



TOURISM IN ICELAND IN FIGURES

- May 2024

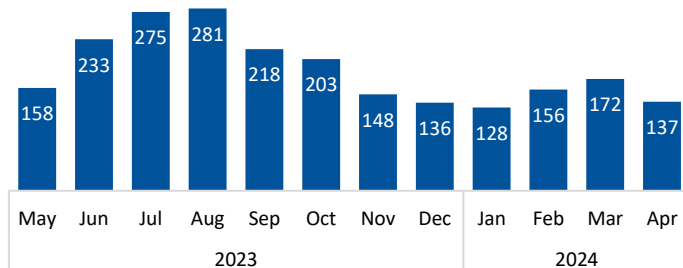
International visitors through Keflavik airport

International departures May 2023 – April 2024¹

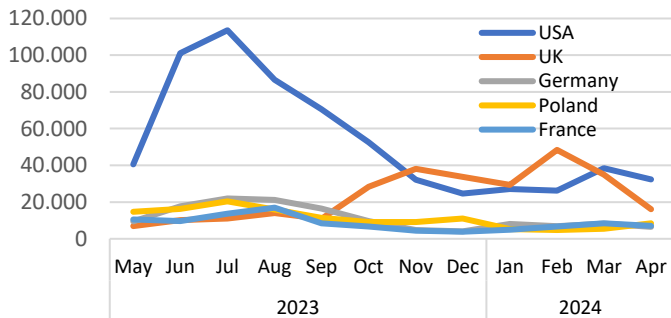
	% of departures	Number	% change for the past 12 months*
Total number		2,245,905	17.5%
<i>Top ten countries (73.7% of total)</i>			
USA	28,8%	645,863	25.0%
UK	12,6%	282,099	3.9%
Germany	6,0%	134,743	-5.2%
Poland	5,9%	131,977	47.5%
France	4,5%	101,397	5.0%
Italy	3,8%	84,289	16.1%
Spain	3,3%	73,079	37.3%
China	3,2%	72,278	123.1%
Canada	2,9%	65,152	35.7%
Netherlands	2,9%	65,109	26.1%

*Comparison of the periods May-April 2022-23/2023-24.

Departures ('000) by month¹



Departures by month – Top five* countries¹



Main purpose of visit to Iceland and length of stay

Purpose of visit May 2023 – April 2024²

	% of visitors	Number*
Holiday	92.5%	2,077,462
Visit friends/relatives	2.2%	49,410
Business	2.4%	53,902
Health related, educational etc.	1.7%	38,180
Other	1.2%	26,951

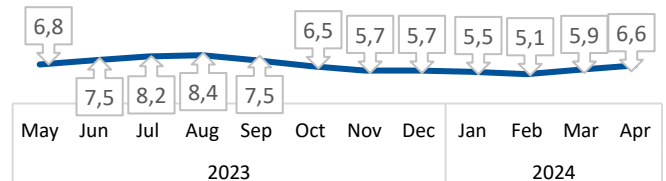
*Calculation based on visitor statistics at Keflavik airport.

Length of stay May 2023 – April 2024²

	Number of nights	% change for the past 12 months*
Average length of stay	6,9	-2.8%
USA	6,3	-1.6%
UK	4,8	-7.7%
Germany	9,6	-1.0%
Poland	6,7	-10.7%
France	9,5	5.6%
Italy	8,0	1.3%
Spain	8,5	1.3%
China	6,0	17.7%
Canada	6,9	-2.8%
Netherlands	7,6	-11.6%

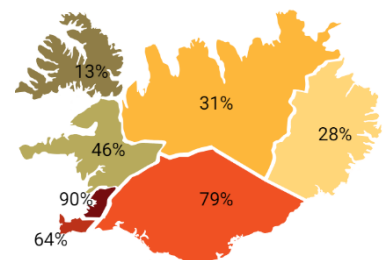
* Comparison of the periods May-April 2022-23/2023-24.

Average length of stay by month (nights)²

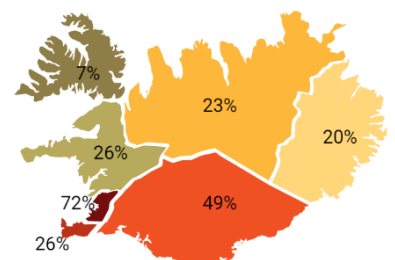


Regions visited and overnight stays

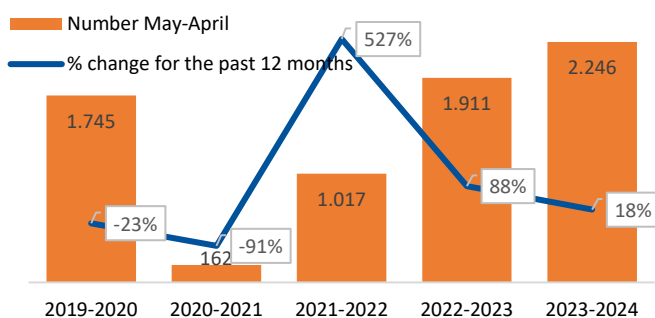
Which region did foreign guests visit May'23 – April'24²



In which region did foreign guests stay overnight May'23 – April'24²



International departures 2019-2024¹



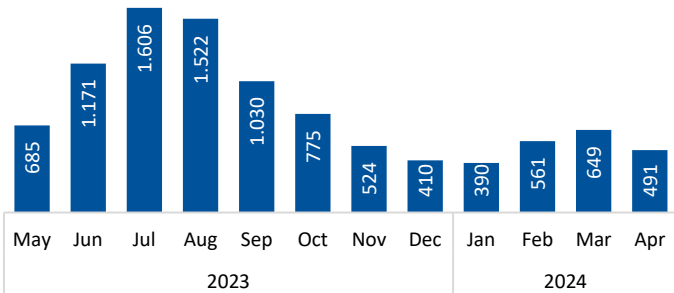
Overnight stays

Overnight stays in registered accommodation (May'23-April'24)³

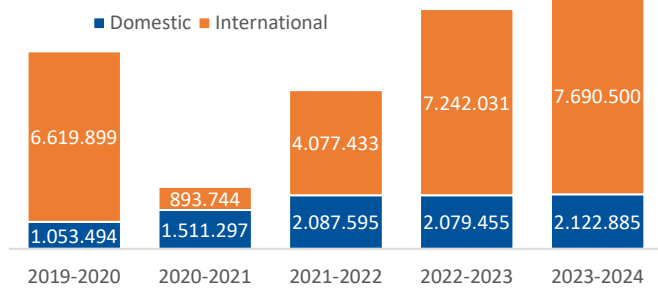
	% of guest nights	Number	% change from the last 12 months ⁴
Total guest nights*		9,813,385	5.3%
Hotel	53.0%	5,202,228	1.6%
Guesthouses	13.1%	1,282,080	3.4%
Other accommodation	33.9%	3,329,077	12.5%

* Non-registered overnight stays were 1,837,200 (May'23-April'24).

Overnight stays ('000) in registered accommodation by month³



Overnight stays in registered accommodation (May-April)⁵



Hotel guest nights

Overnight stays in hotels May 2023 – April 2024³

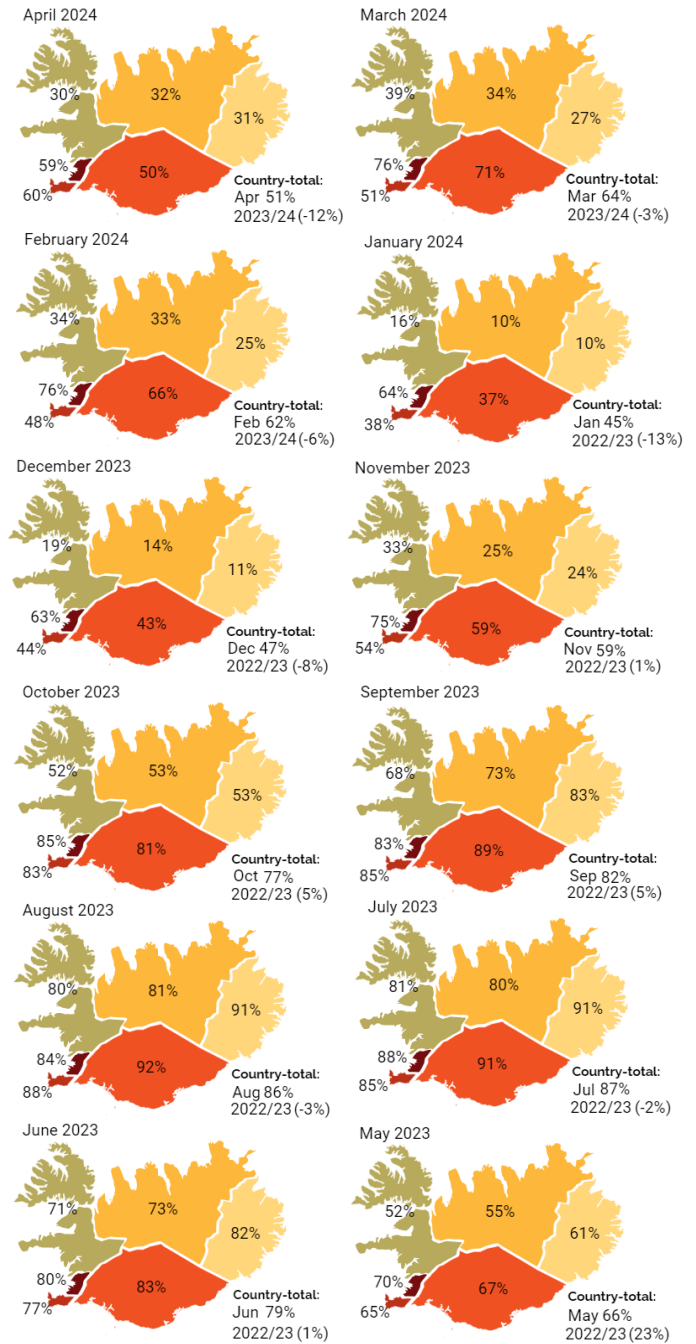
	% of hotel-guest nights	Number	% change from the past 12 months ⁴
Total hotel nights		5,202,228	1.6%
USA	26.8%	1,392,738	7.7%
Iceland	18.3%	953,431	-1.4%
UK	12.8%	663,389	-12.5%
Germany	7.1%	369,317	-13.6%
France	3.6%	185,473	-8.0%

*5 largest nationalities accounted for 68.6 of total guest nights in hotels.

Room occupancy in hotels May 2023 – April 2024³

	Total		Capital region	
	Room occupancy	12 month % change ⁴	Room occupancy	12 month % change ⁴
May'23	65.7%	23.3%	70.2%	12.3%
Jun'23	79.0%	0.6%	80.0%	-2.9%
Jul'23	86.7%	-2.0%	87.5%	-3.5%
Aug'23	85.8%	-3.2%	84.3%	-6.6%
Sep'23	82.0%	4.7%	83.0%	1.5%
Oct'23	76.6%	4.9%	84.7%	0.5%
Nov'23	59.2%	1.4%	74.5%	-2.4%
Dec'23	46.8%	-7.9%	62.9%	-11.2%
Jan'24	45.3%	-13.2%	63.5%	-10.6%
Feb'24	62.3%	-5.5%	75.8%	-5.1%
Mar'24	63.7%	-2.9%	76.2%	-3.2%
Apr'24	51.0%	-12.2%	59.3%	-10.3%

Room occupancy in hotels by region³



Foreign tourist spending

Average spending of tourists per person/ per night excluding international flight/ferry expenses⁶

43,878 ISK in 2023

Average spending per guest night = (Total revenue from foreign tourists) ÷ (Number of international guest nights, registered and non-registered)

424.539,1 (Million ISK) ÷ 9.675.352

Sources

¹ Icelandic 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. Until September 2019 the counting covered all passengers going through the security check. From October 2019, the counting is based on a sampling method.

² Icelandic Tourist Board: Border Survey conducted by the Icelandic Tourist Board and Statistics Iceland at Keflavik Airport 2022-2024.

³ Statistics Iceland: Accommodation statistics 2019-2024. Guest nights in registered accommodation refer to overnight stays with operators registered in Statistics Iceland's database. Estimated figures for 2023 and 2024.

⁴ Comparison of the period May-April 2022/23 - 2023/24.

⁵ Comparison of the period May-April 2019-2024.

⁶ Statistics Iceland. External trade, estimated figures.