



Tourism short-term indicators March						
Overnight stays	January			February - January		
	2022	2023		2021 - 2022	2022 - 2023	
Total overnight stays <sup>1</sup>	241,192	449,795	86%	5,197,253	9,055,785	74%
Hotels and guesthouses	182,707	361,313	98%	3,383,790	6,154,928	82%
Other types of listed accommodation <sup>2</sup>	58,485	88,482	51%	1,813,463	2,900,857	60%
Occupancy rate of hotel rooms	January			February - January		
	2022	2023		2021 - 2022	2022 - 2023	
Total overnight stays in hotels	161,600	312,023	93%	2,590,386	4,849,968	87%
– Icelanders	36,531	57,741	58%	832,563	955,627	15%
– Foreigners	125,069	254,282	103%	1,757,823	3,894,341	122%
Available hotel rooms	10,234	10,701	5% ..	..	..	..
Occupancy rate	28%	52%	24	40.6%	64.9%	24
External trade in services (million ISK)	Q4			Q1 - Q4		
	2021	2022		2021	2022	
Revenue from non-Icelandic tourists	59,151	95,686	62%	203,178	447,747	120%
– Passenger air transport	13,021	26,653	105%	37,800	118,429	213%
– Travel / Consumption	46,130	69,033	50%	165,378	329,318	99%
VAT turnover <sup>3</sup> (million ISK)	November - December			January - December		
	2021	2022		2021	2022	
Tourism industries in Iceland	83,408	114,798	38%	403,048	746,159	85%
– Passenger air transport	27,235	40,232	48%	122,980	248,111	102%
– Service activities incidental to air transportation	2,747	3,302	20%	11,291	23,099	105%
– Accommodation	11,783	16,877	43%	65,354	121,004	85%
– Food and beverage service activities	15,815	20,637	30%	89,867	122,391	36%
– Rental of leisure and sport goods & motor vehicles	10,040	8,055	-20%	44,624	63,510	42%
– Travel agents and tour operators (abroad)	2,101	2,698	28%	6,030	19,575	225%
– Travel agents and tour operators (in Iceland)	8,634	14,617	69%	39,635	98,778	149%
– Physical well-being activities	2,789	4,513	62%	11,317	24,249	114%
– Passenger transport on land	1,967	3,317	69%	8,695	19,343	122%
– Passenger water transport	297	551	86%	3,254	6,099	87%
Register based employment	December			Average January - December		
	2021	2022		2021	2022	
Tourism industries in Iceland	23,830	28,661	20%	20,789	28,693	38%
– Air transport	2,970	3,953	33%	2,593	3,855	49%
– Accommodation	5,141	6,180	20%	4,350	6,514	50%
– Food and beverage service activities	9,877	11,219	14%	8,867	10,996	24%
– Travel agency, tour operators and other reservation services	2,113	2,555	21%	1,737	2,684	55%
– Other sectors	3,729	4,754	27%	3,242	4,644	43%
Rental cars <sup>4</sup>	March			Average April - March		
	2022	2023		2021-2022	2022-2023	
Total rental cars	19,263	25,765	34%	18,743	24,216	29%
Rental cars (active)	17,090	22,378	31%	16,838	22,460	33%
Rental cars (inactive)	2,173	3,387	56%	1,905	1,756	-8%
Traffic on ring road <sup>5</sup>	February			March - February		
	2022	2023		2021-2022	2022-2023	
South Iceland	7,722	11,550	50%	162,253	181,915	12%
West Iceland	8,734	11,008	26%	164,444	178,449	9%
North Iceland	4,555	5,857	29%	96,055	105,876	10%
East Iceland	1,118	1,374	23%	25,237	28,021	11%
Traffic statistics - Keflavik Airport <sup>6,7</sup>	February			March - February		
	2022	2023		2021-2022	2022-2023	
Total movements (departures/landings)	4,765	3,935	-17%	70,444	72,293	3%
Total passenger movements	231,553	409,029	77%	2,560,231	6,516,196	155%
– Departures	103,815	176,036	70%	1,078,094	2,435,346	126%
– Foreign nationality	108,276	176,988	63%	462,101	1,532,954	232%
– Icelandic nationality	28,904	60,282	109%	122,249	547,886	348%
– Arrivals	111,330	182,337	64%	1,084,757	2,444,636	125%
– Exchange passengers (counted twice)	16,408	50,656	209%	397,380	1,636,214	312%

<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 on the website: <https://statice.is/>