







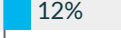
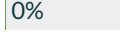
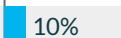







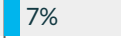



VAT turnover (million ISK)

Tourism industries in Iceland

| | March-April | | | May-April | | |
|---|----------------|----------------|--|----------------|----------------|---|
| | 2024 | 2025 | Change | 2023-24 | 2024-25 | Change |
| Tourism industries in Iceland | 129,136 | 138,758 |  7% | 949,261 | 997,075 |  5% |
| Passenger air transport and incidental service activities | 47,647 | 51,297 |  8% | 342,193 | 367,135 |  7% |
| Accommodation | 19,639 | 20,626 |  5% | 160,071 | 166,300 |  4% |
| Food and beverage service activities | 22,439 | 22,970 |  2% | 146,261 | 149,059 |  2% |
| Rental of leisure and sport goods & motor vehicles | 11,047 | 12,346 |  12% | 86,218 | 86,634 |  0% |
| Travel agents and tour operators (abroad) | 5,075 | 5,581 |  10% | 26,773 | 30,767 |  15% |
| Travel agents and tour operators (in Iceland) | 15,968 | 16,486 |  3% | 127,193 | 129,989 |  2% |
| Physical well-being activities | 3,988 | 6,155 |  54% | 30,203 | 36,223 |  20% |
| Passenger transport on land | 2,626 | 2,542 |  -3% | 22,441 | 22,900 |  2% |
| Passenger water transport | 708 | 755 |  7% | 7,908 | 8,068 |  2% |

*Data Source: Business Register and Iceland Revenue and Custom. The turnover is classified according to the company's main economic activity using ÍSAT2008, the Icelandic version of NACE rev. 2