

# Tourism boom in Iceland - whom to thank or blame

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Deputy director



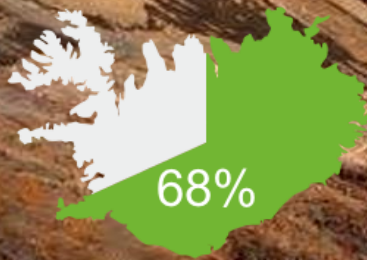
# Iceland and Icelandic tourism in numbers







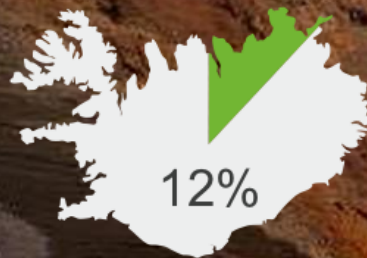
Wastelands



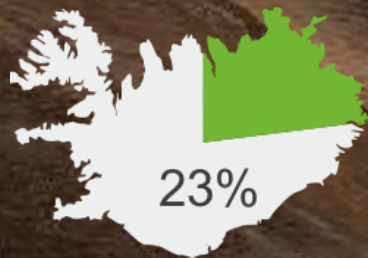
350.000



Glaciers



Vegetated area







2,0%

10,8%

4,7%

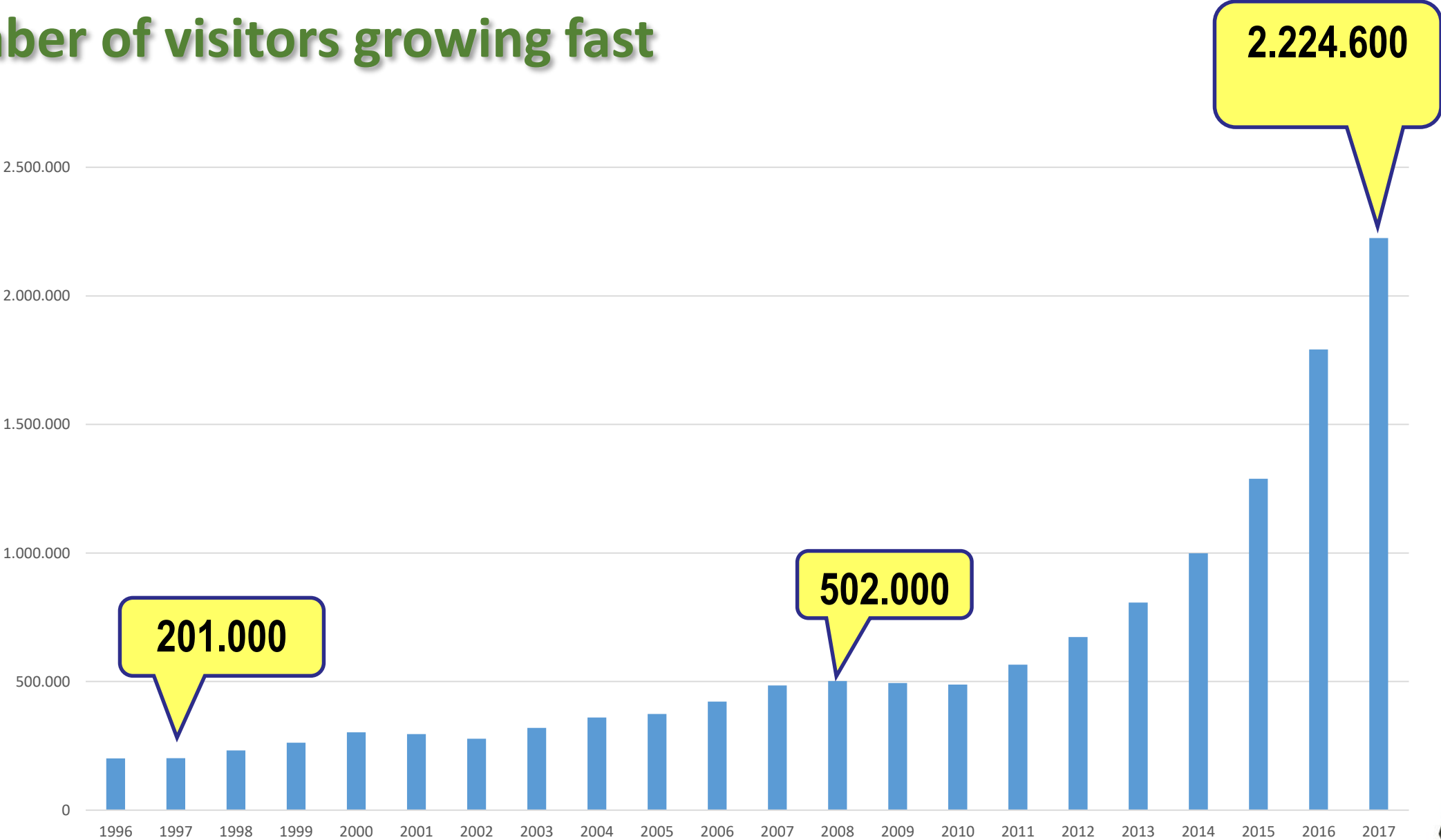
3,0%

71,2%

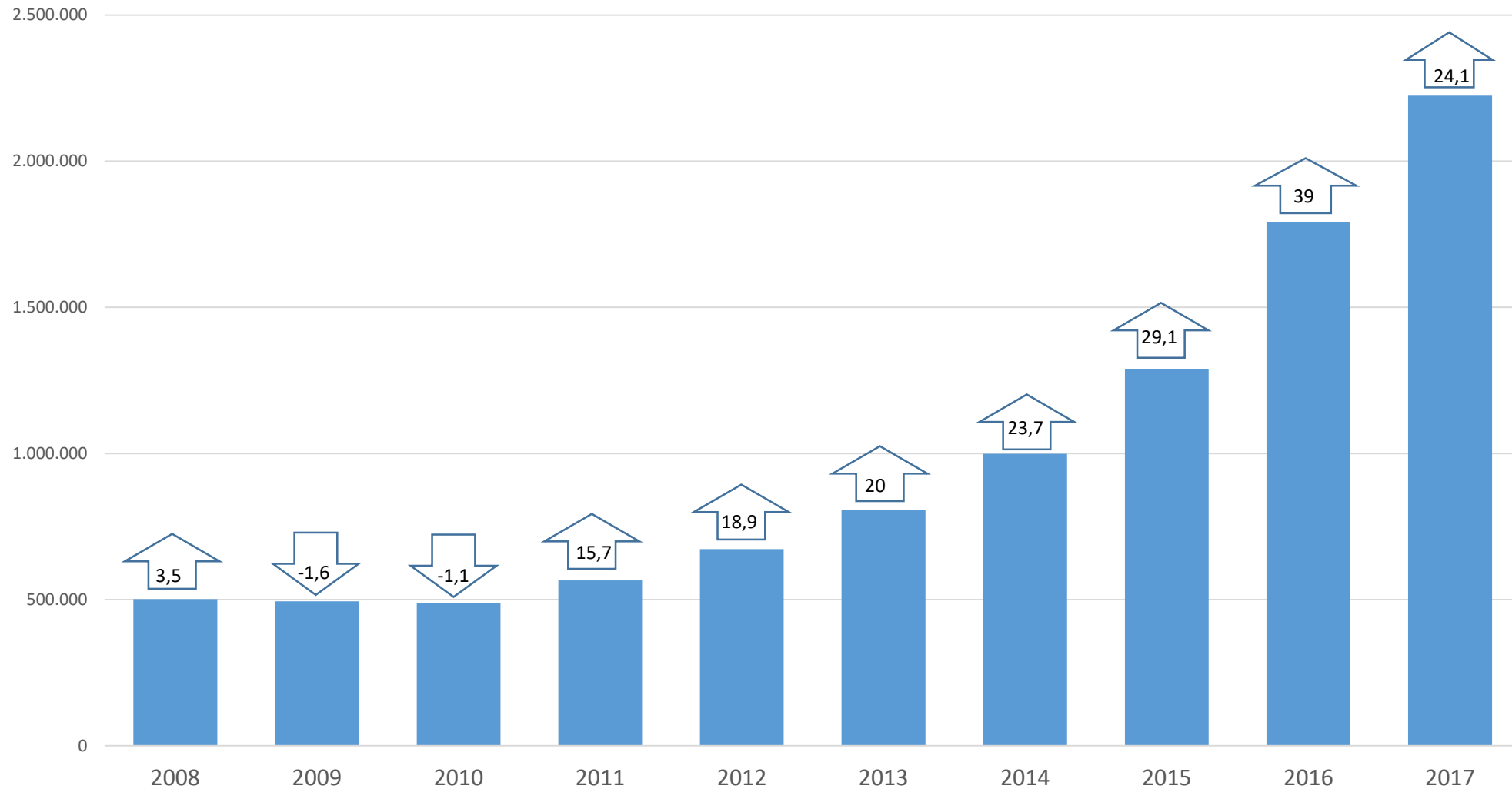
8,3%

103.001  
km<sup>2</sup>

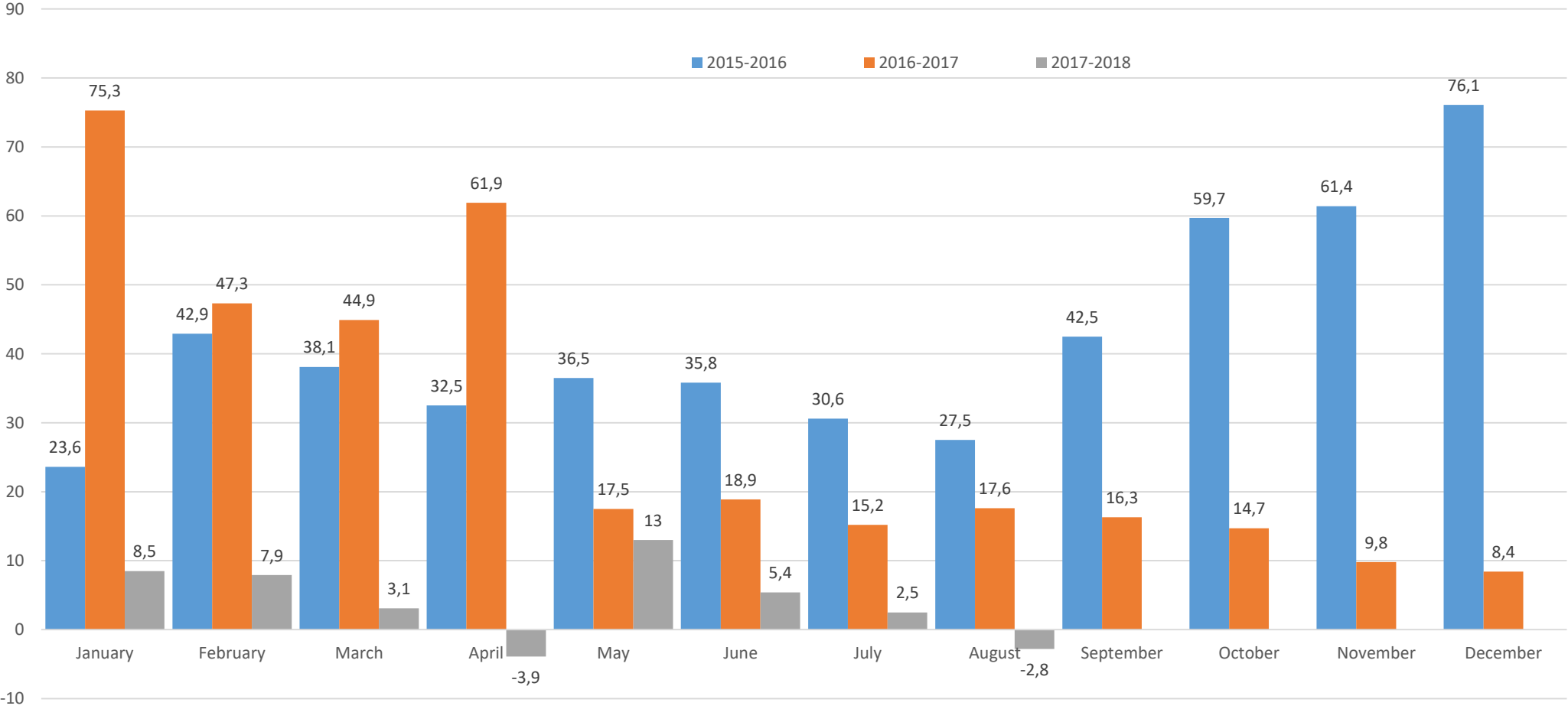
# Number of visitors growing fast



# Visitors and % change from previous year

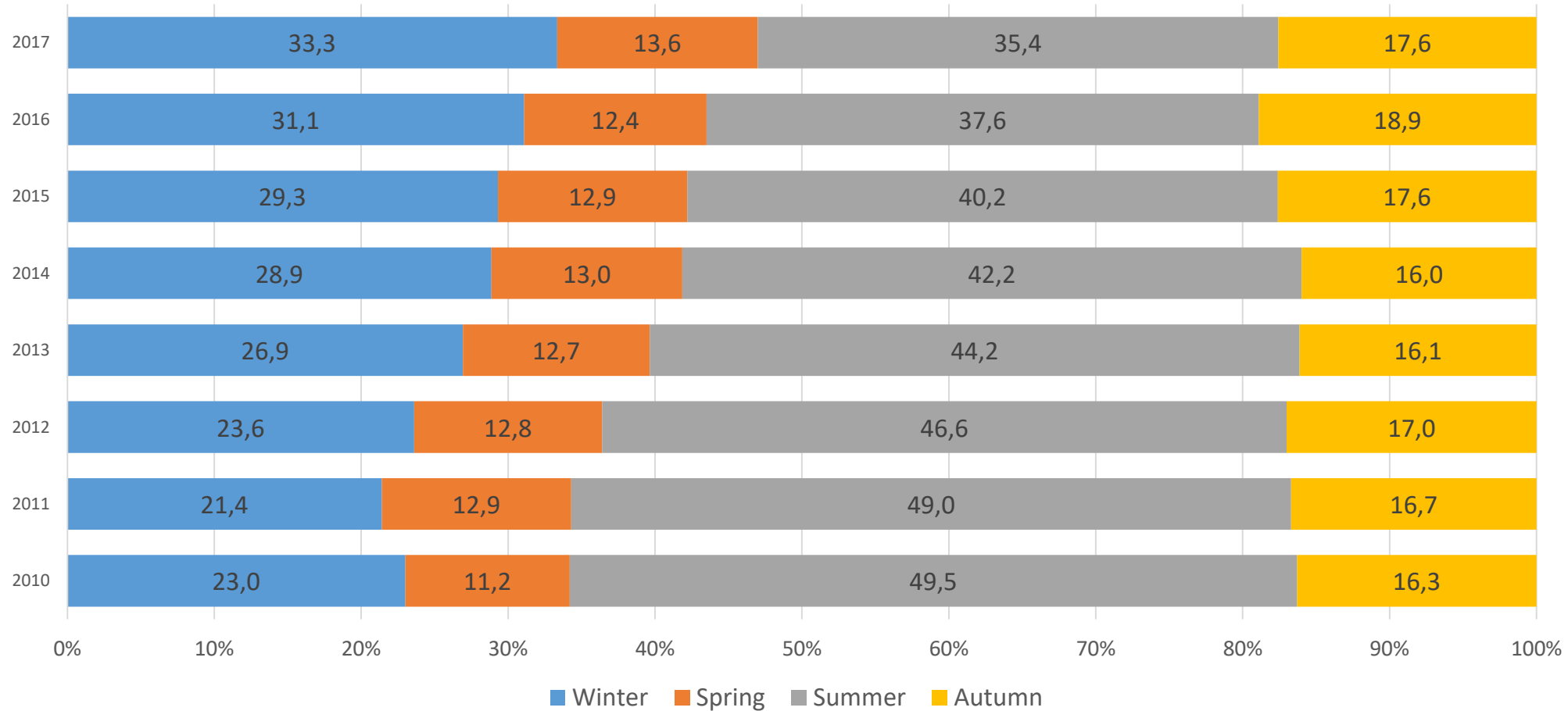


# Growth – all year round



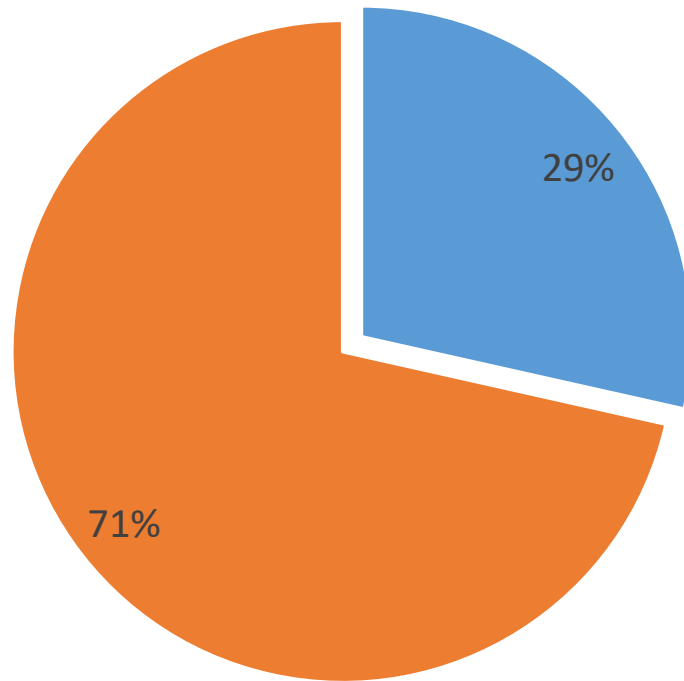


# Seasonality 2010-2017

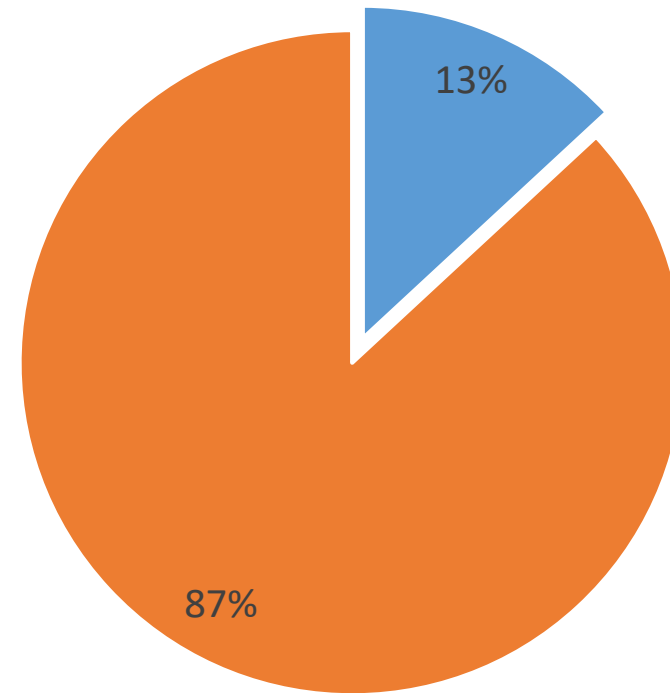


# Bed nights

2010



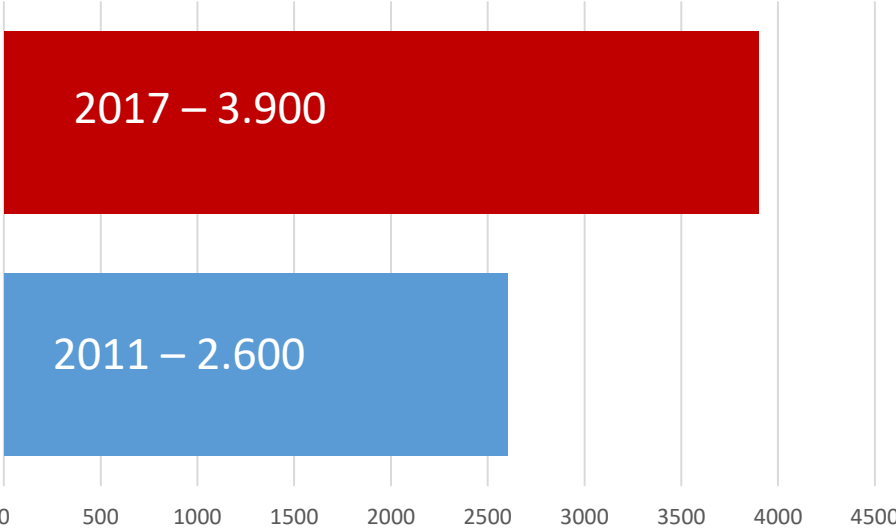
2017



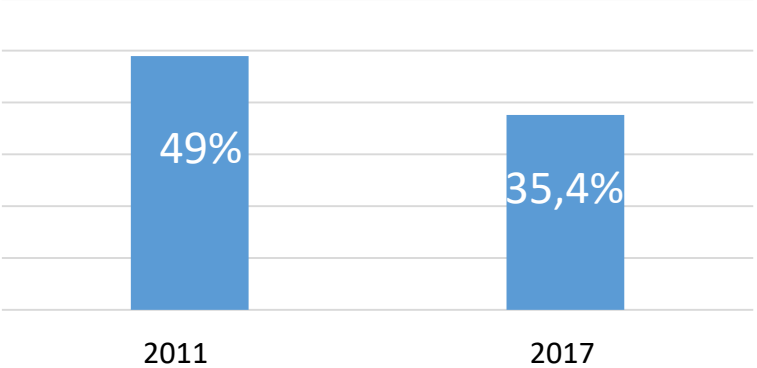
Domestic marked vs overseas guests

# Growth parameters since 2011

No. Of companies



Seasonality - Summer

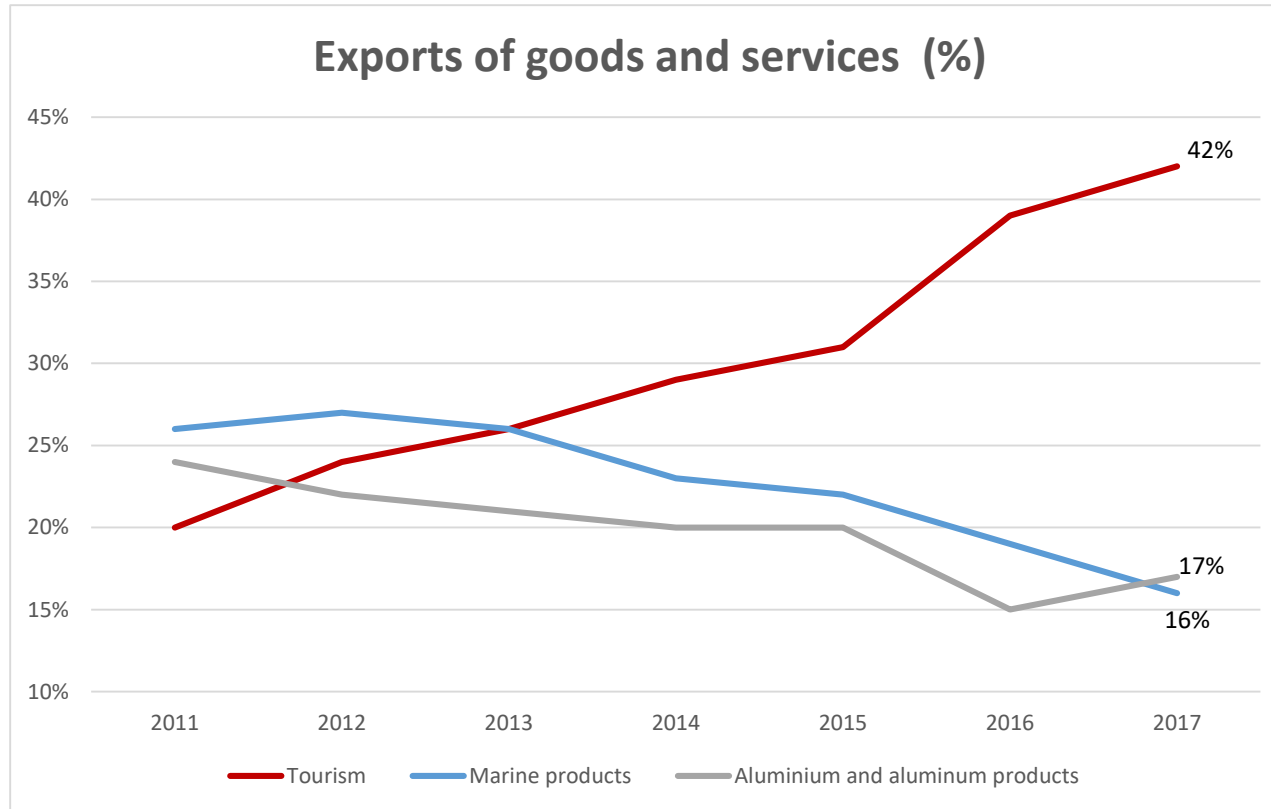


293%  
Increase in  
tourist no.  
2011-2017





# Some key figures (100 ISK= 0,82 EUR)



503 billion ISK  
Revenues from  
foreign travellers  
in 2017

*GDP*  
2009 - 3,6%  
2016 - 8,4%

About 28.000  
employees in  
tourism on  
average 2017



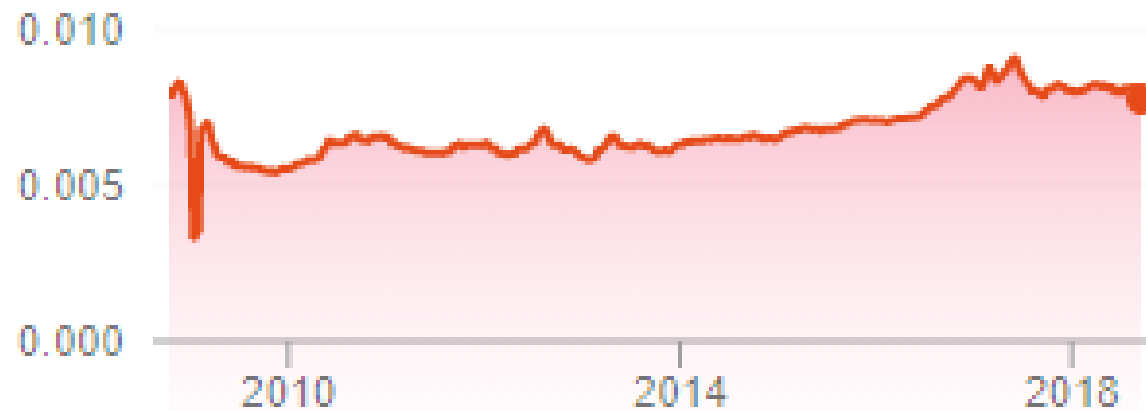
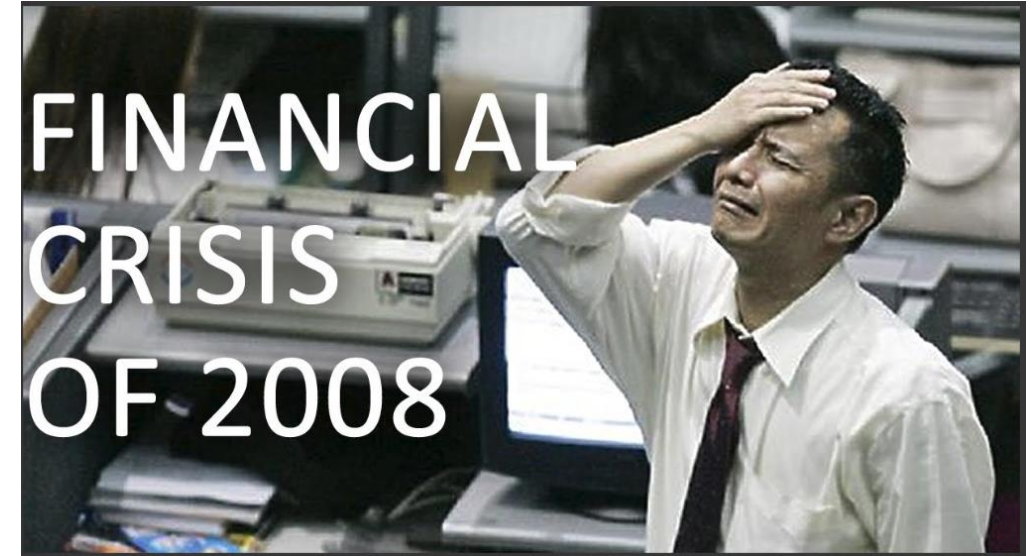
2010: 7,9% of Workforce  
2017: 14,2% of Workforce

# Why this growth?



# Financial crisis in 2008

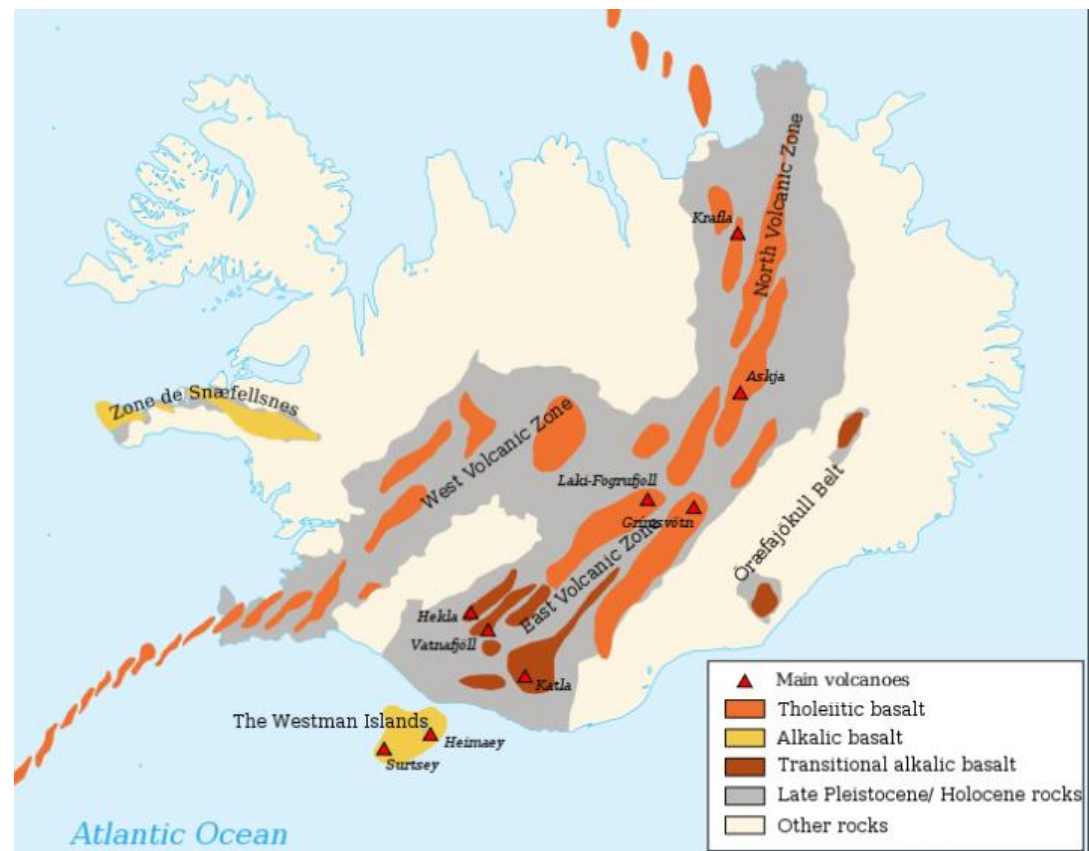
- Economy in need for opportunities after bank crises
- Weak currency





„Natural reasons“

Eyjafjallajökull



# Marketing efforts

- Hollywood films and tv's shows
- Increased interest for the destination



# Grater interest of airlines

	2009	2013	2017
Total	10	24	30
Winter	2 til 3	5 til 7	12 til 15
Spring	3 til 6	11 til 13	17 til 24
Summer	9 til 10	16 til 17	27 til 28
Fall	3 til 6	11 til 12	18 til 23



# What about the chalanges?



# Among the challenges we are facing

- 98% of guests arrive and leave through one airport
- Attitude of the locals toward our guests
- Airbnb syndrome
- Greater emphases on digitalization
- Too dependent on international booking sites i.e. booking.com, Expedia, TripAdvisor etc.





Takk fyrir...

