

Tourism short-term indicators September 2020						
	August			September - August		
	2019	2020	%	2018-2019	2019-2020	%
Overnight stays						
Total overnight stays ¹	1,253,825	486,989	-61%	8,420,027	5,080,443	-40%
Hotels and guesthouses	725,927	273,817	-62%	5,780,582	3,586,634	-38%
Airbnb and similar sites	240,000	32,000	-87%	
Other types of unpaid accommodation	79,000	20,000	-75%	
Other types of listed accommodation ²	527,898	213,172	-60%	2,639,445	1,493,809	-43%
Occupancy rate of hotel rooms						
Total overnight stays in hotels	504,455	180,012	-64%	4,482,388	2,835,180	-37%
Available hotel rooms	11,200	8,828	-21%	
Occupancy rate	83%	36%	-46%	65%	42%	-23%
September						
Experimental statistics - Overnight stays in hotels	2019 (actual)			2020 (estimated)		%
Overnight stays in hotels	434,200			80,000		-82%
– Iceland	37,485			62,000		65%
– Foreigners	396,721			18,000		-95%
Q2						
External trade in services (million ISK)	2019	2020	%	Q3-Q2		
Revenue from non-Icelandic tourists	118,402	11,724	-90%	508,852	332,695	-35%
– Passenger transport by air	36,491	4,614	-87%	167,899	100,403	-40%
– Travel / Consumption	81,911	7,109	-91%	340,953	232,293	-32%
May - June						
VAT turnover ³ (million ISK)	2019	2020	%	July - June		
Tourism industries	112,590	37,175	-67%	648,778	483,015	-26%
– Passenger flights	41,323	13,766	-67%	251,632	178,108	-29%
– Accommodation	18,457	3,760	-80%	102,013	76,341	-25%
– Catering and services	17,668	12,763	-28%	100,153	87,979	-12%
– Travel agents and planners (abroad)	9,773	4,943	-49%	50,982	39,681	-22%
– Travel agents and planners (in Iceland)	3,207	48	-99%	16,822	11,355	-32%
– Car rentals	17,471	1,365	-92%	98,810	69,477	-30%
– Passenger transport on land	3,469	442	-87%	22,985	16,336	-29%
– Passenger water transport	1,222	88	-93%	5,381	3,738	-31%
August						
Register based employment	2019	2020	%	Average employees September - August		
Tourism industries	31,064	20,026	-36%	28,506	23,475	-18%
– Air transport	4,915	3,527	-28%	4,776	3,999	-16%
– Accommodation and food service activities	18,934	12,784	-32%	17,380	14,495	-17%
– Travel agency, tour operators and other reservation service	4,509	2,424	-46%	3,962	3,163	-20%
October						
Rental cars ⁴	2019	2020	%	Average November - October		
Total rental cars	24,994	19,100	-24%	299,211	261,297	-13%
Rental cars (active)	24,075	15,251	-37%	276,986	216,167	-22%
Rental cars (inactive)	919	3,849	319%	22,225	45,130	103%
September						
Traffic on ring road ⁵	2019	2020	%	October - september		
South Iceland	16,781	11,830	-30%	178,937	148,784	-17%
West Iceland	15,906	12,822	-19%	172,771	151,572	-12%
North Iceland	10,636	6,592	-38%	103,345	82,925	-20%
East Iceland	3,072	1,575	-49%	27,067	20,562	-24%
September						
Passenger count from Iceland ⁶	2019	2020	%	October - september		
Total Passengers	233,357	15,024	-94%	2,684,150	1,147,406	-57%
- Foreign nationality	183,654	10,126	-94%	2,053,499	880,764	-57%
- Icelandic nationality	49,703	4,898	-90%	630,651	266,641	-58%
September						
Traffic statistics - Keflavik Airport ⁷	2019	2020	%	October - september		
Total movements (departures/landings)	7,293	3,309	-55%	88,222	54,475	-38%
Total passenger movements	644,303	28,317	-96%	7,883,105	2,760,963	-65%
– Departures	238,532	15,060	-94%	2,705,266	1,147,993	-58%
– Arrivals	223,617	12,419	-94%	2,703,286	1,127,959	-58%
– Exchange passengers (counted twice)	182,154	838	-100%	2,474,533	485,011	-80%

¹Airbnb and unpaid accommodation not included in 12 month period

² Other accommodations are camping sites, youth hostels, holiday centres, lodges in wilderness, apartments, sleeping-bag facilities and private-home accommodation. Other unpaid accommodation includes overnight stays in cars, tents or caravans outside campsites and indoor accommodation where no payment was made

³ Travel agencies (abroad): Services in connection with trips abroad, i.e. with zero VAT-rate according to paragraph 12 of the VAT-law (Act 50/1988). Travel agencies (in Iceland): Services in connection with trips in Iceland, i.e. not with zero VAT-rate according to paragraph 12 of the VAT-law (Act 50/1988).

⁴ Data from the Icelandic transport authority

⁵ According to numbers from 14 counters on the ring road from Icelandic Road Administration. Monthly numbers show the average count each month. 12 month rolling period specifies the total count during the period. Data is used from 14 counters located on the ring road

⁶ Data from the Icelandic Tourist Board

⁷ Data from ISAVIA - passenger movements count departures, arrivals and connecting passengers which are counted twice