

British visitor figures to Iceland increase by 15 per cent in February

British visitor figures to Iceland continued to rise in February with a 15 per cent year on year increase compared to the same period in 2010.

According to the latest statistics from Visit Iceland, British visitors increased from 6,116 in February 2010 to 7,033 in February 2011. These figures follow on from the five per cent increase in visitors in January.

There was an increase in visitor numbers across all nationalities in February with a year on year increase of 12 per cent from 20,293 to 22,849 visitors. British visitor figures were by far the largest at 30 per cent of the monthly visitor number total.

Sigga Gróa Þórarinsdóttir, Marketing Manager UK and Ireland for Visit Iceland, comments on the visitor growth;

“We are delighted that British visitor numbers have been continually rising through the early part of 2011 as it demonstrates the strength of Iceland’s tourism sector and British interest in it.

“Next winter we hope for even more visitors as the Northern Lights will shine at their brightest level for 50 years making it an exciting time to see the mystical lights.”

February visitor numbers are likely to have increased due to it being a peak month to see the Northern Lights. In February, the days also begin to get longer and the winter chill starts to fade leaving visitors with more daylight hours and agreeable weather for exciting activities.

Visit Iceland will be holding a joint trade workshop with the tourist boards of Estonia and Finland in central London on March 29, posing an excellent opportunity to learn more about the country. If you are interested in attending, please contact us on the details below.

Source: Visit Iceland

Media Information

For more details, please visit: www.visiticeland.com

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