy | % change from the past 12 months |
| Aug '19 | 82.5% | -2.8% | 85.1% | -1.4% |
| Sep '19 | 73.8% | -5.5% | 78.6% | -4.0% |
| Oct '19 | 68.5% | -3.2% | 77.5% | -3.5% |
| Nov '19 | 57.9% | 0.7% | 76.2% | -0.9% |
| Dec '19 | 51.4% | -3.6% | 69.3% | -1.1% |
| Jan '20 | 49.1% | -1.6% | 66.5% | 0.5% |
| Feb '20 | 60.5% | -9.7% | 79.4% | -5.1% |
| Mar '20 | 30.2% | -54.2% | 38.2% | -52.1% |
| Apr '20 | 3.6% | -92.7% | 3.0% | -94.7% |
| May '20 | 9.1% | -83.7% | 5.3% | -92.0% |
| Jun '20 | 20.5% | -71.5% | 11.4% | -85.3% |
| Jul '20 | 46.7% | -42.1% | 34.6% | -56.8% |

International visitors by region and satisfaction

Which regions were visited in 2019⁵



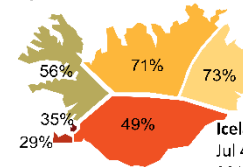
Overall satisfaction by region 2019⁵

Average scores on five-point scale

| | |
|------------|------|
| South | 4,82 |
| North | 4,68 |
| West | 4,51 |
| Westfjords | 4,48 |
| Reykjavik | 4,48 |
| East | 4,45 |
| Reykjanes | 4,37 |

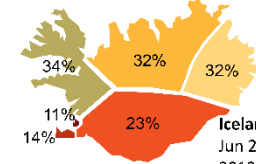
Room occupancy in hotels by region⁴

July 2020



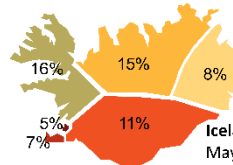
Iceland-total:
Jul 47%
2019-20 (-42%)

June 2020



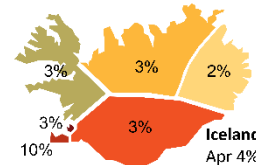
Iceland-total:
Jun 21%
2019-20 (-72%)

May 2020



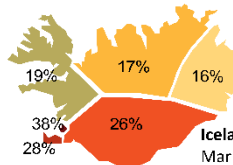
Iceland-total:
May 9%
2019-20 (-84%)

April 2020



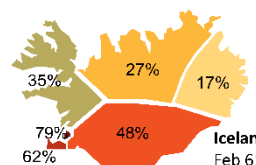
Iceland-total:
Apr 4%
2019-20 (-93%)

March 2020



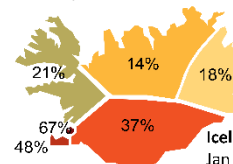
Iceland-total:
Mar 30%
2019-20 (-54%)

February 2020



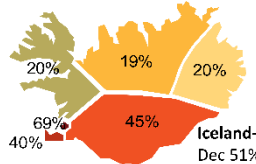
Iceland-total:
Feb 61%
2019-20 (-10%)

January 2020



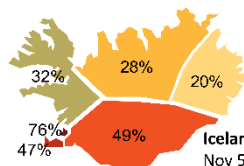
Iceland-total:
Jan 49%
2019-20 (-2%)

December 2019



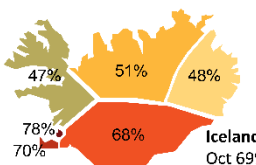
Iceland-total:
Dec 51%
2018-19 (-4%)

November 2019



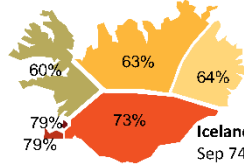
Iceland-total:
Nov 58%
2018-19 (1%)

October 2019



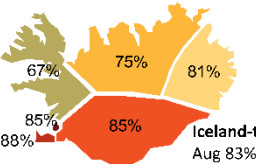
Iceland-total:
Oct 69%
2018-19 (-3%)

September 2019



Iceland-total:
Sep 74%
2018-19 (-6%)

August 2019



Iceland-total:
Aug 83%
2018-19 (-3%)

Sources

¹Icelandic Tourist Board and Isavia: Departure statistics at Keflavik Airport. The counting of passengers is done manually before they enter the departure area and the limitations of the methodology needs to be kept in mind when viewing the statistics. The counting covers all passengers going through the security check. From October 2019, the counting is based on a sampling method. Results from the frequent surveys of Isavia 2017-2018 indicate, that the combined percentage of self-connecting passengers and foreign citizens living in Iceland varies between seasons but has been measured between 5.3%-10.4%. [See Ferðamálastofa.](#)

²Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport. Due to Covid the survey was not active in April, May and June 2020.

³The NPS scores indicates the ratio between participants likely to recommend Iceland (as a destination) and those, not likely to do so.

⁴Statistics Iceland: Accommodation statistics 2018-2020. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures.

⁵Icelandic Tourist Board: Online survey among international visitors conducted by the Icelandic Tourist Board.

