

Statistics Iceland

Tarreigns about towns in disasters								
Tourism short-term indicators	Jul	•			August			
Overnight stays ¹	2018	2019			2017-2018	1		%
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 ¹	97000	77000	-	-21%	546900	490000	-	-10%
Other types of listed accommodation	617330	599121	-	-3%	2669831	2640338	-	-1%
	Jul	у			August	: - July		
Occupancy rate of hotel rooms	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
	Q	1			Q2-	Q1		
Balance of trade in services (million ISK)	2018	2019		%	2017-2018			%
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%
Consumption	May -				July - June	342033	•	370
VAT turnover (million ISK) ²	2018	2019			2017-2018	2018-2010		%
Total turnover	128451	111242	_	-13%	665607	643512		-3%
- Accommodation	17742	17768	+	-13%	95754	98144	+	-3% 2%
			+				+	
- Passenger flights	58405	41314		-29%	288016	251606	<u>-</u>	-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%
2	Jul	У			Averag	e employees	s August - July	
Employees ³	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%
			_		10792	10275	_	-5%
- Catering and services	10700	9800	-	-8%	10732	10275		3,0
- Catering and services- Travel agents and planners	10700 4500	9800 4400	-	-8% -2%	3800	3892	+	2%
				+				
- Travel agents and planners	4500	4400 2600	=	-2% -16%	3800	3892 2700	+	2%
- Travel agents and planners	4500 3100	4400 2600	=	-2% -16%	3800 2850	3892 2700 ober - Septe	+	2%
- Travel agents and planners - Other tourism sectors	4500 3100 Septe	4400 2600 mber	=	-2% -16%	3800 2850 Average Oct	3892 2700 ober - Septe	+	2% -5%
- Travel agents and planners - Other tourism sectors Rental cars ⁴	4500 3100 Septer 2018	4400 2600 mber 2019	-	-2% -16%	3800 2850 Average Oct 2017-2018 24.923	3892 2700 ober - Septe 2018-2019	+ - mber	2% -5%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars	4500 3100 Septer 2018 26.799	4400 2600 mber 2019 25.296	-	-2% -16% % -6%	3800 2850 Average Oct 2017-2018	3892 2700 ober - Septe 2018-2019 25.051	+ - mber +	2% -5% % 1%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active)	4500 3100 Septer 2018 26.799 26.259 540	4400 2600 mber 2019 25.296 24.760 536	-	-2% -16% % -6%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834	+ - mber +	2% -5% % 1%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive)	4500 3100 Septer 2018 26.799 26.259 540 Aug	4400 2600 mber 2019 25.296 24.760 536	-	-2% -16% % -6% -6% -1%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August	+ - mber +	2% -5% % 1% -10%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018	4400 2600 mber 2019 25.296 24.760 536 ust 2019	- - -	-2% -16% % -6% -6% -1%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019	+ - mber + +	2% -5% % 1% -10%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079		-2% -16% % -6% -6% -1%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019	+ - mber + + -	2% -5% % 1% -10% %
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland West Iceland	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877	- - - - - +	-2% -16% % -6% -6% -1% %	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 180499 172503	+ - mber + + -	2% -5% % 1% -10% % 2% 6%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland West Iceland North Iceland	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507	- - - - - +	-2% -16% % -6% -6% -1% % -1% -6%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113 102761	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 180499 172503 103533	+ - mber + + - -	2% -5% % 1% -10% % 2% 6% 1%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland West Iceland	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816 15452 4096	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507 4003	- - - - - +	-2% -16% % -6% -6% -1% %	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113 102761 27137	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 180499 172503 103533 27187	+ - mber + + -	2% -5% % 1% -10% %
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland West Iceland North Iceland East Iceland	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816 15452 4096	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507 4003	- - - - - +	-2% -16% % -6% -6% -1% % -1% -0% -6% -2%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113 102761 27137 Septembe	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 180499 172503 103533 27187	+ - mber + + - -	2% -5% % 1% -10% % 2% 6% 1%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland West Iceland North Iceland East Iceland Passenger count to and from Iceland	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816 15452 4096 Aug 2018	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507 4003 ust 2019	- - - - - + -	-2% -16% % -6% -6% -1% % -1% -2%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113 102761 27137 Septembe 2017-2018	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 180499 172503 103533 27187 r - August 2018-2019	+ mber + + + + + + + + + + + + + + + +	2% -5% % 1% -10% % 2% 6% 1% 0%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland West Iceland North Iceland East Iceland Passenger count to and from Iceland Total Passengers ⁶	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816 15452 4096 Aug 2018	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507 4003 ust 2019 300366	- - - - - + -	-2% -16% % -6% -6% -1% % -1% -2% % -14%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113 102761 27137 Septembe 2017-2018 2921980	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 180499 172503 103533 27187 r - August 2018-2019 2732145	+	2% -5% % 1% -10% % 2% -6% % 4%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland West Iceland North Iceland East Iceland Passenger count to and from Iceland Total Passengers ⁶ - Foreign nationality	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816 15452 4096 Aug 2018 347475 291344	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507 4003 ust 2019 300366 251887	- - - - - + -	-2% -16% % -6% -6% -1% % -14% -14%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113 102761 27137 Septembe 2017-2018 2921980 2263016	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 172503 103533 27187 r - August 2018-2019 2732145 2101526	+ + + + +	2% -5% % 1% -10% % 2% -6% -6% -7%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland West Iceland North Iceland East Iceland Passenger count to and from Iceland Total Passengers ⁶ - Foreign nationality - Thereof approximated no. of tourists ⁷	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816 15452 4096 Aug 2018 347475 291344 260149	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507 4003 ust 2019 300366 251887 230246	- - - - - + - -	-2% -16% % -6% -6% -1% % -14% -2% % -14% -14% -11%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113 102761 27137 Septembe 2017-2018 2921980 2263016 2024539	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 172503 103533 27187 r - August 2018-2019 2732145 2101526 1889953	+	2% -5% % 1% -10% % 2% -6% -7% -7%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland West Iceland North Iceland East Iceland Passenger count to and from Iceland Total Passengers ⁶ - Foreign nationality	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816 15452 4096 Aug 2018 347475 291344 260149 56131	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507 4003 ust 2019 300366 251887 230246 48479	- - - - - + -	-2% -16% % -6% -6% -1% % -14% -14%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113 102761 27137 Septembe 2017-2018 2921980 2263016 2024539 658964	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 172503 103533 27187 r - August 2018-2019 2732145 2101526 1889953 638769	+ + + + +	2% -5% % 1% -10% % 2% -6% -6% -7% -7%
- Travel agents and planners - Other tourism sectors Rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road South Iceland West Iceland North Iceland East Iceland Passenger count to and from Iceland Total Passengers - Foreign nationality - Thereof approximated no. of tourists - Icelandic nationality	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816 15452 4096 Aug 2018 347475 291344 260149 56131 Aug	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507 4003 ust 2019 300366 251887 230246 48479 ust	- - - - - + - -	-2% -16% % -6% -6% -1% % -14% -14% -14%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113 102761 27137 Septembe 2017-2018 2921980 2263016 2024539 658964 Septembe	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 172503 103533 27187 r - August 2018-2019 2732145 2101526 1889953 638769 r - August	+	2% -5% % 1% -10% % 2% 6% 1% 0% % -6% -7% -3%
- Travel agents and planners - Other tourism sectors Rental cars ⁴ Total rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road ⁵ South Iceland West Iceland North Iceland East Iceland Passenger count to and from Iceland Total Passengers ⁶ - Foreign nationality - Thereof approximated no. of tourists ⁷ - Icelandic nationality Traffic statistics - Keflavik Airport	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816 15452 4096 Aug 2018 347475 291344 260149 56131 Aug 2018	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507 4003 ust 2019 300366 251887 230246 48479 ust 2019	- - - - - + - -	-2% -16% % -6% -6% -1% % -14% -14% -14%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 162113 102761 27137 Septembe 2017-2018 2921980 2263016 2024539 658964 Septembe 2017-2018	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 172503 103533 27187 r - August 2018-2019 2732145 2101526 1889953 638769 r - August 2018-2019	+	2% -5% % 1% -10% % 2% -6% -7% -7%
- Travel agents and planners - Other tourism sectors Rental cars Rental cars (active) Rental cars (inactive) Traffic on ring road South Iceland West Iceland North Iceland East Iceland Passenger count to and from Iceland Total Passengers - Foreign nationality - Thereof approximated no. of tourists - Icelandic nationality	4500 3100 Septer 2018 26.799 26.259 540 Aug 2018 20206 19816 15452 4096 Aug 2018 347475 291344 260149 56131 Aug	4400 2600 mber 2019 25.296 24.760 536 ust 2019 20079 19877 14507 4003 ust 2019 300366 251887 230246 48479 ust	- - - - - + - -	-2% -16% % -6% -6% -1% % -14% -14% -14%	3800 2850 Average Oct 2017-2018 24.923 22.875 2.048 Septembe 2017-2018 176721 162113 102761 27137 Septembe 2017-2018 2921980 2263016 2024539 658964 Septembe	3892 2700 ober - Septe 2018-2019 25.051 23.217 1.834 r - August 2018-2019 172503 103533 27187 r - August 2018-2019 2732145 2101526 1889953 638769 r - August	+	2% -5% % 1% 1% -10% % 2% 6% 1% 0% % -6% -7% -3%

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 See further information in news report and data table

 $^{^{\}rm 8}$ Total passenger movements count departures, arrivals and connecting passengers which are counted twice