



Photographer: [mediabank.visitstockholm.com/Visit Stockholm](http://mediabank.visitstockholm.com/Visit%20Stockholm)

Stockholm's Tourism Industry: March 2021

In March, 446.960 overnight stays were made in commercial accommodation facilities in Stockholm County, a decrease of more than 71.000 or 14% compared with March 2020. Domestic guest nights have decreased by 5%. The decline for foreign overnight stays was, as before during the pandemic, greater (-38%).

It is noteworthy that March 2020 was the first month that was really affected by Covid-19 and its effects on travel. Guest nights were more than halved compared to March 2019. This means that the number of guest nights in March this year is 59% lower than in March 2019. For foreign visitors, the decline is 76%.

The city of Stockholm is still affected more than the rest of the county. This especially applies to foreign visitors. Overnight stays in Sweden even increased slightly in March compared with March last year, thanks to a good development for Swedish guests.

For most foreign target groups, the number of guest nights continues to fall. Large target groups such as the United Kingdom, the United States and Germany showed particularly weak results during the month. However, for several target groups in Eastern Europe and parts of the Baltics, the development was the opposite.

Commercial overnight stays in Stockholm County March 2021, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	446.960	-14%	Not indicated	13.829	-16%
Sweden	365.583	-5%			
Foreign	81.377	-38%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 India	7.304	-29%	11 Denmark	2.038	-34%
2 USA	6.826	-55%	12 Italy	1.590	21%
3 Norway	4.438	-11%	13 The Netherlands	1.481	-51%
4 Germany	3.960	-56%	14 Spain	1.244	-44%
5 France	3.749	-13%	15 Ireland	1.074	6%
6 Great Britain	3.422	-66%	16 Czech Republic	1.034	115%
7 Estonia	2.867	166%	17 Lithuania	899	-68%
8 Poland	2.814	7%	18 Argentina	856	335%
9 Romania	2.558	21%	19 Qatar	822	902%
10 Finland	2.411	-56%	20 UAE	736	-24%

Visit Stockholm AB

visit@stockholm.se
+46 8 508 280 00

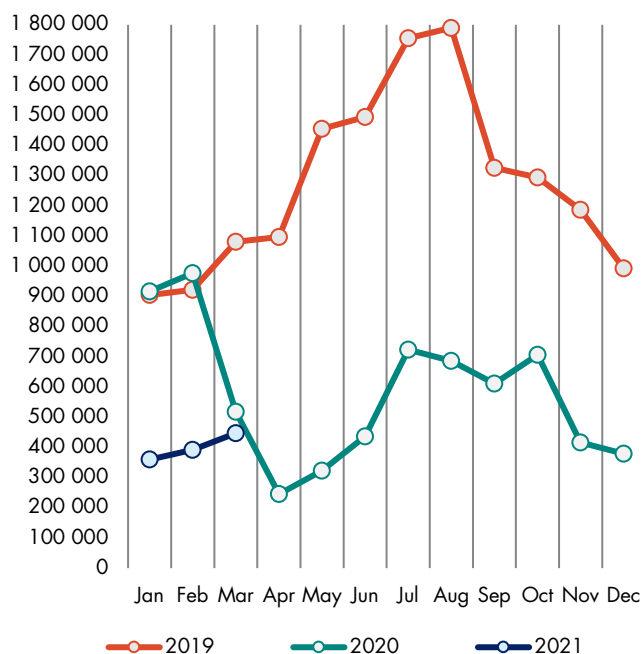
www.visitstockholm.com



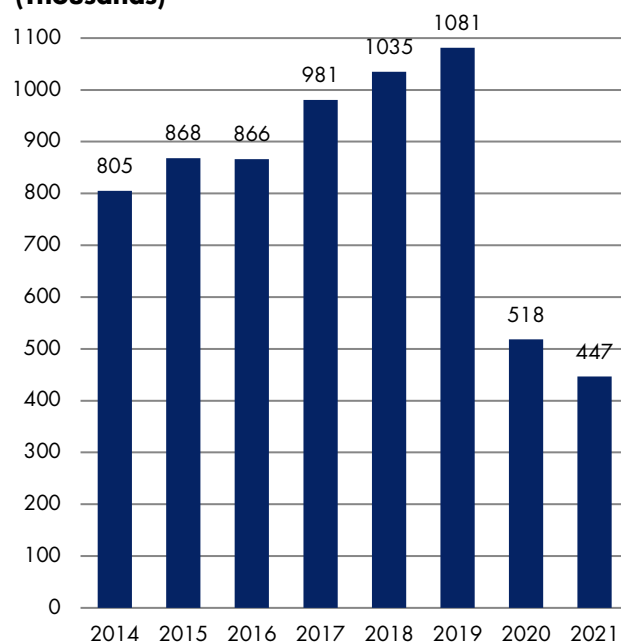
Follow @visitstockholm on facebook, twitter and instagram

youtube.com/stockholm

Commercial overnight stays by month 2019, 2020 and 2021, Stockholm County



Commercial overnight stays, March 2014-2021, Stockholm County (Thousands)



Commercial overnight stays 2021 compared with previous year

	March 2021		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	446.960	-14%	1.215.412	-50%
Domestic	365.583	-5%	978.783	-42%
Foreign	81.377	-38%	236.629	-67%
Nordic countries, excl. Sweden	9.075	-34%	25.883	-73%
Europe excl. Nordic countries	32.362	-41%	95.695	-70%
Non-European	39.940	-37%	115.051	-62%
City of Stockholm	243.038	-20%	661.099	-58%
Domestic	189.088	-6%	500.398	-49%
Foreign	53.950	-46%	160.701	-72%
Nordic countries, excl. Sweden	3.456	-65%	9.782	-87%
Europe excl. Nordic countries	22.046	-46%	67.824	-74%
Non-European	28.448	-42%	83.095	-67%
Sweden	2.895.596	3%	7.840.855	-29%

Commercial overnight stays: hotel, vacation villages, hostels, camping and commercially arranged private cottages and apartments.

Source: Statistics Sweden and Swedish Agency for Economic and Regional Growth, preliminary data.

Commercial overnight stays by nationality, Stockholm County and City of Stockholm

Country	Stockholm County						City of Stockholm				
	Guest nights 2020	Share in Sweden	March 2021			YTD 2021		March 2021		YTD 2021	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	6.901.901	16%	446.960	-14	15%	1.215.412	-50	243.038	-20	661.099	-58
Sweden	5.391.968	14%	365.583	-5	14%	978.783	-42	189.088	-6	500.398	-49
Foreign	1.509.933	29%	81.377	-38	36%	236.629	-67	53.950	-46	160.701	-72
Nordic countries excl. Sweden	170.064	13%	9.075	-34	26%	25.883	-73	3.456	-65	9.782	-87
Europe excl. Nordic countries	676.353	27%	32.362	-41	30%	95.695	-70	22.046	-46	67.824	-74
Non-European/ not indicated	663.516	49%	39.940	-37	50%	115.051	-62	28.448	-42	83.095	-67
Europe	846.417	22%	41.437	-40	29%	121.578	-71	25.502	-50	77.606	-77
Austria	9.891	37%	658	-18	32%	1.430	-76	425	-36	865	-83
Belarus	1.004	67%	15	-75	14%	40	-95	13	-76	37	-95
Belgium	16.589	26%	474	-63	28%	1.147	-88	359	-66	871	-90
Bulgaria	1.454	18%	54	-50	4%	116	-82	48	-51	101	-83
Croatia	13.051	59%	150	-94	35%	268	-96	95	-38	137	-92
Czech Republic	9.402	31%	1.034	115	56%	1.892	-55	612	68	1.238	-64
Denmark	48.651	7%	2.038	-34	17%	6.403	-72	1.206	-45	3.781	-79
Estonia	14.394	26%	2.867	166	47%	6.572	58	2.166	257	5.101	101
Finland	50.025	34%	2.411	-56	36%	6.844	-79	1.329	-67	3.702	-85
France	70.362	54%	3.749	-13	46%	13.797	-53	3.035	-24	11.435	-57
Georgia	847	40%	194	921	95%	204	-61	29	222	32	-91
Germany	120.741	13%	3.960	-56	20%	11.396	-78	2.235	-69	6.546	-85
Greece	5.272	61%	174	-67	64%	678	-83	133	-73	462	-87
Hungary	3.610	31%	344	0	32%	676	-69	262	1	549	-69
Iceland	2.807	33%	188	-35	52%	345	-79	102	-59	187	-87
Ireland	9.906	40%	1.074	6	57%	3.409	-41	836	66	2.224	-32
Italy	27.706	41%	1.590	21	26%	3.744	-76	1.272	23	2.997	-78
Latvia	6.010	19%	728	50	22%	1.214	-59	239	-24	450	-73
Lithuania	19.345	43%	899	-68	22%	2.518	-70	183	-75	751	-78
Luxembourg	2.859	51%	143	11	49%	585	-17	128	-1	522	-18
Netherlands	39.058	26%	1.481	-51	33%	4.234	-77	1.101	-52	3.190	-79
Norway	68.581	15%	4.438	-11	28%	12.291	-66	819	-76	2.112	-93
Poland	43.888	20%	2.814	7	23%	8.381	-38	1.577	1	4.977	-47
Portugal	7.239	30%	438	-14	22%	1.158	-65	246	-41	778	-71
Romania	20.321	38%	2.558	21	53%	8.733	22	2.291	15	7.846	16
Russia	22.045	50%	285	-89	26%	818	-96	216	-90	635	-96
Slovakia	4.966	28%	476	121	45%	1.092	-28	416	135	885	-34
Slovenia	2.458	45%	224	45	75%	776	-40	49	-36	355	-56
Spain	30.697	50%	1.244	-44	30%	3.741	-76	855	-54	2.305	-83
Switzerland	24.132	22%	521	-58	18%	1.625	-82	372	-65	1.158	-85
Turkey	5.632	56%	63	-89	24%	182	-96	51	-88	157	-96
UK	114.498	36%	3.422	-66	35%	9.299	-84	2.193	-72	5.915	-87
Ukraine	8.882	61%	239	-84	44%	455	-94	192	-86	332	-95
Rest of Europe	20.094	35%	490	-77	9%	5.515	-19	417	-79	4.973	-18

Visit Stockholm AB

visit@stockholm.se

+46 8 508 280 00

www.visitstockholm.com

Country	Stockholm County						City of Stockholm					
	Guest nights 2020	Share in Sweden	March 2021			YTD 2021		March 2021		YTD 2021		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	167.756	42%	6.989	-56	30%	22.856	-72	4.216	-63	14.621	-77	
Canada	5.901	55%	163	-69	35%	599	-85	146	-62	503	-85	
USA	161.855	41%	6.826	-55	30%	22.257	-71	4.070	-63	14.118	-77	
Central & South America	11.865	45%	1.787	24	57%	3.718	-47	1.461	17	3.038	-53	
Argentina	1.924	70%	856	335	94%	1.358	42	793	315	1.261	40	
Brazil	3.119	50%	36	-89	24%	88	-96	30	-90	63	-97	
Chile	1.668	75%	422	54	80%	1.145	39	376	54	1.038	37	
Columbia	668	56%	28	-18	43%	49	-89	12	-61	32	-92	
Mexico	1.594	72%	203	-20	80%	436	-58	45	-80	75	-92	
Rest of Central & South America	2.892	47%	242	-29	20%	642	-57	205	-15	569	-56	
Asia	162.944	69%	10.532	-35	75%	29.611	-61	6.789	-37	18.585	-67	
China	17.616	54%	619	-59	69%	1.626	-88	521	-57	1.400	-88	
India	106.984	87%	7.304	-29	90%	21.063	-41	4.514	-19	12.813	-36	
Indonesia	907	63%	2	-98	14%	10	-99	0	-100	7	-99	
Iran	586	9%	34	-43	3%	72	-77	22	-55	37	-87	
Israel	1.792	59%	31	-78	57%	93	-93	30	-74	87	-93	
Japan	7.351	56%	313	-72	67%	585	-91	268	-73	459	-92	
Malaysia	796	44%	0	-100	0%	14	-98	0	-100	2	-100	
Qatar	1.943	62%	822	902	100%	2.221	439	276	245	564	44	
Saudi Arabia	1.818	61%	26	-82	51%	118	-87	26	-81	114	-81	
Singapore	1.444	47%	98	-43	98%	174	-86	90	-31	163	-85	
South Korea	2.508	52%	203	212	54%	400	-79	166	186	300	-82	
Taiwan	1.434	46%	6	-93	33%	34	-96	1	-98	29	-96	
Thailand	5.749	37%	39	-96	49%	181	-96	37	-96	150	-97	
United Arab Emirates	6.792	78%	736	-24	97%	2.268	-49	676	-13	2.084	-40	
Rest of Asia	5.224	38%	299	-53	25%	752	-76	162	-70	376	-86	
Africa	7.861	47%	230	-65	40%	1.106	-70	176	-61	808	-72	
Egypt	1.127	70%	70	-26	100%	307	-45	51	-43	271	-48	
Morocco	554	29%	14	-70	9%	74	-77	6	-87	23	-93	
Namibia	957	82%	0	-100	0%	15	-90	0	-100	3	-79	
South Africa	1.119	48%	13	-91	87%	65	-91	13	-87	42	-93	
Rest of Africa	4.104	42%	133	-58	39%	645	-67	106	-48	469	-65	
Oceania	9.515	51%	169	-84	63%	339	-96	78	-92	232	-97	
Australia	8.583	52%	159	-83	63%	315	-95	69	-92	213	-97	
New Zealand	768	47%	8	-91	89%	20	-96	8	-90	18	-96	
Rest of Oceania	164	33%	2	-93	33%	4	-96	1	-95	1	-99	
Rest of the World	102.915	48%	6.404	-45	59%	20.260	-68	5.814	-47	18.626	-69	
Not indicated	200.660	46%	13.829	-16	50%	37.161	-42	9.914	-29	27.185	-50	

Visit Stockholm AB

visit@stockholm.se

+46 8 508 280 00

www.visitstockholm.com