



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

Stockholm's Tourism Industry: January 2021

The new year began in the same way that characterized such large parts of last year, with a sharp decline for guest nights in commercial accommodation in Stockholm County – this as a result of Covid-19 and restrictions in connection with it.

359,605 overnight stays during the month were 558,000 – or 61% – fewer than in January 2020. The number of overnight stays from Swedish visitors decreased by 55% and foreign by 73%.

The Stockholm region, and especially accommodation facilities in the city of Stockholm, have been affected to a greater extent than in the country as a whole. The reduction

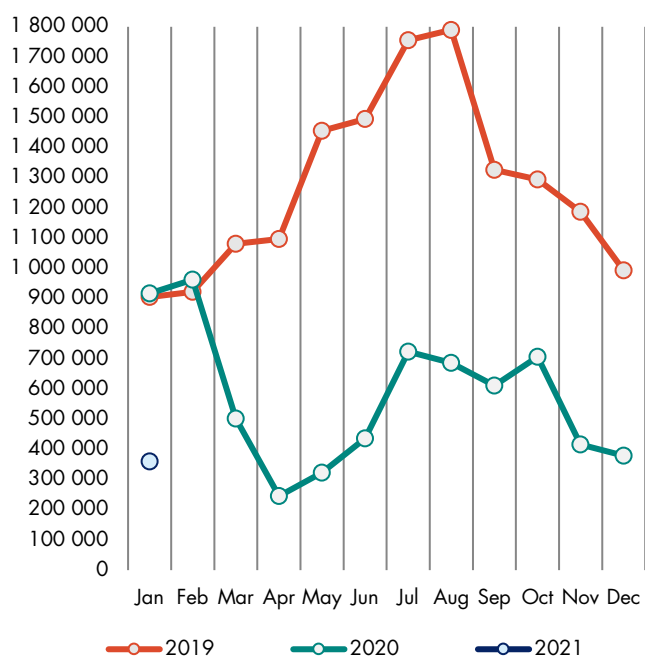
in domestic overnight stays is significantly greater in Stockholm than in Sweden. Foreign guest nights are affected to approximately the same extent.

For most foreign target groups, the number of guest nights has dropped dramatically. Usually many visitors from Russia spend time in Stockholm in January. Russian guest nights have decreased by 98% compared to January 2020. Overnight stays by British guests also fell sharply (-86%). The decline has been of lesser extent for France (-47%) and Poland (-41%). Visits from Estonia and Romania have even increased slightly.

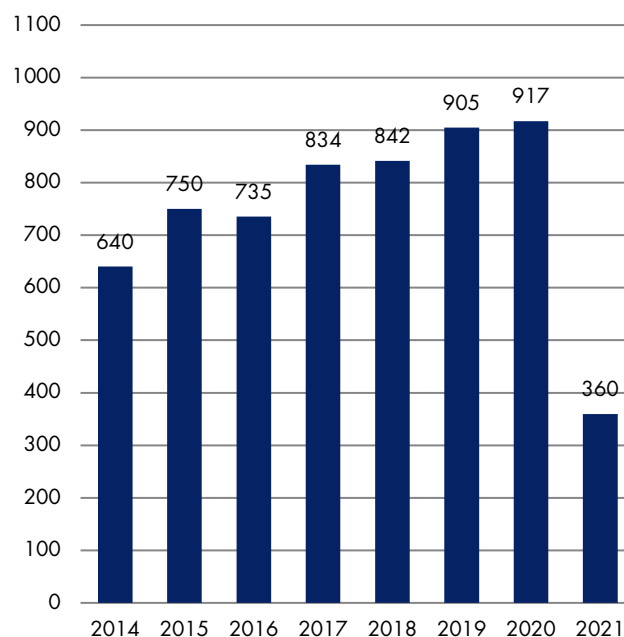
Commercial overnight stays in Stockholm County January 2021, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	359.605	-61%	Not indicated	11.859	-47%
Sweden	283.273	-55%			
Foreign	76.332	-73%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 USA	7.508	-73%	11 Estland	1.721	32%
2 Indien	7.123	-43%	12 Irland	1.487	-37%
3 Frankrike	6.025	-47%	13 Nederländerna	1.354	-81%
4 Tyskland	4.042	-81%	14 Italien	1.034	-86%
5 Norge	3.876	-78%	15 Spanien	915	-87%
6 Storbritannien	2.925	-86%	16 Fören Arabem	904	-51%
7 Rumänien	2.810	31%	17 Qatar	784	498%
8 Polen	2.784	-41%	18 Litauen	724	-69%
9 Finland	2.380	-81%	19 Schweiz	664	-84%
10 Danmark	1.861	-79%	20 Kina	516	-94%

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



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



Commercial overnight stays 2021 compared with previous year

	January 2021		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	359.605	-61%	359.605	-61%
Domestic	283.273	-55%	283.273	-55%
Foreign	76.332	-73%	76.332	-73%
Nordic countries, excl. Sweden	8.180	-79%	8.180	-79%
Europe excl. Nordic countries	33.225	-74%	33.225	-74%
Non-European	34.927	-70%	34.927	-70%
City of Stockholm	193.594	-68%	193.594	-68%
Domestic	141.941	-61%	141.941	-61%
Foreign	51.653	-78%	51.653	-78%
Nordic countries, excl. Sweden	2.821	-91%	2.821	-91%
Europe excl. Nordic countries	24.227	-77%	24.227	-77%
Non-European	24.605	-74%	24.605	-74%
Sweden	2.219.888	-42%	2.219.888	-42%

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.

Visit Stockholm AB

visit@stockholm.se

+46 8 508 280 00

www.visitstockholm.com

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

Country	Stockholm County						City of Stockholm				
	Guest nights 2020	Share in Sweden	January 2021			YTD 2021		January 2021		YTD 2021	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	6.920.259	16%	359.605	-61	16%	359.605	-61	193.594	-68	193.594	-68
Sweden	5.394.890	14%	283.273	-55	14%	283.273	-55	141.941	-61	141.941	-61
Foreign	1.525.369	29%	76.332	-73	36%	76.332	-73	51.653	-78	51.653	-78
Nordic countries excl. Sweden	171.110	13%	8.180	-79	20%	8.180	-79	2.821	-91	2.821	-91
Europe excl. Nordic countries	684.275	26%	33.225	-74	31%	33.225	-74	24.227	-77	24.227	-77
Non-European/ not indicated	669.984	49%	34.927	-70	55%	34.927	-70	24.605	-74	24.605	-74
Europe	855.385	22%	41.405	-75	28%	41.405	-75	27.048	-80	27.048	-80
Austria	10.115	37%	344	-85	27%	344	-85	205	-90	205	-90
Belarus	1.015	65%	5	-99	2%	5	-99	4	-99	4	-99
Belgium	16.736	26%	416	-89	20%	416	-89	326	-89	326	-89
Bulgaria	1.482	18%	14	-94	5%	14	-94	9	-96	9	-96
Croatia	13.318	59%	71	-97	18%	71	-97	11	-99	11	-99
Czech Republic	9.720	36%	214	-87	27%	214	-87	164	-88	164	-88
Denmark	47.391	7%	1.861	-79	13%	1.861	-79	977	-86	977	-86
Estonia	15.137	33%	1.721	32	35%	1.721	32	1.322	60	1.322	60
Finland	50.806	34%	2.380	-81	38%	2.380	-81	1.208	-87	1.208	-87
France	70.890	54%	6.025	-47	53%	6.025	-47	5.065	-51	5.065	-51
Georgia	856	40%	4	-98	13%	4	-98	1	-100	1	-100
Germany	122.815	13%	4.042	-81	19%	4.042	-81	2.258	-87	2.258	-87
Greece	5.369	62%	224	-86	50%	224	-86	125	-92	125	-92
Hungary	3.659	32%	180	-79	33%	180	-79	144	-81	144	-81
Iceland	2.845	33%	63	-90	19%	63	-90	34	-94	34	-94
Ireland	8.950	37%	1.487	-37	71%	1.487	-37	662	-47	662	-47
Italy	27.916	41%	1.034	-86	33%	1.034	-86	827	-88	827	-88
Latvia	6.217	20%	223	-81	7%	223	-81	74	-89	74	-89
Lithuania	19.838	43%	724	-69	28%	724	-69	224	-82	224	-82
Luxembourg	2.928	50%	320	61	59%	320	61	277	53	277	53
Netherlands	39.548	22%	1.354	-81	28%	1.354	-81	1.038	-83	1.038	-83
Norway	70.068	16%	3.876	-78	19%	3.876	-78	602	-96	602	-96
Poland	45.423	21%	2.784	-41	21%	2.784	-41	1.864	-43	1.864	-43
Portugal	7.403	30%	423	-64	49%	423	-64	331	-62	331	-62
Romania	21.127	44%	2.810	31	73%	2.810	31	2.523	25	2.523	25
Russia	22.230	50%	251	-98	23%	251	-98	201	-98	201	-98
Slovakia	5.236	29%	186	-63	40%	186	-63	147	-67	147	-67
Slovenia	2.504	45%	433	-40	81%	433	-40	296	-38	296	-38
Spain	31.214	43%	915	-87	32%	915	-87	691	-89	691	-89
Switzerland	24.187	22%	664	-84	11%	664	-84	439	-88	439	-88
Turkey	5.713	56%	97	-94	32%	97	-94	89	-94	89	-94
UK	113.390	36%	2.925	-86	28%	2.925	-86	1.840	-89	1.840	-89
Ukraine	8.938	62%	85	-97	38%	85	-97	66	-98	66	-98
Rest of Europe	20.401	35%	3.250	9	43%	3.250	9	3.004	11	3.004	11

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	January 2021			YTD 2021		January 2021		YTD 2021	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
North America	166.184	41%	7.771	-74	41%	7.771	-74	4.964	-79	4.964	-79
Canada	5.988	55%	263	-83	27%	263	-83	231	-83	231	-83
USA	160.196	41%	7.508	-73	42%	7.508	-73	4.733	-79	4.733	-79
Central & South America	11.992	41%	1.005	-61	51%	1.005	-61	823	-65	823	-65
Argentina	1.948	71%	201	-23	91%	201	-23	184	-19	184	-19
Brazil	3.143	50%	41	-96	17%	41	-96	29	-97	29	-97
Chile	1.688	75%	362	53	93%	362	53	332	46	332	46
Columbia	654	56%	20	-84	51%	20	-84	20	-83	20	-83
Mexico	1.628	72%	118	-73	98%	118	-73	23	-95	23	-95
Rest of Central & South America	2.931	47%	263	-47	28%	263	-47	235	-44	235	-44
Asia	168.681	69%	10.012	-68	78%	10.012	-68	5.992	-75	5.992	-75
China	17.782	54%	516	-94	58%	516	-94	433	-94	433	-94
India	111.819	88%	7.123	-43	92%	7.123	-43	4.153	-43	4.153	-43
Indonesia	908	67%	5	-99	100%	5	-99	5	-99	5	-99
Iran	581	9%	19	-86	4%	19	-86	15	-88	15	-88
Israel	1.824	59%	30	-94	42%	30	-94	27	-93	27	-93
Japan	7.433	58%	158	-92	39%	158	-92	115	-93	115	-93
Malaysia	803	44%	0	-100	0%	0	-100	0	-100	0	-100
Qatar	2.052	63%	784	498	99%	784	498	141	10	141	10
Saudi Arabia	1.854	60%	93	-70	99%	93	-70	85	-66	85	-66
Singapore	1.454	46%	13	-97	87%	13	-97	11	-98	11	-98
South Korea	2.564	52%	59	-94	7%	59	-94	30	-97	30	-97
Taiwan	1.457	47%	10	-98	50%	10	-98	10	-98	10	-98
Thailand	5.826	36%	68	-97	47%	68	-97	51	-97	51	-97
United Arab Emirates	7.038	78%	904	-51	99%	904	-51	815	-43	815	-43
Rest of Asia	5.286	37%	230	-80	53%	230	-80	101	-90	101	-90
Africa	9.735	48%	564	-56	74%	564	-56	448	-54	448	-54
Egypt	1.160	70%	176	20	96%	176	20	159	29	159	29
Morocco	558	29%	28	-82	41%	28	-82	14	-91	14	-91
Namibia	2.783	93%	12	-8	63%	12	-8	0	0	0	0
South Africa	1.137	48%	1	-100	3%	1	-100	1	-100	1	-100
Rest of Africa	4.097	37%	347	-43	74%	347	-43	274	-30	274	-30
Oceania	9.619	52%	78	-98	31%	78	-98	74	-98	74	-98
Australia	8.660	52%	74	-98	33%	74	-98	72	-98	72	-98
New Zealand	799	50%	4	-99	14%	4	-99	2	-99	2	-99
Rest of Oceania	160	33%	0	-100	0%	0	-100	0	-100	0	-100
Rest of the World	104.613	48%	3.638	-84	55%	3.638	-84	3.359	-85	3.359	-85
Not indicated	199.160	46%	11.859	-47	55%	11.859	-47	8.945	-52	8.945	-52

Visit Stockholm AB

visit@stockholm.se

+46 8 508 280 00

www.visitstockholm.com