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Stockholm's Tourism Industry: July 2021

During July 2021, just over 1.2 million overnight stays were made in commercial accommodation facilities in Stockholm County. That is, compared with July last year, a strong recovery. Swedish visitors accounted for almost 1.0 million overnight stays. This was an increase of 58% and meant that domestic guest nights during the month were back at the level of July 2019, before the pandemic.

Foreign visitors made just under 240.000 overnight stays in July. That is 164% more than in the same month in 2020. Nevertheless, it is still a long way to the level of 2019. At that time, just over half a million, or 68%, more overnight stays were made by foreign visitors.

The variation between larger target groups is considerable. Germany accounted for the most guest nights in July, followed by the United States and Norway. For Britain, the rise was more modest.

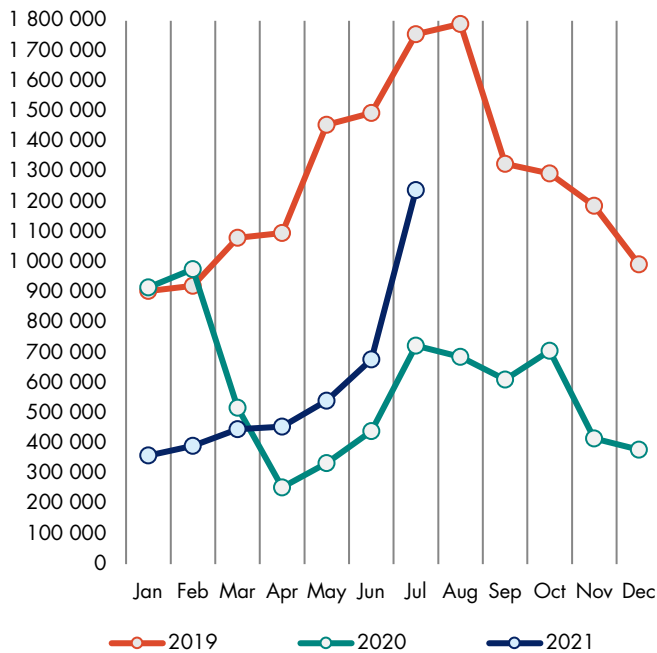
Stockholm County was affected by Covid-19 more than Sweden as a whole and the city was affected more than the county. The increase now is therefore stronger in the county than in the country and larger in the city than in the county. It is nevertheless noteworthy that in the country as a whole, more Swedish guest nights were made than in July 2019.

With just over 4.1 million guest nights when seven months have passed in 2021, the number of overnight stays still does not quite reach the level from 2020 at this time .

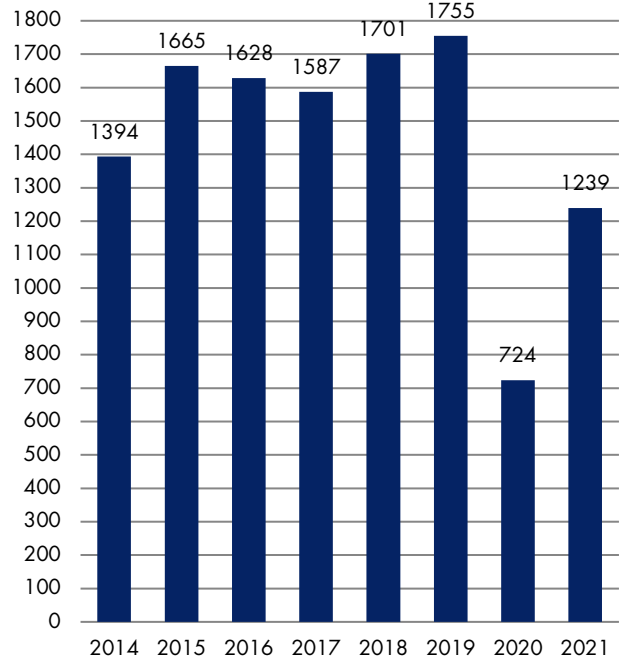
Commercial overnight stays in Stockholm County July 2021, top 20

Target group	Guest nights	Change, %	Target group	Guest nights	Change, %
Total	1.239.198	71%	Not indicated	20 825	14%
Sweden	999.594	58%			
Foreign	239.604	164%			
Ranking, Foreign	Guest nights	Change, %	Ranking, Foreign	Guest nights	Change, %
1 Germany	41.253	379%	11 Finland	4.992	327%
2 USA	35.455	168%	12 Belgium	4.959	299%
3 Norway	17.024	194%	13 Spain	4.454	213%
4 The Netherlands	16.403	827%	14 Austria	4.186	1002%
5 Denmark	15.186	600%	15 Italy	4.019	274%
6 France	10.985	173%	16 Estonia	2.778	264%
7 Switzerland	9.506	542%	17 Ireland	2.440	1040%
8 Great Britain	9.202	42%	18 Lithuania	2.288	111%
9 Poland	5.036	85%	19 Portugal	1.815	220%
10 India	5.022	-38%	20 UAE	1.727	1402%

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



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



Commercial overnight stays 2021 compared with previous year

	July 2021		YTD	
	Guest nights	Change, %	Guest nights	Change, %
Stockholm County	1.239.198	71%	4.145.029	-1%
Domestic	999.594	58%	3.419.166	7%
Foreign	239.604	164%	725.863	-25%
Nordic countries, excl. Sweden	38.064	311%	87.825	-25%
Europe excl. Nordic countries	130.372	265%	341.880	-18%
Non-European	71.168	56%	296.158	-33%
City of Stockholm	705.565	119%	2.278.353	-3%
Domestic	541.491	104%	1.778.760	11%
Foreign	164.074	187%	499.593	-33%
Nordic countries, excl. Sweden	27.908	421%	53.169	-38%
Europe excl. Nordic countries	86.620	322%	232.565	-26%
Non-European	49.546	58%	213.859	-38%
Sweden	11.699.395	25%	30.235.855	9%

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.

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

Country	Stockholm County						City of Stockholm				
	Guest nights 2020	Share in Sweden	July 2021			YTD 2021		July 2021		YTD 2021	
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %
Total	6.901.901	16%	1.239.198	71	11%	4.145.029	-1	705.565	119	2.278.353	-3
Sweden	5.391.968	14%	999.594	58	10%	3.419.166	7	541.491	104	1.778.760	11
Foreign	1.509.933	29%	239.604	164	16%	725.863	-25	164.074	187	499.593	-33
Nordic countries excl. Sweden	170.064	13%	38.064	311	9%	87.825	-25	27.908	421	53.169	-38
Europe excl. Nordic countries	676.353	27%	130.372	265	16%	341.880	-18	86.620	322	232.565	-26
Non-European/ not indicated	663.516	49%	71.168	56	34%	296.158	-33	49.546	58	213.859	-38
Europe	846.417	22%	168.436	274	13%	429.705	-19	114.528	342	285.734	-28
Austria	9.891	37%	4.186	1002	38%	8.048	20	3.175	3013	5.685	5
Belarus	1.004	67%	31	-	56%	168	-81	24	-	149	-82
Belgium	16.589	26%	4.959	299	15%	8.172	-29	3.733	316	6.020	-37
Bulgaria	1.454	18%	272	89	16%	1.110	21	200	50	963	15
Croatia	13.051	59%	269	-29	9%	1.020	-92	213	170	683	-63
Czech Republic	9.402	31%	1.498	275	24%	4.686	-11	1.226	717	3.390	-13
Denmark	48.651	7%	15.186	600	9%	30.607	2	10.789	962	20.509	-9
Estonia	14.394	26%	2.778	264	37%	18.213	159	1.711	239	12.812	211
Finland	50.025	34%	4.992	327	27%	18.108	-52	3.285	352	11.037	-60
France	70.362	54%	10.985	173	52%	37.043	4	8.772	183	28.445	-10
Georgia	847	40%	46	130	8%	291	-47	46	171	118	-69
Germany	120.741	13%	41.253	379	9%	73.782	6	24.536	478	44.565	-15
Greece	5.272	61%	702	812	73%	2.054	-51	526	996	1.512	-59
Hungary	3.610	31%	708	413	42%	2.293	-15	520	431	1.810	-18
Iceland	2.807	33%	862	558	65%	1.935	-14	677	768	1.312	-25
Ireland	9.906	40%	2.440	1.040	58%	9.864	53	1.464	782	7.184	91
Italy	27.706	41%	4.019	274	41%	13.156	-28	3.034	367	10.264	-33
Latvia	6.010	19%	1.137	316	33%	4.013	-1	550	152	1.805	-24
Lithuania	19.345	43%	2.288	111	35%	9.243	-36	989	435	3.346	-28
Luxembourg	2.859	51%	434	112	37%	1.631	26	377	92	1.443	25
Netherlands	39.058	26%	16.403	827	14%	27.656	18	11.380	935	19.346	6
Norway	68.581	15%	17.024	194	7%	37.175	-21	13.157	273	20.311	-41
Poland	43.888	20%	5.036	85	19%	21.431	-10	3.208	84	12.805	-13
Portugal	7.239	30%	1.815	220	49%	4.773	9	1.501	255	3.592	8
Romania	20.321	38%	1.468	73	18%	14.133	28	1.181	152	12.636	34
Russia	22.045	50%	437	236	53%	1.806	-91	326	179	1.331	-93
Slovakia	4.966	28%	986	265	57%	3.776	68	538	564	2.607	76
Slovenia	2.458	45%	391	10	39%	1.727	-1	252	-19	871	-26
Spain	30.697	50%	4.454	213	44%	15.726	-14	3.579	247	11.342	-29
Switzerland	24.132	22%	9.506	542	18%	15.204	20	6.605	596	10.746	3
Turkey	5.632	56%	156	81	52%	848	-82	143	79	753	-81
UK	114.498	36%	9.202	42	24%	29.209	-59	5.170	67	17.568	-68
Ukraine	8.882	61%	275	189	10%	1.493	-82	216	248	1.090	-85
Rest of Europe	20.094	35%	2.238	363	28%	9.311	-16	1.425	395	7.684	-21

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Country	Stockholm County						City of Stockholm					
	Guest nights 2020	Share in Sweden	July 2021			YTD 2021		July 2021		YTD 2021		
			Guest nights	Change %	Share in Sweden	Guest nights	Change %	Guest nights	Change %	Guest nights	Change %	
North America	167.756	42%	35.923	170	38%	92.808	-16	25.957	204	63.483	-23	
Canada	5.901	55%	468	599	47%	1.696	-61	355	534	1.420	-61	
USA	161.855	41%	35.455	168	38%	91.112	-14	25.602	202	62.063	-22	
Central & South America	11.865	45%	1.043	229	27%	8.161	0	792	218	6.612	-11	
Argentina	1.924	70%	438	1585	82%	3.710	229	335	1.296	3.460	225	
Brazil	3.119	50%	109	102	26%	578	-76	77	64	443	-80	
Chile	1.668	75%	15	-48	33%	1.134	3	15	-42	1.057	4	
Columbia	668	56%	38	217	68%	105	-78	32	191	81	-82	
Mexico	1.594	72%	177	883	85%	1.211	10	121	572	344	-67	
Rest of Central & South America	2.892	47%	266	49	10%	1.423	-27	212	72	1.227	-26	
Asia	162.944	69%	10.001	8	70%	62.524	-46	7.045	39	42.581	-45	
China	17.616	54%	687	70	59%	3.666	-76	550	48	3.081	-77	
India	106.984	87%	5.022	-38	81%	42.465	-40	3.061	-27	27.587	-29	
Indonesia	907	63%	21	50	20%	81	-90	7	-13	55	-92	
Iran	586	9%	30	67	17%	156	-64	20	11	74	-81	
Israel	1.792	59%	441	3.292	57%	1.045	-27	369	2.738	910	-28	
Japan	7.351	56%	211	486	35%	1.029	-84	148	887	798	-86	
Malaysia	796	44%	102	1.600	92%	121	-83	98	1.533	105	-84	
Qatar	1.943	62%	125	116	79%	2.632	338	105	139	977	73	
Saudi Arabia	1.818	61%	213	1.153	73%	479	-69	176	935	426	-65	
Singapore	1.444	47%	110	746	73%	449	-65	106	1.078	425	-63	
South Korea	2.508	52%	417	4.070	52%	1.282	-32	308	2.980	887	-48	
Taiwan	1.434	46%	3	-77	2%	38	-96	3	-67	33	-96	
Thailand	5.749	37%	557	499	66%	1.108	-78	317	317	750	-84	
United Arab Emirates	6.792	78%	1.727	1402	90%	5.871	26	1.497	1870	5.305	47	
Rest of Asia	5.224	38%	335	30	38%	2.102	-46	280	52	1.168	-65	
Africa	7.861	47%	427	60	22%	2.724	-45	282	83	2.019	-48	
Egypt	1.127	70%	142	407	72%	575	-6	128	412	508	-8	
Morocco	554	29%	24	200	71%	118	-72	24	243	67	-83	
Namibia	957	82%	0	-	0%	44	-93	0	-	3	-99	
South Africa	1.119	48%	56	-24	33%	259	-72	47	42	200	-74	
Rest of Africa	4.104	42%	205	31	13%	1.728	-27	83	-7	1.241	-26	
Oceania	9.515	51%	237	23	29%	1.161	-86	178	25	854	-89	
Australia	8.583	52%	182	-4	29%	1.045	-86	154	10	784	-89	
New Zealand	768	47%	51	5.000	38%	96	-83	20	1.900	57	-89	
Rest of Oceania	164	33%	4	100	7%	20	-83	4	300	13	-86	
Rest of the World	102.915	48%	2.712	-34	9%	26.040	-66	2.402	-37	24.114	-66	
Not indicated	200 660	46%	20.825	14	31%	102.740	-12	12.890	-3	74.196	-23	

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