Tourism 360

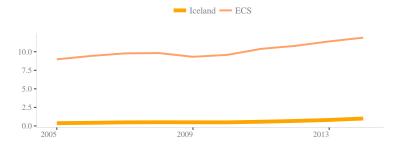
Iceland

Country Snapshot



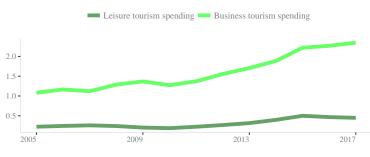
TOURISM DEMAND

PASSENGER ARRIVALS, in millions



SOURCE: WORLD BANK - WDI

TOURISM EXPENDITURE BY PURPOSE, current \$US billion



SOURCE: WTTC

RESOURCE BASE

CULTURAL RESOURCES

Tourist service infrast. 7/140 Value: 6.3 1-7 (best) (2015)

Cultural resour. & business travel

1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

Natural resources 40/140 Value: 3.6 1-7 (best) (2015)

Natural and cultural res. subindex 1-7 (best) (2015)

SOURCE: WEF TTCR 2015

53/140 Value: 2.6

TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

Value: 1.5

78/139

TRAVEL SERVICES, % of commercial service exports



ECS (average, 2015)

INTERNATIONAL TOURISM RECEIPTS, % of total exports Iceland (2014) ECS (average, 2014)

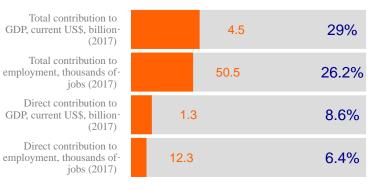
T&T policy & enabling cond. Safety & security . . . Environmental sustain. Health & hygie Price competitiv. Intl. Openness HR & labour mk ICT readiness Prioritiz. of T&T

Iceland ● ECS ● World

SOURCE: WORLD BANK - WDI SOURCE: WEF TTCR 2015

TOURISM ECONOMIC INDICATORS

DIRECT v. TOTAL CONTRIBUTION

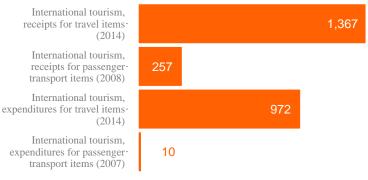


CAPITAL INVESTMENT, current \$US billion

Internal T&T consumption (2017)	1.2	(Rank: 102/175)
Domestic tourism spending (2017)	0.7	(Rank: 92/175)
Capital investment (2017) SOURCE: WTTC	0.3	(Rank: 114/175)

SOURCE: WTTC

INTERNATIONAL TOURISM, in \$US (*)



SOURCE: WORLD BANK - WDI

ACCESS AND TRANSPORT

Air transport infrast. 1–7 (best) (2015)	14/139 Value: 4.7
Ground & port infrast.	38/140 Value: 4.3

SOURCE: WEF TTCR 2015

OTHER COMPETITIVENESS INDICATORS

Price competitiv. 1–7 (best) (2015)	127/140 Value: 3.6	Prioritiz. of T&T 1–7 (best) (2015)	6/139 Value: 5.9
Business envmnt	29/139 Value: 5	HR & labour mkt	3/140 Value: 5.5
1–7 (best) (2015)		1-7 (best) (2015)	
SOURCE: WEF TTCR 2015		SOURCE: WEF TTCR 2015	

(*) Receipt for travel items: These expenditures by international inbound visitors, or in their behalf, to purchase goods and services in the reporting economy. Receipts for passenger transport items: These are expenditures by international inbound visitors for all services provided in the international transportation by resident carriers and passenger services performed within an economy by nonresident carriers.

