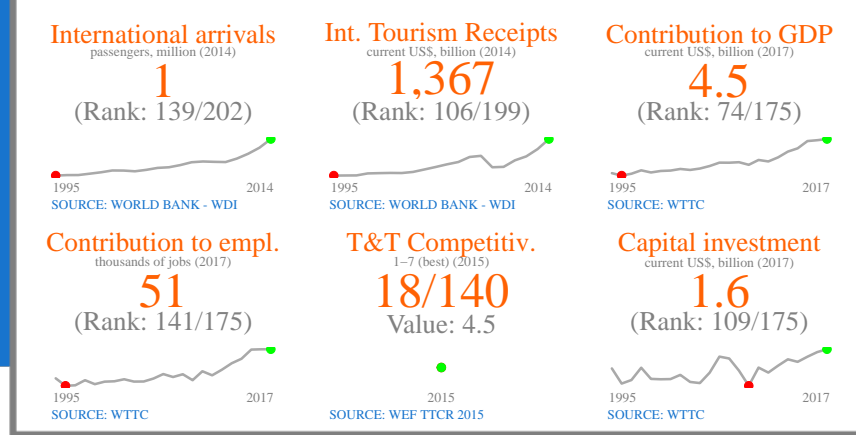


# Tourism 360

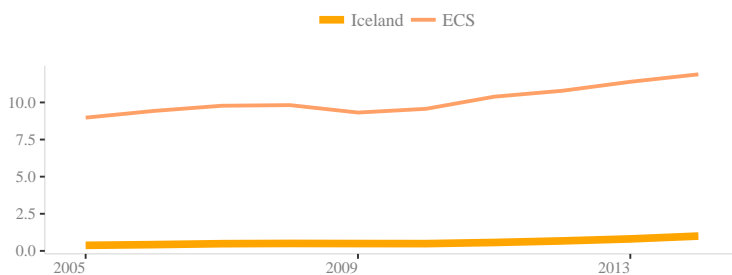
## Iceland

### Country Snapshot



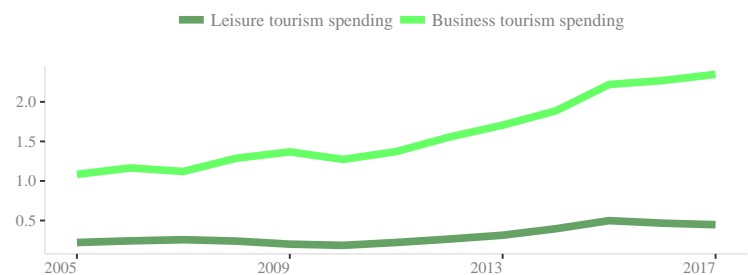
## TOURISM DEMAND

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** **78/139** Value: 1.5  
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

NATURAL RESOURCES

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

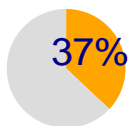
**Natural and cultural res. subindex** **53/140** Value: 2.6  
1-7 (best) (2015)

SOURCE: WEF TTCR 2015

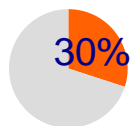
## TOURISM ECONOMIC INDICATORS — COMPETITIVENESS

TRAVEL SERVICES, % of commercial service exports

Iceland (2015)

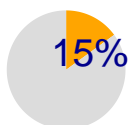


ECS (average, 2015)



INTERNATIONAL TOURISM RECEIPTS, % of total exports

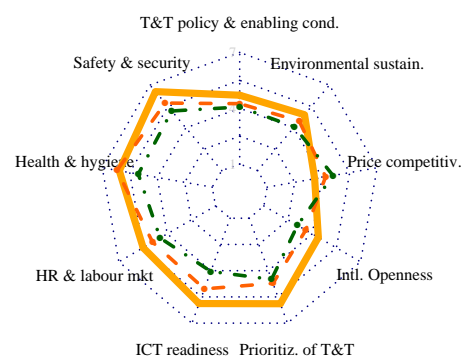
Iceland (2014)



ECS (average, 2014)



SOURCE: WORLD BANK - WDI

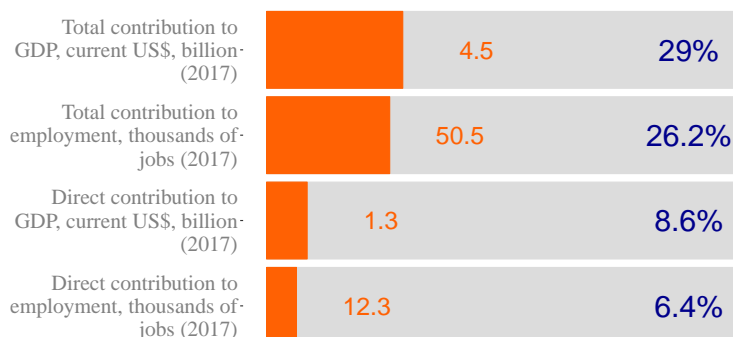


● Iceland ● ECS ● World

SOURCE: WEF TTCR 2015

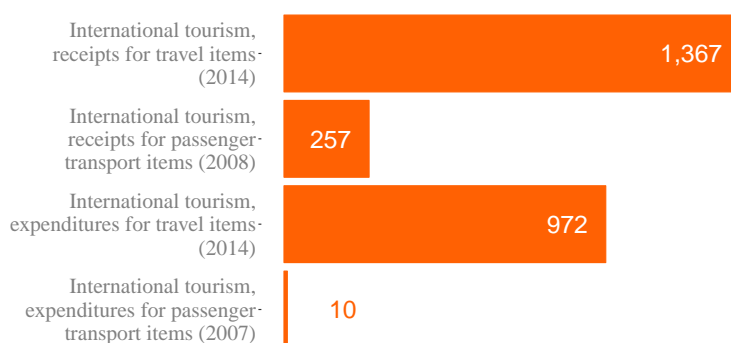
# TOURISM ECONOMIC INDICATORS

## DIRECT v. TOTAL CONTRIBUTION



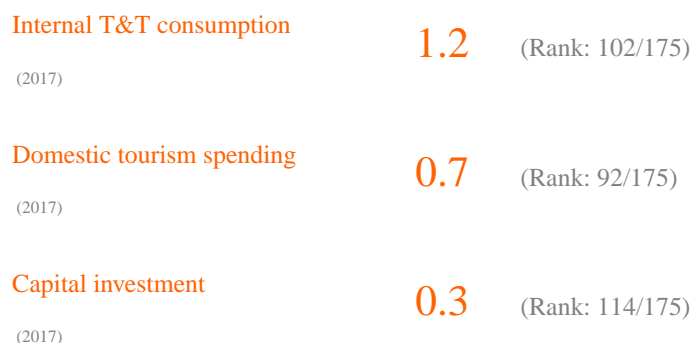
SOURCE: WTTC

## INTERNATIONAL TOURISM, in \$US (\*)



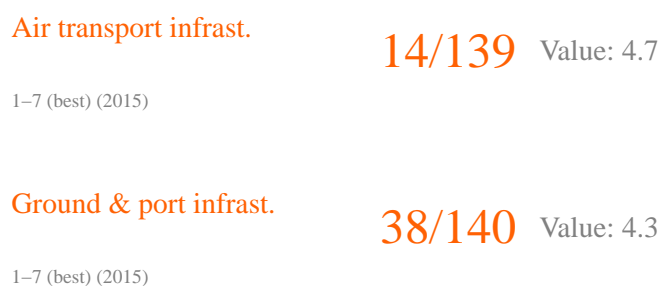
SOURCE: WORLD BANK - WDI

## CAPITAL INVESTMENT, current \$US billion



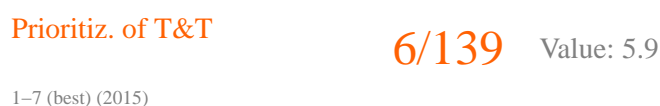
SOURCE: WTTC

## ACCESS AND TRANSPORT



SOURCE: WEF TCCR 2015

# OTHER COMPETITIVENESS INDICATORS



SOURCE: WEF TCCR 2015

SOURCE: WEF TCCR 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.