

| Tourism short-term indicators March 2021                      |          |                  |      |                                      |           |      |  |
|---|----------|------------------|------|--------------------------------------|-----------|------|--|
| Overnight stays   | January  |                  |      | February - January                   |           |      |  |
|   | 2020     | 2021             | %    | 2019-2020                            | 2020-2021 | %    |  |
| Total overnight stays <sup>1</sup>                            | 433.527  | 56.808           | -87% | 8.447.177                            | 2.584.697 | -69% |  |
| Hotels and guesthouses  | 346.456  | 36.212           | -90% | 5.825.798                            | 1.633.273 | -72% |  |
| Other types of listed accommodation <sup>2</sup>              | 87.071   | 20.596           | -76% | 2.621.379                            | 951.424   | -64% |  |
| Occupancy rate of hotel rooms                                 | January  |                  |      | February - January                   |           |      |  |
|   | 2020     | 2021             | %    | 2019-2020                            | 2020-2021 | %    |  |
| Total overnight stays in hotels                               | 291.128  | 29.420           | -90% | 4.552.127                            | 1.226.668 | -73% |  |
| Available hotel rooms   | 10.727   | 6.048            | -44% | ..                                   | ..        |      |  |
| Occupancy rate  | 49%      | 9%               | -40  |                                      | 66%       | 22%  |  |
| Experimental statistics - Overnight stays in hotels           | February |                  |      | March - February                     |           |      |  |
|   | 2020     | 2021 (estimated) | %    | 2019-2020                            | 2020-2021 | %    |  |
| Overnight stays in hotels                                     | 334.919  | 46.800           | -86% | 4.536.698                            | 938.549   | -79% |  |
| - Iceland   | 37.380   | 42.200           | 13%  | 452.682                              | 534.021   | 18%  |  |
| - Foreigners  | 297.539  | 4.600            | -98% | 4.084.016                            | 404.528   | -90% |  |
| Q4  |          |                  |      |                                      |           |      |  |
| External trade in services (million ISK)                      | 2019     |                  |      | 2020                                 |           |      |  |
|   | 2019     | 2020             | %    | 2019                                 | 2020      | %    |  |
| Revenue from non-Icelandic tourists                           | 88.421   | 8.319            | -91% | 469.948                              | 117.027   | -75% |  |
| - Passenger transport by air                                  | 26.565   | 1.549            | -94% | 139.584                              | 30.553    | -78% |  |
| - Travel / Consumption  | 61.856   | 6.770            | -89% | 330.364                              | 86.474    | -74% |  |
| November - December   |          |                  |      |                                      |           |      |  |
| VAT turnover <sup>3</sup> (million ISK)                       | 2019     |                  |      | 2020                                 |           |      |  |
|   | 2019     | 2020             | %    | 2019                                 | 2020      | %    |  |
| Tourism industries in Iceland                                 | 86.039   | 31.137           | -64% | 636.985                              | 267.069   | -58% |  |
| - Passenger flights   | 31.189   | 12.818           | -59% | 228.999                              | 94.038    | -59% |  |
| - Flight related services                                     | 2.599    | 591              | -77% | 21.945                               | 6.005     | -73% |  |
| - Accommodation   | 11.719   | 2.838            | -76% | 99.420                               | 35.323    | -64% |  |
| - Catering and services                                       | 15.128   | 8.887            | -41% | 93.498                               | 65.367    | -30% |  |
| - Rental of leisure and sport goods & motor vehicles          | 6.696    | 3.739            | -44% | 49.167                               | 31.719    | -35% |  |
| - Travel agents and planners (abroad)                         | 1.961    | 178              | -91% | 17.582                               | 3.280     | -81% |  |
| - Travel agents and planners (in Iceland)                     | 10.067   | 953              | -91% | 79.109                               | 17.354    | -78% |  |
| - Massage parlours, tanning salons, saunas, etc.              | 3.028    | 296              | -90% | 20.053                               | 6.029     | -70% |  |
| - Passenger transport on land                                 | 3.307    | 775              | -77% | 21.818                               | 6.519     | -70% |  |
| - Passenger water transport                                   | 344      | 62               | -82% | 5.395                                | 1.434     | -73% |  |
| Register based employment                                     | October  |                  |      | Average employees November - October |           |      |  |
|   | 2019     | 2020             | %    | 2018-2019                            | 2019-2020 | %    |  |
| Tourism industries in Iceland                                 | 29.014   | 15.802           | -46% | 30.276                               | 22.882    | -24% |  |
| - Air transport   | 4.499    | 2.219            | -51% | 4.738                                | 3.636     | -23% |  |
| - Accommodation   | 6.936    | 2.854            | -59% | 6.994                                | 4.928     | -30% |  |
| - Food service activities                                     | 9.967    | 7.171            | -28% | 10.280                               | 8.509     | -17% |  |
| - Travel agency, tour operators and other reservation service | 2.845    | 1.047            | -63% | 2.963                                | 2.044     | -31% |  |
| Rental cars <sup>4</sup>                                      | March    |                  |      | Average April - March                |           |      |  |
|   | 2019     | 2020             | %    | 2019-2020                            | 2020-2021 | %    |  |
| Total rental cars   | 22.668   | 17.071           | -25% | 24.377                               | 19.466    | -20% |  |
| Rental cars (active)  | 20.049   | 12.406           | -38% | 22.638                               | 14.709    | -35% |  |
| Rental cars (inactive)  | 2.619    | 4.665            | 78%  | 1.739                                | 4.757     | 174% |  |
| Traffic on ring road <sup>5</sup>                             | February |                  |      | March - February                     |           |      |  |
|   | 2020     | 2021             | %    | 2019-2020                            | 2020-2021 | %    |  |
| South Iceland   | 11.226   | 9.631            | -14% | 175.989                              | 135.711   | -23% |  |
| West Iceland  | 10.154   | 10.726           | 6%   | 171.459                              | 143.127   | -17% |  |
| North Iceland   | 4.789    | 5.268            | 10%  | 102.321                              | 77.419    | -24% |  |
| East Iceland  | 1.213    | 1.184            | -2%  | 27.023                               | 19.028    | -30% |  |
| Passenger count from Iceland <sup>6</sup>                     | February |                  |      | March - February                     |           |      |  |
|   | 2020     | 2021             | %    | 2019-2020                            | 2020-2021 | %    |  |
| Total Passengers  | 167.458  | 5.339            | -97% | 2.597.536                            | 608.693   | -77% |  |
| - Foreign nationality   | 133.001  | 2.997            | -98% | 1.952.013                            | 231.950   | -88% |  |
| - Icelandic nationality                                       | 34.457   | 2.342            | -93% | 602.748                              | 66.098    | -89% |  |
| Traffic statistics - Keflavik Airport <sup>7</sup>            | February |                  |      | March - February                     |           |      |  |
|   | 2020     | 2021             | %    | 2019-2020                            | 2020-2021 | %    |  |
| Total movements (departures/landings)                         | 4.664    | 3.245            | -30% | 83.549                               | 41.983    | -50% |  |
| Total passenger movements                                     | 393.286  | 11.500           | -97% | 6.965.525                            | 638.922   | -91% |  |
| - Departures  | 167.496  | 5.339            | -97% | 2.565.194                            | 298.392   | -88% |  |
| - Arrivals  | 170.198  | 5.620            | -97% | 2.559.620                            | 291.723   | -89% |  |
| - Exchange passengers (counted twice)                         | 55.292   | 541              | -99% | 1.840.711                            | 48.807    | -97% |  |

<sup>1</sup>Airbnb and unpaid accommodation not included

<sup>2</sup>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

<sup>3</sup>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).

<sup>4</sup>Data from the Icelandic transport authority. Number of rental cars shown from active status first weekday of each month.

<sup>5</sup>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

<sup>6</sup>Data from the Icelandic Tourist Board

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

Further information can be found on [www.Statice.is](http://www.Statice.is)