

Tourism short-term indicators								
Overnight stays <sup>1</sup>	July				August - July			
	2018	2019		%	2017-2018	2018-2019		%
Total overnight stays	1674684	1634927	-	-2%	10713691	10678668	-	0%
Hotels and guesthouses	705354	716806	+	2%	5670960	5790330	+	2%
Airbnb and similar sites	255000	242000	-	-5%	1826000	1758000	-	-4%
Other types of unpaid accommodation <sup>1</sup>	97000	77000	-	-21%	546900	490000	-	-10%
Other types of listed accommodation	617330	599121	-	-3%	2669831	2640338	-	-1%
Occupancy rate of hotel rooms	July				August - July			
	2018	2019		%	2017-2018	2018-2019		%
Total overnight stays in hotels	486790	492358	+	1%	4350462	4400254	+	1%
Available hotel rooms	10436	10794	+	3%	115996	123308	+	6%
Occupancy rate	83%	81%	-	-2	69%	65%	-	-3
Balance of trade in services (million ISK)	Q1				Q2-Q1			
	2018	2019		%	2017-2018	2018-2019		%
Revenue from non-Icelandic tourists	94230	93166	+	8%	506277	518472	+	4%
- Passenger flights	32538	26807	-	0%	180843	176433	+	1%
- Consumption	61692	66360	+	12%	325764	342039	+	5%
VAT turnover (million ISK) <sup>2</sup>	May - June				July - June			
	2018	2019		%	2017-2018	2018-2019		%
Total turnover	128451	111242	-	-13%	665607	643512	-	-3%
- Accommodation	17742	17768	+	0%	95754	98144	+	2%
- Passenger flights	58405	41314	-	-29%	288016	251606	-	-13%
- Catering and services	17385	17358	-	0%	97931	99190	+	1%
- Travel agents and planners (abroad)	3296	2942	-	-11%	15757	16502	+	5%
- Travel agents and planners (in Iceland)	17093	17435	+	2%	89511	98772	+	10%
- Car rentals	9598	9794	+	2%	50190	51064	+	2%
- Passenger transport on land	3729	3430	-	-8%	22950	22881	-	0%
- Passenger water transport	1204	1201	-	0%	5499	5353	-	-3%
Employees <sup>3</sup>	July				Average employees August - July			
	2018	2019		%	2017-2018	2018-2019		%
Total employees in key tourism sectors	31900	29000	-	-9%	28733	27917	-	-3%
- Accommodation	5900	4800	-	-19%	5025	4983	-	-1%
- Passenger flights	8200	7800	-	-5%	6800	6717	-	-1%
- Catering and services	10700	9800	-	-8%	10792	10275	-	-5%
- Travel agents and planners	4500	4400	-	-2%	3800	3892	+	2%
- Other tourism sectors	3100	2600	-	-16%	2850	2700	-	-5%
Rental cars <sup>4</sup>	September				Average October - September			
	2018	2019		%	2017-2018	2018-2019		%
Total rental cars	26.799	25.296	-	-6%	24.923	25.051	+	1%
Rental cars (active)	26.259	24.760	-	-6%	22.875	23.217	+	1%
Rental cars (inactive)	540	536	-	-1%	2.048	1.834	-	-10%
Traffic on ring road <sup>5</sup>	August				September - August			
	2018	2019		%	2017-2018	2018-2019		%
South Iceland	20206	20079	-	-1%	176721	180499	+	2%
West Iceland	19816	19877	+	0%	162113	172503	+	6%
North Iceland	15452	14507	-	-6%	102761	103533	+	1%
East Iceland	4096	4003	-	-2%	27137	27187	+	0%
Passenger count to and from Iceland	August				September - August			
	2018	2019		%	2017-2018	2018-2019		%
Total Passengers <sup>6</sup>	347475	300366	-	-14%	2921980	2732145	-	-6%
- Foreign nationality	291344	251887	-	-14%	2263016	2101526	-	-7%
- Thereof approximated no. of tourists <sup>7</sup>	260149	230246	-	-11%	2024539	1889953	-	-7%
- Icelandic nationality	56131	48479	-	-14%	658964	638769	-	-3%
Traffic statistics - Keflavik Airport	August				September - August			
	2018	2019		%	2017-2018	2018-2019		%
Total movements (departures/landings)	9507	8763	-	-8%	99149	89954	-	-9%
Total passenger movements <sup>8</sup>	1189250	840137	-	-29%	9429816	8573282	-	-9%

<sup>1</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>2</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>3</sup> Numbers rounded off to nearest hundred

<sup>4</sup> According to data from Icelandic transport authority

<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> According to numbers from Icelandic Tourist Board

<sup>7</sup> See further information in news report and data table

<sup>8</sup> Total 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)