

VAT turnover (million ISK)

Tourism industries in Iceland

	January-February			March-February		
	2024	2025	Change	2023-24	2024-25	Change
Tourism industries in Iceland	109,752	120,417	<div><div></div>10%</div>	943,252	986,268	<div><div></div>5%</div>
Passenger air transport and incidental service activities	39,388	43,672	<div><div></div>11%</div>	336,994	363,466	<div><div></div>8%</div>
Accommodation	16,103	16,970	<div><div></div>5%</div>	159,266	165,212	<div><div></div>4%</div>
Food and beverage service activities	19,232	19,799	<div><div></div>3%</div>	145,291	148,217	<div><div></div>2%</div>
Rental of leisure and sport goods & motor vehicles	8,827	9,891	<div><div></div>12%</div>	84,807	85,320	<div><div></div>1%</div>
Travel agents and tour operators (abroad)	3,337	3,698	<div><div></div>11%</div>	27,254	29,859	<div><div></div>10%</div>
Travel agents and tour operators (in Iceland)	15,438	16,326	<div><div></div>6%</div>	127,597	129,112	<div><div></div>1%</div>
Physical well-being activities	4,102	5,952	<div><div></div>45%</div>	31,069	34,033	<div><div></div>10%</div>
Passenger transport on land	2,762	3,524	<div><div></div>28%</div>	23,067	23,027	<div><div></div>0%</div>
Passenger water transport	564	584	<div><div></div>4%</div>	7,907	8,022	<div><div></div>1%</div>

*Data Source: Business Register and Iceland Revenue and Custom. The turnover is classified according to the company's main economic activity using ISAT2008, the Icelandic version of NACE rev. 2