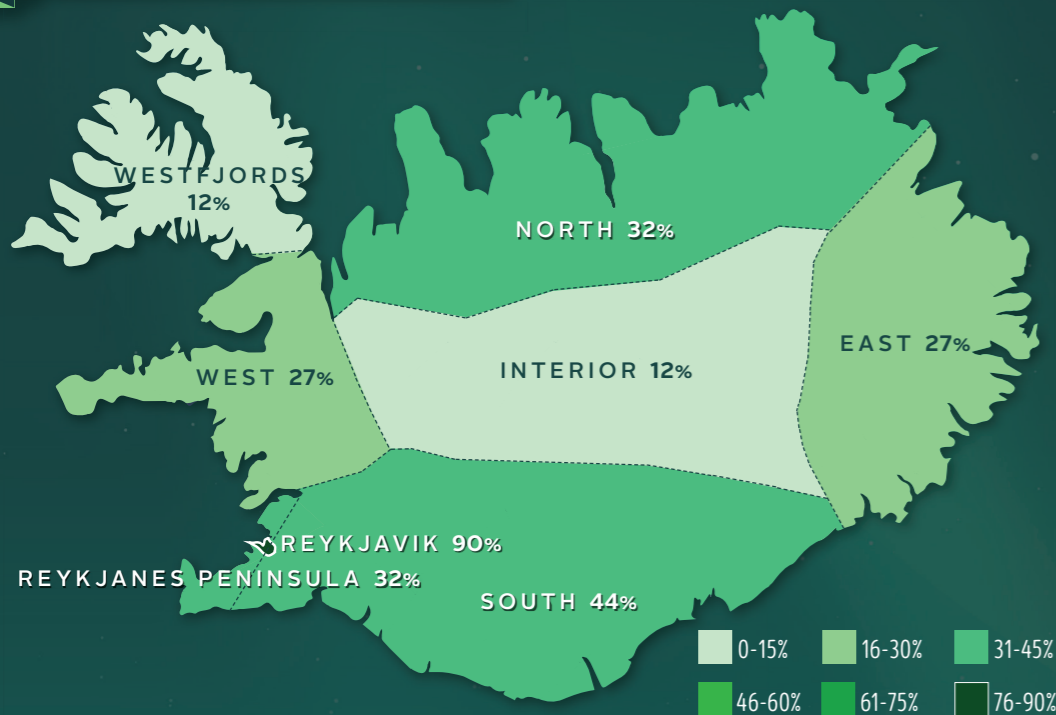


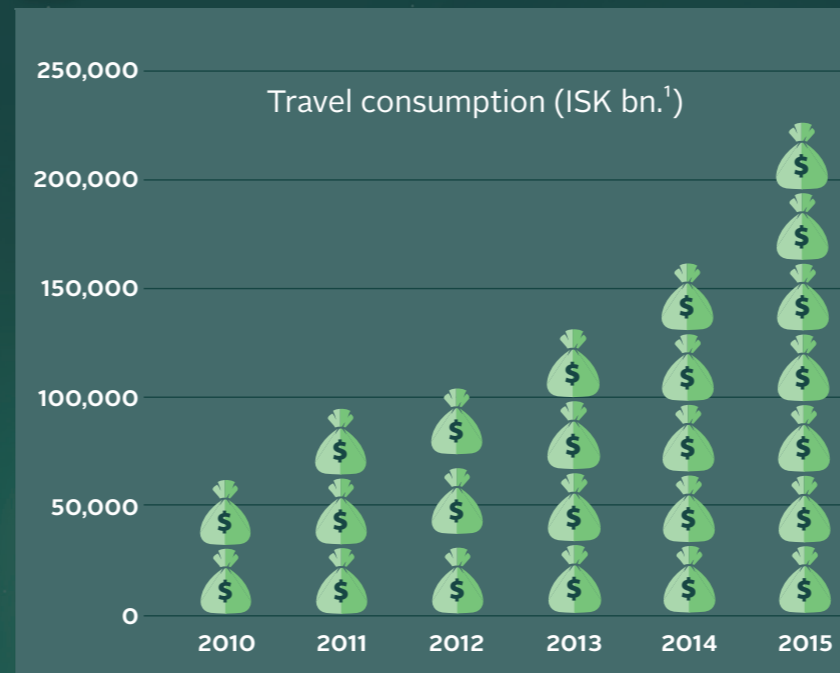
ICELAND'S TOURISM BOOM



OVERNIGHT STAYS BY REGION

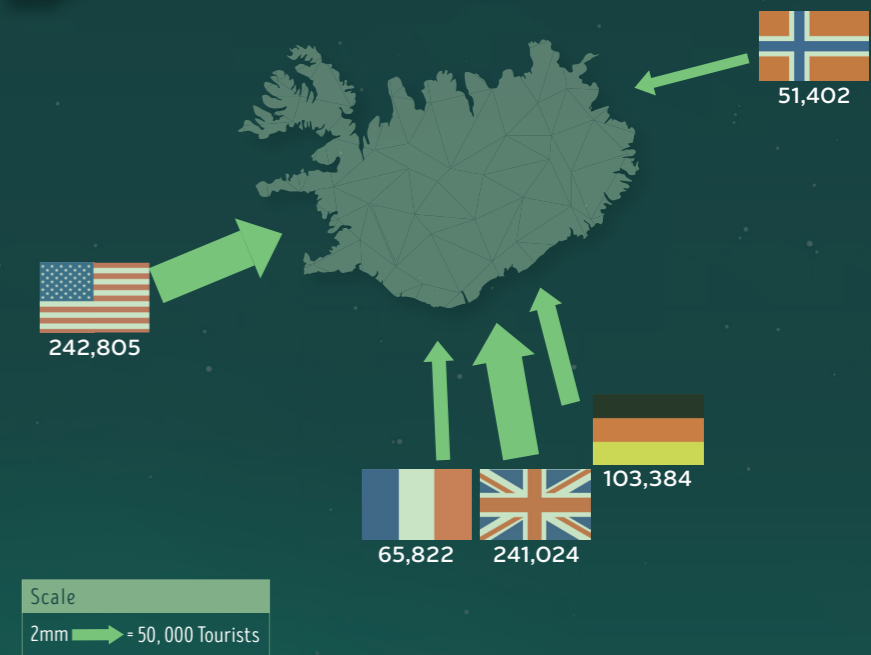


VISITOR SPENDING



¹In ISK at each year's price levels. International flights and ferries are not included.

TOP 5 NATIONALITIES VISITING ICELAND IN 2015*



*Based on passenger numbers travelling through Keflavik Airport

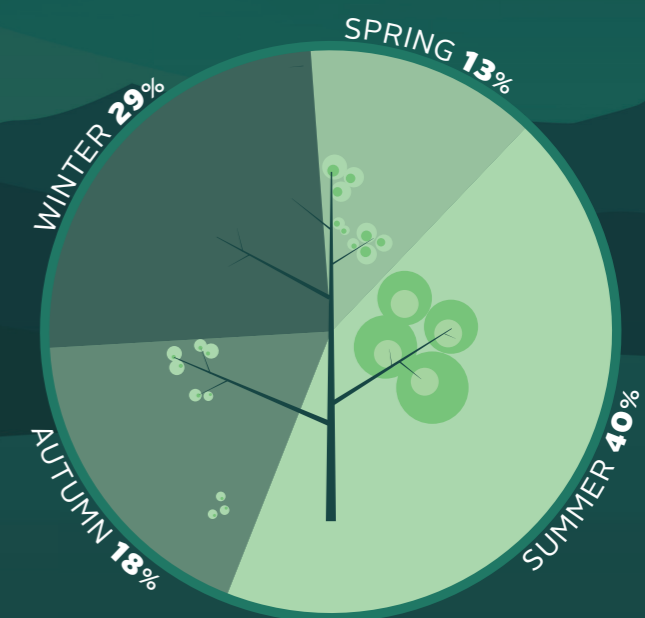
INTERNATIONAL VISITORS TO ICELAND



GOODS AND SERVICE EXPORTS BY SECTOR



INTERNATIONAL VISITORS BY SEASON IN 2015*



EFFECTS OF TOURISM

- 75.7%** of Icelanders deem that TOURIST PRESSURE on Icelandic nature IS TOO HIGH.
- 61.5%** of Icelanders feel tourists have INCREASED their INTEREST in Icelandic NATURE.
- 55.9%** of Icelanders believe tourism has created attractive JOB OPPORTUNITIES.
- 51.5%** of Icelanders think tourists have increased interest in their OWN CULTURE.
- 42.3%** of Icelanders believe tourism has led to a WIDE RANGE of SERVICES.

SOURCES:

<http://www.ferdamalastofa.is/en/research-and-statistics/visitor-surveys>

http://www.ferdamalastofa.is/static/files/ferdamalastofa/Frettamyndir/2016/juni/tourism_in_icealand_in_figures_may2016.pdf

https://www.islandsbanki.is/library/Skrar/English/Products-and-Services/Publications/tourism_in_icealand_2016.pdf