

# MEETINGS INDUSTRY ICELAND

## STATISTICS 2016

Based on a statistical survey by Meet in Reykjavik members  
„Meet in Reykjavik & MICE market in Iceland 2011-2015“



# 106.338

**MICE\* GUESTS** IN ICELAND 2016  
7% OF TOTAL TOURISM MARKET

\* MEETINGS, INCENTIVES, CONFERENCES, EXHIBITIONS



INTERNATIONAL MEETING PLANNERS WHO HAVE HOSTED AN EVENT IN REYKJAVÍK AND WANT TO COME BACK WITH AN EVENT

Master theses Ljós Karðdóttir 2016

# 15,1%

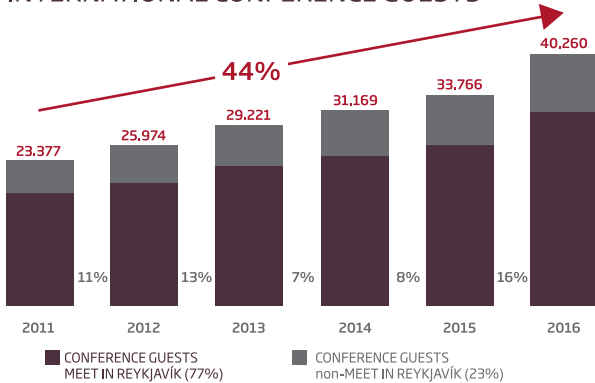
4,4% GLOBAL AVERAGE ANNUAL GROWTH

**AVERAGE ANNUAL GROWTH SINCE 2011**

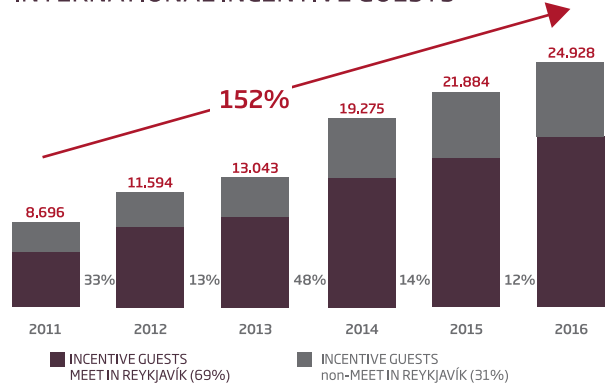
# >79%

OUTSIDE HIGH SEASON

INTERNATIONAL CONFERENCE GUESTS



INTERNATIONAL INCENTIVE GUESTS



**SAFETY**  
**NATURE**  
**ACCESSIBILITY**  
**UNIQUENESS**  
**CULTURE ACT-IVITIES**

**ICELAND'S COMPETITIVE EDGE**  
ACCORDING TO INTERNATIONAL MICE PLANNERS  
THAT HAVE HOSTED THEIR EVENTS IN ICELAND