

Tourism short-term indicators						
Overnight stays ¹	November			December - November		
	2018	2019	%	2017-2018	2018-2019	%
Total overnight stays	571776	595076	4%	10865025	10524184	-3%
Hotels and guesthouses	366966	381834	4%	5843079	5788505	-1%
Airbnb and similar sites	83000	76000	-8%	1812000	1642000	-9%
Other types of unpaid accommodation ¹	24000	22000	-8%	533900	452000	-15%
Other types of listed accommodation	97810	114242	17%	2676046	2641679	-1%
Occupancy rate of hotel rooms	November			December - November		
	2018	2019	%	2017-2018	2018-2019	%
Total overnight stays in hotels	306768	323036	5%	4471098	4432879	-1%
Available hotel rooms	10103	10766	7%	119317	126198	6%
Occupancy rate	58%	57%	-1	68%	65%	-4
Balance of trade in services (million ISK)	Q3			Q4 - Q3		
	2018	2019	%	2017-2018	2018-2019	%
Revenue from non-Icelandic tourists	194412	169678	-13%	511966	484702	-5%
- Passenger flights	69426	49297	-29%	182138	147230	-19%
- Consumption	124985	120381	-4%	329828	337472	2%
VAT turnover (million ISK) ²	September - October			November - October		
	2018	2019	%	2017-2018	2018-2019	%
Total turnover	115336	106279	-8%	683940	621931	-9%
- Accommodation	45654	41135	-10%	293996	229955	-22%
- Passenger flights	18640	17469	-6%	100450	100212	0%
- Catering and services	17312	16682	-4%	99316	99911	1%
- Travel agents and planners (abroad)	8901	7501	-16%	51475	49105	-5%
- Travel agents and planners (in Iceland)	3430	3257	-5%	16460	16458	0%
- Car rentals	16585	15860	-4%	93437	98811	6%
- Passenger transport on land	3845	3443	-11%	23426	22183	-5%
- Passenger water transport	970	931	-4%	5384	5291	-2%
Employees ³	October			Average employees November - October		
	2018	2019	%	2017-2018	2018-2019	%
Total employees in key tourism sectors	28900	26300	-9%	28941	27525	-5%
- Passenger flights	5600	4300	-23%	5200	4700	-10%
- Accommodation	6900	6800	-1%	7000	6900	-1%
- Catering and services	10600	9600	-9%	10800	10200	-6%
- Travel agents and planners	3800	3600	-5%	3800	3800	0%
- Other tourism sectors	2800	2600	-9%	2800	2600	-7%
Rental cars ⁴	January			Average February - January		
	2018	2019	%	2018	2019	%
Total rental cars	24537	23265	-5%	25285	24596	-3%
Rental cars (active)	21544	20525	-5%	23358	22817	-2%
Rental cars (inactive)	2993	2740	-8%	1927	1779	-8%
Traffic on ring road ⁵	December			January - December		
	2018	2019	%	2018	2019	%
South Iceland	11365	10593	-7%	180170	177518	-1%
West Iceland	10175	10191	0%	164709	173319	5%
North Iceland	4748	4359	-8%	103317	103440	0%
East Iceland	1214	1156	-5%	27771	27123	-2%
Passenger count to and from Iceland	December			January - December		
	2018	2019	%	2018	2019	%
Total Passengers ⁶	186853	168850	-10%	2984018	2597536	-13%
- Foreign nationality	137230	125421	-9%	2315925	1987575	-14%
- Icelandic nationality	49623	43429	-12%	668093	609961	-9%
Traffic statistics - Keflavik Airport	November			December - November		
	2018	2019	%	2017-2018	2018-2019	%
Total movements (departures/landings)	6880	6812	-1%	98635	88312	-10%
Total passenger movements ⁷	629189	435339	-31%	8668594	7887792	-9%
- Departures	202582	176582	-13%	2964853	2632983	-11%
- Arrivals	194691	168423	-13%	2946820	2633313	-11%
- Exchange passengers (counted twice)	230640	90334	-61%	3861273	2126689	-45%

¹ 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

² 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).

³ Numbers rounded off to nearest hundred

⁴ According to data from 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 According to numbers from Icelandic Tourist Board

⁷ Total passenger movements count departures, arrivals and connecting passengers which are counted twice